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One News Colmar Brunton Poll July 2007 Poll

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One News/Colmar Brunton Poll

Poll Method Summary

RELEASED:	Sunday 8 th July 2007
POLL CONDUCTED:	Evenings of 30 June - 5 July 2007 inclusive
SAMPLE SIZE:	N = 1000, Eligible Voters
SAMPLE SELECTION:	Random nationwide selection using a type of stratified sampling to ensure the sample includes the correct proportion of people in urban and rural areas.
SAMPLE ERROR:	Based on the total sample of 1000 Eligible Voters, the maximum sampling error estimated is plus or minus 3.1%, expressed at the 95% confidence level.
METHOD:	Conducted by CATI (Computer Assisted Telephone Interviewing).
WEIGHTING:	The data has been weighted to Department of Statistics Population Estimates to ensure it is representative of the population in terms of age, gender, household size and ethnic origin.
REPORTED FIGURES:	Reported bases are weighted. For Party Support, percentages have been rounded up or down to whole numbers, except those less than 3.5% which are reported to 1 decimal place. For all other figures percentages have been rounded up or down to whole numbers except those less than 1% which are reported to 1 decimal place.
METHODOLOGY	The party vote question has been asked unprompted as at February 1997.

NOTE: The data does not take into account the effects of non-voting and therefore cannot be used to predict the outcome of an election. Undecided voters, non-voters and those who refused to answer are excluded from the data on party support. The results are therefore only indicative of trends in party support, and it would be misleading to report otherwise. Publication or reproduction of the results of this poll must be acknowledged as the "One News Colmar Brunton Poll".

Summary of Poll Results

PARTY SUPPORT - PARTY VOTE

National	52%	Down 4% from 19 th – 24 th May 2007
Labour	36%	Up 5%
Green	5%	Down 1%
The Maori Party	3%	Steady
NZ First	2%	Steady
United Future NZ	1%	Steady

PARTY SUPPORT - ELECTORATE VOTE

National	51%	Down 3% from 19 th – 24 th May 2007
Labour	38%	Up 2%
Greens	4%	Steady
The Maori Party	2%	Steady
NZ First	2%	Up 1%
United Future NZ	1%	Steady

UNDECIDED VOTERS

Party Vote	12%	Up 2% from 19 th – 24 th May 2007
Electorate Vote	15%	Up 2%

Summary of Poll Results

PREFERRED PRIME MINISTER		
Key	35%	Down 3% from 19 th – 24 th May 2007
Clark	29%	Up 2%
Peters	2%	Steady

ECONOMIC OUTLOOK		
Optimism	31%	Steady from 19 th – 24 th May 2007
Pessimism	41%	Up 2%

KEY POLITICAL EVENTS: Late May- June 2007

- Death of South Auckland woman after power company switches off power
- Asia Pacific Interfaith Dialogue Conference held at Waitangi
- Rules for wealthy migrants relaxed
- Government raises Official Cash Rate to 8%
- Government sells NZ dollars and buys US dollars to drive down exchange rate
- Water price increases confirmed by Auckland City Council
- NZ High Commissioner expelled from Fiji
- Sue Bradford calls to reduce voting age to 16
- NZ extends travel ban on Fijian Rulers
- Rules over television coverage of Parliamentary debate changed
- Kiwi Saver scheme begins July 1
- Labour Party and Act Party create a cooperation agreement
- Government's 20 hour 'free' childcare policy widely criticised
- Auckland tank farms redevelopment project announced
- Alinghi syndicate win America's Cup over Team NZ
- Gerry Brownlee accused of conflict of interest as director of casino consulting company

Detailed Poll Results

"If a general election was held today, how likely would you be to vote?"

NOTE: Those claiming they would be 'quite likely' or 'very likely' to vote have been included in the party support analysis.

Party Support

"Under MMP you get two votes.

One is for a political party and is called a party vote.

The other is for your local M.P. and is called an electorate vote."

Party Vote*

"Firstly thinking about the Party Vote which is for a political party.

Which political party would you vote for?"

***NB:** This question was asked unprompted as of February 1997.