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Brunton**
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market research company

ONE News Colmar Brunton Poll
November 1st – 5th, 2008

| | |
|---------------------|------------------------------|
| PREPARED FOR | ONE News Colmar Brunton Poll |
| ATTENTION | Television New Zealand |
| ISSUE DATE | 6/11/08 |
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dream a little 

Colmar Brunton

ONE News Colmar Brunton Poll

Poll Method Summary

| | |
|--------------------------|--|
| RELEASED: | Thursday 6 th November, 2008 |
| POLL CONDUCTED: | Evenings of November 1 st – 5 th inclusive |
| SAMPLE SIZE: | n = 1,010 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 a 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 unweighted. For Party Support, percentages have been rounded up or down to whole numbers, except those less than 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 | 47% | Steady from 18 th – 23 rd October, 2008 |
| Labour | 35% | Steady |
| Green Party | 9% | Up 1% |
| ACT NZ | 3% | Up 1% |
| NZ First | 2% | Down 1% |
| The Maori Party | 1% | Down 2% |

PARTY SUPPORT – ELECTORATE VOTE

| | | |
|---|-----|--|
| National | 47% | Down 3% from 18 th – 23 rd October, 2008 |
| Labour | 38% | Up 1% |
| Green Party | 5% | Up 1% |
| The Maori Party | 3% | Steady |
| NZ First | 3% | Up 1% |
| ACT NZ | 2% | Steady |
| United Future | 1% | Steady |
| Jim Anderton's Progressive Coalition | 1% | Up 1% |

UNDECIDED VOTERS

| | | |
|------------------------|----|--|
| Party Vote | 8% | Down 1% from 18 th – 23 rd October, 2008 |
| Electorate Vote | 9% | Down 3% |

Summary of Poll Results

PREFERRED PRIME MINISTER

| | | |
|---------------|-----|--|
| Key | 40% | Up 2% from 18 th – 23 rd October, 2008 |
| Clark | 36% | Down 1% |
| Peters | 1% | Down 2% |

ECONOMIC OUTLOOK

| | | |
|------------------|-----|--|
| Optimism | 42% | Up 1% from 18 th – 23 rd October, 2008 |
| Pessimism | 37% | Down 3% |

Key Political Events: 5th October – 5th November 2008

- National announces parole policy. No parole for repeat violent offenders
- 2 days before cut-off date for electoral office, 220,000 eligible voters were still to enrol
- Maori Party held annual conference and election campaign launch
- Green Party launch their campaign with the backing of NZ celebrity, Robyn Malcolm
- Treasury's Pre-election Economic and Fiscal Update shows budget deficits are predicted for next ten years as economic forecasts look to be worse than predicted
- Government rejects holding another inquiry into power prices
- National question Labour election spending as Labour send out information booklets under each MP – which Chief Electoral Office do not deem advertising
- International fallout from US credit crisis continues
- Government approves a regional fuel tax to pay for Auckland's rail electrification project
- Television broadcasting for election begins
- John Key says he will support Government moves to protect bank deposits if it becomes necessary
- Electoral Commission releases result from study which shows that one-third of voters still do not know that the party vote is the most important in determining the number of parliamentary seats
- National announce tax cut policy: Cuts are to be funded by taking some money away from KiwiSaver and business tax credits for research and development
- National, Labour, United Future and ACT launch election campaigns
- National pledge 11 commitments to New Zealanders and Key talks of his banking background providing good experience to whether the current economic climate
- Labour launch retraining allowance and Helen Clark emphasises her statesmanship and experience as key credentials during the deepening global financial crisis
- Helen Clark secures savings in New Zealand banks
- National launch initiative to boost basic literacy and numeracy standards
- Allan Bollard (Reserve Bank Governor) briefs John Key on plan to secure savings deposits in NZ banks
- Helen Clark and John Key go head to head in the first of the televised leaders debates with most pundits putting Key ahead
- Leaders continue on the campaign trail with John Key appearing on TV One's Breakfast show
- Carter Hold Harvey announce 300 redundancies
- Maori Party announce economic and social policies
- John Key back tracks slightly on comments made to Pita Sharples regarding the abolishment of the Maori Seats
- Internal Affairs investigating possible immigration fraud in relation to the granting of residency and citizenship of Auckland man Yang Liu
- Petrol prices begin to drop, in line with the global credit crunch

- Helen Clark announces that Labour will not be offering any more big spending policies before election day
- Phil Goff launches Labour's first ethnic minority campaign in Mt Eden
- John Key and Helen Clark attend Diwali celebrations in Auckland with their ethnic minority candidates
- ACT announce policy to put every offender away for 25 years to life after their third violent offence
- Greens announce Labour as preferred coalition partner
- National plan for 1 in 2 new police recruits to be assigned for frontline police duties in Counties-Manukau district by 2011
- Labour air new television campaign, featuring two different photos of John Key
- Labour launches Billboards
- National also launch advertising campaign
- Labour announce parental leave, healthcare and minimum wage will all take back seat to financial crisis in campaign
- Energy Minister gives Contact a warning as Australian owner prepares to approve \$1.5M payout
- Stolen medals returned to the Waiouru Army Museum
- Salvation Army reports 20% increase in demand for food parcels in last 5 months
- National pledge \$790M extra to ensure Waikato Expressway completed in next 10 years
- Statistics NZ report shows record numbers of New Zealanders leaving for Australia
- John Key tells senior MPs Lockwood Smith and Maurice Williamson that portfolios to be forfeited in any National-led government
- Government talking of partial float of Australian bank shores as a condition of wholesale funding guarantee for banks
- Maori Party want 'Aotearoa History' a compulsory subject for citizenship
- NZ First want share issue of Kiwi Bank (but only to New Zealanders) and that the government transfers its accounts to this Bank from Westpac
- Petrol prices drop again before Labour Weekend
- Reserve Bank lowers official cash rate to 6.5% - main banks look to drop their own rates
- National announce plan to fund breast cancer drug Herceptin for 12 months
- Electoral Commission find ACT Party guilty for not declaring a \$20,000 per year office space it had received as a donation
- Half of \$158,000 NZ First gave to charities, instead of repaying Parliament, goes to Susan Couch and the Crime Victims Charitable Trust. Susan Couch survived the 2001 Panmure RSA triple murder
- National wrap up support deal with Peter Dunne and United Future
- Maori Party leader Tariana Turia, states that all voters on the Maori Roll, not just members of the Maori Party, will determine which party it supports after the election
- Labour scale back policy on reduced fees for GP visits in light of international financial crisis

- Kiwi Dollar hits 5½ year low of US\$54.35c as the Japanese Yen rises
- Release of documents by Ministry of Foreign Affairs put spotlight back on Winston Peters, showing he wanted Owen Glenn to become honorary consul to Monaco
- British and NZ Governments announce change that will now allow Kiwis aged 18-30 to work for 2 years in Britain
- National start series of attack ads against Labours' record in office, on TV
- Labour promise to cut motor vehicle registration costs if elected
- Labour allege John Key knew about notorious 1980's white collar crime
- Advertising Standards Authority uphold complaint against Labours 'John and John' campaign
- ACT launch health policy, including a one off payment to clear hospital waiting lists and disbanding of District Health Boards
- Banks promise to relax mortgage repayment conditions as Wholesale Funding Guarantee Scheme announced by Finance Minister, Michael Cullen
- ACT Leader, Rodney Hide, receives letter from Electoral Commission about his yellow jacket which maybe in breach of the Electoral Finance Act.
- Second televised leaders debate takes place on TV3
- Green's rule out working with Winston Peters in government
- Sports legends Michael Jones and Va'aiga Tuigamala appear alongside John Key in South Auckland
- Police find no offence was committed when Winston Peters NZ First Party failed to declare \$80,000 donation
- New 'cocktail party recording' of National Deputy Leader, Bill English, leaked to media
- Annette King announces an updated policy package, with Labour allocating \$19.4 billion for transport upgrades over the next 6 years
- National promise \$150 million for school broadband
- Maori Party announce \$500 temporary relieve package (pre-Christmas) to families with children living in poverty
- Reports of elderly Chinese voters being influenced at Ballot Box by Labour

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?"*

Party Vote

IF DON'T KNOW –

"Which one would you be most likely to vote for?"

| | 4 – 9 October 2008 | 11 – 16 October 2008 | 18 – 23 October 2008 | 1 – 5 November 2008 |
|-------------------|--------------------------|----------------------------|----------------------------|---------------------------|
| Don't Know | 8% | 7% | 6% | 4% |
| Refused | 3% | 2% | 3% | 4% |
| TOTAL | 11% | 9% | 9% | 8% |

Base: n=1,010 Eligible New Zealander Voters, 1 - 5 November, 2008

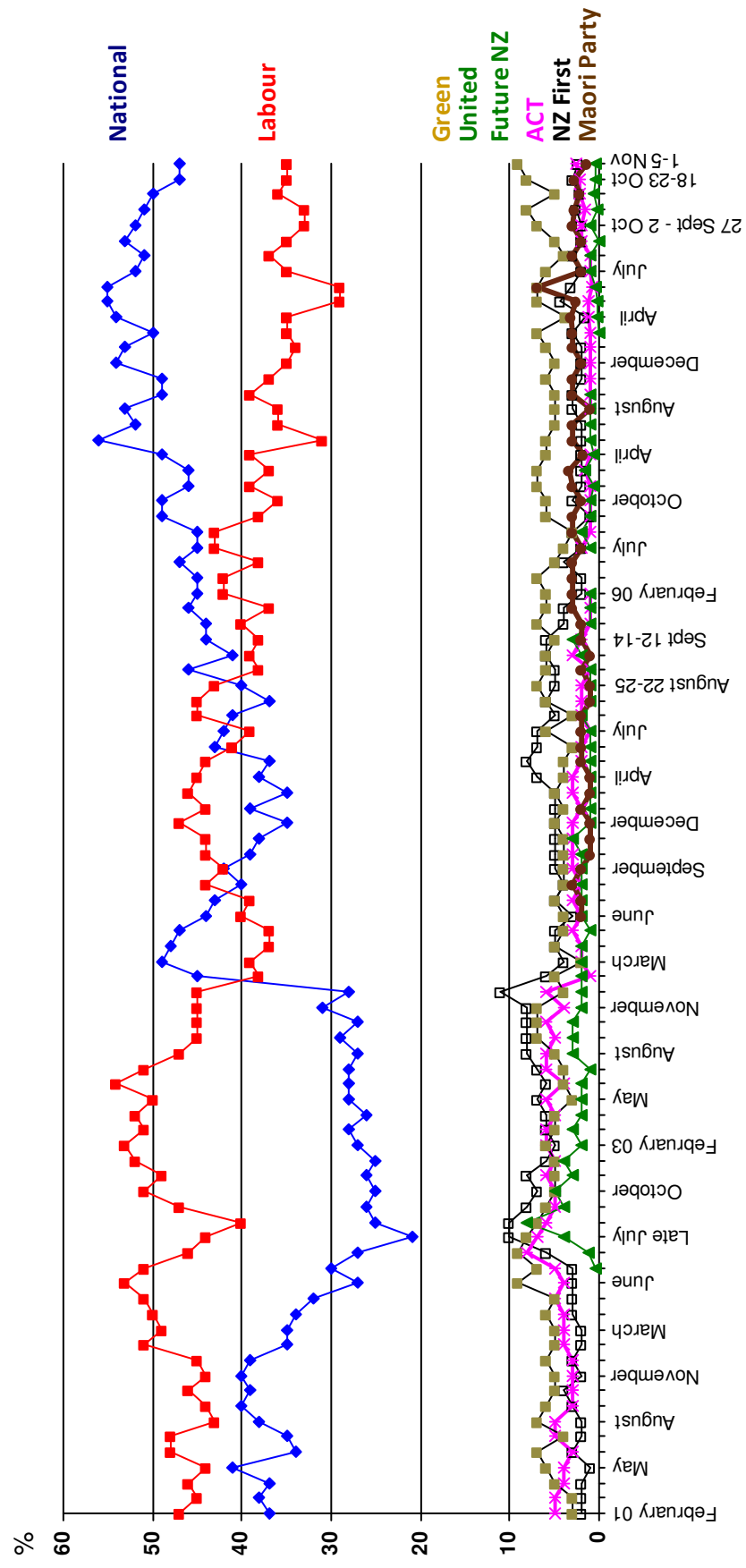
| | 4 – 9 October 2008 | 11 – 16 October 2008 | 18 – 23 October 2008 | 1 – 5 November 2008 |
|---|--------------------------|----------------------------|----------------------------|---------------------------|
| National | 51% | 50% | 47% | 47% |
| Labour | 33% | 36% | 35% | 35% |
| Green Party | 8% | 5% | 8% | 9% |
| ACT NZ | 1.6% | 2.1% | 2.1% | 2.5% |
| NZ First | 2.6% | 2.1% | 3.0% | 2.4% |
| The Maori Party | 2.8% | 2.1% | 2.8% | 1.3% |
| United Future NZ | 0.1% | 0.5% | 0.4% | 0.4% |
| Jim Anderton's Progressive | 0.3% | 0.5% | 0.1% | 0.4% |
| Kiwi Party | 0.1% | 0.2% | 0.3% | 0.3% |
| The Bill and Ben Party | - | - | - | 0.3% |
| Family Party | - | 0.1% | - | 0.2% |
| Democrats for Social Credit | - | - | 0.1% | 0.1% |
| Aotearoa Legalise Cannabis Party | - | - | - | 0.1% |
| Alliance | - | - | - | 0.1% |
| New Zealand Pacific Party | 0.4% | - | 0.5% | - |
| Workers Party | - | - | 0.2% | - |
| Christian Heritage | 0.1% | 0.1% | - | - |
| Libertarianz | 0.1% | - | - | - |
| Other | 0.1% | 0.5% | 0.2% | 0.3% |
| TOTAL | 100% | 99%* | 100% | 99%* |

Base: n=876 Probed Party Supporters, 1 - 5 November, 2008

*Total does not sum exactly due to rounding

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Party Vote



Electorate Vote

"Now thinking about your other vote, the Electorate Vote for your Local M.P.. When you choose your local M.P., which party, if any, is this candidate likely to come from?"

IF DON'T KNOW

"Which party, if any, are they most likely to come from?"

| | 4 – 9 October 2008 | 11 – 16 October 2008 | 18 – 23 October 2008 | 1 – 5 November 2008 |
|-------------------|--------------------------|----------------------------|----------------------------|---------------------------|
| Don't Know | 15% | 18% | 12% | 7% |
| Refused | 2% | 1% | 2% | 3% |
| TOTAL | 17% | 19% | 14% | 9%* |

Base: n=1,010 Eligible New Zealander Voters, 1–5 November Oct, 2008

*Total does not sum exactly due to rounding

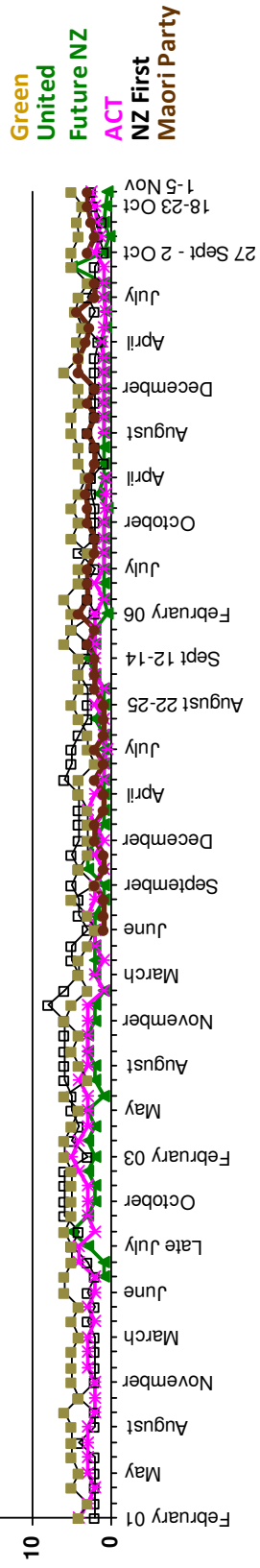
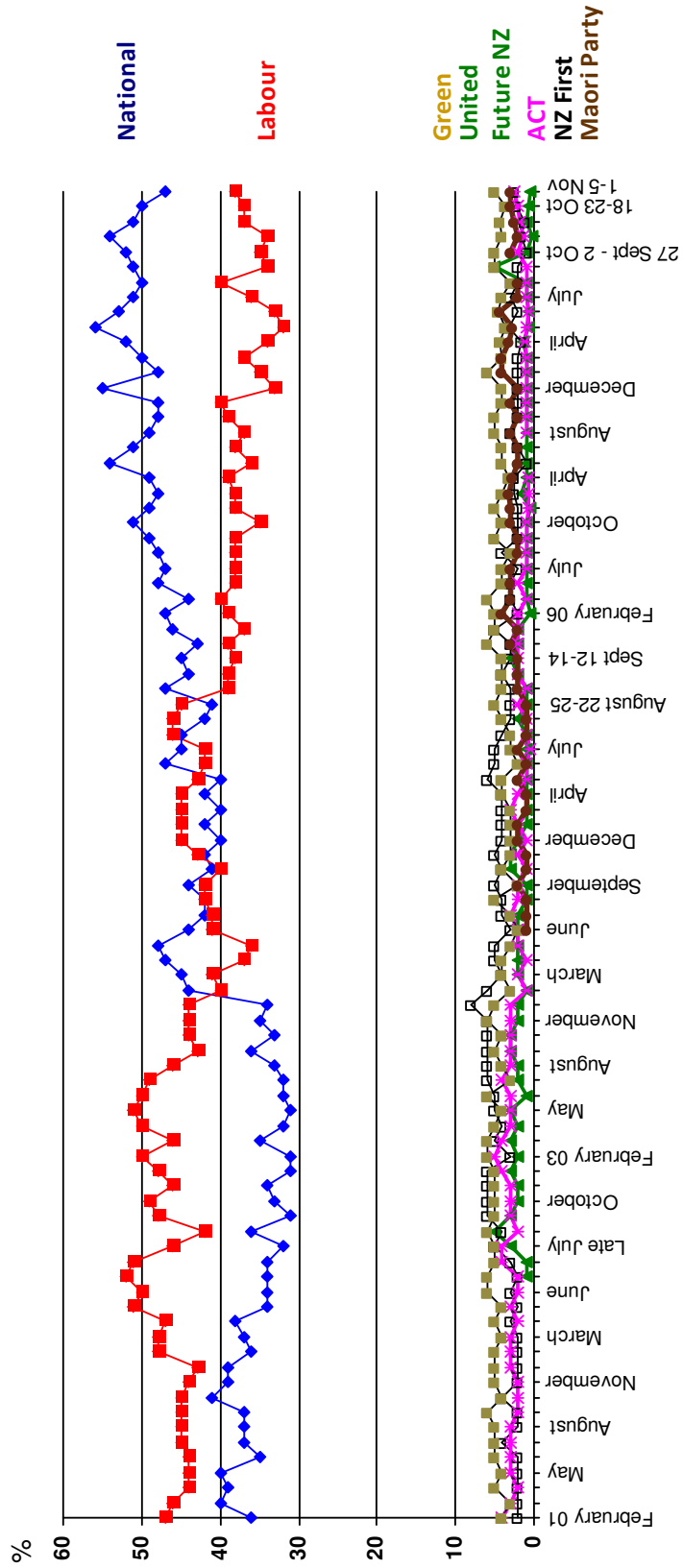
| | 4 – 9 October 2008 | 11 – 16 October 2008 | 18 – 23 October 2008 | 1 -5 November 2008 |
|------------------------------------|--------------------------|----------------------------|----------------------------|--------------------------|
| National | 54% | 51% | 50% | 47% |
| Labour | 34% | 37% | 37% | 38% |
| Green Party | 4.1% | 4.3% | 3.6% | 5% |
| The Maori Party | 2.9% | 2.6% | 2.9% | 2.9% |
| NZ First | 1.6% | 1.1% | 2.3% | 2.5% |
| ACT NZ | 1.4% | 1.8% | 2.0% | 2.4% |
| Jim Anderton's Progressive | 1.2% | 0.5% | 0.3% | 1.0% |
| United Future NZ | 0.3% | 0.8% | 0.6% | 0.5% |
| Alliance | - | 0.1% | 0.1% | 0.3% |
| Democrats for Social Credit | 0.1% | - | 0.2% | 0.1% |
| Kiwi Party | 0.2% | 0.5% | 0.1% | 0.1% |
| Family Party | - | 0.5% | 0.1% | 0.1% |
| New Zealand Pacific Party | 0.5% | - | 0.5% | - |
| Workers Party | - | - | 0.2% | - |
| Independent | 0.4% | - | - | - |
| Other | 0.3% | 0.3% | 0.3% | 0.4% |
| TOTAL | 101%* | 101%* | 100% | 100% |

Base: n=867 Probed Party Supporters, 1-5 November, 2008

*Total does not sum exactly due to rounding

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Electorate Vote



Preferred Prime Minister

"Now thinking about all current M.P.'s of any party, which one would you personally prefer to be Prime Minister?"

IF NONE –

"Is there anyone who is not a current M.P. who you would prefer to be Prime Minister?"

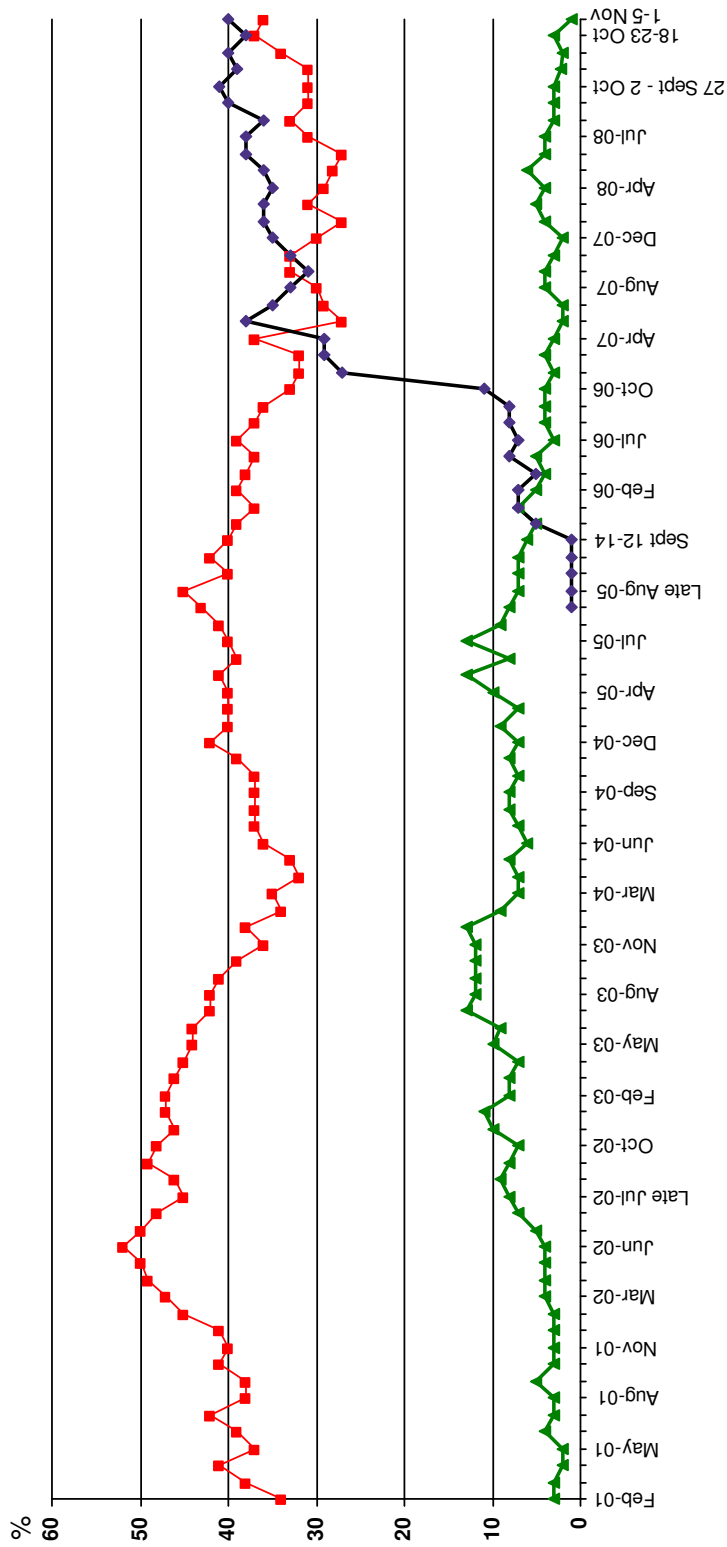
| | 4 – 9 October 2008 | 11 – 16 October 2008 | 18 – 23 October 2008 | 1 – 5 November 2008 |
|----------------------------|-----------------------|----------------------------|----------------------------|---------------------------|
| John Key | 39% | 40% | 38% | 40% |
| Helen Clark | 31% | 34% | 37% | 36% |
| Winston Peters | 2% | 2% | 3% | 1% |
| Jeanette Fitzsimons | 0.8% | 1% | 0.9% | 0.8% |
| Jim Anderton | 0.3% | 0.3% | 0.4% | 0.8% |
| Phil Goff | 0.3% | 0.4% | 0.3% | 0.8% |
| Rodney Hide | 0.5% | 0.7% | 0.7% | 0.6% |
| Bill English | 0.7% | 0.4% | 0.7% | 0.6% |
| Pita Sharples | 0.6% | 0.6% | 0.4% | 0.4% |
| Michael Cullen | 0.3% | - | 0.1% | 0.2% |
| Ron Mark | - | - | 0.1% | 0.2% |
| Tariana Turia | 0.4% | 0.3% | 0.2% | - |
| Hone Harawira | - | - | 0.2% | - |
| Peter Dunne | 0.1% | 0.1% | 0.1% | - |
| Don Brash | - | 0.1% | 0.1% | - |
| Russell Norman | - | - | 0.1% | - |
| Nandor Tanczos | - | 0.1% | - | - |
| John Banks | 0.1% | - | - | - |
| Other | 4% | 2% | 2% | 3% |
| Don't Know | 15% | 13% | 13% | 13% |
| None | 4% | 4% | 2% | 3% |
| Refused | 2% | 1% | 0.2% | - |
| TOTAL | 101%* | 100% | 100% | 100% |

Base: n=1,010 Eligible New Zealander Voters, 1-5 November, 2008
due to rounding

*Total does not sum exactly

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Preferred Prime Minister



Economic Outlook

"And do you think during the next 12 months the economy will be in a better state than at present, or in a worse state?"

| | 4 – 9 October 2008 | 11 – 16 October 2008 | 18 – 23 October 2008 | 1 – 5 November 2008 |
|---------------|-----------------------|----------------------------|----------------------------|---------------------------|
| Better | 38% | 37% | 41% | 42% |
| Same | 20% | 21% | 19% | 21% |
| Worse | 42% | 42% | 40% | 37% |
| TOTAL | 100% | 100% | 100% | 100% |

Base: n=1,010 Eligible New Zealander Voters, 1-5 November, 2008

Parliamentary Seat Entitlement

The following have been calculated using the St Laguë method.

The next table assumes that each of United Future New Zealand, ACT and Progressive Coalition win one electorate seat and the Maori Party wins 4 electorate seats

* Indicates overhang seats

| | 1 – 5 November 2008 |
|--------------------------|---------------------------|
| National | 58 |
| Labour | 43 |
| Green Party | 12 |
| Maori Party | 4* |
| United Future NZ | 1 |
| ACT | 3 |
| Progressive Party | 1 |
| NZ First | 0 |
| TOTAL | 122 |

Method Used To Calculate Parliamentary Seat Entitlement

The St Laguë method is used by the Chief Electoral Officer at election time to convert the number of votes for each party into the number of seats they get in parliament.

It is applied to all the parties which are eligible, either by exceeding the 5% threshold or by winning at least one electorate seat. More information about the St Laguë method can be obtained directly from the Electoral Commission.