



**Colmar
Brunton**
A Millward Brown Company

ONE News Colmar Brunton
Tauranga Electorate Poll
October 2008

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| Prepared for | ONE News Colmar Brunton Poll |
| Attention | Television New Zealand |
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ONE News Colmar Brunton Poll

Poll Method Summary

| | |
|--------------------------|--|
| RELEASED: | Sunday 2 nd November, 2008 |
| POLL CONDUCTED: | Evenings of 28 th – 30 th October, 2008 inclusive |
| SAMPLE SIZE: | n = 500 Eligible Voters |
| SAMPLE SELECTION: | Random selection of respondents using a tele-matched sample from the Tauranga Electoral Roll. |
| SAMPLE ERROR: | Based on a total sample of 500 eligible voters (on the normal electoral roll), the maximum sampling error estimated is plus or minus 4.4%, 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 and gender, allowing for household size. Data has also been post-weighted to reflect known previous voting patterns for the Electorate Vote within Tauranga at the 2005 General Election. |
| REPORTED FIGURES: | Reported bases are unweighted. For Party and Electorate Support, percentages have been rounded up or down to whole numbers, except those less than 5% 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".

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?"*

Electorate Vote

"Now thinking about your other vote, the Electorate Vote for your Local M.P. I am now going to read out a list of candidates and their parties standing in the Tauranga constituency. Please tell me, when I have finished reading this list, which candidate or party, if any, you will choose to be your local MP?"

Electorate Vote

IF DON'T KNOW

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

| | 28-30 October 2008 | 7-9 August 2008 |
|-------------------|--------------------------|-----------------------|
| Don't Know | 7% | 7% |
| Refused | 4% | 3% |
| TOTAL | 12%* | 10% |

Base: n=500 enrolled voters from Tauranga, 28th – 30th October, 2008 and n=519 enrolled voters from Tauranga, 7th – 9th August, 2008

*Total does not sum exactly due to rounding

| | 28-30 October 2008 | 7-9 August 2008 |
|--|--------------------------|-----------------------|
| National – Simon Bridges | 54% | 48% |
| New Zealand First – Winston Peters | 28% | 28% |
| Kiwi Party – Larry Baldock | 7% | 4.2% |
| Labour – Anne Pankhurst | 4.7% | 15% |
| Green Party – Karen Summerhays | 3.7% | # |
| ACT New Zealand – Ron Scott | 1.3% | # |
| United Future – John D Willocks | 0.5% | # |
| Democrats for Social Credit – Katherine Ransom | 0.2% | # |
| The Republic of New Zealand Party – Hans Laven | # | 0% |
| Independent – Gray Eatwell | - | # |
| Independent – Terry Leaming | - | # |
| The Republic of New Zealand Party – David Macartney | - | # |
| None of these candidates/parties | - | 5% |
| TOTAL | 99%* | 100% |

Base: n=430 Probed Party Supporters, 28th – 30th October, 2008 and n=430 Probed Party Supporters, 7th – 9th August, 2008

*Total does not sum exactly due to rounding

= Not a candidate in the August Poll or replaced as a candidate by the time of the October Poll

Party Vote

IF DON'T KNOW –

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

| | 28-30 October 2008 | 7-9 August 2008 |
|-------------------|--------------------------|-----------------------|
| Don't Know | 6% | 11% |
| Refused | 7% | 4% |
| TOTAL | 13% | 15% |

Base: n=500 enrolled voters from Tauranga, 28th – 30th October, 2008 and n=519 enrolled voters from Tauranga, 7th – 9th August, 2008

| | 28-30 October 2008 | 7-9 August 2008 |
|------------------------------------|--------------------------|-----------------------|
| National | 58% | 55% |
| Labour | 25% | 31% |
| New Zealand First | 6% | 6% |
| Green Party | 6% | 3.2% |
| Kiwi Party | 2.8% | - |
| ACT New Zealand | 1.2% | 1.9% |
| Bill and Ben Party | 0.6% | - |
| Democrats for Social Credit | 0.5% | - |
| The Maori Party | 0.4% | 0.6% |
| Libertarianz | 0.3% | - |
| United Future NZ | 0.2% | 1.2% |
| Family Party | - | 0.2% |
| Other | - | 0.5% |
| TOTAL | 101%* | 100% |

Base: n=419 Probed Party Supporters, 28th – 30th October, 2008 and n=422 Probed Party Supporters, 7th – 9th August, 2008

*Total does not sum exactly due to rounding