

ONE News Colmar Brunton Poll

Poll Method Summary

RELEASED:	Sunday 19 th October, 2008
POLL CONDUCTED:	Evenings of Oct 11 th – 16 th inclusive
SAMPLE SIZE:	n = 1,003 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	50%	Down 1% from 4 th – 9 th October, 2008
Labour	36%	Up 3%
Green Party	5%	Down 3%
The Maori Party	2%	Down 1%
NZ First	2%	Down 1%
ACT NZ	2%	Steady

PARTY SUPPORT – ELECTORATE VOTE

National	51%	Down 3% from 4 th – 9 th October, 2008
Labour	37%	Up 3%
Green Party	4%	Steady
The Maori Party	3%	Steady
ACT NZ	2%	Up 1%
NZ First	1%	Down 1%
United Future	1%	Up 1%

UNDECIDED VOTERS

Party Vote	9%	Down 2% from 4 th – 9 th October, 2008
Electorate Vote	19%	Up 2%

Summary of Poll Results

PREFERRED PRIME MINISTER

Key	40%	Up 1% from 4 th – 9 th October, 2008
Clark	34%	Up 3%
Peters	2%	Steady

ECONOMIC OUTLOOK

Optimism	37%	Down 1% from 4 th – 9 th October, 2008
Pessimism	42%	Steady

Key Political Events: 20th September - 16th October 2008

- National Party health spokesman, Tony Ryall, writes letter to Auckland District Health Board warning them about releasing too much good news in the pre-election period
- Black Power gang makes Treaty of Waitangi claim
- Labour seek legal advice on spending with trade union advertising
- Funeral for slain policeman, Don Wilkinson, in Kumeu
- Former paraolympian, Tony Christensen, announces bid for the Bay of Plenty electorate, as a member of The Kiwi Party
- National release health policy in parts – including a \$10,000 a year write off for doctor's student loans when working in hard-to-staff areas
- Government officials are helping Fonterra keep its' directors in China safe
- Privileges Commission finds Winston Peters, knowingly filed a false return to Parliament when he failed to declare a \$100,000 from Owen Glenn
- US decide to join P4 trade agreement with New Zealand, Singapore, Chile and Brunei
- Labour accuses John Key of lying over his ownership of Tranz Rail shares, with Key subsequently confessing he should have told public about the extent of his shareholding in the Company
- NZ First makes gangs a post-poll priority
- Maori Party accuses Labour and NZ First of preventing the course of justice and pressuring Maori Party over Winston Peters report
- Consumer confidence rebounded sharply (Westpac McDermott Miller consumer confidence Q3)
- Austin Hemmings stabbed to death in downtown Auckland
- 9 Labour MPs give farewell speeches to parliament
- Final parliamentary debate before election held on 26th September
- John Key releases Treaty Negotiations, Maori Affairs and Electoral Roll policy
- National announce plans to dump Maori seats by 2014
- NZ First deputy leader sparks ethnic debate: migrants told to integrate or stay away
- ACT candidate Kenneth Wang told to remove Billboard campaign in Botany, by National candidate, Pansy Wong
- Falling world stock markets take toll on New Zealand Superannuation fund with \$881m loss
- Biofuel law into force on 1st October
- KiwiSaver funds mark one year anniversary
- Government tax cuts come into affect on 1st October
- Government pledges to investigate electricity price hikes
- Clark, Key and TV3 criticised for blackballing smaller parties to a two-leader format for televised Leaders debate

- National pledge to tackle New Zealand's doctor shortage by increasing number of medical student places by 200 a year
- Cullen indicates Auckland's rail electrification project a near certainty
- National crime statistics released indicating an increase of 11.1% in violent offences recorded compared to last year
- Government launch free off-peak travel for Super Gold card holders
- State Services Commission annual report shows Peter Hughes, head of the Social Development Ministry, paid between \$530,000 and \$539,000 in last year
- Winston Peters admits to \$40,000 donation from Spencer Trust after it was uncovered by Serious Fraud Office
- 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

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?"

	6 – 11 September 2008	27 Sept – 2 October 2008	4 – 9 October 2008	11 – 16 October 2008
Don't Know	7%	6%	8%	7%
Refused	4%	2%	3%	2%
TOTAL	11%	8%	11%	9%

Base: n=1,003 Eligible New Zealander Voters, 11-16 October, 2008

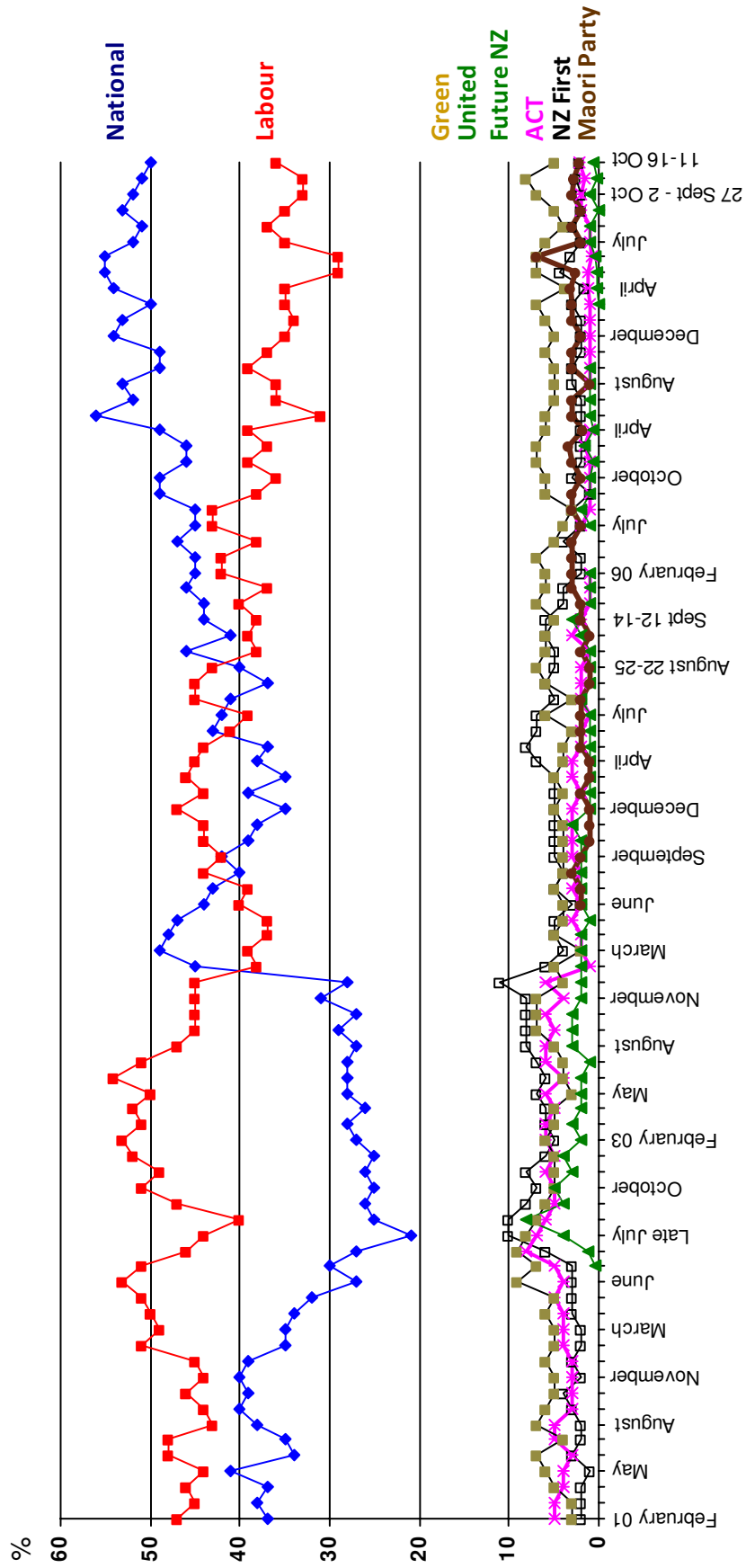
	6 – 11 September 2008	27 Sept – 2 October 2008	4 – 9 October 2008	11 – 16 October 2008
National	53%	52%	51%	50%
Labour	35%	33%	33%	36%
Green Party	5%	7%	8%	5%
The Maori Party	1.8%	2.5%	2.8%	2.1%
NZ First	1.8%	2.0%	2.6%	2.1%
ACT NZ	2.0%	1.5%	1.6%	2.1%
Jim Anderton's Progressive	-	0.3%	0.3%	0.5%
United Future NZ	-	0.7%	0.1%	0.5%
Kiwi Party	0.1%	0.5%	0.1%	0.2%
Christian Heritage	0.5%	-	0.1%	0.1%
Family Party	-	0.5%	-	0.1%
New Zealand Pacific Party	-	-	0.4%	-
Libertarianz	-	-	0.1%	-
Aotearoa Legalise Cannabis Party	0.2%	0.3%	-	-
The One New Zealand Party	0.1%	-	-	-
Alliance	0.1%	-	-	-
Democrats for Social Credit	0.1%	-	-	-
Other	0.3%	0.4%	0.1%	0.5%
TOTAL	100%	101%*	100%	99%*

Base: n=861 Probed Party Supporters, 11-16 October, 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?"

	6-11 September 2008	27 Sept – 2 October 2008	4 – 9 October 2008	11 – 16 October 2008
Don't Know	14%	10%	15%	18%
Refused	2%	2%	2%	1%
TOTAL	16%	12%	17%	19%

Base: n=1,003 Eligible New Zealander Voters, 11-16 Oct, 2008

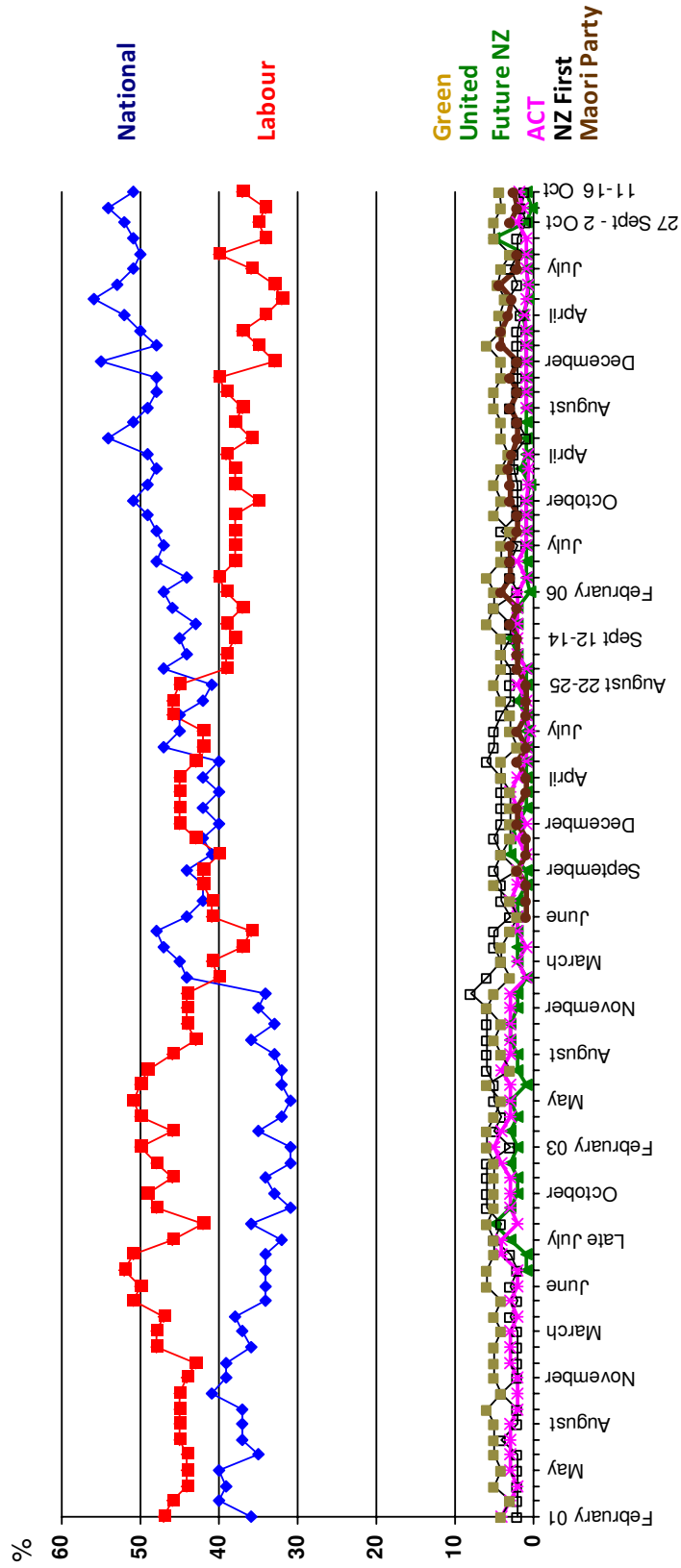
	6-11 September 2008	27 Sept – 2 October 2008	4 – 9 October 2008	11 – 16 October 2008
National	51%	52%	54%	51%
Labour	34%	35%	34%	37%
Green Party	4.8%	5.0%	4.1%	4.3%
The Maori Party	4.2%	3.3%	2.9%	2.6%
ACT NZ	1.3%	1.5%	1.4%	1.8%
NZ First	2.0%	1.2%	1.6%	1.1%
United Future NZ	0.9%	0.9%	0.3%	0.8%
Jim Anderton's Progressive	0.4%	0.2%	1.2%	0.5%
Kiwi Party	0.2%	0.4%	0.2%	0.5%
Family Party	-	0.4%	-	0.5%
Alliance	0.1%	-	-	0.1%
New Zealand Pacific Party	0.1%	-	0.5%	-
Independent	0.1%	-	0.4%	-
Democrats for Social Credit	-	-	0.1%	-
Christian Heritage	0.2%	0.1%	-	-
Aotearoa Legalise Cannabis Party	-	-	-	-
Other	0.4%	0.2%	0.3%	0.3%
TOTAL	100%	100%	101%*	101%*

Base: n=771 Probed Party Supporters, 11-16 October, 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?"

	6 – 11 September 2008	27 Sept – 2 October 2008	4 – 9 October 2008	11 – 16 October 2008
John Key	40%	41%	39%	40%
Helen Clark	31%	31%	31%	34%
Winston Peters	3%	3%	2%	2%
Jeanette Fitzsimons	0.8%	0.2%	0.8%	1%
Rodney Hide	1%	0.7%	0.5%	0.7%
Pita Sharples	0.2%	1%	0.6%	0.6%
Bill English	0.3%	0.5%	0.7%	0.4%
Phil Goff	0.6%	0.8%	0.3%	0.4%
Tariana Turia	0.2%	0.1%	0.4%	0.3%
Jim Anderton	0.2%	0.3%	0.3%	0.3%
Peter Dunne	-	0.2%	0.1%	0.1%
Don Brash	0.1%	-	-	0.1%
Nandor Tanczos	-	0.4%	-	0.1%
Michael Cullen	0.3%	0.2%	0.3%	-
John Banks	0.2%	0.1%	0.1%	-
John Tamihere	0.1%	-	-	-
Nick Smith	-	-	-	-
Gerry Brownlee	-	-	-	-
Other	3%	3%	4%	2%
Don't Know	14%	13%	15%	13%
None	3%	5%	4%	4%
Refused	1%	1%	2%	1%
TOTAL	99%*	102%*	101%*	100%

Base: n=1,003 Eligible New Zealander Voters, 11-16 October, 2008
due to rounding

*Total does not sum exactly

ONE NEWS/COLMAR BRUNTON POLL

Preferred Prime Minister

