

ONE News Colmar Brunton Poll

Poll Method Summary

RELEASED:	Sunday 10 th August, 2008
POLL CONDUCTED:	Evenings of 7 th – 9 th August, 2008 inclusive
SAMPLE SIZE:	n = 519 Eligible Voters
SAMPLE SELECTION:	Random telephone number search conducted within an area greater than the Tauranga Electorate. Detailed screening to street level to ensure respondents live within the Tauranga Electorate.
SAMPLE ERROR:	Based on a total sample of 519 eligible voters (on the normal electoral roll), the maximum sampling error estimated is plus or minus 4.3%, 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.

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