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**Colmar
Brunton**
A Millward Brown Company

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market research company

ONE News Colmar Brunton Poll
July 25-29, 2009

PREPARED FOR	ONE News Colmar Brunton Poll
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dream a little 

Colmar Brunton

ONE News Colmar Brunton Poll

Poll Method Summary

RELEASED:	Sunday 2nd August, 2009
POLL CONDUCTED:	Interviewing took place over the 25 th – 29 th July, 2009
SAMPLE SIZE:	n = 1,001 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	56%	Down 1% from 28 th March – 1 st April, 2009
Labour	31%	Steady
Green Party	7%	Steady
The Maori Party	3%	Up 1%
NZ First	2%	Up 1%
ACT NZ	1%	Down 1%

PARTY SUPPORT – ELECTORATE VOTE

National	53%	Up 1% from 28 th March – 1 st April, 2009
Labour	34%	Steady
Green Party	4%	Down 3%
The Maori Party	3%	Steady
ACT NZ	2%	Steady
NZ First	1%	Steady

UNDECIDED VOTERS

Party Vote	9%	Steady from 28 th March – 1 st April, 2009
Electorate Vote	10%	Down 2%

Summary of Poll Results

PREFERRED PRIME MINISTER		
Key	51%	Steady from 28 th March - 1 st April, 2009
Goff	7%	Up 1%
Peters	2%	Up 1%

Key Political Events: 1st – 29th July 2009

- Multi-millionaire businessman connected to MPs arrested at airport
- Ministerial review panel report recommends immediate repeat of Seabed and Foreshore Act
- Child advocates say children's lives will be at risk because of government decision to close down specialist child abuse awareness team
- Public servants told by government they will need to increase productivity
- John Key tours Pacific Islands with others involved in Pasifika community
- Budget papers show National ministers huge travel costs
- Major changes made to New Zealand's legal system
- Debate on dole benefits for those made redundant with working partners
- Minister of Food Safety speaks out strongly against compulsory additions of folic acid to most bread
- Immigration policy amendments make it harder for migrant workers to enter New Zealand, but ease pressures for some already in New Zealand
- Labour Party official investigated in false visa scam
- Phil Goff backtracks on statement regarding dole payments for redundant workers, regardless of partner's income
- Don Brash appointed as chairman of taskforce charged with finding ways to close the wage gap with Australia
- Taito Phillip Field trial continues
- Social Development Minister Paula Bennet releases details of solo mothers who criticised government welfare payment policies
- Government funds national cycleways
- Labour and National debate sending SAS troops back to Afghanistan
- Anti-smacking referendum postal papers sent out

Detailed Poll Results – Questions Wording

Likelihood to Vote

"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.

Introduction

"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?"*

IF DON'T KNOW

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

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?"

Party Vote

"Which political party would you vote for?"

IF DON'T KNOW –

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

	1 – 5 November 2008	14 – 19 February 2009	28 March – 1 April 2009	25 – 29 July 2009
Don't Know	4%	6%	5%	6%
Refused	4%	2%	4%	3%
TOTAL	8%	8%	9%	9%

Base: n=1,001 Eligible New Zealander Voters, 25-29 July 2009

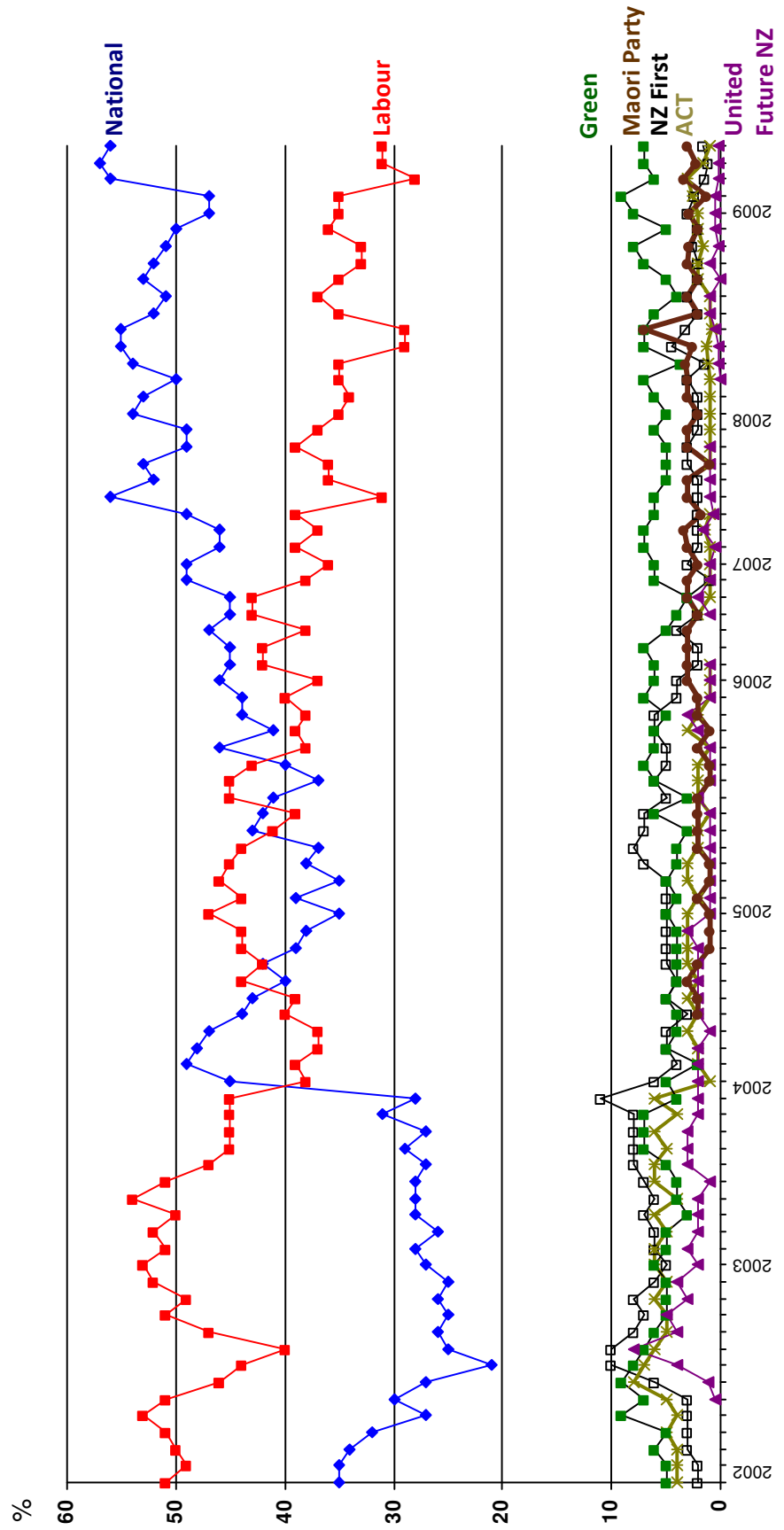
	1 – 5 November 2008	14 – 19 February 2009	28 March – 1 April 2009	25 – 29 July 2009
National	47%	56%	57%	56%
Labour	35%	28%	31%	31%
Green Party	9%	6%	7%	7%
The Maori Party	1.3%	3.4%	2.2%	3.1%
NZ First	2.4%	1.4%	1.1%	1.6%
ACT NZ	2.5%	3.1%	1.6%	1.0%
Jim Anderton's Progressive	0.4%	0.4%	0.2%	0.5%
The Bill and Ben Party	0.3%	0.5%	-	0.3%
United Future NZ	0.4%	0.1%	0.2%	0.1%
Family Party	0.2%	0.2%	-	0.1%
Alliance	0.1%	-	0.2%	-
Kiwi Party	0.3%	0.7%	-	-
Democrats for Social Credit	0.1%	-	-	-
Aotearoa Legalise Cannabis Party	0.1%	-	-	-
Other	0.3%	0.4%	0.2%	0.5%
TOTAL	99%*	100%	101%*	101%*

Base: n=850 Probed Party Supporters, 25-29 July 2009

*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?"

	1 – 5 November 2008	14 – 19 February 2009	28 March – 1 April 2009	25 – 29 July 2009
Don't Know	7%	7%	8%	8%
Refused	3%	2%	3%	3%
TOTAL	9%*	9%	12%*	10%*

Base: n=1,001 Eligible New Zealander Voters, 25-29 July 2009

*Total does not sum exactly due to rounding

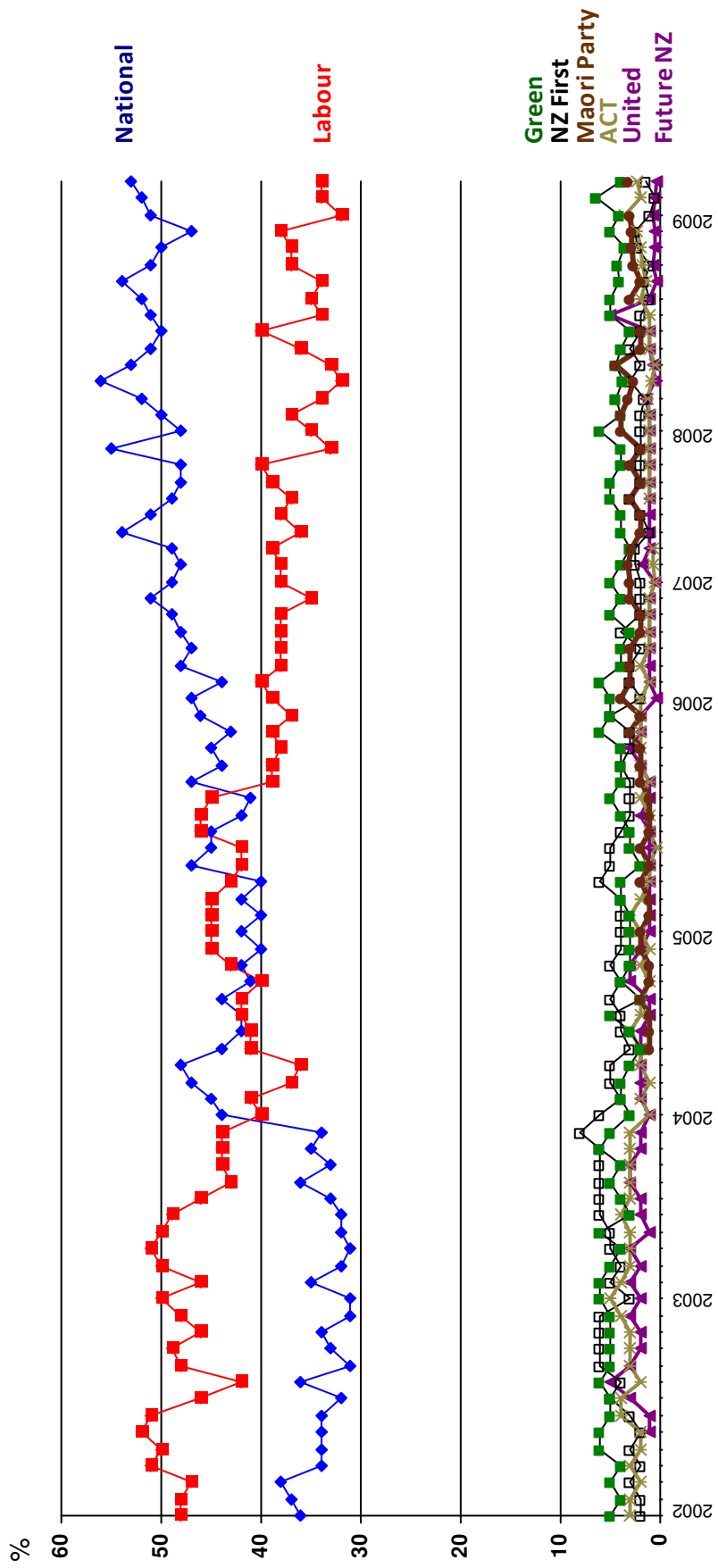
	1 - 5 November 2008	14 – 19 February 2009	28 March – 1 April 2009	25 – 29 July 2009
National	47%	51%	52%	53%
Labour	38%	32%	34%	34%
Green Party	5%	4.1%	7%	3.9%
The Maori Party	2.9%	4.0%	3.0%	3.2%
ACT NZ	2.4%	3.5%	2.0%	2.3%
NZ First	2.5%	1.0%	0.6%	1.4%
United Future NZ	0.5%	0.7%	0.6%	0.4%
Jim Anderton's Progressive	1.0%	1.0%	0.4%	0.4%
Alliance	0.3%	0.1%	0.1%	0.2%
Kiwi Party	0.1%	0.8%	0.1%	0.1%
Bill and Ben Party	-	0.3%	-	-
Aotearoa Legalise Cannabis	-	0.1%	-	-
Democrats for Social Credit	0.1%	-	-	-
Family Party	0.1%	-	-	-
Other	0.4%	0.9%	0.2%	0.9%
TOTAL	100%	99%*	100%	100%

Base: n=834 Probed Party Supporters, 25-29 July 2009

*Total does not sum exactly due to rounding

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Electorate Vote



Green
 NZ First
 Maori Party
 ACT
 United
 Future NZ

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?"

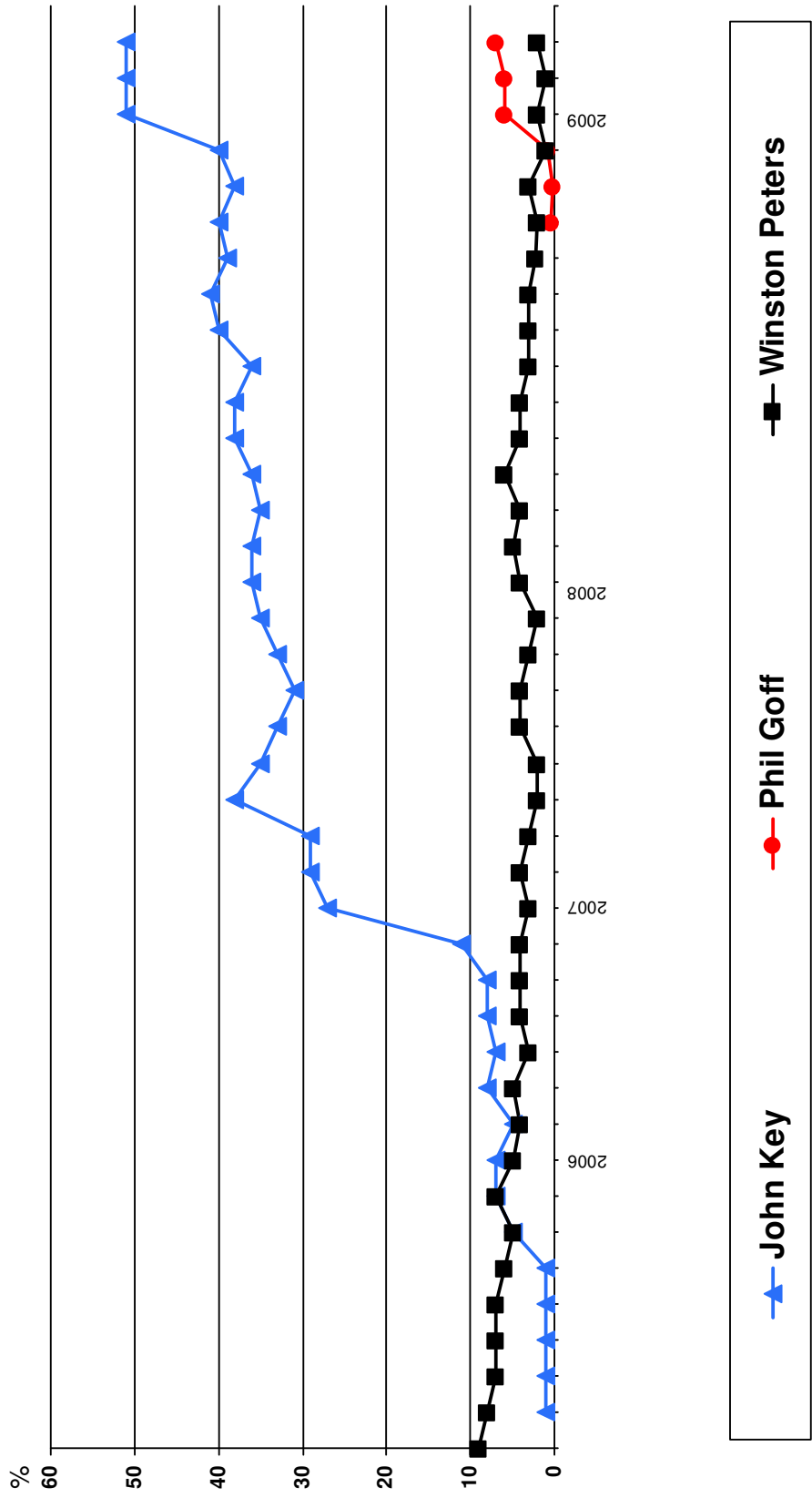
	1 – 5 November 2008	14 – 19 February 2009	28 March – 1 April 2009	25 – 29 July 2009
John Key	40%	51%	51%	51%
Phil Goff	0.8%	6%	6%	7%
Helen Clark	36%	10%	9%	3%
Winston Peters	1%	2%	1%	2%
Rodney Hide	0.6%	0.4%	0.5%	1%
Pita Sharples	0.4%	0.9%	1%	0.8%
Tariana Turia	-	0.1%	0.1%	0.7%
Jeanette Fitzsimons	0.8%	0.9%	0.6%	0.6%
Jim Anderton	0.8%	0.3%	0.4%	0.6%
Roger Douglas	-	0.2%	-	0.3%
Don Brash	-	-	-	0.3%
Russell Norman	-	-	-	0.3%
Bill English	0.6%	0.3%	0.8%	0.1%
Hone Harawira	-	0.1%	0.5%	0.1%
Peter Dunne	-	-	0.2%	-
Ron Mark	0.2%	0.3%	-	-
Nandor Tanczos	-	0.3%	-	-
Michael Cullen	0.2%	0.1%	-	-
Other	3%	4%	5%	7%
Don't Know	13%	18%	19%	23%
None	3%	4%	3%	3%
Refused	-	2%	0.9%	0.7%
TOTAL	100%	101%*	99%*	102%*

Base: n=1,001 Eligible New Zealander Voters, 25-29 July 2009
to rounding

*Total does not sum exactly due

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Preferred Prime Minister



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 5 electorate seats

* Indicates one (or more) overhang seats

	25 – 29 July 2009
National	69
Labour	37
Green Party	8
Maori Party	5*
United Future NZ	1*
ACT	1
Jim Anderton's 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.