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**Colmar
Brunton**
A Millward Brown Company

New Zealand's 'most respected'
market research company

ONE News Colmar Brunton Poll
November 21-25, 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 29 th November, 2009
POLL CONDUCTED:	Interviewing took place over the 21 th – 25 th November, 2009
SAMPLE SIZE:	n = 999 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	53%	Down 1% from 19 th – 24 th September, 2009
Labour	31%	Down 2%
Green Party	7%	Up 3%
The Maori Party	3%	Steady
ACT NZ	2%	Down 1%
NZ First	1%	Down 1%

PARTY SUPPORT – ELECTORATE VOTE

National	53%	Steady from 19 th – 24 th September, 2009
Labour	33%	Down 1%
Green Party	5%	Steady
The Maori Party	3%	Steady
ACT NZ	1%	Down 2%
NZ First	1%	Steady

UNDECIDED VOTERS

Party Vote	11%	Steady from 19 th – 24 th September, 2009
Electorate Vote	16%	Up 1%

Summary of Poll Results

PREFERRED PRIME MINISTER

Key	54%	Up 4% from 19 th – 24 th September, 2009
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Goff	5%	Down 4%
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Peters	2%	Down 1%
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ECONOMIC OUTLOOK

Optimism	68%	Down 2% from 19 th – 24 th September, 2009
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Pessimism	16%	Up 3%
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Key Political Events: 26th October – 24th November 2009

- John Key attends East Asia Summit
- Labour MP Rick Barker caught conducting false polling
- New Zealand signs free trade deal with Malaysia
- New 'road rules' come into force, including more restrictions on younger drivers and banning the use of cell phones when driving
- Defence Minister Wayne Mapp backs US General's Afghanistan war strategy
- Government bill allows employer to replace regular breaks with 'compensatory measures'
- Bill English appears in TVNZ promotional advertisement
- Government plans to make it easier for private companies to take over water and wastewater services from councils
- Sue Bradford leaves Parliament
- Rodney Hide's partner accompanies him on overseas tour costing tax payers \$25,000. Hide subsequently apologises and pays money back
 - David Carter (Labour) uses perk similarly
- Government tightens rules around ACC-funded counselling
- Hone Harawira skips EU meeting to go sight-seeing in Paris
- Hone Harawira's response to criticism involves offensive language towards white people in an email. Harawira apologises for the language used but not the sentiment
- Maori Party co-leader Tariana Turia rebukes Harawira over behaviour
- Maori Party President asks Harawira to resign or will be fired
- Harawira brought back into Maori caucus after cooling off period
- MPs and Ministers forgo pay rise
- Tax payers to pay bill for leaky homes compensation
- Tax payers likely to pay 84% of costs towards New Zealand's obligation under Kyoto Protocol
- NZ All Whites qualify for Football World Cup
- Government indicates health cuts likely
- Justice Minister Simon Power wants to stop high-profile celebrities using their status to gain name suppression
- Maori Party to sign-off Emissions Trading Scheme after Government agrees multi-million dollar deal for 5 iwi
- Government increases funds for subsidized youth jobs
- John Key declines to meet the Dalai Lama on forthcoming visit
- Pressure placed on Fonterra and the Government to rebuke the Chinese Government for the execution of two Chinese nationals involved in the San Lu melamine milk tainting scandal

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?"

	28 March – 1 April 2009	25 – 29 July 2009	19 – 24 September 2009	21 – 25 November 2009
Don't Know	5%	6%	8%	7%
Refused	4%	3%	3%	4%
TOTAL	9%	9%	11%	11%

Base: n=999 Eligible New Zealander Voters, 21-25 November 2009.

	28 March – 1 April 2009	25 – 29 July 2009	19 – 24 September 2009	21 – 25 November 2009
National	57%	56%	54%	53%
Labour	31%	31%	33%	31%
Green Party	7%	7%	4.3%	7%
The Maori Party	2.2%	3.1%	2.7%	3.4%
ACT NZ	1.6%	1.0%	3.2%	2.2%
NZ First	1.1%	1.6%	1.7%	1.0%
United Future NZ	0.2%	0.1%	0.2%	0.6%
Jim Anderton's Progressive	0.2%	0.5%	0.4%	0.3%
Kiwi Party	-	-	0.3%	0.2%
Family Party	-	0.1%	-	0.2%
The Bill and Ben Party	-	0.3%	-	0.1%
Alliance	0.2%	-	-	-
Other	0.2%	0.5%	0.7%	0.7%
TOTAL	101%*	101%*	101%*	100%

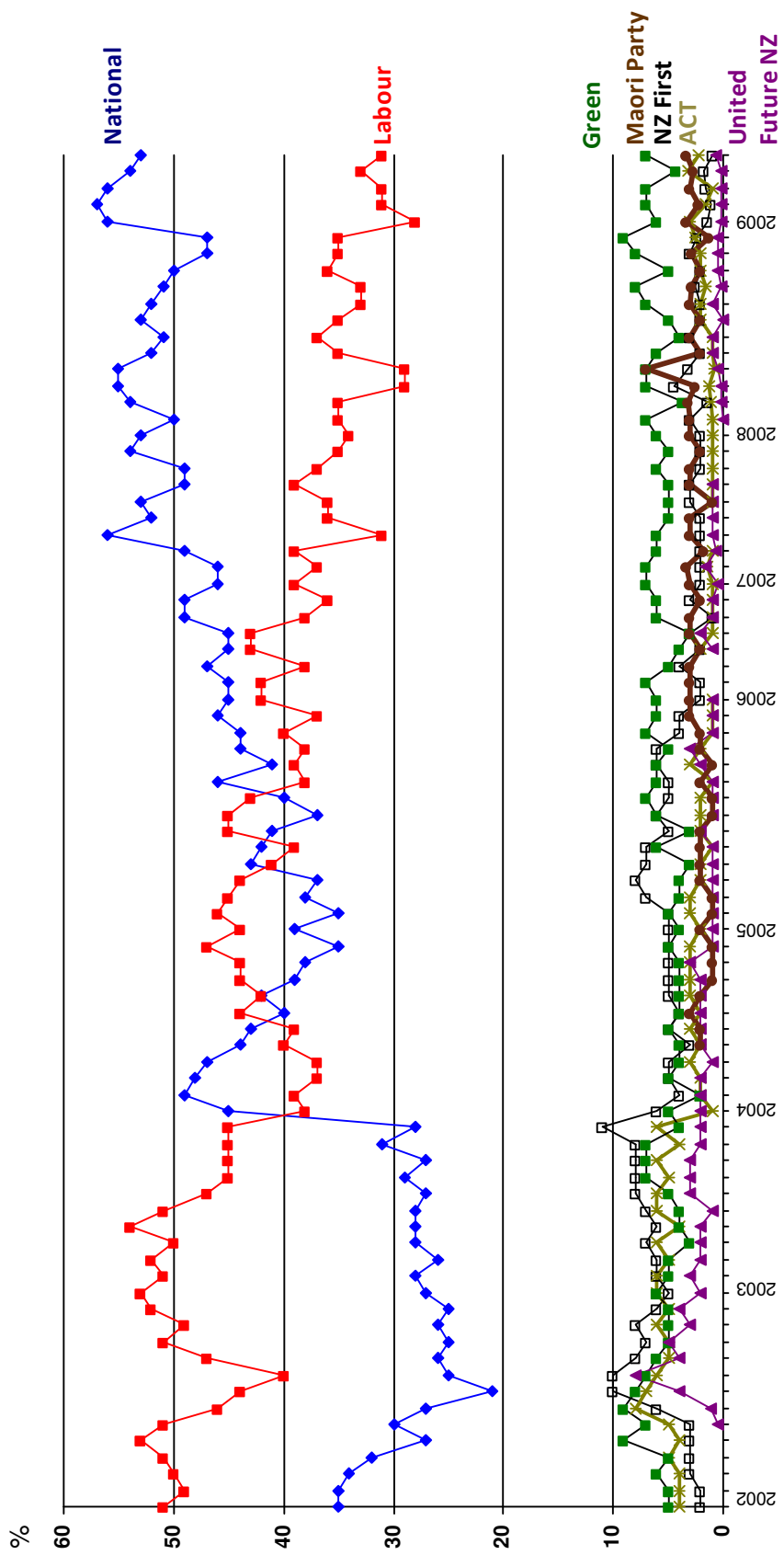
Base: n=822 Probed Party Supporters, 21-25 November 2009.

to rounding

*Total does not sum exactly due

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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?"

	28 March – 1 April 2009	25 – 29 July 2009	19 – 24 September 2009	21 – 25 November 2009
Don't Know	8%	8%	13%	12%
Refused	3%	3%	3%	3%
TOTAL	12%*	10%*	15%*	16%*

Base: n=999 Eligible New Zealander Voters, 21-25 November 2009.

*Total does not sum exactly

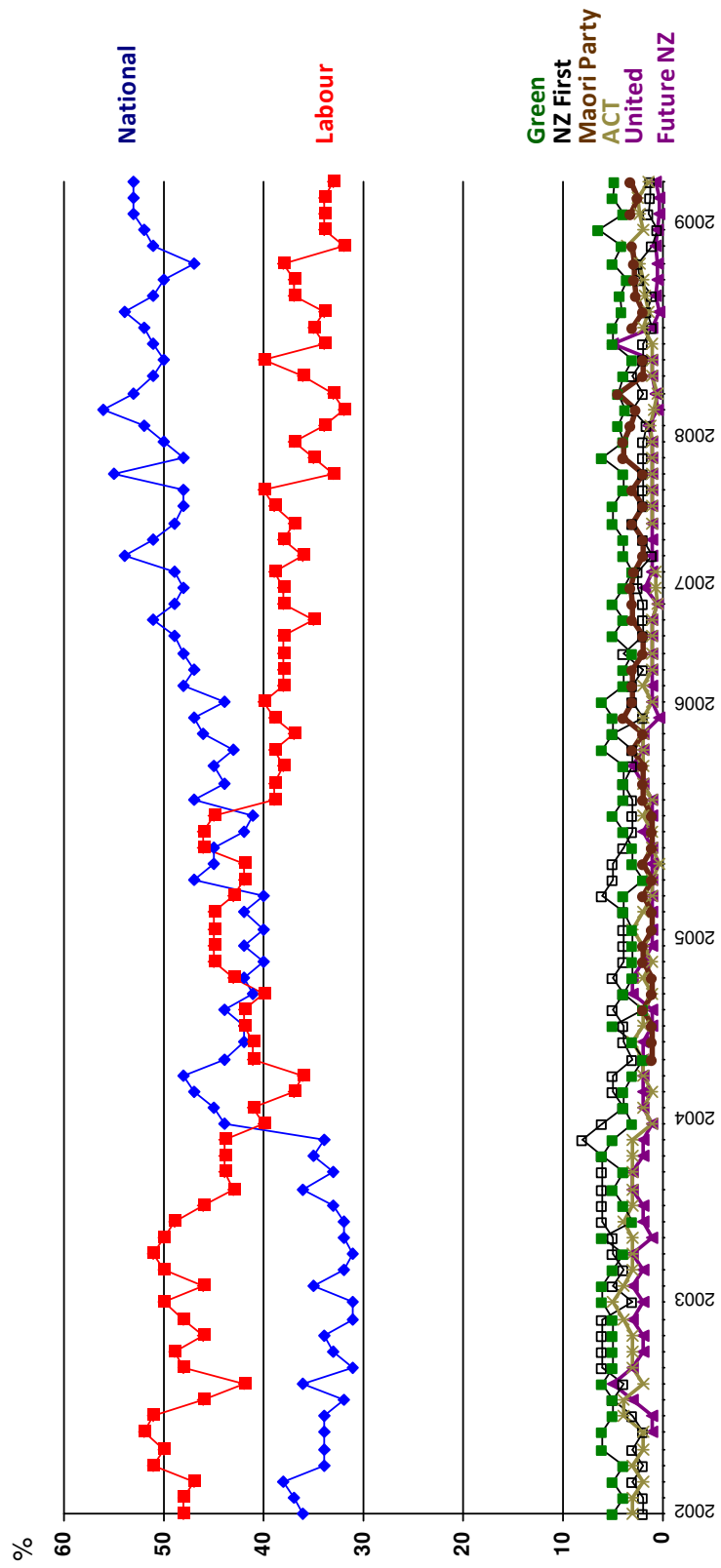
due to rounding

	28 March – 1 April 2009	25 – 29 July 2009	19 – 24 September 2009	21 – 25 November 2009
National	52%	53%	53%	53%
Labour	34%	34%	34%	33%
Green Party	7%	3.9%	5%	4.9%
The Maori Party	3.0%	3.2%	2.5%	3.3%
ACT NZ	2.0%	2.3%	2.5%	1.4%
NZ First	0.6%	1.4%	1.3%	1.2%
United Future NZ	0.6%	0.4%	0.3%	0.8%
Jim Anderton's Progressive	0.4%	0.4%	0.2%	0.6%
Alliance	0.1%	0.2%	-	0.1%
Kiwi Party	0.1%	0.1%	0.4%	-
Other	0.2%	0.9%	1.0%	1.5%
TOTAL	100%	100%	100%	100%

Base: n=786 Probed Party Supporters, 21 – 25 November 2009.

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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?"

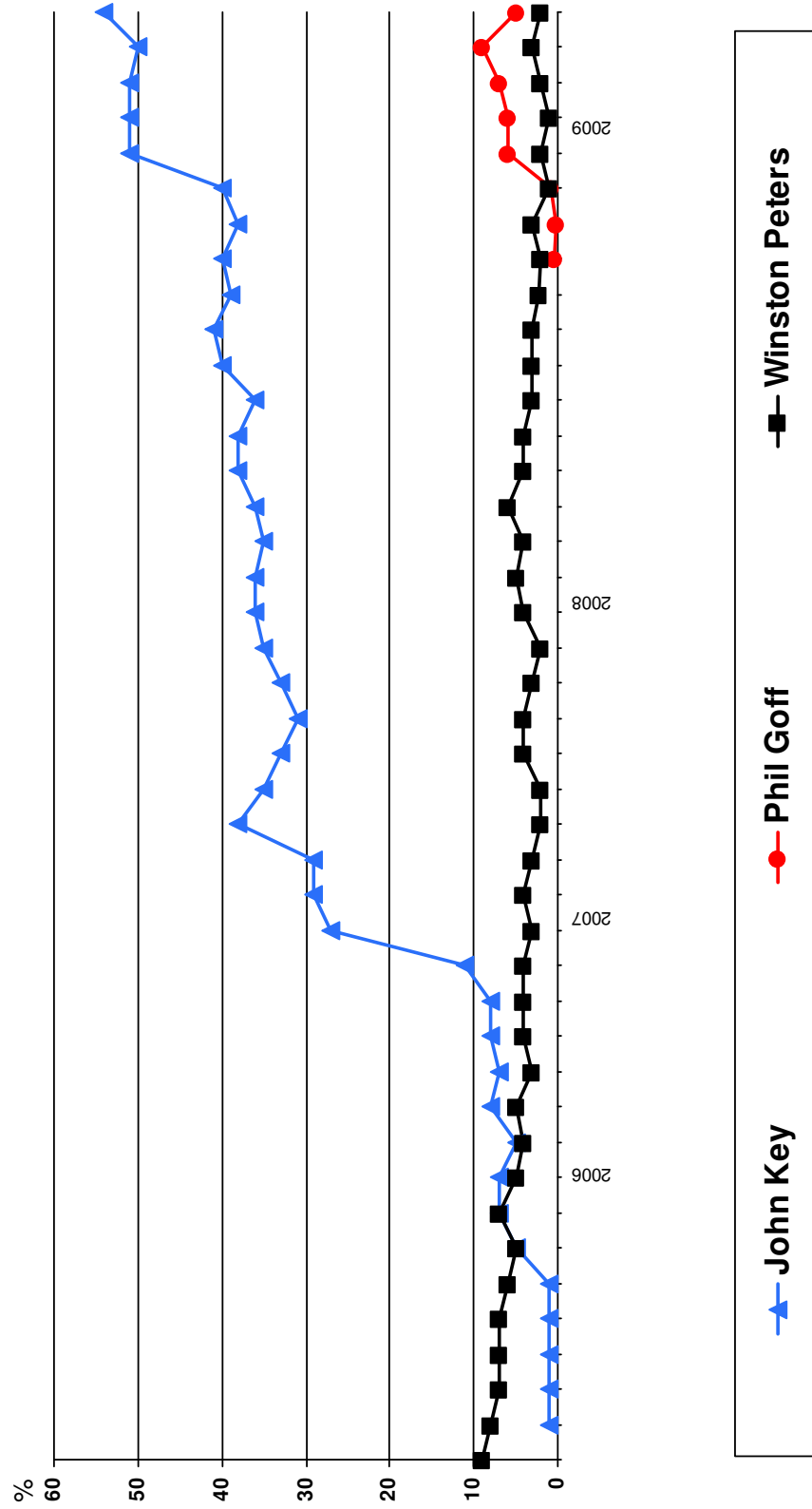
	28 March – 1 April 2009	25 – 29 July 2009	19 – 24 September 2009	21 – 25 November 2009
John Key	51%	51%	50%	54%
Phil Goff	6%	7%	9%	5%
Helen Clark	9%	3%	4%	3%
Winston Peters	1%	2%	3%	2%
Pita Sharples	1%	0.8%	0.4%	1%
Rodney Hide	0.5%	1%	1%	0.5%
Jeanette Fitzsimons	0.6%	0.6%	0.2%	0.5%
Hone Harawira	0.5%	0.1%	-	0.4%
Tariana Turia	0.1%	0.7%	0.7%	0.3%
Bill English	0.8%	0.1%	0.2%	0.2%
Don Brash	-	0.3%	-	0.1%
Ron Mark	-	-	-	0.1%
Annette King	-	-	-	0.1%
Michael Cullen	-	-	-	0.1%
Jim Anderton	0.4%	0.6%	0.5%	-
Russell Norman	-	0.3%	0.5%	-
Peter Dunne	0.2%	-	0.3%	-
Roger Douglas	-	0.3%	-	-
Other	5%	7%	4%	7%
Don't Know	19%	23%	21%	21%
None	3%	3%	4%	3%
Refused	0.9%	0.7%	2%	1%
TOTAL	99%*	102%*	101%*	99%*

Base: n=999 Eligible New Zealander Voters, 21-25 November 2009
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?"

	28 March – 1 April 2009	25 – 29 July 2009	19 – 24 September 2009	21 – 25 November 2009
Better	42%	60%	70%	68%
Same	19%	18%	16%	16%
Worse	39%	22%	13%	16%
TOTAL	100%	100%	99%*	100%

Base: n=999 Eligible New Zealander Voters, 21-25 November 2009

*Total does not sum exactly due to rounding

Support for Current Electoral System (MMP)

Do you personally think we should keep the current MMP electoral system?

	Total Eligible New Zealand Voters
Yes	54%
No	36%
Don't know	8%
Don't know what "MMP" electoral system is	2%
TOTAL	100%

Base: Total Eligible New Zealander Voters (n=999) 21 - 25 November 2009.

Just over half of New Zealand voters (54%) think we should keep MMP.

Those more likely to think this are:

- Intending Green Party voters (84%)
- Younger New Zealanders - 18-34 year olds (71%)
- Intending Labour voters (69%)

In a One News/Colmar Brunton Poll in June 2008, the exact same question was asked. The results are shown below

"Do you personally think we should keep the current MMP electoral system?"

	14-19 June 2008
Yes – we should keep it	47%
No – we should <u>not</u> keep it	43%
Don't know	9%
Don't know what "MMP" electoral system is	1%
TOTAL	100%

Base: n=1,003 New Zealanders, 14-19 June 2008.

Support for MMP has grown significantly from 47% in June 2008 to 54% in November 2009.

Electoral System Preference

Which of the following is your preferred electoral system? Would it be...

	Total Eligible New Zealand Voters
MMP – Mixed Member Proportional	39%
FPP – First Past the Post	33%
STV – Single Transferable Vote	12%
SM – Supplementary Member	2%
Don't know	7%
Don't know what (some of) these are	7%
TOTAL	100%

Base: Total Eligible New Zealander Voters (n=999) 21 - 25 November 2009.

The most preferred electoral system is MMP, preferred by 39% of New Zealand voters. This is slightly ahead of First Past the Post, preferred by 33% of New Zealanders.

Those more likely to prefer MMP are:

- Intending Green Party voters (69%)
- Intending Labour voters (49%)
- Younger New Zealanders - 18-34 year olds (46%)
- Higher income households – those earning more than \$70,000 (44%)

Those more likely to prefer FPP are:

- Those living in less urbanised areas (48%)
- Intending National voters (42%)
- Older New Zealanders - 55 years and older (41%)
- Lower income households – those earning less than \$30,000 (40%)

Opinion of Hone Harawira as a Racist

Recently an email written by the Maori Party MP Hone Harawira was made public in which the MP used a very strong swear word to describe white people and said white people had been raping the land for centuries. Do you think the comments made by Hone Harawira were racist?

	Total Eligible New Zealand Voters
Yes	77%
No	16%
Don't know	4%
Don't know enough about what he said exactly	2%
TOTAL	99%*

Base: Total Eligible New Zealander Voters (n=999) 21 - 25 November 2009. *Total does not sum exactly due to rounding

Three out of four (77%) New Zealand voters believe Hone Harawira's comments were racist.

Those more likely to think this are:

- Intending National voters (86%)
- Older New Zealanders - 55 years and older (82%)
- New Zealand Europeans/Pakeha (81%). Maori are less likely to believe Hone Harawira is a racist (only 61% think this)

View of Whether Hone Harawira Should Remain in Parliament

Do you think Hone Harawira should remain in Parliament having sent an email like this?

	Total Eligible New Zealand Voters
Yes-should remain in Parliament	23%
No-should not remain in Parliament	69%
Don't know	7%
Don't know enough about what he said exactly	2%
TOTAL	101%*

Base: Total Eligible New Zealander Voters (n=999) 21 - 25 November 2009. *Total does not sum exactly due to rounding

Seven out of 10 New Zealand voters (70%) believe Hone Harawira should not remain in Parliament as a result of his comments.

Those more likely to think this are:

- Intending National voters (78%)
- Older New Zealanders – those over 55 years of age (75%)
- Those living in less urbanised areas (75%)
- New Zealand European/Pakeha (71%). Maori are less likely to believe Hone Harawira should not remain in parliament (only 59% think this)

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

	21 – 25 November 2009
National	66
Labour	38
Green Party	8
Maori Party	5*
United Future NZ	1
ACT	3
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.