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Brunton**  
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market research company

ONE News Colmar Brunton Poll  
Sep 19-24, 2009

<b>PREPARED FOR</b>	ONE News Colmar Brunton Poll
<b>ATTENTION</b>	Television New Zealand
<b>ISSUE DATE</b>	27/09/09
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Colmar Brunton

# ONE News Colmar Brunton Poll

## Poll Method Summary

<b>RELEASED:</b>	Sunday 27 <sup>th</sup> September, 2009
<b>POLL CONDUCTED:</b>	Interviewing took place over the 19 <sup>th</sup> – 24 <sup>th</sup> September, 2009
<b>SAMPLE SIZE:</b>	n = 1,000 eligible Voters
<b>SAMPLE SELECTION:</b>	Random nationwide selection using a type of stratified sampling to ensure the sample includes the correct proportion of people in urban and rural areas.
<b>SAMPLE ERROR:</b>	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.
<b>METHOD:</b>	Conducted by CATI (Computer Assisted Telephone Interviewing).
<b>WEIGHTING:</b>	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.
<b>REPORTED FIGURES:</b>	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.
<b>METHODOLOGY</b>	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

<b>National</b>	54%	Down 2% from 25 <sup>th</sup> – 29 <sup>th</sup> July, 2009
<b>Labour</b>	33%	Up 2%
<b>Green Party</b>	4%	Down 3%
<b>The Maori Party</b>	3%	Steady
<b>ACT NZ</b>	3%	Up 2%
<b>NZ First</b>	2%	Steady

### PARTY SUPPORT – ELECTORATE VOTE

<b>National</b>	53%	Steady from 25 <sup>th</sup> – 29 <sup>th</sup> July, 2009
<b>Labour</b>	34%	Steady
<b>Green Party</b>	5%	Up 1%
<b>The Maori Party</b>	3%	Steady
<b>ACT NZ</b>	3%	Up 1%
<b>NZ First</b>	1%	Steady

### UNDECIDED VOTERS

<b>Party Vote</b>	11%	Up 2% from 25 <sup>th</sup> – 29 <sup>th</sup> July, 2009
<b>Electorate Vote</b>	15%	Up 5%

# Summary of Poll Results

## PREFERRED PRIME MINISTER

<b>Key</b>	50%	Down 1% from 25 <sup>th</sup> – 29 <sup>th</sup> July, 2009
<b>Goff</b>	9%	Up 2%
<b>Peters</b>	3%	Up 1%

## ECONOMIC OUTLOOK

<b>Optimism</b>	70%	Up 10% from 25 <sup>th</sup> – 29 <sup>th</sup> July, 2009
<b>Pessimism</b>	13%	Down 9%

## Key Political Events: 1<sup>st</sup> – 24<sup>th</sup> September 2009

- ACT and Maori Party oppose National's intended changes to Emissions Trading scheme
- Possible National and Labour coalition on changes to ETS
- National unveils package to tackle New Zealand's high rate of child abuse
- \$5.3m flight costs for corrections department unveiled
- Greens invite exiled Uighar leader Rebiya Kadeer to speak in New Zealand against the protests from China
- Australian expert blames politicians for not reducing road toll death by enough
- ASB floating home loan rate lowest in 40 years
- Signs that New Zealand is recovering from recession
- Government ministers given a lump sum each year for accommodation in Wellington
- Government to hold referendum on MMP
- Email to Kaitaia CYE staff likens them to servants to Social Development Minister, Paula Bennett
- Government secretly sending intelligence operatives to Afghanistan
- Phil Goff admits Labour made mistakes in last election regarding policy stances and "side shows"
- Protestors march down Auckland's Queen Street in protest against night class funding cuts
- Labour prepared to discuss capital gains tax, but PM doesn't believe it will work
- Labour continues to pressure Bill English for the amount he claimed in Ministerial housing allowances
- Labour wants to cut number of list MPs but increase number of electorate MPs
- New Emissions Trading legislation will halve the impact on power and petrol prices but costs will be met by tax payers
- Maori Party may support ETS if certain conditions are met
- Principals think national standards should be delayed so teachers can come to terms with next year's new curriculum
- John Key leaves for USA for meetings with Barack Obama, Helen Clarke and David Letterman. Afghan War high on agenda
- ACTs revised "Three Strikes" policy being negotiated with National
- New Zealand's jail population reaches crisis point

# 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?"

	14 – 19 February 2009	28 March – 1 April 2009	25 – 29 July 2009	19 – 24 September 2009
<b>Don't Know</b>	6%	5%	6%	8%
<b>Refused</b>	2%	4%	3%	3%
<b>TOTAL</b>	<b>8%</b>	<b>9%</b>	<b>9%</b>	<b>11%</b>

Base: n=1,000 Eligible New Zealander Voters, 19-24 September 2009

	14 – 19 February 2009	28 March – 1 April 2009	25 – 29 July 2009	19 – 24 September 2009
<b>National</b>	56%	57%	56%	54%
<b>Labour</b>	28%	31%	31%	33%
<b>Green Party</b>	6%	7%	7%	4.3%
<b>ACT NZ</b>	3.1%	1.6%	1.0%	3.2%
<b>The Maori Party</b>	3.4%	2.2%	3.1%	2.7%
<b>NZ First</b>	1.4%	1.1%	1.6%	1.7%
<b>Jim Anderton's Progressive</b>	0.4%	0.2%	0.5%	0.4%
<b>Kiwi Party</b>	0.7%	-	-	0.3%
<b>United Future NZ</b>	0.1%	0.2%	0.1%	0.2%
<b>The Bill and Ben Party</b>	0.5%	-	0.3%	-
<b>Family Party</b>	0.2%	-	0.1%	-
<b>Alliance</b>	-	0.2%	-	-
<b>Other</b>	0.4%	0.2%	0.5%	0.7%
<b>TOTAL</b>	<b>100%</b>	<b>101%*</b>	<b>101%*</b>	<b>101%*</b>

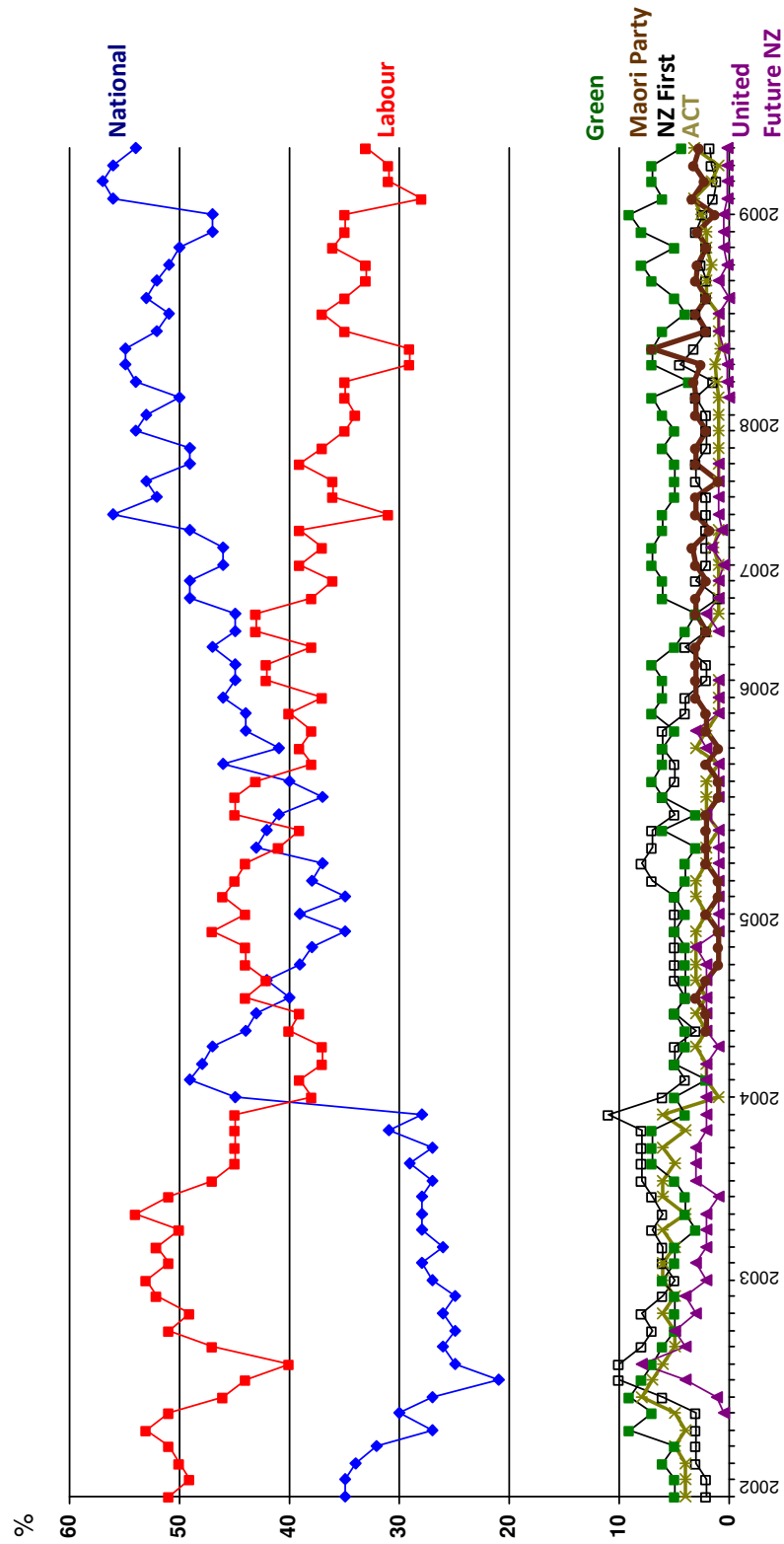
Base: n=837 Probed Party Supporters, 19-24 September 2009

to rounding

\*Total does not sum exactly due

# ONE NEWS/COLMAR BRUNTON POLL

## 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?"

	14 – 19 February 2009	28 March – 1 April 2009	25 – 29 July 2009	19 – 24 September 2009
<b>Don't Know</b>	7%	8%	8%	13%
<b>Refused</b>	2%	3%	3%	3%
<b>TOTAL</b>	<b>9%</b>	<b>12%*</b>	<b>10%*</b>	<b>15%*</b>

Base: n=1,000 Eligible New Zealander Voters, 19-24 September 2009

\*Total does not sum exactly due to rounding

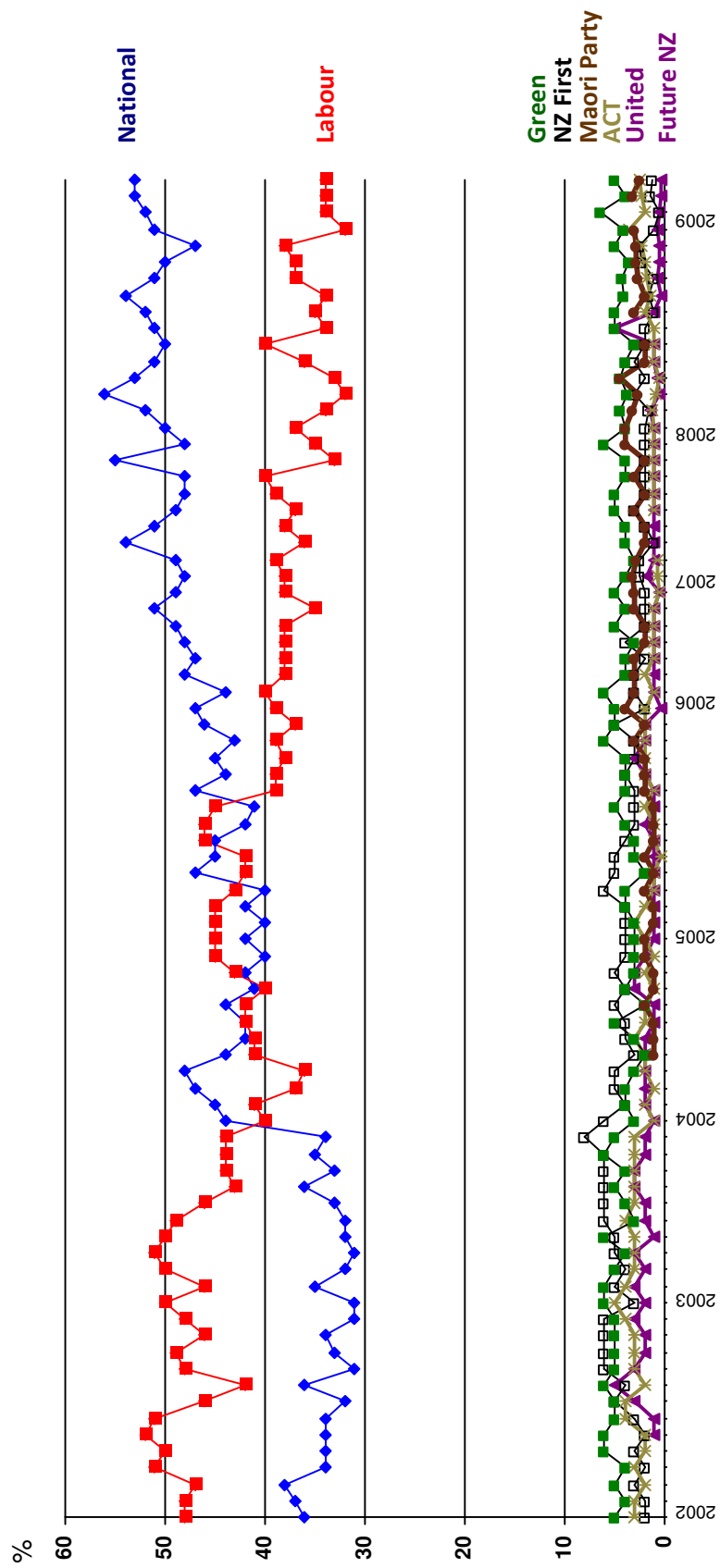
	14 – 19 February 2009	28 March – 1 April 2009	25 – 29 July 2009	19 – 24 September 2009
<b>National</b>	51%	52%	53%	53%
<b>Labour</b>	32%	34%	34%	34%
<b>Green Party</b>	4.1%	7%	3.9%	5%
<b>The Maori Party</b>	4.0%	3.0%	3.2%	2.5%
<b>ACT NZ</b>	3.5%	2.0%	2.3%	2.5%
<b>NZ First</b>	1.0%	0.6%	1.4%	1.3%
<b>Kiwi Party</b>	0.8%	0.1%	0.1%	0.4%
<b>United Future NZ</b>	0.7%	0.6%	0.4%	0.3%
<b>Jim Anderton's Progressive</b>	1.0%	0.4%	0.4%	0.2%
<b>Alliance</b>	0.1%	0.1%	0.2%	-
<b>Bill and Ben Party</b>	0.3%	-	-	-
<b>Aotearoa Legalise Cannabis</b>	0.1%	-	-	-
<b>Other</b>	0.9%	0.2%	0.9%	1.0%
<b>TOTAL</b>	<b>99%*</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Base: n=801 Probed Party Supporters, 19-24 September 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?"

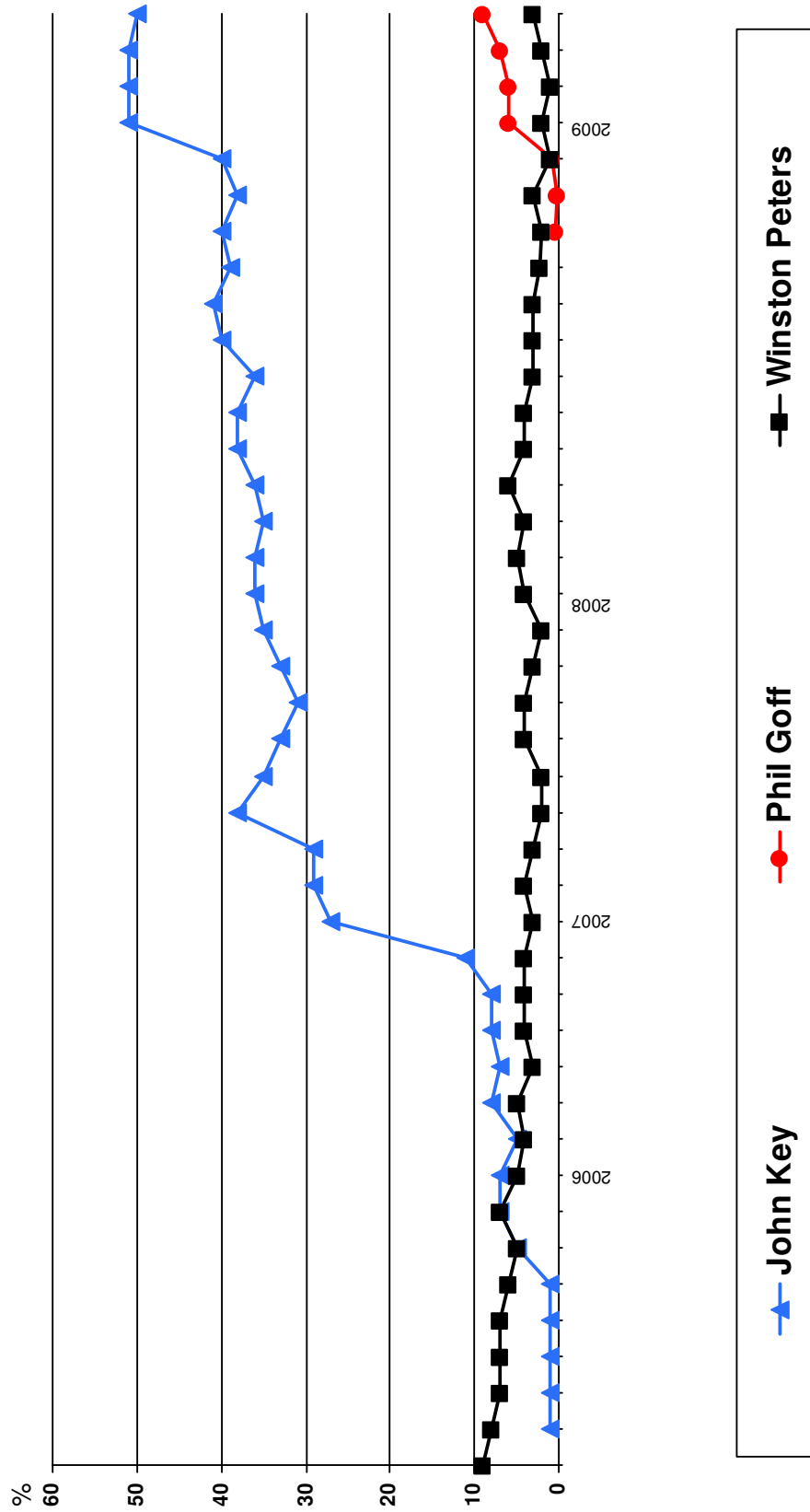
	14 – 19 February 2009	28 March – 1 April 2009	25 – 29 July 2009	19 – 24 September 2009
<b>John Key</b>	51%	51%	51%	50%
<b>Phil Goff</b>	6%	6%	7%	9%
<b>Helen Clark</b>	10%	9%	3%	4%
<b>Winston Peters</b>	2%	1%	2%	3%
<b>Rodney Hide</b>	0.4%	0.5%	1%	1%
<b>Tariana Turia</b>	0.1%	0.1%	0.7%	0.7%
<b>Jim Anderton</b>	0.3%	0.4%	0.6%	0.5%
<b>Russell Norman</b>	-	-	0.3%	0.5%
<b>Pita Sharples</b>	0.9%	1%	0.8%	0.4%
<b>Peter Dunne</b>	-	0.2%	-	0.3%
<b>Jeanette Fitzsimons</b>	0.9%	0.6%	0.6%	0.2%
<b>Bill English</b>	0.3%	0.8%	0.1%	0.2%
<b>Roger Douglas</b>	0.2%	-	0.3%	-
<b>Don Brash</b>	-	-	0.3%	-
<b>Hone Harawira</b>	0.1%	0.5%	0.1%	-
<b>Ron Mark</b>	0.3%	-	-	-
<b>Nandor Tanczos</b>	0.3%	-	-	-
<b>Michael Cullen</b>	0.1%	-	-	-
<b>Other</b>	4%	5%	7%	4%
<b>Don't Know</b>	18%	19%	23%	21%
<b>None</b>	4%	3%	3%	4%
<b>Refused</b>	2%	0.9%	0.7%	2%
<b>TOTAL</b>	<b>101%*</b>	<b>99%*</b>	<b>102%*</b>	<b>101%*</b>

Base: n=1,000 Eligible New Zealander Voters, 19-24 September 2009  
exactly due to rounding

\*Total does not sum

# ONE NEWS/COLMAR BRUNTON POLL

## *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?"*

	14 – 19 February 2009	28 March – 1 April 2009	25 – 29 July 2009	19 – 24 September 2009
<b>Better</b>	37%	42%	60%	70%
<b>Same</b>	17%	19%	18%	16%
<b>Worse</b>	46%	39%	22%	13%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>99%*</b>

Base: n=1,000 Eligible New Zealander Voters, 19-24 September 2009      \*Total does not sum exactly due to rounding

## The Inclusion of 'h' in the Spelling of Wanganui

Recently the New Zealand Geographic Board made a decision that an 'h' should be added to the spelling of the city of Wanganui because that was the correct way to spell the Maori place name. This said, Wanganui has been spelt without an 'h' since 1854. It's now up to the government to decide whether to officially change the name to include the 'h'. Do you think it should be changed to include the 'h'?

	Total Eligible New Zealand Voters
<b>Yes</b>	31%
<b>No</b>	58%
<b>Don't know/unsure</b>	12%
<b>TOTAL</b>	<b>101%*</b>

Base: Total Eligible New Zealander Voters (n=1,000) 19-24 September 2009; \*Total does not sum exactly due to rounding

Nearly 6 in 10 New Zealanders do not believe that the spelling of Wanganui should be changed to include the letter 'h'.

Those more likely to think that the letter 'h' should not be included are:

- Older New Zealanders - those aged 55 years and over (68%)
- National Party intending voters (67%)
- Males (65%)
- NZ European/Pakeha (64%)
- Those living in non-urban areas (63%)

Those more likely to think that the letter 'h' should be included are:

- Maori (59%)
- Green Party intending voters (58%)
- Labour Party intending voters (44%)
- Females (37%)

## Impact on Bill English's Integrity in Response to Claimed Housing Allowances

*Recently there has been publicity about the housing allowances claimed by politicians, including the Finance Minister Bill English. In Bill English's case, do you believe he has acted with integrity over this matter?*

	Total Eligible New Zealand Voters
<b>Yes</b>	30%
<b>No</b>	54%
<b>Don't know/unsure</b>	9%
<b>Don't know enough about it</b>	8%
<b>TOTAL</b>	<b>101%*</b>

Base: Total Eligible New Zealander Voters (n=1,000); 19-24 September 2009

\*Total does not sum exactly due to rounding

More than half of New Zealanders do not believe Finance Minister Bill English acted with integrity over recent matters surrounding housing allowances claimed by politicians.

Those more likely to say that Bill English did not act with integrity over this matter are:

- Labour Party intending voters (70%)
- Middle income households – those earning between \$30,001 and \$70,000 (61%)
- Female (57%)

Those more likely to say that Bill English did act with integrity over this matter are:

- National Party intending voters (38%)
- Male (36%)

# Impact on Bill English's Credibility in Response to Claimed Housing Allowances

*As far as you're concerned, has Bill English's actions in claiming his housing allowance damaged his credibility as Finance Minister?*

	Total Eligible New Zealand Voters
<b>Yes</b>	62%
<b>No</b>	29%
<b>Don't know/unsure</b>	6%
<b>Don't know enough about it</b>	3%
<b>TOTAL</b>	<b>100%</b>

Base: Total Eligible New Zealander Voters (n=1,000); 19-24 September 2009

6 in 10 New Zealanders believe that Bill English's actions in claiming his housing allowance has damaged his credibility as Finance Minister.

Those more likely to say that Bill English's actions have damaged his credibility as Finance Minister are:

- Green Party intending voters (76%)
- Labour Party intending voters (73%)

Those more likely to say that Bill English's actions have not damaged his credibility as Finance Minister are:

- National Party intending voters (42%)
- Higher income households – those earning more than \$70,000 (34%)
- Males (33%)



# 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

	19 – 24 September 2009
<b>National</b>	69
<b>Labour</b>	43
<b>Green Party</b>	0
<b>Maori Party</b>	5*
<b>United Future NZ</b>	1*
<b>ACT</b>	4
<b>Jim Anderton's Progressive Party</b>	1
<b>NZ First</b>	0
<b>TOTAL</b>	<b>123</b>

# 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.