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Brunton**
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market research company

ONE News Colmar Brunton Poll
Sep 19-24, 2009

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dream a little 

Colmar Brunton

ONE News Colmar Brunton Poll

Poll Method Summary

RELEASED:	Sunday 27 th September, 2009
POLL CONDUCTED:	Interviewing took place over the 19 th – 24 th September, 2009
SAMPLE SIZE:	n = 1,000 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	54%	Down 2% from 25 th – 29 th July, 2009
Labour	33%	Up 2%
Green Party	4%	Down 3%
The Maori Party	3%	Steady
ACT NZ	3%	Up 2%
NZ First	2%	Steady

PARTY SUPPORT – ELECTORATE VOTE

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

UNDECIDED VOTERS

Party Vote	11%	Up 2% from 25 th – 29 th July, 2009
Electorate Vote	15%	Up 5%

Summary of Poll Results

PREFERRED PRIME MINISTER

Key	50%	Down 1% from 25 th – 29 th July, 2009
Goff	9%	Up 2%
Peters	3%	Up 1%

ECONOMIC OUTLOOK

Optimism	70%	Up 10% from 25 th – 29 th July, 2009
Pessimism	13%	Down 9%

Key Political Events: 1st – 24th 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
Don't Know	6%	5%	6%	8%
Refused	2%	4%	3%	3%
TOTAL	8%	9%	9%	11%

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
National	56%	57%	56%	54%
Labour	28%	31%	31%	33%
Green Party	6%	7%	7%	4.3%
ACT NZ	3.1%	1.6%	1.0%	3.2%
The Maori Party	3.4%	2.2%	3.1%	2.7%
NZ First	1.4%	1.1%	1.6%	1.7%
Jim Anderton's Progressive	0.4%	0.2%	0.5%	0.4%
Kiwi Party	0.7%	-	-	0.3%
United Future NZ	0.1%	0.2%	0.1%	0.2%
The Bill and Ben Party	0.5%	-	0.3%	-
Family Party	0.2%	-	0.1%	-
Alliance	-	0.2%	-	-
Other	0.4%	0.2%	0.5%	0.7%
TOTAL	100%	101%*	101%*	101%*

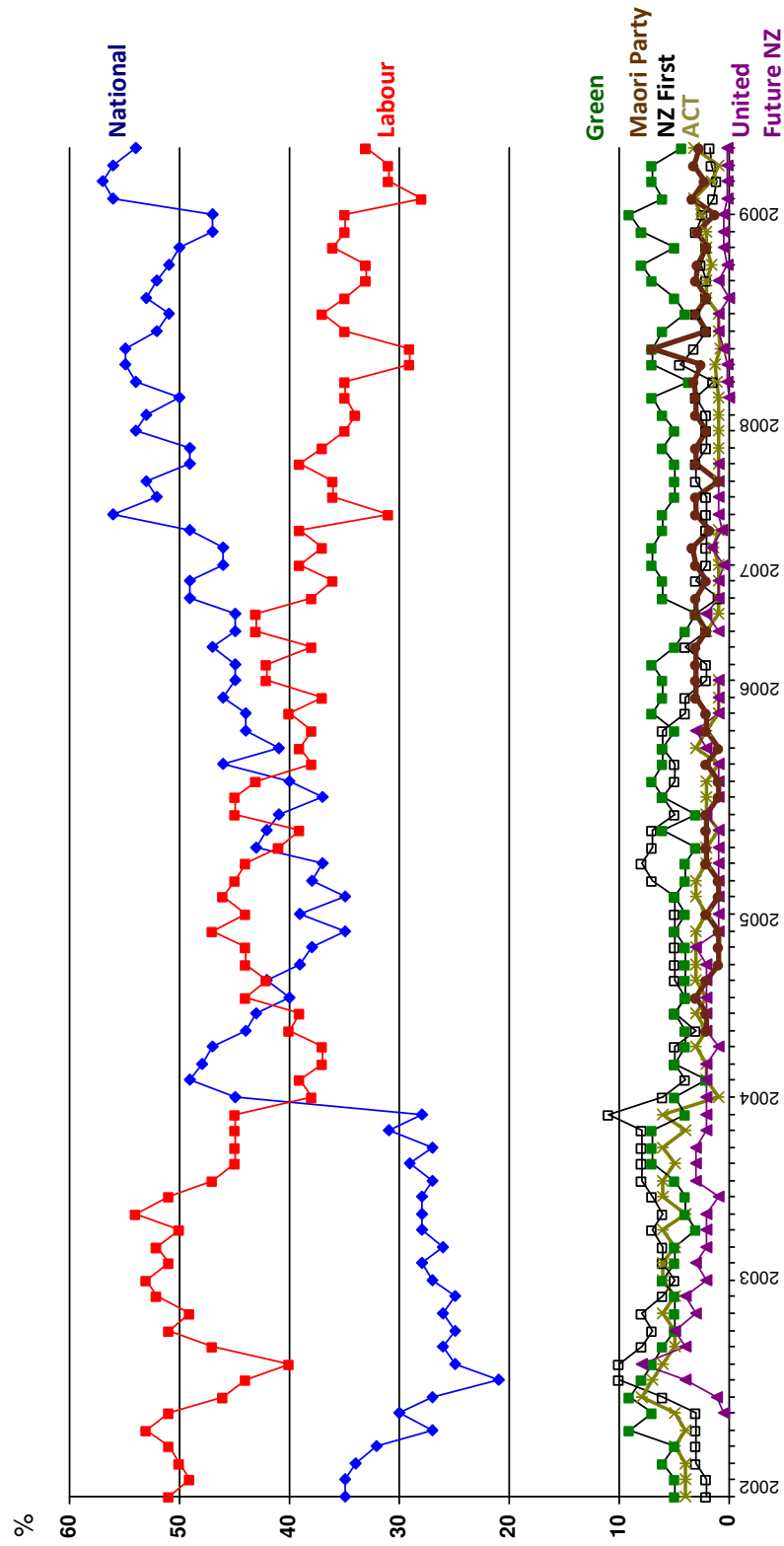
Base: n=837 Probed Party Supporters, 19-24 September 2009

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?"

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

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

*Total does not sum exactly due to rounding

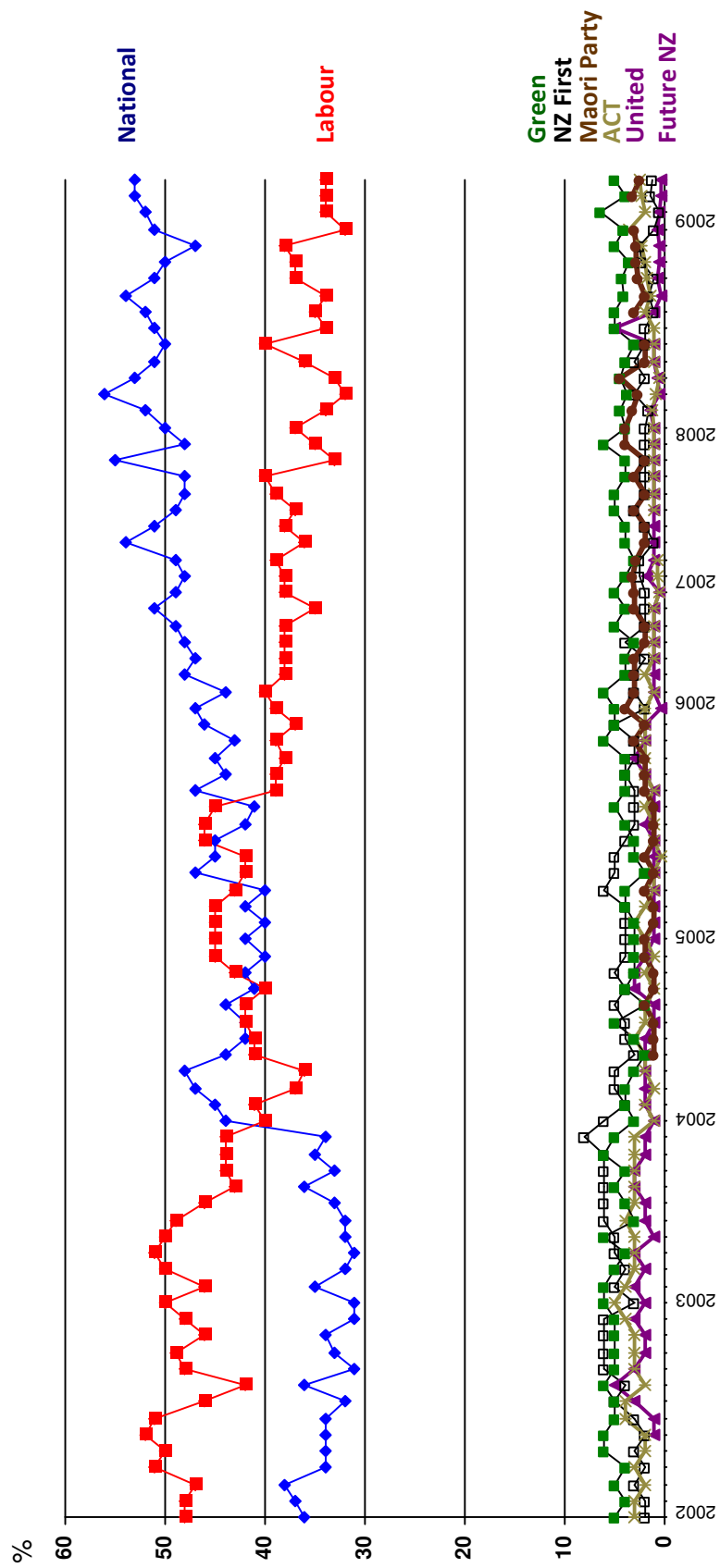
	14 – 19 February 2009	28 March – 1 April 2009	25 – 29 July 2009	19 – 24 September 2009
National	51%	52%	53%	53%
Labour	32%	34%	34%	34%
Green Party	4.1%	7%	3.9%	5%
The Maori Party	4.0%	3.0%	3.2%	2.5%
ACT NZ	3.5%	2.0%	2.3%	2.5%
NZ First	1.0%	0.6%	1.4%	1.3%
Kiwi Party	0.8%	0.1%	0.1%	0.4%
United Future NZ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

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?"

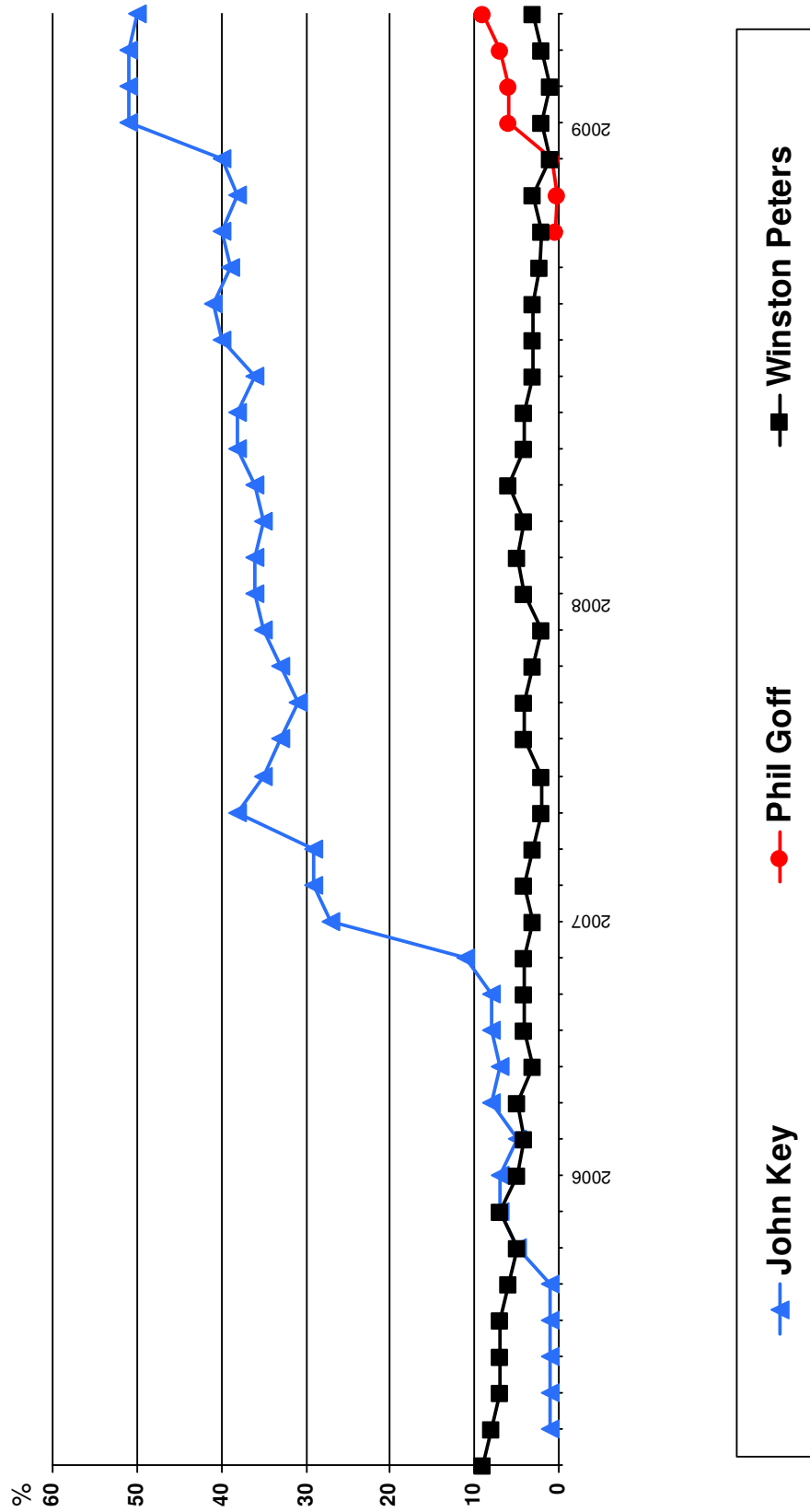
	14 – 19 February 2009	28 March – 1 April 2009	25 – 29 July 2009	19 – 24 September 2009
John Key	51%	51%	51%	50%
Phil Goff	6%	6%	7%	9%
Helen Clark	10%	9%	3%	4%
Winston Peters	2%	1%	2%	3%
Rodney Hide	0.4%	0.5%	1%	1%
Tariana Turia	0.1%	0.1%	0.7%	0.7%
Jim Anderton	0.3%	0.4%	0.6%	0.5%
Russell Norman	-	-	0.3%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

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

*Total does not sum

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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?"

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

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
Yes	31%
No	58%
Don't know/unsure	12%
TOTAL	101%*

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
Yes	30%
No	54%
Don't know/unsure	9%
Don't know enough about it	8%
TOTAL	101%*

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
Yes	62%
No	29%
Don't know/unsure	6%
Don't know enough about it	3%
TOTAL	100%

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
National	69
Labour	43
Green Party	0
Maori Party	5*
United Future NZ	1*
ACT	4
Jim Anderton's Progressive Party	1
NZ First	0
TOTAL	123

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.