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**Colmar  
Brunton**  
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New Zealand's 'most respected'  
market research company

ONE News Colmar Brunton Poll  
December 11-15, 2010

<b>PREPARED FOR</b>	ONE News Colmar Brunton Poll
<b>ATTENTION</b>	Television New Zealand
<b>ISSUE DATE</b>	19/12/2010
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dream a little 

Colmar Brunton

# ONE News Colmar Brunton Poll

## Poll Method Summary

<b>RELEASED:</b>	Sunday 29 <sup>th</sup> December, 2010
<b>POLL CONDUCTED:</b>	Interviewing took place from 11 <sup>th</sup> to 15 <sup>th</sup> December, 2010
<b>SAMPLE SIZE:</b>	n = 1,011 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>	55%	Up 1% from 18 <sup>th</sup> -22 <sup>nd</sup> September, 2010
<b>Labour</b>	33%	Up 1%
<b>Green Party</b>	5%	Down 3%
<b>NZ First</b>	3%	Up 1%
<b>The Maori Party</b>	2%	Steady
<b>ACT NZ</b>	1%	Steady

### PARTY SUPPORT – ELECTORATE VOTE

<b>National</b>	55%	Up 4% from 18 <sup>th</sup> -22 <sup>nd</sup> September, 2010
<b>Labour</b>	34%	Down 1%
<b>Green Party</b>	3%	Down 1%
<b>The Maori Party</b>	3%	Steady
<b>NZ First</b>	2%	Up 1%
<b>ACT NZ</b>	1%	Down 1%

### UNDECIDED VOTERS

<b>Party Vote</b>	10%	Down 1% from 18 <sup>th</sup> -22 <sup>nd</sup> September, 2010
<b>Electorate Vote</b>	13%	Down 3%

# Summary of Poll Results

## PREFERRED PRIME MINISTER

<b>Key</b>	56%	Up 4% from 18 <sup>th</sup> -22 <sup>nd</sup> September, 2010
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<b>Goff</b>	7%	Down 1%
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<b>Peters</b>	3%	Up 1%
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## ECONOMIC OUTLOOK

<b>Optimism</b>	50%	Down 5% from 18 <sup>th</sup> -22 <sup>nd</sup> September, 2010
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<b>Pessimism</b>	30%	Up 6%
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## Key Political Events: October 31<sup>st</sup> – December 15<sup>th</sup> 2010

- Labour and the Green Party have pledged to fight to have the MMP reviewed
- Len Brown spent an hour in the rain in an attempt to stay true to his word of spending an hour a week with the public
- Ngai Tahu opposes the new Marine and Coastal Areas Bill saying that, while it was an improvement, they would rather keep the 2004 Act. They claim the tests required for recognition of customary title and rights are too high and unfair leaving most iwi and hapu no better off.
- Maori Party MP Hone Harawira goes against his party's MPs and opposes the Marine and Coastal Area Bill by saying it is a fraud and that 98 percent of Maori will not meet the threshold to successfully claim customary title.
- Biosecurity and Agriculture Minister David Carter talks to Bay of Plenty kiwifruit growers about the spread of the PSA disease announcing Government funding for an "urgent, aggressive strategy" which will be subject to a dollar-for-dollar match by the industry.
- Government meeting with Iwi leaders to discuss possibilities of mining on Maori owned land
- Maori party co leader Turiana Turia wants a nation where nobody uses tobacco by 2025
- Pansy Wong resigns from her Ministerial portfolios following speculation into using her travel perks for her husband
- Three weeks following Wong's Ministerial resignation, John Key announces that first term National MP Hekia Parata has been appointed to cabinet to replace her.
- Two cabinet ministers travel to Greymouth and the Pike River Mine soon after the first explosion. Government offers assistance in the rescue of trapped miners. John Key makes an emotional speech at the National Remembrance Service for the 29 Pike River Miners.
- John Key attends the Apec Summit
- Labour candidate Chris Faafoi wins November's Mana Electorate by-election by a smaller than expected majority
- Queries into whether government should re-think MPs' discounted international travel perks. Prime Minister John Key asked Speaker Lockwood Smith to have the travel perks abolished and now the Remuneration Authority looks set to be given greater powers including overseeing Parliamentary travel.
- Bill English and Pita Sharples announce the outline of the three-year process of the constitutional review saying it would not be dominated by politicians. He said significant change would not be made lightly. Issues set to be looked at include the length of a Government's term and the number of MPs.

- Labour change their mind and withdraw their support for the Marine and Coastal Area bill while it is part-way through the select committee process. Goff announces he is trying to get enough numbers from other parties for an alternative bill.
- Len Brown launches an educational programme for primary and intermediate schools centred around the Rugby World Cup which is to cost \$350,000.
- It is discovered that the Government paid for \$6000 worth of VIP limousine transport for the Warner Bros Executives' visit to NZ in October
- John Key hints the next budget could bring changes for parents on benefits
- Len Brown announces he wants more openness in council business and is considering televising Council meetings. Questions have now surfaced around how many people very close to him have ended up in un-elected positions with the council. He is also facing a possible investigation by the Auditor General for the donation of billboard space to his Mayoral campaign by a Manukau City Council controlled entity.
- Winston Peters announces at the NZ First party conference that he aims to have the Party return to parliament after the 2011 election claiming there has been a "groundswell of support"

## 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?"

	22 – 26 May 2010	31 July – 4 August 2010	18 – 22 September 2010	11-15 December 2010
<b>Don't Know</b>	8%	7%	9%	8%
<b>Refused</b>	3%	2%	3%	1%
<b>TOTAL</b>	<b>11%</b>	<b>9%</b>	<b>11%*</b>	<b>10%*</b>

Base: n=1,011, Eligible New Zealand Voters, 11-15 December 2010.  
due to rounding

\*Total does not sum exactly

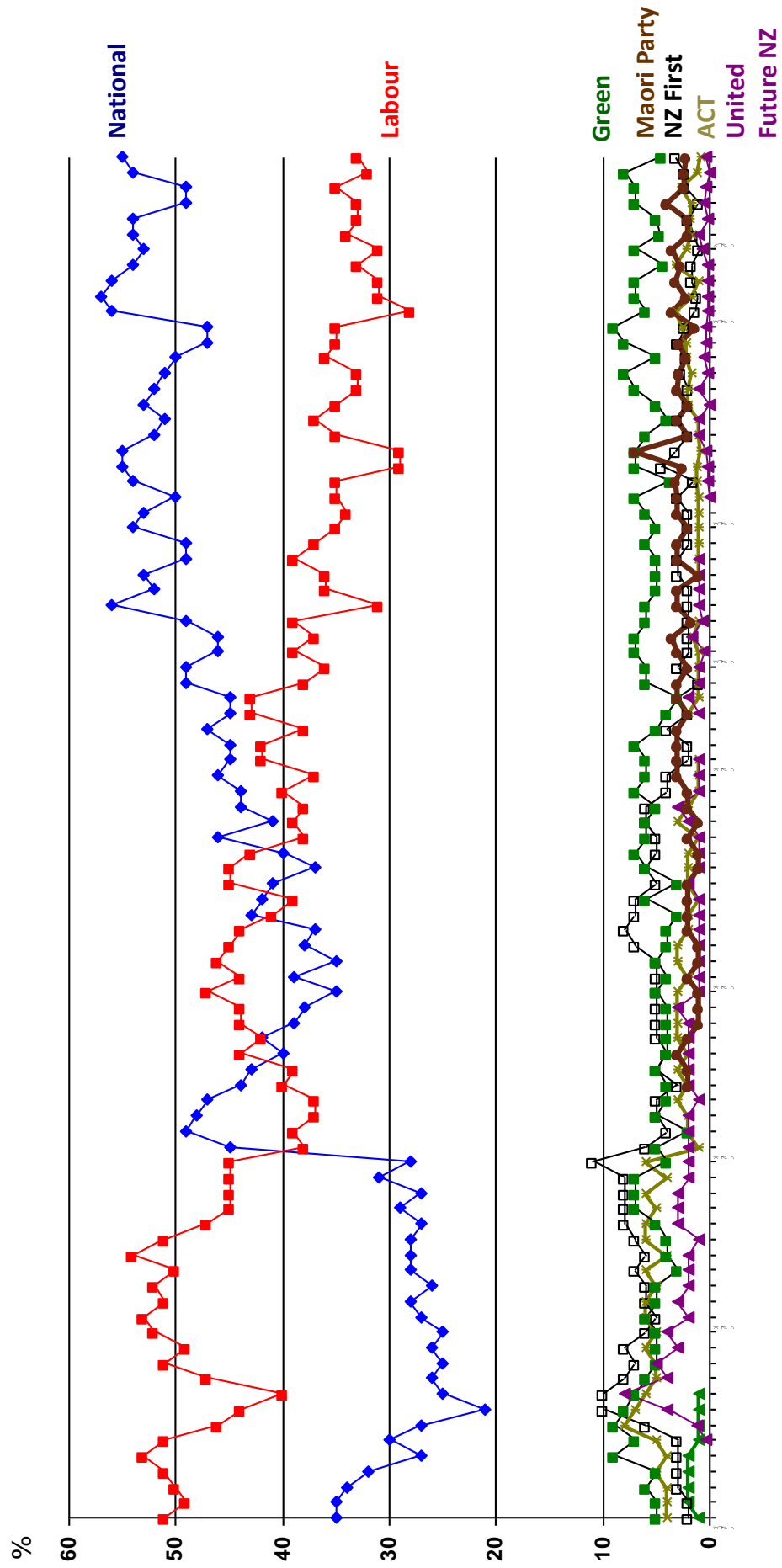
	22 – 26 May 2010	31 July – 4 August 2010	18 – 22 September 2010	11-15 December 2010
<b>National</b>	49%	49%	54%	55%
<b>Labour</b>	33%	35%	32%	33%
<b>Green Party</b>	7%	7%	8%	4.5%
<b>NZ First</b>	1.3%	2.3%	2.4%	3.1%
<b>The Maori Party</b>	3.6%	2.3%	2.3%	2.2%
<b>ACT NZ</b>	1.6%	2.7%	1.1%	0.9%
<b>United Future NZ</b>	0.5%	0.4%	-	0.3%
<b>Alliance</b>	0.1%	0.1%	-	0.2%
<b>Jim Anderton's Progressive</b>	0.5%	0.1%	-	0.1%
<b>The Libertarianz</b>	-	0.1%	-	0.1%
<b>Christian Heritage</b>	-	0.1%	-	-
<b>Other</b>	2.7%	0.6%	0.8%	0.7%
<b>TOTAL</b>	<b>99%*</b>	<b>100%</b>	<b>101%*</b>	<b>100%</b>

Base: n=848 Probed Party Supporters, 11-15 December 2010.  
to rounding

\*Total does not sum exactly

# 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?"

	22 – 26 May 2010	31 July – 4 August 2010	18 – 22 September 2010	11 – 15 December 2010
<b>Don't Know</b>	11%	12%	14%	12%
<b>Refused</b>	2%	1%	2%	1%
<b>TOTAL</b>	<b>13%</b>	<b>13%</b>	<b>16%</b>	<b>13%</b>

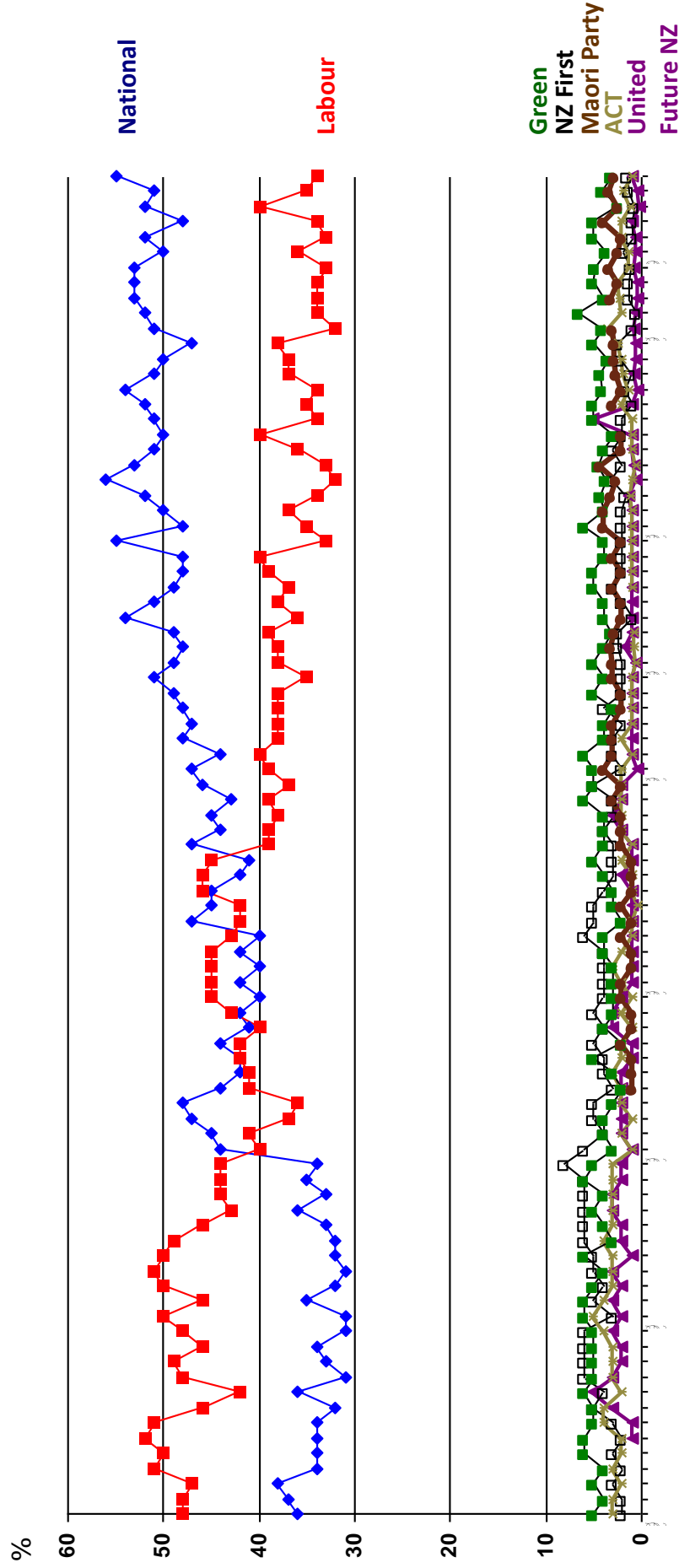
Base: n=1,011 Eligible New Zealand Voters, 11-15 December 2010.

	22 – 26 May 2010	31 July – 4 August 2010	18 – 22 September 2010	11 – 15 December 2010
<b>National</b>	48%	52%	51%	55%
<b>Labour</b>	34%	40%	35%	34%
<b>Green Party</b>	4.5%	2.4%	4.1%	3.2%
<b>The Maori Party</b>	3.6%	2.5%	3.3%	2.9%
<b>NZ First</b>	0.7%	0.7%	1.3%	1.5%
<b>United Future NZ</b>	1.2%	0.2%	0.4%	1.0%
<b>ACT NZ</b>	1.5%	1.1%	1.9%	0.9%
<b>Jim Anderton's Progressive</b>	0.5%	0.6%	0.5%	0.2%
<b>Christian Heritage</b>	-	0.1%	-	-
<b>Other</b>	6%	0.7%	2.5%	1.4%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Base: n=829 Probed Party Supporters, 11-15 December 2010.

# ONE NEWS/COLMAR BRUNTON POLL

## 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?"*

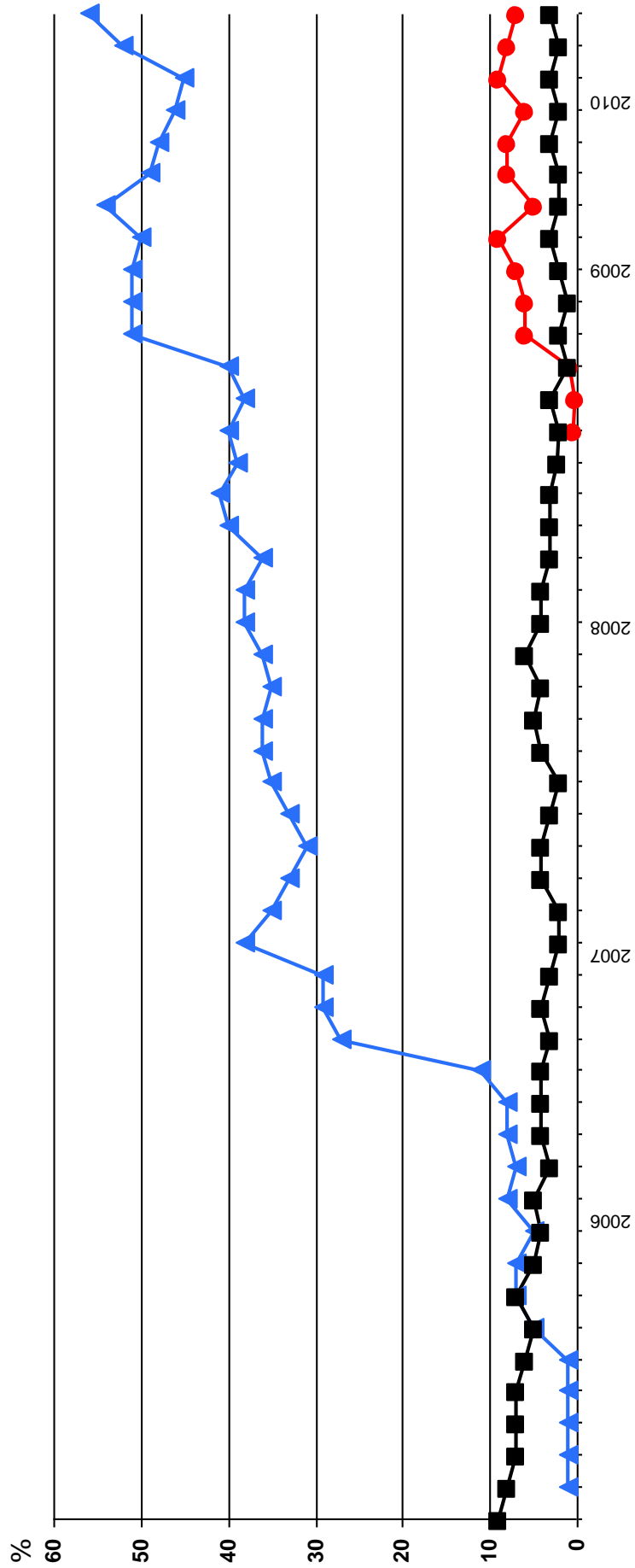
	22 – 26 May 2010	31 July – 4 August 2010	18 – 22 September 2010	11 – 15 December 2010
John Key	46%	45%	52%	56%
Phil Goff	6%	9%	8%	7%
Winston Peters	2%	3%	2%	3%
Helen Clark	3%	3%	2%	2%
Pita Sharples	0.6%	0.8%	0.9%	0.6%
Metiria Turei	0.3%	0.4%	0.5%	0.4%
David Cunliffe	-	0.4%	0.4%	0.4%
Annette King	0.2%	0.3%	0.2%	0.4%
Russell Norman	0.1%	-	0.3%	0.3%
Gerry Brownlee	-	-	0.2%	0.3%
Jim Anderton	0.6%	0.6%	1%	0.2%
Peter Dunne	0.2%	0.3%	0.2%	0.2%
Hone Harawira	0.5%	0.6%	0.4%	0.2%
Shane Jones	-	0.6%	0.2%	0.2%
Michael Cullen	0.1%	-	0.2%	-
Roger Douglas	-	-	0.2%	-
Bill English	0.6%	0.3%	0.1%	-
Jeanette Fitzsimons	-	-	0.1%	0.1%
Rodney Hide	0.6%	0.7%	-	-
Tariana Turia	0.4%	0.5%	-	-
Other	12%	4%	3%	2%
Don't Know	22%	25%	23%	22%
None	4%	6%	4%	3%
Refused	2%	0.5%	1%	1%
<b>TOTAL</b>	<b>101%*</b>	<b>101%*</b>	<b>100%</b>	<b>99%*</b>

Base: n=1,011 Eligible New Zealand Voters, 11-15 December 2010.

\*Total does not sum exactly

# 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?"*

	22 – 26 May 2010	31 July – 4 August 2010	18 – 22 September 2010	11-15 December 2010
<b>Better</b>	56%	55%	55%	50%
<b>Same</b>	18%	19%	21%	20%
<b>Worse</b>	26%	25%	24%	30%
<b>TOTAL</b>	<b>100%</b>	<b>99%*</b>	<b>100%</b>	<b>100%</b>

Base: Base: n=1,011 Eligible New Zealand Voters, 11-15 December 2010.

\*Total does not sum exactly due to rounding

# MMP Electoral System

*A referendum will take place with next year's general election about the future of MMP. Do you personally think we should keep the current MMP electoral system?*

	Total Eligible New Zealand Voters
<b>Yes</b>	50%
<b>No</b>	41%
<b>Don't know/unsure</b>	8%
<b>Don't know what "MMP" electoral system is</b>	2%
<b>TOTAL</b>	<b>101%*</b>

Base: n=1,011 Eligible New Zealand Voters, 11-15 December, 2010. \*Total does not sum exactly due to rounding

Half of New Zealand voters (50%) think we should keep the current MMP electoral system.

Those more likely to think we should keep the current MMP system are:

- Intending Green voters (80%)
- 18-24 year olds (70%)
- Intending Labour voters (63%)
- 25-39 year olds (57%)

Those less likely to say 'yes' we should keep the current MMP system are (% yes):

- Intending National voters (37%)
- 50-59 year olds (41%)
- 60+ year olds (42%)

As a point of comparison, from the 'King Maker' Survey (2008) and a Poll conducted in 2005 respectively:

*"Are you happy with the current voting system used in New Zealand, known as MMP?"*

<b>Yes</b>	59%
<b>No</b>	37%
<b>Don't know</b>	4%
<b>TOTAL</b>	<b>100%</b>

Base: n=749 New Zealanders, 5-19 March 2008

*"Do you personally believe that New Zealand should keep the current MMP voting system or do you think it should be changed to something else?"*

<b>Keep MMP</b>	52%
<b>Change MMP</b>	40%
<b>Don't know</b>	7%
<b>TOTAL</b>	<b>99%*</b>

Base: n=996 New Zealanders 12-14 September 2005\*Total doesn't equal 100% due to rounding

## Impact of Marine and Coastal Area Bill

The new legislation replacing the Foreshore and Seabed Act is the Marine and Coastal Area Bill and is currently before Parliament.

What impact do you think the new law will have on the way you use coastal or marine areas? Do you think it will be positive, negative or have no impact on you?

	Total Eligible New Zealand Voters
<b>Positive</b>	8%
<b>Negative</b>	22%
<b>No impact</b>	55%
<b>Don't know/unsure</b>	6%
<b>Don't know enough about it</b>	9%
<b>TOTAL</b>	<b>100%</b>

Base: n=1,011 Eligible New Zealand Voters, 11-15 December, 2010.

Just over half of New Zealand voters (55%) believe that the proposed Marine and Coastal Area Bill will have no impact on the way they use coastal or marine areas.

Those more likely to think the new law will have a positive impact on the way they use coastal or marine areas are:

- 18-24 year olds (20%)

Those more likely to think the new law will have a negative impact on the way they use coastal or marine areas are:

- Intending New Zealand First voters (40%)

# New Zealand First Presence in Parliament

*New Zealand First leader Winston Peters is campaigning to get back into Parliament after next year's general election.*

*Do you think a New Zealand First presence in parliament would be a good thing for New Zealand?*

	Total Eligible New Zealand Voters
<b>Yes</b>	45%
<b>No</b>	46%
<b>Don't know/unsure</b>	9%
<b>TOTAL</b>	<b>100%</b>

Base: n=1,011 Eligible New Zealand Voters, 11-15 December, 2010.

New Zealand voters have mixed views on whether they think a New Zealand First presence in Parliament would be a good thing for New Zealand; with 45% stating 'yes' and 46% stating 'no'.

Those more likely to agree that having a New Zealand First presence in Parliament would be a good thing for New Zealand are:

- Intending New Zealand First voters (100%)
- Intending Labour voters (57%)
- Lower household income earners; earning less than \$30,000 (57%)
- 55+ year olds (52%)

Those more likely to disagree that having a New Zealand First presence in Parliament would be a good thing for New Zealand are:

- Higher household income earners; earning more than \$100,000 (60%)
- Intending National voters (58%)

## 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

<b>National</b>	73
<b>Labour</b>	43
<b>Maori Party</b>	5*
<b>ACT</b>	1
<b>United Future NZ</b>	1*
<b>Jim Anderton's Progressive Party</b>	1*
<b>Green Party</b>	0
<b>NZ First</b>	0
<b>TOTAL</b>	<b>124</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.