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Brunton**
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market research company

ONE News Colmar Brunton Poll
February 12-16, 2011

PREPARED FOR	ONE News Colmar Brunton Poll
ATTENTION	Television New Zealand
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CONTACT[S]	(09) 919 9200

dream a little 

Colmar Brunton

ONE News Colmar Brunton Poll

Poll Method Summary

RELEASED:	Sunday 20 th February, 2011
POLL CONDUCTED:	Interviewing took place from 12 th to 16 th February, 2011
SAMPLE SIZE:	n = 1,005 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	51%	Down 4% from 11 th -15 th December, 2010
Labour	33%	Steady
Green Party	8%	Up 3%
NZ First	4%	Up 1%
The Maori Party	2%	Steady
ACT NZ	1%	Steady

PARTY SUPPORT – ELECTORATE VOTE

National	52%	Down 3% from 11 th -15 th December, 2010
Labour	36%	Up 2%
Green Party	5%	Up 2%
The Maori Party	4%	Up 1%
NZ First	2%	Steady
ACT NZ	1%	Steady

UNDECIDED VOTERS

Party Vote	12%	Up 2% from 11 th -15 th December, 2010
Electorate Vote	18%	Up 5%

Summary of Poll Results

PREFERRED PRIME MINISTER

Key	48%	Down 8% from 11 th -15 th December, 2010
Goff	7%	Steady
Peters	3%	Steady

ECONOMIC OUTLOOK

Optimism	48%	Down 2% from 11 th -15 th December, 2010
Pessimism	32%	Up 2%

Key Political Events: January 12th – February 16th 2011

- NZ Civil Defence and Red Cross workers/volunteers are sent to assist in the flood-stricken areas in Australia.
- Labour leader Phil Goff and EPMU National Secretary Andrew Little call for the Government to change holidays legislation so public holidays that fall on a weekend can be observed on the Monday.
- Maggie Barry, former broadcaster and gardening whiz, puts her name forward to contest the National Party's nomination for the Botany by-election but is beaten by Auckland councillor Jami-Lee Ross. The Labour Party announces Auckland local board member Michael Wood as their nomination. The newly formed New Citizen Party which is linked to Jack Chen, a man who claims to be behind Natural Dairy NZ's bid for the Crafar farms, also put forward a candidate for the Botany by-election.
- China Southern Airlines announces thrice weekly flights between Guangzhou and Auckland. This is expected to place competitive pressure on Air New Zealand.
- Police Commissioner Howard Broad announces the Pike River mine will be handed back to Pike River Coal's receivers, meaning they will now become responsible for any recovery of the miners' remains, with Prime Minister John Key defending accusations he reneged on promises that the Government would do whatever possible to recover the Pike River miners' bodies.
- There is concern that the Queensland flooding will have a negative economic impact on New Zealand pushing up the price of some goods.
- The Government's proposed Courts and Criminal Matters Bill goes before a parliamentary select committee. The bill seeks to introduce tougher penalties for those with overdue fines.
- Prime Minister and Minister of Tourism John Key aims to use a visit by British Foreign Minister William Hague to reduce large departure taxes for passengers heading to New Zealand which could potentially harm tourism to New Zealand and specifically the Rugby World Cup.
- Following Auckland Grammar's dumping of NCEA and switching to the University of Cambridge system, the Ministry of Education asserts that all state schools are required by law to make NCEA available.
- Labour leader Phil Goff makes a speech promising that under a Labour-led government there would be a 'no tax zone' whereby no one would pay tax on the first \$5000 of income amounting to an extra \$10 a week and vowing not to borrow or sell state assets to fund it. Key claimed the country cannot afford the \$1.3 billion price tag and that it would require the top tax rate to be at least 60 percent.
- Prime Minister John Key announces plans to sell minority shareholdings in Mighty River Power, Meridian, Genesis Energy, Solid Energy and Air New Zealand with the aims of reducing NZ's debt and injecting capital into each so they could expand and reinvest. Opponents including Opposition parties and unions claim it would push power prices up as private investors demand higher profits.
- Maori Party MP for Te Tai Tokerau Hone Harawira is under threat of expulsion from the party following a complaint laid against him by party whip Te Ururoa Flavell that is supported by other Maori Party MPs. The complaint came after Harawira wrote a column in the Sunday Star Times in which he questioned whether their coalition agreement with National had

compromised his party's leaders and caucus' ability to be effective voices for Maori and after 'upstaging' Pita Sharples with his Waitangi address.

- Education Minister Anne Tolley says about 160 schools have been identified as leaky buildings and the cost of fixing the problem has risen to approximately \$1.5 billion. She also says she does not know where the money will come from to fix them.
- The Green Party makes an announcement advocating a capital gains tax which would exclude the family home that would be part of their solution to reduce New Zealand's debt.
- Labour leader Phil Goff vows Labour will reinstate the \$400 million funding cuts that he claims have pushed early childhood education fees up to \$80 a week.
- Prime Minister John Key announces that the 2010 general election will take place on November 26th.
- John Key rules out working with Winston Peters in forming a coalition government after this year's general election.
- Australian Prime Minister Julia Gillard visits New Zealand and is the first foreign leader to address the New Zealand Parliament with a speech about fostering closer economic ties between the two countries.
- The Government receives criticism for replacing the fleet of 34 BMWs with new ones.

• Detailed Poll Results – Question 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 DONT 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?"

	31 July – 4 August 2010	18 – 22 September 2010	11-15 December 2010	12-16 February 2011
Don't Know	7%	9%	8%	9%
Refused	2%	3%	1%	3%
TOTAL	9%	11%*	10%*	12%

Base: n=1,005, Eligible New Zealand Voters, 12-16 February 2011.
due to rounding

*Total does not sum exactly

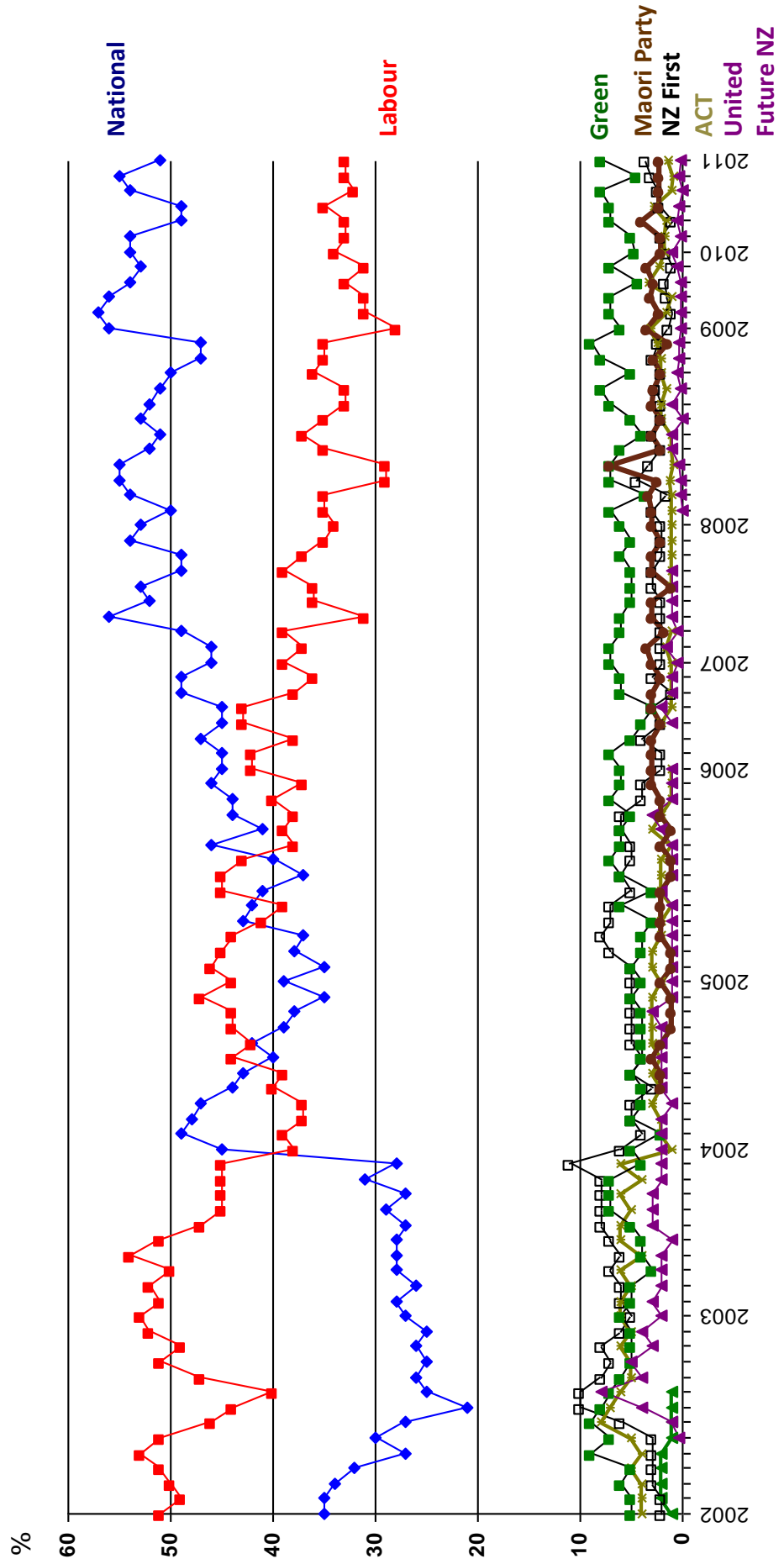
	31 July – 4 August 2010	18 – 22 September 2010	11-15 December 2010	12-16 February 2011
National	49%	54%	55%	51%
Labour	35%	32%	33%	33%
Green Party	7%	8%	4.5%	8%
NZ First	2.3%	2.4%	3.1%	3.6%
The Maori Party	2.3%	2.3%	2.2%	2.3%
ACT NZ	2.7%	1.1%	0.9%	1.3%
Alliance	0.1%	-	0.2%	0.2%
United Future NZ	0.4%	-	0.3%	0.1%
Jim Anderton's Progressive	0.1%	-	0.1%	0.1%
Libertarianz	0.1%	-	0.1%	-
Christian Heritage	0.1%	-	-	-
Other	0.6%	0.8%	0.7%	0.8%
TOTAL	100%	101%*	100%	100%

Base: n=827 Probed Party Supporters, 12-16 February 2011.
rounding

*Total does not sum exactly due to

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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?"

	31 July – 4 August 2010	18 – 22 September 2010	11 – 15 December 2010	12 - 16 February 2011
Don't Know	12%	14%	12%	17%
Refused	1%	2%	1%	2%
TOTAL	13%	16%	13%	18%*

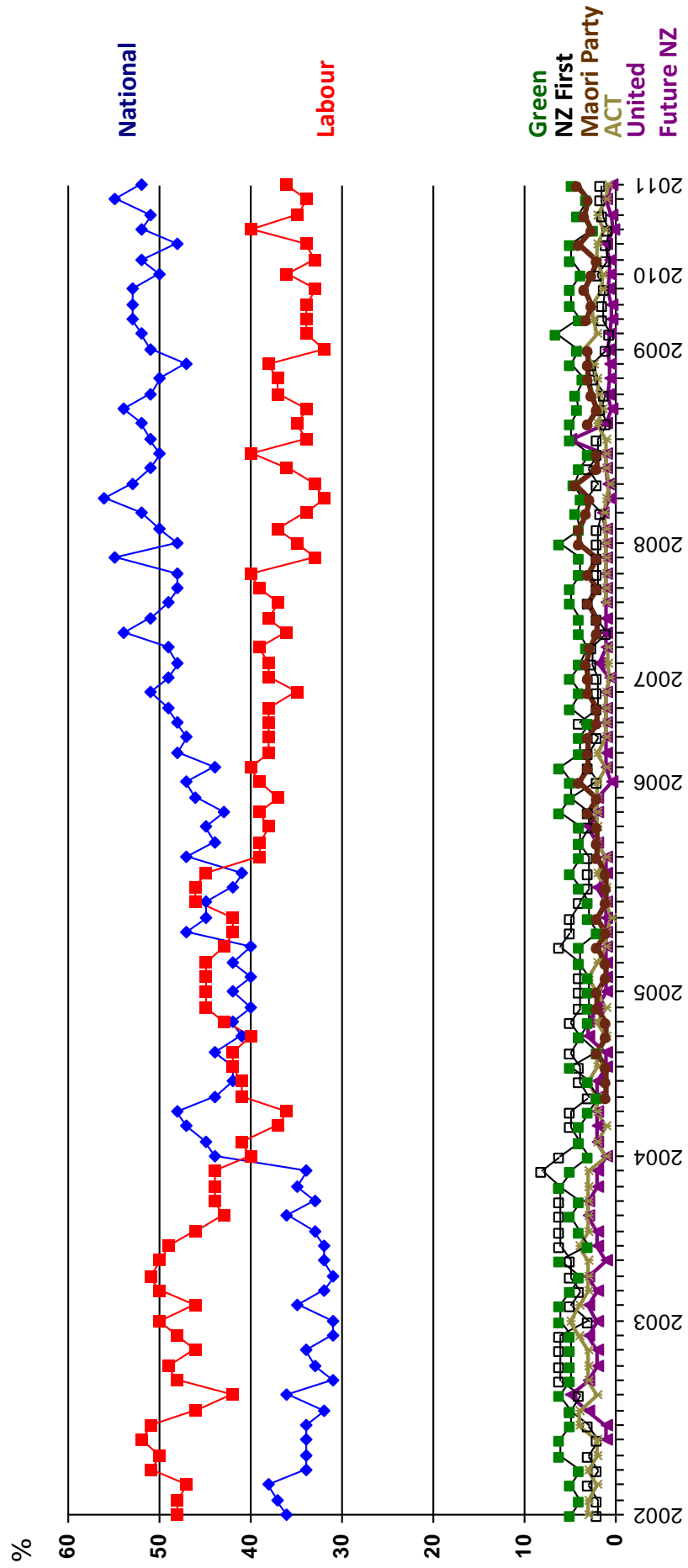
Base: n=1,005 Eligible New Zealand Voters, 12-16 February 2011. *Totally does not sum exactly due to rounding.

	31 July – 4 August 2010	18 – 22 September 2010	11 – 15 December 2010	12 - 16 February 2011
National	52%	51%	55%	52%
Labour	40%	35%	34%	36%
Green Party	2.4%	4.1%	3.2%	4.8%
The Maori Party	2.5%	3.3%	2.9%	4.2%
NZ First	0.7%	1.3%	1.5%	1.6%
ACT NZ	1.1%	1.9%	0.9%	0.8%
United Future NZ	0.2%	0.4%	1.0%	0.3%
Jim Anderton's Progressive	0.6%	0.5%	0.2%	0.3%
Christian Heritage	0.1%	-	-	-
Other	0.7%	2.5%	1.4%	0.6%
TOTAL	100%	100%	100%	101%*

Base: n=775 Probed Party Supporters, 12-16 February 2011. * Total does not sum exactly due to rounding.

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Electorate Vote



Preferred Prime Minister

"Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?"

IF NONE –

"Is there anyone who is not a current MP who you would prefer to be Prime Minister?"

	31 July – 4 August 2010	18 – 22 September 2010	11 – 15 December 2010	12 - 16 February 2011
John Key	45%	52%	56%	48%
Phil Goff	9%	8%	7%	7%
Winston Peters	3%	2%	3%	3%
Helen Clark	3%	2%	2%	2%
Shane Jones	0.6%	0.2%	0.2%	1%
Hone Harawira	0.6%	0.4%	0.2%	0.9%
Jim Anderton	0.6%	1%	0.2%	0.8%
David Cunliffe	0.4%	0.4%	0.4%	0.7%
Annette King	0.3%	0.2%	0.4%	0.6%
Russel Norman	-	0.3%	0.3%	0.4%
Pita Sharples	0.8%	0.9%	0.6%	0.3%
Tariana Turia	0.5%	-	-	0.3%
Bill English	0.3%	0.1%	-	0.1%
Rodney Hide	0.7%	-	-	0.1%
Metiria Turei	0.4%	0.5%	0.4%	-
Gerry Brownlee	-	0.2%	0.3%	-
Peter Dunne	0.3%	0.2%	0.2%	-
Michael Cullen	-	0.2%	-	-
Roger Douglas	-	0.2%	-	-
Jeanette Fitzsimons	-	0.1%	0.1%	-
Other	4%	3%	2%	3%
Don't Know	25%	23%	22%	26%
None	6%	4%	3%	4%
Refused	0.5%	1%	1%	2%
TOTAL	101%*	100%	99%*	100%

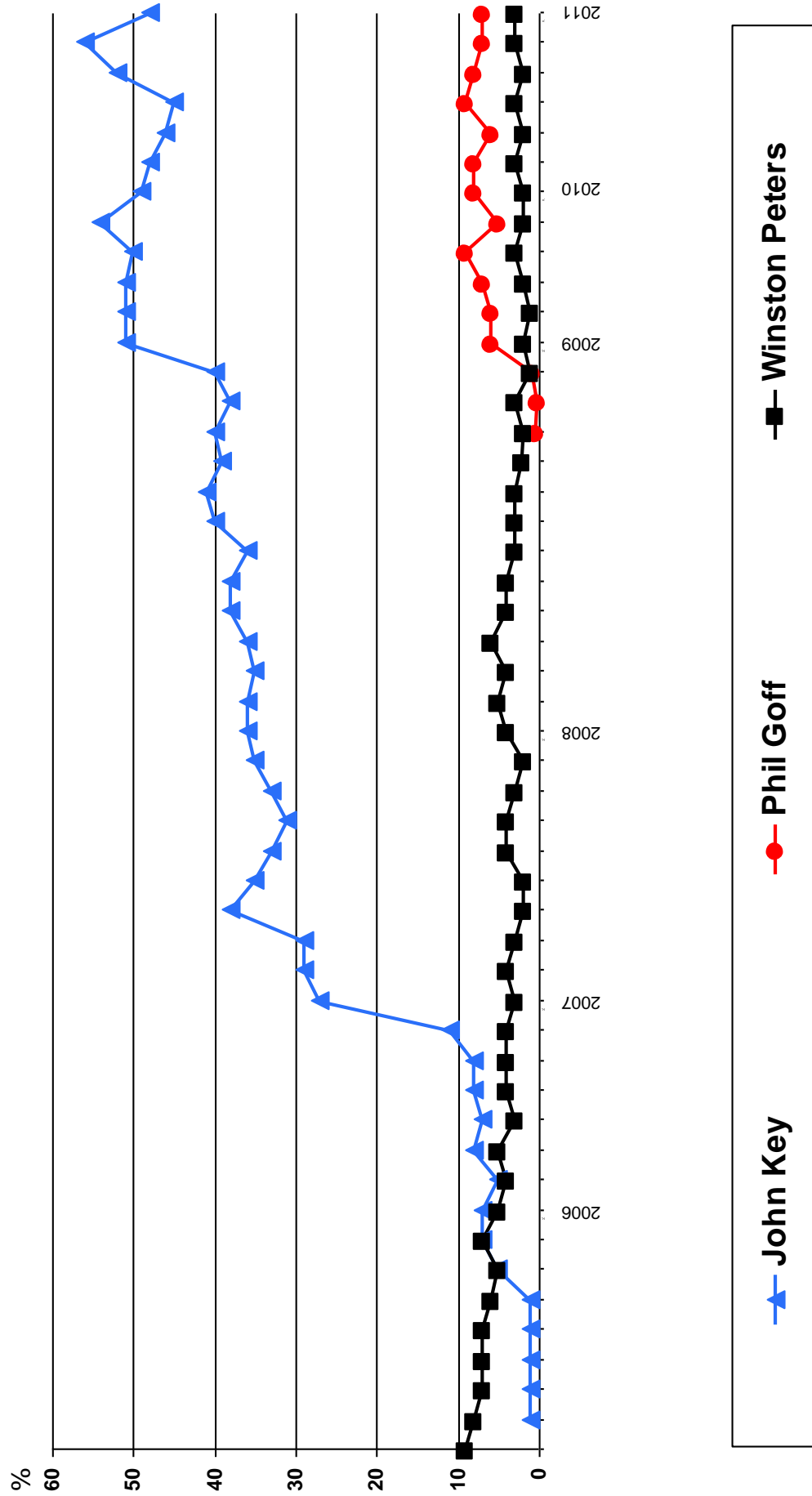
Base: n=1,005 Eligible New Zealand Voters, 12-16 February 2011.

*Total does not sum exactly

due to rounding

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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?"

	31 July – 4 August 2010	18 – 22 September 2010	11-15 December 2010	12 - 16 February 2011
Better	55%	55%	50%	48%
Same	19%	21%	20%	20%
Worse	25%	24%	30%	32%
TOTAL	99%*	100%	100%	100%

Base: n=1,005 Eligible New Zealand Voters, 12-16 February 2011.
due to rounding

*Total does not sum exactly

Partial Privatisation of State Assets

The National party says that if it wins this year's general election it will sell up to 49 percent of the Government's share of the four publicly owned energy companies and of Air New Zealand.

It says it will retain a controlling stake with at least 51% ownership, but selling the other half will give New Zealanders good investment opportunities and benefit the economy.

Critics say it will result in too much foreign ownership and push power prices up as private investors try to maximise their profits.

Do you think National's plan to partially privatise these state assets is a good idea?

	Total Eligible New Zealand Voters
Yes – it is a good idea	33%
No – it is <u>not</u> a good idea	60%
Don't know/unsure	8%
TOTAL	101%*

Base: n=1,005 Eligible New Zealand Voters, 12-16 February 2011.
due to rounding

*Total does not sum exactly

Nearly two thirds of New Zealand voters (60%) think National's plan to partially privatise state assets is not a good idea.

Those more likely to think it is not a good idea are:

- Labour party supporters (85%)
- NZ First party supporters (82%)
- Green party supporters (77%)

Those more likely to think it is a good idea are:

- National party supporters (54%)
- Higher household income earners; earning more than \$100,000 (46%)
- Male (40%)

Goff's Proposed Tax Free Zone

The Labour leader Phil Goff says that if he is Prime Minister after the general election he will introduce a tax free zone so people pay no tax on the first \$5000 of income.

He says it would give all New Zealanders, regardless of income, about ten dollars extra a week which would help them keep up with the rising cost of living. Critics claim many will hardly notice \$10 a week and that the country can't afford the \$1.3 billion price tag.

Is Labour's tax plan a good idea?

	Total Eligible New Zealand Voters
Yes	33%
No	60%
Don't know/unsure	7%
TOTAL	100%

Base: n=1,005 Eligible New Zealand Voters, 12-16 February 2011.

Almost two thirds of New Zealand voters (60%) think Labour's 'tax free zone' tax plan is not a good idea.

Those more likely to think it is not a good idea are:

- National party supporters (81%)
- Medium-High household income earners; earning \$70,001-\$100,000 (71%)
- Aged 35-54 years old (67%)

Those more likely to think it is a good idea are:

- Labour party supporters (54%)
- NZ First party supporters (51%)
- Green party supporters (51%)
- Aged 25-39 years old (41%)
- Low household income earners; earning less than \$30,000 (46%)

Key's Decision to Rule Out Working with Peters

John Key says that the National Party will not work with Winston Peters in government if New Zealand First gets back into Parliament after this year's general election. Do you agree with John Key's decision to rule out working with Winston Peters?

	Total Eligible New Zealand Voters
Yes	57%
No	34%
Don't know/unsure	10%
TOTAL	101%*

Base: n=1,005 Eligible New Zealand Voters, 12-16 February 2011.
due to rounding

*Total does not sum exactly

More than half of New Zealand voters (57%) agree with John Key's decision to rule out working with Winston Peters.

Those more likely to agree with John Key's decision are:

- National party supporters (77%)
- Higher household income earners; earning over \$100,000 (70%)

Those more likely to disagree with John Key's decision are:

- NZ First party supporters (73%)
- Labour party supporters (49%)
- Low household income earners; earning less than \$30,000 (46%)
- Aged 60 years and over (41%)

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 as per the outcome of the previous general election in 2008.

* Indicates one (or more) overhang seats

National	63
Labour	42
Green Party	10
Maori Party	5*
ACT	2
United Future NZ	1*
Jim Anderton's Progressive Party	1*
NZ First	0
TOTAL	124

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.