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Brunton**
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market research company

ONE News Colmar Brunton Poll
August 13-17, 2011

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 21 st August, 2011
POLL CONDUCTED:	Interviewing took place from 13 th to 17 th August, 2011
SAMPLE SIZE:	n = 1,006 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	56%	Up 3%-points from 9 th -13 th July 2011
Labour	30%	Up 3%-points
Green Party	6%	Down 4%-points
ACT NZ	2%	Down 1%-point
NZ First	2%	Steady
The Maori Party	1%	Down 2%-points
Mana Party	1%	Steady

PARTY SUPPORT – ELECTORATE VOTE

National	54%	Up 2%-points from 9 th -13 th July 2011
Labour	36%	Down 3%-points
Green Party	4%	Down 1%-point
The Maori Party	2%	Steady
NZ First	1%	Steady
ACT NZ	1%	Steady
Mana Party	1%	Up 1%-point

UNDECIDED VOTERS

Party Vote	11%	Up 3%-points 9 th -13 th July 2011
Electorate Vote	15%	Up 1%-point

Summary of Poll Results

PREFERRED PRIME MINISTER

Key	57%	Up 3%-points from 9 th -13 th July 2011
Goff	8%	Down 1%-point
Peters	2%	Down 1%-point

ECONOMIC OUTLOOK

Optimism	49%	Down 3%-points from 9 th -13 th July 2011
Pessimism	31%	Up 3%-points

Key Political Events: July 17th – August 16th

- Prime Minister John Key meets with Barack Obama at the Whitehouse. The main purpose of the meeting was to discuss the proposed Trans Pacific Partnership. This partnership is currently being negotiated by 9 countries including New Zealand and the USA.
- Christchurch earthquake claims against the global insurer Lloyd's are expected to amount to two billion dollars.
- Christchurch may face rapidly escalating costs if it doesn't speed up demolition in the central city.
- The odds of interest rates rising in the near future have strengthened with inflation running higher than expected.
- A rising level of job advertisements points to further falls in the unemployment rate.
- New Zealand faces its highest annual inflation in 21 years with mounting prices for necessities such as petrol, food, transport and power.
- The Commerce Commission holds an inquiry into the retail price of milk but decides there is sufficient competition in the elements of the supply chain it has remit to look at. Parliament however decides to undertake its own review.
- New Zealanders will likely pay thousands more for used vehicles or accept a major reduction in quality from 2012 as the restrictions on the age of imported vehicles are put into place. These proposed restrictions are being imposed to meet Emissions Standards.
- Rugby World Cup fever is building throughout New Zealand, however due to high prices the prime seating areas are struggling to sell out.
- Thousands of leaky home owners are now eligible for state hand outs under the Government's new one billion dollar leaky home assistance package.
- West Auckland and the North Shore are now more accessible than ever with the opening of nine kilometres of the motorways around Hobsonville and Westgate. These new motorway sections were finished six months ahead of schedule.
- State owned enterprise Transpower has lost approximately \$20 million on farm assets due to the fall in land prices.
- The National party intends to sell off the minority stakes in three state owned enterprises (Genesis, Meridian and Mighty River Power) as well as state coal company – Solid Energy. National also planning to reduce the crown shareholding in Air New Zealand.
- The Government has announced it is also considering a 'loyalty' scheme to keep shares of partly sold state owned assets in New Zealand ownership.
- Labour re-launches the proposal to take GST off fruit and vegetables.

- It is announced that a free trade agreement with China saved the meat industry nearly \$25 million in tariffs in 2010.
- New figures show that teenage unemployment currently makes up more than a quarter of the nation's total unemployment. This is a level that has not been seen since the Great Depression.
- The National Party released its youth welfare election policy – the unemployed youth can expect to receive a special benefit if they qualify (under extenuating circumstances). Under this scheme they will receive an eftpos style card where rent and power is paid automatically and they will be unable to purchase goods such as alcohol and tobacco.
- There is some debate around the price Adidas were charging for the 2011 RWC All Black's jersey, much dearer than prices for the same jersey overseas. Consequently the brand is boycotted by many kiwis who accuse Adidas of taking something that is owned by New Zealanders and making it inaccessible.
- The Freedom Camping Bill completed its committee stage and passed its third reading by 67 to 53 with National, ACT, Maori Party and United Future voting in support of the Bill.
- The United States' credit rating drops from AAA to AA+ - its first credit down grading in this country's history. Experts are predicting that business and consumers will be tightening their belts. This results in a devaluation of the US dollar making it much harder for New Zealand companies to profitably work with the United States and leaves a number of kiwi exporters struggling.

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 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?"

	2-6 April 2011	21-25 May 2011	9-13 July 2011	13-17 August 2011
Don't Know	6%	9%	6%	8%
Refused	3%	3%	3%	3%
TOTAL	9%	11%*	8%*	11%

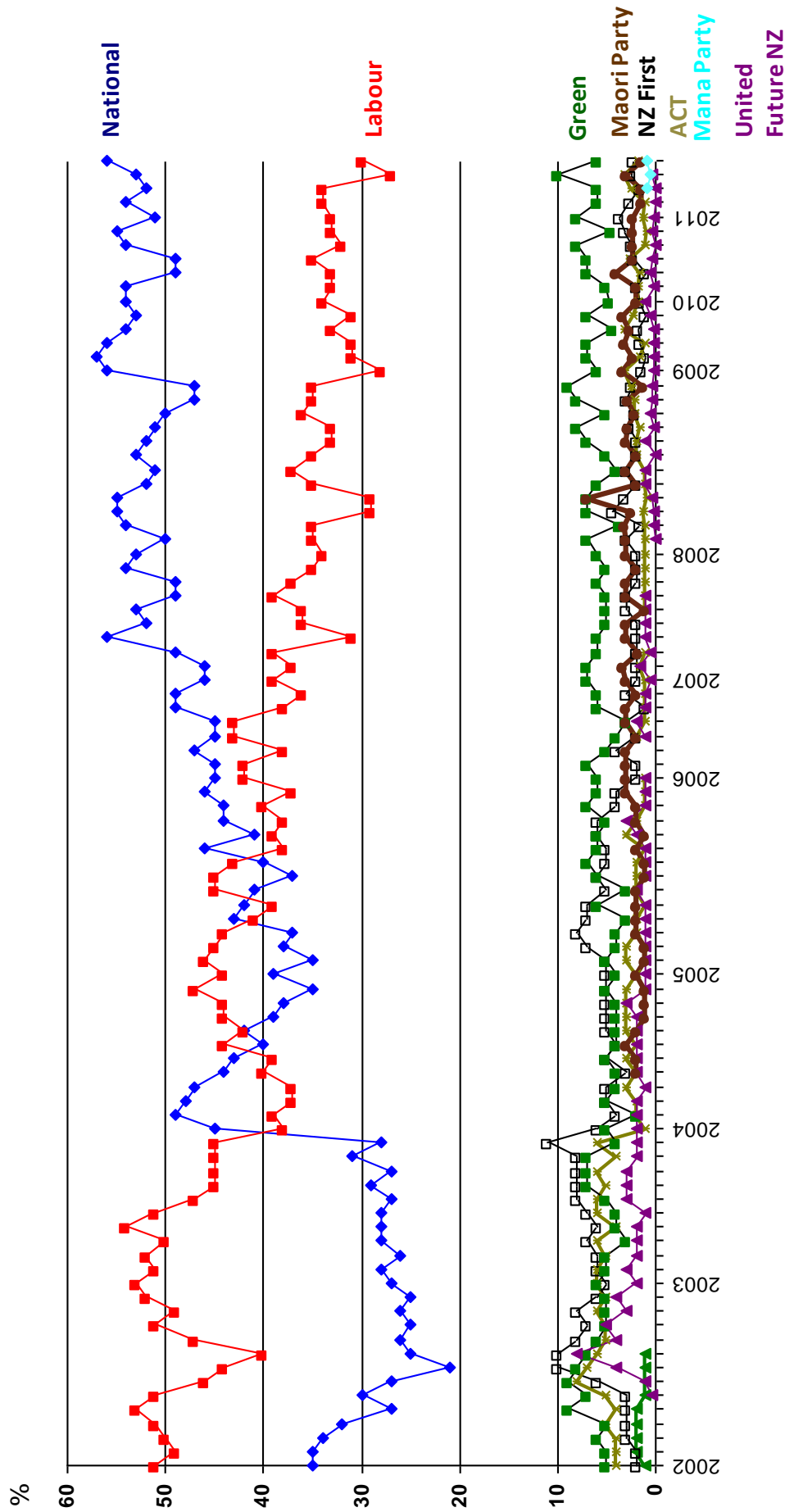
Base: n=1,006 Eligible New Zealand Voters, 13-17 August 2011. *Total does not sum exactly due to rounding

	2-6 April 2011	21-25 May 2011	9-13 July 2011	13-17 August 2011
National	54%	52%	53%	56%
Labour	34%	34%	27%	30%
Green Party	6%	6%	10%	6%
NZ First	2.7%	1.6%	2.4%	2.3%
ACT NZ	1.1%	2.5%	3.1%	1.7%
The Maori Party	1.4%	1.4%	3.0%	1.4%
Mana Party	n/a	0.9%	0.5%	0.9%
United Future NZ	-	-	0.3%	0.5%
Christian Heritage	0.2%	-	-	-
Jim Anderton's Progressive	0.1%	-	-	-
Other	0.4%	1%	0.2%	0.5%
TOTAL	100%	99%*	100%	99%*

Base: n=847 Probed Party Supporters, 13-17 August 2011. *Total does not sum exactly due to rounding

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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?"

	2-6 April 2011	21-25 May 2011	9-13 July 2011	13-17 August 2011
Don't Know	13%	13%	12%	13%
Refused	2%	2%	2%	2%
TOTAL	15%	16%*	14%	15%

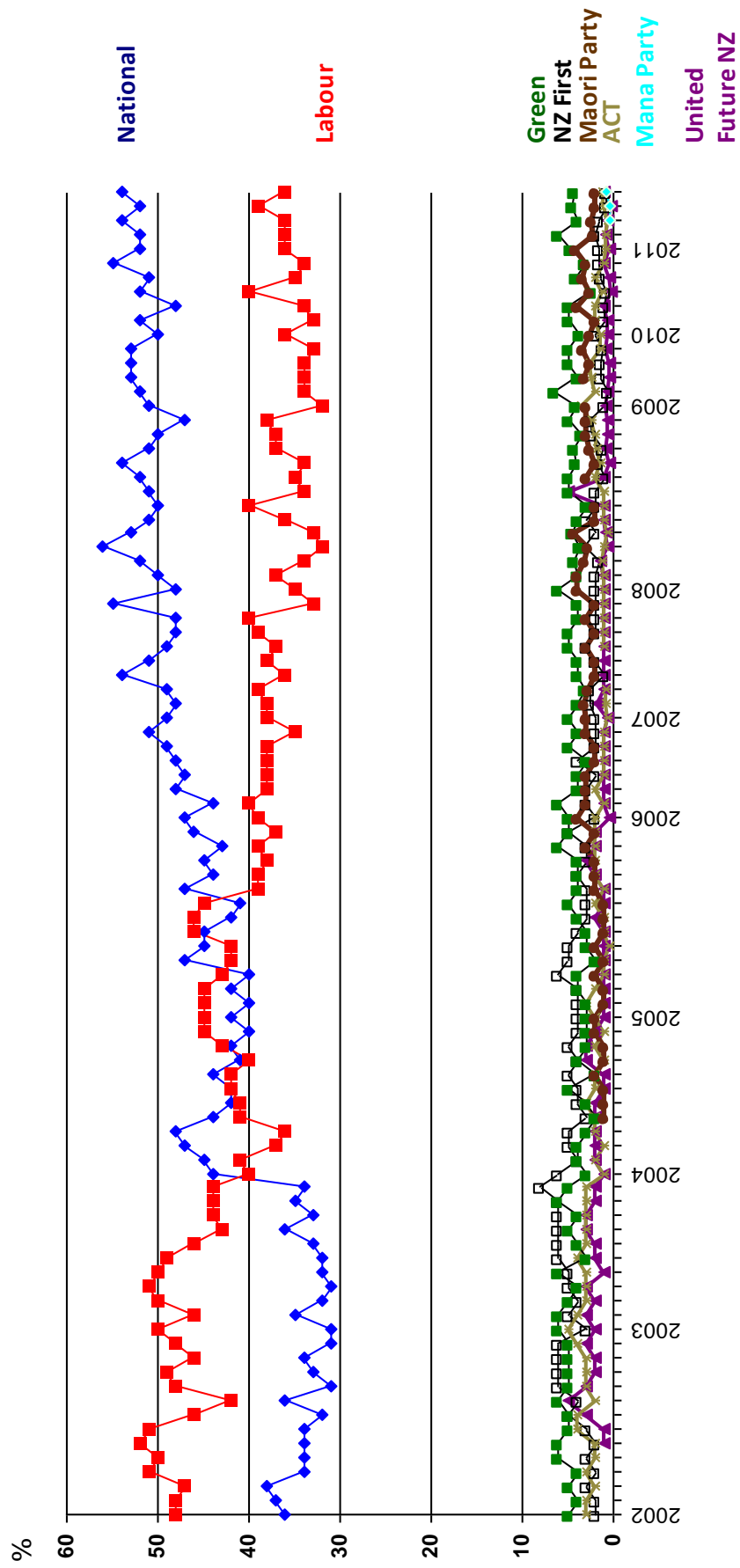
Base: n=1,006 Eligible New Zealand Voters, 13-17 August 2011. *Total does not sum exactly due to rounding.

	2-6 April 2011	21-25 May 2011	9-13 July 2011	13-17 August 2011
National	52%	54%	52%	54%
Labour	36%	36%	39%	36%
Green Party	6%	3.9%	4.5%	4.4%
The Maori Party	2.1%	2.3%	2.0%	2.0%
ACT NZ	0.8%	0.5%	0.9%	1.2%
United Future NZ	0.7%	0.6%	0.1%	0.9%
Mana Party	n/a	0.3%	0.4%	0.8%
NZ First	1.9%	1.5%	0.8%	0.7%
Jim Anderton's Progressive	-	0.3%	0.5%	-
Other	0.4%	0.6%	0.1%	0.4%
TOTAL	100%	100%	100%	100%

Base: n=816 Probed Party Supporters, 13-17 August 2011.

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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 –

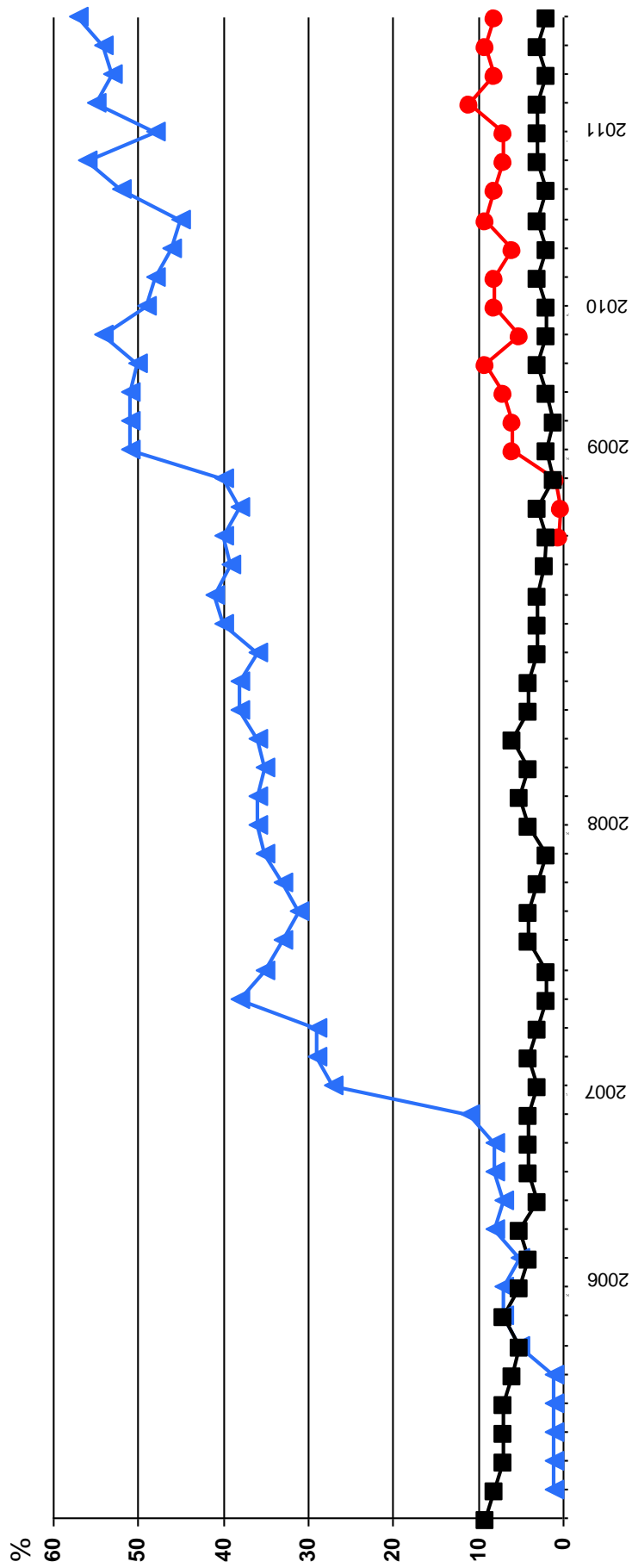
"Is there anyone who is not a current MP who you would prefer to be Prime Minister?"

	2-6 April 2011	21-25 May 2011	9-13 July 2011	13-17 August 2011
John Key	55%	53%	54%	57%
Phil Goff	11%	8%	9%	8%
Winston Peters	3%	2%	3%	2%
Helen Clark	1%	4%	0.7%	2%
Don Brash	0.1%	0.6%	0.6%	0.8%
Jim Anderton	0.1%	-	0.4%	0.5%
Pita Sharples	0.9%	0.4%	0.9%	0.4%
Metiria Turei	0.4%	0.3%	0.6%	0.4%
Hone Harawira	0.4%	0.3%	0.3%	0.3%
David Cunliffe	0.6%	0.8%	0.7%	0.2%
Shane Jones	0.1%	0.8%	0.6%	0.2%
Russel Norman	0.1%	0.7%	0.6%	0.1%
Annette King	0.5%	0.6%	0.3%	-
Bill English	0.1%	0.5%	0.3%	-
Tariana Turia	0.3%	0.1%	0.2%	-
Jeanette Fitzsimons	0.1%	0.1%	0.1%	-
Gerry Brownlee	0.5%	-	-	-
Roger Douglas	0.1%	-	-	-
Other	4%	3%	3%	3%
Don't Know	18%	21%	22%	21%
None	3%	3%	2%	3%
Refused	1%	1%	1%	2%
TOTAL	100%	100%	100%	101%*

Base: n=1,006 Eligible New Zealand Voters, 13-17 August 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?"

	2-6 April 2011	21-25 May 2011	9-13 July 2011	13-17 August 2011
Better	38%	48%	52%	49%
Same	17%	19%	20%	19%
Worse	45%	33%	28%	31%
TOTAL	100%	100%	100%	99%*

Base: n=1,006 Eligible New Zealand Voters, 13-17 August 2011. *Total does not sum exactly due to rounding.

Value of Money Spent Hosting Rugby World Cup

While staging the Rugby World Cup will boost tourism in New Zealand, as well as seeing the upgrade of some roads, airports and rugby venues, it is anticipated the event will make a loss. It is estimated that this will be just over \$39 million, of which the Government has said it will pay about \$26 million.

Overall, do you think the cost of hosting the Rugby World Cup represents money well spent?

	Total Eligible New Zealand Voters
Yes – (money well spent)	54%
No – (money <u>not</u> well spent)	40%
Don't know	6%
TOTAL	100%

Base: n=1,006 Eligible New Zealand Voters, 13-17 August 2011.

More than half of eligible NZ voters (54%) believe that the cost of hosting the Rugby World Cup represents money well spent.

Those who think it is money well spent are more likely to be:

- National party supporters (64%)
- High household income earners; earning over \$100,000 per annum (64%)

Those who think it is not money well spent are more likely to be:

- Labour party supporters (49%)
- Green party supporters (58%)
- Single person households (52%)
- Low household income earners; earning less than \$30,000 per annum (51%)
- Low-medium household income earners; earning \$30,001-\$70,000 per annum (49%)

Adidas All Black Rugby World Cup Jersey Pricing

There has recently been some controversy over the pricing of Adidas All Black Rugby World Cup jerseys. As a result of this, do you feel you will be less likely to buy Adidas' products in the future?

	Total Eligible New Zealand Voters
Yes – (less likely to buy their products in the future)	50%
No – (won't make a difference)	38%
Don't buy those sort of products anyway	10%
Don't know	2%
TOTAL	100%

Base: n=1,006 Eligible New Zealand Voters, 13-17 August 2011.

Half of eligible NZ voters (50%) feel that they will be less likely to buy Adidas products in the future as a result of the controversy over the pricing of the All Black's Rugby World Cup jerseys.

Those who feel that they will be less likely to buy Adidas products in the future are more likely to be:

- Green party supporters (67%)
- Low-medium household income earners; earning \$30,001-\$70,000 per annum (58%)

Those who feel that it won't make a difference to whether they buy Adidas products in the future are more likely to be:

- Aged 25-39 years (48%)
- Medium-high household income earners; earning \$70,001-\$100,000 per annum (48%)
- High household income earners; earning over \$100,000 per annum (48%)

Whether the All Blacks Will Win the 2011 Rugby World Cup

In your opinion, will the All Blacks win the Rugby World Cup?

	Total Eligible New Zealand Voters
Yes	69%
No	17%
Don't Care	3%
Don't know	12%
TOTAL	101%*

Base: n=1,006 Eligible New Zealand Voters, 13-17 August 2011.

More than two thirds of eligible NZ voters (69%) believe that the All Blacks will win the Rugby World Cup.

Those who believe the All Blacks will not win the Rugby World Cup are more likely to be:

- Aged 18-24 years (31%)

Parliamentary Seat Entitlement

The following have been calculated using the St Laguë method.

The next table assumes that both United Future New Zealand and ACT win one electorate seat each as per the outcome of the previous general election in 2008. It also assumes that, following Jim Anderton's retirement from Parliament, Wigram is captured by either Labour or National. And finally, it also assumes that the Maori Party wins 4 electorate seats with Te Tai Tokerau being retained by Hone Harawira under the Mana Party.

* Indicates one (or more) overhang seats

National	69
Labour	37
Green Party	8
Maori Party	4*
ACT	2
United Future NZ	1
Mana Party	1
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.