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ONE News Colmar Brunton Poll  
May 21-25, 2011

<b>PREPARED FOR</b>	ONE News Colmar Brunton Poll
<b>ATTENTION</b>	Television New Zealand
<b>ISSUE DATE</b>	29/05/2011
<b>CONTACT[S]</b>	(09) 919 9200

dream a little 

Colmar Brunton

# ONE News Colmar Brunton Poll

## Poll Method Summary

<b>RELEASED:</b>	Sunday 29 <sup>th</sup> May, 2011
<b>POLL CONDUCTED:</b>	Interviewing took place from 21 <sup>st</sup> to 25 <sup>th</sup> May, 2011
<b>SAMPLE SIZE:</b>	n = 1,018 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>	52%	Down 2% from 2 <sup>nd</sup> -6 <sup>th</sup> April, 2011
<b>Labour</b>	34%	Steady
<b>Green Party</b>	6%	Steady
<b>ACT NZ</b>	3%	Up 2%
<b>NZ First</b>	2%	Down 1%
<b>The Maori Party</b>	1%	Steady
<b>Mana Party</b>	1%	n/a

### PARTY SUPPORT – ELECTORATE VOTE

<b>National</b>	54%	Up 2% from 2 <sup>nd</sup> -6 <sup>th</sup> April, 2011
<b>Labour</b>	36%	Steady
<b>Green Party</b>	4%	Down 2%
<b>The Maori Party</b>	2%	Steady
<b>NZ First</b>	2%	Steady
<b>ACT NZ</b>	1%	Steady
<b>United Future NZ</b>	1%	Steady

### UNDECIDED VOTERS

<b>Party Vote</b>	11%	Up 2% from 2 <sup>nd</sup> -6 <sup>th</sup> April, 2011
<b>Electorate Vote</b>	16%	Up 1%

# Summary of Poll Results

## PREFERRED PRIME MINISTER

<b>Key</b>	53%	Down 2% from 2 <sup>nd</sup> -6 <sup>th</sup> April, 2011
<b>Goff</b>	8%	Down 3%
<b>Peters</b>	2%	Down 1%

## ECONOMIC OUTLOOK

<b>Optimism</b>	48%	Up 10% from 2 <sup>nd</sup> -6 <sup>th</sup> April, 2011
<b>Pessimism</b>	33%	Down 12%

## Key Political Events: April 21<sup>th</sup> – May 25<sup>th</sup>

- Justice Minister Simon Power announced a review of the Family Court system.
- Police release their costs from the Pike River operation which currently stand at \$11million. The families of the victims believe the money for the recovery of the bodies should come from the sale of the mine.
- Auckland economy forecast to grow by between 3 to 3.5% by the end of the year. This is much higher than the rest of the country which expects about 1.5%. House prices expected to remain affordable.
- It is reported that Ministerial use of RNZAF aircraft has more than doubled in a year, although it is still within the RNZAF budget. John Key's decision to use an RNZAF Iroquois to fly from Auckland to Hamilton for the V8 Supercars so that he could be back in Auckland for a dinner at The Royal Auckland Golf Club was questioned as an extravagance, given the current economic climate.
- NZ elite SAS troops took part in a secret mission to take out the Taliban Insurgents thought to be responsible for the death of a NZ Soldier last August. The Insurgents were handed to the Afghan authorities who were then believed to have tortured the prisoners, which breaks international conventions outlawing the inhumane detention of prisoners. John Key attacked the credibility of the journalist who raised the question about NZ elite soldiers' complicity in torture.
- Don Brash announced his intention to become leader of the ACT party despite not being a member of the party. He then ousts Rodney Hide as the Leader in a very public coup. John Boscawen relinquishes his ministerial post to concentrate on being the deputy leader and parliamentary leader of ACT. Rodney Hide retains his Local Government, associate education and regulatory reform portfolios till the general election.
- Thousands of people gathered at memorials around the country for the dawn service to commemorate the 96<sup>th</sup> anniversary of the landing of NZ and Australian soldiers' at Gallipoli.
- The Rugby World Cup is predicted to run at a deficit. Although expected to attract more tourism and help attract new business it is likely that the actual cost to the country will be greater than the revenue generated by the event.
- Osama Bin Laden was killed in a raid by US forces in Pakistan.
- Hone Harawira announced the name of his new political party – Mana Party. He has to fend off claims that the by-election in his Te Tai Tokerau seat is a publicity stunt, as he stands to gain tens of thousands of dollars if he enters Parliament as a party leader. He decides to delay his resignation from parliament saying that he "wants to take the decision back to the people of his Te Tai Tokerau electorate".
- Hone Harawira described Osama Bin Laden as "a man who fought for the rights, the land and the freedom of his people". And goes on to say that he should be 'honoured' rather than 'damned' in death. Mr Harawira later apologised for his comments.
- John Key announced that \$55m is to be spent on youth training over the next 4 years and that the \$30m a year Community Max scheme is to be dumped.

- The budget for the security for the Prime Minister was blown by more than \$800,000 in 2009-10. John Key was criticised for taking security on his summer holiday to Hawaii.
- Hone Harawira's mother and sister disrupt a hui at Waitangi's Te Tii Marae. The hui was called to discuss what the Maori Party should do in the Te Tai Tokerau electorate now Mr Harawira has left the party.
- John Key announced that there will be changes to the KiwiSaver scheme and Working for Families ahead of the Budget.
- Labour to stand Kelvin Davis in the upcoming Te Tai Tokerau by-election.
- A Christchurch group called Right Wing Resistance are criticized for circulating flyers in Auckland suburbs with high Asian population as part of a recruitment drive. The group claim "an Asian Invasion" is taking place.
- Hone Harawira may be too late registering his new Mana Party with the Electoral Commission. The Electoral Commission say it can take up to 8 weeks to process the application and the by-election had been called for 6 weeks' time.
- It was announced that borrowing for student loans will be tightened. The savings are to come from tightening eligibility for student loans for over-55s and reallocating some courses.
- Bill English delivered his budget speech outlining National's plans to get New Zealand to a surplus by 2014/15. Changes outlined in the budget include:
  - KiwiSaver – members will have to pay more, as will employers. The Government will continue to pay the \$100 kick start but tax credits will be halved;
  - Working for Families – the threshold will be lowered slightly and those above the threshold will receive fewer tax credits;
  - Students loans – restricting student loan eligibility for those with an overdue student loan repayment obligation, restricting borrowing for people aged 55; shortening the repayment holidays;
  - Canterbury Earthquake Recovery Fund - \$5.5 billion to go towards funding the rebuilding of water and roading infrastructure, as well as damaged schools and hospitals.
- New Zealand First leader Winston Peters launched an attack on the National Party accusing them of selling the country. Mr Peters says the Chinese are likely to takeover energy companies if they are partially sold.
- Labour proposes raising the minimum wage to \$15 per hour. It also plans to bring farmers into the Emissions Trading Scheme two years earlier than the current plans and to re-instate research and development tax credits.
- Former Auckland Mayor John Banks puts his name forward to become ACT's candidate for Epsom.
- Maori party announced Solomon Tipene will stand in the Te Tai Tokerau by-election.

# 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?"

	11-15 December 2010	12-16 February 2011	2-6 April 2011	21-25 May 2011
<b>Don't Know</b>	8%	9%	6%	9%
<b>Refused</b>	1%	3%	3%	3%
<b>TOTAL</b>	<b>10%*</b>	<b>12%</b>	<b>9%</b>	<b>11%*</b>

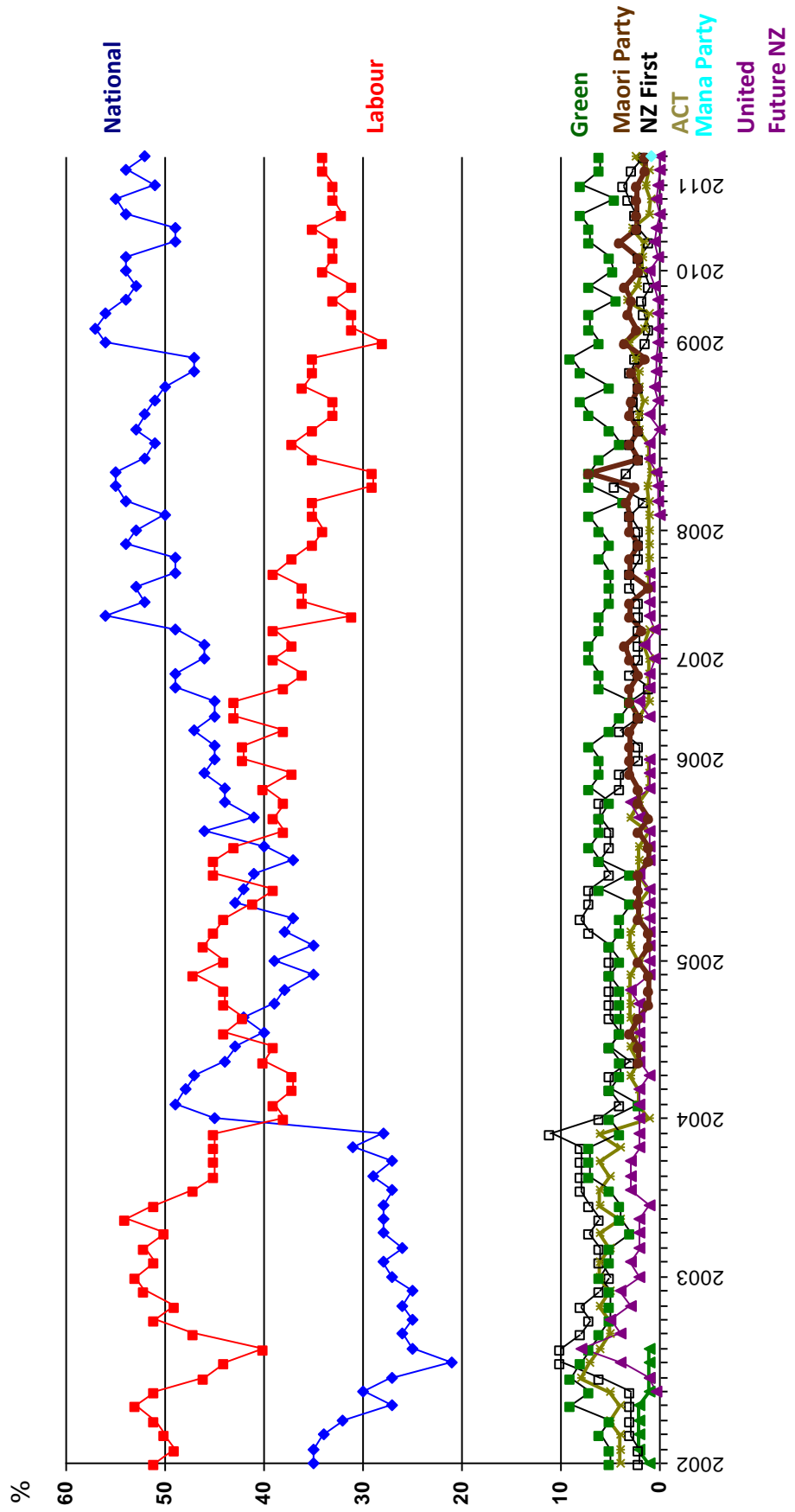
Base: n=1,018 Eligible New Zealand Voters, 21-25 May 2011. \*Total does not sum exactly due to rounding

	11-15 December 2010	12-16 February 2011	2-6 April 2011	21-25 May 2011
<b>National</b>	55%	51%	54%	52%
<b>Labour</b>	33%	33%	34%	34%
<b>Green Party</b>	4.5%	8%	6%	6%
<b>ACT NZ</b>	0.9%	1.3%	1.1%	2.5%
<b>NZ First</b>	3.1%	3.6%	2.7%	1.6%
<b>The Maori Party</b>	2.2%	2.3%	1.4%	1.4%
<b>Mana Party</b>	n/a	n/a	n/a	0.9%
<b>Christian Heritage</b>	-	-	0.2%	-
<b>Jim Anderton's Progressive</b>	0.1%	0.1%	0.1%	-
<b>Alliance</b>	0.2%	0.2%	-	-
<b>United Future NZ</b>	0.3%	0.1%	-	-
<b>Libertarianz</b>	0.1%	-	-	-
<b>Other</b>	0.7%	0.8%	0.4%	1%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>99%*</b>

Base: n=838 Probed Party Supporters, 21-25 May 2011.\*Total does not sum exactly due to rounding

# 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?"

	11 – 15 December 2010	12 - 16 February 2011	2-6 April 2011	21-25 May 2011
<b>Don't Know</b>	12%	17%	13%	13%
<b>Refused</b>	1%	2%	2%	2%
<b>TOTAL</b>	<b>13%</b>	<b>18%*</b>	<b>15%</b>	<b>16%*</b>

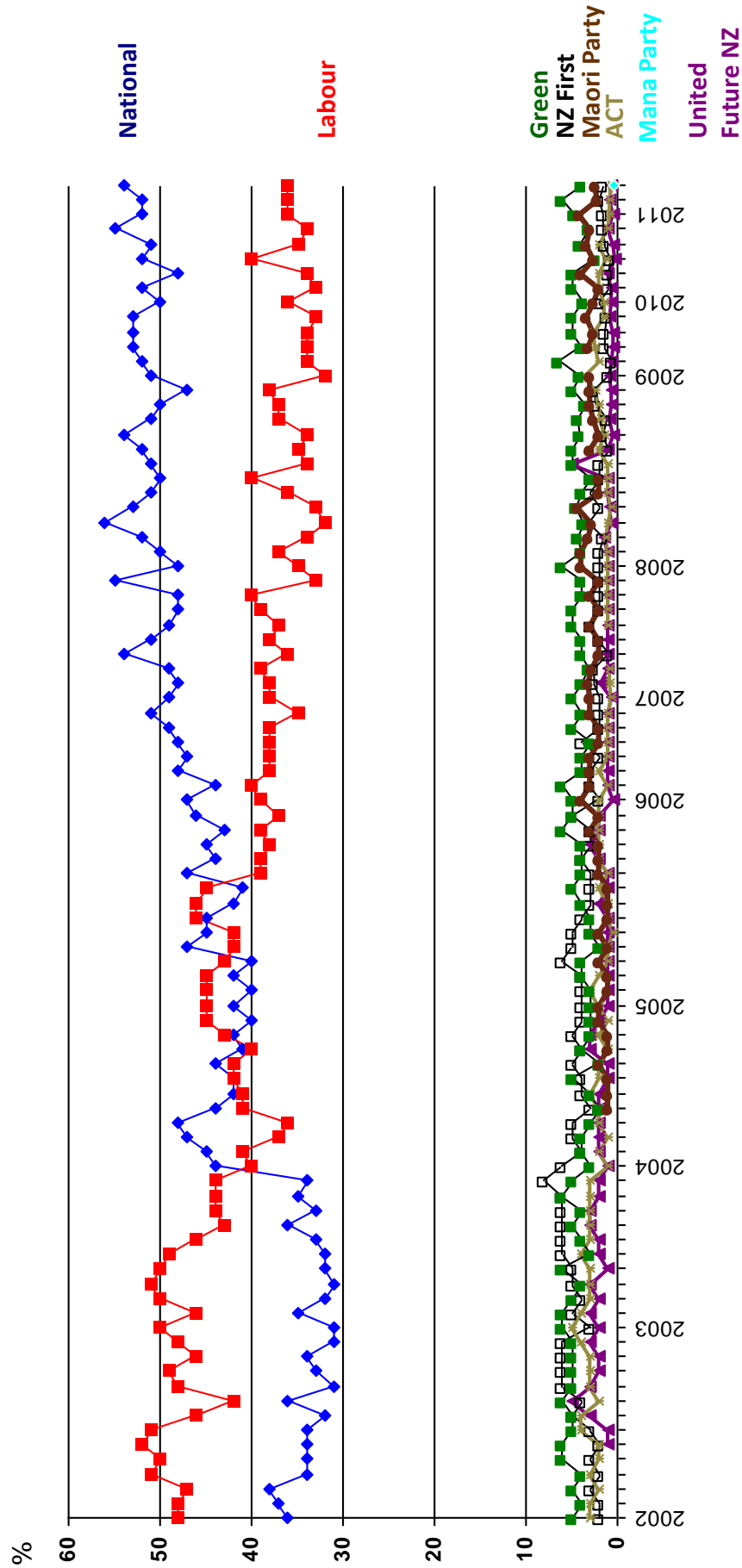
Base: n=1,018 Eligible New Zealand Voters, 21-25 May 2011. \*Total does not sum exactly due to rounding.

	11 – 15 December 2010	12 - 16 February 2011	2-6 April 2011	21-25 May 2011
<b>National</b>	55%	52%	52%	54%
<b>Labour</b>	34%	36%	36%	36%
<b>Green Party</b>	3.2%	4.8%	6%	3.9%
<b>The Maori Party</b>	2.9%	4.2%	2.1%	2.3%
<b>NZ First</b>	1.5%	1.6%	1.9%	1.5%
<b>United Future NZ</b>	1.0%	0.3%	0.7%	0.6%
<b>ACT NZ</b>	0.9%	0.8%	0.8%	0.5%
<b>Jim Anderton's Progressive</b>	0.2%	0.3%	-	0.3%
<b>Mana Party</b>	n/a	n/a	n/a	0.3%
<b>Other</b>	1.4%	0.6%	0.4%	0.6%
<b>TOTAL</b>	<b>100%</b>	<b>101%*</b>	<b>100%</b>	<b>100%</b>

Base: n=798 Probed Party Supporters, 21-25 May 2011. \* Total does not sum exactly due to rounding.

# ONE NEWS/COLMAR BRUNTON POLL

## *Electorate Vote*



Green  
 NZ First  
 Maori Party  
 ACT  
 Mana Party  
 United  
 Future NZ

## Preferred Prime Minister

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

IF NONE –

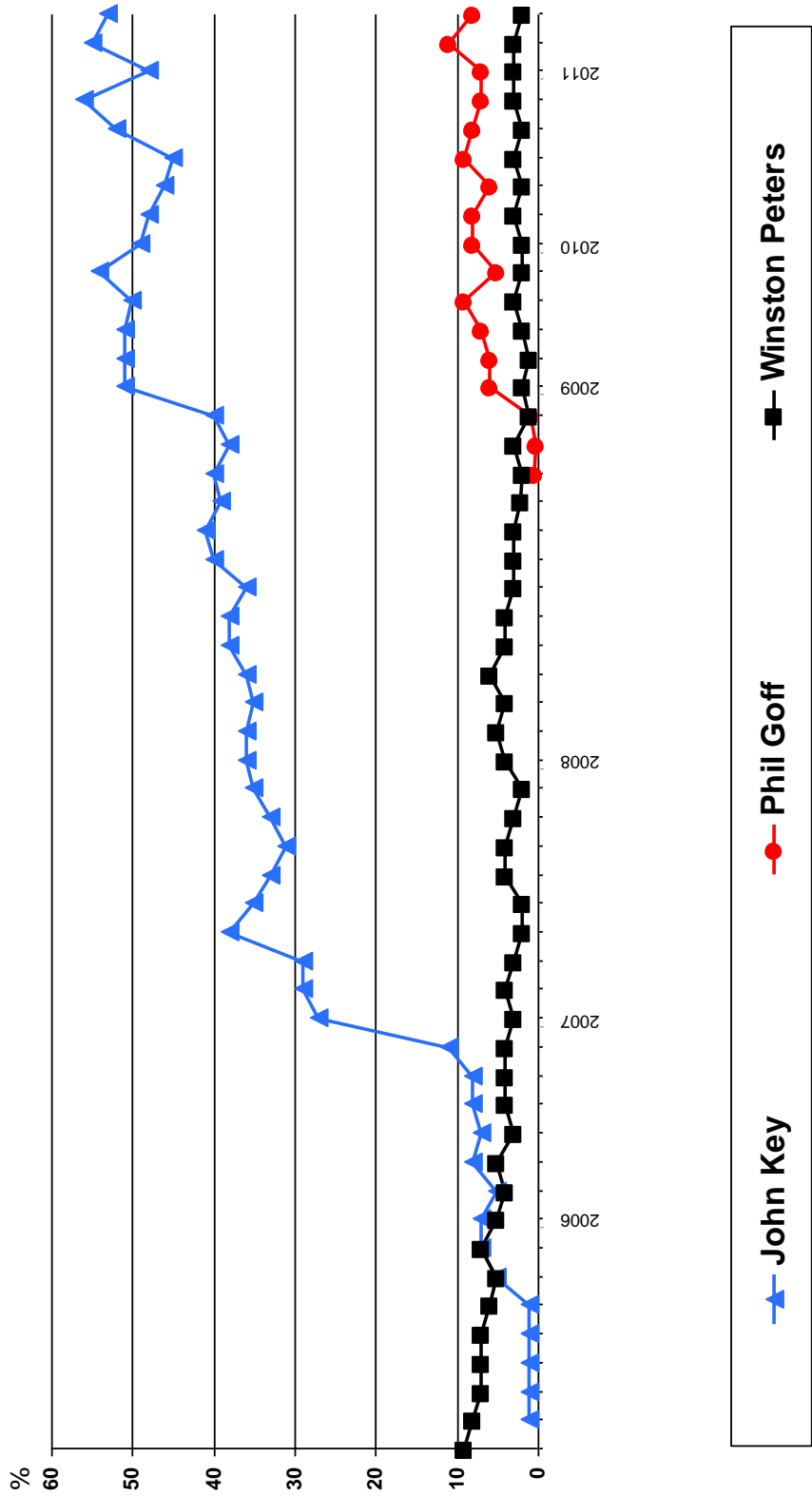
*"Is there anyone who is not a current MP who you would prefer to be Prime Minister?"*

	11 – 15 December 2010	12 - 16 February 2011	2-6 April 2011	21-25 May 2011
John Key	56%	48%	55%	53%
Phil Goff	7%	7%	11%	8%
Helen Clark	2%	2%	1%	4%
Winston Peters	3%	3%	3%	2%
David Cunliffe	0.4%	0.7%	0.6%	0.8%
Shane Jones	0.2%	1%	0.1%	0.8%
Russel Norman	0.3%	0.4%	0.1%	0.7%
Annette King	0.4%	0.6%	0.5%	0.6%
Don Brash	-	-	0.1%	0.6%
Bill English	-	0.1%	0.1%	0.5%
Pita Sharples	0.6%	0.3%	0.9%	0.4%
Hone Harawira	0.2%	0.9%	0.4%	0.3%
Metiria Turei	0.4%	-	0.4%	0.3%
Tariana Turia	-	0.3%	0.3%	0.1%
Jeanette Fitzsimons	0.1%	-	0.1%	0.1%
Gerry Brownlee	0.3%	-	0.5%	-
Jim Anderton	0.2%	0.8%	0.1%	-
Roger Douglas	-	-	0.1%	-
Rodney Hide	-	0.1%	-	-
Peter Dunne	0.2%	-	-	-
Other	2%	3%	4%	3%
Don't Know	22%	26%	18%	21%
None	3%	4%	3%	3%
Refused	1%	2%	1%	1%
<b>TOTAL</b>	<b>99%*</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Base: n=1,018 Eligible New Zealand Voters, 21-25 May 2011. \*Total does not sum exactly due to rounding

# 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?"*

	11-15 December 2010	12 - 16 February 2011	2-6 April 2011	21-25 May 2011
<b>Better</b>	50%	48%	38%	48%
<b>Same</b>	20%	20%	17%	19%
<b>Worse</b>	30%	32%	45%	33%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Base: n=1,018 Eligible New Zealand Voters, 21-25 May 2011.

# Personal Circumstances Following Budget Announcements

*The Government delivered its Budget on Thursday. Thinking about your own personal circumstances does this budget leave you better off, about the same or worse off?*

	Total Eligible New Zealand Voters
<b>Better off</b>	4%
<b>About the same</b>	62%
<b>Worse off</b>	28%
<b>Don't know</b>	7%
<b>TOTAL</b>	<b>101%*</b>

Base: n=1,018 Eligible New Zealand Voters, 21-25 May 2011. \*Total does not sum exactly due to rounding

The majority of eligible NZ voters (62%) believe the Budget will leave their personal circumstances about the same.

Those more likely to believe they'll be left about the same as before the Budget are:

- ACT Party supporters (90%)
- National Party supporters (81%)
- Those aged 55 years and over (71%)
- High household income earners; earning more than \$100,000 per annum (70%)

Those more likely to believe they will be better off are:

- Low household income earners; earning less than \$30,000 per annum (9%)

Those more likely to believe they will be worse off are:

- Green Party supporters (47%)
- Labour Party supporters (45%)

# Impact of the Budget on the New Zealand Economy

*Now thinking about the impact of the Budget on the New Zealand economy overall. Do you think this budget will improve the economy, leave the economy about the same or make it worse?*

	Total Eligible New Zealand Voters
<b>Improve the economy</b>	31%
<b>Leave the economy about the same</b>	41%
<b>Make it worse</b>	20%
<b>Don't know</b>	8%
<b>TOTAL</b>	<b>100%</b>

Base: n=1,018 Eligible New Zealand Voters, 21-25 May 2011.

Just under a third of eligible NZ voters (31%) believe the Budget will improve the economy.

Those more likely to believe the Budget will improve the economy are:

- ACT Party supporters (67%)
- National Party supporters (49%)
- Males (38%)
- Those aged 60 years and over (38%)

Those more likely to believe the budget will make the economy worse are:

- Green Party supporters (35%)
- Labour Party supporters (34%)
- Low household income earners; earning less than \$30,000 per annum (30%)

## Changing Kiwi Saver to Reduce Government Debt

*The Government has reduced the amount of money it is putting into Kiwi Saver, claiming it had to do this as part of reducing Government debt. Do you think this was the right way to do this?*

	Total Eligible New Zealand Voters
<b>Yes</b>	42%
<b>No</b>	50%
<b>Don't know</b>	9%
<b>TOTAL</b>	<b>101%*</b>

Base: n=1,018 Eligible New Zealand Voters, 21-25 May 2011. \*Total does not sum exactly due to rounding

Half of eligible NZ voters (50%) think reducing the amount the Government puts into Kiwi Saver was not the right way to help reduce Government debt.

Those more likely to think this was not the right way to help reduce Government debt are:

- Labour Party supporters (77%)
- Green Party supporters (72%)
- Low household income earners; earning less than \$30,000 per annum (58%)

Those more likely to think this was the right way to help reduce Government debt are:

- National Party supporters (64%)
- High household income earners; earning over \$100,000 per annum (50%)

## Level of Racism in New Zealand

And now a question on a different topic. Which of the following best describes the amount of racism that you personally believe exists in New Zealand: a great deal, some, only a little or none at all?"

	Total Eligible New Zealand Voters
<b>A great deal</b>	21%
<b>Some</b>	55%
<b>Only a little</b>	20%
<b>None at all</b>	3%
<b>Don't know</b>	1%
<b>TOTAL</b>	<b>100%</b>

Base: n=1,018 Eligible New Zealand Voters, 21-25 May 2011.

Just over half of all eligible NZ voters (55%) believe there is 'some' racism in New Zealand, with a further fifth (21%) believing there is a 'great deal'. The proportion believing there is 'some' racism has remained static over the past eight years.

Those who are more likely to believe that a great deal of racism exists in New Zealand are:

- Low household income earners; earning less than \$30,000 per annum (35%)
- New Zealanders of Maori descent (32%)
- Single person households (30%)

Those who are more likely to believe that only a little racism exists in New Zealand are:

- New Zealanders of Pacific Island descent (46%)
- NZ First party supporters (43%)
- Those aged 18-24 years old (33%)

As a point of comparison, from Polls conducted in 2008 and 2003 respectively:

*"Overall, which of the following best describes the amount of racism that you personally believe exists in New Zealand: a great deal, some, only a little or none at all?"*

	5-19 March 2008
<b>A great deal</b>	21%
<b>Some</b>	53%
<b>Only a little</b>	23%
<b>None at all</b>	3%
<b>Don't know</b>	1%
<b>Total</b>	<b>101%*</b>

Base: n=749 New Zealanders, 5-19 March 2008 \*Sum does not equal 100% due to rounding

*"Recently there has been a television advertising campaign examining stereotypes of different ethnic and racial groups in New Zealand. Overall which of the following best describes the amount of racism that you personally believe exists in New Zealand?"*

	7-10 July 2003
<b>A great deal</b>	29%
<b>Some</b>	55%
<b>Only a little</b>	14%
<b>None at all</b>	1%
<b>Don't know</b>	1%
<b>TOTAL</b>	<b>100%</b>

Base: N=1004 New Zealanders, 7-10 July 2003

# The Rights of Maori

*Thinking about New Zealanders' rights, do you believe Maori have more, less or the same rights as other New Zealanders?*

	Total Eligible New Zealand Voters
<b>More</b>	45%
<b>Same</b>	48%
<b>Less</b>	6%
<b>Don't know</b>	2%
<b>TOTAL</b>	<b>101%*</b>

Base: n=1,018 Eligible New Zealand Voters, 21-25 May 2011. \*Total does not sum exactly due to rounding

Eligible NZ voters are split roughly equally between those who believe that Maori have the same rights (48%) as other New Zealanders and those who believe they have more rights (45%) than other New Zealanders.

Those more likely to believe Maori have the same rights as other New Zealanders are:

- Labour Party supporters (56%)

Those more likely to believe Maori have more rights than other New Zealanders are:

- National Party supporters (54%)

Those more likely to believe Maori have less rights than other New Zealanders are:

- Green Party supporters (15%)

## 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

<b>National</b>	65
<b>Labour</b>	42
<b>Green Party</b>	7
<b>Maori Party</b>	4*
<b>ACT</b>	3
<b>United Future NZ</b>	1*
<b>Mana Party</b>	1
<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.