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**Colmar
Brunton**
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market research company

ONE News Colmar Brunton Poll
May 22-26, 2010

PREPARED FOR	ONE News Colmar Brunton Poll
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ISSUE DATE	30/05/10
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dream a little 

Colmar Brunton

ONE News Colmar Brunton Poll

Poll Method Summary

RELEASED:	Sunday 30 th May, 2010
POLL CONDUCTED:	Interviewing took place from 22 th – 26 th May, 2010
SAMPLE SIZE:	n = 1,009 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	49%	Down 5% from 10 th -14 th April 2010
Labour	33%	Steady
Green Party	7%	Up 2%
The Maori Party	4%	Up 2%
ACT NZ	2%	Steady
NZ First	1%	Down 1%

PARTY SUPPORT – ELECTORATE VOTE

National	48%	Down 4% from 10 th -14 th April 2010
Labour	34%	Up 1%
Green Party	5%	Steady
The Maori Party	4%	Up 2%
ACT NZ	2%	Steady
NZ First	1%	Steady

UNDECIDED VOTERS

Party Vote	11%	Up 2% from 10 th -14 th April 2010
Electorate Vote	13%	Steady

Summary of Poll Results

PREFERRED PRIME MINISTER

Key	46%	Down 2% from 10 th -14 th April 2010
Goff	6%	Down 2%
Peters	2%	Down 1%

ECONOMIC OUTLOOK

Optimism	56%	Down 9% from 10 th – 14 th April 2010
Pessimism	26%	Up 7%

Key Political Events: May 2nd – 26th 2010

- Widespread protest to conservation land mining.
- John Key visits Afghanistan to support NZ troops.
- John Key quits trade trip to Middle East to attend Anzac Day helicopter crash funerals.
- John Key says he will consider extending SAS' stay in Afghanistan.
- Whanau Ora get \$500 million funding.
- Government looks to purchase short range air craft.
- John Key insists Governments relationship with Maori Party is unaffected despite cabinet decision to take ownership of the Uruwera National Park off negotiations with Tuhoe.
- John Key rules out iwi ownership of Te Uruwera.
- Maori Party co-leader Tariana Turia states she is – “tired of the politics of race”.
- John Key defends Maori policies saying Maori results benefit all of New Zealand.
- Ministry of Education statistics show decile one school expel roughly the same rate of students as decile ten schools.
- Budget announced. Increase in GST but decrease in personal income tax rates.
- Government announces in Budget that it will pay up to \$750 million to Kiwirail to build it in to a self-sustaining freight based business.
- Student and unemployment benefits hit by tax cut.
- Government spend \$82 million for school leaky buildings (put up since 1996).
- John Key ranked in list of top 20 wealthiest leaders in the world.
- John Keys 'dinner joke' made headlines around the world (cannabilism).

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?"

	21 – 25 November 2009	13 – 17 February 2010	10 – 14 April 2010	22 – 26 May 2010
Don't Know	7%	7%	7%	8%
Refused	4%	3%	3%	3%
TOTAL	11%	9%*	9%*	11%

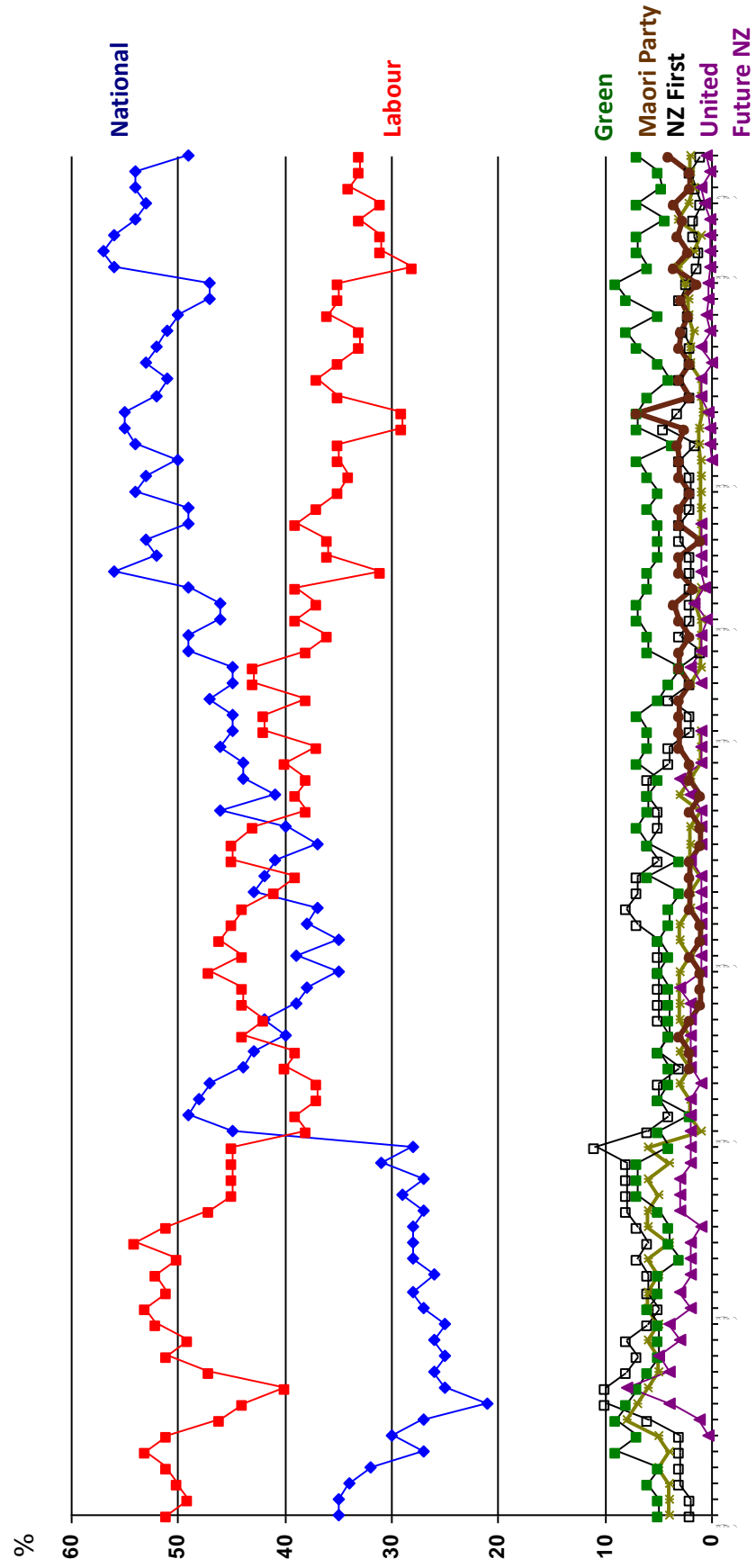
Base: n=1,009 Eligible New Zealand Voters, 22 – 26 May, 2010. *Total does not sum exactly due to rounding

	21 – 25 November 2009	13 – 17 February 2010	10 – 14 April 2010	22 – 26 May 2010
National	53%	54%	54%	49%
Labour	31%	34%	33%	33%
Green Party	7%	4.7%	4.7%	7%
The Maori Party	3.4%	2.0%	2.1%	3.6%
ACT NZ	2.2%	1.7%	1.8%	1.6%
NZ First	1.0%	1.5%	1.7%	1.3%
Jim Anderton's Progressive	0.3%	0.4%	0.2%	0.5%
United Future NZ	0.6%	-	0.2%	0.5%
Alliance	-	-	-	0.1%
Kiwi Party	0.2%	0.1%	0.2%	-
Family Party	0.2%	0.2%	-	-
The Bill and Ben Party	0.1%	0.1%	0.1%	-
Other	0.7%	1.8%	2.4%	2.7%
TOTAL	100%	101%*	100%	99%*

Base: n=843 Probed Party Supporters, 22 – 26 May, 2010. *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?"

	21 – 25 November 2009	13 – 17 February 2010	10 – 14 April 2010	22 – 26 May 2010
Don't Know	12%	9%	11%	11%
Refused	3%	1%	2%	2%
TOTAL	16%*	11%*	13%	13%

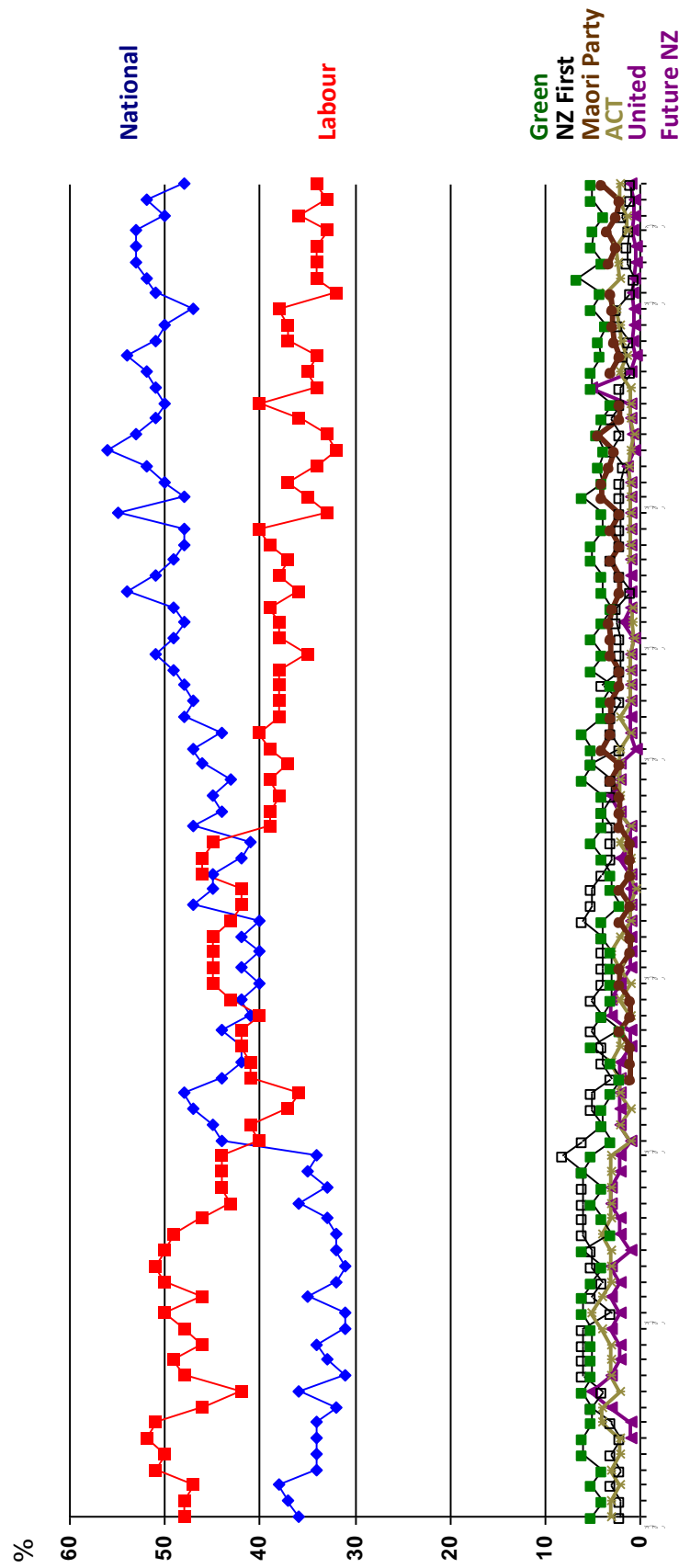
Base: n=1,009 Eligible New Zealand Voters, 22 – 26 May, 2010. *Total does not sum exactly due to rounding

	21 – 25 November 2009	13 – 17 February 2010	10 – 14 April 2010	22 – 26 May 2010
National	53%	50%	52%	48%
Labour	33%	36%	33%	34%
Green Party	4.9%	3.8%	4.6%	4.5%
The Maori Party	3.3%	2.5%	2.0%	3.6%
ACT NZ	1.4%	1.3%	1.6%	1.5%
United Future NZ	0.8%	0.6%	0.5%	1.2%
NZ First	1.2%	1.9%	1.2%	0.7%
Jim Anderton's Progressive	0.6%	0.6%	0.4%	0.5%
Alliance	0.1%	0.1%	0.2%	-
Kiwi Party	-	-	0.1%	-
Other	1.5%	3.9%	4.6%	6%
TOTAL	100%	101%*	100%	100%

Base: n=832 Probed Party Supporters, 22 – 26 May, 2010. *Total does not sum exactly due to rounding

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 –

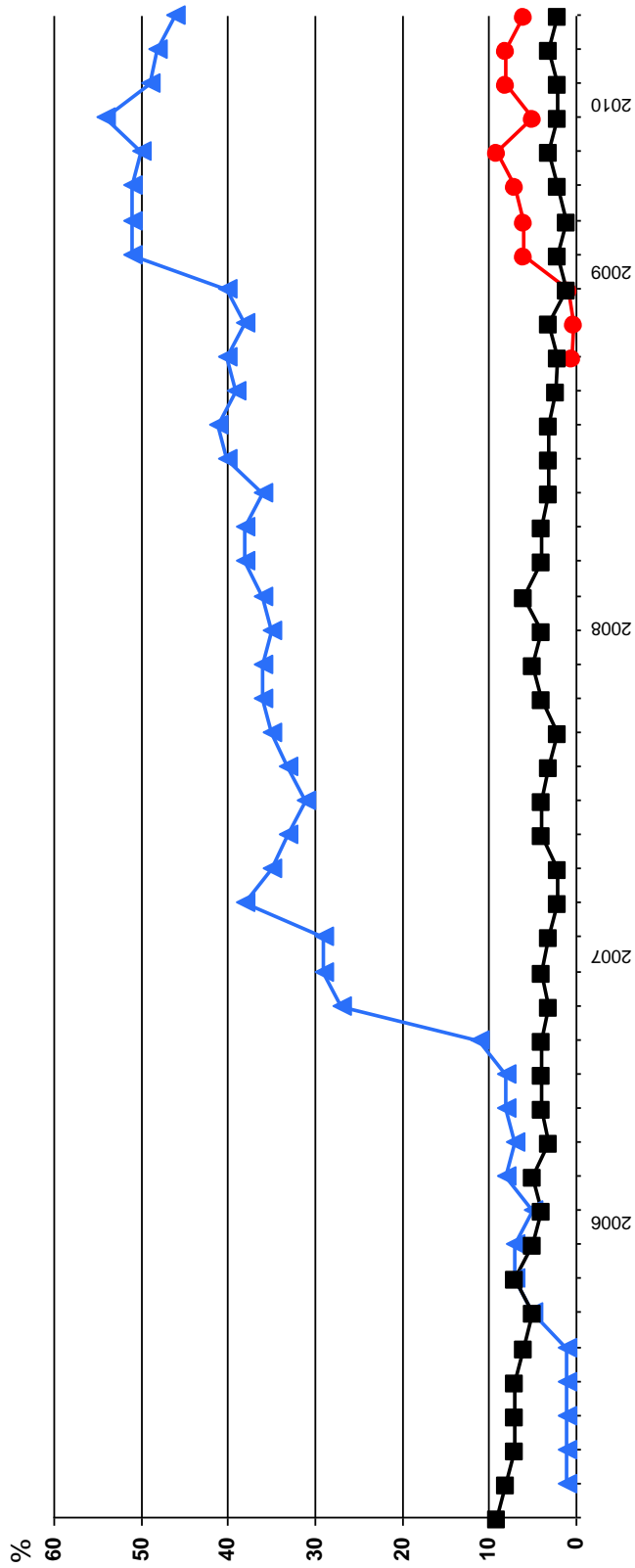
"Is there anyone who is not a current M.P. who you would prefer to be Prime Minister?"

	21 – 25 November 2009	13 – 17 February 2010	10 – 14 April 2010	22 – 26 May 2010
John Key	54%	49%	48%	46%
Phil Goff	5%	8%	8%	6%
Helen Clark	3%	3%	3%	3%
Winston Peters	2%	2%	3%	2%
Pita Sharples	1%	0.9%	1%	0.6%
Rodney Hide	0.5%	0.2%	0.6%	0.6%
Bill English	0.2%	0.6%	0.5%	0.6%
Jim Anderton	-	0.6%	0.2%	0.6%
Hone Harawira	0.4%	-	0.2%	0.5%
Tariana Turia	0.3%	0.5%	1%	0.4%
Metiria Turei	-	0.1%	0.1%	0.3%
Annette King	0.1%	-	0.2%	0.2%
Peter Dunne	-	0.2%	-	0.2%
Michael Cullen	0.1%	-	0.2%	0.1%
Russell Norman	-	-	-	0.1%
Gerry Brownlee	-	0.1%	0.2%	-
Jeanette Fitzsimons	0.5%	-	0.2%	-
Roger Douglas	-	0.1%	0.1%	-
Don Brash	0.1%	-	-	-
Ron Mark	0.1%	-	-	-
Other	7%	9%	10%	12%
Don't Know	21%	22%	21%	22%
None	3%	3%	2%	4%
Refused	1%	0.4%	0.6%	2%
TOTAL	99%*	100%	100%	101%*

Base: n=1,009 Eligible New Zealand Voters, 22 – 26 May, 2010 *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?"

	21 – 25 November 2009	13 – 17 February 2010	10 – 14 April 2010	22 – 26 May 2010
Better	68%	59%	65%	56%
Same	16%	18%	16%	18%
Worse	16%	23%	19%	26%
TOTAL	100%	100%	100%	100%

Base: n=1,009 Eligible New Zealand Voters, 22 – 26 May, 2010
to rounding

*Total does not sum exactly due

Personal Benefit as a Result of the Budget

On Thursday, the New Zealand Government announced its budget for the year ahead. Do you think you will personally be better off as a result of the Budget?

	Total Eligible New Zealand Voters
Yes	37%
No	53%
Don't know/unsure	10%
TOTAL	100%

Base: n=1,009 Eligible New Zealand Voters, 22 – 26 May, 2010

The majority of New Zealand voters (53%) do not think they will personally be better off as a result of the Budget.

Those more likely to think they will not be personally better off as a result are:

- Intending Labour voters (70%)
- Lower Income households - those earning under \$50,000 p.a. (65%)
- Female (58%)

Belief that the Budget Will be Good for the Economy

Do you think the Budget will be good for the economy?

	Total Eligible New Zealand Voters
Yes	61%
No	25%
Don't know/unsure	14%
TOTAL	100%

Base: n=1,009 Eligible New Zealand Voters, 22 – 26 May, 2010.

Most New Zealanders (61%) believe that the Budget will be good for the economy.

Those more likely to believe this are:

- Intending National voters (80%)
- Those living in non-urban areas (68%)
- Male (67%)

Fairness of the Tax Changes in the Budget

Did you think the tax changes in the Budget were fair?

	Total Eligible New Zealand Voters
Yes	51%
No	40%
Don't know/unsure	10%
TOTAL	101%*

Base: n=1,009 Eligible New Zealand Voters, 22 – 26 May, 2010. *Total does not sum exactly due to rounding

Slightly more New Zealanders think the tax changes in the Budget were fair (51%) than those who thought they were not (40%).

Those more likely to think that the tax changes in the Budget were fair are:

- Intending National voters (74%)
- Higher Income households – those earning Over \$100,000 p.a. (63%)
- Male (54%)

Support for Raising the Drinking Age from 18 years to 20 years

And now a question on a different topic. Currently the age at which you are allowed to buy alcohol is 18 – do you think it should be raised to 20?

	Total Eligible New Zealand Voters
Yes	74%
No	24%
Don't know/unsure	2%
TOTAL	100%

Base: n=1,009 Eligible New Zealand Voters, 22 – 26 May, 2010.

Most New Zealanders (74%) believe that the age at which you are allowed to buy alcohol should be raised from the current age of 18 to 20.

Those more likely to support the increase in the drinking age are:

- Those aged 55 years and over (81%)
- Female (78%)

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

	22 – 26 May 2010
National	62
Labour	41
Green Party	9
Maori Party	5*
ACT	2
United Future NZ	1
Jim Anderton's Progressive Party	1
NZ First	0
TOTAL	121

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.