Herald on Sunday:

-Nationwide Electorate Political Poll

June 2012

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Overview

- This survey:

  Telephone interviews with 700 eligible voters nationwide aged 18+;

  Fieldwork – Wednesday 20th to Friday 22nd June 2012.

- The overall results have a margin of error of +/-3.70% at the 95% confidence level.

- The following steps were taken to ensure objectivity, validity and reliability of the study:
  - The questionnaire was designed by executives from Key Research in partnership with the Herald on Sunday;
  - Respondents were selected for participation using a random number generation service;
  - All telephone interviews were conducted by trained and experienced Key Research interviewers;
  - The research results were processed electronically using statistical software and analysed by executives from Key Research.

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% of respondents

Q – If there was a General Election tomorrow how likely or unlikely would you be to vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Would definitely vote	593	84.7	84.7	84.7
	Would probably vote	75	10.7	10.7	95.4
	Would probably not vote	29	4.1	4.1	99.6
	Don't know / Not sure	3	.4	.4	100.0
	Total	700	100.0	100.0	

n=700

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% of respondents

Q – If the election were held tomorrow, which PARTY would you vote for with your party vote?

November 2011		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ACT New Zealand	4	.4	.5	.5
	Alliance		.0	.1	.5
	Conservative Party	11	1.1	1.4	2.0
	Green Party	100	10.0	12.6	14.6
	Labour Party	192	19.2	24.2	38.8
	Mana	3	.3	.3	39.1
	Maori Party	5	.5	.6	39.8
	National Party	447	44.7	56.4	96.1
	New Zealand First Party	29	2.9	3.6	99.7
	United Future	2	.2	.3	100.0
	Total	794	79.4	100.0	
Missing	Don't know / not sure	206	20.6		
Total		1000	100.0		

June 2012		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ACT New Zealand	3	.4	.5	.5
	Conservative Party	5	.7	.8	1.3
	Democrats for Social Credit	1	.1	.1	1.4
	Green Party	87	12.4	14.8	16.2
	Labour Party	179	25.6	30.4	46.6
	Mana	1	.2	.2	46.9
	Maori Party	10	1.5	1.7	48.6
	National Party	282	40.3	47.9	96.5
	New Zealand First Party	19	2.7	3.2	99.7
	Other	2	.3	.3	100.0
	Total	589	84.1	100.0	
Missing	Don't know / Not sure	111	15.9		
Total		700	100.0		

n=700

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% of respondents

Q – If the election were held tomorrow, who would be your preferred Prime Minister?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	John Key	322	45.9	45.9	45.9
	David Shearer	118	16.9	16.9	62.8
	Phil Goff	7	1.1	1.1	63.9
	Winston Peters	23	3.2	3.2	67.1
	Colin Craig	8	1.2	1.2	68.3
	Stephanie de Ruyter	2	.3	.3	68.6
	Russel Norman	10	1.4	1.4	69.9
	Hone Harawira	3	.4	.4	70.3
	Bill English	3	.4	.4	70.7
	Other	38	5.4	5.4	76.0
	Don't know / Not Sure	168	24.0	24.0	100.0
	Total	700	100.0	100.0	

n=700

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% of respondents

Q – The New Zealand Government plans a partial sale of State Owned Assets, Mighty River Power, Genesis, Meridian, Solid Energy and Air New Zealand. Do you support the partial sale of these New Zealand State Owned Assets?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	175	25.0	25.0	25.0
	No	447	63.8	63.8	88.9
	Don't Know / Not Sure	78	11.1	11.1	100.0
	Total	700	100.0	100.0	

n=700

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% of respondents

Q – If you had the money, would you buy shares in any of these State Owned Assets?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	420	59.9	59.9	59.9
	No	218	31.1	31.1	91.0
	Don't Know / Not Sure	63	9.0	9.0	100.0
	Total	700	100.0	100.0	

n=700

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% of respondents

Q – Do you support the partial sale of these New Zealand State Owned Assets? by If the election were held tomorrow, which PARTY would you vote for with your party vote?

		Do you support the partial sale of these New Zealand State Owned Assets?				
		Yes	No	Don't Know / Not Sure	Total	n
If the election were held tomorrow, which PARTY would you vote for with your party vote?	ACT New Zealand	100.0%			100.0%	3
	Conservative Party	20.0%	40.0%	40.0%	100.0%	5
	Democrats for Social Credit		100.0%		100.0%	1
	Green Party	5.8%	89.5%	4.7%	100.0%	87
	Labour Party	6.1%	88.3%	5.6%	100.0%	179
	Mana		100.0%		100.0%	1
	Maori Party		100.0%		100.0%	10
	National Party	51.1%	32.3%	16.7%	100.0%	282
	New Zealand First Party	5.3%	78.9%	15.8%	100.0%	19
	Don't know / Not sure	9.0%	80.2%	10.8%	100.0%	111
	Other		100.0%		100.0%	2
Total		25.0%	63.9%	11.1%	100.0%	700

n=700

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% of respondents

Q – Would you buy shares in any of these State Owned Assets? by If the election were held tomorrow, which PARTY would you vote for with your party vote?

		If you had the money, would you buy shares in any of these State Owned Assets?				
		Yes	No	Don't Know / Not Sure	Total	n
If the election were held tomorrow, which PARTY would you vote for with your party vote?DO NOT READ OPTIONS, SINGLE RESPONSE	ACT New Zealand	33.3%	66.7%		100.0%	3
	Conservative Party	20.0%	80.0%		100.0%	5
	Democrats for Social Credit	100.0%			100.0%	1
	Green Party	51.7%	42.5%	5.7%	100.0%	87
	Labour Party	53.3%	37.2%	9.4%	100.0%	179
	Mana		100.0%		100.0%	1
	Maori Party	90.9%	9.1%		100.0%	10
	National Party	71.6%	18.1%	10.3%	100.0%	282
	New Zealand First Party	26.3%	63.2%	10.5%	100.0%	19
	Don't know / Not sure	53.2%	37.8%	9.0%	100.0%	111
	Other	50.0%	50.0%		100.0%	2
Total		60.0%	31.1%	9.0%	100.0%	700

n=700

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Q – If there was a General Election tomorrow how likely or unlikely would you be to vote?

By Age

		Which of the following age groups do you belong to?								Total
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	REFUSED	
If there was a General Election tomorrow how likely or unlikely would you be to vote?	Would definitely vote	73.4%	77.1%	87.8%	84.7%	91.1%	92.3%	85.5%	100.0%	84.5%
	Would probably vote	18.8%	14.3%	8.3%	12.2%	6.7%	7.7%	9.1%		11.0%
	Would probably not vote	7.8%	8.6%	3.8%	2.3%	1.1%		3.6%		4.1%
	Don't know / Not sure				.8%	1.1%		1.8%		.4%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

n=700

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Q – If there was a General Election tomorrow how likely or unlikely would you be to vote?

By Gender

		What is your Gender?		
		Male	Female	Total
If there was a General Election tomorrow how likely or unlikely would you be to vote?	Would definitely vote	83.0%	86.1%	84.6%
	Would probably vote	12.2%	9.3%	10.7%
	Would probably not vote	4.5%	3.8%	4.1%
	Don't know / Not sure	.3%	.8%	.6%
Total		100.0%	100.0%	100.0%

n=700

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Q – If the election were held tomorrow, which PARTY would you vote for with your party vote?

By Age

		Which of the following age groups do you belong to?								Total
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	REFUSED	
If the election were held tomorrow, which PARTY would you vote for with your party vote?	ACT New Zealand			1.3%		1.1%				.4%
	Conservative Party			1.3%		2.2%				.6%
	Democrats for Social Credit						1.5%			.1%
	Green Party	7.8%	19.9%	13.4%	13.0%	11.1%	6.2%	3.7%		12.4%
	Labour Party	32.8%	27.7%	26.1%	25.2%	23.3%	18.5%	22.2%		25.5%
	Mana				.8%	1.1%				.3%
	Maori Party		6.4%		.8%	1.1%				1.6%
	National Party	45.3%	30.5%	43.3%	43.5%	43.3%	47.7%	27.8%		40.1%
	New Zealand First Party		2.1%	1.3%	1.5%	2.2%	6.2%	13.0%		2.8%
	Don't know / Not sure	14.1%	13.5%	13.4%	15.3%	14.4%	18.5%	31.5%	100.0%	15.9%
	Other						1.5%	1.9%		.3%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

n=700

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Q – If the election were held tomorrow, which PARTY would you vote for with your party vote?

By Gender

		What is your Gender?		
		Male	Female	Total
If the election were held tomorrow, which PARTY would you vote for with your party vote?	ACT New Zealand	.9%		.4%
	Conservative Party	1.2%		.6%
	Democrats for Social Credit	.3%		.1%
	Green Party	16.8%	8.5%	12.4%
	Labour Party	18.9%	31.7%	25.6%
	Mana	.3%		.1%
	Maori Party	2.1%	1.1%	1.6%
	National Party	44.3%	36.6%	40.3%
	New Zealand First Party	3.0%	2.5%	2.7%
	Don't know / Not sure	12.0%	19.4%	15.9%
	Other	.3%	.3%	.3%
Total		100.0%	100.0%	100.0%

n=700

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Q – If the election were held tomorrow, who would be your preferred Prime Minister?

By Age

		Which of the following age groups do you belong to?								
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	REFUSED	Total
If the election were held tomorrow, who would be your preferred Prime Minister?	John Key	49.2%	32.6%	51.3%	49.2%	51.6%	53.1%	37.0%		46.0%
	David Shearer	19.0%	15.6%	17.3%	16.2%	17.6%	18.8%	14.8%		16.9%
	Phil Goff	3.2%		1.3%	.8%	1.1%		3.7%		1.1%
	Winston Peters	3.2%	2.1%	1.3%	3.1%	5.5%	3.1%	7.4%	100.0%	3.3%
	Colin Craig		4.3%		1.5%					1.1%
	Stephanie de Ruyter			1.3%						.3%
	Russel Norman		3.5%		1.5%	1.1%	1.6%			1.3%
	Hone Harawira				.8%	2.2%				.4%
	Bill English		2.1%							.4%
	Other		6.4%	6.4%	6.9%	4.4%	4.7%	5.6%		5.4%
	Don't know / Not Sure	25.4%	33.3%	21.2%	20.0%	16.5%	18.8%	31.5%		23.7%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

n=700

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Q – If the election were held tomorrow, who would be your preferred Prime Minister?

By Gender

		What is your Gender?		
		Male	Female	Total
If the election were held tomorrow, who would be your preferred Prime Minister?	John Key	51.3%	40.7%	45.8%
	David Shearer	13.7%	19.7%	16.8%
	Phil Goff	.3%	1.9%	1.1%
	Winston Peters	3.9%	2.5%	3.1%
	Colin Craig	1.2%	1.4%	1.3%
	Stephanie de Ruyter	.6%		.3%
	Russel Norman	2.1%	.8%	1.4%
	Hone Harawira	.6%	.3%	.4%
	Bill English	.9%		.4%
	Other	6.3%	4.4%	5.3%
	Don't know / Not Sure	19.1%	28.4%	24.0%
Total		100.0%	100.0%	100.0%

n=700

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Q – The New Zealand Government plans a partial sale of State Owned Assets, Mighty River Power, Genesis, Meridian, Solid Energy and Air New Zealand. Do you support the partial sale of these New Zealand State Owned Assets?

By Age

		Which of the following age groups do you belong to?								
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	REFUSED	Total
Do you support the partial sale of these New Zealand State Owned Assets?	Yes	29.7%	19.1%	26.9%	26.9%	26.7%	28.8%	18.5%		25.1%
	No	51.6%	72.3%	57.7%	62.3%	67.8%	63.6%	70.4%	100.0%	63.8%
	Don't Know / Not Sure	18.8%	8.5%	15.4%	10.8%	5.6%	7.6%	11.1%		11.1%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

n=700

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Q – The New Zealand Government plans a partial sale of State Owned Assets, Mighty River Power, Genesis, Meridian, Solid Energy and Air New Zealand. Do you support the partial sale of these New Zealand State Owned Assets?

By Gender

		What is your Gender?		
		Male	Female	Total
Do you support the partial sale of these New Zealand State Owned Assets?	Yes	32.0%	18.6%	25.0%
	No	58.4%	68.9%	63.9%
	Don't Know / Not Sure	9.6%	12.6%	11.1%
Total		100.0%	100.0%	100.0%

n=700

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Q – If you had the money, would you buy shares in any of these State Owned Assets?

By Age

		Which of the following age groups do you belong to?								
		18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	REFUSED	Total
If you had the money, would you buy shares in any of these State Owned Assets?	Yes	67.2%	69.3%	60.6%	65.4%	48.9%	53.0%	40.0%		59.9%
	No	25.0%	21.4%	28.4%	26.2%	42.2%	40.9%	50.9%	100.0%	31.1%
	Don't Know / Not Sure	7.8%	9.3%	11.0%	8.5%	8.9%	6.1%	9.1%		9.0%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

n=700

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Q – If you had the money, would you buy shares in any of these State Owned Assets?

By Gender

		What is your Gender?		
		Male	Female	Total
If you had the money, would you buy shares in any of these State Owned Assets?	Yes	61.7%	58.2%	59.9%
	No	30.2%	32.0%	31.1%
	Don't Know / Not Sure	8.1%	9.8%	9.0%
Total		100.0%	100.0%	100.0%

n=700

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