



ONE News Colmar Brunton Poll

27-31 October 2012

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Sunday 4 November 2012.
POLL CONDUCTED:	Interviewing took place from 27-31 October 2012.
TARGET POPULATION:	Eligible New Zealand voters.
SAMPLE POPULATION:	Eligible New Zealand voters who live in households that have a landline telephone.
SAMPLE SELECTION:	Nationwide random digit dialling of landline telephones using stratified random probability sampling to ensure the sample includes the correct proportion of people in urban and rural areas. Interviewers ask to speak to the person in each household aged 18 years or over with the next birthday. When required, multiple calls are made to reach that person.
SAMPLE SIZE:	n = 1,009 eligible voters.
SAMPLING ERROR:	The maximum sampling error is approximately $\pm 3.1\%$ -points, expressed at the 95% confidence level. This is the sampling error for a simple random sample of 1,000 eligible voters.
INTERVIEW METHOD:	Conducted by CATI (Computer Assisted Telephone Interviewing).
WEIGHTING:	The data have been weighted to align with Statistics New Zealand population counts for age, gender, household size and ethnic identification.
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 NOTES:	The party vote question has been asked unprompted since 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 results

PARTY SUPPORT – PARTY VOTE

National Party	45%	Steady from 15-19 September 2012
Labour Party	32%	Down 2%-points
Green Party	12%	Steady
NZ First	4.9%*	Up 3%-points
Māori Party	2%	Down 1%-point
Conservative Party	1%	Down 1%-point
ACT Party	1%	Steady
Mana	1%	Steady

*We have not rounded the NZ First figure on this occasion because doing so would impact the Parliamentary seat calculation. Under MMP a party is required to cross the 5% threshold for the party vote, or win an electorate seat, in order to gain seats in the House.

PARTY SUPPORT – ELECTORATE VOTE

National Party	44%	Down 2%-points from 15-19 September 2012
Labour Party	38%	Down 1%-point
Green Party	9%	Up 3%-points
NZ First	3%	Up 1%-point
Māori Party	2%	Steady
Conservative Party	1%	Down 1%-point
Mana	1%	Steady

UNDECIDED VOTERS

Party Vote	11%	Up 3%-points from 15-19 September 2012
Electorate Vote	12%	Up 2%-points

PREFERRED PRIME MINISTER

John Key	42%	Down 2%-points from 15-19 September 2012
David Shearer	11%	Down 1%-point
Winston Peters	6%	Up 2%-points

ECONOMIC OUTLOOK

Optimism	44%	Up 3%-points from 15-19 September 2012
Pessimism	34%	Down 2%-points

The results shown on this page, and the changes identified over time, are reported to the nearest whole number. More detailed results are provided in the body of this report.

Key political events

1-31 October 2012

- Foreign Affairs Minister Murray McCully travelled to the United Nations headquarters in New York in an attempt to gain New Zealand a seat on the United Nations Security Council. In his address he criticised some of the permanent five (P5) countries of the Security Council for using their veto rights, even when their own national interests were not threatened.
- The New Zealand Police reported in their annual crime statistics that New Zealand's crime rate has dropped 5.2%-points since last year. These rates are said to be an all-time low.
- Prime Minister John Key defended his four-day trip to Hollywood during which he met with film executives. Mr Key was criticised as potentially benefitting from the US bid because of the extradition case against accused internet pirate Kim Dotcom.
- The Police said that they would investigate Green Party Russel Norman's complaint over the Government Communications Security Bureau's (GCSB) surveillance of Kim Dotcom.
- It was announced that Daina Shipping Company will pay \$27.6 million compensation to the Crown and other public bodies for the grounding of the vessel Rena at Astrolabe Reef.
- In a speech to the Tourism Industry Association, Prime Minister John Key urged tourism operators to clean up drug use in the industry. His speech follows revelations that two tourism accidents in the last year included operators who had cannabis in their systems at the time of the accidents.
- Defence Minister Jonathan Coleman returned from a secret visit to the Bamiyan province in Afghanistan to visit New Zealand troops.
- It was revealed from GCSB files that Prime Minister John Key was briefed about the agency's surveillance of Kim Dotcom in February. Earlier Mr Key had said that he only knew of the surveillance in September.
- Former boxer and convicted rapist, Mike Tyson, had his visa to New Zealand revoked by Associate Immigration Minister Kate Wilkinson after the charity that initially supported his visit withdrew its support. The charity Life Education Trust said that the letter was written by a trust volunteer, but that they did not support the visit.
- Green Party co-leader Russel Norman called for several measures to devalue the high New Zealand dollar including having the Reserve Bank print money and raise the official cash rate. Dr Norman said the new money could be invested in Christchurch earthquake bonds and refill the Natural Disaster Fund.
- The Singapore Prime Minister Lee Hsien Loong visited New Zealand for two days, which coincided with the visit of a Singapore naval vessel.
- In response to a documentary about foreign trusts in New Zealand, Revenue Minister Peter Dunne described "legitimate tax avoidance". This term was criticised by opposition parties as being an alternative phrase for "tax evasion".
- The Government's latest international tourism campaign was won by an Australian design agency. The local design industry criticised the Government for not using New Zealand contractors.
- The GCSB began an internal investigation after Labour leader David Shearer revealed information from a GCSB employee who claimed that the Prime Minister spoke about the Kim Dotcom case in February 2012—in previous statements, the Prime Minister claimed not to know of the Kim Dotcom affair at that time. Mr Shearer hinted that a recording of Mr Key's statement may exist, but it was never revealed.
- Mana party leader Hone Harawira was one of four people arrested during a housing protest in Glen Innes in Auckland.
- The Engineering Printing and Manufacturing Union (EPMU) held a "Jobs Crisis Summit" in Auckland, which was attended by the leaders of the Labour Party, the Green Party and NZ First. The EPMU national secretary said the union held the summit because of a deepening jobs crisis.
- Prime Minister John Key launched an inquiry into security at the Ministry of Social Development after a journalist discovered that he could use the Ministry's computer kiosks to access private records. A spokesperson from the Beneficiary Advocacy Federation claimed that she had made the Ministry aware of the potential security breach over a year ago.

- A New Zealand Air Force report revealed that dangerous cargo (flammable oxygen-generating canisters) were improperly carried on an Air New Zealand flight from Vancouver to Auckland—the cargo could have destroyed the plane.
- Prime Minister John Key corrected statements that he had made in Parliament regarding the Kim Dotcom affair. As the Prime Minister attempted to make his correction, Winston Peters and David Parker were ordered from the House by Speaker Lockwood Smith because of their interruptions. Trevor Mallard left the House voluntarily, but later returned.
- NZ First Leader Winston Peters lodged a motion of no-confidence in Speaker Lockwood Smith. It is unlikely the motion will ever be voted on.
- The MP sponsoring the bill that would extend paid parental leave, Sue Moroney, questioned the Government's estimates of the cost of the bill. Finance Minister Bill English said he would exercise a financial veto to prevent the bill being passed because it would cost \$500 million over three to four years. Ms Moroney said the Department of Labour estimated the cost at \$285 million.
- A Waitangi Tribunal report says 3,000 infants and toddlers enrolled in kohanga reo are in danger because the buildings they are taught in are not currently up to building code. The announcement affects 172 kohanga reo centres across the country.
- The Māori Council's claim to go to the High Court over asset sales was given the go ahead. In response, Cabinet announced that it would postpone some steps involved in selling Mighty River Power next year.
- Another Work and Income privacy breach was revealed after a beneficiary was sent paperwork with another beneficiary's details written on them. However, Social Development Minister Paula Bennett stressed that these breaches were a "one-off" and were not indicative of a systemic problem at WINZ.
- Business NZ warned that the proposed bill to extend paid parental leave may lead employers to discriminate against women of child-bearing age. In response the bill's sponsor, Sue Moroney, called Business NZ sexist.
- Māori Party co-leaders Tariana Turia and Pita Sharples were re-elected as leaders at the Māori Party annual conference.
- Finance Minister Bill English announced a Government plan to stem high property prices in New Zealand. He announced that the Government will work with councils to free up more land for development.
- Documents released under the Official Information Act show 32 privacy breaches by Inland Revenue, which have involved 6300 individuals. Opposition parties criticised the breaches saying that they are indicative of systemic privacy issues within the IRD.
- The CEO of the Ministry of Education, Lesley Longstone, reported in the Ministry's annual report that New Zealand's education system is not a world class system because it is still under-performing for Māori and Pasifika learners.

Question order and 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 MP 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 MP. When you choose your local MP, 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?”

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?”

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?”

Party vote

“Which political party would you vote for?”

IF DON'T KNOW

“Which one would you be most likely to vote for?”

	19-23 Nov 2011	24-28 Mar 2012	26-30 May 2012	28 Jul-1 Aug 2012	15-19 Sept 2012	27-31 Oct 2012
Don't know	6%	4%	6%	5%	6%	8%
Refused	3%	3%	3%	3%	2%	3%
TOTAL	9%	7%	9%	8%	8%	11%
Base (n=)	1,010	1,007	1,005	1,005	1,008	1,009

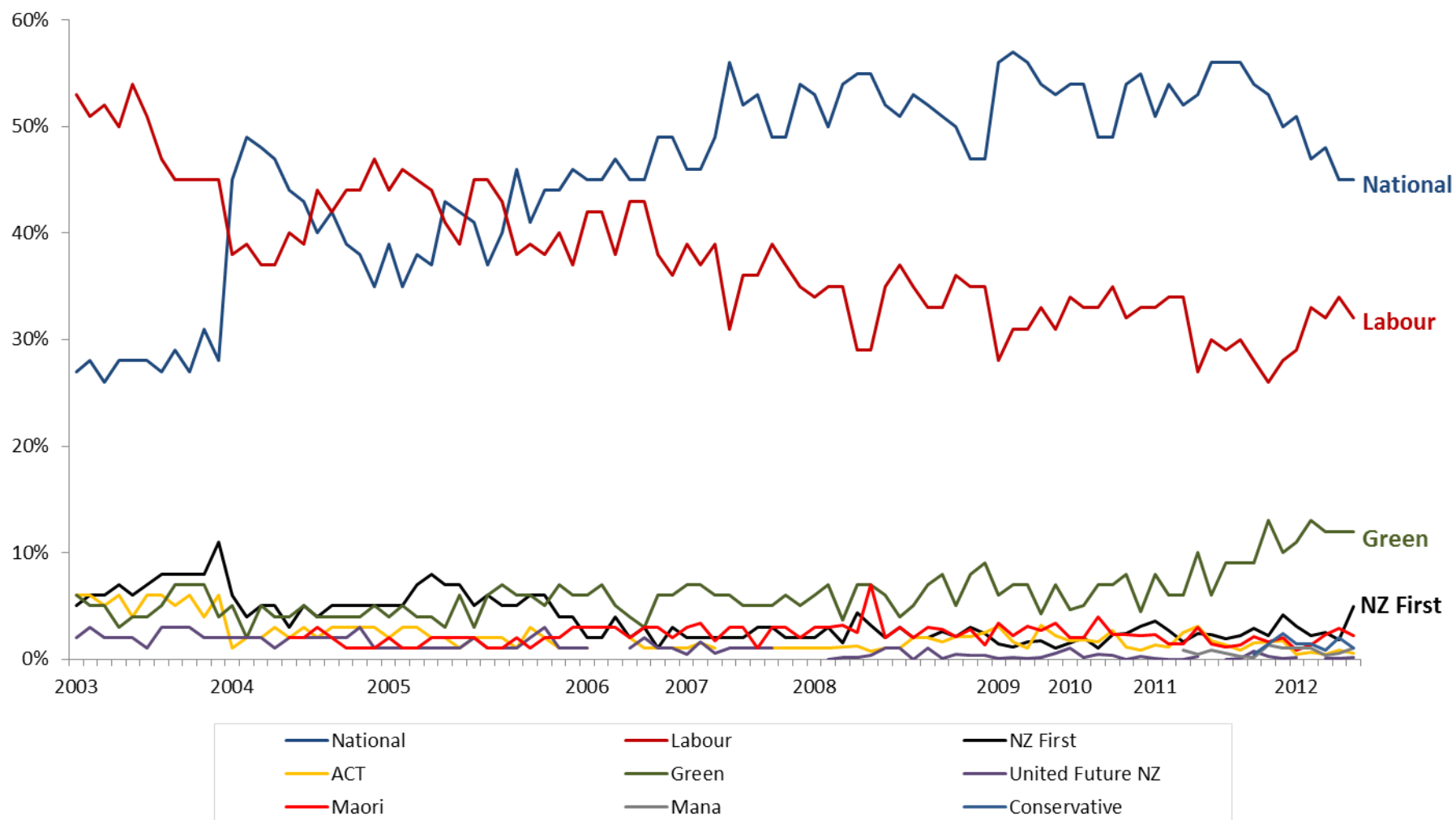
Based on Eligible New Zealand Voters.

	19-23 Nov 2011	24-28 Mar 2012	26-30 May 2012	28 Jul-1 Aug 2012	15-19 Sept 2012	27-31 Oct 2012
National Party	50%	51%	47%	48%	45%	45%
Labour Party	28%	29%	33%	32%	34%	32%
Green Party	10%	11%	13%	12%	12%	12%
NZ First	4.2%	3.1%	2.2%	2.5%	1.8%	4.9%
Māori Party	2.0%	0.9%	1.3%	2.3%	2.9%	2.2%
Conservative Party	2.4%	1.4%	1.4%	0.9%	2.0%	1.0%
Mana	1.0%	1.0%	1.0%	0.4%	0.6%	1.0%
ACT Party	1.7%	0.5%	0.7%	0.5%	0.9%	0.6%
United Future	0.1%	0.2%	-	0.1%	0.1%	0.2%
Other	0.6%	1.1%	0.7%	0.3%	0.6%	1.3%
TOTAL	100%	99%*	100%	99%*	100%	100%
Base (n=)	864	854	865	878	859	856

Based on Probed Party Supporters. *Total does not sum to 100% due to rounding.

ONE News Colmar Brunton Poll

Party Vote



Electorate vote

“Now thinking about your other vote, the Electorate Vote for your Local MP. When you choose your local MP, 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?”

	19-23 Nov 2011	24-28 Mar 2012	26-30 May 2012	28 Jul-1 Aug 2012	15-19 Sept 2012	27-31 Oct 2012
Don't know	8%	7%	9%	7%	8%	10%
Refused	2%	2%	3%	2%	2%	2%
TOTAL	10%	9%	12%	9%	10%	12%
Base (n=)	1,010	1,007	1,005	1,005	1,008	1,009

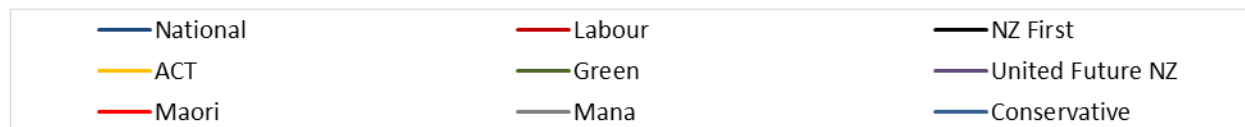
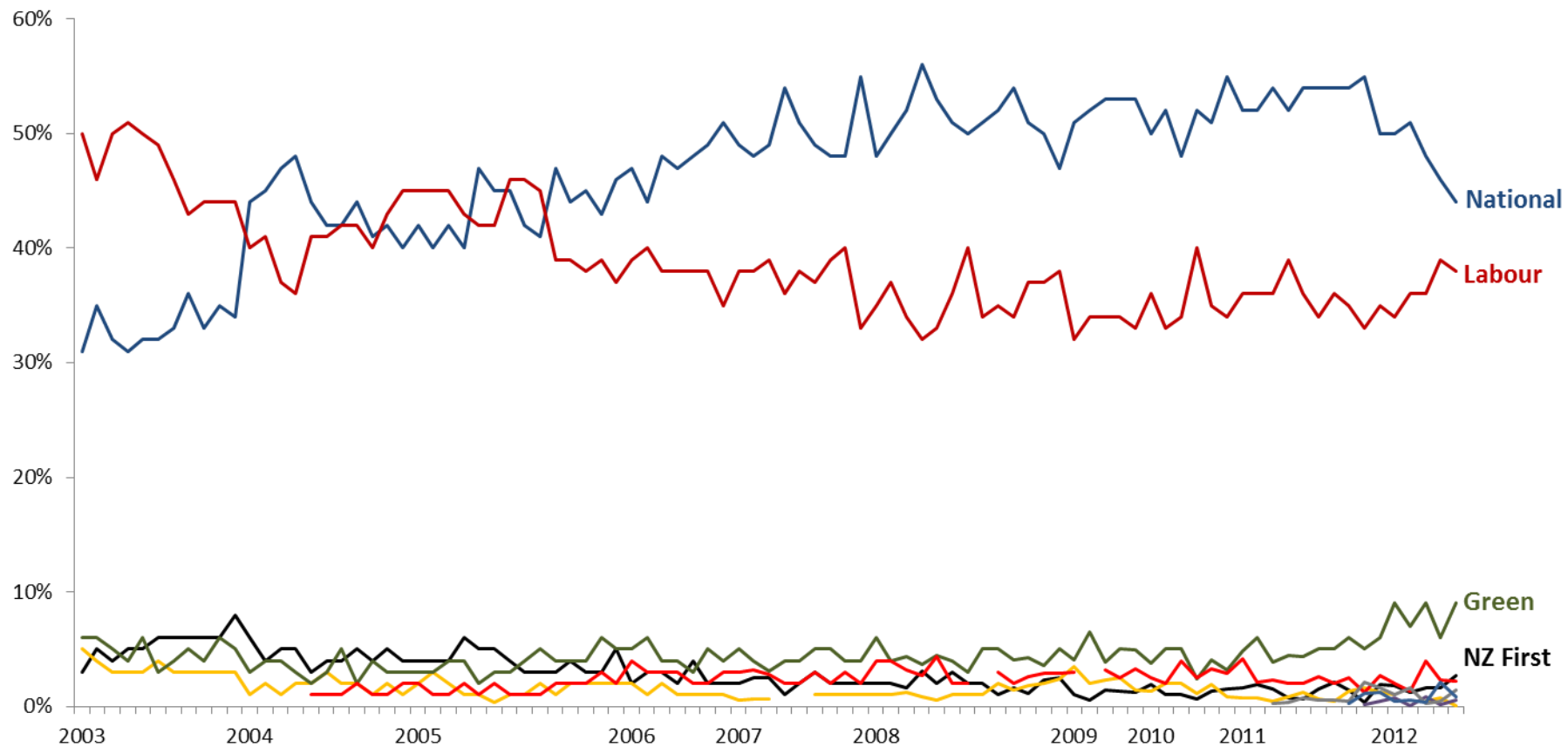
Based on Eligible New Zealand Voters

	19-23 Nov 2011	24-28 Mar 2012	26-30 May 2012	28 Jul-1 Aug 2012	15-19 Sept 2012	27-31 Oct 2012
National Party	50%	50%	51%	48%	46%	44%
Labour Party	35%	34%	36%	36%	39%	38%
Green Party	6%	9%	7%	9%	6%	9%
NZ First	1.9%	1.8%	1.2%	1.6%	1.6%	2.7%
Māori Party	2.7%	2.0%	1.3%	4.0%	2.3%	2.2%
Mana	1.6%	1.0%	1.6%	0.3%	0.5%	1.4%
Conservative Party	1.2%	0.5%	0.6%	0.4%	2.1%	0.9%
United Future	0.5%	0.8%	0.1%	0.9%	0.2%	0.6%
ACT Party	1.2%	1.0%	0.4%	0.5%	0.8%	0.2%
Other	0.9%	0.6%	0.9%	0.1%	1.3%	0.9%
TOTAL	101%*	101%*	100%	101%*	100%	100%
Base (n=)	856	837	849	858	858	832

Based on Probed Party Supporters. *Total does not sum to 100% due to rounding.

ONE News Colmar Brunton Poll

Electorate Vote



Preferred Prime Minister

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

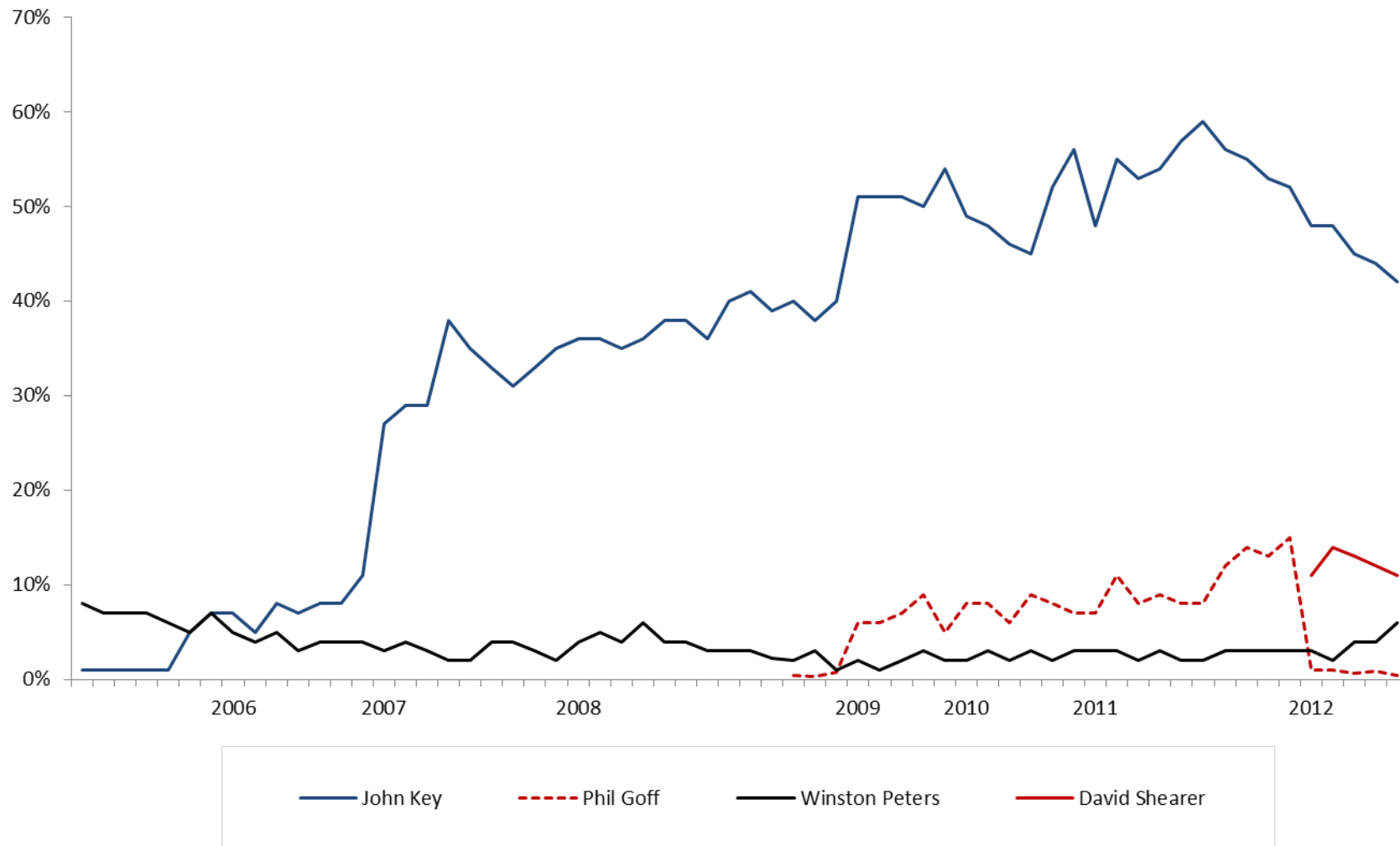
IF NONE

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

	19-23 Nov 2011	24-28 Mar 2012	26-30 May 2012	28 Jul-1 Aug 2012	15-19 Sept 2012	27-31 Oct 2012
John Key	52%	48%	48%	45%	44%	42%
David Shearer	0.1%	11%	14%	13%	12%	11%
Winston Peters	3%	3%	2%	4%	4%	6%
Russel Norman	2%	1%	2%	2%	2%	3%
David Cunliffe	0.4%	1%	0.7%	0.6%	0.9%	1%
Helen Clark	0.5%	1%	1%	2%	1%	0.9%
Metiria Turei	0.7%	1%	0.4%	0.8%	1%	0.9%
Hone Harawira	1%	0.7%	1%	0.8%	0.2%	0.8%
Jacinda Ardern	-	0.2%	0.3%	0.5%	0.2%	0.5%
Colin Craig	0.4%	0.1%	0.2%	-	-	0.5%
Grant Robertson	-	-	-	0.4%	0.7%	0.5%
Pita Sharples	0.2%	1%	0.3%	0.6%	0.5%	0.5%
Phil Goff	15%	1%	1%	0.6%	0.9%	0.4%
Tariana Turia	0.4%	0.4%	0.2%	-	0.6%	0.4%
Bill English	0.2%	0.1%	0.3%	0.2%	0.4%	0.3%
John Banks	-	0.1%	0.1%	0.1%	0.1%	0.2%
Annette King	0.1%	-	0.1%	0.3%	0.1%	0.2%
Andrew Little	0.1%	-	-	-	0.2%	0.2%
Jim Anderton	-	-	0.1%	-	0.1%	0.1%
Peter Dunne	0.1%	-	-	-	0.2%	0.1%
Shane Jones	0.5%	0.1%	0.3%	0.1%	0.2%	0.1%
Steven Joyce	-	0.2%	0.4%	0.3%	0.3%	0.1%
Gerry Brownlee	-	-	-	-	0.2%	-
Rodney Hide	-	-	-	-	0.1%	-
Trevor Mallard	-	-	-	0.1%	-	-
Jeanette Fitzsimons	-	-	0.2%	-	-	-
Other	2%	3%	3%	2%	2%	3%
Don't know	17%	22%	21%	22%	24%	22%
None	4%	3%	3%	3%	4%	4%
Refused	1%	1%	1%	1%	1%	1%
TOTAL	101%*	99%*	101%*	99%*	101%*	100%
Base (n=)	1,010	1,007	1,005	1,005	1,008	1,009

Based on Eligible New Zealand Voters. *Total does not sum to 100% due to rounding.

ONE News Colmar Brunton Poll *Preferred Prime Minister*



Economic outlook

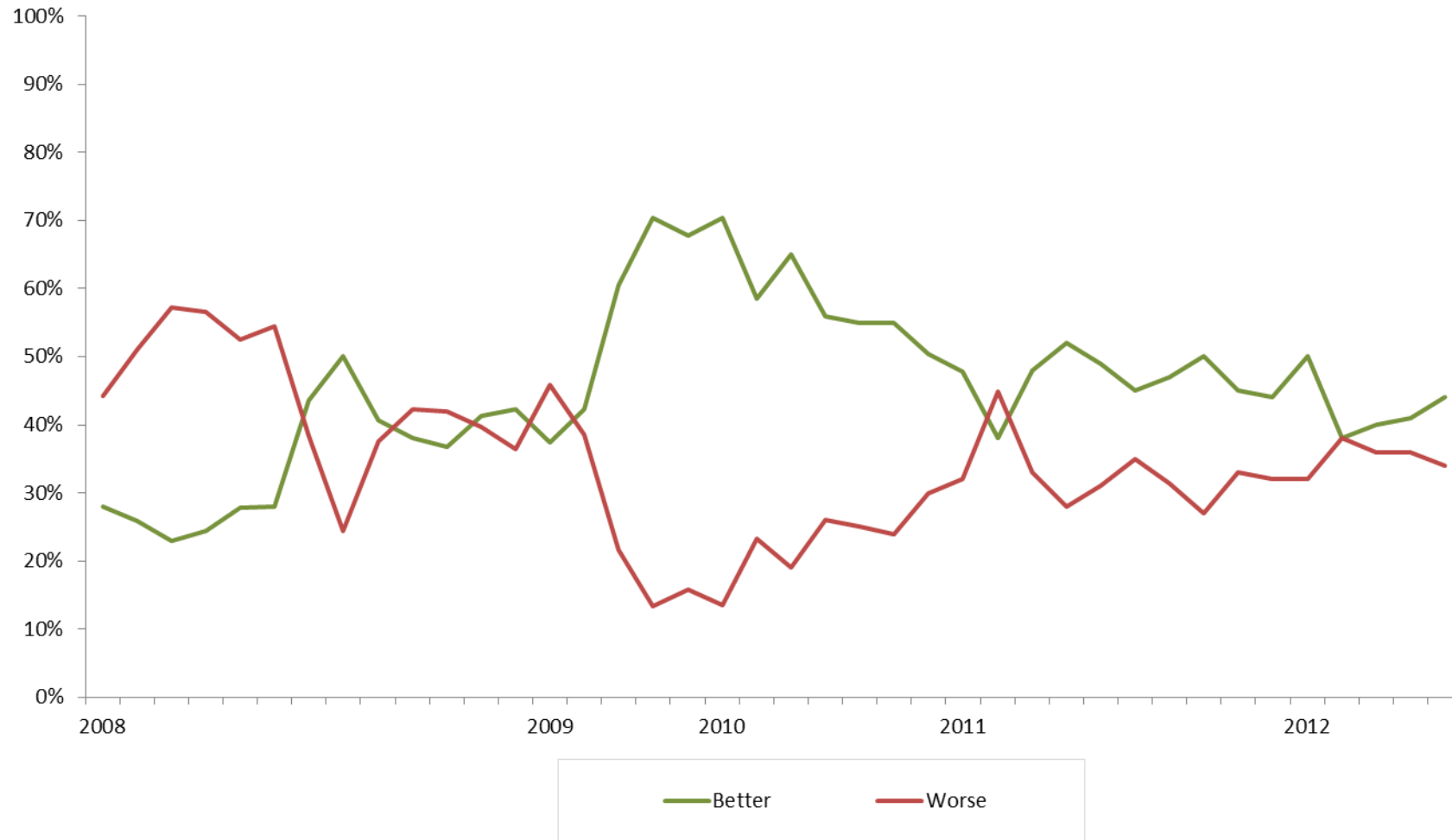
“And do you think during the next 12 months the economy will be in a better state than at present, or in a worse state?”

	19-23 Nov 2011	24-28 Mar 2012	26-30 May 2012	28 Jul-1 Aug 2012	15-19 Sept 2012	27-31 Oct 2012
Better	44%	50%	38%	40%	41%	44%
Same	25%	18%	24%	24%	23%	22%
Worse	32%	32%	38%	36%	36%	34%
TOTAL	101%*	100%	100%	100%	100%	100%
Base (n=)	1,010	1,007	1,005	1,005	1,008	1,009

Based on Eligible New Zealand Voters. *Total does not sum to 100% due to rounding.

ONE News Colmar Brunton Poll

Economic Outlook



Partial sale of assets

“National intends to sell up to 49% of the four state-owned energy companies and Air New Zealand. Is this a policy you support?”

	Total Eligible New Zealand Voters				
	29 Oct-2 Nov 2011 ¹	24-28 Mar 2012	28 Jul-1 Aug 2012	15-19 Sept 2012	27-31 Oct 2012
Yes	26%	30%	32%	28%	30%
No	68%	61%	62%	65%	64%
Unsure	6%	9%	6%	7%	6%
TOTAL	100%	100%	100%	100%	100%
Base (n=)	1,006	1,007	1,005	1,008	1,009

Based on Eligible New Zealand Voters.

Sixty four percent of eligible New Zealand voters are against the partial sale of assets. Less than one third (30%) support the policy.

Those more likely than average (64%) to not support the partial sale of assets are:

- women (71%)
- Māori (80%)
- those living in households with an annual household income up to \$70,000 (74%)
- those who believe that the economy will be in a worse state over the next 12 months (86%)
- Labour Party supporters (90%)
- Green Party supporters (88%).

Those more likely than average (30%) to support the partial sale of assets are:

- those aged 55 years or over (36%)
- those living in high income households, with an annual household income over \$100,000 (43%)
- those who believe that the economy will be in a better state over the next 12 months (45%)
- National Party supporters (55%).

¹ The question asked in the 29 Oct-2 Nov 2011 poll was worded “National is proposing to sell up to 49% of the four state-owned energy companies and Air New Zealand. Is this a policy you support?”

Whether New Zealand should become a republic

“Do you believe New Zealand should become a republic, or stay as it is, with the Queen as Head of State?”

	Total Eligible New Zealand Voters	
	14-19 June 2008	27-31 Oct 2012
Become a republic	25%	19%
Stay as it is, with the Queen as Head of State	67%	74%
Unsure	9%	7%
TOTAL	101%*	100
Base (n=)	1,003	1,009

Based on Eligible New Zealand Voters. *Total does not sum to 100% due to rounding.

Three quarters of eligible New Zealand voters (74%) think that New Zealand should stay as it is, with the Queen as Head of State. One fifth (19%) believe New Zealand should become a republic (down from 25% in 2008).

Those more likely than average (74%) to say New Zealand should stay as it is are:

- National Party supporters (82%).

Those more likely than average (19%) to say New Zealand should become a republic are:

- those living in high income households, with an annual household income over \$100,000 (26%)
- Green Party supporters (32%).

Trust in government departments to protect personal details

“Do you trust government departments to protect your personal details?”

	Total Eligible New Zealand Voters
Yes	37%
No	60%
Unsure	4%
TOTAL	101%
Base (n=)	1,009

Based on Eligible New Zealand Voters. *Total does not sum to 100% due to rounding.

Sixty percent of eligible New Zealand voters do not trust government departments to protect their personal details, and 37% trust them to do so.

Those more likely than average (60%) to not trust government departments to protect their personal details are:

- Māori (71%)
- Labour Party supporters (67%)
- Green Party supporters (71%).

Those more likely than average (37%) to trust government departments to protect their personal details are:

- National Party supporters (48%).

The most effective opposition leader

“Who is the most effective opposition leader: Hone Harawira, Russel Norman, Winston Peters, David Shearer or Metiria Turei?”²

	Total Eligible New Zealand Voters
Hone Harawira	6%
Russel Norman	18%
Winston Peters	24%
David Shearer	25%
Metiria Turei	5%
None of them	10%
Unsure	11%
TOTAL	99%
Base (n=)	1,009

Based on Eligible New Zealand Voters. *Total does not sum to 100% due to rounding.

Eligible New Zealand voters are evenly divided over whether David Shearer or Winston Peters is the most effective opposition leader, with one quarter (25%) saying David Shearer is most effective and one quarter (24%) saying Winston Peters is most effective.

Those more likely than average (25%) to say David Shearer is the most effective opposition leader are:

- those living in a household with pre-school children (40%).

Those more likely than average (24%) to say Winston Peters is the most effective opposition leader are:

- those aged 55 years and over (31%)
- Māori (38%)
- those living in low income households, with an annual household income under \$30,000 (37%)
- those who believe that the economy will be in a worse state over the next 12 months (31%).

² The order of the opposition leaders was randomised for each respondent.

Parliamentary seat entitlement

The following table shows the parliamentary seat entitlement according to the results reported in this poll and using the St Laguë method (for details, please see the next page). This table assumes that the Mana Party, United Future New Zealand and ACT win one electorate seat each as per the 2011 General Election. Also, it assumes that the Māori Party wins 3 electorate seats as per the 2011 General Election.

* Indicates one (or more) overhang seats

	Number of seats
National Party	58
Labour Party	41
Green Party	16
Māori Party	3
ACT Party	1
Mana	1
United Future	1*
TOTAL	121

Method for calculating 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.