

Electoral Commission

Te Kaitiaki Take Kowhiri

Understanding of MMP -Additional Demographic Tables

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WELLINGTON
3 Collina Terrace
Thorndon
WELLINGTON 6011
NEW ZEALAND
Tel: +64 4 473 1061
Fax: +64 4 472 3501

AUCKLAND
11 Earle Street
Parnell
AUCKLAND 1052
NEW ZEALAND
Tel: +64 9 373 8700
Fax: +64 9 373 8704

SYDNEY
Level One, Suite 105
332-342 Oxford Street
SYDNEY NSW 2022
AUSTRALIA
Tel: +61 2 9386 1622
Fax: +61 2 9386 1633

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1. Introduction

As part of its ongoing research programme, the Electoral Commission contracted UMR Research to conduct quantitative research looking at public understanding of MMP and engagement with the electoral process. The research covered three areas:

- Understanding of MMP and engagement;
- Attitudes to Online Voting and preferred options for its use;
- Reactions to options for election funding.

Several of the MMP questions were based on questions asked previously for the Electoral Commission by other research companies, and trendline information is provided where available. The most recent results from this are from TNS's post-election telephone survey of 1004 New Zealanders aged 18 and over, conducted from 18th to 30th September 2005. We have also provided trendline information for one question that was included in a previous UMR study (publicly released), conducted for the Select Committee on the Electoral System in 2000.

Modules of questions covering these three areas were asked in the UMR Research nation-wide omnibus survey. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over conducted every two weeks from UMR Research's national interview facility in Auckland.

The research covered four waves of the omnibus survey.

- 8th to 13th June 2007;
- 21st to 26th June 2007;
- 5th to 9th July 2007;
- 19th to 23rd July 2007.

The questions were asked over four omnibus surveys in order to maximise the total number of respondents and allow for analysis of smaller sub-samples.

- The Understanding of MMP questions were asked in all four surveys, making for a total sample size of n=3000.
- The Online Voting questions were asked in the first two surveys, and consequently have a sample size of n=1500.
- The Election Funding questions were asked in the third and fourth waves, and also have a sample size of n=1500.

The margin of error for a 50% figure at the '95% confidence level' based on a sample of n=3000 is $\pm 1.8\%$.

Margins of error at other sub-sample sizes and at other sample percentages are provided in the tables below.

MARGINS OF ERROR (50% figure, 95% confidence level)	
Sample Size	Margins of Error
N=1500	±2.5%
N=1000	±3.2%
N=750	±3.6%
N=500	±4.4%
N=400	±4.9%
N=300	±5.7%
N=200	±6.9%
N=100	±9.8%

MARGINS OF ERROR BY SAMPLE PERCENTAGE* (for a sample of n=3000 at the 95% confidence level)					
Sample Size	10%	25%	50%	75%	90%
N=3000	±1.1%	±1.6%	±1.8%	±1.6%	±1.1%
N=1500	±1.5%	±2.2%	±2.5%	±2.2%	±1.5%

*This means that if 50% of people on an n=3000 sample respond in a particular way, there is a 1.8% margin of error. If 75% respond that way, the margin of error is reduced to 1.6%.

2. Executive Summary

■ Overview

- Although most New Zealanders claim to have a good understanding of MMP, actual understanding of key elements of the system such as the primacy of the party vote and the threshold is only moderate. Similarly, many people do not feel that they have a good understanding of what list MPs do.
- There is reasonably solid interest in online voting, although others rule it out entirely. On the strength of these numbers, online voting does seem to have some potential for boosting turnout or at least maintaining it at current levels, as one of the groups most interested in online voting (under 30s) is also associated with lower turnout. At the same time, it seems unlikely that online voting will do much to encourage those on low incomes to participate.
- New Zealanders are inclined to agree both with statements in favour of restrictions on election advertising and with statements in favour of an open approach. Although they are generally more likely to agree with statements related to an open approach, the fact that they often agree with sometimes contradictory statements illustrates the subtleties of New Zealanders' opinions on this issue and their willingness to consider both sides of the debate.
- The substantial sample sizes afforded by asking the questions over either four (for the understanding of MMP questions) or two (for the online voting and election funding modules) omnibus surveys allows greater certainty when analysing demographic trends. The three main demographic differentiators in this research are:
 - **Age:** Younger people (typically under 30s) generally show less interest in politics than their older counterparts, although they have a reasonable understanding of how the system works. While most claim to be interested in politics, in terms of the relatively low turnout amongst young people the primary driver appears to be lack of interest rather than lack of understanding or perceived efficacy.
 - **Ethnicity:** For Pacific people, on the other hand, the key driver does appear to be lack of understanding. Pacific people are much more likely to say that they find MMP very difficult to understand, but are as likely to say that they are interested in politics. Given how much lower turnout amongst Māori is than turnout amongst non-Māori, it is perhaps surprising to see that Māori are almost as likely as Europeans to say that they find MMP easy to understand and as likely to say that they are interested in politics.

- **Personal Income:** In line with previously collected data about turnout, personal income is related to understanding and interest. Those on higher personal incomes are more likely to say that they are interested in politics and that they find MMP easy to understand. They are also relatively likely to choose the correct options on questions about the primacy of the party vote and the MMP threshold. While they are less likely to say that individual voters make a difference, one could argue that this actually reflects their greater understanding of the system (e.g. because greater understanding might include appreciating the improbability of one vote influencing the election outcome).

There were also some differences between the genders, with women often showing more faith in the political system (e.g. being more likely to say that voting makes a difference and less likely to say that list MPs are unaccountable) but men more likely to know about the mechanics of MMP (e.g. how the threshold works).

■ Understanding of MMP

- A majority of New Zealanders consider MMP easy to understand, and around two thirds know that the party vote is the more important in terms of determining the number of seats each party receives in parliament.

At the same time, only around a quarter correctly identify the threshold for seat allocation as being either winning 5% of the party vote or winning one electorate seat. Respondents were asked to choose between four options, the others being the party vote only, an electorate seat only, and winning both 5% of the party vote and one electorate seat.

The key demographics in terms of understanding of MMP were ethnicity and personal income. Pacific people are particularly likely to say that MMP is very difficult to understand, although they are only somewhat more likely to give incorrect answers to the two questions testing actual knowledge of key elements of MMP.

- At the same time, the proportion of people saying that politics is hard to understand has increased since this question was last asked in the 2005 pre-election study. Meanwhile, less than four in ten New Zealanders claim that they have a good understanding of what MPs do.
- Interest in politics is reasonably high, with almost three quarters of New Zealanders claim to be interested.

Older people and those on higher incomes are particularly likely to say that they are interested in politics. At the same time, a majority of under 30 year olds and of those on lower incomes still declare that they are interested. Despite their lower declared understanding of politics, Pacific People are just as likely as other ethnic groups to say that they are interested in politics.

- Most New Zealanders believe that voting can make a difference to what happens in New Zealand, including most of those who say that they are not interested in politics. Women are more likely than men to say that voting can make a difference. The belief that voting can make a difference is inversely related to household income, with people on low incomes being relatively likely to strongly agree with this statement.
- Seven in ten people claim that they take different things into account when deciding who to give their party and electorate votes to, with Māori and Pacific people being amongst the more likely demographic groups to claim to do this.

It is unclear from these questions alone exactly what different things people are taking into account. We know for example that in Māori seats such as Tamaki Makaurau and Waiariki in 2005 many more electors cast their votes for a Māori party candidate than for the Māori party itself, which strongly suggests voters were taking different things into account, and there is strong evidence of similar tactical voting in Epsom (12 times as many people voted for Rodney Hide as voted for ACT).

We know that around a quarter of voters in 2005 actually split their votes. The fact that seven in ten people say that they take different things into account therefore suggests that while people do take different things into account, they ultimately arrive at the same decision for both.

- Half of all New Zealanders agree with the contention that list MPs are not as accountable to voters as electorate MPs, although the proportion choosing this has fallen since the last time this question was asked. Respondents are equally divided in terms of whether or not list MPs do as much work as electorate MPs, although almost half are either neutral or unsure about this, meaning that opinion is soft overall.
- The numbers clearly suggest that non-voting is more to do with lack of interest in politics and disconnection from the political system, rather than being to do with dissatisfaction with it. Non-voters show less interest in politics and are less likely to know how the MMP threshold works. At the same time, they are less likely than voters to complain that list MPs are not accountable, and are almost as likely to say that voting can make a difference.

■ Online voting

- A substantial majority (around 8 in 10) of New Zealand voters express confidence in the way New Zealand elections are run and the way votes are counted. Groups particularly likely to express confidence include over 60 year olds, men and Asians.
- A third of New Zealand voters say that they would definitely prefer to vote online rather than at a polling place, although a quarter completely rule it out. Asians, under 30 year olds and those on incomes over \$70,000 are particularly positive about online voting.

Voters are similarly polarised on other statements relating to online voting, such as 'I would be comfortable voting online', 'I would be confident I could vote online without anyone seeing who I was voting for' and 'I would be confident that I could vote online without anyone else unduly influencing my vote', although reasonable numbers expressed strong enthusiasm. The critical age divide does seem to be 60 years, with those aged 60 or older consistently less supportive of online voting than those aged 18-59.

- The most popular option for security systems for online voting is a screen where voters are asked to confirm who they are voting for before the vote is made final.
- For all of these questions, there is strong evidence of a digital divide, indicated in this case by the extent to which respondents use internet banking or online purchases. Almost half the New Zealanders who used internet for these reasons once a week or more said for example that they would almost certainly vote online, compared with a fifth of those who used it less than once a month.

■ Election funding

- New Zealanders are clearly open to both sides of the debate about how election campaigns should be funded, although they are generally more likely to support 'open' rather than 'restricted' policies. It should be noted that this is a complex issue and for all these statements, there was limited opportunity to explain the reasons for or against election funding options. As a result, respondents' reactions were very much instantaneous and their opinions may have been different had they had the opportunity to discuss or consider the pros and cons in great detail as would be the case in a qualitative setting.

An example of the contradictory nature of a number of the responses is the fact that two thirds believe that any individual or group should be able to run an election-related campaign so long as they are clearly identified, but half also agree that funding for election-related advertising should only come from parties, candidates and the people running the campaign.

Similarly, 6 in 10 New Zealanders say that donations over \$10,000 should be publicly identifiable, but almost half believe that if they were to donate more than \$10,000 to a political party it should be nobody's business but their's and the party's.

- Three quarters think that there should be restrictions on how much parties should be able to spend on TV and radio advertising, and the same proportion believes political parties should be free to advertise wherever they like as long as they do not exceed campaign limits.
- Opinion is generally against public funding of political parties, with a reasonably narrow majority of New Zealanders saying that parties should have to raise all their own funds.

3. Understanding of MMP

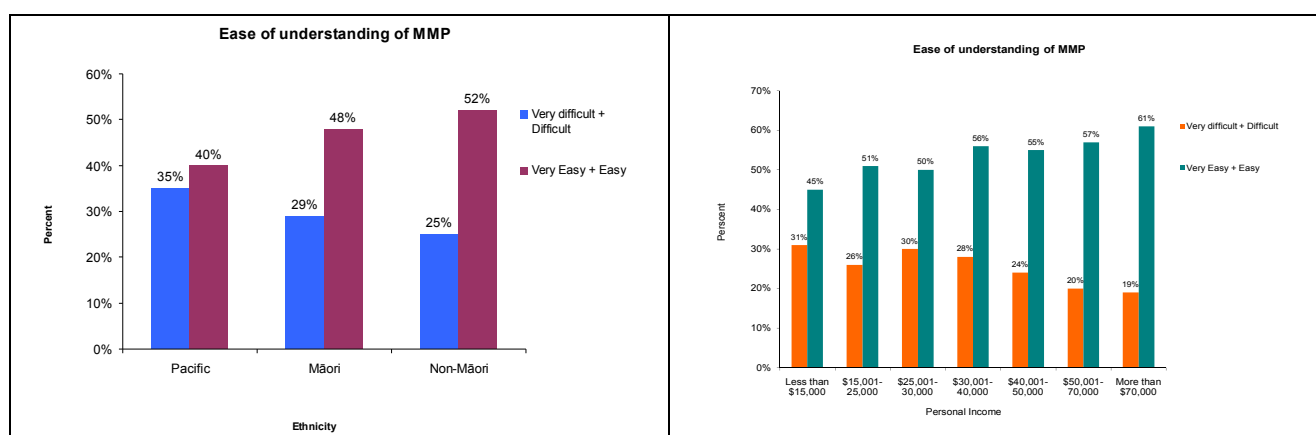
3.1 Perceived ease of understanding MMP

After dipping markedly in the 2005 post-election survey, declared understanding of MMP recovered to similar levels to those seen in the pre-election survey in 2005. 51% of New Zealanders now consider MMP to be easy to understand (19% very easy), while 26% say that it is difficult (6% very difficult).

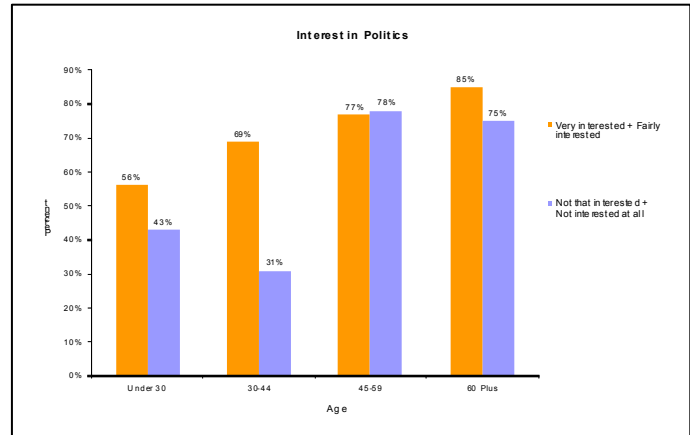
The movement after the 2005 election was largely from positive to neutral and negative positions, and this trend has been reversed in 2007. The proportion of people describing MMP as 'neither easy nor difficult to understand' dropped 9% to 21%, and the proportion saying that that it was difficult to understand fell by 8%. The shift in 2005 was almost certainly a reaction to circumstances in the 2005 election, such as when no clear government emerging straightaway and the impact of electorate contests in Epsom and other seats. The recovery in 2007 suggests that the impact of this confusion is wearing off.

The demographics for this question show solid trends.

- Declared understanding of MMP is reasonably strongly related to personal income, with 61% of those with personal incomes over \$70,000 saying that MMP was easy to understand, compared with 45% of those with personal incomes of \$15,000 or less.
- The clearest trend is for ethnicity. 6% of all respondents declare that they find MMP very difficult to understand, but amongst Pacific Peoples this rises to 22%. 40% of Pacific People find MMP easy to understand, compared with 52% of European New Zealanders and 48% of Māori.



- Age is not an important divide for this question. Interest in politics is a key differentiator, with 57% of those who were interested in politics finding MMP easy to understand compared with 36% of those who were not interested.



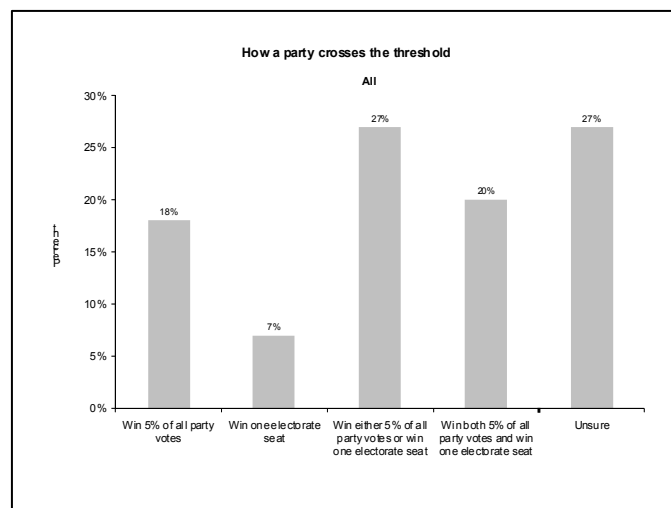
3.2 Understanding of key elements of MMP

In addition to declared understanding, we tested New Zealanders' actual understanding of MMP with two questions. The first involved asking them whether the party vote or electorate vote was more important, while the second asked respondents to choose the elements of the MMP threshold.

65% of New Zealanders correctly state that the party vote is more important in deciding the number of MPs each party will have in parliament. This represents a 10% improvement since the post-election survey from 2005, but is similar to that recorded in the 2005 pre-election survey, when 62% chose the party vote as the more important. The 2005 post-election result was however fairly low in historical terms (although equal to what was recorded in the last mid-term survey in October 2003), perhaps reflecting the fact that for two parties in 2005 (Māori Party and Progressives) the number of seats they gained in parliament was actually determined by the number of electorates they won (United Future and ACT also gained seats in parliament only because they won an electorate seat, but unlike the other two parties their party vote gave them more seats in parliament).

In terms of the MMP threshold, just a quarter of New Zealanders (27%) correctly identify the qualifying criteria as being winning either 5 percent of the party vote or an electorate seat. This question has been changed substantially from that asked in 2005, which in itself was a new question, meaning that we do not have robust trendlines for this question. Of those who choose incorrect answers:

- 18% say that a party has to win 5% of the party vote without mentioning electorate criteria.
- 7% say that a party has to win an electorate seat but do not mention the party vote
- 20% say that a party has to win both 5% of the party vote and an electorate seat.

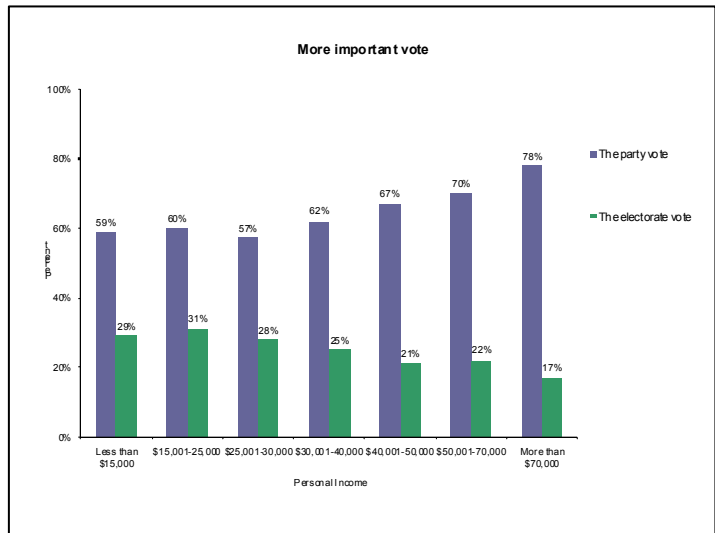


A further 27% of our sample was unable to choose one of these options. While again we should be cautious with comparing the results with those from previous questions as the wording

has changed, the proportion unable to express an opinion on this question has remained similar to that recorded in 2005 but has dropped markedly since the last mid-term survey in October 2003 (when 57% were unable to express an opinion)

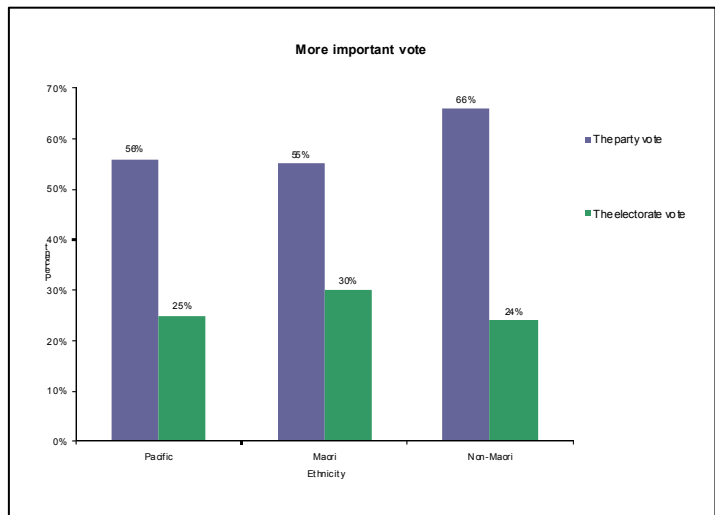
As with declared understanding of MMP, knowledge of key elements of MMP is strongly related to personal income, although the increase predominantly occurs once income categories rise beyond \$30,000. Ethnicity and age are also relevant factors.

- 59% of those with personal incomes less than \$15,000 say that the party vote is more important, as do 57% of those with personal incomes of \$25-\$30,000. The proportion choosing the correct answer rises to 67% for those with incomes of \$40-\$50,000, and 78% for those with personal incomes higher than \$70,000.



- Similarly, 22% of those with personal incomes of \$25-\$30,000 choose the right option for the MMP threshold, compared with 44% of those on over \$70,000.

- Knowledge of the primacy of the party vote is lower amongst Pacific Peoples (56%) and Māori (55%) than amongst Europeans (66%), although the fact that the Māori Party won representation because of its performance in the electorates rather than because of its party vote may have affected the response for Māori. 37% of Pacific People incorrectly state that a party must win both 5% of the party votes and one electorate seat, compared with 31% of Māori and 19% of Europeans.



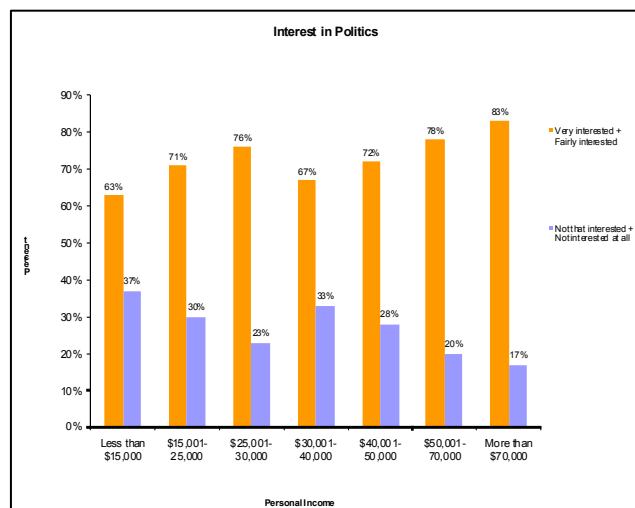
- 24% of over 60s say that the party vote is the only criteria for seat allocation, compared with 11% of under 30s. On the other hand, 64% of over 60s say that the party vote is more important, compared with 60% of under 30s.

- If we combine the 'half-right' option of mentioning the 5% threshold as the criteria for seat allocation with the number who choose the correct 'either / or' option, ethnicity, income and age remain important demographic differences. There are only small variations between demographic groups in terms of how many choose ANY option on the threshold question, and variations between the demographic groups are caused mainly by differences in the number choosing the wrong option rather than by differences in the number admitting that they do not know enough to comment.

3.3 Interest in issues

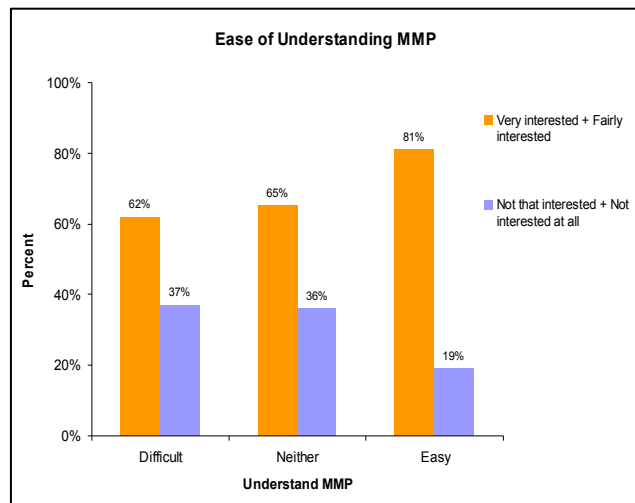
72% of New Zealanders claim to be interested in politics, with 16% being very interested.

- Income and age again emerge as important factors, with over 60s (85%) and those earning more than \$70,000 (83%) particularly likely to say that they are interested, while under 30s (56%) and those with personal incomes under \$15,000 (63%) less likely to declare an interest. The age trend is even clearer when the age categories are broken down further, with 89% of over 75 year olds saying that they are interested in politics compared with 40% of 18 and 19 year olds.



62% of those who say that MMP is difficult to understand say that they are interested in politics, compared with 81% of those who think it is easy to understand.

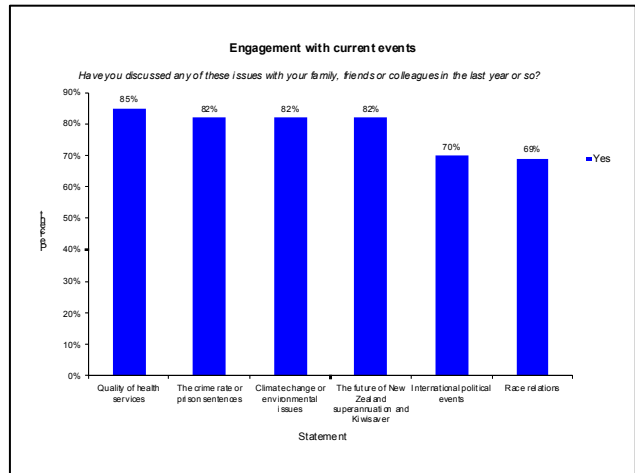
- Although Pacific Peoples are more likely to say that MMP is difficult to understand, they are almost as likely to say that they are interested in politics (70%). Māori are a little more likely than Europeans to say that they find MMP difficult to understand, but are as likely to say that they are interested in politics.



As well as directly asking New Zealanders about their interest in politics, we also asked them whether or not they have discussed issues potentially related to politics with their family or friends over the last year. Propensity to talk about these issues is related to interest in politics, although almost all those who say that they are not interested in politics claim to have discussed at least one of a range of specified issues

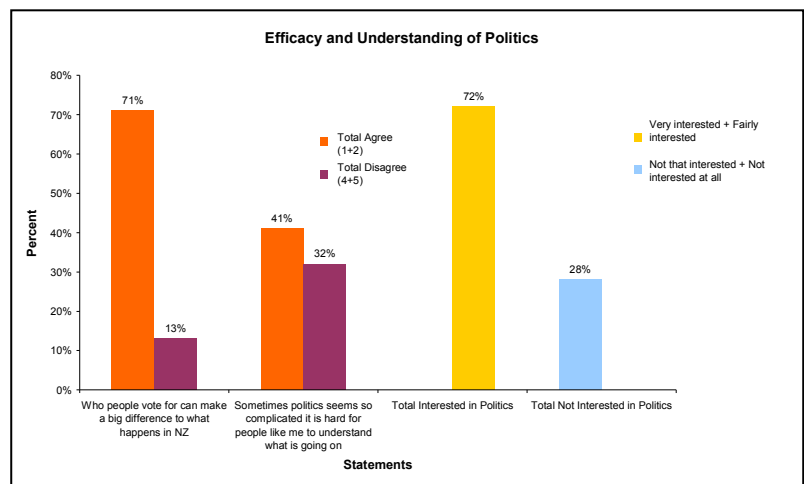
potentially related to politics over the last year. 99% of respondents said that they had discussed at least one of the six topics we tested (health services, crime, environmental issues, superannuation, race relations and international political events), while 36% claimed that they had discussed them all.

- 85% of all New Zealanders say that they have discussed the quality of health services, including 74% of those who are not interested in politics.
- 82% say that they have discussed the crime rate or prison sentences, while the same proportion say that they have discussed climate change or environmental issues, or the future of New Zealand superannuation and Kiwisaver. Amongst those who are not interested in politics, 77% claim to have talked about the crime rate, 72% say that they have discussed climate change or the environment, and 74% claim to have discussed superannuation.
- 69% of New Zealanders say that they have talked about race relations, although we know from other research that this can become just as much of a ‘hot topic’ as the other issues when new developments occur (such as the High Court decision on the foreshore and seabed in 2003). 55% of those who are not interested in politics nevertheless say that they have discussed race relations.
- Age is an important differentiating factor on these questions, with the key divide being those aged under 30 years and those aged older than this. Although under 30s are consistently less likely to say that they have discussed the issues we tested, solid majorities said that they had discussed superannuation / Kiwisaver (80%), climate change / the environment (77%), the crime rate (76%), health services (75%) and / or race relations (64%).



3.4 Perceived Impact and understanding of politics

Most New Zealanders agree with the basic impact statement, ‘who people vote for can make a big difference to what happens in New Zealand’. Using a 5 point scale where 1 means strongly agree, 48% give this statement a ‘1’ and 23% give it a ‘2’. Only 6% choose a ‘5’ (strongly disagree).



- Although interest in politics and understanding of MMP increases in line with personal income, perceived efficacy actually decreases. 53% of those with personal incomes below \$15,000 strongly agree with this statement, compared with 40% of those with personal incomes above \$70,000.
- There is also a gender divide, with 51% of women strongly agreeing with this statement compared with 44% of men.
- Interest in politics is not surprisingly related to perceived efficacy, although 39% of those who say that they are not interested in politics still strongly agree that who people vote for can make a big difference.

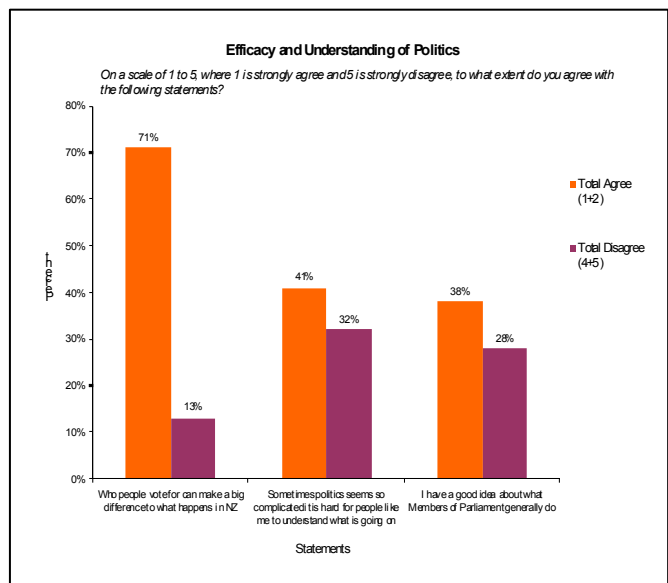
While numbers for efficacy are reasonably strong, there is again reasonable evidence of confusion about the way politics works. Using the same 5 point scale where 1 means strongly agree:

- 41% agree that 'sometimes politics seems so complicated it is hard for people like me to understand what is going on' ('1' or '2' out of 5), including 21% who strongly agree. Agreement with this statement has increased since the pre-election study in 2005, when 33% gave it a '1' or a '2'. 29% of those with personal incomes below \$15,000 strongly agree with this statement as do 29% of Pacific Peoples. This compares with 20% of Europeans and 9% of those with personal incomes over \$70,000. 31% of those who say that they are not interested in politics strongly agree with this statement.

3.5 Perceptions of list and electorate MPs

Just 38% of New Zealanders agree with the statement, 'I have a good idea about what Members of Parliament do', including 16% who strongly agree. Perceived understanding is clearly related to age, with 24% of over 60s strongly agreeing with this statement compared with 7% of under 30s.

Using the same 5 point scale where 1 means strongly agree, we asked New Zealanders to respond to statements related to the perceived roles of list and electorate MPs. These show some cynicism about the role of list MPs, although opinions were fairly evenly spread from positive to negative.



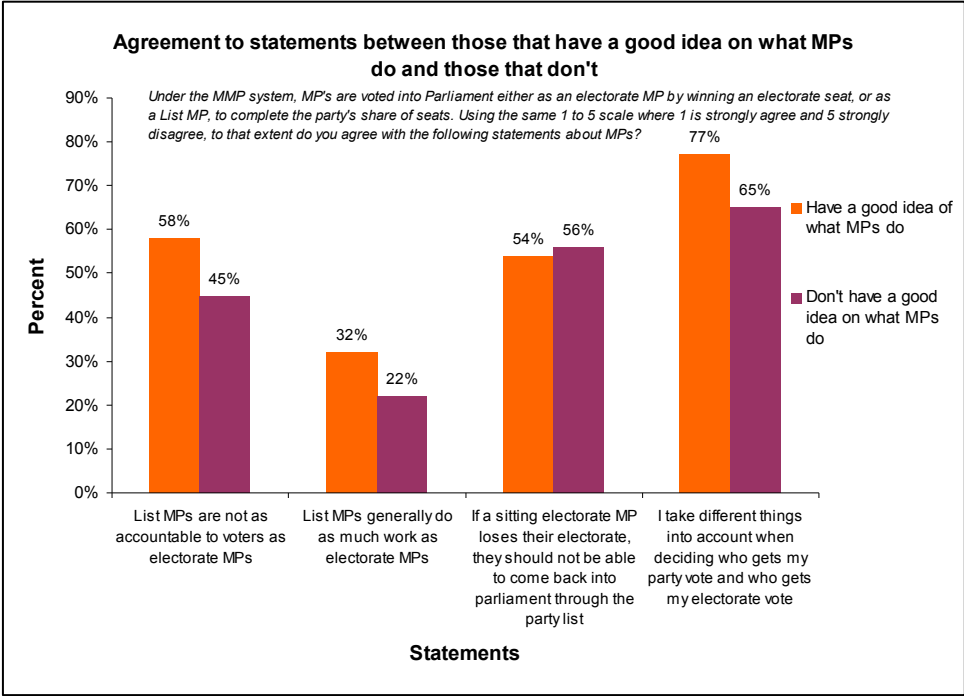
- 50% of New Zealanders strongly agree with the statement 'list MPs are not as accountable to voters as electorate MPs' ('1' or '2' out of 5) while 22% disagree. This represents a substantial drop since we last asked this question in November 2000, when 61% agreed that list MPs were not as accountable.

- On the other hand, only 27% disagree with the statement 'list MPs generally do as much work as electorate MPs' ('4' or '5' out of 5), the same as the proportion who agree with it. 46% choose either the neutral position ('3' out of 5) or say that they are unsure.
- 53% of New Zealanders agree with the suggestion that 'if a sitting electorate MP loses their electorate, they should not be able to come back into parliament through the party list', including 39% who strongly agree. 52% of those aged 60 or over strongly agree with this statement compared with 21% of under 30s, although this difference is largely due to higher proportions of under 30s choosing neutral positions. 47% of those who think that MMP is difficult to understand strongly agree with this statement.
- 71% of New Zealanders claim that they take different things into account when deciding who gets their party and electorate votes, including 48% who strongly agree with this statement. 57% of Pacific People and 57% of Māori strongly agree with this statement.

At the same time, we know that only 27% of voters actually split their votes. This suggests that many more people consider splitting their vote than actually do. The logical conclusion from this is that while many people do take different things into account when deciding who gets their party and electorate votes, these different considerations lead them to the same conclusion at present. The numbers do however suggest that there is much more potential for vote splitting than occurs at present.

Amongst those who feel that they have a good idea about what MPs do:

- 58% say that list MPs are not as accountable
- 32% say list MPs generally do as much work
- 77% claim to take different things into account for their party and electorate votes.



3.6 Non-voters

- As in the 2006 Māori Electoral Participation research we conducted for the Electoral Commission, we defined non-voters for this study as being those aged 20 or older who said that they did not vote in 2005. 18-19 year olds were excluded on the grounds that in most cases they would not have been age-eligible to vote at the time of that election (the minimum age someone who was 18 at the 2005 election would have been when the fieldwork was conducted was 19 years 10 months).
- Indications that non-voters are not disillusioned with the system include:
 - only 33% of them complain that list MP's are not accountable, compared with 53% of voters.
 - 69% of them believe that who people vote for can make a difference, while the equivalent figure amongst voters was 70%.
- The numbers suggest that non-voters are not so much disillusioned with the political system as uninterested in it and disconnected from it. Their levels of knowledge are low:
 - 33% say that they find MMP easy to understand, compared with 55% of voters. The difference here, however, is largely in the number saying that they are neutral rather than saying that they find it difficult to understand (31% of non-voters say it is difficult to understand compared with 25% of voters)
 - 53% say that they are interested in politics (7% very interested), compared with 75% of voters (17% very interested)
- In line with the fact that non-voters are less likely to say that MMP is easy to understand:
 - only 46% choose the party vote as more important (67% amongst voters)
 - 50% of them say politics is complicated (40% amongst voters)

EASE OF UNDERSTANDING MMP

Thinking about the MMP system we use for voting in general elections. How easy do you think it is for people like you to understand MMP?

	Pre-election 05* %	Post-election 05** %	Jun / Jul 07 %
Very easy	22	13	19
Easy	32	22	32
TOTAL EASY	54	35	51
Neither difficult nor easy	18	30	21
Difficult	18	18	20
Very difficult	7	16	6
TOTAL DIFFICULT	25	34	26
Unsure	3	3	2

Base: All, n=3000

* Results sourced from a TNS telephone interview pre-election survey of 900 New Zealanders aged 18 and over, conducted from 30 May to 10 June 2005.

** Results sourced from a TNS telephone interview pre-election survey of 1004 New Zealanders aged 18 and over, conducted from 18 to 30 September 2005.

MORE IMPORTANT VOTE (trendline)

From what you know and have heard, which of the two votes that you have in MMP is more important in deciding the number of MPs each party will have in parliament?

	Nov 95 %	Pre- elect- -ion 96 %	Post- elect- -ion 96 %	Oct 97 %	Oct 98 %	Pre- elect- -ion 99 %	Post- elect- -ion 99 %	Oct/ Dec 00 %	Oct/ Nov 01 %	Pre- elect- -ion 02 %	Post- elect- -ion 02 %	Oct- 03 %	Pre- elect- -ion 05 %	Post- elect- -ion 05 %	Jun / Jul 07 %
The party vote	31	70	77	55	47	58	70	58	49	55	79	50	62	55	65
The electorate vote	23	18	14	21	18	14	17	15	17	19	13	15	25	7	25
Both	-	-	-	-	-	6	5	6	9	5	2	7	6	32	3
Unsure	46	38	9	22	35	23	8	21	25	22	6	28	7	7	8

Base: All, n=3000

*Note: Surveys prior to 2005 used a slightly different question, "Just judging from what you know and have heard, which of those votes is more important in deciding the number of MPs each party will have in Parliament?", and there have been some 'tweaks' over the preceding years. Some of the changes may be due to the change in question which means people no longer have to remember the name of the vote.

HOW A PARTY CROSSES THE THRESHOLD

Party Votes are used to allocate seats in Parliament for all parties which cross the threshold. Which ONE of the following does a party have to achieve in order to cross the threshold?

	JUN/JUL 07 %
Win 5 percent of all party votes	18
Win one electorate seat	7
Win either 5 percent of all party votes or win one electorate seat	27
Win both 5 percent of all party votes and win one electorate seat	20
Unsure	27
TOTAL	100

Base: All, n=3000

INTEREST IN POLITICS

How interested would you say you are in politics?

	JUN/JUL 07 %
Very interested	16
Fairly interested	56
TOTAL INTERESTED	72
Not that interested	21
Not interested at all	7
TOTAL NOT INTERESTED	28
Unsure	-

Base: All, n=3000

STATEMENT TESTING

On a scale of 1 to 5, where 1 is strongly agree and 5 is strongly disagree, to what extent do you agree with the following statements?

	JUN/JUL 07 %							
	1 – Strongly Agree	2	TOTAL AGREE (1+2)	3	4	5 – Strongly Disagree	TOTAL DISAGREE (4+5)	Unsure
Who people vote for can make a big difference to what happens in New Zealand	48	23	71	16	7	6	13	1
Sometimes politics seems so complicated it is hard for people like me to understand what is going on	21	20	41	27	16	16	32	-
I have a good idea about what Members of Parliament generally do	16	22	38	32	16	12	28	2
Base: All, n=3000								

STATEMENT TESTING – POLITICS IS COMPLICATED (tracking)

On a scale of 1 to 5, where 1 is strongly agree and 5 is strongly disagree, to what extent do you agree with the following statements?

Sometimes politics seems so complicated it is hard for people like me to understand what is going on

	Pre- election 05 %	Jun / Jul 07 %
1 – Strongly agree	13	21
2	20	20
TOTAL AGREE	33	41
3	24	27
4	27	16
5 – Strongly disagree	16	16
TOTAL DISAGREE	43	32
Unsure	-	-

Base: All, n=3000

* Results sourced from a TNS telephone interview pre-election survey of 900 New Zealanders aged 18 and over, conducted from 30 May to 10 June 2005.

STATEMENT TESTING

Under the MMP system, MP's are voted into Parliament either as an electorate MP by winning an electorate seat, or as a List MP, to complete the party's share of seats. Using the same 1 to 5 scale where 1 is strongly agree and 5 is strongly disagree, to what extent do you agree with the following statements about MPs?

	JUN/JUL 07 %							
	1 – Strongly Agree	2	TOTAL AGREE (1+2)	3	4	5 – Strongly Disagree	TOTAL DISAGREE (4+5)	Unsure
I take different things into account when deciding who gets my party vote and who gets my electorate vote	48	23	71	13	5	7	12	3
If a sitting electorate MP loses their electorate, they should not be able to come back into parliament through the party list	39	14	53	16	14	12	26	5
List MPs are not as accountable to voters as electorate MPs	29	21	50	19	10	12	22	10
List MPs generally do as much work as electorate MPs	11	16	27	28	15	12	27	18
Base: All, n=3000								

STATEMENT TESTING – LIST MPs ARE UNACCOUNTABLE (tracking)

Under the MMP system, MP's are voted into Parliament either as an electorate MP by winning an electorate seat, or as a List MP, to complete the party's share of seats. Using the same 1 to 5 scale where 1 is strongly agree and 5 is strongly disagree, to what extent do you agree with the following statements about MPs?

List MPs are not as accountable to voters as electorate MPs

	NOV 00* %	JUN/JUL 07 %
1 – Strongly agree	35	29
2	26	21
TOTAL AGREE	61	50
3	18	19
4	9	10
5 – Strongly disagree	6	12
TOTAL DISAGREE	22	22
Unsure	6	10

Base: All, n=3000

*Note: Results sourced from the UMR survey on attitudes to MMP conducted for the Select Committee on the Electoral System, the sample for which was 750 New Zealanders aged 18 and over, conducted from 10 to 17 November 2000.

ENGAGEMENT WITH CURRENT EVENTS

Have you discussed any of these issues with your family, friends or colleagues in the last year or so?

	JUN/JUL 07 %
Quality of health services	85
The crime rate or prison sentences	82
Climate change or environmental issues	82
The future of New Zealand superannuation and Kiwisaver	82
International political events	70
Race relations	69
DISCUSSED AT LEAST ONE OF THESE ISSUES	99%
Base: All, n=3000	

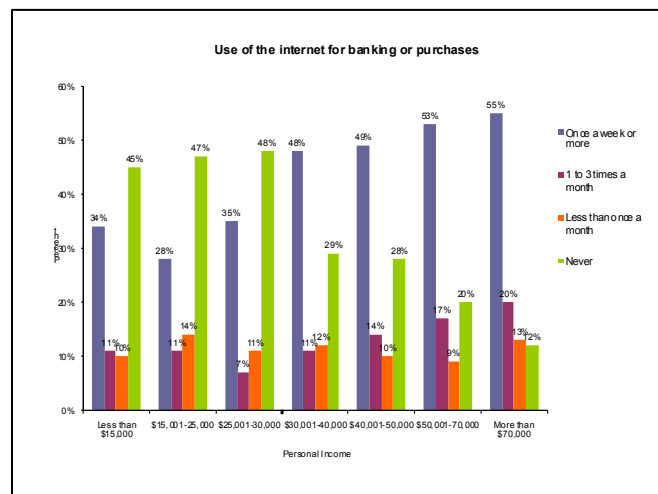
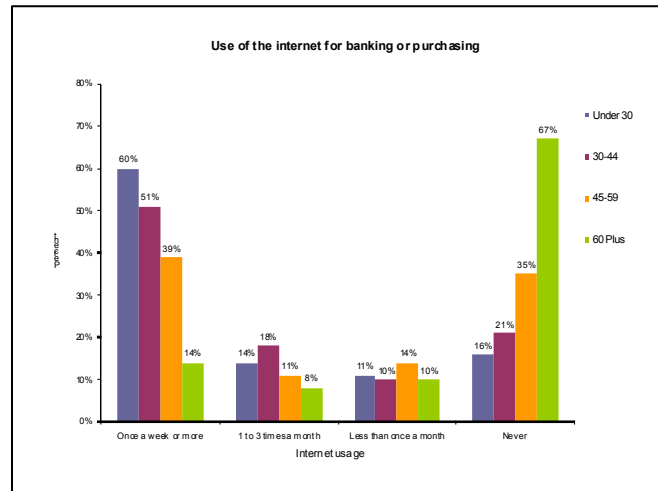
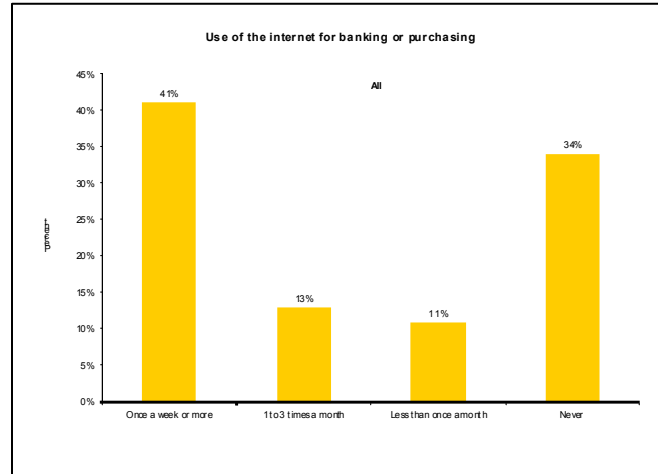
4. Online Voting

The online voting questions were included in the first two of the four omnibus surveys covered by this research (making for a total possible sample of n=1500). We asked the questions specifically related to voting of those who had previously expressed a voting preference, based on the assumption that these people were more likely to participate in elections.

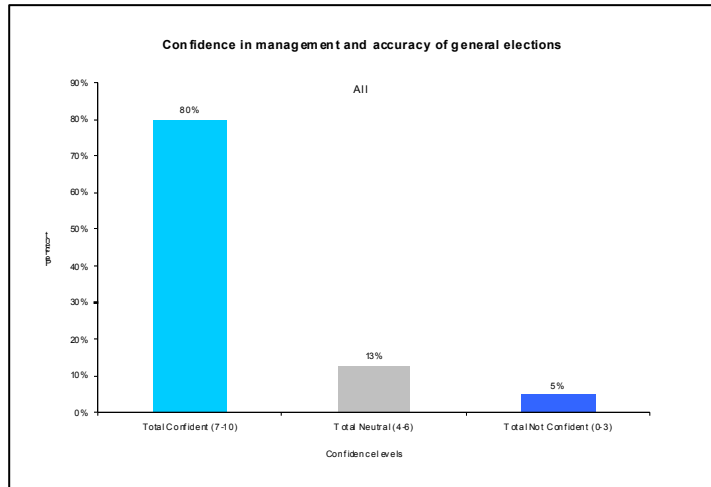
65% of New Zealanders claim that they use the internet for online banking or making online purchases at least occasionally, including 41% who say that they do it once a week or more.

- Age is a critically important factor here, with 85% of under 30s claiming to use the internet in this way compared with 32% of over 60s. Looking at narrower age bands, 87% of 25-29 year olds used the internet for online banking or purchases, compared with 18% of those aged 75 or older.
- Propensity to use internet banking or e-commerce is also strongly related to income, with \$30,000 appearing to be the 'tipping point'. 55% of those with personal incomes under \$15,000 say that they use the internet in this way, as do 53% of those earning \$25-\$30,000. Amongst those with personal incomes of \$30-\$40,000, 71% use the internet for e-commerce or banking, while amongst those with personal incomes over \$70,000 the equivalent figure is 88%.

Not surprisingly, the main reason given by those who never use the internet in this way is that they do not have access to the internet. Amongst those who use internet banking or e-commerce less than once a month, the main reason for not using it more often is concerns about safety and security.

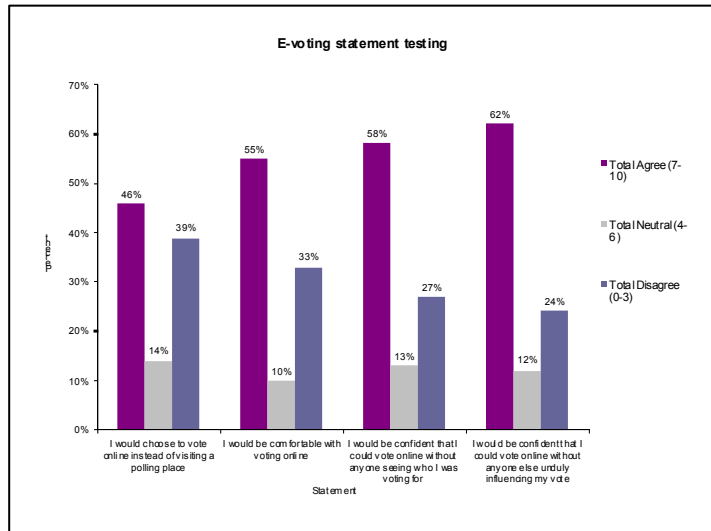


Using a scale from 0 to 10, where 10 means very confident, 80% of New Zealanders rate their confidence that general elections in New Zealand are managed fairly and vote counting is accurate as 7 or higher. 38% rate their level of confidence as 10 out of 10.



- Confidence is fairly solid across the board, although over 60s (45%) are more likely to say that they are very confident than under 30s (29%).
- 44% of men say that they are very confident about the running of New Zealand elections, compared with 32% of women.
- 45% of Asian people say that they are very confident in the way elections are run in New Zealand, compared with 37% of Māori and 38% of Europeans.

Using a 0-10 scale where 10 means strongly agree, almost a third (31%) of New Zealanders strongly agree with the statement 'I would choose to vote online instead of visiting a polling place', and 46% rate their likelihood of doing so as 7 or higher out of 10.



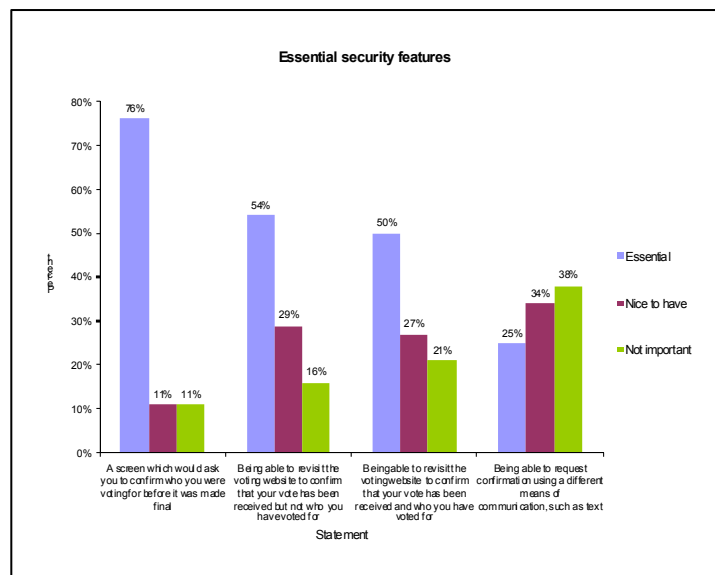
- Online voting has particular appeal to under 30s, who are of course a group traditionally associated with lower turnout. 41% strongly agree with the statement, compared with 18% of over 60s. Online voting has more appeal for 25-29 year olds (51% strongly agree) than 18-24 year olds (32% strongly agree).
- 47% of Asian respondents strongly agree with this statement, compared with 31% of Europeans and 35% of Māori.
- 46% of those who did not vote in 2005 (excluding 18-19 year olds and those who did not currently have a voting preference as this latter group were not asked these questions) strongly agreed with this statement.
- We would of course expect those who use the internet for banking and purchasing once a week or more to be more likely to use online voting. 47% of this group strongly agree with the online voting statement.

The trends for other aspects of online voting are similar (also tested using a 0-10 scale where 10 means strongly agree):

- 34% strongly agree with the statement 'I would be comfortable voting online', making for 55% who rate their agreement as 7 or higher out of 10. On the other hand, 22% strongly disagree with this statement.
- 33% strongly agree that they would be confident that they could vote online without anyone seeing who they were voting for, while 16% strongly disagree.
- 39% strongly agree that they could vote online without anyone else unduly influencing their vote, while 14% strongly disagree.
- For all three of these statements, over 60 year olds are clearly less likely than all other age groups to strongly agree. Amongst those aged 60 or over, 21% strongly agree that they would be comfortable voting online, 24% that they would be confident that they could vote online without others seeing, and 28% that they would be confident that they could vote online without others influencing them.

In terms of security systems for online voting, the most popular option is a screen which would ask voters to confirm who they were voting for before the vote was made final. 76% of those who use the internet for banking or e-commerce at least once a month regard this as essential, compared with 25% who say that being able to request confirmation using a different means of communication such as text is essential.

There is little difference in the relative appeal of two options for revisiting the voting website to confirm that their vote has been received. 54% regard being able to confirm that their vote has been received but not who they have voted for as essential, while 50% believe that being able to revisit the site and confirm who they voted for is essential. This suggests that being able to confirm who one has voted for is not as critical as being able to confirm that one has voted.



USE OF THE INTERNET FOR BANKING OR PURCHASING

How often do you use the internet for online banking or making online purchases?

	JUN 07 %
Once a week or more	41
1 to 3 times a month	13
Less than once a month	11
Never	34
Unsure	-
TOTAL	100

Base: All, n=1500

Note: Table will not sum to 100 percent due to multiple rounding's.

REASONS FOR NOT USING THE INTERNET MORE OFTEN

[Asked of those who use online banking or make online purchases less than once a month:]

Why don't you use the internet for online banking or making online purchases more often? What are your reasons?

	JUN 07 (n=169) %
Don't think it is very safe/ secure	37.3
Things restricting internet use Do not have internet access (10.1%), Internet too slow (5.9%), Not familiar with technology (4.7%), Do not have credit card (1.8%), Set-up costs (1.8%), Have to remember password (1.2%), Have old PC (0.6%), Haven't heard good things about it (0.6%)	26.7
No need for it	14.2
Prefer other methods More convenient going to bank/ shop (4.7%), Prefer tele-banking (3.6%), Prefer other methods (3.0%)	11.3
Prefer personal interaction Prefer to see person when making transactions (6.5%), Like to see what I am buying (3.0%)	9.5
Current purchasing habits My partner takes care of it (4.1%), Only use to purchase from overseas (1.8%)	5.9
Unsure	6.5

Base: 11% of respondents, those who said they use the internet for online banking and making online purchases less than once a month, n=169.

Note: Table will not sum to 100 percent due to multiple response.

REASONS FOR NEVER USING THE INTERNET

[Asked of those who never use the internet for online banking or making online purchases:]

Why don't you use the internet for online banking or making online purchases? What are your reasons?

	JUN 07 (n=511) %
Do not have internet access	35.4
Things restricting internet use Not familiar with technology (17.4%), No need for it (5.5%), Internet too slow (2.0%), Do not have credit card (1.8%), Do not have PC (1.6%), Haven't heard good things about it (1.6%), Set-up costs (0.8%), Have old PC (0.6%), Don't like using computer (0.4%), Internet unreliable (0.4%)	32.1
Do not think it is very safe/ secure	25.4
Prefer personal interaction Prefer to see person when making transactions (4.9%), Like to see what I am buying (1.0%)	5.9
Current purchasing habits My partner takes care of this (5.1%)	5.1
Prefer other methods More convenient to go to bank/ shop (1.8%), Prefer other methods (2.6%)	4.4
Unsure	2.0

Base: 34% of respondents, those who said they never use the internet for online banking and making online purchases, n=511.

Note: Table will not sum to 100 percent due to multiple response.

CONFIDENCE IN MANAGEMENT AND ACCURACY OF GENERAL ELECTIONS

Using a 0 to 10 scale, where 0 means not at all confident and 10 means very confident, how confident are you that general elections in New Zealand are managed fairly and that vote counting is accurate.

	JUN 07 %
10 – Very confident	38
9	16
8	20
7	6
TOTAL CONFIDENT (7-10)	80
6	3
5	8
4	2
TOTAL NEUTRAL (4-6)	13
3	2
2	1
1	1
0 – Not at all confident	1
TOTAL NOT CONFIDENT (0-3)	5
Unsure	1

Base: 91% of respondents, those who expressed a voting preference, i.e. did not say 'unsure', 'refused' or 'won't vote' when asked which party they would vote for if an election were held today, n=1371

Note: Table may not sum to 100 percent due to multiple rounding.

E-VOTING STATEMENT TESTING – I WOULD VOTE ONLINE

The possibility of online voting is being explored for New Zealand general elections. On election day you could choose to vote at a polling place as people do now, or do it from anywhere else as long as you had access to a computer connected to the internet.

Using a 0 to 10 scale, where 0 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements about online voting in New Zealand general elections, assuming that it would use security systems similar to internet banking and reputable online retailers?

I would choose to vote online instead of visiting a polling place

	JUN 07 %
10 – Totally agree	31
9	4
8	7
7	4
TOTAL AGREE (7-10)	46
6	3
5	9
4	2
TOTAL NEUTRAL (4-6)	14
3	3
2	4
1	8
0 – Totally disagree	24
TOTAL DISAGREE (0-3)	39
Unsure	1

Base: 91% of respondents, those who expressed a voting preference, i.e. did not say 'unsure', 'refused' or 'won't vote' when asked which party they would vote for if an election were held today, n=1371

Note: Table may not sum to 100 percent due to multiple rounding's.

E-VOTING STATEMENT TESTING – COMFORTABLE VOTING ONLINE

The possibility of online voting is being explored for New Zealand general elections. On election day you could choose to vote at a polling place as people do now, or do it from anywhere else as long as you had access to a computer connected to the internet.

Using a 0 to 10 scale, where 0 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements about online voting in New Zealand general elections, assuming that it would use security systems similar to internet banking and reputable online retailers?

I would be comfortable with voting online

	JUN 07 %
10 – Totally agree	34
9	7
8	9
7	5
TOTAL AGREE (7-10)	55
6	2
5	7
4	1
TOTAL NEUTRAL (4-6)	10
3	3
2	3
1	5
0 – Totally disagree	22
TOTAL DISAGREE (0-3)	33
Unsure	1

Base: 91% of respondents, those who expressed a voting preference, i.e. did not say 'unsure', 'refused' or 'won't vote' when asked which party they would vote for if an election were held today, n=1371

Note: Table may not sum to 100 percent due to multiple rounding's.

E-VOTING STATEMENT TESTING – CONFIDENT OF PRIVACY

The possibility of online voting is being explored for New Zealand general elections. On election day you could choose to vote at a polling place as people do now, or do it from anywhere else as long as you had access to a computer connected to the internet.

Using a 0 to 10 scale, where 0 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements about online voting in New Zealand general elections, assuming that it would use security systems similar to internet banking and reputable online retailers?

I would be confident that I could vote online without anyone seeing who I was voting for

	JUN 07 %
10 – Totally agree	33
9	8
8	12
7	5
TOTAL AGREE (7-10)	58
6	3
5	8
4	2
TOTAL NEUTRAL (4-6)	13
3	3
2	3
1	5
0 – Totally disagree	16
TOTAL DISAGREE (0-3)	27
Unsure	2

Base: 91% of respondents, those who expressed a voting preference, i.e. did not say 'unsure', 'refused' or 'won't vote' when asked which party they would vote for if an election were held today, n=1371

Note: Table may not sum to 100 percent due to multiple rounding's.

E-VOTING STATEMENT TESTING – CONFIDENT OF NO UNDULY VOTE INFLUENCE

The possibility of online voting is being explored for New Zealand general elections. On election day you could choose to vote at a polling place as people do now, or do it from anywhere else as long as you had access to a computer connected to the internet.

Using a 0 to 10 scale, where 0 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements about online voting in New Zealand general elections, assuming that it would use security systems similar to internet banking and reputable online retailers?

I would be confident that I could vote online without anyone else unduly influencing my vote

	JUN 07 %
10 – Totally agree	39
9	9
8	10
7	4
TOTAL AGREE (7-10)	62
6	2
5	8
4	2
TOTAL NEUTRAL (4-6)	12
3	3
2	4
1	3
0 – Totally disagree	14
TOTAL DISAGREE (0-3)	24
Unsure	2

Base: 91% of respondents, those who expressed a voting preference, i.e. did not say 'unsure', 'refused' or 'won't vote' when asked which party they would vote for if an election were held today, n=1371

Note: Table may not sum to 100 percent due to multiple rounding's.

ESSENTIAL SECURITY FEATURES

If you were to vote online, would you regard the following security features as essential, nice to have or not important?

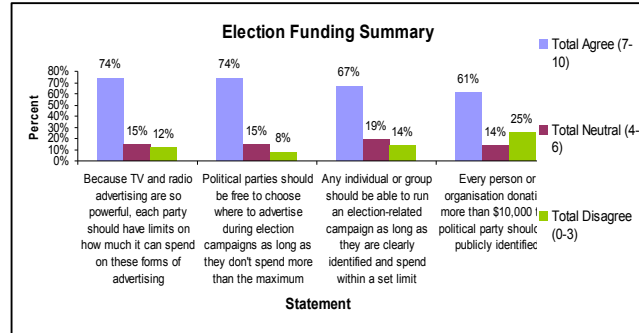
	JUN 07 %			
	Essential	Nice to have	Not important	Unsure
A screen which would ask you to confirm who you were voting for before it was made final.	76	11	11	2
Being able to revisit the voting website to confirm that your vote has been received but not who you have voted for.	54	29	16	2
Being able to revisit the voting website to confirm that your vote has been received and who you have voted for.	50	27	21	2
Being able to request confirmation using a different means of communication, such as text	25	34	38	3

Base: 66% of respondents, those who said they use the internet for online banking or making online purchases at least once a month, n=985

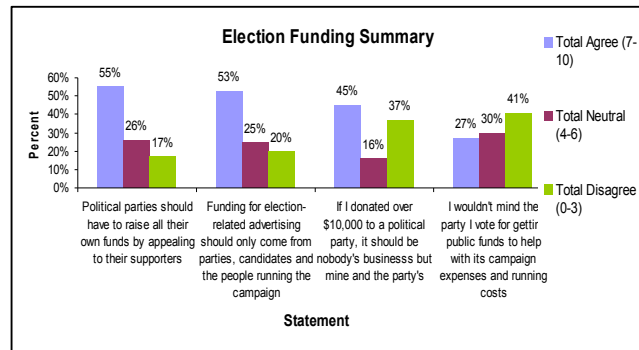
Note: Table may not sum to 100 percent due to multiple rounding's.

5. Election Funding

We tested a number of statements related to attitudes towards funding of political parties in the third and fourth of the four omnibus surveys in this report (making for a total possible sample of n=1500). All were tested using a 0 to 10 scale where 10 meant strongly agree. The use of statements that are at least partly contradictory with each other helps to point out the subtleties within the wider debate on this issue.



- Almost three quarters (74%) of New Zealanders agree (ratings of 7 or higher out of 10) with limits on how much parties should be able to spend on TV and radio advertising. At the same time, 74% rate their agreement with the statement 'political parties should be free to choose where to advertise during election campaigns as long as they don't spend more than the maximum allowed' as 7 or higher out of 10. 59% of respondents agreed with both of these statements (i.e. they were 7 or higher for both statements).



- 45% agree with the statement 'if I donated over \$10,000 to a political party, it should be nobody's business but mine and the political party'. 61% agreed with the contradictory statement 'every person or organisation donating more than \$10,000 to a political party should be publicly identified'. 18% agreed with both statements. 51% agreed with the statement in favour of public identification more than they agreed with the 'nobody's business' statement (i.e. they gave it a higher rating out of 10, even if they were only 1 point on the 0-10 scale higher).
- 27% of New Zealanders say (7 or higher out of 10) that they would be comfortable with the party they supported getting public funds to help with its campaign expenses and running costs, while 55% say that parties should have to raise all their own funds. 58% agreed with the 'parties should have to raise their own funds' statement to a greater extent than they agreed with the argument for public funding.
- 67% rate their agreement with the statement 'any individual or group should be able to run an election-related campaign as long as they are clearly identified and spend within a set limit' as 7 or higher out of 10, while 53% give equivalent ratings to 'funding for election-related advertising should only come from parties, candidates and the people running the campaign'. 41% agreed with the 'any group' statement more than they agreed with the 'funding from parties and candidates only' argument.

There are only three clear demographic trends throughout these statements, two of which could be of interest:

- Those with personal incomes over \$70,000 are less likely to say that they strongly agree with the statements in favour of restricting campaign advertising, although they are no more likely to strongly agree with statements against restrictions. 33% of those with personal incomes above \$70,000 strongly supported restrictions on campaign advertising compared with 44% of those with personal incomes of \$50-\$70,000 and 48% of those with personal incomes of \$15,000 or less. On the other hand, 23% of those with personal incomes strongly agreed that if they donated over \$10,000 to a political party it would be no-one's business but their own, compared with 20% of those with personal incomes of \$50-\$70,000 and 33% of those with personal incomes of \$15,000 or less.
- Pacific people were consistently more likely to strongly agree with the statements, even where these were contradictory (e.g. they were more likely than other groups to strongly agree that if they were to donate \$10,000 or more to a political party it would be no-one's business but their own, but were also more likely to strongly agree that everyone who donated \$10,000 or more should be publicly identified).
- The demographic trend of less interest, because it is relatively obvious, is that those who are interested in politics are more likely to have an opinion on this issue.

ELECTION FUNDING STATEMENT TESTING – SUMMARY

I am now going to ask you some questions regarding election campaigns and political party advertising. Using a scale of 0 to 10 where 0 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements?

	JUL 07 %		
	TOTAL AGREE (7-10)	TOTAL NEUTRAL (4-6)	TOTAL DISAGREE (0-3)
Because TV and radio advertising are so powerful, each party should have limits on how much it can spend on these forms of advertising	74	15	12
Political parties should be free to choose where to advertise during election campaigns as long as they don't spend more than the maximum allowed	74	15	8
Any individual or group should be able to run an election-related campaign as long as they are clearly identified and spend within a set limit	67	19	14
Every person or organisation donating more than \$10,000 to a political party should be publicly identified	61	14	25
Political parties should have to raise all their own funds by appealing to their supporters	55	26	17
Funding for election-related advertising should only come from parties, candidates and the people running the campaign	53	25	20
If I donated over \$10,000 to a political party, it should be nobody's business but mine and the party's	45	16	37
I wouldn't mind the party I vote for getting public funds to help with its campaign expenses and running costs	27	30	41
Base: All, n=1500 Note: Table may not sum to 100 percent due to multiple rounding.			

ELECTION CAMPAIGN STATEMENT TESTING – LIMITS ON TV AND RADIO ADVERTISING

I am now going to ask you some questions regarding election campaigns and political party advertising. Using a scale of 0 to 10 where 0 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements?

Because TV and radio advertising are so powerful, each party should have limits on how much it can spend on these forms of advertising

	JUL 07 %
10 – Strongly agree	44
9	8
8	15
7	7
TOTAL AGREE (7-10)	74
6	3
5	10
4	2
TOTAL NEUTRAL (4-6)	15
3	3
2	3
1	3
0 – Strongly disagree	3
TOTAL DISAGREE (0-3)	12
Unsure	1

Base: All, n=1500

Note: Table may not sum to 100 percent due to multiple rounding.

ELECTION CAMPAIGN STATEMENT TESTING – FREE TO CHOOSE WHERE TO ADVERTISE

I am now going to ask you some questions regarding election campaigns and political party advertising. Using a scale of 0 to 10 where 0 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements?

Political parties should be free to choose where to advertise during election campaigns as long as they don't spend more than the maximum allowed

	JUL 07 %
10 – Strongly agree	42
9	7
8	17
7	8
TOTAL AGREE (7-10)	74
6	4
5	8
4	3
TOTAL NEUTRAL (4-6)	15
3	2
2	2
1	2
0 – Strongly disagree	2
TOTAL DISAGREE (0-3)	8
Unsure	1

Base: All, n=1500

Note: Table may not sum to 100 percent due to multiple rounding.

ELECTION CAMPAIGN STATEMENT TESTING – MY \$10,000 DONATION SHOULD NOT BE MADE PUBLIC

I am now going to ask you some questions regarding election campaigns and political party advertising. Using a scale of 0 to 10 where 0 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements?

If I donated over \$10,000 to a political party, it should be nobody's business but mine and the party's

	JUL 07 %
10 – Strongly agree	29
9	4
8	8
7	4
TOTAL AGREE (7-10)	45
6	1
5	12
4	3
TOTAL NEUTRAL (4-6)	16
3	6
2	7
1	11
0 – Strongly disagree	13
TOTAL DISAGREE (0-3)	37
Unsure	1

Base: All, n=1500

Note: Table may not sum to 100 percent due to multiple rounding.

ELECTION CAMPAIGN STATEMENT TESTING – ALL LARGE DONORS SHOULD BE MADE PUBLIC

I am now going to ask you some questions regarding election campaigns and political party advertising. Using a scale of 0 to 10 where 0 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements?

Every person or organisation donating more than \$10,000 to a political party should be publicly identified

	JUL 07 %
10 – Strongly agree	39
9	5
8	12
7	5
TOTAL AGREE (7-10)	61
6	3
5	9
4	2
TOTAL NEUTRAL (4-6)	14
3	5
2	5
1	6
0 – Strongly disagree	9
TOTAL DISAGREE (0-3)	25
Unsure	1

Base: All, n=1500

Note: Table may not sum to 100 percent due to multiple rounding.

ELECTION CAMPAIGN STATEMENT TESTING – PUBLIC FUNDING FOR THE PARTY I VOTE FOR

I am now going to ask you some questions regarding election campaigns and political party advertising. Using a scale of 0 to 10 where 0 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements?

I wouldn't mind the party I vote for getting public funds to help with its campaign expenses and running costs

	JUL 07 %
10 – Strongly agree	12
9	2
8	7
7	6
TOTAL AGREE (7-10)	27
6	7
5	18
4	5
TOTAL NEUTRAL (4-6)	30
3	7
2	8
1	10
0 – Strongly disagree	16
TOTAL DISAGREE (0-3)	41
Unsure	2

Base: All, n=1500

Note: Table may not sum to 100 percent due to multiple rounding.

ELECTION CAMPAIGN STATEMENT TESTING – PARTIES SHOULD RAISE THEIR OWN FUNDS

I am now going to ask you some questions regarding election campaigns and political party advertising. Using a scale of 0 to 10 where 0 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements?

Political parties should have to raise all their own funds by appealing to their supporters

	JUL 07 %
10 – Strongly agree	30
9	5
8	12
7	8
TOTAL AGREE (7-10)	55
6	5
5	16
4	5
TOTAL NEUTRAL (4-6)	26
3	6
2	4
1	3
0 – Strongly disagree	4
TOTAL DISAGREE (0-3)	17
Unsure	2

Base: All, n=1500

Note: Table may not sum to 100 percent due to multiple rounding.

ELECTION CAMPAIGN STATEMENT TESTING – ANY PERSON/GROUP SHOULD BE ABLE TO RUN A CAMPAIGN

I am now going to ask you some questions regarding election campaigns and political party advertising. Using a scale of 0 to 10 where 0 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements?

Any individual or group should be able to run an election-related campaign as long as they are clearly identified and spend within a set limit

	JUL 07 %
10 – Strongly agree	35
9	6
8	16
7	10
TOTAL AGREE (7-10)	67
6	6
5	11
4	2
TOTAL NEUTRAL (4-6)	19
3	4
2	3
1	3
0 – Strongly disagree	4
TOTAL DISAGREE (0-3)	14
Unsure	2

Base: All, n=1500

Note: Table may not sum to 100 percent due to multiple rounding.

ELECTION CAMPAIGN STATEMENT TESTING – ADVERTISING FUNDING SHOULD COME FROM PARTY

I am now going to ask you some questions regarding election campaigns and political party advertising. Using a scale of 0 to 10 where 0 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements?

Funding for election-related advertising should only come from parties, candidates and the people running the campaign

	JUL 07 %
10 – Strongly agree	30
9	5
8	12
7	6
TOTAL AGREE (7-10)	53
6	4
5	16
4	5
TOTAL NEUTRAL (4-6)	25
3	6
2	5
1	4
0 – Strongly disagree	5
TOTAL DISAGREE (0-3)	20
Unsure	1

Base: All, n=1500

Note: Table may not sum to 100 percent due to multiple rounding.