

UMR Omnibus Results

May 2011

The MMP Referendum



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- This report is based on a telephone survey of a nationally representative sample of 750 New Zealanders aged 18 years or over.
- Fieldwork was conducted from 28 April – 3 May 2011 at UMR Research's national interview facility in Auckland.
- The margin of error for sample size of 750 for a 50% figure at the '95% confidence level' is $\pm 3.6\%$.
- The first two questions in this module were the same as those which will be in the referendum on the electoral system to be held in conjunction with the 2011 General Election. These questions were asked in the same way and in the same order as they will be in the referendum (with minor changes made because it was a telephone survey whereas voting is done on paper).
- An additional question was added to explore the appeal of a third option of retaining MMP but changing it. This will not be an option in the 2011 referendum, but is relevant because Simon Power has said that New Zealanders will have the option of making changes to MMP even if they decide to retain the system.

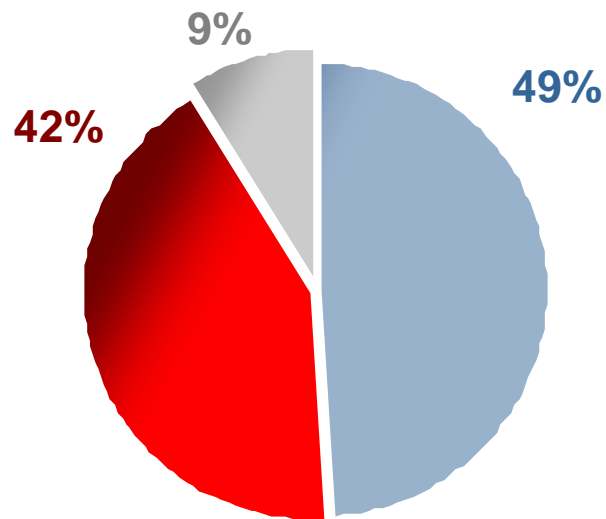
- This report is based on questions included in the UMR Nationwide Omnibus, a fortnightly telephone survey of a representative sample of n=750 New Zealanders aged 18 years or older.
 - Fieldwork was conducted between April 28th and May 3rd 2011.
 - The margin of error for a 50% figure at the 95% confidence level is $\pm 3.6\%$
- Results are tracked from the last time these questions were asked, in February 2010.
- The first two questions in the module were the same as those which will be in the referendum on the electoral system to be held in conjunction with the 2011 General Election. These questions were asked in the same way and in the same order as they will be in the referendum (with minor changes made because it was a telephone survey whereas voting is done on paper).
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- Support for changing the electoral system has waned slightly over the last year.
 - 50% now want to retain MMP (up 1% since February 2010) while 40% want to switch to another system (down 2%).
 - Support for retaining MMP is highest in Wellington (65%) and amongst under 30 year olds (64%) and lowest amongst rural residents (38%) and over 60 year olds (40%).
- When New Zealanders are given the third option of 'retaining MMP but making some changes to it' there is still significant support for some sort of change to the electoral system.
 - 34% want to retain MMP but make some changes (down 4%)
 - 26% want to keep MMP as it is (up 3%)
 - 34% want to change to another system altogether (up 2%).
- The old First Past the Post system is the clear leader amongst the four alternate systems which will be included in the referendum.
 - 40% prefer First Past the Post, the system used for elections up until 1993.
 - 17% like Single Transferable Vote (STV), the system used in Ireland and in Australia's senate.
 - 8% prefer Preferential Voting, the system used in Australia's lower house and, under its other name of Alternative Voting, the system rejected in a United Kingdom referendum last week.
 - Just 3% support Supplementary Member, the system backed by Put MMP to the Vote Campaign and by Don Brash in 2011 and John Key in 2008.
 - 32% cannot choose a system, and it seems likely that most people do not know very much about STV, Preferential Voting or Supplementary Member.

Support For The Referendum

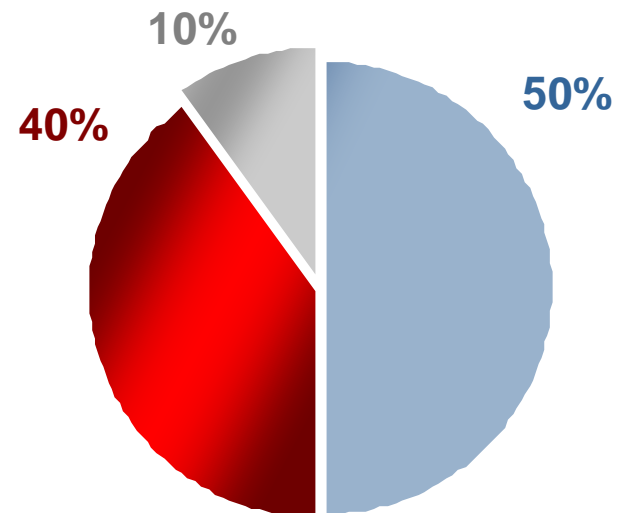
Do you think the current MMP voting system should be retained, or do you think we should change to another voting system?

Feb 2010



■ Retain MMP
■ Change voting system
■ Unsure

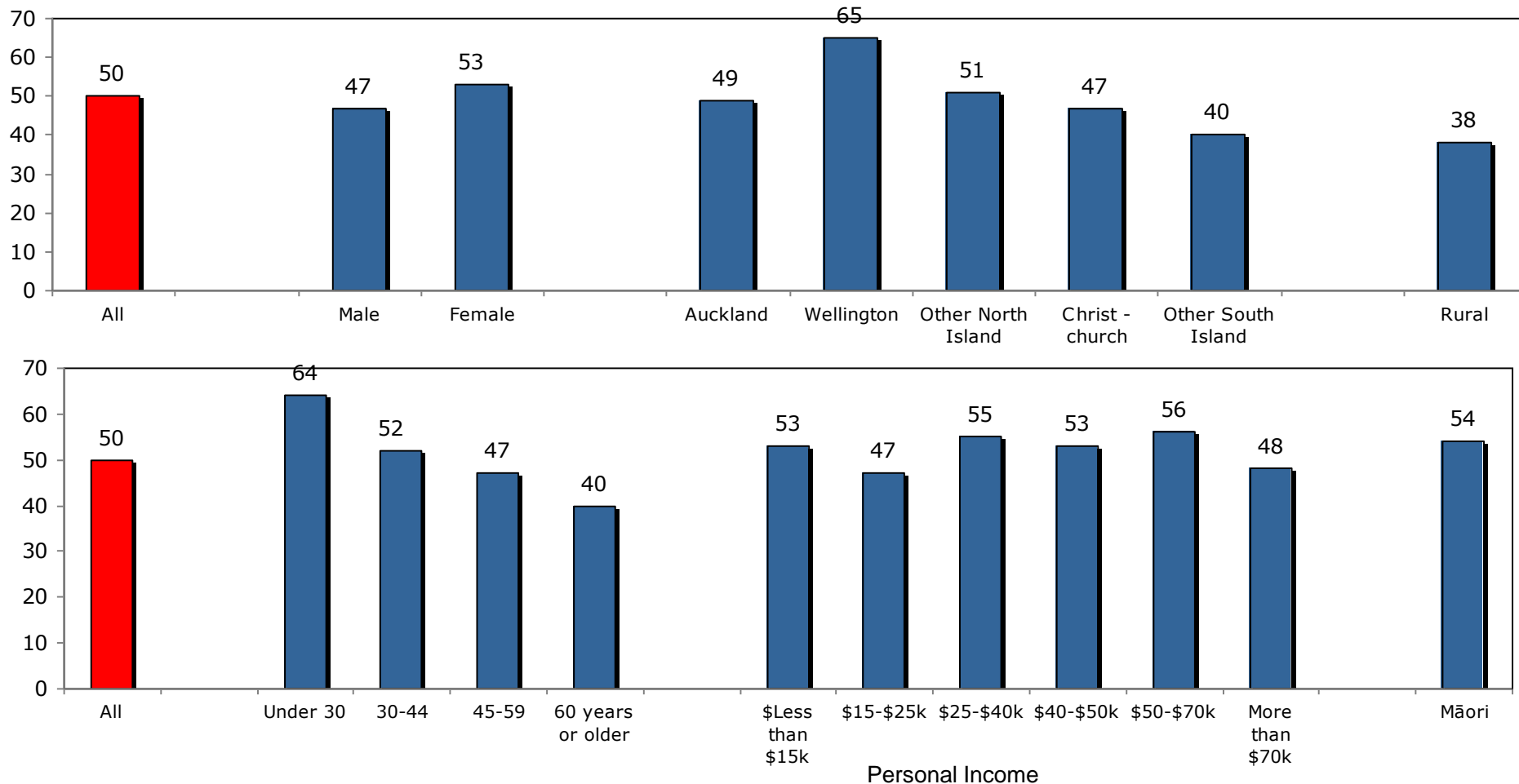
NOW



Base: All, n=750

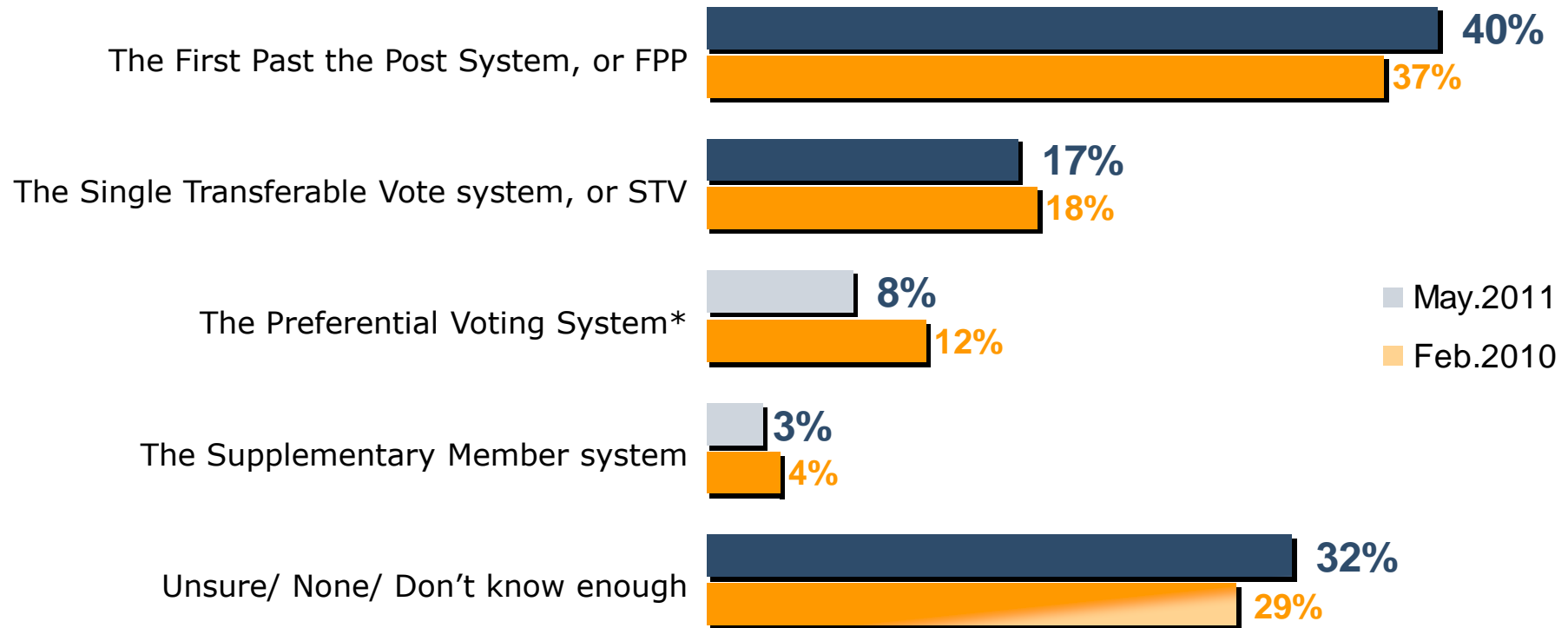
Demographic comparisons – Support for retaining MMP

Do you think the current MMP voting system should be retained, or do you think we should change to another voting system? – PERCENT WANTING TO KEEP MMP



Preferred Alternative System

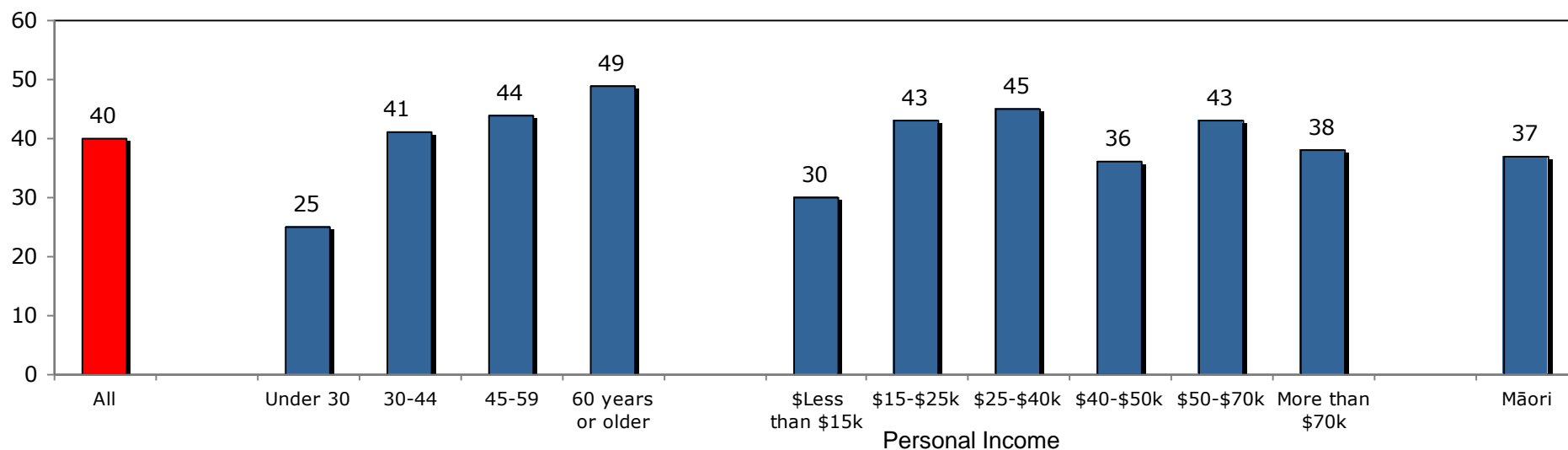
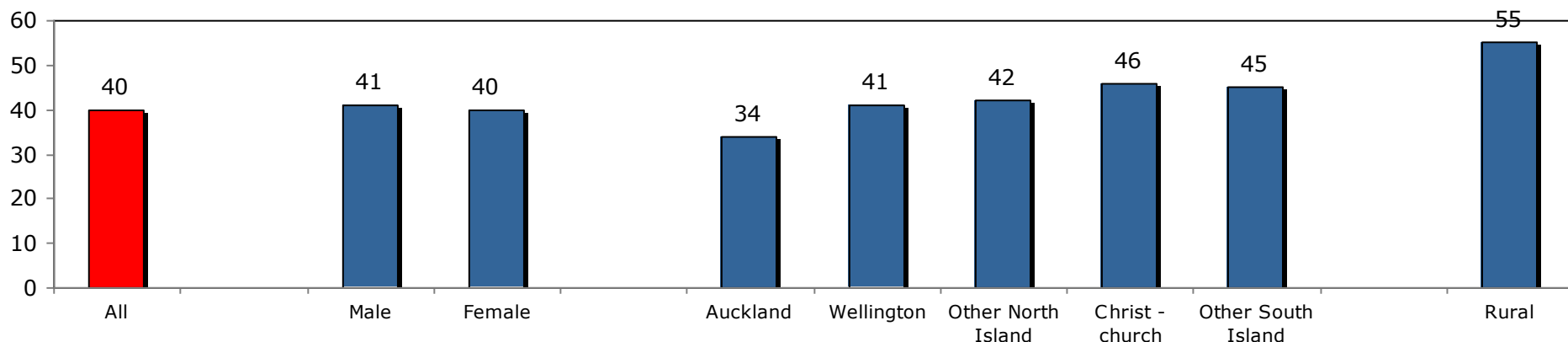
Regardless of your previous answer if there was a change to another voting system, which one of the following voting systems would you choose?



Base: All, n=750

Demographic comparisons – Support for FPP as alternative

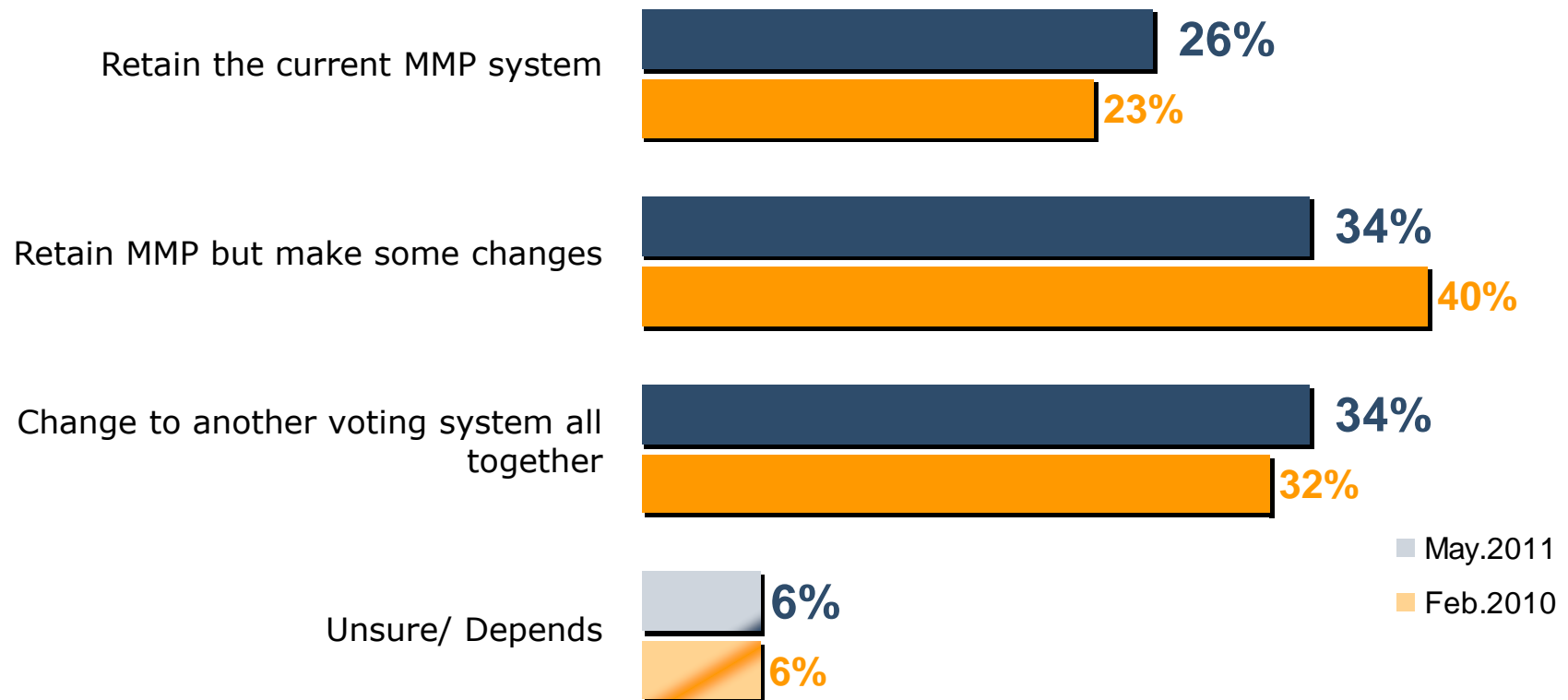
Regardless of your previous answer if there was a change to another voting system, which one of the following voting systems would you choose? – PERCENT CHOOSING FPP AS PREFERRED ALTERNATIVE



How About Changing MMP?

And which of the following three options would you prefer?

- a) Retaining the current MMP system*
- b) Retaining MMP but make some changes*
- c) Changing to another voting system all together*



Base: All, n=750

Demographic comparisons – Support for retaining MMP with some changes

Regardless of your previous answer if there was a change to another voting system, which one of the following voting systems would you choose? – PERCENT WANTING TO RETAIN MMP BUT MAKE SOME CHANGES

