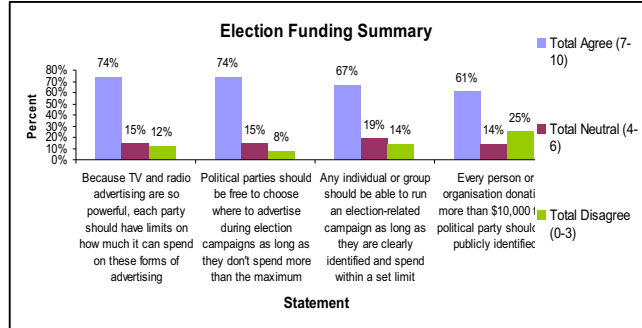
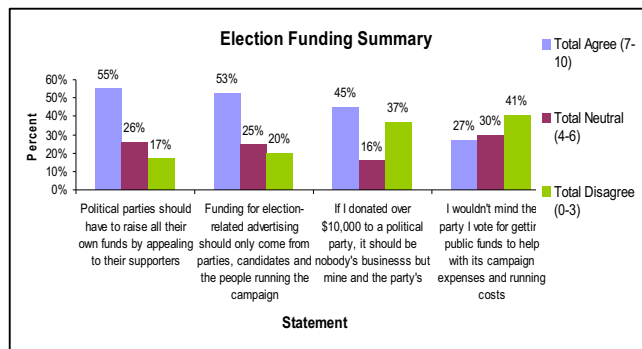


5. Election Funding

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.