

UMR Online Omnibus Results

December 2010

Wisdom of Crowds



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- ★ Results in this report are based upon questions asked in the UMR Research nation-wide online omnibus survey; this is a survey of a nationally representative sample of 1000 New Zealanders 18 years of age and over.
- ★ Fieldwork was conducted from the 20th to the 26th November 2009 and the 30th November to 14th December 2010.
- ★ The margin of error for a sample size of 1000 for a 50% figure at the '95% confidence level' is + or - 3.1%.

Political Prediction Key Findings



- ★ Towards the end of 2009, UMR asked respondents whether a number of issues or predictions would have eventuated a year later. Of the political statements, New Zealanders were generally accurate when making these predictions.
 - Of the predictions that came true, 69% of the public believed that **'the Seabed and Foreshore issue would not be resolved'**, 62% thought that **'John Key would still be an extremely popular Prime Minister'*** and 56% declared that **'A New Zealand cabinet minister will have been forced to resign because of a personal scandal'**.
 - Only 30% of the public believed **'there would be radical tax reform in the 2010 New Zealand budget'** while 43% felt there wouldn't be.
 - Of the statements that didn't come true, 43% of the public felt **'there will have been a formal split between National and one of its coalition partners, ACT or the Maori Party'** in 2010, with only 34% believing there wouldn't be.
 - Only 12% of the New Zealand public disagreed with the prediction that **'Kevin Rudd will easily win re-election and still be Australian Prime Minister'**, while 39% agreed with this (41% did not know enough to make a prediction).

- ★ UMR asked respondents for their opinion in our latest online omnibus survey of some predictions for 2011.
 - New Zealanders were generally optimistic (67%) about **'National forming a government after the 2011 general election'** in 2011.
 - More than half (55%) of the country believe **'the Government will lower the drink drink-drive blood alcohol limit from 0.08 to 0.05mg per 100ml of blood'**.
 - 39% disagreed that **'there will be a new international agreement on climate change'**, which is considerably less pessimistic than a similar statement made in the 2009 survey.
 - 51% did not believe **'The ACT party will still be in parliament after the 2011 general election'**.

* For more information on John Key's favourability, please read our annual 'Mood of the Nation' report which can be found at www.umar.co.nz/reports.php.

2009 Political Predictions



“Looking a year ahead, while it is just guesswork, do you think the following will be the case?”:

CORRECT

The Seabed and Foreshore issue will not be resolved

69%

17%

11%

3%

John Key will still be an extremely popular Prime Minister

62%

25%

7%

6%

A NZ cabinet minister will have been forced to resign because of a personal scandal

56%

20%

16%

8%

There will have been radical tax reform in 2010 NZ budget

30%

43%

20%

7%

INCORRECT

There will have been a formal split between National and one of its coalition partners, ACT or Maori

43%

34%

16%

7%

Kevin Rudd will easily win re-election and still be Australian Prime Minister

39%

12%

41%

8%

An effective international agreement on climate change to reduce worldwide emissions will be in place

19%

65%

11%

5%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Yes

No

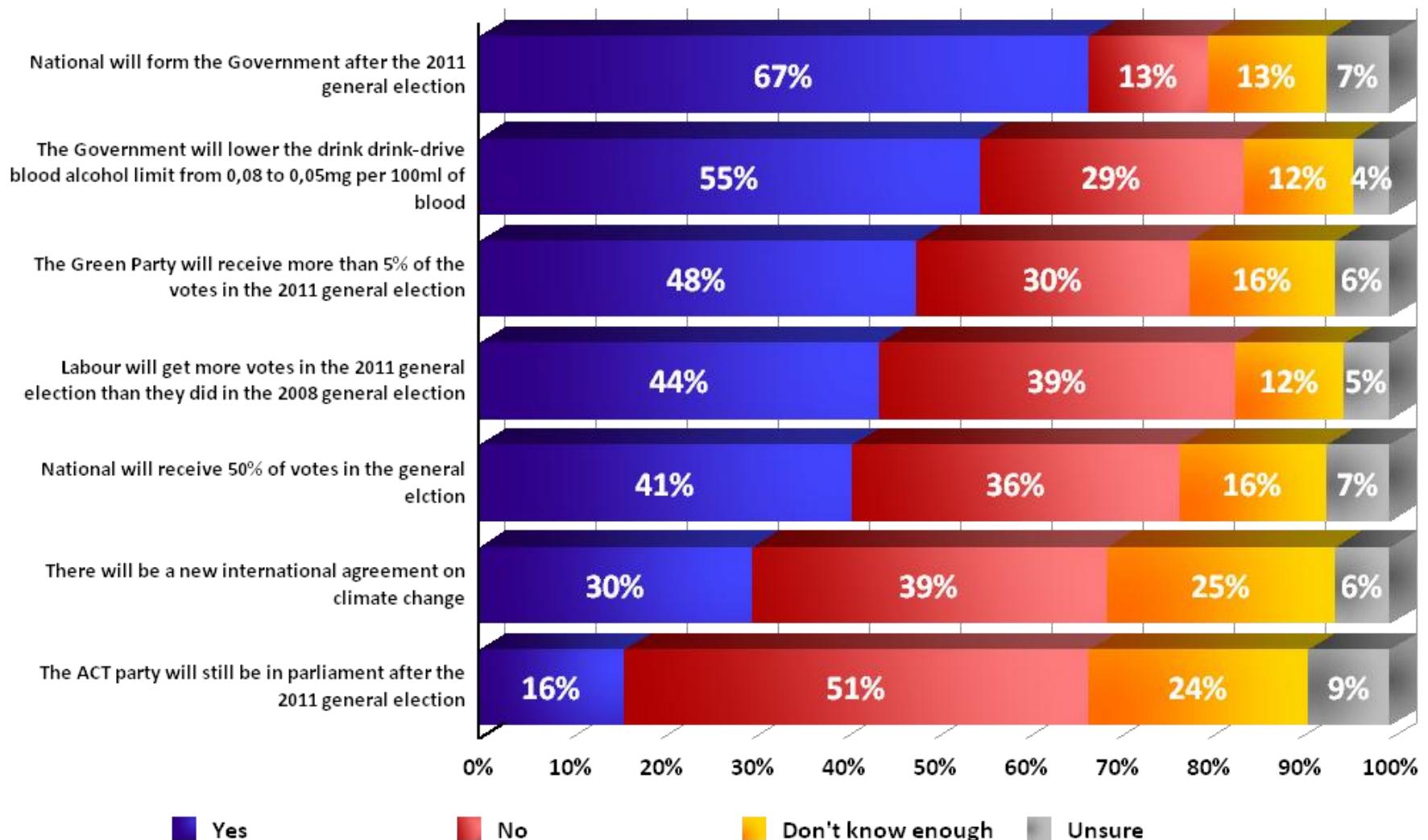
Don't know enough

Unsure

Future Political Predictions



“Looking a year ahead, while it is just guesswork, do you think the following will be the case?”:



Current Affair Prediction Key Findings



- ★ Along with political predictions, we asked a number of others ranging from international affairs to lifestyle issues at the end of 2009.
 - Nearly all New Zealanders (82%) predicted accurately that **'Osama Bin Laden will still be at large'**, while 80% felt **there would be no resolution to the war in Afghanistan'**.
 - **'Barrack Obama will still be a popular president'** was a prediction favoured by 76% of New Zealanders for 2010.
 - 51% of the public incorrectly predicted that that would be **'a new social network craze will be rivalling Facebook, Bebo, MySpace and Twitter'**, and 48% believed **'a major terrorist attack will have occurred in a Western country'**.

- ★ There was little change amongst the proportion of the public opinions over a number of repeated predictions made for 2011.
 - 77% of New Zealanders believed **'Osama Bin Laden will still be at large'** in 2011, and 50% thought **'a major terrorist attack will have occurred in a Western country'**.
 - Of the new predictions made, there were more optimists (32%) than pessimists (15%) of **'Tom Cruise and Katie Holmes will still be married'** (43% did not enough to make an opinion).

2009 Current Affairs Predictions



“Looking a year ahead, while it is just guesswork, do you think the following will be the case?”:

CORRECT

Osama Bin Laden will still be at large

82%

4%

8%

6%

There will be no resolutiuon to the war in Afghanistan

80%

11%

6%

3%

INCORRECT

Barrack Obama will still be a popular president

76%

15%

4%

5%

A new social network craze will be rivalling Facebook, Bebo, MySpace and Twitter

51%

19%

22%

8%

A major terrorist attack will have occurred in a Western country

48%

29%

13%

10%

The NZ economy will have recovered strongly from the current recession

32%

49%

12%

7%

Angelina Jolie and Brad Pitt will have split up

28%

25%

37%

10%

A major world leader will have been assassinated

25%

45%

15%

15%

Prince William will be married

20%

41%

29%

10%

A major pandemic will cost tens of thousands of lives

19%

55%

16%

10%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Yes

No

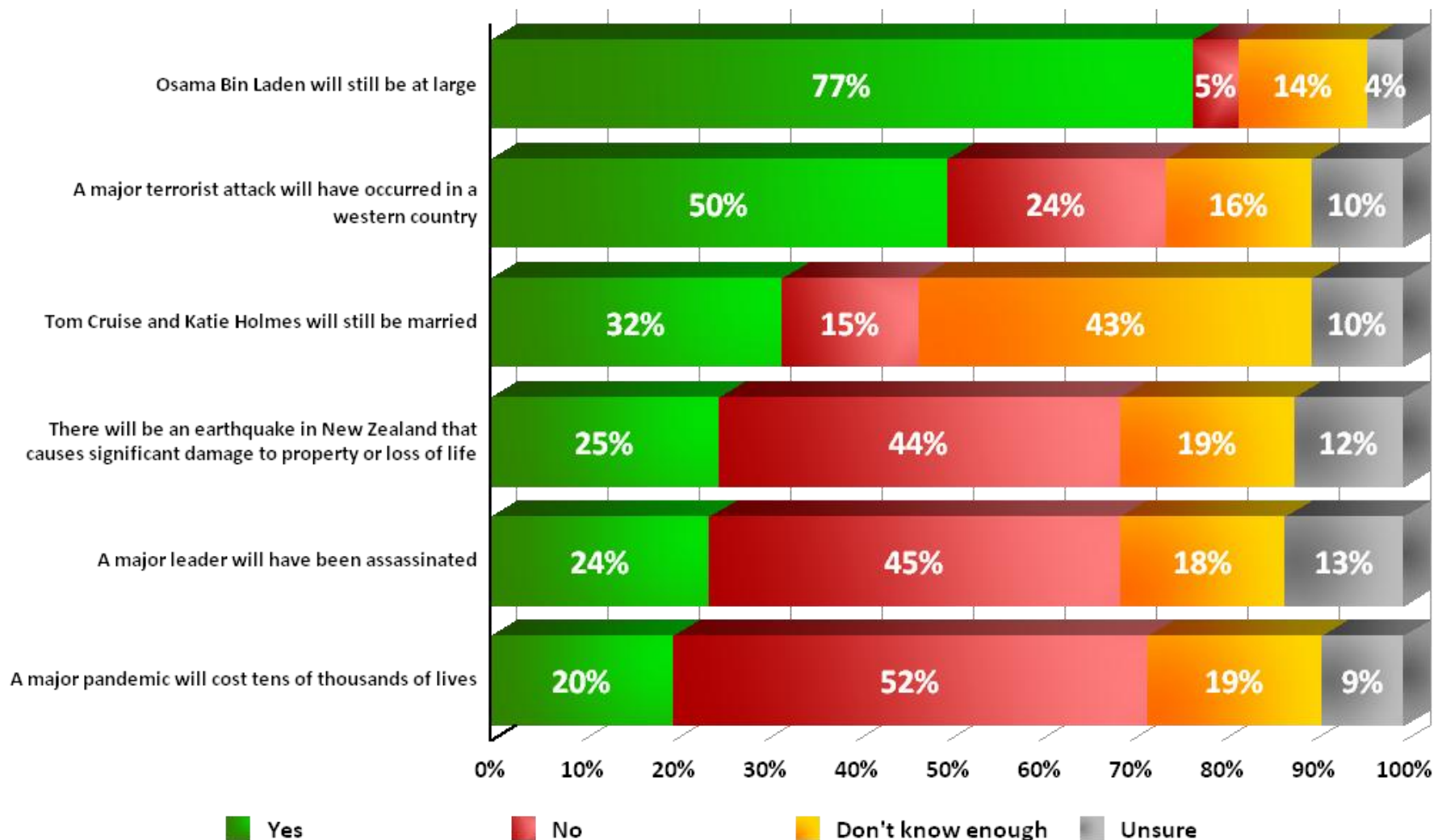
Don't know enough

Unsure

Future Current Affairs Predictions



“Looking a year ahead, while it is just guesswork, do you think the following will be the case?”:



Sports Prediction Key Findings



- ★ New Zealanders were very optimistic to a number of sporting predictions we put to respondents late in 2009 for the year ahead, unfortunately many turned out inaccurate.
 - Of those predictions made that were accurate, 78% of the public believed **‘the New Zealand All Whites would score one goal at the Football World Cup in 2010’**, which was considerably more optimistic than the 48% of respondents who believed **‘New Zealand will win the 2010 Tri-Nations’** or the 43% of respondents that thought **‘Robbie Deans would still be the head coach of the Australian Rugby Team’**.
 - 72% thought that **‘Tiger Woods would have won two out of the four golf majors’** this year compared with only 9% that correctly thought otherwise.
 - 66% of respondents also believed that **‘New Zealand would win at least one medal at the Vancouver Winter Olympics’**.

- ★ The public were also optimistic about next year’s Rugby World Cup in New Zealand.
 - 72% believed that **‘all the Rugby World Cup stadiums and facilities will be in ready in time for the start of the World Cup’**.
 - 56% of New Zealanders believe the **‘the New Zealand All Blacks will win the 2011 Rugby World Cup’**.
 - Only 20% felt that **‘the New Zealand Black Caps will make the semi-finals of the 2011 Cricket World Cup’**.

2009 Sports Predictions



“Looking a year ahead, while it is just guesswork, do you think the following will be the case?”:

CORRECT

The New Zealand All Whites will score at least 1 goal at the Football World Cup in 2010

New Zealand will win the 2010 Tri-Nations

Robbie Deans will still be head coach of the Australian Rugby Team

INCORRECT

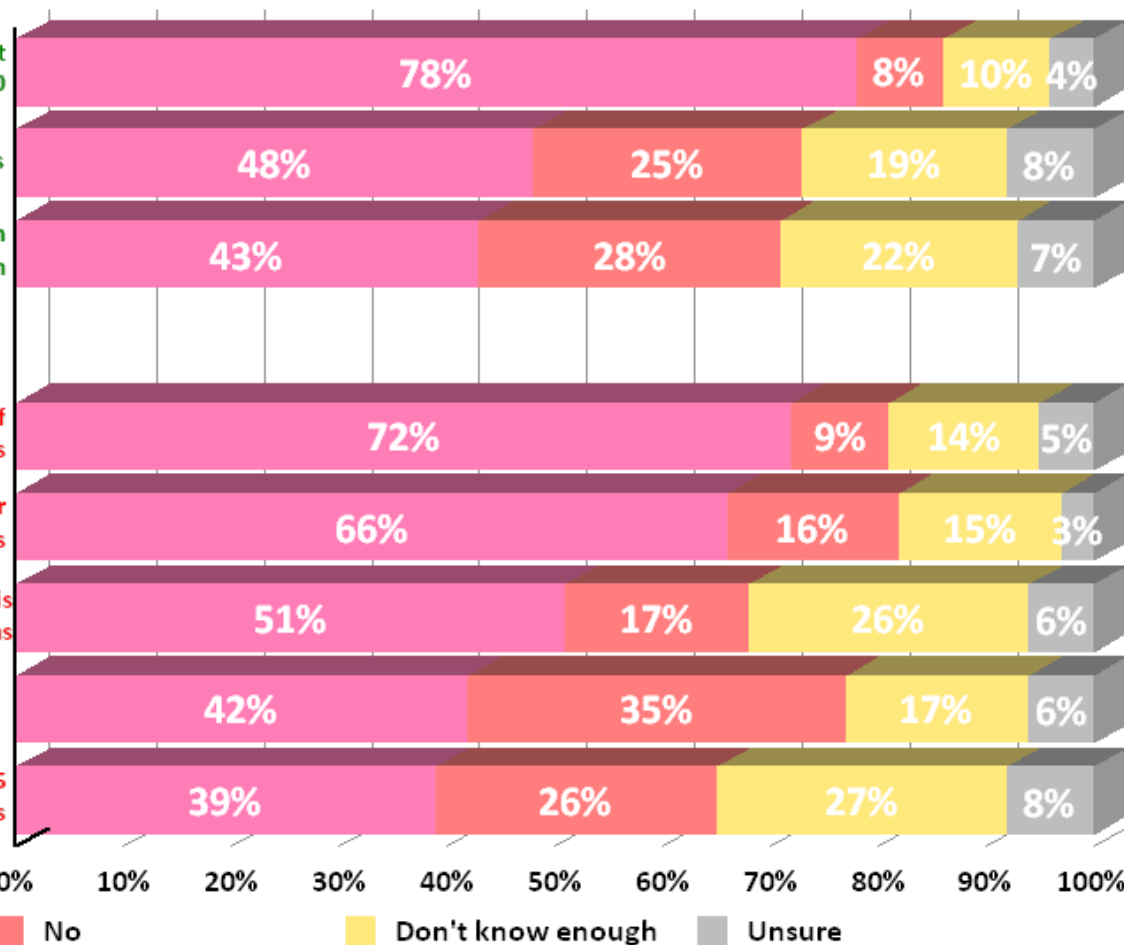
Tiger Woods will have won at least two of the four golf majors

NZ will win at least one medal at the Vancouver Winter Olympics

Roger Federer will have won at least 2 of the 4 tennis grand slams

NZ will win at least 10 golds at the Commonwealth Games in India

The men's 100 metres will have been run in under 9.5 seconds



Future Sports Predictions



“Looking a year ahead, while it is just guesswork, do you think the following will be the case?”:

