



**COLMAR  
BRUNTON**

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Brown Company

# ONE News Colmar Brunton Poll

## 12-13, 21-23 November 2016

**Attention:** Television New Zealand

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## Methodology summary

<b>CLIENT:</b>	Television New Zealand.
<b>RELEASED:</b>	Sunday 27 November 2016.
<b>POLL CONDUCTED:</b>	Interviewing took place from Saturday 12 – Sunday 13 November, and Monday 21- Wednesday 23 November 2016 <sup>1</sup> .
<b>MEDIAN FIELDWORK DAY:</b>	Sunday (50% of sample size target was reached on this day).
<b>TARGET POPULATION:</b>	Eligible New Zealand voters.
<b>SAMPLE POPULATION:</b>	Eligible New Zealand voters who live in New Zealand households that have a landline telephone.
<b>SAMPLE SELECTION:</b>	Nationwide random digit dialling of landline telephones using stratified 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. Voting eligibility is determined at the first question.
<b>SAMPLE SIZE:</b>	n = 1,010 eligible voters.
<b>SAMPLING ERROR:</b>	<p>The maximum sampling error is approximately <math>\pm 3.1\%</math>-points at the 95% confidence level. This is the sampling error for a result around 50%. Results higher and lower than 50% have a smaller sampling error. For example, results around 10% and 5% have sampling errors of approximately <math>\pm 1.9\%</math>-points and <math>\pm 1.4\%</math>-points, respectively, at the 95% confidence level.</p> <p>These sampling errors assume a simple random sample of 1,000 eligible voters.</p>
<b>INTERVIEW METHOD:</b>	Conducted by CATI (Computer Assisted Telephone Interviewing).
<b>WEIGHTING:</b>	The data have been weighted to align with Statistics New Zealand population counts for age, gender, household size and ethnic identification.
<b>REPORTED FIGURES:</b>	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. All sub-group differences listed for supplementary questions are statistically significant at the 95% confidence level.
<b>METHODOLOGY NOTES:</b>	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.

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<sup>1</sup> Fieldwork was originally scheduled for 12-16 November, but was disrupted on 14 November by a major earthquake that affected much of the South Island, Wellington, and other parts of the North Island. For this reason, remaining fieldwork was delayed until 21-23 November out of respect for those affected by the earthquakes, and in the interests of maintaining the integrity of the poll results.

This poll was conducted in accordance with the New Zealand Political Polling Code. Publication or reproduction of the results must be acknowledged as the "ONE News Colmar Brunton Poll".

## Summary of results

PARTY SUPPORT – PARTY VOTE		
<b>National Party</b>	50%	Up 2%-points from 3-7 Sep 2016
<b>Labour Party</b>	28%	Up 2%-points
<b>Green Party</b>	11%	Down 2%-points
<b>New Zealand First</b>	10%	Down 1%-point
<b>Māori Party</b>	1%	Down 1%-point

UNDECIDED VOTERS		
<b>Party Vote – Don't know or refused</b>	16%	Up 3%-points from 3-7 Sep 2016

PREFERRED PRIME MINISTER		
<b>John Key</b>	36%	Down 2%-points from 3-7 Sep 2016
<b>Andrew Little</b>	8%	Down 2%-points
<b>Winston Peters</b>	8%	Down 3%-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

### 5-23 November 2016

- The Green Party proposed a bill which would impose a 15c levy on plastic bags. Proceeds from the levy would go to non-profit charities working on waste minimisation and education. Prime Minister John Key disagreed that a tax was the best option to reduce waste from plastic bags.
- Former economist and entrepreneur Gareth Morgan launched a political party, headed by himself, called 'The Opportunities Party'. Morgan said he would gauge public reaction to his campaign before registering the party in 2017. Prime Minister John Key labelled Morgan as "super controversial".
- At the Labour Party's annual conference, Labour leader Andrew Little announced a proposal to give unemployed young people six months of full-time community work at the minimum wage. Little and Labour MP Phil Twyford spoke out against a television news reporter who was critical of the party's costing of the scheme.
- Republican nominee Donald Trump was elected as the new President of the United States of America, defeating Democrat representative Hillary Clinton. Prime Minister John Key congratulated Trump on his election, whilst the Green Party did not support a motion in parliament to send congratulations to the President-elect.
- The Government announced a change which would allow the speed limit to be increased to 110 km/h on some roads. Labour MP Stuart Nash voiced concern about the change.
- Auckland mayoral candidate Chlöe Swarbrick was recruited by the Green Party following her campaign.
- A 7.8 magnitude earthquake struck the South Island causing extensive damage in Kaikoura and other parts of North Canterbury, as well as damage and disruptions in Wellington. Prime Minister John Key cancelled a trip to Argentina and flew to Kaikoura in response to the quake. The Government implemented a relief package aimed at small and medium-sized businesses who faced difficulties following road blockages in the region. This was later extended to larger businesses who suffered large losses in revenue.
- Revenue Minister Michael Woodhouse announced that Inland Revenue would waive interest rates on late tax payments from people living in communities affected by the earthquake.
- Prime Minister John Key warned that earthquake recovery costs could delay possible tax cuts in the short term. Labour leader Andrew Little voiced opposition to tax cuts citing high debt levels, rising superannuation costs, and earthquake recovery costs.
- Calls were made by scientists and others for a better tsunami warning system in New Zealand after confusion following the earthquakes. Acting Civil Defence Minister Gerry Brownlee said an overhaul of Civil Defence was inevitable.
- The Government released a proposal for a new information sharing agreement that would target tertiary students who lie about their parents' incomes in order to receive a student allowance.
- Prime Minister John Key travelled to the APEC summit in Peru. At the summit, Key discussed the potential to re-start trade talks with Russia's President Vladimir Putin. He also raised the issue of Facebook's alleged tax avoidance with its founder, Mark Zuckerberg.
- American President-elect Donald Trump announced that he would give notice for the US to pull out of the Trans-Pacific Partnership Agreement on day one of his presidency. Prime Minister John Key expressed disappointment, but indicated the deal could go ahead without the US.
- Foreign Minister Murray McCully met informally with controversial Philippines President Rodrigo Duterte. A prominent human rights lawyer said the Government should not have allowed Duterte to enter New Zealand.

## Question order and wording

### Voting eligibility

“If a general election was held today, would you be eligible to vote?”

**NOTE:** Those not eligible to vote are excluded from the total sample size for this poll.

### 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?”

### Preferred Prime Minister

“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?”

	10-14 Oct 2015	13-17 Feb 2016	2-6 Apr 2016	28 May-2 Jun 2016	3-7 Sep 2016	12-13,21-23 Nov 2016
<b>Don't know</b>	9%	8%	10%	12%	10%	13%
<b>Refused</b>	3%	3%	3%	3%	3%	3%
<b>TOTAL</b>	<b>12%</b>	<b>11%</b>	<b>13%</b>	<b>15%</b>	<b>13%</b>	<b>16%</b>
<b>Base (n=)</b>	1,002	1,004	1,011	1,509	1,013	1,010

Based on eligible New Zealand voters.

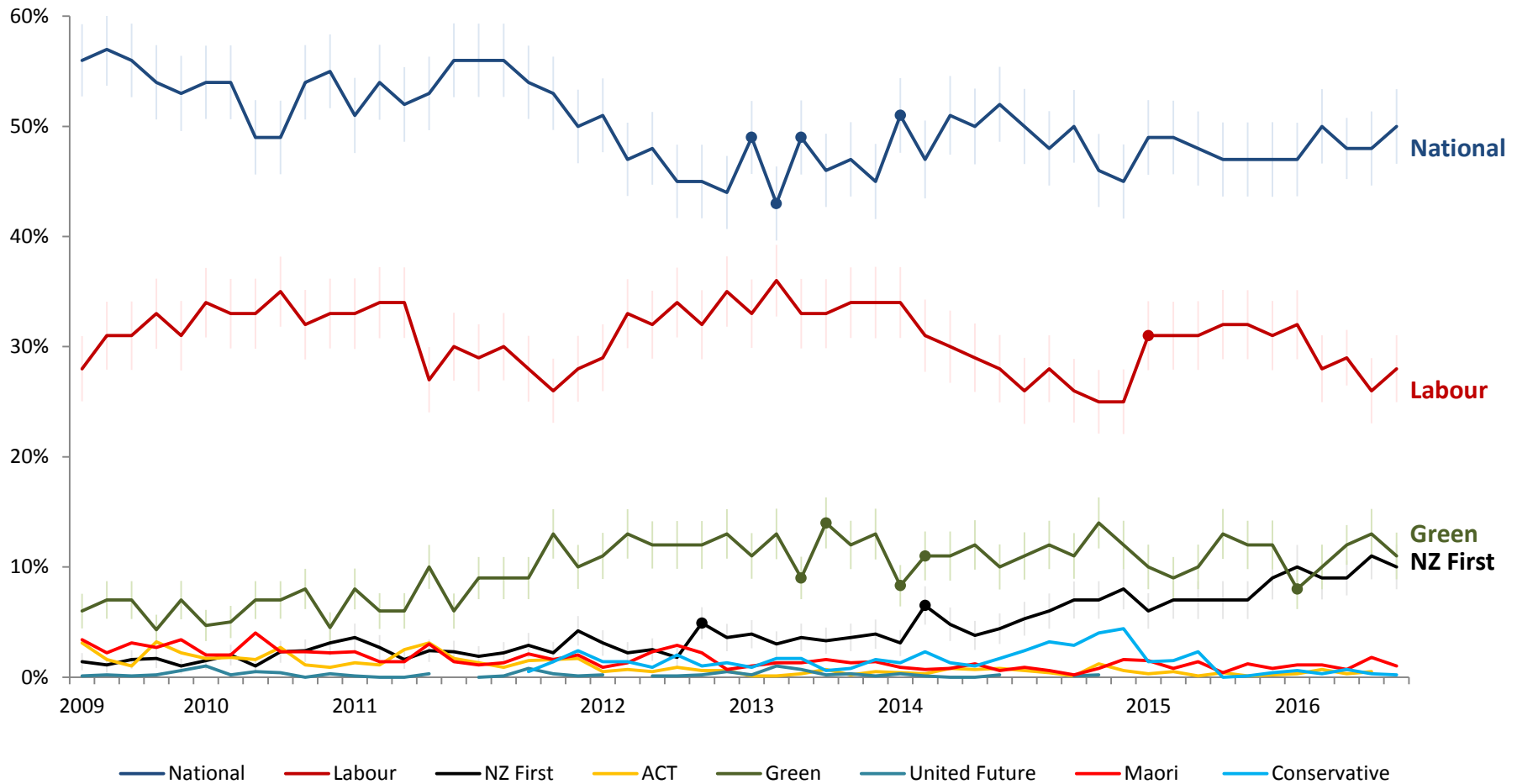
	10-14 Oct 2015	13-17 Feb 2016	2-6 Apr 2016	28 May-2 Jun 2016	3-7 Sep 2016	12-13,21-23 Nov 2016
<b>National Party</b>	47%	47%	50%	48%	48%	50%
<b>Labour Party</b>	31%	32%	28%	29%	26%	28%
<b>Green Party</b>	12%	8%	10%	12%	13%	11%
<b>New Zealand First</b>	9%	10%	9%	9%	11%	10%
<b>Māori Party</b>	0.8%	1.1%	1.1%	0.7%	1.8%	1.0%
<b>Conservative Party</b>	0.4%	0.6%	0.3%	0.7%	0.3%	0.2%
<b>United Futures</b>	-	-	-	0.1%	-	0.0%
<b>ACT Party</b>	0.2%	0.3%	0.7%	0.3%	0.5%	-
<b>Other</b>	0.5%	0.4%	0.2%	0.6%	-	0.2%
<b>TOTAL</b>	<b>101%*</b>	<b>100%</b>	<b>99%*</b>	<b>100%</b>	<b>101%*</b>	<b>100%*</b>
<b>Base (n=)</b>	832	855	841	1,245	845	839

Based on probed party supporters. \*Percentages do not add to total due to rounding.



# ONE News Colmar Brunton Poll

## Party Vote



Note: Line markers indicate significant differences from the previous poll at the 95% confidence level, and error bars display the 95% confidence interval for each National, Labour, Green and NZ First Party result. Error bars and markers are not displayed for other parties because they would be indistinguishable on the chart. Significance testing carried out back to the 2011 general Election.

## Preferred Prime Minister

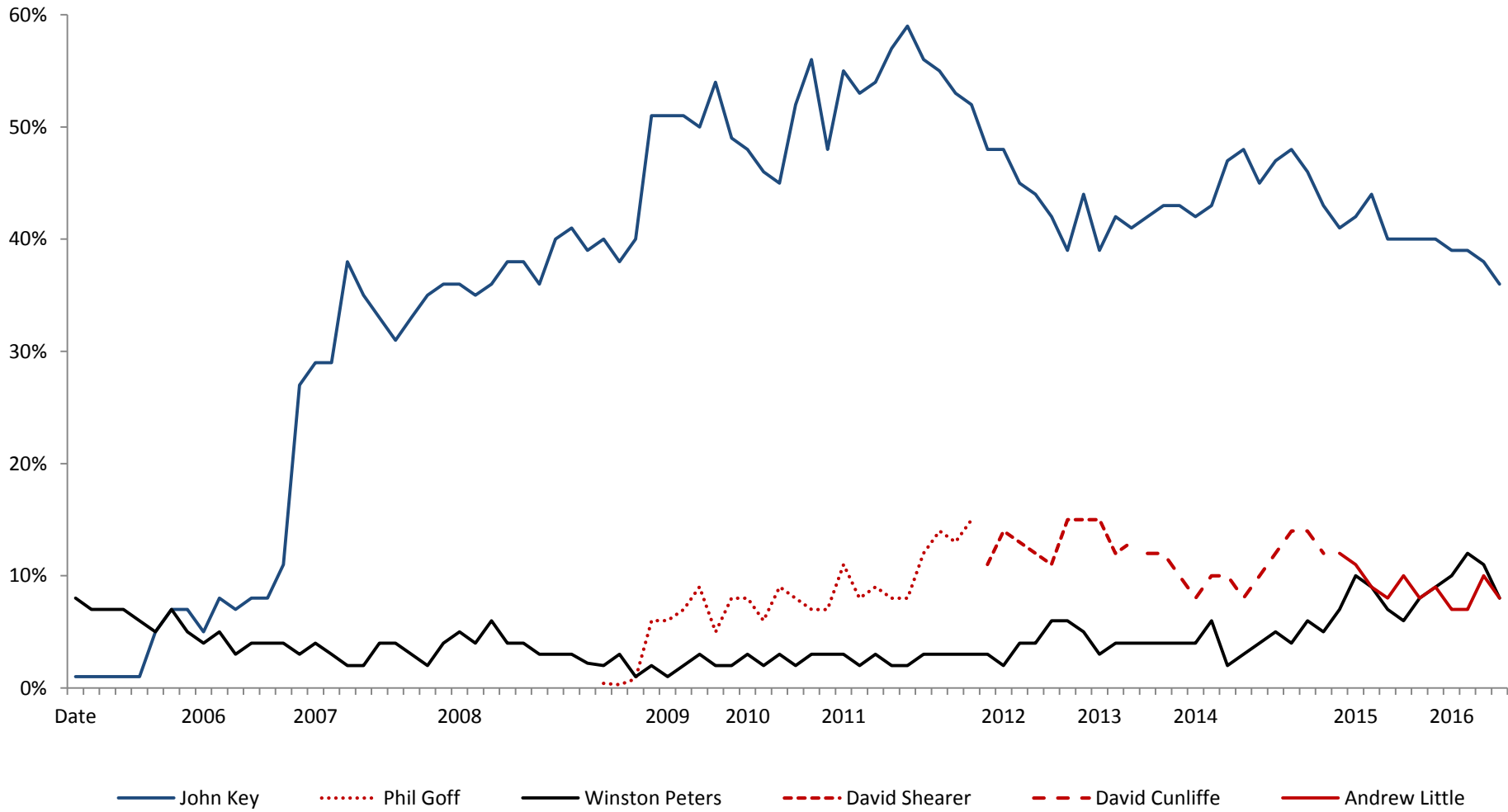
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	10-14 Oct 2015	13-17 Feb 2016	2-6 Apr 2016	28 May-2 Jun 2016	3-7 Sep 2016	12-13,21-23 Nov 2016
<b>John Key</b>	40%	40%	39%	39%	38%	36%
<b>Andrew Little</b>	8%	9%	7%	7%	10%	8%
<b>Winston Peters</b>	8%	9%	10%	12%	11%	8%
<b>Jacinda Ardern</b>	3%	2%	2%	1%	1%	1%
<b>Metiria Turei</b>	0.2%	0.5%	0.3%	0.9%	0.3%	1%
<b>Phil Goff</b>	0.7%	0.3%	0.4%	0.3%	0.6%	1%
<b>Grant Robertson</b>	0.2%	0.4%	0.6%	0.6%	0.3%	0.5%
<b>Te Ururoa Flavell</b>	0.1%	0.2%	0.2%	-	0.1%	0.4%
<b>Helen Clark</b>	0.3%	0.8%	0.7%	0.4%	0.3%	0.3%
<b>James Shaw</b>	0.4%	-	0.4%	0.4%	0.1%	0.3%
<b>Peter Dunne</b>	-	-	-	-	-	0.3%
<b>Annette King</b>	0.3%	0.3%	0.3%	0.4%	0.5%	0.2%
<b>Paula Bennett</b>	-	-	-	0.3%	0.1%	0.2%
<b>Tariana Turia</b>	0.1%	-	-	0.1%	-	0.2%
<b>Shane Jones</b>	-	0.1%	0.1%	-	-	0.1%
<b>Gerry Brownlee</b>	-	-	0.2%	-	-	0.1%
<b>Gareth Morgan</b>	-	-	-	-	-	0.1%
<b>David Shearer</b>	0.1%	0.3%	0.3%	0.6%	0.3%	0.1%
<b>Steven Joyce</b>	-	0.2%	0.1%	0.1%	-	0.1%
<b>David Cunliffe</b>	-	0.1%	-	-	0.2%	-
<b>Judith Collins</b>	-	-	0.1%	-	0.1%	-
<b>Simon Bridges</b>	-	-	0.1%	0.2%	0.1%	-
<b>Bill English</b>	-	0.1%	0.9%	0.4%	-	-
<b>Russel Norman</b>	0.1%	-	-	0.4%	-	-
<b>Pita Sharples</b>	-	-	-	0.2%	-	-
<b>Colin Craig</b>	0.2%	-	-	0.1%	-	-
<b>Stuart Nash</b>	0.1%	-	-	0.1%	-	-
<b>Trevor Mallard</b>	0.1%	-	0.2%	-	-	-
<b>Hone Harawira</b>	0.1%	-	0.1%	-	-	-
<b>David Lange</b>	-	0.2%	-	-	-	-
<b>Other</b>	1%	1%	2%	2%	2%	3%
<b>Don't know</b>	32%	32%	30%	27%	30%	34%
<b>None</b>	4%	2%	4%	4%	3%	2%
<b>Refused</b>	1%	1%	1%	2%	1%	1%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>99%*</b>	<b>98%*</b>
<b>Base (n=)</b>	1,002	1,004	1,011	1,509	1,013	1,010

Based on eligible New Zealand voters. \*Total does not sum to 100 due to rounding.

# ONE News Colmar Brunton Poll

## *Preferred Prime Minister*



## Parliamentary seat entitlement

The following table shows the parliamentary seat entitlement according to the results reported in this poll.

The table assumes United Future, ACT, New Zealand First, and the Māori Party each win one electorate seat.

	Number of seats
<b>National Party</b>	60
<b>Labour Party</b>	34
<b>Green Party</b>	13
<b>New Zealand First</b>	12
<b>Māori Party</b>	1
<b>ACT Party</b>	1*
<b>United Future New Zealand</b>	1*
<b>TOTAL</b>	<b>122</b>

\* Indicates one (or more) overhang seats

## 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.