



**COLMAR
BRUNTON**

A Millward
Brown Company

ONE News Colmar Brunton Poll

12-13, 21-23 November 2016

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Sunday 27 November 2016.
POLL CONDUCTED:	Interviewing took place from Saturday 12 – Sunday 13 November, and Monday 21- Wednesday 23 November 2016 ¹ .
MEDIAN FIELDWORK DAY:	Sunday (50% of sample size target was reached on this day).
TARGET POPULATION:	Eligible New Zealand voters.
SAMPLE POPULATION:	Eligible New Zealand voters who live in New Zealand households that have a landline telephone.
SAMPLE SELECTION:	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.
SAMPLE SIZE:	n = 1,010 eligible voters.
SAMPLING ERROR:	<p>The maximum sampling error is approximately ± 3.1%-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 ± 1.9%-points and ± 1.4%-points, respectively, at the 95% confidence level.</p> <p>These sampling errors assume a simple random sample of 1,000 eligible voters.</p>
INTERVIEW METHOD:	Conducted by CATI (Computer Assisted Telephone Interviewing).
WEIGHTING:	The data have been weighted to align with Statistics New Zealand population counts for age, gender, household size and ethnic identification.
REPORTED FIGURES:	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.
METHODOLOGY NOTES:	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.

¹ 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		
National Party	50%	Up 2%-points from 3-7 Sep 2016
Labour Party	28%	Up 2%-points
Green Party	11%	Down 2%-points
New Zealand First	10%	Down 1%-point
Māori Party	1%	Down 1%-point

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

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

ECONOMIC OUTLOOK		
Optimism	43%	Down 2%-points from 3-7 Sep 2016
Pessimism	33%	Up 2%-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
Don't know	9%	8%	10%	12%	10%	13%
Refused	3%	3%	3%	3%	3%	3%
TOTAL	12%	11%	13%	15%	13%	16%
Base (n=)	1,002	1,004	1,011	1,509	1,013	1,010

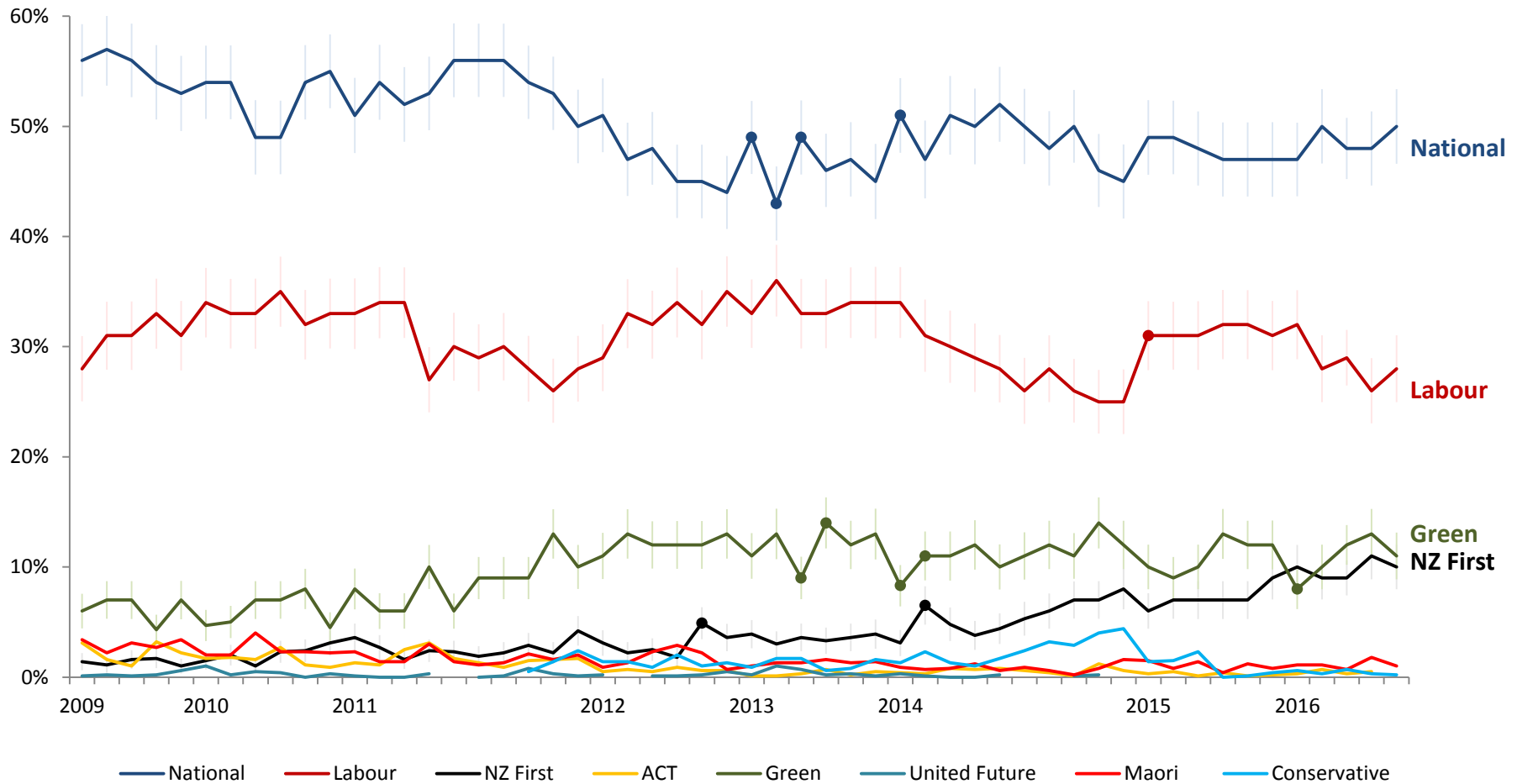
Based on eligible New Zealand voters.

	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
National Party	47%	47%	50%	48%	48%	50%
Labour Party	31%	32%	28%	29%	26%	28%
Green Party	12%	8%	10%	12%	13%	11%
New Zealand First	9%	10%	9%	9%	11%	10%
Māori Party	0.8%	1.1%	1.1%	0.7%	1.8%	1.0%
Conservative Party	0.4%	0.6%	0.3%	0.7%	0.3%	0.2%
United Futures	-	-	-	0.1%	-	0.0%
ACT Party	0.2%	0.3%	0.7%	0.3%	0.5%	-
Other	0.5%	0.4%	0.2%	0.6%	-	0.2%
TOTAL	101%*	100%	99%*	100%	101%*	100%*
Base (n=)	832	855	841	1,245	845	839

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

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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

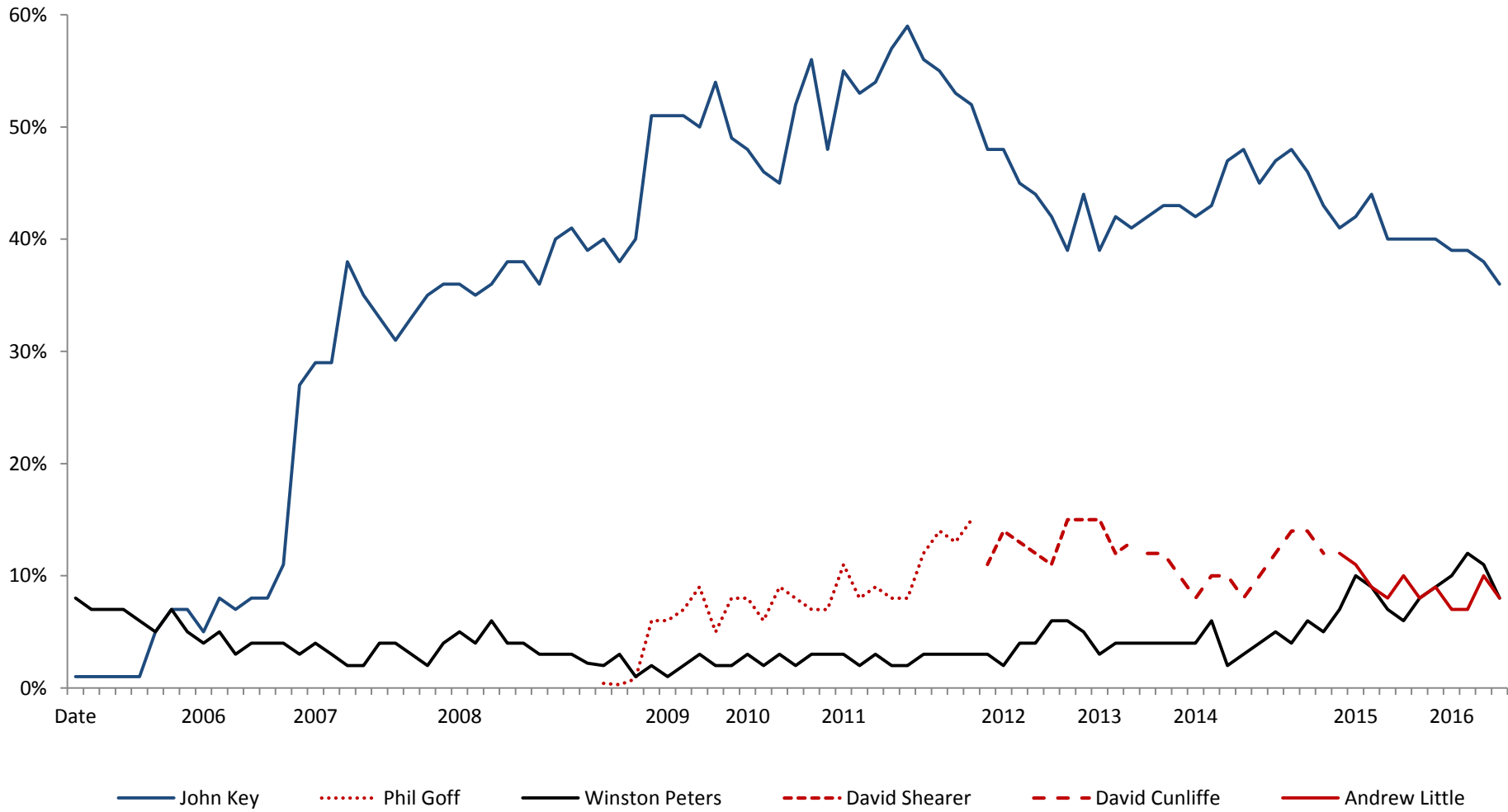
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	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
John Key	40%	40%	39%	39%	38%	36%
Andrew Little	8%	9%	7%	7%	10%	8%
Winston Peters	8%	9%	10%	12%	11%	8%
Jacinda Ardern	3%	2%	2%	1%	1%	1%
Metiria Turei	0.2%	0.5%	0.3%	0.9%	0.3%	1%
Phil Goff	0.7%	0.3%	0.4%	0.3%	0.6%	1%
Grant Robertson	0.2%	0.4%	0.6%	0.6%	0.3%	0.5%
Te Ururoa Flavell	0.1%	0.2%	0.2%	-	0.1%	0.4%
Helen Clark	0.3%	0.8%	0.7%	0.4%	0.3%	0.3%
James Shaw	0.4%	-	0.4%	0.4%	0.1%	0.3%
Peter Dunne	-	-	-	-	-	0.3%
Annette King	0.3%	0.3%	0.3%	0.4%	0.5%	0.2%
Paula Bennett	-	-	-	0.3%	0.1%	0.2%
Tariana Turia	0.1%	-	-	0.1%	-	0.2%
Shane Jones	-	0.1%	0.1%	-	-	0.1%
Gerry Brownlee	-	-	0.2%	-	-	0.1%
Gareth Morgan	-	-	-	-	-	0.1%
David Shearer	0.1%	0.3%	0.3%	0.6%	0.3%	0.1%
Steven Joyce	-	0.2%	0.1%	0.1%	-	0.1%
David Cunliffe	-	0.1%	-	-	0.2%	-
Judith Collins	-	-	0.1%	-	0.1%	-
Simon Bridges	-	-	0.1%	0.2%	0.1%	-
Bill English	-	0.1%	0.9%	0.4%	-	-
Russel Norman	0.1%	-	-	0.4%	-	-
Pita Sharples	-	-	-	0.2%	-	-
Colin Craig	0.2%	-	-	0.1%	-	-
Stuart Nash	0.1%	-	-	0.1%	-	-
Trevor Mallard	0.1%	-	0.2%	-	-	-
Hone Harawira	0.1%	-	0.1%	-	-	-
David Lange	-	0.2%	-	-	-	-
Other	1%	1%	2%	2%	2%	3%
Don't know	32%	32%	30%	27%	30%	34%
None	4%	2%	4%	4%	3%	2%
Refused	1%	1%	1%	2%	1%	1%
TOTAL	100%	100%	100%	100%	99%*	98%*
Base (n=)	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.

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Preferred 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?”

	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
Better	42%	38%	43%	42%	45%	43%
Same	25%	23%	24%	22%	24%	24%
Worse	33%	39%	33%	36%	31%	33%
TOTAL	100%	100%	100%	100%	100%	100%
Base (n=)	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

Economic Outlook



Tax on foreign buyers for residential property purchases in Auckland

“A tax has been introduced in Vancouver, Canada, to slow down foreign investment in residential property. Foreign buyers must pay an extra 15% of the purchase price in tax. The tax applies to anyone who isn’t a permanent resident or citizen of Canada, as well as companies which are controlled by foreigners. The tax does not apply to Canadians.

Would you support the introduction of a similar tax in Auckland?”

	Total Eligible New Zealand Voters
Yes	75%
No	18%
Don't know	8%
TOTAL	101%*
Base (n=)	1,010

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

Three-quarters (75%) of eligible New Zealand voters believe that New Zealand should tax foreign buyers of residential property in Auckland an extra 15% of the purchase price. Eighteen-percent do not believe this should be done, while eight-percent don't know.

Support for this proposal is 76% amongst Aucklanders.

Those more likely than average (75%) to believe that New Zealand should tax foreign buyers of residential property in Auckland an extra 15% of the purchase price are:

- Green Party supporters (87%)
- Labour Party supporters (84%)
- New Zealand Europeans (76%).

Those more likely than average (18%) to believe that New Zealand should not tax foreign buyers of residential property in Auckland an extra 15% of the purchase price are:

- Christchurch residents (28%).

Plastic bag levy

“It has been suggested that New Zealand stores should charge consumers for plastic bags. The charge would be 15 cents per bag. The purpose of the charge is to reduce the impact of plastic bags on the environment, including animals and marine life. The money raised from the charge would go towards organisations who aim to reduce waste.

Do you think introducing a charge for plastic bags is...?”²

	Total Eligible New Zealand Voters
A good idea	78%
A bad idea	19%
Don't know	3%
TOTAL	100%
Base (n=)	1,010

Based on eligible New Zealand voters.

Nearly four in five (78%) eligible New Zealand voters believe it would be a good idea for New Zealand stores to charge consumers 15c per plastic bag in order to reduce waste. Nineteen-percent think the charge would be a bad idea, while three-percent don't know.

Those more likely than average (78%) to say the plastic bag charge is a good idea are:

- Green party supporters (98%)
- those living in households with an annual household income over \$100,000 (83%)
- women (81%, vs. 74% of men).

Those more likely than average (19%) to say the plastic bag charge is a bad idea are:

- New Zealand First supporters (32%)
- those living in households with an annual household income under \$30,000 (28%)
- older people, aged 55 years and over (25%)
- men (23%, vs. 16% of women).

² The question order was rotated so approximately half of respondents were asked 'Do you think introducing a charge for plastic bags is a bad idea or a good idea?'

Impact of Trump presidency on New Zealand

“Donald Trump will be the new President of the United States. What do you think the overall impact of his presidency will be on New Zealand? Do you think it will be...”³

	Total Eligible New Zealand Voters
A good thing for New Zealand	8%
A bad thing for New Zealand	39%
Or, do you think it will make no difference to New Zealand	40%
Don't know	13%
TOTAL	100%
Base (n=)	1,010

Based on eligible New Zealand voters.

Two in five (40%) eligible New Zealand voters believe the overall impact of the Donald Trump presidency will make no difference to New Zealand. Thirty nine-percent of voters think it will be a bad thing for New Zealand, while eight-percent of voters think it will be a good thing for New Zealand, and a further 13% don't know.

Those more likely than average (39%) to say the Trump presidency will be a bad thing for New Zealand are:

- Labour Party supporters (57%)
- Green Party supporters (53%)
- middle-aged people, 35-54 years old (44%)
- women (44%, vs. 34% of men)
- New Zealand Europeans (44%).

Those more likely than average (8%) to say the Trump presidency will be a good thing for New Zealand are:

- New Zealand First supporters (24%)
- those living in households with an annual household income between \$30,001 and \$70,000 (13%).

Those more likely than average (40%) to say the Trump presidency will make no difference to New Zealand are:

- those living in households with an annual household income between \$70,001 and \$100,000 (49%)
- men (48%, vs. 33% of females)
- National Party supporters (48%).

³The question order was rotated so approximately half of respondents were asked 'Do you think it will be a bad thing for New Zealand, a good thing for New Zealand, or do you think it will make no difference to New Zealand?'

Surplus 2016

“The Government recently announced it has a surplus of 1.8 billion dollars for the year ending June 2016. This means it received more in taxes than it spent on public services. What is the single most important thing the Government should do with this surplus?⁴

	Total Eligible New Zealand Voters
Reduce taxes	17%
Increase spending on public services	48%
Reduce the national debt	31%
(NOT READ OUT) Repair recent earthquake damage/invest in infrastructure/SH1/rail links ⁵	1%
Don't know ⁶	3%
TOTAL	100%
Base (n=)	1,010

Based on eligible New Zealand voters.

Nearly half (48%) of eligible New Zealand voters believe the single most important thing the Government should do with the 1.8 billion dollar surplus accumulated to June 2016 is increase spending on public services. Thirty one-percent believe the Government should reduce the national debt, and 17% think they should reduce taxes. Three-percent of voters don't know or believe the Government should do other things, while one-percent specifically mention repairing earthquake damage.

Those more likely than average (48%) to say the single most important thing the Government should do with the 2016 surplus is increase spending on public services are:

- Labour Party supporters (61%)
- Wellington residents (60%)
- those living in household with an annual household income over \$100,000 (56%)
- middle-aged people, 35-54 years old (52%).

Those more likely than average (31%) to say the single most important thing the Government should do with the 2016 surplus is reduce the national debt are:

- National Party supporters (39%)
- men (38% vs. 26% of women)
- New Zealand Europeans (35%).

Those more likely than average (17%) to say the single most important thing the Government should do with the 2016 surplus is reduce taxes are:

- Asians (33%)
- Auckland residents (24%).

⁴ The question order was rotated so approximately one third of respondents were read the responses in the order 'increase spending on public services, reduce the national debt, reduce taxes', while the remaining third were read the responses in the order 'reduce the national debt, reduce taxes, increase spending on public services'.

⁵ This code was added following the earthquake of 14 November, and only responses collected between 21-23 November were coded to this option

⁶ Any other mentions of uses for the surplus were coded to 'Don't know', as well as 'Don't know' responses

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
National Party	60
Labour Party	34
Green Party	13
New Zealand First	12
Māori Party	1
ACT Party	1*
United Future New Zealand	1*
TOTAL	122

* 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.