



**COLMAR  
BRUNTON**

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Brown Company

# ONE News Colmar Brunton Poll

## 18-22 March 2017

**Attention:** Television New Zealand

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## Methodology summary

<b>CLIENT:</b>	Television New Zealand.
<b>RELEASED:</b>	Sunday 26 March 2017.
<b>POLL CONDUCTED:</b>	Interviewing took place from Saturday 18 March – Wednesday 22 March 2017.
<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 = 1,003 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.

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	46%	Steady from 11-15 Feb 2017
Labour Party	30%	Steady
Green Party	11%	Steady
New Zealand First	8%	Down 3%-points
Māori Party	4%	Up 3%-points

UNDECIDED VOTERS		
Party Vote – Don't know or refused	14%	Down 1%-point from 11-15 Feb 2017

PREFERRED PRIME MINISTER		
Bill English	26%	Down 5%-points from 11-15 Feb 2017
Winston Peters	9%	Up 1%-point
Jacinda Ardern	9%	Up 5%-points
Andrew Little	7%	Steady

ECONOMIC OUTLOOK		
Optimism	46%	Down 2%-points from 11-15 Feb 2017
Pessimism	26%	Up 4%-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

### 7-22 March 2017

- Prime Minister Bill English announced the National Party's new superannuation policy. The new policy would see the retirement age raised from 65 to 67, phasing in the changes from July 2037. The policy would also see changes to the residency requirements for superannuation.
- MP Jacinda Ardern was announced as the Labour Party's deputy leader, replacing Annette King who retired from politics.
- A bill bringing the Government Communications Security Bureau (GCSB) under the same laws and warranting regime as the New Zealand Security Intelligence Service (SIS) was passed in parliament. The change allows for the GCSB, the Government's foreign intelligence agency, to surveil New Zealanders. The law changes were supported by all major parties except the Green Party.
- The Organisation for Economic Co-operation and Development (OECD) released its third environmental performance review report. The report suggested New Zealand's growth model is starting to show its environmental limits with increasing greenhouse gas emissions and water pollution.
- The Productivity Commission released a report documenting its inquiry into new models of tertiary education. The report made several recommendations including: better quality control and self-accreditation for strong performers; making it easier for students to transfer between courses; abolishing University Entrance; better careers education for young people; enabling tertiary institutions to own and control their assets; making it easier for new providers to enter the system; and facilitating more and faster innovation by tertiary education providers.
- The Whanganui River was deemed a legal person as part of an unprecedented Waitangi Treaty settlement claim.
- The Abortion Supervisory Committee (ASC) suggested the current Contraception, Sterilisation and Abortion Act (passed in 1977) be updated. Justice Minister Amy Adams announced that the laws would not be changed. Changes were supported by the Labour Party, the Green Party, and the ACT party.
- The Opportunities Party announced a policy that would see New Zealanders aged over 65 and families with children under three receive a Government pay out of \$200 a week.
- The Government said it would not ban bottled freshwater exports from New Zealand in response to nationwide protests. A 15,000 signature petition calling for a moratorium on bottled water exports was supported by the Labour Party, the Green Party, New Zealand First, and the Māori Party.
- Labour Leader Andrew Little suggested New Zealand should investigate excluding unvaccinated children from childcare centres.
- The first select committee hearing was held on the Government's plan to transfer the responsibility for fluoridating water from councils to district health boards (DHBs).
- Gareth Morgan officially registered The Opportunities Party with the Electoral Commission.
- Former Prime Minister John Key officially left parliament.

## 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?”

	2-6 Apr 2016	28 May-2 Jun 2016	3-7 Sep 2016	12-13,21-23 Nov 2016	11-15 Feb 2017	18-22 March 2017
<b>Don't know</b>	10%	12%	10%	13%	12%	10%
<b>Refused</b>	3%	3%	3%	3%	3%	4%
<b>TOTAL</b>	<b>13%</b>	<b>15%</b>	<b>13%</b>	<b>16%</b>	<b>15%</b>	<b>14%</b>
<b>Base (n=)</b>	1,011	1,509	1,013	1,010	1,003	1,003

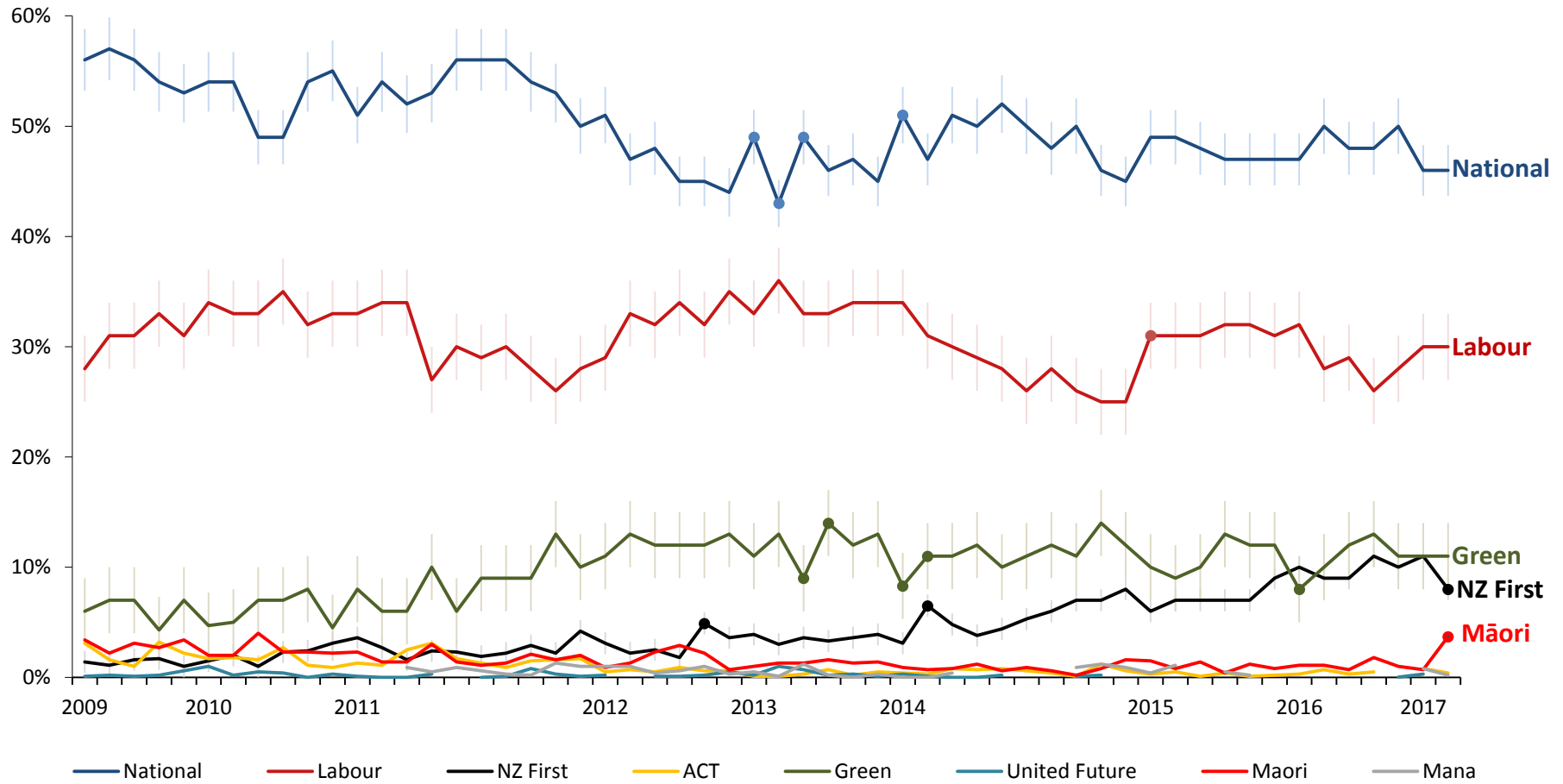
Based on eligible New Zealand voters.

	2-6 Apr 2016	28 May-2 Jun 2016	3-7 Sep 2016	12-13,21-23 Nov 2016	11-15 Feb 2017	18-22 March 2017
<b>National Party</b>	50%	48%	48%	50%	46%	46%
<b>Labour Party</b>	28%	29%	26%	28%	30%	30%
<b>Green Party</b>	10%	12%	13%	11%	11%	11%
<b>New Zealand First</b>	9%	9%	11%	10%	11%	8%
<b>Māori Party</b>	1.1%	0.7%	1.8%	1.0%	0.7%	3.7%
<b>The Opportunities Party**</b>						0.4%
<b>ACT Party</b>	0.7%	0.3%	0.5%	-	0.8%	0.4%
<b>Conservative Party</b>	0.3%	0.7%	0.3%	0.2%	0.2%	0.3%
<b>Internet Party</b>	0.2%	-	-	-	-	0.3%
<b>Mana Party</b>	-	-	-	-	0.8%	0.2%
<b>Ban 1080</b>	-	-	-	-	-	0.2%
<b>Democrats for Social Credit</b>	-	0.1%	-	-	-	0.1%
<b>United Future</b>	-	0.1%	-	-	0.3%	-
<b>Other</b>	0.2%	0.6%	-	0.2%	-	-
<b>TOTAL</b>	<b>99%*</b>	<b>100%</b>	<b>101%*</b>	<b>100%*</b>	<b>101%*</b>	<b>101%*</b>
<b>Base (n=)</b>	841	1,245	845	839	808	808

Based on probed party supporters. \*Percentages do not add to total due to rounding. \*\*The Opportunities Party was registered on the 8<sup>th</sup> March 2017

# 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

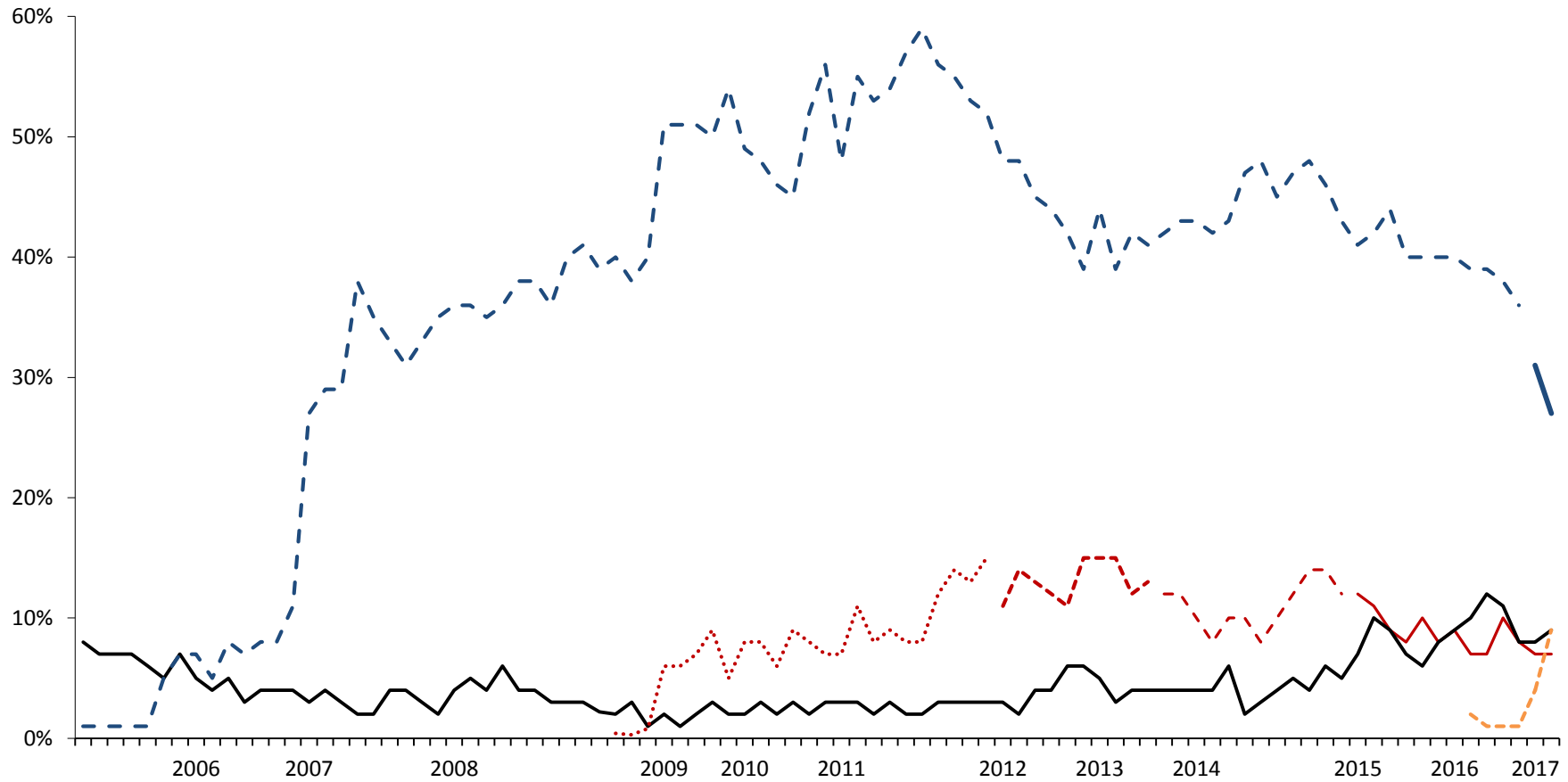
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	2-6 Apr 2016	28 May-2 Jun 2016	3-7 Sep 2016	12-13,21-23 Nov 2016	11-15 Feb 2017	18-22 March 2017
<b>Bill English</b>	0.9%	0.4%	-	-	31%	26%
<b>Winston Peters</b>	10%	12%	11%	8%	8%	9%
<b>Jacinda Ardern</b>	2%	1%	1%	1%	4%	9%
<b>Andrew Little</b>	7%	7%	10%	8%	7%	7%
<b>John Key</b>	39%	39%	38%	36%	2%	2%
<b>Paula Bennett</b>	-	0.3%	0.1%	0.2%	0.5%	1%
<b>James Shaw</b>	0.4%	0.4%	0.1%	0.3%	0.3%	0.5%
<b>Phil Goff</b>	0.4%	0.3%	0.6%	1%	-	0.4%
<b>Metiria Turei</b>	0.3%	0.9%	0.3%	1%	2%	0.4%
<b>Helen Clark</b>	0.7%	0.4%	0.3%	0.3%	0.3%	0.4%
<b>David Cunliffe</b>	-	-	0.2%	-	0.6%	0.3%
<b>Steven Joyce</b>	0.1%	0.1%	-	0.1%	0.4%	0.3%
<b>Hone Harawira</b>	0.1%	-	-	-	-	0.3%
<b>Peter Dunne</b>	-	-	-	0.3%	-	0.2%
<b>Grant Robertson</b>	0.6%	0.6%	0.3%	0.5%	0.2%	0.1%
<b>David Parker</b>	0.1%	0.1%	-	-	-	0.1%
<b>Judith Collins</b>	0.1%	-	0.1%	-	0.4%	0.1%
<b>Annette King</b>	0.3%	0.4%	0.5%	0.2%	0.6%	0.1%
<b>David Shearer</b>	0.3%	0.6%	0.3%	0.1%	0.1%	<0.1%
<b>Russel Norman</b>	-	0.4%	-	-	0.2%	-
<b>Te Ururoa Flavell</b>	0.2%	-	0.1%	0.4%	0.1%	-
<b>Shane Jones</b>	0.1%	-	-	0.1%	0.1%	-
<b>Tariana Turia</b>	-	0.1%	-	0.2%	0.1%	-
<b>Gareth Morgan</b>	-	-	-	0.1%	0.1%	-
<b>Trevor Mallard</b>	0.2%	-	-	-	0.1%	-
<b>Gerry Brownlee</b>	0.2%	-	-	0.1%	-	-
<b>Simon Bridges</b>	0.1%	0.2%	0.1%	-	-	-
<b>Pita Sharples</b>	-	0.2%	-	-	-	-
<b>Colin Craig</b>	-	0.1%	-	-	-	-
<b>Stuart Nash</b>	-	0.1%	-	-	-	-
<b>Other</b>	2%	2%	2%	3%	3%	2%
<b>Don't know</b>	30%	27%	30%	34%	36%	37%
<b>None</b>	4%	4%	3%	2%	4%	3%
<b>Refused</b>	1%	2%	1%	1%	1%	1%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>99%*</b>	<b>98%*</b>	<b>102%*</b>	<b>101%*</b>
<b>Base (n=)</b>	1,011	1,509	1,013	1,010	1,003	1,003

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

# ONE News Colmar Brunton Poll

## *Preferred Prime Minister*



— Bill English — Andrew Little — Winston Peters — Jacinda Ardern - - John Key - - - David Cunliffe - - - David Shearer ..... Phil Goff

## 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?”

	2-6 Apr 2016	28 May-2 Jun 2016	3-7 Sep 2016	12-13,21-23 Nov 2016	11-15 Feb 2017	18-22 March 2017
<b>Better</b>	43%	42%	45%	43%	48%	46%
<b>Same</b>	24%	22%	24%	24%	30%	28%
<b>Worse</b>	33%	36%	31%	33%	22%	26%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Base (n=)</b>	1,011	1,509	1,013	1,010	1,003	1,003

Based on eligible New Zealand voters.

# ONE News Colmar Brunton Poll

## *Economic Outlook*



## Superannuation changes

“The Government, has proposed some changes to superannuation. This includes raising the age of eligibility from 65 to 67, while the amount of time migrants must live in New Zealand before claiming superannuation will increase from 10 years to 20 years. The proposed change in the age of eligibility would be implemented between 2037 and 2040.

Overall, do you support or oppose the Government’s proposed changes to superannuation?”<sup>1</sup>

	Total Eligible New Zealand Voters
Support	52%
Oppose	40%
Don't know	8%
<b>Total</b>	<b>100%</b>
<b>Base (n=)</b>	<b>1,003</b>

Based on eligible New Zealand voters.

Over half of New Zealand voters (52%) support the proposed changes to superannuation, while 40% oppose them and eight percent are undecided.

Those groups of New Zealand voters more likely than average (52%) to support the proposed changes to superannuation include:

- National party supporters (72%)
- older people aged 55 and over (64%)
- those living in households with an annual household income over \$100,000 (59%)
- New Zealand Europeans (59%).

Those groups of New Zealand voters more likely than average (40%) to oppose the proposed changes to superannuation include:

- Māori (65%)
- those living in households with an annual household income of less than \$30,000 (52%)
- Labour party supporters (50%)
- those aged between 35 and 54 (44%)
- women (43% vs. 36% of men).

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<sup>1</sup> The order in which the responses were read out (ie support or oppose) was rotated across the survey respondents.

## Freedom camping

“Freedom camping is camping in a location without facilities. There are restrictions on where people can camp, and those who camp in restricted areas can receive a \$200 fine.

Do you think more needs to be done to control the behaviour of freedom campers?”

	Total Eligible New Zealand Voters
Yes	69%
No	23%
Don't know	8%
<b>Total</b>	<b>100%</b>
<b>Base (n=)</b>	<b>1,003</b>

Based on eligible New Zealand voters.

The majority of New Zealand voters (69%) believe more needs to be done to control the behaviour of freedom campers, while 23% do not, and eight percent are undecided.

Those groups of New Zealand voters more likely than average (69%) to believe more needs to be done to control the behaviour of freedom campers include:

- Christchurch residents (83%)
- older people aged 55 and over (81%)
- National party supporters (79%)
- those living in households with an annual household income over \$100,000 (76%)
- single person households (75%).

Those groups of New Zealand voters more likely than average (23%) to take the opposing view include:

- younger people aged 18-34 (36%)
- Labour party supporters (29%).

## Banning unvaccinated children from early childhood centres

“It has been suggested that children who have not been vaccinated against preventable diseases should be banned from early childhood centres.

Do you support or oppose this idea?”<sup>2</sup>

	Total Eligible New Zealand Voters
Support	48%
Oppose	43%
Don't know	9%
<b>Total</b>	<b>100%</b>
<b>Base (n=)</b>	<b>1,003</b>

Based on eligible New Zealand voters.

New Zealand voters are divided about the idea of banning children who have not been vaccinated from early childhood centres, but on balance more voters support (48%) than oppose (43%) the idea. Nine percent are undecided.

Those groups of New Zealand voters more likely than average (48%) to support the idea of banning unvaccinated children from early childhood centres include:

- those living in households with an annual household income over \$100,000 (55%)
- National party supporters (53%).

Those groups of New Zealand voters more likely than average (43%) to oppose the idea of banning unvaccinated children from early childhood centres include:

- Māori (59%)
- those living in households with an annual household income of less than \$30,000 (53%).

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<sup>2</sup> The order in which the responses were read out (ie support or oppose) was rotated across the survey respondents.

## 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>	56
<b>Labour Party</b>	36
<b>Green Party</b>	14
<b>New Zealand First</b>	9
<b>Māori Party</b>	5
<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.