



**COLMAR  
BRUNTON**

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# ONE News Colmar Brunton Poll

## 27-31 May 2017

**Attention:** Television New Zealand

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## Methodology summary

<b>CLIENT:</b>	Television New Zealand.
<b>RELEASED:</b>	Wednesday 7 June 2017.
<b>POLL CONDUCTED:</b>	Interviewing took place from Saturday 27 May – Wednesday 31 May 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 = 1,007 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	49%	Up 3%-points from 18-22 March 2017
Labour Party	30%	Steady
Green Party	9%	Down 2%-points
New Zealand First	9%	Up 1%-point
The Opportunities Party	1%	Up 1%-point
Māori Party	1%	Down 3%-points
ACT Party	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	17%	Up 3%-points from 18-22 March 2017

PREFERRED PRIME MINISTER		
Bill English	29%	Up 3%-points from 18-22 March 2017
Andrew Little	8%	Up 1%-point
Winston Peters	7%	Down 2%-points
Jacinda Ardern	6%	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

### 17-31 May 2017

- Finance Minister Steven Joyce released his first budget since taking office. The main talking point of the budget was tax changes that would see most people paying less in tax, particularly those earning more than \$52,000 per year. The suite of announcements also included increases in family tax credits, accommodation supplements, and superannuation payments. Labour leader Andrew Little, Green Party co-leader James Shaw, NZ First leader Winston Peters, and ACT leader David Seymour each criticised the budget in Parliament. Little indicated that health, housing, and education should have been priorities.
- All parties, except for the Labour Party, supported legislation that brought the tax changes into law.
- A further \$224 million over four years was allocated to mental health services in the budget.
- Other notable changes under the budget included increased funding of \$1 billion for the defence force towards new technology, as well as a rise in the earthquake levy to replenish a natural disaster fund. The latter would cause homeowners' insurance premiums to increase.
- It was speculated that former Labour Party MP Shane Jones would announce his candidacy for the NZ First Party ahead of the General Election.
- Associate Health Minister and United Future leader Peter Dunne continued to call for changes to the way illegal drugs are classified in New Zealand, as well as lesser penalties for the possession of smaller amounts of drugs. Prime Minister Bill English said the Government had no intentions to change the law.
- The Internet Party announced it would be campaigning in the general election. In a statement it outlined that internet entrepreneur Kim Dotcom was not involved in its campaign committee or the party's operational decision-making.
- Social Housing Minister Amy Adams announced plans to demolish 8,300 state houses in Auckland which would be replaced with 34,000 new houses over 10 years. This would include 13,500 state houses and a number of houses that would need to be sold at an affordable level at market.

## 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?”

## Party vote

“Which political party would you vote for?”

### IF DON'T KNOW

“Which one would you be most likely to vote for?”

	28 May-2 Jun 2016	3-7 Sep 2016	12-13,21-23 Nov 2016	11-15 Feb 2017	18-22 March 2017	27-31 May 2017
<b>Don't know</b>	12%	10%	13%	12%	10%	12%
<b>Refused</b>	3%	3%	3%	3%	4%	4%
<b>TOTAL</b>	<b>15%</b>	<b>13%</b>	<b>16%</b>	<b>15%</b>	<b>14%</b>	<b>17%*</b>
<b>Base (n=)</b>	1,509	1,013	1,010	1,003	1,003	1,007

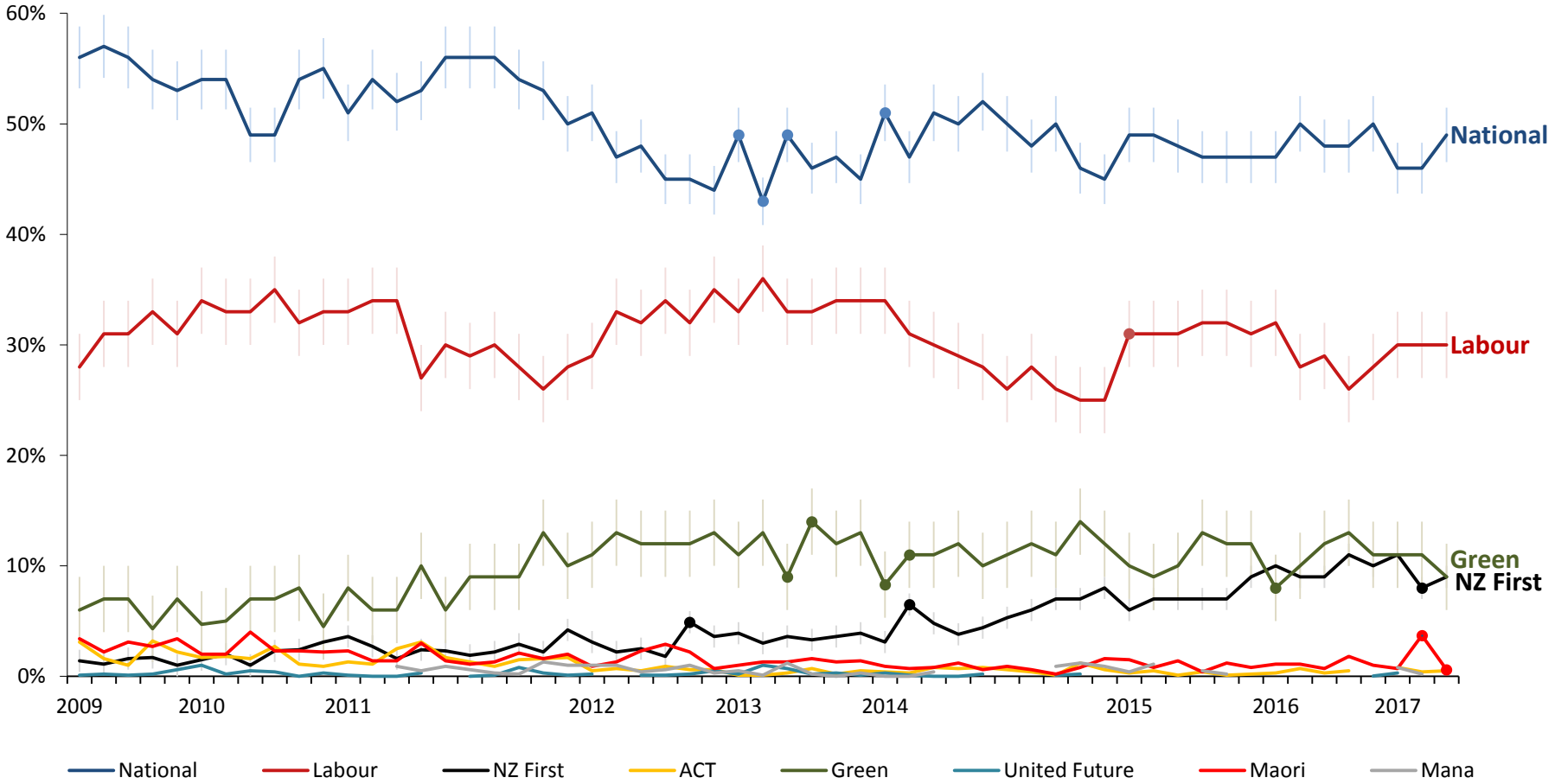
Based on eligible New Zealand voters. \*Percentages do not add to total due to rounding

	28 May-2 Jun 2016	3-7 Sep 2016	12-13,21-23 Nov 2016	11-15 Feb 2017	18-22 March 2017	27-31 May 2017
<b>National Party</b>	48%	48%	50%	46%	46%	49%
<b>Labour Party</b>	29%	26%	28%	30%	30%	30%
<b>Green Party</b>	12%	13%	11%	11%	11%	9%
<b>New Zealand First</b>	9%	11%	10%	11%	8%	9%
<b>The Opportunities Party**</b>					0.4%	1.4%
<b>Māori Party</b>	0.7%	1.8%	1.0%	0.7%	3.7%	0.6%
<b>ACT Party</b>	0.3%	0.5%	-	0.8%	0.4%	0.5%
<b>Conservative Party</b>	0.7%	0.3%	0.2%	0.2%	0.3%	<0.1%
<b>Internet Party</b>	-	-	-	-	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>	0.6%	-	0.2%	-	-	-
<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>	1,245	845	839	808	808	801

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

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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

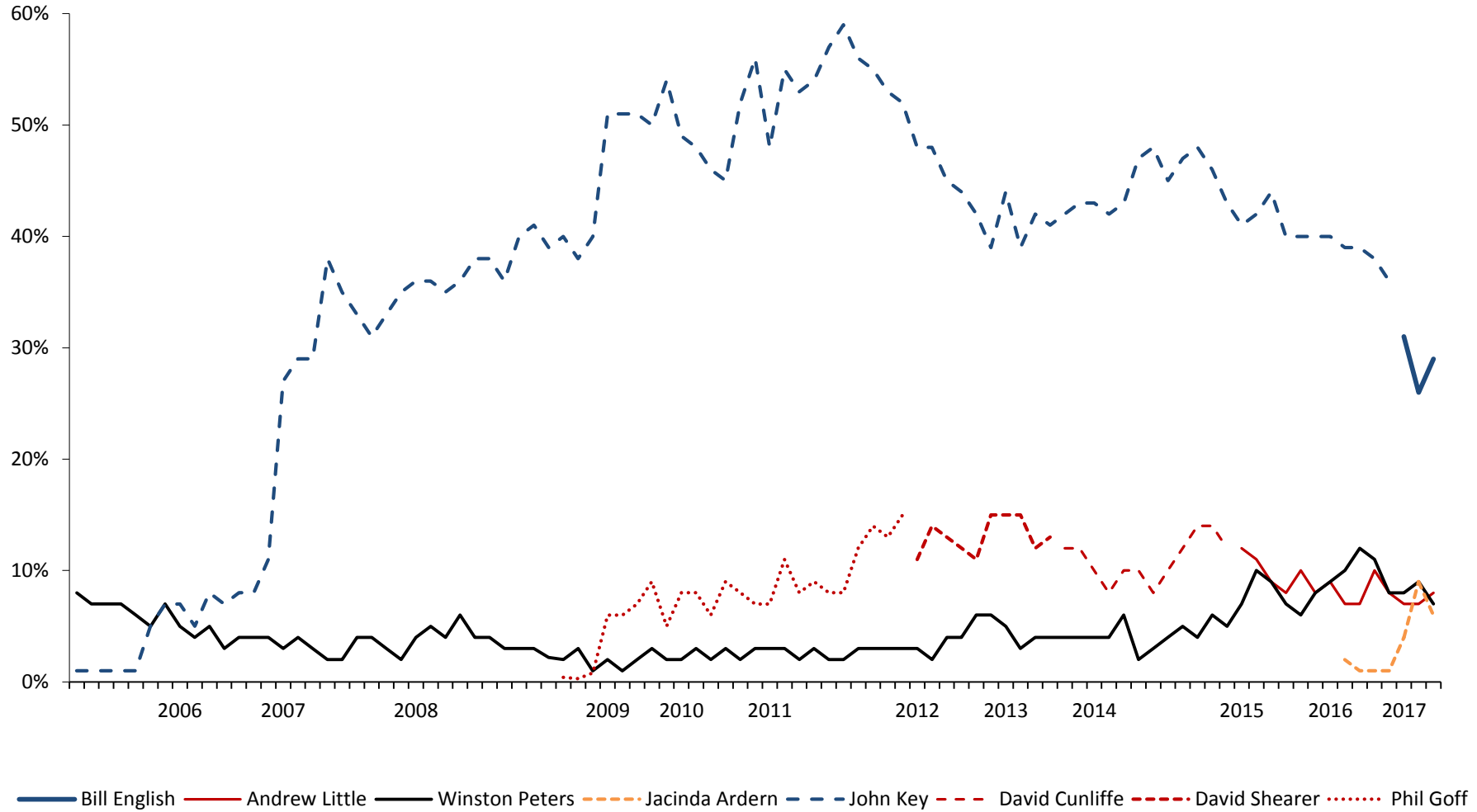
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	28 May-2 Jun 2016	3-7 Sep 2016	12-13,21-23 Nov 2016	11-15 Feb 2017	18-22 March 2017	27-31 May 2017
<b>Bill English</b>	0.4%	-	-	31%	26%	29%
<b>Andrew Little</b>	7%	10%	8%	7%	7%	8%
<b>Winston Peters</b>	12%	11%	8%	8%	9%	7%
<b>Jacinda Ardern</b>	1%	1%	1%	4%	9%	6%
<b>John Key</b>	39%	38%	36%	2%	2%	2%
<b>Steven Joyce</b>	0.1%	-	0.1%	0.4%	0.3%	0.8%
<b>Metiria Turei</b>	0.9%	0.3%	1%	2%	0.4%	0.7%
<b>Grant Robertson</b>	0.6%	0.3%	0.5%	0.2%	0.1%	0.5%
<b>James Shaw</b>	0.4%	0.1%	0.3%	0.3%	0.5%	0.4%
<b>Kim Dotcom</b>	-	-	-	-	-	0.4%
<b>Paula Bennett</b>	0.3%	0.1%	0.2%	0.5%	1%	0.4%
<b>David Shearer</b>	0.6%	0.3%	0.1%	0.1%	<0.1%	0.3%
<b>Helen Clark</b>	0.4%	0.3%	0.3%	0.3%	0.4%	0.2%
<b>Te Ururoa Flavell</b>	-	0.1%	0.4%	0.1%	-	0.2%
<b>Phil Goff</b>	0.3%	0.6%	1%	-	0.4%	0.2%
<b>Gareth Morgan</b>	-	-	0.1%	0.1%	-	0.2%
<b>Peter Dunne</b>	-	-	0.3%	-	0.2%	0.1%
<b>Judith Collins</b>	-	0.1%	-	0.4%	0.1%	0.1%
<b>Tariana Turia</b>	0.1%	-	0.2%	0.1%	-	0.1%
<b>David Cunliffe</b>	-	0.2%	-	0.6%	0.3%	-
<b>Hone Harawira</b>	-	-	-	-	0.3%	-
<b>David Parker</b>	0.1%	-	-	-	0.1%	-
<b>Annette King</b>	0.4%	0.5%	0.2%	0.6%	0.1%	-
<b>Russel Norman</b>	0.4%	-	-	0.2%	-	-
<b>Shane Jones</b>	-	-	0.1%	0.1%	-	-
<b>Trevor Mallard</b>	-	-	-	0.1%	-	-
<b>Gerry Brownlee</b>	-	-	0.1%	-	-	-
<b>Simon Bridges</b>	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%	3%	3%	2%	1%
<b>Don't know</b>	27%	30%	34%	36%	37%	39%
<b>None</b>	4%	3%	2%	4%	3%	2%
<b>Refused</b>	2%	1%	1%	1%	1%	2%
<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>	1,509	1,013	1,010	1,003	1,003	1,007

Based on eligible New Zealand voters. \*Percentages do not add to total due to rounding.

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## *Preferred Prime Minister*



## 2017 Budget tax changes

“Thinking about the recent budget, do you think the changes in tax are taking the country in the right direction?”

	Total Eligible New Zealand Voters
Yes	44%
No	30%
Don't know	16%
Not aware of the changes to tax / the budget	10%
<b>Total</b>	<b>100%</b>
<b>Base (n=)</b>	<b>1,007</b>

Based on eligible New Zealand voters.

On balance New Zealand voters are more likely to feel the tax changes, announced in the 2017 budget, are taking the country in the right direction (44%) than not (30%). The proportion who are either unaware of the changes in the budget or do not have an opinion is 26%.

Those groups of New Zealand voters who are more likely than average (44%) to believe the tax changes are taking the country in the right direction include:

- National party supporters (69%)
- those living in households with an annual household income over \$100,000 (52%)
- older people aged 55 and over (49%)
- men (49% vs. 39% of women).

Those groups of New Zealand voters who are more likely than average (30%) not to believe the tax changes are taking the country in the right direction include:

- New Zealand First party supporters (50%)
- Labour party supporters (48%)
- Green party supporters (46%).

Those groups of New Zealand voters more likely than average (26%) to be unaware of the changes or not express an opinion include:

- Asians (40%).

## Government's response to housing concerns

"Do you think the Government is taking the right approach to respond to the public's concern over housing?"

	Total Eligible New Zealand Voters
Yes	30%
No	59%
Don't know	10%
<b>Total</b>	<b>100%*</b>
<b>Base (n=)</b>	<b>1,007</b>

Based on eligible New Zealand voters. \*Percentages do not add to total due to rounding

Over half of New Zealand voters (59%) do not believe the Government is taking the right approach to respond to the public's concern over housing. Thirty percent believe they are doing so, while 10% don't know.

Those groups of New Zealand voters more likely than average (30%) to believe the Government is taking the right approach to respond to the public's concern over housing include:

- National party supporters (51%)
- older people aged 55 and over (36%)
- New Zealand Europeans (35%).

Those groups of New Zealand voters more likely than average (59%) not to believe the Government is taking the right approach to respond to the public's concern over housing include:

- Green party supporters (94%)
- New Zealand First party supporters (83%)
- Labour party supporters (78%)
- Māori (75%).

## Independent inquiry into mental health and support services

“Do you think there is a need for an independent inquiry into mental health and support services in New Zealand?”

	Total Eligible New Zealand Voters
Yes	77%
No	16%
Don't know	6%
<b>Total</b>	<b>100%*</b>
<b>Base (n=)</b>	<b>1,007</b>

Based on eligible New Zealand voters. \*Percentages do not add to total due to rounding

Over three-quarters of New Zealand voters (77%) believe there is a need for an independent inquiry into mental health and support services in New Zealand. Sixteen percent do not feel there is a need while six percent don't know.

Those groups of New Zealand voters more likely than average (77%) to believe there is a need for an independent inquiry into mental health and support services in New Zealand include:

- Māori (91%)
- Labour party supporters (89%)
- Green party supporters (89%)
- younger people aged 18-34 (85%)
- women (85% vs. 68% of men).

Those groups of New Zealand voters more likely than average (16%) not to believe there is a need for an independent inquiry into mental health and support services in New Zealand include:

- National party supporters (27%)
- men (24% vs. 9% of women).

## 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>	59
<b>Labour Party</b>	37
<b>Green Party</b>	11
<b>New Zealand First</b>	11
<b>Māori Party</b>	1
<b>ACT Party</b>	1*
<b>United Future New Zealand</b>	1*
<b>TOTAL</b>	<b>121</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.