



**COLMAR  
BRUNTON**

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Brown Company

# ONE News Colmar Brunton Poll

## 1-5 July 2017

**Attention:** Television New Zealand

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## Methodology summary

<b>CLIENT:</b>	Television New Zealand.
<b>RELEASED:</b>	Monday 10 July 2017.
<b>POLL CONDUCTED:</b>	Interviewing took place from Saturday 1 July – Wednesday 5 July 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	47%	Down 2%-points from 27-31 May 2017
Labour Party	27%	Down 3%-points
Green Party	11%	Up 2%-points
New Zealand First	11%	Up 2%-points
Māori Party	2%	Up 1%-point
The Opportunities Party	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	19%	Up 2%-points from 27-31 May 2017

PREFERRED PRIME MINISTER		
Bill English	26%	Down 3%-points from 27-31 May 2017
Winston Peters	11%	Up 4%-points
Jacinda Ardern	6%	Steady
Andrew Little	5%	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

### 21 June – 5 July 2017

- National MP Todd Barclay announced he would not stand in the upcoming General Election after it was revealed he allegedly took secret recordings of staff in his electorate office. Prime Minister Bill English was also under scrutiny, having been asked questions in Parliament about his knowledge of the matter by Labour leader Andrew Little.
- Unpaid, international interns complained about the condition of their accommodation at a marae. They were brought to New Zealand by the Labour Party to assist with its election campaign. The Labour Party admitted the scheme had got out of control.
- An assisted dying bill drafted by ACT leader David Seymour was drawn from Parliament's ballot. MPs will vote on whether assisted dying will be legalised.
- The Government announced that it would invest \$5 million in Team New Zealand to help it retain personnel for the next America's Cup. No announcement was made about whether they would provide funding for defence of the Cup.
- The Drug Foundation unveiled a plan at Parliament that would see criminal penalties removed for personal possession, use, and social supply of all drugs. Commercial supply and trafficking would remain illegal.
- An open letter urging the Government to employ a plastic bag levy in New Zealand gained widespread support. Wellington Mayor Justin Lester began circulating the letter.
- Former Labour Party MP Shane Jones announced he will stand for the New Zealand First party in Whangarei at the General Election.
- Prime Minister Bill English and former Minister for Immigration, Nathan Guy, defended the decision to grant American billionaire Peter Thiel New Zealand citizenship. Thiel had only spent 12 days in New Zealand before he was granted citizenship.
- Prime Minister Bill English hinted that the National Party would consider further tax cuts if they were to be re-elected, but they would not campaign on the issue.
- The Labour Party released a policy that would see the minimum wage raised to \$16.50 an hour along with other changes to employment laws.

## 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?”

	3-7 Sep 2016	12-13,21-23 Nov 2016	11-15 Feb 2017	18-22 March 2017	27-31 May 2017	1-5 Jul 2017
<b>Don't know</b>	10%	13%	12%	10%	12%	15%
<b>Refused</b>	3%	3%	3%	4%	4%	5%
<b>TOTAL</b>	<b>13%</b>	<b>16%</b>	<b>15%</b>	<b>14%</b>	<b>17%*</b>	<b>19%*</b>
<b>Base (n=)</b>	1,013	1,010	1,003	1,003	1,007	1,007

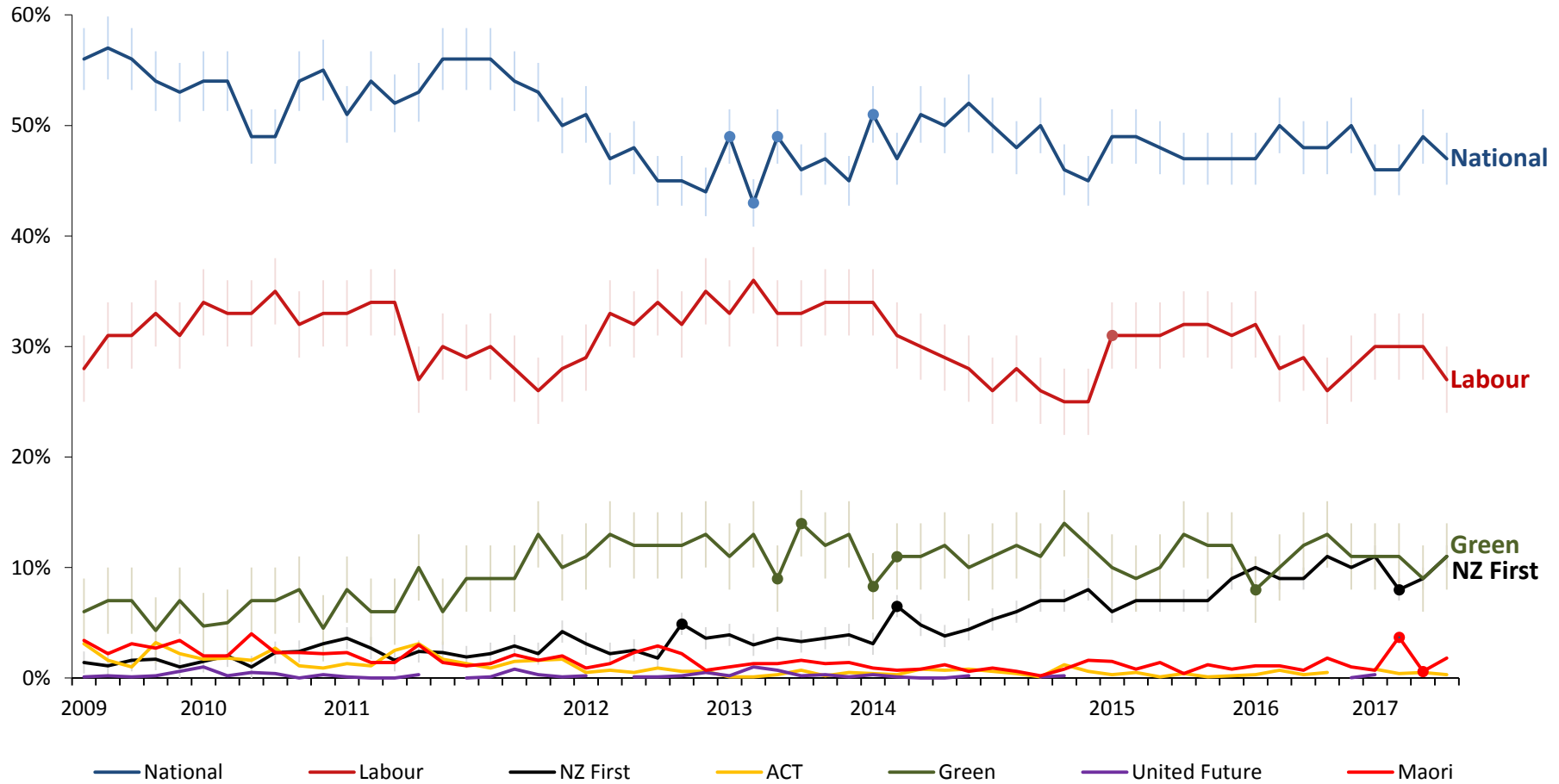
Based on eligible New Zealand voters. \*Percentages do not add to total due to rounding

	3-7 Sep 2016	12-13,21-23 Nov 2016	11-15 Feb 2017	18-22 March 2017	27-31 May 2017	1-5 Jul 2017
<b>National Party</b>	48%	50%	46%	46%	49%	47%
<b>Labour Party</b>	26%	28%	30%	30%	30%	27%
<b>Green Party</b>	13%	11%	11%	11%	9%	11%
<b>New Zealand First</b>	11%	10%	11%	8%	9%	11%
<b>Māori Party</b>	1.8%	1.0%	0.7%	3.7%	0.6%	1.8%
<b>The Opportunities Party**</b>				0.4%	1.4%	1.1%
<b>Mana Party</b>	-	-	0.8%	0.2%	-	0.3%
<b>ACT Party</b>	0.5%	-	0.8%	0.4%	0.5%	0.3%
<b>United Future</b>	-	-	0.3%	-	-	0.2%
<b>Conservative Party</b>	0.3%	0.2%	0.2%	0.3%	<0.1%	0.1%
<b>Other</b>	-	-	-	0.6%	-	-
<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>	845	839	808	808	801	789

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?”

	3-7 Sep 2016	12-13,21-23 Nov 2016	11-15 Feb 2017	18-22 March 2017	27-31 May 2017	1-5 Jul 2017
<b>Bill English</b>	-	-	31%	26%	29%	26%
<b>Winston Peters</b>	11%	8%	8%	9%	7%	11%
<b>Jacinda Ardern</b>	1%	1%	4%	9%	6%	6%
<b>Andrew Little</b>	10%	8%	7%	7%	8%	5%
<b>John Key</b>	38%	36%	2%	2%	2%	1%
<b>Paula Bennett</b>	0.1%	0.2%	0.5%	1%	0.4%	1%
<b>Gareth Morgan</b>	-	0.1%	0.1%	-	0.2%	0.7%
<b>Hone Harawira</b>	-	-	-	0.3%	-	0.5%
<b>James Shaw</b>	0.1%	0.3%	0.3%	0.5%	0.4%	0.5%
<b>Grant Robertson</b>	0.3%	0.5%	0.2%	0.1%	0.5%	0.5%
<b>Phil Goff</b>	0.6%	1%	-	0.4%	0.2%	0.3%
<b>Judith Collins</b>	0.1%	-	0.4%	0.1%	0.1%	0.2%
<b>Metiria Turei</b>	0.3%	1%	2%	0.4%	0.7%	0.2%
<b>David Cunliffe</b>	0.2%	-	0.6%	0.3%	-	0.1%
<b>Steven Joyce</b>	-	0.1%	0.4%	0.3%	0.8%	0.1%
<b>David Parker</b>	-	-	-	0.1%	-	0.1%
<b>Tariana Turia</b>	-	0.2%	0.1%	-	0.1%	0.1%
<b>Kim Dotcom</b>	-	-	-	-	0.4%	-
<b>David Shearer</b>	0.3%	0.1%	0.1%	<0.1%	0.3%	-
<b>Helen Clark</b>	0.3%	0.3%	0.3%	0.4%	0.2%	-
<b>Te Ururoa Flavell</b>	0.1%	0.4%	0.1%	-	0.2%	-
<b>Peter Dunne</b>	-	0.3%	-	0.2%	0.1%	-
<b>Annette King</b>	0.5%	0.2%	0.6%	0.1%	-	-
<b>Russel Norman</b>	-	-	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>	0.1%	-	-	-	-	-
<b>Other</b>	2%	3%	3%	2%	1%	1%
<b>Don't know</b>	30%	34%	36%	37%	39%	41%
<b>None</b>	3%	2%	4%	3%	2%	3%
<b>Refused</b>	1%	1%	1%	1%	2%	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>	1,013	1,010	1,003	1,003	1,007	1,007

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

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## *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>	57
<b>Labour Party</b>	33
<b>Green Party</b>	14
<b>New Zealand First</b>	14
<b>Māori Party</b>	2
<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.