



**COLMAR
BRUNTON**

A Kantar Millward
Brown Company

1 News Colmar Brunton Poll

12-16 Aug 2017

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Thursday 17 August 2017.
POLL CONDUCTED:	Interviewing took place from Saturday 12 August – Wednesday 16 August 2017.
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 = 1,007 eligible voters.
SAMPLING ERROR:	<p>The maximum sampling error is approximately $\pm 3.1\%$-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 $\pm 1.9\%$-points and $\pm 1.4\%$-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.

This poll was conducted in accordance with the New Zealand Political Polling Code. Publication or reproduction of the results must be acknowledged as the "1 News Colmar Brunton Poll".

Summary of results

PARTY SUPPORT – PARTY VOTE		
National Party	44%	Down 3%-points from 22-27 July 2017
Labour Party	37%	Up 13%-points
New Zealand First	10%	Down 1%-point
Green Party	4%	Down 11%-points
The Opportunities Party	2%	Steady
Māori Party	2%	Up 1%-point

UNDECIDED VOTERS		
Party Vote – Don't know or refused	13%	Down 7%-points from 22-27 July 2017

PREFERRED PRIME MINISTER		
Bill English	30%	Up 2%-points from 22-27 July 2017
Jacinda Ardern	30%	Up 24%-points
Winston Peters	7%	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

30 July – 16 August 2017

- Former Green Party co-leader Metiria Turei resigned following her confession of benefit fraud and alleged electoral fraud. Two other Green MPs also resigned over the matter. Party leader James Shaw announced that he would be the sole leader of the party for the rest of the election campaign.
- Several Australian ministers came under scrutiny for having dual New Zealand citizenship. Questions were raised over Labour MP Chris Hipkins' involvement in prompting the investigations. In response to comments made by the Australian Foreign Minister, Labour leader Jacinda Ardern asserted her party was committed to maintaining trans-Tasman relations.
- Families of victims of the Pike River Mine disaster signed a memorandum with political parties, excluding National and ACT, which would create a new agency tasked with recovering bodies from the mine.
- The Labour Party announced a policy under which those using fresh water for commercial use would have to pay royalties to the government. Money raised under the scheme would go towards cleaning up waterways. The policy was criticised by some for going against existing Treaty of Waitangi settlements.
- The Labour Party released a policy which would give high school students free driving lessons and licence tests, along with an expansion of the range of subjects available to students.
- A Q+A Colmar Brunton electorate poll taken in Ōhāriu showed incumbent and United Future leader Peter Dunne trailing Labour candidate Greg O'Connor.

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 N1

“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?”

	11-15 Feb 2017	18-22 March 2017	27-31 May 2017	1-5 Jul 2017	22-27 July 2017	12-16 Aug 2017
Don't know	12%	10%	12%	15%	16%	9%
Refused	3%	4%	4%	5%	4%	4%
TOTAL	15%	14%	17%*	19%*	20%	13%
Base (n=)	1,003	1,003	1,007	1,007	1,005	1,007

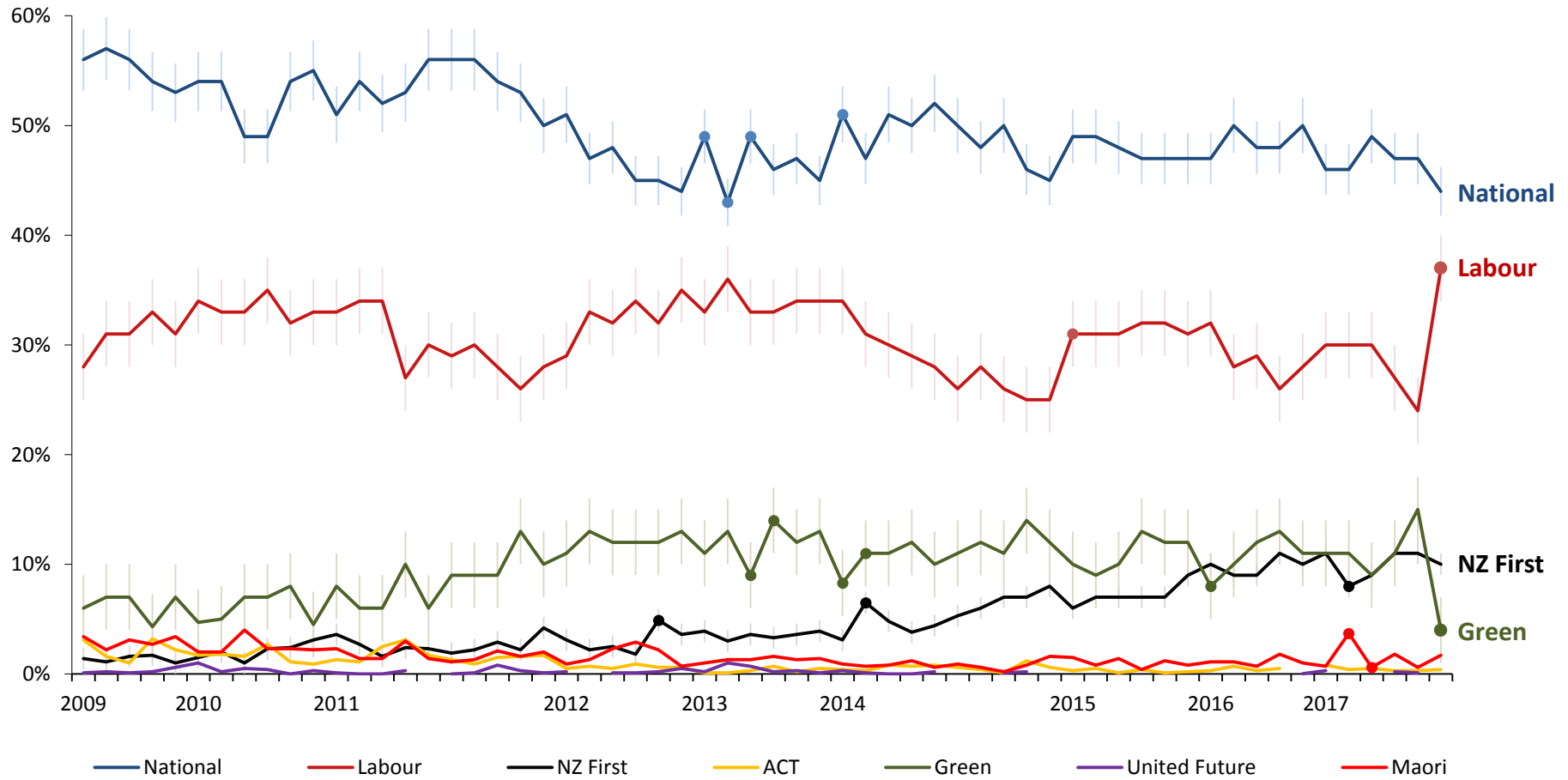
Based on eligible New Zealand voters. *Percentages do not add to total due to rounding

	11-15 Feb 2017	18-22 March 2017	27-31 May 2017	1-5 Jul 2017	22-27 July 2017	12-16 Aug 2017
National Party	46%	46%	49%	47%	47%	44%
Labour Party	30%	30%	30%	27%	24%	37%
New Zealand First	11%	8%	9%	11%	11%	10%
Green Party	11%	11%	9%	11%	15%	4.3%
The Opportunities Party**		0.4%	1.4%	1.1%	1.5%	2.1%
Māori Party	0.7%	3.7%	0.6%	1.8%	0.6%	1.7%
ACT Party	0.8%	0.4%	0.5%	0.3%	0.3%	0.4%
United Future	0.3%	-	-	0.2%	0.1%	-
Other	1.1%	0.5%	<0.1%	0.3%	0.1%	0.5%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	808	808	801	789	804	834

Based on probed party supporters. *Percentages do not add to total due to rounding. **The Opportunities Party was registered on the 8th 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.

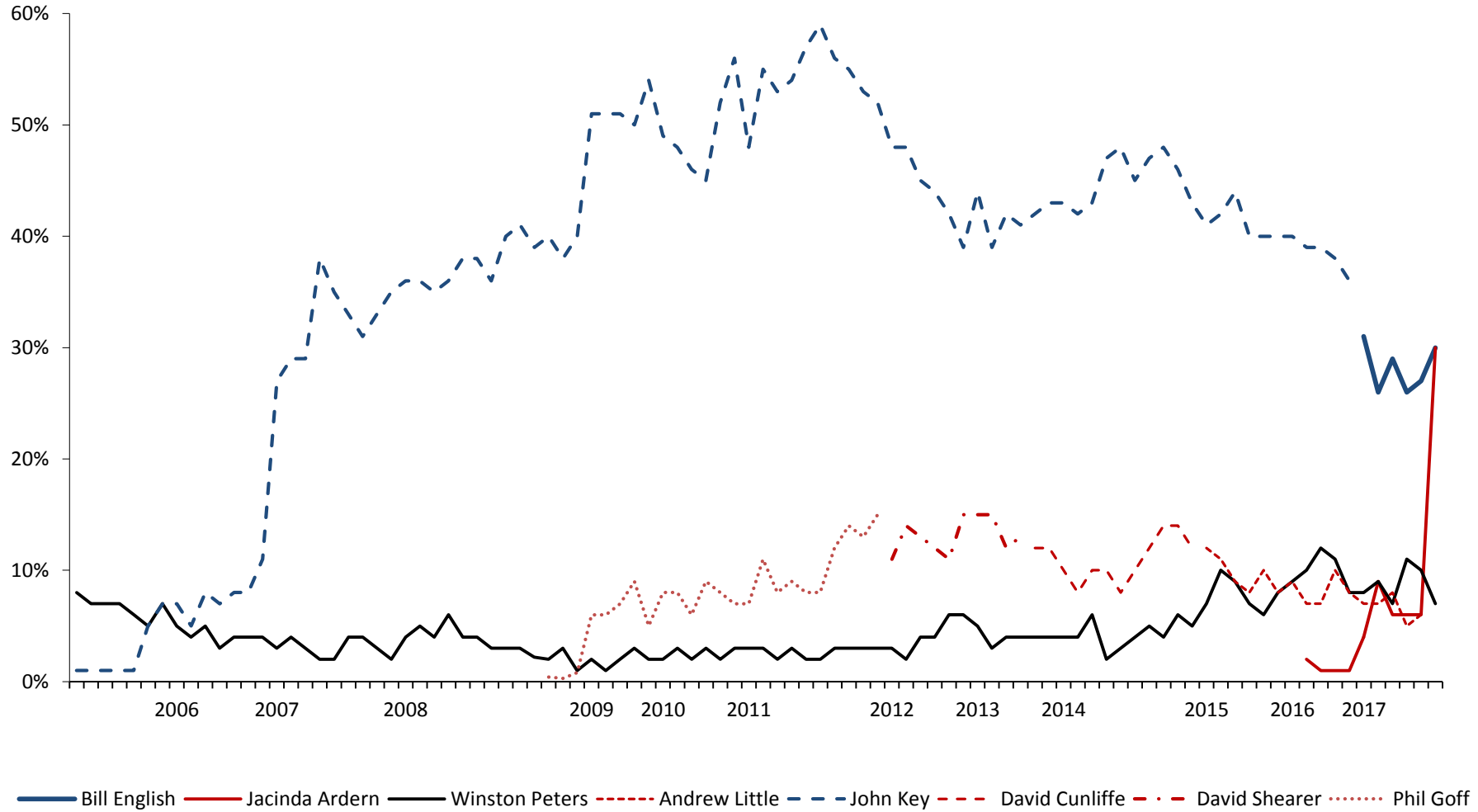
Preferred Prime Minister

“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	11-15 Feb 2017	18-22 March 2017	27-31 May 2017	1-5 Jul 2017	22-27 July 2017	12-16 Aug 2017
Bill English	31%	26%	29%	26%	28%	30%
Jacinda Ardern	4%	9%	6%	6%	6%	30%
Winston Peters	8%	9%	7%	11%	10%	7%
Gareth Morgan	0.1%	-	0.2%	0.7%	0.3%	0.7%
John Key	2%	2%	2%	1%	1%	0.5%
Kelvin Davis	-	-	-	-	-	0.4%
Hone Harawira	-	0.3%	-	0.5%	-	0.4%
Steven Joyce	0.4%	0.3%	0.8%	0.1%	0.4%	0.3%
James Shaw	0.3%	0.5%	0.4%	0.5%	0.2%	0.3%
Phil Goff	-	0.4%	0.2%	0.3%	1%	0.2%
Judith Collins	0.4%	0.1%	0.1%	0.2%	0.2%	0.2%
Simon Bridges	-	-	-	-	0.2%	0.2%
Grant Robertson	0.2%	0.1%	0.5%	0.5%	0.4%	0.1%
Paula Bennett	0.5%	1%	0.4%	1%	1%	0.1%
Andrew Little	7%	7%	8%	5%	6%	-
Metiria Turei	2%	0.4%	0.7%	0.2%	1%	-
Peter Dunne	-	0.2%	0.1%	-	0.2%	-
Helen Clark	0.3%	0.4%	0.2%	-	0.2%	-
Tariana Turia	0.1%	-	0.1%	0.1%	0.1%	-
Shane Jones	0.1%	-	-	-	0.1%	-
Gerry Brownlee	-	-	-	-	0.1%	-
David Shearer	0.1%	<0.1%	0.3%	-	<0.1%	-
David Cunliffe	0.6%	0.3%	-	0.1%	-	-
David Parker	-	0.1%	-	0.1%	-	-
Kim Dotcom	-	-	0.4%	-	-	-
Te Ururoa Flavell	0.1%	-	0.2%	-	-	-
Annette King	0.6%	0.1%	-	-	-	-
Russel Norman	0.2%	-	-	-	-	-
Trevor Mallard	0.1%	-	-	-	-	-
Other	3%	2%	1%	1%	0.5%	2%
Don't know	36%	37%	39%	41%	40%	24%
None	4%	3%	2%	3%	2%	2%
Refused	1%	1%	2%	2%	2%	2%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,003	1,003	1,007	1,007	1,005	1,007

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

1 News Colmar Brunton Poll *Preferred Prime Minister*



Parliamentary seat entitlement – Scenario 1

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	57
Labour Party	49
New Zealand First	12
Māori Party	2
ACT Party	1*
United Future New Zealand	1*
TOTAL	122

* Indicates one (or more) overhang seats

Parliamentary seat entitlement – Scenario 2

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

The table assumes ACT, New Zealand First, and the Māori Party each win one electorate seat, but that United Future does not retain their electorate seat following a Colmar Brunton poll for Q+A (published on 13 August).

	Number of seats
National Party	57
Labour Party	49
New Zealand First	12
Māori Party	2
ACT Party	1*
TOTAL	121

* 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.