



**COLMAR  
BRUNTON**

A Millward  
Brown Company

# ONE News Colmar Brunton Poll

## 22-27 July 2017

**Attention:** Television New Zealand

**Contact:** (04) 913-3000

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Level One, 6-10 The Strand  
PO Box 33690 Takapuna  
Auckland 0740  
Ph: (09) 919-9200

Level 9, Legal House  
101 Lambton Quay  
PO Box 3622, Wellington 6011  
Ph: (04) 913-3000

[www.colmarbrunton.co.nz](http://www.colmarbrunton.co.nz)

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## Methodology summary

<b>CLIENT:</b>	Television New Zealand.
<b>RELEASED:</b>	Sunday 30 July 2017.
<b>POLL CONDUCTED:</b>	Interviewing took place from Saturday 22 July – Thursday 27 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 = 1,005 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		
<b>National Party</b>	47%	Steady from 1-5 July 2017
<b>Labour Party</b>	24%	Down 3%-points
<b>Green Party</b>	15%	Up 4%-points
<b>New Zealand First</b>	11%	Steady
<b>The Opportunities Party</b>	2%	Steady
<b>Māori Party</b>	1%	Down 1%-point

UNDECIDED VOTERS		
<b>Party Vote – Don't know or refused</b>	20%	Up 1%-points from 1-5 July 2017

PREFERRED PRIME MINISTER		
<b>Bill English</b>	28%	Up 2%-points from 1-5 July 2017
<b>Winston Peters</b>	10%	Down 1%-point
<b>Jacinda Ardern</b>	6%	Steady
<b>Andrew Little</b>	6%	Up 1%-point

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

### 13 July – 27 July 2017

- Green Party co-leader Metiria Turei admitted that whilst she was a beneficiary, she did not disclose details about her living situation to Work and Income New Zealand in order to prevent her benefit being cut. Work and Income agreed to investigate the alleged fraud.
- The Opportunities Party leader Gareth Morgan announced a policy under which 18 to 23 year olds would be given an unconditional payment of \$200 a week.
- New Zealand First leader Winston Peters indicated that he would push for a referendum on the Māori seats if his party was to be involved in a coalition government after the election.
- Prime Minister Bill English encouraged National Party supporters to vote for ACT leader David Seymour and United Future leader Peter Dunne in their respective electorates. English also outlined that if National was re-elected the party would intend to work with the United Future, ACT, and Māori parties.
- British Foreign Minister Boris Johnson made an official visit to New Zealand where he was received by senior politicians.
- New Zealand First leader Winston Peters criticised Maori Party co-leader Te Ururoa Flavell's use of Te Reo Māori in 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?”

## Party vote

“Which political party would you vote for?”

### IF DON'T KNOW

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

	12-13,21-23 Nov 2016	11-15 Feb 2017	18-22 March 2017	27-31 May 2017	1-5 Jul 2017	22-27 July 2017
<b>Don't know</b>	13%	12%	10%	12%	15%	16%
<b>Refused</b>	3%	3%	4%	4%	5%	4%
<b>TOTAL</b>	<b>16%</b>	<b>15%</b>	<b>14%</b>	<b>17%*</b>	<b>19%*</b>	<b>20%</b>
<b>Base (n=)</b>	1,010	1,003	1,003	1,007	1,007	1,005

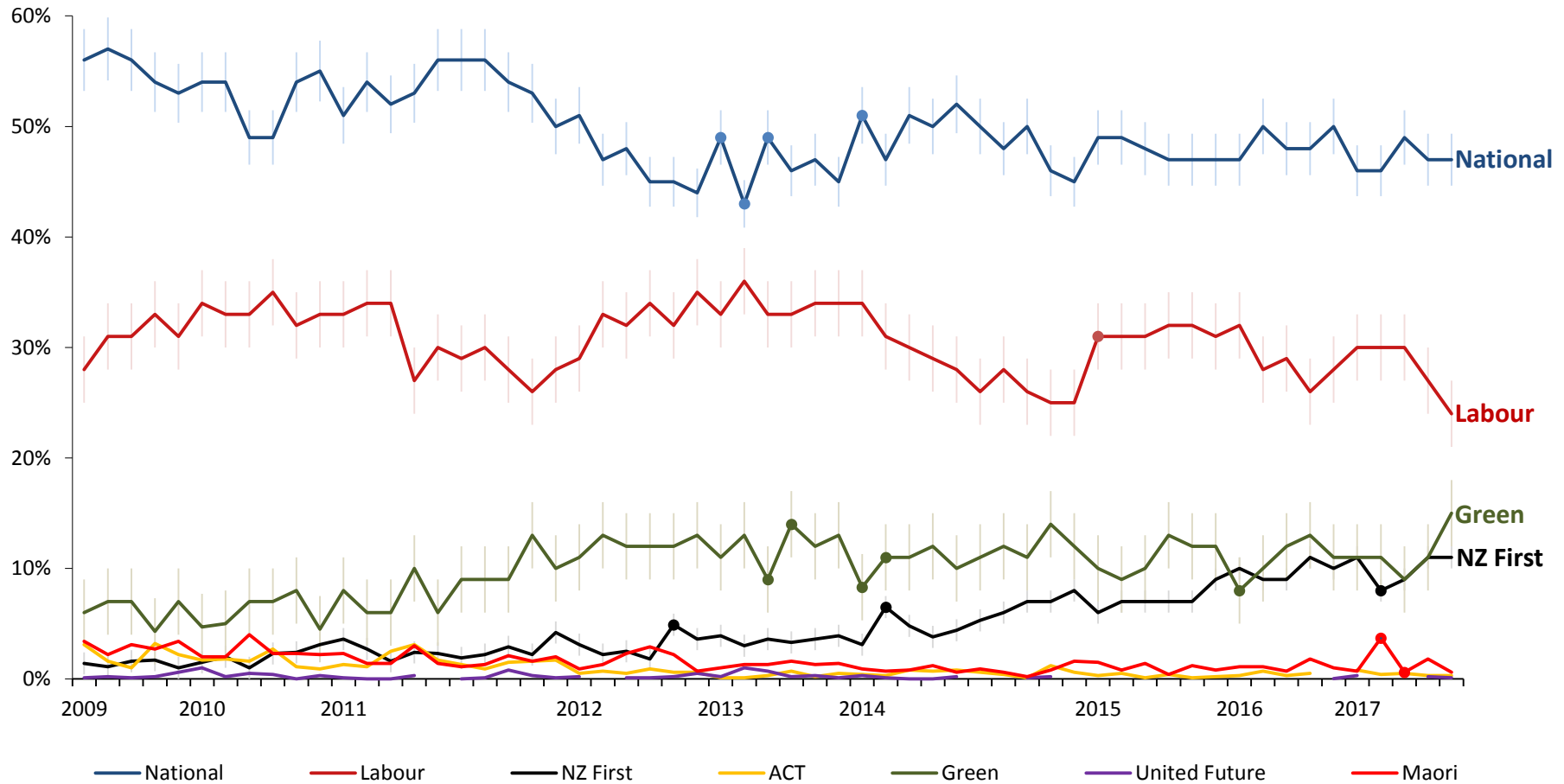
Based on eligible New Zealand voters. \*Percentages do not add to total due to rounding

	12-13,21-23 Nov 2016	11-15 Feb 2017	18-22 March 2017	27-31 May 2017	1-5 Jul 2017	22-27 July 2017
<b>National Party</b>	50%	46%	46%	49%	47%	47%
<b>Labour Party</b>	28%	30%	30%	30%	27%	24%
<b>Green Party</b>	11%	11%	11%	9%	11%	15%
<b>New Zealand First</b>	10%	11%	8%	9%	11%	11%
<b>The Opportunities Party**</b>			0.4%	1.4%	1.1%	1.5%
<b>Māori Party</b>	1.0%	0.7%	3.7%	0.6%	1.8%	0.6%
<b>ACT Party</b>	-	0.8%	0.4%	0.5%	0.3%	0.3%
<b>United Future</b>	-	0.3%	-	-	0.2%	0.1%
<b>Other</b>	0.3%	1.8%	1.4%	0.6%	0.6%	0.1%
<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>	839	808	808	801	789	804

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

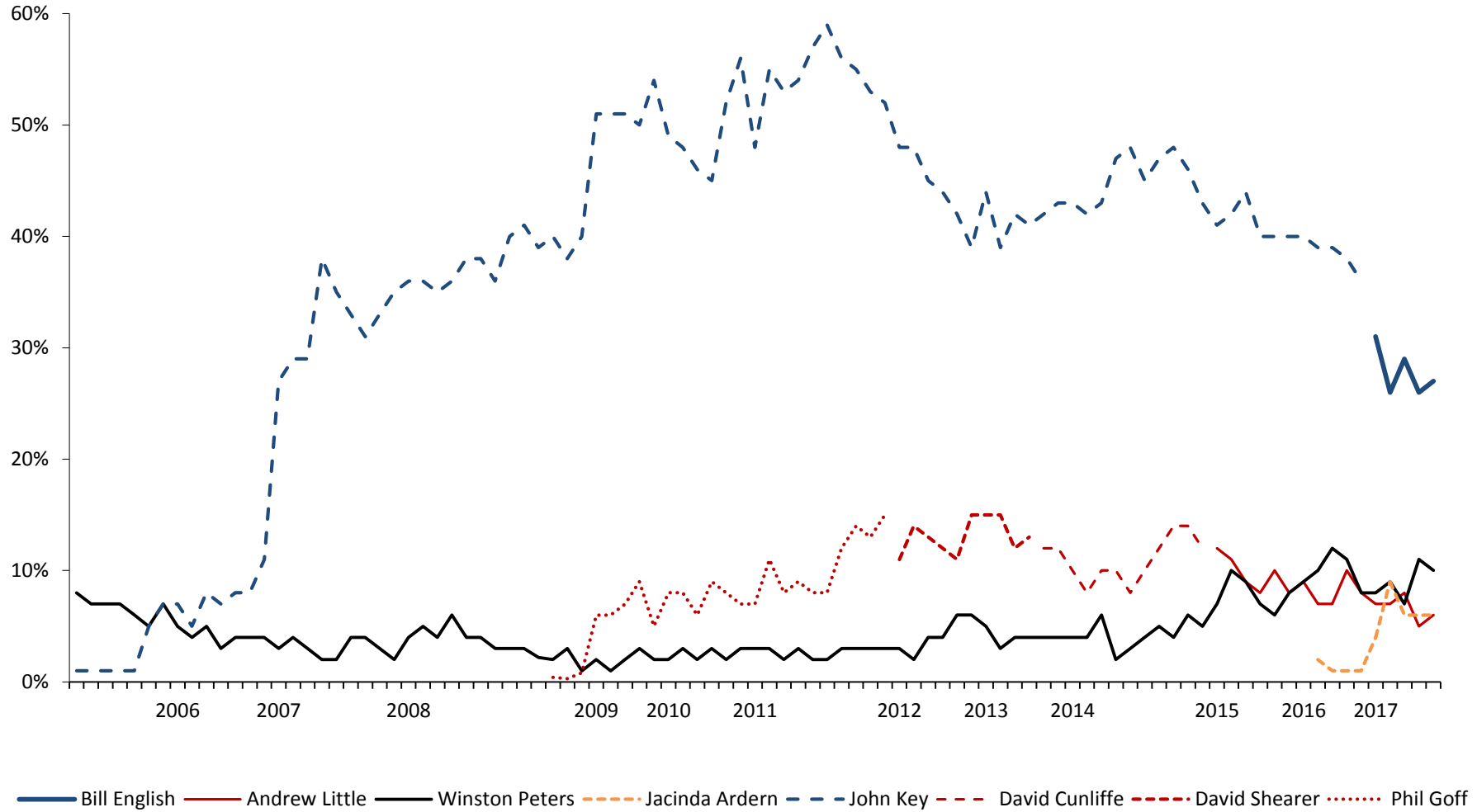
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	12-13,21-23 Nov 2016	11-15 Feb 2017	18-22 March 2017	27-31 May 2017	1-5 Jul 2017	22-27 July 2017
<b>Bill English</b>	-	31%	26%	29%	26%	28%
<b>Winston Peters</b>	8%	8%	9%	7%	11%	10%
<b>Jacinda Ardern</b>	1%	4%	9%	6%	6%	6%
<b>Andrew Little</b>	8%	7%	7%	8%	5%	6%
<b>Metiria Turei</b>	1%	2%	0.4%	0.7%	0.2%	1%
<b>John Key</b>	36%	2%	2%	2%	1%	1%
<b>Paula Bennett</b>	0.2%	0.5%	1%	0.4%	1%	1%
<b>Phil Goff</b>	1%	-	0.4%	0.2%	0.3%	1%
<b>Grant Robertson</b>	0.5%	0.2%	0.1%	0.5%	0.5%	0.4%
<b>Steven Joyce</b>	0.1%	0.4%	0.3%	0.8%	0.1%	0.4%
<b>Gareth Morgan</b>	0.1%	0.1%	-	0.2%	0.7%	0.3%
<b>Judith Collins</b>	-	0.4%	0.1%	0.1%	0.2%	0.2%
<b>Peter Dunne</b>	0.3%	-	0.2%	0.1%	-	0.2%
<b>Helen Clark</b>	0.3%	0.3%	0.4%	0.2%	-	0.2%
<b>James Shaw</b>	0.3%	0.3%	0.5%	0.4%	0.5%	0.2%
<b>Simon Bridges</b>	-	-	-	-	-	0.2%
<b>Tariana Turia</b>	0.2%	0.1%	-	0.1%	0.1%	0.1%
<b>Shane Jones</b>	0.1%	0.1%	-	-	-	0.1%
<b>Gerry Brownlee</b>	0.1%	-	-	-	-	0.1%
<b>David Shearer</b>	0.1%	0.1%	<0.1%	0.3%	-	<0.1%
<b>Hone Harawira</b>	-	-	0.3%	-	0.5%	-
<b>David Cunliffe</b>	-	0.6%	0.3%	-	0.1%	-
<b>David Parker</b>	-	-	0.1%	-	0.1%	-
<b>Kim Dotcom</b>	-	-	-	0.4%	-	-
<b>Te Ururoa Flavell</b>	0.4%	0.1%	-	0.2%	-	-
<b>Annette King</b>	0.2%	0.6%	0.1%	-	-	-
<b>Russel Norman</b>	-	0.2%	-	-	-	-
<b>Trevor Mallard</b>	-	0.1%	-	-	-	-
<b>Other</b>	3%	3%	2%	1%	1%	0.5%
<b>Don't know</b>	34%	36%	37%	39%	41%	40%
<b>None</b>	2%	4%	3%	2%	3%	2%
<b>Refused</b>	1%	1%	1%	2%	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>	1,010	1,003	1,003	1,007	1,007	1,005

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>	30
<b>Green Party</b>	18
<b>New Zealand First</b>	14
<b>Māori Party</b>	1
<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.