



**COLMAR  
BRUNTON**

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Brown Company

# Q+A Colmar Brunton Ōhāriu poll

## 5-9 August 2017

**Attention:** Television New Zealand

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## Methodology summary

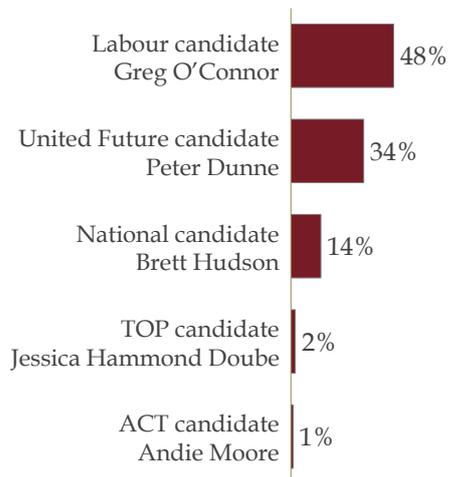
<b>CLIENT:</b>	Television New Zealand.
<b>RELEASED:</b>	Sunday 13 August 2017
<b>POLL CONDUCTED:</b>	Interviewing took place from Saturday 5 to Wednesday 9 August 2017.
<b>MEDIAN FIELDWORK DAY:</b>	Sunday (50% of sample size target reached on this day).
<b>TARGET POPULATION:</b>	Eligible Ōhāriu electorate voters.
<b>SAMPLE POPULATION:</b>	Eligible Ōhāriu Electorate voters on the General Electoral Roll who live in households that have a landline telephone.
<b>SAMPLE SELECTION:</b>	Random digit dialling of landline telephones within the Ōhāriu Electorate. Interviewers asked to speak to the person in each household aged 18 years or over with the next birthday, and then confirmed a) the selected person lives at a street address in the Ōhāriu electorate, and b) they are on the General electoral roll. When required, multiple calls are made to reach the selected person.
<b>SAMPLE SIZE:</b>	n = 501 eligible Ōhāriu voters.
<b>SAMPLING ERROR:</b>	<p>The maximum sampling error is approximately <math>\pm 4.4\%</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 2.6\%</math>-points and <math>\pm 1.9\%</math>-points, respectively, at the 95% confidence level.</p> <p>These sampling errors assume a simple random sample of 500 eligible voters.</p>
<b>INTERVIEW METHOD:</b>	Conducted by CATI (Computer Assisted Teleph1 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.

Note: This poll was conducted in accordance with the New Zealand Political Polling Code. Publication or reproduction of the results must be acknowledged as the "Q+A Colmar Brunton Poll".

# Results summary

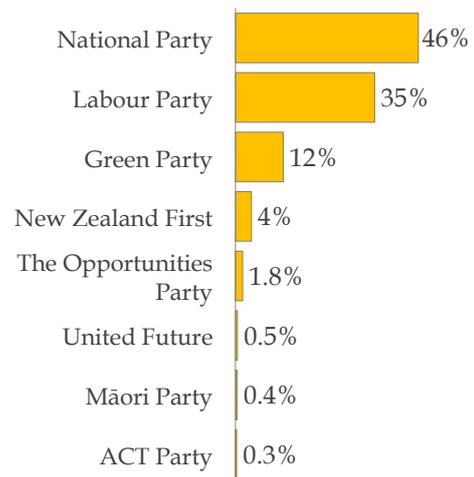
## Ōhāriu candidate support

*Who would you vote for with your electorate vote?*



## Ōhāriu party support

*Which political party would you vote for?*



This Q+A Colmar Brunton poll was carried out among a random sample of 501 eligible Ōhāriu voters between 5 and 9 August 2017. The maximum sampling error for the total sample is approximately  $\pm 4.4\%$ -points at the 95% confidence level. The party vote question was asked first, and was unprompted. For the electorate vote question, all candidate and party names were read aloud to respondents in random order. Eleven percent of respondents were undecided or did not wish to answer at the party support question, and 11% were undecided or did not wish to answer at the electorate support question. Percentages may not sum to 100 due to rounding.

# Party and electorate vote 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 and electorate candidate support analysis.

## Introduction

“Under MMP you get two votes.

1 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 1 would you be most likely to vote for?”

## Electorate vote

“Now thinking about your electorate vote, for your local MP in the Ōhāriu electorate.

Who would you vote for with your electorate vote?

The candidates are...”<sup>1</sup>

**IF DON'T KNOW**

“Which party, if any, is the candidate most likely to come from?”

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<sup>1</sup> Candidate names and party affiliation were read aloud to respondents in random order.

## Party support – Ōhāriu electorate

“Which political party would you vote for?”

### IF DON'T KNOW

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

5-9 August 2017	
Don't know	8%
Refused	2%
<b>TOTAL</b>	<b>11%*</b>
Base (n=)	501

Based on eligible Ōhāriu Electorate voters. \*Percentages do not add to total due to rounding.

5-9 August 2017	
National Party	46%
Labour Party	35%
Green Party	12%
NZ First	4%
The Opportunities Party	1.8%
United Future	0.5%
Māori Party	0.4%
ACT party	0.3%
<b>TOTAL</b>	<b>100%</b>
Base (n=)	419

Based on probed party supporters.

## Candidate support – Ōhāriu electorate

“Thinking about your electorate vote, for your local MP in the Ōhāriu electorate, who would you vote for with your electorate vote? The candidates are...”<sup>2</sup>

### IF DON'T KNOW

“Which party, if any, is the candidate most likely to come from?”

5-9 August 2017	
Don't know	9%
Refused	1%
<b>TOTAL</b>	<b>11%*</b>
Base (n=)	501

Based on eligible Ōhāriu Electorate voters. \*Percentages do not add to total due to rounding.

5-9 August 2017	
Labour candidate Greg O'Connor	48%
United Future candidate Peter Dunne	34%
National candidate Brett Hudson	14%
The Opportunities Party Candidate Jessica Hammond Doube	2%
ACT candidate Andie Moore	1%
<b>TOTAL</b>	<b>100%</b>
Base (n=)	432

Based on probed candidate supporters.

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<sup>2</sup> This list of parties and candidates was read aloud to each respondent in random order.