



**COLMAR  
BRUNTON**

A Kantar Millward  
Brown Company

# 1 News Colmar Brunton Poll

## 12-16 Aug 2017

**Attention:** Television New Zealand

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

**Release date:** 17 August 2017

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)

# Contents

Contents .....	1
Methodology summary .....	2
Summary of results.....	3
Key political events.....	4
Question order and wording.....	5
Party vote .....	6
Preferred Prime Minister .....	8
Economic outlook .....	10
Payment of water royalties by farmers.....	12
Income tax rate for high earners.....	13
Parliamentary seat entitlement – Scenario 1 .....	14
Parliamentary seat entitlement – Scenario 2 .....	14
Method for calculating parliamentary seat entitlement .....	14

## Methodology summary

<b>CLIENT:</b>	Television New Zealand.
<b>RELEASED:</b>	Thursday 17 August 2017.
<b>POLL CONDUCTED:</b>	Interviewing took place from Saturday 12 August – Wednesday 16 August 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 "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

ECONOMIC OUTLOOK		
Optimism	55%	Up 7%-points from 22-27 July 2017
Pessimism	14%	Down 9%-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 NO ONE**

“Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

### Economic outlook

“And do you think during the next 12 months the economy will be in a better state than at present, or in a worse state?”

## 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
<b>Don't know</b>	12%	10%	12%	15%	16%	9%
<b>Refused</b>	3%	4%	4%	5%	4%	4%
<b>TOTAL</b>	<b>15%</b>	<b>14%</b>	<b>17%*</b>	<b>19%*</b>	<b>20%</b>	<b>13%</b>
<b>Base (n=)</b>	1,003	1,003	1,007	1,007	1,005	1,007

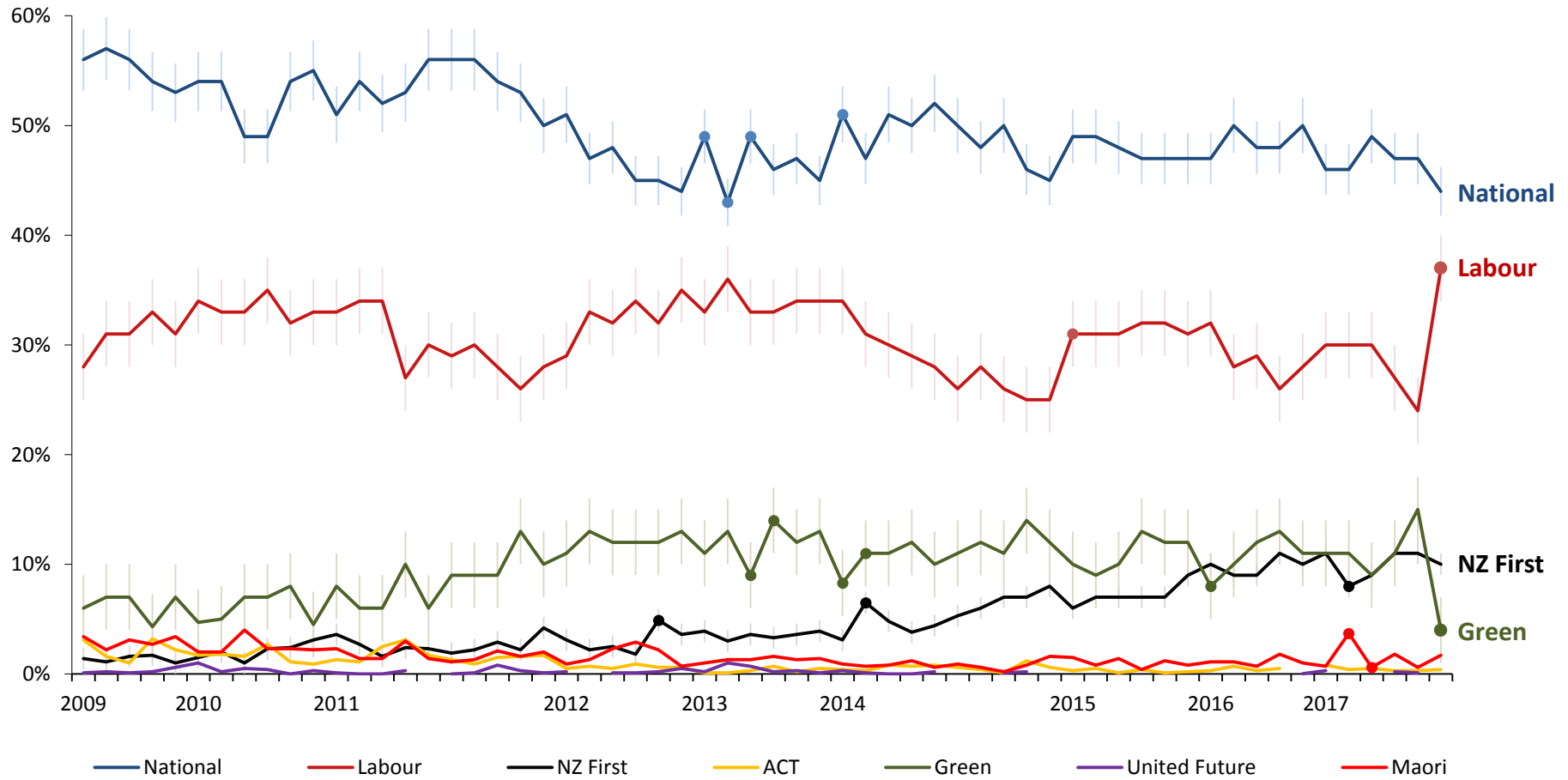
Based on eligible New Zealand voters. \*Percentages do not add to total due to rounding

	11-15 Feb 2017	18-22 March 2017	27-31 May 2017	1-5 Jul 2017	22-27 July 2017	12-16 Aug 2017
<b>National Party</b>	46%	46%	49%	47%	47%	44%
<b>Labour Party</b>	30%	30%	30%	27%	24%	37%
<b>New Zealand First</b>	11%	8%	9%	11%	11%	10%
<b>Green Party</b>	11%	11%	9%	11%	15%	4.3%
<b>The Opportunities Party**</b>		0.4%	1.4%	1.1%	1.5%	2.1%
<b>Māori Party</b>	0.7%	3.7%	0.6%	1.8%	0.6%	1.7%
<b>ACT Party</b>	0.8%	0.4%	0.5%	0.3%	0.3%	0.4%
<b>United Future</b>	0.3%	-	-	0.2%	0.1%	-
<b>Other</b>	1.1%	0.5%	<0.1%	0.3%	0.1%	0.5%
<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>	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 8<sup>th</sup> March 2017

# 1 News Colmar Brunton Poll

## 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.



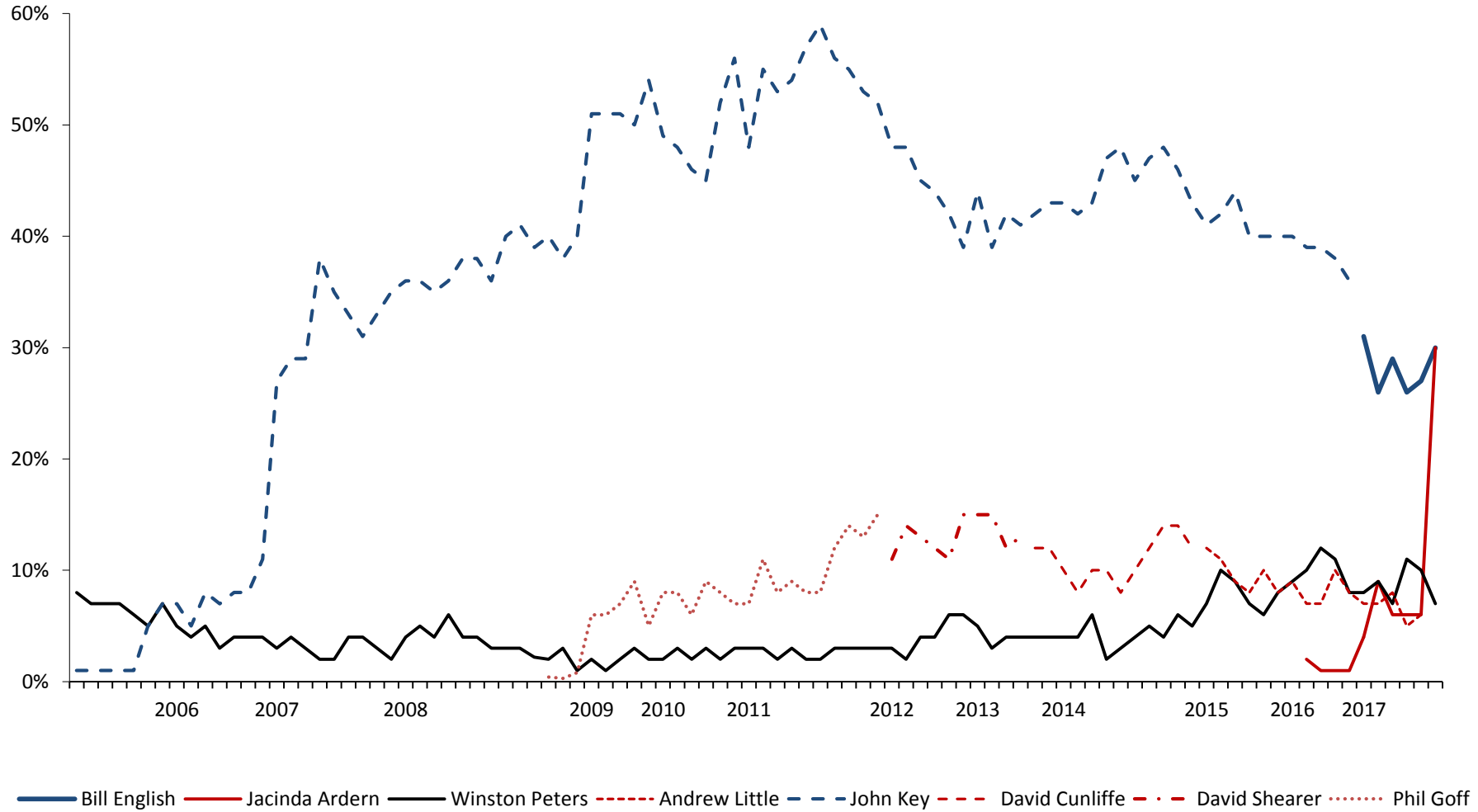
## Preferred Prime Minister

“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
<b>Bill English</b>	31%	26%	29%	26%	28%	30%
<b>Jacinda Ardern</b>	4%	9%	6%	6%	6%	30%
<b>Winston Peters</b>	8%	9%	7%	11%	10%	7%
<b>Gareth Morgan</b>	0.1%	-	0.2%	0.7%	0.3%	0.7%
<b>John Key</b>	2%	2%	2%	1%	1%	0.5%
<b>Kelvin Davis</b>	-	-	-	-	-	0.4%
<b>Hone Harawira</b>	-	0.3%	-	0.5%	-	0.4%
<b>Steven Joyce</b>	0.4%	0.3%	0.8%	0.1%	0.4%	0.3%
<b>James Shaw</b>	0.3%	0.5%	0.4%	0.5%	0.2%	0.3%
<b>Phil Goff</b>	-	0.4%	0.2%	0.3%	1%	0.2%
<b>Judith Collins</b>	0.4%	0.1%	0.1%	0.2%	0.2%	0.2%
<b>Simon Bridges</b>	-	-	-	-	0.2%	0.2%
<b>Grant Robertson</b>	0.2%	0.1%	0.5%	0.5%	0.4%	0.1%
<b>Paula Bennett</b>	0.5%	1%	0.4%	1%	1%	0.1%
<b>Andrew Little</b>	7%	7%	8%	5%	6%	-
<b>Metiria Turei</b>	2%	0.4%	0.7%	0.2%	1%	-
<b>Peter Dunne</b>	-	0.2%	0.1%	-	0.2%	-
<b>Helen Clark</b>	0.3%	0.4%	0.2%	-	0.2%	-
<b>Tariana Turia</b>	0.1%	-	0.1%	0.1%	0.1%	-
<b>Shane Jones</b>	0.1%	-	-	-	0.1%	-
<b>Gerry Brownlee</b>	-	-	-	-	0.1%	-
<b>David Shearer</b>	0.1%	<0.1%	0.3%	-	<0.1%	-
<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>	0.1%	-	0.2%	-	-	-
<b>Annette King</b>	0.6%	0.1%	-	-	-	-
<b>Russel Norman</b>	0.2%	-	-	-	-	-
<b>Trevor Mallard</b>	0.1%	-	-	-	-	-
<b>Other</b>	3%	2%	1%	1%	0.5%	2%
<b>Don't know</b>	36%	37%	39%	41%	40%	24%
<b>None</b>	4%	3%	2%	3%	2%	2%
<b>Refused</b>	1%	1%	2%	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>	1,003	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*



## Economic outlook

“And do you think during the next 12 months the economy will be in a better state than at present, or in a worse state?”

	11-15 Feb 2017	18-22 March 2017	27-31 May 2017	1-5 Jul 2017	22-27 Jul 2017	12-16 Aug 2017
<b>Better</b>	48%	46%	50%	47%	48%	55%
<b>Same</b>	30%	28%	27%	32%	29%	31%
<b>Worse</b>	22%	26%	22%	22%	22%	14%
<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>	1,003	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

## *Economic Outlook*



## Payment of water royalties by farmers

“A policy has been proposed under which some farmers operating irrigation schemes would have to pay royalties to the government for the use of fresh water. Money raised under the policy would go towards cleaning up lakes, rivers, and streams.

Do you support or oppose<sup>1</sup> this policy?”

	Total Eligible New Zealand Voters
Support	59%
Oppose	32%
Don't know	9%
<b>Total</b>	<b>100%</b>
<b>Base (n=)</b>	<b>1,007</b>

Based on eligible New Zealand voters.

Three in five New Zealand voters (59%) support the introduction of a policy under which some farmers operating irrigation schemes would have to pay royalties for the use of fresh water (assuming the funds raised go towards cleaning up New Zealand's waterways). One in three oppose (32%) the policy, while 9% answered don't know.

Those groups of New Zealand voters more likely than average (59%) to support the introduction of a policy under which some farmers operating irrigation schemes would have to pay royalties for the use of fresh water include:

- Labour party supporters (79%)
- Asians (75%)
- middle aged people, aged 35-54 (65%).

Those groups of New Zealand voters more likely than average (32%) to oppose the introduction of a policy under which some farmers operating irrigation schemes would have to pay royalties for the use of fresh water include:

- National party supporters (51%)
- those living in small towns and rural areas (42%)
- older people, aged 55 and over (41%)
- men (37%).

---

<sup>1</sup> The question order was rotated so approximately half of respondents were asked 'Do you oppose or support this policy?'

## Income tax rate for high earners

“Do you support or oppose<sup>2</sup> raising the income tax rate in New Zealand for people earning more than \$150,000 per year to fund improvements to public services?”

	Total Eligible New Zealand Voters
Support	63%
Oppose	30%
Don't know	6%
<b>Total</b>	<b>100%*</b>
<b>Base (n=)</b>	<b>1,007</b>

\* Due to rounding the sum of the percentages does not equal 100%

Over three in five New Zealand voters (63%) support raising the income tax rate for New Zealand people earning more than \$150,000 per year to fund improvements in public services. Thirty percent oppose it, while 6% answered don't know.

Those more likely than average (63%) to support raising the income tax rate in New Zealand for people earning more than \$150,000 per year to fund improvements to public services include:

- those with an annual household income of between \$30,001 and \$70,000 (80%)
- Labour party supporters (78%).

Those more likely than average (30%) to oppose raising the income tax rate in New Zealand for people earning more than \$150,000 per year to fund improvements to public services include:

- National party supporters (48%)
- those with an annual household income of over \$100,000 (45%).

---

<sup>2</sup> The question order was rotated so approximately half of respondents were asked 'Do you oppose or support ...'

## 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
<b>National Party</b>	57
<b>Labour Party</b>	49
<b>New Zealand First</b>	12
<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

## 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
<b>National Party</b>	57
<b>Labour Party</b>	49
<b>New Zealand First</b>	12
<b>Māori Party</b>	2
<b>ACT Party</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.