



1 News Colmar Brunton Poll

16-19 September 2017

Attention: Television New Zealand

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Release date: 20 September 2017

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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
Parliamentary seat entitlement	10
Method for calculating parliamentary seat entitlement	10

Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Wednesday 20 September 2017.
POLL CONDUCTED:	Interviewing took place from Saturday 16 September – Tuesday 19 September 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 = 1,006 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	46%	Up 6%-point from 9-13 September 2017
Labour Party	37%	Down 7%-points
Green Party	8%	Up 1%-point
New Zealand First	5%	Down 1%-point
The Opportunities Party	2%	Steady
Māori Party	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	13%	Down 1%-point from 9-13 September 2017

PREFERRED PRIME MINISTER		
Bill English	37%	Up 5%-points from 9-13 September 2017
Jacinda Ardern	31%	Down 3%-points
Winston Peters	6%	Up 1%-point from 9-13 September 2017

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

14 – 19 September 2017

- The Labour Party announced that any recommendations from its tax working group would not be implemented before 2021. The National Party had criticised Labour for not confirming whether new taxes would be introduced in its first term of government.
- A burst pipeline caused a fuel shortage in Auckland, which led to many flights in the city being disrupted or cancelled, and some petrol stations running out of fuel. Labour leader Jacinda Ardern criticised the Government for not having taken appropriate action to secure the pipeline earlier.
- Farmers protested the Labour Party's proposed water tax at a rally in Morrinsville. The rally was supported by the National and New Zealand First parties. Former Prime Minister Helen Clark spoke out against a protester who labelled Jacinda Ardern a "pretty communist".
- The Māori Party said the Labour Party should define who owns water before it implements a tax on it.
- The Labour Party set a target for eliminating rheumatic fever.
- The Green Party released its fiscal plan which outlined much of its new revenue would be sourced through charging polluters.

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?”

Party vote

“Which political party would you vote for?”

IF DON'T KNOW

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

	22-27 July 2017	12-16 Aug 2017	26-30 Aug 2017	2-6 Sep 2017	9-13 Sep 2017	16-19 Sep 2017
Don't know	16%	9%	8%	7%	10%	7%
Refused	4%	4%	4%	3%	5%	6%
TOTAL	20%	13%	12%	10%	14%*	13%
Base (n=)	1,005	1,007	1,009	1,007	1,006	1006

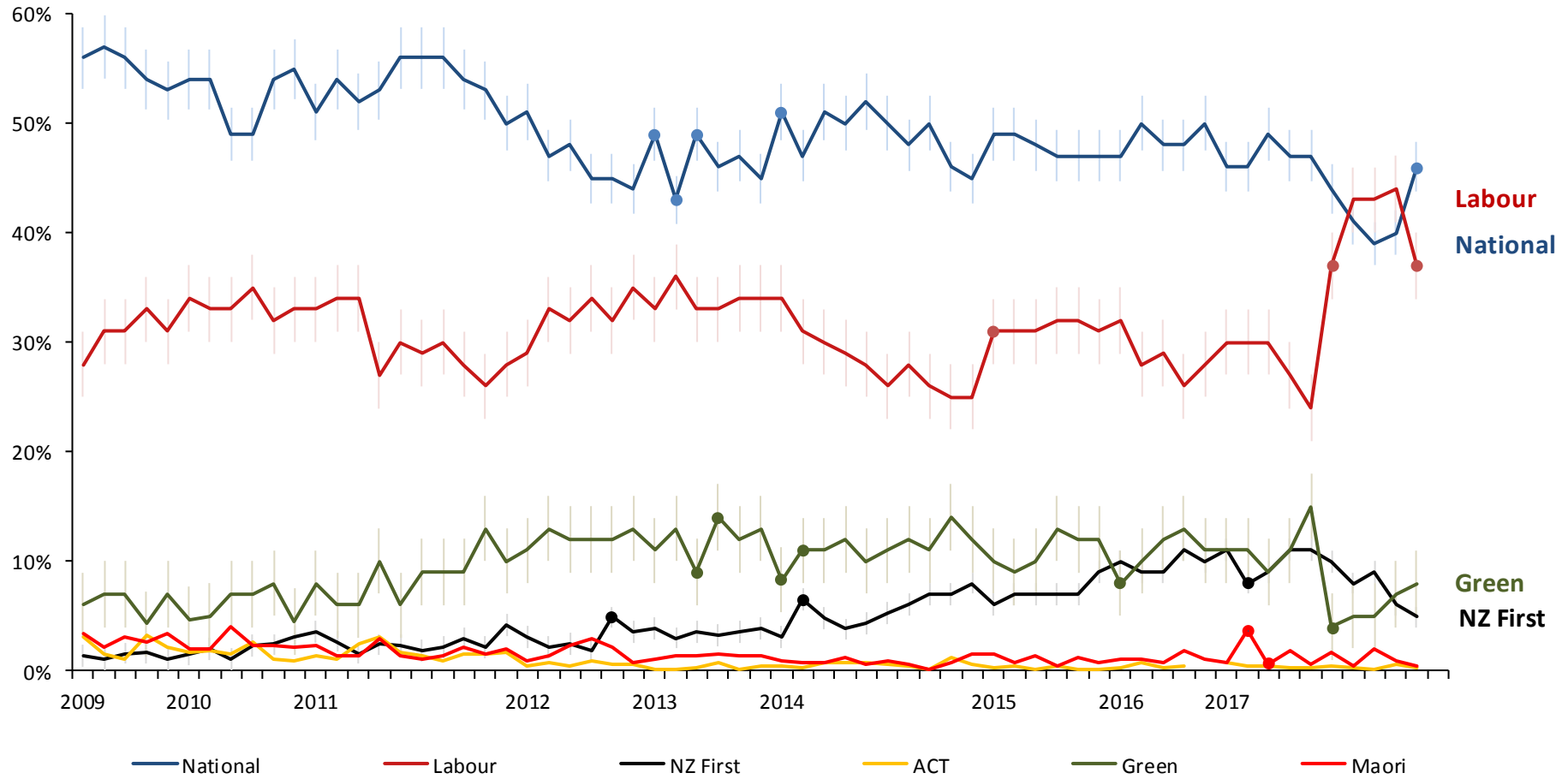
Based on eligible New Zealand voters. *Percentages do not add to total due to rounding

	22-27 July 2017	12-16 Aug 2017	26-30 Aug 2017	2-6 Sep 2017	9-13 Sep 2017	16-19 Sep 2017
National Party	47%	44%	41%	39%	40%	46%
Labour Party	24%	37%	43%	43%	44%	37%
Green Party	15%	4.3%	5%	5%	7%	8%
New Zealand First	11%	10%	8%	9%	6%	4.9%
The Opportunities Party	1.5%	2.1%	0.9%	1.9%	1.6%	2.3%
Māori Party	0.6%	1.7%	0.5%	2.0%	0.9%	0.5%
ACT Party	0.3%	0.4%	0.3%	0.1%	0.6%	0.3%
Other	0.2%	0.5%	0.8%	0.6%	0.6%	0.4%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	804	834	843	864	840	838

Based on probed party supporters. *Percentages do not add to total due to rounding.

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

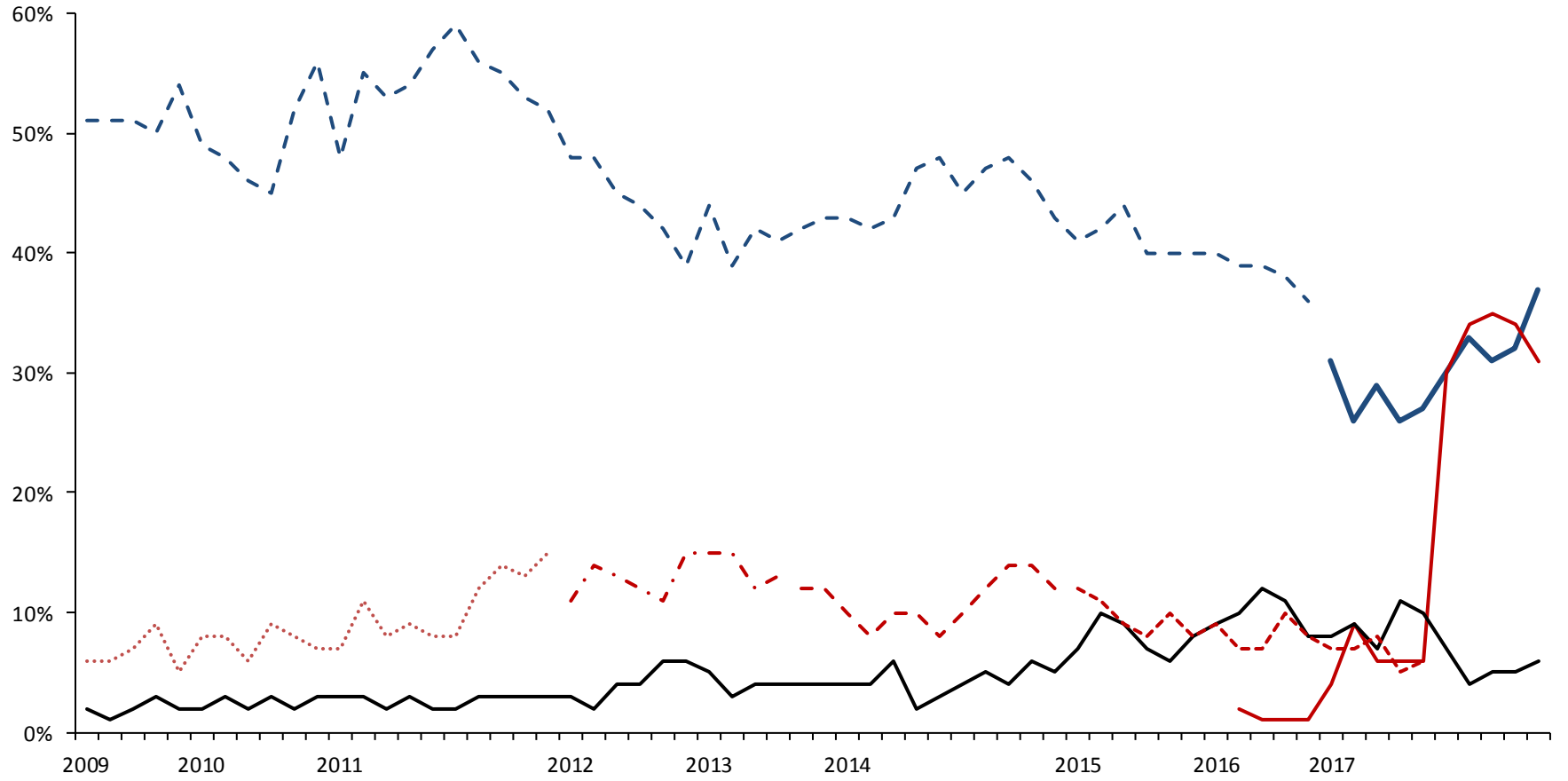
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	22-27 July 2017	12-16 Aug 2017	26-30 Aug 2017	2-6 Sep 2017	9-13 Sep 2017	16-19 Sep 2017
Bill English	28%	30%	33%	31%	32%	37%
Jacinda Ardern	6%	30%	34%	35%	34%	31%
Winston Peters	10%	7%	4%	5%	5%	6%
John Key	1%	0.5%	-	0.7%	0.6%	0.7%
James Shaw	0.2%	0.3%	0.4%	1%	0.3%	0.3%
Hone Harawira	-	0.4%	-	0.1%	-	0.3%
Paula Bennett	1%	0.1%	0.3%	0.2%	-	0.2%
Gareth Morgan	0.3%	0.7%	0.4%	0.5%	0.3%	0.2%
Trevor Mallard	-	-	-	-	-	0.1%
Steven Joyce	0.4%	0.3%	0.5%	0.5%	<0.1%	0.1%
Metiria Turei	1%	-	0.8%	-	0.2%	0.1%
David Seymour	-	-	-	0.5%	-	0.1%
Grant Robertson	0.4%	0.1%	<0.1%	0.1%	0.4%	0.1%
Te Ururoa Flavell	-	-	-	0.1%	-	<0.1%
Simon Bridges	0.2%	0.2%	-	-	-	<0.1%
Gerry Brownlee	0.1%	-	-	-	0.2%	-
Helen Clark	0.2%	-	0.2%	-	0.2%	-
Kelvin Davis	-	0.4%	0.4%	-	0.1%	-
Andrew Little	6%	-	-	0.1%	-	-
Phil Goff	1%	0.2%	0.1%	0.1%	-	-
David Shearer	<0.1%	-	<0.1%	-	-	-
Shane Jones	0.1%	-	<0.1%	-	-	-
Judith Collins	0.2%	0.2%	<0.1%	-	-	-
Peter Dunne	0.2%	-	-	-	-	-
Tariana Turia	0.1%	-	-	-	-	-
David Cunliffe	-	-	-	-	-	-
David Parker	-	-	-	-	-	-
Other	0.5%	2%	0.1%	1%	1%	2%
Don't know	40%	24%	24%	21%	22%	18%
None	2%	2%	0.8%	2%	1%	1%
Refused	2%	2%	2%	1%	3%	3%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,005	1,007	1,009	1,007	1,006	1,006

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

1 News Colmar Brunton Poll

Preferred Prime Minister



— Bill English — Jacinda Ardern — Winston Peters - - - Andrew Little - - - John Key - - - David Cunliffe - . - David Shearer . . . Phil Goff

Parliamentary seat entitlement

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.

	Number of seats
National Party	58
Labour Party	46
Green Party	9
New Zealand First	6
Māori Party	1
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.