



# 1 News Colmar Brunton Poll

## 2-6 September 2017

**Attention:** Television New Zealand

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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

<b>CLIENT:</b>	Television New Zealand.
<b>RELEASED:</b>	Thursday 7 September 2017.
<b>POLL CONDUCTED:</b>	Interviewing took place from Saturday 2 September – Wednesday 6 September 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		
Labour Party	43%	Steady from 26-30 Aug 2017
National Party	39%	Down 2%-points
New Zealand First	9%	Up 1%-point
Green Party	5%	Steady
Māori Party	2%	Up 1%-point
The Opportunities Party	2%	Up 1%-point

UNDECIDED VOTERS		
Party Vote – Don't know or refused	10%	Down 2%-points from 26-30 Aug 2017

PREFERRED PRIME MINISTER		
Jacinda Ardern	35%	Up 1%-point from 26-30 Aug 2017
Bill English	31%	Down 2%-points
Winston Peters	5%	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

### 31 August – 6 September 2017

- National MP Steven Joyce criticised the Labour party's Fiscal Plan, claiming that it did not account for \$11.7 billion of planned spending. A multitude of experts refuted Joyce's claim.
- Opportunities Party leader Gareth Morgan took TVNZ to court after he was not invited to join a televised leaders debate.
- A tweet by the Wall Street Journal likened Labour leader Jacinda Ardern to American President Donald Trump. Ardern said she found the comparison "offensive".
- National Party MP Paula Bennett said that some people deserve fewer human rights than others during a debate. Bennett soon apologised for the comment following criticism.
- Labour leader Jacinda Ardern ruled out a land tax on the family home under her party's impending capital gains tax policy.
- The Electoral Commission began investigating the campaign of Māori Party candidate Wetex Kang. Kang allegedly offered money to potential supporters over social media.
- Prime Minister Bill English announced his party would increase funding for elective surgeries.
- Labour leader Jacinda Ardern announced a policy which would award \$2000 to the top student in vocational courses at each state secondary school.
- The National Party announced they would increase funding to primary schools so all students have access to learning a second language.
- Cabinet approved a negotiating mandate which would potentially see a Trans-Pacific Partnership Agreement signed without the USA in November.

## 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?”

	27-31 May 2017	1-5 Jul 2017	22-27 July 2017	12-16 Aug 2017	26-30 Aug 2017	2-6 Sep 2017
<b>Don't know</b>	12%	15%	16%	9%	8%	7%
<b>Refused</b>	4%	5%	4%	4%	4%	3%
<b>TOTAL</b>	<b>17%*</b>	<b>19%*</b>	<b>20%</b>	<b>13%</b>	<b>12%</b>	<b>10%</b>
<b>Base (n=)</b>	1,007	1,007	1,005	1,007	1,009	1,007

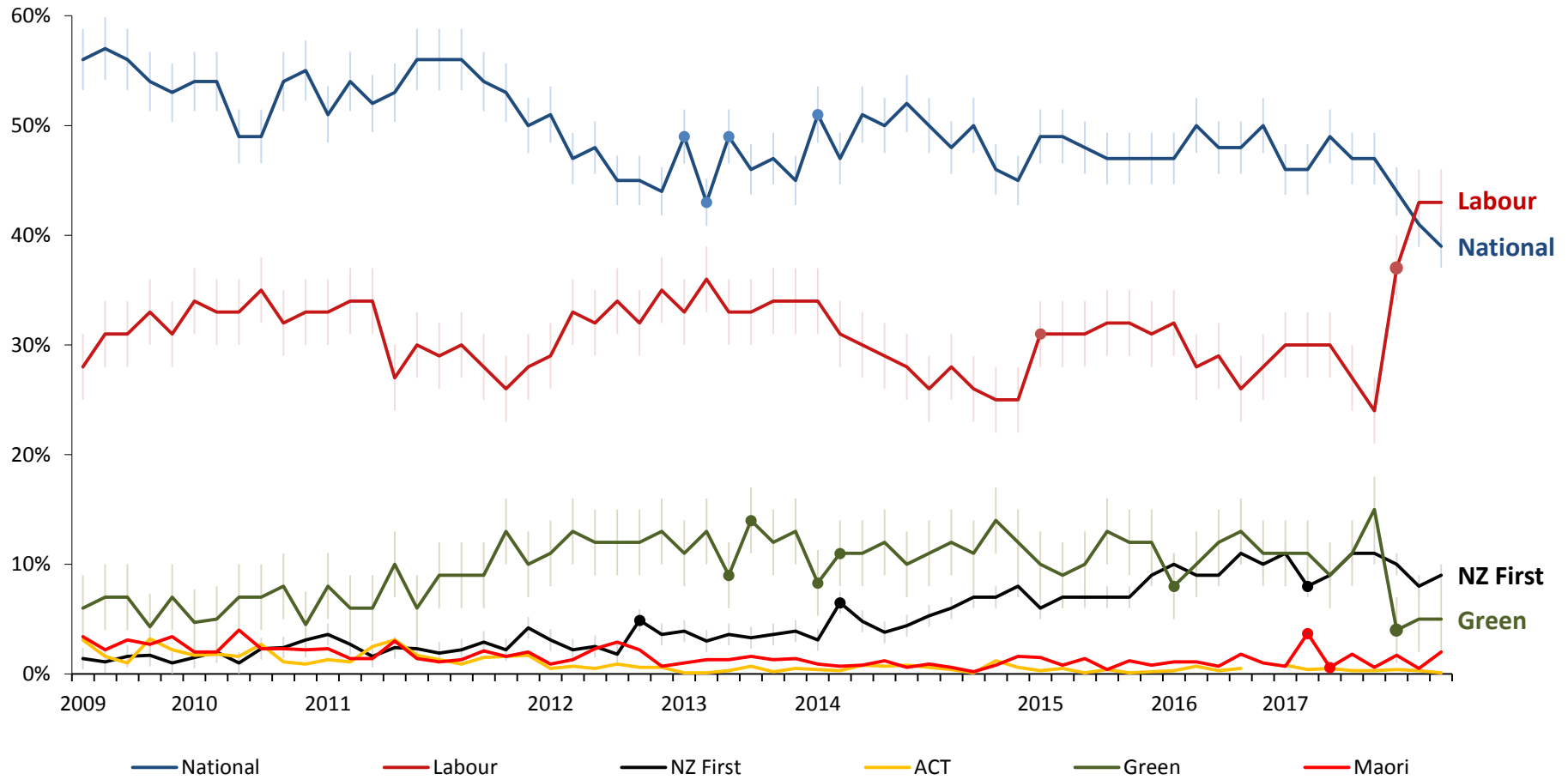
Based on eligible New Zealand voters. \*Percentages do not add to total due to rounding

	27-31 May 2017	1-5 Jul 2017	22-27 July 2017	12-16 Aug 2017	26-30 Aug 2017	2-6 Sep 2017
<b>Labour Party</b>	30%	27%	24%	37%	43%	43%
<b>National Party</b>	49%	47%	47%	44%	41%	39%
<b>New Zealand First</b>	9%	11%	11%	10%	8%	9%
<b>Green Party</b>	9%	11%	15%	4.3%	5%	5%
<b>Māori Party</b>	0.6%	1.8%	0.6%	1.7%	0.5%	2.0%
<b>The Opportunities Party</b>	1.4%	1.1%	1.5%	2.1%	0.9%	1.9%
<b>ACT Party</b>	0.5%	0.3%	0.3%	0.4%	0.3%	0.1%
<b>Other</b>	<0.1%	0.6%	0.2%	0.5%	0.8%	0.6%
<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>	801	789	804	834	843	864

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.



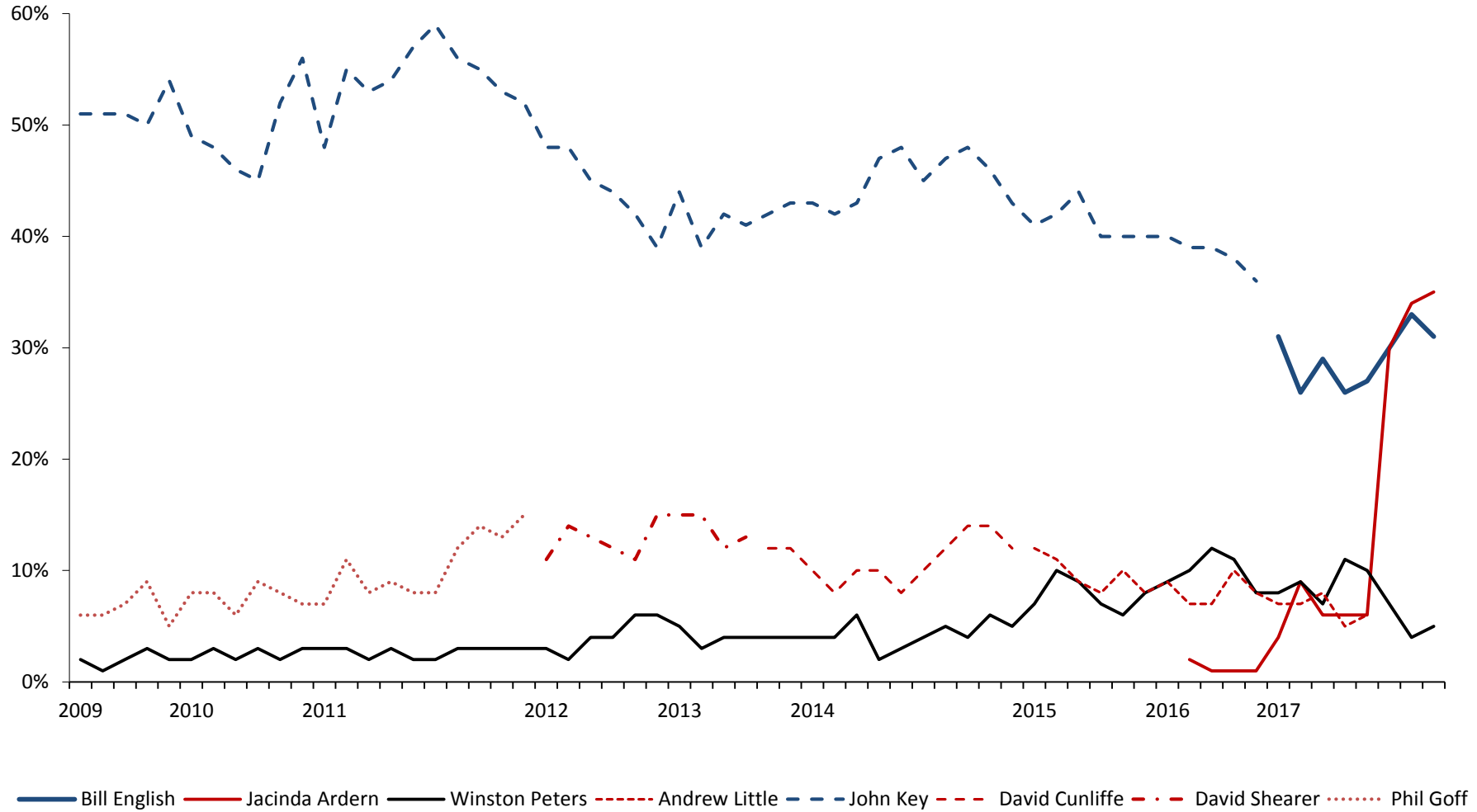
## Preferred Prime Minister

“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?”

	27-31 May 2017	1-5 Jul 2017	22-27 July 2017	12-16 Aug 2017	26-30 Aug 2017	2-6 Sep 2017
Jacinda Ardern	6%	6%	6%	30%	34%	35%
Bill English	29%	26%	28%	30%	33%	31%
Winston Peters	7%	11%	10%	7%	4%	5%
James Shaw	0.4%	0.5%	0.2%	0.3%	0.4%	1%
John Key	2%	1%	1%	0.5%	-	0.7%
David Seymour	-	-	-	-	-	0.5%
Steven Joyce	0.8%	0.1%	0.4%	0.3%	0.5%	0.5%
Gareth Morgan	0.2%	0.7%	0.3%	0.7%	0.4%	0.5%
Paula Bennett	0.4%	1%	1%	0.1%	0.3%	0.2%
Hone Harawira	-	0.5%	-	0.4%	-	0.1%
Te Ururoa Flavell	0.2%	-	-	-	-	0.1%
Andrew Little	8%	5%	6%	-	-	0.1%
Phil Goff	0.2%	0.3%	1%	0.2%	0.1%	0.1%
Grant Robertson	0.5%	0.5%	0.4%	0.1%	<0.1%	0.1%
Metiria Turei	0.7%	0.2%	1%	-	0.8%	-
Kelvin Davis	-	-	-	0.4%	0.4%	-
Helen Clark	0.2%	-	0.2%	-	0.2%	-
David Shearer	0.3%	-	<0.1%	-	<0.1%	-
Shane Jones	-	-	0.1%	-	<0.1%	-
Judith Collins	0.1%	0.2%	0.2%	0.2%	<0.1%	-
Simon Bridges	-	-	0.2%	0.2%	-	-
Peter Dunne	0.1%	-	0.2%	-	-	-
Tariana Turia	0.1%	0.1%	0.1%	-	-	-
Gerry Brownlee	-	-	0.1%	-	-	-
David Cunliffe	-	0.1%	-	-	-	-
David Parker	-	0.1%	-	-	-	-
Kim Dotcom	0.4%	-	-	-	-	-
Other	1%	1%	0.5%	2%	0.1%	1%
Don't know	39%	41%	40%	24%	24%	21%
None	2%	3%	2%	2%	0.8%	2%
Refused	2%	2%	2%	2%	2%	1%
<b>TOTAL</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>
Base (n=)	1,007	1,007	1,005	1,007	1,009	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

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
<b>Labour Party</b>	53
<b>National Party</b>	48
<b>New Zealand First</b>	11
<b>Green Party</b>	6
<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.