



1 News Colmar Brunton Poll

26-30 Aug 2017

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Thursday 31 August 2017.
POLL CONDUCTED:	Interviewing took place from Saturday 26 August – Wednesday 30 August 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 = 1,009 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		
Labour Party	43%	Up 6%-points from 12-16 Aug 2017
National Party	41%	Down 3%-points
New Zealand First	8%	Down 2%-points
Green Party	5%	Up 1%-point
The Opportunities Party	1%	Down 1%-point
Māori Party	1%	Down 1%-point

UNDECIDED VOTERS		
Party Vote – Don't know or refused	12%	Down 1%-point

PREFERRED PRIME MINISTER		
Jacinda Ardern	34%	Up 4%-points from 12-16 Aug 2017
Bill English	33%	Up 3%-points
Winston Peters	4%	Down 3%-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

16– 30 August 2017

- Opportunities Party leader Gareth Morgan tweeted that Labour leader Jacinda Ardern needed to show she was more than “lipstick on a pig”. The tweet drew criticism from many. Prime Minister Bill English suggested his willingness to include the party in a coalition would be dependent on Morgan’s conduct.
- United Future leader Peter Dunne announced his exit from politics.
- ACT leader David Seymour was criticised for comments he made about New Zealand First MP Richard Prosser at a business event. Prosser’s own statements at the event were later clarified by party leader Winston Peters.
- The Green Party announced a policy that would see light rail built from central Wellington to the city’s airport.
- Prime Minister Bill English announced the construction of a new highway in Nelson.
- Labour leader Jacinda Ardern unveiled a plan aimed at speeding up the Christchurch rebuild.
- NZ First leader Winston Peters paid back superannuation overpayments after the Ministry for Social Development raised the issue with him. The Ministry and Inland Revenue launched an investigation to determine whether Peters’ details were leaked.
- Prime Minister Bill English announced that the Government will establish a School of Rural Medicine to address a shortage of doctors in rural areas around New Zealand.
- The National Party announced a policy which would extend paid parental leave from 18 to 22 weeks. The change would be phased in over two years.
- The Labour Party updated its tertiary education policy. A plan that would provide all school leavers with three years of free tertiary education would come into force in 2018, whilst student allowances would also increase and be made more widely available.
- Prime Minister Bill English voiced disagreement to assertions that the next government would be formed based on NZ First leader Winston Peters’ decision. He said it was up to voters to decide.
- A United Nations committee called for an investigation into the abuse of children in state care in New Zealand.
- New Zealand agreed to send three further troops to Afghanistan, bringing the total number of troops deployed there to 13 following a request from NATO.
- Labour leader Jacinda Ardern said she would not rule out employing some form of capital gains tax if her party is elected to government, however the tax would not apply to the family home.

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?”

	18-22 March 2017	27-31 May 2017	1-5 Jul 2017	22-27 July 2017	12-16 Aug 2017	26-30 Aug 2017
Don't know	10%	12%	15%	16%	9%	8%
Refused	4%	4%	5%	4%	4%	4%
TOTAL	14%	17%*	19%*	20%	13%	12%
Base (n=)	1,003	1,007	1,007	1,005	1,007	1,009

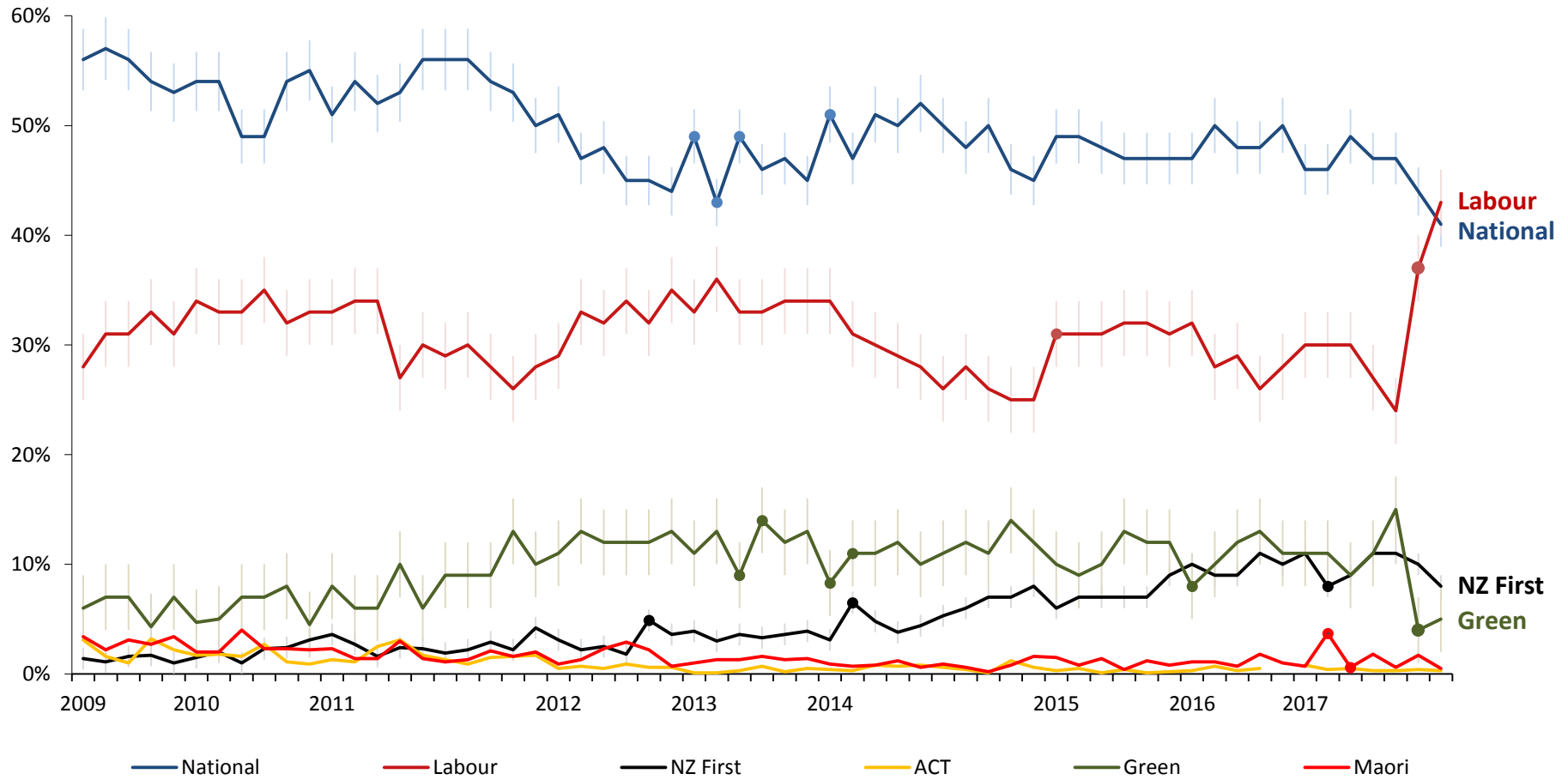
Based on eligible New Zealand voters. *Percentages do not add to total due to rounding

	18-22 March 2017	27-31 May 2017	1-5 Jul 2017	22-27 July 2017	12-16 Aug 2017	26-30 Aug 2017
Labour Party	30%	30%	27%	24%	37%	43%
National Party	46%	49%	47%	47%	44%	41%
New Zealand First	8%	9%	11%	11%	10%	8%
Green Party	11%	9%	11%	15%	4.3%	5%
The Opportunities Party	0.4%	1.4%	1.1%	1.5%	2.1%	0.9%
Māori Party	3.7%	0.6%	1.8%	0.6%	1.7%	0.5%
ACT Party	0.4%	0.5%	0.3%	0.3%	0.4%	0.3%
Other	1.1%	<0.1%	0.6%	0.2%	0.5%	0.8%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	808	801	789	804	834	843

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

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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

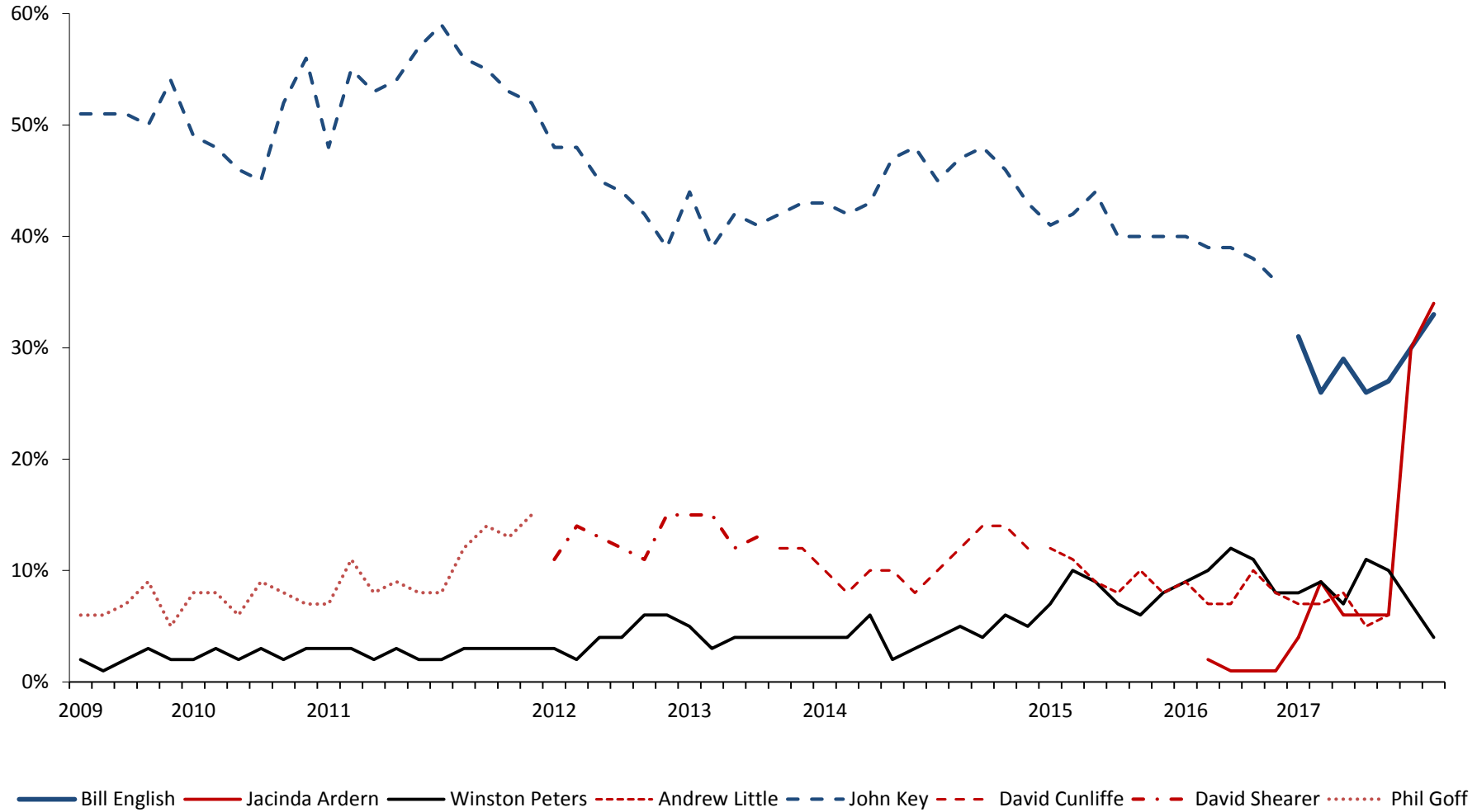
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	18-22 March 2017	27-31 May 2017	1-5 Jul 2017	22-27 July 2017	12-16 Aug 2017	26-30 Aug 2017
Jacinda Ardern	9%	6%	6%	6%	30%	34%
Bill English	26%	29%	26%	28%	30%	33%
Winston Peters	9%	7%	11%	10%	7%	4%
Metiria Turei	0.4%	0.7%	0.2%	1%	-	0.8%
Steven Joyce	0.3%	0.8%	0.1%	0.4%	0.3%	0.5%
James Shaw	0.5%	0.4%	0.5%	0.2%	0.3%	0.4%
Kelvin Davis	-	-	-	-	0.4%	0.4%
Gareth Morgan	-	0.2%	0.7%	0.3%	0.7%	0.4%
Paula Bennett	1%	0.4%	1%	1%	0.1%	0.3%
Helen Clark	0.4%	0.2%	-	0.2%	-	0.2%
Phil Goff	0.4%	0.2%	0.3%	1%	0.2%	0.1%
Grant Robertson	0.1%	0.5%	0.5%	0.4%	0.1%	<0.1%
David Shearer	<0.1%	0.3%	-	<0.1%	-	<0.1%
Shane Jones	-	-	-	0.1%	-	<0.1%
Judith Collins	0.1%	0.1%	0.2%	0.2%	0.2%	<0.1%
John Key	2%	2%	1%	1%	0.5%	-
Hone Harawira	0.3%	-	0.5%	-	0.4%	-
Simon Bridges	-	-	-	0.2%	0.2%	-
Andrew Little	7%	8%	5%	6%	-	-
Peter Dunne	0.2%	0.1%	-	0.2%	-	-
Tariana Turia	-	0.1%	0.1%	0.1%	-	-
Gerry Brownlee	-	-	-	0.1%	-	-
David Cunliffe	0.3%	-	0.1%	-	-	-
David Parker	0.1%	-	0.1%	-	-	-
Kim Dotcom	-	0.4%	-	-	-	-
Te Ururoa Flavell	-	0.2%	-	-	-	-
Annette King	0.1%	-	-	-	-	-
Other	2%	1%	1%	0.5%	2%	0.1%
Don't know	37%	39%	41%	40%	24%	24%
None	3%	2%	3%	2%	2%	0.8%
Refused	1%	2%	2%	2%	2%	2%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,003	1,007	1,007	1,005	1,007	1,009

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 ACT, New Zealand First, and the Māori Party each win one electorate seat.

	Number of seats
Labour Party	52
National Party	50
New Zealand First	10
Green Party	7
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.