



1 News Colmar Brunton Poll

9-13 September 2017

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Thursday 14 September 2017.
POLL CONDUCTED:	Interviewing took place from Saturday 9 September – Wednesday 13 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		
Labour Party	44%	Up 1%-point from 2-6 September 2017
National Party	40%	Up 1%-point
Green Party	7%	Up 2%-points
New Zealand First	6%	Down 3%-points
The Opportunities Party	2%	Steady
Māori Party	1%	Down 1%-point
ACT Party	1%	Up 1%-point

UNDECIDED VOTERS		
Party Vote – Don't know or refused	14%	Up 4%-points from 2-6 September 2017

PREFERRED PRIME MINISTER		
Jacinda Ardern	34%	Down 1%-point from 2-6 September 2017
Bill English	32%	Up 1%-point
Winston Peters	5%	Steady

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

7 – 13 September 2017

- It was revealed that National list MP Jian Yang previously taught English to Chinese intelligence agency recruits in a former role.
- The National Party announced a policy which would reduce jail time for low-risk prisoners if they complete training and treatment programmes.
- New Zealand First leader Winston Peters unveiled a policy under which a squadron of elite police officers would be created, targeting crime nationwide.
- The National Party launched an ad campaign highlighting the taxes the Labour Party proposes to introduce. Labour leader Jacinda Ardern called it “scaremongering”.
- The Opportunities Party launched an ad campaign urging National and Labour supporters to vote for TOP to ensure New Zealand First will not enter parliament.
- Labour leader Jacinda Ardern announced a plan which would expand Radio New Zealand into a non-commercial television service.
- Prime Minister Bill English proposed a sustainable farming fund, which would give farmers a further \$13 million a year to implement environmentally friendly methods.
- New Zealand First leader Winston Peters chose not to take part in a televised minor party leaders debate.
- The Green Party announced a policy which would further regulate the use of the term “free range” in the marketing of food products.
- Labour leader Jacinda Ardern released the Labour Party’s climate change policy. The centrepiece of the policy was a target of zero carbon emissions by 2050.
- The Anglican Synod decided that the Christ Church Cathedral would be restored following a two-day discussion on the matter.

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?”

	1-5 Jul 2017	22-27 July 2017	12-16 Aug 2017	26-30 Aug 2017	2-6 Sep 2017	9-13 Sep 2017
Don't know	15%	16%	9%	8%	7%	10%
Refused	5%	4%	4%	4%	3%	5%
TOTAL	19%*	20%	13%	12%	10%	14%
Base (n=)	1,007	1,005	1,007	1,009	1,007	1,006

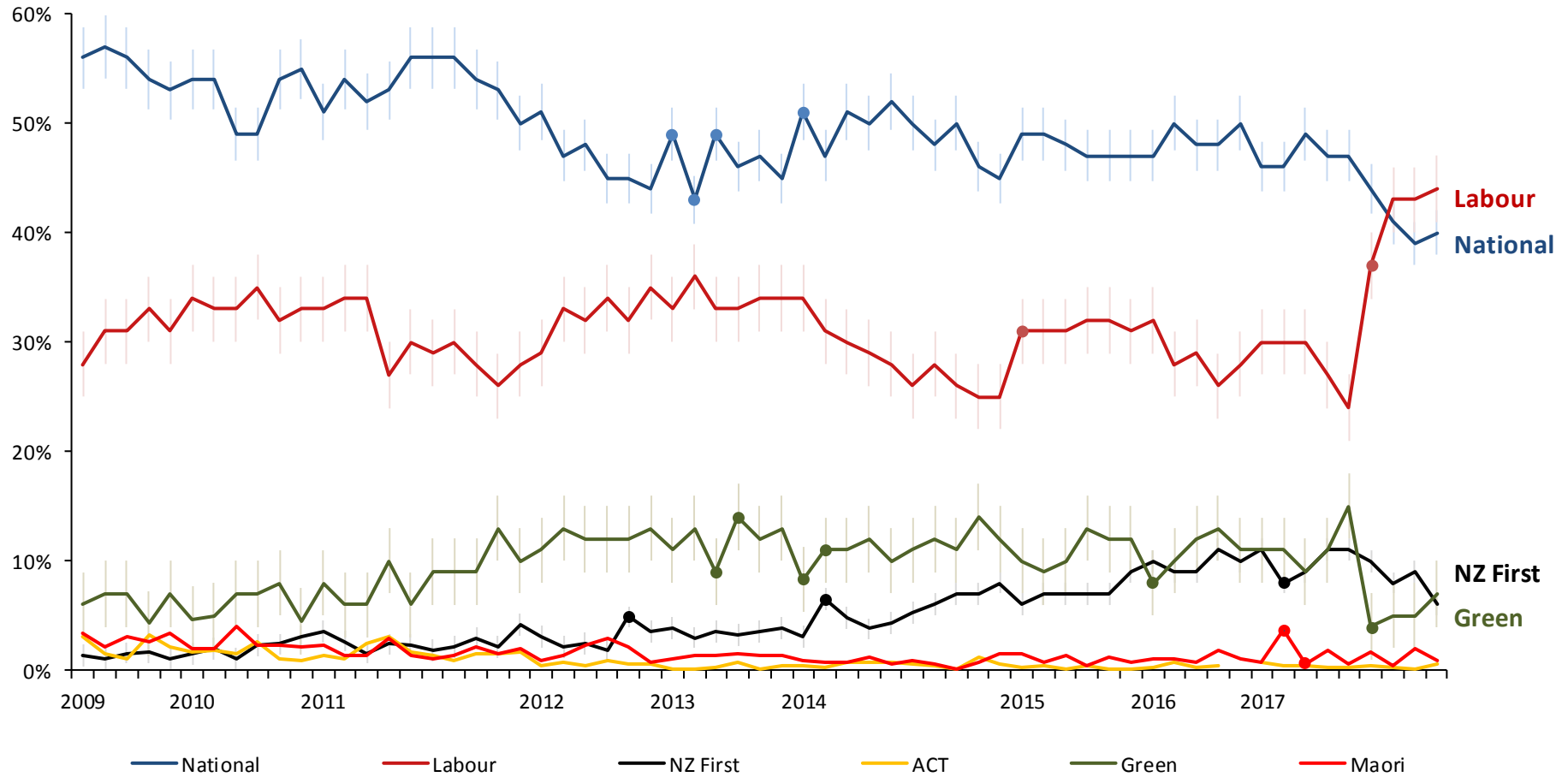
Based on eligible New Zealand voters. *Percentages do not add to total due to rounding

	1-5 Jul 2017	22-27 July 2017	12-16 Aug 2017	26-30 Aug 2017	2-6 Sep 2017	9-13 Sep 2017
Labour Party	27%	24%	37%	43%	43%	44%
National Party	47%	47%	44%	41%	39%	40%
Green Party	11%	15%	4.3%	5%	5%	7%
New Zealand First	11%	11%	10%	8%	9%	6%
The Opportunities Party	1.1%	1.5%	2.1%	0.9%	1.9%	1.6%
Māori Party	1.8%	0.6%	1.7%	0.5%	2.0%	0.9%
ACT Party	0.3%	0.3%	0.4%	0.3%	0.1%	0.6%
Other	0.6%	0.2%	0.5%	0.8%	0.6%	0.6%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	789	804	834	843	864	840

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

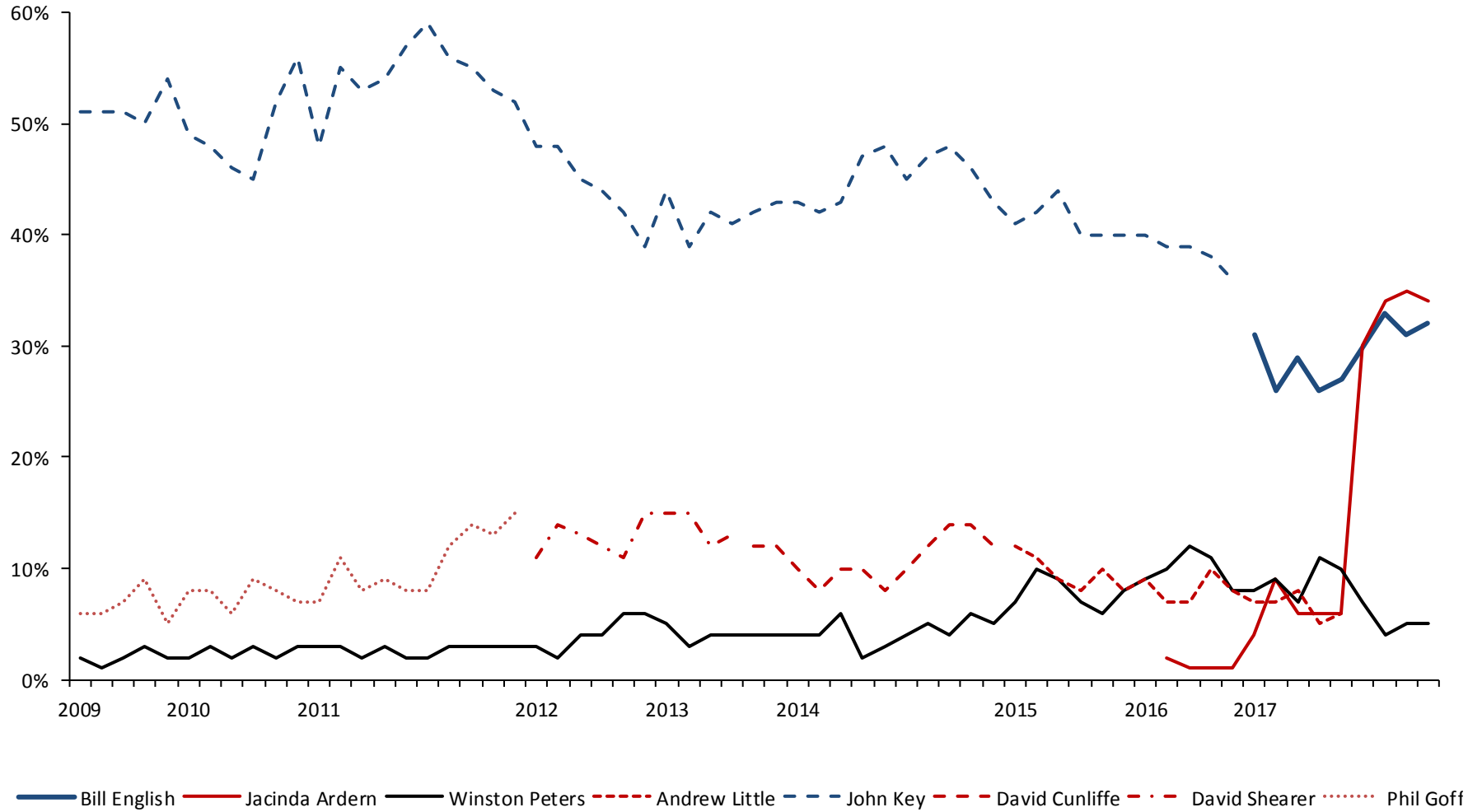
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	1-5 Jul 2017	22-27 July 2017	12-16 Aug 2017	26-30 Aug 2017	2-6 Sep 2017	9-13 Sep 2017
Jacinda Ardern	6%	6%	30%	34%	35%	34%
Bill English	26%	28%	30%	33%	31%	32%
Winston Peters	11%	10%	7%	4%	5%	5%
John Key	1%	1%	0.5%	-	0.7%	0.6%
Grant Robertson	0.5%	0.4%	0.1%	<0.1%	0.1%	0.4%
Gareth Morgan	0.7%	0.3%	0.7%	0.4%	0.5%	0.3%
James Shaw	0.5%	0.2%	0.3%	0.4%	1%	0.3%
Gerry Brownlee	-	0.1%	-	-	-	0.2%
Helen Clark	-	0.2%	-	0.2%	-	0.2%
Metiria Turei	0.2%	1%	-	0.8%	-	0.2%
Kelvin Davis	-	-	0.4%	0.4%	-	0.1%
Steven Joyce	0.1%	0.4%	0.3%	0.5%	0.5%	<0.1%
David Seymour	-	-	-	-	0.5%	-
Paula Bennett	1%	1%	0.1%	0.3%	0.2%	-
Hone Harawira	0.5%	-	0.4%	-	0.1%	-
Te Ururoa Flavell	-	-	-	-	0.1%	-
Andrew Little	5%	6%	-	-	0.1%	-
Phil Goff	0.3%	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%	0.2%	<0.1%	-	-
Simon Bridges	-	0.2%	0.2%	-	-	-
Peter Dunne	-	0.2%	-	-	-	-
Tariana Turia	0.1%	0.1%	-	-	-	-
David Cunliffe	0.1%	-	-	-	-	-
David Parker	0.1%	-	-	-	-	-
Other	1%	0.5%	2%	0.1%	1%	1%
Don't know	41%	40%	24%	24%	21%	22%
None	3%	2%	2%	0.8%	2%	1%
Refused	2%	2%	2%	2%	1%	3%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,007	1,005	1,007	1,009	1,007	1,006

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	55
National Party	48
Green Party	8
New Zealand First	7
Māori Party	1
ACT Party	1
TOTAL	120

* 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.