



1 NEWS Colmar Brunton Poll

29 November - 5 December 2017

Attention: Television New Zealand

Contact: (04) 913-3000

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Level One
46 Sale Street, Auckland CBD
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

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Sunday 10 December 2017.
POLL CONDUCTED:	Interviewing took place from Wednesday 29 Nov – Tuesday 5 Dec 2017.
MEDIAN FIELDWORK DAY:	Saturday (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 or have access to a New Zealand mobile phone.
SAMPLE SELECTION:	<p>Landline: 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.</p> <p>Mobile: Random dialling of New Zealand mobile telephones using probability sampling. Interviewers ask to speak to the main user of the phone who is aged 18 years or over. When required, multiple calls are made to reach that person. Voting eligibility is determined at the first question.</p>
SAMPLE SIZE:	n = 1,007 eligible voters, including n=505 polled via landline phone and n=502 polled via mobile phone.
SAMPLING ERROR:	<p>The maximum sampling error is approximately ± 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 ± 1.9-points and ± 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, region, ethnic identification, and mobile or landline access.
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%	Steady from 16-19 September 2017
Labour Party	39%	Up 2%-points
Green Party	7%	Down 1%-point
New Zealand First	5%	Steady
The Opportunities Party	1%	Down 1%-point
Māori Party	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	10%	Down 3%-points from 16-19 September 2017

PREFERRED PRIME MINISTER		
Jacinda Ardern	37%	Up 6%-points from 16-19 September 2017
Bill English	28%	Down 9%-points
Winston Peters	5%	Down 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

21 November – 5 December 2017

- Regional Development Minister Shane Jones said he would take a project to Cabinet which would see beneficiaries work for the minimum wage in industries such as tree planting, riparian planting, and developing railway tourism. Prime Minister Jacinda Ardern disagreed with claims that it was a 'work-for-the-dole' scheme because they would be paid a legal wage.
- Green Party MP Golriz Ghahraman was criticised for assisting in the defence of high-profile war criminals in the past. Ghahraman subsequently changed a description on her profile on the Green Party website, which was criticised for being misleading.
- Prime Minister Jacinda Ardern announced that a national memorial would be constructed for the victims of the Erebus disaster.
- Race Relations Commissioner Dame Susan Devoy claimed that Deputy Prime Minister Winston Peters had called her overweight in 1987. Peters denied the claim.
- It was revealed that the National Party lodged over 6,000 written questions for government ministers since the General Election.

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?”

	12-16 Aug 2017	26-30 Aug 2017	2-6 Sep 2017	9-13 Sep 2017	16-19 Sep 2017	29 Nov-5 Dec 2017
Don't know	9%	8%	7%	10%	7%	6%
Refused	4%	4%	3%	5%	6%	4%
TOTAL	13%	12%	10%	14%*	13%	10%
Base (n=)	1,007	1,009	1,007	1,006	1,006	1,007

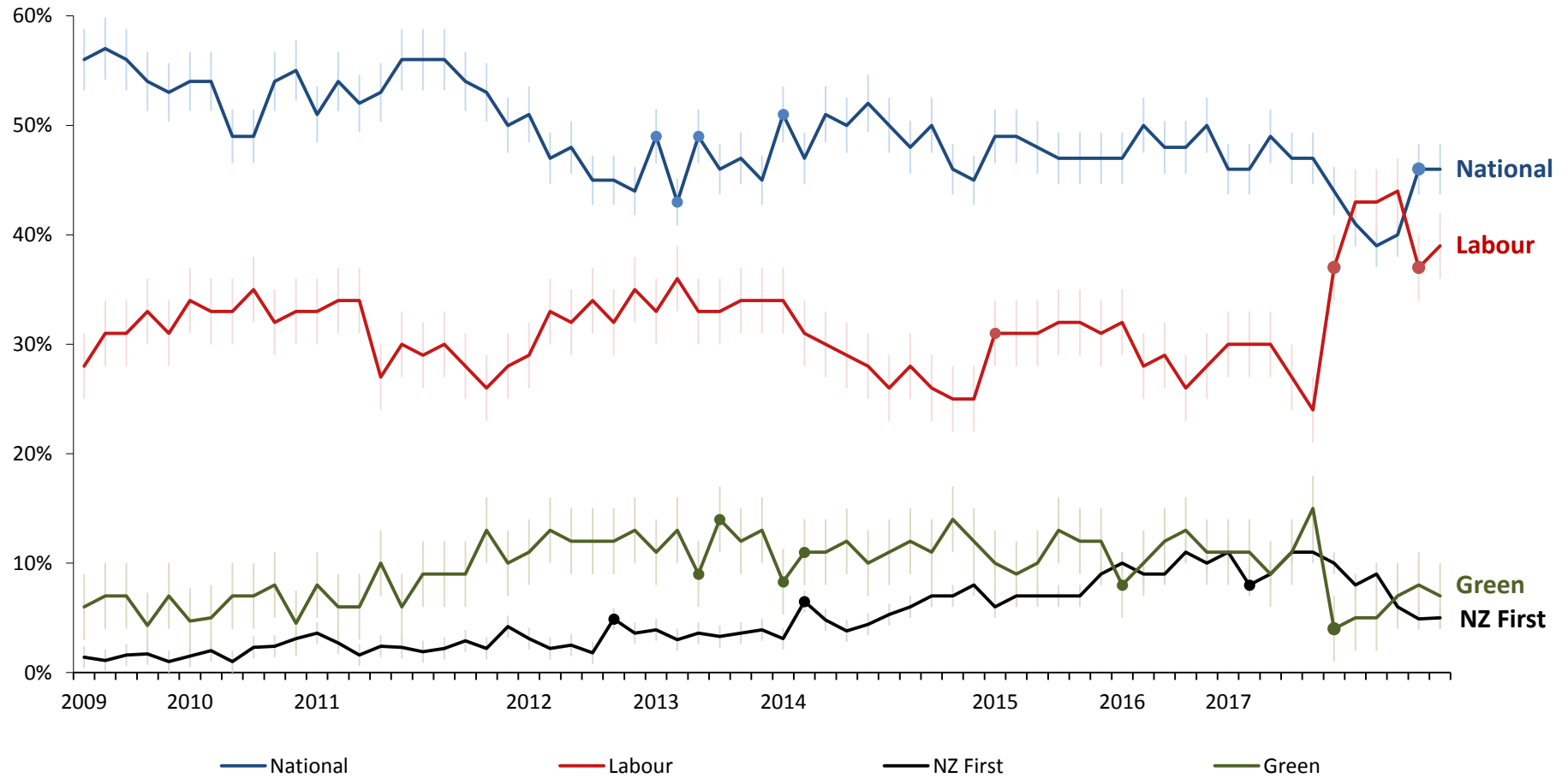
Based on eligible New Zealand voters. *Percentages do not add to total due to rounding

	12-16 Aug 2017	26-30 Aug 2017	2-6 Sep 2017	9-13 Sep 2017	16-19 Sep 2017	29 Nov-5 Dec 2017
National Party	44%	41%	39%	40%	46%	46%
Labour Party	37%	43%	43%	44%	37%	39%
Green Party	4.3%	5%	5%	7%	8%	7%
New Zealand First	10%	8%	9%	6%	4.9%	5%
The Opportunities Party	2.1%	0.9%	1.9%	1.6%	2.3%	1.2%
Māori Party	1.7%	0.5%	2.0%	0.9%	0.5%	0.9%
ACT Party	0.4%	0.3%	0.1%	0.6%	0.3%	0.1%
Other	0.5%	0.8%	0.6%	0.6%	0.4%	0.3%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	834	843	864	840	838	874

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. Results up to the end of September 2017 were obtained via landline-only sampling.

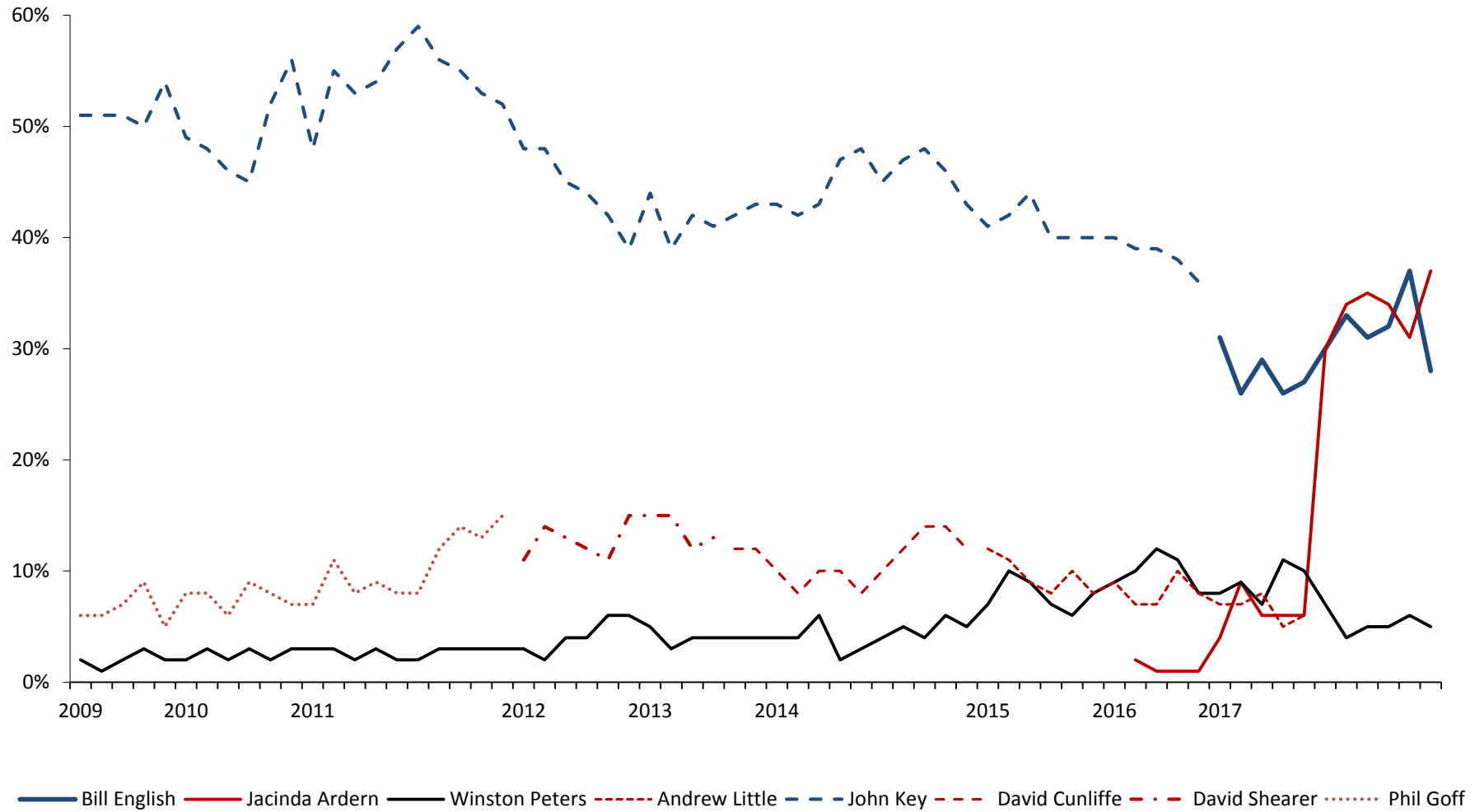
Preferred Prime Minister

“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?”

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



Government direction

“Generally speaking, do you think that the current New Zealand Government is heading in the right direction or the wrong direction?”¹

	Total Eligible New Zealand Voters
Right direction	51%
Wrong direction	26%
Don't know/No opinion	23%
Total	100%*
Base (n=)	1,007

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

Half of eligible New Zealand voters (51%) think the current New Zealand Government is heading in the right direction. Twenty-six percent believe it is heading in the wrong direction, while 23% don't know or don't have an opinion.

Those groups of eligible New Zealand voters more likely than average (51%) to think that the Government is heading in the right direction are:

- Green Party supporters (90%)
- Labour Party supporters (84%)
- Māori people (73%)
- Those living in households earning \$30,001 to \$70,000 per year (61%).

Those groups of eligible New Zealand voters more likely than average (26%) to think that the Government is heading in the wrong direction are:

- National Party supporters (54%)
- Those living in households earning more than \$100,000 per year (38%).

¹ The responses to the question were rotated so approximately half of all survey respondents were asked “Do you think the current New Zealand Government is heading in the wrong direction or the right direction?”

Parliamentary seat entitlement

The following table shows the parliamentary seat entitlement according to the results reported in this poll.

The table assumes ACT wins one electorate seat.

	Number of seats
National Party	57
Labour Party	48
Green Party	9
New Zealand First	6
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.