



**COLMAR  
BRUNTON**

A Kantar Millward  
Brown Company

# 1 NEWS Colmar Brunton Poll

## 10-14 February 2018

**Attention:** Television New Zealand

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## Methodology summary

<b>CLIENT:</b>	Television New Zealand.
<b>RELEASED:</b>	Monday 19 February 2018.
<b>POLL CONDUCTED:</b>	Interviewing took place from Saturday 10 – Wednesday 14 February 2018.
<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 or have access to a New Zealand mobile phone.
<b>SAMPLE SELECTION:</b>	<p><b>Landline:</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.</p> <p><b>Mobile:</b> 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>
<b>SAMPLE SIZE:</b>	n = 1,007 eligible voters, including n=503 polled via landline phone and n=504 polled via mobile phone.
<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, region, ethnic identification, and mobile or landline access.
<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	48%	Up 9%-points from 29 Nov - 5 Dec 2017
National Party	43%	Down 3%-points
Green Party	5%	Down 2%-points
New Zealand First	3%	Down 2%-points
Māori Party	1%	Steady
The Opportunities Party	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	13%	Up 3%-points from 29 Nov - 5 Dec 2017

PREFERRED PRIME MINISTER		
Jacinda Ardern	41%	Up 4%-points from 29 Nov – 5 Dec 2017
Bill English	20%	Down 8%-points
Winston Peters	4%	Down 1%-point

ECONOMIC OUTLOOK		
Optimism	37%	Up 1%-point from 29 Nov- 5 Dec 2017
Pessimism	33%	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

### 31 January – 14 February 2018

- Bill English resigned as leader of the National Party citing personal reasons. Likely candidates to succeed him were National MPs Judith Collins, Jonathan Coleman, Simon Bridges, and Steven Joyce.
- There was continued talk about Prime Minister Jacinda Ardern's pregnancy. She announced that Deputy Prime Minister Winston Peters would take over as Acting Prime Minister for 6 weeks during her maternity leave.
- It was reported that a mother contacted National MP Chris Bishop before the 2017 General Election because she was upset that he had been using social media app Snapchat to message her daughter and other young people. Bishop changed his policy around using the app following the complaint.
- Prime Minister Jacinda Ardern announced that new legislation would be introduced which aims to control pay increases for public sector bosses.
- Green Party MPs Marama Davidson and Julie-Anne Genter announced their running for co-leadership of the Green Party.
- Housing Minister Phil Twyford released a report which showed that the rate of homelessness in New Zealand was higher than previously thought.
- Australian Foreign Minister Julie Bishop met with Prime Minister Jacinda Ardern and Deputy Prime Minister Winston Peters.
- Prime Minister Jacinda Ardern attended Waitangi Day ceremonies at the Treaty Grounds at Waitangi. Then Leader of the Opposition Bill English travelled to the Ngai Tahu Treaty Festival in Bluff.
- Prime Minister Jacinda Ardern announced that the Government sought to introduce a measure of wellbeing based on social, cultural, and environmental constructs to gauge economic success.
- Prime Minister Jacinda Ardern announced an inquiry into historical cases of abuse in state care.

## 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?”

### Economic outlook

“And do you think during the next 12 months the economy will be in a better state than at present, or in a worse state?”

## Party vote

“Which political party would you vote for?”

### IF DON'T KNOW

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

	26-30 Aug 2017	2-6 Sep 2017	9-13 Sep 2017	16-19 Sep 2017	29 Nov-5 Dec 2017	10-14 Feb 2018
<b>Don't know</b>	8%	7%	10%	7%	6%	9%
<b>Refused</b>	4%	3%	5%	6%	4%	4%
<b>TOTAL</b>	<b>12%</b>	<b>10%</b>	<b>14%*</b>	<b>13%</b>	<b>10%</b>	<b>13%</b>
<b>Base (n=)</b>	1,009	1,007	1,006	1,006	1,007	1,007

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

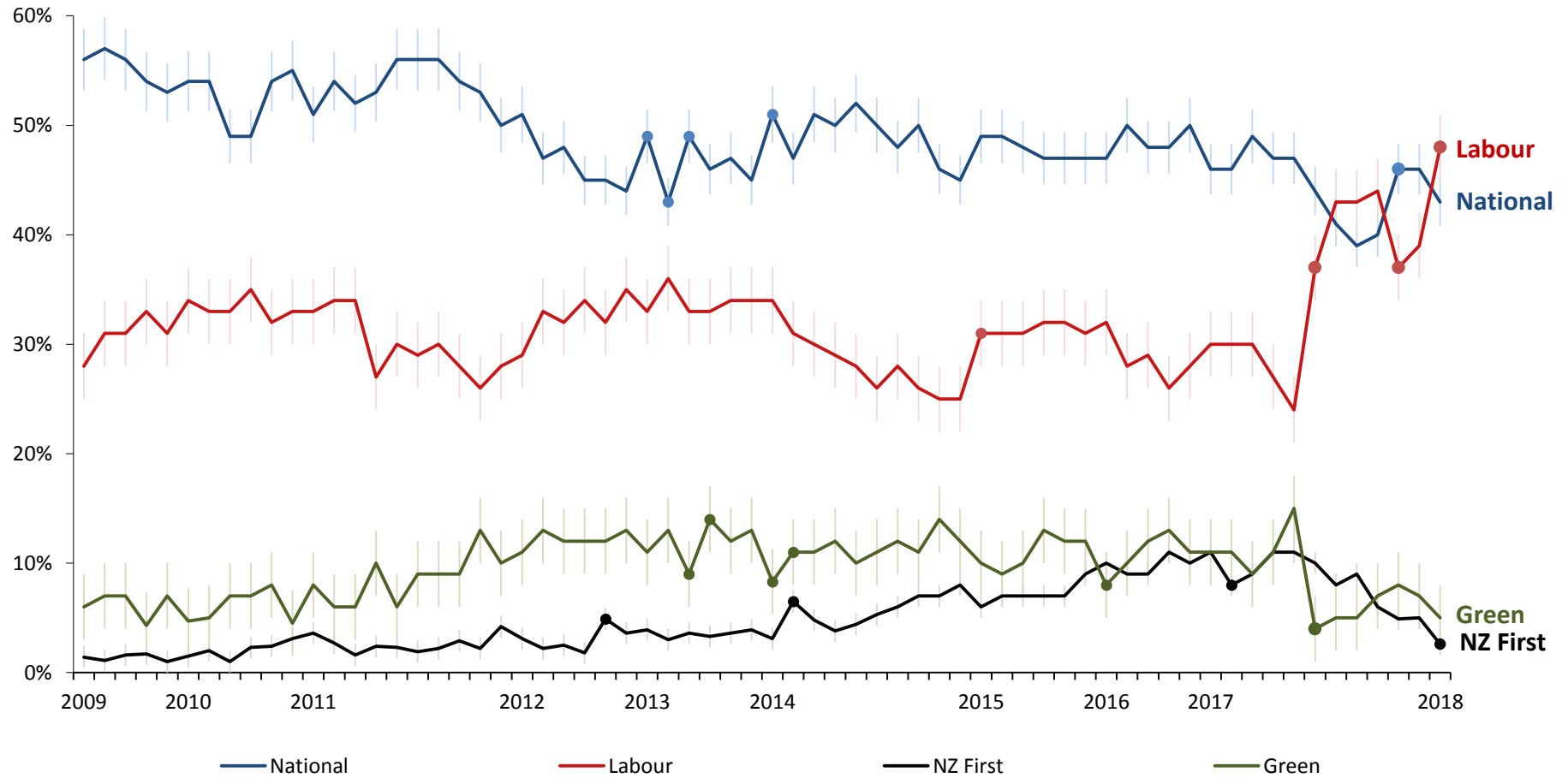
	26-30 Aug 2017	2-6 Sep 2017	9-13 Sep 2017	16-19 Sep 2017	29 Nov-5 Dec 2017	10-14 Feb 2018
<b>Labour Party</b>	43%	43%	44%	37%	39%	48%
<b>National Party</b>	41%	39%	40%	46%	46%	43%
<b>Green Party</b>	5%	5%	7%	8%	7%	5%
<b>New Zealand First</b>	8%	9%	6%	4.9%	5%	2.6%
<b>Māori Party</b>	0.5%	2.0%	0.9%	0.5%	0.9%	0.7%
<b>The Opportunities Party</b>	0.9%	1.9%	1.6%	2.3%	1.2%	0.6%
<b>ACT Party</b>	0.3%	0.1%	0.6%	0.3%	0.1%	0.5%
<b>Other</b>	0.8%	0.6%	0.6%	0.4%	0.3%	0.2%
<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>	843	864	840	838	874	822

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

Note: Bill English announced his resignation as leader of the National Party on Tuesday 13<sup>th</sup> February 2018. Seventy-five percent of respondents were polled before the announcement was made.

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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

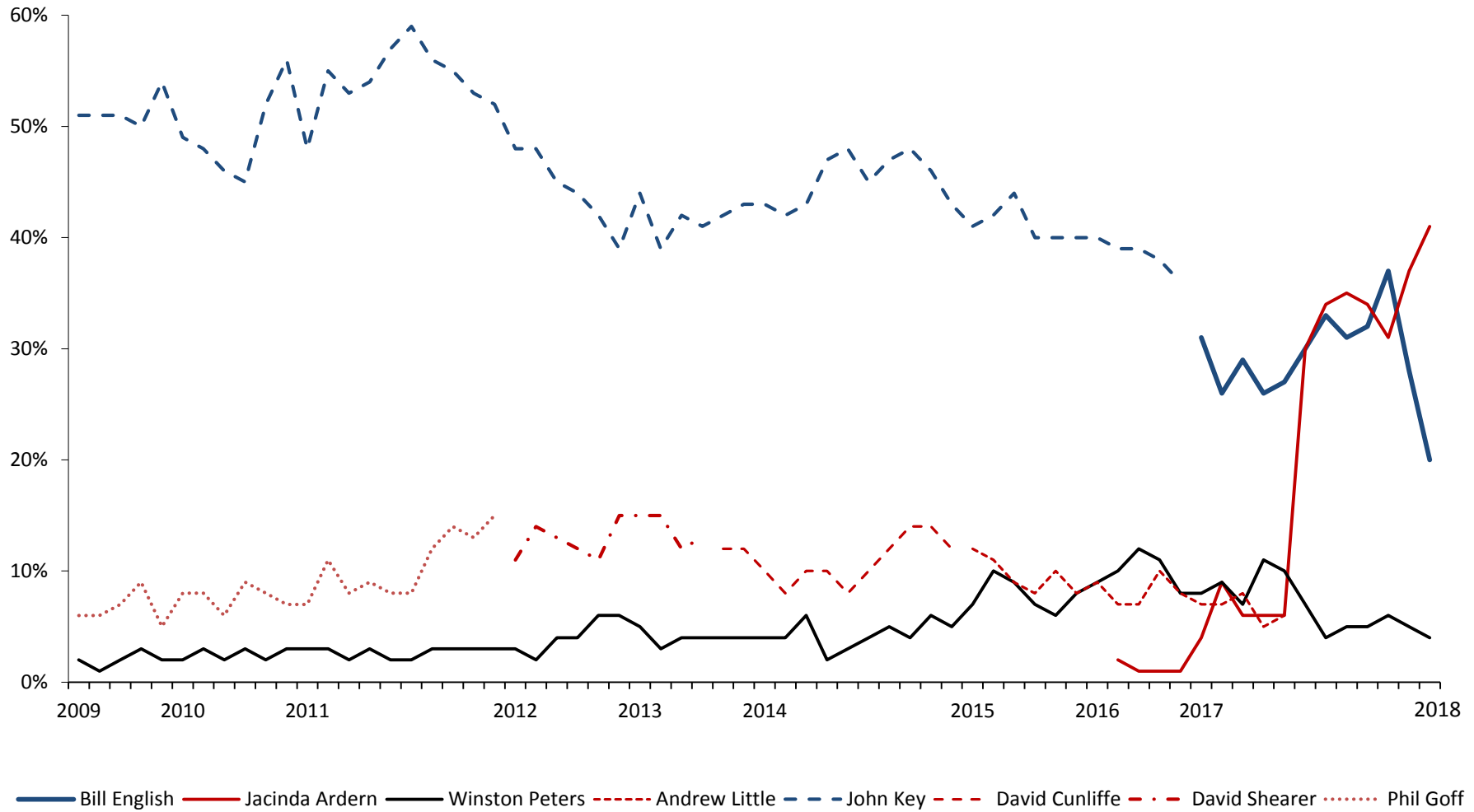
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	26-30 Aug 2017	2-6 Sep 2017	9-13 Sep 2017	16-19 Sep 2017	30 Nov-5 Dec 2017	10-14 Feb 2018
<b>Jacinda Ardern</b>	34%	35%	34%	31%	37%	41%
<b>Bill English</b>	33%	31%	32%	37%	28%	20%
<b>Winston Peters</b>	4%	5%	5%	6%	5%	4%
<b>John Key</b>	-	0.7%	0.6%	0.7%	2%	1%
<b>Simon Bridges</b>	-	-	-	<0.1%	0.3%	1%
<b>Steven Joyce</b>	0.5%	0.5%	<0.1%	0.1%	0.3%	0.4%
<b>Judith Collins</b>	<0.1%	-	-	-	0.7%	0.4%
<b>Amy Adams</b>	-	-	-	-	-	0.4%
<b>James Shaw</b>	0.4%	1%	0.3%	0.3%	0.4%	0.4%
<b>Paula Bennett</b>	0.3%	0.2%	-	0.2%	0.4%	0.3%
<b>Gareth Morgan</b>	0.4%	0.5%	0.3%	0.2%	0.4%	0.2%
<b>Helen Clark</b>	0.2%	-	0.2%	-	0.2%	0.1%
<b>Shane Jones</b>	<0.1%	-	-	-	<0.1%	0.1%
<b>David Seymour</b>	-	0.5%	-	0.1%	-	0.1%
<b>Andrew Little</b>	-	0.1%	-	-	0.1%	<0.1%
<b>Kelvin Davis</b>	0.4%	-	0.1%	-	0.2%	-
<b>Te Ururoa Flavell</b>	-	0.1%	-	<0.1%	0.2%	-
<b>Phil Goff</b>	0.1%	0.1%	-	-	0.2%	-
<b>Gerry Brownlee</b>	-	-	0.2%	-	0.1%	-
<b>Hone Harawira</b>	-	0.1%	-	0.3%	-	-
<b>Trevor Mallard</b>	-	-	-	0.1%	-	-
<b>Metiria Turei</b>	0.8%	-	0.2%	0.1%	-	-
<b>Grant Robertson</b>	<0.1%	0.1%	0.4%	0.1%	-	-
<b>David Shearer</b>	<0.1%	-	-	-	-	-
<b>Other</b>	0.1%	1%	1%	2%	2%	0.9%
<b>Don't know</b>	24%	21%	22%	18%	19%	27%
<b>None</b>	0.8%	2%	1%	1%	2%	2%
<b>Refused</b>	2%	1%	3%	3%	2%	1%
<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>	1,009	1,007	1,006	1,006	1,007	1,007

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

Note: Bill English announced his resignation as leader of the National Party on Tuesday 13<sup>th</sup> February 2018. Seventy-five percent of respondents were polled before the announcement was made.

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## Economic outlook

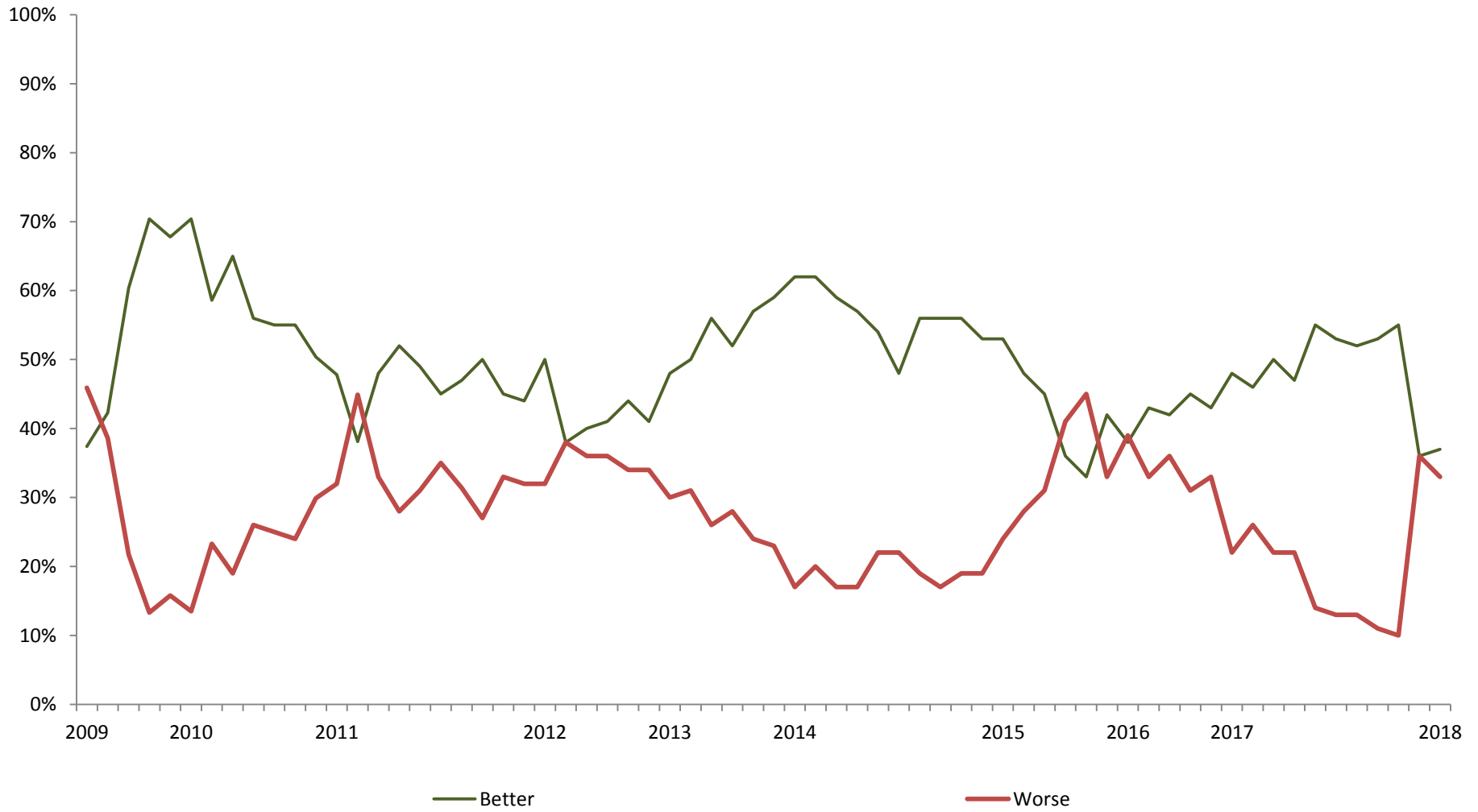
“And do you think during the next 12 months the economy will be in a better state than at present, or in a worse state?”

	26-30 Aug 2017	2-6 Sep 2017	9-13 Sep 2017	16-19 Sep 2017	30 Nov-5 Dec 2017	10-14 Feb 2018
<b>Better</b>	53%	52%	53%	55%	36%	37%
<b>Same</b>	33%	35%	36%	35%	28%	30%
<b>Worse</b>	13%	13%	11%	10%	36%	33%
<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>	1,009	1,007	1,006	1,006	1,007	1,007

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

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## *Economic Outlook*



## 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
<b>Labour Party</b>	59
<b>National Party</b>	54
<b>Green Party</b>	6
<b>ACT Party</b>	1*
<b>TOTAL</b>	<b>120</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.