



**COLMAR
BRUNTON**

A Kantar Millward
Brown Company

1 NEWS Colmar Brunton Poll

7-11 April 2018

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Monday 16 April 2018.
POLL CONDUCTED:	Interviewing took place from Saturday 7 – Wednesday 11 April 2018.
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 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 $\pm 3.1\%$-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, 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	44%	Up 1%-point
Labour Party	43%	Down 5%-points from 10 - 14 Feb 2018
Green Party	6%	Up 1%-point
New Zealand First	5%	Up 2%-points
Māori Party	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	12%	Down 1%-point from 10 - 14 Feb 2018

PREFERRED PRIME MINISTER		
Jacinda Ardern	37%	Down 4%-points from 10 - 14 Feb 2018
Simon Bridges	10%	Up 9%-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

28 March – 11 April 2018

- Deputy Prime Minister Winston Peters confirmed that there was Russian intelligence activity in New Zealand, with the National Party later questioning his interest in Russia.
- The Government imposed travel bans on Russian diplomats expelled from other countries in the wake of the Salisbury nerve agent attack.
- Parliament unanimously passed a bill that allows the convictions of men for homosexual offences to be expunged from the public record.
- Prime Minister Jacinda Ardern has had to defend Broadcasting Minister Clare Curran over allegations that she (Curran) instructed RNZ chairman Richard Griffin not to attend the Economic Development select committee hearing.
- It was reported that hospitals around the country have building issues needing to be dealt with, but Health Minister Dr David Clark said that he cannot do much unless DHBs are frank about the issues.
- DHBs have warned the Government that a new regime for treating addicts is so underfunded that it risks unethical 'revolving door' treatment, potentially leading to chronic homelessness, seizures, and death.
- Former Green Party activist and leadership contender Vernon Tava confirmed he was seeking the National Party nomination in the Northcote byelection.
- It was reported that taxpayers have paid \$3.4 million to five proposed charter schools that may never open, with Education Minister Chris Hipkins stating that the Government was bound by contracts signed before the election, despite the recent bill abolishing charter schools.
- Defence Force chief, Lieutenant-General Tim Keating, announced that he would not be seeking reappointment at the end of his term on June 30th.
- The Government has been urged to extend a legal defence for medicinal cannabis to non-terminal patients and people growing cannabis for pain relief, with submitters telling the health committee that the exemption should extend to covering patients with "severe and debilitating conditions".
- The Government's proposal to lift petrol taxes and scrap state highways in order to cover its transport plans led to a robust debate in Parliament, with National accusing the Government of giving up on provincial New Zealand and piling new costs on families.

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?”

	2-6 Sep 2017	9-13 Sep 2017	16-19 Sep 2017	29 Nov-5 Dec 2017	10-14 Feb 2018	7-11 Apr 2018
Don't know	7%	10%	7%	6%	9%	8%
Refused	3%	5%	6%	4%	4%	4%
TOTAL	10%	14%*	13%	10%	13%	12%
Base (n=)	1,007	1,006	1,006	1,007	1,007	1,007

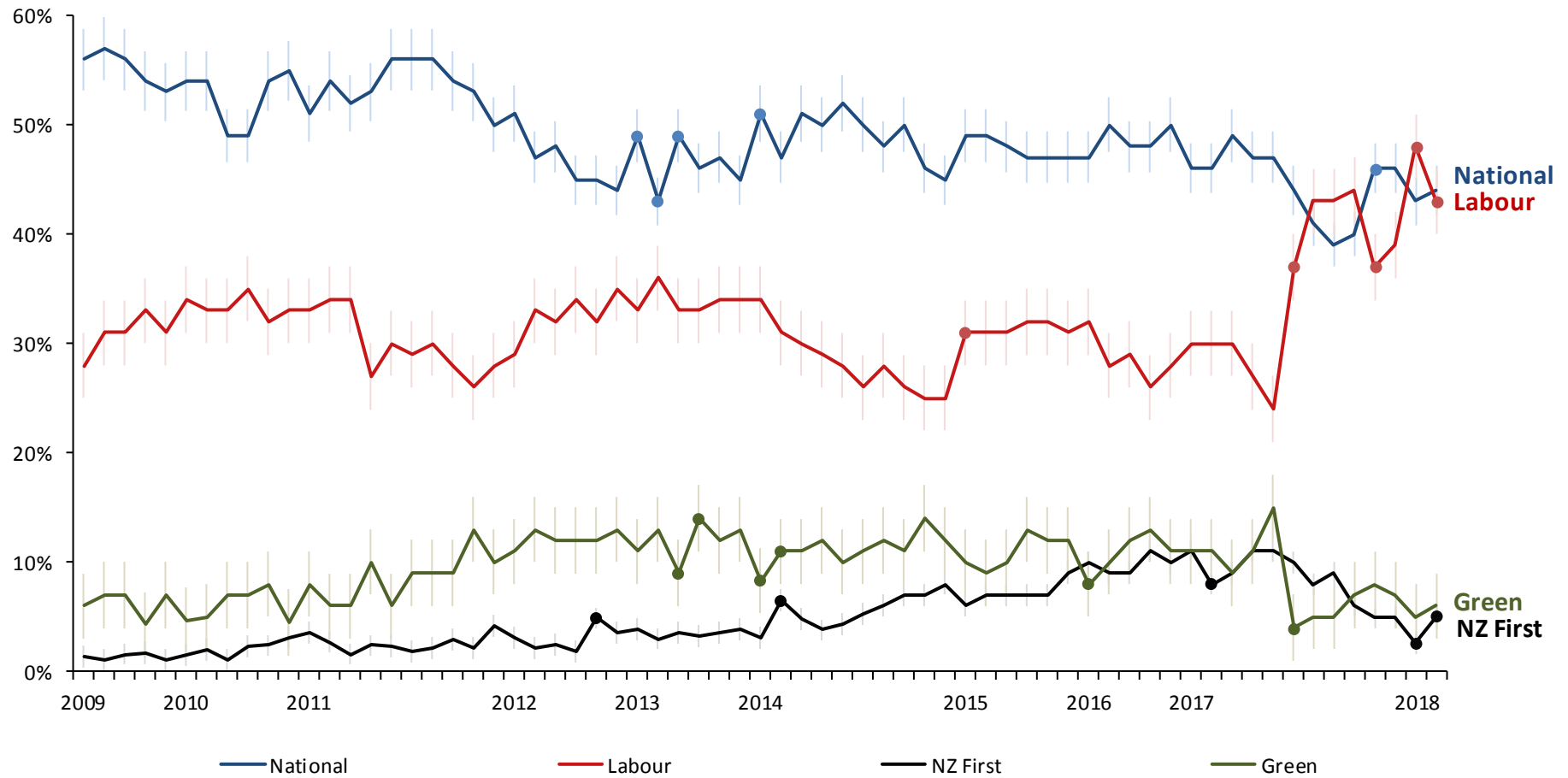
Based on eligible New Zealand voters. *Percentages do not add to total due to rounding

	2-6 Sep 2017	9-13 Sep 2017	16-19 Sep 2017	29 Nov-5 Dec 2017	10-14 Feb 2018	7-11 Apr 2018
National Party	39%	40%	46%	46%	43%	44%
Labour Party	43%	44%	37%	39%	48%	43%
Green Party	5%	7%	8%	7%	5%	6%
New Zealand First	9%	6%	4.9%	5%	2.6%	5%
Māori Party	2.0%	0.9%	0.5%	0.9%	0.7%	1.2%
The Opportunities Party	1.9%	1.6%	2.3%	1.2%	0.6%	0.4%
ACT Party	0.1%	0.6%	0.3%	0.1%	0.5%	0.3%
Other	0.6%	0.6%	0.4%	0.3%	0.2%	0.8%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	864	840	838	874	822	861

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

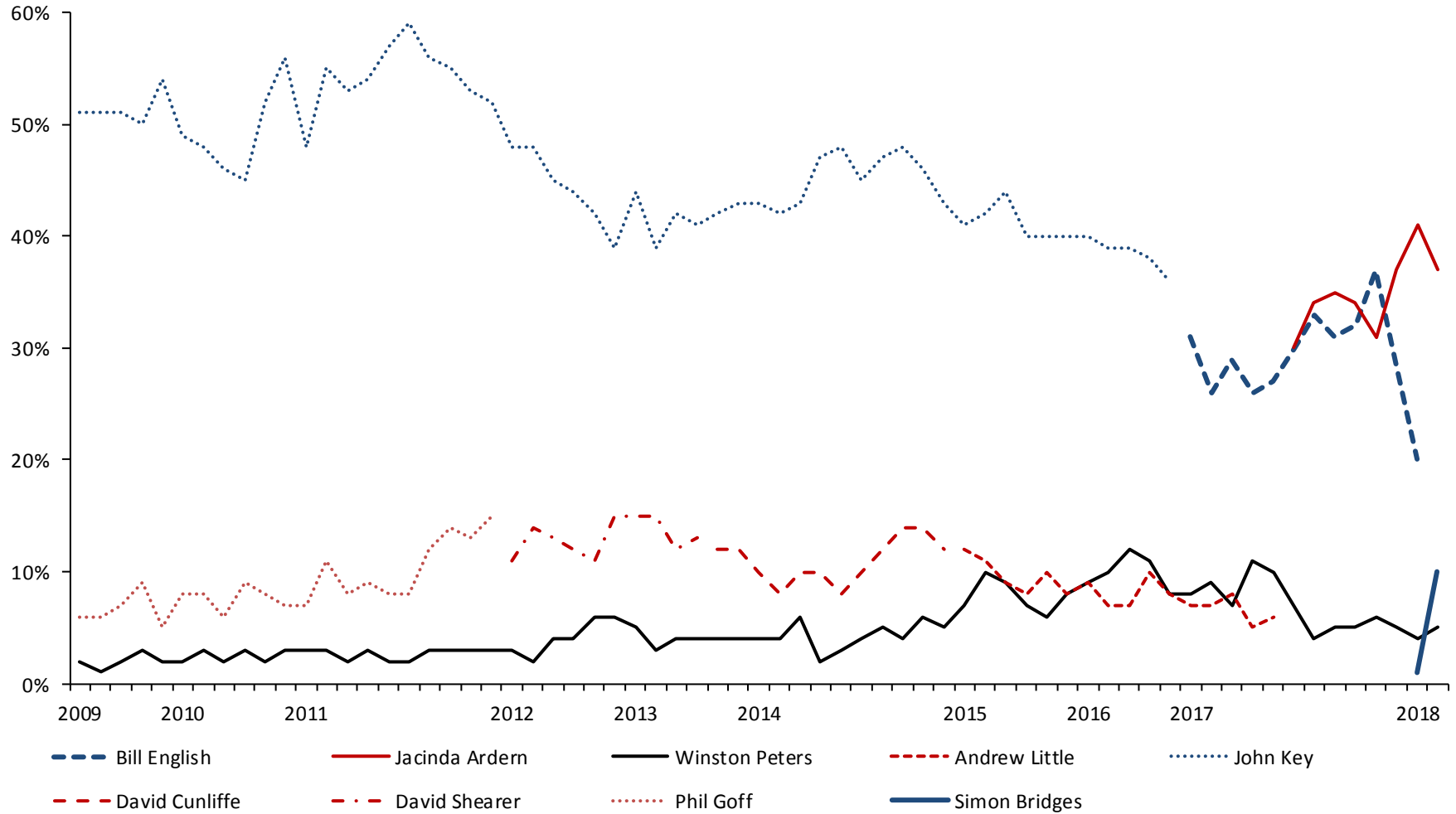
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	2-6 Sep 2017	9-13 Sep 2017	16-19 Sep 2017	30 Nov-5 Dec 2017	10-14 Feb 2018	7-11 Apr 2018
Jacinda Ardern	35%	34%	31%	37%	41%	37%
Simon Bridges	-	-	<0.1%	0.3%	1%	10%
Winston Peters	5%	5%	6%	5%	4%	5%
Bill English	31%	32%	37%	28%	20%	2%
Judith Collins	-	-	-	0.7%	0.4%	2%
John Key	0.7%	0.6%	0.7%	2%	1%	1%
Amy Adams	-	-	-	-	0.4%	0.8%
Steven Joyce	0.5%	<0.1%	0.1%	0.3%	0.4%	0.5%
Marama Davidson	-	-	-	-	-	0.4%
David Seymour	0.5%	-	0.1%	-	0.1%	0.3%
Paula Bennett	0.2%	-	0.2%	0.4%	0.3%	0.2%
Helen Clark	-	0.2%	-	0.2%	0.1%	0.2%
Shane Jones	-	-	-	<0.1%	0.1%	0.2%
Mark Mitchell	-	-	-	-	-	0.2%
Kelvin Davis	-	0.1%	-	0.2%	-	0.1%
Phil Goff	0.1%	-	-	0.2%	-	0.1%
Gerry Brownlee	-	0.2%	-	0.1%	-	<0.1%
James Shaw	1%	0.3%	0.3%	0.4%	0.4%	-
Gareth Morgan	0.5%	0.3%	0.2%	0.4%	0.2%	-
Andrew Little	0.1%	-	-	0.1%	<0.1%	-
Te Ururoa Flavell	0.1%	-	<0.1%	0.2%	-	-
Hone Harawira	0.1%	-	0.3%	-	-	-
Trevor Mallard	-	-	0.1%	-	-	-
Metiria Turei	-	0.2%	0.1%	-	-	-
Grant Robertson	0.1%	0.4%	0.1%	-	-	-
Other	1%	1%	2%	2%	0.9%	2%
Don't know	21%	22%	18%	19%	27%	32%
None	2%	1%	1%	2%	2%	3%
Refused	1%	3%	3%	2%	1%	1%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,007	1,006	1,006	1,007	1,007	1,007

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 wins one electorate seat.

	Number of seats
National Party	54
Labour Party	52
Green Party	8
New Zealand First Party	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.