



1 NEWS Colmar Brunton Poll

28 July – 1 August 2018

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Sunday 5 August 2018.
POLL CONDUCTED:	Interviewing took place from Saturday 28 July – Wednesday 1 August 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=504 polled via landline phone and n=503 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	45%	Steady from 19-23 May 2018
Labour Party	42%	Down 1%-point
Green Party	6%	Up 1%-point
New Zealand First	5%	Up 1%-point
ACT Party	1%	Steady
Māori Party	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	16%	Up 3%-points from 19-23 May 2018

PREFERRED PRIME MINISTER		
Jacinda Ardern	40%	Down 1%-point from 19-23 May 2018
Simon Bridges	10%	Down 2%-points
Winston Peters	5%	Up 1%-point

ECONOMIC OUTLOOK		
Optimism	39%	Down 1%-point from 19-23 May 2018
Pessimism	35%	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

18 July – 1 August 2018

- Government ministers are on the defensive after a slump in business confidence, dismissing it as an “in-built bias” against Labour governments.
- Labour ministers praised Winston Peters for his work as Acting Prime Minister, while National Leader Simon Bridges said he had “bumbled”, focusing on sideshows at the expense of the economy.
- Health Minister David Clark says he is in favour of more liberal drug laws, as prohibition has not worked in the past.
- Official data showed that the number of police pursuits in New Zealand has increased by more than 60 percent in the last eight years.
- Immigration New Zealand staff are manually checking nearly 900 visa applications from Sri Lankan students, after a fraudulent scam was uncovered.
- Acting Prime Minister Winston Peters was accused of blocking MPs who oppose the ‘waka-jumping bill’ from having their say on it. Peters denied this.
- Acting Prime Minister Winston Peters accused former Australian Prime Minister John Howard of interference regarding his comment about the New Zealand election outcome.
- Former Prime Minister Sir John Key has warned that the global economy is in the midst of a downturn, stating that the current Government are not the ones to fix it.
- National Leader Simon Bridges announced that National will cut primary school class sizes if elected in 2020.
- National Deputy Leader Paula Bennett criticised the Government’s approach to gender equality, saying women should not get roles due to their gender.
- The National Party announced an alternative bill to the Government’s on the use of medicinal cannabis, stating that the Government’s option was too narrow, limiting the use of medicinal cannabis to patients with terminal conditions.
- Acting Prime Minister Winston Peters accused Australia of copying the New Zealand flag, saying that they should change their flag.

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?”

	16-19 Sep 2017	29 Nov-5 Dec 2017	10-14 Feb 2018	7-11 Apr 2018	19-23 May 2018	28 Jul – 1 Aug 2018
Don't know	7%	6%	9%	8%	9%	12%
Refused	6%	4%	4%	4%	4%	4%
TOTAL	13%	10%	13%	12%	13%	16%
Base (n=)	1,006	1,007	1,007	1,007	1,007	1,007

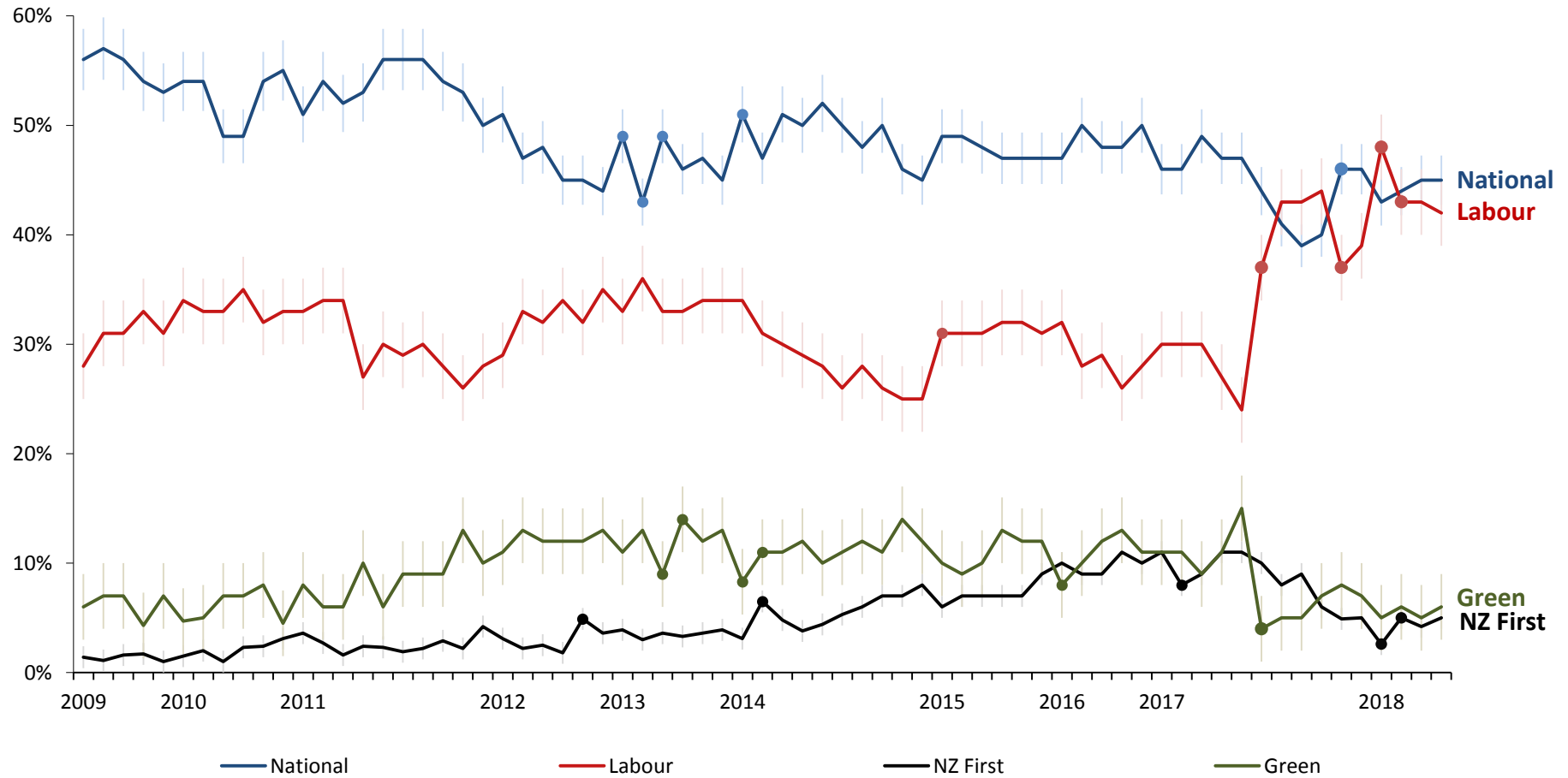
Based on eligible New Zealand voters. *Percentages do not add to total due to rounding

	16-19 Sep 2017	29 Nov-5 Dec 2017	10-14 Feb 2018	7-11 Apr 2018	19-23 May 2018	28 Jul – 1 Aug 2018
National Party	46%	46%	43%	44%	45%	45%
Labour Party	37%	39%	48%	43%	43%	42%
Green Party	8%	7%	5%	6%	5%	6%
New Zealand First	4.9%	5%	2.6%	5%	4.2%	5%
ACT Party	0.3%	0.1%	0.5%	0.3%	0.7%	1.1%
Māori Party	0.5%	0.9%	0.7%	1.2%	0.9%	0.9%
The Opportunities Party	2.3%	1.2%	0.6%	0.4%	0.5%	0.4%
Other	0.4%	0.3%	0.2%	0.8%	0.7%	0.2%
TOTAL	100%*	100%*	100%*	100%*	100%	100%*
Base (n=)	838	874	822	861	839	814

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

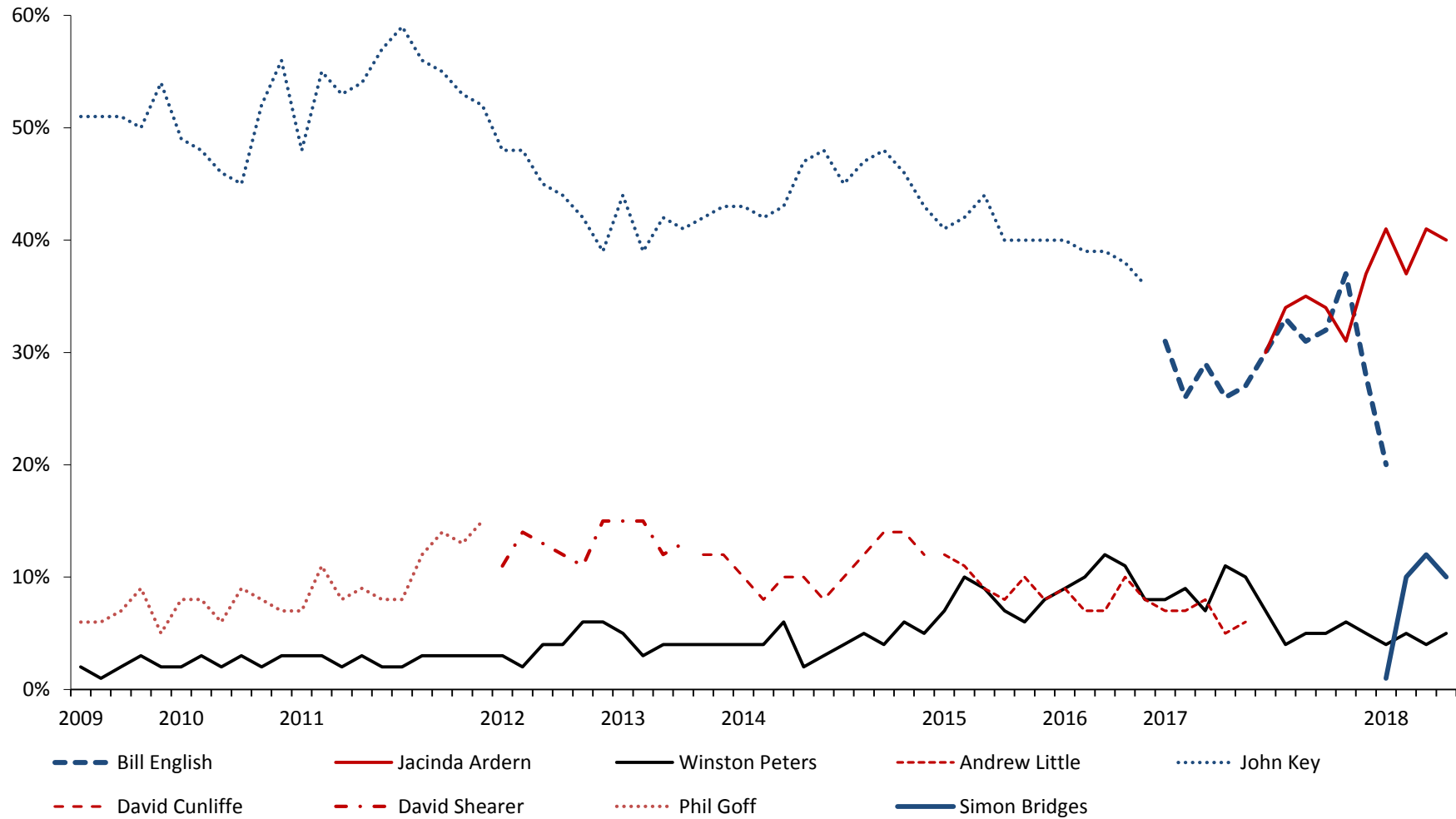
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	16-19 Sep 2017	30 Nov-5 Dec 2017	10-14 Feb 2018	7-11 Apr 2018	19-23 May 2018	28 Jul – 1 Aug 2018
Jacinda Ardern	31%	37%	41%	37%	41%	40%
Simon Bridges	<0.1%	0.3%	1%	10%	12%	10%
Winston Peters	6%	5%	4%	5%	4%	5%
Judith Collins	-	0.7%	0.4%	2%	2%	2%
John Key	0.7%	2%	1%	1%	0.9%	2%
Bill English	37%	28%	20%	2%	0.9%	0.9%
Paula Bennett	0.2%	0.4%	0.3%	0.2%	0.3%	0.5%
Helen Clark	-	0.2%	0.1%	0.2%	0.2%	0.5%
Amy Adams	-	-	0.4%	0.8%	0.5%	0.4%
Marama Davidson	-	-	-	0.4%	-	0.3%
James Shaw	0.3%	0.4%	0.4%	-	0.2%	0.3%
Grant Robertson	0.1%	-	-	-	0.1%	0.2%
Mark Mitchell	-	-	-	0.2%	0.2%	0.2%
Shane Jones	-	<0.1%	0.1%	0.2%	-	0.2%
David Seymour	0.1%	-	0.1%	0.3%	0.1%	0.2%
Andrew Little	-	0.1%	<0.1%	-	0.1%	0.1%
Kelvin Davis	-	0.2%	-	0.1%	-	0.1%
Steven Joyce	0.1%	0.3%	0.4%	0.5%	0.4%	<0.1%
Nikki Kaye	-	-	-	-	0.2%	<0.1%
Gareth Morgan	0.2%	0.4%	0.2%	-	<0.1%	<0.1%
David Parker	-	-	-	-	0.2%	-
Gerry Brownlee	-	0.1%	-	<0.1%	0.1%	-
Phil Goff	-	0.2%	-	0.1%	-	-
Te Ururoa Flavell	<0.1%	0.2%	-	-	-	-
Hone Harawira	0.3%	-	-	-	-	-
Trevor Mallard	0.1%	-	-	-	-	-
Metiria Turei	0.1%	-	-	-	-	-
Other	2%	2%	0.9%	2%	1%	1%
Don't know	18%	19%	27%	32%	31%	31%
None	1%	2%	2%	3%	2%	4%
Refused	3%	2%	1%	1%	1%	2%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%
Base (n=)	1,006	1,007	1,007	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



Economic outlook

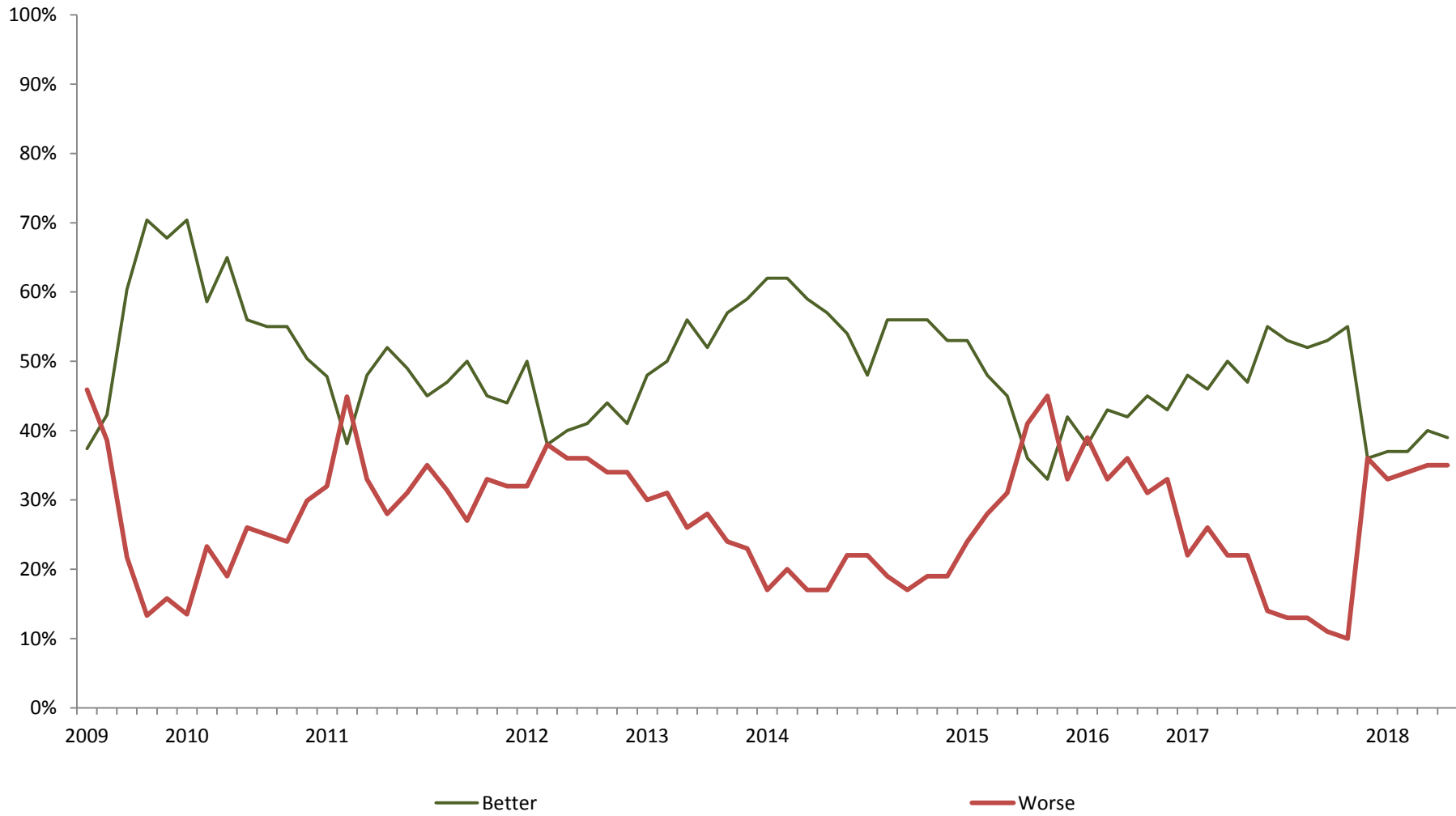
“And do you think during the next 12 months the economy will be in a better state than at present, or in a worse state?”

	16-19 Sep 2017	30 Nov-5 Dec 2017	10-14 Feb 2018	7-11 Apr 2018	19-23 May 2018	28 Jul – 1 Aug 2018
Better	55%	36%	37%	37%	40%	39%
Same	35%	28%	30%	29%	25%	26%
Worse	10%	36%	33%	34%	35%	35%
TOTAL	100%	100%	100%	100%	100%	100%
Base (n=)	1,006	1,007	1,007	1,007	1,007	1,007

Based on eligible New Zealand voters.

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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
National Party	55
Labour Party	51
Green Party	7
New Zealand First	6
ACT Party	1
TOTAL	120

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.