

Finding No. 5146

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On August 30, 2013

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Labour/ Greens 45.5% (down 2.5%) just ahead of National 44% (unchanged) **as Labour set to elect new Leader in mid-September**

Today's New Zealand Roy Morgan Poll shows a Labour/ Greens alliance (45.5%, down 2.5% since July 29-August 11, 2013) holding a narrow lead over John Key's National 44% (unchanged). Support for Key's Coalition partners has changed little with the Maori Party 2% (unchanged), ACT NZ 0.5% (unchanged) and United Future 0.5% (up 0.5%).

Support for Labour has fallen to 31.5% (down 2.5%); Greens are 14% (unchanged), New Zealand First 5.5% (up 2.5%), Mana Party 0.5% (unchanged), Conservative Party of NZ 1% (unchanged) and Others 0.5% (down 0.5%).

If a National Election were held now the latest NZ Roy Morgan Poll shows that the election result would be too close to call with New Zealand First likely in a position to determine the Government.

The latest NZ Roy Morgan Government Confidence Rating is virtually unchanged at 127.5 (down 0.5%) with 58% (unchanged) of New Zealanders saying New Zealand is 'heading in the right direction' compared to 30.5% (up 0.5%) that say New Zealand is 'heading in the wrong direction'.

Gary Morgan says:

"Today's New Zealand Roy Morgan Poll shows National (44%, unchanged) well ahead of the main Opposition Labour Party (31.5%, down 2.5%) – now in the process of selecting a new leader after the resignation of David Shearer last Thursday (August 22, 2013). However, a potential Labour/ Greens alliance (45.5%, down 2.5%) still maintains a slight edge over National.

"There are three candidates standing for the Labour Party Leadership – Deputy Leader Grant Robertson, former leadership contender and MP for New Lynn David Cunliffe and List MP Shane Jones. The new leader of the Labour Party is set to be announced in just over two weeks time on Sunday September 15, 2013."

Electors were asked: "If a New Zealand Election were held today which party would receive your party vote?"

This latest New Zealand Roy Morgan Poll on voting intention was conducted by telephone – both landline and mobile telephone, with a NZ wide cross-section of 819 electors from August 12-25, 2013. Of all electors surveyed 5% (up 0.5%) didn't name a party.

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Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample.

<u>Sample Size</u>	<u>Percentage Estimate</u>			
	<u>40%-60%</u>	<u>25% or 75%</u>	<u>10% or 90%</u>	<u>5% or 95%</u>
1,000	±3.2	±2.7	±1.9	±1.4
1,500	±2.5	±2.2	±1.5	±1.1

Voting Intention Summary

The following table compares the latest New Zealand Roy Morgan Polls on Voting Intention with the result from the November 26, 2011 General Election:

<u>PRIMARY VOTE</u>	<u>National</u>	<u>Labour</u>	<u>Green Party</u>	<u>NZ First</u>	<u>Maori Party*</u>	<u>Mana Party*</u>	<u>ACT NZ</u>	<u>United Future</u>	<u>Conservatives</u>	<u>Other</u>
	%	%	%	%	%	%	%	%	%	%
General Election, July 27, 2002	20.9	41.3	7	10.4	n/a	n/a	7.1	6.7	n/a	6.6
General Election, September 17, 2005	39.1	41.1	5.3	5.72	2.12	n/a	1.51	2.67	n/a	2.48
General Election, November 8, 2008	44.93	33.99	6.72	4.07	2.39	n/a	3.65	0.87	n/a	3.38
General Election, November 26, 2011	47.31	27.48	11.06	6.59	1.43	1.08	1.07	0.60	2.65	0.73
<u>ROY MORGAN POLL</u>										
January 3-15, 2012	47	27.5	14.5	5	1.5	1	0.5	0.5	n/a	2.5
January 16-29, 2012	46	30.5	13	5.5	2	0.5	0.5	0.5	n/a	1.5
January 30 – February 12, 2012	45.5	31	11.5	6	1.5	1	1	0.5	n/a	2
February 13-26, 2012	45.5	31.5	13	5	1.5	1	0.5	0.5	n/a	1.5
February 27-March 11, 2012	48.5	30	12.5	5	1	0.5	0.5	0.5	n/a	1.5
March 12-April 1, 2012	44	30.5	17	5	1.5	0.5	0.5	0.5	n/a	0.5
April 2-15, 2012	49.5	26.5	12.5	6.5	1.5	1	^	1	n/a	1.5
April 16-29, 2012	47	28.5	15	5	1.5	0.5	0.5	0.5	n/a	1.5
April 30-May 13, 2012	44.5	30	15	5.5	1	0.5	^	1	n/a	2.5
May 14-27, 2012	44	30.5	13.5	5	2	1	1	0.5	n/a	2.5
May 28-June 7, 2012	46	31	12.5	5.5	1.5	1	^	0.5	n/a	2
June 8-24, 2012	47.5	32	12	4	1.5	0.5	0.5	0.5	n/a	1.5
June 25 – July 8, 2012	45.5	32.5	13	4.5	1	0.5	0.5	0.5	n/a	2
July 9-22, 2012	47.5	30	11	5.5	1	0.5	1	0.5	3	^
July 23-August 5, 2012	44	32	14	4	2	1	0.5	0.5	1.5	0.5
August 13-26, 2012	44.5	32	14.5	5	2.5	^	1	^	0.5	^
August 27-September 9, 2012	46.5	31	12.5	4.5	2.5	1	0.5	^	1	0.5
September 10-23, 2012	43.5	33	11.5	5	2.5	1.5	0.5	^	2	0.5
September 24 – October 7, 2012	41.5	33.5	13.5	6.5	1.5	^	0.5	0.5	2	0.5
October 8-21, 2012	43.5	29	13	7.5	3.5	0.5	0.5	^	2	0.5
October 29 – November 11, 2012	45.5	32.5	10.5	5	2	1	0.5	0.5	1.5	1
November 12-25, 2012	45	31.5	13.5	6.5	1	^	0.5	0.5	1.5	^
November 26 – December 9, 2012	45.5	33.5	11	5	1.5	1	1	^	1	0.5
January 2-13, 2013	46	31.5	12	5	2	0.5	0.5	0.5	1.5	0.5
January 14-17, 2013	46	31.5	13.5	5.5	1.5	0.5	0.5	^	0.5	0.5
January 28 – February 10, 2013	44	34.5	13.5	4	0.5	0.5	0.5	^	2	0.5
February 11-24, 2013	47.5	30.5	12.5	3	2.5	0.5	0.5	0.5	2	0.5
February 25 – March 10, 2013	43.5	32.5	13.5	5	2	^	0.5	0.5	2	0.5
March 11- 24 , 2013	44	34.5	13	3	2.5	0.5	0.5	1	1	^
April 1-14, 2013	40.5	35.5	13.5	5	2	0.5	0.5	0.5	1.5	0.5
April 15-28, 2013	46.5	31.5	11	4.5	1.5	1	0.5	0.5	2	1
April 29 – May 12, 2013	44	32	12	5	2	1	1.5	0.5	1.5	0.5
May 13-26, 2013	41	35	12	4.5	2	0.5	0.5	0.5	2.5	1.5
June 3-16, 2013	44	33	11.5	6	2	1	0.5	-	2	^
June 17-30, 2013	46.5	31.5	13	3.5	1.5	0.5	-	0.5	2	1
July 1-14, 2013	47	31	11.5	4.5	2	1.5	0.5	^	1.5	0.5
July 15-28, 2013	51	29	10	4	1.5	1	1	^	1.5	1
July 29 – August 11, 2013	44	34	14	3	2	0.5	0.5	^	1	1
August 12-25, 2013	44	31.5	14	5.5	2	0.5	0.5	0.5	1	0.5

*The Maori Party was launched in July 2004; ^ Result less than 0.5%. The Mana Party was launched in July 2011.

Two-Party Preferred: National Party led Government vs. Parliamentary Opposition Parties

The following table compares the latest New Zealand Roy Morgan Polls on Voting Intention with the result from the November 26, 2011 General Election:

	National Party-led Government*	Parliamentary Opposition Parties#
General Election, November 8, 2008	51.84	48.16
General Election, November 26, 2011	50.41	46.21
<u>ROY MORGAN POLL</u>		
January 3-15, 2012	49.5	48
January 16-29, 2012	49	49.5
January 30 – February 12, 2012	48.5	49.5
February 13-26, 2012	48	50.5
February 27-March 11, 2012	50.5	48
March 12-April 1, 2012	46.5	53
April 2-15, 2012	52	46.5
April 16-29, 2012	49.5	49
April 30-May 13, 2012	46.5	51
May 14-27, 2012	47.5	50
May 28-June 7, 2012	48	51.5
June 8-24, 2012	50	48.5
June 25 – July 8, 2012	47.5	50.5
July 9-22, 2012	50	47
July 23-August 5, 2012	47	51
August 13-26, 2012	48	51.5
August 27-September 9, 2012	49.5	49
September 10-23, 2012	46.5	51
September 24 – October 7, 2012	44	53.5
October 8-21, 2012	47.5	50
October 29 – November 11, 2012	48.5	49
November 12-25, 2012	47	51.5
November 26-December 9, 2012	48	50.5
January 2-13, 2013	49	49
January 14-27, 2013	48	51
January 28 – February 10, 2013	45	52.5
February 11-24, 2013	51	46.5
February 25 – March 10, 2013	46.5	51
March 11-24, 2013	48	51
April 1-14, 2013	43.5	54.5
April 15-28, 2013	49	48
April 29 – May 12, 2013	48	50
May 13–26, 2013	44	52
June 3-16, 2013	46.5	51.5
June 17-30, 2013	48.5	48.5
July 1-14, 2013	49.5	48.5
July 15-28, 2013	53.5	44
July 29 – August 11, 2013	46.5	51.5
August 12-25, 2013	47	51.5

*National-led Government: National Party, Maori Party, ACT NZ, United Future; #Opposition Parties: Labour Party, Green Party, NZ First, Mana Party. Conservative Party & Other not included as they are not represented in Parliament.

Finding No. 5146 is taken from Computer Report No. 2385

The Roy Morgan Poll is conducted by the **ONLY** Australian and NZ member of the Gallup International Association.

No other public opinion poll taken in Australia or New Zealand has this qualification.

NEW ZEALAND: HEADING IN “RIGHT” OR “WRONG” DIRECTION?

Electors were asked: “Generally speaking, do you feel that things in New Zealand are heading in the right direction or would you say things are seriously heading in the wrong direction?”

New Zealand Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Government)

	May 14-27, <u>2012</u>	May 28-June 7, <u>2012</u>	June 8-24, <u>2012</u>	June 25-July 8, <u>2012</u>	July 9-22, <u>2012</u>	Jul 23-Aug 5, <u>2012</u>	Aug 13-26, <u>2012</u>	Aug 27-Sep 9, <u>2012</u>	Sep 10-23, <u>2012</u>	Sep 24-Oct 7, <u>2012</u>	Oct 8-21, <u>2012</u>	Oct 29 – Nov 11, <u>2012</u>
	%	%	%	%	%	%	%	%	%	%	%	%
Right direction	49	48	52	51.5	50	49	49.5	51	47.5	44	49	51.5
Wrong direction	38	37.5	34.5	34	36.5	34.5	34.5	34.5	37.5	38	39	34
Roy Morgan GCR#	111	110.5	117.5	117.5	113.5	114.5	115	116.5	110	106	110	117.5
Can't say	13	14.5	13.5	14.5	13.5	16.5	16	14.5	15	18	12	14.5
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100

New Zealand Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Government)

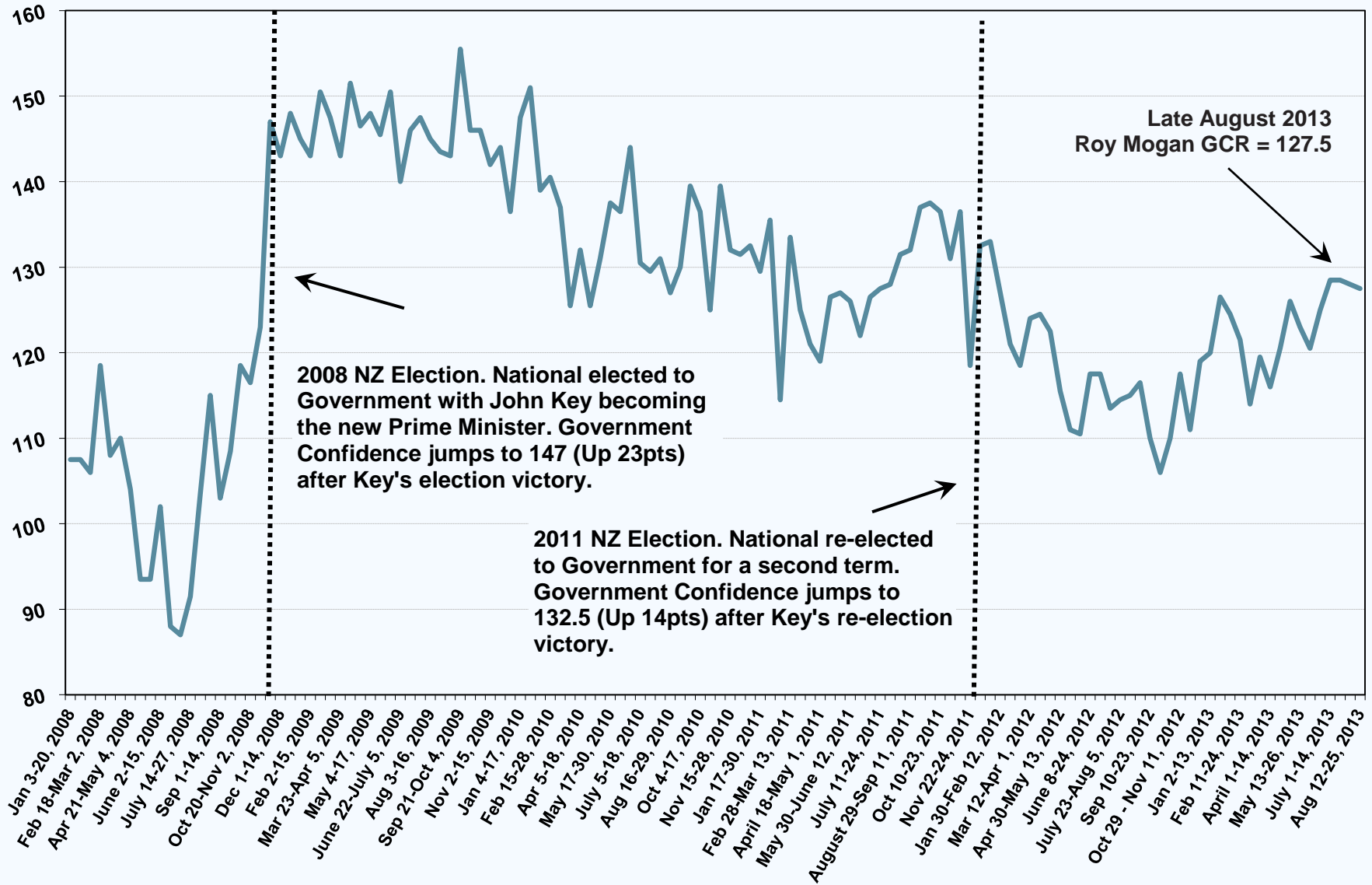
	Nov 12-25, <u>2012</u>	Nov 26-Dec 9, <u>2012</u>	Jan 2-13, <u>2013</u>	Jan 14-17, <u>2013</u>	Jan 28 – Feb 10, <u>2013</u>	Feb 11-24 <u>2013</u>	Feb 25-Mar 10 <u>2013</u>	Mar 11-24 <u>2013</u>	Apr 1-14, <u>2013</u>	Apr 15-28 <u>2013</u>	Apr 29- May 12 <u>2013</u>	May 13-26, <u>2013</u>
	%	%	%	%	%	%	%	%	%	%	%	%
Right direction	48.5	53	53.5	57	55	54	51.5	53.5	51.5	54.5	56.5	55.5
Wrong direction	37.5	34	33.5	30.5	30.5	32.5	37.5	34	35.5	34	30.5	32.5
Roy Morgan GCR#	111	119	120	126.5	124.5	121.5	114	119.5	116	120.5	126	123
Can't say	14	13	13	12.5	14.5	13.5	11	12.5	13	11.5	13	12
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100

New Zealand Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Government)

	June 3-16, <u>2013</u>	June 17-30, <u>2013</u>	July 1-14, <u>2013</u>	July 15-28, <u>2013</u>	July 29-Aug 11, <u>2013</u>	Aug 12-25, <u>2013</u>
	%	%	%	%	%	%
Right direction	54	57	58	58.5	58	58
Wrong direction	33.5	32	29.5	30	30	30.5
Roy Morgan GCR#	120.5	125	128.5	128.5	128	127.5
Can't say	12.5	11	12.5	11.5	12	11.5
TOTAL	100	100	100	100	100	100

Roy Morgan GCR = Roy Morgan Government Confidence Rating (The Roy Morgan GCR is 100 plus the difference between the percentage of New Zealanders who say the country is “heading in the right direction” and the percentage who say the country is “seriously heading in the wrong direction”).

New Zealand - Roy Morgan Government Confidence Rating



New Zealand Primary Vote

