

Finding No. 4886

Available on Website: www.roymorgan.com

On April 18, 2013

See [Roy Morgan Online Store](http://RoyMorganOnlineStore)

roymorganonlinestore.com/Browse/New-Zealand.aspx

National Party down 3.5% to 40.5%; Labour gains 1% to 35.5% **Labour with Minor Party support would win an election if held now**

Today's New Zealand Roy Morgan Poll shows a substantial fall in support for Prime Minister John Key's National Party to 40.5% (down 3.5% since March 11-24, 2013). Support for Key's Coalition partners shows the Maori Party 2% (down 0.5%), ACT NZ 0.5% (unchanged) and United Future 0.5% (down 0.5%).

Support for Labour is 35.5% (up 1%); Greens are 13.5% (up 0.5%), New Zealand First 5% (up 2%), Mana Party 0.5% (unchanged), Conservative Party of NZ 1.5% (up 0.5%) and Others 0.5% (up 0.5%).

If a National Election were held today this New Zealand Roy Morgan Poll shows that the Labour Party with minor party support would win an Election if held now.

The latest NZ Roy Morgan Government Confidence Rating is down 3.5pts to 116 with 51.5% (down 2%) of New Zealanders saying New Zealand is 'heading in the right direction' compared to 35.5% (up 1.5%) that say NZ is 'heading in the wrong direction'.

Gary Morgan says:

"Today's New Zealand Roy Morgan Poll shows a definite tightening between National (40.5%, down 3.5%) and Labour (35.5%, up 1%). This is the smallest gap between the two major parties since [October 2008](#) – prior to John Key's election as Prime Minister.

"Since John Key became leader of National in November 2006, the National vote has never dipped below 40.5%, and has not been lower since [October 2006 \(40%\)](#) when Don Brash was still the leader of National.

"Today's result is a clear boost to Opposition Leader David Shearer and comes as National faces a number of challenges that appear to have dented its support – the axing of 140 jobs by the Department of Conservation, the ongoing Novopay Payroll Issues, the bungled handling of the Kim Dotcom 'affair' and serious breaches of privacy by both the Ministry of Education and the Earthquake Commission."

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 with a NZ wide cross-section of 879 electors from April 1-14, 2013. Of all electors surveyed 5.5% (up 1%) didn't name a party.

For further information:

Gary Morgan: Office +61 3 9224 5213 Mobile +61 411 129 094

Michele Levine: Office +61 3 9224 5215 Mobile +61 411 129 093

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>
500	±4.5	±3.9	±2.7	±1.9
1,000	±3.2	±2.7	±1.9	±1.4
1,500	±2.5	±2.2	±1.5	±1.1

Roy Morgan New Zealand Limited

Level 5, NZ Finance House, 52 Swanson Street, Auckland. Private Bag 92087, GPO Auckland.

Tel: (09) 912 7032 Fax (09) 913 1789 Email: auckland@roymorgan.com Website: www.roymorgan.com

Offices also in: Australia, Indonesia, UK and USA

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

*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

*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. 4886 is taken from Computer Report No. 2376

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)

	Oct 24-Nov 6, <u>2011</u>	Nov 7-18, <u>2011</u>	Nov 22-24, <u>2011</u>	Jan 3-15, <u>2012</u>	Jan 16-29, <u>2012</u>	Jan 30-Feb 12, <u>2012</u>	Feb 13-26, <u>2012</u>	Feb 27-Mar 11, <u>2012</u>	Mar 12-Apr 1, <u>2012</u>	Apr 2-15, <u>2012</u>	Apr 16-29, <u>2012</u>	Apr 30-May 13, <u>2012</u>
	%	%	%	%	%	%	%	%	%	%	%	%
Right direction	58.5	60.5	49.5	60.5	61	57	53.5	52.5	53.5	55.5	55	51
Wrong direction	27.5	24	31	28	28	30	32.5	34	29.5	31	32.5	35.5
Roy Morgan GCR#	131	136.5	118.5	132.5	133	127	121	118.5	124	124.5	122.5	115.5
Can't say	14	15.5	19.5	11.5	11	13	14	13.5	17	13.5	12.5	13.5
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)

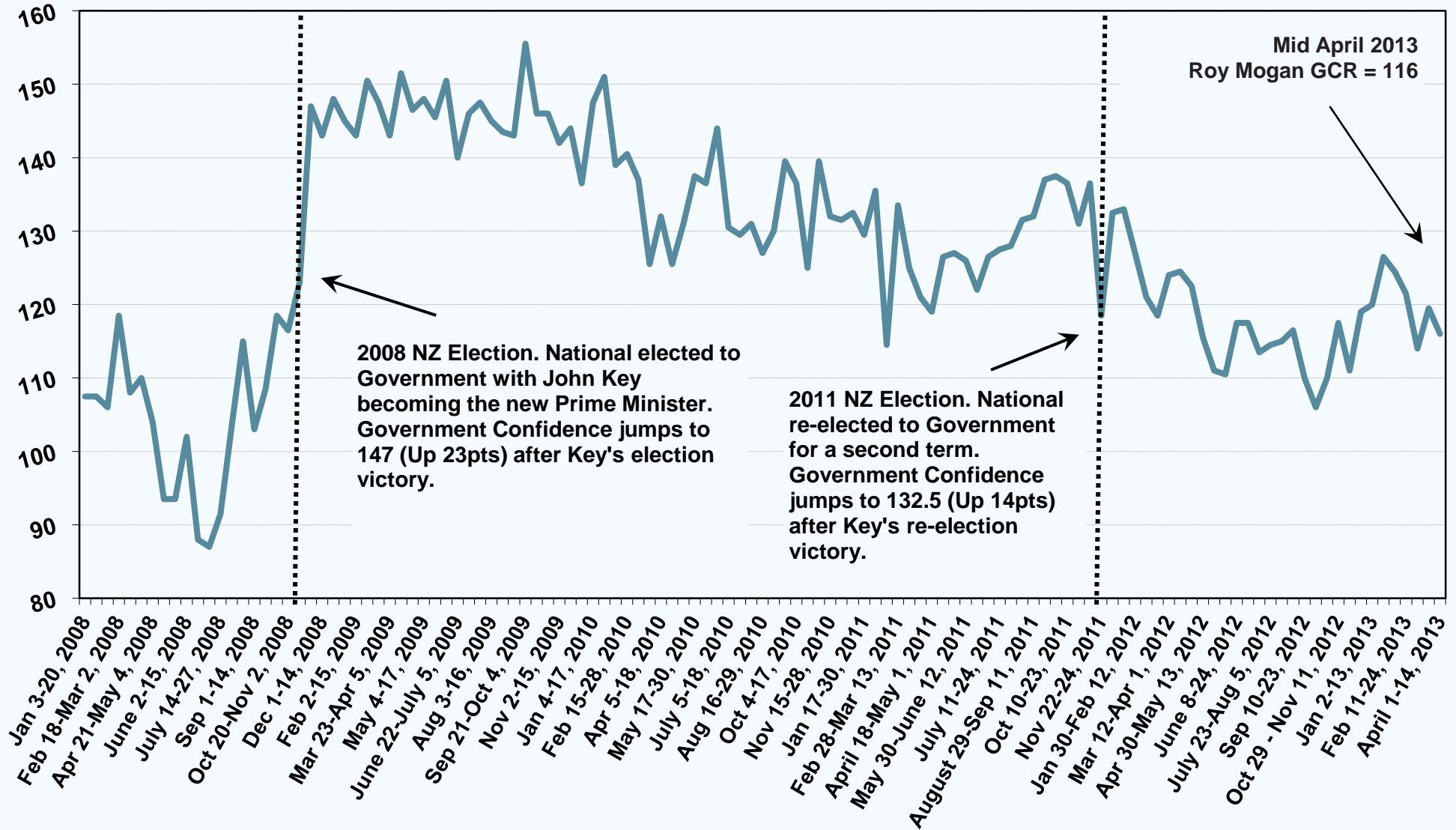
	May 14-27, <u>2012</u>	May 28-June 7, <u>2012</u>	June 8-24, <u>2012</u>	June 25-July 8, <u>2012</u>	July 9-22, <u>2012</u>	Jul 23-Aug 5, <u>2012</u>	Aug 13-26, <u>2012</u>	Aug 27-Sep 9, <u>2012</u>	Sep 10-23, <u>2012</u>	Sep 24-Oct 7, <u>2012</u>	Oct 8-21, <u>2012</u>	Oct 29 – Nov 11, <u>2012</u>
	%	%	%	%	%	%	%	%	%	%	%	%
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>
	%	%	%	%	%	%	%	%	%
Right direction	48.5	53	53.5	57	55	54	51.5	53.5	51.5
Wrong direction	37.5	34	33.5	30.5	30.5	32.5	37.5	34	35.5
Roy Morgan GCR#	111	119	120	126.5	124.5	121.5	114	119.5	116
Can't say	14	13	13	12.5	14.5	13.5	11	12.5	13
TOTAL	100	100	100	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

