

Thursday, 3 April 2014

Labour/ Greens (45%) regain lead over National (43%) for first time since January while Mana Party & Internet Party discuss alliance

Today's New Zealand Roy Morgan Poll shows a potential Labour/Greens alliance (45%, down 0.5%) now ahead of National (43%, down 2.5%) for the first time since January. Support for Key's Coalition partners is little changed with the Maori Party 1.5% (down 0.5%), ACT NZ (0.5%, unchanged) and United Future 0.5% (unchanged).

Support for the Labour Party has risen slightly to 32% (up 0.5%), the Greens have fallen to 13% (down 1%), New Zealand First 5.5% (up 2%), Mana Party 0.5% (up 0.5%), Conservative Party of NZ 2.5% (up 1%) and Internet Party (0.5%, up 0.5%) while support for Others is 0.5% (down 0.5%).

If a National Election were held now the latest New Zealand Roy Morgan Poll shows that minor party support would decide the new Government.

The latest NZ Roy Morgan Government Confidence Rating is at 133pts (down 2.5pts) with 61% (unchanged) of New Zealanders saying New Zealand is 'heading in the right direction' compared to 28% (up 2.5%) that say New Zealand is 'heading in the wrong direction'.

Gary Morgan says:

"Today's New Zealand Roy Morgan Poll shows a potential Labour/ Greens alliance (45%, down 0.5%) now ahead of National (43%, down 2.5%) – their biggest lead since January. It appears the scandal around Justice Minister Judith Collins is continuing to dent support for National – now down 5.5% over the past month.

"However, today's Roy Morgan New Zealand Poll also shows a clear split in support between the major parties which means minor parties are likely to play a big role in determining who forms Government in September. This could well include the new Internet Party which launched its election campaign last week.

"The much discussed Internet Party, founded by entrepreneur Kim Dotcom, has already had discussions with Hone Harawira's Mana Party about combining their party lists in an attempt to get extra MPs into Parliament. In addition, Internet Party leader Dotcom has also claimed to have convinced a sitting MP to join his fledgling party which is not yet officially registered."

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 877 electors from March 17-30, 2014. Of all electors surveyed 5.5% (up 1.5%) didn't name a party.

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Roy Morgan New Zealand Election 2014 Interactive Charts

Today Roy Morgan New Zealand introduces our [interactive New Zealand Election charts](#). These interactive charts allow a deeper look at voting patterns in New Zealand over varying timeframes and provide election observers with the ability to pinpoint key turning points for the political parties.

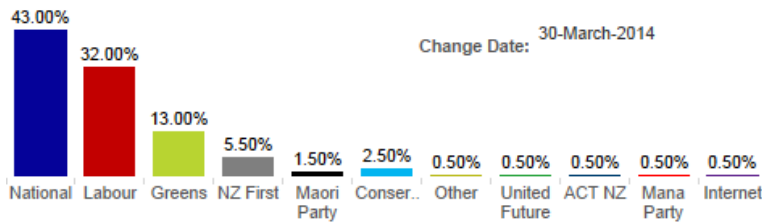
In future weeks we will be adding key demographic variables to the charts including Age, Gender and Regional breakdowns to show which way key demographics are voting and which demographics each party needs to target to maximise their vote at this year's New Zealand Election – called for September 20, 2014. [View interactive New Zealand Election charts here.](#)

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New Zealand National Poll

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Latest Party Voting Intention for 30-March-2014



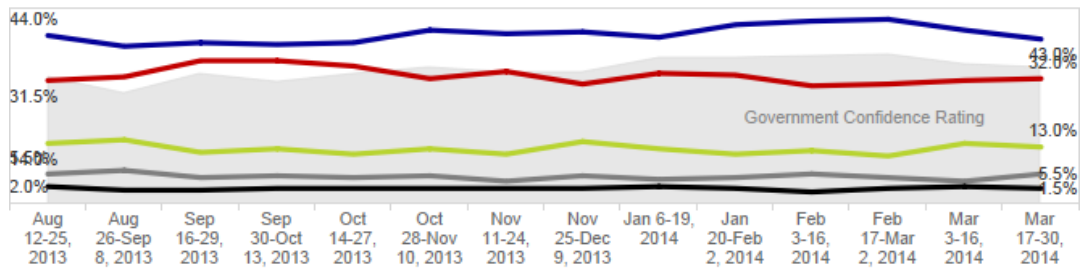
Latest Roy Morgan
New Zealand Government
Confidence Rating:

133.0

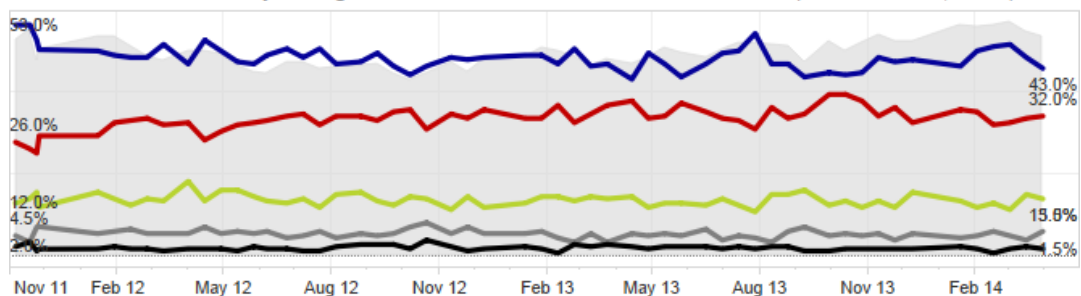
(Down 6pts)

Grey shaded area on graphs

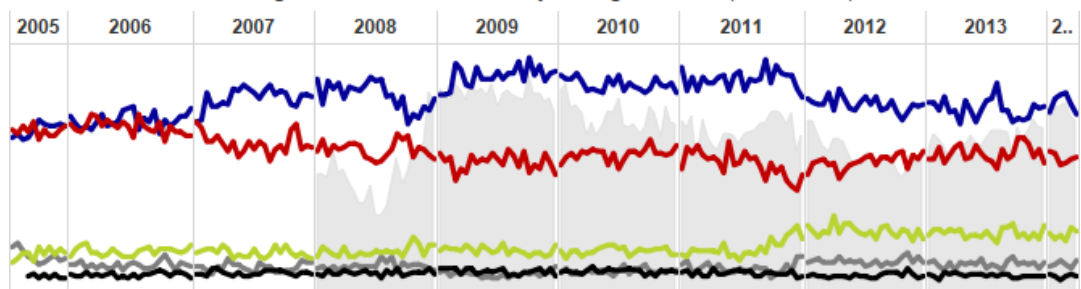
Recent Voting Intention: Since resignation of David Shearer as Labour Leader (August 22, 2013)



New Zealand Party Voting Intention since last New Zealand Election (November 26, 2011)



Long-term New Zealand Party Voting Intention (2002-2014)



Roy Morgan Research



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. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
500	±4.5	±3.9	±2.7	±1.9
1,000	±3.2	±2.7	±1.9	±1.4
1,500	±2.6	±2.2	±1.5	±1.1
2,000	±2.2	±1.9	±1.3	±1.0

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:

PRIMARY VOTE ELECTIONS	National %	Labour %	Green Party %	NZ First %	Maori Party* %	Mana Party* %	ACT NZ %	United Future %	Conservat ives* %	Internet* %	Other %
July 27, 2002	20.9	41.3	7	10.4	n/a	n/a	7.1	6.7	n/a	n/a	6.6
September 17, 2005	39.1	41.1	5.3	5.72	2.12	n/a	1.51	2.67	n/a	n/a	2.48
November 8, 2008	44.93	33.99	6.72	4.07	2.39	n/a	3.65	0.87	n/a	n/a	3.38
November 26, 2011	47.31	27.48	11.06	6.59	1.43	1.08	1.07	0.60	2.65	n/a	0.73
ROY MORGAN POLL											
Apr 2-15, 2012	49.5	26.5	12.5	6.5	1.5	1	^	1	n/a	n/a	1.5
Apr 16-29, 2012	47	28.5	15	5	1.5	0.5	0.5	0.5	n/a	n/a	1.5
Apr 30-May 13, 2012	44.5	30	15	5.5	1	0.5	^	1	n/a	n/a	2.5
May 14-27, 2012	44	30.5	13.5	5	2	1	1	0.5	n/a	n/a	2.5
May 28-Jun 7, 2012	46	31	12.5	5.5	1.5	1	^	0.5	n/a	n/a	2
Jun 8-24, 2012	47.5	32	12	4	1.5	0.5	0.5	0.5	n/a	n/a	1.5
Jun 25-Jul 8, 2012	45.5	32.5	13	4.5	1	0.5	0.5	0.5	n/a	n/a	2
Jul 9-22, 2012	47.5	30	11	5.5	1	0.5	1	0.5	3	n/a	^
Jul 23-Aug 5, 2012	44	32	14	4	2	1	0.5	0.5	1.5	n/a	0.5
Aug 13-26, 2012	44.5	32	14.5	5	2.5	^	1	^	0.5	n/a	^
Aug 27-Sep. 9, 2012	46.5	31	12.5	4.5	2.5	1	0.5	^	1	n/a	0.5
Sep 10-23, 2012	43.5	33	11.5	5	2.5	1.5	0.5	^	2	n/a	0.5
Sep 24-Oct 7, 2012	41.5	33.5	13.5	6.5	1.5	^	0.5	0.5	2	n/a	0.5
Oct 8-21, 2012	43.5	29	13	7.5	3.5	0.5	0.5	^	2	n/a	0.5
Oct 29-Nov 11, 2012	45.5	32.5	10.5	5	2	1	0.5	0.5	1.5	n/a	1
Nov 12-25, 2012	45	31.5	13.5	6.5	1	^	0.5	0.5	1.5	n/a	^
Nov 26-Dec 9, 2012	45.5	33.5	11	5	1.5	1	1	^	1	n/a	0.5
Jan 2-13, 2013	46	31.5	12	5	2	0.5	0.5	0.5	1.5	n/a	0.5
Jan 14-17, 2013	46	31.5	13.5	5.5	1.5	0.5	0.5	^	0.5	n/a	0.5
Jan 28-Feb 10, 2013	44	34.5	13.5	4	0.5	0.5	0.5	^	2	n/a	0.5
Feb 11-24, 2013	47.5	30.5	12.5	3	2.5	0.5	0.5	0.5	2	n/a	0.5
Feb 25-Mar 10, 2013	43.5	32.5	13.5	5	2	^	0.5	0.5	2	n/a	0.5
Mar 11- 24 , 2013	44	34.5	13	3	2.5	0.5	0.5	1	1	n/a	^
Apr 1-14, 2013	40.5	35.5	13.5	5	2	0.5	0.5	0.5	1.5	n/a	0.5
Apr 15-28, 2013	46.5	31.5	11	4.5	1.5	1	0.5	0.5	2	n/a	1
Apr 29-May 12, 2013	44	32	12	5	2	1	1.5	0.5	1.5	n/a	0.5
May 13-26, 2013	41	35	12	4.5	2	0.5	0.5	0.5	2.5	n/a	1.5
Jun 3-16, 2013	44	33	11.5	6	2	1	0.5	-	2	n/a	^
Jun 17-30, 2013	46.5	31.5	13	3.5	1.5	0.5	-	0.5	2	n/a	1
Jul 1-14, 2013	47	31	11.5	4.5	2	1.5	0.5	^	1.5	n/a	0.5
Jul 15-28, 2013	51	29	10	4	1.5	1	1	^	1.5	n/a	1
Jul 29-Aug 11, 2013	44	34	14	3	2	0.5	0.5	^	1	n/a	1
Aug 12-25, 2013	44	31.5	14	5.5	2	0.5	0.5	0.5	1	n/a	0.5
Aug 26-Sep. 8, 2013	41	32.5	15	6.5	1	0.5	1	0.5	1.5	n/a	0.5
Sep 16-29, 2013	42	37	11.5	4.5	1	0.5	0.5	0.5	2	n/a	0.5
Sep 30-Oct 13, 2013	41.5	37	12.5	5	1.5	0.5	0.5	^	0.5	n/a	1
Oct 14-27, 2013	42	35.5	11	4.5	1.5	0.5	1	0.5	2.5	n/a	1
Oct 28-Nov 10, 2013	45.5	32	12.5	5	1.5	1	-	0.5	1.5	n/a	0.5
Nov 11-24, 2013	44.5	34	11	3.5	1.5	1	0.5	0.5	2	n/a	1.5
Nov 25-Dec 8, 2013	45	30.5	14.5	5	1.5	1	^	^	2	n/a	0.5
Jan 6-19, 2014	43.5	33.5	12.5	4	2	0.5	^	0.5	2.5	n/a	1
Jan 20-Feb 2, 2014	47	33	11	4.5	1.5	1	^	^	1.5	0.5	^
Feb 3-16, 2014	48	30	12	5.5	0.5	1	1	0.5	1	0.5	^
Feb 17-Mar 2, 2014	48.5	30.5	10.5	4.5	1.5	0.5	1	0.5	2.5	^	^
Mar 3-16, 2014	45.5	31.5	14	3.5	2	^	0.5	0.5	1.5	^	1
Mar 17-30, 2014	43	32	13	5.5	1.5	0.5	0.5	0.5	2.5	0.5	0.5

*The Maori Party was launched in July 2004; The Mana Party was launched in April 2011. The Conservative Party was launched prior to the 2011 New Zealand Election and first measured by the New Zealand Roy Morgan Poll in July 2012. The Internet Party was launched in January 2014.. ^ Result less than 0.5%.

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#
Election, November 8, 2008	51.84	48.16
Election, November 26, 2011	50.41	46.21
<u>ROY MORGAN POLL</u>		
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-Sep. 9, 2012	49.5	49
Sep. 10-23, 2012	46.5	51
Sep. 24 – Oct. 7, 2012	44	53.5
Oct. 8-21, 2012	47.5	50
Oct. 29 – Nov. 11, 2012	48.5	49
Nov. 12-25, 2012	47	51.5
Nov. 26 – Dec. 9, 2012	48	50.5
Jan. 2-13, 2013	49	49
Jan. 14-17, 2013	48	51
Jan. 28 – Feb. 10, 2013	45	52.5
Feb. 11-24, 2013	51	46.5
Feb. 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
August 26 – Sep. 8, 2013	43.5	54.5
Sep. 16-29, 2013	44	53.5
Sep. 30-Oct 13, 2013	43.5	55
Oct 14-27, 2013	45	51.5
Oct 28-Nov 10, 2013	47.5	50.5
Nov 11-24, 2013	47	49.5
Nov 25-Dec 8, 2013	46.5	51
Jan 6-19, 2014	46	50.5
Jan 20-Feb 2, 2014	48.5	49.5
Feb 3-16, 2014	50	48.5
Feb 17-Mar 2, 2014	51.5	46
Mar 3-16, 2014	48.5	49
Mar 17-30, 2014	45.5	51

*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. 5519 is taken from Computer Report No. 2398

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?"

NZ Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Govt.)

	Aug 27-Sep 9, 2012	Sep 10-23, 2012	Sep 24-Oct 7, 2012	Oct 8-21, 2012	Oct 29 – Nov 11, 2012	Nov 12-25, 2012	Nov 26-Dec 9, 2012	Jan 2-13, 2013
Right direction	51	47.5	44	49	51.5	48.5	53	53.5
Wrong direction	34.5	37.5	38	39	34	37.5	34	33.5
Roy Morgan GCR#	116.5	110	106	110	117.5	111	119	120
Can't say	14.5	15	18	12	14.5	14	13	13
TOTAL	100	100	100	100	100	100	100	100

NZ Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Govt.)

	Jan 14-27, 2013	Jan 28-Feb 10, 2013	Feb 11-24, 2013	Feb 25-Mar 10, 2013	Mar 11-24, 2013	Apr 1-14, 2013	Apr 15-28, 2013	Apr 29- May 12, 2013
Right direction	57	55	54	51.5	53.5	51.5	54.5	56.5
Wrong direction	30.5	30.5	32.5	37.5	34	35.5	34	30.5
Roy Morgan GCR#	126.5	124.5	121.5	114	119.5	116	120.5	126
Can't say	12.5	14.5	13.5	11	12.5	13	11.5	13
TOTAL	100	100	100	100	100	100	100	100

NZ Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Govt.)

	May 13-26, 2013	June 3-16, 2013	June 17-30, 2013	July 1-14, 2013	July 15-28, 2013	July 29-Aug 11, 2013	Aug 12-25, 2013	Aug 26-Sep 8, 2013
Right direction	55.5	54	57	58	58.5	58	58	52.5
Wrong direction	32.5	33.5	32	29.5	30	30	30.5	35.5
Roy Morgan GCR#	123	120.5	125	128.5	128.5	128	127.5	117
Can't say	12	12.5	11	12.5	11.5	12	11.5	12
TOTAL	100	100	100	100	100	100	100	100

NZ Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Govt.)

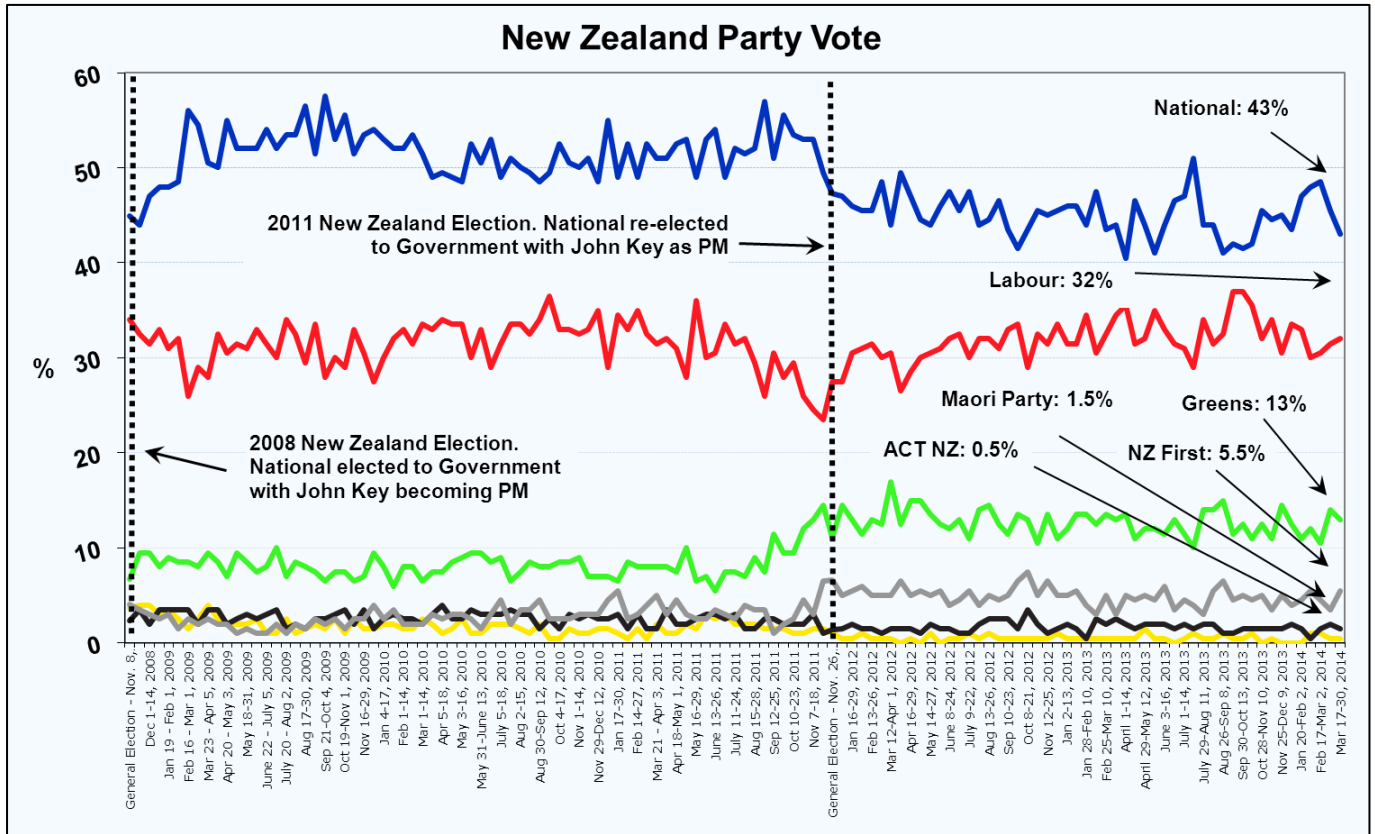
	Sep 16-29, 2013	Sep 30-Oct 13, 2013	Oct 14-27, 2013	Oct 28-Nov 10, 2013	Nov 11-24, 2013	Nov 25-Dec 8, 2013	Jan 6-19, 2014
Right direction	59	55	57.5	61	59	58.5	63
Wrong direction	29.5	31	28.5	27.5	29	28.5	23.5
Roy Morgan GCR#	129.5	124	129	133.5	130	130	139.5
Can't say	11.5	14	14	11.5	12	13	13.5
TOTAL	100	100	100	100	100	100	100

NZ Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Govt.)

	Jan 20-Feb 2, 2014	Feb 3-16, 2014	Feb 17-Mar 2, 2014	Mar 3-16, 2014	Mar 17-30, 2014
Right direction	63.5	63.5	65	61	61
Wrong direction	24.5	23.5	23.5	25.5	28
Roy Morgan GCR#	139	140	141.5	135.5	133
Can't say	12	13	11.5	13.5	11
TOTAL	100	100	100	100	100

FOR IMMEDIATE RELEASE

New Zealand Primary Vote



New Zealand Roy Morgan GCR

