

Wednesday, 20 August 2014

National (48%) holds its lead over Labour/ Greens (39%) as ‘Dirty Politics’ revelations provide a new challenge for PM John Key’s leadership. NZ First surge to 6.5% - highest support since September 2013.

Today’s New Zealand Roy Morgan Poll shows gain in support for National (48%, up 2%) now with a significant lead over a potential Labour/Greens alliance (39%, down 3%) exactly a month before the New Zealand Election on September 20.

Support for Key’s Coalition partners has fallen slightly overall with the Maori Party 1% (down 0.5%), Act NZ (0.5%, unchanged) and United Future 0.5% (unchanged).

Support for the Labour Party is 27.5% (down 2.5%), the Greens are down 0.5% to 11.5%. Potential ‘king-makers’ NZ First looks set to return to Parliament with 6.5% (up 1.5%) – **the highest support for NZ First since September 2013**, the Internet-Mana Party alliance is 2.5% (unchanged). Support for the Conservative Party of NZ is 1% (unchanged) and support for Independent/ Others is 1% (unchanged).

If a National Election were held now the latest New Zealand Roy Morgan Poll shows that the result would be the Key Government being returned to Parliament.

The latest NZ Roy Morgan Government Confidence Rating has risen to 139pts (up 4pts) with 63.5% (up 3.5%) of New Zealanders saying New Zealand is ‘heading in the right direction’ compared to 24.5% (down 0.5%) that say New Zealand is ‘heading in the wrong direction’. The New Zealand Government Confidence Rating (139) is substantially higher than ‘across the ditch’ in Australia – [Australian Government Confidence last week fell to 92.5pts \(down 7pts\)](#).

Michele Levine, CEO Roy Morgan, says:

“The latest NZ Roy Morgan Poll shows National (48%) with an election-winning lead over a Labour/ Greens alliance (39%) only a month before the NZ Election. Last week’s release of Nicky Hager’s new book ‘Dirty Politics’ has caused a stir in the media although the full impact of some of Hager’s explosive disclosures has yet to be seen.

“In light of Hager’s new book though it is worth remembering that ‘dirty tricks’ in politics is nothing new – Politics is ‘dirty’ and everyone knows that. What has changed in recent years is that clearly the advance of technology and the increasing role of the Internet in everyone’s lives provide a new dimension to these sorts of revelations. The Internet has opened up new levels of transparency and added an unprecedented level of scrutiny to the actions of all of us, and politicians in particular.

“Along with these technological advancements also comes increased spying from Government agencies like the Government Communications Securities Bureau (GCSB), and even more nefarious activities like hacking and collusion between Ministerial staff and bloggers to discredit opponents – as revealed in Hager’s new book.

“In terms of the New Zealand Election though, the most important thing to assess is how Prime Minister John Key handles the revelations and the fall-out. If Key demonstrates strong leadership and competence, electors will reward Key for these qualities rather than blame him for the shortcomings of those around him – the [Roy Morgan Scoop NZ Election Reactor](#) is the best tool available to monitor how New Zealand electors judge their leaders.

“The other point to keep in mind is that timing is crucial during elections. The release of Hager’s book a month before the election gives all the leaders time to respond, and electors will judge their response, whereas information that is revealed in the final days of an election campaign can have an immediate impact that doesn’t give time for leaders to react.

“Looking directly at today’s New Zealand Roy Morgan Poll shows the main parties are essentially unchanged on the results of the 2011 NZ Election. An exception to this is the new Internet Party (1.5% support) which is set to win representation in Parliament if Mana Party Leader Hone Harawira holds his seat of Te Tai Toekerau. However, a significant difference compared to three years ago is the high Government Confidence Rating (139pts, up 4pts). This is significantly higher than immediately prior to the last election when the final pre-election New Zealand Roy Morgan Poll showed Government Confidence at 118.5, and a strong sign for Key as he seeks re-election.

“Most notably however, the ‘fourth party’ of New Zealand politics, NZ First, has increased its share of the vote to 6.5% (up 1.5%) – a level of support that would see all eight NZ First MPs returned to Parliament, and likely give NZ First Leader Winston Peters the chance to once again choose who New Zealand’s Prime Minister will be. Peters last held a Ministerial post when he served as Foreign Minister during the last term of Helen Clark’s Prime Ministership (2005-08).

“Although the ongoing discussion about ‘Dirty Politics’ appears likely to damage support for National, today’s New Zealand Roy Morgan Poll shows NZ First may be the biggest beneficiary of a discredited National Government rather than the main opposition Labour and Greens parties.”

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 809 electors from August 4-17, 2014. Of all electors surveyed 6.5% (unchanged) 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. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

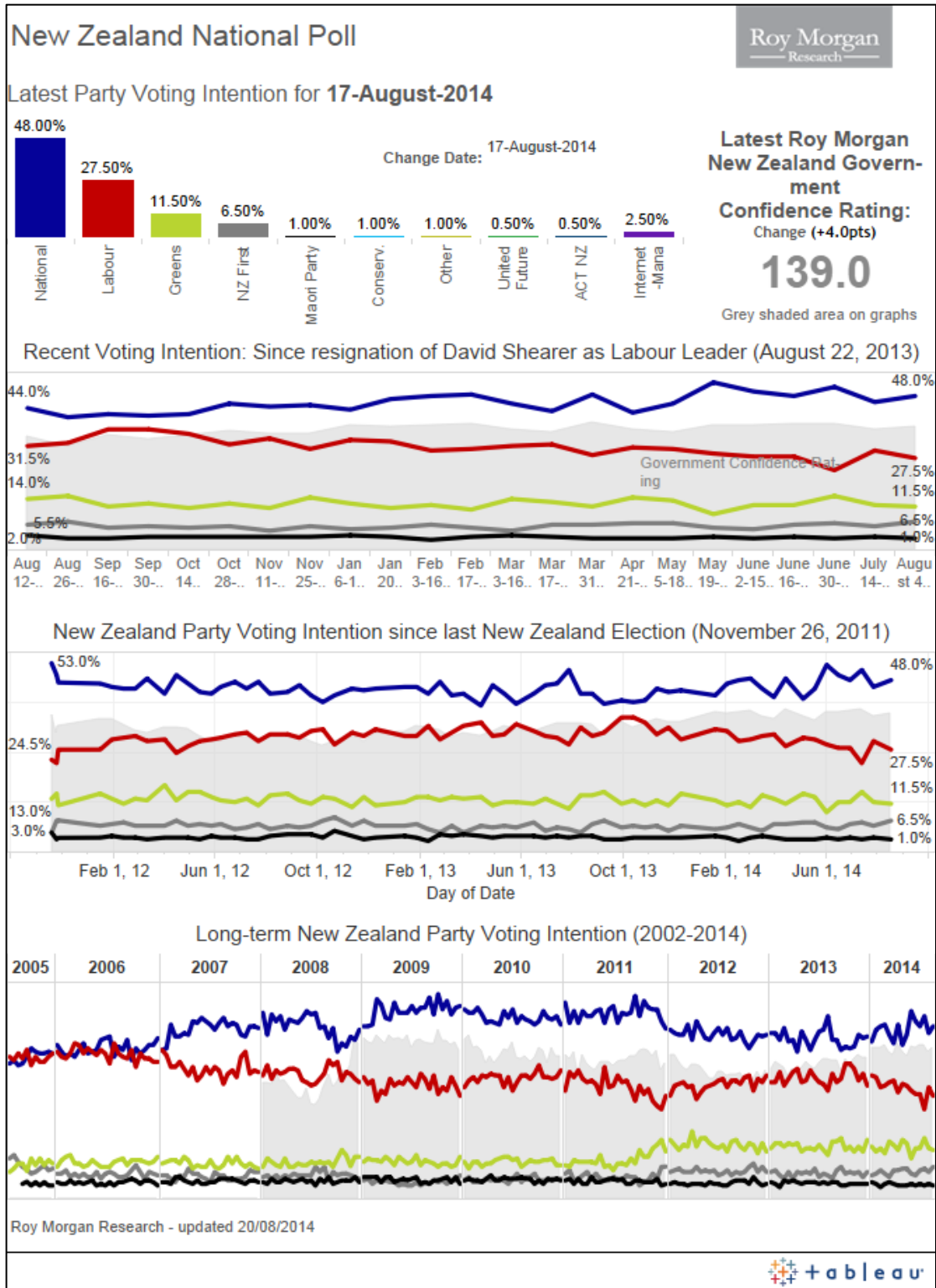
Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
500	±4.5	±3.9	±2.7	±1.9
1,000	±3.2	±2.7	±1.9	±1.4
1,500	±2.6	±2.2	±1.5	±1.1
2,000	±2.2	±1.9	±1.3	±1.0

Roy Morgan New Zealand Election 2014 Interactive 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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FOR IMMEDIATE RELEASE

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* %	Internet* %	ACT NZ %	United Future %	Conservat ives* %	Other %
July 27, 2002	20.9	41.3	7	10.4	n/a	n/a	n/a	7.1	6.7	n/a	6.6
September 17, 2005	39.1	41.1	5.3	5.72	2.12	n/a	n/a	1.51	2.67	n/a	2.48
November 8, 2008	44.93	33.99	6.72	4.07	2.39	n/a	n/a	3.65	0.87	n/a	3.38
November 26, 2011	47.31	27.48	11.06	6.59	1.43	1.08	n/a	1.07	0.60	2.65	0.73
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Jun 8-24, 2012	47.5	32	12	4	1.5	0.5	n/a	0.5	0.5	n/a	1.5
Jun 25-Jul 8, 2012	45.5	32.5	13	4.5	1	0.5	n/a	0.5	0.5	n/a	2
Jul 9-22, 2012	47.5	30	11	5.5	1	0.5	n/a	1	0.5	3	^
Jul 23-Aug 5, 2012	44	32	14	4	2	1	n/a	0.5	0.5	1.5	0.5
Aug 13-26, 2012	44.5	32	14.5	5	2.5	^	n/a	1	^	0.5	^
Aug 27-Sep. 9, 2012	46.5	31	12.5	4.5	2.5	1	n/a	0.5	^	1	0.5
Sep 10-23, 2012	43.5	33	11.5	5	2.5	1.5	n/a	0.5	^	2	0.5
Sep 24-Oct 7, 2012	41.5	33.5	13.5	6.5	1.5	^	n/a	0.5	0.5	2	0.5
Oct 8-21, 2012	43.5	29	13	7.5	3.5	0.5	n/a	0.5	^	2	0.5
Oct 29-Nov 11, 2012	45.5	32.5	10.5	5	2	1	n/a	0.5	0.5	1.5	1
Nov 12-25, 2012	45	31.5	13.5	6.5	1	^	n/a	0.5	0.5	1.5	^
Nov 26-Dec 9, 2012	45.5	33.5	11	5	1.5	1	n/a	1	^	1	0.5
Jan 2-13, 2013	46	31.5	12	5	2	0.5	n/a	0.5	0.5	1.5	0.5
Jan 14-17, 2013	46	31.5	13.5	5.5	1.5	0.5	n/a	0.5	^	0.5	0.5
Jan 28-Feb 10, 2013	44	34.5	13.5	4	0.5	0.5	n/a	0.5	^	2	0.5
Feb 11-24, 2013	47.5	30.5	12.5	3	2.5	0.5	n/a	0.5	0.5	2	0.5
Feb 25-Mar 10, 2013	43.5	32.5	13.5	5	2	^	n/a	0.5	0.5	2	0.5
Mar 11- 24, 2013	44	34.5	13	3	2.5	0.5	n/a	0.5	1	1	^
Apr 1-14, 2013	40.5	35.5	13.5	5	2	0.5	n/a	0.5	0.5	1.5	0.5
Apr 15-28, 2013	46.5	31.5	11	4.5	1.5	1	n/a	0.5	0.5	2	1
Apr 29-May 12, 2013	44	32	12	5	2	1	n/a	1.5	0.5	1.5	0.5
May 13-26, 2013	41	35	12	4.5	2	0.5	n/a	0.5	0.5	2.5	1.5
Jun 3-16, 2013	44	33	11.5	6	2	1	n/a	0.5	-	2	^
Jun 17-30, 2013	46.5	31.5	13	3.5	1.5	0.5	n/a	-	0.5	2	1
Jul 1-14, 2013	47	31	11.5	4.5	2	1.5	n/a	0.5	^	1.5	0.5
Jul 15-28, 2013	51	29	10	4	1.5	1	n/a	1	^	1.5	1
Jul 29-Aug 11, 2013	44	34	14	3	2	0.5	n/a	0.5	^	1	1
Aug 12-25, 2013	44	31.5	14	5.5	2	0.5	n/a	0.5	0.5	1	0.5
Aug 26-Sep. 8, 2013	41	32.5	15	6.5	1	0.5	n/a	1	0.5	1.5	0.5
Sep 16-29, 2013	42	37	11.5	4.5	1	0.5	n/a	0.5	0.5	2	0.5
Sep 30-Oct 13, 2013	41.5	37	12.5	5	1.5	0.5	n/a	0.5	^	0.5	1
Oct 14-27, 2013	42	35.5	11	4.5	1.5	0.5	n/a	1	0.5	2.5	1
Oct 28-Nov 10, 2013	45.5	32	12.5	5	1.5	1	n/a	-	0.5	1.5	0.5
Nov 11-24, 2013	44.5	34	11	3.5	1.5	1	n/a	0.5	0.5	2	1.5
Nov 25-Dec 8, 2013	45	30.5	14.5	5	1.5	1	n/a	^	^	2	0.5
Jan 6-19, 2014	43.5	33.5	12.5	4	2	0.5	n/a	^	0.5	2.5	1
Jan 20-Feb 2, 2014	47	33	11	4.5	1.5	1	0.5	^	^	1.5	^
Feb 3-16, 2014	48	30	12	5.5	0.5	1	0.5	1	0.5	1	^
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	0.5	2.5	0.5
Mar 31-Apr 13, 2014	48.5	28.5	11.5	5.5	1	1	1	0.5	-	2	0.5
Apr 21-May 4, 2014	42.5	31	14.5	6	1	1	1.5	0.5	0.5	0.5	1
May 5-18, 2014	45.5	30.5	13.5	6	1	1	0.5	0.5	-	1	0.5
May 19-June 1, 2014	52.5	29	9	4.5	1.5	0.5	0.5	1	-	1	0.5
June 2-15, 2014	49.5	28	12	4	1	1.5	1	0.5	^	1.5	1
June 16-29, 2014	48	28	12	5.5	1.5	1	1.5	1	^	1	0.5
June 30-July 13, 2014	51	23.5	15	6	1	1	0.5	0.5	0.5	1	^
July 14-27, 2014	46	30	12	5	1.5	1.5	1	0.5	0.5	1	1
August 4-17, 2014	48	27.5	11.5	6.5	1	1	1.5	0.5	0.5	1	1

*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:

	<u>National Party-led Government*</u>	<u>Parliamentary Opposition Parties#</u>
Election, November 8, 2008	51.84	48.16
Election, November 26, 2011	50.41	46.21

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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
Mar 31-Apr 13, 2014	50	46.5
Apr 21-May 4, 2014	44.5	52.5
May 5-18, 2014	47	51
May 19-June 1, 2014	55	43
June 2-15, 2014	51	45.5
June 16-29, 2014	50.5	48
June 30-July 13, 2014	53	46
July 14-27, 2014	48.5	49.5
August 4-17, 2014	50	48

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

Finding No. 5747 is taken from Computer Report No. 2407

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.)

	Jan 14-27, <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>
	%	%	%	%	%	%	%	%
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, <u>2013</u>	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>	Aug 26-Sep 8, <u>2013</u>
	%	%	%	%	%	%	%	%
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, <u>2013</u>	Sep 30-Oct 13, <u>2013</u>	Oct 14-27, <u>2013</u>	Oct 28-Nov 10, <u>2013</u>	Nov 11-24, <u>2013</u>	Nov 25-Dec 8, <u>2013</u>	Jan 6-19, <u>2014</u>
	%	%	%	%	%	%	%
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

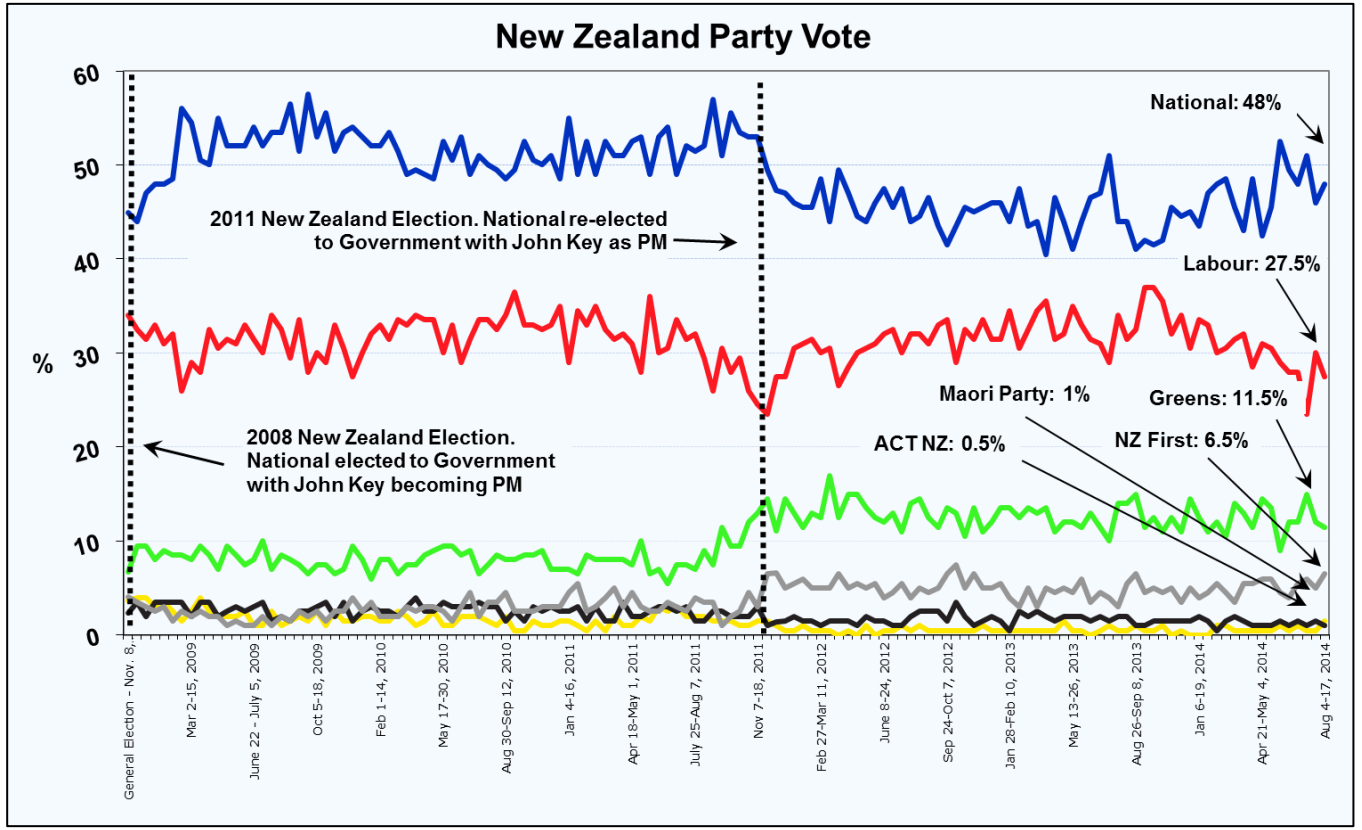
NZ Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Govt.)

	Jan 20-Feb 2, <u>2014</u>	Feb 3-16, <u>2014</u>	Feb 17-Mar 2, <u>2014</u>	Mar 3-16, <u>2014</u>	Mar 17-30 <u>2014</u>	Mar 31-Apr 13, <u>2014</u>	Apr 21-May 4, <u>2014</u>
	%	%	%	%	%	%	%
Right direction	63.5	63.5	65	61	61	65	62
Wrong direction	24.5	23.5	23.5	25.5	28	22	26.5
Roy Morgan GCR#	139	140	141.5	135.5	133	143	135.5
Can't say	12	13	11.5	13.5	11	13	11.5
TOTAL	100	100	100	100	100	100	100

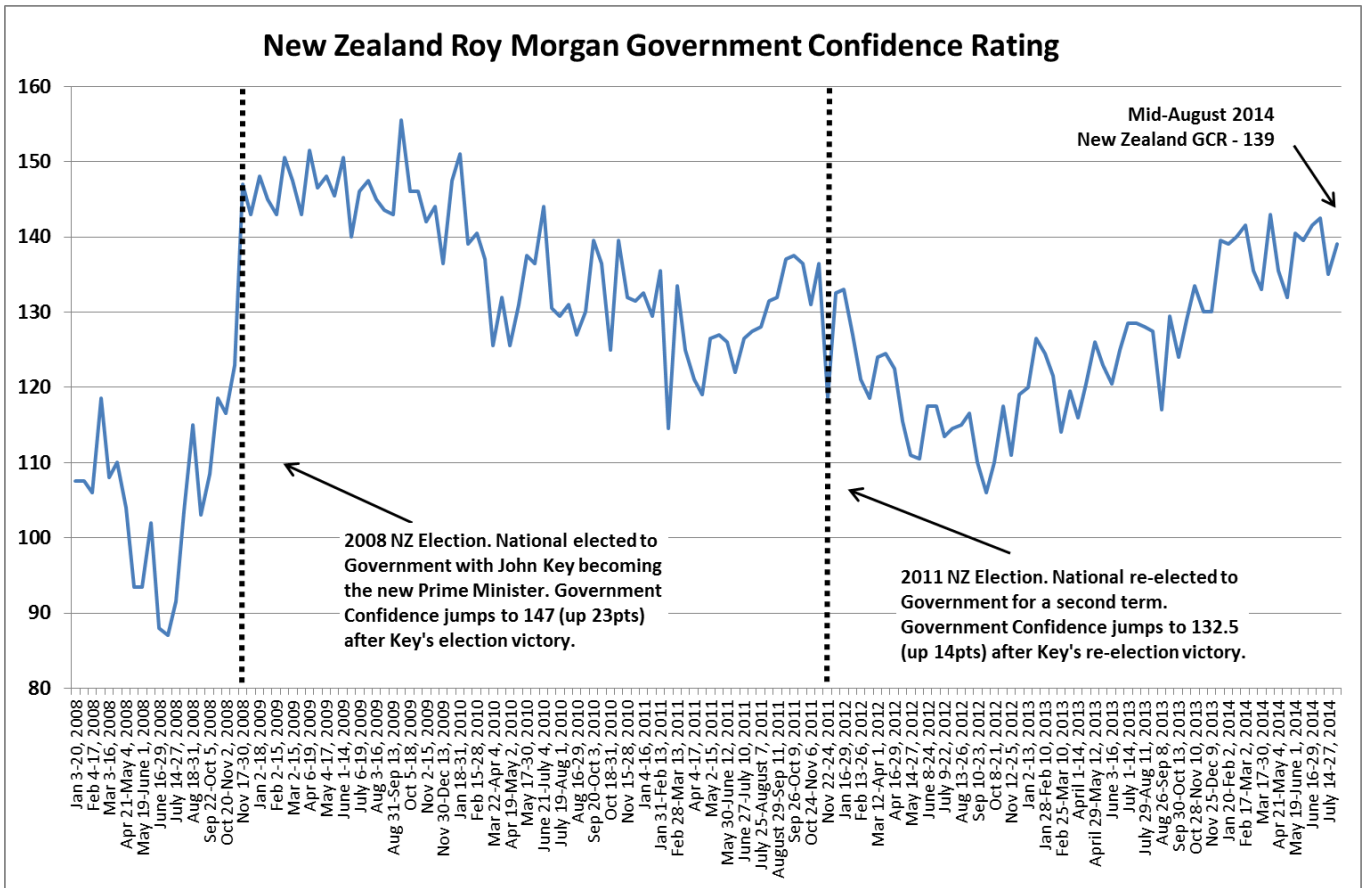
NZ Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Govt.)

	May 5-18, <u>2014</u>	May 19-June 1 <u>2014</u>	June 2-15, <u>2014</u>	June 16-29, <u>2014</u>	June 30-July 13 <u>2014</u>	July 14-27 <u>2014</u>	Aug 4-17, <u>2014</u>
	%	%	%	%	%	%	%
Right direction	60	64.5	63.5	65	65.5	60	63.5
Wrong direction	28	24	24	23.5	23	25	24.5
Roy Morgan GCR#	132	140.5	139.5	141.5	142.5	135	139
Can't say	12	11.5	12.5	11.5	11.5	15	12
TOTAL	100	100	100	100	100	100	100

New Zealand Primary Vote



New Zealand Roy Morgan GCR



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