

Thursday, 31 July 2014

National (46%) lead over Labour/ Greens (42%) cut significantly as Key rules out deal with Conservative Party but says National would consider a deal with NZ First (5%)

Today's New Zealand Roy Morgan Poll shows a large fall in support for National (46%, down 5% - the lowest since May) now with a significantly reduced lead over a potential Labour/Greens alliance (42%, up 3.5%) just two months before the New Zealand Election on September 20.

Support for Key's Coalition partners has changed little overall with the Maori Party 1.5% (up 0.5%), Act NZ (0.5%, unchanged) and United Future 0.5% (unchanged).

Support for the Labour Party is 30% (up 6.5%), but the Greens are down 3% to 12%. Potential 'king-makers' NZ First is 5% (down 1%), the Internet-Mana Party alliance is 2.5% (up 1%). Support for the Conservative Party of NZ is 1% (unchanged) and support for Independent/ Others is 1% (up 1%).

If a National Election were held now the latest New Zealand Roy Morgan Poll shows that the result would likely depend on which major party New Zealand First decided to back to lead a Government – this is contingent on NZ First gaining at least 5% support and being returned to Parliament.

The latest NZ Roy Morgan Government Confidence Rating has fallen to 135pts (down 7.5pts) with 60% (down 5.5%) of New Zealanders saying New Zealand is 'heading in the right direction' compared to 25% (up 2%) that say New Zealand is 'heading in the wrong direction'. The New Zealand Government Confidence Rating is substantially higher than in Australia – [Australian Government Confidence this week rose to 99.5pts \(up 9.5pts\)](#).

Gary Morgan says:

"Today's New Zealand Roy Morgan Poll shows a definite tightening between the governing National (46%, down 5% in a fortnight) and a potential Labour/ Greens alliance (42%, up 3.5%). Crucially, Prime Minister John Key has this week ruled out doing an electorate deal with the right-wing Conservative Party led by Colin Craig in the seat of East Coast Bays, while at the same time encouraging National voters to support United Future Leader Peter Dunne in the seat of Ohariu and Act NZ candidate David Seymour in the seat of Epsom.

"In addition, Key has also floated the possibility of doing a deal with former National Party Cabinet Minister, and current New Zealand First (5%, down 1%) Leader, Winston Peters – but that Peters must state his position on a number of issues. Today's NZ Roy Morgan Poll shows Peters may once again hold a key position in determining who the New Zealand Prime Minister is after September's election – as long as NZ First can gain more than the threshold of 5% support nationwide."

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 818 electors from July 14-27, 2014. Of all electors surveyed 6.5% (up 1%) didn't name a party.

For further information:

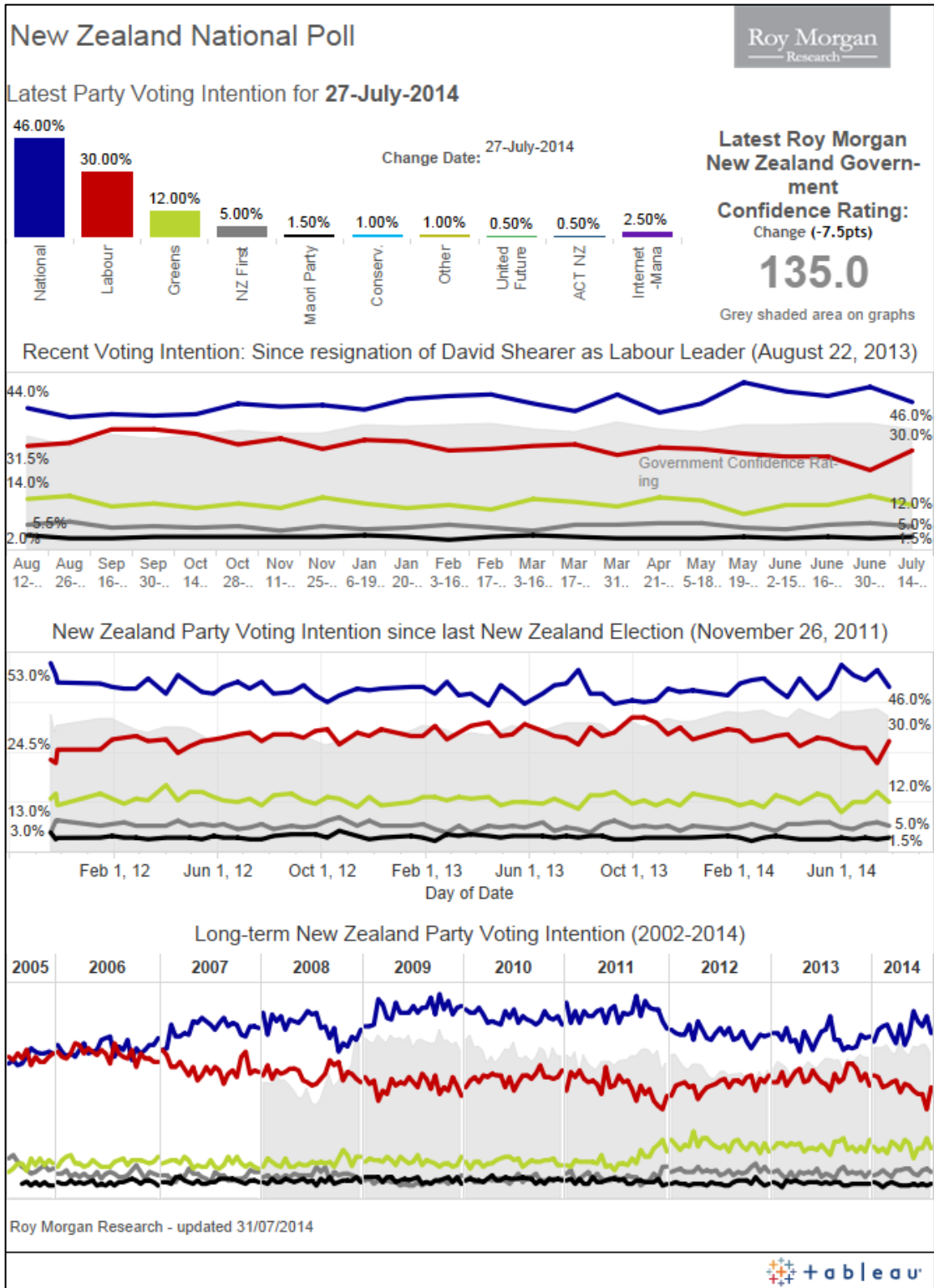
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Roy Morgan New Zealand Election 2014 Interactive Charts

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.](#)

Purchase the latest Roy Morgan [New Zealand Electorate Profiles](#).



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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

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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
ROY MORGAN POLL											
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

*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%.

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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

ROY MORGAN POLL

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

*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. 5711 is taken from Computer Report No. 2406

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

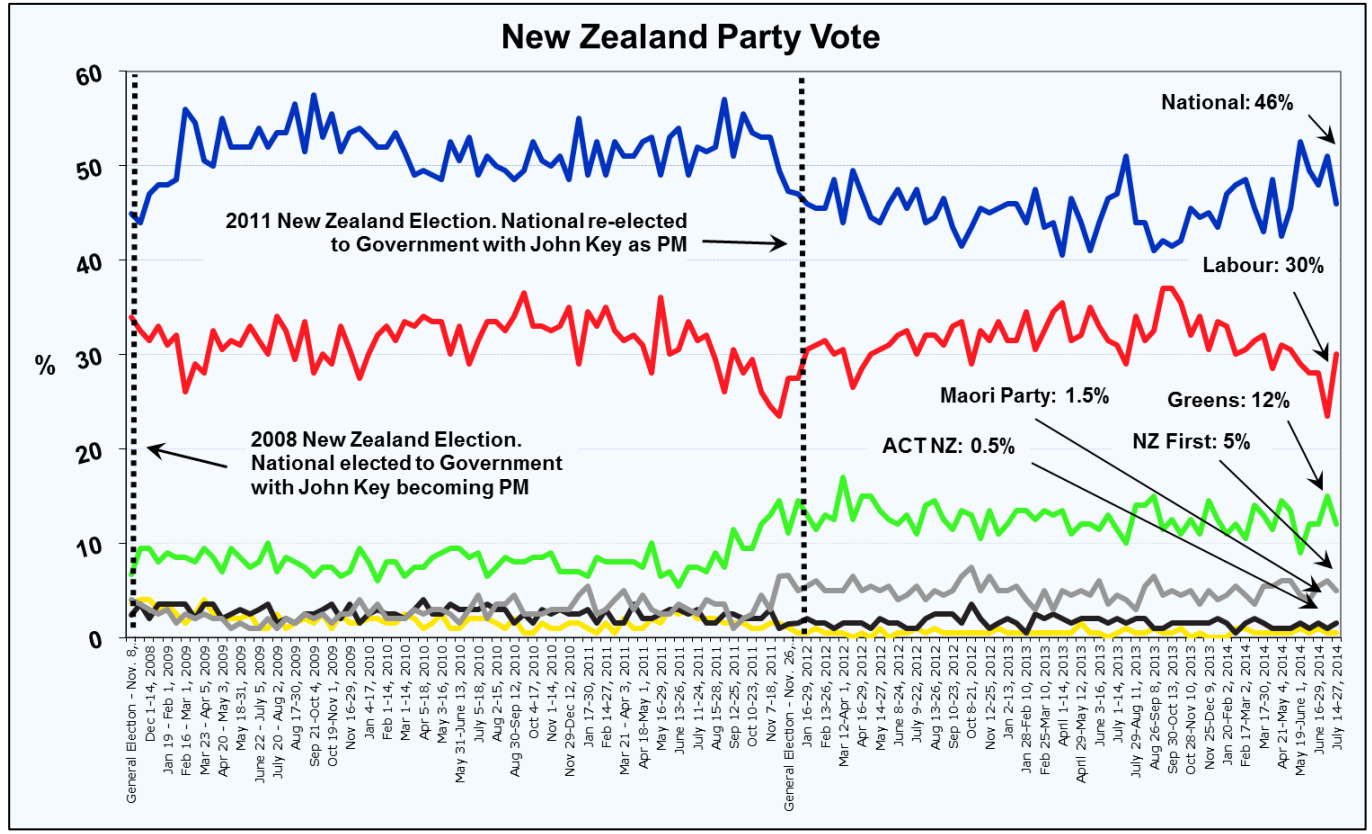
NZ Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Govt.)

	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

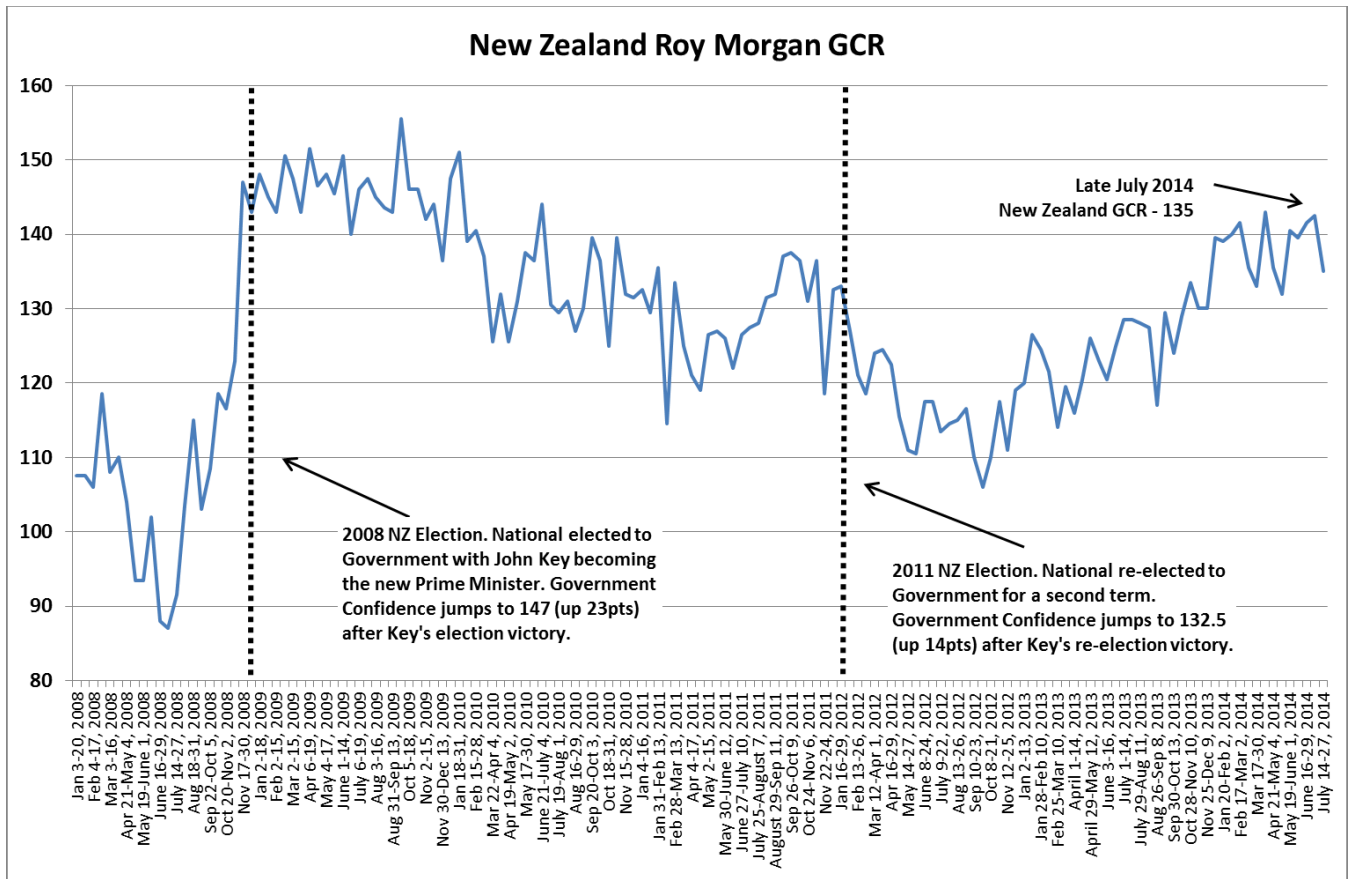
NZ Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Govt.)

	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>
	%	%	%	%	%	%
Right direction	60	64.5	63.5	65	65.5	60
Wrong direction	28	24	24	23.5	23	25
Roy Morgan GCR#	132	140.5	139.5	141.5	142.5	135
Can't say	12	11.5	12.5	11.5	11.5	15
TOTAL	100	100	100	100	100	100

New Zealand Primary Vote



New Zealand Roy Morgan GCR



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