

Friday, 21 March 2014

## National (45.5%) now neck and neck with Labour/ Greens (45.5%); John Key calls election for September 20 as scandal involving Justice Minister Judith Collins sends National support lower

Today's New Zealand Roy Morgan Poll shows National (45.5%, down 3%) now level with a potential Labour/ Greens alliance (45.5%, up 4.5%) after Prime Minister John Key called the New Zealand Election for September 20. Support for Key's Coalition partners shows the Maori Party 2% (up 0.5%), ACT NZ (0.5%, down 0.5%) and United Future 0.5% (unchanged).

Support for the Labour Party has risen slightly to 31.5% (up 1%), the Greens have jumped to 14% (up 3.5%), New Zealand First 3.5% (down 1%), Mana Party 0% (down 0.5%), Conservative Party of NZ 1.5% (down 1%) and Internet Party (0%, unchanged) while support for Others is 1% (up 1%).

**If a National Election were held now the latest New Zealand Roy Morgan Poll shows that the election would be too close to call.**

The latest NZ Roy Morgan Government Confidence Rating is at 135.5pts (down 6pts) with 61% (down 4pts) of New Zealanders saying New Zealand is 'heading in the right direction' compared to 25.5% (up 2%) that say New Zealand is 'heading in the wrong direction'.

**Gary Morgan says:**

*"Today's New Zealand Roy Morgan Poll shows National (45.5%, down 3%) now dead level with a potential Labour/ Greens alliance (45.5%, up 4.5%) after Prime Minister John Key called the New Zealand Election for September 20, 2014 – two months earlier than expected.*

*"The fall in National's vote comes amid the scandal engulfing Justice Minister Judith Collins, which continues to grow. Collins is accused of a conflict of interest in her dealings with New Zealand dairy company Oravida – her husband is a director of the firm.*

*"Oravida is a substantial exporter of dairy products to China, and there are questions about who paid for a dinner Collins had with Oravida founder and chairman Deyi Stone Shi in Shanghai last year. The Justice Minister has claimed that only tourism matters were discussed at the dinner, although Prime Minister Key has already expressed his disappointment in Collins."*

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 873 electors from March 3-16, 2014. Of all electors surveyed 4% (up 0.5%) didn't name a party.

**For further information:**

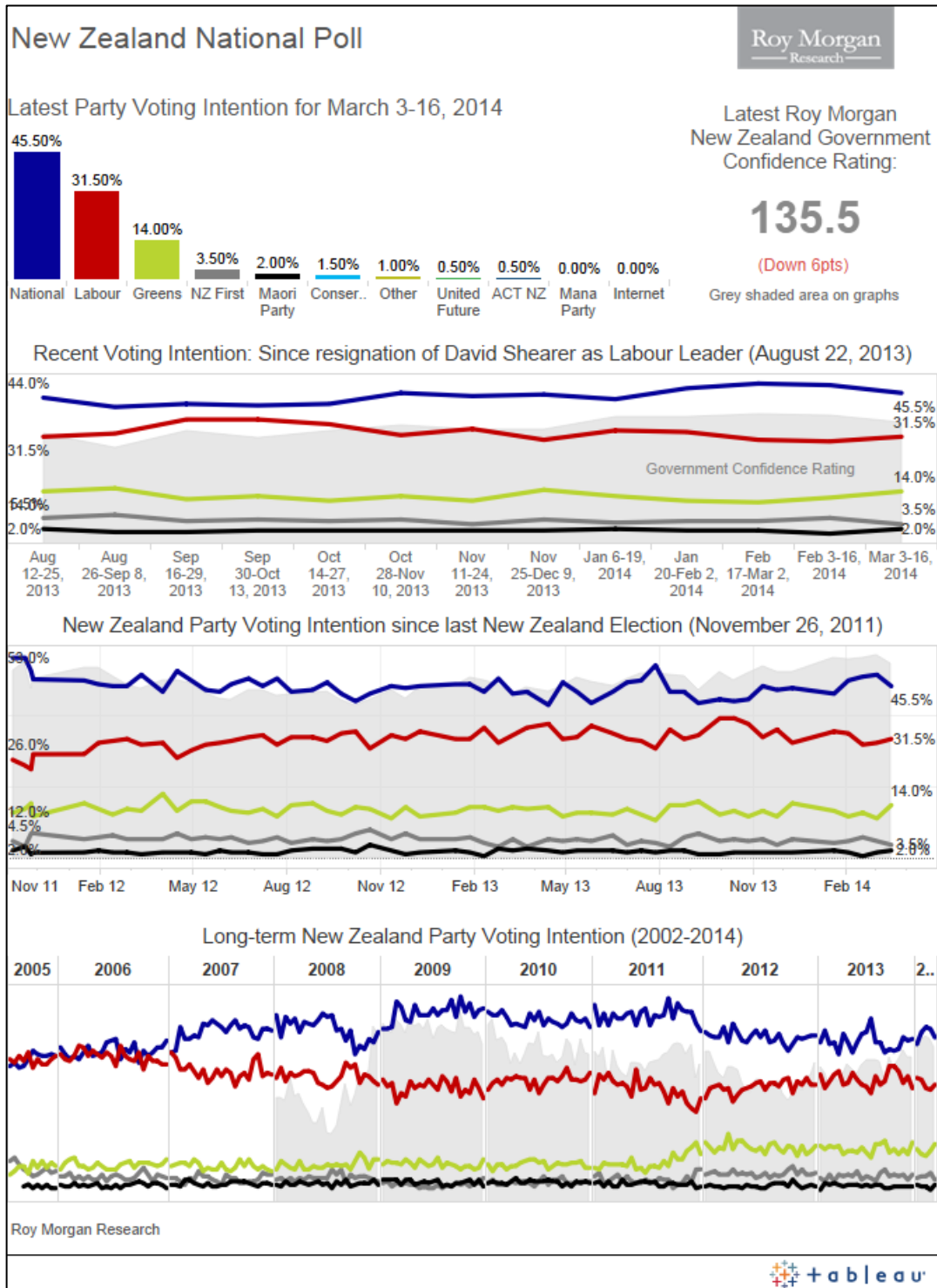
Contact	Office	Mobile
Gary Morgan:	+61 3 9224 5213	+61 411 129 094
Michele Levine:	+61 3 9224 5215	+61 411 129 093

**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.](#)

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



### **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%
<b>500</b>	±4.5	±3.9	±2.7	±1.9
<b>1,000</b>	±3.2	±2.7	±1.9	±1.4
<b>1,500</b>	±2.6	±2.2	±1.5	±1.1
<b>2,000</b>	±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:

<u>PRIMARY VOTE ELECTIONS</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>Internet*</u> %	<u>Other</u> %
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
<b>ROY MORGAN POLL</b>											
Jan 30-Feb 12, 2012	45.5	31	11.5	6	1.5	1	1	0.5	n/a	n/a	2
Feb 13-26, 2012	45.5	31.5	13	5	1.5	1	0.5	0.5	n/a	n/a	1.5
Feb 27-Mar 11, 2012	48.5	30	12.5	5	1	0.5	0.5	0.5	n/a	n/a	1.5
Mar 12-Apr 1, 2012	44	30.5	17	5	1.5	0.5	0.5	0.5	n/a	n/a	0.5
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

\*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
<b><u>ROY MORGAN POLL</u></b>		
Jan. 30 – Feb. 12, 2012	48.5	49.5
Feb. 13-26, 2012	48	50.5
Feb. 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-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

\*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. 5489 is taken from Computer Report No. 2397**

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, <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> %	Nov 12-25, <u>2012</u> %	Nov 26-Dec 9, <u>2012</u> %	Jan 2-13, <u>2013</u> %
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
<b>Roy Morgan GCR#</b>	<b>116.5</b>	<b>110</b>	<b>106</b>	<b>110</b>	<b>117.5</b>	<b>111</b>	<b>119</b>	<b>120</b>
Can't say	14.5	15	18	12	14.5	14	13	13
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### **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
<b>Roy Morgan GCR#</b>	<b>126.5</b>	<b>124.5</b>	<b>121.5</b>	<b>114</b>	<b>119.5</b>	<b>116</b>	<b>120.5</b>	<b>126</b>
Can't say	12.5	14.5	13.5	11	12.5	13	11.5	13
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### **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
<b>Roy Morgan GCR#</b>	<b>123</b>	<b>120.5</b>	<b>125</b>	<b>128.5</b>	<b>128.5</b>	<b>128</b>	<b>127.5</b>	<b>117</b>
Can't say	12	12.5	11	12.5	11.5	12	11.5	12
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### **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
<b>Roy Morgan GCR#</b>	<b>129.5</b>	<b>124</b>	<b>129</b>	<b>133.5</b>	<b>130</b>	<b>130</b>	<b>139.5</b>
Can't say	11.5	14	14	11.5	12	13	13.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

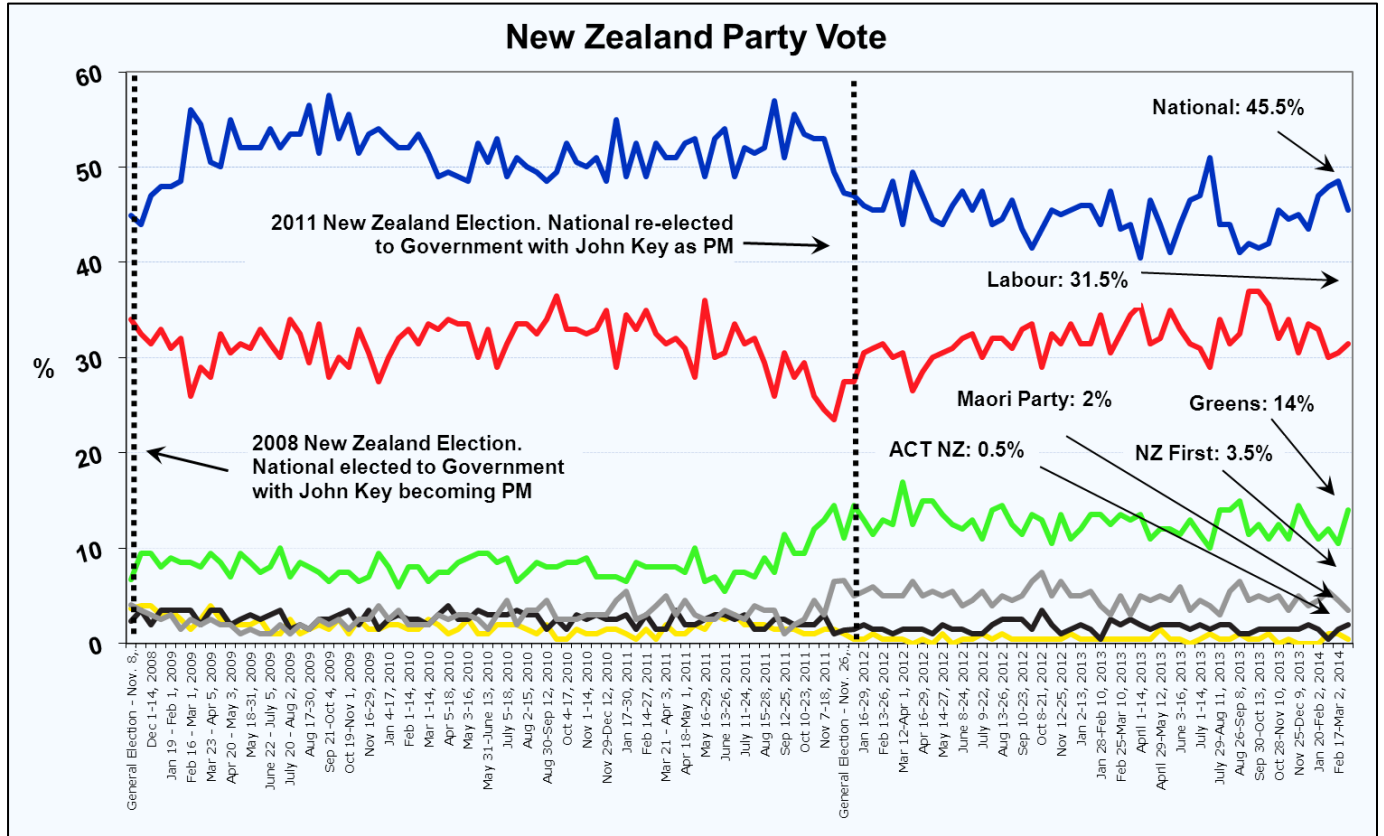
### **NZ Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Govt.)**

	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> %
Right direction	63.5	63.5	65	61
Wrong direction	24.5	23.5	23.5	25.5
<b>Roy Morgan GCR#</b>	<b>139</b>	<b>140</b>	<b>141.5</b>	<b>135.5</b>
Can't say	12	13	11.5	13.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

FOR IMMEDIATE RELEASE



**New Zealand Primary Vote**



**New Zealand Roy Morgan GCR**

