

Wednesday, 3 September 2014

## **‘Dirty Politics’ muddies the water for major parties in New Zealand**

**Today’s New Zealand Roy Morgan Poll shows a sharp decline in support for National (45%, down 3%) following the revelations of Nicky Hager’s ‘Dirty Politics’ and a similar gain in support for a potential Labour/Greens alliance (42%, up 3%). However, the gain in support has come entirely from a rise in support for the Greens (16%, up 4.5%) – now at their highest since April 2012, while potential governing partners Labour’s support has declined to 26% (down 1.5%) just over two weeks before the New Zealand Election on September 20.**

Support for Key’s Coalition partners has fallen slightly overall with the Maori Party 0.5% (down 0.5%), Act NZ (1%, up 0.5%) and United Future 0% (down 0.5%). Potential ‘king-makers’ NZ First looks set to return to Parliament with 6% (down 0.5%), while the Internet-Mana Party alliance has declined to 1% (down 1.5%). Support for the Conservative Party of NZ has climbed to 3.5% (up 2.5% **and the highest ever recorded**) 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 too close to call with NZ First likely to choose New Zealand’s next Government.**

The latest NZ Roy Morgan Government Confidence Rating has fallen to 136pts (down 3pts) with 61% (down 2.5%) of New Zealanders saying New Zealand is ‘heading in the right direction’ compared to 25% (up 0.5%) that say New Zealand is ‘heading in the wrong direction’. The New Zealand Government Confidence Rating (136) remains substantially higher than ‘across the ditch’ in Australia – Australian Government Confidence last week rose to 94pts (up 1.5pts).

**Michele Levine, CEO Roy Morgan, says:**

*“The latest NZ Roy Morgan Poll shows a sharp drop for National (45%, down 3%) following the revelations outlined in Nicky Hager’s ‘Dirty Politics’ book. This is the lowest support for National since May and increases the chances that NZ First (6%, down 0.5%) will play a decisive role in determining New Zealand’s next Government.*

*“The main Opposition potential Labour/ Greens alliance (42%, up 3%) has increased its support – however this is entirely due to a surge in Greens support (16%, up 4.5%) which has come at the expense of both major parties. Labour has fallen to 26% (down 1.5%) although Labour Leader David Cunliffe’s strong performance in the first New Zealand Election Leader’s debate last Thursday analysed closely by the [Roy Morgan Reactor here](#) should see Labour strengthen their position.*

*“Last week’s resignation of Justice Minister Judith Collins added to the pressures faced by the Government. Collins has been implicated in several ‘scandals’ – most recently accused of undermining both the Serious Fraud Office and the Financial Market Authority. However, Prime Minister John Key’s improved showing in last night’s second Leader’s debate in Christchurch may have stopped the bleeding on these issues. Key went on the ‘front foot’ for the first time over the ‘Dirty Politics’ revelations, publicly condemning right-wing Whale Oil blogger Cameron Slater.*

*“The [Roy Morgan Scoop NZ Election Reactor](#) is the best tool available to closely monitor how New Zealand electors judge their leaders and show which Leader is connecting strongly with the key demographics. In the run-up to the election it looks increasingly likely minor parties will play a key role in forming the next Government.*

*“Today’s New Zealand Roy Morgan poll shows support for National’s current coalition partners largely static or falling, however, the Conservative Party has surged to 3.5% (up 2.5%). This is the highest ever support for the Conservative Party and likely shows that disillusioned National supporters have drifted to Colin Craig’s party in the wake of the many scandals plaguing the Government. If the Conservative Party can maintain this momentum over the next two weeks they stand a chance of crossing the 5% threshold and winning seats in Parliament for the first time.”*

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 762 electors from August 18-31, 2014. Of all electors surveyed 3.5% (down 3%) 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.

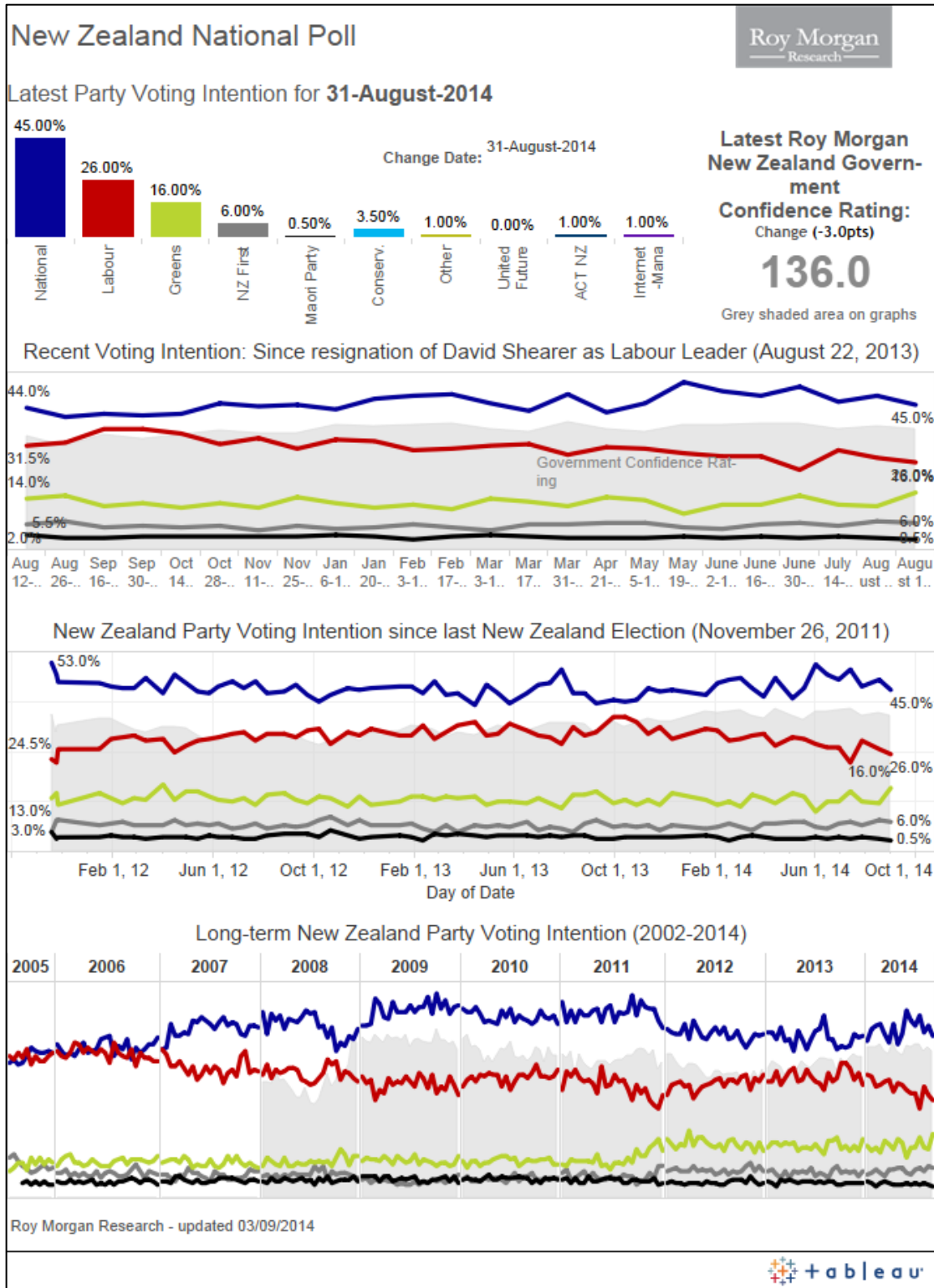
Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
500	±4.5	±3.9	±2.7	±1.9
1,000	±3.2	±2.7	±1.9	±1.4
1,500	±2.6	±2.2	±1.5	±1.1
2,000	±2.2	±1.9	±1.3	±1.0

## 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.](#)

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



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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:

<b>PRIMARY VOTE ELECTIONS</b>	<b>National</b> %	<b>Labour</b> %	<b>Green Party</b> %	<b>NZ First</b> %	<b>Maori Party*</b> %	<b>Mana Party*</b> %	<b>Internet*</b> %	<b>ACT NZ</b> %	<b>United Future</b> %	<b>Conservat ives*</b> %	<b>Other</b> %
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
<b>ROY MORGAN POLL</b>											
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
August 18-31, 2014	45	26	16	6	0.5	0.5	0.5	1	-	3.5	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%.

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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

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
August 18-31, 2014	46.5	49

\*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. 5767 is taken from Computer Report No. 2408**

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
<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>

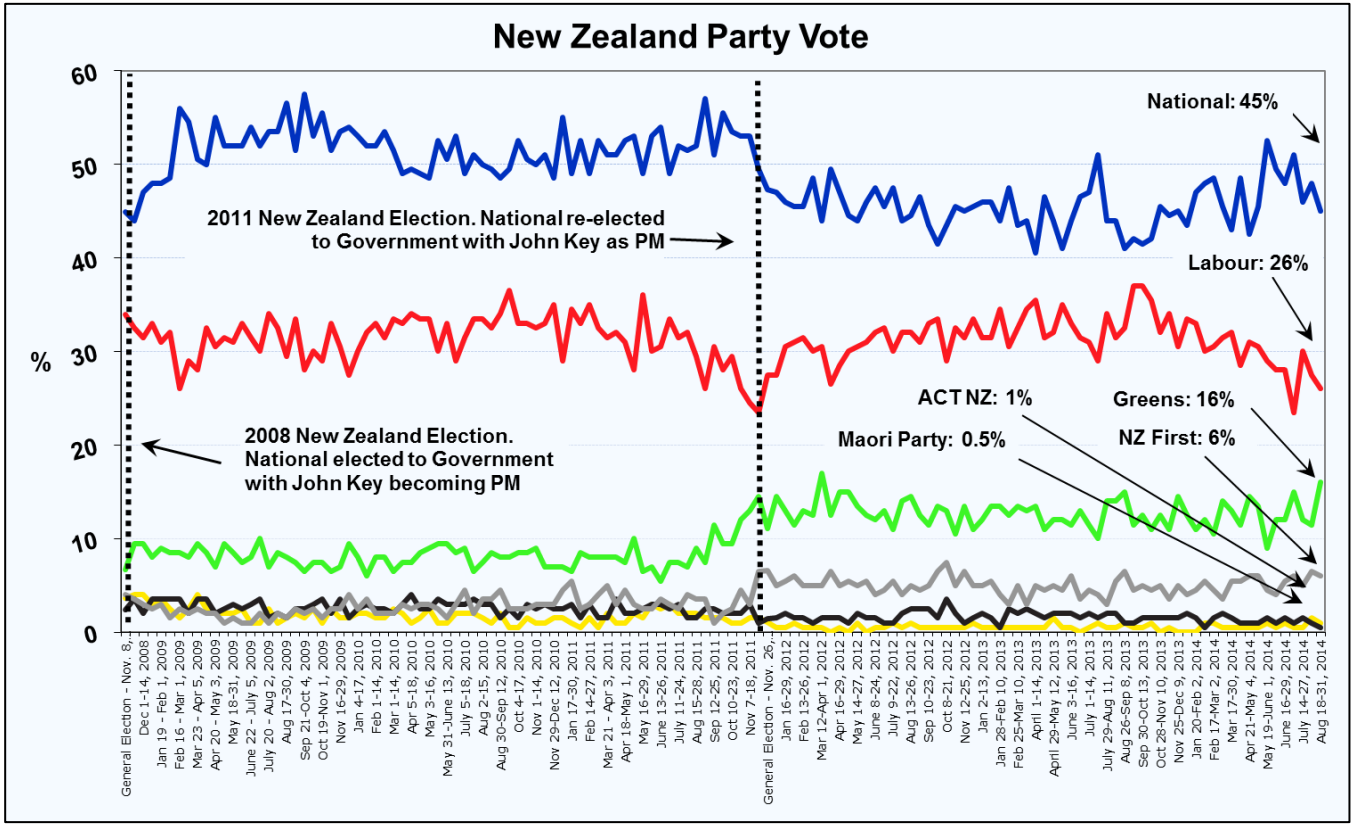
### NZ Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Govt.)

	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>	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
<b>Roy Morgan GCR#</b>	<b>139</b>	<b>140</b>	<b>141.5</b>	<b>135.5</b>	<b>133</b>	<b>143</b>	<b>135.5</b>
Can't say	12	13	11.5	13.5	11	13	11.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

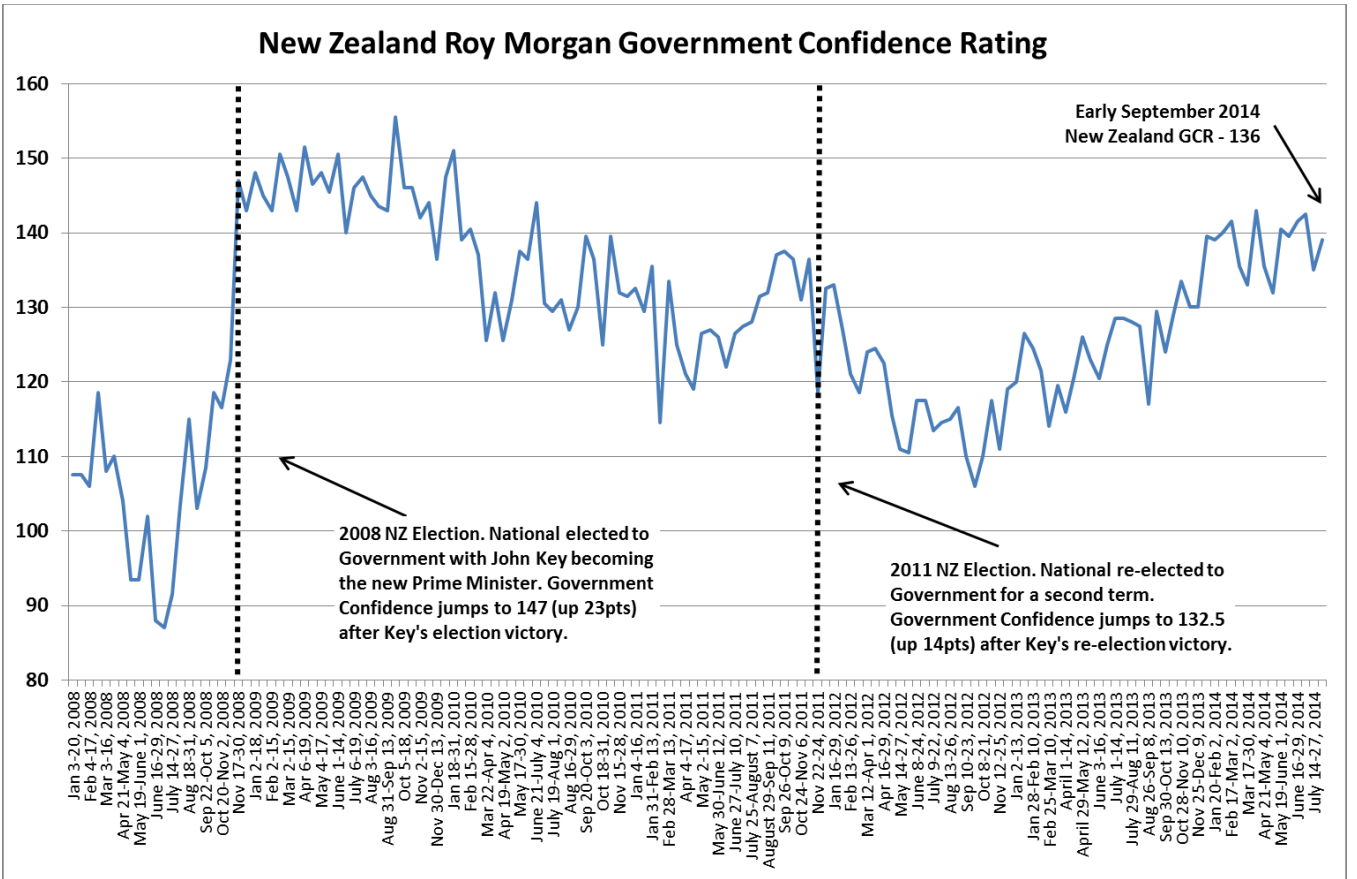
### NZ Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Govt.)

	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>	Aug 18-31, <u>2014</u>
	%	%	%	%	%	%	%	%
Right direction	60	64.5	63.5	65	65.5	60	63.5	61
Wrong direction	28	24	24	23.5	23	25	24.5	25
<b>Roy Morgan GCR#</b>	<b>132</b>	<b>140.5</b>	<b>139.5</b>	<b>141.5</b>	<b>142.5</b>	<b>135</b>	<b>139</b>	<b>136</b>
Can't say	12	11.5	12.5	11.5	11.5	15	12	14
<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>

**New Zealand Primary Vote**



**New Zealand Roy Morgan GCR**



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