

Thursday, 23 April 2015

National retains strong support despite NZ First victory at the Northland by-election

Today's New Zealand Roy Morgan Poll shows a slight weakening for the National-led Government 48% (down 1.5% since March), but retaining a strong lead over a potential Labour/Greens Coalition 41% (down 1%). The beneficiaries of this loss of support was New Zealand First 8.5% (up 2.5%) following on from NZ First Leader Winston Peter's successful campaign at the recent Northland by-election according to today's Roy Morgan New Zealand April poll.

Support for National has dropped to 45.5% (down 1%) and support for Prime Minister John Key's Coalition partners the Maori Party has dropped to 1.5% (down 0.5%). Support for Key's other two Coalition partners is unchanged: Act NZ 1% (unchanged) and United Future is still on 0% (unchanged).

Despite the rise in support for the Opposition Parties on the whole, Labour's decision to advise Labour supporters to vote for NZ First Leader Winston Peters in the Northland by-election appears to have dented Labour support – now at 27.5% (down 3.5%). In contrast, support has increased strongly for both the Greens 13.5% (up 2.5%) and NZ First 8.5% (up 2.5%).

For the parties outside Parliament the Conservative Party of NZ is 1% (down 0.5%) while the Internet-Mana Party alliance is at 0% (unchanged) and support for Independent/ Others is 1.5% (up 0.5%).

If a National Election were held now the latest New Zealand Roy Morgan Poll shows that New Zealand First would play a key role in determining who New Zealand's next Prime Minister was.

The latest NZ Roy Morgan Government Confidence Rating has fallen to 135pts (down 5.5pts). There are now 62% (down 2.5%) of NZ electors saying NZ is 'heading in the right direction' compared to 27% (up 3%) that say NZ is 'heading in the wrong direction'. NZ Government Confidence is still substantially higher than in Australia – [Australian Government Confidence last week was at 88.5pts.](#)

Michele Levine, CEO, Roy Morgan Research, says:

"Despite losing the recent Northland by-election, the National-led Government (48%, down 1.5% since March) retains a large lead over a potential Labour/ Greens Coalition 41% (down 1%) according to today's Roy Morgan New Zealand April poll.

"New Zealand First Leader Winston Peters' successful by-election campaign in Northland which saw Peters' elected to Parliament as an electorate winner for the first time since losing the electorate of Tauranga at the 2005 New Zealand Election nearly a decade ago, no doubt helped boosted support for NZ First to 8.5% (up 2.5%) – the highest support for NZ First since last year's New Zealand Election."

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 888 electors from April 6-19, 2015. Of all electors surveyed 4% (up 0.5%) 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.

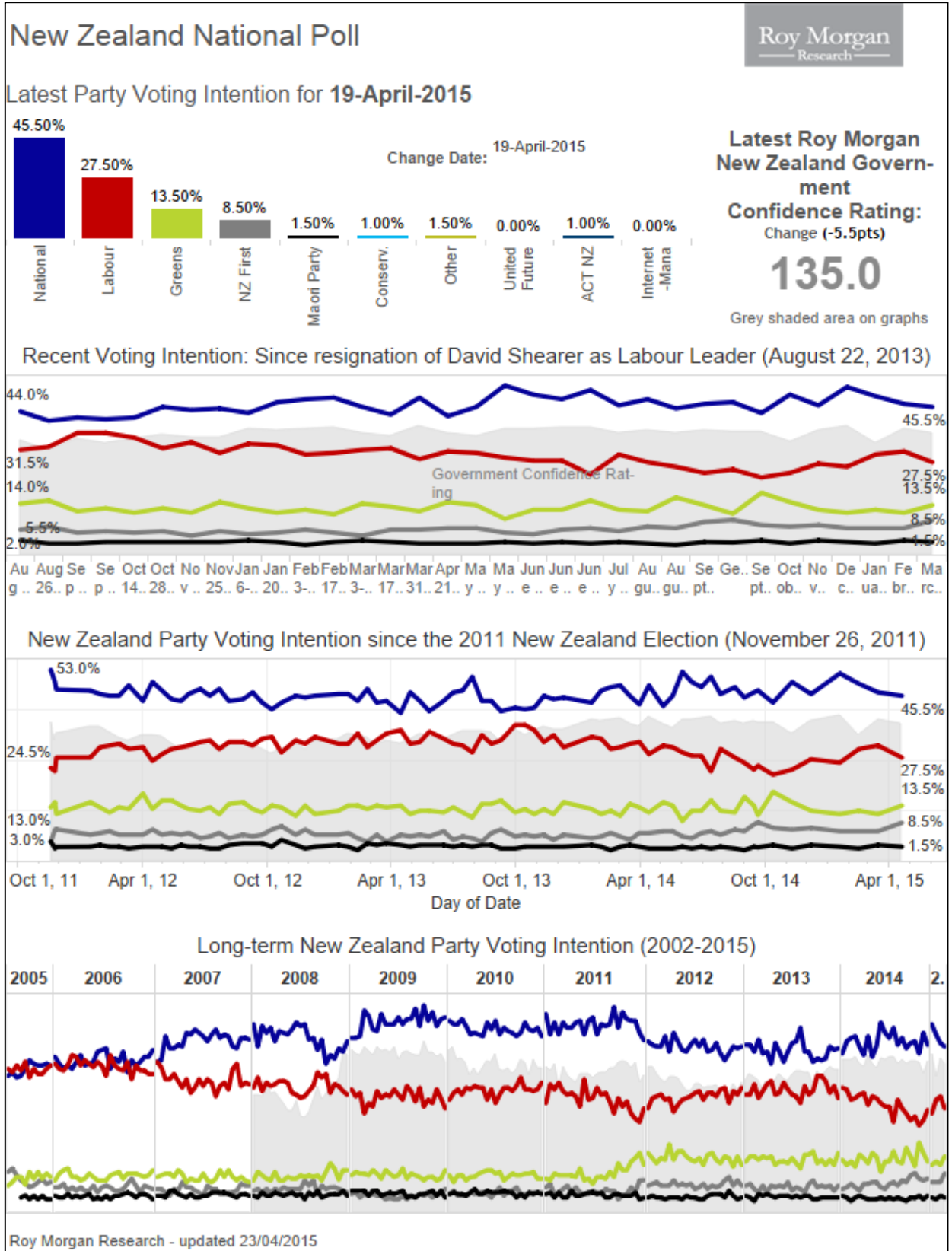
Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.2	±2.7	±1.9	±1.4
1,500	±2.6	±2.2	±1.5	±1.1

Roy Morgan New Zealand Interactive Voting 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.

[View interactive New Zealand Election charts here.](#)

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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 September 20, 2014 General Election:

PARTY VOTE ELECTIONS	<u>National</u> %	<u>Labour</u> %	<u>Green Party*</u> %	<u>NZ First</u> %	<u>Maori Party*</u> %	<u>ACT NZ</u> %	<u>United Future*</u> %	<u>Conserva tives*</u> %	<u>Mana Party*</u> %	<u>Internet*</u> %	<u>Other</u> %
October 12, 1996*	33.87	28.19	10.10	13.35	n/a	6.10	0.88	n/a	n/a	n/a	7.51
November 27, 1999	30.50	38.74	5.16	4.26	n/a	7.04	1.66	n/a	n/a	n/a	12.64
July 27, 2002	20.93	41.26	7.00	10.38	n/a	7.14	6.69	n/a	n/a	n/a	6.60
September 17, 2005	39.10	41.10	5.30	5.72	2.12	1.51	2.67	n/a	n/a	n/a	2.48
November 8, 2008	44.93	33.99	6.72	4.07	2.39	3.65	0.87	n/a	n/a	n/a	3.38
November 26, 2011	47.31	27.48	11.06	6.59	1.43	1.07	0.60	2.65	1.08	n/a	0.73
September 20, 2014	47.04	25.13	10.70	8.66	1.32	0.69	0.22	3.97	1.42	n/a	0.85
<u>ROY MORGAN POLL</u>											
Sep 29-Oct 12, 2014	43.5	22.5	17.5	7	2	0.5	0.5	5	1	^	0.5
Oct 27-Nov 9, 2014	49.5	24	14.5	6.5	1	0.5	^	2	0.5	^	1.5
Nov 24-Dec 7, 2014	46	27	12	7	2	1.5	^	2.5	1	^	1
January 5-18, 2015	52	26	11	6	1.5	1	^	2	^	^	0.5
February 2-15, 2015	49	30	12	6	1	^	^	1.5	^	^	0.5
March 2-15, 2015	46.5	31	11	6	2	1	^	1.5	^	^	1
April 6-19, 2015	45.5	27.5	13.5	8.5	1.5	1	^	1	^	^	1.5

^ Result less than 0.5%. *The 1996 Election was the first New Zealand Election contested via MMP (Mixed Member Proportional). At the 1996 Election the Greens Party contested as part of the "Alliance" political grouping with four other political parties. *United Future was formed via a merger in 2000 between the United Party and the Future New Zealand Party, which separately contested the 1999 Election. *The Maori Party was launched in July 2004; The Mana Party was launched in July 2011. The Conservative Party was launched in August 2011. The Internet Party was launched in January 2014. The Internet Party & Mana Party announced an alliance in May 2014 that jointly contested the 2014 NZ Election. The combined result for the Internet-Mana Party Alliance is included in the Mana Party result (1.42%).

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 September 20, 2014 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
Election, September 20, 2014	49.27	44.49
<u>ROY MORGAN POLL</u>		
September 29 – October 12, 2014	46.5	47
October 27 – November 9, 2014	51	45
November 24 – December 7, 2014	49.5	46
January 5-18, 2015	54.5	43
February 2-15, 2015	50	48
March 2-15, 2015	49.5	48
April 6-19, 2015	48	49.5

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

Finding No. 6187 taken from Computer Report No. 2418

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.)

	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>	Sep 16-29, <u>2013</u>
	%	%	%	%	%	%	%	%
Right direction	54	57	58	58.5	58	58	52.5	59
Wrong direction	33.5	32	29.5	30	30	30.5	35.5	29.5
Roy Morgan GCR#	120.5	125	128.5	128.5	128	127.5	117	129.5
Can't say	12.5	11	12.5	11.5	12	11.5	12	11.5
TOTAL	100	100	100	100	100	100	100	100

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

	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>	Jan 20-Feb 2, <u>2014</u>
	%	%	%	%	%	%	%
Right direction	55	57.5	61	59	58.5	63	63.5
Wrong direction	31	28.5	27.5	29	28.5	23.5	24.5
Roy Morgan GCR#	124	129	133.5	130	130	139.5	139
Can't say	14	14	11.5	12	13	13.5	12
TOTAL	100	100	100	100	100	100	100

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

	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>	May 5-18, <u>2014</u>
	%	%	%	%	%	%	%
Right direction	63.5	65	61	61	65	62	60
Wrong direction	23.5	23.5	25.5	28	22	26.5	28
Roy Morgan GCR#	140	141.5	135.5	133	143	135.5	132
Can't say	13	11.5	13.5	11	13	11.5	12
TOTAL	100	100	100	100	100	100	100

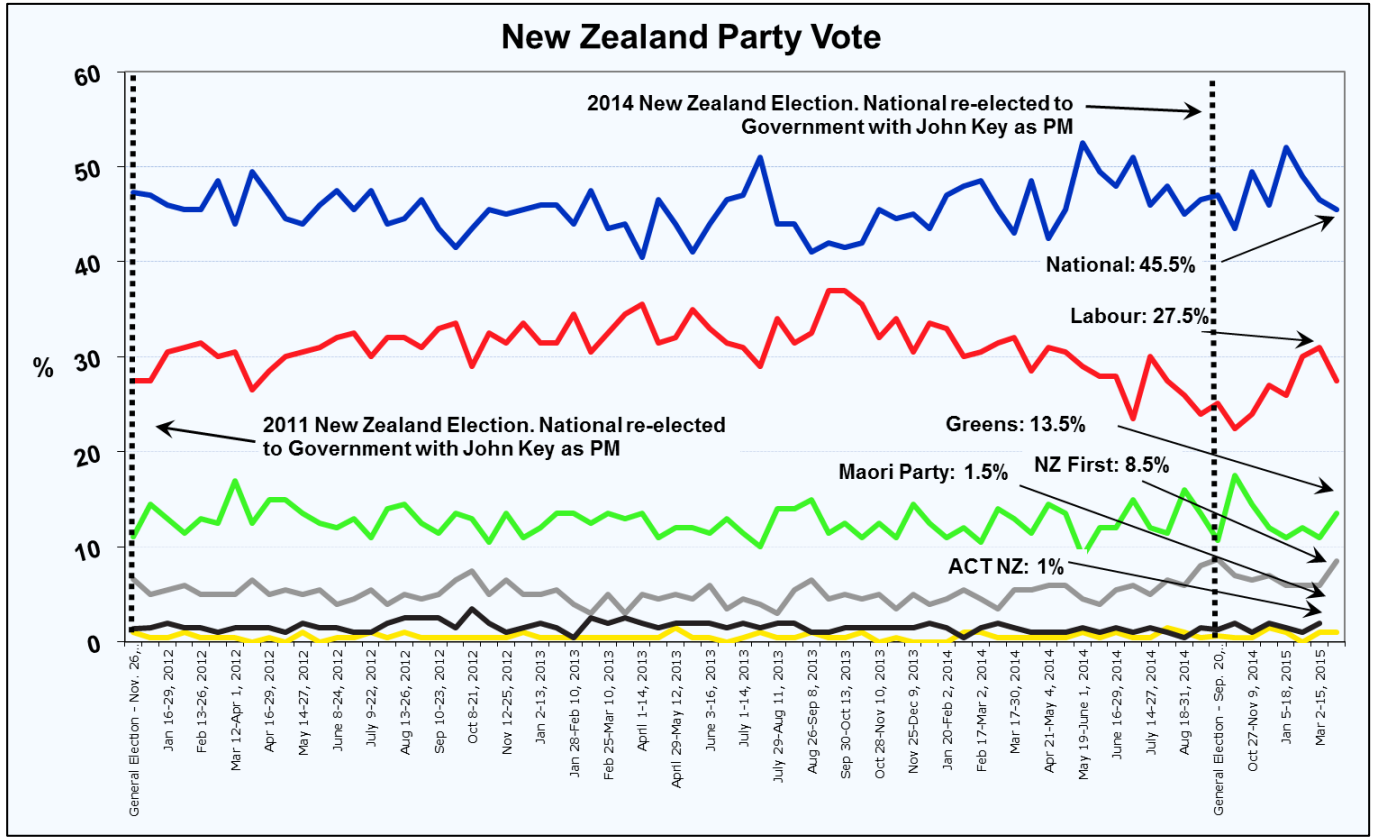
NZ Roy Morgan Government Confidence Rating: Interviewing Dates (National Party Govt.)

	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>	Sep 1-14, <u>2014</u>
	%	%	%	%	%	%	%	%
Right direction	64.5	63.5	65	65.5	60	63.5	61	62
Wrong direction	24	24	23.5	23	25	24.5	25	24
Roy Morgan GCR#	140.5	139.5	141.5	142.5	135	139	136	138
Can't say	11.5	12.5	11.5	11.5	15	12	14	14
TOTAL	100	100	100	100	100	100	100	100

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

	Sep 29-Oct 12, <u>2014</u>	Oct 27-Nov 9, <u>2014</u>	Nov 24-Dec 7, <u>2014</u>	Jan 5-18, <u>2015</u>	Feb 2-15, <u>2015</u>	Mar 2-15, <u>2015</u>	April 6-19, <u>2015</u>
	%	%	%	%	%	%	%
Right direction	61.5	56	62.5	67	55	64.5	62
Wrong direction	24.5	30	24.5	23	31	24	27
Roy Morgan GCR#	137	126	138	144	124	140.5	135
Can't say	14	14	13	10	14	11.5	11
TOTAL	100	100	100	100	100	100	100

New Zealand Primary Vote



New Zealand Roy Morgan GCR

