

Thursday, 16 April 2015

National support slips but Labour still well behind as New Zealand co-host the 2015 Cricket World Cup

Today's New Zealand Roy Morgan Poll shows National falling to 49% (down 3% since January 5-18, 2015). Support for Prime Minister John Key's Coalition partners has also fallen with the Maori Party 1% (down 0.5%), Act NZ 0% (down 1%) and United Future still on 0% (unchanged).

Support for the main opposition Labour Party is at 30% (up 4% - **their highest level of support since July 2014**) and also up for the Greens 12% (up 1%) while NZ First is 6% (unchanged). For the parties outside Parliament the Conservative Party of NZ is 1.5% (down 0.5%) while the Internet-Mana Party alliance is at 0% (unchanged) and support for Independent/ Others is 0.5% (unchanged).

If a National Election were held now the latest New Zealand Roy Morgan Poll shows that National would win in a close election.

Coinciding with the decrease in support for the Government the latest NZ Roy Morgan Government Confidence Rating has fallen significantly to 124pts (down 20pts). **This is the lowest the NZ Roy Morgan Government Confidence Rating has been since October 2013.**

There are now 55% (down 12%) of NZ electors saying NZ is 'heading in the right direction' compared to 31% (up 8%) that say NZ is 'heading in the wrong direction'. However, NZ Government Confidence is still substantially higher than in Australia – Australian Government Confidence last week was at 89pts.

Gary Morgan, Executive Chairman, Roy Morgan Research, says:

*"Despite a loss of support in February Prime Minister John Key's National (49%, down 3%) still enjoys a commanding lead over the opposition Labour Party (30%, up 4%) – **the highest level of support for Labour since July 2014.***

*"Of concern for Key will be the large drop in the Roy Morgan New Zealand Government Confidence Rating – falling to 124 (down 24pts) with 55% (down 12%) of New Zealand electors saying New Zealand is 'heading in the right' direction' compared to 31% (up 8%) that say New Zealand is now 'heading in the wrong direction' – **this is the lowest for this indicator for nearly 18 months since October 2013 (124).***

"However, the good news for National is that New Zealand is co-hosting the Cricket World Cup during February and March with neighbours Australia, and New Zealand's recent good form in One-Day Cricket has seen New Zealand surge to second favouritism to win the tournament. A good performance in the Cricket World Cup will mirror New Zealand's effort when hosting the 2011 Rugby World Cup which New Zealand won after defeating France in the Final."

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 891 electors from February 2-15, 2015. Of all electors surveyed 5% (down 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.

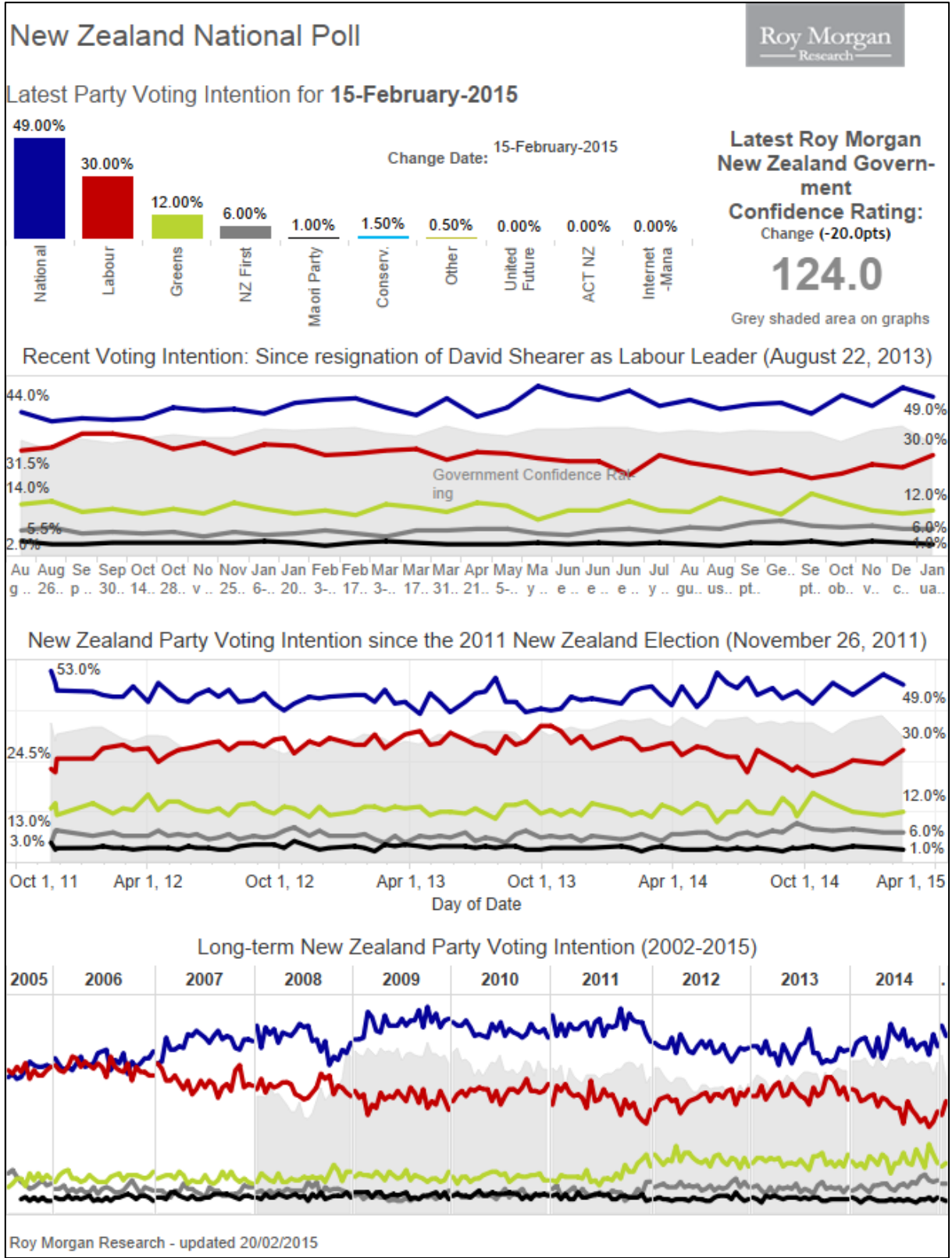
Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.2	±2.7	±1.9	±1.4
1,500	±2.6	±2.2	±1.5	±1.1

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:

<u>PRIMARY VOTE</u> <u>ELECTIONS</u>	<u>National</u> %	<u>Labour</u> %	<u>Green</u> <u>Party</u> %	<u>NZ</u> <u>First</u> %	<u>Maori</u> <u>Party</u> * %	<u>ACT</u> <u>NZ</u> %	<u>United</u> <u>Future</u> %	<u>Conserva</u> <u>tives</u> * %	<u>Mana</u> <u>Party</u> * %	<u>Internet</u> * %	<u>Other</u> %
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

^ Result less than 0.5%. *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</u> <u>Government</u> *	<u>Parliamentary</u> <u>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

*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. 6078 taken from Computer Report No. 2416

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, Jan 20-Feb 2, <u>2014</u>	<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.)

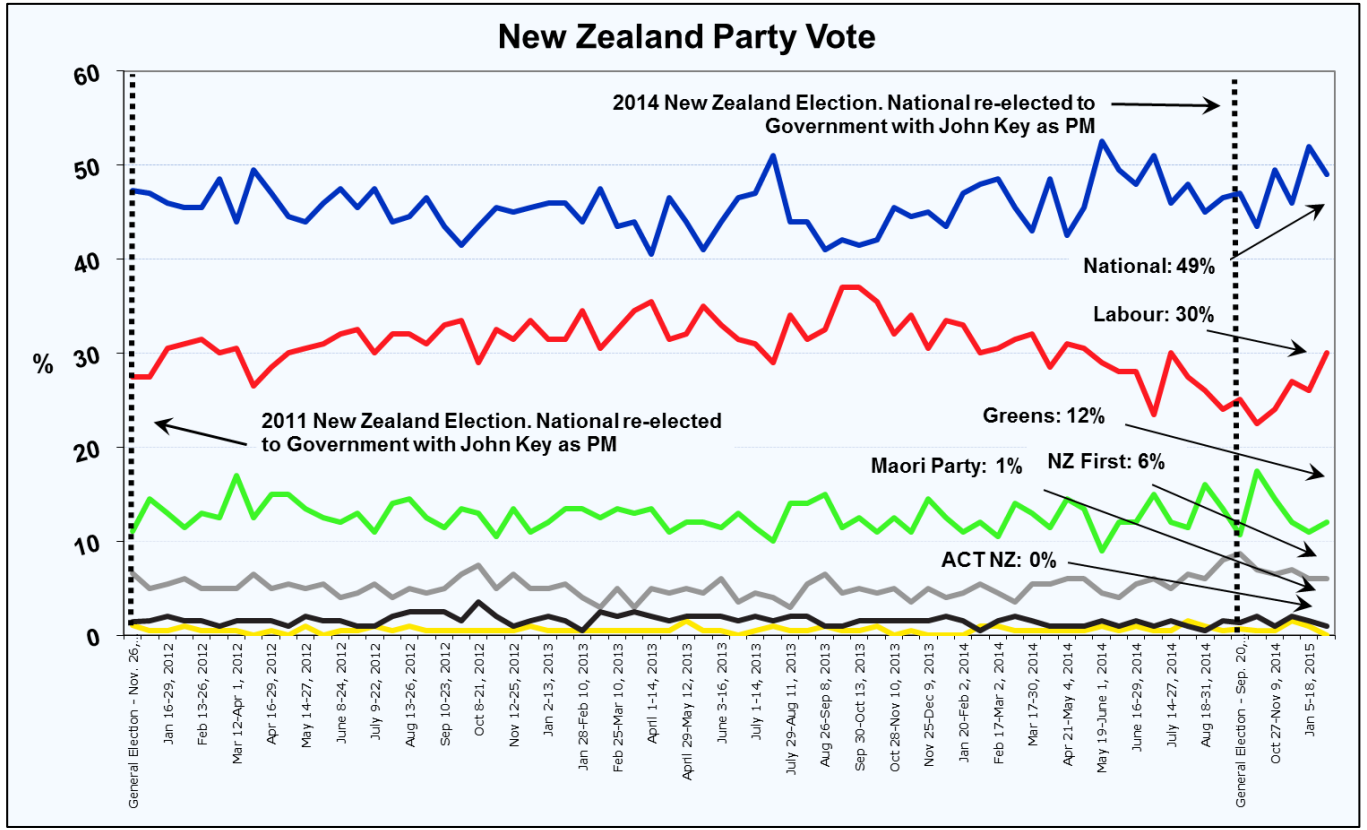
	May 19-June 1, <u>2014</u>	June 2-15, <u>2014</u>	June 16-29, <u>2014</u>	June 30-July 13, <u>2014</u>	July 14-27, <u>2014</u>	Aug 4-17, <u>2014</u>	Aug 18-31, <u>2014</u>	Sep 1-14, <u>2014</u>
	%	%	%	%	%	%	%	%
Right direction	64.5	63.5	65	65.5	60	63.5	61	62
Wrong direction	24	24	23.5	23	25	24.5	25	24
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>
	%	%	%	%	%
Right direction	61.5	56	62.5	67	55
Wrong direction	24.5	30	24.5	23	31
Roy Morgan GCR#	137	126	138	144	124
Can't say	14	14	13	10	14
TOTAL	100	100	100	100	100

FOR IMMEDIATE RELEASE

New Zealand Primary Vote



New Zealand Roy Morgan GCR

