

Wednesday, 22 January 2014

## **Labour/ Greens (46%) start election year with edge over National (43.5%) as Kim Dotcom set to launch new 'Internet Party' to contest elections**

**Today's New Zealand Roy Morgan Poll shows a potential Labour/ Greens alliance (46%, up 1%) leading John Key's National Party (43.5%, down 1.5%) in the first New Zealand Roy Morgan Poll for 2014. Support for Key's Coalition partners has slightly improved: Maori Party 2% (up 0.5%), United Future 0.5% (up 0.5%), ACT NZ 0% (unchanged).**

Support for the Labour Party has improved to 33.5% (up 3%), while the Greens have fallen to 12.5% (down 2%), New Zealand First 4% (down 1%), Mana Party 0.5% (down 0.5%), Conservative Party of NZ 2.5% (up 0.5%) and Others 1% (up 0.5%).

**If a National Election were held now the latest New Zealand Roy Morgan Poll shows that the result would be too close to call and depend on minor party support.**

The latest NZ Roy Morgan Government Confidence Rating has jumped to 139.5pts (up 9.5pts) with 63% (up 4.5%) of New Zealanders saying New Zealand is 'heading in the right direction' compared to 23.5% (down 5%) that say New Zealand is 'heading in the wrong direction'.

**Gary Morgan says:**

*"Today's New Zealand Roy Morgan Poll shows a potential Labour/ Greens alliance (46%, up 1%) beginning this election year with a clear lead over the governing National (43.5%, down 1.5%). The closeness of this result means minor parties will play a large role in determining who forms Government after the election.*

*"If a National Election were held now the latest New Zealand Roy Morgan Poll shows that minor parties including New Zealand First (4%, down 1%), the Conservative Party of NZ (2.5%, up 0.5%), the Maori Party (2%, up 0.5%) and the Mana Party (0.5%, down 0.5%) will determine the shape of New Zealand's next Government.*

*"In addition, Internet entrepreneur Kim Dotcom has announced his intention to start a new political party, the Internet Party to contest this year's election. Dotcom is still facing extradition to the United States in relation to his now defunct file sharing site, Megaupload. The extradition hearing is now due to take place in July 2014 – only four months before the 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 1,509 electors from January 6 – 19, 2014. Of all electors surveyed 4% (unchanged) 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

## 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</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>Other</u>
	%	%	%	%	%	%	%	%	%	%
Election, July 27, 2002	20.9	41.3	7	10.4	n/a	n/a	7.1	6.7	n/a	6.6
Election, September 17, 2005	39.1	41.1	5.3	5.72	2.12	n/a	1.51	2.67	n/a	2.48
Election, November 8, 2008	44.93	33.99	6.72	4.07	2.39	n/a	3.65	0.87	n/a	3.38
Election, November 26, 2011	47.31	27.48	11.06	6.59	1.43	1.08	1.07	0.60	2.65	0.73
<b><u>ROY MORGAN POLL</u></b>										
Jan. 3-15, 2012	47	27.5	14.5	5	1.5	1	0.5	0.5	n/a	2.5
Jan. 16-29, 2012	46	30.5	13	5.5	2	0.5	0.5	0.5	n/a	1.5
Jan. 30 – Feb. 12, 2012	45.5	31	11.5	6	1.5	1	1	0.5	n/a	2
Feb. 13-26, 2012	45.5	31.5	13	5	1.5	1	0.5	0.5	n/a	1.5
Feb. 27-March 11, 2012	48.5	30	12.5	5	1	0.5	0.5	0.5	n/a	1.5
March 12-April 1, 2012	44	30.5	17	5	1.5	0.5	0.5	0.5	n/a	0.5
April 2-15, 2012	49.5	26.5	12.5	6.5	1.5	1	^	1	n/a	1.5
April 16-29, 2012	47	28.5	15	5	1.5	0.5	0.5	0.5	n/a	1.5
April 30-May 13, 2012	44.5	30	15	5.5	1	0.5	^	1	n/a	2.5
May 14-27, 2012	44	30.5	13.5	5	2	1	1	0.5	n/a	2.5
May 28-June 7, 2012	46	31	12.5	5.5	1.5	1	^	0.5	n/a	2
June 8-24, 2012	47.5	32	12	4	1.5	0.5	0.5	0.5	n/a	1.5
June 25 – July 8, 2012	45.5	32.5	13	4.5	1	0.5	0.5	0.5	n/a	2
July 9-22, 2012	47.5	30	11	5.5	1	0.5	1	0.5	3	^
July 23-August 5, 2012	44	32	14	4	2	1	0.5	0.5	1.5	0.5
August 13-26, 2012	44.5	32	14.5	5	2.5	^	1	^	0.5	^
August 27-Sep. 9, 2012	46.5	31	12.5	4.5	2.5	1	0.5	^	1	0.5
Sep. 10-23, 2012	43.5	33	11.5	5	2.5	1.5	0.5	^	2	0.5
Sep. 24 – Oct. 7, 2012	41.5	33.5	13.5	6.5	1.5	^	0.5	0.5	2	0.5
Oct. 8-21, 2012	43.5	29	13	7.5	3.5	0.5	0.5	^	2	0.5
Oct. 29 – Nov. 11, 2012	45.5	32.5	10.5	5	2	1	0.5	0.5	1.5	1
Nov. 12-25, 2012	45	31.5	13.5	6.5	1	^	0.5	0.5	1.5	^
Nov. 26 – Dec. 9, 2012	45.5	33.5	11	5	1.5	1	1	^	1	0.5
Jan. 2-13, 2013	46	31.5	12	5	2	0.5	0.5	0.5	1.5	0.5
Jan. 14-17, 2013	46	31.5	13.5	5.5	1.5	0.5	0.5	^	0.5	0.5
Jan. 28 – Feb. 10, 2013	44	34.5	13.5	4	0.5	0.5	0.5	^	2	0.5
Feb. 11-24, 2013	47.5	30.5	12.5	3	2.5	0.5	0.5	0.5	2	0.5
Feb. 25 – March 10, 2013	43.5	32.5	13.5	5	2	^	0.5	0.5	2	0.5
March 11- 24 , 2013	44	34.5	13	3	2.5	0.5	0.5	1	1	^
April 1-14, 2013	40.5	35.5	13.5	5	2	0.5	0.5	0.5	1.5	0.5
April 15-28, 2013	46.5	31.5	11	4.5	1.5	1	0.5	0.5	2	1
April 29 – May 12, 2013	44	32	12	5	2	1	1.5	0.5	1.5	0.5
May 13-26, 2013	41	35	12	4.5	2	0.5	0.5	0.5	2.5	1.5
June 3-16, 2013	44	33	11.5	6	2	1	0.5	-	2	^
June 17-30, 2013	46.5	31.5	13	3.5	1.5	0.5	-	0.5	2	1
July 1-14, 2013	47	31	11.5	4.5	2	1.5	0.5	^	1.5	0.5
July 15-28, 2013	51	29	10	4	1.5	1	1	^	1.5	1
July 29 – August 11, 2013	44	34	14	3	2	0.5	0.5	^	1	1
August 12-25, 2013	44	31.5	14	5.5	2	0.5	0.5	0.5	1	0.5
August 26 – Sep. 8, 2013	41	32.5	15	6.5	1	0.5	1	0.5	1.5	0.5
Sep. 16-29, 2013	42	37	11.5	4.5	1	0.5	0.5	0.5	2	0.5
Sep. 30-Oct. 13, 2013	41.5	37	12.5	5	1.5	0.5	0.5	^	0.5	1
Oct 14-27, 2013	42	35.5	11	4.5	1.5	0.5	1	0.5	2.5	1
Oct 28-Nov 10, 2013	45.5	32	12.5	5	1.5	1	-	0.5	1.5	0.5
Nov 11-24, 2013	44.5	34	11	3.5	1.5	1	0.5	0.5	2	1.5
Nov 25-Dec 8, 2013	45	30.5	14.5	5	1.5	1	^	^	2	0.5
Jan 6-19, 2014	43.5	33.5	12.5	4	2	0.5	^	0.5	2.5	1

\*The Maori Party was launched in July 2004; ^ Result less than 0.5%. The Mana Party was launched in July 2011.

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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:

	<b>National Party-led Government*</b>	<b>Parliamentary Opposition Parties#</b>
Election, November 8, 2008	51.84	48.16
Election, November 26, 2011	50.41	46.21

### **ROY MORGAN POLL**

Jan. 3-15, 2012	49.5	48
Jan. 16-29, 2012	49	49.5
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

\*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. 5389 is taken from Computer Report No. 2393**

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.)

	Apr 30-May 13, 2012	May 14-27, 2012	May 28-June 7, 2012	June 8-24, 2012	June 25-July 8, 2012	July 9-22, 2012	Jul 23-Aug 5, 2012	Aug 13-26, 2012
	%	%	%	%	%	%	%	%
Right direction	51	49	48	52	51.5	50	49	49.5
Wrong direction	35.5	38	37.5	34.5	34	36.5	34.5	34.5
<b>Roy Morgan GCR#</b>	<b>115.5</b>	<b>111</b>	<b>110.5</b>	<b>117.5</b>	<b>117.5</b>	<b>113.5</b>	<b>114.5</b>	<b>115</b>
Can't say	13.5	13	14.5	13.5	14.5	13.5	16.5	16
<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.)

	Aug 27-Sep 9, 2012	Sep 10-23, 2012	Sep 24-Oct 7, 2012	Oct 8-21, 2012	Oct 29 - Nov 11, 2012	Nov 12-25, 2012	Nov 26-Dec 9, 2012	Jan 2-13, 2013
	%	%	%	%	%	%	%	%
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, 2013	Jan 28-Feb 10, 2013	Feb 11-24, 2013	Feb 25-Mar 10, 2013	Mar 11-24, 2013	Apr 1-14, 2013	Apr 15-28, 2013	Apr 29- May 12, 2013
	%	%	%	%	%	%	%	%
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.)

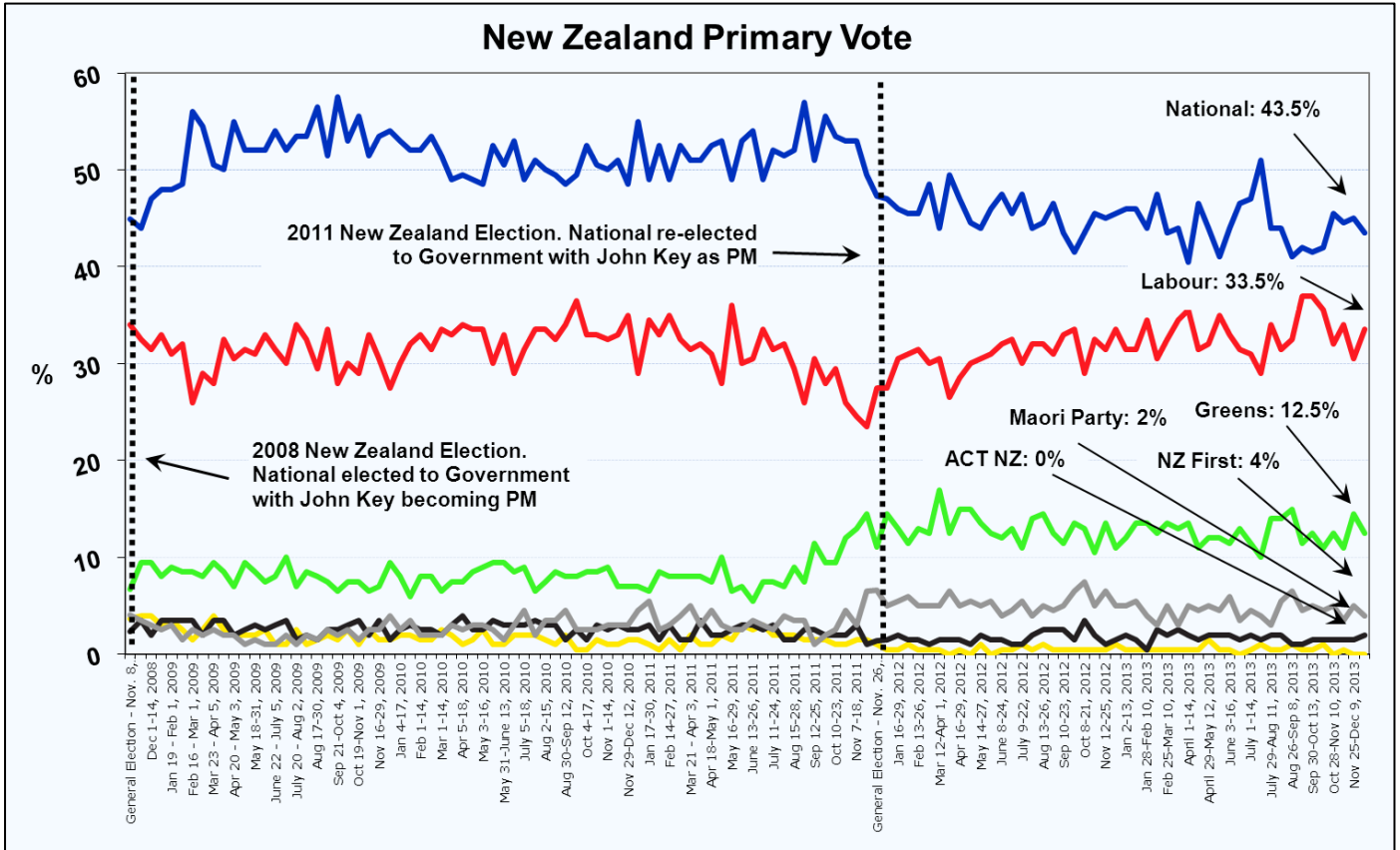
	May 13-26, 2013	June 3-16, 2013	June 17-30, 2013	July 1-14, 2013	July 15-28, 2013	July 29-Aug 11, 2013	Aug 12-25, 2013	Aug 26-Sep 8, 2013
	%	%	%	%	%	%	%	%
Right direction	55.5	54	57	58	58.5	58	58	52.5
Wrong direction	32.5	33.5	32	29.5	30	30	30.5	35.5
<b>Roy Morgan GCR#</b>	<b>123</b>	<b>120.5</b>	<b>125</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, 2013	Sep 30-Oct 13, 2013	Oct 14-27, 2013	Oct 28-Nov 10, 2013	Nov 11-24, 2013	Nov 25-Dec 8, 2013	Jan 6-19, 2014
	%	%	%	%	%	%	%
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>

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**New Zealand Primary Vote**



**New Zealand Roy Morgan GCR**

