

Friday, 19 February 2016

## National lead down slightly over Labour/Greens opposition in New Year. TPP signing ceremony set for Auckland in two weeks a coup for PM John Key.

During January support for National was down 2% to 47% although still well ahead of a potential Labour/Greens alliance 41.5% (unchanged) in the first Roy Morgan New Zealand Poll for 2016. If a New Zealand Election were held now the latest NZ Roy Morgan Poll shows National would be re-elected with the support of minor parties.

Support for the National partners showed increased support for the Maori Party, up 1.5% to 3.0%, although Act NZ was 0.5% (unchanged) and United Future was 0% (down 0.5%).

Of the three Parliamentary Opposition parties - Labour's support is now at 27.5% (down 1%), Greens 14% (up 1%), NZ First is 6.5% (up 0.5%). Of the parties outside Parliament the Conservative Party of NZ is 1% (up 0.5%), the Internet-Mana Party alliance is at 0% (unchanged) and support for Independent/ Others is 0.5% (unchanged).

The NZ Roy Morgan Government Confidence Rating is 131.5pts (up 3pts) in January. An unchanged majority of NZ electors 59.5% say NZ is 'heading in the right direction' compared to 28% (down 3%) that say NZ is 'heading in the wrong direction'. NZ Government Confidence is much higher than in Australia – Australian Government Confidence is 116.5pts in January.

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

*"Today's first Roy Morgan New Zealand Poll for 2016 shows National 47% (down 2% since December) holding a strong lead over a potential Labour/ Greens alliance 41.5% (unchanged) as New Zealanders come back to work after enjoying the Summer holidays.*

*"Additional good news for National is the increase to the New Zealand Government Confidence Rating to 131.5 (up 3pts) in January – clearly higher than in Australia (116.5pts in mid-January) and the increase of the ANZ-Roy Morgan New Zealand Consumer Confidence Rating – now 121.4, up 2.7pts to start 2016.*

*"In a coup for Prime Minister John Key, Trade Minister Todd McClay has confirmed this week the signing ceremony for the Trans-Pacific Partnership (TPP) – which includes 12 countries that account for over 40 per cent of New Zealand's exports – will be in Auckland in early February. The TPP agreement to lower trade barriers should provide a significant boost to the New Zealand economy over the next few years despite the continuing worries about a global economic slowdown."*

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 876 electors in January 2016. Of all electors surveyed 6.5% (down 1.5%) 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.

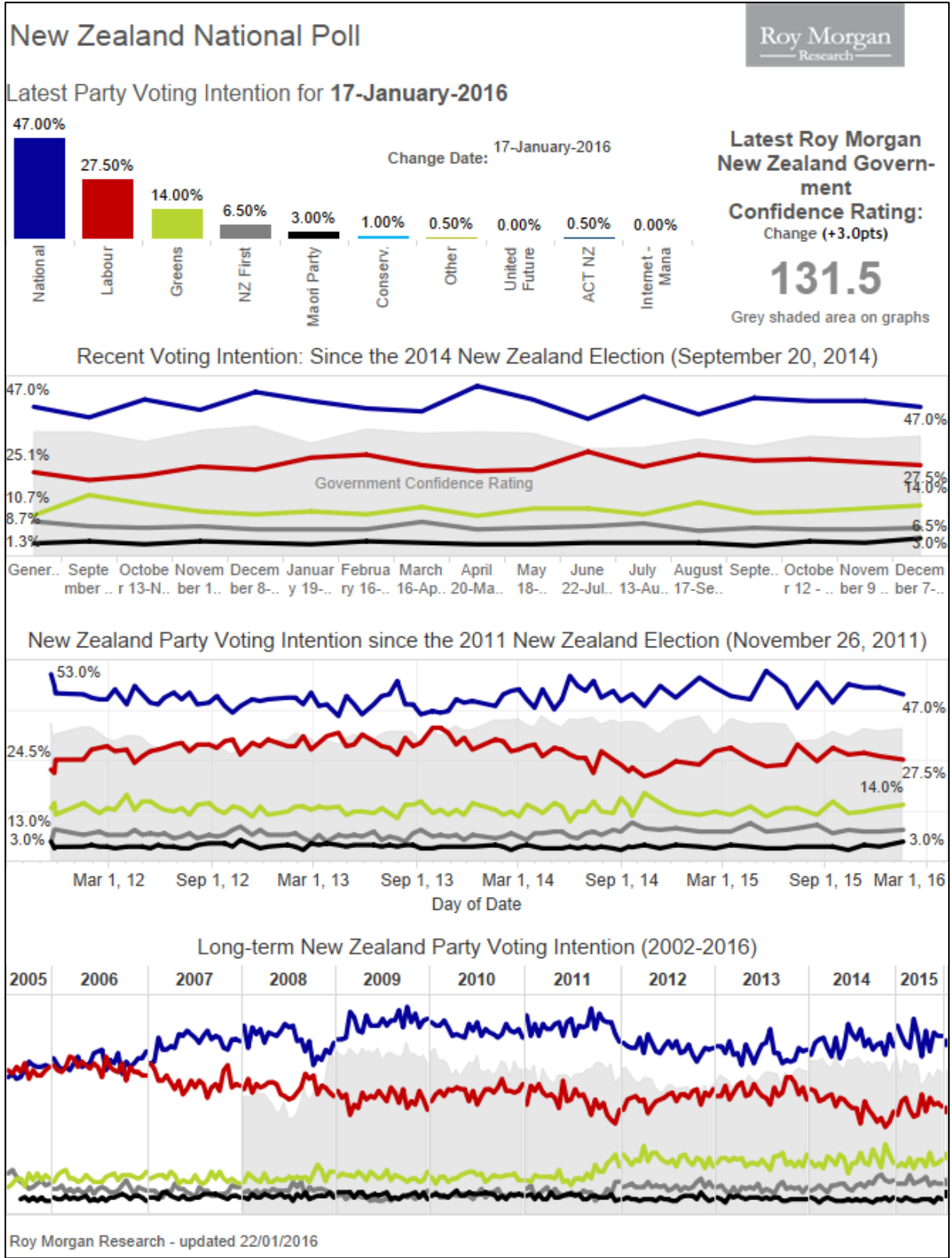
Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.2	±2.7	±1.9	±1.4
1,500	±2.6	±2.2	±1.5	±1.1

## 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.](#)

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



## 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:

<b>PARTY VOTE ELECTIONS</b>	<b><u>National</u></b> %	<b><u>Labour</u></b> %	<b><u>Green Party*</u></b> %	<b><u>NZ First</u></b> %	<b><u>Maori Party*</u></b> %	<b><u>ACT NZ</u></b> %	<b><u>United Future*</u></b> %	<b><u>Conserva tives*</u></b> %	<b><u>Mana Party*</u></b> %	<b><u>Internet*</u></b> %	<b><u>Other</u></b> %
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
<b><u>ROY MORGAN POLL</u></b>											
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
May 4-17, 2015	54	25.5	10.5	6	1	1	^	1	^	^	1
June 8-21, 2015	49.5	26	13	6.5	1	1	^	1	^	^	2
June 29-July 12, 2015	43	32	13	7	1.5	0.5	^	1.5	^	^	1.5
August 3-16, 2015	50.5	27	11	8	1.5	0.5	^	^	0.5	^	1
Aug 31-Sep 13, 2015	44.5	31	15	5.5	1.5	0.5	0.5	1	0.5	^	^
Sep 28-Oct 11, 2015	50	29	11.5	6.5	0.5	0.5	^	0.5	0.5	^	1
Oct 26-Nov 8, 2015	49	29.5	12	6	2	0.5	^	0.5	0.5	^	^
Nov 23 - Dec 6, 2015	49	28.5	13	6	1.5	0.5	0.5	0.5	^	^	0.5
Jan 4-17, 2016	47	27.5	14	6.5	3	0.5	^	1	^	^	0.5

^ 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:

	<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
Election, September 20, 2014	49.27	44.49
<b><u>ROY MORGAN POLL</u></b>		
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
May 4-7, 2015	56	42
June 8-21, 2015	51.5	45.5
June 29-July 12, 2015	45	52
August 3-16, 2015	52.5	46
Aug 31-Sep 13, 2015	47	51.5
Sep 28-Oct 11, 2015	51	47
Oct 26-Nov 8, 2015	51.5	47.5
Nov 23-Dec 6, 2015	51.5	47.5
Jan 4-17, 2016	50.5	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. 6639 taken from Computer Report No. 2428**

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.)**

	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>	Feb 3-16, <u>2014</u>	Feb 17-Mar 2, <u>2014</u>	Mar 3-16, <u>2014</u>
	%	%	%	%	%	%	%	%
Right direction	61	59	58.5	63	63.5	63.5	65	61
Wrong direction	27.5	29	28.5	23.5	24.5	23.5	23.5	25.5
<b>Roy Morgan GCR#</b>	<b>133.5</b>	<b>130</b>	<b>130</b>	<b>139.5</b>	<b>139</b>	<b>140</b>	<b>141.5</b>	<b>135.5</b>
Can't say	11.5	12	13	13.5	12	13	11.5	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>	<b>100</b>

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

	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>	May 19-June 1, <u>2014</u>	June 2-15, <u>2014</u>	June 16-29, <u>2014</u>
	%	%	%	%	%	%	%
Right direction	61	65	62	60	64.5	63.5	65
Wrong direction	28	22	26.5	28	24	24	23.5
<b>Roy Morgan GCR#</b>	<b>133</b>	<b>143</b>	<b>135.5</b>	<b>132</b>	<b>140.5</b>	<b>139.5</b>	<b>141.5</b>
Can't say	11	13	11.5	12	11.5	12.5	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.)**

	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>	Sep 29-Oct 12, <u>2014</u>	Oct 27-Nov 9, <u>2014</u>
	%	%	%	%	%	%	%
Right direction	65.5	60	63.5	61	62	61.5	56
Wrong direction	23	25	24.5	25	24	24.5	30
<b>Roy Morgan GCR#</b>	<b>142.5</b>	<b>135</b>	<b>139</b>	<b>136</b>	<b>138</b>	<b>137</b>	<b>126</b>
Can't say	11.5	15	12	14	14	14	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>

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

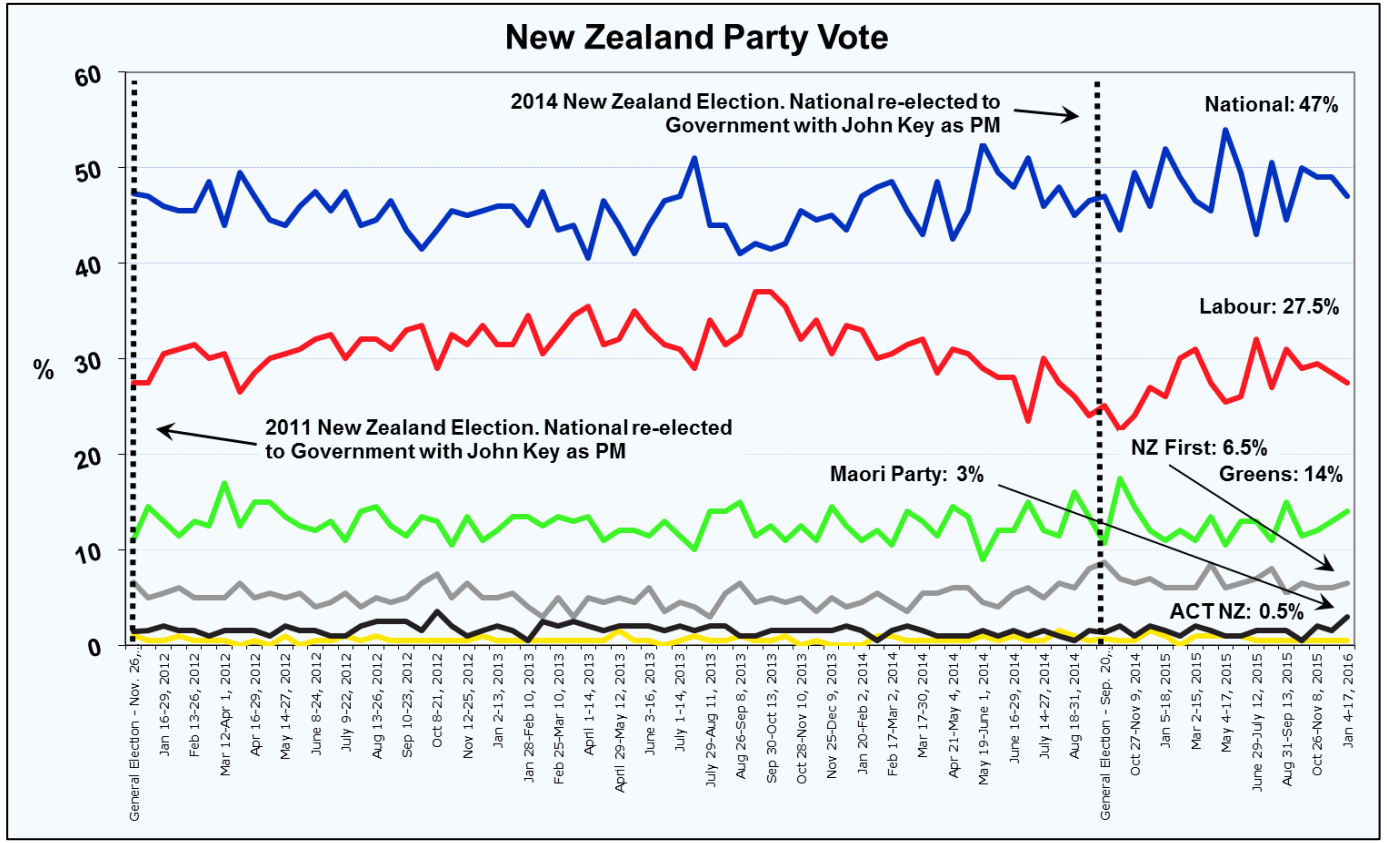
	Nov 24-Dec 7, <u>2014</u>	Jan 5-18, <u>2015</u>	Feb 2-15, <u>2015</u>	Mar 2-15, <u>2015</u>	April 6-19, <u>2015</u>	May 4-17, <u>2015</u>	June 8-21, <u>2015</u>	June 29-July 12, <u>2015</u>
	%	%	%	%	%	%	%	%
Right direction	62.5	67	55	64.5	62	63	62.5	51
Wrong direction	24.5	23	31	24	27	26.5	27	33
<b>Roy Morgan GCR#</b>	<b>138</b>	<b>144</b>	<b>124</b>	<b>140.5</b>	<b>135</b>	<b>136.5</b>	<b>135.5</b>	<b>118</b>
Can't say	13	10	14	11.5	11	11	10.5	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 3-16, <u>2015</u>	Aug 31-Sep 13, <u>2015</u>	Sep 28-Oct 11, <u>2015</u>	Oct 26- Nov 8, <u>2015</u>	Nov 23-Dec 6, <u>2015</u>	Jan 4-17, <u>2016</u>
	%	%	%	%	%	%
Right direction	54	58	53	60	59.5	59.5
Wrong direction	34	29.5	31	28.5	31	28
<b>Roy Morgan GCR#</b>	<b>120</b>	<b>128.5</b>	<b>122</b>	<b>131.5</b>	<b>128.5</b>	<b>131.5</b>
Can't say	12	12.5	16	11.5	9.5	12.5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**New Zealand Party Vote**



**New Zealand Roy Morgan GCR**

