

Wednesday, 2 October 2013

Labour (37%, up 4.5%) receives significant boost after David Cunliffe elected as new Labour Leader – Highest since October 2008

Today's New Zealand Roy Morgan Poll shows a significant boost to Labour support (37%, up 4.5% since August 26-September 8, 2013) after David Cunliffe was elected as the new Labour Leader two weeks ago. A potential Labour/ Greens alliance (48.5%, up 1%) retains a large lead over John Key's National Party 42% (up 1%). Support for Key's Coalition partners has changed little with the Maori Party 1% (unchanged), ACT NZ 0.5% (down 0.5%) and United Future 0.5% (unchanged).

Support for the Greens has fallen to 11.5% (down 3.5%), New Zealand First 4.5% (down 2%), Mana Party 0.5% (unchanged), Conservative Party of NZ 2% (up 0.5%) and Others 0.5% (unchanged).

If a National Election were held now the latest NZ Roy Morgan Poll shows that a Labour/ Greens alliance would win easily.

The latest NZ Roy Morgan Government Confidence Rating has jumped to 129.5 (up 12.5pts) with 59% (up 6.5%) of New Zealanders saying New Zealand is 'heading in the right direction' compared to 29.5% (down 6%) that say New Zealand is 'heading in the wrong direction'.

Gary Morgan says:

"Today's New Zealand Roy Morgan Poll shows a large boost to Labour's support (37%, up 4.5%) after the election of David Cunliffe as the new Labour Leader – now at its highest since Helen Clark was Prime Minister in October 2008. The boost to Labour's support has come at the expense of fellow Opposition Parties the Greens (11.5%, down 3.5%) and New Zealand First (4.5%, down 2%)."

"A potential Labour/Greens alliance (48.5%, up 1%) remains well ahead of National (42%, up 1%) and would form Government if an election were held now. The immediate boost to Labour support provides Cunliffe with a great 'platform' to explain why New Zealand electors should vote for Labour again."

"If Cunliffe can enunciate a consistent and concise message of the Labour Party policies and how they will improve the lives of New Zealanders and the country in general over the next 12 months, Cunliffe stands a real chance of being elected as New Zealand's next Prime Minister at next year's 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 934 electors from September 16-29, 2013. Of all electors surveyed a high 5% (down 1%) 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

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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:

<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
<u>ROY MORGAN POLL</u>										
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

*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:

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

*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. 5221 is taken from Computer Report No. 2387

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.)

	<u>2012</u>	<u>2012</u>	<u>2012</u>	<u>2012</u>	<u>2012</u>	<u>2012</u>	<u>2012</u>	<u>2012</u>
	Apr 30-May 13,	May 14-27,	May 28-June 7,	June 8-24,	June 25-July 8,	July 9-22,	Jul 23-Aug 5,	Aug 13-26,
	%	%	%	%	%	%	%	%
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
Roy Morgan GCR#	115.5	111	110.5	117.5	117.5	113.5	114.5	115
Can't say	13.5	13	14.5	13.5	14.5	13.5	16.5	16
TOTAL	100	100	100	100	100	100	100	100

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

	<u>2012</u>	<u>2012</u>	<u>2012</u>	<u>2012</u>	<u>2012</u>	<u>2012</u>	<u>2012</u>	<u>2013</u>
	Aug 27-Sep 9,	Sep 10-23,	Sep 24-Oct 7,	Oct 8-21,	Oct 29 – Nov 11,	Nov 12-25,	Nov 26-Dec 9,	Jan 2-13,
	%	%	%	%	%	%	%	%
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
Roy Morgan GCR#	116.5	110	106	110	117.5	111	119	120
Can't say	14.5	15	18	12	14.5	14	13	13
TOTAL	100	100	100	100	100	100	100	100

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

	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>
	Jan 14-17,	Jan 28-Feb 10,	Feb 11-24,	Feb 25-Mar 10,	Mar 11-24,	Apr 1-14,	Apr 15-28,	Apr 29- May 12,
	%	%	%	%	%	%	%	%
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
Roy Morgan GCR#	126.5	124.5	121.5	114	119.5	116	120.5	126
Can't say	12.5	14.5	13.5	11	12.5	13	11.5	13
TOTAL	100	100	100	100	100	100	100	100

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

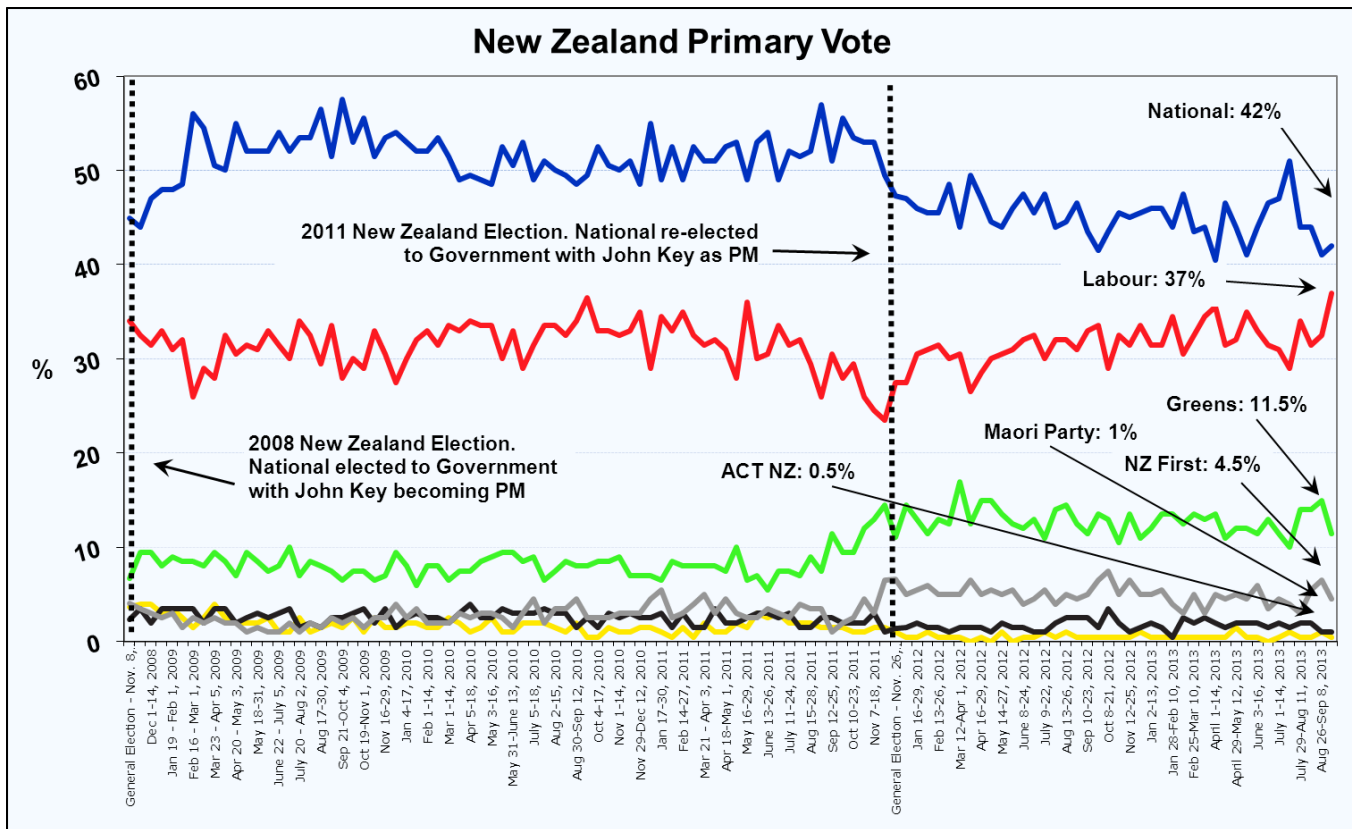
	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>	<u>2013</u>
	May 13-26,	June 3-16,	June 17-30,	July 1-14,	July 15-28,	July 29-Aug 11,	Aug 12-25,	Aug 26-Sep 8,
	%	%	%	%	%	%	%	%
Right direction	55.5	54	57	58	58.5	58	58	52.5
Wrong direction	32.5	33.5	32	29.5	30	30	30.5	35.5
Roy Morgan GCR#	123	120.5	125	128.5	128.5	128	127.5	117
Can't say	12	12.5	11	12.5	11.5	12	11.5	12
TOTAL	100	100	100	100	100	100	100	100

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

	<u>2013</u>
	Sep 16-29,
	%
Right direction	59
Wrong direction	29.5
Roy Morgan GCR#	129.5
Can't say	11.5
TOTAL	100

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New Zealand Primary Vote



New Zealand GCR

