



**COLMAR
BRUNTON**

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Q+A Colmar Brunton Whangarei poll

19-22 August 2017

Attention: Television New Zealand

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Methodology summary

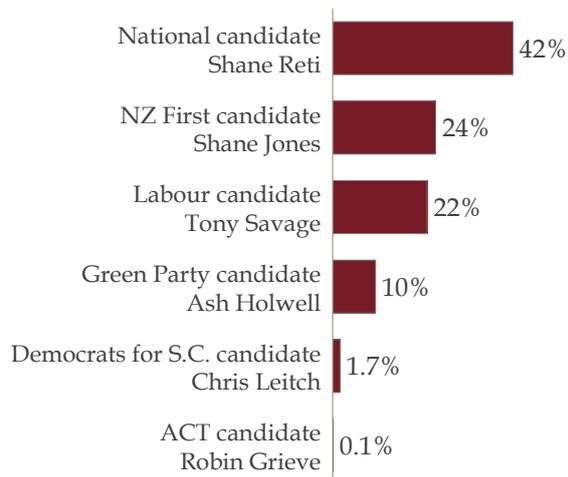
CLIENT:	Television New Zealand.
RELEASED:	Sunday 27 August 2017
POLL CONDUCTED:	Interviewing took place from Saturday 19 to Tuesday 22 August 2017.
MEDIAN FIELDWORK DAY:	Sunday (50% of sample size target reached on this day).
TARGET POPULATION:	Eligible Whangarei electorate voters.
SAMPLE POPULATION:	Eligible Whangarei Electorate voters on the General Electoral Roll who live in households that have a landline telephone.
SAMPLE SELECTION:	Random digit dialling of landline telephones within the Whangarei Electorate. Interviewers asked to speak to the person in each household aged 18 years or over with the next birthday, and then confirmed a) the selected person lives at a street address in the Whangarei electorate, and b) they are on the General electoral roll. When required, multiple calls are made to reach the selected person.
SAMPLE SIZE:	n = 504 eligible Whangarei voters.
SAMPLING ERROR:	<p>The maximum sampling error is approximately $\pm 4.4\%$-points at the 95% confidence level. This is the sampling error for a result around 50%. Results higher and lower than 50% have a smaller sampling error. For example, results around 10% and 5% have sampling errors of approximately $\pm 2.6\%$-points and $\pm 1.9\%$-points, respectively, at the 95% confidence level.</p> <p>These sampling errors assume a simple random sample of 500 eligible voters.</p>
INTERVIEW METHOD:	Conducted by CATI (Computer Assisted Telephone Interviewing).
WEIGHTING:	The data have been weighted to align with Statistics New Zealand population counts for age, gender, household size and ethnic identification in Whangarei.
REPORTED FIGURES:	Reported bases are unweighted. For Party Support, percentages have been rounded up or down to whole numbers, except those less than 5%, which are reported to 1 decimal place. For all other figures percentages have been rounded up or down to whole numbers except those less than 1%, which are reported to 1 decimal place. All sub-group differences listed for supplementary questions are statistically significant at the 95% confidence level.

Note: This poll was conducted in accordance with the New Zealand Political Polling Code. Publication or reproduction of the results must be acknowledged as the "Q+A Colmar Brunton Poll".

Results summary

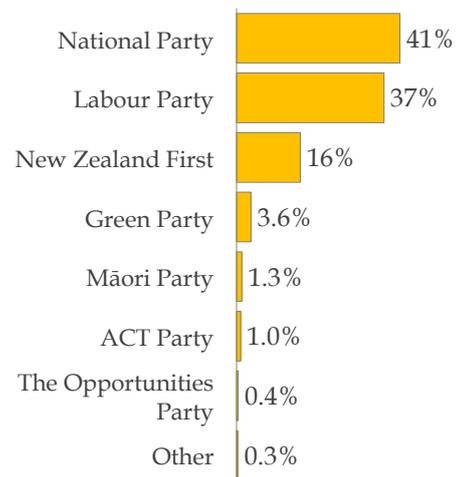
Whangarei candidate support

Who would you vote for with your electorate vote?



Whangarei party support

Which political party would you vote for?



This Q+A Colmar Brunton poll was carried out among a random sample of 504 eligible Whangarei voters between 19 and 22 August 2017. The maximum sampling error for the total sample is approximately $\pm 4.4\%$ points at the 95% confidence level. The party vote question was asked first, and was unprompted. For the electorate vote question, all candidate and party names were read aloud to respondents in random order. Fourteen percent of respondents were undecided or did not wish to answer at the party support question, and 11% were undecided or did not wish to answer at the electorate support question. Percentages may not sum to 100 due to rounding.

Party and electorate vote question order and wording

Voting eligibility

“If a general election was held today, would you be eligible to vote?”

NOTE: Those not eligible to vote are excluded from the total sample size for this poll.

Likelihood to vote

“If a general election was held today, how likely would you be to vote?”

NOTE: Those claiming they would be ‘quite likely’ or ‘very likely’ to vote have been included in the party and electorate candidate support analysis.

Introduction

“Under MMP you get two votes.

One is for a political party and is called a party vote.

The other is for your local MP and is called an electorate vote.”

Party vote

“Firstly thinking about the Party Vote which is for a political party.

Which political party would you vote for?”

IF DON'T KNOW

“Which one would you be most likely to vote for?”

Electorate vote

“Now thinking about your electorate vote, for your local MP in the Whangarei electorate.

Who would you vote for with your electorate vote?

The candidates are...”¹

IF DON'T KNOW

“Which party, if any, is the candidate most likely to come from?”

¹ Candidate names and party affiliation were read aloud to respondents in random order.

Party support – Whangarei electorate

“Which political party would you vote for?”

IF DON'T KNOW

“Which one would you be most likely to vote for?”

19-22 August 2017	
Don't know	7%
Refused	7%
TOTAL	14%
Base (n=)	504

Based on eligible Whangarei Electorate voters.

19-22 August 2017	
National Party	41%
Labour Party	37%
NZ First	16%
Green Party	3.6%
Māori Party	1.3%
ACT party	1.0%
The Opportunities Party	0.4%
Other	0.3%
TOTAL	100%*
Base (n=)	392

Based on probed party supporters. *Percentages do not add to total due to rounding.

Candidate support – Whangarei electorate

“Thinking about your electorate vote, for your local MP in the Whangarei electorate, who would you vote for with your electorate vote? The candidates are...”²

IF DON'T KNOW

“Which party, if any, is the candidate most likely to come from?”

19-22 August 2017	
Don't know	7%
Refused	4%
TOTAL	11%
Base (n=)	504

Based on eligible Whangarei Electorate voters.

19-22 August 2017	
National candidate Shane Reti	42%
NZ First candidate Shane Jones	24%
Labour candidate Tony Savage	22%
Green Party candidate Ash Holwell	10%
Democrats for Social Credit candidate Chris Leitch	1.7%
ACT candidate Robin Grieve	0.1%
TOTAL	100%*
Base (n=)	420

Based on probed candidate supporters. *Percentages do not add to total due to rounding.

² This list of parties and candidates was read aloud to each respondent in random order.