



HorizonPoll Party Vote Survey April/May 2012

2,506 interviews completed by HorizonPoll between April 24 and May 6, 2012. Weighted by age, gender, region, ethnicity, personal income and party vote 2011 to provide a representative sample of the New Zealand adult population. Maximum margin of error at a 95% confidence level +/- 2%. 2,442 of the 2,506 interviews were completed April 24-29, 2012.

Results are expressed as a percentage of the New Zealand adult (18+) population. Most other published polls express results for decided voters only and will therefore show party vote percentages as higher.

Labour won 25% of the votes of all those aged 18+ in the 2008 general election. National won 32.9%.

National won the support of 32.31% of the 18+ population in the 2011 general election, Labour 18.77%.

The April/May HorizonPoll finds National with 28.1% of the 18+ population's support, Labour 23.4%.

National's 18+ population support has fallen 4.21% compared with the last election, Labour's has risen 4.63% but is still below the 25% it gained when it lost the 2008 general election to National.

In the April/May 2012 HorizonPoll, New Zealand First holds steady at 5.4%. The Green Party is up 3%.

	Green	Labour	Maori	National	NZ First
2011 General Election vote as % of total 18+ population	7.55	18.77	0.98	32.31	4.5
April 24/ May 6 2012	11%	23.40%	1.10%	28.10%	5.40%
Change	+3	+4.63	0.12	-4.21	0.9

The HorizonPoll reflects the main findings of main party support changes found in a New Zealand Herald DigiPoll also conducted in April.

Results for 750 decided voters in a New Zealand Herald DigiPoll, conducted between April 19 and 29, 2012, show a 7.32% gain to Labour since the previous pre-election DigiPoll and a 4.21% fall in support for National. The DigiPoll margin of error is +/- 3.6%.

Herald Digi-Poll April19-29, 2012	Apr-12	Nov-11	Change	Horizon change
Labour	34.8	27.48	7.32	4.63
National	48.1	50.9	-2.8	-4.21
Green	9.2	11.8	-2.6	3
NZ First	4.9	5.2	-0.3	0.9
Maori	1.7	0.4	1.3	0.12
Mana	0.1	0.3	-0.2	
Conservative	0.1	1.3	-1.2	
Act	0	1.8	-1.8	

Note: DigiPoll is for 750 decided voters only. HorizonPoll is for decided voters expressed as a percentage of all respondents aged 18+ including non-voters, those not eligible to vote and undecided voters.

HorizonPoll April 24/ May 6, 2012

If a general election were held tomorrow, which party would get your party vote?

	Total	ACT	Conservative	Green	Labour	Mana	Maori	National	NZ First	United Future	Other	Choose not to vote	Not eligible	Don't know
2011 General Election result as % of total 18+ population				7.55	18.77		0.98	32.31	4.5					
April 24/ May 6 2011	2506	1.10%	2.60%	11%	23.40%	1.80%	1.10%	28.10%	5.40%	0.40%	1%	8.70%	0.80%	14.60%
PARTY VOTE 2011														
ACT New Zealand	1%	63.10%	0.50%		4%	6.80%		10.20%	3.90%		5.90%			5.60%
Chose not to vote	20%	0.40%	1.50%	7.20%	16.70%		3%	7.90%	2.60%		0.50%	40.30%		19.90%
National Party	32%	1.30%	2%	1.90%	3%	0.20%	0.10%	77.60%	1.80%	0.10%	0.50%	0.60%		10.90%
Conservative	2%		68.90%	8%	7.80%		1.90%	2.90%	3.90%	1.80%				4.70%
Green Party	7%		0.40%	78.20%	14.70%	1.10%	0.20%	0.40%	1.30%		0.40%	0.10%		3.10%
Labour Party	18%		0.10%	8%	76.40%	0.80%	0.20%	1.60%	3.40%		0.40%	0.70%		8.50%
New Zealand First Party	4%		4%	3.40%	8.60%	0.90%		2.10%	73.10%	0.50%	0.60%	0.40%		6.40%

Don't know or can't remember	7%			7.50%	17.90%			8.60%	3.10%			0.70%		62.10%
Mana	2%			2%	9.40%	76%								12.60%
Maori Party	1%			10.80%	14.40%	14.30%	43.90%	0.70%	5.80%					10.10%
Other party	1%			3.20%				1.50%			89%	1.80%		4.40%
United Future	0%			5.20%	3.30%			20.10%	7.60%	55.50%				8.30%
Was not eligible to vote	4%			14.60%	45.70%			11.20%				7%	21.50%	

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