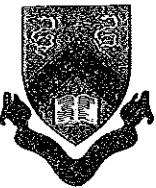


Heylen Research Centre



Heylen Research Centre

Auckland, P.O. Box 3470

Brown, MA Well (econ)
De Feigier, BA Otago (psych)
Ed Fougere, BA (Hons) Otago
(maths psych)
Garet Joseph, BA Cant (socio)
Hette du Plooy, C. Soc. Sc. Auck
Inuel Kalafatéils, BA (Hons) Well
(soc. geog)
I Heylen, MA Belg (soc. psych)
John Wyllie, M.Soc.Sc (Hons) Waikato
John Ingram, MA (Hons) Cant (psych)
Kael Cook, B.Sc. Otago (psych)
James Clement, B.Tech (Hons) Massey
MCA (Bus. Admin.) Well

EYE WITNESS NEWS HEYLEN POLITICAL POLL - FEBRUARY 2ND, 1985

MAIN POINTS

- * Labour maintaining support - up 2% to 46%
- * NZ Party continues to lose support - down 2% to 6%
- * National steady on 42% and Social Credit steady on 6%
- * Little change in ratings of overall Government performance, handling of economy and handling of unemployment
- * 8% decrease in approval of way Lange is handling job as Prime Minister - now 59% approval
- * McLays first rating for leadership of National Opposition, higher than Muldoon ever got (measurements only taken since 1984 election)
- * Cabinet Ministers with highest approval ratings for their performances were:

Geoffrey Palmer	59% (same as Lange)
Mike Moore	56%
Colin Moyle	44%
Russell Marshall	43%
Ann Hercus	43%
Roger Douglas	42%
Phil Goff	41%
Margaret Shields	41%

- * Cabinet Ministers with highest disapproval ratings were:

Ann Hercus	40%
Richard Prebble	34%
Roger Douglas	33%
Michael Bassett	28%
Frank O'Flynn	27%
Bob Tizard	25%
Stan Rodger	21%

(NB: Lange's disapproval rating is 27%)

Events in the news prior to this poll included:

- Proposed visit of US warship and nuclear/ANZUS/relations with US issues
- National announces shadow cabinet

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CONFIDENTIAL INFORMATION

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- a) The client shall agree in advance with the researcher the exact form and contents of publication or circulation; if agreement on this cannot be reached between client and researcher the latter is entitled to refuse permission for his name to be quoted in connection with the study;
- b) Where the results of a marketing research project are given any such wider circulation the client must at the same time make available the information listed under Article 31 about the published parts of the study. In default of this, the researcher himself is entitled to supply this information to anyone receiving the above mentioned results;
- c) The client shall do his utmost to avoid the possibility of misinterpretation or the quotation of the results out of their proper context.

(Article 31 specifies minimum information to be included in the report, under the headings of background, sample, data collection, and presentation of results.)

METHODOLOGY

This report contains the findings of a Heylen Political Poll, the fieldwork for which was conducted on 2nd February, 1985.

This poll was conducted with N=924 eligible voters, randomly selected from major New Zealand population centres and a selection of small towns representative of population centres of 2,500 people and over. The interviews were conducted face-to-face in respondents' homes, by trained Heylen interviewers.

The *maximum* margin of sampling error for a poll figure of 50% is estimated to be $\pm 3.3\%$ at the 95% confidence level.

The survey data is weighted on the basis of the 1981 NZ Government Census figures to provide a more accurate representation of the total New Zealand population. The data for party currently supported, government performance and leadership performance is also weighted to ensure that the sample accurately reflects the levels of party support at the last election.

Further details relating to weighting, sampling, and questionnaire design are available on request.

SECTION 1: PARTY SUPPORT

	<u>PARTY SUPPORT</u>			
	<u>NATIONAL</u> %	<u>LABOUR</u> %	<u>SOCIAL CREDIT</u> %	<u>VALUES</u> %
SEPTEMBER 1974	44.5	47.0	5.4	3.1
FEBRUARY 1975	47.6	46.1	4.6	1.7
MAY 1975	49.3	41.8	4.6	4.3
JULY 1975	50.3	42.1	4.8	2.8
SEPTEMBER 1975	50.5	41.7	5.0	2.8
NOVEMBER 1975	44.3	43.2	7.1	5.4
JUNE 1976	48.0	39.0	7.7	5.3
FEBRUARY 1977	45.9	37.1	9.5	7.5
MAY 1977	47.4	39.8	7.7	5.1
JUNE 1977	47.9	43.3	4.2	4.6
AUGUST 1977	47.8	38.0	8.6	5.6
SEPTEMBER 1977	45.5	41.4	6.8	6.3
OCTOBER 1977	46.7	39.8	7.9	5.6
DECEMBER 1977	47.4	39.0	7.9	5.7
FEBRUARY 1978	45.4	35.4	13.7	5.5
MARCH 1978	43.3	33.3	18.2	5.2
APRIL 1978	38.7	38.1	18.4	4.8
MAY 1978	42.6	37.5	16.3	3.6
JUNE 1978	44.5	36.5	15.1	3.9
JULY 1978	45.8	39.2	11.9	3.1
AUGUST 1978	46.2	38.8	11.4	3.6
SEPTEMBER 1978 (30TH)	43.9	36.3	16.9	2.9
OCTOBER 1978 (28TH)	45.0	38.2	13.7	3.1
NOVEMBER 1978 (18TH)	38.2	38.5	19.5	3.8
1978 ELECTION (NOVEMBER 25TH)	40.4	40.9	16.25	2.45
DECEMBER 1978	40.9	39.0	18.1	2.0
FEBRUARY 1979 (24TH)	41.8	38.7	17.5	2.0
MARCH 1979 (31ST)	40.4	40.4	17.5	1.7
MAY 1979 (5TH)	41.3	38.5	17.8	2.4
JUNE 1979 (9TH)	37.1	42.4	18.5	2.0
JULY 1979 (7TH)	37.8	42.4	17.4	2.4
AUGUST 1979 (4TH)	39.4	40.1	18.9	1.6
SEPTEMBER 1979 (8TH)	36.9	39.9	21.7	1.5
OCTOBER 1979 (6TH)	36.8	38.0	23.5	1.7
NOVEMBER 1979 (3RD)	37.5	42.3	18.5	1.7
DECEMBER 1979 (1ST)	37.3	39.6	21.3	1.8
FEBRUARY 1980 (2ND)	39.0	39.7	19.3	2.0
MARCH 1980 (1ST)	41.1	41.0	16.3	1.6
APRIL 1980 (12TH)	40.7	38.0	19.9	1.4
MAY 1980 (3RD)	39.7	39.9	18.8	1.6
JUNE 1980 (7TH)	40.6	38.7	19.5	1.2
JULY 1980 (5TH)	40.9	41.7	16.0	1.4

PARTY SUPPORT CONTINUED:

	<u>PARTY SUPPORT</u>			
	NATIONAL %	LABOUR %	SOCIAL CREDIT %	VALUES %
AUGUST 1980 (9TH)	41.6	40.2	17.4	.8
SEPTEMBER 1980 (6TH)	38.6	39.5	21.0	.9
OCTOBER 1980 (4TH)	37.1	31.2	30.8	.9
OCTOBER 1980 (18TH)	40.5	31.7	27.4	.4
NOVEMBER 1980 (1ST)	41.1	32.2	25.3	1.4
DECEMBER 1980 (6TH)	36.0	32.1	31.0	.9
FEBRUARY 1981 (7TH)	40.0	33.2	25.9	.9
MARCH 1981 (14TH)	38.7	30.7	30.1	.5
APRIL 1981 (4TH)	38.7	31.5	29.4	.4
MAY 1981 (2ND)	42.0	32.3	25.0	.7
JUNE 1981 (6TH)	39.8	35.3	24.7	.2
JULY 1981 (11TH)	41.3	35.3	23.0	.4
AUGUST 1981 (1ST)	41.1	36.2	22.1	.6
SEPTEMBER 1981 (5TH)	40.2	34.5	25.0	.3
OCTOBER 1981 (3RD)	42.1	35.6	22.1	.2
OCTOBER 1981 (31ST)	44.4	34.7	20.4	.5
NOVEMBER 1981 (21ST)	37.2	42.6	19.8	.4
1981 ELECTION (NOVEMBER 28TH)	39.4	39.6	21.0	NM
FEBRUARY 1982 (6TH)	41.0	39.0	20.0	NM
APRIL 1982 (3RD)	40.1	40.7	19.2	NM
MAY 1982 (8TH)	42.1	39.2	18.7	NM
MAY 1982 (29TH)	41.7	39.6	18.7	NM
JULY 1982 (3RD)	40.1	40.9	19.0	NM
AUGUST 1982 (7TH)	41.1	40.5	18.4	NM
SEPTEMBER 1982 (4TH)	40.8	40.0	19.2	NM
OCTOBER 1982 (2ND)	42.0	40.1	17.9	NM
OCTOBER 1982 (30TH)	41.8	42.8	15.4	NM
NOVEMBER 1982 (27TH)	42.6	43.4	14.0	NM
FEBRUARY 1983 (5TH)	40.2	49.3	10.5	NM
FEBRUARY 1983 (26TH)	38.8	51.9	9.3	NM
APRIL 1983 (9TH)	39.3	52.4	8.3	NM
MAY 1983 (7TH)	41.5	47.1	11.4	NM
MAY 1983 (28TH)	42.1	47.1	10.8	NM
JULY 1983 (2ND)	43.0	47.5	9.5	NM
AUGUST 1983 (6TH)	46.5	42.2	11.3	NM
				<u>NZ PARTY</u>
SEPTEMBER 1983 (3RD)	43.9	43.5	10.2	2.4
OCTOBER 1983 (1ST)	44.7	39.2	10.5	5.6
NOVEMBER 1983 (5TH)	41.0	38.1	10.0	10.9
NOVEMBER 1983 (26TH)	40.7	36.6	7.8	14.9

NM = NOT MEASURED

PARTY SUPPORT CONTINUED:

	PARTY SUPPORT TODAY	Election												
		4 Feb 1984	3 Mar 1984	31 Mar 1984	28 Apr 1984	26 May 1984	16 June 1984	7 July 1984	4 Aug 1984	1 Sept 1984	29 Sept 1984	27 Oct 1984	1 Dec 1984	2 Feb 1985
	%	%	%	%	%	%	%	%	%	%	%	%	%	
Labour	38.4	37.6	40.8	40.3	42.7	46.2	49.1	43.3	46.9	47.8	48.4	47.4	44.4	46.1
National	40.1	39.9	38.0	43.3	43.8	39.4	33.2	36.5	35.3	34.8	35.9	34.7	42.1	41.6
New Zealand Party	14.8	16.1	13.3	8.4	7.4	7.7	8.8	12.4	10.9	11.4	10.5	11.6	7.9	6.2
Social Credit	6.7	6.4	7.9	8.0	6.1	6.7	8.9	7.8	6.9	6.0	5.2	6.3	5.6	6.1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Undecided Voters:	11.2	12.9	12.8	12.1	10.0	10.9	11.7	5.9	5.9	5.8	8.4	11.1	12.0	

PARTY SUPPORT MATRIX

FEBRUARY 2nd, 1985
HEYLEN POLL

	PARTY WOULD SUPPORT TODAY		
	Labour	National	New Zealand Party
Labour	36.9	2.8	.6
National	1.7	32.2	.3
New Zealand Party	3.2	3.6	4.9
Social Credit	1.4	1.1	.2
New Voters	2.9	1.9	.2
			.4
TOTAL SUPPORT TODAY	46.1	41.6	6.2
Gain/Loss since last election	+2.8	+5.1	-6.2
Gain/Loss since last poll	+1.7	-.5	-1.7

TOTAL SUPPORT TODAY

Gain/Loss since last election

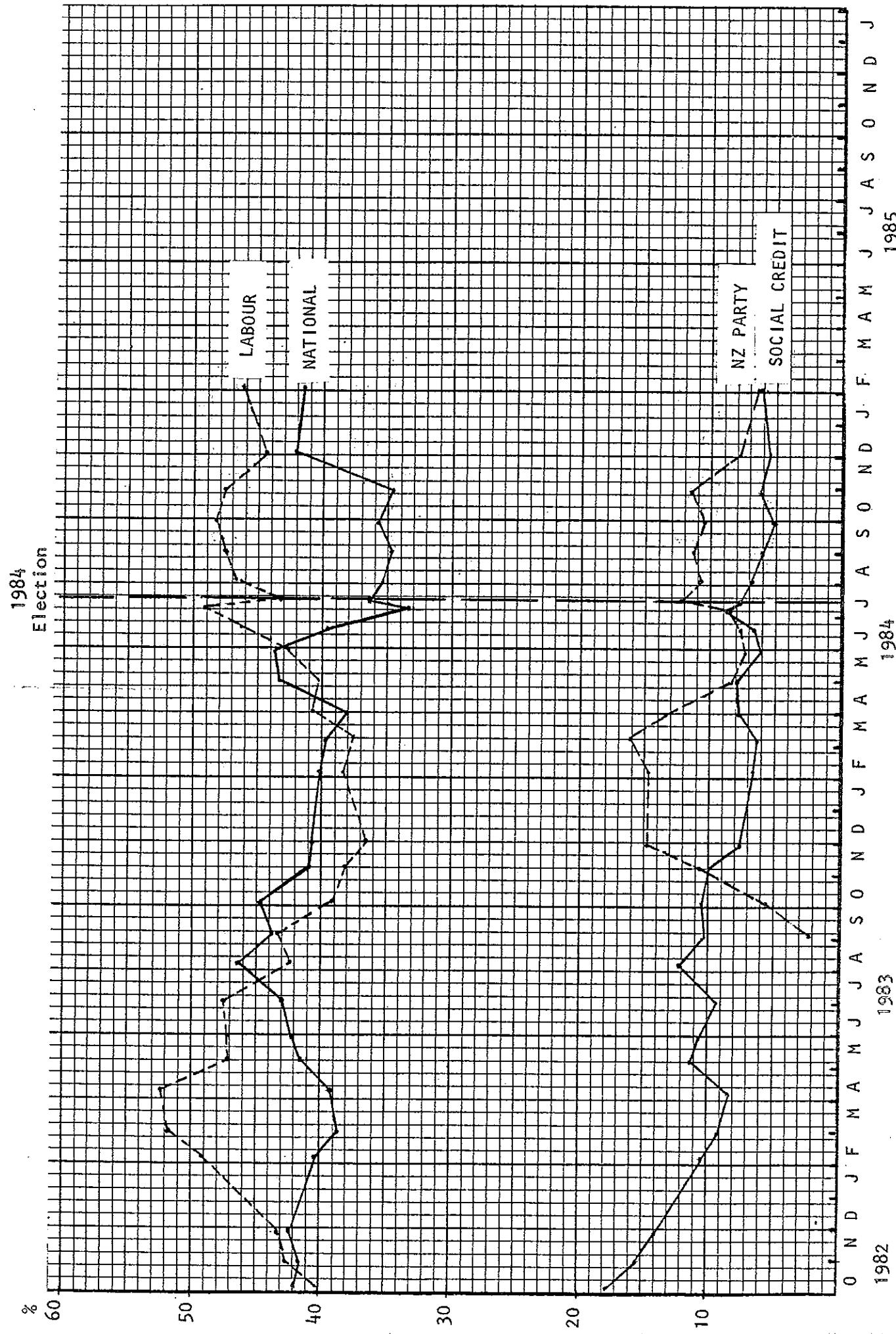
Gain/Loss since last poll

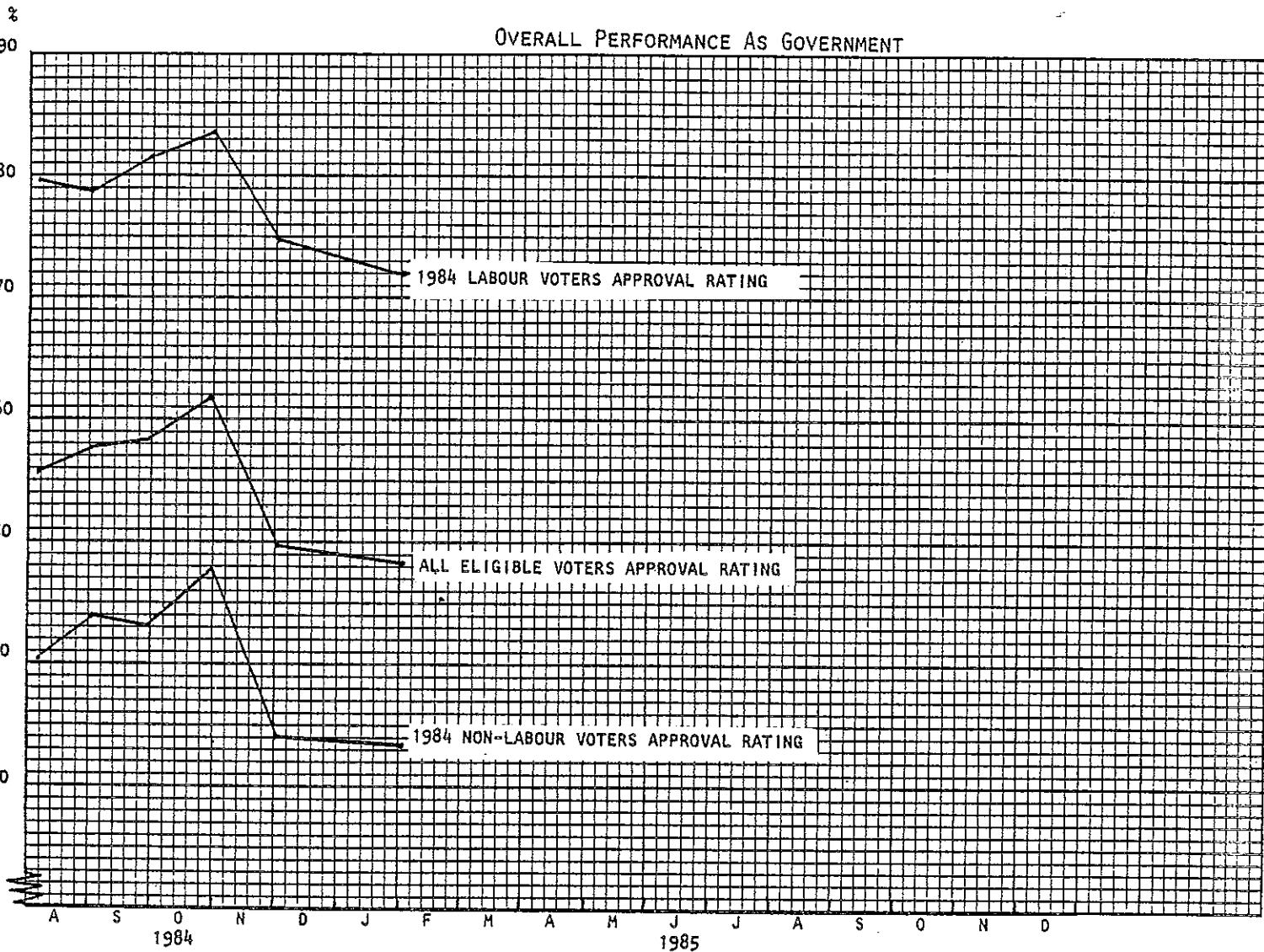
	Labour	National	New Zealand Party
	46.1	41.6	6.2
Gain/Loss since last election	+2.8	+5.1	-6.2
Gain/Loss since last poll	+1.7	-.5	-1.7
			.5

Undecided Voters = 12.0%

WARNING:

These data are *not predictive* for the outcome of the election. They do not include *undecided voters* and do not take into account the effect of *non-voting*. They are therefore only *indicative of a trend* in party support, and it would be misleading to report otherwise.

PARTY SUPPORT - 2ND FEBRUARY, 1985

SECTION 2: ASSESSMENT OF GOVERNMENT PERFORMANCEALL ELIGIBLE VOTERS

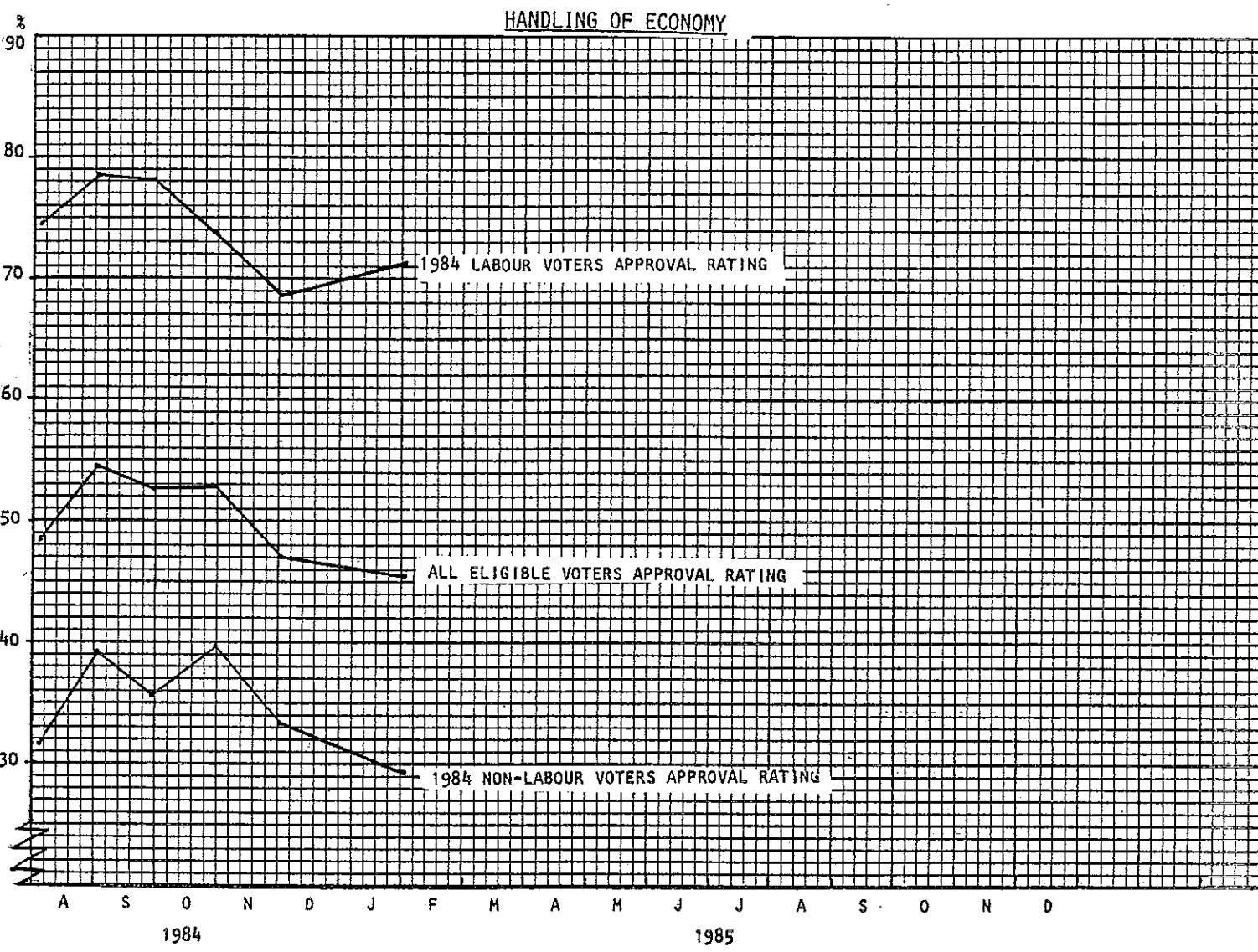
OVERALL PERFORMANCE AS GOVERNMENT	4 Aug 1984	1 Sept 1984	29 Sept 1984	27 Oct 1984	1 Dec 1984	2 Feb 1985
	%	%	%	%	%	%
APPROVE	55.8	57.7	58.4	61.9	49.8	48.2
DISAPPROVE	20.2	14.2	19.8	16.8	30.2	36.0
NEITHER/DON'T KNOW	24.0	28.1	21.8	21.3	20.0	15.8
	100.0	100.0	100.0	100.0	100.0	100.0

1984 LABOUR VOTERS

1984 LABOUR VOTERS	%	%	%	%	%	%
	%	%	%	%	%	%
APPROVE	79.7	78.9	81.7	83.8	74.9	72.0
DISAPPROVE	3.0	1.8	4.9	5.6	12.8	16.6
NEITHER/DON'T KNOW	17.3	19.3	13.4	10.6	12.3	11.4
	100.0	100.0	100.0	100.0	100.0	100.0

1984 NON-LABOUR VOTERS

1984 NON-LABOUR VOTERS	%	%	%	%	%	%
	%	%	%	%	%	%
APPROVE	40.2	44.0	43.1	47.9	34.1	33.4
DISAPPROVE	31.4	22.1	29.5	23.9	41.0	48.0
NEITHER/DON'T KNOW	28.4	33.9	27.4	28.2	24.9	18.6
	100.0	100.0	100.0	100.0	100.0	100.0

ALL ELIGIBLE VOTERS

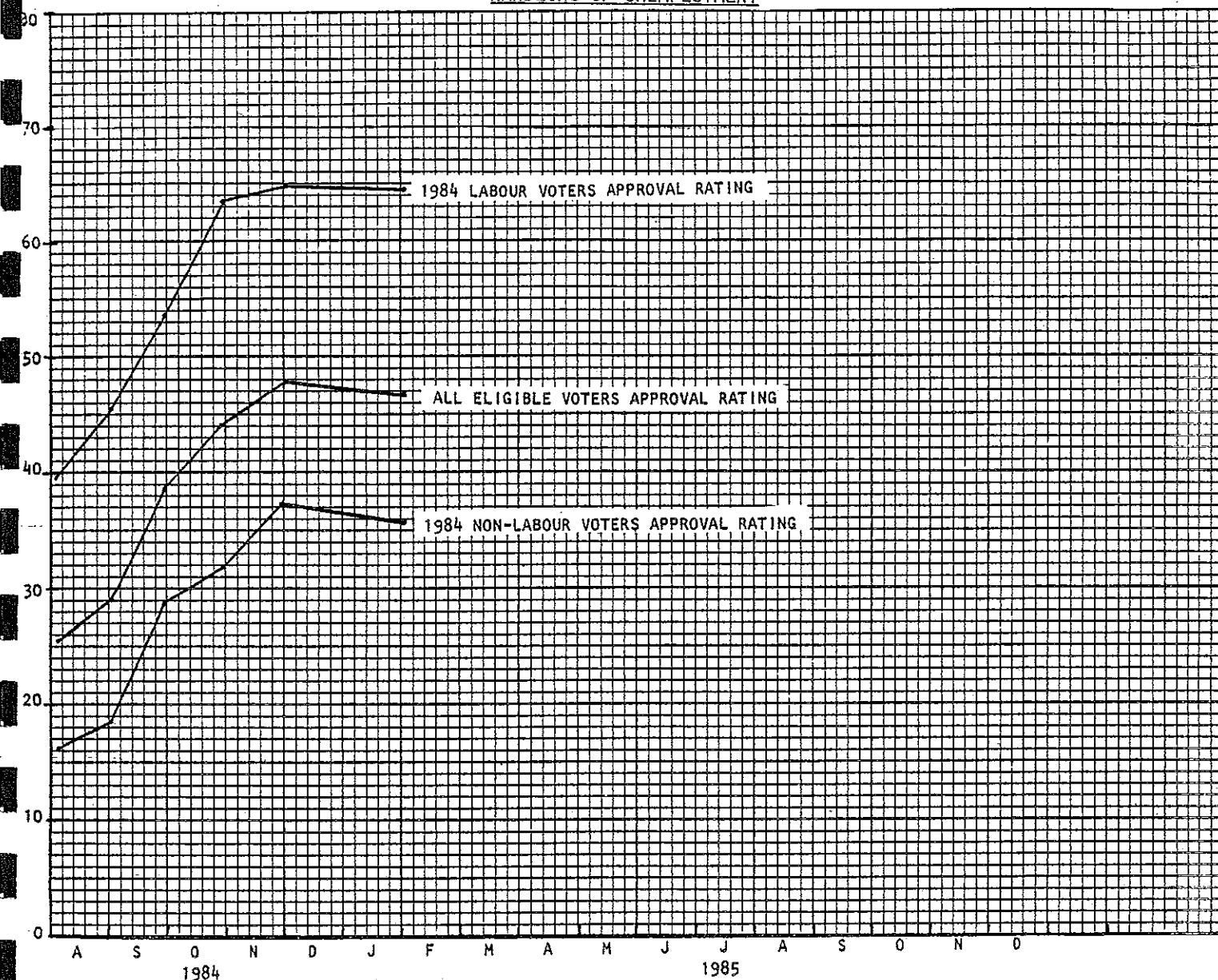
HANDLING OF THE ECONOMY	4	1	29	27	1	2
	Aug 1984	Sept 1984	Sept 1984	Oct 1984	Dec 1984	Feb 1985
APPROVE	48.6	54.7	52.6	53.0	47.0	45.5
DISAPPROVE	22.2	17.9	23.2	18.5	28.9	35.1
NEITHER/DON'T KNOW	29.2	27.4	24.2	28.5	24.1	19.4
	100.0	100.0	100.0	100.0	100.0	100.0

1984 LABOUR VOTERS

	%	%	%	%	%	%
APPROVE	74.6	78.6	78.2	73.8	68.7	71.3
DISAPPROVE	2.8	2.7	3.3	7.1	12.1	14.4
NEITHER/DON'T KNOW	22.6	18.7	18.5	19.1	19.2	14.3
	100.0	100.0	100.0	100.0	100.0	100.0

1984 NON-LABOUR VOTERS

	%	%	%	%	%	%
APPROVE	31.7	39.2	35.8	39.7	33.4	29.4
DISAPPROVE	34.8	27.8	36.3	25.9	39.3	48.0
NEITHER/DON'T KNOW	33.5	33.0	27.9	34.4	27.3	22.6
	100.0	100.0	100.0	100.0	100.0	100.0

HANDLING OF UNEMPLOYMENTALL ELIGIBLE VOTERS

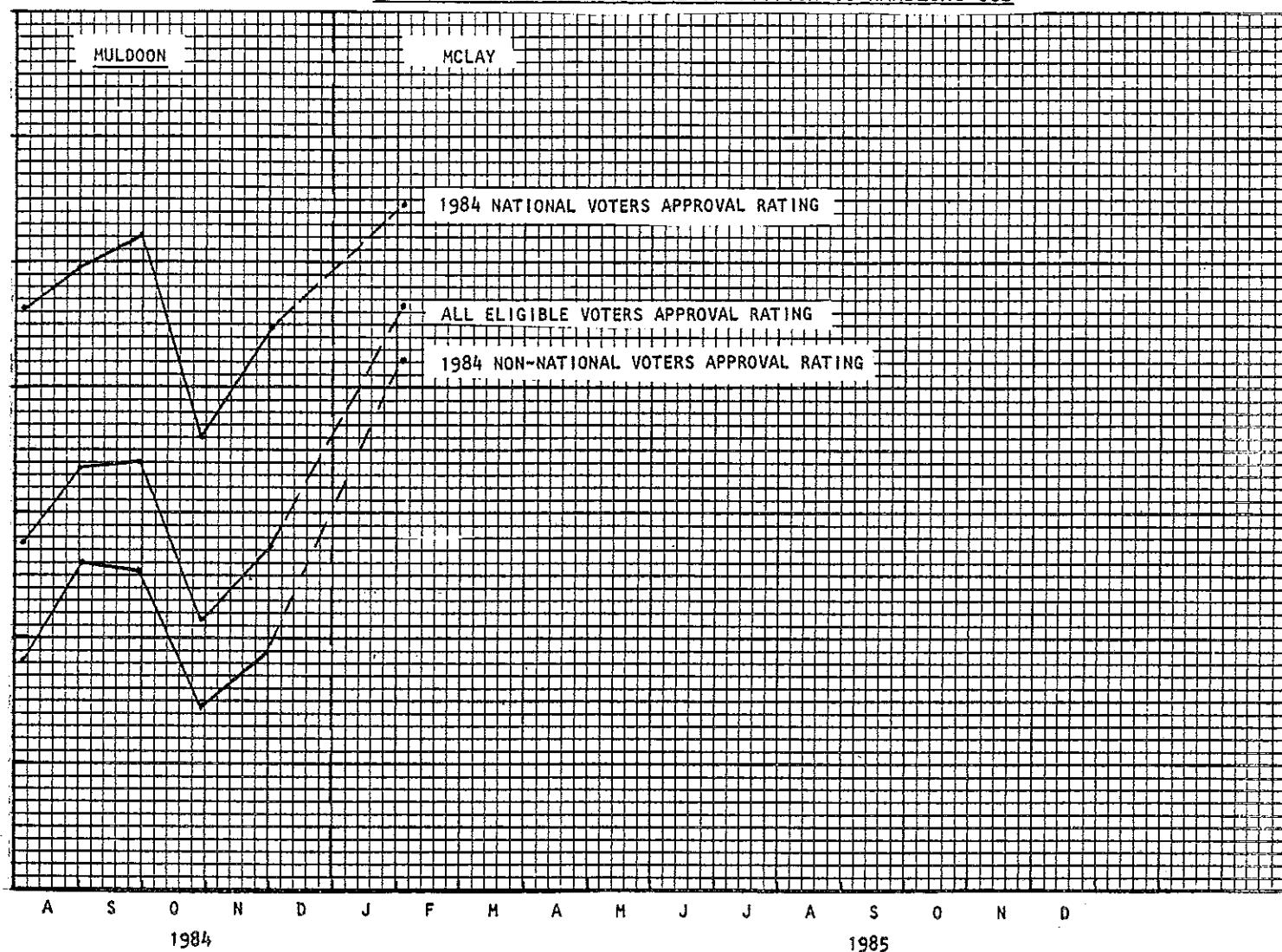
HANDLING OF UNEMPLOYMENT	4					
	Aug 1984	Sept 1984	29 Sept 1984	27 Oct 1984	1 Dec 1984	2 Feb 1985
	%	%	%	%	%	%
APPROVE	25.5	29.1	38.8	44.1	47.9	46.9
DISAPPROVE	8.0	10.7	11.6	10.9	17.1	20.7
NEITHER/DON'T KNOW	66.5	60.2	49.6	45.0	35.0	32.4
	100.0	100.0	100.0	100.0	100.0	100.0

1984 LABOUR VOTERS

	%	%	%	%	%	%
APPROVE	39.8	45.5	53.8	63.4	64.9	64.5
DISAPPROVE	1.8	3.2	5.5	5.8	8.8	10.9
NEITHER/DON'T KNOW	58.4	51.3	40.7	30.8	26.3	24.6
	100.0	100.0	100.0	100.0	100.0	100.0

1984 NON-LABOUR VOTERS

	%	%	%	%	%	%
APPROVE	16.1	18.6	28.8	31.9	37.4	35.8
DISAPPROVE	12.1	15.5	15.7	14.1	22.3	26.9
NEITHER/DON'T KNOW	71.8	65.9	55.5	54.0	40.3	37.3
	100.0	100.0	100.0	100.0	100.0	100.0

THE WAY LEADER OF NATIONAL OPPOSITION IS HANDLING JOBALL ELIGIBLE VOTERS

THE WAY LEADER OF NATIONAL OPPOSITION IS HANDLING JOB *	4 Aug 1984*	1 Sept 1984*	29 Sept 1984*	27 Oct 1984*	1 Dec 1984*	2 Feb 1985
	%	%	%	%	%	%
APPROVE	27.7	33.7	34.1	21.7	27.3	46.4
DISAPPROVE	56.8	45.5	50.2	61.1	62.7	20.2
NEITHER/DON'T KNOW	15.5	20.8	15.7	17.2	10.0	33.4
	100.0	100.0	100.0	100.0	100.0	100.0

1984 NATIONAL VOTERS

	%	%	%	%	%	%
APPROVE	46.4	49.5	52.1	36.0	44.9	54.9
DISAPPROVE	34.1	26.3	33.8	44.2	43.6	11.2
NEITHER/DON'T KNOW	19.5	24.2	14.1	19.8	11.5	33.9
	100.0	100.0	100.0	100.0	100.0	100.0

1984 NON-NATIONAL VOTERS

	%	%	%	%	%	%
APPROVE	18.3	26.0	25.2	14.8	19.0	42.2
DISAPPROVE	68.0	55.0	58.4	69.3	71.8	24.6
NEITHER/DON'T KNOW	13.7	19.0	16.4	15.9	9.2	33.2
	100.0	100.0	100.0	100.0	100.0	100.0

* NB: THE MEASUREMENT FROM 4 AUGUST 1984 TO 1 DECEMBER 1984 RELATE TO MULDOON.

SECTION 4: ASSESSMENT OF CABINET MINISTER PERFORMANCE

<u>PERFORMANCE OF</u>	<u>APPROVE</u> %	<u>DIS- APPROVE</u> %	<u>NEITHER/ DON'T KNOW</u> %
GEOFFREY PALMER, DEPUTY PRIME MINISTER AND ATTORNEY GENERAL	59.2	12.2	28.6
MIKE MOORE, MINISTER OF OVERSEAS TRADE AND TOURISM	56.1	15.3	28.6
ROGER DOUGLAS, MINISTER OF FINANCE	42.2	33.3	24.5
RICHARD PREBBLE, MINISTER OF TRANSPORT	33.5	33.5	33.0
KORO WETERE, MINISTER OF MAORI AFFAIRS AND LANDS	25.9	15.7	58.4
DAVID CAYGILL, MINISTER OF TRADE AND INDUSTRY	33.6	8.8	57.6
RUSSELL MARSHALL, MINISTER OF EDUCATION	43.0	16.3	40.7
FRANK O'FLYNN, MINISTER OF DEFENCE	22.5	26.9	50.6
MICHAEL BASSETT, MINISTER OF HEALTH	36.1	28.0	35.9
ANN HERCUS, MINISTER OF SOCIAL WELFARE, POLICE, AND WOMAN'S AFFAIRS	42.6	39.7	17.7
BOB TIZARD, MINISTER OF ENERGY	32.9	24.7	42.4
COLIN MOYLE, MINISTER OF AGRICULTURE	43.6	11.9	44.5
STAN RODGER, MINISTER OF LABOUR	33.1	20.7	46.2
JONATHAN HUNT, MINISTER OF BROADCASTING AND POSTMASTER GENERAL	37.0	16.0	47.0
FRASER COLMAN, MINISTER OF WORKS	20.5	7.9	71.6
KERRY BURKE, MINISTER OF EMPLOYMENT	33.2	13.7	53.1
MARGARET SHIELDS, MINISTER OF CUSTOMS AND CONSUMER AFFAIRS	40.7	12.9	46.4
PETER TAPSELL, MINISTER OF INTERNAL AFFAIRS	30.5	8.4	61.1
PHIL GOFF, MINISTER OF HOUSING	41.4	16.8	41.8

APPENDIX - QUESTIONNAIRE

Heylen Research Centre

Now we're interested in your opinion on political issues.

38. If a general election had been held today, would you have been eligible to vote?

Yes 1.

No 2 48

QUESTION 43

- 39 A) If a general election were held today, which political party would you vote for?

CODE IN COL A:

	<u>A</u>	<u>B</u>
New Zealand Party/Bob Jones		
Party	0	0
National	1	1
Labour	2	2
Social Credit	3	3
Values	4	4
Other	5	5
Would/Did not vote for any	6	6
Not eligible	////	7
Refuse to say	8	8
Really don't know	9	9
	49	50

- B) And at the 1984 general election, which political party did you vote for?

CODE IN COL B ABOVE:

40. Now I have some questions on the performance of the Labour Government.

READ:

Do you approve or disapprove of

	APPROVE	DIS- APPROVE	NEITHER/ DON'T KNOW	
.. Their overall performance as the Government	1	2	3	51
.. Their handling of the economy	1	2	3	52
.. Their handling of unemployment	1	2	3	53

- 41 A) Do you approve or disapprove of the way Mr. Lange is handling his job as Prime Minister?

CODE IN COL A:

	<u>A</u>	<u>B</u>
Approve	1	1
Disapprove	2	.2
Neither	3	3
Don't know	4	4
	54	55

- B) And do you approve or disapprove of the way Mr. McLay is handling his job as Leader of the National Opposition?

CODE IN COL B ABOVE:

42. Government Cabinet Ministers play an important role in the running of the country.

I am now going to read you a list of the Cabinet Ministers and their main portfolios. I would like you to tell me whether you approve or disapprove of the way each is handling their job.

READ ALL NAMES STARTING AT *

	APPROVE	DIS- APPROVE	NEITHER/ DON'T KNOW	
A. Geoffrey Palmer, Deputy Prime Minister & Attorney General	1	2	3	56
B. Mike Moore, Minister of Overseas Trade and Tourism	1	2	3	57
C. Roger Douglas, Minister of Finance	1	2	3	58
D. Richard Prebble, Minister of Transport	1	2	3	59
E. Koro Wetere, Minister of Maori Affairs and Lands	1	2	3	60
F. David Caygill, Minister of Trade and Industry	1	2	3	61
G. Russell Marshall, Minister of Education	1	2	3	62
H. Frank O'Flynn, Minister of Defence	1	2	3	63
I. Michael Bassett, Minister of Health	1	2	3	64
J. Ann Hercus, Minister of Social Welfare, Police, and Woman's Affairs	1	2	3	65
K. Bob Tizard, Minister of Energy	1	2	3	66
L. Colin Moyle, Minister of Agriculture	1	2	3	67
M. Stan Rodger, Minister of Labour	1	2	3	68
N. Jonathan Hunt, Minister of Broadcasting and Postmaster General	1	2	3	69
O. Fraser Colman, Minister of Works	1	2	3	70
P. Kerry Burke, Minister of Employment	1	2	3	71
Q. Margaret Shields, Minister of Customs and Consumer Affairs	1	2	3	72
R. Peter Tapsell, Minister of Internal Affairs	1	2	3	73
S. Phil Goff, Minister of Housing	1	2	3	74