PRESS RELEASE
POLITICAL POLL STATEMENT FROM
RESEARCH ASSOCIATION NEW ZEALAND

Monday 10th June 2019

Political polling represents a fraction of the insights industry's business - roughly 1%. But of course, it has high visibility - especially when polls show different results, which is, in fact, quite rare.

In most cases, we don't hear about polls because they accurately predict the outcome of elections and largely agree with each other. This last weekend, two teams delivered polls that, on the face of it, predict different results should an election be held today. Without digging into the details of each poll, it's impossible to say for sure, but it is likely that a situation like this is within the bounds of what can reasonably be expected of a statistical exercise where sampling is involved.

In political polling we're dealing with probabilities because we can only ever poll a sample of the voting population we're trying to represent. If the probability is 95% that the poll result accurately represents the population, there is still a 5% chance it doesn't. Of every 100 polls, five will appear to be representative without actually being so. That's statistics. The value of polling is based on the premise that it is better to be 95% sure than to have no idea at all.

The market research, or insights industry, has a fantastic track record of predicting election results. See for instance the analysis below for the UK, comparing final results to the last polls of the main companies. Properly designed research remains the most reliable way to understand the political landscape.

	FINAL RESULT	Ipsos Final	Survation	Number cruncher politics	BMG	Kantar	Panelbase	YouGov	Opinium	ComRes	Hanbury
		20-22 May	22-May	18-21 May	20-22 May	14-21 May	14-21 May	19-21 May	17-20 May	13-17 May	9-13 May
Brexit Party	32	35	31	33	35	27	30	37	38	32	30
Lib Dem	20	20	12	16	17	15	15	19	15	14	14
Lab	14	15	23	19	18	24	25	13	17	22	25
Con	9	9	14	15	12	13	12	7	12	12	13
Green	12	10	7	7	8	8	7	12	7	7	6
UKIP	3	3	3	2	2	4	3	3	3	5	3
ChUK	3	3	4	4	4	5	3	4	2	3	6
Other	6	6	7	6	5	4	5	5	6	5	4
difference	**AVG DIFF**	**0.8**	**3.8**	**2.9**	**2.5**	**4.1**	**3.4**	**1.4**	**2.9**	**3.1**	**4.3**