

1 NEWS Colmar Brunton Poll

6 – 10 November 2021

Attention: Television New Zealand

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Release date: Monday 15 November 2021

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Monday 15 November 2021.
POLL CONDUCTED:	Interviewing took place from Saturday 6 to Wednesday 10 November 2021.
MEDIAN FIELDWORK DAY:	Sunday (50% of sample size target was reached on this day).
TARGET POPULATION:	Eligible New Zealand voters.
INTERVIEW METHOD:	Telephone and online. Conducted by CATI (Computer Assisted Telephone Interviewing) and CAWI (Computer Assisted Web Interviewing).
SAMPLE SELECTION:	<p>Mobile: Random dialling of New Zealand mobile telephones using probability sampling. Interviewers ask to speak to the main user of the phone who is aged 18 years or over. When required, multiple calls are made to reach that person. Voting eligibility is determined at the first question.</p> <p>Online: Interviews are collected by online panels, with quotas (or interviewing targets) set to ensure the final sample is nationally representative. All respondents are aged 18 or over. The panels used comply with the ESOMAR guidelines for online research.</p>
SAMPLE SIZE:	n = 1,001 eligible voters, including n=501 polled via mobile phone and n=500 polled online, using online panels.
SAMPLING ERROR:	<p>The maximum sampling error is approximately $\pm 3.1\%$-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 $\pm 1.9\%$-points and $\pm 1.4\%$-points, respectively, at the 95% confidence level.</p> <p>These sampling errors assume a simple random sample of 1,000 eligible voters.</p> <p>It should be noted that any demographic sub-group analysis (e.g., by age or gender) will be based on a smaller set of interviews and so will have a wider sampling error.</p>
WEIGHTING:	The data have been weighted to align with Stats NZ population counts for age, gender, region, ethnic identification and education level.
REPORTED FIGURES:	Reported bases are unweighted. For Party Support, percentages have been rounded up or down to whole numbers, except those less than 4.5%, 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.
METHODOLOGY NOTES:	The party vote question has been asked unprompted since February 1997.

Note: Undecided voters, non-voters and those who refused to answer are excluded from the data on party support. The results are a snapshot in time of party support, and not a prediction.

This poll was conducted in accordance with the New Zealand Political Polling Code. Publication or reproduction of the results must be acknowledged as the "1 NEWS Colmar Brunton Poll".

Summary of results

PARTY SUPPORT – PARTY VOTE		
Labour Party	41%	Down 2%-points from 22-26 September
National Party	28%	Up 2%-points
ACT	14%	Steady
Green Party	9%	Up 1%-point
New Zealand First	3%	Steady
The Opportunities Party (TOP)	1%	Steady
New Conservative	1%	Steady
Māori Party	1%	Down 1%-point
Aotearoa Legalise Cannabis Party	1%	Up 1%-point

UNDECIDED VOTERS		
Party Vote – Don't know or refused	9%	Steady from 22-26 September

PREFERRED PRIME MINISTER		
Jacinda Ardern	39%	Down 5%-points from 22-26 September
David Seymour	11%	Steady
Judith Collins	5%	Steady
Christopher Luxon	4%	Up 1%-point
Chlöe Swarbrick	2%	Up 1%-point
Simon Bridges	1%	Down 1%-point
Winston Peters	1%	Steady

The results shown on this page, and the changes identified over time, are reported to the nearest whole number. More detailed results are provided in the body of this report.

Key political events

22 October – 10 November 2021

- The Government announced the Covid-19 protection framework, informally known as the ‘traffic light system.’ The new system will replace the Covid-19 Alert Levels and will end nationwide lockdowns.
- The National Party called for schools closed due to lockdowns to be reopened immediately and given a funding boost to help them catch up in 2022.
- A protest took place outside of Parliament in Wellington, with thousands of people in attendance. The majority protested against Covid-19 restrictions, and Parliament went into lockdown as a safety precaution. National Leader Judith Collins said she had never seen Parliament locked up to that extent before.
- Prime Minister Jacinda Ardern visited Auckland for the first time since the region went into lockdown.
- Foreign Affairs Minister Nanaia Mahuta is set to make her first trip as foreign minister. Her itinerary includes seven countries. It is the first international trip made by a foreign minister since the pandemic started.
- The Government announced a boost of \$5.6million in mental health funding in Auckland amid growing demand for services as people deal with the pressures of the latest lockdown.
- Prime Minister Jacinda Ardern confirmed that Aucklanders will be able to travel through summer and be reunited with their families over Christmas.
- Pharmac secured a fifth drug to treat patients sick with Covid-19. Health Minister Andrew Little said that Pharmac expects to receive 500 doses of baricitinib in November, which can be used to treat ‘very sick’ patients.
- Climate Change Minister James Shaw pushed for a more ambitious 2030 emissions reduction pledge and proposed committing New Zealand to a net zero emissions target for all greenhouse gases by 2050. The pledge was to cut emissions by 54 per cent, although pressure from Labour forced the Government to compromise on a 50 per cent pledge.
- Covid-19 modeller Shaun Hendy said that reaching the 90 per cent vaccination target could still mean spending about three quarters of 2022 in the “red” traffic light setting.
- The Labour Party changed the way that it will elect its next leader. The rules allow the Labour Party caucus to directly elect a leader if that person secured two-third of the support of the caucus.

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 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?”

NOTE: Those who indicated the party they would be most likely to vote for have been included in the party support analysis, provided they said they would be ‘quite likely’ or ‘very likely’ to vote.

Preferred Prime Minister

“Thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?”

IF NO ONE

“Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

Party vote

“Which political party would you vote for?”

IF DON'T KNOW “Which one would you be most likely to vote for?”

	23-27 Sep 2020	3-7 Oct 2020	10-14 Oct 2020	28 Nov – 2 Dec 2020	9-13 Mar 2021	22-26 May 2021	22-26 Sep 2021	6-10 Nov 2021
Don't know	8%	8%	7%	3%	5%	6%	6%	7%
Refused	3%	5%	8%	5%	4%	2%	3%	2%
TOTAL	11%	13%	14%	8%	8%	8%	9%	9%
Base (n=)	1,005	1,007	1,005	1,004	1,006	1,002	1,001	1,001

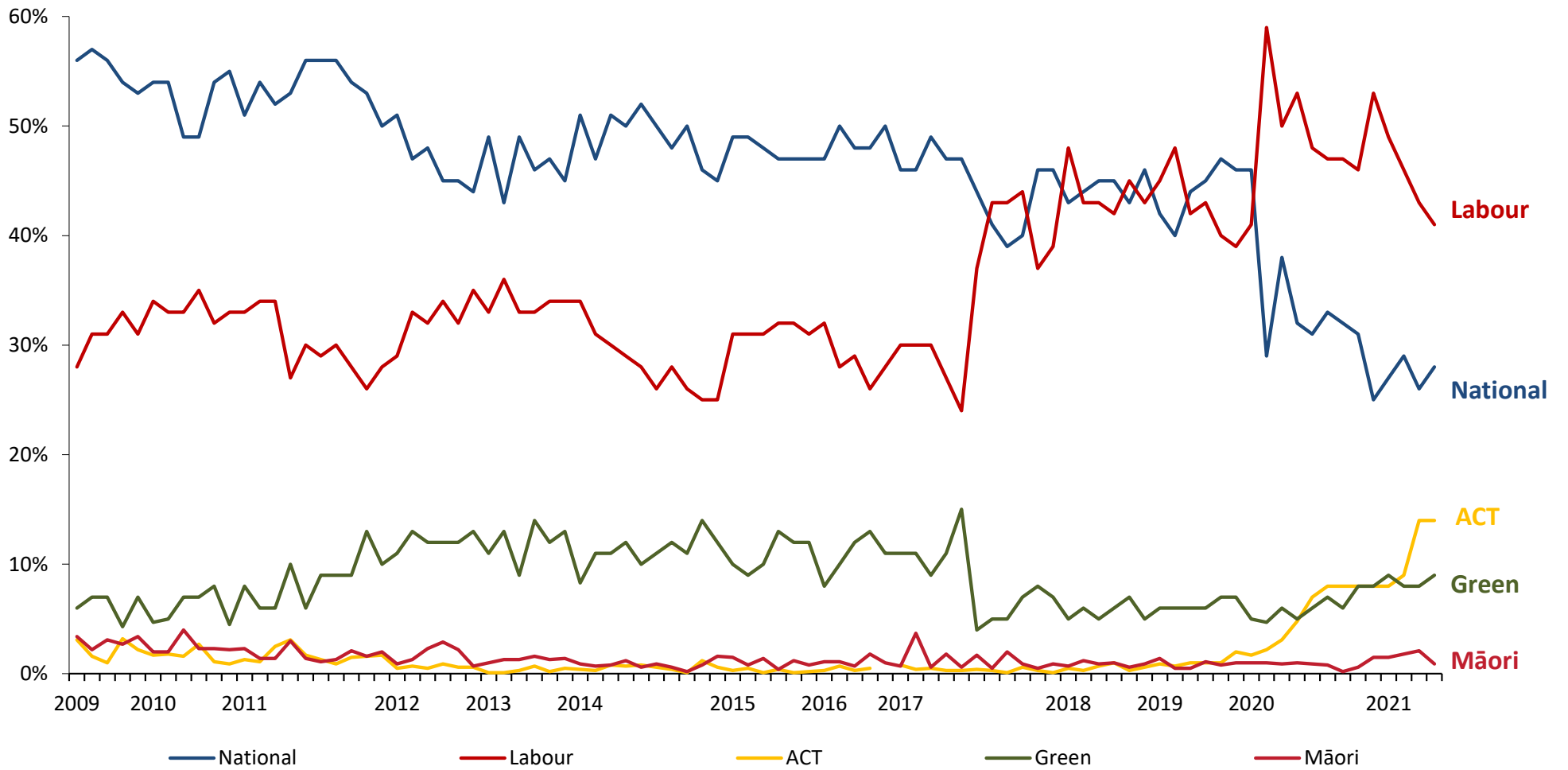
Based on eligible New Zealand voters.

	23-27 Sep 2020	3-7 Oct 2020	10-14 Oct 2020	28 Nov – 2 Dec 2020	9-13 Mar 2021	22-26 May 2021	22-26 Sep 2021	6-10 Nov 2021
Labour Party	47%	47%	46%	53%	49%	46%	43%	41%
National Party	33%	32%	31%	25%	27%	29%	26%	28%
ACT Party	8%	8%	8%	8%	8%	9%	14%	14%
Green Party	7%	6%	8%	8%	9%	8%	8%	9%
New Zealand First	1.4%	2.4%	2.6%	1.6%	1.8%	1.2%	2.5%	3.3%
The Opportunities Party	1.0%	1.8%	1.1%	0.5%	1.2%	1.8%	1.2%	1.2%
New Conservative	1.4%	1.3%	1.5%	1.1%	1.4%	1.5%	1.3%	1.0%
Māori Party	0.8%	0.2%	0.6%	1.5%	1.5%	1.8%	2.1%	0.9%
Aotearoa Legalise Cannabis Party	0.1%	0.3%	-	-	0.4%	-	0.3%	0.7%
NZ Outdoors Party	-	-	-	-	0.2%	0.3%	0.3%	0.5%
Heartland NZ	-	-	-	-	-	-	0.1%	0.4%
Social Credit	0.2%	-	-	-	-	0.2%	0.2%	0.3%
Sustainable New Zealand	-	-	-	-	-	0.3%	0.1%	0.1%
Vision New Zealand	-	0.1%	-	-	0.1%	-	0.1%	0.1%
TEA Party	-	-	-	-	-	0.2%	-	-
ONE Party	-	0.3%	0.2%	0.3%	0.1%	-	-	-
Other	-	-	-	0.3%	-	0.1%	0.1%	0.1%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%	100%*	100%
Base (n=)	869	845	838	872	834	857	844	847

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

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Party Vote



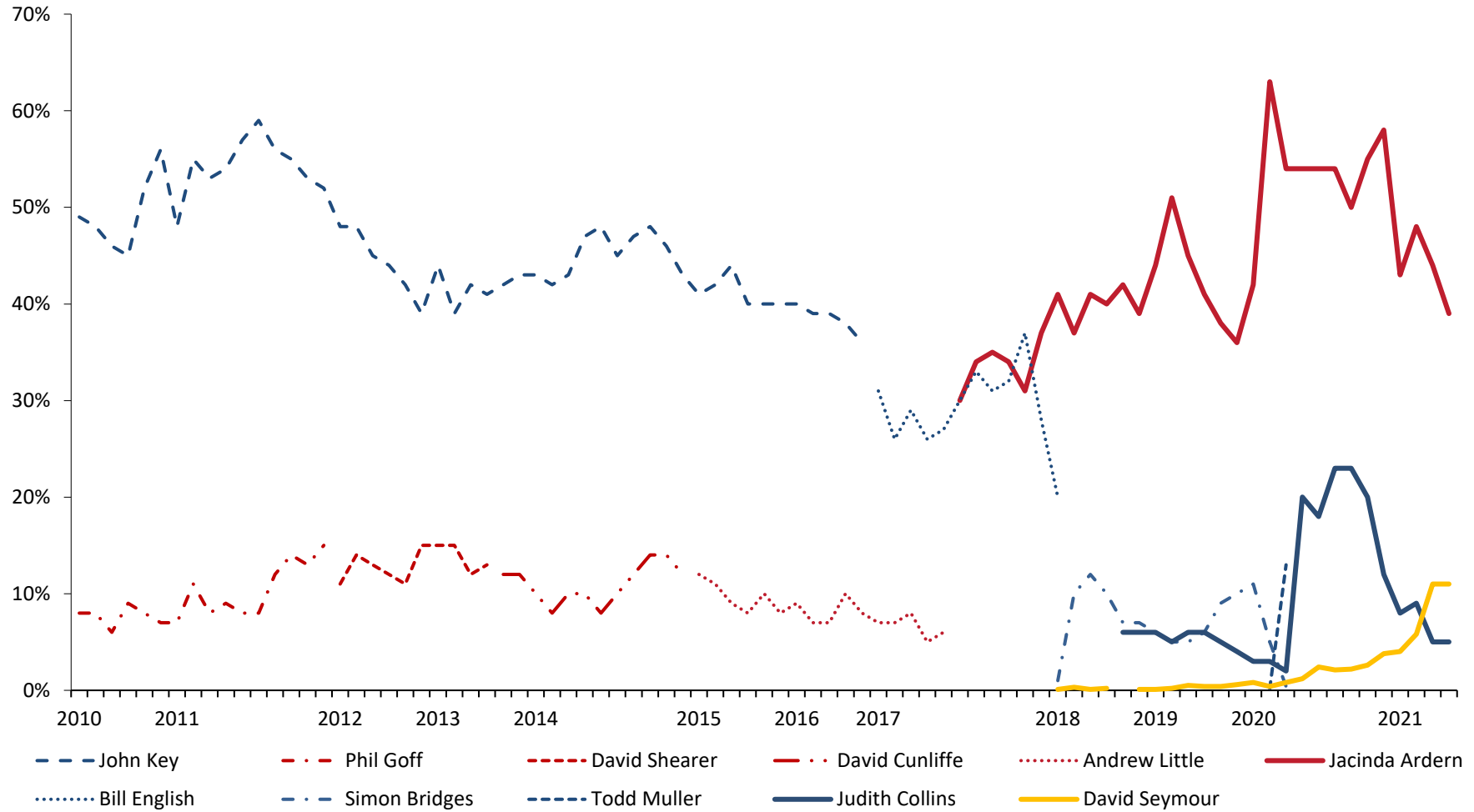
Preferred Prime Minister

“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	23-27 Sep 2020	3-7 Oct 2020	10-14 Oct 2020	28 Nov – 2 Dec 2020	9-13 Mar 2021	22-26 May 2021	22-26 Sep 2021	6-10 Nov 2021
Jacinda Ardern	54%	50%	55%	58%	43%	48%	44%	39%
David Seymour	2%	2%	3%	4%	4%	6%	11%	11%
Judith Collins	23%	23%	20%	12%	8%	9%	5%	5%
Christopher Luxon	0.1%	0.1%	0.2%	2%	2%	3%	3%	4%
Chlöe Swarbrick	0.5%	0.6%	0.1%	0.6%	0.8%	2%	0.8%	2%
Simon Bridges	0.1%	0.2%	0.4%	0.4%	1%	2%	2%	1%
Winston Peters	1%	1%	1%	1%	0.7%	1%	0.7%	1%
Marama Davidson	0.2%	0.5%	0.1%	0.3%	0.4%	0.1%	0.3%	0.9%
Grant Robertson	0.2%	-	0.1%	0.2%	0.5%	-	0.5%	0.7%
John Key	0.3%	0.4%	0.4%	1%	0.7%	1%	0.6%	0.5%
Andrew Bayley	-	-	-	-	-	-	-	0.5%
Chris Bishop	-	-	-	-	-	0.3%	0.4%	0.4%
James Shaw	0.1%	0.1%	0.4%	0.2%	0.5%	0.5%	0.1%	0.4%
Erica Stanford	-	-	-	-	-	-	0.5%	0.3%
Rawiri Waititi	-	-	-	-	-	0.4%	0.1%	0.2%
Mark Mitchell	-	0.2%	0.1%	0.2%	0.1%	0.2%	0.3%	0.1%
Helen Clark	-	-	0.4%	0.3%	0.1%	-	0.1%	0.1%
Nanaia Mahuta	-	-	-	0.8%	0.1%	0.1%	-	0.1%
Andrew Little	-	0.1%	-	-	-	0.2%	0.1%	0.1%
Shane Reti	0.2%	0.1%	0.1%	0.2%	0.1%	-	0.3%	0.1%
John Tamihere	-	-	-	-	-	-	-	0.1%
Todd Muller	-	0.1%	-	-	-	0.2%	-	0.1%
Shane Jones	-	-	-	-	-	-	0.1%	0.1%
Phil Twyford	-	-	-	-	-	0.1%	0.3%	-
Steven Joyce	-	-	-	-	-	-	0.1%	-
Kelvin Davis	-	-	-	-	-	-	0.1%	-
Bill English	0.1%	0.2%	-	-	0.1%	0.1%	0.1%	-
Chris Hipkins	-	-	-	0.3%	-	-	0.1%	-
Billy Te Kahika	0.4%	0.2%	0.4%	0.2%	0.1%	-	0.1%	-
Leighton Baker	0.1%	0.1%	0.4%	-	-	0.1%	-	-
Jim Bolger	-	-	-	-	-	0.1%	-	-
Nick Smith	-	-	-	-	-	0.1%	-	-
Other	1%	1%	1%	2%	2%	2%	2%	2%
Don't know	13%	14%	12%	13%	27%	19%	21%	26%
None	1%	2%	1%	2%	2%	3%	4%	3%
Refused	1%	3%	4%	2%	6%	1%	3%	2%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,005	1,007	1,005	1,004	1,006	1,002	1,001	1,001

Based on eligible New Zealand voters. *Percentages do not add to total due to rounding.

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Approval of Judith Collins

“Do you approve or disapprove¹ of the way Judith Collins is handling her job as leader of the National Party?”

Total eligible New Zealand voters						
	25-29 July 2020	23-27 Sep 2020	10-14 Oct 2020	28 Nov-2 Dec 2020	22-26 May 2021	6-10 Nov 2021
Approve	50%	50%	45%	44%	30%	25%
Disapprove	23%	37%	39%	35%	49%	57%
Don't know / Refused	26%	13%	16%	20%	20%	18%
Total	100%*	100%	100%	100%*	100%*	100%
Nett approval (approve % minus disapprove %)	+27	+12²	+6	+9	-19	-31³
Base (n=)	1,004	1,005	1,005	1,004	1,002	1,001

Based on eligible New Zealand voters. *Percentages do not add to 100% due to rounding

Twenty-five percent of eligible voters approve of the way Judith Collins is handling her job as leader of the National Party, compared to 57% who disapprove. A further 18% are undecided or feel unable to answer.

This gives Judith Collins a nett approval rating of -31. Nett approval is the proportion who approve of a politician minus those who disapprove. Judith Collins' approval rating is at its lowest level to date. It has fallen from -19 in May 2021.

Among National Party supporters, 47% approve of how Judith Collins is handling her job, and 38% disapprove, providing her with a nett approval rating of +9. Her nett approval rating amongst National party supporters has dropped from +34 in May 2021.

Those groups of eligible voters who are more likely than average (25%) to **approve** of how Judith Collins is handling her job as leader of the National Party include:

- National Party supporters (47%).

Those groups of eligible voters who are more likely than average (57%) to **disapprove** of how Judith Collins is handling her job as leader of the National Party include:

- Green Party supporters (80%)
- Labour Party supporters (67%)
- Those with a household income greater than \$150,000 (66%)
- Those aged 50-59 (65%).

¹ The order in which the answer codes were read / shown was reversed, so 50% of respondents heard / saw “approve or disapprove” and 50% of respondents heard / saw “disapprove or approve.”

² Please note the nett approval is +12, not +13, due to rounding. The full percentages are 49.5% approval and 37.1% disapproval.

³ Please note the nett approval is -31, not -32, due to rounding. The full percentages are 25.3% approval and 56.6% disapproval.

COVID-19 vaccine mandates

“In the last few months, the Government has introduced mandatory vaccinations for certain public-facing work forces including teachers and health care workers. Do you support or oppose⁴ the Government’s move to mandate vaccinations in certain workforces?”

Total eligible New Zealand voters	
6-10 November 2021	
Support	74%
Oppose	20%
Don’t know	6%
TOTAL	100%
Base (n=)	1,001

Based on eligible New Zealand voters.

The majority of eligible voters (74%) say that they support mandatory Covid-19 vaccinations for public-facing workforces, such as teachers and health care workers. Twenty percent are opposed to this idea, while 6% are unsure.

Those groups of eligible voters more likely than average (74%) to **support** mandatory vaccinations for certain workforces include:

- Labour Party supporters (86%)
- Those with a household income greater than \$150,000 (85%)
- Those aged 55+ (81%).

Those groups of eligible voters more likely than average (20%) to **oppose** mandatory vaccinations for certain workforces include:

- Those living in Waikato (30%).

⁴ The order in which the answer codes were read / shown was reversed, so 50% of respondents heard / saw “support or oppose” and 50% of respondents heard / saw “oppose or support.”

Parliamentary seat entitlement

The following table shows the parliamentary seat entitlement according to the results reported in this poll. The calculation assumes that Rawiri Waititi holds the seat of Waiariki.

	Number of seats
Labour Party	53
National Party	36
ACT Party	18
Green Party	12
Māori Party	1
TOTAL	120

Method for calculating parliamentary seat entitlement

The St Laguë method is used by the Chief Electoral Officer at election time to convert the number of votes for each party into the number of seats they get in Parliament.

It is applied to all the parties which are eligible, either by exceeding the 5% threshold or by winning at least one electorate seat. More information about the St Laguë method can be obtained directly from the Electoral Commission.