

1 NEWS Colmar Brunton Poll

10 – 14 October 2020

Attention: Television New Zealand

Contact: (04) 913-3000

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Level One
46 Sale Street, Auckland CBD
PO Box 33690 Takapuna
Auckland 0740
Ph: (09) 919-9200

Level 9, Legal House
101 Lambton Quay
PO Box 3622, Wellington 6011
Ph: (04) 913-3000

www.colmarbrunton.co.nz

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Thursday 15 October 2020.
POLL CONDUCTED:	Interviewing took place from Saturday 10 to Wednesday 14 October 2020.
MEDIAN FIELDWORK DAY:	Sunday (50% of sample size target was reached on this day).
TARGET POPULATION:	Eligible New Zealand voters.
SAMPLE POPULATION:	Eligible New Zealand voters who live in New Zealand households that have a landline telephone or have access to a New Zealand mobile phone.
SAMPLE SELECTION:	<p>Landline: Nationwide random digit dialling of landline telephones using stratified probability sampling to ensure the sample includes the correct proportion of people in urban and rural areas. Interviewers ask to speak to the person in each household aged 18 years or over with the next birthday. When required, multiple calls are made to reach that person. Voting eligibility is determined at the first question.</p> <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>
SAMPLE SIZE:	n = 1,005 eligible voters, including n=403 polled via landline phone and n=602 polled via mobile phone.
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>
INTERVIEW METHOD:	Conducted by CATI (Computer Assisted Telephone Interviewing).
WEIGHTING:	The data have been weighted to align with Stats NZ population counts for age, gender, region, ethnic identification, and mobile or landline access.
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: The data does not take into account the effects of non-voting and therefore cannot be used to predict the outcome of an election. Undecided voters, non-voters and those who refused to answer are excluded from the data on party support. The results are therefore only indicative of trends in party support, and it would be misleading to report otherwise.

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	46%	Down 1%-point from 3-7 October
National Party	31%	Down 1%-point
Green Party	8%	Up 2%-points
ACT	8%	Steady
New Zealand First	3%	Up 1%-point
New Conservative	2%	Up 1%-point
The Opportunities Party	1%	Down 1%-point
Advance New Zealand	1%	Steady
Māori party	1%	Up 1%-point

UNDECIDED VOTERS		
Party Vote – Don't know or refused	14%	Up 1%-point from 3-7 October

PREFERRED PRIME MINISTER		
Jacinda Ardern	55%	Up 5%-points from 3-7 October
Judith Collins	20%	Down 3%-points
David Seymour	3%	Up 1%-point
Winston Peters	1%	Steady

ECONOMIC OUTLOOK		
Optimism	50%	Up 2%-points from 3-7 October
Pessimism	32%	Down 1%-point

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

8 – 14 October 2020

- National Party leader Judith Collins described obesity as a weakness and says people should not "blame systems for personal choices".
- Prime Minister, Jacinda Ardern, criticised National leader Judith Collins for being 'morally wrong' on climate change and 'desperate' for her ongoing claims about the Greens' wealth tax, and 'simplistic' in her comments about personal responsibility and obesity.
- Judith Collins said Jacinda Ardern lied over testing at the border and she's happy to prove it in court. Ardern dismissed this as "opposition politics".
- NZ First leader, Winston Peters, said the Serious Fraud Office investigation into the New Zealand First Foundation had not hurt the party. The Serious Fraud Office has charged two people with obtaining by deception after its investigation into the foundation. The defendants are accused of obtaining more than \$700,000 between 2015 and 2020, which they then used to pay expenses of the New Zealand First Party.
- As of 13 October, the number of advance votes case had already surpassed the total cast in 2017.
- The Government announced it has reached a deal with Pfizer and BioNTech for 1.5 million doses of a Covid-19 vaccine for 750,000 people.
- Green co-leader James Shaw said the Green Party would expect to have negotiations about a wealth tax with Labour if they enter negotiations after the election. He also defended the party's stance on farming, saying the Greens would seek to fund farmers' transition to sustainable methods and those already doing so would not need to pay.

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?”

Economic outlook

“And do you think during the next 12 months the economy will be in a better state than at present, or in a worse state?”

Party vote

“Which political party would you vote for?”

IF DON'T KNOW

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

	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020	17-21 Sep 2020	23-27 Sep 2020	3-7 Oct 2020	10-14 Oct 2020
Don't know	13%	11%	10%	10%	10%	8%	8%	7%
Refused	4%	5%	4%	4%	4%	3%	5%	8%
TOTAL	17%	16%	15%	14%	14%	11%	13%	14%
Base (n=)	1,004	1,003	1,007	1,004	1,008	1,005	1,007	1,005

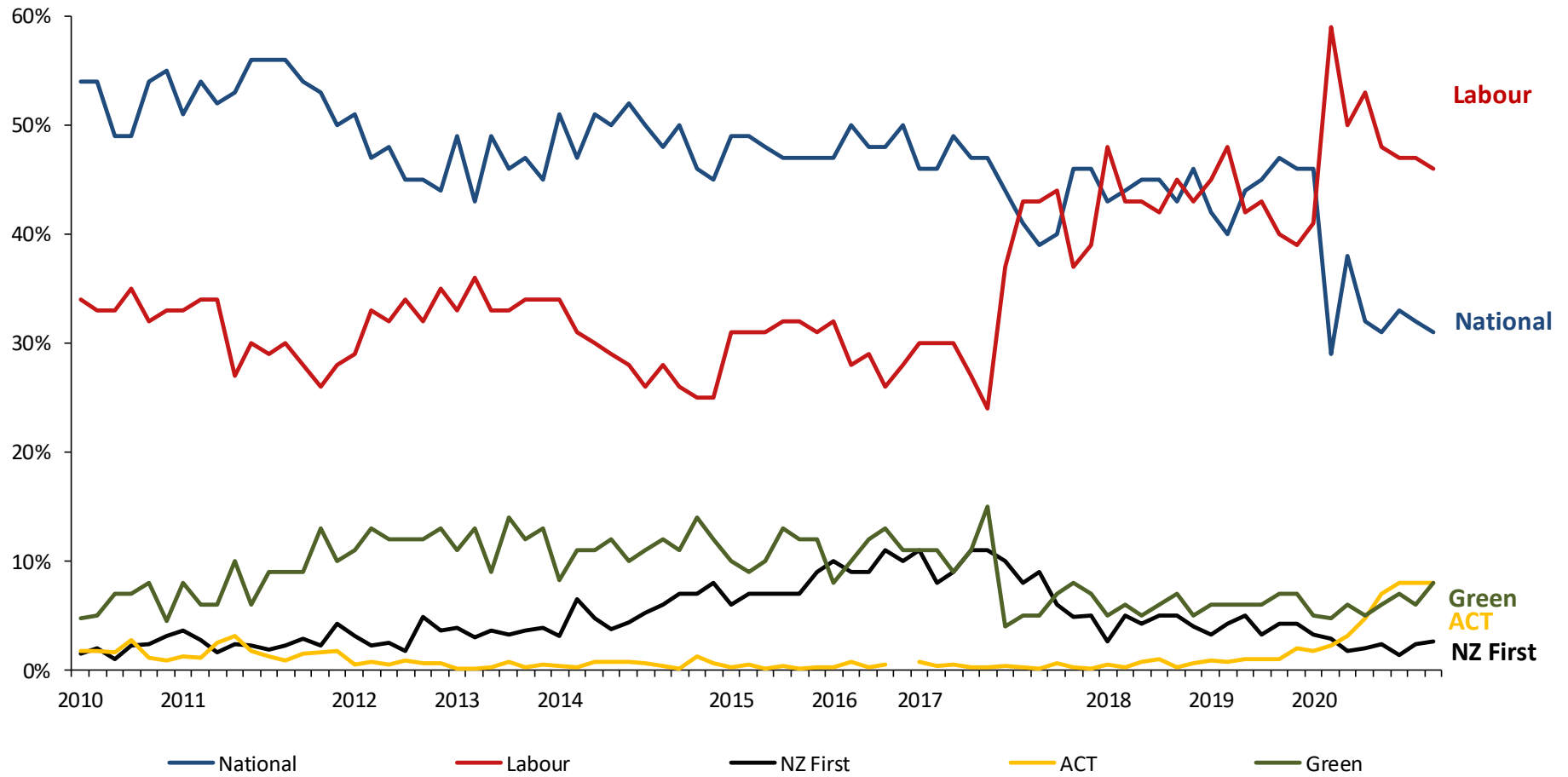
Based on eligible New Zealand voters.

	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020	17-21 Sep 2020	23-27 Sep 2020	3-7 Oct 2020	10-14 Oct 2020
Labour Party	41%	59%	50%	53%	48%	47%	47%	46%
National Party	46%	29%	38%	32%	31%	33%	32%	31%
Green Party	5%	4.7%	6%	5%	6%	7%	6%	8%
ACT Party	1.7%	2.2%	3.1%	4.8%	7%	8%	8%	8%
New Zealand First	3.3%	2.9%	1.8%	2.0%	2.4%	1.4%	2.4%	2.6%
New Conservative	0.8%	0.4%	0.7%	1.2%	1.6%	1.4%	1.3%	1.5%
The Opportunities Party	0.1%	0.5%	0.5%	0.1%	1.1%	1.0%	1.8%	1.1%
Advance NZ	-	-	-	-	0.8%	0.6%	0.9%	0.9%
Māori Party	1.1%	1.2%	0.9%	1.0%	0.9%	0.8%	0.2%	0.6%
ONE Party	-	-	-	0.2%	-	-	0.3%	0.2%
Aotearoa Legalise Cannabis Party	0.1%	-	0.2%	0.2%	0.2%	0.1%	0.3%	-
Vision New Zealand	-	0.1%	-	-	-	-	0.1%	-
Social Credit	-	0.3%	0.1%	-	-	0.2%	-	-
NZ Outdoors Party	-	0.1%	-	-	0.2%	-	-	-
Sustainable New Zealand	-	-	-	-	0.1%	-	-	-
Other	-	-	-	-	-	-	-	-
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	800	835	822	843	847	869	845	838

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

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Party Vote



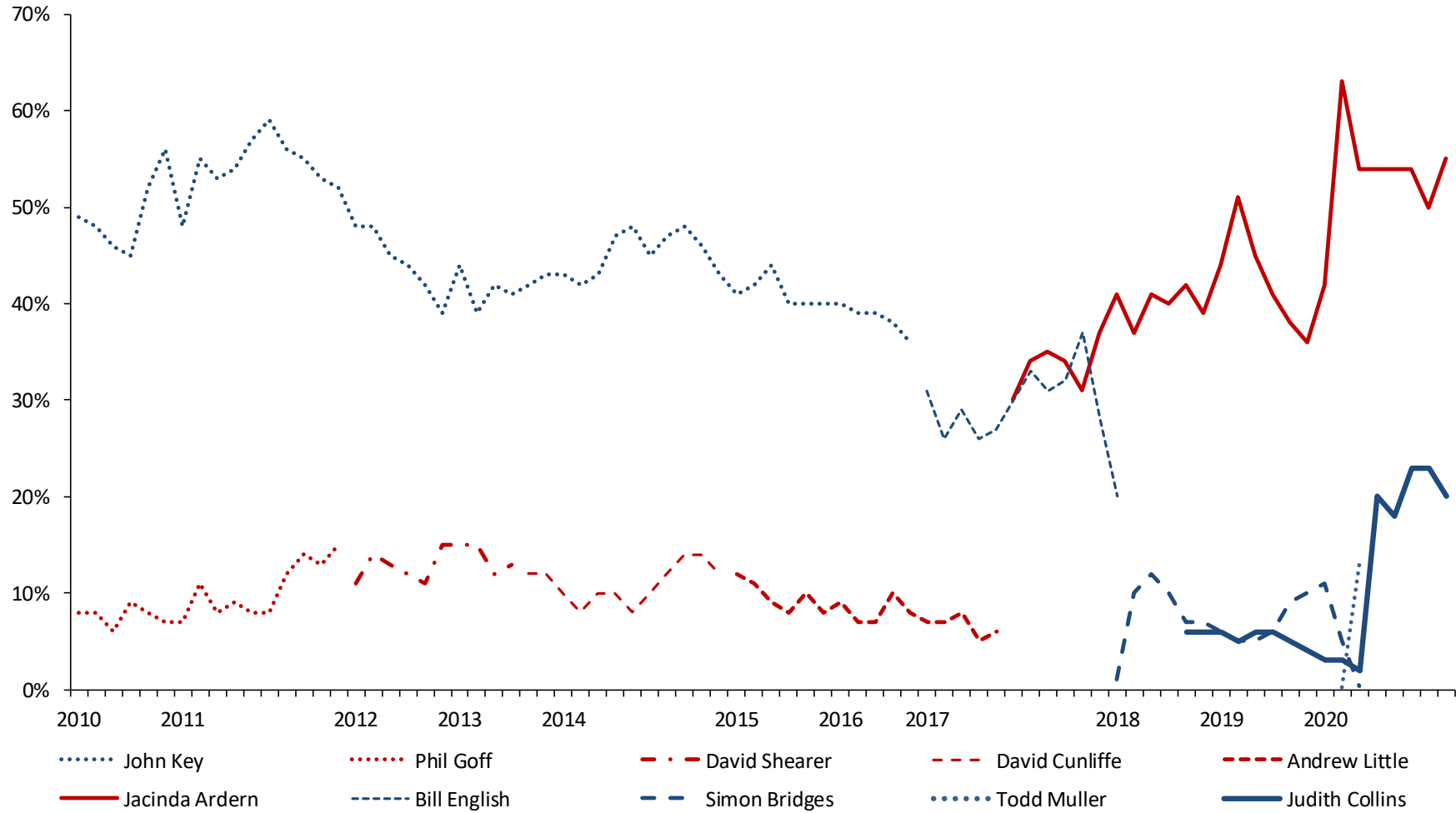
Preferred Prime Minister

“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?”

	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020	17-21 Sep 2020	23-27 Sep 2020	3-7 Oct 2020	10-14 Oct 2020
Jacinda Ardern	42%	63%	54%	54%	54%	54%	50%	55%
Judith Collins	3%	3%	2%	20%	18%	23%	23%	20%
David Seymour	0.8%	0.4%	0.8%	1%	2%	2%	2%	3%
Winston Peters	3%	1%	2%	1%	2%	1%	1%	1%
Leighton Baker	-	0.3%	0.1%	0.1%	0.3%	0.1%	0.1%	0.4%
Billy Te Kahika	-	-	-	0.7%	0.2%	0.4%	0.2%	0.4%
John Key	0.7%	0.5%	0.3%	0.3%	0.7%	0.3%	0.4%	0.4%
James Shaw	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.4%
Helen Clark	0.3%	0.1%	0.1%	-	-	-	-	0.4%
Simon Bridges	11%	5%	0.4%	-	0.1%	0.1%	0.2%	0.4%
Christopher Luxon	1.0%	1.0%	0.9%	0.7%	0.7%	0.1%	0.1%	0.2%
Marama Davidson	0.5%	0.1%	0.1%	0.1%	-	0.2%	0.5%	0.1%
Mark Mitchell	0.1%	0.2%	0.5%	0.3%	0.1%	-	0.2%	0.1%
Shane Reti	-	-	-	-	-	0.2%	0.1%	0.1%
Chloe Swarbrick	-	0.1%	-	0.3%	0.1%	0.5%	0.6%	0.1%
Paula Bennett	1.0%	0.3%	0.3%	0.1%	-	-	-	0.1%
Gerry Brownlee	-	-	-	0.3%	0.2%	0.1%	-	0.1%
Grant Robertson	-	0.1%	0.3%	-	-	0.2%	-	0.1%
Bill English	0.2%	0.1%	0.2%	-	0.3%	0.1%	0.2%	-
Todd Muller	-	0.2%	13.0%	0.2%	-	-	0.1%	-
Andrew Little	0.1%	-	0.2%	-	-	-	0.1%	-
Amy Adams	-	0.2%	0.2%	-	-	0.2%	-	-
Paul Goldsmith	-	0.3%	-	-	0.3%	-	-	-
John Tamihere	-	-	-	-	0.2%	-	-	-
Nick Smith	-	-	-	-	0.1%	-	-	-
Nikki Kaye	0.5%	0.4%	0.2%	-	-	-	-	-
Steven Joyce	0.1%	-	0.2%	-	-	-	-	-
Gareth Morgan	-	0.1%	0.1%	-	-	-	-	-
Kelvin Davis	-	0.1%	-	-	-	-	-	-
Ron Mark	-	0.1%	-	-	-	-	-	-
Phil Goff	0.2%	0.1%	-	-	-	-	-	-
Other	1%	1%	0.7%	0.9%	2%	1%	1%	1%
Don't know	30%	18%	20%	17%	14%	13%	14%	12%
None	2%	2%	3%	2%	2%	1%	2%	1%
Refused	1%	2%	2%	2%	2%	1%	3%	4%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,004	1,003	1,007	1,004	1,008	1,005	1,007	1,005

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

1 NEWS Colmar Brunton Poll *Preferred Prime Minister*



Economic outlook

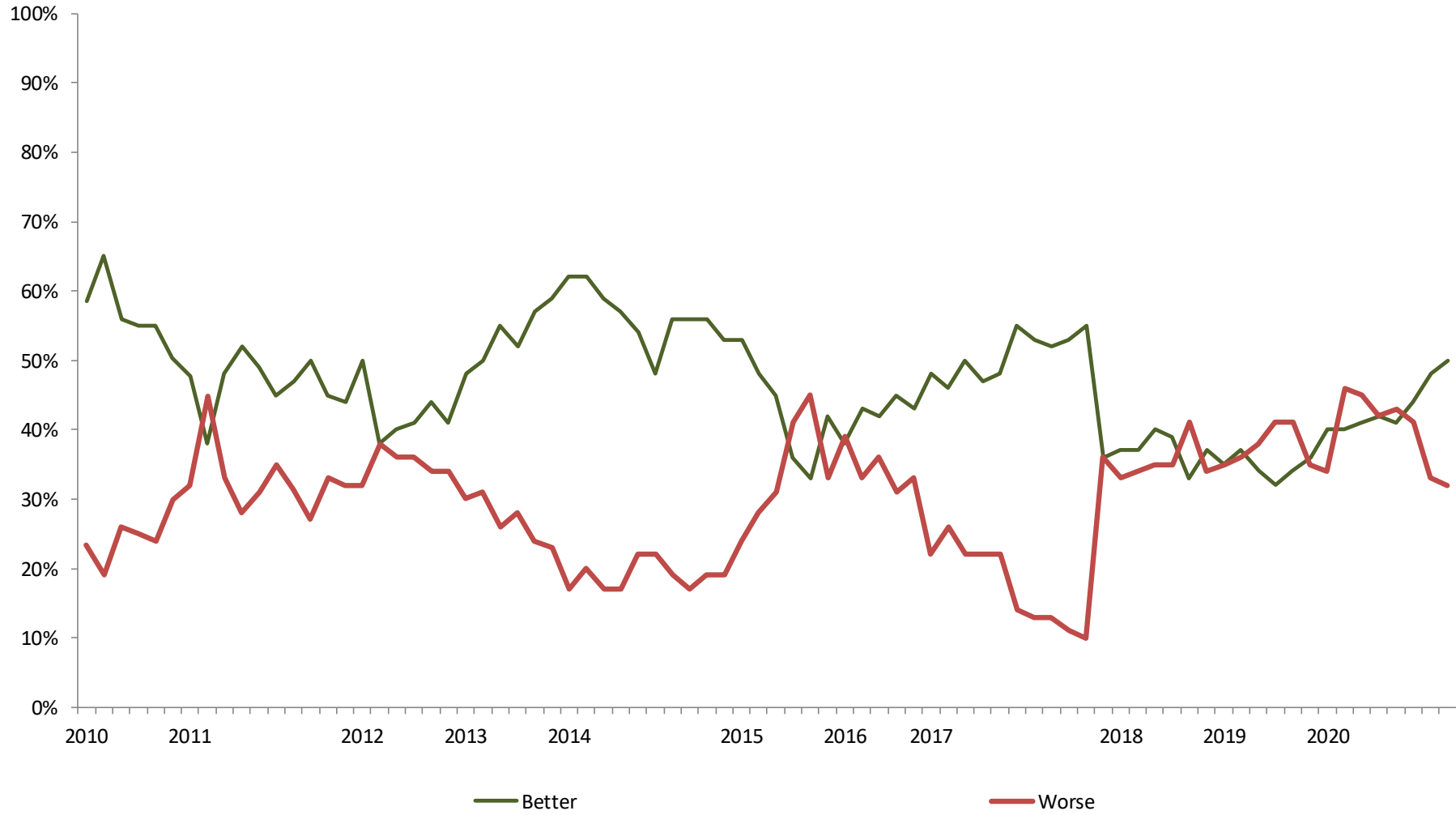
“And do you think during the next 12 months the economy will be in a better state than at present, or in a worse state?”

	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020	17-21 Sep 2020	23-27 Sep 2020	3-7 Oct 2020	10-14 Oct 2020
Better	40%	40%	41%	42%	41%	44%	48%	50%
Same	26%	14%	14%	17%	16%	16%	19%	18%
Worse	34%	46%	45%	42%	43%	41%	33%	32%
TOTAL	100%	100%	100%	100%*	100%	100%*	100%	100%
Base (n=)	1,004	1,003	1,007	1,004	1,008	1,005	1,007	1,005

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

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Economic Outlook



Approval for Jacinda Ardern

“Do you approve or disapprove¹ of the way Jacinda Ardern is handling her job as Prime Minister?”

Total eligible New Zealand voters				
	5-9 Oct 2019	16-20 May 2020	23-27 Sep 2020	10-14 Oct 2020
Approve	62%	86%	72%	74%
Disapprove	29%	10%	22%	20%
Don't know / Refused	8%	4%	6%	6%
Total	100%*	100%	100%	100%
Nett approval (approve % minus disapprove %)	+33	+76	+51²	+55³
Base (n=)	1,008	1,003	1,005	1,005

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

Seventy-four percent of eligible voters approve of the way Jacinda Ardern is handling her job as Prime Minister, compared to 20% who disapprove. A further six percent are undecided (or refused to answer).

This gives Jacinda Ardern a nett approval rating of +55. Nett approval is the proportion who approve of a politician minus those who disapprove.

Jacinda Ardern's approval rating is slightly higher than when we last measured it in September 2020 (+51), but not as high as it was when we came out of the first COVID lockdown in May 2020 (+76).

Those groups of eligible voters who are more likely than average (74%) to **approve** of how Jacinda Ardern is handling her job as Prime Minister include:

- Labour party supporters (98%)
- Green party supporters (95%)
- Wellingtonians (83%).

Those groups of eligible voters who are more likely than average (20%) to **disapprove** of how Jacinda Ardern is handling her job as Prime Minister include:

- ACT party supporters (46%)
- National party supporters (44%)
- Those living in the Bay of Plenty (31%) or the Waikato (29%)
- Men aged 55+ (26%)
- New Zealand Europeans (23%).

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

² Please note the nett approval is +51, not +50, due to rounding. The full percentages are 72.4% approval and 21.6% disapproval.

³ Please note the nett approval is +55, not +54, due to rounding. The full percentages are 74.2% approval and 19.6% disapproval.

Approval of Judith Collins

“Do you approve or disapprove⁴ of the way Judith Collins is handling her job as leader of the National Party?”

Total eligible New Zealand voters					
	Simon Bridges 16-20 May 2020	Todd Muller 20-24 June 2020	Judith Collins 25-29 July 2020	Judith Collins 23-27 Sep 2020	Judith Collins 10-14 Oct 2020
Approve	22%	36%	50%	50%	45%
Disapprove	63%	27%	23%	37%	39%
Don't know / Refused	15%	37%	26%	13%	16%
Total	100%	100%	100%*	100%	100%
Nett approval (approve % minus disapprove %)	-40⁵	+10⁶	+27	+12⁷	+6
Base (n=)	1,003	1,007	1,004	1,005	1,005

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

Forty-five percent of eligible voters approve of the way Judith Collins is handling her job as leader of the National party, compared to 39% who disapprove. A further 16% are undecided (or refused to answer).

This gives Judith Collins a nett approval rating of +6. Nett approval is the proportion who approve of a politician minus those who disapprove.

Judith Collins' approval rating has continued to decline since we first measured it in July 2020 (+27).

Those groups of eligible voters who are more likely than average (45%) to **approve** of how Judith Collins is handling her job as leader of the National Party include:

- National party supporters (87%)
- ACT party supporters (65%)
- Those with an annual household income of more than \$150,000 (58%)
- New Zealand Europeans (49%).

Those groups of eligible voters who are more likely than average (39%) to **disapprove** of how Judith Collins is handling her job as leader of the National Party include:

- Labour party supporters (63%)
- Green party supporters (62%)
- Pacific Peoples (62%)
- Those with an annual household income of between \$70,000 and \$100,000 (48%).

⁴ The order in which the answer codes were read was reversed, so 50% of respondents heard “approve or disapprove” and 50% of respondents heard “disapprove or approve.”

⁵ Please note the nett approval is -40, not -41, due to rounding. The full percentages are 22.3% approval and 62.6% disapproval.

⁶ Please note the nett approval is +10, not +9, due to rounding. The full percentages are 36.3% approval and 26.7% disapproval.

⁷ Please note the nett approval is +12, not +13, due to rounding. The full percentages are 49.5% approval and 37.1% disapproval.

Cannabis Legalisation and Control Bill Referendum

“At the 2020 General Election, voters will be asked whether the recreational use of cannabis should become legal. Do you support the proposed Cannabis Legalisation and Control Bill?”

	Total eligible New Zealand voters					
	4-8 June 2019 ¹	23-27 November 2019	8-12 February 2020	20-24 June 2020	17-21 September 2020 ⁸	10-14 October 2020
Yes, I support the Bill	39%	43%	39%	40%	35%	41%
No, I do not support the Bill	52%	49%	51%	49%	53%	51%
Will not vote	1%	1%	1%	1%	<1%	<1%
Don't know / Refused	8%	6%	9%	11%	11%	8%
Total	100%	100%*	100%	100%*	100%*	100%
Base (n=)	1,002	1,006	1,004	1,007	1,008	1,005

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

On balance, New Zealand voters say they do not support the proposed Cannabis Legalisation and Control Bill. However, the gap between those who support the bill and don't has narrowed since we last asked this question in September.

Fifty-one percent of eligible voters say they do not support the Cannabis Legalisation and Control Bill, whereas 41% support it. Eight percent are undecided or refused to answer the question, while less than one percent said they do not intend to vote.

Those groups of voters who are more likely than average (41%) to **support** the Cannabis Legalisation and Control Bill include:

- Green party supporters (79%)
- Those aged 18-29 (65%)
- Māori (63%)
- Labour party supporters (54%).

Those groups of voters who are more likely than average (51%) to **not support** the Cannabis Legalisation and Control Bill include:

- National party supporters (74%)
- Men aged 55+ (69%)
- Women aged 55+ (64%).

⁸ Question wording was changed from poll onwards to be in line with the final referendum question. Past polls asked people whether they would vote for cannabis to be legalised, or to remain illegal.

End of Life Choice Act 2019 Referendum

“At the 2020 General Election, voters will be asked whether the End of Life Choice Act should come into force. The Act would give people with a terminal illness the option of requested requesting assisted dying. Do you support the End of Life Choice Act 2019 coming into force?”

	Total eligible New Zealand voters			
	8-12 February 2020 ²	20-24 June 2020	17-21 September 2020 ⁹	10-14 October 2020
Yes, I support the Act coming into force	65%	63%	64%	60%
No, I do not support the Act coming into force	25%	24%	25%	33%
Will not vote	1%	1%	<1%	<1%
Don't know / Refused	9%	11%	11%	8%
Total	100%	100%*	100%	100%*
Base (n=)	1,004	1,007	1,008	1,005

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

A majority of New Zealand voters support the End of Life Choice Act coming into force. However, the gap has narrowed between those support it and those who don't.

Sixty percent of eligible voters say they support the End of Life Choice Act coming into force, whereas 33% do not. Eight percent are undecided or refused to answer the question, while less than one percent said they do not intend to vote.

Those groups of voters who are more likely than average (60%) to **support** the End of Life Choice Act coming into force include:

- Men aged 18-34 (73%)
- Those with an annual household income of more than \$150,000 (70%)
- Men (65%)
- New Zealand Europeans (63%).

Those groups of voters who are more likely than average (33%) to **not support** the End of Life Choice Act coming into force include:

- Pacific Peoples (52%)
- Women aged 55+ (43%)
- Those aged 70+ (43%)
- Women (36%).

⁹ Question wording was changed from this poll onwards to be in line with the final referendum question. Past polls asked people whether they would vote for euthanasia to be legalised, or to remain illegal

Parliamentary seat entitlement

The following table shows the parliamentary seat entitlement according to the results reported in this poll.

	Number of seats
Labour Party	59
National Party	40
Green Party	11
ACT Party	10
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.