



1 NEWS Colmar Brunton Poll

17-21 September 2020

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Tuesday 22 September 2020.
POLL CONDUCTED:	Interviewing took place from Thursday 17 to Monday 22 September 2020.
MEDIAN FIELDWORK DAY:	Friday (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 = 1,008 eligible voters, including n=405 polled via landline phone and n=603 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	48%	Down 5%-points from 25-29 July
National Party	31%	Down 1%-point
ACT	7%	Up 2%-points
Green Party	6%	Up 1%-point
New Zealand First	2%	Steady
New Conservative	2%	Up 1%-point
The Opportunities Party	1%	Up 1%-point
Māori Party	1%	Steady
Advance New Zealand	1%	Up 1%-point

UNDECIDED VOTERS		
Party Vote – Don't know or refused	14%	Steady from 25-29 July

PREFERRED PRIME MINISTER		
Jacinda Ardern	54%	Steady from 25-29 July
Judith Collins	18%	Down 2%-points
David Seymour	2%	Up 1%-point
Winston Peters	2%	Up 1%-point

ECONOMIC OUTLOOK		
Optimism	41%	Down 1%-point from 25-29 July
Pessimism	43%	Up 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

4 – 21 September 2020

- Prime Minister Jacinda Ardern announced that Labour would make Matariki an official public holiday from 2022 if re-elected.
- Prime Minister Jacinda Ardern admitted she made a mistake by taking a group photo with supporters in Palmerston North without appropriate social distancing, as the region was in Alert Level 2, and no one was wearing a mask. She apologised for the lack of distance at the daily 1pm press conference.
- Advance NZ Leader Jami-Lee Ross abandoned his attempt to retain the Botany seat at the election.
- The Opportunities Party promised to boost local government infrastructure budgets by \$2.5billion annually through GST returns. Local councils would be returned GST on investment in all new developments to fix old issues like wastewater pipe failures.
- A new National Party health policy was revealed that included \$20million over four years for a new PHARMAC rare disorder fund, on top of the already pledged \$200million for a dedicated cancer drug fund. Other parts of the package included funding for primary care navigator roles in every general practice, ensuring that everyone accepted for an elective surgery receives the procedure within four months, and the reintroduction of public reporting of national health targets.
- National accused Finance Minister Grant Robertson of sugar-coating the Government's economic numbers. New Zealand First Leader Winston Peters called the Pre-Election Economic and Fiscal Update a "wake-up call for New Zealanders." It was announced that short-term GDP growth is not expected to be as negative as once thought, although a longer economic impact is now expected, with no Government surpluses predicted until the mid-2030s.
- Prime Minister Jacinda Ardern ruled out New Zealand First's proposed tobacco tax cuts as part of any post-Election negotiations, stating that higher taxes are one of the tools used to help reduce smoking worldwide.
- National Leader Judith Collins announced the party's planned tax cuts if elected, saying that "no country has ever taxed its way out of a recession." If elected, the party would lift the bottom, middle, and top tax thresholds to "let Kiwis keep more of what they earn." The cost of the plan is an estimated \$10billion and would be paid for using an unallocated portion of the Government's COVID-19 fund, and by spending \$51billion less than Labour over the next 14 years.
- Prime Minister Jacinda Ardern called National's tax cut plans "totally irresponsible" and said that now is not the time to be "raiding" the COVID-19 fund. Finance Minister Grant Robertson said that the numbers "simply don't add up."
- New Zealand First Leader Winston Peters criticised his coalition partners and accused Labour of abandoning the regions. This came after the Labour Party announced it would be discontinuing the Provincial Growth Fund.
- Motorists were encouraged to avoid Auckland's Harbour Bridge wherever possible until major structural repairs are completed. This came after strong winds tipped two trucks on their sides, severely damaging a load-bearing centre span. National Leader Judith Collins promised to build a rail and road tunnel under the harbour following this.
- The Green Party announced its boldest ocean protection plan – they called for a review of the country's fishing Quota Management System, a ban on bottom trawling, and want to spend \$50million on helping the fisheries sector to become more sustainable.
- Finance Minister Grant Robertson accused the National Party of a "basic error" in the costing of its policies, leaving a \$4billion gap in its economic plan. National Finance spokesman Paul Goldsmith admitted to the error, calling it "an irritating mistake."

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?”

	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020	17-21 Sep 2020
Don't know	14%	13%	13%	11%	10%	10%	10%
Refused	4%	3%	4%	5%	4%	4%	4%
TOTAL	18%	17%	17%	16%	15%	14%	14%
Base (n=)	1,008	1,006	1,004	1,003	1,007	1,004	1,008

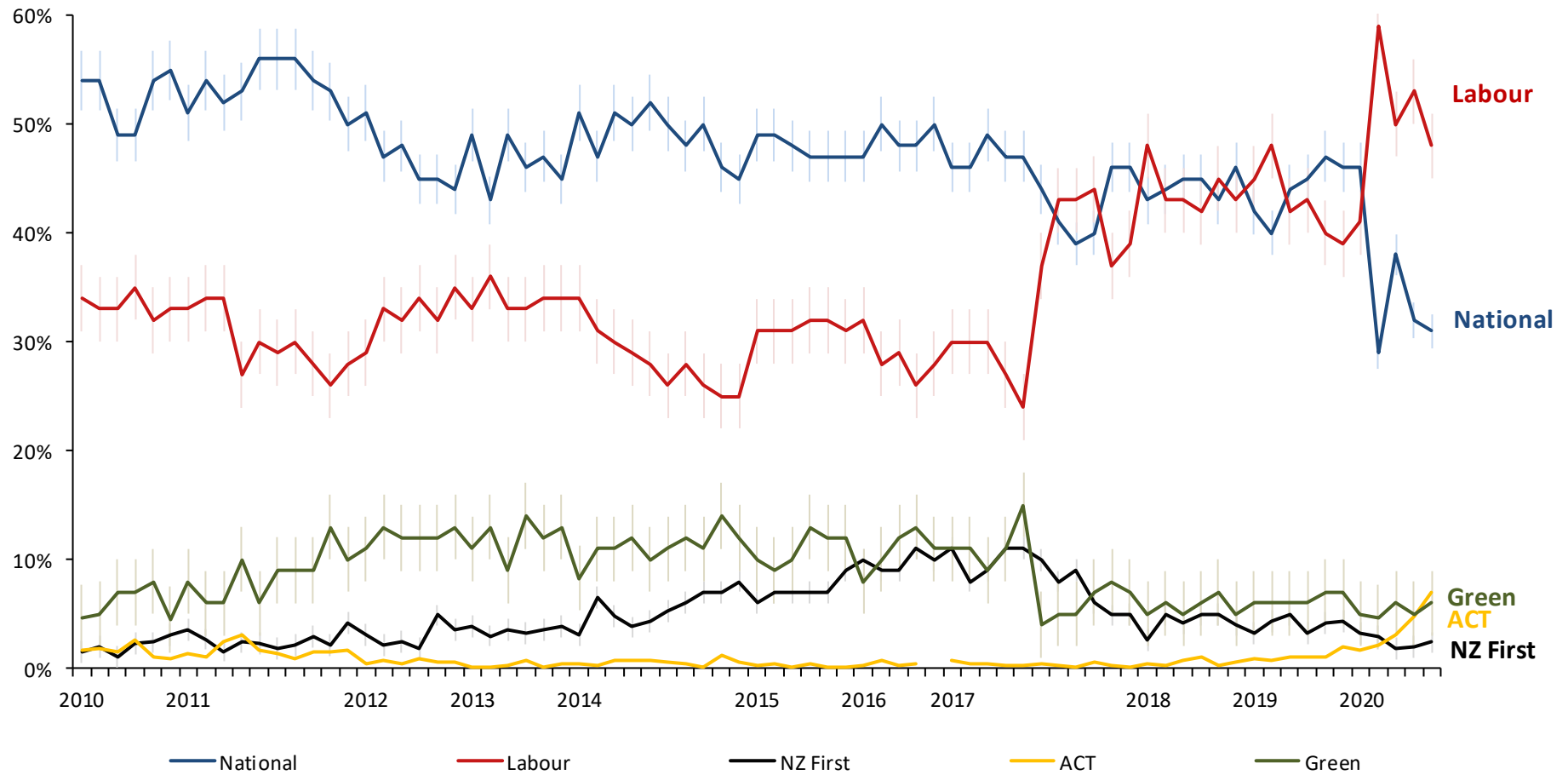
Based on eligible New Zealand voters.

	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020	17-21 Sep 2020
Labour Party	40%	39%	41%	59%	50%	53%	48%
National Party	47%	46%	46%	29%	38%	32%	31%
ACT Party	0.9%	1.6%	1.7%	2.2%	3.1%	4.8%	7%
Green Party	7%	7%	5%	4.7%	6%	5%	6%
New Zealand First	4.2%	4.3%	3.3%	2.9%	1.8%	2.0%	2.4%
New Conservative	0.4%	0.8%	0.8%	0.4%	0.7%	1.2%	1.6%
The Opportunities Party	0.5%	0.9%	0.1%	0.5%	0.5%	0.1%	1.1%
Māori Party	0.8%	0.5%	1.1%	1.2%	0.9%	1.0%	0.9%
Advance NZ	-	-	-	-	-	-	0.8%
Aotearoa Legalise Cannabis Party	0.1%	0.1%	0.1%	-	0.2%	0.2%	0.2%
NZ Outdoors Party	-	-	-	0.1%	-	-	0.2%
Sustainable New Zealand	-	-	-	-	-	-	0.1%
ONE Party	-	-	-	-	-	0.2%	-
Social Credit	-	-	-	0.3%	0.1%	-	-
Vision New Zealand	-	-	-	0.1%	-	-	-
Other	-	-	-	-	-	-	-
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	785	803	800	835	822	843	847

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

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Party Vote



Preferred Prime Minister

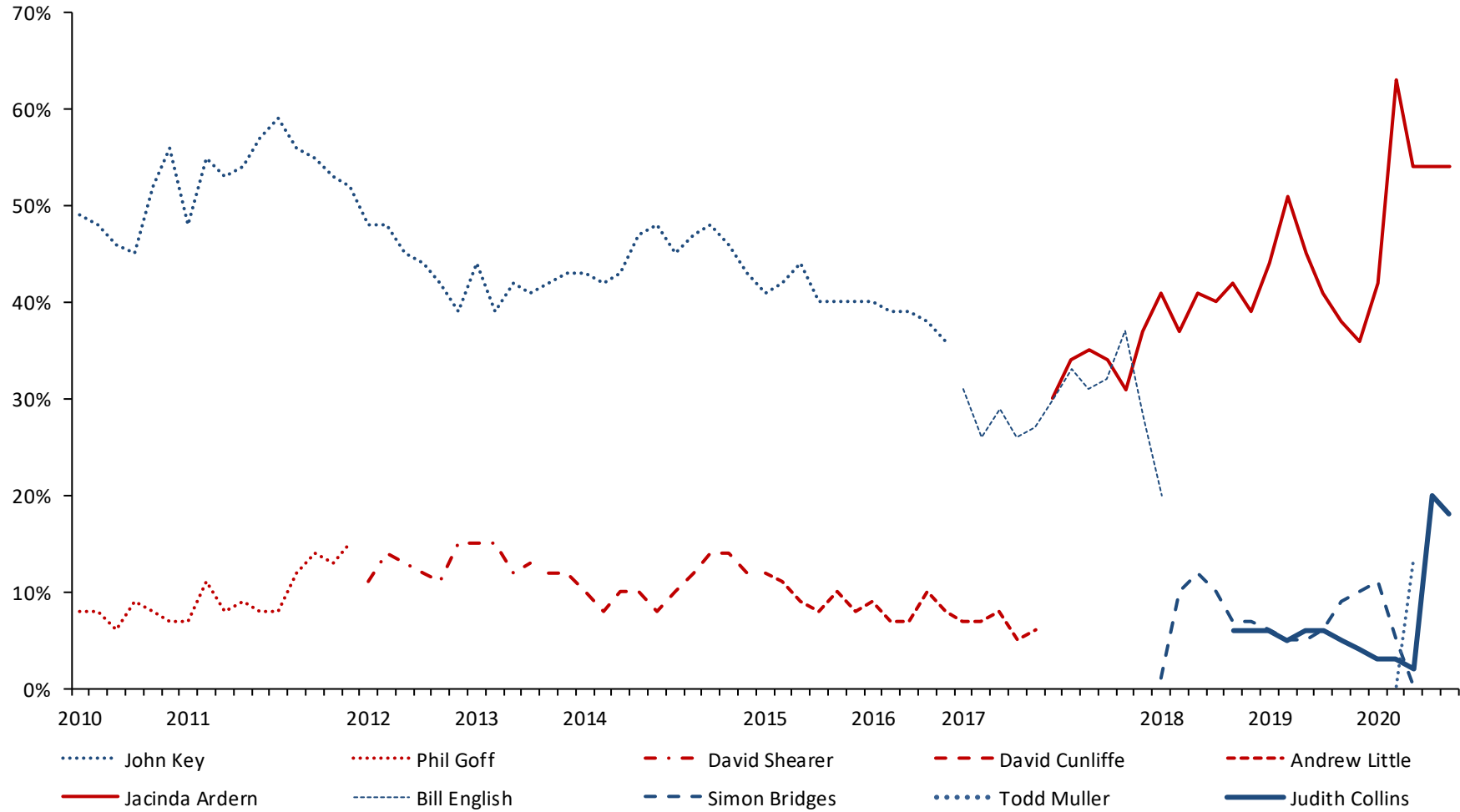
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020	17-21 Sep 2020
Jacinda Ardern	38%	36%	42%	63%	54%	54%	54%
Judith Collins	5%	4%	3%	3%	2%	20%	18%
David Seymour	0.4%	0.6%	0.8%	0.4%	0.8%	1%	2%
Winston Peters	4%	3%	3%	1%	2%	1%	2%
John Key	0.5%	1.0%	0.7%	0.5%	0.3%	0.3%	0.7%
Christopher Luxon	0.4%	1.0%	1.0%	1.0%	0.9%	0.7%	0.7%
Leighton Baker	-	-	-	0.3%	0.1%	0.1%	0.3%
Bill English	0.1%	-	0.2%	0.1%	0.2%	-	0.3%
Paul Goldsmith	-	-	-	0.3%	-	-	0.3%
John Tamihere	-	-	-	-	-	-	0.2%
Billy Te Kahika	-	-	-	-	-	0.7%	0.2%
Gerry Brownlee	-	0.1%	-	-	-	0.3%	0.2%
Nick Smith	-	-	-	-	-	-	0.1%
Simon Bridges	9%	10%	11%	5%	0.4%	-	0.1%
Chloe Swarbrick	0.3%	0.4%	-	0.1%	-	0.3%	0.1%
Mark Mitchell	0.4%	0.3%	0.1%	0.2%	0.5%	0.3%	0.1%
James Shaw	0.3%	0.3%	0.1%	0.1%	0.1%	0.1%	0.1%
Todd Muller	0.2%	-	-	0.2%	13.0%	0.2%	-
Marama Davidson	0.3%	-	0.5%	0.1%	0.1%	0.1%	-
Paula Bennett	0.6%	0.9%	1.0%	0.3%	0.3%	0.1%	-
Grant Robertson	-	-	-	0.1%	0.3%	-	-
Nikki Kaye	0.2%	0.2%	0.5%	0.4%	0.2%	-	-
Steven Joyce	0.1%	-	0.1%	-	0.2%	-	-
Andrew Little	-	0.1%	0.1%	-	0.2%	-	-
Amy Adams	0.2%	-	-	0.2%	0.2%	-	-
Gareth Morgan	-	-	-	0.1%	0.1%	-	-
Helen Clark	0.1%	0.2%	0.3%	0.1%	0.1%	-	-
Kelvin Davis	-	-	-	0.1%	-	-	-
Ron Mark	-	-	-	0.1%	-	-	-
Phil Goff	-	-	0.2%	0.1%	-	-	-
Other	1%	2%	1%	1%	0.7%	0.9%	2%
Don't know	32%	34%	30%	18%	20%	17%	14%
None	3%	3%	2%	2%	3%	2%	2%
Refused	3%	2%	1%	2%	2%	2%	2%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,008	1,006	1,004	1,003	1,007	1,004	1,008

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

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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?”

	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020	17-21 Sep 2020
Better	34%	36%	40%	40%	41%	42%	41%
Same	25%	29%	26%	14%	14%	17%	16%
Worse	41%	35%	34%	46%	45%	42%	43%
TOTAL	100%	100%	100%	100%	100%	100%*	100%
Base (n=)	1,008	1,006	1,004	1,003	1,007	1,004	1,008

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

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Economic Outlook



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 ¹	8-12 February 2020 ¹	20-24 June 2020 ¹	17-21 September 2020
Yes, I support the Bill	39%	43%	39%	40%	35%
No, I do not support the Bill	52%	49%	51%	49%	53%
Will not vote	1%	1%	1%	1%	<1%
Don't know / Refused	8%	6%	9%	11%	11%
Total	100%	100%*	100%	100%*	100%*
Base (n=)	1,002	1,006	1,004	1,007	1,008

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

A majority of New Zealand voters say they do not support the proposed Cannabis Legalisation and Control Bill. The question asked in this poll was amended to reflect the wording that will be used in the referendum. However, the overall trend remains, with opposition to the legalisation of cannabis outweighing support.

Fifty-three percent of eligible voters say they do not support the Cannabis Legalisation and Control Bill, whereas 35% support it. Eleven 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 (35%) to **support** the Cannabis Legalisation and Control Bill include:

- Green party supporters (88%)
- Those aged 18-29 (65%)
- Māori (48%)
- Labour party supporters (41%).

Those groups of voters who are more likely than average (53%) to **not support** the Cannabis Legalisation and Control Bill include:

- Those aged 70+ (76%)
- Those aged 60-69 (72%)
- National party supporters (72%)
- Those aged 50-59 (62%).

¹ Question wording was changed for this poll 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 ²	17-21 September 2020
Yes, I support the Act coming into force	65%	63%	64%
No, I do not support the Act coming into force	25%	24%	25%
Will not vote	1%	1%	<1%
Don't know / Refused	9%	11%	11%
Total	100%	100%*	100%
Base (n=)	1,004	1,007	1,008

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

A majority of New Zealand voters say support the End of Life Choice Act coming into force. The question asked in this poll was amended to reflect the wording that will be used in the referendum. However, the overall trend remains, with support for euthanasia far outweighing opposition.

Sixty-four percent of eligible voters say they support the End of Life Choice Act coming into force, whereas 25% do not. Eleven 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 (64%) to **support** the End of Life Choice Act coming into force include:

- ACT party supporters (79%)
- Males aged 35-54 (73%)
- Those with an annual household income of more than \$150,000 (72%)
- New Zealand Europeans (70%).

Those groups of voters who are more likely than average (25%) to **not support** the End of Life Choice Act coming into force include:

- Pacific Peoples (54%)
- Those with an annual household income of less than \$30,000 (39%)
- Those aged 70+ (39%).

² Question wording was changed for this poll 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

Matariki as a public holiday

“It has been proposed that Matariki is made a new public holiday in 2022. Matariki signals the Māori new year. Do you support or oppose³ making Matariki a public holiday?”

Total eligible New Zealand voters	
17-21 Sep 2020	
Support	69%
Oppose	23%
Don't know / Refused to answer	8%
Total	100%
Base (n=)	1,008

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

A clear majority of eligible New Zealand voters support the proposal to make Matariki a public holiday.

Sixty-nine percent of eligible voters say they support making Matariki a public holiday, while 23% oppose this idea, and eight percent are undecided.

Those groups of voters who are more likely than average (69%) to **support** making Matariki a public holiday include:

- Females aged 18-34 (95%)
- Green party supporters (94%)
- Asian New Zealanders (87%)
- Labour party supporters (85%)
- Males aged 18-34 (82%)
- Māori (81%)
- Females aged 35-54 (77%).

Those groups of voters who are more likely than average (23%) to **not support** making Matariki a public holiday include:

- ACT party supporters (48%)
- Those aged 70+ (43%)
- National party supporters (42%)
- New Zealand Europeans (27%).

³ The order in which the answer codes were read was reversed, so 50% of respondents heard “support” first, and 50% heard “oppose” first.

COVID-19 vaccine

“If a vaccine is made available to protect against COVID-19, how likely would you be to get such a vaccination for yourself?”

“Would you definitely get it, probably, probably not, or definitely not get it⁴?”

Total eligible New Zealand voters	
25-29 Jul 2020	
Definitely get it	44%
Probably	32%
Probably not	11%
Definitely not get it	10%
Don't know / it depends	4%
Nett: Definitely / probably would get it	76%
Nett: Definitely / probably would not get it	20%
Total	100%
Base (n=)	1,008

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

The majority of eligible New Zealand voters say they would get a vaccine to COVID-19, but a notable minority are reluctant to.

Seventy-six percent say they would either definitely (44%) or probably (32%) get a vaccination to COVID-19. In contrast 20% say they would either definitely (10%) or probably (11%) not do so. A further four percent are undecided.

Those groups of voters who are more likely than average (76%) to say they **would** get vaccinated include:

- Those with an annual household income of between \$100,001 and \$150,000 (85%)
- Labour party supporters (84%)
- Males aged 55+ (83%).

Those groups of voters who are more likely than average (20%) to say they **would not** get vaccinated include:

- Those with an annual household income of less than \$30,000 (28%)
- Single Person household (26%).

⁴ The order in which the answer codes were read was reversed, so 50% of respondents heard “Would you definitely get it, probably, probably not, or definitely not get it”, and 50% heard “Would you definitely not get it, probably not, probably, or definitely get it” first.

Parliamentary seat entitlement

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

	Number of seats
Labour Party	62
National Party	41
ACT Party	9
Green Party	8
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.