



1 NEWS Colmar Brunton Poll

20 – 24 July 2019

Attention: Television New Zealand

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Contents

Contents	1
Methodology summary	2
Summary of results.....	3
Key political events.....	4
Question order and wording.....	5
Party vote	6
Preferred Prime Minister	8
Economic outlook	10
Low-emissions vehicle incentive scheme	12
Euthanasia bill	13
Single-use plastics ban	14
Superannuation eligibility age	15
Parliamentary seat entitlement	17
Method for calculating parliamentary seat entitlement	17

Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Monday 29 July 2019.
POLL CONDUCTED:	Interviewing took place from Saturday 20 to Wednesday 24 July 2019.
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 = 1,003 eligible voters, including n=502 polled via landline phone and n=501 polled via mobile phone.
SAMPLING ERROR:	<p>The maximum sampling error is approximately ± 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 ± 1.9-points and ± 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		
National Party	45%	Up 1%-point from 4 – 8 Jun 2019
Labour Party	43%	Up 1%-point
Green Party	6%	Steady
New Zealand First	3%	Down 2%-points
Māori Party	1%	Up 1%-point
ACT	1%	Steady
New Conservative	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	13%	Down 1%-point from 4 – 8 Jun 2019

PREFERRED PRIME MINISTER		
Jacinda Ardern	41%	Down 4%-points from 4 – 8 Jun 2019
Judith Collins	6%	Steady
Simon Bridges	6%	Up 1%-point
Winston Peters	2%	Down 3%-points

ECONOMIC OUTLOOK		
Optimism	32%	Down 2%-points from 4 – 8 Jun 2019
Pessimism	41%	Up 3%-points

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

27 June – 24 July 2019

- The Government's single-use plastic bag ban came into effect on 1st July.
- A bill legalising voluntary euthanasia passed its second reading in Parliament. The bill, put forward by ACT Party Leader David Seymour, passed 70 – 50 in the vote, taking legal assisted dying one step closer to becoming law. The third and final reading will take place when the House reconvenes.
- The Government has put forward a law change that would mean vehicles with lower emissions, such as electric cars, would be discounted by up to \$8,000, while heavy petrol users would be hit with price increases of up to \$3,000 from 2021. The National Party said the Government's plan to get drivers into more eco-friendly cars could end up taxing bigger vehicles more significantly than advertised.
- More than \$1 million worth of weapons were handed over at the end of the first weekend of the Government's gun buyback, following the terror attack in Christchurch.
- Foreign Minister Winston Peters travelled to the United States to meet with senior Trump administration officials in the aim to advance New Zealand's political and economic relationship.
- The Government approved a \$3 million grant for a company to develop New Zealand's first 100-percent recycled plastic food packaging plant.
- New Zealand was one of 22 countries to sign a letter to the president of the United Nations Human Rights Commission rebuking the Chinese government for its treatment of the ethnic Uighurs in the Xinjiang region. Experts said that doing so is likely to result in a serious backlash for New Zealand.
- Prime Minister Jacinda Ardern met with Australian Prime Minister Scott Morrison in Melbourne. The visit marked the first time Ardern has met with Morrison following his re-election in May. Key issues raised during the trip included the deportation of New Zealanders living in Australia, and the pathway to Australian citizenship for New Zealanders living across the Tasman. While Australian lawmakers did not give any ground on the matter, Prime Minister Ardern 'vowed not to give up her fight.'
- Deputy Speaker Anne Tolley apologised for interrupting a youth MP during a speech she was giving at Youth Parliament about mental health and losing a friend to suicide.
- Farming sector leaders signalled support for a new emissions system in the near future, having opposed such a scheme for many years.

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?”

	28 Jul – 1 Aug 2018	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019
Don't know	12%	11%	10%	10%	11%	10%	11%
Refused	4%	3%	3%	6%	4%	4%	3%
TOTAL	16%	14%	13%	16%	15%	14%	13%
Base (n=)	1,007	1,006	1,008	1,006	1,009	1,002	1,003

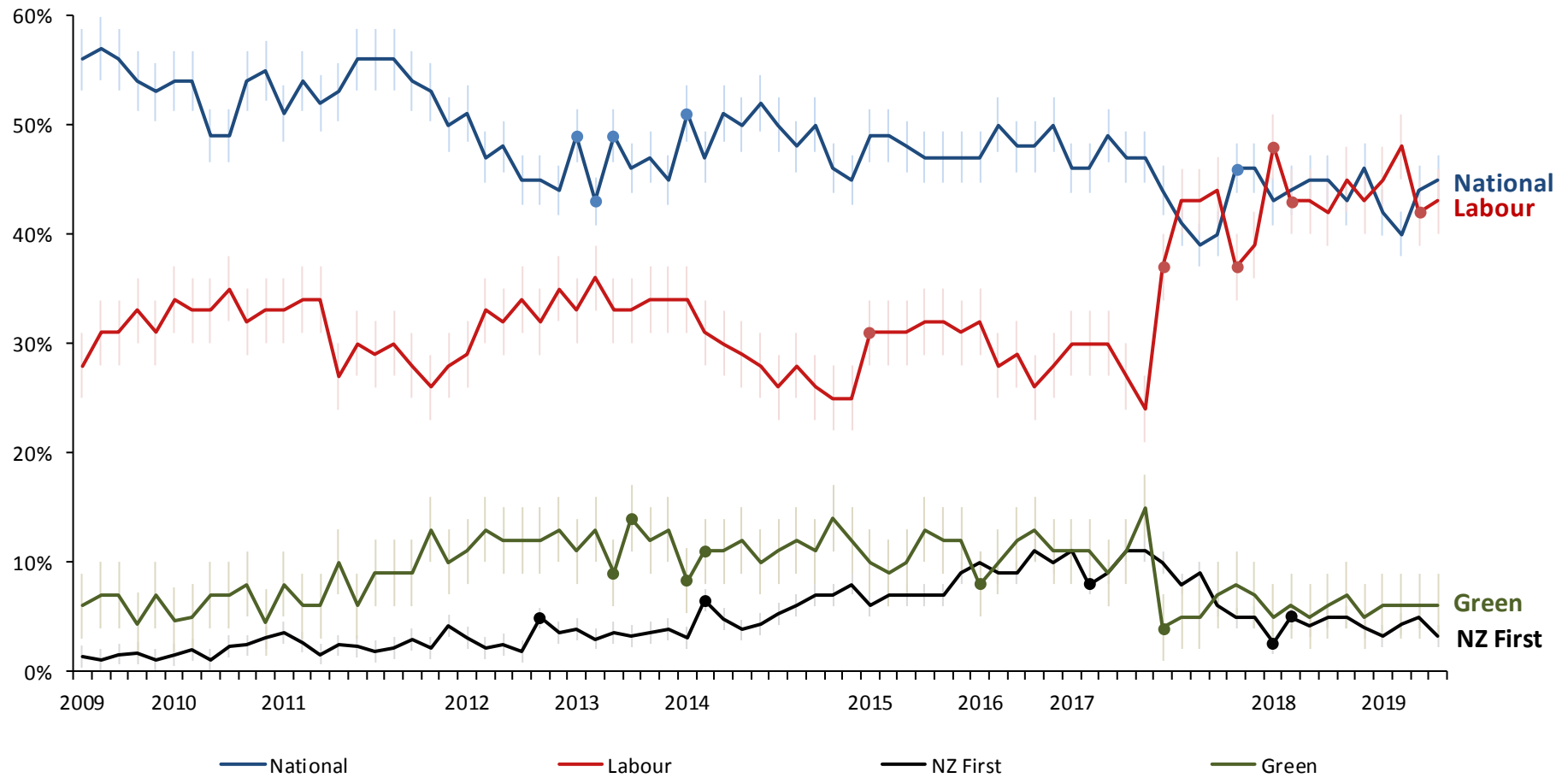
Based on eligible New Zealand voters.

	28 Jul – 1 Aug 2018	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019
National Party	45%	43%	46%	42%	40%	44%	45%
Labour Party	42%	45%	43%	45%	48%	42%	43%
Green Party	6%	7%	5%	6%	6%	6%	6%
New Zealand First	5%	5%	4.0%	3.3%	4.3%	5%	3.3%
Māori Party	0.9%	0.6%	0.9%	1.4%	0.5%	0.5%	1.1%
ACT Party	1.1%	0.3%	0.6%	0.9%	0.7%	0.7%	1.0%
New Conservative	0.1%	0.3%	-	0.2%	0.4%	0.6%	0.8%
The Opportunities Party	0.4%	0.3%	0.3%	0.6%	-	0.5%	0.5%
Aotearoa Legalise Cannabis Party	-	-	0.1%	-	0.2%	0.1%	0.1%
Other	0.2%	0.2%	0.5%	0.1%	-	0.4%	0.2%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	814	806	826	821	814	820	827

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

1 NEWS Colmar Brunton Poll

Party Vote



Note: Line markers indicate significant differences from the previous poll at the 95% confidence level, and error bars display the 95% confidence interval for each National, Labour, Green and NZ First Party result. Error bars and markers are not displayed for other parties because they would be indistinguishable on the chart. Significance testing carried out back to the 2011 general Election. Results up to the end of September 2017 were obtained via landline-only sampling.

Preferred Prime Minister

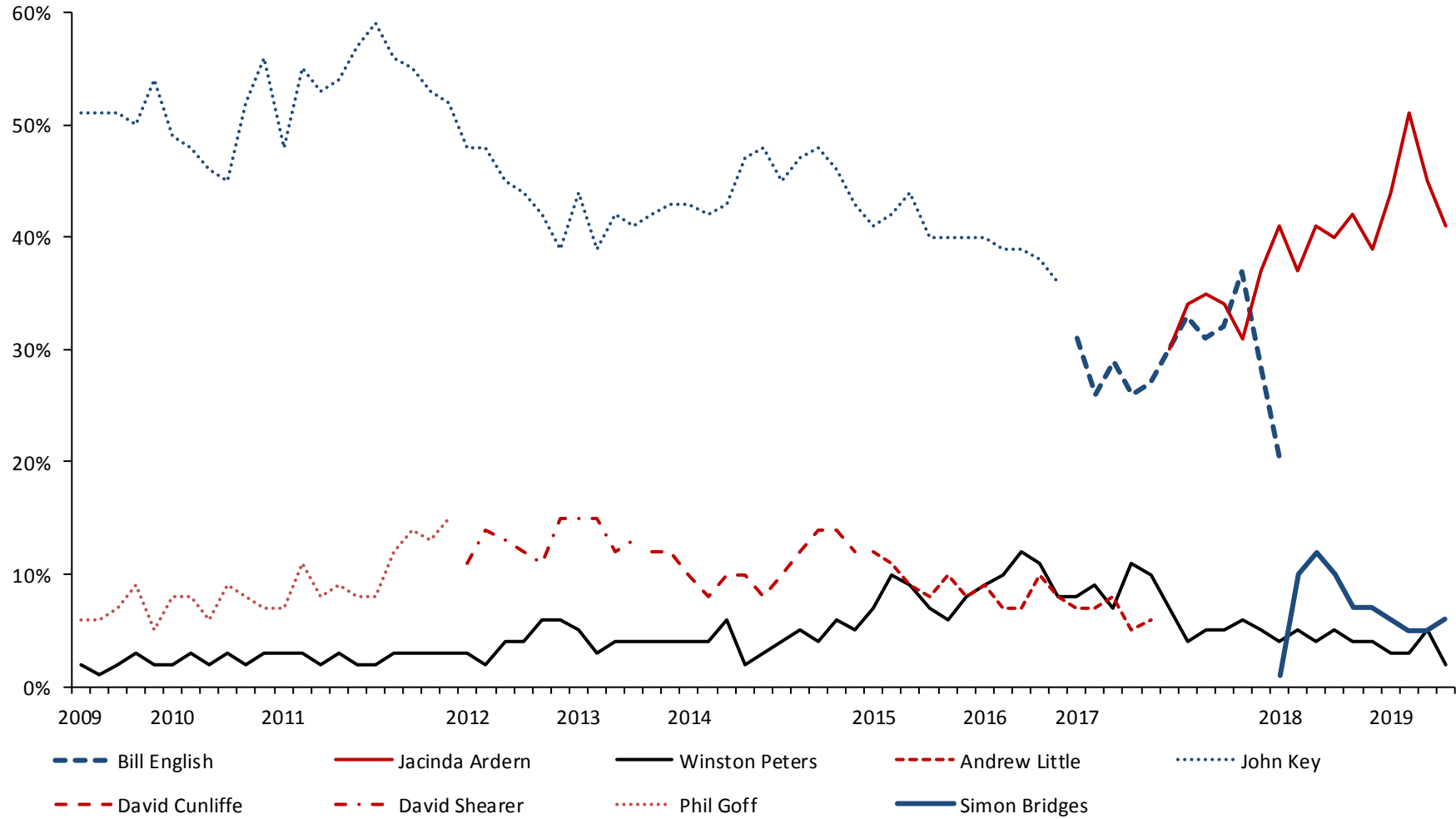
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	28 Jul – 1 Aug 2018	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019
Jacinda Ardern	40%	42%	39%	44%	51%	45%	41%
Judith Collins	2%	5%	6%	6%	5%	6%	6%
Simon Bridges	10%	7%	7%	6%	5%	5%	6%
Winston Peters	5%	4%	4%	3%	3%	5%	2%
John Key	2%	1%	2%	1%	0.1%	0.9%	1%
Christopher Luxon	-	-	-	-	-	-	0.6%
Mark Mitchell	0.2%	0.3%	0.6%	0.8%	0.2%	1%	0.5%
David Seymour	0.2%	-	0.1%	0.1%	0.2%	0.5%	0.4%
Paula Bennett	0.5%	1%	0.5%	0.8%	0.4%	0.4%	0.3%
Helen Clark	0.5%	0.4%	-	-	-	<0.1%	0.2%
Bill English	0.9%	1%	0.4%	0.4%	0.3%	0.1%	0.2%
Kelvin Davis	0.1%	0.1%	0.1%	0.1%	0.1%	-	0.2%
Grant Robertson	0.2%	0.1%	0.1%	<0.1%	-	0.2%	0.1%
Todd Muller	-	-	-	-	-	-	0.1%
Marama Davidson	0.3%	0.1%	-	-	-	-	0.1%
Chloe Swarbrick	-	-	-	0.3%	-	0.3%	0.1%
Amy Adams	0.4%	0.5%	0.5%	1%	0.1%	0.5%	0.1%
Stuart Nash	-	-	-	0.1%	<0.1%	-	0.1%
Hamish Walker	-	-	-	-	-	0.3%	-
Nikki Kaye	<0.1%	0.1%	0.5%	0.5%	0.3%	0.2%	-
James Shaw	0.3%	0.1%	0.1%	0.2%	0.2%	0.1%	-
Andrew Little	0.1%	0.1%	0.2%	-	-	0.1%	-
David Parker	-	0.1%	-	-	-	0.1%	-
Steven Joyce	<0.1%	-	-	0.1%	0.3%	-	-
Shane Jones	0.2%	-	0.2%	0.1%	-	-	-
Phil Goff	-	-	-	<0.1%	-	-	-
Gerry Brownlee	-	0.1%	0.1%	-	-	-	-
Other	1%	2%	2%	2%	1%	2%	3%
Don't know	31%	30%	32%	28%	28%	28%	32%
None	4%	4%	5%	3%	2%	3%	4%
Refused	2%	2%	1%	2%	3%	2%	2%
TOTAL	100%	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,007	1,006	1,007	1,006	1,009	1,002	1,003

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?”

	28 Jul – 1 Aug 2018	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019
Better	39%	33%	37%	35%	37%	34%	32%
Same	26%	27%	29%	30%	28%	28%	27%
Worse	35%	41%	34%	35%	36%	38%	41%
TOTAL	100%	100%*	100%	100%	100%*	100%	100%
Base (n=)	1,007	1,006	1,008	1,006	1,009	1,002	1,003

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

1 NEWS Colmar Brunton Poll

Economic Outlook



Low-emissions vehicle incentive scheme

“The Government is proposing to introduce an incentive scheme to encourage New Zealanders into low-emission vehicles, such as electric cars, hybrids, and other lower emission cars. Under the scheme, new low-emission vehicles would be subsidised, making them cheaper to buy, whilst a fee would be added to the cost of new high-emission vehicles, like utes and SUVs, making them more expensive to buy.

Do you support or oppose the Government’s low-emission vehicle incentive scheme?”

	Total eligible New Zealand voters
Support ¹	51%
Oppose	39%
Don’t know	10%
Total	100%
Base (n=)	1,003

Based on eligible New Zealand voters.

A slim majority of New Zealand voters support the introduction of the low-emissions vehicle incentive scheme. Fifty-one percent support the measure compared to 39% who oppose it, with 10% who are unsure.

Those groups of voters who are more likely than average (51%) to support the scheme are:

- Green party supporters (78%)
- Wellingtonians (65%)
- Labour party supporters (64%)
- Asian New Zealanders (63%)
- Those aged 18-34 (61%).

Those groups of voters who are more likely than average (39%) to oppose the scheme are:

- National party supporters (56%)
- Those living in the Waikato (54%)
- Men aged 55 and over (52%)
- Men aged 35-54 (48%)
- New Zealand Europeans (43%).

¹ The order in which the answer codes were read was reversed, so 50% of respondents heard “support” first, and 50% heard “oppose” first.

Euthanasia bill

“Parliament is considering a new bill on euthanasia. Do you think a person who is terminally or incurably ill should be able to request the assistance of a doctor to end their life?”

Total eligible New Zealand Voters				
	11-15 July 2015	1-5 July 2017	28 July – 1 August 2018	20-24 July 2019
Yes	75%	74%	76%	72%
No	21%	18%	15%	20%
Don't know	5%	9%	9%	7%
Total	100%*	100%*	100%	100%*
Base (n=)	1,000	1,007	1,007	1,003

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

There continues to be a majority of New Zealand voters who support making euthanasia available to those who are terminally or incurably ill. In 2019, 72% support it, whilst 20% are opposed and 7% are unsure.

The level of support is in line with results from 2018, 2017, 2015, and an earlier poll in 2003². The difference in the level of support between 2018 and 2019 is not statistically significant.

There has been a reversal in the downwards trend in the proportion of voters who oppose euthanasia. The increase from 15% in 2018 to 20% in 2019 is statistically significant. The significant increase is due to a combination of a lower level of support and a lower level of don't know responses.

Those groups of voters who are more likely than average (72%) to support euthanasia are:

- Those with an annual household income of between \$100,001 and \$150,000 (82%)
- New Zealand Europeans (76%).

There are no groups of voters who are more likely than average to be oppose euthanasia.

² This poll found 73% of voters were in favour of a previous euthanasia bill being passed into law.

Single-use plastics ban

“The Government has recently banned single-use plastic bags. Do you think the ban should be extended to other single-use plastics, such as packaging, bottles, and straws?”

	Total eligible New Zealand voters
Yes	82%
No	15%
Don't know	4%
Total	100%*
Base (n=)	1,003

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

Following the ban on single-use plastic bags, there is overwhelming support amongst New Zealand voters for banning more single-use plastics. Eighty-two percent support banning further items, while 15% oppose this and 4% are unsure.

Those groups of voters who are more likely than average (82%) to support banning other single-use plastic items are:

- Green party supporters (98%)
- Labour party supporters (91%)
- Those aged 60-69 (89%)
- Those with an annual household income of up to \$30,000 (89%)
- Women (87%).

Those groups of voters who are more likely than average (15%) to oppose banning other single-use plastic items are:

- Men aged 18-34 (27%)
- Men aged 35-54 (22%)
- National party supporters (22%).

Superannuation eligibility age

“Superannuation is currently paid to New Zealanders aged 65 and over. Do you think the age of eligibility for Superannuation should...?”

	Total eligible New Zealand voters	
	18-22 March 2017	20-24 July 2019
Be higher than 65 ³	28%	18%
Be below 65	11%	12%
Remain at 65	59%	68%
Don't know	2%	2%
Total	100%	100%
Base (n=)	1,003	1,003

Based on eligible New Zealand voters.

Most New Zealand voters would like the eligibility age for Superannuation to remain at 65. Indeed, those who feel it should remain at 65 has increased from 59% of voters in March 2017 to 68% in July 2019. In contrast those who feel the eligibility age should be raised has decreased from 28% in March 2017 to 18% in July 2019. The proportion who feel the eligibility age should be lowered (12%) is consistent with March 2017 (11%).

It should be noted the March 2017 poll was conducted after the National government had proposed increasing the age to 67 by 2040.

Those groups of voters who are more likely than average (68%) to feel the age of eligibility should remain the same are:

- Those living in Otago or Southland (78%)
- Those aged 60-69 (76%)
- New Zealand Europeans (73%)
- Women aged 55 and over (73%).

Those groups of voters who are more likely than average (18%) to feel the age of eligibility should be raised above 65 are:

- Those aged 70+ (30%)
- Wellingtonians (27%)
- Those with an annual household income of between \$100,001 to \$150,000 (26%).

Those groups of voters who are more likely than average (12%) to feel the age of eligibility should be lowered below 65 are:

- Asian New Zealanders (31%)
- Pacific peoples (29%)
- Those aged 40-49 (21%)

³The order in which the answer codes were read out was rotated across the survey respondents.

- Aucklanders (17%)
- Labour party supporters (16%).

Parliamentary seat entitlement

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

The table assumes ACT wins one electorate seat.

	Number of seats
National Party	57
Labour Party	55
Green Party	7
ACT 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.