



1 NEWS Colmar Brunton Poll

22 – 26 May 2021

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Thursday 27 May 2021.
POLL CONDUCTED:	Interviewing took place from Saturday 22 to Wednesday 26 May 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 = 1,002 eligible voters, including n=501 polled via mobile phone and n=501 polled online, using online panels.
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> <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 and ethnic identification.
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	46%	Down 3%-points from 9 – 13 March 2021
National Party	29%	Up 2%-points
ACT	9%	Up 1%-point
Green Party	8%	Down 1%-point
Māori Party	2%	Steady
The Opportunities Party (TOP)	2%	Up 1%-point
New Conservative	1%	Steady
New Zealand First	1%	Down 1%-point

UNDECIDED VOTERS		
Party Vote – Don't know or refused	8%	Steady from 9 – 13 March 2021

PREFERRED PRIME MINISTER		
Jacinda Ardern	48%	Up 5%-points from 9 – 13 March 2021
Judith Collins	9%	Up 1%-point
David Seymour	6%	Up 2%-points
Christopher Luxon	3%	Up 1%-point
Chlöe Swarbrick	2%	Up 1%-point
Simon Bridges	2%	Up 1%-point
Winston Peters	1%	Steady
John Key	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

05 May – 26 May 2021

- The Government announced a pay freeze on public sector wages. Public sector workers earning more than \$60,000 per year can only expect pay increases in 'exceptional circumstances', while those earning over \$100,000 won't get a pay increase at all over the next three years.
- The 2021 Budget was released. The key items include \$3.3 billion over four years for welfare and families, increasing benefits by between \$32 and \$55 a week, as well as \$380 million for 1,000 new homes for Māori, an extra \$15.1 billion for infrastructure, and an extra \$200 million for Pharmac. There is currently also \$5.1 billion left in the COVID response and recovery fund, with the Treasury forecasting a significant opening of the border on January 1, 2022.
- To date, over 500,000 doses of the COVID-19 vaccine have been administered. Over 150,000 New Zealanders are now fully vaccinated against the virus.
- New Zealand opened a travel bubble with Australia. Since the bubble opened, there have been a number of pauses, due to community cases in various Australian cities.
- Prime Minister, Jacinda Ardern, said despite the Treasury's assumption on the border re-opening, it is too soon to say whether a significant opening of the borders is likely by January. She mentioned, however, that they were keeping an open mind.
- Dame Cindy Kiro was announced as New Zealand's next Governor-General. Dame Kiro used to be the Children's Commissioner, and will take over from the current Governor-General, Dame Patsy Reddy, at the end of her five-year term in September.
- The six people charged by the Serious Fraud Office over allegations of an unlawful Labour Party donation had their first day in court. The Office filed charges on May 12 after an investigation into donations made to the Labour Party in 2017.
- ACT leader, David Seymour, introduced the Regulatory Standards Act Bill, which pushed for four-year parliamentary terms, in addition to having Select Committees being controlled by the Opposition. He said the proposed changes would give governments time to implement laws, but also would hold them more accountable. Any changes would not be able to come into force without a referendum.
- Finance Minister, Grant Robertson, said that the Government has no plans to introduce a rent control policy.
- The Government announced intentions for its immigration policy 'reset', with wealthy investors and highly-skilled workers being the targets, to reduce the economy's reliance on low-wage migrants.
- The Government announced that the nine default KiwiSaver providers has been reduced to six. Finance Minister, Grant Robertson, said that this will apply competitive pressure to other private fund managers to cut their fees, saying that KiwiSaver fees have been too high for too long.

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?”

	25-29 Jul 2020	17-21 Sep 2020	23-27 Sep 2020	3-7 Oct 2020	10-14 Oct 2020	28 Nov – 2 Dec 2020	9-13 Mar 2021	22-26 May 2020
Don't know	10%	10%	8%	8%	7%	3%	5%	6%
Refused	4%	4%	3%	5%	8%	5%	4%	2%
TOTAL	14%	14%	11%	13%	14%	8%	8%	8%
Base (n=)	1,004	1,008	1,005	1,007	1,005	1,004	1,006	1,002

Based on eligible New Zealand voters.

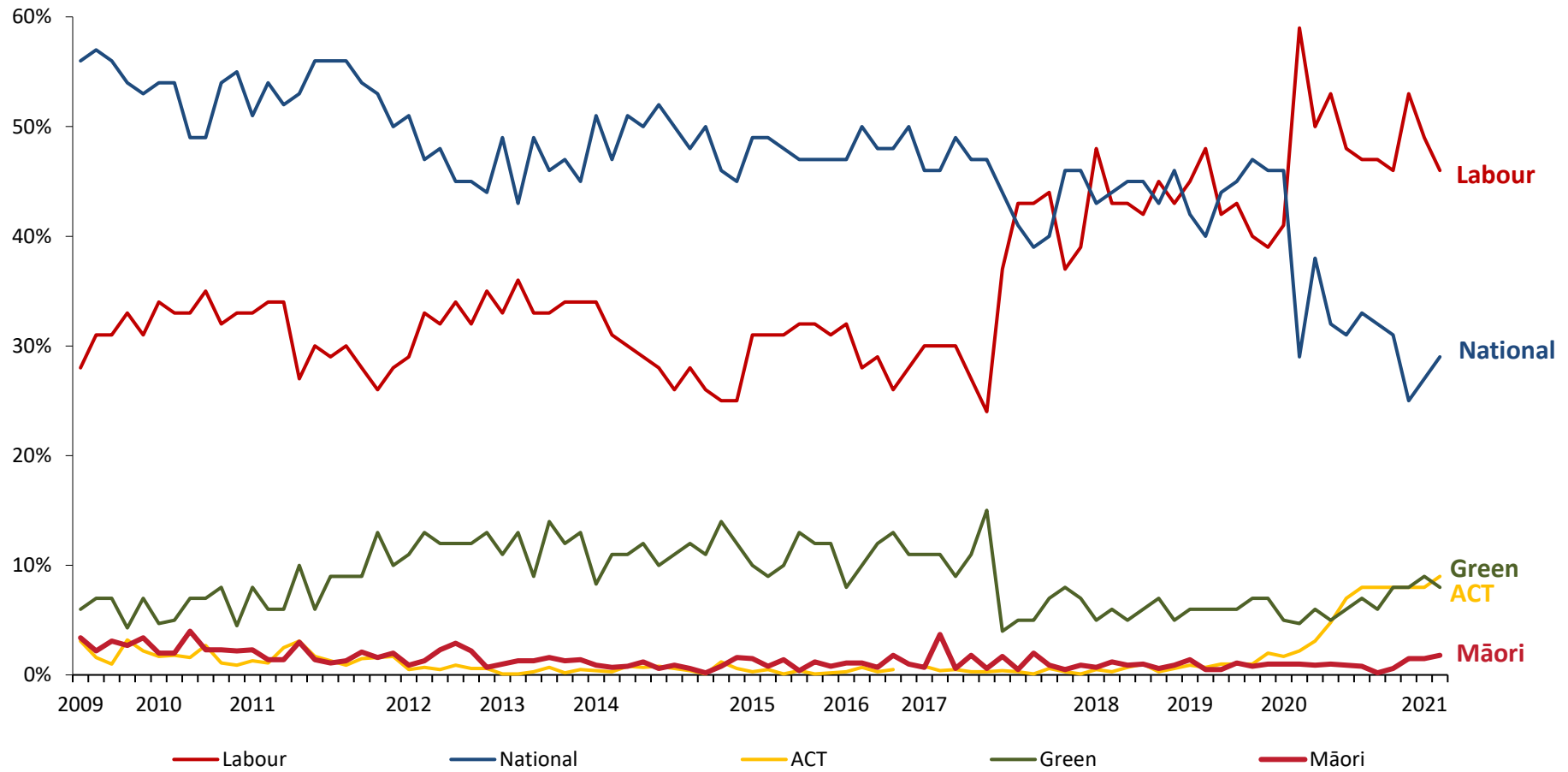
	25-29 Jul 2020	17-21 Sep 2020	23-27 Sep 2020	3-7 Oct 2020	10-14 Oct 2020	28 Nov – 2 Dec 2020	9-13 Mar 2021	22-26 May 2020
Labour Party	53%	48%	47%	47%	46%	53%	49%	46%
National Party	32%	31%	33%	32%	31%	25%	27%	29%
ACT Party	4.8%	7%	8%	8%	8%	8%	8%	9%
Green Party	5%	6%	7%	6%	8%	8%	9%	8%
Māori Party	1.0%	0.9%	0.8%	0.2%	0.6%	1.5%	1.5%	1.8%
The Opportunities Party	0.1%	1.1%	1.0%	1.8%	1.1%	0.5%	1.2%	1.8%
New Conservative	1.2%	1.6%	1.4%	1.3%	1.5%	1.1%	1.4%	1.5% ¹
New Zealand First	2.0%	2.4%	1.4%	2.4%	2.6%	1.6%	1.8%	1.2%
NZ Outdoors Party	-	0.2%	-	-	-	-	0.2%	0.3%
Sustainable New Zealand	-	0.1%	-	-	-	-	-	0.3%
Social Credit	-	-	0.2%	-	-	-	-	0.2%
TEA Party	-	-	-	-	-	-	-	0.2%
Advance NZ	-	0.8%	0.6%	0.9%	0.9%	0.5%	0.1%	0.1%
ONE Party	0.2%	-	-	0.3%	0.2%	0.3%	0.1%	-
Vision New Zealand	-	-	-	0.1%	-	-	0.1%	-
Aotearoa Legalise Cannabis Party	0.2%	0.2%	0.1%	0.3%	-	-	0.4%	-
Other	-	-	-	-	-	0.3%	-	0.1%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%
Base (n=)	843	847	869	845	838	872	834	857

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

¹ Please note that New Conservative round to 1% not 2%, as it's share is 1.496%

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Party Vote



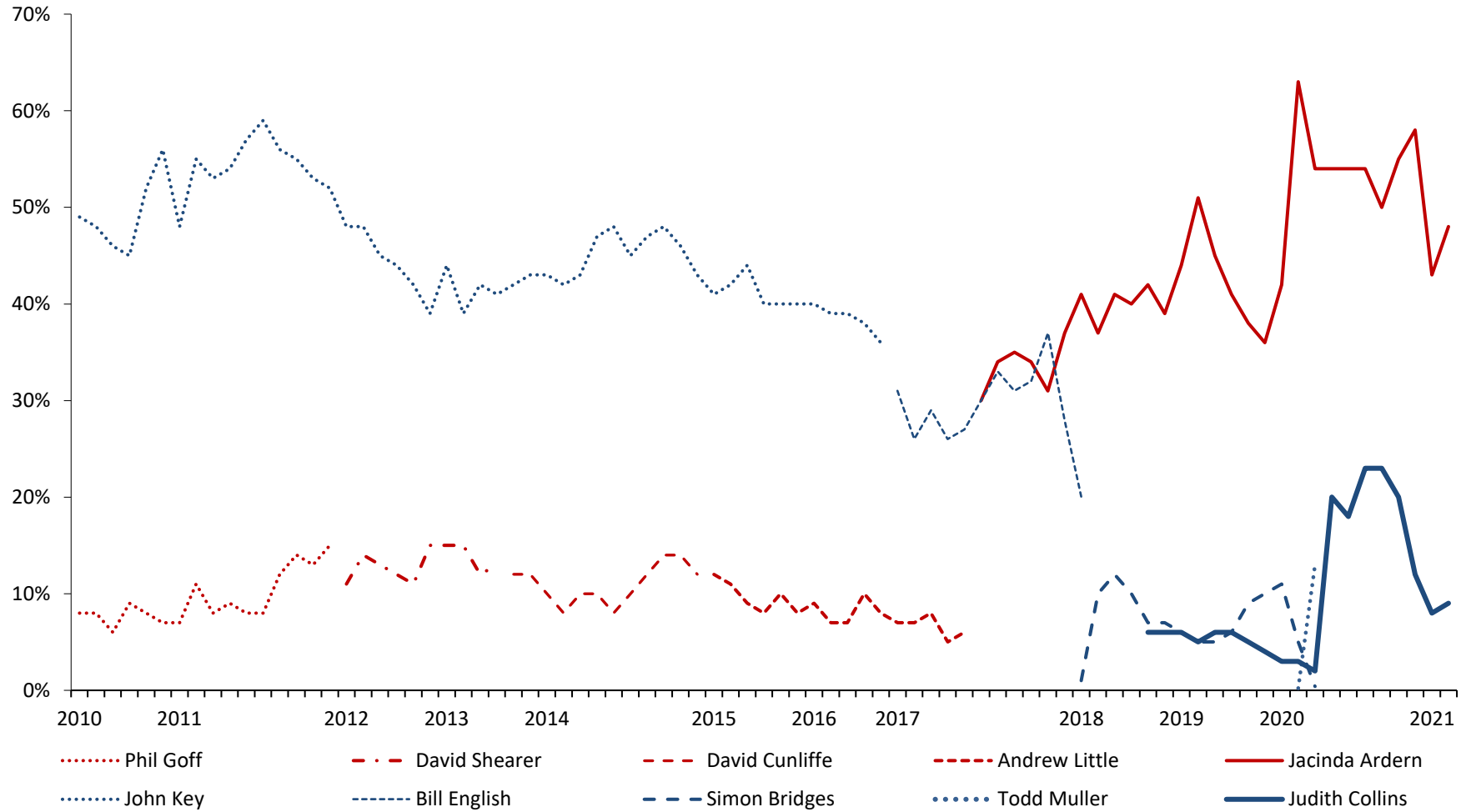
Preferred Prime Minister

“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?”

	25-29 Jul 2020	17-21 Sep 2020	23-27 Sep 2020	3-7 Oct 2020	10-14 Oct 2020	28 Nov – 2 Dec 2020	9-13 Mar 2021	22-26 May 2020
Jacinda Ardern	54%	54%	54%	50%	55%	58%	43%	48%
Judith Collins	20%	18%	23%	23%	20%	12%	8%	9%
David Seymour	1%	2%	2%	2%	3%	4%	4%	6%
Christopher Luxon	0.7%	0.7%	0.1%	0.1%	0.2%	2%	2%	3%
Chlöe Swarbrick	0.3%	0.1%	0.5%	0.6%	0.1%	0.6%	0.8%	2%
Simon Bridges	-	0.1%	0.1%	0.2%	0.4%	0.4%	1%	2%
Winston Peters	1%	2%	1%	1%	1%	1%	0.7%	1%
John Key	0.3%	0.7%	0.3%	0.4%	0.4%	1%	0.7%	1%
James Shaw	0.1%	0.1%	0.1%	0.1%	0.4%	0.2%	0.5%	0.5%
Rawiri Waititi	-	-	-	-	-	-	-	0.4%
Chris Bishop	-	-	-	-	-	-	-	0.3%
Mark Mitchell	0.3%	0.1%	-	0.2%	0.1%	0.2%	0.1%	0.2%
Todd Muller	0.2%	-	-	0.1%	-	-	-	0.2%
Andrew Little	-	-	-	0.1%	-	-	-	0.2%
Marama Davidson	0.1%	-	0.2%	0.5%	0.1%	0.3%	0.4%	0.1%
Nanaia Mahuta	-	-	-	-	-	0.8%	0.1%	0.1%
Phil Twyford	-	-	-	-	-	-	-	0.1%
Leighton Baker	0.1%	0.3%	0.1%	0.1%	0.4%	-	-	0.1%
Bill English	-	0.3%	0.1%	0.2%	-	-	0.1%	0.1%
Jim Bolger	-	-	-	-	-	-	-	0.1%
Nick Smith	-	0.1%	-	-	-	-	-	0.1%
Trevor Mallard	-	-	-	-	-	-	0.1%	-
Jenny Shipley	-	-	-	-	-	-	0.1%	-
Billy Te Kahika	0.7%	0.2%	0.4%	0.2%	0.4%	0.2%	0.1%	-
Helen Clark	-	-	-	-	0.4%	0.3%	0.1%	-
Shane Reti	-	-	0.2%	0.1%	0.1%	0.2%	0.1%	-
Grant Robertson	-	-	0.2%	-	0.1%	0.2%	0.5%	-
Chris Hipkins	-	-	-	-	-	0.3%	-	-
Paula Bennett	0.1%	-	-	-	0.1%	0.1%	-	-
Gerry Brownlee	0.3%	0.2%	0.1%	-	0.1%	0.1%	-	-
Amy Adams	-	-	0.2%	-	-	-	-	-
Paul Goldsmith	-	0.3%	-	-	-	-	-	-
John Tamihere	-	0.2%	-	-	-	-	-	-
Other	0.9%	2%	1%	1%	1%	2%	2%	2%
Don't know	17%	14%	13%	14%	12%	13%	27%	19%
None	2%	2%	1%	2%	1%	2%	2%	3%
Refused	2%	2%	1%	3%	4%	2%	6%	1%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,004	1,008	1,005	1,007	1,005	1,004	1,006	1,002

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

1 NEWS Colmar Brunton Poll *Preferred Prime Minister*



Public Sector wage freeze

“Do you support or oppose a public sector wage freeze, for those earning over \$60,000 per annum?”

Total eligible New Zealand voters	
22-26 May 2021	
Support	26%
Oppose	53%
Don't know / Refused to answer	21%
TOTAL	100%
Base (n=)	1,002

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

Eligible voters are twice as likely to oppose the idea of a public sector wage freeze on those earning over \$60,000 as support it. Fifty-three percent oppose the idea, while 26% support it. A notable proportion are undecided or feel able unable to answer (21%).

The following groups of voters are more likely than average (26%) to **support** the idea of a public sector wage free for those earning over \$60,000 per annum:

- Those with a household income of between \$30,001 and \$70,000 (36%)
- Māori (34%)
- Labour party supporters (33%)
- Those aged 60-69 (33%).

The following groups of voters are more likely than average (53%) to **oppose** the idea of a public sector wage free for those earning over \$60,000 per annum:

- ACT party supporters (76%)
- Those with a household income of more than \$150,000 (75%)
- National party supporters (66%)
- Those with a household income of between \$100,001 and \$150,000 (65%)
- Those aged 50-59 (62%)
- New Zealand Europeans (57%).

Approval of Judith Collins

“Do you approve or disapprove² 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	Judith Collins 28 Nov-2 Dec 2020	Judith Collins 22-26 May 2021
Approve	22%	36%	50%	50%	45%	44%	30%
Disapprove	63%	27%	23%	37%	39%	35%	49%
Don't know / Refused	15%	37%	26%	13%	16%	20%	20%
Total	100%	100%	100%*	100%	100%	100%*	100%*
Nett approval (approve % minus disapprove %)	-40³	+10⁴	+27	+12⁵	+6	+9	-19
Base (n=)	1,003	1,007	1,004	1,005	1,005	1,004	1,002

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

Thirty percent of eligible voters approve of the way Judith Collins is handling her job as leader of the National party, compared to 49% who disapprove. A further 20% are undecided or feel unable to answer.

This gives Judith Collins a nett approval rating of -19. 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 had previously been in positive territory with a score of +9 after the Election in December 2020.

Among National Party supporters, 59% approve of how Judith Collins is handling her job, and 25% disapprove, providing her with a nett approval rating of +34. Her nett approval rating amongst National party supporters has dropped from +70 in December 2020.

Those groups of eligible voters who are more likely than average (30%) to **approve** of how Judith Collins is handling her job as leader of the National Party include:

- National party supporters (59%)
- ACT party supporters (41%)
- Men aged 55+ (38%)
- Those with an annual household income of between \$30,001 and \$70,000 (35%).

² 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.”

³ Please note the nett approval is -40, not -41, due to rounding. The full percentages are 22.3% approval and 62.6% disapproval.

⁴ Please note the nett approval is +10, not +9, due to rounding. The full percentages are 36.3% approval and 26.7% disapproval.

⁵ Please note the nett approval is +12, not +13, due to rounding. The full percentages are 49.5% approval and 37.1% disapproval.

Those groups of eligible voters who are more likely than average (49%) to **disapprove** of how Judith Collins is handling her job as leader of the National Party include:

- Those living in Gisborne or the Hawke's Bay (71%)
- Green party supporters (70%)
- Labour party supporters (67%)
- Māori (64%)
- Those with an annual household income of more than \$150,000 (62%)
- Those with an annual household income of between \$70,001 and \$100,000 (58%).

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	59
National Party	36
ACT Party	12
Green Party	11
Māori Party	2
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.