

1 NEWS Colmar Brunton Poll

3 – 7 October 2020

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Thursday 8 October 2020.
POLL CONDUCTED:	Interviewing took place from Saturday 3 to Wednesday 7 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 = 1,007 eligible voters, including n=405 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	47%	Steady from 23-27 September
National Party	32%	Down 1%-point
ACT	8%	Steady
Green Party	6%	Down 1%-point
New Zealand First	2%	Up 1%-point
The Opportunities Party	2%	Up 1%-point
New Conservative	1%	Steady
Advance New Zealand	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	13%	Up 2%-points from 23-27 September

PREFERRED PRIME MINISTER		
Jacinda Ardern	50%	Down 4%-points from 23-27 September
Judith Collins	23%	Steady
David Seymour	2%	Steady
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

14 September – 7 October 2020

- During the Newshub Leaders Debate, Prime Minister Jacinda Ardern said she would happily talk with the National Party about a four-year parliamentary term. National Leader Judith Collins said that a referendum would be needed to make such constitutional change.
- The Māori Party announced plans to officially change New Zealand's name to Aotearoa and replace Pākehā place names with their given Māori names by 2026.
- Prime Minister Jacinda Ardern cast her vote early and encouraged her supporters to do the same. National Leader Judith Collins also cast her vote early.
- Labour pledged to decarbonise public transport buses by 2035, as well as replace coal boilers with electric alternatives as part of their climate change policy. Green Party co-leader Marama Davidson criticised the policy, saying that it did not go far enough to meet the Paris target of limiting warming to below 1.5C.
- Road Transport Forum Chief Executive Nick Leggett said that the Let's Get Wellington Moving transport plan should be scrapped, and work should start from scratch to rebuild it.
- Glenis Philip-Barbara was appointed the first Assistant Māori Commissioner for Children.
- National Leader Judith Collins said she is determined to remain the leader of the National Party even if the party fails to take power in the upcoming election.
- The New Conservative Party took TVNZ to the High Court over the networks refusal to include the party in a televised debate. The case was later dismissed, as the party failed to reach 3% in political polling.
- New Zealand First Leader Winston Peters said that a push for early voting is part of a 'fear campaign' and urged people to vote on Election Day.
- National Leader Judith Collins promised that, if elected, National would create 10,000 jobs a month, and would bring unemployment down to 4 per cent by 2025.
- National Leader Judith Collins promised a tax break for property investors in an effort to make more New Zealanders landlords. National would also pass emergency legislation forcing councils to release land for 30 years of urban development, and to sell state housing to its occupants. Prime Minister Jacinda Ardern later called the policy reckless and said it would move New Zealand away from delivering housing to first home buyers.
- The Labour Party vowed to ban gay conversion therapy and put \$4 million into Rainbow mental health services. The Green Party said they supported the proposal. Meanwhile, the National Party did not comment on whether it supported a ban or not, and the ACT Party said while it does not think conversion therapy should be practiced, it did not support a ban.
- The Labour Party announced that they want to end rheumatic fever in New Zealand and promised to expand the Healthy Homes initiative to help rid the country of the illness.

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?”

	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
Don't know	13%	11%	10%	10%	10%	8%	8%
Refused	4%	5%	4%	4%	4%	3%	5%
TOTAL	17%	16%	15%	14%	14%	11%	13%
Base (n=)	1,004	1,003	1,007	1,004	1,008	1,005	1,007

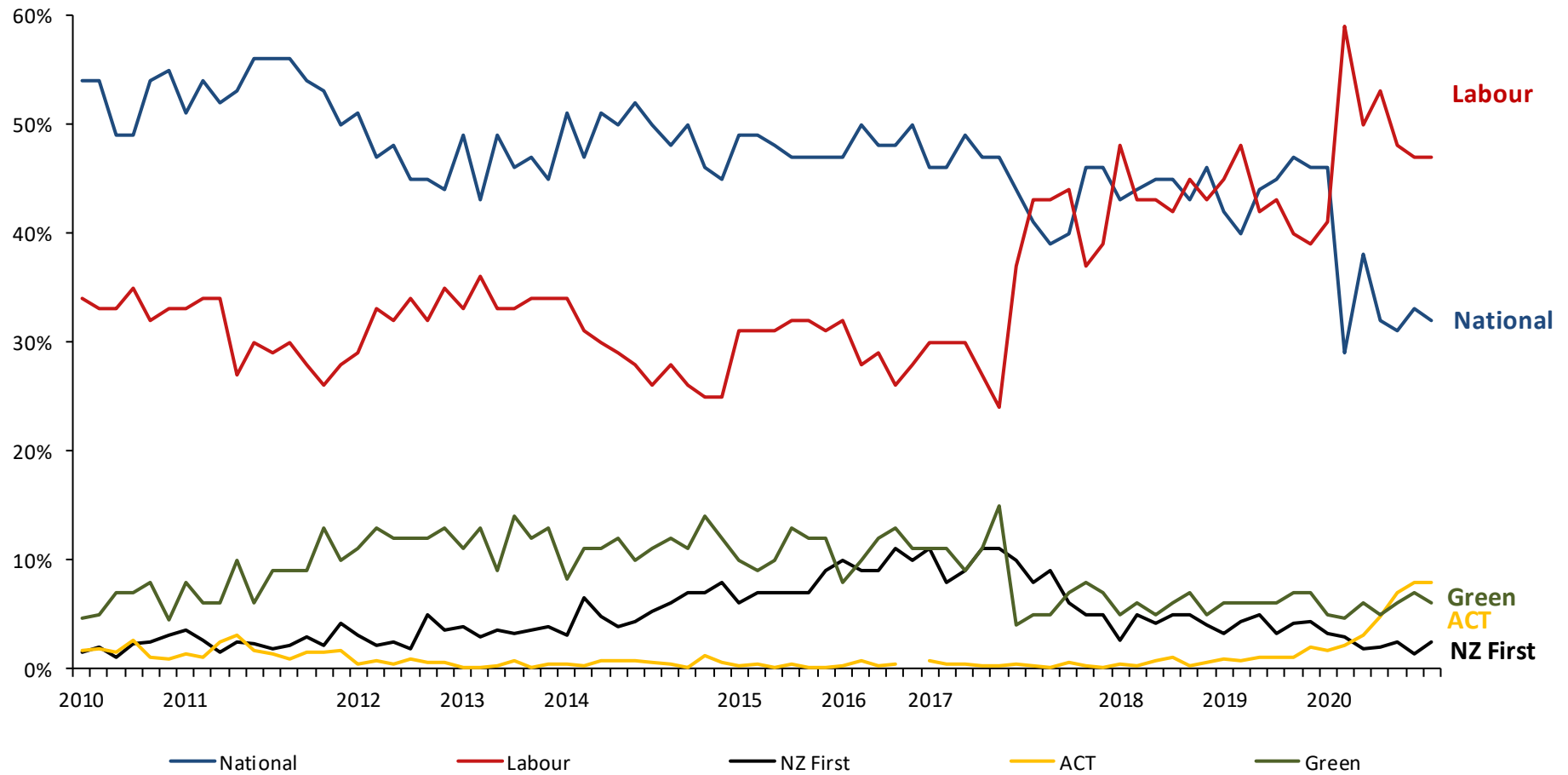
Based on eligible New Zealand voters.

	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
Labour Party	41%	59%	50%	53%	48%	47%	47%
National Party	46%	29%	38%	32%	31%	33%	32%
ACT Party	1.7%	2.2%	3.1%	4.8%	7%	8%	8%
Green Party	5%	4.7%	6%	5%	6%	7%	6%
New Zealand First	3.3%	2.9%	1.8%	2.0%	2.4%	1.4%	2.4%
The Opportunities Party	0.1%	0.5%	0.5%	0.1%	1.1%	1.0%	1.8%
New Conservative	0.8%	0.4%	0.7%	1.2%	1.6%	1.4%	1.3%
Advance NZ	-	-	-	-	0.8%	0.6%	0.9%
Aotearoa Legalise Cannabis Party	0.1%	-	0.2%	0.2%	0.2%	0.1%	0.3%
ONE Party	-	-	-	0.2%	-	-	0.3%
Māori Party	1.1%	1.2%	0.9%	1.0%	0.9%	0.8%	0.2%
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%
Base (n=)	800	835	822	843	847	869	845

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

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Party Vote



Preferred Prime Minister

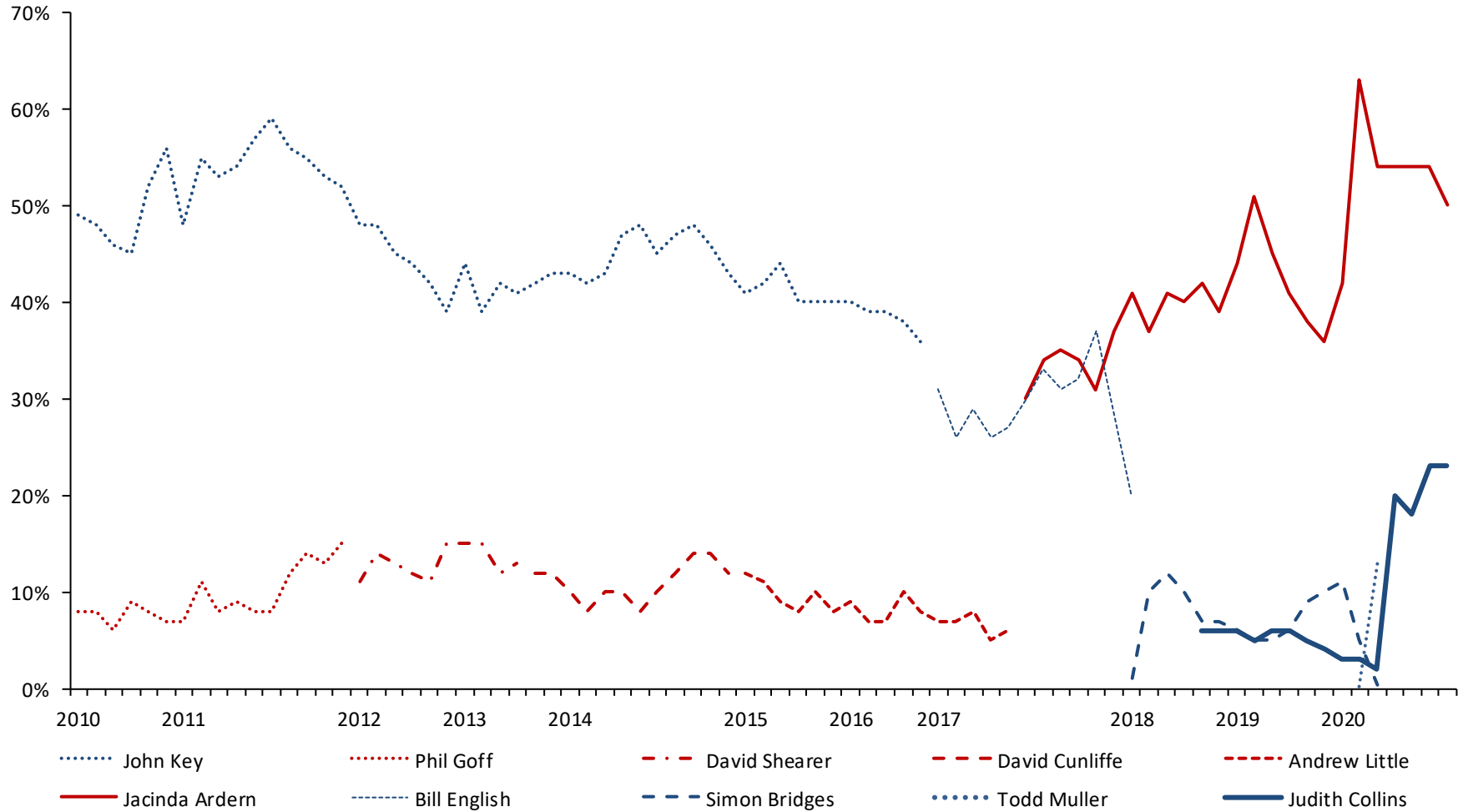
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

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

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

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Preferred Prime Minister



Parliamentary seat entitlement

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

	Number of seats
Labour Party	60
National Party	41
ACT Party	11
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.