



1 NEWS Colmar Brunton Poll

8 – 12 February 2020

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Thursday 13 February 2020.
POLL CONDUCTED:	Interviewing took place from Saturday 8 to Wednesday 12 February 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 = 1,004 eligible voters, including n=402 polled via landline phone and n=602 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	46%	Steady from 23-27 November
Labour Party	41%	Up 2%-points
Green Party	5%	Down 2%-points
New Zealand First	3%	Down 1%-point
ACT	2%	Steady
Māori Party	1%	Steady
New Conservative	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	17%	Steady from 23-27 November

PREFERRED PRIME MINISTER		
Jacinda Ardern	42%	Up 6%-points from 23-27 November
Simon Bridges	11%	Up 1%-point
Judith Collins	3%	Down 1%-point
Winston Peters	3%	Steady

ECONOMIC OUTLOOK		
Optimism	40%	Up 4%-points from 23-27 November
Pessimism	34%	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

28 January – 12 February 2020

- Prime Minister Jacinda Ardern announced that the 2020 General Election would be held on September 19. The Electoral Commission announced that the referendum votes (for the legalisation of cannabis and euthanasia) would not be counted on election night, and that official results would be declared on October 9.
- After the coronavirus outbreak in Wuhan, China, the Government decided that the virus is to be considered a 'notifiable disease', meaning that officials have the power to quarantine people if required. Following this, 236 New Zealanders were extracted and put in quarantine in a military camp in Whangaparaoa. At the time of writing, there were no confirmed cases within New Zealand. Several countries, including New Zealand, instituted tough travel rules with China.
- Prime Minister Jacinda Ardern marked free dental care as a potential election issue after being challenged on it at Waitangi. She said it was an issue she had heard consistently and recognised that the cost is prohibitive.
- The Government announced that hundreds of thousands of young New Zealanders will be offered free measles vaccines, if they are not already fully protected against the disease. With an emphasis on those aged 15-29, schools and marae will help with delivery of the vaccinations.
- ACT party leader David Seymour stated some of his conditions for forming a coalition, saying that any Government dependent on ACT to get into power will need to repeal any hate speech laws, and reverse some of the recent firearms reforms.
- Both Prime Minister Jacinda Ardern and National leader Simon Bridges acknowledged increasing references to 'Aotearoa New Zealand', but were non-committal to the notion of making Aotearoa the official name of the country.
- The Government allocated \$30 million to make investment in under-utilised Māori-owned land easier and will change the law to reduce the barriers to develop such land. The money would go towards developing the land, providing Māori landowners with the opportunity to create their own wealth, and raise incomes and wellbeing.
- National party leader Simon Bridges announced that the party ruled out any post-election deal with the NZ First party, saying that a vote for NZ First is a vote for Labour and the Greens.
- Former New Zealand Prime Minister Mike Moore passed away, aged 71.
- New National party candidates will receive campaign training ahead of the 2020 General Election, said leader Simon Bridges. The candidates joined the National caucus for the first time at the recent annual party retreat in the Hawke's Bay.
- A third of Wellington's wastewater pipes are in either poor or very poor condition, making them in the worst state of the country's largest centres. Two major pipelines recently failed, highlighting the need for greater investment in wastewater infrastructure.
- Prime Minister Jacinda Ardern announced the Labour party's first election campaign pledge, abandoning the party's freeze on new highways, and announced that the Government was investing \$5.3 billion into roading projects, as part of a \$12 billion infrastructure package. Following this, National party leader Simon Bridges accused the Government of copying his party's infrastructure plans, saying the current ministers have no new ideas of their own.
- The National Party stated they would drop plans for the RNZ-TVNZ merger if elected this year, stating they were against "any big mega giant merger" that would cause a media monopoly.

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?”

	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020
Don't know	10%	11%	10%	11%	14%	13%	13%
Refused	6%	4%	4%	3%	4%	3%	4%
TOTAL	16%	15%	14%	13%	18%	17%	17%
Base (n=)	1,006	1,009	1,002	1,003	1,008	1,006	1,004

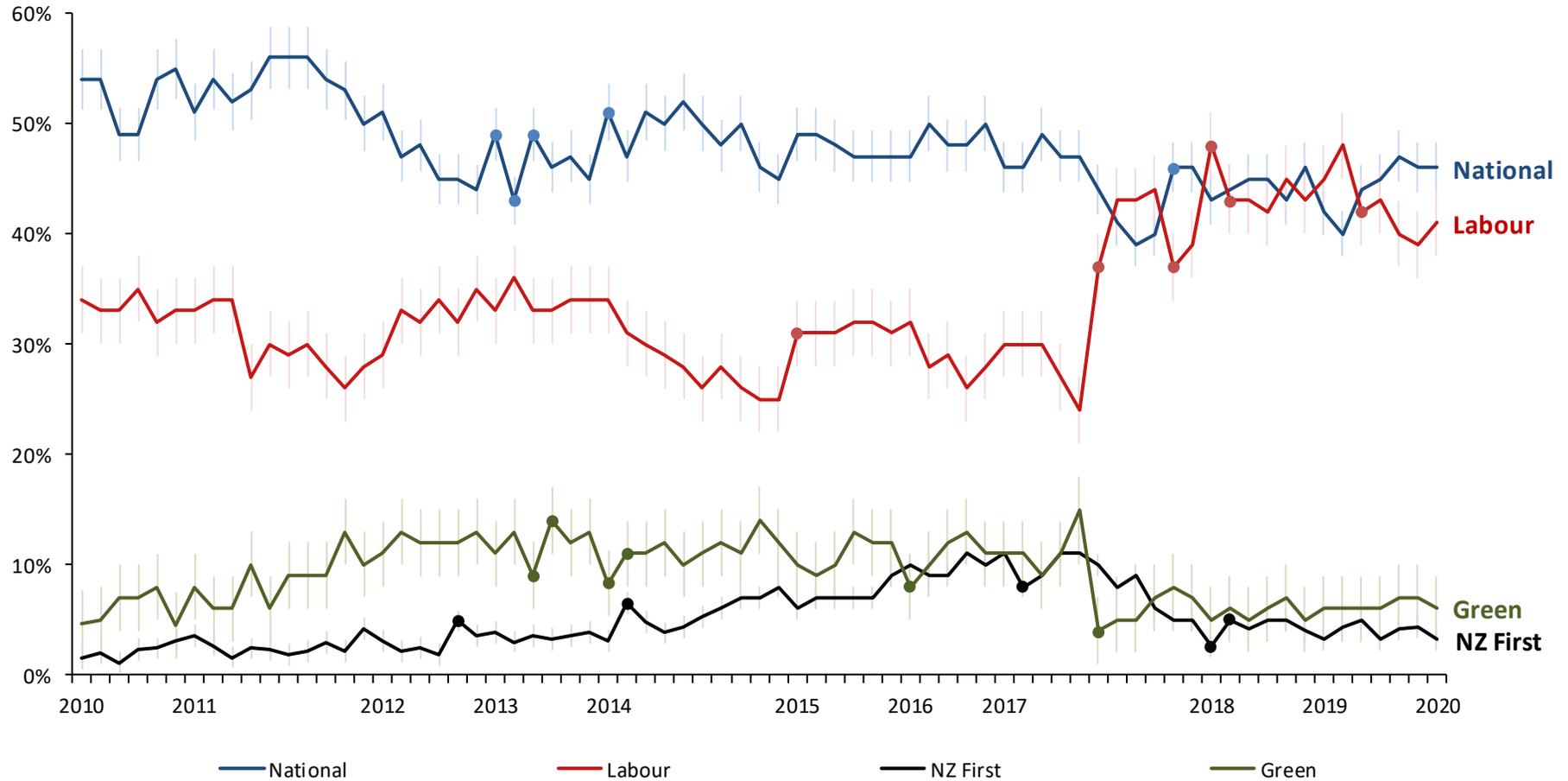
Based on eligible New Zealand voters.

	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020
National Party	42%	40%	44%	45%	47%	46%	46%
Labour Party	45%	48%	42%	43%	40%	39%	41%
Green Party	6%	6%	6%	6%	7%	7%	5%
New Zealand First	3.3%	4.3%	5%	3.3%	4.2%	4.3%	3.3%
ACT Party	0.9%	0.7%	0.7%	1.0%	0.9%	1.6%	1.7%
Māori Party	1.4%	0.5%	0.5%	1.1%	0.8%	0.5%	1.1%
New Conservative	0.2%	0.4%	0.6%	0.8%	0.4%	0.8%	0.8%
Aotearoa Legalise Cannabis Party	-	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
The Opportunities Party	0.6%	-	0.5%	0.5%	0.5%	0.9%	0.1%
Other	0.1%	-	0.4%	0.2%	-	-	-
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	821	814	820	827	785	803	800

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

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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

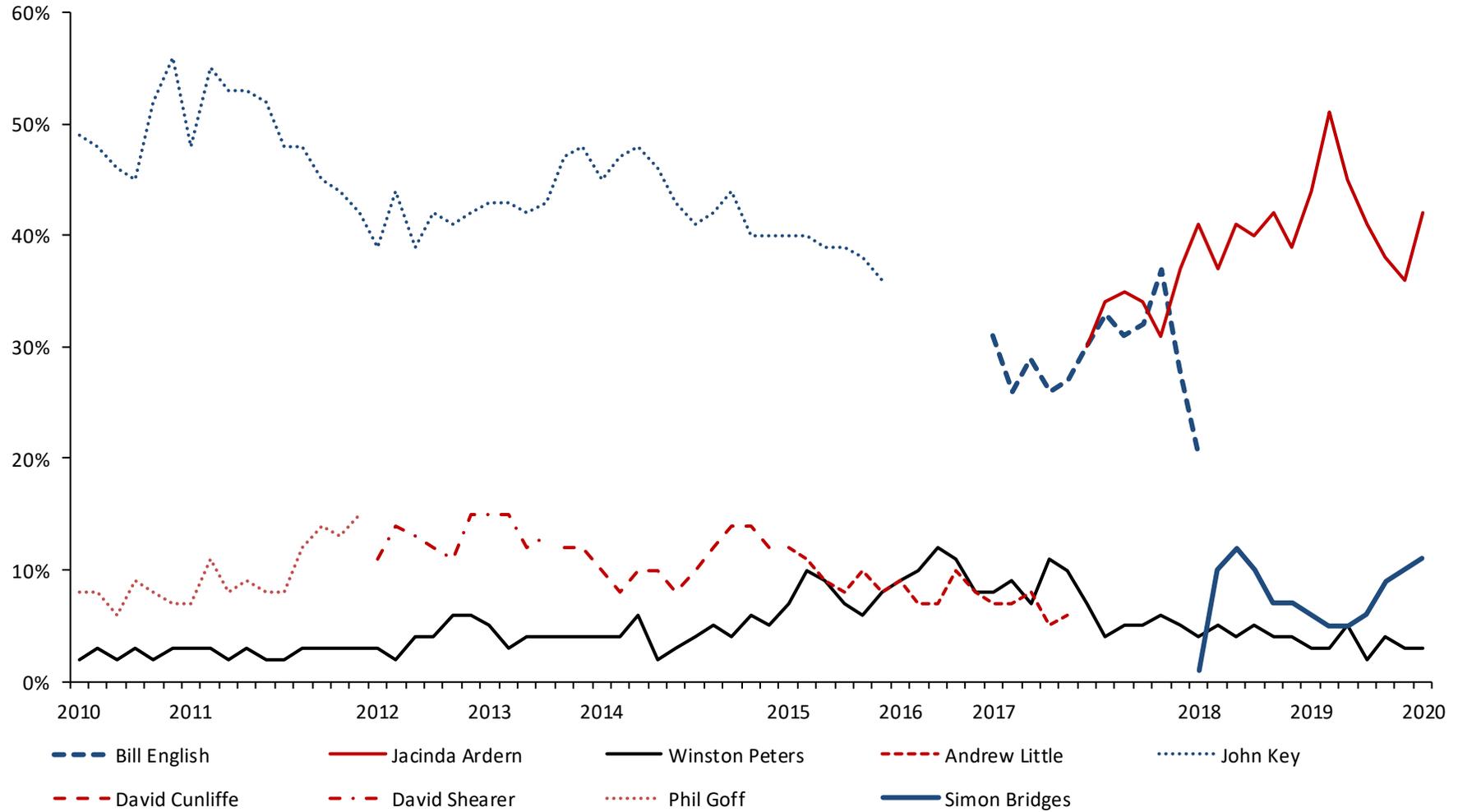
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020
Jacinda Ardern	44%	51%	45%	41%	38%	36%	42%
Simon Bridges	6%	5%	5%	6%	9%	10%	11%
Judith Collins	6%	5%	6%	6%	5%	4%	3%
Winston Peters	3%	3%	5%	2%	4%	3%	3%
Christopher Luxon	-	-	-	0.6%	0.4%	1%	1%
Paula Bennett	0.8%	0.4%	0.4%	0.3%	0.6%	0.9%	1%
David Seymour	0.1%	0.2%	0.5%	0.4%	0.4%	0.6%	0.8%
John Key	1%	0.1%	0.9%	1%	0.5%	1%	0.7%
Nikki Kaye	0.5%	0.3%	0.2%	-	0.2%	0.2%	0.5%
Marama Davidson	-	-	-	0.1%	0.3%	-	0.5%
Helen Clark	-	-	<0.1%	0.2%	0.1%	0.2%	0.3%
Phil Goff	<0.1%	-	-	-	-	-	0.2%
Bill English	0.4%	0.3%	0.1%	0.2%	0.1%	-	0.2%
James Shaw	0.2%	0.2%	0.1%	-	0.3%	0.3%	0.1%
Andrew Little	-	-	0.1%	-	-	0.1%	0.1%
Mark Mitchell	0.8%	0.2%	1%	0.5%	0.4%	0.3%	0.1%
Steven Joyce	0.1%	0.3%	-	-	0.1%	-	0.1%
Shane Jones	0.1%	-	-	-	-	-	0.1%
Chloe Swarbrick	0.3%	-	0.3%	0.1%	0.3%	0.4%	-
Te Ururoa Flavell	-	-	-	-	-	0.1%	-
Gerry Brownlee	-	-	-	-	-	0.1%	-
Todd Muller	-	-	-	0.1%	0.2%	-	-
Amy Adams	1%	0.1%	0.5%	0.1%	0.2%	-	-
David Parker	-	-	0.1%	-	0.1%	-	-
Kelvin Davis	0.1%	0.1%	-	0.2%	-	-	-
Grant Robertson	<0.1%	-	0.2%	0.1%	-	-	-
Stuart Nash	0.1%	<0.1%	-	0.1%	-	-	-
Hamish Walker	-	-	0.3%	-	-	-	-
Other	2%	1%	2%	3%	1%	2%	1%
Don't know	28%	28%	28%	32%	32%	34%	30%
None	3%	2%	3%	4%	3%	3%	2%
Refused	2%	3%	2%	2%	3%	2%	1%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,006	1,009	1,002	1,003	1,008	1,006	1,004

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?”

	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020
Better	35%	37%	34%	32%	34%	36%	40%
Same	30%	28%	28%	27%	25%	29%	26%
Worse	35%	36%	38%	41%	41%	35%	34%
TOTAL	100%	100%*	100%	100%	100%	100%	100%
Base (n=)	1,006	1,009	1,002	1,003	1,008	1,006	1,004

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

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Economic Outlook



Cannabis referendum

“A referendum on the legalisation of cannabis will be held at the 2020 General Election. New laws would allow people aged 20 and over to purchase cannabis for recreational use. The laws would also control the sale and supply of cannabis. At this stage, do you think you will vote for cannabis to be legalised¹, or for cannabis to remain illegal?”

	Total eligible New Zealand voters		
	4-8 June 2019	23-27 November 2019	8-12 February 2020
Legalise cannabis	39%	43%	39%
Remain illegal	52%	49%	51%
Will not vote	1%	1%	1%
Don't know / Refused	8%	6%	9%
Total	100%	100%*	100%
Base (n=)	1,002	1,006	1,004

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

Eligible New Zealand voters continue to say they are more likely to vote against the legalisation of cannabis in this year's referendum, than in favour. After narrowing at the end of last year, the gap between the two sides has widened once more. However, the decline in support for legalisation is not statistically significant.

Fifty-one percent say they will vote for it to remain illegal, compared to 39% who say they will vote for cannabis to be legalised. One percent indicate they will not vote in the referendum, while 9% are either undecided or refused to answer the question.

Those groups of voters who are more likely than average (39%) to **vote for the legalisation of cannabis** include:

- Green party supporters (78%)
- Women aged 18-34 (57%)
- Māori (54%)
- Those with an annual household income of between \$30,001 to \$70,000 (49%)
- Labour party supporters (48%).

Those groups of voters who are more likely than average (51%) to **vote against the legalisation of cannabis** include:

- Asian New Zealanders (65%)
- National party supporters (64%)
- Those aged 55+ (60%).

¹ The order in which the answer codes were read was reversed, so 50% of respondents heard “cannabis to be legalised” first, and 50% heard “cannabis to remain illegal” first.

Euthanasia referendum

“At the 2020 General Election, voters will be asked whether they support legalising euthanasia. The proposed laws would allow a person with less than six months to live to ask a doctor to end their life. The request must also be approved by a second doctor. At this stage, do you think you will vote for euthanasia to be legalised², or for euthanasia to remain illegal?”

	Total eligible New Zealand voters
Legalise euthanasia	65%
Remain illegal	25%
Will not vote	1%
Don't know / Refused	9%
Total	100%
Base (n=)	1,004

Based on eligible New Zealand voters.

A clear majority of eligible New Zealand voters say they will vote to legalise euthanasia in this year's referendum. Sixty-five percent say they will vote to legalise it, compared to 25% who say they will vote for it to remain illegal. One percent indicate they will not vote in the referendum, while 9% are either undecided or refused to answer the question.

Those groups of voters who are more likely than average (65%) to **vote for the legalisation of euthanasia** include:

- Green party supporters (90%)
- Men aged 55+ (75%)
- Those with an annual household income of more than \$150,000 (74%)
- New Zealand Europeans (73%).

Those groups of voters who are more likely than average (25%) to **vote against the legalisation of euthanasia** include:

- Asian New Zealanders (39%)
- Pacific Peoples (39%)
- Women aged 55+ (31%).

² The order in which the answer codes were read was reversed, so 50% of respondents heard “euthanasia to be legalised” first, and 50% heard “euthanasia to remain illegal” first.

Coronavirus response

“Do you think the New Zealand Government has responded appropriately to the Coronavirus outbreak?”

	Total eligible New Zealand voters
Yes	62%
No	25%
Don't know / Not sure what coronavirus is	12%
Total	100%*
Base (n=)	

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

A majority of eligible New Zealand voters (62%) think the Government has responded appropriately to the coronavirus outbreak. In contrast, 25% of eligible voters think the Government has not responded appropriately, while 12% are either undecided or unsure what Coronavirus is.

Those groups of voters who are more likely than average (62%) to think the Government **has responded appropriately** to the coronavirus outbreak include:

- Labour party supporters (75%)
- Those with an annual household income of between \$100,001 and \$150,000 (71%)
- Women aged 55+ (69%).

Those groups of voters who are more likely than average (25%) to think the Government **has not responded appropriately** to the coronavirus outbreak include:

- National party supporters (35%).

Free Dentistry

“Currently, under 18-year-olds get free dentistry. Do you think the Government should prioritise making dentistry free for all New Zealanders?”

	Total eligible New Zealand voters
Yes	64%
No	33%
Don't know	3%
Total	100%
Base (n=)	1,004

Based on eligible New Zealand voters.

A majority of eligible New Zealand voters (64%) think the Government should prioritise making dentistry free for all New Zealanders. In contrast, 33% oppose this idea, while 3% are undecided.

Those groups of voters who are more likely than average (64%) to think the Government **should** prioritise making dentistry free for all New Zealanders include:

- Women aged 18-34 (79%)
- Pacific Peoples (78%)
- Māori (77%)
- Asian New Zealanders (76%)
- Labour party supporters (71%).

Those groups of voters who are more likely than average (33%) to think the Government **should not** prioritise making dentistry free for all New Zealanders include:

- Men aged 55+ (46%)
- Those with an annual household income of more than \$150,000 (43%)
- National party supporters (40%)
- New Zealand Europeans (38%).

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	59
Labour Party	52
Green Party	7
ACT 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.