



# 1 NEWS Colmar Brunton Poll

9 – 13 March 2021

**Attention:** Television New Zealand

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## Methodology summary

<b>CLIENT:</b>	Television New Zealand.
<b>RELEASED:</b>	Monday 15 March 2021.
<b>POLL CONDUCTED:</b>	Interviewing took place from Tuesday 9 to Saturday 13 March 2021.
<b>MEDIAN FIELDWORK DAY:</b>	Wednesday (50% of sample size target was reached on this day).
<b>TARGET POPULATION:</b>	Eligible New Zealand voters.
<b>INTERVIEW METHOD:</b>	Telephone and online. Conducted by CATI (Computer Assisted Telephone Interviewing) and CAWI (Computer Assisted Web Interviewing).
<b>SAMPLE SELECTION:</b>	<p><b>Mobile:</b> 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><b>Online:</b> 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>
<b>SAMPLE SIZE:</b>	n = 1,006 eligible voters, including n=501 polled via mobile phone and n=505 polled online, using online panels.
<b>SAMPLING ERROR:</b>	<p>The maximum sampling error is approximately <math>\pm 3.1\%</math>-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 <math>\pm 1.9\%</math>-points and <math>\pm 1.4\%</math>-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>
<b>WEIGHTING:</b>	The data have been weighted to align with Stats NZ population counts for age, gender, region and ethnic identification.
<b>REPORTED FIGURES:</b>	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.
<b>METHODOLOGY NOTES:</b>	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	49%	Down 4%-points from 28 November – 2 December 2020
National Party	27%	Up 2%-points
Green Party	9%	Up 1%-point
ACT	8%	Steady
New Zealand First	2%	Steady
Māori Party	2%	Steady
New Conservative	1%	Steady
The Opportunities Party (TOP)	1%	Up 1%-point

UNDECIDED VOTERS		
Party Vote – Don't know or refused	8%	Steady from 28 November – 2 December 2020

PREFERRED PRIME MINISTER		
Jacinda Ardern	43%	Down 15%-points from 28 November – 2 December 2020
Judith Collins	8%	Down 4%-points
David Seymour	4%	Steady
Christopher Luxon	2%	Steady
Simon Bridges	1%	Up 1%-point

ECONOMIC OUTLOOK		
Optimism	42%	Down 8%-points from 28 November – 2 December 2020
Pessimism	29%	Down 4%-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

### 20 February – 12 March 2020

- Following a community case of COVID-19 in Auckland, the region was put into Alert Level 3 for one week, while the rest of the country was put into Alert Level Two. Auckland went into Alert Level Two, and the rest of the country into Alert Level 1, at the time that fieldwork for this poll began.
- The Government appointed a COVID-19 advisory group, led by business executive Sir Brian Roche, to help ensure it 'learns and adapts' in regard to COVID-19 response. Prime Minister Jacinda Ardern said that the formation of this group has been in discussion for a while and was not a direct result of the recent Auckland outbreak.
- The Government announced the COVID-19 vaccine rollout, with vaccinations being available to all New Zealanders by July 2021. The Government recently secured an additional 8.5million doses of the Pfizer vaccine, making them the primary provider. Prime Minister Jacinda Ardern suggested that New Zealand could reach herd immunity for COVID-19 by the end of this year
- National Party Leader Judith Collins said that the time is now for a trans-Tasman bubble with Australia, and that the tourism sector cannot wait any longer. Prime Minister Jacinda Ardern remains cautious around having a bubble, despite facing pressure from both Collins and Australian Prime Minister Scott Morrison.
- It was announced that only one-third of travellers staying in MIQ facilities have paid their bills, meaning that almost \$20million is outstanding. Currently, travellers have 90 days to pay their fees after leaving MIQ, and they are also allowed to leave the country again before paying.
- One of the recent community cases demanded an apology from Prime Minister Jacinda Ardern, saying that they were never told to isolate. However, Ardern claimed that about 15 texts and phone calls were made to the family, and that she would not apologise for her comments that the person should have stayed at home.
- It was announced that Prime Minister Jacinda Ardern had cancelled her weekly interview with Mike Hosking on Newstalk ZB. Many suggested that this was due to Hosking asking tough questions and that the Prime Minister was picking and choosing favourable media channels, which she later denied.
- The National Party's housing spokesperson, Nicola Willis, called the Government's spending on transitional and emergency housing 'a disgrace', after it was found that in the last quarter the Government spent \$1million a day on such housing.
- A proposed law change to the Harmful Digital Communications Act would make posting revenge porn online a criminal offence, and also allow courts to issue take-down orders for revenge porn recordings. The change is being supported by all parties.
- The ACT party called on the Government to create a business travel bubble with COVID-free countries such as Singapore and Australia. The party also said that daily saliva tests should be introduced for MIQ and border staff, and that use of the COVID-app should be compulsory.
- A bill to amend the Unit Titles Act, which is hoped to make higher density living more attractive, passed its first reading in Parliament. The proposed amendment would ensure conflicts of interest are declared and properly managed, and that governance and management of such dwellings are professionalised.
- Communities in the North Island were evacuated from their homes after a national tsunami advisory warning following strong earthquakes around the Kermadec Islands.

## 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?”

	20-24 Jun 2020	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
<b>Don't know</b>	10%	10%	10%	8%	8%	7%	3%	5%
<b>Refused</b>	4%	4%	4%	3%	5%	8%	5%	4%
<b>TOTAL</b>	<b>15%</b>	<b>14%</b>	<b>14%</b>	<b>11%</b>	<b>13%</b>	<b>14%</b>	<b>8%</b>	<b>8%</b>
<b>Base (n=)</b>	1,007	1,004	1,008	1,005	1,007	1,005	1,004	1,006

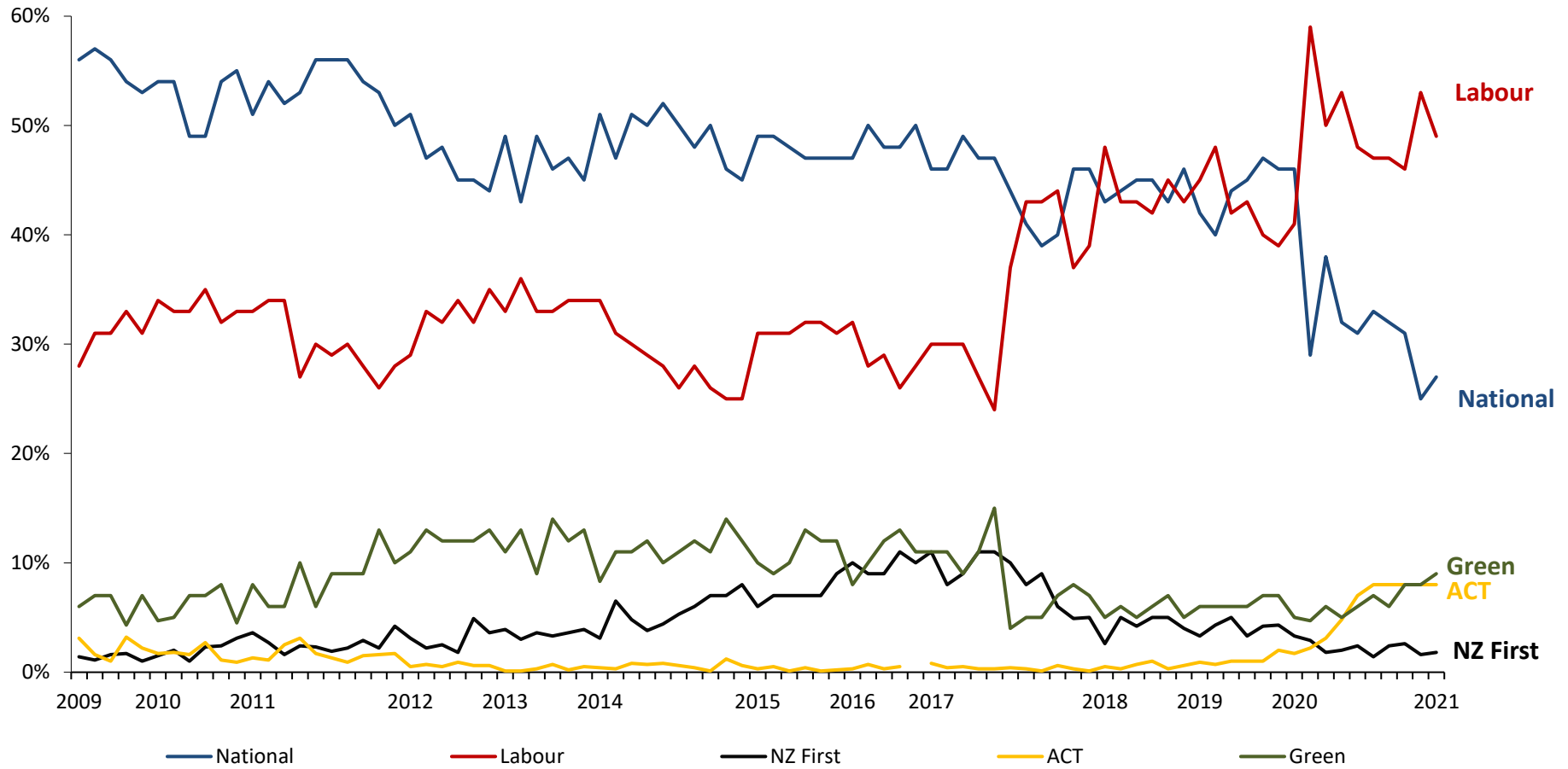
Based on eligible New Zealand voters.

	20-24 Jun 2020	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
<b>Labour Party</b>	50%	53%	48%	47%	47%	46%	53%	49%
<b>National Party</b>	38%	32%	31%	33%	32%	31%	25%	27%
<b>Green Party</b>	6%	5%	6%	7%	6%	8%	8%	9%
<b>ACT Party</b>	3.1%	4.8%	7%	8%	8%	8%	8%	8%
<b>New Zealand First</b>	1.8%	2.0%	2.4%	1.4%	2.4%	2.6%	1.6%	1.8%
<b>Māori Party</b>	0.9%	1.0%	0.9%	0.8%	0.2%	0.6%	1.5%	1.5%
<b>New Conservative</b>	0.7%	1.2%	1.6%	1.4%	1.3%	1.5%	1.1%	1.4%
<b>The Opportunities Party</b>	0.5%	0.1%	1.1%	1.0%	1.8%	1.1%	0.5%	1.2%
<b>Aotearoa Legalise Cannabis Party</b>	0.2%	0.2%	0.2%	0.1%	0.3%	-	-	0.4%
<b>NZ Outdoors Party</b>	-	-	0.2%	-	-	-	-	0.2%
<b>Advance NZ</b>	-	-	0.8%	0.6%	0.9%	0.9%	0.5%	0.1%
<b>ONE Party</b>	-	0.2%	-	-	0.3%	0.2%	0.3%	0.1%
<b>Vision New Zealand</b>	-	-	-	-	0.1%	-	-	0.1%
<b>Social Credit</b>	0.1%	-	-	0.2%	-	-	-	-
<b>Sustainable New Zealand</b>	-	-	0.1%	-	-	-	-	-
<b>Other</b>	-	-	-	-	-	-	0.3%	-
<b>TOTAL</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100*</b>
<b>Base (n=)</b>	822	843	847	869	845	838	872	834

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

# 1 NEWS Colmar Brunton Poll

## Party Vote





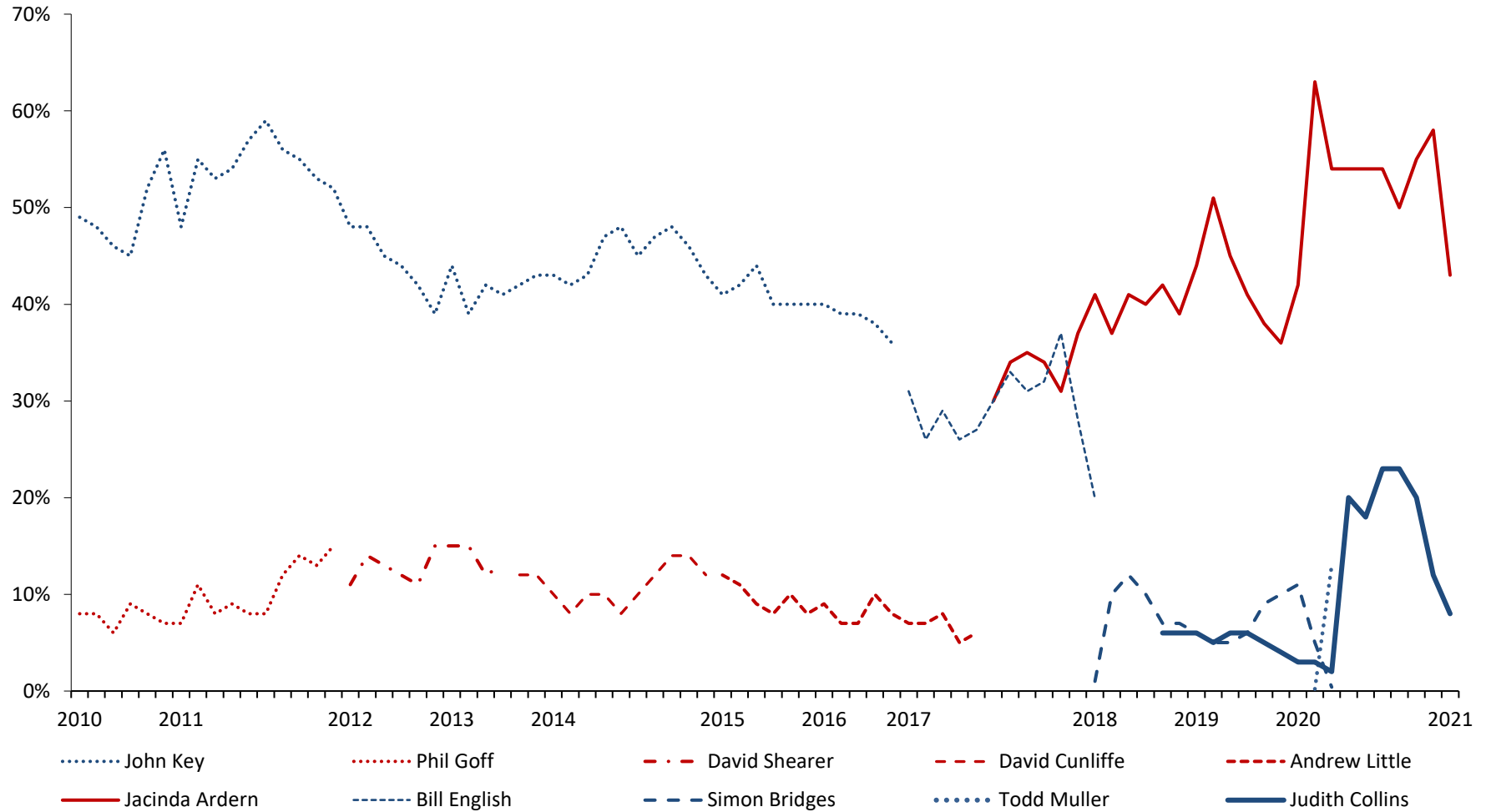
## Preferred Prime Minister

“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?”

	20-24 Jun 2020	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
<b>Jacinda Ardern</b>	54%	54%	54%	54%	50%	55%	58%	43%
<b>Judith Collins</b>	2%	20%	18%	23%	23%	20%	12%	8%
<b>David Seymour</b>	0.8%	1%	2%	2%	2%	3%	4%	4%
<b>Christopher Luxon</b>	0.9%	0.7%	0.7%	0.1%	0.1%	0.2%	2%	2%
<b>Simon Bridges</b>	0.4%	-	0.1%	0.1%	0.2%	0.4%	0.4%	1%
<b>Chloe Swarbrick</b>	-	0.3%	0.1%	0.5%	0.6%	0.1%	0.6%	0.8%
<b>John Key</b>	0.3%	0.3%	0.7%	0.3%	0.4%	0.4%	1%	0.7%
<b>Winston Peters</b>	2%	1%	2%	1%	1%	1%	1%	0.7%
<b>James Shaw</b>	0.1%	0.1%	0.1%	0.1%	0.1%	0.4%	0.2%	0.5%
<b>Grant Robertson</b>	0.3%	-	-	0.2%	-	0.1%	0.2%	0.5%
<b>Marama Davidson</b>	0.1%	0.1%	-	0.2%	0.5%	0.1%	0.3%	0.4%
<b>Bill English</b>	0.2%	-	0.3%	0.1%	0.2%	-	-	0.1%
<b>Trevor Mallard</b>	-	-	-	-	-	-	-	0.1%
<b>Jenny Shipley</b>	-	-	-	-	-	-	-	0.1%
<b>Billy Te Kahika</b>	-	0.7%	0.2%	0.4%	0.2%	0.4%	0.2%	0.1%
<b>Helen Clark</b>	0.1%	-	-	-	-	0.4%	0.3%	0.1%
<b>Shane Reti</b>	-	-	-	0.2%	0.1%	0.1%	0.2%	0.1%
<b>Mark Mitchell</b>	0.5%	0.3%	0.1%	-	0.2%	0.1%	0.2%	0.1%
<b>Nanaia Mahuta</b>	-	-	-	-	-	-	0.8%	0.1%
<b>Chris Hipkins</b>	-	-	-	-	-	-	0.3%	-
<b>Paula Bennett</b>	0.3%	0.1%	-	-	-	0.1%	0.1%	-
<b>Gerry Brownlee</b>	-	0.3%	0.2%	0.1%	-	0.1%	0.1%	-
<b>Leighton Baker</b>	0.1%	0.1%	0.3%	0.1%	0.1%	0.4%	-	-
<b>Todd Muller</b>	13.0%	0.2%	-	-	0.1%	-	-	-
<b>Andrew Little</b>	0.2%	-	-	-	0.1%	-	-	-
<b>Amy Adams</b>	0.2%	-	-	0.2%	-	-	-	-
<b>Paul Goldsmith</b>	-	-	0.3%	-	-	-	-	-
<b>John Tamihere</b>	-	-	0.2%	-	-	-	-	-
<b>Other</b>	0.7%	0.9%	2%	1%	1%	1%	2%	2%
<b>Don't know</b>	20%	17%	14%	13%	14%	12%	13%	27%
<b>None</b>	3%	2%	2%	1%	2%	1%	2%	2%
<b>Refused</b>	2%	2%	2%	1%	3%	4%	2%	6%
<b>TOTAL</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>
<b>Base (n=)</b>	1,007	1,004	1,008	1,005	1,007	1,005	1,004	1,006

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?”

	20-24 Jun 2020	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
<b>Better</b>	41%	42%	41%	44%	48%	50%	50%	42%
<b>Same</b>	14%	17%	16%	16%	19%	18%	17%	29%
<b>Worse</b>	45%	42%	43%	41%	33%	32%	33%	29%
<b>TOTAL</b>	<b>100%</b>	<b>100%*</b>	<b>100%</b>	<b>100%*</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>1,006</b>
<b>Base (n=)</b>	1,007	1,004	1,008	1,005	1,007	1,005	1,004	1,006

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

# 1 NEWS Colmar Brunton Poll

## *Economic Outlook*



## Managed Isolation & Quarantine Facility

*“Currently, anyone entering New Zealand, or who tests positive for COVID-19, has to spend two weeks in managed isolation and quarantine in a hotel. They are unable to leave the hotel until the two weeks have passed, and they return a negative COVID-19 test. Rather than put people into hotels, do you think New Zealand needs to build a purpose-built facility for managed isolation and quarantine?”*

Total eligible New Zealand voters	
9-13 March 2021	
Yes	45%
No	48%
Don't know	7%
<b>TOTAL</b>	<b>100%</b>
Base (n=)	1,006

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

Eligible voters are split on the idea of building a purpose-built MIQ facility as opposed to using hotels (as present). 45% are in favour of a purpose-built facility and 48% against, with the remaining 7% undecided.

The groups of eligible voters who are more likely than average (45%) to want New Zealand to build a purpose-built MIQ facility include:

- Those living in the Waikato (56%)
- National party supporters (51%)
- Those aged 55+ (50%).

The groups of eligible voters who are more likely than average (48%) not to want a purpose-built MIQ facility include:

- Women aged 35-54 (61%).

## Housing affordability

“Is the Government doing enough to make housing more affordable?”

Total eligible New Zealand voters	
9-13 March 2021	
<b>Yes</b>	18%
<b>No</b>	70%
<b>Don't know</b>	12%
<b>TOTAL</b>	<b>100%</b>
<b>Base (n=)</b>	1,006

Based on Eligible New Zealand Voters.

A clear majority of eligible voters do not feel Government is doing enough to make housing more affordable. Only 18% think the Government is doing enough while 70% feel it isn't, with a further 12% unsure or refusing to answer the question.

The groups of eligible voters who are more likely than average (18%) to feel the Government is doing enough to make housing more affordable include:

- Pacific peoples (31%)
- Asian New Zealanders (26%)
- Those aged 30-39 (25%)
- Labour party supporters (24%)
- Aucklanders (23%).

The groups of eligible voters who are more likely than average (70%) to feel the Government is not doing enough to make housing more affordable include:

- ACT party supporters (88%)
- National party supporters (81%)
- Wellingtonians (80%)
- Those with a household income of between \$70,001 and \$100,000 (79%).

## 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 it<sup>1</sup>?”

Total eligible New Zealand voters			
	17-21 Sep 2020	28 Nov – 2 Dec 2020	9-13 March 2021
Definitely get it	44%	45%	52%
Probably	32%	31%	24%
Probably not	11%	13%	10%
Definitely not get it	10%	9%	6%
Don't know / it depends	4%	2%	7%
<i>Nett: Definitely / probably would get it</i>	76%	76%	76%
<i>Nett: Definitely / probably would not get it</i>	20%	21%	17%
<b>Total</b>	<b>100%*</b>	<b>100%*</b>	<b>100%*</b>
Base (n=)	1,008	1,004	1,006

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 do so. There are some signs that support for vaccination is increasing. The proportion who would definitely get it has increased from last 45% in December 2020 to 52% in March 2021, while those who would definitely not get it has decreased from 9% to 6%.

That said the overall proportion who would definitely or probably get vaccinated is 76% in line with the findings from 2020. The proportion who would definitely or probably not get it has decreased from 21% to 7%, with an increase in the proportion who are simply unsure what they will do (from 2% to 7%).

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

- Those aged 70+ (90%)
- Males aged 55+ (88%)
- Those with an annual household income of between \$100,001 and \$150,000 (83%)
- New Zealand Europeans (80%)
- Labour party supporters (80%).

Those groups of voters who are more likely than average (17%) to say they **would definitely not or probably not** get vaccinated include:

- Those living in Gisborne or the Hawke's Bay (30%)
- Māori (26%)

<sup>1</sup> The order in which the answer codes were read was reversed, so 50% of respondents heard / saw “Would you definitely get it, probably, probably not, or definitely not get it”, and 50% heard / saw “Would you definitely not get it, probably not, probably, or definitely get it” first.

- Those with an annual household income of up to \$30,000 (24%)
- Those aged 18 to 29 (23%).



## COVID-19 border management

“How would you describe the management of our borders to prevent the spread of COVID-19?

Is it ...?”

Total eligible New Zealand voters	
9-13 March 2021	
Too tough <sup>2</sup>	4%
About right	47%
Not tough enough	46%
Don't know	3%
<b>TOTAL</b>	<b>100%</b>
Base (n=)	1,006

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

Eligible voters are split on whether the management of our borders is about right (47%) or not tough enough (46%). Very few think it is too tough (4%). There are 3% who are unsure.

The groups of eligible voters who are more likely than average (47%) to feel the border management is about right include:

- Green party supporters (65%)
- Those with a household income of between \$100,001 and \$150,000 (56%)
- Labour party supporters (55%).

The groups of eligible voters who are more likely than average (46%) to feel the border management is not tough enough include:

- National party supporters (62%)
- Men aged 55+ (58%)
- New Zealand Europeans (49%).

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<sup>2</sup> The order in which the answer codes were read was reversed, so 50% of respondents heard / saw “too tough, about right, not tough enough”, and 50% heard / saw “not tough enough, about right, too tough” first.

## 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
<b>Labour Party</b>	62
<b>National Party</b>	34
<b>Green Party</b>	11
<b>ACT Party</b>	11
<b>Māori Party</b>	2
<b>TOTAL</b>	<b>120</b>

## 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.