

1 NEWS Colmar Brunton Poll

17-21 September 2020

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Tuesday 22 September 2020.
POLL CONDUCTED:	Interviewing took place from Thursday 17 to Monday 22 September 2020.
MEDIAN FIELDWORK DAY:	Friday (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 = 1,008 eligible voters, including n=405 polled via landline phone and n=603 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	48%	Down 5%-points from 25-29 July
National Party	31%	Down 1%-point
ACT	7%	Up 2%-points
Green Party	6%	Up 1%-point
New Zealand First	2%	Steady
New Conservative	2%	Up 1%-point
The Opportunities Party	1%	Up 1%-point
Māori Party	1%	Steady
Advance New Zealand	1%	Up 1%-point

UNDECIDED VOTERS		
Party Vote – Don't know or refused	14%	Steady from 25-29 July

PREFERRED PRIME MINISTER		
Jacinda Ardern	54%	Steady from 25-29 July
Judith Collins	18%	Down 2%-points
David Seymour	2%	Up 1%-point
Winston Peters	2%	Up 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

4 – 21 September 2020

- Prime Minister Jacinda Ardern announced that Labour would make Matariki an official public holiday from 2022 if re-elected.
- Prime Minister Jacinda Ardern admitted she made a mistake by taking a group photo with supporters in Palmerston North without appropriate social distancing, as the region was in Alert Level 2, and no one was wearing a mask. She apologised for the lack of distance at the daily 1pm press conference.
- Advance NZ Leader Jami-Lee Ross abandoned his attempt to retain the Botany seat at the election.
- The Opportunities Party promised to boost local government infrastructure budgets by \$2.5billion annually through GST returns. Local councils would be returned GST on investment in all new developments to fix old issues like wastewater pipe failures.
- A new National Party health policy was revealed that included \$20million over four years for a new PHARMAC rare disorder fund, on top of the already pledged \$200million for a dedicated cancer drug fund. Other parts of the package included funding for primary care navigator roles in every general practice, ensuring that everyone accepted for an elective surgery receives the procedure within four months, and the reintroduction of public reporting of national health targets.
- National accused Finance Minister Grant Robertson of sugar-coating the Government's economic numbers. New Zealand First Leader Winston Peters called the Pre-Election Economic and Fiscal Update a "wake-up call for New Zealanders." It was announced that short-term GDP growth is not expected to be as negative as once thought, although a longer economic impact is now expected, with no Government surpluses predicted until the mid-2030s.
- Prime Minister Jacinda Ardern ruled out New Zealand First's proposed tobacco tax cuts as part of any post-Election negotiations, stating that higher taxes are one of the tools used to help reduce smoking worldwide.
- National Leader Judith Collins announced the party's planned tax cuts if elected, saying that "no country has ever taxed its way out of a recession." If elected, the party would lift the bottom, middle, and top tax thresholds to "let Kiwis keep more of what they earn." The cost of the plan is an estimated \$10billion and would be paid for using an unallocated portion of the Government's COVID-19 fund, and by spending \$51billion less than Labour over the next 14 years.
- Prime Minister Jacinda Ardern called National's tax cut plans "totally irresponsible" and said that now is not the time to be "raiding" the COVID-19 fund. Finance Minister Grant Robertson said that the numbers "simply don't add up."
- New Zealand First Leader Winston Peters criticised his coalition partners and accused Labour of abandoning the regions. This came after the Labour Party announced it would be discontinuing the Provincial Growth Fund.
- Motorists were encouraged to avoid Auckland's Harbour Bridge wherever possible until major structural repairs are completed. This came after strong winds tipped two trucks on their sides, severely damaging a load-bearing centre span. National Leader Judith Collins promised to build a rail and road tunnel under the harbour following this.
- The Green Party announced its boldest ocean protection plan – they called for a review of the country's fishing Quota Management System, a ban on bottom trawling, and want to spend \$50million on helping the fisheries sector to become more sustainable.
- Finance Minister Grant Roberston accused the National Party of a "basic error" in the costing of its policies, leaving a \$4billion gap in its economic plan. National Finance spokesman Paul Goldsmith admitted to the error, calling it "an irritating mistake."

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?”

	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020	17-21 Sep 2020
Don't know	14%	13%	13%	11%	10%	10%	10%
Refused	4%	3%	4%	5%	4%	4%	4%
TOTAL	18%	17%	17%	16%	15%	14%	14%
Base (n=)	1,008	1,006	1,004	1,003	1,007	1,004	1,008

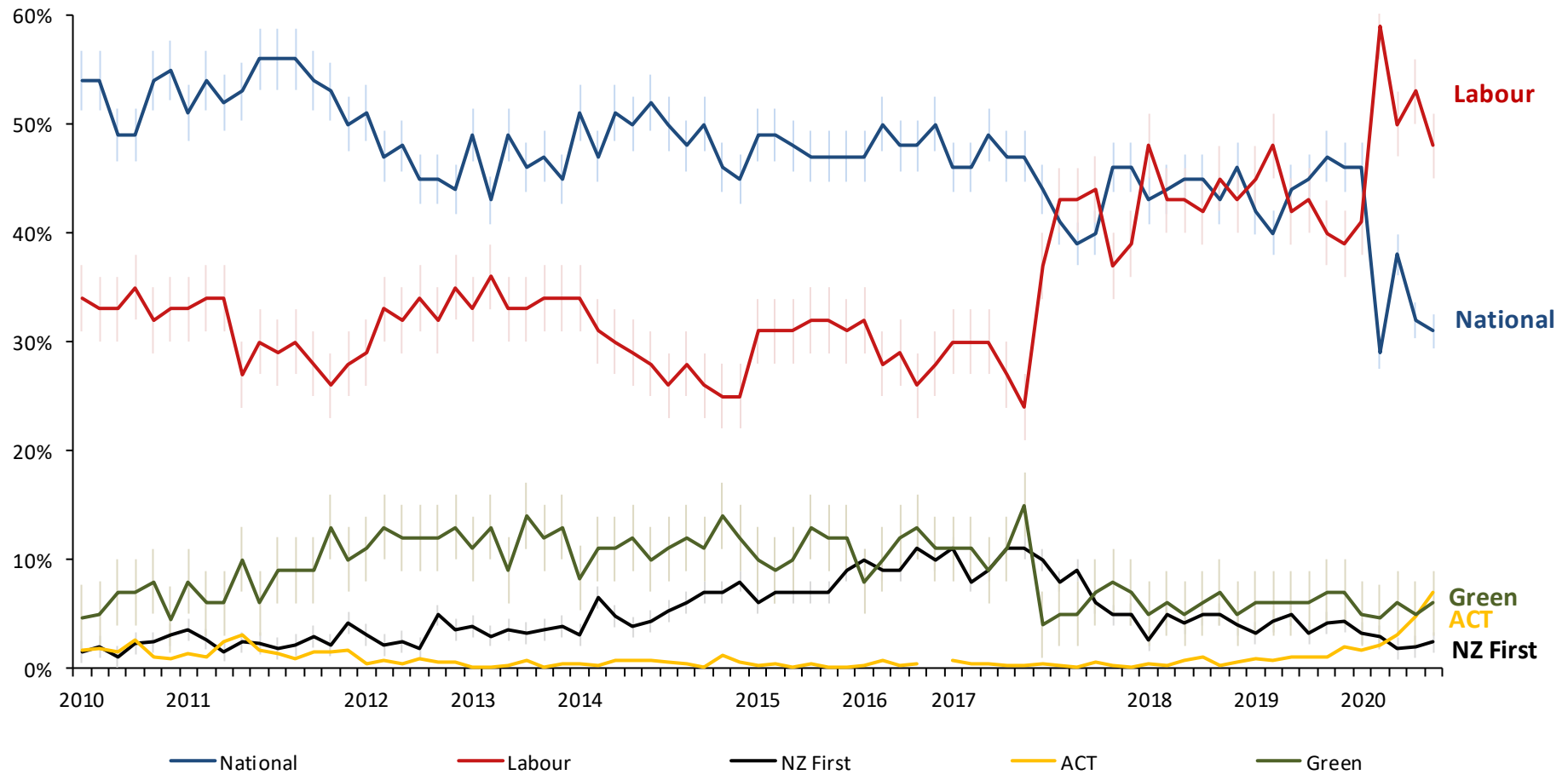
Based on eligible New Zealand voters.

	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020	17-21 Sep 2020
Labour Party	40%	39%	41%	59%	50%	53%	48%
National Party	47%	46%	46%	29%	38%	32%	31%
ACT Party	0.9%	1.6%	1.7%	2.2%	3.1%	4.8%	7%
Green Party	7%	7%	5%	4.7%	6%	5%	6%
New Zealand First	4.2%	4.3%	3.3%	2.9%	1.8%	2.0%	2.4%
New Conservative	0.4%	0.8%	0.8%	0.4%	0.7%	1.2%	1.6%
The Opportunities Party	0.5%	0.9%	0.1%	0.5%	0.5%	0.1%	1.1%
Māori Party	0.8%	0.5%	1.1%	1.2%	0.9%	1.0%	0.9%
Advance NZ	-	-	-	-	-	-	0.8%
Aotearoa Legalise Cannabis Party	0.1%	0.1%	0.1%	-	0.2%	0.2%	0.2%
NZ Outdoors Party	-	-	-	0.1%	-	-	0.2%
Sustainable New Zealand	-	-	-	-	-	-	0.1%
ONE Party	-	-	-	-	-	0.2%	-
Social Credit	-	-	-	0.3%	0.1%	-	-
Vision New Zealand	-	-	-	0.1%	-	-	-
Other	-	-	-	-	-	-	-
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	785	803	800	835	822	843	847

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

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Party Vote



Preferred Prime Minister

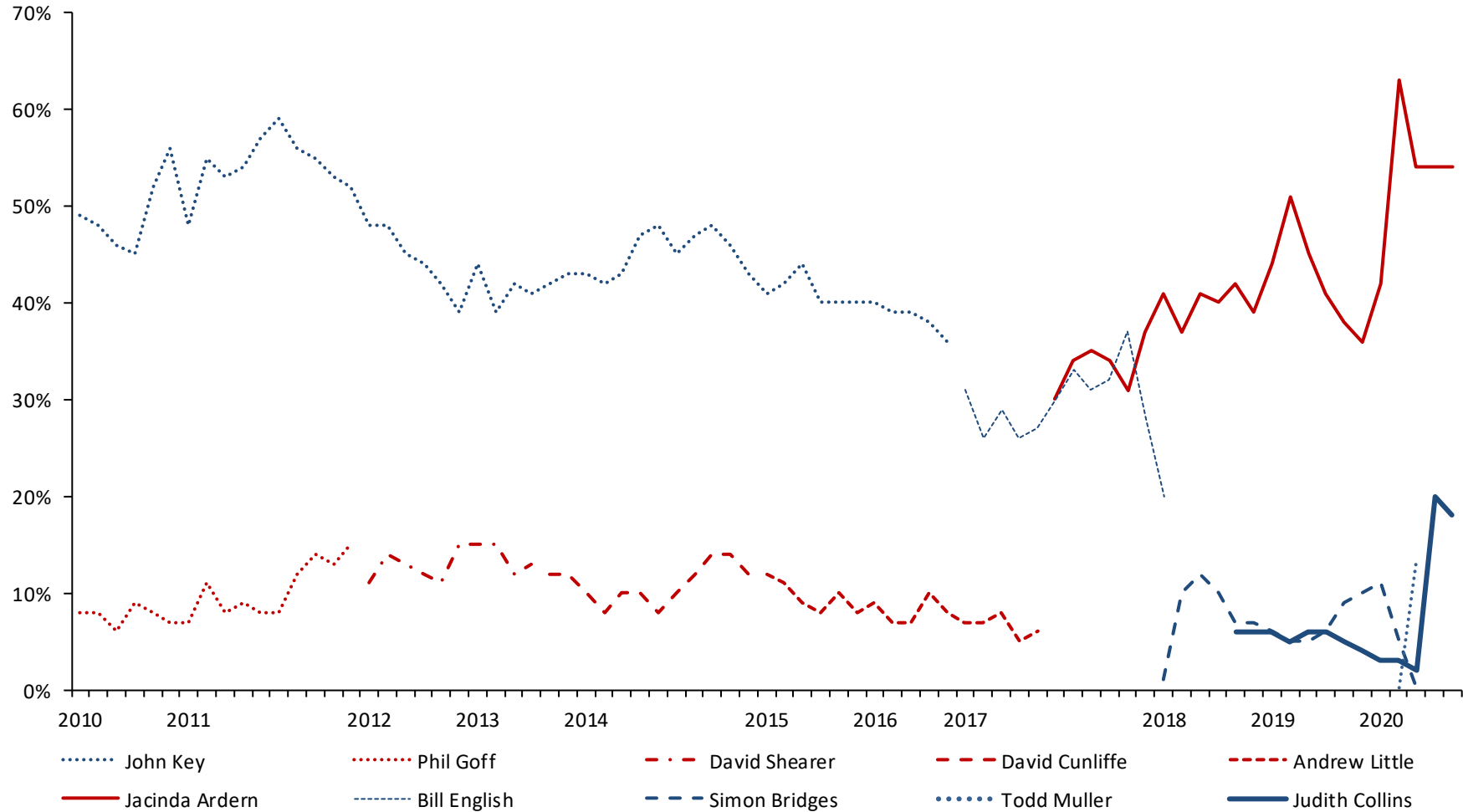
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020	17-21 Sep 2020
Jacinda Ardern	38%	36%	42%	63%	54%	54%	54%
Judith Collins	5%	4%	3%	3%	2%	20%	18%
David Seymour	0.4%	0.6%	0.8%	0.4%	0.8%	1%	2%
Winston Peters	4%	3%	3%	1%	2%	1%	2%
John Key	0.5%	1.0%	0.7%	0.5%	0.3%	0.3%	0.7%
Christopher Luxon	0.4%	1.0%	1.0%	1.0%	0.9%	0.7%	0.7%
Leighton Baker	-	-	-	0.3%	0.1%	0.1%	0.3%
Bill English	0.1%	-	0.2%	0.1%	0.2%	-	0.3%
Paul Goldsmith	-	-	-	0.3%	-	-	0.3%
John Tamihere	-	-	-	-	-	-	0.2%
Billy Te Kahika	-	-	-	-	-	0.7%	0.2%
Gerry Brownlee	-	0.1%	-	-	-	0.3%	0.2%
Nick Smith	-	-	-	-	-	-	0.1%
Simon Bridges	9%	10%	11%	5%	0.4%	-	0.1%
Chloe Swarbrick	0.3%	0.4%	-	0.1%	-	0.3%	0.1%
Mark Mitchell	0.4%	0.3%	0.1%	0.2%	0.5%	0.3%	0.1%
James Shaw	0.3%	0.3%	0.1%	0.1%	0.1%	0.1%	0.1%
Todd Muller	0.2%	-	-	0.2%	13.0%	0.2%	-
Marama Davidson	0.3%	-	0.5%	0.1%	0.1%	0.1%	-
Paula Bennett	0.6%	0.9%	1.0%	0.3%	0.3%	0.1%	-
Grant Robertson	-	-	-	0.1%	0.3%	-	-
Nikki Kaye	0.2%	0.2%	0.5%	0.4%	0.2%	-	-
Steven Joyce	0.1%	-	0.1%	-	0.2%	-	-
Andrew Little	-	0.1%	0.1%	-	0.2%	-	-
Amy Adams	0.2%	-	-	0.2%	0.2%	-	-
Gareth Morgan	-	-	-	0.1%	0.1%	-	-
Helen Clark	0.1%	0.2%	0.3%	0.1%	0.1%	-	-
Kelvin Davis	-	-	-	0.1%	-	-	-
Ron Mark	-	-	-	0.1%	-	-	-
Phil Goff	-	-	0.2%	0.1%	-	-	-
Other	1%	2%	1%	1%	0.7%	0.9%	2%
Don't know	32%	34%	30%	18%	20%	17%	14%
None	3%	3%	2%	2%	3%	2%	2%
Refused	3%	2%	1%	2%	2%	2%	2%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,008	1,006	1,004	1,003	1,007	1,004	1,008

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	62
National Party	41
ACT Party	9
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.