



1 NEWS Colmar Brunton Poll

23-27 September 2020

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Monday 28 September 2020.
POLL CONDUCTED:	Interviewing took place from Wednesday 23 to Sunday 27 September 2020.
MEDIAN FIELDWORK DAY:	Thursday (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 = 1,005 eligible voters, including n=403 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%	Down 1%-point from 17-21 September
National Party	33%	Up 2%-points
ACT	8%	Up 1%-point
Green Party	7%	Up 1%-point
New Zealand First	1%	Down 1%-point
New Conservative	1%	Down 1%-point
The Opportunities Party	1%	Steady
Māori Party	1%	Steady
Advance New Zealand	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	11%	Down 3%-points from 17-21 September

PREFERRED PRIME MINISTER		
Jacinda Ardern	54%	Steady from 17-21 September
Judith Collins	23%	Up 5%-points
David Seymour	2%	Steady
Winston Peters	1%	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

21-27 September 2020

- Prime Minister Jacinda Ardern and National Leader Judith Collins faced off in the first Leaders Debate. Following the debate, Collins called Ardern a “poor wee thing”, and declared herself the winner of the debate.
- National Party Leader Judith Collins said that ACT’s job is to destroy the New Zealand First vote and urged National voters not to vote strategically.
- The Make it 16 campaign expressed their disappointment in the response from the Prime Minister in the leaders debate after she declined to give a ‘yes’ or ‘no’ answer to a question on whether or not she supported lowering the voting age to 16.
- The Green Party demanded that a wealth tax be part of any future coalition agreement between the Green and Labour parties. The wealth tax policy includes a plan to make those with a net worth greater than \$1million to pay 1% of their wealth (above \$1million) to the Government annually. This came after widespread tax cuts were announced as a National Party policy.
- The Labour Party promised to take on single-use plastics, announcing a ban on straws, cutlery, cotton buds, and fruit stickers by 2025 if re-elected. They also promised to standardise kerbside recycling across the country as part of its waste policy.
- Advance NZ co-leader Billy Te Kahika Jr was spoken to by the police after he wore a mask incorrectly on a flight from Wellington to Dunedin. He confirmed that he was reluctant to cover his nose with a mask, saying it “feels wrong”, and would have made him feel sick.
- New Zealand First Leader Winston Peters delivered a speech on race-relations, saying that too many Māori were “stuck in the past”, and said he had threatened to upend the coalition in order to block a deal over Ihumātao. Green Party co-leader James Shaw said that Peters misrepresented the issue.
- The National Party re-confirmed its policy to send people who fail to disclose child abuse to prison for up to three years. The policy was mooted earlier in the year. They also announced plans to redraw the lines in how the country measures child poverty, and to provide parents with \$3000 to spend on service they feel best meet the needs of their children.
- Former Prime Minister Helen Clark encouraged people to vote yes in the upcoming End of Life Choice referendum and said to not let “fear of misinformation get in the way of compassion.”
- Former Auditor-General Martin Matthews got employed to hold Wellington Regional Council to account for its financial management. This comes after he was forced by MPs to resign as Auditor-General, following the results of an unreleased report.
- The Opportunities Party had to correct electoral advertisements after incorrectly spelling Rongotai as ‘Rongatai.’
- Prime Minister Jacinda Ardern announced she wants to make it illegal to discriminate on the grounds of religion, as well as possibly sexual orientation or disability.
- The Opportunities Party announced a policy that would double the price companies pay for emitting carbon and would use that money to get more electric cars on the road.
- National Leader Judith Collins hit back at attacks from the left on her agricultural policy and accused Prime Minister Jacinda Ardern of “going for the jugular” when Ardern said that National had changed its position on climate change. This came after Ardern called National’s proposed changes to the Zero Carbon Act “backwards-looking”, and “hugely disappointing.”

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?”

	23-27 Nov 2019	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020	17-21 Sep 2020	23-27 Sep 2020
Don't know	13%	13%	11%	10%	10%	10%	8%
Refused	3%	4%	5%	4%	4%	4%	3%
TOTAL	17%	17%	16%	15%	14%	14%	11%
Base (n=)	1,006	1,004	1,003	1,007	1,004	1,008	1,005

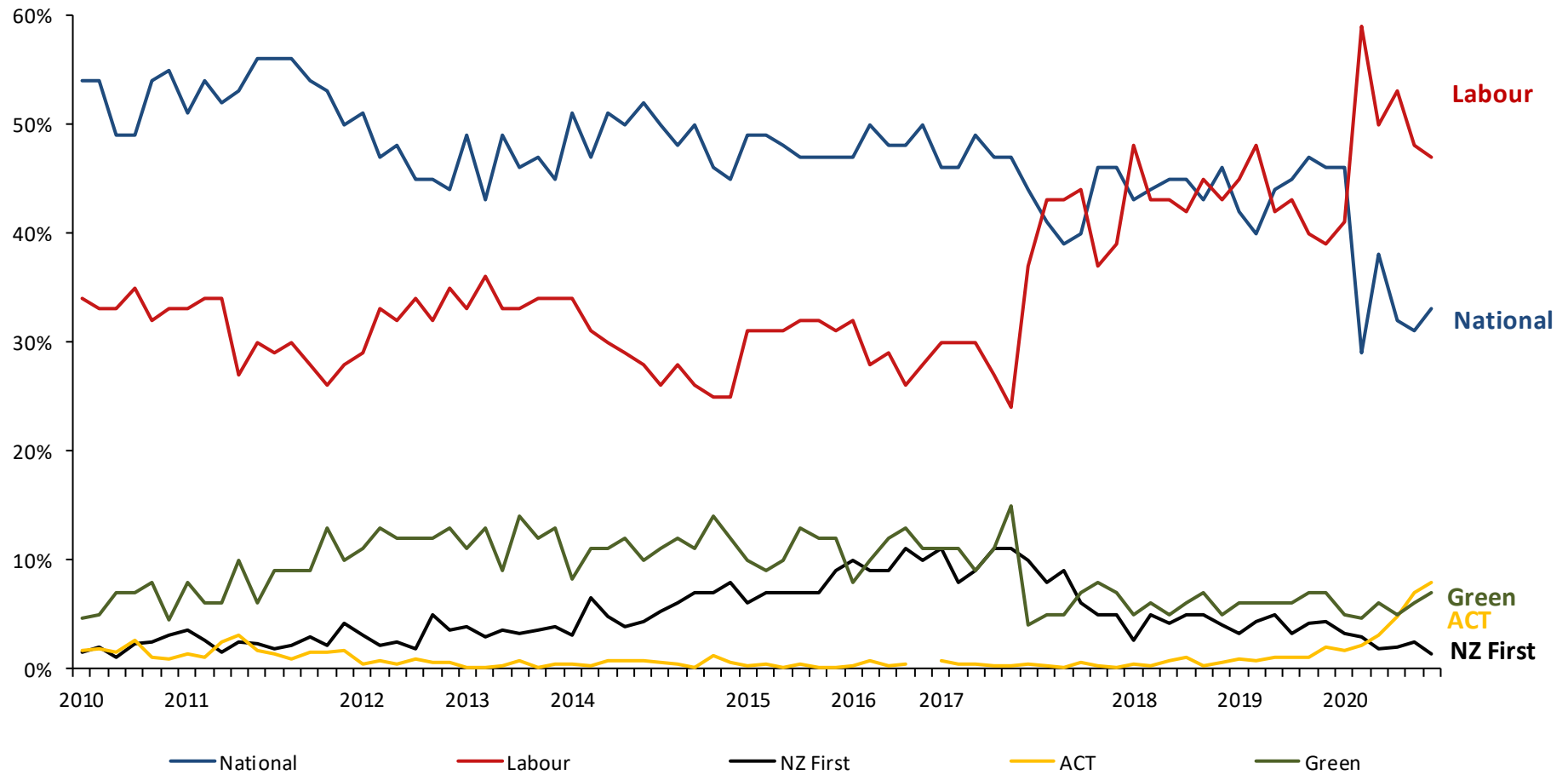
Based on eligible New Zealand voters.

	23-27 Nov 2019	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020	17-21 Sep 2020	23-27 Sep 2020
Labour Party	39%	41%	59%	50%	53%	48%	47%
National Party	46%	46%	29%	38%	32%	31%	33%
ACT Party	1.6%	1.7%	2.2%	3.1%	4.8%	7%	8%
Green Party	7%	5%	4.7%	6%	5%	6%	7%
New Zealand First	4.3%	3.3%	2.9%	1.8%	2.0%	2.4%	1.4%
New Conservative	0.8%	0.8%	0.4%	0.7%	1.2%	1.6%	1.4%
The Opportunities Party	0.9%	0.1%	0.5%	0.5%	0.1%	1.1%	1.0%
Māori Party	0.5%	1.1%	1.2%	0.9%	1.0%	0.9%	0.8%
Advance NZ	-	-	-	-	-	0.8%	0.6%
Social Credit	-	-	0.3%	0.1%	-	-	0.2%
Aotearoa Legalise Cannabis Party	0.1%	0.1%	-	0.2%	0.2%	0.2%	0.1%
NZ Outdoors Party	-	-	0.1%	-	-	0.2%	-
Sustainable New Zealand	-	-	-	-	-	0.1%	-
ONE Party	-	-	-	-	0.2%	-	-
Vision New Zealand	-	-	0.1%	-	-	-	-
Other	-	-	-	-	-	-	-
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	803	800	835	822	843	847	869

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

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Party Vote



Preferred Prime Minister

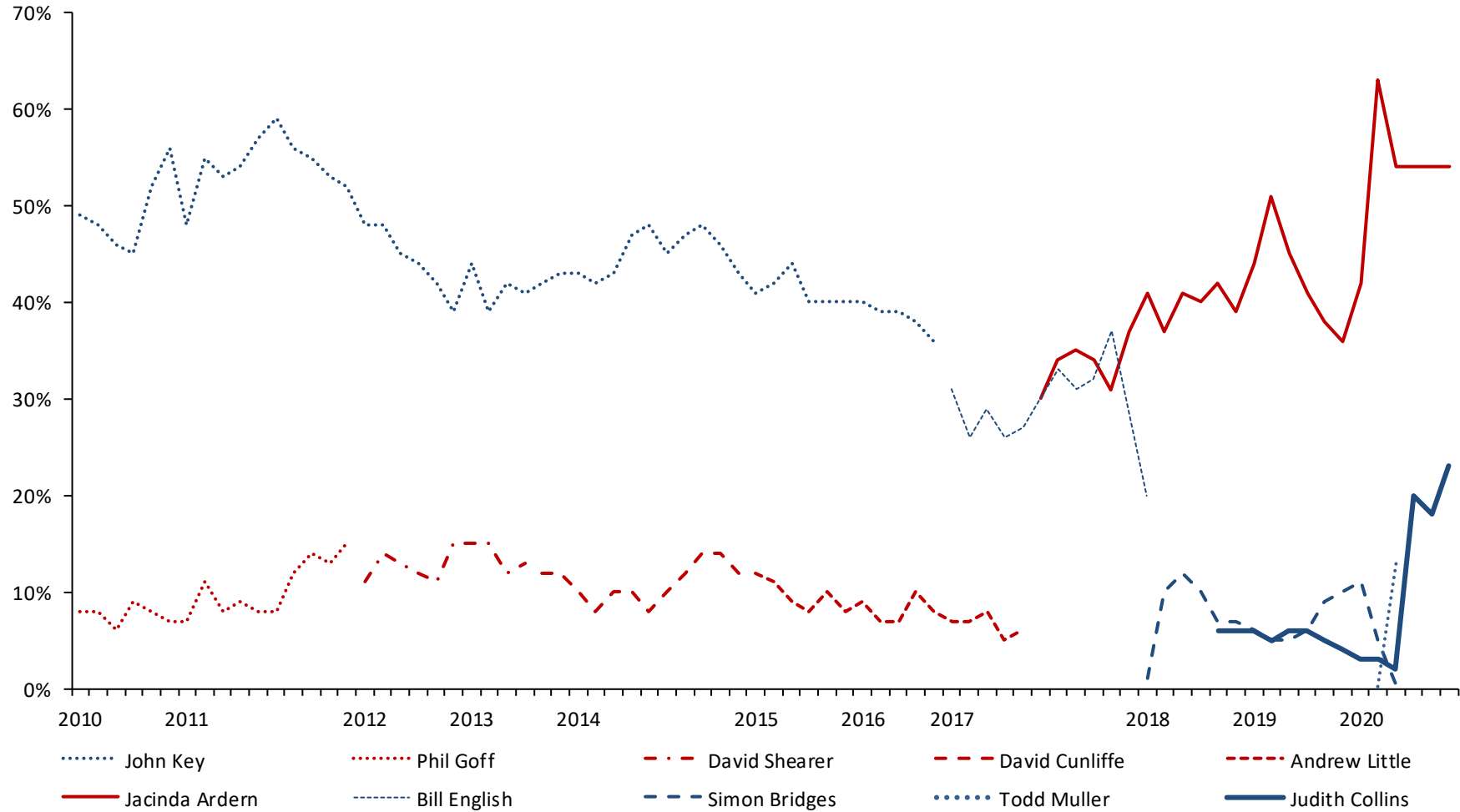
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	23-27 Nov 2019	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020	17-21 Sep 2020	23-27 Sep 2020
Jacinda Ardern	36%	42%	63%	54%	54%	54%	54%
Judith Collins	4%	3%	3%	2%	20%	18%	23%
David Seymour	0.6%	0.8%	0.4%	0.8%	1%	2%	2%
Winston Peters	3%	3%	1%	2%	1%	2%	1%
Chloe Swarbrick	0.4%	-	0.1%	-	0.3%	0.1%	0.5%
Billy Te Kahika	-	-	-	-	0.7%	0.2%	0.4%
John Key	1.0%	0.7%	0.5%	0.3%	0.3%	0.7%	0.3%
Grant Robertson	-	-	0.1%	0.3%	-	-	0.2%
Shane Reti	-	-	-	-	-	-	0.2%
Amy Adams	-	-	0.2%	0.2%	-	-	0.2%
Marama Davidson	-	0.5%	0.1%	0.1%	0.1%	-	0.2%
Simon Bridges	10%	11%	5%	0.4%	-	0.1%	0.1%
James Shaw	0.3%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Gerry Brownlee	0.1%	-	-	-	0.3%	0.2%	0.1%
Leighton Baker	-	-	0.3%	0.1%	0.1%	0.3%	0.1%
Bill English	-	0.2%	0.1%	0.2%	-	0.3%	0.1%
Christopher Luxon	1.0%	1.0%	1.0%	0.9%	0.7%	0.7%	0.1%
Paul Goldsmith	-	-	0.3%	-	-	0.3%	-
John Tamihere	-	-	-	-	-	0.2%	-
Nick Smith	-	-	-	-	-	0.1%	-
Mark Mitchell	0.3%	0.1%	0.2%	0.5%	0.3%	0.1%	-
Todd Muller	-	-	0.2%	13.0%	0.2%	-	-
Paula Bennett	0.9%	1.0%	0.3%	0.3%	0.1%	-	-
Nikki Kaye	0.2%	0.5%	0.4%	0.2%	-	-	-
Steven Joyce	-	0.1%	-	0.2%	-	-	-
Andrew Little	0.1%	0.1%	-	0.2%	-	-	-
Gareth Morgan	-	-	0.1%	0.1%	-	-	-
Helen Clark	0.2%	0.3%	0.1%	0.1%	-	-	-
Kelvin Davis	-	-	0.1%	-	-	-	-
Ron Mark	-	-	0.1%	-	-	-	-
Phil Goff	-	0.2%	0.1%	-	-	-	-
Other	2%	1%	1%	0.7%	0.9%	2%	1%
Don't know	34%	30%	18%	20%	17%	14%	13%
None	3%	2%	2%	3%	2%	2%	1%
Refused	2%	1%	2%	2%	2%	2%	1%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,006	1,004	1,003	1,007	1,004	1,008	1,005

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

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Preferred Prime Minister



Approval for Jacinda Ardern

“Do you approve or disapprove¹ of the way Jacinda Ardern is handling her job as Prime Minister?”

Total eligible New Zealand voters			
	5-9 Oct 2019	16-20 May 2020	23-27 Sep 2020
Approve	62%	86%	72%
Disapprove	29%	10%	22%
Don't know / Refused	8%	4%	6%
Total	100%*	100%	100%
Nett approval (approve % minus disapprove %)	+33	+76	+51²
Base (n=)	1,008	1,003	1,005

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

Seventy-two percent of eligible voters approve of the way Jacinda Ardern is handling her job as Prime Minister, compared to 22% who disapprove. A further six percent are undecided (or refused to answer).

This gives Jacinda Ardern a nett approval rating of +51. Nett approval is the proportion who approve of a politician minus those who disapprove.

Jacinda Ardern's approval rating is notably lower than when we last measured it in May 2020 (+76), but remains higher than it was pre-COVID in October 2019 (+33).

Those groups of eligible voters who are more likely than average (72%) to **approve** of how Jacinda Ardern is handling her job as Prime Minister include:

- Labour party supporters (97%)
- Green party supporters (96%)
- Women aged 18-34 (91%).

Those groups of eligible voters who are more likely than average (22%) to **disapprove** of how Jacinda Ardern is handling her job as Prime Minister include:

- ACT party supporters (58%)
- National party supporters (47%)
- Men aged 55+ (34%)
- Those aged 60-69 (33%).

¹ The order in which the answer codes were read was reversed, so 50% of respondents heard “approve or disapprove” and 50% of respondents heard “disapprove or approve.”

² Please note the nett approval is +51, not +50, due to rounding. The full percentages are 72.4% approval and 21.6% disapproval.

Approval of Judith Collins

“Do you approve or disapprove³ 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
Approve	22%	36%	50%	50%
Disapprove	63%	27%	23%	37%
Don't know / Refused	15%	37%	26%	13%
Total	100%	100%	100%*	100%
Nett approval (approve % minus disapprove %)	-40⁴	+10⁵	+27	+12⁶
Base (n=)	1,003	1,007	1,004	1,005

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

Fifty percent of eligible voters approve of the way Judith Collins is handling her job as leader of the National party, compared to 37% who disapprove. A further 13% are undecided (or refused to answer).

This gives Judith Collins a nett approval rating of +12. Nett approval is the proportion who approve of a politician minus those who disapprove.

Judith Collins' approval rating is lower than when we first measured it in July 2020 (+27). This is because a notable proportion of voters have shifted from the undecided camp to the disapprovals.

Those groups of eligible voters who are more likely than average (50%) to **approve** of how Judith Collins is handling her job as leader of the National Party include:

- National party supporters (86%)
- ACT party supporters (80%)
- Those with an annual household income of between \$100,001 and \$150,000 (59%)
- Men aged 35-54 (62%)
- Those aged 70+ (58%)
- New Zealand Europeans (54%).

Those groups of eligible voters who are more likely than average (37%) to **disapprove** of how Judith Collins is handling her job as leader of the National Party include:

- Green party supporters (65%)
- Labour party supporters (57%)
- Māori (59%)
- Men aged 18-34 (56%).

³ The order in which the answer codes were read was reversed, so 50% of respondents heard “approve or disapprove” and 50% of respondents heard “disapprove or approve.”

⁴ Please note the nett approval is -40, not -41, due to rounding. The full percentages are 22.3% approval and 62.6% disapproval.

⁵ Please note the nett approval is +10, not +9, due to rounding. The full percentages are 36.3% approval and 26.7% disapproval.

⁶ Please note the nett approval is +12, not +13, due to rounding. The full percentages are 49.5% approval and 37.1% disapproval.

Parliamentary seat entitlement

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

	Number of seats
Labour Party	59
National Party	43
ACT Party	10
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.