



# 1 NEWS Colmar Brunton Poll

**5 – 9 October 2019**

**Attention:** Television New Zealand

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**Release date:** 14 October 2019

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## Methodology summary

<b>CLIENT:</b>	Television New Zealand.
<b>RELEASED:</b>	Monday 14 October 2019.
<b>POLL CONDUCTED:</b>	Interviewing took place from Saturday 5 to Wednesday 9 October 2019.
<b>MEDIAN FIELDWORK DAY:</b>	Sunday (50% of sample size target was reached on this day).
<b>TARGET POPULATION:</b>	Eligible New Zealand voters.
<b>SAMPLE POPULATION:</b>	Eligible New Zealand voters who live in New Zealand households that have a landline telephone or have access to a New Zealand mobile phone.
<b>SAMPLE SELECTION:</b>	<p><b>Landline:</b> 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><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>
<b>SAMPLE SIZE:</b>	n = 1,008 eligible voters, including n=502 polled via landline phone and n=506 polled via mobile phone.
<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>
<b>INTERVIEW METHOD:</b>	Conducted by CATI (Computer Assisted Telephone Interviewing).
<b>WEIGHTING:</b>	The data have been weighted to align with Stats NZ population counts for age, gender, region, ethnic identification, and mobile or landline access.
<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: 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	47%	Up 2%-points from 20-24 July
Labour Party	40%	Down 3%-points
Green Party	7%	Up 1%-point
New Zealand First	4%	Up 1%-point
ACT	1%	Steady
Māori Party	1%	Steady
The Opportunities Party	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	18%	Up 5%-points from 20-24 July

PREFERRED PRIME MINISTER		
Jacinda Ardern	38%	Down 3%-points from 20-24 July
Simon Bridges	9%	Up 3%-points
Judith Collins	5%	Down 1%-point
Winston Peters	4%	Up 2%-points

ECONOMIC OUTLOOK		
Optimism	34%	Up 2%-points from 20-24 July
Pessimism	41%	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

### 23 September – 5 October 2019

- The Green Party announced a proposal which would allow those aged 16 and over to vote in elections. MP Golriz Ghahraman said it makes sense to let 16-year-olds vote. The proposal was added to a bill previously introduced by Ghahraman, which also would overturn the ban on prisoner voting. Justice Minister Andrew Little previously said that he was in favour of restoring the previous law which would restrict prisoner voting to those serving a sentence of three years or less, however, changing the law was not a priority.
- The National Party said that it will oppose any move in Parliament that aims to grant voting rights to prisoners. Party Leader Simon Bridges said that the party believes that “if the crime is serious enough for someone to go to jail and lose their liberty, they should also, while in jail, lose the right to vote.”
- A prominent Labour Party staffer resigned following allegations of sexual assault and bullying. Following heavy criticism, the Labour Party hired an independent investigator to review the party’s handling of the complaints against the staffer.
- National Party Leader Simon Bridges said that Prime Minister Jacinda Ardern performs well on the world stage but is not currently walking the talk in New Zealand. He said that her Government has secured “no real achievements.”
- New Zealand First announced that they were blocking a plan to legalise drug quality testing at music festivals this summer. The plan, backed by Police Minister Stuart Nash, would allow the testing of pills at public events, after police found illegal drugs containing traces of a pesticide at the Rhythm & Vines festival in Gisborne. New Zealand First spokesman Darroch Ball said that the testing of pills would absolve young people of personal responsibility for their decisions.
- The Government announced a restart of the Parent Category visa programme, which allows parents to join their adult children who have become residents or citizens, as well as earn over a certain amount. However, the programme is returning with a higher income threshold, and caps at 1000 parents a year. The scheme has since been called “blatantly discriminatory” and just for the rich.
- The Labour Party was forced to pull information booklets after being caught out for plagiarism. It was reported that the Party’s guide to services for people aged over 60 years contained over 50 apparent breaches of copyright.
- New Zealand First party president, Lester Gray, resigned, after only one year in the job. He said that he is also leaving the party altogether, however no reason was given for his departure.
- Regional Development Minister Shane Jones announced that the Government was giving a \$15 million loan to Gisborne-based salad company LeaderBrand. The National Party opposed the loan, with MP Chris Bishop saying that it reflected a lack of transparency around how these decisions are made. LeaderBrand is the largest private-sector employer on the East Coast, employing 370 staff full-time.
- Destiny Church’s Hannah Tamaki applied to register a new political party called ‘Vision NZ’, after the application for ‘The Coalition Party’ was refused.
- The National Party said that it wants to work with the Government to regulate vaping in the face of resistance from the industry. Party Leader Simon Bridges said that the Government and Opposition need to work together to ensure that vaping remains a tool for quitting smoking, and not a new habit, particularly for teens.
- Prime Minister Jacinda Ardern defended climate activist Greta Thunberg, and the Government’s record on climate change. Ardern said that she thinks that we do need climate advocates, and while the Government has not yet announced a climate emergency, she said it was focused on action.
- On Friday 4 October, several people were hospitalised after reportedly taking drugs during a concert at Mt Smart Stadium in Auckland.

## 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?”

	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019	5-9 Oct 2019
<b>Don't know</b>	11%	10%	10%	11%	10%	11%	14%
<b>Refused</b>	3%	3%	6%	4%	4%	3%	4%
<b>TOTAL</b>	<b>14%</b>	<b>13%</b>	<b>16%</b>	<b>15%</b>	<b>14%</b>	<b>13%</b>	<b>18%</b>
<b>Base (n=)</b>	1,006	1,008	1,006	1,009	1,002	1,003	1,008

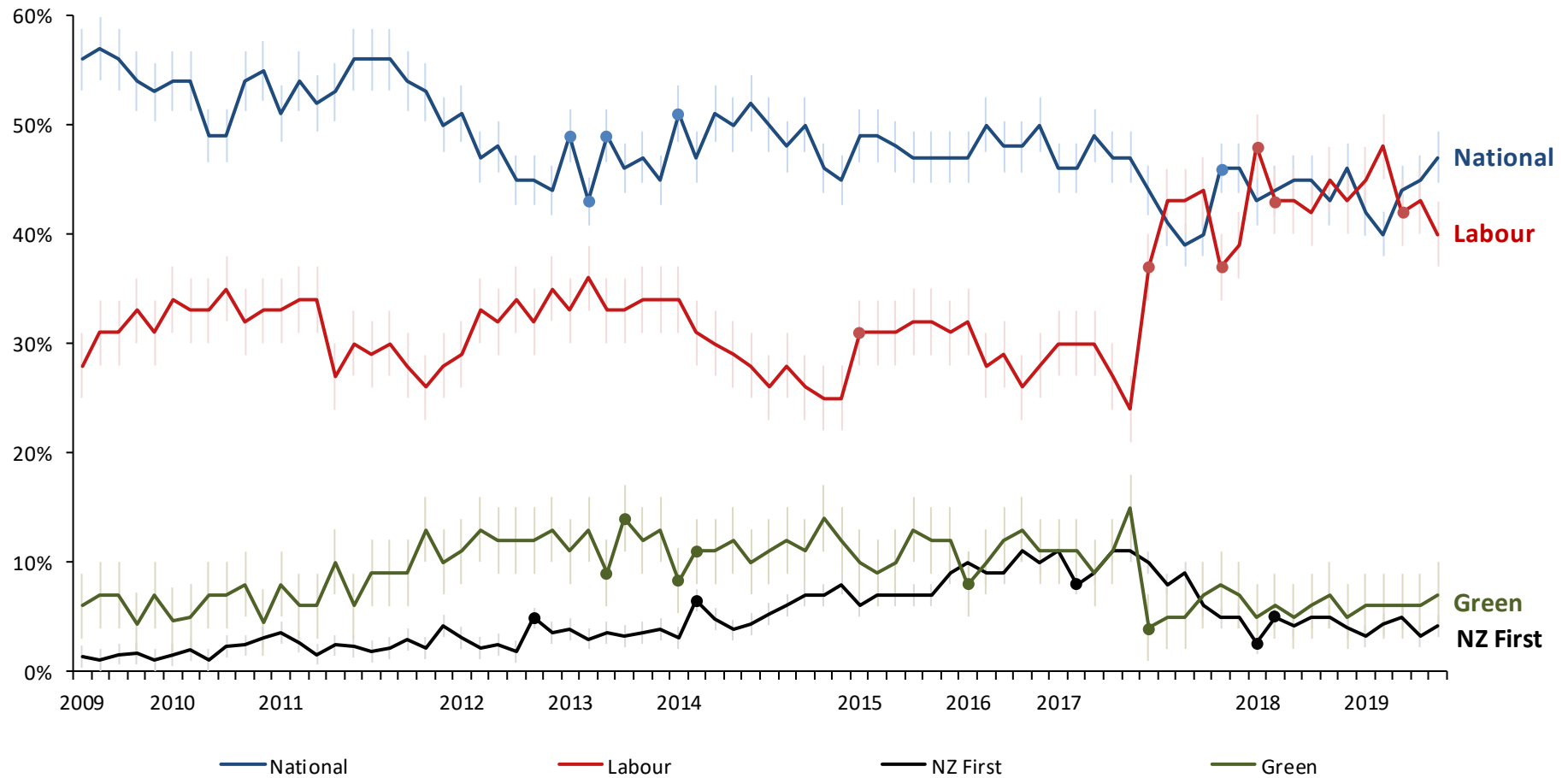
Based on eligible New Zealand voters.

	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019	5-9 Oct 2019
<b>National Party</b>	43%	46%	42%	40%	44%	45%	47%
<b>Labour Party</b>	45%	43%	45%	48%	42%	43%	40%
<b>Green Party</b>	7%	5%	6%	6%	6%	6%	7%
<b>New Zealand First</b>	5%	4.0%	3.3%	4.3%	5%	3.3%	4.2%
<b>ACT Party</b>	0.3%	0.6%	0.9%	0.7%	0.7%	1.0%	0.9%
<b>Māori Party</b>	0.6%	0.9%	1.4%	0.5%	0.5%	1.1%	0.8%
<b>The Opportunities Party</b>	0.3%	0.3%	0.6%	-	0.5%	0.5%	0.5%
<b>New Conservative</b>	0.3%	-	0.2%	0.4%	0.6%	0.8%	0.4%
<b>Aotearoa Legalise Cannabis Party</b>	-	0.1%	-	0.2%	0.1%	0.1%	0.1%
<b>Other</b>	0.2%	0.5%	0.1%	-	0.4%	0.2%	-
<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>Base (n=)</b>	806	826	821	814	820	827	785

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

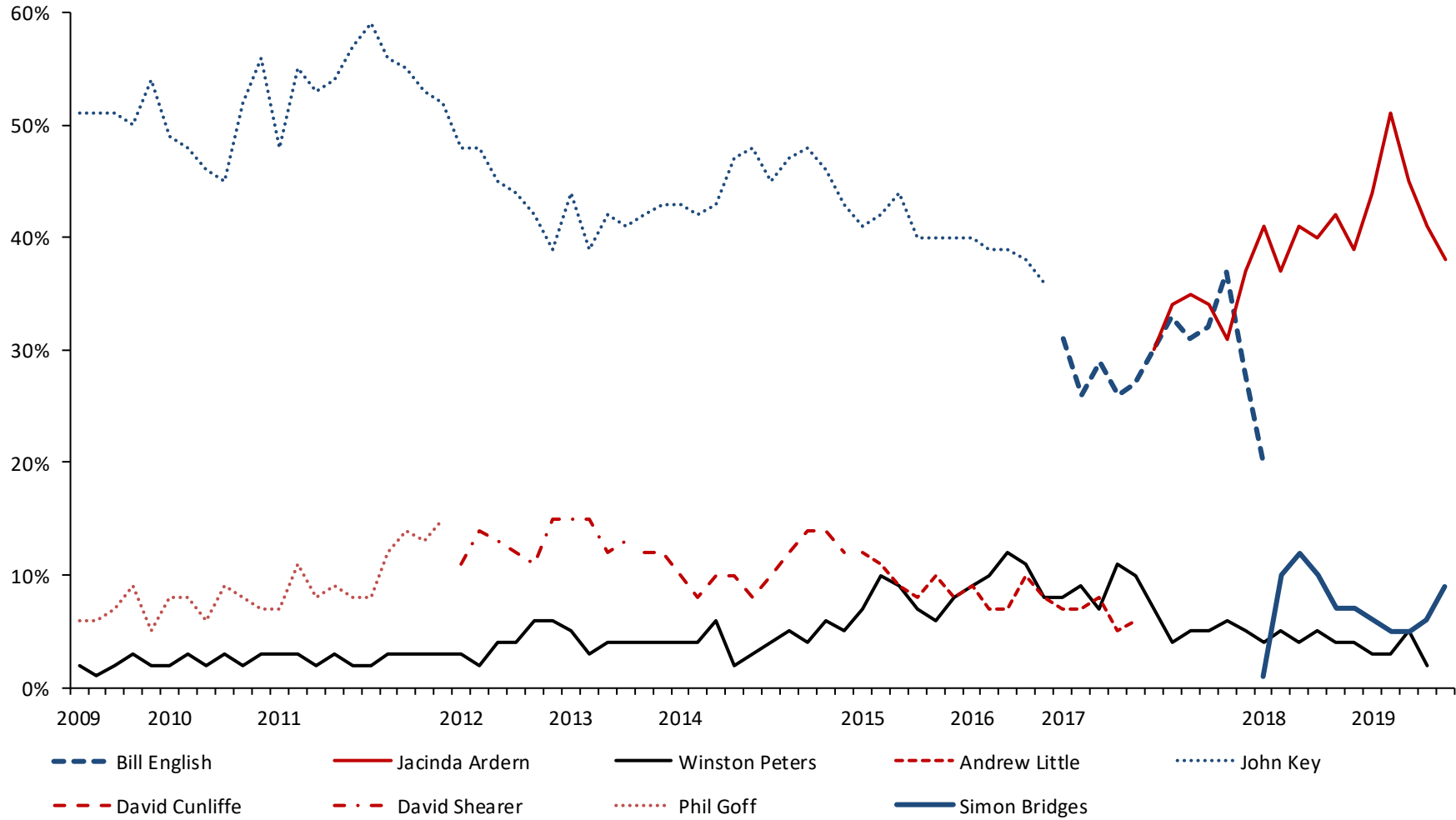
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019	5-9 Oct 2019
<b>Jacinda Ardern</b>	42%	39%	44%	51%	45%	41%	38%
<b>Simon Bridges</b>	7%	7%	6%	5%	5%	6%	9%
<b>Judith Collins</b>	5%	6%	6%	5%	6%	6%	5%
<b>Winston Peters</b>	4%	4%	3%	3%	5%	2%	4%
<b>Paula Bennett</b>	1%	0.5%	0.8%	0.4%	0.4%	0.3%	0.6%
<b>John Key</b>	1%	2%	1%	0.1%	0.9%	1%	0.5%
<b>David Seymour</b>	-	0.1%	0.1%	0.2%	0.5%	0.4%	0.4%
<b>Mark Mitchell</b>	0.3%	0.6%	0.8%	0.2%	1%	0.5%	0.4%
<b>Christopher Luxon</b>	-	-	-	-	-	0.6%	0.4%
<b>James Shaw</b>	0.1%	0.1%	0.2%	0.2%	0.1%	-	0.3%
<b>Chloe Swarbrick</b>	-	-	0.3%	-	0.3%	0.1%	0.3%
<b>Marama Davidson</b>	0.1%	-	-	-	-	0.1%	0.3%
<b>Todd Muller</b>	-	-	-	-	-	0.1%	0.2%
<b>Nikki Kaye</b>	0.1%	0.5%	0.5%	0.3%	0.2%	-	0.2%
<b>Amy Adams</b>	0.5%	0.5%	1%	0.1%	0.5%	0.1%	0.2%
<b>Steven Joyce</b>	-	-	0.1%	0.3%	-	-	0.1%
<b>Bill English</b>	1%	0.4%	0.4%	0.3%	0.1%	0.2%	0.1%
<b>David Parker</b>	0.1%	-	-	-	0.1%	-	0.1%
<b>Helen Clark</b>	0.4%	-	-	-	<0.1%	0.2%	0.1%
<b>Kelvin Davis</b>	0.1%	0.1%	0.1%	0.1%	-	0.2%	-
<b>Grant Robertson</b>	0.1%	0.1%	<0.1%	-	0.2%	0.1%	-
<b>Stuart Nash</b>	-	-	0.1%	<0.1%	-	0.1%	-
<b>Hamish Walker</b>	-	-	-	-	0.3%	-	-
<b>Andrew Little</b>	0.1%	0.2%	-	-	0.1%	-	-
<b>Shane Jones</b>	-	0.2%	0.1%	-	-	-	-
<b>Phil Goff</b>	-	-	<0.1%	-	-	-	-
<b>Gerry Brownlee</b>	0.1%	0.1%	-	-	-	-	-
<b>Other</b>	2%	2%	2%	1%	2%	3%	1%
<b>Don't know</b>	30%	32%	28%	28%	28%	32%	32%
<b>None</b>	4%	5%	3%	2%	3%	4%	3%
<b>Refused</b>	2%	1%	2%	3%	2%	2%	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>Base (n=)</b>	1,006	1,007	1,006	1,009	1,002	1,003	1,008

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?”

	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019	5-9 Oct 2019
<b>Better</b>	33%	37%	35%	37%	34%	32%	34%
<b>Same</b>	27%	29%	30%	28%	28%	27%	25%
<b>Worse</b>	41%	34%	35%	36%	38%	41%	41%
<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>Base (n=)</b>	1,006	1,008	1,006	1,009	1,002	1,003	1,008

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

# 1 NEWS Colmar Brunton Poll

## *Economic Outlook*



## Approval of Jacinda Ardern’s handling of being Prime Minister

“Do you approve or disapprove<sup>1</sup> of the way Jacinda Ardern is handling her job as Prime Minister?”

	Total eligible New Zealand voters
Approve	62%
Disapprove	29%
Don’t know / Refused	8%
<b>Total</b>	<b>100%</b>
<b>Nett approval (approve % minus disapprove %)</b>	<b>+33</b>
Base (n=)	1,008

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

Sixty-two percent of New Zealand voters approve of the way Jacinda Ardern is handling her job as Prime Minister, compared to 29% who disapprove. A further eight percent are unsure (or refused to answer). This gives Jacinda Ardern a nett approval rating of +33. Nett approval is the proportion who approve minus those who disapprove.

Those groups of voters who are more likely than average (62%) to **approve** of how Jacinda Ardern is handling her job as Prime Minister include:

- Labour party supporters (92%)
- Green party supporters (86%)
- Women aged 18-34 (75%)
- Women aged 35-54 (72%).

Those groups of voters who are more likely than average (29%) to **disapprove** of how Jacinda Ardern is handling her job as Prime Minister include:

- National party supporters (56%)
- Males 55+ (39%)
- New Zealand Europeans (33%).

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

## Approval of Simon Bridges' handling of being leader of the National Party

"Do you approve or disapprove<sup>2</sup> of the way Simon Bridges is handling his job as leader of the National Party?"

	Total eligible New Zealand voters
Approve	29%
Disapprove	51%
Don't know / Refused	20%
<b>Total</b>	<b>100%</b>
<b>Nett approval (approve % minus disapprove %)</b>	<b>-22</b>
Base (n=)	1,008

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

Twenty-nine percent of New Zealand voters approve of the way Simon Bridges is handling his job as leader of the National party, compared to 51% who disapprove. A further 20% are unsure (or refused to answer). This gives Simon Bridges a nett approval rating of -22. Nett approval is the proportion who approve minus those who disapprove.

Those groups of voters who are more likely than average (29%) to **approve** of how Simon Bridges is handling his job as leader of the National Party include:

- National party supporters (47%)
- Asian New Zealanders (44%)
- Men aged 18-34 (40%).

Those groups of voters who are more likely than average (51%) to **disapprove** of how Simon Bridges is handling his job as leader of the National Party include:

- Green party supporters (78%)
- Labour party supporters (63%)
- People aged 55+ (59%)
- New Zealand Europeans (55%).

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<sup>2</sup>The order in which the answer codes were read was reversed, so 50% of respondents heard "approve" first, and 50% heard "disapprove" first.

## 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
<b>National Party</b>	60
<b>Labour Party</b>	51
<b>Green Party</b>	8
<b>ACT Party</b>	1
<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.