



1 NEWS Colmar Brunton Poll

16 – 20 May 2020

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Thursday 21 May 2020.
POLL CONDUCTED:	Interviewing took place from Saturday 16 to Wednesday 20 May 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 = 1,003 eligible voters, including n=402 polled via landline phone and n=601 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		
Labour Party	59%	Up 18%-points from 8-12 February
National Party	29%	Down 17%-points
Green Party	5%	Steady
New Zealand First	3%	Steady
ACT	2%	Steady
Māori Party	1%	Steady
The Opportunities Party	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	16%	Down 1%-point from 8-12 February

PREFERRED PRIME MINISTER		
Jacinda Ardern	63%	Up 21%-points from 8-12 February
Simon Bridges	5%	Down 6%-points
Judith Collins	3%	Steady
Winston Peters	1%	Down 2%-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

23 March – 20 May 2020

- New Zealand has spent seven weeks in Alert Level 4 and Alert Level 3 'lockdown', following community transmission of COVID-19 in New Zealand. The nation entered Alert Level 2 on May 14, just prior to fieldwork for this Poll.
- National Leader Simon Bridges chaired the Epidemic Response Committee, to keep the Government in check throughout the lockdown period and their response to the Coronavirus outbreak. Bridges called for the Committee to continue throughout Alert Level 2, saying the Government is still exercising control that needs to be kept in check. He accused the Government of wanting to get rid of the Committee.
- The Government passed a bill giving police the power to potentially enter homes without warrants to enforce COVID-19 alert level rules. Some commentators were concerned that it was rushed, and not enough time was allowed for consultation. The Government then backed down on some of the more extraordinary powers.
- A number of New Zealanders returning from overseas were not permitted to visit dying relatives due to mandatory quarantines. Prime Minister Jacinda Ardern asked for all cases of quarantined people being denied exemptions to visit dying relatives to be reviewed. This came after the son of a dying man took emergency court action to spend time with his father.
- Budget 2020 was released, with a significant focus on rebuilding after COVID-19. \$50 billion was announced for the COVID-19 response plan, including \$16 billion for jobs and businesses. Other key aspects of the budget include \$3.3 billion for health and education, and \$1.8 billion for the Defence Force.
- Vocational training courses, such as those in construction, and agriculture made free over the next two years with Budget 2020. This was aimed at helping those who have lost jobs to retrain in critical industries.
- National leader Simon Bridges called Budget 2020 'a tsunami of debt' that will need to be paid back.
- Unemployment is forecast to peak at 9.6 percent in September, dropping to 4.2 percent within two years. GDP is expected to be negative until June 2022, and national debt is forecast to rise from \$58 billion in 2019 to \$200 billion in 2024.
- National leader Simon Bridges criticised the Government for its 10-person limit at funerals and tangi, and then again criticised them for 'chopping and changing' when that limit was increased to 50 people. Bridges said that it indicates a lack of a proper, robust decision-making process. He also said that the increase to 50 people was an improvement, but still inconsistent with the 100-person limit in places such as restaurants and movie theatres.
- The Chinese Government berated New Zealand after Deputy Prime Minister Winston Peters showed New Zealand's support for Taiwan joining the World Health Organisation, urging adherence to the 'one China principle.' Peters said he was not afraid to upset China.
- National Leader Simon Bridges defended himself after receiving waves of negative comments following a Facebook post criticising the Government's handling of COVID-19.
- Prime Minister Jacinda Ardern announced the launch of a digital diary app to aid in physical contact tracing methods as the country progresses through Alert Level 2.
- Prime Minister Jacinda Ardern said New Zealand would consider opening the border to Australia only when the Government was comfortable that we would not import or export cases of COVID-19 as a result. She warned that any trans-Tasman travel agreement would not be rushed and is more than 'weeks away.'
- Health Minister David Clark offered his resignation and was ultimately demoted after he admitted to breaking lockdown rules by driving 20km to a beach. Prime Minister Jacinda Ardern said in normal circumstances he would have been fired, but did not want to cause massive disruption to the health sector during a pandemic.

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?”

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

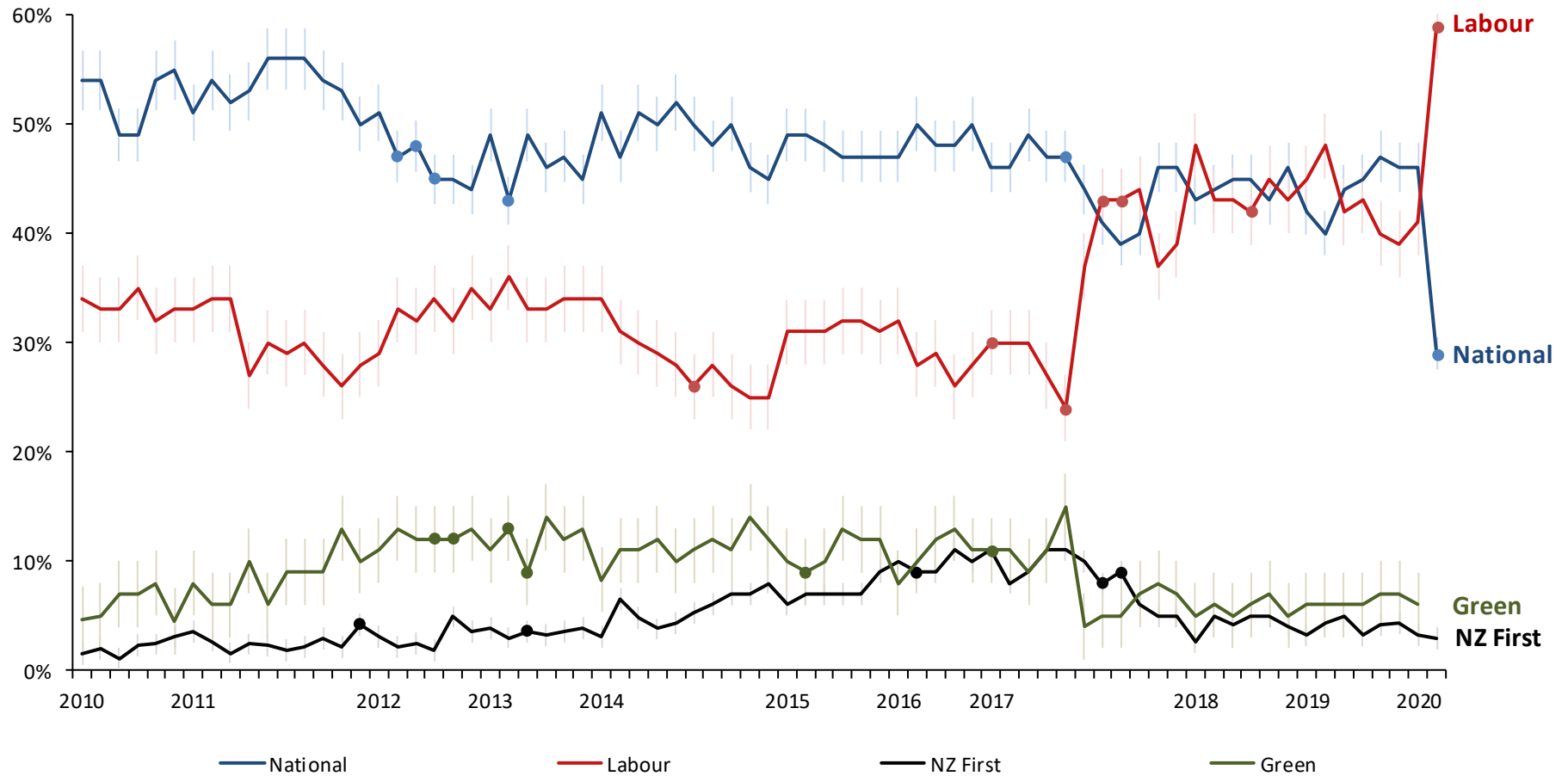
Based on eligible New Zealand voters.

	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020	16-20 May 2020
Labour Party	48%	42%	43%	40%	39%	41%	59%
National Party	40%	44%	45%	47%	46%	46%	29%
Green Party	6%	6%	6%	7%	7%	5%	4.7%
New Zealand First	4.3%	5%	3.3%	4.2%	4.3%	3.3%	2.9%
ACT Party	0.7%	0.7%	1.0%	0.9%	1.6%	1.7%	2.2%
Māori Party	0.5%	0.5%	1.1%	0.8%	0.5%	1.1%	1.2%
The Opportunities Party	-	0.5%	0.5%	0.5%	0.9%	0.1%	0.5%
New Conservative	0.4%	0.6%	0.8%	0.4%	0.8%	0.8%	0.4%
Social Credit	-	-	-	-	-	-	0.3%
Vision New Zealand	-	-	-	-	-	-	0.1%
NZ Outdoors Party	-	-	-	-	-	-	0.1%
Aotearoa Legalise Cannabis Party	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	-
Other	-	0.4%	0.2%	-	-	-	-
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	814	820	827	785	803	800	835

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

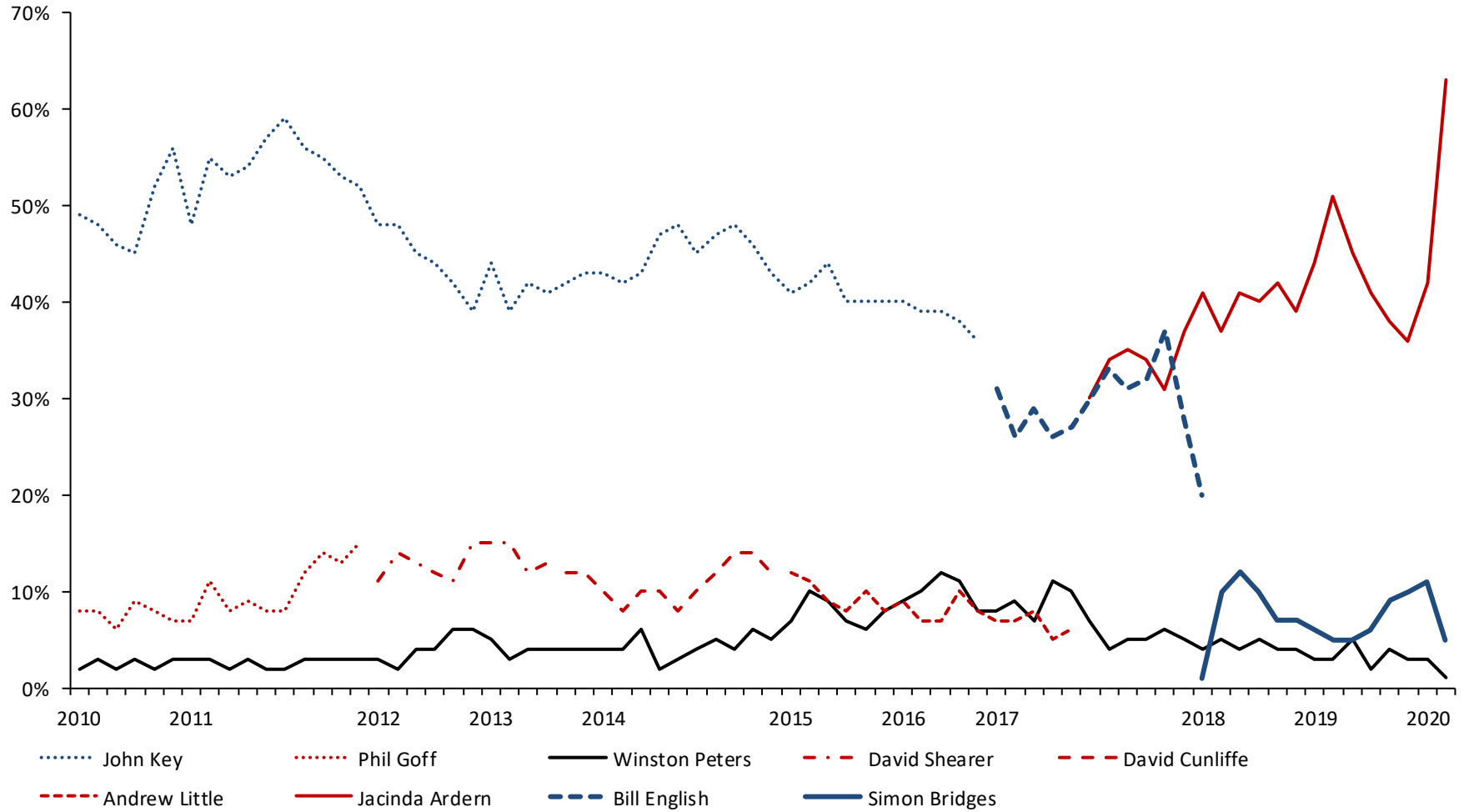
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020	16-20 May 2020
Jacinda Ardern	51%	45%	41%	38%	36%	42%	63%
Simon Bridges	5%	5%	6%	9%	10%	11%	5%
Judith Collins	5%	6%	6%	5%	4%	3%	3%
Winston Peters	3%	5%	2%	4%	3%	3%	1%
Christopher Luxon	-	-	0.6%	0.4%	1%	1%	1%
John Key	0.1%	0.9%	1%	0.5%	1%	0.7%	0.5%
Nikki Kaye	0.3%	0.2%	-	0.2%	0.2%	0.5%	0.4%
David Seymour	0.2%	0.5%	0.4%	0.4%	0.6%	0.8%	0.4%
Leighton Baker	-	-	-	-	-	-	0.3%
Paula Bennett	0.4%	0.4%	0.3%	0.6%	0.9%	1%	0.3%
Paul Goldsmith	-	-	-	-	-	-	0.3%
Amy Adams	0.1%	0.5%	0.1%	0.2%	-	-	0.2%
Mark Mitchell	0.2%	1%	0.5%	0.4%	0.3%	0.1%	0.2%
Todd Muller	-	-	0.1%	0.2%	-	-	0.2%
Grant Robertson	-	0.2%	0.1%	-	-	-	0.1%
Gareth Morgan	-	-	-	-	-	-	0.1%
Marama Davidson	-	-	0.1%	0.3%	-	0.5%	0.1%
Helen Clark	-	<0.1%	0.2%	0.1%	0.2%	0.3%	0.1%
Chloe Swarbrick	-	0.3%	0.1%	0.3%	0.4%	-	0.1%
Kelvin Davis	0.1%	-	0.2%	-	-	-	0.1%
Bill English	0.3%	0.1%	0.2%	0.1%	-	0.2%	0.1%
James Shaw	0.2%	0.1%	-	0.3%	0.3%	0.1%	0.1%
Ron Mark	-	-	-	-	-	-	0.1%
Phil Goff	-	-	-	-	-	0.2%	0.1%
Andrew Little	-	0.1%	-	-	0.1%	0.1%	-
Steven Joyce	0.3%	-	-	0.1%	-	0.1%	-
Shane Jones	-	-	-	-	-	0.1%	-
Other	1%	2%	3%	1%	2%	1%	1%
Don't know	28%	28%	32%	32%	34%	30%	18%
None	2%	3%	4%	3%	3%	2%	2%
Refused	3%	2%	2%	3%	2%	1%	2%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,009	1,002	1,003	1,008	1,006	1,004	1,003

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
Approve	62%	86%
Disapprove	29%	10%
Don't know / Refused	8%	4%
Total	100%*	100%
Nett approval (approve % minus disapprove %)	+33	+76
Base (n=)	1,008	1,003

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

Eighty-six percent of eligible voters approve of the way Jacinda Ardern is handling her job as Prime Minister, compared to 10% who disapprove. A further four percent are unsure (or refused to answer). This gives Jacinda Ardern a nett approval rating of +76. Nett approval is the proportion who approve minus those who disapprove.

Jacinda Ardern's approval rating is notably higher than when we last measured it in October 2019, when it was +33.

Those groups of eligible voters who are more likely than average (86%) to **approve** of how Jacinda Ardern is handling her job as Prime Minister include:

- Labour party supporters (98%)
- Those with an annual household income of between \$30,001 and \$70,000 (91%)
- Women aged 55+ (90%).

Those groups of eligible voters who are more likely than average (10%) to **disapprove** of how Jacinda Ardern is handling her job as Prime Minister include:

- National party supporters (28%)
- Those living in Taranaki or Manawatu-Wanganui (18%)
- Men aged 55+ (16%)
- Those aged 40-49 (14%).

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.”

Approval rating for Simon Bridges

“Do you approve or disapprove² of the way Simon Bridges is handling his job as leader of the National Party?”

	Total eligible New Zealand voters	
	5-9 Oct 2019	16-20 May 2020
Approve	29%	22%
Disapprove	51%	63%
Don't know / Refused	20%	15%
Total	100%	100%
Nett approval (approve % minus disapprove %)	-22	-40³
Base (n=)	1,008	1,003

Based on eligible New Zealand voters.

Twenty-two percent of eligible voters approve of the way Simon Bridges is handling his job as leader of the National party, compared to 63% who disapprove. A further 15% are unsure (or refused to answer). This gives Simon Bridges a nett approval rating of -40. Nett approval is the proportion who approve minus those who disapprove.

Simon Bridges' approval rating is notably lower than when we last measured it in October 2019, when it was -22.

Those groups of eligible voters who are more likely than average (22%) to **approve** of how Simon Bridges is handling his job as leader of the National Party include:

- National party supporters (41%)
- Men aged 55+ (33%)
- Asian New Zealanders (33%).

Those groups of eligible voters who are more likely than average (63%) to **disapprove** of how Simon Bridges is handling his job as leader of the National Party include:

- Labour party supporters (75%)
- Households with an annual income of more than \$150,000 (74%)
- Women aged 55+ (69%)
- New Zealand Europeans (66%).

² 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.”

³ Please note the nett approval is -40, not -41, due to rounding. The full percentages are 22.3% approval and 62.6% disapproval.

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
Labour Party	79
National Party	38
ACT Party	3
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.