



1 NEWS Colmar Brunton Poll

25 – 29 July 2020

Attention: Television New Zealand

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Contents

Contents	1
Methodology summary	2
Summary of results.....	3
Key political events.....	4
Question order and wording.....	5
Party vote	6
Preferred Prime Minister	8
Approval of Judith Collins	10
Trust in party leaders / co-leaders	11
Parliamentary seat entitlement	14
Method for calculating parliamentary seat entitlement	14

Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Thursday 30 July 2020.
POLL CONDUCTED:	Interviewing took place from Saturday 25 to Wednesday 29 July 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 = 1,004 eligible voters, including n=403 polled via landline phone and n=601 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	53%	Up 3%-points from 20-24 June
National Party	32%	Down 6%-points
Green Party	5%	Down 1%-point
ACT	5%	Up 2%-points
New Zealand First	2%	Steady
New Conservative	1%	Steady
Māori Party	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	14%	Down 1%-point from 20-24 June

PREFERRED PRIME MINISTER		
Jacinda Ardern	54%	Steady from 20-24 June
Judith Collins	20%	Up 18%-points
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

14 – 29 July 2020

- Todd Muller resigned as the leader of the National Party, citing personal and health reasons. He took over the leadership from Simon Bridges in May and was in power for 50 days before resigning. The National Party caucus elected Judith Collins as Leader following Muller's resignation.
- Calls were made to charge returning New Zealanders for their 14-day managed isolation, after it was released that the cost to do so is expected to reach \$500 million by the end of the year. The Minister for Managed Isolation and Quarantine, Megan Woods, announced plans to charge some returning New Zealanders for their stay in quarantine, but not all. Other parties were divided on whether the proposed rules went far enough in offsetting the cost of managed isolation to the taxpayer.
- Iain Lees-Galloway was fired from his role as a minister following an inappropriate relationship with a staff member in one of his departments. Prime Minister Jacinda Ardern said that this meant his position was untenable as he was the Minister for Workplace Relations and Safety. Labour selected Palmerston North Deputy Mayor Tangi Utikere as their candidate for Galloway's vacated Palmerston North seat.
- National leader Judith Collins was the person who passed on the information of Galloway's affair to Prime Minister Jacinda Ardern, but she accused Ardern of knowing about it before their conversation,
- National MP Andrew Falloon quit Parliament, after Judith Collins called for his resignation following allegations of sexually explicit messages sent to multiple women. The former MP said that he was at a party where he left his phone unattended, but Collins said that she did not believe this.
- Former National Party President Michelle Boag left the party after 47 years, after it was revealed that she passed on the private information of COVID-19 patients to National health spokesperson Michael Woodhouse and National MP Hamish Walker.
- National MP Hamish Walker left Parliament following his admission to leaking the details of the COVID-19 patients to media. National Leader Judith Collins confirmed he was granted a leave of absence until the end of this term of Parliament.
- Senior National MP Anne Tolley gave an emotional tribute during her valedictory speech in Parliament, after she decided not to stand again in the upcoming election. She first entered Parliament in 1999 as a Napier-based list MP, before holding ministerial portfolios including police, social development, and children
- Including Falloon, Walker, and Tolley, 13 National MPs announced that they were leaving politics, and would not contest in the September election. Such MPs included Nikki Kaye, Amy Adams, Paula Bennett, and Maggie Barry.
- Former Prime Minister Sir John Key said that Parliament is "notoriously hard on marriages", but that the recent string of scandals was unlike anything he had seen before.
- The pay cut for MPs following COVID-19 came into effect, more than three months after Prime Minister Jacinda Arden announced the six-month reduction would begin.
- Deputy Prime Minister and NZ First Leader Winston Peters said a Labour-Greens coalition government would be a "nightmare". He said that a Labour-Greens coalition, without NZ First, would mean more tax for New Zealanders. Greens co-leader James Shaw responded saying that NZ First is a "force for chaos", with a chaotic organisational culture. He later suggested that having NZ First in the next government is not a risk worth taking, and that they would undermine a strong, stable government.
- The Government announced the first lot of funding from the Progressive Home Ownership Scheme, almost three years after promising the policy.
- New Zealand suspended its extradition treaty with Hong Kong, due to recent law changes not being consistent with "New Zealand's principles." Prime Minister Jacinda Ardern said that the new national security legislation in Hong Kong does not sit with New Zealand's principles of "basic freedom of association and the right to take a political view." Foreign Affairs Minister Winston Peters said that New Zealand could no longer trust that Hong Kong's criminal justice system was independent from China.

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?”

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

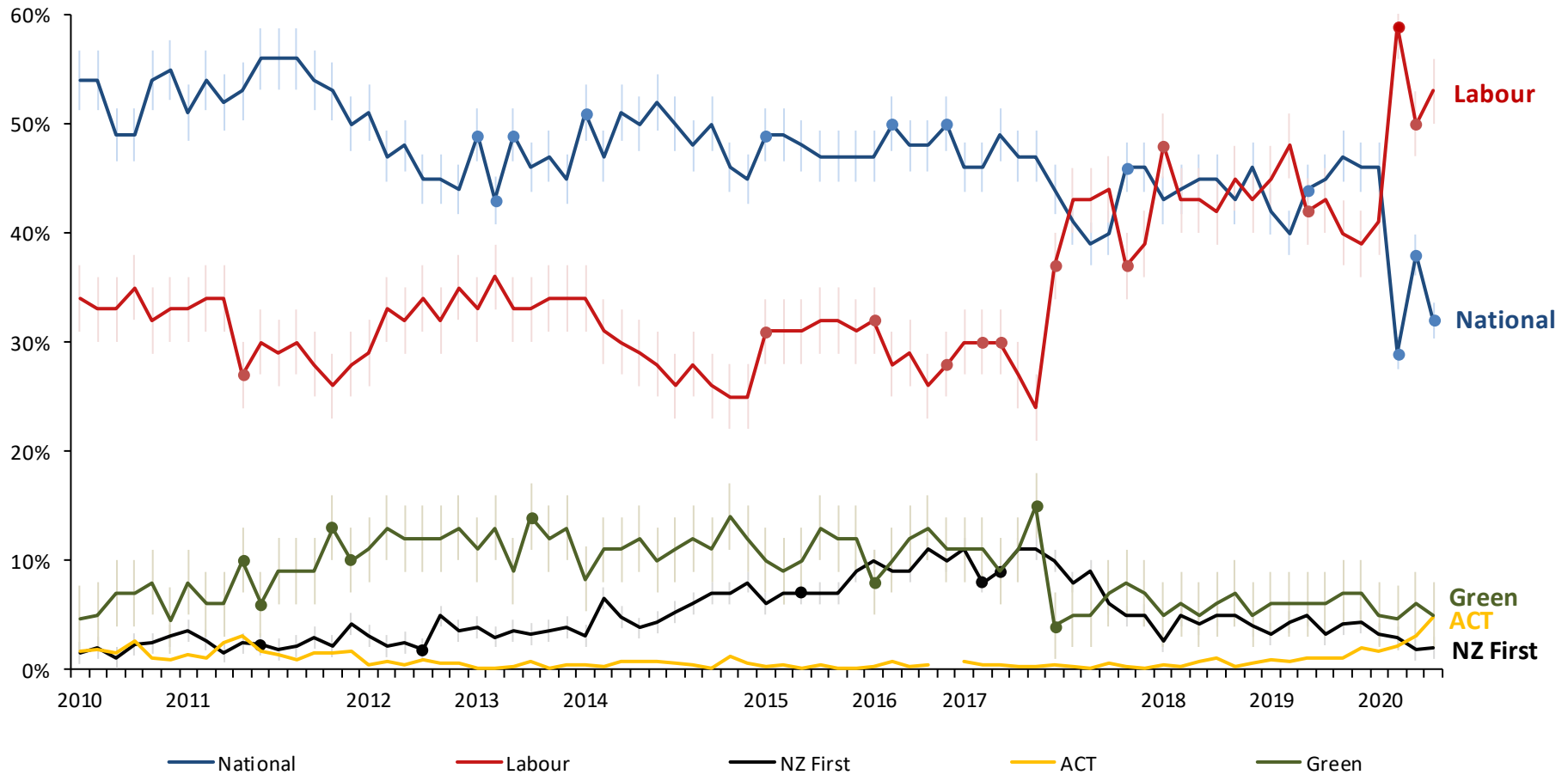
Based on eligible New Zealand voters.

	20-24 Jul 2019	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020
Labour Party	43%	40%	39%	41%	59%	50%	53%
National Party	45%	47%	46%	46%	29%	38%	32%
Green Party	6%	7%	7%	5%	4.7%	6%	5%
ACT Party	1.0%	0.9%	1.6%	1.7%	2.2%	3.1%	4.8%
New Zealand First	3.3%	4.2%	4.3%	3.3%	2.9%	1.8%	2.0%
New Conservative	0.8%	0.4%	0.8%	0.8%	0.4%	0.7%	1.2%
Māori Party	1.1%	0.8%	0.5%	1.1%	1.2%	0.9%	1.0%
ONE Party	-	-	-	-	-	-	0.2%
Aotearoa Legalise Cannabis Party	0.1%	0.1%	0.1%	0.1%	-	0.2%	0.2%
The Opportunities Party	0.5%	0.5%	0.9%	0.1%	0.5%	0.5%	0.1%
Social Credit	-	-	-	-	0.3%	0.1%	-
Vision New Zealand	-	-	-	-	0.1%	-	-
NZ Outdoors Party	-	-	-	-	0.1%	-	-
Other	0.2%	-	-	-	-	-	-
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	827	785	803	800	835	822	843

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

1 NEWS Colmar Brunton Poll

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

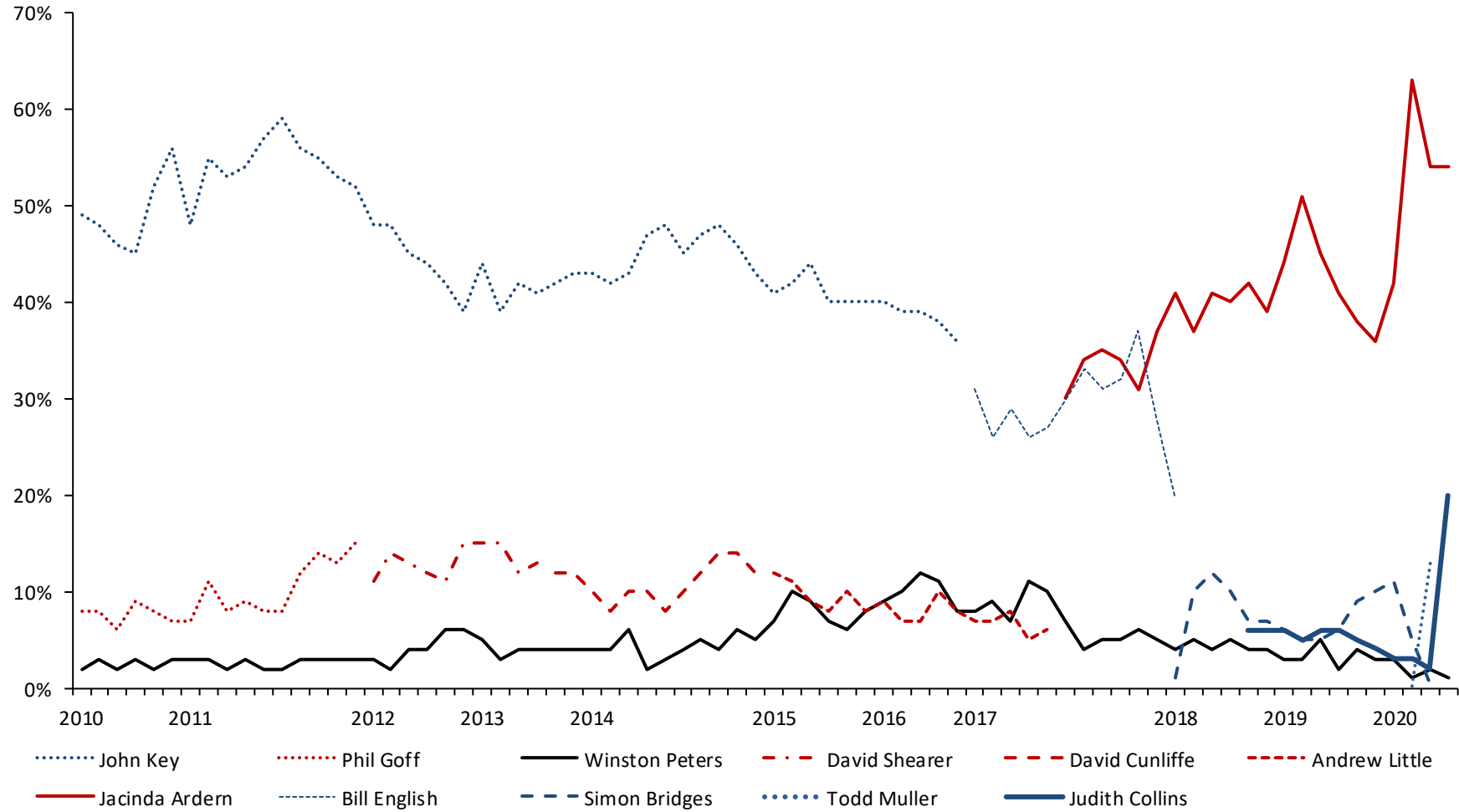
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	20-24 Jul 2019	5-9 Oct 2019	23-27 Nov 2019	8-12 Feb 2020	16-20 May 2020	20-24 Jun 2020	25-29 Jul 2020
Jacinda Ardern	41%	38%	36%	42%	63%	54%	54%
Judith Collins	6%	5%	4%	3%	3%	2%	20%
David Seymour	0.4%	0.4%	0.6%	0.8%	0.4%	0.8%	1%
Winston Peters	2%	4%	3%	3%	1%	2%	1%
Christopher Luxon	0.6%	0.4%	1%	1%	1%	0.9%	0.7%
Billy Te Kahika	-	-	-	-	-	-	0.7%
Chloe Swarbrick	0.1%	0.3%	0.4%	-	0.1%	-	0.3%
John Key	1%	0.5%	1%	0.7%	0.5%	0.3%	0.3%
Gerry Brownlee	-	-	0.1%	-	-	-	0.3%
Mark Mitchell	0.5%	0.4%	0.3%	0.1%	0.2%	0.5%	0.3%
Todd Muller	0.1%	0.2%	-	-	0.2%	13%	0.2%
James Shaw	-	0.3%	0.3%	0.1%	0.1%	0.1%	0.1%
Marama Davidson	0.1%	0.3%	-	0.5%	0.1%	0.1%	0.1%
Paula Bennett	0.3%	0.6%	0.9%	1%	0.3%	0.3%	0.1%
Leighton Baker	-	-	-	-	0.3%	0.1%	0.1%
Simon Bridges	6%	9%	10%	11%	5%	0.4%	-
Grant Robertson	0.1%	-	-	-	0.1%	0.3%	-
Nikki Kaye	-	0.2%	0.2%	0.5%	0.4%	0.2%	-
Steven Joyce	-	0.1%	-	0.1%	-	0.2%	-
Bill English	0.2%	0.1%	-	0.2%	0.1%	0.2%	-
Andrew Little	-	-	0.1%	0.1%	-	0.2%	-
Amy Adams	0.1%	0.2%	-	-	0.2%	0.2%	-
Gareth Morgan	-	-	-	-	0.1%	0.1%	-
Helen Clark	0.2%	0.1%	0.2%	0.3%	0.1%	0.1%	-
Paul Goldsmith	-	-	-	-	0.3%	-	-
Kelvin Davis	0.2%	-	-	-	0.1%	-	-
Ron Mark	-	-	-	-	0.1%	-	-
Phil Goff	-	-	-	0.2%	0.1%	-	-
Other	3%	1%	2%	1%	1%	0.7%	0.9%
Don't know	32%	32%	34%	30%	18%	20%	17%
None	4%	3%	3%	2%	2%	3%	2%
Refused	2%	3%	2%	1%	2%	2%	2%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,003	1,008	1,006	1,004	1,003	1,007	1,004

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

1 NEWS Colmar Brunton Poll

Preferred Prime Minister



Approval of Judith Collins

“Do you approve or disapprove¹ 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
Approve	22%	36%	50%
Disapprove	63%	27%	23%
Don't know / Refused	15%	37%	26%
Total	100%	100%	100%*
Nett approval (approve % minus disapprove %)	-40²	+10³	+27
Base (n=)	1,003	1,007	1,004

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 23% who disapprove. A further 26% are unsure (or refused to answer). This gives Judith Collins a nett approval rating of +27. Nett approval is the proportion who approve of a politician minus those who disapprove.

Judith Collins' approval rating is notably better than either of the two previous National party leaders; Simon Bridges or Todd Muller.

Those groups of eligible voters who are more likely than average (36%) to **approve** of how Judith Collins is handling her job as leader of the National Party include:

- National party supporters (87%)
- ACT party supporters (85%)
- Those with an annual household income of more than \$150,000 (70%)
- Men aged 55+ (64%)
- New Zealand Europeans (57%).

Those groups of eligible voters who are more likely than average (27%) to **disapprove** of how Judith Collins is handling her job as leader of the National Party include:

- Labour party supporters (35%)
- Māori (35%).

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 -40, not -41, due to rounding. The full percentages are 22.3% approval and 62.6% disapproval.

³ Please note the nett approval is +10, not +9, due to rounding. The full percentages are 36.3% approval and 26.7% disapproval.

Trust in party leaders / co-leaders

"I am now going to read out the names of some of the leaders and co-leaders⁴ for a number of the political parties. For each, please tell me whether or not you generally trust them?"

	Total eligible New Zealand voters		
	Trust	Do not trust	Don't know / never heard of them
Jacinda Ardern ⁵	82%	16%	2%
David Seymour	48%	36%	16%
Judith Collins	47%	45%	8%
James Shaw	47%	31%	22%
Marama Davidson	44%	34%	22%
Winston Peters	34%	59%	7%
Base (n=1,004)			

We asked about trust in the leaders/co-leaders of the five political parties currently in Parliament.

Jacinda Ardern is by far the most trusted party leader in New Zealand, with 82% of eligible voters saying they trust her, and only 16% saying they don't. Judith Collins is much more polarising with 47% saying they trust her, and 45% saying they don't.

David Seymour, James Shaw and Marama Davidson all have similar levels of trust. A higher proportion of respondents are less likely to express an opinion either way for each of these leaders, than is the case for Jacinda or Judith.

The only party leader who is not trusted by the majority of eligible voters is Winston Peters. Fifty-nine percent do not trust him, while 34% do so.

Trust in Jacinda Ardern

Those groups of eligible voters who are more likely than average (82%) to **trust** Jacinda Ardern include:

- Labour party supporters (98%)
- Wellingtonians (89%).

Those groups of eligible voters who are more likely than average (16%) **not to trust** Jacinda Ardern include:

- ACT party supporters (44%)
- National party supporters (36%)
- Men aged 55+ (27%)
- Those with an annual household income of between \$100,001 and \$150,000 (22%)
- New Zealand Europeans (19%).

⁴ The order in which the names of the leaders and co-leaders were read out was randomised.

⁵ The party each politician leads was also read out with each option – for example: "The leader of the Labour Party, Jacinda Ardern, would you say that you generally trust her or not?"

Trust in David Seymour

Those groups of eligible voters who are more likely than average (48%) to **trust** David Seymour include:

- ACT party supporters (95%)
- National party supporters (73%)
- Those with an annual household income of between \$70,001 and \$100,000 (60%)
- Those with an annual household income of more than \$150,000 (57%).
- Men aged 55+ (55%)
- New Zealand Europeans (53%).

Those groups of eligible voters who are more likely than average (36%) **not to trust** David Seymour include:

- Green party supporters (67%)
- Pacific Peoples (55%)
- Labour party supporters (45%).

Trust in Judith Collins

Those groups of eligible voters who are more likely than average (47%) to **trust** Judith Collins include:

- National party supporters (89%)
- ACT party supporters (78%)
- Those with an annual household income of more than \$150,000 (64%)
- Men aged 55+ (58%)
- New Zealand Europeans (52%).

Those groups of eligible voters who are more likely than average (45%) **not to trust** Judith Collins include:

- Green party supporters (71%)
- Māori (65%)
- Labour party supporters (64%)
- Pacific Peoples (62%)
- Wellingtonians (59%).

Trust in James Shaw

Those groups of eligible voters who are more likely than average (47%) to **trust** James Shaw include:

- Green party supporters (89%)
- Those with an annual household income of more than \$150,000 (58%)
- Wellingtonians (58%)
- Labour party supporters (55%)
- Women aged 55+ (54%).

Those groups of eligible voters who are more likely than average (31%) **not to trust** James Shaw include:

- ACT party supporters (60%)
- National party supporters (48%)
- Those living in Taranaki or Manawatu-Wanganui (45%)
- Men aged 55+ (41%)
- New Zealand Europeans (34%).

Trust in Marama Davidson

Those groups of eligible voters who are more likely than average (44%) to **trust** Marama Davidson include:

- Green party supporters (90%)
- Labour party supporters (60%)
- Māori (60%)
- Women aged 18-34 (56%)
- Wellingtonians (56%).

Those groups of eligible voters who are more likely than average (31%) **not to trust** Marama Davidson include:

- ACT Party supporters (76%)
- National party supporters (57%)
- Men aged 55+ (49%)
- Those with an annual household income of between \$70,001 and \$100,000 (43%)
- New Zealand Europeans (38%).

Trust in Winston Peters

Those groups of eligible voters who are more likely than average (34%) to **trust** Winston Peters include:

- Māori (61%)
- Pacific Peoples (56%)
- Those with an annual household income of up to \$30,000 (47%)
- Women aged 18-34 (46%)
- Those with an annual household income of between \$30,001 and \$70,000 (43%)
- Labour party supporters (43%).

Those groups of eligible voters who are more likely than average (59%) **not to trust** Winston Peters include:

- ACT party supporters (84%)
- National party supporters (77%)
- Those with an annual household income of more than \$150,000 (73%)
- Those with an annual household income of between \$100,001 and \$150,000 (69%)
- Those with an annual household income of between \$70,001 and \$100,000 (69%)
- New Zealand Europeans (66%).

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	67
National Party	41
Green Party	6
ACT Party	6
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.