



Q+A Colmar Brunton Northland poll

29 July - 4 August 2020

Attention: Q+A, Television New Zealand

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Methodology summary

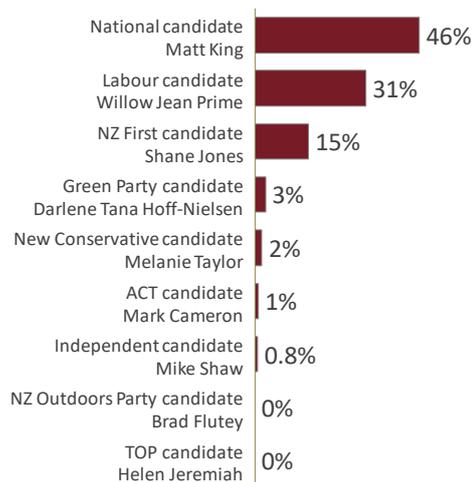
CLIENT:	Television New Zealand.
RELEASED:	Sunday 9 August 2020
POLL CONDUCTED:	Interviewing took place from Wednesday 29 July to Tuesday 4 August 2020.
MEDIAN FIELDWORK DAY:	Sunday (50% of sample size target reached on this day).
TARGET POPULATION:	Eligible Northland electorate voters.
SAMPLE POPULATION:	Eligible Northland Electorate voters on the General Electoral Roll who live in households that have a landline telephone or are members of Colmar Brunton's online panel.
SAMPLE SELECTION:	<p>Landline: Random digit dialling of landline telephones within the Northland Electorate. Interviewers asked to speak to the person in each household aged 18 years or over with the next birthday, and then confirmed a) the selected person lives at a street address in the Northland electorate, and b) they are on the General electoral roll. When required, multiple calls are made to reach the selected person.</p> <p>Online: Respondents from Colmar Brunton's online panel were invited to participate. Quota targets were set by age within gender. The purpose of including the online sample was to target demographic groups who are less likely to have access to a landline. The survey screened respondents to a) check they live within the Northland electorate, and b) check they they are on the General electoral roll.</p>
SAMPLE SIZE:	n = 503 eligible Northland voters, including 402 polled via landline phone, and 101 polled online.
SAMPLING ERROR:	<p>The maximum sampling error is approximately $\pm 4.3\%$-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 $\pm 2.6\%$-points and $\pm 1.9\%$-points, respectively, at the 95% confidence level.</p> <p>These sampling errors assume a simple random sample of 500 eligible voters.</p>
INTERVIEW METHOD:	Conducted by CATI (Computer Assisted Telephone Interviewing) and online interviewing.
WEIGHTING:	The data have been weighted to align with Statistics New Zealand population counts for age, gender, and ethnic identification in Northland.
REPORTED FIGURES:	Reported bases are unweighted. For Party Support, percentages have been rounded up or down to whole numbers, except those less than 5%, which are reported to 1 decimal place. For Candidate Support percentages have been rounded up or down to whole numbers except those less than 1%, which are reported to 1 decimal place.

Note: This poll was conducted in accordance with the New Zealand Political Polling Code. Publication or reproduction of the results must be acknowledged as the "Q+A Colmar Brunton Poll".

Results summary

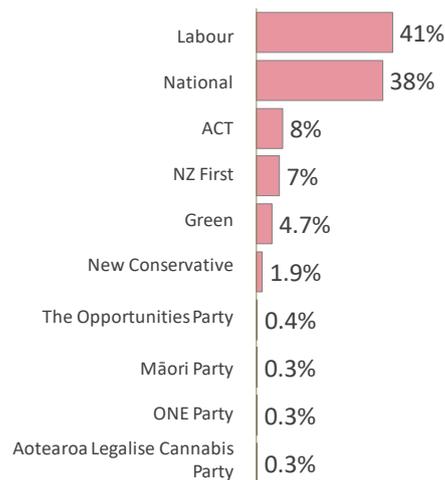
Northland candidate support

Who would you vote for with your electorate vote?



Northland party support

Which political party would you vote for?



This Q+A Colmar Brunton poll was carried out among a random sample of 503 eligible Northland voters between 29 July and 4 August 2020. The maximum sampling error for the total sample is approximately $\pm 4.3\%$ points at the 95% confidence level. The party vote question was asked first, and was asked unprompted on the telephone survey, while a randomised list of registered parties was shown on the online survey. For the electorate vote question, all candidate and party names were read aloud on the telephone survey in random order. The list of candidates was shown on the online survey in random order. Eleven percent of respondents were undecided or did not wish to answer at the party support question, and 11% were undecided or did not wish to answer at the electorate support question. Percentages may not sum to 100 due to rounding.

Party and electorate vote 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 and electorate candidate 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?”

Electorate vote

“Now thinking about your electorate vote, for your local MP in the Northland electorate.

Who would you vote for with your electorate vote?

The candidates are...”¹

IF DON'T KNOW

“Which party, if any, is the candidate most likely to come from?”

¹ Candidate names and party affiliation were read aloud to respondents in random order.

Party support – Northland electorate

“Which political party would you vote for?”

IF DON'T KNOW

“Which one would you be most likely to vote for?”

29 July - 4 August 2020	
Don't know	9%
Refused	2%
TOTAL	11%
Base (n=)	503

Based on eligible Northland Electorate voters.

29 July - 4 August 2020	
Labour Party	41%
National Party	38%
ACT party	8%
NZ First	7%
Green Party	4.7%
New Conservative	1.9%
The Opportunities Party (TOP)	0.4%
Māori Party	0.3%
ONE Party	0.3%
Aotearoa Legalise Cannabis Party	0.3%
Other	-
TOTAL	100%*
Base (n=)	431

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

Candidate support – Northland electorate

“Thinking about your electorate vote, for your local MP in the Northland electorate, who would you vote for with your electorate vote? The candidates are...”²

IF DON'T KNOW

“Which party, if any, is the candidate most likely to come from?”

29 July - 4 August 2020	
Don't know	9%
Refused	2%
TOTAL	11%
Base (n=)	503

Based on eligible Northland Electorate voters.

29 July - 4 August 2020	
National candidate Matt King	46%
Labour candidate Willow Jean Prime	31%
New Zealand First candidate Shane Jones	15%
Green Party candidate Darlene Tana Hoff-Nielsen	3%
New Conservative candidate Melanie Taylor	2%
ACT candidate Mark Cameron	1%
Independent candidate Mike Shaw	0.8%
NZ Outdoors Party candidate Brad Flutey	-
TOP candidate Helen Jeremiah	-
TOTAL	100%*
Base (n=)	432

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

² This list of parties and candidates was read aloud on the phone (or shown online) to each respondent in random order.