



1 NEWS Colmar Brunton Poll

23 – 27 November 2019

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Monday 2 December 2019.
POLL CONDUCTED:	Interviewing took place from Saturday 23 to Wednesday 27 November 2019.
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 = 1,006 eligible voters, including n=504 polled via landline phone and n=502 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		
National Party	46%	Down 1%-point from 5-9 October
Labour Party	39%	Down 1%-point
Green Party	7%	Steady
New Zealand First	4%	Steady
ACT	2%	Up 1%-point
The Opportunities Party	1%	Steady
New Conservative	1%	Up 1%-point
Māori Party	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	17%	Down 1%-point from 5-9 October

PREFERRED PRIME MINISTER		
Jacinda Ardern	36%	Down 2%-points from 5-9 October
Simon Bridges	10%	Up 1%-point
Judith Collins	4%	Down 1%-point
Winston Peters	3%	Down 1%-point

ECONOMIC OUTLOOK		
Optimism	36%	Up 2%-points from 5-9 October
Pessimism	35%	Down 6%-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

30 October – 27 November 2019

- Parliament passed a bill to legalise voluntary euthanasia, meaning that the issue will go to a public referendum in the 2020 general election alongside the referendum to legalise recreational cannabis use. The bill was championed by ACT Party leader David Seymour.
- The National Party signalled that it is considering a crackdown on social welfare – including docking benefits received by parents who do not vaccinate their children.
- The Electoral Commission began an investigation into the New Zealand First Foundation, which allegedly was being used to conceal donations to the New Zealand First Party. New Zealand First leader Winston Peters and other party members denied the allegations.
- It was announced that the Government has accumulated the biggest surplus in a decade - \$7.5 billion. Finance Minister Grant Robertson hinted that the Government is ready to spend more to help stimulate a weakening economy.
- A bill which proposes to reform the way in which victims of sexual violence are treated in court cases passed its first reading in parliament.
- Broadcasting Minister Kris Faafoi confirmed that he would be taking a paper to Cabinet from a media advisory group that could result in bodies such as TVNZ and Radio New Zealand being disestablished and replaced by a state broadcasting entity.
- Gun City owner David Tipple told Parliament that the Government's gun law reforms will result in dwindling faith in the country's laws, as well as an increase in "Dirty Harry-type vigilantes."
- Health Minister David Clark and Food Safety Minister Damien O'Connor confirmed that junk food advertising would be removed from around schools in anti-obesity measures. These measures would also likely change what is promoted in supermarket aisles.
- Green Party MP Gareth Hughes announced his retirement from politics, stating that he will not be seeking re-election in 2020. Hughes assumed office in 2010 and is the current longest-serving MP within the Green Party.
- New law changes were announced that mean landlords will no longer be able to get rid of tenants without reason. Under the changes, landlords will need to give tenants 63 days' notice if the property is to be vacated for family use, and 90 days if the property has been sold – both an increase from the current 42 days.
- Almost 90% of decile 1 to 7 public schools signed up to the Government's offer of \$150 per student in return for axing parent donations. The plan was announced at this year's Budget, being allocated \$265.5 million over four years.
- 17-year-old William Wood won the National Party selection to stand in the Palmerston North electorate in 2020, making him the youngest National candidate ever.
- Changes to the Overseas Investment Office were announced, which would see the creation of a national interest test. The changes would enable the Minister of Finance to be able to block foreigners from buying key infrastructure, military technology, or major media companies in New Zealand.

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?”

	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019	5-9 Oct 2019	23-27 Nov 2019
Don't know	10%	10%	11%	10%	11%	14%	13%
Refused	3%	6%	4%	4%	3%	4%	3%
TOTAL	13%	16%	15%	14%	13%	18%	17%
Base (n=)	1,008	1,006	1,009	1,002	1,003	1,008	1,006

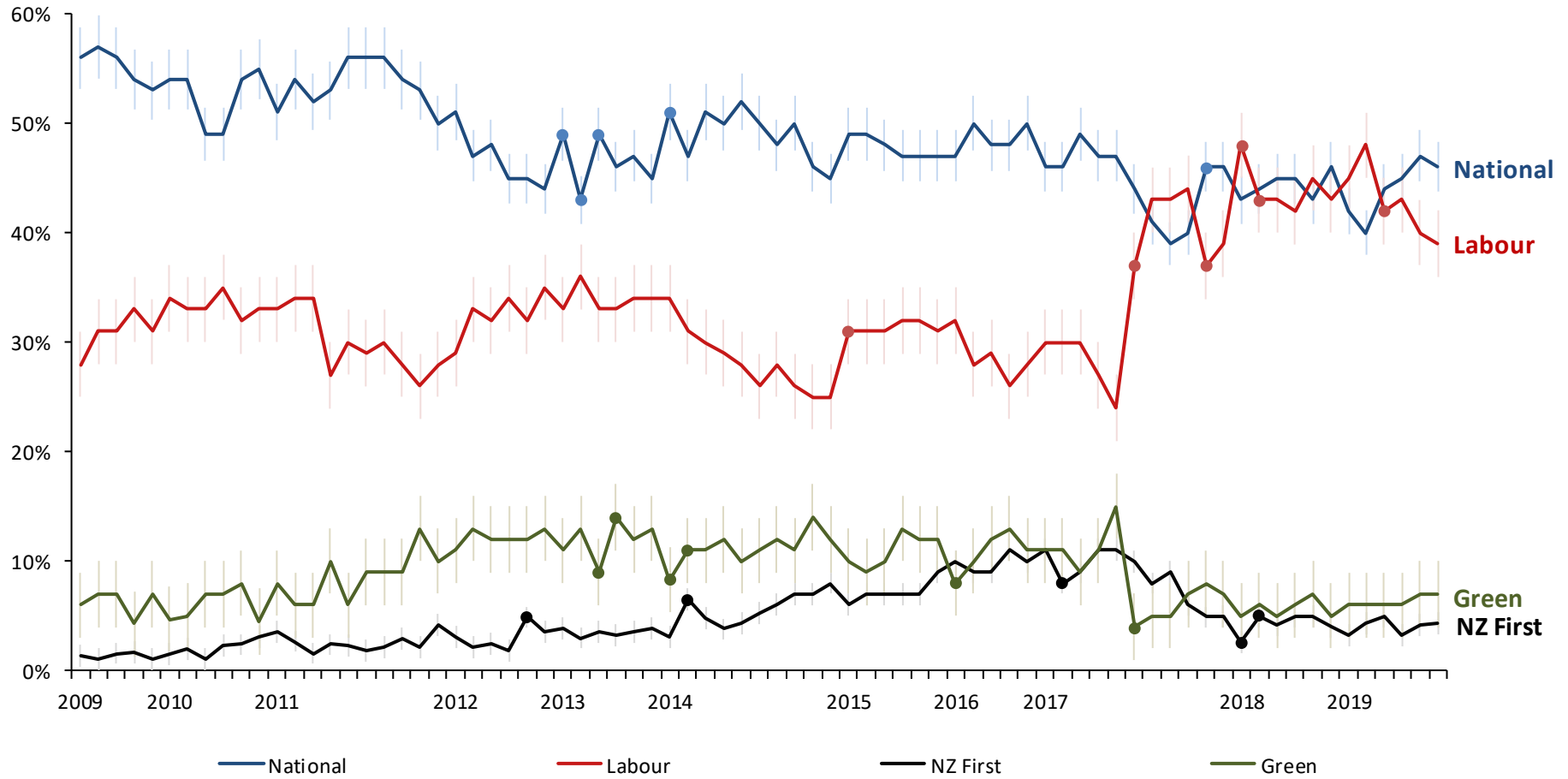
Based on eligible New Zealand voters.

	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019	5-9 Oct 2019	23-27 Nov 2019
National Party	46%	42%	40%	44%	45%	47%	46%
Labour Party	43%	45%	48%	42%	43%	40%	39%
Green Party	5%	6%	6%	6%	6%	7%	7%
New Zealand First	4.0%	3.3%	4.3%	5%	3.3%	4.2%	4.3%
ACT Party	0.6%	0.9%	0.7%	0.7%	1.0%	0.9%	1.6%
The Opportunities Party	0.3%	0.6%	-	0.5%	0.5%	0.5%	0.9%
New Conservative	-	0.2%	0.4%	0.6%	0.8%	0.4%	0.8%
Māori Party	0.9%	1.4%	0.5%	0.5%	1.1%	0.8%	0.5%
Aotearoa Legalise Cannabis Party	0.1%	-	0.2%	0.1%	0.1%	0.1%	0.1%
Other	0.5%	0.1%	-	0.4%	0.2%	-	-
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	826	821	814	820	827	785	803

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

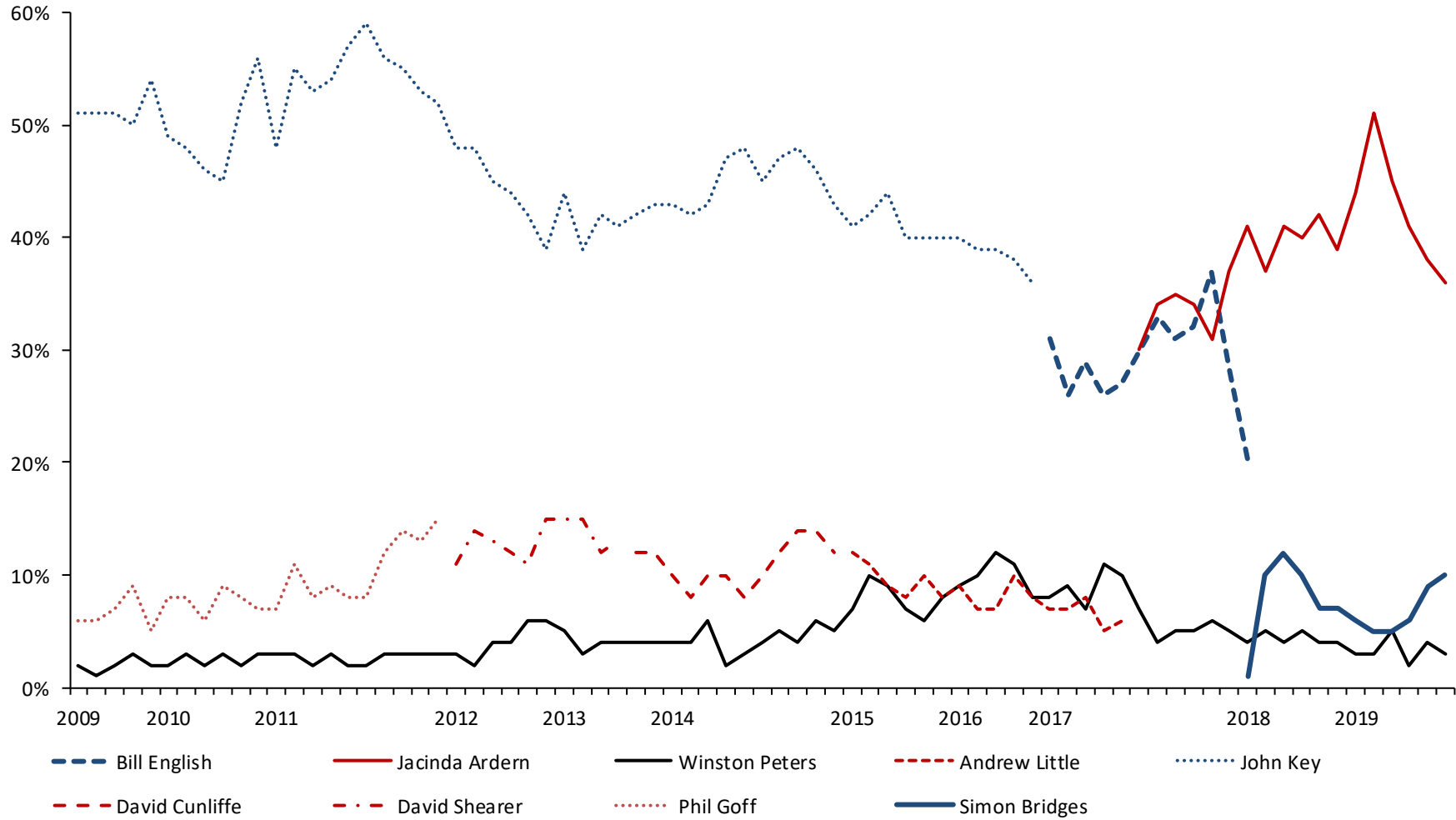
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019	5-9 Oct 2019	23-27 Nov 2019
Jacinda Ardern	39%	44%	51%	45%	41%	38%	36%
Simon Bridges	7%	6%	5%	5%	6%	9%	10%
Judith Collins	6%	6%	5%	6%	6%	5%	4%
Winston Peters	4%	3%	3%	5%	2%	4%	3%
John Key	2%	1%	0.1%	0.9%	1%	0.5%	1%
Christopher Luxon	-	-	-	-	0.6%	0.4%	1%
Paula Bennett	0.5%	0.8%	0.4%	0.4%	0.3%	0.6%	0.9%
David Seymour	0.1%	0.1%	0.2%	0.5%	0.4%	0.4%	0.6%
Chloe Swarbrick	-	0.3%	-	0.3%	0.1%	0.3%	0.4%
Mark Mitchell	0.6%	0.8%	0.2%	1%	0.5%	0.4%	0.3%
James Shaw	0.1%	0.2%	0.2%	0.1%	-	0.3%	0.3%
Nikki Kaye	0.5%	0.5%	0.3%	0.2%	-	0.2%	0.2%
Helen Clark	-	-	-	<0.1%	0.2%	0.1%	0.2%
Te Ururoa Flavell	-	-	-	-	-	-	0.1%
Andrew Little	0.2%	-	-	0.1%	-	-	0.1%
Gerry Brownlee	0.1%	-	-	-	-	-	0.1%
Marama Davidson	-	-	-	-	0.1%	0.3%	-
Todd Muller	-	-	-	-	0.1%	0.2%	-
Amy Adams	0.5%	1%	0.1%	0.5%	0.1%	0.2%	-
Steven Joyce	-	0.1%	0.3%	-	-	0.1%	-
Bill English	0.4%	0.4%	0.3%	0.1%	0.2%	0.1%	-
David Parker	-	-	-	0.1%	-	0.1%	-
Kelvin Davis	0.1%	0.1%	0.1%	-	0.2%	-	-
Grant Robertson	0.1%	<0.1%	-	0.2%	0.1%	-	-
Stuart Nash	-	0.1%	<0.1%	-	0.1%	-	-
Hamish Walker	-	-	-	0.3%	-	-	-
Shane Jones	0.2%	0.1%	-	-	-	-	-
Phil Goff	-	<0.1%	-	-	-	-	-
Other	2%	2%	1%	2%	3%	1%	2%
Don't know	32%	28%	28%	28%	32%	32%	34%
None	5%	3%	2%	3%	4%	3%	3%
Refused	1%	2%	3%	2%	2%	3%	2%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,007	1,006	1,009	1,002	1,003	1,008	1,006

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

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Preferred Prime Minister



Economic outlook

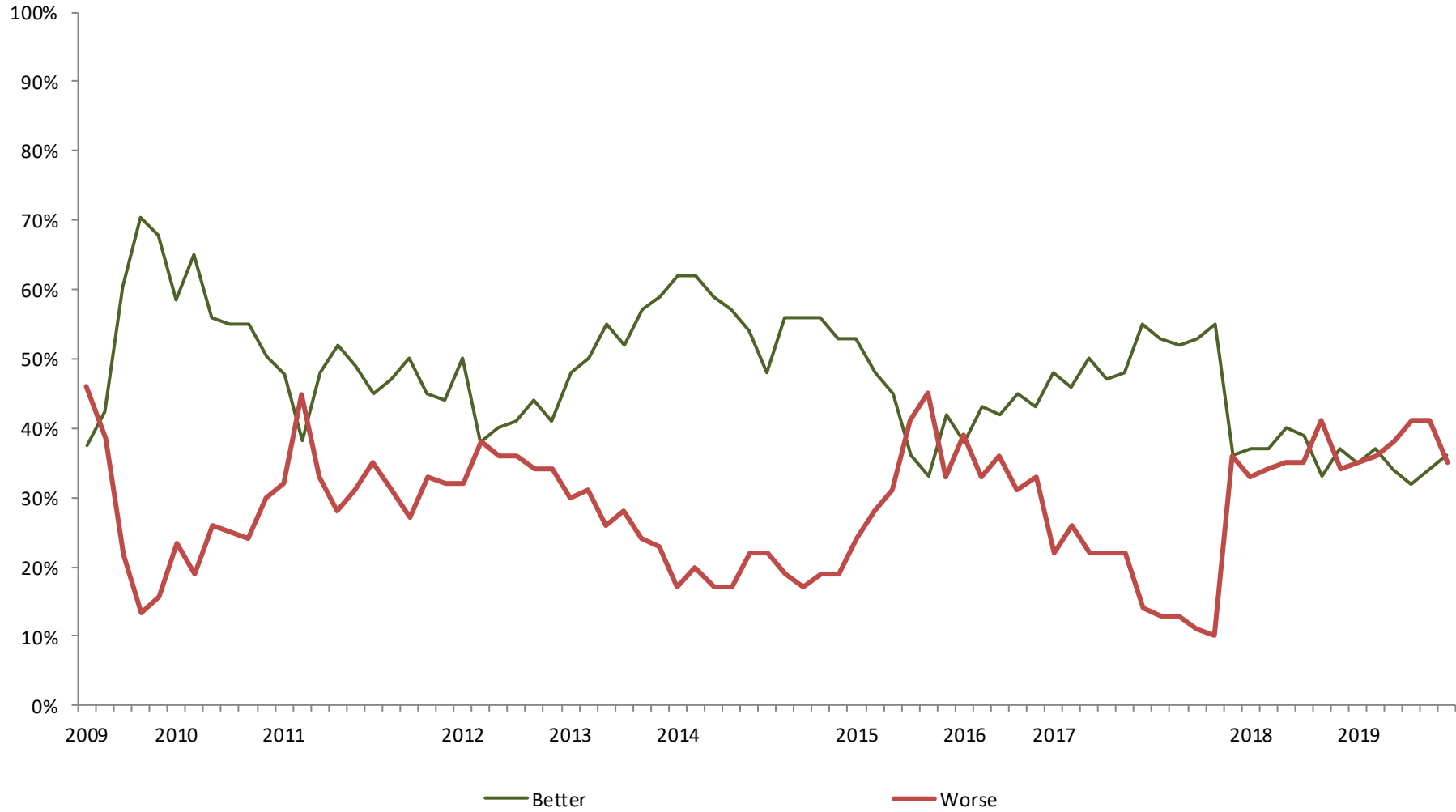
“And do you think during the next 12 months the economy will be in a better state than at present, or in a worse state?”

	24-28 Nov 2018	9-13 Feb 2019	6-10 Apr 2019	4-8 Jun 2019	20-24 Jul 2019	5-9 Oct 2019	23-27 Nov 2019
Better	37%	35%	37%	34%	32%	34%	36%
Same	29%	30%	28%	28%	27%	25%	29%
Worse	34%	35%	36%	38%	41%	41%	35%
TOTAL	100%	100%	100%*	100%	100%	100%	100%
Base (n=)	1,008	1,006	1,009	1,002	1,003	1,008	1,006

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

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Economic Outlook



Cannabis Referendum

“A referendum on the legalisation of cannabis will be held at the 2020 General Election. New laws would allow people aged 20 and over to purchase cannabis for recreational use. The laws would also control the sale and supply of cannabis. At this stage, do you think you will vote for cannabis to be legalised¹, or for cannabis to remain illegal?”

	Total eligible New Zealand voters	
	4-8 June 2019	23-27 November 2019
Legalise cannabis	39%	43%
Remain illegal	52%	49%
Will not vote	1%	1%
Don't know / Refused	8%	6%
Total	100%	100%*
Base (n=)	1,002	1,006

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

Eligible New Zealand voters say they are more likely to vote against the legalisation of cannabis in next year's referendum, than in favour. However, the gap between the two sides has narrowed since the question was last asked in June 2019, albeit the increase in support for legalisation is not statistically significant.

Forty-nine percent say they will vote for it to remain illegal, compared to 43% who say they will vote for cannabis to be legalised. One percent indicate they will not vote in the referendum, while 6% are either undecided or refused to answer the question.

Those groups of voters who are more likely than average (43%) to **vote for the legalisation of cannabis** include:

- Green party supporters (84%)
- Men aged 18-34 (69%)
- Māori (60%)
- Women aged 18-34 (56%)
- Labour party supporters (54%)
- Men aged 35-54 (52%).

Those groups of voters who are more likely than average (49%) to **vote against the legalisation of cannabis** include:

- Women aged 55+ (68%)
- National party supporters (67%)
- Men aged 55+ (63%)
- New Zealand Europeans (53%).

¹ The order in which the answer codes were read was reversed, so 50% of respondents heard “cannabis to be legalised” first, and 50% heard “cannabis to remain illegal” first.

Coalition Government Performance

“The Government, made up of the Labour Party, New Zealand First, and the Green Party, has been in power for just over two years. How would you describe their performance so far? Is it...?”

	Total eligible New Zealand voters	Voted Labour, Green or NZ First in 2017 election	Voted National in 2017 election
Better than you expected ²	17%	20%	12%
In line with your expectations	50%	60%	40%
Worse than you expected	29%	18%	44%
Don't know / Refused	4%	2%	4%
Total	100%	100%	100%
Base (n=)	1,006		

Based on eligible New Zealand voters.

Two years in, voters are more likely to feel the Government's performance is below expectations (29%) rather than above expectations (17%). That said, 50% feel it is in line with expectations, while 4% are undecided or refused to answer the question.

We have also analysed the data by the party which respondents reported voting for at the 2017 election (as opposed to who they would currently vote for). This shows that National voters are much more likely to say the Government's performance is below expectations (44%) rather than above expectations (12%).

Perceptions of performance are more finely balanced for those who voted for the Coalition parties; 20% say the Government's performance is above expectations compared to 18% who say it is below expectations. The majority of those who voted for the Coalition parties feel the performance has been in line with their expectations (60%).

Amongst all eligible voters, the following groups are more likely than average (17%) to feel the Government's performance is **better** than expected:

- Pacific Peoples (45%)
- Women 18-34 (28%)
- Labour party supporters (27%).

The following groups are more likely than average (29%) to feel the Government's performance is **worse** than expected:

- National party supporters (47%)
- Those living in Canterbury (40%)
- Women aged 55+ (34%).

The following groups are more likely than average (50%) to feel the Government's performance is **in line** with their expectations:

- Labour party supporters (58%).

² The order in which the answer codes were read out was rotated across survey respondents.

Government surplus priorities

“The Government currently has a \$7.5 billion surplus. This means it has collected more money than it has spent. Which of these do you think should be the Government’s priority for the surplus?”

	Total eligible New Zealand voters
Saving it for the future ³	7%
Tax cuts for New Zealanders	14%
Spending it on things like infrastructure, health, or education	77%
Don’t know / Refused	2%
Total	100%
Base (n=)	1,006

Based on eligible New Zealand voters.

A clear majority of eligible New Zealand voters (77%) want the Government to spend its surplus on things like infrastructure, health or education. Fourteen percent would like to see the surplus used to deliver tax cuts, while 7% feel it should be saved for the future. A further 2% are undecided or refused to answer the question.

The following groups are more likely than average (77%) to feel the Government should **spend its surplus** on things like infrastructure, health or education:

- Green party supporters (95%)
- Those with a household income of more than \$100,000 (84%)
- Those aged 50-59 (84%).

The following groups are more likely than average (14%) to feel the Government should use its surplus to deliver **tax cuts** for New Zealanders:

- Those with a household income of less than \$30,000 (20%).

There are no groups who are more likely than average (7%) to feel the Government should **save** its surplus.

³ The order in which the answer codes were read out was rotated across survey respondents

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
National Party	59
Labour Party	50
Green Party	9
ACT Party	2
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.