



1 NEWS Colmar Brunton Poll

9 – 13 February 2019

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Monday 18 February 2019.
POLL CONDUCTED:	Interviewing took place from Saturday 9 to Wednesday 13 February 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		
Labour Party	45%	Up 2%-points from 24 – 28 Nov 2018
National Party	42%	Down 4%-points
Green Party	6%	Up 1%-point
New Zealand First	3%	Down 1%-point
Māori Party	1%	Steady
Act	1%	Steady
The Opportunities Party	1%	Steady

UNDECIDED VOTERS		
Party Vote – Don't know or refused	16%	Up 3%-points from 24 – 28 Nov 2018

PREFERRED PRIME MINISTER		
Jacinda Ardern	44%	Up 5%-points from 24 – 28 Nov 2018
Simon Bridges	6%	Down 1%-point
Judith Collins	6%	Steady
Winston Peters	3%	Down 1%-point

ECONOMIC OUTLOOK		
Optimism	35%	Down 2%-points from 24 – 28 Nov 2018
Pessimism	35%	Up 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

3 – 19 February 2019

- Regional Economic Development Minister Shane Jones announced a \$100 million fund to support Māori land development in the regions, which National Leader Simon Bridges called it a 'waste of money', and that the Government should focus on fixing the Resource Management Act instead.
- The Government announced that it is looking at tightening rules around commercial fishers throwing back small fish into the sea, as well announcing that plans for mandatory on-board cameras have been pushed back for a second time.
- It is expected that the Government's goal of planting 1 billion trees by 2028 could be surpassed by 400 million – though much of that planting is expected to be done by the private sector.
- The National Party has slammed the Provincial Growth Fund, claiming only 38 of the 135 announced projects have received funding – a total of just 3.4%. The head of the Ministry of Business, Innovation and Employment responded to the claims, saying that the fund was still on track to create 10,000 jobs.
- The New Zealand Transport Agency faced another privacy scandal, after accidentally releasing 900 private emails, resulting in a second call to the Privacy Commissioner in recent times.
- New Zealand First MP and Cabinet Minister Tracey Martin claimed that she personally witnessed a National Party MP during the last election campaign instructing online 'trolls' to attack then-Labour Leader Andrew Little.
- Prime Minister Jacinda Ardern has defended the rise in those on the unemployment benefit, saying that it is partly due to people collecting who were previously entitled, but unaware.
- There is consensus among political leaders that there is a need for schools to actively teach the Treaty of Waitangi in the context of New Zealand history. Prime Minister Jacinda Ardern, National Leader Simon Bridges, and Hobson's Pledge spokesman Don Brash all supported education on the topic for New Zealand children.
- A full-scale debate was launched as to whether or not the Government is doing enough in terms of cancer care, with some claiming that people are dying as a result of a lack of funding for cancer drugs. There are also suggestions being made that the Labour Party is already breaking campaign promises over cancer treatment.
- The National Party has said that the Government's plan to reform polytechnics and institutes of technology will lead to 1,000 job losses, a radical centralised model, and the closure of regional polytechnics. Education Minister Chris Hipkins called such claims 'scaremongering'.
- The invitation for Prime Minister Jacinda Ardern to visit China has been put on hold, suggesting that diplomatic links with the superpower have reached a new low.
- Giving her Statement to Parliament, Prime Minister Jacinda Ardern talked up the coalition Government's progress, and provided an update on the Government's work plan, going into detail on the themes of economy, wellbeing, and leadership.

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?”

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?”

	16-19 Sep 2017	29 Nov- 5 Dec 2017	10-14 Feb 2018	7-11 Apr 2018	19-23 May 2018	28 Jul – 1 Aug 2018	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019
Don't know	7%	6%	9%	8%	9%	12%	11%	10%	10%
Refused	6%	4%	4%	4%	4%	4%	3%	3%	6%
TOTAL	13%	10%	13%	12%	13%	16%	14%	13%	16%
Base (n=)	1,006	1,007	1,007	1,007	1,007	1,007	1,006	1,008	1,006

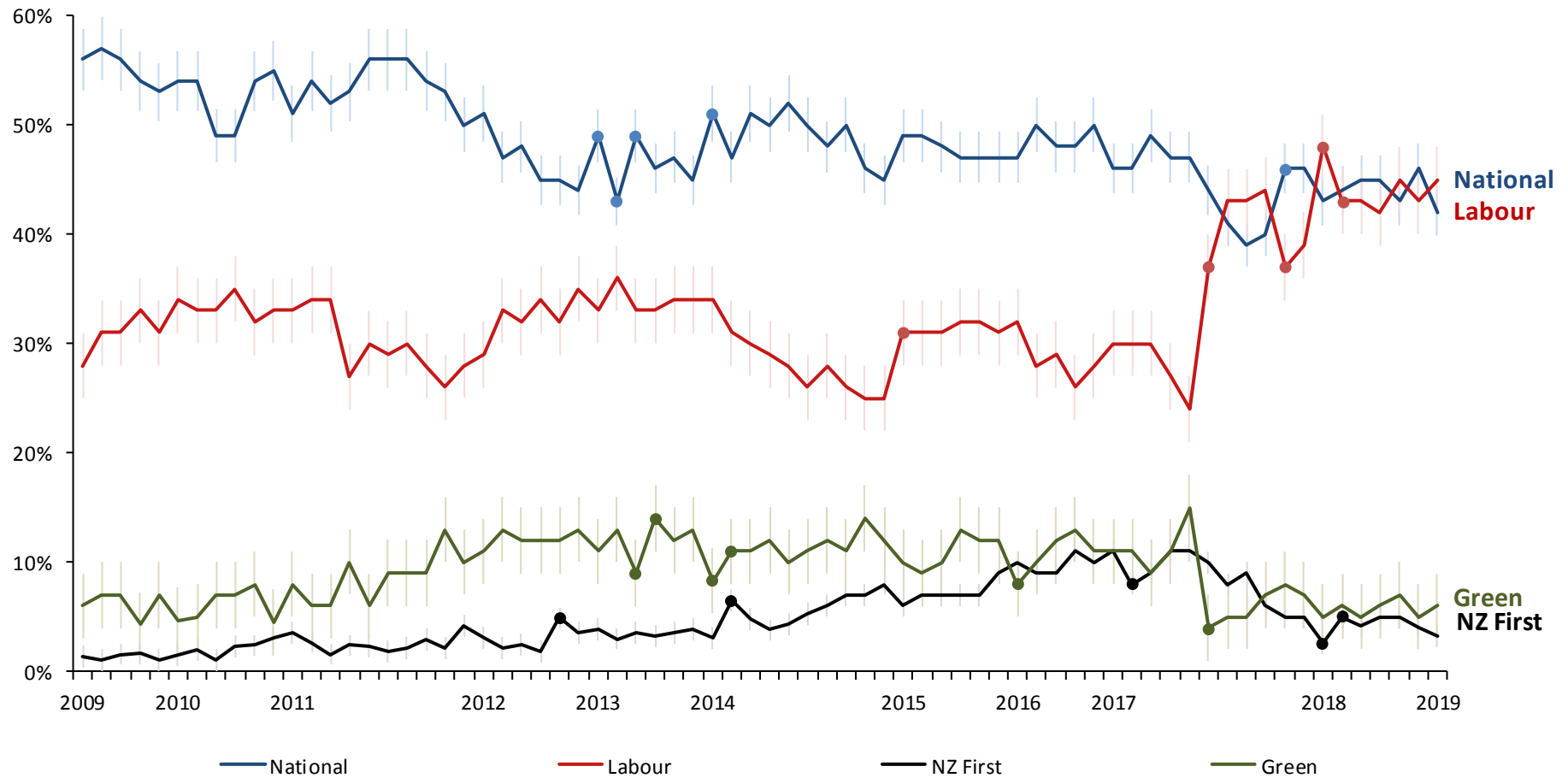
Based on eligible New Zealand voters.

	16-19 Sep 2017	29 Nov- 5 Dec 2017	10-14 Feb 2018	7-11 Apr 2018	19-23 May 2018	28 Jul – 1 Aug 2018	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019
Labour Party	37%	39%	48%	43%	43%	42%	45%	43%	45%
National Party	46%	46%	43%	44%	45%	45%	43%	46%	42%
Green Party	8%	7%	5%	6%	5%	6%	7%	5%	6%
New Zealand First	4.9%	5%	2.6%	5%	4.2%	5%	5%	4.0%	3.3%
Māori Party	0.5%	0.9%	0.7%	1.2%	0.9%	0.9%	0.6%	0.9%	1.4%
ACT Party	0.3%	0.1%	0.5%	0.3%	0.7%	1.1%	0.3%	0.6%	0.9%
The Opportunities Party	2.3%	1.2%	0.6%	0.4%	0.5%	0.4%	0.3%	0.3%	0.6%
Conservative Party	0.1%	-	0.1%	0.2%	0.2%	0.1%	0.3%	-	0.2%
Other	0.4%	0.3%	0.2%	0.8%	0.7%	0.2%	0.2%	0.5%	0.1%
TOTAL	100%*	100%*	100%*	100%*	100%	100%*	100%*	100%*	100%*
Base (n=)				861	839	814	806	826	821

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

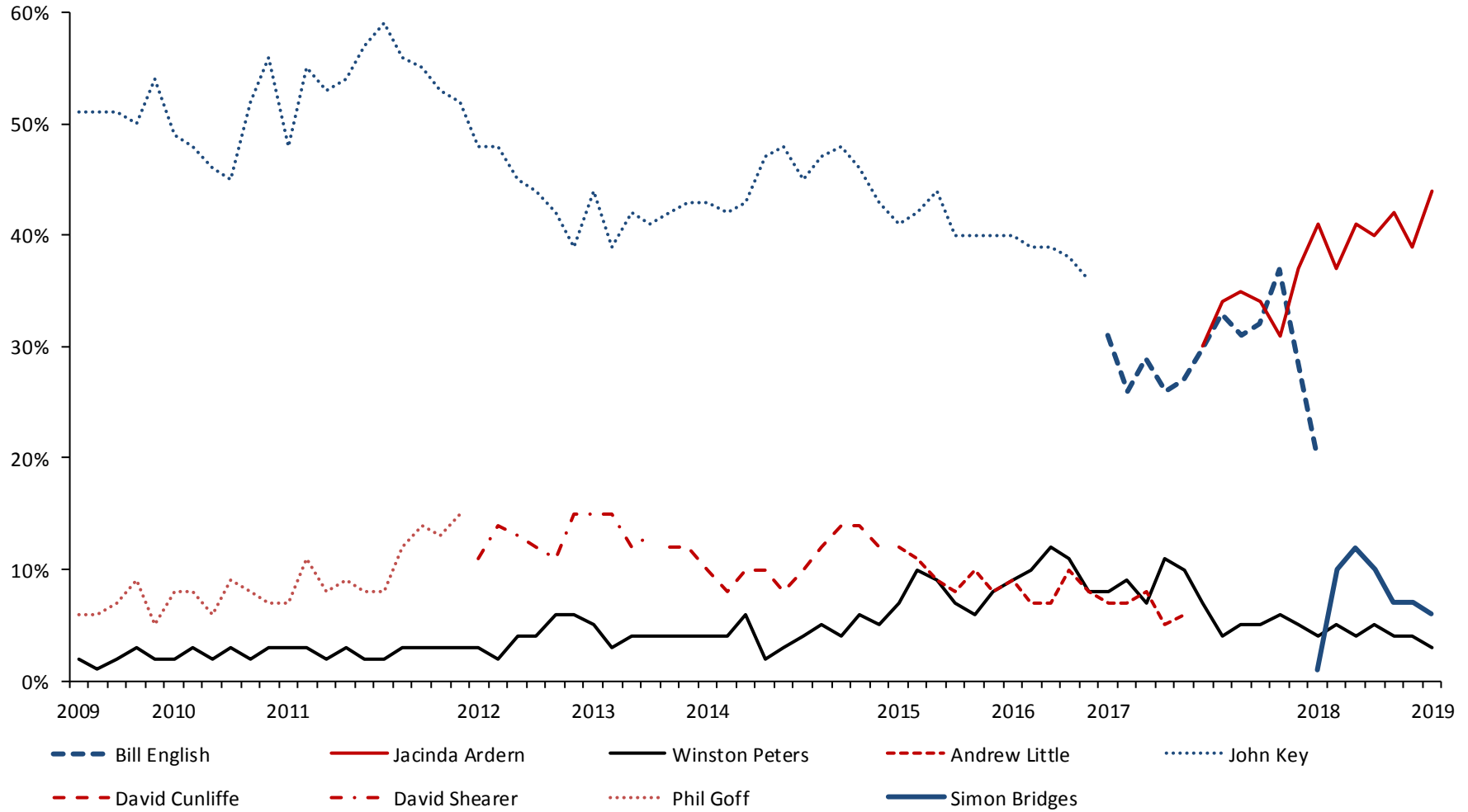
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	16-19 Sep 2017	30 Nov-5 Dec 2017	10-14 Feb 2018	7-11 Apr 2018	19-23 May 2018	28 Jul – 1 Aug 2018	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019
Jacinda Ardern	31%	37%	41%	37%	41%	40%	42%	39%	44%
Simon Bridges	<0.1%	0.3%	1%	10%	12%	10%	7%	7%	6%
Judith Collins	-	0.7%	0.4%	2%	2%	2%	5%	6%	6%
Winston Peters	6%	5%	4%	5%	4%	5%	4%	4%	3%
John Key	0.7%	2%	1%	1%	0.9%	2%	1%	2%	1%
Amy Adams	-	-	0.4%	0.8%	0.5%	0.4%	0.5%	0.5%	1%
Paula Bennett	0.2%	0.4%	0.3%	0.2%	0.3%	0.5%	1%	0.5%	0.8%
Mark Mitchell	-	-	-	0.2%	0.2%	0.2%	0.3%	0.6%	0.8%
Nikki Kaye	-	-	-	-	0.2%	<0.1%	0.1%	0.5%	0.5%
Bill English	37%	28%	20%	2%	0.9%	0.9%	1%	0.4%	0.4%
Chloe Swarbrick	-	-	-	-	-	-	-	-	0.3%
James Shaw	0.3%	0.4%	0.4%	-	0.2%	0.3%	0.1%	0.1%	0.2%
Shane Jones	-	<0.1%	0.1%	0.2%	-	0.2%	-	0.2%	0.1%
Steven Joyce	0.1%	0.3%	0.4%	0.5%	0.4%	<0.1%	-	-	0.1%
David Seymour	0.1%	-	0.1%	0.3%	0.1%	0.2%	-	0.1%	0.1%
Stuart Nash	-	-	-	-	0.3%	-	-	-	0.1%
Kelvin Davis	-	0.2%	-	0.1%	-	0.1%	0.1%	0.1%	0.1%
Phil Goff	-	0.2%	-	0.1%	-	-	-	-	<0.1%
Grant Robertson	0.1%	-	-	-	0.1%	0.2%	0.1%	0.1%	<0.1%
Andrew Little	-	0.1%	<0.1%	-	0.1%	0.1%	0.1%	0.2%	-
Gerry Brownlee	-	0.1%	-	<0.1%	0.1%	-	0.1%	0.1%	-
Helen Clark	-	0.2%	0.1%	0.2%	0.2%	0.5%	0.4%	-	-
Marama Davidson	-	-	-	0.4%	-	0.3%	0.1%	-	-
Phil Twyford	-	-	-	-	-	-	0.1%	-	-
David Parker	-	-	-	-	0.2%	-	0.1%	-	-
Gareth Morgan	0.2%	0.4%	0.2%	-	<0.1%	<0.1%	-	-	-
Other	2%	2%	0.9%	2%	1%	1%	2%	2%	2%
Don't know	18%	19%	27%	32%	31%	31%	30%	32%	28%
None	1%	2%	2%	3%	2%	4%	4%	5%	3%
Refused	3%	2%	1%	1%	1%	2%	2%	1%	2%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%	100%*	100%*	100%*
Base (n=)	1,006	1,007	1,007	1,007	1,007	1,007	1,006	1,007	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

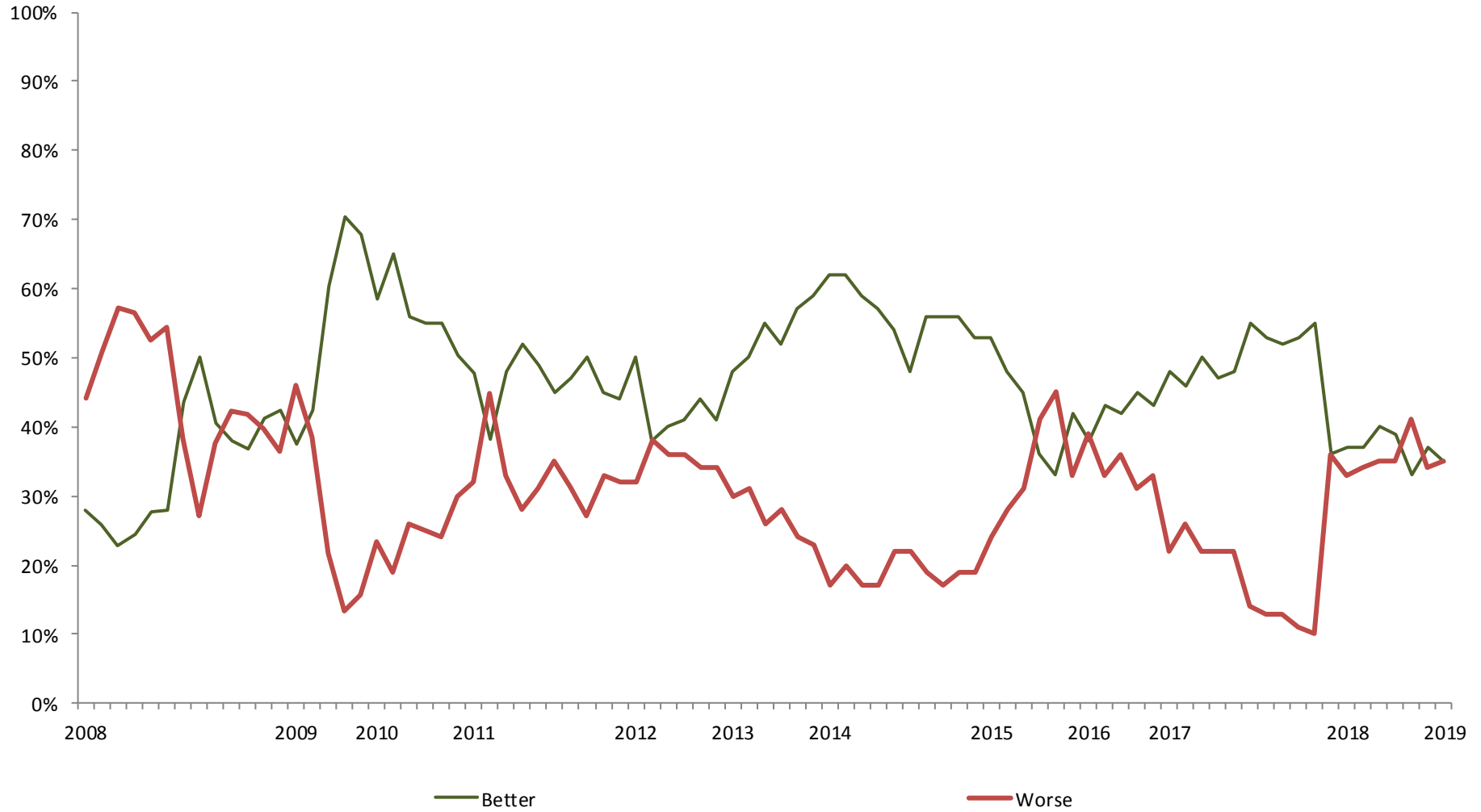
“And do you think during the next 12 months the economy will be in a better state than at present, or in a worse state?”

	7-11 Apr 2018	19-23 May 2018	28 Jul – 1 Aug 2018	15-19 Oct 2018	24-28 Nov 2018	9-13 Feb 2019
Better	37%	40%	39%	33%	37%	35%
Same	29%	25%	26%	27%	29%	30%
Worse	34%	35%	35%	41%	34%	35%
TOTAL	100%	100%	100%	100%*	100%	100%
Base (n=)	1,007	1,007	1,007	1,006	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



KiwiBuild scheme target

“The Government’s KiwiBuild scheme promises to build 100,000 affordable homes in the next ten years. The target was to build 1,000 homes in the first year, but it will actually complete around 300 homes.

Do you think the Government will achieve the overall target of building 100,000 homes in the next ten years?”

	Total eligible New Zealand voters
Yes	20%
No	69%
Don’t know	10%
Total	100%*
Base (n=)	1,006

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

A clear majority of New Zealand voters (69%) lack confidence in the Government’s ability to deliver its target to build 100,000 homes in the next ten years. Only 20% have confidence they will deliver the target, while 10% don’t know.

Those groups of voters who are more likely than average (69%) to believe the Government will fail to achieve its target of building 100,000 homes include:

- National party supporters (86%)
- Those with an annual household income of more than \$150,000 (84%)
- Men aged 35-54 (82%) and 55+ (79%)
- New Zealand Europeans (75%).

Those groups of voters who are more likely than average (20%) to believe the Government will achieve its target of building 100,000 homes include:

- Pacific Peoples (55%)
- Asian New Zealanders (41%)
- Those aged 18-29 (41%)
- Those living in households with three adults (40%)
- Green party supporters (35%)
- Māori (34%)
- Labour party supporters (28%).

Support for a capital gains tax

“The Government is considering a capital gains tax. This is a tax on profits from the sale of things like shares, holiday homes, investment properties, and land. The tax would not apply to the sale of the family home.

If the capital gains tax goes ahead, the Government may cut personal income tax. Would you support or oppose¹ the capital gains tax if there is a cut in personal income tax?”

	Total eligible New Zealand voters
Support	46%
Oppose	41%
Don't know	13%
Total	100%
Base (n=)	1,006

Based on eligible New Zealand voters.

New Zealand voters are divided in terms of their support for a capital gains tax, if accompanied by a cut in income tax. However, on balance they are more likely to support it (46%) than oppose it (41%). The remaining 13% do not feel able to express an opinion.

Those more likely than average (46%) to **support** the introduction of a capital gains tax, if accompanied by a cut in income tax, include:

- Green party supporters (75%)
- Labour party supporters (59%)
- Those aged 40-49 (59%)
- Those with an annual household income of between \$70,001 and \$100,000 (57%).

Those more likely than average (41%) to **oppose** the introduction of a capital gains tax include:

- National party supporters (61%)
- Those aged 70+ (53%).

¹ The responses were rotated so 50% of respondents were read ‘Would you oppose or support ...’

Party vote threshold for Parliament

“Currently, a political party needs to either win an electorate seat or five percent of the party vote in a general election to enter Parliament. The Government is considering lowering this threshold to four percent from the current level of five percent. Do you think the current five percent threshold is...?”²

	Total eligible New Zealand voters
Too high	12%
About right	64%
Too low	13%
Don't know	11%
Total	100%
Base (n=)	

Based on eligible New Zealand voters.

The majority of New Zealand voters (64%) would like to stick with the current five percent threshold for a political party to enter Parliament (without winning an electoral seat).

Those who would like to see a change are evenly split between those who believe the threshold is too high (12%) and presumably would like to see it lowered, and those who feel it is too low (13%) and would presumably like to see it raised. The remaining 11% are undecided.

Those groups of voters who are more likely than average (64%) to believe the threshold is **about right** include:

- Wellingtonians (78%)
- Labour party supporters (73%)
- Those with an annual household income of between \$70,001 and \$100,000 (72%).

There is no single group of voters who are more likely than average (12%) to believe the threshold is **too high**.

Those groups of voters who are more likely than average (13%) to believe the threshold is **too low** include:

- Men aged 35-54 (25%)
- National party supporters (22%)
- Men aged 55+ (20%).

² The order of the responses was reverse so 50% were read “Do you think the current threshold is too low, about right or too high?”

Learning about the Treaty of Waitangi in schools

“Do you think it should become compulsory for New Zealand school children to learn about the Treaty of Waitangi at school?”

	Total eligible New Zealand voters
Yes	71%
No	26%
Don't know	3%
Total	100%
Base (n=)	1,006

Based on eligible New Zealand voters.

There is strong support to make it compulsory for New Zealand school children to learn about the Treaty of Waitangi. Seventy-one percent believe it should be compulsory compared to 26% who do not, while 3% are undecided.

Those more likely than average (71%) to think it **should be compulsory** for New Zealand school children to learn about the Treaty of Waitangi include:

- Green party supporters (90%)
- Māori (87%)
- Women aged 18-34 (87%)
- Those living in households with four or more adults (85%)
- Labour party supporters (77%).

Those more likely than average (26%) to think it **should not be** compulsory for New Zealand school children to learn about the Treaty of Waitangi include:

- Those aged 70+ (43%)
- Single adult households (36%)
- National party supporters (35%)
- New Zealand Europeans (30%).

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	58
National Party	54
Green Party	7
ACT Party	1
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.