

1 NEWS Colmar Brunton Poll

22 – 26 September 2021

Attention: Television New Zealand

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Monday 27 September 2021.
POLL CONDUCTED:	Interviewing took place from Wednesday 22 to Sunday 26 September 2021.
MEDIAN FIELDWORK DAY:	Thursday (50% of sample size target was reached on this day).
TARGET POPULATION:	Eligible New Zealand voters.
INTERVIEW METHOD:	Telephone and online. Conducted by CATI (Computer Assisted Telephone Interviewing) and CAWI (Computer Assisted Web Interviewing).
SAMPLE SELECTION:	<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> <p>Online: Interviews are collected by online panels, with quotas (or interviewing targets) set to ensure the final sample is nationally representative. All respondents are aged 18 or over. The panels used comply with the ESOMAR guidelines for online research.</p>
SAMPLE SIZE:	n = 1,001 eligible voters, including n=501 polled via mobile phone and n=500 polled online, using online panels.
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> <p>It should be noted that any demographic sub-group analysis (e.g., by age or gender) will be based on a smaller set of interviews and so will have a wider sampling error.</p>
WEIGHTING:	The data have been weighted to align with Stats NZ population counts for age, gender, region and ethnic identification.
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: Undecided voters, non-voters and those who refused to answer are excluded from the data on party support. The results are a snapshot in time of party support, and not a prediction.

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	43%	Down 3%-points from 22 – 26 May 2021
National Party	26%	Down 3%-points
ACT	14%	Up 5%-points
Green Party	8%	Steady
New Zealand First	3%	Up 2%-points
Māori Party	2%	Steady
New Conservative	1%	Steady
The Opportunities Party (TOP)	1%	Down 1%-point

UNDECIDED VOTERS		
Party Vote – Don't know or refused	9%	Up 1%-point from 22 – 26 May 2021

PREFERRED PRIME MINISTER		
Jacinda Ardern	44%	Down 4%-points from 22 – 26 May 2021
David Seymour	11%	Up 5%-points
Judith Collins	5%	Down 4%-points
Christopher Luxon	3%	Steady
Simon Bridges	2%	Steady

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

17 August – 26 September 2021

- New Zealand went into Alert Level 4 on 17 August, after a case of the Delta variant was confirmed in Auckland. All of New Zealand (except Auckland) moved to Alert Level 2 on 7 September. Auckland moved to Alert Level 3 on 21 September.
- The National Party called for mass vaccinations in schools in light of new data that signals at least 85 per cent of the overall population needs to be vaccinated against COVID-19 to avoid lockdowns and thousands of deaths.
- It was found that the Government agreed to subsidise MIQ bills for international sports teams last year, resulting in paying hundreds of thousands of dollars per team.
- The Government pushed back the release of the Emissions Reduction Plan by six months – to December 2021 – as a result of key participants in the plan dealing with the worst of the COVID-19 Delta outbreak.
- A record number of more than 100,000 submissions were made for the proposed law banning conversion therapy. Many argued that the proposed law is not strong enough and needs work to ensure it will do what it aims to.
- National Party Leader Judith Collins said she will never resign as party leader, not even if the party's polling drops to record lows. She said she felt very secure in her leadership, and shrugged off rumours of a leadership battle.
- Climate Change Minister James Shaw is scheduled to be taking nine New Zealand staff to a UN climate change conference in Scotland in November. Prime Minister Jacinda Ardern said that the delegation would have spots in MIQ reserved for them on their return.
- The independent review of PHARMAC was delayed due to the COVID-19 outbreak. Act's deputy leader Brooke van Velden said the excuse was unfair to patients involved in the review now left in the dark about its progress.
- The Government confirmed that it had secured extra doses of the Pfizer vaccine from Spain and Denmark, meaning that peak demand for the vaccines could be met. It would also allow for vaccinations for the under-12s if approved, and booster shots if needed.
- The team leading the establishment of the new Health New Zealand and Māori Health Authority was announced. This is part of the reform that will disestablish the country's 20 District Health Boards.
- A bill to make surrogacy easier is almost certain to become law, after having been drawn from Parliament's famous biscuit tin. The change would streamline the current surrogacy process.
- The Labour Party's governing council is moving to change the way it elects the party's leader, giving more power to the party caucus. If the changes go ahead, it would mean the next Labour leader could be elected by the party's caucus alone - rather than a combination of the caucus, Labour members, and unions.
- Both China and Taiwan applied to join the Comprehensive and Progressive Trans-Pacific Partnership Agreement (CPTPP).

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?”

	17-21 Sep 2020	23-27 Sep 2020	3-7 Oct 2020	10-14 Oct 2020	28 Nov – 2 Dec 2020	9-13 Mar 2021	22-26 May 2021	22-26 Sep 2021
Don't know	10%	8%	8%	7%	3%	5%	6%	6%
Refused	4%	3%	5%	8%	5%	4%	2%	3%
TOTAL	14%	11%	13%	14%	8%	8%	8%	9%
Base (n=)	1,008	1,005	1,007	1,005	1,004	1,006	1,002	1,001

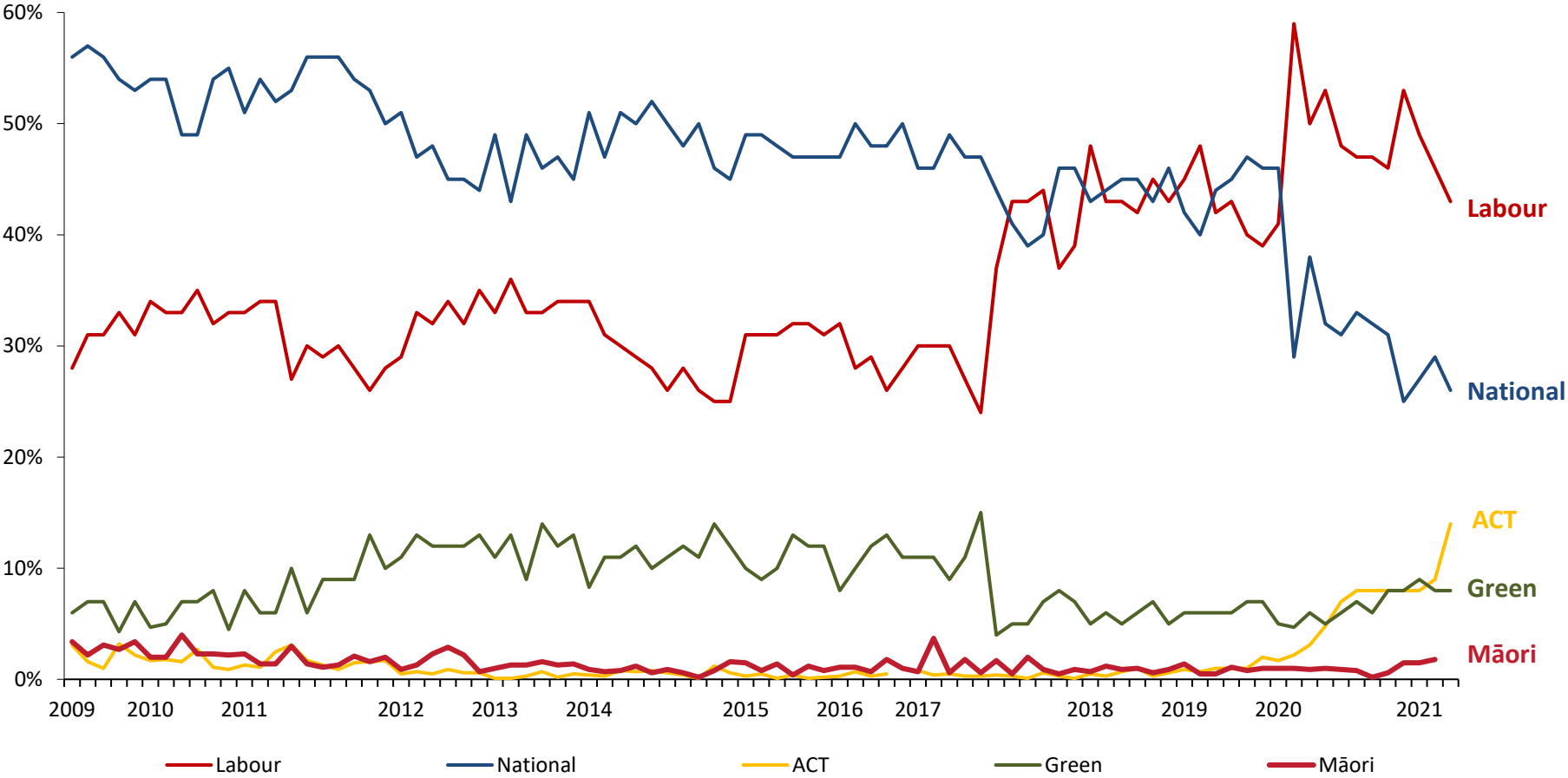
Based on eligible New Zealand voters.

	17-21 Sep 2020	23-27 Sep 2020	3-7 Oct 2020	10-14 Oct 2020	28 Nov – 2 Dec 2020	9-13 Mar 2021	22-26 May 2021	22-26 Sep 2021
Labour Party	48%	47%	47%	46%	53%	49%	46%	43%
National Party	31%	33%	32%	31%	25%	27%	29%	26%
ACT Party	7%	8%	8%	8%	8%	8%	9%	14%
Green Party	6%	7%	6%	8%	8%	9%	8%	8%
New Zealand First	2.4%	1.4%	2.4%	2.6%	1.6%	1.8%	1.2%	2.5%
Māori Party	0.9%	0.8%	0.2%	0.6%	1.5%	1.5%	1.8%	2.1%
New Conservative	1.6%	1.4%	1.3%	1.5%	1.1%	1.4%	1.5%	1.3%
The Opportunities Party	1.1%	1.0%	1.8%	1.1%	0.5%	1.2%	1.8%	1.2%
Aotearoa Legalise Cannabis Party	0.2%	0.1%	0.3%	-	-	0.4%	-	0.3%
NZ Outdoors Party	0.2%	-	-	-	-	0.2%	0.3%	0.3%
Social Credit	-	0.2%	-	-	-	-	0.2%	0.2%
Heartland NZ	-	-	-	-	-	-	-	0.1%
Sustainable New Zealand	0.1%	-	-	-	-	-	0.3%	0.1%
Vision New Zealand	-	-	0.1%	-	-	0.1%	-	0.1%
TEA Party	-	-	-	-	-	-	0.2%	-
ONE Party	-	-	0.3%	0.2%	0.3%	0.1%	-	-
Other	-	-	-	-	0.3%	-	0.1%	0.1%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%	100%*
Base (n=)	847	869	845	838	872	834	857	844

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

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Party Vote



Preferred Prime Minister

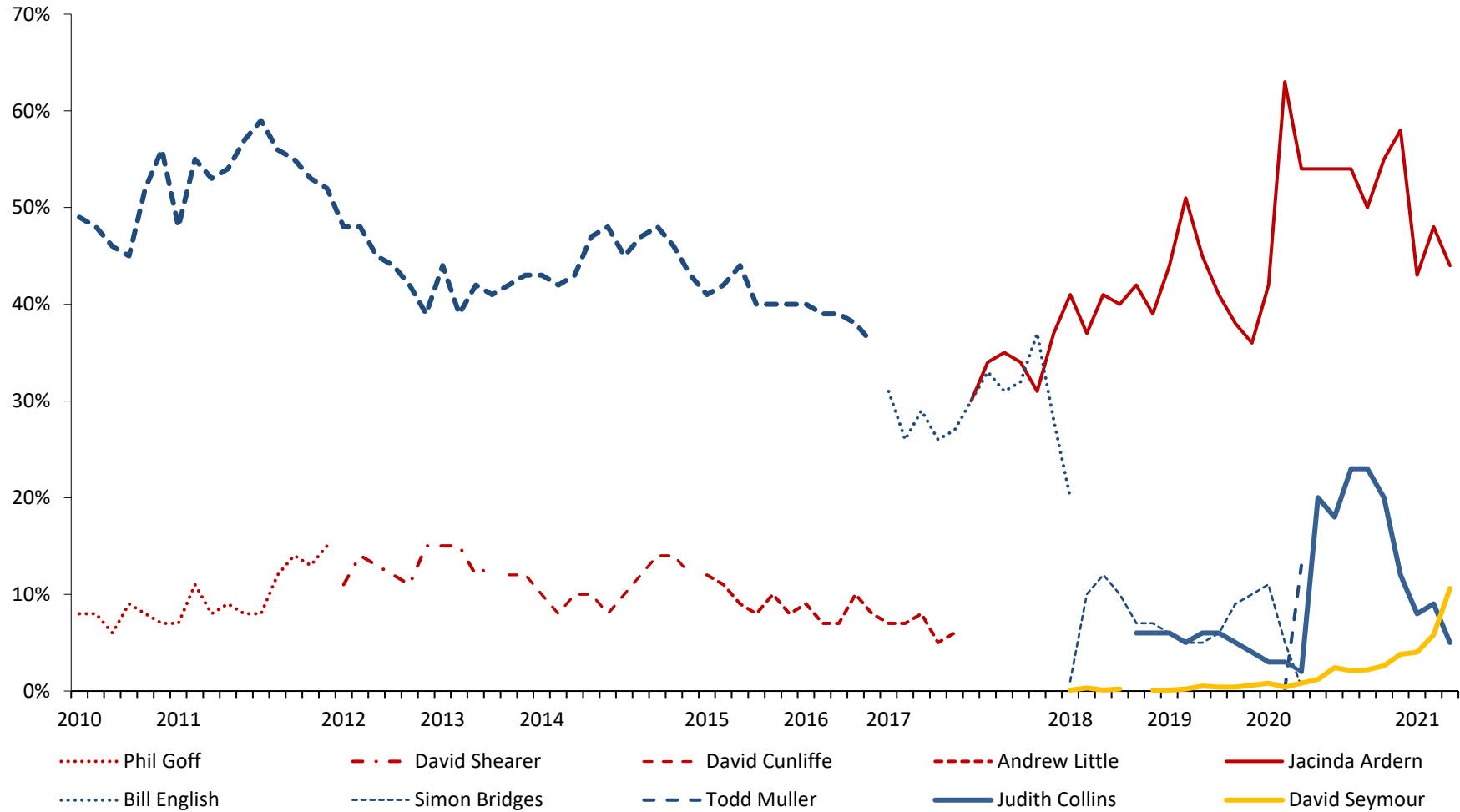
“Now thinking about all current MPs of any party, which one would you personally prefer to be Prime Minister?” **IF NO ONE:** “Is there anyone who is not a current MP who you would prefer to be Prime Minister?”

	17-21 Sep 2020	23-27 Sep 2020	3-7 Oct 2020	10-14 Oct 2020	28 Nov – 2 Dec 2020	9-13 Mar 2021	22-26 May 2021	22-26 Sep 2021
Jacinda Ardern	54%	54%	50%	55%	58%	43%	48%	44%
David Seymour	2%	2%	2%	3%	4%	4%	6%	11%
Judith Collins	18%	23%	23%	20%	12%	8%	9%	5%
Christopher Luxon	0.7%	0.1%	0.1%	0.2%	2%	2%	3%	3%
Simon Bridges	0.1%	0.1%	0.2%	0.4%	0.4%	1%	2%	2%
Chlöe Swarbrick	0.1%	0.5%	0.6%	0.1%	0.6%	0.8%	2%	0.8%
Winston Peters	2%	1%	1%	1%	1%	0.7%	1%	0.7%
John Key	0.7%	0.3%	0.4%	0.4%	1%	0.7%	1%	0.6%
Erica Stanford	-	-	-	-	-	-	-	0.5%
Grant Robertson	-	0.2%	-	0.1%	0.2%	0.5%	-	0.5%
Chris Bishop	-	-	-	-	-	-	0.3%	0.4%
Shane Reti	-	0.2%	0.1%	0.1%	0.2%	0.1%	-	0.3%
Mark Mitchell	0.1%	-	0.2%	0.1%	0.2%	0.1%	0.2%	0.3%
Marama Davidson	-	0.2%	0.5%	0.1%	0.3%	0.4%	0.1%	0.3%
Phil Twyford	-	-	-	-	-	-	0.1%	0.3%
Steven Joyce	-	-	-	-	-	-	-	0.1%
Rawiri Waititi	-	-	-	-	-	-	0.4%	0.1%
Kelvin Davis	-	-	-	-	-	-	-	0.1%
Bill English	0.3%	0.1%	0.2%	-	-	0.1%	0.1%	0.1%
James Shaw	0.1%	0.1%	0.1%	0.4%	0.2%	0.5%	0.5%	0.1%
Helen Clark	-	-	-	0.4%	0.3%	0.1%	-	0.1%
Chris Hipkins	-	-	-	-	0.3%	-	-	0.1%
Billy Te Kahika	0.2%	0.4%	0.2%	0.4%	0.2%	0.1%	-	0.1%
Shane Jones	-	-	-	-	-	-	-	0.1%
Andrew Little	-	-	0.1%	-	-	-	0.2%	0.1%
Todd Muller	-	-	0.1%	-	-	-	0.2%	-
Nanaia Mahuta	-	-	-	-	0.8%	0.1%	0.1%	-
Leighton Baker	0.3%	0.1%	0.1%	0.4%	-	-	0.1%	-
Jim Bolger	-	-	-	-	-	-	0.1%	-
Nick Smith	0.1%	-	-	-	-	-	0.1%	-
Trevor Mallard	-	-	-	-	-	0.1%	-	-
Jenny Shipley	-	-	-	-	-	0.1%	-	-
Other	2%	1%	1%	1%	2%	2%	2%	2%
Don't know	14%	13%	14%	12%	13%	27%	19%	21%
None	2%	1%	2%	1%	2%	2%	3%	4%
Refused	2%	1%	3%	4%	2%	6%	1%	3%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,008	1,005	1,007	1,005	1,004	1,006	1,002	1,001

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

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Preferred Prime Minister



Mandatory COVID-19 vaccinations

“The following question is about making the COVID-19 vaccination mandatory for eligible New Zealanders. This would not apply to those who cannot have the vaccine for medical reasons. Which of the following best describes your feelings on whether the COVID-19 vaccine should be made mandatory or not?”

Total eligible New Zealand voters	
22-26 September 2021	
It should be made mandatory for all New Zealanders aged 12+ ¹	44%
It should only be made mandatory for New Zealanders aged 18+	17%
- <i>Nett: It should be mandatory for New Zealanders 18+</i>	61%
It should not be made mandatory	35%
Don't know	4%
TOTAL	100%
Base (n=)	1,001

Based on eligible New Zealand voters.

The majority of eligible New Zealand voters (61%) support mandatory COVID-19 vaccinations for those aged 18+ (with the exception of those who cannot be vaccinated for medical reasons). However, voters are less comfortable with making them mandatory for those aged 12+; 44% support this. One in three voters (35%) are opposed to the idea of mandatory vaccinations for COVID-19, while 4% are unsure.

The following groups of voters are more likely than average (61%) to support the idea of mandatory COVID-19 vaccinations for New Zealanders aged 18+:

- Asian New Zealanders (74%)
- Those aged 70+ (71%)
- Labour party supporters (69%).

The following groups of voters are more likely than average (44%) to support the idea of mandatory COVID-19 vaccinations for New Zealanders aged 12+:

- Those aged 70+ (59%)
- Those aged 60-69 (57%)
- Asian New Zealanders (54%)
- Labour party supporters (50%).

The following groups of voters are more likely than average (35%) to oppose the idea of mandatory COVID-19 vaccinations:

- Women aged 18-34 (48%)
- ACT party supporters (47%)
- New Zealand Europeans (39%).

¹ The order in which respondents saw / heard the options was rotated (i.e., 50% saw / heard 'it should not be made mandatory first, and 50% saw / heard it last. The order of the other two responses was kept consistent with New Zealanders aged 12+ read out or shown first.)

The nation's official name

"What do you think the country should officially be called?"

Total eligible New Zealand voters	
22-26 September 2021	
New Zealand ²	58%
Aotearoa	9%
Aotearoa New Zealand	31%
- Nett: Aotearoa / Aotearoa New Zealand	41%
Don't know	1%
TOTAL	100%*
Base (n=)	1,001

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

The majority of New Zealand eligible voters (58%) would like the nation's official name to remain New Zealand. In total, 41% of voters would like to change the official name to either Aotearoa New Zealand (31%) or Aotearoa (9%). Just 1% did not express an opinion.

The following groups of voters are more likely than average (58%) to want the official name to remain New Zealand:

- ACT party supporters (81%)
- National party supporters (74%)
- Those aged 70+ (75%)
- New Zealand Europeans (61%).

The following groups of voters are more likely than average (9%) to want to change the official name to Aotearoa:

- Green party supporters (29%)
- Māori (21%)
- Women aged 18-34 (18%)
- Those aged 18-29 (17%).

The following groups of voters are more likely than average (31%) to want to change the official name to Aotearoa New Zealand:

- Pacific peoples (56%)
- Green party supporters (48%)
- Women aged 35-54 (43%)
- Those aged 18-29 (39%)
- Labour party supporters (39%).

² The order in which respondents saw / heard the three options was randomised (i.e., some saw / heard 'New Zealand' first, some saw / heard 'Aotearoa' first, and some saw / heard 'Aotearoa New Zealand' first).

The following groups of voters are more likely than average (41%) to want to change the official name to either Aotearoa or Aotearoa New Zealand:

- Green party supporters (77%)
- Pacific peoples (66%)
- Māori (58%)
- Those aged 18-29 (56%)
- Women aged 18-34 (54%)
- Women aged 35-54 (50%)
- Labour party supporters (50%).

Parliamentary seat entitlement

The following table shows the parliamentary seat entitlement according to the results reported in this poll. The calculation assumes that Rawiri Waititi holds the seat of Waiariki.

	Number of seats
Labour Party	55
National Party	34
ACT Party	18
Green Party	10
Māori 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.