



1 NEWS Verian Poll

(Note, the new poll name reflects Kantar Public's new brand name)

9 - 12 September 2023

Attention: Television New Zealand

Release date: 13 September 2023

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Methodology summary

CLIENT:	Television New Zealand.
RELEASED:	Wednesday 13 September 2023
POLL CONDUCTED:	Interviewing took place from Saturday 9 to Tuesday 12 September 2023.
MEDIAN FIELDWORK DAY:	Sunday (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 = 1,002 eligible voters, including n=502 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, ethnic identification and education level.
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 Verian Poll".

Summary of results

PARTY SUPPORT – PARTY VOTE		
National Party	39%	Up, 2% -points from 12 to 16 August 2023
Labour Party	28%	Down, 1% -point
Green Party	10%	Down 2% -points
ACT Party	10%	Down 3% -points
New Zealand First	5%	Up 1% -point
Te Pāti Māori	3%	Steady
The Opportunities Party (TOP)	1%	Steady
New Conservative Party	1%	Up 1% -point

UNDECIDED VOTERS		
Party Vote – Don't know or refused	10%	Down 2% -points from 12 to 16 August 2023

PREFERRED PRIME MINISTER		
Chris Hipkins	23%	Up 2% -points from 12 to 16 August 2023
Christopher Luxon	23%	Up 3%-points
David Seymour	5%	Down 1%-point
Winston Peters	4%	Up 1% -point
Chlöe Swarbrick	1%	Down 1% -point
Nicola Willis	1%	Down 1% -point
Jacinda Ardern	1%	Down 1% -point
Grant Robertson	1%	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

12th August 2023 – 9th September 2023

- On 13 August, Labour promised to remove GST on fruit and vegetables if re-elected.
- On 16 August, the three waters amendment bill and RMA reforms passed their final readings in the house, National and ACT promised to repeal and replace the bills if elected.
- On 22 August, Labour pledged to halve the number of vape stores if re-elected.
- On 29 August, Te Pāti Māori co-leader Rawiri Waititi was suspended from parliament for commenting on matters before the courts in the House.
- On 30 August, National Party unveiled its tax policy, introducing a new foreign property tax for homes over 2 million and tax cuts for the 'Squeezed Middle.'
- On 2 September, Labour promised free dental to all those under 30 at their election campaign kick-off.

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?”

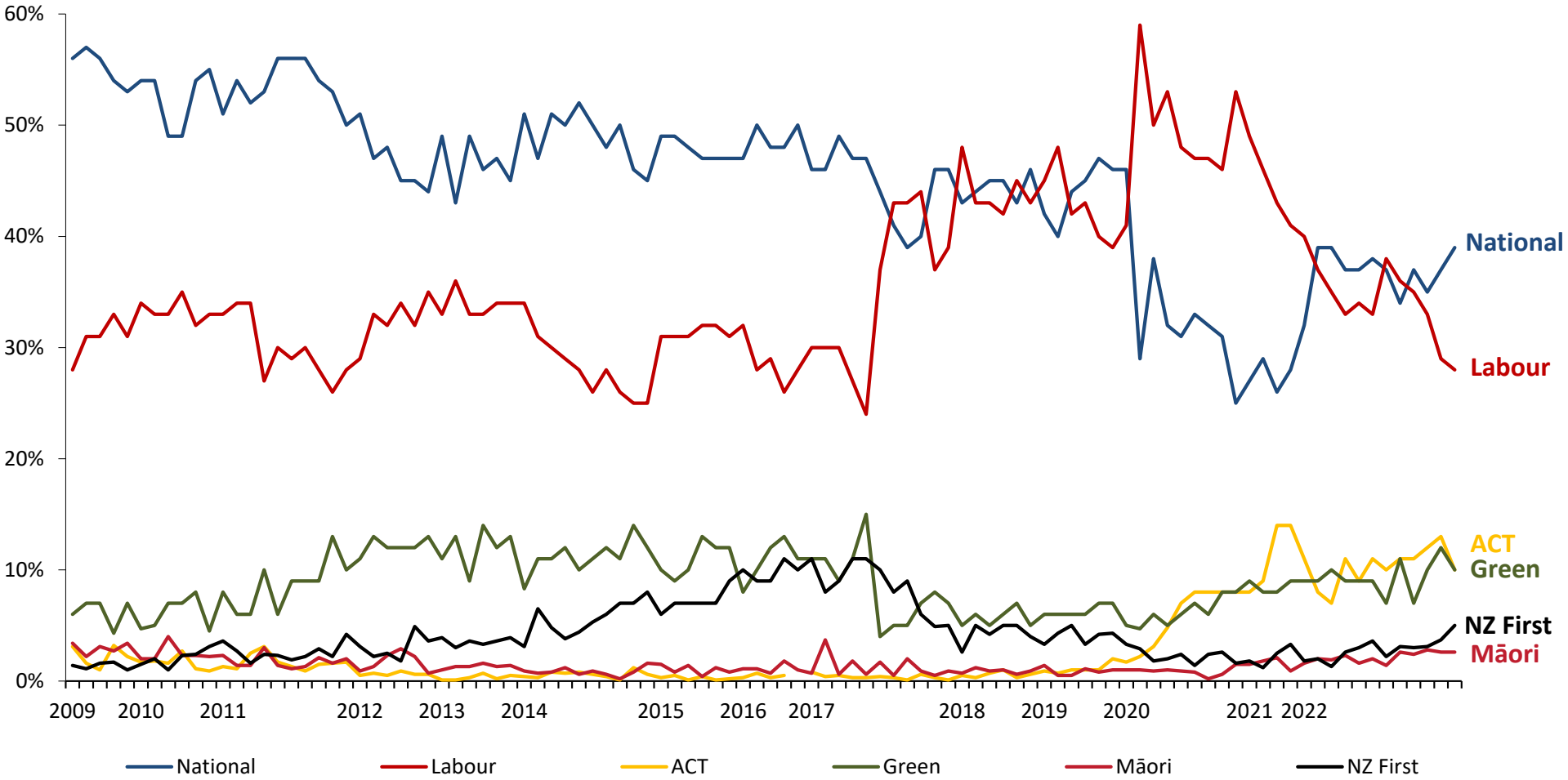
	26-30 Nov 2022	25-29 Jan 2023	4-8 Mar 2023	20-24 May 2023	8-12 July 2023	12-16 Aug 2023	9-12 Sept 2023
Don't know	8%	9%	10%	9%	8%	8%	8%
Refused	3%	2%	4%	3%	3%	4%	3%
TOTAL	11%	11%	13%	12%	12%	12%	10%
Base (n=)	1,011	1,008	1,002	1,002	1,000	1,002	1,002

	26-30 Nov 2022	25-29 Jan 2023	4-8 Mar 2023	20-24 May 2023	8-12 July 2023	12-16 Aug 2023	9-12 Sept 2023
National Party	38%	37%	34%	37%	35%	37%	39%
Labour Party	33%	38%	36%	35%	33%	29%	28%
Green Party	9%	7%	11%	7%	10%	12%	10%
ACT Party	11%	10%	11%	11%	12%	13%	10%
New Zealand First	3.6%	2.3%	3.1%	3.2%	3.1%	3.7%	5%
Te Pāti Māori	2.0%	1.4%	2.6%	2.4%	2.8%	2.6%	2.6%
The Opportunities Party (TOP)	1.7%	1.1%	1.0%	1.4%	1.7%	0.6%	1.4%
New Conservative Party	0.6%	0.6%	0.5%	0.6%	0.4%	0.3%	0.8%
Aotearoa Legalise Cannabis Party	0.8%	0.7%	0.4%	0.7%	0.1%	0.6%	0.5%
Freedoms New Zealand (nett)	0.5%	0.4%	0.5%	0.4%	0.7%	0.5%	0.5%
- Freedoms New Zealand					0.7%	0.1%	0.5%
Animal Justice Party	-	-	-	-	-	-	0.4%
Aotearoa New Zealand							
NewZeal	-	0.1%	0.1%	-	0.5%	0.2%	0.4%
New Zealand Loyal party	-	-	-	-	-	-	0.4%
DemocracyNZ	0.3%	0.7%	0.6%	0.7%	0.6%	-	0.3%
Women's Rights Party	-	-	-	-	-	-	0.2%
New Nation Party	-	-	-	0.3%	0.1%	0.5%	0.1%
Other	0.2%	0.3%	0.2%	0.1%	0.8%	0.2%	0.2%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	812	822	787	805	803	792	824

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

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Party Vote



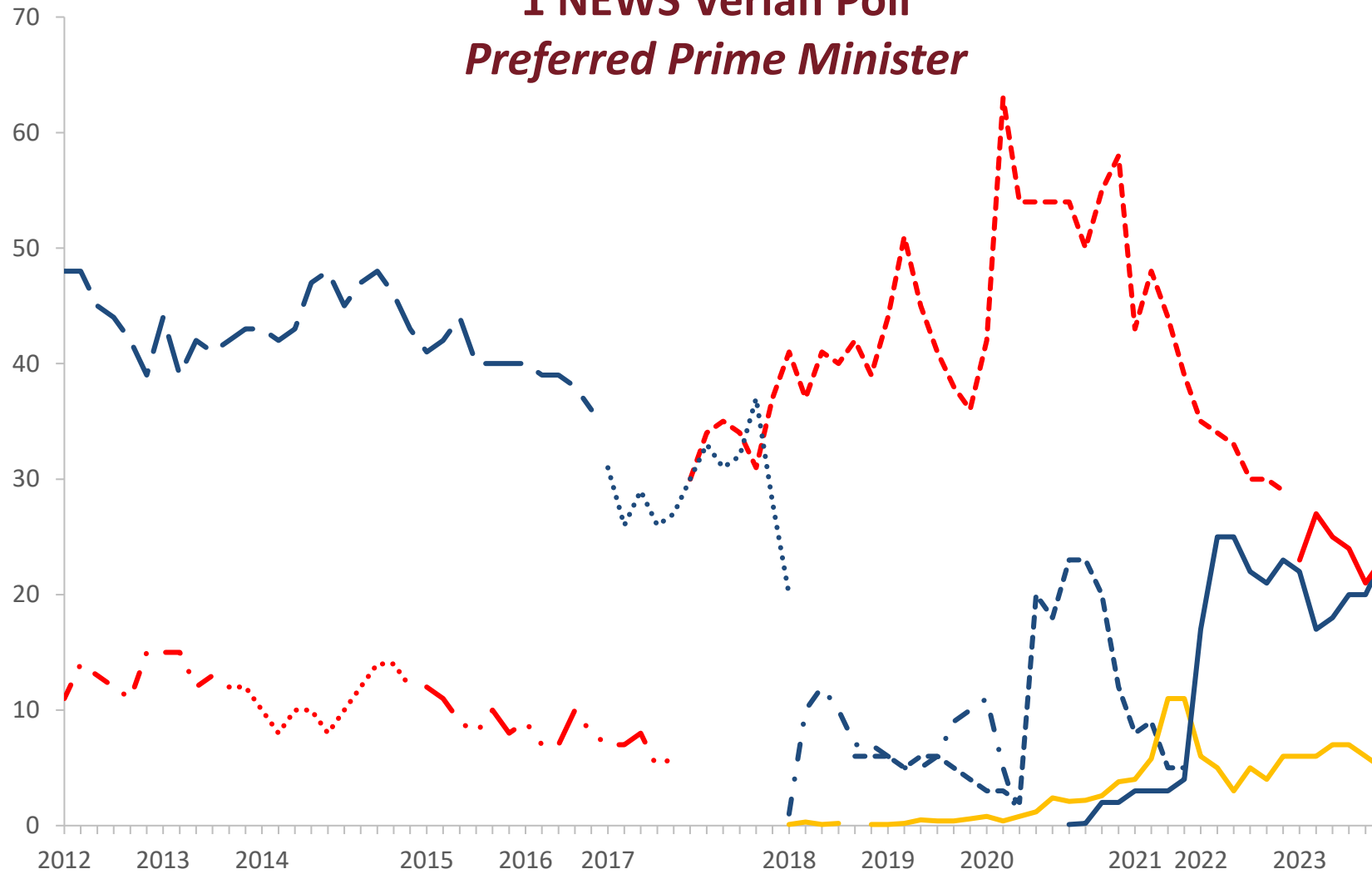
Preferred Prime Minister

“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?”

	26-30 Nov 2022	25-29 Jan 2023	4-8 Mar 2023	20-24 May 2023	8-12 July 2023	12-16 Aug 2023	9-12 Sept 2023
Chris Hipkins	0.2%	23%	27%	25%	24%	21%	23%
Christopher Luxon	23%	22%	17%	18%	20%	20%	23%
David Seymour	6%	6%	6%	7%	7%	6%	5%
Winston Peters	2%	2%	3%	2%	2%	3%	4%
Chlöe Swarbrick	2%	1%	0.9%	2%	2%	2%	1%
Nicola Willis	0.6%	0.4%	0.9%	1%	1%	2%	1%
Jacinda Ardern	29%	5%	2%	1%	1%	2%	1%
Grant Robertson	0.3%	0.7%	0.4%	0.5%	0.5%	0.2%	0.5%
John Key	0.6%	0.1%	0.4%	0.4%	0.1%	0.3%	0.5%
James Shaw	0.5%	0.4%	0.3%	0.5%	0.6%	0.9%	0.5%
Marama Davidson	0.7%	0.4%	0.1%	0.2%	0.6%	1.1%	0.4%
Carmel Sepuloni	-	-	-	0.3%	0.3%	0.1%	0.4%
Raf Manji	0.5%	0.3%	-	0.1%	0.6%	0.1%	0.4%
Shane Reti	0.1%	-	-	0.1%	0.1%	0.1%	0.3%
Debbie Ngarewa-Packer	-	0.1%	0.3%	0.3%	0.2%	0.3%	0.2%
Helen Clark	0.2%	-	-	0.1%	0.2%	0.1%	0.2%
Mark Mitchell	-	0.1%	-	0.3%	-	0.2%	0.2%
Nanaia Mahuta	-	-	0.1%	-	-	-	0.2%
Chris Bishop	-	-	0.1%	0.2%	0.1%	0.1%	0.1%
Rawiri Waititi	0.3%	0.2%	0.5%	0.5%	0.4%	0.3%	0.1%
Matt King	0.2%	0.4%	0.1%	0.1%	-	-	0.1%
Judith Collins	0.1%	0.3%	0.2%	0.1%	-	0.2%	0.1%
John Tamihere	-	-	-	-	-	-	0.1%
Other	1%	2%	2%	1%	1%	1%	3%
Don't know	28%	31%	33%	32%	32%	33%	30%
None	3%	3%	4%	3%	4%	3%	4%
Refused	1%	1%	2%	1%	2%	1%	0.5%
TOTAL	100%*	100%*	100%*	100%*	100%*	100%*	100%*
Base (n=)	1,011	1,008	1,002	1,002	1,000	1,002	1,002

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

1 NEWS Verian Poll Preferred Prime Minister



- John Key
- - - David Shearer
- David Cunliffe
- Andrew Little
- - - Jacinda Ardern
- Bill English
- Simon Bridges
- - - Judith Collins
- David Seymour
- Christopher Luxon
- Chris Hipkins

Parliamentary seat entitlement

The following table shows the parliamentary seat entitlement based on the party vote results (to one decimal place) from this poll. The calculation assumes that Rawiri Waititi holds the seat of Waiariki.

	Number of seats
National Party	49
Labour Party	35
ACT Party	13
Green Party	13
New Zealand First	7
Te Pāti Māori	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.