NORTHLAND POLL
JULY 2023

CLIENT: REALITY CHECK RADIO

POLL DATES: Thursday 20 July 2023. The median response was collected on Thursday 20 July 2023.

TARGET POPULATION: Adults in the Northland electorate.

SAMPLE POPULATION: Adults in the Northland electorate who are contactable on a landline or mobile phone.

SAMPLE SIZE: 400 respondents agreed to participate.

SAMPLE SELECTION: A random selection of 5,000 phone numbers who live in Northland.

WEIGHTING: The results are weighted to reflect the overall electorate voting population in terms of gender and age.

SAMPLE ERROR: Based on this sample of 400 respondents, the maximum sampling error (for a result of 50%) is +/- 4.5%, at the 95% confidence level.

CODE COMPLIANCE: This poll was conducted in accordance with the Research Association New Zealand Code of Practice and the International Chamber of Commerce/European Society for Opinion and Market Research Code on Market and Social Research.

If a General Election had been held yesterday, which political party would you have voted for, with your party vote?

		Count	Col %
Party Vote	National	141	36%
	Labour	73	19%
	Maori	9	2%
	ACT	62	16%
	NZ First	19	5%
	TOP	1	0%
	Green	17	4%
	Democracy NZ	3	1%
	Others	2	0%
	Unsure	61	16%
	Refused	2	1%
	Total	390	100%

36% say they would vote National, 19% Labour, 16% ACT, 4% Greens, 1% Democracy NZ and 5% NZ First. 16% are undecided.

		Count	Col %
Party Vote	National	141	43%
	Labour	73	22%
	Maori	9	3%
	ACT	62	19%
	NZ First	19	6%
	TOP	1	0%
	Green	17	5%
	Democracy NZ	3	1%
	Others	2	0%
	Total	326	100%

Excluding undecideds, National is at 43% party vote (+16% from election), Labour 22% (-22%), ACT 19% (+9%), Democracy NZ 1% and NZ First 6% (nc).

		Gender	
		Female Col %	Male Col %
Party Vote	National	37%	36%
	Labour	25%	11%
	Maori	4%	0%
	ACT	9%	24%
	NZ First	3%	7%
	TOP	0%	0%
	Green	2%	7%
	Democracy NZ	1%	0%
	Others	0%	1%
	Unsure	18%	14%
	Refused	0%	1%

National 12% ahead with women and 25% ahead with men.

		2020 Party Vote			
		National Col %	Labour Col %	ACT Col %	Green Col %
Party Vote	National	81%	26%	19%	4%
	Labour	0%	42%	4%	14%
	Maori	0%	5%	0%	0%
	ACT	13%	8%	77%	9%
	NZ First	0%	3%	0%	7%
	Green	0%	7%	0%	24%
	Unsure	3%	10%	0%	42%
	Refused	2%	0%	0%	0%

81% of 2020 National party voters would vote National again and 13% would voter ACT.

Only 42% of Labour voters would vote Labour again, 26% would now vote National and 10% are undecided.

If a General Election had been held yesterday, which political party's candidate are you most likely to vote for with your electorate vote?

		Count	Col %
Electorate Vote	National	147	38%
	Labour	70	18%
	Maori	1	0%
	ACT	10	3%
	NZ First	23	6%
	Green	2	0%
	Democracy NZ	7	2%
	Others	10	3%
	Unsure	116	30%
	Refused	4	1%
	Total	390	100%

38% say they are likely to vote for McCallum, 18% Prime, 2% King, 6% Jones and 3% Cameron.

		Count	Col %
Electorate Vote	National	147	54%
	Labour	70	26%
	Maori	1	0%
	ACT	10	4%
	NZ First	23	9%
	Green	2	1%
	Democracy NZ	7	3%
	Others	10	4%
	Total	270	100%

Excluding undecideds, 54% (+16% from King at election) say they are likely to vote for McCallum and 26% (-12%) Prime.

		Gender	
		Female Col %	Male Col %
Electorate Vote	National	30%	47%
	Labour	19%	16%
	Maori	0%	0%
	ACT	2%	4%
	NZ First	4%	9%
	Green	1%	0%
	Democracy NZ	2%	1%
	Others	4%	1%
	Unsure	37%	22%
	Refused	1%	1%

On the electorate vote McCallum is 11% ahead with women and 31% ahead with men.

		2020 Electorate Vote			
		National Col %	Labour Col %	ACT Col %	Green Col %
Electorate Vote	National	83%	16%	54%	0%
	Labour	1%	45%	0%	0%
	ACT	2%	0%	46%	0%
	NZ First	6%	4%	0%	0%
	Green	0%	1%	0%	0%
	Democracy NZ	2%	0%	0%	0%
	Unsure	5%	34%	0%	0%
	Refused	2%	0%	0%	0%

83% of 2020 King voters would vote for McCallum, 2% for King again and 6% for Jones.

45% of Prime voters would vote for her again with 16% saying they would vote McCallum and 34% undecided.

| | | Party Vote | | | | |
		National Col %	Labour Col %	ACT Col %	Green Col %	Unsure Col %
Electorate Vote	National	71%	0%	71%	0%	3%
	Labour	2%	76%	2%	63%	1%
	ACT	1%	0%	15%	0%	0%
	NZ First	3%	2%	4%	0%	3%
	Green	0%	0%	0%	10%	0%
	Democracy NZ	1%	0%	0%	0%	4%
	Others	6%	0%	0%	2%	0%
	Unsure	17%	22%	9%	24%	87%
	Refused	0%	0%	0%	0%	2%

71% of intending National and ACT party voters say they will vote for McCallum.

Can you name the Electorate MP for Northland, the National, ACT, NZ First and Democracy NZ candidates?

		Count	Col %
Lab MP Name Awareness	Yes	152	39%
	No	211	54%
	Incorrect	26	7%
	Refused	0	0%
	Total	390	100%
Nat Cand Name Awareness	Yes	114	29%
	No	268	69%
	Incorrect	8	2%
	Refused	0	0%
	Total	390	100%
ACT MP Name Awareness	Yes	29	7%
	No	357	92%
	Incorrect	4	1%
	Refused	0	0%
	Total	390	100%
NZF Cand Name Awareness	Yes	132	34%
	No	252	65%
	Incorrect	6	2%
	Refused	0	0%
	Total	390	100%
DNZ Cand Name Awareness	Yes	73	19%
	No	317	81%
	Incorrect	0	0%
	Refused	0	0%
	Total	390	100%

Name awareness in order is:
1. Willow-Jean Prime 39%
2. Shane Jones 34%
3. Grant McCallum 29%
4. Matt King 19%
5. Mark Cameron 7%

Prime has low name awareness for an incumbent electorate MP.

		Gender	
		Female	Male
		Col %	Col %
Lab MP Name Awareness	Yes	35%	44%
	No	56%	51%
	Incorrect	8%	5%
	Refused	0%	0%
Nat Cand Name Awareness	Yes	20%	40%
	No	78%	58%
	Incorrect	2%	2%
	Refused	0%	0%
ACT MP Name Awareness	Yes	4%	12%
	No	96%	86%
	Incorrect	0%	2%
	Refused	0%	0%
NZF Cand Name Awareness	Yes	29%	39%
	No	69%	59%
	Incorrect	1%	2%
	Refused	0%	0%
DNZ Cand Name Awareness	Yes	16%	22%
	No	84%	78%
	Incorrect	0%	0%
	Refused	0%	0%

		Party Vote				
		National Col %	Labour Col %	ACT Col %	Green Col %	Unsure Col %
Lab MP Name Awareness	Yes	26%	55%	50%	30%	34%
	No	70%	43%	48%	61%	54%
	Incorrect	4%	2%	1%	9%	12%
	Refused	0%	0%	0%	0%	0%
Nat Cand Name Awareness	Yes	29%	26%	53%	0%	15%
	No	67%	72%	46%	100%	85%
	Incorrect	4%	2%	1%	0%	0%
	Refused	0%	0%	0%	0%	0%
ACT MP Name Awareness	Yes	4%	7%	16%	0%	1%
	No	96%	93%	81%	100%	96%
	Incorrect	0%	0%	3%	0%	3%
	Refused	0%	0%	0%	0%	0%
NZF Cand Name Awareness	Yes	32%	32%	37%	8%	24%
	No	66%	68%	63%	82%	72%
	Incorrect	1%	0%	0%	9%	4%
	Refused	0%	0%	0%	0%	0%
DNZ Cand Name Awareness	Yes	17%	12%	20%	6%	18%
	No	83%	88%	80%	94%	82%
	Incorrect	0%	0%	0%	0%	0%
	Refused	0%	0%	0%	0%	0%

The Electorate MP for Northland is Willow-Jean Prime. How good a job do you think she has done over the last year as the local MP.

		Count	Col %
Lab MP Approval	Very poor	86	22%
	Poor	64	16%
	Average	107	27%
	Good	46	12%
	Very good	18	5%
	Unsure	69	18%
	Total	390	100%

17% say Prime is doing a good job as a local MP and 38% a poor job for a net positive score of -21%.

		Gender	
		Female Col %	Male Col %
Lab MP Approval	Very poor	14%	31%
	Poor	16%	17%
	Average	34%	20%
	Good	14%	10%
	Very good	7%	1%
	Unsure	15%	21%

Net approval is -9% for women and -37% for men.

		Party Vote				
		National Col %	Labour Col %	ACT Col %	Green Col %	Unsure Col %
Lab MP Approval	Very poor	32%	3%	31%	0%	9%
	Poor	20%	6%	26%	6%	9%
	Average	32%	30%	14%	38%	36%
	Good	5%	35%	13%	21%	4%
	Very good	1%	13%	0%	9%	7%
	Unsure	10%	12%	16%	26%	35%

Do you believe the country is generally going in the right direction or do you believe things are heading in the wrong direction at the moment?

		Count	Col %
Country Direction	Definitely right	19	5%
	Probably right	53	14%
	Probably wrong	120	31%
	Definitely wrong	158	40%
	Unsure/refuse	40	10%
	Total	390	100%

19% say NZ is heading in the right direction and 71% the wrong direction for a net negative direction of -52%.

		Gender	
		Female Col %	Male Col %
Country Direction	Definitely right	3%	7%
	Probably right	17%	10%
	Probably wrong	30%	32%
	Definitely wrong	34%	48%
	Unsure/refuse	16%	4%

		Party Vote				
		National Col %	Labour Col %	ACT Col %	Green Col %	Unsure Col %
Country Direction	Definitely right	1%	15%	3%	26%	0%
	Probably right	4%	44%	2%	39%	6%
	Probably wrong	44%	20%	23%	10%	35%
	Definitely wrong	49%	7%	72%	13%	31%
	Unsure/refuse	2%	14%	0%	11%	27%

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