NAPIER POLL
November 2022

CLIENT: Simon Lusk

POLL DATES: Wednesday 09 November 2022. The median response was
                          collected on Wednesday 09 November 2022.

TARGET POPULATION: Adults in the Napier electorate.

SAMPLE POPULATION: Adults in the Napier 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 Napier.

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

SAMPLE ERROR: Based on this sample of 400 respondents, the maximum
                          sampling error (for a result of 50%) is +/- 4.9%, 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	129	33%
	Labour	76	19%
	Māori	6	2%
	ACT	61	15%
	NZ First	3	1%
	Green	21	5%
	Others	7	2%
	Unsure	86	22%
	Refused	6	2%
	Total	395	100%

33% say they would vote National, 19% Labour and 15% ACT. A large 22% are undecided.

		Count	Col %
Party Vote	National	129	43%
	Labour	76	25%
	Māori	6	2%
	ACT	61	20%
	NZ First	3	1%
	Green	21	7%
	Others	7	2%
	Total	303	100%

Excluding undecideds, National is at 43% party vote (+15% from election), Labour 25% (-26%), ACT 20% (+12%) and Greens 7% (+1%).

		Gender	
		Female	Male
		Col %	Col %
Party Vote	National	36%	30%
	Labour	27%	12%
	Māori	0%	3%
	ACT	8%	23%
	NZ First	1%	0%
	Green	2%	8%
	Others	0%	3%
	Unsure	24%	20%
	Refused	2%	1%

National 9% ahead with women and 18% ahead with men.

		Age		
		18 - 39	40 - 59	60+
		Col %	Col %	Col %
Party Vote	National	24%	39%	33%
	Labour	20%	18%	21%
	Māori	7%	0%	0%
	ACT	15%	10%	18%
	NZ First	0%	2%	0%
	Green	0%	13%	3%
	Others	0%	0%	4%
	Unsure	34%	17%	18%
	Refused	0%	2%	2%

National 4% ahead with under 40s, 21% ahead with 41 – 60 year olds and 12% ahead with over 60s.

		2020 Party Vote			
		National Col %	Labour Col %	ACT Col %	Green Col %
Party Vote	National	93%	10%	21%	0%
	Labour	0%	42%	0%	0%
	Māori	0%	0%	22%	0%
	ACT	7%	15%	53%	0%
	Green	0%	0%	0%	100%
	Others	0%	2%	4%	0%
	Unsure	0%	32%	0%	0%

93% of 2020 National party voters would vote National again. Only 42% of Labour voters would vote Labour again, 10% would now vote National, 15% ACT and 32% 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	102	26%
	Labour	83	21%
	ACT	27	7%
	NZ First	3	1%
	Green	2	1%
	Others	9	2%
	Unsure	163	41%
	Refused	6	2%
	Total	395	100%

26% say they are likely to vote for a National candidate, 21% for Nash and 41% undecided.

		Count	Col %
Electorate Vote	National	102	45%
	Labour	83	37%
	ACT	27	12%
	NZ First	3	1%
	Green	2	1%
	Others	9	4%
	Total	226	100%

Excluding undecideds, 45% (+7% from election) say they are likely to vote for a National candidate and 37% (-15%) Nash.

		Gender	
		Female Col %	Male Col %
Electorate Vote	National	24%	27%
	Labour	25%	18%
	ACT	3%	11%
	NZ First	1%	0%
	Green	1%	0%
	Others	0%	4%
	Unsure	44%	38%
	Refused	2%	1%

On the electorate vote a National candidate is 1% behind with women and 9% behind with men.

		Age		
		18 - 39 Col %	40 - 59 Col %	60+ Col %
Electorate Vote	National	16%	31%	33%
	Labour	10%	25%	30%
	ACT	2%	5%	5%
	NZ First	0%	2%	1%
	Green	0%	0%	1%
	Others	7%	0%	1%
	Unsure	65%	36%	27%
	Refused	0%	2%	2%

On the electorate vote National 6% ahead with under 40s, 6% ahead with 41 – 60 year olds and 3% ahead with over 60s.

| | | 2020 Electorate Vote | | | |
		National Col %	Labour Col %	ACT Col %	Green Col %
Electorate Vote	National	65%	10%	0%	0%
	Labour	3%	52%	0%	0%
	ACT	4%	2%	0%	0%
	NZ First	1%	2%	0%	0%
	Green	0%	0%	0%	50%
	Others	0%	0%	100%	0%
	Unsure	27%	35%	0%	50%

65% of 2020 Nimon voters would vote for a National candidate again, with 27% undecided. 3% would vote Nash and 5% for the ACT candidate.

52% of Nash voters would vote for him again with 10% saying they would now vote for a National candidate and 35% undecided.

| | | Party Vote | | | | |
		National Col %	Labour Col %	ACT Col %	Green Col %	Unsure Col %
Electorate Vote	National	72%	4%	9%	0%	0%
	Labour	1%	73%	0%	100%	6%
	ACT	1%	0%	42%	0%	0%
	NZ First	0%	1%	0%	0%	0%
	Green	0%	3%	0%	0%	0%
	Unsure	25%	19%	50%	0%	94%

72% of intending National party voters say they will vote for a National candidate with 1% saying they would vote Nash and 25% undecided.

Can you name the Electorate MP for Napier?

		Count	Col %
Lab MP Name Awareness	Yes	256	65%
	No	123	31%
	Incorrect	16	4%
	Refused	0	0%
	Total	395	100%

65% could name Stuart Nash as the local MP.

		Gender	
		Female Col %	Male Col %
Lab MP Name Awareness	Yes	60%	69%
	No	35%	28%
	Incorrect	5%	3%
	Refused	0%	0%

		Age		
		18 - 39 Col %	40 - 59 Col %	60+ Col %
Lab MP Name Awareness	Yes	38%	69%	76%
	No	53%	26%	23%
	Incorrect	9%	5%	1%
	Refused	0%	0%	0%

		Party Vote				
		National Col %	Labour Col %	ACT Col %	Green Col %	Unsure Col %
Lab MP Name Awareness	Yes	74%	77%	62%	100%	33%
	No	18%	23%	38%	0%	60%
	Incorrect	8%	0%	0%	0%	7%
	Refused	0%	0%	0%	0%	0%

The Electorate MP for Napier is Stuart Nash. How good a job do you think he has done over the last year as the local MP.

		Count	Col %
Lab MP Approval	Very poor	89	23%
	Poor	85	22%
	Average	128	32%
	Good	47	12%
	Very good	6	1%
	Unsure	40	10%
	Total	395	100%

13% say Nash is doing a good job as a local MP and 45% a poor job for a net positive score of -32%.

		Gender	
		Female Col %	Male Col %
Lab MP Approval	Very poor	19%	26%
	Poor	24%	19%
	Average	27%	37%
	Good	13%	10%
	Very good	1%	2%
	Unsure	15%	5%

		Age		
		18 - 39 Col %	40 - 59 Col %	60+ Col %
Lab MP Approval	Very poor	23%	26%	20%
	Poor	12%	36%	16%
	Average	45%	20%	34%
	Good	0%	18%	14%
	Very good	0%	0%	3%
	Unsure	20%	0%	12%

		Party Vote				
		National Col %	Labour Col %	ACT Col %	Green Col %	Unsure Col %
Lab MP Approval	Very poor	30%	6%	53%	0%	11%
	Poor	25%	9%	32%	20%	24%
	Average	44%	39%	3%	0%	36%
	Good	1%	32%	0%	38%	6%
	Very good	0%	3%	0%	0%	4%
	Unsure	1%	10%	12%	42%	19%

Only 35% of Labour voters says Nash has done a good job and 15% say a poor job.

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	52	13%
	Probably right	51	13%
	Probably wrong	68	17%
	Definitely wrong	206	52%
	Unsure/refuse	18	4%
	Total	395	100%

40% say NZ is heading in the right direction and 47% the wrong direction for a net negative direction of -7%.

		Gender	
		Female Col %	Male Col %
Country Direction	Definitely right	12%	14%
	Probably right	17%	9%
	Probably wrong	17%	17%
	Definitely wrong	47%	58%
	Unsure/refuse	7%	2%

		Age		
		18 - 39 Col %	40 - 59 Col %	60+ Col %
Country Direction	Definitely right	5%	25%	12%
	Probably right	11%	5%	17%
	Probably wrong	20%	15%	18%
	Definitely wrong	64%	55%	43%
	Unsure/refuse	0%	0%	10%

		Party Vote				
		National Col %	Labour Col %	ACT Col %	Green Col %	Unsure Col %
Country Direction	Definitely right	0%	43%	0%	78%	0%
	Probably right	0%	36%	10%	0%	18%
	Probably wrong	18%	5%	9%	0%	34%
	Definitely wrong	82%	7%	78%	0%	43%
	Unsure/refuse	0%	9%	3%	22%	6%

What is the most important local issue, which could affect your vote?

		Count	Col %
Most Important Local Issue	Other	58	15%
	Roading	14	4%
	Public Transport	3	1%
	Education	0	0%
	Health	46	12%
	Housing	70	18%
	Economy	7	2%
	Jobs	3	1%
	Covid-19	0	0%
	Local Council	10	2%
	Unsure	53	13%
	Three Waters	131	33%
	Total	395	100%

Three Waters was by far the most commonly cited local issue with 33% picking it followed by housing at 18%.

		Gender	
		Female Col %	Male Col %
Most Important Local Issue	Other	8%	21%
	Roading	7%	0%
	Public Transport	0%	2%
	Education	0%	0%
	Health	16%	7%
	Housing	10%	26%
	Economy	2%	2%
	Jobs	2%	0%
	Covid-19	0%	0%
	Local Council	1%	4%
	Unsure	16%	11%
	Three Waters	38%	28%
	Total	100%	100%

		Age		
		18 - 39 Col %	40 - 59 Col %	60+ Col %
Most Important Local Issue	Other	28%	9%	11%
	Roading	6%	4%	1%
	Public Transport	0%	0%	2%
	Education	0%	0%	0%
	Health	9%	5%	18%
	Housing	13%	25%	15%
	Economy	0%	0%	4%
	Jobs	0%	3%	0%
	Covid-19	0%	0%	0%
	Local Council	8%	0%	1%
	Unsure	0%	14%	21%
	Three Waters	34%	40%	28%
	Total	100%	100%	100%

		Party Vote				
		National Col %	Labour Col %	ACT Col %	Green Col %	Unsure Col %
Most Important Local Issue	Other	9%	14%	37%	80%	16%
	Roading	7%	0%	0%	0%	3%
	Public Transport	2%	0%	0%	0%	0%
	Education	0%	0%	0%	0%	0%
	Health	8%	11%	13%	0%	20%
	Housing	12%	27%	15%	0%	19%
	Economy	3%	0%	0%	0%	4%
	Jobs	3%	0%	0%	0%	0%
	Covid-19	0%	0%	0%	0%	0%
	Local Council	7%	0%	0%	0%	0%
	Unsure	13%	28%	7%	0%	4%
	Three Waters	35%	21%	28%	20%	35%
	Total	100%	100%	100%	100%	100%

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