

Taxpayers' Union

Labour Leadership Poll

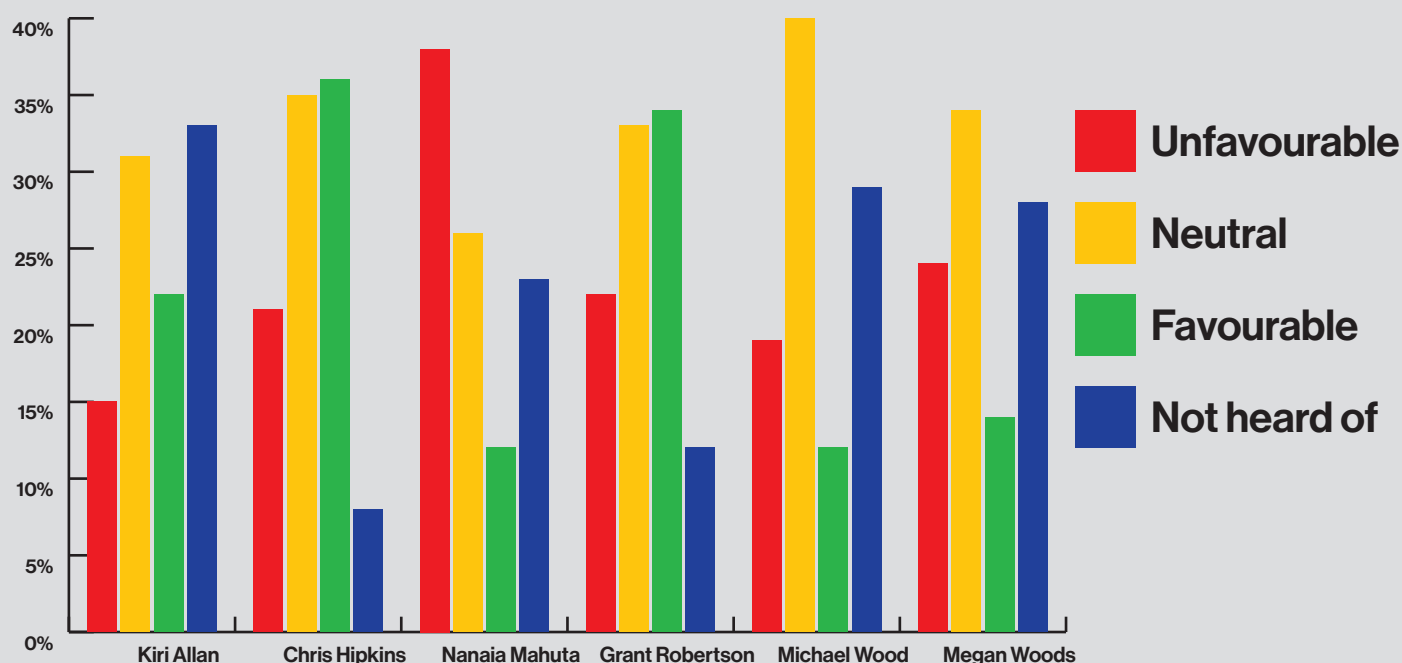
January 2023

Polling period: 19-20 January 2023

Release date: 21 January 2023



Name Recognition and Favourability



Prompted name recognition, in order, is:

1. Chris Hipkins 92
2. Grant Robertson 88
3. Nanaia Mahuta 77
4. Megan Woods 72
5. Michael Wood 71
6. Kiri Allan 67

	Kiri Allan	Chris Hipkins	Nanaia Mahuta	Grant Robertson	Michael Wood	Megan Woods
Unfavourable	15%	21%	38%	22%	19%	24%
Neutral	31%	35%	26%	33%	40%	34%
Favourable	22%	36%	12%	34%	12%	14%
Not heard of	33%	8%	23%	12%	29%	28%

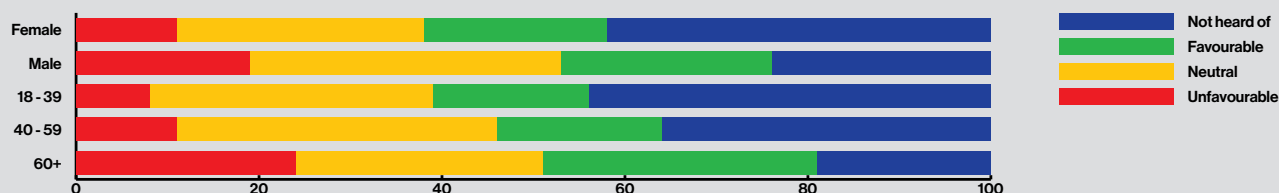
Net favourability, in order, is:

1. Chris Hipkins +15
2. Grant Robertson +12
3. Kiri Allan +7
4. Michael Wood -7
5. Megan Woods -10
6. Nanaia Mahuta -26

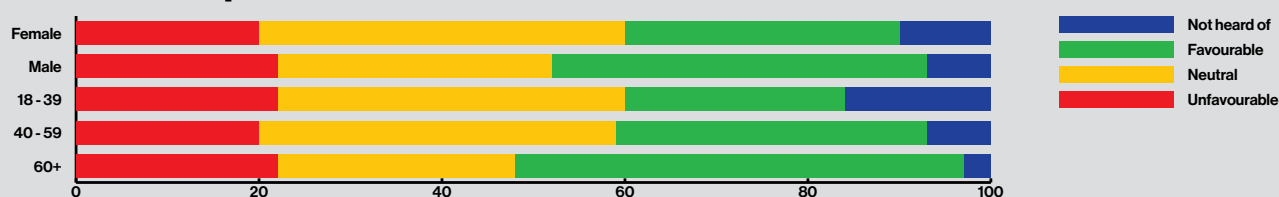
Hipkins, Robertson and Allan have positive net favourability, while Wood, Woods and Mahuta have negative net favourability.

Recognition by Gender & Age

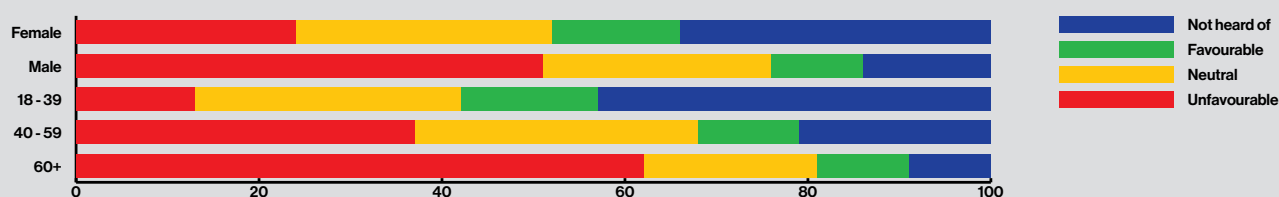
Kiri Allan



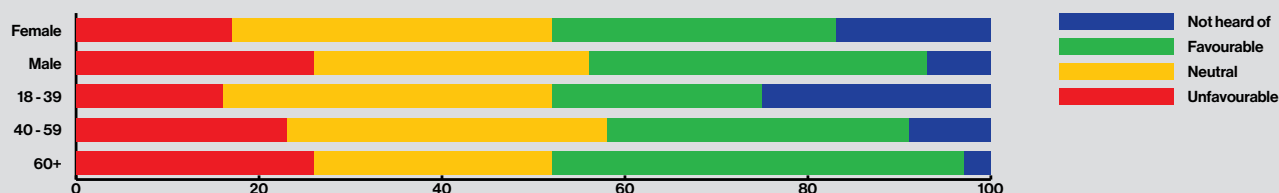
Chris Hipkins



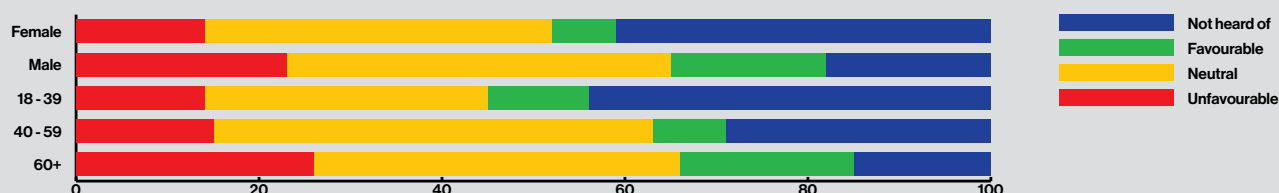
Nanaia Mahuta



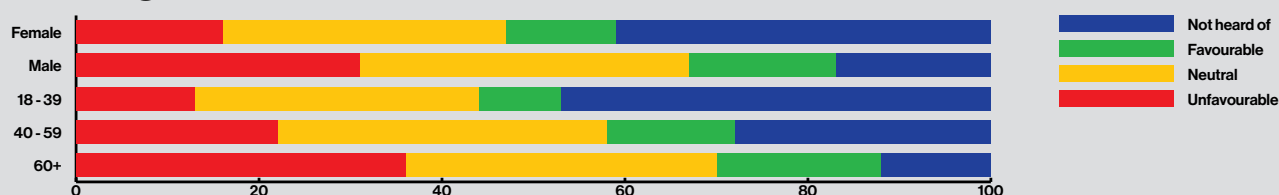
Grant Robertson



Michael Wood



Megan Woods

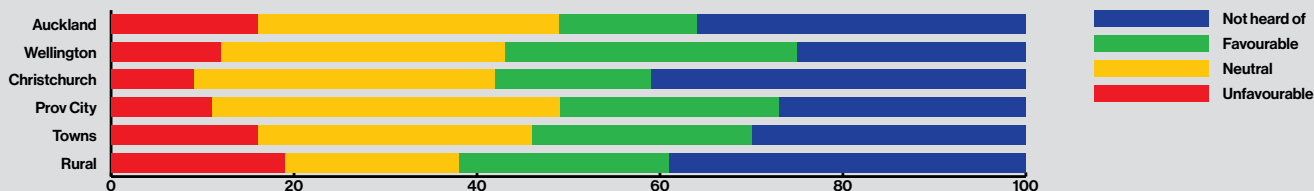


Recognition by Gender & Age Cont.

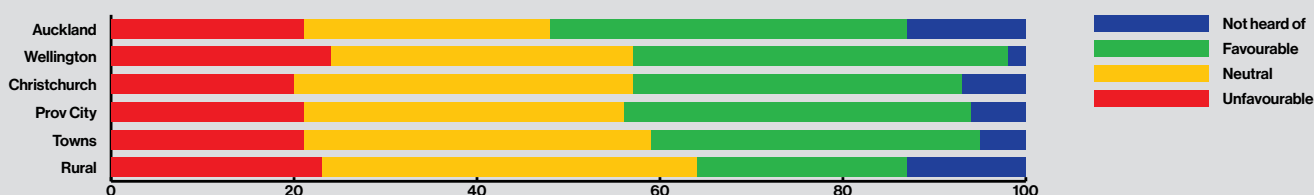
		Female	Male	18 - 39	40 - 59	60+
Kiri Allan	Unfavourable	10%	19%	8%	11%	24%
	Neutral	27%	34%	31%	35%	27%
	Favourable	20%	23%	17%	18%	30%
	Not heard of	42%	24%	44%	36%	19%
Chris Hipkins	Unfavourable	20%	22%	22%	20%	22%
	Neutral	40%	30%	38%	39%	27%
	Favourable	30%	41%	24%	33%	49%
	Not heard of	10%	7%	16%	7%	3%
Nanaia Mahuta	Unfavourable	23%	51%	13%	37%	62%
	Neutral	28%	25%	29%	31%	19%
	Favourable	14%	11%	16%	11%	11%
	Not heard of	34%	14%	43%	21%	9%
Grant Robertson	Unfavourable	17%	26%	16%	23%	26%
	Neutral	35%	30%	36%	35%	26%
	Favourable	31%	36%	23%	33%	44%
	Not heard of	17%	7%	25%	9%	3%
Michael Wood	Unfavourable	14%	23%	14%	15%	26%
	Neutral	38%	42%	31%	48%	40%
	Favourable	7%	17%	11%	8%	19%
	Not heard of	41%	18%	44%	29%	15%
Megan Woods	Unfavourable	16%	31%	13%	22%	36%
	Neutral	31%	36%	31%	36%	34%
	Favourable	12%	16%	10%	15%	18%
	Not heard of	41%	17%	47%	28%	12%

Recognition by Area

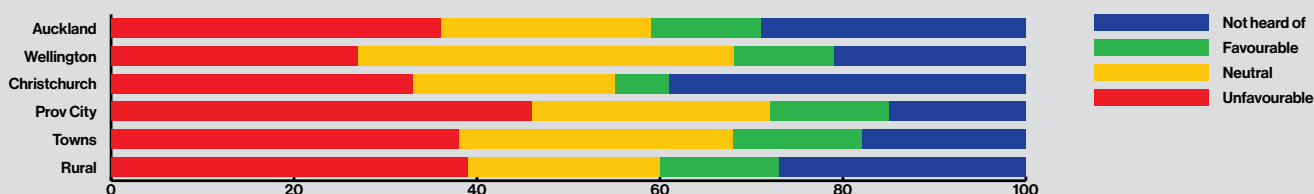
Kiri Allan



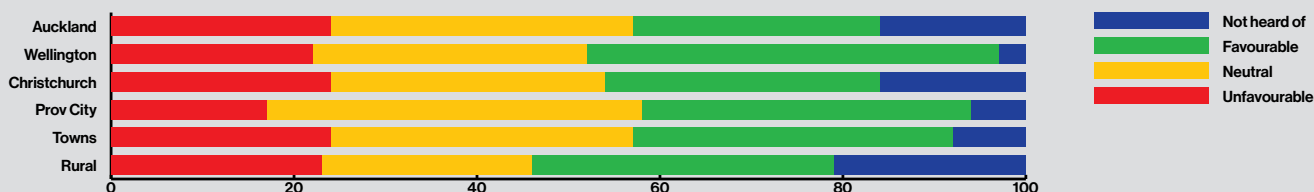
Chris Hipkins



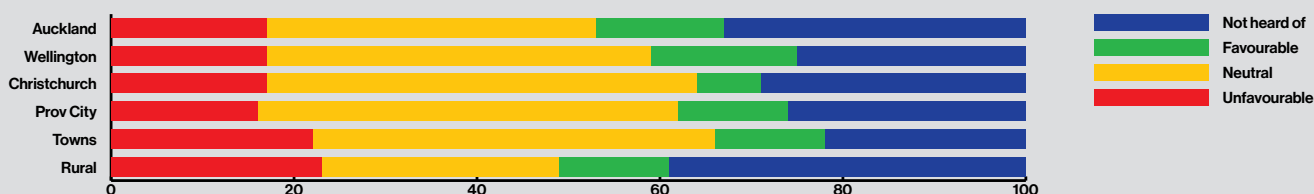
Nanaia Mahuta



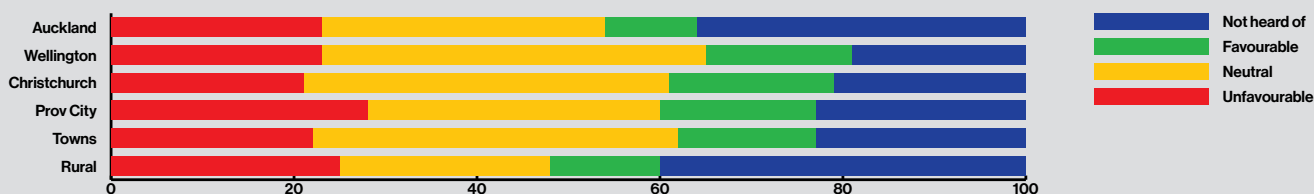
Grant Robertson



Michael Wood



Megan Woods

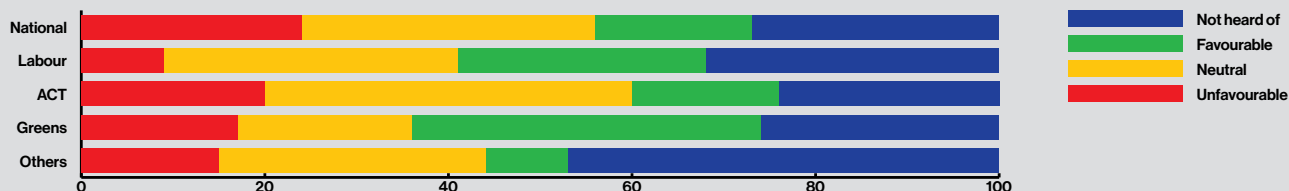


Recognition by Area Cont.

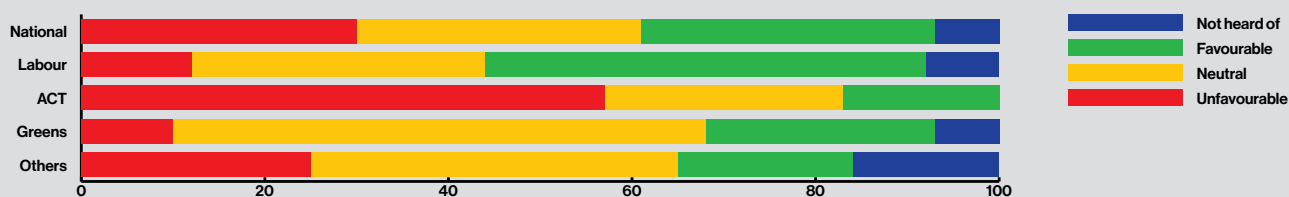
		Auckland	Wellington	Christchurch	Prov City	Towns	Rural
Kiri Allan	Unfavourable	16%	12%	9%	11%	16%	19%
	Neutral	33%	31%	33%	38%	30%	19%
	Favourable	15%	32%	17%	25%	24%	23%
	Not heard of	36%	25%	41%	27%	30%	39%
Chris Hipkins	Unfavourable	21%	24%	20%	21%	21%	23%
	Neutral	27%	33%	37%	35%	38%	41%
	Favourable	39%	41%	36%	39%	36%	23%
	Not heard of	13%	1%	7%	6%	5%	13%
Nanaia Mahuta	Unfavourable	36%	27%	33%	45%	38%	39%
	Neutral	23%	41%	22%	26%	30%	21%
	Favourable	12%	12%	6%	13%	14%	13%
	Not heard of	29%	21%	39%	15%	18%	27%
Grant Robertson	Unfavourable	24%	22%	24%	17%	24%	23%
	Neutral	33%	30%	30%	41%	33%	23%
	Favourable	27%	45%	30%	36%	35%	33%
	Not heard of	17%	3%	17%	7%	7%	22%
Michael Wood	Unfavourable	17%	17%	17%	16%	22%	23%
	Neutral	36%	42%	47%	46%	44%	26%
	Favourable	14%	16%	7%	12%	12%	12%
	Not heard of	33%	25%	30%	26%	22%	39%
Megan Woods	Unfavourable	23%	23%	21%	28%	22%	25%
	Neutral	31%	42%	40%	32%	40%	23%
	Favourable	10%	16%	18%	17%	15%	12%
	Not heard of	35%	20%	21%	23%	23%	39%

Recognition by 2020 Vote

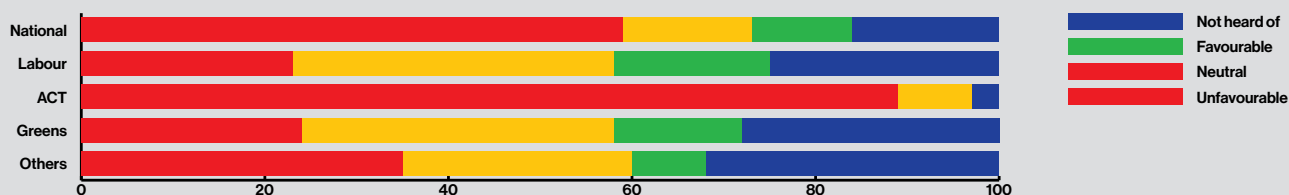
Kiri Allan



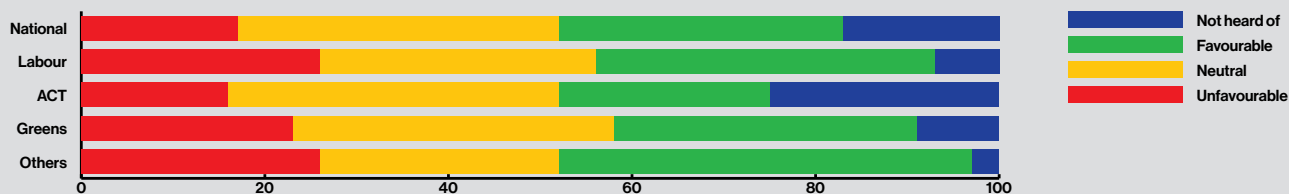
Chris Hipkins



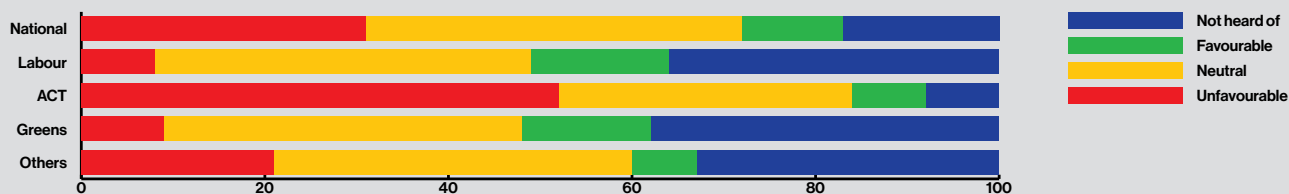
Nanaia Mahuta



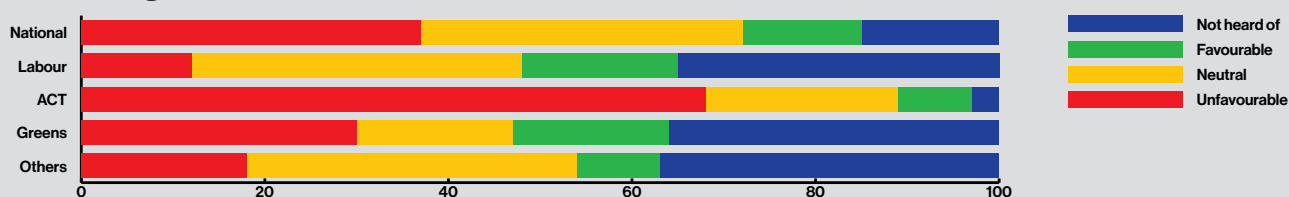
Grant Robertson



Michael Wood



Megan Woods



Recognition by 2020 Vote Cont.

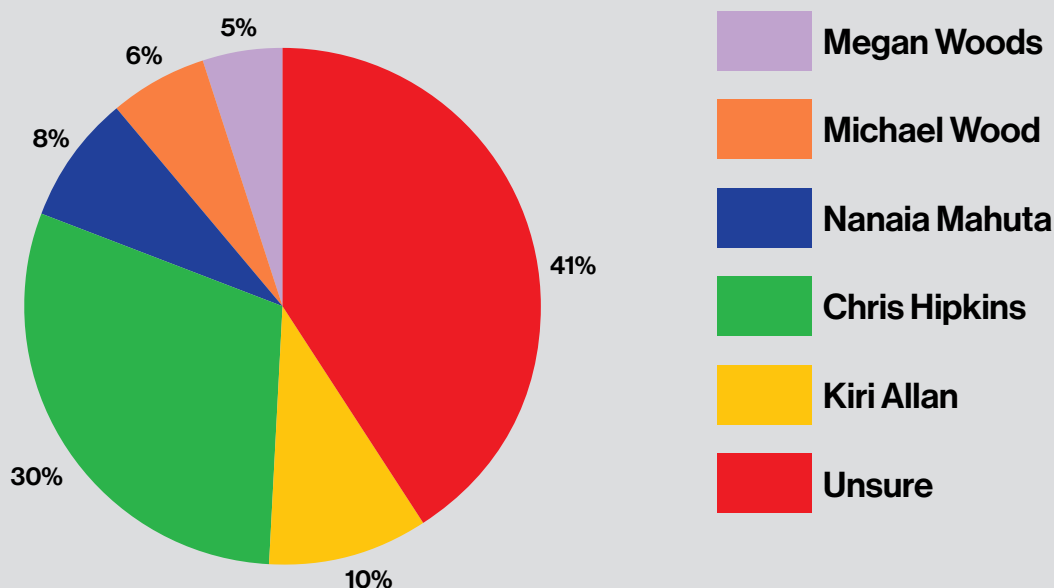
		National	Labour	ACT	Greens	Others
Kiri Allan	Unfavourable	24%	9%	20%	17%	15%
	Neutral	32%	32%	40%	19%	29%
	Favourable	17%	27%	16%	38%	9%
	Not heard of	27%	32%	24%	27%	47%
Chris Hipkins	Unfavourable	30%	12%	57%	10%	25%
	Neutral	31%	32%	26%	58%	40%
	Favourable	32%	48%	17%	25%	19%
	Not heard of	6%	8%	0%	7%	16%
Nanaia Mahuta	Unfavourable	59%	23%	89%	24%	35%
	Neutral	14%	35%	8%	34%	25%
	Favourable	11%	17%	0%	14%	8%
	Not heard of	17%	26%	3%	28%	32%
Grant Robertson	Unfavourable	35%	10%	57%	11%	25%
	Neutral	41%	31%	16%	23%	36%
	Favourable	19%	44%	23%	63%	17%
	Not heard of	6%	15%	3%	2%	21%
Michael Wood	Unfavourable	31%	8%	52%	9%	21%
	Neutral	41%	41%	32%	39%	39%
	Favourable	11%	15%	8%	14%	7%
	Not heard of	16%	36%	8%	37%	34%
Megan Woods	Unfavourable	37%	12%	68%	30%	18%
	Neutral	35%	36%	21%	17%	36%
	Favourable	13%	17%	8%	17%	9%
	Not heard of	15%	34%	3%	37%	37%

Net favourability, of those who voted Labour in 2020, is:

1. Chris Hipkins +36
2. Grant Robertson +34
3. Kiri Allan +18
4. Michael Wood +7
5. Megan Woods +5
6. Nanaia Mahuta -6

Labour needs to win back many of its 2020 voters. They are most favorable towards Hipkins and Robertson, followed by Allan. Wood and Woods are marginally liked and Mahuta has negative favourability from those who voted Labour in 2020.

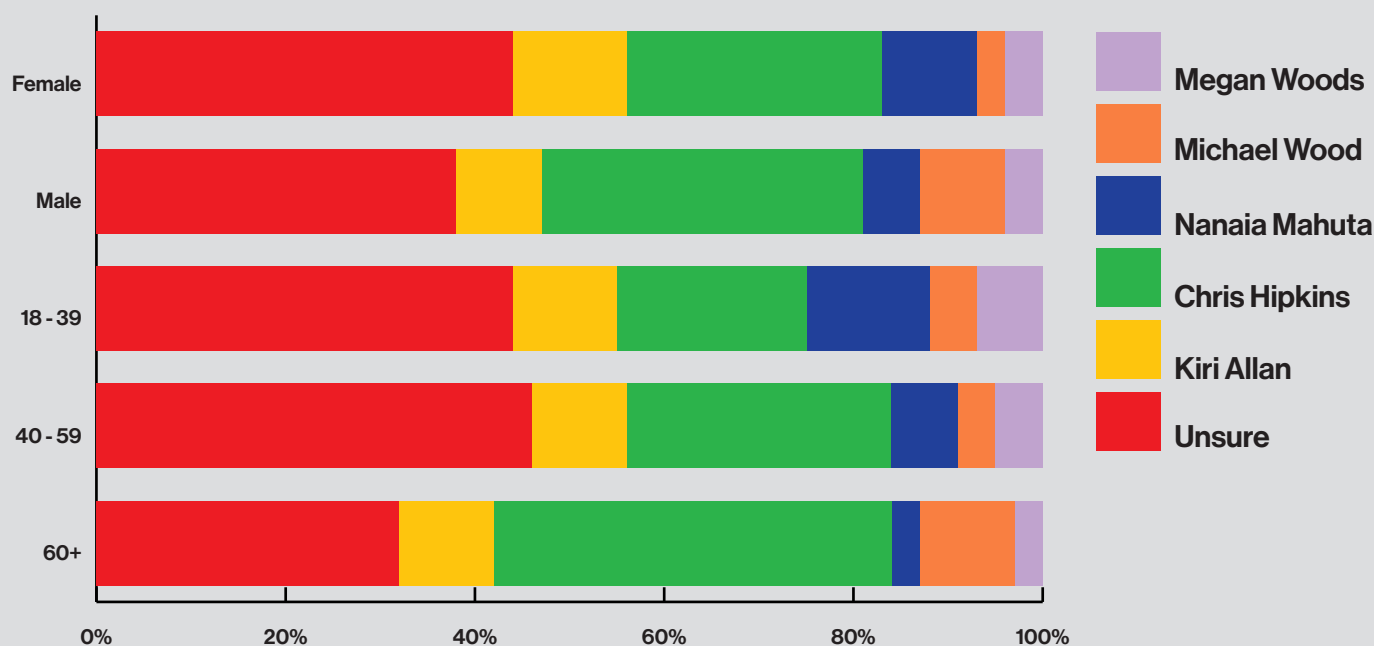
Preferred Prime Minister



As you will have heard Jacinda Ardern has resigned as Leader of the Labour Party. Which Labour MP would you like to replace her as Labour Party Leader and Prime Minister?

Unsure	41%
Kiri Allan	10%
Chris Hipkins	30%
Nanaia Mahuta	8%
Michael Wood	6%
Megan Woods	5%

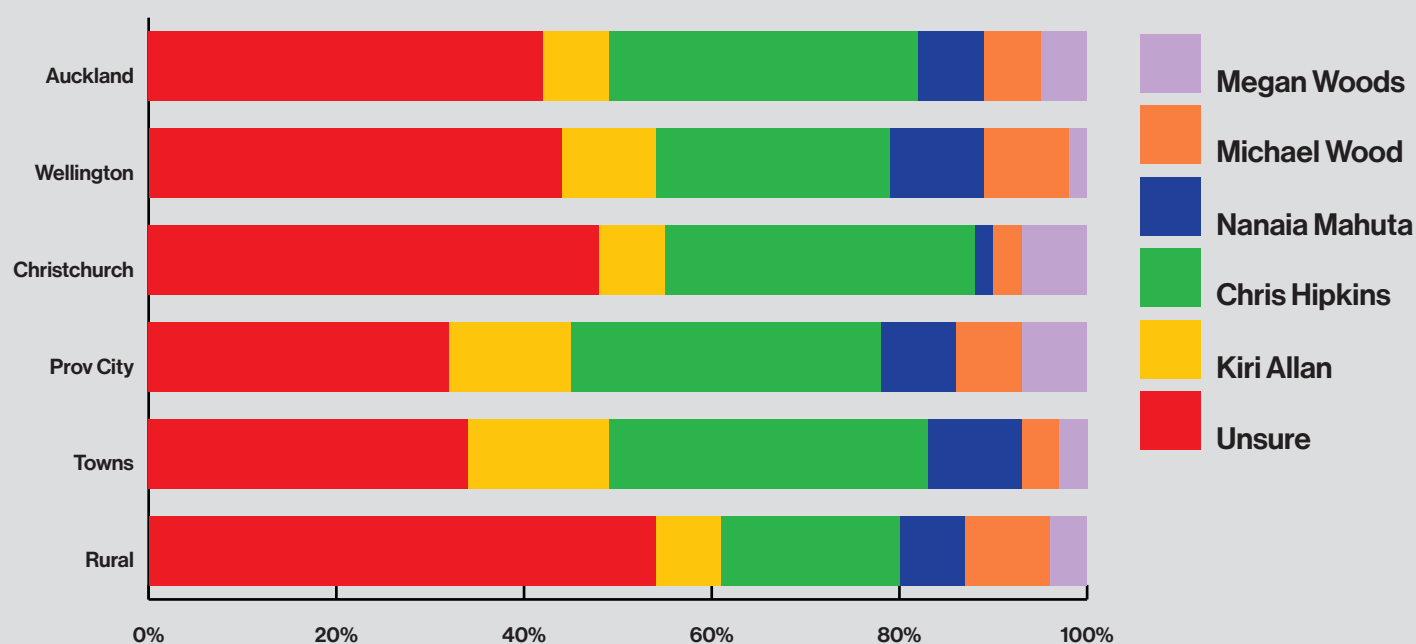
Preferred PM by Age & Gender



Hipkins a more popular choice with older voters and Mahuta with younger voters.

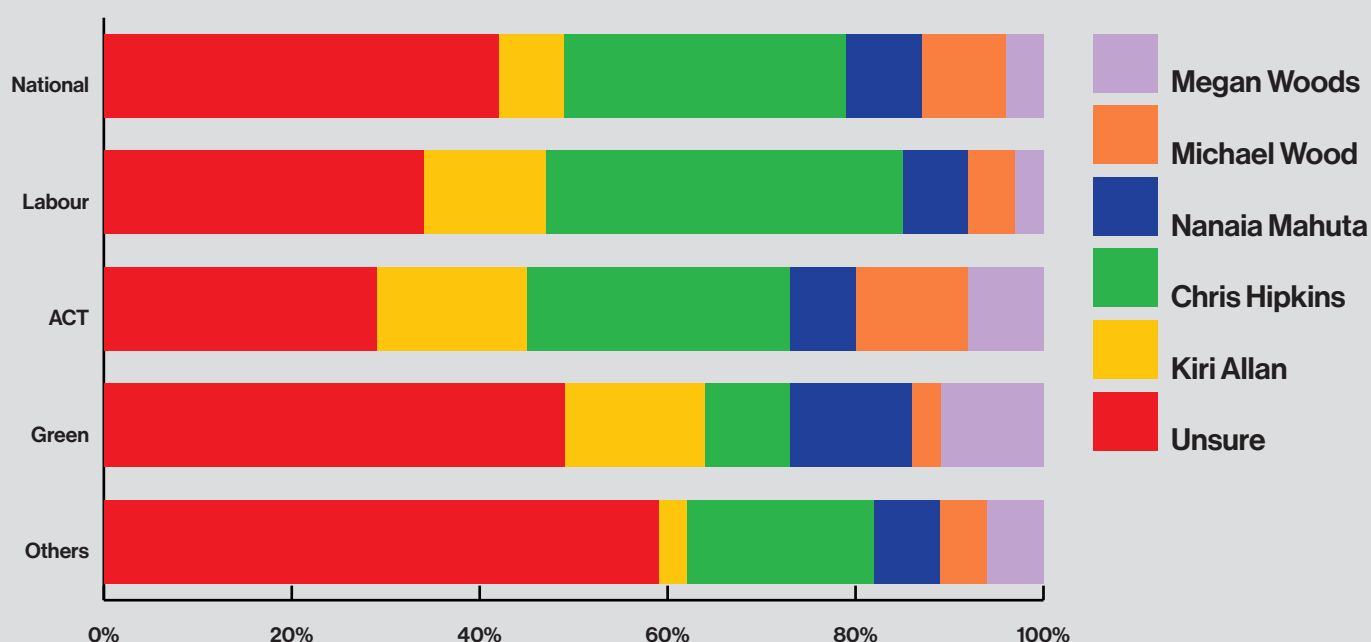
	Female	Male	18 - 39	40 - 59	60+
Unsure	44%	38%	44%	46%	32%
Kiri Allan	12%	9%	11%	10%	10%
Chris Hipkins	27%	34%	20%	28%	42%
Nanaia Mahuta	10%	6%	13%	7%	3%
Michael Wood	3%	9%	5%	4%	10%
Megan Woods	5%	4%	6%	5%	3%

Preferred PM by Area



	Auckland	Wellington	Christchurch	Prov City	Towns	Rural
Unsure	43%	44%	48%	32%	34%	54%
Kiri Allan	7%	10%	7%	13%	15%	7%
Chris Hipkins	33%	26%	32%	33%	35%	19%
Nanaia Mahuta	7%	10%	2%	8%	10%	7%
Michael Wood	6%	9%	3%	7%	4%	9%
Megan Woods	5%	2%	7%	7%	3%	4%

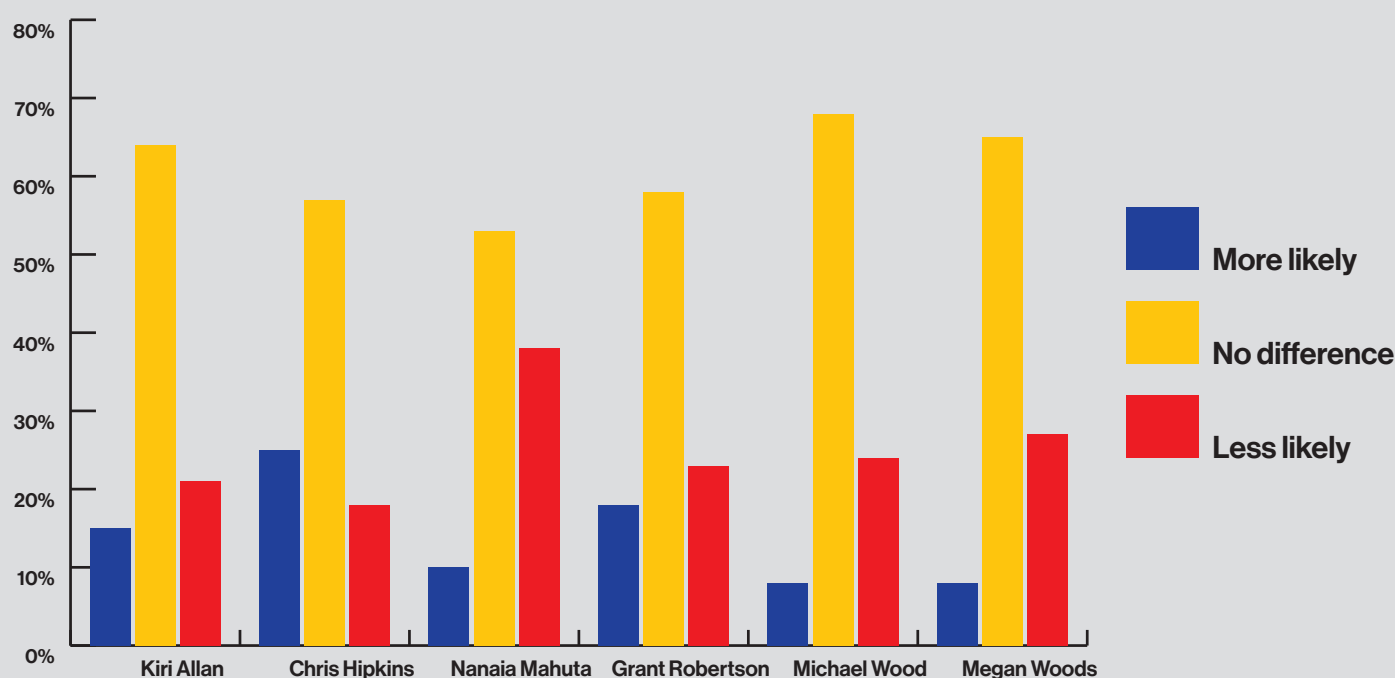
Preferred PM by 2020 Vote



Hipkins the choice of National, Labour and ACT voters. Allan the choice of Greens voters.

	National	Labour	ACT	Greens	Others
Unsure	42%	34%	29%	49%	59%
Kiri Allan	7%	13%	16%	15%	3%
Chris Hipkins	30%	38%	28%	9%	20%
Nanaia Mahuta	8%	7%	8%	14%	7%
Michael Wood	9%	5%	12%	3%	5%
Megan Woods	3%	3%	8%	11%	5%

Labour vote with elected leader



The net impact (more likely minus less likely) for each MP is:

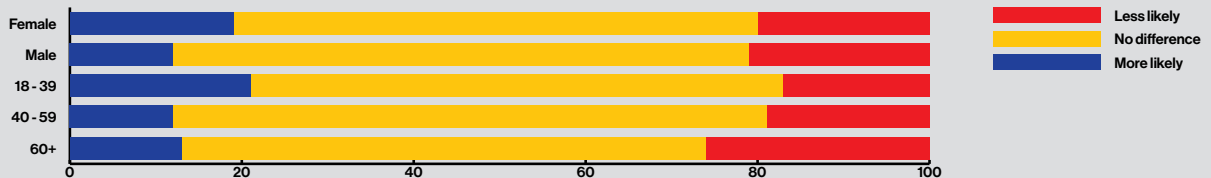
- Chris Hipkins +7%
- Grant Robertson -5%
- Kiri Allan -6%
- Michael Wood -16%
- Megan Woods -19%
- Nanaia Mahuta -28%

	More likely	No difference	Less likely
Kiri Allan	15%	64%	21%
Chris Hipkins	25%	57%	18%
Nanaia Mahuta	10%	53%	38%
Grant Robertson	18%	58%	23%
Michael Wood	8%	68%	24%
Megan Woods	8%	65%	27%

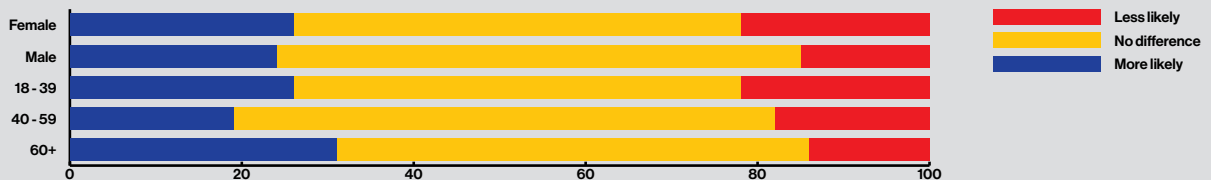
The only MP who potentially attracts more support for Labour is Chris Hipkins.

Labour vote with elected leader by Age & Gender

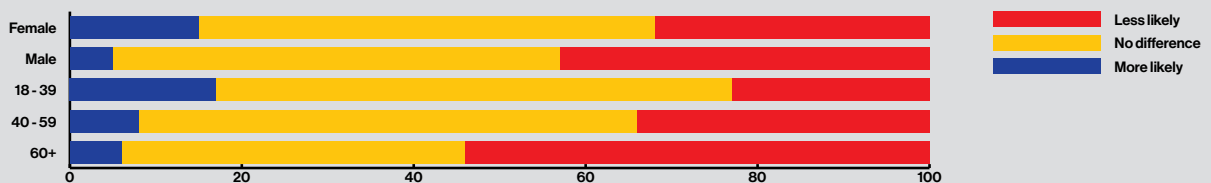
Kiri Allan



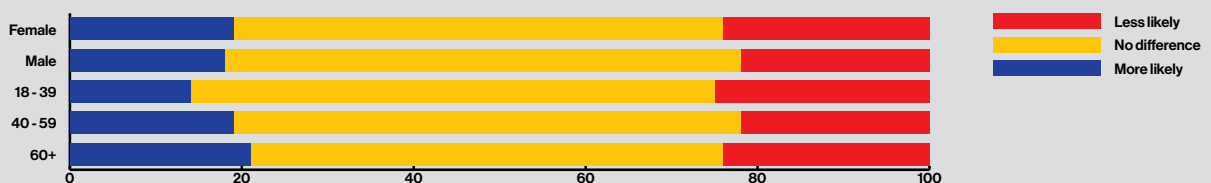
Chris Hipkins



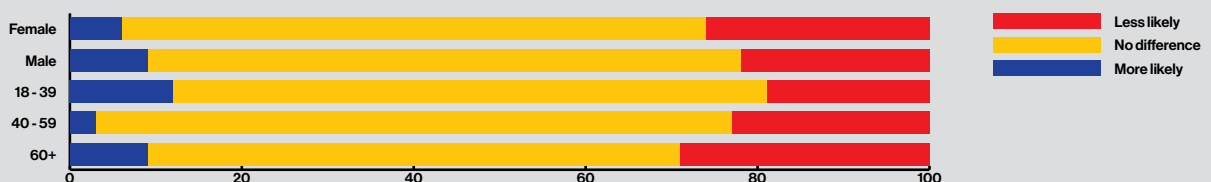
Nanaia Mahuta



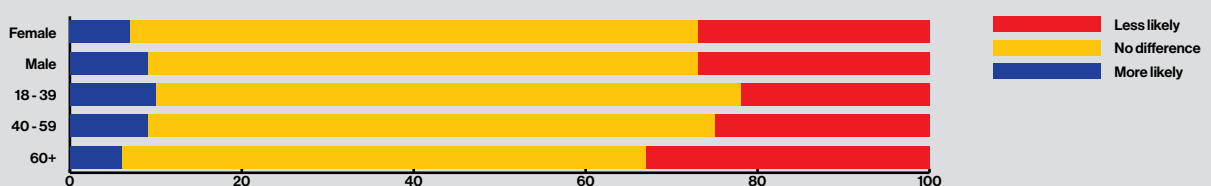
Grant Robertson



Michael Wood



Megan Woods

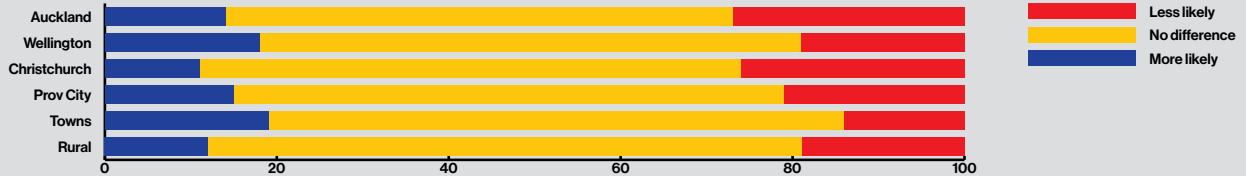


Labour vote with elected leader by Age & Gender Cont.

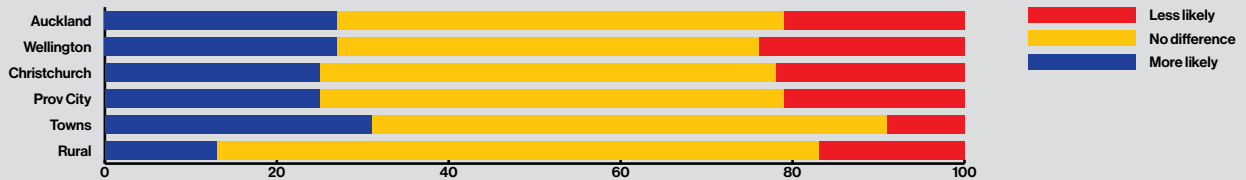
		Female	Male	18 - 39	40 - 59	60+
Kiri Allan	More likely	19%	12%	21%	12%	13%
	No difference	61%	67%	62%	69%	61%
	Less likely	21%	21%	17%	19%	26%
Chris Hipkins	More likely	26%	24%	26%	19%	31%
	No difference	52%	61%	52%	63%	55%
	Less likely	22%	14%	22%	18%	14%
Nanaia Mahuta	More likely	15%	5%	17%	8%	6%
	No difference	53%	52%	60%	58%	40%
	Less likely	32%	42%	23%	34%	54%
Grant Robertson	More likely	19%	18%	14%	19%	21%
	No difference	57%	60%	61%	59%	55%
	Less likely	24%	23%	25%	21%	24%
Michael Wood	More likely	6%	9%	12%	3%	9%
	No difference	68%	69%	69%	74%	62%
	Less likely	26%	23%	20%	23%	29%
Megan Woods	More likely	7%	9%	10%	9%	6%
	No difference	66%	64%	68%	66%	61%
	Less likely	27%	26%	21%	26%	33%

Labour vote with elected leader by Area

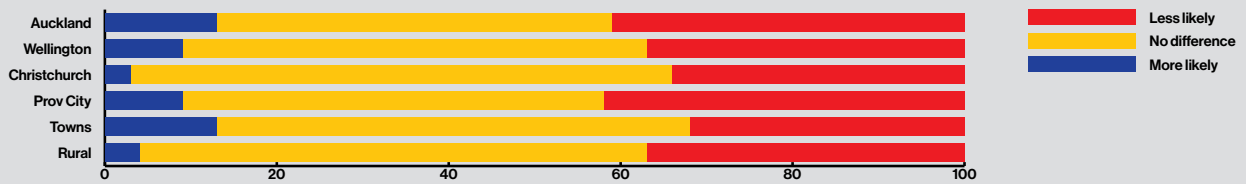
Kiri Allan



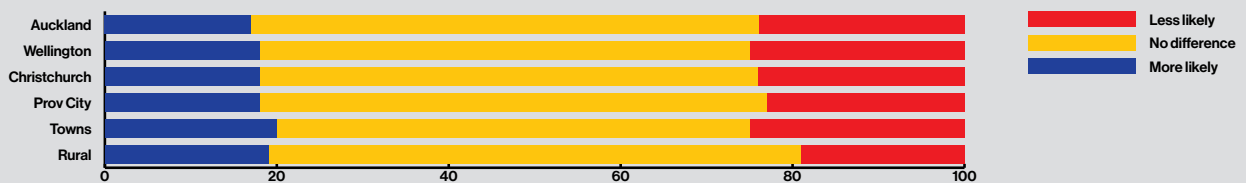
Chris Hipkins



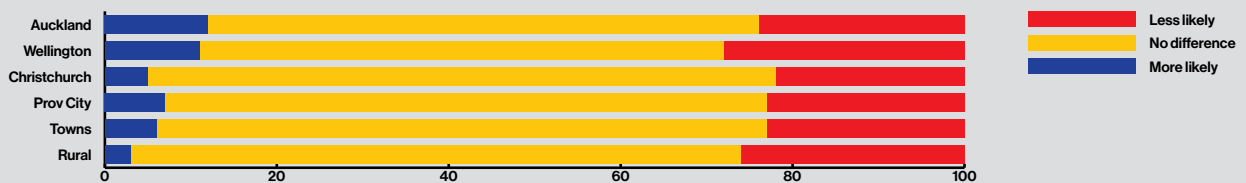
Nanaia Mahuta



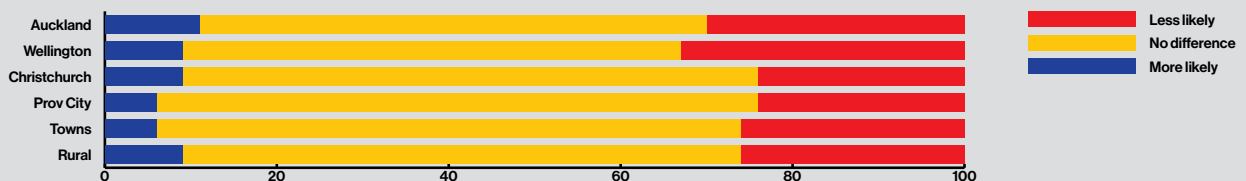
Grant Robertson



Michael Wood



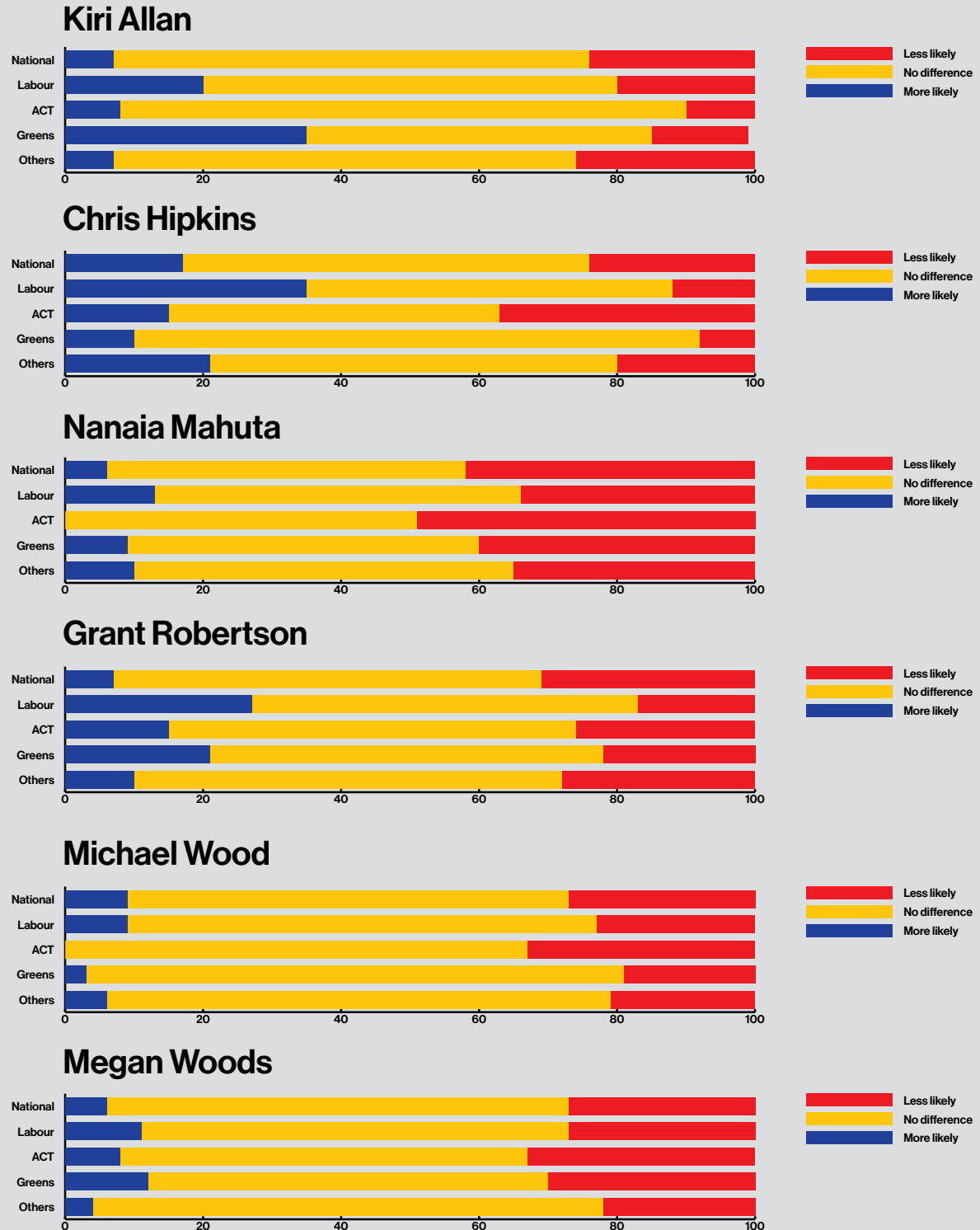
Megan Woods



Labour vote with elected leader by Area Cont.

		Auckland	Wellington	Christchurch	Prov City	Towns	Rural
Kiri Allan	More likely	14%	18%	11%	15%	19%	12%
	No difference	59%	63%	63%	64%	67%	69%
	Less likely	27%	19%	26%	21%	14%	19%
Chris Hipkins	More likely	27%	27%	25%	25%	31%	13%
	No difference	52%	49%	53%	54%	60%	70%
	Less likely	21%	24%	22%	20%	9%	17%
Nanaia Mahuta	More likely	13%	9%	3%	9%	13%	4%
	No difference	46%	54%	63%	49%	55%	59%
	Less likely	40%	38%	34%	42%	32%	37%
Grant Robertson	More likely	17%	18%	18%	18%	20%	19%
	No difference	59%	57%	58%	59%	55%	62%
	Less likely	24%	25%	24%	23%	25%	19%
Michael Wood	More likely	12%	11%	5%	7%	6%	3%
	No difference	64%	61%	73%	70%	71%	71%
	Less likely	25%	28%	23%	23%	22%	27%
Megan Woods	More likely	11%	9%	9%	6%	6%	9%
	No difference	59%	58%	67%	70%	68%	65%
	Less likely	29%	33%	24%	24%	26%	26%

Labour vote with elected leader by 2020 Vote



Labour vote with elected leader by 2020 Vote Cont.

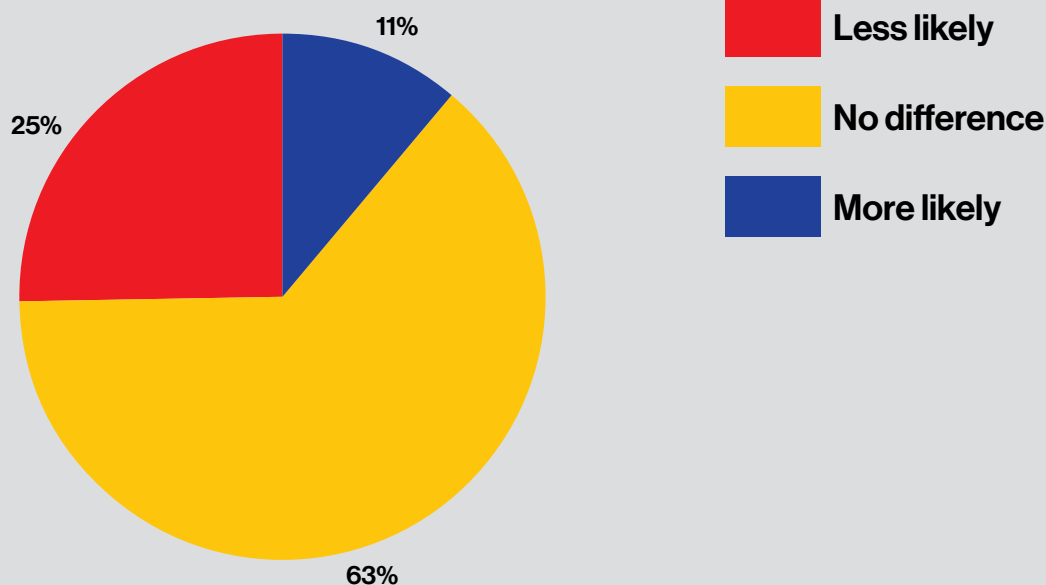
		National	Labour	ACT	Greens	Others
Kiri Allan	More likely	7%	20%	8%	35%	7%
	No difference	69%	60%	82%	50%	67%
	Less likely	24%	20%	10%	14%	26%
Chris Hipkins	More likely	17%	35%	15%	10%	21%
	No difference	59%	53%	48%	82%	59%
	Less likely	24%	13%	37%	8%	20%
Nanaia Mahuta	More likely	6%	13%	0%	9%	10%
	No difference	52%	53%	51%	51%	55%
	Less likely	42%	34%	49%	40%	35%
Grant Robertson	More likely	7%	27%	15%	21%	10%
	No difference	62%	56%	59%	57%	62%
	Less likely	32%	17%	25%	22%	28%
Michael Wood	More likely	9%	9%	0%	3%	6%
	No difference	64%	68%	67%	78%	73%
	Less likely	27%	23%	33%	20%	21%
Megan Woods	More likely	6%	11%	8%	12%	4%
	No difference	67%	62%	59%	58%	74%
	Less likely	27%	27%	33%	31%	22%

Of those who voted Labour in 2020 the net impact (more likely minus less likely) for each MP is:

- Chris Hipkins +22%
- Grant Robertson +10%
- Kiri Allan +0%
- Michael Wood -14%
- Megan Woods -16%
- Nanaia Mahuta -21%

Note that this data doesn't mean they will definitely vote Labour again, just that they are more likely to, with that MP as Leader.

Vote Labour in 2023

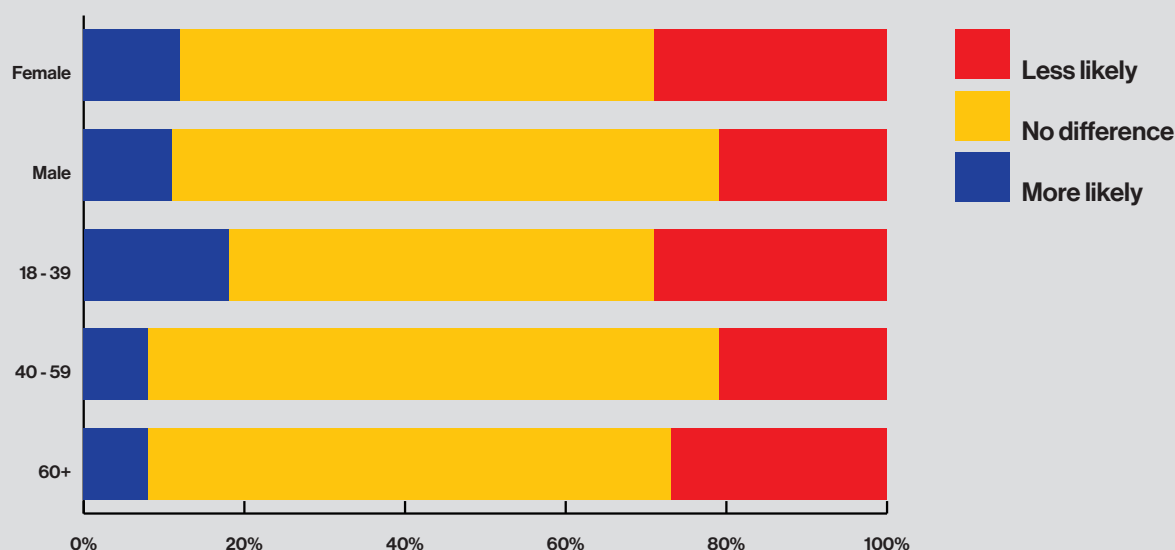


Regardless of who becomes the next Labour Party Leader, does the resignation of Jacinda Ardern make you more likely or less likely to vote Labour in this year's general election, or make no difference?

More likely	11%
No difference	63%
Less likely	25%

25% of respondents say Ardern's resignation makes them less likely to vote Labour and 11% more likely for a net effect of -14%.

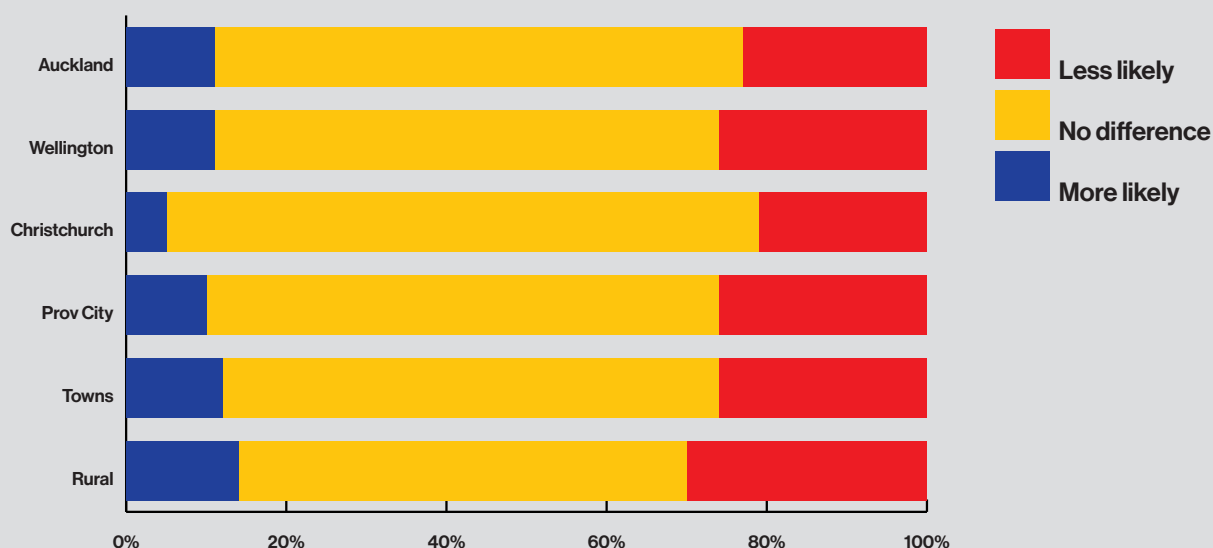
Vote Labour in 2023 by Age & Gender



Net impact on women is -18, on men -11.

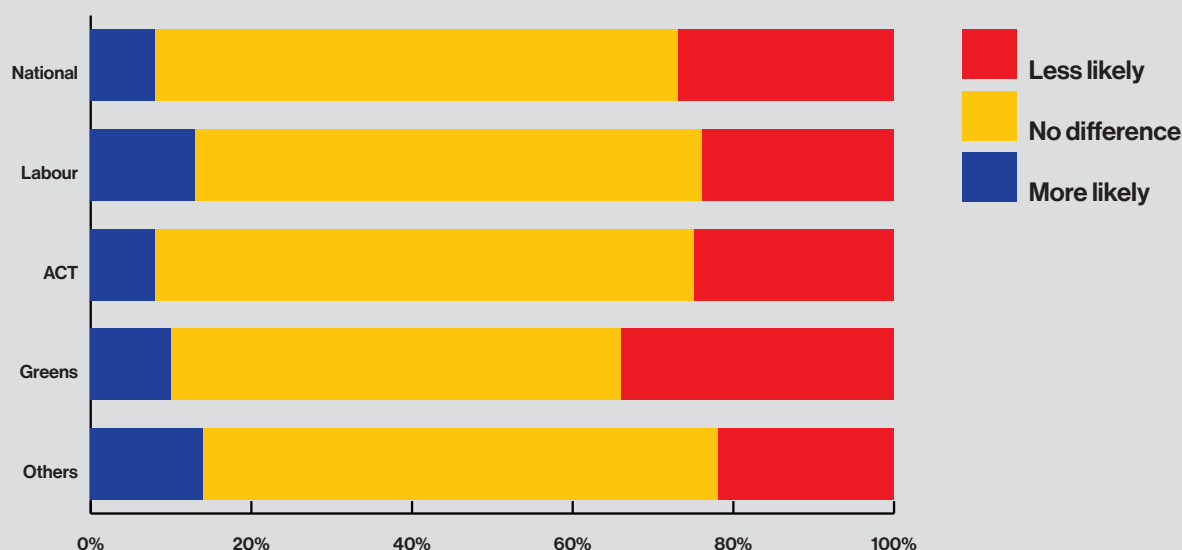
	Female	Male	18 - 39	40 - 59	60+
More likely	12%	11%	18%	8%	8%
No difference	59%	68%	53%	71%	65%
Less likely	30%	22%	29%	21%	27%

Vote Labour in 2023 by Area



	Auckland	Wellington	Christchurch	Prov City	Towns	Rural
More likely	11%	11%	5%	10%	12%	14%
No difference	66%	63%	74%	64%	62%	56%
Less likely	23%	26%	20%	26%	26%	30%

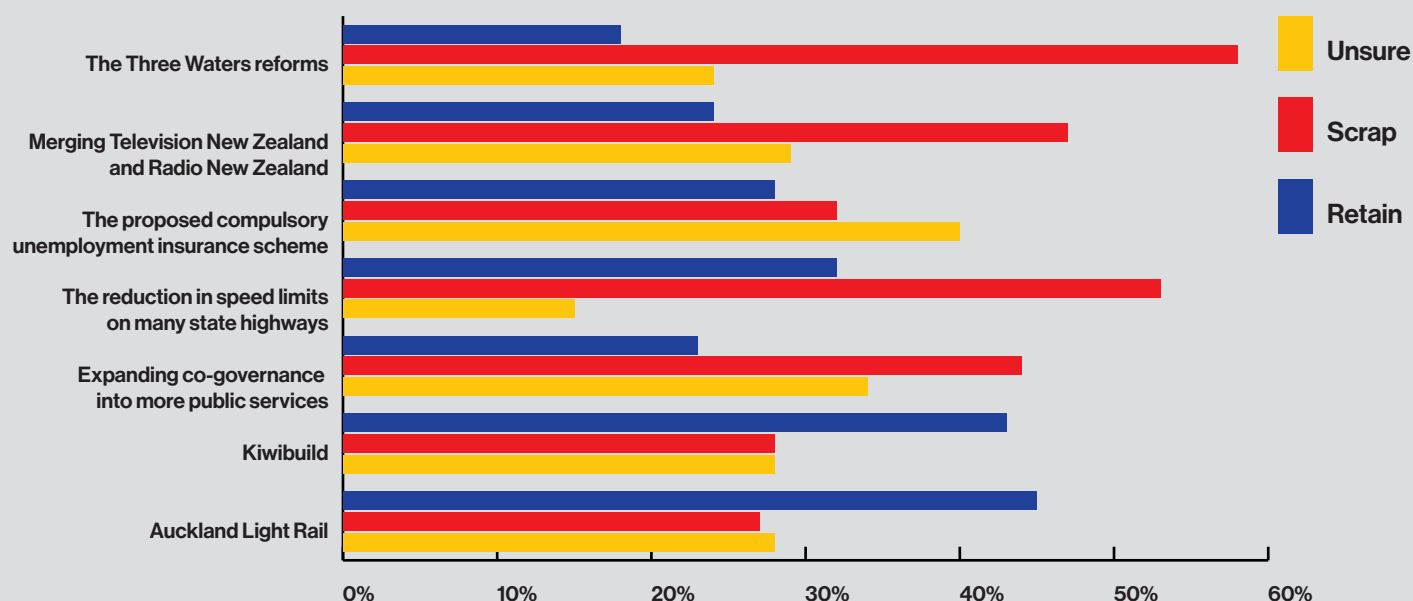
Vote Labour in 2023 by 2020 Vote



Of those who voted Labour in 2020, 13% say Ardern resigning makes them more likely to vote Labour again and 25% less likely for a net impact of -12%.

	National	Labour	ACT	Greens	Others
More likely	8%	13%	8%	10%	14%
No difference	65%	63%	67%	56%	64%
Less likely	26%	25%	25%	34%	23%

Voting issues



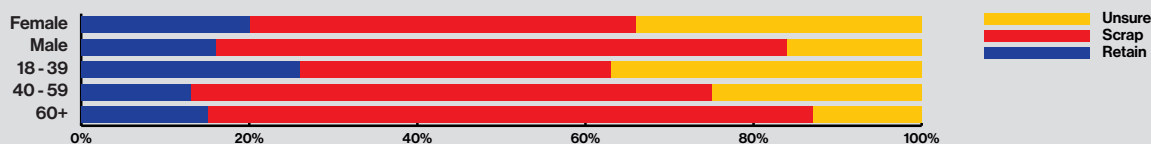
The net retain (retain less scrap) score for each policy is:

- Auckland Light Rail +18%
- Kiwibuild +15%
- Compulsory Unemployment Insurance -4%
- Reduction in speed limits -21%
- Expanding co-governance -21%
- TVNZ/RNZ Merger -23%
- Three Waters -40%

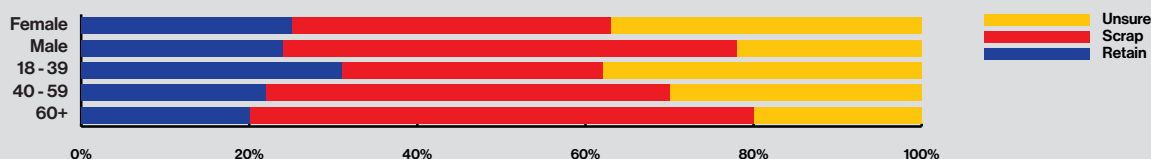
The Three Waters reforms	Retain	18%
	Scrap	58%
	Unsure	24%
Merging Television New Zealand and Radio New Zealand	Retain	24%
	Scrap	47%
	Unsure	29%
The proposed compulsory unemployment insurance scheme	Retain	28%
	Scrap	32%
	Unsure	40%
The reduction in speed limits on many state highways	Retain	32%
	Scrap	53%
	Unsure	15%
Expanding co-governance into more public services	Retain	23%
	Scrap	44%
	Unsure	34%
Kiwibuild	Retain	43%
	Scrap	28%
	Unsure	28%
Auckland Light Rail	Retain	45%
	Scrap	27%
	Unsure	28%

Voting issues by Age & Gender

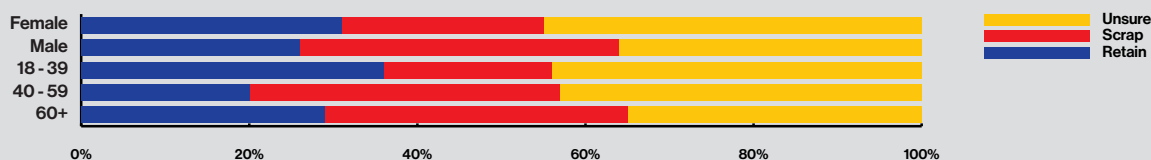
The Three Waters reforms



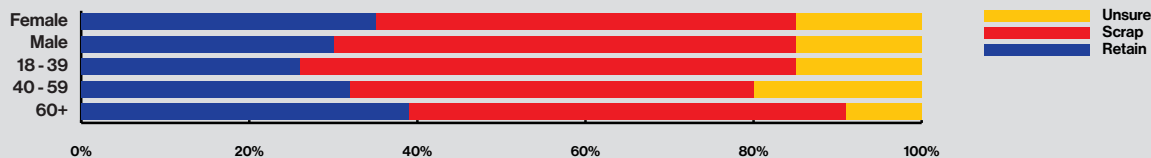
Merging Television New Zealand and Radio New Zealand



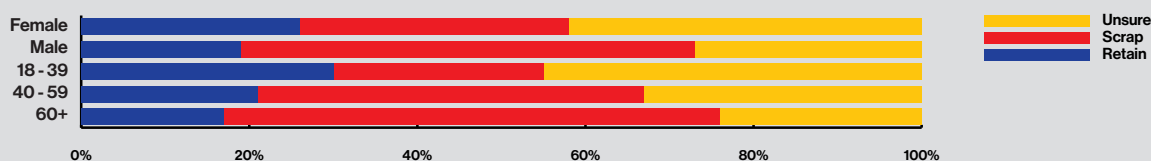
The proposed compulsory unemployment insurance scheme



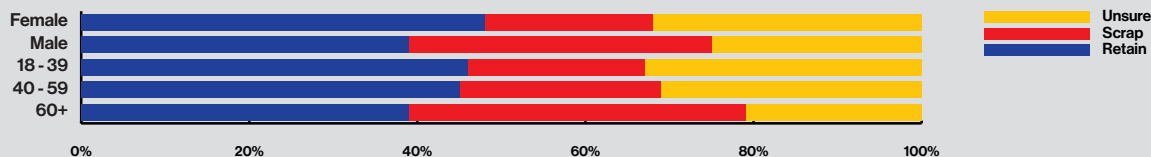
The reduction in speed limits on many state highways



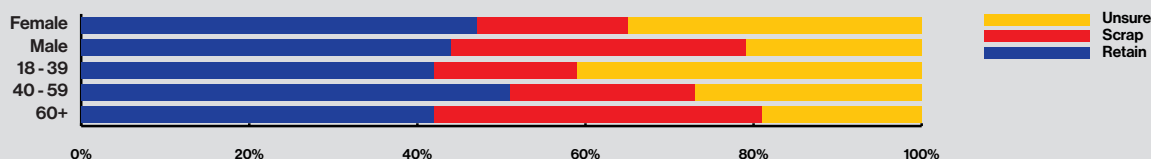
Expanding co-governance into more public services



Kiwibuild



Auckland Light Rail

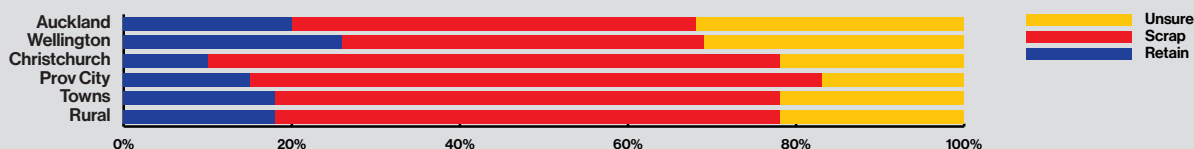


Voting issues by Age & Gender Cont.

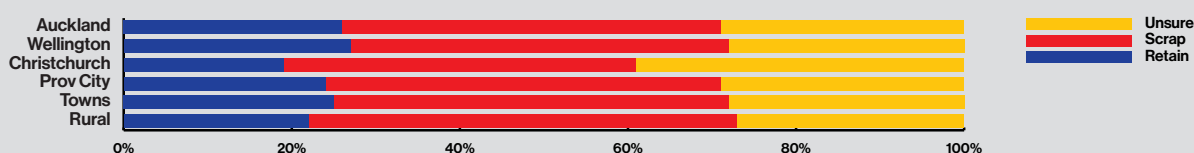
		Female	Male	18 - 39	40 - 59	60+
The Three Waters reforms	Retain	20%	16%	26%	13%	15%
	Scrap	46%	68%	37%	62%	72%
	Unsure	34%	16%	37%	24%	12%
Merging Television New Zealand and Radio New Zealand	Retain	25%	24%	31%	22%	20%
	Scrap	38%	54%	31%	48%	60%
	Unsure	37%	22%	38%	30%	20%
The proposed compulsory unemployment insurance scheme	Retain	31%	26%	36%	20%	29%
	Scrap	24%	38%	20%	37%	36%
	Unsure	45%	36%	44%	42%	35%
The reduction in speed limits on many state highways	Retain	35%	30%	26%	32%	39%
	Scrap	50%	55%	59%	48%	52%
	Unsure	15%	14%	15%	19%	9%
Expanding co-governance into more public services	Retain	26%	19%	30%	21%	17%
	Scrap	32%	54%	25%	46%	59%
	Unsure	42%	27%	44%	33%	24%
Kiwibuild	Retain	48%	39%	46%	45%	39%
	Scrap	20%	36%	21%	24%	40%
	Unsure	32%	25%	33%	31%	21%
Auckland Light Rail	Retain	47%	44%	42%	51%	42%
	Scrap	18%	35%	17%	22%	39%
	Unsure	36%	22%	41%	27%	19%

Voting issues by Area

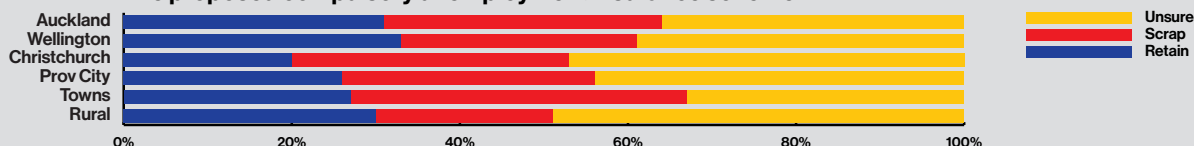
The Three Waters reforms



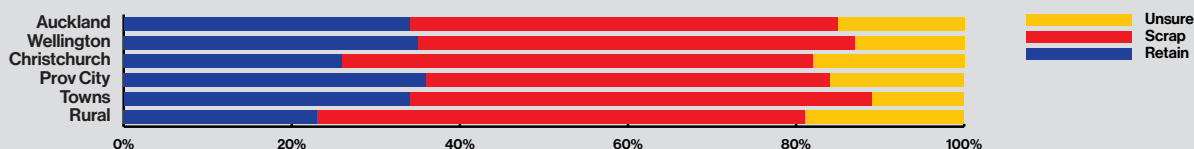
Merging Television New Zealand and Radio New Zealand



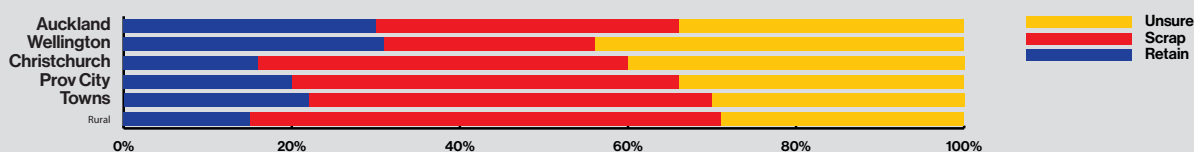
The proposed compulsory unemployment insurance scheme



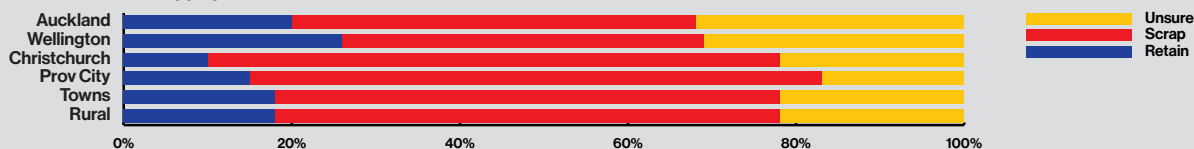
The reduction in speed limits on many state highways



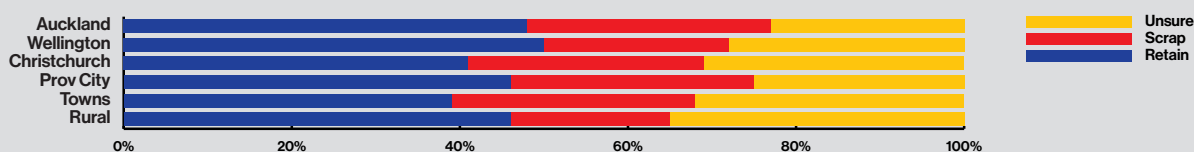
Expanding co-governance into more public services



Kiwibuild



Auckland Light Rail

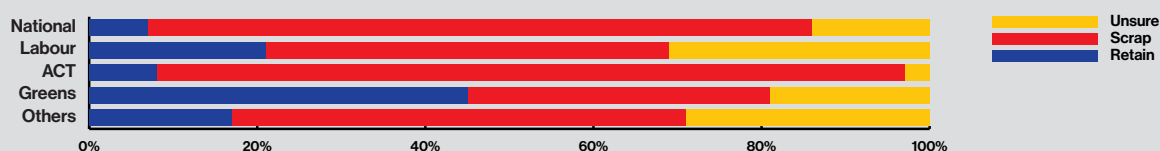


Voting issues by Area Cont.

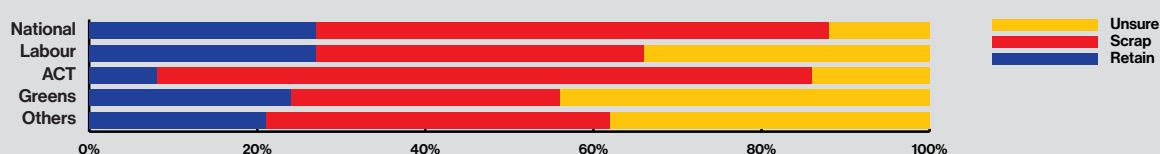
		Auckland	Wellington	Christchurch	Prov City	Towns	Rural
The Three Waters reforms	Retain	20%	26%	10%	15%	18%	18%
	Scrap	48%	43%	68%	68%	60%	60%
	Unsure	32%	31%	22%	17%	22%	22%
Merging Television New Zealand and Radio New Zealand	Retain	26%	27%	19%	24%	25%	22%
	Scrap	45%	45%	42%	47%	47%	51%
	Unsure	30%	28%	39%	28%	28%	28%
The proposed compulsory unemployment insurance scheme	Retain	31%	33%	20%	26%	27%	30%
	Scrap	33%	28%	33%	30%	40%	21%
	Unsure	37%	39%	47%	43%	34%	49%
The reduction in speed limits on many state highways	Retain	34%	35%	26%	36%	34%	23%
	Scrap	51%	52%	56%	48%	55%	58%
	Unsure	15%	13%	18%	15%	11%	19%
Expanding co-governance into more public services	Retain	30%	31%	16%	20%	22%	15%
	Scrap	36%	25%	44%	46%	48%	56%
	Unsure	34%	44%	40%	34%	30%	29%
Kiwibuild	Retain	45%	44%	36%	44%	50%	34%
	Scrap	29%	29%	31%	27%	22%	38%
	Unsure	26%	27%	33%	29%	28%	28%
Auckland Light Rail	Retain	48%	50%	41%	46%	39%	46%
	Scrap	29%	22%	28%	29%	29%	19%
	Unsure	22%	28%	31%	25%	32%	34%

Voting issues by 2020 Vote

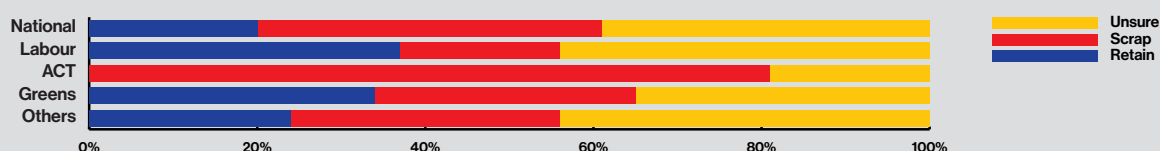
The Three Waters reforms



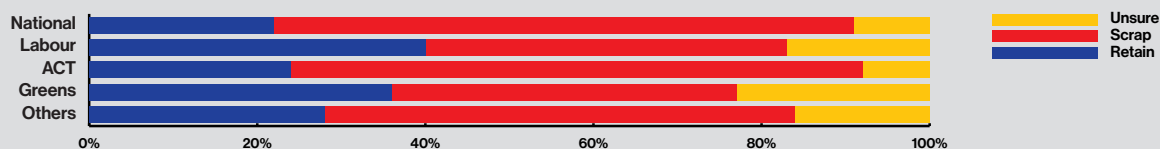
Merging Television New Zealand and Radio New Zealand



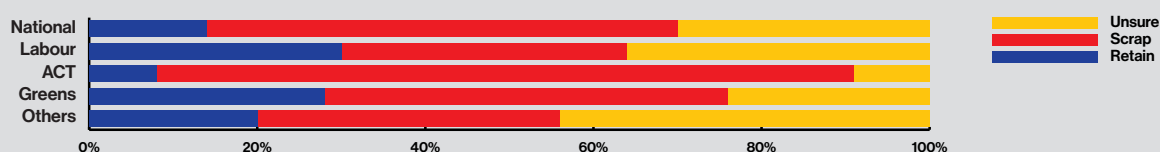
The proposed compulsory unemployment insurance scheme



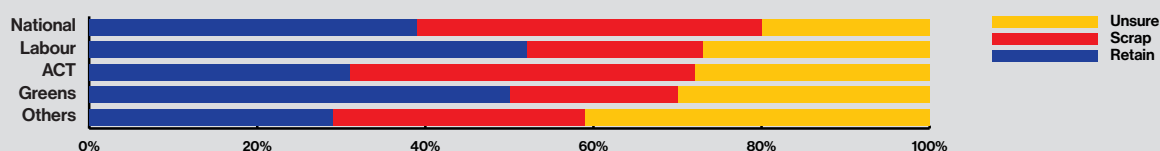
The reduction in speed limits on many state highways



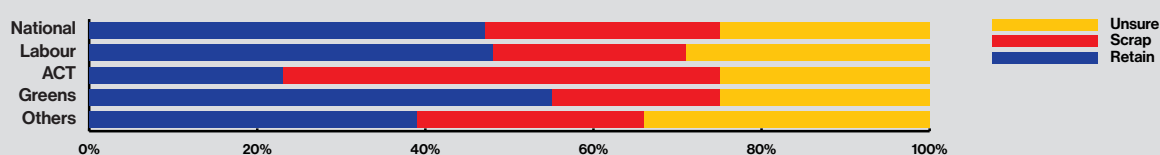
Expanding co-governance into more public services



KiwiBuild



Auckland Light Rail



Voting issues by 2020 Vote Cont.

		National	Labour	ACT	Greens	Others
The Three Waters reforms	Retain	7%	21%	8%	45%	17%
	Scrap	79%	48%	89%	36%	54%
	Unsure	14%	31%	3%	20%	29%
Merging Television New Zealand and Radio New Zealand	Retain	27%	27%	8%	24%	21%
	Scrap	61%	39%	78%	32%	41%
	Unsure	12%	34%	14%	45%	38%
The proposed compulsory unemployment insurance scheme	Retain	20%	37%	0%	34%	24%
	Scrap	41%	19%	81%	31%	32%
	Unsure	39%	44%	19%	34%	44%
The reduction in speed limits on many state highways	Retain	22%	40%	24%	36%	28%
	Scrap	69%	43%	68%	41%	56%
	Unsure	8%	17%	8%	23%	16%
Expanding co-governance into more public services	Retain	14%	30%	8%	28%	20%
	Scrap	56%	34%	83%	48%	36%
	Unsure	31%	37%	8%	24%	44%
Kiwibuild	Retain	39%	52%	31%	50%	29%
	Scrap	41%	21%	41%	20%	30%
	Unsure	20%	27%	27%	31%	41%
Auckland Light Rail	Retain	47%	48%	23%	55%	39%
	Scrap	28%	23%	52%	20%	27%
	Unsure	25%	29%	24%	25%	34%

The net retain (retain less scrap) score from 2020 Labour voters for each policy is:

- Kiwibuild +31%
- Auckland Light Rail +25%
- Compulsory Unemployment Insurance +18%
- Reduction in speed limits -3%
- Expanding co-governance -4%
- TVNZ/RNZ Merger -12%
- Three Waters -27%

So 2020 Labour voters want the new PM to drop Three Waters, the state media merger, expanding co-governance and the reduction in speed limits.

POLL DATES:	Thu 19 to Fri 20 January 2023. The median response was collected on Fri 20 January 2023.
TARGET POPULATION:	Eligible New Zealand voters.
SAMPLE POPULATION:	Eligible New Zealand voters who are contactable on an online panel.
SAMPLE SIZE:	1,000 respondents agreed to participate
SAMPLE SELECTION:	A random selection from online panels.
WEIGHTING:	The results are weighted to reflect the overall voting adult population in terms of gender, age, and area.
SAMPLE ERROR:	Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50) is +/- 3.1, 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.



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