

1 News Verian Poll: Frequently Asked Questions

Where can I find out more about how you conduct the poll?

A full description of the method is included in our report.

When will the latest results be available?

The latest poll results are published on the 1 NEWS website. To view the latest poll results please follow the link on our website or go to the [1 News](#) website.

When are the next poll results released?

You will have to wait and see...

We don't want to give anyone the opportunity to sway the results before we conduct a poll, so we do not publicly announce our polling dates.

Who do you poll?

Eligible New Zealand voters.

Each poll is taken from a nationally representative sample of around 1,000 eligible New Zealand voters.

How do you conduct the poll?

We now use a mix of telephone and online sampling. 50% of the sample we collect by calling randomly generate mobile numbers. The remaining 50% we collect online – with New Zealanders who have signed up for market research studies.

How do you ensure you reach a nationally representative sample of eligible voters?

For mobile, the random nature of the calling together with our strong response rates delivers a robust sample. For online we put in place careful interviewing targets to ensure our sample is nationally representative. Weighting is then applied to the entire sample as a final check that our 1000 respondents are representative of eligible voters in New Zealand.

Don't you call landlines?

Not anymore. Up until 2017 the poll was conducted completely by phoning randomly generated landline numbers. However, access and use of landlines has declined notably in recent years making it more challenging to collect nationally representative samples. In response to this shift, we switched the poll to mobile and landline calling in 2018 (after running several tests ahead of the 2017 election). Following further testing at the 2020 election, we made the decision to remove landline calling and use a mix of mobile calling and online interviews.

Why change to a mix of mobile phone calling and online interviewing?

Our testing at the 2020 election showed this combined approach was highly effective at reaching a nationally representative sample, while also improving our accuracy in measuring voter intention at the 2020 election.

What is the poll's margin of error?

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 1.4% -points respectively at the 95% confidence level.

What are the poll questions?

You can see the exact questions we ask [here](#).

How do the results account for people who don't vote?

Undecided voters, non-voters, and those who refuse to answer are excluded from the data on party support. Party support results are based only on those who claim to be 'quite likely' or 'very likely' to vote.

How accurate is the poll?

It is important to consider the margin of error when reading poll results. The maximum sampling error for the 1 NEWS Verian poll party support results is approximately $\pm 3.1\%$ -points at the 95% confidence level. This is the sampling error for a result around 50%.

Sometimes poll results are compared to actual election outcomes to gauge their accuracy. It's important to remember that the poll results provide a snapshot in time of where the electorate's preferences lie – they are not a prediction. People may change their minds in response to events.

That said, the 1 NEWS Verian poll has a strong record in reflecting the outcome of elections over the last 25 years. We have continued to evolve the polling method to make it as accurate as possible.

Do you comply with the Research Association's New Zealand Political Polling Code?

Of course, we do! You can view it [here](#).

Have another question?

If we have not answered your question you can get in touch with the poll team by email at onenewspoll@veriangroup.com. We will get back to you as soon as we can.