

Measuring Public Opinion for over 80 Years

Friday, 10 March 2023

New Zealand: Labour/Greens level with National/Act NZ on 45.5% each after Chris Hipkins becomes Prime Minister

Today's Roy Morgan New Zealand Poll for February 2023 shows support increased for the governing Labour Party in February, up 3% points to 33% and support for the governing Labour-led Government was up 3.5% to 45.5%.

Support for the Labour-led Government is now level with the National/Act NZ opposition, also on 45.5%, unchanged from January.

The results for February show the New Zealand Election later in 2022 is on a knife-edge with the crossbench set to determine who will form New Zealand's next Government.

The main Opposition National has maintained its support in February, unchanged on 32% while support for potential governing partners Act NZ is also unchanged on 13.5%. Support for the Greens has increased slightly, up 0.5% to 12.5% in February.

Maori Party in the box seat to determine New Zealand's next Government

The results for February suggest neither Labour/Greens nor National/Act NZ will have enough support to form a majority Government later this year and the party in the box seat to determine the next Government is the Maori Party on 3.5%, down 1% point.

Support for New Zealand First has fallen short of the 5% threshold in February at 2%, down 3% points from February and not enough to win seats in New Zealand's next Parliament.

A further 3.5% of electors support other minor parties outside Parliament, up 0.5% points from a month ago including 2.5% (up 1% point) who support The Opportunities Party and 0.5% (unchanged) who support the New Conservative Party.

A potential 58 seats for a Labour/Greens coalition and 58 seats for a potential National/Act NZ coalition puts the Maori Party in the box seat to determine the next New Zealand Government

If these results were repeated at this year's New Zealand Election the Labour/Greens coalition would score 58 seats, level with the 58 seats for a potential National/Act NZ coalition – not enough for a majority of 61 seats for either side of politics.

The projected results show the Maori Party with 4 seats in New Zealand's next Parliament would be in the box seat to determine who New Zealand's Prime Minister after this year's election would be – either Chris Hipkins (Labour) or Christopher Luxon (National).

This latest New Zealand Roy Morgan Poll on voting intention was conducted by telephone – both landline and mobile – with a New Zealand-wide cross-section of 943 electors during February. Electors were asked: "If a New Zealand Election were held today which party would receive your party vote?" Of all electors surveyed 2.5%, down 1.5% points, did not name a party.

New Zealand Government Confidence Rating up 4pts to 95 in February

The Roy Morgan Government Confidence Rating was up by 4pts to 95 in February – its highest level for a year since February 2022 (95).

In February 2023 a clear plurality of 47.5% (down 1.5% points) of electors said New Zealand was 'heading in the wrong direction' compared to just over two-fifths, 42.5% (up 2.5% points), who said New Zealand was 'heading in the right direction'.

The latest [ANZ-Roy Morgan Consumer Confidence Rating for New Zealand was down 3.6pts to 79.8](#) and is just below the latest [Consumer Confidence figure in Australia of 79.9 on February 27 – March 5, 2023](#).

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Men heavily favour a National/Act NZ coalition while women are in favour of Labour/Greens

A majority of 52.5% of men support a potential National/ Act NZ coalition – a sizeable gap of 14.5% points over the current governing Labour/ Greens coalition on 38%.

There was a split between men of different ages. Men between the ages of 18-49 narrowly support a potential Labour/Greens coalition on 46.5% compared to 40% supporting National/Act NZ.

However, there was overwhelming support for a potential National/Act NZ coalition amongst men aged 50+ on 65% compared to only 29.5% supporting a Labour/Greens coalition.

A majority of women of all ages are in favour of a potential Labour/Greens coalition. A majority of 53% of women aged 18-49 support a potential Labour/Greens coalition compared to 36% who support the opposition National/Act NZ on 38%.

There is an even closer result for women aged 50+ with a slim majority of 51% supporting a Labour/ Greens coalition compared to 43% supporting a potential National/Act NZ on 43%.

Support for the Greens is far higher amongst both younger women and younger men than their older counterparts. One-in-five women aged 18-49 (20%) and over one-in-five men aged 18-49 (21%) support the Greens compared to only 6.5% of women aged 50+ and just 2% of men aged 50+.

The Maori Party attracts the support of 2% of men including 4.5% support from men aged 18-49 but little support from men aged 50+. The Maori Party attracts the support of 4% of women including 6.5% of women aged 18-49 and 1.5% of women aged 50+.

Party vote analysis by Gender & Age

	<u>Total</u>	<u>Women</u>			<u>Men</u>		
		<u>All</u>	<u>18-49</u>	<u>50+</u>	<u>All</u>	<u>18-49</u>	<u>50+</u>
	%	%	%	%	%	%	
Labour	33	38.5	33	44.5	26.5	25.5	27.5
Greens	12.5	13.5	20	6.5	11.5	21	2
Labour/ Greens	45.5	52	53	51	38	46.5	29.5
National	32	32	28	36	32.5	23	42.5
Act NZ	13.5	7.5	8	7	20	17	22.5
National/ Act NZ	45.5	39.5	36	43	52.5	40	65
Maori Party	3.5	4	6.5	1.5	2	4.5	-
NZ First	2	2	1.5	3	2.5	2.5	2
Others	3.5	2.5	3	1.5	5	6.5	3.5
Total	100	100	100	100	100	100	100

Roy Morgan Government Confidence Rating

Right Direction	42.5	43.5	46.5	39.5	41.5	49.5	32
Wrong Direction	47.5	45.5	42.5	48.5	49.5	40	60
Government Confidence Rating	95	98	104	91	92	109.5	72
Can't say	10	11	11	12	9	10.5	8
Total	100	100	100	100	100	100	100

*The Roy Morgan Government Confidence Rating is 100 plus the difference between the percentage of Kiwis who say the country is "heading in the right direction" and the percentage who say the country is "seriously heading in the wrong direction".

New Zealand Government Confidence Rating is lowest for older men at only 72 in February

The Roy Morgan New Zealand Government Confidence Rating increased for a second straight month in February, up 4ps to 95 with the largest increases amongst men.

A large plurality of men, 49.5% (down 4.5% points) say New Zealand is 'heading in the wrong direction' while just over two-fifths of men, 41.5% (up 4% points), say New Zealand is 'heading in the right direction' – a Government Confidence Rating of 92 (up 8.5pts). The Government Confidence Rating of younger men aged 18-49 was up by 7pts to 109.5 while for older men aged 50+ it was at only 72, up by 9.5pts.

Among women overall now a plurality of 45.5% (up 1% point) say 'New Zealand is 'heading in the wrong direction', while 43.5% (up 1.5% points) say New Zealand is 'heading in the right direction' – a Government Confidence Rating of 98 (up 0.5pts). The Government Confidence Rating for women aged 18-49 was down slightly by 4.5pts to 104 while it was up by 5.5pts to 91 for women aged 50+.

Michele Levine, CEO Roy Morgan, says the resignation of former Prime Minister Jacinda Ardern's in mid-January has led to a clear boost in support for the Labour-led Government under new Prime Minister Chris Hipkins:

"Today's Roy Morgan New Zealand Poll shows support for a Labour-led Government in coalition with the Greens rising to 45.5% in February, up 3.5% points from January, and up 7% points since December 2022 before former Prime Minister Jacinda Ardern resigned.

"The governing Labour/Greens coalition is now deadlocked with the potential National/Act NZ governing coalition also on 45.5% in February, unchanged from January, but down 4% points since December 2022.

"If these results were repeated at this year's New Zealand Election both Labour/Greens and National/Act NZ would hold 58 seats in the 120 seat Parliament – just 3 seats short of a governing majority. This potential result means the support of minor parties could well be crucial to determining who will emerge as New Zealand's next Government later this year.

"The Maori Party is currently in the box seat with 3.5% support set to give the party four seats in the Parliament and a decisive roll in selecting New Zealand's next Government. At the moment the current indications are that the Maori Party would be likely to side with the incumbent Labour/ Greens governing coalition.

"In contrast, the right-leaning New Zealand First has lost support in February, down 3% points to only 2% - not enough to attain the 5% threshold of support that would guarantee the party seats in Parliament and a role in determining the next Government. If New Zealand First can recover ground and gain at least 5% support they will also likely have a role to play in selecting which side of politics forms Government later this year.

"Opposition Leader Christopher Luxon has been favoured to win this year's election since taking over late in 2021, but the change in Prime Minister has clearly had a big impact on the political landscape. This month's Roy Morgan Poll shows Labour on 33%, up 3% points since January and up 5.5% points since December ahead of National on 32%, unchanged from a month ago but down 3% points since December.

"This is the first time since December 2021 that Labour has had higher support than National."

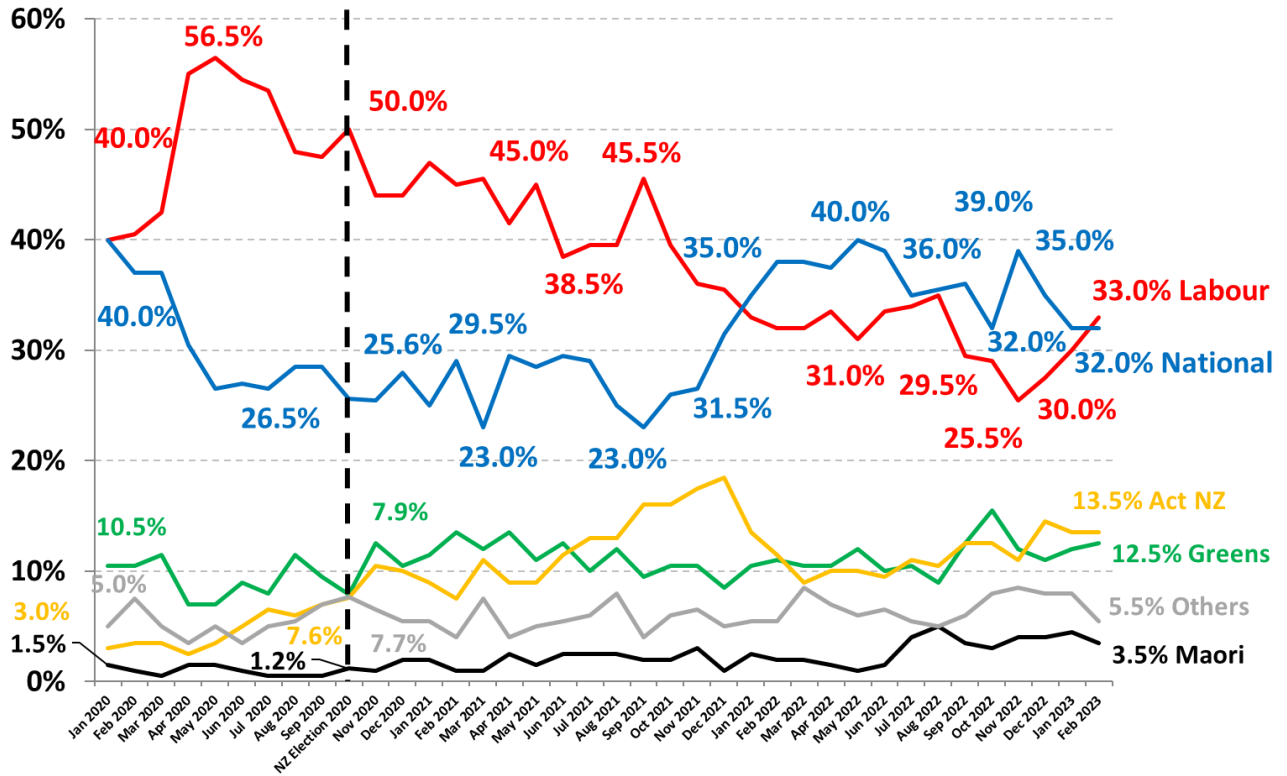
For comments or more information about Roy Morgan's New Zealand Voting Data and profiles of supporters of Labour, National and other parties, please contact:

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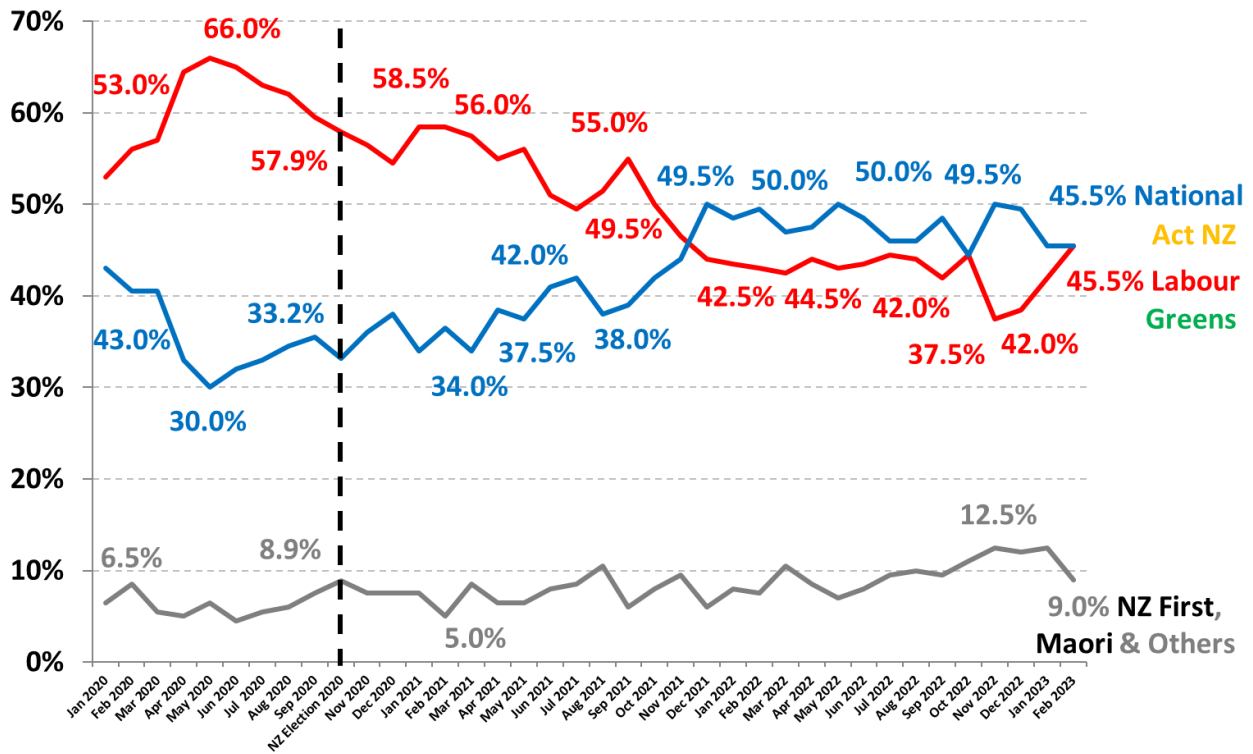
askroymorgan@roymorgan.com

New Zealand Party Vote: 2020-23



Source: Roy Morgan New Zealand Single Source. January 2020 – February 2023.
 Base: New Zealand electors aged 18+. Average interviews per month = 936.

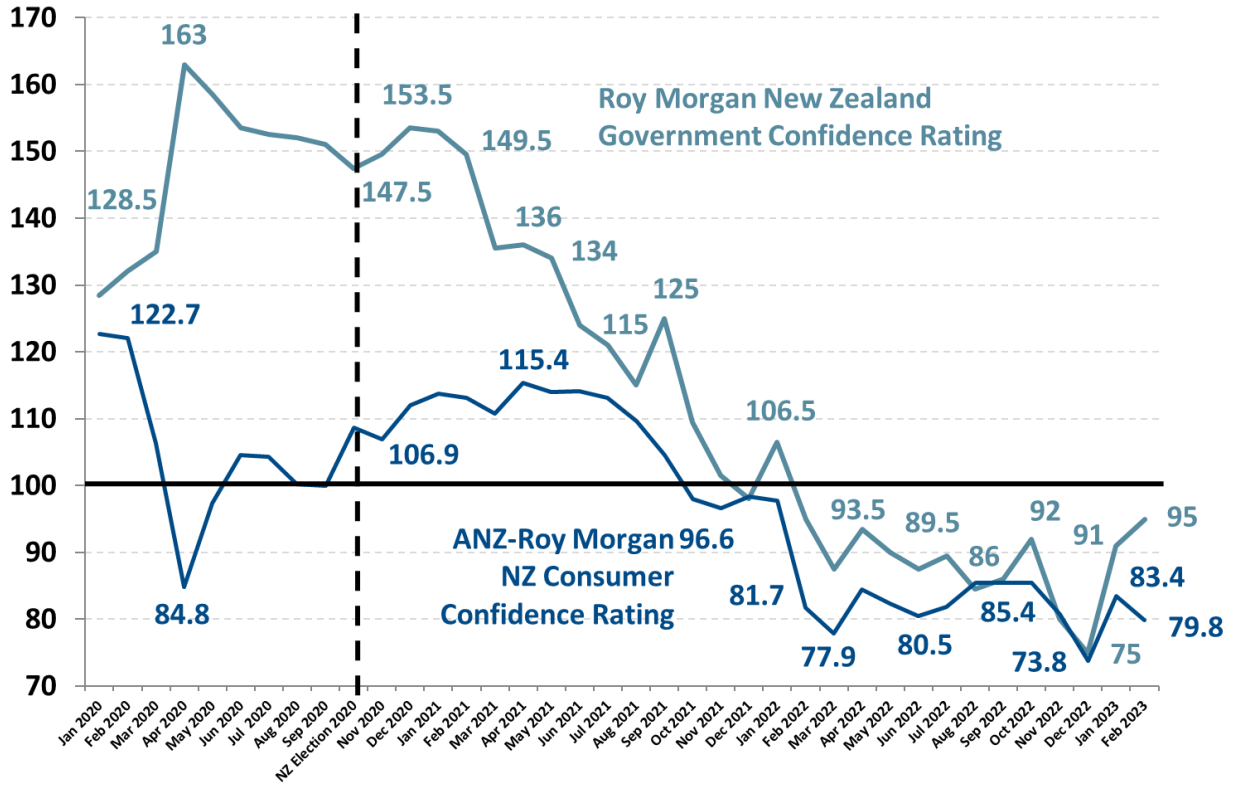
New Zealand Party Vote: NZ Govt. v Parliamentary Opposition



Source: Roy Morgan New Zealand Single Source. January 2020 – February 2023.
 Base: New Zealand electors aged 18+. Average interviews per month = 936.

Roy Morgan NZ Government Confidence Rating vs. ANZ-Roy Morgan NZ Consumer Confidence

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Source: Roy Morgan New Zealand Single Source. January 2020 – February 2023.
 Base: New Zealand electors aged 18+. Average interviews per month = 936.

Two-Party Preferred: Labour Party-led Government vs. Parliamentary Opposition Parties

	Labour Party-led Government (Labour, Greens)	Parliamentary Opposition Parties (National & Act NZ)
NZ Election, October 17, 2020*	57.87	33.17

ROY MORGAN NEW ZEALAND POLL

Labour wins the NZ Election and, despite securing a majority of seats in Parliament, signs a 'Cooperation Agreement' with the Greens – October 31, 2020

	2021	
January 2021	58.5	34
February 2021	58.5	36.5
March 2021	57.5	34
April 2021	55	38.5
May 2021	56	37.5
June 2021	51	41
July 2021	49.5	42
August 2021	51.5	38
September 2021	55	39
October 2021	50	42
November 2021	46.5	44
December 2021	44	50
	2022	
January 2022	43.5	48.5
February 2022	43	49.5
March 2022	42.5	47
April 2022	44	47.5
May 2022	43	50
June 2022	43.5	48.5
July 2022	44.5	46
August 2022	44	46
September 2022	42	48.5
October 2022	44.5	44.5
November 2022	37.5	50
December 2022	38.5	49.5
	2023	
January 2023	42	45.5
February 2023	45.5	45.5

**At the 2020 NZ Election the Labour party secured 50.01% of the vote which was enough to govern in their own right but Labour opted to sign a 'Cooperation Agreement' with the Greens, who won 7.86% of the vote. There were three Parties elected to Parliament not in Government led by National (25.58%), Act NZ (7.59%) and the Maori Party (1.17%).*

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Voting Intention Summary

The following table compares the latest New Zealand Roy Morgan Polls on Voting Intention with the result from the October 17, 2020, General Election:

National-led Governments (& supporting parties) are highlighted in Blue. Labour-led Governments (& supporting parties) are highlighted in Red.

PARTY VOTE ELECTIONS	Labour %	Green Party* %	National %	ACT NZ %	Maori Party** %	NZ First %	TOP** %	Other %
October 12, 1996*	28.19	10.10	33.87	6.10	n/a	13.35	n/a	8.39
November 27, 1999	38.74	5.16	30.50	7.04	n/a	4.26	n/a	14.30
July 27, 2002	41.26	7.00	20.93	7.14	n/a	10.38	n/a	13.29
September 17, 2005	41.10	5.30	39.10	1.51	2.12	5.72	n/a	5.15
November 8, 2008	33.99	6.72	44.93	3.65	2.39	4.07	n/a	4.25
November 26, 2011	27.48	11.06	47.31	1.07	1.43	6.59	n/a	5.06
September 20, 2014	25.13	10.70	47.04	0.69	1.32	8.66	n/a	6.46
September 23, 2017	36.89	6.27	44.45	0.50	1.18	7.20	2.44	1.07
October 17, 2020	50.01	7.86	25.58	7.59	1.17	2.60	1.51	3.70
ROY MORGAN POLL								
December 2020	44	10.5	28	10	2	2	2	1.5
2021								
January 2021	47	11.5	25	9	2	2	1.5	2
February 2021	45	13.5	29	7.5	1	1.5	1	1.5
March 2021	45.5	12	23	11	1	2.5	2	3
April 2021	41.5	13.5	29.5	9	2.5	1	0.5	2.5
May 2021	45	11	28.5	9	1.5	2	1.5	1.5
June 2021	38.5	12.5	29.5	11.5	2.5	1.5	2	2
July 2021	39.5	10	29	13	2.5	2	3	1
August 2021	39.5	12	25	13	2.5	2.5	2	3.5
September 2021	45.5	9.5	23	16	2	1.5	1.5	1
October 2021	39.5	10.5	26	16	2	2.5	1	2.5
November 2021	36	10.5	26.5	17.5	3	2.5	1.5	2.5
December 2021	35.5	8.5	31.5	18.5	1	2	1	2
2022								
January 2022	33	10.5	35	13.5	2.5	2.5	1.5	1.5
February 2022	32	11	38	11.5	2	2	1	2.5
March 2022	32	10.5	38	9	2	4	1.5	3
April 2022	33.5	10.5	37.5	10	1.5	2.5	2	2.5
May 2022	31.5	11.5	40	10	1	3	1	2
June 2022	33.5	10	39	9.5	1.5	1.5	2	3
July 2022	34	10.5	35	11	4	1.5	2.5	1.5
August 2022	35	9	35.5	10.5	5	1.5	1	2.5
September 2022	29.5	12.5	36	12.5	3.5	1	2.5	2.5
October 2022	29	15.5	32	12.5	3	3.5	3	1.5
November 2022	25.5	12	39	11	4	3.5	2.5	2.5
December 2022	27.5	11	35	14.5	4	4	2.5	1.5
2023								
January 2023	30	12	32	13.5	4.5	5	1.5	1.5
February 2023	33	12.5	32	13.5	3.5	2	2.5	1

*The 1996 Election was the first New Zealand Election contested via MMP (Mixed Member Proportional). At the 1996 Election the Greens Party contested as part of the "Alliance" political grouping with four other political parties.

**The Maori Party was launched in July 2004. The Opportunities Party (TOP) was launched in November 2016.

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Roy Morgan New Zealand Seat Predictor

The following table compares the projected seats to be won by the various New Zealand political parties based on the latest New Zealand Roy Morgan Polls on Voting Intention with the results from previous MMP Elections:

National-led Governments (& supporting parties) are highlighted in Blue. Labour-led Governments (& supporting parties) are highlighted in Red.

SEAT COUNT ELECTIONS	Labour %	Green Party* %	National %	ACT NZ %	Maori Party** %	NZ First %	Other %
October 12, 1996*	37	0	44	8	0	17	14*
November 27, 1999	49	7	39	9	0	5	11*
July 27, 2002	52	9	27	9	0	13	10*
September 17, 2005	50	6	48	2	4	7	4*
November 8, 2008	43	9	58	5	5	0	2*
November 26, 2011	34	14	59	1	3	8	2*
September 20, 2014	32	14	60	1	2	11	1*
September 23, 2017	46	8	56	1	0	9	0
October 17, 2020	65	10	33	10	2	0	0
ROY MORGAN SEAT PREDICTOR							
2021							
April 2021	52	17	37	11	3	0	0
May 2021	57	14	36	11	2	0	0
June 2021	49	16	37	15	3	0	0
July 2021	50	13	37	17	3	0	0
August 2021	51	16	33	17	4	0	0
September 2021	57	12	29	20	2	0	0
October 2021	51	13	33	20	3	0	0
November 2021	46	14	34	22	4	0	0
December 2021	45	11	40	23	1	0	0
2022							
January 2022	42	13	45	17	3	0	0
February 2022	41	14	48	15	2	0	0
March 2022	42	14	50	12	2	0	0
April 2022	43	13	49	13	2	0	0
May 2022	40	15	51	13	1	0	0
June 2022	43	13	50	12	2	0	0
July 2022	43	13	45	14	5	0	0
August 2022	44	12	45	13	6	0	0
September 2022	38	16	46	16	4	0	0
October 2022	38	20	42	16	4	0	0
November 2022	34	16	51	14	5	0	0
December 2022	36	14	46	19	5	0	0
2023							
January 2023	37	15	40	17	5	6	0
February 2023	42	16	41	17	4	0	0

*Other seats won at elections from 1996 - 2014 include: 1996 – 14 seats: Alliance (13 seats) & United NZ (1 seat); 1999 – 11 seats: Alliance (10 seats) & United NZ (1 seat); 2002 – 10 seats: United Future (8 seats) & Progressive (2 seats); 2005 – 4 seats: United Future (3 seats) & Progressive (1 seat); 2008 – 2 seats: Progressive (1 seat) & United Future (1 seat); 2011 – 2 seats: United Future (1 seat) & Mana Party (1 seat); 2014 – 1 seat: United Future (1 seat).

Fourth National Government (1990 – 1999): 1996 NZ Election: National (44 seats) wins the NZ Election and governs in coalition with NZ First (17 seats) for a total of 61 seats in the 120 seat Parliament.

Fifth Labour Government (1999-2008): 1999 NZ Election: Labour (49 seats) wins the NZ Election and governs in coalition with Alliance (10 seats) and the support of the Greens (7 seats) for a total of 66 seats in the 120 seat Parliament. **2002 NZ Election:** Labour (52 seats) wins the NZ Election and governs in coalition with the Progressive Coalition (2 seats) and confidence and supply from United Future (8 seats) for a total of 62 seats in the 120 seat Parliament. **2005 NZ Election:** Labour (50 seats) wins the NZ Election and governs in coalition with the Progressive Coalition (1 seat) and confidence and supply from New Zealand First (7 seats) and United Future (3 seats) for a total of 61 seats in the 121 seat Parliament (including 1 'overhang' seat).

Fifth National Government (2008-2017): 2008 NZ Election: National (58 seats) wins the NZ Election and governs with the confidence and supply of Act NZ (5 seats), the Maori Party (5 seats) and United Future (1 seat) for a total of 69 seats in the 122 seat Parliament (including 2 'overhang' seats). **2011 NZ Election:** National (59 seats) wins the NZ Election and governs with the confidence and supply of Maori Party (3 seats), Act NZ (1 seat) and United Future (1 seat) for a total of 64 seats in the 121 seat Parliament (including 1 'overhang' seat). **2014 NZ Election:** National (60 seats) wins the NZ Election and governs with the confidence and supply of Maori Party (2 seats), Act NZ (1 seat) and United Future (1 seat) for a total of 64 seats in the 121 seat Parliament (including 1 'overhang' seat).

Sixth Labour Government (2017-?): 2017 NZ Election: Labour (46 seats) 'wins' the NZ Election and governs in coalition with NZ First (9 seats) and the confidence and supply of the Greens (8 seats) for a total of 63 seats in the 120 seat Parliament. **2020 NZ Election:** Labour (65 seats) wins the NZ Election and governs with the cooperation of the Greens (10 seats) for a total of 75 seats in the 120 seat Parliament.

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NEW ZEALAND: HEADING IN “RIGHT” OR “WRONG” DIRECTION?

Electors were asked: “Generally speaking, do you feel that things in New Zealand are heading in the right direction or would you say things are seriously heading in the wrong direction?”

NZ Roy Morgan Government Confidence Rating: Interviewing Dates (Labour Party Govt.)

	Nov 2017	Dec 2017	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Right direction	66.5	68	58	59	60.5	77	76	72	71.5	71	70.5	68.5	69.5	71.5
Wrong direction	20	18	29.5	27	25.5	14	17.5	18.5	19	19	19.5	21	20	18
Roy Morgan GCR#	146.5	150	128.5	132	135	163	158.5	153.5	152.5	152	151	147.5	149.5	153.5
Can't say	13.5	14	12.5	14	14	9	6.5	9.5	9.5	10	10	10.5	10.5	10.5
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100

NZ Roy Morgan Government Confidence Rating: Interviewing Dates (Labour Party Govt.)

	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Apr 2022
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Right direction	71.5	69.5	61.5	62.5	62.5	57	55.5	52.5	57	48	46	42.5	48.5	42.5	39	43
Wrong direction	18.5	20	26	26.5	28.5	33	34.5	37.5	32	38.5	44.5	44.5	42	47.5	51.5	49.5
Roy Morgan GCR#	153	149.5	135.5	136	134	124	121	115	125	109.5	101.5	98	106.5	95	87.5	93.5
Can't say	10	10.5	12.5	11	9	10	10	10	11	13.5	9.5	13	9.5	10	9.5	7.5
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

NZ Roy Morgan Government Confidence Rating: Interviewing Dates (Labour Party Govt.)

	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Right direction	40	39	40.5	37.5	37.5	42	35	32	40	42.5						
Wrong direction	50	51.5	51	53	51.5	50	55	57	49	47.5						
Roy Morgan GCR#	90	87.5	89.5	84.5	86	92	80	75	91	95						
Can't say	10	9.5	8.5	9.5	11	8	10	11	11	10						
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

#Roy Morgan GCR = Roy Morgan Government Confidence Rating (The Roy Morgan GCR is 100 plus the difference between the percentage of Kiwis who say the country is “heading in the right direction” and the percentage who say the country is “seriously heading in the wrong direction”).

The Roy Morgan Poll is conducted by the **ONLY** Australian and NZ member of the Gallup International Association. No other public opinion poll taken in Australia or New Zealand has this qualification.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.2	±2.7	±1.9	±1.4
1,500	±2.6	±2.2	±1.5	±1.1