

Monday, 30 October 2017

New PM Jacinda Ardern enters Government with broad support

In mid-October support for the newly elected Labour/NZ First/Greens coalition was 48.5%, ahead of the outgoing National/Act NZ Government on 46.5%, with minor parties outside Parliament attracting the remaining 5% of support.

This Roy Morgan New Zealand Poll was taken before NZ First Leader Winston Peters decided to back Labour Leader Jacinda Ardern to form a new Government last week with the support of the Greens.

- Support for Labour/Greens is at 42% down marginally from their election result of 43.2% while coalition partners New Zealand First are on 6.5%, down 0.7% from their election performance.
- Support for the outgoing National is at 46%, up slightly from their election result of 44.5% while their right-wing colleagues Act NZ are stuck on 0.5%, unchanged from their election result.
- Of the parties outside Parliament it was new party 'The Opportunities Party' (TOP) which attracted the most support at the election (2.4%) without winning a seat and support for TOP is now at 2% while support for the Maori Party is at 1.5%, up slightly from their election result (1.2%).

Final Roy Morgan New Zealand Poll predicted swing to Labour and victory for 'Jacindamania'

The final Roy Morgan New Zealand Poll of the campaign titled: '[NZ Election on a knife edge but Labour favoured](#)' predicted a tight result with Labour favoured to form Government over the incumbent National-led coalition.

We suggested the expected result was due to the surge in support for Labour under new Leader Jacinda Ardern, the drop in support for National since the 2014 Election and also her election commitments to tackle housing issues by building more houses, removing unfair tax advantages for speculators and cutting New Zealand's net annual immigration to 30,000.

We also said that *'the narrow gap between the major parties means the final outcome of the election will be decided by the second string parties – and it is here that Labour has a decisive edge'* – and indeed it was the Labour policies outlined above that swung the decision of NZ First Leader Winston Peters to embrace change and install Jacinda Ardern as Prime Minister.

Roy Morgan predicted a potential coalition of Labour/Greens/Maori Party would hold 62 seats in Parliament compared to 58 seats for the National-led Opposition. As it turned out the Maori Party failed to hold their two seats in Parliament which instead went to Labour and the combination of Labour/Greens/NZ First will govern with a majority of 63 seats compared to the National-Act NZ opposition which holds 57 seats.

Government Confidence Rating down in October during period of Election uncertainty

Not surprisingly Government Confidence decreased during October as uncertainty about who New Zealand First Leader would choose to back as the new Government lingered.

The Roy Morgan Government Confidence Rating fell 6pts to 131pts in October with 58.5% of NZ electors (down 3.5% from September) saying NZ is 'heading in the right direction' cf. 27.5% of NZ electors (up 2.5%) that say New Zealand is 'heading in the wrong direction'.

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Michele Levine, CEO, Roy Morgan Research, says Jacinda Ardern comes to power with a mandate to address the issues of Housing affordability, Homelessness, Child poverty and the Gap between the rich and poor she successfully campaigned on:

“New Zealand finally has a certified result from last month’s inconclusive Election with Labour Leader Jacinda Ardern today becoming New Zealand’s youngest ever Prime Minister at the head of a three-pronged coalition agreement between Labour-NZ First and the Greens replacing the four-party National-led Government.

“Labour’s narrow election victory was built on its policies that skilfully prioritised dealing with the issues continually reflected in several [Roy Morgan – Most Important Problems Facing NZ releases](#) in the run up to the election.

“Roy Morgan showed that the issues of the [Homeless & Homelessness, Housing affordability & Housing shortages, Poverty, Inequality and the gap between rich and poor](#) were clearly the biggest issues for a majority of New Zealand electors over the past 12 months and it was these concerns that were tackled head-on by Jacinda Ardern during her campaign.

“New Prime Minister Jacinda Ardern provided a firm commitment to lower New Zealand’s record annual net immigration, remove the unfair tax advantages for housing speculators, build at least 10,000 new houses and improve education outcomes for New Zealand’s youth and at the same time drastically reduce the country’s record rates of child poverty.

“To her credit Ardern has allocated to herself the new portfolio of ‘Child Poverty Reduction’ and already announced foreigners will be barred from purchasing existing New Zealand residential property as a first step towards reducing the problems that soaring house prices have created.

“It was Ardern’s commitments to lead the country in a new direction by making these issues the centrepiece of a potential Labour-led Government that ultimately led New Zealand First Leader Winston Peters to pick Labour to lead the Government rather than National.”

Electors were asked: *“If a New Zealand Election were held today which party would receive your party vote?”* This latest New Zealand Roy Morgan Poll on voting intention was conducted by telephone – both landline and mobile – with a NZ wide cross-section of 894 electors during October 2-15, 2017. Of all electors surveyed 3.5% (down 1.5%) didn’t name a party.

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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

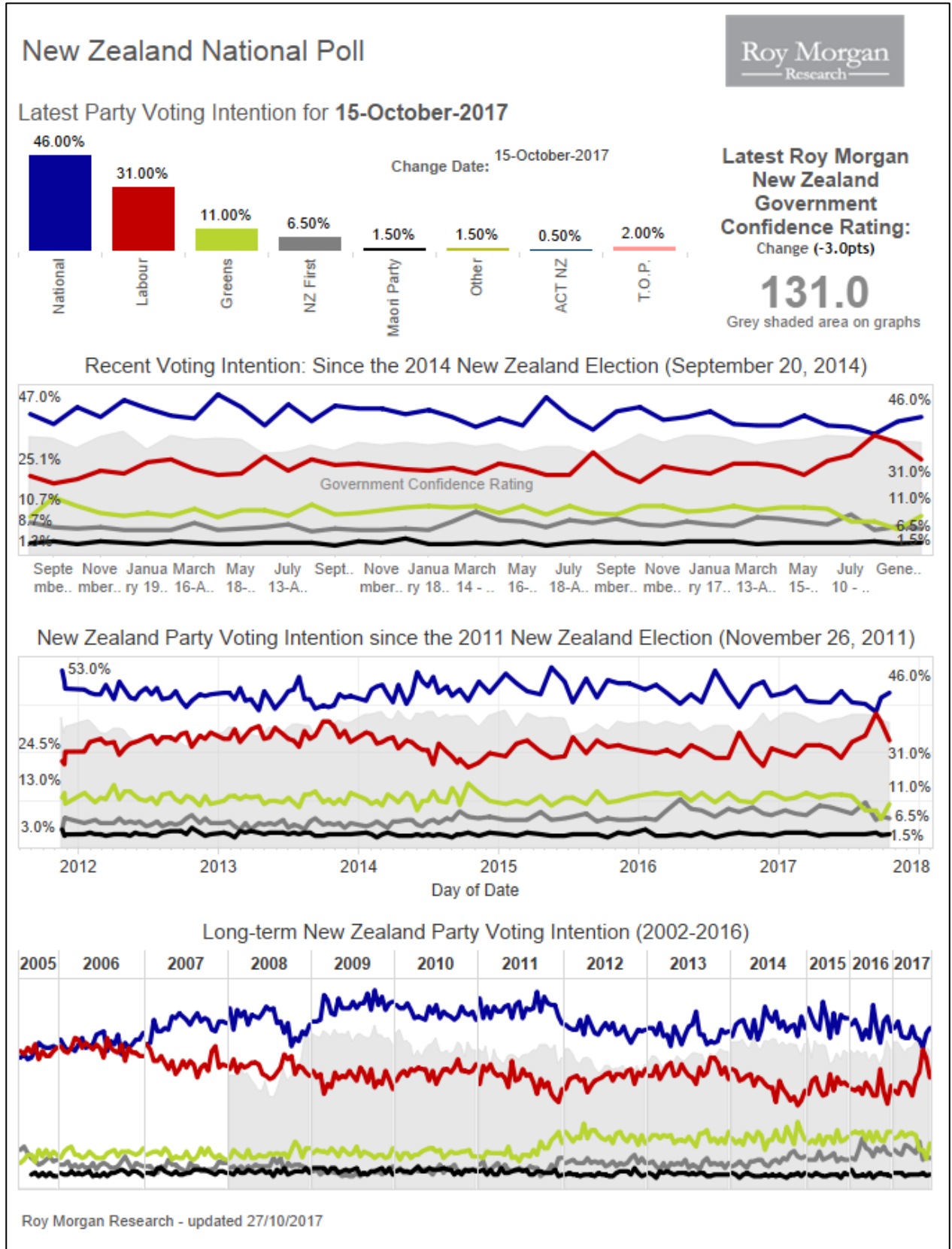
Roy Morgan New Zealand Interactive Voting Charts

These interactive charts allow a deeper look at voting patterns in New Zealand over varying timeframes and provide election observers with the ability to pinpoint key turning points for the political parties.

[View interactive New Zealand Election charts here.](#)

Purchase the latest Roy Morgan [New Zealand Electorate Profiles](#).

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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 September 23, 2017 General Election:

<u>PARTY VOTE ELECTIONS</u>	<u>National</u> %	<u>Labour</u> %	<u>NZ First</u> %	<u>Green Party*</u> %	<u>ACT NZ</u> %	<u>TOP*</u> %	<u>Maori Party*</u> %	<u>Other</u> %
October 12, 1996*	33.87	28.19	13.35	10.10	6.10	n/a	n/a	8.39
November 27, 1999	30.50	38.74	4.26	5.16	7.04	n/a	n/a	14.30
July 27, 2002	20.93	41.26	10.38	7.00	7.14	n/a	n/a	13.29
September 17, 2005	39.10	41.10	5.72	5.30	1.51	n/a	2.12	5.15
November 8, 2008	44.93	33.99	4.07	6.72	3.65	n/a	2.39	4.25
November 26, 2011	47.31	27.48	6.59	11.06	1.07	n/a	1.43	5.06
September 20, 2014	47.04	25.13	8.66	10.70	0.69	n/a	1.32	6.46
September 23, 2017	44.45	36.89	7.20	6.27	0.50	2.44	1.18	1.07
<u>ROY MORGAN POLL</u>								
Aug 28-Sep 10, 2017	40	39	6	9.5	0.5	2	2	1
General Election	44.45	36.89	7.20	6.27	0.50	2.44	1.18	1.07
Oct 2-15, 2017	46	31	6.5	11	0.5	2	1.5	1.5

*^Result less than 0.5%. *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.*

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

RESULTS COMPARED WITH THE 2008, 2011 & 2014 NEW ZEALAND ELECTIONS.

	National Party-led Government* (2008-2017)	Parliamentary Opposition Parties# (2008-2017)
Election, November 8, 2008	51.84	48.16
Election, November 26, 2011	50.41	46.21
Election, September 20, 2014	49.27	44.49
FINAL ROY MORGAN NEW ZEALAND POLL Aug 28-Sep 10, 2017	42.5	54.5
Election, September 23, 2017**	44.95	50.36
<u>ROY MORGAN NEW ZEALAND POLL</u>		
Oct 2-15, 2017	46.5	48.5

RESULTS COMPARED WITH THE 2017 NEW ZEALAND ELECTION.

	Parliamentary Opposition Parties (National & Act NZ)	Labour Party-led Government (Labour, NZ First, Greens)
FINAL ROY MORGAN NEW ZEALAND POLL Aug 28-Sep 10, 2017	42.5	54.5
Election, September 23, 2017**	44.95	50.36
<u>ROY MORGAN NEW ZEALAND POLL</u>		
Oct 2-15, 2017	46.5	48.5

**National-led Government: National Party, Maori Party, ACT NZ, United Future; #Opposition Parties: Labour Party, Green Party, NZ First. Parties not represented: Conservative Party is not included as they are not represented in Parliament.*

***At the 2017 New Zealand Election the National-led Government returned only two parties (National & Act NZ) who received 44.95% of the vote compared to 50.36% that went to the three Parliamentary Opposition Parties: Labour, New Zealand First and the Greens.*

Finding No. 7379 taken from Computer Report No. 2441

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.

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 (National Party Govt.)

	June 8-21, <u>2015</u>	June 29-July 12, <u>2015</u>	Aug 3-16, <u>2015</u>	Aug 31-Sep 13, <u>2015</u>	Sep 28-Oct 11, <u>2015</u>	Oct 26- Nov 8, <u>2015</u>	Nov 23-Dec 6, <u>2015</u>
	%	%	%	%	%	%	%
Right direction	62.5	51	54	58	53	60	59.5
Wrong direction	27	33	34	29.5	31	28.5	31
Roy Morgan GCR#	135.5	118	120	128.5	122	131.5	128.5
Can't say	10.5	16	12	12.5	16	11.5	9.5
TOTAL	100	100	100	100	100	100	100

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

	Jan 4-17, <u>2016</u>	Feb 1-14, <u>2016</u>	Feb 29-Mar 13, <u>2016</u>	Apr 4-17, <u>2016</u>	May 2-15, <u>2016</u>	May 30-June 12, <u>2016</u>	Jul 4-17, <u>2016</u>	Aug 8-21, <u>2016</u>
	%	%	%	%	%	%	%	%
Right direction	59.5	56.5	61	57.5	59	54.5	57.5	58
Wrong direction	28	28.5	29	30.5	29	34	30.5	30.5
Roy Morgan GCR#	131.5	128	132	127	130	120.5	127	127.5
Can't say	12.5	15	10	12	12	11.5	12	11.5
TOTAL	100	100	100	100	100	100	100	100

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

	Sep 5-18, <u>2016</u>	Oct 10-23, <u>2016</u>	Nov 7-20, <u>2016</u>	Nov 28-Dec 11, <u>2016</u>	Jan 3-16, <u>2017</u>	Jan 30-Feb 12, <u>2017</u>	Feb 27-Mar 12, <u>2017</u>	April 3-16, <u>2017</u>
	%	%	%	%	%	%	%	%
Right direction	52	55.5	65	58.5	63	63.5	61.5	58
Wrong direction	35	29	24	27.5	23	23.5	25.5	29
Roy Morgan GCR#	117	126.5	141	131	140	140	136	129
Can't say	13	15.5	11	14	14	13	13	13
TOTAL	100	100	100	100	100	100	100	100

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

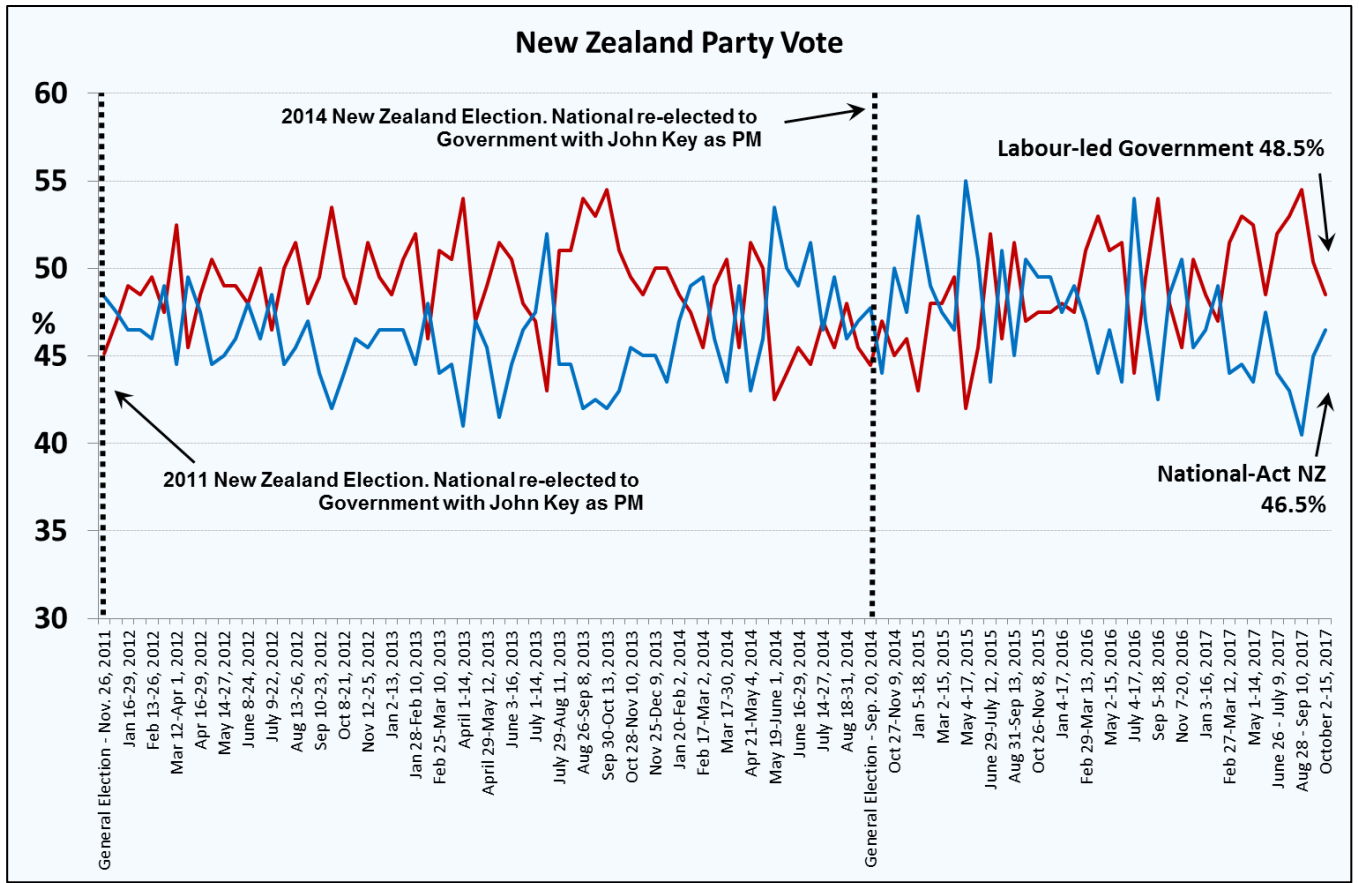
	May 1-14, <u>2017</u>	May 29-Jun 11, <u>2017</u>	Jun 26-Jul 9, <u>2017</u>	July 31-Aug 13, <u>2017</u>	Aug 28-Sep 10, <u>2017</u>	Oct 2-15, <u>2017</u>
	%	%	%	%	%	%
Right direction	60.5	61.5	63	62.5	62	58.5
Wrong direction	27	27	23.5	23.5	25	27.5
Roy Morgan GCR#	133.5	134.5	139.5	139	137	131
Can't say	12.5	11.5	13.5	14	13	14
TOTAL	100	100	100	100	100	100

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

Right direction							
Wrong direction							
Roy Morgan GCR#							
Can't say							
TOTAL	100	100	100	100	100	100	100

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New Zealand Party Vote



New Zealand Roy Morgan GCR

