

Friday, 11 September 2020

PM Jacinda Ardern maintains ‘crushing’ lead over new National leader Judith Collins

In July support for Prime Minister Jacinda Ardern’s Labour Party was at 53.5% down 1% since June, but still more than double the support for National on 26.5%, down 0.5%, with just over a month to go before the election in mid-September.

If an election were held today Labour could govern without the help of either New Zealand First or the Greens.

Interviewing for this survey in July encompassed the period before and after Judith Collins became the new leader of National in mid-July after former leader Todd Muller’s shock resignation after less than two months in the role.

The early indications are that the new leader has had a negligible impact on support for National although a full month of interviewing in August will provide a clearer picture in the run-up to next month’s election.

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 899 electors during July. Of all electors surveyed 4% (down 2%) didn’t name a party. Electors were asked: “*If a New Zealand Election were held today which party would receive your party vote?*”

Support for the Labour/NZ First/Greens governing coalition remains strong at 63% in July

In July 63% of electors supported the Labour/NZ First/Greens governing coalition, down 2% since June. The governing coalition was well ahead of the Parliamentary opposition National/ Act NZ on only 33%, up 1% since June.

- Support for Deputy Prime Minister Winston Peter’s NZ First was unchanged at only 1.5% in July, and more importantly down a significant 5.7% since their election result of 7.2% in 2017. NZ First are again below the party vote threshold of 5% in July and may be ejected from Parliament altogether at this year’s NZ Election if the voting intention translates into less than 5% of the vote.
- Greens support was at 8%, down 1% since June, but still up 1.7% since their election result in 2017 and was comfortably above the 5% threshold.
- Importantly, support for Act NZ continues to increase and was at 6.5% in July, up 1.5% since June and were this level of support repeated at the election it would be Act’s best election result since 2002 when the party scored over 7% of the vote and won 9 seats in Parliament.

A small minority of 4% of electors support other minor parties outside Parliament.

- Of the parties outside Parliament The Opportunities Party (TOP) was unchanged at 1.5% in July and the Maori Party was at 0.5% (down 0.5%).

New Zealand Government Confidence Rating down, but still near highs at 152.5 in July

Despite a small decline, the Roy Morgan Government Confidence Rating was at a very high 152.5 in July, down 1pt from 153.5 in June.

The majority (71.5%) of New Zealand electors (down 0.5% since June) said New Zealand was ‘heading in the right direction’ compared to only 19% (up 0.5%) that said New Zealand was ‘heading in the wrong direction’.

The latest monthly [ANZ-Roy Morgan Consumer Confidence Rating](#) was also barely changed in July at 104.3, down 0.2pts from June (104.5).

The stability in both indicators follows four months of large changes from March to June that drove Roy Morgan Government Confidence to a record high in April while the ANZ-Roy Morgan Consumer Confidence Rating hit its lowest level since the Global Financial Crisis in the same month at only 84.8.

Michele Levine, CEO, Roy Morgan, says Prime Minister Jacinda Ardern is set to be re-elected with an increased majority next month as National turn to yet another new leader in mid-July to try and revive their fortunes:

“Today’s Roy Morgan New Zealand Poll shows Prime Minister Jacinda Ardern’s adept handling of the COVID-19 pandemic is still paying dividends with the Labour Party set to substantially increase its majority at next month’s election.

“Support for the Jacinda Ardern-led Labour Party was at 53.5% in July and still more than double that of National on 26.5%, now led by new leader Judith Collins. Collins became National’s third leader in 2020 in mid-July and today’s Roy Morgan Poll shows there has been no immediate bounce in support for National after their second change of leader this year.

“Labour’s coalition partners NZ First are in danger of missing out on a return to Parliament as their support has stagnated at only 1.5% for a second straight month. Support for NZ First is down 5.7% on their result at the 2017 NZ Election and may signal the end of the long political career of leader and Deputy Prime Minister Winston Peters. Peters was first elected to the Parliament more than forty years ago before current Prime Minister Jacinda Ardern was born.

“The biggest beneficiaries of the demise of NZ First are set to be Act NZ which has again increased its support in July, up 1.5% to 6.5%. Act NZ are set to achieve their best result at a New Zealand election since 2002 when the party received 7.1% of the vote and won nine seats.

“A strong performance from the right-wing Act NZ at this year’s election will strengthen the hand of David Seymour, and his new deputy leader Brooke van Velden, and place further pressure on National leader Judith Collins to rally support on the centre-right.”

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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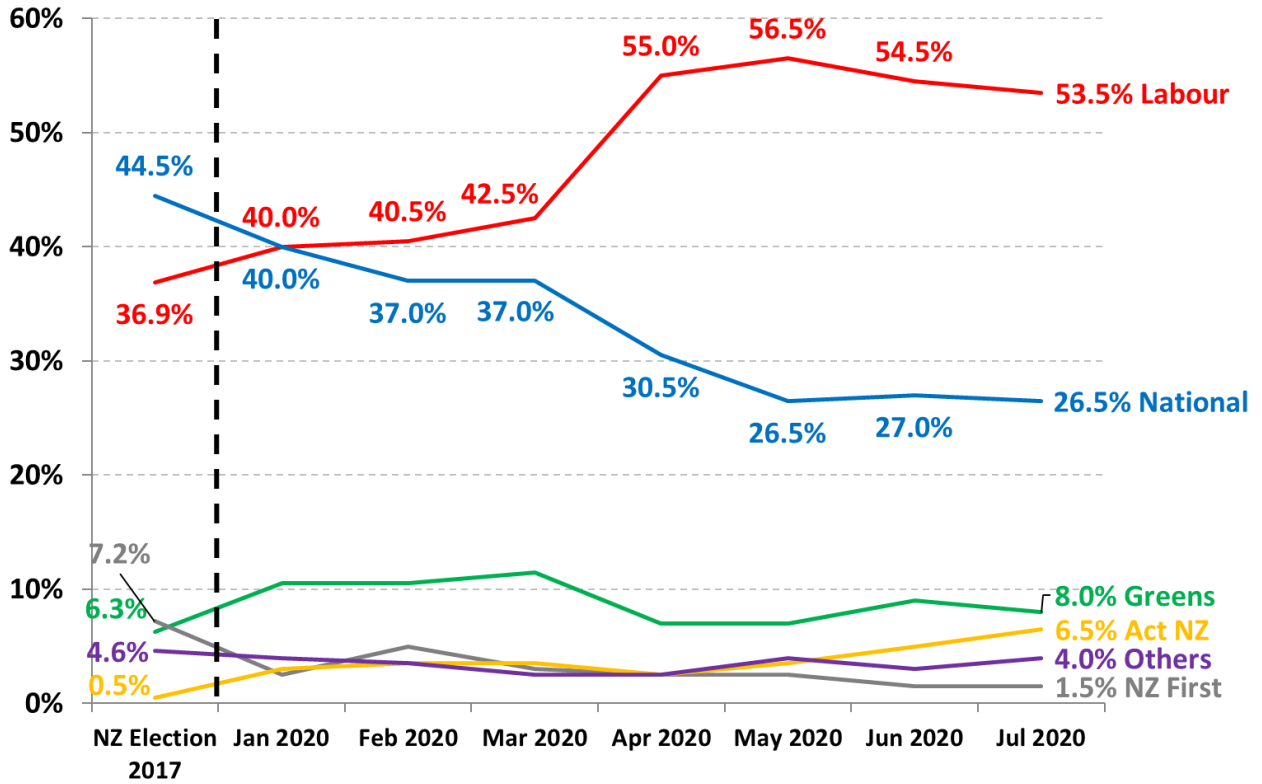
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Margin of Error

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.

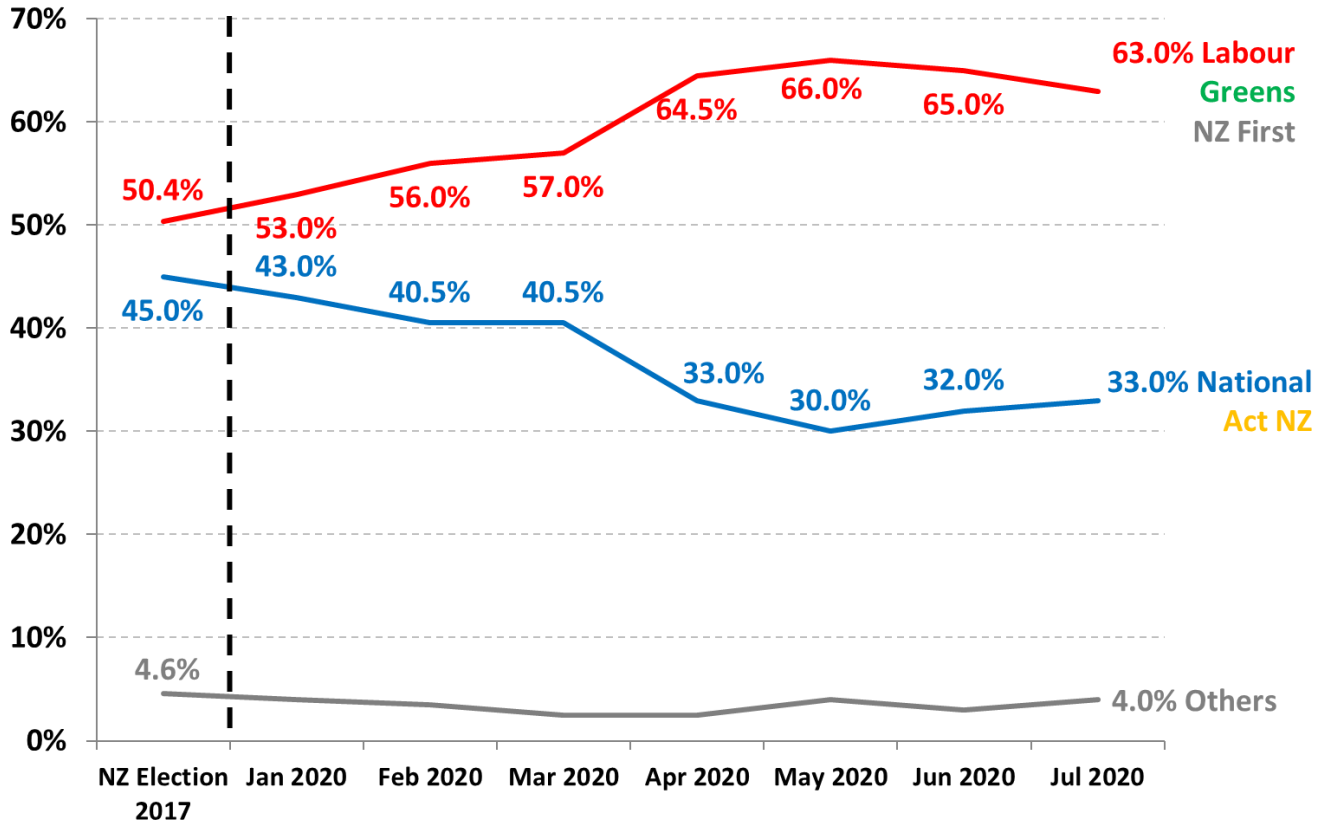
Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.2	±2.7	±1.9	±1.4
1,500	±2.6	±2.2	±1.5	±1.1

New Zealand Party Vote: 2020



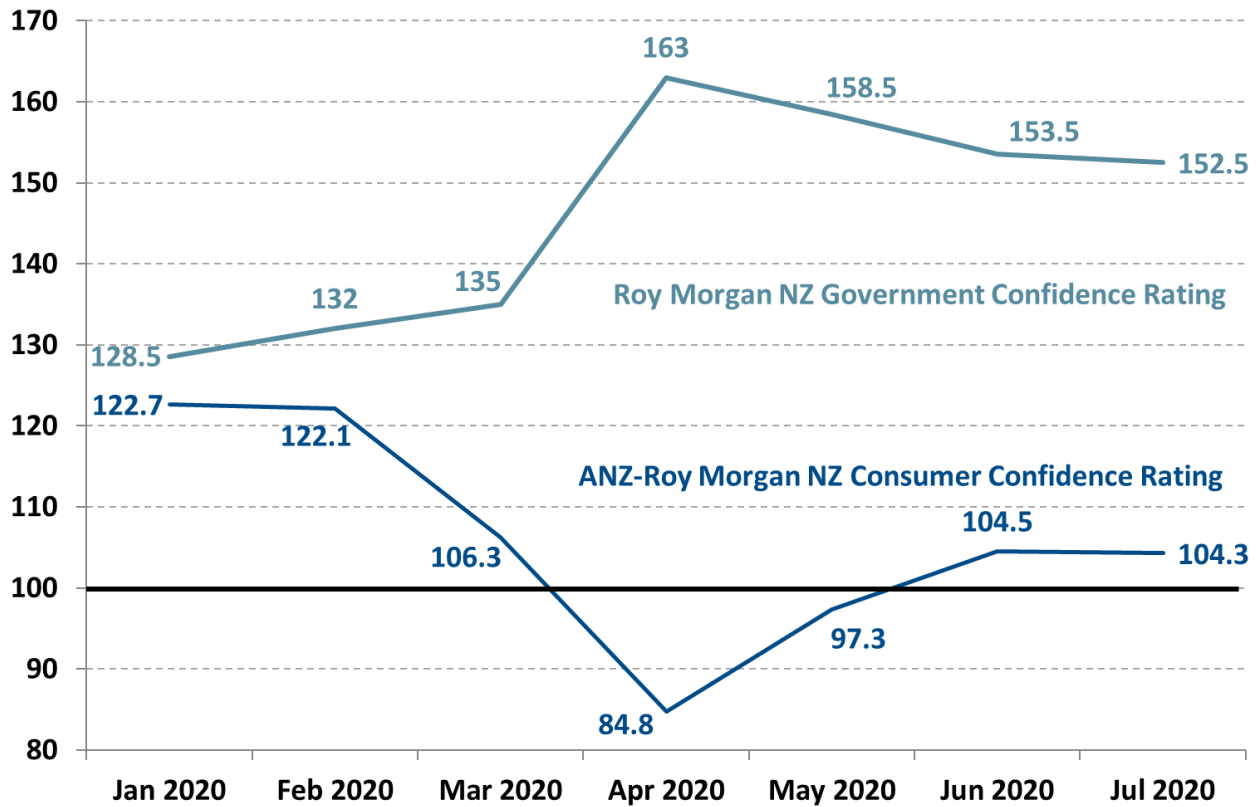
Source: Roy Morgan New Zealand Single Source. January – July 2020. Base: New Zealand electors aged 18+. Average interviews per month = 899.

New Zealand Party Vote: NZ Govt. v Parliamentary Opposition



Source: Roy Morgan New Zealand Single Source. January – July 2020. Base: New Zealand electors aged 18+. Average interviews per month = 899.

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



Source: Roy Morgan New Zealand Single Source. January – July 2020. **Base:** New Zealand electors aged 18+. Average interviews per month = 899.

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:

PARTY VOTE ELECTIONS	Labour %	NZ First %	Green Party* %	National %	ACT NZ %	TOP** %	Maori Party** %	Other %
October 12, 1996*	28.19	13.35	10.10	33.87	6.10	n/a	n/a	8.39
November 27, 1999	38.74	4.26	5.16	30.50	7.04	n/a	n/a	14.30
July 27, 2002	41.26	10.38	7.00	20.93	7.14	n/a	n/a	13.29
September 17, 2005	41.10	5.72	5.30	39.10	1.51	n/a	2.12	5.15
November 8, 2008	33.99	4.07	6.72	44.93	3.65	n/a	2.39	4.25
November 26, 2011	27.48	6.59	11.06	47.31	1.07	n/a	1.43	5.06
September 20, 2014	25.13	8.66	10.70	47.04	0.69	n/a	1.32	6.46
September 23, 2017	36.89	7.20	6.27	44.45	0.50	2.44	1.18	1.07
ROY MORGAN								
Oct 2-15, 2017	31	6.5	11	46	0.5	2	1.5	1.5
Oct 30-Nov 12, 2017	39.5	5	10	40.5	0.5	2	1.5	1
Nov 27-Dec 10, 2017	37	8	10	40.5	0.5	2.5	0.5	1
2020								
January 2020	40	2.5	10.5	40	3	0.5	1.5	2
February 2020	40.5	5	10.5	37	3.5	1.5	1	1
March 2020	42.5	3	11.5	37	3.5	1	0.5	1
April 2020	55	2.5	7	30.5	2.5	0.5	1.5	0.5
May 2020	56.5	2.5	7	26.5	3.5	1	1.5	1.5
June 2020	54.5	1.5	9	27	5	1.5	1	0.5
July 2020	53.5	1.5	8	26.5	6.5	1.5	0.5	2

*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: Labour Party-led Government vs. Parliamentary Opposition Parties

	Labour Party-led Government (Labour, NZ First, Greens)	Parliamentary Opposition Parties (National & Act NZ)
Election, September 23, 2017*	50.36	44.95
<u>ROY MORGAN NEW ZEALAND POLL</u>		
Oct 2-15, 2017	48.5	46.5
NZ First under leader Winston Peters decides to support Labour's Jacinda Ardern for PM		
Oct 30-Nov 12, 2017	54.5	41
Nov 27-Dec 10, 2017	55	41
2020		
January 2020	53	43
February 2020	56	40.5
March 2020	57	40.5
April 2020	64.5	33
National elects new leader Todd Muller to replace Simon Bridges – May 22, 2020		
May 2020	66	30
June 2020	65	32
July 2020	63	33
Nationals elect new leader Judith Collins to replace Todd Muller – July 14, 2020		

*At the 2017 NZ 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, NZ First and the Greens.

Finding No. 8489 taken from Computer Report No. 2446

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.

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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 (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.)

	Oct 30-Nov 12, <u>2017</u>	Nov 27-Dec 10, <u>2017</u>	January <u>2020</u>	February <u>2020</u>	March <u>2020</u>	April <u>2020</u>	May <u>2020</u>	June <u>2020</u>	July <u>2020</u>
	%	%	%	%	%	%	%	%	%
Right direction	66.5	68	58	59	60.5	77	76	72	71.5
Wrong direction	20	18	29.5	27	25.5	14	17.5	18.5	19
Roy Morgan GCR#	146.5	150	128.5	132	135	163	158.5	153.5	152.5
Can't say	13.5	14	12.5	14	14	9	6.5	9.5	9.5
TOTAL	100	100	100	100	100	100	100	100	100

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