

Friday, 18 August 2017

Jacinda Ardern's ascension to leadership revitalises Labour, up 2% to 32.5%; Turei scandal costs Greens support, down 4.5% to 9%

In mid-August support for incumbent National is 42.5% (down 0.5%), still marginally in front of a potential Labour/Greens coalition on 41.5% (down 2.5%).

- Labour's prospects of governing after next month's election have been boosted with Labour's support up 2% to 32.5% following Jacinda Ardern's rise to the Labour leadership at the start of August – **the highest support for Labour for nearly a year.**
- However, Greens support is down 4.5% to 9% after the welfare fraud scandal involving Greens co-leader Metiria Turei cost the leader her job a week ago.
- Winston Peters appears to be the largest beneficiary of the Greens troubles with New Zealand First increasing their support by 3.5% to 11.5% - now with greater support than the Greens for the first time since the 2005 Election when New Zealand First formed Government in coalition with Labour under former Prime Minister Helen Clark.
- New Zealand First is now in prime position to repeat the 2005 Election outcome and install Jacinda Ardern as New Zealand's youngest Prime Minister since Edward Stafford in 1856 or choose whether current PM Bill English wins an election in his own right for the first time.
- Overall support for the governing National-led coalition was down 1% to 44.5% with support for National's coalition partners down slightly: Maori Party on 1.5% (unchanged), Act NZ on 0.5% (down 0.5%) and United Future on 0%.
- Support for the parties currently outside Parliament was unchanged at 2.5% with 2% support for newcomer The Opportunities Party (TOP).

New Zealand Roy Morgan Government Confidence Rating up in August

The Roy Morgan Government Confidence Rating decreased slightly, down 0.5pts to 139pts in August with 62.5% of NZ electors (down 0.5%) saying NZ is 'heading in the right direction' cf. 23.5% of NZ electors (unchanged) that say New Zealand is 'heading in the wrong direction'.

Gary Morgan, Executive Chairman of Roy Morgan Research, says new Labour Leader Jacinda Ardern has breathed new life into the NZ Election and stands a very real chance of toppling incumbent PM Bill English:

"Competing narratives vie for attention heading into the final few weeks of New Zealand's extended election campaign with National on 42.5% now just ahead of a potential Labour/Greens coalition on 41.5% and the wildcard New Zealand First on 11.5% support now appearing to hold all the aces.

"Can incumbent Prime Minister Bill English avoid the ignominy of a second election defeat and avenge his 2002 defeat to former Labour Prime Minister Helen Clark by winning an election in his own right for the first time?"

"Can new Labour Leader Jacinda Ardern complete a remarkable political rise to the top after winning the Mount Albert by-election less than six months ago and subsequently becoming Labour Leader in March and elevated to the leadership just over a month out from the election by becoming New Zealand's youngest Prime Minister in over 160 years?"

“If Ardern is to achieve this incredible feat, it will likely be with the support of New Zealand’s favourite political maverick Winston Peters and his New Zealand First party who’s recent increases in support make it ever more likely Peters will get to decide who emerges as Prime Minister after next month’s election.”

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 telephone – with a NZ wide cross-section of 873 electors during July 31 – August 13, 2017. Of all electors surveyed 6.5% (down 2%) 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.

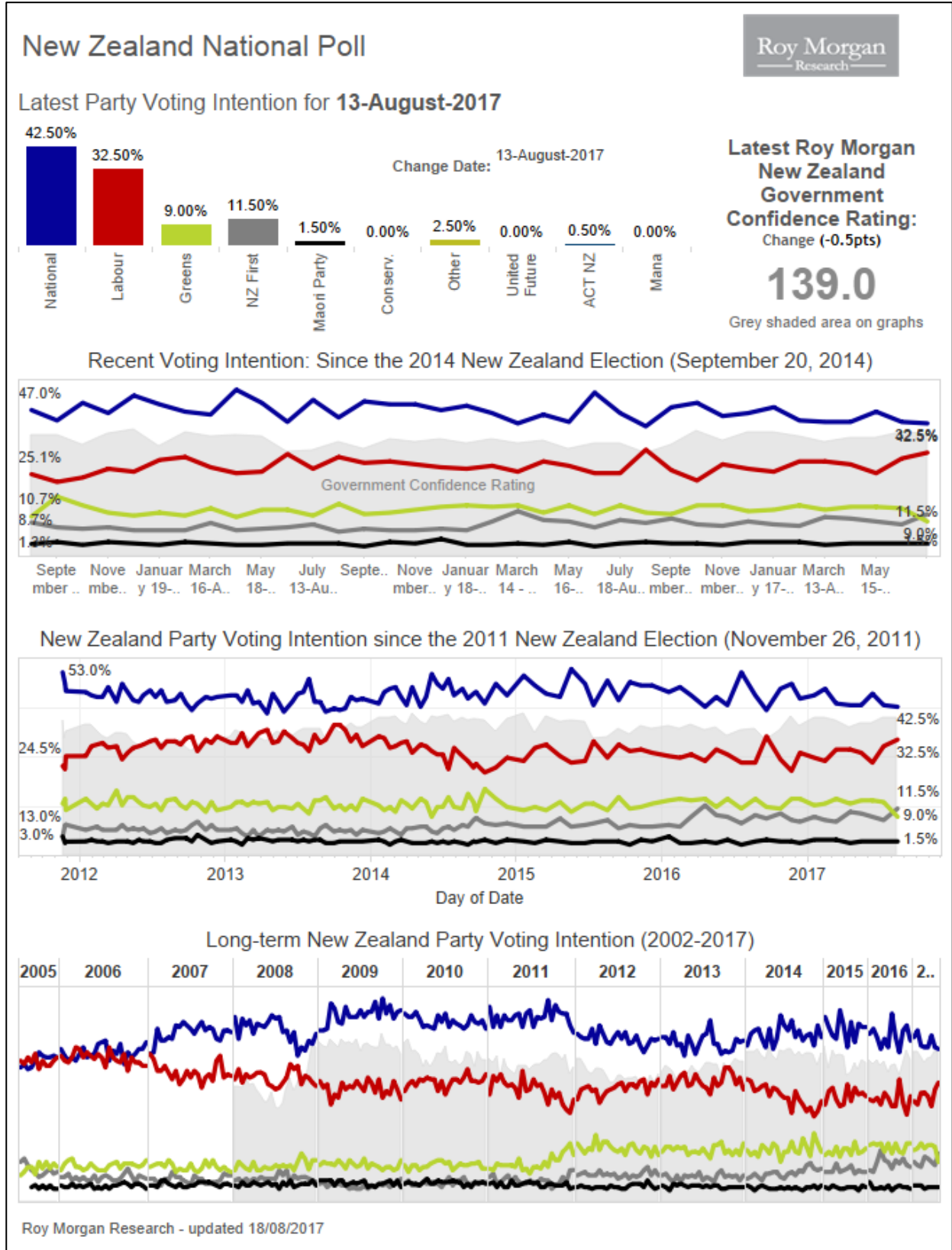
Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.2	±2.7	±1.9	±1.4
1,500	±2.6	±2.2	±1.5	±1.1

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.](#)



Voting Intention Summary

The following table compares the latest New Zealand Roy Morgan Polls on Voting Intention with the result from the September 20, 2014 General Election:

PARTY VOTE ELECTIONS	National %	Labour %	Green Party* %	NZ First %	Maori Party* %	ACT NZ %	United Future* %	Conserva tives* %	Other %
October 12, 1996*	33.87	28.19	10.10	13.35	n/a	6.10	0.88	n/a	7.51
November 27, 1999	30.50	38.74	5.16	4.26	n/a	7.04	1.66	n/a	12.64
July 27, 2002	20.93	41.26	7.00	10.38	n/a	7.14	6.69	n/a	6.60
September 17, 2005	39.10	41.10	5.30	5.72	2.12	1.51	2.67	n/a	2.48
November 8, 2008	44.93	33.99	6.72	4.07	2.39	3.65	0.87	n/a	3.38
November 26, 2011	47.31	27.48	11.06	6.59	1.43	1.07	0.60	2.65	1.81
September 20, 2014	47.04	25.13	10.70	8.66	1.32	0.69	0.22	3.97	2.27
ROY MORGAN POLL									
Sep 29-Oct 12, 2014	43.5	22.5	17.5	7	2	0.5	0.5	5	1.5
Oct 27-Nov 9, 2014	49.5	24	14.5	6.5	1	0.5	^	2	2
Nov 24-Dec 7, 2014	46	27	12	7	2	1.5	^	2.5	2
January 5-18, 2015	52	26	11	6	1.5	1	^	2	0.5
February 2-15, 2015	49	30	12	6	1	^	^	1.5	0.5
March 2-15, 2015	46.5	31	11	6	2	1	^	1.5	1
April 6-19, 2015	45.5	27.5	13.5	8.5	1.5	1	^	1	1.5
May 4-17, 2015	54	25.5	10.5	6	1	1	^	1	1
June 8-21, 2015	49.5	26	13	6.5	1	1	^	1	2
June 29-July 12, 2015	43	32	13	7	1.5	0.5	^	1.5	1.5
August 3-16, 2015	50.5	27	11	8	1.5	0.5	^	^	1.5
Aug 31-Sep 13, 2015	44.5	31	15	5.5	1.5	0.5	0.5	1	0.5
Sep 28-Oct 11, 2015	50	29	11.5	6.5	0.5	0.5	^	0.5	1.5
Oct 26-Nov 8, 2015	49	29.5	12	6	2	0.5	^	0.5	0.5
Nov 23-Dec 6, 2015	49	28.5	13	6	1.5	0.5	0.5	0.5	0.5
Jan 4-17, 2016	47	27.5	14	6.5	3	0.5	^	1	0.5
Feb 1-14, 2016	48.5	27	14.5	6	1	0.5	^	1	1.5
Feb 29-Mar 13, 2016	46	28	14	9	1	1	^	0.5	0.5
April 4-17, 2016	42.5	26	14.5	12.5	1.5	1.5	^	1	0.5
May 2-15, 2016	45.5	29.5	12	9.5	1	1	^	0.5	1
May 30-June 12, 2016	43	28	14.5	9	2	0.5	^	1	2
July 4-17, 2016	53	25.5	11.5	7	0.5	1	^	0.5	1
August 8-21, 2016	46	25.5	14.5	9.5	1.5	1	^	1	1
Sep 5-18, 2016	41.5	33.5	12	8.5	2	1	^	0.5	1
Oct 10-23, 2016	48	26.5	11.5	10	1.5	0.5	^	^	2
Nov 7-20, 2016	49.5	23	14.5	8	1.5	1	0.5	0.5	1.5
Nov 28-Dec 11, 2016	45	28.5	14.5	7.5	1	0.5	0.5	0.5	2
January 3 -16, 2017	46	27	12.5	9	2	0.5	0.5	0.5	2
Jan 30 - Feb 12, 2017	48	26	13	8	2	1	^	^	2
Feb 27-March 12, 2017	43.5	29.5	14.5	7.5	2	0.5	0.5	0.5	1.5
April 3-16, 2017	43	29.5	13	10.5	1	1.5	^	0.5	1
May 1-14, 2017	43	28.5	14	10	1.5	0.5	^	^	2.5
May 29-June 11, 2017	46.5	25.5	14	9	1.5	1	^	^	2.5
June 26 - July 9, 2017	43	30.5	13.5	8	1.5	1	^	^	2.5
July 31 - Aug 13, 2017	42.5	32.5	9	11.5	1.5	0.5	^	^	2.5

^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. *United Future was formed via a merger in 2000 between the United Party and the Future New Zealand Party, which separately contested the 1999 Election. *The Maori Party was launched in July 2004. The Conservative Party was launched in August 2011.

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

The following table compares the latest New Zealand Roy Morgan Polls on Voting Intention with the result from the September 20, 2014 General Election:

	National Party-led Government*	Parliamentary Opposition Parties#
Election, November 8, 2008	51.84	48.16
Election, November 26, 2011	50.41	46.21
Election, September 20, 2014	49.27	44.49
<u>ROY MORGAN POLL</u>		
September 29 – October 12, 2014	46.5	47
October 27 – November 9, 2014	51	45
November 24 – December 7, 2014	49.5	46
January 5-18, 2015	54.5	43
February 2-15, 2015	50	48
March 2-15, 2015	49.5	48
April 6-19, 2015	48	49.5
May 4-7, 2015	56	42
June 8-21, 2015	51.5	45.5
June 29-July 12, 2015	45	52
August 3-16, 2015	52.5	46
Aug 31-Sep 13, 2015	47	51.5
Sep 28-Oct 11, 2015	51	47
Oct 26-Nov 8, 2015	51.5	47.5
Nov 23-Dec 6, 2015	51.5	47.5
Jan 4-17, 2016	50.5	48
Feb 1-14, 2016	50	47.5
Feb 29 – Mar 13, 2016	48	51
April 4-17, 2016	45.5	53
May 2-15, 2016	47.5	51
May 30-June 12, 2016	45.5	51.5
July 4-17, 2016	54.5	44
Aug 8-21, 2016	48.5	49.5
Sep 5-18, 2016	44.5	54
Oct 10-23, 2016	50	48
Nov 7-20, 2016	52.5	45.5
Nov 28-Dec 11, 2016	47	50.5
January 3-16, 2017	49	48.5
Jan 30-Feb 12, 2017	51	47
Feb 27-Mar 12, 2017	46.5	51.5
April 3-16, 2017	45.5	53
May 1-14, 2017	45	52.5
May 29-June 11, 2017	49	48.5
June 26 – July 9, 2017	45.5	52
July 31 – Aug 13, 2017	44.5	53

*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.

Finding No. 7309 taken from Computer Report No. 2439

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.)

	Sep 29-Oct 12, <u>2014</u> %	Oct 27-Nov 9, <u>2014</u> %	Nov 24-Dec 7, <u>2014</u> %	Jan 5-18, <u>2015</u> %	Feb 2-15, <u>2015</u> %	Mar 2-15, <u>2015</u> %	April 6-19, <u>2015</u> %
Right direction	61.5	56	62.5	67	55	64.5	62
Wrong direction	24.5	30	24.5	23	31	24	27
Roy Morgan GCR#	137	126	138	144	124	140.5	135
Can't say	14	14	13	10	14	11.5	11
TOTAL	100	100	100	100	100	100	100

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

	May 4-17, <u>2015</u> %	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> %
Right direction	63	62.5	51	54	58	53	60
Wrong direction	26.5	27	33	34	29.5	31	28.5
Roy Morgan GCR#	136.5	135.5	118	120	128.5	122	131.5
Can't say	11	10.5	16	12	12.5	16	11.5
TOTAL	100	100	100	100	100	100	100

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

	Nov 23-Dec 6, <u>2015</u> %	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> %
Right direction	59.5	59.5	56.5	61	57.5	59	54.5	57.5
Wrong direction	31	28	28.5	29	30.5	29	34	30.5
Roy Morgan GCR#	128.5	131.5	128	132	127	130	120.5	127
Can't say	9.5	12.5	15	10	12	12	11.5	12
TOTAL	100	100	100	100	100	100	100	100

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

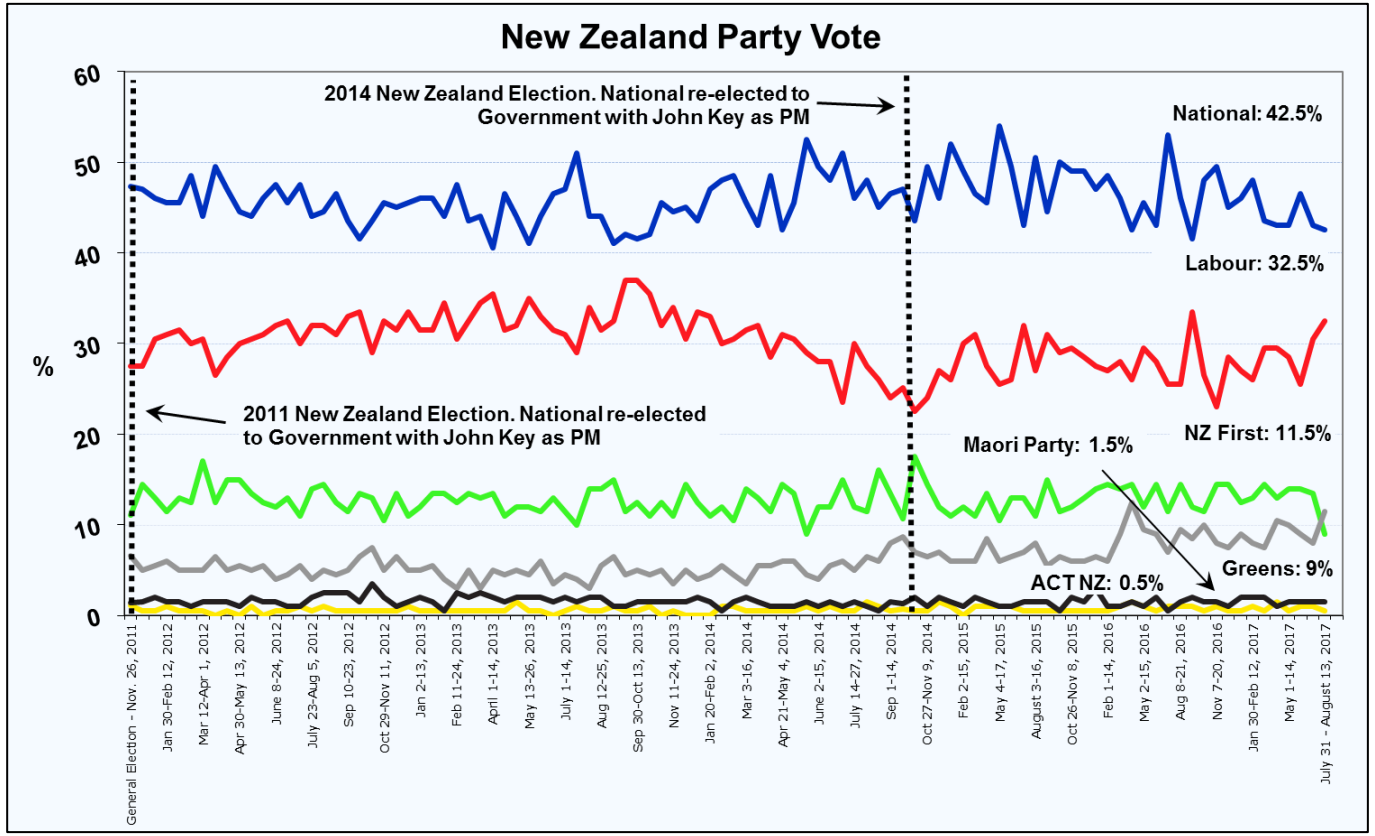
	Aug 8-21, <u>2016</u> %	Sep 5-18, <u>2016</u> %	Oct 10-23, <u>2016</u> %	Nov 7-20, <u>2016</u> %	Nov 28-Dec 11, <u>2016</u> %	Jan 3-16, <u>2017</u> %	Jan 30-Feb 12, <u>2017</u> %
Right direction	58	52	55.5	65	58.5	63	63.5
Wrong direction	30.5	35	29	24	27.5	23	23.5
Roy Morgan GCR#	127.5	117	126.5	141	131	140	140
Can't say	11.5	13	15.5	11	14	14	13
TOTAL	100	100	100	100	100	100	100

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

	Feb 27-Mar 12, <u>2017</u> %	April 3-16, <u>2017</u> %	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> %
Right direction	61.5	58	60.5	61.5	63	62.5
Wrong direction	25.5	29	27	27	23.5	23.5
Roy Morgan GCR#	136	129	133.5	134.5	139.5	139
Can't say	13	13	12.5	11.5	13.5	14
TOTAL	100	100	100	100	100	100

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New Zealand Party Vote



New Zealand Roy Morgan GCR

