

Measuring Public Opinion for over 80 Years

Wednesday, 3 April 2024

National/ ACT/ NZ First (56%) increase lead over Labour/ Greens/ Maori on 40.5% - now at 15.5% points

Roy Morgan's New Zealand Poll for March 2024 shows the new National-led Government (National, ACT & NZ First) with a majority of 56% (up 1% point from February) with a large lead over the Labour-Greens-Maori Party Parliamentary Opposition on 40.5% (down 0.5% points).

Support for National was up 2.5% to 38%, but support for ACT decreased 0.5% points to 11.5% and support for NZ First was down 1% to 6.5%.

Support for Labour was up 1.5% to 23% while support for the Greens was down 2% to 13.5% and support for the Maori Party was down 0.5% points to 3.5%.

A further 3.5% (down 0.5% points) of electors supported a minor party outside Parliament. This includes 2.5% (unchanged) who support The Opportunities Party and a further 1% (down 0.5%) who support other minor parties including the New Conservatives, Democracy NZ, New Zealand Loyal, NewZeal and the Aotearoa Legalise Cannabis Party.

Current level of support for National/ ACT/ NZ First would translate to 69 seats in Parliament

The survey results for March would lead to 69 seats (up one seat from the election) being won by the current National/ ACT/ NZ First governing coalition compared to only 51 seats (down four seats) for the Labour/ Greens/ Maori Party Opposition.

For the governing coalition National's support would win 47 seats (down two seats), support for ACT would equal 14 seats (up three seats) and NZ First would win eight seats (unchanged).

For the three Opposition parties Labour's support would secure 29 seats (down five seats), Greens support would mean 17 seats (up two seats) and the Maori Party would win 5 seats (down one seat).

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 931 electors from February 26 – March 24, 2024. 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 0.5% points) did not name a party.

New Zealand Government Confidence Rating plunges 17pts to 81 in March

The Roy Morgan Government Confidence Rating plunged 17pts to 81 in March as sentiment turned heavily negative. Now only 35% (down 6.5% points) of electors said New Zealand was 'heading in the right direction' while 54% (up 10.5% points) said New Zealand was 'heading in the wrong direction'.

The latest [ANZ-Roy Morgan Consumer Confidence Rating for New Zealand was down 8.1pts to 86.4](#) and is still above the latest [Consumer Confidence figure in Australia of 82.8 on March 27 – April 2, 2024](#).

Men clearly favour National/ ACT/ NZ First while women narrowly favour Labour/ Greens/ Maori

On an overall basis men are heavily in favour of the new National/ ACT/ NZ First coalition government on 66%, more than double the opposition Labour/ Greens/ Maori Party on only 31%.

In contrast, women marginally favour the opposition Labour/ Greens/ Maori on 51.5% - only 6.5% points ahead of the governing National/ ACT/ NZ First on 45%.

Support for the governing coalition is almost equally strong for men of all ages. For men aged 50+ there are 67% supporting National/ ACT/ NZ First more than double the 31% supporting the Labour/ Greens/ Maori Party. Support for NZ First (9%) is stronger amongst this demographic than any other age or gender group analysed.

For younger men aged 18-49 there is also strong support for the governing coalition with 65% supporting National/ ACT/ NZ First compared to 31% that support Labour/ Greens/ Maori Party. This group also has the highest support for ACT on 14% - almost as much as the support for the Labour Party which registers only 14.5% in this demographic.

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Women aged 50+ are clearly behind the new governing coalition with a majority of 53% supporting National/ ACT/ NZ First compared to 46% that support Labour/ Greens/ Maori Party. The Labour Party has its strongest support amongst this demographic attracting 32% support.

However, younger women aged 18-49 are the only major demographic group which favours the governing Labour/Greens on 57.5% well ahead of the governing National/ACT/ NZ First coalition on 36.5%.

This demographic is the core of support for the Greens at 20.5%, almost double the support the Greens attract from any other gender and age group analysed. More than half of the 15 Greens MPs elected in October 2023 were drawn from this gender and age group of women aged under 50.

Party vote analysis by Gender & Age

	2023 NZ Election	March 2024	Women			Men		
			All	18-49	50+	All	18-49	50+
	%	%	%	%	%	%	%	
National	38.1	38	30.5	25.5	35	45	45	45
ACT	8.6	11.5	9.5	9	9.5	13.5	14	13
NZ First	6.1	6.5	5	2	8.5	7.5	6	9
National/ ACT/ NZ First	52.8	56	45	36.5	53	66	65	67
Labour	26.9	23	30.5	29	32	16	14.5	17.5
Greens	11.6	13.5	16	20.5	11.5	11.5	12.5	10.5
Maori Party	3.1	4	5	8	2.5	3.5	4	3
Labour/ Greens/ Maori Party	41.6	40.5	51.5	57.5	46	31	31	31
Others	5.6	3.5	3.5	6	1	3	4	2
Total	100	100	100	100	100	100	100	100

Roy Morgan Government Confidence Rating

Right Direction	31	35	23.5	23	24	46.5	43.5	50.5
Wrong Direction	57.5	54	62.5	64.5	60.5	45	48	42
Government Confidence Rating	73.5	81	61	58.5	63.5	101.5	95.5	108.5
Can't say	11.5	11	14	12.5	15.5	8.5	8.5	7.5
Total	100	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 above 100 for older men, but plunged for women

Roy Morgan New Zealand Government Confidence Rating plunged 17pts to 81 in March 2024 – easily the lowest level of Government Confidence since last year's New Zealand Election.

A plurality of men, 46.5% (down 3% points) say New Zealand is 'heading in the right direction' while almost as many, 45% (up 9% points), say New Zealand is 'heading in the wrong direction' – a Government Confidence Rating of 101.5 (down 12pts). The Government Confidence for older men aged 50+ was down by 4pts to 108.5. However, there was a larger decrease for younger men aged 18-49, down 19pts to 95.5.

Among women overall now a growing majority of 62.5% (up 11.5% points) say 'New Zealand is 'heading in the wrong direction', while fewer than a quarter, 23.5% (down 10% points) say New Zealand is 'heading in the right direction' – a Government Confidence Rating of only 61 (down 21.5pts).

The Government Confidence Rating for women aged 18-49 plunged by 18.5pts to 58.5 – the lowest of any gender and age group analysed while Government Confidence plummeted by 24.5pts to 63.5 for women aged 50+ - clearly the largest fall for any group and down by a massive 42pts in only two months.

Michele Levine, CEO Roy Morgan, says the honeymoon continues for Prime Minister Christopher Luxon's new National-led Government (56%) with the coalition enjoying an almost 16% points lead over the Parliamentary Opposition of Labour/Greens/Maori (40.5%):

“Support for the governing National/ ACT/ NZ First coalition grew 1% point to 56% in March and an even more commanding lead over the Parliamentary Opposition Labour/ Greens/ Maori Party on 40.5% (down 0.5%).

“The massive gender split in support continues with a clear majority of men, 66%, supporting the National/ ACT/ NZ First governing coalition compared to only 31% supporting the Labour/ Greens/ Maori Party – a massive difference of 35% points.

“In contrast, a slim majority of 51.5% of women support the Labour/ Greens/ Maori Party opposition compared to 45% that support the National/ ACT/ NZ First governing coalition – a difference of only 6.5% points. Overall, this represents a 41.5% points difference between men and women.

“This difference is starkest for younger New Zealanders. Men aged 18-49 support the governing coalition by 34% points over the Parliamentary Opposition while women of that age support the Parliamentary Opposition by 21% points – a massive overall gender difference of 55% points.

“Different gender and age groups favour different parties. While men of all ages have the strongest support for National (45%), younger men aged 18-49 provide the highest support for ACT (14%) and older men aged 50+ are the biggest supporters of New Zealand First (9%).

“In contrast, older women aged 50+ are the largest supporters of Labour (32%) while younger women aged 18-49 are easily the biggest supporters of the Greens (20.5%) – almost double the support the Greens attract from any other gender and age group.

“The Roy Morgan New Zealand Government Confidence Rating plunged 17pts to only 81 in March – the lowest the indicator has been since last year's New Zealand election. The plunge came as it was announced the New Zealand economy had been in recession in late 2023. Over the last six months of 2023 there was negative growth for December 2023 (-0.1%) which followed an even worse result for the September 2023 quarter (-0.3%).

“Now a majority of 54% of New Zealanders say ‘the country is going in the wrong direction’ compared to only 35% that say ‘the country is going in the right direction.’ This is the lowest result since the month of last year's New Zealand Election.

“The Government Confidence Rating amongst women plunged in March – driving the overall decline. Government Confidence for older women aged 50+ was down by a massive 24.5pts to 63.5 and for women aged 18-49 was down 18.5pts to only 58.5.

“In contrast, Government Confidence amongst men remained significantly higher during March. For men aged 50+ Government Confidence eased by 4pts to 112.5 – and now the only gender and age group with a positive view on the direction of the country. For men aged 18-49 Government Confidence dropped by 19pts to 95.5.”

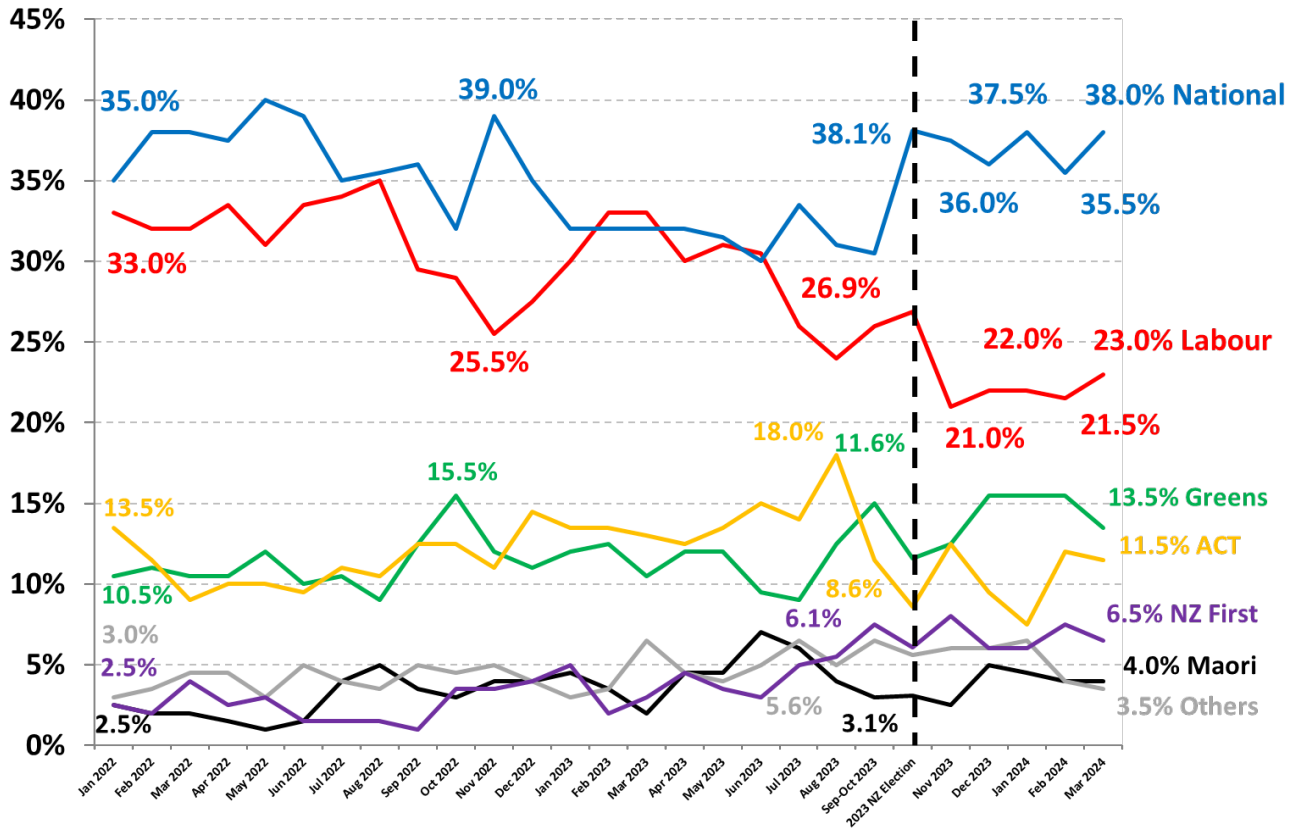
For comments or more information about Roy Morgan's New Zealand Voting Data and profiles of supporters of Labour, National and other parties, please contact:

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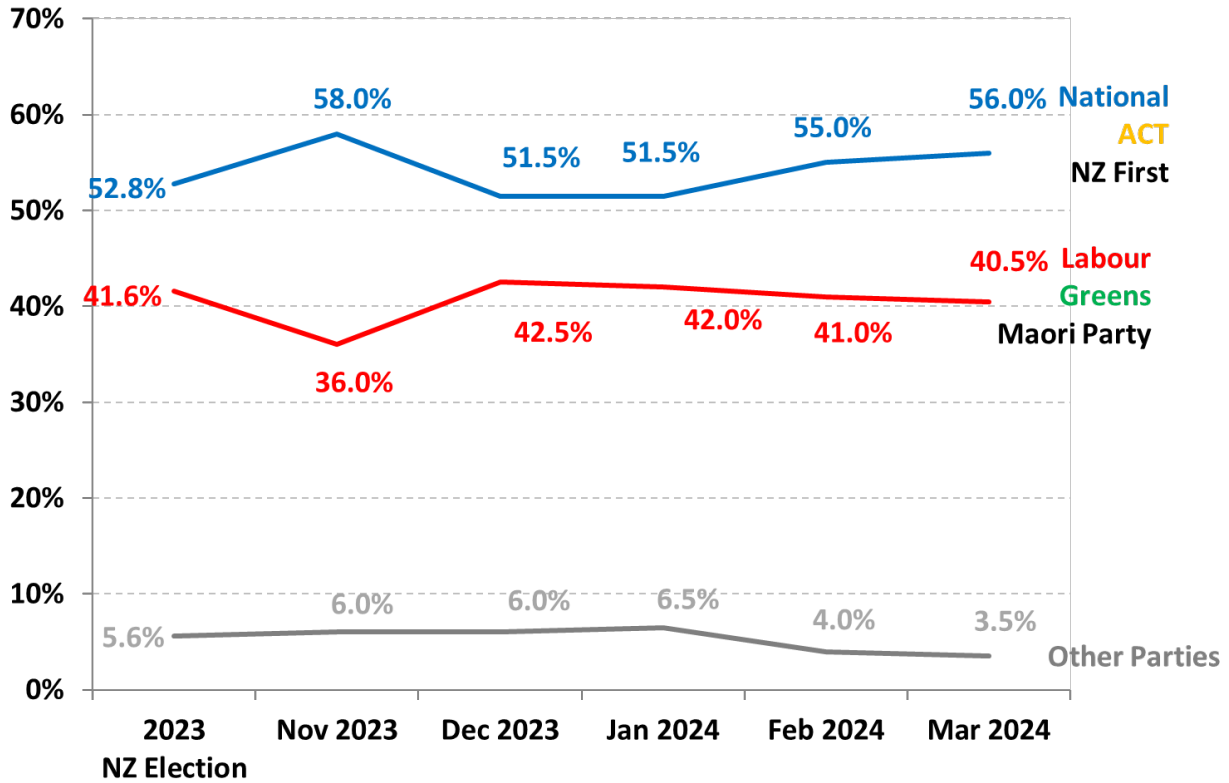
askroymorgan@roymorgan.com

New Zealand Party Vote: 2022-24



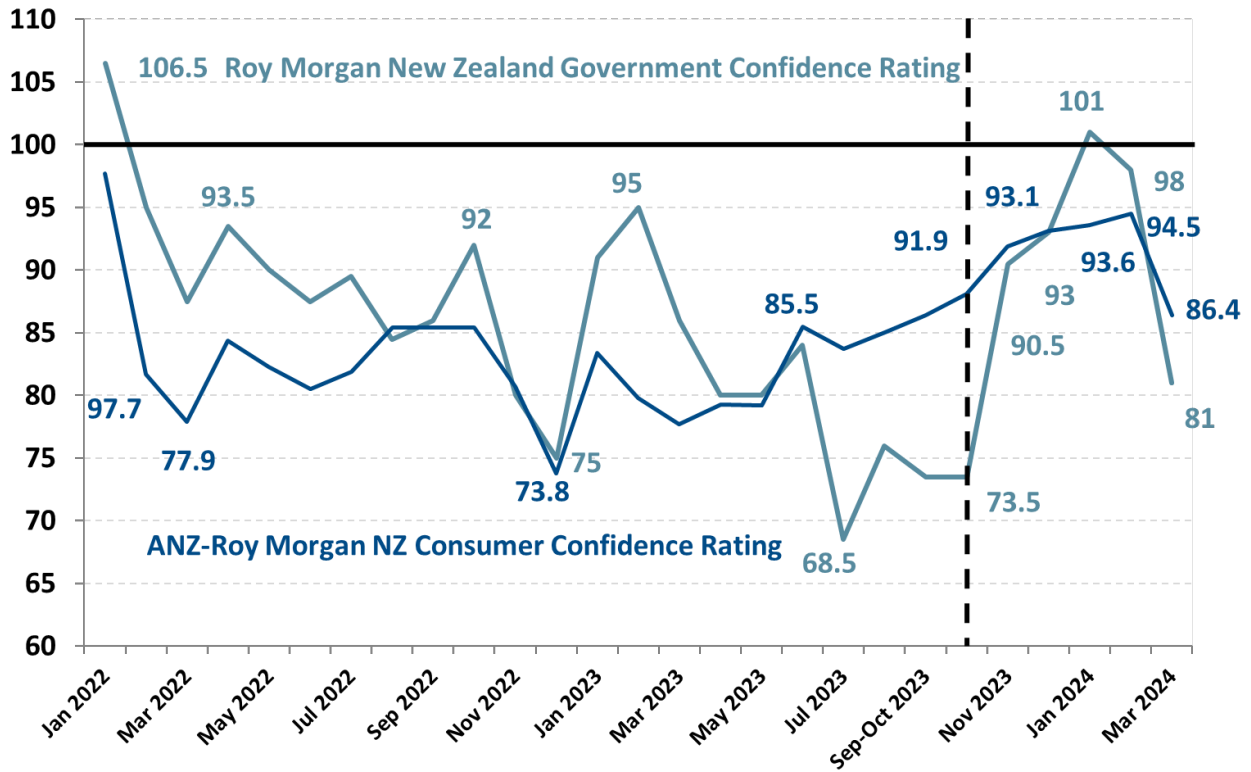
Source: Roy Morgan New Zealand Single Source. January 2022 – March 2024.
 Base: New Zealand electors aged 18+. Average interviews per month – 959.

New Zealand Party Vote: NZ Govt. v Parliamentary Opposition



Source: Roy Morgan New Zealand Single Source. November 2023 - March 2024.
 Base: New Zealand electors aged 18+. Average interviews per month – 940.

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



Source: Roy Morgan New Zealand Single Source. January 2022 – March 2024.
Base: New Zealand electors aged 18+. Average interviews per month – 959.

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

	National-led Government (National, ACT & NZ First)	Parliamentary Opposition Parties (Labour, Greens & Maori Party)
NZ Election, October 14, 2023*	52.80	41.59
ROY MORGAN NEW ZEALAND POLL		
National wins the NZ Election and signs a governing coalition agreement with ACT and NZ First on Friday November 24, 2023		
2023		
November 2023	58	36
December 2023	51.5	42.5
2024		
January 2024	51.5	42
February 2024	55	41
March 2024	56	40.5

*At the 2023 NZ Election the National party secured 38.08% of the vote and needed the support of ACT (8.64%) and NZ First (6.08%) to secure a governing coalition with a majority of seats in the Parliament. There were three Parties elected to Parliament not in Government including Labour (26.91%), Greens (11.6%) and the Maori Party (3.08%).

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.

<u>PARTY VOTE ELECTIONS</u>	<u>National</u> %	<u>ACT</u> %	<u>NZ First</u> %	<u>Labour</u> %	<u>Green Party*</u> %	<u>Maori Party**</u> %	<u>TOP**</u> %	<u>Other</u> %
October 12, 1996*	33.87	6.10	13.35	28.19	10.10	n/a	n/a	8.39
November 27, 1999	30.50	7.04	4.26	38.74	5.16	n/a	n/a	14.30
July 27, 2002	20.93	7.14	10.38	41.26	7.00	n/a	n/a	13.29
September 17, 2005	39.10	1.51	5.72	41.10	5.30	2.12	n/a	5.15
November 8, 2008	44.93	3.65	4.07	33.99	6.72	2.39	n/a	4.25
November 26, 2011	47.31	1.07	6.59	27.48	11.06	1.43	n/a	5.06
September 20, 2014	47.04	0.69	8.66	25.13	10.70	1.32	n/a	6.46
September 23, 2017	44.45	0.50	7.20	36.89	6.27	1.18	2.44	1.07
October 17, 2020	25.58	7.59	2.60	50.01	7.86	1.17	1.51	3.70
October 14, 2023	38.08	8.64	6.08	26.91	11.60	3.08	2.22	3.35
<u>ROY MORGAN POLL</u>								
2023								
November 2023	37.5	12.5	8	21	12.5	2.5	3.5	2.5
December 2023	36	9.5	6	22	15.5	5	4	2
2024								
January 2024	38	7.5	6	22	15.5	4.5	4.5	2
February 2024	35.5	12	7.5	21.5	15.5	4	2.5	1.5
March 2024	38	11.5	6.5	23	13.5	4	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.

<u>SEAT COUNT ELECTIONS</u>	<u>National</u> %	<u>ACT</u> %	<u>NZ First</u> %	<u>Labour</u> %	<u>Green Party*</u> %	<u>Maori Party**</u> %	<u>Other</u> %
October 12, 1996*	44	8	17	37	0	0	14*
November 27, 1999	39	9	5	49	7	0	11*
July 27, 2002	27	9	13	52	9	0	10*
September 17, 2005	48	2	7	50	6	4	4*
November 8, 2008	58	5	0	43	9	5	2*
November 26, 2011	59	1	8	34	14	3	2*
September 20, 2014	60	1	11	32	14	2	1*
September 23, 2017	56	1	9	46	8	0	0
October 17, 2020	33	10	0	65	10	2	0
October 14, 2023	49	11	8	34	15	6	0
ROY MORGAN SEAT PREDICTOR							
November 2023	48	16	10	27	16	5	0
December 2023	46	12	8	28	20	8	0
2024							
January 2024	49	10	7	28	20	6	0
February 2024	45	15	9	27	19	5	0
March 2024	47	14	8	29	17	5	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 (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 (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 (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 (2017-2023): 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.

Sixth National Government (2023-?): 2023 NZ Election: National (48 seats) 'wins' the NZ Election and governs in coalition with ACT (16 seats) and NZ First (10 seats) for a total of 74 seats in the 123 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.)

	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	Sep-Oct 2023
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Right direction	40	39	40.5	37.5	37.5	42	35	32	40	42.5	38.5	35	34.5	38	29	32	31
Wrong direction	50	51.5	51	53	51.5	50	55	57	49	47.5	52.5	55	54.5	54	60.5	56	57.5
Roy Morgan GCR#	90	87.5	89.5	84.5	86	92	80	75	91	95	86	80	80	84	68.5	76	73.5
Can't say	10	9.5	8.5	9.5	11	8	10	11	11	10	9	10	11	8	10.5	12	11.5
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

NZ Roy Morgan Government Confidence Rating: Interviewing Dates (National from Nov. 2023)

	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024
	%	%	%	%	%
Right direction	36.5	38	42	41.5	35
Wrong direction	46	45	41	43.5	54
Roy Morgan GCR#	90.5	93	101	98	81
Can't say	17.5	17	17	15	11
TOTAL	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