

Wednesday, 1 October 2025

New Zealand: In September, National-led Government and Labour-led Parliamentary Opposition are level

Roy Morgan's New Zealand Poll for September 2025 shows an effectively even split between the National-led Government (National, ACT & NZ First) on 48.5%, up 2% points from a month earlier, marginally in front of the Labour-Greens-Maori Party Parliamentary Opposition now on 47.5%, down 2.5% points.

Although the National-led Government is marginally in front, the tightness of the result between the two sides would result in a split Parliament with 60 seats for each side, the latest Roy Morgan New Zealand Poll finds.

Amongst the National-led Government support for National increased 2.5% points to 31.5%, support for ACT dropped 1.5% points to 9% and support for NZ First increased 1% points to 8%.

For the Parliamentary Opposition, support for Labour dropped 5.5% points to 28.5%, support for the Greens was unchanged at 13.5%, and support for the Maori Party increased 3% points to 5.5%.

A further 4% (up 0.5% points) of electors supported a minor party outside Parliament. This includes 2.5% (down 0.5% points) who support The Opportunities Party (T.O.P.) and a further 1.5% (up 1% point) who support other minor parties including the New Conservatives, NewZeal, NZ Outdoors, the Freedom Party and the Aotearoa Legalise Cannabis Party.

National-led Government and Parliamentary Opposition tied on 60 seats in a 120 seat Parliament

The survey results for September would lead to a tie of 60 seats each for the National-led Government (down eight seats from the election) and the Labour-led Parliamentary Opposition (up five seats).

For the governing coalition National's support would win 39 seats (down 10 seats from the election), support for ACT would equal 11 seats (unchanged) and NZ First would win 10 seats (up two seats).

For the three Opposition parties Labour's support would secure 36 seats (up two seats from the election), Greens support would mean 17 seats (up two seats) and the Maori Party would win seven seats (up 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 870 electors from August 25 – September 21, 2025. Electors were asked: "If a New Zealand Election were held today which party would receive your party vote?" Of all electors surveyed 3.5% (up 1.5% points) did not name a party.

New Zealand Government Confidence Rating was up 6pts to 89.5 in September

The Roy Morgan Government Confidence Rating was up 6pts to 89.5 in September. Now a plurality of 49.5% (down 4% points) of electors say New Zealand is 'heading in the wrong direction' compared to only 39% (up 2% points) who said New Zealand is 'heading in the right direction'.

The [ANZ-Roy Morgan Consumer Confidence Rating for New Zealand was at 94.6 in September](#) but is a large eight points above the [Consumer Confidence figure in Australia of 86.3 on September 22-28, 2025](#).

Younger women favour the Labour-led Opposition, but other groups favour the Government

Younger women aged 18-49 are now the only gender and age group that favours the Labour-led Parliamentary Opposition (72%) by a margin of over three-to-one over the National-led Government (22%). Support for all three opposition parties including Labour (34%), the Greens (27.5%) and the Māori Party (10.5%) is higher amongst this group than any other gender and age group analysed.

In contrast, older women aged 50+ are clearly in favour of the National/ ACT/ NZ First governing coalition on 56.5% well ahead of the Opposition Labour/ Greens/ Māori Party on 43%. The combined support for the two major parties, National (38%) and Labour (31.5%) at a total of 69.5% is higher amongst this group than any other gender and age group analysed.

A majority of 58% of men favour the National/ ACT/ NZ First coalition government compared to 37.5% supporting the opposition Labour/ Greens/ Maori Party.

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A large majority of men aged over 50 support the National/ ACT/ NZ First governing coalition (64%) compared to only 33% supporting the opposition Labour/ Greens/ Māori Party. Support for National (43%) is higher among this demographic than any other gender and age group analysed.

Younger men aged 18-49 favour the National-led governing coalition on 50.5% compared to 43.5% that support the Labour-led Parliamentary Opposition. Support for ACT (17.5%) is higher among this demographic than any other gender and age group analysed.

Party vote analysis by Gender & Age

	2023 NZ Election	Sept. 2025	Women			Men		
			All	18-49	50+	All	18-49	50+
	%	%	%	%	%	%	%	%
National	38.1	31.5	27.5	15.5	38	36	27.5	43
ACT	8.6	9	4	4.5	4	14.5	17.5	11.5
NZ First	6.1	8	8.5	2	14.5	7.5	5.5	9.5
National/ ACT/ NZ First	52.8	48.5	40	22	56.5	58	50.5	64
Labour	26.9	28.5	32.5	34	31.5	24	23.5	25
Greens	11.6	13.5	18	27.5	9.5	8.5	13	5
Māori Party	3.1	5.5	6	10.5	2	5	7	3
Labour/ Greens/ Māori Party	41.6	47.5	56.5	72	43	37.5	43.5	33
Others	5.6	4	3.5	6	0.5	4.5	6	3
Total	100	100	100	100	100	100	100	100

Roy Morgan Government Confidence Rating

Right Direction	31	39	34.5	27	42.5	43.5	35.5	53
Wrong Direction	57.5	49.5	55.5	60.5	49.5	43.5	48.5	37.5
Government Confidence Rating	73.5	89.5	79	66.5	93	100	87	115.5
Can't say	11.5	11.5	10	12.5	8	13	16	9.5
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”.*

Government Confidence Rating increased 6 points to 89.5 in September

The Roy Morgan New Zealand Government Confidence Rating increased 6 points to 89.5 in September 2025.

However, there is a clear gender split on the question and while men are evenly split on Government Confidence with a rating of 100 in September, up 8 points from August, women are in deeply negative territory with a Government Confidence Rating of only 79, but an increase of 3 points from a month ago.

For men now 43.5% (up 0.5% points) say New Zealand is ‘heading in the right direction’ dead equal with 43.5% (down 7.5% points) that say the country is ‘heading in the wrong direction’. Government Confidence increased for men of all ages in September, up by 10.5 points to 87 for younger men aged 18-49, and up by 5.5 points to 115.5 for older men aged 50+ - a second straight monthly increase for older men.

Among women now a majority of 55.5% (unchanged) say ‘New Zealand is ‘heading in the wrong direction’, while just 34.5% (up 3% points) say New Zealand is ‘heading in the right direction’ – putting the indicator deep into negative territory below 100. The Government Confidence Rating for women aged 18-49 was virtually unchanged at only 66.5 and clearly the lowest of any gender and age group analysed, while the Government Confidence Rating for women aged 50+ increased by 7 points to 93.

Michele Levine, CEO Roy Morgan, says there is little between the National-led Government and the Labour-led Parliamentary Opposition with neither side set to secure a majority of seats at next year's election based on current levels of support:

"Support for the National-led Government (National, ACT, NZ First) increased 2% points to 48.5% in September and is now just ahead of the Labour-led Parliamentary Opposition (Labour, Greens, Maori Party) on 47.5%, down 2.5% points.

"However, the narrow margin means both sides would win 60 seats at next year's election if these results were repeated at the election with neither side winning a majority of seats in the (likely) 120 seat Parliament. The ultimate size of the Parliament depends on any 'overhang seats' that may occur if a party wins seats without gaining at least 5% support at the election.

"Interestingly, the National-led Government is favoured over the Labour-led Parliamentary Opposition by three of the main gender and age groups. The largest lead is among older men aged 50+ (64% cf. 33%), and there are also leads among older women aged 50+ (56.5% cf. 43%) and younger men aged 18-49 (50.5% cf. 43.5%).

"In contrast, younger women aged 18-49 are the central pillar of support for the Labour-led Parliamentary Opposition over the National-led Government (72% cf. 22%) – a stunning lead of 50% points. Among this group, support for Labour (34%), the Greens (27.5%) and the Maori Party (10.5%) is higher than any of the three other gender and age groups analysed.

"There were contrasting factors at play in recent weeks which may have impacted the level of support for the National-led Government. The first factor, which would have had a positive impact on the Government's support, was the Reserve Bank of New Zealand's decision to cut interest rates in late August by 0.25% to 3%.

"However, in late September the latest New Zealand GDP results were announced by Stats NZ for the 12 months to June 2025 showing GDP contracting by 0.9% in the June quarter 2025, and down by 1.1% compared to the 12 months to June 2024 a year ago.

"New Zealand Prime Minister Christopher Luxon will be hoping the sharp cuts to interest rates over the last year (a total of seven interest rate cuts by a total of 2.5% points from August 2024 to August 2025) will provide renewed support to the economy over the next year heading into the election due in just over a year's time.

"Luxon and his National colleagues will be hoping to avoid being the first one-term New Zealand Government since 1975 – 50 years ago."

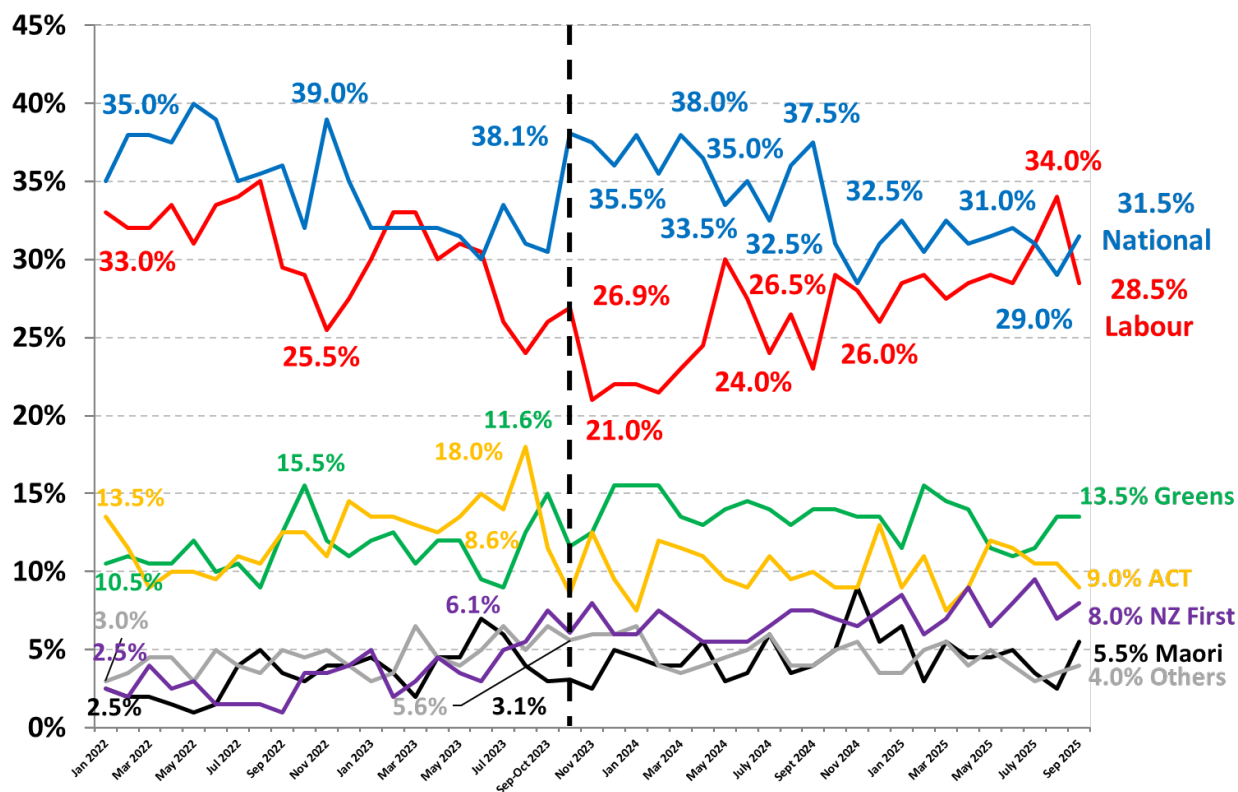
For comments or more information about Roy Morgan's New Zealand Voting Data and profiles of supporters of Labour, National and other parties, please contact:

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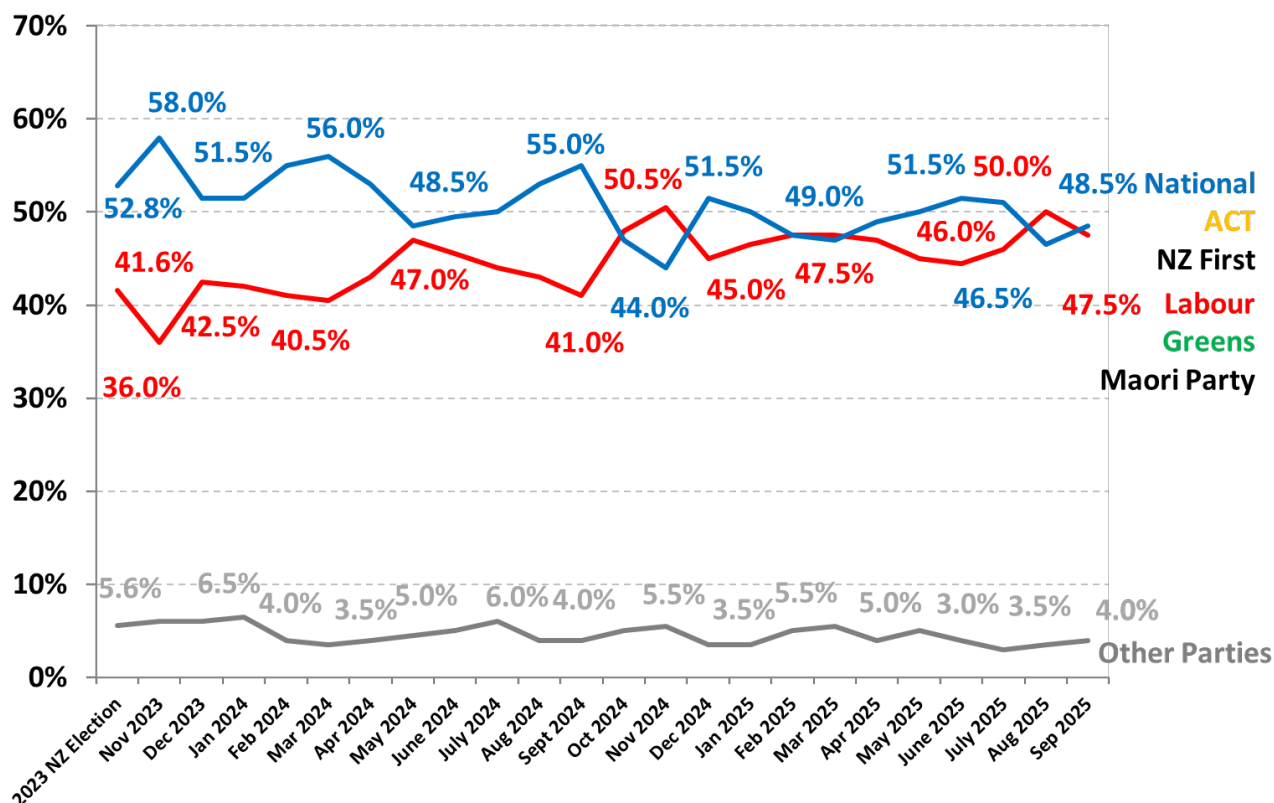
New Zealand Party Vote: 2022-25



Source: Roy Morgan New Zealand Single Source. January 2022 – September 2025.

Base: New Zealand electors aged 18+. Average interviews per month – 925.

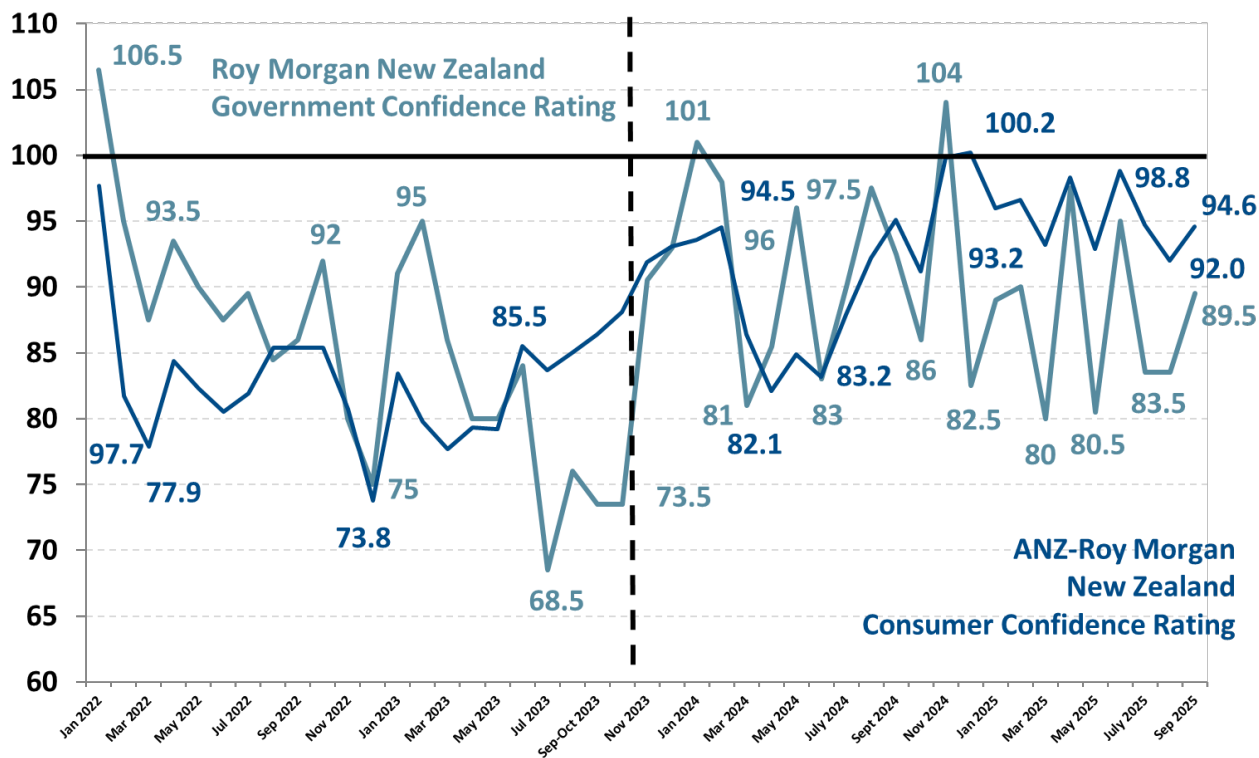
New Zealand Party Vote: NZ Govt. v Parliamentary Opposition



Source: Roy Morgan New Zealand Single Source. November 2023 - September 2025.

Base: New Zealand electors aged 18+. Average interviews per month – 890.

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



Source: Roy Morgan New Zealand Single Source. January 2022 – September 2025.

Base: New Zealand electors aged 18+. Average interviews per month – 925.

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

	<u>National-led Government</u> (National, ACT & NZ First)	<u>Parliamentary Opposition Parties</u> (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**

January 2024	51.5	42
February 2024	55	41
March 2024	56	40.5
April 2024	53	43
May 2024	48.5	47
June 2024	49.5	45.5
July 2024	50	44
August 2024	53	43
September 2024	55	41
October 2024	47	48
November 2024	44	50.5
December 2024	51.5	45
2025		
January 2025	50	46.5
February 2025	47.5	47.5
March 2025	47	47.5
April 2025	49	47
May 2025	50	45
June 2025	51.5	44.5
July 2025	51	46
August 2025	46.5	50
September 2025	48.5	47.5

**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 14, 2023, General Election:

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

PARTY VOTE ELECTIONS	National %	ACT %	NZ First %	Labour %	Green Party* %	Maori Party** %	TOP** %	Other %
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
ROY MORGAN POLL								
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
April 2024	36.5	11	5.5	24.5	13	5.5	2	2
May 2024	33.5	9.5	5.5	30	14	3	3	1.5
June 2024	35	9	5.5	27.5	14.5	3.5	2.5	2.5
July 2024	32.5	11	6.5	24	14	6	4.5	1.5
August 2024	36	9.5	7.5	26.5	13	3.5	2.5	1.5
September 2024	37.5	10	7.5	23	14	4	2.5	1.5
October 2024	31	9	7	29	14	5	2	3
November 2024	28.5	9	6.5	28	13.5	9	3.5	2
December 2024	31	13	7.5	26	13.5	5.5	1	2.5
2025								
January 2025	32.5	9	8.5	28.5	11.5	6.5	1.5	2
February 2025	30.5	11	6	29	15.5	3	2.5	2.5
March 2025	32.5	7.5	7	27.5	14.5	5.5	4	1.5
April 2025	31	9	9	28.5	14	4.5	2.5	1.5
May 2025	31.5	12	6.5	29	11.5	4.5	3	2
June 2025	32	11.5	8	28.5	11	5	3	1
July 2025	31	10.5	9.5	31	11.5	3.5	1	2
August 2025	29	10.5	7	34	13.5	2.5	3	0.5
September 2025	31.5	9	8	28.5	13.5	5.5	2.5	1.5

*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.

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	National %	ACT %	NZ First %	Labour %	Green Party* %	Maori Party** %	Other %
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							
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
April 2024	45	14	7	31	16	7	0
May 2024	42	12	7	38	17	4	0
June 2024	44	11	7	35	18	5	0
July 2024	41	14	8	31	18	8	0
August 2024	45	12	9	33	16	5	0
September 2024	47	13	9	29	17	5	0
October 2024	39	11	9	37	18	6	0
November 2024	37	11	8	36	17	11	0
December 2024	39	16	9	32	17	7	0
2025							
January 2025	40	11	11	36	14	8	0
February 2025	39	14	7	37	19	4	0
March 2025	41	10	9	35	18	7	0
April 2025	39	11	11	36	17	6	0
May 2025	40	15	8	37	14	6	0
June 2025	40	14	10	36	14	6	0
July 2025	38	13	12	38	14	5	0
August 2025	36	13	9	42	17	3	0
September 2025	39	11	10	36	17	7	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.

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.)

	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	Apr 2024	May 2024	June 2024	July 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Right direction	36.5	38	42	41.5	35	34.5	43	35.5	38	43	39	36.5	46.5	35	37.5	39
Wrong direction	46	45	41	43.5	54	49	47	52.5	48	45.5	46.5	50.5	42.5	52.5	48.5	49
Roy Morgan GCR#	90.5	93	101	98	81	85.5	96	83	90	97.5	92.5	86	104	82.5	89	90
Can't say	17.5	17	17	15	11	16.5	10	12	14	11.5	14.5	13	11	12.5	14	12
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 (National Party Govt.)

	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Right direction	32.5	40.5	35	41	37	37	39									
Wrong direction	52.5	43	54.5	46	53.5	53.5	49.5									
Roy Morgan GCR#	80	97.5	80.5	95	83.5	83.5	89.5									
Can't say	15	16.5	10.5	13	9.5	9.5	11.5									
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