

Wednesday, 3 September 2025

New Zealand: In August, support for Labour surges to highest since the 2023 New Zealand Election

Roy Morgan's New Zealand Poll for August 2025 shows a surge in support for the Labour-Greens-Maori Party Parliamentary Opposition now on 50% - up 4% points from a month ago.

In contrast, support for the National-led Government (National, ACT & NZ First) dropped 4.5% points to only 46.5% - its lowest level of support this year. Within the National-led Government support for National was down 2% points to 29%, support for ACT was unchanged at 10.5% and support for NZ First dropped 2.5% points to 7%.

For the Parliamentary Opposition, support for Labour increased 3% points to 34% - the highest level of support for any party for a year since September 2024. Support for the Greens was up 2% points to 13.5%, but support for the Maori Party dropped 1% point to 2.5%.

A further 3.5% (up 0.5% points) of electors supported a minor party outside Parliament. This includes 3% (up 2% points) who support The Opportunities Party (T.O.P.) and a further 0.5% (down 1.5% points) who support other minor parties including the New Conservatives, NewZeal, NZ Outdoors, the Freedom Party and the Aotearoa Legalise Cannabis Party.

Labour/ Greens/ Maori Party would win a slim majority of 62 seats in a 120 seat Parliament

The survey results for August would lead to 62 seats (up seven seats from the election) being won by the Labour/ Greens/ Maori Party Parliamentary Opposition compared to 58 seats (down 10 seats) for the current National/ ACT/ NZ First governing coalition.

For the three Opposition parties Labour's support would secure 42 seats (up eight seats from the election), Greens support would mean 17 seats (up two seats) and the Maori Party would win three seats (down three seats).

For the governing coalition National's support would win 36 seats (down 13 seats from the election), support for ACT would equal 13 seats (up two seats) and NZ First would win nine 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 873 electors from July 28 – August 24, 2025. Electors were asked: "If a New Zealand Election were held today which party would receive your party vote?" Of all electors surveyed 2% (down 0.5% points) did not name a party.

New Zealand Government Confidence Rating was unchanged at 83.5 in August

The Roy Morgan Government Confidence Rating was unchanged at 83.5 in August. Now a majority of 53.5% (unchanged) of electors say New Zealand is 'heading in the wrong direction' compared to only 37% (unchanged) who said New Zealand is 'heading in the right direction'.

The [ANZ-Roy Morgan Consumer Confidence Rating for New Zealand dropped 2.7pts to 92.0 in August](#) but is still 4 points above the [Consumer Confidence figure in Australia of 88 on August 25-31, 2025](#).

Age gap persists with younger women and men favouring the Labour/ Greens/ Māori Opposition while older women and men favouring the National/ ACT/ NZ First governing coalition

A clear age gap has persisted alongside the 'gender split' in August. The long-standing 'gender gap' shows a majority of 58.5% of women favouring the opposition Labour/ Greens/ Maori Party compared to 39.5% favouring the National/ ACT/ NZ First coalition Government. This gender gap is entirely driven entirely by younger women aged 18-49.

An overwhelming majority of younger women support the Parliamentary Opposition Labour/ Greens/ Māori Party on 76.5%, well over triple the support of the National/ ACT/ NZ First governing coalition on only 20%. Support for all three opposition parties including Labour (49.5%), the Greens (21.5%) and the Māori Party (5.5%) 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 60.5% well ahead of the Opposition Labour/ Greens/ Māori Party on 39%. The

FOR IMMEDIATE RELEASE

combined support for the two major parties, National (41.5%) and Labour (33%) at a total of 74.5% is higher amongst this group than any other gender and age group analysed.

In contrast a majority of 54% of men favour the National/ ACT/ NZ First coalition government compared to 41% supporting the opposition Labour/ Greens/ Maori Party. This gender gap is driven by men over 50.

A large majority of men aged over 50 support the National/ ACT/ NZ First governing coalition (66.5%) compared to only 31% supporting the opposition Labour/ Greens/ Māori Party – a gap of 35.5% points. Support for ACT (16.5%) is higher among this demographic than any other age or gender group analysed.

However, younger men aged 18-49 favour the Parliamentary Opposition Labour/ Greens/ Māori Party on 51% compared to 41.5% that support the National-led governing coalition.

Party vote analysis by Gender & Age

	2023 NZ Election	August 2025	Women			Men		
	%	%	All	18-49	50+	All	18-49	50+
National	38.1	29	26.5	13	41.5	31.5	20.5	43
ACT	8.6	10.5	5	2.5	7.5	16	15.5	16.5
NZ First	6.1	7	8	4.5	11.5	6.5	5.5	7
National/ ACT/ NZ First	52.8	46.5	39.5	20	60.5	54	41.5	66.5
Labour	26.9	34	41.5	49.5	33	26.5	29.5	23
Greens	11.6	13.5	13.5	21.5	4.5	13	20	6
Māori Party	3.1	2.5	3.5	5.5	1.5	1.5	1.5	2
Labour/ Greens/ Māori Party	41.6	50	58.5	76.5	39	41	51	31
Others	5.6	3.5	2	3.5	0.5	5	7.5	2.5
Total	100	100	100	100	100	100	100	100

Roy Morgan Government Confidence Rating

Right Direction	31	37	31.5	29	34	43	36	51
Wrong Direction	57.5	53.5	55.5	62	48	51	59.5	41
Government Confidence Rating	73.5	83.5	76	67	86	92	76.5	110
Can't say	11.5	9.5	13	9	18	6	4.5	8
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 is unchanged in August despite wild swings in political support

The Roy Morgan New Zealand Government Confidence Rating was unchanged at 83.5 in August 2025.

A bare majority of men, 51% (up 1% point) say New Zealand is ‘heading in the wrong direction’ compared to 43% (up 4.5% points) that say the country is ‘heading in the right direction’ – a Government Confidence Rating of only 92 (up 3.5pts). Government Confidence for men moved in different directions in August depending on age with Government Confidence for younger men aged 18-49 dropping 8pts to 76.5, but for older men aged 50+ Government Confidence surged by 17pts to 110.

Among women now a majority of 55.5% (down 1.5% points) say ‘New Zealand is ‘heading in the wrong direction’, while just 31.5% (down 4% points) say New Zealand is ‘heading in the right direction’ – a Government Confidence Rating of 76 (down 2.5pts). The Government Confidence Rating for women aged 18-49 dropped 2 points to 67 and clearly the lowest of any gender and age group analysed, while the Government Confidence Rating for women aged 50+ also dropped by 2 points to 86.

Michele Levine, CEO Roy Morgan, says the surge in support for the Labour-led Parliamentary Opposition has been concentrated among younger women aged 18-49 with an increase of 13% points on a month ago to a super-majority of 76.5%:

“Support for the Parliamentary Opposition (Labour Party, Greens, Maori Party) has increased 4% points to 50% in August – the highest level of support for the opposition so far this year and now clearly ahead of the National-led Government (National, ACT, NZ First) on 46.5% (down 4.5% points) – and a gap of 3.5% in favour of the Opposition.

“Support for Labour increased 3% points to 34% - the highest level of support for the party since August 2022 – when former Prime Minister Jacinda Ardern still led the party. Support for the Greens was up 2% points to 13.5% and the Maori Party dropped 1% point to 2.5%.

“There is now a clear age split emerging with the Labour-led Opposition now favoured by both younger women and men – for a second straight month. Support for the Opposition among younger women aged 18-49 is at 76.5% (up 13% points on a month ago) while a slim majority of younger men aged 18-49 (51%, up 0.5% points) also support the opposition.

“In contrast, older electors aged 50+ - both women and men – favour the National-led governing Coalition (National, ACT, NZ First). A large majority of 60.5% (up 5.5% points) of women aged 50+ support the National-led Government and 66.5% (down 2.5% points) of men aged 50+ also support Prime Minister Christopher Luxon’s government.

“This is the second straight month a clear age split has emerged with younger people favouring the Labour-led Opposition. This support is clearly driven by younger women with their support for the opposition (76.5%) well over triple their support for the government (20%).

“If a New Zealand Election were held now these support levels would result in 62 seats for the Labour-led Parliamentary Opposition and 58 seats for the National-led Government – a majority of four seats in the 120 seat Parliament – depending on any potential ‘overhang seats’ that may occur if a party won seats without gaining at least 5% support at the election.

“However, there is some good news for the National-led Government with the Reserve Bank of New Zealand (RBNZ) cutting interest rates in late August by 0.25% to 3%. Official interest rates are now at their lowest for nearly three years since October 2022. This is the RBNZ’s seventh interest rate cut in the last year since August 2024 when interest rates were at 5.5%.

“While the latest annual growth figures show the economy has shrunk by 1.1% compared with a year ago, the sharp cuts to interest rates over the last year are providing renewed support to the economy which emerged from recession late last year with the [latest quarterly growth estimates from Stats NZ showing growth of 0.8% in the March quarter 2025](#).

“New Zealand Prime Minister Christopher Luxon will be hoping the economy keeps improving over the next year with the country set to go to its next election 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.”

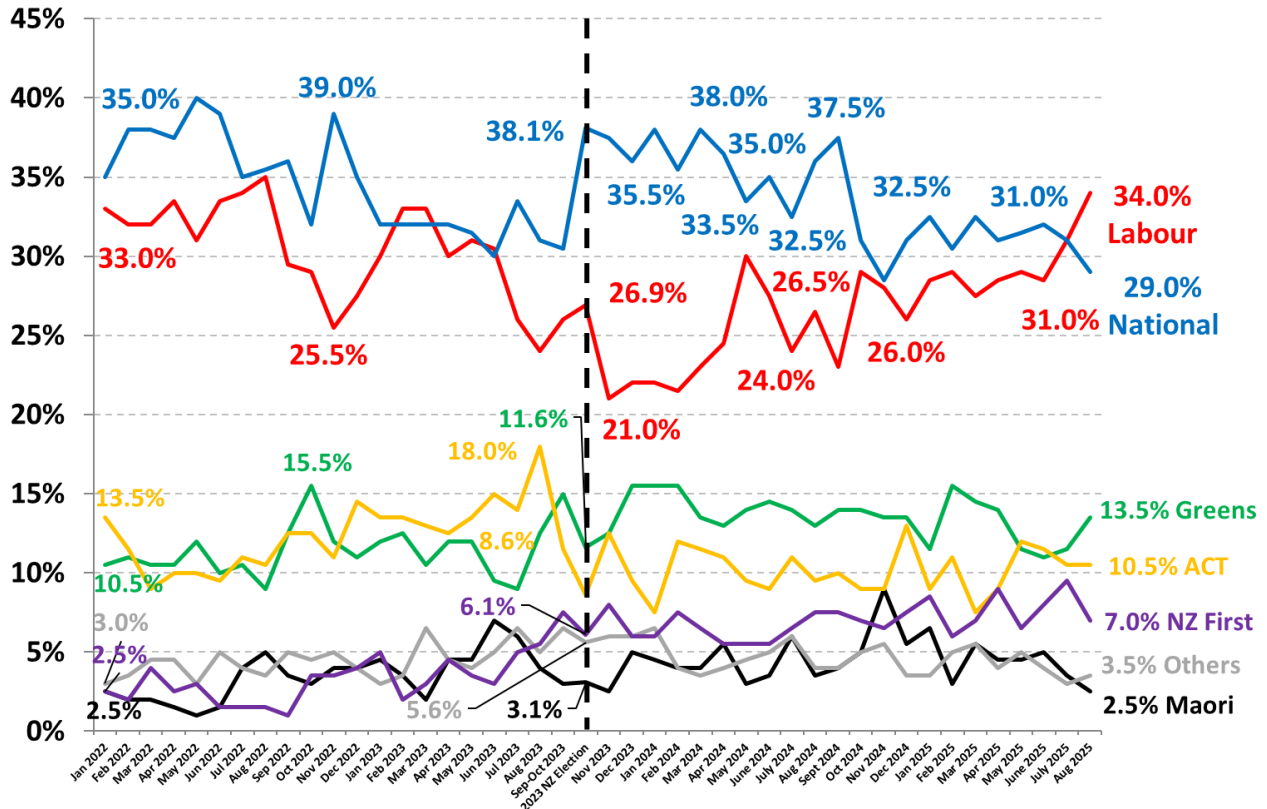
For comments or more information about Roy Morgan’s New Zealand Voting Data and profiles of supporters of Labour, National and other parties, please contact:

Roy Morgan Enquiries

Office: +61 (3) 9224 5309

askroymorgan@roymorgan.com

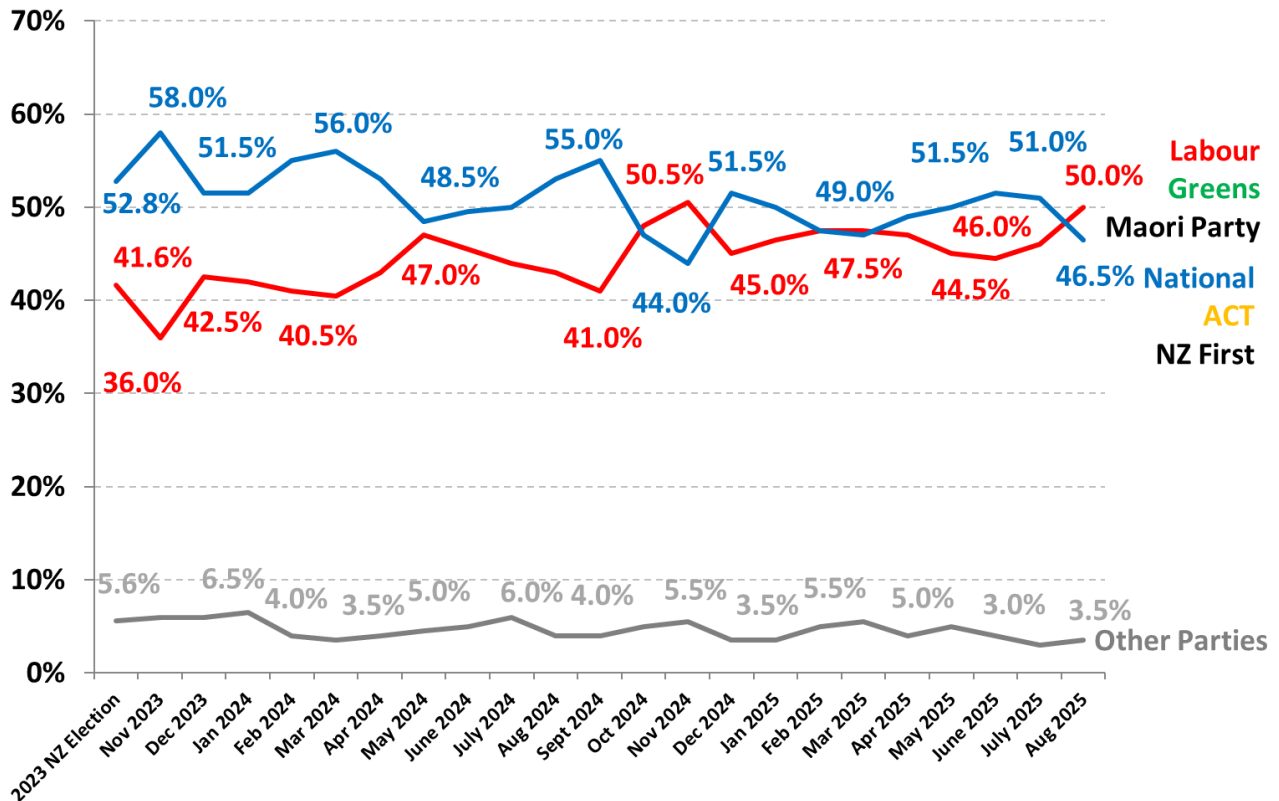
New Zealand Party Vote: 2022-25



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

Base: New Zealand electors aged 18+. Average interviews per month – 927.

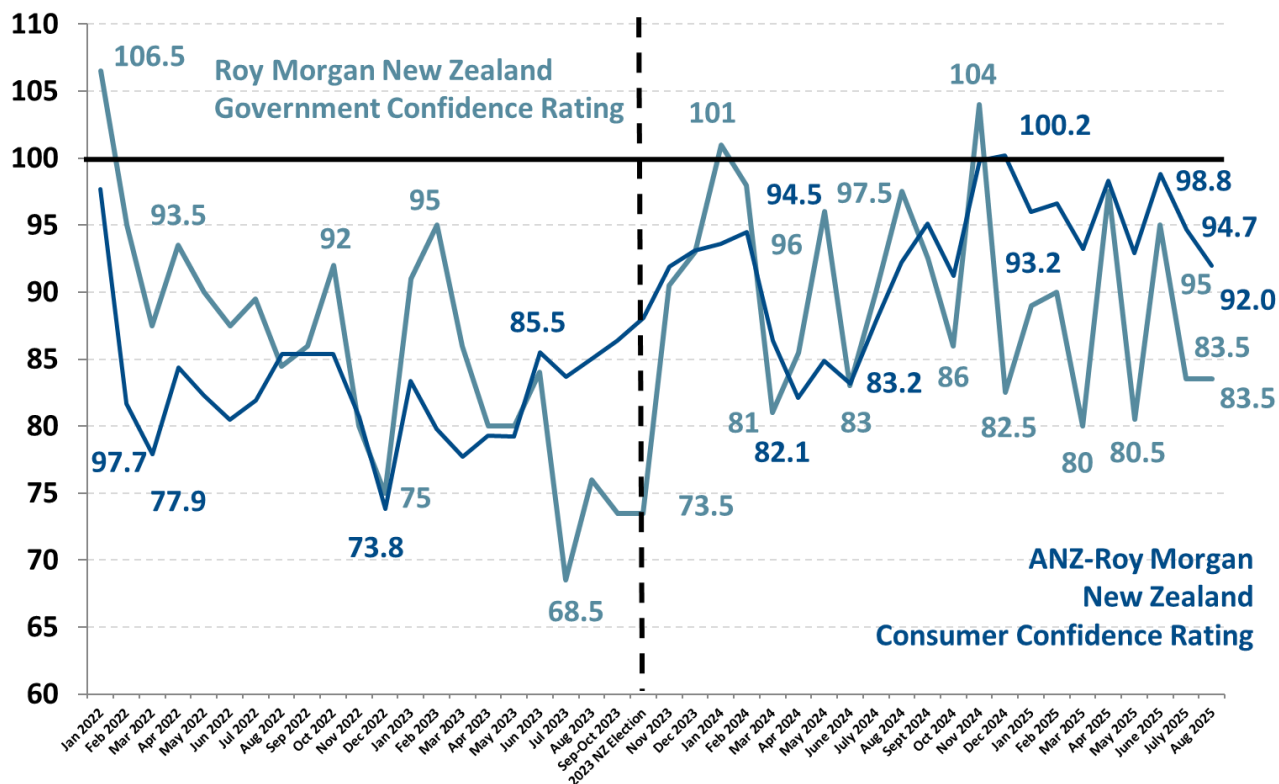
New Zealand Party Vote: NZ Govt. v Parliamentary Opposition



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

Base: New Zealand electors aged 18+. Average interviews per month – 891.

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



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

Base: New Zealand electors aged 18+. Average interviews per month – 927.

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
<u>ROY MORGAN NEW ZEALAND POLL</u>		
National wins the NZ Election and signs a governing coalition agreement with ACT and NZ First on Friday November 24, 2023		
December 2023	51.5	42.5
2024		
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

**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								
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
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

*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							
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
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

*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										
Wrong direction	52.5	43	54.5	46	53.5	53.5										
Roy Morgan GCR#	80	97.5	80.5	95	83.5	83.5										
Can't say	15	16.5	10.5	13	9.5	9.5										
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