

Tuesday, 6 October 2026

Roy Morgan New Zealand Poll: In September National-led Government increases lead over Labour-led Parliamentary Opposition (52% vs. 41.5%)

The Roy Morgan New Zealand Poll for September 2026 shows the National-led Government (National, ACT & NZ First) up 3% to 52%, increasing its clear lead over the Labour-Greens-Te Pāti Māori Parliamentary Opposition, virtually unchanged at 41.5%, and 6.5% supporting Opportunity. This is the largest lead (10.5%) for the National-led Government for two years since September 2024.

Amongst the National-led Government support for National was unchanged at 31%, support for ACT was up 0.5% to 11%, and support for New Zealand First was up 2.5% to 10%.

For the Parliamentary Opposition, support for Labour was down 0.5% to 23.5%, support for the Greens was up 0.5% to 16%, and support for Te Pāti Māori increased 0.5% to 2%.

A further 6.5% (down 3.5%) of electors supported a minor party outside Parliament. Importantly, this is predominantly made up of support for Opportunity with less than 0.5% who support other minor parties including the NewZeal, NZ Outdoors & Freedom Party (NZOFP), Vision NZ, Conservative Party NZ, Women's Right's Party and the Aotearoa Legalise Cannabis Party.

National-led Government set to win a narrow majority of 62 seats in 120 seat Parliament

The survey results for September would lead to the National-led Government winning 62 seats (down six seats from the election) and the Labour-led Parliamentary Opposition would win 50 seats (down five seats).

For the National-led government, National's support would win 37 seats (down 12 seats from the election), NZ First would win 12 seats (up four seats), and ACT would win 13 seats (up two seats).

For the Labour-led Opposition, Labour's support would secure 28 seats (down six seats), Greens support would mean 19 seats (up four seats) and Te Pāti Māori would win three seats (down three seats).

In addition, Opportunity Party would win its first seats in Parliament, its support of 6.5% is enough to secure the party eight seats, but not enough to hold the balance of power in the next Parliament.

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 859 electors from August 31 – September 27, 2026. Electors were asked: "If a New Zealand Election were held today which party would receive your party vote?" Of all electors surveyed 5% (down 1.5% points) did not name a party.

New Zealand Government Confidence Rating increased 4 points to 85.5 in September

The Roy Morgan Government Confidence Rating increased 4 points to 85.5 in September. A slim majority of 50.5% (down 3% points) of electors say New Zealand is 'heading in the wrong direction' while only 36% (up 1% point) say New Zealand is 'heading in the right direction'.

Men favour the National-led Government while women favour the Labour-led Opposition

A large majority of men (60%) favour the National/ ACT/ NZ First coalition government compared to 30% supporting the opposition Labour/ Greens/ Te Pāti Māori. In contrast, a majority of 53% of women favour the Labour-led Parliamentary Opposition ahead of the National-led Government on 44%.

Younger women aged 18-49 provide the largest support to the Labour-led Parliamentary Opposition (62.5%) compared to 35% for the National-led Government. Support for the Greens (30.5%), and Te Pāti Māori (7%) is higher amongst this group than any other gender and age group analysed.

However, a majority of women aged 50+ favour the National-led Government (52%) ahead of the Labour-led Parliamentary Opposition (44.5%). Support for Labour (33%) and New Zealand First (12.5%) is higher amongst this group than any other gender and age group analysed, as is the combined support for the two major parties, Labour (33%) and National (32%), at a total of 65%.

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Among younger men, the National-led coalition does not enjoy majority support. However, there is a clear advantage for the National-led coalition on 49.5%, over 10% points ahead of the Labour-led Parliamentary Opposition on 37.5%. Support for Opportunity (13%) is significantly higher amongst this group than any other gender and age group analysed.

71% of men aged 50+ support the National/ ACT/ NZ First governing coalition, only 22.5% support the opposition Labour/ Greens/ Te Pāti Māori. Support for National (42%) and 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. 2026	Women			Men		
	%	%	All	18-49	50+	All	18-49	50+
			%	%	%	%	%	%
National	38.1	31	28	23.5	32	33.5	25	42
ACT	8.6	11	7	6	7.5	15.5	13.5	17.5
NZ First	6.1	10	9	5.5	12.5	11	11	11.5
National/ ACT/ NZ First	52.8	52	44	35	52	60	49.5	71
Labour	26.9	23.5	29	25	33	17.5	20.5	14.5
Greens	11.6	16	20.5	30.5	11	11.5	16	7
Te Pāti Māori**	3.1	2	3.5	7	0.5	1	1	1
Labour/ Greens/ Te Pāti Māori	41.6	41.5	53	62.5	44.5	30	37.5	22.5
Opportunity (TOP)	2.2	6.5	3	2.5	3.5	10	13	6.5
Others	3.4	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100

Roy Morgan Government Confidence Rating

Right Direction	31	36	31	30.5	31.5	41	39	43.5
Wrong Direction	57.5	50.5	55.5	57	54.5	44.5	44.5	45
Government Confidence Rating	73.5	85.5	75.5	73.5	77	96.5	94.5	98.5
Can't say	11.5	13.5	13.5	12.5	14	14.5	16.5	11.5
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 for men (96.5) is over 20 points higher than for women (75.5)

The Roy Morgan New Zealand Government Confidence Rating increased 4 points to 85.5 in September 2026. The Government Confidence Rating for men was up 4.5 points to 96.5 in September, while for women the Government Confidence Rating increased 3.5 points to 75.5.

For men now 44.5% say New Zealand is ‘heading in the wrong direction’ while 41% say the country is ‘heading in the right direction’ – Government Confidence of 96.5. For older men aged 50+ Government Confidence is 98.5, and for younger men aged 18-49 it is 94.5.

Among women a majority of 55.5% say New Zealand is ‘heading in the wrong direction’, while just 31% say New Zealand is ‘heading in the right direction’ – 75.5. Government Confidence for younger women aged 18-49 was 73.5, while the Government Confidence Rating for older women aged 50+ decreased to 77.

Michele Levine, CEO Roy Morgan, says support for the National-led Government has surged to its highest since January, opening up the largest lead over the Labour-led Parliamentary Opposition for two years since September 2024 on the eve of this year's election:

"Support for the National-led Government (National, ACT, NZ First) increased 3% to 52% in September – the highest level of support for the Government since January. The National-led Government is now a large 10.5% points ahead of the Labour-led Parliamentary Opposition (Labour, Greens, Te Pāti Māori) on 41.5% (up 0.5%) – the Government's largest lead for two years.

"Amongst the ruling National-led Government, support for National was unchanged at 31%, while support for New Zealand First increased 2.5% points to 10%, and support for ACT was up 0.5% points to 11%.

"For the Parliamentary Opposition, support for Labour was down 0.5% to 23.5% - its lowest level of support for two years since September 2024. The Greens were up 0.5% to 16%, while support for Te Pāti Māori is below the 5% threshold, but increased 0.5% to only 2%.

"The overall results, if repeated at the election, would result in a small majority for the National-led Government with 62 seats in a 120-seat Parliament compared to only 50 seats for the Labour-led Parliamentary Opposition. The centrist Opportunity Party would enter Parliament for the first time by winning eight seats on the back of 6.5% support.

"The National-led Government draws its support most significantly from older men aged 50+ with a large lead over the Labour-led Parliamentary Opposition (71% cf. 22.5%). In addition, the National-led Government has majority support among women aged 50+ (52% cf. 44.5%) and clear lead of over 10% points among men aged 18-49 (49.5% cf. 37.5%).

"In contrast, younger women aged 18-49 are the central pillar of support for the Labour-led Parliamentary Opposition over the National-led Government (62.5% cf. 35%).

"However, there are worries for the Luxon-led Government with Roy Morgan Government Confidence at only 85.5 in September – despite a small monthly increase of 4 points. A majority of 50.5% of New Zealand electors say the country is 'heading in the wrong direction' and only 36% say the country is 'heading in the right direction'.

"The increasing lead for the National-led Government in September will be welcome for Prime Minister Christopher Luxon and his National colleagues who are hoping to avoid being the first one-term New Zealand Government for over 50 years since 1975.

"The New Zealand Election is being held in a month's time on Saturday November 7."

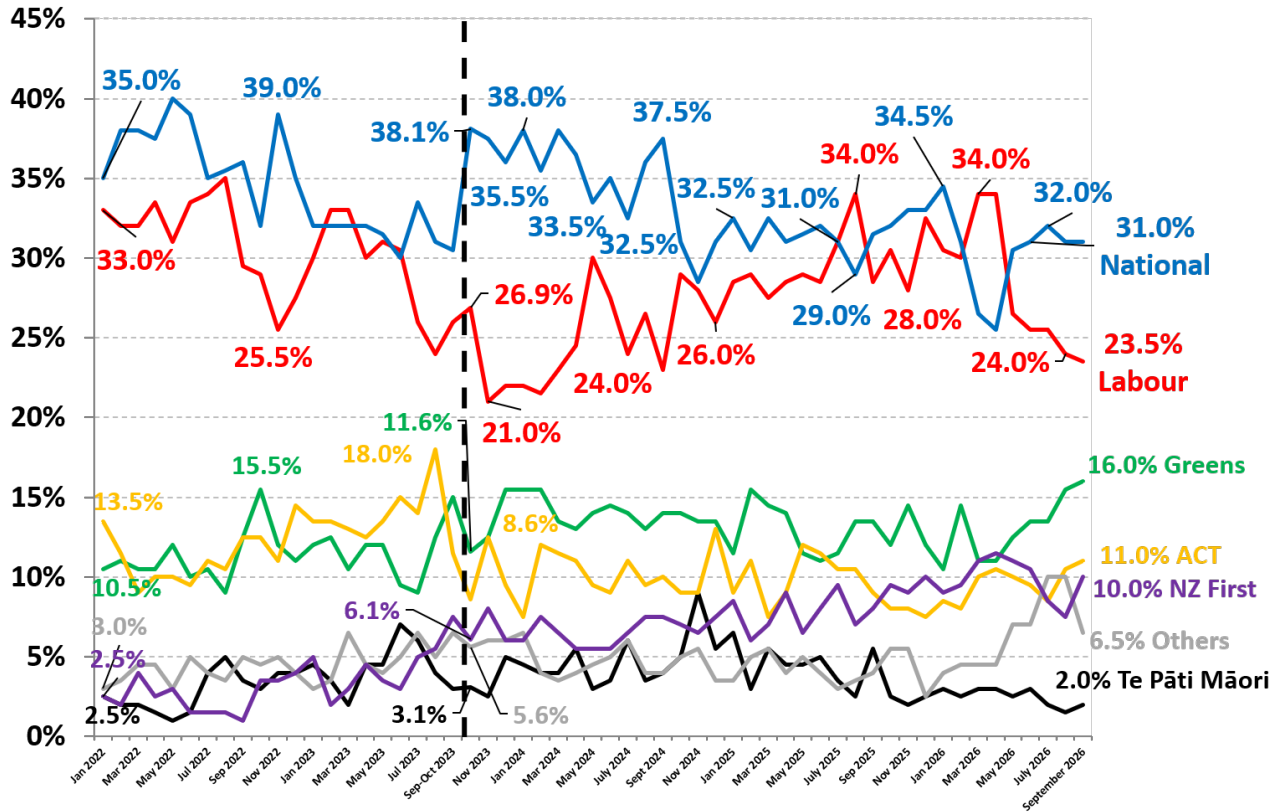
For comments or more information about Roy Morgan's New Zealand Voting Data and profiles of supporters of Labour, National and other parties, please contact:

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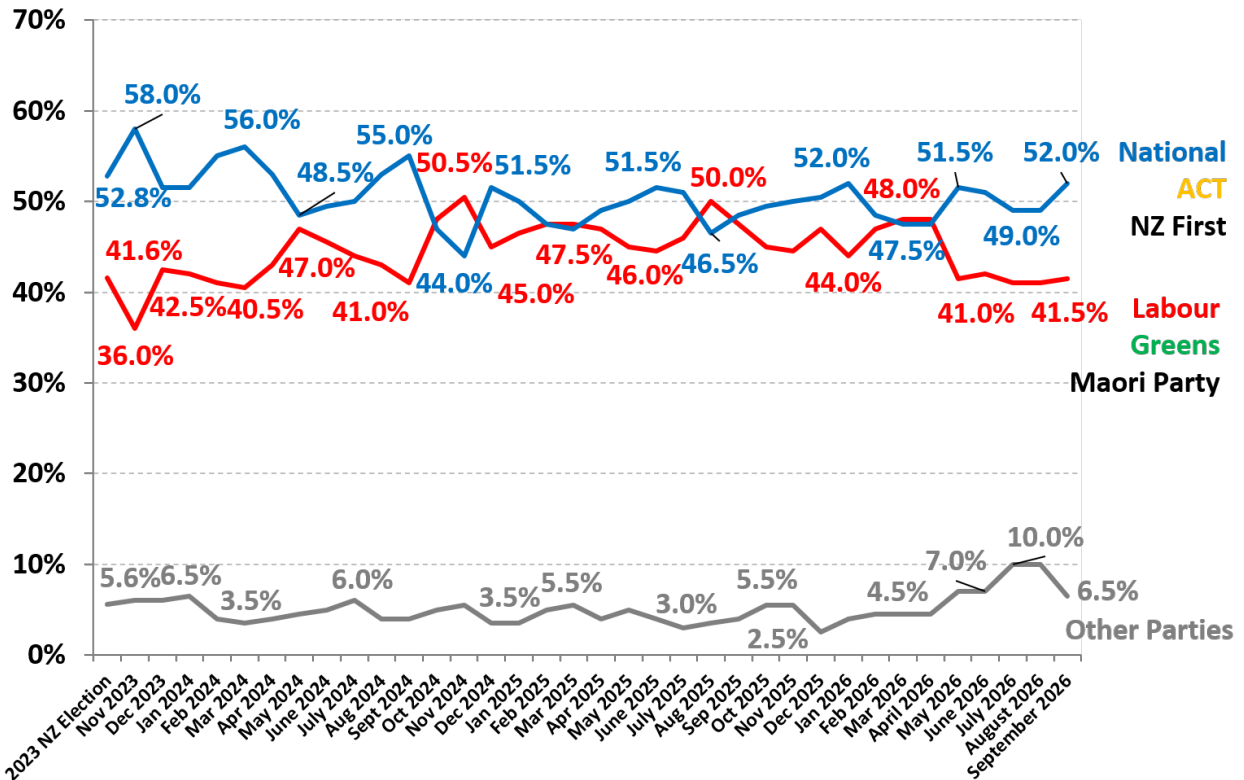
New Zealand Party Vote: 2022-26



Source: Roy Morgan New Zealand Single Source. January 2022 – September 2026.

Base: New Zealand electors aged 18+. Average interviews per month – 913.

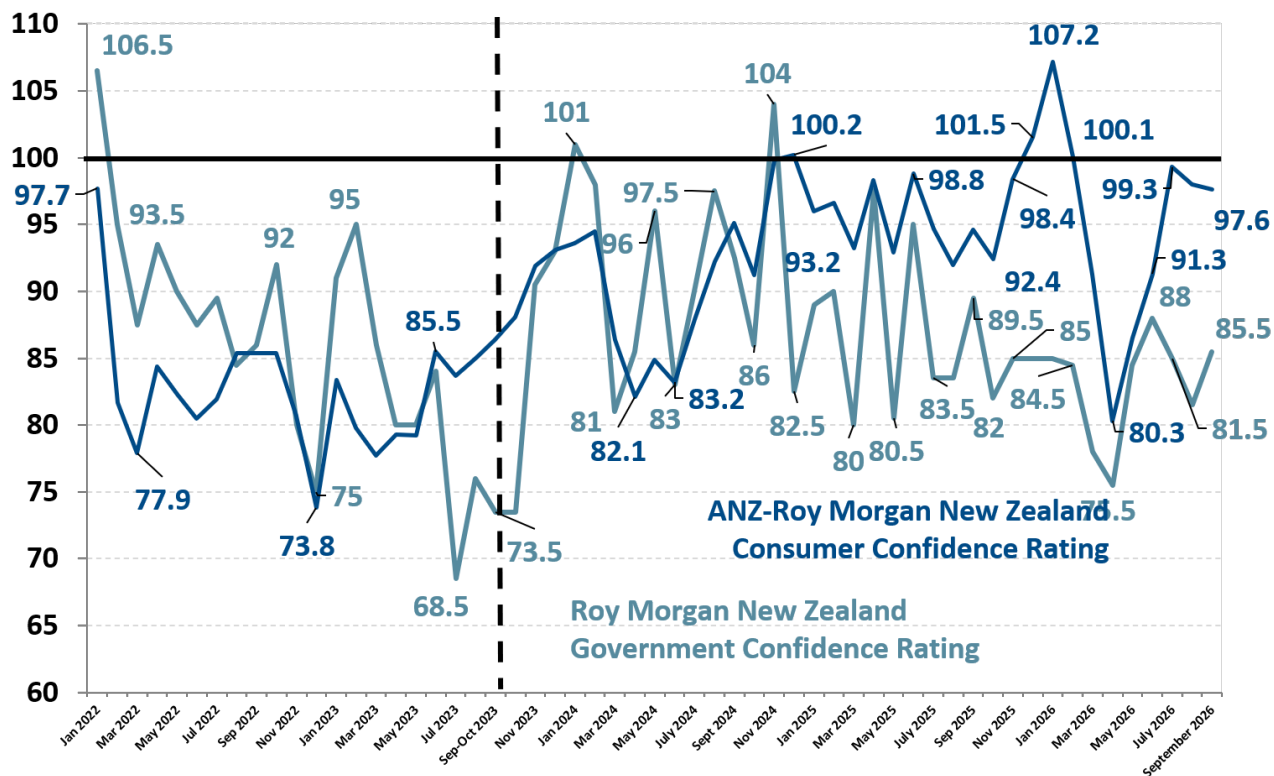
New Zealand Party Vote: NZ Govt. v Parliamentary Opposition



Source: Roy Morgan New Zealand Single Source. November 2023 - September 2026.

Base: New Zealand electors aged 18+. Average interviews per month – 883.

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



Source: Roy Morgan New Zealand Single Source. January 2022 – September 2026.

Base: New Zealand electors aged 18+. Average interviews per month – 913.

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 & Te Pāti Māori)
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
October 2025	49.5	45
November 2025	50	44.5
December 2025	50.5	47
2026		
January 2026	52	44
February 2026	48.5	47
March 2026	47.5	48
April 2026	47.5	48
May 2026	51.5	41.5
June 2026	51	42
July 2026	49	41
August 2026	49	41
September 2026	52	41.5

*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%).

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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* %	Te Pāti Māori** %	Opport-unity** %	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
October 2025	32	8	9.5	30.5	12	2.5	2.5	3
November 2025	33	8	9	28	14.5	2	2.5	3
December 2025	33	7.5	10	32.5	12	2.5	2.5	0
2026								
January 2026	34.5	8.5	9	30.5	10.5	3	2.5	1.5
February 2026	31	8	9.5	30	14.5	2.5	4	0.5
March 2026	26.5	10	11	34	11	3	4	0.5
April 2026	25.5	10.5	11.5	34	11	3	4	0.5
May 2026	30.5	10	11	26.5	12.5	2.5	6	1
June 2026	31	9.5	10.5	25.5	13.5	3	6.5	0.5
July 2026	32	8.5	8.5	25.5	13.5	2	8	2
August 2026	31	10.5	7.5	24	15.5	1.5	9.5	0.5
September 2026	31	11	10	23.5	16	2	6.5	0

*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.

** Te Pāti Māori, formerly known as The Maori Party, was launched in July 2004. Opportunity, formerly known as 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.

SEAT COUNT ELECTIONS	National %	ACT %	NZ First %	Labour %	Green Party* %	Te Pāti Māori** %	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 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
October 2025	41	10	12	39	15	3	0
November 2025	42	10	11	36	18	3	0
December 2025	41	9	12	40	15	3	0
2026							
January 2026	43	11	11	38	13	4	0
February 2026	39	10	12	38	18	3	0
March 2026	33	13	14	42	14	4	0
April 2026	32	13	15	42	14	4	0
May 2026	37	12	14	32	15	3	7
June 2026	37	11	13	31	16	4	8
July 2026	39	10	10	31	17	3	10
August 2026	37	13	9	29	19	2	11
September 2026	37	13	12	28	19	3	8

*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 (including 3 'overhang' seats).

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 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	March 2026	April 2026	May 2026	June 2026
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Right direction	32.5	40.5	35	41	37	37	39	35.5	35.5	37	36.5	36.5	34	31.5	36.5	37
Wrong direction	52.5	43	54.5	46	53.5	53.5	49.5	53.5	50.5	52	51.5	52	56	56	52	49
Roy Morgan GCR#	80	97.5	80.5	95	83.5	83.5	89.5	82	85	85	85	84.5	78	75.5	84.5	88
Can't say	15	16.5	10.5	13	9.5	9.5	11.5	11	14	11	12	11.5	10	12.5	11.5	14
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.)

	July 2026	Aug 2026	Sep 2026	Oct 2026	Nov 2026	Dec 2026	Jan 2027	Feb 2027	March 2027	April 2027	May 2027	June 2027	July 2027	Aug 2027	Sep 2027	Oct 2027
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Right direction	35.5	35	36													
Wrong direction	50.5	53.5	50.5													
Roy Morgan GCR#	85	81.5	85.5													
Can't say	14	11.5	13.5													
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