

Te Tai Tonga Poll September 2026

KIRITAKI / CLIENT:	Whakaata Māori
POLL DATES:	Monday 14 September to Thursday 24 September 2026. The median response was collected on Wednesday 23 September 2026.
TARGET POPULATION:	Māori adults aged 18+ enrolled in the Te Tai Tonga electorate.
SAMPLE POPULATION:	Māori adults aged 18+ in Te Tai Tonga who were contactable by landline, mobile phone or online panel.
SAMPLE SIZE:	500 respondents participated: 420 by phone and 80 through an online panel.
SAMPLE SELECTION:	The phone portion used a random selection of landline and mobile numbers in Te Tai Tonga meshblocks where more than 25% of residents were Māori. Respondents were asked whether they were Māori and enrolled on the Māori roll in Te Tai Tonga. The online portion used the Dynata global panel that complies with ESOMAR guidelines for online research. New Zealand panel members were recorded as being of Māori ethnicity and living within a territorial authority in Te Tai Tonga. Respondents were asked if they were enrolled on the Māori roll to vote in Te Tai Tonga.
RESPONSE RATE:	Multiple call-backs occurred to maximise the response rate. Of the 6,000 numbers called 74% were valid numbers. Of the valid numbers, 26% got through to a person. Of the 1,184 people contacted, 35% agreed to take part.
QUESTIONS:	The questions were asked in the order they are listed.
WEIGHTING:	The results are weighted to reflect the Māori adult population of Te Tai Tonga by gender and age. Gender targets are based on the census, and age targets on turnout by age in Te Tai Tonga at the 2023 election.
SAMPLE ERROR:	Based on this sample of 500 respondents, the maximum sampling error (for a result of 50%) is +/- 4.5%, at the 95% confidence level. Results for sub-groups such as gender and age will have a higher margin of error.

Under the MMP system, you have two votes - one for the party and another for the electorate candidate. Taking the party vote, which party do you think you would vote for if another election was held today?

If you are undecided, is there any party you are leaning towards, even slightly?

	N	%
Labour	141	28%
Greens	71	14%
Te Pāti Māori	53	11%
Unsure	51	10%
NZ First	32	6%
National	29	6%
Free Palestine	21	4%
Opportunity (TOP)	19	4%
Conservatives	15	3%
NZ Outdoors & Freedom	15	3%
ACT	13	3%
Alliance	9	2%
Animal Justice	9	2%
Vision NZ	7	1%
Te Tai Tokerau Party	7	1%
ALCP (Legalise Cannabis)	5	1%
Women's Rights	4	1%
NZ Loyal	0	0%
Total	500	100%

Labour leads the party vote on 28%, followed by the Greens on 14%, Te Pāti Māori on 11%, NZ First on 6% and National on 6%. A further 10% were undecided.

- Labour support was lower among 18-39-year-olds, 16%, than among 40-59-year-olds, 42%, and those aged 60+, 37%.
- Green support was higher among 18-39-year-olds than 40-59-year-olds: 21% vs 7%.

Excluding undecided respondents, the shares of the decided vote are:

		N	%
Party Vote	National	29	6%
	Labour	141	31%
	Greens	71	16%
	ACT	13	3%
	NZ First	32	7%
	Te Pāti Māori	53	12%
	Opportunity (TOP)	19	4%
	Alliance	9	2%
	Te Tai Tokerau Party	7	1%
	Free Palestine	21	5%
	Animal Justice	9	2%
	NZ Outdoors & Freedom	15	3%
	Women's Rights	4	1%
	NZ Loyal	0	0%
	ALCP (Legalise Cannabis)	5	1%
	Vision NZ	7	2%
	Conservatives	15	3%
	Total	449	100%

Party	2026 poll	2023 election	Percentage point change
Labour	31%	37%	-6%
Greens	16%	16%	No change
Te Pāti Māori	12%	23%	-11%
NZ First	7%	6%	+1%
National	6%	9%	-3%
ACT	3%	2%	+1%
Opportunity (TOP)	4%	2%	+2%
Free Palestine	5%		+5%

With your electorate vote, which candidate or political party's candidate would you vote for to be the MP for Te Tai Tonga?

		N	%
Electorate Vote	Labour/Mananui Ramsden	152	30%
	Greens/Lisa Te Morenga	79	16%
	Te Pāti Māori/Lisa Marie Murch	86	17%
	Independent/Tākuta Ferris	76	15%
	Other	25	5%
	Unsure	83	17%
	Total	500	100%

Ramsden leads on 30%. Murch is on 17%, Te Morenga on 16% and Ferris on 15%.

Wāhine (women) were more likely than tāne (men) to support Green candidate Lisa Te Morenga: 21% compared with 10%. Her support was higher among those aged 18–39, at 24%, than among those aged 40–59, at 9%, and those aged 60+, at 5%.

Excluding undecided respondents, the electorate-vote shares are:

		N	%
Electorate Vote	Labour/Mananui Ramsden	152	36%
	Greens/Lisa Te Morenga	79	19%
	Te Pāti Māori/Lisa Marie Murch	86	21%
	Independent/Tākuta Ferris	76	18%
	Other	25	6%
	Total	417	100%

The current MP for Te Tai Tonga is Tākuta Ferris. How good a job do you think he has done over the last three years as the local MP? Has it been good, average or poor?

		N	%
Ferris Ap- proval	Poor	55	11%
	Average	203	41%
	Good	144	29%
	Unsure	98	20%
	Total	500	100%

Ferris has positive net approval: 29% say he has done a good job and 11% say he has done a poor job, giving a net rating of +18 percentage points.

- Those aged 60+ were more likely to rate Ferris as poor, 24%, than 18-39-year-olds, 8%, or 40-59-year-olds, 8%.
- Those aged 18-39 were more likely than those aged 60+ to rate him as good: 37% vs 15%.

What is the most important local issue in Te Tai Tonga that could affect your vote?

			N	%
Most important local issue	Roading and transport isolation		9	2%
	Education		19	4%
	Hauora / healthcare		79	16%
	Housing		29	6%
	Cost of living		146	29%
	Mahi / jobs		40	8%
	Local council and regional development		11	2%
	Te Tiriti o Waitangi		37	7%
	Law and order		23	5%
	Environment		38	8%
	Infrastructure		33	7%
	Other		22	4%
	Unsure		15	3%
	Total		500	100%

The cost of living is the leading issue on 29%, followed by hauora (healthcare) on 16%, mahi (jobs) on 8%, the environment on 8% and infrastructure on 7%.

- Men were more likely than women to select jobs: 12% vs 4%.
- Men were more likely to select infrastructure: 12% vs 2%.

Have you limited your household power usage over winter due to the cost of electricity?

		N	%
Limited your household power usage	Yes, significantly	117	23%
	Yes, somewhat	210	42%
	No	136	27%
	Unsure	38	8%
	Total	500	100%

Overall, 65% say they have limited their household power use over winter because of the cost of electricity.

Should people living in remote areas of Te Tai Tonga receive additional Government support because of the distance they have to travel for essential services?

		N	%
Additional Government support for remote constituents	Yes, provide additional support	348	70%
	No, keep the same support for everyone	119	24%
	Unsure	34	7%
	Total	500	100%

Overall, 70% favour additional government support for people living in remote areas.

Should New Zealand keep the Mixed Member Proportional (MMP) voting system?

		N	%
Keep MMP	Keep the MMP voting system	305	61%
	Change to another voting system	120	24%
	Unsure	75	15%
	Total	500	100%

Overall, 61% want to keep MMP and 24% want to change to another voting system.

Tāne (men) were more likely than wāhine (women) to prefer another voting system: 32% compared with 16%.

The following are four qualities that people have said matter when choosing an MP. Please rank them from most to least important when deciding your candidate vote in Te Tai Tonga.

		N	%
Strong advocate for local issues	1st (most important)	146	29%
	2nd	135	27%
	3rd	123	25%
	4th (least important)	97	19%
Gets the mahi done	1st (most important)	139	28%
	2nd	132	26%
	3rd	125	25%
	4th (least important)	103	21%
Kanoahi kitea / Physically present	1st (most important)	97	19%
	2nd	115	23%
	3rd	122	24%
	4th (least important)	166	33%
Work effectively with other parties	1st (most important)	119	24%
	2nd	118	24%
	3rd	130	26%
	4th (least important)	133	27%

Being a strong advocate for local issues was the most common first choice, although the results were close.

Kanoahi kitea (being physically present) was the most common fourth-ranked quality.

How important is it to you that your electorate MP is willing to stand up to their own party on the issues that matter to Māori?

		N	%
Importance electorate MP stand up to their party on Māori issues	Very important	185	37%
	Somewhat important	217	43%
	Not that important	72	14%
	Not at all important	14	3%
	Unsure	12	2%
	Total	500	100%

Overall, 80% said it was somewhat or very important for their electorate MP to stand up to their own party on issues affecting Māori.

Which of the following should be the highest priority for the next Government when it comes to improving outcomes for Māori?

		N	%
Highest priority for the next Government to improve Māori outcomes	Reducing poverty and homelessness	121	24%
	Addressing the Māori unemployment rate	50	10%
	Improving health and education outcomes	101	20%
	Support for mental health and drug addiction	63	13%
	Honouring Te Tiriti o Waitangi	150	30%
	Other	16	3%
	Total	500	100%

The highest priority was honouring Te Tiriti o Waitangi, followed by reducing poverty and homelessness.

Demographics

		Unweighted Count	Weighted Count
Gender	Female	291	247
	Male	207	250
	Other	2	4
Age	18 - 39	158	241
	40 - 59	182	166
	60+	160	93

David Farrar
Director
Curia Market Research

Friday 25 September 2026