Ikaroa-Rāwhiti Poll
October 2026

KIRITAKI / CLIENT:	Whakaata Māori
POLL DATES:	Monday 28 September to Thursday 08 October 2026. The median response was collected on Tuesday 06 October 2026.
TARGET POPULATION:	Māori adults aged 18+ enrolled in the Ikaroa-Rāwhiti electorate.
SAMPLE POPULATION:	Māori adults aged 18+ in Ikaroa-Rāwhiti 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 Ikaroa-Rāwhiti meshblocks where more than 25% of residents were Māori. Respondents were asked whether they were Māori and enrolled on the Māori roll in Ikaroa-Rāwhiti. 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 postcode in Ikaroa-Rāwhiti. Respondents were asked if they were enrolled on the Māori roll to vote in Ikaroa-Rāwhiti.
RESPONSE RATE:	Multiple call-backs occurred to maximise the response rate. Of the 6500 numbers called 64% were valid numbers. Of the valid numbers, 32% got through to a person. Of the 1,320 people contacted, 32% 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 Ikaroa-Rāwhiti by gender and age. Gender targets are based on the census, and age targets on turnout by age in Ikaroa-Rāwhiti 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.

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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	%
Party Vote	Labour	205	41%
	Greens	126	25%
	Unsure	64	13%
	Te Pāti Māori	48	10%
	NZ First	14	3%
	Opportunity (TOP)	12	2%
	National	9	2%
	Free Palestine	9	2%
	Te Tai Tokerau Party	5	1%
	NZ Loyal	4	1%
	ACT	2	0%
	Women's Rights	1	0%
	Vision NZ	1	0%
	Conservatives	0	0%
	ALCP (Legalise Cannabis)	0	0%
	NZ Outdoors & Freedom	0	0%
	Animal Justice	0	0%
	Alliance	0	0%
	Total	500	100%

Labour leads the party vote on 41%, followed by Greens on 25% and Te Pāti Māori on 10%, and NZ First on 3%. A further 13% were undecided.

- Labour support was higher among ages 40–59 than 18–39: 50% vs 30%.
- Green support was higher among ages 40–59 than 60+: 32% vs 15%.

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

		N	%
Party Vote	National	9	2%
	Labour	205	47%
	Greens	126	29%
	ACT	2	0%
	NZ First	14	3%
	Te Pāti Māori	48	11%
	Opportunity (TOP)	12	3%
	Alliance	0	0%
	Te Tai Tokerau Party	5	1%
	Free Palestine	9	2%
	Animal Justice	0	0%
	NZ Outdoors & Freedom	0	0%
	Women's Rights	1	0%
	NZ Loyal	4	1%
	ALCP (Legalise Cannabis)	0	0%
	Vision NZ	1	0%
	Conservatives	0	0%
	Total	436	100%

Party	2026 poll	2023 election	Percentage-point change
Labour	47%	56%	-9%
Greens	29%	7%	+22%
Te Pāti Māori	11%	25%	-14%
NZ First	3%	3%	nc
Opportunity	3%	1%	+2%
National	2%	4%	-2%
Free Palestine	2%		+2%

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With your electorate vote, which candidate or political party's candidate would you vote for to be the MP for Ikaroa-Rāwhiti?

		N	%
Electorate Vote	Labour/Cushla Tangaere-Manuel	199	40%
	Te Pāti Māori/Hayley Maxwell	94	19%
	Greens/Heather Te Au-Skipworth	77	15%
	Other	28	6%
	Unsure	102	20%
	Total	500	100%

Tangaere-Manuel leads Maxwell by 40% to 19%, followed by Te Au-Skipworth on 15% with 20% undecided.

Support for Heather Te Au-Skipworth was higher among those aged 18–39 (18%) and 40–59 (19%) than among those aged 60+ (6%).

Excluding undecided respondents, the electorate-vote shares are:

		N	%
Electorate Vote	Labour/Cushla Tangaere-Manuel	199	50%
	Te Pāti Māori/Hayley Maxwell	94	24%
	Greens/Heather Te Au-Skipworth	77	19%
	Other	28	7%
	Total	398	100%

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The current MP for Ikaroa-Rāwhiti is Cushla Tangaere-Manuel. How good a job do you think she has done over the last three years as the local MP? Has it been good, average or poor?

		N	%
Tangaere-Manuel approval	Poor	34	7%
	Average	142	28%
	Good	192	38%
	Unsure	131	26%
	Total	500	100%

Tangaere-Manuel has positive net approval: 38% say she has done a good job and 7% say she has done a poor job, giving a net rating of +31 percentage points.

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What is the most important local issue in Ikaroa-Rāwhiti that could affect your vote?

		N	%
Most important local issue	Roading and transport isolation	12	2%
	Education	9	2%
	Hauora / healthcare	51	10%
	Housing	49	10%
	Cost of living	211	42%
	Mahi / jobs	22	4%
	Local council and regional development	8	2%
	Te Tiriti o Waitangi	27	5%
	Law and order	10	2%
	Environment	18	4%
	Infrastructure	13	3%
	Other	30	6%
	Unsure	40	8%
	Total	500	100%

The cost of living is the leading issue on 42%, followed by hauora (healthcare) on 10%, housing on 10% and Te Tiriti o Waitangi on 5%.

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Which of these options best describes your view of the current regional infrastructure in your electorate?

Generally good – meeting most needs
Generally poor – needs improvement

		N	%
Regional infrastructure	Generally good	131	26%
	Generally poor	308	62%
	Unsure	61	12%
	Total	500	100%

A majority of 62% say the regional infrastructure is generally poor, while 26% say it is generally good.

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Are there enough employment opportunities where you live?

Yes – there are enough jobs
No – there aren't enough jobs

		N	%
Enough jobs locally	Yes	119	24%
	No	321	64%
	Unsure	59	12%
	Total	500	100%

A majority of 64% say there aren't enough jobs where they live.

Men were more likely than women to say there were enough jobs locally: 33% vs 16%.

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If tougher restrictions on forestry were needed to reduce slash and erosion in Tairāwhiti, but resulted in fewer forestry jobs, which should the Government prioritise?

Protecting forestry jobs and the regional economy
Reducing slash and erosion
Finding a way to protect both

		N	%
Forestry priority	Protect jobs	51	10%
	Reduce slash and erosion	111	22%
	Protect both	295	59%
	Unsure	42	8%
	Total	500	100%

A majority of 59% support finding a way to protect forestry jobs while also reducing slash and erosion.

Labour voters were more likely than Green voters to prioritise protecting jobs: 12% vs 1%.

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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 Ikaroa-Rāwhiti.

		N	%
Strong advocate for local issues	1st (most important)	150	30%
	2nd	137	27%
	3rd	135	27%
	4th (least important)	78	16%
Gets the mahi done	1st (most important)	162	32%
	2nd	121	24%
	3rd	123	25%
	4th (least important)	94	19%
Kanohi kitea / Physically present	1st (most important)	110	22%
	2nd	106	21%
	3rd	125	25%
	4th (least important)	158	32%
Work effectively with other parties	1st (most important)	79	16%
	2nd	136	27%
	3rd	116	23%
	4th (least important)	170	34%

Getting the mahi done was the most common first choice.

Working effectively with other parties was the most common fourth-ranked quality.

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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	247	49%
	Somewhat important	193	39%
	Not that important	34	7%
	Not at all important	8	2%
	Unsure	19	4%
	Total	500	100%

Overall, 88% said it was somewhat or very important for their electorate MP to stand up to their own party on issues affecting Māori.

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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	95	19%
	Addressing the Māori unemployment rate	34	7%
	Improving health and education outcomes	82	16%
	Support for mental health and drug addiction	57	11%
	Honouring Te Tiriti o Waitangi	192	38%
	Other	40	8%
	Total	500	100%

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

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Demographics

		Unweighted Count	Weighted Count
Gender	Female	324	262
	Male	176	238
	Other	0	0
Age	18 - 39	120	215
	40 - 59	217	169
	60+	163	116

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Friday 09 October 2026

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