WHAKAATA MĀORI

PĀNUI PĀPĀHO

21 o OKETOPA / October 2026

WHAKAATA MĀORI - CURIA POLL: TĀMAKI MAKAURAU

Kaipara and Leoni two points apart as Māori-specific policies gain strong support

The Whakaata Māori–Curia poll of voters enrolled in Tāmaki Makaurau recorded Labour leading party-vote support on 28 per cent. The Green Party recorded 17 per cent, followed by Te Pāti Māori on 10 per cent. National recorded 6 per cent and NZ First 5 per cent. Nine per cent were unsure.

Among respondents with a decided party vote, Labour recorded 31 per cent, compared with 43 per cent in Tāmaki Makaurau at the 2023 election. The Green Party recorded 19 per cent, up from 12 per cent, while Te Pāti Māori recorded 11 per cent, down from 30 per cent.

In the race for the electorate vote, incumbent Oriini Kaipara of Te Pāti Māori recorded 33 per cent support and Labour candidate Kerrin Leoni recorded 31 per cent, a difference of two percentage points. Green Party candidate Florence Te Ohaere recorded 21 per cent. Another candidate was selected by 6 per cent, while 9 per cent were unsure.

Asked how good a job Oriini Kaipara had done since being elected last year, 35 per cent said she had done a good job, 33 per cent rated her performance as average and 13 per cent said she had done a poor job. Nineteen per cent were unsure.

The cost of living was the most important issue for Tāmaki Makaurau voters, selected by 37 per cent. Housing and hauora were each selected by 8 per cent, followed by jobs on 7 per cent.

Eighty-four per cent said Māori-specific policies should become a permanent feature of government to help ensure Māori achieve the same outcomes as other groups. Seven per cent disagreed and 9 per cent were unsure.

Thirty-two per cent said reducing poverty and improving incomes should be the next Government's highest priority for improving outcomes for Māori. This was followed by improving health and education outcomes on 21 per cent, protecting Māori rights and Te Tiriti o Waitangi on 20 per cent, and increasing Māori home ownership on 16 per cent.

Eighty-three per cent of respondents said it was somewhat or very important that their electorate MP was willing to stand up to their own party on issues that matter to Māori, including 44 per cent who said it was very important.

In a question about home ownership, 43 per cent of respondents said they already owned a home. Twenty per cent said they were on track to home ownership, while 34 per cent said home ownership felt out of reach. Two per cent were unsure.

Other findings included:

- Sixty-two per cent of respondents said they or someone in their whānau had considered moving to Australia for better employment opportunities, while 33 per cent replied in the negative and five per cent were unsure.
- Fifty-one per cent of respondents said that more support is needed to help iwi and Māori businesses to build long-term wealth. Forty-one per cent thought the government was doing enough, and eight per cent were unsure.

The poll results will be put to candidates during the Whakaata Māori Tāmaki Makaurau electorate debate, moderated by Maiki Sherman and Julian Wilcox and broadcast live on Whakaata Māori and MĀORI+ at 7.00 pm on 21 October. It will also stream on the Te Ao Māori News app and its Facebook and YouTube channels.

The Whakaata Māori–Curia poll surveyed 500 Māori adults aged 18 and over who reported being enrolled to vote in Tāmaki Makaurau. Polling took place between 5 October and 15 October 2026, with 365 respondents participating by phone and 135 through an online panel. The results were weighted by gender and age, using census-based gender targets and age targets based on turnout in Tāmaki Makaurau at the 2023 election. The maximum margin of error for the overall sample is ±4.5 percentage points at the 95 per cent confidence level. Subgroup results have higher margins of error.

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About Whakaata Māori: Whakaata Māori is the national Indigenous media organisation of Aotearoa New Zealand, dedicated to revitalising and advancing te reo Māori, culture and identity through storytelling. Guided by the vision, *kia mauriora te reo* – a future where te reo Māori is spoken everywhere, every day – Whakaata Māori creates an environment where te reo Māori and the cultural heritage it carries can thrive. Established in 2004, Whakaata Māori connects audiences with stories that celebrate and uplift te reo Māori and Māori culture. *Whakaata* means “to mirror”, “to reflect” or “to display”.
https://whakaatamaori.co.nz

About Te Ao Māori News: Te Ao Māori News is the news and current affairs service of Whakaata Māori, delivering independent journalism through a te ao Māori lens. It elevates Māori voices and provides trusted reporting, analysis and context on the issues that matter most to Māori communities across Aotearoa and around the world.
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