

Tāmaki Makaurau Poll

October 2026

KIRITAKI / CLIENT:	Whakaata Māori
POLL DATES:	Monday 05 October to Thursday 15 October 2026. The median response was collected on Tuesday 13 October 2026.
TARGET POPULATION:	Māori adults aged 18+ enrolled in the Tāmaki Makaurau electorate.
SAMPLE POPULATION:	Māori adults aged 18+ in Tāmaki Makaurau who were contactable by landline, mobile phone or online panel.
SAMPLE SIZE:	500 respondents participated: 365 by phone and 135 through an online panel.
SAMPLE SELECTION:	The phone portion used a random selection of landline and mobile numbers in Tāmaki Makaurau meshblocks where more than 25% of residents were Māori. Respondents were asked whether they were Māori and enrolled on the Māori roll in Tāmaki Makaurau. 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 Tāmaki Makaurau. Respondents were asked if they were enrolled on the Māori roll to vote in Tāmaki Makaurau.
RESPONSE RATE:	Multiple callbacks were made to maximise the response rate. Of the 7,700 numbers called, 78% were valid. Of the valid numbers, 21% reached a person. Of the 1,264 people contacted, 29% 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 Tāmaki Makaurau by gender and age. Gender targets are based on the census, and age targets on turnout by age in Tāmaki Makaurau 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?

	Count	Col %
Labour	139	28%
Greens	87	17%
Te Pāti Māori	49	10%
Unsure	45	9%
National	32	6%
NZ First	26	5%
NZ Loyal	19	4%
ACT	17	3%
NZ Outdoors & Freedom	15	3%
Conservatives	13	3%
Vision NZ	12	2%
Opportunity (TOP)	10	2%
Women's Rights	9	2%
Free Palestine	9	2%
Animal Justice	7	1%
Te Tai Tokerau Party	4	1%
Alliance	4	1%
ALCP (Legalise Cannabis)	3	1%
Total	500	100%

Labour leads the party vote on 28%, followed by Greens on 17% and Te Pāti Māori on 10%, and National on 6%. A further 9% were undecided.

Women had higher Green support (25% versus 9% of men).

Those aged 60+ had higher Labour support (36% versus 26% among other age groups).

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

	Count	Col %
National	32	7%
Labour	139	31%
Greens	87	19%
ACT	17	4%
NZ First	26	6%
Te Pāti Māori	49	11%
Opportunity (TOP)	10	2%
Alliance	4	1%
Te Tai Tokerau Party	4	1%
Free Palestine	9	2%
Animal Justice	7	2%
NZ Outdoors & Freedom	15	3%
Women's Rights	9	2%
NZ Loyal	19	4%
ALCP (Legalise Cannabis)	3	1%
Vision NZ	12	3%
Conservatives	13	3%
Total	455	100%

Party	2026 poll	2023 election	Percentage-point change
Labour	31%	43%	-12%
Greens	19%	12%	+7%
Te Pāti Māori	11%	30%	-19%
NZ First	6%	3%	+3%
Opportunity	2%	1%	+1%
National	7%	5%	+2%

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

	Count	Col %
Labour/Kerrin Leoni	154	31%
Te Pāti Māori/Oriini Kaipara	164	33%
Greens/Florence Te Ohaere	106	21%
Other	30	6%
Unsure	47	9%
Total	500	100%

Kaipara leads Leoni by 33% to 31%, followed by Te Ohaere on 21% with 9% undecided.

Those aged 18–39 had higher support for Oriini Kaipara (37% versus 28%) and Florence Te Ohaere (28% versus 14%).

Those aged 60+ had lower support for Kaipara (20% versus 35%).

Excluding undecided respondents, the electorate-vote shares are:

	Count	Col %
Labour/Kerrin Leoni	154	34%
Te Pāti Māori/Oriini Kaipara	164	36%
Greens/Florence Te Ohaere	106	23%
Other	30	7%
Total	453	100%

The current MP for Tāmaki Makaurau is Oriini Kaipara. How good a job do you think she has done since being elected in September last year? Has it been good, average or poor?

	Count	Col %
Poor	64	13%
Average	167	33%
Good	175	35%
Unsure	95	19%
Total	500	100%

Kaipara has positive net approval: 35% say she has done a good job and 13% say she has done a poor job, giving a net rating of +22 percentage points.

What is the most important local issue in Tāmaki Makaurau that could affect your vote?

	Count	Col %
Roading and Transport Isolation	12	2%
Education	29	6%
Healthcare	39	8%
Housing	41	8%
Cost of Living	183	37%
Jobs	35	7%
Local Council and Regional Development	21	4%
Te Tiriti o Waitangi	27	5%
Law & Order	30	6%
Environment	24	5%
Infrastructure	31	6%
Other	17	3%
Unsure	12	2%
Total	500	100%

The cost of living is the leading issue at 37%, followed by housing and hauora (healthcare), both at 8%.

Is the Government doing enough to help iwi and Māori businesses build long-term economic wealth?

Yes, it is doing enough

No, more support is needed

	Count	Col %
Yes	203	41%
No	257	51%
Unsure	40	8%
Total	500	100%

A majority of 51% say that more support is needed to help iwi and Māori businesses build long-term wealth.

Gender: Women less often said yes (28% versus 54%) and more often said no (62% versus 39%).

18–39: More often said yes (59% versus 23%); less often no (37% versus 66%).

Should Māori-specific policies become a permanent feature of government to ensure Māori have the same outcomes as other groups?

	Count	Col %
Yes	420	84%
No	34	7%
Unsure	46	9%
Total	500	100%

A large majority of 84% support Māori-specific policies becoming a permanent feature of government.

Is home ownership a reality for you?

	Count	Col %
Yes, I already own a home	216	43%
Yes, I'm on track to own a home	102	20%
No, it feels out of reach	171	34%
Unsure	10	2%
Total	500	100%

A majority of 63% say home ownership is a reality for them, while 34% say it isn't.

Gender: Women less often already owned a home (35% versus 52%) and more often said ownership felt out of reach (41% versus 26%).

18–39: More often already owned a home (49% versus 38%) or were on track to own one (25% versus 16%); less often said it felt out of reach (24% versus 44%).

60+: Less often said they were on track to own (4% versus 24%) and more often said ownership felt out of reach (50% versus 31%).

Have you or someone in your whānau considered moving to Australia for better employment opportunities?

	Count	Col %
Yes	309	62%
No	166	33%
Unsure	25	5%
Total	500	100%

A majority of 62% say they or a member of their whānau have considered moving to Australia.

18–39: More often said yes (74% versus 49%) and less often no (22% versus 44%).

60+: Less often said yes (46% versus 65%) and more often no (51% versus 29%).

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?

	Count	Col %
Very important	218	44%
Somewhat important	197	39%
Not that important	58	12%
Not at all important	14	3%
Unsure	12	2%
Total	500	100%

Overall, 83% 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?

	Count	Col %
Reducing poverty and improving incomes	158	32%
Increasing Māori home ownership	78	16%
Improving health and education outcomes	104	21%
Reducing crime and drug harm	44	9%
Protecting Māori rights and Te Tiriti o Waitangi	99	20%
Other	17	3%
Total	500	100%

Reducing poverty and improving incomes was the top priority at 32%, followed by improving health and education outcomes at 21%.

18–39: More often prioritised reducing poverty and improving incomes (36% versus 27%) and reducing crime and drug harm (13% versus 5%). Less often prioritised protecting Māori rights and Te Tiriti (14% versus 26%).

60+: More often prioritised protecting Māori rights and Te Tiriti (32% versus 17%).

Labour voters: More often prioritised reducing poverty and improving incomes (47% versus 26%).

Te Pāti Māori voters: More often prioritised increasing Māori home ownership (39% versus 13%); less often reducing poverty and improving incomes (6% versus 34%).

Demographics

		Unweighted Count	Weighted Count
Gender	Female	309	263
Gender	Male	191	237
Gender	Other	0	0
Age	18 - 39	207	247
Age	40 - 59	194	166
Age	60+	99	87

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Friday 16 October 2026