Enrolment snapshot

30 October 2026

ELECTORAL COMMISSION
TE KAITIAKI TAKE KŌWHIRI

Enrolment changed for the 2026 General Election – this year you needed to be enrolled before voting started.

The Commission has run a comprehensive campaign to raise awareness of the changes to how to enrol and vote.

This snapshot is a summary of activities and information over the final weeks of the enrolment campaign **until 25 October**.

This information will change as we count our final engagement activities, process enrolment changes, population changes occur and we complete enrolment quality assurance checks.

Current enrolment rates

These provisional enrolment figures are intended to provide an indication of enrolment progress during the election period.

Our enrolment numbers will continue to update over the coming weeks as 17-year-olds on the provisional roll turn 18 and we are notified of deaths.

Updates can be found here: Enrolment updates | Vote NZ

Enrolment activities at a glance

- A budget of up to $17,864,241 for communications and public information activity throughout 2026, focused on enrolment and raising awareness of important changes and deadlines.
- Provided a broad range of information and education in the community, including through community groups.
  - About 50% of this activity was youth focused
  - 38,028 enrolment forms were collected.
- We contacted all enrolled voters to check or update their details. This included:
  - 3.6 million enrolment packs sent by post
  - 2,244,134 emails and 561,481 SMS to remind voters to update their details.
- Some new activities for this election included:
  - Using a data match to contact 170,000 people to enrol or update their address
  - Setting up physical and mobile enrolment in communities with lower enrolments
  - Providing grants to 36 community groups for education and enrolment projects.

How we know our efforts are working

We conduct research at key points in the election year.

- Knowledge of the close of enrolment increased from 47% in March to 73% in September.
- Knowledge of how to enrol grew from 88% in March to 94% in September.
- For 18 to 29-year-olds, knowledge of how to enrol grew from 76% to 90%.

We will test this again in our final post-election survey and expect to see this knowledge increase further.

Getting the message out through public education and advertising

Public information and education was focused on letting people know that this year was different and that they needed to enrol early.

Our communications were designed to build awareness of what was different, motivate people to enrol early, and give people clear, practical information about how to enrol before 25 October.

We approached this in different ways. We brought Orange Guy into the real world to draw attention to the changes to enrolment while the 20 Chances campaign focused on motivating people to enrol and vote. Alongside this, we delivered campaigns for Māori, Pacific peoples, Asian communities, young people and disabled people.

Channels used

We communicated on channels which reflect how New Zealanders consume information now, using a broad mix of TV and video on demand, radio and digital audio, outdoor, cinema, print, digital display, social, paid search, partnerships and community media.

What we did differently in 2026

We made greater use of digital screens, digital audio, social and video, made greater use of digital Out-of-Home, and used audience targeting, search queries and enrolment data to help respond to areas and audiences with lower enrolment.

As well as providing information on the Māori Electoral Option and how and where to vote, most of our communications this election have been directed towards promoting enrolment, with a particular emphasis on explaining what the law changes mean for people and ensuring voters understand what they need to do and by when.

Advertising reach and effectiveness

At the midpoint of the advertising campaign in September:

- **60%** of New Zealanders reported that they had seen or heard our advertising about enrolling and voting
- **Half of those asked** said they were more likely enrol, check their details or vote after seeing the ads
- People said our advertising is **believable, relevant and enjoyable.**

ADVERTISING PLACEMENT

December 25- September 26

Local Media & Advertising Providers
$5,075,745

Out-of-Home (OOH)	**$1,579,188.84**
Television	**$1,240,906.75**
Digital	**$1,038,490.83**
Radio	**$897,630.02**
Press	**$251,079.31**
Cinema	**$68,449.27**

Global Digital Platforms
$2,067,417.21

Platforms:

- Google
- Meta
- TikTok
- Snapchat
- LinkedIn
- DoubleVerify

Community information and education

In communities that had lower enrolment rates, we provided information, education and opportunities to enrol. We measure the effectiveness of our direct engagement through surveying people at events and our research during the campaign.

Our activity

- 3,282 activities delivered and 38,028 enrolment forms collected
- Approximately 17,544 electors enrolled, checked or updated their enrolment details at one of our 15 enrolment hubs. Another 2,628 took enrolment forms away to complete
- Our mobile enrolment teams delivered 1,207 events, collecting a further 14,127 enrolments
- Visited 374 schools and tertiary providers
- Funded community groups to deliver 37 projects at an additional 251 events
- Approximately half of our community events were targeted at youth.

Resources distributed

279,709
enrolment forms

136,163
other resources

1,977
requests received

What our research tells us

15% said they had **direct** engagement with the Electoral Commission this year.

This is notably higher among:

- Younger people 33%
- Māori 24%
- Disabled people 30%
- Almost half of this year's community engagements resulted in immediate enrolment and a further third enrolled after the interaction.

What participants at events tell us

- 94% reported they knew where to go to get more information
- 95% reported they knew more about enrolment and voting due to the interaction.

Public enquiries about enrolment

We responded to public enquiries made through our 0800 service, dedicated customer service email and web enquiries.

Main enrolment queries relate to

- Updating enrolment details
- New enrolments
- Enrolment eligibility
- Unpublished roll queries and requests
- Data match follow up
- Māori roll eligibility
- Overseas queries
- Questions about general or Māori roll status
- Switching rolls
- Electorate boundary change
- Challenges accessing the rolls

Our customer service team

- Answered approximately 53,378 requests about enrolment through the 0800 service (29,772 more than the 2023 General Election)
- Sent 5,148 enrolment packs to people who requested them (2,224 more than the 2023 General Election)
- Sent SMS to 204,070 people to let them know their enrolment details are out of date (10,920 more than the 2023 General Election).

Communicating digitally

Census 2023 shows that 20 percent of New Zealanders had lived at their current address for less than 12 months, and more than half had moved within the previous five years. Address information is still a fundamental touch point of our electoral system but relying solely on post to reach people is becoming less effective. The Electoral Amendment Bill gave the Commission more options to communicate with electors digitally rather than post.

This election we reached out to electors encouraging them to provide us up to date email and phone contacts.

As a result, for those we hold digital information for, we've been able to supplement our usual postal activity with digital messages and prompts.

Campaign	Purpose	Emails sent	SMS sent
Māori Electoral Option	Informing electors who identify as Māori about their option to choose between the Māori or general roll, and the deadline for making that choice.	357,887	100,547
Enrolment update campaign	Sent to all electors where we hold an email address and/or mobile phone number. Reminder messages to get ready to vote, and to update details.	2,244,134	561,481
Data matching	A request to update details and get ready to vote was sent to electors who appear to have changed address (when identified in a data matching exercise between DIA and NZTA)	51,691	2,188

Notes

The information in this document is a snapshot. Enrolment rates, public awareness statistics and numbers of community and public engagements will continue to increase.

Enrolment rates will continue to increase and change slightly throughout the election period. This is due to: completion of processing enrolment forms received near the deadline, postal and overseas enrolments, new electors turning 18 before election day, final removal of those who have passed away and ongoing quality assurance checks.

