

TVNZ

Television New Zealand Ltd
Te Reo Tātaki

1 November 2008



TVNZ Maori Programmes

**Note to all Media:
EMBARGOED
Until 11 am Sunday
2 November 2008**

***MARAE-DIGIPOLL SURVEY
IKAROA-RAWHITI***

TVNZ Maori Programmes production, Marae recently commissioned Hamilton polls analysts DigiPoll to survey voters registered in the Maori electorate of Ikaroa-Rawhiti.

The survey was conducted between 15 October and 28 October 2008.

400 voters on the Ikaroa-Rawhiti were surveyed. The margin of error is +/- 4.9%.

Contact:

Derek Kotuku Wooster

Producer / Director

Marae

TVNZ Maori Programmes

09 916 7971

021 654 044

derek.wooster@tvnz.co.nz

Marae – DigiPoll October 2008 Ikaroa-Rawhiti Electorate

Q1. Party Vote

If an election was held today which political party would you vote for?

	This Poll	Last Poll July 2008
Labour	45.5%	42.5%
Maori Party	39.2%	39.4%
NZ First	4.9%	3.3%
Greens	3.9%	2.3%
National	3.1%	10.7%
Others	3.5%	1.9%

Q2. Electorate Vote

Now taking your second vote under MMP which is for the Maori Seat, which candidate would you give your seat vote to?

	This Poll	Last Poll July 2008
Parekura Horomia of the Labour Party	49.8%	45.6%
Derek Fox of the Maori Party	44.4%	47.1%
Other	5.7%	7.3%

Crosstab with Age

	18-39yrs	40-59yrs	60yrs+
Parekura Horomia of the Labour Party	49.9%	49.1%	51.3%
Derek Fox of the Maori Party	42.1%	46.6%	46.2%
Other	8.0%	4.3%	2.6%

Crosstab with Gender

	Male	Female
Parekura Horomia of the Labour Party	46.1%	52.8%
Derek Fox of the Maori Party	46.9%	42.3%
Other	6.9%	4.9%

Q3. Of all political leaders in New Zealand, who is your preferred Prime Minister?

Helen CLARK	50.8%
Pita SHARPLES	9.1%
Winston PETERS	6.0%
John KEY	4.6%
Tariana TURIA	4.1%
Parekura HOROMIA	2.0%
Jeannette FITZSIMONS	0.3%
Others	0.8%
None	7.3%
Don't know	14.1%

Q4. Do you think the government is heading in the right direction?

Yes	64.0%
No	23.7%
Don't Know	12.3%

Q5. How satisfied are you with the performance of your electorate member of parliament, Parekura Horomia?

Very Satisfied	19.4%
Satisfied	53.9%
Not Satisfied	18.5%
Don't Know	8.3%

Q6. In your opinion, which Maori MP is most effective in representing your views?

Parekura Horomia	30.1%
Pita Sharples	20.4%
Tariana Turia	11.1%
Winston Peters	7.1%
Hone Harawira	3.7%
Te Ururoa Flavell	1.4%
Shane Jones	1.2%
Dover Samuels	0.9%
Dave Hereora	0.8%
Nanaia Mahuta	0.7%
Mahara Okeroa	0.3%
Pita Paraone	0.2%
Metiria Turei	0.2%
Other	1.1%
Don't Know	21.1%

**Q7. What is the most important issue for you in your Maori Electorate Ikaroa-Rawhiti right now?
Top 10**

Education	19.0%
Maori/Treaty Issues	15.6%
Health	12.9%
Law and Order/Crime/Police	8.3%
Unemployment/Employment	8.3%
Family Issues	6.5%
The Economy	4.3%
Tax Cuts/High Taxes	3.0%
Beneficiaries/Welfare System	1.4%
House Prices	0.9%

Q8. Would you agree to the Maori Party forming a coalition with Labour?

Yes	83.4%
No	12.1%
Don't Know	4.5%

Q9. Would you agree to the Maori Party forming a coalition with National?

Yes	20.8%
No	73.1%
Don't Know	6.1%

Q10. Do you think of yourself as a...

New Zealander first	15.4%
Maori first	67.0%
Both	17.4%
Don't know	0.2%