

TVNZ

Television New Zealand Ltd
Te Reo Tātaki

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TVNZ Maori Programmes

**Note to all Media:
EMBARGOED
Until 11 am Sunday
19 October 2008**

***MARAE-DIGIPOLL SURVEY
TE TAI HAUĀURU ELECTORATE***

TVNZ Maori Programmes production, Marae recently commissioned Hamilton polls analysts DigiPoll to survey voters registered in the Maori electorate of Te Tai Hau uru.

The survey was conducted between 24 September and 14 October 2008.

400 voters on the Te Tai Hau uru Roll were surveyed. The margin of error is +/- 4.9%.

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TVNZ Maori Programmes

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Marae – DigiPoll September/October 2008 Te Tai Hauāuru Electorate

Q1. Party Vote

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

Labour	42.5%
Maori Party	44.0%
National	7.7%
Greens	2.1%
NZ First	1.9%
Others	1.8%

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?

Errol Mason of the Labour Party	15.1%
Tariana Turia of the Maori Party	77.7%
Other	7.2%

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

Helen CLARK	46.8%
Tariana TURIA	10.5%
Pita SHARPLES	8.5%
John KEY	6.1%
Winston PETERS	3.7%
John TAMIHERE	0.1%
Parekura HOROMIA	0.1%
Others	1.6%
None	10.2%
Don't know	12.0%

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

Yes	50.9%
No	32.8%
Don't Know	16.2%

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

Very Satisfied	29.7%
Satisfied	50.8%
Not Satisfied	8.1%
Don't Know	11.3%

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

Tariana Turia	26.8%
Pita Sharples	23.2%
Hone Harawira	6.8%
Winston Peters	5.7%
Te Ururoa Flavell	2.9%
Parekura Horomia	2.1%
Nanaia Mahuta	1.7%
Dover Samuels	1.1%
Georgina Te Heuheu	0.7%
Metiria Turei	0.6%
Mahara Okeroa	0.3%
Ron Mark	0.3%
Other	1.3%
Don't Know	26.7%

**Q7. What is the most important issue for you in your Maori Electorate Te Tai Hauāuru right now?
Top 10**

Maori/Treaty Issues	16.9%
Health	13.0%
Family Issues	11.2%
Education	9.5%
Law and Order/Crime/Police	6.6%
Unemployment/Employment	5.8%
The Economy	3.4%
Tax Cuts/High Taxes	3.0%
Child Abuse	2.3%
Environment/Global Warming	1.8%

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

Yes	77.4%
No	15.0%
Don't Know	7.6%

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

Yes	28.7%
No	60.4%
Don't Know	10.8%

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

New Zealander first	9.0%
Maori first	72.8%
Both	17.7%
Don't know	0.4%