

TVNZ

Television New Zealand Ltd
Te Reo Tātaki

24 October 2008



TVNZ Maori Programmes

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

***MARAE-DIGIPOLL SURVEY
TE TAI TONGA***

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

The survey was conducted between 8 October and 21 October 2008.

400 voters on the Te Tai Tonga Electorate were surveyed. The margin of error is +/- 4.9%.

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TVNZ Maori Programmes

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Marae – DigiPoll October 2008 Te Tai Tonga Electorate

Q1. Party Vote

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

	This Poll	Last Poll August 2008
Labour	44.0%	35.8%
Maori Party	29.5%	34.5%
National	10.9%	17.1%
Greens	8.5%	5.8%
NZ First	4.9%	5.7%
Others	2.3%	1.2%

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 August 2008
Mahara Okeroa of the Labour Party	40.4%	39.4%
Rahui Reid Katene of the Maori Party	46.1%	42.4%
Other	13.5%	18.2%

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

Helen CLARK	47.9%
Winston PETERS	7.5%
John KEY	7.0%
Pita SHARPLES	6.9%
Tariana TURIA	1.1%
Jeannette FITZSIMONS	1.1%
Parekura HOROMIA	0.8%
Others	2.5%
None	11.2%
Don't know	14.0%

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

Yes	56.1%
No	26.6%
Don't Know	17.3%

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

Very Satisfied	8.4%
Satisfied	47.9%
Not Satisfied	19.7%
Don't Know	24.0%

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

Pita Sharples	23.7%
Tariana Turia	10.5%
Winston Peters	10.3%
Hone Harawira	5.9%
Parekura Horomia	4.4%
Mahara Okeroa	3.4%
Te Ururoa Flavell	1.4%
Nanaia Mahuta	1.0%
Shane Jones	1.0%
Dave Hereora	0.6%
Georgina Te Heuheu	0.5%
Metiria Turei	0.5%
Dover Samuels	0.3%
Pita Paraone	0.3%
Ron Mark	0.2%
Refused	1.7%
Don't know	34.4%
Total	100%

Q7. What is the most important issue for you in your Maori Electorate Te Tai Tonga right now?

Top 14

Education	15.4%
Maori issues/Treaty	11.7%
Health	11.3%
Law and order/Crime/Police	5.8%
Family need	5.0%
Tax cuts/high taxes	4.6%
Employment/Unemployment	4.1%
The Economy	4.1%
House Prices	3.8%
Environment/global warming	3.4%
Low wages	2.6%
Beneficiaries/welfare system	2.1%
Child Abuse	1.6%

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

Yes	79.8%
No	16.5%
Don't Know	3.7%

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

Yes	29.8%
No	65.3%
Don't Know	4.9%

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

New Zealander first	21.4%
Maori first	63.0%
Both	14.8%
Don't know	0.8%