

**TVNZ**

Television New Zealand Ltd  
Te Reo Tātaki

18 October 2008



TVNZ Maori Programmes

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

***MARAE-DIGIPOLL SURVEY  
WAIARIKI ELECTORATE***

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

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

400 voters on the Waiariki Roll 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](mailto:derek.wooster@tvnz.co.nz)

## **Marae – DigiPoll September/October 2008 Waiariki Electorate**

### **Q1. Party Vote**

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

|             |       |
|-------------|-------|
| Labour      | 33.8% |
| Maori Party | 48.9% |
| NZ First    | 6.3%  |
| National    | 6.3%  |
| Greens      | 1.4%  |
| Others      | 3.4%  |

### **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?**

|                                      |       |
|--------------------------------------|-------|
| Mita Ririnui of the Labour Party     | 22.2% |
| Te Ururoa Flavell of the Maori Party | 72.8% |
| Other                                | 5.0%  |

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

|                  |       |
|------------------|-------|
| Helen CLARK      | 48.2% |
| Tariana TURIA    | 7.6%  |
| John KEY         | 6.1%  |
| Winston PETERS   | 5.4%  |
| Pita SHARPLES    | 3.5%  |
| Bill ENGLISH     | 0.2%  |
| Parekura HOROMIA | 0.2%  |
| Others           | 0.6%  |
| None             | 11.7% |
| Don't know       | 15.4% |

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

|            |       |
|------------|-------|
| Yes        | 46.9% |
| No         | 35.3% |
| Don't Know | 17.8% |

### **Q5. How satisfied are you with the performance of your electorate member of parliament, Te Ururoa Flavell?**

|                |       |
|----------------|-------|
| Very Satisfied | 28.3% |
| Satisfied      | 56.3% |
| Not Satisfied  | 5.4%  |
| Don't Know     | 9.8%  |

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

|                    |       |
|--------------------|-------|
| Te Ururoa Flavell  | 27.9% |
| Pita Sharples      | 20.1% |
| Winston Peters     | 7.3%  |
| Tariana Turia      | 6.8%  |
| Hone Harawira      | 5.6%  |
| Mita Rinui         | 3.2%  |
| Parekura Horomia   | 1.4%  |
| Georgina Te Heuheu | 1.3%  |
| Shane Jones        | 1.3%  |
| Dave Hereora       | 0.5%  |
| Nanaia Mahuta      | 0.4%  |
| Ron Mark           | 0.4%  |
| Metiria Turei      | 0.4%  |
| Tau Henare         | 0.1%  |
| Other              | 1.2%  |
| Don't Know         | 22.1% |

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

|                              |       |
|------------------------------|-------|
| Maori/Treaty Issues          | 21.7% |
| Education                    | 14.7% |
| Health                       | 10.4% |
| Law and Order/Crime/Police   | 7.2%  |
| Unemployment/Employment      | 4.7%  |
| Family Issues                | 3.9%  |
| Child Abuse                  | 3.4%  |
| The Economy                  | 2.8%  |
| Tax Cuts/High Taxes          | 2.4%  |
| Beneficiaries/Welfare System | 2.1%  |

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

|            |       |
|------------|-------|
| Yes        | 74.3% |
| No         | 19.4% |
| Don't Know | 6.3%  |

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

|            |       |
|------------|-------|
| Yes        | 24.2% |
| No         | 65.8% |
| Don't Know | 10.0% |

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

|                     |       |
|---------------------|-------|
| New Zealander first | 10.5% |
| Maori first         | 73.0% |
| Both                | 16.2% |
| Don't know          | 0.2%  |

