



Television New Zealand Ltd
Te Reo Tātaki

11 October 2008

Marae

TVNZ Maori Programmes

Note to all Media:
EMBARGOED
until 11 am Sunday
12 October 2008
MARAE-DIGIPOLL SURVEY
TE TAI TOKERAU ELECTORATE

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

The survey was conducted between 15 September and 7 October 2008.

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

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Marae – DigiPoll September/October 2008 Te Tai Tokerau Electorate

Q1. Party Vote

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

Labour	34.5%
Maori Party	46.8%
National	6.4%
NZ First	5.6%
99 MP Party	3.3%
Greens	2.5%
Others	0.9%

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?

Kelvin Davis of the Labour Party	25.8%
Hone Harawira of the Maori Party	69.0%
The unnamed Green Candidate	3.4%
Other	1.8%

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

Helen CLARK	41.4%
Winston PETERS	9.9%
Tariana TURIA	5.7%
Pita SHARPLES	5.5%
John KEY	4.7%
Others	6.0%
None	10.5%
Don't know	16.2%

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

Yes	49.3%
No	36.8%
Don't Know	13.9%

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

Very Satisfied	28.0%
Satisfied	50.1%
Not Satisfied	14.3%
Don't Know	7.6%

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

Hone Harawira	31.2%
Pita Sharples	15.2%
Tariana Turia	7.4%
Winston Peters	6.3%
Shane Jones	5.6%
Parekura Horomia	1.8%
Dover Samuels	1.4%
Nanaia Mahuta	1.2%
Te Ururoa Flavell	1.2%
Other	3.6%
Don't Know	25.2%

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

Maori/Treaty Issues	19.3%
Education	13.5%
Health	11.2%
Family Issues	6.8%
House Prices	6.0%
Law and Order/Crime/Police	5.9%
Unemployment/Employment	3.8%
Child Abuse	2.7%
Beneficiaries/Welfare System	2.3%
The Economy	1.8%

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

Yes	70.9%
No	17.3%
Don't Know	11.8%

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

Yes	25.4%
No	60.3%
Don't Know	14.3%

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

New Zealander first	10.5%
Maori first	76.3%
Both	12.4%
Don't know	0.8%