

**TVNZ**

Television New Zealand Ltd  
Te Reo Tātaki

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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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## **Marae – DigiPoll October 2008 Te Tai Tonga Electorate**

### **Q1. Party Vote**

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

	<b>This Poll</b>	<b>Last Poll August 2008</b>
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?**

	<b>This Poll</b>	<b>Last Poll August 2008</b>
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%