

Electoral Commission Te Kaitiaki Take Kowhiri

Understanding MMP In New Zealand -Omnibus Results

August 2008



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1. Introduction

As part of its ongoing research programme, the Electoral Commission contracted UMR Research to conduct quantitative research in 2007 and 2008 looking at public understanding of MMP and engagement with the electoral process.

Modules of questions covering these three areas were asked in the UMR Research nation-wide Omnibus survey. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over conducted every two weeks from UMR Research's national interview facility in Auckland.

The latest results come from four waves of the omnibus survey.

- 3rd to 8th July 2008;
- 18th to 28th July 2008;
- 31st July to 5th August 2008;
- 14th to 19th August 2008.

The same questions were asked in all four waves, making for a total sample of n=3000. This was the same approach as used in 2007.

Several of the questions were based on questions asked previously for the Electoral Commission by other research companies and trendline information is provided where available. The most recent results from this are from TNS's post-election telephone survey of 1004 New Zealanders, aged 18 and over conducted from 18th to 30th September 2005.

The questions were asked over four omnibus surveys in order to maximise the total number of respondents and allow for analysis of smaller sub-samples.

The margin of error for a 50% figure at the '95% confidence level' based on a sample of n=3000 is $\pm 1.8\%$.

Margins of error at other sub-sample sizes and at other sample percentages are provided in the tables following.

MARGINS OF ERROR (50% figure, 95% confidence level)	
Sample Size	Margins of Error
N=1500	±2.5%
N=1000	±3.2%
N=750	±3.6%
N=500	±4.4%
N=400	±4.9%
N=300	±5.7%
N=200	±6.9%
N=100	±9.8%

MARGINS OF ERROR BY SAMPLE PERCENTAGE* (For a sample of n=3000 at the 95% confidence level)					
Sample Size	10%	25%	50%	75%	90%
N=3000	±1.1%	±1.6%	±1.8%	±1.6%	±1.1%
*This means that if 50% of people on an n=3000 sample respond in a particular way, there is a 1.8% margin of error. If 75% respond that way, the margin of error is reduced to 1.6%.					

2. Executive Summary

- There is an established trend for understanding of MMP to increase in election year, and 2008 was no exception to this. Indeed, understanding of MMP was higher in 2008 than it was at the same point in 2005 and on a question tracking back to before the first MMP election in 1996, was the second highest ever recorded in a pre-election survey. Key points include:
 - 58% of New Zealanders now said that they find MMP easy to understand, compared with 54% on the 2005 pre-election survey and 51% in 2007.
 - 67% identified the party vote as more important than the electorate vote, higher than either the pre-election or post-election results in 2005 and the highest in a pre-election survey since in the first MMP election in 1996 (70%).
 - 34% correctly identified the MMP threshold as being winning either five percent of the party vote or one electorate seat, up 7% since 2007 (question not asked in earlier surveys).
- The demographic trends showed declared understanding of MMP increasing most amongst those who were from groups who felt that they understood the system.
 - Declared understanding increased more, for example, amongst high income earners and amongst non-Māori than it did amongst low income earners and Māori, and high income earners and non-Māori groups which felt that they understood MMP.
 - This trend did not continue, however, for the questions related to knowledge of specific aspects of MMP. Indeed, some of the largest increases were amongst those who had relatively little knowledge in the 2007 study (e.g. the proportion of Pacific people identifying the party vote as more important rose by 14%, while 11% more people with personal incomes of \$25-\$30,000 chose the correct threshold option).
- In line with the greater understanding of MMP, respondents became a little more likely to say that they had a good idea what MPs did (up 3% to 41%) or to disagree with the assertion that 'politics is too complicated' (up 4% to 36%).
- There was also an increase in declared confidence in the management of New Zealand elections, with 85% now rating their confidence as 7 or higher on a 0-10 scale where 10 meant very confident (up 5% since 2007). The proportion saying that they were very confident (rating it 10 out of 10) rose 4% to 42%.

- The numbers continue to support the view that non-voting is more about disengagement than dissatisfaction. Non-voters were less likely than voters to have an opinion on most questions and although there was an 11% fall from 2007 in the proportion of non-voters saying that voting makes a difference, a majority still believed that it did.
 - Although non-voters remain well behind voters on all 'knowledge' questions, the proportions saying that MMP was easy to understand (up 4% to 37%) or choosing the correct MMP threshold (up 7% to 24%) increased in 2008.
- Key observations on other demographic trends include:
 - While more than two thirds of 18-24 year olds believed that voting made a difference, relatively high proportions of this group also felt that they lacked knowledge about politics, the role of MPs and the mechanics of MMP. This was also the case in 2007.
 - Also as in 2007, Asian respondents were less likely to have an opinion or chose an option on a range of questions, indicating both lack of detailed knowledge and awareness that they lack this knowledge.
 - Pacific people were just as likely as NZ Europeans to choose the party vote as the more important of the two (whereas in 2007 they were less likely to), but were still less likely to say that they found MMP easy to understand.
 - As in 2007, women showed stronger agreement than men with both 'voting makes a difference' and 'politics is complicated'
 - Māori were marginally more likely than NZ Europeans to strongly agree that 'voting makes a difference', but we know from many previous studies that Māori are less likely to vote.

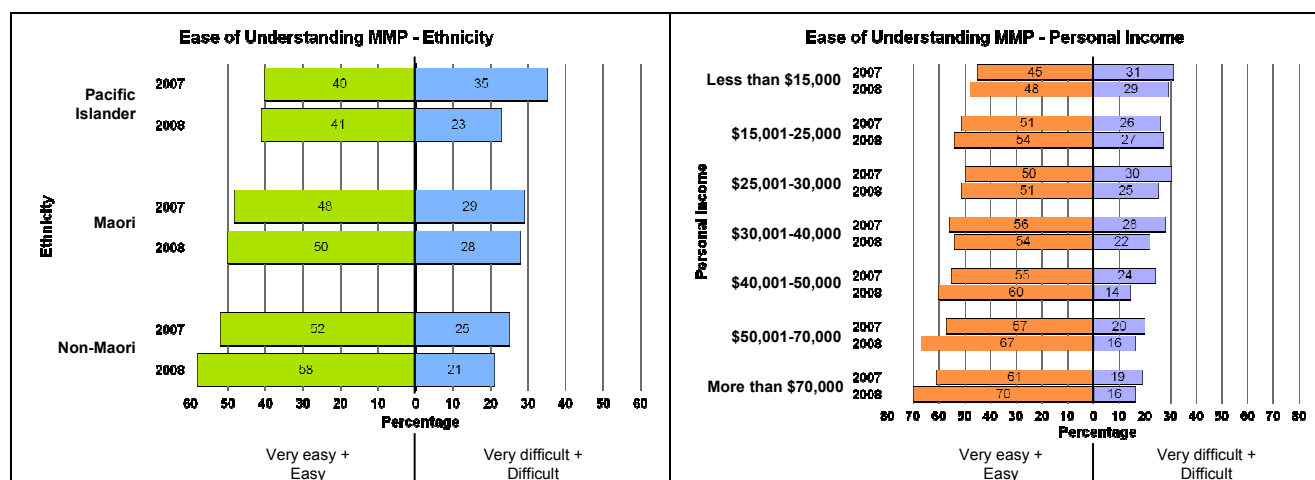
3. Understanding of MMP

3.1 Perceived ease of understanding MMP

Declared understanding of MMP has increased over the last year, with 58% now saying that they consider MMP to be easy to understand. This is the highest figure yet recorded in this series, and is 7% above that recorded in 2007. 25% now say that they find MMP very easy to understand (up 6% on last year), while 21% think that it is difficult to understand (down 5%).

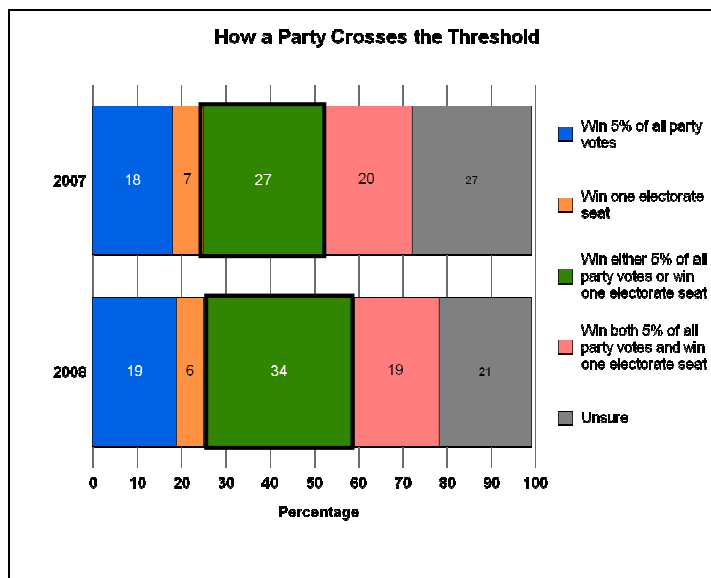
Declared understanding has risen most amongst demographic groups who were already relatively likely to say that MMP was easy to understand. Examples of this include:

- The proportion of non-Māori saying that MMP was very or fairly easy to understand rose 6% (from 52% to 58%), whereas amongst Māori the proportion rose 2% (from 48% to 50%).
- There was a 9% increase in declared understanding amongst those with personal incomes over \$70,000 (from 61% to 70%), whereas amongst those earning under \$15,000 it was 3% higher (from 45% to 48%). Similarly, declared understanding rose by 13% amongst those with household incomes over \$100,000 (from 57% to 70%) but by just 3% amongst those with household incomes below \$20,000 (from 43% to 46%).
- Declared understanding rose by 11% amongst those aged 60 years or older (from 54% to 65%) but barely changed amongst under 30s (moving from 48% to 47%).



3.2 Understanding of key elements of MMP

As in previous years, we tested New Zealanders' actual understanding of MMP with two questions in addition to declared understanding. These questions involved asking respondents to identify whether the party vote or electorate vote was more important for deciding the number of MPs each party gets in parliament, while the second asked them to choose the elements of the MMP threshold. The improvement in knowledge of the primacy of the party vote was less marked than for declared understanding, but there was a significant increase in the number choosing the correct option on the question about elements of the MMP threshold (reflected in a decrease in the number saying that they were unsure on this question).



67% of New Zealanders now chose the party vote as the more important of the two, up 2% on 2007 and higher than either the pre-election or post-election results in 2005

Although the pattern was for declared understanding to increase most amongst those who already said they had a good understanding, this was not so much the case for understanding of the primacy of the party vote.

- 70% of Pacific people chose the party vote as the more important of the two (a significant increase of 14% on 2007), while the increase amongst NZ Europeans was 3% (to 69%). The fact that Pacific people were as likely as NZ Europeans to chose the party vote as the more important contrasts with the fact that they were less likely to say that MMP was easy to understand (41% of Pacific People compared with 60% of NZ Europeans).
- The proportion of those with household incomes above \$100,000 who chose the party vote as the more important was unchanged on 76%, while there was a 9% rise amongst those with household incomes of \$40-\$50,000 (a couple where two people worked full time for the minimum wage would be in this category, as would a couple where one earned the average wage and the other did not do paid work).

The proportion of New Zealanders choosing the correct threshold option of 'win either five percent of all party votes or win one electorate seat' was up 7% to 34%. The largest increases in the proportion choosing the correct option included:

- A 16% rise amongst Pacific People (to 36%).

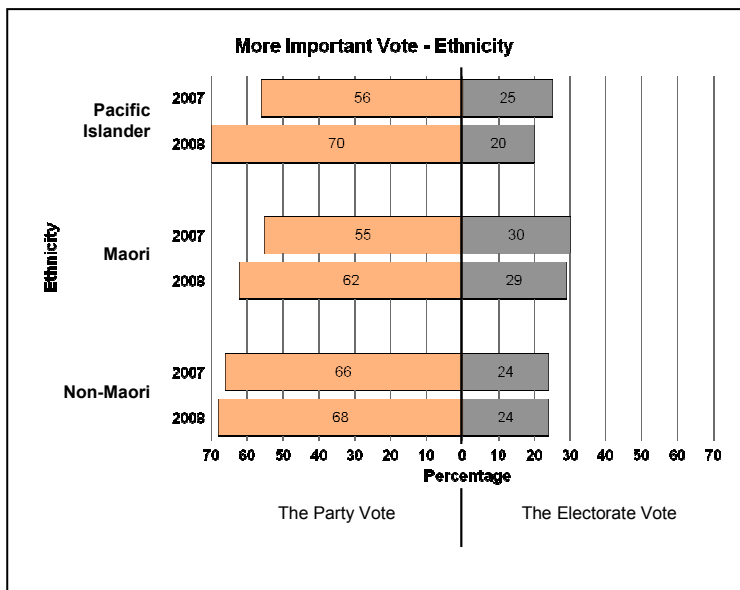
- 11% increases amongst those with personal incomes of \$25-\$30,000 (now 32%), personal incomes of \$40-\$50,000 (now 40%) and household incomes of \$30-\$40,000 (now 32%).
- Increases of 13% amongst 45-49 year olds (now 43%) and 12% amongst 50-54 year olds (now 40%).
- An 11% rise amongst provincial males (now 39%).

Combining the 'half-right' option of 'winning five percent of all party votes' without mentioning electorate seats (19%) with the proportion choosing the correct option, over half of New Zealanders got this at least 'sort of right' (53%, up 8% over the last year).

3.3 Perceived impact and understanding of politics

While the increase in understanding of MMP was not matched by increase in perceived efficacy, there are some signs of an improvement. The proportion disagreeing with the statement 'sometimes politics seems so complicated it is hard for people like me to understand what is going on' (i.e. saying that it was NOT too complicated) was up 4% to 36%, while there was a 3% increase in the proportion declaring that they had a good idea what MPs did (now 41%).

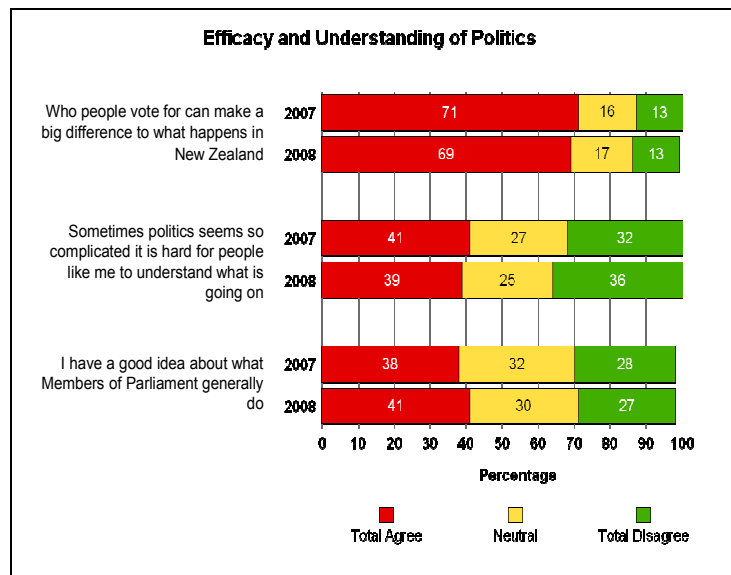
Most New Zealanders still agree with the basic impact statement, 'who people vote for can make a big difference to what happens in New Zealand', although the latest result (69%) is 2% below that recorded in 2007.



Significant movements amongst demographic groups included:

- 'Voting makes a difference': down 11% amongst those who did not vote in 2005, down 9% amongst those with household incomes of \$30-\$40,000 and down 9% amongst those who were born overseas.

- 'Politics is too complicated': down 9% amongst those with personal incomes of \$30-\$40,000 but up 7% amongst those with personal incomes of \$25-\$30,000, down 15% amongst the fairly small sample of Asians, and down 8% amongst males living in provincial areas. Note that a decrease in the proportion agreeing with this statement represents an improving situation, whereas a decrease in the number agreeing with the 'voting makes a difference' statement represents a deteriorating situation.



Despite the fact that Māori are less likely to vote than NZ Europeans, they were actually more likely to strongly agree that 'voting makes a difference'. 53% of Māori strongly agreed with this statement, compared with 47% of NZ Europeans. This was also the case in 2007 (when the gap was 57%-45%).

As also occurred in 2007, women were more likely than men to strongly agree that 'voting makes a difference', but also more likely to strongly agree that 'voting is complicated'.

- 'Good idea what MPs do': up 7% amongst males living in provincial areas, up 7% amongst over 60 year olds and up 19% amongst the fairly small sample of 18 and 19 year olds.

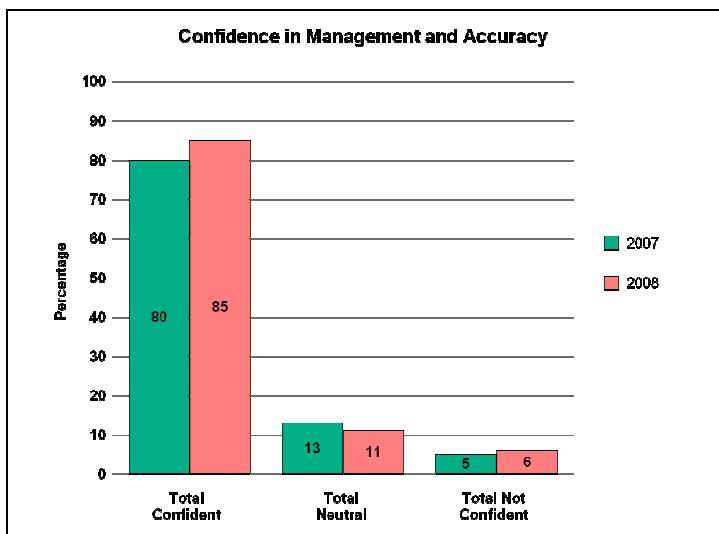
3.4 Confidence in accuracy

Declared confidence in the management of New Zealand elections increased significantly from 2007, with 85% rating their confidence that general elections in New Zealand are managed fairly and vote counting was accurate as 7 or higher (up 5% on a scale from 0 to 10, where 10 means very confident).

42% rated their level of confidence 10 out of 10, 4% higher than in 2007.

There were some reasonably large movements amongst particular demographic groups. Looking at the proportions rating their confidence as 10 out of 10, the larger movements include:

- A 15% increase amongst those with household incomes of \$40-\$50,000 (this group also showed significant increases in knowledge about the primacy of the party vote) and a 12% increase amongst those with personal incomes of \$40-\$50,000.
- A 13% increase amongst Christchurch respondents.
- A 13% increase amongst those aged 30-34 years.



3.5 Non-voters

In 2007 we included some analysis of non-voters, arguing that non-voters seemed not so much disillusioned with the political system as uninterested in it and disconnected from it. This was based on low numbers on the 'knowledge' questions (e.g. declared understanding of MMP and knowledge of the primacy of the party vote), but high proportions with no opinion on satisfaction questions such as 'list MPs are not as accountable as electorate MPs'.

The 2008 survey did not include as many direct satisfaction questions, with the nearest equivalent being 'who people vote for can make a big difference in New Zealand'.

- As noted, non-voters became less likely to agree with this statement (down 11% to 58% agree) than voters (down 1% to 69%), after recording similar results to voters in 2007.
- This movement can be partly accounted for by a 5% increase in the proportion of non-voters who were either neutral or undecided on this question (now 23%).
- While the proportion disagreeing with this statement increased by 6%, the fact that a majority of non-voters believed that voting makes a difference continues to suggest that non-voting is primarily about disconnection rather than disaffection.

Looking at the 'knowledge' questions, the patterns from 2007 remained in 2008:

- 37% of non-voters said that MMP was easy to understand (up 4%), compared with 61% of voters (up 6%).
- 46% of non-voters identified the party vote as the more important (unchanged), well behind voters (70%, up 3%).
- 24% of non-voters correctly stated that the threshold was five percent of the party vote or one electorate seat (up 7%), compared with 36% of voters (also up 7%).

The tendency for non-voters to say that they do not know rather than choose an incorrect option noted in 2007 was also present in 2008 (e.g. 19% of non-voters were unsure of whether the party or electorate vote was the more important, compared with 5% of non-voters).

EASE OF UNDERSTANDING MMP				
Thinking about the MMP system we use for voting in general elections. How easy do you think it is for people like you to understand MMP?				
	Pre-election 05* %	Post-election 05** %	JUN/JUL 07 %	JUL/AUG 08 %
Very easy	22	13	19	25
Easy	32	22	32	33
TOTAL EASY	54	35	51	58
Neither difficult nor easy	18	30	21	19
Difficult	18	18	20	17
Very difficult	7	16	6	5
TOTAL DIFFICULT	25	34	26	21
Unsure	3	3	2	2
Base: All, n=3000 * Results sourced from a TNS telephone interview pre-election survey of 900 New Zealanders aged 18 and over, conducted from 30 May to 10 June 2005. ** Results sourced from a TNS telephone interview pre-election survey of 1004 New Zealanders aged 18 and over, conducted from 18 to 30 September 2005.				

MORE IMPORTANT VOTE (Trendline)

From what you know and have heard, which of the two votes that you have in MMP is more important in deciding the number of MPs each party will have in parliament?

	Nov 95 %	Pre- elect- ion 96 %	Post- elect- ion 96 %	Oct 97 %	Oct 98 %	Pre- elect- ion 99 %	Post- elect- ion 99 %	Oct/ Dec 00 %	Oct/ Nov 01 %	Pre- elect- ion 02 %	Post- elect- ion 02 %	Oct- 03 %	Pre- elect- ion 05 %	Post- elect- ion 05 %	Jun / Jul 07 %	JUL/ AUG 08 %
The party vote	31	70	77	55	47	58	70	58	49	55	79	50	62	55	65	67
The electorate vote	23	18	14	21	18	14	17	15	17	19	13	15	25	7	25	25
Both	-	-	-	-	-	6	5	6	9	5	2	7	6	32	3	1
Unsure	46	38	9	22	35	23	8	21	25	22	6	28	7	7	8	7

Base: All, n=3000

*Note: Surveys prior to 2005 used a slightly different question, "Just judging from what you know and have heard, which of those votes is more important in deciding the number of MPs each party will have in Parliament?", and there have been some 'tweaks' over the preceding years. Some of the changes may be due to the change in question which means people no longer have to remember the name of the vote.

HOW A PARTY CROSSES THE THRESHOLD

Party Votes are used to allocate seats in Parliament for all parties which cross the threshold. Which ONE of the following does a party have to achieve in order to cross the threshold?

	JUN/JUL 07 %	JUL/AUG 08 %
Win 5 percent of all party votes	18	19
Win one electorate seat	7	6
Win either 5 percent of all party votes or win one electorate seat	27	34
Win both 5 percent of all party votes and win one electorate seat	20	19
Unsure	27	21
TOTAL	100	100

Base: All, n=3000

STATEMENT TESTING - Tracking									
On a scale of 1 to 5, where 1 is strongly agree and 5 is strongly disagree, to what extent do you agree with the following statements?									
	Year	1 – Strongly Agree %	2 %	TOTAL AGREE (1+2) %	3 %	4 %	5 – Strongly Disagree %	TOTAL DISAGREE (4+5) %	Unsure %
Who people vote for can make a big difference to what happens in New Zealand	Jun/Jul 07	48	23	71	16	7	6	13	1
	Jul/ Aug 08	47	22	69	17	8	5	13	1
Sometimes politics seems so complicated it is hard for people like me to understand what is going on	Pre-election 05*	13	20	33	24	27	16	43	-
	Jun/Jul 07	21	20	41	27	16	16	32	-
	Jul/ Aug 08	19	20	39	25	18	18	36	1
I have a good idea about what Members of Parliament generally do	Jun/Jul 07	16	22	38	32	16	12	28	2
	Jul/ Aug 08	17	24	41	30	15	12	27	1
Base: All, n=3000									
*Note: Results are sourced from a TNS telephone interview pre-election survey of 900 New Zealanders aged 18 and over, conducted from 30 May to 10 June 2005.									

CONFIDENCE IN MANAGEMENT AND ACCURACY OF GENERAL ELECTIONS

Using a 0 to 10 scale, where 0 means not at all confident and 10 means very confident, how confident are you that general elections in New Zealand are managed fairly and that vote counting is accurate.

	JUN 07 %	JUL/AUG 08 %
10 – Very confident	38	42
9	16	20
8	20	17
7	6	6
TOTAL CONFIDENT (7-10)	80	85
6	3	3
5	8	6
4	2	2
TOTAL NEUTRAL (4-6)	13	11
3	2	2
2	1	2
1	1	1
0 – Not at all confident	1	1
TOTAL NOT CONFIDENT (0-3)	5	6
Unsure	1	-

Base: 93% of respondents, those likely to vote (measured elsewhere in Omnibus, not reported to Electoral Commission), n=2779

Note: Table may not sum to 100 percent due to multiple rounding.

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EASE OF UNDERSTANDING MMP

Thinking about the MMP system we use for voting in general elections. How easy do you think it is for people like you to understand MMP?

		EASE OF UNDERSTANDING MMP						
		Base	Very difficult	Difficult	Neither difficult nor easy	Easy	Very easy	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	3000	5%	17%	19%	33%	25%	2%
Location	Auckland	984	5%	16%	20%	31%	25%	3%
	Provincial	1382	5%	18%	19%	34%	23%	1%
	Christchurch	330	4%	21%	17%	32%	25%	1%
	Wellington	304	4%	12%	15%	35%	32%	2%
Rural	Rural	658	7%	19%	16%	36%	21%	1%
Gender	Male	1436	4%	15%	16%	35%	29%	1%
	Female	1564	6%	18%	22%	31%	21%	2%
Age Group	Under 30	628	6%	20%	25%	31%	16%	2%
	30-44	900	4%	17%	21%	32%	23%	2%
	45-59	784	5%	15%	16%	34%	29%	1%
	60 Plus	688	6%	15%	14%	35%	30%	1%
Occupation	Professionals, Managers	718	3%	14%	19%	32%	31%	1%
	Sales & Service Workers	197	6%	18%	21%	29%	23%	3%
	Blue Collar	455	5%	19%	17%	36%	22%	2%
	Retired	465	6%	14%	13%	38%	28%	1%
Personal Income	\$15,000 or less	499	6%	23%	21%	29%	19%	2%
	\$15,001 - 25,000	432	7%	20%	17%	33%	21%	1%
	\$25,001 - 30,000	243	9%	16%	24%	31%	20%	1%
	\$30,001 - 40,000	350	4%	18%	21%	35%	19%	3%
	\$40,001 - 50,000	344	2%	12%	23%	33%	27%	2%
	\$50,001 - 70,000	453	3%	13%	17%	38%	29%	0%
	More than \$70,000	430	3%	13%	13%	31%	39%	0%
Household Income	\$20,000 or less	257	10%	25%	18%	29%	16%	2%
	\$20,000-30,000	300	6%	17%	18%	35%	23%	1%
	\$30,001 - 40,000	297	7%	15%	23%	32%	21%	2%
	\$40,001 - 50,000	293	2%	17%	22%	33%	24%	1%
	\$50,001 - 70,000	486	5%	20%	20%	33%	22%	1%
	\$70,001 - 100,000	503	5%	16%	21%	32%	24%	2%
	More than \$100,000	632	2%	12%	16%	36%	34%	0%
Ethnicity	Maori	327	7%	21%	21%	30%	20%	1%
	Non-Maori	2673	5%	16%	19%	33%	25%	2%
	Pacific	141	9%	14%	31%	29%	12%	5%
	Asian	193	6%	20%	20%	25%	23%	6%
Ease of Understanding MMP	NZ & European	2556	5%	16%	18%	34%	26%	1%
	Easy (4+5)	1725	0%	0%	0%	57%	43%	0%
	Neither Easy nor Difficult	570	0%	0%	100%	0%	0%	0%
	Difficult (1+2)	659	23%	77%	0%	0%	0%	0%
More Important Vote	Party Vote	2010	4%	15%	18%	35%	28%	0%
	Electorate Vote	748	6%	20%	22%	30%	20%	2%
	Both/ Other	35	5%	13%	14%	28%	41%	0%
Place of Birth	New Zealand	2452	5%	17%	18%	34%	25%	1%
	Overseas	548	5%	17%	23%	27%	23%	5%
Voted in 2005 (Excl 18 & 19 yr olds)	Yes, Voted	2560	5%	16%	18%	34%	27%	1%
	Did not vote	348	8%	22%	26%	24%	13%	8%

Note: Rows may not sum to 100 percent due to multiple rounding

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EASE OF UNDERSTANDING MMP cont'd

Thinking about the MMP system we use for voting in general elections. How easy do you think it is for people like you to understand MMP?

		EASE OF UNDERSTANDING MMP						
		Base	Very difficult	Difficult	Neither difficult nor easy	Easy	Very easy	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	3000	5%	17%	19%	33%	25%	2%
Maori by Location	Maori AKL	99	3%	21%	24%	33%	20%	0%
	Maori PRVN	116	6%	16%	28%	26%	22%	2%
	Maori CHCH	13	7%	4%	23%	40%	27%	0%
	Maori WGTN	27	4%	21%	8%	20%	43%	4%
	Maori RURL	72	16%	31%	12%	34%	7%	0%
Pacific Island by Location	Pacific Island AKL	88	13%	16%	34%	21%	10%	6%
	Pacific Island PRVN	17	0%	0%	35%	38%	27%	0%
	Pacific Island CHCH	5	0%	36%	25%	39%	0%	0%
	Pacific Island WGTN	10	0%	40%	14%	45%	0%	0%
	Pacific Island RURL	21	9%	0%	26%	45%	16%	4%
Asian by Location	Asian AKL	106	7%	16%	23%	25%	20%	8%
	Asian PRVN	29	6%	27%	16%	18%	23%	10%
	Asian CHCH	11	0%	7%	27%	43%	23%	0%
	Asian WGTN	19	0%	23%	19%	24%	30%	5%
	Asian RURL	27	10%	32%	7%	26%	25%	0%
NZ & European by Location	NZ & Euro AKL	676	4%	15%	19%	33%	28%	2%
	NZ & Euro PRVN	812	5%	18%	20%	32%	26%	1%
	NZ & Euro CHCH	238	3%	21%	17%	33%	25%	1%
	NZ & Euro WGTN	259	4%	9%	15%	36%	34%	1%
	NZ & Euro RURL	571	6%	17%	16%	37%	23%	1%
More Detailed Age Categories	18-19	92	10%	19%	30%	24%	13%	2%
	20-24	210	4%	21%	28%	32%	13%	2%
	25-29	326	6%	21%	21%	32%	18%	3%
	30-34	213	4%	14%	22%	31%	26%	2%
	35-39	315	4%	22%	19%	32%	22%	2%
	40-44	372	5%	15%	23%	33%	23%	1%
	45-49	263	3%	16%	16%	34%	29%	2%
	50-54	272	6%	18%	17%	29%	28%	1%
	55-59	249	5%	11%	15%	39%	30%	1%
	60-64	216	5%	13%	17%	31%	34%	0%
Gender by Location	65-69	186	4%	13%	14%	38%	31%	1%
	70-74	129	10%	15%	12%	32%	30%	1%
	75 Plus	157	5%	19%	14%	37%	22%	3%
	Males AKL	431	3%	14%	17%	33%	30%	2%
	Males PRVN	419	4%	14%	17%	33%	30%	2%
	Males CHCH	121	3%	23%	15%	34%	26%	0%
	Males WGTN	137	1%	10%	15%	37%	34%	2%
	Males RURL	328	5%	17%	12%	39%	26%	0%
	Females AKL	457	6%	17%	25%	29%	21%	3%
	Females PRVN	484	5%	20%	24%	30%	19%	1%
Gender by Age Group	Females CHCH	136	4%	18%	19%	34%	24%	1%
	Females WGTN	157	7%	14%	15%	33%	30%	1%
	Females RURL	330	9%	20%	20%	33%	16%	2%
	Male under 30	308	3%	20%	23%	31%	19%	3%
	Male 30-44	428	3%	15%	17%	34%	29%	1%
	Male 45-59	384	3%	14%	13%	37%	32%	1%
	Male 60 Plus	316	5%	13%	9%	37%	36%	0%
	Female under 30	320	8%	21%	26%	31%	13%	1%
	Female 30-44	472	6%	19%	25%	31%	18%	2%
	Female 45-59	400	6%	17%	19%	30%	26%	1%
	Female 60 Plus	372	6%	17%	19%	33%	24%	2%

Note: Rows may not sum to 100 percent due to multiple rounding

Final Report – August 2008

MORE IMPORTANT VOTE

From what you know and have heard, which of the two votes that you have in MMP is more important in deciding the number of MPs each party will have in parliament?

		MORE IMPORTANT VOTE				
		Base	The party vote	The electorate vote	Both	Unsure
		Count	Row N %	Row N %	Row N %	Row N %
ALL	ALL	3000	67%	25%	1%	7%
Location	Auckland	984	67%	24%	1%	8%
	Provincial	1382	65%	26%	2%	7%
	Christchurch	330	69%	25%	1%	5%
	Wellington	304	73%	21%	1%	5%
Rural	Rural	658	65%	26%	2%	6%
Gender	Male	1436	70%	24%	1%	4%
	Female	1564	64%	26%	1%	9%
Age Group	Under 30	628	63%	25%	1%	11%
	30-44	900	69%	23%	1%	7%
	45-59	784	69%	25%	1%	5%
	60 Plus	688	65%	27%	2%	6%
Occupation	Professionals, Managers	718	73%	21%	1%	4%
	Sales & Service Workers	197	64%	27%	0%	9%
	Blue Collar	455	68%	24%	2%	6%
	Retired	465	64%	29%	1%	7%
Personal Income	\$15,000 or less	499	61%	28%	1%	10%
	\$15,001 - 25,000	432	62%	28%	2%	8%
	\$25,001 - 30,000	243	63%	26%	0%	10%
	\$30,001 - 40,000	350	65%	29%	0%	6%
	\$40,001 - 50,000	344	70%	27%	1%	3%
	\$50,001 - 70,000	453	73%	20%	1%	6%
	More than \$70,000	430	79%	18%	2%	2%
Household Income	\$20,000 or less	257	58%	30%	1%	11%
	\$20,000-30,000	300	58%	31%	2%	9%
	\$30,001 - 40,000	297	61%	29%	1%	9%
	\$40,001 - 50,000	293	70%	25%	1%	4%
	\$50,001 - 70,000	486	67%	26%	2%	5%
	\$70,001 - 100,000	503	69%	23%	0%	8%
	More than \$100,000	632	76%	19%	1%	4%
Ethnicity	Maori	327	62%	29%	1%	9%
.	Non-Maori	2673	68%	24%	1%	7%
.	Pacific	141	70%	20%	1%	9%
.	Asian	193	56%	29%	2%	13%
.	NZ & European	2556	69%	24%	1%	6%
Ease of Understanding MMP	Easy (4+5)	1725	74%	22%	1%	3%
	Neither Easy nor Difficult	570	62%	28%	1%	9%
	Difficult (1+2)	659	56%	30%	1%	13%
More Important Vote	Party Vote	2010	100%	0%	0%	0%
	Electorate Vote	748	0%	100%	0%	0%
	Both/ Other	35	0%	0%	100%	0%
Place of Birth	New Zealand	2452	68%	25%	1%	6%
	Overseas	548	62%	26%	1%	10%
Voted in 2005 (Excl 18 & 19 yr olds)	Yes, Voted	2560	70%	24%	1%	5%
	Did not vote	348	46%	35%	1%	19%

Note: Rows may not sum to 100 percent due to multiple rounding

Final Report – August 2008

MORE IMPORTANT VOTE cont'd

From what you know and have heard, which of the two votes that you have in MMP is more important in deciding the number of MPs each party will have in parliament?

		MORE IMPORTANT VOTE				
		Base	The party vote	The electorate vote	Both	Unsure
		Count	Row N %	Row N %	Row N %	Row N %
ALL	ALL	3000	67%	25%	1%	7%
Maori by Location	Maori AKL	99	60%	33%	1%	5%
	Maori PRVN	116	63%	28%	1%	8%
	Maori CHCH	13	43%	40%	0%	17%
	Maori WGTN	27	84%	13%	0%	4%
	Maori RURL	72	57%	29%	0%	14%
Pacific Island by Location	Pacific Island AKL	88	70%	20%	0%	9%
	Pacific Island PRVN	17	74%	17%	0%	10%
	Pacific Island CHCH	5	39%	25%	36%	0%
	Pacific Island WGTN	10	86%	14%	0%	0%
	Pacific Island RURL	21	64%	21%	0%	15%
Asian by Location	Asian AKL	106	58%	23%	2%	17%
	Asian PRVN	29	46%	38%	0%	16%
	Asian CHCH	11	67%	33%	0%	0%
	Asian WGTN	19	57%	27%	5%	11%
	Asian RURL	27	56%	44%	0%	0%
NZ & European by Location	NZ & Euro AKL	676	70%	22%	1%	7%
	NZ & Euro PRVN	812	66%	26%	1%	7%
	NZ & Euro CHCH	238	74%	23%	0%	3%
	NZ & Euro WGTN	259	75%	20%	1%	4%
	NZ & Euro RURL	571	66%	27%	2%	5%
More Detailed Age Categories	18-19	92	59%	27%	0%	13%
	20-24	210	60%	30%	1%	9%
	25-29	326	66%	22%	1%	11%
	30-34	213	67%	26%	1%	5%
	35-39	315	70%	22%	1%	7%
	40-44	372	70%	21%	1%	8%
	45-49	263	74%	20%	1%	5%
	50-54	272	67%	27%	1%	5%
	55-59	249	66%	29%	1%	4%
	60-64	216	70%	22%	4%	4%
Gender by Location	65-69	186	64%	29%	1%	7%
	70-74	129	67%	28%	0%	4%
	75 Plus	157	59%	31%	1%	9%
	Males AKL	431	72%	22%	1%	6%
	Males PRVN	419	66%	26%	1%	6%
	Males CHCH	121	75%	23%	0%	2%
	Males WGTN	137	77%	21%	1%	1%
	Males RURL	328	68%	26%	2%	3%
	Females AKL	457	62%	26%	1%	11%
	Females PRVN	484	63%	27%	1%	9%
Gender by Age Group	Females CHCH	136	69%	24%	2%	4%
	Females WGTN	157	71%	21%	1%	7%
	Females RURL	330	63%	26%	1%	9%
	Male under 30	308	66%	27%	1%	7%
	Male 30-44	428	73%	21%	1%	5%
	Male 45-59	384	73%	23%	1%	3%
	Male 60 Plus	316	68%	27%	2%	3%
	Female under 30	320	61%	24%	1%	14%
	Female 30-44	472	66%	24%	1%	8%
	Female 45-59	400	65%	27%	1%	7%
	Female 60 Plus	372	63%	27%	1%	8%

Note: Rows may not sum to 100 percent due to multiple rounding

Final Report – August 2008

HOW A PARTY CROSSES THE THRESHOLD

Party Votes are used to allocate seats in Parliament for all parties which cross the threshold. Which ONE of the following does a party have to achieve in order to cross the threshold?

		HOW A PARTY CROSSES THE THRESHOLD						
		Base	Win 5 percent	Win one	Win either 5	Win both 5		
		Count	Row N %	Row N %	percent of all party votes or win one electorate seat	percent of all party votes and win one electorate seat	Row N %	Row N %
ALL	ALL	3,000	19%	6%	34%	19%	21%	
Location	Auckland	984	20%	6%	36%	18%	20%	
	Provincial	1,382	20%	6%	29%	21%	23%	
	Christchurch	330	17%	7%	41%	16%	19%	
	Wellington	304	17%	4%	45%	16%	18%	
Rural	Rural	658	19%	7%	29%	23%	22%	
Gender	Male	1,436	21%	6%	41%	18%	14%	
	Female	1,564	18%	6%	28%	20%	28%	
Age Group	Under 30	628	11%	5%	35%	27%	22%	
	30-44	900	18%	6%	37%	18%	22%	
	45-59	784	22%	4%	37%	16%	20%	
	60 Plus	688	25%	9%	29%	17%	20%	
Occupation	Professionals, Managers	718	18%	3%	45%	18%	16%	
	Sales & Service Workers	197	19%	7%	33%	16%	25%	
	Blue Collar	455	22%	6%	32%	19%	20%	
	Retired	465	25%	10%	28%	17%	20%	
Personal Income	\$15,000 or less	499	15%	8%	27%	22%	28%	
	\$15,001 - 25,000	432	21%	9%	26%	23%	21%	
	\$25,001 - 30,000	243	18%	7%	33%	23%	19%	
	\$30,001 - 40,000	350	18%	5%	30%	24%	24%	
	\$40,001 - 50,000	344	20%	5%	40%	18%	17%	
	\$50,001 - 70,000	453	21%	5%	40%	16%	18%	
	More than \$70,000	430	22%	3%	50%	12%	14%	
Household Income	\$20,000 or less	257	20%	11%	20%	18%	30%	
	\$20,000-30,000	300	19%	7%	28%	26%	21%	
	\$30,001 - 40,000	297	16%	5%	32%	21%	26%	
	\$40,001 - 50,000	293	18%	6%	34%	24%	18%	
	\$50,001 - 70,000	486	19%	6%	32%	23%	20%	
	\$70,001 - 100,000	503	19%	5%	39%	17%	21%	
	More than \$100,000	632	21%	4%	46%	14%	15%	
Ethnicity	Maori	327	14%	9%	24%	30%	23%	
	Non-Maori	2,673	20%	6%	36%	18%	21%	
	Pacific	141	12%	9%	36%	24%	19%	
	Asian	193	17%	3%	28%	24%	27%	
	NZ & European	2,556	20%	5%	36%	17%	21%	
Ease of Understanding MMP	Easy (4+5)	1,725	22%	5%	43%	17%	12%	
	Neither Easy nor Difficult	570	16%	6%	30%	24%	25%	
	Difficult (1+2)	659	15%	7%	18%	22%	39%	
More Important Vote	Party Vote	2,010	22%	5%	40%	17%	16%	
	Electorate Vote	748	16%	9%	25%	25%	25%	
	Both/ Other	35	13%	8%	33%	24%	21%	
Place of Birth	New Zealand	2,452	19%	6%	35%	19%	21%	
	Overseas	548	19%	6%	31%	20%	24%	
Voted in 2005 (Excl 18 & 19 yr olds)	Yes, Voted	2,560	21%	6%	36%	17%	20%	
	Did not vote	348	11%	4%	24%	28%	32%	

Note: Rows may not sum to 100 percent due to multiple rounding

Final Report – August 2008

HOW A PARTY CROSSES THE THRESHOLD cont'd

Party Votes are used to allocate seats in Parliament for all parties which cross the threshold. Which ONE of the following does a party have to achieve in order to cross the threshold?

		HOW A PARTY CROSSES THE THRESHOLD					
		Base	Win 5 percent of all party votes	Win one electorate seat	Win either 5 percent of all party votes or win one electorate seat	Win both 5 percent of all party votes and win one electorate seat	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	3,000	19%	6%	34%	19%	21%
Maori by Location	Maori AKL	99	13%	7%	27%	27%	25%
	Maori PRVN	116	16%	10%	23%	29%	23%
	Maori CHCH	13	6%	17%	35%	32%	11%
	Maori WGTN	27	15%	9%	38%	27%	12%
	Maori RURL	72	15%	7%	15%	38%	25%
Pacific Island by Location	Pacific Island AKL	88	10%	10%	32%	23%	25%
	Pacific Island PRVN	17	14%	9%	40%	27%	10%
	Pacific Island CHCH	5	0%	0%	39%	25%	36%
	Pacific Island WGTN	10	40%	23%	22%	0%	14%
	Pacific Island RURL	21	7%	0%	59%	34%	0%
Asian by Location	Asian AKL	106	19%	4%	28%	21%	28%
	Asian PRVN	29	12%	4%	21%	33%	31%
	Asian CHCH	11	21%	0%	39%	26%	14%
	Asian WGTN	19	9%	0%	39%	24%	28%
	Asian RURL	27	22%	3%	25%	28%	21%
NZ & European by Location	NZ & Euro AKL	676	22%	5%	41%	14%	19%
	NZ & Euro PRVN	812	21%	5%	32%	19%	23%
	NZ & Euro CHCH	238	18%	6%	43%	15%	18%
	NZ & Euro WGTN	259	17%	3%	48%	15%	18%
	NZ & Euro RURL	571	20%	8%	29%	21%	23%
More Detailed Age Categories	18-19	92	10%	4%	29%	33%	24%
	20-24	210	10%	4%	35%	34%	17%
	25-29	326	12%	6%	36%	20%	25%
	30-34	213	16%	7%	38%	21%	18%
	35-39	315	16%	5%	36%	16%	27%
	40-44	372	20%	5%	36%	17%	22%
	45-49	263	18%	3%	43%	18%	19%
	50-54	272	21%	4%	40%	16%	19%
	55-59	249	28%	6%	28%	15%	23%
	60-64	216	27%	8%	32%	17%	17%
	65-69	186	32%	7%	31%	13%	18%
	70-74	129	19%	8%	26%	24%	23%
	75 Plus	157	20%	13%	25%	18%	25%
Gender by Location	Males AKL	431	21%	7%	44%	15%	13%
	Males PRVN	419	24%	5%	39%	20%	12%
	Males CHCH	121	18%	5%	53%	15%	9%
	Males WGTN	137	20%	6%	46%	17%	12%
	Males RURL	328	19%	6%	35%	21%	18%
	Females AKL	457	19%	4%	30%	19%	28%
	Females PRVN	484	17%	6%	23%	22%	32%
	Females CHCH	136	17%	8%	34%	16%	26%
	Females WGTN	157	15%	2%	44%	14%	24%
Gender by Age Group	Females RURL	330	18%	9%	23%	24%	26%
	Male under 30	308	11%	7%	43%	24%	15%
	Male 30-44	428	21%	4%	44%	18%	13%
	Male 45-59	384	24%	5%	44%	14%	13%
	Male 60 Plus	316	26%	9%	34%	16%	15%
	Female under 30	320	11%	4%	27%	29%	29%
	Female 30-44	472	14%	7%	30%	17%	32%
	Female 45-59	400	20%	4%	30%	18%	28%
	Female 60 Plus	372	25%	8%	24%	18%	24%

Note: Rows may not sum to 100 percent due to multiple rounding

Final Report – August 2008

STATEMENT TESTING – VOTES MAKE A DIFFERENCE

On a scale of 1 to 5, where 1 is strongly agree and 5 is strongly disagree, to what extent do you agree with the following statements?

Who people vote for can make a big difference to what happens in New Zealand

		STATEMENT TESTING - VOTE MAKES A DIFFERENCE						
		Base	1 - Strongly agree	2	3	4	5 - Strongly disagree	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	3,000	47%	22%	17%	8%	5%	1%
Location	Auckland	984	49%	21%	16%	9%	5%	1%
	Provincial	1,382	47%	20%	19%	7%	7%	1%
	Christchurch	330	47%	25%	17%	5%	4%	1%
	Wellington	304	43%	26%	15%	10%	5%	1%
Rural	Rural	658	47%	21%	19%	6%	7%	1%
Gender	Male	1,436	44%	23%	18%	8%	6%	1%
	Female	1,564	50%	20%	17%	7%	5%	1%
Age Group	Under 30	628	42%	27%	17%	9%	4%	1%
	30-44	900	47%	23%	17%	8%	4%	1%
	45-59	784	47%	19%	19%	7%	7%	1%
	60 Plus	688	51%	18%	16%	8%	7%	1%
Occupation	Professionals, Managers	718	45%	25%	16%	9%	4%	1%
	Sales & Service Workers	197	48%	20%	21%	7%	4%	0%
	Blue Collar	455	45%	21%	21%	6%	6%	2%
	Retired	465	51%	18%	16%	8%	7%	1%
Personal Income	\$15,000 or less	499	49%	20%	19%	4%	7%	1%
	\$15,001 - 25,000	432	48%	19%	17%	10%	6%	0%
	\$25,001 - 30,000	243	48%	24%	15%	7%	6%	1%
	\$30,001 - 40,000	350	44%	21%	20%	7%	7%	2%
	\$40,001 - 50,000	344	47%	24%	16%	9%	3%	1%
	\$50,001 - 70,000	453	45%	23%	19%	9%	4%	0%
	More than \$70,000	430	48%	24%	15%	8%	4%	1%
Household Income	\$20,000 or less	257	51%	15%	18%	4%	11%	1%
	\$20,000-30,000	300	51%	19%	16%	8%	5%	0%
	\$30,001 - 40,000	297	43%	19%	23%	7%	6%	2%
	\$40,001 - 50,000	293	44%	23%	17%	8%	7%	1%
	\$50,001 - 70,000	486	47%	22%	18%	8%	4%	0%
	\$70,001 - 100,000	503	48%	25%	15%	8%	3%	1%
	More than \$100,000	632	46%	24%	16%	8%	5%	0%
Ethnicity	Maori	327	53%	17%	19%	6%	4%	1%
	Non-Maori	2,673	46%	22%	17%	8%	6%	1%
	Pacific	141	45%	21%	20%	8%	3%	3%
	Asian	193	46%	20%	20%	6%	6%	4%
	NZ & European	2,556	47%	22%	17%	8%	5%	0%
Ease of Understanding MMP	Easy (4+5)	1,725	48%	22%	16%	8%	5%	0%
	Neither Easy nor Difficult	570	42%	22%	20%	8%	6%	1%
	Difficult (1+2)	659	48%	21%	18%	7%	5%	1%
More Important Vote	Party Vote	2,010	47%	23%	17%	8%	5%	1%
	Electorate Vote	748	50%	18%	18%	8%	6%	1%
	Both/ Other	35	47%	19%	11%	14%	9%	0%
Place of Birth	New Zealand	2,452	48%	22%	17%	7%	6%	0%
	Overseas	548	44%	20%	19%	10%	5%	2%
Voted in 2005 (Excl 18 & 19 yr olds)	Yes, Voted	2,560	48%	21%	17%	8%	5%	0%
	Did not vote	348	36%	22%	19%	10%	9%	4%

Note: Rows may not sum to 100 percent due to multiple rounding

Final Report – August 2008

STATEMENT TESTING – VOTES MAKE A DIFFERENCE cont'd

On a scale of 1 to 5, where 1 is strongly agree and 5 is strongly disagree, to what extent do you agree with the following statements?

Who people vote for can make a big difference to what happens in New Zealand

		STATEMENT TESTING - VOTE MAKES A DIFFERENCE						
		Base	1 - Strongly agree	2	3	4	5 - Strongly disagree	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	3,000	47%	22%	17%	8%	5%	1%
Maori by Location	Maori AKL	99	56%	14%	17%	8%	4%	0%
	Maori PRVN	116	54%	17%	18%	6%	3%	1%
	Maori CHCH	13	57%	35%	8%	0%	0%	0%
	Maori WGTN	27	48%	24%	23%	0%	4%	0%
	Maori RURL	72	49%	16%	24%	5%	4%	2%
Pacific Island by Location	Pacific Island AKL	88	51%	11%	21%	13%	1%	3%
	Pacific Island PRVN	17	51%	22%	10%	0%	18%	0%
	Pacific Island CHCH	5	61%	39%	0%	0%	0%	0%
	Pacific Island WGTN	10	14%	86%	0%	0%	0%	0%
	Pacific Island RURL	21	25%	30%	36%	0%	0%	9%
Asian by Location	Asian AKL	106	44%	20%	25%	6%	2%	3%
	Asian PRVN	29	43%	22%	9%	3%	21%	2%
	Asian CHCH	11	48%	8%	21%	7%	8%	8%
	Asian WGTN	19	52%	24%	19%	5%	0%	0%
	Asian RURL	27	48%	20%	8%	7%	8%	9%
NZ & European by Location	NZ & Euro AKL	676	48%	23%	15%	9%	5%	0%
	NZ & Euro PRVN	812	46%	21%	18%	8%	6%	0%
	NZ & Euro CHCH	238	46%	27%	18%	5%	3%	1%
	NZ & Euro WGTN	259	44%	25%	13%	11%	5%	1%
	NZ & Euro RURL	571	48%	21%	19%	6%	7%	0%
More Detailed Age Categories	18-19	92	51%	23%	17%	4%	5%	0%
	20-24	210	43%	25%	19%	8%	2%	2%
	25-29	326	40%	28%	15%	12%	5%	0%
	30-34	213	51%	19%	19%	6%	5%	0%
	35-39	315	45%	25%	16%	9%	4%	1%
	40-44	372	48%	24%	16%	7%	4%	1%
	45-49	263	46%	19%	20%	7%	7%	1%
	50-54	272	48%	19%	19%	5%	7%	2%
	55-59	249	48%	19%	19%	8%	6%	1%
	60-64	216	45%	19%	18%	9%	8%	0%
	65-69	186	52%	21%	14%	8%	5%	0%
	70-74	129	55%	17%	13%	7%	6%	1%
	75 Plus	157	54%	13%	17%	5%	8%	2%
Gender by Location	Males AKL	431	44%	24%	16%	11%	4%	1%
	Males PRVN	419	45%	20%	19%	8%	8%	1%
	Males CHCH	121	39%	31%	19%	5%	4%	1%
	Males WGTN	137	43%	30%	13%	8%	4%	1%
	Males RURL	328	45%	21%	20%	6%	7%	0%
	Females AKL	457	53%	17%	17%	7%	5%	1%
	Females PRVN	484	48%	21%	17%	8%	6%	1%
	Females CHCH	136	53%	23%	16%	5%	3%	1%
	Females WGTN	157	45%	23%	16%	12%	4%	0%
Gender by Age Group	Females RURL	330	49%	21%	18%	5%	6%	1%
	Male under 30	308	41%	27%	17%	10%	5%	1%
	Male 30-44	428	45%	25%	17%	9%	5%	1%
	Male 45-59	384	46%	20%	21%	6%	7%	1%
	Male 60 Plus	316	44%	23%	17%	9%	7%	1%
	Female under 30	320	44%	26%	17%	9%	3%	0%
	Female 30-44	472	50%	22%	17%	6%	4%	0%
	Female 45-59	400	49%	18%	18%	7%	6%	2%
	Female 60 Plus	372	57%	14%	16%	7%	7%	1%

Note: Rows may not sum to 100 percent due to multiple rounding

Final Report – August 2008

STATEMENT TESTING – POLITICS IS COMPLICATED

On a scale of 1 to 5, where 1 is strongly agree and 5 is strongly disagree, to what extent do you agree with the following statements?

Sometimes politics seems so complicated it is hard for people like me to understand what is going on

		STATEMENT TESTING - POLITICS IS COMPLICATED						
		Base	1 - Strongly agree	2	3	4	5 - Strongly disagree	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	3,000	19%	20%	25%	18%	18%	1%
Location	Auckland	984	18%	20%	25%	18%	18%	1%
	Provincial	1,382	22%	20%	24%	17%	17%	1%
	Christchurch	330	14%	20%	25%	20%	19%	2%
	Wellington	304	14%	18%	27%	20%	20%	1%
Rural	Rural	658	22%	23%	24%	16%	14%	0%
Gender	Male	1,436	15%	18%	24%	21%	21%	1%
	Female	1,564	23%	21%	26%	16%	14%	1%
Age Group	Under 30	628	20%	23%	26%	18%	12%	1%
	30-44	900	17%	21%	27%	21%	15%	0%
	45-59	784	17%	18%	25%	18%	22%	1%
	60 Plus	688	23%	17%	21%	15%	21%	2%
Occupation	Professionals, Managers	718	10%	18%	25%	24%	21%	1%
	Sales & Service Workers	197	25%	23%	28%	14%	10%	0%
	Blue Collar	455	20%	21%	28%	16%	15%	0%
	Retired	465	25%	17%	21%	16%	20%	2%
Personal Income	\$15,000 or less	499	24%	21%	25%	14%	14%	1%
	\$15,001 - 25,000	432	26%	20%	24%	15%	14%	1%
	\$25,001 - 30,000	243	21%	28%	25%	16%	10%	0%
	\$30,001 - 40,000	350	20%	17%	27%	16%	19%	1%
	\$40,001 - 50,000	344	15%	22%	24%	21%	17%	1%
	\$50,001 - 70,000	453	11%	18%	29%	25%	17%	0%
	More than \$70,000	430	10%	18%	24%	22%	27%	0%
Household Income	\$20,000 or less	257	32%	20%	17%	14%	14%	3%
	\$20,000-30,000	300	25%	22%	26%	12%	14%	1%
	\$30,001 - 40,000	297	21%	24%	24%	18%	12%	1%
	\$40,001 - 50,000	293	21%	19%	26%	15%	19%	0%
	\$50,001 - 70,000	486	18%	19%	29%	20%	14%	1%
	\$70,001 - 100,000	503	13%	22%	26%	20%	19%	0%
	More than \$100,000	632	11%	18%	26%	23%	23%	1%
Ethnicity	Maori	327	23%	18%	26%	14%	18%	0%
	Non-Maori	2,673	18%	20%	25%	18%	18%	1%
	Pacific	141	26%	19%	23%	17%	13%	2%
	Asian	193	18%	19%	25%	17%	19%	2%
	NZ & European	2,556	18%	20%	25%	19%	18%	1%
Ease of Understanding MMP	Easy (4+5)	1,725	13%	17%	24%	21%	23%	1%
	Neither Easy nor Difficult	570	18%	24%	29%	19%	10%	0%
	Difficult (1+2)	659	33%	24%	23%	11%	8%	1%
More Important Vote	Party Vote	2,010	15%	20%	25%	20%	19%	1%
	Electorate Vote	748	25%	20%	26%	14%	15%	1%
	Both/ Other	35	11%	22%	22%	16%	21%	9%
Place of Birth	New Zealand	2,452	19%	20%	25%	18%	18%	1%
	Overseas	548	21%	18%	26%	17%	17%	1%
Voted in 2005 (Excl 18 & 19 yr olds)	Yes, Voted	2,560	18%	20%	24%	19%	18%	1%
	Did not vote	348	26%	17%	28%	14%	14%	2%

Note: Rows may not sum to 100 percent due to multiple rounding

Final Report – August 2008

STATEMENT TESTING – POLITICS IS COMPLICATED cont'd

On a scale of 1 to 5, where 1 is strongly agree and 5 is strongly disagree, to what extent do you agree with the following statements?

Sometimes politics seems so complicated it is hard for people like me to understand what is going on

		STATEMENT TESTING - POLITICS IS COMPLICATED						
		Base	1 - Strongly agree	2	3	4	5 - Strongly disagree	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	3,000	19%	20%	25%	18%	18%	1%
Maori by Location	Maori AKL	99	22%	20%	25%	16%	17%	1%
	Maori PRVN	116	21%	16%	26%	18%	18%	1%
	Maori CHCH	13	14%	25%	24%	14%	22%	0%
	Maori WGTN	27	15%	15%	21%	29%	20%	0%
	Maori RURL	72	33%	19%	28%	1%	19%	0%
Pacific Island by Location	Pacific Island AKL	88	27%	21%	32%	8%	11%	0%
	Pacific Island PRVN	17	14%	0%	0%	32%	45%	9%
	Pacific Island CHCH	5	0%	0%	25%	39%	0%	36%
	Pacific Island WGTN	10	14%	62%	0%	23%	0%	0%
	Pacific Island RURL	21	43%	7%	15%	35%	0%	0%
Asian by Location	Asian AKL	106	16%	17%	33%	18%	14%	2%
	Asian PRVN	29	23%	12%	13%	25%	26%	0%
	Asian CHCH	11	0%	0%	26%	14%	51%	8%
	Asian WGTN	19	11%	45%	13%	13%	18%	0%
	Asian RURL	27	32%	27%	13%	8%	19%	0%
NZ & European by Location	NZ & Euro AKL	676	15%	20%	24%	20%	21%	0%
	NZ & Euro PRVN	812	21%	18%	24%	18%	17%	1%
	NZ & Euro CHCH	238	16%	23%	23%	20%	18%	1%
	NZ & Euro WGTN	259	13%	16%	29%	20%	20%	1%
	NZ & Euro RURL	571	20%	24%	25%	17%	14%	0%
More Detailed Age Categories	18-19	92	16%	24%	32%	11%	17%	0%
	20-24	210	25%	24%	21%	17%	11%	2%
	25-29	326	18%	23%	28%	20%	11%	0%
	30-34	213	15%	24%	28%	17%	16%	0%
	35-39	315	16%	20%	28%	21%	15%	0%
	40-44	372	18%	19%	26%	22%	14%	0%
	45-49	263	17%	20%	21%	19%	21%	1%
	50-54	272	16%	17%	25%	16%	26%	0%
	55-59	249	19%	15%	28%	18%	18%	1%
	60-64	216	16%	22%	20%	17%	25%	1%
	65-69	186	25%	13%	22%	18%	21%	1%
	70-74	129	28%	19%	18%	16%	18%	2%
	75 Plus	157	27%	15%	25%	10%	20%	4%
Gender by Location	Males AKL	431	13%	18%	25%	22%	22%	1%
	Males PRVN	419	15%	17%	22%	21%	24%	1%
	Males CHCH	121	9%	21%	24%	23%	22%	0%
	Males WGTN	137	14%	17%	26%	23%	20%	1%
	Males RURL	328	19%	21%	25%	17%	17%	0%
	Females AKL	457	22%	21%	26%	15%	16%	0%
	Females PRVN	484	26%	19%	27%	16%	12%	1%
	Females CHCH	136	20%	21%	21%	18%	16%	4%
	Females WGTN	157	14%	20%	29%	18%	19%	1%
Gender by Age Group	Females RURL	330	26%	24%	24%	15%	12%	0%
	Male under 30	308	13%	23%	26%	20%	17%	1%
	Male 30-44	428	13%	18%	24%	23%	20%	0%
	Male 45-59	384	15%	16%	24%	21%	24%	1%
	Male 60 Plus	316	18%	17%	22%	17%	24%	1%
	Female under 30	320	27%	23%	27%	15%	8%	0%
	Female 30-44	472	20%	23%	29%	18%	10%	0%
	Female 45-59	400	20%	19%	26%	15%	20%	1%
	Female 60 Plus	372	27%	18%	21%	14%	19%	2%

Note: Rows may not sum to 100 percent due to multiple rounding

Final Report – August 2008

STATEMENT TESTING – I HAVE A GOOD IDEA ABOUT WHAT MP's DO

On a scale of 1 to 5, where 1 is strongly agree and 5 is strongly disagree, to what extent do you agree with the following statements?

I have a good idea about what Members of Parliament generally do

		STATEMENT TESTING - I HAVE A GOOD IDEA ABOUT WHAT MP's DO						
		Base	1 - Strongly agree	2	3	4	5 - Strongly disagree	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	3,000	17%	24%	30%	15%	12%	1%
Location	Auckland	984	15%	23%	32%	16%	12%	1%
	Provincial	1,382	19%	24%	28%	14%	14%	2%
	Christchurch	330	14%	27%	29%	18%	11%	2%
	Wellington	304	21%	24%	35%	12%	8%	0%
Rural	Rural	658	18%	23%	30%	15%	13%	1%
Gender	Male	1,436	19%	25%	29%	14%	11%	1%
	Female	1,564	15%	22%	32%	16%	13%	1%
Age Group	Under 30	628	8%	21%	33%	21%	15%	1%
	30-44	900	13%	24%	32%	17%	13%	1%
	45-59	784	20%	25%	31%	12%	11%	1%
	60 Plus	688	28%	26%	25%	9%	10%	2%
Occupation	Professionals, Managers	718	18%	25%	32%	16%	10%	0%
	Sales & Service Workers	197	11%	23%	36%	16%	12%	1%
	Blue Collar	455	16%	22%	33%	13%	15%	1%
	Retired	465	28%	24%	25%	9%	11%	3%
Personal Income	\$15,000 or less	499	16%	24%	29%	15%	14%	2%
	\$15,001 - 25,000	432	19%	23%	30%	13%	13%	1%
	\$25,001 - 30,000	243	15%	26%	34%	14%	12%	0%
	\$30,001 - 40,000	350	17%	23%	27%	18%	13%	1%
	\$40,001 - 50,000	344	15%	22%	35%	13%	13%	1%
	\$50,001 - 70,000	453	16%	23%	36%	15%	9%	1%
	More than \$70,000	430	22%	29%	26%	14%	9%	0%
Household Income	\$20,000 or less	257	20%	22%	22%	12%	22%	3%
	\$20,000-30,000	300	20%	24%	28%	15%	11%	2%
	\$30,001 - 40,000	297	16%	20%	32%	19%	12%	1%
	\$40,001 - 50,000	293	14%	23%	33%	15%	13%	1%
	\$50,001 - 70,000	486	15%	23%	34%	15%	11%	0%
	\$70,001 - 100,000	503	15%	26%	34%	16%	9%	1%
	More than \$100,000	632	20%	28%	28%	14%	9%	1%
Ethnicity	Maori	327	16%	21%	31%	15%	15%	2%
	Non-Maori	2,673	17%	24%	30%	15%	12%	1%
	Pacific	141	10%	17%	45%	15%	11%	3%
	Asian	193	13%	21%	32%	17%	12%	4%
Ease of Understanding MMP	NZ & European	2,556	18%	25%	29%	15%	12%	1%
	Easy (4+5)	1,725	23%	26%	29%	13%	9%	1%
	Neither Easy nor Difficult	570	9%	23%	34%	20%	15%	1%
	Difficult (1+2)	659	11%	21%	32%	16%	18%	3%
More Important Vote	Party Vote	2,010	19%	25%	31%	15%	10%	1%
	Electorate Vote	748	16%	22%	31%	15%	14%	1%
	Both/ Other	35	22%	33%	27%	11%	7%	0%
Place of Birth	New Zealand	2,452	18%	24%	30%	14%	12%	1%
	Overseas	548	16%	22%	31%	18%	12%	1%
Voted in 2005 (Excl 18 & 19 yr olds)	Yes, Voted	2,560	19%	25%	31%	14%	10%	1%
	Did not vote	348	8%	17%	27%	21%	24%	3%

Note: Rows may not sum to 100 percent due to multiple rounding

Final Report – August 2008

STATEMENT TESTING - I HAVE A GOOD IDEA ABOUT WHAT MP's DO cont'd

On a scale of 1 to 5, where 1 is strongly agree and 5 is strongly disagree, to what extent do you agree with the following statements?

I have a good idea about what Members of Parliament generally do

		STATEMENT TESTING - I HAVE A GOOD IDEA ABOUT WHAT MP's DO						
		Base	1 - Strongly agree	2	3	4	5 - Strongly disagree	Unsure
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	3,000	17%	24%	30%	15%	12%	1%
Maori by Location	Maori AKL	99	18%	23%	28%	21%	11%	0%
	Maori PRVN	116	16%	18%	31%	14%	19%	3%
	Maori CHCH	13	11%	27%	32%	30%	0%	0%
	Maori WGTN	27	12%	30%	48%	0%	10%	0%
	Maori RURL	72	16%	18%	28%	13%	21%	4%
Pacific Island by Location	Pacific Island AKL	88	8%	17%	50%	12%	10%	3%
	Pacific Island PRVN	17	33%	22%	9%	18%	10%	9%
	Pacific Island CHCH	5	0%	75%	25%	0%	0%	0%
	Pacific Island WGTN	10	0%	0%	78%	22%	0%	0%
	Pacific Island RURL	21	4%	7%	43%	26%	19%	0%
Asian by Location	Asian AKL	106	12%	20%	31%	18%	15%	3%
	Asian PRVN	29	12%	13%	35%	28%	7%	5%
	Asian CHCH	11	22%	23%	47%	0%	0%	8%
	Asian WGTN	19	14%	35%	36%	9%	6%	0%
	Asian RURL	27	14%	23%	24%	14%	18%	7%
NZ & European by Location	NZ & Euro AKL	676	17%	25%	30%	17%	11%	1%
	NZ & Euro PRVN	812	18%	25%	28%	13%	14%	2%
	NZ & Euro CHCH	238	14%	27%	29%	19%	10%	2%
	NZ & Euro WGTN	259	23%	24%	32%	13%	8%	0%
	NZ & Euro RURL	571	19%	25%	30%	14%	11%	1%
More Detailed Age Categories	18-19	92	8%	27%	28%	19%	16%	2%
	20-24	210	8%	17%	31%	28%	15%	1%
	25-29	326	9%	22%	36%	18%	15%	1%
	30-34	213	11%	26%	30%	16%	15%	2%
	35-39	315	12%	25%	32%	17%	13%	1%
	40-44	372	15%	21%	33%	19%	11%	1%
	45-49	263	15%	25%	29%	18%	10%	2%
	50-54	272	22%	29%	27%	9%	12%	1%
	55-59	249	21%	20%	39%	10%	10%	0%
	60-64	216	25%	26%	32%	9%	7%	1%
	65-69	186	28%	33%	20%	10%	8%	1%
	70-74	129	29%	21%	21%	10%	15%	4%
	75 Plus	157	33%	20%	24%	8%	12%	3%
Gender by Location	Males AKL	431	18%	23%	31%	15%	12%	1%
	Males PRVN	419	22%	26%	25%	13%	12%	2%
	Males CHCH	121	14%	31%	33%	13%	9%	0%
	Males WGTN	137	21%	25%	32%	12%	9%	1%
	Males RURL	328	18%	25%	29%	15%	11%	2%
	Females AKL	457	13%	22%	33%	19%	12%	2%
	Females PRVN	484	15%	23%	30%	14%	16%	2%
	Females CHCH	136	15%	24%	27%	21%	9%	4%
	Females WGTN	157	21%	23%	37%	12%	6%	0%
Gender by Age Group	Females RURL	330	17%	22%	31%	15%	15%	1%
	Male under 30	308	11%	22%	34%	18%	13%	1%
	Male 30-44	428	16%	25%	30%	16%	11%	1%
	Male 45-59	384	20%	27%	30%	13%	10%	1%
	Male 60 Plus	316	31%	28%	22%	8%	10%	2%
	Female under 30	320	5%	20%	32%	24%	17%	1%
	Female 30-44	472	11%	22%	33%	19%	14%	1%
	Female 45-59	400	19%	23%	33%	12%	11%	2%
	Female 60 Plus	372	26%	24%	28%	10%	10%	2%

Note: Rows may not sum to 100 percent due to multiple rounding

Final Report – August 2008

CONFIDENCE IN MANAGEMENT AND ACCURACY OF GENERAL ELECTIONS

Using a 0 to 10 scale, where 0 means not at all confident and 10 means very confident, how confident are you that general elections in New Zealand are managed fairly and that vote counting is accurate.

		CONFIDENCE IN MANAGEMENT AND ACCURACY OF GENERAL ELECTIONS												
		Base	0 Not at all confident	1	2	3	4	5	6	7	8	9	10 Very confident	Unsure
ALL	ALL	2779	1%	1%	2%	2%	2%	6%	3%	6%	17%	20%	42%	0%
Location	Auckland	910	1%	1%	1%	1%	1%	6%	3%	6%	16%	20%	42%	1%
	Provincial	1275	1%	1%	2%	2%	2%	6%	2%	6%	17%	19%	40%	0%
	Christchurch	311	0%	1%	1%	0%	2%	5%	1%	6%	15%	24%	45%	1%
	Wellington	282	1%	1%	2%	0%	0%	2%	3%	3%	17%	21%	49%	0%
Rural	Rural	615	1%	1%	2%	2%	3%	6%	2%	5%	16%	20%	41%	1%
Gender	Male	1354	1%	2%	2%	2%	1%	5%	2%	5%	15%	21%	45%	0%
	Female	1424	1%	1%	1%	2%	2%	6%	3%	7%	18%	19%	39%	1%
Age Group	Under 30	578	2%	1%	2%	3%	3%	11%	5%	8%	16%	19%	30%	0%
	30-44	833	1%	1%	1%	2%	1%	4%	2%	6%	17%	20%	45%	0%
	45-59	722	1%	2%	2%	2%	2%	4%	2%	5%	17%	22%	43%	0%
	60 Plus	646	0%	1%	1%	1%	1%	5%	2%	4%	16%	19%	50%	1%
Occupation	Professionals, Managers	674	1%	1%	1%	1%	1%	4%	2%	5%	18%	25%	42%	0%
	Sales & Service Workers	182	1%	2%	2%	1%	1%	5%	2%	10%	17%	17%	42%	0%
	Blue Collar	419	2%	1%	3%	3%	3%	5%	2%	8%	15%	18%	40%	0%
	Retired	441	0%	1%	2%	1%	1%	6%	1%	3%	17%	18%	50%	1%
Personal Income	\$15,000 or less	458	3%	1%	1%	2%	2%	8%	4%	6%	14%	17%	43%	0%
	\$15,001 - 25,000	385	0%	2%	2%	2%	2%	6%	2%	8%	17%	20%	38%	0%
	\$25,001 - 30,000	224	0%	2%	3%	3%	2%	5%	1%	4%	13%	22%	43%	1%
	\$30,001 - 40,000	323	1%	1%	2%	2%	3%	5%	3%	9%	19%	18%	38%	0%
	\$40,001 - 50,000	319	0%	1%	2%	3%	0%	5%	3%	4%	22%	22%	38%	0%
	\$50,001 - 70,000	433	1%	1%	0%	1%	2%	2%	2%	6%	17%	23%	45%	0%
	More than \$70,000	412	1%	0%	0%	0%	1%	3%	2%	4%	16%	21%	52%	0%
Household Income	\$20,000 or less	219	3%	2%	2%	3%	2%	9%	2%	6%	15%	13%	42%	1%
	\$20,000-30,000	268	0%	1%	2%	3%	3%	8%	2%	5%	17%	17%	40%	1%
	\$30,001 - 40,000	271	2%	1%	1%	2%	2%	6%	3%	7%	20%	20%	36%	0%
	\$40,001 - 50,000	272	1%	1%	4%	2%	1%	6%	5%	3%	14%	21%	42%	0%
	\$50,001 - 70,000	453	1%	1%	2%	3%	2%	4%	3%	6%	16%	19%	43%	0%
	\$70,001 - 100,000	485	1%	1%	1%	0%	1%	4%	2%	7%	19%	22%	40%	0%
	More than \$100,000	597	0%	0%	0%	1%	1%	3%	2%	5%	16%	22%	50%	0%
Ethnicity	Maori	293	2%	1%	1%	3%	2%	9%	5%	8%	16%	15%	36%	1%
.	Non-Maori	2486	1%	1%	2%	2%	1%	5%	2%	5%	17%	21%	43%	0%
.	Pacific	127	4%	3%	5%	3%	0%	15%	6%	12%	10%	15%	25%	2%
.	Asian	171	3%	1%	1%	0%	2%	11%	3%	5%	15%	17%	41%	0%
.	NZ & European	2386	1%	1%	1%	2%	2%	4%	2%	5%	17%	21%	44%	0%
Ease of Understanding M	Easy (4+5)	1628	1%	1%	1%	1%	1%	3%	2%	4%	15%	21%	49%	0%
	Neither Easy nor Difficult	521	1%	1%	2%	1%	3%	8%	3%	9%	20%	20%	31%	0%
	Difficult (1+2)	593	2%	1%	2%	4%	3%	10%	3%	8%	17%	16%	34%	1%
More Important Vote	Party Vote	1896	1%	1%	2%	1%	1%	4%	2%	5%	17%	22%	43%	0%
	Electorate Vote	685	2%	1%	1%	3%	2%	7%	2%	6%	17%	16%	42%	0%
	Both/ Other	34	0%	3%	0%	5%	0%	14%	2%	8%	3%	11%	52%	2%
Place of Birth	New Zealand	2280	1%	1%	1%	2%	1%	5%	2%	6%	16%	21%	43%	1%
	Overseas	498	1%	1%	2%	1%	2%	7%	4%	6%	17%	17%	41%	0%
Voted in 2005 (Excl 18 & yr olds)	Yes, Voted	2437	1%	1%	1%	2%	1%	4%	2%	6%	17%	21%	44%	0%
	Did not vote	259	3%	1%	1%	3%	3%	13%	4%	7%	17%	15%	32%	1%

Note: Some rows may not sum to 100 percent due to multiple rounding's

Final Report – August 2008

CONFIDENCE IN MANAGEMENT AND ACCURACY OF GENERAL ELECTIONS cont'd

Using a 0 to 10 scale, where 0 means not at all confident and 10 means very confident, how confident are you that general elections in New Zealand are managed fairly and that vote counting is accurate.

		CONFIDENCE IN MANAGEMENT AND ACCURACY OF GENERAL ELECTIONS												
			0 Not at all confident										10 Very confident	Unsure
		Base		1	2	3	4	5	6	7	8	9		
		Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ALL	ALL	2779	1%	1%	2%	2%	2%	6%	3%	6%	17%	20%	42%	0%
Maori by Location	Maori AKL	91	0%	1%	0%	3%	2%	11%	7%	5%	13%	15%	43%	1%
	Maori PRVN	107	3%	2%	0%	3%	2%	8%	4%	11%	16%	17%	34%	0%
	Maori CHCH	13	7%	0%	0%	0%	16%	0%	0%	0%	41%	11%	25%	0%
	Maori WGTN	25	4%	3%	13%	0%	6%	0%	12%	7%	0%	18%	37%	0%
	Maori RURL	58	3%	0%	1%	4%	0%	14%	4%	7%	21%	9%	33%	4%
	Maori Total	203	3%	1%	3%	3%	2%	11%	4%	11%	16%	17%	34%	0%
Pacific Island by Location	Pacific Island AKL	75	4%	0%	7%	5%	0%	21%	11%	17%	5%	9%	17%	3%
	Pacific Island PRVN	16	0%	9%	7%	0%	0%	19%	0%	0%	20%	35%	10%	0%
	Pacific Island CHCH	5	0%	0%	0%	0%	0%	0%	0%	0%	0%	39%	61%	0%
	Pacific Island WGTN	10	0%	0%	0%	0%	0%	0%	0%	0%	22%	23%	55%	0%
	Pacific Island RURL	21	9%	11%	0%	0%	0%	0%	10%	18%	11%	42%	0%	0%
	Pacific Island Total	127	4%	1%	7%	5%	0%	21%	11%	17%	5%	9%	17%	3%
Asian by Location	Asian AKL	93	4%	1%	1%	0%	1%	12%	4%	6%	13%	24%	33%	0%
	Asian PRVN	27	0%	0%	0%	0%	4%	14%	0%	5%	17%	8%	48%	3%
	Asian CHCH	11	0%	0%	0%	0%	0%	0%	0%	0%	14%	8%	79%	0%
	Asian WGTN	15	0%	7%	9%	0%	0%	0%	0%	0%	32%	15%	38%	0%
	Asian RURL	26	6%	0%	0%	0%	4%	14%	5%	7%	11%	8%	46%	0%
	Asian Total	172	4%	1%	1%	0%	1%	12%	4%	6%	13%	24%	33%	0%
NZ & European by Location	NZ & Euro AKL	632	1%	1%	1%	1%	1%	4%	2%	5%	18%	21%	47%	0%
	NZ & Euro PRVN	750	1%	1%	1%	3%	2%	5%	2%	6%	17%	21%	41%	0%
	NZ & Euro CHCH	223	0%	1%	1%	0%	2%	5%	1%	6%	15%	23%	45%	1%
	NZ & Euro WGTN	244	1%	1%	1%	0%	1%	3%	3%	3%	18%	21%	48%	0%
	NZ & Euro RURL	537	1%	1%	2%	2%	3%	6%	2%	5%	16%	21%	42%	0%
	NZ & Euro Total	2486	1%	1%	1%	1%	1%	4%	2%	5%	18%	21%	47%	0%
More Detailed Age Categories	18-19	83	5%	3%	4%	0%	5%	14%	3%	4%	13%	20%	27%	3%
	20-24	188	3%	1%	5%	2%	4%	13%	5%	11%	16%	16%	27%	0%
	25-29	307	1%	0%	0%	4%	2%	9%	5%	8%	17%	21%	33%	0%
	30-34	195	1%	0%	1%	1%	2%	4%	1%	6%	21%	19%	43%	0%
	35-39	295	1%	1%	1%	3%	1%	3%	4%	6%	17%	20%	44%	1%
	40-44	342	1%	1%	1%	1%	1%	5%	2%	5%	16%	20%	47%	0%
	45-49	248	1%	0%	1%	2%	2%	5%	2%	7%	18%	20%	41%	0%
	50-54	244	1%	1%	1%	1%	2%	2%	2%	4%	13%	24%	47%	0%
	55-59	230	1%	3%	2%	1%	1%	5%	1%	4%	19%	23%	40%	0%
	60-64	206	1%	0%	0%	0%	1%	4%	3%	5%	15%	19%	50%	0%
	65-69	172	0%	3%	1%	2%	1%	4%	1%	2%	14%	26%	47%	1%
	70-74	123	0%	1%	2%	2%	1%	4%	0%	4%	20%	14%	52%	1%
	75 Plus	146	0%	1%	3%	0%	1%	8%	2%	3%	16%	15%	51%	1%
	75 Plus Total	146	0%	1%	3%	0%	1%	8%	2%	3%	16%	15%	51%	1%
	75 Plus Total	146	0%	1%	3%	0%	1%	8%	2%	3%	16%	15%	51%	1%
	75 Plus Total	146	0%	1%	3%	0%	1%	8%	2%	3%	16%	15%	51%	1%
Gender by Location	Males AKL	404	1%	1%	1%	1%	0%	6%	2%	6%	14%	22%	45%	0%
	Males PRVN	394	1%	3%	1%	3%	1%	4%	2%	4%	14%	20%	47%	0%
	Males CHCH	113	0%	2%	2%	0%	2%	6%	1%	4%	16%	17%	50%	1%
	Males WGTN	131	1%	1%	5%	0%	1%	2%	2%	2%	18%	20%	48%	0%
	Males RURL	313	0%	1%	2%	3%	2%	5%	1%	5%	15%	24%	41%	0%
	Females AKL	412	1%	0%	1%	1%	1%	6%	4%	7%	18%	18%	40%	1%
	Females PRVN	440	1%	0%	2%	2%	2%	7%	2%	8%	20%	19%	34%	1%
	Females CHCH	129	1%	0%	0%	0%	2%	4%	1%	8%	15%	27%	43%	1%
	Females WGTN	142	1%	1%	0%	0%	0%	3%	4%	5%	16%	22%	49%	0%
	Females RURL	302	2%	1%	2%	2%	4%	7%	3%	5%	17%	15%	41%	1%
	Females Total	1466	1%	1%	1%	1%	1%	5%	3%	5%	16%	22%	49%	0%
	Male under 30	295	2%	0%	3%	3%	2%	8%	5%	6%	16%	21%	33%	0%
	Male 30-44	398	1%	2%	1%	1%	1%	3%	2%	5%	14%	22%	48%	0%
	Male 45-59	363	1%	2%	2%	2%	1%	4%	1%	4%	14%	22%	46%	0%
	Male 60 Plus	298	0%	2%	1%	1%	0%	4%	0%	3%	16%	19%	53%	0%
Gender by Age Group	Female under 30	283	3%	1%	2%	2%	4%	14%	4%	11%	16%	17%	27%	1%
	Female 30-44	434	1%	0%	2%	2%	1%	4%	3%	6%	20%	17%	42%	1%
	Female 45-59	359	1%	1%	1%	1%	2%	4%	2%	6%	19%	22%	39%	1%
	Female 60 Plus	348	0%	1%	1%	1%	1%	5%	3%	4%	16%	19%	47%	1%
	Female Total	1466	1%	1%	1%	1%	1%	5%	3%	5%	16%	22%	49%	0%
	Female Total	1466	1%	1%	1%	1%	1%	5%	3%	5%	16%	22%	49%	0%

Note: Some rows may not sum to 100 percent due to multiple rounding's

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PLACE OF BIRTH

Were you born in New Zealand or overseas?

		BORN OVERSEAS			
		Base	New Zealand	Overseas	Unsure
		Count	Row N %	Row N %	Row N %
ALL	ALL	3000	82%	18%	0%
Location	Auckland	984	73%	27%	0%
	Provincial	1382	88%	12%	0%
	Christchurch	330	84%	16%	0%
	Wellington	304	80%	20%	0%
Rural	Rural	658	85%	15%	0%
Gender	Male	1436	80%	20%	0%
	Female	1564	83%	17%	0%
Age Group	Under 30	628	80%	20%	0%
	30-44	900	82%	18%	0%
	45-59	784	85%	15%	0%
	60 Plus	688	80%	20%	0%
Occupation	Professionals, Managers	718	79%	21%	0%
	Sales & Service Workers	197	84%	16%	0%
	Blue Collar	455	86%	14%	0%
	Retired	465	81%	19%	0%
Personal Income	\$15,000 or less	499	81%	19%	0%
	\$15,001 - 25,000	432	84%	16%	0%
	\$25,001 - 30,000	243	82%	18%	0%
	\$30,001 - 40,000	350	83%	17%	0%
	\$40,001 - 50,000	344	80%	20%	0%
	\$50,001 - 70,000	453	83%	17%	0%
	More than \$70,000	430	82%	18%	0%
Household Income	\$20,000 or less	257	82%	18%	0%
	\$20,000-30,000	300	81%	19%	0%
	\$30,001 - 40,000	297	83%	17%	0%
	\$40,001 - 50,000	293	80%	20%	0%
	\$50,001 - 70,000	486	85%	15%	0%
	\$70,001 - 100,000	503	80%	20%	0%
	More than \$100,000	632	82%	18%	0%
Ethnicity	Maori	327	97%	3%	0%
.	Non-Maori	2673	80%	20%	0%
.	Pacific	141	53%	47%	0%
.	Asian	193	32%	68%	0%
.	NZ & European	2556	86%	14%	0%
Ease of Understanding MMP	Easy (4+5)	1725	84%	16%	0%
	Neither Easy nor Difficult	570	78%	22%	0%
	Difficult (1+2)	659	81%	19%	0%
More Important Vote	Party Vote	2010	83%	17%	0%
	Electorate Vote	748	81%	19%	0%
	Both/ Other	35	83%	17%	0%
Place of Birth	New Zealand	2452	100%	0%	0%
	Overseas	548	0%	100%	0%
Voted in 2005 (Excl 18 & 19 yr olds)	Yes, Voted	2560	83%	17%	0%
	Did not vote	348	71%	29%	0%

Note: Rows may not sum to 100 percent due to multiple rounding

Final Report – August 2008

PLACE OF BIRTH cont'd

Were you born in New Zealand or overseas?

		BORN OVERSEAS			
		Base	New Zealand	Overseas	Unsure
		Count	Row N %	Row N %	Row N %
ALL	ALL	3000	82%	18%	0%
Maori by Location	Maori AKL	99	96%	4%	0%
	Maori PRVN	116	99%	1%	0%
	Maori CHCH	13	90%	10%	0%
	Maori WGTN	27	89%	11%	0%
	Maori RURL	72	98%	2%	0%
Pacific Island by Location	Pacific Island AKL	88	54%	46%	0%
	Pacific Island PRVN	17	49%	51%	0%
	Pacific Island CHCH	5	0%	100%	0%
	Pacific Island WGTN	10	77%	23%	0%
	Pacific Island RURL	21	55%	45%	0%
Asian by Location	Asian AKL	106	18%	82%	0%
	Asian PRVN	29	54%	44%	3%
	Asian CHCH	11	30%	70%	0%
	Asian WGTN	19	22%	78%	0%
	Asian RURL	27	67%	33%	0%
NZ & European by Location	NZ & Euro AKL	676	81%	19%	0%
	NZ & Euro PRVN	812	88%	12%	0%
	NZ & Euro CHCH	238	90%	10%	0%
	NZ & Euro WGTN	259	85%	15%	0%
	NZ & Euro RURL	571	86%	14%	0%
More Detailed Age Categories	18-19	92	77%	23%	0%
	20-24	210	77%	23%	0%
	25-29	326	82%	18%	0%
	30-34	213	85%	15%	0%
	35-39	315	79%	20%	0%
	40-44	372	82%	18%	0%
	45-49	263	85%	15%	0%
	50-54	272	84%	16%	0%
	55-59	249	85%	15%	0%
	60-64	216	81%	19%	0%
	65-69	186	81%	19%	0%
	70-74	129	80%	20%	0%
	75 Plus	157	80%	20%	0%
Gender by Location	Males AKL	431	70%	30%	0%
	Males PRVN	419	86%	14%	0%
	Males CHCH	121	83%	17%	0%
	Males WGTN	137	81%	19%	0%
	Males RURL	328	85%	15%	0%
	Females AKL	457	75%	25%	0%
	Females PRVN	484	89%	11%	0%
	Females CHCH	136	88%	12%	0%
	Females WGTN	157	80%	20%	0%
	Females RURL	330	85%	15%	0%
Gender by Age Group	Male under 30	308	79%	21%	0%
	Male 30-44	428	81%	18%	0%
	Male 45-59	384	82%	18%	0%
	Male 60 Plus	316	78%	22%	0%
	Female under 30	320	80%	20%	0%
	Female 30-44	472	82%	18%	0%
	Female 45-59	400	87%	13%	0%
	Female 60 Plus	372	83%	17%	0%

Note: Rows may not sum to 100 percent due to multiple rounding

Final Report – August 2008

FIRST CAME TO NEW ZEALAND

When did you first come to live in New Zealand?

		FIRST CAME TO NEW ZEALAND			
		Base	More than 2	Within the	Unsure
		Count	years ago Row N %	last 2 years Row N %	Row N %
ALL	ALL	547	93%	7%	0%
Location	Auckland	266	93%	7%	0%
	Provincial	169	95%	4%	1%
	Christchurch	52	83%	17%	0%
	Wellington	61	94%	6%	0%
Rural	Rural	98	95%	5%	0%
Gender	Male	284	92%	8%	0%
	Female	264	94%	5%	1%
Age Group	Under 30	128	92%	8%	0%
	30-44	163	89%	10%	0%
	45-59	121	94%	5%	1%
	60 Plus	134	97%	3%	0%
Occupation	Professionals, Managers	148	95%	5%	0%
	Sales & Service Workers	32	96%	4%	0%
	Blue Collar	63	83%	17%	0%
	Retired	90	97%	3%	0%
Personal Income	\$15,000 or less	96	90%	10%	0%
	\$15,001 - 25,000	70	92%	6%	2%
	\$25,001 - 30,000	44	98%	2%	0%
	\$30,001 - 40,000	58	92%	8%	0%
	\$40,001 - 50,000	68	93%	7%	0%
	\$50,001 - 70,000	79	95%	5%	0%
	More than \$70,000	76	90%	10%	0%
Household Income	\$20,000 or less	47	89%	11%	0%
	\$20,000-30,000	56	92%	5%	2%
	\$30,001 - 40,000	49	90%	10%	0%
	\$40,001 - 50,000	59	97%	3%	0%
	\$50,001 - 70,000	74	94%	6%	0%
	\$70,001 - 100,000	102	91%	9%	0%
	More than \$100,000	111	93%	7%	0%
Ethnicity	Maori	11	100%	0%	0%
	Non-Maori	536	93%	7%	0%
	Pacific	66	86%	12%	2%
	Asian	131	93%	7%	0%
Ease of Understanding MMP	NZ & European	365	95%	5%	0%
	Easy (4+5)	272	96%	4%	0%
	Neither Easy nor Difficult	125	94%	5%	1%
	Difficult (1+2)	125	91%	8%	0%
More Important Vote	Party Vote	340	95%	4%	0%
	Electorate Vote	145	89%	10%	1%
	Both/ Other	6	100%	0%	0%
Place of Birth	New Zealand	0	0%	0%	0%
	Overseas	547	93%	7%	0%
Voted in 2005 (Excl 18 & 19 yr olds)	Yes, Voted	426	96%	3%	0%
	Did not vote	100	79%	21%	0%

Note: Rows may not sum to 100 percent due to multiple rounding

Final Report – August 2008

FIRST CAME TO NEW ZEALAND cont'd

When did you first come to live in New Zealand?

		FIRST CAME TO NEW ZEALAND			
		Base	More than 2	Within the	Unsure
		Count	Row N %	Row N %	Row N %
ALL	ALL	547	93%	7%	0%
Maori by Location	Maori AKL	4	100%	0%	0%
	Maori PRVN	2	100%	0%	0%
	Maori CHCH	1	100%	0%	0%
	Maori WGTN	3	100%	0%	0%
	Maori RURL	1	100%	0%	0%
Pacific Island by Location	Pacific Island AKL	41	87%	13%	0%
	Pacific Island PRVN	9	84%	0%	16%
	Pacific Island CHCH	5	61%	39%	0%
	Pacific Island WGTN	2	100%	0%	0%
	Pacific Island RURL	9	90%	10%	0%
Asian by Location	Asian AKL	87	92%	8%	0%
	Asian PRVN	12	89%	11%	0%
	Asian CHCH	8	90%	10%	0%
	Asian WGTN	15	94%	6%	0%
	Asian RURL	9	100%	0%	0%
NZ & European by Location	NZ & Euro AKL	128	96%	4%	0%
	NZ & Euro PRVN	95	96%	3%	1%
	NZ & Euro CHCH	24	85%	15%	0%
	NZ & Euro WGTN	39	93%	7%	0%
	NZ & Euro RURL	79	95%	5%	0%
More Detailed Age Categories	18-19	21	87%	13%	0%
	20-24	47	87%	13%	0%
	25-29	60	97%	3%	0%
	30-34	32	85%	15%	0%
	35-39	64	85%	15%	0%
	40-44	67	95%	4%	1%
	45-49	40	97%	3%	0%
	50-54	44	87%	10%	3%
	55-59	37	100%	0%	0%
	60-64	42	99%	1%	0%
	65-69	36	100%	0%	0%
	70-74	26	90%	10%	0%
Gender by Location	75 Plus	31	97%	3%	0%
	Males AKL	131	92%	8%	0%
	Males PRVN	58	96%	4%	0%
	Males CHCH	20	71%	29%	0%
	Males WGTN	26	90%	10%	0%
	Males RURL	48	97%	3%	0%
	Females AKL	112	94%	6%	0%
	Females PRVN	55	93%	4%	3%
	Females CHCH	17	96%	4%	0%
	Females WGTN	31	96%	4%	0%
Gender by Age Group	Females RURL	49	93%	7%	0%
	Male under 30	66	89%	11%	0%
	Male 30-44	79	87%	13%	0%
	Male 45-59	69	95%	5%	0%
	Male 60 Plus	71	97%	3%	0%
	Female under 30	62	95%	5%	0%
	Female 30-44	85	91%	8%	1%
	Female 45-59	53	93%	4%	3%
	Female 60 Plus	64	98%	2%	0%

Note: Rows may not sum to 100 percent due to multiple rounding