

Māori Electoral Engagement - A Review of Existing Data

[Supplementary Update]

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I. Introduction

■ Discussion

This report is intended as a supplement to the more detailed findings outlined in the report on data collected from August 2002 to December 2004. This is entitled Māori Electoral Engagement - A Review of Existing Data (July 2006).

It presents updated data drawn together from a number of sources, the most important of which being a combined sample of UMR omnibus surveys from October 2005 to October 2006. The UMR omnibus is a nationwide telephone survey of a representative sample of n=750 New Zealanders aged 18 years or over. During the specified period the UMR omnibus was conducted every four weeks. It is New Zealand's longest running and most consistently taken omnibus poll, having been conducted since September 1991.

Some questions are asked in virtually every omnibus, including:

- Current vote
- Previous vote
- National mood (right track/ wrong track)
- Most demographics
- Government performance
- Government performance in managing the economy
- Economic expectations
- Interest rate expectations
- Standard of living expectations
- Unemployment expectations.

A number of questions relevant to this study are asked more sporadically, or began being asked only towards the end of the period designated above. As a result, the combined sample for these questions is considerably smaller, and in some cases should be treated as indicative only.

It should be noted that the Electoral Commission has asked us to mine data collected previously for the information presented in this report. Because the questions were asked for clients other than the Electoral Commission, the questions were not designed to fit directly with similar sources of information such as the New Zealand Election Survey. There are a number of areas where we have seldom asked questions (if at all), such as interest in politics and efficacy, because they were not felt to be of particular relevance to the clients for whom the questions were originally asked. We can, however, provide some insight into these areas by way of implication (e.g. being able to express an opinion on a party leader suggests a certain base level of knowledge and therefore interest in politics).

Similarly, the omnibus does not address some demographic indicators, such as educational achievement, that may well have an impact on likelihood of voting.

The primary focus of this analysis is on Māori non-voters. The following definitions have been used for the purposes of this analysis:

- 'Non-voters' are those who admit not voting at the 2005 election, even though they were old enough to do so
- A respondent qualifies as 'Māori' if they identify themselves as Māori in a multiple response question (i.e. someone who says they are both Māori and Samoan qualifies as Māori for the purpose of this research). This is in line with the question used in the census.

We compare Māori non-voters with three other groups:

- Māori voters
- Non-Māori non-voters
- Non-Māori voters.

This type of comparison helps us to identify which characteristics are associated with being a Māori voter, which are associated with being a non-voter, and which are unique to Māori non-voters.

The number of Māori non-voters recruited in each n=750 nationwide sample is of course small, and we have used the combined sample of October 2005 to October 2006 to ensure that the number of Māori non-voters is large enough for robust analysis.

We have chosen to exclude all those aged 18 or 19 from the sample, in order to remove distortions caused by those who did not vote at the September 2005 election because they were not old enough.

The table below outlines the sample sizes for the four groups.

Group	Sample Size	Margin of error*
Māori non-voters	185	±7.2
Māori voters	1,351	±2.7
Non-Māori non-voters	1,349	±2.7
Non-Māori voters	13,281	±0.9

*Margins of error expressed for a 50% figure at the 95% confidence level

■ Notes on this report

As noted, this report is intended as a supplement to the more detailed findings outlined in the report entitled Māori Electoral Engagement- A Review of Existing Data (July 2006). Although the omnibus has increased in frequency from once every four weeks to once every two weeks which allows us to present meaningful results over a single year, the sample sizes in the current report remain smaller than was the case in the 2002-2004 analysis. Some questions such as government performance continue to be asked only every four weeks (i.e. every second survey), meaning that the sample size for these questions is too small for meaningful analysis. This report presents those questions for which we have sufficient data.

II. Executive Summary

- Turnout at the 2005 election was comfortably higher than it had been in 2002, and this is reflected in our data. 91% of respondents claimed to have voted in 2005, compared with 88% for the 2002 data.

Declared voting amongst the Māori in our sample rose from 85% to 88%.

- Despite this increase, there was generally little change in the overall trends noted in the previous report. Individual figures moved, but the relative differences between Māori non-voters, Māori voters, non-Māori non-voters and non-Māori voters remained fairly constant.

An example of this can be seen in Don Brash's favourability rating. The proportion of Māori non-voters who had an opinion of the (now former) National party leader rose from 70% to 82% (total favourable **plus** total unfavourable), but this was mirrored by shifts amongst Māori voters (89% to 95% having an opinion) and non-Māori non-voters (78% to 81% having an opinion).

- One change that did occur was that, while non-voting amongst Māori on the Māori roll remained basically steady (moving from 12% to 11%), non-voting amongst Māori on the general roll fell from 16% not voting in 2002 to 10% not voting in 2005.
- The importance of age has softened. The proportion of Māori non-voters who were aged under 30 years has fallen from 51% to 35%, while the proportion aged 45 or over has increased from 12% to 23%. Similar shift also occurred amongst non-Māori non-voters.
- The last report did not include favourability ratings for Tariana Turia, as the Māori party was formed only towards the end of the period for which data was collected (registered in July 2004). The Māori party co-leader's favourability rating follows the general pattern for other leaders of smaller parties, with Māori non-voters and non-Māori non-voters being less likely to have an opinion of Tariana Turia (72% and 52% with an opinion respectively) than either Māori voters or non-Māori voters (87% and 79% with an opinion respectively).

III. Enrolment and Party Identification

CHOICE OF ELECTORAL ROLL		
	Māori non-voters (n=185) %	Māori voters (n=1,351) %
On Māori electoral roll	45	51
On General roll	38	48
Not enrolled	12	1
Unsure	4	1
Soft voters*	12	8

*A soft voter is someone who says that they are not sure who they would vote for, or who expresses a preference but only leans towards that party.

CHOICE OF ELECTORAL ROLL		
	On Māori roll (n=772) %	On General Roll (n=719) %
Voted in 2005	89	90
Did not vote in 2005	11	10

IV. Satisfaction with Democracy

FAVOURABILITY RATING – HELEN CLARK				
	Māori non-voters (n=185) %	Māori voters (n=1,351) %	Non-Māori non-voters (n=1,349) %	Non-Māori voters (n=13,281) %
Very favourable	23	33	25	25
Somewhat favourable	40	40	40	35
Somewhat unfavourable	12	13	14	19
Very unfavourable	15	12	14	19
Unsure/ Never heard of	9	2	7	1
Total favourable	63	73	65	60
Total unfavourable	27	25	28	38
Very favourable + Very unfavourable	38	45	39	44
Somewhat favourable + Somewhat unfavourable	52	53	54	54

FAVOURABILITY RATING – DON BRASH				
	Māori non-voters (n=185) %	Māori voters (n=1,351) %	Non-Māori non-voters (n=1,349) %	Non-Māori voters (n=13,281) %
Very favourable	2	5	7	14
Somewhat favourable	18	20	31	39
Somewhat unfavourable	28	26	24	24
Very unfavourable	35	44	19	20
Unsure/ Never heard of	18	5	19	4
Total favourable	20	25	38	53
Total unfavourable	63	70	43	44
Very favourable + Very unfavourable	37	49	26	34
Somewhat favourable + Somewhat unfavourable	46	46	55	63

FAVOURABILITY RATING – WINSTON PETERS				
	Māori non-voters (n=121) %	Māori voters (n=854) %	Non-Māori non-voters (n=840) %	Non-Māori voters (n=8,462) %
Very favourable	16	15	8	10
Somewhat favourable	34	38	26	30
Somewhat unfavourable	19	22	22	27
Very unfavourable	13	14	19	23
Unsure/ Never heard of	19	11	24	10
Total favourable	50	53	34	40
Total unfavourable	32	36	41	50
Very favourable + Very unfavourable	29	29	27	33
Somewhat favourable + Somewhat unfavourable	53	60	48	57

FAVOURABILITY RATING – RODNEY HIDE				
	Māori non-voters (n=111) %	Māori voters (n=798) %	Non-Māori non-voters (n=779) %	Non-Māori voters (n=7,855) %
Very favourable	5	4	2	7
Somewhat favourable	18	24	26	35
Somewhat unfavourable	17	28	19	27
Very unfavourable	23	25	12	19
Unsure/ Never heard of	37	19	41	12
Total favourable	23	28	28	42
Total unfavourable	40	53	31	46
Very favourable + Very unfavourable	28	29	14	26
Somewhat favourable + Somewhat unfavourable	35	52	45	62

FAVOURABILITY RATING – JEANETTE FITZSIMONS				
	Māori non-voters (n=104) %	Māori voters (n=737) %	Non-Māori non-voters (n=718) %	Non-Māori voters (n=7,253) %
Very favourable	11	14	7	12
Somewhat favourable	22	34	24	35
Somewhat unfavourable	6	19	12	21
Very unfavourable	11	11	9	16
Unsure/ Never heard of	50	22	49	16
Total favourable	33	48	31	47
Total unfavourable	17	30	21	37
Very favourable + Very unfavourable	22	25	16	28
Somewhat favourable + Somewhat unfavourable	28	53	36	56

FAVOURABILITY RATING – PETER DUNNE				
	Māori non-voters (n=104) %	Māori voters (n=737) %	Non-Māori non-voters (n=718) %	Non-Māori voters (n=7,253) %
Very favourable	3	4	3	5
Somewhat favourable	14	23	21	32
Somewhat unfavourable	19	25	14	27
Very unfavourable	9	17	9	14
Unsure/ Never heard of	55	31	53	21
Total favourable	17	27	24	37
Total unfavourable	28	42	23	41
Very favourable + Very unfavourable	12	21	12	19
Somewhat favourable + Somewhat unfavourable	33	48	35	59

FAVOURABILITY RATING – TARIANA TURIA				
	Māori non-voters (n=104) %	Māori voters (n=737) %	Non-Māori non-voters (n=718) %	Non-Māori voters (n=7,253) %
Very favourable	15	19	3	3
Somewhat favourable	24	34	14	24
Somewhat unfavourable	14	20	17	27
Very unfavourable	18	15	18	26
Unsure/ Never heard of	28	13	48	21
Total favourable	39	53	17	27
Total unfavourable	32	35	35	53
Very favourable + Very unfavourable	33	34	21	29
Somewhat favourable + Somewhat unfavourable	38	54	31	51

V. Satisfaction with Society and the Economy

THE MOOD				
	Māori non-voters (n=185) %	Māori voters (n=1,351) %	Non-Māori non-voters (n=1,349) %	Non-Māori voters (n=13,281) %
Right track	45	51	58	53
Wrong track	36	35	29	37

ECONOMIC EXPECTATIONS				
	Māori non-voters (n=111) %	Māori voters (n=797) %	Non-Māori non-voters (n=770) %	Non-Māori voters (n=7,863) %
Better	34	30	30	19
Worse	49	49	49	58
Same	7	16	15	19
Unsure	10	5	6	4

INTEREST RATE EXPECTATIONS				
	Māori non-voters (n=111) %	Māori voters (n=797) %	Non-Māori non-voters (n=770) %	Non-Māori voters (n=7,863) %
Up	69	70	63	62
Down	12	10	14	11
Same	11	15	18	23
Unsure	8	5	5	4

UNEMPLOYMENT EXPECTATIONS				
	Māori non-voters (n=111) %	Māori voters (n=797) %	Non-Māori non-voters (n=770) %	Non-Māori voters (n=7,863) %
Up	40	43	40	45
Down	23	22	20	13
Same	34	32	37	38
Unsure	4	3	3	3

STANDARD OF LIVING EXPECTATIONS				
	Māori non-voters (n=111) %	Māori voters (n=797) %	Non-Māori non-voters (n=770) %	Non-Māori voters (n=7,863) %
Better	59	47	45	29
Worse	18	23	27	28
Same	21	29	26	41
Unsure	3	2	2	2

VI. Demographic Characteristics

GENDER				
	Māori non-voters (n=185) %	Māori voters (n=1,375) %	Non-Māori non-voters (n=1,501) %	Non-Māori voters (n=13,281) %
Male	51	41	56	50
Female	49	59	44	50

AGE				
	Māori non-voters (n=185) %	Māori voters (n=1,351) %	Non-Māori non-voters (n=1,349) %	Non-Māori voters (n=13,281) %
20-24	19	6	14	4
25-29	16	9	14	5
30-34	13	12	13	8
35-39	14	13	14	10
40-44	15	14	13	11
45-49	8	12	8	12
50-54	4	11	6	10
55-59	6	8	5	9
60-64	3	6	4	7
65-69	1	4	3	6
70-74	1	2	3	7
75 plus	-	1	2	-
Under 30 years	35	15	28	9
30-44 years	42	41	40	29
45-59 years	18	31	21	31
60 years or older	5	13	12	20

HOUSEHOLD INCOME				
	Māori non-voters (n=185) %	Māori voters (n=1,351) %	Non-Māori non-voters (n=1,349) %	Non-Māori voters (n=13,281) %
\$30,000 or less	30	22	20	20
\$30,000-70,000	42	43	42	37
More than \$70,000	27	28	26	33

PERSONAL INCOME				
	Māori non-voters (n=185) %	Māori voters (n=1,229) %	Non-Māori non-voters (n=1,117) %	Non-Māori voters (n=11,815) %
\$30,000 or less	59	48	47	43
\$30,001-\$50,000	25	28	29	27
More than \$50,000	16	24	24	29

LOCATION				
	Māori non-voters (n=185) %	Māori voters (n=1,351) %	Non-Māori non-voters (n=1,349) %	Non-Māori voters (n=13,281) %
Rural	29	22	17	18
Auckland	19	26	35	31
Provincial	63	58	43	46
Christchurch	11	8	12	13
Wellington	7	9	10	11