

Electoral Enrolment Centre Survey 2008

Introduction

Previous electoral research shows that Maori, Pacific and Asian peoples, and Young people are less likely to enrol or are late to enrol for New Zealand General Elections. As a result, while the Electoral Enrolment Centre's enrolment encouragement campaigns are targeted at all eligible electors, special strategies are developed for these population groups.

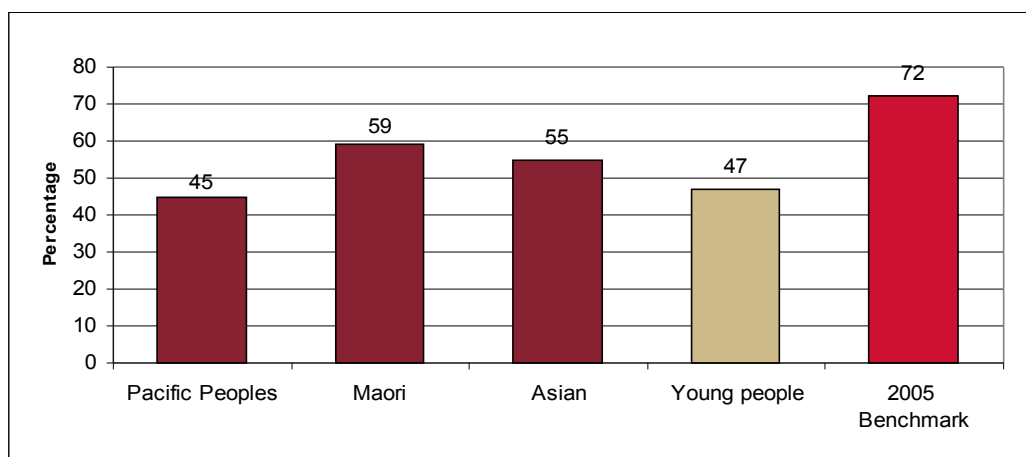
The Electoral Enrolment Centre commissioned Research New Zealand to conduct a survey, prior to the launch of its campaign for this year's General Election. This survey was conducted by telephone, between 27 February and 20 March 2008, with nationally representative samples of Maori, Pacific and Asian peoples, and Young people (18-24 years of age). A total sample of n=524 respondents was interviewed with results for Maori, Pacific and Asian peoples, and Young people being subject to maximum margins of error (at the 95 percent confidence level¹) of +/-6.9 percent, +/-8.1 percent, +/-9.5 percent and +/-8.0 percent respectively.

Knowledge of the General Election 2008

The survey found that less than two-thirds of all three ethnic groups reported that the next General Election in New Zealand would be held this year. This was especially the case for Pacific peoples (45 percent), compared to Maori (59 percent) and Asian peoples (55 percent). Less than one-half of the young people interviewed (47 percent) correctly reported that the next General Election would be held in 2008.

As a basis of comparison, note that at the equivalent time in relation to the General Election 2005, 72 percent of all eligible electors (i.e. including Pakeha European and others) were aware that a general election would be held that year.

Graph 1: Percentage that know the General Election is to be held this year



Source: Survey 2008, Research New Zealand.

¹ This means that if the survey was repeated 100 more times, we could be confident of getting the same results in at least 95 of the repeat surveys falling within the range given.