

**MEDIA RELEASE**

**2 November 2008**

### **What's hotter: the Kiwi or US election?**

New Zealand's General Election may be in full swing but for a significant number of New Zealanders, the more interesting electoral race is happening 10,000km away.

The latest Research New Zealand polling shows that 14 percent of New Zealanders said they were more interested in the US presidential race than the New Zealand General Election. A further 13 percent were as interested in the presidential campaign as the New Zealand election.

Research New Zealand director Emanuel Kalafatelis said that while 74 percent of those polled were interested in the election at home (61 percent being more interested than in the US presidential race), the drama of the US election has caught the attention of a significant number of New Zealanders (27 percent).

"Those living in the larger cities (31 percent) were more likely to be, or as interested in the US election compared with 23 percent of those living outside the main cities," Mr Kalafatelis said.

When the poll data was analysed by income, Research New Zealand found that respondents earning between \$40,000-\$70,000 were more likely to be, or as interested in the New Zealand election (80 percent). This contrasts with 68 percent of respondents with incomes less than \$40,000, Mr Kalafatelis said.

"Also of interest is the fact that nine percent of respondents were not interested in either the New Zealand General Election or the US presidential race," Mr Kalafatelis said.

*The Research New Zealand poll of 500 people aged 15 and over was conducted by telephone between the 14 and 22 October. The maximum margin of error is +/- 4.5 % (at the 95% confidence level). The data has been weighted to ensure it is an accurate representation of New Zealand's general population. The poll was not taken on behalf of any organisation but as part of Research New Zealand's monthly survey of attitudes and opinions.*



**Respondents were asked:** *With both the USA and New Zealand's elections looming, which political campaign are you most interested in?*

**Table 1: Interest in USA and New Zealand political campaign - by household income**

*With both the USA and New Zealand's elections looming, which political campaign are you most interested in?*

	Total	Under \$40,000	40,000 - \$69,999	\$70,000 plus	Don't know/ refused
Base =	500	178	128	157	37
	%	%	%	%	%
The USA presidential campaign	14	16	11	12	19
The NZ general election campaign	61	54	74	62	45
Neither	9	11	8	7	12
Both	13	14	6	17	17
Don't know	3	4	2	2	8
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.

**Table 2: Interest in USA and New Zealand political campaign – by major urban area and other areas**

*With both the USA and New Zealand's elections looming, which political campaign are you most interested in?*

	Total	Major urban city	Other
Base =	500	264	236
	%	%	%
The USA presidential campaign	14	18	9
The NZ general election campaign	61	61	61
Neither	9	5	14
Both	13	13	14
Don't know	3	4	2
Total	100	100	100

Total may not sum to 100% due to rounding.

**Research New Zealand is an independent, New Zealand-owned research organisation undertaking social and business research.**

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