



What will influence the local body elections 2010?

The local body elections have become rather more 'presidential' in recent years with the media discussion focusing largely on the mayoral contest. That suggests that the issues affecting the perception of the mayoral candidates' electability may be different from those that might have applied in the past. The Auckland Super City mayoral elections will be of special interest because it will see the demise of several sitting mayors.

Research New Zealand therefore decided to find out what issues would particularly affect people's choices when it comes to the election of their next mayor and whether they actually intend to vote at all, the voter turnout for local body elections being notoriously poor.

The three issues featuring at the top as having a 'lot of influence' on voting decisions are 'The safety of the city or town' (57 percent), 'The cost of rates in your city or town' (55 percent) and 'Your general knowledge of what the candidate stands for' (53 percent).

Issues such as liquor licensing, public transport, traffic congestion and traffic enforcement and traffic fines came rather lower on the scale of importance, being mentioned by about a third or fewer of the respondents. Females are more likely than males to be swayed by issues such as liquor licensing (41 percent as against 33 percent).

Those under the age of 55 years are more influenced by the safety of their city or town than those over 55 years (61% as against 49%) and those in the age group 34-54 are particularly concerned about the cost of rates in their city or town (59 percent). This age group is also more concerned about traffic congestion (40 percent) than the sample as a whole.

Respondents in the South Island were more likely to be influenced by their knowledge of what the candidate stands for (59 percent) and less concerned about the candidate's policies on traffic enforcement (24 percent).

Some 74 percent of respondents are 'very likely' to vote and a further 19 percent are 'somewhat likely' to vote. A greater proportion of females than males are 'very likely' to vote than males (77 percent as against 70 percent).

The likelihood of voting is very much a function of age. Among those in the age group 18-34 years, 60 percent are 'very likely' to vote, while in the age group 34 – 54 years the proportion is 73 percent and among those over 55 years of age it is 88 percent. 'Clearly, the local body elections 2010 have not captured the imagination of the young', said Research New Zealand Director, Emanuel Kalafatelis.



The Research New Zealand poll of 474 people aged 18 and over was conducted by telephone between 4 and 12 August. The maximum margin of error is +/- 5.0% (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 organization, but as part of Research New Zealand's monthly survey of attitudes and opinions.

Contact: Emanuel Kalafatelis
Director
Research New Zealand Limited
P O Box 10-617
Wellington 6143
Ph. 04-462-6401 (DDI); 027-500-4401 (M)



Table 1:

Q9D. If you decided to vote, how much influence would each of the following have on who you voted in for Mayor? (Results based on those who said each factor would have “a lot of influence” on their decision).

	Base =	Total 474* %	Male 234 %	Female 240 %
How safe your city or town is		57	55	59
The cost of rates in your city or town		55	54	55
Your general knowledge of what the candidate stands for		53	47	58
Their policy on liquor licensing		37	33	41
Their policy on public transport		36	35	36
Their policy on easing traffic congestion		34	36	33
Their policy on traffic enforcement, including traffic fines		29	29	29
Their policy on sports and cultural facilities		25	24	26

*Sub-sample based on respondents aged 18 years and over.
Total adds to more than 100% due to multiple response.

Table 2:

Q9D. If you decided to vote, how much influence would each of the following have on who you voted in for Mayor? (Results based on those who said each factor would have “a lot of influence” on their decision).

	Base =	Total 474* %	18-34 years 88 %	35 to 54 years 179 %	55 years and over 207 %
How safe your city or town is		57	61	61	49
The cost of rates in your city or town		55	49	59	54
Your general knowledge of what the candidate stands for		53	47	55	55
Their policy on liquor licensing		37	34	33	45
Their policy on public transport		36	34	39	32
Their policy on easing traffic congestion		34	31	40	31
Their policy on traffic enforcement, including traffic fines		29	32	25	33
Their policy on sports and cultural facilities		25	28	25	23

*Sub-sample based on respondents aged 18 years and over.
Total adds to more than 100% due to multiple response.



Table 3:

Q9D. If you decided to vote, how much influence would each of the following have on who you voted in for Mayor? (Results based on those who said each factor would have “a lot of influence” on their decision).

Base =	Total 474* %	NZ European/		
		Pakeha 370 %	Maori/Pacific 50 %	Other 54 %
How safe your city or town is	57	58	56	54
The cost of rates in your city or town	55	56	50	50
Your general knowledge of what the candidate stands for	53	54	49	47
Their policy on liquor licensing	37	38	43	29
Their policy on public transport	36	32	40	52
Their policy on easing traffic congestion	34	32	43	40
Their policy on traffic enforcement, including traffic fines	29	27	40	37
Their policy on sports and cultural facilities	25	24	31	31

*Sub-sample based on respondents aged 18 years and over.
Total adds to more than 100% due to multiple response.

Table 4:

Q9D. If you decided to vote, how much influence would each of the following have on who you voted in for Mayor? (Results based on those who said each factor would have “a lot of influence” on their decision).

Base =	Total 474* %	Upper North	Lower/Central	
		Island 207 %	North Island 108 %	South Island 159 %
How safe your city or town is	57	58	60	54
The cost of rates in your city or town	55	55	54	54
Your general knowledge of what the candidate stands for	53	49	52	59
Their policy on liquor licensing	37	38	37	37
Their policy on public transport	36	39	34	32
Their policy on easing traffic congestion	34	40	31	30
Their policy on traffic enforcement, including traffic fines	29	33	29	24
Their policy on sports and cultural facilities	25	24	27	26

*Sub-sample based on respondents aged 18 years and over.
Total adds to more than 100% due to multiple response.



Table 5:

Q9f. How likely is it that you will vote in the local body elections this year? Would you say it is...

	Base =	Total 474* %	Male 234 %	Female 240 %
Very likely		74	70	77
Somewhat likely, or		19	22	16
Not likely at all		6	6	6
Don't know/have not decided yet		2	2	1
Total		100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents aged 18 years and over.

Table 6:

Q9f. How likely is it that you will vote in the local body elections this year? Would you say it is...

	Base =	Total 474* %	18-34 years 88 %	35 to 54 years 179 %	55 years and over 207 %
Very likely		74	60	73	88
Somewhat likely, or		19	31	18	7
Not likely at all		6	7	7	4
Don't know/have not decided yet		2	2	1	1
Total		100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents aged 18 years and over.

Table 7:

Q9f. How likely is it that you will vote in the local body elections this year? Would you say it is...

	Base =	Total 474* %	Maori/Pacific 50 %	Other 443 %
Very likely		74	73	74
Somewhat likely, or		19	19	18
Not likely at all		6	7	6
Don't know/have not decided yet		2	0	2
Total		100	100	100

Total may not sum to 100% due to rounding. Sub-sample based on respondents aged 18 years and over.



Table 8:

Q9f. How likely is it that you will vote in the local body elections this year? Would you say it is...

	Base =	Total 474* %	Upper North Island 207 %	Lower/Central North Island 108 %	South Island 159 %
Very likely		74	71	78	75
Somewhat likely, or		19	20	14	20
Not likely at all		6	7	7	4
Don't know/have not decided yet		2	2	1	1
Total		100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on respondents aged 18 years and over.

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

www.researchnz.com