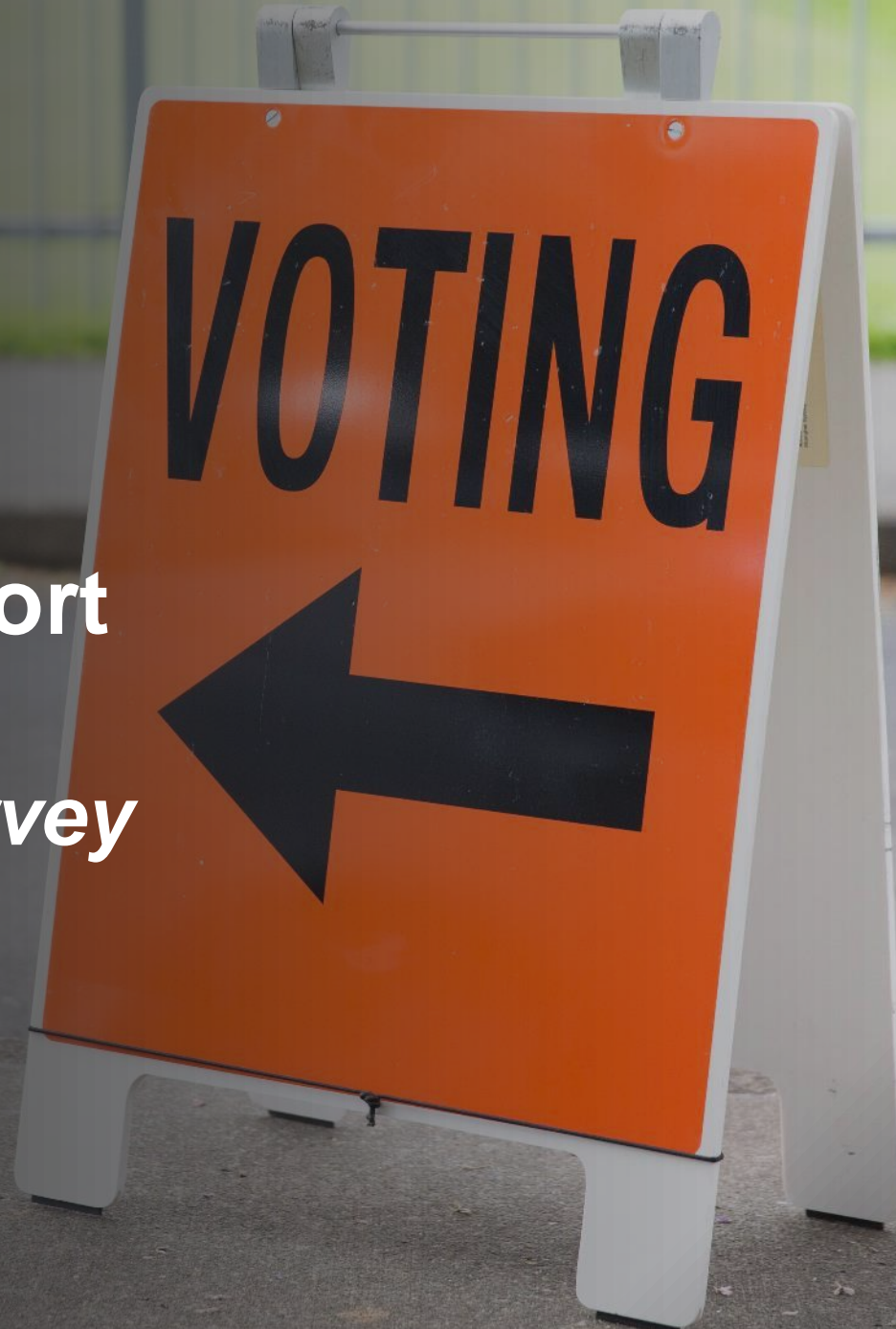


KANTAR PUBLIC

**Māori  
Electoral Option  
Quantitative Report**  
*Post-campaign survey*

September 2023



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1

Research  
background and  
method

# Research background

The Electoral Commission commissioned Kantar Public to undertake research to inform and monitor the impact of the 2023 Māori Electoral Option (MEO) campaign. This research is comprised of two stages: an exploratory qualitative stage that took place in late 2022, followed by a quantitative stage that began in early 2023. The quantitative stage consisted of a pre-campaign survey, and has been followed by a post-campaign survey.

This report covers post campaign survey findings. This report measures reactions to the creative used in the campaign that were marketed from 31 March to 13 July. This report also compares changes in measures since the campaign, around:

- Understanding of the Māori Electoral Option choice
- Understanding that changing rolls can influence the number of Māori electoral seats and their boundaries
- Understanding and awareness of the election and voting process.

This research has been conducted by Mahinga Māramatanga Ahurea, Kantar Public's cultural insights practice. We are a Te Tiriti led roopū, with Māori and Pasifika researchers at our core.

This survey took place after the passing of the Māori Electoral Option Bill on 15 November 2022. The changes mean that since **31 March 2023**, Māori voters can change between the general and Māori electoral rolls at any time except in the three months before a general election and the local elections.



# 2023 quantitative research approach



METHOD	WHAT	WHO	HOW	FIELDWORK DATES
Online survey	Online survey with an average length of 15 minutes. The pre-campaign questionnaire was amended to include new questions and statements relevant to the creatives used in the campaign.	500 Māori aged 18 and older. We talked to a range of Māori across the motu and from a variety of iwi.	Online survey respondents were sourced from Kantar's online Flybuys panel.  To boost 18 to 24 year olds responses, sample flagged as parents were asked if a person aged 18 to 24 in the household could complete the survey instead.	13th July – 10th August 2023
Face-to-face intercept interviews	Face to face survey with an average length of 20 minutes. This used the same post-campaign questionnaire as the online survey.	102 Māori based in: – Whangarei (23) – South Auckland (29) – Hamilton (25) – Tauranga (25) We talked to a range of people in terms of age, gender, and iwi.	In-street intercept interviews were done in the same four high-deprivation areas reached in the pre-campaign survey. This approach allows the research to extend beyond the digital divide, reaching people might not feel comfortable, or are not able to take part in online surveys.	20th July – 8th August 2023

## Notes to reader

There are two differences reported in this research:

- Comparing between the post-campaign and pre-campaign survey, indicated by ▲▼
- Comparing subgroups in the total post-campaign population, indicated by ●●

Any differences reported in this research are significant at the 95% confidence level. Individual percentages do not always sum to the 'Nett percentages'. This is due to rounding.

## Weighting

Combined online and face to face survey data were weighted to ensure the final total sample was representative of Māori by age, gender and region. Weighting targets were calculated using Stats NZ 2018 census data.

## Accuracy

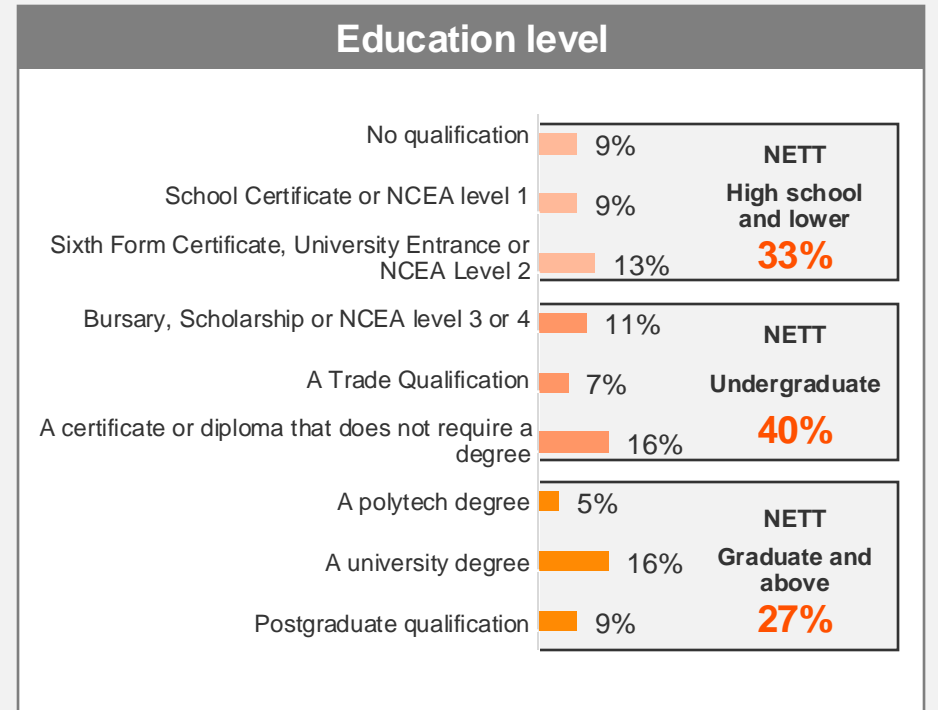
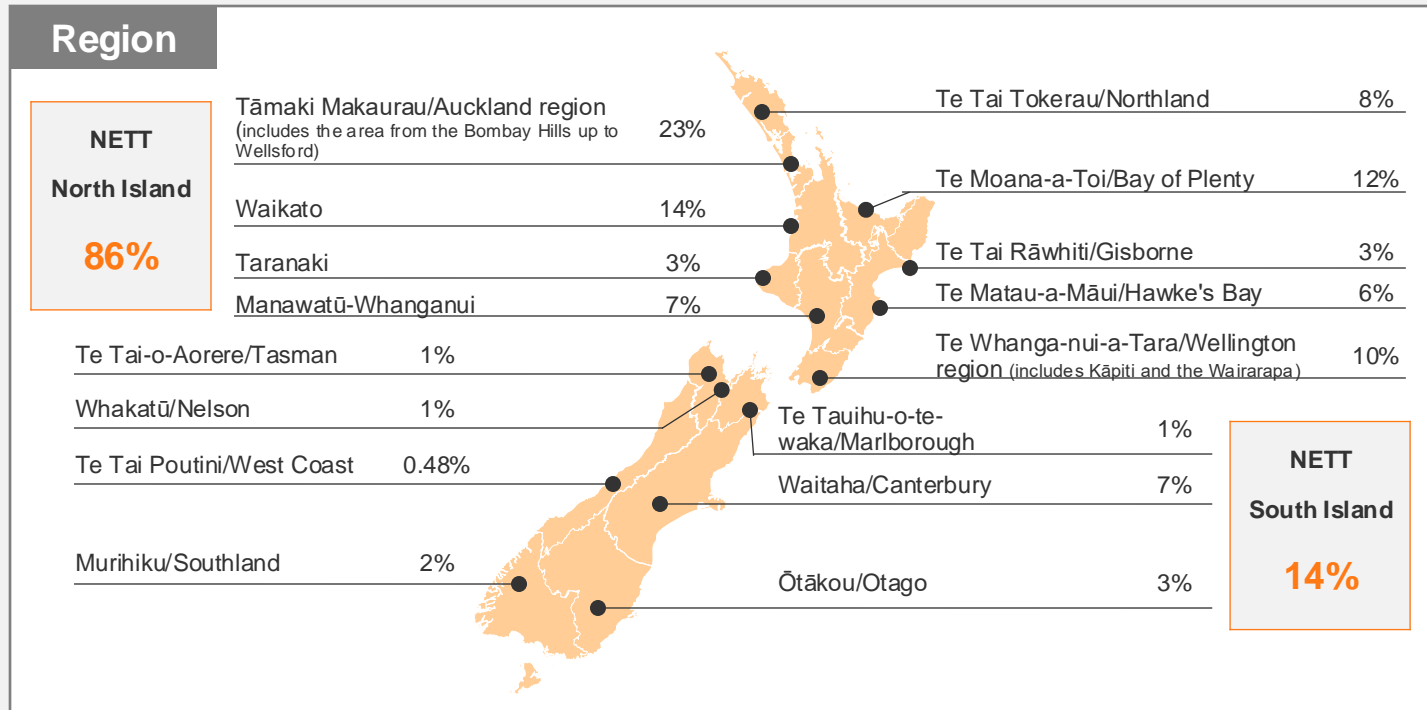
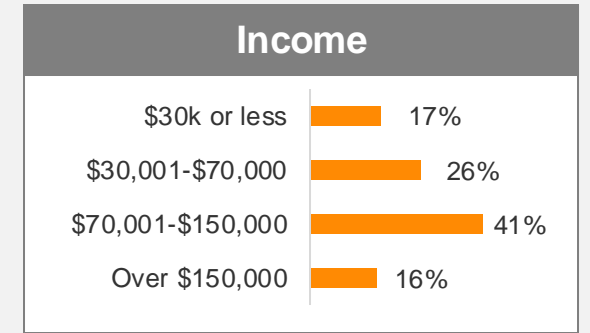
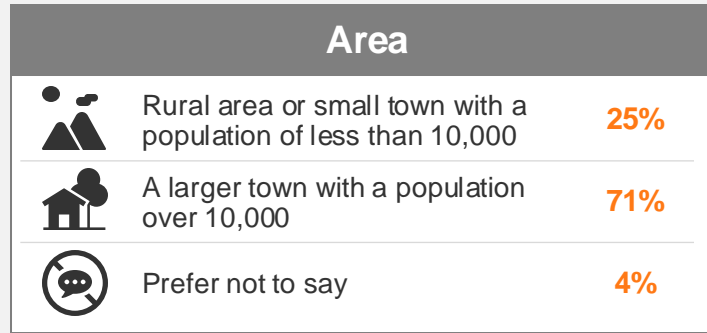
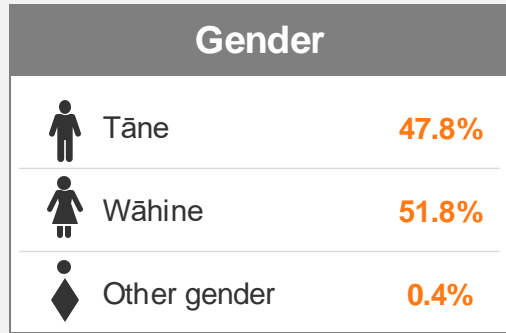
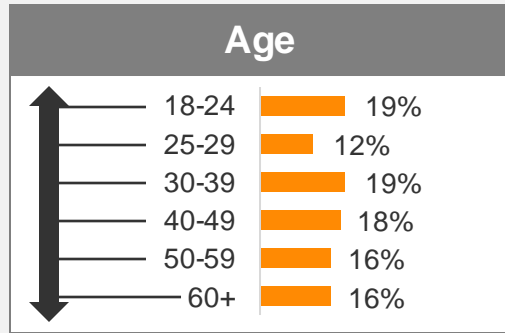
Findings based on the full sample have a margin of error of +/-4% (at the 95% confidence level).

# 2

## Sample profile



As in the pre-campaign survey, all participants are Māori and we talked to a wide range across the motu.



3

Summary





# In summary

## The MEO campaign has high levels of cut through

- The MEO campaign is highly visible with all media channels (TV, online, social, radio, outdoor, and print) punching above their weight in terms of driving reach.
- The multi-media approach ensured the campaign was successful in driving broad reach across the age groups, experienced and inexperienced voters, and across a range of geographic locations and education and income levels.
  - TVC aired on television (live or ondemand) was particularly successful in reaching more mature viewers
  - Online and social media were particularly successful in driving further reach for younger viewers
- The te reo Māori version of the main TVC was seen by nearly 3 in 10 (28%) Māori, and most (61%) feel very positive that elements of the campaign were made available in different regional dialects.

## The campaign is well received by most demographics

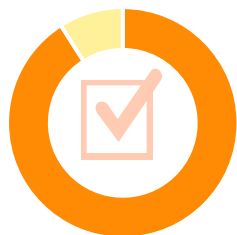
- Overall the MEO campaign delivers key messaging about *making a choice*, that there is *mana* in that choice, and *when* the choice needs to be made. It does so in a way that is highly relevant, believable, and enjoyable to watch. Further, the campaign is highly persuasive with nearly 6 in 10 (58%) viewers saying the campaign makes them more likely to check out the electoral roll.
- Some however found the campaign difficult to understand, verbatim comments show a desire for more information about the differences between the two rolls and why people should consider the Māori electoral roll / the impact of roll choice.
- For most, the campaign is positively engaging, seen to be pleasant, soothing, gentle, and interesting to watch. There is a small minority of 18 to 29 year olds who find the ads unpleasant – verbatim comments show this is mostly driven by the belief in only having one roll. Some verbatim comments also suggest there is some disconnect with the ads for this age group, with some citing that the ads don't appeal to their generation or interest them personally.

## Overall impact on understanding of the electoral system and the Māori Electoral Option

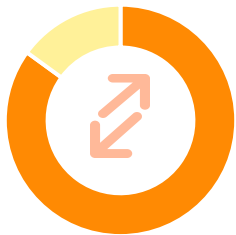
- The following slide shows the positive impact the campaign has had on key metrics including significantly increased understanding that:
  - You can change from one roll type to another
  - When you can change rolls
  - That if on the Māori roll you can only vote for a candidate in a Māori electorate

# The 2023 MEO campaign has had a positive impact on key metrics ...

## Understanding of the electoral system



Māori can go on either the Māori Roll or the General Roll, **91%. Stable.**



Māori can change from one roll type to another, **85% ▲ Up 11 points.**



Māori can change roll type anytime except three months prior to an election, **53%. ▲ Up 20 points.**

## Understanding and sentiments towards MEO

TRUE: If you're on the Māori roll you can only vote for a candidate in a Māori electorate, **57%. ▲ Up 7 points.**

FALSE: If you're on the General roll, you can vote for a candidate in a General electorate or a Māori electorate, **47%. Stable.**

FALSE: If you're on the Māori roll you can only vote for a Māori political party, **59%. ▼ Down 7 points.**

FALSE: If you're on the General roll you can't vote for a Māori political party, **56%. Stable.**

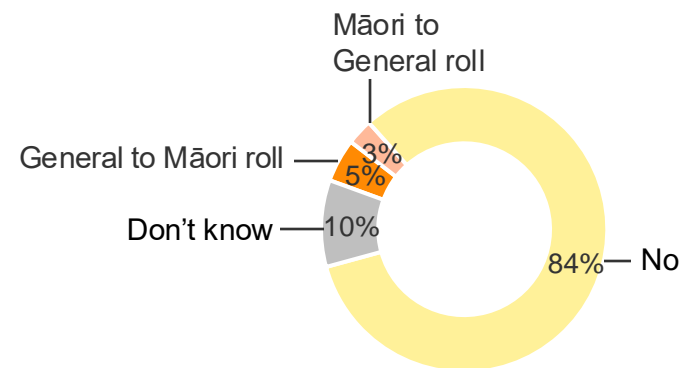
FALSE: If the number of people on the Māori roll increases, the number of Māori electorates always stays the same, **30%. Stable.**

**34% ▲** feel highly informed on how to change roll types. **Up 7 points.**



## Engagement with the electoral system

**8%** changed the electoral roll they are on  
 – 5% changed from the General roll to the Māori roll  
 – 3% changed from the Māori roll to the General roll.

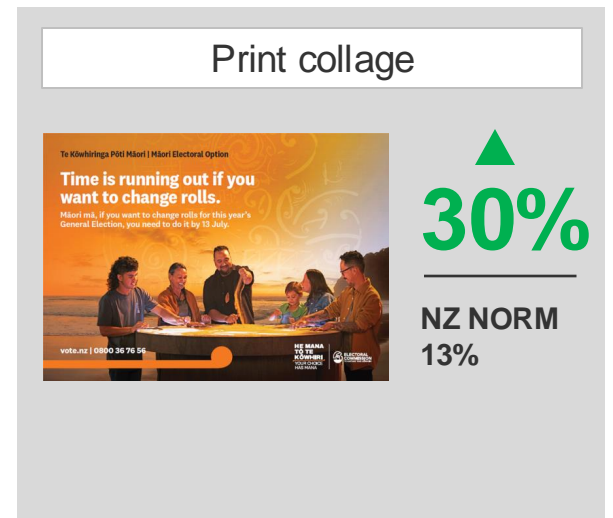
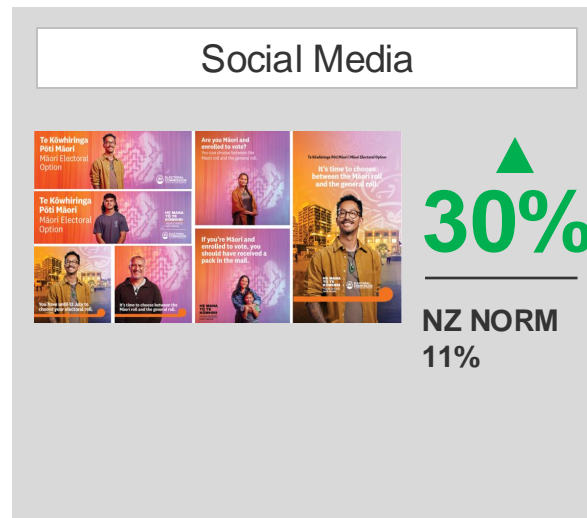
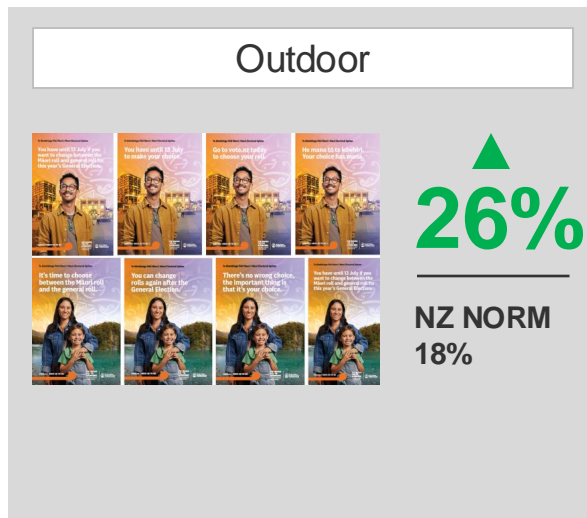
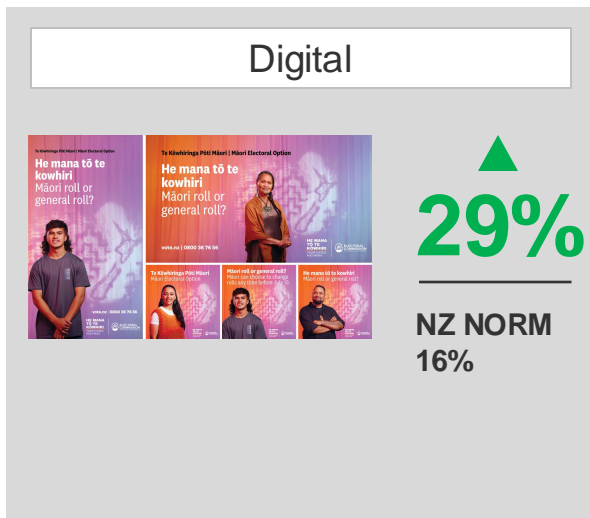
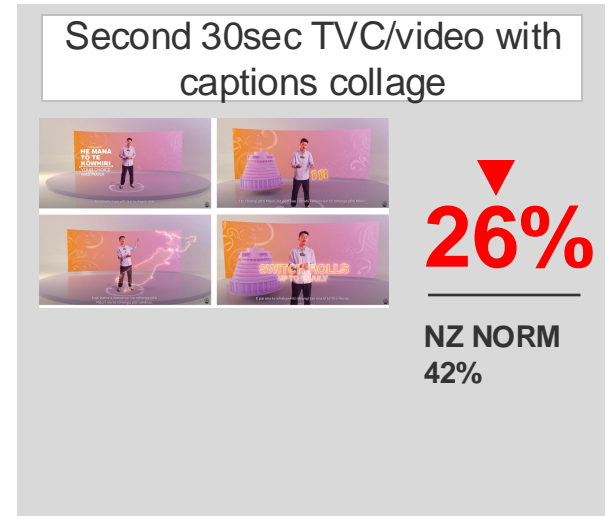
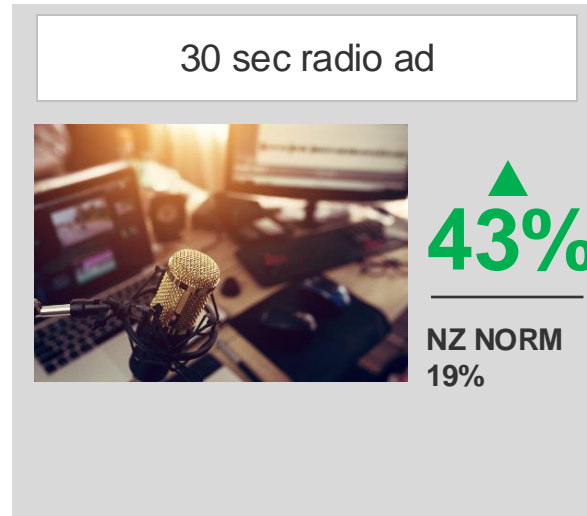
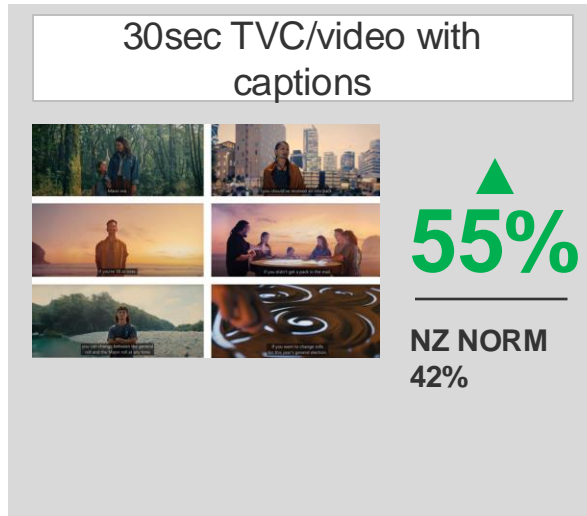
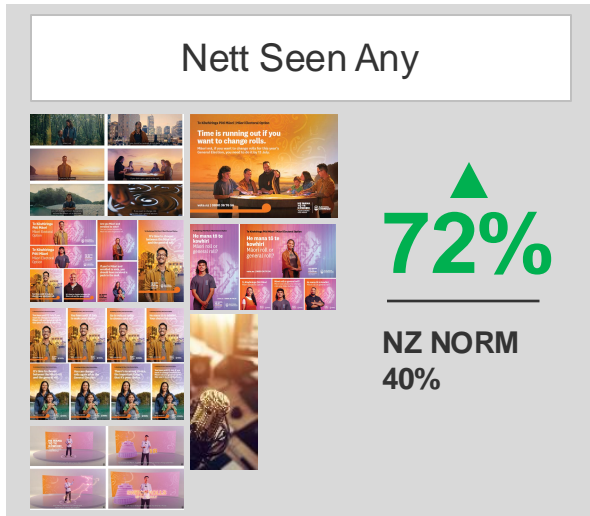


▲ ▼ Sig. different to NZ Norms

4

Campaign  
evaluation

The MEO campaign is highly visible with nearly 3 in 4 (72%) Māori aged 18+ years having seen it. All media channels worked hard, achieving significantly higher than average levels of cut through. The only exception is the second 30 sec TVC which achieved lower than average cut through.

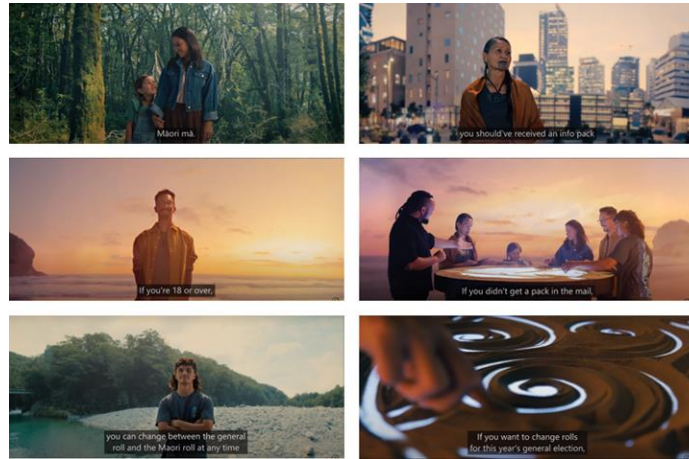


▲▼ Sig. different to NZ Norms

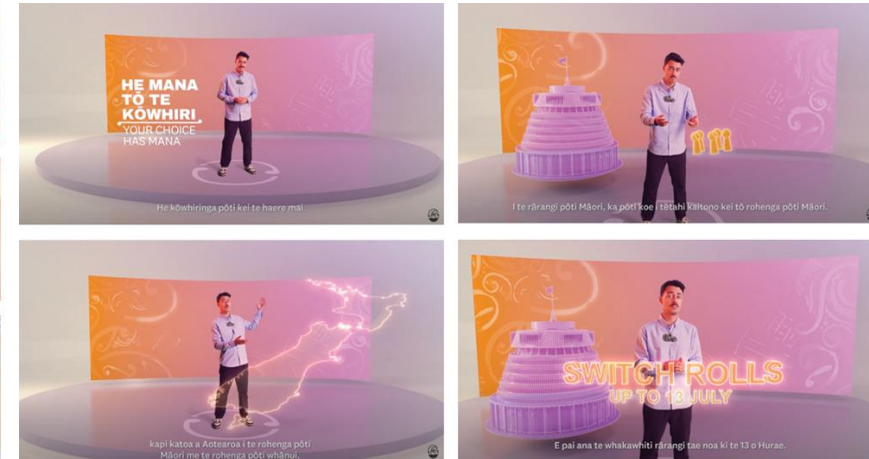
# What we showed in the survey ...

CAMPAIGN, 31 MARCH TO 13 JULY 2023

## Streamed the first 30sec TVC with captions



## Showed the 30sec TVC 2 with captions collage



## Digital collage



## Social Media Collage



## Outdoor collage



## Print collage



## Streamed the 15 sec radio ad



The campaign has successfully reached a broad range of ages, those living rural / urban, and across the different education and income levels. Only the second TVC sits below expected levels of cut through.

CAMPAIGN VISIBILITY – PRIORITY AUDIENCE GROUPS											
	Total	18-29	30-59	60+	Rural	Urban	High school and lower education	Undergraduate and above education	Household income \$70k or less	Household income more than \$70k	NZ NORM
Base	602	198	312	92	154	422	193	386	224	290	
Seen any	72%	71%	69%	82%	70%	73%	71%	72%	72%	73%	40%
30sec TVC Video	55%	45%	56%	75%	51%	58%	59%	54%	57%	57%	42%
30sec TVC 2 Video	26%	24%	25%	33%	28%	25%	28%	25%	29%	26%	42%
Radio	43%	39%	45%	47%	44%	43%	44%	43%	41%	45%	19%
Social	30%	34%	27%	34%	32%	29%	32%	29%	35%	27%	11%
Outdoor	26%	29%	24%	30%	26%	25%	29%	24%	31%	23%	18%
Digital	29%	35%	26%	26%	33%	27%	27%	29%	33%	25%	16%
Print	30%	30%	27%	38%	35%	27%	35%	26%	30%	31%	13%

● Sig < norm   
 ● Avg   
 ● Sig > norm

●● Sig. different to Total population

Among those who have seen the first TVC, most saw it on TV (79%), followed by Facebook (15%) and Youtube (14%). 18 to 29 year olds are less likely to have seen the ad, and are more likely than average to have seen it on Instagram or www.Vote.nz.

WHERE SEEN THE 30 SEC TVC VIDEO WITH CAPTIONS

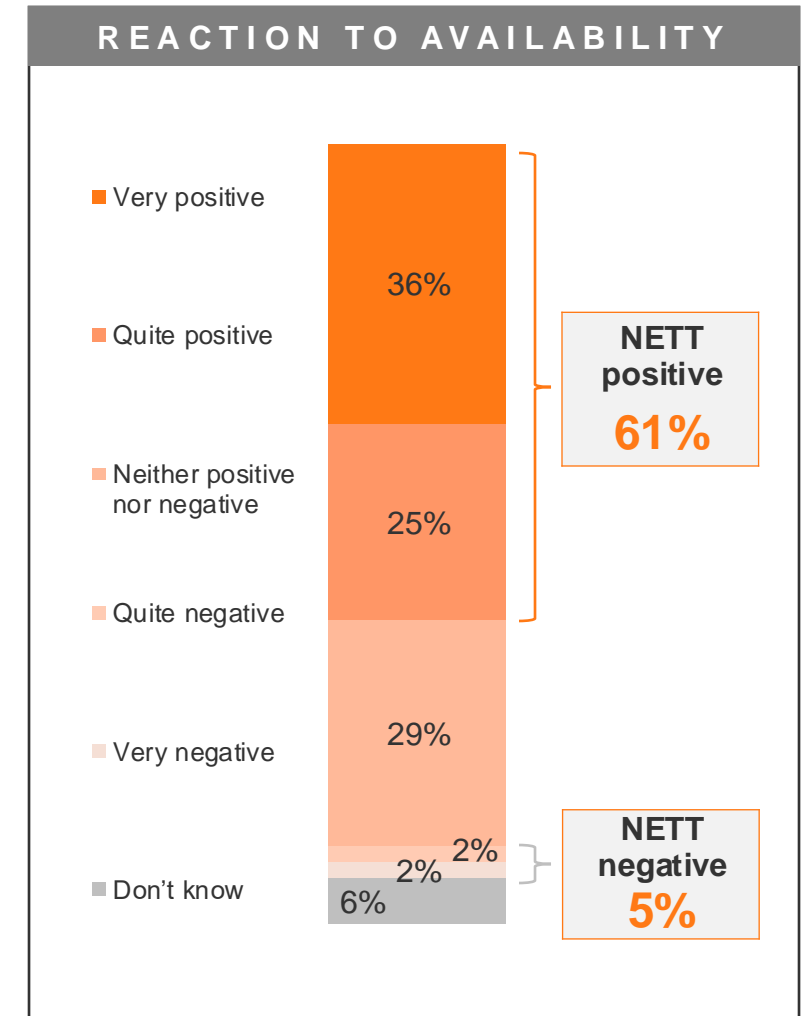
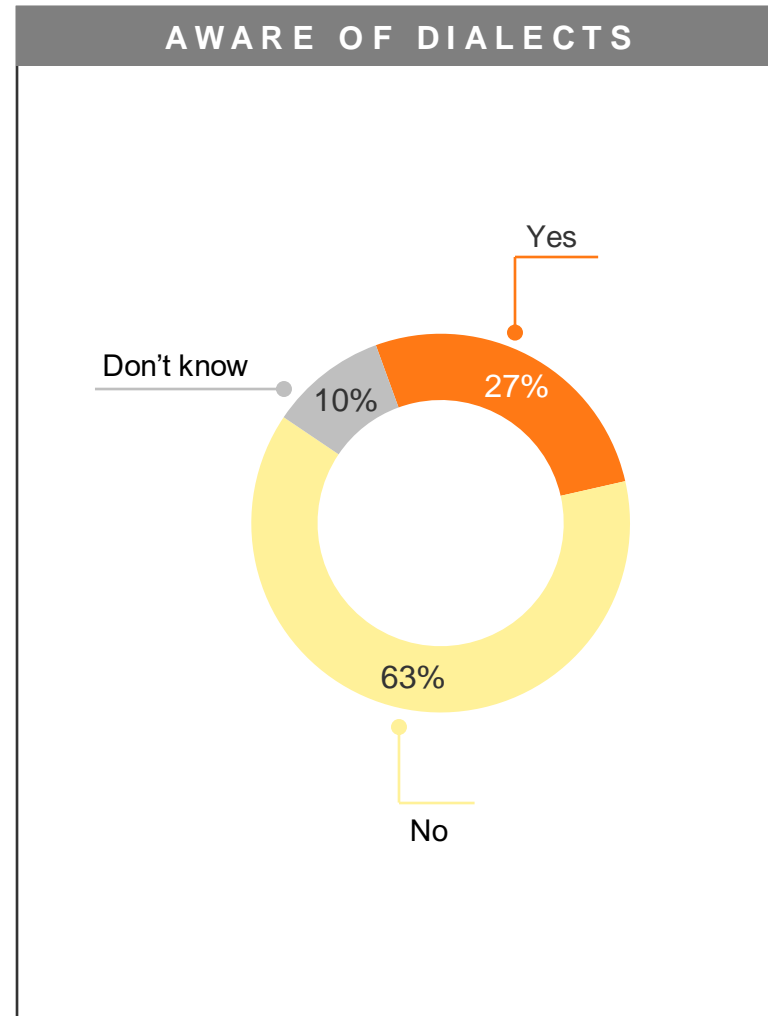
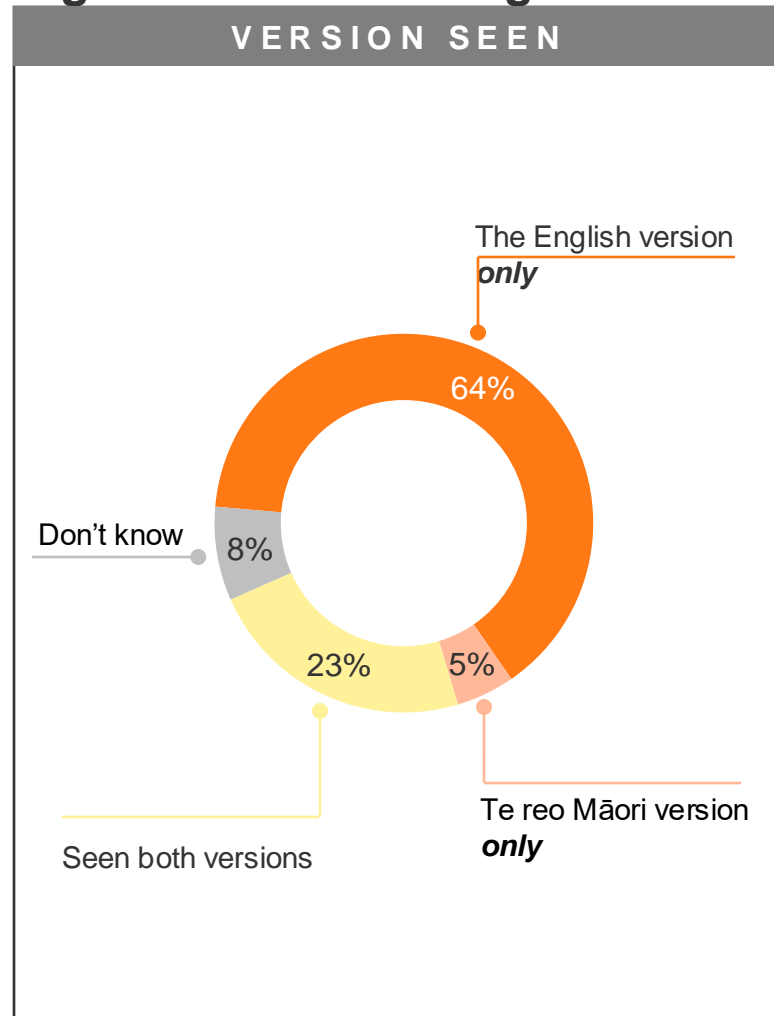
% Seen Video:

	Total	18-29	30-59	60+	Rural	Urban	High school and lower education	Undergraduate and above education	Household income \$70k or less	Household income more than \$70k
Base	602	198	312	92	154	422	193	386	224	290
	55%	45%	56%	75%	51%	58%	59%	54%	57%	57%

Where Seen:

	Base	18-29	30-59	60+	Rural	Urban	High school and lower education	Undergraduate and above education	Household income \$70k or less	Household income more than \$70k
On TV (live, catch up or on demand)	329	88	173	68	78	241	111	208	125	162
	79%	63%	81%	91%	78%	79%	80%	79%	77%	82%
YouTube	14%	14%	17%	4%	10%	15%	8%	17%	10%	17%
Facebook	15%	21%	11%	18%	17%	15%	14%	16%	18%	14%
Instagram	5%	17%	1%		9%	3%	4%	5%	3%	4%
Other social media	7%	7%	7%	7%	8%	6%	6%	7%	3%	10%
Website (not social media)	2%	3%	3%		2%	3%	2%	3%	1%	3%
www.vote.nz	3%	7%	1%	1%	3%	2%	4%	2%	3%	3%
Other	1%	1%	1%			1%		1%	1%	
Don't know	7%	10%	7%	3%	5%	7%	6%	7%	8%	7%

Of those that have seen the first TVC, nearly 3 in 10 (28%) saw the te reo Māori version of the ad and two thirds (64%) only saw the English version. Just over 1 in 4 (27%) were aware that different parts of the campaign were available in different te reo Māori regional dialects, and most (61%) felt positively about the regional dialects being available.

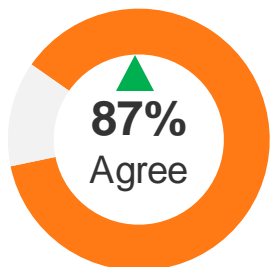




Viewers find the MEO campaign highly relevant and enjoyable to watch. The campaign delivers new information about the MEO in a strongly credible way that makes viewers more likely to check the MEO out. For some however, the campaign is difficult to understand, particularly for 25 to 29 year-olds, tāne, and those living in lower income households.

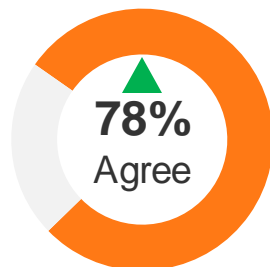
EMOTIONAL AND RATIONAL RESPONSE TO THE CAMPAIGN

The ads were believable



NZ NORM 62%

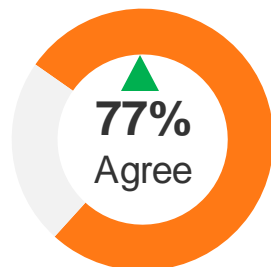
Enjoyment



NZ NORM 47%

- On the Māori roll 85%
- On the General roll 73%

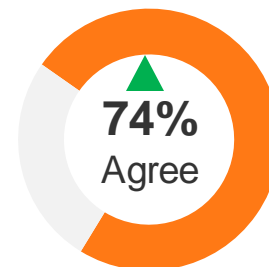
Relevant to me



NZ NORM 39%

- On the Māori roll 87%
- Household income \$30k or less 86%
- On the General roll 70%

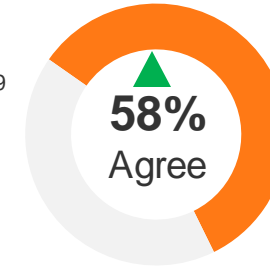
Contained new information about MEO



NZ NORM 42%

- Aged 40-49 82%
- Aged 50+ 64%

More likely to check out MEO



NZ NORM 33%

- Household income \$30k or less 70%
- On the Māori roll 66%
- Urban 54%
- On the General roll 48%
- Aged 50+ 47%

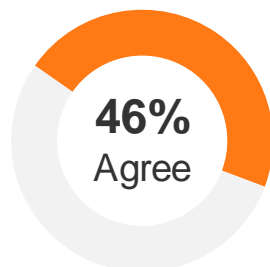
Would talk about ads



NZ NORM 20%

- Household income \$30k or less 62%
- On the Māori roll 61%
- On the general roll 40%

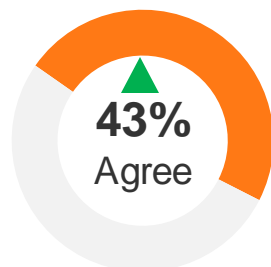
Made me reconsider roll I'm on



NZ NORM n/a

- Aged 40-49 55%
- Aged 50+ 34%

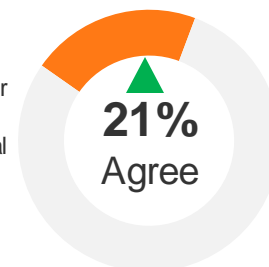
Made me think differently about MEO



NZ NORM 29%

- Household income \$30k or less 54%
- On the General roll 38%
- Aged 50+ 32%

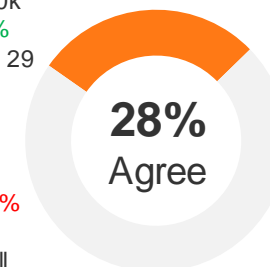
Difficult to understand



NZ NORM 16%

- Household income \$30k or less 38%
- Aged 25 to 29 - 34%
- Tāne 27%
- Aged 50+ 15%
- Wāhine 16%
- On the General roll 17%

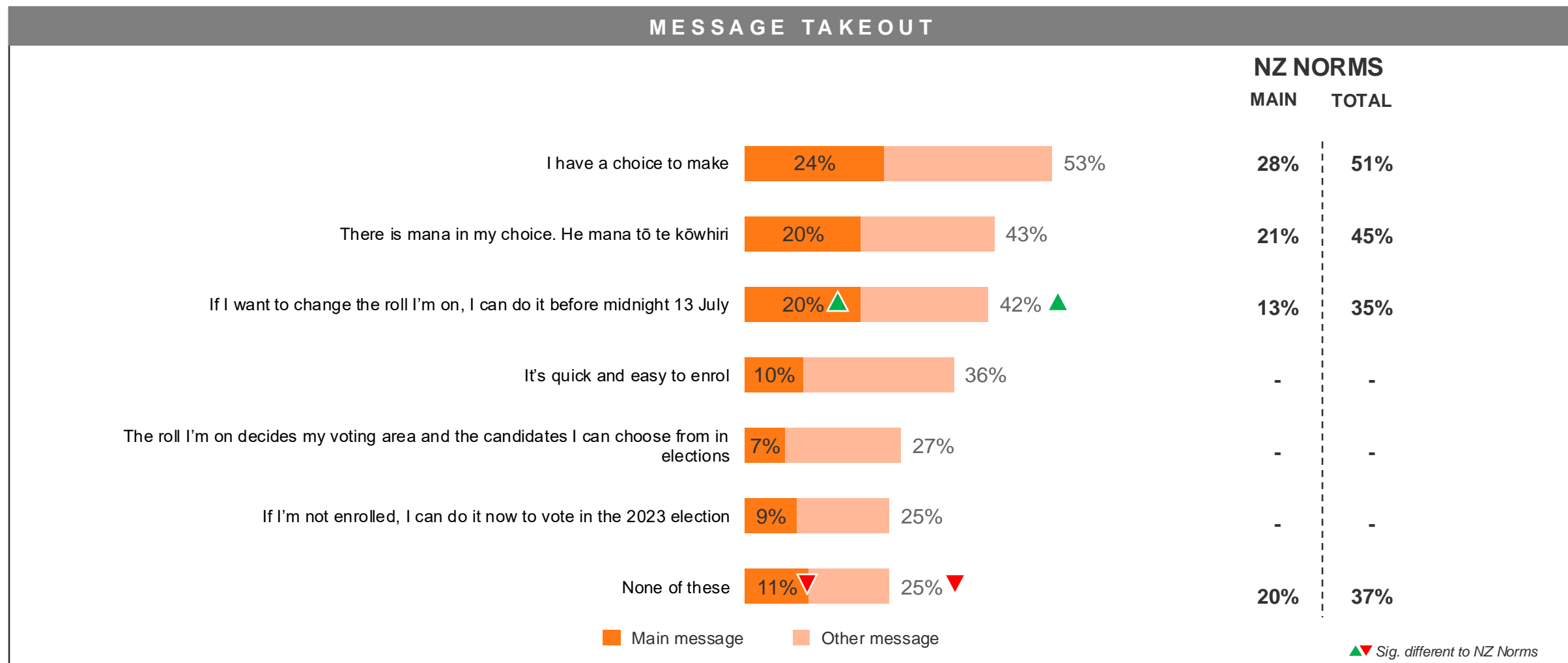
\*I'm getting fed up with seeing them



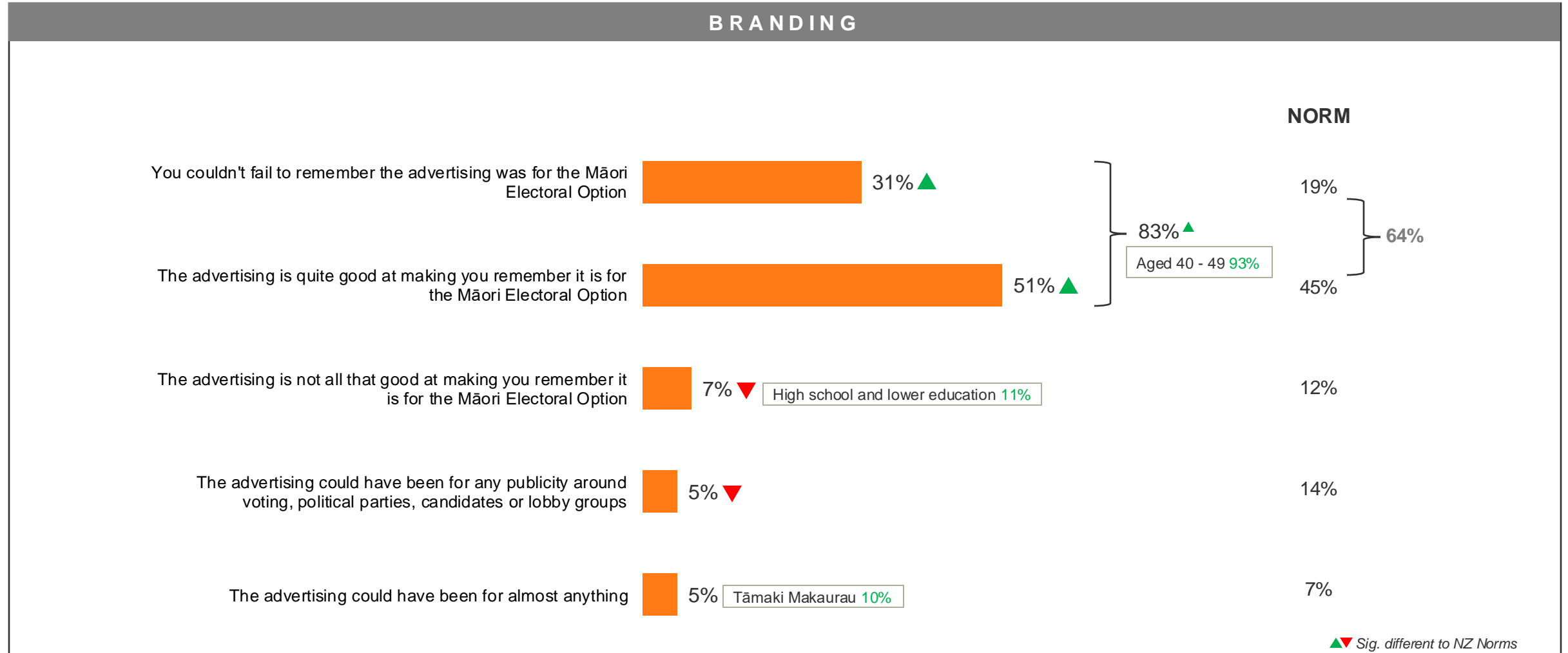
NZ NORM 28%

- Tāne 38%
- Wāhine 19%
- Graduate and above education 18%

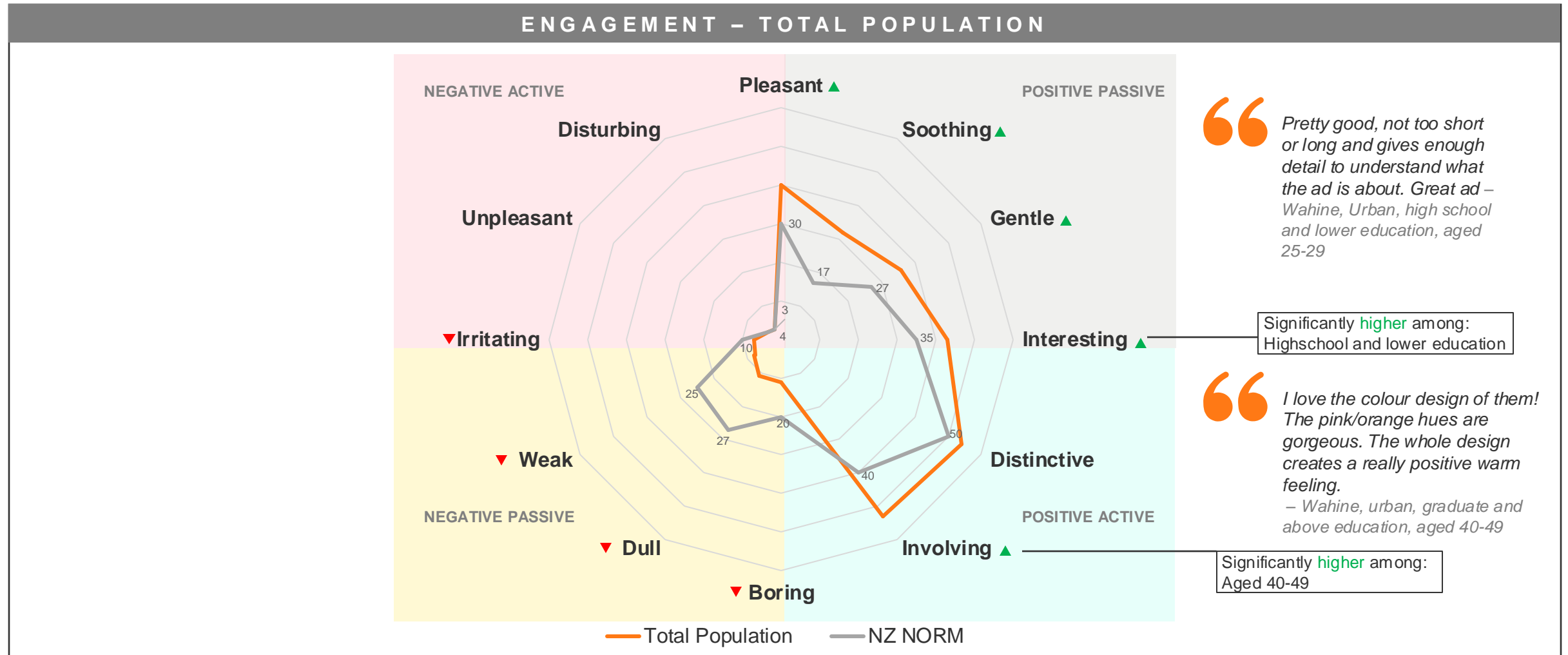
The campaign successfully delivers key messages about *making a choice*, that there is *mana* in that choice, and *when* the choice needs to be made.



# Most viewers are aware that the campaign is for the Māori Electoral Option.

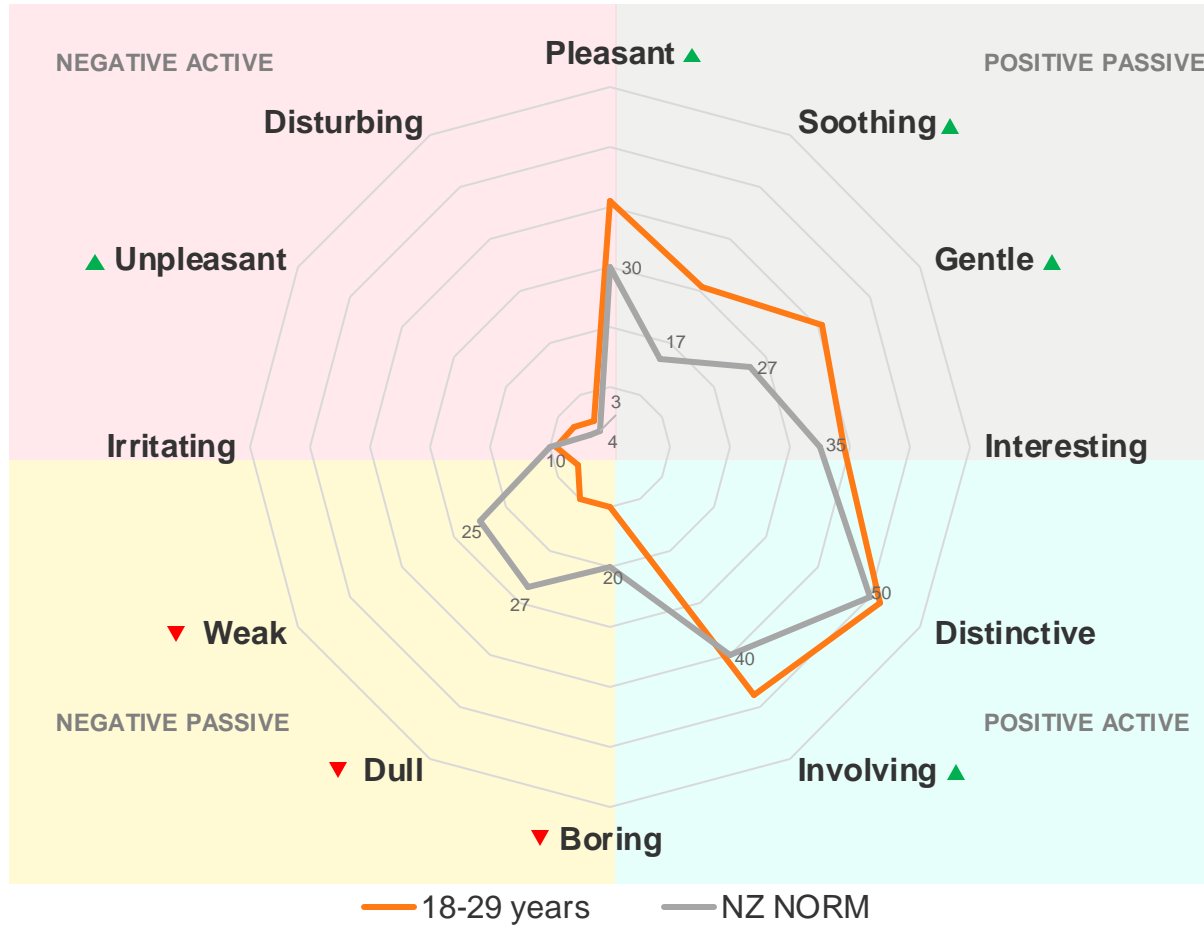


Overall, the campaign is positively engaging, seen to be pleasant, soothing, gentle, interesting and engaging.



For most 18 to 29 year olds the MEO campaign is positively engaging. There is a small minority who find the campaign unpleasant, this tends to be driven by their belief that there should not be two electoral rolls.

ENGAGEMENT – AGED 18 - 29

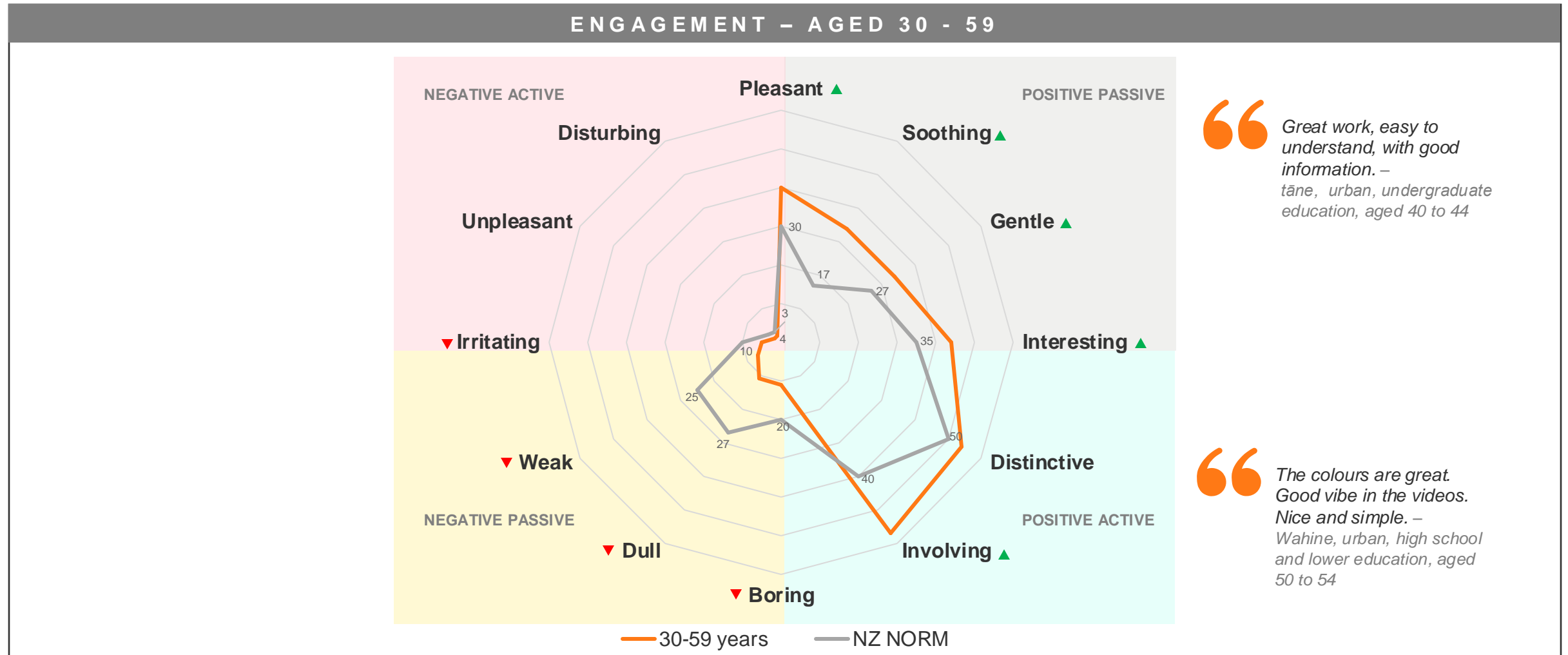


“ I feel that having 2 different rolls is a form of people culture separation. We are supposed to be one nation but we certainly don't behave, act or manage our country as such. Instead we have created a nation of differences. The past is the past and it is now time to move forward. –  
tāne, urban, graduate and above education, aged 20 to 24

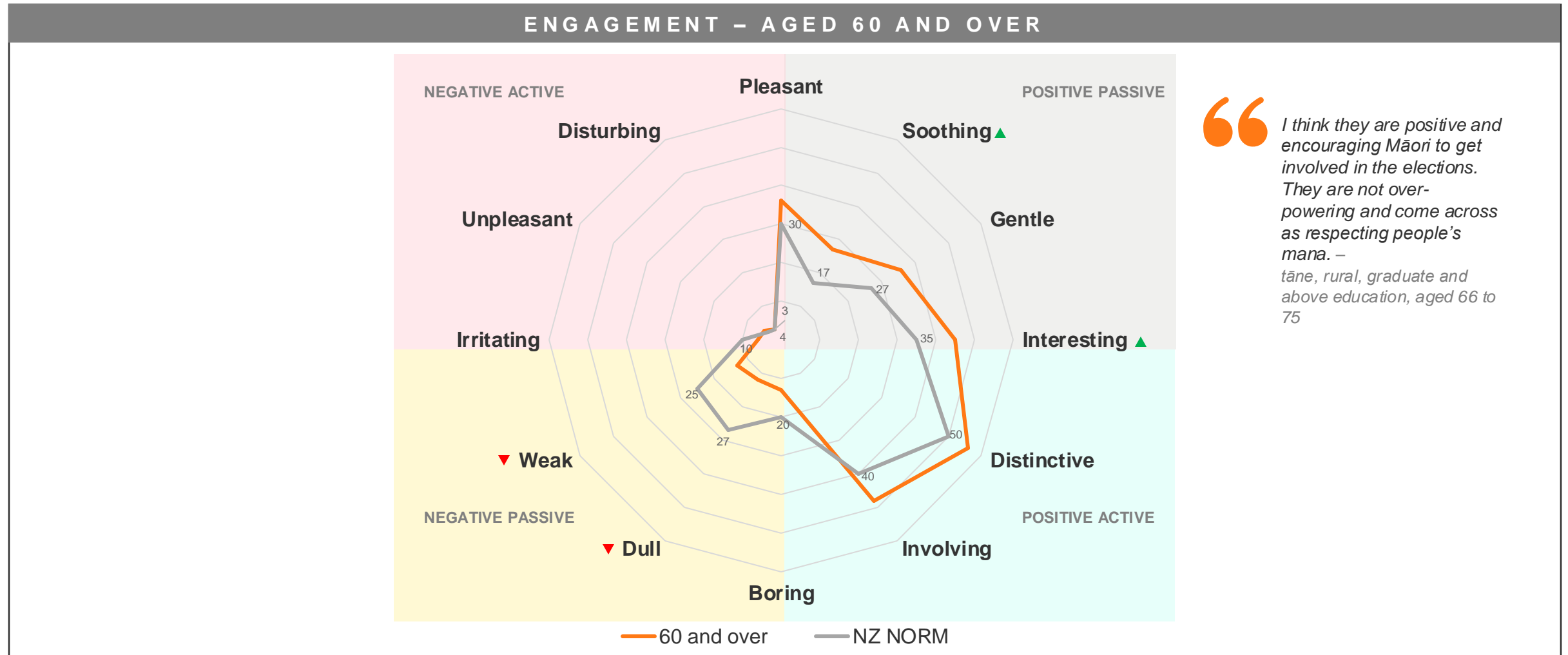
“ I'm disgusted in the division created in New Zealand and these ads make me hate being a New Zealander. –  
tāne, aged 18 to 24

“ Good message and clear to understand for someone like me who knows nothing about politics. –  
tāne, urban, graduate and above education, aged 25 to 29

# The campaign is positively engaging for most 30-59 year olds.

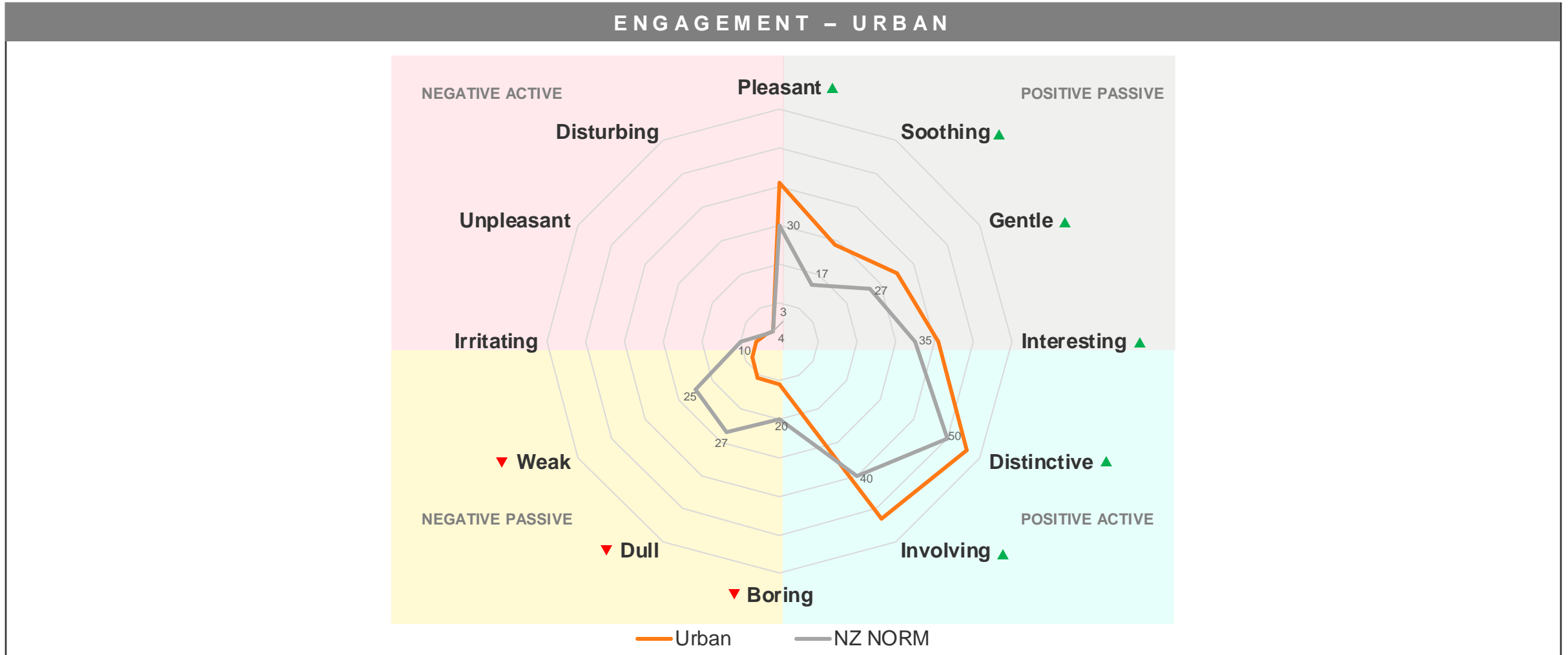


For those aged 60 and over, the campaign is also positively engaging, seen to be soothing and interesting to watch.



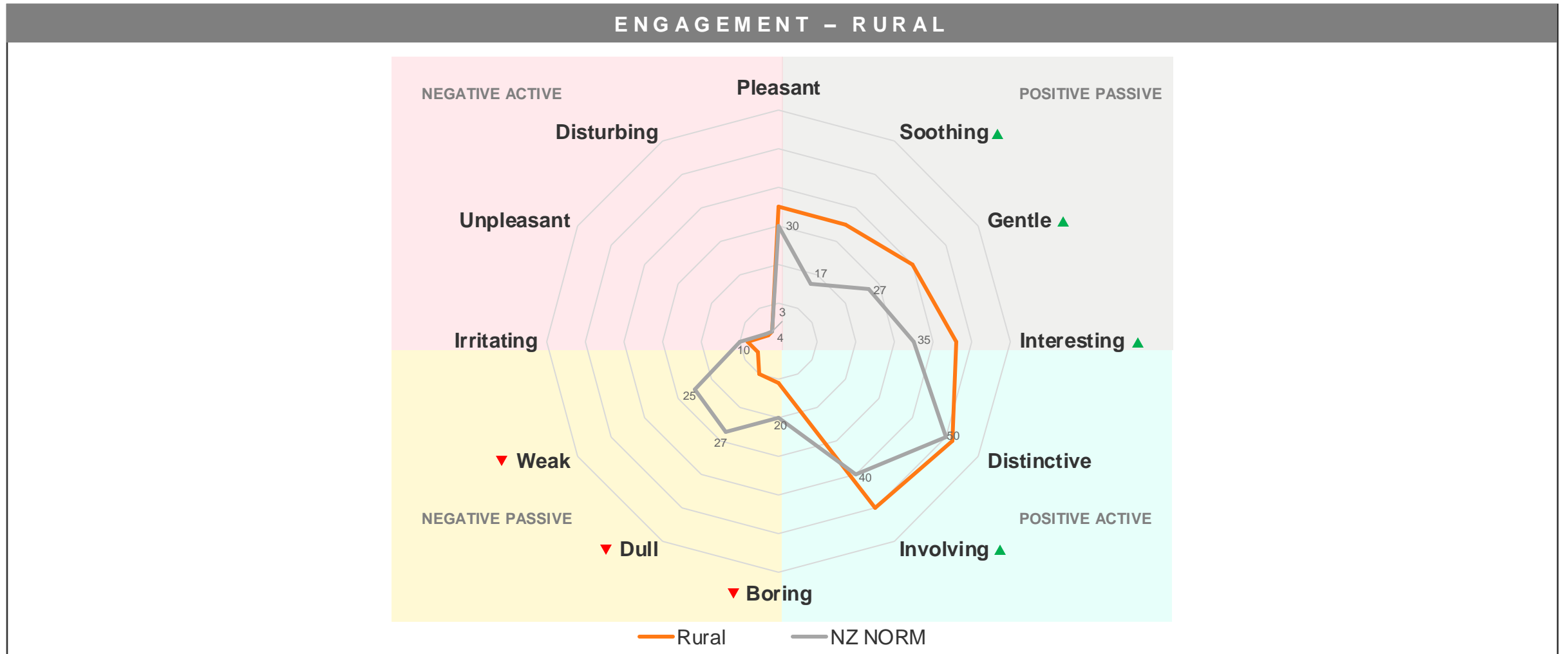
“ I think they are positive and encouraging Māori to get involved in the elections. They are not overpowering and come across as respecting people’s mana. – tāne, rural, graduate and above education, aged 66 to 75

Those living in an urban place find the campaign to be strongly positively engaging and they find the ads to be strongly distinctive.

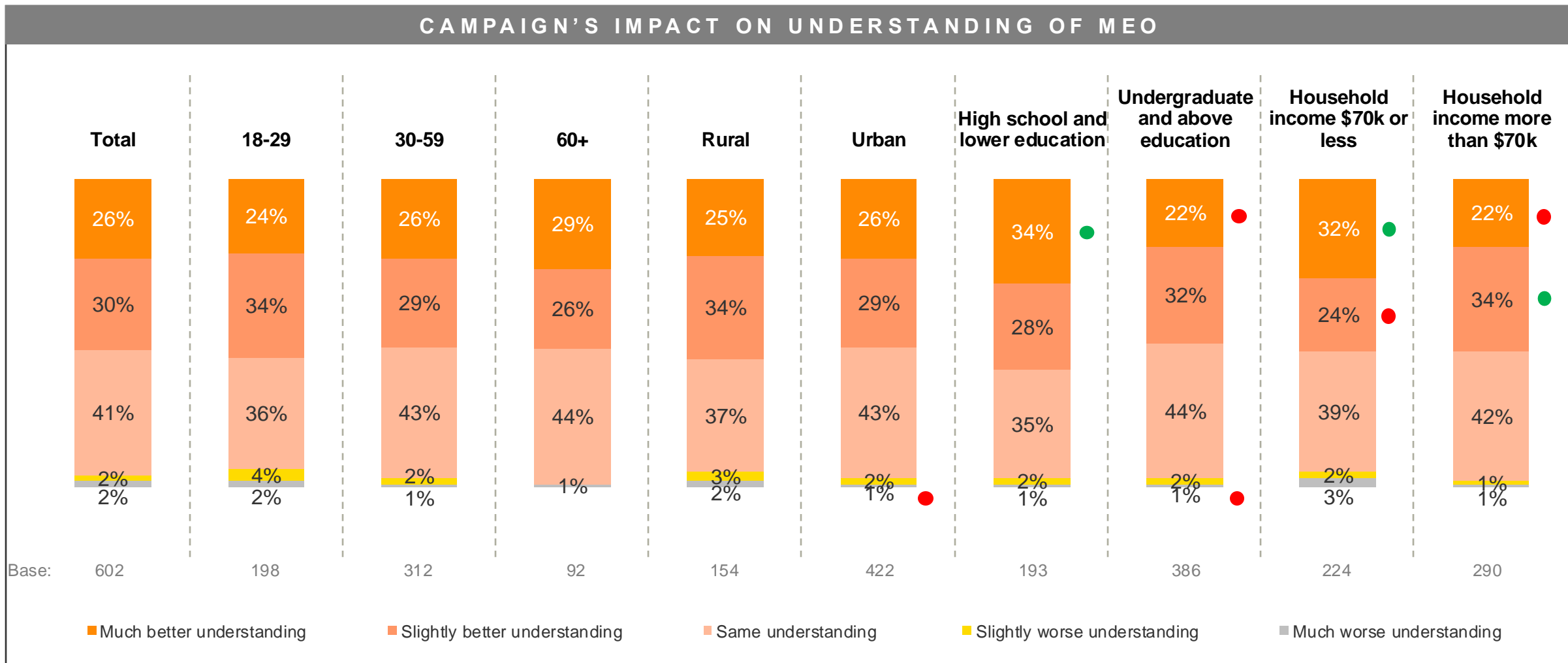




For those living rurally, the MEO ads come across as soothing, gentle, interesting and involving.



**Over half (56%) say the campaign has improved their understanding of the Māori Electoral Option. Those with a high school and lower education, and household income of \$70k or lower, are most positively impacted.**



Viewers of the campaign enjoy the visuals of the sand and colour designs, finding the delivery of the ads engaging. Many viewers are also supportive of the kaupapa, and find it informative.

“

### Enjoy the visuals, and the engaging delivery

“I enjoyed the nostalgia and similarity to some old election ads.”

-tāne, aged 18-24, Te Tai Tokerau

“I think they are positive and encouraging Māori to get involved in the elections. They are not over-powering and come across as respecting people’s mana.”

-tāne, aged over 60, Te Tai Tokerau

“I love the colour design of them! The pink/orange hues are gorgeous. The whole design creates a really positive warm feeling.”

- Wahine, aged 40-49, Te Whanganui-a-Tara

“Using the visual of the sand picture is a good way to engage people. We need more visual ads like this one.”

- Wahine, aged over 60, Murihiku

### Awhi the kaupapa of the MEO campaign

“I would thank them for getting out there and encouraging our Māori people to get in there and vote and for giving information regarding the Māori roll.”

- Wahine, aged 18-24, Tāmaki Makaurau

“They have Māori values at heart.”

-tāne, aged over 60, Te Whanganui-a-Tara

“They cater to whānau that are not very willing to vote.”

- Wahine, aged 18 to 24, Waikato

“Awesome mahi, passionate and dedicated to putting Māori first.”

- Wahine, aged 50-59, Waikato

### Informative message

“Good message and clear to understand for someone like me who knows nothing about politics.”

- tāne, aged 25-29, Te Whanganui-a-Tara

“The ads are clear and outline important points that make it easy to understand the voting options available.”

- tāne, aged over 60, Tāmaki Makaurau

“I like them and they are a good start point for bringing understanding about enrolling.”

- Wahine, aged 18 to 24, Whakatū

“Very interesting information especially as I was unaware of the Maori Roll.”

-tāne, aged 18 to 24, Waikato

However, some 18 to 24 year olds would like a campaign that feels specifically targeted towards them. Some would like more diverse representation of Māori, more information about the difference between the rolls, and why people should consider the Māori electoral roll. Others would like the advertising to have a bit more energy and suggest a bit of humour and having recognised actors in everyday settings delivering key messages.



**Disconnect for some 18 to 24 year olds**

“They aren’t appealing to millennials.”  
-Tāne, aged 18 to 24, Manawatū-Whanganui

“[For the ads to] pack a punch so us rangatahi will stand up and take notice!”  
-Tāne, aged 18 to 24, Tāmaki Makaurau

“I think there should be ads targeted towards young people who are new to the voting procedure as well as those who are leading up to the voting age.”  
-Wahine, aged 18 to 24, Te Matau-a-Māui

**Showcase a diversity of Māori**

“Not all Māori are brown, my niece is blond and has blue eyes and korero Māori anake.”  
-Tāne, aged over 60, Te Tai Tokerau

“What about Māori deaf or disabilities?”  
-Wahine, aged 30-39, Taranaki

**Include more information about the rolls**

“Not enough information about what it means to be on the Māori roll.”  
- Tāne, aged 18 to 24, Te Whanganui-a-Tara

“Perhaps add in a bit of history of the Māori roll.”  
-Tāne, aged 50-59, Te Whanganui-a-Tara

“Tell us the difference between the Māori roll and general roll.”  
-Wahine, aged 40 to 49, Waitaha

“Let me know how this choice will actually help to change the statistics for Māori.”  
-Wahine, aged 50-59, Te Moana-a-Toi

“Slightly more information could be given in the ads with talking [the TVC], the difference between the General vs Māori roll would be interesting to know.”  
-Wahine, aged 18 to 24, Te Whanganui-a-Tara

**Interest in distinct, punchier advertising**

“Add a little more attitude and humour to them in order to engage all ages.”  
-Tāne, aged 30 to 39, Te Moana-a-Toi

“They are a little tame.”  
-Wahine, aged 18 to 24, Te Whanganui-a-Tara

“Make them a bit more punchy.”  
-Tāne, aged 40-49, Waitaha

“Use recognised actors and different settings - marae, on the bus, in a factory etc.”  
-Tāne, aged 50 to 59, Tāmaki Makaurau

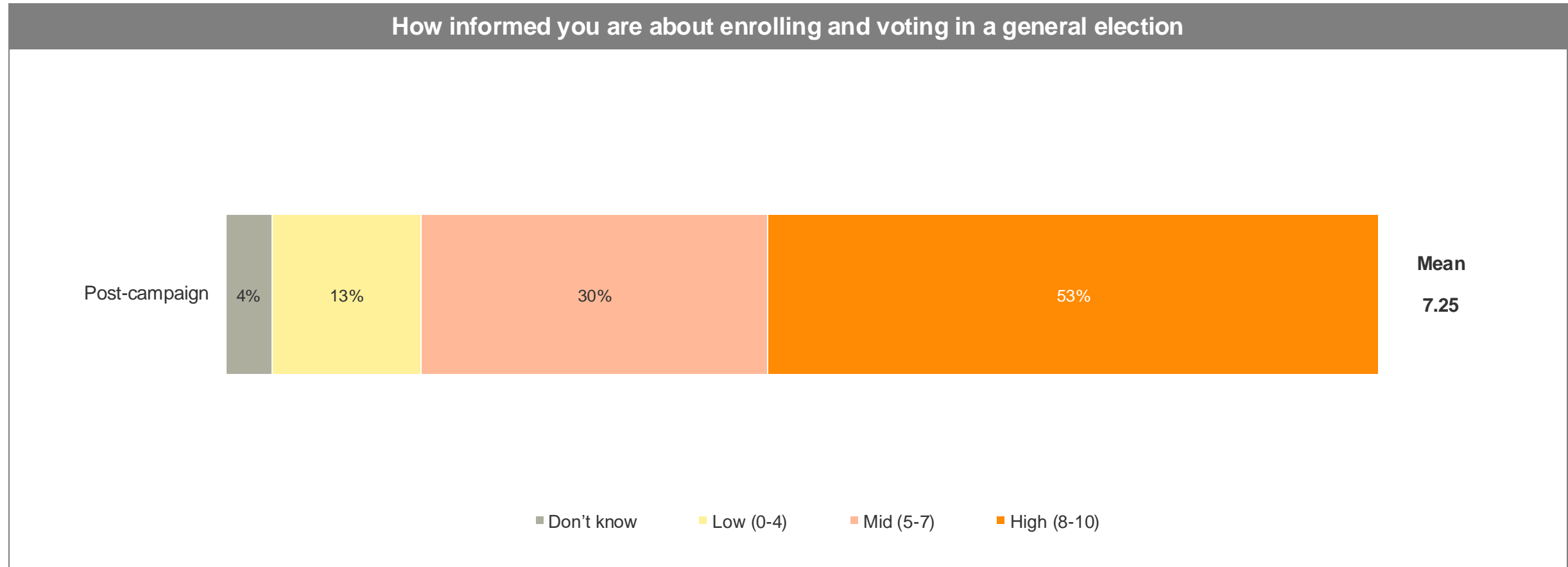
“Keep it fresh each election year.”  
-Wahine, aged over 60, Manawatū-Whanganui

“Be more concise and straight to the point.”  
-Tāne, aged 30 to 39, Tāmaki Makaurau

# 5

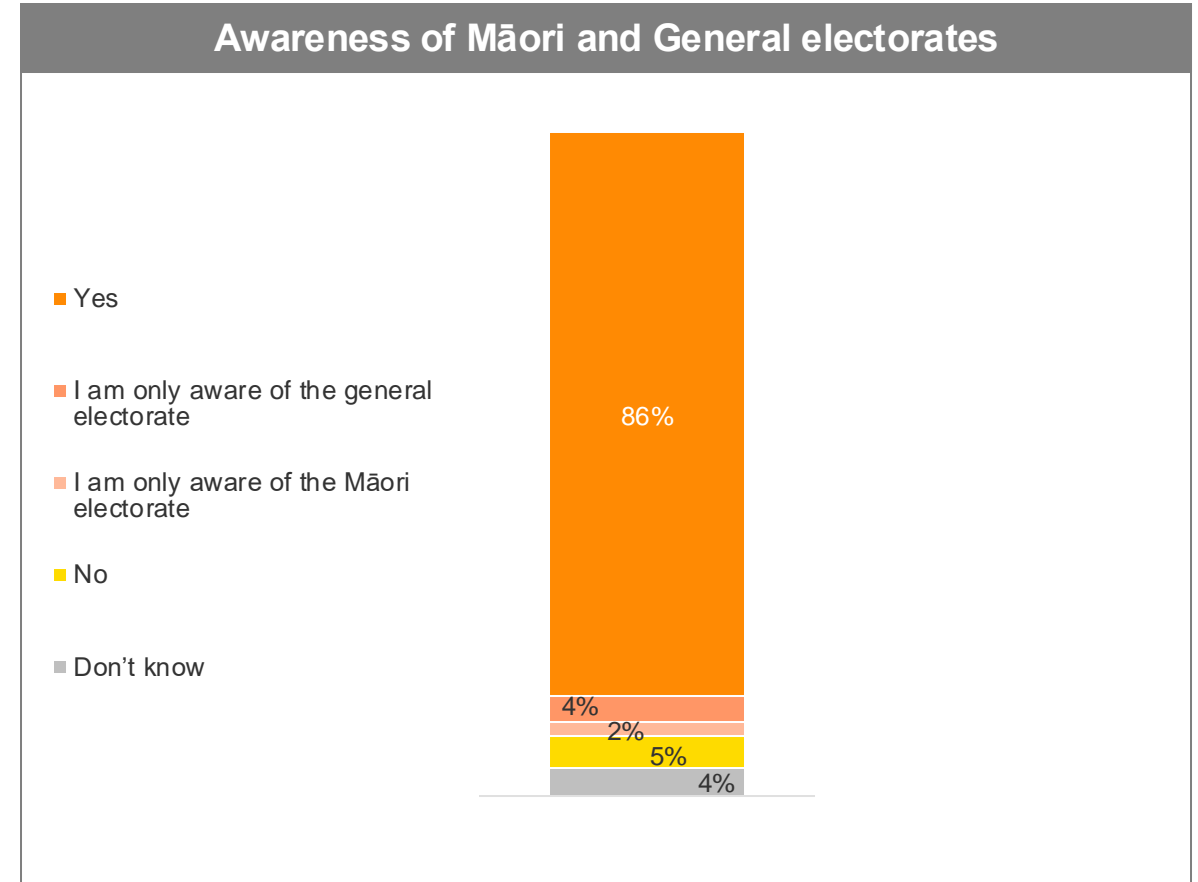
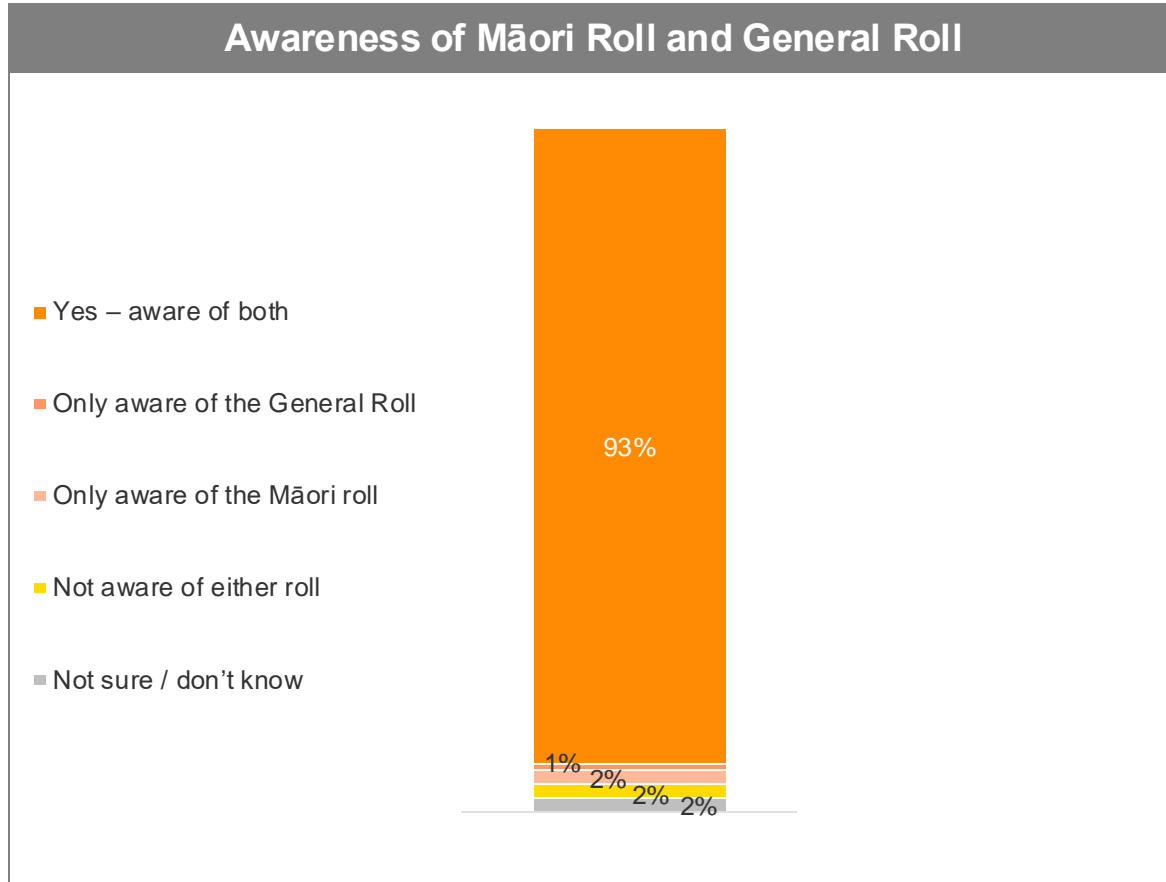
## Understanding and engagement in the electoral system

On par with the pre-campaign read, just over half (53%) are highly informed about the steps to take to enrol and vote in a general election. This has not significantly changed since the campaign.



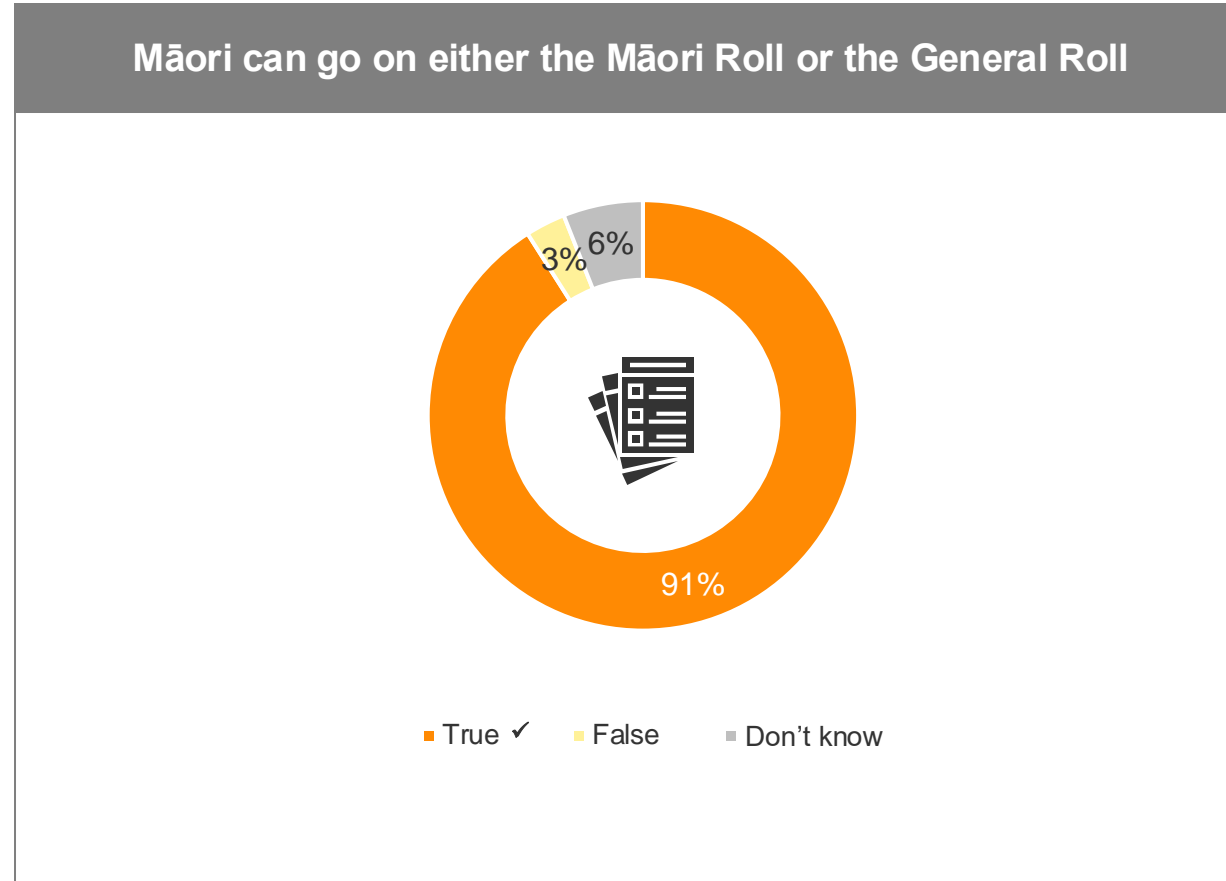
▲▼ Significantly higher / lower than 2023 benchmark survey

**93% are aware of both the Māori and General roll, and 86% are aware of both the Māori and General electorates. This is stable with pre-campaign levels.**



Xx/ Xx Sig. higher / lower than Total population  
 ▲▼ Significantly higher / lower than 2023 benchmark survey

Nine in ten (91%) are aware that Māori can enroll on either roll type. This strong awareness is comparable to pre-campaign levels.



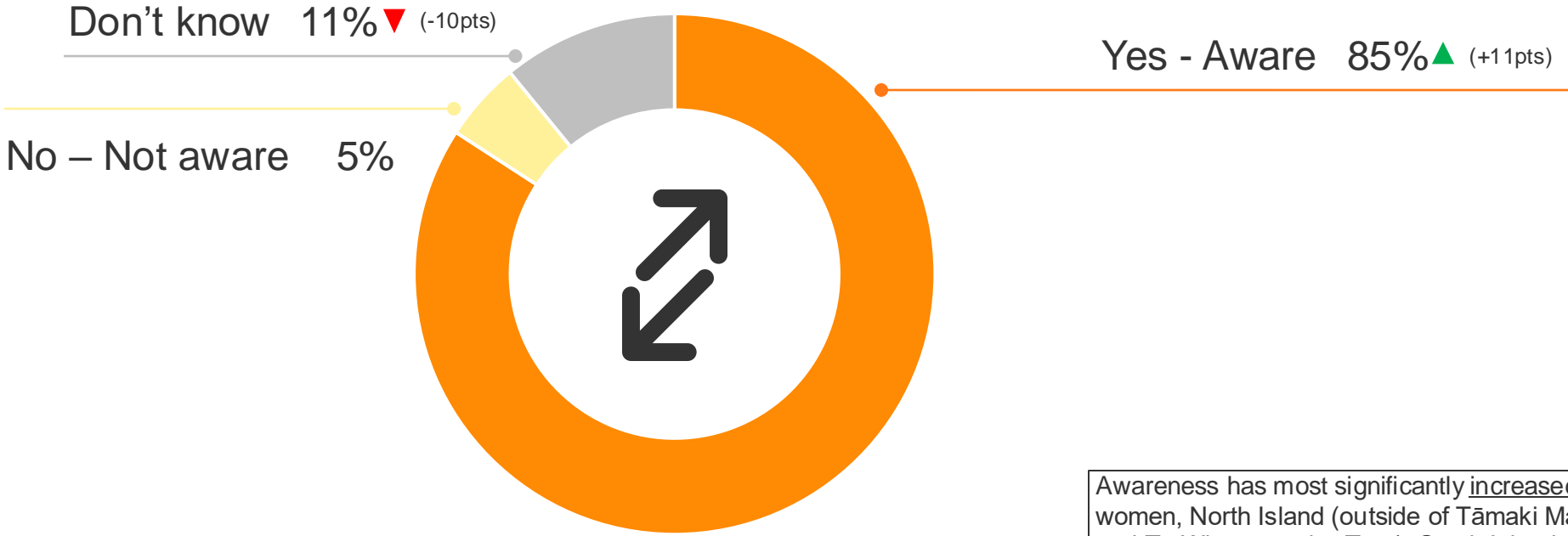
Xx/ Xx Sig. higher / lower than Total population  
▲▼ Significantly higher / lower than 2023 benchmark survey



Since the campaign, awareness of the option to change roll type has significantly increased 11 points to 85%. The greatest increases in awareness are among wāhine, North Island outside of Auckland and Wellington, South Island, and those with undergraduate and lower education qualifications.

Awareness of being able to change from one roll type to another

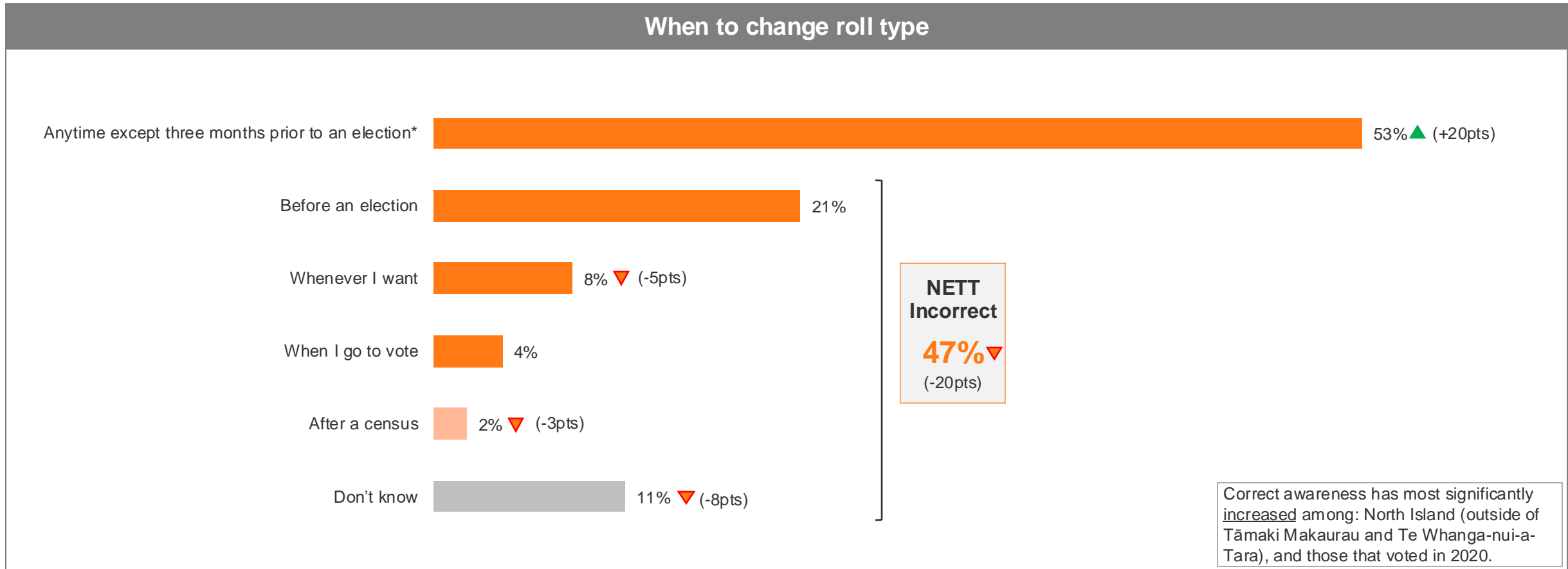
NETT Don't Know/Not Aware  
**15%▼**  
 (-11pts)



Awareness has most significantly increased among: women, North Island (outside of Tāmaki Makaurau and Te Whanga-nui-a-Tara), South Island, and those with undergraduate and lower education.

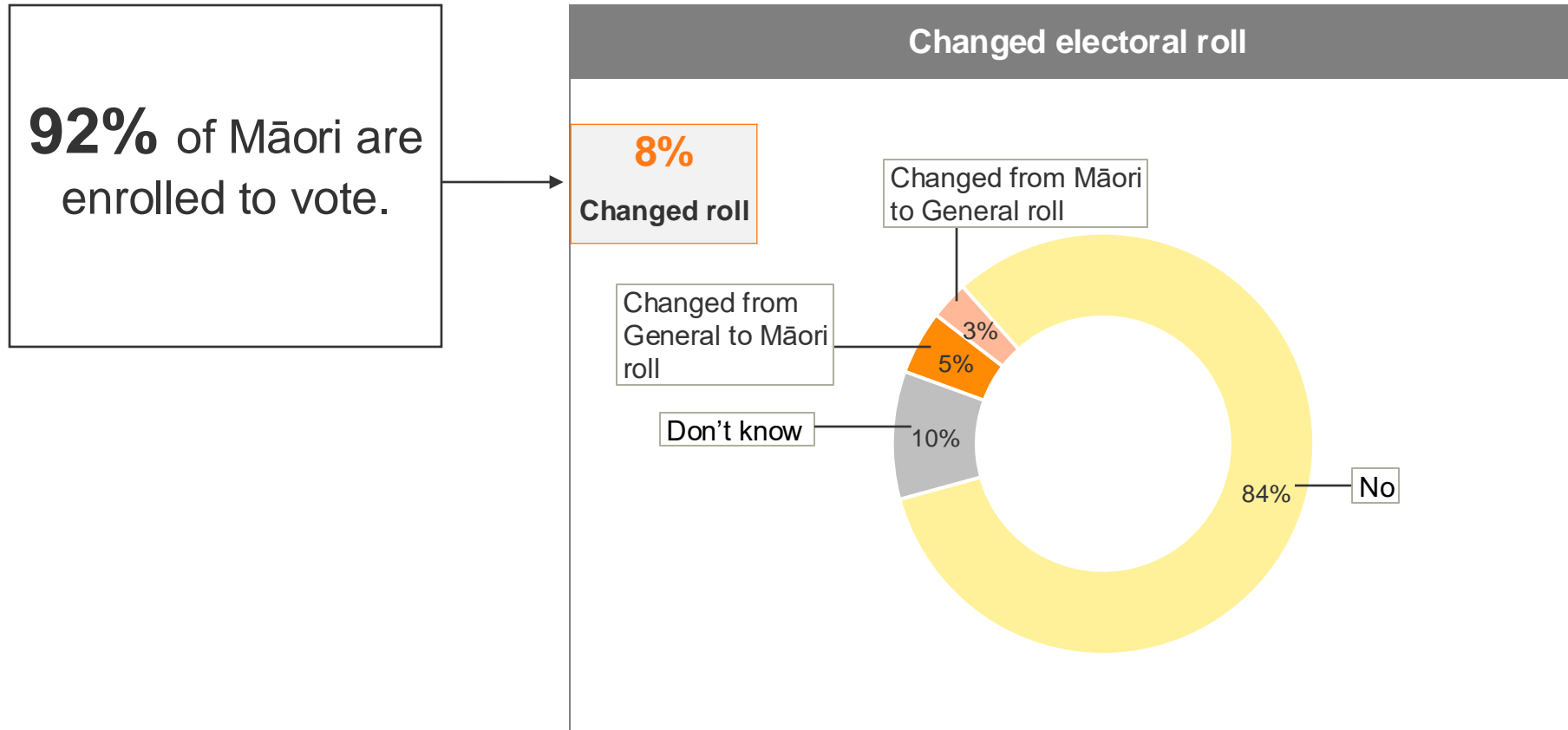
Xx/ Xx Sig. higher / lower than Total population  
 ▲▼ Significantly higher / lower than 2023 benchmark survey

Awareness that you can change roll type anytime except three months prior to an election has also significantly improved, up 20 points to 53%. Awareness has increased most among those that voted in 2020, and those living in North Island outside Auckland and Wellington.



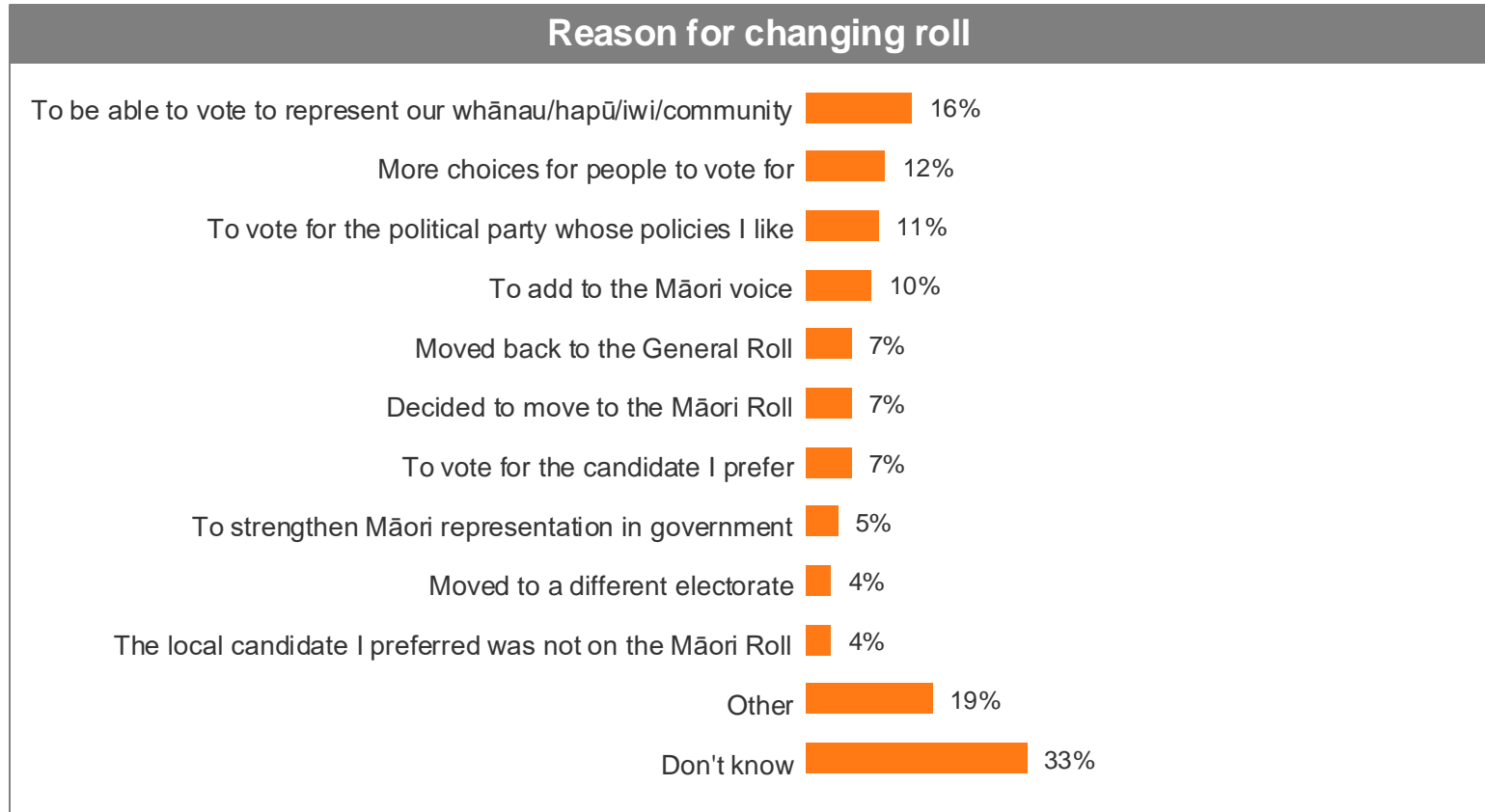
Xx/ Xx Sig. higher / lower than Total population  
 ▲▼ Significantly higher / lower than 2023 benchmark survey

**92% of Māori are enrolled to vote, in line with pre-campaign levels. Of those that are enrolled, most (84%) did not change electoral roll for the 2023 General Election.**



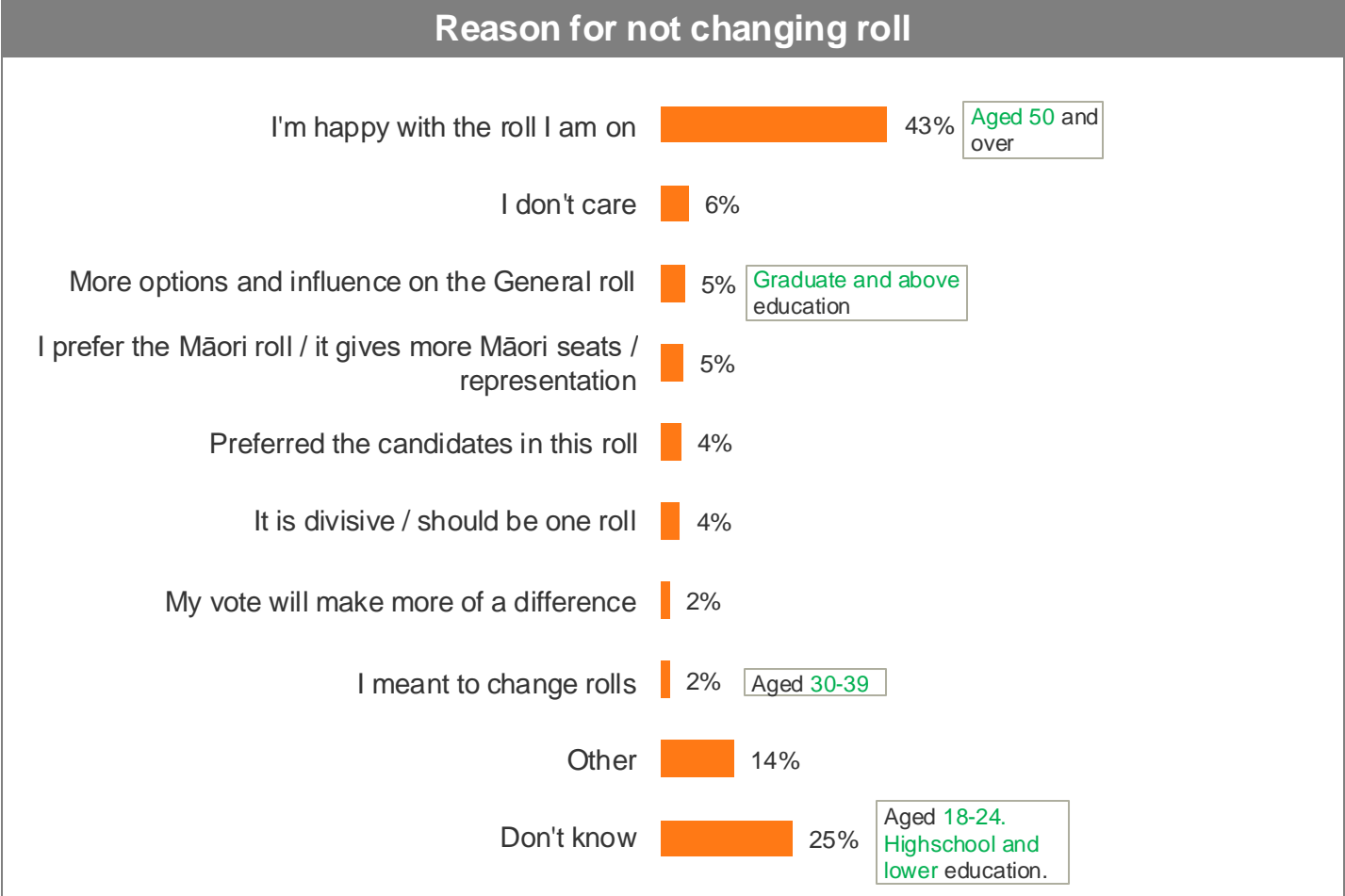
*Gx Sig. higher than Total population*  
*Rx Sig. lower than Total population*

**Among the 8% who did change roll, the main reason for doing so is to represent their whānau / hapū / iwi / community.**



*Xx Sig. higher than Total population*  
*Rx Sig. lower than Total population*

Of the 84% who did not change rolls, most commonly this is because of being happy on their current roll (43%).



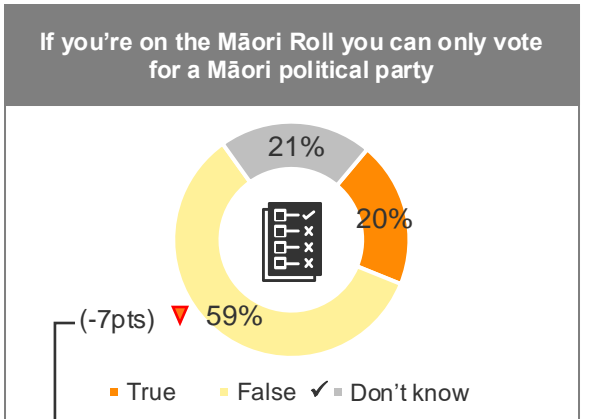
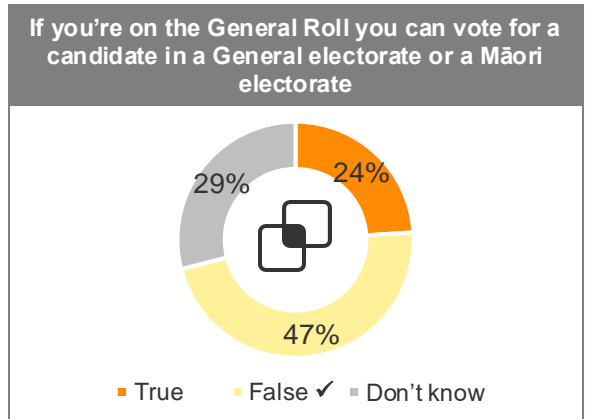
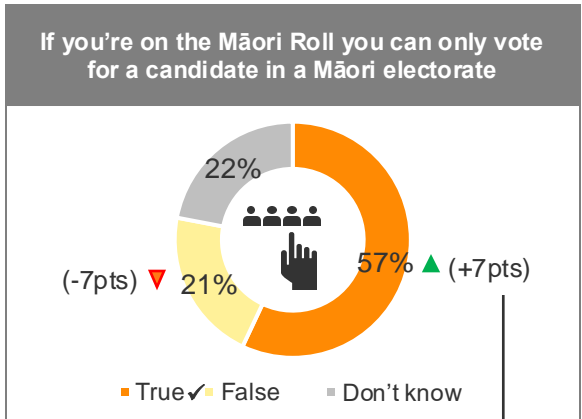
Xx Sig. higher than Total population  
 Xx Sig. lower than Total population

# 6

## Understanding and sentiments towards MEO

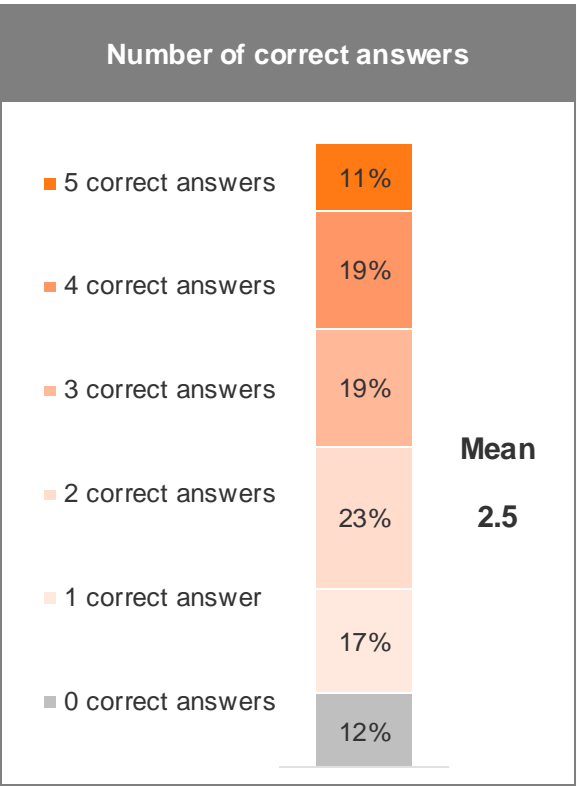
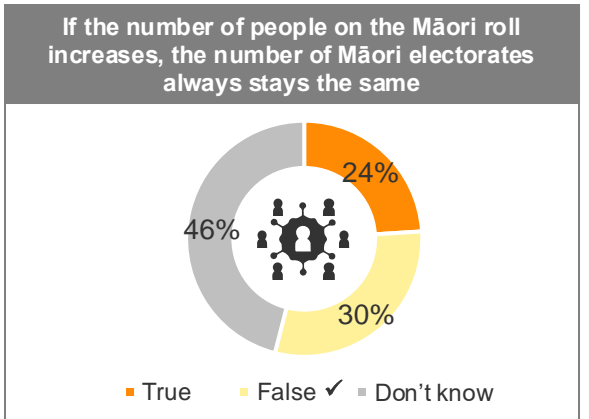
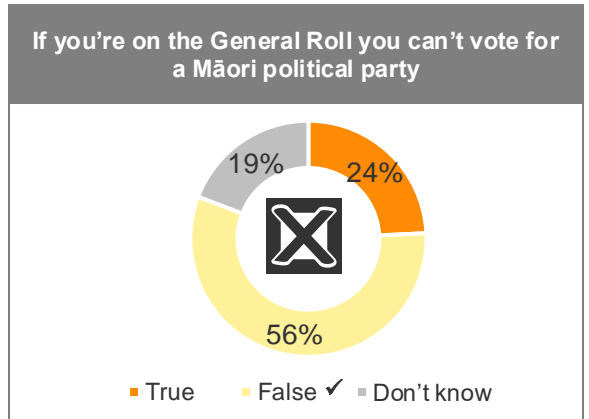
Understanding that being on the Māori roll means you can only vote for a candidate in a Māori electorate has improved by 7 points, up to 57%. However, there is more confusion around the Māori roll's implications for political party voting options. These messages are similar and both have significantly impacted tāne and those aged 30 to 49.

Knowledge about MEO (% correct) ✓



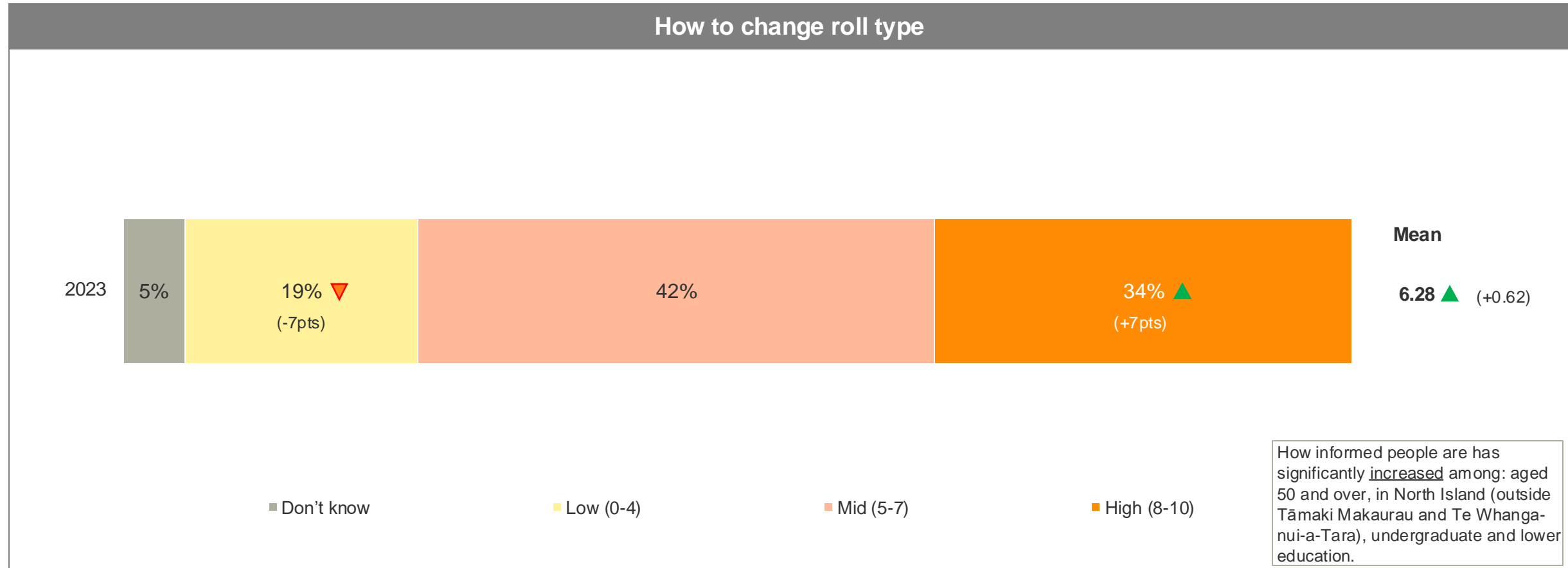
Correct awareness has most significantly increased among: aged 30-49, tāne, North Island (outside Tāmaki Makaurau and Te Whanga-nui-a-Tara), those that voted in 2020.

Correct awareness has significantly decreased among: aged 30-49, tāne, on the General roll, urban, highschool and lower education, and household income less than 70k.



Xx/ Xx Sig. higher / lower than Total population  
 ▲/ ▼ Significantly higher / lower than 2023 benchmark survey

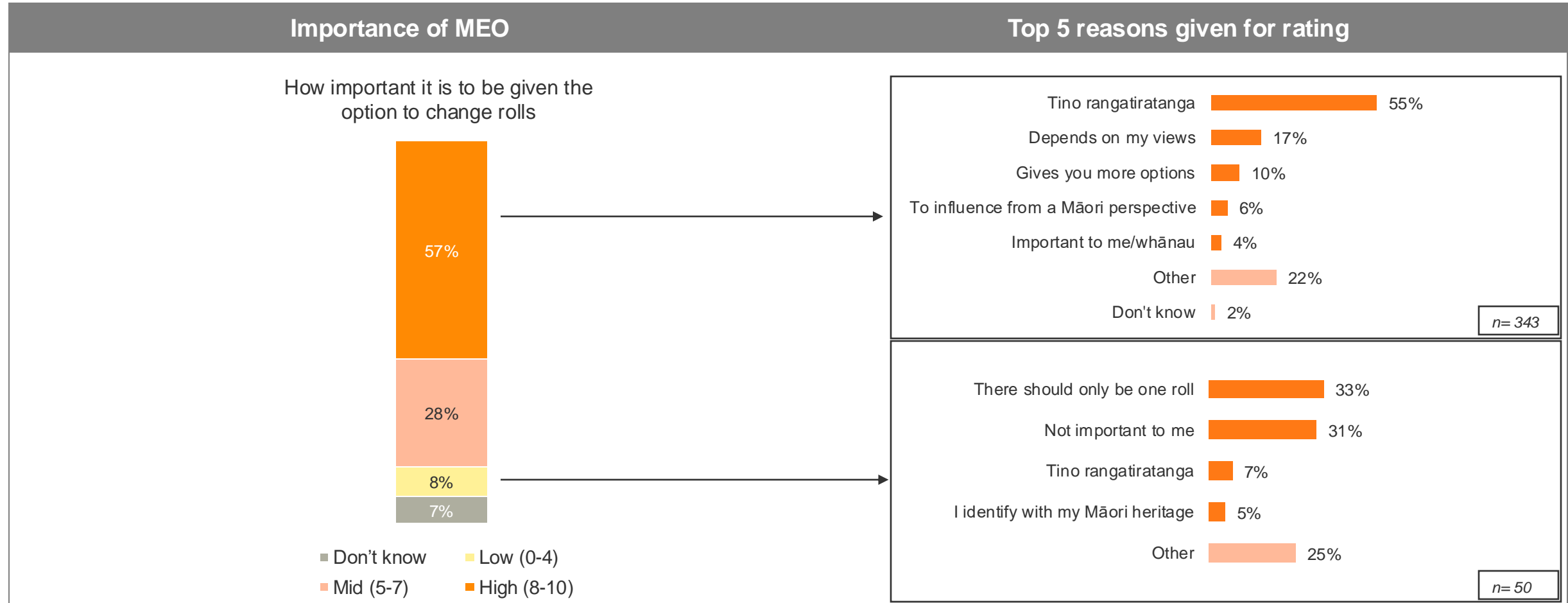
More Māori feel highly informed on how to change roll type, with a 7 point increase to 34%. Those that feel significantly more informed include people living in North Island outside of Auckland and Wellington, those aged over 50, and with an undergraduate or lower education.



Xx/ Xx Sig. higher / lower than Total population  
 ▲▼ Significantly higher / lower than 2023 benchmark survey



**57% rate the MEO's importance highly, in line with pre-campaign levels. The main reason continues to be tino rangatiratanga. Those that rate the MEO as low importance most commonly cite that there should only be one roll, or it is not important to them personally.**



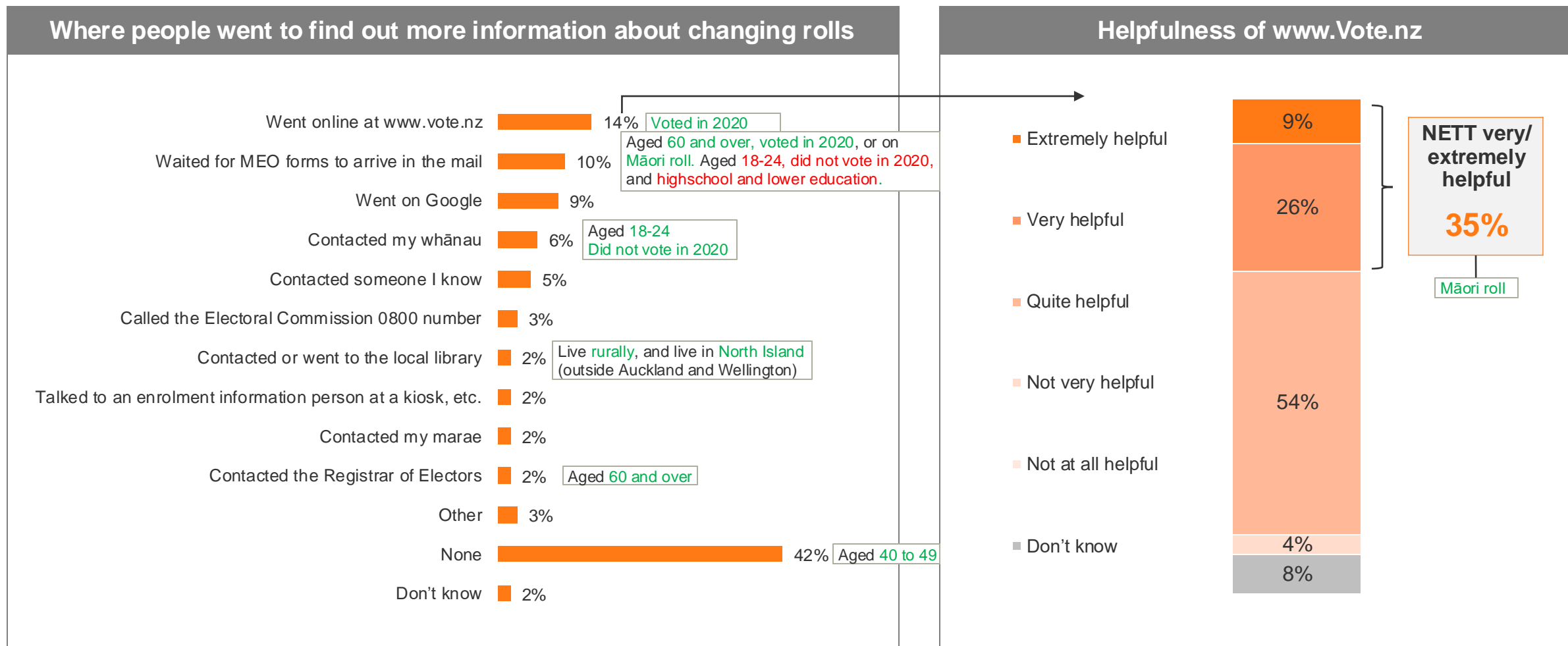
Xx/ Xx Sig. higher / lower than Total population ▲▼ Significantly higher / lower than 2023 benchmark survey

7

Engagement  
with information  
sources

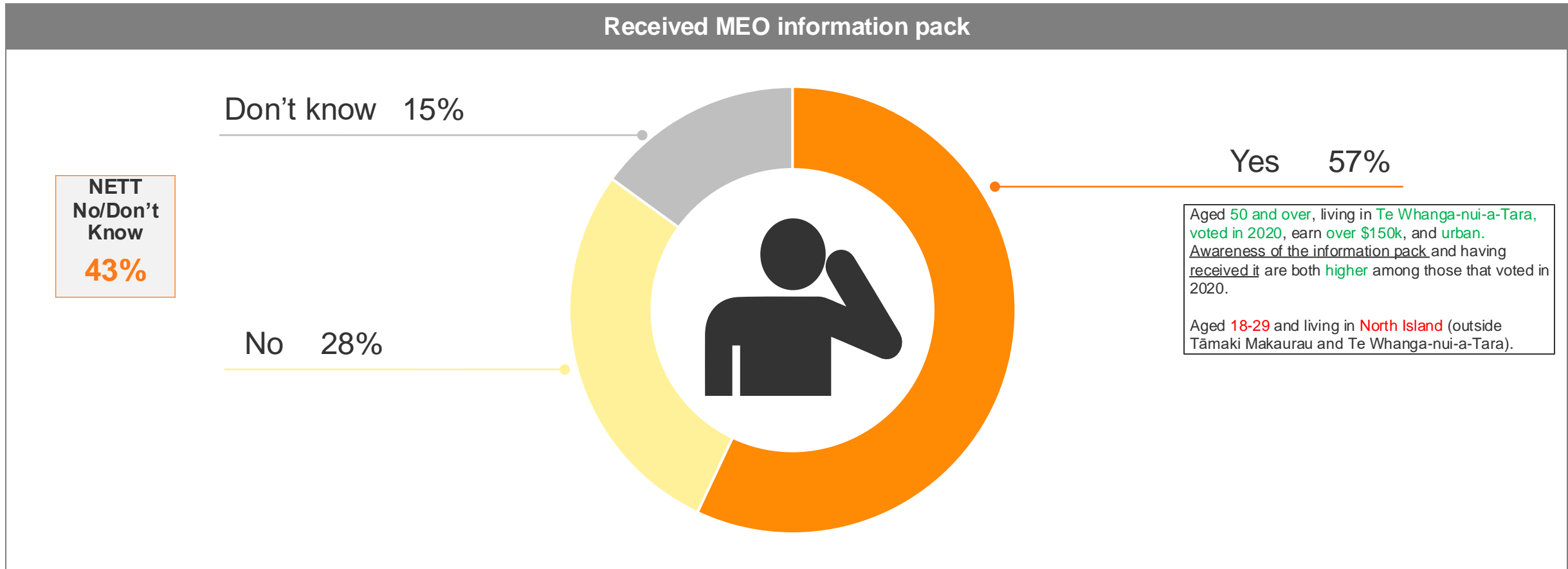


**Two in five did not go anywhere to find out more information on how to change rolls. For those that did, most went online at [www.Vote.nz](http://www.Vote.nz) (14%), waited for MEO forms (10%), or went on Google (9%). Of those that used [www.Vote.nz](http://www.Vote.nz), 35% found it very or extremely helpful.**



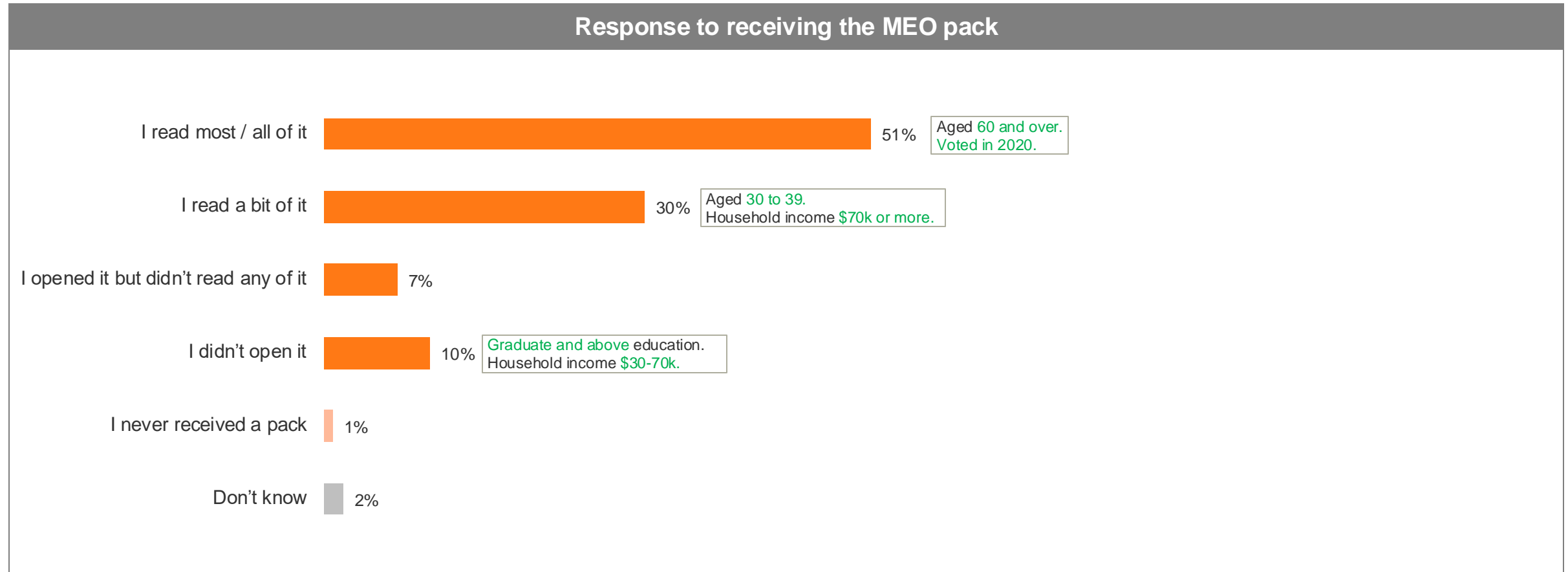
Xx/ Xx Sig. higher / lower than Total population

Just over half who are enrolled to vote say they received the MEO information pack. Those aged 50 and over are more likely to have received it, as well as those living in Wellington, those that voted in 2020, earn \$70k and over, and living in an urban place.



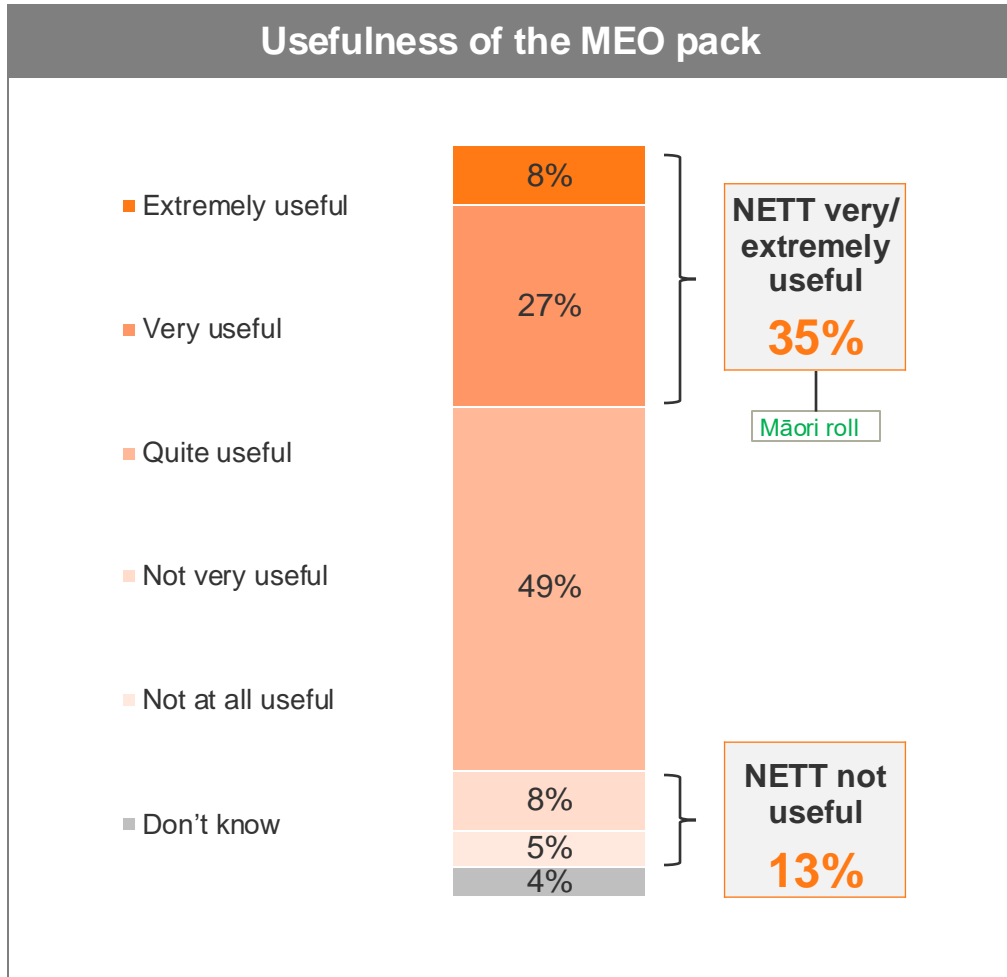
Xx/ Xx Sig. higher / lower than Total population

Among those that received the MEO pack, half read most or all of it. Those aged 60 and over and those that voted in 2020 were more likely to do so. While those with a graduate or higher education or a household income of \$30 to \$70k are more likely to not have opened it.



Xx/ Xx Sig. higher / lower than Total population

**35% rate the MEO pack as very or extremely useful. In their own words, people suggest improving the MEO pack by providing more information on the benefits or impacts of changing rolls, and using simple language.**



### Suggested improvements for the MEO pack

“I understand from social media that there are negative outcomes if the Māori roll numbers drop too much, but I don't understand how this works or what happens. If the pack had explained this and given more context that would have been helpful.”  
*-Wahine, aged 25 to 29, Te Whanganui-a-Tara*

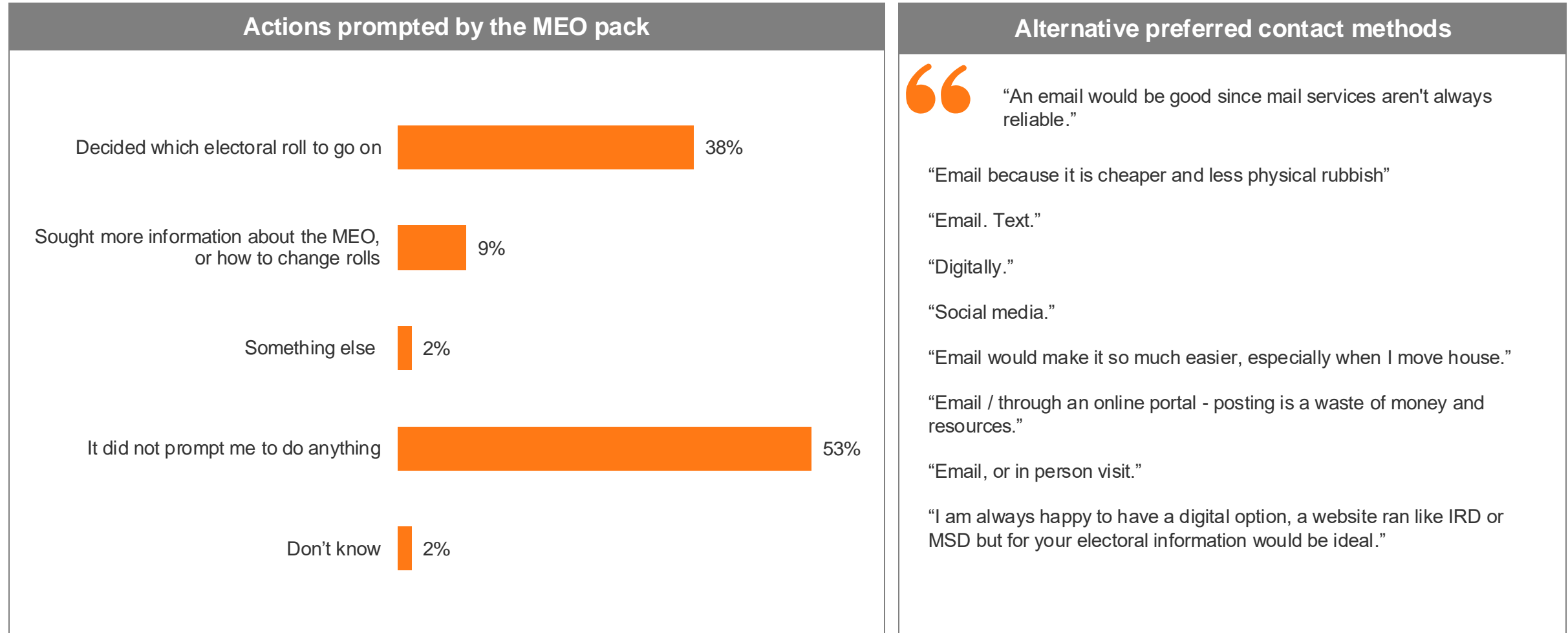
“Explain what the point of having a Māori Electoral roll is for, and why it matters, and how it has impacted Māori in helpful ways in the past.”  
*-tāne, aged 30-39, North Island (outside Tāmaki Makaurau and Te Whanganui-a-tara)*

“Make it more simple to read and understand.”  
*-Wahine, aged 25 to 29, North Island (outside Tāmaki Makaurau and Te Whanganui-a-tara)*

“Highlight real benefits.”  
*-Wahine, aged 50 to 59, North Island (outside Tāmaki Makaurau and Te Whanganui-a-tara)*

Xx/ Xx Sig. higher / lower than Total population

Of those that remember what they did with their MEO pack, 53% say it did not prompt them to do anything, while 38% made a decision on which electoral roll to go for. In the future, people would also find it useful to be contacted via digital communication or text.



Xx/ Xx Sig. higher / lower than Total population



FOR FURTHER INFORMATION PLEASE CONTACT

██████████ & ██████████



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