

HorizonPoll

HOW RADIO NZ LISTENERS VOTE

Party vote support of New Zealanders who listen to National Radio as a percentage of the adult population 18+

	2008 election result	RNZ HorizonPoll Sept 2010	RNZ HorizonPoll Feb 2011
ACT	2.7	3.8	1.7
Green Party	4.9	11.3	11.3
Labour	25	24.5	24.4
Maori Party	1.7	1.2	0.7
National	32.9	34.3	31.4
NZ First	3	3	5.2

Sources: HorizonPoll national panel surveys n= 638 RNZ listeners September 2010, 230 February 2011. Results weighted by age, gender, ethnicity, personal income, region and party vote 2008 to provide a nationally representative population sample.

If a general election were held tomorrow which party would you vote for (party Vote)?

	2008 election result	All NZ Feb 2011	Radio NZ listeners Feb 2011
ACT	2.7	1.8	1.7
Green Party	4.9	8.3	11.3
Labour	25	23.1	24.4
Maori Party	1.7	1	0.7
National	32.9	29.6	31.4
NZ First	3	5.8	5.2

National Radio listeners generally vote for political parties in the same proportions as the adult population overall.

In February 2011 National Programme listeners are tending to vote slightly more for the National, Labour and Green parties compared with all voters, according to HorizonPoll.



This week, National Programme listeners are inclined to support National by 1.8% more than the New Zealand voting age population.

They were more inclined than the rest of New Zealand to vote ACT in September last year, but the number of RNZ listeners supporting ACT has fallen from 3.8% in September 2010 to 1.7% in February 2011. ACT support among the adult voting population overall has fallen from 2.7% at the last general election to 1.8% this week.

The February HorizonPoll survey entered the field on February 17 and is continuing at www.horizonpoll.co.nz