

VOTING SURVEY, 1981:

DUNEDIN NORTH ELECTORATE

Good morning: My name is _____. We have been commissioned to conduct a study for the Political Studies Department of the University of Otago. I would be most grateful if you would help me by answering some questions. I can assure you that all your answers and views will be treated as fully confidential. Thank you very much.

Would you tell me how many men/women there are in this household who are registered electors in the DUNEDIN NORTH ELECTORATE?

1 Interview 2 or more List _____ (Interview person whose birthday falls next after date of interview.) _____ NOT COMPLETED

3:01 Well, first of all I would like to ask roughly how long you have been living in the Dunedin North Electorate?

3:02 How much interest do you generally have in what goes on in politics – a great deal, quite a lot, some or none at all?

3:03 In the past month, has anyone from any of the political parties visited you?

3:03b IF YES: Could you give me details?

3:04 Do you happen to know your M.P.'s name? What is that?

3:05 (Well), do you happen to remember which party your M.P. belongs to? Which party is that?

3:06 And do you, by any chance know how long your M.P.'s been in Parliament?

3:06b IF YES: How long? _____
(IF NECESSARY WRITE IN ANSWER)

OFFICE USE ONLY					
YEARS <table border="1"><tr><td></td><td></td></tr></table>			MONTHS - if given <table border="1"><tr><td></td><td></td></tr></table>		
1 GREAT DEAL 2 QUITE A LOT 3 SOME	4 NONE AT ALL 8 DK 9 NA				
1 YES 2 NO	8 DK 9 NA				
1 BLEACH 2 PARTLY CORRECT 4 OTHER: _____ 5 'YES' BUT NO NAME GIVEN	6 RODGER 8 'NO' AND DK 9 NA 0 WOODS				
1 NATIONAL 2 LABOUR 3 SOCIAL CREDIT 4 VALUES 5 OTHER: _____	6 'YES' BUT NO PARTY GIVEN 9 NA				
1 3 years (1 term) 2 "short time" 3 6 years, "two terms", "about 5 years"	4 About 9 (or 10) years, 3 terms 5 over 10 years 6 over 20 years 7 "long time" 9 NA				

The political parties have now announced their candidates for the forthcoming election, for the Dunedin North Electorate.

3:07 Can you tell me the name of the Labour Party candidate?

1 BLEACH	8 'NO' AND DK
2 RODGER	9 NA
4 OTHER NAME: 0 WOODS	

3:08 And do you know the name of the National Party candidate?

1 BLEACH	8 'NO' AND DK
2 RODGER	9 NA
4 OTHER NAME: 0 WOODS	

3:09 And what about Social Credit: do you know the name of the Social Credit candidate? Who is that?

1 BLEACH	8 'NO' AND DK
2 RODGER	9 NA
4 OTHER NAME: 0 WOODS	

3:09b And the Wizard Party? Can you tell me the name of the Wizard Party candidate? (Write in Answer): NA

AT THIS STAGE, CORRECT THE RESPONDENT IF NECESSARY:

Of course, names aren't important, but the Labour Party candidate and current M.P. is Mr. Stan Rodger, the National Party candidate is Mr. Des Bleach, and the Social Credit candidate is Mr. Hamish Woods, and the Wizard Party candidate is Mr. Wayne Everson.

3:10 Have you ever spoken to or heard Mr. Rodger?

3:10b If YES: When was that? _____

1 YES – HEARD	5 NO
2 YES – SPOKEN	6 DK
3 YES – BOTH	9 NA

3:11 Have you ever spoken to or heard Mr. Bleach?

3:11b If YES: When was that? _____

1 YES – HEARD	5 NO
2 YES – SPOKEN	6 DK
3 YES – BOTH	9 NA

3:12 Have you ever spoken to or heard Mr. Woods?

3:12b If YES: When was that? _____

1 YES – HEARD	5 NO
2 YES – SPOKEN	6 DK
3 YES – BOTH	9 NA

3:13 Now, looking at all the candidates for this coming election in the Dunedin North electorate, regardless of party, who do you think would make the best M.P.?

1 BLEACH	6 ALL VERY SIMILAR
2 RODGER	7 OTHER:
3 WOODS	_____
5 BOTH BLEACH AND RODGER	8 DK
9 NA	EQUALLY

3:14 And, regardless of party, which appeals to you most?

1 BLEACH 6 ALL VERY SIMILAR
 2 RODGER 7 OTHER: _____
 3 WOODS 8 DK
 5 BOTH BLEACH 9 NA
 AND RODGER
 EQUALLY

3:15 Is there anything in particular that you like about Mr.
 Rodger? What is that? _____

1 YES 2 NO
 8 DK 9 NA

Anything else? _____

3:16 Is there anything in particular that you don't like about Mr.
 Rodger? What is that? _____

1 YES 2 NO
 8 DK 9 NA

Anything else? _____

3:17 What about Mr. Bleach. Is there anything in particular that
 you like about him? What is that? _____

1 YES 2 NO
 8 DK 9 NA

Anything else? _____

3:18 And is there anything in particular that you don't like about
 Mr. Bleach? What is that? _____

1 YES 2 NO
 8 DK 9 NA

Anything else? _____

3:19 And Mr. Woods: Is there anything in particular that you like
 about him? What is that? _____

1 YES 2 NO
 8 DK 9 NA

Anything else? _____

3:20 And is there anything in particular that you don't like about Mr. Woods? What is that? _____

Anything else? _____

3:21 In general do you think the current M.P., Mr. Rodger has done a good job, a fair job, or a poor job?

1 YES	2 NO
8 DK	9 NA

1 GOOD job	8 DK
2 FAIR job	9 NA
3 POOR job	

Now, I would like to ask you how you feel about the political parties.

3:22 Is there anything in particular that you like about the National Party? What is that? _____

Anything else? _____

3:23 Is there anything in particular that you don't like about the National Party? What is that? _____

Anything else? _____

3:33 Is there anything in particular you like about the Labour Party? What is that? _____

Anything else? _____

3:34 Is there anything in particular you don't like about the Labour Party? What is that? _____

Anything else? _____

1 YES	2 NO
8 DK	9 NA

1 YES	2 NO
8 DK	9 NA

1 YES	2 NO
8 DK	9 NA

1 YES	2 NO
8 DK	9 NA

3:35 Is there anything in particular you like about Social Credit?

What is that? _____

Anything else? _____

3:36 In general, would you say there is a good deal of difference between the parties, some difference, or not much difference?

1 YES	2 NO
8 DK	9 NA

1 GOOD DEAL	8 DK
2 SOME	9 NA
3 NOT MUCH	

Now, let's talk about the leading politicians for a moment.

3:37 Is there anything in particular that you like about Mr.

Rowling? What is that? _____

Anything else? _____

3:38 Is there anything in particular that you don't like about Mr.

Rowling? What is that? _____

Anything else? _____

3:39 Is there anything in particular that you like about Mr.

Muldoon? What is that? _____

Anything else? _____

3:40 Is there anything in particular that you don't like about Mr.

Muldoon? What is that? _____

Anything else? _____

1 YES	2 NO
8 DK	9 NA

1 YES	2 NO
8 DK	9 NA

1 YES	2 NO
8 DK	9 NA

1 YES	2 NO
8 DK	9 NA

3:41 Is there anything in particular you like about Mr. Beetham?
What is that? _____

Anything else? _____

3:42 Is there anything in particular you don't like about Mr. Beetham? What is that? _____

Anything else? _____

3:43 Of all the politicians in New Zealand that you know of, which one would you personally prefer to be our Prime Minister after the forthcoming election?

3:44 Out of Muldoon and Rowling, which do you think would be the better Prime Minister for New Zealand?

3:45 Generally speaking, do you usually think of yourself as National, Labour, Social Credit, or what?
(If "DK" MOVE TO QUESTION 3:46 next page. CODE "NA" FOR 3:45b, c, d, e, f)

3:34b IF PARTY IDENTIFICATION GIVEN: Well, how strongly(chosen party) do you feel – very strongly, fairly strongly or not very strongly?

3:45c Are you a member of a political party?
(If "NO" MOVE TO QUESTION 3:46 next page. CODE "NA" for 3:45 d, e, f)

3:45d If YES: Which party is that?

3:45e If LABOUR: Is that a member of a local branch or through a trade union?

3:45f If YES to Q.3:45c (i.e. IF A PARTY MEMBER): How long have you been a party member? (RECORD ANSWER HERE: _____)

1 YES	2 NO
8 DK	9 NA

1 YES	2 NO
8 DK	9 NA

1 ROWLING	6 NONE OF THEM
2 MULDOON	8 DK
3 BEETHAM	9 NA
5 OTHER: _____	

1 ROWLING	4 NO DIFFERENCE
2 MULDOON	(Equally bad)
3 NO DIFFERENCE	8 DK
(Equally good)	

1 NATIONAL	5 'INDEPENDENT'
2 LABOUR	6 OTHER: _____
3 SOCIAL CREDIT	8 DK
4 VALUES	9 NA

1 VERY	8 DK
2 FAIRLY	9 NA
3 NOT VERY	

1 YES	8 DK
5 NO	9 NA

1 NATIONAL	5 OTHER: _____
2 LABOUR	8 DK
3 SOCIAL CREDIT	
4 VALUES	9 NA

1 LOCAL BRANCH	8 DK
2 TU	9 NA
3 OTHER:	

3:46 Did you vote at the last general election?

1 YES	8 DK
5 NO – DID NOT VOTE	
6 INELIGIBLE	9 NA

3:46b If YES: Would you mind telling me how you voted? (IF NECESSARY, REASSURE RESPONDENT RECONFIDENTIALITY, AND PROBE POLITELY)
IF NOT “YES”: CODE AS “NA”

1 NATIONAL	7 OTHER
3 LABOUR	_____
5 SOCIAL CREDIT	8 DK
6 VALUES	9 NA

3:47 OF THOSE WHO GAVE A VOTE ANSWER IN Q.3:46b
ASK: Have you always voted for the same party?
OF THOSE WHO SAID ‘NO’ TO Q.3:46, ASK: In general elections since you have been old enough to vote, have you always voted for the same party?
(OTHERWISE: CODE AS APPROPRIATE)

1 YES	5 NO
6 INELIGIBLE	8 DK
9 NA	

3:47b If ‘NO’ TO Q.3:47: Which (other) parties have you voted for? When?

3:48 And turning to this election: Which party would you like to win the general election throughout the country as a whole?

1 NATIONAL	5 OTHER:
2 LABOUR	_____
3 SOCIAL CREDIT	8 DK
4 VALUES	9 NA

3:49 Regardless of your own preference, which party do you think will win the election throughout the country as a whole?

1 NATIONAL	5 OTHER:
2 LABOUR	_____
3 SOCIAL CREDIT	8 DK
4 VALUES	9 NA

3:50 Would you say that you care a good deal about which party will win the general election throughout the country as a whole, or that you don’t care very much which party wins?

1 CARE A GOOD DEAL
2 DON'T CARE VERY MUCH
3 _____: WRITE IN
8 DK
9 NA

3:51 Who would you like to win the Dunedin North Electorate?

1 NATIONAL	5 SOCIAL CREDIT
2 BLEACH	6 WOODS
3 LABOUR	9 NA <u>and</u> DK

3:52 And, regardless of your own preference, who do you think will win in Dunedin North?

1 NATIONAL	6 WOODS
2 BLEACH	
3 LABOUR	9 NA AND DK
4 RODGER	0 OTHER:
5 SOCIAL CREDIT	_____

3:53 Let's look now at some of the issues in this election. Is there anything that the Government has done here in this region that particularly pleases you?

3:53b If YES: Like what? _____

1 YES	5 NO
8 DK	9 NA

3:54 And is there anything in particular that the Government has done here in this region that particularly displeases you?

3:54b If YES: Like what? _____

1 YES	5 NO
8 DK	9 NA

3:55 Is there anything in particular that you feel that the Government should be doing here in this area?

3:55b If YES: Such as? _____

1 YES	5 NO
8 DK	9 NA

3:56 In the country as a whole during the last three years, do you think that the Government has done a good job, a fair job, or a poor job?

3:56b Why? _____

1 GOOD JOB
2 FAIR JOB
3 POOR JOB
8 DK
9 NA

3:57 In this election, are there party policies or election issues which are particularly important to you?

1 YES	5 NO
8 DK	9 NA

3:57b If YES: Such as? _____

IF NECESSARY, PROBE FOR DETAILS _____

3:57c AGAIN, IF YES TO Q.3:57: Anything else of particular importance to you?

3:58 Finally, a few questions for statistical purposes.

SEX – BY OBSERVATION

1 MALE
2 FEMALE
8 DK

3:59 Did you have any full-time or part-time education after leaving school?

1 YES 5 NO
8 DK 9 NA

3:59b If YES: Full-time or part-time?

1 FULL-TIME 8 DK
2 PART-TIME 9 NA

3:59c AGAIN, IF YES: What further education was that? _____

IF NECESSARY, PROBE FOR SPECIFICS: _____

3:60 Would you mind telling me what your occupation is? _____

IF NECESSARY, PROBE FOR SPECIFICS: _____

3:61 And your husband's/wife's occupation? _____

IF NECESSARY, PROBE FOR SPECIFICS: _____

3:62 Would you mind telling me how old you are?

--	--

3:63 And were you born in New Zealand?

1 YES 8 DK
5 NO 9 NA

3:63b If NO: Well, what country were you born in? _____

3:64 How long have you been in New Zealand? _____

3:65 What is your religion? _____

(NOTE: IF NECESSARY, PROBE FOR SPECIFICS)

3:66 There's quite a bit of talk these days about different social classes. If you had to make a choice, would you describe yourself as working-class or middle-class?

1 WORKING CLASS
3 MIDDLE
8 DK
9 NA

3:67 And finally, in the general election (on Saturday 28th November), who do you think you'll vote for?

1 NATIONAL 6 WOODS
2 BLEACH
3 LABOUR 9 NA AND DK
4 RODGER 0 OTHER:
5 SOCIAL CREDIT _____

3:68 Could you tell me why? _____

3:69 And if you could make a second choice, what would that be?

1 NATIONAL 5 SOCIAL CREDIT
2 BLEACH 6 WOODS
3 LABOUR 9 NA AND DK
4 RODGER 0 OTHER:

3:70 And is there anything else you'd like to tell me?

END INTERVIEW HERE WITH THANKS.

INTERVIEWER: GIVE HERE ANY COMMENTS WHICH YOU FEEL COULD HELP WITH THE INTERPRETATION OF THE INTERVIEW - FOR EXAMPLE, A BRIEF PERSONAL DESCRIPTION OF THE RESPONDENT, THE TYPE OF HOUSE, CONSUMER DURABLES, ETC.

ADDRESS: _____

INTERVIEWER: _____ DATE: _____