



## MOBILE PHONE POLL August 2009

- CLIENT:** Excelltium Ltd
- POLL DATES:** Thu 30 Jul, Sun 2 Aug, Wed 5 Aug and Thu 6 Aug 2009
- SAMPLE SIZE:** 800 respondents agreed to participate.
- SAMPLE SELECTION:** Random sampling of nationwide landline phone numbers, requesting an adult over 15 who owns a mobile phone. If more than one at home, the person who has the next birthday.
- SAMPLE ERROR:** Based on this sample of 800 respondents, the maximum sampling error (for a score of 50%) is +/- 3.5%, at the 95% confidence level.

### DEMOGRAPHICS

The demographic breakdown of the 800 respondents is:

Demographic	Sample	No	Population	MOE
All	100%	800	100%	3.5%
Female	52%	413	52%	4.9%
Male	48%	387	48%	5.1%
15 – 30	28%	223	28%	6.7%
31 – 45	27%	216	27%	6.8%
46 – 60	24%	195	24%	7.2%
61+	21%	166	21%	7.8%
Auckland	27%	217	31%	6.8%
Wellington	11%	88	11%	10.7%
Christchurch	11%	91	10%	10.5%
Provincial	25%	201	25%	7.1%
Rural	25%	203	23%	7.0%

## Mobile Network

***What network is your mobile phone on?***

	Mobile Network	
	Count	%
Telecom	377	47%
Vodafone	383	48%
Other	13	2%
Both	21	3%
Don't Know	5	1%
Refused	1	0%
Total	800	100%

Slightly more respondents are on the Vodafone network.

## Monthly Spend

***How much in total do you spend on your mobile phone a month?***

	Monthly Spend	
	Count	%
\$0 to \$10	196	25%
\$11 to \$20	190	24%
\$21 to \$50	202	25%
\$51 - \$100	95	12%
\$100+	40	5%
Don't Know	76	10%
Refused	1	0%
Total	800	100%

5% of respondents are spending over \$100 a month on their mobile phone.

## Who Pays

***Who pays for your mobile phone costs? Is it you personally, an employer or someone else?***

	Who Pays	
	Count	%
Me Personally	667	83%
Employer	97	12%
Parents	20	3%
Other	11	1%
Don't Know	5	1%
Total	800	100%

## Texts per Day

*On average, approximately how many text messages would you send a day?*

	Texts per Day	
	Count	%
0	136	17%
1 - 2	210	26%
3 - 5	165	21%
6 - 10	113	14%
11 - 20	65	8%
21 - 50	44	6%
50+	46	6%
Don't Know	21	3%
Total	800	100%

The median number of text messages a day is three to five. Six per cent of respondents send over 50 messages a day.

## Network Choice

*Was your choice of mobile phone provider influenced by whether most of your friends are on the same network, or was this not a factor in your decision?*

	Network choice influenced by friends network	
	Count	%
Yes	266	33%
No	486	61%
Employer decided	31	4%
Don't Know	17	2%
Total	800	100%

A significant 33% of respondents said that their choice of provider was influenced by whether most of the people they call or text are on the same network.

## Propositions

***I'm now going to read out a list of statements to you. For each statement can you tell me if you strongly disagree, somewhat disagree, somewhat agree, or strongly agree with the statement.***

### ***Mobile phone charges in New Zealand are higher than in similar countries***

	NZ Mobile phone charges higher than overseas	
	Count	%
Strongly Disagree	7	1%
Somewhat Disagree	17	2%
Neither agree nor disagree	17	2%
Somewhat Agree	194	24%
Strongly Agree	390	49%
Don't Know	174	22%
Refused	1	0%
Total	800	100%

73% of respondents agree that mobile phone charges are higher in New Zealand than in similar countries. Only 3% disagree.

### ***New Zealanders are over-charged by Telecom and Vodafone***

	NZers over-charged by Telecom & Vodafone	
	Count	%
Strongly Disagree	7	1%
Somewhat Disagree	29	4%
Neither agree nor disagree	24	3%
Somewhat Agree	218	27%
Strongly Agree	433	54%
Don't Know	88	11%
Refused	1	0%
Total	800	100%

81% of respondents believe Telecom and Vodafone are over-charging and only 5% disagree.

**It should cost about the same to call someone on a different mobile phone network as to call someone on my own network**

	Should cost same to call on different network	
	Count	%
Strongly Disagree	7	1%
Somewhat Disagree	36	5%
Neither agree nor disagree	26	3%
Somewhat Agree	214	27%
Strongly Agree	469	59%
Don't Know	47	6%
Refused	1	0%
Total	800	100%

86% of respondents agree that it should cost the same to call someone on a different mobile phone network, as it does to call someone on their own network.

**I should be able to text someone on a different mobile phone network for about the same as texting someone on my own network**

	Should cost same to text on different network	
	Count	%
Strongly Disagree	5	1%
Somewhat Disagree	25	3%
Neither agree nor disagree	16	2%
Somewhat Agree	220	28%
Strongly Agree	497	62%
Don't Know	36	5%
Refused	1	0%
Total	800	100%

With regard to sending text messages, 88% say the cost of sending should be the same regardless of the network of the recipient.

***It's wrong that it often costs more to ring a mobile phone in New Zealand, than it costs to ring someone living overseas.***

	Wrong that costs more to phone NZ mobile than overseas	
	Count	%
Strongly Disagree	18	2%
Somewhat Disagree	40	5%
Neither agree nor disagree	21	3%
Somewhat Agree	175	22%
Strongly Agree	500	63%
Don't Know	44	6%
Refused	2	0%
Total	800	100%

85% think it is wrong that it often costs more to ring a mobile phone domestically than it costs to ring someone living overseas.

***I trust companies to lower their prices voluntarily***

	Trust companies to lower prices voluntarily	
	Count	%
Strongly Disagree	314	39%
Somewhat Disagree	129	16%
Neither agree nor disagree	28	4%
Somewhat Agree	165	21%
Strongly Agree	129	16%
Don't Know	34	4%
Refused	1	0%
Total	800	100%

37% of respondents said they trust companies to lower their prices voluntarily, while 55% do not.

## Termination Rate Recommendation

***The Commerce Commission has recommended that the Government lower the fee mobile phone companies can charge each other to receive phone calls or texts from a user on another network. Do you think the Government should accept the Commerce Commission's recommendation and lower this fee or leave it to the mobile phone companies to set whatever rates they agree on?***

	Should Govt accept Com Com recommendation	
	Count	%
Yes	646	81%
No	108	14%
Don't Know	45	6%
Refused	1	0%
Total	800	100%

81% of respondents say the Government should accept the Commerce Commission's recommendation, and only 14% say they should not.

## Affect on Party Support

***If a political party promised to lower your mobile phone costs by lowering the frees between mobile phone companies, would that make you more likely to vote for that party, less likely, or make no difference to how you would vote.***

	Affect support for party promising to lower prices	
	Count	%
More likely	118	15%
No difference	637	80%
Less likely	10	1%
Don't Know	32	4%
Refused	3	0%
Total	800	100%

While most people said that a party promising to lower their mobile phone costs would not affect their vote, a significant 15% said they would be more likely to vote for a party that reduced the termination rate, and only 1% said they were less likely.

## 2008 Party Vote

**And finally can I just ask you, and this is kept confidential, which party you voted for in the 2008 election.**

	2008 Party Vote	
	Count	%
National	282	47%
Labour	205	34%
Maori	21	4%
ACT	19	3%
NZ First	23	4%
United	4	1%
Kiwi	1	0%
Green	40	7%
Prog	2	0%
Other	2	0%
Total	599	100%

The voting record of respondents is close to the 2008 election results. Note 201 respondents could not recall who they voted for or did not vote.

## Results by Gender and Age

		Gender		Age Group				Total
		Female	Male	15 - 30	31- 45	46 - 60	60+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Mobile Network	Telecom	44%	50%	41%	49%	52%	47%	47%
	Vodafone	51%	44%	53%	47%	43%	48%	48%
	Other	1%	2%	2%	1%	2%	2%	2%
	Both	3%	2%	3%	3%	3%	1%	3%
	Don't Know	0%	1%	0%		1%	2%	1%
	Refused	0%					1%	0%
Total		100%	100%	100%	100%	100%	100%	100%

Men were more likely to be on the Telecom network. Younger respondents were more likely to be with Vodafone.

		Gender		Age Group				Total
		Female	Male	15 - 30	31- 45	46 - 60	60+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Monthly Spend	\$0 to \$10	26%	23%	24%	19%	27%	30%	25%
	\$11 to \$20	27%	21%	29%	16%	28%	22%	24%
	\$21 to \$50	26%	25%	27%	27%	26%	20%	25%
	\$51 - \$100	9%	14%	13%	16%	9%	9%	12%
	\$100+	3%	7%	2%	8%	5%	4%	5%
	Don't Know	9%	10%	5%	14%	5%	15%	10%
	Refused		0%			1%		0%
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		Age Group				Total
		Female	Male	15 - 30	31- 45	46 - 60	60+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Who Pays	Me Personally	86%	81%	88%	73%	86%	87%	83%
	Employer	8%	17%	8%	20%	10%	10%	12%
	Parents	3%	2%	4%	3%	2%	1%	3%
	Other	2%	1%	1%	2%	2%	1%	1%
	Don't Know	1%	0%		2%		1%	1%
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		Age Group				Total
		Female	Male	15 - 30	31- 45	46 - 60	60+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Texts per Day	0	13%	21%	10%	11%	15%	37%	17%
	1 - 2	28%	25%	29%	19%	32%	25%	26%
	3 - 5	22%	19%	22%	23%	17%	19%	21%
	6 - 10	16%	12%	16%	17%	14%	8%	14%
	11 - 20	7%	9%	6%	13%	7%	6%	8%
	21 - 50	6%	5%	7%	7%	6%	2%	6%
	50+	5%	6%	8%	7%	7%		6%
	Don't Know	3%	2%	2%	3%	2%	4%	3%
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		Age Group				Total
		Female	Male	15 - 30	31- 45	46 - 60	60+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Network choice influenced by friends network	Yes	38%	28%	38%	31%	33%	31%	33%
	No	57%	64%	59%	59%	62%	64%	61%
	Employer decided	3%	5%	2%	9%	3%	2%	4%
	Don't Know	2%	3%	1%	2%	2%	4%	2%
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		Age Group				Total
		Female	Male	15 - 30	31- 45	46 - 60	60+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
NZ Mobile phone charges higher than overseas	Strongly Disagree	1%	1%	0%	2%	1%		1%
	Somewhat Disagree	2%	2%	3%	2%	3%	1%	2%
	Neither agree nor disagree	2%	3%	2%	1%	2%	4%	2%
	Somewhat Agree	25%	23%	25%	25%	24%	23%	24%
	Strongly Agree	44%	53%	49%	47%	52%	47%	49%
	Don't Know	25%	18%	20%	23%	19%	26%	22%
Refused		0%			0%			0%
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		Age Group				Total
		Female	Male	15 - 30	31- 45	46 - 60	60+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
NZers over-charged by Telecom & Vodafone	Strongly Disagree	1%	1%	1%	1%	1%		1%
	Somewhat Disagree	3%	4%	4%	5%	3%	4%	4%
	Neither agree nor disagree	3%	3%	3%	3%	4%	2%	3%
	Somewhat Agree	29%	26%	27%	28%	27%	27%	27%
	Strongly Agree	52%	57%	54%	51%	58%	54%	54%
	Don't Know	12%	10%	11%	12%	8%	14%	11%
	Refused	0%			0%			0%
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		Age Group				Total
		Female	Male	15 - 30	31- 45	46 - 60	60+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Should cost same to call on different network	Strongly Disagree	0%	1%	1%	0%	1%	1%	1%
	Somewhat Disagree	4%	5%	5%	6%	3%	3%	5%
	Neither agree nor disagree	2%	5%	4%	2%	4%	4%	3%
	Somewhat Agree	28%	25%	22%	30%	27%	30%	27%
	Strongly Agree	60%	57%	64%	57%	57%	55%	59%
	Don't Know	6%	6%	5%	4%	8%	8%	6%
Refused	0%			0%			0%	
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		Age Group				Total
		Female	Male	15 - 30	31- 45	46 - 60	60+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Should cost same to text on different network	Strongly Disagree		1%	1%	0%	1%		1%
	Somewhat Disagree	3%	3%	3%	5%	3%	2%	3%
	Neither agree nor disagree	2%	2%	1%	0%	3%	4%	2%
	Somewhat Agree	28%	27%	23%	29%	28%	30%	28%
	Strongly Agree	64%	60%	68%	62%	61%	55%	62%
	Don't Know	4%	5%	3%	3%	5%	8%	5%
Refused	0%			0%			0%	
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		Age Group				Total
		Female	Male	15 - 30	31- 45	46 - 60	60+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Wrong that costs more to phone NZ mobile than overseas	Strongly Disagree	1%	3%	1%	2%	3%	2%	2%
	Somewhat Disagree	5%	5%	6%	6%	4%	3%	5%
	Neither agree nor disagree	3%	2%	3%	2%	3%	4%	3%
	Somewhat Agree	21%	23%	22%	23%	22%	20%	22%
	Strongly Agree	66%	59%	62%	63%	63%	62%	63%
	Don't Know	4%	7%	5%	4%	5%	8%	6%
	Refused	0%			0%		1%	0%
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		Age Group				Total
		Female	Male	15 - 30	31- 45	46 - 60	60+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Trust companies to lower prices voluntarily	Strongly Disagree	35%	43%	37%	40%	43%	37%	39%
	Somewhat Disagree	19%	13%	16%	15%	16%	18%	16%
	Neither agree nor disagree	3%	4%	3%	2%	5%	5%	4%
	Somewhat Agree	25%	16%	24%	23%	19%	15%	21%
	Strongly Agree	15%	18%	17%	17%	15%	15%	16%
	Don't Know	3%	5%	4%	3%	3%	9%	4%
	Refused	0%			0%			0%
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		Age Group				Total
		Female	Male	15 - 30	31- 45	46 - 60	60+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Should Govt accept Com Com recommendation	Yes	78%	83%	79%	81%	83%	80%	81%
	No	14%	13%	14%	13%	12%	14%	14%
	Don't Know	7%	4%	6%	5%	5%	7%	6%
	Refused	0%			0%			0%
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		Age Group				Total
		Female	Male	15 - 30	31- 45	46 - 60	60+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Affect support for party promising to lower prices	More likely	14%	16%	15%	17%	16%	10%	15%
	No difference	83%	76%	78%	77%	78%	87%	80%
	Less likely	0%	2%	2%	0%	1%	1%	1%
	Don't Know	2%	6%	5%	5%	4%	2%	4%
	Refused	0%	0%		0%	1%	1%	0%
Total		100%	100%	100%	100%	100%	100%	100%

## Results by Area

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	
		Col %	Col %	Col %	Col %	Col %	Col %
Mobile Network	Telecom	26%	56%	58%	51%	57%	47%
	Vodafone	70%	42%	38%	41%	38%	48%
	Other	1%	1%	1%	3%	1%	2%
	Both	1%	1%	2%	4%	3%	3%
	Don't Know	1%			0%	0%	1%
	Refused					0%	0%
Total		100%	100%	100%	100%	100%	100%

Vodafone has a huge market share in Auckland.

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	
		Col %	Col %	Col %	Col %	Col %	Col %
Monthly Spend	\$0 to \$10	19%	22%	24%	29%	27%	25%
	\$11 to \$20	24%	23%	24%	25%	22%	24%
	\$21 to \$50	28%	25%	22%	26%	23%	25%
	\$51 - \$100	15%	14%	9%	10%	11%	12%
	\$100+	4%	3%	5%	3%	8%	5%
	Don't Know	9%	14%	15%	6%	8%	10%
	Refused	0%					0%
Total		100%	100%	100%	100%	100%	100%

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	
		Col %	Col %	Col %	Col %	Col %	Col %
Who Pays	Me Personally	84%	77%	81%	87%	83%	83%
	Employer	11%	18%	13%	10%	12%	12%
	Parents	4%	3%	2%		3%	3%
	Other	0%	1%	2%	2%	1%	1%
	Don't Know	1%		1%	0%	0%	1%
Total		100%	100%	100%	100%	100%	100%

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	Col %
		Col %	Col %	Col %	Col %	Col %	Col %
Texts per Day	0	16%	25%	13%	15%	19%	17%
	1 - 2	32%	19%	22%	23%	28%	26%
	3 - 5	20%	20%	22%	23%	19%	21%
	6 - 10	12%	10%	16%	18%	13%	14%
	11 - 20	9%	15%	13%	5%	4%	8%
	21 - 50	4%	6%	4%	6%	6%	6%
	50+	6%	2%	1%	6%	9%	6%
	Don't Know	2%	2%	8%	2%	2%	3%
Total		100%	100%	100%	100%	100%	100%

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	
		Col %	Col %	Col %	Col %	Col %	Col %
Network choice influenced by friends network	Yes	39%	24%	43%	30%	30%	33%
	No	53%	67%	53%	67%	64%	61%
	Employer decided	5%	5%	3%	1%	5%	4%
	Don't Know	3%	5%	1%	1%	1%	2%
Total		100%	100%	100%	100%	100%	100%

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	
		Col %	Col %	Col %	Col %	Col %	Col %
NZ Mobile phone charges higher than overseas	Strongly Disagree	1%		2%	1%		1%
	Somewhat Disagree	2%	1%	3%	2%	1%	2%
	Neither agree nor disagree	5%	1%	1%	2%	0%	2%
	Somewhat Agree	22%	22%	23%	23%	29%	24%
	Strongly Agree	53%	52%	49%	47%	44%	49%
	Don't Know	17%	24%	21%	24%	25%	22%
	Refused	0%					0%
Total		100%	100%	100%	100%	100%	100%

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	
		Col %	Col %	Col %	Col %	Col %	Col %
NZers over-charged by Telecom & Vodafone	Strongly Disagree	2%		2%	0%		1%
	Somewhat Disagree	4%	6%	2%	2%	4%	4%
	Neither agree nor disagree	4%	2%	1%	4%	2%	3%
	Somewhat Agree	24%	31%	31%	26%	28%	27%
	Strongly Agree	56%	49%	53%	54%	55%	54%
	Don't Know	10%	13%	11%	12%	10%	11%
	Refused	0%					0%
Total		100%	100%	100%	100%	100%	100%

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	Col %
		Col %	Col %	Col %	Col %	Col %	Col %
Should cost same to call on different network	Strongly Disagree	2%		2%		0%	1%
	Somewhat Disagree	5%	3%	7%	5%	3%	5%
	Neither agree nor disagree	5%	2%	1%	4%	2%	3%
	Somewhat Agree	23%	26%	34%	26%	29%	27%
	Strongly Agree	61%	61%	47%	59%	60%	59%
	Don't Know	5%	7%	9%	5%	6%	6%
	Refused	0%					0%
Total		100%	100%	100%	100%	100%	100%

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	Col %
		Col %	Col %	Col %	Col %	Col %	Col %
Should cost same to text on different network	Strongly Disagree	1%		1%		0%	1%
	Somewhat Disagree	4%	2%	4%	4%	1%	3%
	Neither agree nor disagree	2%	2%	2%	3%	0%	2%
	Somewhat Agree	24%	27%	38%	26%	28%	28%
	Strongly Agree	64%	65%	46%	63%	66%	62%
	Don't Know	5%	3%	8%	3%	4%	5%
	Refused	0%					0%
Total		100%	100%	100%	100%	100%	100%

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	Col %
		Col %	Col %	Col %	Col %	Col %	Col %
Wrong that costs more to phone NZ mobile than overseas	Strongly Disagree	3%	3%	2%	2%	1%	2%
	Somewhat Disagree	6%	6%	3%	7%	1%	5%
	Neither agree nor disagree	5%	3%	1%	1%	2%	3%
	Somewhat Agree	18%	22%	22%	19%	29%	22%
	Strongly Agree	63%	61%	66%	65%	59%	63%
	Don't Know	5%	5%	5%	4%	7%	6%
	Refused	0%				0%	0%
Total		100%	100%	100%	100%	100%	100%

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	
		Col %	Col %	Col %	Col %	Col %	Col %
Trust companies to lower prices voluntarily	Strongly Disagree	38%	49%	43%	35%	39%	39%
	Somewhat Disagree	20%	16%	20%	17%	10%	16%
	Neither agree nor disagree	6%	3%	2%	4%	1%	4%
	Somewhat Agree	21%	15%	19%	20%	24%	21%
	Strongly Agree	11%	13%	13%	20%	21%	16%
	Don't Know	4%	5%	3%	3%	5%	4%
	Refused	0%					0%
Total		100%	100%	100%	100%	100%	100%

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	
		Col %	Col %	Col %	Col %	Col %	Col %
Should Govt accept Com Com recommendation	Yes	85%	69%	82%	79%	82%	81%
	No	11%	23%	14%	14%	11%	14%
	Don't Know	4%	8%	3%	7%	6%	6%
	Refused	0%					0%
Total		100%	100%	100%	100%	100%	100%

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	
		Col %	Col %	Col %	Col %	Col %	Col %
Affect support for party promising to lower prices	More likely	19%	27%	7%	14%	9%	15%
	No difference	74%	72%	89%	81%	83%	80%
	Less likely	1%		2%		3%	1%
	Don't Know	5%	1%	2%	5%	4%	4%
	Refused	1%				0%	0%
Total		100%	100%	100%	100%	100%	100%

## Results by 2008 Party Vote

		Party Vote in 2008				Total
		National	Labour	Other	Not Vote/Can't Recall	
		Col %	Col %	Col %	Col %	Col %
Mobile Network	Telecom	45%	42%	58%	50%	47%
	Vodafone	50%	53%	39%	44%	48%
	Other	1%	2%	2%	1%	2%
	Both	2%	3%	1%	4%	3%
	Don't Know	1%	0%			1%
	Refused	0%				0%
Total		100%	100%	100%	100%	100%

		Party Vote in 2008				Total
		National	Labour	Other	Not Vote/Can't Recall	
		Col %	Col %	Col %	Col %	Col %
Monthly Spend	\$0 to \$10	22%	24%	23%	30%	25%
	\$11 to \$20	22%	26%	20%	25%	24%
	\$21 to \$50	26%	28%	28%	21%	25%
	\$51 - \$100	12%	11%	18%	9%	12%
	\$100+	8%	4%	3%	3%	5%
	Don't Know	11%	7%	8%	11%	10%
	Refused			1%		0%
Total		100%	100%	100%	100%	100%

		Party Vote in 2008				Total
		National	Labour	Other	Not Vote/Can't Recall	
		Col %	Col %	Col %	Col %	Col %
Who Pays	Me Personally	82%	87%	84%	82%	83%
	Employer	16%	9%	15%	8%	12%
	Parents	1%	1%	1%	7%	3%
	Other	1%	1%		2%	1%
	Don't Know	0%	1%		1%	1%
Total		100%	100%	100%	100%	100%

		Party Vote in 2008				Total
		National	Labour	Other	Not Vote/Can't Recall	
		Col %	Col %	Col %	Col %	Col %
Texts per Day	0	16%	15%	25%	15%	17%
	1 - 2	33%	26%	24%	18%	26%
	3 - 5	19%	23%	23%	19%	21%
	6 - 10	16%	13%	14%	13%	14%
	11 - 20	8%	9%	7%	8%	8%
	21 - 50	4%	7%	2%	8%	6%
	50+	3%	4%	2%	14%	6%
	Don't Know	1%	3%	3%	4%	3%
Total		100%	100%	100%	100%	100%

		Party Vote in 2008				Total
		National	Labour	Other	Not Vote/Can't Recall	
		Col %	Col %	Col %	Col %	Col %
Network choice influenced by friends network	Yes	31%	29%	22%	47%	33%
	No	62%	66%	71%	48%	61%
	Employer decided	6%	2%	6%	1%	4%
	Don't Know	2%	2%		3%	2%
Total		100%	100%	100%	100%	100%

		Party Vote in 2008				Total
		National	Labour	Other	Not Vote/Can't Recall	
		Col %	Col %	Col %	Col %	Col %
NZ Mobile phone charges higher than overseas	Strongly Disagree		0%	1%	2%	1%
	Somewhat Disagree	1%	4%		3%	2%
	Neither agree nor disagree	2%	3%	3%	1%	2%
	Somewhat Agree	24%	24%	24%	24%	24%
	Strongly Agree	57%	48%	50%	38%	49%
	Don't Know	16%	20%	22%	31%	22%
	Refused				0%	0%
Total		100%	100%	100%	100%	100%

		Party Vote in 2008				Total
		National	Labour	Other	Not Vote/Can't Recall	
		Col %	Col %	Col %	Col %	Col %
NZers over-charged by Telecom & Vodafone	Strongly Disagree	1%	0%		2%	1%
	Somewhat Disagree	1%	5%	4%	5%	4%
	Neither agree nor disagree	3%	3%	1%	4%	3%
	Somewhat Agree	27%	27%	32%	25%	27%
	Strongly Agree	61%	55%	53%	44%	54%
	Don't Know	8%	9%	10%	18%	11%
	Refused				0%	0%
Total		100%	100%	100%	100%	100%

		Party Vote in 2008				Total
		National	Labour	Other	Not Vote/Can't Recall	
		Col %	Col %	Col %	Col %	Col %
Should cost same to call on different network	Strongly Disagree	1%	1%	1%	0%	1%
	Somewhat Disagree	5%	5%	3%	4%	5%
	Neither agree nor disagree	3%	4%	3%	3%	3%
	Somewhat Agree	27%	27%	20%	30%	27%
	Strongly Agree	60%	56%	72%	52%	59%
	Don't Know	5%	6%	2%	9%	6%
	Refused				0%	0%
Total		100%	100%	100%	100%	100%

		Party Vote in 2008				Total
		National	Labour	Other	Not Vote/Can't Recall	
		Col %	Col %	Col %	Col %	Col %
Should cost same to text on different network	Strongly Disagree	0%	1%		1%	1%
	Somewhat Disagree	4%	4%	3%	2%	3%
	Neither agree nor disagree	1%	2%	4%	1%	2%
	Somewhat Agree	25%	28%	22%	34%	28%
	Strongly Agree	67%	61%	68%	54%	62%
	Don't Know	3%	4%	4%	7%	5%
	Refused				0%	0%
Total		100%	100%	100%	100%	100%

		Party Vote in 2008				Total
		National	Labour	Other	Not Vote/Can't Recall	
		Col %	Col %	Col %	Col %	Col %
Wrong that costs more to phone NZ mobile than overseas	Strongly Disagree	2%	1%	1%	5%	2%
	Somewhat Disagree	4%	4%	4%	7%	5%
	Neither agree nor disagree	2%	2%	3%	4%	3%
	Somewhat Agree	21%	22%	16%	27%	22%
	Strongly Agree	69%	64%	71%	47%	63%
	Don't Know	2%	7%	4%	9%	6%
	Refused			1%	0%	0%
Total		100%	100%	100%	100%	100%

		Party Vote in 2008				Total
		National	Labour	Other	Not Vote/Can't Recall	
		Col %	Col %	Col %	Col %	Col %
Trust companies to lower prices voluntarily	Strongly Disagree	37%	38%	51%	37%	39%
	Somewhat Disagree	17%	21%	19%	9%	16%
	Neither agree nor disagree	4%	3%	2%	4%	4%
	Somewhat Agree	20%	18%	17%	27%	21%
	Strongly Agree	19%	16%	9%	16%	16%
	Don't Know	4%	4%	3%	6%	4%
	Refused				0%	0%
Total		100%	100%	100%	100%	100%

		Party Vote in 2008				Total
		National	Labour	Other	Not Vote/Can't Recall	
		Col %	Col %	Col %	Col %	Col %
Should Govt accept Com Com recommendation	Yes	81%	85%	80%	76%	81%
	No	14%	12%	15%	13%	14%
	Don't Know	5%	3%	4%	10%	6%
	Refused				0%	0%
Total		100%	100%	100%	100%	100%

81% of National voters and 85% of Labour voters believe the Government should accept the recommendation of the Commerce Commission with respect to mobile termination rates.

		Party Vote in 2008				Total
		National	Labour	Other	Not Vote/Can't Recall	
		Col %	Col %	Col %	Col %	Col %
Affect support for party promising to lower prices	More likely	7%	18%	18%	20%	15%
	No difference	89%	80%	79%	67%	80%
	Less likely	1%	1%	2%	1%	1%
	Don't Know	2%		2%	12%	4%
	Refused		1%		0%	0%
Total		100%	100%	100%	100%	100%

18% of 2008 Labour voters say they are more likely to vote for a party that promises or takes action on lowering mobile phone costs.

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**Director**  
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