



MOBILE PHONE POLL October 2009

CLIENT: Exceltium Ltd

POLL DATES: Wed 14 and Thu 15 Oct 2009

SAMPLE SIZE: 429 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 429 respondents, the maximum sampling error (for a score of 50%) is +/- 4.8%, at the 95% confidence level.

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 | |
|----------------------------|--|--------|
| | Aug 09 | Oct 09 |
| Strongly Disagree | 1% | 2% |
| Somewhat Disagree | 2% | 3% |
| Neither agree nor disagree | 2% | 5% |
| Somewhat Agree | 24% | 28% |
| Strongly Agree | 49% | 46% |
| Don't Know | 22% | 15% |
| Refused | 0% | 0% |
| Total | 100% | 100% |

74% (was 73%) of respondents agree that mobile phone charges are higher in New Zealand than in similar countries. Only 5% disagree.

New Zealanders are over-charged by Telecom and Vodafone

| | NZers over-charged by Telecom & Vodafone | |
|----------------------------|--|--------|
| | Aug 09 | Oct 09 |
| Strongly Disagree | 1% | 1% |
| Somewhat Disagree | 4% | 4% |
| Neither agree nor disagree | 3% | 3% |
| Somewhat Agree | 27% | 29% |
| Strongly Agree | 54% | 55% |
| Don't Know | 11% | 7% |
| Refused | 0% | 0% |
| Total | 100% | 100% |

84% (was 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 | |
|----------------------------|---|--------|
| | Aug 09 | Oct 09 |
| Strongly Disagree | 1% | 2% |
| Somewhat Disagree | 5% | 4% |
| Neither agree nor disagree | 3% | 4% |
| Somewhat Agree | 27% | 30% |
| Strongly Agree | 59% | 54% |
| Don't Know | 6% | 6% |
| Refused | 0% | 0% |
| Total | 100% | 100% |

84% (was 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 | |
|----------------------------|---|--------|
| | Aug 09 | Oct 09 |
| Strongly Disagree | 1% | 2% |
| Somewhat Disagree | 3% | 3% |
| Neither agree nor disagree | 2% | 4% |
| Somewhat Agree | 28% | 30% |
| Strongly Agree | 62% | 58% |
| Don't Know | 5% | 3% |
| Refused | 0% | 0% |
| Total | 100% | 100% |

With regard to sending text messages, 88% (was 90%) 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 | |
|----------------------------|--|--------|
| | Aug 09 | Oct 09 |
| Strongly Disagree | 2% | 4% |
| Somewhat Disagree | 5% | 5% |
| Neither agree nor disagree | 3% | 3% |
| Somewhat Agree | 22% | 23% |
| Strongly Agree | 63% | 62% |
| Don't Know | 6% | 3% |
| Refused | 0% | 0% |
| Total | 100% | 100% |

85% (no change) 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 | |
|----------------------------|---|--------|
| | Aug 09 | Oct 09 |
| Strongly Disagree | 39% | 43% |
| Somewhat Disagree | 16% | 15% |
| Neither agree nor disagree | 4% | 3% |
| Somewhat Agree | 21% | 22% |
| Strongly Agree | 16% | 15% |
| Don't Know | 4% | 2% |
| Refused | 0% | 0% |
| Total | 100% | 100% |

37% (no change) of respondents said they trust companies to lower their prices voluntarily, while 58% (was 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 | |
|------------|---|--------|
| | Aug 09 | Oct 09 |
| Yes | 81% | 79% |
| No | 14% | 18% |
| Don't Know | 6% | 3% |
| Refused | 0% | 0% |
| Total | 100% | 100% |

79% (was 81%) of respondents say the Government should accept the Commerce Commission's recommendation, and only 18% 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 | |
|---------------|--|--------|
| | Aug 09 | Oct 09 |
| More likely | 15% | 14% |
| No difference | 80% | 81% |
| Less likely | 1% | 3% |
| Don't Know | 4% | 2% |
| Refused | 0% | 0% |
| Total | 100% | 100% |

While most people said that a party promising to lower their mobile phone costs would not affect their vote, a significant 14% (was 15%) said they would be more likely to vote for a party that reduced the termination rate, and only 3% said they were less likely.

Results by 2008 Party Vote

| | | 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 | 2% | 2% | | 1% | 2% |
| | Somewhat Disagree | 2% | 3% | 7% | 5% | 3% |
| | Neither agree nor disagree | 3% | 8% | 7% | 5% | 5% |
| | Somewhat Agree | 32% | 27% | 28% | 20% | 28% |
| | Strongly Agree | 46% | 39% | 48% | 56% | 46% |
| | Don't Know | 14% | 20% | 10% | 11% | 15% |
| | Refused | | | | 2% | 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 | 2% | 1% | | 1% | 1% |
| | Somewhat Disagree | 4% | 7% | | 2% | 4% |
| | Neither agree nor disagree | 5% | | 10% | 2% | 3% |
| | Somewhat Agree | 26% | 36% | 24% | 26% | 29% |
| | Strongly Agree | 55% | 49% | 66% | 62% | 55% |
| | Don't Know | 8% | 7% | | 6% | 7% |
| 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 | 2% | 2% | | 4% | 2% |
| | Somewhat Disagree | 4% | 6% | | 4% | 4% |
| | Neither agree nor disagree | 4% | | 14% | 5% | 4% |
| | Somewhat Agree | 33% | 32% | 21% | 22% | 30% |
| | Strongly Agree | 50% | 57% | 66% | 53% | 54% |
| | Don't Know | 6% | 3% | | 12% | 6% |
| 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 | 1% | 2% | | 3% | 2% |
| | Somewhat Disagree | 3% | 3% | | 4% | 3% |
| | Neither agree nor disagree | 4% | 1% | 17% | 5% | 4% |
| | Somewhat Agree | 33% | 33% | 14% | 24% | 30% |
| | Strongly Agree | 54% | 59% | 69% | 62% | 58% |
| | Don't Know | 4% | 2% | | 1% | 3% |
| | 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 % |
| Wrong that costs more to phone NZ mobile than overseas | Strongly Disagree | 2% | 8% | 3% | 1% | 4% |
| | Somewhat Disagree | 6% | 5% | | 5% | 5% |
| | Neither agree nor disagree | 1% | 2% | 17% | 1% | 3% |
| | Somewhat Agree | 24% | 24% | 14% | 21% | 23% |
| | Strongly Agree | 62% | 61% | 55% | 68% | 62% |
| | Don't Know | 4% | 1% | 10% | 1% | 3% |
| | 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 % |
| Trust companies to lower prices voluntarily | Strongly Disagree | 41% | 38% | 52% | 51% | 43% |
| | Somewhat Disagree | 14% | 19% | 31% | 8% | 15% |
| | Neither agree nor disagree | 3% | 3% | | 1% | 3% |
| | Somewhat Agree | 24% | 27% | | 15% | 22% |
| | Strongly Agree | 16% | 11% | 17% | 19% | 15% |
| | Don't Know | 1% | 2% | | 4% | 2% |
| | 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 % |
| Should Govt accept Com Com recommendation | Yes | 76% | 79% | 93% | 81% | 79% |
| | No | 20% | 18% | 7% | 15% | 18% |
| | Don't Know | 3% | 3% | | 3% | 3% |
| | Refused | | | | 1% | 0% |
| Total | | 100% | 100% | 100% | 100% | 100% |

76% of National voters and 79% 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 | 13% | 14% | 14% | 16% | 14% |
| | No difference | 83% | 80% | 76% | 80% | 81% |
| | Less likely | 4% | 2% | 3% | | 3% |
| | Don't Know | | 4% | 7% | 1% | 2% |
| | Refused | | | | 3% | 0% |
| Total | | 100% | 100% | 100% | 100% | 100% |

14% 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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15 October 2009