



BINDING REFERENDUMS POLL March 2011

- CLIENT:** Family First New Zealand
- POLL DATES:** Evenings of Thursday 10, Sunday 13 and Thursday 17 March 2011
- SAMPLE SIZE:** 1,000 respondents agreed to participate.
- SAMPLE SELECTION:** A random selection of 10,000 nationwide phone numbers, with the person in the household aged 18+ who next has a birthday asked to participate.
- SAMPLE ERROR:** Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.2%, at the 95% confidence level.

BINDING CIR

Do you think citizens' initiated referenda should be binding on Parliament?

Should CIR be binding on Parliament

		Count	Col %
Should CIR be binding on Parliament	Yes	528	53%
	No	273	28%
	Unsure/Refuse	189	19%
	Total	990	100%

53% favour making CIR binding on Parliament, with 28% against and 19% unsure or refusing to say.

Should CIR be binding on Parliament BY Gender + Age + Area

		Gender		Age				Area		
		Female	Male	18 - 30	31 - 45	46 - 60	61+	Metro	Provincial	Rural
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Should CIR be binding on Parliament	Yes	50%	58%	66%	47%	53%	55%	49%	57%	55%
	No	25%	31%	16%	29%	28%	28%	31%	25%	26%
	Unsure/Refuse	25%	12%	18%	24%	19%	18%	20%	18%	19%

Men are more supportive than women of having CIR binding. Those in metro NZ less supportive than other areas.

DEMOGRAPHICS

Gender

	Count	Col %
Gender Female	568	57%
Male	420	43%
Total	988	100%

Age

	Count	Col %
Age 18 - 30	50	5%
31 - 45	176	18%
46 - 60	362	37%
61+	402	41%
Total	990	100%

Area

		Count	Col %
Area	Metro	415	42%
	Provincial	273	27%
	Rural	312	31%
	Total	1000	100%

Metro is defined as Auckland, Wellington and Christchurch.

Provincial is all other cities in New Zealand.

Rural areas are all areas not Metro or Provincial.

Have children under 12

		Count	Col %
Have children under 12	Yes	195	20%
	No	792	80%
	Total	987	100%

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