

BROADCASTING STANDARDS POLL Mar 2010

CLIENT: Family First New Zealand

POLL DATES: Evenings of Wednesday 24, Thursday 25 March and Sunday 28 March 2010

SAMPLE SIZE: 1,000 respondents agreed to participate.

SAMPLE SELECTION: A random selection of 10,000 nationwide phone numbers.

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.

DEMOGRAPHICS

	Gender	
	Count	%
Female	528	53%
Male	472	47%
Total	1000	100%

	Age	
	Count	%
18 - 40	300	30%
41 - 60	518	52%
61+	182	18%
Total	1000	100%

	Area	
	Count	%
Metro	435	44%
Provincial	252	25%
Rural	313	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	%
Yes	296	30%
No	704	70%
Total	1000	100%

BROADCASTING STANDARDS

Television broadcasters are obliged to protect children from sexual content, violent material, and language that exceeds current norms of good taste and decency. Are you concerned about the type of language used, or the level of violence and sex shown on TV before 8.30 pm when children are likely to be watching?

		Gender		Age			Total
		Female	Male	18 - 40	41 - 60	61+	
		Col %	Col %	Col %	Col %	Col %	Col %
Concerned over material on TV before 8.30 pm	Yes	69%	61%	62%	66%	70%	65%
	No	26%	32%	30%	29%	25%	29%
	Don't Know	5%	7%	8%	5%	5%	6%
Total		100%	100%	100%	100%	100%	100%

Overall 65% of respondents are concerned about content shown on television before 8.30 pm. **Women and over 60 year olds are most concerned.**

		Area			Have children under 12		Total
		Metro	Provincial	Rural	Yes	No	
		Col %	Col %	Col %	Col %	Col %	Col %
Concerned over material on TV before 8.30 pm	Yes	64%	69%	65%	65%	66%	65%
	No	31%	25%	28%	30%	28%	29%
	Don't Know	6%	6%	7%	6%	6%	6%
Total		100%	100%	100%	100%	100%	100%

Parents of under 12s have the same level of concern as other adults. Those in provincial NZ are most concerned.