

CHILDCARE SUBSIDIES 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%

CHILDCARE SUBSIDIES

The Government subsidises 20 hours of care per week for 3 and 4 year old pre-schoolers in child-care centres. Should the Government give a similar subsidy to a parent who chooses not to send their children to a child-care centre but foregoes income by staying at home to look after the children themselves?

		Gender		Age			Total
		Female	Male	18 - 40	41 - 60	61+	
		Col %	Col %	Col %	Col %	Col %	Col %
Pay childcare subsidies to stay at home mums	Yes	52%	49%	58%	50%	40%	51%
	No	38%	40%	33%	41%	43%	39%
	Don't Know	10%	11%	8%	9%	17%	10%
	Refused	0%	1%	1%	0%	1%	0%
Total		100%	100%	100%	100%	100%	100%

51% of respondents support subsidies being extended to those who stay at home, and 39% do not. Younger respondents are greatly more supportive.

		Area			Have children under 12		Total
		Metro	Provincial	Rural	Yes	No	
		Col %	Col %	Col %	Col %	Col %	Col %
Pay childcare subsidies to stay at home mums	Yes	50%	55%	48%	53%	50%	51%
	No	40%	35%	40%	38%	39%	39%
	Don't Know	10%	9%	12%	9%	11%	10%
	Refused	0%	1%	0%	1%	0%	0%
Total		100%	100%	100%	100%	100%	100%

Slightly greater support from provincial NZ and from parents of children under 12.

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29 March 2010