

MARIJUANA POLL September 2013

CLIENT:	Family First New Zealand
POLL DATES:	Evenings of Thu 29 August, Sun 01 Sep, Wed 04 Sep 2013
SAMPLE SIZE:	1,000 respondents agreed to participate.
SAMPLE SELECTION:	A random selection of 15,000 nationwide phone numbers.
WEIGHTING:	The results are weighted to reflect the overall adult population in terms of gender, age, area and deprivation decile.
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.

DRUGS

If an adult wishes to use a drug such as marijuana, they should be able to do so legally

		Count	Col %
If an adult wishes to use a drug such as marijuana, they should be able to do so legally	Agree	329	33%
	Disagree	602	60%
	Unsure/Refuse	71	7%
	Total	1002	100%

A majority of respondents disagree that adults should be able to use marijuana legally.

		Gender	
		Female	Male
		Col %	Col %
If an adult wishes to use a drug such as marijuana, they should be able to do so legally	Agree	28%	38%
	Disagree	63%	57%
	Unsure/Refuse	9%	5%
	Total	100%	100%

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
If an adult wishes to use a drug such as marijuana, they should be able to do so legally	Agree	42%	30%	23%
	Disagree	50%	63%	71%
	Unsure/Refuse	8%	7%	6%
	Total	100%	100%	100%

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
If an adult wishes to use a drug such as marijuana, they should be able to do so legally	Agree	34%	30%	34%
	Disagree	59%	62%	60%
	Unsure/Refuse	7%	8%	6%
	Total	100%	100%	100%

		Deprivation		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
If an adult wishes to use a drug such as marijuana, they should be able to do so legally	Agree	28%	34%	36%
	Disagree	65%	57%	59%
	Unsure/Refuse	7%	8%	5%
	Total	100%	100%	100%

		Party Vote 2011			
		National	Labour	Others	Not Vote/Unsure
		Col %	Col %	Col %	Col %
If an adult wishes to use a drug such as marijuana, they should be able to do so legally	Agree	25%	40%	50%	30%
	Disagree	68%	56%	40%	62%
	Unsure/Refuse	7%	4%	10%	8%
	Total	100%	100%	100%	100%

		Party Vote 2011					
		Nat	Lab	Maori	NZF	Cons	Gre
		Col %	Col %	Col %	Col %	Col %	Col %
If an adult wishes to use a drug such as marijuana, they should be able to do so legally	Agree	25%	40%	71%	53%	3%	58%
	Disagree	68%	56%	24%	35%	72%	36%
	Unsure/Refuse	7%	4%	5%	12%	24%	6%

WEIGHTED DEMOGRAPHICS

The results have been weighted to reflect the adult gender, age, area and deprivation distribution.

	Count	Col %
Female	525	52%
Gender Male	478	48%
Total	1002	100%

	Count	Col %
18 - 40	372	37%
Age 41 - 60	363	36%
61+	267	27%
Total	1002	100%

	Count	Col %
Metro	491	49%
Area Provincial	283	28%
Rural	229	23%
Total	1002	100%

	Count	Col %
Deciles 1 - 3	293	29%
Deprivation Deciles 4 - 7	406	40%
Deciles 8 - 10	304	30%
Total	1002	100%

Gender

	Count	Col %
Gender Female	548	55%
Male	453	45%
Total	1001	100%

Age

	Count	Col %
Age 18 - 40	375	37%
41 - 60	368	37%
61+	259	26%
Total	1001	100%

Area

	Count	Col %
Area Metro	515	51%
Provincial	273	27%
Rural	213	21%
Total	1001	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.

Deprivation

	Count	Col %
Deprivation Deciles 1 - 3	307	31%
Deciles 4 - 7	395	39%
Deciles 8 - 10	299	30%
Total	1001	100%

Party Vote 2011

	Count	Col %
Party Vote 2011 National	400	40%
Labour	266	27%
Others	167	17%
Not Vote/Unsure	168	17%
Total	1001	100%

David Farrar
Director
Curia Market Research

6 September 2013