



ATTITUDES ON SMACKING REFERENDUM POLL September 2009

- CLIENT:** Family First New Zealand
- POLL DATES:** From 21 September to 6 October 2009
- SAMPLE SIZE:** 990 respondents agreed to participate.
- SAMPLE SELECTION:** A random selection of 12,000 nationwide phone numbers.
- SAMPLE ERROR:** Based on this sample of 990 respondents, the maximum sampling error (for a result of 50%) is +/- 3.2%, at the 95% confidence level.

DEMOGRAPHICS

	Gender			
	Female		Male	
	Count	Table %	Count	Table %
Referendum Vote	541	55%	449	45%

	Age							
	18 - 33		34 - 48		49 - 63		64+	
	Count	Table %	Count	Table %	Count	Table %	Count	Table %
Referendum Vote	125	13%	277	28%	333	34%	255	26%

	Area									
	Auckland		Wellington		Christchurch		Provincial		Rural	
	Count	Table %	Count	Table %	Count	Table %	Count	Table %	Count	Table %
Referendum Vote	243	25%	106	11%	100	10%	314	32%	227	23%

	Income							
	<\$40K		\$40k to \$55K		\$55k to \$70k		>\$70k	
	Count	Table %	Count	Table %	Count	Table %	Count	Table %
Referendum Vote	431	50%	226	26%	126	14%	86	10%

	Referendum Vote										Total	
	Yes		No		Did Not Vote		Don't know		Refused		Count	Table %
	Count	Table %	Count	Table %	Count	Table %	Count	Table %	Count	Table %		
Preferred Option	130	13%	662	68%	157	16%	10	1%	14	1%	990	100%

RESPONSE TO REFERENDUM

What is your preferred option for Parliament to respond to the referendum? Would you rather they

Amend the law to allow light smacking of children by parents for correctional purposes; or

Don't change the law, but instruct Police and Child, Youth and Family to use greater discretion in investigating complaints; or

Make no change at all

		Gender		Age				Total
		Female	Male	18 - 33	34 - 48	49 - 63	64+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Preferred Option	Amend law to allow light smacking	51%	54%	53%	56%	46%	57%	52%
	No law change but instruct greater discretion	31%	23%	24%	24%	33%	25%	27%
	Make no change at all	11%	14%	15%	11%	14%	12%	13%
	Don't Know	5%	7%	8%	7%	5%	5%	6%
	Refused	2%	1%		1%	2%	2%	1%
Total		100%	100%	100%	100%	100%	100%	100%

52% of respondents want Parliament to change the law, 27% are satisfied with not changing the law but instructing greater discretion to the Police and CYF, and 13% do not see the need for any change at all. Not a great level of variation by gender or age.

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	
		Col %	Col %	Col %	Col %	Col %	Col %
Preferred Option	Amend law to allow light smacking	52%	40%	57%	54%	54%	52%
	No law change but instruct greater discretion	27%	28%	23%	27%	29%	27%
	Make no change at all	15%	21%	12%	11%	10%	13%
	Don't Know	4%	7%	8%	7%	6%	6%
	Refused	2%	4%		1%	1%	1%
Total		100%	100%	100%	100%	100%	100%

Wellington respondents are least supportive of changing the law, Christchurch the most.

		Income				Total
		<\$40K	\$40k to \$55K	\$55k to \$70k	>\$70k	
		Col %	Col %	Col %	Col %	Col %
Preferred Option	Amend law to allow light smacking	54%	49%	50%	51%	52%
	No law change but instruct greater discretion	29%	27%	26%	21%	27%
	Make no change at all	9%	16%	19%	21%	13%
	Don't Know	7%	7%	3%	5%	6%
	Refused	1%	2%	2%	2%	1%
Total		100%	100%	100%	100%	100%

The higher the income of the household, the more likely they are to want no change to the law or practises.

		Party Vote											Total
		National	Labour	Maori	ACT	NZ First	Kiwi	Green	Prog	Other	Unsure	Refused	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Preferred Option	Amend law to allow light smacking	60%	43%	25%	53%	83%	100%	25%	67%	33%	45%	55%	52%
	No law change but instruct greater discretion	26%	28%	63%	16%	8%		40%			35%	18%	27%
	Make no change at all	8%	20%	13%	26%	8%		29%	33%		13%	5%	13%
	Don't Know	5%	7%		5%			6%		67%	8%	14%	6%
	Refused	1%	2%									9%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

60% of National supporters want the law changed, but only 43% of Labour supporters.

		Referendum Vote					Total
		Yes	No	Did Not Vote	Don't know	Refused	
		Col %	Col %	Col %	Col %	Col %	Col %
Preferred Option	Amend law to allow light smacking		69%	31%	20%	8%	52%
	No law change but instruct greater discretion	50%	23%	29%	20%	23%	27%
	Make no change at all	45%	4%	21%	40%	8%	13%
	Don't Know	5%	3%	19%	10%		6%
	Refused		1%		10%	62%	1%
Total		100%	100%	100%	100%	100%	100%

Of those who voted yes, 50% want more discretion to be instructed and 45% want no change at all. 69% of no voters want the law amended. Those who did not vote are very split in their preferences.

AFFECT ON VOTING BEHAVIOUR IF LAW CHANGE PROMISED

If a political party promised that amending the law to allow light correctional smacking was a non negotiable policy at the next election, would that make you more likely to vote for them, or less likely, or make no difference to your likely vote?

		Gender		Age				Total
		Female	Male	18 - 33	34 - 48	49 - 63	64+	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %
Vote Impact if light smacking allowed	More likely	17%	17%	20%	16%	16%	18%	17%
	Less likely	12%	13%	16%	15%	13%	8%	13%
	No difference	65%	65%	62%	62%	65%	67%	65%
	Don't Know	5%	5%	2%	7%	4%	6%	5%
	Refused	2%			0%	2%	1%	1%
Total		100%	100%	100%	100%	100%	100%	100%

Overall 17% of respondents say they are more likely to vote for a party that changes the law, 13% less likely and 65% say it would make no difference. The biggest potential vote gain is from over 63 voters who are a net 10% more likely.

		Area					Total
		Auckland	Wellington	Christchurch	Provincial	Rural	
		Col %	Col %	Col %	Col %	Col %	Col %
Vote Impact if light smacking allowed	More likely	16%	11%	19%	19%	18%	17%
	Less likely	16%	18%	14%	12%	6%	13%
	No difference	63%	66%	63%	62%	70%	65%
	Don't Know	4%	5%	3%	6%	5%	5%
	Refused	2%		1%	1%	0%	1%
Total		100%	100%	100%	100%	100%	100%

In Auckland a party changing the law would have no vote gain and in Wellington they would have a 7% vote loss. However in rural NZ they would potentially gain 12%.

		Income				Total
		<\$40K	\$40k to \$55K	\$55k to \$70k	>\$70k	
		Col %	Col %	Col %	Col %	Col %
Vote Impact if light smacking allowed	More likely	19%	15%	15%	19%	17%
	Less likely	10%	13%	19%	19%	13%
	No difference	65%	65%	61%	59%	65%
	Don't Know	5%	5%	4%	2%	5%
	Refused	1%	1%	1%	1%	1%
Total		100%	100%	100%	100%	100%

A 9% potential vote gain amongst households with income under \$40,000.

		Party Vote										Total	
		National	Labour	Maori	ACT	NZ First	Kiwi	Green	Prog	Other	Unsure	Refused	
		Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %	Col %
Vote Impact if light smacking allowed	More likely	17%	17%		47%	15%	100%	4%	67%		18%	14%	17%
	Less likely	9%	19%	13%	16%	23%		38%	33%		5%	5%	13%
	No difference	69%	59%	75%	32%	62%		54%		33%	68%	73%	65%
	Don't Know	4%	5%	13%	5%			4%		67%	10%		5%
	Refused	1%	1%									9%	1%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Current National supporters say they are a net 8% more likely to vote for a party that changes the law. Current Labour supporters are a net 2% less likely to vote for a party changing the law. Of **undecided voters, a net 13% are more likely to support a party that changes the law.**

		Referendum Vote					Total
		Yes	No	Did Not Vote	Don't know	Refused	
		Col %	Col %	Col %	Col %	Col %	Col %
Vote Impact if light smacking allowed	More likely	0%	22%	8%	10%		17%
	Less likely	41%	6%	15%	20%	8%	13%
	No difference	49%	68%	68%	40%	50%	65%
	Don't Know	10%	4%	9%	30%		5%
	Refused		0%			42%	1%
Total		100%	100%	100%	100%	100%	100%

Those who voted yes are passionately against a law change, and 41% of them say they are less likely to vote for a party that changes the law.

David Farrar
Director
Curia Market Research

09 October 2009