

## DEFINITION OF MARRIAGE 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.

## DEFINITION OF MARRIAGE

The law currently defines marriage as being only allowable between a man and a woman? Do you support this?

Define marriage as between man & woman

		Count	Col %
Define marriage as between man & woman	Yes	514	52%
	No	418	42%
	Unsure/Refuse	61	6%
	Total	993	100%

52% of respondents support defining marriage as being between a man and a woman, with 42% opposed and 6% unsure or refusing to say.

Define marriage as between man & woman 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 %
Define marriage as between man & woman	Yes	40%	68%	34%	43%	46%	62%	49%	50%	57%
	No	52%	29%	56%	53%	47%	31%	45%	44%	37%
	Unsure/Refuse	8%	4%	10%	3%	7%	6%	7%	6%	6%

A big gender difference on this question. Women are a net 12% against defining marriage as only between a man and a woman, while men are a net 39% in favour.

By age also a big difference. Under 30s are a net 22% against and over 60s a net 31% in favour. Also those in rural NZ are most in favour.

## 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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