

G-RATED BILLBOARD POLL February 2013

CLIENT:	Family First New Zealand
POLL DATES:	Evenings of Thu 14, Sun 17, Thu 21, Sun 24 Feb 2013
SAMPLE SIZE:	1,000 respondents agreed to participate.
SAMPLE SELECTION:	A random selection of 10,000 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.

G-RATED BILLBOARDS

Would you support or oppose a law to require all large public billboards to be G-rated, or suitable for children to view?

Should billboards be g-rated?

		Count	Col %
Should billboards be g-rated?	Yes	710	72%
	No	204	21%
	Unsure/Refuse	71	7%
	Total	985	100%

72% of respondents support large public billboards being G-rated.

Should billboards be g-rated? BY Gender + Age

		Gender		Age			Total
		Female	Male	18 - 40	41 - 60	61+	
		Col %	Col %	Col %	Col %	Col %	
Should billboards be g-rated?	Yes	77%	66%	70%	76%	69%	72%
	No	17%	25%	22%	20%	20%	21%
	Unsure/Refuse	6%	9%	8%	4%	11%	7%
	Total	100%	100%	100%	100%	100%	100%

Should billboards be g-rated? BY Area

		Area			
		Metro	Provincial	Rural	Total
		Col %	Col %	Col %	Col %
Should billboards be g-rated?	Yes	72%	70%	74%	72%
	No	21%	21%	21%	21%
	Unsure/Refuse	7%	9%	5%	7%
	Total	100%	100%	100%	100%

Should billboards be g-rated? BY Deprivation

		Deprivation			
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10	Total
		Col %	Col %	Col %	Col %
Should billboards be g-rated?	Yes	69%	70%	78%	72%
	No	23%	24%	14%	21%
	Unsure/Refuse	7%	6%	9%	7%
	Total	100%	100%	100%	100%

Should billboards be g-rated? BY Party Vote 2011

		Party Vote 2011				
		National	Labour	Others	Not Vote/Unsure	Total
		Col %	Col %	Col %	Col %	Col %
Should billboards be g-rated?	Yes	71%	79%	66%	70%	72%
	No	23%	15%	31%	13%	21%
	Unsure/Refuse	6%	6%	3%	17%	7%
	Total	100%	100%	100%	100%	100%

WEIGHTED DEMOGRAPHICS

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

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%

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%

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