

PORNOGRAPHY POLL April 2017

- CLIENT:** Family First New Zealand
- POLL DATES:** Wed 12 to Thu 13 April 2017. The median response was collected on Thu 13 April 2017.
- TARGET POPULATION:** Eligible New Zealand voters.
- SAMPLE POPULATION:** Eligible New Zealand voters who are contactable on a landline or mobile.
- SAMPLE SIZE:** 750 respondents agreed to participate.
- SAMPLE SELECTION:** A random selection of 15,000 nationwide phone numbers.
- WEIGHTING:** The results are weighted to reflect the overall voting adult population in terms of gender, age, and area.
- SAMPLE ERROR:** Based on this sample of 750 respondents, the maximum sampling error (for a result of 50%) is +/- 3.6%, at the 95% confidence level.
- CODE COMPLIANCE:** This poll was conducted in accordance with the New Zealand Political Polling Code, the Research Association New Zealand Code of Practice and the International Chamber of Commerce/European Society for Opinion and Market Research Code on Market and Social Research.



Executive Summary

- 71% of respondents think pornography overall is bad for society and only 4% good overall.
- Differences by gender and age – 61% of men and 81% of women think pornography is bad for society. By age, 90% of over 60s say bad and only 51% of under 40s.
- 68% say online depictions of sexual violence is very harmful to society and 90% say moderately or very harmful.
- Again, some differences by gender and age – 79% of women say very harmful and 56% of men. By age 54% of under 40s and 78% of over 60s.
- In terms of any connection between online pornography and public issues such as rape culture and sexting, 42% say there is a lot of connection and 72% say a fair bit or a lot.
- 62% of adults say they have come across pornography online, when not seeking it out. 13% say this has happened often and 48% at least occasionally.
- Only 22% of under 40s say they have never come across pornography by accident compared to 50% of over 60s.
- 91% says that it is too easy for under 18s to access online pornography.
- 81% say that Internet Providers should be required by the Government to offer filters to block pornographic materials.
- 70% say that Internet Providers should automatically block pornography unless the customer opts out by turning off a filter.

Do you think that pornography overall is good for society, bad for society or has no impact on society?

Porn impact on society

		Count	Col %
Porn impact on society	Good	30	4%
	Bad	542	71%
	No impact	151	20%
	Unsure/Refuse	39	5%
	Total	763	100%

71% of respondents think pornography overall is bad for society.

Porn impact on society BY Gender

		Gender	
		Female	Male
		Col %	Col %
Porn impact on society	Good	2%	6%
	Bad	81%	61%
	No impact	13%	27%
	Unsure/Refuse	4%	6%
	Total	100%	100%

Porn impact on society BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Porn impact on society	Good	7%	1%	2%
	Bad	51%	80%	90%
	No impact	35%	13%	6%
	Unsure/Refuse	7%	5%	2%
	Total	100%	100%	100%

Porn impact on society BY Area

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Porn impact on society	Good	6%	2%	3%
	Bad	70%	70%	75%
	No impact	20%	23%	15%
	Unsure/Refuse	4%	5%	7%
	Total	100%	100%	100%

Porn impact on society BY Deprivation

		Deprivation		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
Porn impact on society	Good	5%	3%	4%
	Bad	77%	66%	73%
	No impact	13%	24%	21%
	Unsure/Refuse	5%	7%	2%
	Total	100%	100%	100%

Porn impact on society BY Parent of child under 18

		Parent of child under 18	
		Yes	No
		Col %	Col %
Porn impact on society	Good	6%	3%
	Bad	66%	74%
	No impact	21%	19%
	Unsure/Refuse	7%	4%
	Total	100%	100%

Porn impact on society BY Party Vote 2014

		Party Vote 2014			
		National	Labour	Others	Not Vote/Unsure
		Col %	Col %	Col %	Col %
Porn impact on society	Good	4%	7%	6%	0%
	Bad	75%	73%	74%	63%
	No impact	17%	19%	16%	27%
	Unsure/Refuse	4%	2%	4%	10%
	Total	100%	100%	100%	100%

Do you think that online depictions of sexual violence are not at all harmful, slightly harmful, moderately harmful or very harmful to society?

Online depictions of sexual violence

		Count	Col %
Online depictions of sexual violence	Not at all harmful	19	3%
	Slightly harmful	49	6%
	Moderately harmful	167	22%
	Very harmful	516	68%
	Unsure/Refuse	11	1%
	Total	763	100%

68% of respondents say online depictions of sexual violence is very harmful.

Online depictions of sexual violence BY Gender

		Gender	
		Female	Male
		Col %	Col %
Online depictions of sexual violence	Not at all harmful	2%	3%
	Slightly harmful	6%	7%
	Moderately harmful	12%	31%
	Very harmful	79%	56%
	Unsure/Refuse	0%	2%
	Total	100%	100%

Online depictions of sexual violence BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Online depictions of sexual violence	Not at all harmful	4%	1%	1%
	Slightly harmful	10%	4%	5%
	Moderately harmful	30%	18%	15%
	Very harmful	54%	75%	78%
	Unsure/Refuse	1%	2%	1%
	Total	100%	100%	100%

Online depictions of sexual violence BY Area

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Online depictions of sexual violence	Not at all harmful	1%	5%	3%
	Slightly harmful	9%	5%	3%
	Moderately harmful	26%	17%	20%
	Very harmful	64%	71%	72%
	Unsure/Refuse	1%	2%	2%
	Total	100%	100%	100%

Online depictions of sexual violence BY Deprivation

		Deprivation		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
Online depictions of sexual violence	Not at all harmful	2%	1%	5%
	Slightly harmful	4%	9%	6%
	Moderately harmful	19%	28%	16%
	Very harmful	75%	61%	71%
	Unsure/Refuse	1%	1%	2%
	Total	100%	100%	100%

Online depictions of sexual violence BY Parent of child under 18

		Parent of child under 18	
		Yes	No
		Col %	Col %
Online depictions of sexual violence	Not at all harmful	3%	2%
	Slightly harmful	5%	7%
	Moderately harmful	23%	22%
	Very harmful	69%	67%
	Unsure/Refuse	0%	2%
	Total	100%	100%

Online depictions of sexual violence BY Party Vote 2014

		Party Vote 2014			
		National	Labour	Others	Not Vote/Unsure
		Col %	Col %	Col %	Col %
Online depictions of sexual violence	Not at all harmful	1%	3%	3%	4%
	Slightly harmful	7%	10%	4%	5%
	Moderately harmful	23%	16%	18%	26%
	Very harmful	68%	69%	74%	63%
	Unsure/Refuse	1%	2%	1%	2%
	Total	100%	100%	100%	100%

How much connection do you think there is, if any, between the consumption of online pornography, and public issues such as rape culture, and students posting explicit sexual material online? None at all, a little, a fair bit or a lot?

Connection between porn and issues

		Count	Col %
Connection between porn and issues	None at all	52	7%
	A little	105	14%
	A fair bit	230	30%
	A lot	319	42%
	Unsure/Refuse	57	7%
	Total	763	100%

Connection between porn and issues BY Gender

		Gender	
		Female	Male
		Col %	Col %
Connection between porn and issues	None at all	3%	10%
	A little	7%	21%
	A fair bit	28%	32%
	A lot	53%	31%
	Unsure/Refuse	9%	6%
	Total	100%	100%

Connection between porn and issues BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Connection between porn and issues	None at all	10%	5%	4%
	A little	18%	11%	12%
	A fair bit	25%	35%	32%
	A lot	39%	42%	45%
	Unsure/Refuse	8%	7%	7%
	Total	100%	100%	100%

Connection between porn and issues BY Area

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Connection between porn and issues	None at all	6%	8%	8%
	A little	14%	13%	15%
	A fair bit	31%	30%	27%
	A lot	44%	37%	43%
	Unsure/Refuse	5%	12%	7%
	Total	100%	100%	100%

Connection between porn and issues BY Deprivation

		Deprivation		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
Connection between porn and issues	None at all	3%	9%	8%
	A little	16%	14%	12%
	A fair bit	30%	31%	28%
	A lot	43%	43%	39%
	Unsure/Refuse	8%	3%	13%
	Total	100%	100%	100%

Connection between porn and issues BY Parent of child under 18

		Parent of child under 18	
		Yes	No
		Col %	Col %
Connection between porn and issues	None at all	11%	4%
	A little	11%	15%
	A fair bit	23%	34%
	A lot	46%	39%
	Unsure/Refuse	9%	7%
	Total	100%	100%

Connection between porn and issues BY Party Vote 2014

		Party Vote 2014			
		National	Labour	Others	Not Vote/Unsure
		Col %	Col %	Col %	Col %
Connection between porn and issues	None at all	9%	2%	11%	5%
	A little	11%	12%	13%	20%
	A fair bit	30%	32%	29%	29%
	A lot	44%	46%	38%	38%
	Unsure/Refuse	5%	9%	9%	9%
	Total	100%	100%	100%	100%

How often have you come across pornography online, when you were not seeking out such material – never, once, occasionally or often?

Frequency of accidental porn

		Count	Col %
Frequency of accidental porn	Never	243	32%
	Once	108	14%
	Occasionally	266	35%
	Often	99	13%
	Not online	0	0%
	Unsure/Refuse	48	6%
	Total	763	100%

Frequency of accidental porn BY Gender

		Gender	
		Female	Male
		Col %	Col %
Frequency of accidental porn	Never	38%	26%
	Once	17%	11%
	Occasionally	31%	39%
	Often	8%	18%
	Not online	0%	0%
	Unsure/Refuse	6%	6%
	Total	100%	100%

Frequency of accidental porn BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Frequency of accidental porn	Never	22%	30%	50%
	Once	14%	17%	11%
	Occasionally	37%	40%	23%
	Often	22%	10%	3%
	Not online	0%	0%	0%
	Unsure/Refuse	5%	3%	13%
	Total	100%	100%	100%

Frequency of accidental porn BY Area

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Frequency of accidental porn	Never	33%	29%	34%
	Once	16%	11%	15%
	Occasionally	31%	39%	38%
	Often	16%	12%	8%
	Not online	0%	0%	0%
	Unsure/Refuse	5%	9%	5%
	Total	100%	100%	100%

Frequency of accidental porn BY Deprivation

		Deprivation		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
Frequency of accidental porn	Never	32%	33%	30%
	Once	16%	17%	8%
	Occasionally	40%	33%	32%
	Often	8%	13%	18%
	Not online	0%	0%	0%
	Unsure/Refuse	4%	3%	12%
	Total	100%	100%	100%

Frequency of accidental porn BY Parent of child under 18

		Parent of child under 18	
		Yes	No
		Col %	Col %
Frequency of accidental porn	Never	25%	35%
	Once	16%	13%
	Occasionally	36%	34%
	Often	18%	10%
	Not online	0%	0%
	Unsure/Refuse	5%	7%
	Total	100%	100%

Frequency of accidental porn BY Party Vote 2014

		Party Vote 2014			
		National	Labour	Others	Not Vote/Unsure
		Col %	Col %	Col %	Col %
Frequency of accidental porn	Never	33%	32%	32%	29%
	Once	15%	13%	12%	15%
	Occasionally	33%	30%	46%	35%
	Often	12%	18%	8%	14%
	Not online	0%	0%	0%	0%
	Unsure/Refuse	7%	8%	2%	7%
	Total	100%	100%	100%	100%

Do you think it is too easy for younger New Zealanders, aged under 18, to access online pornography?

Too easy for under 18s to access porn

		Count	Col %
Too easy for under 18s to access porn	Yes	691	91%
	No	34	4%
	Unsure/Refuse	38	5%
	Total	763	100%

Too easy for under 18s to access porn BY Gender

		Gender	
		Female	Male
		Col %	Col %
Too easy for under 18s to access porn	Yes	91%	90%
	No	4%	5%
	Unsure/Refuse	5%	5%
	Total	100%	100%

Too easy for under 18s to access porn BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Too easy for under 18s to access porn	Yes	89%	93%	90%
	No	7%	2%	5%
	Unsure/Refuse	4%	5%	6%
	Total	100%	100%	100%

Too easy for under 18s to access porn BY Area

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Too easy for under 18s to access porn	Yes	89%	92%	92%
	No	7%	2%	2%
	Unsure/Refuse	4%	6%	6%
	Total	100%	100%	100%

Too easy for under 18s to access porn BY Deprivation

		Deprivation		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
Too easy for under 18s to access porn	Yes	84%	91%	97%
	No	6%	6%	1%
	Unsure/Refuse	11%	4%	2%
	Total	100%	100%	100%

Too easy for under 18s to access porn BY Parent of child under 18

		Parent of child under 18	
		Yes	No
		Col %	Col %
Too easy for under 18s to access porn	Yes	94%	89%
	No	4%	4%
	Unsure/Refuse	1%	7%
	Total	100%	100%

Too easy for under 18s to access porn BY Party Vote 2014

		Party Vote 2014			
		National	Labour	Others	Not Vote/Unsure
		Col %	Col %	Col %	Col %
Too easy for under 18s to access porn	Yes	90%	92%	91%	91%
	No	4%	4%	5%	6%
	Unsure/Refuse	6%	5%	5%	4%
	Total	100%	100%	100%	100%

Many Internet Providers have a filter that can block access to most pornographic materials if users wish to activate the filter. Do you think the Government should require all Internet Providers to offer such filters?

Require ISPs to have a porn filter

		Count	Col %
Require ISPs to have a porn filter	Yes	620	81%
	No	114	15%
	Unsure/Refuse	29	4%
	Total	763	100%

Require ISPs to have a porn filter BY Gender

		Gender	
		Female	Male
		Col %	Col %
Require ISPs to have a porn filter	Yes	90%	73%
	No	8%	22%
	Unsure/Refuse	3%	5%
	Total	100%	100%

Require ISPs to have a porn filter BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Require ISPs to have a porn filter	Yes	73%	86%	87%
	No	24%	10%	8%
	Unsure/Refuse	3%	3%	5%
	Total	100%	100%	100%

Require ISPs to have a porn filter BY Area

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Require ISPs to have a porn filter	Yes	81%	76%	89%
	No	16%	19%	7%
	Unsure/Refuse	3%	4%	3%
	Total	100%	100%	100%

Require ISPs to have a porn filter BY Deprivation

		Deprivation		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
Require ISPs to have a porn filter	Yes	80%	82%	82%
	No	14%	16%	14%
	Unsure/Refuse	6%	2%	4%
	Total	100%	100%	100%

Require ISPs to have a porn filter BY Parent of child under 18

		Parent of child under 18	
		Yes	No
		Col %	Col %
Require ISPs to have a porn filter	Yes	85%	79%
	No	14%	15%
	Unsure/Refuse	1%	5%
	Total	100%	100%

Require ISPs to have a porn filter BY Party Vote 2014

		Party Vote 2014			
		National	Labour	Others	Not Vote/Unsure
		Col %	Col %	Col %	Col %
Require ISPs to have a porn filter	Yes	85%	83%	84%	73%
	No	12%	15%	16%	19%
	Unsure/Refuse	3%	3%	0%	8%
	Total	100%	100%	100%	100%

And do you think that Internet Providers should automatically block pornography unless the customer opts out and turns off the filter that blocks porn out?

Make porn filters opt out

		Count	Col %
Make porn filters opt out	Yes	533	70%
	No	194	25%
	Unsure/Refuse	36	5%
	Total	763	100%

Make porn filters opt out BY Gender

		Gender	
		Female	Male
		Col %	Col %
Make porn filters opt out	Yes	82%	58%
	No	14%	37%
	Unsure/Refuse	4%	5%
	Total	100%	100%

Make porn filters opt out BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Make porn filters opt out	Yes	60%	72%	81%
	No	38%	21%	12%
	Unsure/Refuse	2%	7%	6%
	Total	100%	100%	100%

Make porn filters opt out BY Area

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Make porn filters opt out	Yes	68%	67%	77%
	No	27%	28%	19%
	Unsure/Refuse	5%	5%	4%
	Total	100%	100%	100%

Make porn filters opt out BY Deprivation

		Deprivation		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
Make porn filters opt out	Yes	77%	68%	66%
	No	19%	29%	27%
	Unsure/Refuse	5%	3%	7%
	Total	100%	100%	100%

Make porn filters opt out BY Parent of child under 18

		Parent of child under 18	
		Yes	No
		Col %	Col %
Make porn filters opt out	Yes	77%	66%
	No	21%	28%
	Unsure/Refuse	2%	6%
	Total	100%	100%

Make porn filters opt out BY Party Vote 2014

		Party Vote 2014			
		National	Labour	Others	Not Vote/Unsure
		Col %	Col %	Col %	Col %
Make porn filters opt out	Yes	75%	68%	70%	63%
	No	21%	27%	27%	31%
	Unsure/Refuse	4%	5%	3%	7%
	Total	100%	100%	100%	100%

MARGINS OF ERROR

The following maximum sampling margin of errors apply for each demographic group:

- All 3.6%
- Women 4.7%
- Men 5.5%
- Under 40s 9.6%
- 41 to 60 5.7%
- Over 60s 5.2%
- Metro 5.3%
- Provincial 7.0%
- Rural 6.7%
- Deciles 1 to 3 5.7%
- Deciles 4 to 7 5.7%
- Deciles 8 to 10 7.7%
- Parents 7.3%
- Non-parents 4.1%
- National voters 5.5%
- Labour voters 8.0%
- Other voters 9.9%
- Unsure voters 7.3%

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