

FAMILY DINNER POLL December 2017

- CLIENT:** Family First New Zealand
- POLL DATES:** Mon 11 to Wed 13 December 2017. The median response was collected on Tue 12 December 2017.
- TARGET POPULATION:** Eligible New Zealand voters.
- SAMPLE POPULATION:** Eligible New Zealand voters who are contactable on a landline or mobile phone.
- SAMPLE SIZE:** 1,000 respondents agreed to participate.
- SAMPLE SELECTION:** A random selection of 12,500 nationwide phone numbers.
- WEIGHTING:** The results are weighted to reflect the overall voting adult population in terms of gender, age, area and deprivation.
- SAMPLE ERROR:** Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.1%, 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.



How important is it for your family to have dinner together as a family on a regular basis?

Importance of family dinners

		Count	Col %
Importance of family dinners	Very important	671	67%
	Somewhat important	205	21%
	Not very important	28	3%
	Not at all important	66	7%
	Unsure/refuse	27	3%
	Total	997	100%

67% of respondents say family dinners are very important and 88% say somewhat or very important.

Importance of family dinners BY Gender

		Gender	
		Female	Male
		Col %	Col %
Importance of family dinners	Very important	80%	55%
	Somewhat important	15%	26%
	Not very important	2%	3%
	Not at all important	1%	12%
	Unsure/refuse	2%	4%
	Total	100%	100%

80% of women say family dinners are very important but only 55% of men.

Importance of family dinners BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Importance of family dinners	Very important	53%	76%	76%
	Somewhat important	28%	19%	13%
	Not very important	2%	2%	5%
	Not at all important	16%	1%	1%
	Unsure/refuse	2%	2%	5%
	Total	100%	100%	100%

Importance of family dinners BY Area

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Importance of family dinners	Very important	67%	71%	64%
	Somewhat important	22%	18%	19%
	Not very important	2%	2%	5%
	Not at all important	7%	7%	6%
	Unsure/refuse	2%	3%	5%
	Total	100%	100%	100%

Importance of family dinners BY Deprivation

		Deprivation		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
Importance of family dinners	Very important	73%	71%	57%
	Somewhat important	20%	22%	19%
	Not very important	1%	2%	6%
	Not at all important	5%	1%	16%
	Unsure/refuse	1%	5%	1%
	Total	100%	100%	100%

Importance of family dinners BY Household

		Household					
		Partner and kids	Partner only	Live with others	Live alone	Other	Unsure
		Col %	Col %	Col %	Col %	Col %	Col %
Importance of family dinners	Very important	79%	69%	26%	46%	59%	21%
	Somewhat important	19%	18%	69%	20%	31%	2%
	Not very important	1%	2%	5%	5%	8%	7%
	Not at all important	0%	9%	0%	22%	1%	43%
	Unsure/refuse	1%	2%	0%	8%	0%	27%
	Total	100%	100%	100%	100%	100%	100%

Importance of family dinners BY Party Vote 2017

		Party Vote 2017					
		National	Labour	NZ First	Greens	Others	Not Vote/Unsure
		Col %	Col %	Col %	Col %	Col %	Col %
Importance of family dinners	Very important	70%	68%	77%	89%	88%	54%
	Somewhat important	27%	21%	12%	6%	0%	16%
	Not very important	2%	2%	5%	4%	0%	5%
	Not at all important	0%	6%	3%	0%	0%	21%
	Unsure/refuse	2%	2%	4%	1%	12%	4%
	Total	100%	100%	100%	100%	100%	100%

On average how many nights a week would most of your family have dinner together?

Weekly family dinners

		Count	Col %
Weekly family dinners	1	114	11%
	2	55	5%
	3	51	5%
	4	111	11%
	5	168	17%
	6	102	10%
	7	288	29%
	Unsure	108	11%
	Total	995	100%

39% have dinner together six or seven nights a week and 56% at least five nights a week.

Weekly family dinners BY Gender

		Gender	
		Female	Male
		Col %	Col %
Weekly family dinners	1	10%	13%
	2	4%	7%
	3	4%	6%
	4	12%	11%
	5	11%	22%
	6	12%	8%
	7	34%	24%
	Unsure	13%	9%
	Total	100%	100%

Weekly family dinners BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Weekly family dinners	1	14%	8%	13%
	2	7%	5%	4%
	3	6%	6%	2%
	4	15%	14%	2%
	5	19%	19%	10%
	6	11%	11%	9%
	7	24%	31%	33%
	Unsure	4%	6%	27%
	Total	100%	100%	100%

Weekly family dinners BY Area

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Weekly family dinners	1	13%	10%	10%
	2	6%	3%	8%
	3	3%	4%	13%
	4	10%	16%	8%
	5	19%	13%	17%
	6	10%	13%	7%
	7	29%	32%	25%
	Unsure	11%	10%	13%
	Total	100%	100%	100%

Weekly family dinners BY Deprivation

		Deprivation		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
Weekly family dinners	1	13%	6%	17%
	2	4%	2%	11%
	3	3%	5%	7%
	4	14%	10%	9%
	5	17%	13%	22%
	6	7%	17%	5%
	7	33%	34%	18%
	Unsure	9%	13%	10%
	Total	100%	100%	100%

Weekly family dinners BY Household

		Household					
		Partner and kids	Partner only	Live with others	Live alone	Other	Unsure
		Col %	Col %	Col %	Col %	Col %	Col %
Weekly family dinners	1	4%	18%	11%	28%	4%	4%
	2	5%	2%	5%	6%	19%	0%
	3	5%	4%	0%	2%	4%	43%
	4	16%	4%	58%	1%	15%	13%
	5	21%	14%	24%	3%	24%	0%
	6	18%	6%	0%	5%	1%	0%
	7	28%	41%	1%	7%	26%	2%
	Unsure	2%	10%	1%	48%	6%	38%
	Total	100%	100%	100%	100%	100%	100%

Weekly family dinners BY Party Vote 2017

		Party Vote 2017					
		National	Labour	NZ First	Greens	Others	Not Vote/Unsure
		Col %	Col %	Col %	Col %	Col %	Col %
Weekly family dinners	1	9%	12%	6%	13%	0%	16%
	2	9%	2%	4%	10%	6%	4%
	3	5%	2%	0%	6%	6%	11%
	4	9%	16%	5%	2%	9%	10%
	5	11%	24%	2%	14%	29%	19%
	6	11%	11%	9%	24%	10%	6%
	7	35%	22%	49%	20%	41%	24%
	Unsure	11%	10%	25%	11%	0%	9%
	Total	100%	100%	100%	100%	100%	100%

MARGINS OF ERROR

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

- All 3.1%
- Women 4.0%
- Men 4.9%
- Under 40s 9.2%
- 41 to 60 4.8%
- Over 60s 4.5%
- Metro 5.2%
- Provincial 6.1%
- Rural 5.0%
- Deciles 1 to 3 6.3%
- Deciles 4 to 7 4.0%
- Deciles 8 to 10 7.7%
- Partner and kids 5.4%
- Partner only 4.8%
- Live alone 8.2
- National voters 4.9%
- Labour voters 5.8%
- NZ First voters 11%
- Green voters 16%
- Other voters 21%
- Unsure voters 7.4%

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