

ABSTINENCE POLL Mar 2010

CLIENT: Family First New Zealand

POLL DATES: Evenings of Wednesday 24, Thursday 25 March and Sunday 28 March 2010

SAMPLE SIZE: 1,000 respondents agreed to participate.

SAMPLE SELECTION: A random selection of 10,000 nationwide phone numbers.

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.

DEMOGRAPHICS

| | Gender | |
|--------|--------|------|
| | Count | % |
| Female | 528 | 53% |
| Male | 472 | 47% |
| Total | 1000 | 100% |

| | Age | |
|---------|-------|------|
| | Count | % |
| 18 - 40 | 300 | 30% |
| 41 - 60 | 518 | 52% |
| 61+ | 182 | 18% |
| Total | 1000 | 100% |

| | Area | |
|------------|-------|------|
| | Count | % |
| Metro | 435 | 44% |
| Provincial | 252 | 25% |
| Rural | 313 | 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 | % |
| Yes | 296 | 30% |
| No | 704 | 70% |
| Total | 1000 | 100% |

ABSTINENCE

Do you think schools, as part of their sex education programme, should be required to encourage pupils, to abstain from sex until they are old enough to handle the possible consequences of pregnancy?

| | | Gender | | Age | | | Total |
|-------------------------------------|------------|--------|-------|---------|---------|-------|-------|
| | | Female | Male | 18 - 40 | 41 - 60 | 61+ | |
| | | Col % | Col % | Col % | Col % | Col % | Col % |
| Should schools encourage abstinence | Yes | 68% | 69% | 76% | 67% | 61% | 69% |
| | No | 23% | 22% | 18% | 23% | 29% | 23% |
| | Don't Know | 8% | 8% | 6% | 9% | 9% | 8% |
| | Refused | 1% | 0% | | 1% | 1% | 1% |
| Total | | 100% | 100% | 100% | 100% | 100% | 100% |

Overall 69% support schools encouraging pupils to abstain from sex until they are old enough to handle possible consequences of pregnancy. Somewhat surprisingly those under 40 are most in favour of this.

| | | Area | | | Have children under 12 | | Total |
|-------------------------------------|------------|-------|------------|-------|------------------------|-------|-------|
| | | Metro | Provincial | Rural | Yes | No | |
| | | Col % | Col % | Col % | Col % | Col % | Col % |
| Should schools encourage abstinence | Yes | 68% | 71% | 67% | 74% | 66% | 69% |
| | No | 22% | 21% | 26% | 21% | 24% | 23% |
| | Don't Know | 9% | 7% | 7% | 5% | 9% | 8% |
| | Refused | 0% | 2% | 1% | | 1% | 1% |
| Total | | 100% | 100% | 100% | 100% | 100% | 100% |

Parents of children aged below 12 are 8% more likely support encouragement of abstinence.

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