



## BINDING REFERENDUMS 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.

## BINDING CIR

Do you think citizens' initiated referenda should be binding on Parliament?

Should CIR be binding on Parliament

		Count	Col %
Should CIR be binding on Parliament	Yes	528	53%
	No	273	28%
	Unsure/Refuse	189	19%
	Total	990	100%

53% favour making CIR binding on Parliament, with 28% against and 19% unsure or refusing to say.

Should CIR be binding on Parliament 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 %
Should CIR be binding on Parliament	Yes	50%	58%	66%	47%	53%	55%	49%	57%	55%
	No	25%	31%	16%	29%	28%	28%	31%	25%	26%
	Unsure/Refuse	25%	12%	18%	24%	19%	18%	20%	18%	19%

Men are more supportive than women of having CIR binding. Those in metro NZ less supportive than other areas.

## 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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