

ADOPTION 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.

ADOPTION PRIORITY

Should families where there is both a mum and a dad have priority for the adoption of babies and children?

Should families with Mum and Dad have priority for adoption?

		Count	Col %
Should families with Mum and Dad have priority for adoption?	Yes	511	52%
	No	376	38%
	Unsure/Refuse	95	10%
	Total	982	100%

52% of respondents say that families with both a mum and a dad should have priority for adoptions.

Should families with Mum and Dad have priority for adoption? BY Gender + Age

		Gender		Age			Total
		Female	Male	18 - 40	41 - 60	61+	
		Col %	Col %	Col %	Col %	Col %	
Should families with Mum and Dad have priority for adoption?	Yes	44%	62%	45%	52%	61%	52%
	No	46%	29%	46%	40%	24%	38%
	Unsure/Refuse	11%	8%	9%	7%	15%	10%
	Total	100%	100%	100%	100%	100%	100%

A significant difference by gender with women split almost equally and men strongly in favour of priority for families with a mum and dad. This proposition also increases in support by age.

Should families with Mum and Dad have priority for adoption? BY Area

		Area			
		Metro	Provincial	Rural	Total
		Col %	Col %	Col %	Col %
Should families with Mum and Dad have priority for adoption?	Yes	53%	45%	60%	52%
	No	40%	44%	27%	38%
	Unsure/Refuse	7%	11%	13%	10%
	Total	100%	100%	100%	100%

Should families with Mum and Dad have priority for adoption? BY Deprivation

		Deprivation			
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10	Total
		Col %	Col %	Col %	Col %
Should families with Mum and Dad have priority for adoption?	Yes	59%	52%	45%	52%
	No	31%	39%	45%	38%
	Unsure/Refuse	10%	10%	9%	10%
	Total	100%	100%	100%	100%

Should families with Mum and Dad have priority for adoption? BY Party Vote 2011

		Party Vote 2011				
		National	Labour	Others	Not Vote/Unsure	Total
		Col %	Col %	Col %	Col %	Col %
Should families with Mum and Dad have priority for adoption?	Yes	60%	48%	39%	53%	52%
	No	34%	46%	48%	25%	38%
	Unsure/Refuse	7%	5%	13%	21%	10%
	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%
	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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25 February 2013