

AGE VERIFICATION FOR PORN SITES - POLL June 2022

- CLIENT:** Family First New Zealand
- POLL DATES:** Wed 1 to Sun 12 June 2022. The median response was collected on Wed 08 June 2022.
- TARGET POPULATION:** Eligible New Zealand voters.
- SAMPLE POPULATION:** Eligible New Zealand voters who are contactable on a landline or mobile phone or online panel.
- SAMPLE SIZE:** 1,200 respondents agreed to participate – 700 via phone and 500 via online panel.
- SAMPLE SELECTION:** A random selection of 20,000 nationwide phone numbers and a random selection from the online panel.
- 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 1,200 respondents, the maximum sampling error (for a result of 50%) is +/- 2.8%, at the 95% confidence level.
- CODE COMPLIANCE:** This poll was conducted in accordance with 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.

Some people have proposed placing stricter age verification rules on pornography sites on the Internet to ensure children cannot access adult content online. This law would require porn sites to verify someone is 18 or older with a credit card or ID before they can access the site. Do you support or oppose this law?

| | | Count | Col % |
|---|---------|-------|-------|
| Require age verification for porn sites | Support | 879 | 77% |
| | Oppose | 138 | 12% |
| | Unsure | 128 | 11% |
| | Total | 1146 | 100% |

77% of respondents favour verification of age for adult entertainment sites.

| | | Gender | |
|---|---------|--------|-------|
| | | Female | Male |
| | | Col % | Col % |
| Require age verification for porn sites | Support | 82% | 70% |
| | Oppose | 8% | 16% |
| | Unsure | 9% | 13% |
| | Total | 100% | 100% |

| | | Age | | |
|---|---------|---------|---------|-------|
| | | 18 - 39 | 40 - 59 | 60+ |
| | | Col % | Col % | Col % |
| Require age verification for porn sites | Support | 64% | 80% | 83% |
| | Oppose | 17% | 12% | 8% |
| | Unsure | 18% | 8% | 9% |
| | Total | 100% | 100% | 100% |

| | | Area | | | | | |
|---|---------|-------|-------|-------|-------------|-------|-------|
| | | Akl | Wgtn | Chch | Prov Cities | Towns | Rural |
| | | Col % | Col % | Col % | Col % | Col % | Col % |
| Require age verification for porn sites | Support | 72% | 90% | 78% | 73% | 78% | 80% |
| | Oppose | 15% | 8% | 10% | 13% | 11% | 10% |
| | Unsure | 12% | 2% | 13% | 14% | 11% | 10% |
| | Total | 100% | 100% | 100% | 100% | 100% | 100% |

| | | Deprivation | | |
|---|---------|-------------|----------|-------|
| | | Least | Moderate | Most |
| | | Col % | Col % | Col % |
| Require age verification for porn sites | Support | 79% | 77% | 75% |
| | Oppose | 10% | 12% | 14% |
| | Unsure | 12% | 11% | 11% |
| | Total | 100% | 100% | 100% |

| | | Probed Party Vote | | | | |
|---|---------|-------------------|--------|-------|--------|--------|
| | | National | Labour | ACT | Greens | Unsure |
| | | Col % | Col % | Col % | Col % | Col % |
| Require age verification for porn sites | Support | 83% | 76% | 75% | 75% | 77% |
| | Oppose | 11% | 11% | 15% | 13% | 12% |
| | Unsure | 7% | 13% | 10% | 12% | 11% |
| | Total | 100% | 100% | 100% | 100% | 100% |

| | | Have children under 18 | |
|---|---------|------------------------|-------|
| | | Yes | No |
| | | Col % | Col % |
| Require age verification for porn sites | Support | 76% | 77% |
| | Oppose | 14% | 11% |
| | Unsure | 10% | 11% |
| | Total | 100% | 100% |

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