PORN AGE-VERIFICATION POLL
August 2023

CLIENT: Family First New Zealand

POLL DATES: Tue 22 to Wed 23 August 2023. The median response was collected on Tue 22 August 2023.

TARGET POPULATION: Adult New Zealanders.

SAMPLE POPULATION: Adult New Zealanders who are contactable on a landline or mobile phone or online panel.

SAMPLE SIZE: 1,000 respondents agreed to participate – 500 via phone and 500 via online panel.

SAMPLE SELECTION: A random selection of 10,000 nationwide phone numbers and a random selection from the online panel.

WEIGHTING: The results are weighted to reflect the overall adult population in terms of gender, age, and area.

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 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 %
Law requiring age verification on porn sites	Support	785	79%
	Oppose	114	11%
	Unsure	96	10%
	Total	995	100%

79% of respondents support a law requiring age verification on porn sites.

		Gender	
		Female	Male
		Col %	Col %
Law requiring age verification on porn sites	Support	84%	73%
	Oppose	9%	14%
	Unsure	7%	13%

		Gender	
		Female	Male
		Col %	Col %
Law requiring age verification on porn sites	Support	84%	73%
	Oppose	9%	14%
	Unsure	7%	13%

		Area		
		Metro Col %	Provincial Col %	Rural Col %
Law requiring age verification on porn sites	Support	75%	85%	80%
	Oppose	13%	9%	10%
	Unsure	12%	6%	10%

		Children under 18	
		Yes Col %	No Col %
Law requiring age verification on porn sites	Support	78%	79%
	Oppose	11%	12%
	Unsure	11%	9%

		2020 PV					
		National Col %	Labour Col %	ACT Col %	Greens Col %	Other Col %	Not vote Col %
Law requiring age verification on porn sites	Support	79%	81%	75%	73%	72%	80%
	Oppose	8%	11%	18%	21%	22%	10%
	Unsure	13%	9%	7%	6%	6%	10%

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25 August 2023