



Bathrooms Bill Poll May 2024

- CLIENT:** Family First
- POLL DATES:** Sunday 12 May to Tuesday 14 May 2024.
The median response was collected on Monday 13 May 2024.
- TARGET POPULATION:** Adults aged 18+ who are eligible to vote.
- SAMPLE POPULATION:** Adults aged 18+ who are eligible to vote and who are contactable on a landline or mobile phone or online panel.
- SAMPLE SIZE:** 1,000 respondents agreed to participate – 750 via phone and 250 via online panel.
- SAMPLE SELECTION:** A random selection of 10,000 NZ phone numbers (landlines and mobiles) and a random selection from the target population from up to three global online panels (that comply with ESOMAR guidelines for online research). If the call is to a landline, the person who is home and next has a birthday is asked to take part. Those who take part through an online panel are excluded from further polls on the same topic for six months.
- RESPONSE RATE:** Multiple call-backs occurred to maximise the response rate.
- OMNIBUS STATUS:** The poll was part of a wider omnibus survey for multiple clients. The questions for this client were asked in the order they are reported.
- WEIGHTING:** The results are weighted to reflect the overall NZ 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. Results for sub-groups such as age and area will have a much higher margin of error and not seen as precise.
- 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.

A bill called the “Fair Access to Bathrooms Bill” has been introduced as a private members bill to Parliament. It has two main provisions. For each provision can you indicate if you support or oppose it:

- **A requirement for new public buildings to have single sex toilets for males & females; and unisex toilets**
- **A maximum \$2,000 fine for using a toilet, excluding unisex toilets, not of your designated biological sex**

		Count	Col N %
New buildings must have male, female, unisex toilets	Support	565	56%
	Oppose	264	26%
	Unsure	178	18%
	Total	1008	100%

56% of respondents support a requirement for all new public buildings to have male, female and unisex toilets.

		Gender	
		Male	Female
		Col N %	Col N %
New buildings must have male, female, unisex toilets	Support	55%	57%
	Oppose	30%	23%
	Unsure	15%	20%

		Age		
		18 - 39	40 - 59	60+
		Col N %	Col N %	Col N %
New buildings must have male, female, unisex toilets	Support	50%	61%	58%
	Oppose	30%	23%	26%
	Unsure	21%	16%	16%

		Area				
		Akl	Wlg	Chch	Prov	Rural
		Col N %	Col N %	Col N %	Col N %	Col N %
New buildings must have male, female, unisex toilets	Support	61%	54%	56%	62%	50%
	Oppose	24%	15%	26%	23%	32%
	Unsure	15%	31%	18%	15%	18%

		Party Vote						
		Labour	National	ACT	Green	NZ First	TPM	Unsure
		Col N %	Col N %	Col N %	Col N %	Col N %	Col N %	Col N %
New buildings must have male, female, unisex toilets	Support	52%	63%	59%	51%	55%	53%	44%
	Oppose	28%	24%	37%	22%	15%	20%	23%
	Unsure	20%	13%	4%	27%	29%	26%	32%

		Count	Col N %
\$2000 fine for using toilet not matching biological sex	Support	351	35%
	Oppose	466	46%
	Unsure	191	19%
	Total	1008	100%

35% of respondents back a fine for not using toilets that match your biological sex, with 46% opposed.

		Gender	
		Male	Female
		Col N %	Col N %
\$2000 fine for using toilet not matching biological sex	Support	41%	29%
	Oppose	42%	50%
	Unsure	17%	21%

		Age		
		18 - 39	40 - 59	60+
		Col N %	Col N %	Col N %
\$2000 fine for using toilet not matching biological sex	Support	33%	42%	26%
	Oppose	45%	43%	54%
	Unsure	22%	15%	20%

		Area				
		Akl	Wlg	Chch	Prov	Rural
		Col N %	Col N %	Col N %	Col N %	Col N %
\$2000 fine for using toilet not matching biological sex	Support	28%	34%	22%	33%	42%
	Oppose	49%	42%	44%	48%	45%
	Unsure	23%	24%	34%	19%	13%

		Party Vote						
		Labour	National	ACT	Green	NZ First	TPM	Unsure
		Col N %	Col N %	Col N %	Col N %	Col N %	Col N %	Col N %
\$2000 fine for using toilet not matching biological sex	Support	25%	45%	55%	21%	42%	18%	16%
	Oppose	53%	41%	39%	54%	46%	65%	33%
	Unsure	23%	14%	7%	25%	12%	17%	51%

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14 May 2024

MEDIA SUMMARY STATEMENT

Any media or other organisation that reports on this poll should include the following summary statement:

The poll was conducted by Curia Market Research Ltd for Family First. It is a random poll of 1,000 adult New Zealanders and is weighted to the overall adult population. It was conducted by phone (landlines and mobile) and online between 12 May and 14 May 2024, has a maximum margin of error of +/- 3.1. The full results are at xxx