

BUSINESSES PUSHING POLITICS 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.

Do you prefer to shop at a business that stays neutral on controversial political and cultural issues such as gender identity, sexuality and environmentalism, or to shop at a business that takes public stands on these issues.

		Count	Col %
Prefer business neutral on controversial issues or that takes public stands	Prefer shop that stays neutral	326	33%
	Prefer shop that takes a stand	195	20%
	No preference either way	451	45%
	Unsure	20	2%
	Total	991	100%

33% of respondents wants businesses to stay neutral on controversial issues, 20% want them to take a stand and 45% have no preference either way.

		Gender	
		Female	Male
		Col %	Col %
Prefer business neutral on controversial issues or that takes public stands	Prefer shop that stays neutral	28%	39%
	Prefer shop that takes a stand	20%	19%
	No preference either way	50%	40%
	Unsure	2%	2%

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Prefer business neutral on controversial issues or that takes public stands	Prefer shop that stays neutral	28%	35%	37%
	Prefer shop that takes a stand	25%	21%	11%
	No preference either way	47%	43%	48%
	Unsure	0%	2%	5%

		Area		
		Metro Col %	Provincial Col %	Rural Col %
Prefer business neutral on controversial issues or that takes public stands	Prefer shop that stays neutral	34%	26%	40%
	Prefer shop that takes a stand	23%	18%	13%
	No preference either way	42%	54%	45%
	Unsure	2%	2%	2%

		Children under 18	
		Yes Col %	No Col %
Prefer business neutral on controversial issues or that takes public stands	Prefer shop that stays neutral	32%	33%
	Prefer shop that takes a stand	25%	17%
	No preference either way	42%	47%
	Unsure	1%	3%

		2020 PV					
		National Col %	Labour Col %	ACT Col %	Greens Col %	Other Col %	Not vote Col %
Prefer business neutral on controversial issues or that takes public stands	Prefer shop that stays neutral	47%	27%	43%	20%	23%	31%
	Prefer shop that takes a stand	15%	26%	3%	32%	17%	11%
	No preference either way	36%	45%	54%	48%	58%	54%
	Unsure	2%	2%	0%	0%	2%	5%

If a business took a public stand on a controversial issue that you disagreed with, how likely is it that you would boycott that store and not shop there anymore?

		Count	Col %
Boycott probability if business took a public stand on a controversial issue that you disagreed with	Very likely	192	19%
	Somewhat likely	481	48%
	Not likely	220	22%
	Not at all likely	76	8%
	Unsure	24	2%
	Total	992	100%

67% of respondents said it was somewhat or very likely they would boycott a business that took a public stand on a controversial issue they disagreed with.

		Gender	
		Female	Male
		Col %	Col %
Boycott probability if business took a public stand on a controversial issue that you disagreed with	Very likely	18%	21%
	Somewhat likely	53%	43%
	Not likely	19%	26%
	Not at all likely	8%	8%
	Unsure	3%	2%

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Boycott probability if business took a public stand on a controversial issue that you disagreed with	Very likely	16%	20%	22%
	Somewhat likely	59%	44%	41%
	Not likely	20%	25%	21%
	Not at all likely	5%	10%	9%
	Unsure	0%	1%	7%

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Boycott probability if business took a public stand on a controversial issue that you disagreed with	Very likely	21%	16%	19%
	Somewhat likely	49%	46%	49%
	Not likely	22%	22%	23%
	Not at all likely	6%	12%	6%
	Unsure	2%	4%	2%

		Children under 18	
		Yes	No
		Col %	Col %
Boycott probability if business took a public stand on a controversial issue that you disagreed with	Very likely	20%	19%
	Somewhat likely	51%	47%
	Not likely	21%	22%
	Not at all likely	8%	8%
	Unsure	1%	3%

		2020 PV					
		National	Labour	ACT	Greens	Other	Not vote
		Col %	Col %	Col %	Col %	Col %	Col %
Boycott probability if business took a public stand on a controversial issue that you disagreed with	Very likely	19%	19%	17%	37%	15%	20%
	Somewhat likely	50%	48%	56%	50%	56%	40%
	Not likely	22%	22%	21%	8%	18%	29%
	Not at all likely	7%	8%	6%	4%	11%	8%
	Unsure	2%	3%	0%	0%	0%	2%

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