

## STAY AT HOME PARENTING POLL November 2016

- CLIENT:** Family First New Zealand
- POLL DATES:** Wed 23 to Wed 30 November 2016. The median response was collected on Sun 27 November 2016.
- TARGET POPULATION:** Eligible New Zealand voters.
- SAMPLE POPULATION:** Eligible New Zealand voters who are contactable on a landline.
- SAMPLE SIZE:** 846 respondents agreed to participate.
- SAMPLE SELECTION:** A random selection of 15,000 nationwide phone numbers.
- 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 846 respondents, the maximum sampling error (for a result of 50%) is +/- 3.4%, at the 95% confidence level.
- CODE COMPLIANCE:** This poll was conducted in accordance with the New Zealand Political Polling Code, 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.



**It is generally better for children when one of the parents can stay home as a full-time parent**

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		Count	Col %
It is generally better for children when one of the parents can stay home as a full-time parent	Agree	615	74%
	Disagree	155	19%
	Unsure/Refuse	59	7%
	Total	829	100%

**It is generally better for children when one of the parents can stay home as a full-time parent BY Gender**

		Gender	
		Female	Male
		Col %	Col %
It is generally better for children when one of the parents can stay home as a full-time parent	Agree	68%	81%
	Disagree	25%	12%
	Unsure/Refuse	7%	7%
	Total	100%	100%

**It is generally better for children when one of the parents can stay home as a full-time parent BY Age**

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
It is generally better for children when one of the parents can stay home as a full-time parent	Agree	74%	70%	79%
	Disagree	21%	21%	13%
	Unsure/Refuse	5%	9%	7%
	Total	100%	100%	100%

**It is generally better for children when one of the parents can stay home as a full-time parent BY Area**

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
It is generally better for children when one of the parents can stay home as a full-time parent	Agree	72%	77%	75%
	Disagree	19%	18%	21%
	Unsure/Refuse	9%	5%	5%
	Total	100%	100%	100%

**It is generally better for children when one of the parents can stay home as a full-time parent BY Deprivation**

		Deprivation		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
It is generally better for children when one of the parents can stay home as a full-time parent	Agree	76%	71%	77%
	Disagree	19%	21%	15%
	Unsure/Refuse	5%	8%	8%
	Total	100%	100%	100%

**It is generally better for children when one of the parents can stay home as a full-time parent BY Parent of child under 18**

		Parent of child under 18	
		Yes	No
		Col %	Col %
It is generally better for children when one of the parents can stay home as a full-time parent	Agree	70%	76%
	Disagree	23%	17%
	Unsure/Refuse	8%	7%
	Total	100%	100%

**It is generally better for children when one of the parents can stay home as a full-time parent BY Party Vote 2014**

		Party Vote 2014			
		Nat	Lab	NZF	Gre
		Col %	Col %	Col %	Col %
It is generally better for children when one of the parents can stay home as a full-time parent	Agree	72%	69%	76%	86%
	Disagree	22%	23%	12%	10%
	Unsure/Refuse	6%	8%	12%	4%
	Total	100%	100%	100%	100%

**As the Government presently subsidises Early Childhood Education, the Government should also subsidise a parent who stays at home to care for a young child.**

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		Count	Col %
As the Government presently subsidises Early Childhood Education, the Government should also subsidise a parent who stays at home to care for a young child.	Agree	485	59%
	Disagree	248	30%
	Unsure/Refuse	90	11%
	Total	824	100%

**As the Government presently subsidises Early Childhood Education, the Government should also subsidise a parent who stays at home to care for a young child. BY Gender**

		Gender	
		Female	Male
		Col %	Col %
As the Government presently subsidises Early Childhood Education, the Government should also subsidise a parent who stays at home to care for a young child.	Agree	63%	54%
	Disagree	27%	34%
	Unsure/Refuse	10%	12%
	Total	100%	100%

**As the Government presently subsidises Early Childhood Education, the Government should also subsidise a parent who stays at home to care for a young child. BY Age**

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
As the Government presently subsidises Early Childhood Education, the Government should also subsidise a parent who stays at home to care for a young child.	Agree	62%	55%	60%
	Disagree	25%	35%	31%
	Unsure/Refuse	13%	10%	9%
	Total	100%	100%	100%

**As the Government presently subsidises Early Childhood Education, the Government should also subsidise a parent who stays at home to care for a young child. BY Area**

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
As the Government presently subsidises Early Childhood Education, the Government should also subsidise a parent who stays at home to care for a young child.	Agree	58%	61%	57%
	Disagree	30%	30%	32%
	Unsure/Refuse	12%	9%	11%
	Total	100%	100%	100%

**As the Government presently subsidises Early Childhood Education, the Government should also subsidise a parent who stays at home to care for a young child. BY Deprivation**

		Deprivation		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
As the Government presently subsidises Early Childhood Education, the Government should also subsidise a parent who stays at home to care for a young child.	Agree	54%	57%	66%
	Disagree	32%	31%	27%
	Unsure/Refuse	14%	11%	7%
	Total	100%	100%	100%

**As the Government presently subsidises Early Childhood Education, the Government should also subsidise a parent who stays at home to care for a young child. BY Parent of child under 18**

		Parent of child under 18	
		Yes	No
		Col %	Col %
As the Government presently subsidises Early Childhood Education, the Government should also subsidise a parent who stays at home to care for a young child.	Agree	64%	57%
	Disagree	25%	33%
	Unsure/Refuse	11%	11%
	Total	100%	100%

**As the Government presently subsidises Early Childhood Education, the Government should also subsidise a parent who stays at home to care for a young child. BY Party Vote 2014**

		Party Vote 2014			
		Nat Col %	Lab Col %	NZF Col %	Gre Col %
As the Government presently subsidises Early Childhood Education, the Government should also subsidise a parent who stays at home to care for a young child.	Agree	54%	71%	51%	72%
	Disagree	36%	21%	21%	21%
	Unsure/Refuse	9%	8%	28%	7%
	Total	100%	100%	100%	100%

## MARGINS OF ERROR

The following maximum sampling margin of errors apply for each demographic group:

- All 3.4%
- Women 4.3%
- Men 5.4%
- Under 40s 9.5%
- 41 to 60 5.2%
- Over 60s 5.0%
- Metro 5.2%
- Provincial 6.3%
- Rural 6.3%
- Deciles 1 to 3 5.4%
- Deciles 4 to 7 5.2%
- Deciles 8 to 10 7.8%
- Parents 7.2%
- Non-parents 3.8%
- National voters 5.4%
- Labour voters 7.4%
- Other voters 9.6%
- Unsure voters 6.9%

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