

CANNABIS REFERENDUM POLL December 2020

- CLIENT:** Family First New Zealand
- POLL DATES:** Mon 14 to Thu 17 December 2020. The median response was collected on Wed 16 December 2020.
- TARGET POPULATION:** Eligible New Zealand voters.
- SAMPLE POPULATION:** Eligible New Zealand voters who are contactable on a landline or mobile phone.
- SAMPLE SIZE:** 1,000 respondents agreed to participate.
- SAMPLE SELECTION:** A random selection of 24,000 nationwide phone numbers.
- WEIGHTING:** The results are weighted to reflect the overall voting adult population in terms of gender, age, area and deprivation.
- 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.

Should the government respect the result of the cannabis referendum and not legalise cannabis for recreational use, even though it was a close result?

Should Govt respect cannabis referendum result

		Count	Col %
Should Govt respect cannabis referendum result	Yes	664	66%
	No	263	26%
	Unsure	84	8%
	Total	1012	100%

66% want the referendum result respected with only 26% disagreeing.

Should Govt respect cannabis referendum result BY Gender

		Gender	
		Female	Male
		Col %	Col %
Should Govt respect cannabis referendum result	Yes	66%	65%
	No	27%	25%
	Unsure	7%	9%
	Total	100%	100%

Should Govt respect cannabis referendum result BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Should Govt respect cannabis referendum result	Yes	56%	72%	71%
	No	34%	21%	22%
	Unsure	10%	8%	8%
	Total	100%	100%	100%

Should Govt respect cannabis referendum result BY Area

		Area		
		Metro Col %	Provincial Col %	Rural Col %
Should Govt respect cannabis referendum result	Yes	66%	65%	66%
	No	23%	30%	27%
	Unsure	11%	5%	6%
	Total	100%	100%	100%

Should Govt respect cannabis referendum result BY Deprivation

		Deprivation		
		Deciles 1 - 3 Col %	Deciles 4 - 7 Col %	Deciles 8 - 10 Col %
Should Govt respect cannabis referendum result	Yes	69%	61%	68%
	No	23%	29%	25%
	Unsure	8%	10%	6%
	Total	100%	100%	100%

Should Govt respect cannabis referendum result BY Party Vote 2020

		Party Vote 2020					
		National Col %	Labour Col %	ACT Col %	Greens Col %	Others Col %	Not Vote/Unsure Col %
Should Govt respect cannabis referendum result	Yes	81%	61%	71%	31%	82%	67%
	No	13%	33%	16%	58%	16%	18%
	Unsure	6%	5%	13%	11%	2%	15%
	Total	100%	100%	100%	100%	100%	100%

How did you vote in the cannabis referendum?

How did you vote in the cannabis referendum?

		Count	Col %
How did you vote in the cannabis referendum?	Yes - to legalise	478	47%
	No - to not legalise	482	48%
	Did not vote	52	5%
	Total	1012	100%

How did you vote in the cannabis referendum?

		Yes - to legalise Col %	No - to not legalise Col %	Did not vote Col %	Total Col %
Should Govt respect cannabis referendum result	Yes	47%	94%	64%	66%
	No	44%	0%	11%	26%
	Unsure	9%	6%	26%	8%
	Total	100%	100%	100%	100%

MARGINS OF ERROR

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

- All 3.1%
- Women 4.2%
- Men 4.5%
- Under 40s 9.4%
- 41 to 60 5.2%
- Over 60s 4.2%
- Metro 4.9%
- Provincial 6.7%
- Rural 5.0%
- Deciles 1 to 3 5.3%
- Deciles 4 to 7 4.9%
- Deciles 8 to 10 6.0%
- National voters 5.8%
- Labour voters 5.1%
- ACT voters 13.6%
- Green voters 13.7%
- Unsure voters 7.4%

David Farrar
Director
Curia Market Research

24 December 2020