

## Social Media Poll April 2024

<b>CLIENT:</b>	Family First
<b>POLL DATES:</b>	Wednesday 17 April to Sunday 21 April 2024. The median response was collected on Thursday 18 April 2024.
<b>TARGET POPULATION:</b>	Adults aged 18+ who are eligible to vote.
<b>SAMPLE POPULATION:</b>	Adults aged 18+ who are eligible to vote and who are contactable on a landline or mobile phone or online panel.
<b>SAMPLE SIZE:</b>	1,000 respondents agreed to participate – 750 via phone and 250 via online panel.
<b>SAMPLE SELECTION:</b>	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.
<b>RESPONSE RATE:</b>	Multiple call-backs occurred to maximise the response rate.
<b>OMNIBUS STATUS:</b>	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.
<b>WEIGHTING:</b>	The results are weighted to reflect the overall NZ adult population in terms of gender, age, and area.
<b>SAMPLE ERROR:</b>	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.
<b>CODE COMPLIANCE:</b>	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.

**Would you support or oppose a law that bans children from all social media until they reach 16 years of age.**

		Count	Col %
Should children under 16 be banned from all social media?	Support	388	39%
	Oppose	448	45%
	Unsure	156	16%
	Total	991	100%

A plurality of 45% are opposed to banning children under 16 from social media, with 39% in support and 16% opposed.

		Gender	
		Male	Female
		Col %	Col %
Should children under 16 be banned from all social media?	Support	41%	37%
	Oppose	43%	47%
	Unsure	16%	15%

		Gender	
		Male	Female
		Col %	Col %
Should children under 16 be banned from all social media?	Support	41%	37%
	Oppose	43%	47%
	Unsure	16%	15%

		Age		
		18 - 39	40 - 59	60+
		Col %	Col %	Col %
Should children under 16 be banned from all social media?	Support	34%	46%	37%
	Oppose	46%	39%	51%
	Unsure	20%	15%	11%

		Akl Col %	Wlg Col %	Area Chch Col %	Prov Col %	Rural Col %
Should children under 16 be banned from all social media?	Support	39%	31%	34%	33%	45%
	Oppose	46%	43%	46%	53%	41%
	Unsure	15%	26%	20%	14%	14%

		Ethnicity			
		European Col %	Māori Col %	Pacific Col %	Asian Col %
Should children under 16 be banned from all social media?	Support	38%	41%	46%	40%
	Oppose	50%	39%	26%	33%
	Unsure	12%	20%	28%	27%

		Party Vote					
		National Col %	Labour Col %	ACT Col %	NZ First Col %	Greens Col %	TPM Col %
Should children under 16 be banned from all social media?	Support	34%	43%	42%	67%	24%	38%
	Oppose	51%	42%	50%	19%	70%	44%
	Unsure	15%	15%	9%	14%	6%	18%

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