

DRINKING AGE POLL February 2013

CLIENT:	Family First New Zealand
POLL DATES:	Evenings of Thu 14, Sun 17, Thu 21, Sun 24 Feb 2013
SAMPLE SIZE:	1,000 respondents agreed to participate.
SAMPLE SELECTION:	A random selection of 10,000 nationwide phone numbers.
WEIGHTING:	The results are weighted to reflect the overall adult population in terms of gender, age, area and deprivation decile.
SAMPLE ERROR:	Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.2%, at the 95% confidence level.

DRINKING AGE

Do you think Parliament should have raised the drinking age to 20 or kept it at 18?

Drinking Age

		Count	Col %
Drinking Age	Raise to 20	605	62%
	Keep it 18	311	32%
	Unsure/Refuse	67	7%
	Total	983	100%

62% of respondents say Parliament should have voted to raise the drinking age to 20.

Drinking Age BY Gender + Age

		Gender		Age			
		Female	Male	18 - 40	41 - 60	61+	Total
		Col %	Col %	Col %	Col %	Col %	Col %
Drinking Age	Raise to 20	62%	61%	54%	63%	69%	62%
	Keep it 18	30%	34%	39%	30%	23%	32%
	Unsure/Refuse	8%	5%	6%	6%	8%	7%
	Total	100%	100%	100%	100%	100%	100%

Drinking Age BY Area

		Area			
		Metro	Provincial	Rural	Total
		Col %	Col %	Col %	Col %
Drinking Age	Raise to 20	61%	64%	59%	62%
	Keep it 18	31%	31%	34%	32%
	Unsure/Refuse	7%	5%	7%	7%
	Total	100%	100%	100%	100%

Drinking Age BY Deprivation

		Deprivation			
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10	Total
		Col %	Col %	Col %	Col %
Drinking Age	Raise to 20	56%	57%	73%	62%
	Keep it 18	36%	36%	21%	32%
	Unsure/Refuse	8%	7%	5%	7%
	Total	100%	100%	100%	100%

Drinking Age BY Party Vote 2011

		Party Vote 2011				
		National	Labour	Others	Not Vote/Unsure	Total
		Col %	Col %	Col %	Col %	Col %
Drinking Age	Raise to 20	59%	66%	59%	64%	62%
	Keep it 18	32%	31%	34%	29%	32%
	Unsure/Refuse	9%	3%	7%	7%	7%
	Total	100%	100%	100%	100%	100%

WEIGHTED DEMOGRAPHICS

The results have been weighted to reflect the adult gender, age, area and deprivation distribution.

Gender

		Count	Col %
Gender	Female	548	55%
	Male	453	45%
	Total	1001	100%

Age

		Count	Col %
Age	18 - 40	375	37%
	41 - 60	368	37%
	61+	259	26%
	Total	1001	100%

Area

		Count	Col %
Area	Metro	515	51%
	Provincial	273	27%
	Rural	213	21%
	Total	1001	100%

Metro is defined as Auckland, Wellington and Christchurch. Provincial is all other cities in New Zealand. Rural areas are all areas not Metro or Provincial.

Deprivation

		Count	Col %
Deprivation	Deciles 1 - 3	307	31%
	Deciles 4 - 7	395	39%
	Deciles 8 - 10	299	30%
	Total	1001	100%

Party Vote 2011

		Count	Col %
Party Vote 2011	National	400	40%
	Labour	266	27%
	Others	167	17%
	Not Vote/Unsure	168	17%
	Total	1001	100%

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