

UMR Omnibus Results

August 2009

New Zealanders' Opinions On Moral Issues



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- Results in this report are based upon questions asked in the UMR Research nationwide omnibus survey. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.
- Fieldwork was conducted from the 30th July to 2nd August 2009 at UMR Research's national interview facility in Auckland.
- The margin of error for sample size of 750 for a 50% figure at the '95% confidence level' is $\pm 3.6\%$.

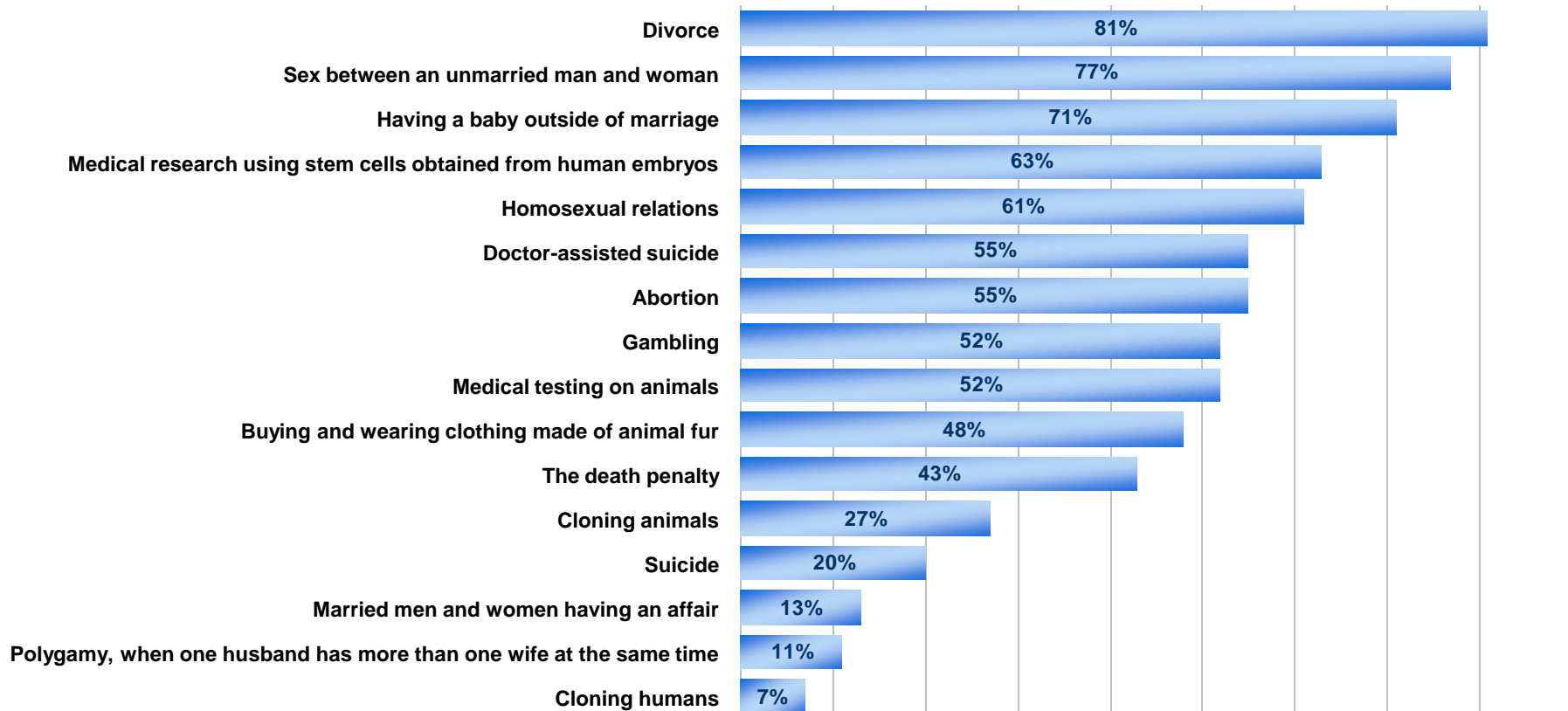
- UMR tested New Zealanders' attitudes to a number of moral issues. More than two thirds of New Zealanders regard the following issues as morally acceptable:
 - Divorce (81% say this is acceptable).
 - Sex between an unmarried man and woman (77% acceptable).
 - Having a baby outside marriage (71% acceptable).
- Although men are more accepting of sex outside of marriage, women are more accepting of divorce.
 - 79% of men and 75% of women believe that sex between unmarried heterosexual partners is acceptable.
 - 78% of men and 83% of women think that divorce is acceptable.
- Polygamy and married people having affairs are however clearly seen as unacceptable.
 - 85% see polygamy as morally wrong, including 79% of men and 91% of women.
 - 83% believe married partners having heterosexual affairs is morally wrong, including 77% of men and 89% of women.
- 61% believe that homosexual relations are morally acceptable.
 - There is a significant gender split on this issue, with homosexual relations seen as morally acceptable by 69% of women but only 53% of men.
 - 71% of those under 44 years old see homosexual relations as morally acceptable, compared with only 41% of those aged 60 years or older.

- Although a majority accept stem cell research using human embryos, there is little support for human cloning.
 - 63% think that stem cell research is acceptable, including 69% of men and 57% of women.
 - Just 7% believe human cloning is acceptable, including 11% of men and just 4% of women.
- 55% of New Zealanders believe that abortion is morally acceptable while 34% feel it is morally wrong.
 - The gender difference on this issue is not statistically significant (54% of men and 56% of women say abortion is morally acceptable).
- 43% say that the death penalty is morally acceptable, while 50% think that it is morally wrong.
 - Men are again clearly more supportive than women of the death penalty (47% to 39%).

Acceptability Of Moral Issues

I'm going to read you a list of issues. Regardless of whether or not you think it should be legal, for each one, please tell me whether you personally believe that in general it is morally acceptable or morally wrong. How about...?

"Morally acceptable" only

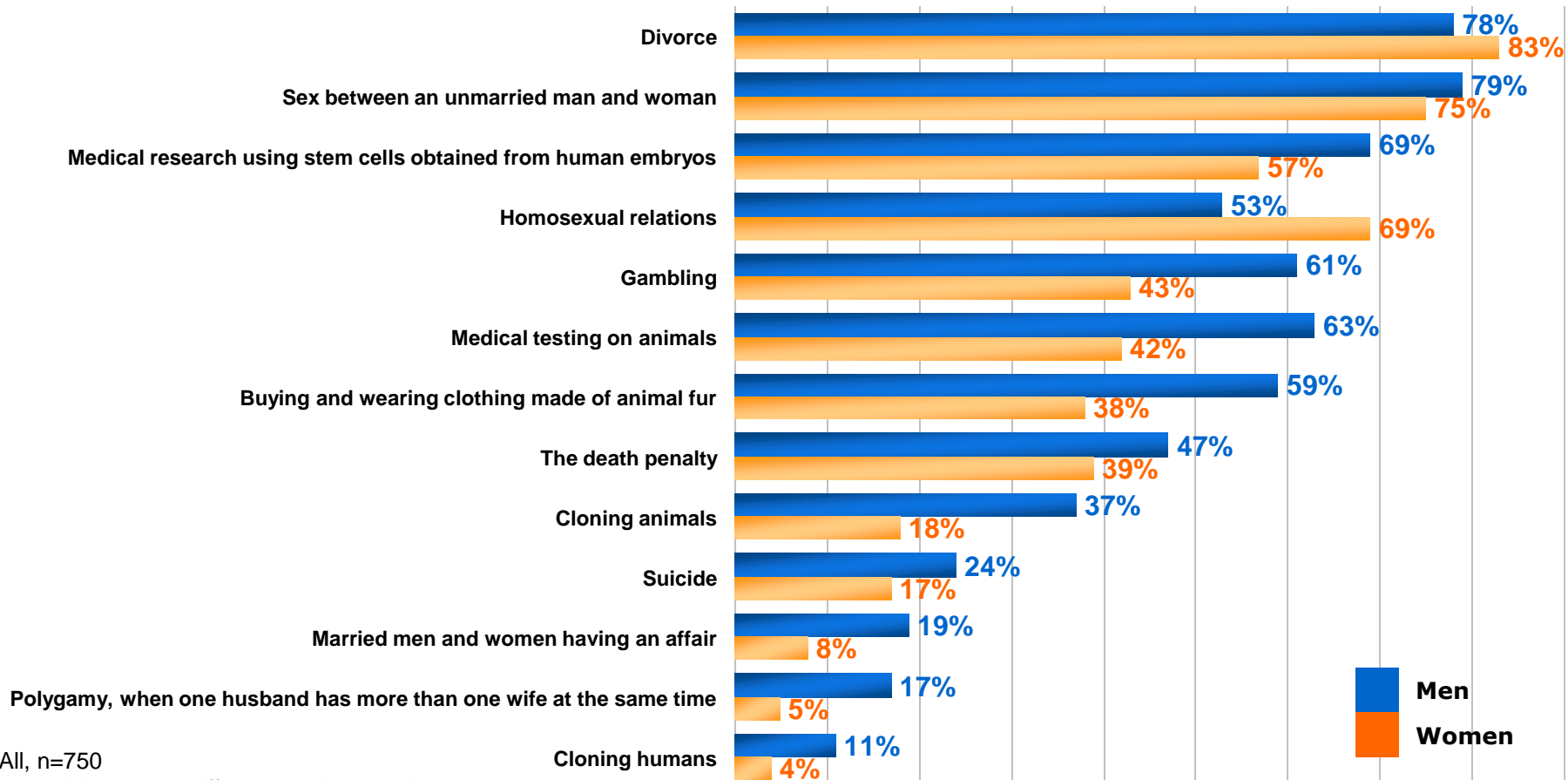


Base: All, n=750

Acceptability Of Moral Issues

- Gender Differences -

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Base: All, n=750

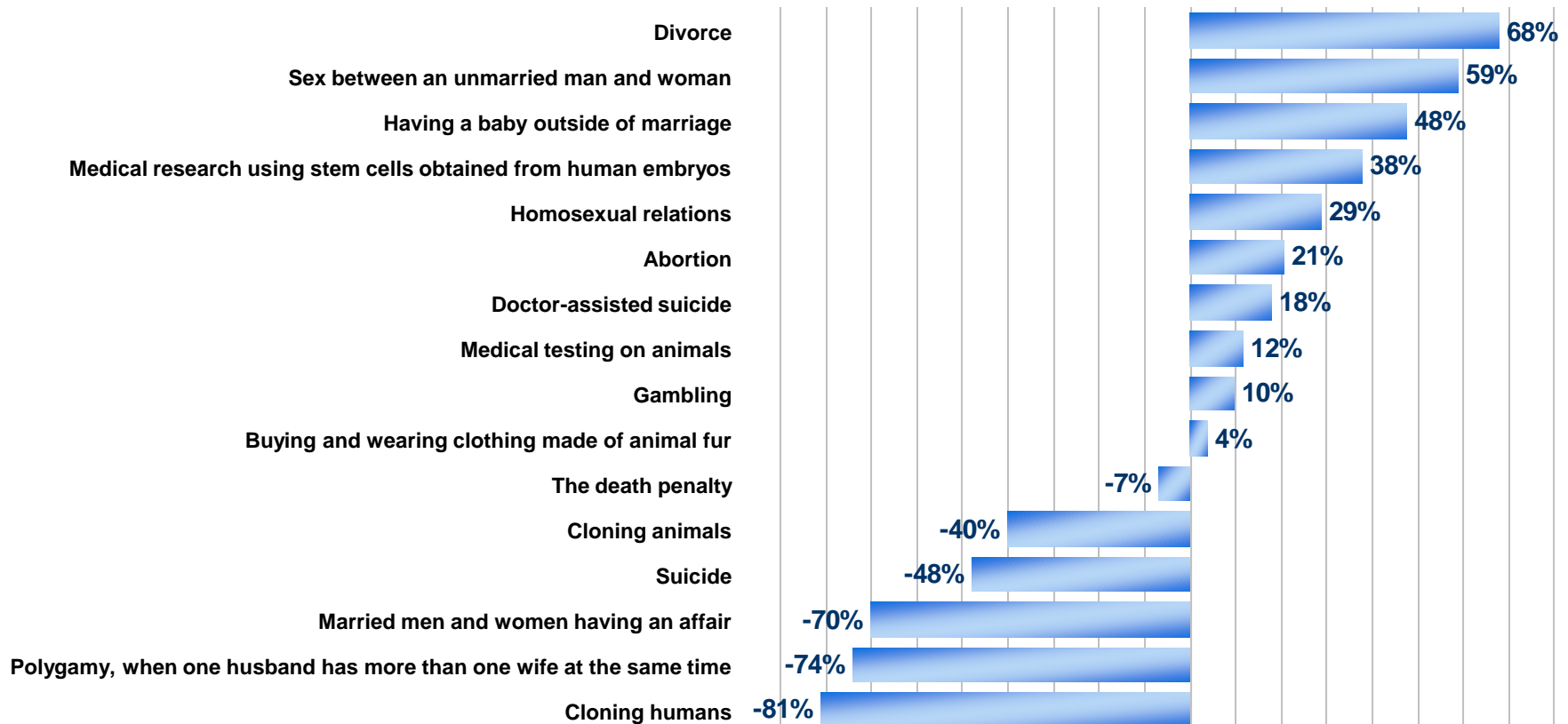
NB: Issues with greatest differences shown only.

Strength Of Opinion

I'm going to read you a list of issues. Regardless of whether or not you think it should be legal, for each one, please tell me whether you personally believe that in general it is morally acceptable or morally wrong. How about...?

"Morally acceptable" less "Morally wrong"

← Net-Wrong Net-Acceptable →



Base: All, n=750