



Banning the Sale of Fireworks in New Zealand

Omnibus Results

[November 2007]



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Methodology

Results in this report are based upon questions asked in the UMR Research nation-wide 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 8th to 13th November 2007 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 $\pm 3.6\%$.

Summary of Findings

■ Overview

- Most adult New Zealanders (63%) support banning firework sales to the general public and only allowing organised public displays of fireworks.
- 48% of females strongly support a ban compared to 32% of males. Conversely, 28% of males strongly opposed a ban compared with 12% of females.
- Support for a ban increases with age. 48% of those under 30 years of age support a ban compared to 78% of those over 60.
- Females also followed the news story about this years' Guy Fawkes celebrations and the call to ban the sale of fireworks more closely than males with 54% following it closely compared to 47% of males.
- The news story was also followed least closely by those under 30 years of age with 35% saying they followed it closely compared to 65% of those over 60 years.

■ Support for the Banning

Most adult New Zealanders (63%) support banning firework sales to the general public and only allowing organised public displays of fireworks.

SUPPORT FOR BANNING THE SALE OF FIREWORKS	
<i>I'm going to read you a list of things New Zealand political parties have talked about doing. For each of them, please tell me whether you strongly support, somewhat support, somewhat oppose or strongly oppose the idea.</i>	
<i>Banning sales of fireworks to the general public, and only allowing organised public displays of fireworks</i>	
	NOV 07 %
Strongly support	40
Somewhat support	23
TOTAL SUPPORT	63
Somewhat oppose	15
Strongly oppose	20
TOTAL OPPOSE	35
Unsure	2
Base: All, n=750	

■ Media profile

About half (51%) of New Zealanders aged 18 years and over followed the news stories about this year's Guy Fawkes celebrations and the call to ban the sale of fireworks closely.

MEDIA FOLLOWING	
<i>Using a scale of 1 to 5 where 1 means very closely and 5 means not closely at all, please tell me how closely you are following or have followed these news stories in the last month. If you do not know enough about it just say so</i>	
<i>This years Guy Fawkes celebrations and the call to ban the sale of fire works</i>	
	NOV 07 %
1 – Very closely	26
2	25
TOTAL FOLLOWED CLOSELY (1+2)	51
3	24
4	13
5 – Not closely at all	11
TOTAL NOT FOLLOWED CLOSELY (4+5)	24
Unsure/ Do not know enough	1
Base: All, n=750	

The news stories about this years' Guy Fawkes celebrations and the call to ban the sale of fireworks was followed closely by significantly fewer people than other news stories this year like the decision from the Christchurch High Court to grant David Bain bail (72%) or the gang-related shooting of a two-year-old in Wanganui (65%) in May.

TOP NEWS STORIES FOR 2007	
<i>Using a scale of 1 to 5 where 1 means very closely and 5 means not closely at all, please tell me how closely you are following or have followed these news stories in the last month. If you do not know enough about it just say so</i>	
	TOTAL FOLLOWED CLOSELY (1+2) %
The three year old Rotorua girl being admitted to Starship Children's Hospital following months of abuse from family members (<i>AUG 07</i>)	75
The decision from the Christchurch High Court to grant David Bain bail (<i>Lt MAY 07</i>)	73
The bill regarding smacking and violence towards children (<i>Lt MAR 07</i>)	72
The death of an Auckland woman, after a Mercury Energy contractor disconnected the power because of an unpaid bill (<i>JUN 07</i>)	72
The death of three year old Nia Glassie following months of abuse from family members (<i>Md AUG 07</i>)	72
Suspended Assistant Police Commissioner Clint Rickards acquitted of kidnapping and indecent assault charges (<i>MAR 07</i>)	70
Team New Zealand winning the Louis Vuitton Cup and the right to challenge for the America's Cup in Valencia (<i>JUN 07</i>)	69
The amendment to the anti-smacking bill (<i>MAY 07</i>)	68
The weather bomb that hit the upper North Island (<i>Lt JUL 07</i>)	68
Sue Bradford's bill regarding violence towards children (<i>APR 07</i>) & (<i>Lt Apr 07</i>)	67
Last weekend's gang-related shooting of a two year old girl in Wanganui (<i>MAY 07</i>)	65
The hunt for a Chinese New Zealander who fled to the United States after his daughter was found abandoned at a Melbourne train station and his wife was found dead (<i>Lt SEP 07</i>)	64
...	
This years Guy Fawkes celebrations and the call to ban the sale of fire works (<i>NOV 07</i>)	51
Base: All, n=750	

SUPPORT FOR POSSIBLE ACTIONS - BANNING SALES OF FIREWORKS TO THE GENERAL PUBLIC

I'm going to read you a list of things New Zealand political parties have talked about doing. For each of them, please tell me whether you strongly support, somewhat support, somewhat oppose or strongly oppose the idea.

Banning sales of fireworks to the general public, and only allowing organised public displays of fireworks

	Base	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure
ALL	750	40%	23%	15%	20%	2%
AREA						
Auckland	256	38%	22%	18%	20%	2%
Provincial	341	43%	20%	14%	21%	2%
Christchurch	79	41%	33%	9%	17%	0%
Wellington	75	33%	30%	20%	14%	3%
RURAL	130	40%	29%	13%	17%	1%
SEX						
Male	359	32%	23%	15%	28%	2%
Female	391	48%	23%	15%	12%	2%
AGE GROUP						
Under 30	157	19%	29%	21%	29%	2%
30-44	225	39%	21%	19%	19%	2%
45-59	196	43%	23%	15%	17%	2%
60 Plus	172	57%	21%	6%	14%	2%
Professionals, Managers	227	38%	25%	17%	18%	2%
Technicians, Associate Professionals	81	30%	20%	21%	25%	4%
Clerks	37	39%	20%	18%	21%	2%
Sales and service workers	56	30%	24%	14%	32%	0%
Blue collar	104	32%	22%	15%	27%	4%
Students	57	26%	26%	27%	21%	0%
Retired	118	63%	21%	6%	9%	1%
Homemaker	42	51%	25%	14%	8%	2%
Not employed	13	61%	16%	8%	15%	0%
Self employed	12	59%	29%	5%	7%	0%
PERSONAL INCOME						
Less than \$15,000	103	46%	22%	16%	14%	2%
\$15,001-25,000	124	43%	31%	8%	17%	1%
\$25,001-30,000	65	51%	22%	7%	20%	0%
\$30,001-40,000	93	38%	18%	16%	23%	5%
\$40,001-50,000	83	40%	18%	16%	26%	0%
\$50,001-70,000	105	31%	25%	19%	24%	1%
More than \$70,000	102	28%	26%	24%	20%	2%
DEPENDENT CHILDREN UNDER 18YRS						
Have them	260	39%	24%	16%	19%	2%
Do not have	490	40%	23%	15%	20%	2%

TOP NEWS STORIES - THIS YEARS GUY FAWKES CELEBRATIONS AND THE CALL TO BAN THE SALE OF FIRE WORKS

Using a scale of 1 to 5 where 1 means very closely and 5 means not closely at all, please tell me how closely you are following or have followed these news stories in the last month. If you do not know enough about it just say so

This years Guy Fawkes celebrations and the call to ban the sale of fire works

	Base	1 Very closely	2	3	4	5 Not closely at all	Do not know enough	Unsure
ALL	750	26%	25%	24%	13%	11%	1%	0%
AREA								
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30-44	225	25%	25%	25%	13%	11%	1%	0%
45-59	196	24%	26%	22%	12%	14%	1%	1%
60 Plus	172	41%	24%	19%	8%	8%	0%	0%
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\$40,001-50,000	83	31%	22%	23%	9%	13%	2%	0%
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More than \$70,000	102	14%	28%	26%	18%	14%	0%	0%
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