

Research New Zealand

Public opinion survey on the importance of parents' role (#3686)

Introduction

This report presents the results of a study (conducted as part of Research New Zealand's November omnibus survey¹) in order to measure the general public's opinion about the importance of parents' role (in raising young children and teenagers).

Results are based on a total sample of n=500, representative of the New Zealand population 15 years plus. Any result quoted on this total sample is subject to a maximum margin of error of +/- 4.4 percent (at the 95 percent confidence level). This means that if we found that 50 percent of the total sample believed parents' role was "very important", we could be confident of getting the same result (within the range 45.6 and 54.4 percent) in 95 of 100 repeat hypothetical surveys.

The survey results have been weighted by age and gender to ensure they are truly representative of the New Zealand population 15 years plus. The weighting parameters were sourced from Statistics New Zealand.

The results have also been analysed by sub-samples of interest, including:

- υ Respondents who identified as parents and grandparents.
- υ Respondents who have attended a parenting class, programme or presentation.
- υ Various demographic variables (e.g. age, gender, household structure, income).

¹ All interviewing was completed by telephone, from our CATI-enabled call centre in downtown Wellington. Interviewing for the November omnibus survey was completed between 13 and 20 November 2007.



Summary

- Not surprisingly, nearly all rate the importance of parents' role in raising young children and teenagers) as "very important".

The importance of parents' role was measured on a five-point scale, from "not very important" to "very important". Ninety-one percent of the total sample rated the role as "very important", the highest possible point on the scale.

- Three-quarters of respondents (75 percent) report that the "other members of my family" believe the role that parents play is "very important" and as such, this is a significantly higher rating than for "the Government" and a number of other groups.

This rating for "other members of (their) family" was significantly higher than for "the Government" (18 percent believed the Government saw the role as "very important"), "society as a whole" (22 percent), "their partner's employer (27 percent) and "their (own) employer" (28 percent)².

- Most people would seek support or advice from "other family members/whānau", if they were responsible for caring for a child or teenager (irrespective of age).

Over one-half (54 percent) would seek support or advice from "other family members/whānau" in the case of a child under five years of age, 42 percent for a child at primary or intermediate school, and 45 percent for a teenager.

One-third (38 percent) would also seek support or advice from "parenting organisations" in relation to a child under five years of age, 43 percent from "school" in relation to child at primary or intermediate school and 26 percent from "school" in relation to a teenager.

"Friends and other parents" are also identified as a source of support or advice.

- Almost one-third of the total sample identified themselves as a parent (31 percent), 17 percent a grandparent and one percent as a caregiver.

The first two groups have been used to analyse the results.

One-half (49 percent) of parents/grandparents report they have attended a parenting class, programme or presentation.

² Note that the latter two results are based on those respondents who's partner is employed and/or those who are employed themselves.



Tabulations

Please note that significant differences in the tabulations are shown as follows:

- ∪ Results in blue indicate a significantly higher figure compared to the total sample.
- ∪ Results in red indicate significantly lower figure compared to the total sample.

Personal importance placed on parents' role

Table 1: Personal importance placed on parents' role (by Parent status)

Q9 Using a scale of 1 to 5, where 1 is 'not at all important' and 5 is 'very important', how important a role would you say parents have?

	Total	Parent	Grandparent
Base =	500	156	109
	%	%	%
Not at all important	0	0	0
Not very important	0	0	0
Somewhat important	2	1	2
Important	6	2	2
Very important	91	96	95
Don't know	1	0	2
Refused	0	1	0
Total	100	100	100

Total may not sum to 100% due to rounding.

**Caution: low base number of respondents-results are indicative only.

Table 2: Personal importance placed on parents' role (by Parenting class participation)

Q9 Using a scale of 1 to 5, where 1 is 'not at all important' and 5 is 'very important', how important a role would you say parents have?

	Total	Attended parenting class	Have not attended a parenting class
Base =	272*	129	143
	%	%	%
Not at all important	0	0	0
Not very important	0	0	0
Somewhat important	1	1	1
Important	2	1	4
Very important	96	95	96
Don't know	1	1	0
Refused	1	1	0
Total	100	100	100

Total may not sum to 100% due to rounding.



*Sub-sample based on those respondents who were parent, grandparent or caregiver of a child up to 17 years of age.

Table 3: Personal importance placed on parents' role (by Age)

Q9 Using a scale of 1 to 5, where 1 is 'not at all important' and 5 is 'very important', how important a role would you say parents have?

	Total	15 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	500	79	82	109	89	141
	%	%	%	%	%	%
Not at all important	0	0	0	0	0	0
Not very important	0	0	0	0	0	1
Somewhat important	2	1	0	1	1	4
Important	6	14	2	5	2	3
Very important	91	81	98	93	97	93
Don't know	1	3	0	0	0	0
Refused	0	1	0	0	0	0
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 4: Personal importance placed on parents' role (by Gender)

Q9 Using a scale of 1 to 5, where 1 is 'not at all important' and 5 is 'very important', how important a role would you say parents have?

	Total	Male	Female
Base =	500	223	277
	%	%	%
Not at all important	0	0	0
Not very important	0	0	0
Somewhat important	2	3	0
Important	6	5	7
Very important	91	91	92
Don't know	1	1	1
Refused	0	1	0
Total	100	100	100

Total may not sum to 100% due to rounding.



Table 5: Personal importance placed on parents' role (by Household structure)

Q9 Using a scale of 1 to 5, where 1 is 'not at all important' and 5 is 'very important', how important a role would you say parents have?

	Total	With youngest child 15 years and under	With youngest child over 15 years	Other
Base =	500	146	71	283
	%	%	%	%
Not at all important	0	0	0	0
Not very important	0	0	0	0
Somewhat important	2	1	2	2
Important	6	7	5	6
Very important	91	91	93	91
Don't know	1	1	0	1
Refused	0	1	0	0
Total	100	100	100	100

Total may not sum to 100% due to rounding.

Table 6: Personal importance placed on parents' role (by Household income)

Q9 Using a scale of 1 to 5, where 1 is 'not at all important' and 5 is 'very important', how important a role would you say parents have?

	Total	Under \$30,000	\$30,000 - \$59,999	\$60,000 plus	Don't know/refused
Base =	500	129	133	193	45
	%	%	%	%	%
Not at all important	0	0	0	0	0
Not very important	0	0	0	0	2
Somewhat important	2	2	2	0	2
Important	6	6	10	4	0
Very important	91	92	86	94	96
Don't know	1	0	1	1	0
Refused	0	0	0	1	0
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.



Importance placed on parents' role by others

Table 7: Importance placed on parents' role by the Government (by Parent status)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ...The Government?

	Total	Parent	Grandparent
Base =	500	156	109
	%	%	%
Not at all important	8	10	11
Not very important	17	17	19
Somewhat important	31	37	24
Important	24	21	19
Very Important	18	12	25
Don't know	3	3	3
Total	100	100	100

Total may not sum to 100% due to rounding.

**Caution: low base number of respondents-results are indicative only.

Table 8: Importance placed on parents' role by the Government (by Parenting class participation)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ...The Government?

	Total	Attended parenting class	Have not attended a parenting class
Base =	272*	129	143
	%	%	%
Not at all important	10	12	8
Not very important	17	14	20
Somewhat important	32	36	28
Important	21	18	24
Very Important	17	18	17
Don't know	3	3	4
Total	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who were parent, grandparent or caregiver of a child up to 17 years of age.



Table 9: Importance placed on parents' role by the Government (by Age)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ...The Government?

	Total	15 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	500	79	82	109	89	141
	%	%	%	%	%	%
Not at all important	8	3	11	8	10	10
Not very important	17	21	14	15	16	17
Somewhat important	31	32	22	44	33	23
Important	24	24	30	21	17	25
Very Important	18	18	22	10	23	19
Don't know	3	3	1	2	2	6
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 10: Importance placed on parents' role by the Government (by Gender)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ...The Government?

	Total	Male	Female
Base =	500	223	277
	%	%	%
Not at all important	8	8	8
Not very important	17	18	16
Somewhat important	31	28	33
Important	24	22	25
Very Important	18	22	15
Don't know	3	2	4
Total	100	100	100

Total may not sum to 100% due to rounding.



Table 11: Importance placed on parents' role by the Government (by Household structure)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ...The Government?

	Total	With youngest child 15 years and under	With youngest child over 15 years	Other
Base =	500	146	71	283
	%	%	%	%
Not at all important	8	9	2	9
Not very important	17	18	17	16
Somewhat important	31	36	40	25
Important	24	21	20	26
Very Important	18	13	19	21
Don't know	3	2	0	4
Total	100	100	100	100

Total may not sum to 100% due to rounding.

Table 12: Importance placed on parents' role by the Government (by Household income)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ...The Government?

	Total	Under \$30,000	\$30,000 - \$59,999	\$60,000 plus	Don't know/refused
Base =	500	129	133	193	45
	%	%	%	%	%
Not at all important	8	12	7	5	11
Not very important	17	22	8	20	15
Somewhat important	31	29	32	31	28
Important	24	18	28	27	11
Very Important	18	17	22	15	29
Don't know	3	2	4	2	6
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.



Table 13: Importance placed on parents' role by their family (by Parent status)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your family?

	Total	Parent	Grandparent
Base =	495*	156	107
	%	%	%
Not at all important	0	1	0
Not very important	0	0	0
Somewhat important	5	3	1
Important	18	19	12
Very Important	75	76	86
Don't know	1	1	1
Total	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.

**Caution: low base number of respondents-results are indicative only.

Table 14: Importance placed on parents' role by their family (by Parenting class participation)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your family?

	Total	Attended parenting class	Have not attended a parenting class
Base =	270*	129	141
	%	%	%
Not at all important	0	0	1
Not very important	0	0	1
Somewhat important	2	0	4
Important	16	19	13
Very Important	80	79	81
Don't know	1	1	1
Total	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable, and who were a parent, grandparent or caregiver of a child up to 17 years of age.



Table 15: Importance placed on parents' role by their family (by Age)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your family?

	Total	15 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	495*	78	82	109	89	137
	%	%	%	%	%	%
Not at all important	0	0	0	0	1	0
Not very important	0	0	0	1	0	0
Somewhat important	5	9	2	6	2	4
Important	18	26	16	18	16	13
Very Important	75	64	82	75	80	81
Don't know	1	1	0	0	0	2
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.

Table 16: Importance placed on parents' role by their family (by Gender)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your family?

	Total	Male	Female
Base =	495*	222	273
	%	%	%
Not at all important	0	0	0
Not very important	0	0	0
Somewhat important	5	6	4
Important	18	20	16
Very Important	75	71	79
Don't know	1	1	0
Total	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.



Table 17: Importance placed on parents' role by their family (by Household structure)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your family?

	Total	With youngest child 15 years and under	With youngest child over 15 years	Other
Base =	495*	146	71	278
	%	%	%	%
Not at all important	0	1	0	0
Not very important	0	0	0	0
Somewhat important	5	2	6	6
Important	18	22	22	15
Very Important	75	74	72	77
Don't know	1	1	0	1
Total	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.

Table 18: Importance placed on parents' role by their family (by Household income)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your family?

	Total	Under \$30,000	\$30,000 - \$59,999	\$60,000 plus	Don't know/refused
Base =	495*	127	132	193	43
	%	%	%	%	%
Not at all important	0	0	0	0	0
Not very important	0	0	0	0	3
Somewhat important	5	8	3	5	4
Important	18	17	24	18	9
Very Important	75	75	74	76	81
Don't know	1	1	0	1	4
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.



Table 19: Importance placed on parents' role by their employer (by Parent status)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your employer?

	Total	Parent	Grandparent
Base =	333*	121	45
	%	%	%
Not at all important	6	4	8
Not very important	9	8	13
Somewhat important	25	24	23
Important	28	27	22
Very Important	28	33	25
Don't know	3	4	9
Total	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.

**Caution: low base number of respondents-results are indicative only.

Table 20: Importance placed on parents' role by their employer (by Parenting class participation)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your employer?

	Total	Attended parenting class	Have not attended a parenting class
Base =	171*	84	87
	%	%	%
Not at all important	5	6	3
Not very important	9	8	10
Somewhat important	24	20	28
Important	27	32	22
Very Important	30	30	30
Don't know	5	3	7
Total	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable, and who were a parent, grandparent or caregiver of a child up to 17 years of age.



Table 21: Importance placed on parents' role by their employer (by Age)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your employer?

	Total	15 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	333*	59	67	88	68	51
	%	%	%	%	%	%
Not at all important	6	7	3	9	2	14
Not very important	9	10	6	5	16	8
Somewhat important	25	24	30	30	21	18
Important	28	30	28	29	26	25
Very Important	28	26	33	25	32	26
Don't know	3	3	0	3	3	10
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.

Table 22: Importance placed on parents' role by their employer (by Gender)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your employer?

	Total	Male	Female
Base =	333*	143	190
	%	%	%
Not at all important	6	7	5
Not very important	9	9	8
Somewhat important	25	25	26
Important	28	27	29
Very Important	28	27	29
Don't know	3	4	2
Total	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.



Table 23: Importance placed on parents' role by their employer (by Household structure)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your employer?

	Total	With youngest child 15 years and under	With youngest child over 15 years	Other
Base =	333*	110	51	172
	%	%	%	%
Not at all important	6	3	3	9
Not very important	9	8	8	9
Somewhat important	25	26	22	26
Important	28	30	24	29
Very Important	28	29	41	24
Don't know	3	4	2	3
Total	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.

Table 24: Importance placed on parents' role by their employer (by Household income)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your employer?

	Total	Under \$30,000	\$30,000 - \$59,999	\$60,000 plus	Don't know/refused
Base =	333*	76	95	144	18**
	%	%	%	%	%
Not at all important	6	10	7	3	10
Not very important	9	11	12	5	12
Somewhat important	25	25	25	26	19
Important	28	22	27	33	24
Very Important	28	30	26	28	31
Don't know	3	2	3	4	4
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.

**Caution: low base number of respondents-results are indicative only.



Table 25: Importance placed on parents' role by their partner's employer (by Parent status)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your partner's employer?

	Total	Parent	Grandparent
Base =	283*	112	42
	%	%	%
Not at all important	10	6	9
Not very important	8	10	5
Somewhat important	22	21	21
Important	24	21	20
Very Important	27	36	36
Don't know	9	6	9
Total	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.

**Caution: low base number of respondents-results are indicative only.

Table 26: Importance placed on parents' role by their partner's employer (by Parenting class participation)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your partner's employer?

	Total	Attended parenting class	Have not attended a parenting class
Base =	157*	85	72
	%	%	%
Not at all important	7	11	3
Not very important	9	6	11
Somewhat important	21	19	24
Important	21	19	24
Very Important	35	40	30
Don't know	6	4	8
Total	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable, and who were a parent, grandparent or caregiver of a child up to 17 years of age.



Table 27: Importance placed on parents' role by their partner's employer (by Age)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your partner's employer?

	Total	15 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	283*	47	62	71	59	44
	%	%	%	%	%	%
Not at all important	10	15	5	14	5	9
Not very important	8	11	8	8	8	0
Somewhat important	22	17	24	27	20	23
Important	24	28	24	19	20	30
Very Important	27	19	34	26	34	25
Don't know	9	11	5	6	12	14
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.

Table 28: Importance placed on parents' role by their partner's employer (by Gender)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your partner's employer?

	Total	Male	Female
Base =	283*	127	156
	%	%	%
Not at all important	10	9	10
Not very important	8	7	9
Somewhat important	22	19	25
Important	24	22	25
Very Important	27	30	25
Don't know	9	12	6
Total	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.



Table 29: Importance placed on parents' role by their partner's employer (by Household structure)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your partner's employer?

	Total	With youngest child 15 years and under	With youngest child over 15 years	Other
Base =	283*	103	40	140
	%	%	%	%
Not at all important	10	8	7	12
Not very important	8	11	13	4
Somewhat important	22	19	27	23
Important	24	24	18	25
Very Important	27	32	32	23
Don't know	9	6	2	13
Total	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.

Table 30: Importance placed on parents' role by their partner's employer (by Household income)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ... Your partner's employer?

	Total	Under \$30,000	\$30,000 - \$59,999	\$60,000 plus	Don't know/refused
Base =	283*	56	70	138	19**
	%	%	%	%	%
Not at all important	10	18	8	7	13
Not very important	8	9	13	6	0
Somewhat important	22	30	21	19	19
Important	24	20	20	29	14
Very Important	27	15	31	30	34
Don't know	9	9	7	9	20
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who reported that the question was applicable.

**Caution: low base number of respondents-results are indicative only.



Table 31: Importance placed on parents' role by society (by Parent status)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ...Society as a whole?

	Total	Parent	Grandparent
Base =	500	156	109
	%	%	%
Not at all important	3	1	6
Not very important	8	6	8
Somewhat important	33	39	26
Important	30	31	26
Very Important	22	17	28
Don't know	4	6	6
Total	100	100	100

Total may not sum to 100% due to rounding.

**Caution: low base number of respondents-results are indicative only.

Table 32: Importance placed on parents' role by society (by Parenting class participation)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ...Society as a whole?

	Total	Attended parenting class	Have not attended a parenting class
Base =	272*	129	143
	%	%	%
Not at all important	3	2	4
Not very important	7	7	7
Somewhat important	34	38	29
Important	30	29	30
Very Important	21	19	24
Don't know	6	6	6
Total	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who were parent, grandparent or caregiver of a child up to 17 years of age.



Table 33: Importance placed on parents' role by society (by Age)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ...Society as a whole?

	Total	15 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	500	79	82	109	89	141
	%	%	%	%	%	%
Not at all important	3	0	2	1	3	8
Not very important	8	10	6	9	4	8
Somewhat important	33	28	28	41	46	26
Important	30	35	33	31	16	30
Very Important	22	22	26	16	28	22
Don't know	4	5	5	2	2	6
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 34: Importance placed on parents' role by society (by Gender)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ...Society as a whole?

	Total	Male	Female
Base =	500	223	277
	%	%	%
Not at all important	3	3	3
Not very important	8	7	8
Somewhat important	33	29	36
Important	30	30	30
Very Important	22	26	19
Don't know	4	5	4
Total	100	100	100

Total may not sum to 100% due to rounding.



Table 35: Importance placed on parents' role by society (by Household structure)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ...Society as a whole?

	Total	With youngest child 15 years and under	With youngest child over 15 years	Other
Base =	500	146	71	283
	%	%	%	%
Not at all important	3	1	7	3
Not very important	8	10	1	8
Somewhat important	33	37	39	28
Important	30	30	30	30
Very Important	22	16	20	26
Don't know	4	6	2	4
Total	100	100	100	100

Total may not sum to 100% due to rounding.

Table 36: Importance placed on parents' role by society (by Household income)

Q10 And using the same scale, what importance do you feel the following people place on the role of parents ...Society as a whole?

	Total	Under \$30,000	\$30,000 - \$59,999	\$60,000 plus	Don't know/refused
Base =	500	129	133	193	45
	%	%	%	%	%
Not at all important	3	2	2	3	4
Not very important	8	8	7	9	7
Somewhat important	33	32	27	35	43
Important	30	32	31	30	20
Very Important	22	21	30	18	21
Don't know	4	5	3	5	5
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.



Sources of support or advice – children under 5

Table 37: Sources of support or advice for children under 5 (by Parent status)

Q11 If you had, or were responsible for caring for a child aged under 5, who would you go to, or where would you look for support or advice on parenting?

	Base =	Total	Parent	Grandparent
		500	156	109
		%	%	%
Friends/other parents		19	19	10
Family/whanau		56	60	40
The internet		6	7	2
Parenting organisations (such as plunket)		38	48	36
A parenting class or presentation		2	3	3
TV/Radio		1	3	1
A telephone helpline		2	4	0
School/ECE service		7	7	8
GP/Health professionals		12	12	17
Books/magazines/pamphlets		5	5	2
Church		3	4	4
Social services/counsellors		2	1	3
Other		5	3	7
Nowhere in particular		5	2	11
Don't know		6	2	13

Note: Total may exceed 100% because of multiple response.

**Caution: low base number of respondents-results are indicative only.



Table 38: Sources of support or advice for children under 5 (by Parenting class participation)

Q11 If you had, or were responsible for caring for a child aged under 5, who would you go to, or where would you look for support or advice on parenting?

	Base =	Total 272* %	Attended parenting class 129 %	Have not attended a parenting class 143 %
Friends/other parents		16	15	16
Family/whanau		53	51	55
The internet		5	7	4
Parenting organisations (such as plunket)		43	53	34
A parenting class or presentation		3	3	2
TV/Radio		2	2	2
A telephone helpline		3	4	1
School/ECE service		7	11	4
GP/Health professionals		14	21	7
Books/magazines/pamphlets		4	4	4
Church		4	4	4
Social services/counsellors		1	2	1
Other		5	6	3
Nowhere in particular		5	2	8
Don't know		6	4	8

Note: Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents who were parent, grandparent or caregiver of a child up to 17 years of age.



Table 39: Sources of support or advice for children under 5 (by Age)

Q11 If you had, or were responsible for caring for a child aged under 5, who would you go to, or where would you look for support or advice on parenting?

	Base =	Total	15 to 29	30 to 39	40 to 49	50 to 59	60+
		500	79	82	109	89	141
		%	%	%	%	%	%
Friends/other parents		19	27	24	20	9	11
Family/whanau		56	73	67	52	46	38
The internet		6	9	10	8	3	1
Parenting organisations (such as plunket)		38	30	44	47	46	30
A parenting class or presentation		2	1	1	4	4	1
TV/Radio		1	1	0	2	2	1
A telephone helpline		2	0	5	5	0	1
School/ECE service		7	5	10	8	7	5
GP/Health professionals		12	6	11	17	17	13
Books/magazines/pamphlets		5	6	10	5	4	1
Church		3	3	1	7	3	3
Social services/counsellors		2	1	2	2	1	2
Other		5	2	6	4	3	10
Nowhere in particular		5	0	1	2	9	13
Don't know		6	4	5	1	9	10

Note: Total may exceed 100% because of multiple response.

Table 40: Sources of support or advice for children under 5 (by Gender)

Q11 If you had, or were responsible for caring for a child aged under 5, who would you go to, or where would you look for support or advice on parenting?

	Base =	Total	Male	Female
		500	223	277
		%	%	%
Friends/other parents		19	19	19
Family/whanau		56	58	55
The internet		6	7	6
Parenting organisations (such as plunket)		38	29	47
A parenting class or presentation		2	2	3
TV/Radio		1	0	2
A telephone helpline		2	2	2
School/ECE service		7	6	7
GP/Health professionals		12	10	15
Books/magazines/pamphlets		5	5	6
Church		3	4	3
Social services/counsellors		2	2	2
Other		5	3	7
Nowhere in particular		5	6	4
Don't know		6	8	4

Note: Total may exceed 100% because of multiple response.



Table 41: Sources of support or advice for children under 5 (by Household structure)

Q11 If you had, or were responsible for caring for a child aged under 5, who would you go to, or where would you look for support or advice on parenting?

	Base =	Total	With youngest child 15 years and under	With youngest child over 15 years	Other
		%	%	%	%
Friends/other parents		19	20	17	19
Family/whanau		56	62	48	56
The internet		6	6	5	7
Parenting organisations (such as plunket)		38	51	43	30
A parenting class or presentation		2	2	5	2
TV/Radio		1	1	1	1
A telephone helpline		2	5	0	1
School/ECE service		7	6	6	7
GP/Health professionals		12	9	19	12
Books/magazines/pamphlets		5	6	4	5
Church		3	3	0	4
Social services/counsellors		2	1	1	2
Other		5	4	0	7
Nowhere in particular		5	1	8	6
Don't know		6	2	8	7

Note: Total may exceed 100% because of multiple response.



Table 42: Sources of support or advice for children under 5 (by Household income)

Q11 If you had, or were responsible for caring for a child aged under 5, who would you go to, or where would you look for support or advice on parenting?

	Base =	Total	Under \$30,000	\$30,000 - \$59,999	\$60,000 plus	Don't know/refused
		500	129	133	193	45
	%	%	%	%	%	%
Friends/other parents		19	23	19	17	12
Family/whanau		56	54	53	62	48
The internet		6	2	7	10	0
Parenting organisations (such as plunket)		38	30	38	47	26
A parenting class or presentation		2	3	3	2	0
TV/Radio		1	2	0	1	2
A telephone helpline		2	1	1	3	2
School/ECE service		7	6	6	8	4
GP/Health professionals		12	12	11	12	15
Books/magazines/pamphlets		5	4	5	6	6
Church		3	5	4	2	3
Social services/counsellors		2	2	2	1	4
Other		5	5	8	3	8
Nowhere in particular		5	2	7	4	10
Don't know		6	6	7	4	9

Note: Total may exceed 100% because of multiple response.



Sources of support or advice – primary & intermediate children

Table 43: Sources of support or advice for primary & intermediate children (by Parent status)

Q12 And where or who would you go to if the child was at primary or intermediate school?

	Total	Parent	Grandparent
Base =	500	156	109
	%	%	%
Friends/other parents	24	24	10
Family/whanau	42	48	25
The internet	4	4	2
Parenting organisations (such as plunket)	6	6	4
A parenting class or presentation	2	3	2
TV/Radio	0	1	0
A telephone helpline	1	1	1
School/ECE service	43	41	51
GP/Health professionals	11	13	15
Books/magazines/pamphlets	5	7	2
Church	3	2	4
Social services/counsellors	2	2	4
Other	5	6	7
Nowhere in particular	4	1	7
Don't know	9	8	11

Note: Total may exceed 100% because of multiple response.

**Caution: low base number of respondents-results are indicative only.



Table 44: Sources of support or advice for primary & intermediate children (by Parenting class participation)

Q12 And where or who would you go to if the child was at primary or intermediate school?

	Base =	Total 272* %	Attended parenting class 129 %	Have not attended a parenting class 143 %
Friends/other parents		20	21	19
Family/whanau		40	40	41
The internet		4	5	3
Parenting organisations (such as plunket)		5	7	3
A parenting class or presentation		2	3	2
TV/Radio		0	0	1
A telephone helpline		1	1	1
School/ECE service		44	47	41
GP/Health professionals		14	20	9
Books/magazines/pamphlets		5	6	4
Church		3	4	2
Social services/counsellors		3	3	2
Other		7	3	11
Nowhere in particular		3	3	3
Don't know		9	8	10

Note: Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents who were parent, grandparent or caregiver of a child up to 17 years of age.

Table 45: Sources of support or advice for primary & intermediate children (by Age)

Q12 And where or who would you go to if the child was at primary or intermediate school?

	Base =	Total 500 %	15 to 29 79 %	30 to 39 82 %	40 to 49 109 %	50 to 59 89 %	60+ 141 %
Friends/other parents		24	34	27	26	18	11
Family/whanau		42	57	46	50	32	22
The internet		4	5	5	4	5	1
Parenting organisations (such as plunket)		6	4	7	10	7	3
A parenting class or presentation		2	3	0	5	3	1
TV/Radio		0	0	1	0	1	0
A telephone helpline		1	1	4	0	2	0
School/ECE service		43	33	49	42	38	55
GP/Health professionals		11	4	10	15	17	11
Books/magazines/pamphlets		5	5	11	2	6	1
Church		3	1	1	5	3	3
Social services/counsellors		2	3	1	3	3	2
Other		5	1	9	4	6	6
Nowhere in particular		4	0	1	0	9	9
Don't know		9	9	9	7	13	10

Note: Total may exceed 100% because of multiple response.



Table 46: Sources of support or advice for primary & intermediate children (by Gender)

Q12 And where or who would you go to if the child was at primary or intermediate school?

	Base =	Total	Male	Female
		500	223	277
		%	%	%
Friends/other parents		24	24	23
Family/whanau		42	44	41
The internet		4	5	3
Parenting organisations (such as plunket)		6	6	6
A parenting class or presentation		2	2	3
TV/Radio		0	0	0
A telephone helpline		1	2	1
School/ECE service		43	42	45
GP/Health professionals		11	7	14
Books/magazines/pamphlets		5	5	5
Church		3	3	2
Social services/counsellors		2	1	3
Other		5	3	7
Nowhere in particular		4	5	2
Don't know		9	10	9

Note: Total may exceed 100% because of multiple response.

Table 47: Sources of support or advice for primary & intermediate children (by Household structure)

Q12 And where or who would you go to if the child was at primary or intermediate school?

	Base =	Total	With youngest child 15 years and under	With youngest child over 15 years	Other
		500	146	71	283
		%	%	%	%
Friends/other parents		24	24	27	23
Family/whanau		42	51	40	38
The internet		4	4	6	3
Parenting organisations (such as plunket)		6	6	6	5
A parenting class or presentation		2	2	5	1
TV/Radio		0	1	0	0
A telephone helpline		1	1	0	2
School/ECE service		43	41	35	47
GP/Health professionals		11	10	12	10
Books/magazines/pamphlets		5	6	5	5
Church		3	2	0	3
Social services/counsellors		2	3	2	2
Other		5	6	5	4
Nowhere in particular		4	1	7	4
Don't know		9	7	8	11

Note: Total may exceed 100% because of multiple response.



Table 48: Sources of support or advice for primary & intermediate children (by Household income)

Q12 And where or who would you go to if the child was at primary or intermediate school?

	Base =	Total	Under \$30,000	\$30,000 - \$59,999	\$60,000 plus	Don't know/refused
		500	129	133	193	45
	%	%	%	%	%	%
Friends/other parents		24	25	19	28	14
Family/whanau		42	42	41	46	31
The internet		4	4	1	7	0
Parenting organisations (such as plunket)		6	4	6	7	7
A parenting class or presentation		2	2	3	2	0
TV/Radio		0	0	1	0	0
A telephone helpline		1	1	0	2	0
School/ECE service		43	44	45	40	49
GP/Health professionals		11	8	11	12	11
Books/magazines/pamphlets		5	3	6	7	0
Church		3	3	4	2	3
Social services/counsellors		2	2	3	2	2
Other		5	4	3	6	12
Nowhere in particular		4	3	2	4	10
Don't know		9	5	10	12	9

Note: Total may exceed 100% because of multiple response.



Sources of support or advice – teenagers

Table 49: Sources of support or advice for teenagers (by Parent status)

Q13 And if they were a teenager?

	Base =	Total	Parent	Grandparent
	500	156	109	
	%	%	%	%
Friends/other parents		24	30	14
Family/whanau		45	50	29
The internet		4	3	1
Parenting organisations (such as plunket)		3	6	6
A parenting class or presentation		3	3	0
TV/Radio		0	1	0
A telephone helpline		3	2	1
School/ECE service		26	25	28
GP/Health professionals		9	10	11
Books/magazines/pamphlets		4	6	2
Church		4	4	7
Social services/counsellors		7	6	10
Other		10	3	18
Nowhere in particular		4	1	9
Don't know		12	13	11

Note: Total may exceed 100% because of multiple response.

**Caution: low base number of respondents-results are indicative only.



Table 50: Sources of support or advice for teenagers (by Parenting class participation)

Q13 And if they were a teenager?

	Base =	Total 272* %	Attended parenting class 129 %	Have not attended a parenting class 143 %
Friends/other parents		24	27	22
Family/whanau		43	42	43
The internet		3	3	3
Parenting organisations (such as plunket)		6	10	2
A parenting class or presentation		2	4	0
TV/Radio		0	1	0
A telephone helpline		2	3	1
School/ECE service		26	31	21
GP/Health professionals		11	14	8
Books/magazines/pamphlets		5	8	2
Church		5	7	4
Social services/counsellors		8	9	6
Other		9	10	8
Nowhere in particular		4	2	5
Don't know		12	7	16

Note: Total may exceed 100% because of multiple response.

*Sub-sample based on those respondents who were parent, grandparent or caregiver of a child up to 17 years of age.

Table 51: Sources of support or advice for teenagers (by Age)

Q13 And if they were a teenager?

	Base =	Total 500 %	15 to 29 79 %	30 to 39 82 %	40 to 49 109 %	50 to 59 89 %	60+ 141 %
Friends/other parents		24	24	36	23	25	12
Family/whanau		45	53	56	51	33	28
The internet		4	5	5	5	3	0
Parenting organisations (such as plunket)		3	0	7	4	6	2
A parenting class or presentation		3	1	4	3	8	0
TV/Radio		0	0	1	0	0	0
A telephone helpline		3	5	3	5	1	0
School/ECE service		26	17	28	30	32	27
GP/Health professionals		9	6	10	11	11	11
Books/magazines/pamphlets		4	6	6	4	5	1
Church		4	4	0	8	2	7
Social services/counsellors		7	4	8	7	9	8
Other		10	13	1	5	10	17
Nowhere in particular		4	0	1	1	8	11
Don't know		12	14	14	8	10	14

Note: Total may exceed 100% because of multiple response.



Table 52: Sources of support or advice for teenagers (by Gender)

Q13 And if they were a teenager?

	Base =	Total	Male	Female
		500	223	277
		%	%	%
Friends/other parents		24	21	26
Family/whanau		45	45	45
The internet		4	4	4
Parenting organisations (such as plunket)		3	2	5
A parenting class or presentation		3	4	2
TV/Radio		0	0	0
A telephone helpline		3	2	4
School/ECE service		26	19	33
GP/Health professionals		9	6	13
Books/magazines/pamphlets		4	3	6
Church		4	5	4
Social services/counsellors		7	4	10
Other		10	11	9
Nowhere in particular		4	5	3
Don't know		12	14	10

Note: Total may exceed 100% because of multiple response.

Table 53: Sources of support or advice for teenagers (by Household structure)

Q13 And if they were a teenager?

	Base =	Total	With youngest child 15 years and under	With youngest child over 15 years	Other
		500	146	71	283
		%	%	%	%
Friends/other parents		24	32	23	19
Family/whanau		45	54	38	41
The internet		4	3	6	4
Parenting organisations (such as plunket)		3	7	2	2
A parenting class or presentation		3	3	4	3
TV/Radio		0	1	0	0
A telephone helpline		3	2	2	3
School/ECE service		26	24	23	28
GP/Health professionals		9	9	10	10
Books/magazines/pamphlets		4	5	6	4
Church		4	4	3	5
Social services/counsellors		7	6	6	8
Other		10	2	13	13
Nowhere in particular		4	1	5	5
Don't know		12	13	9	12

Note: Total may exceed 100% because of multiple response.



Table 54: Sources of support or advice for teenagers (by Household income)

Q13 And if they were a teenager?

	Base =	Total	Under \$30,000	\$30,000 - \$59,999	\$60,000 plus	Don't know/refused
		500	129	133	193	45
	%	%	%	%	%	%
Friends/other parents		24	25	21	27	9
Family/whanau		45	47	43	48	27
The internet		4	2	4	6	0
Parenting organisations (such as plunket)		3	2	5	4	2
A parenting class or presentation		3	3	2	3	4
TV/Radio		0	0	0	1	0
A telephone helpline		3	6	1	3	0
School/ECE service		26	24	27	28	21
GP/Health professionals		9	8	10	9	14
Books/magazines/pamphlets		4	5	4	5	0
Church		4	6	4	3	5
Social services/counsellors		7	7	6	8	2
Other		10	11	7	8	21
Nowhere in particular		4	3	3	4	10
Don't know		12	6	17	13	13

Note: Total may exceed 100% because of multiple response.



Attended a parenting class, programme or presentation

Table 55: Attended a parenting class, programme or presentation (by Parent status)

Q15 Have you personally ever attended a parent class, programme or presentation?

	Total	Parent	Grandparent
Base =	272*	156	109
	%	%	%
Yes	49	53	38
No	51	47	62
Total	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who were parent, grandparent or caregiver of a child up to 17 years of age.

**Caution: low base number of respondents-results are indicative only.

Table 56: Attended a parenting class, programme or presentation (by Age)

Q15 Have you personally ever attended a parent class, programme or presentation?

	Total	15 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	272*	13**	52	73	46	88
	%	%	%	%	%	%
Yes	49	77	44	51	58	36
No	51	23	56	49	42	64
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who were parent, grandparent or caregiver of a child up to 17 years of age.

**Caution: low base number of respondents-results are indicative only.

Table 57: Attended a parenting class, programme or presentation (by Gender)

Q15 Have you personally ever attended a parent class, programme or presentation?

	Total	Male	Female
Base =	272*	124	148
	%	%	%
Yes	49	45	52
No	51	55	48
Total	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who were parent, grandparent or caregiver of a child up to 17 years of age.



Table 58: Attended a parenting class, programme or presentation (by Household structure)

Q15 Have you personally ever attended a parent class, programme or presentation?

	Total	With youngest child 15 years and under	With youngest child over 15 years	Other
Base =	272*	128	34	110
	%	%	%	%
Yes	49	52	49	43
No	51	48	51	57
Total	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who were parent, grandparent or caregiver of a child up to 17 years of age.

Table 59: Attended a parenting class, programme or presentation (by Household income)

Q15 Have you personally ever attended a parent class, programme or presentation?

	Total	Under \$30,000	\$30,000 - \$59,999	\$60,000 plus	Don't know/refused
Base =	272*	60	73	114	25**
	%	%	%	%	%
Yes	49	54	47	50	31
No	51	46	53	50	69
Total	100	100	100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on those respondents who were parent, grandparent or caregiver of a child up to 17 years of age.

**Caution: low base number of respondents-results are indicative only.



Questionnaire

Q1. Many people in New Zealand have responsibility for raising young children and teenagers. Opinion varies in terms of the importance of their role ...

Using a scale of 1 to 5, where 1 is 'not at all important' and 5 is 'very important', how important a role would you say parents have?

- 1Not at all important
- 2Not very important
- 3Somewhat important
- 4Important
- 5Very important
- 98 ...Don't know
- 99 ...Refused

Q2. And using the same scale, what importance do you feel the following people place on the role of parents? **READ, RND**

	Not at all important	Not very important	Somewhat important	Important	Very important	NA	DK
a. The Government	1	2	3	4	5	///	98
b. Your family	1	2	3	4	5	97	98
c. Your employer (if applicable)	1	2	3	4	5	97	98
d. Your partner's employer (if applicable)	1	2	3	4	5	97	98
e. Society as a whole	1	2	3	4	5	///	98



Q3. If you had, or were responsible for caring for a child aged under 5, who would you go to, or where would you look for support or advice on parenting? **CODE MANY**

Q4. And where or who would you go to if the child was at primary or intermediate school? **CODE MANY**

Q5. And if they were a teenager? **CODE MANY**

	Q3 Under 5	Q4 Primary / intermediate	Q5 Teenager
Friends	1	1	1
Family/whanau	2	2	2
The internet	3	3	3
Parenting organisations such as plunket	4	4	4
A parenting class or presentation	5	5	5
TV/radio	6	6	6
A telephone helpline	7	7	7
School/ECE service	8	8	8
GP	9	9	9
Other (SPECIFY)	96	96	96
Nowhere/nowhere in particular	97	97	97
Don't know	98	98	98

Q6. Are you the parent, grandparent or caregiver of a child that is up to 17 years of age?

- 1Yes, parent
- 2Yes, grandparent
- 3Yes, caregiver
- 4No
- 99 ...Refused

IF Q6=4 OR 99 SKIP TO NEXT QUESTION SET, ELSE ASK

Q7. Have you personally ever attended a parent class, programme or presentation?

- 1Yes
- 2No
- 99 ...Refused