

MEDIA RELEASE

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Kiwis say shops should close over Easter

Almost two thirds of Kiwis support retaining the current ban on trading during Easter, Research New Zealand polling shows.

Research New Zealand director Emanuel Kalafatelis said that the poll showed 64% of New Zealanders believe the law should remain as it is to not allow shops to open on Good Friday and Easter Sunday. Nearly one-in-three Kiwis (32%) said they would like a change in the trading laws to allow shops to open.

“Trading hours is an issue that is debated every Easter among retailers, churches and politicians, and the results give a clear indication of how the general public feel about the issue.

“Our poll found females (73%) were even more likely than males (54%) to want Easter trading hours to remain as they are,” Mr Kalafatelis said.

Labour Minister Trevor Mallard yesterday (20 March) said the Government has ruled out any changes to Easter trading legislation at this stage.

The Labour Department recently sought opinions on a discussion document on the issue and found views were polarised.

Research New Zealand polling was conducted between 11 March and 19 March.

The Research New Zealand poll of 500 people aged 15 and over was conducted by telephone between the 12 and 18 March. The maximum margin of error is +/- 4.4 % (at the 95% confidence level). The data has been weighted to ensure it is an accurate representation of New Zealand's general population. The poll was not taken on behalf of any organisation but as part of Research New Zealand's monthly survey of attitudes and opinions.

Participants were asked: *In your opinion, should the law be changed to allow all shops to be open on Good Friday and Easter Sunday?*

Table 1: Opinion about Easter retail trading

In your opinion, should the law be changed to allow all shops to be open on Good Friday and Easter Sunday?

	Total	Male	Female
Base =	500	194	306
	%	%	%
Yes (law should be changed)	32	41	24
No (law should not be changed)	64	54	73
Don't know	3	4	3
Refused	0	1	0
Total	100	100	100

Total may not sum to 100% due to rounding.

Research New Zealand is an independent, New Zealand-owned research organisation undertaking social and business research.

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