

**MEDIA RELEASE**

**13 August 2008**

### **Kiwis split over light bulb ban**

Kiwis are equally divided about whether they support the Government's move to make eco light bulbs mandatory from next year, the latest Research New Zealand polling shows.

The research found 46 percent of those polled agreed with the proposal to make eco-bulbs mandatory and 47 percent disagreed. The remaining 7 percent were unsure.

Research New Zealand Director Emanuel Kalafatelis said the poll demonstrated that while there has been vocal opposition to any move toward making eco light bulbs mandatory, there is an equally as large, but less vocal group of supporters.

"The support for making the eco light bulbs mandatory appears to be higher than has been apparent in the public debate on the issue," Mr Kalafatelis said.

"Younger people aged 15-29 years were most likely to support the ban (67 percent) while those aged 50-59 years were least likely to support the ban (31 percent)."

The Government has indicated that it would like to make eco-bulbs mandatory from late next year, participants were asked: Do you agree or disagree with this proposal?

Research New Zealand polling was conducted between 15 June and 24 July.

*The Research New Zealand poll of 500 people aged 15 and over was conducted by telephone between 15 June and 24 July. The maximum margin of error is +/- 4.5 % (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:** *The Government wants to make eco-light bulbs mandatory from late next year. Do you agree or disagree with this proposal?*

**Table 1: Agreement with proposal**

*The Government wants to make eco-light bulbs mandatory from late next year. Do you agree or disagree with this proposal?*

	Total	15-29 years	30-39 years	40-49 years	50-59 years	60+ years
Base =	500	89	89	102	85	135
	%	%	%	%	%	%
Agree	46	67	48	40	31	42
Disagree	47	25	43	52	62	54
Don't know	7	8	9	8	7	4
Total	100	100	100	100	100	100

Total may not sum to 100 due to rounding.

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