

MEDIA RELEASE

6 April 2010

Easter Trading Hours.

A number of retail outlets were open on Good Friday and Easter Sunday. This repeats an established pattern that sees a number of retail outlets fined for having been open, when they should have been closed.

The retailers claim that they are open because of public demand. Research New Zealand decided to find out just what level of support there is for a change to the current legislation that, with some exceptions, prohibits retailers from opening on Good Friday and Easter Sunday.

The findings from the poll suggest that the retailers have far from established their case for a change to the law.

Some 61 percent of New Zealanders oppose a change to the legislation to allow retailers to open on Good Friday and Easter Sunday, while 35 percent want it to be changed.

Among males, opposition to a change was 50 percent, and among females it was 71 percent. As one might expect those in the age group 55 years+ did not, by a large majority, want a change, 71 percent being opposed, and even among the younger people, 15 – 34 years of age, the majority at 55 percent supported the status quo. “This demonstrates that the retailers have not yet persuaded a majority of New Zealanders, that a change is needed”, said Research New Zealand Director Emanuel Kalafatelis.

The Research New Zealand poll of 500 people aged 15 and over was conducted by telephone between 15 and 19 March. The maximum margin of error is +/- 4.8 % (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 organization, but as part of Research New Zealand's monthly survey of attitudes and opinions.



Respondents were asked: *I'd now like to ask you for your opinion about shop trading hours. Most shops are required, by law, to be closed on Good Friday and Easter Sunday. In your opinion, should the law be changed to allow all shops to be open on Good Friday and Easter Sunday?*

Table 1: Should shops be allowed to trade on Good Friday and Easter Sunday?

I'd now like to ask you for your opinion about shop trading hours. Most shops are required, by law, to be closed on Good Friday and Easter Sunday. 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	249	251
	%	%	%
Yes	35	47	25
No	61	50	71
Don't know	4	3	4
Total	100	100	100

Total may not sum to 100% due to rounding.

Table 2: Should shops be allowed to trade on Good Friday and Easter Sunday?

I'd now like to ask you for your opinion about shop trading hours. Most shops are required, by law, to be closed on Good Friday and Easter Sunday. In your opinion, should the law be changed to allow all shops to be open on Good Friday and Easter Sunday?

	Total	15 to 34 years	35 to 54 years	55 years and over
Base =	500	106	161	233
	%	%	%	%
Yes	35	41	39	25
No	61	55	59	71
Don't know	4	5	2	4
Total	100	100	100	100

Total may not sum to 100% due to rounding.

Table 3: Should shops be allowed to trade on Good Friday and Easter Sunday?

I'd now like to ask you for your opinion about shop trading hours. Most shops are required, by law, to be closed on Good Friday and Easter Sunday. In your opinion, should the law be changed to allow all shops to be open on Good Friday and Easter Sunday?

	Total	NZ European/ Other	Maori/ Pacific	Other
Base =	500	406	44	50
	%	%	%	%
Yes	35	33	46	42
No	61	63	50	55
Don't know	4	4	5	3
Total	100	100	100	100

Total may not sum to 100% due to rounding.



Table 4: Should shops be allowed to trade on Good Friday and Easter Sunday?

Q14. In your opinion, should the law be changed to allow all shops to be open on Good Friday and Easter Sunday?

	Total	Upper North Island	Lower North Island	South Island
Base =		137	197	166
	%	%	%	%
Yes	35	34	39	33
No	61	63	60	61
Don't know	4	3	2	6
Total	100	100	100	100

Total may not sum to 100% due to rounding.

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