



**MEDIA RELEASE**

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**For immediate release**

## **Kiwis still rate NZ as good place to raise children**

New Zealanders still overwhelmingly rate this country as a good place to bring up children, despite a recent damning United Nations Children's Fund (Unicef) report on children's safety.

In polling conducted by Research New Zealand after the Unicef report was released on February 15, nearly 70% of New Zealanders strongly agreed that New Zealand is still a good place to bring up children.

New Zealand was rated the lowest of 24 Organisation for Economic and Cooperation and Development (OECD) countries in terms of accidental deaths and accidents to children and 23<sup>rd</sup> for overall health and safety of children.

Research New Zealand Director Emanuel Kalafatelis said the poll showed 68% of those polled strongly agreed that New Zealand was a good place to bring up children.

"While 68% seemed high I was surprised that it wasn't higher. The idea we live in a great place to bring up children has been a strong part of our national self-image, like being a clean and green country. Many New Zealanders return from overseas to raise their families," Mr Kalafatelis said.

"Why wouldn't the average New Zealander give New Zealand the highest possible rating? It may be that the Unicef report and high-profile cases of child abuse have dented but not destroyed our belief that New Zealand is "a great place to bring up kids," Mr Kalafatelis said.

"It may be we are seeing the first signs of a softening in our certainty that we live in a country that is good for children," Mr Kalafatelis said.

Survey participants were asked: *Recently there was a Unicef report in the daily papers about New Zealand's relatively poor record on child safety compared to other Western developed countries. With this in mind, do you agree or disagree that New Zealand is still a good place to bring up children? Is that strongly agree/disagree or just agree/disagree?*

The results, which are outlined in the table below, did not vary significantly by age, sex or income level.

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Strongly agree	68%
Agree	24%
Neither agree nor disagree	2%
Disagree	3%
Strongly disagree	2%
Don't know	1%
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Total	100%

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*The omnibus survey of 501 randomly selected people aged 15 and over was conducted by telephone between February 20 and 28. The margin of error is +/- 4.7% (at the 95% confidence level). The data has been weighted to ensure it's an accurate representation of New Zealand's general public. The poll was taken as part of Research New Zealand's monthly survey of attitudes and opinions.*

**Ends**

*Media contact: John King 027 610 88 96*