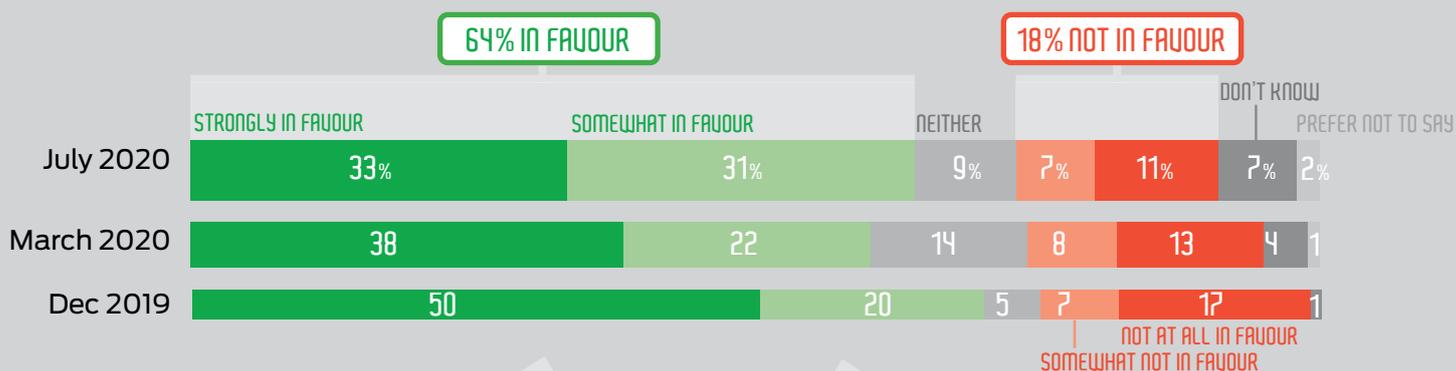


CLOCKING NEW ZEALANDER'S PULSE ON THE UPCOMING REFERENDUM FOR EUTHANASIA

In our July 2020 poll, sixty-four percent of respondents (64%) stated they were in favour of *'the legislation which allows terminally ill adults to request a medically-assisted death'*. This is significantly higher than the percentage of people saying they're not in favour (18%).



While similar proportions are **in favour**, in comparison to the March results (60%), both are significantly lower than the level of support shown in a poll we completed in December 2019 (70% in favour).

Furthermore, the percentage **'strongly in favour'** has been trending down; from 50% in December 2019, 38% in March 2020 and 33% in July 2020.

The significant difference in support is made up of people either 'sitting on the fence' (nine percent), or who 'don't know' (seven percent) or who would 'prefer not to say' (two percent).



Almost all respondents said they had the issue of legalising euthanasia 'on their radar' (91%) with over one-half saying they had thought about it (55%) and seen or heard something about it recently (52%). About one-third (32%) had discussed the issue with friends and family.

On three occasions we polled online a nationally representative sample of New Zealanders aged 18 years and over; 1,012 respondents 9 and 13 July 2020, 1,000 respondents between 6 and 8 March 2020, and 750 respondents between 27 November and 2 December 2019. The maximum margin of error for the 2020 polls is +/- 3.1% and +/- 4.3% for the 2019 poll (at the 95 percent confidence level). The results have been weighted.