



Changing New Zealand's Tax System

UMR Omnibus Results
February 2010



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Results in this report are based upon questions asked in the UMR Research nation-wide omnibus survey. This is a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.

Fieldwork was conducted from the 4th to 9th February 2010 at UMR Research's national interview facility in Auckland.

The margin of error for sample size of 750 for a 50% figure at the '95% confidence level' is $\pm 3.6\%$.

Tax Paid by Low/ High Income Earners

Nearly half of all respondents (46%) believe people on lower incomes pay proportionally less tax than people on higher incomes.

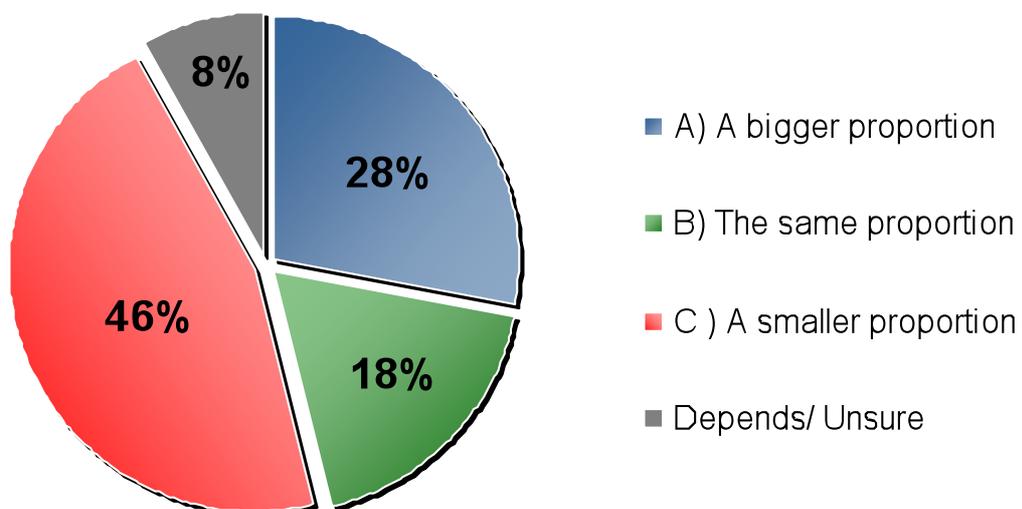
- There were differences in opinion across the income demographic. Higher income earners were much more likely to think lower income earners pay a smaller proportion of their income in tax, e.g. 61% amongst those earning \$70,000 plus, compared to just 29% amongst those earning less than \$15,000.
- There was a bit of a gender gap, 51% amongst males compared to 41% for females.
- There was also a difference across occupations; white collar workers 56%, blue collar workers 42%

One in four respondents (28%) believe lower income earners pay a bigger proportion, while one in five (18%) believe the proportions are similar.

- The proportion saying bigger proportion increased with age; 17% amongst those under 45yrs, 37% amongst those 45-59 and 41% amongst those 60 plus.

Thinking about income tax generally, a person on a lower income, that is, earning say less than thirty thousand dollars a year, pays less total money in income tax than someone on a higher income, say over seventy thousand dollars a year. But do you think a person on a LOW INCOME PAYS ... ?

- A) A bigger PROPORTION of their earnings in income tax than someone on a high income
- B) The same PROPORTION in income tax
- C) A smaller PROPORTION of their earnings in income tax



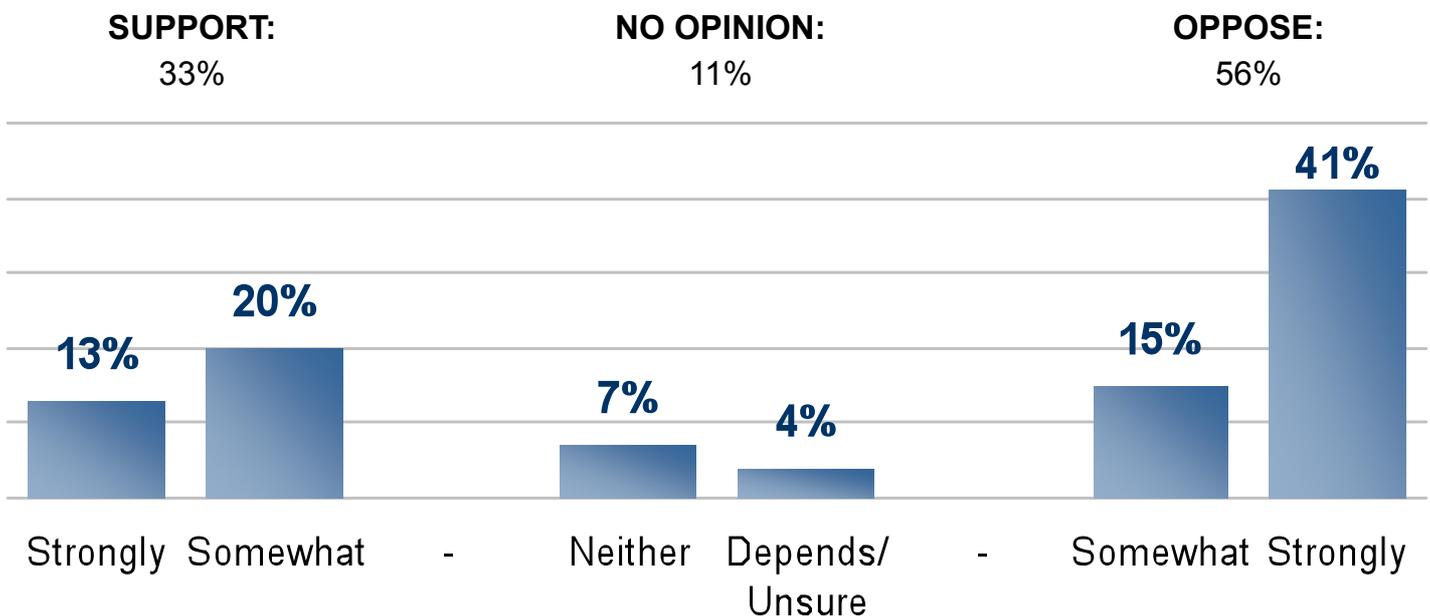
Increasing GST

Just over half (56%) of all respondents were opposed to the idea of raising GST to 15% if income taxes were lowered at the same time, including 41% who were 'strongly opposed'.

A third (33%) were supportive of the rise, including 13% who 'strongly supported' it.

- Support was weaker amongst lower income earners. Amongst those earning less than \$40,000, support ranged from 19% to 26%. Amongst those in the higher income brackets support ranged from 40% to 49%.
- Males were more supportive than females (38% and 28% respectively).
- Aucklanders were also supportive; 41%.

At the moment, everyone pays the Goods and Services Tax (GST) of twelve point five percent on nearly everything we buy. Would you strongly support, somewhat support, neither support nor oppose, somewhat oppose or strongly oppose increasing GST if personal income taxes were lowered at the same time?



Introducing A Land Tax

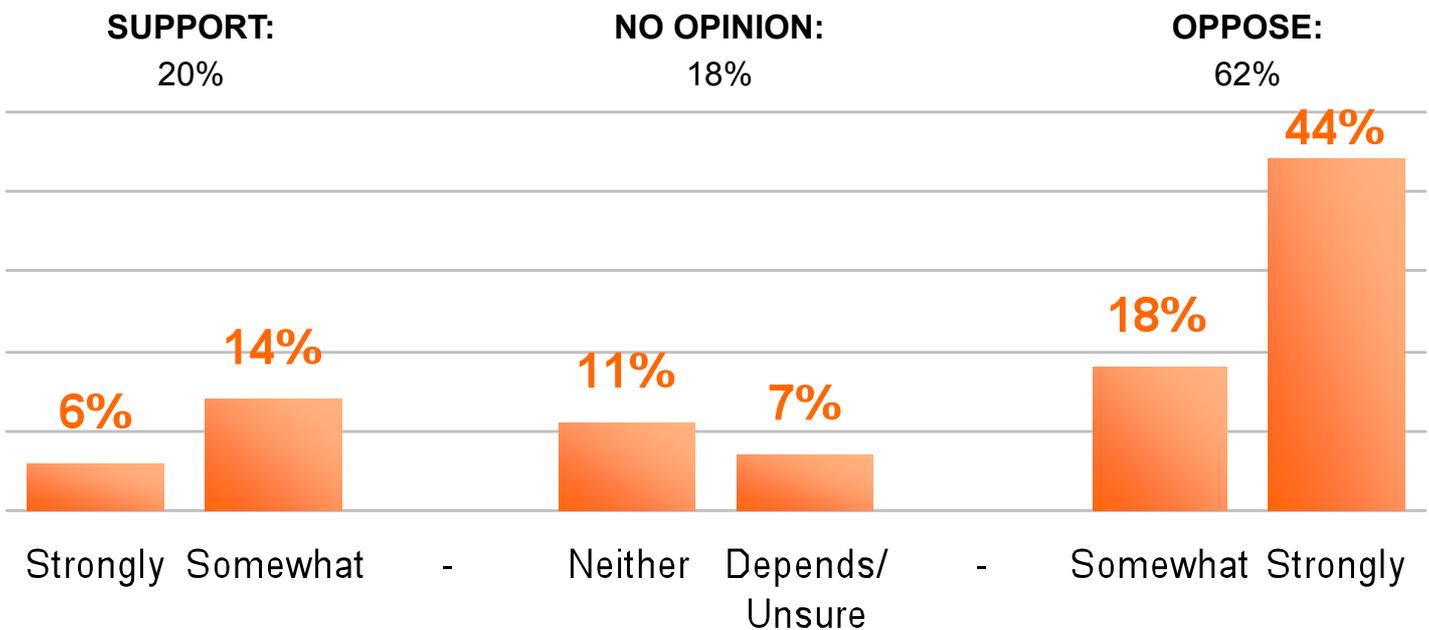
There was a majority opposed to the idea of the government raising tax revenue with a land tax whilst lowering income taxes at the same time.

Nearly two-thirds of all respondents (62%) said they were opposed to the land tax idea, including 44% who were 'strongly opposed'.

- Older respondents were much more opposed than those in the youngest age bracket. Between 67% and 70% of those aged 45 plus were opposed, compared to 50% of those aged under 30.
- Rural residents expressed strong opposition (72%) while urban residents were less opposed (Wellingtonians 55%, Aucklanders 59%).

20% expressed support for a land tax, including just 6% who 'strongly supported' it. A similar proportion (18%) were unsure or had no opinion.

In some countries, governments raise money by taxing land. Would you strongly support, somewhat support, neither support nor oppose, somewhat oppose or strongly oppose an annual tax being charged on the value of land, if personal income taxes were lowered at the same time?

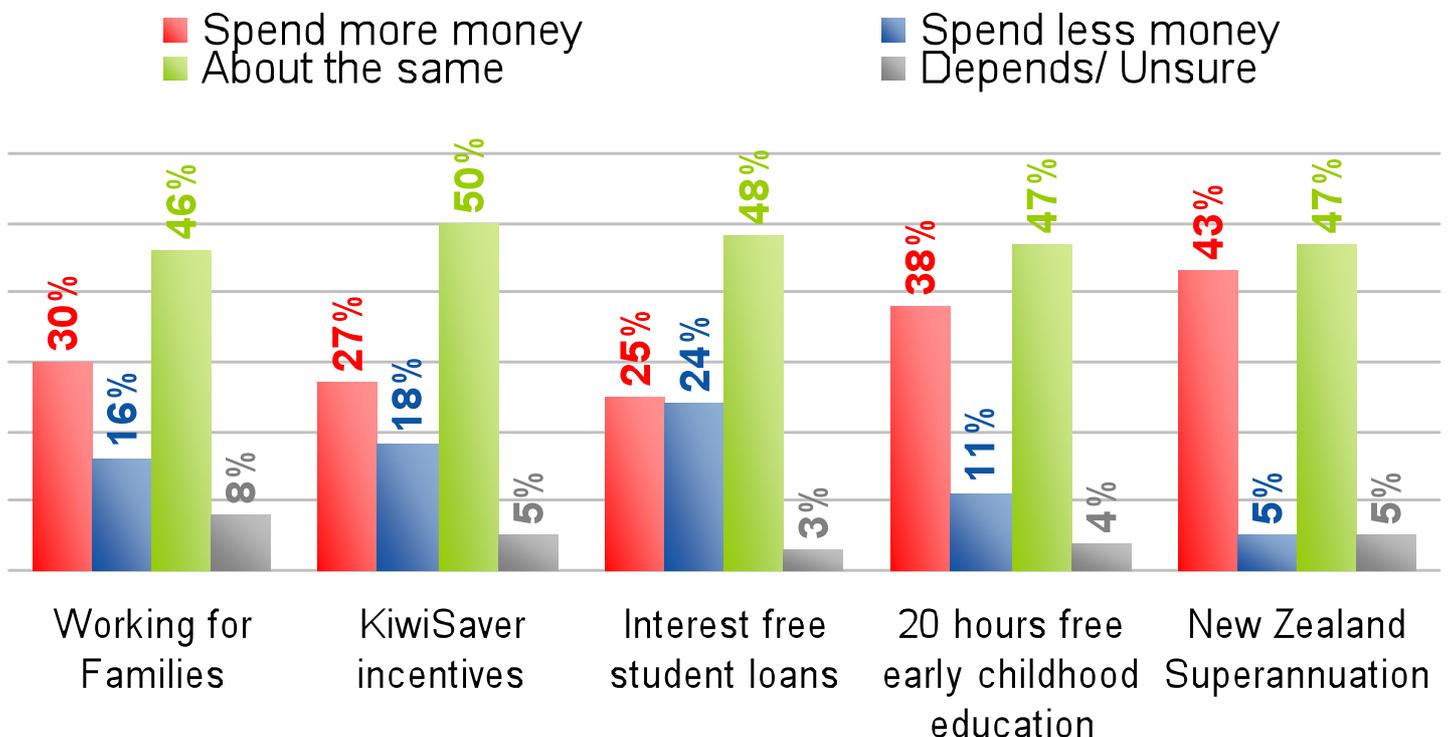


Government Spending On Programmes

In general, those wanting the government to spend less on government funded programmes was low.

- 50% want the government to spend the same amount of money they do now on KiwiSaver incentives. 27% want to see more money allocated to this programme, while 18% want to see less.
- Interest free student loans was the most evenly split of the five programmes tested. 25% would like to see more spent, while 24% would like to see less. A plurality of 48% however, do not want a change.
- 47% want the same amount spent on superannuation, 43% would like to see the government spend more and just 5% want less to be spent.
- 47% want the same amount spent on free childhood education, with 38% wanting more and just 11% wanting less.
- 46% do not want a change to the amount spent on working for families, 30% want more to be spent and 16% want less.

Do you think the government should spend more tax-payer money, less tax-payer money, or about the same as it presently spends on the following government programmes?



Supplementary Tables



PROPORTION OF INCOME TAX PAID BY LOWER INCOME EARNERS COMPARED TO HIGHER INCOME EARNERS

Thinking about income tax generally, a person on a lower income, that is, earning say less than thirty thousand dollars a year, pays less total money in income tax than someone on a higher income, say over seventy thousand dollars a year. But do you think a person on a LOW income pays ... ?

- A) A BIGGER PROPORTION of their earnings in income tax than someone on a high income
 B) The same PROPORTION in income tax
 C) A SMALLER PROPORTION of their earnings in income tax

	Base	A) A bigger proportion	B) The same proportion	C) A smaller proportion	Depends	Unsure
ALL	750	28%	18%	46%	1%	7%
LOCATION						
Auckland	241	24%	15%	54%	1%	6%
Wellington	77	28%	22%	42%	1%	7%
Christchurch	82	30%	16%	45%	0%	9%
Provincial	350	30%	19%	42%	1%	8%
Rural	129	29%	21%	42%	1%	7%
GENDER						
Male	359	27%	15%	51%	1%	6%
Female	391	29%	20%	41%	1%	9%
AGE GROUP						
Under 30	157	16%	29%	48%	0%	7%
30-44	225	18%	21%	54%	1%	6%
45-59	196	37%	12%	43%	0%	8%
60 Plus	172	41%	10%	37%	2%	10%
OCCUPATION						
Professionals, Managers	150	22%	18%	56%	1%	3%
Technicians, Associates	118	19%	13%	63%	0%	5%
Clerks & Sales	132	26%	25%	40%	0%	9%
Blue collar	112	31%	19%	42%	1%	7%
Students	38	17%	26%	52%	0%	5%
Retired	112	51%	8%	30%	1%	10%
Homemaker	39	24%	21%	36%	2%	17%
Not employed	27	28%	11%	43%	3%	15%
Self employed	18	19%	21%	44%	0%	16%
PERSONAL INCOME						
Less than \$15,000	105	33%	22%	29%	2%	14%
\$15,001-25,000	100	36%	17%	42%	2%	3%
\$25,001-30,000	70	33%	22%	42%	0%	3%
\$30,001-40,000	80	29%	23%	43%	1%	4%
\$40,001-50,000	87	24%	13%	55%	0%	8%
\$50,001-70,000	114	25%	16%	54%	0%	5%
More than \$70,000	108	18%	17%	61%	1%	3%
ETHNICITY						
Pacific Island	35	16%	23%	61%	0%	0%
Maori	82	30%	14%	49%	0%	7%
Non Maori/Non PI	636	29%	18%	44%	1%	8%
SUPPORT OR OPPOSE HIGHER GST						
Support	245	20%	18%	55%	1%	6%
Oppose	415	35%	17%	39%	1%	8%
Neither/ Unsure	90	18%	21%	54%	0%	7%
SUPPORT OR OPPOSE LAND TAX						
Support	146	20%	20%	55%	1%	4%
Oppose	470	31%	17%	43%	1%	8%
Neither/ Unsure	134	26%	19%	45%	0%	10%

Supplementary Tables cont'd



SUPPORT OR OPPOSE INCREASE IN GST IF INCOME TAXES WERE LOWERED AT SAME TIME

At the moment, everyone pays the Goods and Services Tax (GST) of twelve point five percent on nearly everything we buy. Would you strongly support, somewhat support, neither support nor oppose, somewhat oppose or strongly oppose increasing GST if personal income taxes were lowered at the same time?

	Base	Strongly support	Somewhat support	Neither support or oppose	Somewhat oppose	Strongly oppose	Depends	Unsure
ALL	750	13%	20%	7%	15%	41%	2%	2%
LOCATION								
Auckland	241	13%	28%	5%	13%	36%	2%	3%
Wellington	77	19%	19%	5%	19%	38%	0%	0%
Christchurch	82	13%	15%	10%	14%	46%	0%	2%
Provincial	350	11%	16%	9%	15%	43%	3%	3%
Rural	129	9%	22%	8%	13%	40%	1%	7%
GENDER								
Male	359	18%	20%	7%	14%	38%	2%	1%
Female	391	8%	20%	8%	15%	43%	2%	4%
AGE GROUP								
Under 30	157	10%	26%	5%	18%	35%	2%	4%
30-44	225	14%	22%	11%	15%	35%	1%	2%
45-59	196	17%	18%	7%	13%	41%	2%	2%
60 Plus	172	8%	15%	5%	13%	53%	3%	3%
OCCUPATION								
Professionals, Managers	150	16%	24%	8%	11%	36%	3%	2%
Technicians, Associates	118	18%	21%	7%	21%	29%	0%	4%
Clerks & Sales	132	9%	20%	8%	17%	41%	2%	3%
Blue collar	112	17%	25%	5%	13%	39%	1%	0%
Students	38	0%	22%	19%	9%	42%	8%	0%
Retired	112	9%	11%	3%	12%	58%	3%	4%
Homemaker	39	9%	23%	11%	12%	43%	0%	2%
Not employed	27	10%	11%	12%	25%	40%	2%	0%
Self employed	18	10%	21%	0%	12%	51%	0%	6%
PERSONAL INCOME								
Less than \$15,000	105	6%	18%	8%	16%	48%	1%	3%
\$15,001-25,000	100	12%	14%	8%	14%	50%	1%	1%
\$25,001-30,000	70	10%	16%	4%	13%	49%	3%	5%
\$30,001-40,000	80	6%	13%	11%	20%	45%	3%	2%
\$40,001-50,000	87	7%	33%	7%	14%	37%	0%	2%
\$50,001-70,000	114	19%	21%	9%	12%	33%	3%	3%
More than \$70,000	108	25%	24%	5%	13%	29%	2%	2%
ETHNICITY								
Pacific Island	35	7%	44%	4%	3%	32%	0%	10%
Maori	82	15%	12%	8%	11%	49%	1%	4%
Non Maori/Non PI	636	13%	20%	7%	16%	40%	2%	2%
TAX PAID BY LOWER INCOME EARNERS COMPARED TO HIGHER INCOME EARNERS								
Bigger proportion	210	11%	12%	2%	14%	55%	2%	4%
Same proportion	134	12%	20%	12%	15%	39%	1%	1%
Smaller proportion	344	15%	25%	9%	13%	33%	2%	3%
SUPPORT OR OPPOSE LAND TAX								
Support	146	21%	27%	6%	16%	26%	1%	3%
Oppose	470	10%	19%	6%	14%	46%	3%	2%
Neither/ Unsure	134	12%	17%	12%	14%	38%	2%	5%

Supplementary Tables cont'd

SUPPORT OR OPPOSE LAND TAXES IF INCOME TAXES WERE LOWERED AT SAME TIME

In some countries, governments raise money by taxing land. Would you strongly support, somewhat support, neither support nor oppose, somewhat oppose or strongly oppose an annual tax being charged on the value of land, if personal income taxes were lowered at the same time?

	Base	Strongly support	Somewhat support	Neither support or oppose	Somewhat oppose	Strongly oppose	Depends	Unsure
ALL	750	6%	14%	11%	18%	44%	1%	6%
LOCATION								
Auckland	241	6%	18%	12%	15%	44%	1%	4%
Wellington	77	8%	15%	18%	22%	33%	1%	3%
Christchurch	82	5%	12%	18%	27%	31%	0%	7%
Provincial	350	6%	10%	8%	18%	50%	1%	7%
Rural	129	6%	8%	5%	19%	53%	2%	7%
GENDER								
Male	359	8%	14%	10%	15%	49%	1%	3%
Female	391	4%	13%	13%	21%	40%	1%	8%
AGE GROUP								
Under 30	157	6%	18%	19%	19%	31%	1%	6%
30-44	225	7%	17%	10%	20%	42%	0%	4%
45-59	196	5%	10%	10%	13%	57%	1%	4%
60 Plus	172	6%	9%	6%	21%	46%	3%	9%
OCCUPATION								
Professionals, Managers	150	5%	19%	16%	13%	43%	1%	3%
Technicians, Associates	118	11%	17%	11%	17%	37%	0%	7%
Clerks & Sales	132	5%	13%	12%	22%	41%	0%	7%
Blue collar	112	3%	12%	8%	20%	53%	2%	2%
Students	38	2%	21%	26%	17%	31%	0%	3%
Retired	112	9%	8%	3%	16%	52%	2%	10%
Homemaker	39	0%	8%	15%	27%	38%	3%	9%
Not employed	27	8%	4%	5%	25%	52%	0%	6%
Self employed	18	10%	12%	0%	21%	50%	0%	7%
PERSONAL INCOME								
Less than \$15,000	105	4%	17%	17%	14%	40%	2%	6%
\$15,001-25,000	100	7%	11%	4%	27%	44%	1%	6%
\$25,001-30,000	70	1%	12%	11%	22%	45%	1%	8%
\$30,001-40,000	80	2%	18%	13%	21%	38%	2%	6%
\$40,001-50,000	87	6%	16%	12%	23%	38%	1%	4%
\$50,001-70,000	114	5%	11%	7%	14%	56%	0%	7%
More than \$70,000	108	13%	16%	14%	14%	42%	0%	1%
ETHNICITY								
Pacific Island	35	0%	38%	9%	16%	25%	0%	12%
Maori	82	10%	9%	10%	13%	51%	2%	5%
Non Maori/Non PI	636	6%	13%	11%	20%	44%	1%	5%
TAX PAID BY LOWER INCOME EARNERS COMPARED TO HIGHER INCOME EARNERS								
Bigger proportion	210	5%	8%	8%	20%	50%	1%	8%
Same proportion	134	5%	17%	12%	18%	41%	0%	7%
Smaller proportion	344	7%	17%	13%	18%	41%	1%	3%
SUPPORT OR OPPOSE HIGHER GST								
Support	245	9%	19%	12%	18%	38%	1%	3%
Oppose	415	5%	10%	9%	19%	50%	1%	6%
Neither/ Unsure	90	1%	15%	18%	19%	37%	0%	10%

Supplementary Tables cont'd

SHOULD GOVERNMENT SPEND MORE, LESS OR SAME ON FOLLOWING- WORKING FOR FAMILIES

Do you think the government should spend more taxpayer money, less tax-payer money, or about the same as it presently spends on the following government programmes?

Working for Families

	Base	Spend more money	Spend less money	About the same	Depends	Unsure
ALL	750	30%	16%	46%	1%	7%
LOCATION						
Auckland	241	31%	18%	44%	0%	7%
Wellington	77	22%	23%	48%	0%	7%
Christchurch	82	27%	3%	57%	3%	10%
Provincial	350	31%	16%	44%	1%	8%
Rural	129	33%	11%	43%	1%	12%
GENDER						
Male	359	28%	17%	48%	0%	7%
Female	391	32%	15%	44%	1%	8%
AGE GROUP						
Under 30	157	40%	16%	32%	1%	11%
30-44	225	32%	15%	49%	1%	3%
45-59	196	29%	17%	49%	0%	5%
60 Plus	172	19%	17%	51%	0%	13%
OCCUPATION						
Professionals, Managers	150	27%	12%	54%	1%	6%
Technicians, Associates	118	29%	19%	50%	0%	2%
Clerks & Sales	132	31%	13%	44%	2%	10%
Blue collar	112	35%	16%	44%	1%	4%
Students	38	63%	11%	20%	0%	6%
Retired	112	19%	23%	44%	0%	14%
Homemaker	39	39%	13%	42%	0%	6%
Not employed	27	21%	13%	50%	0%	16%
Self employed	18	23%	20%	44%	6%	7%
PERSONAL INCOME						
Less than \$15,000	105	35%	14%	42%	0%	9%
\$15,001-25,000	100	37%	15%	40%	0%	8%
\$25,001-30,000	70	28%	11%	44%	3%	14%
\$30,001-40,000	80	33%	18%	41%	0%	8%
\$40,001-50,000	87	31%	14%	52%	0%	3%
\$50,001-70,000	114	35%	12%	47%	2%	4%
More than \$70,000	108	13%	26%	57%	0%	4%
ETHNICITY						
Pacific Island	35	56%	13%	21%	0%	10%
Maori	82	44%	13%	36%	0%	7%
Non Maori/Non PI	636	27%	16%	49%	1%	7%
TAX PAID BY LOWER INCOME EARNERS COMPARED TO HIGHER INCOME EARNERS						
Bigger proportion	210	31%	14%	44%	1%	10%
Same proportion	134	33%	12%	45%	0%	6%
Smaller proportion	344	28%	19%	46%	1%	6%
SUPPORT OR OPPOSE HIGHER GST						
Support	245	28%	18%	47%	1%	6%
Oppose	415	28%	16%	48%	1%	7%
Neither/ Unsure	90	42%	10%	33%	1%	14%
SUPPORT OR OPPOSE LAND TAX						
Support	146	34%	20%	41%	0%	5%
Oppose	470	28%	16%	48%	1%	7%
Neither/ Unsure	134	31%	13%	43%	1%	12%

Supplementary Tables cont'd

SHOULD GOVERNMENT SPEND MORE, LESS OR SAME ON FOLLOWING- KIWISAVER INCENTIVES

Do you think the government should spend more taxpayer money, less tax-payer money, or about the same as it presently spends on the following government programmes?

KiwiSaver incentives

	Base	Spend more money	Spend less money	About the same	Depends	Unsure
ALL	750	27%	18%	50%	0%	5%
LOCATION						
Auckland	241	29%	22%	42%	1%	6%
Wellington	77	27%	16%	55%	1%	1%
Christchurch	82	28%	17%	53%	0%	2%
Provincial	350	25%	15%	54%	0%	6%
Rural	129	17%	23%	51%	0%	9%
GENDER						
Male	359	31%	18%	46%	0%	5%
Female	391	23%	17%	54%	0%	6%
AGE GROUP						
Under 30	157	26%	28%	42%	0%	4%
30-44	225	24%	22%	49%	0%	5%
45-59	196	34%	11%	51%	0%	4%
60 Plus	172	25%	10%	57%	1%	7%
OCCUPATION						
Professionals, Managers	150	29%	21%	47%	1%	2%
Technicians, Associates	118	27%	13%	58%	0%	2%
Clerks & Sales	132	29%	16%	47%	0%	8%
Blue collar	112	24%	17%	53%	0%	6%
Students	38	29%	28%	38%	0%	5%
Retired	112	31%	13%	49%	0%	7%
Homemaker	39	13%	21%	62%	0%	4%
Not employed	27	27%	19%	39%	0%	15%
Self employed	18	19%	23%	54%	0%	4%
PERSONAL INCOME						
Less than \$15,000	105	26%	20%	51%	0%	3%
\$15,001-25,000	100	31%	15%	47%	0%	7%
\$25,001-30,000	70	26%	15%	51%	0%	8%
\$30,001-40,000	80	30%	19%	45%	0%	6%
\$40,001-50,000	87	25%	19%	55%	0%	1%
\$50,001-70,000	114	26%	15%	55%	0%	4%
More than \$70,000	108	31%	15%	52%	1%	1%
ETHNICITY						
Pacific Island	35	37%	17%	34%	0%	12%
Maori	82	25%	20%	44%	1%	10%
Non Maori/Non PI	636	27%	17%	52%	0%	4%
TAX PAID BY LOWER INCOME EARNERS COMPARED TO HIGHER INCOME EARNERS						
Bigger proportion	210	30%	16%	48%	0%	6%
Same proportion	134	25%	23%	51%	0%	1%
Smaller proportion	344	29%	17%	48%	1%	5%
SUPPORT OR OPPOSE HIGHER GST						
Support	245	27%	17%	51%	1%	4%
Oppose	415	27%	18%	50%	0%	5%
Neither/ Unsure	90	29%	14%	46%	0%	11%
SUPPORT OR OPPOSE LAND TAX						
Support	146	33%	16%	46%	1%	4%
Oppose	470	28%	19%	50%	0%	3%
Neither/ Unsure	134	20%	14%	54%	0%	12%

Supplementary Tables cont'd



SHOULD GOVERNMENT SPEND MORE, LESS OR SAME ON FOLLOWING- INTEREST FREE STUDENT LOANS

Do you think the government should spend more tax-payer money, less tax-payer money, or about the same as it presently spends on the following government programmes?

Interest free student loans

	Base	Spend more money	Spend less money	About the same	Depends	Unsure
ALL	750	25%	24%	48%	0%	3%
LOCATION						
Auckland	241	27%	24%	46%	0%	3%
Wellington	77	26%	21%	51%	0%	2%
Christchurch	82	22%	20%	56%	0%	2%
Provincial	350	24%	26%	47%	0%	3%
Rural	129	19%	19%	57%	1%	4%
GENDER						
Male	359	24%	25%	47%	1%	3%
Female	391	26%	23%	48%	0%	3%
AGE GROUP						
Under 30	157	34%	19%	44%	0%	3%
30-44	225	23%	27%	47%	0%	3%
45-59	196	27%	20%	49%	1%	3%
60 Plus	172	17%	29%	50%	1%	3%
OCCUPATION						
Professionals, Managers	150	18%	23%	55%	0%	4%
Technicians, Associates	118	28%	23%	47%	0%	2%
Clerks & Sales	132	28%	20%	46%	1%	5%
Blue collar	112	30%	22%	47%	0%	1%
Students	38	57%	9%	32%	2%	0%
Retired	112	17%	32%	47%	1%	3%
Homemaker	39	19%	23%	54%	0%	4%
Not employed	27	19%	27%	51%	0%	3%
Self employed	18	16%	42%	37%	0%	5%
PERSONAL INCOME						
Less than \$15,000	105	29%	25%	42%	2%	2%
\$15,001-25,000	100	28%	16%	53%	0%	3%
\$25,001-30,000	70	33%	14%	45%	0%	8%
\$30,001-40,000	80	27%	25%	45%	0%	3%
\$40,001-50,000	87	22%	19%	56%	0%	3%
\$50,001-70,000	114	23%	29%	45%	1%	2%
More than \$70,000	108	15%	32%	51%	0%	2%
ETHNICITY						
Pacific Island	35	44%	18%	28%	0%	10%
Maori	82	37%	26%	35%	0%	2%
Non Maori/Non PI	636	23%	24%	50%	0%	3%
TAX PAID BY LOWER INCOME EARNERS COMPARED TO HIGHER INCOME EARNERS						
Bigger proportion	210	28%	24%	46%	0%	2%
Same proportion	134	29%	20%	49%	0%	2%
Smaller proportion	344	23%	25%	48%	0%	4%
SUPPORT OR OPPOSE HIGHER GST						
Support	245	21%	26%	52%	0%	1%
Oppose	415	26%	24%	47%	0%	3%
Neither/ Unsure	90	32%	19%	42%	0%	7%
SUPPORT OR OPPOSE LAND TAX						
Support	146	31%	22%	45%	0%	2%
Oppose	470	23%	27%	48%	0%	2%
Neither/ Unsure	134	27%	16%	48%	1%	8%

Supplementary Tables cont'd

SHOULD GOVERNMENT SPEND MORE, LESS OR SAME ON FOLLOWING- 20 HOURS FREE EARLY CHILDHOOD EDUCATION

Do you think the government should spend more taxpayer money, less tax-payer money, or about the same as it presently spends on the following government programmes?

20 hours free early childhood education

	Base	Spend more money	Spend less money	About the same	Depends	Unsure
ALL	750	38%	11%	47%	0%	4%
LOCATION						
Auckland	241	41%	8%	46%	0%	5%
Wellington	77	36%	10%	51%	1%	2%
Christchurch	82	43%	6%	48%	0%	3%
Provincial	350	34%	15%	47%	0%	4%
Rural	129	37%	13%	48%	1%	1%
GENDER						
Male	359	40%	12%	43%	0%	5%
Female	391	35%	11%	51%	0%	3%
AGE GROUP						
Under 30	157	48%	14%	34%	0%	4%
30-44	225	41%	9%	48%	0%	2%
45-59	196	36%	12%	48%	1%	3%
60 Plus	172	24%	11%	58%	0%	7%
OCCUPATION						
Professionals, Managers	150	30%	13%	53%	1%	3%
Technicians, Associates	118	40%	15%	42%	0%	3%
Clerks & Sales	132	49%	6%	44%	0%	1%
Blue collar	112	39%	14%	43%	0%	4%
Students	38	56%	5%	33%	0%	6%
Retired	112	27%	10%	58%	1%	4%
Homemaker	39	24%	11%	59%	3%	3%
Not employed	27	44%	12%	33%	0%	11%
Self employed	18	42%	3%	48%	0%	7%
PERSONAL INCOME						
Less than \$15,000	105	38%	15%	44%	0%	3%
\$15,001-25,000	100	41%	9%	45%	1%	4%
\$25,001-30,000	70	39%	5%	49%	1%	6%
\$30,001-40,000	80	45%	8%	42%	0%	5%
\$40,001-50,000	87	44%	6%	49%	0%	1%
\$50,001-70,000	114	32%	13%	52%	0%	3%
More than \$70,000	108	31%	14%	54%	0%	1%
ETHNICITY						
Pacific Island	35	78%	6%	16%	0%	0%
Maori	82	47%	16%	32%	1%	4%
Non Maori/Non PI	636	34%	11%	51%	0%	4%
TAX PAID BY LOWER INCOME EARNERS COMPARED TO HIGHER INCOME EARNERS						
Bigger proportion	210	38%	12%	46%	1%	3%
Same proportion	134	44%	7%	47%	0%	2%
Smaller proportion	344	38%	12%	46%	0%	4%
SUPPORT OR OPPOSE HIGHER GST						
Support	245	35%	14%	47%	1%	3%
Oppose	415	37%	11%	48%	0%	4%
Neither/ Unsure	90	45%	6%	44%	0%	5%
SUPPORT OR OPPOSE LAND TAX						
Support	146	46%	11%	41%	1%	1%
Oppose	470	35%	11%	51%	0%	3%
Neither/ Unsure	134	38%	12%	41%	1%	8%

Supplementary Tables cont'd

SHOULD GOVERNMENT SPEND MORE, LESS OR SAME ON FOLLOWING - NEW ZEALAND SUPERANNUATION

Do you think the government should spend more taxpayer money, less tax-payer money, or about the same as it presently spends on the following government programmes?

New Zealand Superannuation

	Base	Spend more money	Spend less money	About the same	Depends	Unsure
ALL	750	43%	5%	47%	0%	5%
LOCATION						
Auckland	241	42%	7%	46%	0%	5%
Wellington	77	44%	5%	49%	1%	1%
Christchurch	82	40%	0%	55%	0%	5%
Provincial	350	45%	4%	45%	0%	6%
Rural	129	41%	4%	44%	0%	11%
GENDER						
Male	359	39%	6%	52%	0%	3%
Female	391	47%	4%	42%	0%	7%
AGE GROUP						
Under 30	157	34%	11%	42%	0%	13%
30-44	225	45%	2%	48%	0%	5%
45-59	196	46%	4%	48%	1%	1%
60 Plus	172	46%	2%	49%	1%	2%
OCCUPATION						
Professionals, Managers	150	42%	3%	53%	0%	2%
Technicians, Associates	118	40%	5%	50%	1%	4%
Clerks & Sales	132	49%	6%	35%	0%	10%
Blue collar	112	34%	8%	54%	0%	4%
Students	38	28%	16%	47%	2%	7%
Retired	112	56%	0%	44%	0%	0%
Homemaker	39	40%	4%	46%	3%	7%
Not employed	27	46%	3%	37%	0%	14%
Self employed	18	32%	0%	57%	0%	11%
PERSONAL INCOME						
Less than \$15,000	105	50%	1%	40%	2%	7%
\$15,001-25,000	100	48%	7%	40%	1%	4%
\$25,001-30,000	70	36%	3%	50%	0%	11%
\$30,001-40,000	80	48%	3%	43%	0%	6%
\$40,001-50,000	87	42%	7%	48%	0%	3%
\$50,001-70,000	114	49%	3%	47%	0%	1%
More than \$70,000	108	24%	8%	65%	0%	3%
ETHNICITY						
Pacific Island	35	41%	16%	31%	0%	12%
Maori	82	53%	7%	32%	1%	7%
Non Maori/Non PI	636	42%	4%	50%	0%	4%
TAX PAID BY LOWER INCOME EARNERS COMPARED TO HIGHER INCOME EARNERS						
Bigger proportion	210	55%	4%	39%	1%	1%
Same proportion	134	42%	1%	49%	0%	8%
Smaller proportion	344	38%	6%	51%	0%	5%
SUPPORT OR OPPOSE HIGHER GST						
Support	245	36%	5%	55%	0%	4%
Oppose	415	48%	4%	43%	0%	5%
Neither/ Unsure	90	43%	5%	44%	1%	7%
SUPPORT OR OPPOSE LAND TAX						
Support	146	41%	5%	50%	0%	4%
Oppose	470	46%	4%	46%	0%	4%
Neither/ Unsure	134	36%	6%	45%	2%	11%