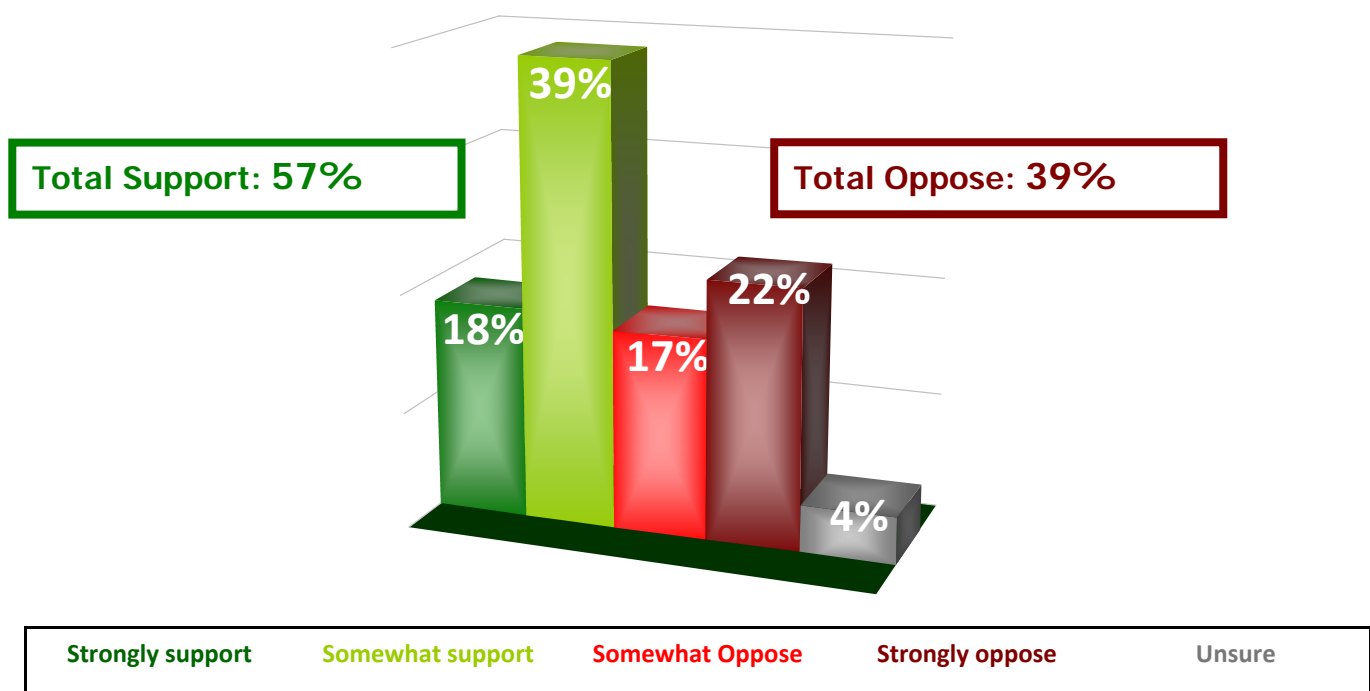


Support or Oppose

- Govt Levy for Higher Incomes -

- ▶ Fifty-seven percent of those surveyed supported a temporary levy on top of the current personal income tax rates. Of these, 18% strongly supported a levy and 39% somewhat supported a levy. Those on lower incomes; less than \$15,000 and \$15-\$25,000 per annum demonstrated strongest support; 63% apiece strongly or somewhat supported a levy, as did Maori respondents (67%), those who stated their profession as Technicians, Associates (64%) and those whose preferred funding option was a levy on higher incomes (83%).
- ▶ Thirty-nine percent of those surveyed opposed a levy on top of current personal income tax rates; of these 17% somewhat opposed and 22% strongly opposed the levy. Most strongly opposed were Auckland residents (47%), aged 30-44 (49%), those who stated their occupation as Professionals, Managers (48%) or Clerks, Sales (44%) and earning \$50-\$70,000 (49%) or more than \$70,000 (51%). Also opposed were those whose preferred funding options were 'government borrowing' (68%) and 'Working for Families cuts' (52%).

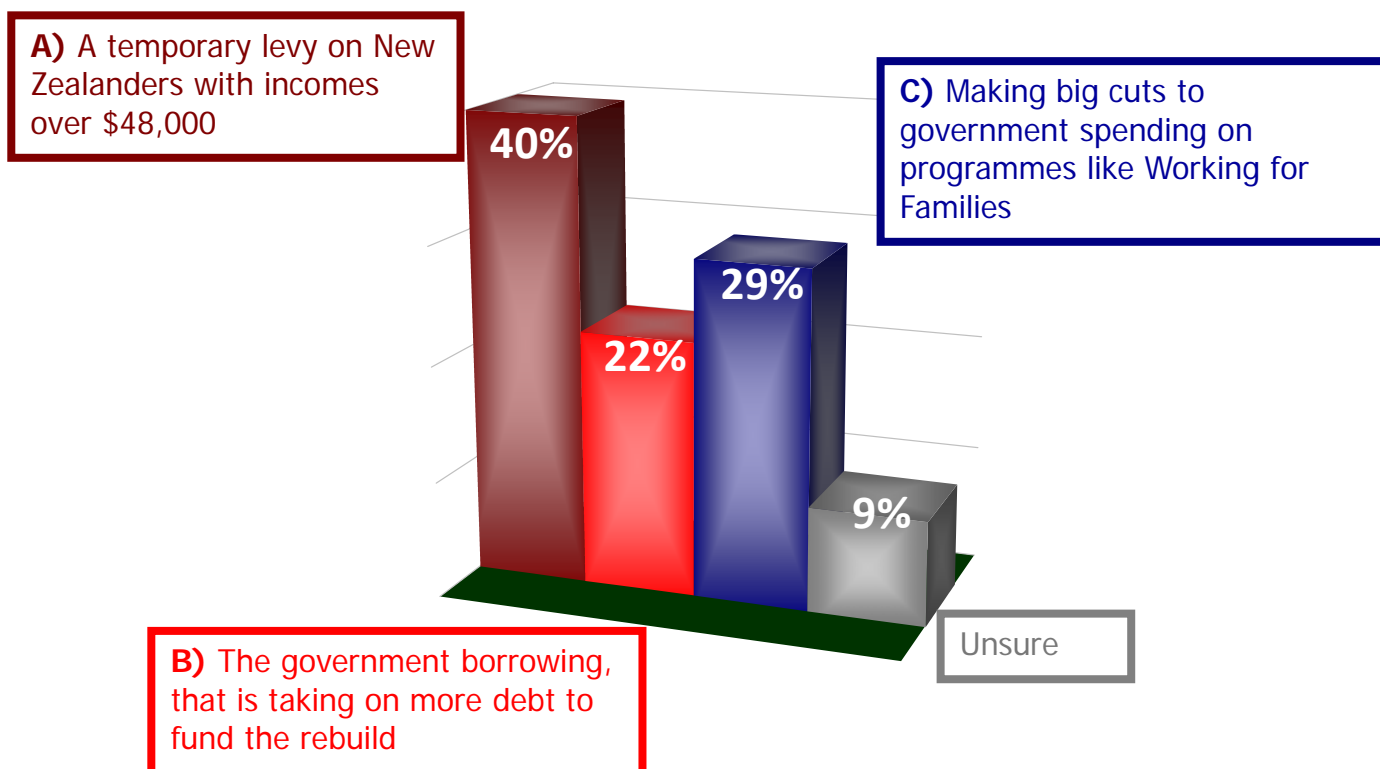
Several options have been suggested for helping to pay the cost of rebuilding Christchurch. One option is introducing a temporary levy on top of the current personal income tax rates. This levy could be an additional 1.5 percent for those earning between \$48,000 and \$70,000 and an additional 3 per cent on money earned above \$70,000. Do you strongly support, somewhat support, somewhat oppose or strongly oppose a levy along these lines?



Preference - Christchurch Rebuild -

The government estimates it will have to spend around \$5 billion to rebuild Christchurch following the earthquake there. Would you prefer the Government fund the cost of rebuilding Christchurch by:

- A) A temporary levy on New Zealanders with incomes over \$48,000,
- B) The government borrowing, that is taking on more debt to fund the rebuild,
(OR)
- C) Making big cuts to government spending on programmes like Working for Families?



Preference

- Christchurch Rebuild -

- ▶ Overall, Option A) **'A temporary levy on New Zealanders with incomes over \$48,000'** was the preferred option for funding the cost of rebuilding Christchurch. 40% of those surveyed preferred this option. Christchurch (49%) and South Island residents (47%) were more in favour, as were those with a personal income of less than \$15,001 per annum (45%) and those who supported a temporary levy on top of the current personal income tax rates (59%). Least in favour were Auckland residents (34%), those earning \$50-\$70,000 (30%) or \$70,000 or more per annum (36%) and those who opposed a temporary levy on top of the current personal income tax rates (12%).
- ▶ Twenty-nine percent of respondents preferred Option C) **'Making big cuts to government spending on programmes like Working for Families'**. Respondents most in favour included those earning \$50-\$70,000 (35%) or \$70,000 or more per annum (39%) and who opposed a temporary levy on top of the current personal income tax rates (39%). Least in favour were those earning less than \$15,000 (24%) or \$15 - \$25,000 (23%) per annum, Maori respondents (21%) and those who supported a temporary levy on top of the current personal income tax rates (22%).
- ▶ The least preferred option was Option B) **'The government borrowing; that is taking on more debt to fund the rebuild'**; 22% support. Most in favour were respondents aged 30-44 (28%), those earning \$15 - \$25,000 per annum (27%) and who opposed a temporary levy on top of the current personal tax rates (39%). Least in favour were those aged 60+ (16%) and those who supported a temporary levy on top of the current personal income tax rates (12%).

Methodology

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 24th to 27th March 2011 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 $\pm 3.6\%$.

Supplementary Tables

PREFERENCE OF FUNDING CHRISTCHURCH REBUILD

The government estimates it will have to spend around five billion dollars to rebuild Christchurch following the earthquake there. Would you prefer the Government fund the cost of rebuilding Christchurch by:

	Base	A) A temporary levy on New Zealanders with incomes over forty eight thousand dollars	B) The government borrowing, that is taking on more debt to fund the rebuild	C) Making big cuts to government spending on programmes like Working for Families	Unsure
ALL	750	40%	22%	29%	9%
LOCATION					
Auckland	241	34%	24%	33%	9%
Wellington	77	41%	26%	22%	11%
Christchurch	82	49%	23%	23%	5%
Provincial	350	41%	21%	29%	9%
Rural	158	41%	22%	30%	7%
North Is	568	38%	23%	29%	10%
South Is	182	47%	20%	27%	6%
SEX					
Male	359	41%	22%	29%	8%
Female	391	39%	23%	28%	10%
AGE GROUP					
Under 30	157	38%	25%	29%	8%
30-44	225	37%	28%	27%	8%
45-59	196	44%	19%	27%	10%
60 Plus	172	41%	16%	32%	11%
OCCUPATION					
Professionals, Managers	152	37%	24%	29%	10%
Technicians, Associates	98	41%	20%	30%	9%
Clerks & Sales	125	39%	18%	34%	9%
Blue collar	121	38%	23%	30%	9%
Students	42	34%	37%	24%	5%
Retired	110	44%	16%	29%	11%
Homemaker	55	51%	27%	17%	5%
Not employed	35	45%	25%	22%	8%
Self employed	11	21%	22%	34%	23%
PERSONAL INCOME					
Less than \$15,000	122	45%	25%	24%	6%
\$15,001-25,000	109	40%	27%	23%	10%
\$25,001-30,000	59	46%	28%	22%	4%
\$30,001-40,000	79	52%	17%	26%	5%
\$40,001-50,000	90	43%	16%	31%	10%
\$50,001-70,000	90	30%	19%	35%	16%
More than \$70,000	123	36%	20%	39%	5%
ETHNICITY					
Pacific Island	35	15%	27%	52%	6%
Maori	83	44%	31%	21%	4%
Non Maori/Non PI	637	41%	21%	28%	10%
PREFERRED FUNDING OPTION					
Levy on high incomes	300	100%	0%	0%	0%
Government borrowing	167	0%	100%	0%	0%
Working for Families cuts	216	0%	0%	100%	0%
SUPPORT OF LEVY					
Total support	425	59%	12%	22%	7%
Total oppose	292	12%	39%	39%	10%

Supplementary Tables - Continued

SUPPORT OF GOVERNMENT LEVY FOR HIGHER INCOMES

Several options have been suggested for helping to pay the cost of rebuilding Christchurch. One option is introducing a temporary levy on top of the current personal income tax rates. This levy could be an additional one-point-five percent for those earning between forty-eight thousand dollars and seventy thousand dollars, and an additional three per cent on money earned over seventy thousand dollars.

Do you strongly support, somewhat support, somewhat oppose or strongly oppose a levy along these lines?

	Base	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure
ALL	750	18%	39%	17%	22%	4%
LOCATION						
Auckland	241	16%	33%	20%	27%	4%
Wellington	77	16%	46%	16%	16%	6%
Christchurch	82	15%	51%	14%	13%	7%
Provincial	350	20%	38%	15%	23%	4%
Rural	158	17%	38%	14%	24%	7%
North Is	568	17%	38%	17%	24%	4%
South Is	182	21%	39%	16%	18%	6%
SEX						
Male	359	21%	36%	14%	24%	5%
Female	391	15%	41%	19%	21%	4%
AGE GROUP						
Under 30	157	17%	42%	19%	16%	6%
30-44	225	11%	37%	19%	30%	3%
45-59	196	22%	38%	13%	24%	3%
60 Plus	172	23%	39%	16%	15%	7%
OCCUPATION						
Professionals, Managers	152	12%	38%	19%	29%	2%
Technicians, Associates	98	20%	44%	12%	23%	1%
Clerks & Sales	125	17%	34%	27%	17%	5%
Blue collar	121	18%	38%	10%	29%	5%
Students	42	22%	46%	10%	22%	0%
Retired	110	28%	35%	16%	13%	8%
Homemaker	55	10%	47%	19%	19%	5%
Not employed	35	22%	42%	3%	19%	14%
Self employed	11	0%	30%	35%	31%	4%
PERSONAL INCOME						
Less than \$15,000	122	26%	37%	16%	16%	5%
\$15,001-25,000	109	15%	48%	13%	20%	4%
\$25,001-30,000	59	15%	43%	20%	15%	7%
\$30,001-40,000	79	21%	38%	14%	21%	6%
\$40,001-50,000	90	20%	39%	20%	17%	4%
\$50,001-70,000	90	16%	32%	17%	32%	3%
More than \$70,000	123	11%	36%	19%	32%	2%
ETHNICITY						
Pacific Island	35	23%	18%	30%	21%	8%
Maori	83	23%	44%	7%	25%	1%
Non Maori/Non PI	637	17%	39%	17%	22%	5%
PREFERRED FUNDING OPTION						
Levy on high incomes	300	33%	50%	10%	2%	5%
Government borrowing	167	5%	27%	26%	42%	0%
Working for Families cuts	216	10%	34%	19%	33%	4%
SUPPORT OF LEVY						
Total support	425	32%	68%	0%	0%	0%
Total oppose	292	0%	0%	43%	57%	0%