

## UMR Omnibus Results – Raising GST?

February 2010

Results are based upon question 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 4<sup>th</sup> to 9<sup>th</sup> February 2010 at UMR Research's national interview facility in Auckland.

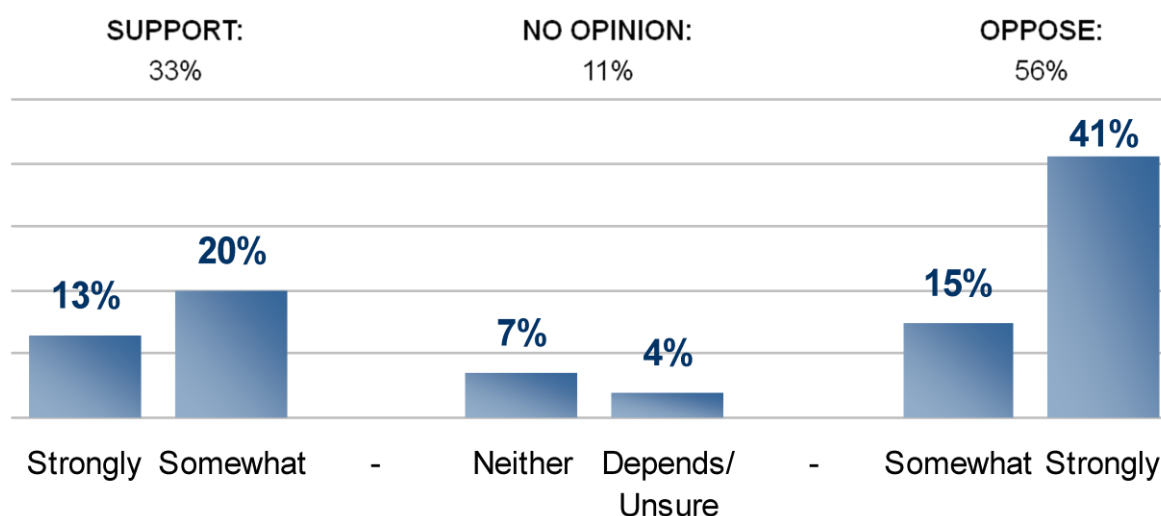
The margin of error for sample size of 750 for a 50% figure at the '95% confidence level' is  $\pm 3.6\%$ .

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?*



# SUPPLEMENTARY TABLE

## 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%