

## TAXATION POLL SEPTEMBER 2020

- CLIENT:** NZ Taxpayers' Union
- POLL DATES:** Tuesday 22 to Thursday 24 September 2020. The median collection day was Wednesday 23 September 2020.
- TARGET POPULATION:** New Zealand adults.
- SAMPLE POPULATION:** New Zealand adults who are contactable on a landline or mobile phone.
- SAMPLE SIZE:** 1,080 respondents agreed to participate.
- SAMPLE SELECTION:** A random selection of 24,000 nationwide phone numbers.
- WEIGHTING:** The results are weighted to reflect the overall voting adult population in terms of gender, age, and area.
- SAMPLE ERROR:** Based on this sample of 1,080 respondents, the maximum sampling error (for a result of 50%) is +/- 3.0%, at the 95% confidence level.
- CODE COMPLIANCE:** This poll was conducted in accordance the Research Association New Zealand Code of Practice and the International Chamber of Commerce/European Society for Opinion and Market Research Code on Market and Social Research.

**Do you think there should be a tax that people pay on assets such as houses, cars and KiwiSaver accounts, additional to the existing income tax?**

		Count	Col %
Asset Tax	Yes	171	16%
	No	783	72%
	Unsure	139	13%
	Total	1093	100%

Only 16% of adults think there should be a tax on assets as well as income.

This question was designed to test support or opposition on the principle of a tax on assets, not on a specific tax on a specific level of assets.

		Gender	
		Female	Male
		Col %	Col %
Asset Tax	Yes	13%	19%
	No	72%	71%
	Unsure	15%	10%
	Total	100%	100%

Only 19% of men and 13% of women think there should be a tax on assets as well as income.

		Age Group			
		18-30	31-45	46-60	61+
		Col %	Col %	Col %	Col %
Asset Tax	Yes	25%	17%	12%	14%
	No	64%	72%	77%	70%
	Unsure	12%	11%	11%	16%
	Total	100%	100%	100%	100%

Under 30s are most keen on an asset tax at 25% while those least keen are aged 46 to 60.

		Area Type			
		Metro Col %	Prov Cities Col %	Towns Col %	Rural Col %
Asset Tax	Yes	20%	13%	13%	10%
	No	67%	72%	76%	78%
	Unsure	12%	15%	12%	12%
	Total	100%	100%	100%	100%

A significant difference by area. 20% of those who live in the three big cites support an asset tax while only 10% of those in rural areas support one.

		Deprivation Decile		
		Deciles 1 - 3 Col %	Deciles 4 - 7 Col %	Deciles 8 - 10 Col %
Asset Tax	Yes	14%	15%	19%
	No	73%	71%	70%
	Unsure	13%	14%	11%
	Total	100%	100%	100%

14% of those in the least deprived areas support an asset tax and 19% in the most deprived areas.

		Probed Party Vote (All Voters)					
		National Col %	Labour Col %	ACT Col %	NZ First Col %	Green Col %	Undecided Col %
Asset Tax	Yes	6%	19%	4%	20%	56%	15%
	No	84%	66%	93%	66%	36%	67%
	Unsure	10%	15%	2%	14%	8%	18%
	Total	100%	100%	100%	100%	100%	100%

Green Party supporters are the most keen on an asset tax at 56%. Only 19% of Labour voters support an asset tax, and 6% of National supporters.

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**25 September 2020**