

MEDIA RELEASE

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Tax cuts a major issue for Kiwi voters

Tax cuts are top of mind when Kiwis consider how they're going to cast their vote in this year's general election, Research New Zealand polling shows.

The poll found tax cuts were the most pressing issue for 27 percent of New Zealanders when considering who to vote for. The cost of living and basics, and the provision of healthcare were the next most significant issues for Kiwis at 12 percent each.

Research New Zealand director Emanuel Kalafatelis said when all the other issues mentioned by respondents were taken into account, as well as those that were top of mind, the total proportion of people mentioning tax cuts rose to 35 percent, concern about the cost of living and basics rose to 31 percent and health services 29 percent.

"The election is still a long way off but our poll shows that right now voters are concerned about their household budget, how much money they have, and how far it stretches.

"Health seems to be an ongoing concern for Kiwis, and the cost of energy was also mentioned as an issue for 20 percent of us," Mr Kalafatelis said.

Tax cuts were more likely to be viewed as an election issue the higher the household income. For example, overall, almost one-half (46 percent) of Kiwis from households earning \$70,000 plus mentioned tax cuts as an election issue, compared to 26 percent from households with a combined income of under \$40,000.

Research New Zealand polling was conducted between 14 April and 23 May prior to the budget announcement.

The Research New Zealand poll of 500 people aged 15 and over was conducted by telephone between the 14 and 23 May. The maximum margin of error is +/- 4.6 % (at the 95% confidence level). The data has been weighted to ensure it is an accurate representation of New Zealand's general population. The poll was not taken on behalf of any organisation but as part of Research New Zealand's monthly survey of attitudes and opinions.



Participants were asked: *Thinking about the upcoming election, what, for you will be the most significant issue in this year's general election?*

Table 1: Significant election issues – Issues mentioned first

Now, thinking about the upcoming election, what, for you will be the most significant issue in this year's general election?

	Total
Base =	500
	%
Tax cuts	27
Cost of living/cost of basics	12
Provision of health services	12
The economy/employment (general mention)	6
Spending on government policies/services	5
Issues relating to the environment (carbon emissions)	5
Cost of energy (eg petrol and electricity)	3
Provision of educational services	3
Law and order issues	3
Change in government or change of Prime Minister	3
Student loans/support for students	2
Government ownership of assets (eg buy back of railways)	1
Foreign affair issues	0
Racial issues	0
Size of the public sector	0
Other	6
Don't know	6
None/nothing	5
Total	100

Total may not sum to 100% due to rounding.



Table 2: Significant election issues – All issues mentioned by household income

Now, thinking about the upcoming election, what, for you will be the most significant issue in this year's general election? Anything else? TOTAL MENTIONED

	Total	Under \$40,000	40,000 - \$69,999	\$70,000 plus	Don't know/refused
Base =	500	186	112	154	48
	%	%	%	%	%
Tax cuts	35	26	39	46	25
Cost of living/cost of basics	31	31	28	29	40
Provision of health services	29	24	30	36	32
Cost of energy	20	26	17	16	21
Provision of education services	17	14	17	22	14
The economy/employment (general mention)	14	9	16	20	12
Spending on government policies/services	12	10	8	15	14
Issues relating to the environment	11	9	13	12	14
Law and order issues	10	6	15	13	7
Change in government or change of Prime Minister	3	1	5	5	2
Student loans/support for students	3	3	4	1	3
Government ownership of assets	2	3	1	0	3
Foreign affair issues	2	2	0	3	0
Immigration	2	1	1	3	4
Racial issues	1	1	2	0	0
Size of the public sector	1	1	1	1	0
Other	33	21	43	37	48
Nothing/none	5	8	3	3	10
Don't know	6	11	6	2	4

Total may exceed 100% due to multiple response.

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