

INCOME SPLITTING / CHILDCARE POLL September 2013

- CLIENT:** Family First New Zealand
- POLL DATES:** Evenings of Thu 29 August, Sun 01 Sep, Wed 04 Sep 2013
- SAMPLE SIZE:** 1,000 respondents agreed to participate.
- SAMPLE SELECTION:** A random selection of 15,000 nationwide phone numbers.
- WEIGHTING:** The results are weighted to reflect the overall adult population in terms of gender, age, area and deprivation decile.
- SAMPLE ERROR:** Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.2%, at the 95% confidence level.

INCOME SPLITTING

A married couple should be able to split their income between them, for tax purposes, so that a couple with say one spouse earning \$80,000 would pay the same tax as a couple where both spouses work and earn \$40,000 each

		Count	Col %
A married couple should be able to split their income between them, for tax purposes, so that a couple with say one spouse earning \$80,000 would pay the same tax as a couple where both spouses work and earn \$40,000 each?	Agree	757	76%
	Disagree	135	14%
	Unsure/Refuse	108	11%
	Total	1001	100%

76% of respondents support income splitting for tax purposes.

		Gender	
		Female	Male
		Col %	Col %
A married couple should be able to split their income between them, for tax purposes, so that a couple with say one spouse earning \$80,000 would pay the same tax as a couple where both spouses work and earn \$40,000 each?	Agree	69%	82%
	Disagree	16%	11%
	Unsure/Refuse	14%	7%
	Total	100%	100%

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
A married couple should be able to split their income between them, for tax purposes, so that a couple with say one spouse earning \$80,000 would pay the same tax as a couple where both spouses work and earn \$40,000 each?	Agree	75%	77%	75%
	Disagree	14%	14%	12%
	Unsure/Refuse	11%	9%	13%
	Total	100%	100%	100%

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
A married couple should be able to split their income between them, for tax purposes, so that a couple with say one spouse earning \$80,000 would pay the same tax as a couple where both spouses work and earn \$40,000 each?	Agree	74%	81%	72%
	Disagree	15%	8%	16%
	Unsure/Refuse	10%	11%	12%
	Total	100%	100%	100%

		Deprivation		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
A married couple should be able to split their income between them, for tax purposes, so that a couple with say one spouse earning \$80,000 would pay the same tax as a couple where both spouses work and earn \$40,000 each?	Agree	76%	76%	76%
	Disagree	14%	14%	12%
	Unsure/Refuse	10%	10%	12%
	Total	100%	100%	100%

		Party Vote 2011			
		National	Labour	Others	Not Vote/Unsure
		Col %	Col %	Col %	Col %
A married couple should be able to split their income between them, for tax purposes, so that a couple with say one spouse earning \$80,000 would pay the same tax as a couple where both spouses work and earn \$40,000 each?	Agree	80%	71%	83%	68%
	Disagree	10%	19%	13%	15%
	Unsure/Refuse	9%	11%	5%	17%
	Total	100%	100%	100%	100%

CHILDCARE

It is better for children at pre-school age to be cared for at home by a parent or relative, rather than be in a childcare centre

		Count	Col %
It is better for children at pre-school age to be cared for at home by a parent or relative, rather than be in a childcare centre	Agree	490	49%
	Disagree	383	38%
	Unsure/Refuse	128	13%
	Total	1001	100%

A plurality believe it is better for pre-school children to be cared for at home.

		Gender	
		Female	Male
		Col %	Col %
It is better for children at pre-school age to be cared for at home by a parent or relative, rather than be in a childcare centre	Agree	48%	50%
	Disagree	37%	40%
	Unsure/Refuse	15%	10%
	Total	100%	100%

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
It is better for children at pre-school age to be cared for at home by a parent or relative, rather than be in a childcare centre	Agree	47%	48%	53%
	Disagree	40%	40%	34%
	Unsure/Refuse	13%	13%	13%
	Total	100%	100%	100%

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
It is better for children at pre-school age to be cared for at home by a parent or relative, rather than be in a childcare centre	Agree	49%	49%	49%
	Disagree	38%	38%	40%
	Unsure/Refuse	13%	13%	11%
	Total	100%	100%	100%

		Deprivation		
		Deciles 1 - 3	Deciles 4 - 7	Deciles 8 - 10
		Col %	Col %	Col %
It is better for children at pre-school age to be cared for at home by a parent or relative, rather than be in a childcare centre	Agree	47%	49%	52%
	Disagree	42%	38%	36%
	Unsure/Refuse	12%	14%	13%
	Total	100%	100%	100%

		Party Vote 2011					
		Nat	Lab	Maori	NZF	Cons	Gre
		Col %	Col %	Col %	Col %	Col %	Col %
It is better for children at pre-school age to be cared for at home by a parent or relative, rather than be in a childcare centre	Agree	46%	45%	72%	63%	64%	45%
	Disagree	43%	40%	24%	21%	28%	47%
	Unsure/Refuse	11%	15%	4%	15%	8%	9%

WEIGHTED DEMOGRAPHICS

The results have been weighted to reflect the adult gender, age, area and deprivation distribution.

		Count	Col %
Gender	Female	525	52%
	Male	478	48%
	Total	1002	100%

		Count	Col %
Age	18 - 40	372	37%
	41 - 60	363	36%
	61+	267	27%
	Total	1002	100%

		Count	Col %
Area	Metro	491	49%
	Provincial	283	28%
	Rural	229	23%
	Total	1002	100%

		Count	Col %
Deprivation	Deciles 1 - 3	293	29%
	Deciles 4 - 7	406	40%
	Deciles 8 - 10	304	30%
	Total	1002	100%

Gender

	Count	Col %
Gender Female	548	55%
Male	453	45%
Total	1001	100%

Age

	Count	Col %
Age 18 - 40	375	37%
41 - 60	368	37%
61+	259	26%
Total	1001	100%

Area

	Count	Col %
Area Metro	515	51%
Provincial	273	27%
Rural	213	21%
Total	1001	100%

Metro is defined as Auckland, Wellington and Christchurch. Provincial is all other cities in New Zealand. Rural areas are all areas not Metro or Provincial.

Deprivation

	Count	Col %
Deprivation Deciles 1 - 3	307	31%
Deciles 4 - 7	395	39%
Deciles 8 - 10	299	30%
Total	1001	100%

Party Vote 2011

	Count	Col %
Nat	402	40%
Lab	209	21%
Maori	18	2%
ACT	3	0%
NZF	31	3%
UF	3	0%
Cons	19	2%
Gre	60	6%
Mana	4	0%
Others	4	0%
Did not vote	107	11%
Unsure/Refuse	139	14%

David Farrar
Director
Curia Market Research

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