

**Political Issues Poll  
March 2024**

CLIENT:	NZ Taxpayers' Union
POLL DATES:	Tuesday 02 April to Thursday 04 April 2024. The median response was collected on Wednesday 03 April 2024.
TARGET POPULATION:	Adults aged 18+ who live in New Zealand and are eligible and likely to vote.
SAMPLE POPULATION:	Adults aged 18+ who live in New Zealand and are eligible and likely to vote, who are contactable on a landline or mobile phone or online panel.
SAMPLE SIZE:	1,000 respondents agreed to participate, 800 by phone and 200 by online panel.
SAMPLE SELECTION:	A random selection of 15,000 NZ phone numbers (landlines and mobiles) and a random selection from the target population from up to three global online panels (that comply with ESOMAR guidelines for online research). If the call is to a landline, the person who is home and next has a birthday is asked to take part. Those who take part through an online panel are excluded from further polls on the same topic for six months.
RESPONSE RATE:	Multiple call-backs occurred to maximise the response rate. Those who said they were unlikely or very unlikely to vote were excluded.
OMNIBUS STATUS:	The poll was part of a wider omnibus survey for multiple clients. The questions were asked in the order they are listed.
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 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.1%, at the 95% confidence level. Results for sub-groups such as age and area will have a much higher margin of error and not seen as precise.
CODE COMPLIANCE:	This poll was conducted in accordance with 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.

**The National Party's tax policy at the election promised to shift tax bracket thresholds to partially compensate for the effect of inflation. This would reduce the tax on full time workers from between \$24 and \$51 a fortnight depending on income. Proponents of the tax cuts say they will provide relief to families, while opponents say they are unaffordable. Do you think the Government should deliver the tax cuts that were in National's election policy?**

		Count	Col %
Deliver tax cuts	Yes	512	53%
	No	277	29%
	Unsure	171	18%
	Total	960	100%

53% of respondents want the Government to deliver National's promised tax cuts, and only 295 do not.

		Gender	
		Female	Male
		Col %	Col %
Deliver tax cuts	Yes	48%	58%
	No	28%	30%
	Unsure	24%	12%
	Total	100%	100%

		Age		
		18 - 39	40 - 59	60+
		Col %	Col %	Col %
Deliver tax cuts	Yes	50%	58%	51%
	No	24%	31%	32%
	Unsure	25%	11%	18%
	Total	100%	100%	100%

		Area					
		Akl Col %	Wgtn Col %	Chch Col %	Prov Cities Col %	Towns Col %	Rural Col %
Deliver tax cuts	Yes	66%	56%	56%	45%	51%	47%
	No	20%	27%	35%	30%	33%	33%
	Unsure	14%	17%	9%	26%	16%	20%
	Total	100%	100%	100%	100%	100%	100%

		Probed Party Vote						
		National Col %	Labour Col %	Maori Col %	ACT Col %	NZ First Col %	Greens Col %	Unsure Col %
Deliver tax cuts	Yes	70%	36%	34%	73%	77%	33%	50%
	No	18%	37%	18%	18%	15%	54%	42%
	Unsure	12%	26%	48%	9%	8%	12%	8%
	Total	100%	100%	100%	100%	100%	100%	100%

Net support by party vote is:

1. NZ First +62%
2. ACT +55%
3. National +52%
4. TPM +16%
5. Undecideds +8%
6. Labour -1%
7. Greens -21%

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