



Savings Research

[Omnibus Results]

[Lt April 2005]



WELLINGTON 3 Collina Terrace Thorndon WELLINGTON <u>NEW ZEALAND</u> Tel: +64 4 473 1061 Fax: +64 4 472 3501	AUCKLAND 11 Earle Street Parnell AUCKLAND <u>NEW ZEALAND</u> Tel: +64 9 373 8700 Fax: +64 9 373 8704	SYDNEY Level One, Suite 105 332-342 Oxford Street SYDNEY NSW 2022 <u>AUSTRALIA</u> Tel: +61 2 9386 1622 Fax: +61 2 9386 1633	BRISBANE Level 3, 33 Scarborough St Southport QUEENSLAND 4215 <u>AUSTRALIA</u> Tel: +61 7 5588 0488 Fax: +61 7 5588 0480
---	--	--	--

Email: umr@umr.co.nz
www.umr.co.nz

Methodology

The most recent results in this report are based upon a telephone survey of a nationally representative sample of 750 New Zealanders 18 years of age and over.

Fieldwork was conducted on the 28th April to 2nd May 2005 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 $\pm 3.6\%$.

These questions were piloted prior to inclusion in the survey.

(i) Initial support for savings scheme

SUPPORT FOR GOVERNMENT POLICIES TO INCREASE SAVING AND ASSET ACQUISITION	
<i>Using a scale of 1 to 5 where 1 means strongly support and 5 strongly oppose – how much do you support or oppose the introduction of Government policies which help people to save and to own more assets?</i>	
	Lt APR 05 %
1 – Strongly support	40
2	24
TOTAL 1 + 2	64
3 - Neutral	20
4	8
5 – Strongly oppose	7
TOTAL 4+5	15
Unsure	1

(ii) Support for different parts of the proposed savings scheme

PART ONE – CHILDREN’S SAVINGS ACCOUNTS	
<i>As you may be aware the idea has been raised to create individual savings accounts for all New Zealanders to assist people to save for education, home ownership or for retirement.</i>	
<i>The first part of this suggestion includes the automatic creation of a savings account for children at birth. The Government would put \$500 in at birth and again at ages 5 and age 10. Contributions can be made into this account by family members and other people and the Government will match <u>dollar for dollar</u> the first \$200 deposited each year <u>up to age 18</u>. Using a scale of 1 to 5 where 1 means you strongly support and 5 you strongly oppose – how much do you support or oppose this proposal?</i>	
	Lt APR 05 %
1 – Strongly support	43
2	21
TOTAL 1 + 2	64
3 - Neutral	17
4	9
5 – Strongly oppose	10
TOTAL 4+5	19
Unsure	-

PART TWO – 2% INCOME TAX CUTS

This suggestion also includes a 2% income tax cut which would be put into the individual's savings account. Using the same 1 to 5 scale how much do you support or oppose this proposal?

	Lt APR 05 %
1 – Strongly support	38
2	24
TOTAL 1 + 2	62
3 - Neutral	18
4	7
5 – Strongly oppose	11
TOTAL 4+5	18
Unsure	2

PART THREE – MATCHED SAVINGS SCHEME

It is also proposed that voluntary savings be encouraged through a system in which the Government will match half of your savings up to a maximum \$500 contribution by the Government per year. Using a scale of 1 to 5 where 1 means you strongly support and 5 means you strongly oppose – how strongly do you support or oppose this proposal?

	Lt APR 05 %
1 – Strongly support	35
2	26
TOTAL 1 + 2	61
3 - Neutral	20
4	9
5 – Strongly oppose	10
TOTAL 4+5	19
Unsure	-

PARTS ONE, TWO AND THREE – COMPARISON TABLE

	Lt APR 05 %		
	PART ONE	PART TWO	PART THREE
	CHILDREN'S SAVINGS ACCOUNTS	2% INCOME TAX CUTS	MATCHED SAVINGS SCHEME
1 – Strongly support	43	38	35
2	21	24	26
TOTAL 1 + 2	64	62	61
3 - Neutral	17	18	20
4	9	7	9
5 – Strongly oppose	10	11	10
TOTAL 4+5	19	18	19
Unsure	-	2	-

(iii) **Withdrawing money from savings accounts**

WITHDRAWING MONEY FROM SAVINGS ACCOUNTS			
<i>It is proposed that individuals can withdraw from their accounts for certain purposes. Do you think it is a good idea that money can be withdrawn for the following reasons:</i>			
	Lt APR 05 %		
	YES, GOOD IDEA	NO, NOT GOOD IDEA	UNSURE
(a) To pay for the cost of education or student loan debt repayment	75	21	4
(b) To use as a deposit on a first home	83	16	1
(c) To transfer to the accounts of children	47	46	7

(iv) **Informed support for savings scheme**

INFORMED SUPPORT FOR SAVINGS SCHEME	
<i>Now having heard all the details of the suggestion – the children’s savings account, the 2% income tax cuts and the matched savings scheme - using the 1 to 5 scale where 1 means you strongly support and 5 means you strongly oppose – how strongly do you support or oppose this proposal?</i>	
	Lt APR 05 %
1 – Strongly support	35
2	26
TOTAL 1 + 2	61
3 - Neutral	21
4	9
5 – Strongly oppose	8
TOTAL 4+5	17
Unsure	1

(v) Preferred saving scheme

PREFERRED SAVINGS SCHEME <i>If you had to choose between the children's savings accounts, the 2% income tax cuts or the savings scheme where the Government matches half your savings which would you choose?</i>	
	Lt APR 05 %
Children's savings accounts	31
2% income tax cut	29
Matched savings scheme	33
[Volunteered] All of above	1
[Volunteered] None	3
[Volunteered] Depends	1
Unsure	2
TOTAL	100

(vi) Effect of proposed government cost on support

EFFECT OF PROPOSED GOVERNMENT COST ON SUPPORT <i>These suggestions are likely to cost the Government over \$3 billion dollars a year which would be phased in over several years. Having heard that cost using the 1 to 5 scale where 1 means you strongly support and 5 means you strongly oppose – how strongly do you now support or oppose these suggestions to help people save and own more assets?</i>	
	Lt APR 05 %
1 – Strongly support	30
2	26
TOTAL 1 + 2	56
3 - Neutral	23
4	8
5 – Strongly oppose	11
TOTAL 4+5	19
Unsure	2

SUPPORT FOR SAVINGS SCHEME

	Lt APR 05 %		
	BEFORE SCHEME OUTLINED*	AFTER SCHEME OUTLINED**	AFTER HEARING PROPOSED GOVERNMENT COST***
1 – Strongly support	40	35	30
2	24	26	26
TOTAL 1 + 2	64	61	56
3 - Neutral	20	21	23
4	8	9	8
5 – Strongly oppose	7	8	11
TOTAL 4+5	15	17	19
Unsure	1	1	2

* The response to the question “Using a scale of 1 to 5 where 1 means strongly support and 5 strongly oppose – how much do you support or oppose the introduction of Government policies which help people to save and to own more assets?” asked before details of the proposed savings schemes had been outlined.

**The response to the question “Now having heard all the details of the suggestion – the children’s savings account, the 2% income tax cuts and the matched savings scheme - using the 1 to 5 scale where 1 means you strongly support and 5 means you strongly oppose – how strongly do you support or oppose this proposal?” asked after details of the proposed savings schemes had been outlined.

***The response to the question “These suggestions are likely to cost the Government over \$3 billion dollars a year which would be phased in over several years. Having heard that cost using the 1 to 5 scale where 1 means you strongly support and 5 means you strongly oppose – how strongly do you now support or oppose these suggestions to help people save and own more assets?” asked at the end of the survey.

SUPPLEMENTARY TABLES

TABLE OF CONTENTS

INITIAL SUPPORT FOR SAVINGS SCHEMES	11
SUPPORT FOR CHILDREN'S SAVINGS ACCOUNTS.....	12
SUPPORT FOR 2% INCOME TAX CUTS.....	13
SUPPORT FOR MATCHED SAVINGS SCHEME	14
WITHDRAW MONEY - TO PAY FOR THE COST OF EDUCATION OR STUDENT LOAN DEPT REPAYMENT.....	15
WITHDRAW MONEY - TO USE AS A DEPOSIT ON A FIRST HOME	16
WITHDRAW MONEY TO - TO TRANSFER TO THE ACCOUNTS OF CHILDREN.....	17
INFORMED SUPPORT FOR SAVINGS SCHEME.....	18
PREFERRED SAVINGS SCHEME.....	19
EFFECT OF PROPOSED GOVERNMENT COST ON SUPPORT	20

INITIAL SUPPORT FOR SAVINGS SCHEMES

Using a scale of 1 to 5 where 1 means strongly support and 5 strongly oppose - how much do you support or oppose the introduction of Government policies which help people to save and to own more assets?

	Base	1 - Strongly support	2	3 - Neutral	4	5 - Strongly oppose	Unsure
ALL	750	40%	24%	20%	8%	7%	1%
AREA							
Auckland	228	39%	23%	20%	8%	9%	1%
Provincial	354	42%	25%	19%	7%	6%	1%
Christchurch	91	31%	22%	25%	7%	13%	2%
Wellington	77	40%	30%	13%	11%	4%	2%
RURAL	124	36%	23%	19%	9%	12%	1%
SEX							
Male	359	42%	23%	19%	8%	7%	1%
Female	391	38%	25%	20%	8%	8%	1%
AGE GROUP							
Under 30	134	35%	24%	23%	9%	9%	0%
30-44	261	40%	25%	20%	8%	6%	1%
45-59	190	40%	26%	16%	10%	8%	0%
60 Plus	166	44%	22%	20%	5%	8%	1%
OCCUPATION							
Professionals, Managers	191	42%	22%	20%	9%	6%	1%
Technicians, Associate Professionals	87	37%	20%	29%	6%	7%	1%
Clerks	55	34%	31%	17%	11%	7%	0%
Sales and service workers	38	41%	24%	16%	5%	10%	4%
Blue collar	116	44%	27%	16%	6%	6%	1%
Students	41	38%	30%	21%	4%	7%	0%
Retired	126	45%	21%	20%	7%	6%	1%
Homemaker	45	26%	30%	11%	14%	19%	0%
Not employed	24	32%	22%	30%	16%	0%	0%
Self employed	23	29%	35%	15%	9%	12%	0%
PERSONAL INCOME							
Less than \$15,000	156	34%	25%	23%	7%	9%	2%
\$15,001-25,000	109	45%	23%	19%	8%	4%	1%
\$25,001-30,000	74	40%	24%	21%	5%	9%	1%
\$30,001-40,000	93	37%	30%	23%	3%	6%	1%
\$40,001-50,000	80	37%	21%	21%	19%	2%	0%
\$50,001-70,000	98	48%	18%	19%	7%	7%	1%
More than \$70,000	62	42%	24%	16%	8%	10%	0%
PARTY VOTE							
National	224	42%	22%	19%	7%	9%	1%
Labour	272	38%	31%	22%	5%	3%	1%
The Alliance	1	0%	0%	0%	0%	0%	100%
NZ First	63	56%	9%	17%	12%	6%	0%
ACT	18	43%	15%	5%	28%	9%	0%
Green	47	37%	17%	22%	10%	9%	5%
New Maori Party	12	64%	6%	17%	8%	0%	5%
Progressive Party	2	100%	0%	0%	0%	0%	0%
United Future	20	16%	50%	15%	0%	19%	0%
Christian Heritage	5	30%	0%	34%	36%	0%	0%
Outdoor Recreation	0	0%	0%	0%	0%	0%	0%
Maori	81	42%	18%	24%	9%	6%	1%
Non-Maori	669	39%	25%	19%	8%	8%	1%
PREFERRED SAVINGS SCHEME							
Children's Savings Accounts	228	37%	24%	22%	9%	7%	1%
2% Income Tax Cuts	220	33%	25%	21%	11%	10%	0%
Matched Savings Scheme	250	48%	26%	18%	3%	5%	0%

SUPPORT FOR CHILDREN'S SAVINGS ACCOUNTS

As you may be aware the idea has been raised to create individual savings accounts for all New Zealanders to assist people to save for education, home ownership or for retirement. The first part of this suggestion includes the automatic creation of a savings account for children at birth.

The Government would put \$500 in at birth and again at ages 5 and age 10. Contributions can be made into this account by family members and other people and the Government will match dollar for dollar the first \$200 deposited each year up to age 18. Using a scale of 1 to 5 where 1 means

	Base	1 - Strongly support	2	3 - Neutral	4	5 - Strongly oppose	Unsure
ALL	750	43%	21%	17%	9%	10%	0%
AREA							
Auckland	228	40%	17%	19%	12%	12%	0%
Provincial	354	43%	24%	17%	8%	8%	0%
Christchurch	91	49%	17%	13%	8%	13%	0%
Wellington	77	43%	21%	20%	5%	10%	1%
RURAL	124	41%	17%	20%	8%	13%	1%
SEX							
Male	359	43%	20%	16%	9%	11%	1%
Female	391	43%	22%	18%	8%	9%	0%
AGE GROUP							
Under 30	134	49%	21%	14%	7%	9%	0%
30-44	261	46%	21%	18%	7%	8%	0%
45-59	190	38%	21%	17%	9%	15%	0%
60 Plus	166	38%	20%	19%	12%	10%	1%
OCCUPATION							
Professionals, Managers	191	40%	21%	19%	9%	11%	0%
Technicians, Associate Professionals	87	44%	28%	12%	8%	8%	0%
Clerks	55	45%	13%	18%	11%	13%	0%
Sales and service workers	38	51%	18%	8%	10%	11%	2%
Blue collar	116	46%	19%	17%	8%	9%	1%
Students	41	47%	27%	14%	2%	10%	0%
Retired	126	40%	21%	17%	12%	10%	0%
Homemaker	45	44%	22%	28%	3%	3%	0%
Not employed	24	44%	16%	17%	9%	14%	0%
Self employed	23	24%	16%	26%	15%	19%	0%
PERSONAL INCOME							
Less than \$15,000	156	45%	19%	17%	9%	10%	0%
\$15,001-25,000	109	48%	25%	14%	10%	2%	1%
\$25,001-30,000	74	41%	21%	18%	10%	10%	0%
\$30,001-40,000	93	46%	20%	17%	6%	11%	0%
\$40,001-50,000	80	38%	28%	17%	5%	12%	0%
\$50,001-70,000	98	38%	27%	16%	11%	6%	2%
More than \$70,000	62	44%	6%	20%	6%	24%	0%
PARTY VOTE							
National	224	37%	22%	21%	8%	12%	0%
Labour	272	46%	22%	15%	10%	7%	0%
The Alliance	1	0%	0%	0%	0%	0%	100%
NZ First	63	45%	15%	10%	19%	11%	0%
ACT	18	42%	13%	0%	9%	36%	0%
Green	47	51%	24%	14%	3%	8%	0%
New Maori Party	12	59%	16%	25%	0%	0%	0%
Progressive Party	2	50%	0%	50%	0%	0%	0%
United Future	20	47%	19%	26%	0%	8%	0%
Christian Heritage	5	30%	0%	34%	0%	36%	0%
Outdoor Recreation	0	0%	0%	0%	0%	0%	0%
Maori	81	55%	20%	20%	2%	3%	0%
Non-Maori	669	41%	21%	17%	10%	11%	0%
INITIAL SUPPORT FOR SAVINGS SCHEME							
Support (1 + 2)	481	52%	21%	15%	6%	6%	0%
Neutral (3)	147	28%	29%	17%	17%	9%	0%
Oppose (4 + 5)	115	24%	12%	25%	10%	29%	0%

SUPPORT FOR 2% INCOME TAX CUTS

This suggestion also includes a 2% income tax cut which would be put into the individual's savings account. Using the same 1 to 5 scale how much do you support or oppose this proposal?

	Base	1 - Strongly support	2	3 - Neutral	4	5 - Strongly oppose	Unsure	Like tax cuts put prefer to have discretio n over use	Disagree with the idea of tax cuts
ALL	750	38%	24%	18%	7%	11%	2%	0%	0%
AREA									
Auckland	228	34%	23%	17%	8%	15%	2%	1%	0%
Provincial	354	40%	26%	17%	7%	8%	2%	0%	0%
Christchurch	91	49%	17%	12%	8%	13%	1%	0%	0%
Wellington	77	36%	20%	31%	1%	9%	3%	0%	0%
RURAL	124	34%	28%	15%	8%	14%	1%	0%	0%
SEX									
Male	359	36%	27%	16%	8%	12%	1%	0%	0%
Female	391	41%	21%	19%	7%	9%	3%	0%	0%
AGE GROUP									
Under 30	134	29%	33%	21%	6%	10%	0%	1%	0%
30-44	261	43%	25%	19%	4%	8%	1%	0%	0%
45-59	190	39%	21%	18%	7%	13%	2%	0%	0%
60 Plus	166	39%	16%	14%	11%	12%	7%	0%	1%
OCCUPATION									
Professionals, Managers	191	39%	24%	17%	7%	12%	1%	0%	0%
Technicians, Associate Professionals	87	44%	29%	14%	4%	7%	2%	0%	0%
Clerks	55	41%	13%	24%	9%	11%	2%	0%	0%
Sales and service workers	38	35%	37%	11%	7%	10%	0%	0%	0%
Blue collar	116	36%	26%	19%	6%	12%	1%	0%	0%
Students	41	32%	42%	21%	0%	5%	0%	0%	0%
Retired	126	38%	15%	13%	12%	14%	7%	0%	1%
Homemaker	45	38%	19%	32%	3%	5%	0%	3%	0%
Not employed	24	38%	15%	32%	0%	12%	3%	0%	0%
Self employed	23	30%	24%	14%	17%	15%	0%	0%	0%
PERSONAL INCOME									
Less than \$15,000	156	41%	20%	22%	4%	9%	2%	1%	1%
\$15,001-25,000	109	44%	27%	10%	10%	5%	4%	0%	0%
\$25,001-30,000	74	37%	15%	29%	6%	12%	1%	0%	0%
\$30,001-40,000	93	38%	18%	21%	11%	11%	0%	0%	1%
\$40,001-50,000	80	30%	34%	13%	6%	16%	1%	0%	0%
\$50,001-70,000	98	35%	31%	19%	7%	6%	2%	0%	0%
More than \$70,000	62	42%	21%	14%	7%	16%	0%	0%	0%
PARTY VOTE									
National	224	37%	26%	19%	8%	8%	2%	0%	0%
Labour	272	37%	28%	18%	5%	9%	2%	0%	1%
The Alliance	1	0%	0%	0%	0%	100%	0%	0%	0%
NZ First	63	49%	10%	13%	9%	16%	3%	0%	0%
ACT	18	44%	13%	0%	9%	34%	0%	0%	0%
Green	47	43%	16%	18%	15%	2%	3%	3%	0%
New Maori Party	12	49%	5%	25%	6%	15%	0%	0%	0%
Progressive Party	2	50%	0%	0%	50%	0%	0%	0%	0%
United Future	20	47%	27%	20%	0%	6%	0%	0%	0%
Christian Heritage	5	30%	34%	0%	0%	36%	0%	0%	0%
Outdoor Recreation	0	0%	0%	0%	0%	0%	0%	0%	0%
Maori	81	43%	24%	19%	5%	9%	0%	0%	0%
Non-Maori	669	38%	24%	18%	7%	11%	2%	0%	0%
INITIAL SUPPORT FOR SAVINGS SCHEME									
Support (1 + 2)	481	48%	24%	15%	4%	7%	2%	0%	0%
Neutral (3)	147	19%	29%	27%	15%	9%	1%	0%	0%
Oppose (4 + 5)	115	24%	17%	21%	9%	24%	4%	1%	0%

SUPPORT FOR MATCHED SAVINGS SCHEME

It is also proposed that voluntary savings be encouraged through a system in which the Government will match half of your savings up to a maximum \$500 contribution by the Government per year. Using a scale of 1 to 5 where 1 means you strongly support and 5 means you strongly oppose - how strongly do you support or oppose this proposal?

	Base	1 - Strongly support	2	3 - Neutral	4	5 - Strongly oppose	Unsure
ALL	750	35%	26%	20%	9%	10%	0%
AREA							
Auckland	228	31%	29%	17%	11%	11%	1%
Provincial	354	37%	24%	20%	10%	9%	0%
Christchurch	91	38%	28%	17%	2%	15%	0%
Wellington	77	36%	29%	25%	2%	8%	0%
RURAL	124	34%	24%	17%	9%	14%	2%
SEX							
Male	359	37%	26%	17%	9%	11%	0%
Female	391	34%	26%	22%	8%	9%	1%
AGE GROUP							
Under 30	134	34%	32%	18%	8%	8%	0%
30-44	261	35%	30%	18%	10%	7%	0%
45-59	190	35%	23%	21%	6%	14%	1%
60 Plus	166	36%	19%	22%	11%	11%	1%
OCCUPATION							
Professionals, Managers	191	34%	26%	18%	10%	12%	0%
Technicians, Associate Professionals	87	32%	42%	16%	1%	8%	1%
Clerks	55	30%	31%	23%	7%	9%	0%
Sales and service workers	38	42%	24%	19%	9%	6%	0%
Blue collar	116	41%	20%	17%	10%	11%	1%
Students	41	34%	36%	14%	9%	7%	0%
Retired	126	37%	17%	21%	12%	13%	0%
Homemaker	45	24%	31%	33%	9%	1%	2%
Not employed	24	42%	21%	19%	6%	12%	0%
Self employed	23	33%	16%	29%	9%	13%	0%
PERSONAL INCOME							
Less than \$15,000	156	35%	26%	18%	10%	11%	0%
\$15,001-25,000	109	37%	26%	20%	8%	7%	2%
\$25,001-30,000	74	38%	15%	30%	9%	8%	0%
\$30,001-40,000	93	33%	34%	17%	9%	7%	0%
\$40,001-50,000	80	31%	28%	17%	10%	14%	0%
\$50,001-70,000	98	32%	33%	24%	5%	5%	1%
More than \$70,000	62	41%	14%	16%	8%	21%	0%
PARTY VOTE							
National	224	31%	30%	19%	11%	8%	1%
Labour	272	35%	28%	22%	6%	9%	0%
The Alliance	1	0%	0%	100%	0%	0%	0%
NZ First	63	48%	13%	13%	14%	12%	0%
ACT	18	37%	6%	11%	10%	36%	0%
Green	47	38%	36%	7%	13%	6%	0%
New Maori Party	12	55%	9%	30%	0%	6%	0%
Progressive Party	2	50%	0%	0%	50%	0%	0%
United Future	20	38%	7%	15%	18%	22%	0%
Christian Heritage	5	0%	34%	30%	0%	36%	0%
Outdoor Recreation	0	0%	0%	0%	0%	0%	0%
Maori	81	41%	16%	25%	9%	9%	0%
Non-Maori	669	34%	27%	19%	9%	10%	1%
INITIAL SUPPORT FOR SAVINGS SCHEME							
Support (1 + 2)	481	45%	25%	18%	5%	6%	1%
Neutral (3)	147	18%	35%	24%	14%	9%	0%
Oppose (4 + 5)	115	14%	19%	23%	16%	28%	0%

WITHDRAW MONEY - TO PAY FOR THE COST OF EDUCATION OR STUDENT LOAN DEPT REPAYMENT

It is proposed that individuals can withdraw from their accounts for certain purposes. Do you think it is a good idea that money can be withdrawn for the following reasons:

To pay for the cost of education or student loan debt repayment

	Base	Yes, good idea	No, not good idea	Unsure
ALL	750	75%	21%	4%
AREA				
Auckland	228	73%	22%	5%
Provincial	354	76%	19%	5%
Christchurch	91	68%	27%	5%
Wellington	77	81%	16%	3%
RURAL	124	79%	16%	5%
SEX				
Male	359	72%	24%	4%
Female	391	77%	18%	5%
AGE GROUP				
Under 30	134	85%	12%	3%
30-44	261	74%	23%	3%
45-59	190	72%	23%	5%
60 Plus	166	71%	22%	7%
OCCUPATION				
Professionals, Managers	191	79%	18%	3%
Technicians, Associate Professionals	87	73%	19%	8%
Clerks	55	79%	18%	3%
Sales and service workers	38	72%	26%	2%
Blue collar	116	70%	23%	7%
Students	41	85%	15%	0%
Retired	126	70%	22%	8%
Homemaker	45	81%	19%	0%
Not employed	24	66%	28%	6%
Self employed	23	69%	31%	0%
PERSONAL INCOME				
Less than \$15,000	156	76%	18%	6%
\$15,001-25,000	109	78%	18%	4%
\$25,001-30,000	74	71%	24%	5%
\$30,001-40,000	93	81%	14%	5%
\$40,001-50,000	80	74%	18%	8%
\$50,001-70,000	98	71%	26%	3%
More than \$70,000	62	75%	23%	2%
PARTY VOTE				
National	224	81%	17%	2%
Labour	272	75%	22%	3%
The Alliance	1	100%	0%	0%
NZ First	63	66%	25%	9%
ACT	18	66%	34%	0%
Green	47	78%	14%	8%
New Maori Party	12	77%	23%	0%
Progressive Party	2	50%	0%	50%
United Future	20	87%	0%	13%
Christian Heritage	5	100%	0%	0%
Outdoor Recreation	0	0%	0%	0%
Maori	81	74%	22%	4%
Non-Maori	669	75%	21%	4%
INITIAL SUPPORT FOR SAVINGS SCHEME				
Support (1 + 2)	481	78%	18%	4%
Neutral (3)	147	74%	21%	5%
Oppose (4 + 5)	115	61%	33%	6%

WITHDRAW MONEY - TO USE AS A DEPOSIT ON A FIRST HOME

It is proposed that individuals can withdraw from their accounts for certain purposes. Do you think it is a good idea that money can be withdrawn for the following reasons:

To use as a deposit on a first home

	Base	Yes, good idea	No, not good idea	Unsure
ALL	750	83%	16%	1%
AREA				
Auckland	228	77%	21%	2%
Provincial	354	87%	12%	1%
Christchurch	91	79%	21%	0%
Wellington	77	82%	14%	4%
RURAL	124	89%	11%	0%
SEX				
Male	359	83%	16%	1%
Female	391	82%	16%	2%
AGE GROUP				
Under 30	134	87%	12%	1%
30-44	261	84%	16%	0%
45-59	190	74%	22%	4%
60 Plus	166	86%	13%	1%
OCCUPATION				
Professionals, Managers	191	79%	20%	1%
Technicians, Associate Professionals	87	78%	20%	2%
Clerks	55	83%	13%	4%
Sales and service workers	38	79%	16%	5%
Blue collar	116	85%	15%	0%
Students	41	88%	12%	0%
Retired	126	86%	14%	0%
Homemaker	45	91%	6%	3%
Not employed	24	75%	21%	4%
Self employed	23	87%	13%	0%
PERSONAL INCOME				
Less than \$15,000	156	89%	10%	1%
\$15,001-25,000	109	87%	13%	0%
\$25,001-30,000	74	78%	18%	4%
\$30,001-40,000	93	82%	16%	2%
\$40,001-50,000	80	82%	18%	0%
\$50,001-70,000	98	80%	19%	1%
More than \$70,000	62	74%	24%	2%
PARTY VOTE				
National	224	84%	15%	1%
Labour	272	83%	16%	1%
The Alliance	1	100%	0%	0%
NZ First	63	82%	16%	2%
ACT	18	73%	20%	7%
Green	47	85%	15%	0%
New Maori Party	12	100%	0%	0%
Progressive Party	2	50%	50%	0%
United Future	20	100%	0%	0%
Christian Heritage	5	64%	36%	0%
Outdoor Recreation	0	0%	0%	0%
Maori	81	86%	12%	2%
Non-Maori	669	82%	17%	1%
INITIAL SUPPORT FOR SAVINGS SCHEME				
Support (1 + 2)	481	47%	46%	7%
Neutral (3)	147	46%	46%	8%
Oppose (4 + 5)	115	47%	44%	9%

WITHDRAW MONEY TO - TO TRANSFER TO THE ACCOUNTS OF CHILDREN

It is proposed that individuals can withdraw from their accounts for certain purposes. Do you think it is a good idea that money can be withdrawn for the following reasons:

To transfer to the accounts of children

	Base	Yes, good idea	No, not good idea	Unsure
ALL	750	47%	46%	7%
AREA				
Auckland	228	45%	48%	7%
Provincial	354	48%	45%	7%
Christchurch	91	43%	50%	7%
Wellington	77	48%	44%	8%
RURAL	124	46%	53%	1%
SEX				
Male	359	50%	45%	5%
Female	391	44%	47%	9%
AGE GROUP				
Under 30	134	75%	23%	2%
30-44	261	48%	47%	5%
45-59	190	34%	54%	12%
60 Plus	166	36%	54%	10%
OCCUPATION				
Professionals, Managers	191	45%	49%	6%
Technicians, Associate Professionals	87	46%	48%	6%
Clerks	55	55%	36%	9%
Sales and service workers	38	45%	50%	5%
Blue collar	116	45%	47%	8%
Students	41	75%	25%	0%
Retired	126	36%	53%	11%
Homemaker	45	57%	36%	7%
Not employed	24	56%	29%	15%
Self employed	23	51%	49%	0%
PERSONAL INCOME				
Less than \$15,000	156	51%	43%	6%
\$15,001-25,000	109	53%	39%	8%
\$25,001-30,000	74	41%	47%	12%
\$30,001-40,000	93	46%	48%	6%
\$40,001-50,000	80	50%	41%	9%
\$50,001-70,000	98	52%	43%	5%
More than \$70,000	62	32%	62%	6%
PARTY VOTE				
National	224	44%	49%	7%
Labour	272	48%	45%	7%
The Alliance	1	100%	0%	0%
NZ First	63	45%	45%	10%
ACT	18	26%	72%	2%
Green	47	51%	36%	13%
New Maori Party	12	78%	17%	5%
Progressive Party	2	0%	100%	0%
United Future	20	36%	56%	8%
Christian Heritage	5	100%	0%	0%
Outdoor Recreation	0	0%	0%	0%
Maori	81	61%	34%	5%
Non-Maori	669	45%	48%	7%
INITIAL SUPPORT FOR SAVINGS SCHEME				
Support (1 + 2)	481	47%	46%	7%
Neutral (3)	147	46%	46%	8%
Oppose (4 + 5)	115	47%	44%	9%

INFORMED SUPPORT FOR SAVINGS SCHEME

Now having heard all the details of the suggestion - the children's savings account, the 2% income tax cuts and the matched savings scheme - using the 1 to 5 scale where 1 means you strongly support and 5 means you strongly oppose - how strongly do you support or oppose this proposal?

	Base	1 - Strongly support	2	3 - Neutral	4	5 - Strongly oppose	Unsure
ALL	750	35%	26%	21%	9%	8%	1%
AREA							
Auckland	228	31%	22%	23%	11%	10%	3%
Provincial	354	36%	29%	20%	7%	7%	1%
Christchurch	91	40%	25%	19%	6%	9%	1%
Wellington	77	36%	21%	23%	10%	8%	2%
RURAL	124	36%	22%	24%	7%	10%	1%
SEX							
Male	359	34%	26%	21%	9%	9%	1%
Female	391	36%	26%	21%	8%	8%	1%
AGE GROUP							
Under 30	134	39%	26%	23%	5%	7%	0%
30-44	261	36%	30%	18%	9%	6%	1%
45-59	190	34%	26%	18%	9%	12%	1%
60 Plus	166	32%	19%	28%	10%	9%	2%
OCCUPATION							
Professionals, Managers	191	34%	29%	18%	10%	9%	0%
Technicians, Associate Professionals	87	34%	29%	22%	7%	5%	3%
Clerks	55	37%	21%	18%	15%	9%	0%
Sales and service workers	38	46%	20%	17%	9%	6%	2%
Blue collar	116	38%	28%	21%	6%	6%	1%
Students	41	29%	35%	27%	2%	7%	0%
Retired	126	32%	21%	24%	11%	11%	1%
Homemaker	45	37%	19%	28%	3%	7%	6%
Not employed	24	40%	25%	23%	0%	12%	0%
Self employed	23	26%	19%	22%	17%	16%	0%
PERSONAL INCOME							
Less than \$15,000	156	38%	24%	20%	7%	10%	1%
\$15,001-25,000	109	37%	26%	27%	5%	3%	2%
\$25,001-30,000	74	35%	25%	24%	7%	8%	1%
\$30,001-40,000	93	32%	31%	19%	10%	7%	1%
\$40,001-50,000	80	35%	22%	23%	9%	10%	1%
\$50,001-70,000	98	28%	40%	17%	10%	4%	1%
More than \$70,000	62	34%	18%	17%	14%	17%	0%
PARTY VOTE							
National	224	33%	26%	22%	11%	8%	0%
Labour	272	34%	28%	24%	6%	7%	1%
The Alliance	1	0%	100%	0%	0%	0%	0%
NZ First	63	45%	11%	16%	15%	13%	0%
ACT	18	32%	17%	11%	11%	29%	0%
Green	47	35%	32%	12%	14%	2%	5%
New Maori Party	12	58%	5%	37%	0%	0%	0%
Progressive Party	2	0%	50%	0%	50%	0%	0%
United Future	20	44%	24%	24%	0%	8%	0%
Christian Heritage	5	64%	0%	0%	0%	36%	0%
Outdoor Recreation	0	0%	0%	0%	0%	0%	0%
Maori	81	52%	13%	28%	4%	3%	0%
Non-Maori	669	33%	27%	20%	9%	9%	2%
INITIAL SUPPORT FOR SAVINGS SCHEME							
Support (1 + 2)	481	44%	29%	15%	6%	4%	2%
Neutral (3)	147	19%	27%	33%	14%	6%	1%
Oppose (4 + 5)	115	18%	9%	31%	14%	27%	1%

PREFERRED SAVINGS SCHEME

If you had to choose between the children's savings accounts, the 2% income tax cuts or the savings scheme where the government matches half your savings which would you choose?

	Base	Children's savings accounts	2% income tax cut	Matched savings scheme	All of the above	None	Depends	Unsure
ALL	750	31%	29%	33%	1%	3%	1%	2%
AREA								
Auckland	228	26%	34%	32%	1%	3%	1%	3%
Provincial	354	32%	26%	35%	1%	4%	0%	2%
Christchurch	91	32%	24%	37%	1%	4%	1%	1%
Wellington	77	31%	36%	28%	1%	2%	0%	2%
RURAL	124	29%	26%	35%	3%	5%	1%	1%
SEX								
Male	359	28%	30%	34%	1%	4%	1%	2%
Female	391	32%	29%	33%	1%	3%	0%	2%
AGE GROUP								
Under 30	134	42%	27%	31%	0%	0%	0%	0%
30-44	261	34%	30%	30%	1%	3%	0%	2%
45-59	190	23%	34%	35%	1%	4%	1%	2%
60 Plus	166	23%	25%	40%	1%	6%	0%	5%
OCCUPATION								
Professionals, Managers	191	26%	35%	35%	1%	2%	0%	1%
Technicians, Associate Professionals	87	34%	30%	32%	2%	0%	0%	2%
Clerks	55	31%	30%	34%	0%	5%	0%	0%
Sales and service workers	38	36%	20%	41%	0%	0%	0%	3%
Blue collar	116	27%	26%	37%	2%	5%	1%	2%
Students	41	45%	28%	27%	0%	0%	0%	0%
Retired	126	24%	26%	37%	0%	8%	1%	4%
Homemaker	45	54%	27%	18%	0%	1%	0%	0%
Not employed	24	36%	25%	30%	3%	3%	0%	3%
Self employed	23	25%	45%	24%	0%	6%	0%	0%
PERSONAL INCOME								
Less than \$15,000	156	41%	27%	26%	1%	1%	1%	3%
\$15,001-25,000	109	26%	29%	37%	0%	1%	1%	6%
\$25,001-30,000	74	28%	21%	41%	1%	7%	1%	1%
\$30,001-40,000	93	24%	26%	44%	1%	4%	0%	1%
\$40,001-50,000	80	27%	35%	29%	2%	6%	0%	1%
\$50,001-70,000	98	36%	29%	33%	1%	0%	0%	1%
More than \$70,000	62	21%	46%	28%	1%	2%	0%	2%
PARTY VOTE								
National	224	29%	34%	32%	1%	3%	0%	1%
Labour	272	35%	24%	36%	0%	2%	0%	3%
The Alliance	1	0%	0%	100%	0%	0%	0%	0%
NZ First	63	20%	37%	35%	3%	5%	0%	0%
ACT	18	5%	52%	37%	0%	0%	6%	0%
Green	47	38%	24%	29%	3%	0%	0%	6%
New Maori Party	12	36%	29%	35%	0%	0%	0%	0%
Progressive Party	2	50%	0%	0%	0%	50%	0%	0%
United Future	20	42%	48%	10%	0%	0%	0%	0%
Christian Heritage	5	0%	70%	30%	0%	0%	0%	0%
Outdoor Recreation	0	0%	0%	0%	0%	0%	0%	0%
Maori	81	44%	21%	33%	1%	0%	1%	0%
Non-Maori	669	29%	30%	33%	1%	4%	0%	3%
INITIAL SUPPORT FOR SAVINGS SCHEME								
Support (1 + 2)	481	29%	26%	39%	1%	2%	0%	3%
Neutral (3)	147	35%	31%	30%	1%	3%	0%	0%
Oppose (4 + 5)	115	32%	41%	18%	0%	6%	1%	2%

EFFECT OF PROPOSED GOVERNMENT COST ON SUPPORT

These proposals are likely to cost the Government over \$3 billion dollars a year which would be phased in over several years. Having heard that cost - using the 1 to 5 scale where 1 means you strongly support and 5 means you strongly oppose - how strongly do you now support or oppose these suggestions to help people save and own more assets?

	1 - Strongly support		3 - Neutral		5 - Strongly oppose		Unsure
	Base		2	4			
ALL	750	30%	26%	23%	8%	11%	2%
AREA							
Auckland	228	29%	23%	23%	9%	13%	3%
Provincial	354	29%	28%	24%	7%	9%	3%
Christchurch	91	40%	20%	20%	8%	11%	1%
Wellington	77	26%	35%	22%	6%	11%	0%
RURAL	124	28%	27%	25%	10%	9%	1%
SEX							
Male	359	31%	29%	21%	7%	10%	2%
Female	391	30%	24%	25%	8%	10%	3%
AGE GROUP							
Under 30	134	30%	29%	21%	9%	10%	1%
30-44	261	30%	27%	25%	6%	10%	2%
45-59	190	31%	25%	19%	9%	13%	3%
60 Plus	166	30%	24%	25%	8%	10%	3%
OCCUPATION							
Professionals, Managers	191	32%	24%	24%	8%	10%	2%
Technicians, Associate Professionals	87	31%	30%	22%	9%	7%	1%
Clerks	55	27%	22%	25%	6%	17%	3%
Sales and service workers	38	26%	39%	20%	10%	3%	2%
Blue collar	116	37%	21%	25%	8%	8%	1%
Students	41	29%	43%	12%	6%	10%	0%
Retired	126	30%	25%	22%	7%	12%	4%
Homemaker	45	15%	33%	24%	4%	16%	8%
Not employed	24	31%	10%	35%	0%	18%	6%
Self employed	23	18%	31%	22%	19%	10%	0%
PERSONAL INCOME							
Less than \$15,000	156	33%	22%	21%	8%	13%	3%
\$15,001-25,000	109	35%	27%	28%	4%	4%	2%
\$25,001-30,000	74	21%	34%	27%	6%	10%	2%
\$30,001-40,000	93	28%	27%	23%	12%	10%	0%
\$40,001-50,000	80	24%	32%	19%	8%	15%	2%
\$50,001-70,000	98	26%	32%	28%	7%	5%	2%
More than \$70,000	62	41%	22%	12%	11%	14%	0%
PARTY VOTE							
National	224	27%	26%	23%	10%	11%	3%
Labour	272	31%	31%	24%	5%	8%	1%
The Alliance	1	0%	100%	0%	0%	0%	0%
NZ First	63	41%	15%	17%	10%	17%	0%
ACT	18	43%	5%	18%	8%	26%	0%
Green	47	38%	30%	9%	13%	8%	2%
New Maori Party	12	53%	10%	26%	11%	0%	0%
Progressive Party	2	0%	50%	0%	50%	0%	0%
United Future	20	20%	18%	21%	7%	15%	19%
Christian Heritage	5	30%	0%	0%	34%	36%	0%
Outdoor Recreation	0	0%	0%	0%	0%	0%	0%
Maori	81	47%	18%	21%	9%	4%	1%
Non-Maori	669	28%	27%	23%	8%	11%	3%
INITIAL SUPPORT FOR SAVINGS SCHEME							
Support (1 + 2)	481	36%	29%	20%	5%	7%	3%
Neutral (3)	147	16%	26%	34%	15%	8%	1%
Oppose (4 + 5)	115	21%	13%	23%	11%	30%	2%