



This survey was conducted by Buzz Channel Limited in conjunction with Fairfax Media.

Initial respondents were invited into the survey by Fairfax publications; The Dominion Post, The Christchurch Press, and businessday.co.nz. Additional respondents were then sourced from the Buzz Channel online research panel to balance the sample to reflect the New Zealand population.

If you would like more information on the study, or to organise access to the detailed responses in the Buzz system, please contact Mary at Buzz Channel at mary@buzzchannel.co.nz.

Please note that these topline results show the quantitative feedback only. There were a number of open-ended questions in the survey that will be available to anyone accessing the detailed results.

About Buzz Channel

Buzz Channel is a New Zealand owned company based in Auckland. We work exclusively in the area of online research, making us possibly the most experienced in this field in NZ. We have our own research panel of New Zealanders, and have designed and built our own technology to ensure we can offer our clients the best and latest online approaches, and that people taking part in our surveys enjoy doing so.

Our clients include Government departments and agencies, media companies, many of the large advertising agencies, Corporates, Not for Profits, and 16 market research companies to whom we provide online services.

We are also very proud of our fundraising programme, through which we have contributed around \$85,000 (so far!) to our five partner charities (KidsCan, Youthline, the Malaghan Institute, Outward Bound, and Hospice NZ), to a large number of NZ schools, and sports clubs.

If we can help with your online research needs, don't hesitate to contact justin@buzzchannel.co.nz or if you would like to talk about your school or sports club joining our fundraising programme, please contact nikki@buzzchannel.co.nz.

Topline Results

[Q3_0] Should National have stuck with its election promise on tax cuts for last April or should these have been deferred?

Total: **970**

Options	Numbers	Percentage
They did the right thing by going through with the tax cuts	513	52.89 %
The tax cuts should have been deferred	364	37.53 %
Not sure/other	93	9.59 %

[Q4_0] Is it the correct course of action for the Government to defer planned tax cuts for 2010/2011?

Total: **968**

Options	Numbers	Percentage
Yes, I agree these should be deferred	690	71.28 %
No these should not be deferred	206	21.28 %
Other/Don't know	72	7.44 %

[Q5_0] Did you personally receive the tax cuts in April? (i.e. you were in paid work at the time).

Total: **970**

Options	Numbers	Percentage
Yes	590	60.82 %
No	308	31.75 %
Not sure	72	7.42 %

[Q6_0] And, what did you mainly do with your extra income that resulted from the tax cut?

Total: **588**

Options	Numbers	Percentage
Don't know - I didn't really notice it	275	46.77 %
I paid back debt	96	16.33 %
I spent it	56	9.52 %
I saved it	149	25.34 %
Other	12	2.04 %

[Q7_0] So, on a scale of 1 to 7, where 1 means 'made no difference at all' and 7 means 'made a significant difference', how much of a difference did the tax cut make to you?

Total: **593**

Options	Numbers	Percentage
1	157	26.48 %
2	206	34.74 %
3	90	15.18 %
4	70	11.80 %
5	47	7.93 %
6	15	2.53 %
7	8	1.35 %

[Q8_0] Would you have been happy to forego the April tax cut, so that the Government could have used this money to help

the economy?

Total: **586**

Options	Numbers	Percentage
Yes, I would have been comfortable to forego the tax cut for this reason	334	57.00 %
No, I would not have wanted to forego the tax cut for this reason	213	36.35 %
Not sure/Other	39	6.66 %

[Q11_0] Over the past 5 years, how do you rate the Government spending in these key areas?

Total: **966**

	Not enough		About right		Too much	
Health	472	49.12%	363	37.77%	126	13.11%
Education	448	46.57%	431	44.80%	83	8.63%
Police	436	45.56%	450	47.02%	71	7.42%
Defence	262	27.43%	484	50.68%	209	21.88%
Skills training and job creation	484	50.52%	371	38.73%	103	10.75%

[Q12_0] And, following this first National budget for their term, how do you rate their spending commitments for these key areas?

Total: **682**

	Not enough		About right		Too much	
Health	222	32.60%	390	57.27%	69	10.13%
Education	226	33.28%	397	58.47%	56	8.25%
Police	136	20.03%	462	68.04%	81	11.93%
Defence	160	23.60%	396	58.41%	122	17.99%
Skills training and job creation	325	48.29%	286	42.50%	62	9.21%

[Q13_0] Do you support the Government postponing payments to the New Zealand Superannuation Fund (also known as

the Cullen Fund)?

Total: **970**

Options	Numbers	Percentage
Yes	463	47.73 %
No	371	38.25 %
Other/Not sure	136	14.02 %

[Q16_0] Firstly, have you been personally affected by the recession? (Please answer this on behalf of your household if you are living in a family or joint income situation).

Total: **970**

Options	Numbers	Percentage
Yes, I or someone in my household has lost my/their job	95	7.98 %
Yes, my/our income is reduced	279	23.45 %
Yes, I/we have reduced savings or assets	293	24.62 %
Yes, other	141	11.85 %
No, I/we haven't been personally affected	382	32.10 %

[Q17_0] So, on a scale from 1 to 7, where 1 means 'extremely worried' and 7 means 'not at all worried', how worried are you about the recession?

Total: **972**

Options	Numbers	Percentage
1	57	5.86 %
2	143	14.71 %
3	240	24.69 %
4	235	24.18 %
5	150	15.43 %

6	100	10.29 %
7	47	4.84 %

[Q18_0] How long do you expect the recession to last?

Total: **964**

Options	Numbers	Percentage
I think it's largely over	17	1.76 %
Another 3 months	15	1.56 %
Until the end of the year	180	18.67 %
Another 1 year	314	32.57 %
Another 2 years	274	28.42 %
Another 3 years	66	6.85 %
Longer than 3 years	98	10.17 %

[Q19_0] Here's a list of things some people have done as a result of the recession. Which of these are you doing, if any?

Total: **962**

Options	Numbers	Percentage
I am spending less on non essentials	617	19.70 %
I am spending less on every day living costs	379	12.10 %
I am delaying purchasing non essentials	593	18.93 %
We are taking fewer or cheaper holidays	345	11.02 %
We are working extra jobs or longer hours	105	3.35 %
We are living more simply and doing fewer things that cost money	487	15.55 %
I am paying back debt	320	10.22 %
I've made other changes, but not these ones	120	3.83 %
I am making no real changes	166	5.30 %

[Q21_0] Do you believe the Budget will have any impact on the housing market?

Total: **966**

Options	Numbers	Percentage
Yes, a positive impact	191	19.77 %
Yes, a negative impact	194	20.08 %
Don't know/Other	581	60.14 %

[Q22_0] What do you expect to happen to mortgage interest rates during the rest of 2009?

Total: **965**

Options	Numbers	Percentage
I expect them to go up	261	27.05 %
I expect them to come down	178	18.45 %
I expect them to stay the same	446	46.22 %
Not sure	80	8.29 %

[Q23_0] Where do you sit on this scale? (Unfortunately you can't have both!)

Total: **964**

	1	2	3	4	5	6	7
I prefer lower mortgage interest rates ... I prefer higher deposit savings rates	301 31.22%	131 13.59%	95 9.85%	111 11.51%	90 9.34%	75 7.78%	161 16.70%

[Q24_0] Are you a business owner, or in your work are you involved with banks and credit arrangements for your employer?

Total: **685**

Options	Numbers	Percentage
Yes	200	29.20 %
No	485	70.80 %

[Q25_0] Which of these statements is right for you?

Total: **199**

Options	Numbers	Percentage
My/our business credit arrangements have not changed over the past 12 months	111	55.78 %
My/our access to business credit has got more difficult over the past 12 months	83	41.71 %
My/our access to business credit has got easier over the past 12 months	5	2.51 %

[Q26_0] Can you tell us what has got more difficult with regard to your access to business credit? Is it your situation that has changed or the bank requirements?

Total: **47**

[Q27_0] Can you tell us which bank you are with?

Total: **201**

Options	Numbers	Percentage
ANZ	24	11.94 %
ASB	30	14.93 %
BNZ	32	15.92 %
HSCB	1	0.50 %
Kiwibank	16	7.96 %
National	43	21.39 %
Rabobank	4	1.99 %
TSB	1	0.50 %
Westpac	41	20.40 %
Other	2	1.00 %
Prefer not to say	7	3.48 %

[Q29_0] Using this scale from 1 to 7, where 1 means 'not at all concerned' and 7 means 'extremely concerned', how concerned are you about New Zealand's debt?

Total: **968**

Options	Numbers	Percentage
1	37	3.82 %
2	63	6.51 %
3	121	12.50 %
4	202	20.87 %
5	252	26.03 %
6	180	18.60 %
7	113	11.67 %

[Q31_0] Having read this, would you say...

Total: **960**

Options	Numbers	Percentage
I am just as concerned as I indicated in the last question	674	70.21 %
I am more concerned than I indicated in the last question	247	25.73 %
I am less concerned than I indicated in the last question	39	4.06 %

[Q32_0] Do you think the Budget did enough to control and reduce the national debt?

Total: **700**

Options	Numbers	Percentage
Yes	241	34.43 %
No	248	35.43 %
Not sure/Other	211	30.14 %

[Q33_0] Do you think the current level of national debt has any impact on you personally?

Total: **965**

Options	Numbers	Percentage
Yes	498	51.61 %
No	288	29.84 %
Not sure	179	18.55 %

[Q35_0] Do you believe the Government will be able to keep debt down in future to a level that you regard as acceptable?

Total: **963**

Options	Numbers	Percentage
Yes	375	38.94 %
No	328	34.06 %
Not sure	260	27.00 %

[Q49_0] Finally, we want you to give the following Finance Ministers a 'score out of 10' for their performance in the Finance role... Use this scale where 1 means "terrible - one of the worst" and 10 means "excellent - one of the best".

Total: **942**

	1	2	3	4	5	6	7	8	9	10	Don't know
Bill English	66 7.07%	27 2.89%	80 8.57%	6 6.85%	15 16.92%	10 11.46%	13 14.88%	10 10.81%	3 3.85%	2 2.14%	13 14.56%
Michael Cullen	13 14.73%	90 9.61%	97 10.35%	8 8.96%	97 10.35%	67 7.15%	90 9.61%	95 10.14%	4 5.12%	6 6.83%	67 7.15%
Ruth Richardson	15 16.81%	67 7.22%	85 9.16%	9 9.81%	98 10.56%	66 7.11%	55 5.93%	31 3.34%	1 1.83%	2 2.16%	24 26.08%
Rob Muldoon	22 23.76%	11 12.69%	11 12.04%	7 7.85%	70 7.53%	50 5.38%	27 2.90%	25 2.69%	1 1.08%	1 1.40%	21 22.69%
Winston Peters	20 22.62%	10 11.04%	11 12.34%	8 9.52%	93 10.06%	30 3.25%	17 1.84%	9 0.97%	3 0.32%	3 0.32%	25 27.71%
Bill Birch	96 10.49%	57 6.23%	82 8.96%	8 8.74%	96 10.49%	81 8.85%	42 4.59%	22 2.40%	3 0.33%	3 0.33%	35 38.58%
Roger Douglas	18 20.02%	68 7.36%	55 5.95%	6 7.25%	61 6.60%	56 6.06%	56 6.06%	60 6.49%	4 4.76%	5 6.17%	21 23.27%
David Caygill	69 7.52%	58 6.32%	80 8.72%	7 8.07%	81 8.83%	36 3.93%	20 2.18%	10 1.09%	6 0.65%	3 0.33%	48 52.34%
Arnold Nordmeyer	67 7.31%	35 3.82%	40 4.36%	4 5.02%	60 6.54%	26 2.84%	25 2.73%	17 1.85%	7 0.76%	9 0.98%	58 63.79%

