



**TRUE ISSUES SPECIAL RELEASE:
ATTITUDES TO GST INCREASE
NOVEMBER 2015**

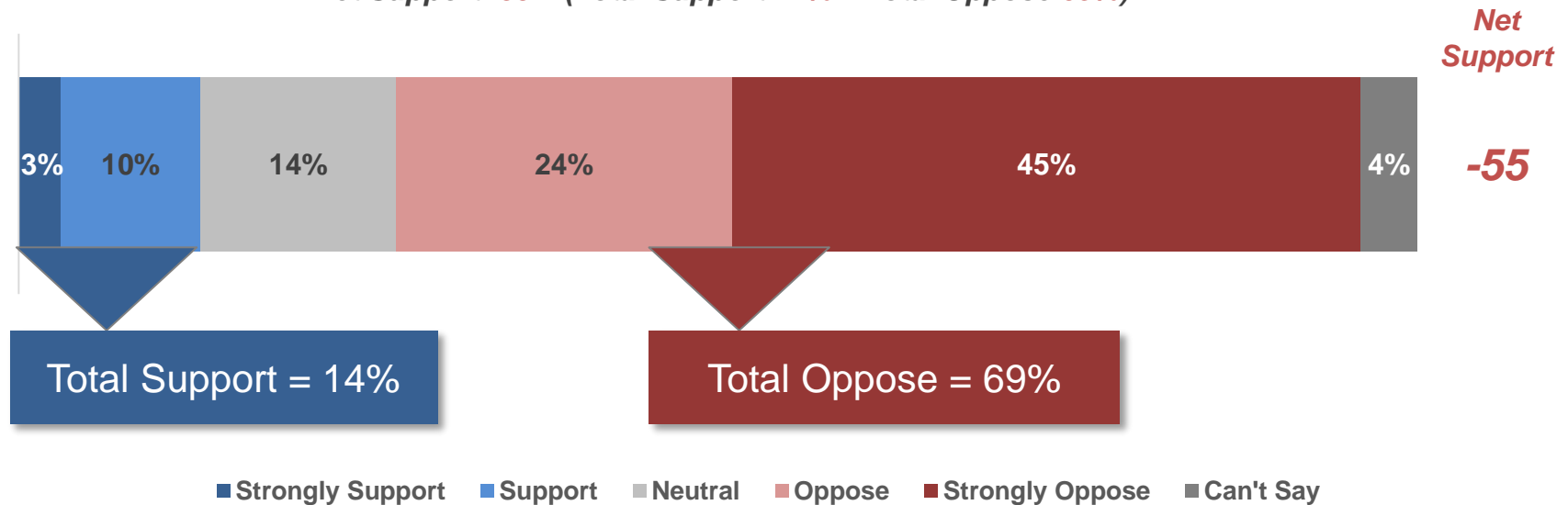
STRONG INITIAL OPPOSITION TO A RISE IN GST SOFTENS UPON CONSIDERATION OF COMPENSATION FOR LOWER INCOME HOUSEHOLDS

- Upon initial consideration, **the overwhelming majority** of Australians of all demographic and geographic persuasions **oppose the idea of raising the GST from 10 per cent to 15 percent** and in fact there is **an inclination to being strongly opposed** (45% strongly oppose; 24% oppose = total 69% total opposition).
- **Opposition to a GST increase drops considerably** (down 23 points to 46% total opposition), if there is a **guarantee that government tax revenues do not increase** as a result and that **tax cuts would compensate households earning less than \$100,000 per annum and/or receiving government payments**.
 - Resistance to a rise in GST drops most considerably among welfare recipients, women, regional Australians and lower income households.
 - Australians aged 55+ years are ultimately most supportive of the rise based on the guarantee, while higher income households of \$100K+ per annum are most opposed and least receptive to government guarantees and protections that will not be afforded to them.
 - Residents of New South Wales and Victoria are most resistant to a potential increase, indicating cost of living sensitivities.

AT FIRST GLANCE, A STRONG MAJORITY OPPOSE THE IDEA OF RAISING THE GST FROM 10% TO 15%

“Do you support or oppose raising the GST from its current level of 10% to 15%?”

Initial Support for Raising the GST
Net Support -55 = (Total Support 14% – Total Oppose 69%)

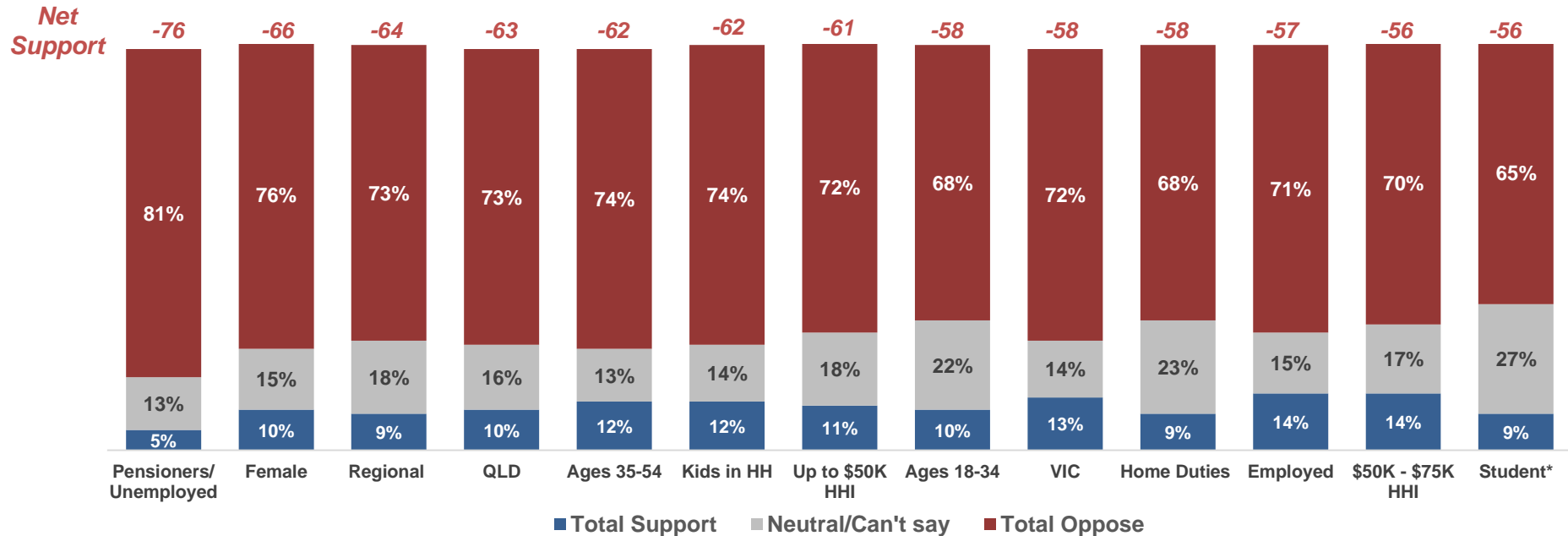


Base: All Respondents n=1,110; Note: All figures are rounded to the nearest whole number for the purpose of reporting. Sub-totals may differ from individual percentage results by +/-1% due to rounding.

INITIAL SUPPORT FOR INCREASING THE GST IS NET NEGATIVE ACROSS ALL AUDIENCES, WITH WELFARE RECIPIENTS AND WOMEN THE MOST OPPOSED

“Do you support or oppose raising the GST from its current level of 10% to 15%?”

Below Average Initial Net Support for Raising the GST
Net Support -55 = (Total Support 14% – Total Oppose 69%)

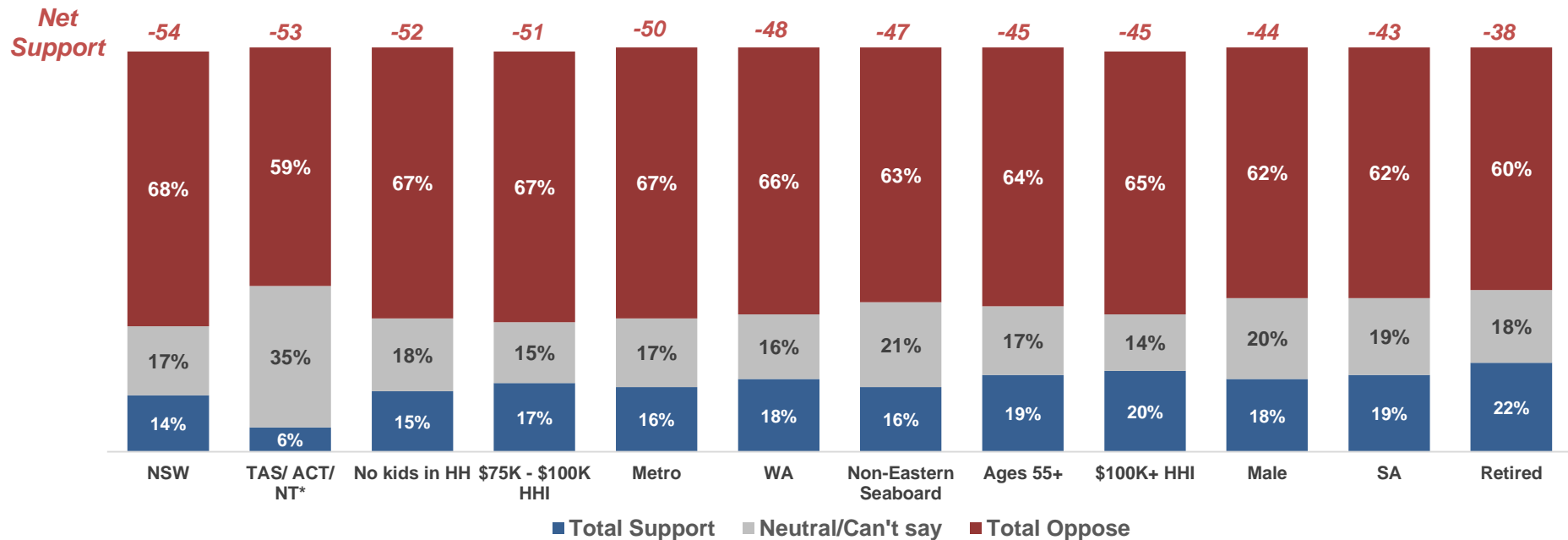


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RETIREES, SOUTH AUSTRALIANS, MEN, PEOPLE AGED 55+ AND HOUSEHOLDS ON INCOMES OVER \$100K/YEAR ARE ON BALANCE LESS OPPOSED TO A GST RISE

“Do you support or oppose raising the GST from its current level of 10% to 15%?”

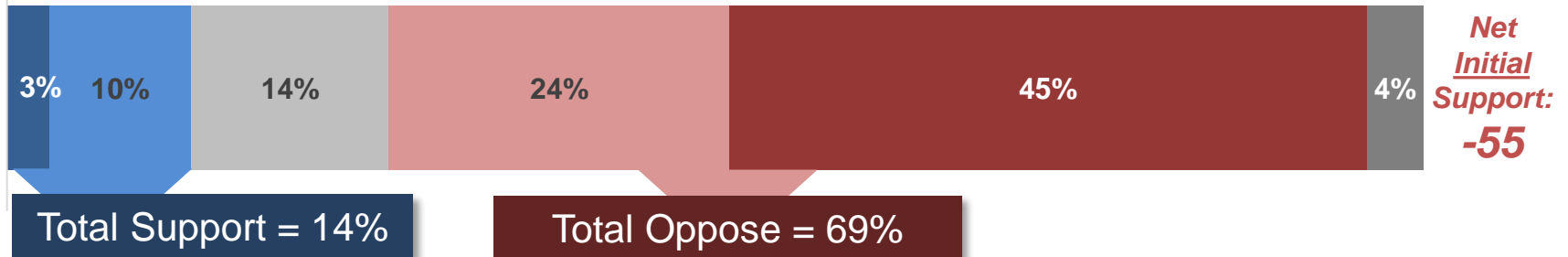
Equal & Above Average Initial Net Support for Raising the GST
 Net Support **-55** = (Total Support **14%** – Total Oppose **69%**)



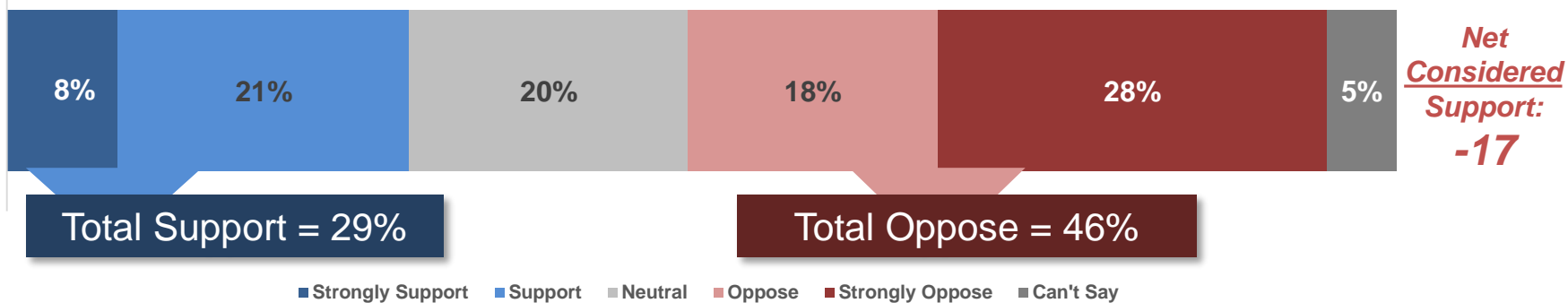
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ON CONSIDERATION, OPPOSITION TO A GST RISE DECREASES BY 23 POINTS AND SUPPORT RISES BY 15 POINTS, WITH THE REMAINDER NEUTRAL OR UNDECIDED

Initial versus Considered Support for Raising the GST
Net Support = (Total Support – Total Oppose)



“And do you support or oppose an increase in the GST from 10% to 15% if: There is a guarantee that government tax revenues do not increase overall; There are tax cuts so that households earning less than \$100,000 per year are no worse off; And people receiving Family Tax Payments A & B and people on welfare support, such as pensioners and unemployed, will be compensated so they are no worse off?”



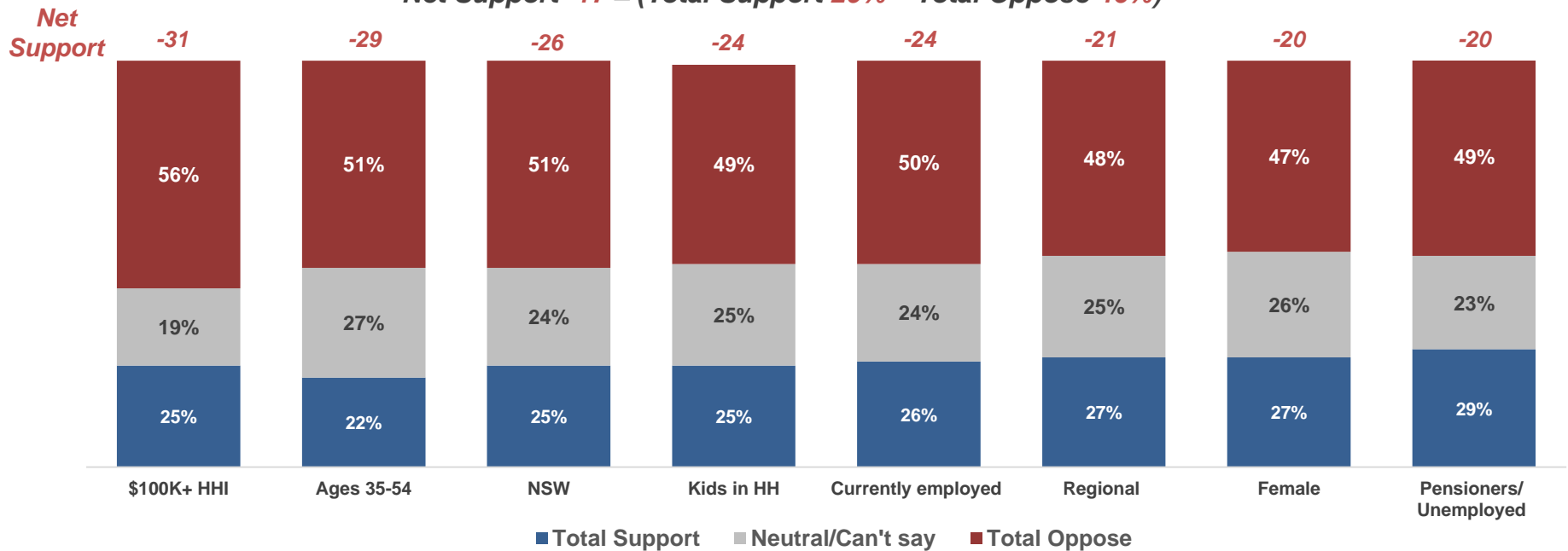
Base: All Respondents n=1,110; Note: All figures are rounded to the nearest whole number for the purpose of reporting. Sub-totals may differ from individual percentage results by +/-1% due to rounding.

HOUSEHOLDS WITH INCOMES OVER \$100K/YEAR ARE THE MOST AVERSE TO SHIFTING THEIR OPINIONS IN APPRECIATION OF THE POTENTIAL PROTECTIONS, AND HAVE THE HIGHEST OPPOSITION ON A CONSIDERED BASIS

“And do you support or oppose an increase in the GST from 10% to 15% if: There is a guarantee that government tax revenues do not increase overall; There are tax cuts so that households earning less than \$100,000 per year are no worse off; And people receiving Family Tax Payments A & B and people on welfare support, such as pensioners and unemployed, will be compensated so they are no worse off?”

Below Average Considered Net Support for Raising the GST

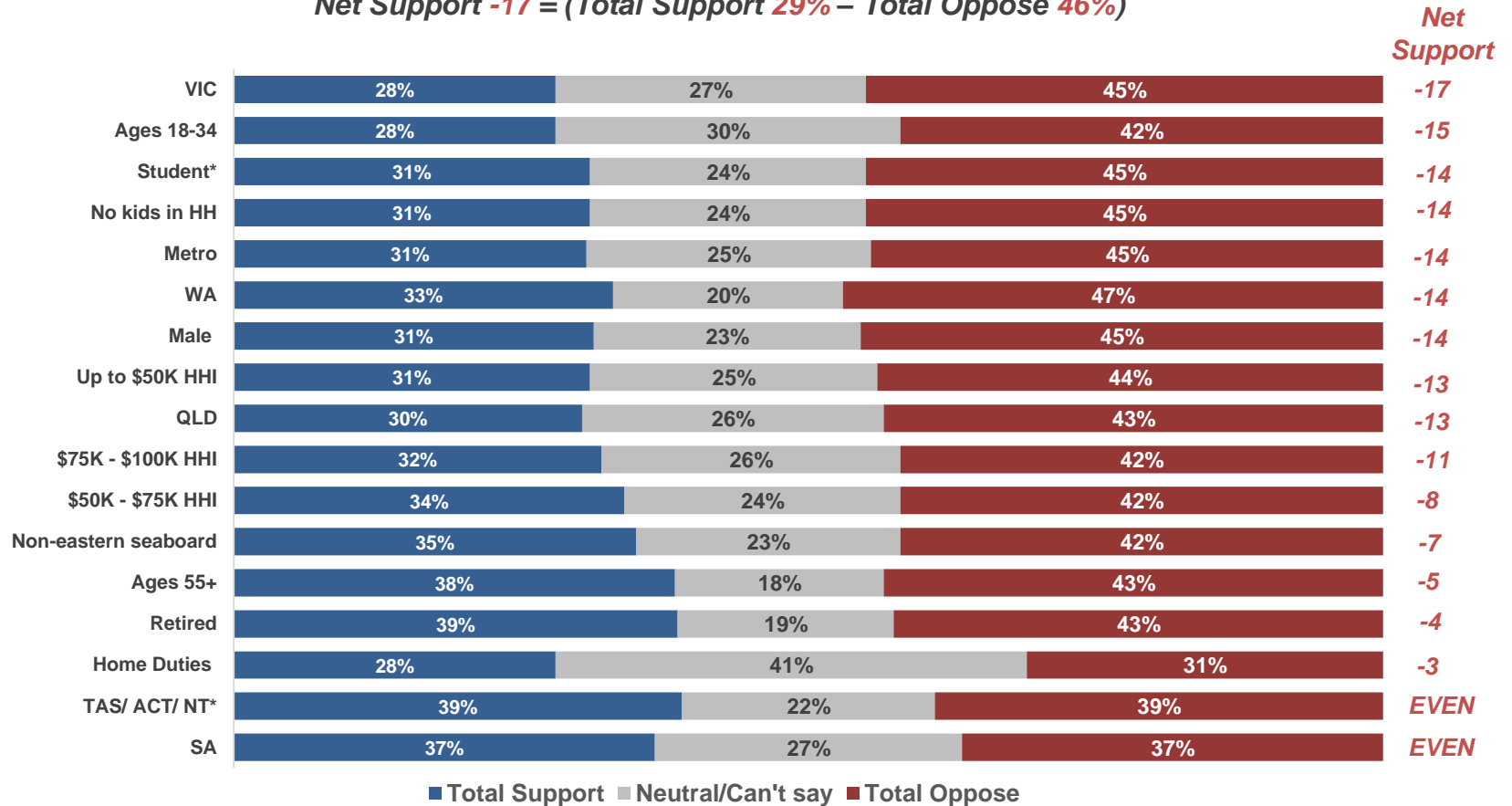
Net Support **-17** = (Total Support **29%** – Total Oppose **46%**)



Base: All Respondents n=1,110; Note: All figures are rounded to the nearest whole number for the purpose of reporting. Sub-totals may differ from individual percentage results by +/-1% due to rounding.

ON CONSIDERATION, RESIDENTS OF SA/TAS/ACT/NT BREAK EVENLY, WHILST SUPPORT IS APPROACHING OPPOSITION AMONGST PEOPLE ON HOME DUTIES, RETIREES, THOSE AGED 55+ AND IN LOWER INCOME HOUSEHOLDS

Equal & Above Average Considered Net Support for Raising the GST
Net Support -17 = (Total Support 29% – Total Oppose 46%)



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RESULTS SHOW DRAMATIC SHIFTS IN SUPPORT AMONGST FIXED/LIMITED INCOME HOUSEHOLDS, REGIONAL RESIDENTS, WOMEN, WELFARE RECIPIENTS AND UNDER 35'S

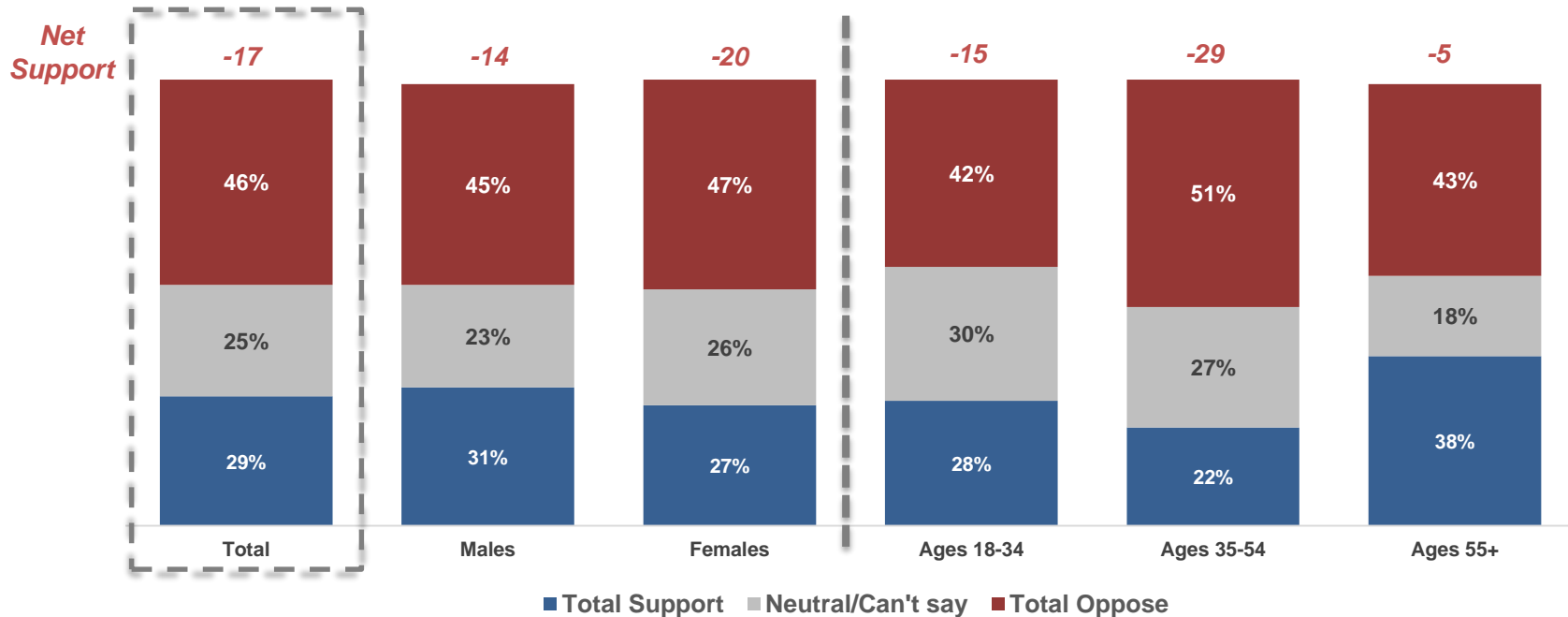
Considered Support for Raising the GST
 Change in Support = (Net Initial Support – Net Considered Support)



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ABOVE-AVERAGE NET CONSIDERED SUPPORT AMONGST SENIORS (AGED 55+) IS ALIGNED WITH PROTECTION FOR PENSIONERS

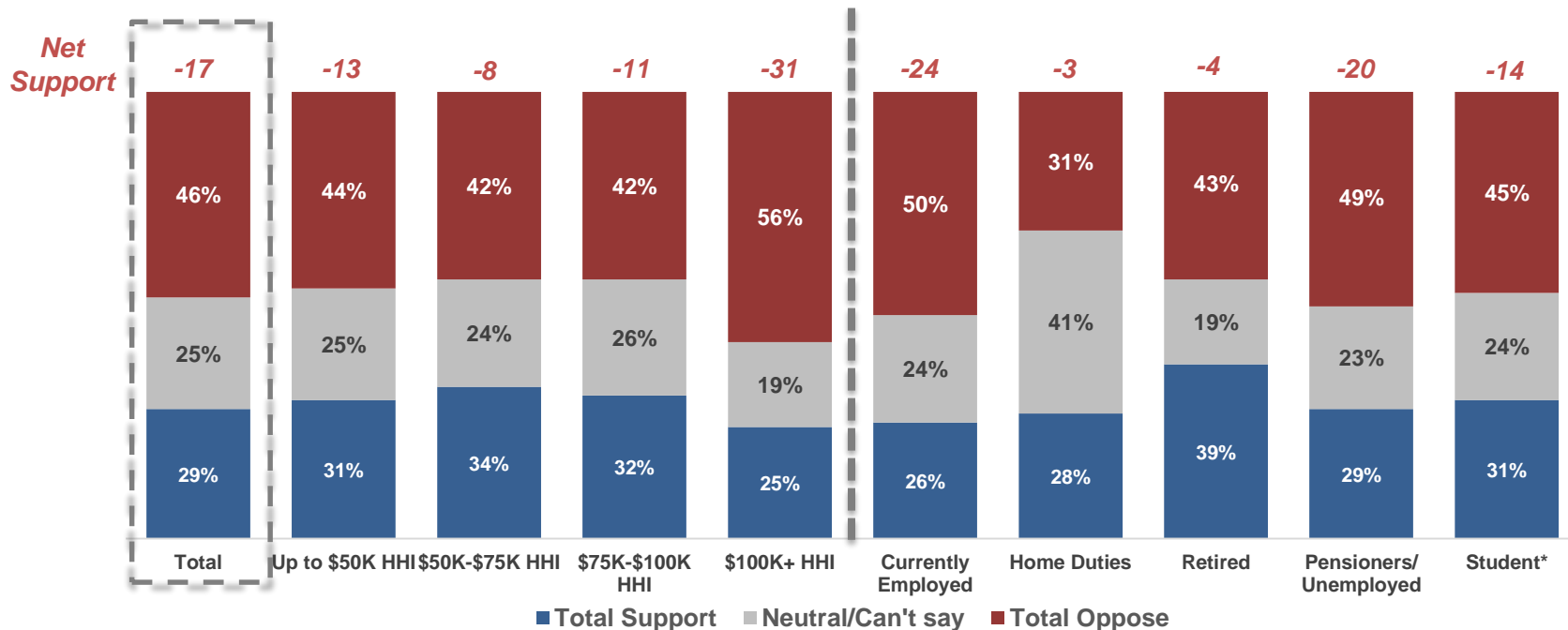
Considered Net Support for Raising the GST by Gender & Age
 Net Support = (Total Support – Total Oppose)



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HOUSEHOLDS WITH INCOMES OVER \$100K/YEAR ARE THE MOST OPPOSED TO THE GST INCREASE AND SHOW THE LEAST IMPROVEMENT FROM INITIAL TO CONSIDERED SUPPORT

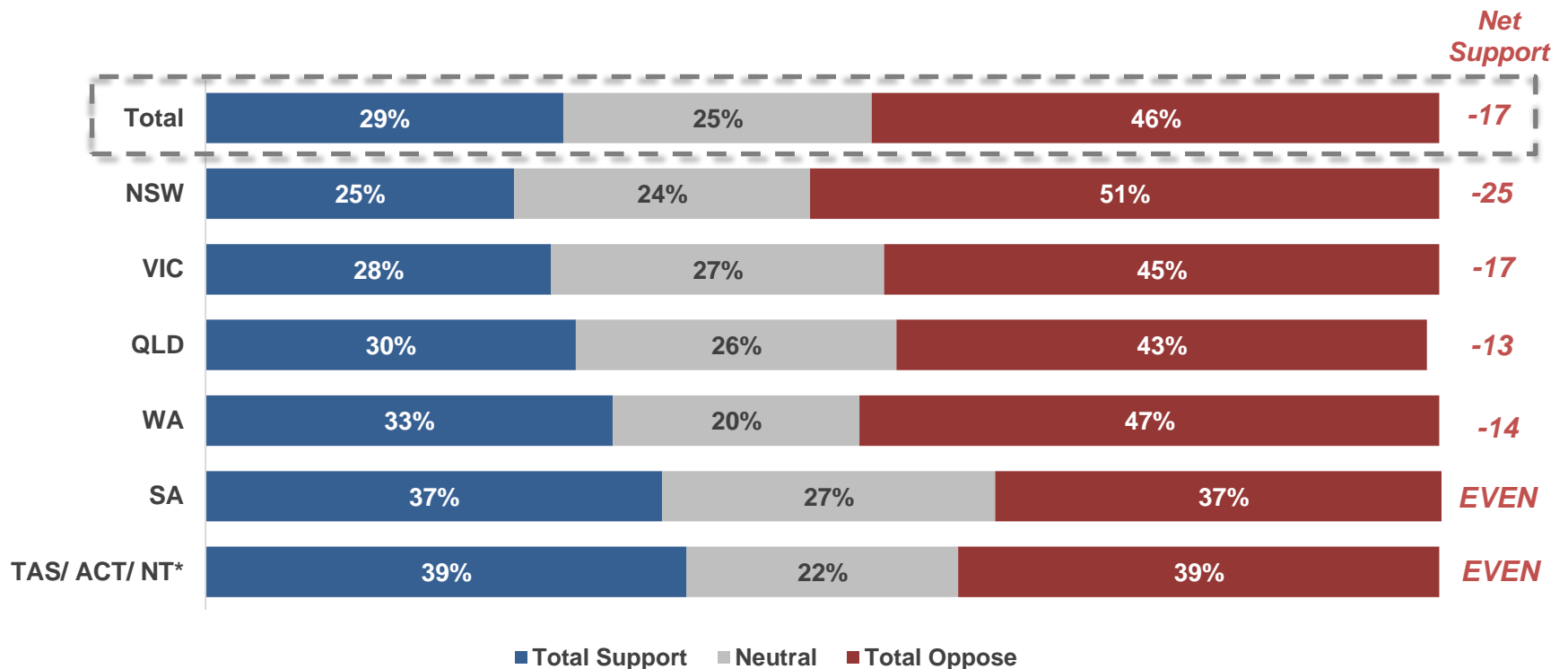
Considered Net Support for Raising the GST by Household Income and Employment Status
 Net Support = (Total Support – Total Oppose)



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BELOW-AVERAGE NET SUPPORT IN NSW INDICATES SENSITIVITY TO C.O.L. IMPACT FROM GST INCREASE

Considered Net Support for Raising the GST by States and Territories
 Net Support = (Total Support – Total Oppose)



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BACKGROUND AND OBJECTIVES

True Issues is a research tool designed to assist Australian organisations to understand where their issues truly sit within the contemporary issues landscape.

The economy, health, education; certainly all important top of mind issues to Australians, but where does that leave the many other issues and what is it that truly focuses attention on these matters?

True Issues is a unique offering. Run three times a year, True Issues not only tracks and prioritises issues facing Australians, but delves deeper to truly identify what is driving the prioritisation of issues.

This special release examines the results of questions on raising the rate of GST in Australia.

For further enquiries or to include your issue in the next wave, please contact John Scales at jscales@jwsresearch.com or on 0409 244 412.

To download our regular True Issues reports, please go to: www.jwsresearch.com/#issues.

RESEARCH METHODOLOGY

Conducted as part of True Issues Wave 8 (W8): in field 5 – 10 November, 2015

Comprised of a representative sample of 1,110 Australians aged 18+

Conducted as an online survey with sample drawn from the Cint's OpinionHUB panel marketplace platform (www.cint.com)

Margin of error is +/-2.9% at the 95% confidence level for results near 50%

Previous waves: W1 = Wave 1, June 2013; W2 = Wave 2, November 2013; W3 = Wave 3, March 2014; W4 = Wave 4, July 2014; W5= Wave 5, November 2014; W6= Wave 6, March 2015; W7= Wave 7, June 2015

Conducted in compliance with AS-ISO 20252