



Opinion Poll 2014

A Barometer Report

Prepared for: TASC

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November 2014

J.5968

Confidential



Introduction

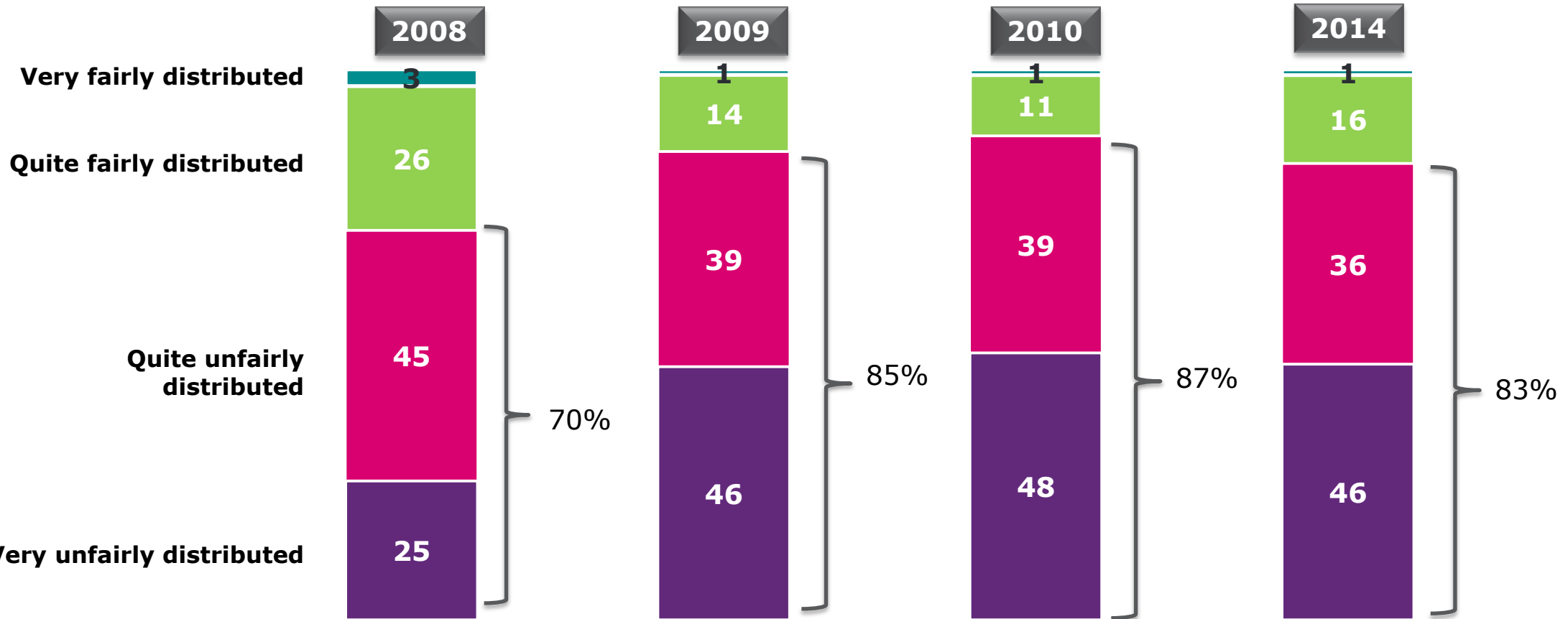
- Market research was required to measure attitudes to income distribution amongst a nationally representative sample of adults.
- An agreed set of questions were included in the late October wave of Behaviour & Attitudes' twice monthly face-to-face Omnibus survey, Barometer.
- Barometer is a nationally representative survey of 1,000 adults aged 16+.
- Quotas are set on gender, age, social class and region to ensure that the results correctly reflect the known demographics of the Republic of Ireland.
- Interviewing is conducted by our fully trained and supervised team of interviewers at 63 locations across the country.
- Fieldwork was conducted 27th October – 5th November, 2014.

Results



Fairness of Income Distribution: Overview

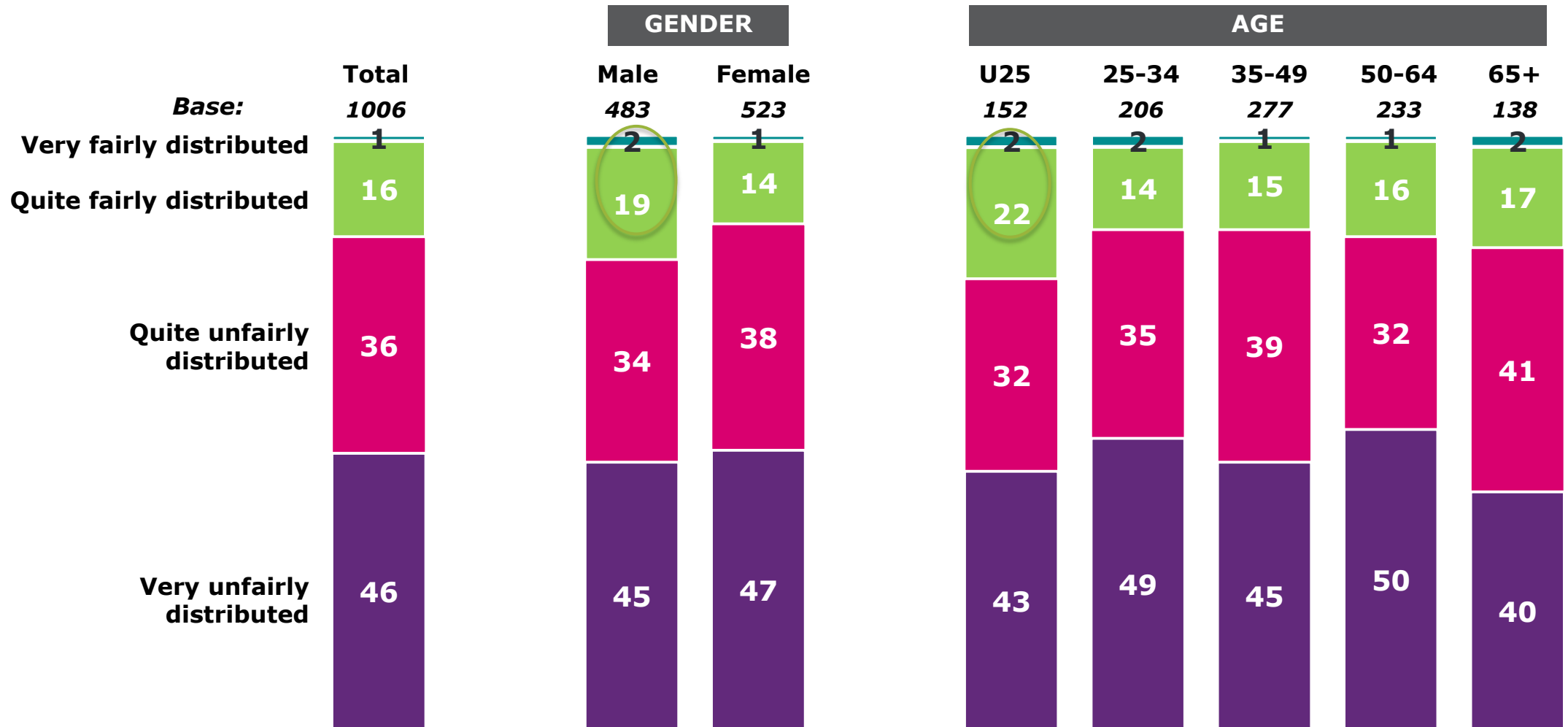
All Adults 16+: 1006



83% feel income in Ireland is unfairly distributed.

Fairness of Income Distribution x Gender/Age

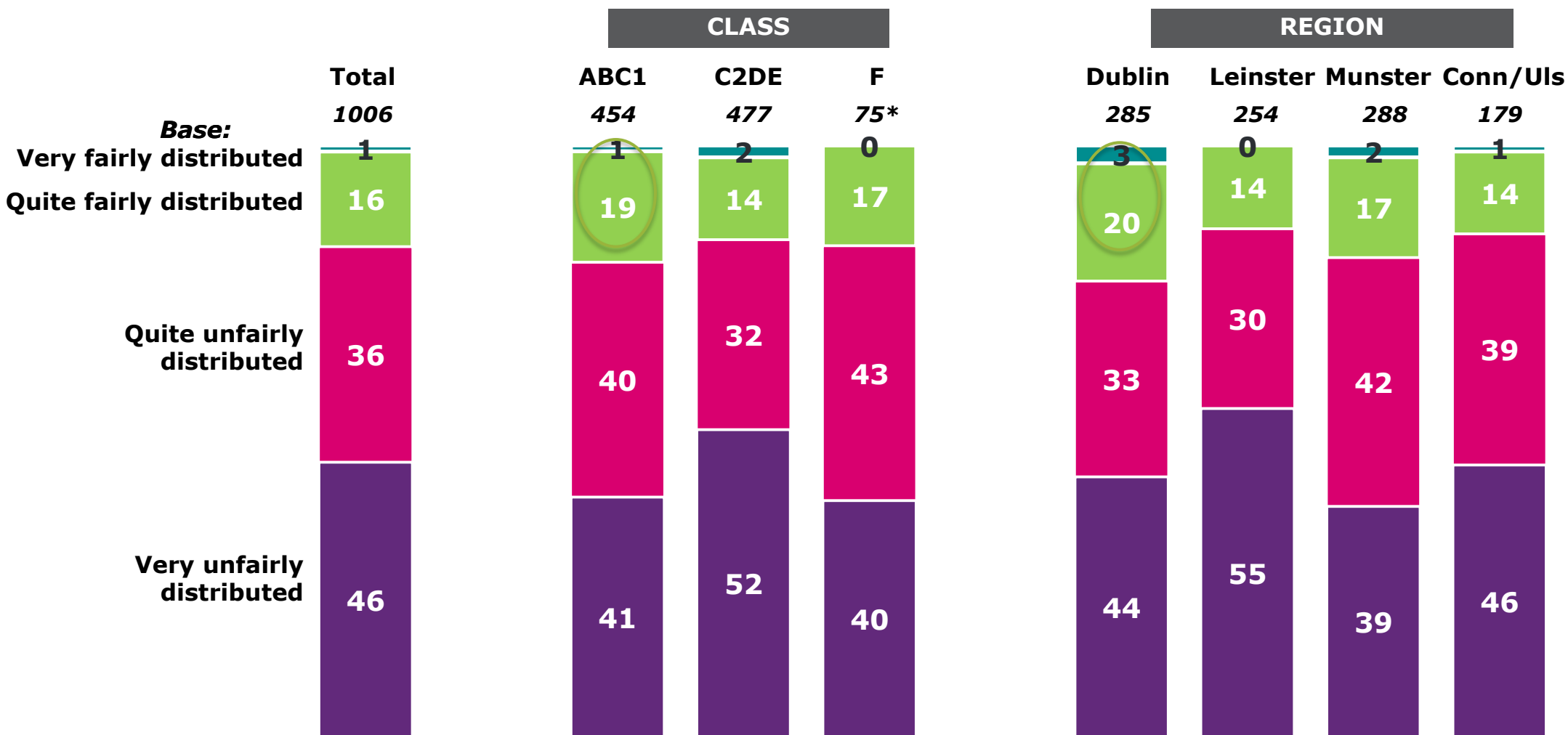
All Adults 16+: 1006



Demographics are fairly steady: men and under 25s marginally more likely than average to think income is fairly distributed.

Fairness of Income Distribution x Class & Region

All Adults 16+: 1006

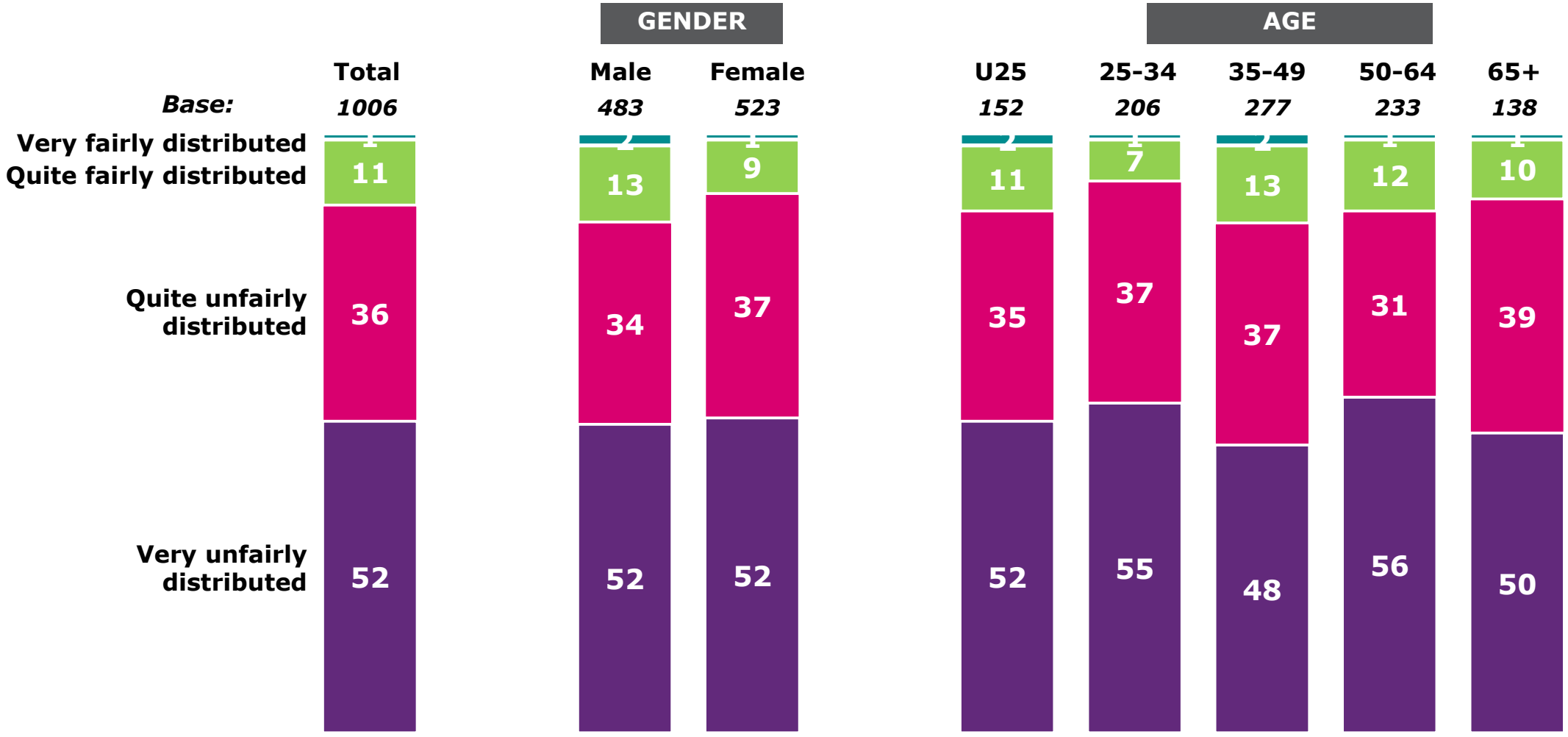


* Caution low base

White collar workers and Dubliners are marginally more likely than average to think income is fairly distributed.

Incomes of Top 10% are 7.5 times greater than those on lowest incomes: Fairness of Income Distribution

All Adults 16+: 1006

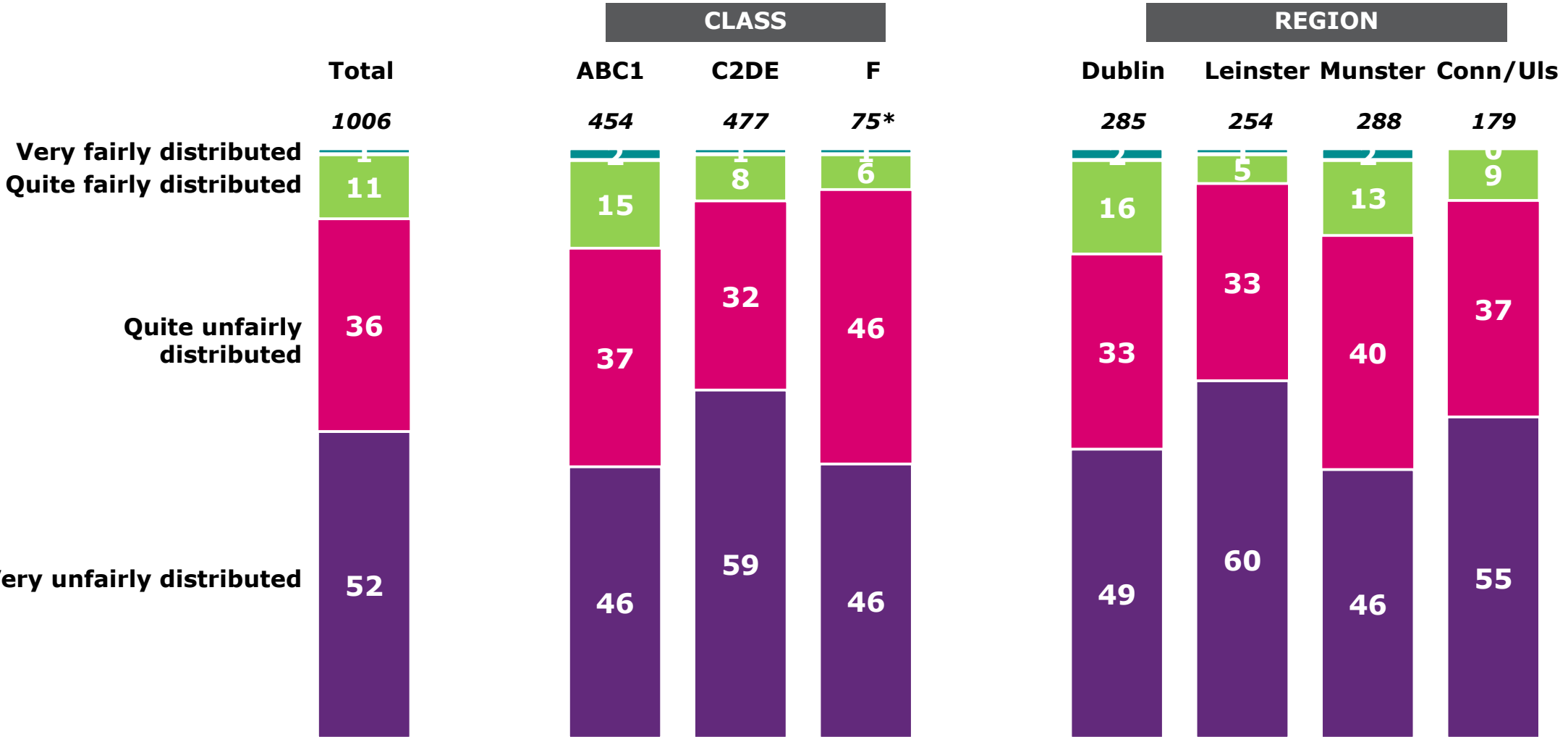


When informed that incomes of top 10% are 7.5 times greater than those on lowest incomes, the proportion who feel income is unfairly distributed rises from 83% to 88%. Demographic differences are very modest.

Incomes of Top 10% are 7.5 times greater than those on lowest incomes: Fairness of Income Distribution



All Adults 16+: 1006



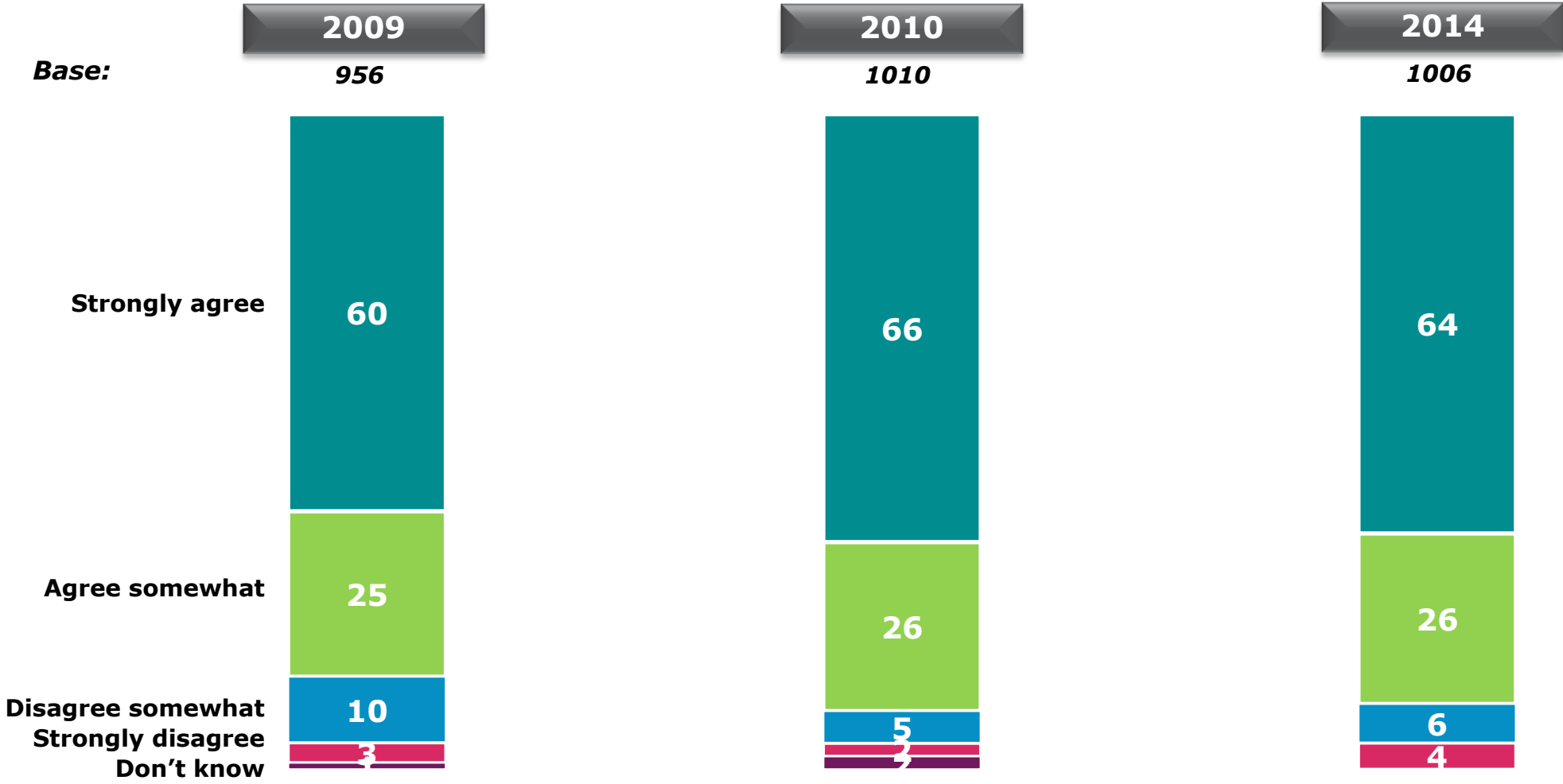
The income information appears to have greatest impact on blue collar workers and those living in Rest of Leinster.

Q.1b The incomes of the top 10% in Ireland are typically seven and a half times greater than the lowest incomes in Ireland. Which of these statements best describes how you feel income in Ireland is distributed?

The Government should take Active Steps to Reduce Gap Between High and Low Earners



All Adults 16+: 1006



2 in 3 strongly agree, and 9 in 10 agree to some extent.

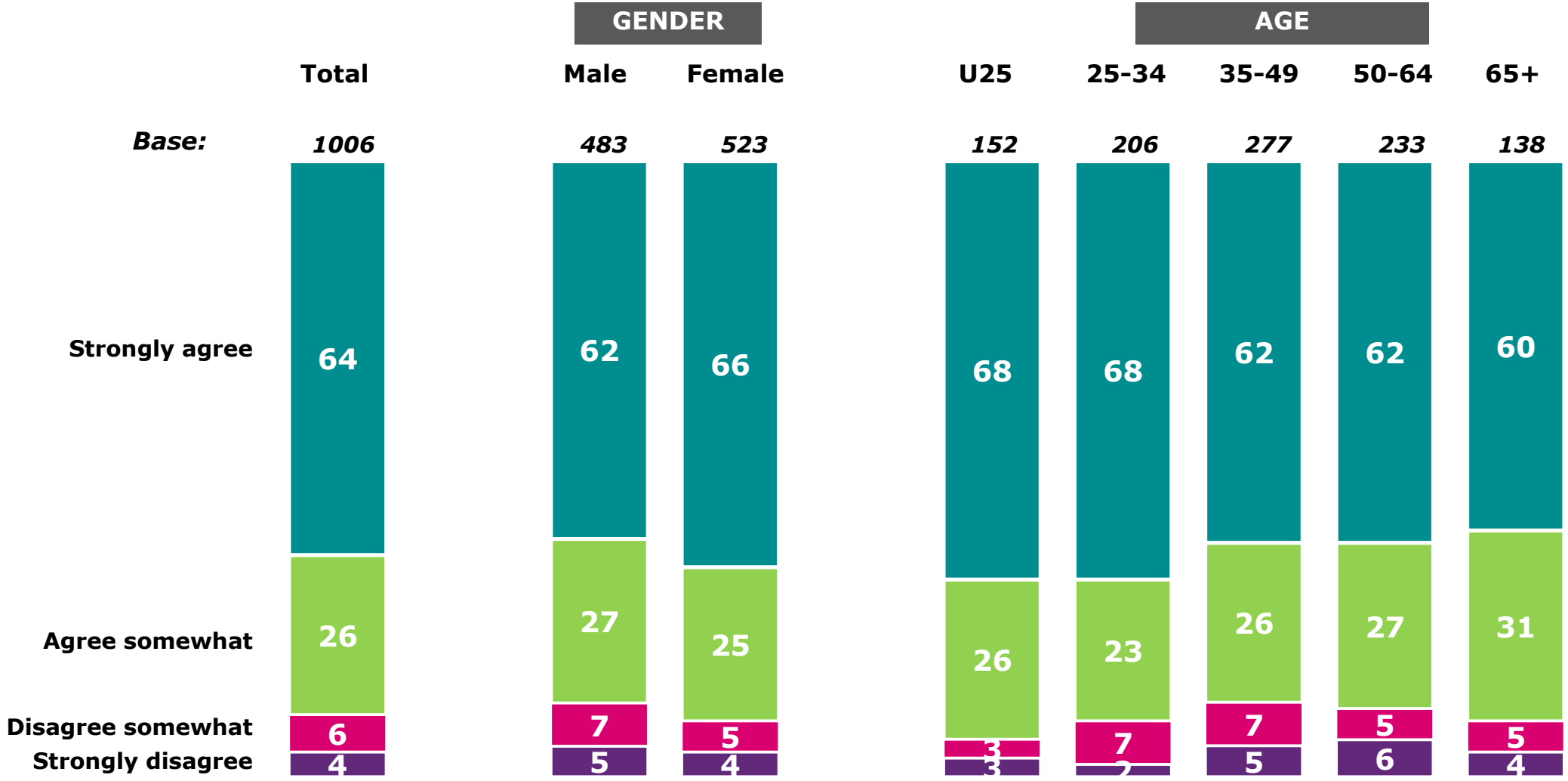


Q.2 Do you agree or disagree that the government should take active steps to reduce the gap between high and low earners?

The Government should take Active Steps to Reduce Gap Between High and Low Earners X Gender & Age



All Adults 16+: 1006

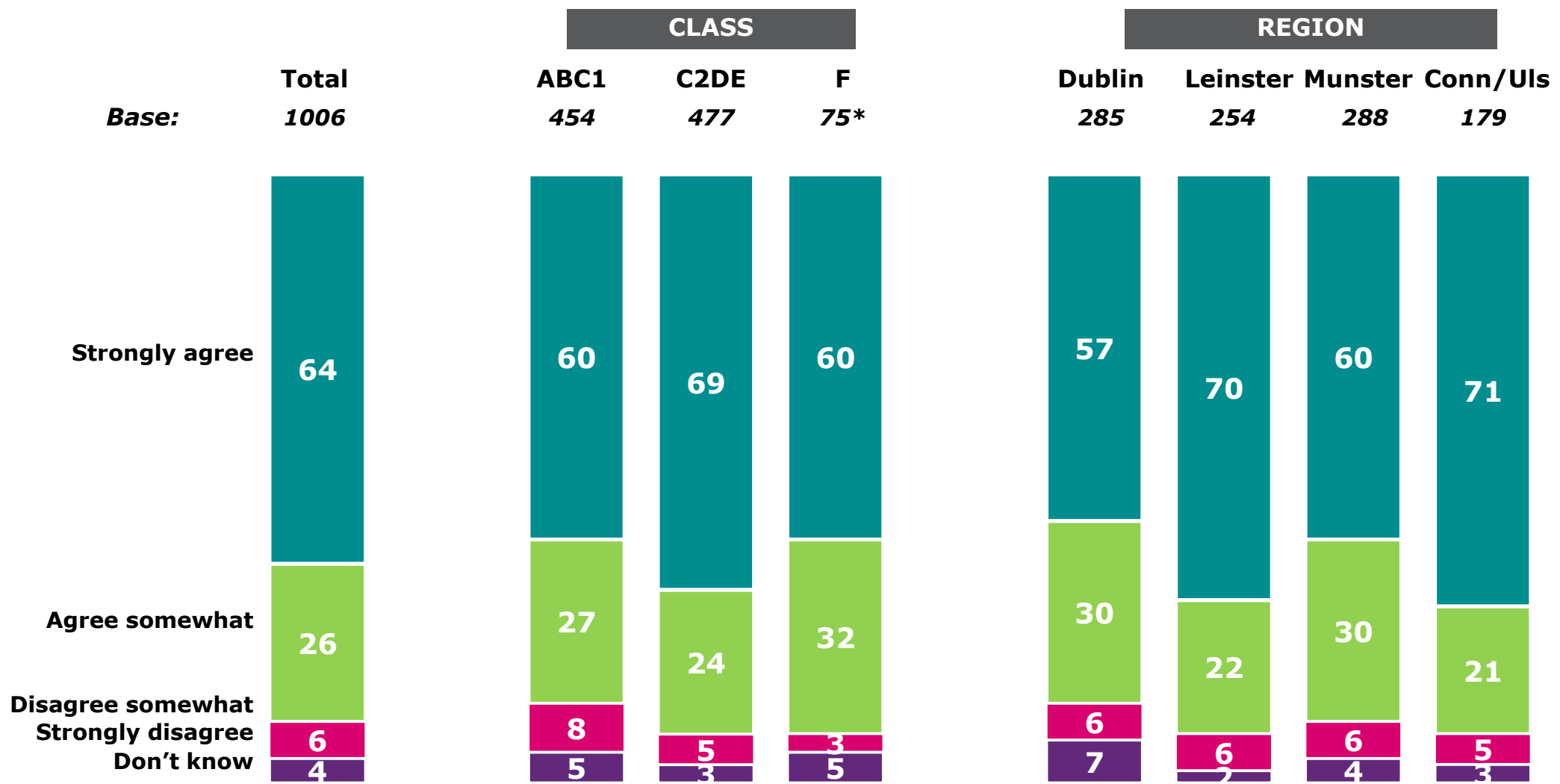


No real differences by demographics

The Government should take Active Steps to Reduce Gap Between High and Low Earners X Class & Region



All Adults 16+: 1006



* Caution low base

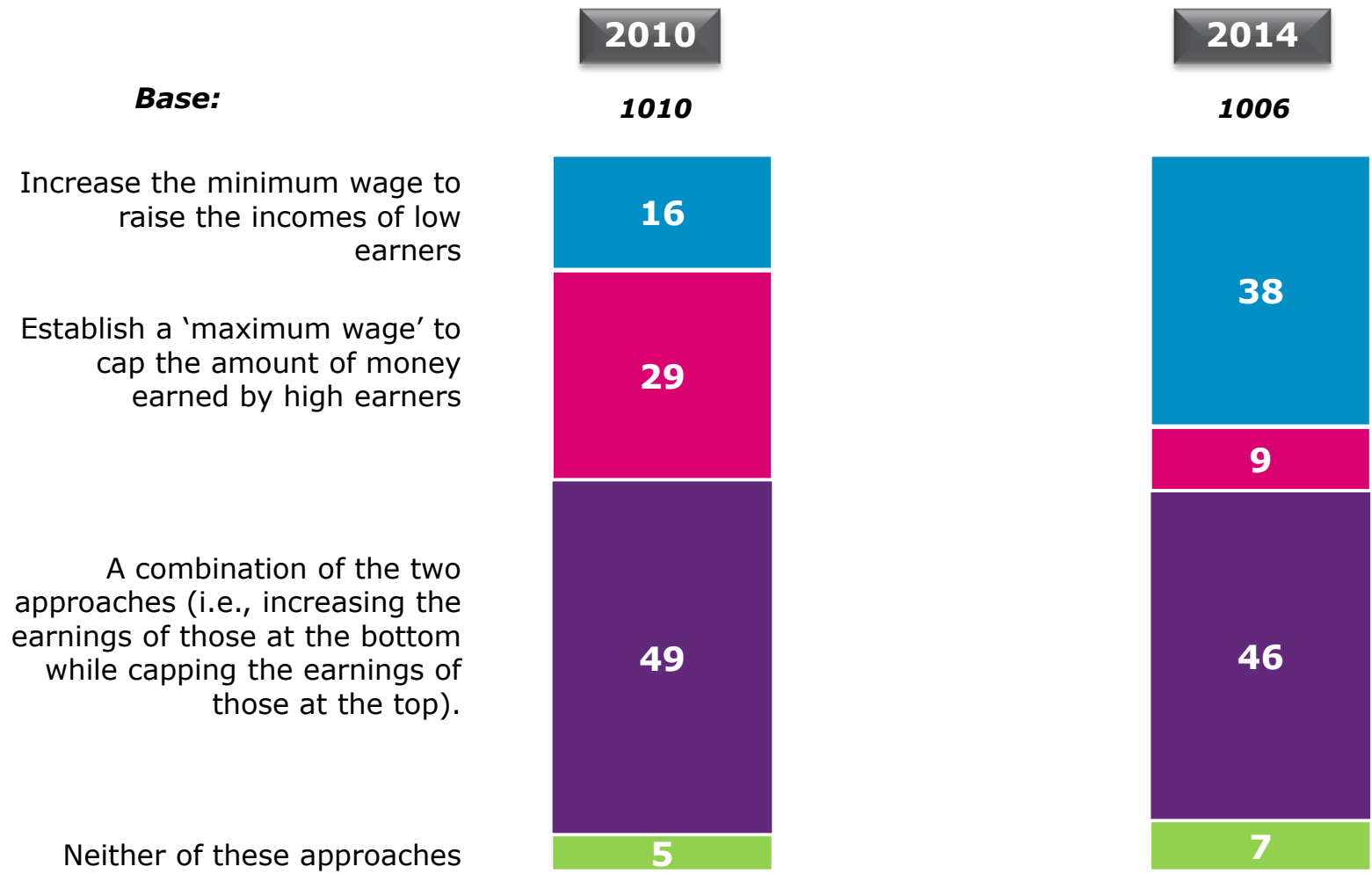
Higher agreement amongst blue collar workers and those living in Rest of Leinster.



Q.2 Do you agree or disagree that the government should take active steps to reduce the gap between high and low earners?

Action Government Should Take to Reduce the Gap Between High & Low Earners X Gender & Age

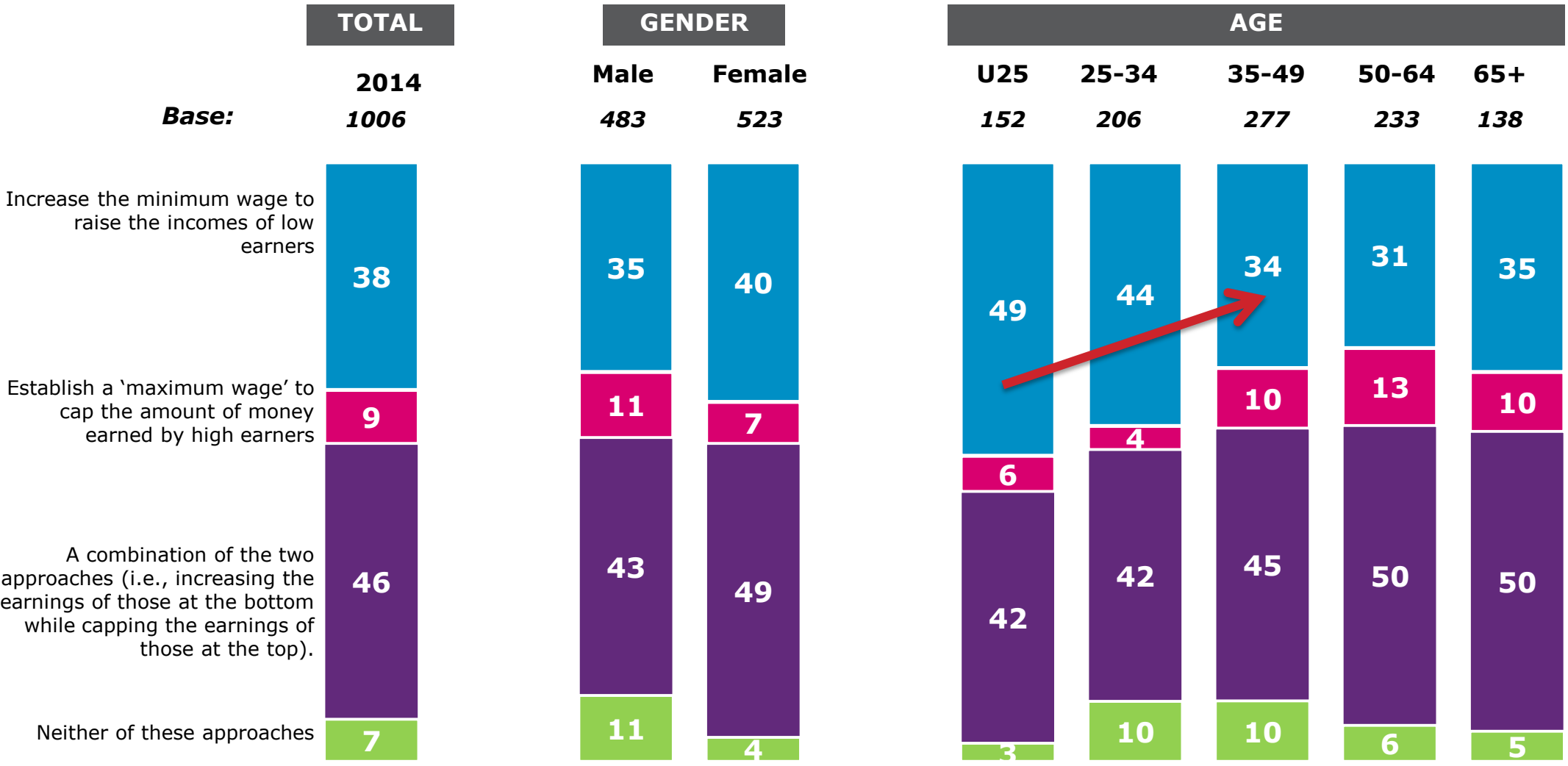
All Adults 16+: 1006



Looking at actions the government should take to reduce this income gap, support for increasing the minimum wage has increased from 65% to 84%, while support for a maximum wage has decreased from 78% to 55%.

Action Government Should Take to Reduce the Gap Between High & Low Earners X Gender & Age

All Adults 16+: 1006



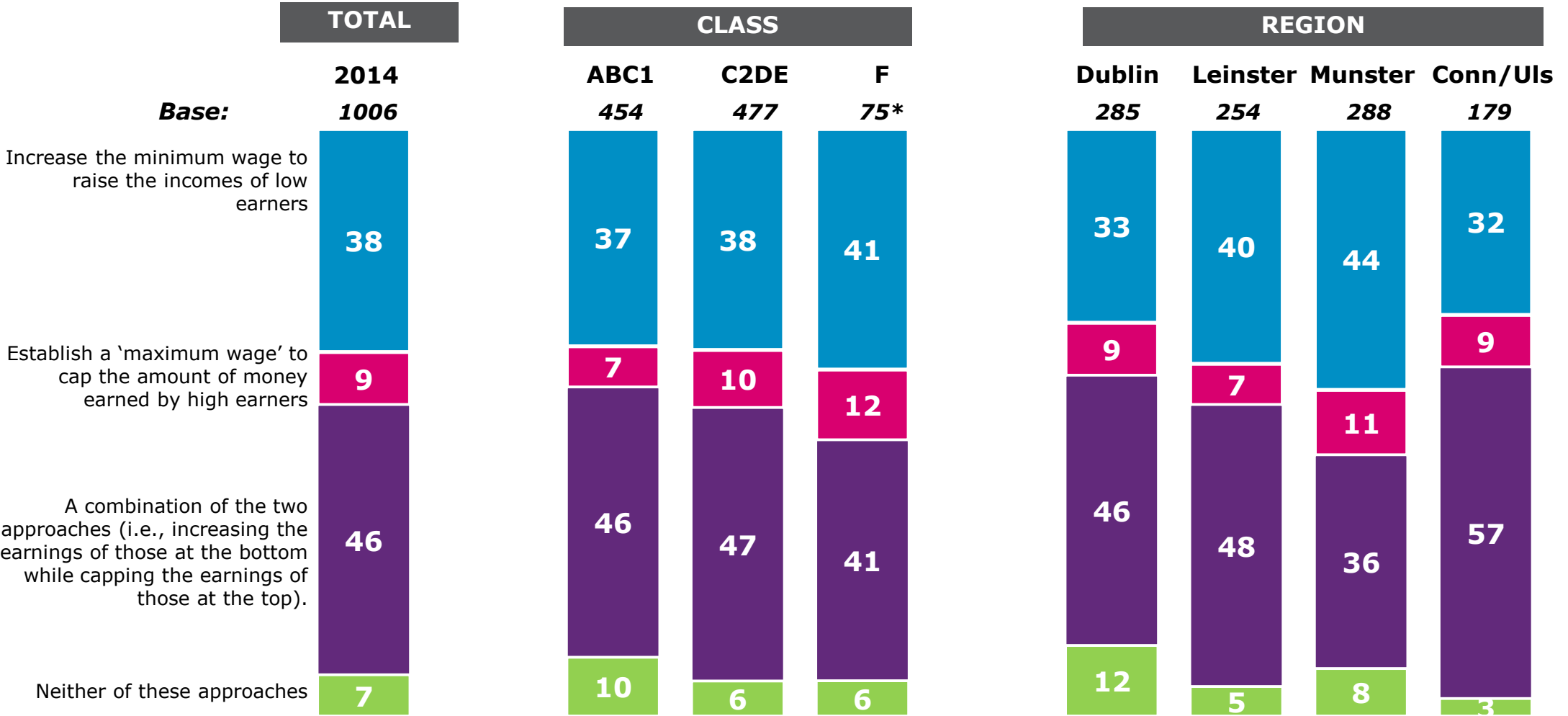
Support for increasing the minimum wage is lowest amongst 35-49s, and highest amongst U25s. U35s least in favour of a 'maximum wage'.

Q.3 Which, if any, of the following steps do you feel the Government should take to reduce the gap between high and low earners?

Action Government Should Take to Reduce the Gap Between High & Low Earners X Class & Region



All Adults 16+: 1006



* Caution low base

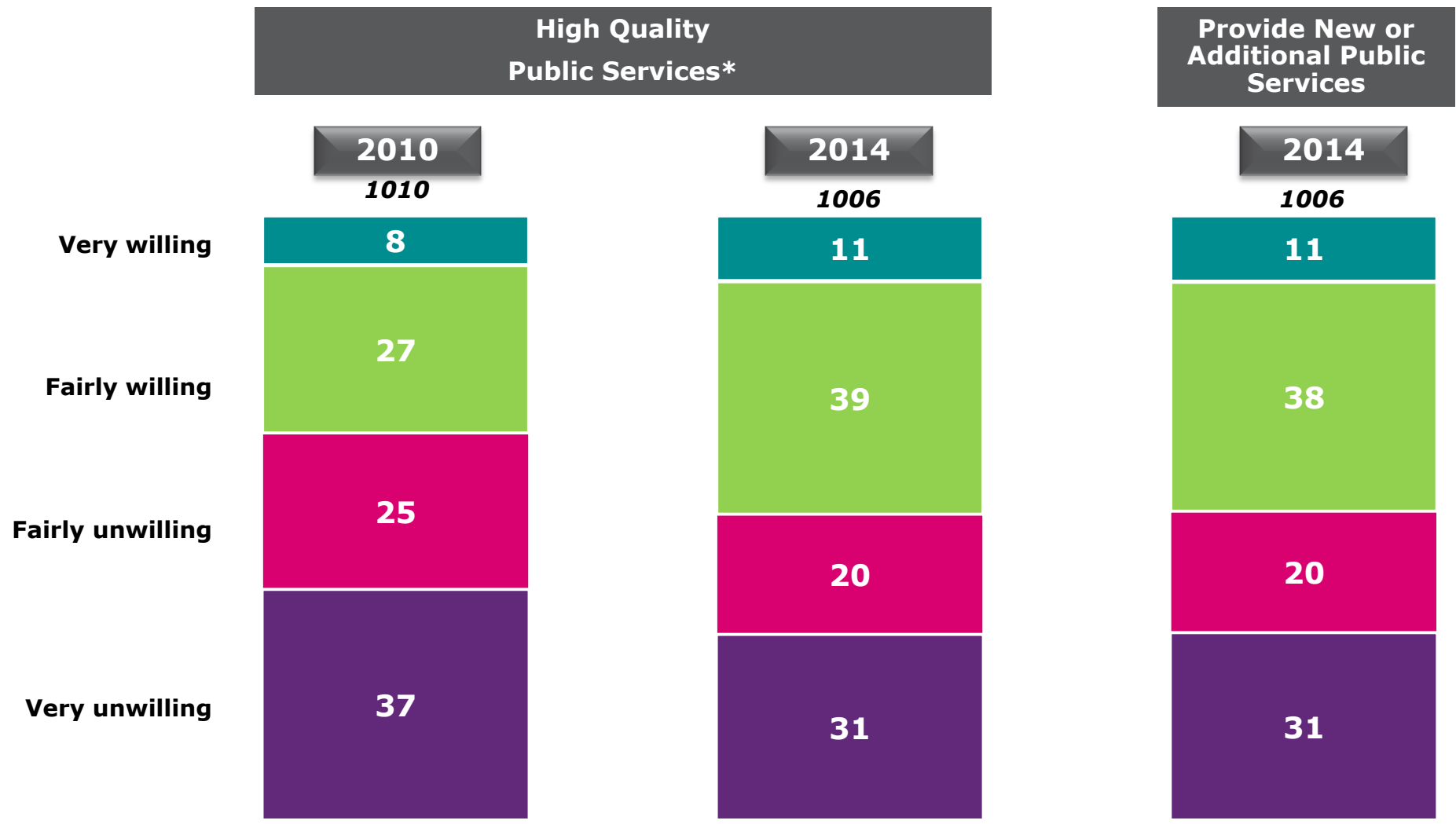
Social class differences are very modest. Regional differences are greater.



Q.3 Which, if any, of the following steps do you feel the Government should take to reduce the gap between high and low earners?

Willingness to Support Higher Taxation

All Adults 16+: 1006



50% now willing to support higher taxes if guaranteed high quality public services; up from 35% in 2010. Regardless of wording or nuances the results show an even split in favour and against higher taxation.

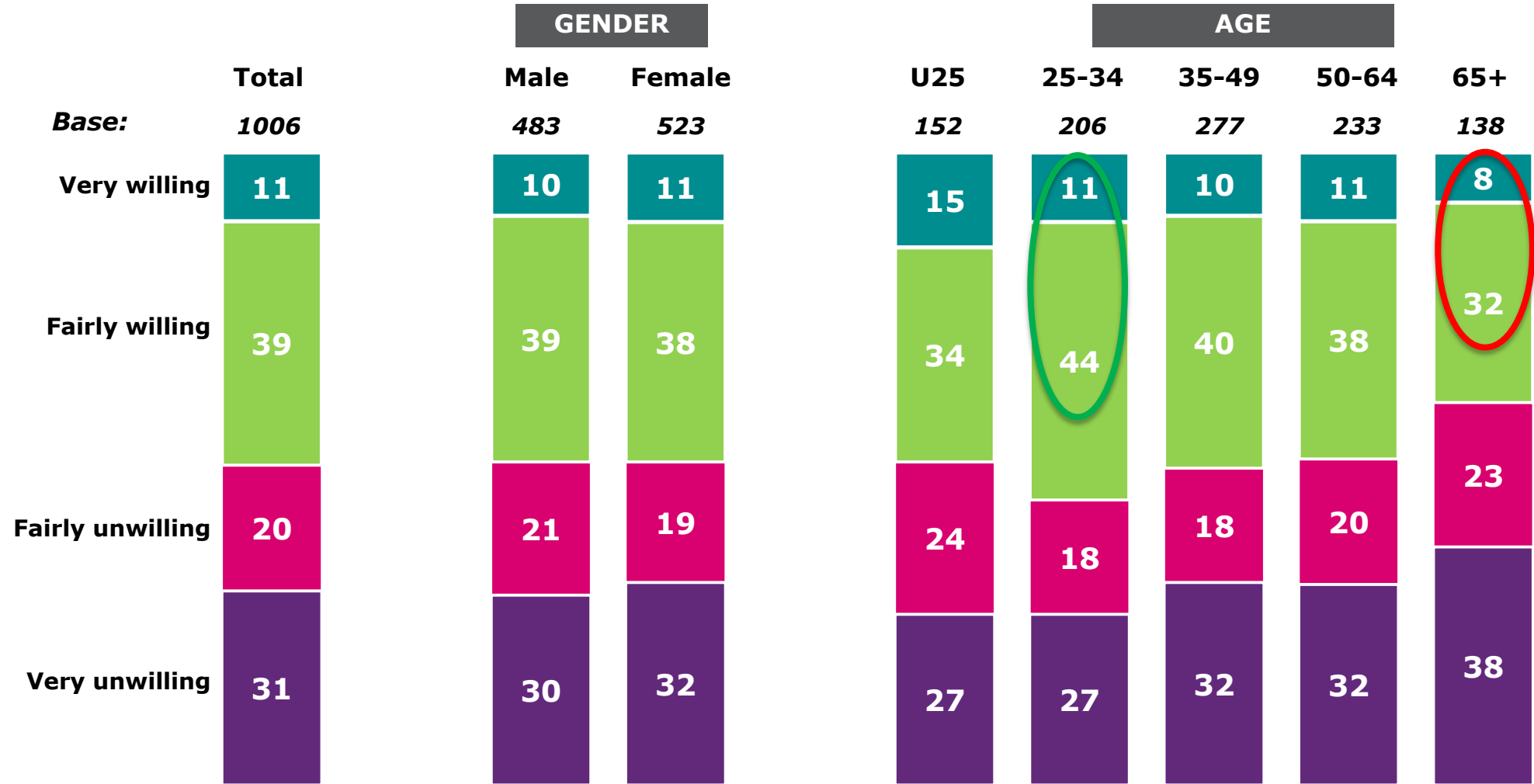
**Slight wording changes*

- Q.4a** Compared to some other European countries funding for public services in Ireland, such as health, education, social protection and pensions is low. How willing or not would you be to pay more taxes if you were guaranteed that this would result in high quality public services?
- Q.4b** And how willing or not would you be to pay more taxes if the State guaranteed to provide new or additional public services such as pre school education and social housing?

Willingness to Support Higher Taxation in Order to Achieve High Quality Public Services X Gender & Age



All Adults 16+: 1006



25-34s marginally more willing to support higher taxation. Over 65s least likely to support higher taxation.

Q.4a Compared to some other European countries funding for public services in Ireland, such as health, education, social protection and pensions is low. How willing or not would you be to pay more taxes if you were guaranteed that this would result in high quality public services?

Willingness to Support Higher Taxation in Order to Achieve High Quality Public Services X Class & Region



All Adults 16+: 1006



Blue collar workers reject the notion of higher taxation as do Leinster dwellers and those living in Connacht or Ulster.



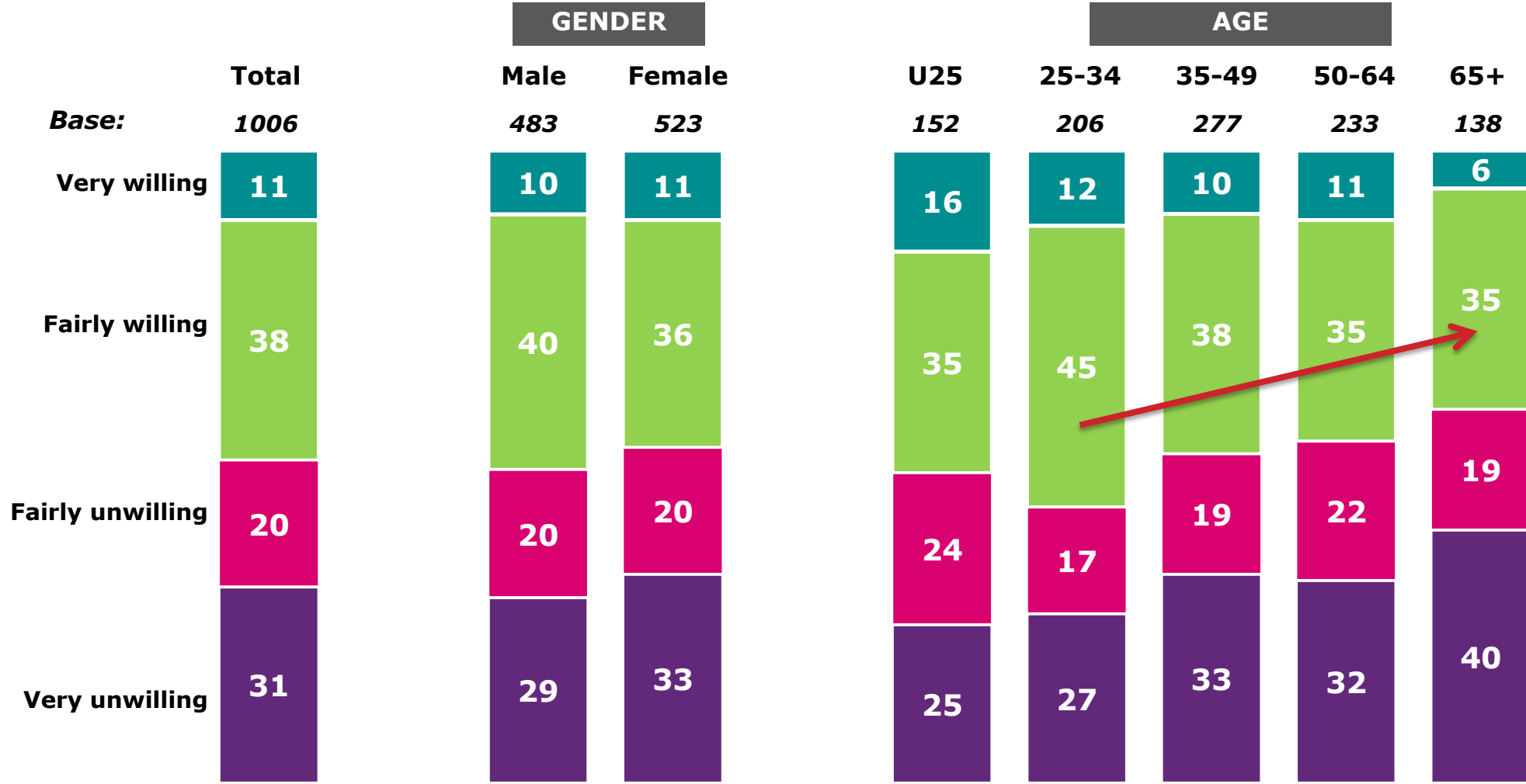
Q.4a

Compared to some other European countries funding for public services in Ireland, such as health, education, social protection and pensions is low. How willing or not would you be to pay more taxes if you were guaranteed that this would result in high quality public services?

Willingness to Support Higher Taxation in Order to Provide New or Additional Public Services X Gender & Age



All Adults 16+: 1006



Support peaks amongst 25-34s and declines gradually after that.

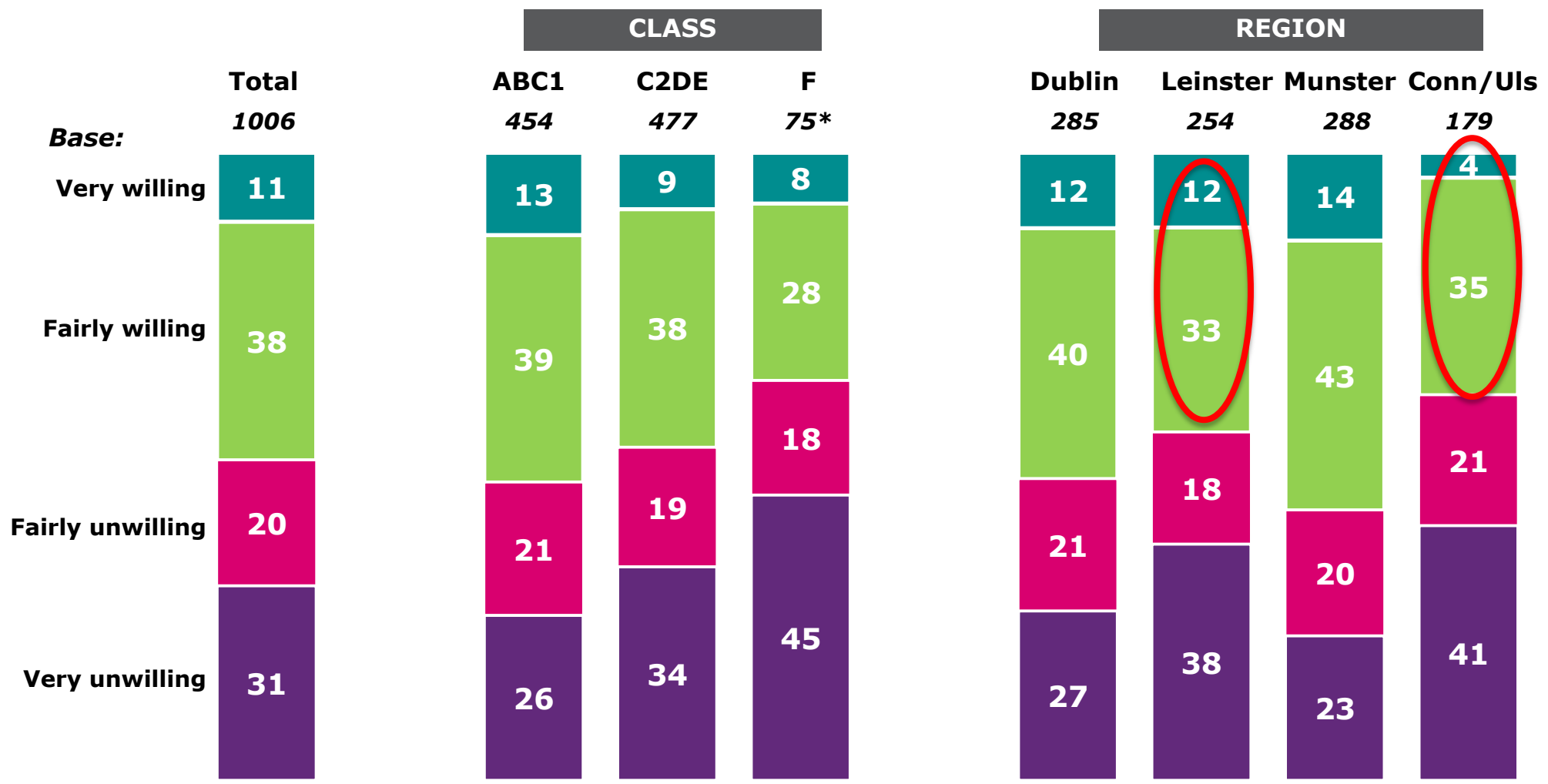


Q.4b And how willing or not would you be to pay more taxes if the State guaranteed to provide new or additional public services such as pre school education and social housing?

Willingness to Support Higher Taxation in Order to Provide New or Additional Public Services X Class & Region



All Adults 16+: 1006



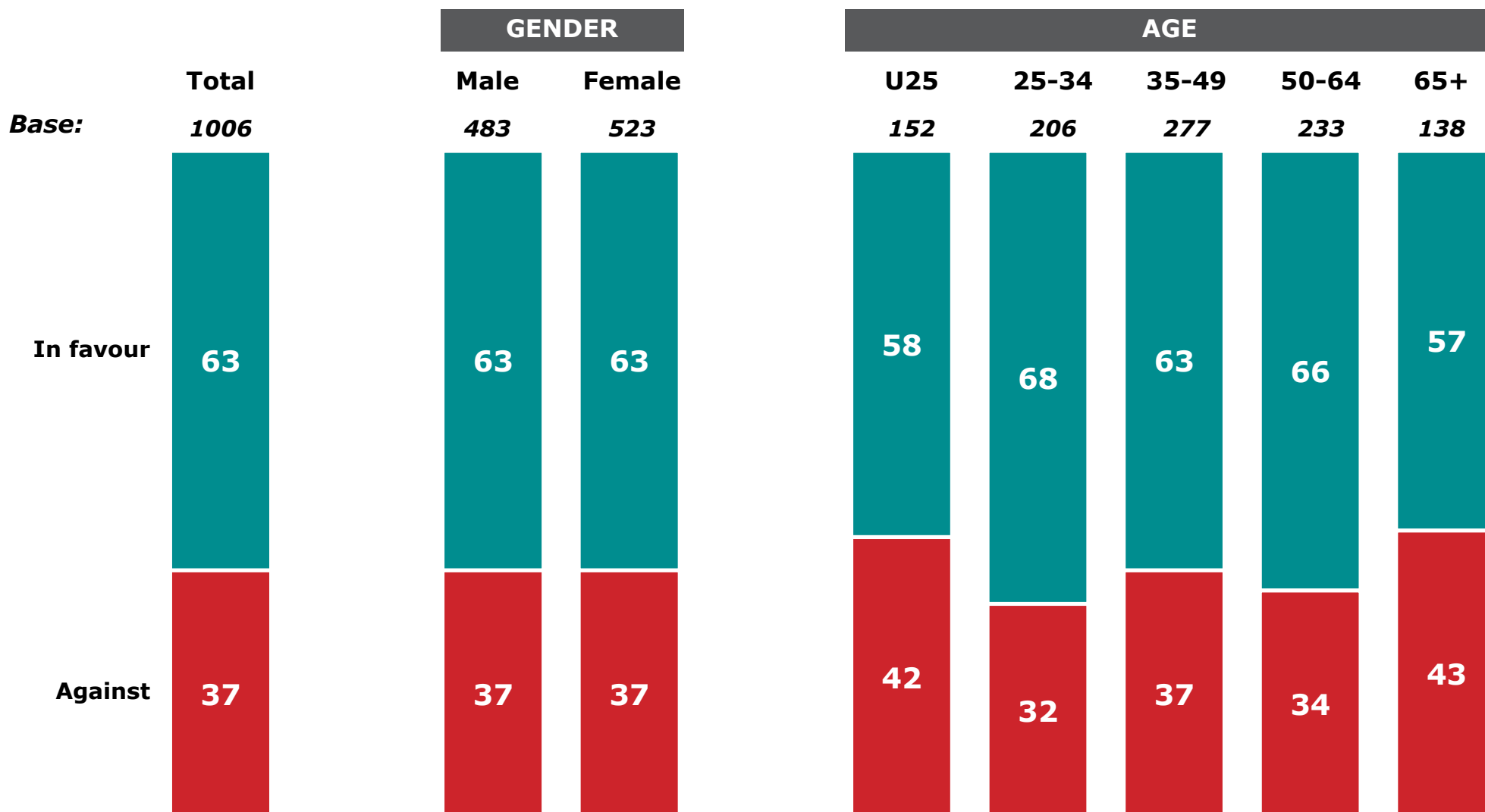
Support weakest in Leinster, Connacht/Ulster and amongst blue collar workers.



Q.4b And how willing or not would you be to pay more taxes if the State guaranteed to provide new or additional public services such as pre school education and social housing?

Top Tax Rate of 60%, on Income in Excess of €100,000: For or Against? x Gender & Age

All Adults 16+: 1006



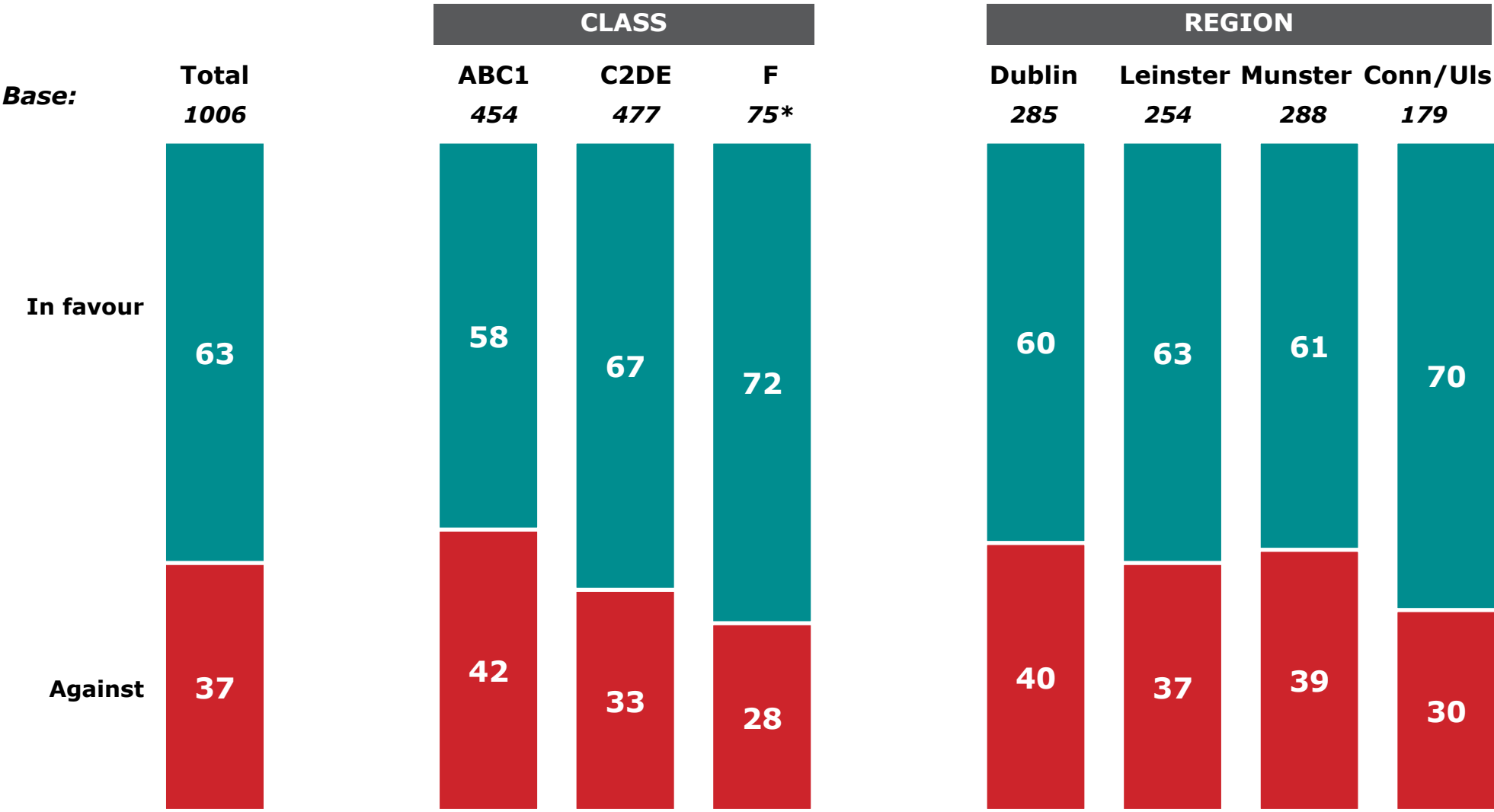
Just under 2 in 3 in favour of a top tax rate of 60%, combining income tax, USC and social insurance, peaking amongst 25-35.

Q.5

Would you be in favour or against a top tax rate of 60%, combining income tax, USC and social insurance, on that part of income in excess of €100,000 per annum?

Top Tax Rate of 60%, on Income in Excess of €100,000: For or Against? x Class & Region

All Adults 16+: 1006



Highest proportions in favour in Connacht/Ulster.

Key Findings

The background features a gradient from dark purple at the top to bright pink at the bottom. Overlaid on this are several large, overlapping, rounded shapes in various shades of pink and purple, creating a layered, organic effect.

Key Findings

- 83% feel income in Ireland is unfairly distributed.
- When informed that the incomes of the top 10% are 7.5 times greater than those on lowest incomes, 88% feel income in Ireland is unfairly distributed.
- 90% feel that the government should take active steps to reduce the gap between high and low earners.
- 84% feel the government should increase the minimum wage, up from 65% in 2010. 55% feel a maximum wage should be established (down from 78% in 2010). 46% feel both measures should be introduced. 7% feel neither measure should be introduced.
- 50% are willing to support higher taxes if guaranteed high quality public services, up from 35% in 2010. Two slightly different wordings were put to respondents, and in both cases the result is an even split between the two.
- 63% are in favour of the introduction of a 60% top rate of tax, combining income tax, USC and Social Insurance, on annual income in excess of €100,000.

Thank You



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