PUBLIC TRUST IN TAX 2023: BUILDING TRUST IN TAX FOR A SUSTAINABLE FUTURE

Appendix: New Zealand

How appropriate is it for the following to arrange their affairs in order to minimize their taxes paid?

How significant do you believe the amount of taxes paid by the following are to your country’s financial situation and ability to provide services to citizens?

Do you agree the following are paying a reasonable amount of tax in your country?

How appropriate do you believe it is for your government to provide tax incentives for:
To what extent do you trust the following sources of information about the tax system:

- Politicians
- Social media
- Media reports
- Government tax authorities
- Professional tax accountants

Do you agree that the work of accountants contributes to:

- A fairer tax system
- A more efficient tax system
- A more effective tax system

Data analysis by the Centre for Economics and Business Research

The Centre for Economics and Business Research is an independent consultancy with a reputation for sound business advice based on thorough and insightful research. Since 1992, Cebr has been at the forefront of business and public interest research. They provide analysis, forecasts and strategic advice to major UK and multinational companies, financial institutions, government departments and agencies and trade bodies. For further information about Cebr please visit [www.cebr.com](http://www.cebr.com)