

***PORTLAND “STREET FEE”
LIKELY VOTER POLL***

SUMMARY REPORT & CROSS-TABULATIONS

DECEMBER 1, 2014

RESEARCH | INSIGHT | KNOWLEDGE



INTRODUCTION & METHODOLOGY

Riley Research Associates conducted a scientific poll among 323 likely voters from the City of Portland, regarding their attitudes about a proposed new personal income and business tax under consideration by the Portland City Council.

“Likely voters” were defined as those who have voted in at least two of the past four primary and general elections. The sample demographics closely match those of Portland’s likely voter population. The sample collection was monitored to ensure accurate representation for gender, age, and registered political party. Both landlines and cell phones were represented in the sample.

A sample of 323 is considered accurate to within +/-5.46% at a 95% level of confidence. The poll took place between November 24th and November 28th, 2014. The poll included just these three questions, which appear in the order in which they were asked. The following cross tabulations include the exact questionnaire language used in the poll.



EXECUTIVE FINDINGS

- Nearly two-thirds of likely voters in the City of Portland are opposed to the new personal income and business tax (63%), including 50% who *strongly* oppose the proposed new tax. With 26% in support of the new tax, 11% are undecided.
 - Likely voters age 18-34 were slightly more likely to support the proposed tax (34%), although a plurality of voters in that age group oppose it (47%). Pre-retirement voters (those 55-64) were most likely to oppose the new tax (72%).

- More than eight-in-ten voters (83%) feel that the decision about whether or not to implement the new tax should be referred to the voters, including 71% who *strongly* support referring the decision to the voters. About one-in-eight voters support a decision by the council alone (13%), and only 4% were undecided on the issue.
 - The referral-to-voters option is favored by 76% of Democrats and by more than 90% of those representing all other political stripes.

- Some two-thirds of voters (65%) would be less likely to support the re-election of Mayor Hales and Commissioner Steve Novick, should they decide to block a referral of the new tax to a vote of the people (including 49% who would be *much* less likely to support their re-election). With just 3% of voters saying they would be more likely to re-elect them, 31% indicated that this issue would make no difference.
 - While 58% of Democrats would be *less* likely to re-elect Hales and Novick, 38% said the issue would make no difference.



Q1. As you may have heard, the Portland City Council is considering a new income tax on residents, and a new fee on businesses, to provide additional revenue for the city’s transportation department. It’s often referred to in the media as the “street fee.” To give you a couple of examples of how it might affect you, according to the sponsors Mayor Charlie Hales and Commissioner Steve Novick, an individual’s tax could vary from a low of nothing to a high of \$900 dollars, depending on the individual or household annual income. A two-income household earning \$40 to \$60 thousand dollars a year would be taxed \$60 dollars. The same household with an income of \$75 to \$100 thousand dollars would pay \$120 dollars per year.

Based on what you know at this point in time, would you say you support or oppose this new personal income and business tax? Strongly or somewhat?

A majority of respondents opposed the proposed new personal income and business tax (63%), including 50% of likely voters saying they “strongly opposed” it. About one-quarter support the tax (26%), including just 8% who “strongly support” it.

Respondents ages 18-44 were slightly more likely than others to support the proposed tax. Republicans were significantly more likely than either Democrats or non-affiliated voters and those registered to a minor party to oppose the tax.

	Total	GENDER		AGE					REGISTERED PARTY			VOTING FREQUENCY		
		MALE	FEMALE	18-34	35-44	45-54	55-64	65+	DEMO CRAT	REPUB LICAN	OTHER	2/4	3/4	4/4
Total Participants	323	145	177	43	65	55	79	81	195	50	78	83	74	166
		45%	55%	13%	20%	17%	24%	25%	60%	15%	24%	26%	23%	51%
Support	26%	29%	24%	35%	32%	29%	18%	22%	29%	8%	31%	22%	26%	28%
Support strongly	8	10	6	7	9	5	3	14	8	6	9	6	3	11
Support somewhat	18	19	18	28	23	24	15	9	21	2	22	16	23	17
Undecided	11%	9%	12%	19%	12%	9%	9%	10%	15%	8%	3%	8%	14%	11%
Undecided	11	9	12	19	12	9	9	10	15	8	3	8	14	11
Oppose	63%	61%	64%	47%	55%	62%	72%	68%	56%	84%	65%	69%	61%	60%
Oppose somewhat	13	11	14	19	17	9	13	9	14	8	13	16	19	8
Oppose strongly	50	50	50	28	38	53	59	59	42	76	53	53	42	52
No response	0%	1%	-	-	-	-	1%	-	-	-	1%	1%	-	-
Refused/NA	0	1	-	-	-	-	1	-	-	-	1	1	-	-
Chi Square		4.98 .418		33.89 .027					31.25 .001			16.34 .090		

Q2. The Portland City Council could vote as early as December 3rd of next week on whether or not to implement the new tax. Do you support allowing the council to decide this on their own, or do you support referring the decision on this tax to the voters? Is that strongly or somewhat?

A vast majority of respondents support referring the decision on the proposed tax to the voters (83%), including 71% who strongly support referring the decision to the voters. With 13% in support of the council deciding the tax, 4% were unsure.

Democrats were more likely than Republicans or non-affiliated voters and those registered to a minor party to support the council deciding on the tax; however, a vast majority still felt the voters should decide.

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Total Participants	323	145 45%	177 55%	43 13%	65 20%	55 17%	79 24%	81 25%	195 60%	50 15%	78 24%	83 26%	74 23%	166 51%
Council Decides	13%	16%	10%	9%	14%	16%	9%	15%	18%	2%	6%	6%	11%	17%
Council decides - Strongly	8	10	7	9	3	13	6	11	12	-	4	5	5	11
Council decides - Somewhat	4	6	3	-	11	4	3	4	6	2	3	1	5	5
Undecided	4%	5%	3%	7%	3%	4%	5%	2%	6%	2%	1%	4%	1%	5%
Undecided	4	5	3	7	3	4	5	2	6	2	1	4	1	5
Referred to Voters	83%	79%	86%	84%	82%	80%	86%	83%	76%	96%	92%	90%	88%	77%
Refer to voters - strongly	71	67	73	67	58	71	75	78	61	92	82	72	77	67
Refer to voters - somewhat	12	12	12	16	23	9	11	5	15	4	10	18	11	10
No response	0%	-	1%	-	2%	-	-	-	1%	-	-	-	-	1%
Refused/NA	0	-	1	-	2	-	-	-	1	-	-	-	-	1
Chi Square		4.32 .505		32.06 .043					27.61 .002			13.26 .210		

Q3. Commissioners Dan Saltzman and Nick Fish are on record saying that any tax approved by the City Council should be referred to the ballot, with voters having the final say. Mayor Hales and Commissioner Novick, on the other hand, oppose referring the question to the voters and want the City Council to decide the issue alone.

If Hales and Novick approve the new tax then block it from going to a vote of the people, would that make you more or less likely to support their re-election in 2016, or would this issue make no difference? Much or somewhat?

About two-thirds of likely voters would be less likely to support Mayor Hales and Commissioner Novick in an upcoming re-election if they block the proposed tax from going to a vote of the people (65%), including 49% who would be “much less likely to support” their re-election. With 31% saying it would make no difference in their decision to re-elect, just 3% said they would be more likely to re-elect them.

Republicans were more likely than others to be less likely to support their re-election, followed by non-affiliated voters and those registered to a minor party. While Democrats were as likely as others to support Mayor Hales’ and Commissioner Novick’s re-election, they were significantly more likely than other voters to say it would make no difference in their decisions around re-election.

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		45%	55%	13%	20%	17%	24%	25%	60%	15%	24%	26%	23%	51%
More likely to support	3%	4%	2%	5%	2%	2%	3%	5%	3%	2%	4%	4%	3%	3%
Much more likely to support re-election	2	2	1	-	2	2	1	2	2	2	-	1	3	1
Somewhat more likely to support re-election	2	2	1	5	-	-	1	2	1	-	4	2	-	2
No difference	31%	32%	29%	44%	34%	27%	29%	25%	38%	12%	24%	33%	22%	34%
No difference	31	32	29	44	34	27	29	25	38	12	24	33	22	34
Less likely to support	65%	63%	67%	51%	62%	69%	68%	69%	58%	84%	71%	63%	74%	62%
Somewhat less likely to support re-election	16	12	20	23	14	16	15	16	19	12	13	13	22	16
Much less likely to support re-election	49	50	47	28	48	53	53	53	39	72	58	49	53	46
No response	1%	1%	1%	-	3%	2%	-	1%	1%	2%	1%	1%	1%	1%
Refused/NA	1	1	1	-	3	2	-	1	1	2	1	1	1	1
Chi Square		3.85		19.85					28.41			7.25		
		.571		.467					.002			.701		