



MOORE INFORMATION
Public Opinion Research

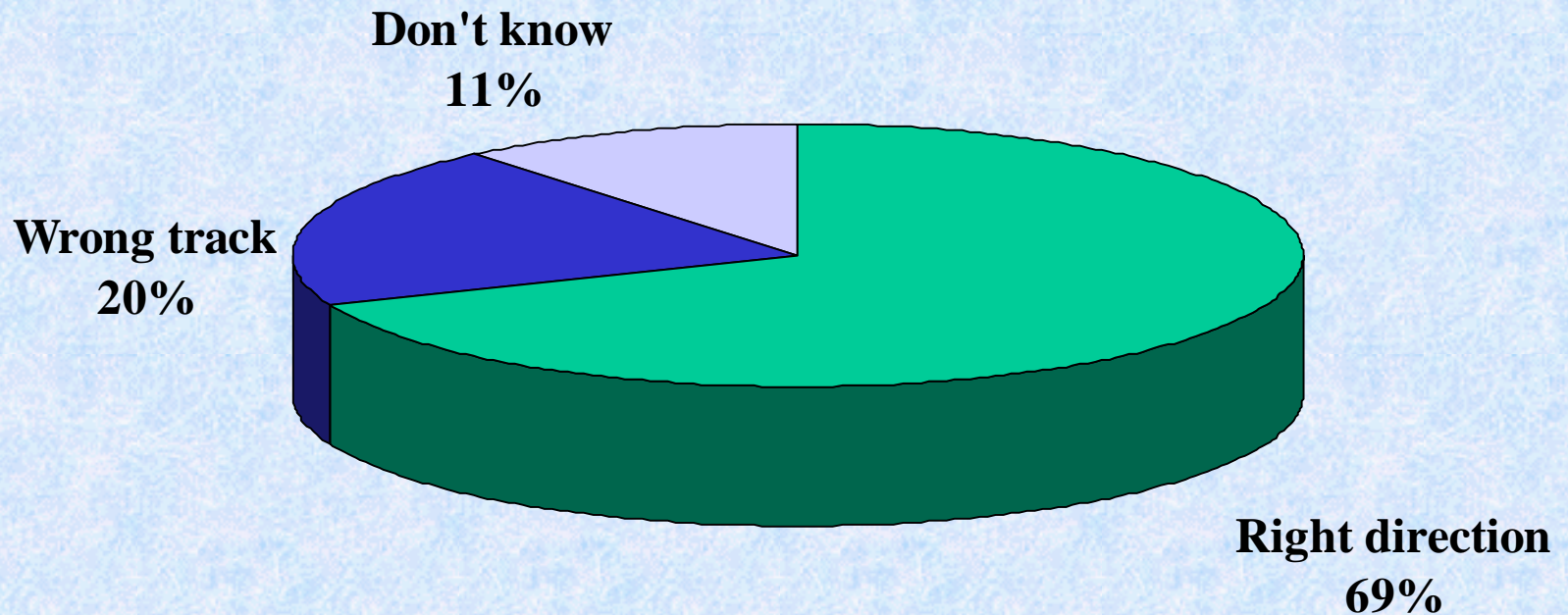
Idaho Voters
& the State Budget Surplus
November 2000

Survey Methodology

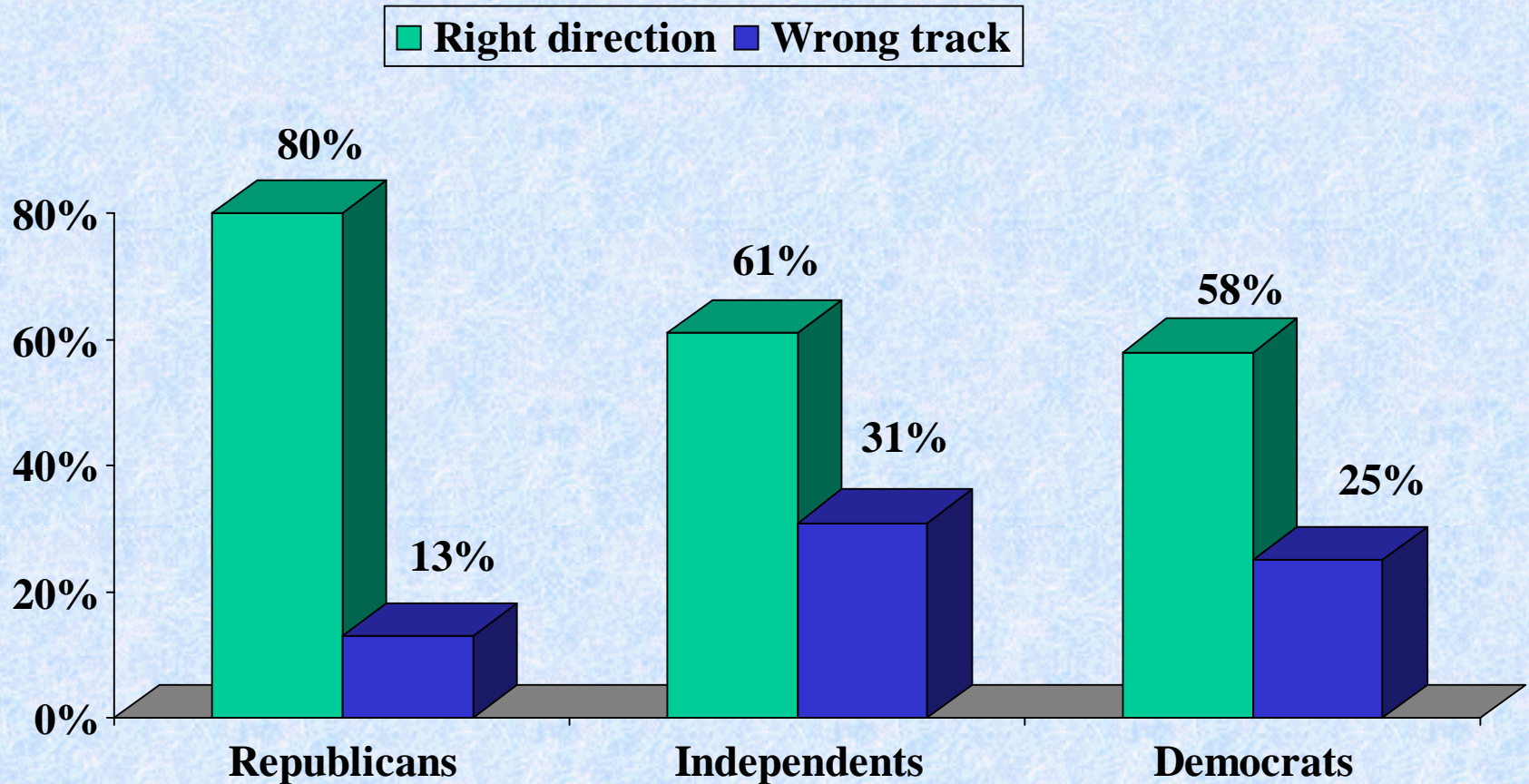
- Sample
 - 500 interviews among a representative sample of voters in Idaho
- Method
 - Telephone interviews conducted November 17-18, 2000
- Sampling error
 - Plus or minus 4% at the 95% confidence level

Voters are Optimistic

“Would you please tell me if you believe things in Idaho are generally headed in the right direction, or do you think things are pretty much headed off on the wrong track?”

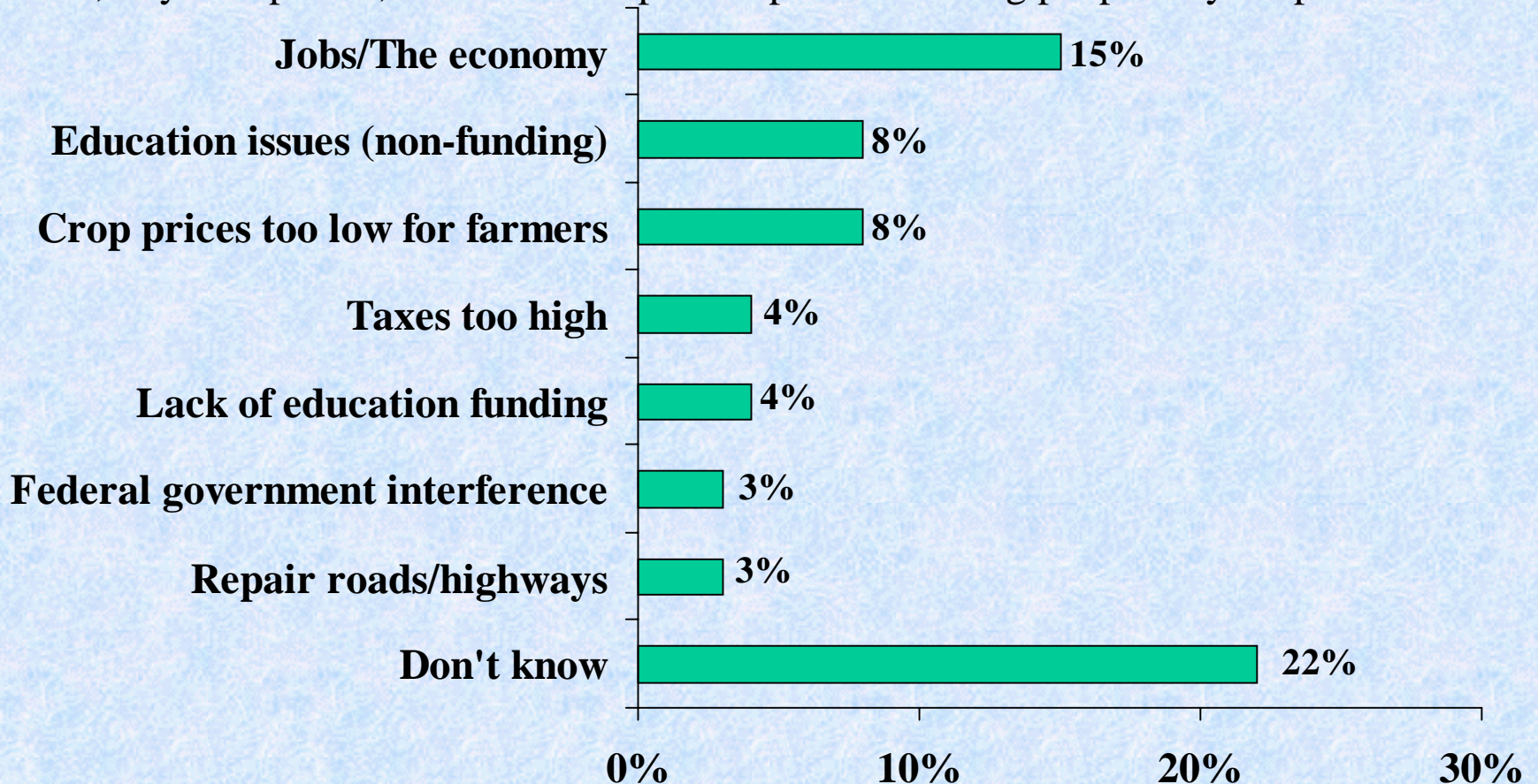


Republicans More Likely Than Democrats or Independents to be Optimistic: But All Are



Most Important Problems: *Jobs, Education, Low Crop Prices, High Taxes*

“What, in your opinion, is the most important problem facing people in your part of Idaho?”



Most Important Problem by Area

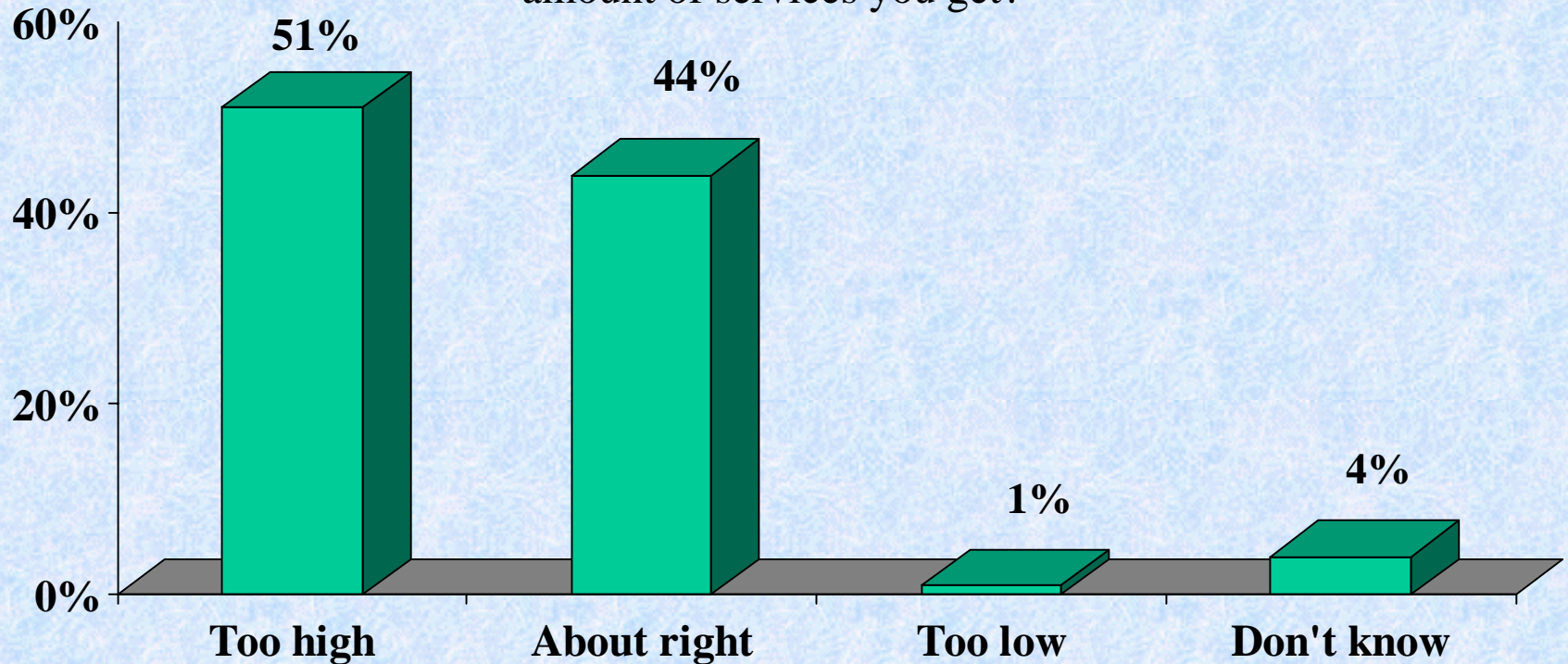
	<u>Ada County</u>	<u>Non-Ada Boise TV</u>	<u>Twin Falls TV</u>	<u>Pocatello TV</u>	<u>Spokane TV</u>
<i>Jobs/The economy</i>	7%	10%	22%	11%	29%
<i>Education issues/ funding</i>	15%	17%	8%	11%	8%
<i>Crop prices</i>	3%	8%	30%	10%	3%
<i>High taxes</i>	3%	6%	2%	8%	1%

Most Important Problem by Party

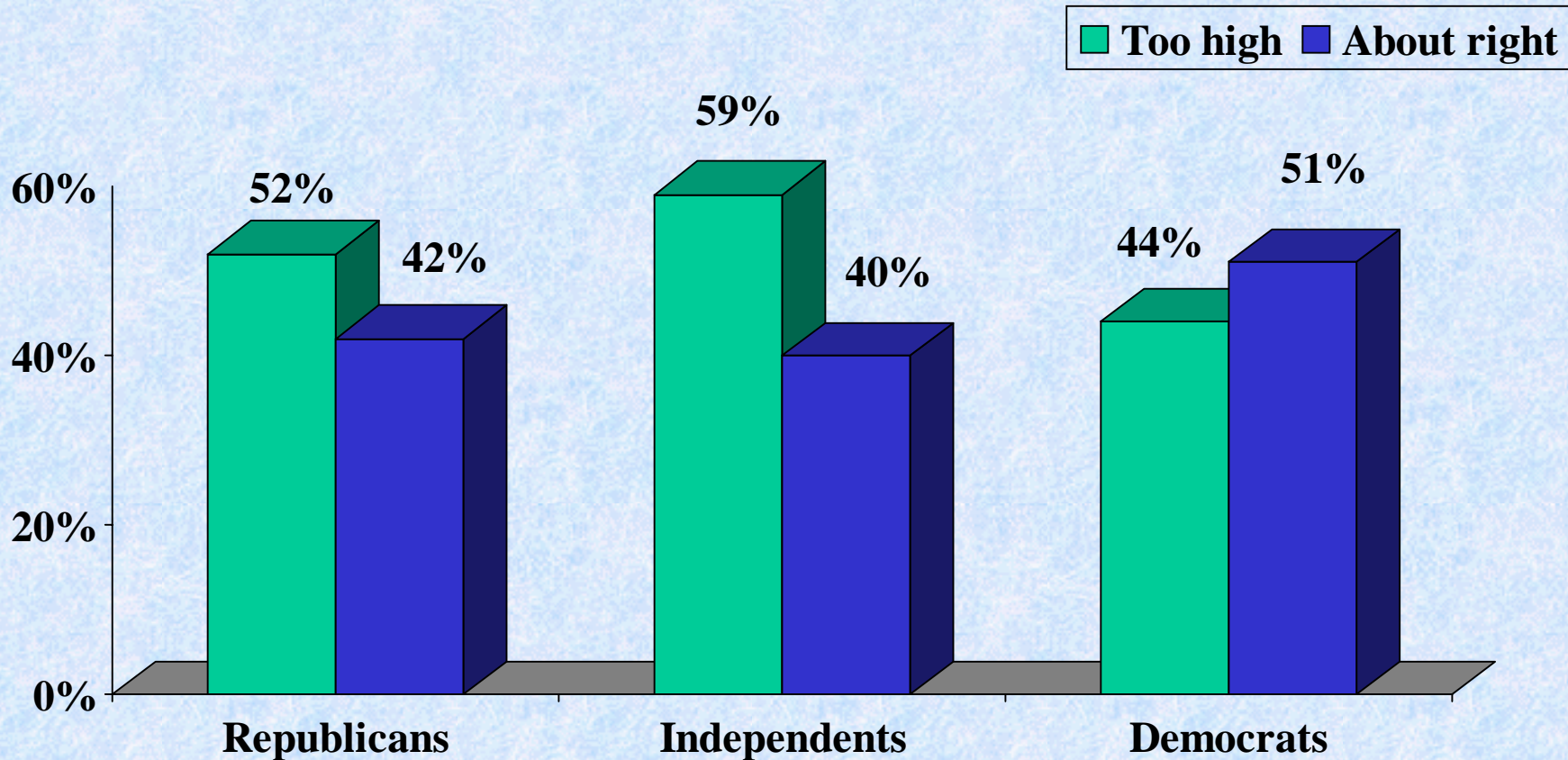
	<u>Republicans</u>	<u>Independents</u>	<u>Democrats</u>
<i>Jobs/The economy</i>	16%	14%	17%
<i>Education issues/funding</i>	11%	6%	17%
<i>Crop prices</i>	10%	13%	1%
<i>High taxes</i>	5%	1%	5%

A Majority of Voters Believe Taxes are Too High for Services Received

“Thinking about the taxes you pay to state and local government in Idaho, in your opinion is the total amount of taxes too high, about right, or too low for the amount of services you get?”



Democrats Less Likely to Believe Taxes are Too High for Services Received

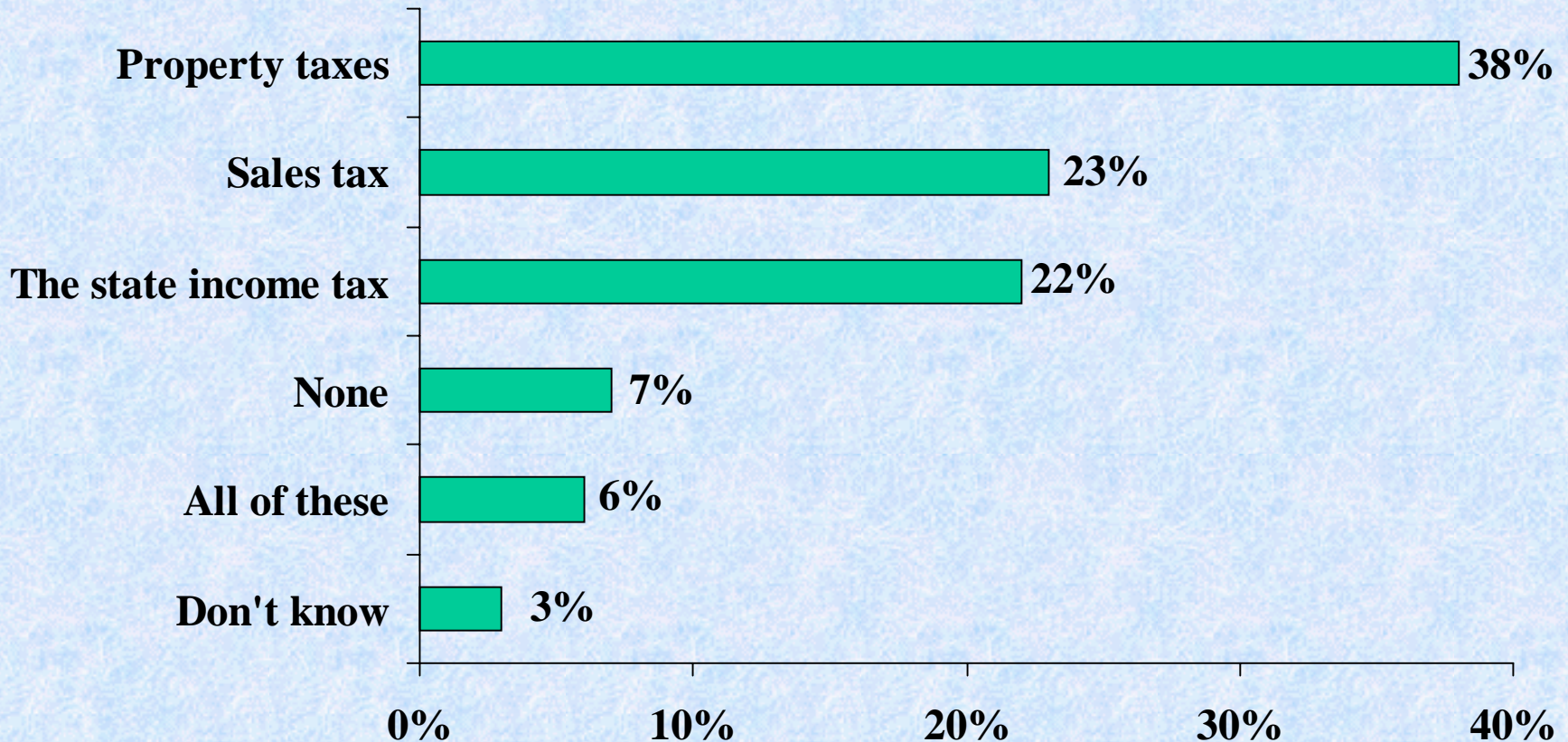


Perceptions of Taxes Paid for Services Received by Area

	<u>Too high</u>	<u>About right</u>
Ada County	45%	50%
Non-Ada Boise TV	51%	45%
Twin Falls TV	38%	52%
Pocatello TV	60%	36%
Spokane TV	51%	44%

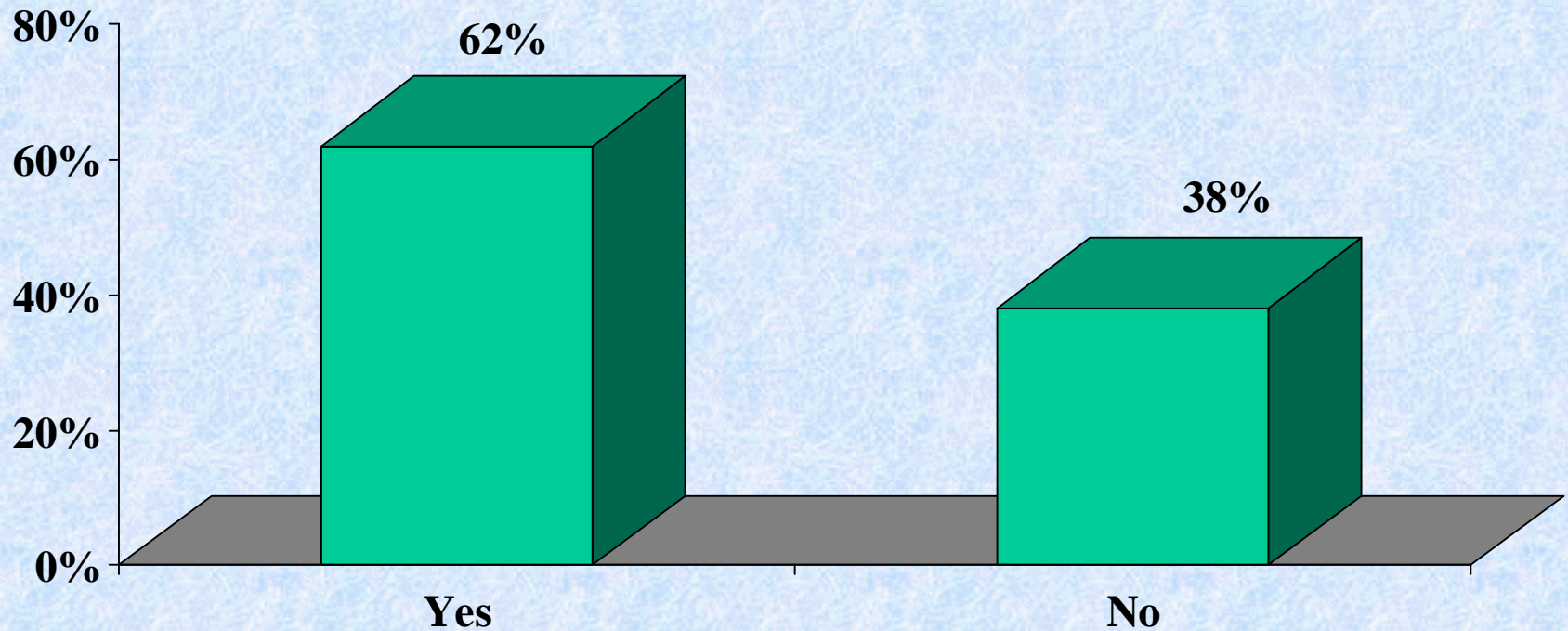
Voters Most Dislike Paying Property Taxes

“Which tax do you dislike paying the most?”



Six in Ten Recall Recent News Coverage of the State Surplus

“Over the past few weeks or month, do you recall anything in the news about a state budget surplus in Idaho?”

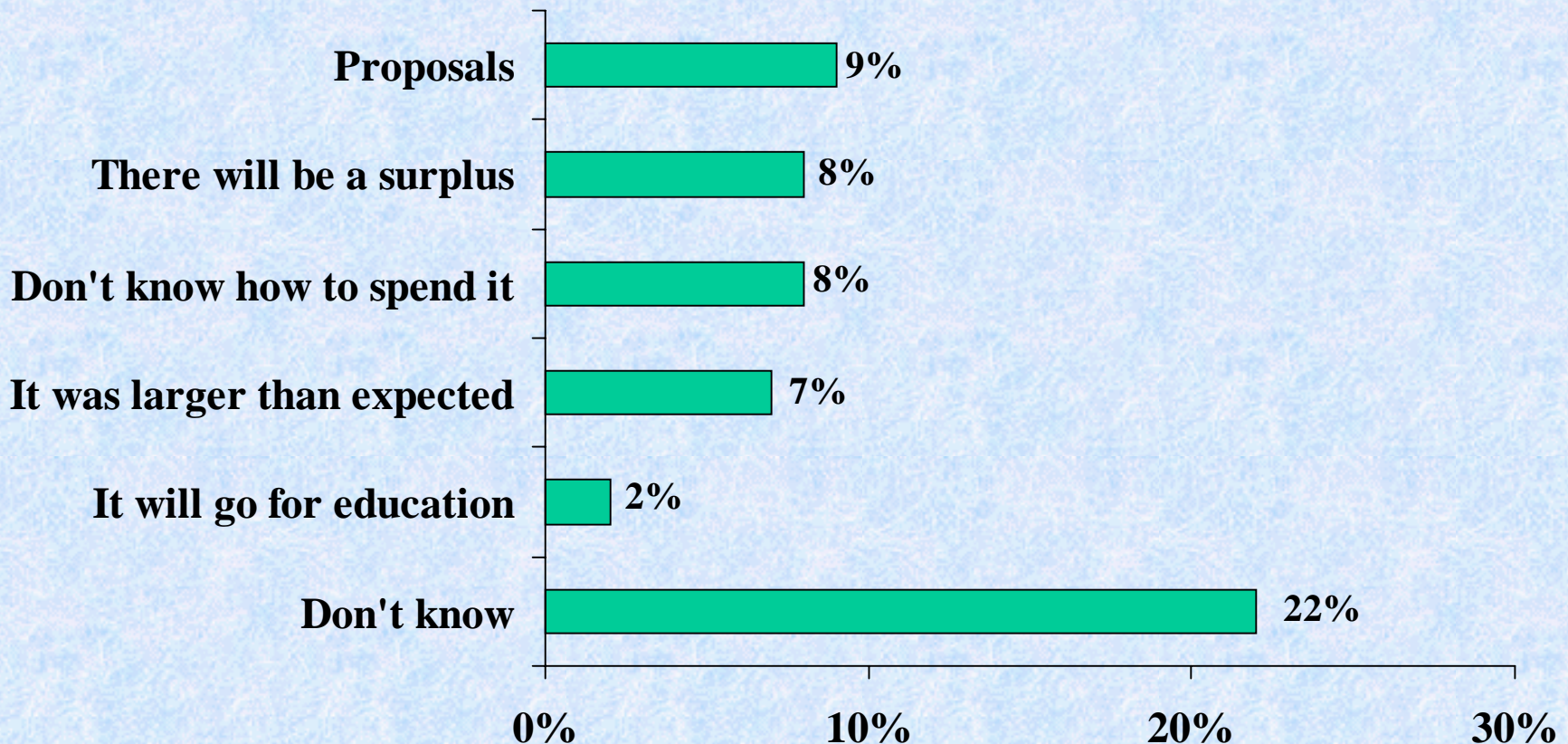


Ada County, Non-Ada Boise TV Market Voters More Likely to Recall Recent News on State Budget Surplus

	<u>Yes, recall</u> <u>news</u>	<u>No, do not</u> <u>recall</u>
Ada County	78%	22%
Non-Ada Boise TV	78%	22%
Twin Falls TV	52%	48%
Pocatello TV	61%	39%
Spokane TV	44%	56%

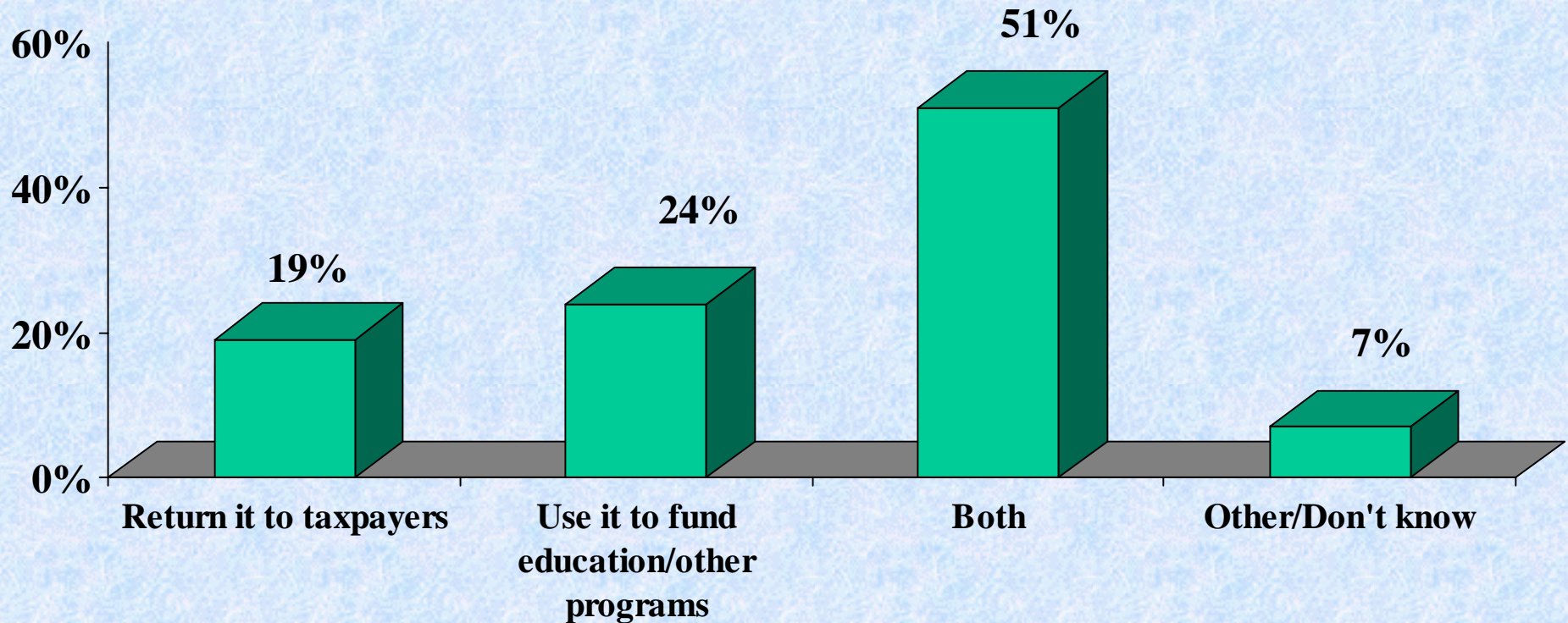
Specific Recall of Surplus Coverage: *No Consensus*

IF YES: “What do you recall about that news story?” (N=310)



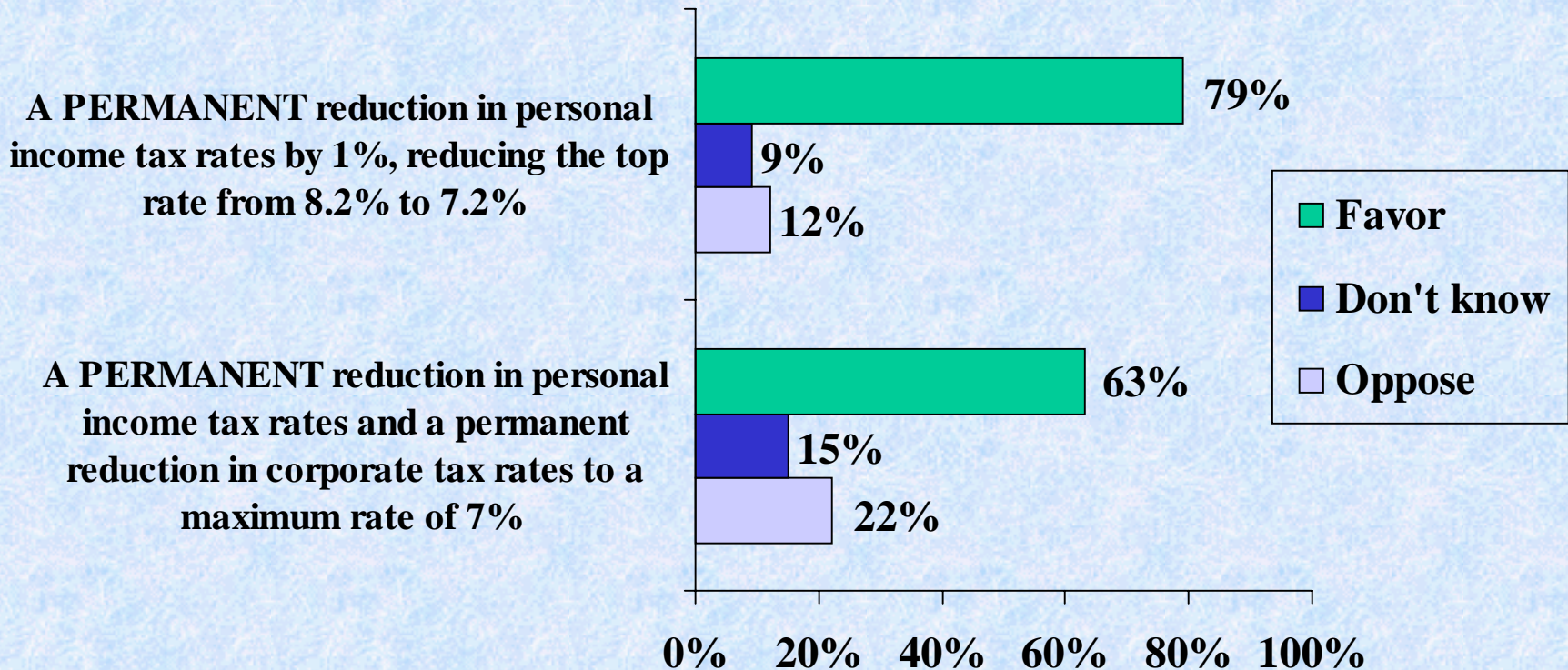
A Majority Agree: *Split the Surplus* *Between Taxpayers and Important Programs*

“The current state budget surplus is estimated to be \$280 million. In your opinion, what should be done with this surplus?”

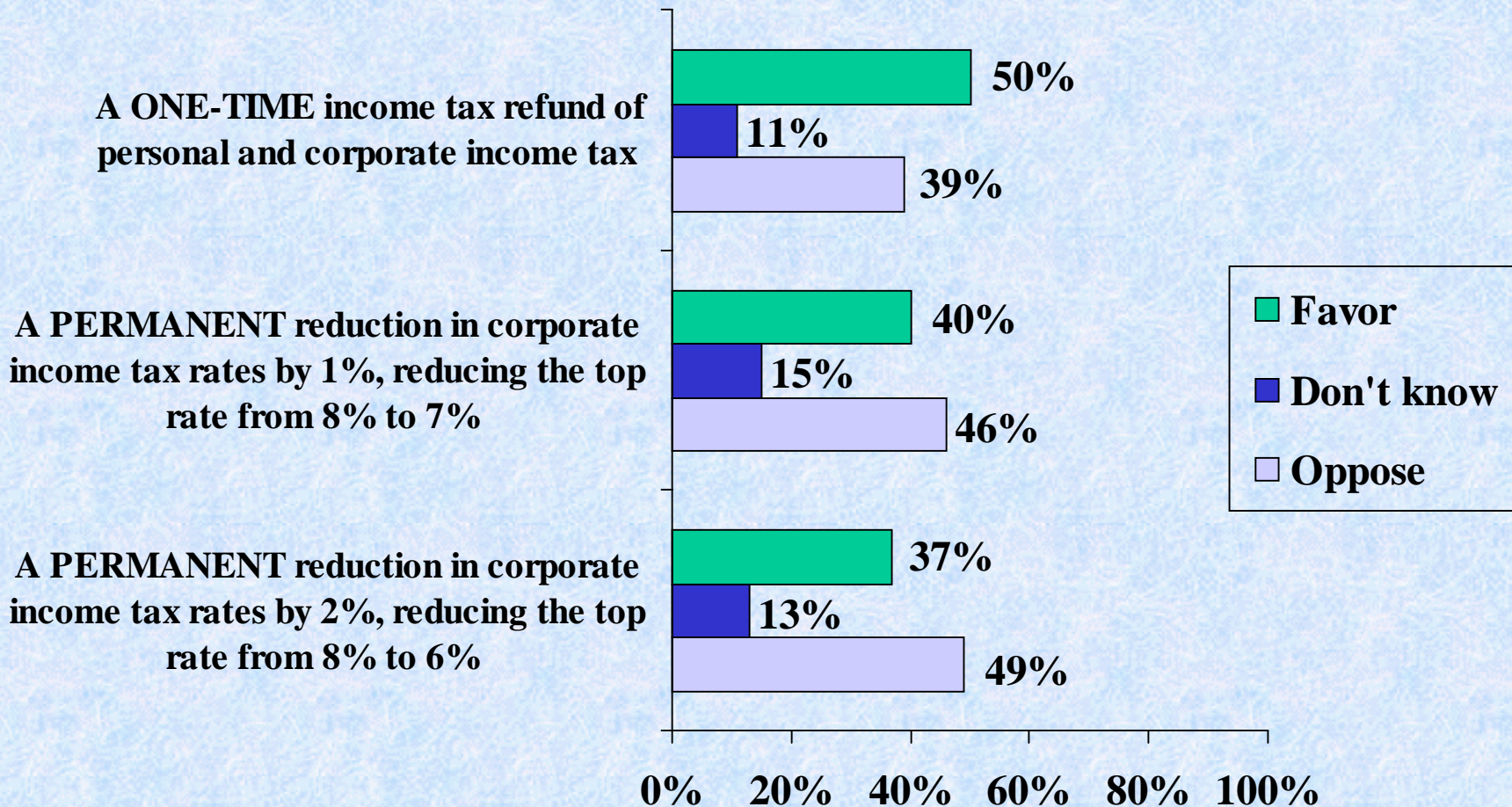


Most Popular State Budget Surplus Proposals

“Here are some proposed uses of the state budget surplus. Please tell me if you favor or oppose each.”

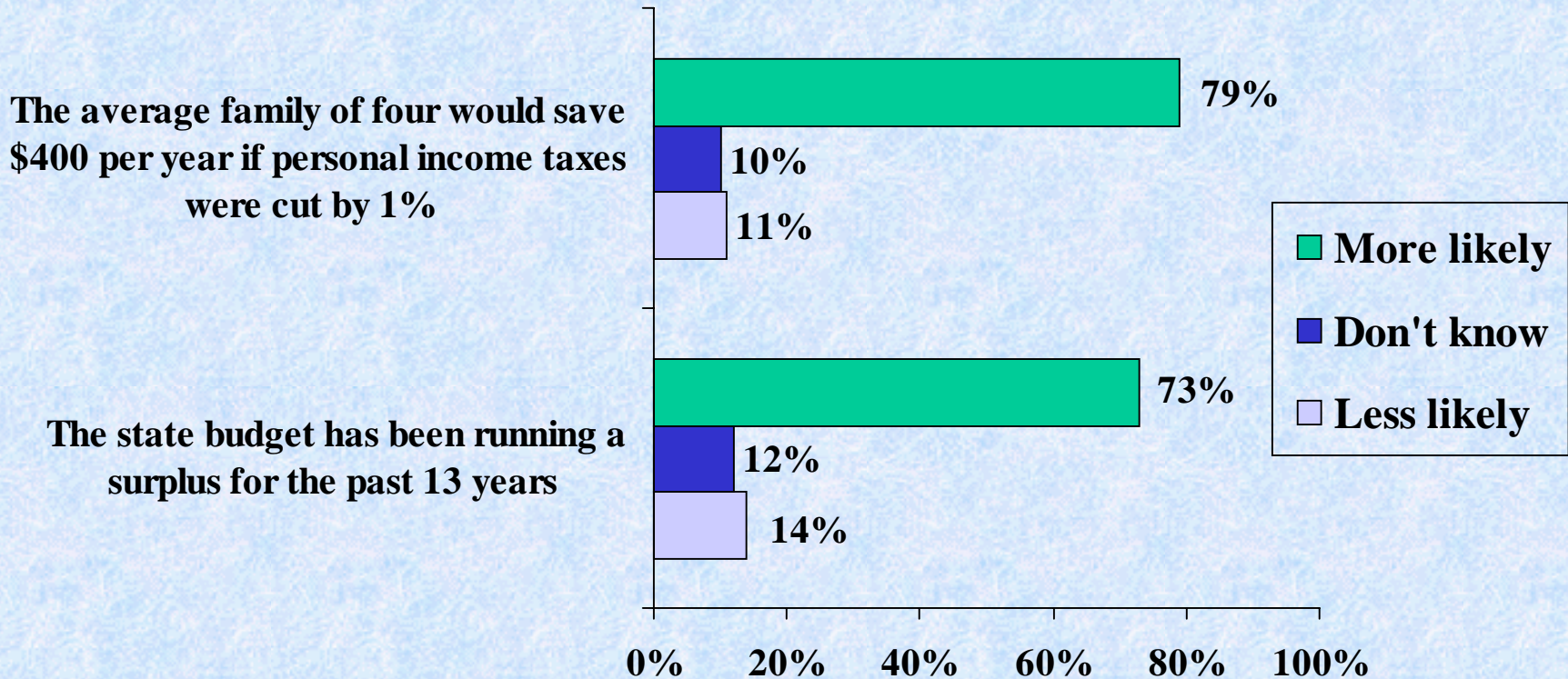


Less Popular State Budget Surplus Proposals

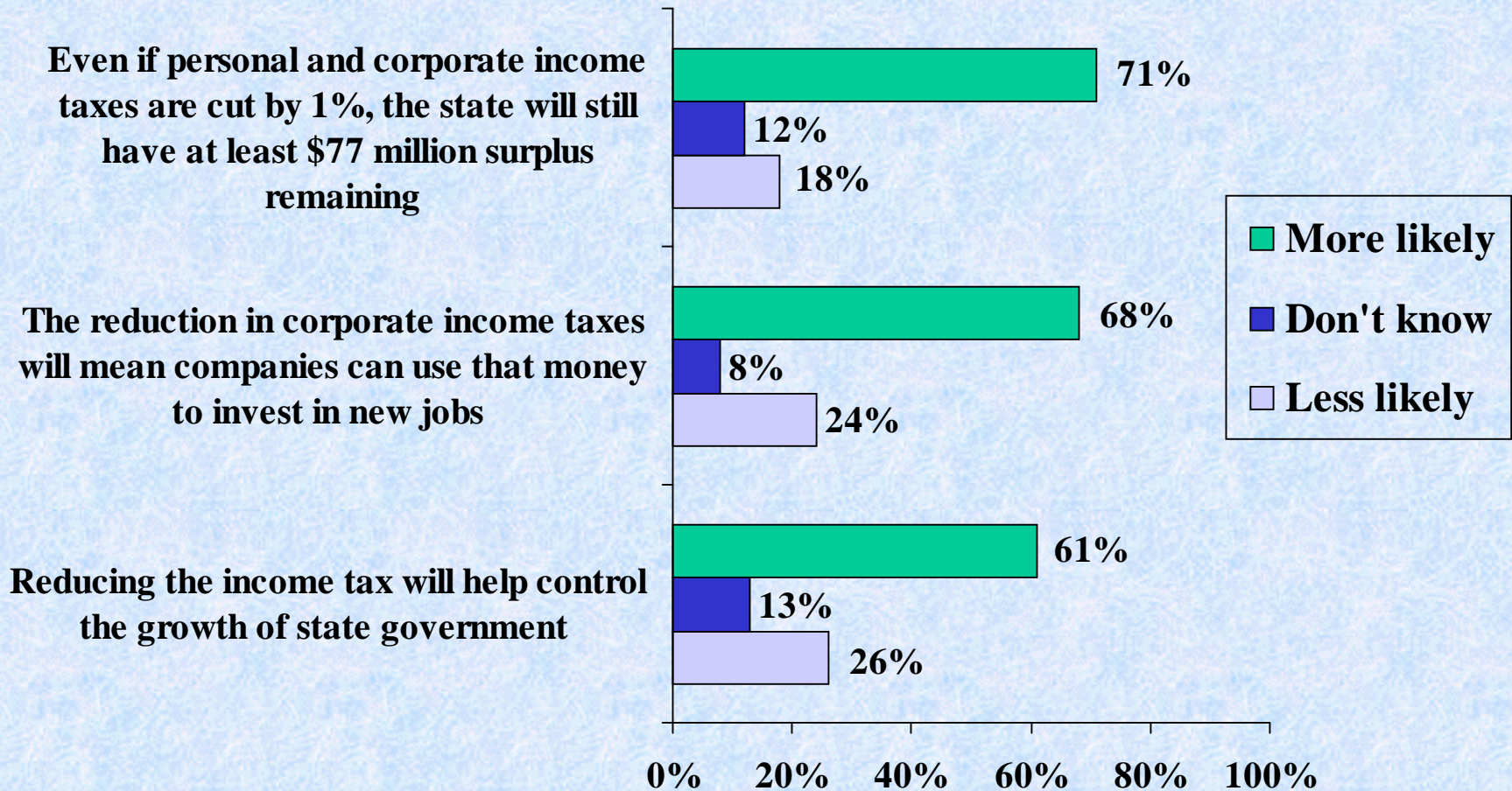


Strongest Pro-Income Tax Reduction Arguments

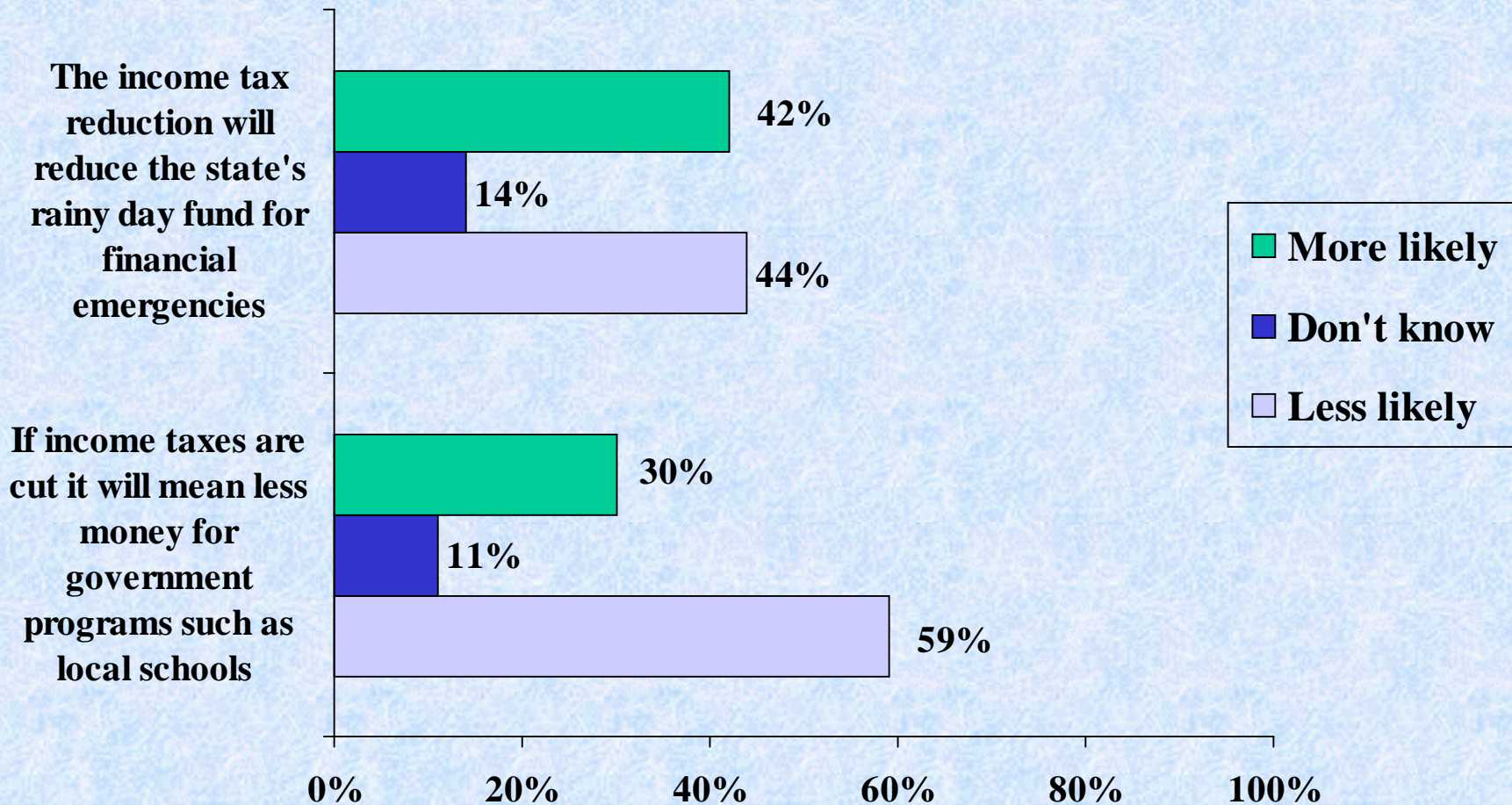
“Here are some statements about the state budget and spending. After hearing each, please tell me if you are more likely or less likely to favor a reduction in state income taxes.”



Other Popular Pro-Income Tax Reduction Arguments

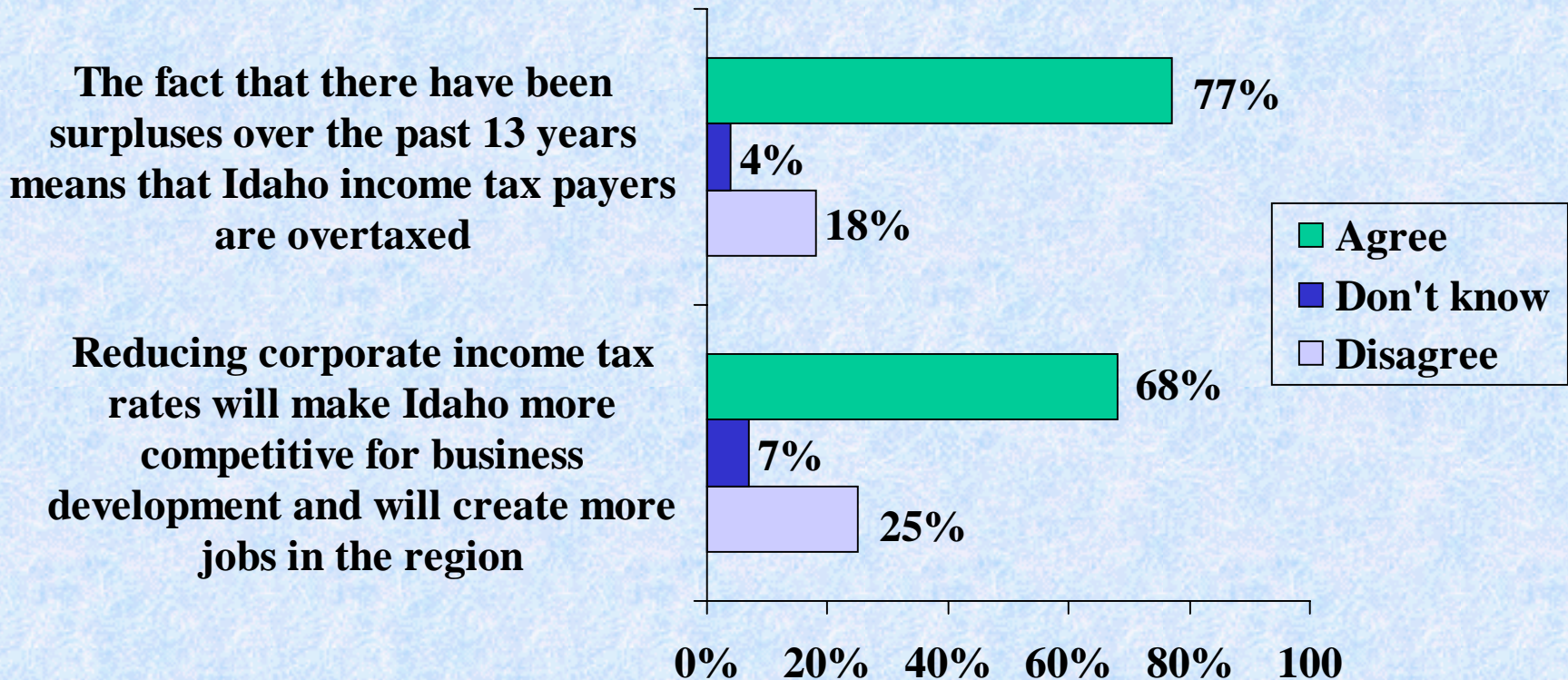


Least Effective Pro-Income Tax Reduction Arguments

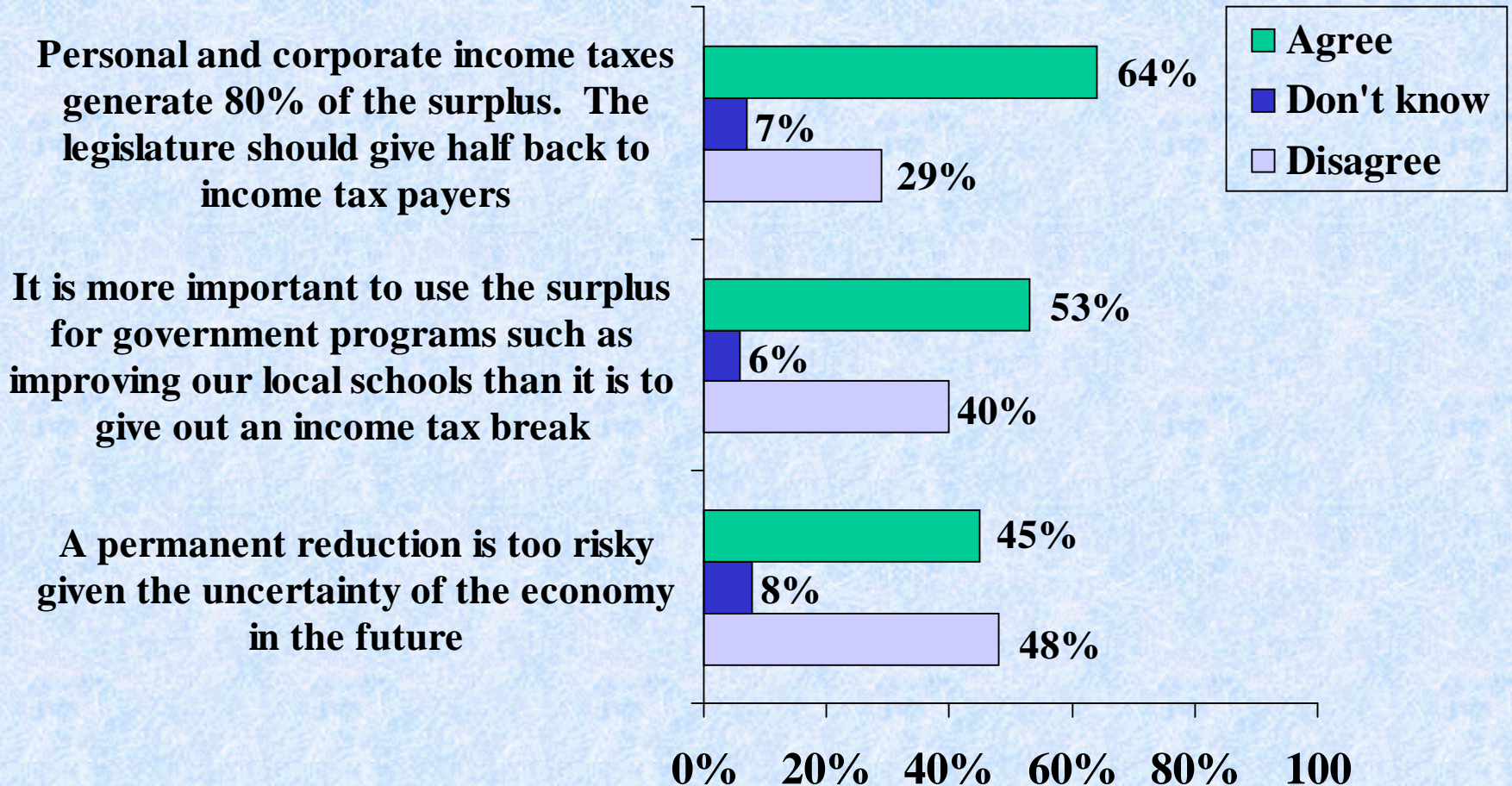


Exploring Perceptions of the State Budget and Tax Reductions -1

“Here are some statements about the state budget and spending. Please tell me if you agree or disagree with each.”



Exploring Perceptions of the State Budget and Tax Reductions -2



Summary and Highlights:

Voter Mood

- Idaho voters today are optimistic
- There is no dominant issue concern among Idaho voters today, although jobs and the economy, low crop prices, education and high taxes top the list of concerns

Summary and Highlights:

Idaho Voters & Taxes

- A majority of voters believe the amount of taxes they pay are too high for the services received
- Voters dislike paying property taxes more than they dislike paying sales or income taxes

Summary and Highlights:

The State Budget Surplus

- A majority of voters recall recent news coverage of a state budget surplus
- Recall of the specifics of recent news coverage are vague; however, a number of voters correctly identify that there is a large surplus and that proposals are in place to decide how it should be spent

Summary and Highlights:

Budget Surplus Proposals

- The most popular state budget surplus proposal involves a permanent reduction in personal income tax rates. Also popular is a permanent reduction in personal *and* corporate rates.
- A permanent reduction in income tax rates is more popular than a one-time reduction

Summary and Highlights:

Budget & Tax Reduction Statements

- The strongest pro-income tax reduction statements are related to annual family savings, surplus specifics, and creation of new jobs
- Voters agree that Idaho income tax payers are overtaxed, that reducing corporate income tax would create jobs in the region, and that half the surplus should be returned to taxpayers