



FOR IMMEDIATE RELEASE
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New Poll Shows Support for Transfer Tax in Wake County

Raleigh, N.C. – According to the latest Public Policy Polling (PPP) survey released today, likely voters in Wake County support a transfer tax on property sales by a margin of 49-40%. When presented with other options of paying for growth such as sales tax and property tax increases, more than half of the respondents favored a transfer tax.

“The results of our poll show that if voters properly understand what the alternatives are for paying the costs incurred by the rapid growth we’re facing in Wake County, they’ll support a transfer tax” explained Dean Debnam, President of Public Policy Polling.

Earlier this month, transfer tax referendums were defeated in 16 counties across North Carolina.

“The transfer tax was doomed only by ineffective campaigning and message delivery,” said Debnam. “If voters thoroughly understand that the failure to pass a transfer tax will mean higher property tax increases for years to come, it has a good chance of succeeding.”

PPP surveyed 711 likely Wake County general election voters on November 19th. The survey has a margin of error of $\pm 3.6\%$. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com. Results include crosstabs breaking down the results by gender, party affiliation, race, and age.

A thorough analysis of what implications these results have for future transfer tax referendums both in Wake County and across the state can be read at <http://publicpolicypolling.blogspot.com>

If you have questions about this release or would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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Wake County Transfer Tax Survey: 11-19-07

Q1 Would you prefer that the costs of growth be paid primarily by those building and buying new homes and buildings in Wake County, or paid for mostly by existing tax payers? If you would like the costs of growth to be paid for primarily by those building and buying new homes and buildings in Wake County, press 1. If you would like the costs of growth to be paid for mostly by existing tax payers, press 2. If you don't know, press 3.

| | | |
|--|--|-----|
| <i>Primarily by those building and buying new homes and buildings in Wake County</i> | <i>Mostly by existing tax payers</i> | 14% |
| | <i>Don't know</i> | 8% |
| | | 78% |

Q2 In order to pay for the costs of growth, would you support or oppose a tax of less than a half percent paid when a house or property is sold, called a transfer tax? If you would support a transfer tax, press 1. If opposed, press 2. If you don't know, press 3.

| | | | |
|----------------------|-------------------------|-----|-----|
| <i>Support</i> | <i>Don't know</i> | 49% | 11% |
| <i>Oppose</i> | | 40% | |

Q3 Another way to pay for the cost of growth is to raise property taxes every year. Would you prefer to pay for these new roads and schools by increasing property taxes or by a transfer tax on property sales? If you would prefer the property tax increase, press 1. If you would prefer a transfer tax, press 2. If you don't know, press 3.

| | | | |
|---|----------------------------------|-----|-----|
| <i>Prefer property tax increase</i> | <i>Prefer Transfer Tax</i> | 20% | 59% |
| | <i>Don't know</i> | | 22% |

Q4 Another way being proposed to pay for growth is a quarter percent increase in the sales tax. Would you support an increase in the sales tax? If you support a sales tax increase, press 1. If opposed, press 2. If you don't know, press 3.

| | | | |
|----------------------|-------------------------|-----|----|
| <i>Support</i> | <i>Don't know</i> | 34% | 7% |
| <i>Oppose</i> | | 59% | |

Q5 We can pay the cost of growth by a small transfer tax paid when real property is sold or by a small increase in our sales tax. Which do you prefer? If you would prefer a sales tax increase, press 1. If you would prefer a transfer tax, press 2. If you don't know, press 3.

| | | | |
|--|----------------------------------|-----|-----|
| <i>Prefer Sales Tax increase</i> | <i>Prefer Transfer Tax</i> | 31% | 54% |
| | <i>Don't know</i> | | 15% |

Q6 If you knew that opposition to the transfer tax was being almost exclusively funded by the realtor and developer lobby, would you be more or less likely to support a transfer tax? If you would be more likely to support it, press 1. If you would be less likely to support it, press 2. If you don't know, press 3.

| | | | |
|-------------------------------------|-------------------------------------|-----|-----|
| <i>More likely to support</i> | <i>Less likely to support</i> | 45% | 25% |
| | <i>Don't know</i> | | 29% |

Q7 If you are a woman, press 1, if a man, press 2.

| | | | |
|--------------------|------------------|-----|-----|
| <i>Women</i> | <i>Men</i> | 56% | 44% |
|--------------------|------------------|-----|-----|

Q8 If you are a Democrat, press 1. If Republican, press 2. If other, press 3.

| | | | |
|-------------------------|--------------------|-----|-----|
| <i>Democrat</i> | <i>Other</i> | 44% | 21% |
| <i>Republican</i> | | 35% | |

Q9 If you are white, press 1. If African-American, press 2. If Other, press 3.

White75% *Other*..... 7%

Black.....18%

Q10 If you are 18 to 29 years old, press 1. If you are 30 to 45, press 2. If 46 to 65, press 3. If older than 65, press 4.

18-29..... 4% *46-65*.....48%

30-45.....28% *Older Than 65*.....20%



Crosstabs

| | Base | Gender | |
|---|------|--------|-----|
| | | Women | Men |
| Where should the taxes to pay for growth come from? | | | |
| Primarily by those building and buying new homes and buildings in Wake County | 78% | 79% | 75% |
| Mostly by existing tax payers | 14% | 11% | 18% |
| Don't know | 8% | 9% | 7% |

| | Base | Gender | |
|--------------------------------|------|--------|-----|
| | | Women | Men |
| Support or Oppose Transfer Tax | | | |
| Support | 49% | 49% | 48% |
| Oppose | 40% | 37% | 44% |
| Don't know | 11% | 14% | 9% |

| | Base | Gender | |
|--|------|--------|-----|
| | | Women | Men |
| Prefer Property Tax increase or Transfer Tax | | | |
| Prefer property tax increase | 20% | 19% | 20% |
| Prefer Transfer Tax | 59% | 58% | 60% |
| Don't know | 22% | 23% | 19% |

| | Base | Gender | |
|--------------------------------------|------|--------|-----|
| | | Women | Men |
| Support or Oppose Sales Tax increase | | | |
| Support | 34% | 32% | 38% |
| Oppose | 59% | 59% | 59% |
| Don't know | 7% | 10% | 4% |

| | Base | Gender | |
|---|------|--------|-----|
| | | Women | Men |
| Prefer Sales Tax increase or Transfer Tax | | | |
| Prefer Sales Tax increase | 31% | 30% | 33% |
| Prefer Transfer Tax | 54% | 55% | 52% |
| Don't know | 15% | 16% | 14% |

| | Base | Gender | |
|--|------|--------|-----|
| | | Women | Men |
| Impact on Transfer Tax opinion knowing where opposition is coming from | | | |
| More likely to support | 45% | 45% | 46% |
| Less likely to support | 25% | 21% | 31% |
| Don't know | 29% | 35% | 22% |

| | Base | Party affiliation | | |
|---|------|-------------------|------------|-------|
| | | Democrat | Republican | Other |
| Where should the taxes to pay for growth come from? | | | | |
| Primarily by those building and buying new homes and buildings in Wake County | 78% | 80% | 73% | 81% |
| Mostly by existing tax payers | 14% | 15% | 14% | 11% |
| Don't know | 8% | 5% | 13% | 7% |

| | Base | Party affiliation | | |
|--------------------------------|------|-------------------|------------|-------|
| | | Democrat | Republican | Other |
| Support or Oppose Transfer Tax | | | | |
| Support | 49% | 54% | 40% | 52% |
| Oppose | 40% | 35% | 45% | 41% |
| Don't know | 11% | 11% | 14% | 8% |





Crosstabs

| | Base | Party affiliation | | |
|---|------|-------------------|------------|-------|
| | | Democrat | Republican | Other |
| Prefer Property Tax increase or Transfer Tax | | | | |
| Prefer property tax increase | 20% | 22% | 18% | 18% |
| Prefer Transfer Tax | 59% | 63% | 53% | 60% |
| Don't know | 21% | 15% | 29% | 23% |

| | Base | Party affiliation | | |
|---|------|-------------------|------------|-------|
| | | Democrat | Republican | Other |
| Support or Oppose Sales Tax increase | | | | |
| Support | 34% | 32% | 37% | 34% |
| Oppose | 59% | 59% | 57% | 61% |
| Don't know | 7% | 9% | 6% | 5% |

| | Base | Party affiliation | | |
|--|------|-------------------|------------|-------|
| | | Democrat | Republican | Other |
| Prefer Sales Tax increase or Transfer Tax | | | | |
| Prefer Sales Tax increase | 31% | 32% | 34% | 26% |
| Prefer Transfer Tax | 54% | 56% | 50% | 58% |
| Don't know | 15% | 13% | 17% | 16% |

| | Base | Party affiliation | | |
|---|------|-------------------|------------|-------|
| | | Democrat | Republican | Other |
| Impact on Transfer Tax opinion knowing where opposition is coming from | | | | |
| More likely to support | 45% | 51% | 40% | 44% |
| Less likely to support | 25% | 24% | 29% | 22% |
| Don't know | 29% | 26% | 31% | 34% |

| | Base | Race | | |
|---|------|-------|-------|-------|
| | | White | Black | Other |
| Where should the taxes to pay for growth come from? | | | | |
| Primarily by those building and buying new homes and buildings in Wake County | 78% | 80% | 68% | 79% |
| Mostly by existing tax payers | 14% | 11% | 25% | 18% |
| Don't know | 8% | 9% | 8% | 4% |

| | Base | Race | | |
|---------------------------------------|------|-------|-------|-------|
| | | White | Black | Other |
| Support or Oppose Transfer Tax | | | | |
| Support | 49% | 54% | 30% | 43% |
| Oppose | 40% | 35% | 60% | 45% |
| Don't know | 11% | 12% | 10% | 13% |

| | Base | Race | | |
|---|------|-------|-------|-------|
| | | White | Black | Other |
| Prefer Property Tax increase or Transfer Tax | | | | |
| Prefer property tax increase | 20% | 19% | 20% | 20% |
| Prefer Transfer Tax | 59% | 59% | 60% | 55% |
| Don't know | 22% | 22% | 20% | 25% |

| | Base | Race | | |
|---|------|-------|-------|-------|
| | | White | Black | Other |
| Support or Oppose Sales Tax increase | | | | |
| Support | 34% | 35% | 30% | 34% |
| Oppose | 59% | 57% | 65% | 61% |
| Don't know | 7% | 8% | 5% | 5% |





Crosstabs

| | Base | Race | | |
|--|------|-------|-------|-------|
| | | White | Black | Other |
| Prefer Sales Tax increase or Transfer Tax | | | | |
| Prefer Sales Tax increase | 31% | 30% | 35% | 30% |
| Prefer Transfer Tax | 54% | 56% | 45% | 54% |
| Don't know | 15% | 14% | 20% | 16% |

| | Base | Race | | |
|---|------|-------|-------|-------|
| | | White | Black | Other |
| Impact on Transfer Tax opinion knowing where opposition is coming from | | | | |
| More likely to support | 45% | 48% | 38% | 41% |
| Less likely to support | 25% | 24% | 30% | 27% |
| Don't know | 29% | 28% | 33% | 32% |

| | Base | Age | | | |
|--|------|-------|-------|-------|---------------|
| | | 18-29 | 30-45 | 46-65 | Older Than 65 |
| Where should the taxes to pay for growth come from? | | | | | |
| Primarily by those building and buying new homes and buildings in Wake County | 78% | 68% | 73% | 82% | 75% |
| Mostly by existing tax payers | 14% | 20% | 17% | 12% | 13% |
| Don't know | 8% | 12% | 9% | 6% | 12% |

| | Base | Age | | | |
|---------------------------------------|------|-------|-------|-------|---------------|
| | | 18-29 | 30-45 | 46-65 | Older Than 65 |
| Support or Oppose Transfer Tax | | | | | |
| Support | 48% | 42% | 45% | 54% | 41% |
| Oppose | 40% | 32% | 41% | 38% | 46% |
| Don't know | 11% | 26% | 15% | 8% | 13% |

| | Base | Age | | | |
|---|------|-------|-------|-------|---------------|
| | | 18-29 | 30-45 | 46-65 | Older Than 65 |
| Prefer Property Tax increase or Transfer Tax | | | | | |
| Prefer property tax increase | 20% | 24% | 20% | 21% | 15% |
| Prefer Transfer Tax | 59% | 41% | 61% | 60% | 55% |
| Don't know | 22% | 35% | 18% | 19% | 30% |

| | Base | Age | | | |
|---|------|-------|-------|-------|---------------|
| | | 18-29 | 30-45 | 46-65 | Older Than 65 |
| Support or Oppose Sales Tax increase | | | | | |
| Support | 34% | 44% | 28% | 34% | 41% |
| Oppose | 59% | 53% | 62% | 61% | 50% |
| Don't know | 7% | 3% | 10% | 5% | 9% |

| | Base | Age | | | |
|--|------|-------|-------|-------|---------------|
| | | 18-29 | 30-45 | 46-65 | Older Than 65 |
| Prefer Sales Tax increase or Transfer Tax | | | | | |
| Prefer Sales Tax increase | 31% | 30% | 31% | 27% | 43% |
| Prefer Transfer Tax | 54% | 45% | 57% | 58% | 42% |
| Don't know | 15% | 25% | 13% | 15% | 15% |

| | Base | Age | | | |
|---|------|-------|-------|-------|---------------|
| | | 18-29 | 30-45 | 46-65 | Older Than 65 |
| Impact on Transfer Tax opinion knowing where opposition is coming from | | | | | |
| More likely to support | 45% | 39% | 52% | 45% | 37% |
| Less likely to support | 25% | 17% | 22% | 25% | 33% |
| Don't know | 29% | 44% | 26% | 30% | 29% |

