Property Tax Proposals in Maine: An AARP Poll of Registered Voters

April 2004
Property Tax Proposals in Maine: An AARP Poll of Registered Voters

Data collection by Woelfel Research, Inc.
Report preparation by Katherine Bridges, AARP
AARP is a nonprofit, nonpartisan membership organization dedicated to making life better for people 50 and over. We provide information and resources; engage in legislative, regulatory and legal advocacy; assist members in serving their communities; and offer a wide range of unique benefits, special products, and services for our members. These include *AARP The Magazine*, published bimonthly; *AARP Bulletin*, our monthly newspaper; *AARP Segunda Juventud*, our quarterly newspaper in Spanish; *NRTA Live and Learn*, our quarterly newsletter for 50+ educators; and our Web site, www.aarp.org. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

**Acknowledgements**

AARP staff from the Maine State Office, State Affairs, and Knowledge Management contributed to the design and implementation of this study. Special thanks go to AARP staff including Steve Jennings, Phyllis Cohn, Jud Dolphin, and Ilene Knight, Maine State Office; Clare Hushbeck, State Affairs; and Gretchen Straw, Jennifer Leslie, and David Cicero, Knowledge Management. AARP also extends their gratitude to Kathleen McGee and Arn Peterson of the Maine Citizens Leadership Fund for their contributions of time and expertise to this project. Woelfel Research conducted the interviews and prepared the data for this study. Katherine Bridges managed the project and wrote the report for AARP. For more information, contact Katherine Bridges at (202) 434-6329 or (207) 899-2094.
Key Findings

This survey of 819 registered Maine voters was conducted for AARP between April 2 and April 12, 2004 to assess opinions in the State about property taxes and, specifically, on current property tax reduction proposals, including those being voted on later this year. Key findings from this survey include:

- Three-quarters (74%) of Maine voters think property taxes in the State are too high.

- Voters are divided on the best approach to reducing property taxes, with about one-quarter of voters each choosing property tax caps or state aid to local governments as the best solution. However, nearly two-thirds of respondents (64%) think property tax reductions should be paid for through a combination of cuts in state spending and raising other tax revenue.

- When asked about specific cuts, none of the cuts are supported by a majority of voters. Voters are most opposed to cuts in health care (91%) and mental health services (83%).

- When asked about tax increases, several proposals are supported by a majority. Maine voters say increasing the income tax on the wealthy (77%), increasing the sales tax (70%), and increasing the hotel lodging tax (69%) are the most favorable ways to generate revenue for property tax reductions.

- More than seven in ten Maine voters say they probably or definitely would vote yes for Question 1A (72%), but 36 percent of the supporters would change their vote if they knew the proposal would immediately cost the state $250 million.

- About six in ten Maine voters (58%) say they would probably or definitely vote for the 1 percent property tax cap, but more than 40 percent of the supporters would change their vote if they knew that the proposal would immediately cost the state $750 million or that it would drastically cut safety and essential public services.

- Seven in ten Maine voters (69%) say they would probably or definitely vote for Homestead Plus. Most (75%) would still vote the same way on Homestead Plus, even if they knew it would provide $40 million for school funding and would be paid for by adding a penny to the sales tax.

- If the Legislature creates a property tax proposal that is paid for with a penny on the sales tax, the majority of voters (62%) would prefer a referendum over having the Legislature enact it themselves.

- Only six percent of voters say they would be less likely to vote for a candidate who supports reducing property taxes by increasing the sales tax by a penny.
Property taxes in Maine have been increasing steadily and rapidly over the past ten years. Many residents, in hopes of reversing or slowing this trend, support property tax relief proposals. While these proposals, if enacted, could reduce property taxes significantly they could also have negative effects on municipal and state programs and services. AARP’s interest in these proposals lies with their potential effects on key programs and services that could be impacted by the reduction in revenues.

AARP undertook this study to better understand the opinions of registered voters in Maine about property tax relief proposals, specifically those that will be voted on in 2004, such as the one percent property tax cap and Question 1A, which would transfer 55 percent of the cost of education to the state in order to lower property taxes. AARP also wanted to assess voters’ opinions on a new property tax relief proposal, called Homestead Plus, and their support for or opposition to reducing property taxes by raising alternative revenue sources, such as eliminating sales tax exemptions and raising the sales tax from five to six percent.

The telephone survey of registered voters was conducted by Woelfel Research, Inc. using Random-Digit-Dialing technology. The 819 interviews with randomly selected registered voters were conducted between April 2 and April 12, 2004. Survey results have been weighted to accurately reflect the age and gender of Maine residents. The survey has a sampling error of +/-3.4%.

This report provides a detailed overview of all questions in the survey. Graphs may not add up to 100% because don’t know responses are not presented. The survey itself, annotated with responses to each question, is appended to this report.
Detailed Findings

Three-quarters of Maine voters think property taxes in the State are too high.

When asked whether property taxes in Maine are too high, too low, or just about right, three-quarters of Maine voters say they think property taxes are too high.

Q1. “Overall, would you say property taxes in Maine are too high, too low, or just about right?”
Many voters do not know why property taxes have increased over the past 10 years for most property owners.

When Maine voters are asked their opinions of why property taxes have increased for most homeowners over the past 10 years, one-quarter say they do not know. About one in ten fault local government or schools for spending too much.

Q2. “What do you think is the main reason that property taxes have increased for most property owners in the state?”
Voters are split on the best approach to reducing property taxes.

In the survey, Maine voters were presented with four options for reducing property taxes in the State:

- having the state give more money to local governments to pay for services
- implementing spending controls on local government and schools
- capping the percentage of income that residents have to pay in property tax
- and capping property tax rates

Respondents are divided on which would be the best approach, with about one-quarter of voters each choosing property tax caps or state aid to local governments.

**Best Approach to Reducing Property Taxes**

(N=819)

<table>
<thead>
<tr>
<th>Approach</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Capping property tax rates</td>
<td>25%</td>
</tr>
<tr>
<td>State giving more money to local gov't to pay for services/education</td>
<td>24%</td>
</tr>
<tr>
<td>Spending controls on local gov't/schools</td>
<td>17%</td>
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<tr>
<td>Capping % of income residents have to pay in property tax</td>
<td>15%</td>
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Q3. “The state is currently considering a number of ways to reduce property taxes. What do you think is the best approach to reducing property taxes in Maine?”

1 Percents do not total 100 because 5% said all of the above, 7% said none of the above, and 5% said they did not know.
Voters think property taxes should be reduced through a combination of budget cuts and revenue enhancements.

When asked how the state should pay for a reduction of property taxes, the majority of respondents think it should pay through a combination of cutting state spending and raising other tax revenue, as opposed to just cuts or just tax increases.

**Opinions of How State Should Pay for Property Tax Reductions**
(N=819)

- Combination of taxes and cuts 64%
- Cut state spending 20%
- Increase tax revenue 7%
- Don't know/Refused 9%

*Q4. “If the state was to reduce property taxes, how do you think they should pay for it?”*
Over nine in ten voters would not cut health care and over eight in ten would not cut mental health services in order to reduce property taxes.

Respondents were given five areas of the state budget that are under consideration for cuts and asked which they would cut and which you they not cut in order to reduce property taxes. The majority says they would not cut any of the five options. Respondents are least supportive of cuts to health care for low-income older adults and children, followed by cuts to mental health services.

**Proposed Areas to Cut in State Budget in Order to Reduce Property Taxes**  
(N=819)

*Q5. “If there have to be cuts in the State budget to reduce property taxes, of the following five options which would you cut and which would you not cut? Would you cut...?”*
At least two-thirds of Maine voters would support increasing the income tax on the wealthy, increasing the sales tax, and increasing the lodging tax as ways to generate revenue for reducing property taxes.

Respondents were given four proposals for raising additional state revenue and asked which they would support in order to reduce property taxes. All four proposals are supported by the majority, with over three in four voters supporting a higher rate of income tax on the wealthy and about seven in ten voters supporting an increase of the sales tax by a penny and a higher tax on hotels and motels. About three in five respondents support taxing amusements that are not now taxed, such as ski lift tickets, movies, and golf, and personal services, such as haircuts, massage, and cleaning services.

**Proposed Revenue Sources to Reduce Property Taxes**

(N=819)

<table>
<thead>
<tr>
<th>Source</th>
<th>Yes (%)</th>
<th>No (%)</th>
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<tbody>
<tr>
<td>Income tax on wealthy</td>
<td>77%</td>
<td>19%</td>
</tr>
<tr>
<td>Sales tax</td>
<td>70%</td>
<td>28%</td>
</tr>
<tr>
<td>Lodging</td>
<td>69%</td>
<td>27%</td>
</tr>
<tr>
<td>Amusements/Personal Srvcs.</td>
<td>57%</td>
<td>39%</td>
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Q6. “If there have to be additional sources of revenue in order to reduce property taxes, would you support ...?”
Property Tax Reduction Proposals

Survey respondents were read three specific property tax reduction proposals and asked if voting on them today, how they would vote. After asking respondents how they would vote on the proposals if voting on them today, sub-groups were then asked if their votes would change if they knew more specifics of the proposals, such as their potential impacts. Looking individually at each proposal, there are aspects beyond the stated referendum question or plan that could have an influence on how residents vote.

A majority of Maine voters are likely to support each of the property tax reduction proposals, with the 1% property tax cap showing lowest support among three.

Survey respondents were presented with three property tax proposals, two of which will be voted on later this year, Question 1A, and the 1% property tax cap, and one that is a possible alternative, called Homestead Plus. Looking at how respondents said they would vote on each of these proposals if voting on them the day they were surveyed, the majority would be likely to support all of the proposals. However, there is less support for the 1 percent property tax cap compared to the others.

**Maine Voters’ Positions on Property Tax Proposals (N=819)**

Q7, Q8, Q9: “If voting on this today, how would you vote?”
Fewer Maine voters would vote for Question 1A if they knew that the proposal would immediately cost the state $250 million.

Question 1A was on the ballot last November, and will be voted on again in June. It reads “Do you want the State to pay for 55% of the cost of public education, which includes all special education costs, for the purpose of shifting costs from the property tax to state resources.” If voting on this today, about seven in ten Maine voters (72%) say they probably or definitely would vote yes. However, when asked if they would vote the same way if they knew that the 1A proposal would immediately cost the state $250 million, more than a third (36%) of those who had supported the proposal would change their vote.

Those who said they would probably or definitely vote yes for Question 1A were also asked if they would vote the same way if the Legislature committed now to adding $40 million to K-12 education this year and increased the state’s proportion of education costs to 55 percent over the next three to five years. This statement changed fewer supporters’ opinions: only one-fifth of supporters (21%) would change the way they vote if the Legislature committed to adding $40 million this year and taking on 55 percent of education costs in the next few years.

*Question 1A Supporters, “Would you vote the same way if…” (Base= definitely or probably voting yes, n= 589)*

<table>
<thead>
<tr>
<th>You knew that the 1A proposal would immediately cost the state $250 million?</th>
<th>The Legislature added $40m to K-12 education this year and increased state’s share to 55% in 3-5 years?</th>
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<tr>
<td><strong>Yes</strong></td>
<td><strong>No</strong></td>
</tr>
<tr>
<td>46%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>DK</strong></td>
<td><strong>Yes</strong></td>
</tr>
<tr>
<td>18%</td>
<td>68%</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td><strong>DK</strong></td>
</tr>
<tr>
<td>36%</td>
<td>12%</td>
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Fewer Maine voters would vote for the 1% property tax cap if they knew that the proposal would immediately cost the state $750 million or that it would drastically cut safety and essential public services.

There is also a property tax cap referendum question on the ballot later this year that will read “Do you want to limit property taxes to 1% of the assessed value of the property.” If voting on this today, about three in five Maine voters (58%) say they probably or definitely would vote yes. However, when asked if they would vote the same way if they knew that the tax cap proposal would immediately cost the state $750 million, 45 percent of those who had supported the proposal would change their vote, and about the same percent (43%) said they would change their vote if they knew that it would cut town budgets by at least half, which effects public safety and essential public services.

**Property Tax Cap Supporters, “Would you vote the same way if...”**  
(Base= definitely or probably voting yes, n=474)

<table>
<thead>
<tr>
<th>You knew that it would immediately cost the state $750 million?</th>
<th>You knew it would cut town budgets by at least half, which effects public safety and essential public services?</th>
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<tr>
<td>Yes 40%</td>
<td>Yes 47%</td>
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<tr>
<td>No 45%</td>
<td>No 43%</td>
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<tr>
<td>DK 15%</td>
<td>DK 10%</td>
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Property Tax Proposals in Maine: An AARP Poll of Registered Voters
Most Maine voters would vote the same way on Homestead Plus even if they knew it would provide $40 million for school funding and would be paid for by adding a penny to the sales tax.

In addition to the proposals that will be voted on later this year, survey respondents were also told about a new property tax reduction proposal, called Homestead Plus. Under this proposal no one would pay more than five percent of their household income in property taxes. In addition, all resident homeowners would get the first $7,000 exempted from their tax bill. If voting on this today, about seven in ten Maine voters (69%) say they probably or definitely would vote yes. When asked if they would vote the same way if they knew that Homestead Plus would provide $40 million for school funding, three-quarters (75%) of respondents said they would. The same proportion (75%) said they would vote the same way if they knew the proposal would cost $125 million and would be paid for by adding a penny to the sales tax. In fact, 30 percent of those originally opposed to Homestead Plus (n=189) said they would vote differently if they had known about this additional information.

On Homestead Plus, “Would you vote the same way if…”
(N= 819)

<table>
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<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
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<tbody>
<tr>
<td>You knew that it would provide $40 million for school funding?</td>
<td>75%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>You knew it would cost $125 million and would be paid for by adding a penny to the sales tax?</td>
<td>75%</td>
<td>17%</td>
<td>8%</td>
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</table>
Respondents prefer having the opportunity to vote on a property tax proposal that would be paid for by a sales tax increase over having the legislature enact it themselves.

Respondents were asked if the legislature creates a property tax proposal that is paid for with a penny on the sales tax whether they would prefer it went to the voters in a referendum or that it be enacted in the Legislature this session. By a significant margin, voters would prefer to have the opportunity to vote on the proposal in a referendum.

Despite most voters saying it would not influence how they vote, only six percent of voters say they would be less likely to vote for a candidate who supports reducing property taxes by increasing the sales tax by a penny.

Respondents were asked if they would be more likely or less likely to vote for a candidate who supported adding a penny to the sales tax to reduce property taxes. The majority of voters say it would not make a difference in how they vote; however, about three in ten voters say they would be more likely to vote for such a candidate, while only six percent say they would be less likely.

**Whether Property Tax Proposal Funded by a Sales Tax Increase Should be Enacted by Legislature or Go to Voters (N=819)**

- Referendum: 62%
- Legislature enact: 31%
- Don't know: 7%

**Whether a Candidate’s Position on Reducing Property Taxes by Increasing the Sales Tax Would Influence Voters’ Decisions (N=819)**

- No difference: 62%
- More likely: 27%
- Less likely: 6%
- Don't know: 5%
The majority of Maine voters think the 1% property tax cap should be voted on in November.

The Maine State Legislature has been debating whether the one percent property tax question should be voted on in November when there are more people voting in the general election or in June when residents will be voting on Question 1A again. According to this survey, Maine voters think it should be voted on in November.

Q10. “Do you think the property tax cap should be voted on at the June primary where residents will be voting on Question 1A again, or in November when there are more people voting in a general election?”
Conclusion

The results from this survey suggest that Maine voters are interested in finding property tax relief. Not only do they think property taxes are too high, they are supportive of three property tax reduction proposals, as well as raising other State taxes in order to reduce those property taxes. However, voters appear divided on the best approach for reducing property taxes, overall. While some think the State should be providing more assistance to municipalities to pay for services such as education, others feel capping the property tax rates is the best approach.

All three property tax reduction proposals in the survey show voters are likely to support them. However, many of the supporters of these proposals could be swayed to change their vote if given additional information about the impacts of the proposals on the state and local governments. Of the three, the one percent property tax cap has the least support despite its clear goal of reducing property taxes across the State.

Despite the majority stating that a combination of cuts in state spending and raising other revenues is the best way to pay for a reduction in property taxes, there is greater support for the revenue generating proposals than for the proposed cuts presented in the survey. The majority of voters oppose cuts to health care, mental health, higher education, economic development, and environmental protection, while almost six in ten voters support eliminating tax exemptions on amusements and personal services, and even more support higher lodging taxes, increasing the sales tax by a penny, and having a higher rate of income tax for the wealthy.

Maine voters seem willing to support an increase in the sales tax in exchange for a reduction in property taxes—but they want the opportunity to vote on it. Seventy percent of voters say they would support increasing the sales tax by a penny in order to reduce property taxes. However, over sixty percent say that if the Legislature creates a property tax proposal that is paid for with a penny on the sales tax, they would prefer it went to the voters in a referendum rather than have the Legislature enact it themselves. Moreover, Legislators may be more likely to create such a proposal knowing that only six percent of voters say they would be less likely to vote for a candidate who supported adding a penny to the sales tax to reduce property taxes.
Appendix – Annotated Questionnaire

Property Taxes in Maine: A Poll of Registered Voters
N=819 Maine Registered Voters; Sampling Error +/-3.4%

Hello, my name is _______________, and I’m calling from Woelfel Research, a national research firm. This is not a telemarketing call, and we’re not selling anything. We are conducting a survey about important issues facing Maine and would like to include your opinions. Your views are important and we appreciate your participation.

S1. Are you at least 18 years of age or older?

Yes

No [ASK TO SPEAK TO SOMEONE IN HH AGE 18+. IF NOONE IN HH AGE 18+, THANK AND TERMINATE]

S2. Are you currently registered to vote in Maine?

Yes

No [ASK TO SPEAK TO SOMEONE IN HH WHO IS REGISTERED TO VOTE IN ME. IF NONE IN HH, THANK AND TERMINATE]

S3. [RECORD GENDER]

48% Male
53% Female
1. Overall, would you say property taxes in Maine are too high, too low, or just about right?

74% Too high
-- Too low
20% Just about right
6% Don't know [DO NOT READ]
-- Refused [DO NOT READ]

2. What do you think is the main reason that property taxes have increased for most property owners in the State? (DO NOT READ LIST- USE AS PRE-CODED LIST)

13% Schools spend too much/ education costs too much
6% State government doesn't give enough aid to local government/towns/municipalities
10% Local government spending too much
1% Too many corporate tax breaks
7% Property values are increasing
8% Out-of-staters/ non-residents buying up property
3% Town provides too many services
28% Other: (RECORD)_____________________________________
25% Don't know [DO NOT READ]
<.5% Refused [DO NOT READ]

3. The State is currently considering a number of ways to reduce property taxes. Which of the following do you think is the best approach to reducing property taxes in Maine? (ROTATE A-D)

24% State giving more money to local government to pay for services, such as education
17% Spending controls on local government and schools
15% Capping the percent of income that residents have to pay in property taxes
25% Capping the property tax rates
6% All of the above [VOLUNTEERED-DO NOT READ]
8% None of the above [VOLUNTEERED-DO NOT READ]
6% Don't know [DO NOT READ]
<.5% Refused [DO NOT READ]
4. If the state was to reduce property taxes, how do you think they should pay for it? (ROTATE A-B)
   20% By cuts in other state spending
   7% By raising other tax revenue
   64% Or, through a combination of both
   7% Don't know [DO NOT READ]
   1% Refused [DO NOT READ]

5. If there have to be cuts in state spending in order to reduce property taxes, of the following 5 options which would you cut and which would you NOT cut? Would you cut…? READ EACH ITEM WITH “Would you cut…” lead in; ROTATE A-E?

   a. Health care for low-income older adults and children
      7% Yes
      91% No
      3% Don't know [DO NOT READ]
      -- REF Refused [DO NOT READ]

   b. Mental health services
      14% Yes
      83% No
      4% Don't know [DO NOT READ]
      -- REF Refused [DO NOT READ]

   c. Economic development
      37% Yes
      57% No
      6% Don't know [DO NOT READ]
      -- REF Refused [DO NOT READ]

   d. Higher education [IF NEEDED: this is the State of Maine University System]
      24% Yes
      72% No
      4% Don't know [DO NOT READ]
      -- REF Refused [DO NOT READ]

   e. Conservation and environmental protection
      37% Yes
      58% No
      5% Don't know [DO NOT READ]
      -- REF Refused [DO NOT READ]
6. If there have to be additional sources of revenue in order to reduce property taxes, would you support…(READ EACH ITEM WITH “Would you support…”; ROTATE A-D) ?

   a. Increasing the sales tax by a penny
   70% Yes
   28% No
   2% Don't know [DO NOT READ]
   -- REF Refused [DO NOT READ]

   b. Taxing amusements that are not now taxed, such as ski lift tickets, movies and golf, and personal services, such as haircuts, massage and cleaning services.
   57% Yes
   39% No
   4% Don't know [DO NOT READ]
   -- REF Refused [DO NOT READ]

   c. Higher taxes on hotels and motels
   69% Yes
   27% No
   4% Don't know [DO NOT READ]
   -- REF Refused [DO NOT READ]

   d. Higher rate of income tax on the wealthy
   77% Yes
   19% No
   4% Don't know [DO NOT READ]
   -- REF Refused [DO NOT READ]

Now, I’m going to read two proposals, each of which will be on the ballot this year.

7. Question 1A was on the ballot last November, and will be voted on again in June. It reads “Do you want the State to pay for 55% of the cost of public education, which includes all special education costs, for the purpose of shifting costs from the property tax to state resources.” If voting on this today, how would you vote? Would you definitely vote yes, probably vote yes, probably vote no, definitely vote no?

   31% Definitely vote yes [CONTINUE]
   41% Probably vote yes [CONTINUE]
   13% Probably vote no [SKIP TO Q8]
   6% Definitely vote no [SKIP TO Q8]
   9% Don't know [DO NOT READ] [SKIP TO Q8]
   <.5% Refused [DO NOT READ] [SKIP TO Q8]
ROTATE 7a. AND 7b.

7a. Would you vote the same way if you knew that the 1A proposal would immediately cost the state $250 million?

(n=589)
46% Yes
36% No
18% DK Don't know [DO NOT READ]
<.5% REF Refused [DO NOT READ]

7b. Would you vote the same way if the Legislature committed now to adding $40 million to K-12 education this year and ramped up the state’s portion of education costs to 55% over the next 3 to 5 years?

(n=589)
68% Yes
21% No
12% DK Don't know [DO NOT READ]
<.5% REF Refused [DO NOT READ]

8. There is also a property tax cap referendum question on the ballot later this year that will read “Do you want to limit property taxes to 1% of the assessed value of the property.” If voting on this today, how would you vote? Would you definitely vote yes, probably vote yes, probably vote no, definitely vote no?

27% Definitely vote yes [CONTINUE]
31% Probably vote yes [CONTINUE]
17% Probably vote no [SKIP TO Q9]
15% Definitely vote no [SKIP TO Q9]
11% Don't know [DO NOT READ] [SKIP TO Q9]
<.5% Refused [DO NOT READ] [SKIP TO Q9]

ROTATE 8a. AND 8b.

8a. Would you vote the same way if you knew that it would immediately cost the state $750 million?

(n=474)
40% Yes
45% No
15% DK Don't know [DO NOT READ]
<.5% REF Refused [DO NOT READ]
8b. Would you vote the same way if you knew that it would cut town budgets by at least half, which affects public safety and essential public services?

(n=474)
47% Yes
43% No
10% DK Don't know [DO NOT READ]
<.5% REF Refused [DO NOT READ]

9. Now, I’m going to read you a proposal called, Homestead Plus. Under this proposal no one would pay more than 5% of their household income in property taxes. In addition, all resident homeowners would get $7,000 exempted from their tax bill. If voting on this today, how would you vote? Would you definitely vote yes, probably vote yes, probably vote no, definitely vote no?

27% Definitely vote yes
42% Probably vote yes
14% Probably vote no
9% Definitely vote no
8% Don't know [DO NOT READ]
-- Refused [DO NOT READ]

ROTATE 9a. AND 9b.

9a. Would you vote the same way if you knew Homestead Plus also provided $40 million for school funding?

75% Yes
13% No
12% DK Don't know [DO NOT READ]
<.5% REF Refused [DO NOT READ]

9b. Would you vote the same way if you knew Homestead Plus would cost $125 million and would be paid for by adding a penny to the sales tax?

75% Yes
17% No
8% DK Don't know [DO NOT READ]
<.5% REF Refused [DO NOT READ]
10. The Legislature is deciding whether the 1% tax cap question should be voted on in November or in June. Do you think the property tax cap should be voted on at the June primary, when residents will be voting on Question 1A again, or in November when there are more people voting in a general election? (IF NEEDED, REMIND RESPONDENTS THAT QUESTION 1A WOULD REQUIRE THE STATE TO PAY 55% OF EDUCATION COSTS IMMEDIATELY)

15% June
82% November
3% Don't know [DO NOT READ]
<.5% Refused [DO NOT READ]

11. If the Legislature creates a property tax proposal that is paid for with a penny on the sales tax would you prefer it went to the voters in a referendum, or that they enact it in the Legislature this session?

62% Referendum
31% Legislature enacted
7% Don't know [DO NOT READ]
1% Refused [DO NOT READ]

12. Would you be more likely or less likely to vote for a candidate who supported adding a penny to the sales tax to reduce property taxes, or would it not make a difference in how you vote?

27% More likely
6% Less likely
62% Wouldn’t make a difference
5% Don't know [DO NOT READ]
<.5% Refused [DO NOT READ]
DEMOGRAPHICS

My last few questions are for classification purposes only!

D1. What is your age as of your last birthday? [RECORD IN YEARS]

25% 18-34
32% 35-49
15% 50-59
18% 60-74
7% 75+
-- DON’T KNOW
2% REFUSED

D2. What is your marital status? Are you currently....

58% Married,
12% Divorced,
2% Separated,
6% Widowed,
22% Or have you never been married?
<.5% Living with partner [VOLUNTEERED]
<.5% DON’T KNOW
1% REFUSED

D3. Thinking about your state elections for Maine Governor and Legislators in the last few years, which of the following best describes your voting behavior? Would you say you always vote, sometimes miss one, rarely vote, or never vote?

68% Always vote
24% Sometimes miss one
5% Rarely vote
2% Never vote
<.5% DON’T KNOW
1% REFUSED

D4. What is the highest level of education you have completed? (READ ANSWER CATEGORIES)

4% Less than high school
31% High school graduate or equivalent
29% Some college or technical training beyond high school
22% College graduate
13% Or, Post-graduate or professional degree
>-.5% DON’T KNOW
1% REFUSED
D6. Generally speaking, do you usually think of yourself as…?  
(READ LIST. ENTER ONE ONLY) 
26% A Republican  
29% A Democrat  
37% An Independent  
2% Or, Green Party  
2% Other (DO NOT READ)  
2% Don’t Know (DO NOT READ)  
1% Refused (DO NOT READ)

D7. Also, generally speaking, would you characterize your political views as being…?  
(READ LIST. ENTER ONE ONLY)  
35% Conservative  
41% Moderate  
19% Liberal  
2% None of the above [DO NOT READ]  
2% Don’t Know (DO NOT READ)  
1% Refused (DO NOT READ)

D8. Which of the following best describes your current employment status? Are you currently….  
51% Employed full-time  
10% Employed part-time  
20% Retired and not working  
2% Unemployed and looking for work  
5% Homemaker  
5% Disabled  
3% Student  
3% Or something else? [Specify: Self-employed]  
<.5% DON’T KNOW  
1% REFUSED

D10. Now, for statistical purposes only, please stop me when I get to the category that includes your household’s income before taxes in 2003. Was it… (READ ANSWER CATEGORIES)  
6% Less than $10,000  
9% $10,000 but less than $20,000  
15% $20,000 but less than $30,000  
12% $30,000 but less than $40,000  
11% $40,000 but less than $50,000  
16% $50,000 but less than $75,000  
12% or was your income $75,000 or more  
3% DON’T KNOW  
15% REFUSED
D11. Do you own your own home or rent?

79% Own
20% Rent
1% DON’T KNOW [DO NOT READ]

D12. What county do you live in?

<table>
<thead>
<tr>
<th>County</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Androscoggin</td>
<td>9%</td>
</tr>
<tr>
<td>Aroostook</td>
<td>7%</td>
</tr>
<tr>
<td>Cumberland</td>
<td>17%</td>
</tr>
<tr>
<td>Franklin</td>
<td>2%</td>
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<tr>
<td>Hancock</td>
<td>3%</td>
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<tr>
<td>Kennebec</td>
<td>8%</td>
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<td>Knox</td>
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<td>Lincoln</td>
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<tr>
<td>Oxford</td>
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<tr>
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<td>3%</td>
</tr>
<tr>
<td>York</td>
<td>16%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>REFUSED</td>
<td>2%</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>1%</td>
</tr>
</tbody>
</table>

D13. What is your 5-digit zip code? __ __ __ __ __

D14. And, finally, may I verify that I reached you at: (_____)________________________

Thank you for participating! Your Opinion Counts.
AARP
Knowledge Management
For further information please contact Katherine Bridges (202) 434-6329