

**FOR IMMEDIATE RELEASE**

**March 8, 2010**

**INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)**

**QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312**

## **NC supports expanded tax credits**

**Raleigh, N.C.** – North Carolina voters would support expanding a number of existing tax credit programs, and funding the changes with increased taxes on cigarettes and alcohol.

54% of voters would like to see the child care tax credit for families increased to \$10,000 per year per child. This is particularly popular with middle aged voters who Democrats have been struggling to appeal to. 69% of respondents between the ages of 30 and 45 express support for such a change. It also has 71% support from African Americans, who the party needs to give a reason to vote this year.

“The child care tax credit hasn’t changed in over 20 years and now it has become a jobs and quality of life issue,” said Dean Debnam, President of Public Policy Polling. “Working families should be able to keep enough of their earnings to live on after paying for quality care for their children.”

64% of voters would like to see the homestead tax exemption for seniors increased to \$100,000. Voters over 65 and independents have been giving Democrats some of their biggest headaches in 2010 polling and strong majorities of them- 66% and 72% respectively- support making such a change.

“It’s clear to the majority of voters of all stripes that taxing senior citizens out of their homes is unacceptable,” said Debnam.

58% of North Carolinians support funding these enhanced tax credits with increases in taxes on cigarettes and alcohol.

“Sin taxes with a definite purpose are very popular,” said Debnam. “A cigarette tax for children or a Gin tax for grandma would be a winner with voters.”

PPP surveyed 600 North Carolina voters on March 3<sup>rd</sup> and 4<sup>th</sup>. The survey’s margin of error is +/-4.0%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

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

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## North Carolina Survey Results

**Q1** Would you support or oppose increasing the childcare tax credit for families from \$5,000 per family to \$10,000 per year per child. If you would support it, press 1. If you would oppose it, press 2.

*Support* ..... 54% *Oppose* ..... 46%

**Q2** Would you support or oppose increasing the Homestead Tax exception on homes for people 65 or older from 25K to 100K? If you would support it, press 1. If you would oppose it, press 2.

*Support* ..... 64%

*Oppose* ..... 36%

**Q3** Would you support or oppose increasing tax credits for energy efficiency and other green initiatives? If you would support it, press 1. If you would oppose it, press 2.

*Support* ..... 62% *Oppose* ..... 38%

**Q4** Would you support or oppose paying for these new tax credits with increased taxes on cigarettes and alcohol? If you would support it, press 1. If you would oppose it, press 2.

*Support* ..... 58% *Oppose* ..... 42%

**Q5** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 52%

*Man* ..... 48%

**Q6** If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

*Democrat* ..... 44%

*Republican* ..... 35%

*Independent/Other* ..... 21%

**Q7** If you are white, press 1. If African American, press 2. If other, press 3

*White* ..... 77%

*African American* ..... 20%

*Other* ..... 3%

**Q8** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

*18 to 29* ..... 8%

*30 to 45* ..... 20%

*46 to 65* ..... 48%

*Older than 65* ..... 24%

**Q9**

252 ..... 14%

336 ..... 20%

704 ..... 18%

828 ..... 18%

910 ..... 11%

919 ..... 19%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Increase Child Care Tax Credit</b>			
<b>Support</b>	54%	56%	52%
<b>Oppose</b>	46%	44%	48%

	Base	Gender	
		Woman	Man
<b>Increase Homestead Tax Exception</b>			
<b>Support</b>	64%	63%	65%
<b>Oppose</b>	36%	37%	35%

	Base	Gender	
		Woman	Man
<b>Increase Tax Credits for Energy Efficiency</b>			
<b>Support</b>	62%	65%	58%
<b>Oppose</b>	38%	35%	42%

	Base	Gender	
		Woman	Man
<b>Pay for Tax Credits with Sin Taxes</b>			
<b>Support</b>	58%	62%	52%
<b>Oppose</b>	42%	38%	48%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Increase Child Care Tax Credit</b>				
<b>Support</b>	54%	62%	48%	49%
<b>Oppose</b>	46%	38%	52%	51%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Increase Homestead Tax Exception</b>				
<b>Support</b>	64%	63%	60%	72%
<b>Oppose</b>	36%	37%	40%	28%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Increase Tax Credits for Energy Efficiency</b>				
<b>Support</b>	62%	70%	53%	57%
<b>Oppose</b>	38%	30%	47%	43%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Pay for Tax Credits with Sin Taxes</b>				
<b>Support</b>	58%	67%	51%	49%
<b>Oppose</b>	42%	33%	49%	51%





**Crosstabs**

	Base	Race		
		White	African American	Other
<b>Increase Child Care Tax Credit</b>				
<b>Support</b>	54%	50%	71%	58%
<b>Oppose</b>	46%	50%	29%	42%

	Base	Race		
		White	African American	Other
<b>Increase Homestead Tax Exception</b>				
<b>Support</b>	64%	66%	55%	67%
<b>Oppose</b>	36%	34%	45%	33%

	Base	Race		
		White	African American	Other
<b>Increase Tax Credits for Energy Efficiency</b>				
<b>Support</b>	62%	64%	52%	70%
<b>Oppose</b>	38%	36%	48%	30%

	Base	Race		
		White	African American	Other
<b>Pay for Tax Credits with Sin Taxes</b>				
<b>Support</b>	58%	57%	60%	59%
<b>Oppose</b>	42%	43%	40%	41%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Increase Child Care Tax Credit</b>					
<b>Support</b>	54%	59%	69%	53%	44%
<b>Oppose</b>	46%	41%	31%	47%	56%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Increase Homestead Tax Exception</b>					
<b>Support</b>	64%	50%	63%	66%	66%
<b>Oppose</b>	36%	50%	37%	34%	34%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Increase Tax Credits for Energy Efficiency</b>					
<b>Support</b>	62%	66%	64%	65%	51%
<b>Oppose</b>	38%	34%	36%	35%	49%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Pay for Tax Credits with Sin Taxes</b>					
<b>Support</b>	58%	47%	61%	60%	53%
<b>Oppose</b>	42%	53%	39%	40%	47%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>Increase Child Care Tax Credit</b>							
<b>Support</b>	54%	51%	50%	44%	62%	72%	54%
<b>Oppose</b>	46%	49%	50%	56%	38%	28%	46%

	Base	Area Code					
		252	336	704	828	910	919
<b>Increase Homestead Tax Exception</b>							
<b>Support</b>	64%	56%	69%	61%	67%	63%	64%
<b>Oppose</b>	36%	44%	31%	39%	33%	37%	36%

	Base	Area Code					
		252	336	704	828	910	919
<b>Increase Tax Credits for Energy Efficiency</b>							
<b>Support</b>	62%	57%	64%	56%	65%	58%	66%
<b>Oppose</b>	38%	43%	36%	44%	35%	42%	34%

	Base	Area Code					
		252	336	704	828	910	919
<b>Pay for Tax Credits with Sin Taxes</b>							
<b>Support</b>	58%	53%	59%	51%	62%	54%	64%
<b>Oppose</b>	42%	47%	41%	49%	38%	46%	36%

