



AUTOMATED & INTERVIEW POLLS  
Oak Brook, IL 60523

January 7, 2014

## **Overview: Illinois Policy Institute Polls**

The three statewide polls conducted on behalf of the Illinois Policy Institute confirm the following:

- Voters strongly believe that the 2011 temporary state income tax hike has not helped to pay off the state's debt nor boost the economy as promised.
- There is a great deal of skepticism that lawmakers will allow the temporary tax to expire.
- Support for a graduated tax is largely based on the spin used in the wording of the question. Those who describe the tax as a fiscal panacea that will lower most taxpayers' rates while raising the rates of the "rich" support the move. The question that suggests that a graduated tax will allow lawmakers to capriciously raise taxes at will results in strong opposition. **The more evenly worded version (C) produced a result that indicates only 33 percent of voters support a tax system that could raise rates as their income rises.** That opposition strengthens when you eliminate the age bracket of taxpayers who most likely live on fixed incomes.

In our opinion, your questions expose both the strong cynicism taxpayers have concerning state government's motives and credibility, and the way some spin the truth by wording poll questions in an effort to achieve a result rather than the truth.



## Illinois Policy Institute Poll Results; Option A

Date of Poll: 01/06/2014      Responses: 758 LV      Margin of error:  $\pm 3.56\%$

**When Governor Quinn signed the 2011 income tax hike into law, he said that it would help pay off the state's massive deficits and restore economic prosperity. We'd like to know if you think that has actually happened.**

Response	Percentage
Has Helped	16.12%
Has Not Helped	75.32%
Not Sure	8.56%

**That 2011 income tax hike is set to expire at the end of this year. We'd like to know if you believe that state leaders who promised that this was a temporary tax will allow it to expire?**

Response	Percentage
Will Allow	11.67%
Will Not Allow	77.46%
Unsure	10.87%

Illinois currently has a flat-rate income tax where lower-income wage earners pay the same percentage as those making millions of dollars a year. Supporters of a proposed graduated income tax say they have a plan that would lower tax rates for 90 percent of Illinois taxpayers while increasing rates on higher earners. Would you support, or oppose such a plan?

Response	Percentage
Support	57.30%
Oppose	29.13%
Not Sure	13.56%

## Crosstabs:

### Crosstab: Tax Hike Effective by **Gender**

Demographic	Has Helped	Has Not Helped	Not Sure
Female	15.74%	74.96%	9.29%
Male	16.72%	75.89%	7.40%

### Crosstab: Tax Hike Effective by **Party ID**

Demographic	Has Helped	Has Not Helped	Not Sure
Republican	7.26%	87.95%	4.79%
Democrat	21.47%	69.10%	9.43%
Independent	17.85%	71.64%	10.51%

**Crosstab: Tax Hike Effective by Age**

Demographic	Has Helped	Has Not Helped	Not Sure
18-24	11.08%	74.07%	14.85%
25-34	16.08%	72.62%	11.30%
35-44	9.61%	84.40%	6.00%
45-54	15.51%	80.81%	3.68%
55-64	19.50%	71.25%	9.25%
65+	15.17%	73.57%	11.26%

**Crosstab: Tax Hike Effective by Location**

Demographic	Has Helped	Has Not Helped	Not Sure
Chicago	22.65%	64.96%	12.38%
Suburban Cook	17.20%	73.32%	9.48%
Collars	12.38%	80.44%	7.19%
Downstate	14.97%	77.86%	7.17%

**Crosstab: Tax Hike Expire by Gender**

Demographic	Will Allow	Will Not Allow	Unsure
Female	11.27%	77.83%	10.90%
Male	12.32%	76.87%	10.81%

**Crosstab: Tax Hike Expire by Party ID**

Demographic	Will Allow	Will Not Allow	Unsure
Republican	10.44%	84.79%	4.77%
Democrat	13.20%	73.23%	13.57%
Independent	11.25%	75.86%	12.89%

**Crosstab: Tax Hike Expire by Age**

Demographic	Will Allow	Will Not Allow	Unsure
18-24	25.81%	55.19%	19.00%
25-34	26.84%	64.74%	8.42%
35-44	9.84%	80.66%	9.50%
45-54	8.66%	87.03%	4.31%
55-64	14.27%	70.83%	14.89%
65+	10.37%	77.53%	12.10%

**Crosstab: Tax Hike Expire by Location**

Demographic	Will Allow	Will Not Allow	Unsure
Chicago	13.67%	65.75%	20.58%
Suburban Cook	13.85%	79.78%	6.37%
Collars	9.50%	82.69%	7.81%
Downstate	11.15%	78.46%	10.39%

**Crosstab: Graduated Tax: Push Left by Gender**

Demographic	Support	Oppose	Not Sure
Female	62.78%	21.06%	16.15%
Male	48.52%	42.06%	9.42%

**Crosstab: Graduated Tax by Party ID**

Demographic	Support	Oppose	Not Sure
Republican	41.56%	43.34%	15.10%
Democrat	69.15%	16.58%	14.27%
Independent	58.38%	29.76%	11.86%

**Crosstab: Graduated Tax by Age**

Demographic	Support	Oppose	Not Sure
18-24	51.80%	35.11%	13.09%
25-34	46.97%	37.75%	15.28%
35-44	54.47%	38.00%	7.53%
45-54	51.29%	39.35%	9.36%
55-64	60.01%	27.30%	12.69%
65+	61.31%	20.40%	18.29%

**Crosstab: Graduated Tax by Location**

Demographic	Support	Oppose	Not Sure
Chicago	57.94%	18.47%	23.60%
Suburban Cook	59.76%	29.13%	11.11%
Collars	54.81%	37.14%	8.05%
Downstate	57.54%	28.79%	13.67%

OPTION "B" RESULTS ON NEXT PAGE

## Illinois Policy Institute Poll Results; Option B

Date of Poll: 01/06/2014

Responses: 781 LV

Margin of error:  $\pm 3.51\%$

**When Governor Quinn signed the 2011 income tax hike into law, he said that it would help pay off the state's massive deficits and restore economic prosperity. We'd like to know if you think that has actually happened.**

Response	Percentage
Has Helped	18.21%
Has Not Helped	73.68%
Not Sure	8.11%

**That 2011 income tax hike is set to expire at the end of this year. We'd like to know if you believe that state leaders who promised that this was a temporary tax will allow it to expire?**

Response	Percentage
Will Allow	14.43%
Will Not Allow	75.97%
Unsure	9.60%



**Would you SUPPORT or OPPOSE a change in Illinois' income tax that would grant lawmakers broad authority to more easily raise tax rates—even on middle class workers?**

<b>Response</b>	<b>Percentage</b>
Support	6.75%
Oppose	86.15%
Not Sure	7.10%

## **Crosstabs:**

### **Crosstab: Tax Hike Effective by Gender**

<b>Demographic</b>	<b>Has Helped</b>	<b>Has Not Helped</b>	<b>Not Sure</b>
Female	16.36%	75.32%	8.32%
Male	20.90%	71.29%	7.81%

### **Crosstab: Tax Hike Effective by Party ID**

<b>Demographic</b>	<b>Has Helped</b>	<b>Has Not Helped</b>	<b>Not Sure</b>
Republican	14.36%	81.66%	3.99%
Democrat	24.95%	63.21%	11.84%
Independent	15.81%	75.34%	8.85%

**Crosstab: Tax Hike Effective by Age**

Demographic	Has Helped	Has Not Helped	Not Sure
18-24	16.84%	77.72%	5.44%
25-34	27.51%	62.19%	10.30%
35-44	21.00%	68.44%	10.55%
45-54	12.04%	80.91%	7.05%
55-64	12.42%	80.40%	7.18%
65+	23.70%	66.84%	9.47%

**Crosstab: Tax Hike Effective by Location**

Demographic	Has Helped	Has Not Helped	Not Sure
Chicago	24.70%	63.44%	11.86%
Suburban Cook	26.50%	67.39%	6.10%
Collars	14.16%	76.76%	9.08%
Downstate	13.44%	79.65%	6.91%

**Crosstab: Tax Hike Expire by Gender**

Demographic	Will Allow	Will Not Allow	Unsure
Female	16.50%	71.57%	11.93%
Male	11.43%	82.36%	6.21%

**Crosstab: Tax Hike Expire by Party ID**

Demographic	Will Allow	Will Not Allow	Unsure
Republican	11.10%	78.65%	10.25%
Democrat	22.84%	66.77%	10.39%
Independent	9.90%	81.93%	8.17%

**Crosstab: Tax Hike Expire by Age**

Demographic	Will Allow	Will Not Allow	Unsure
18-24	23.06%	66.00%	10.94%
25-34	25.63%	64.37%	10.00%
35-44	16.84%	72.36%	10.80%
45-54	9.85%	75.52%	14.63%
55-64	9.17%	84.31%	6.53%
65+	18.02%	72.08%	9.90%

**Crosstab: Tax Hike Expire by Location**

Demographic	Will Allow	Will Not Allow	Unsure
Chicago	23.19%	65.86%	10.95%
Suburban Cook	15.31%	73.53%	11.17%
Collars	8.91%	81.57%	9.52%
Downstate	13.84%	78.00%	8.16%

**Crosstab: Graduated Tax by Gender**

Demographic	Support	Oppose	Not Sure
Female	5.00%	86.51%	8.50%
Male	9.30%	85.63%	5.07%

**Crosstab: Graduated Tax by Party ID**

Demographic	Support	Oppose	Not Sure
Republican	6.05%	87.69%	6.27%
Democrat	7.14%	83.37%	9.50%
Independent	7.12%	87.20%	5.68%

**Crosstab: Graduated Tax by Age**

Demographic	Support	Oppose	Not Sure
18-24	15.71%	74.29%	10.00%
25-34	14.87%	81.52%	3.61%
35-44	10.71%	84.53%	4.76%
45-54	4.42%	86.42%	9.17%
55-64	8.76%	87.26%	3.98%
65+	4.71%	86.01%	9.28%

**Crosstab: Graduated Tax by Location**

<b>Demographic</b>	<b>Support</b>	<b>Oppose</b>	<b>Not Sure</b>
Chicago	14.58%	79.18%	6.24%
Suburban Cook	8.35%	77.46%	14.20%
Collars	4.49%	88.95%	6.55%
Downstate	3.93%	92.22%	3.85%

OPTION "C" RESULTS ON NEXT PAGE

## Illinois Policy Institute Poll Results; Option C

Date of Poll: 01/06/2014

Responses: 793 LV

Margin of error:  $\pm 3.48\%$

**When Governor Quinn signed the 2011 income tax hike into law, he said that it would help pay off the state's massive deficits and restore economic prosperity. We'd like to know if you think that has actually happened.**

Response	Percentage
Has Helped	16.44%
Has Not Helped	74.89%
Not Sure	8.66%

**Thank you. Now, that 2011 income tax hike is set to expire at the end of this year. We'd like to know if you believe that state leaders who promised that this was a temporary tax will allow it to expire?**

Response	Percentage
Will Allow	14.03%
Will Not Allow	77.17%
Unsure	8.81%

Some Illinois lawmakers have proposed a constitutional amendment to change this state's income tax from a flat rate where everyone pays the same percentage, to a graduated rate that requires a higher percentage paid as your income increases. We'd like to know whether you generally approve, or disapprove of a constitutional amendment that would change the state's income tax from a flat rate to a graduated rate.

Response	Percentage
Support	33.49%
Oppose	49.43%
Not Sure	17.08%

## Crosstabs:

### Crosstab: Tax Hike Effective by **Gender**

Demographic	Has Helped	Has Not Helped	Not Sure
Female	15.23%	73.49%	11.29%
Male	18.22%	76.95%	4.83%

### Crosstab: Tax Hike Effective by **Party ID**

Demographic	Has Helped	Has Not Helped	Not Sure
Republican	6.00%	89.56%	4.44%
Democrat	23.34%	62.18%	14.48%
Independent	18.50%	74.93%	6.57%

**Crosstab: Tax Hike Effective by Age**

Demographic	Has Helped	Has Not Helped	Not Sure
18-24	16.81%	63.19%	20.00%
25-34	11.17%	83.96%	4.86%
35-44	10.82%	81.80%	7.38%
45-54	16.24%	76.85%	6.91%
55-64	14.87%	81.56%	3.56%
65+	18.70%	67.43%	13.87%

**Crosstab: Tax Hike Effective by Location**

Demographic	Has Helped	Has Not Helped	Not Sure
Chicago	19.07%	62.76%	18.17%
Suburban Cook	18.64%	75.82%	5.54%
Collars	17.08%	75.39%	7.53%
Downstate	13.17%	80.55%	6.28%

**Crosstab: Tax Hike Expire by Gender**

Demographic	Will Allow	Will Not Allow	Unsure
Female	13.90%	75.90%	10.20%
Male	14.21%	79.01%	6.77%



**Crosstab: Tax Hike Expire by Party ID**

Demographic	Will Allow	Will Not Allow	Unsure
Republican	7.58%	87.50%	4.92%
Democrat	19.93%	64.10%	15.97%
Independent	13.72%	81.15%	5.13%

**Crosstab: Tax Hike Expire by Age**

Demographic	Will Allow	Will Not Allow	Unsure
18-24	12.30%	68.70%	18.99%
25-34	4.86%	86.12%	9.02%
35-44	8.10%	86.63%	5.27%
45-54	12.00%	81.24%	6.76%
55-64	15.58%	76.75%	7.66%
65+	15.37%	73.40%	11.24%

**Crosstab: Tax Hike Expire by Location**

Demographic	Will Allow	Will Not Allow	Unsure
Chicago	24.17%	59.49%	16.35%
Suburban Cook	10.07%	77.77%	12.17%
Collars	12.11%	83.17%	4.72%
Downstate	12.45%	81.51%	6.04%

**Crosstab: Graduated Tax by Gender**

Demographic	Support	Oppose	Not Sure
Female	33.05%	46.24%	20.70%
Male	34.13%	54.09%	11.78%

**Crosstab: Graduated Tax by Party ID**

Demographic	Support	Oppose	Not Sure
Republican	22.16%	62.53%	15.31%
Democrat	42.22%	36.31%	21.47%
Independent	34.53%	51.16%	14.32%

**Crosstab: Graduated Tax by Age**

Demographic	Support	Oppose	Not Sure
18-24	30.60%	63.19%	6.21%
25-34	22.48%	71.24%	6.29%
35-44	24.88%	55.25%	19.87%
45-54	32.65%	55.51%	11.85%
55-64	32.76%	50.53%	16.71%
65+	36.97%	42.70%	20.33%

**Crosstab: Graduated Tax by Location**

Demographic	Support	Oppose	Not Sure
Chicago	27.18%	53.72%	19.09%
Suburban Cook	36.13%	43.67%	20.19%
Collars	36.94%	48.46%	14.60%
Downstate	32.51%	51.34%	16.15%

**Methodology**

We Ask America’s automated polls are conducted using our proprietary lists of Illinois voters. Each person responding answers identical pre-recorded questions. Cell phones users who have volunteered to answer our poll questions are included; others in that category are contacted through a variety of proprietary methods.

Our sampling methodology ensures that *We Ask America* poll results are “projectable,” meaning that if *every* voter in a given geography participated, the results would not differ from the reported poll results by more than the stated margin of error at a 95% confidence level (the industry standard), were the same survey taken repeatedly.

*We Ask America* adheres to the principles, ethics and guidelines of the American Association of Public Opinion Research.