



TO: Interested Parties

FROM: Dave Metz and Miranda Everitt, Fairbank, Maslin, Maullin, Metz & Associates
Mike Bocian, GBA Strategies

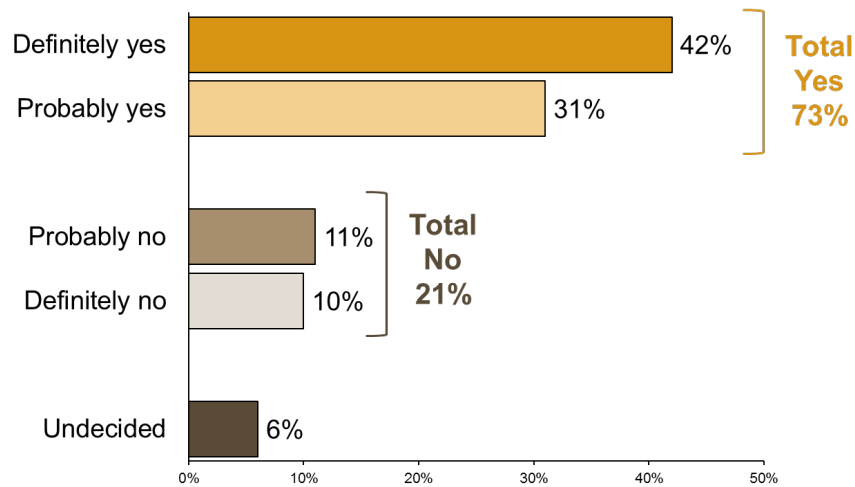
RE: Oregon Voter Support for a Corporate Tax Transparency Measure

DATE: June 19, 2017

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of likely November 2018 voters in Oregon which included questions about a potential corporate tax transparency measure.ⁱ **The study found that nearly three-quarters (73%) of Oregon voters support a measure requiring certain corporations to publicly disclose tax information.** As shown in **Figure 1** below, the measure has a margin of support greater than three to one, with more than twice as many saying they would “definitely” vote yes as at all would vote no. Just 6 percent are undecided.

Figure 1: Corporate Tax Transparency Vote

Requires certain corporations to publicly disclose Oregon property, income tax liability, tax breaks, other information.



In addition, support is consistently high across all major demographic and geographic subgroups, including:

- 72% of men and 74% of women;

- *79% of voters under age 50, 72% of those between 50 and 64 years old, and two-thirds (66%) of those 65 and older;*
- *88% of Democrats, 77% of independents and a majority of Republicans (51%), as well as 90% of liberals, 79% of moderates and 51% of conservatives;*
- *Two-thirds of white voters (72%) and 83% of voters of color; and*
- *Four in five (80%) of urban voters and 70% of rural voters.*

A previous survey by GBA Strategies also showed overwhelming support for this proposal. In the GBA survey, 65 percent indicated they would vote yes, while just 29 percent said they would vote no. The poll showed high support across the state, including:

- *67% of college educated voters and 64% of non-college educated voters;*
- *74% of voters in Multnomah County, 62% in suburban Portland, 65% in Southwest Oregon, 63% in Northwest Oregon, and 61% in Central/Eastern Oregon;*
- *65% of parents and non-parents alike.*

These findings indicate that a corporate tax transparency measure is clearly viable in the November 2018 election.

ⁱ **Methodology:** From June 11-13, 2017, FM3 completed 600 live telephone interviews (on both landlines and cell phones) with registered voters in Oregon who are likely to participate in the November 2018 election. The margin of sampling error for the study is +/-4.0% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%. From March 23-29, GBA Strategies completed live telephone interviews (on both landlines and cell phones) with 700 likely November 2018 voters answering this question. The margin of sampling error is +/- 3.7 percentage points at the 95% confidence level.