



PUBLIC OPINION STRATEGIES

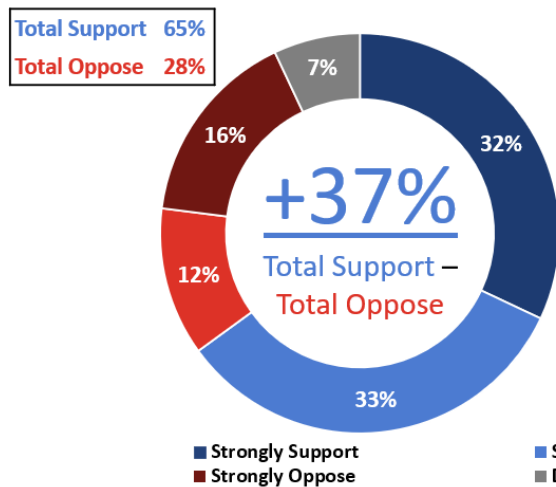
turning questions into answers

TO: INTERESTED PARTIES
FROM: BILL McINTURFF AND NICOLE McCLESKEY
DATE: MAY 20, 2021
RE: KEY FINDINGS: ARIZONA STATEWIDE SURVEY ON TAX REDUCTION

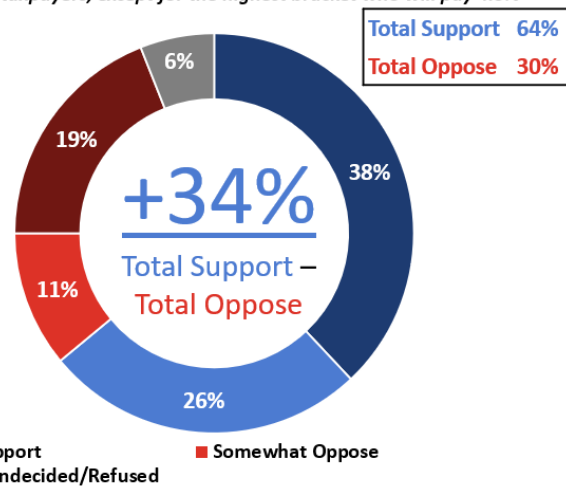
KEY FINDINGS

1. **Nearly two-thirds of Arizona voters believe it is time to reduce the personal income tax to make it flatter and fairer.** We split-sampled the question and in both iterations, voters support a reduction in the tax rate to 2.5%.

“Beginning in 2023, the state personal income tax rate will be reduced to 2.5% for all taxpayers, except for the highest bracket who will pay 4.5%”



“Today, there are five personal income tax brackets in Arizona, ranging from 2.59% to 8%. Under this plan, beginning in 2023, the state personal income tax rate will be reduced to 2.5% for all taxpayers, except for the highest bracket who will pay 4.5%”



2. **As part of the process voters believe a tax reduction is important to spur economic growth and allow Arizonans to keep their own money.**

Voters were asked what is important to them as the state considers a reduction in the personal income tax. Three principles rose to the top of the list:

- Allowing small businesses to pay less in taxes so they can use the money to grow and create jobs (88% important / 62% very important).
- Allowing Arizona families to keep more of their own money (87% important / 66% very important).
- Keeping Arizona competitive for business with surrounding states by keeping tax rates low (81% important / 53% very important).

Methodology

Public Opinion Strategies conducted a statewide telephone survey among 600 registered voters on May 13-16, 2021. The survey has a margin of error of $\pm 4.0\%$ and 58% of the interviews were conducted by cell phone.