



DOWN HOME NORTH CAROLINA

Narrative:

Down Home North Carolina is working to build power for poor and working people in NC's small towns and rural places. We have a strong focus on deep community engagement and 1:1 conversation.

Based on previous large-scale listening programs, we know that the communities we organize face major challenges meeting basic needs, and would benefit from policies like the Working Families Tax Cut.

With support from the Economic Security Project, Down Home NC set out to test messaging in order to understand the degree of support for the Working Families Tax Cut amongst our base, with particular attention to how support for the Cut mapped onto social challenges reported by respondents.

Between June 5 and June 19, Down Home NC is ran a paid canvas that knocked 3,164 doors and contacted 614 low-income residents in Jackson and Alamance counties.

Using an iPad survey tool, we were able to log respondents contact information, demographic information, and their responses to survey questions.

Key findings:

1. Overall, the support for the Tax Cut proposal was strong, with 80.6% of respondents in support.
2. Many respondents also reported challenges in meeting their basic needs. In general, people who reported a challenge were more likely to support the Tax Cut proposal, with the exception of people who reported "access to the internet" as a challenge.
3. While the majority of all people reporting challenges supported the Tax Cut proposal, people who reported the following challenges were most likely to be in support:
 - a. Problems related to prison (95%)
 - b. Keeping a roof over your head (95%)
 - c. Having a voice and a vote that matters (91%)



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4. The Tax Cut proposal was popular with respondents in all racial categories. Overall, Black respondents had the most favorable opinion of the proposal, with 96% of Black respondents in support.
5. Likewise, the Tax Cut proposal was popular with respondents of all reported genders, with 90% support from male respondents and 88% support from female respondents.
6. Overall, all income categories supported the Tax Cut proposal, but support was strongest among people earning less than \$58,489 a year.
7. Among supporters of the tax cut, the most commonly reported challenges for respondents were:
 - a. The rising cost of living and housing (66%)
 - b. Not having a job that pays money (54%)
 - c. Addiction and substance abuse (51%)

Overall

Would you support or oppose a proposal to give a tax cut to lower and middle-income taxpayers, paid for by a tax increase on people who make more than \$500,000 a year?		
Support	494	80.5%
Oppose	55	9.0%
Not sure / No answer	65	10.6%



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Jackson County (western NC, Appalachia)

Would you support or oppose a proposal to give a tax cut to lower and middle-income taxpayers, paid for by a tax increase on people who make more than \$500,000 a year?		
Support	229	80.4%
Oppose	16	5.6%
Not sure / No answer	40	14.1%

Alamance County (central Piedmont)

Would you support or oppose a proposal to give a tax cut to lower and middle-income taxpayers, paid for by a tax increase on people who make more than \$500,000 a year?		
Support	265	80.5%
Oppose	39	11.9%
Not sure / No answer	25	7.6%

Support for Tax Cut by Self-Reported Demographics			
	Support Tax Cut	Oppose Tax Cut	Not sure
White	84%	10%	6%
Black	96%	4%	0%
Hispanic	83%	12%	5%
Other	86%	8%	6%
Female	88%	8%	4%
Male	90%	9%	1%
Other	100%	0%	0%
No Response	79%	8%	13%



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Support for tax cut among those reporting problems			
Self-Reported Problems	Support Tax Cut	Oppose Tax Cut	Unsure
Access to the internet	69%	19%	12%
Prejudice and racism	87%	9%	4%
Addiction and substance abuse	84%	8%	8%
Problems related to prison	95%	0%	5%
Not having healthcare	83%	10%	7%
Keeping a roof over your head	95%	5%	0%
Not having a job that pays enough money	84%	12%	4%
The rising cost of living and housing	85%	11%	4%
Getting good affordable education	82%	14%	4%
Not having reliable transportation	80%	20%	0%
Polluted land, air, or water	83%	8%	9%
Having a voice and a vote that matters	91%	5%	4%
Not having grocery stores nearby	88%	12%	0%

Support for Tax Cut by Self-Reported Income Bracket			
	Support Tax Cut	Oppose Tax Cut	Not sure
\$0- \$20,069 a year	89%	6%	5%
\$20,069- \$36,505 a year	93%	4%	3%
\$36,505- \$58,489 a year	92%	3%	5%
\$58,489- \$98,784 a year	78%	18%	4%



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More than \$98,784 a year	79%	21%	0%
No response	78%	18%	4%

Self-reported Problems among Tax Cut supporters	
Self-Reported Problems	Support Tax Cut
Access to the internet	17%
Prejudice and racism	28%
Addiction and substance abuse	51%
Problems related to prison	13%
Not having healthcare	45%
Keeping a roof over your head	28%
Not having a job that pays enough money	54%
The rising cost of living and housing	66%
Getting good affordable education	16%
Not having reliable transportation	12%
Polluted land, air, or water	14%
Having a voice and a vote that matters	35%
Not having grocery stores nearby	5%



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Demographics among Tax Cut supporters	
Race	Support Tax Cut
White	53%
Black	31%
Hispanic	8%
Other	8%
Gender	
Female	50%
Male	36%
Other	1%
No Response	12%

Annual income among Tax Cut supporters	
\$0- \$20,069 a year	39%
\$20,069- \$36,505 a year	19%
\$36,505- \$58,489 a year	7%
\$58,489- \$98,784 a year	6%
More than \$98,784 a year	2%
No response	9%