



Sales Tax Polling Data - Wichita Forward (conducted by CMA Strategies)

These studies were conducted with live interviews on landline and mobile devices as well as using text-to-web response gathering. The study was controlled for age, gender, partisan affiliation, and geographic region of the county / city to provide an accurate representation of the voting population. In total, the study had 500 respondents with a +/- 4.3 margin of error.

KEY FACTS

- A solid majority of Wichita voters are inclined to support a one-cent sales tax
- The top two issues on the minds of Wichita voters are homelessness and public safety.
- When told the sales tax would be partially offset by a reduction in property taxes, support increases
- When looking at individual projects of the proposal, we do see a divergence of opinion.
 - 77% support Second Light funding
 - 77% support upgrading and replacing first responder vehicles
 - 59% support updating Century II
- When asked about Century II opinion leaned towards addressing the complex and its components (performance/ convention) as a whole
- When packaged together – and after knowing it would be partially offset by a reduction in property taxes – the proposal is widely supported by Wichitans

When looking at statistical variance, there is not much of a difference between a 5-year tax and a 7-year tax. This two point difference is explained in that those who were asked the seven year option were just a few points more positive on other questions – like the direction of the city, opinion of the County Commissioners or City Council – than were those asked about five years. All totaled, it is statistically neutral.

The next thing noticed when looking at the data is that support is just a little higher within the city of Wichita than in the county as a whole.

We asked respondents about what they perceived as the most important issue in their community, as well as their assessment of the current sales tax rate. Both of these questions reveal that voters in Wichita have a high likelihood of being supportive. Open-ended responses to the question about the most important issue facing their area shows that the focus of this package is meeting the voters where they are. The top two issues are public safety and homelessness and the third most mentioned issue related to taxes which is primarily about property tax rates.

Conclusion

Overall, this package addresses the top two concerns of voters: Public safety and homelessness. Furthermore, because this funding stream could potentially allow for the lowering of property taxes it further aligns with the will of the voters.