

# CASE STUDY

## **SALEM, OREGON**

*Overturing a Proposed Tax Hike*



## THE PROBLEM

After the city council in Salem, Oregon, imposed a new payroll tax in the city, signatures were collected to put the proposed tax on the ballot for voters' approval or overturning.

Majority Strategies was tapped to identify the right audience of people to persuade and motivate to turn out and vote in favor of overturning the proposed tax.

## THE GOAL

In an off-year election, we knew a win on Election Day would very likely come down to targeting the right people and how many of those people turn out to cast their ballot.

The goal became very simple: Use the established effects of the proposed tax increase to target those most likely to be affected by it and deliver compelling direct mail and digital ads that ensured these people were aware of the proposed tax, understood the ramifications of the proposal, and were motivated to turn out and vote in favor of overturning it.

## THE PLAN

Specifically, that meant targeting registered Republicans with an established, consistent record of voting – “Hard Republicans” – as well as those who had signed the petition to put the initiative on the ballot.

Quite a bit of research had already been completed documenting the economic impact of the proposed payroll tax. The Majority Strategies team dove into that research and focused the creative of the direct mail and digital ads on the numbers – how much the tax would cost the average worker and/or family every year.



**THE CITY OF SALEM THINKS YOUR PAYCHECK BELONGS TO THE GOVERNMENT**

1. Paid for by Defeat the Tax on Salem Workers (DTSW), Top donors are Oregon Business & Industry Issues PAC (2023), Oregon Business & Industry, Salem Chamber of Commerce, Mid Valley Affordable Housing Coalition (2023), Americans for Prosperity, PAC Court St NE, Salem, OR 97302

A new proposed tax would cost the average-earning Salem worker more than \$500 per year and more than \$1000 per year for two-income families!

**PROTECT YOUR HARD-EARNED MONEY  
VOTE NO ON MEASURE 24-491  
RETURN YOUR BALLOT BY NOVEMBER 7**

1. https://www.salemjournal.com/story/news/local/2023/08/02/city-salem-employee-paid-payroll-tax-election-106-november-2023/1029823

**TELL THE CITY OF SALEM: HANDS OFF OUR HARD-EARNED MONEY**

The City of Salem thinks your paycheck belongs to the government.

The proposed tax would cost the average-earning Salem worker more than \$500 per year and more than \$1000 per year for two-income families!

*The worst part? The City could increase this payroll tax rate at any time—without voter approval.*

Why do we work so hard each and every day, just to let the government stamp our money like it's theirs?

**PROTECT YOUR HARD-EARNED MONEY  
VOTE NO ON MEASURE 24-491  
RETURN YOUR BALLOT BY NOVEMBER 7**

**The city wants to take a BIGGER BITE out of your paycheck. >>>**

**Vote "NO" on Measure 24-491 by November 7**

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NoSalemPayrollTax.com

**The city wants to take a BIGGER BITE out of your paycheck. >>>**

**Vote "NO" on Measure 24-491 by November 7**

The City of Salem is trying to increase taxes on working families! The new tax would cost workers more than \$500 per year. For two-worker households, that bumps up to \$1,000 in extra taxes per family!

**This tax will hurt working families and small businesses.** Unlike property taxes, the city could raise the payroll tax at any time without voter approval.

Many local families are struggling to keep up with skyrocketing costs. Meanwhile, the Salem budget is already bigger than ever. Let the city know enough is enough.

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**THEY'RE SQUEEZING SALEM FAMILIES FOR ALL THAT WE HAVE**

The City of Salem thinks it can SQUEEZE every bit from our workers.

The proposed tax would cost the average-earning Salem worker more than \$500 per year and more than \$1000 per year for two-income families!

*And unlike property tax rates, the city could raise the payroll tax at any time without voter approval.*

Working families are struggling to keep up with skyrocketing costs. Meanwhile, the Salem budget is already bigger than ever. Let the city know enough is enough.

**DEFEAT THE TAX ON SALEM WORKERS**

**VOTE NO MEASURE 24-491**

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**TAXES ARE CRUSHING SALEM FAMILIES**

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**This tax can and will hurt both working families and small businesses.** Unlike property taxes, the city could raise the payroll tax at any time without voter approval.

The Salem budget is already bigger than ever. Let the city know enough is enough.

**Return your ballot by Nov 7, 2023**

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**MEASURE 24-491 is a Tax on Working Families**

**LEARN MORE**

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**MEASURE 24-491 is a Tax on King Families**

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## THE RESULTS

Of the 20,108 voters who were targeted by our campaign, 13,796 turned out to vote and cast their ballot.

That 68.6% turnout rate amounted to a 34.3% turnout lift v. all voters.

**The payroll tax suffered a resounding defeat at the ballot box with 81.73% of voters voting against the proposal.**

2023 General Election				
	Total	Voted	Turnout %	Turnout Lift
District Total	112,394	38,614	34.4%	-
Total Targets	20,108	13,796	68.6%	34.3%
High Turnout GOP	15,212	10,913	71.7%	37.4%
Petition Signers	7,249	5,210	71.9%	37.5%

## CONCLUSION

From the onset, our goal was to turn out enough of the proposal's opponents to overturn the new payroll tax and send a resounding message to city council. Majority Strategies accomplished this by delivering the right message to the right people, in the right medium, at the right time.

