



April 2, 2019

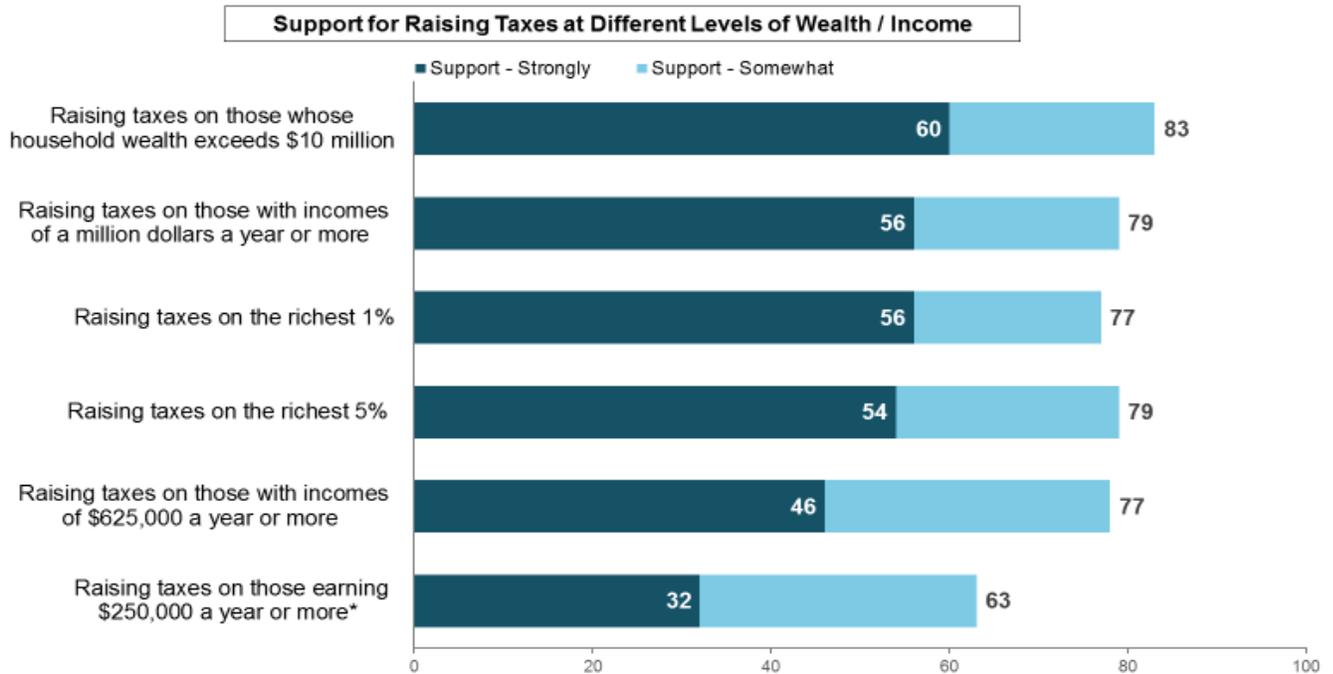
To: Interested Parties

From: Tax March

Re: Poll finds raising taxes on the rich is a top priority for voters

On behalf of Tax March and Americans for Tax Fairness, ALG Research recently conducted a nationwide survey on voters' attitudes towards raising taxes on the rich. The survey included interviews with 1,000 likely 2020 voters, and was conducted online March 15-20th. Below are some key findings from the poll.

- **Raising taxes on the rich is overwhelmingly supported by voters.** Three-out-of-four likely 2020 voters (75%) support raising taxes on the rich. This strong support extends across party lines, with 90% of Democrats, 70% of Independents and 60% of Republicans in favor of higher taxes for the rich.
- **Raising taxes on the rich is a top priority for voters.** Voters rated "making the rich pay their fair share in taxes" as their third highest priority from a list of ten issues. It was rated a higher priority than options such as "combatting climate change," "improving border security," "improving education," and "strengthening our national security."
- **There is overwhelming support for raising taxes on those earning \$625K a year, and also broad support for an increase on those making \$250K.** Over three-quarters (77%) support raising taxes on those earning \$625,000 a year and nearly two-thirds of voters (63%) support raising taxes on those making \$250,000.
- **Support is especially intense for raising taxes on those with \$10 million or more in household wealth and on the richest 1% and 5%.** Proposals to raise taxes on those with significant household wealth generated the most support, followed closely by proposals to raise taxes on those in the richest percentiles. More than four-out-of-five voters (83%) support raising taxes on those with \$10 million or more in household wealth, including 60% who do so strongly. There is also robust support for raising taxes on the richest 5% (79% total support / 54% strongly support), which is just as popular as raising taxes on the richest 1% (77% total support / 56% strongly support).



- **That the rich and corporations don't pay their fair share is seen as the biggest problem with our tax code.** The benefits for the rich and corporations are seen as even bigger flaws of our tax system than the middle class paying too much and there being too many loopholes, the other top concerns with it.
- **That the revenue could be used to fund more investment in priorities is cited as the best reason to raise taxes on the rich.** Being able to increase funding in areas such as healthcare, education, infrastructure, and protecting Social Security and Medicare is seen as the best rationale for higher taxes on the wealthy.
- **Voters believe that raising taxes on the rich will help the economy.** A strong majority of voters (56%) say that higher taxes on the wealthy would boost the economy, while just 13% say it would hurt. The argument that higher taxes on the rich would hurt the economy by increasing the burden on small businesses and reducing hiring fails to get traction with voters.
- **There is broad support for repealing the Trump tax cuts.** Nearly two-thirds of voters (62%) support repealing the Trump tax cuts, including 39% of Republicans and a third of voters who approve of Trump's job performance as president.
- **Voters consider an annual income of \$400K-\$500K as rich, but total wealth is seen as a better indicator.** Voters define "rich" as having an annual income of between \$400 and \$500K, however, they overwhelmingly believe that total assets are a better metric for determining whether someone is "rich" than annual income (72% total assets / 20% annual income).

- **The most effective messages on raising taxes on the rich focus on creating a fairer tax system, protecting Medicare and Social Security from budget cuts, and investing in key priorities.** These messages were the most effective tested across partisan lines and with all key demographics.

Top Messages in Favor of Raising Taxes on the Rich

[FAIR SHARE] The rich take advantage of many tax loopholes, leaving the rest of us to pick up the tab, even as they've gotten richer. We need to raise taxes on the rich so they pay their fair share, and make our tax system fairer for working families.

[MEDICARE/SOCIAL SECURITY] The recent tax cuts for the rich increased the debt by nearly 2 trillion dollars and put funding for Medicare, Medicaid, and Social Security at risk. We need to raise taxes on the rich to make sure these programs are protected.

[INVEST IN PRIORITIES] Raising taxes on the rich will allow us to invest in key priorities such as improving education, lowering healthcare costs and repairing and upgrading our infrastructure, such as our crumbling roads, bridges and tunnels.