

AMERICANS FOR TAX FAIRNESS BRAND NAME POLLING

GQQR-AFL-CIO Omnibus, May 2019

Adults Nationwide Online Sample Size: 2185 registered voters; 990 (DEM), 291 (IND) and 837 (REP)

ANALYSIS FROM LAKE RESEARCH

- Overall, 71% of voters support reforming the tax system to raise taxes on the wealthy and big corporations in order to make major investments in health care, education, housing, and childcare and 28% are opposed. Nearly all (94%) Democrats are in support, including 75% who strongly support the plan. Support among independents is also strong, with 71% in support (39% strongly) and 29% opposed. A majority (56%) of Republicans oppose the plan, although 44% are in support, indicating an opening with this group as well. **Support is strong whether the program is described as raising “trillions of dollars” in taxes or without that phrase.**
- In terms of names for the campaign, a majority (53%) rate “Fair Share Taxes” as a good (rate 6-10) name for the effort. Support for “Fair Share Taxes” is particularly strong among Democrats, of whom 29% rate the name as a 10 out of 10. Independents are more mixed on the names, liking “Make Taxes Fair” the most overall (45% rate 6-10), although there is some intensity for Tax the Rich (24% rate 10).
- In terms of taglines describing the outcomes of raising taxes, the most favorable outcome for voters is “a plan for an economy that works for all of us” (38% rate 10, 72% rate 6-10). This is the top testing item among both Democrats and independents. “A plan to invest in America’s future” (36%; 68%) is also strong, particularly among Republicans. Majorities across the parties find all of the outcomes favorable (except for only a plurality in support of “a plan to invest in the rest of us” among Republicans).
- Support is also strong for a proposal to raise taxes on investments to the same rates as ordinary income, with 71% of voters in support and 29% opposed. Support is strong among Democrats, with 86% in support (61% strongly) and independents (71% in support, 40% strongly). Similar to the results for the other campaign, “Fair Share Taxes” is the strongest name for this campaign, with 54% rating it a 6-10. This is the strongest name across party.

Q. 1 is split sampled

Q1a. Some organizations are proposing to reform the federal tax system to raise revenue to protect public services and fund new investments. Their plan would raise taxes from the wealthy and big corporations to protect Social Security, Medicare, and Medicaid, and to make new investments in health care, education, housing, child care, infrastructure and the environment.

	TOTAL	DEM	IND	REP
Support	71	95	68	44
Oppose	29	5	32	56
Support – Strong	45	77	40	11
Support – not so strong	26	18	28	33
Oppose – not so strong	11	3	10	21
Oppose – strongly	18	2	21	35

Q1b. Some organizations are proposing to reform the federal tax system to raise revenue to protect public services and fund new investments. Their plan would raise **trillions of dollars** in taxes from the wealthy and big corporations to protect Social Security, Medicare, and Medicaid, and to make new investments in health care, education, housing, child care, infrastructure and the environment.

	TOTAL	DEM	IND	REP
Support	72	93	74	44
Oppose	28	7	26	56
Support – Strong	45	74	38	14
Support – not so strong	27	20	35	30
Oppose – not so strong	14	5	15	26
Oppose – strongly	14	1	11	30

Q2. Now here are a few possible names for a grassroots effort pushing for this tax reform plan. After each, please rate it on a scale from 0 to 10, where 0 means it is not at all a good name for the effort, and 10 means it is an excellent name for the effort. You can rate it anywhere between 0 and 10. **[RANDOMIZE]**

Good Name [Rating of 6 to 10]

	TOTAL	DEM	IND	REP
Fair Share Taxes	53	68	38	40
Make Taxes Fair	49	58	45	39
Fair Taxes Now	47	62	36	33
Tax the Rich	32	35	36	25
Fair First Taxes	23	27	21	17

Excellent Name [Rating of 10]

	TOTAL	DEM	IND	REP
Fair Share Taxes	21	29	17	13
Tax the Rich	18	19	24	14
Make Taxes Fair	17	20	18	14
Fair Taxes Now	15	20	9	10
Fair First Taxes	7	8	6	6

Q3. Now here are a few possible phrases to describe what could be the benefits of this tax reform plan. After each, please rate it on a scale from 0 to 10, where 0 means it is not at all favorable, and 10 means it is very favorable. You can rate it anywhere between 0 and 10. **[RANDOMIZE]**

Good Name [Rating of 6 to 10]

	TOTAL	DEM	IND	REP
A plan for an economy that works for all of us	72	88	70	56
A plan to invest in jobs and healthcare	70	87	68	54
A plan to invest in America's future	68	81	62	58
A plan to invest in working families	67	83	56	55
A plan to invest in the rest of us	58	75	54	42

Excellent Name [Rating of 10]

	TOTAL	DEM	IND	REP
A plan for an economy that works for all of us	38	55	35	22
A plan to invest in America's future	36	45	33	27
A plan to invest in jobs and healthcare	33	48	30	19
A plan to invest in working families	31	43	29	20
A plan to invest in the rest of us	25	36	26	14

Q4: Our current federal tax code allows people who live off of their investments to pay about half the tax rate of people who make their living from a job and are paid a salary. Some organizations are proposing to reform the tax system to ensure that investors pay the same tax rate as people who actually work for a living.

Would you support or oppose this reform?

	TOTAL	DEM	IND	REP
Support	71	86	71	52
Oppose	29	13	29	48
Support – Strong	42	61	40	20
Support – not so strong	29	26	31	32
Oppose – not so strong	16	9	15	24
Oppose – strongly	13	4	14	24

Q5: Now here are a few possible names for a grassroots effort pushing for this tax reform. After each, please rate it on a scale from 0 to 10, where 0 means it is not at all a good name for the effort, and 10 means it is an excellent name for the effort. You can rate it anywhere between 0 and 10. **[RANDOMIZE]**

Good Name [Rating of 6 to 10]

	TOTAL	DEM	IND	REP
Fair Share Taxes	54	73	49	34
Fair Taxes Now	44	60	35	29
Work First Tax Code	32	38	27	28
Fair First Tax Code	28	35	23	21

Excellent Name [Rating of 10]

	TOTAL	DEM	IND	REP
Fair Share Taxes	22	32	17	12
Fair Taxes Now	15	22	13	8
Work First Tax Code	8	8	7	7
Fair First Tax Code	8	10	6	5