

West Virginia Registered Voters Survey – August 2021

Research Findings Prepared by Global Strategy Group



Methodology and Sample

Phone Survey

Global Strategy Group conducted a telephone survey of **600 registered voters in West Virginia** between August 9 and August 15, 2021.

Margin of Error

The margin of error at the 95% confidence level is +/- 4.0%.

The margin of error on sub-samples is greater.

Demographics

Gender

Men 48
Women 52

Age

18-29 year olds 16
30-44 year olds 24
45-54 year olds 16
55-64 year olds 17
Seniors 65+ 28

Education

High school or less 25
Some college 46
4-year college graduates 19
Post-graduate 10

Party Registration

Democrats 37
Independents/Other 27
Republicans 36

Party Self-Identification

Democrats 29
Independents/Other 12
Republicans 59

Ideology

Very liberal 6
Somewhat liberal 13
Moderate 22
Somewhat conservative 24
Very conservative 30

Key Survey Findings

The survey tested revenue proposals led by House Ways and Means members and Senate Finance members that have not been ruled out by the Biden administration.

- **West Virginians are more likely to support candidates who back raising taxes on the very wealthy. Even Republicans are more likely to support candidates who back most of the tested proposals to raise taxes on the ultra-wealthy.**
 - **Included in these proposals is a narrower variation of the Wyden proposal and a one-time wealth tax, which voters also like.**
 - **An annual wealth tax on billionaires and ultra-millionaires enjoys greater than two-to-one support.**
- **Balanced messaging that frames arguments for and against an annual wealth tax does little to change positive opinions.**
- **Voters are initially split on their support for the reconciliation package, but support increases significantly when voters are told it will be paid for by policies that raise taxes on the wealthy.**

Support for the Reconciliation package improves significantly when it's clear to voters that billionaires and ultra-millionaires will finance it. Deficit financing is not a palatable solution for West Virginia voters.

Support for Reconciliation Package

As you may know, lawmakers are considering a plan that will create millions of new jobs, improve infrastructure like roads and bridges, and help West Virginia families afford health insurance, childcare, housing, education, and home- or community-based care for seniors. It will also expand Medicare to cover vision, hearing and dental benefits; ensure all workers have paid family and medical leave; make the expanded child tax credit for low- and middle-income families permanent; and make preschool available to all 3- and 4-year-olds. The cost of this plan would be roughly \$3.5 trillion.

After hearing this information, do you support or oppose this plan?



Support for Reconciliation Package with Payment Options

Do you support or oppose the plan to create jobs, improve infrastructure, and make insurance, childcare, housing, education, and senior care more affordable if it were paid for by each of the following proposals?

Proposal labels not read to respondents



West Virginians, including independents and Republicans, are more likely to support candidates who support raising taxes on the very wealthy.

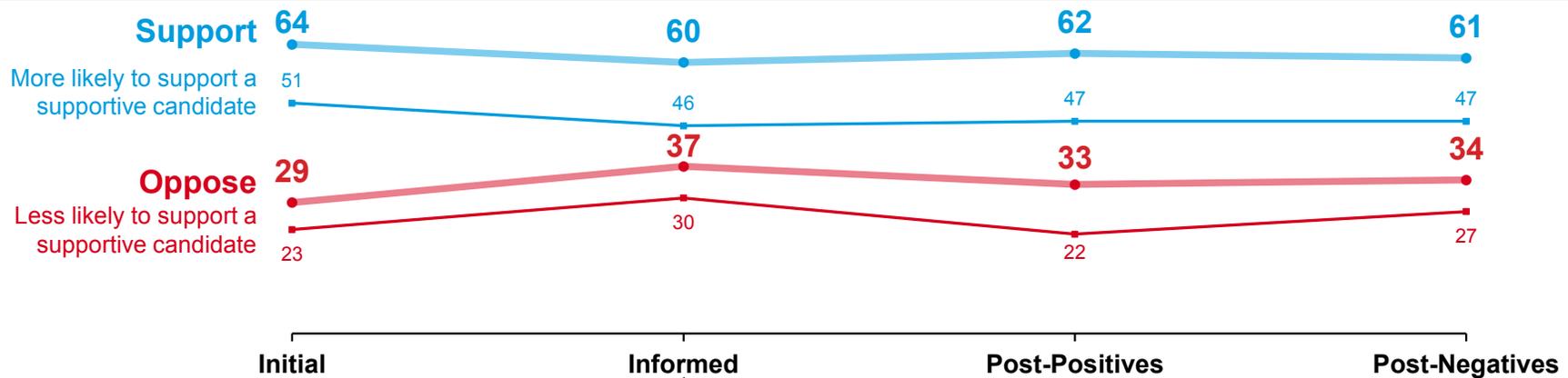
Would you be more or less likely to support a candidate for office who supports each of the following proposals?

Proposal labels not read to respondents

Proposal	More likely	Don't know	No difference	Less likely	More likely/Less likely		
					Dem	Ind	Rep
WYDEN PLAN- Close the loophole that often allows the wealthy to avoid paying taxes on investment gains for their entire lives	65	4	9	22	70 15	67 20	57 31
WYDEN HIGHER VARIATION- Require individuals with more than \$50 million in untaxed investment gains to pay tax gains above \$50 million at the same rate as wages and salaries	60	6	16	18	69 11	55 22	54 22
ONE-TIME WEALTH TAX- Apply a one-time 2.5% tax on an individual's wealth above \$50 million, and a 5% tax on wealth above \$100 million	55	5	14	26	61 19	53 27	51 32
CORPORATE TAX RATE- Raise the corporate tax rate for large corporations from 21% and set it back to its previous 28%	52	3	13	32	61 20	46 39	44 41
ANNUAL WEALTH TAX- Apply a 2% tax on an individual's wealth above \$50 million each year	51	6	21	22	66 10	45 28	41 32
ONE-TIME BILLIONAIRES TAX (NARROWER WYDEN PLAN)- Apply a one-time tax on billionaires' untaxed investment gains above \$1 billion, at the same rate as wages and salaries	51	9	18	22	65 13	44 34	42 24
WEALTH TAX (NO TRUMP)- Apply a one-time 14.5% tax on an individual's wealth above \$10 million	51	3	18	28	60 17	46 43	44 30
WEALTH TAX (WITH TRUMP)- Apply a one-time 14.5% tax on an individual's wealth above \$10 million, as originally proposed by Donald Trump in 1999	50	4	15	31	48 31	54 28	49 34
BIDEN INCOME TAX RATE- Raise the top income tax rate on individuals earning more than \$400,000 a year by 2.6%	49	4	17	30	58 18	40 47	46 31
MILLIONAIRES SURTAX- Raise the income tax rate for those earning over \$1 million a year by 10 percentage points	46	4	14	36	52 27	46 35	39 45

Messaging does little to shift voter support for the annual wealth tax, and a supportive candidate continues to benefit after messaging. There are minor differences in reactions to fairness/investments support arguments.

Impact of Messaging on Support for Annual Wealth Tax



[SPLIT - FAIRNESS] Supporters of this proposal say that these tax increases would apply to those with wealth of \$50 million or more. It would not raise taxes on working people or small businesses because they are already doing their part. Now it's time for the ultra-wealthy to step up and pay their fair share. Revenue from this proposal would be used to make the necessary infrastructure, health care, senior care, childcare, housing, and education improvements we desperately need to help our economy compete with major countries like China.

[SPLIT - INVESTMENTS] Supporters of this proposal say that America needs to invest in our future and be better able to compete with major countries like China, and the ultra-wealthy should contribute to that goal just like working people and small businesses already do. Revenue from this proposal would be used to make infrastructure, health care, senior care, childcare, housing, and education more affordable; ensure all workers have paid family and medical leave; and permanently expand the child tax credit for working families.

Opponents of this proposal say that Americans are already paying too much in taxes and that these tax increases are a backdoor way to raise taxes on all of us, not just the 1%. Prices are going up, inflation is out of control, and all Washington liberals want to do is raise our taxes. These tax increases will slow economic growth, hurt small businesses, destroy jobs, and stifle innovation. We can't afford that, especially now, as our economy is still recovering from the pandemic.

	Support/Oppose	More likely/Less likely
[SPLIT - FAIRNESS]	59/39	48/29
[SPLIT - INVESTMENTS]	62/34	44/31

Strongest messages in support of the annual wealth tax argue for the wealthiest Americans to pay their fair share – though paying for health care, education, and infrastructure is also appealing.

Positive Messaging

Registered Voters

% Very convincing

- 48 [SPLIT - EXAMPLES] In some years, the wealthiest billionaires like Jeff Bezos and Mark Zuckerberg paid zero in federal taxes. This proposal would ensure that billionaires are at least contributing something every year to invest in America and create a stronger economy for everyone.
- 45 [SPLIT - TAX BURDEN] This proposal levels the playing field, making sure that working people aren't paying more in taxes than the wealthiest Americans. Right now, on average, 99% of American families pay 7% of their wealth in taxes, whereas the wealthiest families pay just 3%. It's time to update our system to ensure those with the most wealth pay their fair share.
- 41 [SPLIT - PROPERTY TAXES] Most working-class Americans already pay a wealth tax on their largest asset, their home. But the wealthiest Americans don't pay taxes on many of their largest assets. This proposal will ensure that the wealthiest Americans are paying their fair share.
- 29 [SPLIT - AMERICAN JOBS PLAN] Asking the wealthiest Americans to finally pay their fair share in taxes will help the economic recovery in the wake of the pandemic by funding overdue investments in infrastructure, health care, senior care, childcare, housing, and education and to help get the country back to work.
- 25 [SPLIT - TRUMP] When he was considering running for President in 2000, Donald Trump advocated for an even more ambitious tax than the one lawmakers are proposing today. Then, he called for a 14.5% tax on fortunes over \$10 million. His tax would have meant that Amazon founder Jeff Bezos would pay a one-off tax of \$15.7 billion, for example, while giving 99% of Americans deep reductions in their income taxes.
- 25 [SPLIT - COMPETITIVENESS] America needs to invest in its families in order to compete with China and other growing economies. This proposal will ensure we can make the investments necessary to maintain our leadership and economic edge on the global stage.

Negative Messaging

Registered Voters

% Major doubts

- 45 [SPLIT - SMALL BUSINESS] Small businesses have been put through the wringer over the last year, and the last thing they need is a new tax. Officials say this tax won't impact small business, but Washington is full of empty promises, and this is a risk we cannot take.
- 43 [SPLIT - SPENDING] Government spending is already way out of control. We don't need any new taxes because we don't need any new wasteful government spending.
- 43 [SPLIT - SLIPPERY SLOPE] This proposal is just another backdoor attempt by Washington liberals to raise taxes on all of us, not just the 1%.
- 37 [SPLIT - CHINA] Raising taxes slows economic growth, and America can't afford to lose our edge to other competitive nations, like China. This proposal would set the US back on the global stage and give countries like China the upper hand.
- 37 [SPLIT - SOCIALISM] This proposal is textbook socialism that would stifle innovation and make America look more like Cuba.
- 30 [SPLIT - JOB CREATORS] Wealthy Americans are job creators, and we can't afford to tax them. Doing so will hurt the rest of us.

A slight plurality of voters say that the annual wealth tax's promise to **"improve health care, education, and infrastructure"** (43%) is a better reason to support the proposal than its promise to "ensure billionaires pay their fair share" (37%), with Independents and Republicans agreeing most.

Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle
