

September 2022

# The Inflation Reduction Act

Findings and Recommendations from  
Polling of Likely Voters Nationwide

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# Methodology



Impact Research, Americans for Tax Fairness, and Americans for Tax Fairness Action Fund conducted a nationwide online survey of likely 2022 voters.



The survey consisted of N=1200 respondents, including a base sample of N=1000 likely voters and an N=200 oversample of pure Independents (not including leaners). In total, N=312 pure Independents were interviewed.



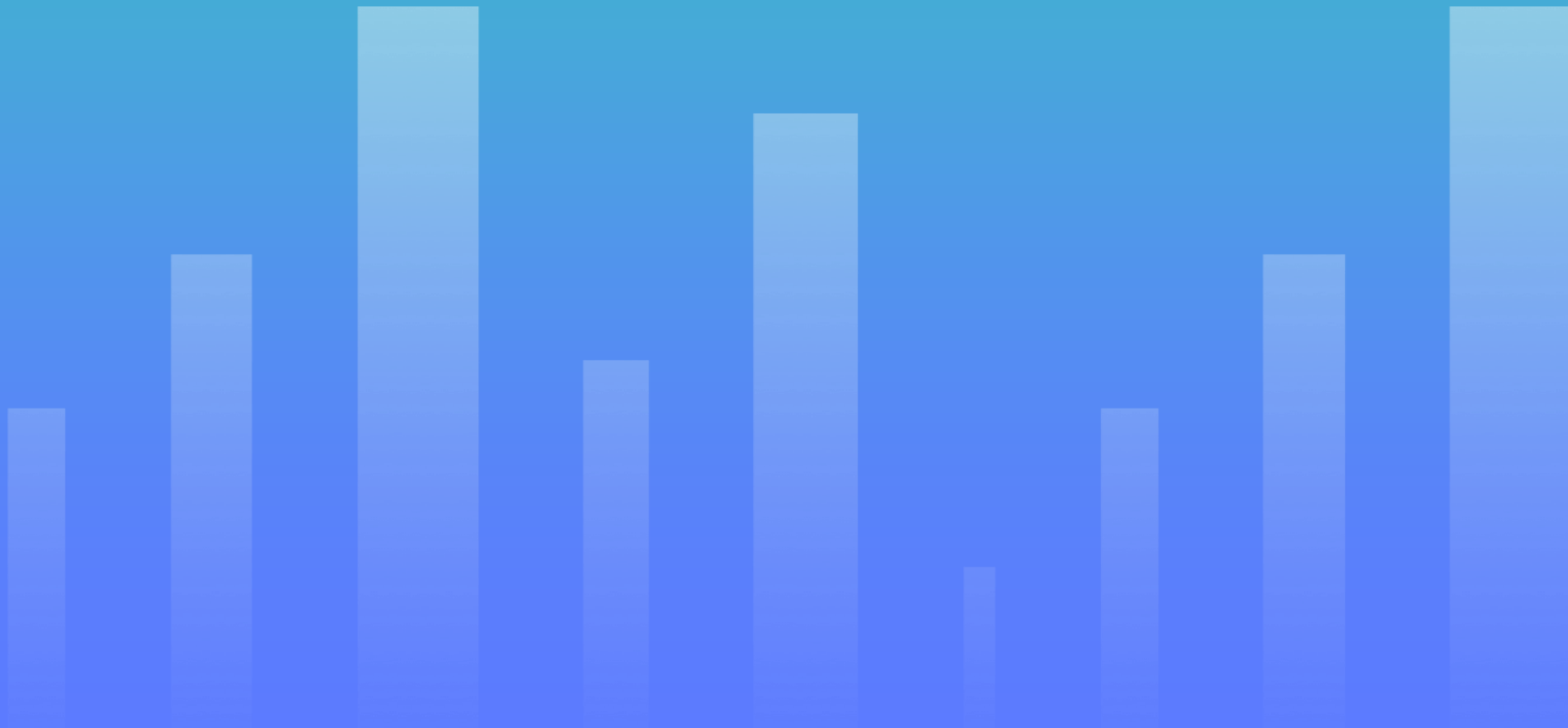
Interviews were conducted August 30 – September 7, 2022.



The 95% confidence interval for the base sample is +/- 3.10 percentage points. The 95% confidence interval for subgroups varies and is higher.



# Key Findings & Recommendations



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# Key Findings and Recommendations (1 of 3)

- **Awareness of the IRA's benefits is low.** Just a fifth of voters say they have heard *a lot* about the IRA (20%), and only 44% support it without a description.
- **However, when we give respondents a description of the IRA, 70% support it.** This includes over two-thirds of Independents (67%), and even a plurality of Republicans (47%).
- **The most popular components of the IRA address prescription drugs/healthcare and taxes.** Components focused on these issues consistently emerge as most popular throughout the poll and get far more traction than components related to clean energy, climate change, energy costs, or the deficit.
- **Our messaging should highlight how it lowers costs by:**
  - Giving Medicare the power to negotiate lower prescription drug prices
  - Capping out-of-pocket prescription drug costs and the cost of insulin at \$35 for seniors
  - Reducing health care premiums by an average of \$800 a year for 13 million people
- **And how it is paid for (and NOT paid for) by:**
  - Cracking down on tax cheating by the wealthy and corporations
  - Requiring billion-dollar corporations to pay a tax rate of at least 15%
  - Not raising taxes on anyone making under \$400,000 or on small businesses

# Key Findings and Recommendations (2 of 3)

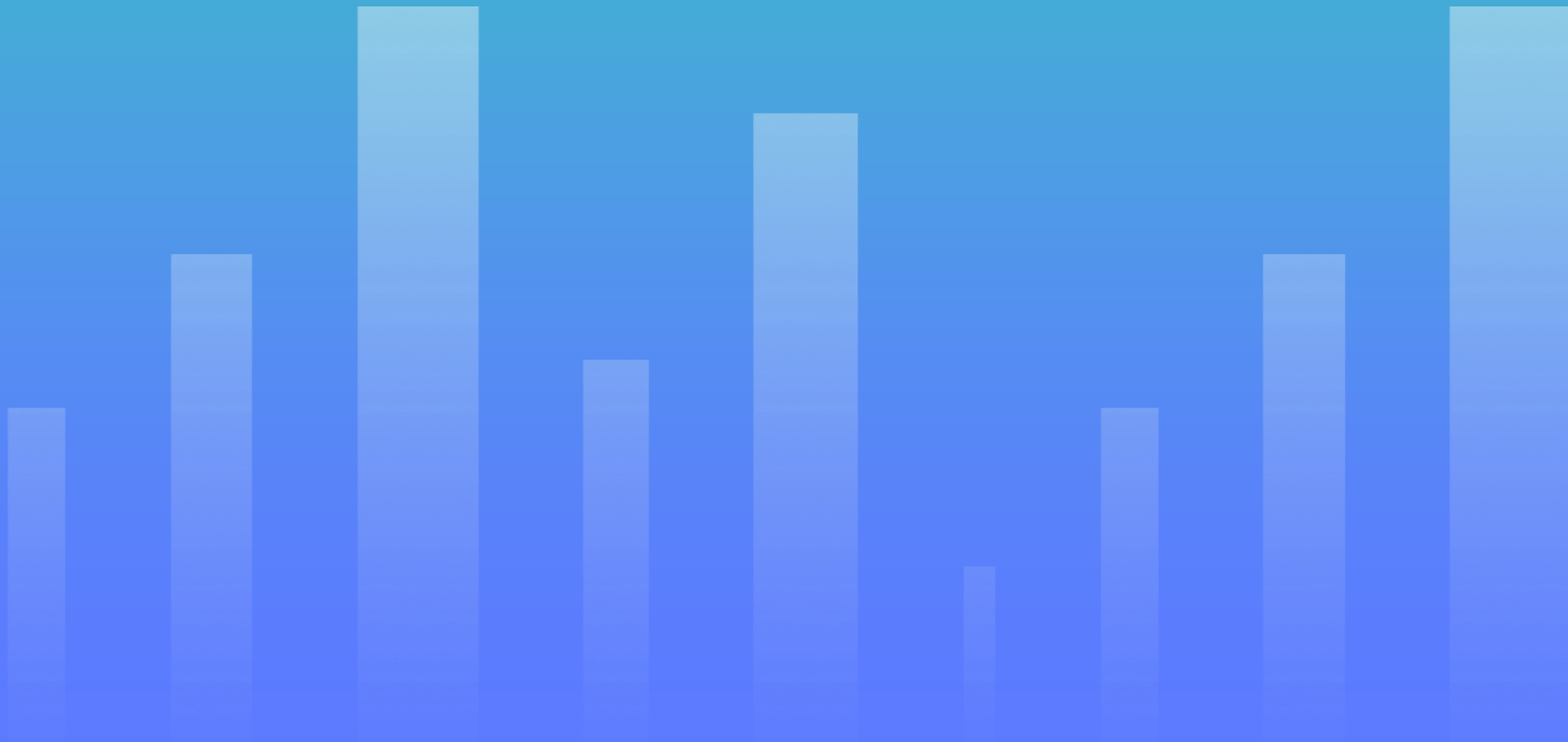
- **Suggested Core Message in Support of IRA:** *The Inflation Reduction Act will help reduce inflation by allowing Medicare to negotiate lower drug prices, capping out-of-pocket prescription drug costs and the cost of insulin for seniors, and lowering health care premiums by an average of \$800 a year for 13 million people. It also invests in increasing the production of clean energy to combat climate change and reduces the federal budget deficit by \$300 billion. It is fully paid for by cracking down on wealthy and corporate tax cheats and by making billion-dollar corporations pay a fairer share of taxes. And it will not raise taxes on anyone making under \$400,000 or on small businesses.*
- **Best response to GOP attacks on spending/inflation/taxes:** *Democrats say the Inflation Reduction Act is more than fully paid for -- in fact, it will reduce the deficit by \$300 billion. It does this by making billion-dollar corporations pay a fairer share of taxes, by cracking down on wealthy and corporate tax cheats, and by preventing price gouging by drug corporations. It will not raise taxes on anyone making under \$400,000.*
- **Best response to GOP attacks on IRS funding:** *Democrats say by restoring IRS staffing levels to where they were before deep Republican budget cuts, this law will make the IRS work better for taxpayers. That means shorter waits to get tax refunds and questions answered, and catching more wealthy and corporate tax cheats.*

# Key Findings and Recommendations (3 of 3)

- **Best messaging on the 15% minimum tax rate for billion-dollar corporations:**
  - *The IRA ensures billion-dollar corporations will no longer pay a lower tax rate than average Americans, including nurses, firefighters, and teachers.*
  - *55 big corporations paid \$0 in federal taxes in 2020*
- **Best messaging on strengthening the IRS:**
  - *The richest 1% avoid paying \$160 billion a year that they owe in taxes due to a lack of tax enforcement*
  - *The IRA strengthens tax enforcement to help catch wealthy and corporate tax cheats who avoid paying what they owe in taxes*
  - ***Note: It is more effective to talk about strengthening “tax enforcement” than “IRS enforcement,” which is much less popular.***
- **Best messaging on the billionaire income tax:**
  - *The billionaire income tax will close a loophole that currently allows some billionaires to pay little or no federal income taxes on their investment gains.*
  - *Many billionaires are currently paying a lower tax rate than the average taxpayer, including nurses, firefighters, and teachers.*



# Support for the IRA

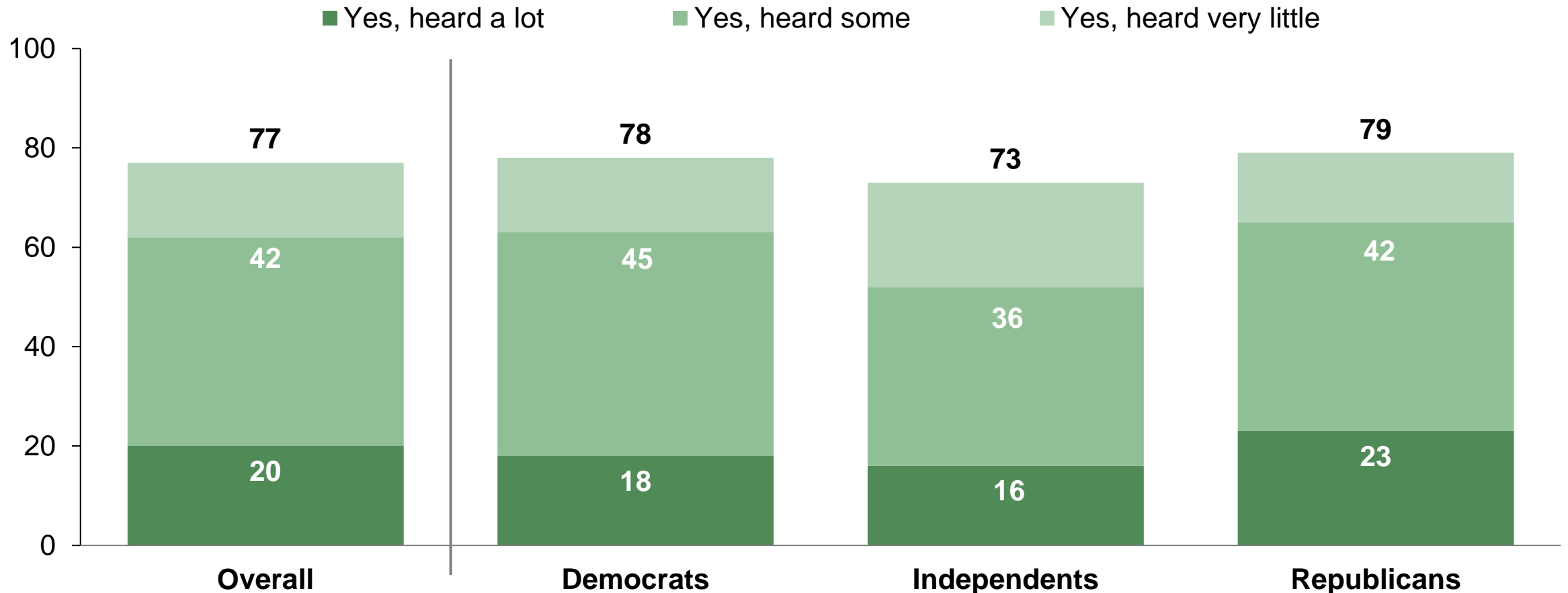


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# Eight in ten voters have heard at least something about the Inflation Reduction Act, but only a fifth report having heard *a lot*.

Republicans report having heard a little more about it.

*Have you seen, read, or heard anything about the new legislation called the Inflation Reduction Act that was recently passed by Congress and signed into law by President Biden?*

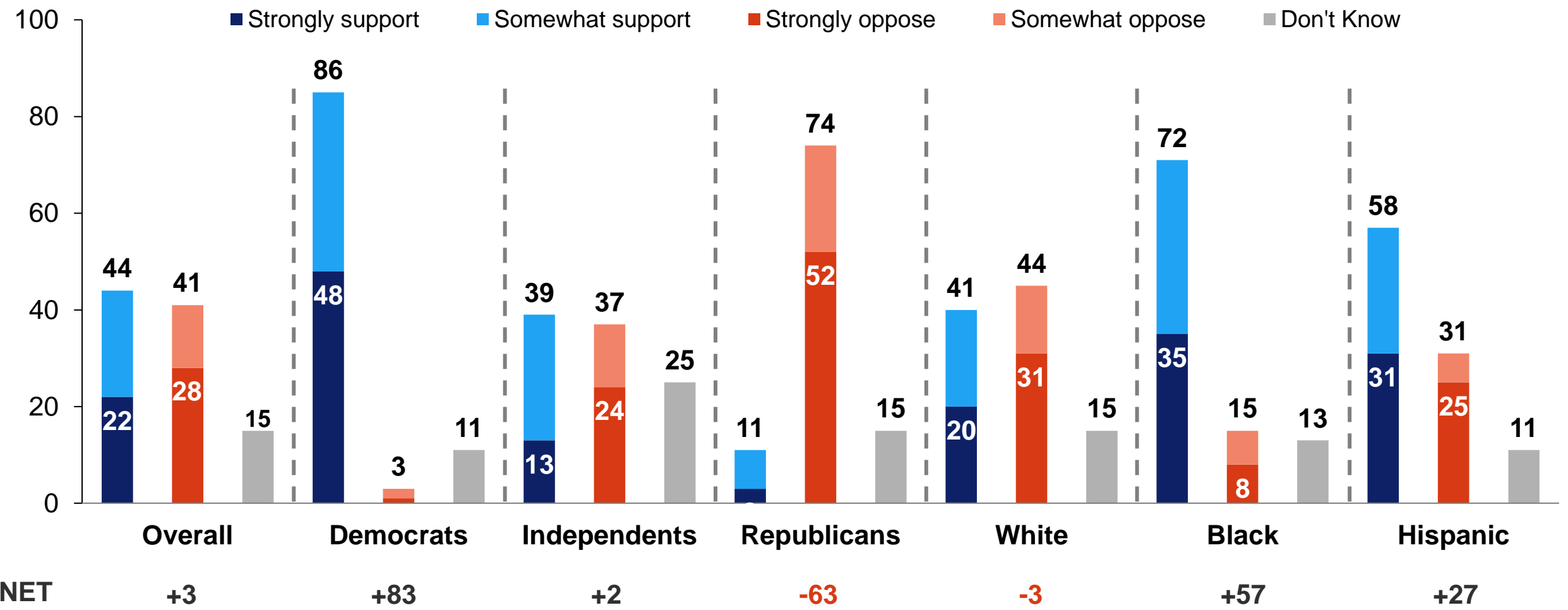




# Without any additional information, voters are split on the IRA and views are soft, with a 44% plurality supportive and 15% unsure.

Independents are split down the middle and less likely to have an opinion on the law. Democrats are broadly supportive but less than half strongly support it. Democrats are broadly supportive but less than half strongly support it.

Do you support or oppose the Inflation Reduction Act?\*

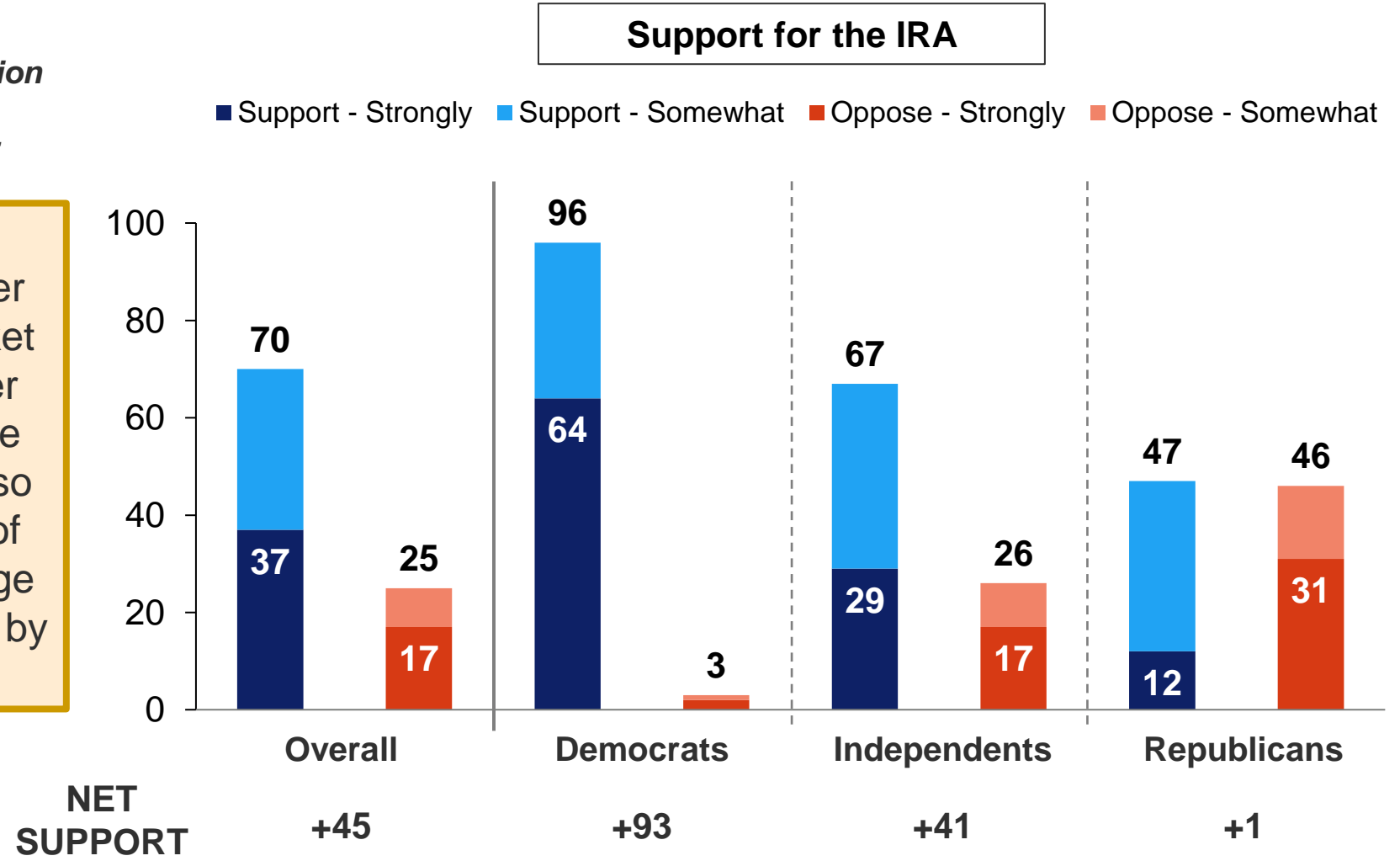


# When given a description of the IRA, without saying how it will be paid for, a strong majority of voters support it (70%), and just 25% oppose it.

Two-thirds of Independents favor it, Democrats universally support it, and even a narrow plurality of Republicans support it.

*Below is a description of the Inflation Reduction Act. Please read the description and then indicate whether you support or oppose it:*

The Inflation Reduction Act gives Medicare the power to negotiate lower drug prices, caps seniors' out-of-pocket prescription drug costs, and will lower health insurance premiums for people who buy insurance on their own. It also invests in increasing the production of clean energy to combat climate change and reduces the federal budget deficit by \$300 billion.



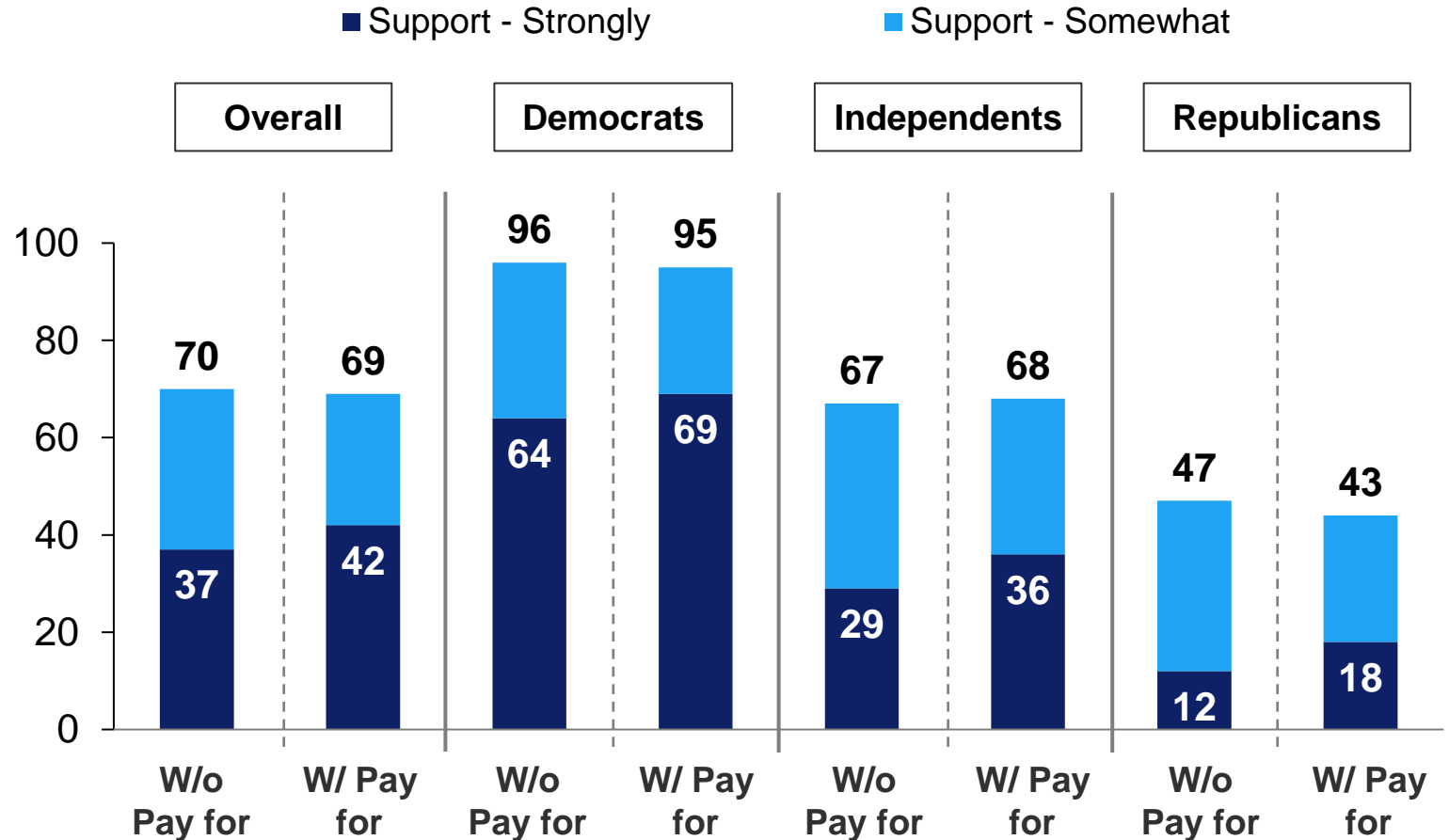
# And when respondents hear how the IRA will be paid for, *strong* support rises by 5 points.

Strong support increases by 7 points with Independents after they hear about the pay fors.

**Support for the IRA Without and With Pay-for Description**

*Below is a description of how the Inflation Reduction Act will be paid for:*

The Inflation Reduction Act will be paid for by requiring billion-dollar corporations to pay a minimum tax rate of 15%, by a 1% tax on corporate stock buybacks, and by strengthening IRS enforcement to crack down on tax cheating by the wealthy and corporations.

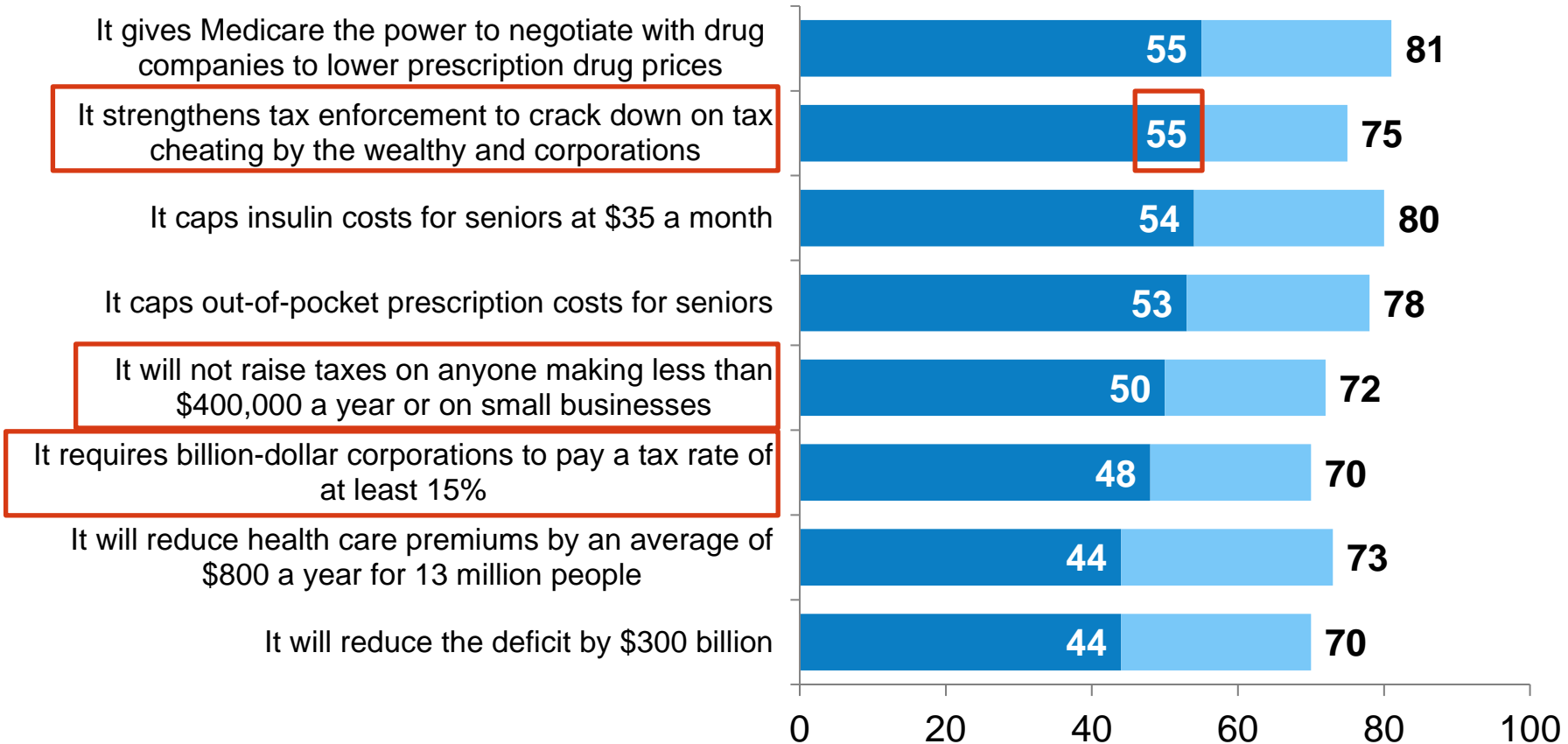


# The IRA's most popular components are all related to either prescription drugs or taxes.

That it cracks down on tax cheating by the wealthy and corporations is tied with Medicare negotiations in terms of *intense* support.

## IRA Components: Top Tier

■ Much more likely to support IRA    ■ Somewhat more likely to support IRA

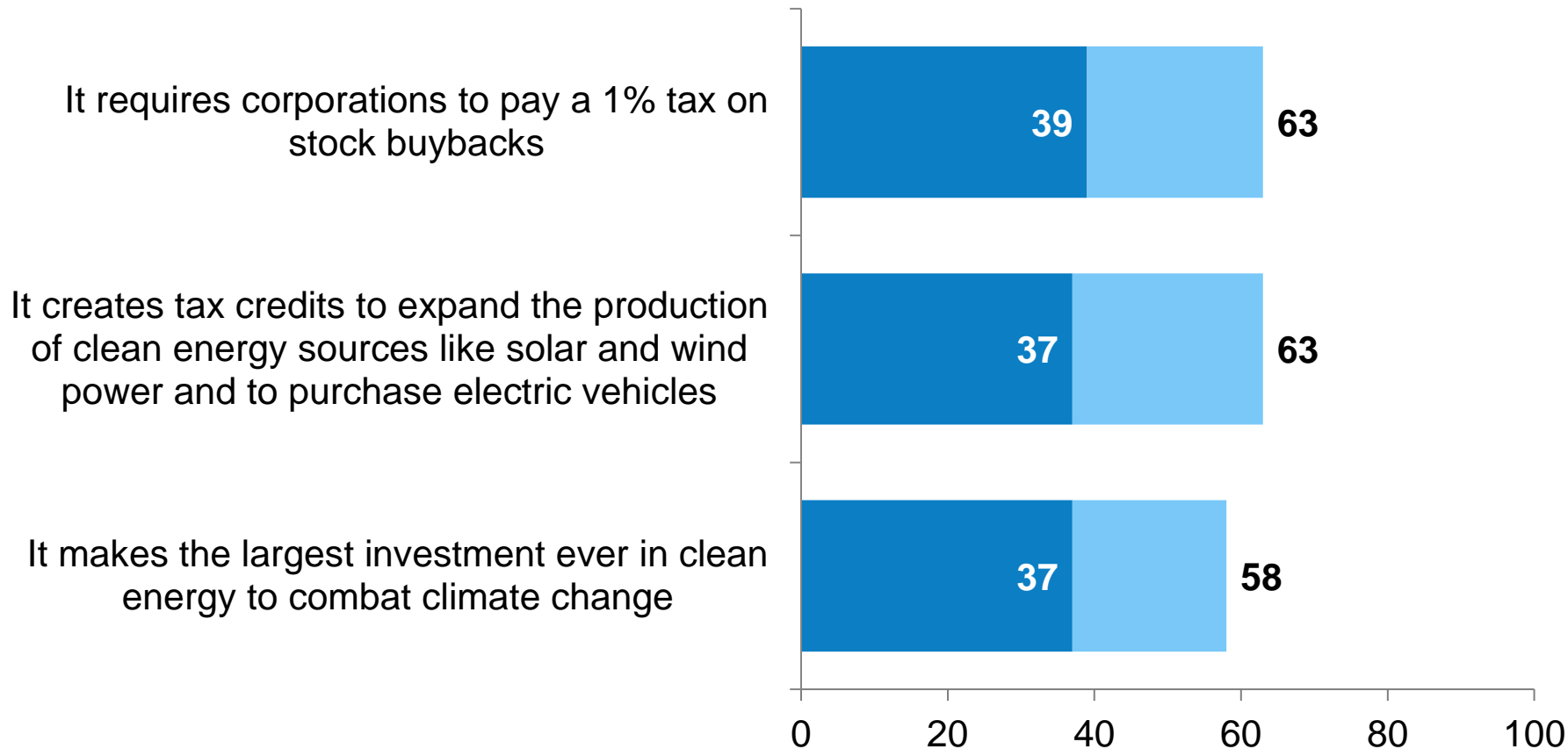


% TOTAL MORE LIKELY		
IND.	IND. <55	IND. 55+
84	87	82
80	82	77
82	84	79
79	77	80
75	78	71
65	63	68
70	75	64
68	70	65

# The stock buyback and clean energy/climate components are lower tier for voters but are still net positives.

## IRA Components: 2<sup>nd</sup> Tier

■ Much more likely to support IRA    ■ Somewhat more likely to support IRA



## % TOTAL MORE LIKELY

IND.    IND. <55    IND. 55+

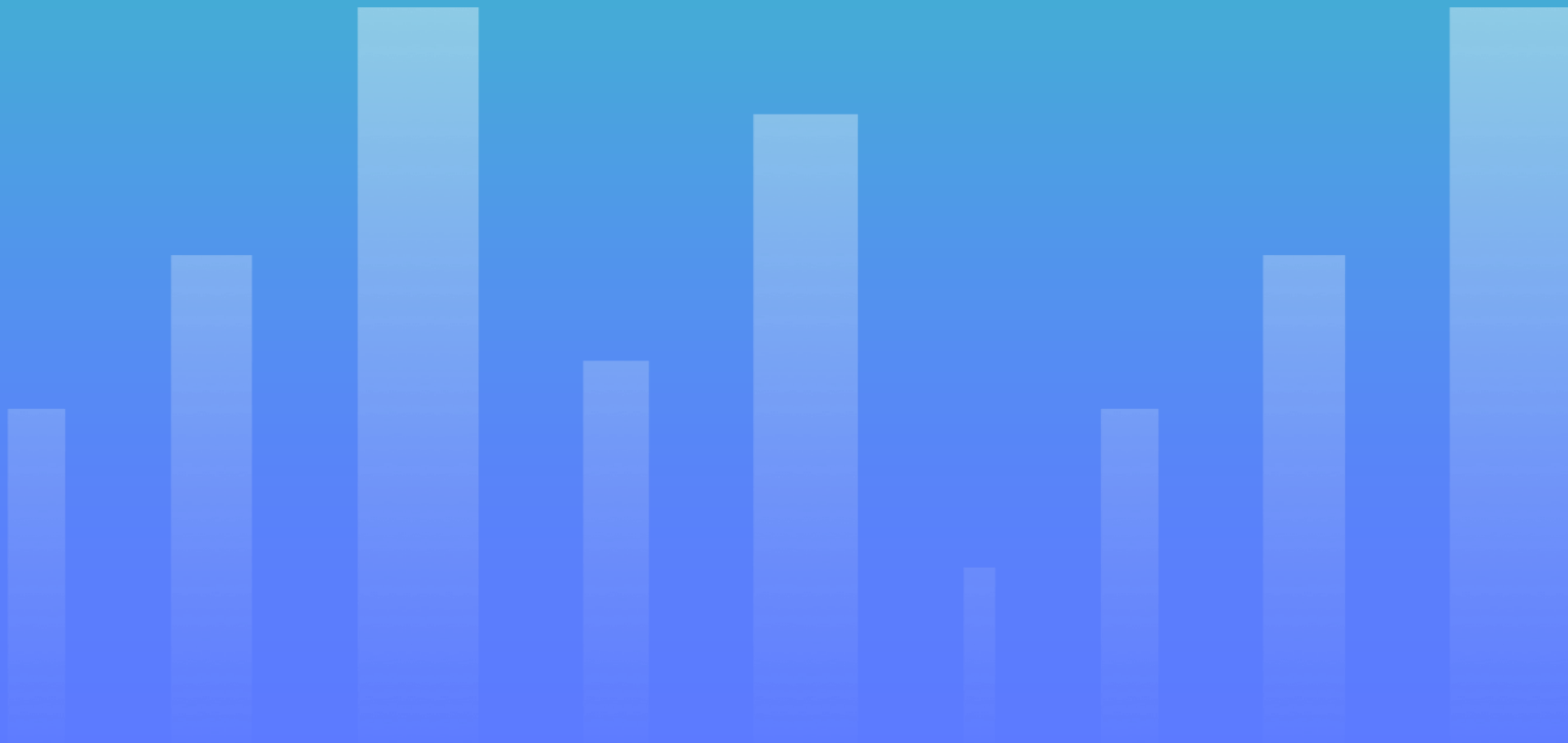
59    58    60

55    64    46

60    62    58



# IRA Messaging



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**The top messages in support of the IRA focus on reducing prescription drug prices, reducing inflation by lowering costs, and how the law is paid for by making billion-dollar corporations pay their fair share.**

IRA Messaging – Top Tier % Top 3 Choices (% Top Choice)	Overall	Ind.	Ind. Women	Ind. Men	Ind <55	Ind. 55+
<b>[PRESCRIPTION DRUGS]</b> The Inflation Reduction Act will lower prescription drug prices by finally giving Medicare the power to negotiate with drug corporations to lower costs, and by capping overall out-of-pocket costs on prescription drugs for seniors and on insulin at \$35 a month.	<b>54</b> <b>(32)</b>	53 (35)	50 (33)	56 (38)	49 (28)	58 (43)
<b>[INFLATION]</b> The Inflation Reduction Act will help reduce inflation by allowing Medicare to negotiate lower drug prices, lowering health care premiums by an average of \$800 a year for 13 million people, reducing household energy costs by an average of \$300 a year, and reducing the deficit by \$300 billion.	<b>51</b> <b>(9)</b>	53 (8)	47 (6)	59 (10)	49 (6)	56 (10)
<b>[REDUCES COSTS AND PAID FOR]</b> The Inflation Reduction Act will reduce prescription drug prices, health care premiums, and energy costs for working families and seniors. <b><i>It is fully paid for by making billion-dollar corporations pay a fairer share of taxes, cracking down on wealthy tax cheats, and preventing price gouging by drug corporations.</i></b>	<b>48</b> <b>(10)</b>	51 (11)	54 (13)	47 (8)	50 (15)	52 (6)
<b>[TAXES &amp; DEFICIT]</b> The Inflation Reduction Act lowers costs for working families and seniors by <b><i>making the wealthy and billion-dollar corporations pay a fairer share in taxes. It will not raise taxes on anyone making under \$400,000 a year or on small businesses,</i></b> and it will reduce the deficit by \$300 billion.	<b>43</b> <b>(15)</b>	40 (13)	44 (16)	36 (11)	40 (11)	40 (16)

# Frames on special interests, the IRS, clean energy, and the tax components (without also attaching them to the cost-lowering benefits of the IRA) do not test as strongly.

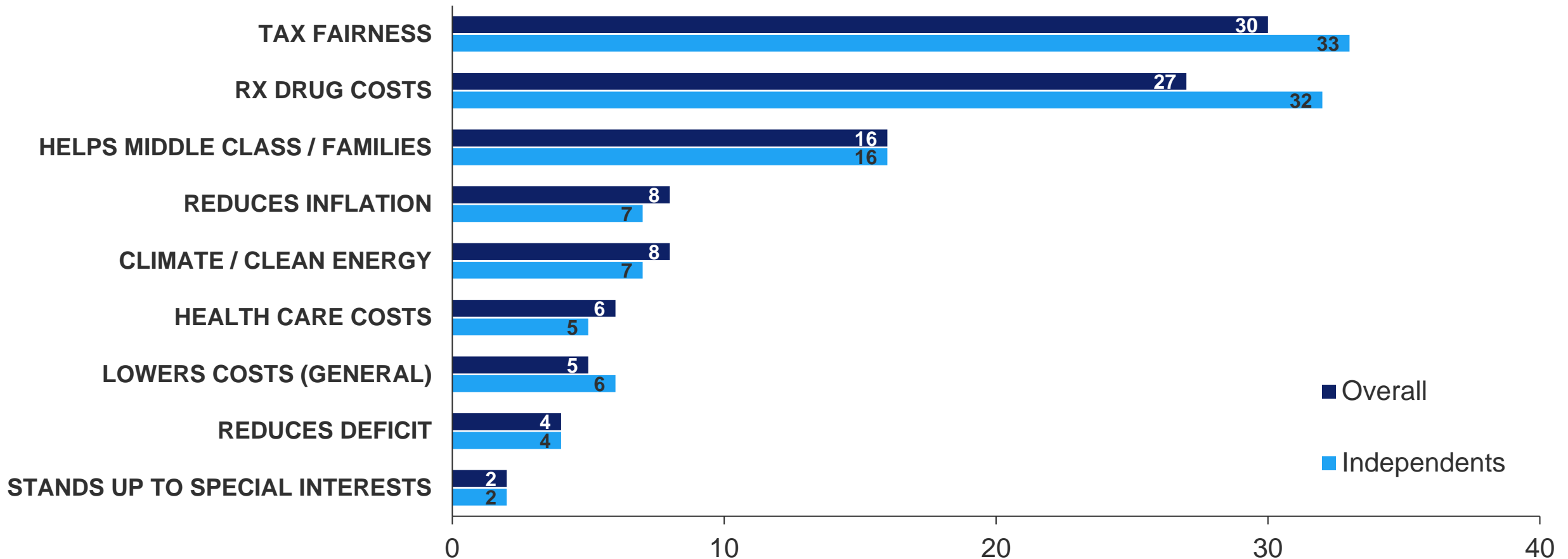
IRA Messaging – Second Tier % Top 3 Choices (% Top Choice)	Overall	Ind.
<b>[BILLION-DOLLAR CORPORATIONS]</b> The Inflation Reduction Act will make billion-dollar corporations pay a fairer share of taxes. Many of these corporations pay a lower tax rate than nurses, firefighters, and teachers, and 55 corporations paid \$0 federal income taxes in 2020. This law will ensure they no longer pay a lower tax rate than average Americans.	<b>33</b> <b>(10)</b>	34 (9)
<b>[TAX SYSTEM]</b> The Inflation Reduction Act will make our tax code fairer by making billion-dollar corporations pay a fairer share of taxes and cracking down on wealthy tax cheats. It won't raise taxes on anyone making under \$400,000 a year or on small businesses.	<b>24</b> <b>(6)</b>	24 (6)
<b>[CLEAN ENERGY]</b> The Inflation Reduction Act will make the biggest investment ever in clean energy to lower household energy costs, reduce our dependence on foreign oil, and combat climate change. It will provide tax credits to expand the use of solar and wind power and electric vehicles, and reduce carbon pollution by 40% by 2030.	<b>21</b> <b>(11)</b>	19 (9)
<b>[IRS]</b> The richest 1% avoid paying \$160 billion a year in taxes because the IRS does not have enough staff to audit them. The Inflation Reduction Act will strengthen tax enforcement to help catch wealthy and corporate tax cheats and make them pay what they owe.	<b>19</b> <b>(7)</b>	19 (8)
<b>[SPECIAL INTERESTS]</b> With the Inflation Reduction Act, the American people won and special interests lost. Big drug and oil corporations spent nearly \$100 million to defeat this law, because they knew it would mean less price gouging by them and lower prescription drug and energy costs for the American people.	<b>8</b> <b>(2)</b>	7 (2)



# In open-ends on the best reason to support the IRA, tax fairness tops the list, followed closely by prescription drug costs, both ranking far ahead of other reasons.

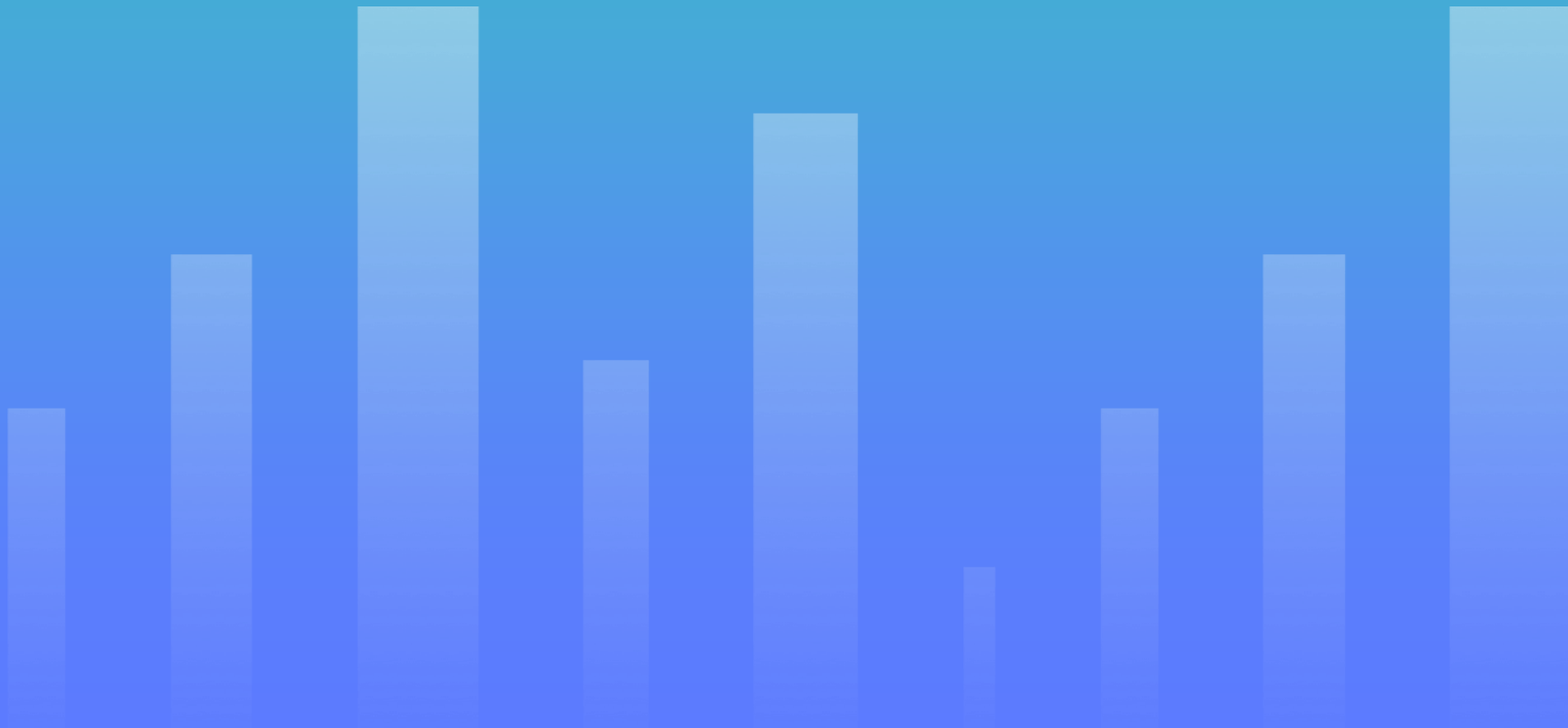
That it will generally help families is a distant third.

*Regardless of whether you support the Inflation Reduction Act, or not, what do you think is the best reason to support it?  
[OPEN-ENDED] [MULTIPLE RESPONSES ACCEPTED]*





# IRA Attack and Response



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# The most effective rebuttal to the GOP's inflation/spending hit is that the IRA reduces the deficit, is fully paid for by making billion-dollar corporations pay their fair share and won't raise taxes on anyone making under \$400K.

Which of the following statements do you agree with more:

## INFLATION ATTACK

Republicans say that instead of doing anything to address inflation, which is at a 40-year high, Democrats in Congress passed this reckless law, which is a \$750 billion government spending spree that will make inflation much worse.

### PAID FOR RESPONSE

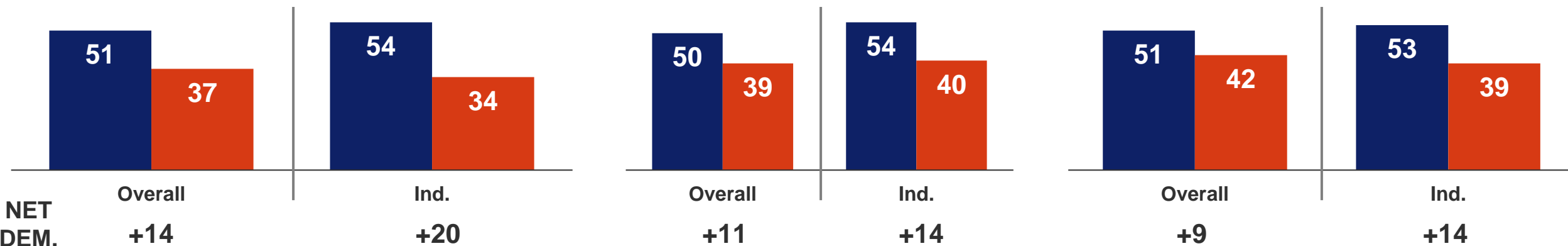
Democrats say the Inflation Reduction Act is more than fully paid for -- in fact, it will reduce the deficit by \$300 billion. It does this by making billion-dollar corporations pay a fairer share of taxes, by cracking down on wealthy and corporate tax cheats, and by preventing price gouging by drug corporations. It will not raise taxes on anyone making under \$400,000.

### REDUCE INFLATION RESPONSE

Democrats say the Inflation Reduction Act will reduce inflation by allowing Medicare to negotiate lower prescription drug prices, by reducing energy costs for families by an average of \$300 a year, and by reducing the budget deficit by \$300 billion.

### COUNTERATTACK RESPONSE

Democrats say when Republicans were in charge, they passed huge tax cuts for billionaires and corporations. Now they have again sided with their special interest donors to oppose the Inflation Reduction Act, which will lower prescription drug prices and household energy costs charged by greedy corporations and make them pay a fairer share of taxes.



# This same 'paid for' response is also the most effective response to a GOP attack on how the IRA will raise taxes on the middle class and small businesses.

A similar response that leads with a line about the GOP lying also does well with Independents.

**Which of the following statements do you agree with more:**

## TAXES ATTACK

*Republicans say this reckless law is a tax hike on working families. It includes \$500 billion of new taxes, most of which will be paid by middle and lower income people and small businesses. With our country already facing a recession, the American people cannot afford the higher taxes from this law.*

### PAID FOR RESPONSE

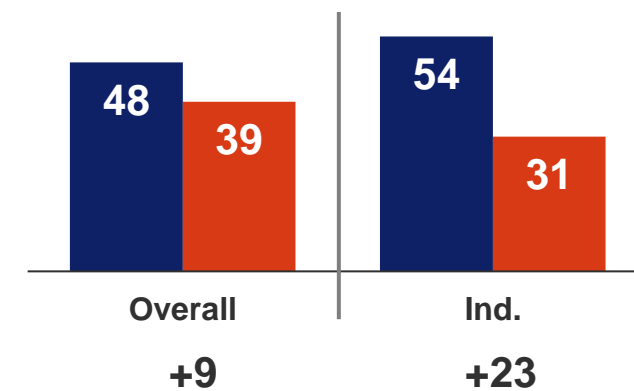
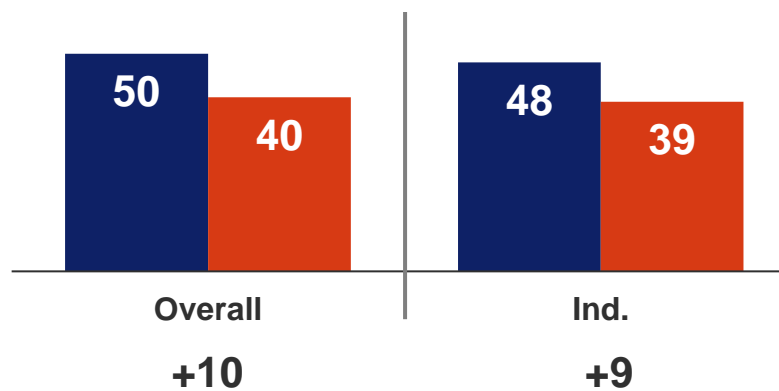
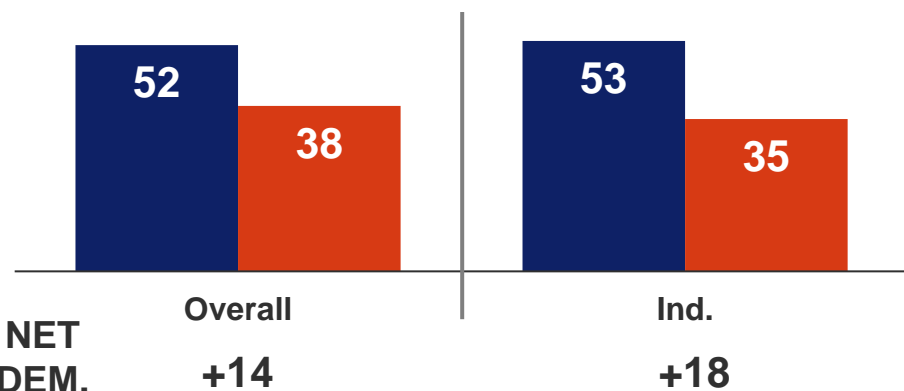
*Democrats say the Inflation Reduction Act is more than fully paid for -- in fact, it will reduce the deficit by \$300 billion. It does this by making billion-dollar corporations pay a fairer share of taxes, by cracking down on wealthy and corporate tax cheats, and by preventing price gouging by drug corporations. It will not raise taxes on anyone making under \$400,000.*

### COUNTERATTACK RESPONSE

*Democrats say when Republicans were in charge, they passed huge tax breaks for billionaires and corporations. Now they are opposing the Inflation Reduction Act, which does not raise taxes on anyone making under \$400,000 a year and is fully paid for by making billion-dollar corporations pay a fairer share of taxes and by cracking down on wealthy tax cheats.*

### GOP LYING RESPONSE

*Democrats say Republicans are lying about this law. The truth is, it will not raise taxes on anyone making under \$400,000 a year or on small businesses. It only raises taxes on billion-dollar corporations and on wealthy and corporate tax cheats by making them pay the taxes they owe.*



# When responding to Republicans' IRS attack, it's most convincing to highlight that the law will restore staffing levels to where they were before GOP budget cuts, so it can catch more wealthy and corporate tax cheats.

*Which of the following statements do you agree with more:*

## IRS ATTACK

*Republicans say Democrats in Congress voted for this reckless law which spends \$80 billion to hire 87,000 new IRS agents - doubling the size of the IRS. They will harass middle-class families and small businesses by treating them like tax cheats and auditing their taxes.*

### IMPROVE IRS RESPONSE

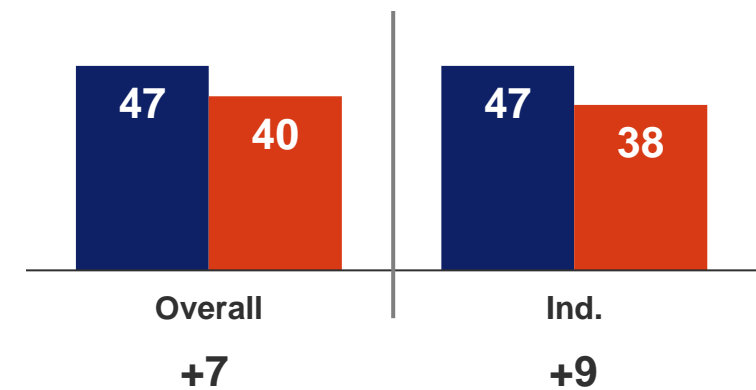
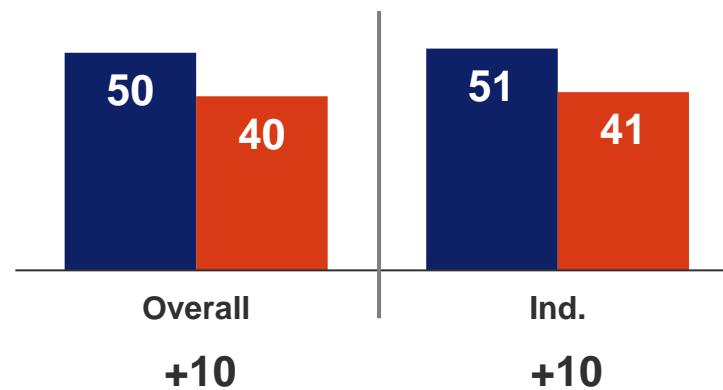
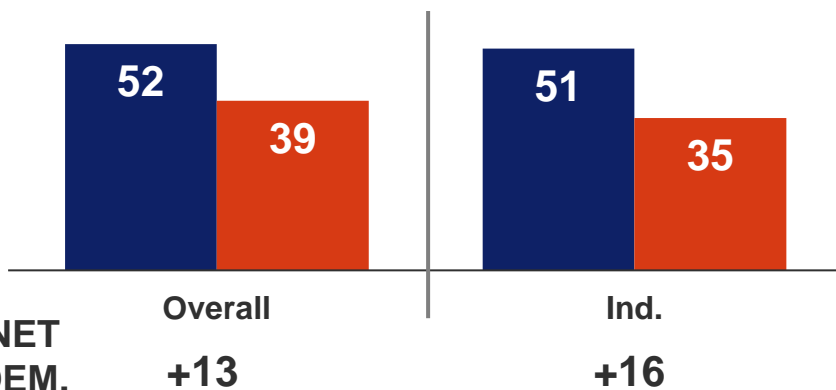
*Democrats say by restoring IRS staffing levels to where they were before deep Republican budget cuts, this law will make the IRS work better for taxpayers. That means shorter waits to get tax refunds and questions answered, and catching more wealthy and corporate tax cheats.*

### CATCH CHEATS RESPONSE

*Democrats say the IRS will not increase the audit rates of small businesses or people making less than \$400,000 a year. It will only crack down on tax cheating by the wealthy and corporations. Due to weak enforcement now, the richest 1% avoid paying \$160 billion a year that they owe in taxes.*

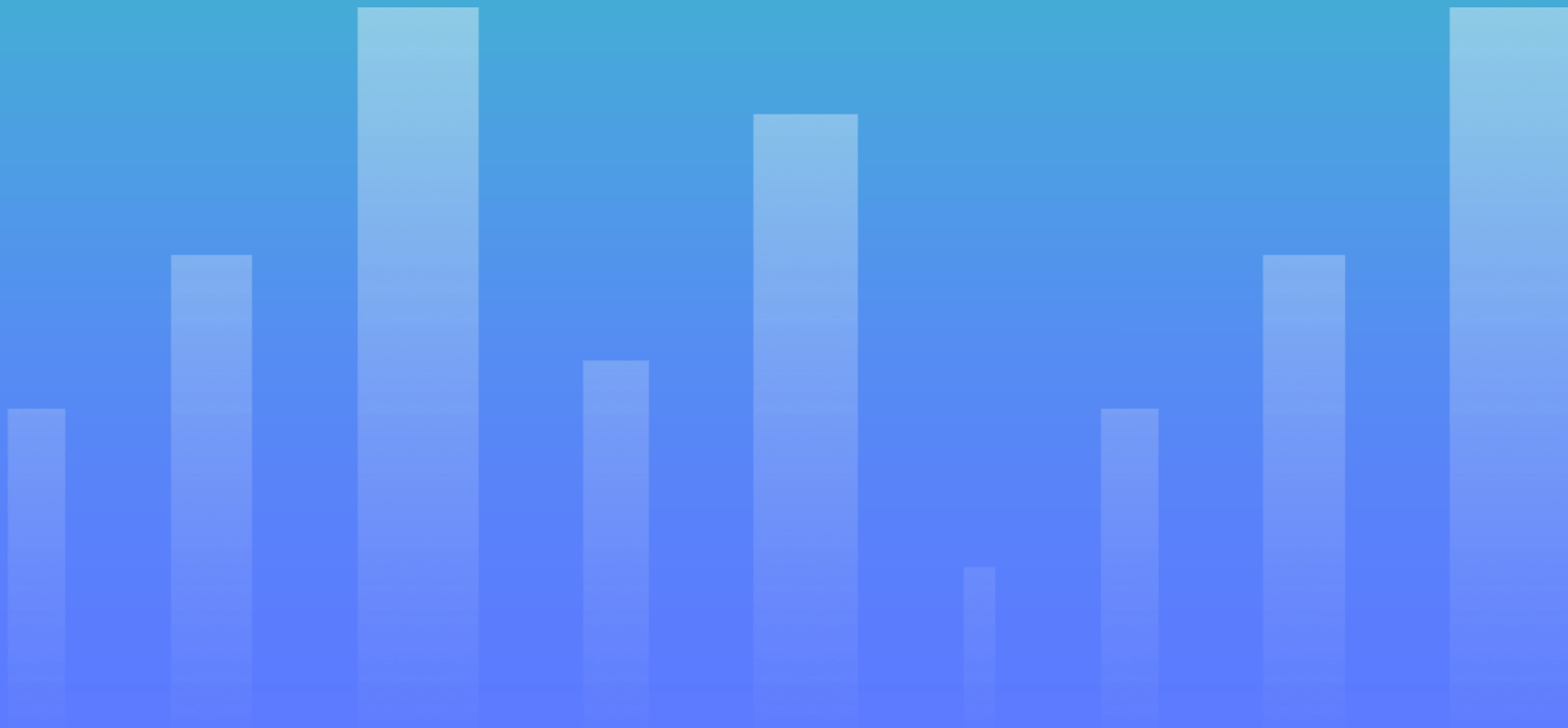
### PAID FOR – LIE RESPONSE

*Democrats say you are being lied to. There's no army of 87,000 new IRS agents. Republicans made deep cuts to the IRS budget so that audit rates of corporations and the wealthy are way down from what they used to be. This law will enable the IRS to audit wealthy and corporate tax cheats to make sure they pay what they owe.*





# IRS Enforcement



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# Referencing the IRS significantly lowers support for the tax enforcement component, especially with Independents.

Including language about making them “pay what they owe” does not increase support.

## IRA Components: IRS Enforcement Language Differences

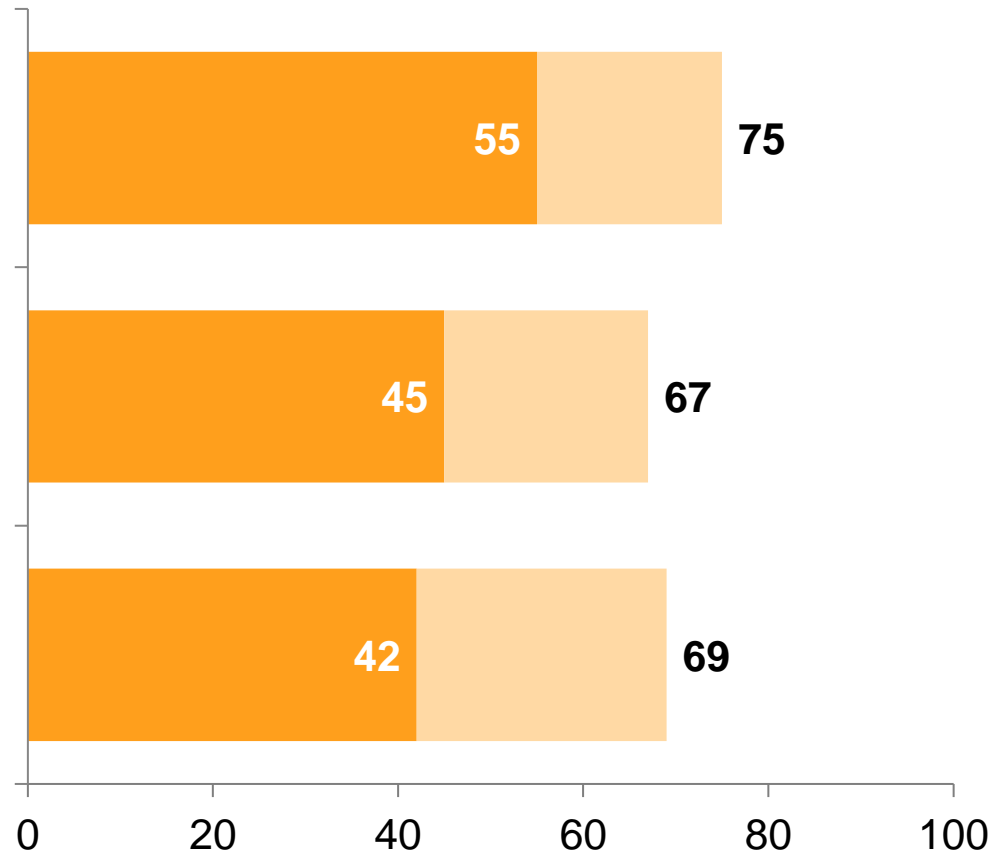
■ Much more likely to support IRA

■ Somewhat more likely to support IRA

It strengthens tax enforcement to crack down on tax cheating by the wealthy and corporations

It strengthens IRS enforcement to crack down on tax cheating by the wealthy and corporations

It strengthens IRS enforcement to crack down on tax cheating by the wealthy and corporations so they pay what they owe



**% TOTAL MORE LIKELY**

**IND.**

80

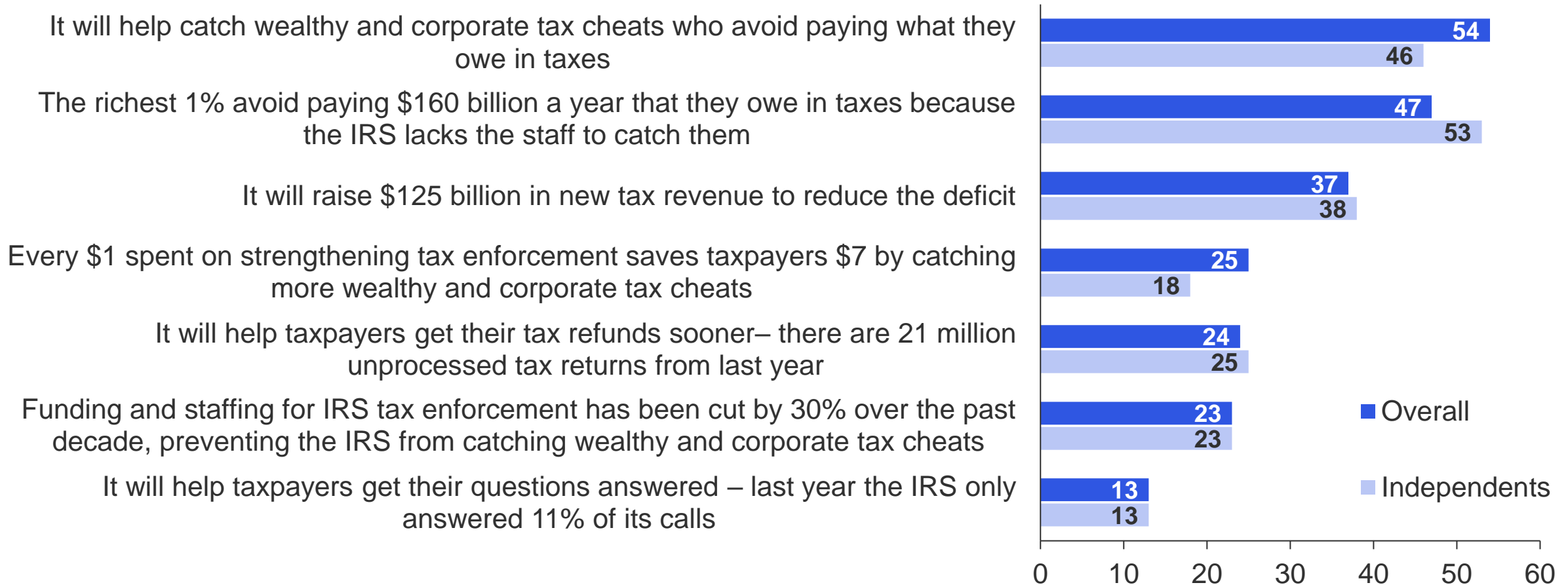
66

65

# Helping to catch more wealthy and corporate tax cheats and highlighting that the richest 1% avoid \$160 billion in taxes each year due to a lack of IRS staff clearly emerge as the top reasons to support strengthening the IRS.

That strengthening the IRS will reduce the deficit \$125 billion is the third best reason.

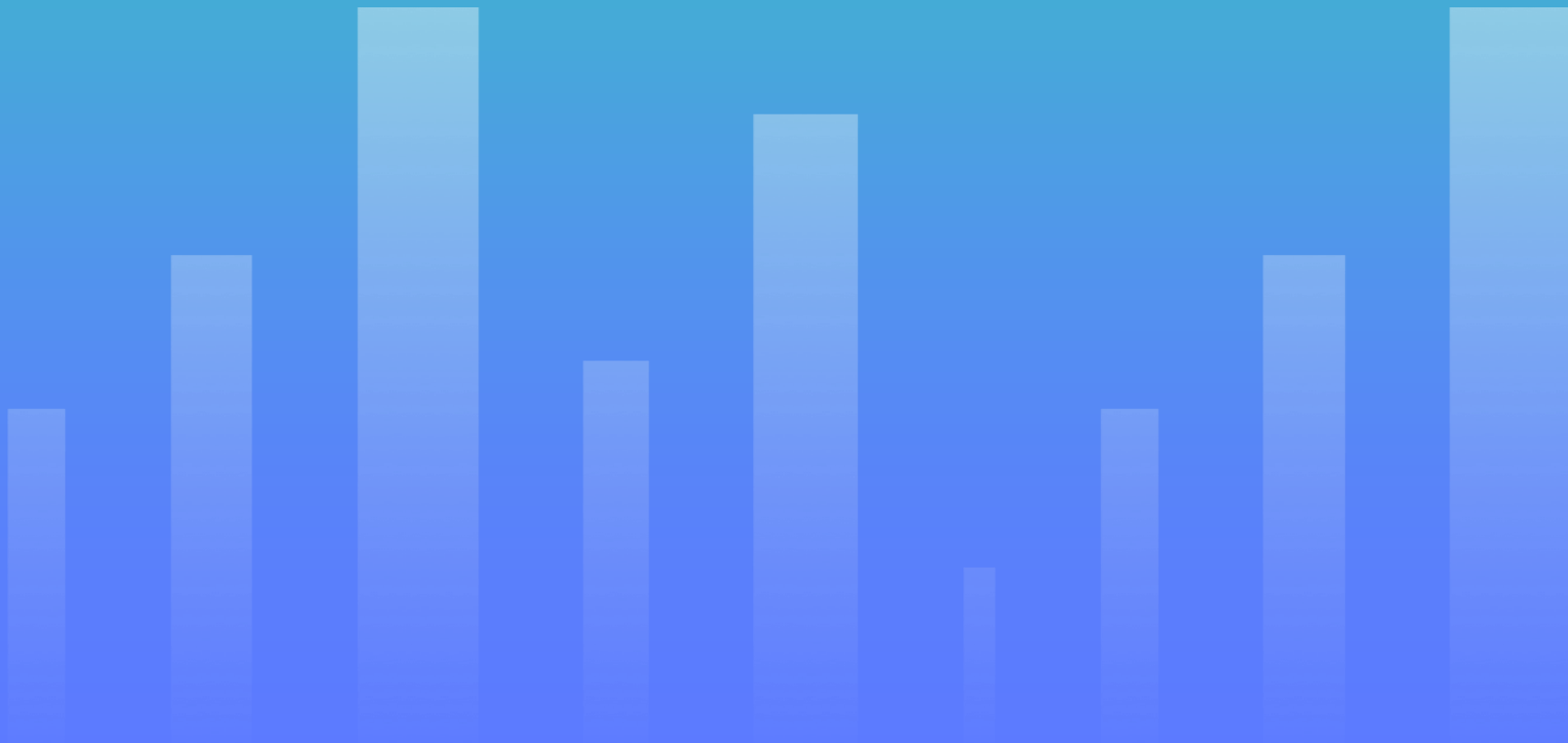
*Which of the following do you think are the best THREE reasons to support strengthening the IRS?  
[TOP 3 COMBINED]*







# Corporate Minimum Tax



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# The best reasons to support the corporate minimum tax are that it will ensure billion-dollar corporations no longer pay a lower tax rate than average Americans and because 55 big corporations paid no income taxes in 2020.

Which of the following do you think are the best TWO reasons to support requiring billion-dollar corporations to pay a minimum tax rate of at least 15%?

[TOP 2 COMBINED]

