

September 2022

The Inflation Reduction Act & Billionaire Minimum Income Tax

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.



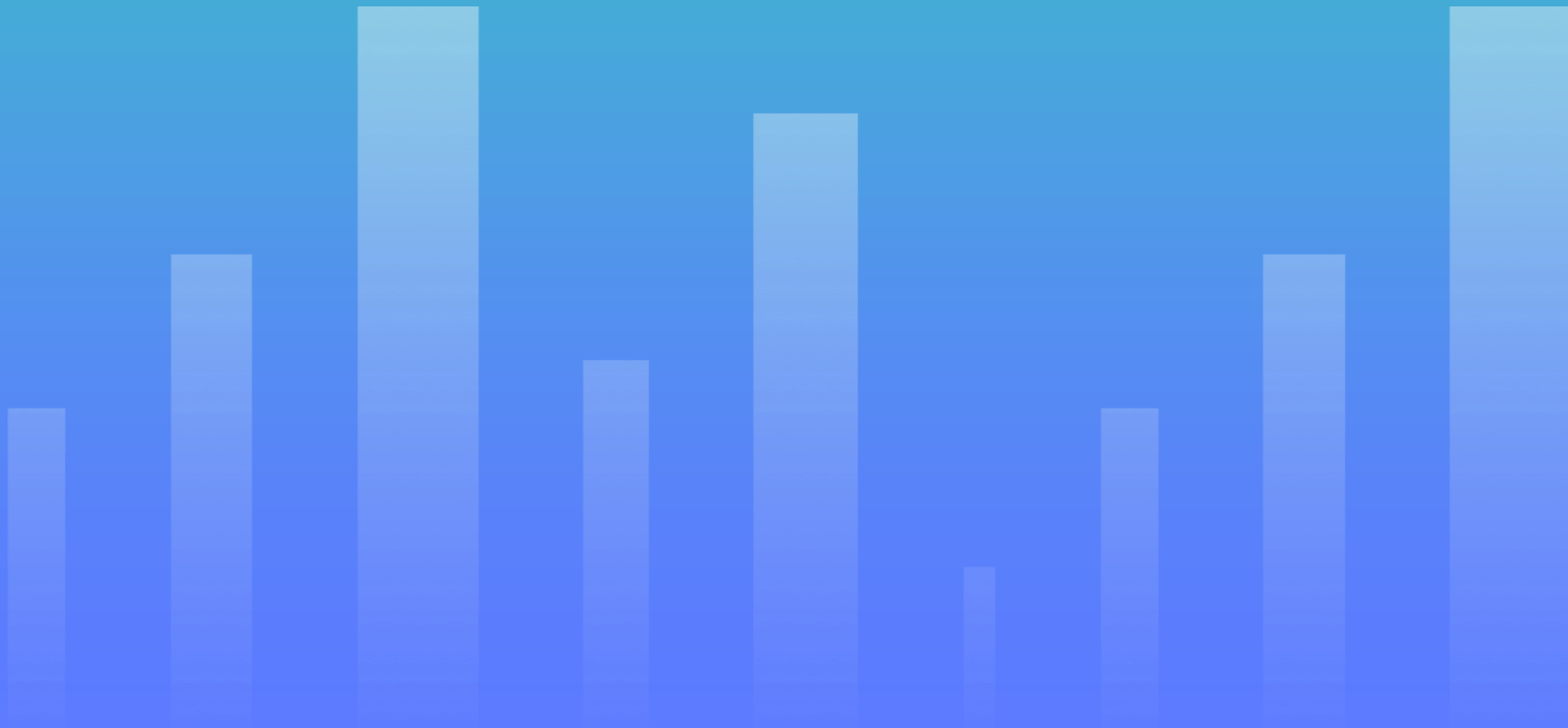
Interviews were conducted August 30 – September 7, 2022.



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



Key Findings and Recommendations (1 of 3)

- **Awareness of the Inflation Reduction Act's details is low.** Just a fifth of voters say they have heard a *lot* about the IRA (20%), including just 16% of Independents.
- **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)

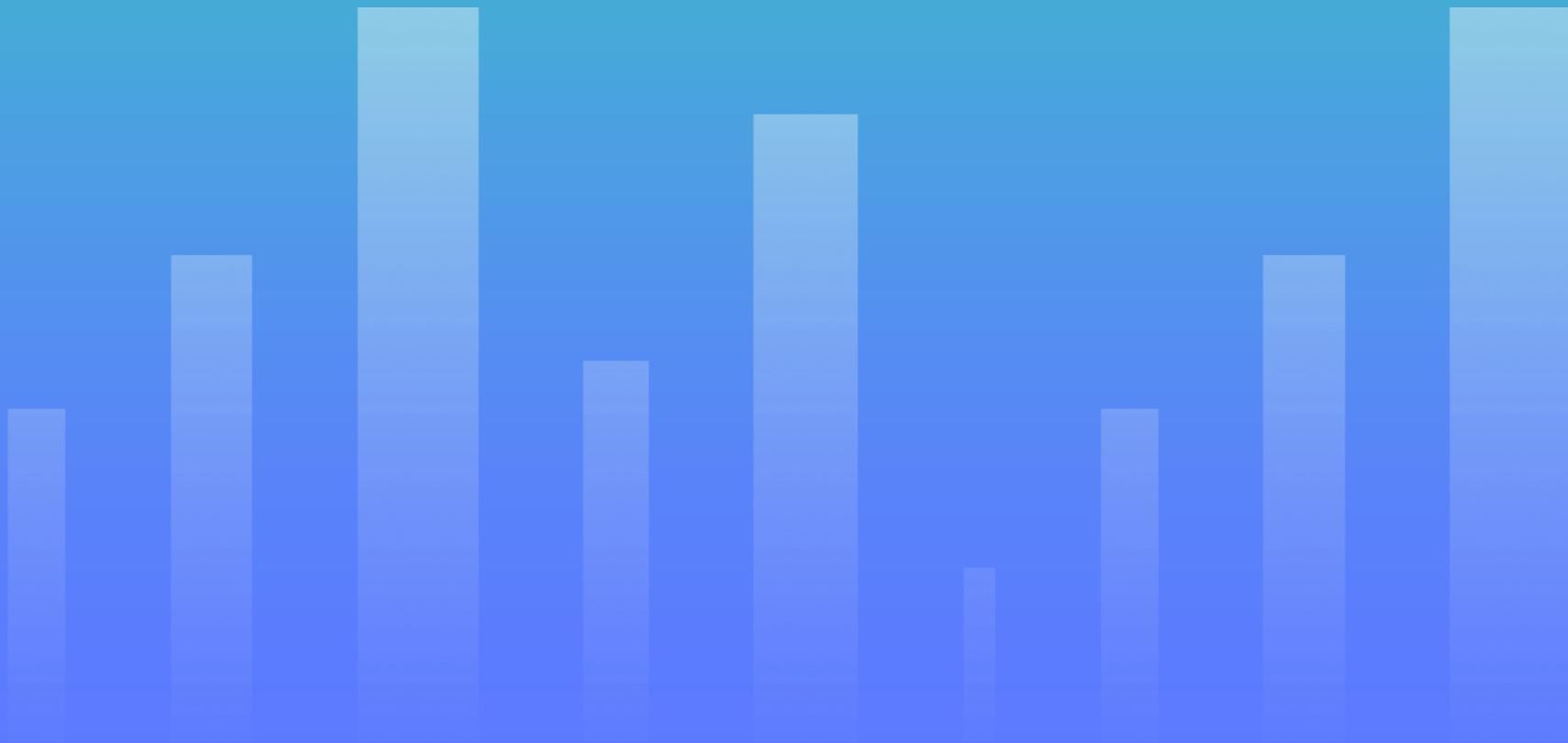
- **Suggested Core Message in Support of IRA:** *The Inflation Reduction Act will help reduce inflation by allowing Medicare to negotiate lower drug prices, capping out-of-pocket prescription drug costs and the cost of insulin for seniors, and lowering health care premiums by an average of \$800 a year 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.*



Billionaire Minimum Income Tax



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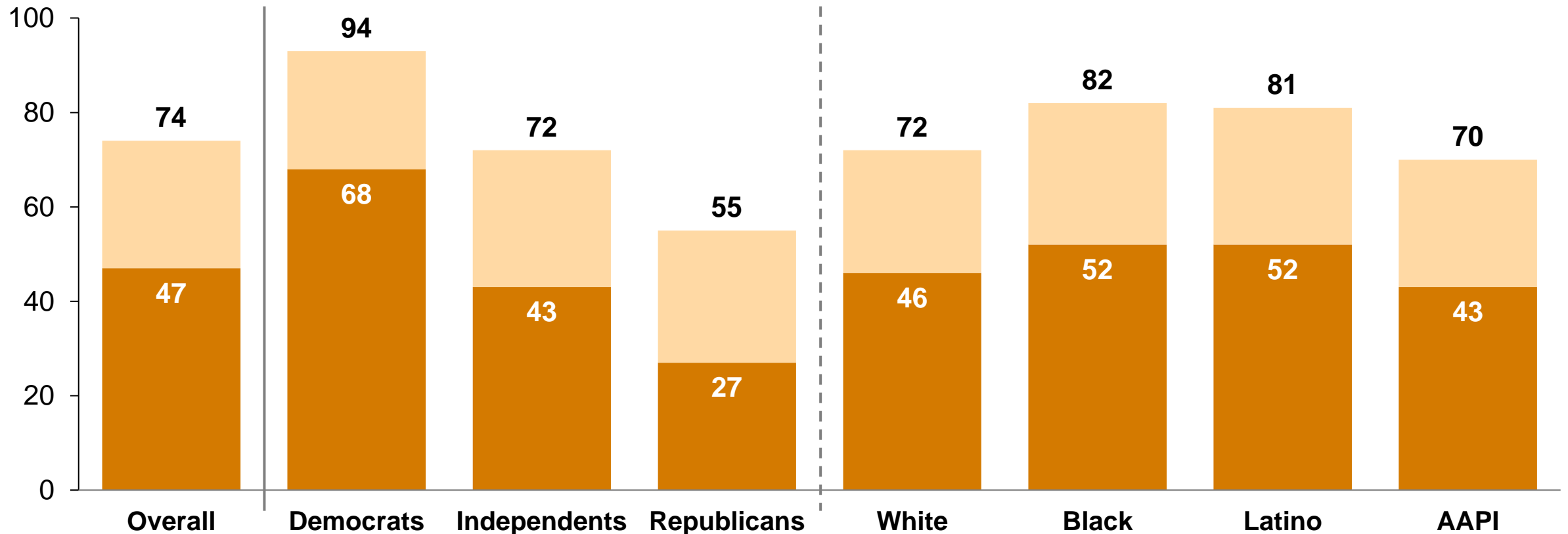
Three-quarters of voters support a Billionaire Minimum Income Tax of 20%.

Strong majorities across partisan and racial lines support it.

Would you support or oppose a Billionaire Minimum Income Tax, which would require American households worth more than \$100 million to pay at least 20% of their annual income in taxes?

■ Support - Strongly

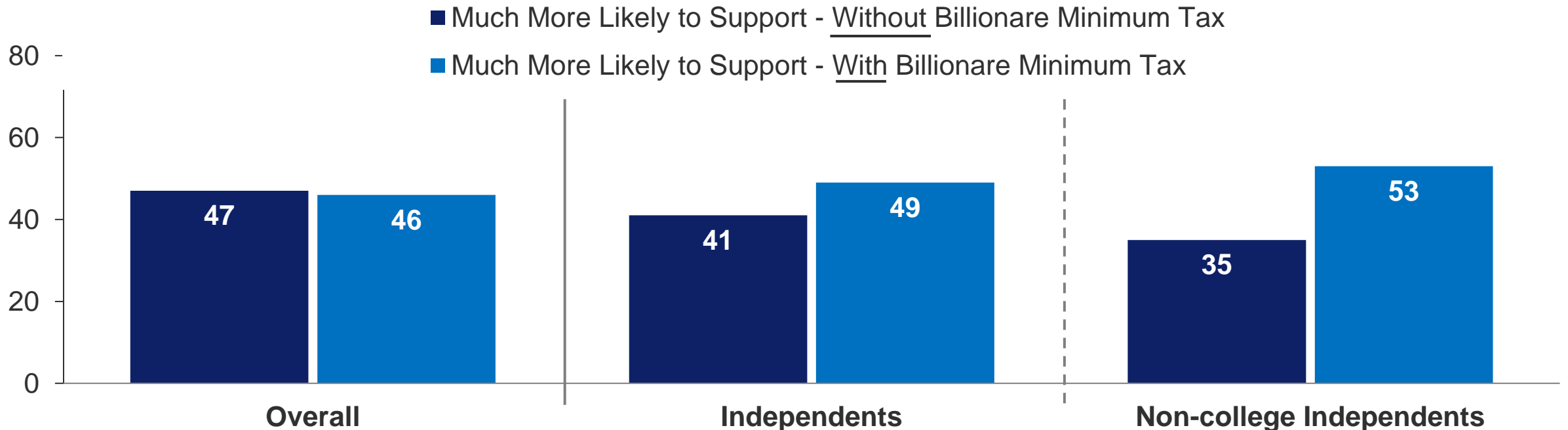
■ Support - Somewhat



Adding a reference to the billionaire income tax boosts support among Independents – and especially non-college Independents – for a message similar to what many Frontline Democrats are using.

Below is a statement from a candidate for Congress. Please read it then indicate whether you would be much more likely, somewhat more likely, no more likely, or less likely to support that candidate:

*To help Americans keep up with rising costs, we passed legislation that allows Medicare to negotiate lower drug prices and that brings the manufacturing of supply chains back to the U.S. Now we need to pass legislation that bans members of Congress from trading individual stocks **[SPLIT: and pass a billionaire income tax that makes them pay their fair share by requiring those worth more than \$100 million to pay an income tax rate of at least 20%.]***



The best reasons to support the Billionaire Minimum Income Tax are that it will close a loophole that allows billionaires to pay little taxes on investment gains and because many are paying a lower tax rate than the average taxpayer.

Which of the following do you think are the best TWO reasons to support a billionaire income tax, which would require American households worth more than \$100 million to pay at least 20% of their annual income in taxes? [TOP 2 COMBINED]

