

# navigator\*

Tuesday, February 27<sup>th</sup>

Tax Fairness: A Guide  
for Advocates



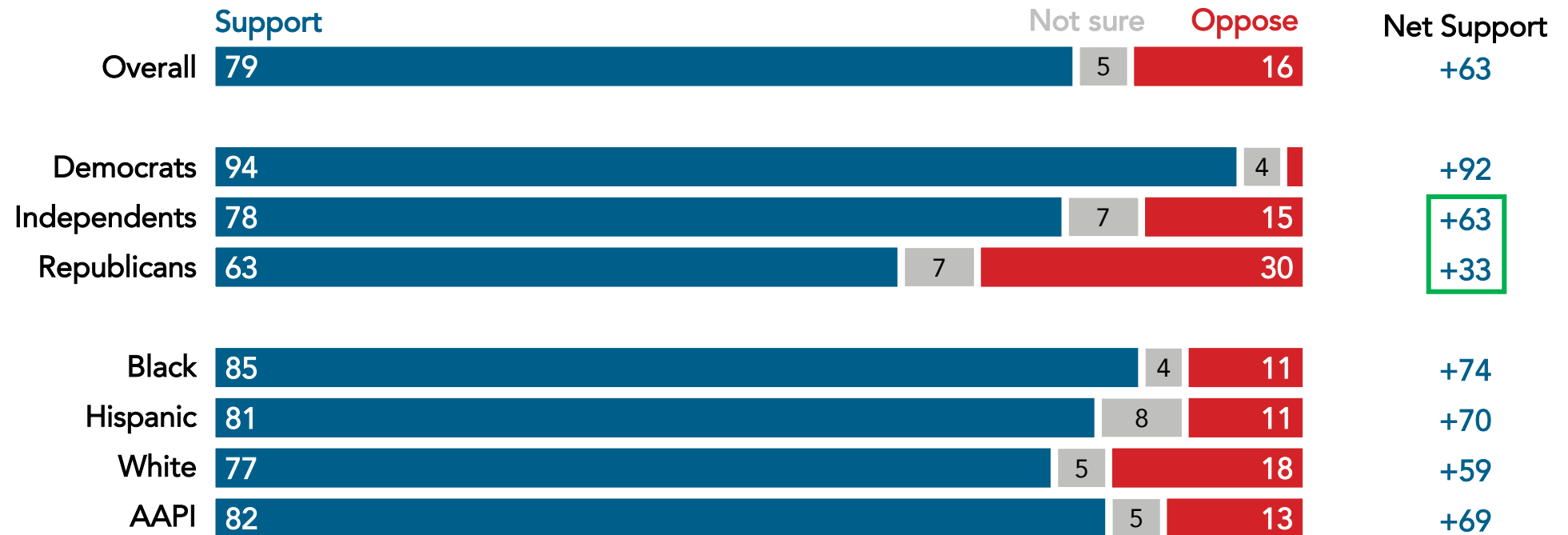
# Key Takeaways:

- Nearly four in five Americans – including large majorities across partisan and racial lines – support raising taxes on the wealthy and big corporations.
- The most concerning parts of Republican tax positions are giving tax breaks to wealthy people and big corporations, while making the middle class pay more or cutting programs people depend on like Social Security and Medicare.
- The most convincing pieces of Democrats' tax positions are cracking down on wealthy tax cheats and closing tax loopholes.
- After exposure to the positions of the parties on taxes, trust increases in Biden and Democrats in Congress to handle the cost of living and to make the tax system more fair.

# Four in Five Support Raising Taxes on the Rich and Big Corporations

Large majorities across party and racial lines support raising taxes on the wealthy and big corporations, including more than three in four independents (net +63 support) and more than three in five Republicans (net +33).

Do you support or oppose raising taxes on the wealthy and big corporations?



Nationwide survey of 1,000 registered voters conducted February 15-February 19, 2024.  
For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

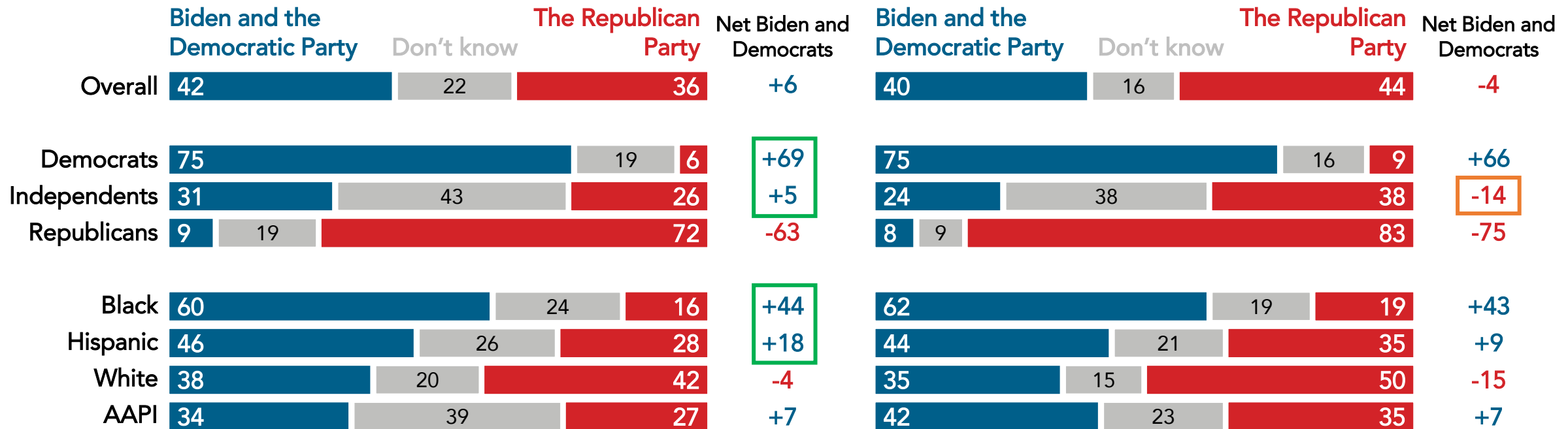
# Biden and the Democratic Party More Trusted on Tax Fairness; Republicans More Trusted to Handle Cost of Living

Democrats hold an advantage on “making the tax system more fair” among independents (net +5 trust Biden and Democrats more), as well as large advantages among Black (net +44) and Hispanic (net +18) Americans. However, Republicans are more trusted to handle “the cost of living” among independents by 14 points.

Please indicate who you trust more to handle:

Making the tax system more fair.

The cost of living.



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# Most Concerning on Republicans in Congress' Tax Approach: Tax Cuts for the Rich, Cuts to Social Security/Medicare

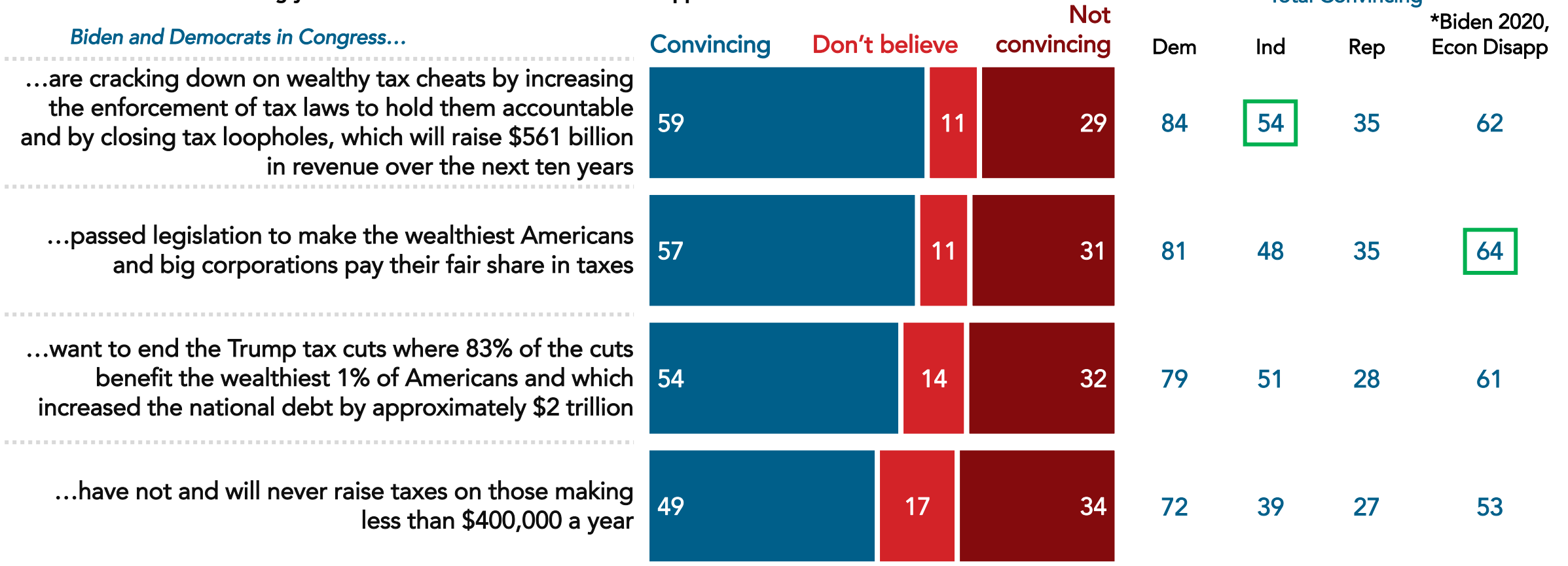
**(Split sample)** Below is a list of statements about Republicans in Congress' position on taxes and the tax proposals they support and have passed. Please indicate how concerning you find each statement.

Republicans in Congress...	Very concerning	Somewhat concerning	Don't believe	Not concerning	Total Concerning				*Biden 2020, Econ Disapp	
					Overall	Dem	Ind	Rep		
...passed a tax plan that gave record-breaking tax breaks to the wealthiest individuals and biggest corporations, but would result in cuts to programs that people count on like Social Security and Medicare	58		17	13	11	75	90	72	61	76
...passed a tax plan that continues giving tax breaks to the richest Americans and big corporations while making middle class American families pay more in taxes	58		16	13	13	74	90	75	58	80
...passed a tax plan where 83% of the benefits and tax breaks went to the wealthiest 1% of Americans	58		16	13	14	74	88	72	59	76
...passed a tax plan that increased the national debt by approximately \$2 trillion, all to give tax cuts to the richest Americans	56		17	16	10	73	89	74	56	78
...passed a plan to give tax breaks to the wealthy and now want to give even more tax cuts to corporations when they're already gouging consumers with record prices and making record profits	54		20	12	14	75	90	74	58	77

\*"Biden 2020, economy disapprovers" are respondents who indicate they voted for Biden in 2020 but disapprove of his handling of the economy. Nationwide survey of 1,000 registered voters conducted February 15-February 19, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Most Convincing on Biden & Democrats on Taxes: Cracking Down on Rich Tax Cheats, Making Them Pay Their Fair Share

**(Split sample)** Below is a list of statements about Biden and Democrats in Congress' position on taxes and the tax proposals they support and have passed. Please indicate how convincing you find each statement as a reason to support Democrats.



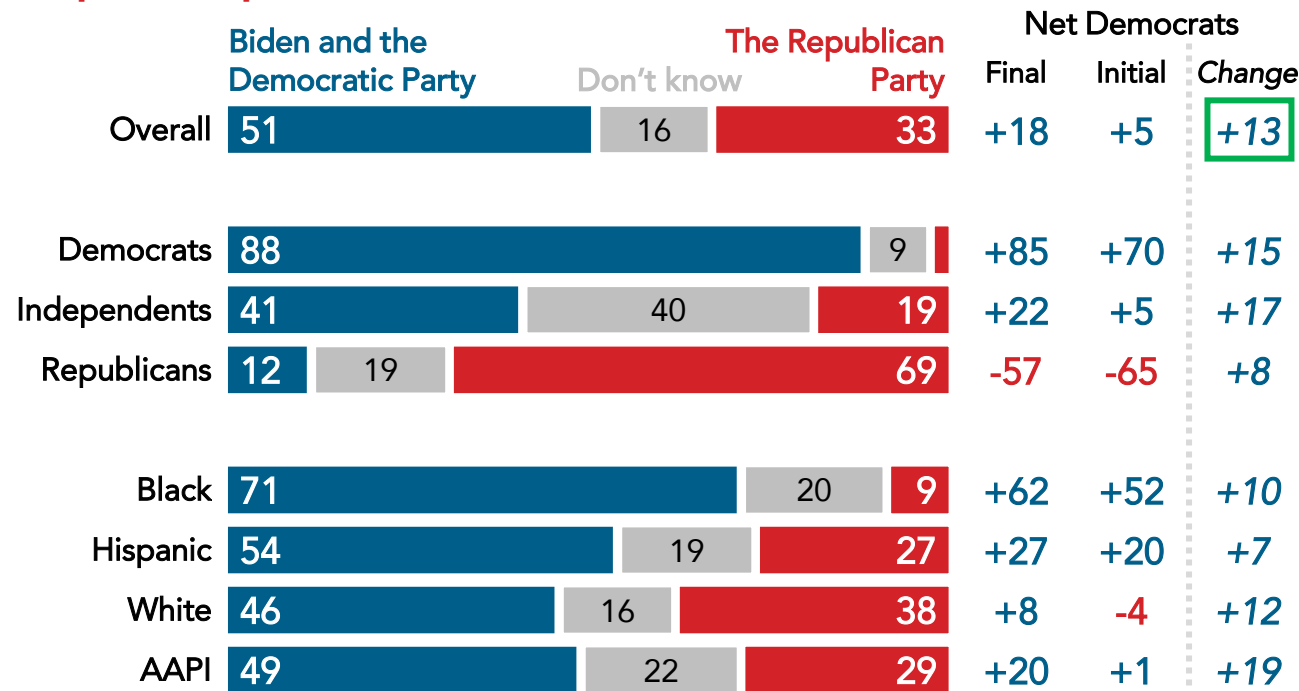
\*"Biden 2020, economy disapprovers" are respondents who indicate they voted for Biden in 2020 but disapprove of his handling of the economy. Nationwide survey of 1,000 registered voters conducted February 15-February 19, 2024. For more info, visit [navigatorresearch.org](http://navigatorresearch.org).

# Exposure to Republicans' Positions on Taxes Drives Up Trust in Biden & Democrats Most

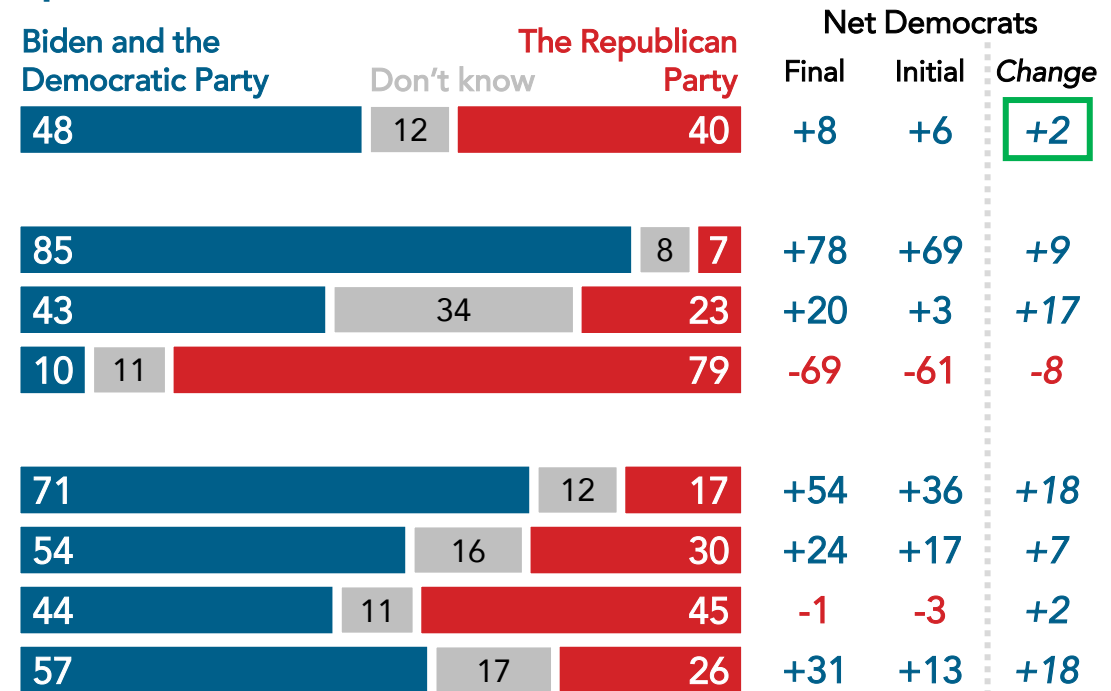
Exposure to Republicans' tax positions shifts net trust toward Biden and Democrats by 13 points (from net +5 trust Biden and Democrats to net +18) while exposure to Democrats' tax positions only shifts net trust by 2 points (from net +6 to net +8).

Again, please indicate who you trust more to handle: Making the tax system more fair.

## Split A: Republican Positions



## Split B: Democratic Positions



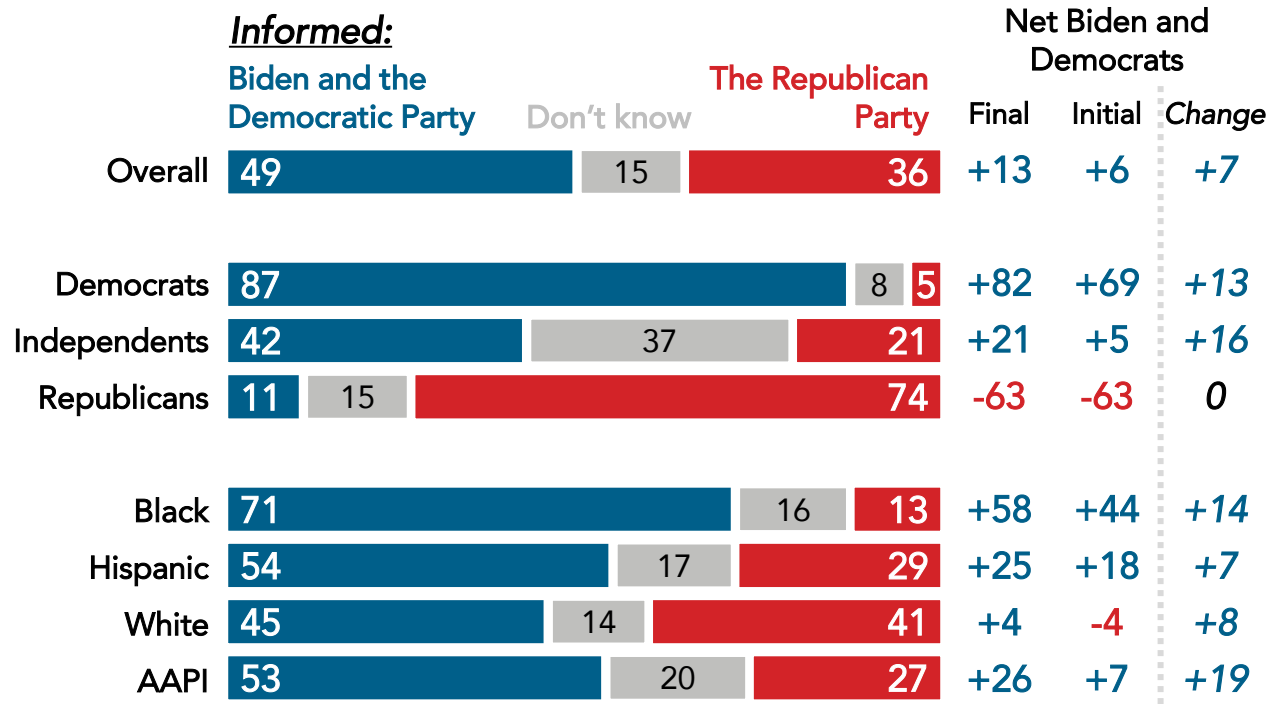
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# Learning Where the Parties Stand on Taxes Improves Progressive Policy Makers' Standing on Tax Fairness & the Cost of Living

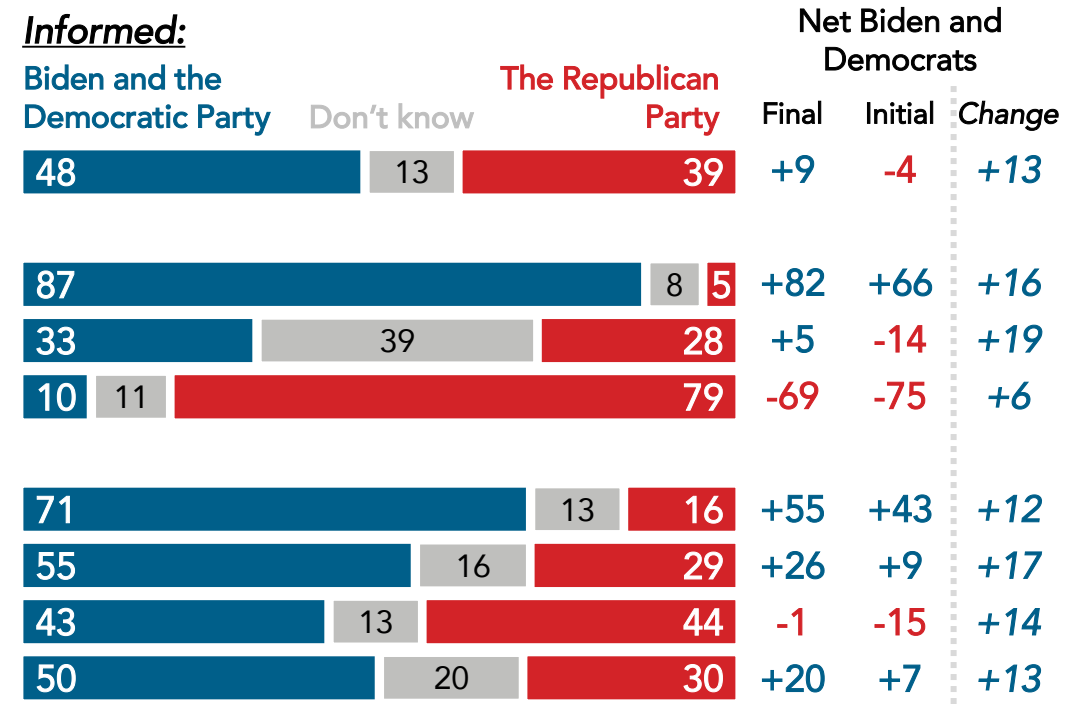
After exposure to where the parties stand on taxes, Biden and Democrats are more trusted on "making the tax system more fair" by 13 points (up from net +6 trust Biden and Democrats) and are more trusted on "the cost of living" by 9 (up from net -4 trust).

Again, please indicate who you trust more to handle:

## Making the tax system more fair.



## The cost of living.



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## About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

## About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,000 registered voters from February 15-February 19, 2024. 100 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

<http://navigatorresearch.org>

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