

navigator*

Thursday, October 3rd

Taxes: A Guide for
Advocates



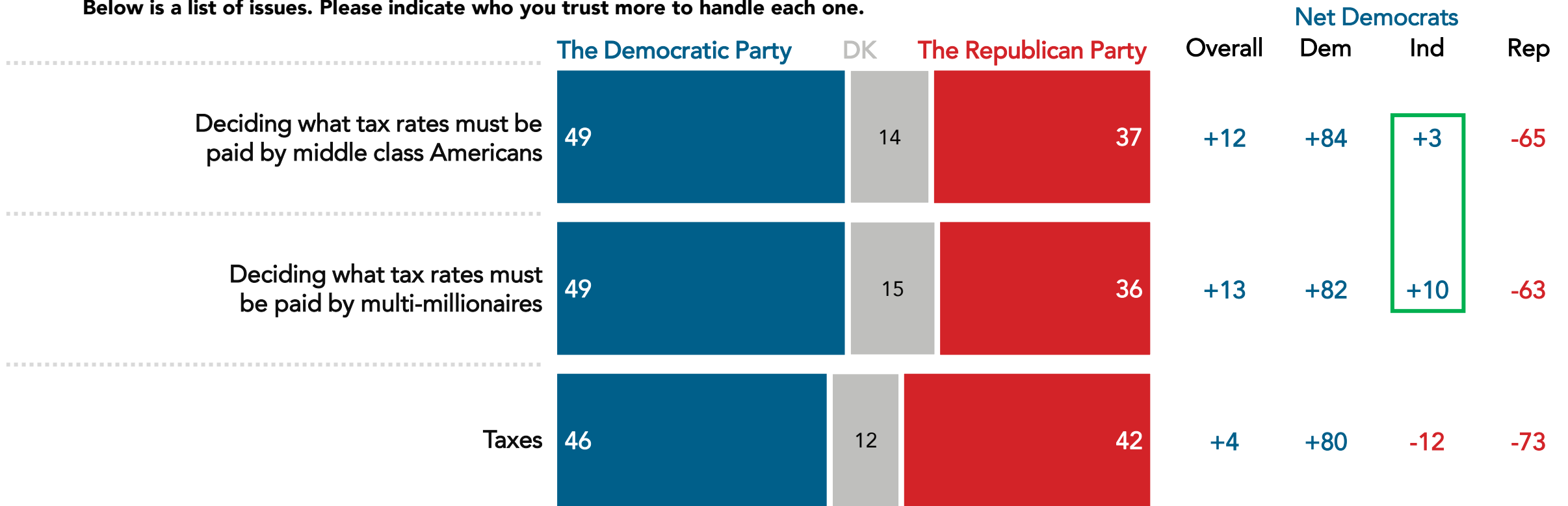
Key Takeaways:

- Americans trust Democrats more than Republicans on deciding what tax rates must be paid by both middle-class Americans and multi-millionaires.
- A majority of Americans think Democratic tax policies favor the middle class and working people, while a large majority believe Republican tax policies favor the wealthy and corporations.
- Americans across party and racial lines say the best reason to raise taxes on the wealthy and corporations is “to make sure the wealthy are paying their fair share and reduce the gap between the rich and everyone else.”

Democrats Have Major Advantages on Tax Policies for Middle Class and Wealthy, and Some Advantages on Taxes Overall

Independents trust the Democratic Party more on taxes when it comes to specific tax policies, including “deciding what tax rates must be paid by multi-millionaires” (net +10 trust Democrats) and “deciding what tax rates must be paid by middle class Americans” (net +3).

Below is a list of issues. Please indicate who you trust more to handle each one.



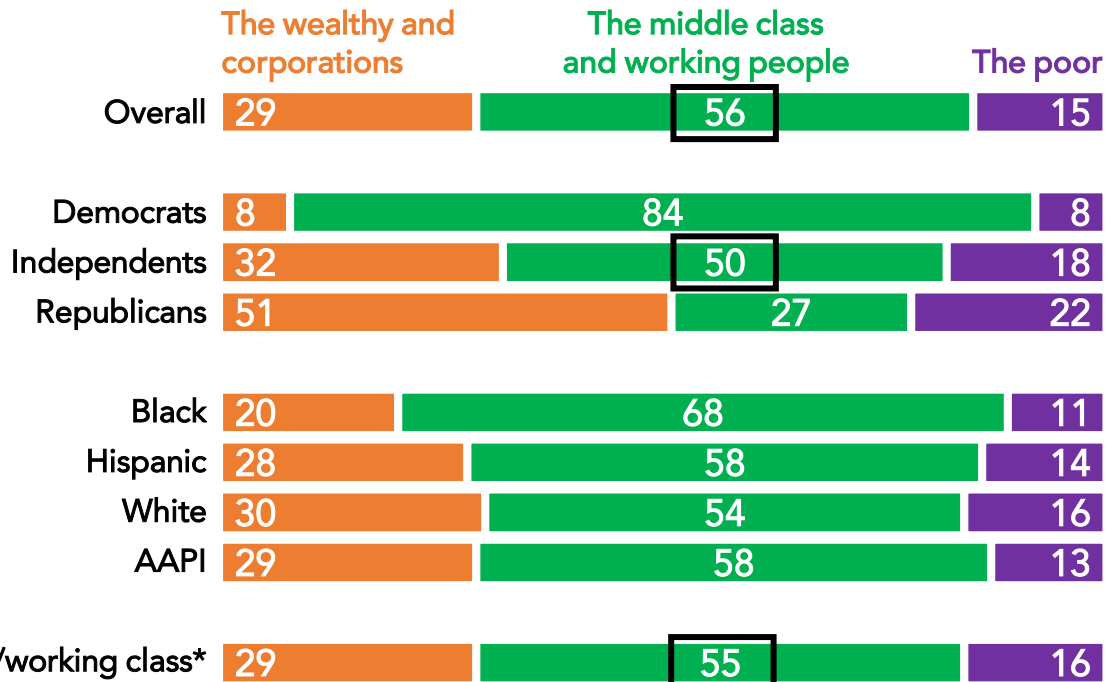
Nationwide survey of 1,003 registered voters conducted September 12-September 16, 2024. For more info, visit navigatorresearch.org.

Majorities Say Democratic Tax Policies Favor the Middle Class & Working People, Republican Policies Favor the Rich/Corporations

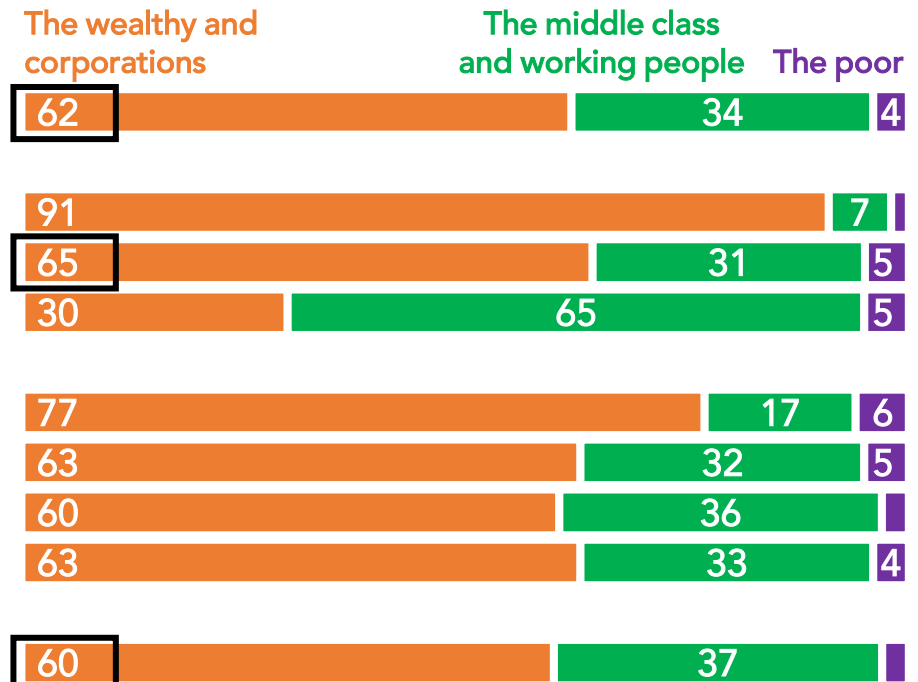
A majority say Democratic tax policies most favor the middle class and working people (56% overall, including 50% of independents), while a large majority say Republican tax policies most favor the wealthy and corporations (62% overall, including 65% of independents).

- Majorities of middle/working class Americans* say Democratic policies favor the middle class/working people (55%), and 60% say Republican tax policies favor the wealthy and corporations (60%).

Which do you think **Democratic** tax policies most favor:



Which do you think **Republican** tax policies most favor:



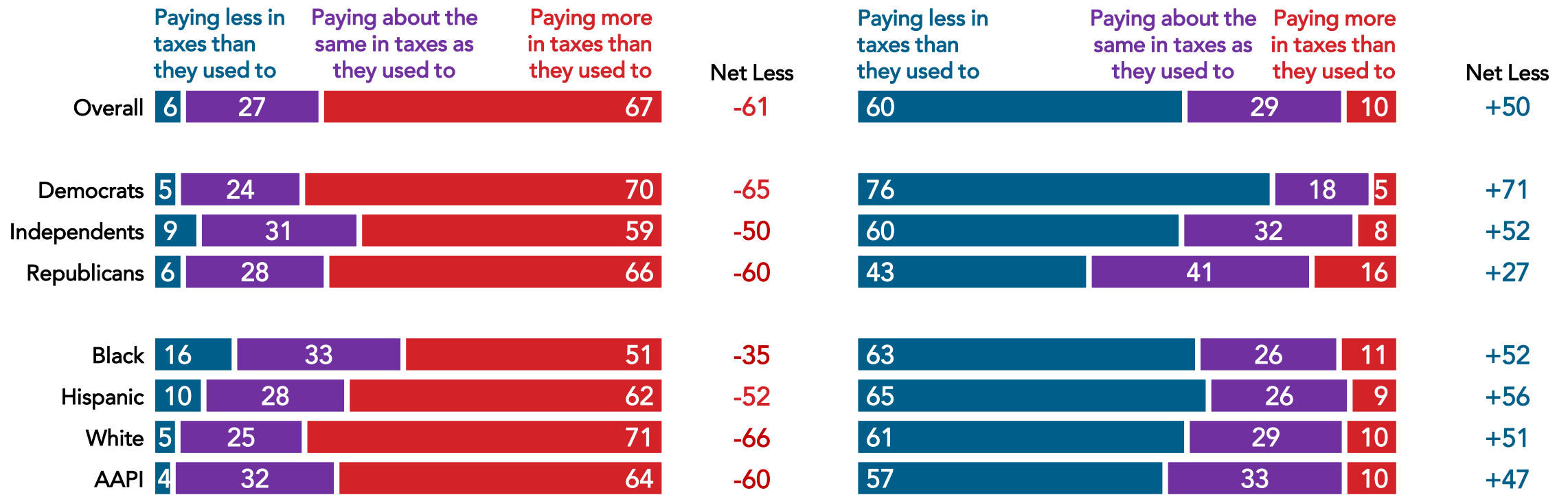
*"Middle/working class" are respondents who self-identify as "middle class" or "working class" on a separate question. Nationwide survey of 1,003 registered voters conducted September 12-September 16, 2024. For more info, visit navigatorresearch.org.

Americans Say the Middle Class Is Paying More in Taxes Than They Used to, the Wealthy and Corporations Less

Majorities across party and racial lines say the middle class and working people are “paying more in taxes than they used to,” while large majorities of Democrats, independents, and Americans across racial lines say the wealthy and corporations are paying less.

Would you say that the middle class and working people are:

Would you say that the wealthy and corporations are:

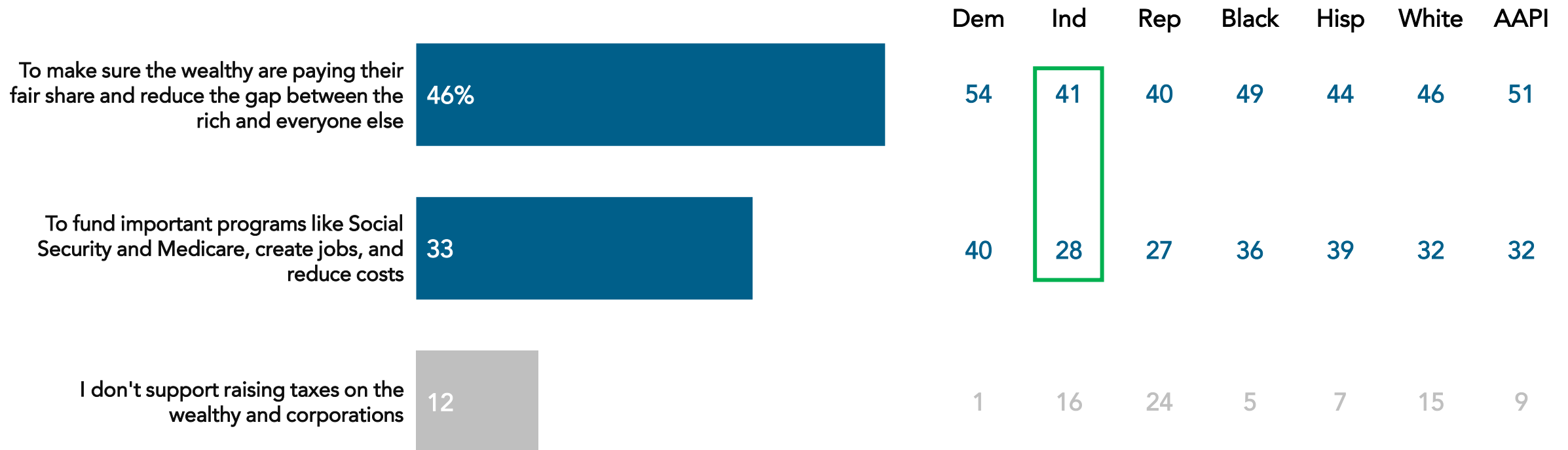


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Americans Want to Raise Taxes on the Rich and Corporations to Make the System Fairer and Reduce the Wealth Gap

Americans across party and racial lines say the best reason to raise taxes on the wealthy and corporations is “to make sure the wealthy are paying their fair share and reduce the gap between the rich and everyone else.”

Which of the following is the best reason to raise taxes on the wealthy and corporations?



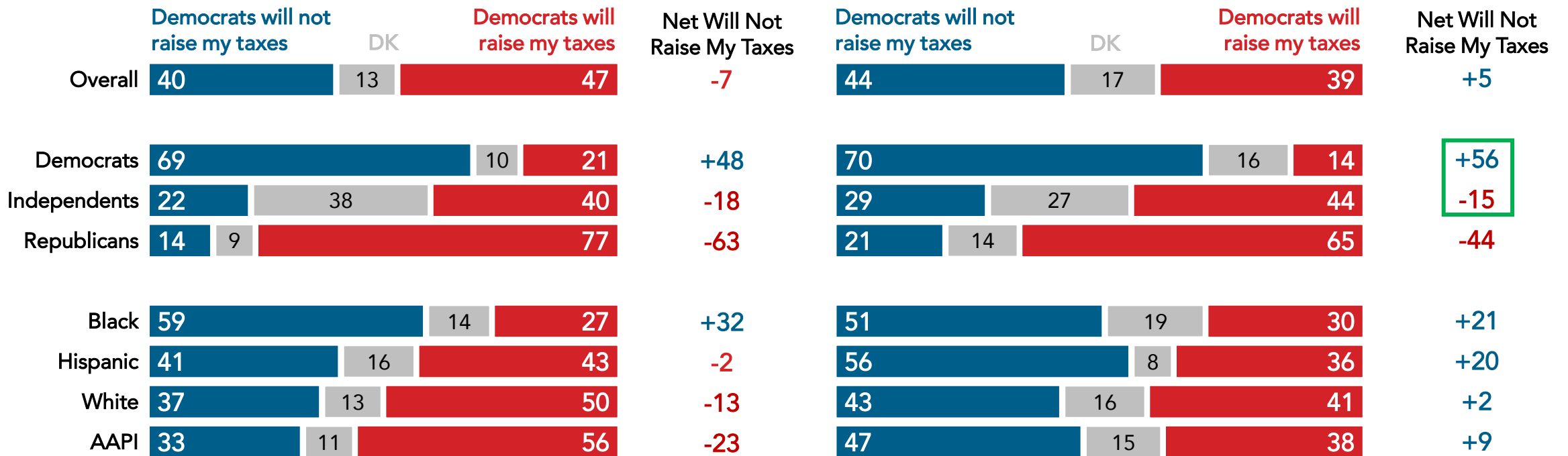
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Including the \$400,000 Tax Threshold in Messaging Improves Views that Democrats Won't Raise Personal Taxes

Including the context that Democrats do not want to raise taxes "on those earning less than \$400,000 a year in household income" leads a plurality of Americans to say Democrats "will not raise my taxes" (net +5 will not raise).

(Split sample) Democrats say they want to raise taxes on billionaires while not raising taxes on the middle class. Which best describes what you think will happen?

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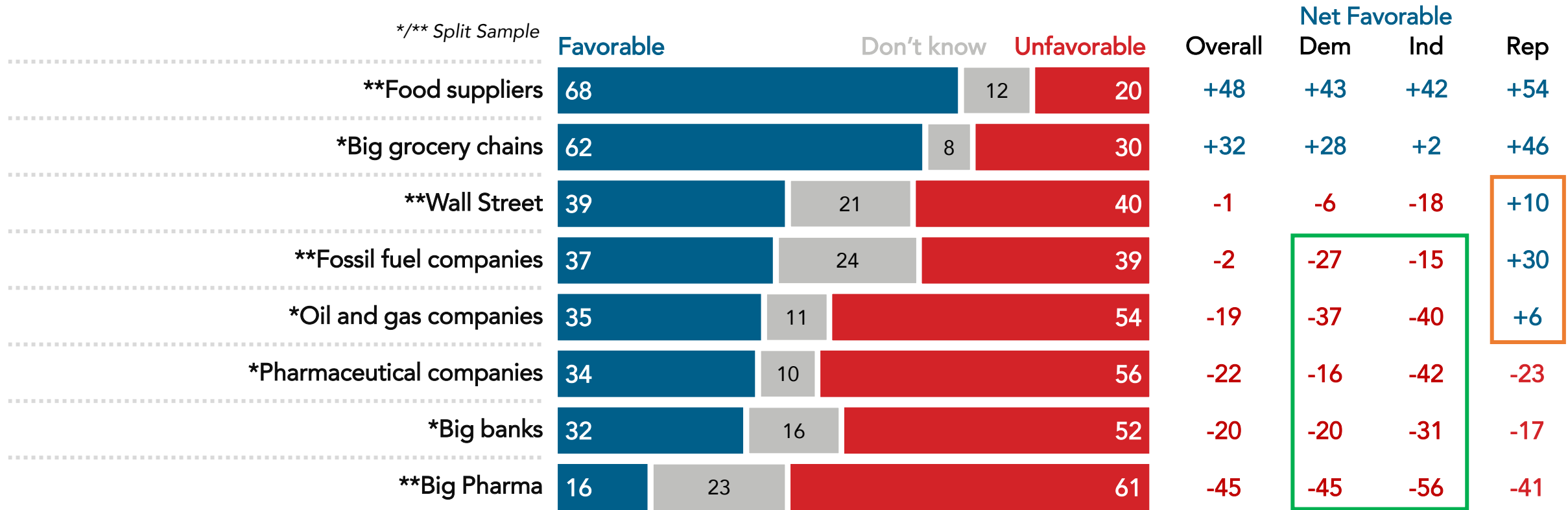


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Most Negatively Viewed: "Big Pharma," "Big Banks," "Oil and Gas Companies"

Democrats and independents hold deeply negative views of Big Pharma (net -45 and net -56 favorable, respectively), big banks (net -20 and net -31), and oil and gas companies (net -37 and net -40).

Below are the names of some people, groups, and other items. Please indicate how favorable or unfavorable you are to each one.

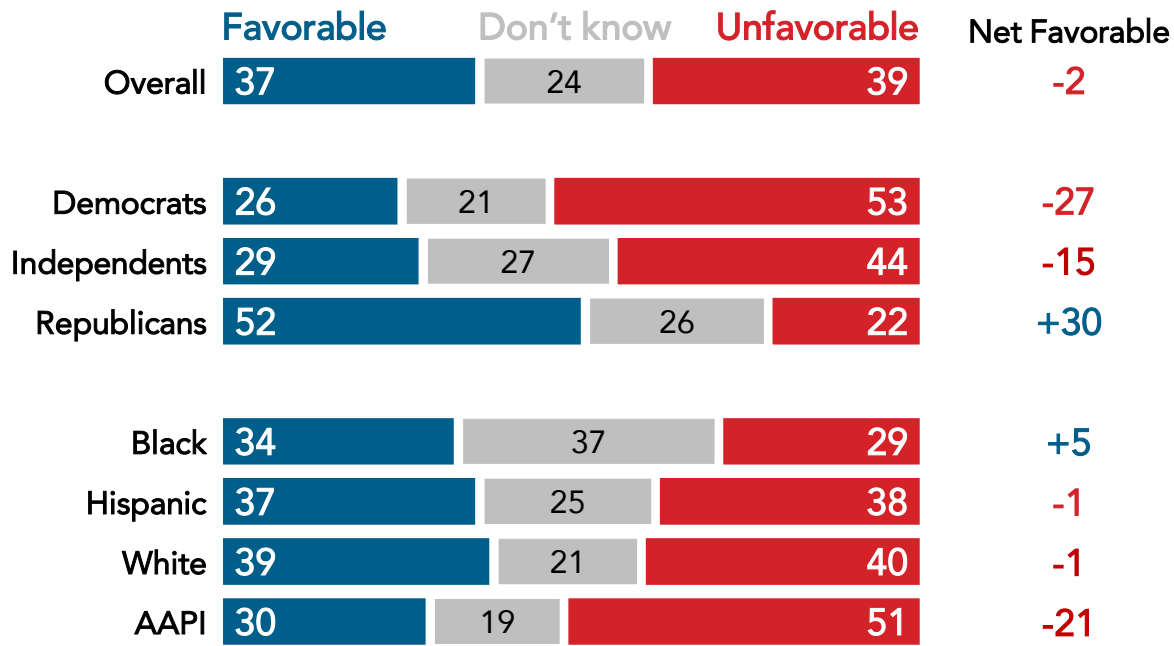


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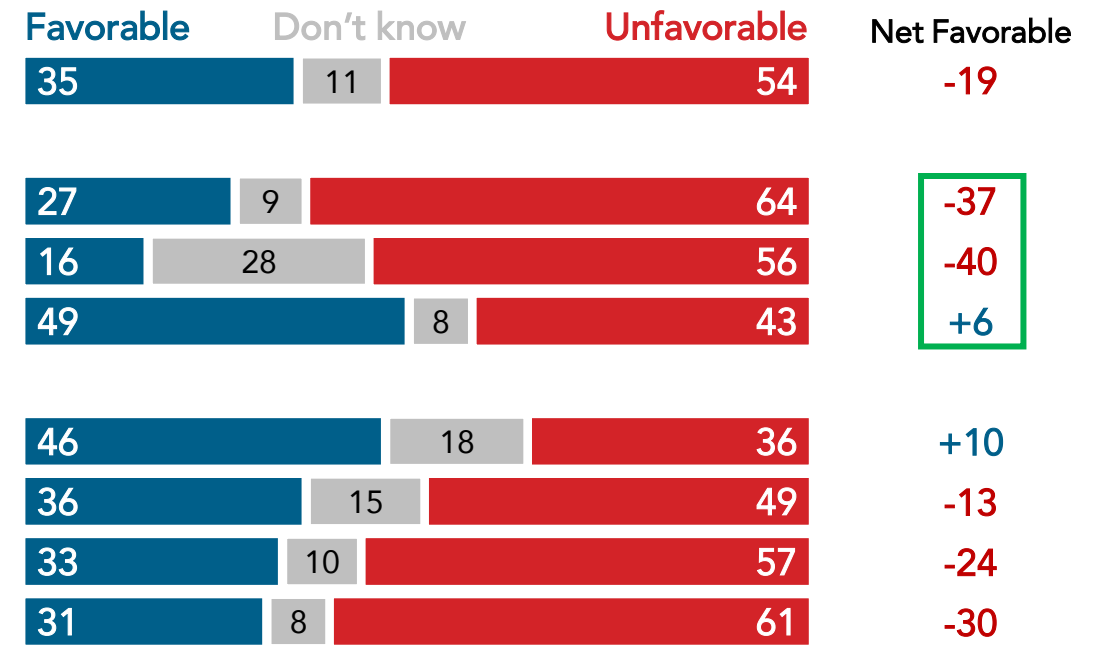
“Oil and Gas Companies” Are Viewed More Unfavorably Than “Fossil Fuel Companies”

Americans across party lines view “oil and gas companies” more unfavorably than “fossil fuel companies,” with large gaps among independents (net -40 favorable vs. net -15 favorable) and Republicans (net +6 vs. net +30).

Please indicate how favorable or unfavorable you are to:
Fossil fuel companies.



Please indicate how favorable or unfavorable you are to:
Oil and gas companies.



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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 a public opinion survey among a sample of 1,003 registered voters from September 12-September 16, 2024. 106 additional interviews were conducted among Hispanic voters. 76 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 106 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. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin of error for subgroups varies and is higher.

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To learn more about Navigator:

<http://navigatorresearch.org>

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