

# Tax Justice Initiative 2023 - Washington

*Prepared for the **State Innovation Exchange** by **TargetSmart Research Solutions**  
December 2022 - January 2023*



# Survey Methodology



TargetSmart designed and administered this multi-modal survey. The survey reached **497 adults**, age 18 or older, who indicated they were registered to vote in Washington. The survey was **conducted December 28, 2022 - January 4, 2023**, online via a link from a direct SMS and through Dynata's web panel and matched back to the voter file.

The online sample was randomly selected from TargetSmart's enhanced voter file. Seventy-one percent of respondents completed the survey online and were reached via a SMS (68 percent weighted). Twenty-nine percent of respondents were recruited from Dynata's web panel and matched to TargetSmart's voter file (32 percent weighted).

Quotas were assigned to reflect the demographic distribution of **registered voters in Washington**. The data were weighted by gender, age, race on file, TargetSmart Partisan Score, TargetSmart Midterm General Turnout Score, TargetSmart High School Only Score, self-reported 2020 presidential vote, and region by congressional district to ensure an accurate reflection of the population.

Percentage totals may not add up precisely due to rounding. The credibility interval (the theoretical margin of error for a blended methodology poll that relies partially on telephone-based probability sampling, and partially on non-probability based online panel sampling) is **+/- 4.4%**.



# Key Findings

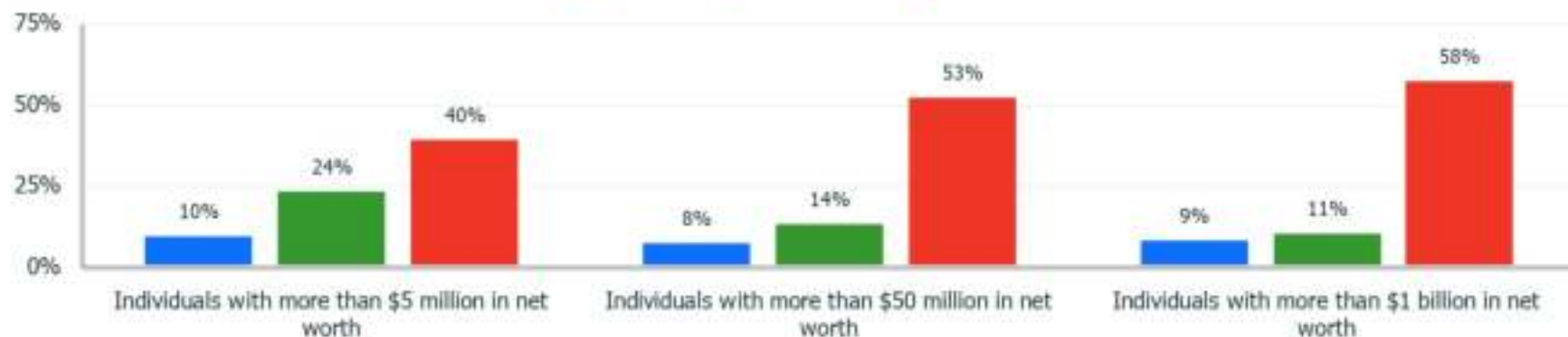
- A majority of Washington voters say individuals with more than \$1 billion in net worth are not paying what they owe in taxes.
- Two-thirds of Washington voters support implementing a wealth tax where the first \$250 million is exempt.
- Specific policies to raise taxes on the wealthy also find broad popularity in Washington.
- Washington voters name public health care, affordable housing, and K-12 public education as the top priority areas for funding with revenues from new taxes on the wealthy.



# Majorities of Washingtonians think taxes on those with more than \$50 million and \$1 billion in net worth are too low

Perception of Taxes on Wealthy

● Too high ● About right ● Too low

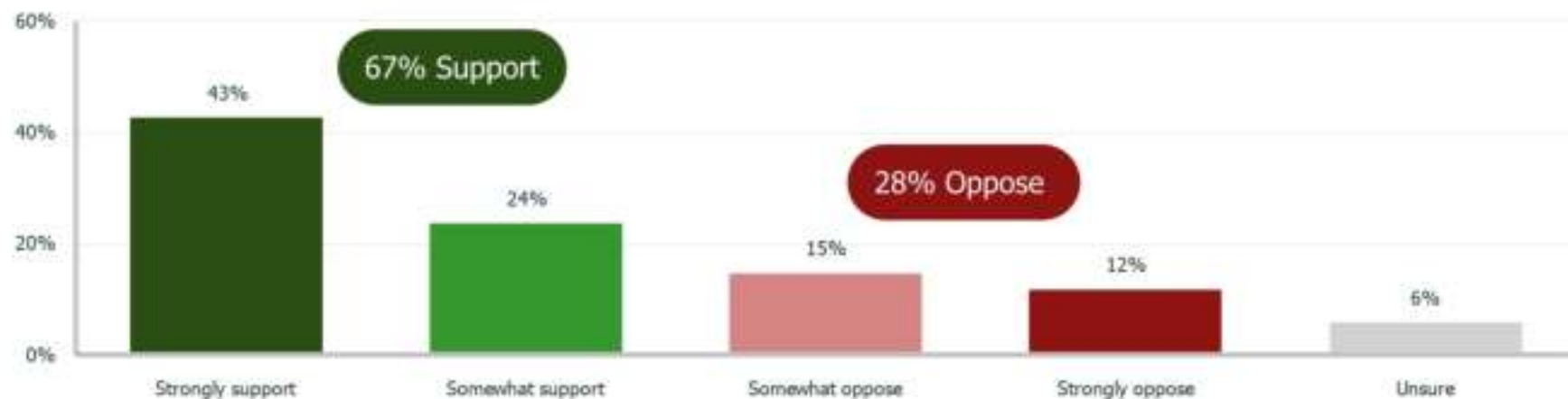


Q.10 Do you think taxes in Washington are too high, too low, or about right for the following groups of people?



# Broad support for increased taxes on wealthy in Washington state

Support for Increasing Taxes on Wealthiest Individuals



Q.6 Do you support or oppose increasing taxes on the wealthiest individuals in your state?



# Cross-partisan support for tax on wealthy

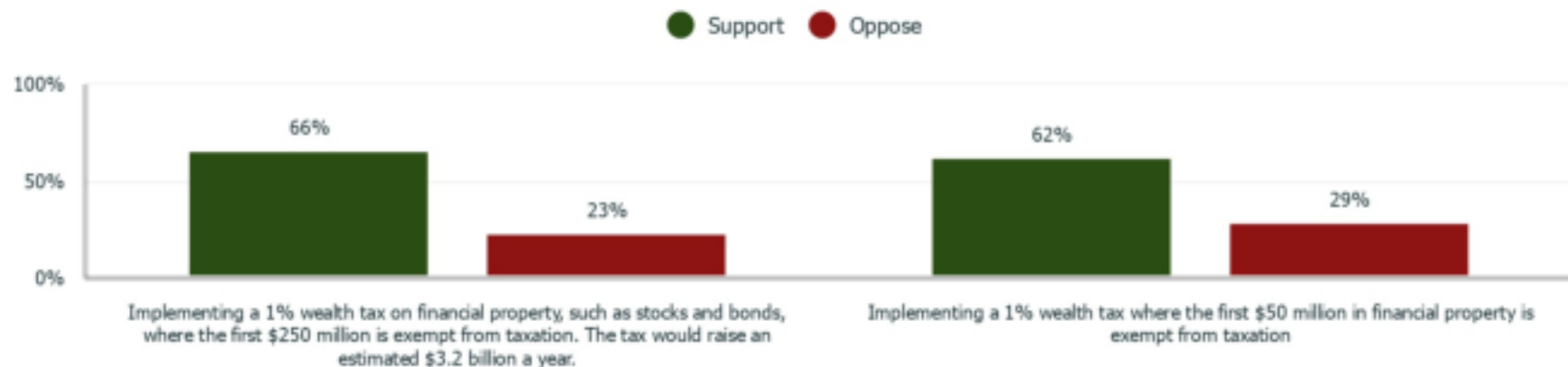
Support for increasing taxes on wealthy by party ID

	Strongly support	Total Support	Strongly oppose	Total Oppose
Total	43%	67%	12%	28%
ID Democrat	63%	86%	2%	8%
ID Independent	36%	62%	15%	33%
ID Republican	25%	45%	25%	51%



# Progressive tax proposals are met with broad levels of popularity

Support for Tax Proposals the WA Legislature Might Consider



*Q.11 Please read the following list of proposals related to taxes that may be considered by the Washington State Legislature this year, and then please indicate whether you support or oppose each of these proposals.*





# Cross-partisan support for a 1% wealth tax with the first \$250 million exempt

Support for 1% wealth tax - \$250 mil exempt by demographic groups

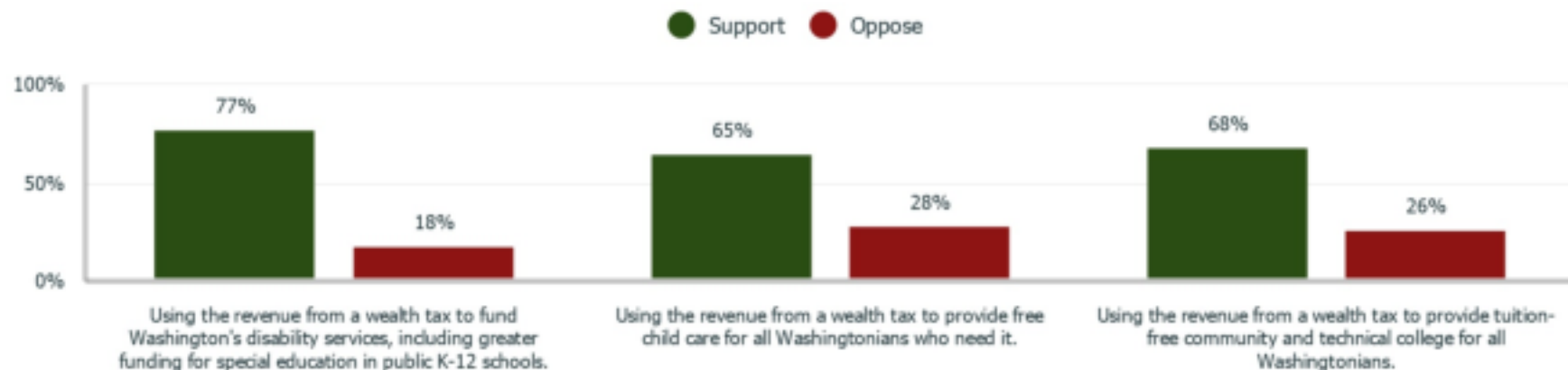
	Strongly support	Total Support	Strongly oppose	Total Oppose
Total	44%	66%	16%	23%
ID Democrat	64%	88%	3%	5%
ID Independent	38%	58%	21%	30%
ID Republican	23%	48%	25%	39%
Men	34%	59%	21%	32%
Women	53%	74%	10%	14%
Age 18 to 49	46%	68%	16%	20%
Age 50+	42%	65%	15%	26%
White	45%	67%	14%	23%
POC	43%	72%	14%	15%





# Social services proposals receive overwhelming support in Washington

Support for Tax Proposals the WA Legislature Might Consider



*Q.11 Please read the following list of proposals related to taxes that may be considered by the Washington State Legislature this year, and then please indicate whether you support or oppose each of these proposals.*



# Using wealth tax revenue to fund disability services and special education receives cross-demographic support

Support for disability services by demographic groups

	Strongly support	Total Support	Strongly oppose	Total Oppose
Total	46%	77%	12%	18%
ID Democrat	63%	91%	1%	3%
ID Independent	38%	72%	15%	24%
ID Republican	34%	67%	25%	29%
Men	39%	68%	18%	27%
Women	53%	87%	6%	8%
Age 18 to 49	59%	80%	11%	16%
Age 50+	33%	75%	14%	19%
White	45%	79%	11%	16%
POC	58%	82%	11%	13%



# Levels of support for free child care higher for women than men, younger voters than those 50+

Support for free child care by demographic groups

	Strongly support	Total Support	Strongly oppose	Total Oppose
Total	39%	65%	17%	28%
ID Democrat	58%	86%	3%	7%
ID Independent	34%	58%	23%	35%
ID Republican	19%	46%	29%	49%
Men	30%	61%	22%	33%
Women	49%	70%	12%	22%
Age 18 to 49	50%	69%	16%	24%
Age 50+	28%	61%	19%	32%
White	38%	69%	15%	25%
POC	51%	64%	12%	27%



# Majority of younger voters strongly support tuition-free community college

Support for tuition-free community college by demographic groups

	Strongly support	Total Support	Strongly oppose	Total Oppose
Total	41%	68%	21%	26%
ID Democrat	62%	86%	4%	8%
ID Independent	38%	64%	26%	29%
ID Republican	12%	44%	39%	50%
Men	34%	65%	24%	30%
Women	48%	71%	17%	23%
Age 18 to 49	53%	72%	18%	23%
Age 50+	29%	63%	24%	30%
White	41%	70%	19%	24%
POC	49%	69%	16%	21%



# Voters identify health care, housing, and education as top priorities for additional funding

Services that could receive funding - % high priority (1st tier)



*Q.8 Listed below are some services that could receive additional funding if Washington increases taxes on the wealthiest individuals. Please indicate whether you think each service should be a high priority, medium priority, or not a priority at all for allocating new funds.*



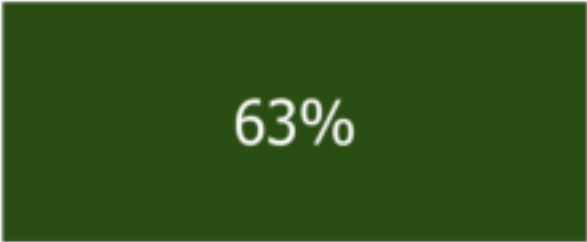
# Second tier funding priorities

Services that could receive funding - % high priority (2nd tier)



# Top testing messaging highlights the unfairness of working families subsidizing the ultra-rich

% strongly agree with tax statement



63%

Ultra-rich pay what they owe

The ultra-rich should pay what they owe in taxes and not expect working families to continue to subsidize more than their share of taxes that support our roads, schools, and infrastructure.

**81% Total Agree**

*Q.12 Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements about taxes.*





# Tax Messaging - Second Tier

% strongly agree with tax statement

49%

## Rewrite tax code

Together we can demand our lawmakers rewrite the rules of our tax code so nothing stands in the way of us providing a great life for our families.

**75% Total Agree**

46%

## Wealthy pay to fund communities

Making the wealthy few pay what they owe us in taxes so we can fund our communities with the quality schools, affordable health care, and good paying jobs that ensure all of our families can thrive.

**72% Total Agree**

45%

## Wealth tax

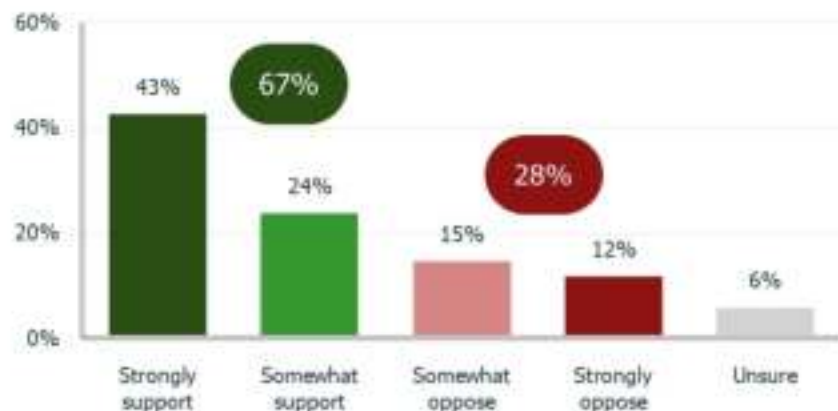
State legislators have the responsibility to put a check on billionaires and wealthy corporations, and they can ensure that billionaires and wealthy corporations pay what they owe the public through a wealth tax.

**72% Total Agree**

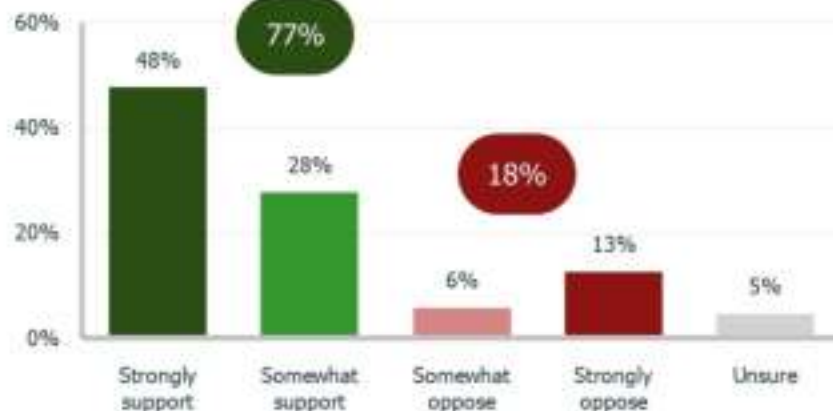


# 10-point jump in support for increasing taxes after messaging

Support for Increasing Taxes on Wealthy - Initial



Support for Increasing Taxes on Wealthy - Final



Q.6 Do you support or oppose increasing taxes on the wealthiest individuals in your state?

Q.13 Now that you have more information, please indicate again whether you support or oppose increasing taxes on the wealthiest individuals in your state.



# Questions?



**Ben Lazarus**

*Director of Research Solutions*

TargetSmart

*ben.lazarus@targetsmart.com*

*m: (734) 649-3438*