

FINAL RESULTS: California Voter Survey

Sample Size: 750

Margin of Error: ± 3.6%

Interview Dates: June 5th to 7th, 2019



David Binder Research

Methodology: 250 by telephone and 500 online panel

Respondents: 750 California voters likely to vote in November 2020.

SECTION 1. BUDGET

Information about one proposal in that budget is below.

Please indicate which you support or oppose.

		SUPPORT		OPPOSE		Don't Know	SUMMARY	
		Strongly	Some-what	Some-what	Strongly		Support	Oppose
1.	The proposal would triple the size of California's earned income tax credit (EITC)	20	31	16	10	23	51	26
2.	The EITC provides a tax credit for low-income working families	35	36	11	6	12	71	17
3.	This proposal would expand the tax credit to cover more working families	39	34	11	5	11	73	16
4.	The proposal would restrict certain tax deductions for businesses	23	30	18	13	16	53	31
5.	The proposal would restrict certain tax deductions for families with incomes above \$500,000	34	27	15	13	11	61	28
6.	The new tax deduction rules would bring state rules in line with federal rules	21	35	14	8	22	56	22
7.	The proposal would raise \$1.2 billion from eliminating tax deductions to fund the expansion of the earned income tax credit	22	32	16	12	18	54	28

8. **FIRST ASK.** Overall, would you say that you support this proposal or oppose this proposal?

Support strongly	18	→63%
Support somewhat	45	
Oppose somewhat	16	→24%
Oppose strongly	8	
Don't know	13	

Next, information about what supporters and opponents say about this proposal. First, supporters.

9. Supporters say that it will close tax loopholes for millionaires and large corporations and use the money to provide a tax break for working and middle class families, to help keep up with the cost of living.

No families earning less than \$500,000 will pay any new taxes. Corporations in California pay less of their profits in taxes than they did in the 1980s – these changes will make sure they pay their share.

How convincing is that for you personally?

Very convincing	36	→66%
Somewhat convincing	30	
Slightly convincing	14	
Not at all convincing	16	
Don't know	4	

10. Opponents say this is just a \$1.2 billion increase in the taxes of hard-working Californians and businesses, and this will punish people for their success.

They say that this will force growing businesses to downsize or leave already overtaxed California. And no matter what the politicians claim, these tax increases will fall on regular middle class families.

How convincing is that for you personally?

Very convincing	19	→42%
Somewhat convincing	23	
Slightly convincing	23	
Not at all convincing	28	
Don't know	7	

11. **SECOND VOTE.** Now that you've learned more, would you say that you support this proposal or oppose this proposal?

Support strongly	20	→57%
Support somewhat	37	
Oppose somewhat	19	→30%
Oppose strongly	11	
Don't know	13	

VOTE SUMMARY

	SUPPORT	OPPOSE	UNDECIDED	NET SUPPORT
Q15. VOTE 1: Initial Vote	63	24	13	39
Q18. VOTE 2: After Arguments	57	30	13	27
CHANGE	-6	+6	--	-12

12. **FINAL VOTE.** Supporters say that this is only a tax increase on the top 1%, to make the tax code more fair.

They say there are always tax breaks for millionaires and corporations. We need to close the loopholes, and it's about time we put some money back in the pockets of working and middle class families trying to keep up with the rising cost of living.

One last time, now that you've learned more, would you say that you support this proposal or oppose this proposal?

Support strongly	37	→70%
Support somewhat	33	
Oppose somewhat	12	→22%
Oppose strongly	10	
Don't know	8	

VOTE SUMMARY

	SUPPORT	OPPOSE	UNDECIDED	NET SUPPORT
Q15. VOTE 1: Initial Vote	63	24	13	+39
Q18. VOTE 2: After Arguments	57	30	13	+27
Q19. VOTE 3: After 2 nd Support	70	22	8	+48
CHANGE	+13	-8	-5	+21
