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To: Interested Parties
Subject: Wisconsin Voters Strongly Support Raising Taxes on the Rich
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A new Public Policy Polling survey conducted in Wisconsin finds strong support for raising taxes on the wealthiest Americans. **79%** support raising taxes on the richest 5% of Americans (**60%** strongly support), including **90%** of Democrats, **81%** of independents, and even **67%** of Republicans. Just **16%** of **Wisconsin** voters are opposed to raising taxes on the rich.

Other key findings from the survey include:

- An overwhelming majority of **Wisconsin** voters believe it is important to raise taxes on the rich to ensure that all Americans pay their fair share.
 - Most (**71%**) agree that the rich can afford to pay more in taxes right now.
 - Only **24%** believe the rich currently pay their fair share in taxes. **66%** say that the rich **do not** pay their fair share.
 - A majority (**54%**) consider making the rich pay their fair share in taxes to be a very important issue.
 - **62%** support repealing the tax cuts passed in 2017 that benefit the rich and corporations (Just **28%** oppose).
- In Wisconsin, raising taxes on “the rich” may be even more popular when the group is framed by making references to net worth. When respondents were asked whether they support or oppose “raising taxes on those whose household wealth exceeds \$10 million.” **80%** support (67% strongly) with just **14%** opposed.
- **69%** agree with the following statement: “*The rich take advantage of many tax loopholes, leaving the rest of us to pick up the tab, even as they’ve gotten richer. We need to raise taxes on the rich, so they pay their fair share, and make our tax system fairer for working families.*”
- **Wisconsin** voters also support raising taxes on the rich as a means to protect important government programs such as Medicare, Medicaid, and Social Security. **66%** agree with the following statement: “*The recent tax cuts for the rich increased the debt by nearly 2 trillion dollars, putting funding for Medicare, Medicaid, and Social Security at risk. We need to raise taxes on the rich to make sure these programs are protected.*”

These state-level results align with previous, nationally representative polling showing strong public support for taxing the rich, concerns about wealthier Americans failing to pay their fair share, and the implications of what an imbalanced tax system could mean for popular government programs.

PPP surveyed 550 registered voters in Wisconsin from July 18-19, 2019. The margin of error is +/- 4.2%. The survey was conducted using automated telephone interviews for Tax March.