

**TULCHIN RESEARCH**

Polling & Strategic Consulting

# Presentation of Survey Results on the Millionaires Tax Ballot Measure to Restore Funding for Essential Services in California

Presented by:  
Ben Tulchin  
President, Tulchin Research

December 15, 2011



**THE  
MILLIONAIRES**  
TAX OF 2012  
RESTORING CALIFORNIA

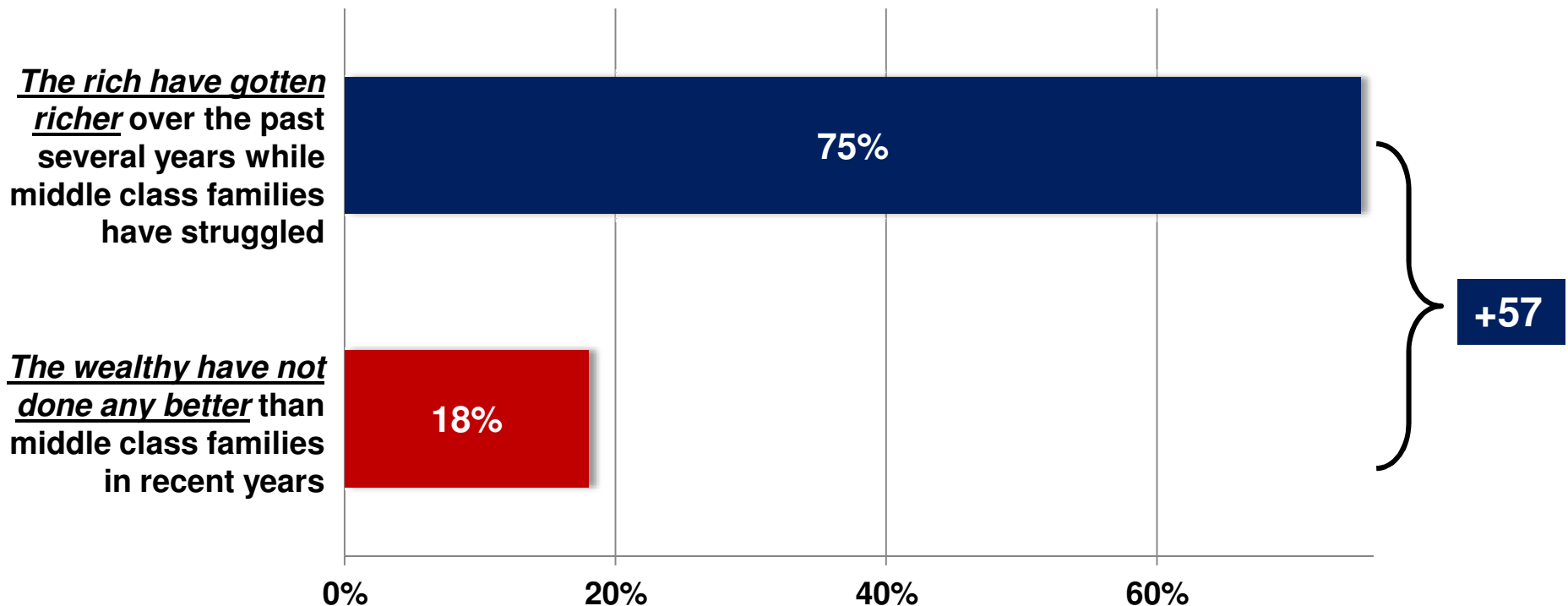
# Research Methodology

Tulchin Research conducted an extensive amount of public opinion research to assess the viability of the Millionaires' Tax proposal to restore funding to education and other essential services. Here is the methodology of the research we have cited in this presentation. All data in the presentation is from the most recent survey, unless noted otherwise.

- From October 28 – November 3, 2011, Tulchin Research conducted a statewide telephone survey among 2,400 likely November 2012 voters in California, using live interviewers and calling both landlines and cell phones. The margin of error is +/- 2.0 percentage points.
- From October 6 – October 13, 2011, Tulchin Research conducted a statewide telephone survey among 1,200 likely November 2012 voters in California, using live interviewers and calling both landlines and cell phones. The margin of error is +/- 2.8 percentage points.
- From March 13 – March 16, 2011, Tulchin Research conducted a statewide telephone survey among 800 likely November 2012 voters in California, using live interviewers and calling both landlines and cell phones. The margin of error is +/- 3.5 percentage points.
- Focus Groups: Tulchin Research conducted sixteen (16) focus groups among swing voters and base voters throughout the state, including in Concord, Los Angeles, Long Beach, Riverside, Roseville, and San Diego. Focus groups are a form of qualitative research and the results are impressionistic and not scientific or quantitative in nature.

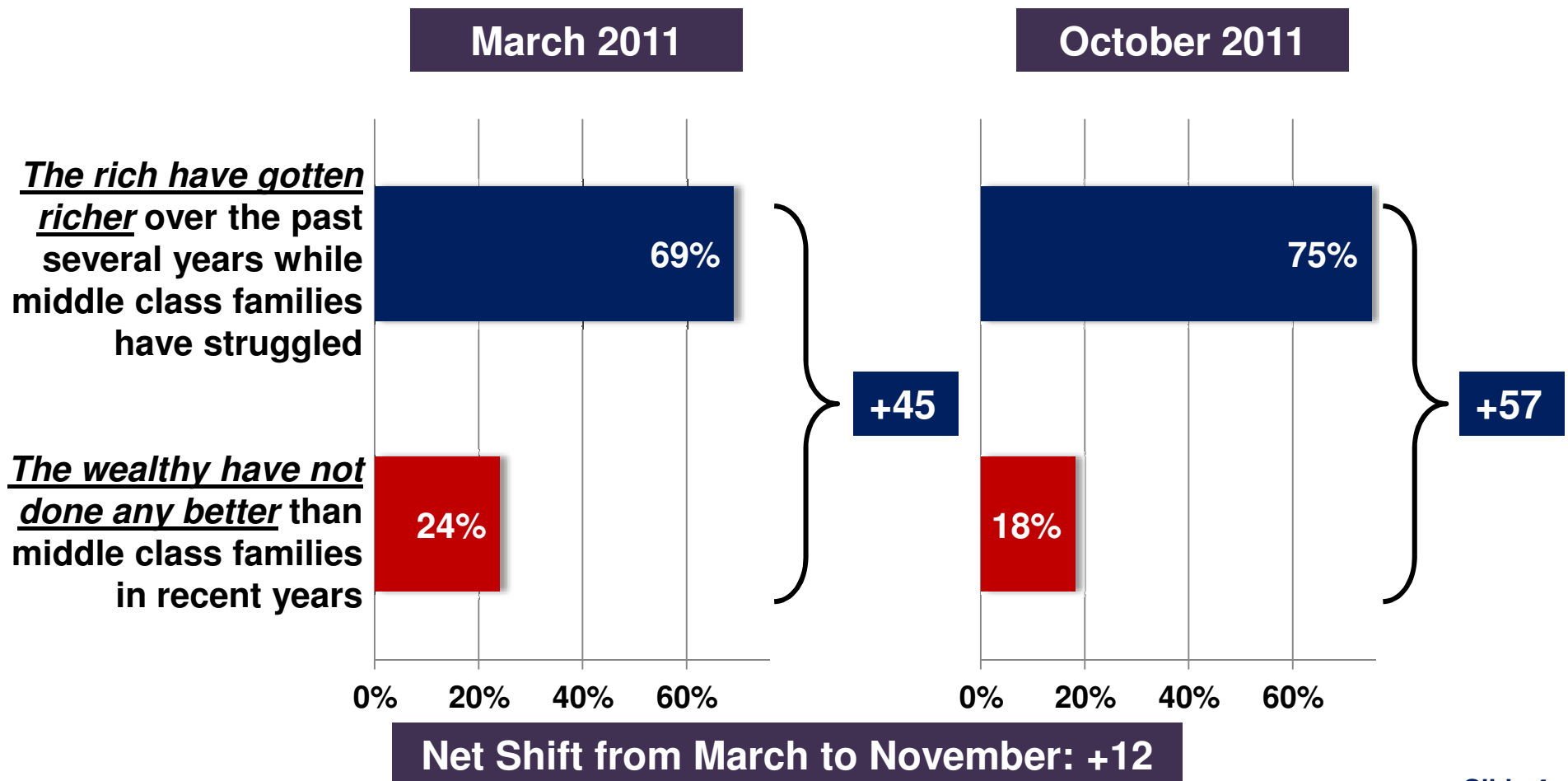
# Voters Feel the Rich Have Gotten Richer...

Here are some pairs of statements. Please tell me which statement you agree with more:  
(October 2011 survey)



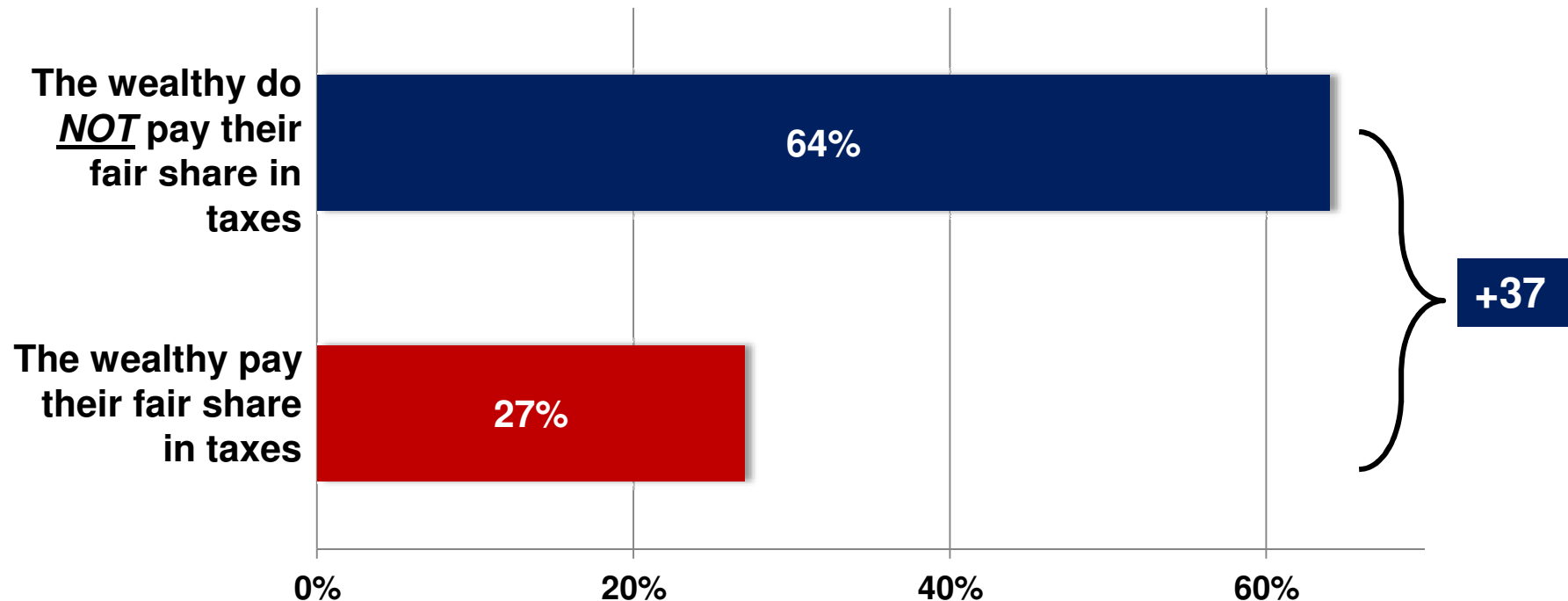
# ...And Feel this Way Even More Now than Earlier in the Year

Here are some pairs of statements. Please tell me which statement you agree with more:



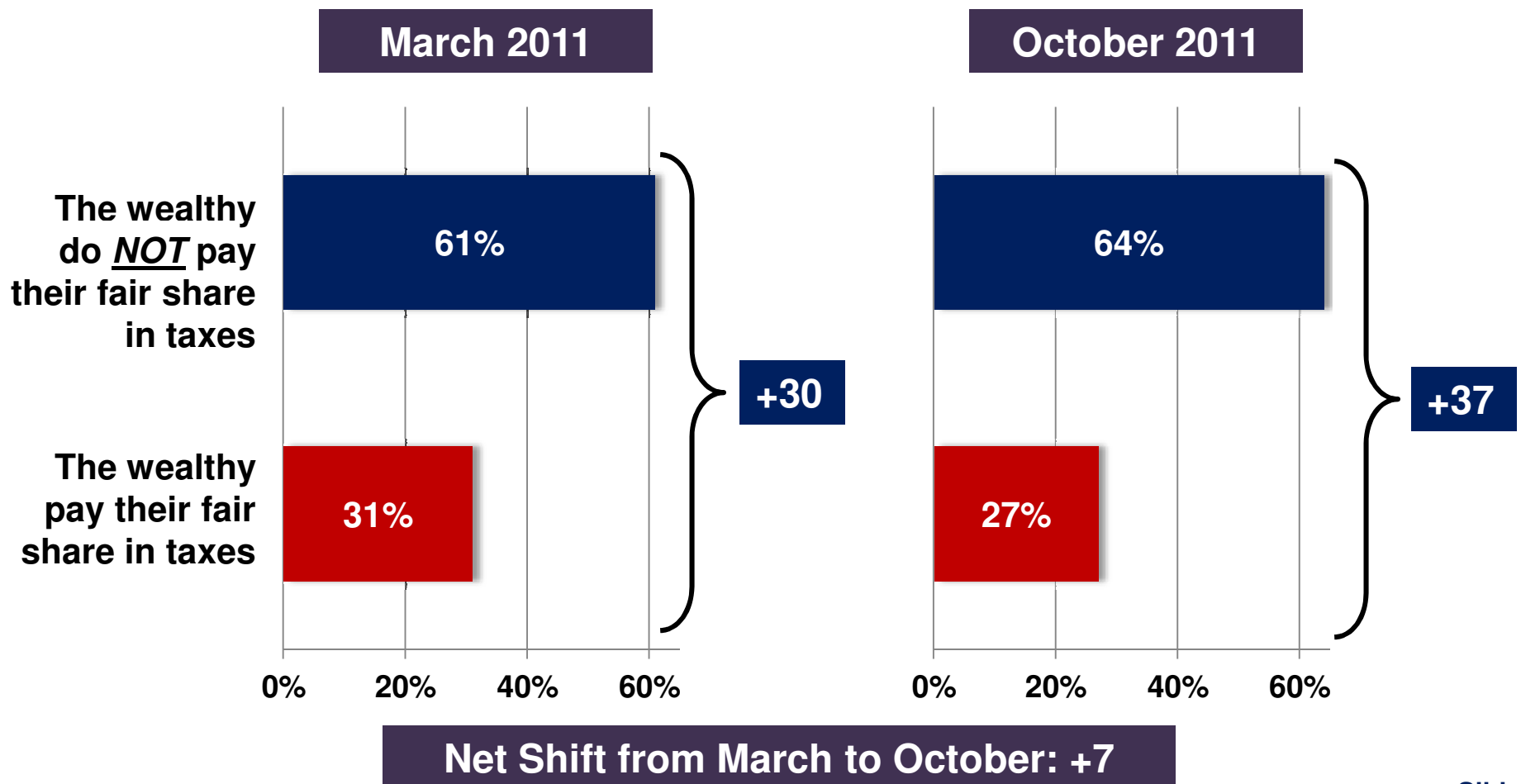
# Similarly, Voters Feel the Rich Do Not Pay Their Fair Share in Taxes...

*Here are some pairs of statements. Please tell me which statement you agree with more:  
(October 2011 survey)*



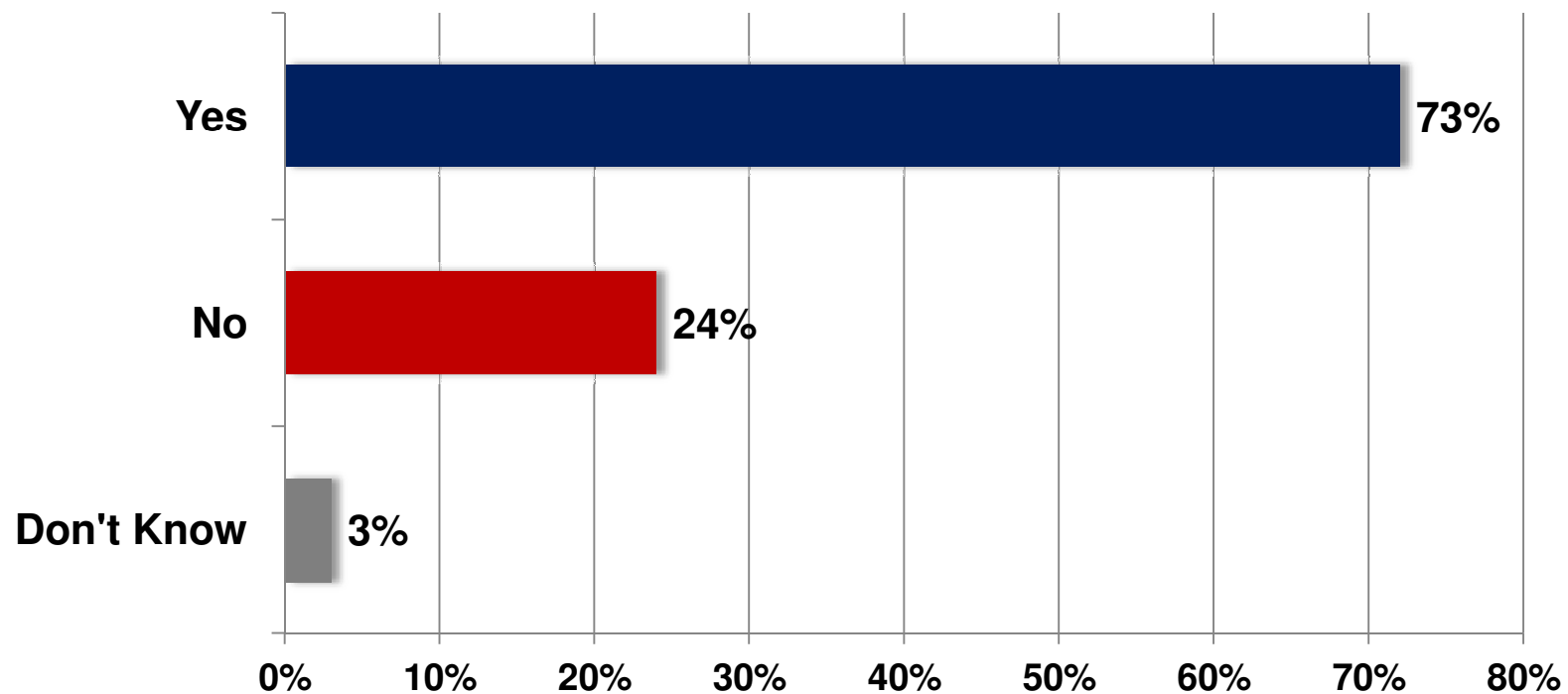
# ...And that Sentiment Is Also on the Rise

Here are some pairs of statements about tax policy. Please tell me which statement you agree with more:



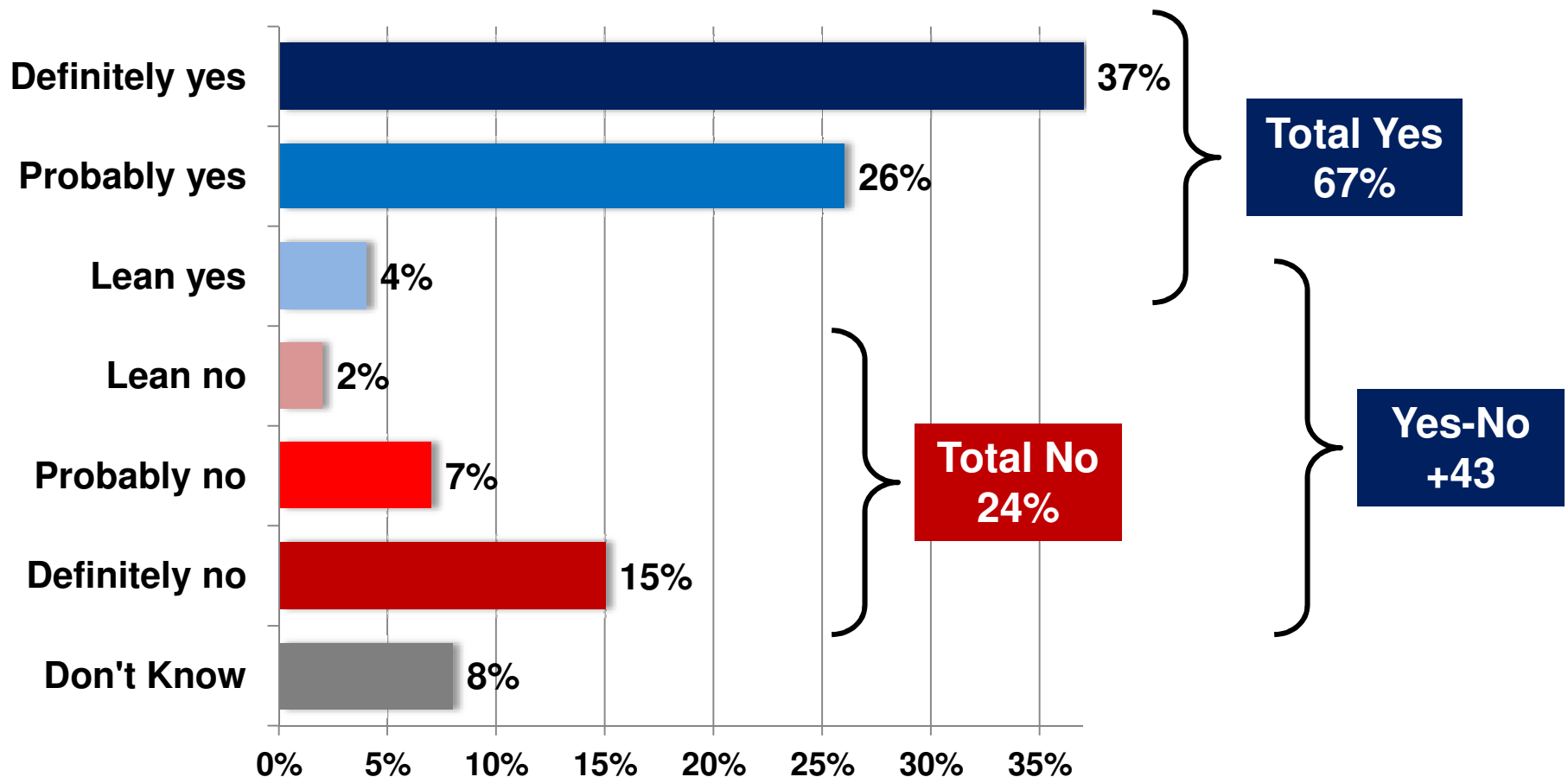
# Generally, Voters Support Raising Taxes on the Wealthy to Restore Funding to Essential Services

*Would you be open to raising taxes on the wealthy to restore funding to essential services that have been cut such as education, health care and public safety? (October 2011 survey)*



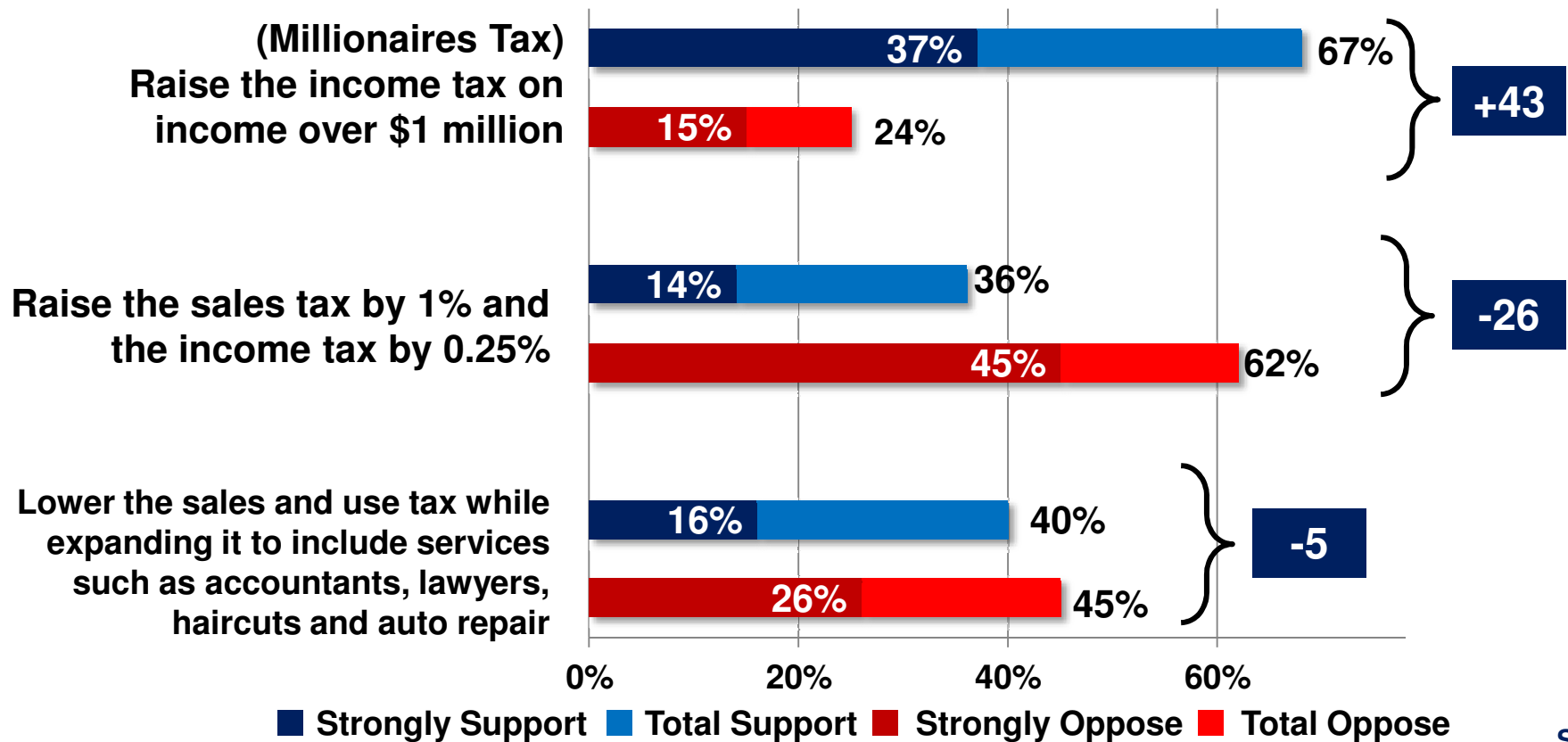
# Specifically, Voters Strongly Support the Millionaires Tax to Restore Funding to Essential Services (Title & Summary vote)

*If the election were held today, would you vote yes in favor of this measure or no to oppose it?*



# Support Much Lower for More Regressive Taxes

*Here are some other tax options that have been proposed to help balance the state budget and prevent deeper cuts for essential services. Please tell me whether you would support or oppose that option.*



# **Title & Summary of the Millionaires Tax Ballot Measure Tested in the Survey**

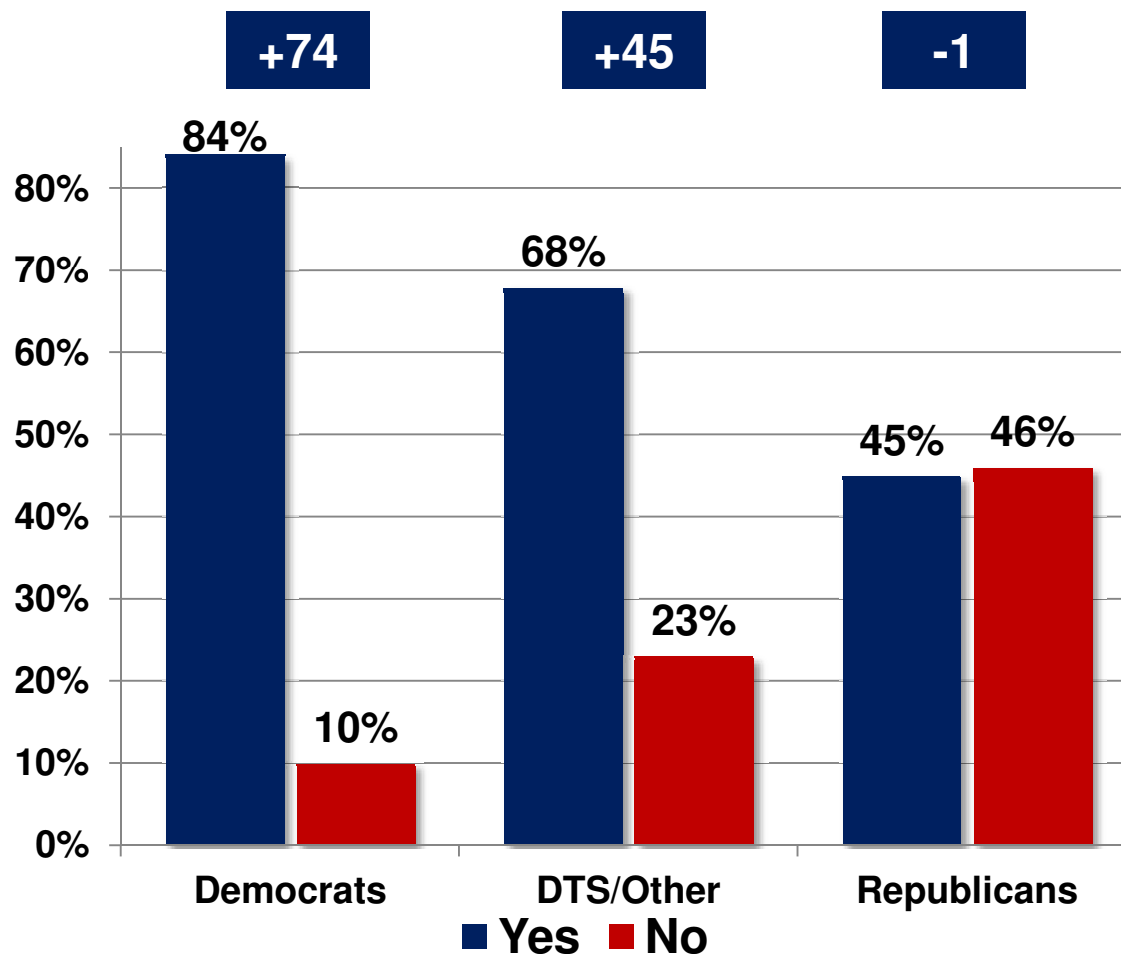
***Restores funding for education, police, fire, senior services, and road repair. Tax on personal income above \$1 million. Accountability Requirements. Initiative statute.***

- *Provides funds to restore specified programs previously eliminated due to budget cuts.*
- *Allocates 52% to Kindergarten through 14 and higher education; 16% to police and fire; 16% to senior services; and 16% to road repairs.*
- *Imposes additional 3% tax on taxpayers' personal income above \$1 million and 5% tax on taxpayers' personal income above \$2 million to provide dedicated funding to restore budget cuts.*
- *Creates dedicated fund into which tax revenues are deposited.*
- *Accountability requirements include independent audits.*

***The Legislative Analyst's estimate of fiscal impact would be additional annual state revenues of about \$6.1 billion with comparable annual expenditures by the state and local government for funding specified programs previously eliminated due to budget cuts.***

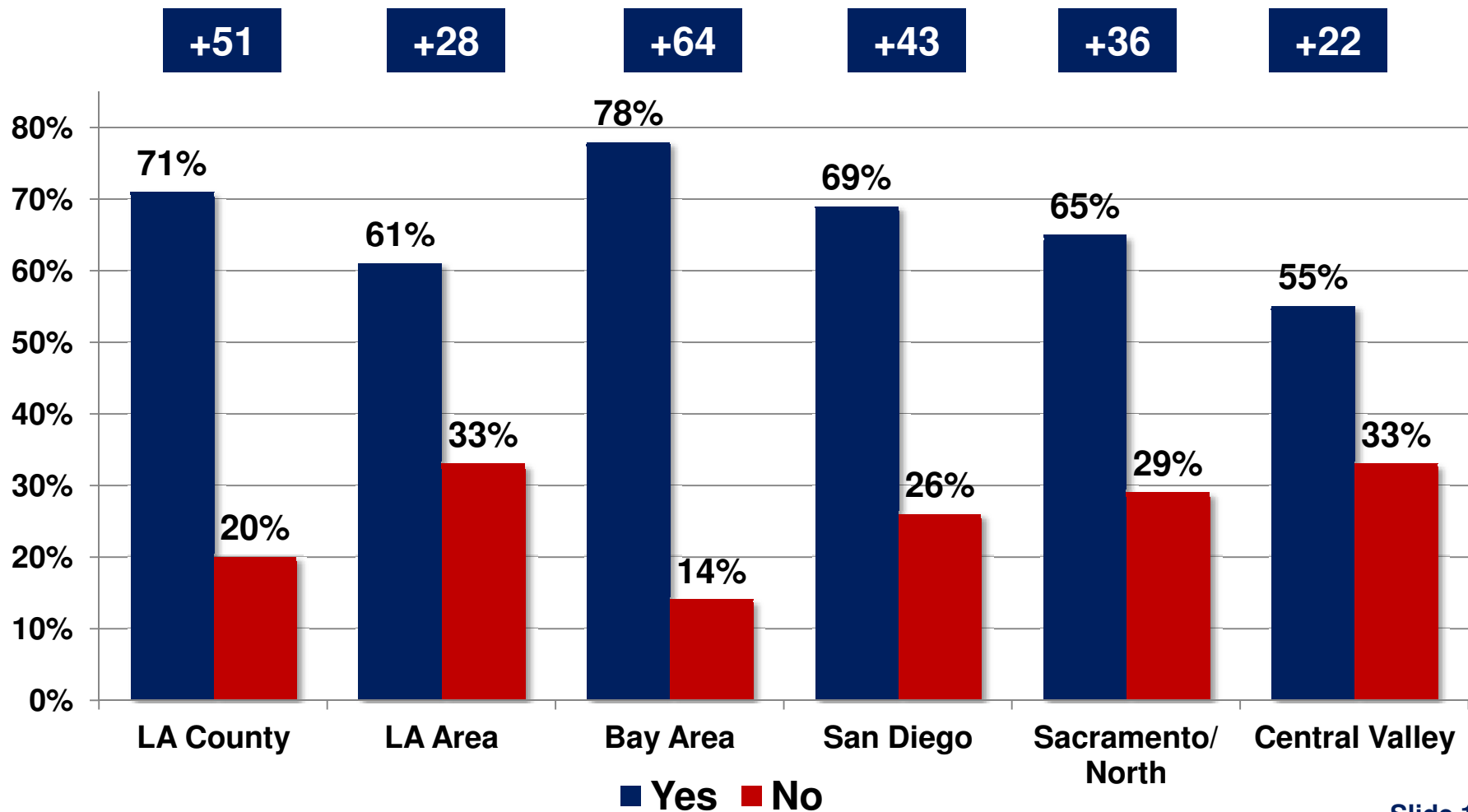
# Support for the Millionaires Tax by Party

*If the election were held today, would you vote yes in favor of this measure or no to oppose it?*



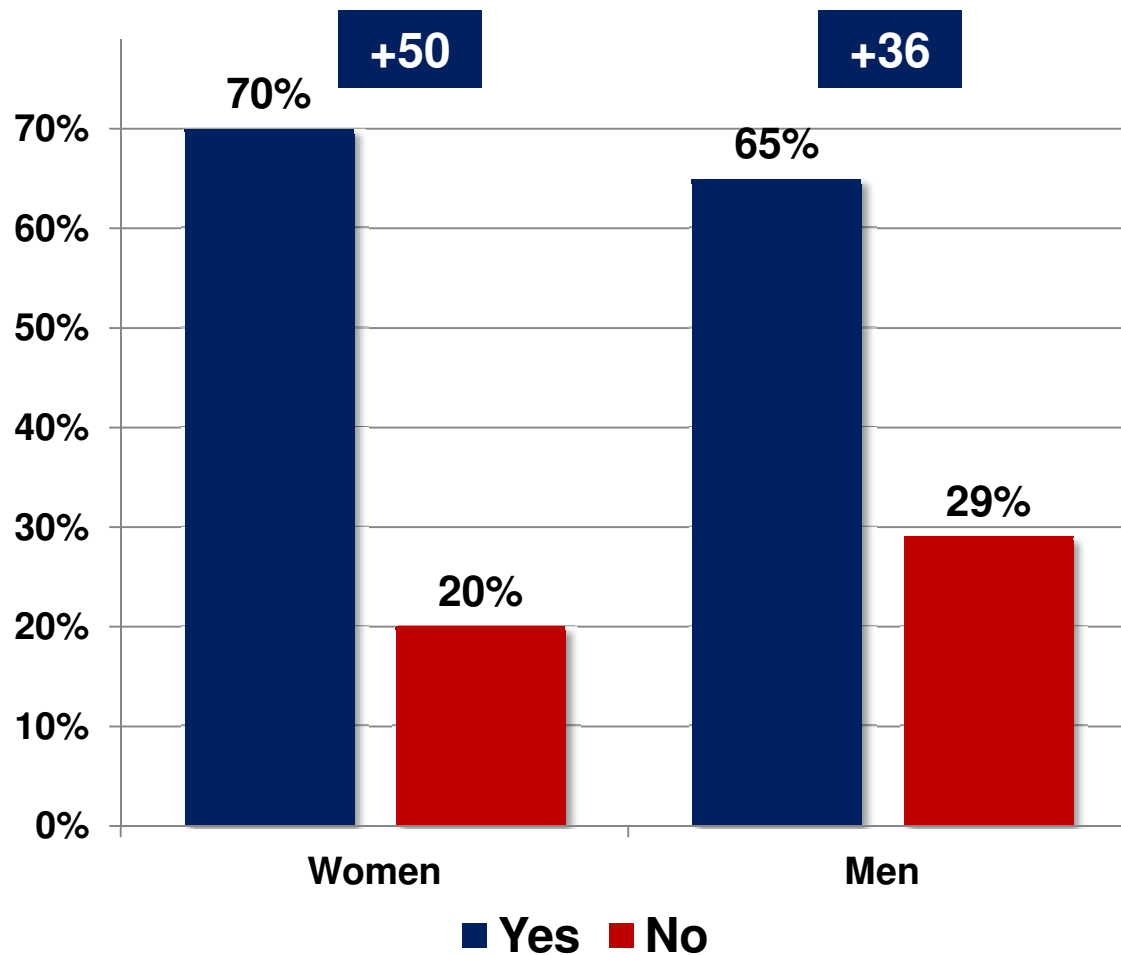
# Support by Region

*If the election were held today, would you vote yes in favor of this measure or no to oppose it?*



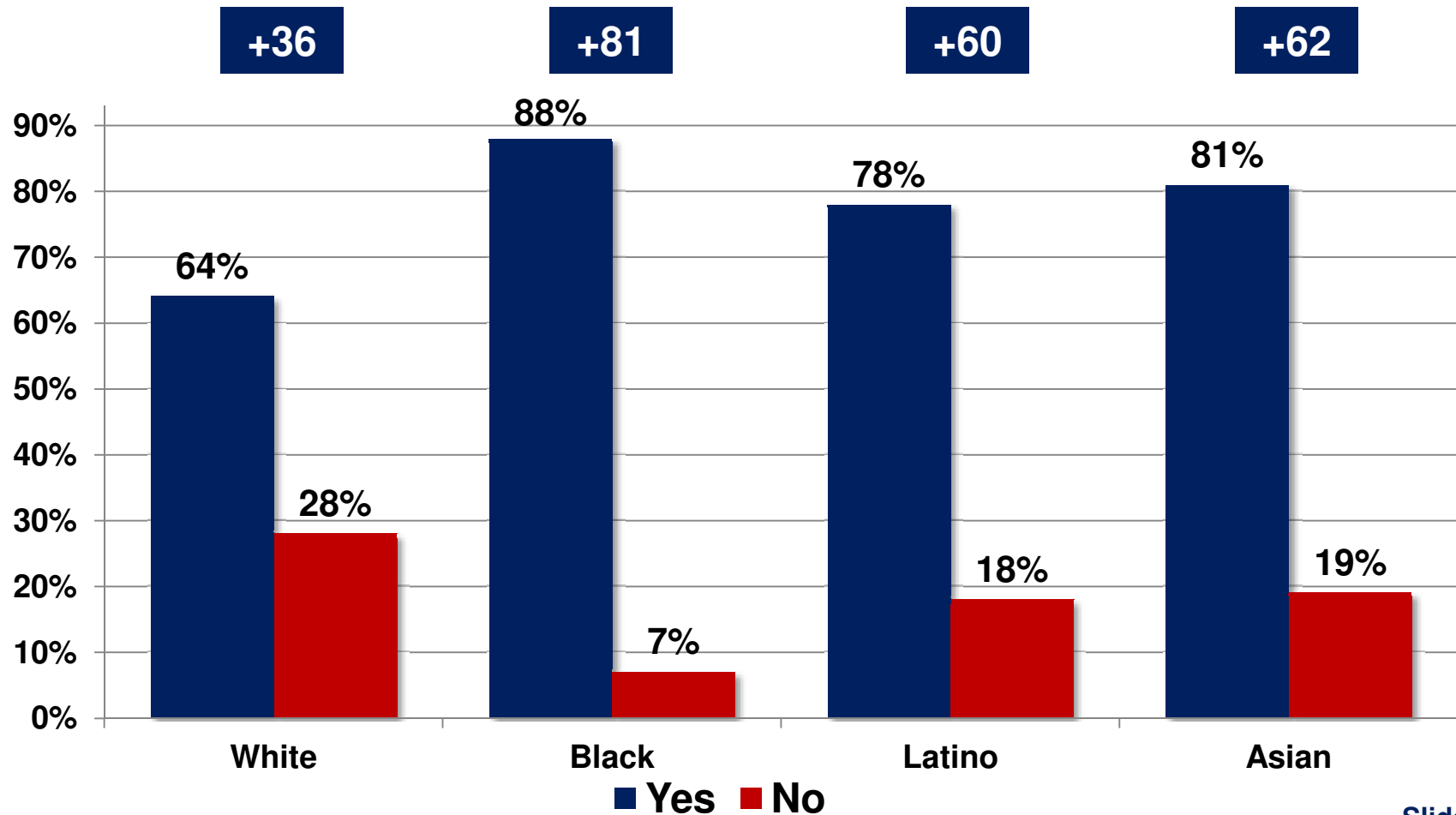
# Support by Gender

*If the election were held today, would you vote yes in favor of this measure or no to oppose it?*



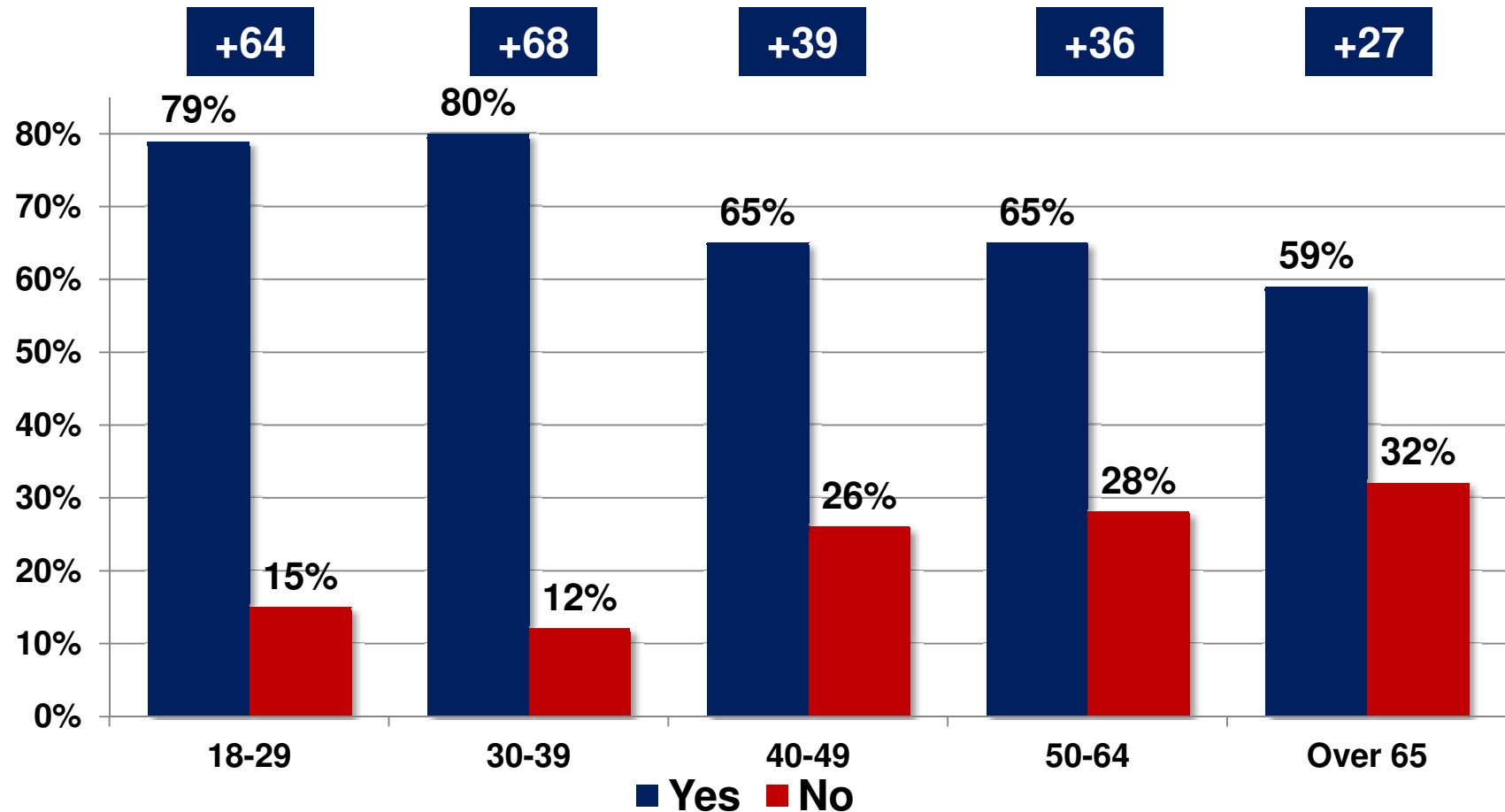
# Support by Ethnicity

*If the election were held today, would you vote yes in favor of this measure or no to oppose it?*



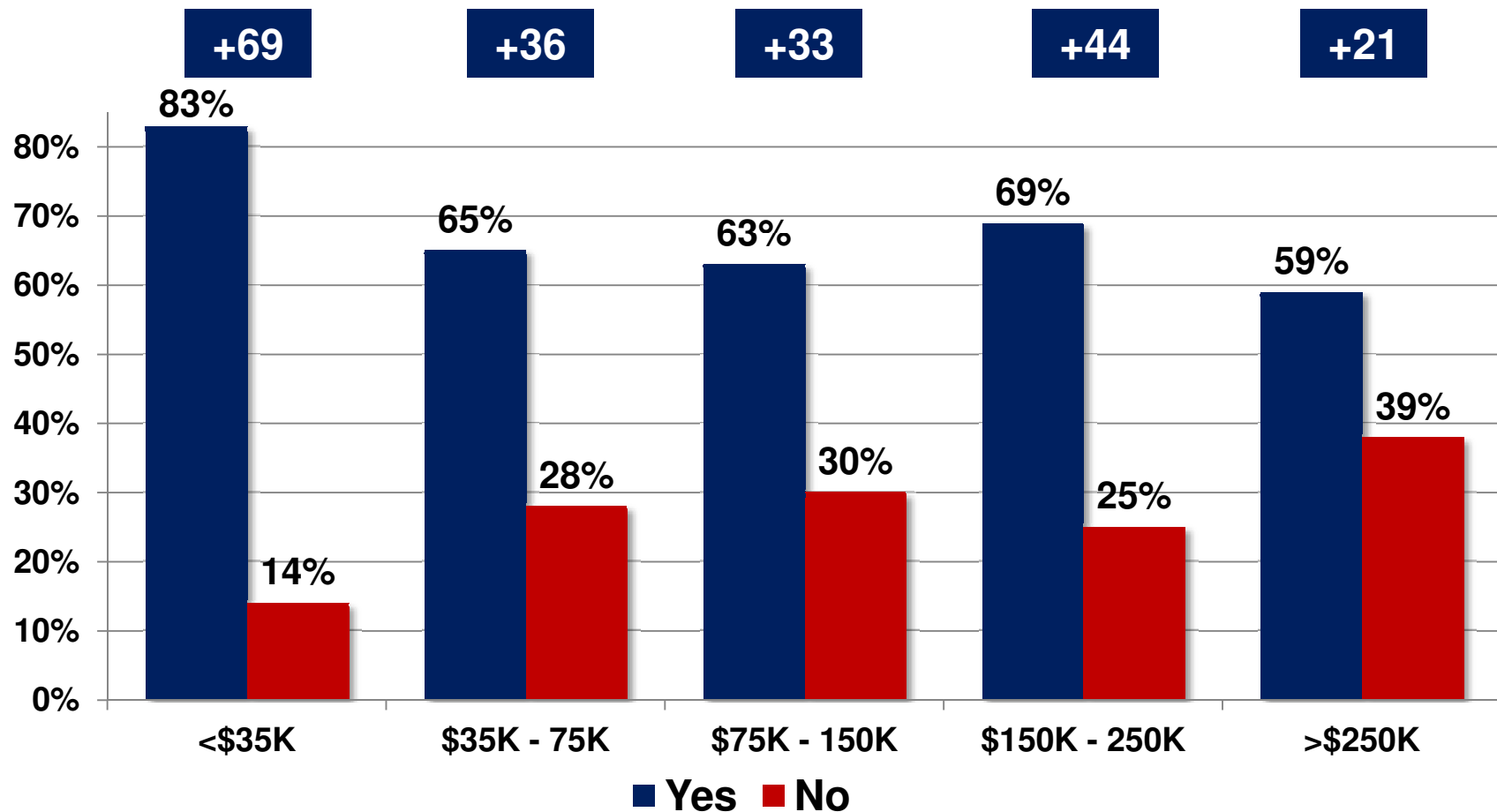
# Support by Age

*If the election were held today, would you vote yes in favor of this measure or no to oppose it?*



# Support by Income

*If the election were held today, would you vote yes in favor of this measure or no to oppose it?  
(annual household income, self-reported)*



## For More Information About Polling, Contact:

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