

Voters Want a Simpler & Fairer Tax Code Even If It Doesn't Reduce Personal Tax Burden

Likely voters in this year's mid-term elections overwhelmingly support comprehensive reform of the federal tax system to make it simpler and fairer even if it doesn't reduce their current personal tax burden. This is a non-partisan issue with huge support across all demographic and political voter segments. The survey results indicate a big opportunity for candidates who support this issue to attract votes for the November elections.

- By a 7 to 1 ratio (73% to 10%), nearly three-quarters of likely voters support comprehensive reform of the federal tax system to make it simpler and fairer EVEN IF it does not reduce their current personal tax burden. The strong desire for a simpler and fairer federal tax system is evident across all demographic and political voter segments: Republicans (73% to 10%), Democrats (74% to 11%), Independents (71% to 8%), liberals (75% to 11%), moderates (70% to 10%) and conservatives (74% to 8%).
- More than 4 in 5 likely voters (85%) believe it's important for Congress and the President to work together on comprehensive tax reform to create a simpler and fairer system that will make us more competitive in the global market place EVEN IF we continue to pay the same amount of tax. Clearly, this is an overwhelming non-partisan attitude among likely voters. Only 6% think it's not important.
- Three-quarters (77%) of likely voters are more likely to vote for a candidate for Congress in the upcoming election who supports comprehensive federal tax reform to make the federal tax system simpler and fairer. This is an issue that can garner voter support for candidates running for Congress this year. All candidates, regardless of party and ideology, would benefit: Republican (80%), Democrat (76%), Independent (74%), liberal (80%), moderate (74%) and conservative (77%).

Methodology: This national survey of 1,000 likely 2014 general election voters was conducted from April 3rd to 9th, 2014. All interviews were conducted online. Survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual voter turnout in a general election. This poll of 1,000 likely general election voters has an accuracy of +/- 3.1% at a 95% confidence interval.

Do you support comprehensive reform of the federal tax system to make it simpler and fairer even if it does not reduce your current personal tax burden?

	Total	Rep	Dem	Ind	Lib	Mod	Cons
Yes	73	73	74	71	75	70	74
No	10	10	11	8	11	10	8
Don't Know	17	18	15	20	14	20	18

Do you believe that it is important for Congress and the President to work together on comprehensive tax reform to create a simpler and fairer tax system that will make us more competitive in the global market place even if you continue to pay the same amount of tax?

	Total	Rep	Dem	Ind	Lib	Mod	Cons
Yes	85	82	89	84	86	87	82
No	6	9	5	6	8	4	7
Don't Know	9	9	7	10	7	9	11

Would you be more likely or less likely to vote for a candidate for Congress in the upcoming election who supports comprehensive federal tax reform to make the federal tax system simpler and fairer?

	Total	Rep	Dem	Ind	Lib	Mod	Cons
More Likely	77	80	76	74	80	74	77
Less Likely	5	3	7	7	7	5	4
No Difference	18	17	17	20	13	21	19