

April 9, 2025

To: Interested Parties

Fr: Impact Research

Re: Poll Finds That Raising Taxes on Billionaires is a Winning Issue in CA-13

A recent poll of likely 2026 voters in California's 13th congressional district reveals strong support for raising taxes on billionaires. The poll also finds broad support for proposals to raise taxes on the ultra-wealthy, that raising taxes on billionaires is much more popular than simply opposing tax breaks for them, and that a message on how billionaire wealth drives up costs for everyday Americans is very effective. Below are some key findings from the poll:

- **Raising taxes on billionaires is extremely popular among CA-13 voters.** Nearly two-thirds of voters in the district support this proposal (65%), with only 28% opposing it. Not only is support for raising taxes on billionaires broad, but it is also intense, with 49% *strongly* supporting it, over three times the share that is strongly opposed (16%). Support is just as high among key swing audiences in the district, such as voters who are undecided on how to rate Congressman Gray's job performance (68%) and Independents (65%).
- **Voters would much rather raise taxes on billionaires than just block new tax cuts for them.** When voters are forced to choose, they prefer "raising taxes on billionaires" over "opposing new tax cuts for billionaires" by a 24-point margin (53% to 29%). This preference is especially clear among the key audience of Independents who are undecided on Congressman Gray's job performance, as they favor the option of raising taxes on billionaires by a 43-point margin (65% to 22%).
- **Proposals to tax the wealth of the ultra-wealthy and a surtax on millionaires also generate strong support.** About 60% of voters support requiring those worth \$100 million or more to pay at least a 20% income tax (64%), a wealth tax on those worth \$50 million or more (63%), and a millionaire surtax for those earning \$1 million or more a year (59%). The only proposal that did not generate broad support was raising the tax rate for those making over \$10 million a year to 70% (43% support / 51% oppose). This suggests that while these voters overwhelmingly support higher taxes on the ultra-wealthy, a 70% tax rate is seen as too high.

These findings are based on the results of a multi-modal phone survey of N=500 likely 2026 general election voters in California's 13th congressional district, conducted from March 27-31, 2025 by Impact Research. The survey used a mix of live and text-to-web interviews with 84% of interviews conducted over cell phones and was conducted in both English and Spanish. The margin of error is $\pm 4.4\%$ at the 95% confidence level.

Congressional Tax Proposals <i>% Support / % Oppose</i>	Support	Oppose	Net Support
Raise taxes on billionaires	65	28	+37
Require people with \$100 million or more in wealth to pay at least 20% of their income in taxes	64	27	+37
A wealth tax that would apply a 5% annual tax on people with \$50 million or more in wealth and a 10% annual tax on people with \$250 million or more in wealth	63	30	+33
A millionaire surtax that would raise the tax rate by 10% for individuals earning \$1 million or more a year and for married couples earning \$2 million or more a year	59	34	+25
Raise the annual tax on people with incomes over \$10 million from 37% to 70%	43	51	-8

- **A message on how the concentration of billionaire wealth is driving up costs for everyday Americans is very effective.** This message makes 58% of CA-13 voters more likely to support a member of Congress who delivers it, including 44% who say they are *much* more likely to do so. The message is especially effective among voters under 35 (74% more likely to support).

Message on the Concentration of Billionaire Wealth <i>% more likely to support member of Congress who made this statement</i>	% Much More Likely	% Total More Likely
The concentration of billionaire wealth in America is directly driving up your cost of living. The ultra-wealthy are buying up housing, hospitals, and medical practices, then slashing services while raising prices. They're using their political influence to cut their own taxes while blocking affordable housing and healthcare reforms. As a result, you're paying higher rents, facing skyrocketing medical costs, and shouldering more of the tax burden. We need to tax billionaire wealth because it's making housing and healthcare increasingly unaffordable for everyday Americans.	44	58

- **Billionaires are viewed negatively, apart from Elon Musk, who voters are split on.** These voters rate billionaires overall unfavorably by a 17-point margin (31% favorable / 48% unfavorable). Jeff Bezos (24% favorable / 56% unfavorable) and Mark Zuckerberg (23% favorable / 66% unfavorable) are deeply unpopular in the district, while voters are divided on Musk (50% favorable / 47% unfavorable). Views of Musk are similar to those of President Trump, who is slightly more popular (53% favorable / 46% unfavorable).

- **Congressman Adam Gray leads presumptive Republican nominee Javier Lopez by 4 points (47% to 43%) in the vote for Congress.** 10% of voters are undecided and these undecideds are especially likely to be Independents (63% vs. 32% of all voters) but otherwise don't differ significantly demographically from likely 2026 voters in CA-13 overall. Gray's popularity rating is narrowly above water (39% favorable / 37% unfavorable / 24% can't rate), but he earns a slightly net negative rating for the job he is doing in Congress (32% positive / 37% negative), likely due largely to the negative views of Congress. There is ample potential for the Congressman to improve this rating, as 31% of likely voters in the district are undecided on his job performance.