From: Public Policy Polling
To: Interested parties
Subject: Colorado voters strongly behind tax fairness
Date: 9/25/14

According to a new survey from Public Policy Polling, the Colorado Senate race is in a dead heat, within the margin of error (+/-3.8%) of the poll. The poll showed support for Republican Cory Gardner at 47% and Democrat Mark Udall at 45%, with only 8% of voters undecided.

The poll questioned likely voters on a variety of issues that are central to this Senate race, including important tax issues, and found the following:

- Colorado voters strongly prefer a candidate who supports a “tax fairness” agenda. Voters across party lines overwhelmingly support a tax system in which the wealthy and corporations pay their fair share of taxes.

- Tax fairness issues ranked higher than nearly all other major issues being debated in the Senate race.

- Support for tax fairness issues runs so strong across party lines that it appears to be a core value held by the public. Wide majorities of white, African-American and Latino voters expressed support for tax fairness. A wide majority of women and a majority of men expressed support for tax fairness issues. A majority of self-described moderates and independents also supported these positions.

A total of 10 issues were tested. Three of the top five dealt with tax fairness:

- 79% of likely voters said they would be more likely to support a candidate who wants to close tax loopholes and use the money to create jobs, including 72% of independents and 71% of Republicans.

- 73% of likely voters said they would be more likely to support a candidate who wants to make sure millionaires do not pay a lower tax rate than the middle class, including 75% of independents and 55% of Republicans.

- 68% of likely voters want to end tax breaks for corporations that ship jobs overseas, including 70% of independents and 57% of Republicans.
Would you be more likely to vote for a Colorado U.S. Senate candidate who took the following positions?

- Defends our privacy and freedom to be left alone: 56% Much More Likely, 24% Somewhat More Likely
- Close tax loopholes and use money to create jobs: 56% Much More Likely, 23% Somewhat More Likely
- Supports Colorado’s green energy and natural gas industries: 46% Much More Likely, 28% Somewhat More Likely
- Make sure millionaires do not pay lower tax rate than middle class: 58% Much More Likely, 15% Somewhat More Likely
- End tax breaks for corporations that ship jobs overseas: 50% Much More Likely, 18% Somewhat More Likely
- Protect a woman’s right to choose and protect access to birth control: 55% Much More Likely, 11% Somewhat More Likely
- Make the rich and corporations pay their fair share of taxes: 46% Much More Likely, 17% Somewhat More Likely
- Believes that we can’t afford Obamacare: 44% Much More Likely, 11% Somewhat More Likely

Colorado Poll by Public Policy Polling for Americans for Tax Fairness Action Fund - September 2014

Would you be less likely to vote for a Colorado Senate Candidate who took the following positions?

- Votes with President Obama 99% of the time: 49% Much Less Likely, 7% Somewhat Less Likely
- Voted to shut down the government: 91% Much Less Likely, 12% Somewhat Less Likely

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When asked, “When choosing a senator, how important is the issue of closing tax loopholes so the rich and corporations pay their fair share?”, 73% of likely voters said it is important with 49% saying it is very important. Overall, 73% of independents and 56% of Republicans felt this issue was important when voting for U.S. senator.

The poll explored the issue of tax inversions, which has been a hot topic of debate in recent months. Respondents were asked, “Do you approve or disapprove of tax inversions, a practice where an American company becomes a subsidiary of another company in a foreign country for the purpose of reducing its taxes?” By a margin of more than three-to-one, 70% to 22%, likely voters disapprove of the practice of tax inversions, and 69% of voters disapprove specifically of Burger King’s plan to do a corporate inversion by purchasing a Canadian company.
Opposition to corporate inversions was strong across party lines:

- An overwhelming majority of Democrats (86%) disapproved of tax inversions and 75% specifically disapproved of the Burger King inversion.
- A majority of Republicans (56%) disapproved of tax inversions and 55% disapproved specifically with the Burger King inversion.
- A wide majority of Independents (70%) disapproved of tax inversions and 67% specifically disapproved of the Burger King inversion.

Do you approve or disapprove of tax inversions?

![Bar chart showing 70% disapprove and 23% approve of tax inversions.](chart.png)

*Colorado Poll by Public Policy Polling for Americans for Tax Fairness Action Fund - September 2014*
Do you approve or disapprove of Burger King changing its address to Canada?

PPP surveyed 652 likely Colorado voters from September 19th to 21st. The poll was sponsored by the Americans for Tax Fairness Action Fund. The margin of error is +/- 3.8%.