

March 2026

Billionaire Tax Poll

Findings and Recommendations from a Poll of Registered Voters
Nationwide and in California

IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=800 registered voters nationwide with an oversample of N=600 voters in California



The survey was conducted online with interviews conducted in both English and Spanish.



Interviews were conducted between February 20-25, 2026.



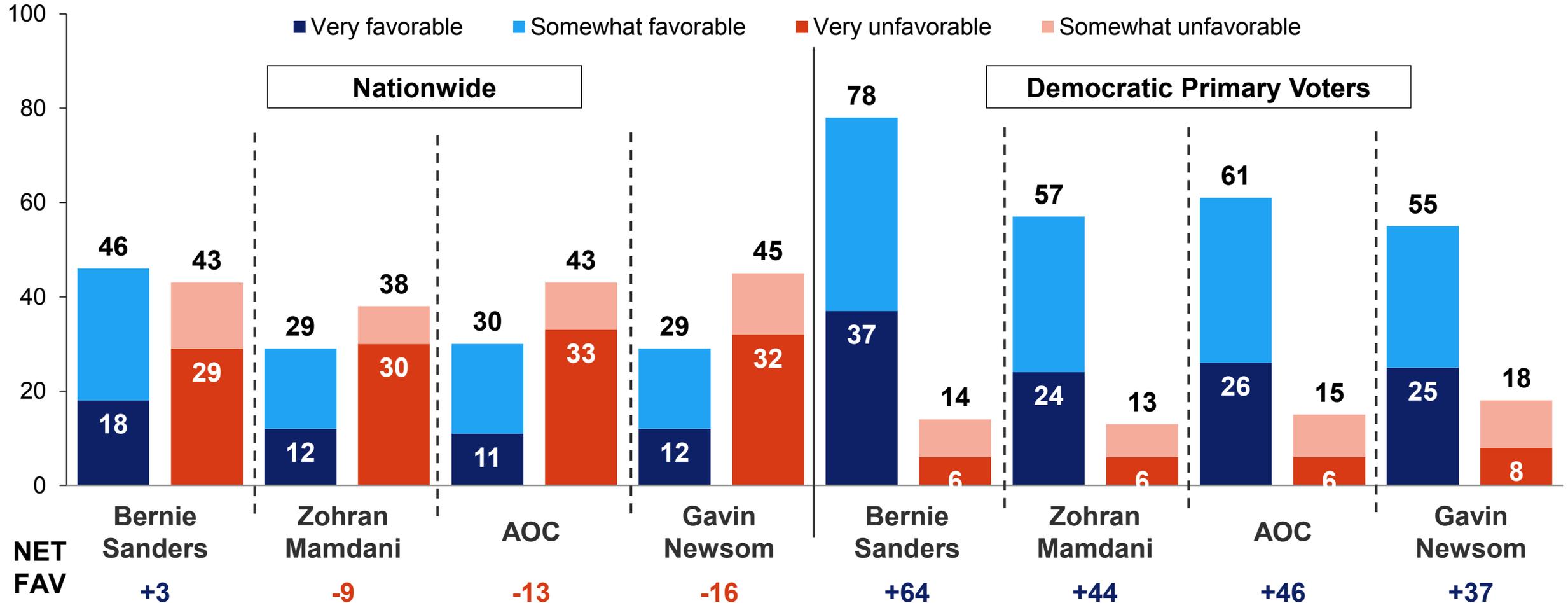
For the national sample, the credibility interval is +/- 3.5 percentage points at the 95% level of confidence. For the California sample, the credibility interval is +/- 4.0 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Nationally, Bernie, Mamdani, and AOC all have better ratings than Newsom among voters overall and Dem primary voters.

Sanders is the only one with a net favorable rating among voters overall.

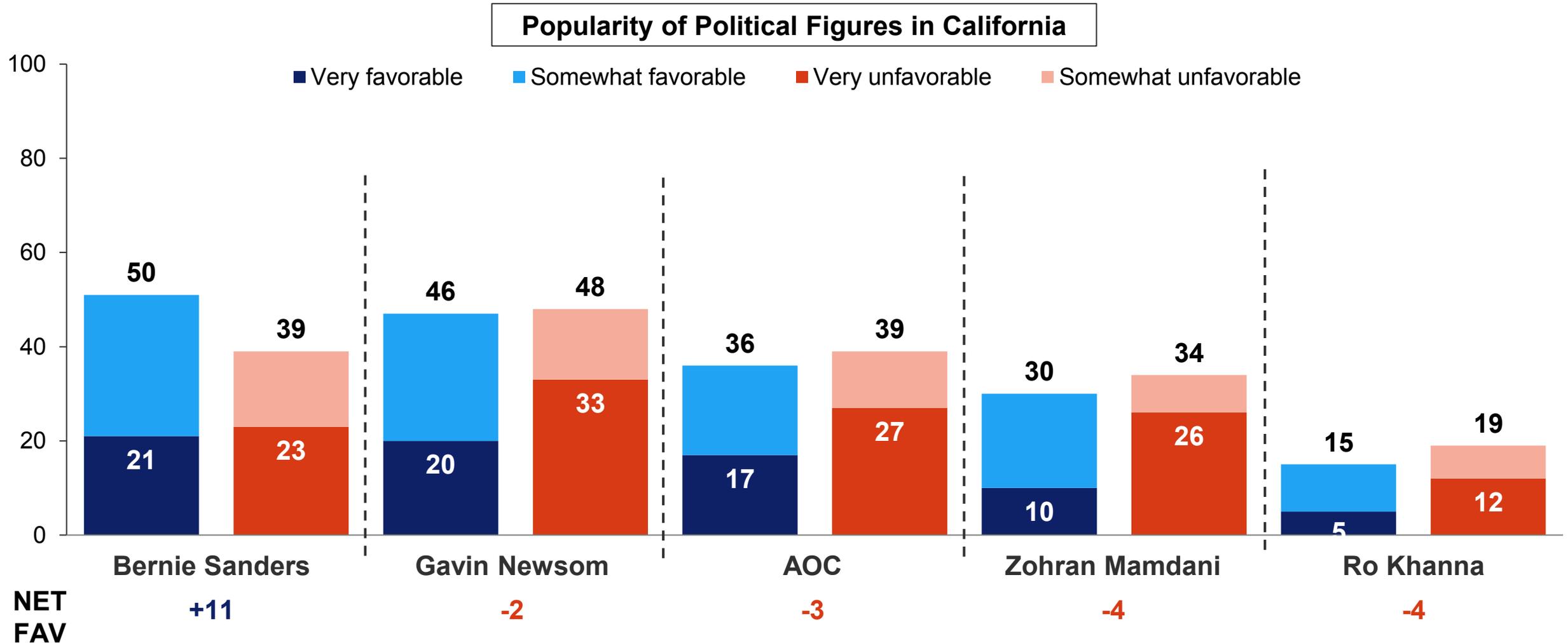
Popularity of Political Figures Nationwide

Very favorable Somewhat favorable Very unfavorable Somewhat unfavorable

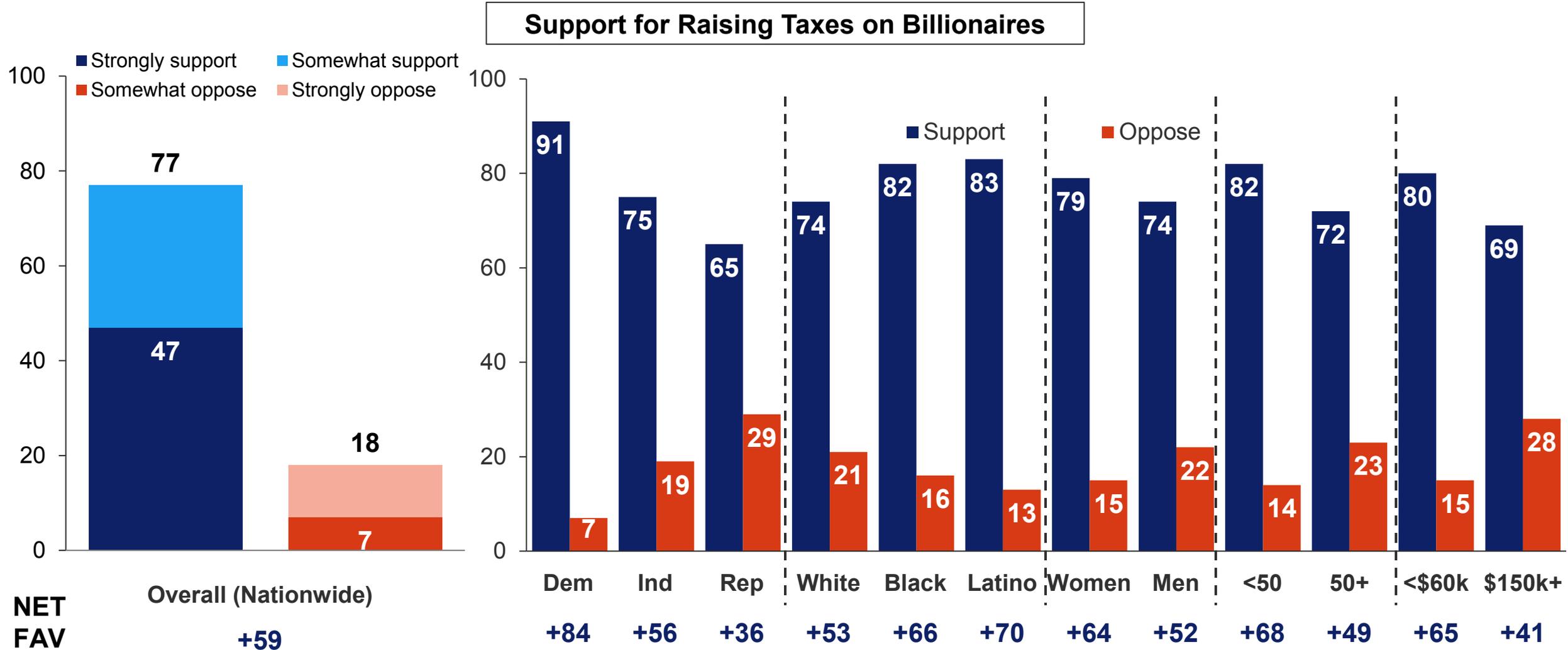


Bernie is also more popular than Newsom in California.

Ro Khanna is unknown to two-thirds of CA voters.

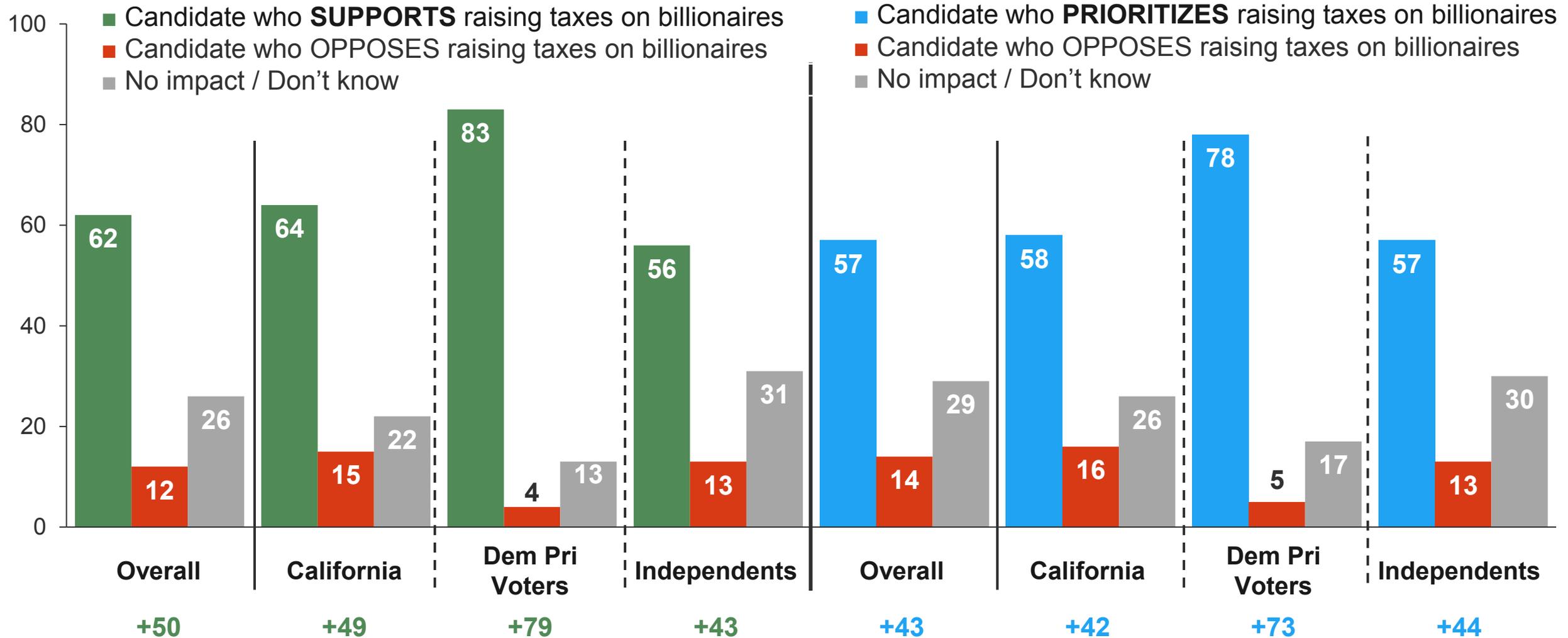


Over three quarters of voters nationwide support raising taxes on billionaires, and this support is echoed across subgroups, even among Republicans.



Voters overwhelmingly prefer candidates who support or prioritize raising taxes on billionaires over those who oppose it.

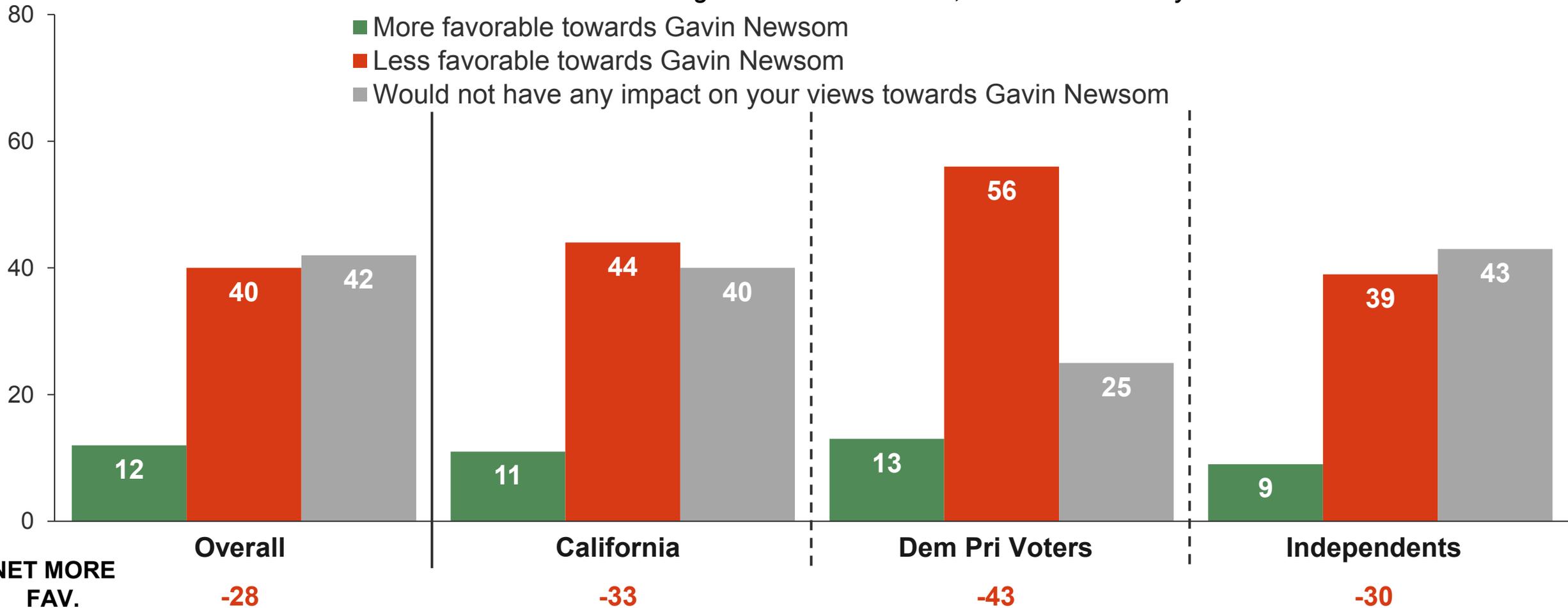
“Supporting” is slightly more popular than “prioritizing.”



Gavin's opposition to raising taxes on billionaires makes voters nationwide less favorable towards him by 28 points.

Democratic primary voters are especially likely to be less favorable if he opposed raising taxes on billionaires.

If Gavin Newsom OPPOSED raising taxes on billionaires, would that make you:



Majorities see billionaires having a negative impact on corruption, political division, misinformation, the cost of living, housing, and healthcare.

There is good deal of uncertainty on their impact on kids' mental health and ability to learn.

