

To: Interested Parties  
 From: GBAO  
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## Americans Want Billionaires to Pay More in Taxes

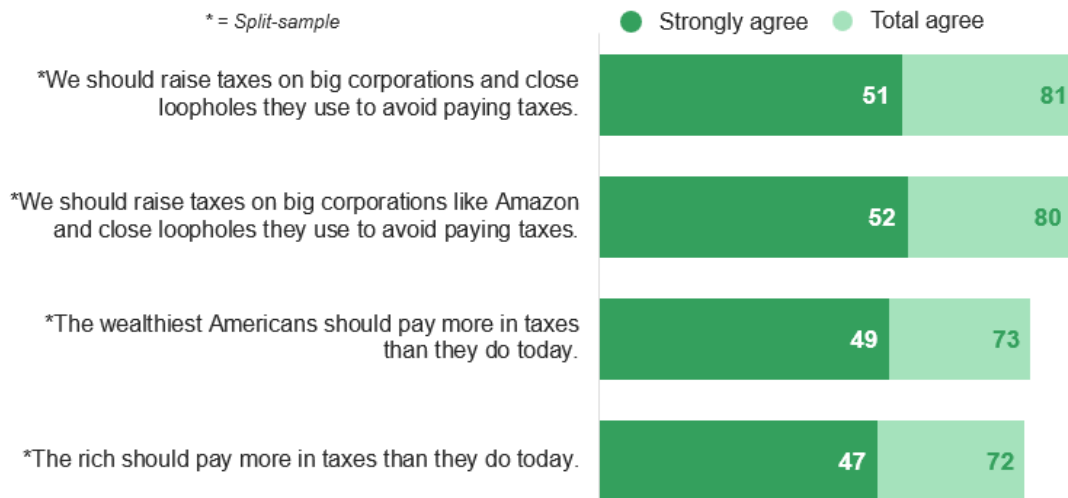
A new survey<sup>1</sup> of likely voters in this November's election, conducted on behalf of Families Over Billionaires (formerly Fair Share America), highlights the broad and deep support across the electorate for making rich Americans and corporations pay more in taxes, deep dissatisfaction with the billionaire class in general, and real opposition to last year's One Big Beautiful Bill Act and the President who championed and signed it.

There is a long way to go before November, but voters from all backgrounds and political perspectives are already indicating they are willing to cast their votes in favor of making billionaires and corporations pay their fair share.

The following are key findings from this survey:

- **Overwhelming support for raising taxes on big corporations and the rich.** The American public has reached a consensus on the benefits of raising taxes on the rich and big corporations. More than four in five midterm voters support higher corporate taxes with fewer loopholes, and more than seven in ten favor making the wealthiest individuals pay more as well.

Support for these statements is extremely broad, drawing general agreement across race, region, gender, age, and even varying income levels. They have majority support across party lines as well – 67 percent of Trump's voters support higher taxes on corporations, and 51 percent support raising taxes on the rich.

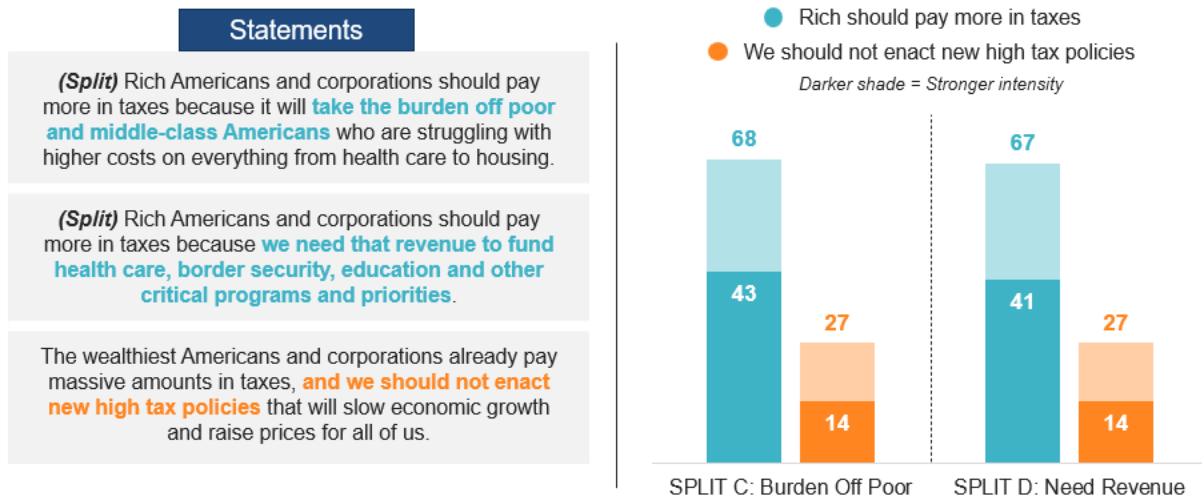


<sup>1</sup> Survey findings are taken from a national survey of 1500 likely 2026 midterm general election voters. Interviews were conducted via an online panel between January 29-February 5, 2026. Results carry a margin of error of +/- 2.5 percentage points at a 95 percent confidence interval.



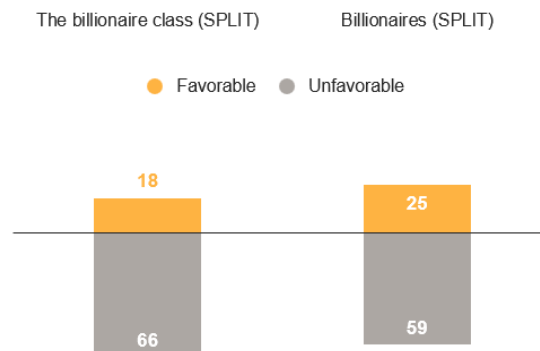
- **Even after balanced arguments for and against higher taxes on the rich, over two in three voters still want them to pay more.** Whether it is taking the burden off poor and middle-class Americans, or increasing revenue for critical programs, there is vast consensus that the rich should pay more in taxes – and rejection of the argument that the rich already pay enough.

Voters across the political spectrum agree on the benefits of making the rich pay more, with 69 percent of Independents in support, as well as 45 percent of Trump's 2024 voters, indicating the issue has broad enough support to scramble his coalition from the most recent Presidential election.



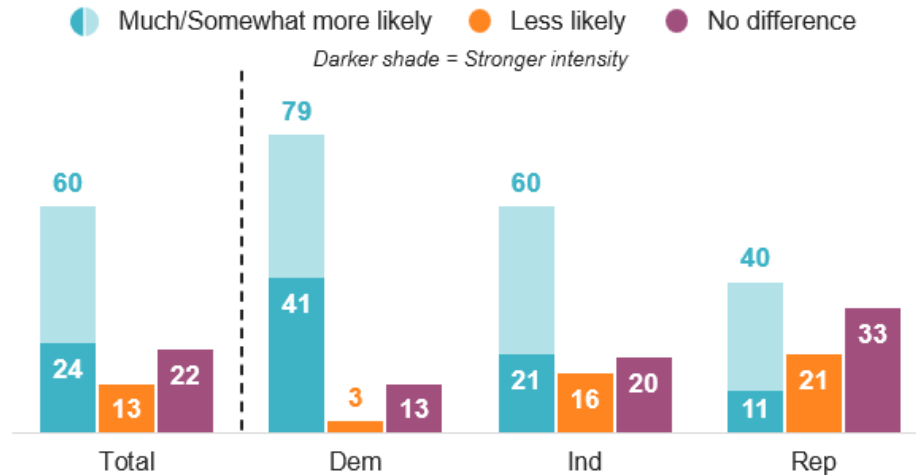
- **Billionaires, especially the billionaire class, are deeply unpopular.** Regardless of how the wealthiest Americans are described (“billionaires” vs. “the billionaire class”), this group is not viewed positively by voters.

In a split-sample test, “billionaires” are deeply unpopular (25 percent favorable, 59 percent unfavorable), while “the billionaire class” fares even worse (18 percent favorable, 66 percent unfavorable).



- **Voters want to support candidates who will raise taxes on billionaires.** Sixty percent of voters say that they would be more likely to vote for a candidate who says they would vote to raise taxes on billionaires, compared to only 13 percent who say they would be less likely. While Democrats and Independents are fully aligned here, so too are a plurality of Republicans, who say they are more likely to support a candidate who supports higher taxes on billionaires by roughly a 2-to-1 margin over those who say they would be less likely.

*Thinking about your vote for U.S. Congress later this year, if a candidate said they would vote to raise taxes on **billionaires**, would that make you more or less likely to vote for that candidate or would it not affect your vote?*



- **A majority of likely voters have negative impressions of the One Big Beautiful Bill Act.** Overall, only 35 percent of voters hold a favorable impression of the OBBBA, which gave massive tax breaks to the wealthiest Americans, while 52 percent have an unfavorable view. In fact, strongly negative views (40 percent) outpace total positive impressions.

Among Independent voters, views are even more negative, by a 29 to 57 percent margin. Views are net negative across age, gender, race, income, and education.

- **A majority of Americans disapprove of Trump's performance as President.** President Trump's job approval sits at 42 percent, with 58 percent disapproving. 47 percent strongly disapprove of the job Trump is doing, more than twice the 20 percent who strongly approve.

Trump's standing with Independent midterm voters is very low, with approval at just 36 percent and disapproval at 63 percent. Not only that, but there are serious cracks in the Trump coalition, with nearly one in four of his 2024 voters (25 percent) expressing negative personal views or disapproval of the President and/or saying they will not support Republican congressional candidates this November.