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FROM Dave Metz and Miranda Everitt
FM3 Research

RE: California Voter Views of the Billionaire Wealth Tax

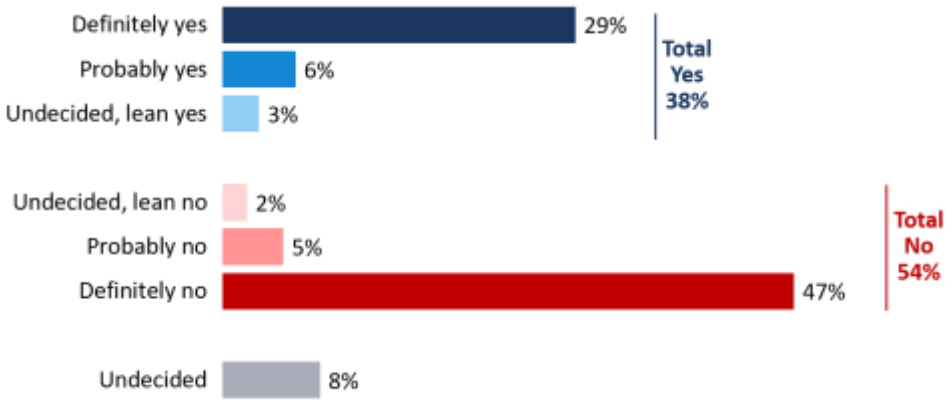
DATE June 15, 2026

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of California voters to understand their views on the billionaire wealth tax proposed for the November ballot.[i] **The study shows extraordinarily high awareness of the measure, and solid majority opposition – both before and after voters are presented with its official title and summary.** Key specific findings include:

- **Awareness of the measure is near-universal among likely voters – highly unusual for this early stage of the campaign.** Fully 89% say they have heard at least "some" about the measure, while 31% have heard "a great deal." Those aware of the measure, without any additional information, oppose it 53% to 40% support.

- **When presented with the measure's full official title and summary, voters oppose it by a 16-point margin.** As shown in Figure 1 below, the measure is opposed by a 54% majority of voters. Notably, nearly half (47%) would "definitely" vote no, while just three in ten (29%) are certain of their "yes" vote.

Figure 1: Support for the Measure



[i] **Methodology:** From June 9-14, 2026, FM3 completed 833 online and telephone interviews with likely November 2026 voters. The margin of sampling error for the study is +/-3.5% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.