



THE UNIVERSITY OF CHICAGO  
HARRIS SCHOOL  
OF PUBLIC POLICY



NORC  
at the  
University of  
Chicago

# UChicago Harris/AP-NORC Poll

Conducted by the University of Chicago Harris School of Public Policy and The Associated Press-NORC  
Center for Public Affairs Research  
With funding from NORC at the University of Chicago

*Interviews: 12/14-18/2023*

*1,024 adults*

*Margin of error: +/- 4.2 percentage points at the 95% confidence level among all adults*

*NOTE: All results show percentages among all respondents, unless otherwise labeled.*

**HARRIS1. How fair or unfair do you think each of the following taxes are?**

AP-NORC 12/14-18/2023	<b>Very/ somewhat fair NET</b>	Very Fair	Somewhat fair	<b>Very/ somewhat unfair NET</b>	Somewhat unfair	Very unfair	DK	SKP/ REF
Federal income tax	<b>39</b>	7	31	<b>60</b>	36	24	-	1
State sales tax	<b>46</b>	8	38	<b>52</b>	33	19	*	2
Local property tax	<b>39</b>	6	32	<b>59</b>	33	26	*	2
Federal social security tax	<b>46</b>	10	37	<b>51</b>	29	22	*	2
State income tax	<b>44</b>	9	35	<b>53</b>	32	20	*	4

N=1,024

**HARRIS2. How well do you understand how the amount you owe is calculated for each of the following taxes?**

AP-NORC 12/14-18/2023	<b>Extremely/ very well NET</b>	Extremely well	Very well	<b>Some- what well</b>	<b>Not at all/not too well NET</b>	Not too well	Not well at all	Not Applicable, don't pay this type of tax	DK	SKP/ REF
Federal income tax	<b>26</b>	11	15	<b>35</b>	<b>32</b>	22	10	5	*	2
State sales tax	<b>31</b>	14	17	<b>31</b>	<b>31</b>	20	10	6	*	2
Local property tax	<b>22</b>	8	14	<b>34</b>	<b>33</b>	21	12	9	*	2

N=1,024

**HARRIS3. Do you consider the amount you have to pay for each of the following taxes as too high, too low, or about right?**

AP-NORC 12/14-18/2023	<b>Much/a little too high NET</b>	Much too high	A little too high	<b>About right</b>	<b>Much/a little too low NET</b>	A little too low	Much too low	DK	SKP/ REF
Federal income tax (n=974)	<b>67</b>	28	39	<b>27</b>	<b>3</b>	3	*	*	2
State sales tax (n=958)	<b>62</b>	23	39	<b>34</b>	<b>2</b>	2	*	*	1
Local property tax (n=936)	<b>69</b>	33	36	<b>27</b>	<b>3</b>	3	*	*	1

**HARRIS4. Do you think the amount you pay for each of the following taxes are higher, lower, or about the same as the U.S. average?**

AP-NORC 12/14-18/2023	<b>A lot/a little higher NET</b>	A lot higher	A little higher	<b>About average</b>	<b>A lot/a little lower NET</b>	A little lower	A lot lower	DK	SKP/ REF
Federal income tax (n=974)	<b>40</b>	14	25	<b>50</b>	<b>9</b>	6	3	*	1
State sales tax (n=958)	<b>44</b>	17	28	<b>44</b>	<b>10</b>	7	3	-	2
Local property tax (n=936)	<b>51</b>	25	26	<b>35</b>	<b>12</b>	10	2	*	1

**HARRIS5. Has the amount you pay for each of the following taxes increased, decreased, or stayed about the same in the last five years?**

AP-NORC 12/14-18/2023	Increased a lot/a little NET	Increased a lot	Increased a little	Stayed about the same	Decreased a lot/a little NET	Decreased a little	Decreased a lot	DK	SKP/ REF
Federal income tax (n=974)	<b>61</b>	23	38	<b>32</b>	<b>5</b>	4	1	*	1
State sales tax (n=958)	<b>50</b>	20	30	<b>44</b>	<b>4</b>	3	*	-	2
Local property tax (n=936)	<b>70</b>	33	37	<b>24</b>	<b>4</b>	3	1	*	1

**HARRIS6. In the United States, which group do you think pays the highest percentage of their income for each of the following taxes?**

AP-NORC 12/14-18/2023	Higher income people	Middle income people	Lower income people	No difference	DK	SKP/ REF
Federal income tax	18	58	16	6	*	2
State sales tax	12	45	20	21	*	2
Local property tax	22	48	13	15	1	2

N=1,024

**HARRIS7. How would you rate the value you receive from paying for each of the following taxes?**

AP-NORC 12/14-18/2023	Very/some- what good NET	Very good	Somewhat good	Neither good nor poor	Very/some- what poor NET	Somewhat poor	Very poor	DK	SKP/ REF
Federal income tax (n=974)	<b>22</b>	3	19	<b>41</b>	<b>35</b>	21	14	*	2
State sales tax (n=958)	<b>23</b>	4	19	<b>43</b>	<b>32</b>	20	12	*	2
Local property tax (n=936)	<b>23</b>	3	20	<b>39</b>	<b>36</b>	21	15	*	1

**HARRIS8. Would you rather have more government services if it meant higher taxes, less government services in order to reduce taxes, or services and taxes about as we have them now for each of the following?**

AP-NORC 12/14-18/2023	More services with higher taxes	Less services with reduced taxes	Services and taxes stay the same	DK	SKP/ REF
Federal income tax (n=974)	16	50	32	-	2
State sales tax (n=958)	15	43	40	-	2
Local property tax (n=936)	13	48	37	*	1

**HARRIS9. How much confidence do you have in each of the following to spend the taxes that you pay in the best interest of people like you?**

AP-NORC 12/14-18/2023	Extremely/ very confident NET	Extremely confident	Very confident	Somewhat confident	Not at all/not very confident NET	Not very confident	Not at all confident	DK	SKP/ REF
The federal government	6	1	5	27	66	34	32	*	1
The state government	7	1	6	34	58	32	26	*	1
The local government	11	2	10	37	50	30	21	*	1
The local school district	16	4	12	36	45	25	20	*	1

*N=1,024*

**HARRIS10. Which statement best describes your housing situation?**

	AP-NORC 12/14-18/2023
Owned or being bought by you or someone in your household who pays property tax through a mortgage	42
Owned or being bought by you or someone in your household who pays property tax directly to a local government	26
Rented for cash	26
Occupied without payment of cash rent	5
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

*N=1,024*

**PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?**

*If Democrat:*

**PIDA. Do you consider yourself a strong or not so strong Democrat?**

*If Republican:*

**PIDB. Do you consider yourself a strong or not so strong Republican?**

*If independent, none of these, don't know, skipped, or refused:*

**PIDI. Do you lean more toward the Democrats or the Republicans?**

**Combines PID1, PIDI, PIDA, and PIDB.**

	AP-NORC 12/14-18/2023
<b>Democrat NET</b>	<b>39</b>
Strong Democrat	15
Not so strong Democrat	14
Lean Democrat	10
<b>Independent/None – Don't lean</b>	<b>22</b>
<b>Republican NET</b>	<b>38</b>
Lean Republican	10
Not so strong Republican	14
Strong Republican	14
DON'T KNOW	-
SKIPPED/REFUSED	-

N= 1,024

**AGE**

	AP-NORC 12/14-18/2023
18-29	20
30-39	18
40-59	32
60-64	8
65+	22

N= 1,024

**GENDER**

	AP-NORC 12/14-18/2023
Male	49
Female	51
<i>N=</i>	<i>1,024</i>

**RACE/ETHNICITY**

	AP-NORC 12/14-18/2023
White	61
Black or African American	12
Hispanic	17
Other	9
<i>N=</i>	<i>1,024</i>

**MARITAL STATUS**

	AP-NORC 12/14-18/2023
Married	50
Not married	50
<i>N=</i>	<i>1,024</i>

**EMPLOYMENT STATUS**

	AP-NORC 12/14-18/2023
Employed	60
Not employed	40
<i>N=</i>	<i>1,024</i>

**EDUCATION**

	AP-NORC 12/14-18/2023
Less than a high school diploma	9
High school graduate or equivalent	29
Some college	26

College graduate or above	35
<i>N=</i>	<i>1,024</i>

**INCOME**

	AP-NORC 12/14-18/2023
Under \$10,000	6
\$10,000 to under \$20,000	6
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	20
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	15
\$150,000 or more	14
<i>N=</i>	<i>1,024</i>

### **Study Methodology**

This survey was conducted by the University of Chicago Harris School of Public Policy and The Associated Press-NORC Center for Public Affairs Research with funding from University of Chicago Harris School of Public Policy. Staff from Harris Public Policy and The AP-NORC Center collaborated on all aspects of the study.

Data were collected using the AmeriSpeak Omnibus®, a monthly, multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame or a secondary national address frame, both with over 97% coverage of all U.S. addresses, and then contacted by U.S. mail, email, telephone, or field interviewers (face-to-face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings population.

Interviews for this survey were conducted between December 14 and 18, 2023, with adults age 18 and older representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,024 completed the survey—965 via the web and 59 via telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in English. Respondents were offered a small monetary incentive (\$3) for completing the survey.

The final stage completion rate is 15.4%, the weighted household panel recruitment rate is 22.1%, and the weighted household panel retention rate is 78.8%, for a cumulative response rate of 2.7%. The overall margin of sampling error is +/- 4.2 percentage points at the 95% confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Sampling error is only one of many potential sources of error, and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 68 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and oversampling resulting from the study-specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2023 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

For more information, visit [www.apnorc.org](http://www.apnorc.org) or email [info@apnorc.org](mailto:info@apnorc.org).



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One of the largest graduate professional schools at the University of Chicago, Harris Public Policy has been driven by the belief that evidence-based research, not ideology or intuition, is the best guide for public policy. For more than three decades, our exceptional community of scholars, students, and alumni have applied this exacting perspective to the world’s most pressing problems using the latest tools of social science. Through our undergraduate and graduate programs, we empower a new generation of data-driven leaders to create a positive social impact throughout our global society. For more information visit <https://harris.uchicago.edu/>

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- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. [www.norc.org](http://www.norc.org)

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals. Learn more at [www.apnorc.org](http://www.apnorc.org)