



**PUBLIC OPINION
STRATEGIES**
turning questions into answers

MEMORANDUM

TO: INTERESTED PARTIES

FROM: JIM HOBART

RE: KEY FINDINGS – KANSAS STATEWIDE SURVEY

DATE: JANUARY 10, 2024

Methodology

Public Opinion Strategies conducted 600 interviews among registered voters in Kansas. The survey was completed January 4-7, 2024, and has a margin of error of $\pm 4.0\%$ in 95 out of 100 cases.

Key Findings

1. ***Nearly six-in-ten voters favor changing the state income tax to a single-rate tax system.***

Respondents were read the following question:

“Would you favor or oppose a proposal to change the state income tax in Kansas to a single-rate tax system so that the tax rate is the same for all Kansans?”

Fully 58% of voters favor the single-rate tax system change, including over one-quarter (27%) strongly favoring this proposal. The proposal receives strong support from Republicans (67%) and has majority support from Independents (56%). Even 45% of Democrats support the proposal.

2. ***Swing voter groups also back the proposed change.***

Key voter groups are also supportive of the proposal including majorities of seniors (57%), moderates (55%), and women with a college degree (53%).

Regionally, support for the proposal hits 50% in each of the state’s major media markets.

3. *Voters who approve of Governor Kelly also favor changing the state's tax system.*

A majority (52%) of voters who approve of Laura Kelly as Governor also favor changing the tax system. Nearly three-quarters of voters (73%) who disapprove of Governor Kelly are in favor of the proposed change.

The Bottom Line

Switching to a single-rate tax system is popular throughout the state and with key swing groups.