Republicans' Tax Allergy

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Two Columbia researchers have documented just how toxic the word “tax” is to Republican voters. In a study, Eric Johnson and Elke Weber, co-directors of Columbia Business School's Center of Decision Sciences, asked 898 Americans if they would pay a voluntary fee when buying gas, electricity, computers or airline tickets to fund carbon reduction. Whether the fee was described as a “carbon tax” or a “carbon offset,” about 65% of Democrats said they would pay it. A similar percentage of Republicans also said they would pay for a carbon offset. But only 27% of Republicans would pay a carbon tax.