

# ELIMINATING TAXES ON TIPS

Eliminating Taxes on Tips

 McLaughlin & Associates

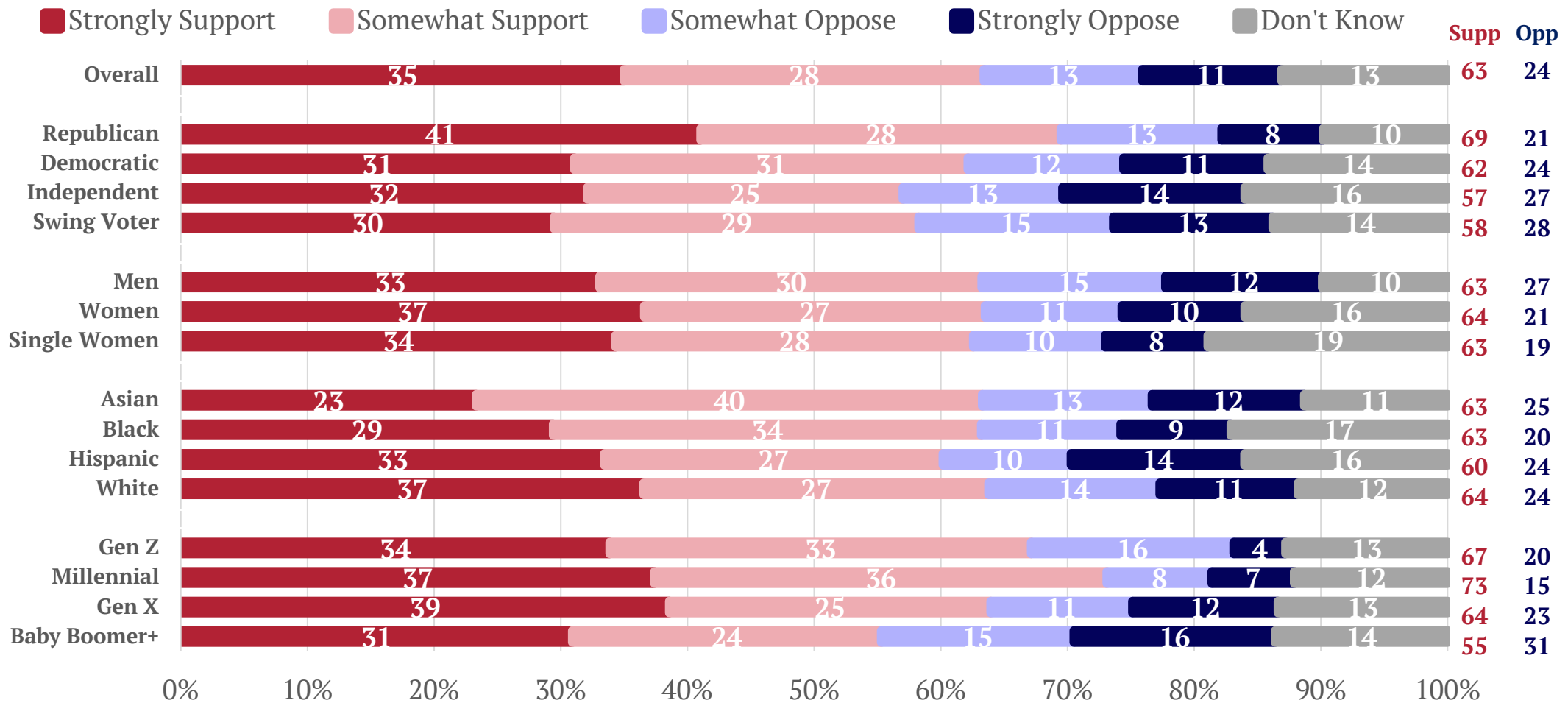


# KEY TAKEAWAYS

- Nearly 2-in-3 Americans support the proposal to eliminate federal income and employment taxes on service workers' tips.
- 57% agree eliminating federal income and employment taxes on tips would encourage more people to work.
- A majority of Americans agree customers being asked to tip more is adding to the cost of living and making inflation worse.
- Just 31% agree that if tips were eliminated they would expect to be asked to tip more often.
- Little shift in support - After being asked about potentially being asked to tip more often, support for eliminating taxes on tips dropped by just 2%, showing it is not an effective counterargument.

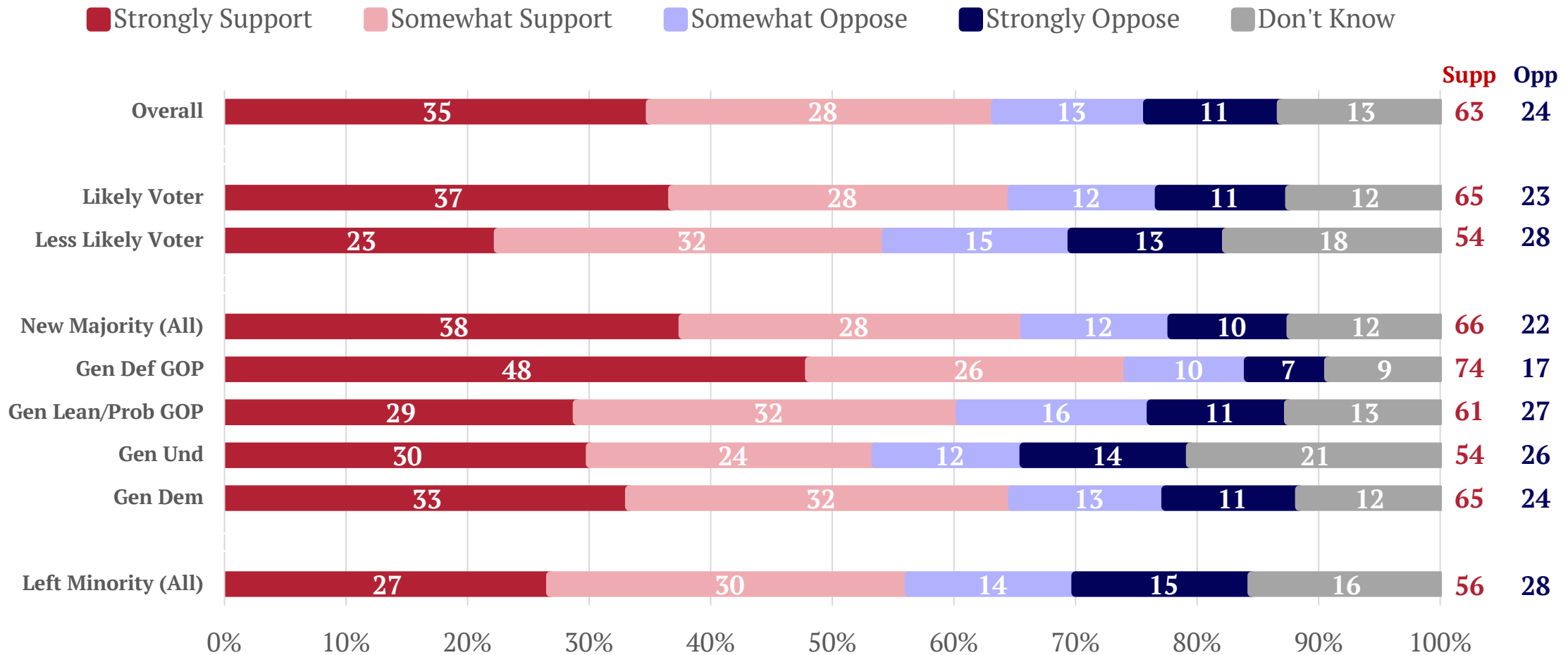
# 63% Support Proposal to Eliminate Federal Income and Employment Taxes on Service Workers' Tips

"A proposal has been made to eliminate federal income and employment taxes on service workers' tips. Would you support or oppose this proposal?"



# 2-in-3 New Majority Support Proposal to Eliminate Federal Income and Employment Taxes on Tips

“A proposal has been made to eliminate federal income and employment taxes on service workers’ tips. Would you support or oppose this proposal?”

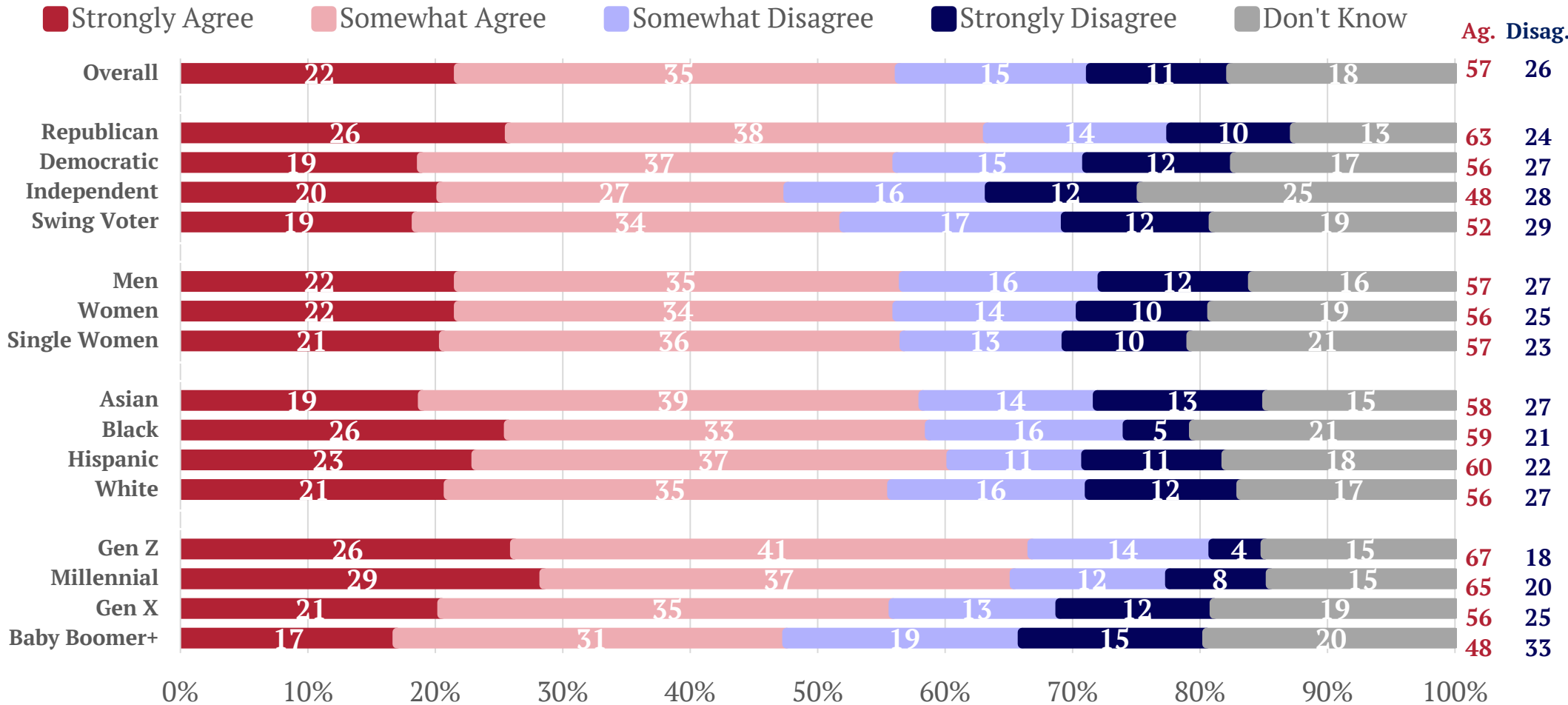


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



# 57% Agree Eliminating Federal Income & Employment Taxes on Tips Would Encourage More People to Work

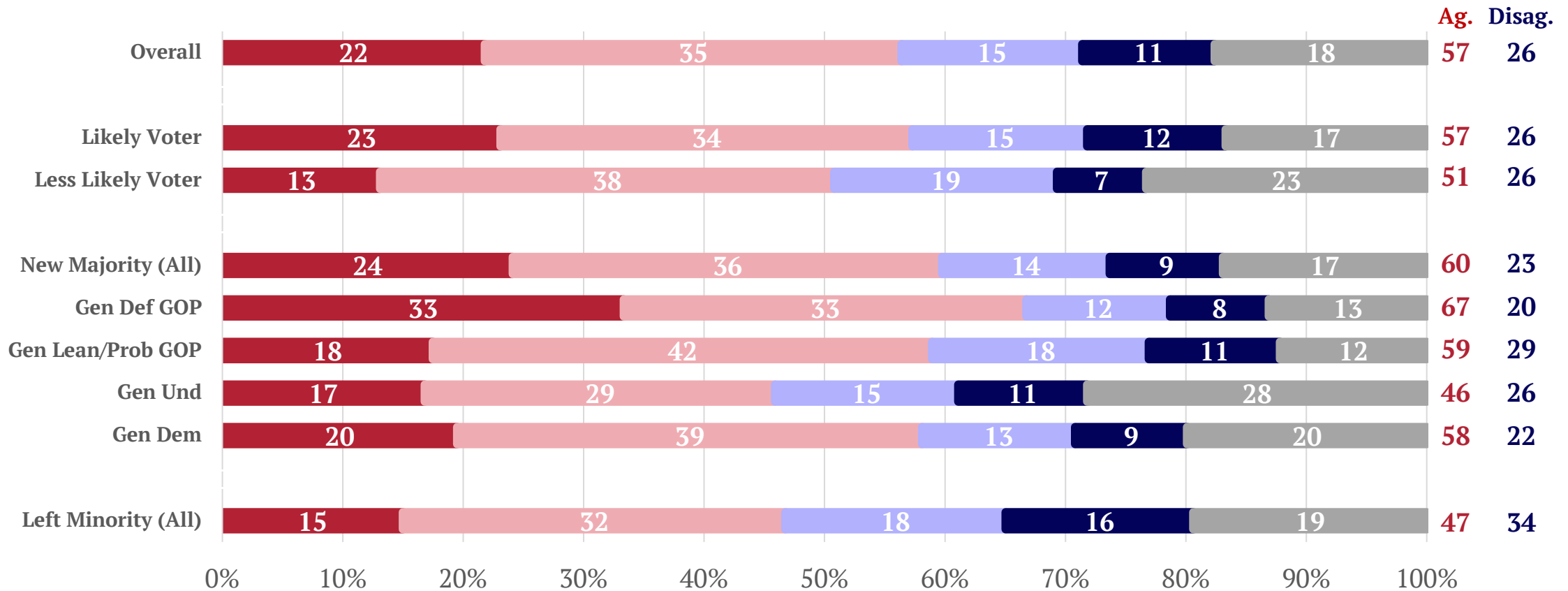
“Do you agree or disagree that eliminating the federal income and employment taxes on service workers’ tips would encourage more people to work?”



# 60% of New Majority Agree Eliminating Taxes on Tips Would Encourage More People to Work

“Do you agree or disagree that eliminating the federal income and employment taxes on service workers’ tips would encourage more people to work?”

■ Strongly Agree   
 ■ Somewhat Agree   
 ■ Somewhat Disagree   
 ■ Strongly Disagree   
 ■ Don't Know

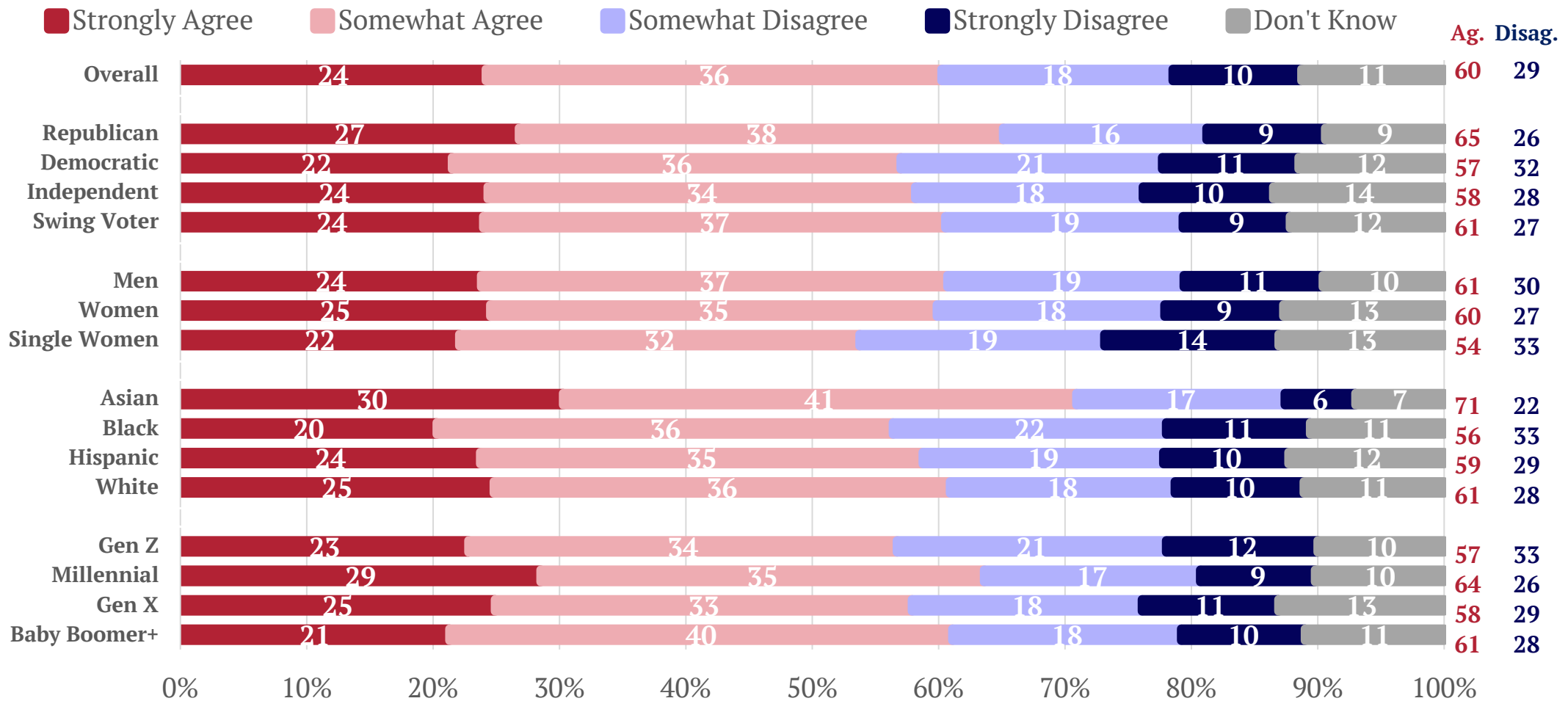


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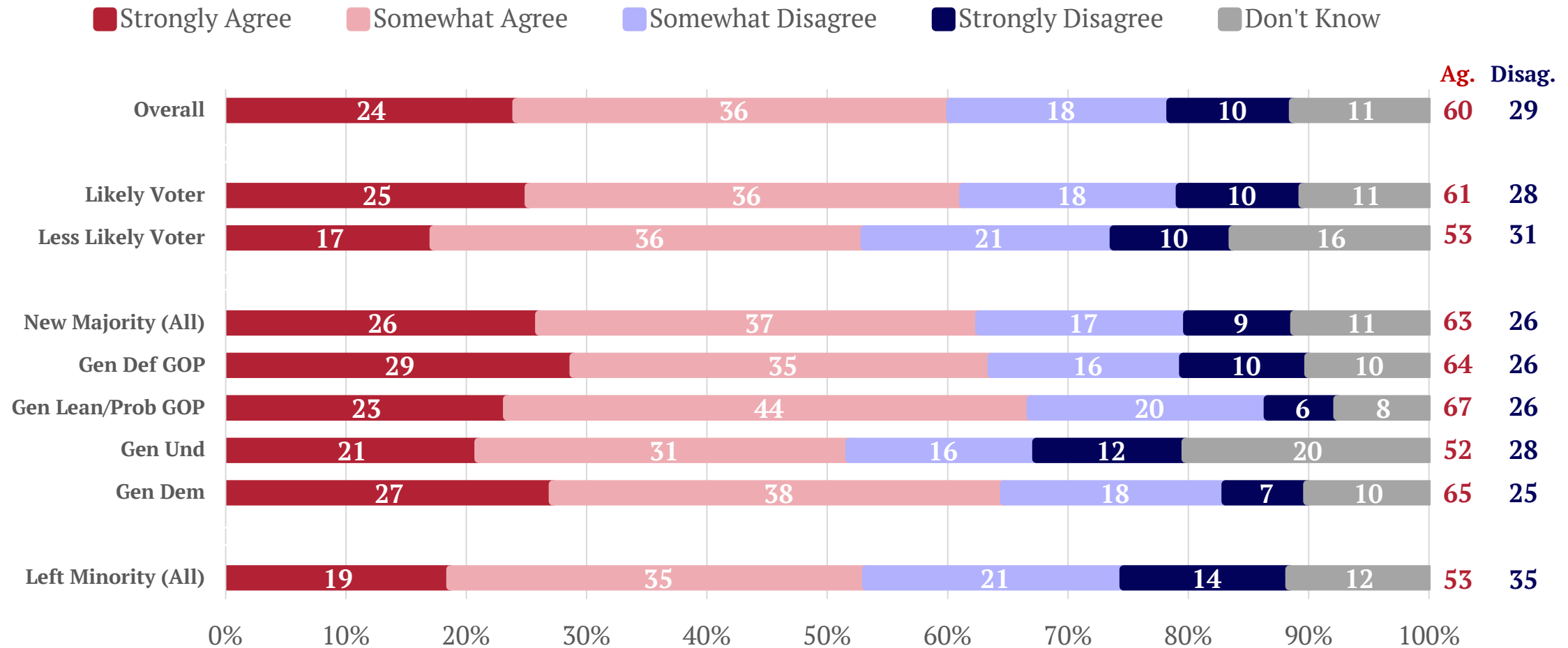
# 60% Agree Customers Being Asked to Tip More is Adding to the Cost of Living & Worsening Inflation

“Do you agree or disagree that customers being asked to tip more is adding to the cost of living and making inflation worse?”



# 63% New Majority Agree Being Asked to Tip More is Adding to the Cost of Living & Worsening Inflation

“Do you agree or disagree that customers being asked to tip more is adding to the cost of living and making inflation worse?”



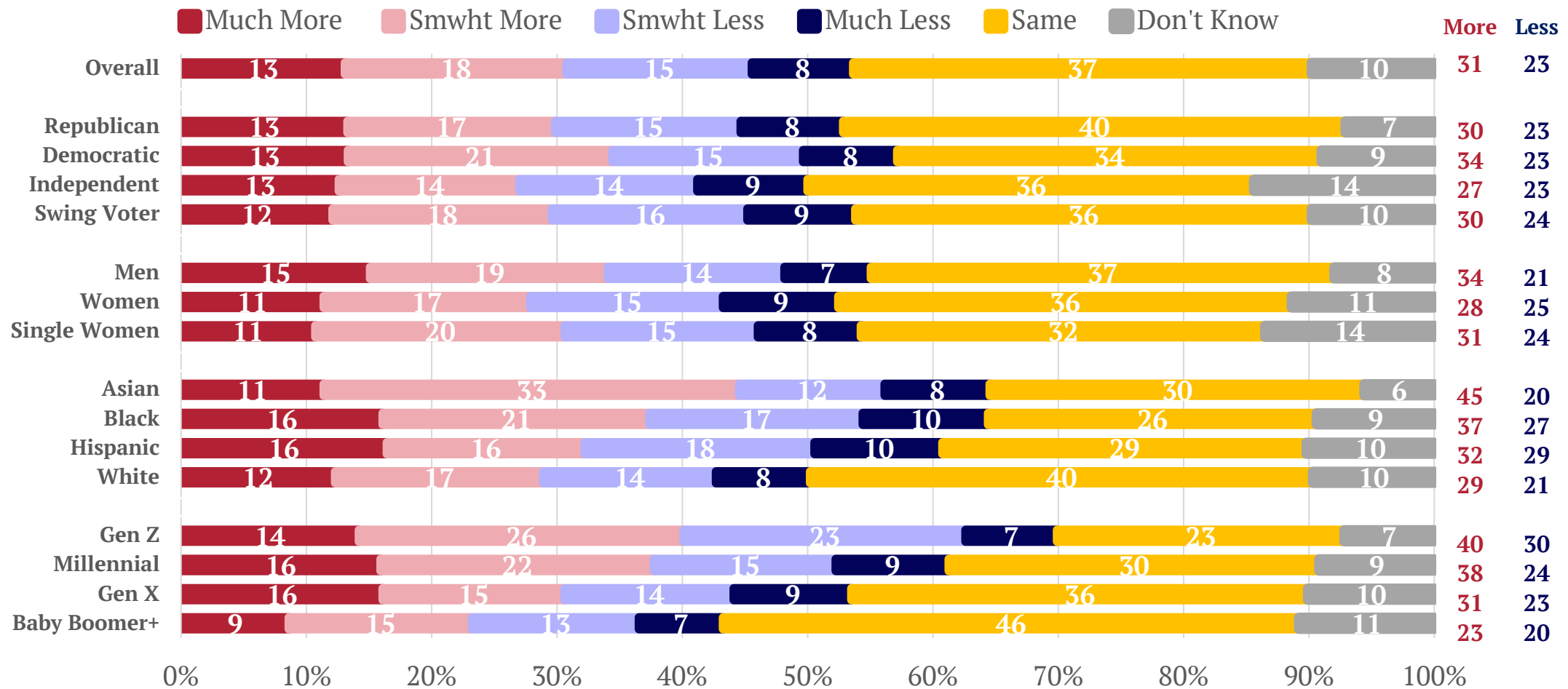
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# 31% Agree if Taxes on Tips were Eliminated They Would Expect to Be Asked to Tip More Often

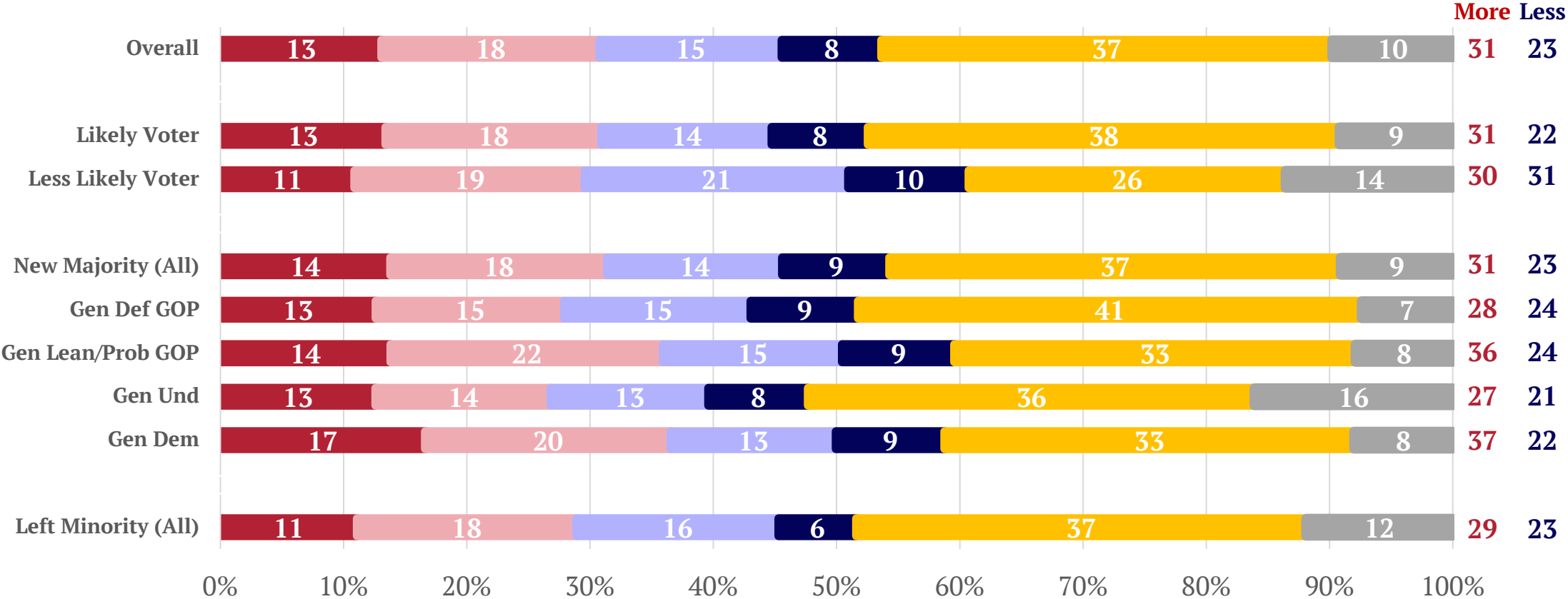
“If taxes on tips were eliminated, would you expect to be asked to tip more often, less often, or about the same amount as you are now?”



# 31% of New Majority Would Expect to Be Asked to Tip More With the Elimination of Tip Taxes

“If taxes on tips were eliminated, would you expect to be asked to tip more often, less often, or about the same amount as you are now?”

■ Much More  
 ■ Smwht More  
 ■ Smwht Less  
 ■ Much Less  
 ■ Same  
 ■ Don't Know

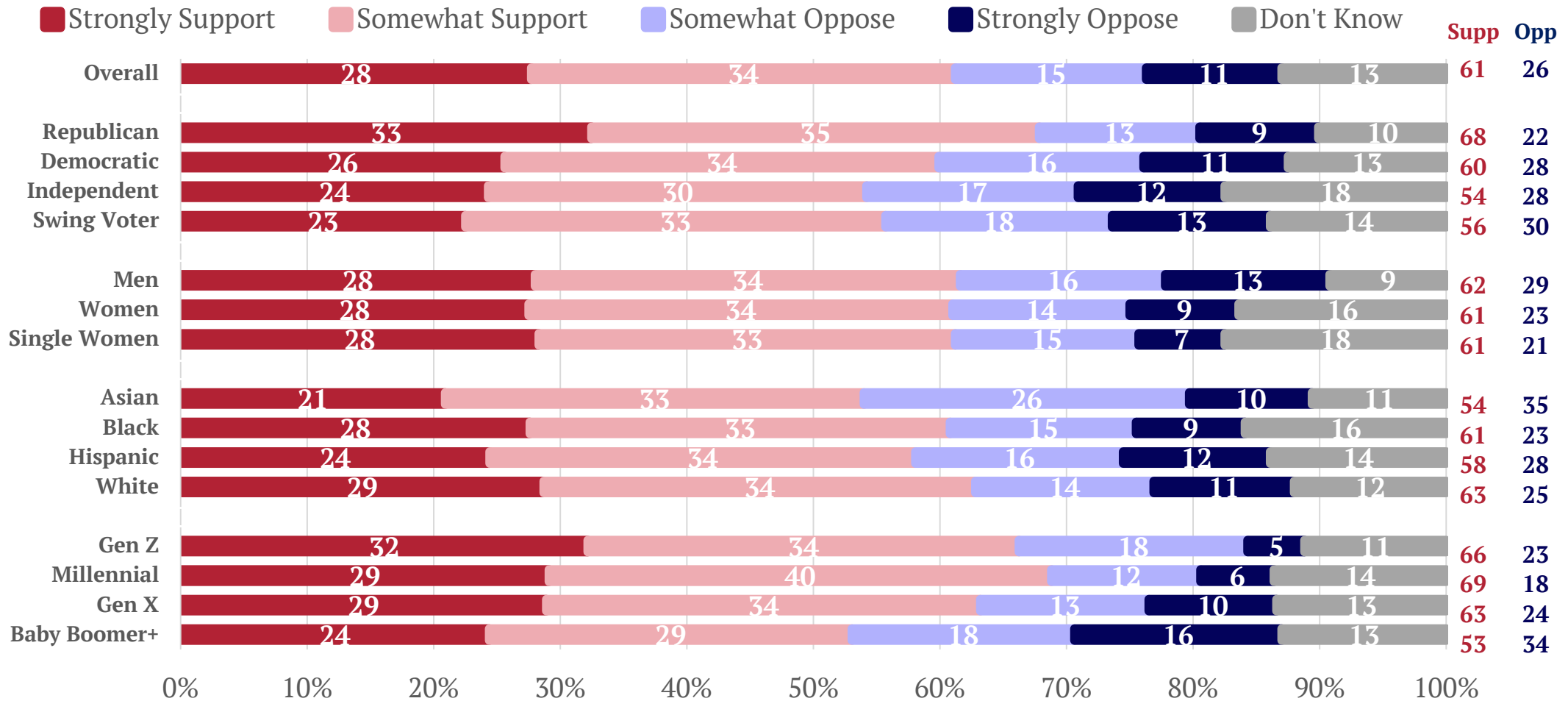


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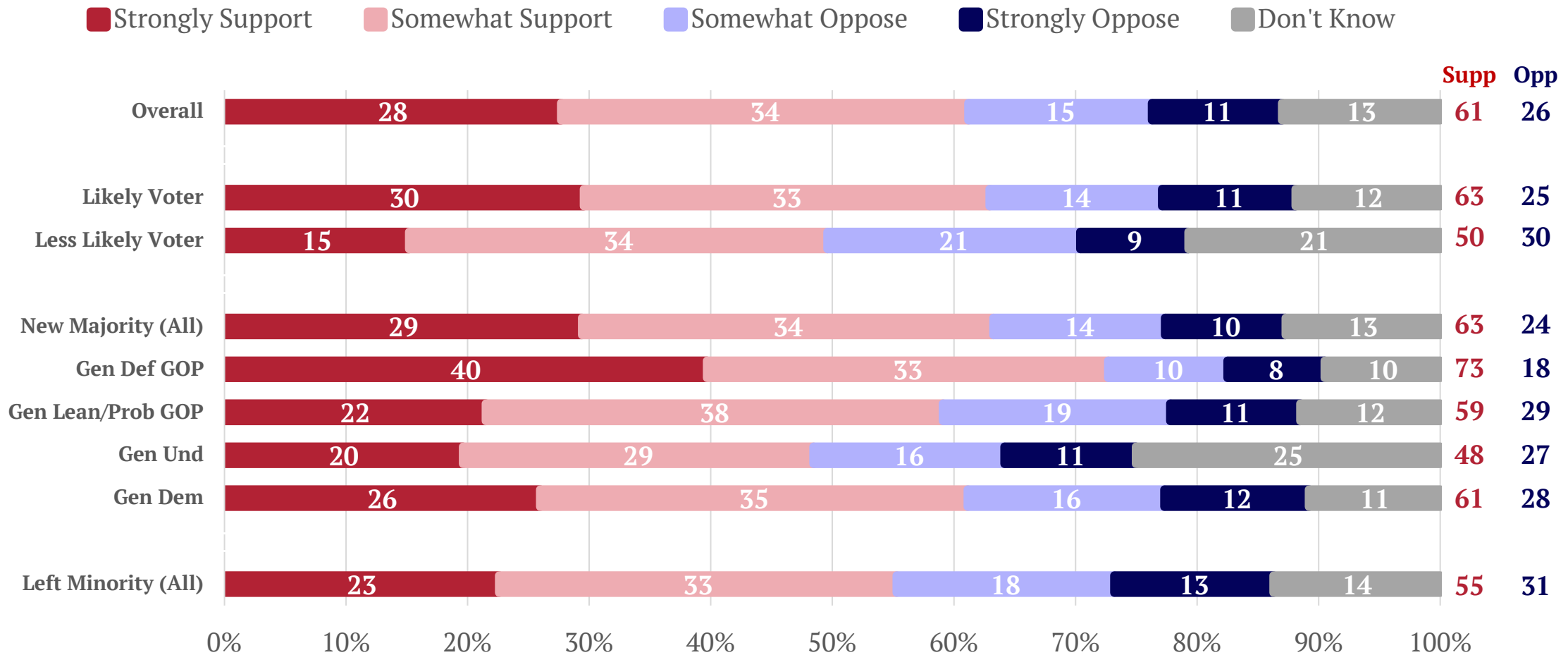
# Support for Eliminating Taxes on Tips Drops Just 2% After Considering Being Asked to Tip More

“Now, would you support or oppose a proposal to eliminate federal income and employment taxes on service workers’ tips?”



# Just 3% Decrease in Support for Proposal to Eliminate Taxes on Service Workers' Tips Among New Majority

“Now, would you support or oppose a proposal to eliminate federal income and employment taxes on service workers' tips?”



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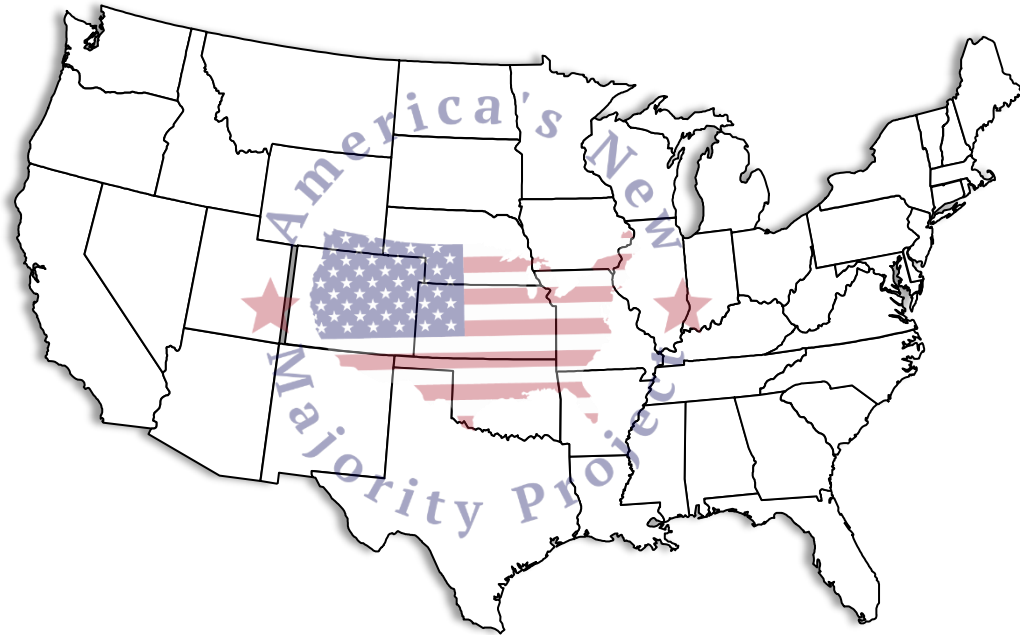


# Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 registered voters between June 20-23, 2024.

All interviews were conducted online. Survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual general election turnout.

The sample of 2,000 registered voters has an accuracy of +/- 2.2% at a 95% confidence interval. The numbers in this presentation have been rounded and may not equal 100%.



New England	5%
Middle Atlantic	13%
East North Central	16%
West North Central	6%
South Atlantic	21%
East South Central	6%
West South Central	11%
Mountain	7%
Pacific	15%

18-29	15%
30-40	17%
41-55	25%
56-65	20%
66+	23%

White	68%
Hispanic	13%
Black	13%
Asian	4%
Other	2%

Male	47%
Female	53%

Democratic	37%
Republican	36%
Independent	27%

Less/4yr College	66%
Bachelor's/P.G	34%

