



# Trump and Harris Economic Policies

 McLaughlin & Associates

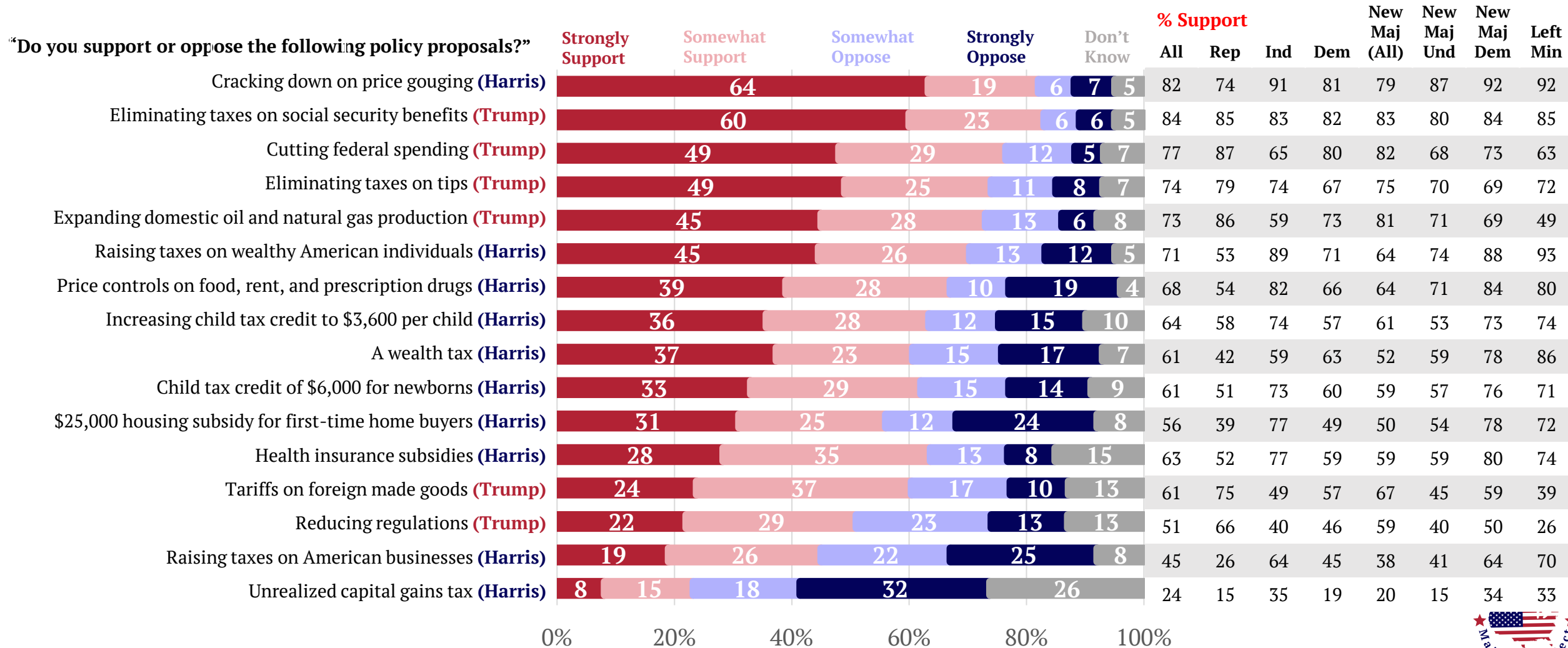


# KEY TAKEAWAYS

- Donald Trump's economic policies have more intense support than Harris's. Furthermore, Harris's most popular policies are vaguer and lose support the more specific they become.
- A plurality opposes Harris's plan to tax the unrealized capital gains of wealthy Americans. Most believe that Harris will tax the unrealized gains of the middle class, not just the wealthy.
- The most effective way to describe Harris's plan to tax unrealized capital gains is a "savings and investment tax."

# Trump's Specific Economic Policies Have More Intense Support Than Harris's

Harris's most popular policies are vaguer and lose support the more specific they become.

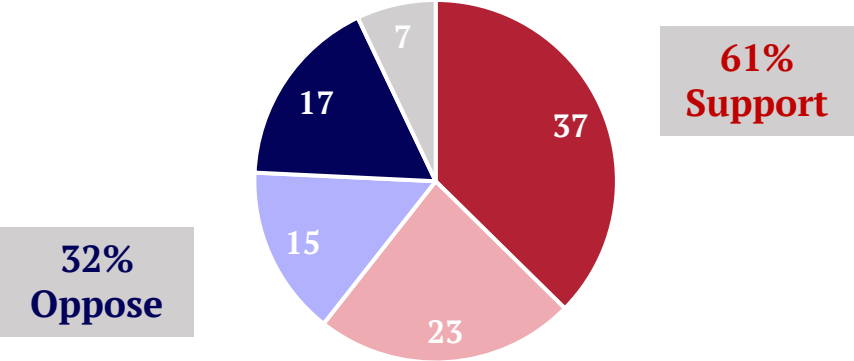


Split sample of 1,000 RV. For full question wording, see appendix. Questions did NOT note who proposed the policy – that is included for this slide only.

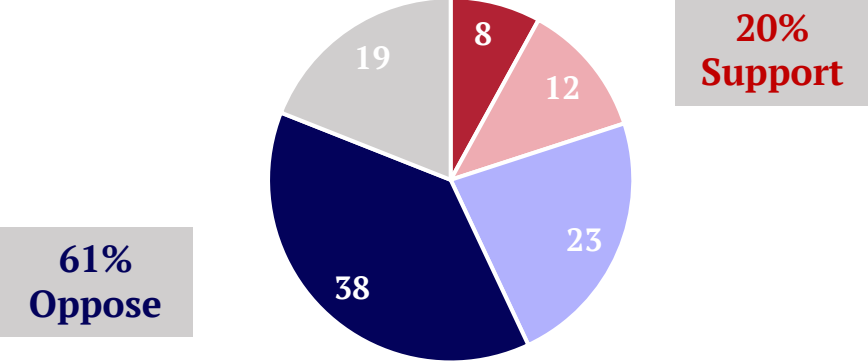


# Harris's Unrealized Capital Gains Tax Is Most Effectively Described as Tax on Savings & Investment

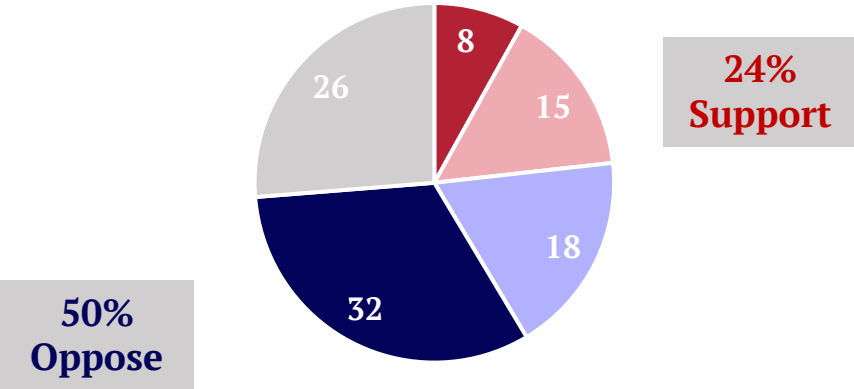
Wealth Tax



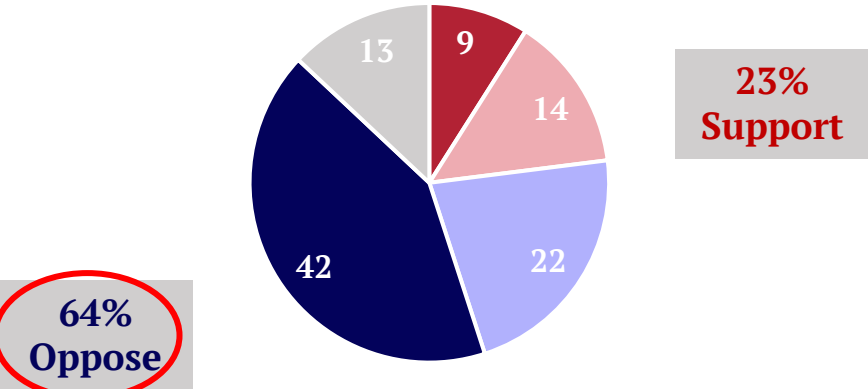
National Property Tax



Unrealized Capital Gains Tax

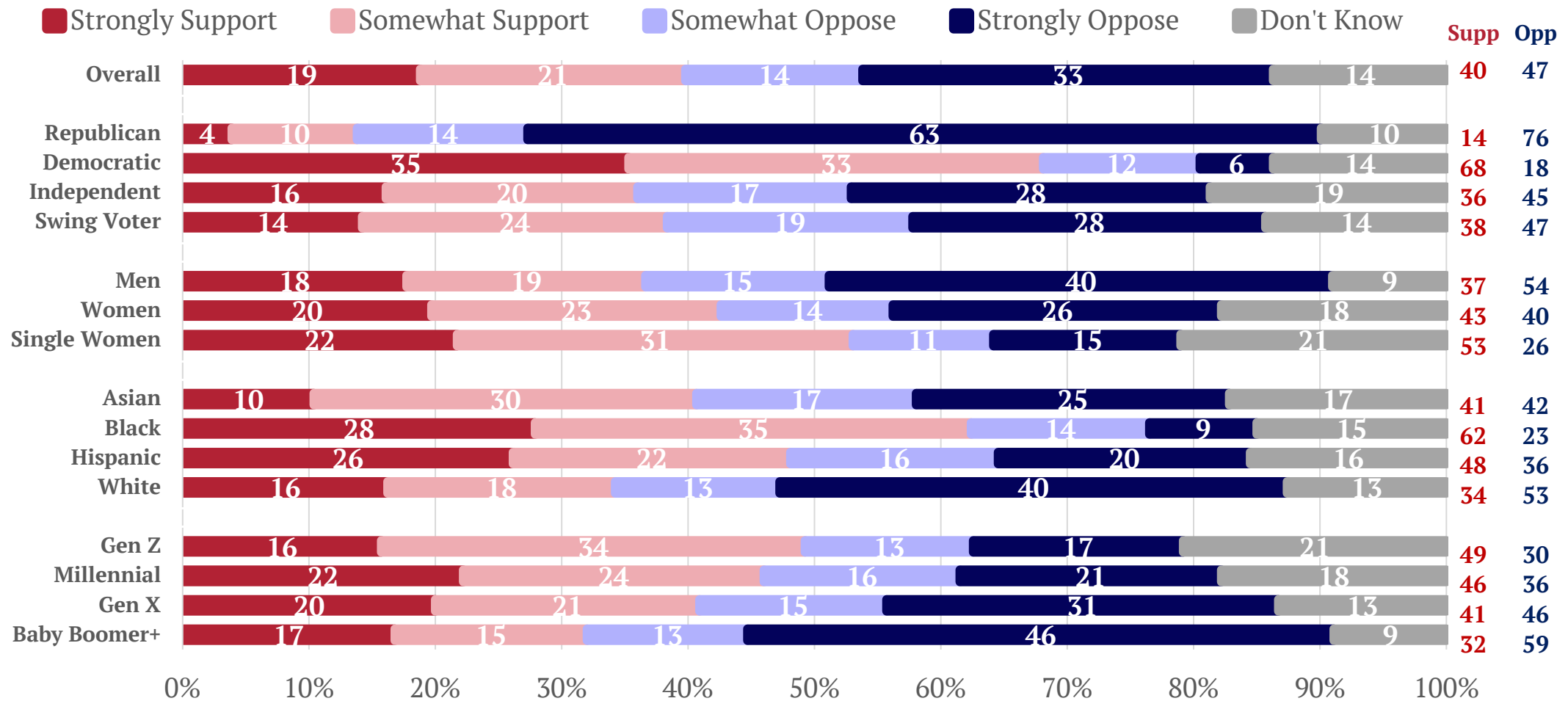


Savings and Investment Tax



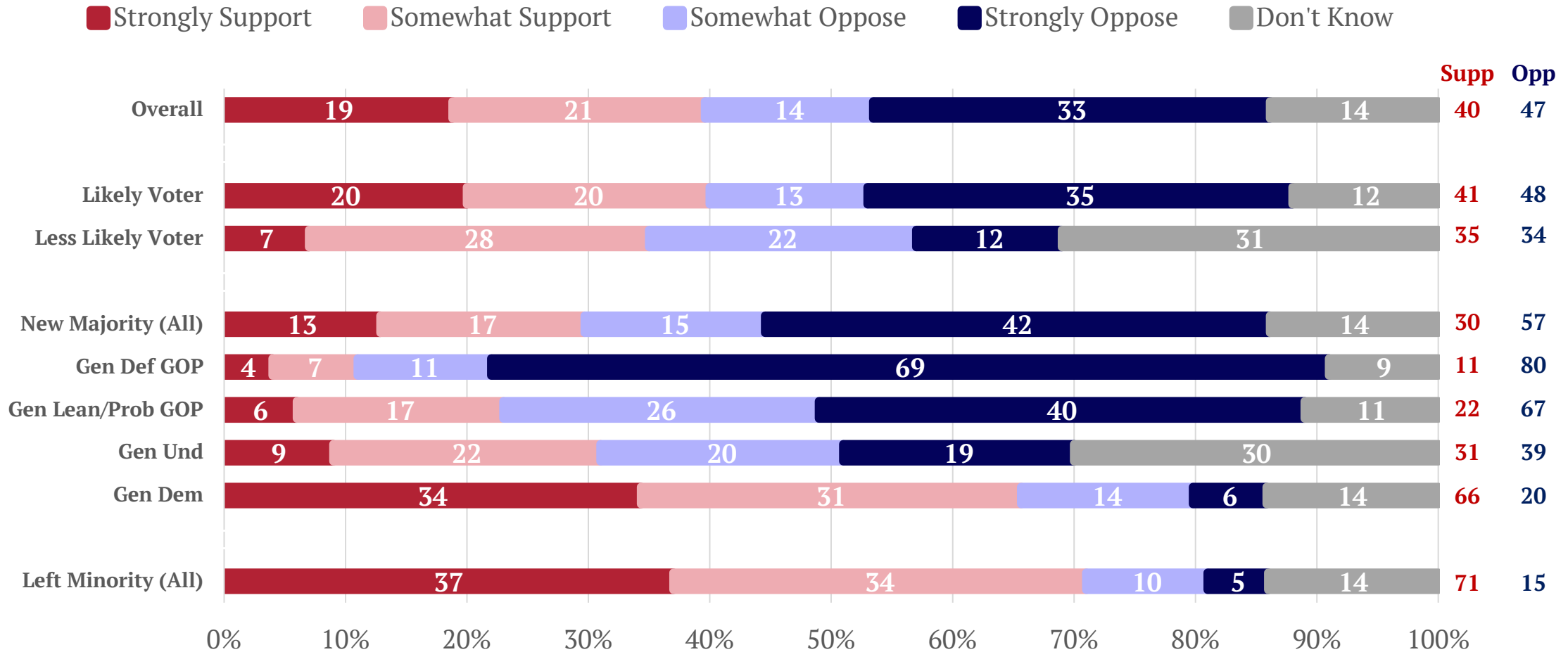
# Plurality Oppose Harris Plan to Tax Unrealized Capital Gains of Wealthy Americans

“Kamala Harris has proposed that the federal government tax the unrealized capital gains of wealthy Americans. The 25% tax would apply to any increase in the value of savings and investments and would have to be paid each year whether the assets are sold or not. Do you support or oppose this proposal?”



# Non-Democrat New Majority Voters Strongly Oppose Harris Unrealized Capital Gains Tax

“Kamala Harris has proposed that the federal government tax the unrealized capital gains of wealthy Americans. The 25% tax would apply to any increase in the value of savings and investments and would have to be paid each year whether the assets are sold or not. Do you support or oppose this proposal?”

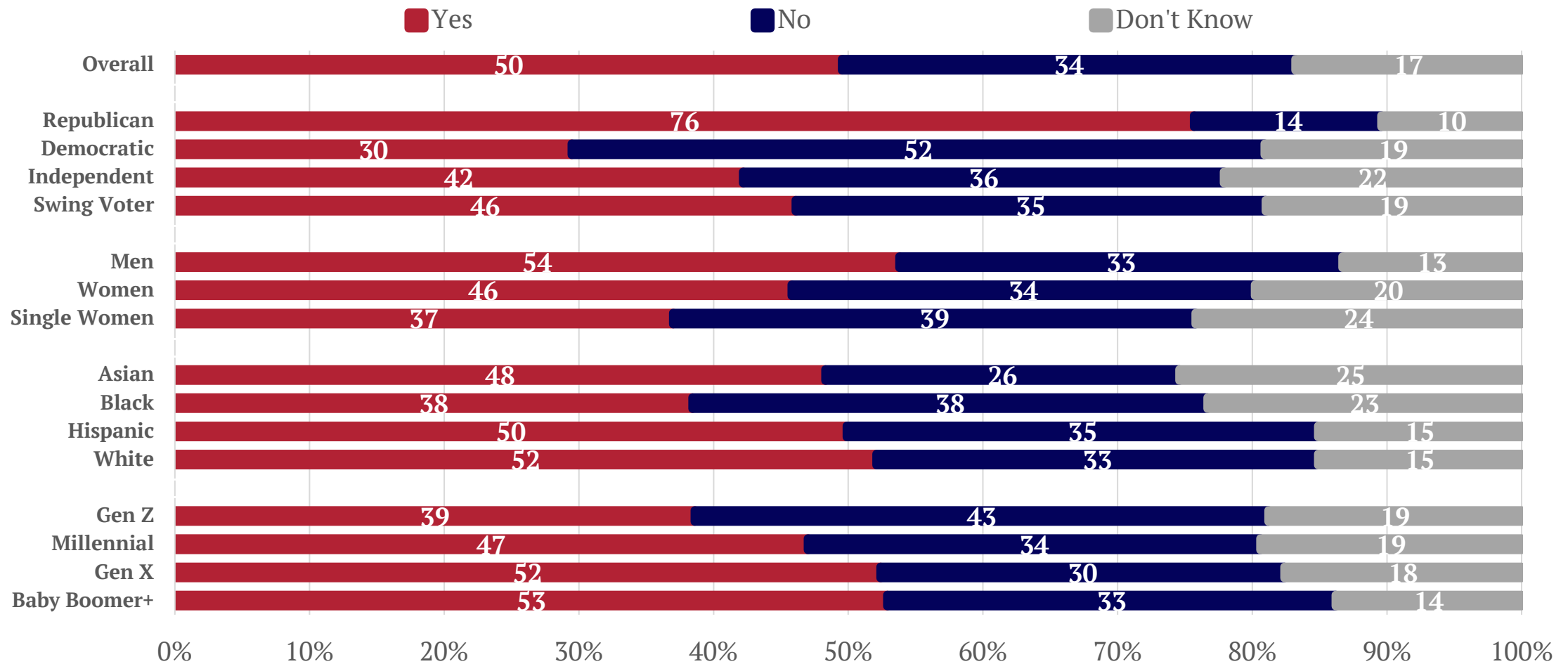


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



# Most Believe Harris Won't Stop with Wealthy and Will Tax Unrealized Capital Gains of Middle Class

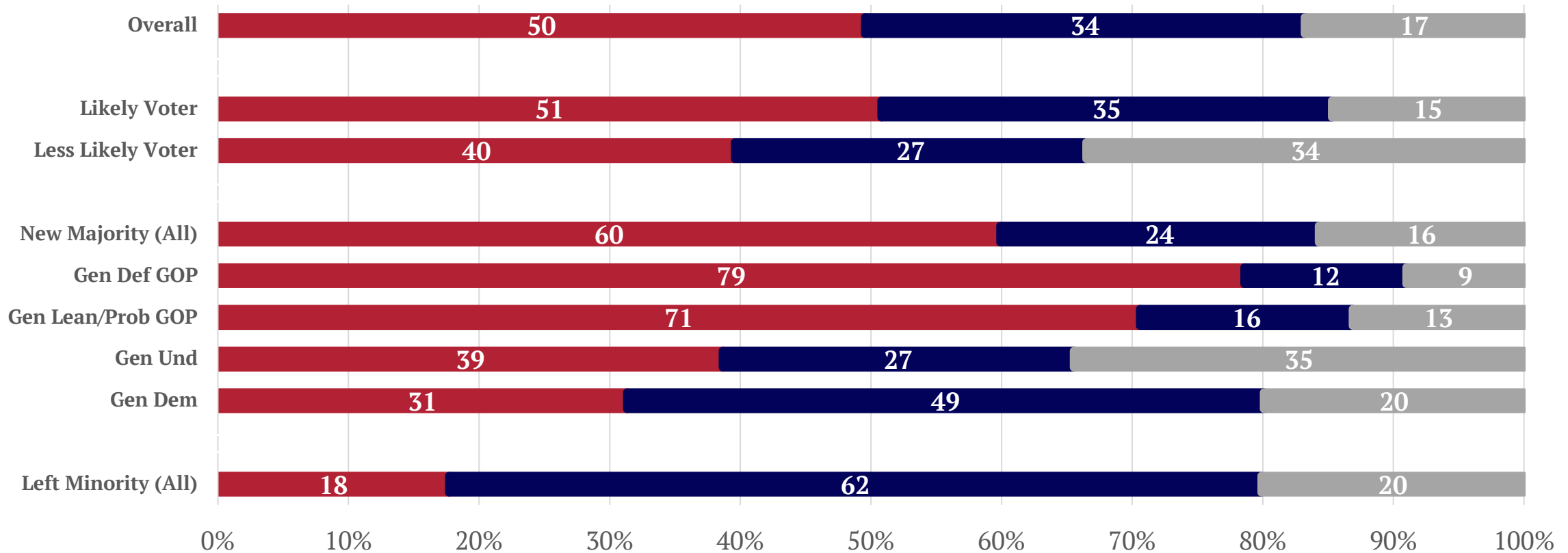
Right now, Vice President Harris says the 25% unrealized capital gains tax will only apply to the wealthy. However, if she wins the election, do you think they will try to apply it to middle class taxpayers, small businesses, and homeowners?"



# 6-in-10 New Majority Voters Believe Harris Will Try to Tax Unrealized Capital Gains of Middle Class

Right now, Vice President Harris says the 25% unrealized capital gains tax will only apply to the wealthy. However, if she wins the election, do you think they will try to apply it to middle class taxpayers, small businesses, and homeowners?"

■ Yes                      ■ No                      ■ Don't Know



\*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.



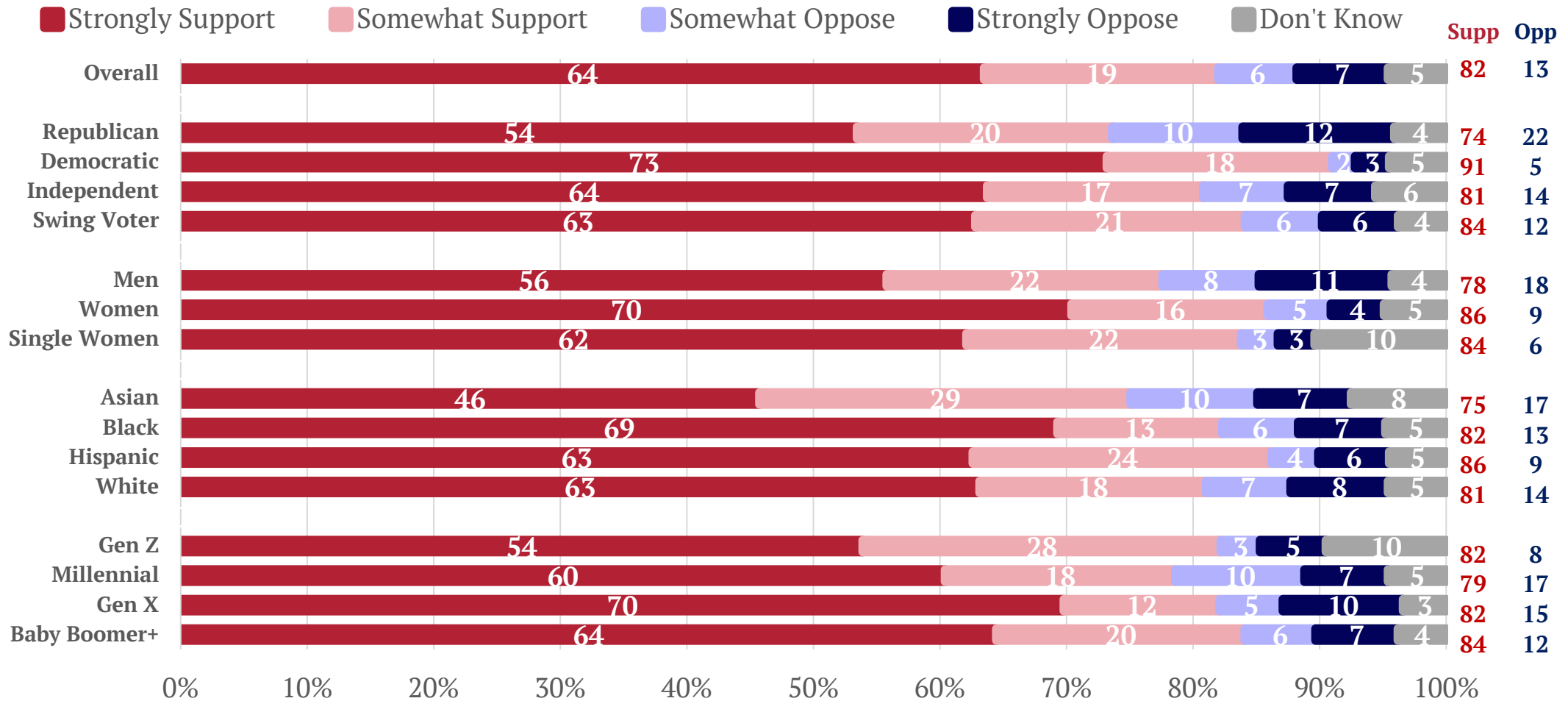


# Appendix – Trump and Harris Policies

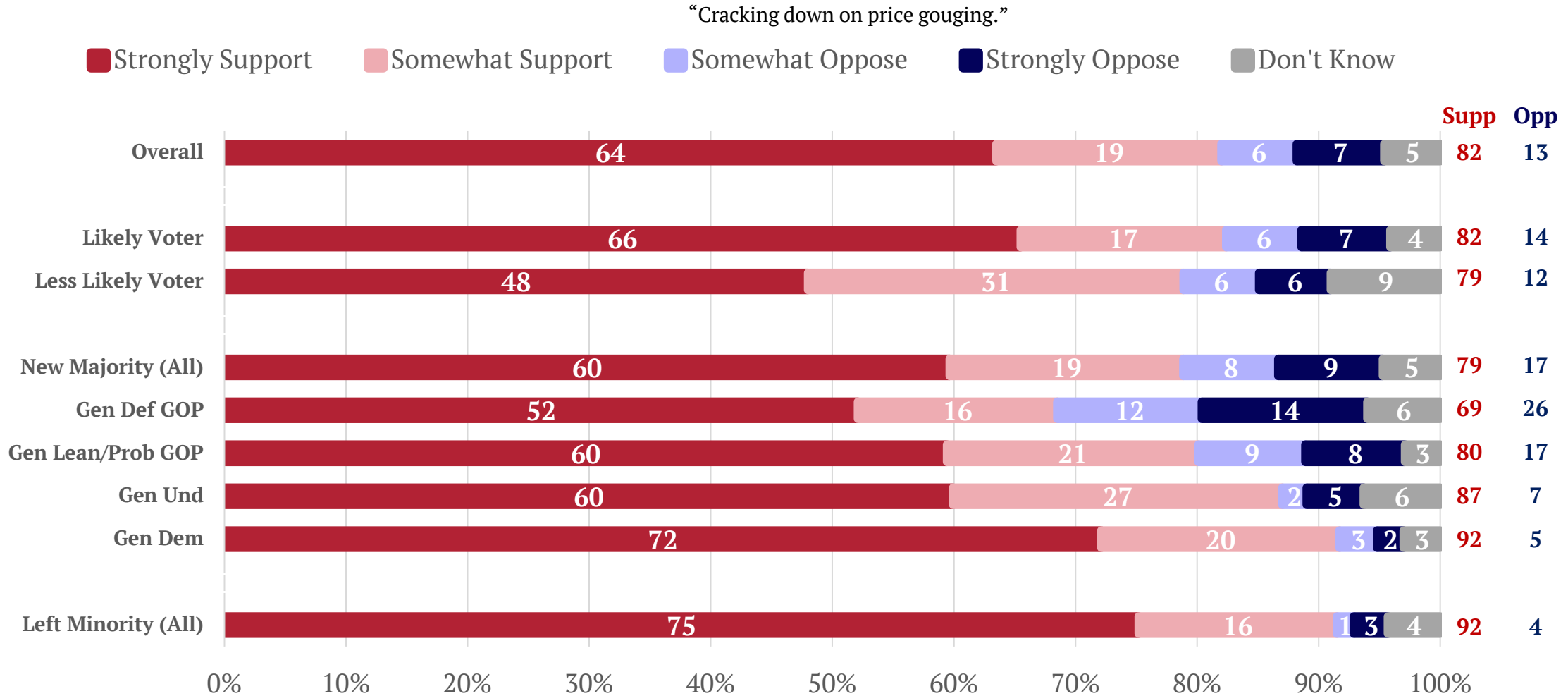


# Price Gouging – Standard Tabs

“Cracking down on price gouging.”



# Price Gouging – New Majority Tabs

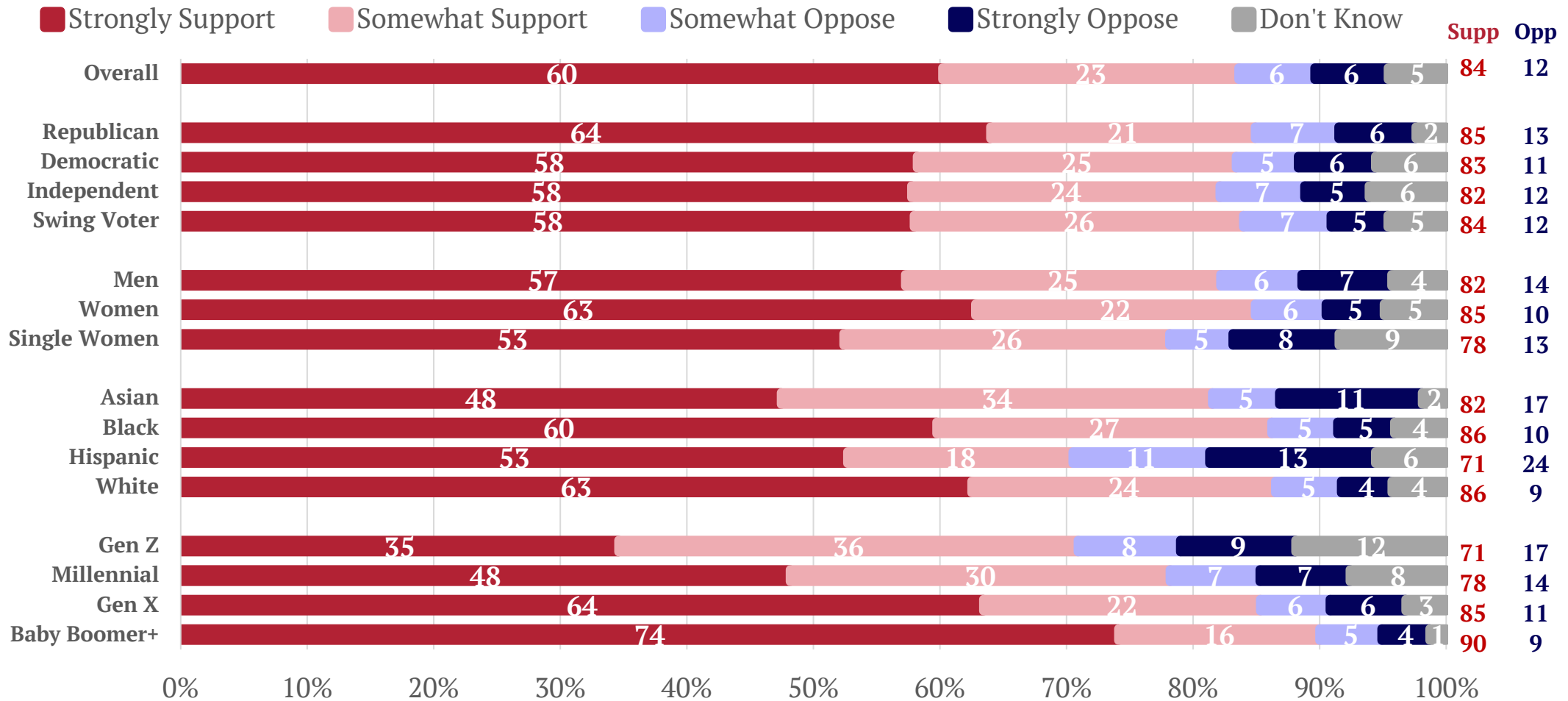


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



# Eliminating Taxes on Social Security Benefits – Standard Tabs

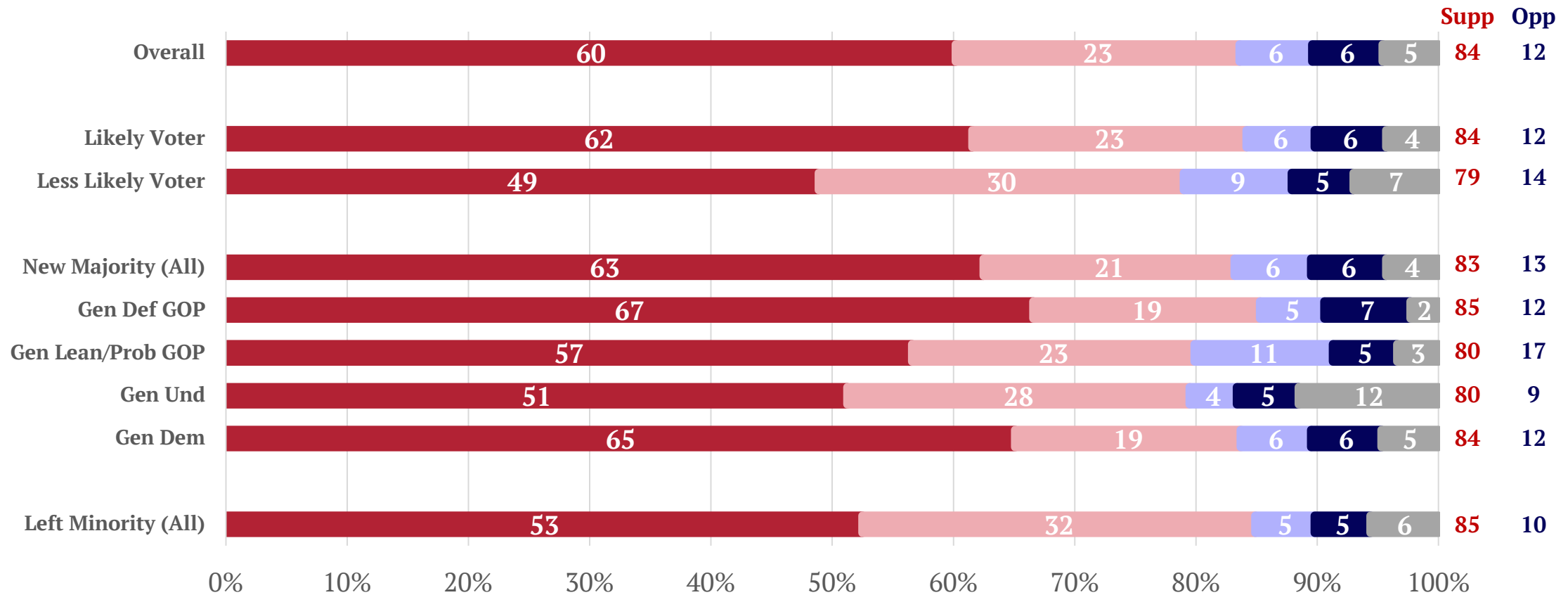
“Eliminating taxes on social security benefits.”



# Eliminating Taxes on Social Security Benefits – New Majority Tabs

“Eliminating taxes on social security benefits.”

■ Strongly Support   
 ■ Somewhat Support   
 ■ Somewhat Oppose   
 ■ Strongly Oppose   
 ■ Don't Know

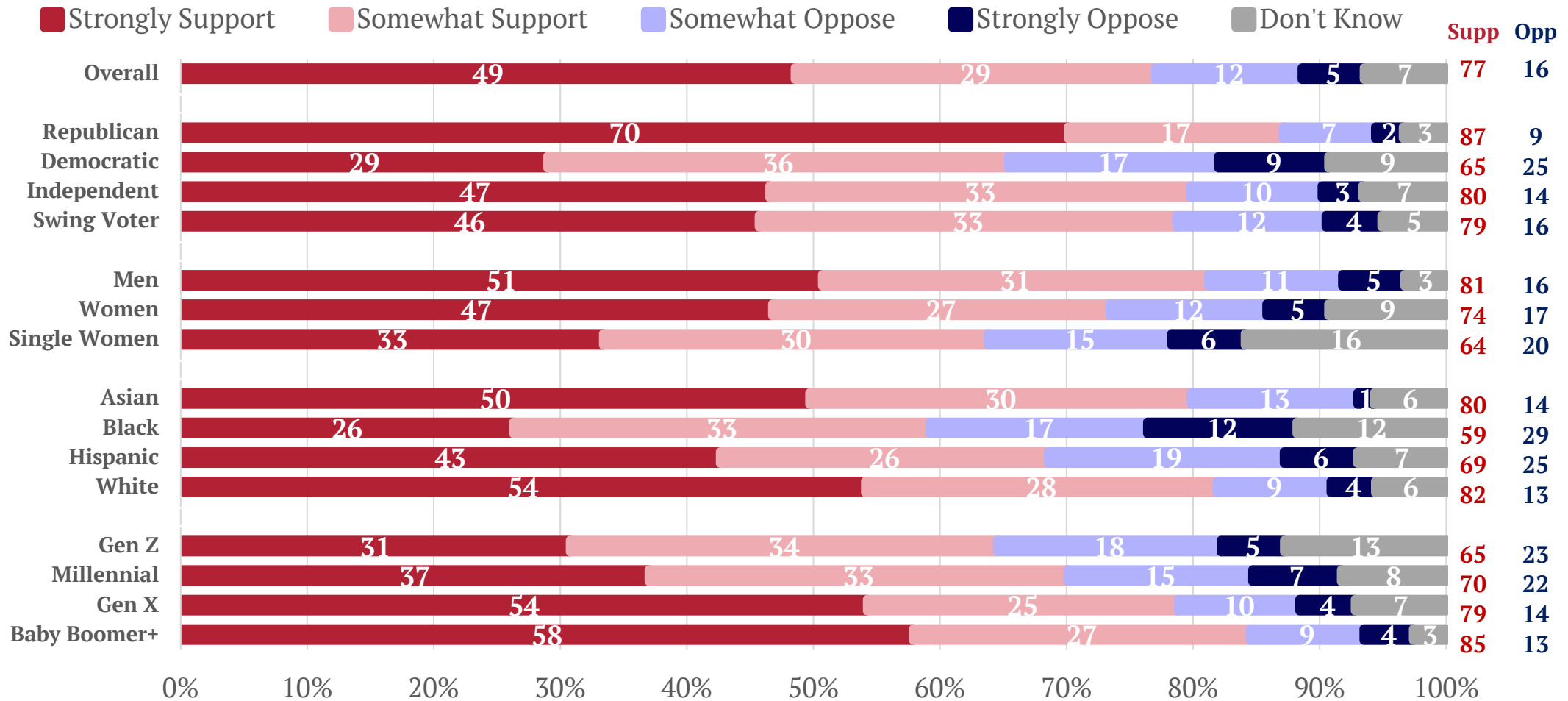


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.

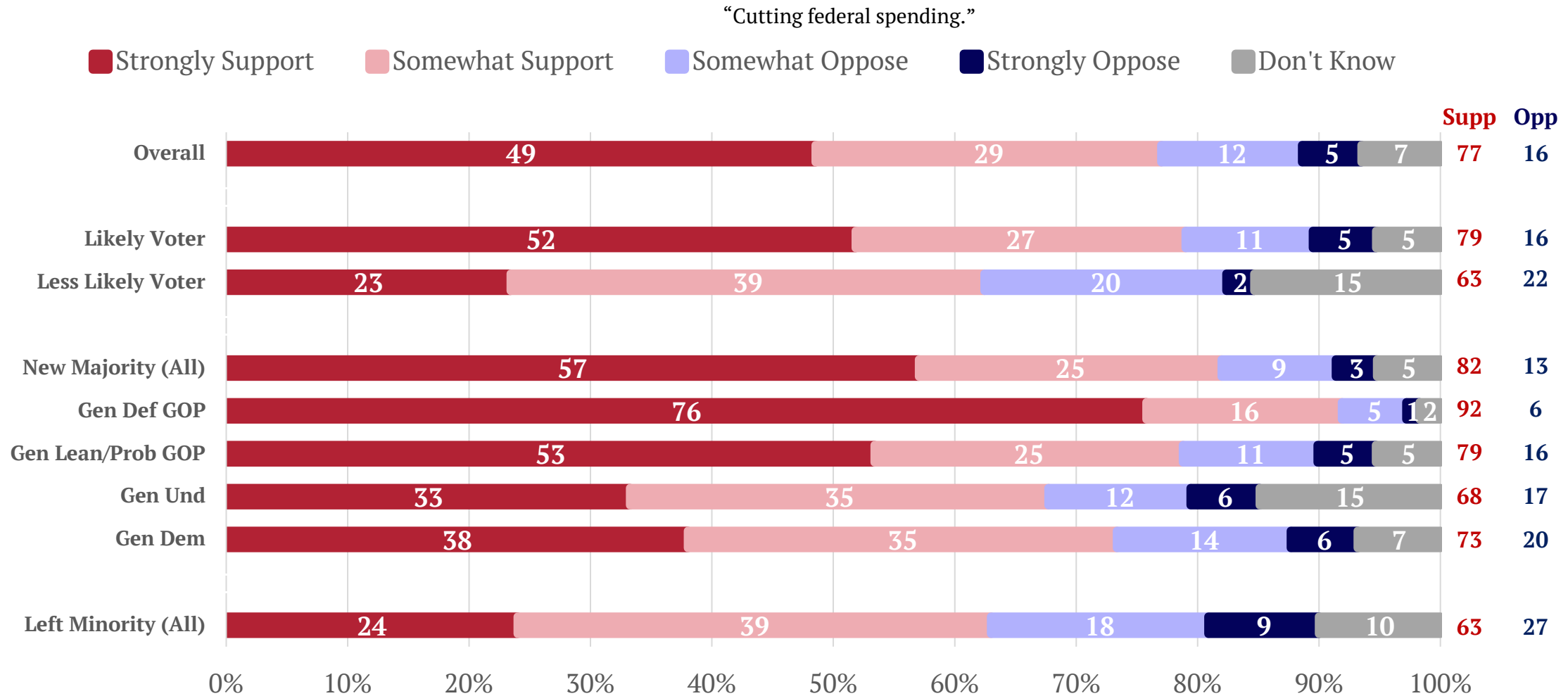


# Cutting Federal Spending – Standard Tabs

“Cutting federal spending.”



# Cutting Federal Spending – New Majority Tabs

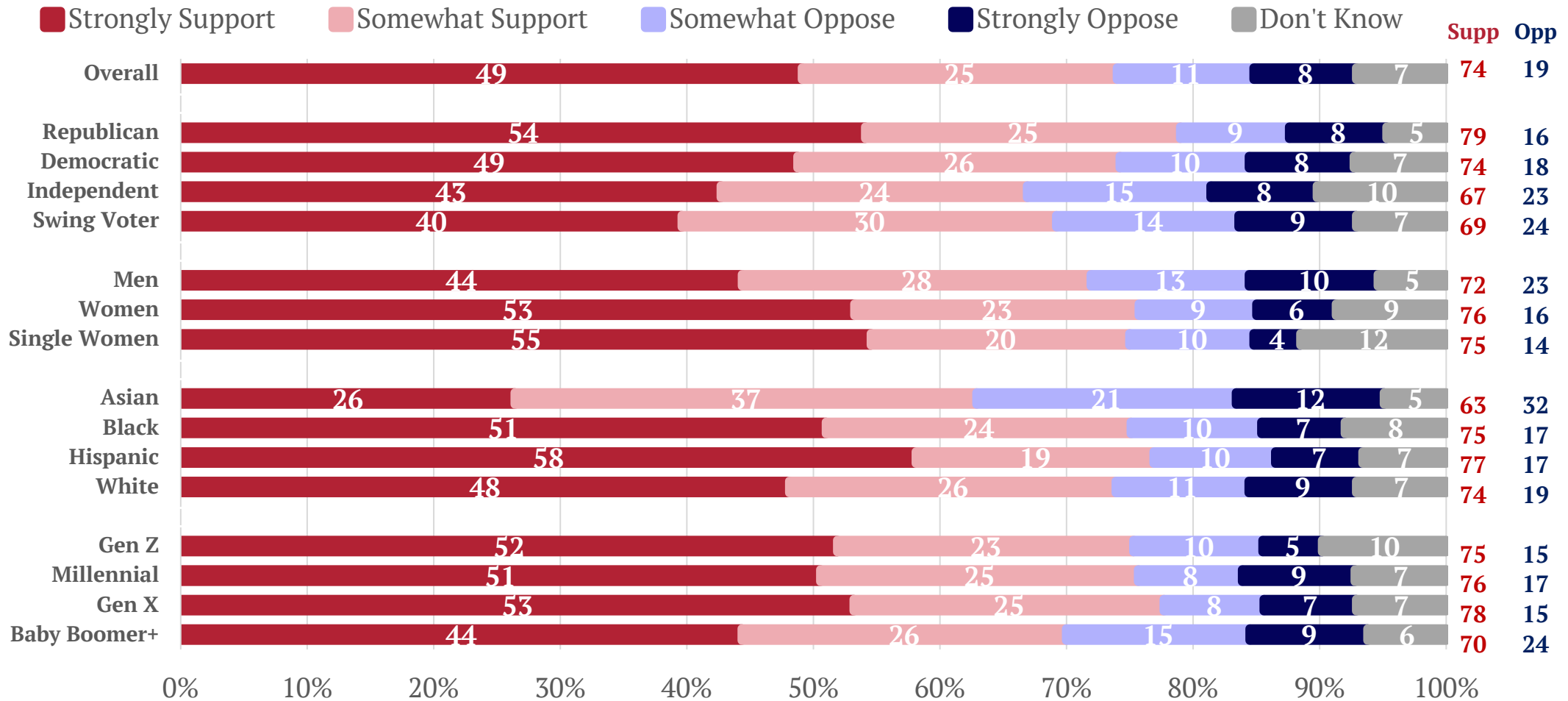


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



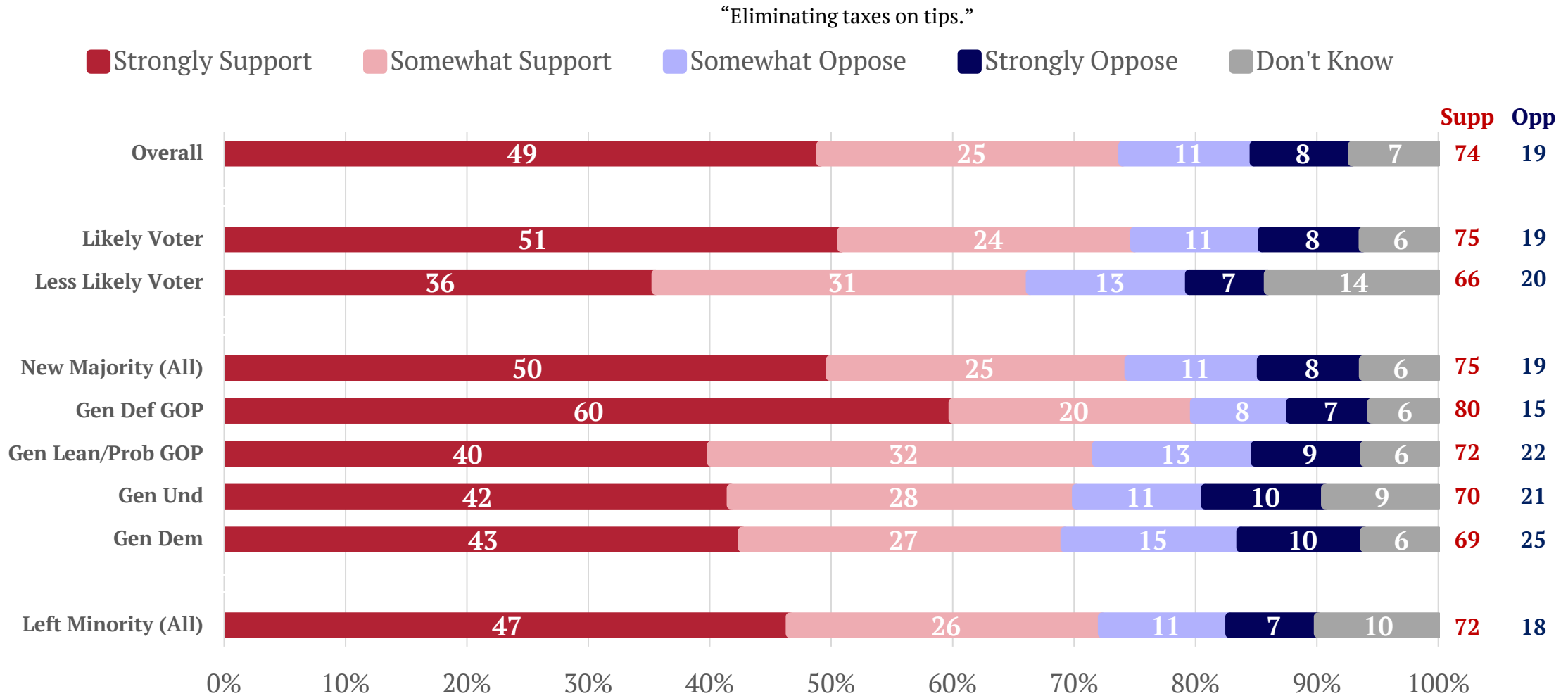
# Eliminating Taxes on Tips – Standard Tabs

“Eliminating taxes on tips.”





# Eliminating Taxes on Tips – New Majority Tabs

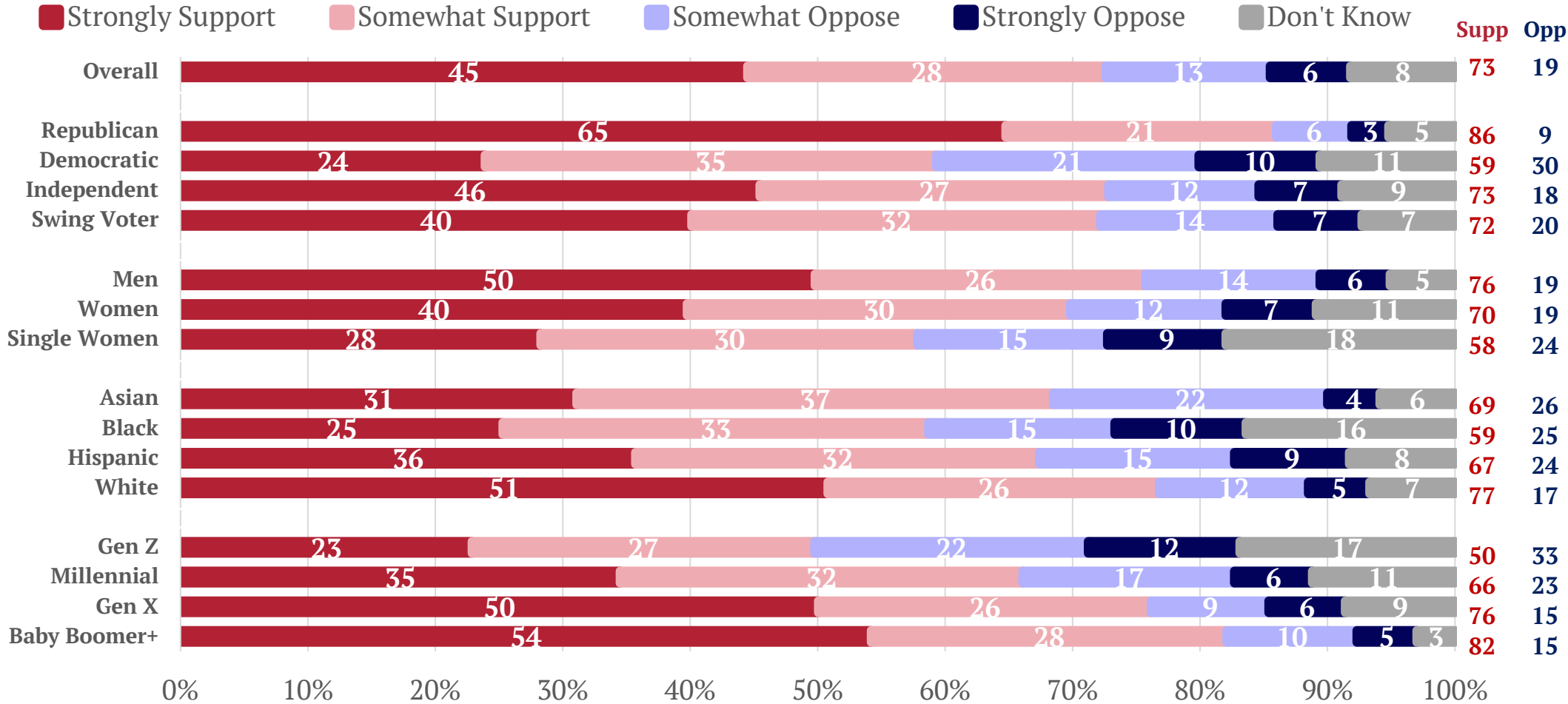


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



# Expand Oil and Gas Production – Standard Tabs

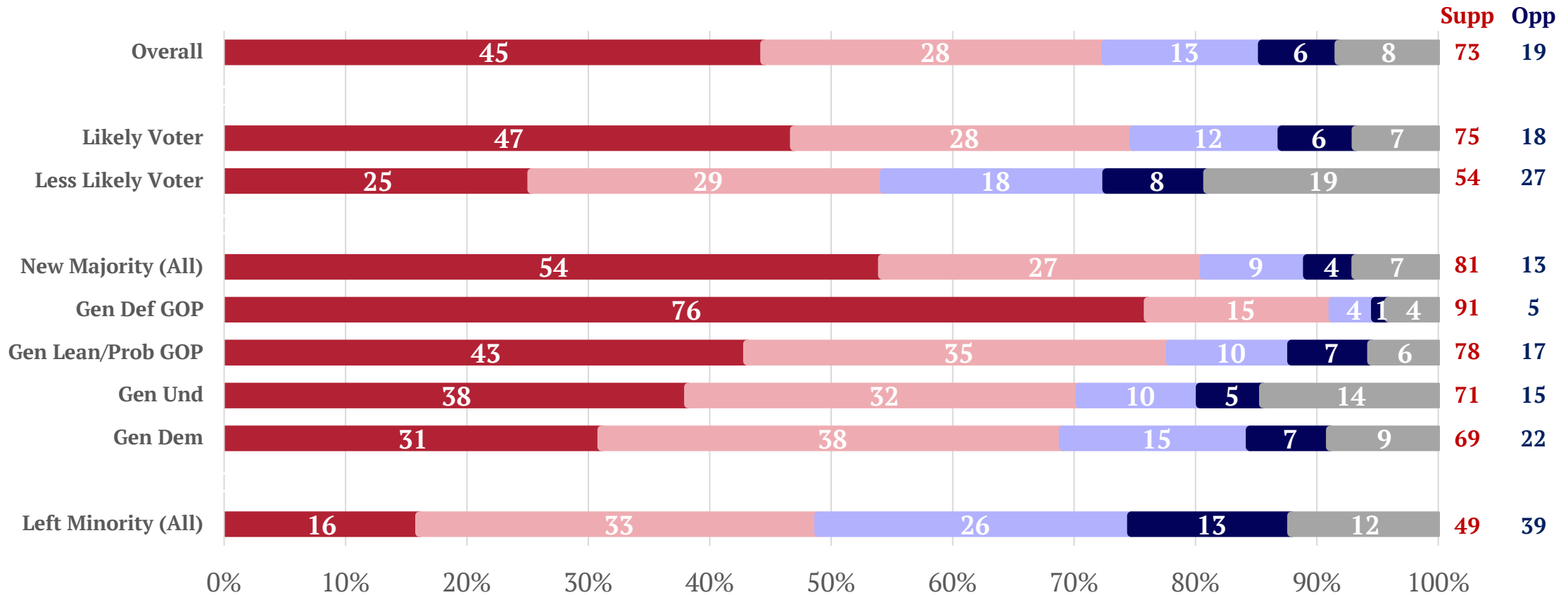
“Expanding domestic oil and natural gas production.”



# Expand Oil and Gas Production – New Majority Tabs

“Expanding domestic oil and natural gas production.”

■ Strongly Support   
 ■ Somewhat Support   
 ■ Somewhat Oppose   
 ■ Strongly Oppose   
 ■ Don't Know

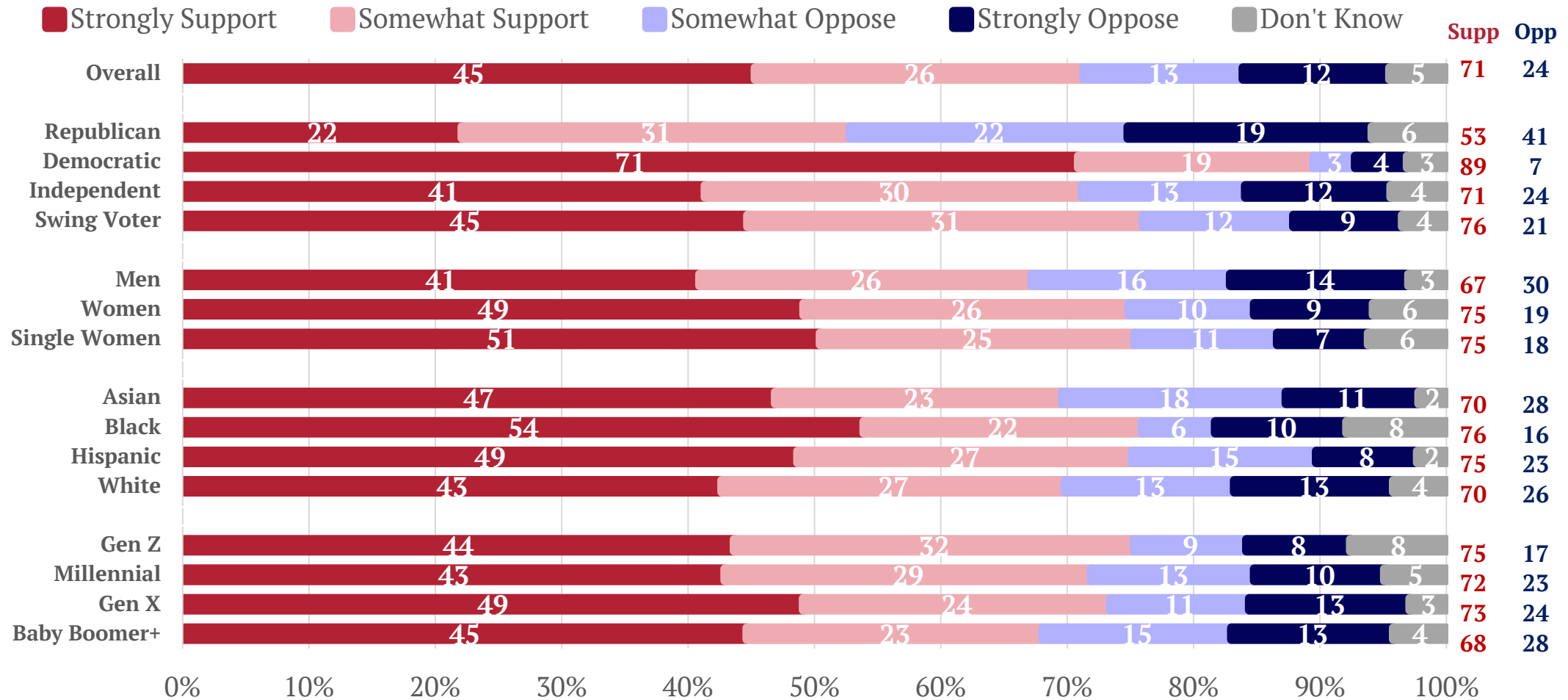


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



# Raising Taxes on Wealthy American Individuals – Standard Tabs

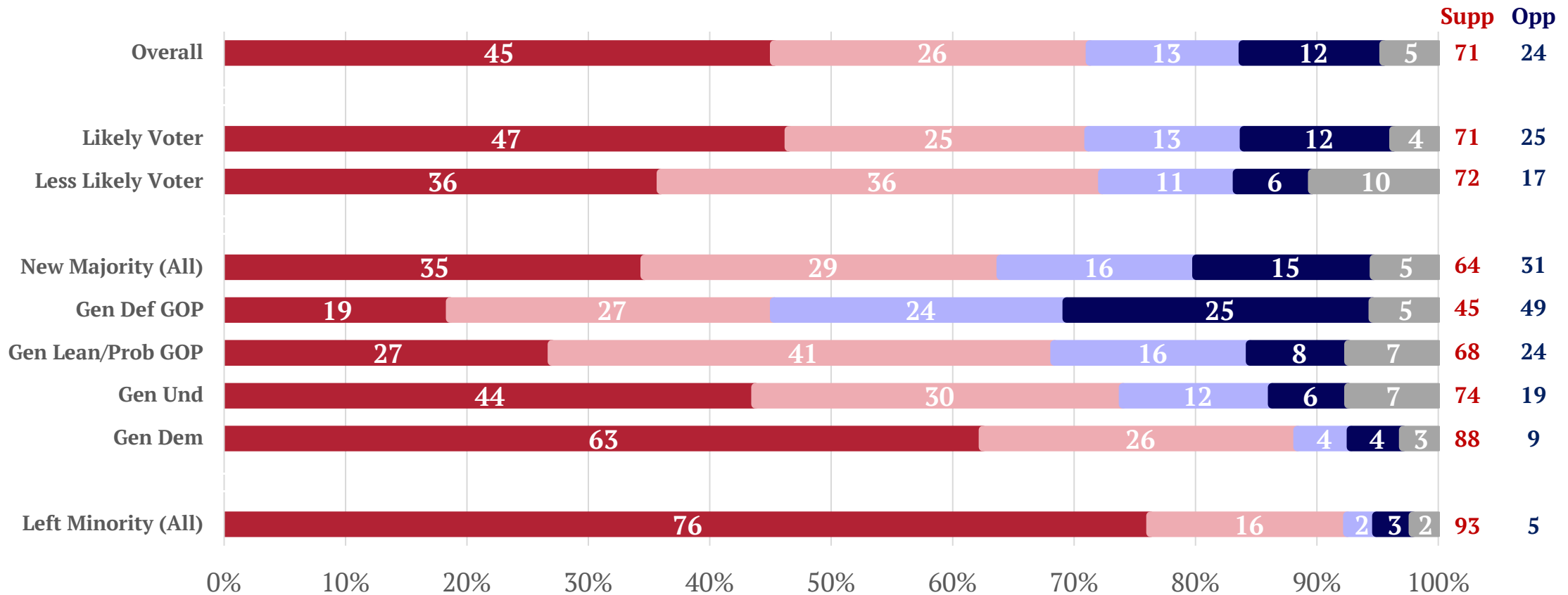
“Raising taxes on wealthy American individuals.”



# Raising Taxes on Wealthy American Individuals – New Majority Tabs

“Raising taxes on wealthy American individuals.”

■ Strongly Support   
 ■ Somewhat Support   
 ■ Somewhat Oppose   
 ■ Strongly Oppose   
 ■ Don't Know

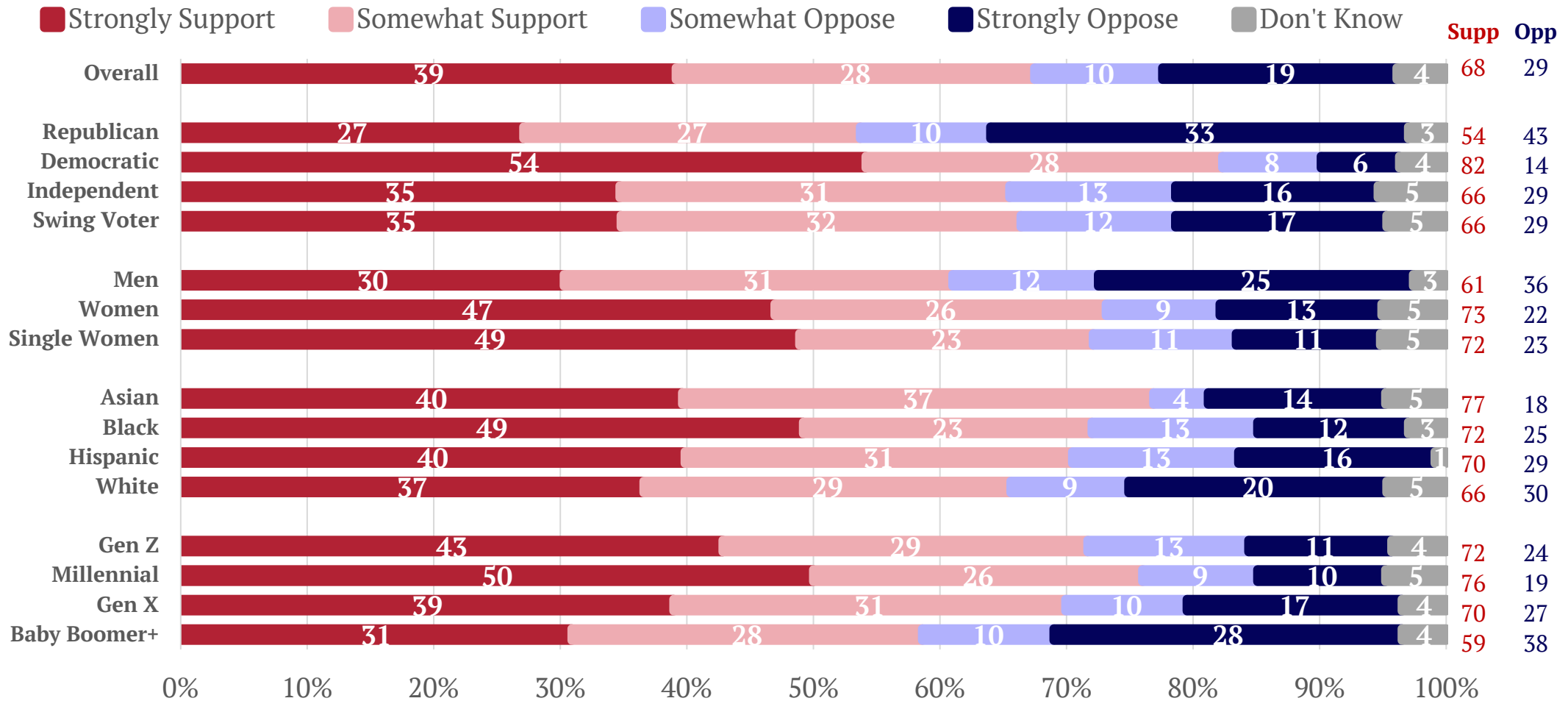


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



# Price Controls – Standard Tabs

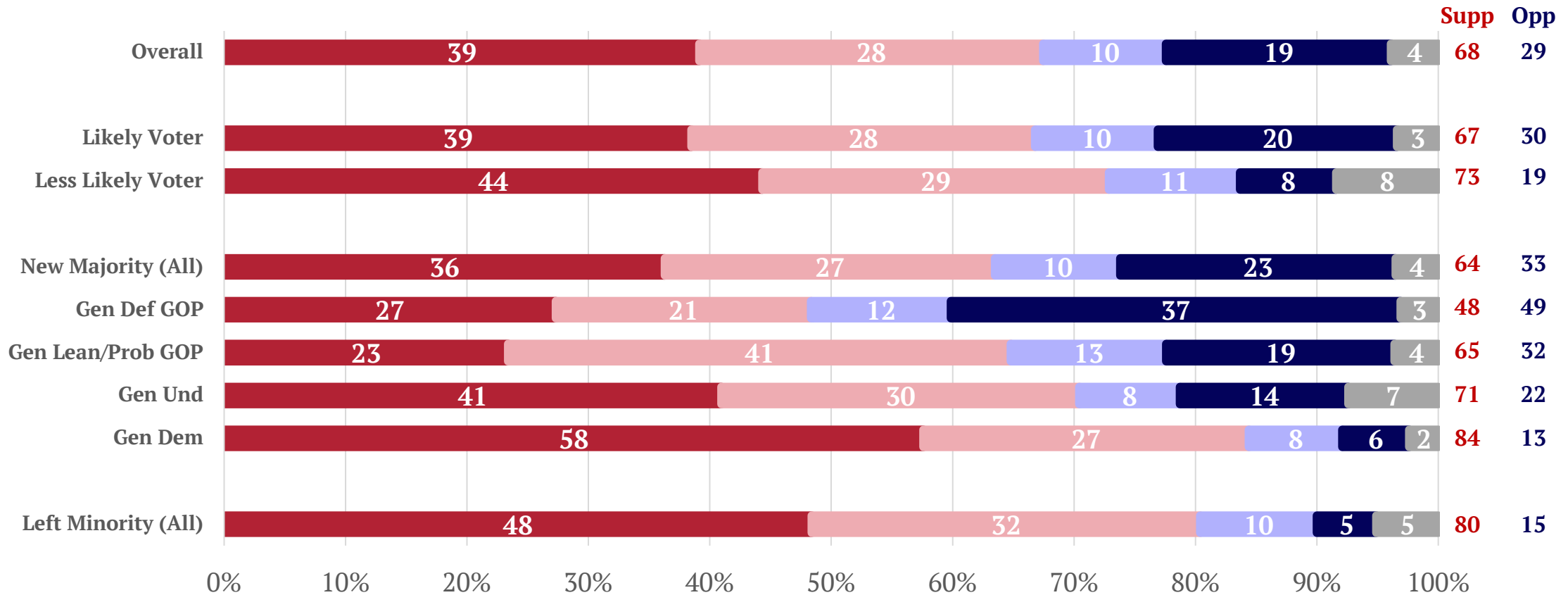
“Price controls on food, rent, and prescription drugs.”



# Price Controls – Custom Tabs

“Price controls on food, rent, and prescription drugs.”

■ Strongly Support   
 ■ Somewhat Support   
 ■ Somewhat Oppose   
 ■ Strongly Oppose   
 ■ Don't Know

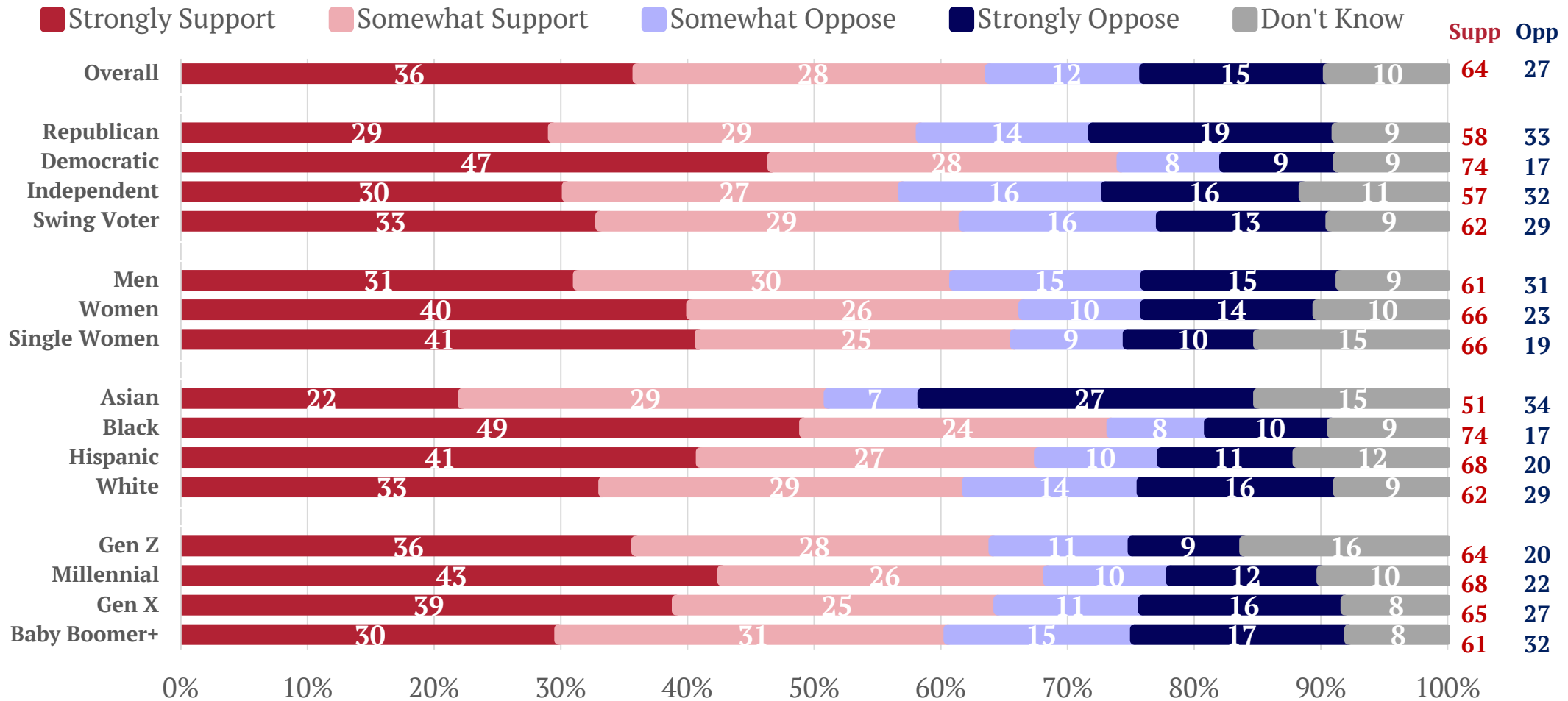


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



# \$3,600 Child Tax Credit – Standard Tabs

“Increasing the child tax credit to \$3,600 per child .”

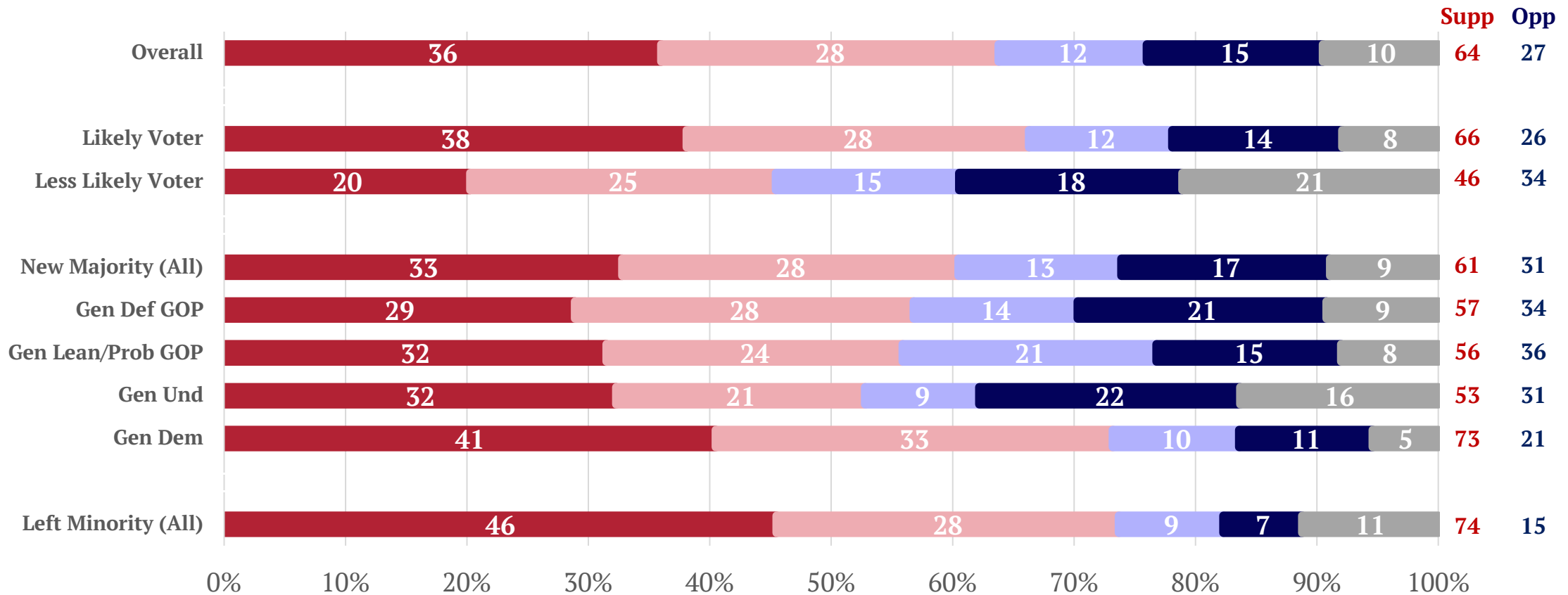




# \$3,600 Child Tax Credit – New Majority Tabs

“Increasing the child tax credit to \$3,600 per child.”

■ Strongly Support   
 ■ Somewhat Support   
 ■ Somewhat Oppose   
 ■ Strongly Oppose   
 ■ Don't Know

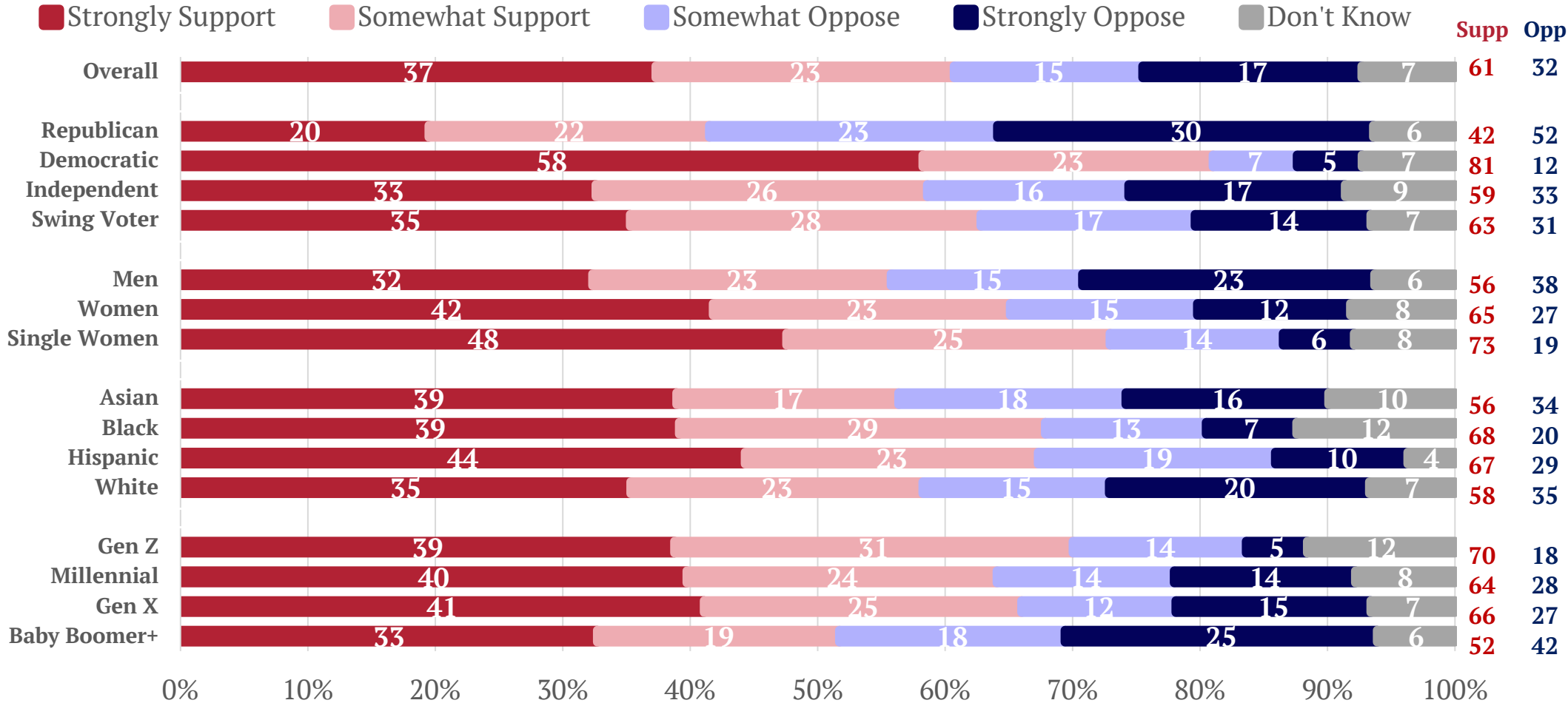


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.

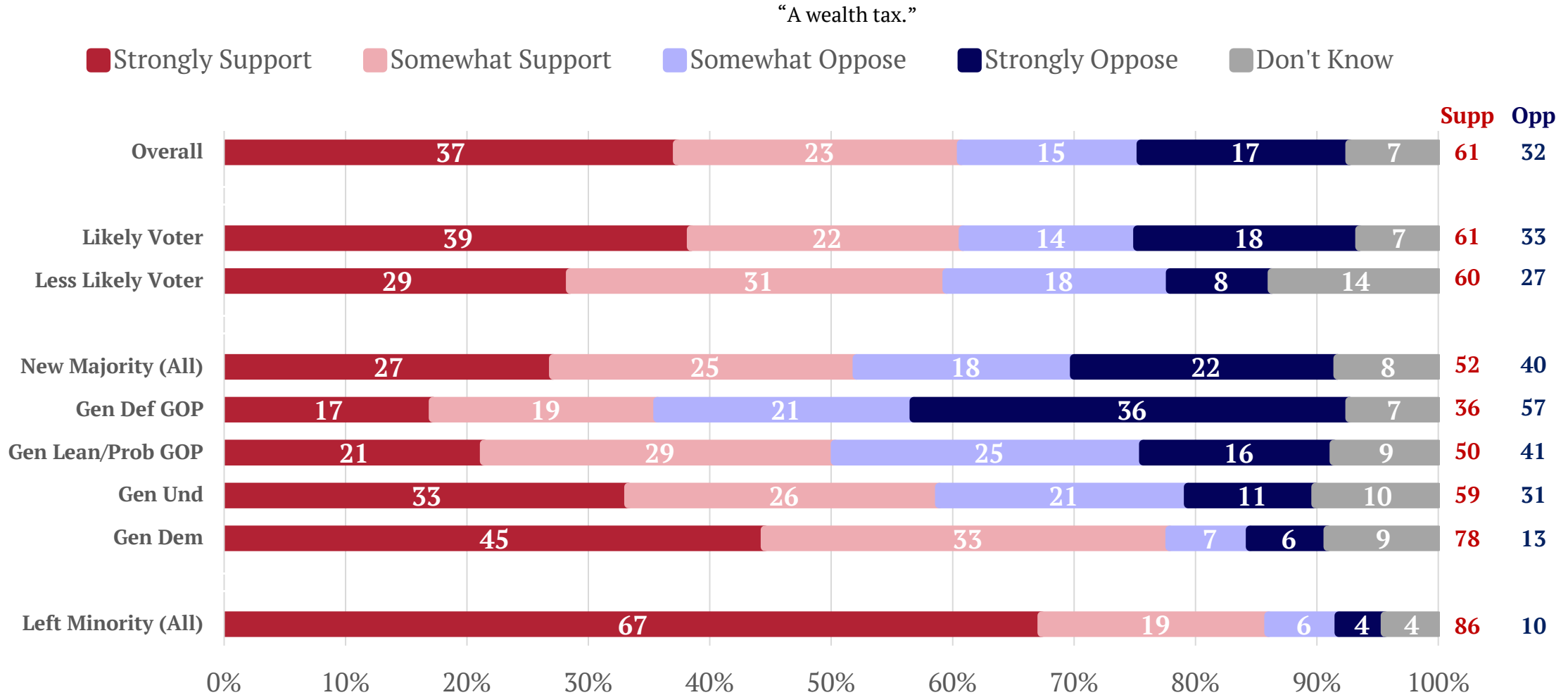


# Wealth Tax – Standard Tabs

“A wealth tax.”



# Wealth Tax – New Majority Tabs

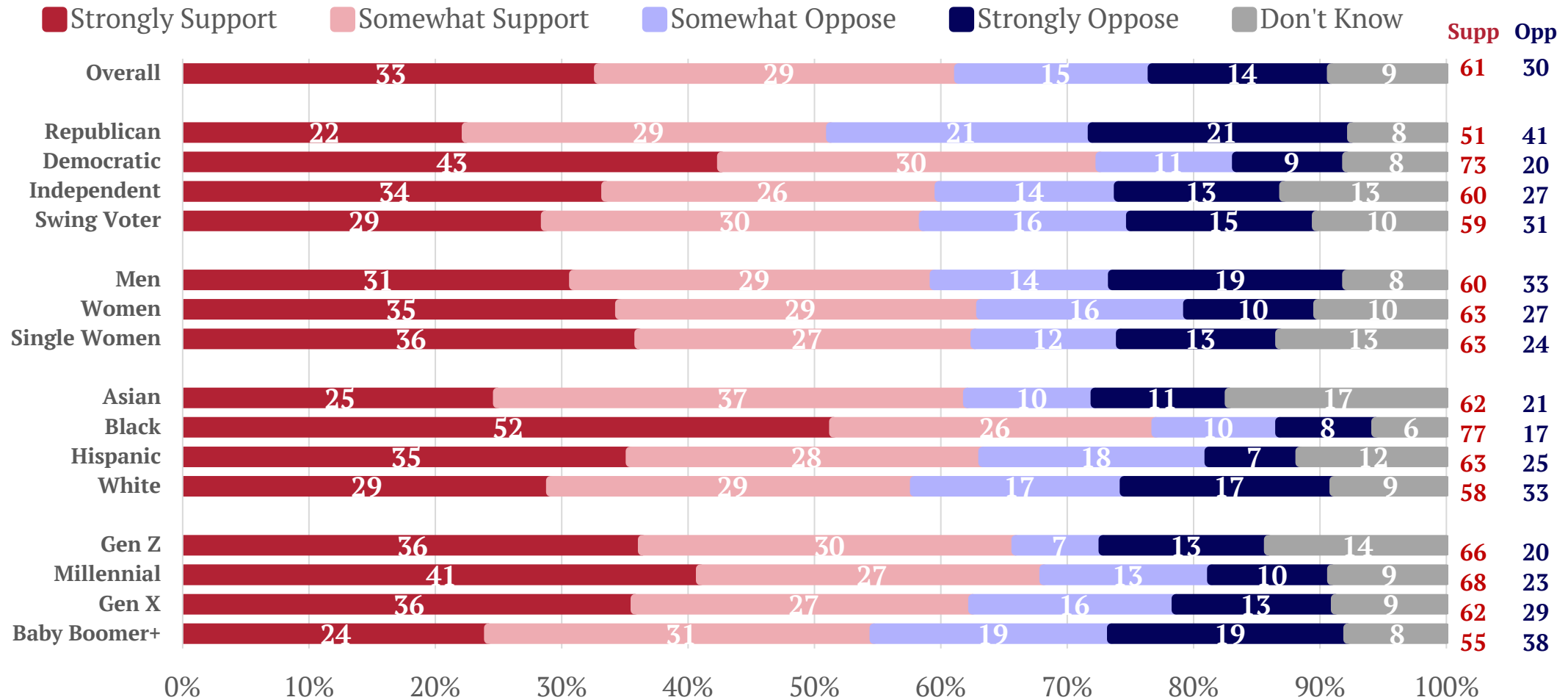


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



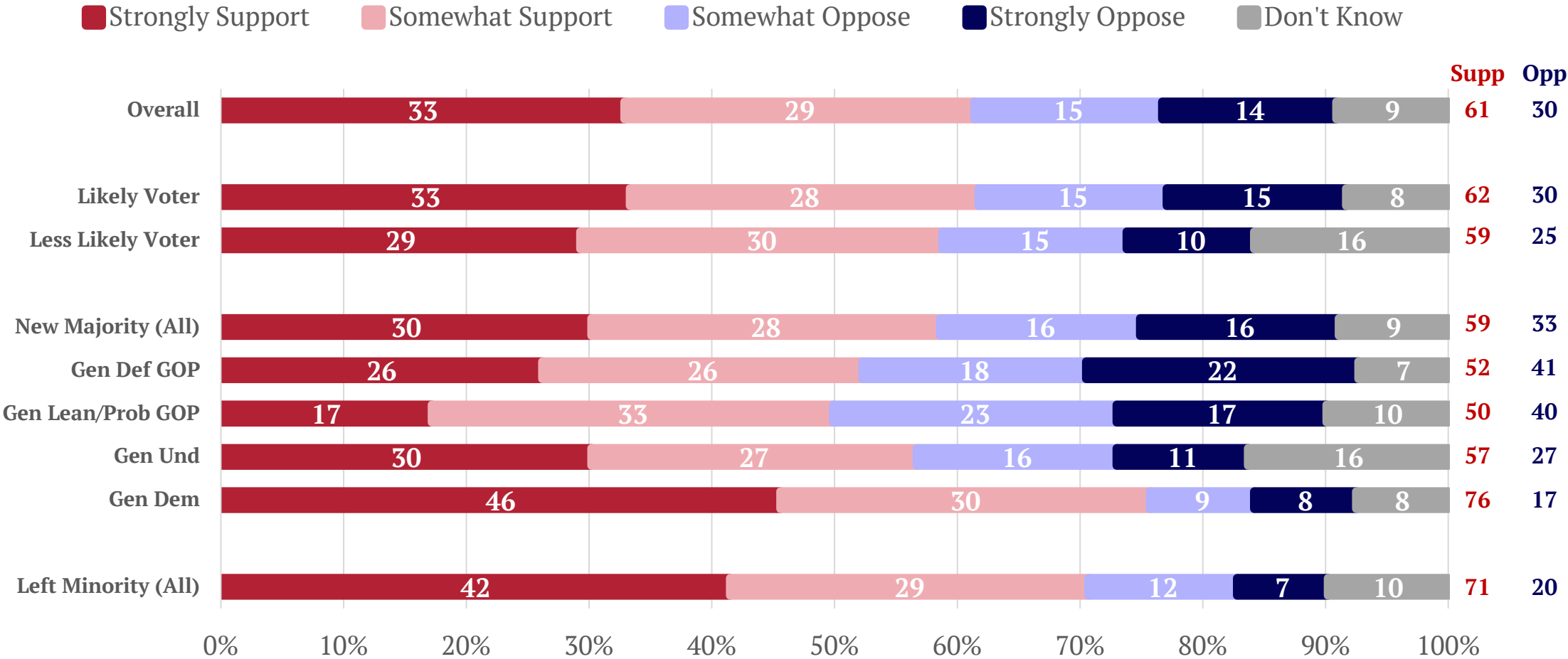
# \$6,000 Newborn Tax Credit – Standard Tabs

“A child tax credit of \$6,000 for newborn children.”



# \$6,000 Newborn Tax Credit – Custom Tabs

“A child tax credit of \$6,000 for newborn children.”

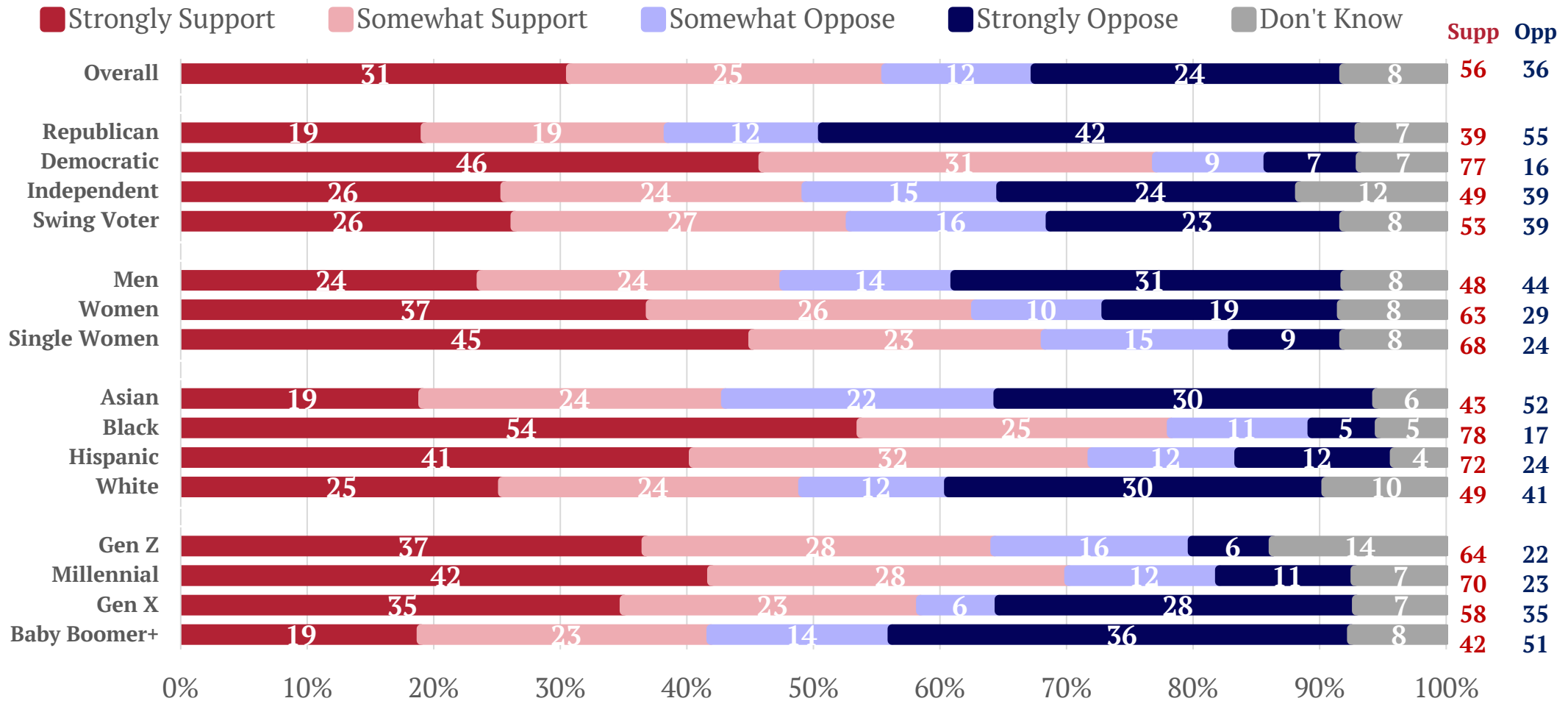


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



# \$25,000 Housing Subsidy for First Time Buyers – Standard Tabs

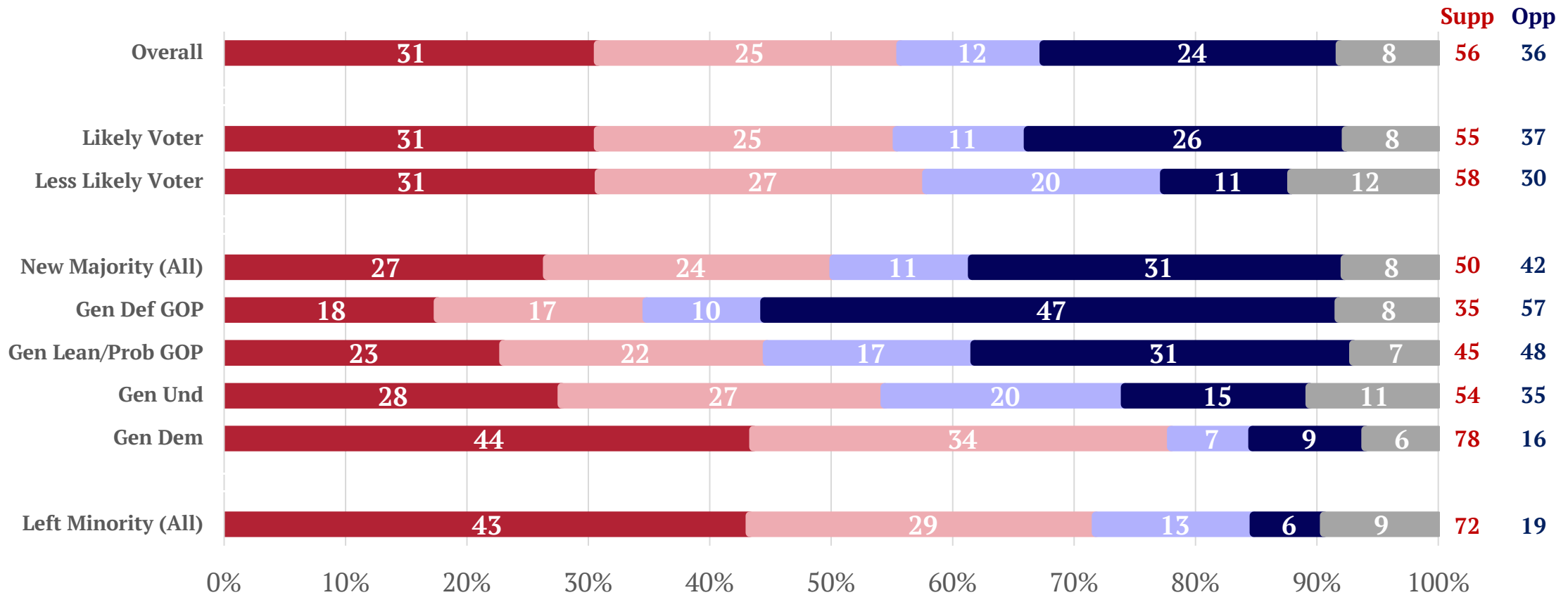
“A \$25,000 housing subsidy for first time home buyers.”



# \$25,000 Housing Subsidy for First Time Buyers – Custom Tabs

“A \$25,000 housing subsidy for first time home buyers.”

■ Strongly Support   
 ■ Somewhat Support   
 ■ Somewhat Oppose   
 ■ Strongly Oppose   
 ■ Don't Know

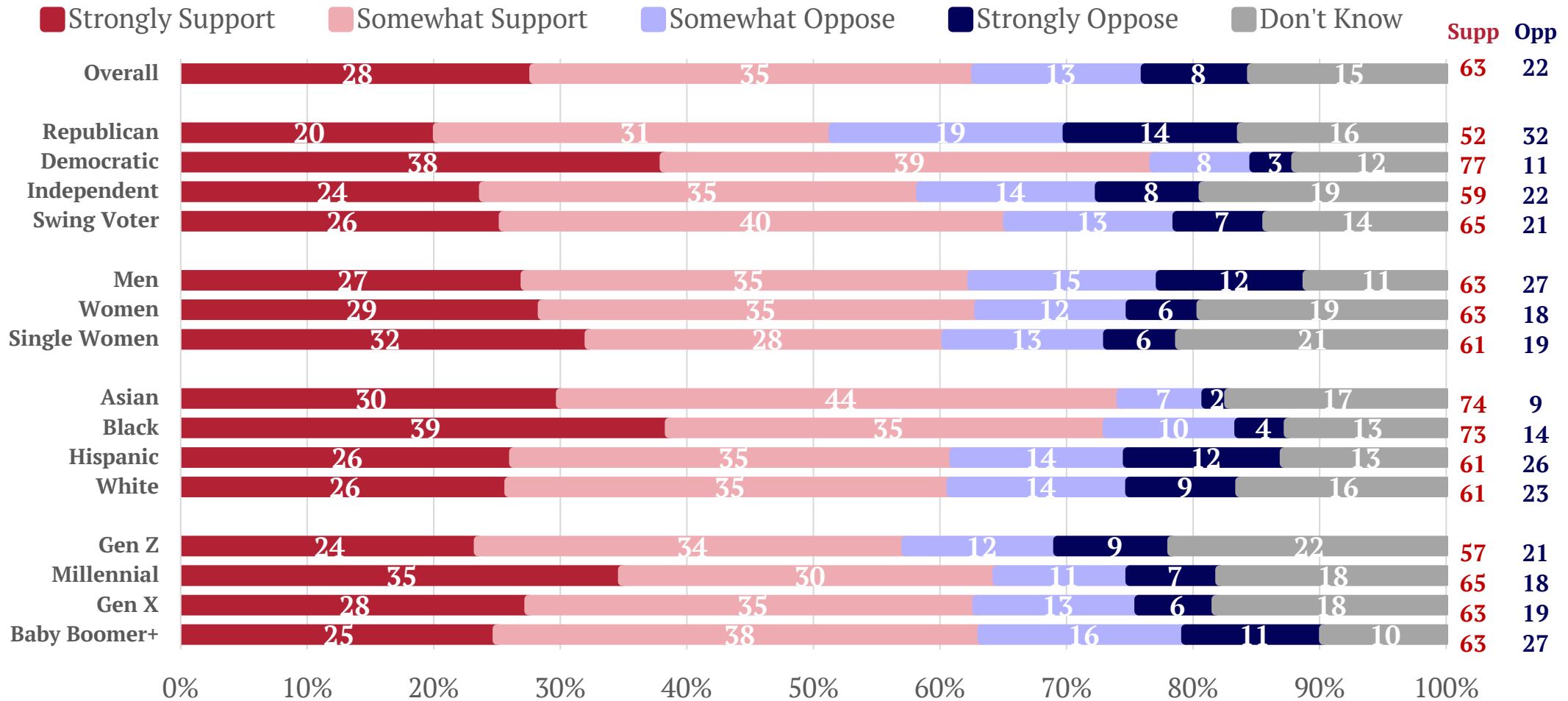


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



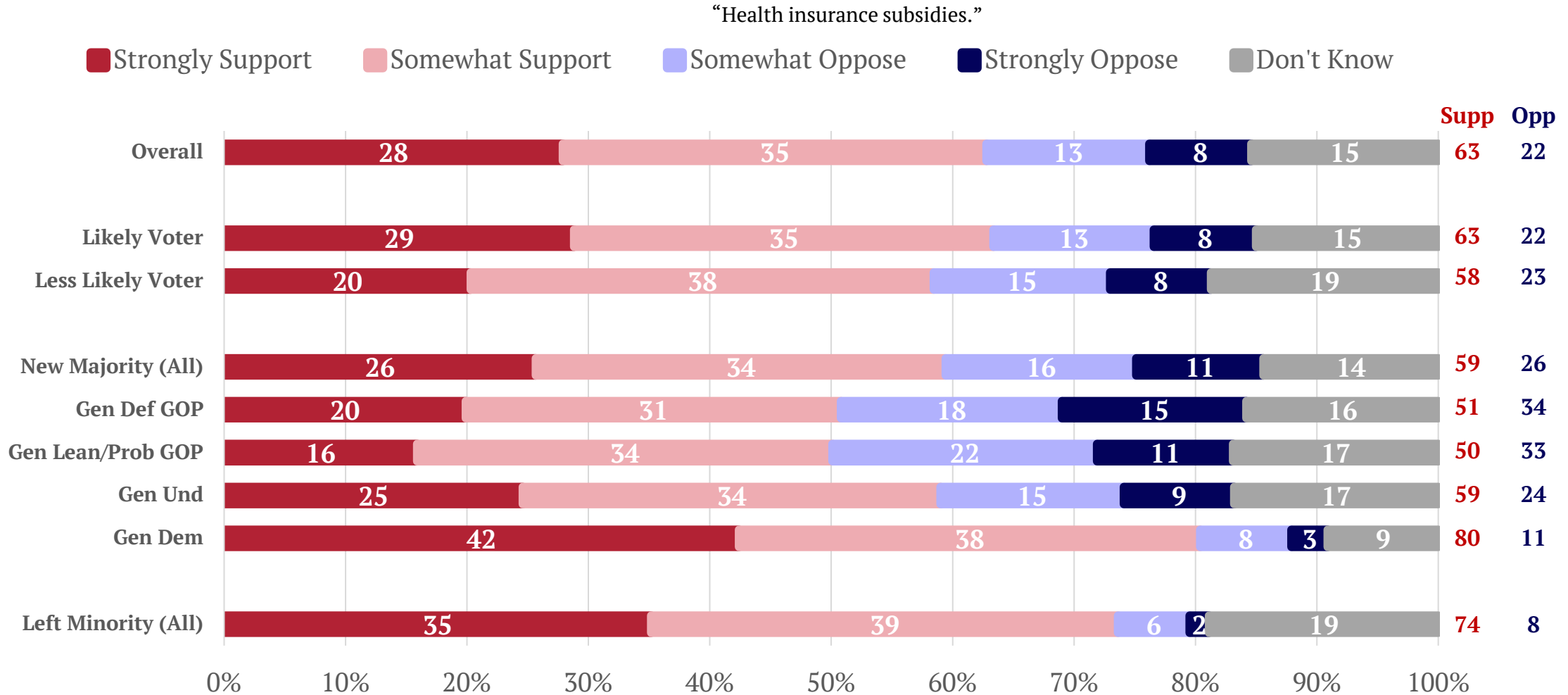
# Health Insurance Subsidies – Standard Tabs

“Health insurance subsidies.”





# Health Insurance Subsidies – New Majority Tabs

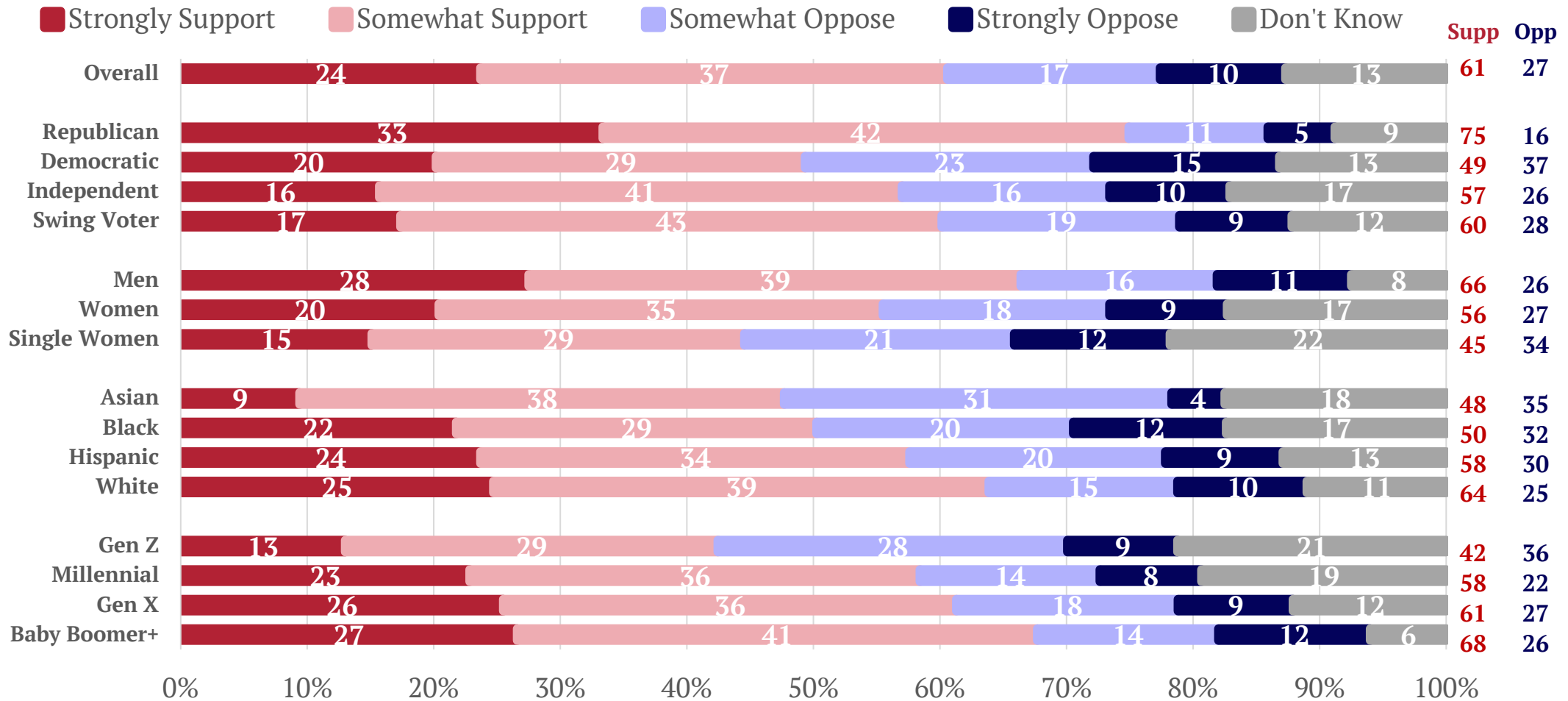


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.

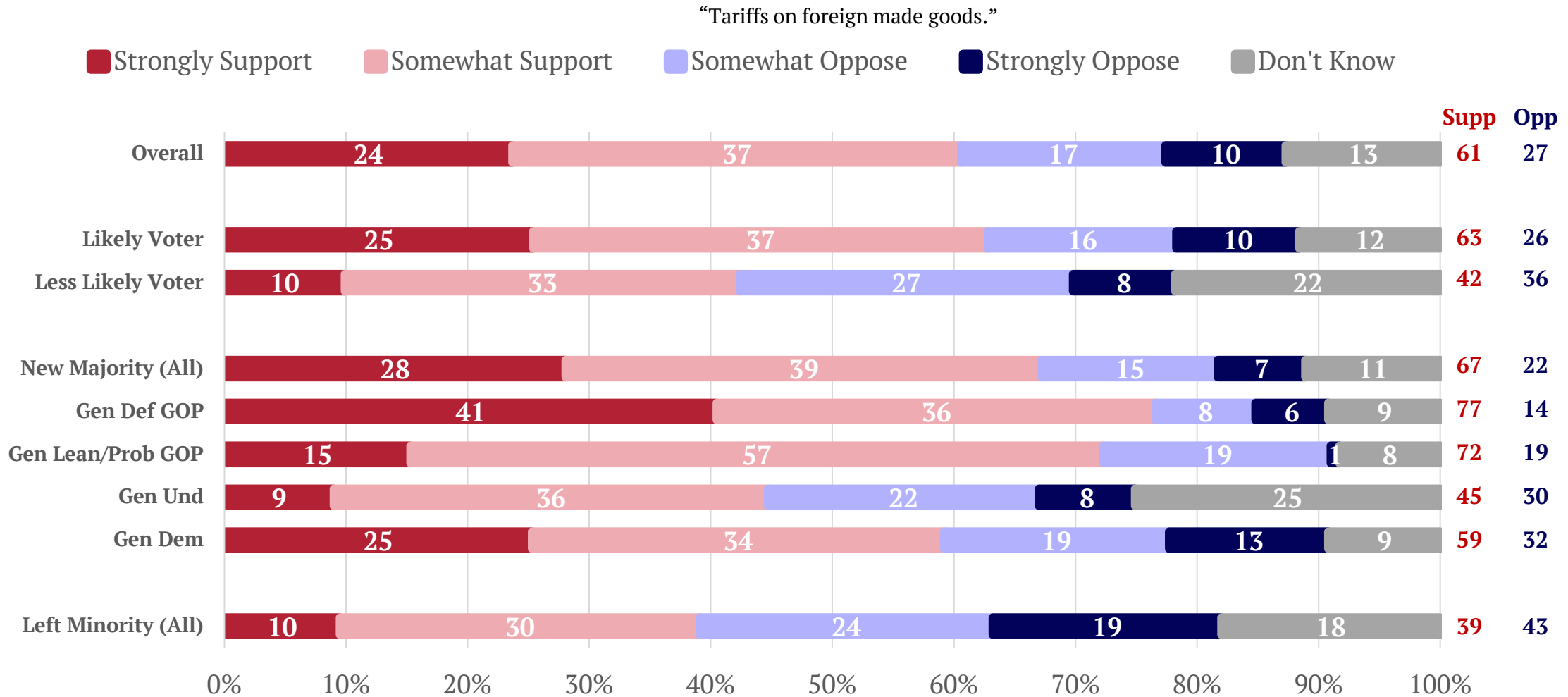


# Tariffs on Foreign Goods – Standard Tabs

“Tariffs on foreign made goods.”



# Tariffs on Foreign Made Goods – Custom Tabs

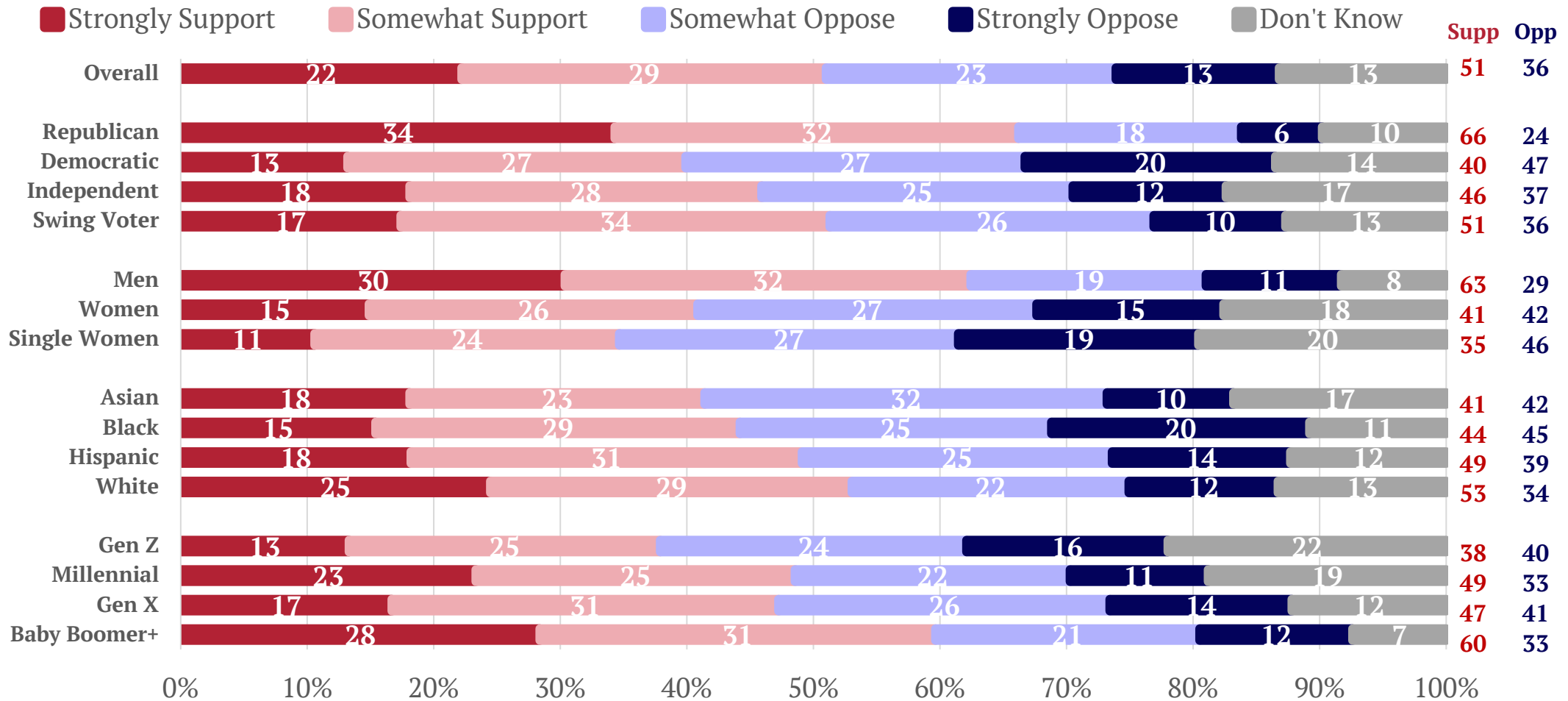


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.

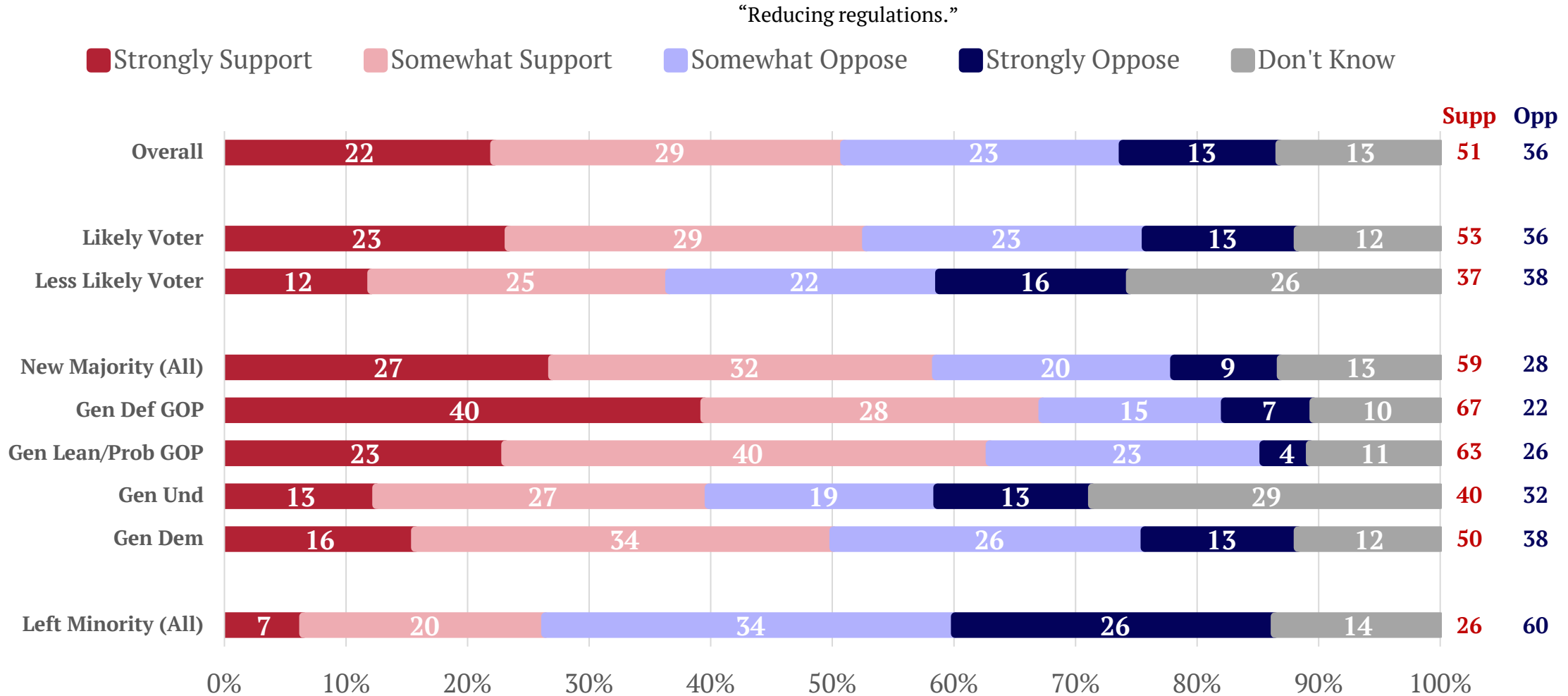


# Reducing Regulations – Standard Tabs

“Reducing regulations.”



# Reducing Regulations – Custom Tabs

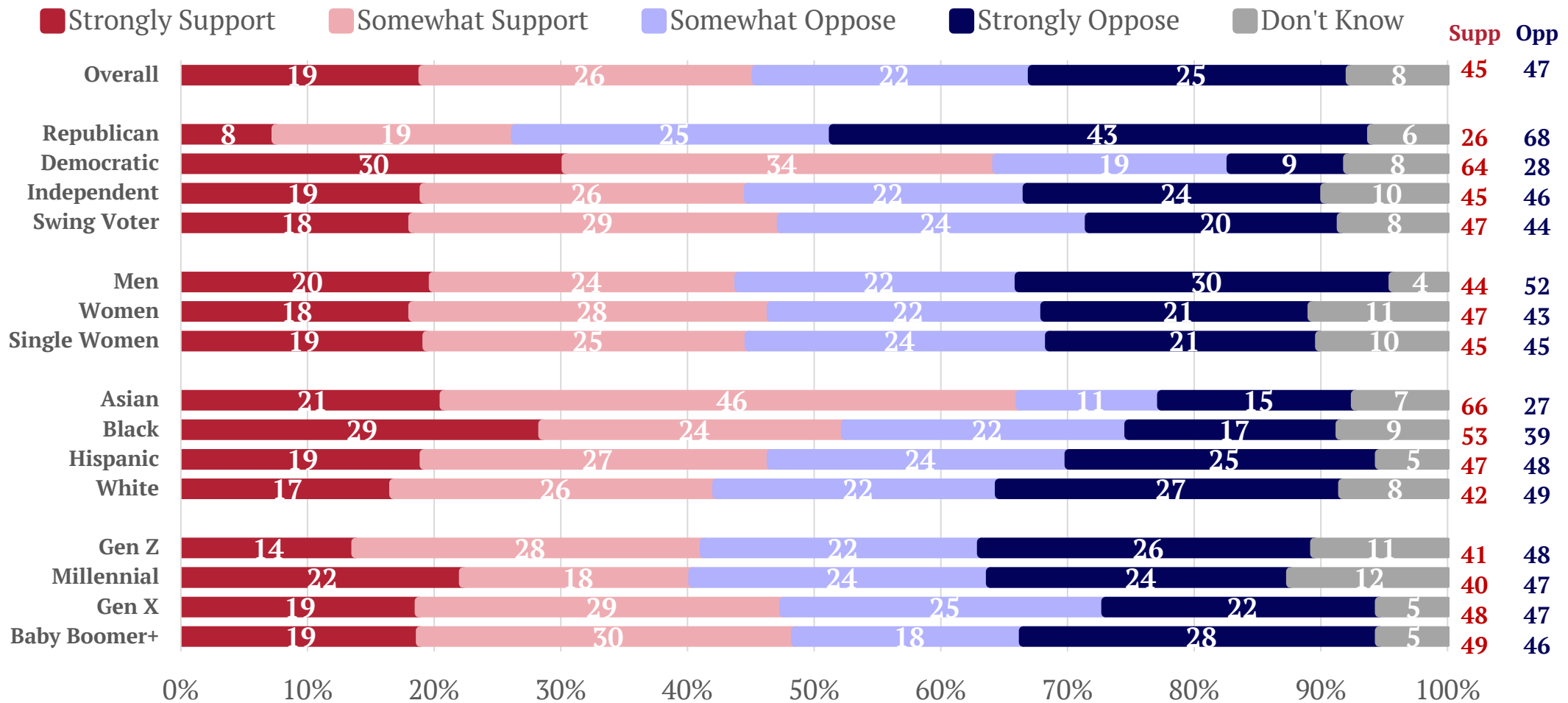


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



# Raising Taxes on American Businesses – Standard Tabs

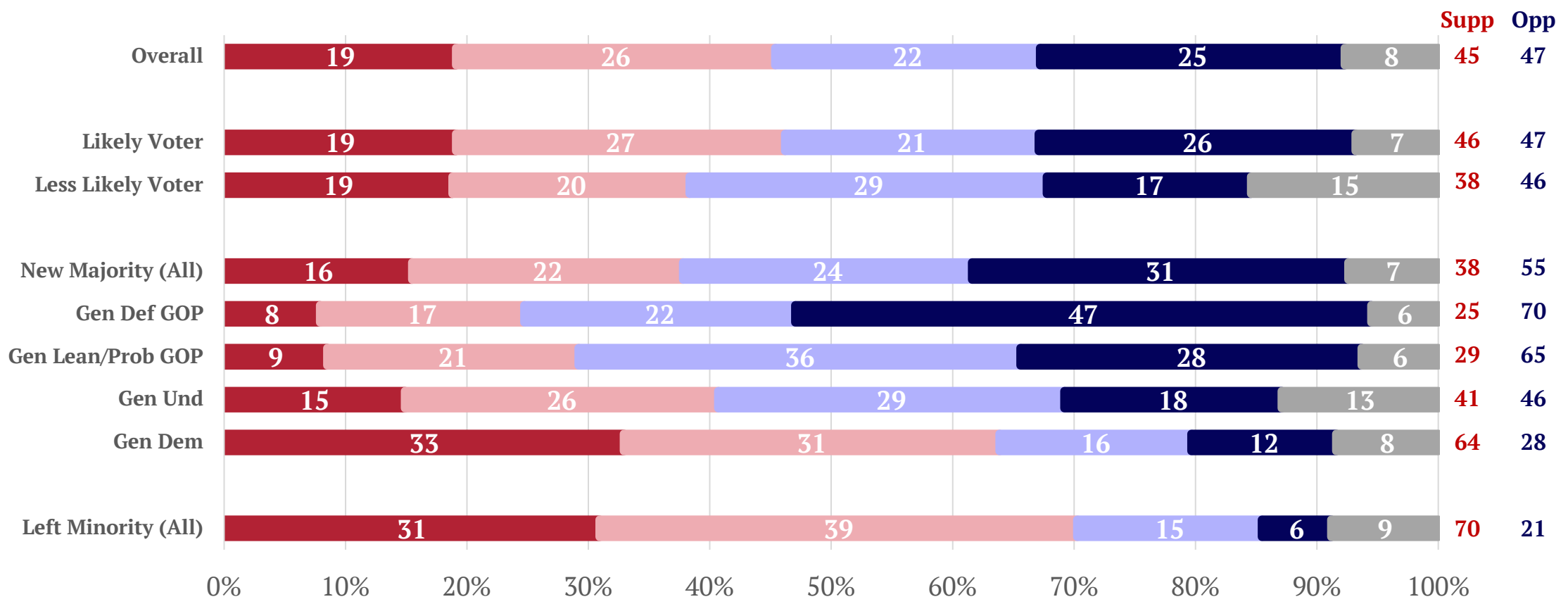
“Raising taxes on American businesses.”



# Raising Taxes on American Businesses – Custom Tabs

“Raising taxes on American businesses.”

■ Strongly Support   
 ■ Somewhat Support   
 ■ Somewhat Oppose   
 ■ Strongly Oppose   
 ■ Don't Know

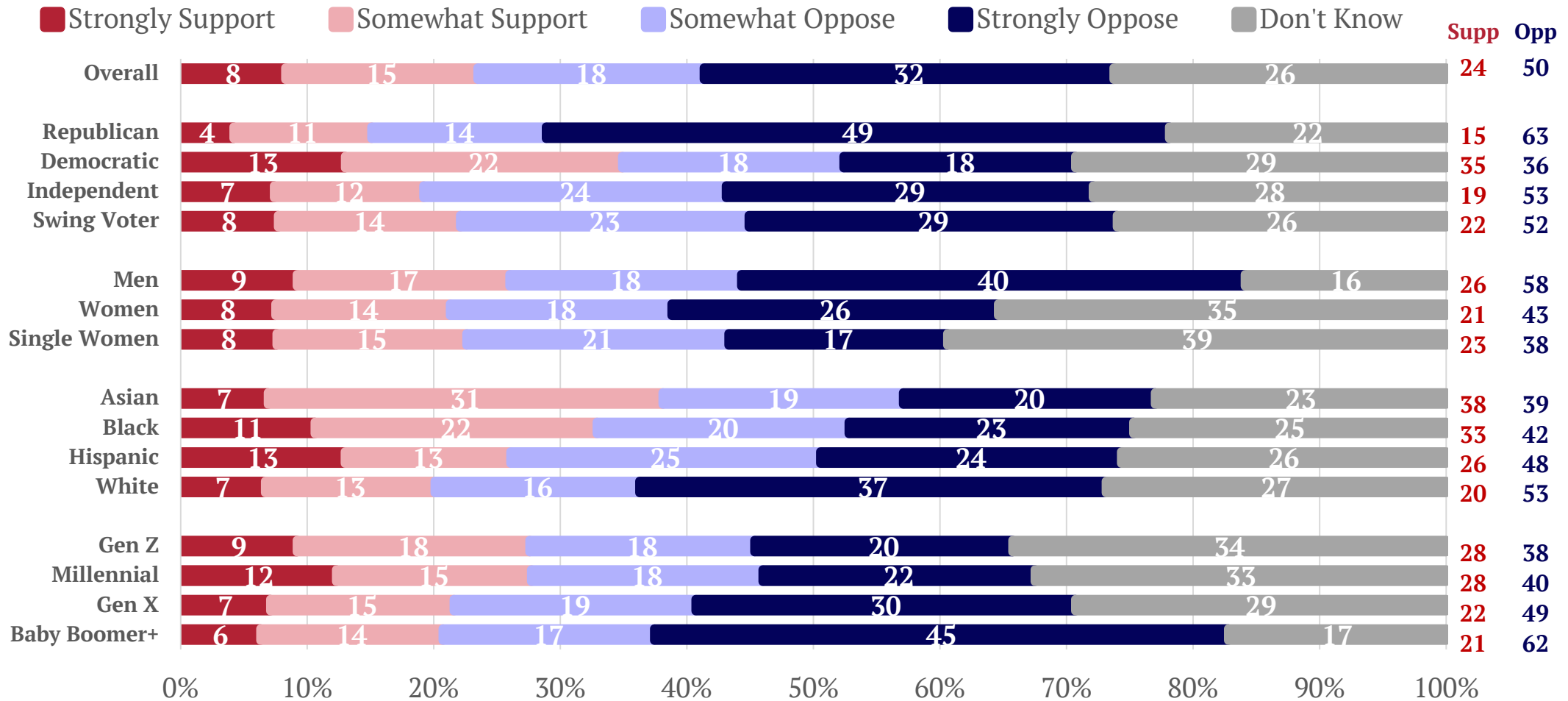


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



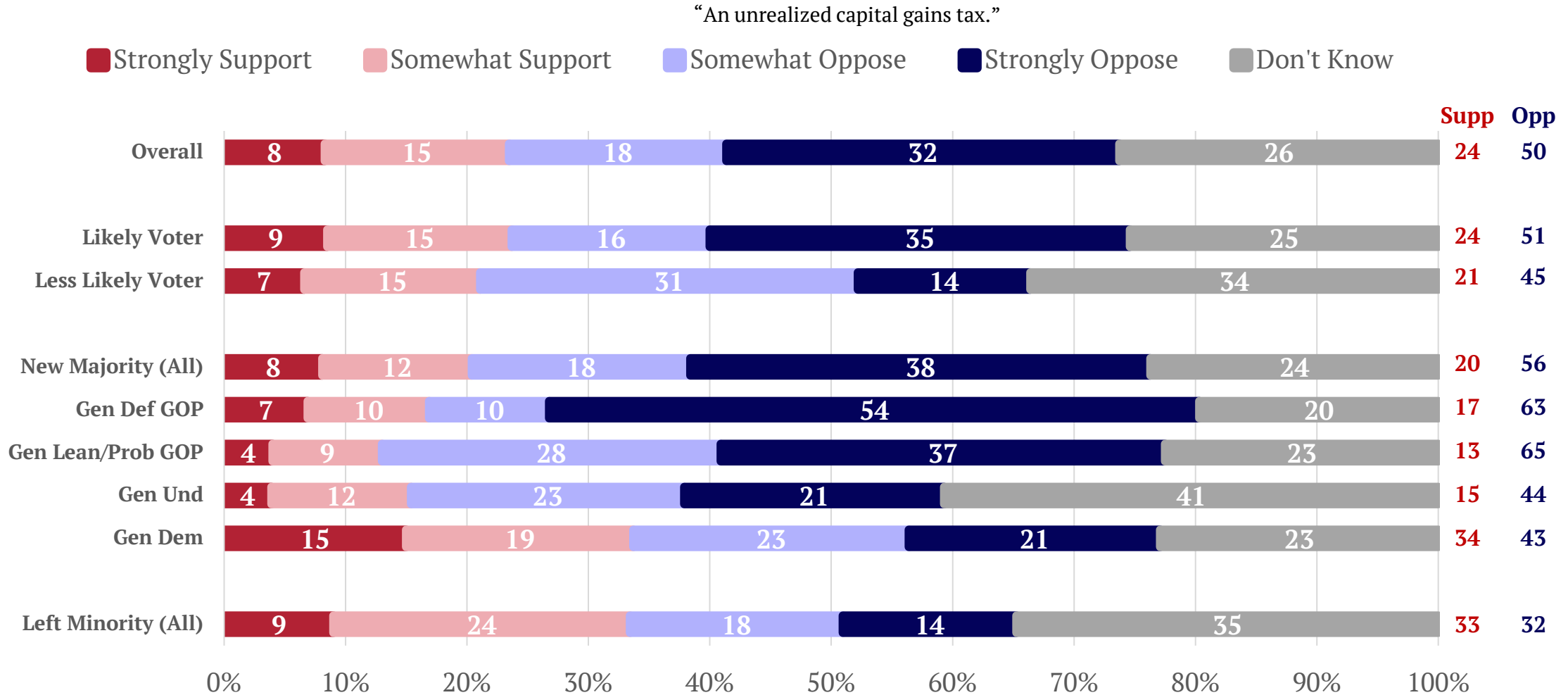
# Unrealized Capital Gains Tax – Standard Tabs

“An unrealized capital gains tax.”





# Unrealized Capital Gains Tax – Custom Tabs

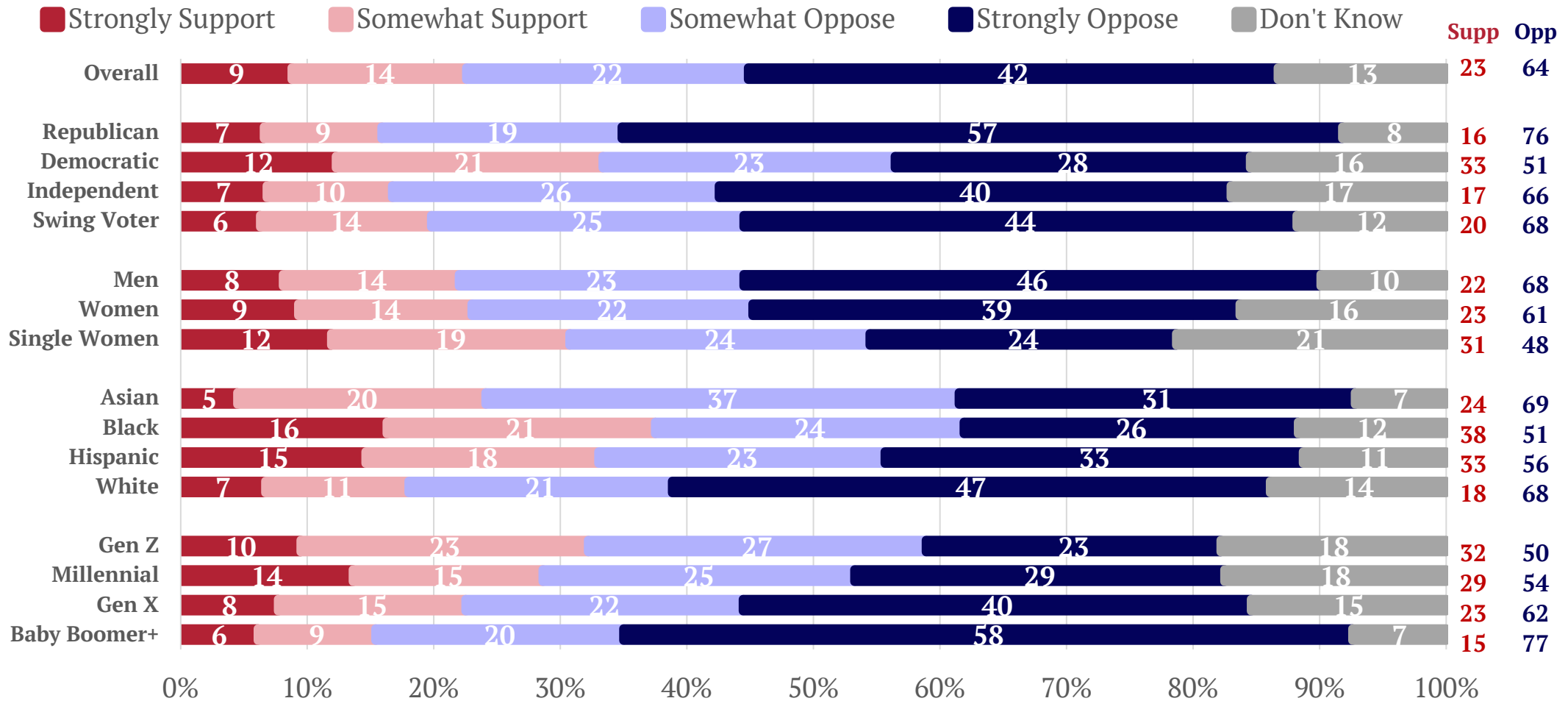


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.

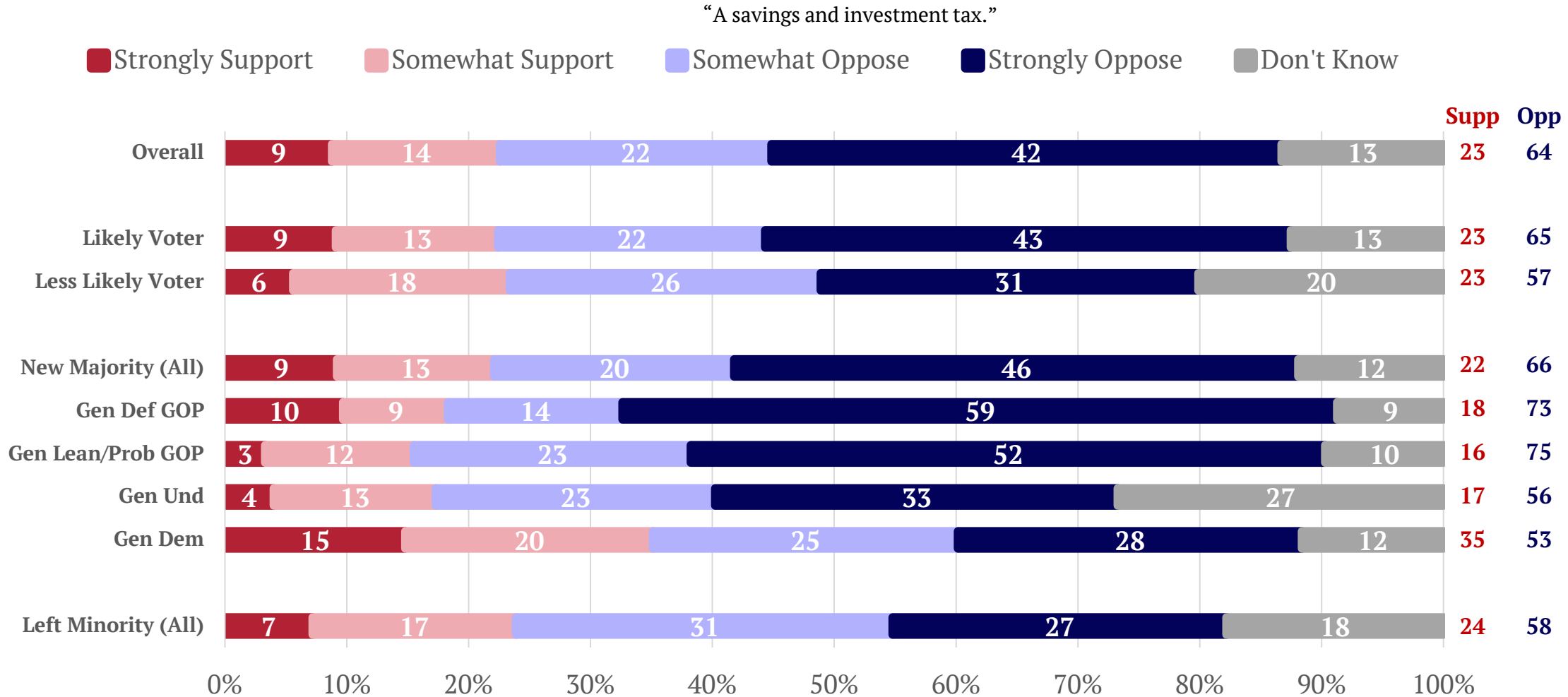


# Savings and Investment Tax – Standard Tabs

“A savings and investment tax.”



# Savings and Investment Tax – Custom Tabs

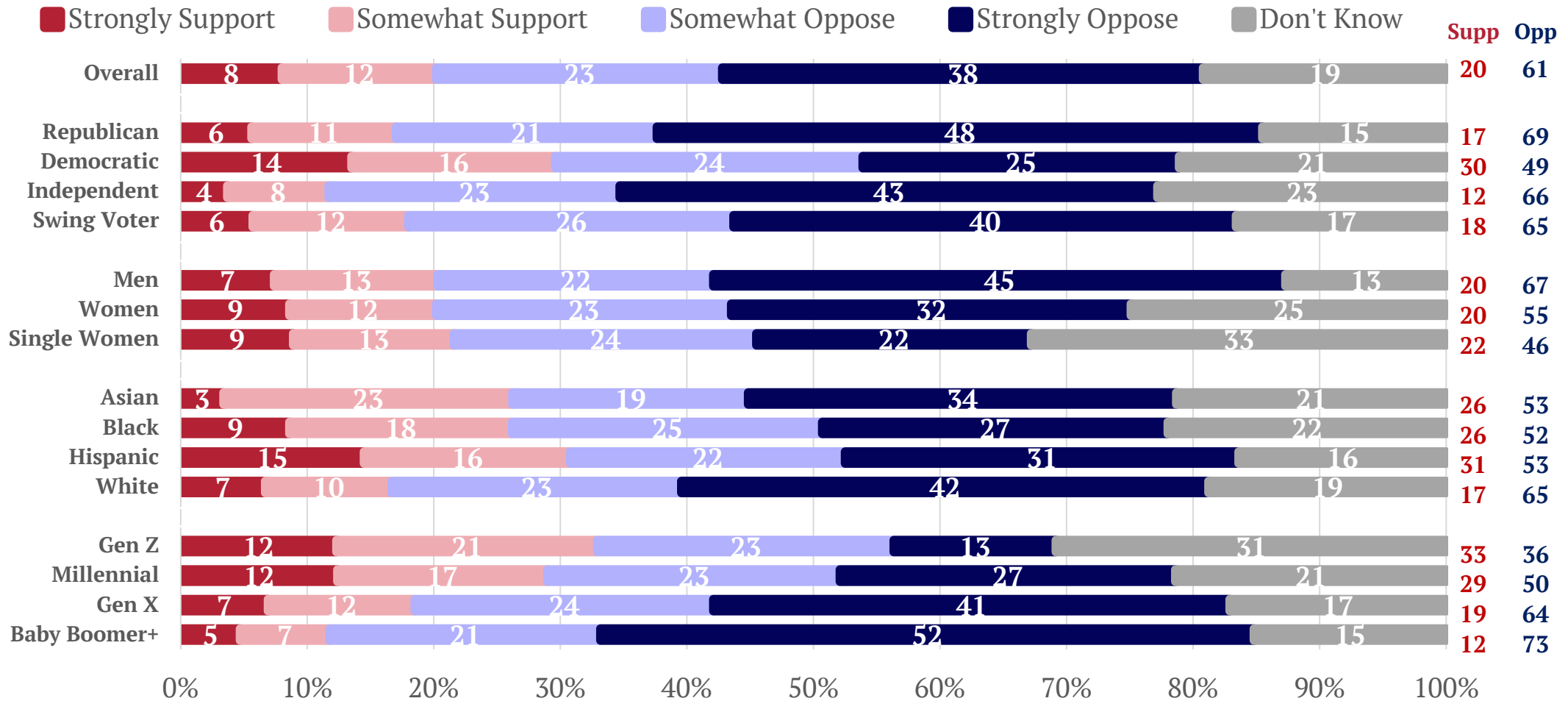


\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.

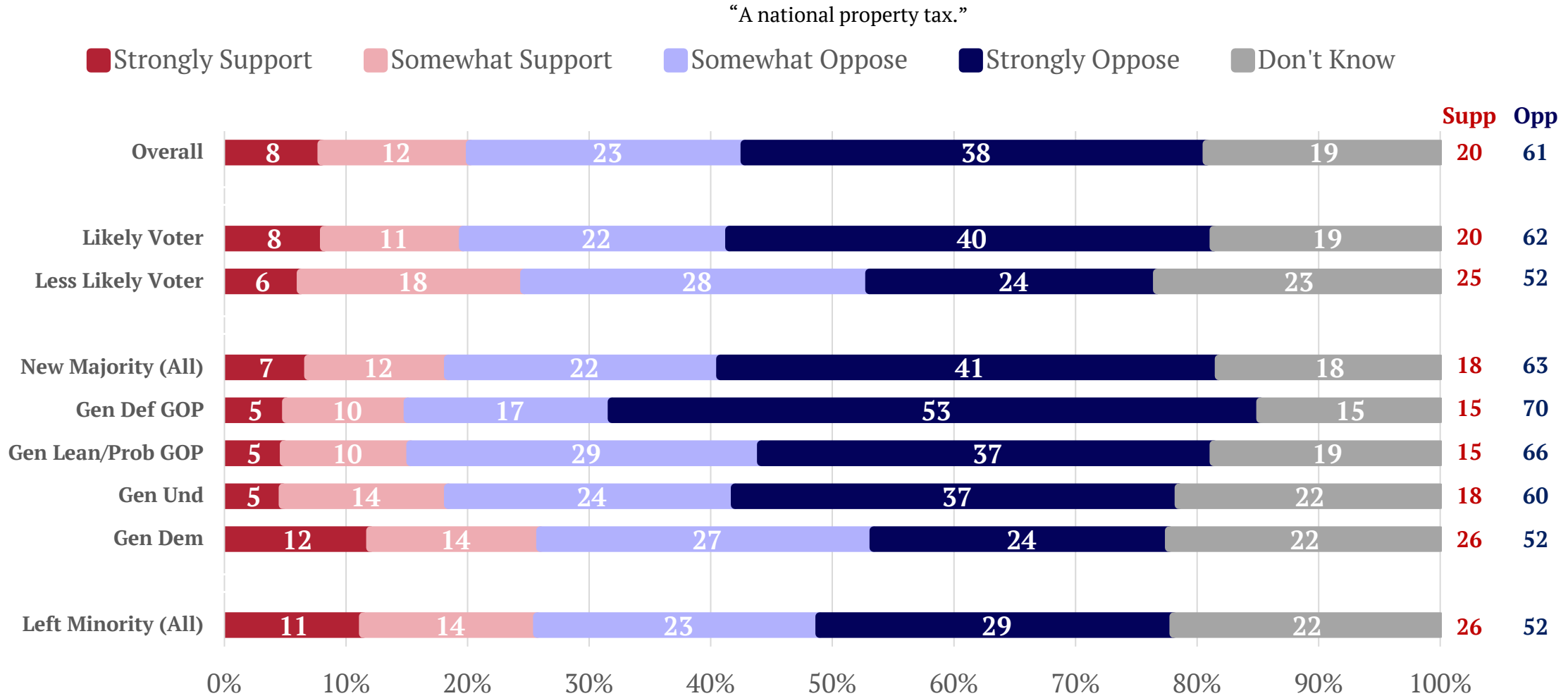


# National Property Tax – Standard Tabs

“A national property tax.”



# National Property Tax – Custom Tabs



\*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.

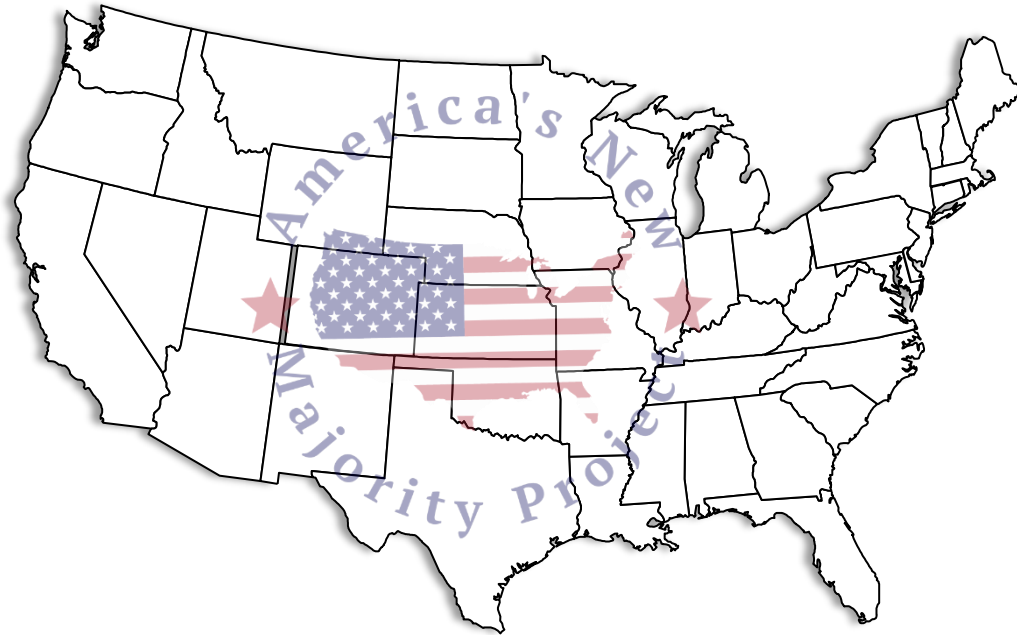


# Methodology

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 August 29 and September 1, 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	19%
66+	24%

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%

