

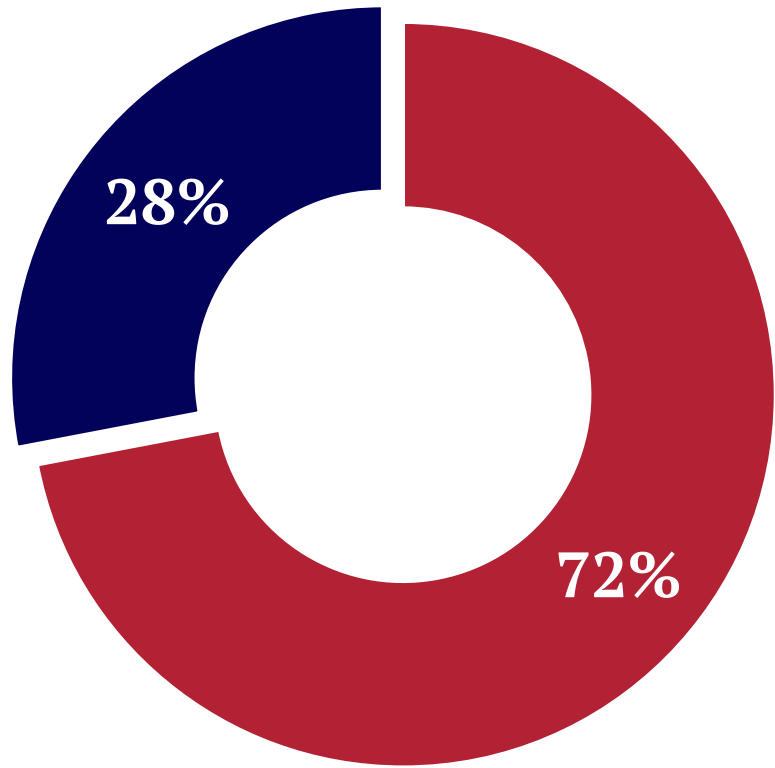


**Stopping a Tax Increase vs. Extending  
Trump Tax Cuts**  
A Study in Optimal Framing for Taxes in  
the Reconciliation Bill

 **McLaughlin & Associates**

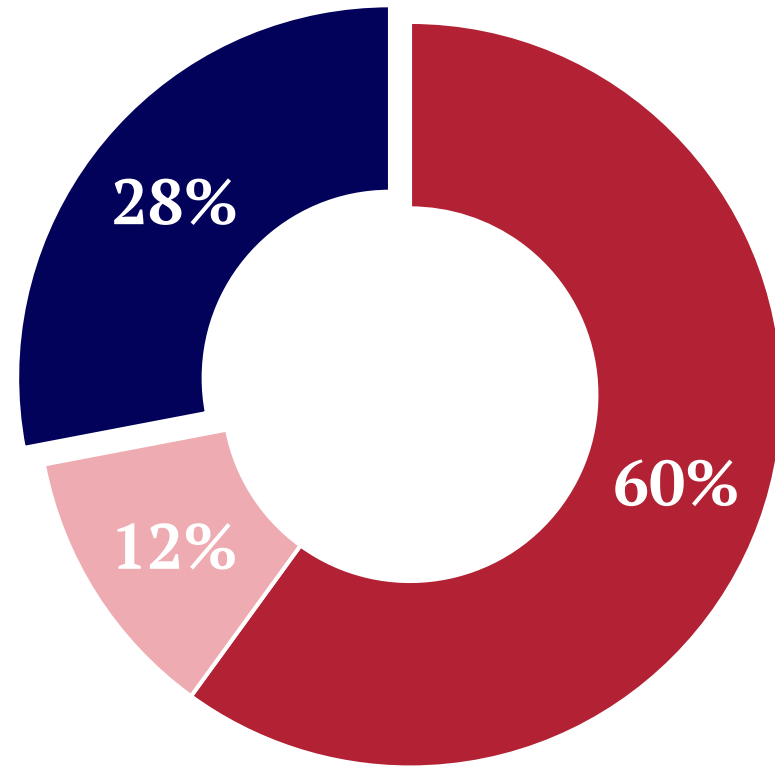


# VOTER UNIVERSE – March 4-7, 2025



■ New Majority

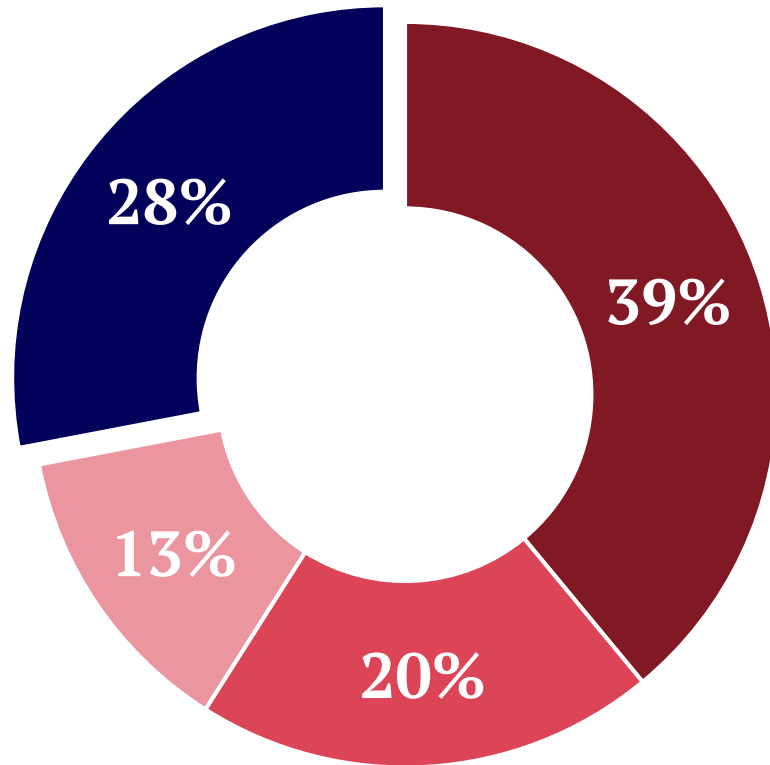
■ Left Minority



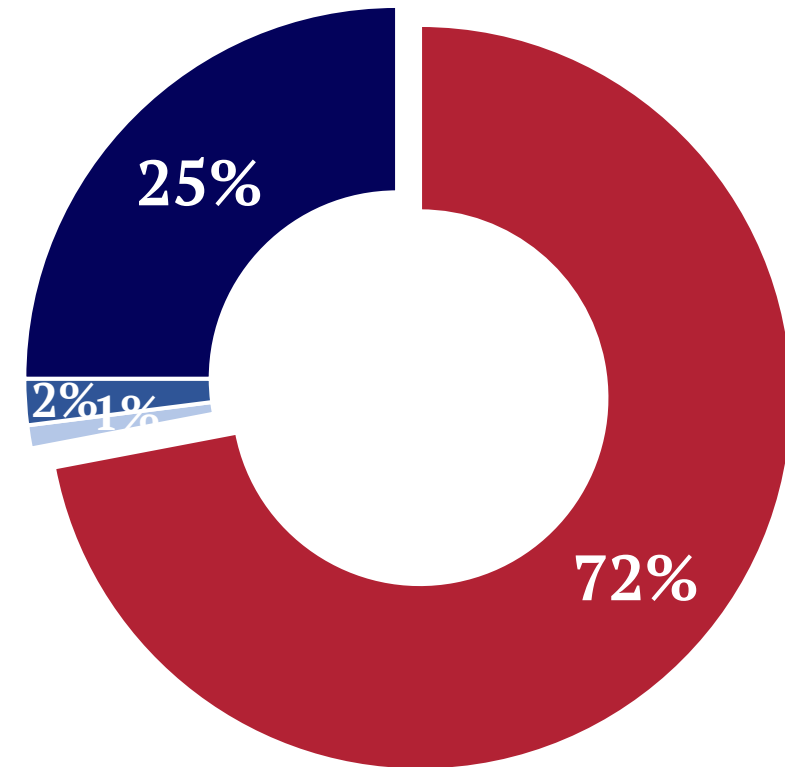
- Core New Majority (All those who scored 7.5 and above AND those who scored between 5.5 and 7.4 who are definitely voting GOP in 2026)
- Expanded New Majority (Scored between 5.5 and 7.4 who are leaning DEM, undecided, leaning GOP, or probably voting GOP in 2026)
- Left Minority (All those who scored between 0 and 5.4 AND those who scored between 5.5 and 7.4 who are probably or definitely voting DEM in 2026)



# VOTER UNIVERSE – March 4-7, 2025



- New Majority definitely or probably voting GOP in 2026
- New Majority who are undecided or leaning in 2026
- New Majority who are probably or definitely voting Dem in 2026
- Left Minority



- New Majority
- Left Minority who are undecided or leaning in 2026
- Left Minority who are definitely or probably voting GOP in 2026
- Left Minority definitely or probably voting Dem in 2026



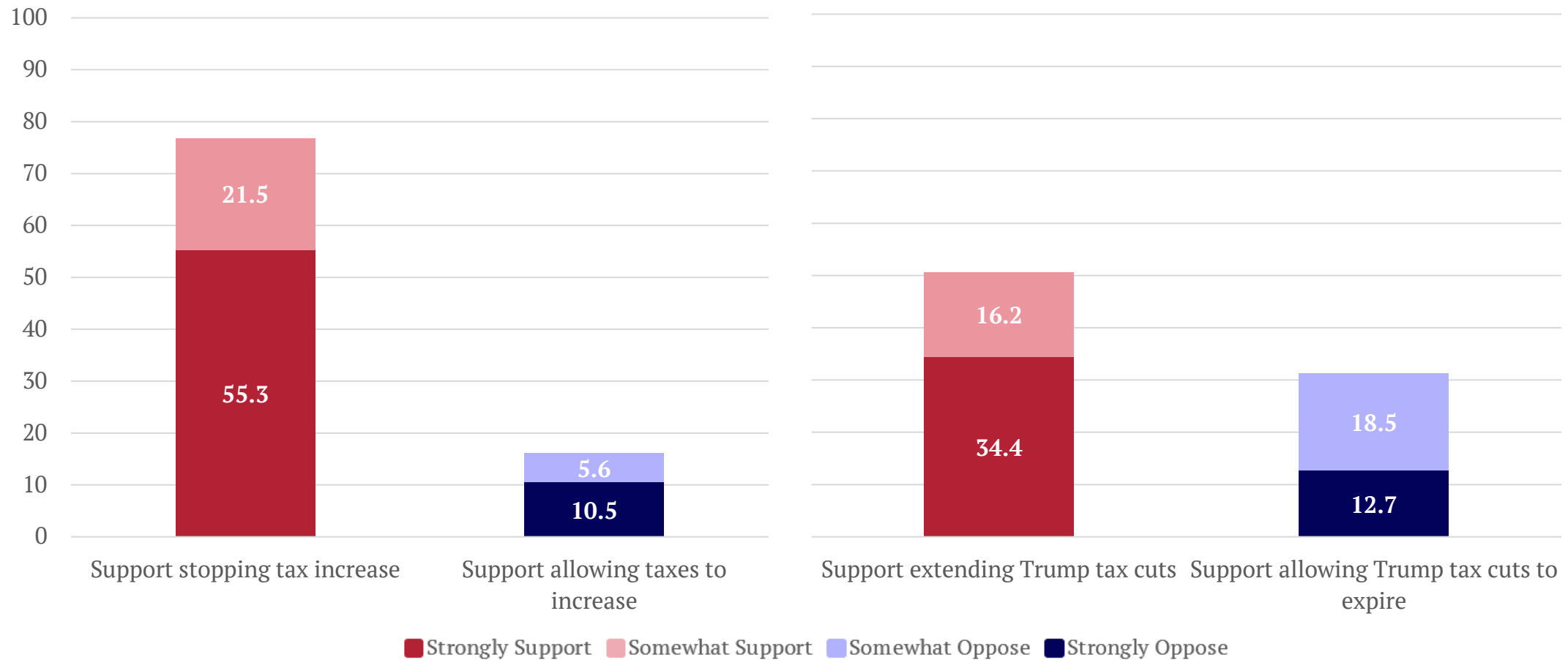
# KEY TAKEAWAYS

- When debating the expiration of the Trump Tax Cuts of 2017, advocates should emphasize the need to STOP THE TAX INCREASE instead of the need to extend the Trump tax cuts.
- This rhetorical difference in describing the same action garners significantly more bipartisan support.
- Advocating for “stopping the tax increase” puts more pressure on members of Congress to avoid looking like they chose to raise taxes in the budget bill.
- Furthermore, more say the poor and middle class will be impacted the most by choosing not to “stop the tax increase” than to not “extend the Trump Tax Cuts.”

# Stopping a Tax Increase Gets More Support Than Extending the Trump Tax Cuts

Taxes are scheduled to increase next year.  
Which do you support?

The Trump tax cuts of 2017 expire at the end of this year.  
Which do you support?



Results from a split sample question on a March 11-16, 2025 poll of 2,000 likely voters conducted by McLaughlin & Associates on behalf of America's New Majority Project.

# Stopping a Tax Increase Gets More Support Than Extending the Trump Tax Cuts

Taxes are scheduled to increase next year.

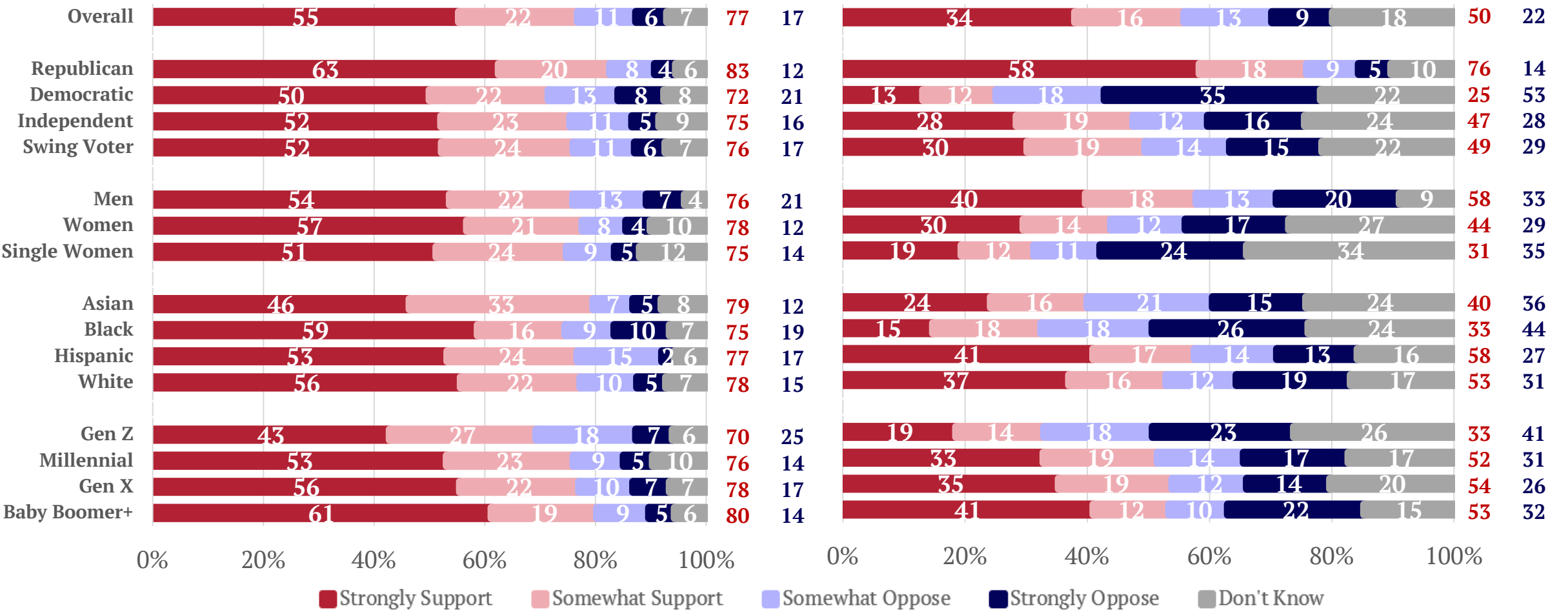
Which do you support?

Supp Opp

The Trump tax cuts of 2017 expire at the end of this year.

Which do you support?

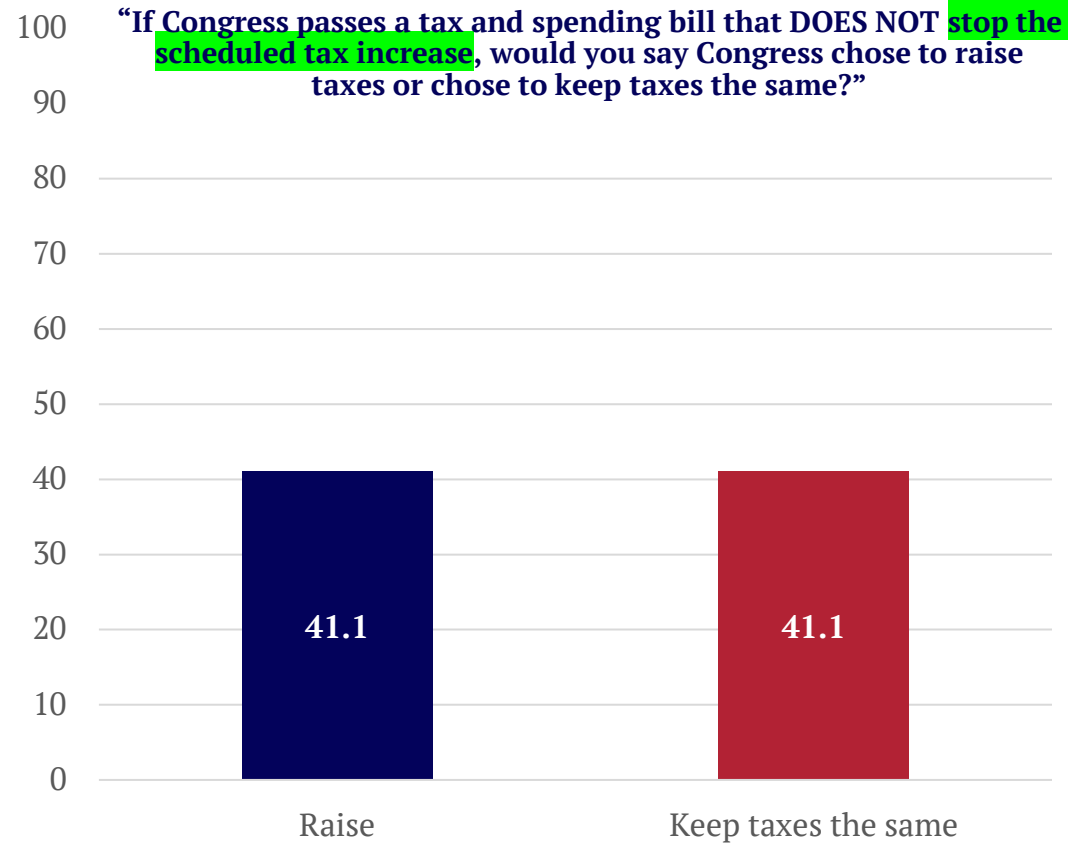
Supp Opp



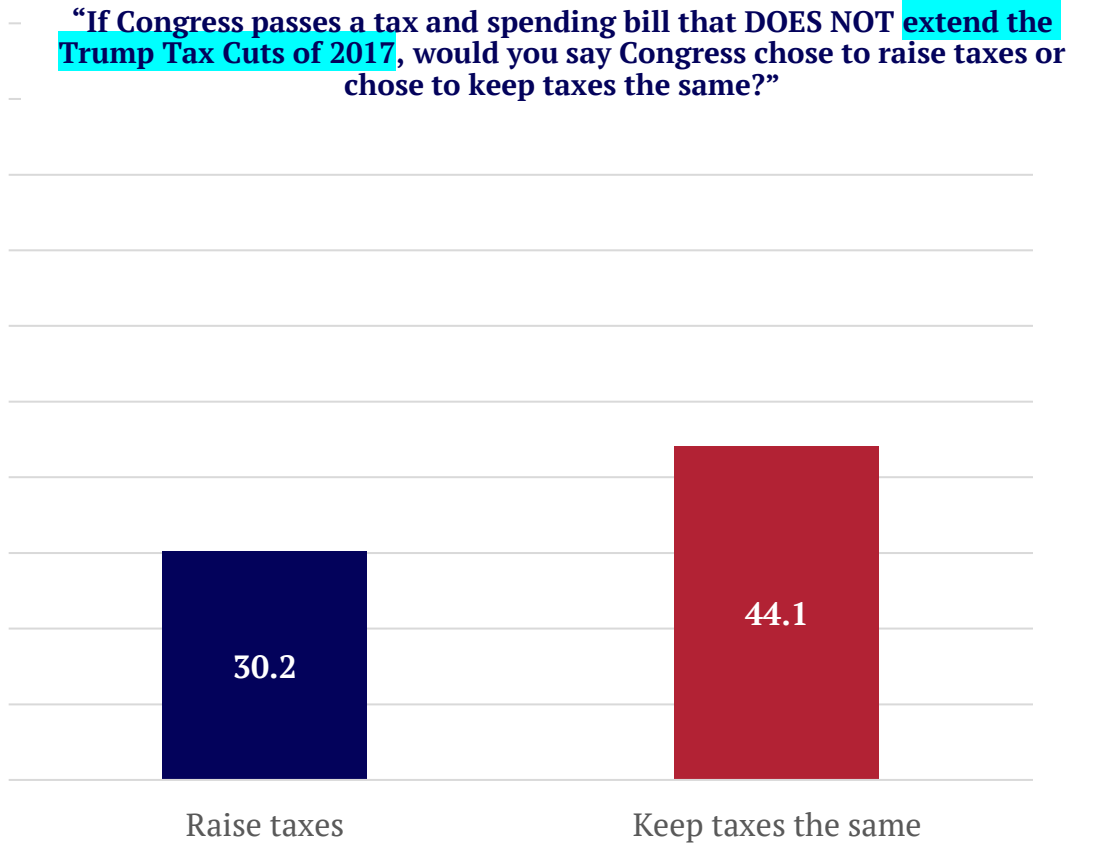
Results from a split sample question on a March 11-16, 2025 poll of 2,000 likely voters conducted by McLaughlin & Associates on behalf of America's New Majority Project.

# A Debate On “Stopping the Tax Increase” Makes Members More Vulnerable to Accusation of Raising Taxes Than One On “Extending the Trump Tax Cuts”

“If Congress passes a tax and spending bill that DOES NOT stop the scheduled tax increase, would you say Congress chose to raise taxes or chose to keep taxes the same?”



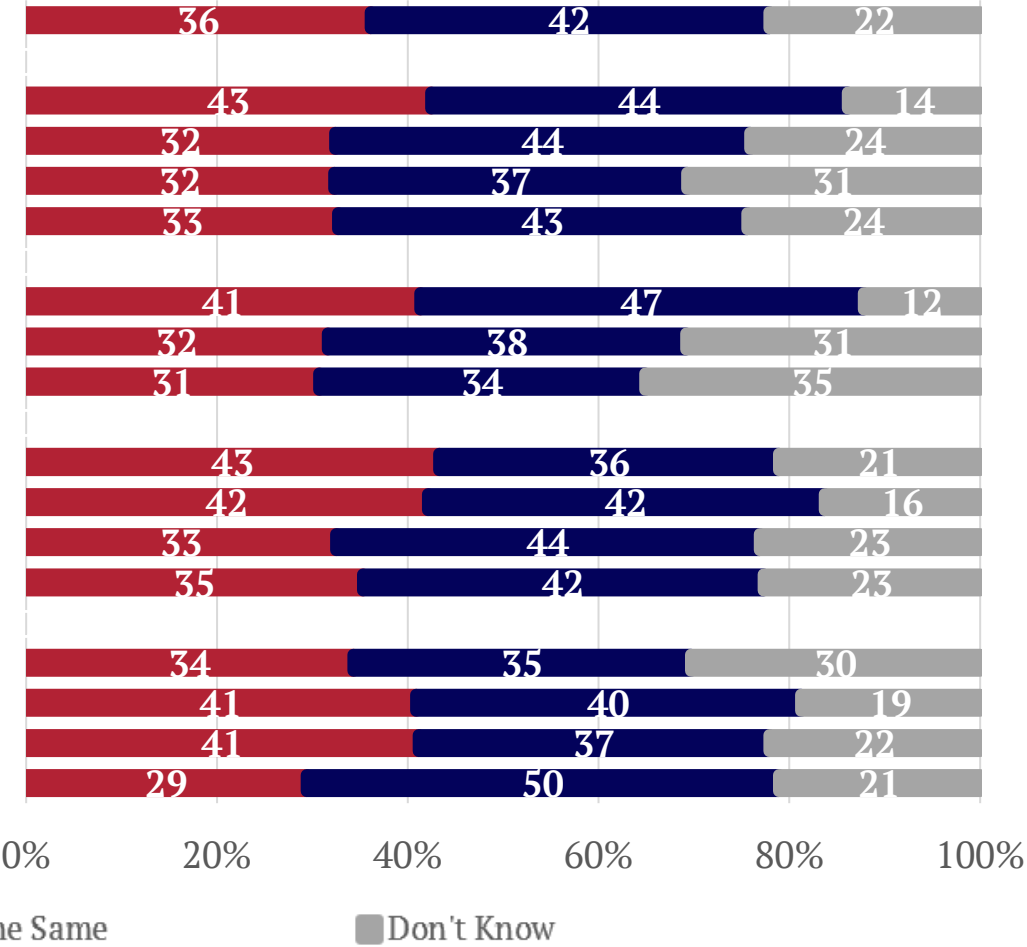
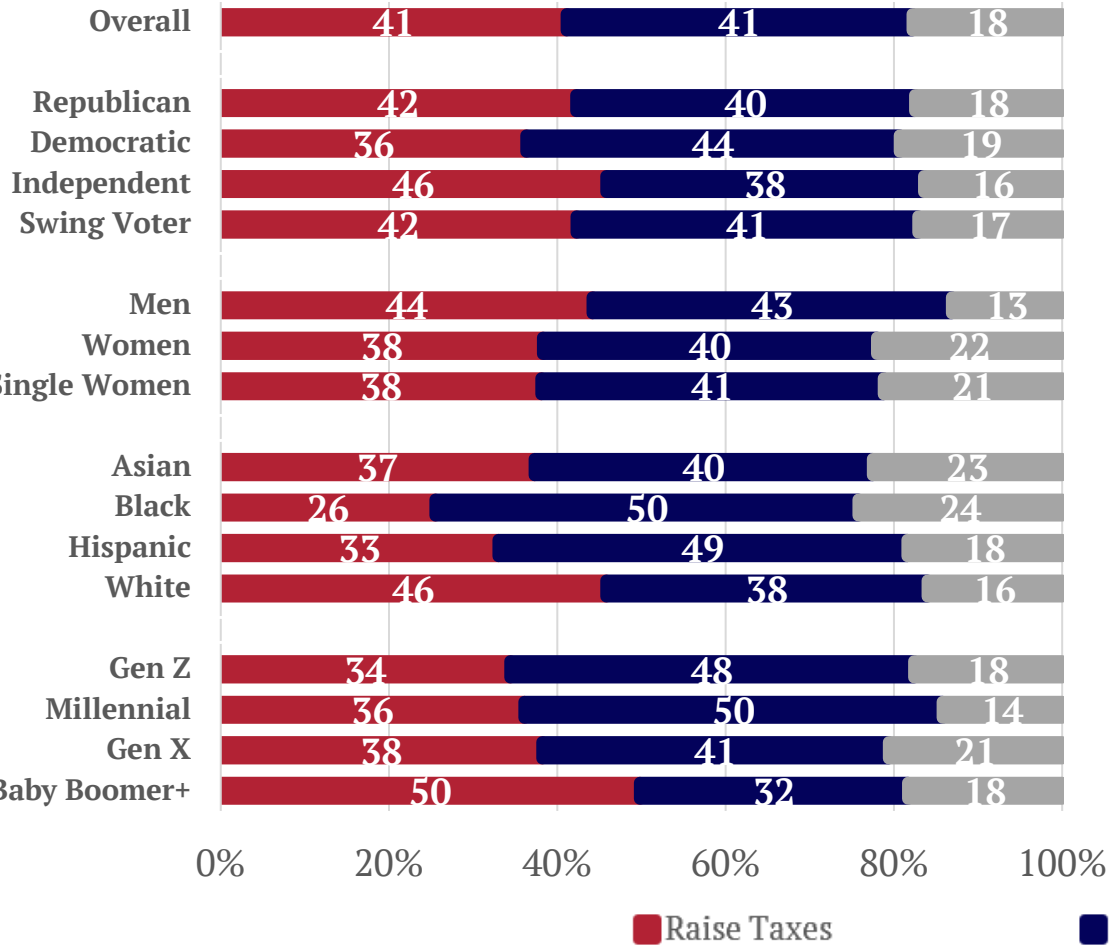
“If Congress passes a tax and spending bill that DOES NOT extend the Trump Tax Cuts of 2017, would you say Congress chose to raise taxes or chose to keep taxes the same?”



# A Debate On “Stopping the Tax Increase” Puts More Pressure Congress Than One On “Extending Tax Cuts”

“If Congress passes a tax and spending bill that DOES NOT **stop the scheduled tax increase**, would you say Congress chose to raise taxes or chose to keep taxes the same?”

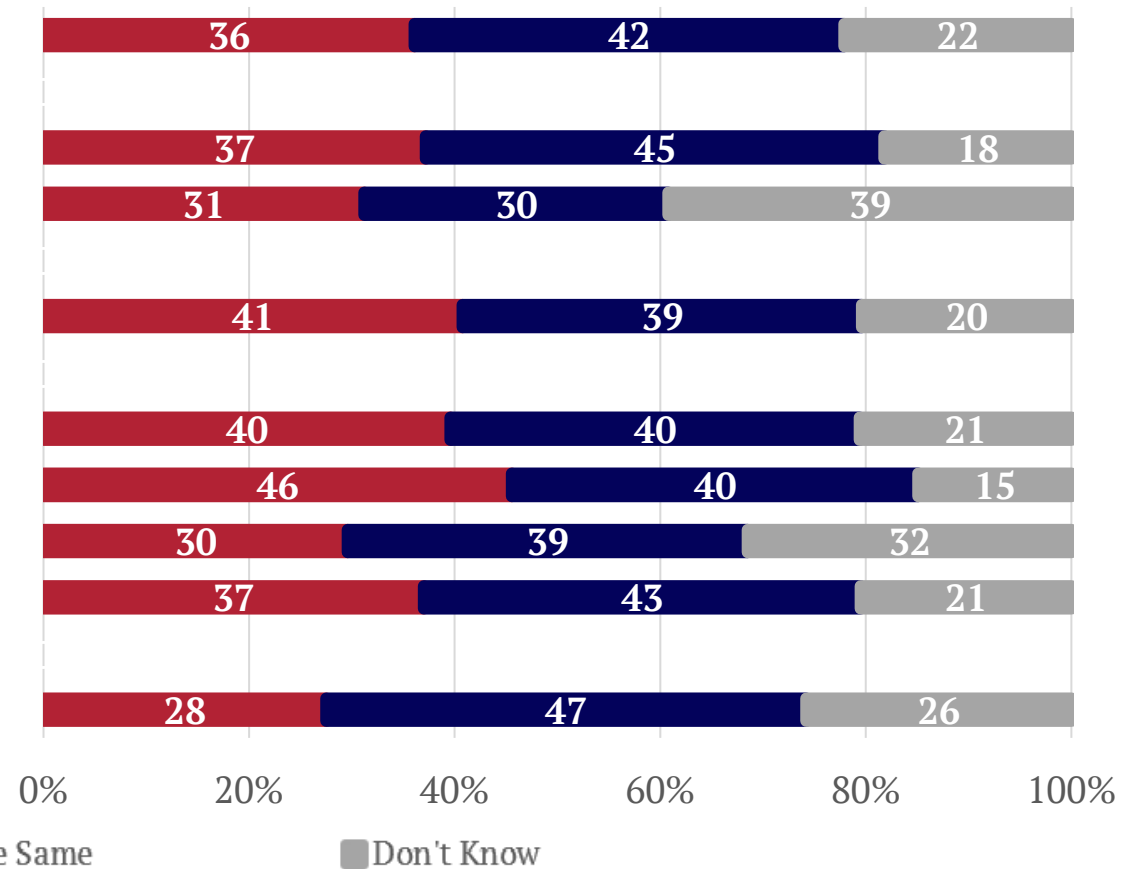
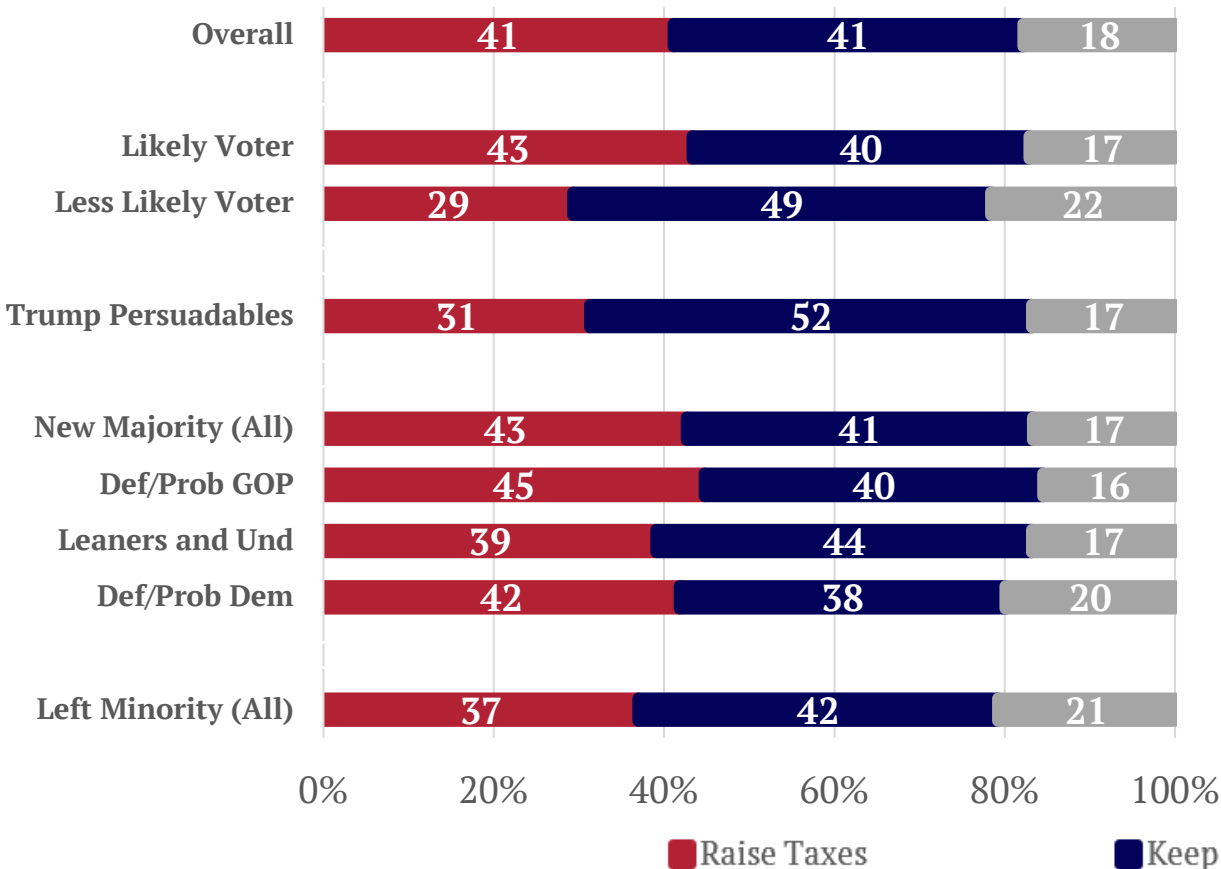
“If Congress passes a tax and spending bill that DOES NOT **extend the Trump Tax Cuts of 2017**, would you say Congress chose to raise taxes or chose to keep taxes the same?”



# More Target Voters Would Say Congress Chose To Raise Taxes If They Don't "Stop the Tax Increase" Than If They Don't "Extend the Trump Tax Cuts"

"If Congress passes a tax and spending bill that DOES NOT **stop the scheduled tax increase**, would you say Congress chose to raise taxes or chose to keep taxes the same?"

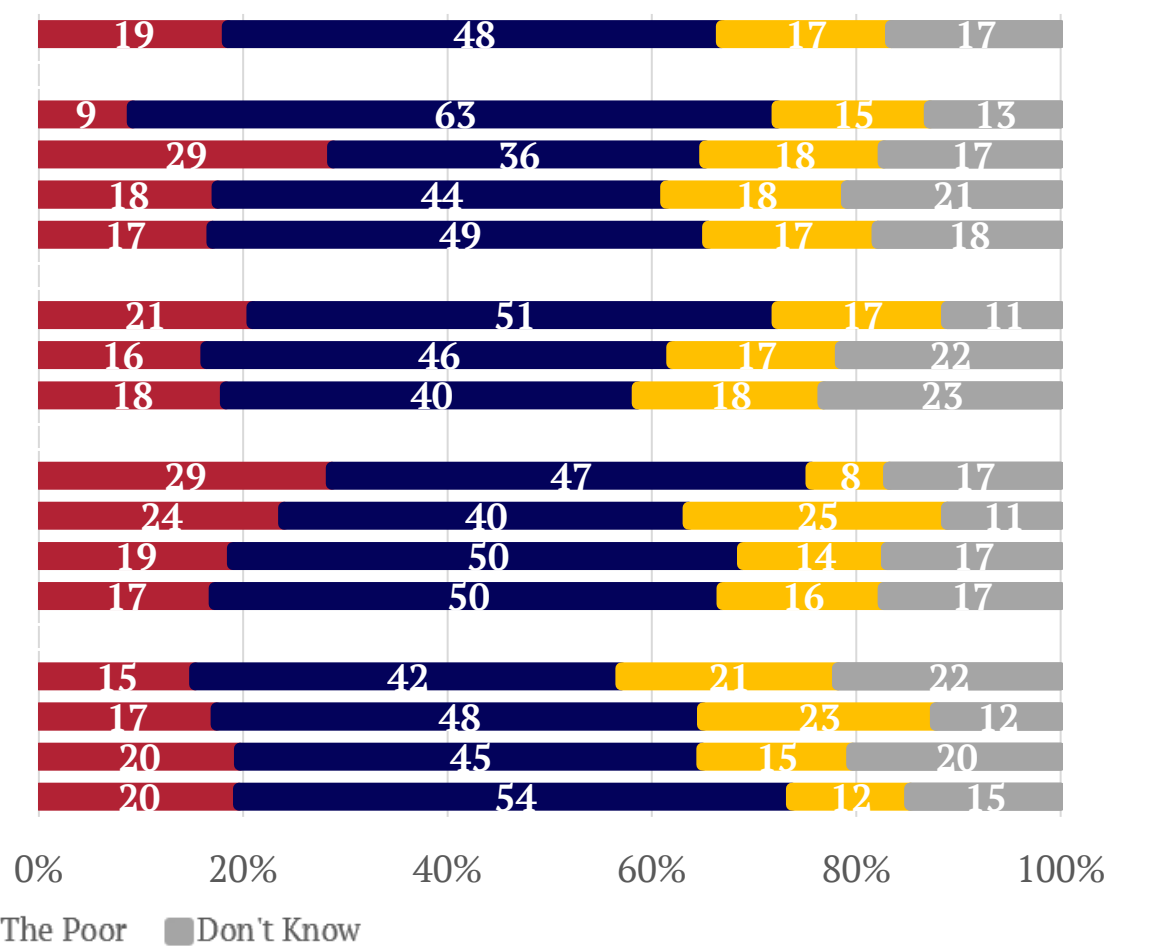
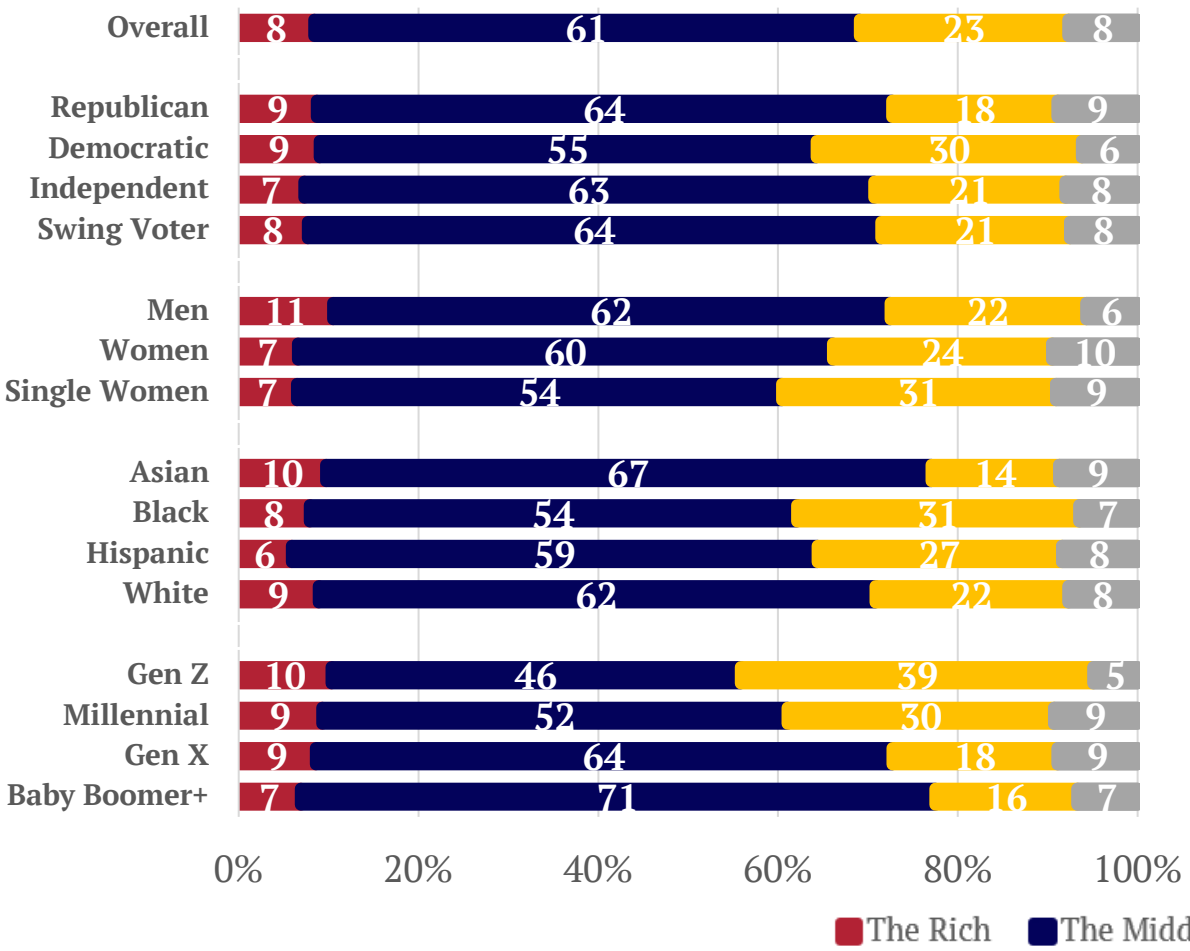
"If Congress passes a tax and spending bill that DOES NOT **extend the Trump Tax Cuts of 2017**, would you say Congress chose to raise taxes or chose to keep taxes the same?"



# More Say Middle Class and Poor Will Be Impacted the Most If Congress Does Not “Stop the Tax Increase” Than If Congress Does Not “Extend the Trump Tax Cuts”

“Who will be impacted the most if Congress DOES NOT **stop the scheduled tax increase?**”

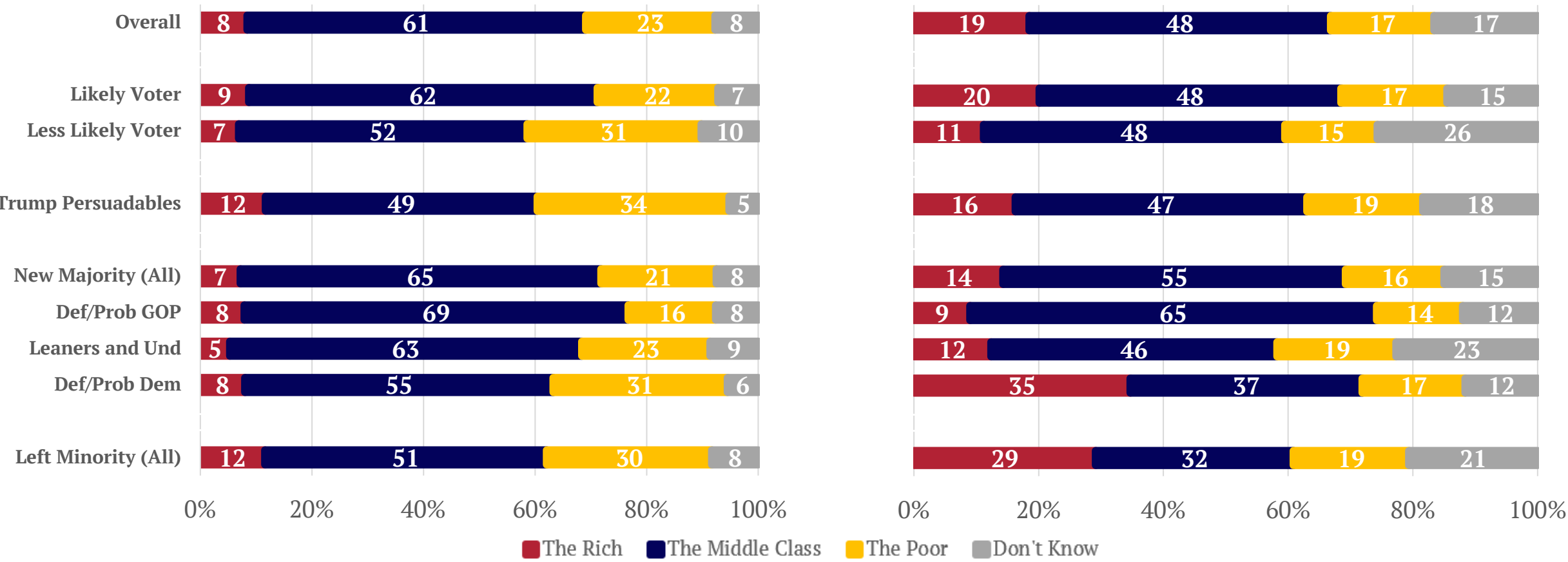
“Who will be impacted the most if Congress DOES NOT **extend the Trump Tax Cuts of 2017?**”



# More Target Voters Say Middle Class & Poor Will Be Most Impacted If Congress Does Not “Stop the Tax Increase” Than If Congress Does Not “Extend the Trump Tax Cuts”

“Who will be impacted the most if Congress DOES NOT stop the scheduled tax increase?”

“Who will be impacted the most if Congress DOES NOT extend the Trump Tax Cuts of 2017?”

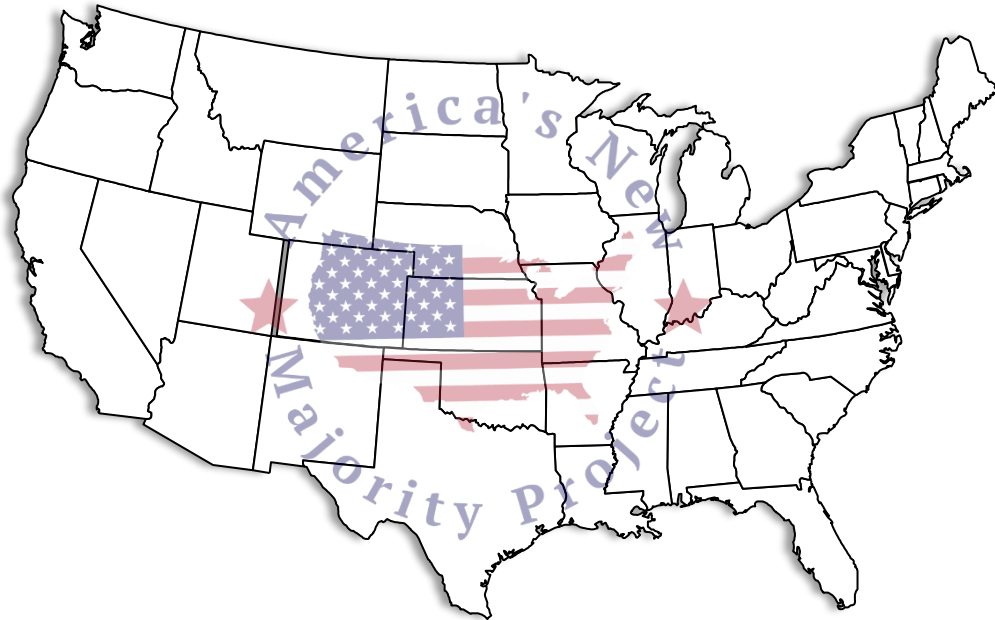


# Methodology

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 March 4-7, 2025.

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	16%
30-40	17%
41-55	25%
56-65	19%
66+	23%

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

Male	47%
Female	53%

Democratic	36%
Republican	37%
Independent	27%

Less/4yr College	65%
Bachelor's/P.G	35%

