

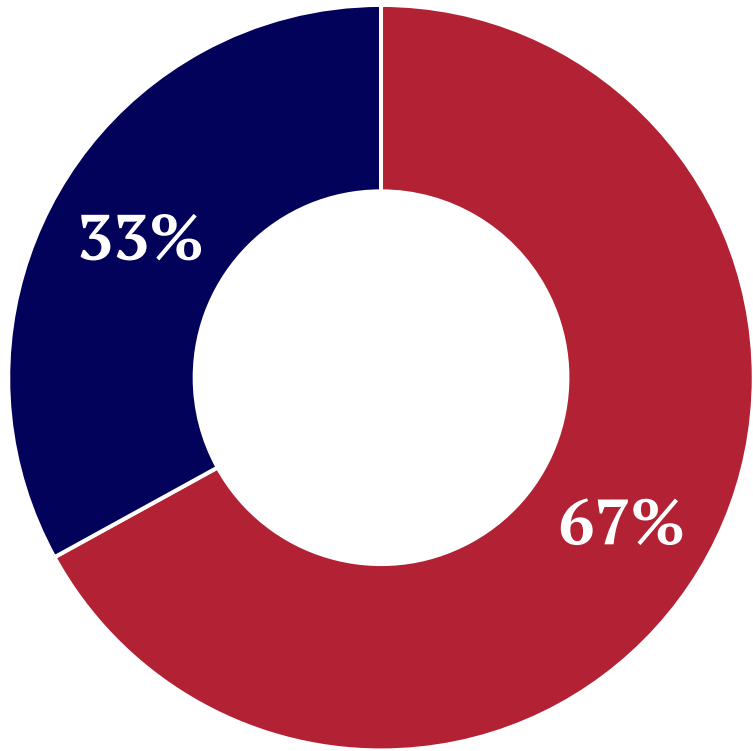


STOP THE TAX INCREASE
*Studying the most effective messaging
about tax rates in the budget bill.*

 **McLaughlin & Associates**

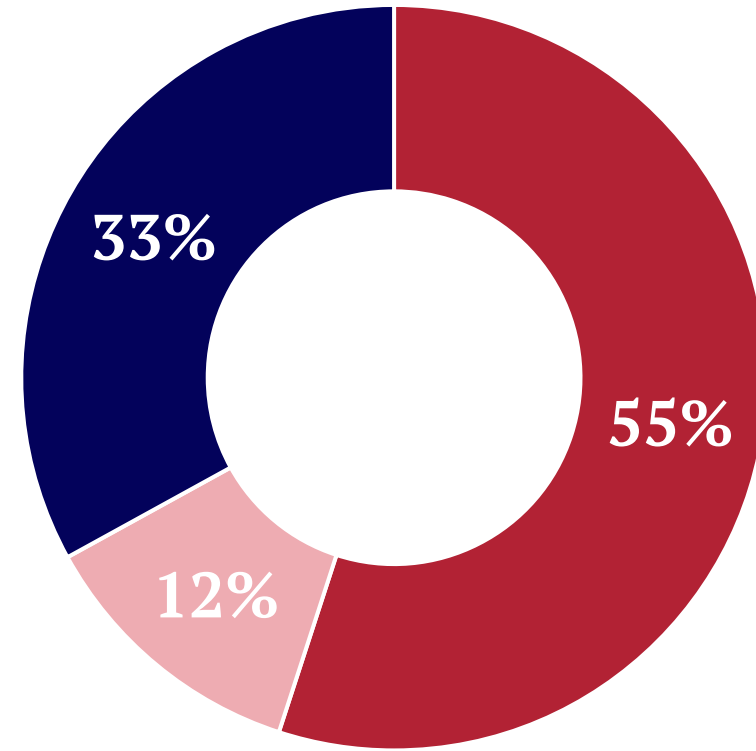


VOTER UNIVERSE – April 16-19, 2025



■ New Majority

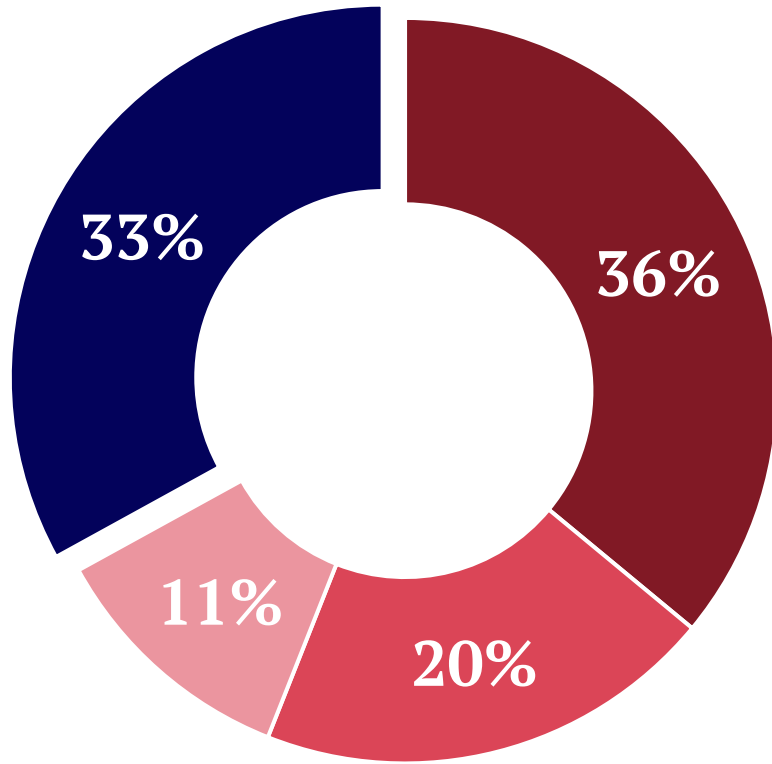
■ Left Minority



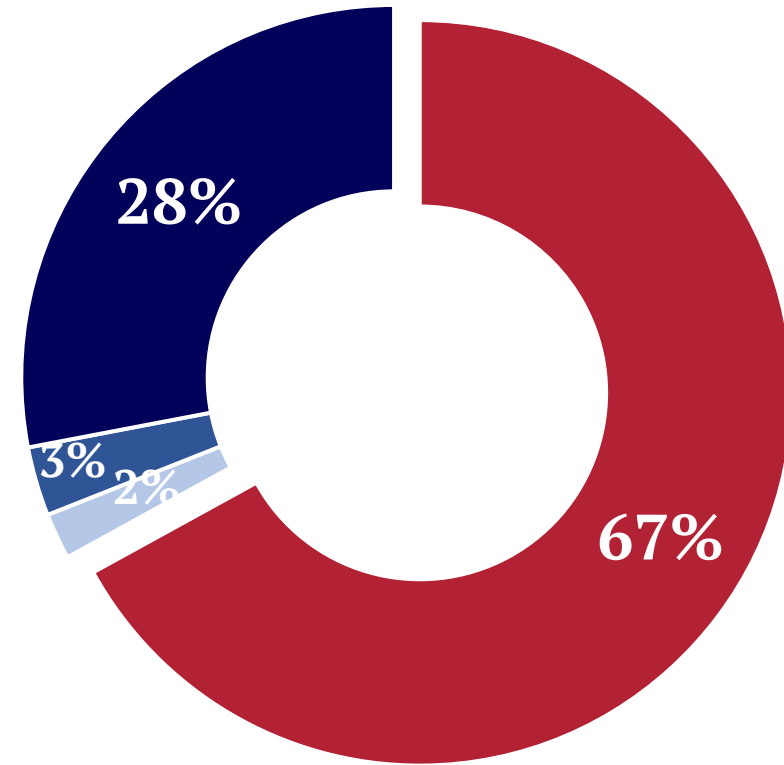
- Core New Majority (All those who scored 7.5 and above AND those who scored between 5.5 and 7.4 who are definitely voting GOP in 2026)
- Expanded New Majority (Scored between 5.5 and 7.4 who are leaning DEM, undecided, leaning GOP, or probably voting GOP in 2026)
- Left Minority (All those who scored 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 – April 16-19, 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 definitely or probably voting GOP in 2026
- Left Minority who are undecided or leaning in 2026
- Left Minority who are probably or definitely voting Dem in 2026
- Left Minority who are undecided or leaning in 2026



KEY TAKEAWAYS

- Through a series of split sample questions, the survey demonstrates that framing the tax discussion for the budget bill around “stopping a tax increase” is more effective than framing it around “extending tax cuts.”
- Even after voters are informed of the details of the tax changes, “stopping a tax increase” still outperforms “extending the tax cuts.”
- The survey also demonstrates that allowing taxes to increase for the wealthy does not gain GOP candidates significant electoral support. In fact, it tends to swap reliable GOP voters for less reliable voters, suggesting it could hurt Republican candidates.

Testing Effectiveness of “Stop the Tax Increase” or “Extend the Tax Cuts” As Messages and Framing

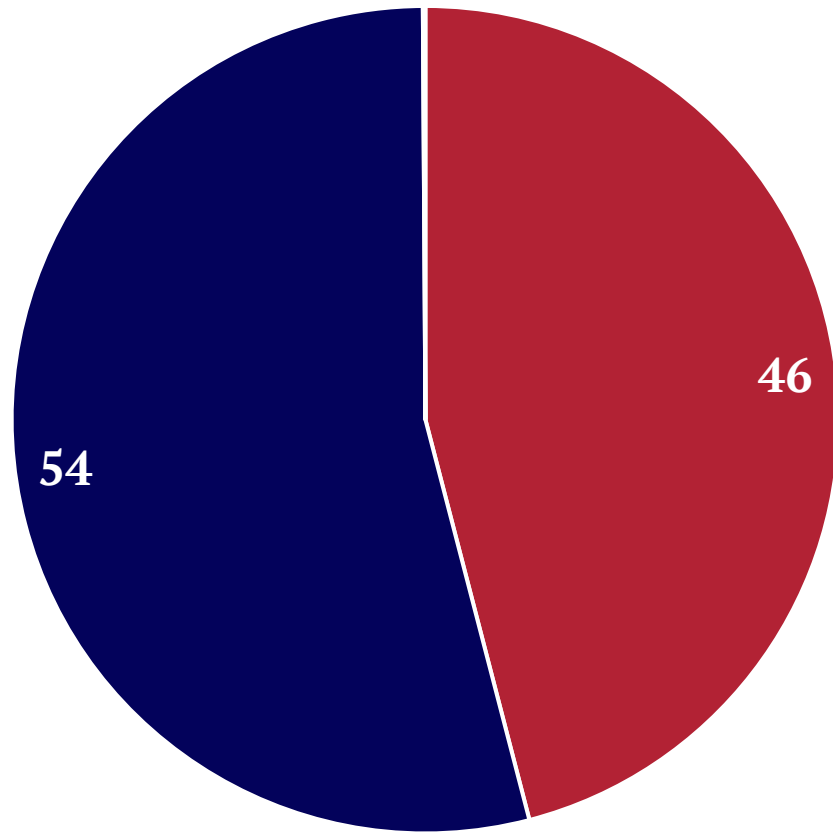
- Each split sample question contained 1,000 Registered Voters.
- **Version A** questions were based around the “taxes being scheduled to increase next year” and “stopping” vs “allowing” next year’s tax increase.
- **Version B** questions were based around the “2017 tax cuts scheduled to expire” next year and “extending tax cuts” vs. “allowing tax cuts to expire”.

This survey builds on previous research from America’s New Majority Project that referred to the “Trump tax cuts” in version B. This new survey shows that the message superiority for Version A is not based on partisan reaction to the Trump name.

Less Than Half of Voters Are Aware of Next Year's Tax Increase / Expiration of 2017 Tax Cuts

“Are you aware or unaware that taxes are scheduled to increase next year?”

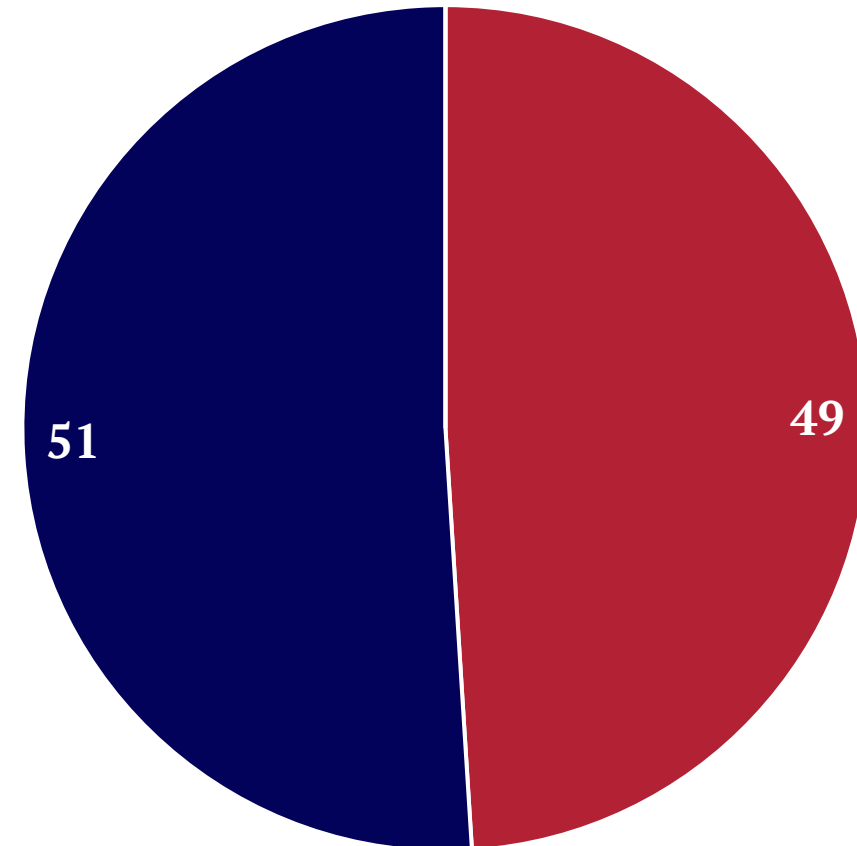
Split Sample A = 1,000 RV



■ Aware ■ Unaware ■ Don't Know

“Are you aware or unaware that the 2017 tax cuts are scheduled to expire at the end of this year?”

Split Sample B = 1,000 RV



■ Aware ■ Unaware ■ Don't Know



Awareness of Next Year's Tax Increase Is Similar Among Demographics

“Are you aware or unaware that taxes are scheduled to increase next year?”

Split Sample A = 1,000 RV

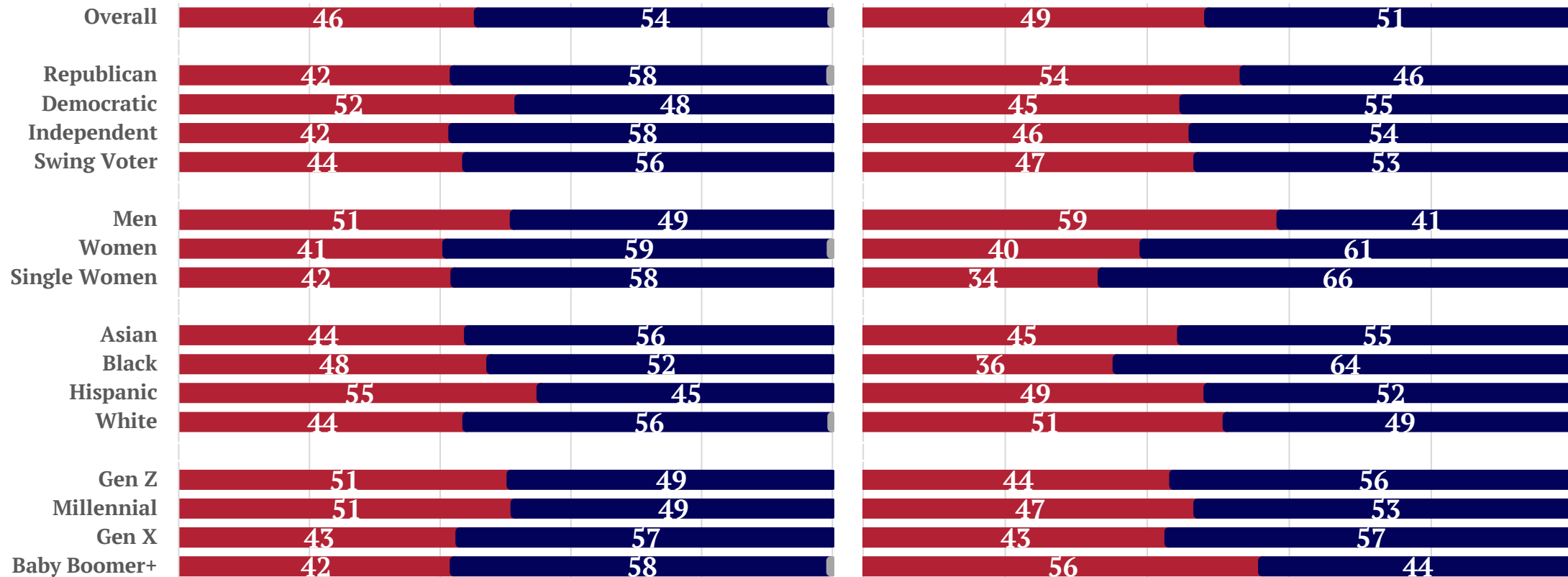
“Are you aware or unaware that the 2017 tax cuts are scheduled to expire at the end of this year?”

Split Sample B = 1,000 RV

Aware

Unaware

Don't Know



Awareness of Next Year's Tax Increase Is Evenly Distributed Among Voter Target Groups

“Are you aware or unaware that taxes are scheduled to increase next year?”

Split Sample A = 1,000 RV

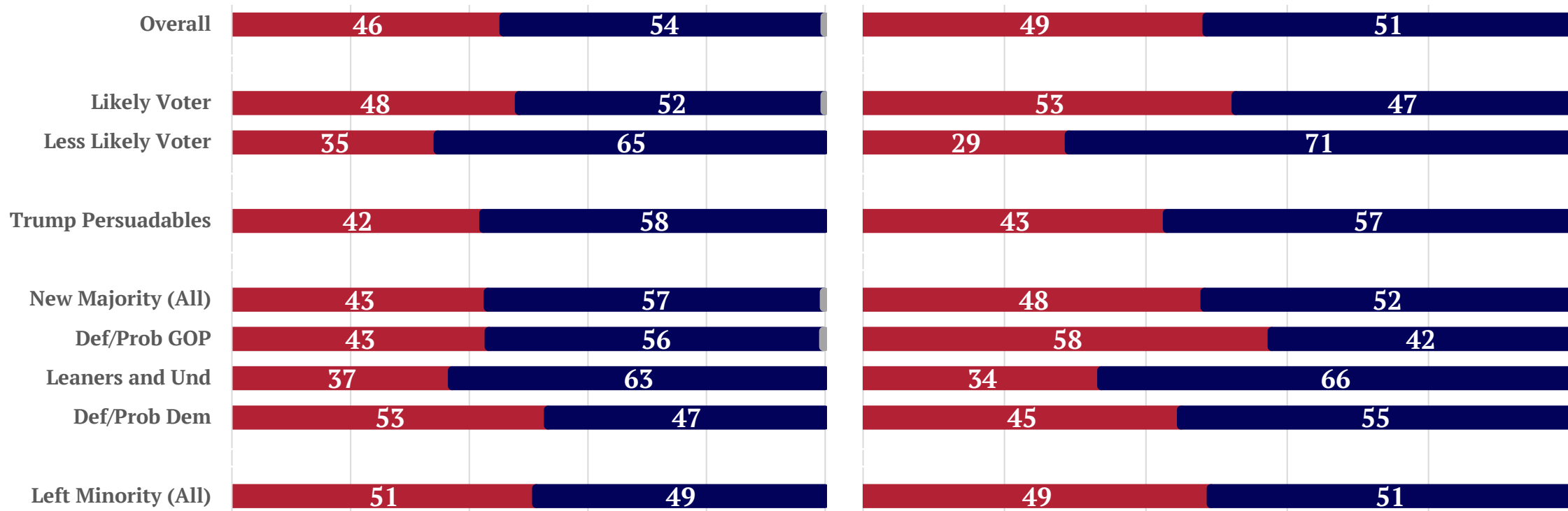
“Are you aware or unaware that the 2017 tax cuts are scheduled to expire at the end of this year?”

Split Sample B = 1,000 RV

■ Aware

■ Unaware

■ Don't Know



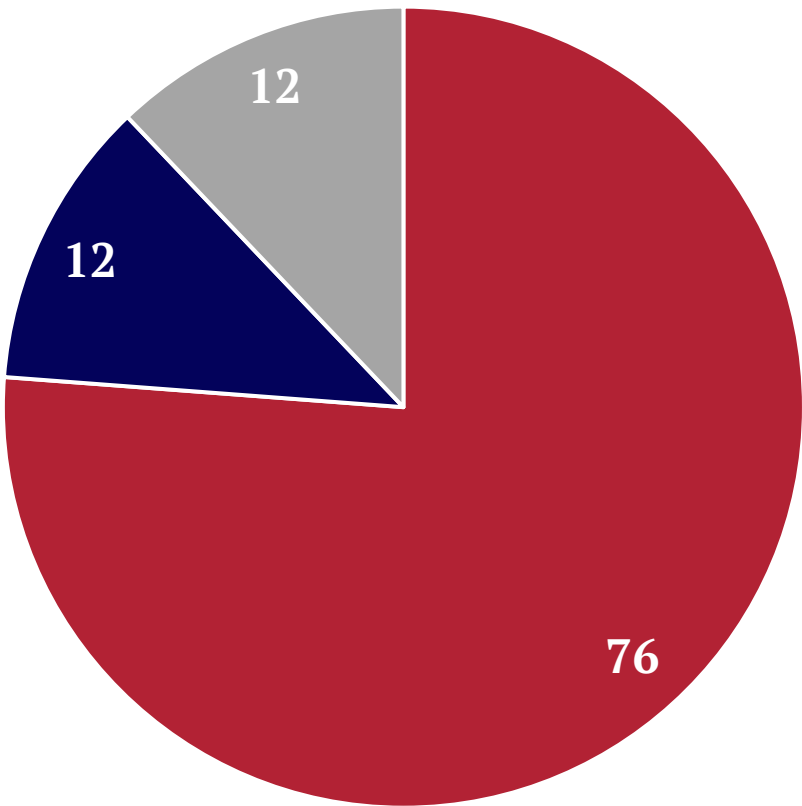
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Stopping a Tax Increase Gets 20% More Support Than Extending The 2017 Tax Cuts

“In fact, taxes are scheduled to increase next year. Which do you support?”

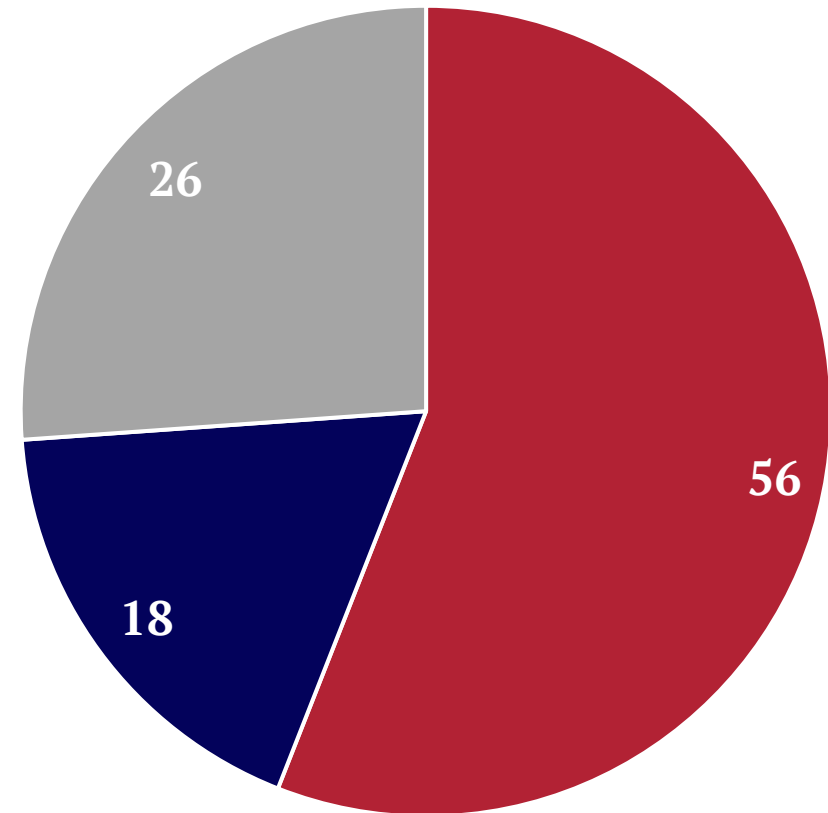
Split Sample A = 1,000 RV



■ Support Stopping Increase ■ Support Allowing Increase
■ Don't Know

“In fact, the 2017 tax cuts are scheduled to expire at the end of this year? Which do you support?”

Split Sample B = 1,000 RV



■ Support Extending Cuts ■ Support Allowing Cuts to Expire
■ Don't Know

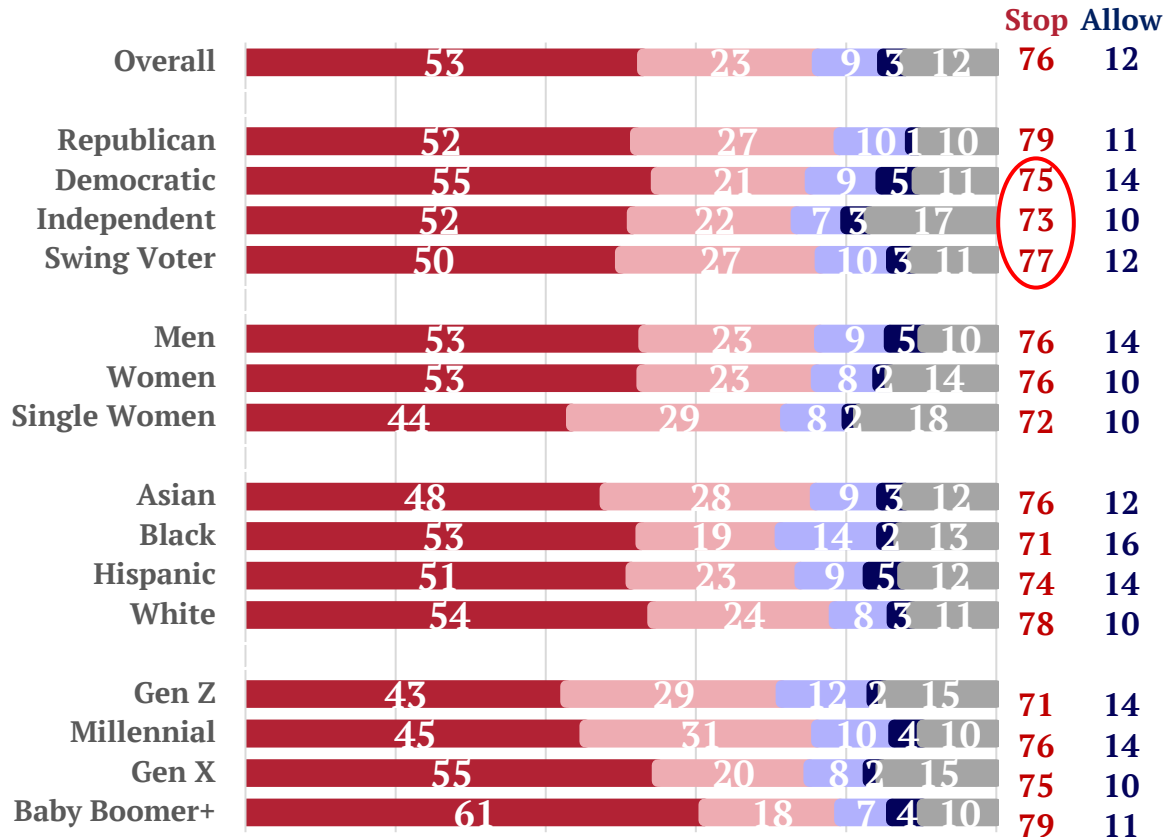


Democrats and Independents Are Much More Supportive of Stopping a Tax Increase Than Extending Tax Cuts

“In fact, taxes are scheduled to increase next year. Which do you support?”

Split Sample A = 1,000 RV

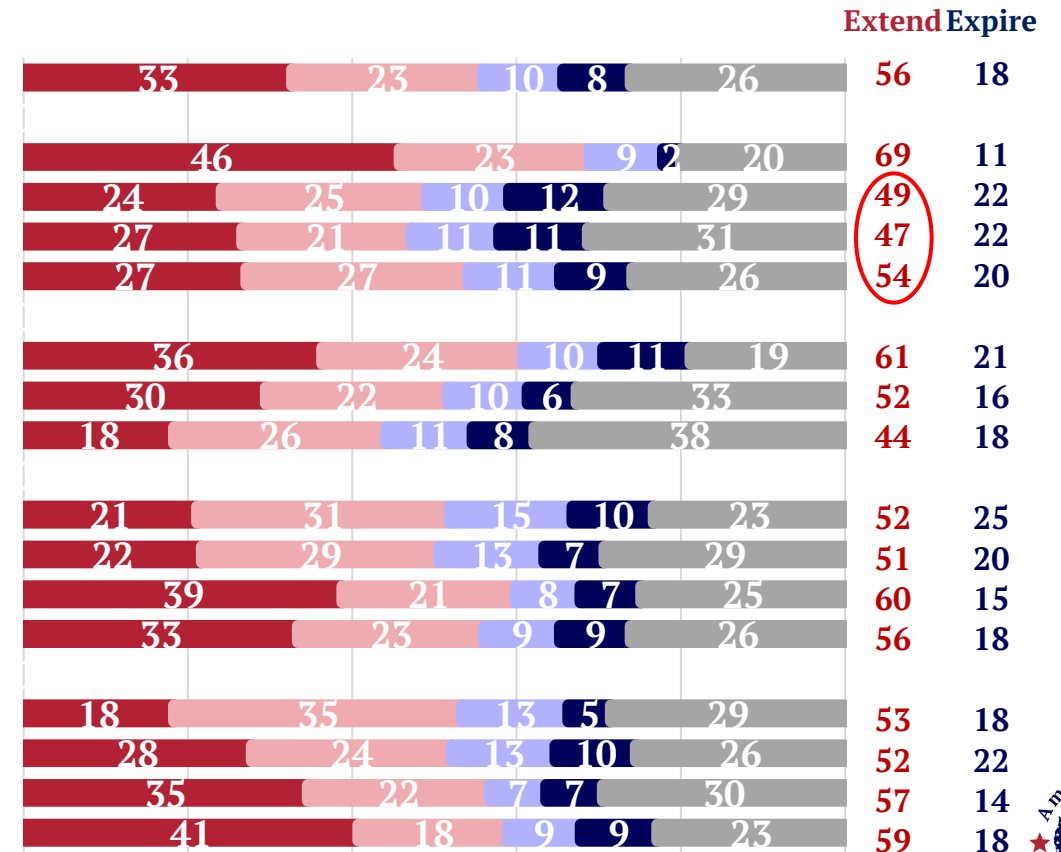
- Strongly Stopping Increase
- Somewhat Stopping Increase
- Somewhat Allowing Increase
- Strongly Allowing Increase



“In fact, the 2017 tax cuts are scheduled to expire at the end of this year? Which do you support?”

Split Sample B = 1,000 RV

- Strongly Extend Cuts
- Somewhat Extend Cuts
- Somewhat Allow Expire
- Strongly Allow Expire

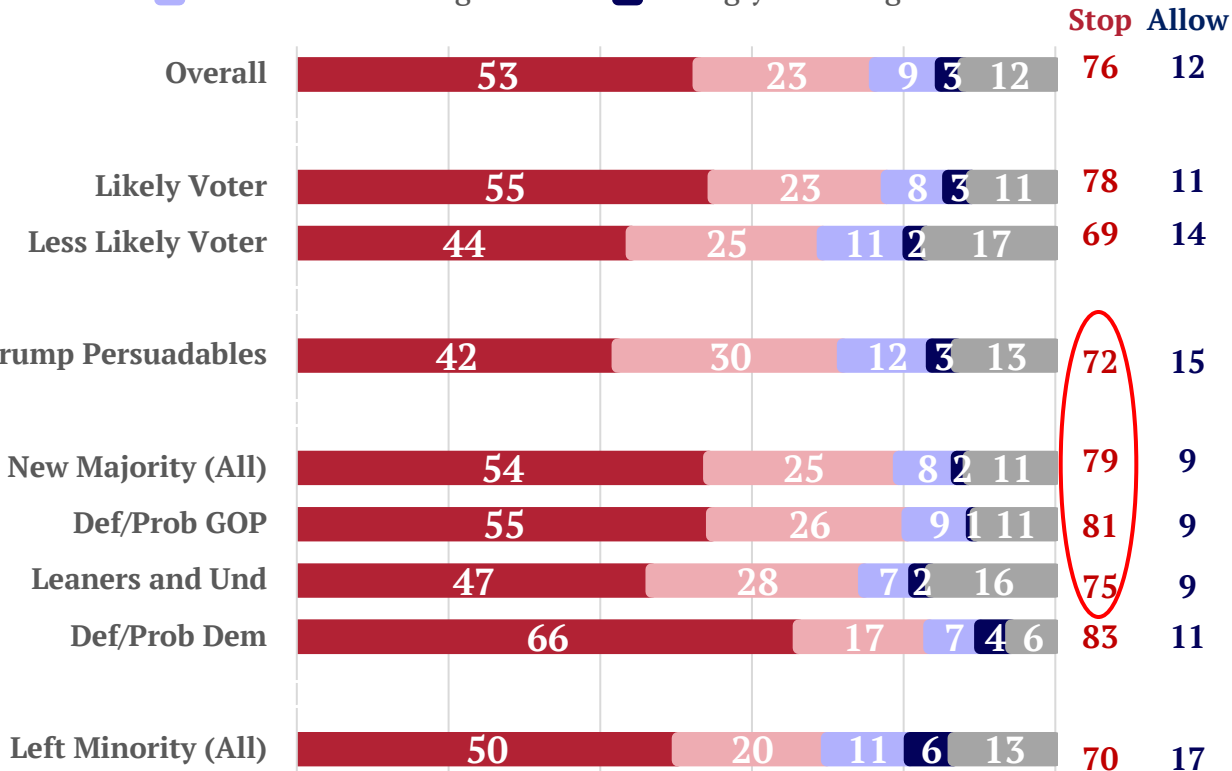


Target Voters Are Much More Supportive of Stopping a Tax Increase Than Extending Tax Cuts

“In fact, taxes are scheduled to increase next year. Which do you support?”

Split Sample A = 1,000 RV

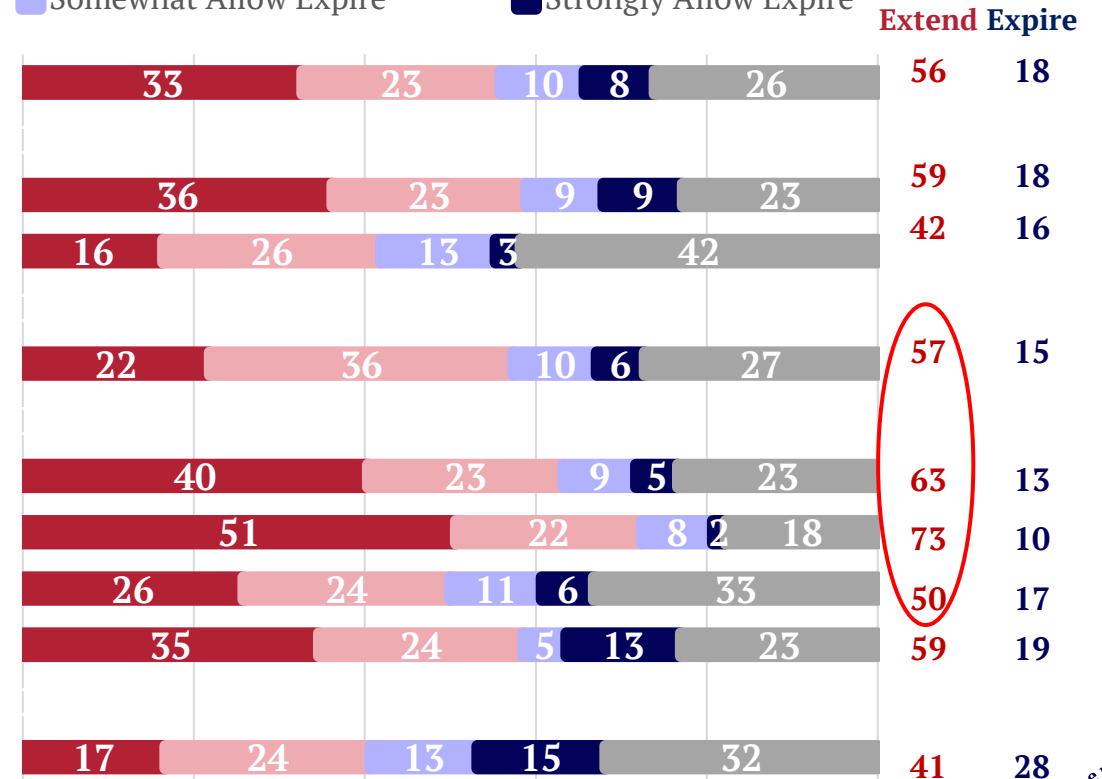
■ Strongly Stopping Increase ■ Somewhat Stopping Increase
■ Somewhat Allowing Increase ■ Strongly Allowing Increase



“In fact, the 2017 tax cuts are scheduled to expire at the end of this year? Which do you support?”

Split Sample B = 1,000 RV

■ Strongly Extend Cuts ■ Somewhat Extend Cuts
■ Somewhat Allow Expire ■ Strongly Allow Expire



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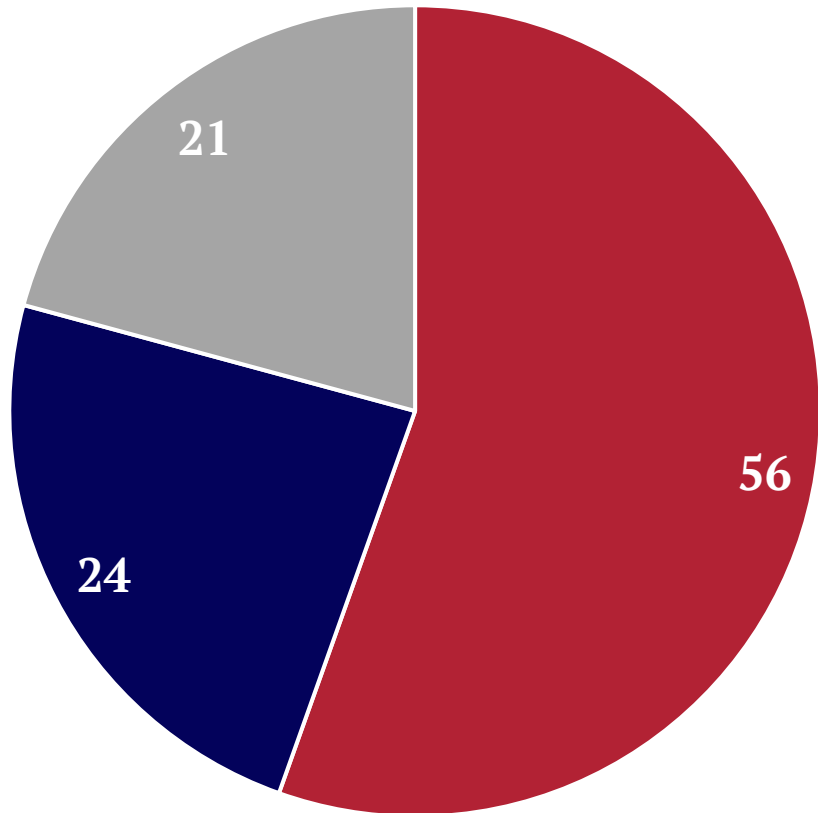


Stronger Support for Stopping the Tax Increase Leads To Stronger GOP Informed Ballot Performance

“Taxes are scheduled to increase next year. Which member of Congress are you more likely to vote for?”

1. A Republican who supports STOPPING the tax increase.
2. A Democrat who supports ALLOWING taxes to increase.

Split Sample A = 1,000 RV



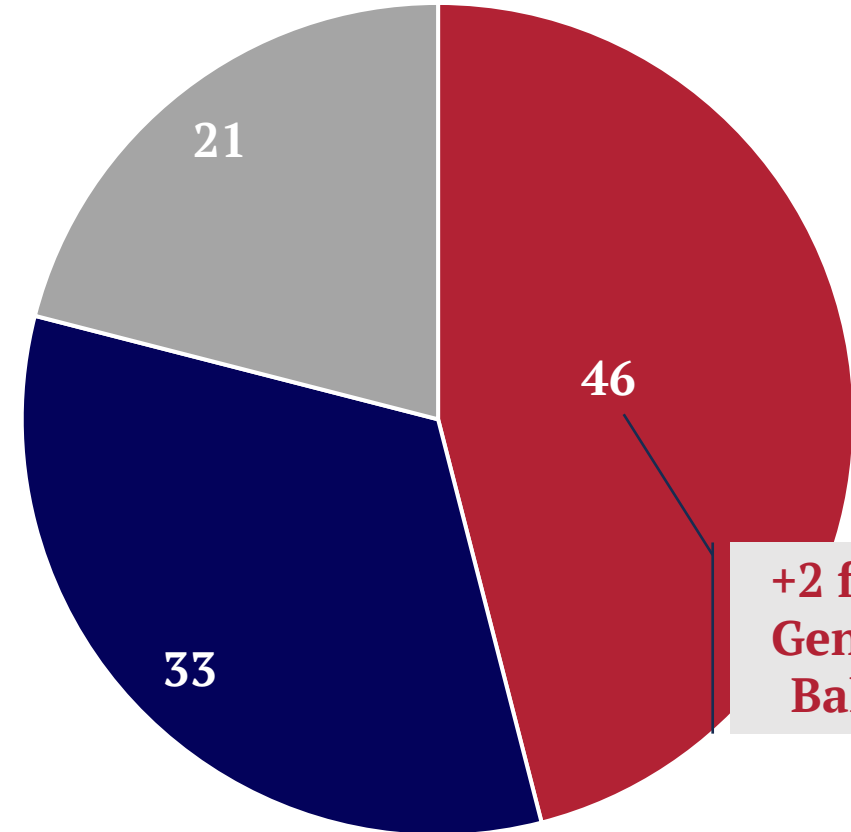
+12 from
Generic
Ballot

■ Republican ■ Democrat ■ Don't Know

“The 2017 Tax Cuts are scheduled to expire at the end of this year. Which member of Congress are you more likely to vote for?”

1. A Republican who supports EXTENDING the 2017 tax cuts.
2. A Democrat who supports ALLOWING the 2017 tax cuts to expire.

Split Sample B = 1,000 RV



+2 from
Generic
Ballot

■ Republican ■ Democrat ■ Don't Know



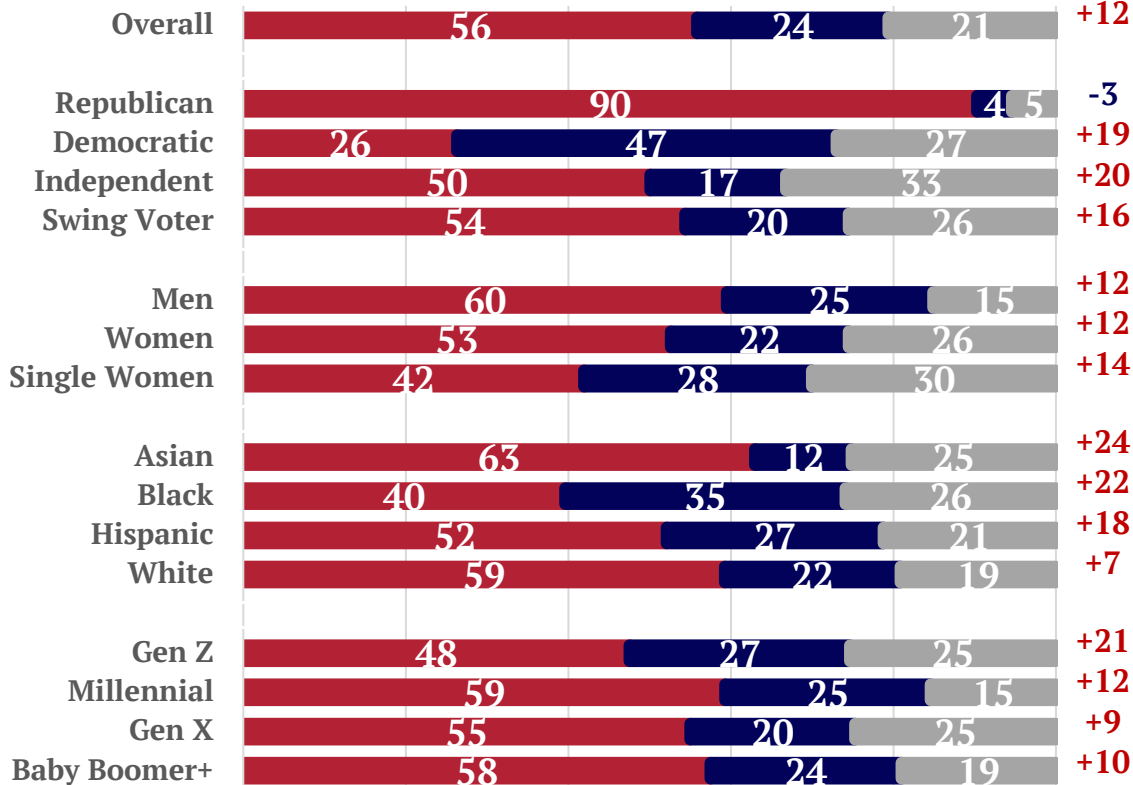
GOP Candidate Who Supports Stopping Tax Increase Outperforms One Who Supports Extending Tax Cuts

“Taxes are scheduled to increase next year. Which member of Congress are you more likely to vote for?”

1. A Republican who supports STOPPING the tax increase.
2. A Democrat who supports ALLOWING taxes to increase.

Split Sample A = 1,000 RV

GOP Change from Generic Ballot

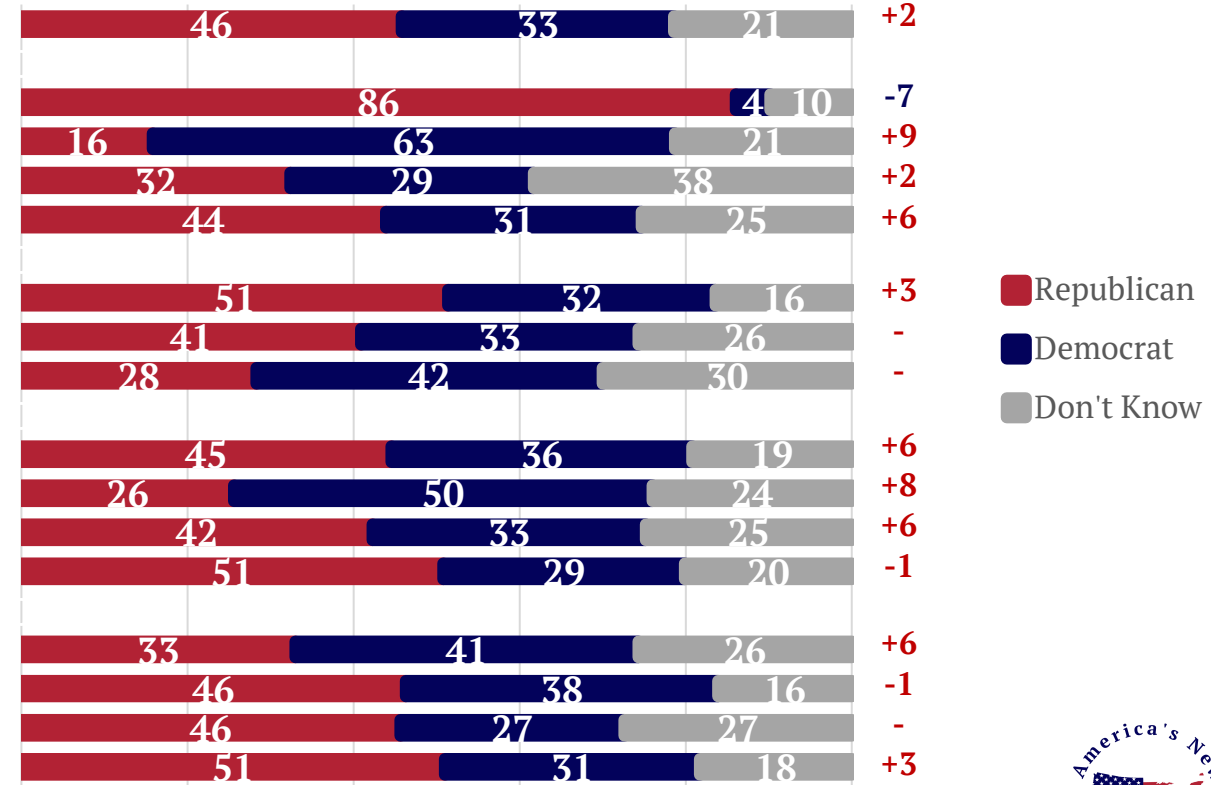


“The 2017 Tax Cuts are scheduled to expire at the end of this year. Which member of Congress are you more likely to vote for?”

1. A Republican who supports EXTENDING the 2017 tax cuts.
2. A Democrat who supports ALLOWING the 2017 tax cuts to expire.

Split Sample B = 1,000 RV

GOP Change from Generic Ballot

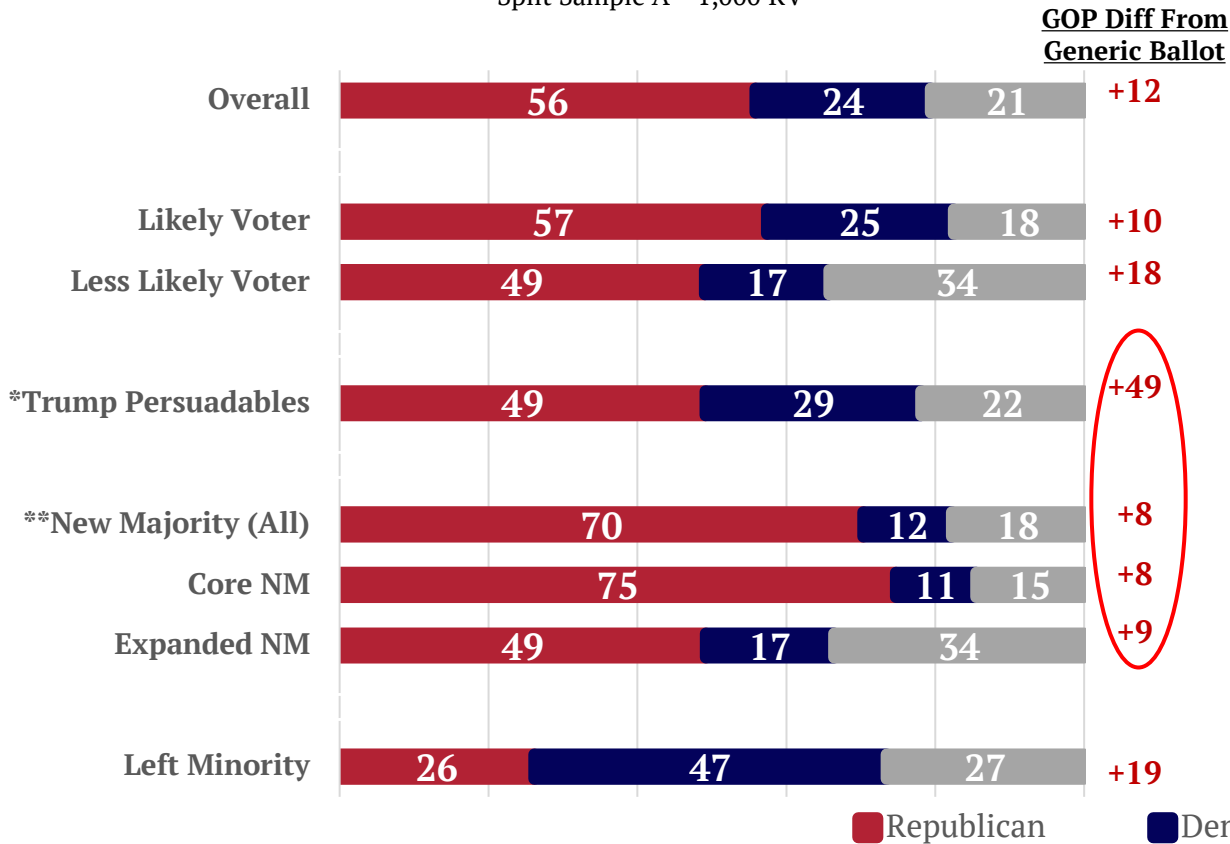


Significantly More Gain With Target Voters for GOP Candidate Who Supports Stopping the Tax Increase

“Taxes are scheduled to increase next year. Which member of Congress are you more likely to vote for?”

1. A Republican who supports STOPPING the tax increase.
2. A Democrat who supports ALLOWING taxes to increase.

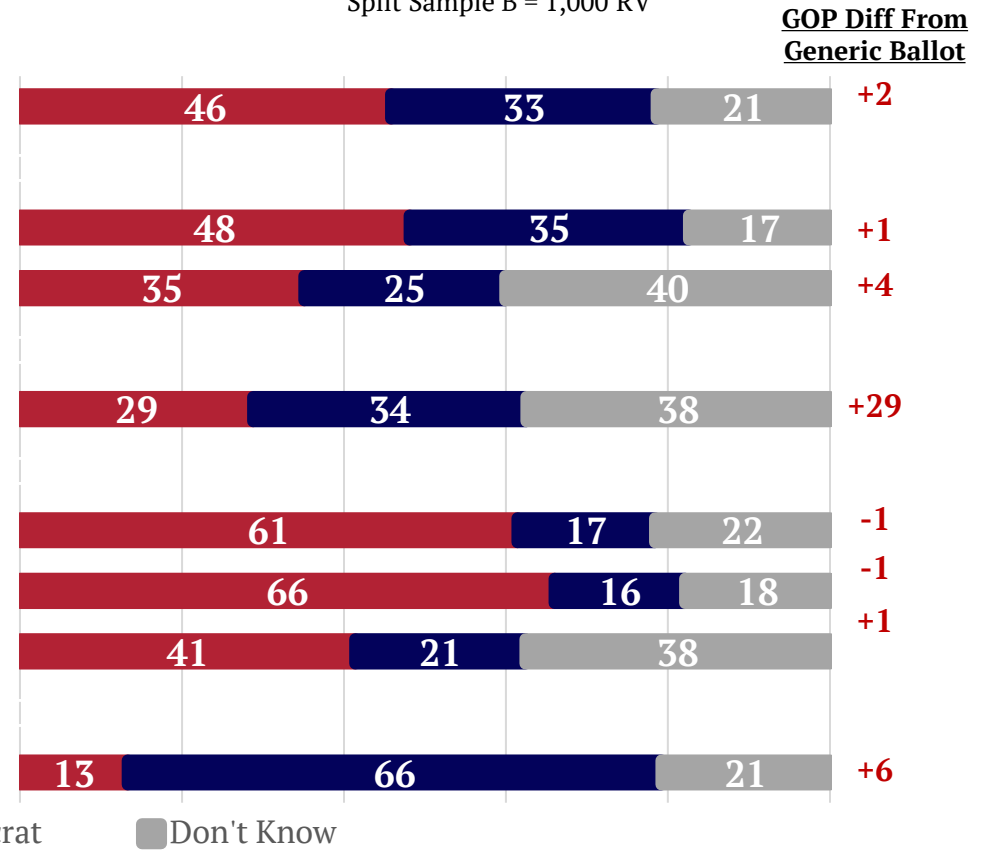
Split Sample A = 1,000 RV



“The 2017 Tax Cuts are scheduled to expire at the end of this year. Which member of Congress are you more likely to vote for?”

1. A Republican who supports EXTENDING the 2017 tax cuts.
2. A Democrat who supports ALLOWING the 2017 tax cuts to expire.

Split Sample B = 1,000 RV



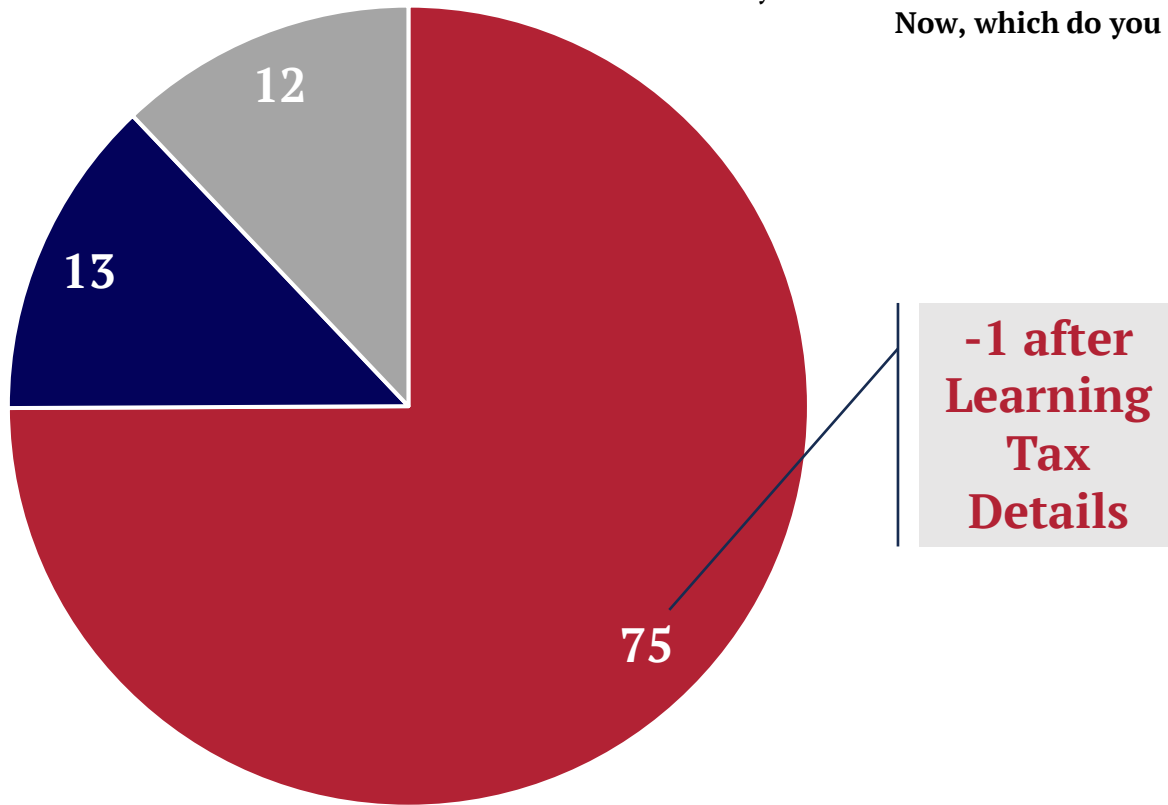
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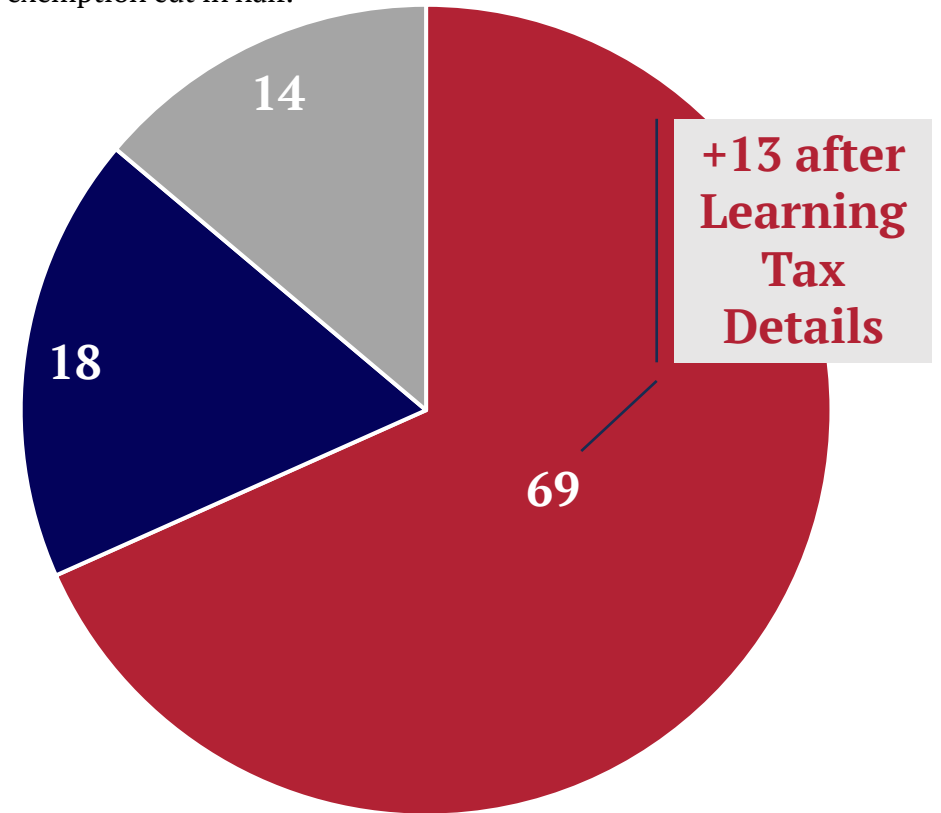
After Learning Details About Next Year's Tax Changes, Stopping the Tax Increase Still Gets More Support Than Extending the Tax Cuts

"If taxes increase next year as scheduled:" / **"If the 2017 tax cuts expire at the end of this year as scheduled:"** • The average family of four will pay \$1,700 more in taxes; • 40 million Americans would see their child tax credit cut in half, from \$2,000 to \$1,000; • 91% of taxpayers would see their guaranteed deduction cut in half; • Small business income taxes would rise by 25%; • 2 million family-owned farms would have their death tax exemption cut in half.

Now, which do you support?



■ Support Stopping Increase ■ Support Allowing Increase
■ Don't Know



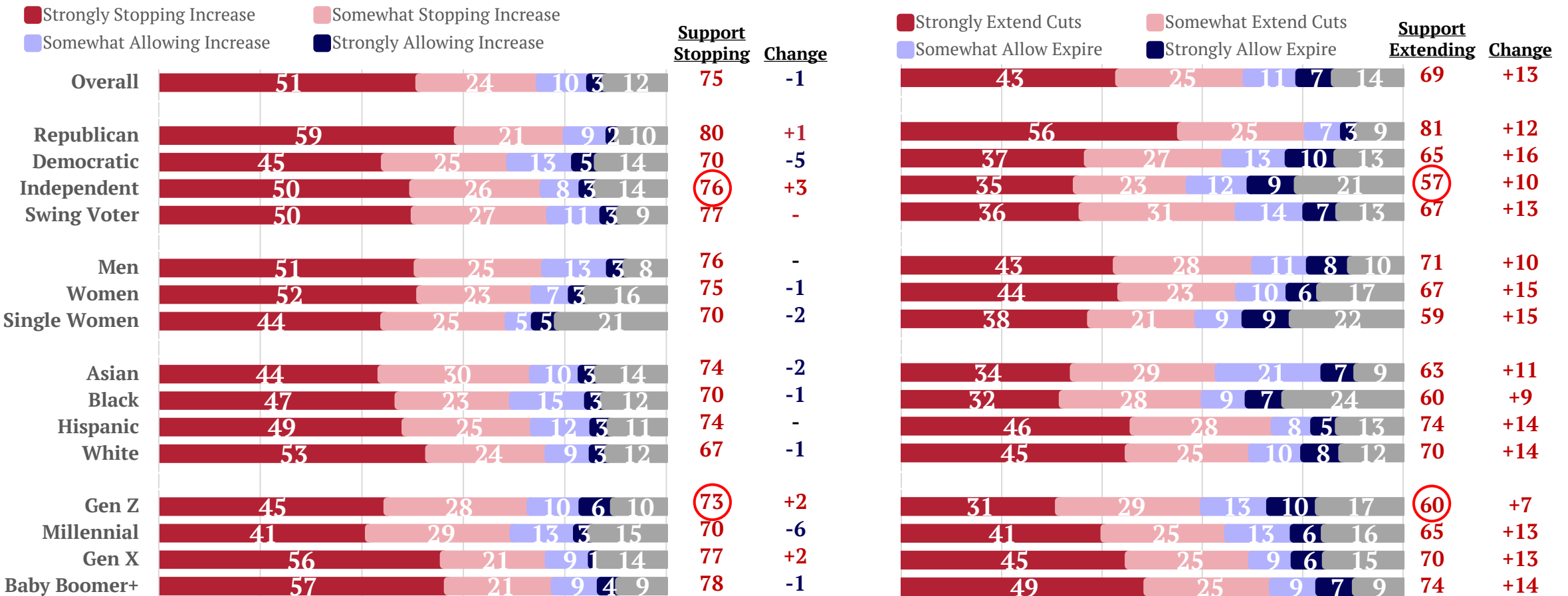
■ Support Extending Cuts ■ Support Allowing Cuts to Expire
■ Don't Know



After Learning Details, Independents & Young Voters Still More Receptive to Stop Tax Increase Message

"If taxes increase next year as scheduled:" / **If the 2017 tax cuts expire at the end of this year as scheduled:** • The average family of four will pay \$1,700 more in taxes; • 40 million Americans would see their child tax credit cut in half, from \$2,000 to \$1,000; • 91% of taxpayers would see their guaranteed deduction cut in half; • Small business income taxes would rise by 25%; • 2 million family-owned farms would have their death tax exemption cut in half.

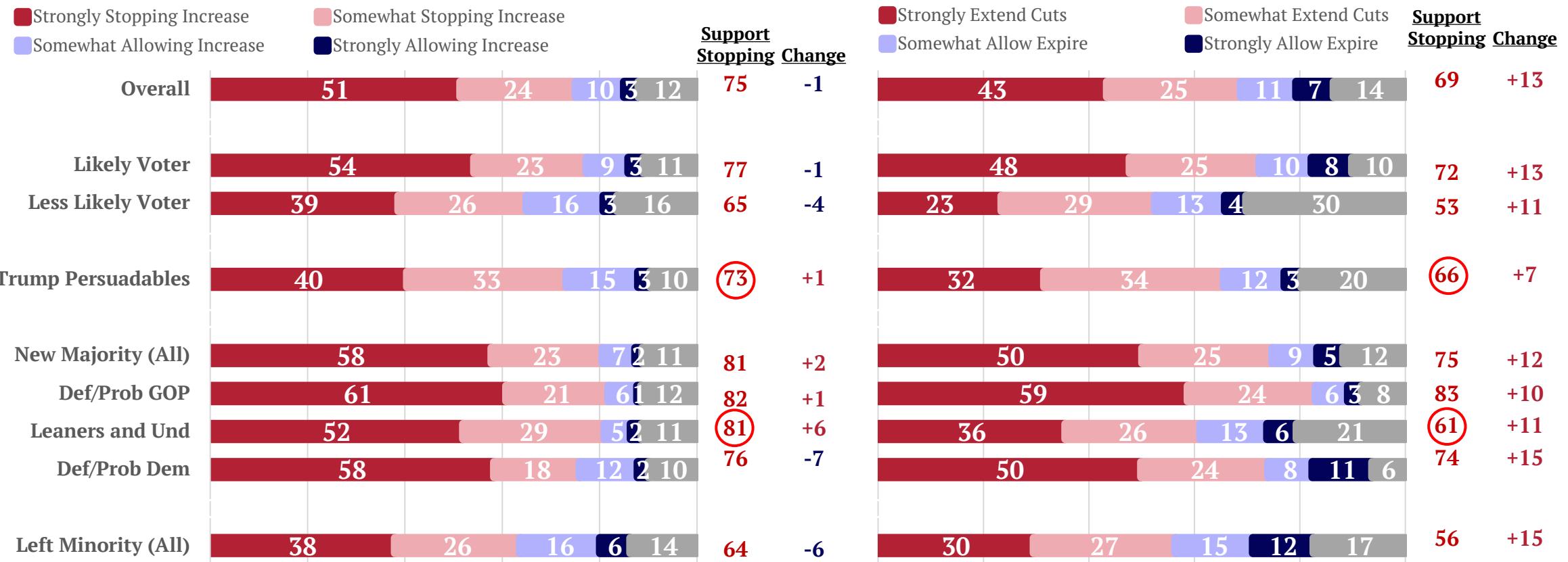
Now, which do you support?



After Learning Details, Target Voters Are Still More Receptive to Stop Tax Increase Message

If taxes increase next year as scheduled: / **If the 2017 tax cuts expire at the end of this year as scheduled:** • The average family of four will pay \$1,700 more in taxes; • 40 million Americans would see their child tax credit cut in half, from \$2,000 to \$1,000; • 91% of taxpayers would see their guaranteed deduction cut in half; • Small business income taxes would rise by 25%; • 2 million family-owned farms would have their death tax exemption cut in half.

Now, which do you support?



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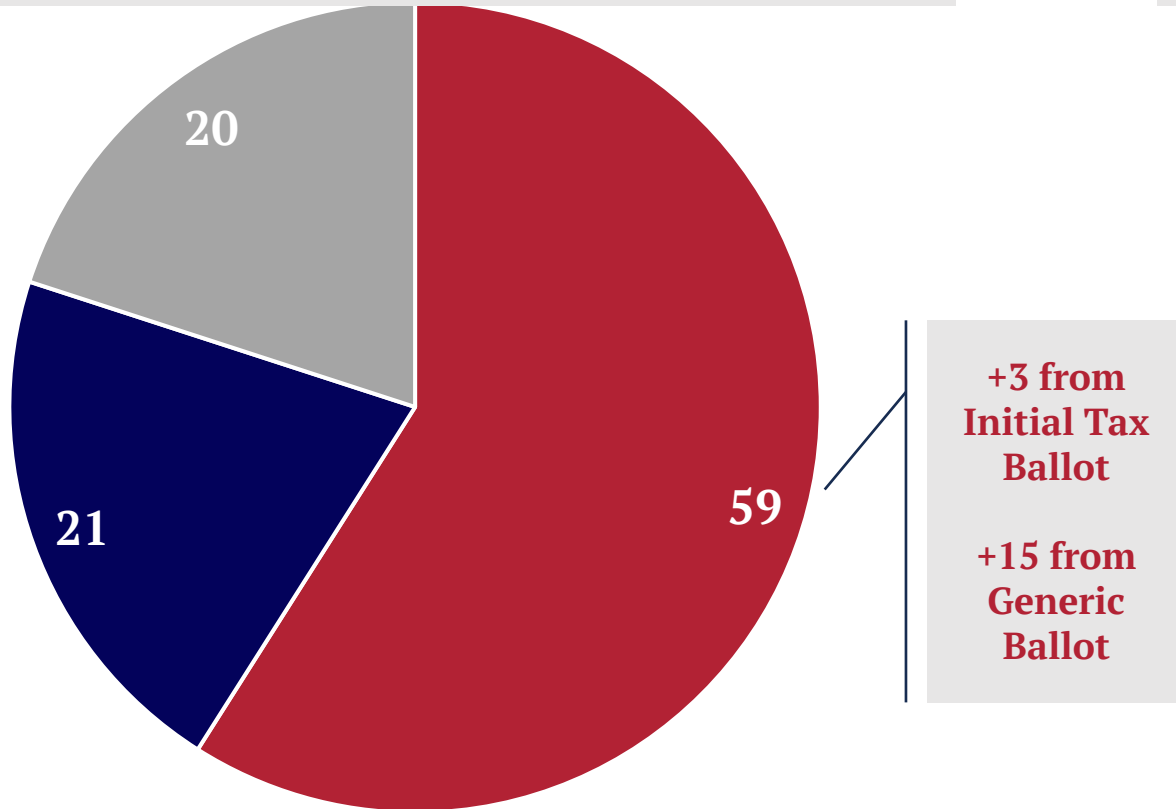


On Informed Tax Ballot, Republican for Stopping the Tax Increase Still Performs Better

“If taxes increase next year as scheduled: / If the 2017 tax cuts expire at the end of this year as scheduled: • The average family of four will pay \$1,700 more in taxes; • 40 million Americans would see their child tax credit cut in half, from \$2,000 to \$1,000; • 91% of taxpayers would see their guaranteed deduction cut in half; • Small business income taxes would rise by 25%; • 2 million family-owned farms would have their death tax exemption cut in half.

Now, which member of Congress are you more likely to vote for?

1. A Republican who supports **STOPPING** the tax increase.
2. A Democrat who supports **ALLOWING** taxes to increase.

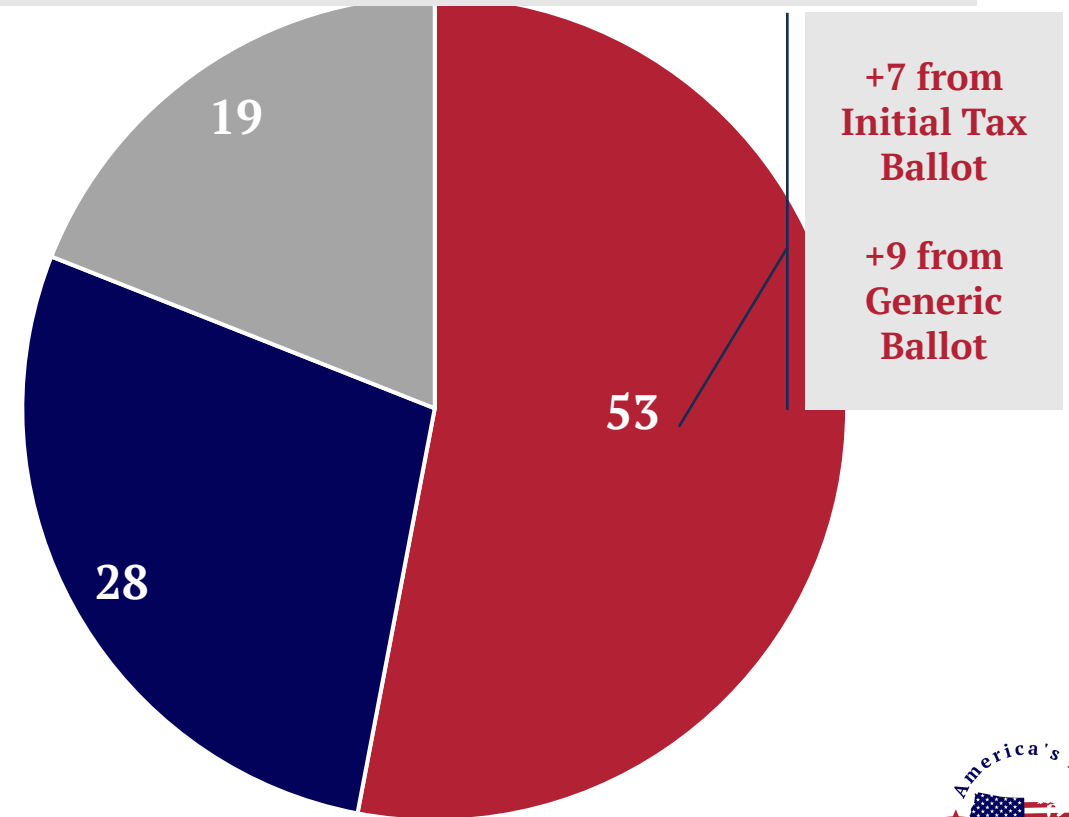


+3 from Initial Tax Ballot
+15 from Generic Ballot

■ Republican ■ Democrat ■ Don't Know

Now, which member of Congress are you more likely to vote for?

1. A Republican who supports **EXTENDING** the 2017 tax cuts.
2. A Democrat who supports **ALLOWING** the 2017 tax cuts to expire.



+7 from Initial Tax Ballot
+9 from Generic Ballot

■ Republican ■ Democrat ■ Don't Know



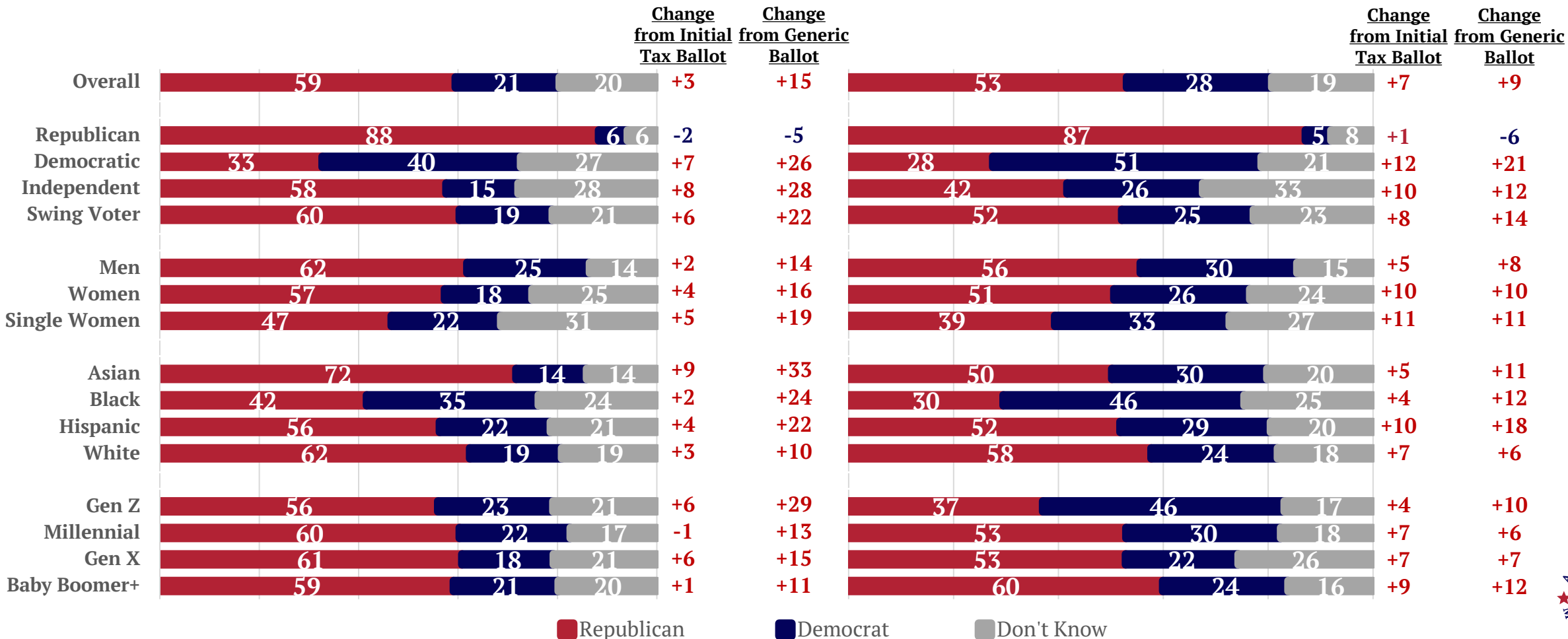
"If taxes increase next year as scheduled:" / **"If the 2017 tax cuts expire at the end of this year as scheduled:"** • The average family of four will pay \$1,700 more in taxes; • 40 million Americans would see their child tax credit cut in half, from \$2,000 to \$1,000; • 91% of taxpayers would see their guaranteed deduction cut in half; • Small business income taxes would rise by 25%; • 2 million family-owned farms would have their death tax exemption cut in half.

Now, which member of Congress are you more likely to vote for?

1. A Republican who supports **STOPPING** the tax increase.
2. A Democrat who supports **ALLOWING** taxes to increase.

Now, which member of Congress are you more likely to vote for?

1. A Republican who supports **EXTENDING** the 2017 tax cuts.
2. A Democrat who supports **ALLOWING** the 2017 tax cuts to expire.



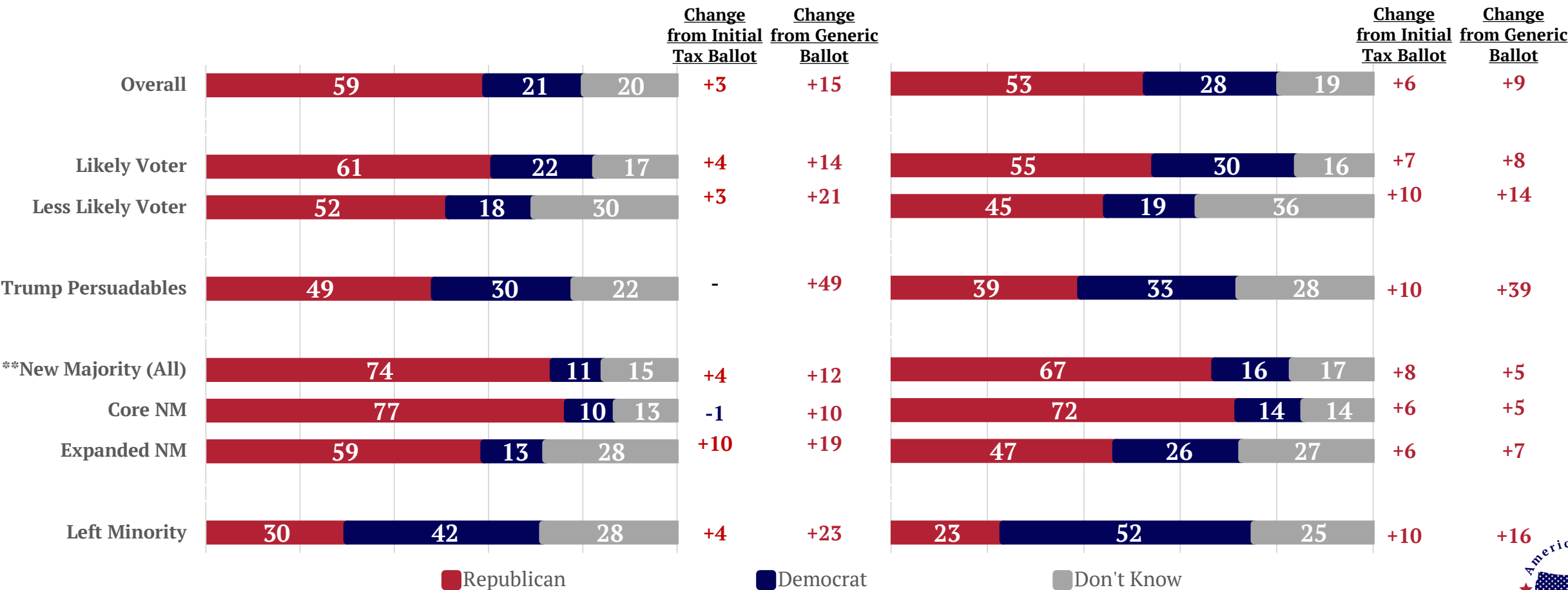
“If taxes increase next year as scheduled: / If the 2017 tax cuts expire at the end of this year as scheduled: • The average family of four will pay \$1,700 more in taxes; • 40 million Americans would see their child tax credit cut in half, from \$2,000 to \$1,000; • 91% of taxpayers would see their guaranteed deduction cut in half; • Small business income taxes would rise by 25%; • 2 million family-owned farms would have their death tax exemption cut in half.

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Now, which member of Congress are you more likely to vote for?

1. A Republican who supports **EXTENDING** the 2017 tax cuts.
2. A Democrat who supports **ALLOWING** the 2017 tax cuts to expire.



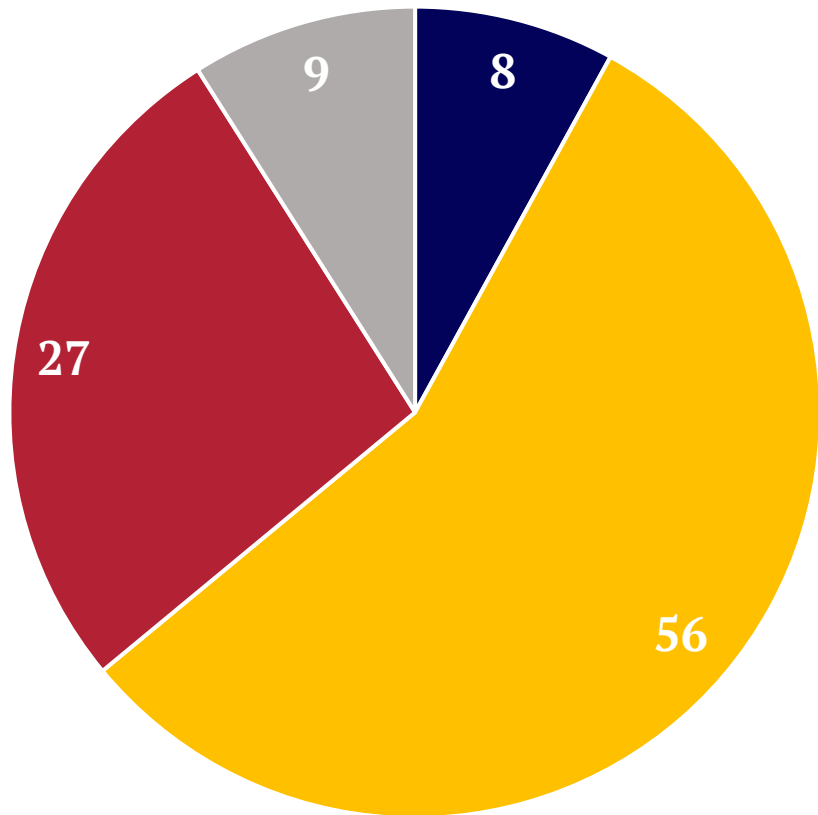
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Allowing a Tax Increase On the Wealthy Is Popular

Which would be the best outcome for the United States when it comes to the scheduled tax increase?

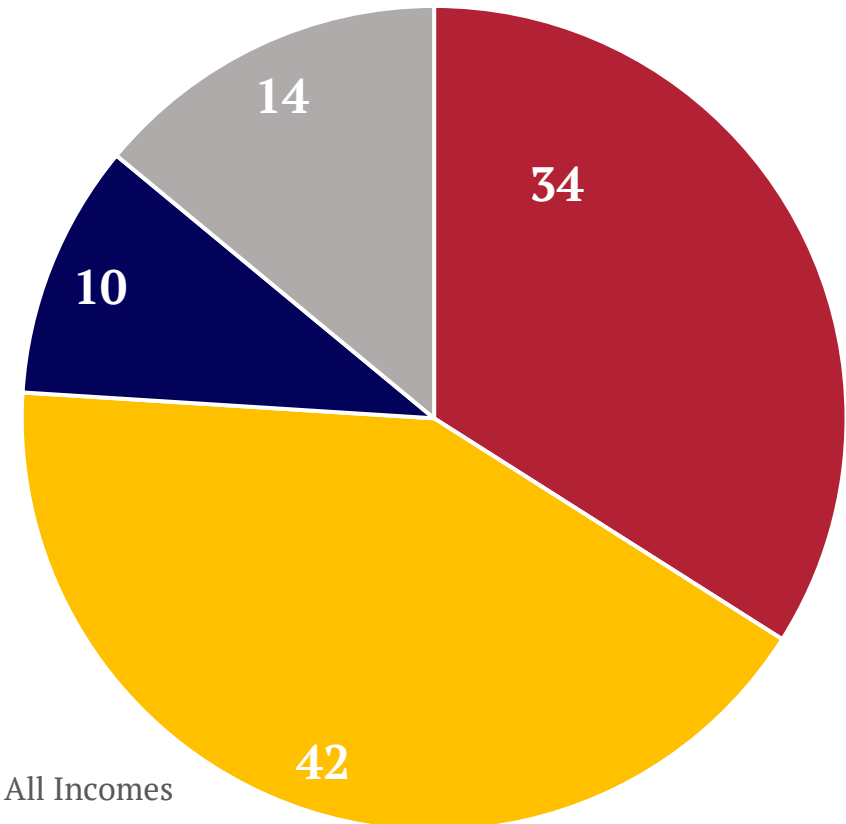
1. Taxes are allowed to increase on all income earners.
2. Taxes are allowed to increase on the wealthy, but the tax increase is stopped for everyone else.
3. The tax increase is stopped for all income earners.



■ Increase All Incomes ■ Increase on Wealthy
■ Stop Increase for All ■ Don't Know

Which would be the best outcome for the United States when it comes to the scheduled expiration of the 2017 tax cuts?

1. The tax cut is allowed to expire for all income earners.
2. The tax cut is allowed to expire for the wealthy, but the tax cut is extended for everyone else.
3. The tax cut is extended for all income earners.

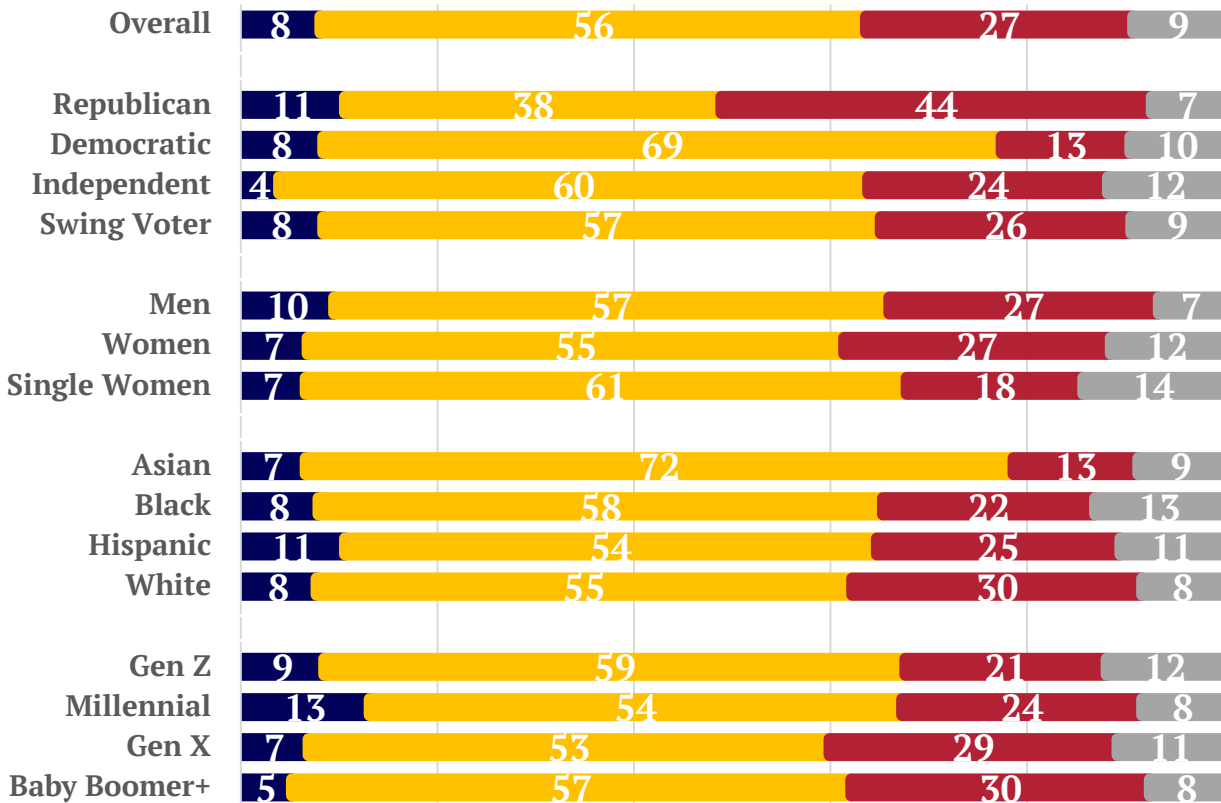


■ Extend for All Incomes
■ Expire for the Wealthy, Extend for Others
■ Expire for All
■ Don't Know

Which would be the best outcome for the United States when it comes to the scheduled tax increase?

1. Taxes are allowed to increase on all income earners.
2. Taxes are allowed to increase on the wealthy, but the tax increase is stopped for everyone else.
3. The tax increase is stopped for all income earners.

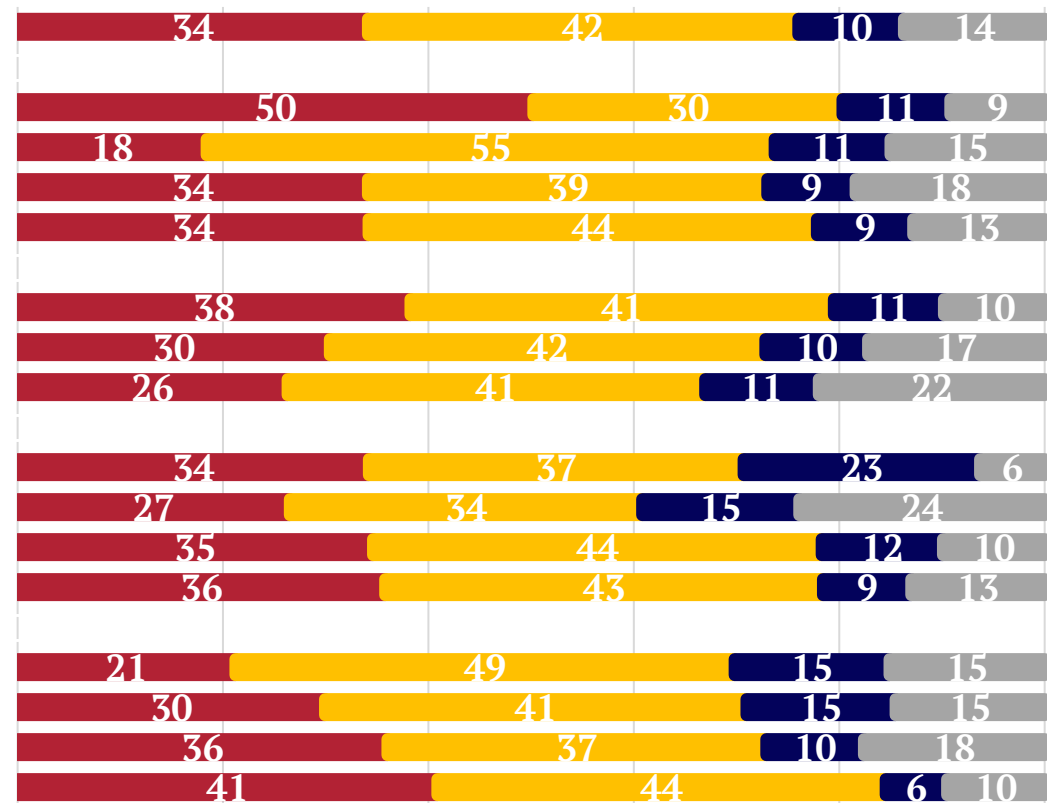
■ Increase All Incomes ■ Increase on Wealthy
■ Stop Increase for All ■ Don't Know



Which would be the best outcome for the United States when it comes to the scheduled expiration of the 2017 tax cuts?

1. The tax cut is allowed to expire for all income earners.
2. The tax cut is allowed to expire for the wealthy, but the tax cut is extended for everyone else.
3. The tax cut is extended for all income earners.

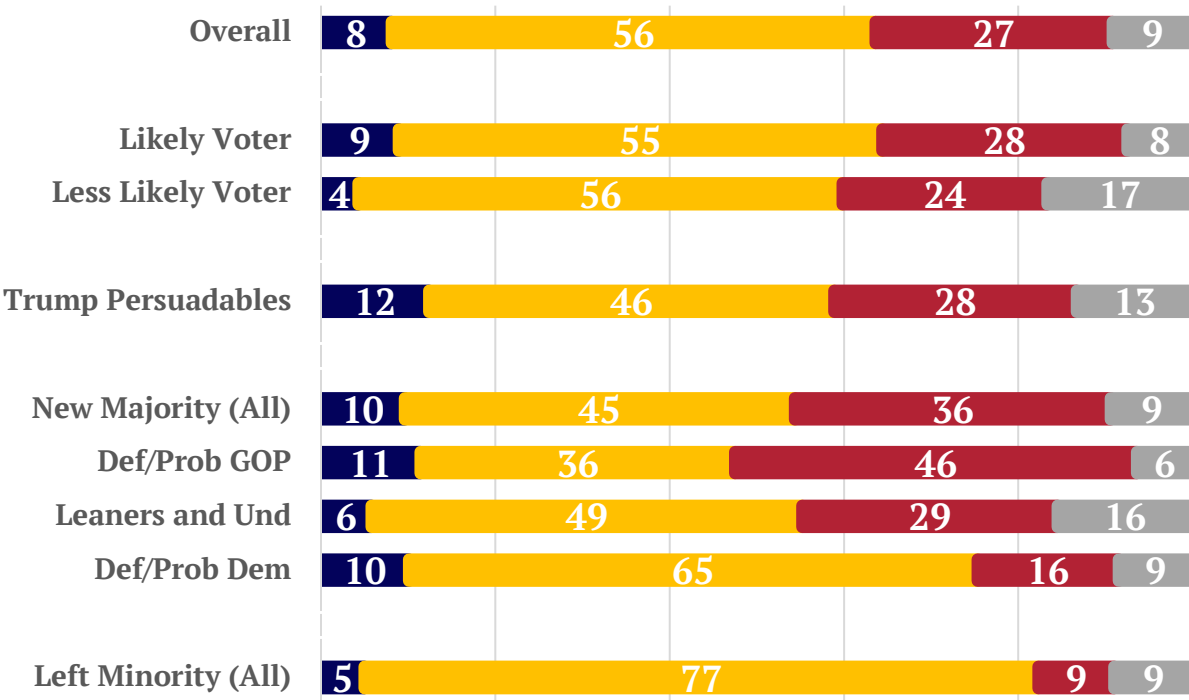
■ Extend for All Incomes ■ Expire for the Wealthy, Extend for Others
■ Expire for All ■ Don't Know



Which would be the best outcome for the United States when it comes to the scheduled tax increase?

1. Taxes are allowed to increase on all income earners.
2. Taxes are allowed to increase on the wealthy, but the tax increase is stopped for everyone else.
3. The tax increase is stopped for all income earners.

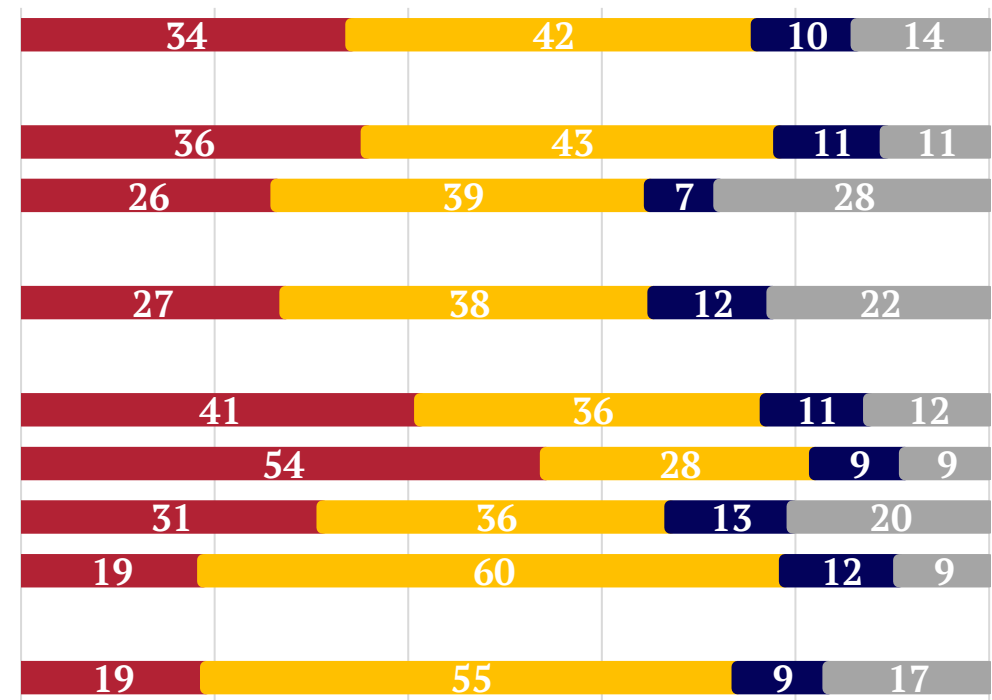
■ Increase All Incomes ■ Increase on Wealthy
■ Stop Increase for All ■ Don't Know



Which would be the best outcome for the United States when it comes to the scheduled expiration of the 2017 tax cuts?

1. The tax cut is allowed to expire for all income earners.
2. The tax cut is allowed to expire for the wealthy, but the tax cut is extended for everyone else.
3. The tax cut is extended for all income earners.

■ Extend for all incomes ■ Expire for wealthy, extend for others
■ Expire for all ■ Don't Know



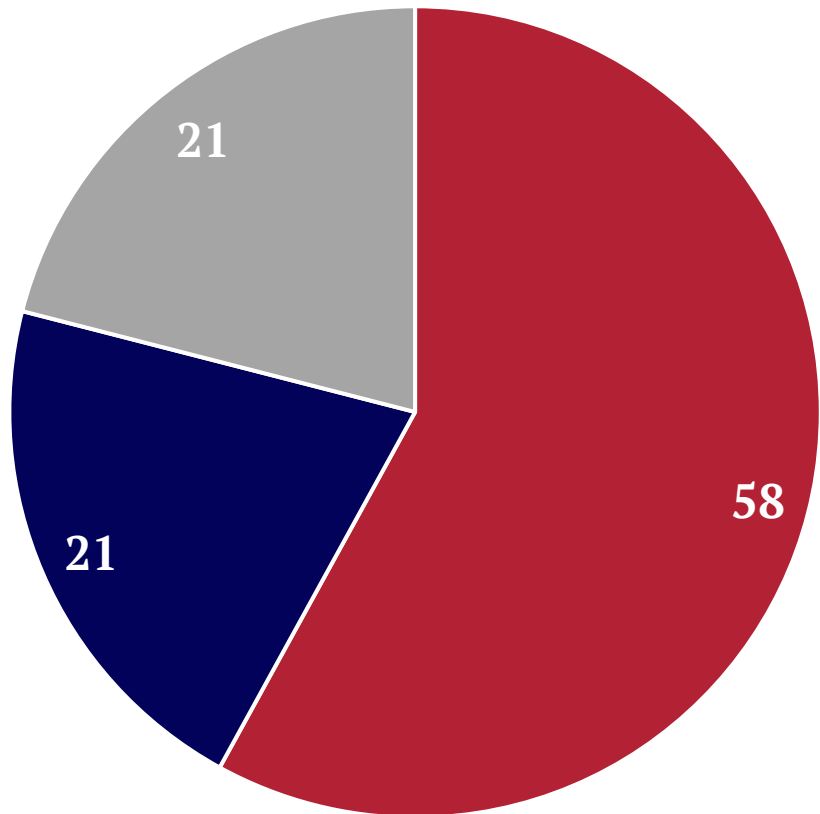
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Allowing Taxes to Raise on Wealthy Does Not Earn GOP Candidates Significant Additional Support

“Taxes are scheduled to increase next year. Which member of Congress are you more likely to vote for?”

1. A Republican who supports allowing taxes to increase on the WEALTHY, but stopping the tax increase for everyone else.
2. A Democrat who supports allowing taxes to increase on ALL INCOME EARNERS.

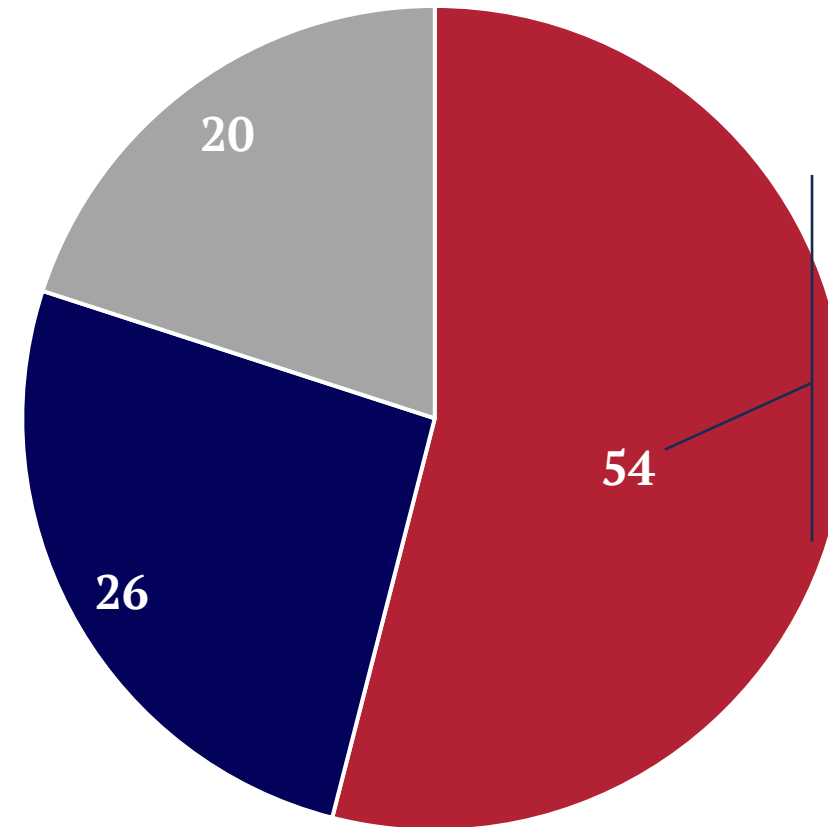


-1 from Informed Tax Ballot
+2 from Initial Tax Ballot

■ Republican ■ Democrat ■ Don't Know

“The 2017 tax cuts are scheduled to expire at the end of this year. Which member of Congress are you more likely to vote for?”

1. A Republican who supports allowing the tax cut to expire for the WEALTHY, but extending the tax cut for everyone else.
2. A Democrat who supports allowing the tax cut to expire for ALL INCOME EARNERS.



+1 from Informed Tax Ballot
+8 from Initial Tax Ballot

■ Republican ■ Democrat ■ Don't Know



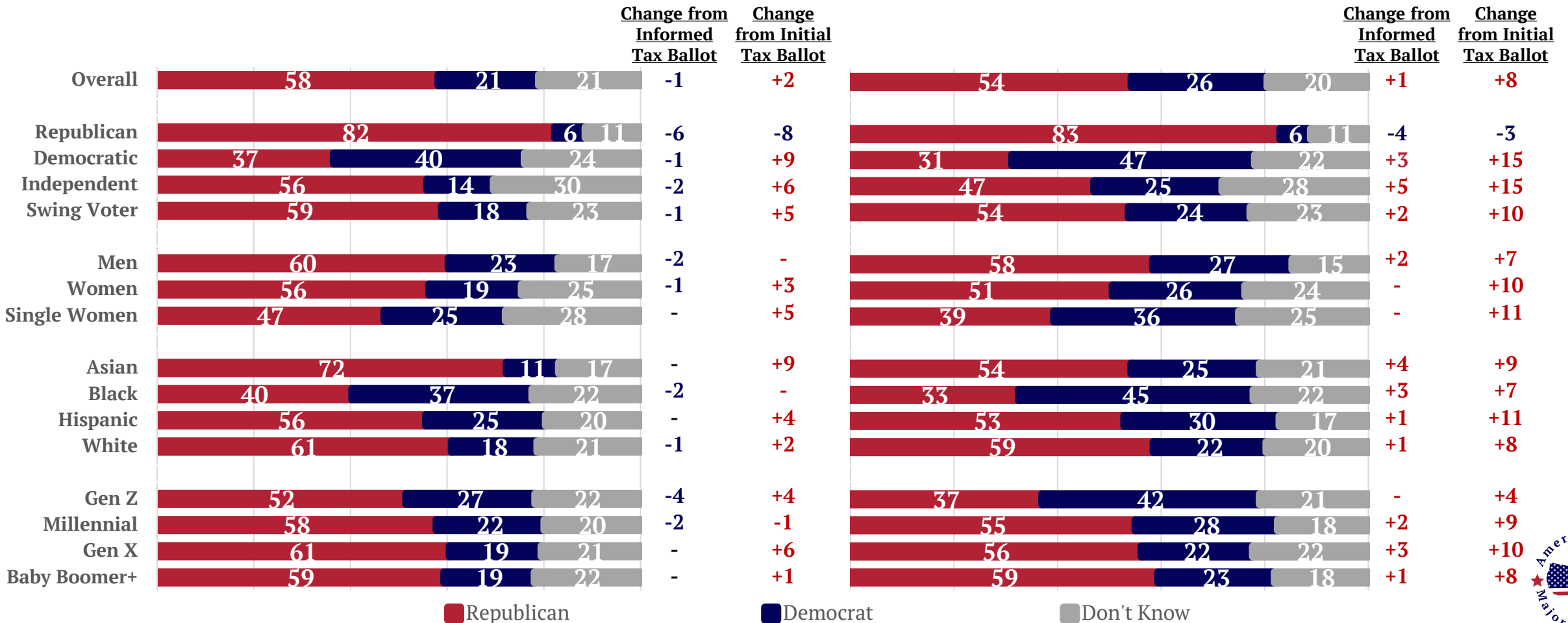
Allowing a Tax Increase On the Wealthy Loses GOP Voters and Replaces Them With Less Reliable Voters

"Taxes are scheduled to increase next year. Which member of Congress are you more likely to vote for?"

1. A Republican who supports allowing taxes to increase on the WEALTHY, but stopping the tax increase for everyone else.
2. A Democrat who supports allowing taxes to increase on ALL INCOME EARNERS.

"The 2017 tax cuts are scheduled to expire at the end of this year. Which member of Congress are you more likely to vote for?"

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2. A Democrat who supports allowing the tax cut to expire for ALL INCOME EARNERS.



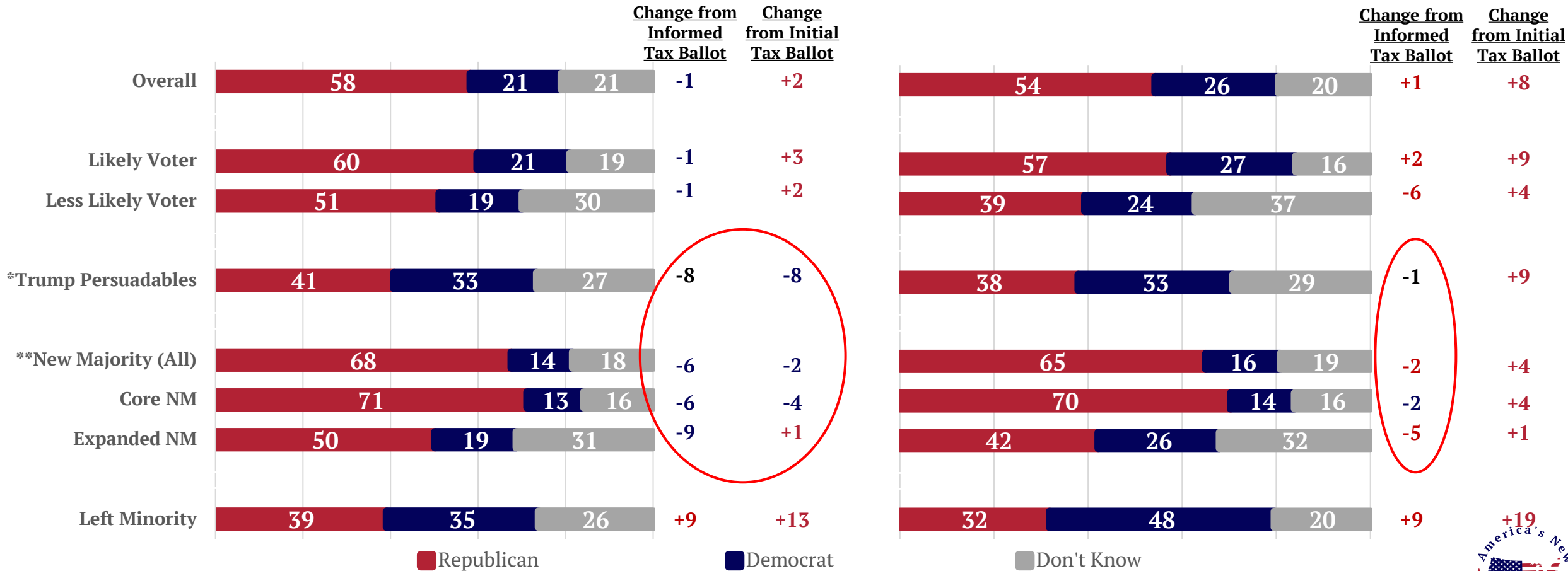
Allowing a Tax Increase On the Wealthy Alienates Target Voters While Gains Come From Voters Unlikely to Vote GOP

“Taxes are scheduled to increase next year. Which member of Congress are you more likely to vote for?”

1. A Republican who supports allowing taxes to increase on the WEALTHY, but stopping the tax increase for everyone else.
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2. A Democrat who supports allowing the tax cut to expire for ALL INCOME EARNERS.



Trump Persuadable** voters are those who approve of Trump policies but are undecided or voting Democrat on the 2026 generic ballot. *New Majority and Left Minority** voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as their generic ballot preference. See “Voter Universe” Slide 4.

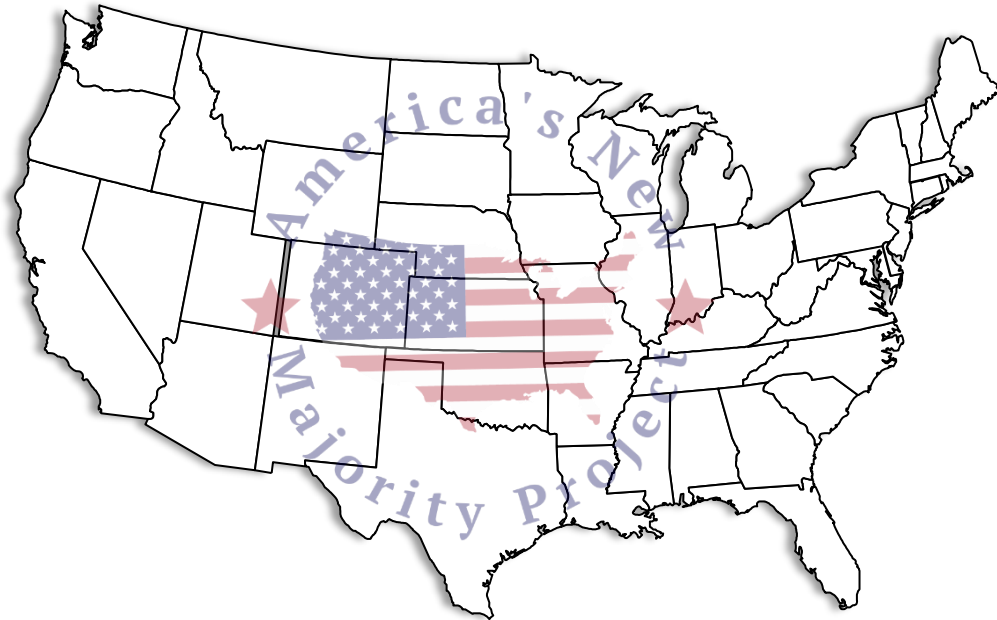


Methodology

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 April 16-19, 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	38%
Republican	37%
Independent	25%

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

