

navigator*

Wednesday, September 8th

Communicating on the Build
Back Better Budget: A
Guide for Advocates



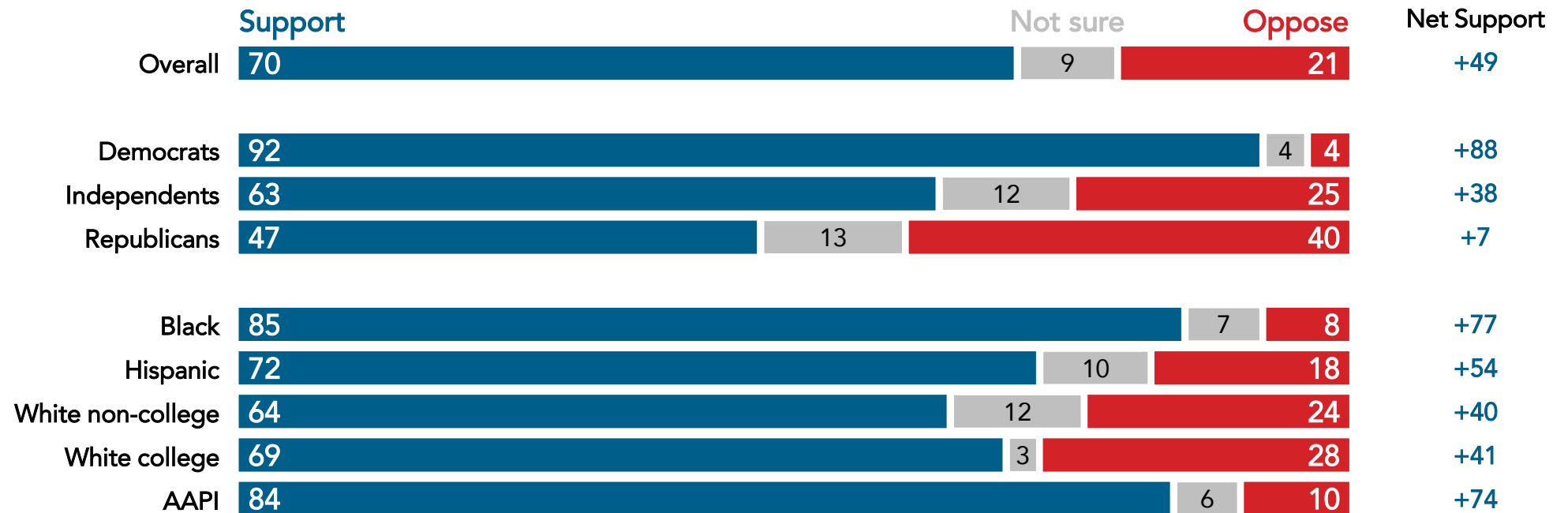
Key Takeaways:

- Support for Biden and Democrats' new economic plan is vast, with seven in ten Americans in support of it.
- Lowering prescription drug prices and expanding Medicare to include vision, dental, and hearing coverage are the most broadly supported proposals for new economic legislation.
- Nearly three in four say it is urgent that the House and Senate pass this legislation.

Seven in Ten Support Biden and Democrats' New Economic Legislation

A majority of independents (63%) and a plurality of Republicans (47%) support the legislation.

As you may know, President Biden and Democrats have proposed new legislation to provide paid family and medical leave, establish a universal Pre-K program, expand Medicare coverage for seniors to include dental, vision, and hearing coverage, lower health care costs by allowing Medicare to negotiate lower drug prices, provide tax breaks for clean energy, and expand the Child Tax Credit for most families with children. Do you support or oppose this legislation?



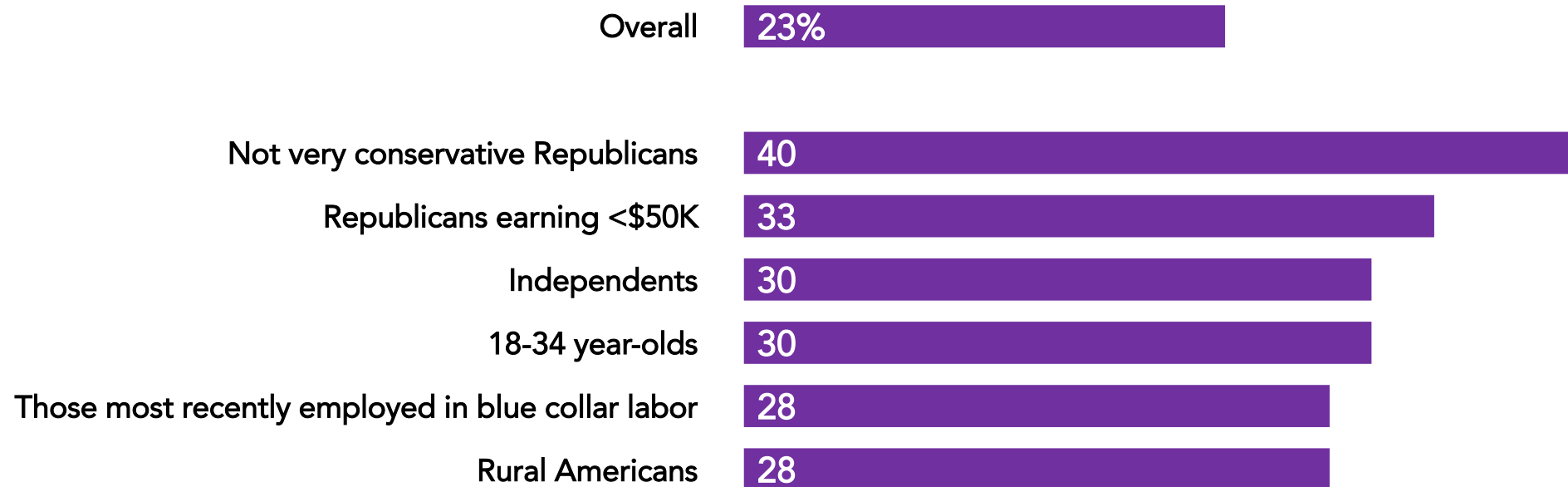
Nationwide survey of 1,002 registered voters conducted August 26-August 30, 2021.
For more info, visit navigatorresearch.org.

Those Who Disapprove of Biden's Economic Handling But Support New BBB Plan Are Moderate, Lower Income, Younger

Groups that are most likely to disapprove of Biden's handling of the economy but support Biden and Democrats' new economic plan are less conservative Republicans, lower-earning Republicans, independents, younger Americans, those most recently employed in blue collar work, and those who live in rural parts of the United States.

Economically Persuadable Americans:

Do you approve or disapprove of the way Joe Biden is handling the economy? Disapprove, & As you may know, President Biden and Democrats have proposed new legislation...Do you support or oppose this legislation? Support



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All Parts of the Plan Are Popular, Especially Medicare Negotiation and Expanding Medicare

Among persuadable Americans* who support new economic legislation but disapprove of Biden’s handling of the economy, reducing prescription drug costs and expanding Medicare coverage are the most popular proposals.

For each policy proposal, please indicate whether you support or oppose it being included in new legislation.

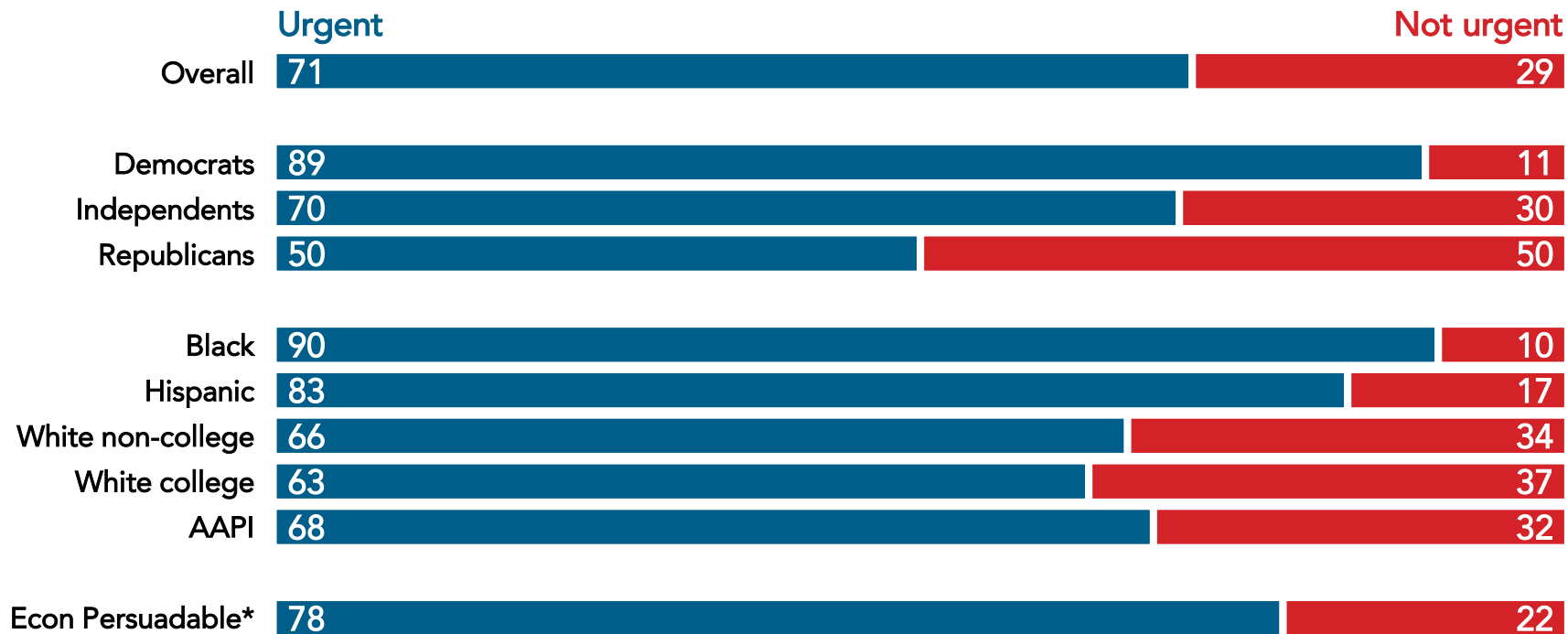
	Strongly support	Somewhat support	Not sure	Oppose	Total Support	% Strongly support			
						Dem	Ind	Rep	Econ Persuad*
Reduce the cost of prescription drugs by giving Medicare the power to negotiate with pharmaceutical companies for lower prices	59	27	6	8	86	69	49	50	63
Expand Medicare to include dental, vision, and hearing coverage	58	27	5	10	85	73	53	43	62
Require corporations that are currently paying zero in taxes to pay a minimum tax of 15% on their profits	53	25	8	14	77	69	47	37	55
Increase funding to crack down on tax evasion by large corporations and the wealthiest Americans	50	28	8	14	77	68	42	31	47
Raise taxes on those earning over \$1 million per year from selling stocks and bonds, known as capital gains	47	23	7	23	71	66	40	28	40
Expand access to long-term care for millions of families that currently can't afford it	47	30	8	15	77	64	48	27	43
Raise taxes on people with incomes in the top 2%	46	25	7	22	72	67	38	26	40
Raise wages for home care workers who help with elderly, injured, and disabled patients	46	33	6	15	79	61	42	29	42
Invest in clean energy infrastructure, like solar panels and wind turbines	45	27	8	20	72	65	39	23	36
Lower health insurance premiums for families that buy coverage on their own by an average of \$50/month	43	35	8	14	78	60	42	23	38
Raise taxes only on people with incomes in the top 2% and no one else	42	26	11	21	68	60	35	25	37
Require corporations to pay a minimum tax of 15% on their profits	41	25	12	22	66	60	41	20	31
Provide two years of tuition-free community college	41	22	8	29	63	60	38	21	38
Increase the corporate tax rate from 21% to 28%	39	21	11	29	60	58	33	19	29
Expand the Child Tax Credit – a tax cut for most families with children – and make it permanent	36	28	10	26	64	49	30	23	33

*“Economically persuadable Americans” are those who disapprove of Biden’s handling of the economy, but support new economic legislation on separate questions. Nationwide survey of 1,002 registered voters conducted August 26-August 30, 2021. For more info, visit navigatorresearch.org.

Nearly Three in Four Say Passing This Economic Legislation Is Urgent

Among those persuadable Americans* who support new economic legislation but disapprove of Biden's handling of the economy, nearly four in five (78%) say passing this legislation is urgent.

Thinking about the proposal to provide paid family and medical leave, establish a universal Pre-K program, expand Medicare coverage for seniors to include dental, vision, and hearing coverage, lower health care costs by allowing Medicare to negotiate lower drug prices, provide tax breaks for clean energy, and expand the Child Tax Credit for most families with children...How urgent do you think it is that the House and Senate pass this legislation?

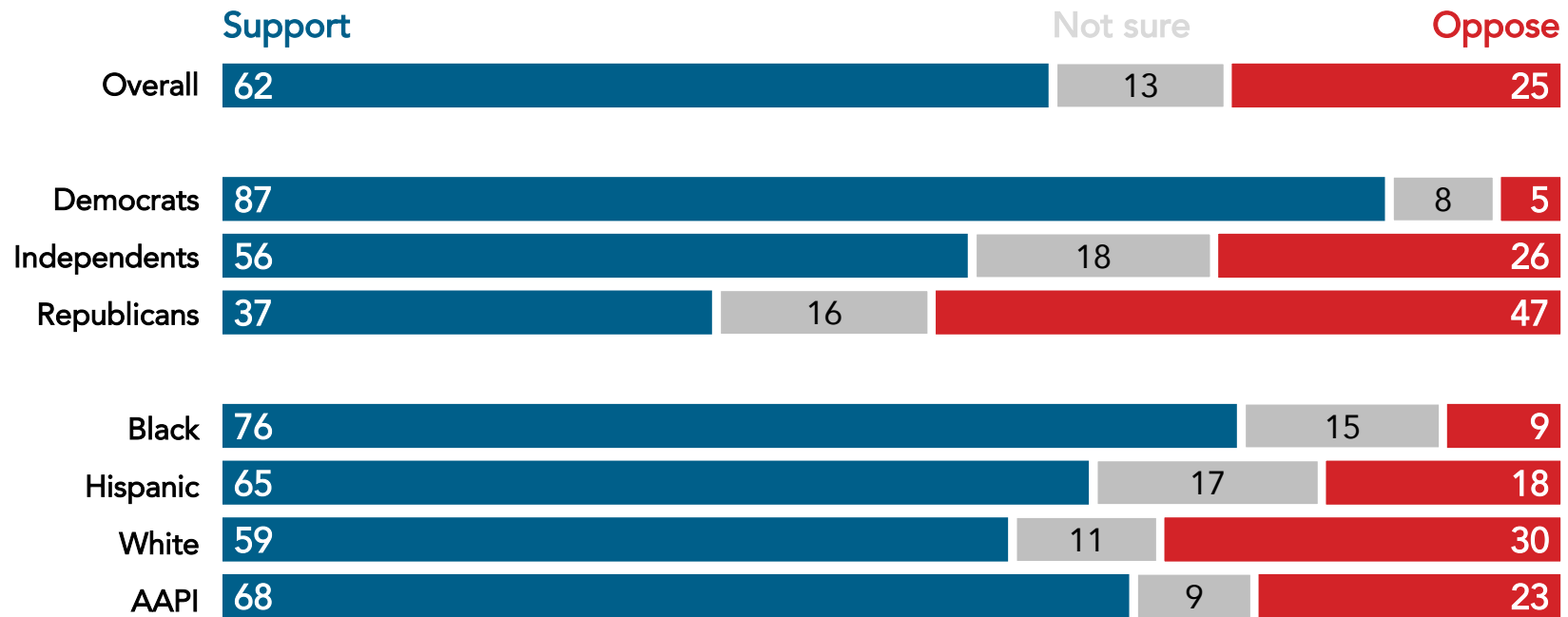


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More Than Three in Five Continue to Support This Legislation If Funded By Taxing Wealthy and Corporations

A majority of independents support this plan after hearing the cost and how it's paid for (56%).

Thinking more about this proposed legislation, it would cost \$3.5 trillion and be paid for by increasing taxes on the top 2% of income earners, raising taxes on those earning over \$1 million a year from selling stocks and bonds, known as capital gains, raising the corporate tax rate from 21% to 28%, and cracking down on tax evasion. Knowing this, do you support or oppose this legislation?

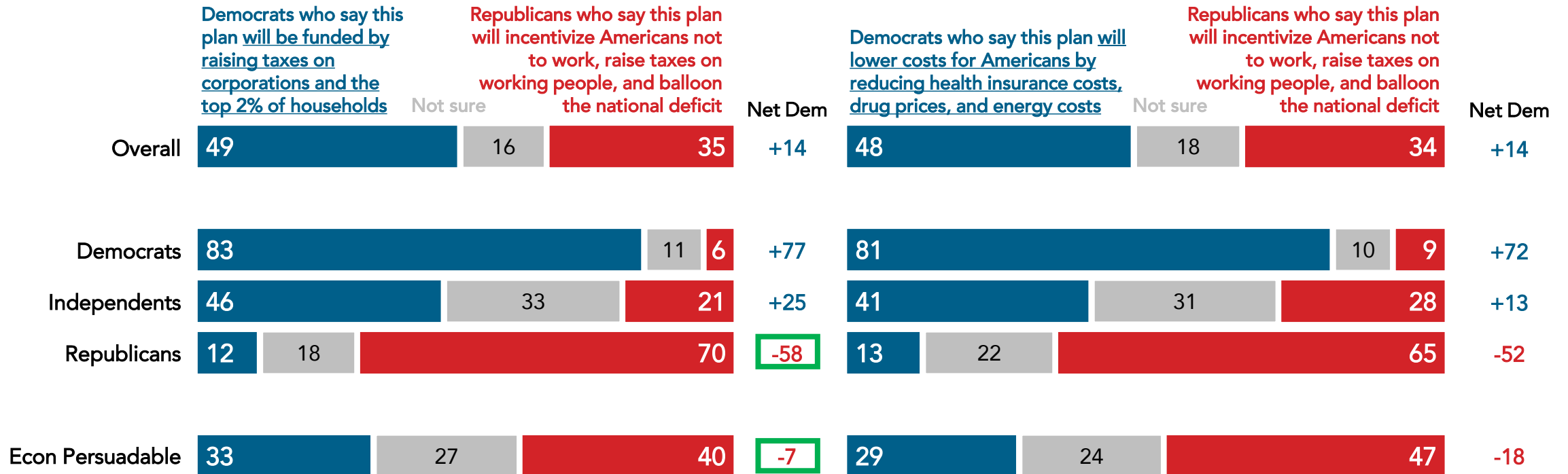


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Focusing on Taxing Rich & Corporations and Lowering Costs Both Effective Rebuttals to Criticism

Messaging that focuses on Democrats funding the plan by raising taxes on corporations and the rich is more compelling than lowering costs among independents and economically persuadable Americans*.

Which do you find more convincing?

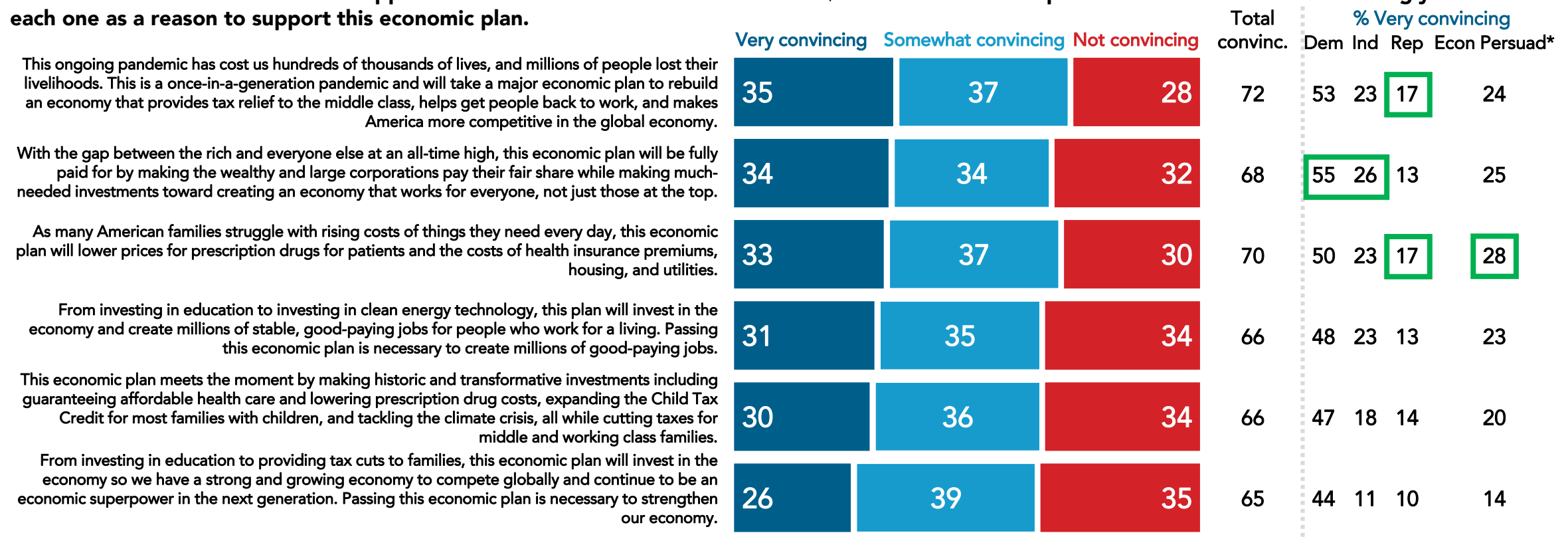


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Highlighting the Impact of the Pandemic, the Wealth Gap, and Rising Costs Are Most Convincing Reasons to Support Plan

Among persuadable Americans* who support new economic legislation but disapprove of Biden’s handling of the economy, messaging on lowering costs is most effective.

Below is a list of statements from supporters of President Biden and Democrats' \$3.5 trillion economic plan. Please indicate how convincing you find each one as a reason to support this economic plan.



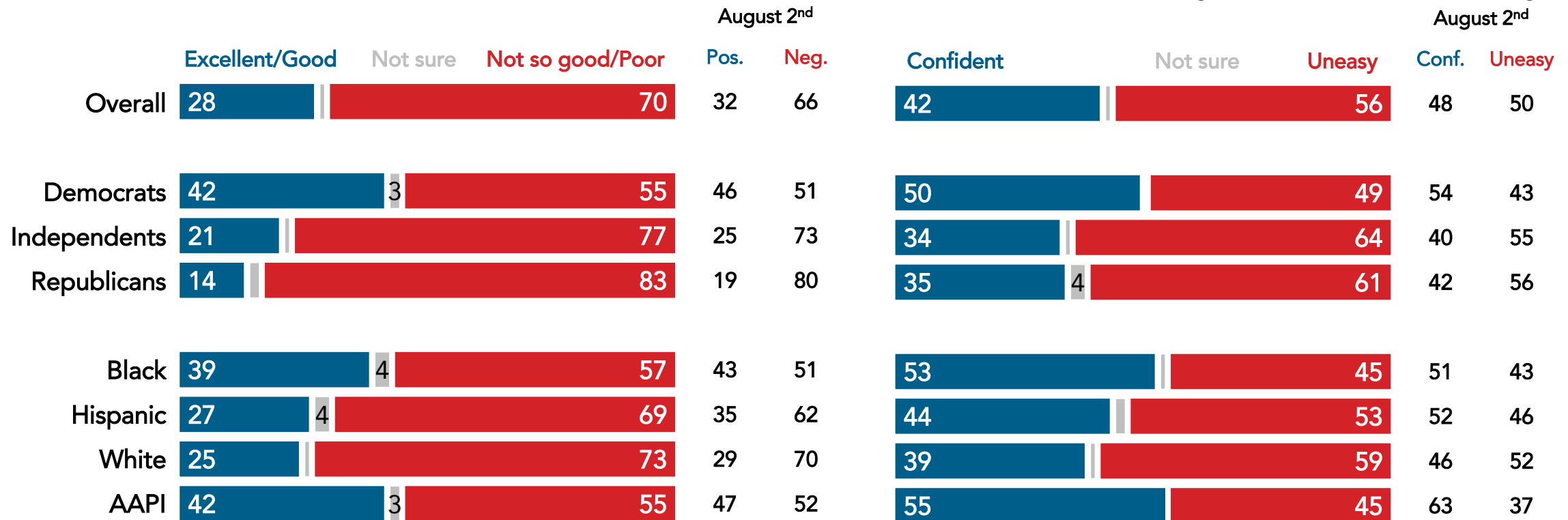
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Americans Are More Pessimistic About the National Economy and Their Personal Financial Situations Than a Month Ago

There has been a 4-point increase in the share who say the national economy is “not so good” or “poor” (from 66% to 70%) and a 6-point increase in the share who are “uneasy” about their personal finances (from 50% to 56%).

How would you rate the state of the U.S. economy today?

Thinking about your personal financial situation over the next few months, do you feel confident or uneasy?



Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted August 26-August 30, 2021. For more info, visit navigatorresearch.org

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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Andrea Purse, progressive strategist; Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Delvone Michael, Working Families; Felicia Wong, Roosevelt Institute; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,002 registered voters from August 26-August 30, 2021. 105 additional interviews were conducted among Hispanic voters. 77 additional interviews were conducted among Asian American and Pacific Islander voters. 104 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

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