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Friday, October 15th

Build Back Better: A Guide for Advocates



Key Takeaways:

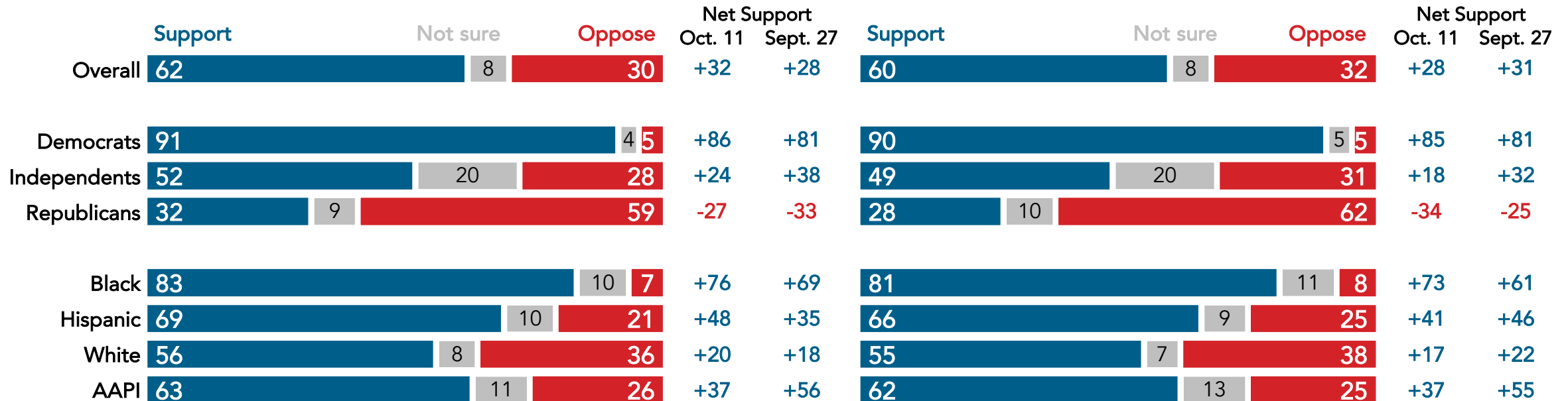
- Majorities of Americans continue to support Biden and Democrats' Build Back Better economic agenda.
- Pairing arguments that the new economic plan will not raise taxes on those earning less than \$400,000 annually with lowering healthcare costs is our most effective lane.
- Policies that are top reasons to pass the plan *and* that Americans see helping people like them focus on expanding Medicare, making prescription drugs and healthcare more affordable, and raising taxes on the rich and corporations.

Biden and Democrats' Economic Plan Remains Popular With or Without Explaining How the Plan Is Paid For

Three in five Americans continue to support Biden and Democrats' new economic plan both when policies from the legislation are listed and when proposals for paying for the plan are listed.

As you may know, Biden and Democrats' new economic plan is expected to cost \$3.5 trillion and will provide paid family and medical leave, establish a universal pre-K program, expand Medicare coverage for seniors including dental, vision, and hearing coverage, and lower health care costs by allowing Medicare to negotiate lower drug prices. Do you support or oppose this economic plan?

Biden and Democrats' new economic plan would 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 26.5%, and cracking down on tax evasion. Knowing this, do you support or oppose this legislation?



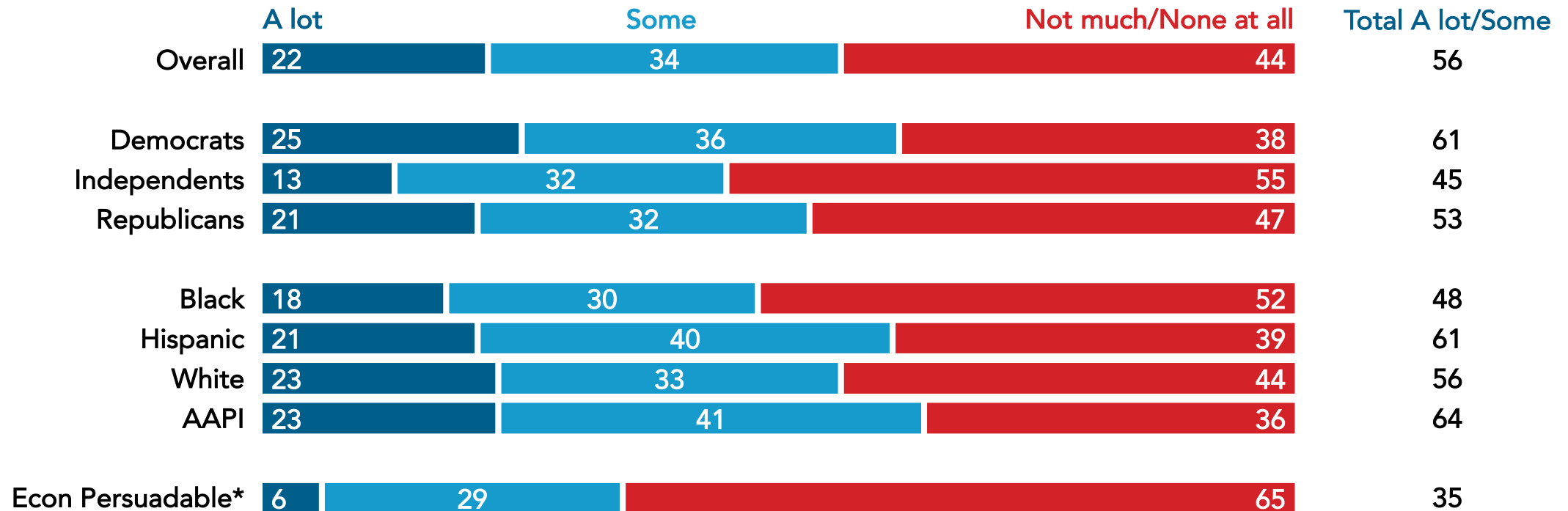
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted October 7-October 11, 2021. For more info, visit navigatortresearch.org

Just Over Half of Americans Report Hearing About Biden and Democrats' New Economic Legislation

Only one in five Americans are hearing “a lot” about the plan, including just 13% of independents.

- Among economically persuadable Americans*, just a third (35%) are hearing anything about the plan.

How much have you seen, read, or heard about new economic legislation proposed by President Biden and being negotiated by Democrats in Congress?



*"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 1,001 registered voters conducted October 7-October 11, 2021. For more info, visit navigatordesearch.org.

The Rich Beginning to Pay Their Fair Share in Taxes Is the Top Reason Americans Give For Supporting Biden's New Plan

Americans – and independents more specifically – bring up the wealthiest Americans and corporations needing to pay their fair share in taxes.

[If support new economic plan with pay-fors] Why do you support this new economic plan?



*"It is **time for the super rich to pay their fair share of taxes** that keep this country running."*

"Because it will stimulate the economy, create a fairer tax system, and make the super wealthy finally pay their fair share."

*"I believe **the top earners and corporations aren't paying enough taxes now.** They need to pay their fair share."*



"Well it's fair that the top of the population that make tons of money and have been protected so long by the Republican party to start paying their share."

"The rich need to pay their fair share."

"Because it's about time that the rich or extremely rich start paying their fair share of taxes."

Pairing No Tax Increases For Those Making <\$400K With Lowering Health Care Costs Is Strongest Argument For BBB

Arguments that frame the new economic plan as costing \$0 are less effective than an argument that explains how it will not raise taxes on those earning less than \$400,000 a year, coupled with a mention of making healthcare and prescription drugs more affordable.

How convincing do you find this argument?

Biden and Democrats say their economic plan **is going to cost the American government \$0**. They are going to fund their plan by increasing taxes on the wealthy and corporations so they finally pay their fair share **so, while the total cost of the bill's policies may be \$3.5 trillion, the net cost to the American government and the American people will be \$0**.

Overall 53 47

Democrats 83 17

Independents 47 53

Republicans 21 79

Biden and Democrats say their economic plan **is not going to cost Americans making less than \$400,000 a year a penny in new taxes**. Instead, they are going to fund their plan by increasing taxes on the wealthy and corporations so they finally pay their fair share. **The plan will lower health insurance and prescription drug costs for working families and seniors and make paid leave available to working parents**.

61 39

91 9

54 46

30 70

Biden and Democrats say their economic **plan is going to cost the American government \$0**. They are going to fund their plan by increasing taxes on the wealthy and corporations so they finally pay their fair share, **unlike the Trump tax cuts that gave the wealthiest Americans and corporations massive tax breaks which resulted in a net cost of \$2 trillion to the debt**.

56 44

87 13

47 53

23 77

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Best Reasons to Pass Build Back Better Are Medicare Drug Price Negotiation, Taxing the Rich, and Expanding Medicare

Independents and economically persuadable Americans* say giving Medicare the power to negotiate lower drug prices, raising taxes on the rich and corporations, and expanding Medicare are the best reasons to pass the plan.

Below is a list of some proposals being considered for this economic plan. Please indicate if you think each is a good reason to pass the plan.

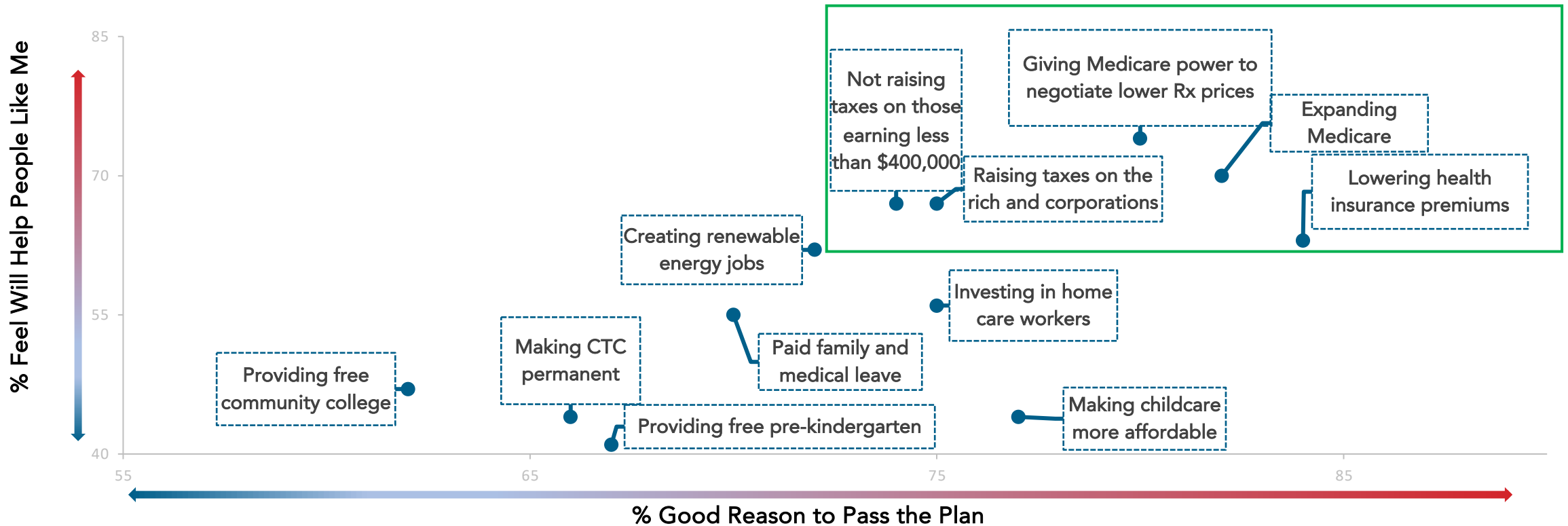
| | Very good reason | Somewhat good reason | Not a good reason | Total Good Reason | Very Good Reason | |
|---|------------------|----------------------|-------------------|-------------------|------------------|--------------|
| | | | | | Independents | *Econ. Pers. |
| Giving Medicare the power to negotiate for lower drug prices | 56 | 24 | 20 | 80 | 51 | 65 |
| Raising taxes on the rich and corporations to make sure they pay their fair share | 54 | 21 | 25 | 75 | 51 | 60 |
| Expanding Medicare to cover dental, vision, and hearing coverage | 54 | 28 | 18 | 82 | 53 | 65 |
| Lowering health insurance premiums for people who buy health care on their own | 52 | 32 | 16 | 84 | 46 | 55 |
| It would not raise taxes on those earning less than \$400,000 annually | 51 | 24 | 25 | 74 | 50 | 58 |
| Making childcare more affordable | 49 | 28 | 23 | 77 | 42 | 58 |
| Creating clean, renewable energy jobs that help combat climate change | 45 | 26 | 29 | 72 | 44 | 45 |
| Providing free pre-kindergarten for three-and four-year-old children | 44 | 24 | 32 | 67 | 43 | 44 |
| Creating universal paid family and medical leave | 43 | 27 | 30 | 70 | 34 | 51 |
| Investing in home care workers by offering benefits like paid family and sick leave | 40 | 35 | 25 | 75 | 39 | 43 |
| Providing two years of tuition-free community college | 40 | 22 | 38 | 62 | 43 | 39 |
| Making permanent the child tax credit for most families with children | 36 | 30 | 34 | 66 | 38 | 37 |

*"Economically persuadable" Americans are defined as those who disapprove of how Biden is handling the economy, but support Biden and Democrats' new economic plan. Nationwide survey of 1,001 registered voters conducted October 7-October 11, 2021. For more info, visit navigatorresearch.org.

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Healthcare Costs, Medicare Expansion, and Taxing Rich Seen as Best Reasons to Pass BBB & as Most Personally Helpful

Half of respondents were asked to rate how good of reasons a list of policies from Biden's new plan were to pass it, while the other half were asked the same but about "helping people like me." Raising taxes on the rich and not the middle class, lowering drug prices and healthcare premiums, and expanding Medicare top both lists.



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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 1,001 registered voters from October 7-October 11, 2021. 100 additional interviews were conducted among Hispanic voters. 73 additional interviews were conducted among Asian American and Pacific Islander voters. 100 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.

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<http://navigatorresearch.org>

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