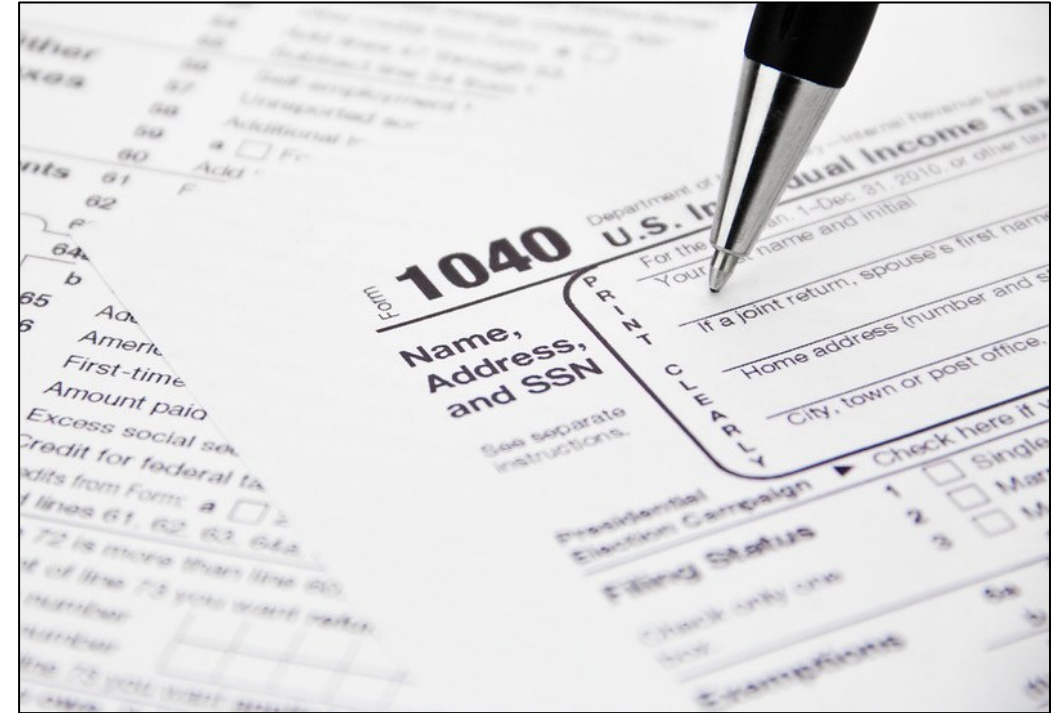


# navigating *the* \* **battleground**

Wednesday, July 26<sup>th</sup>, 2023

Upcoming Debate on  
Tax Policy



Credit: Ken Teegardin/Creative Commons

**IMPACT**  
RESEARCH

# Methodology



Impact Research conducted a survey of N=1500 likely 2024 general election voters in 61 battleground congressional districts.



74% of interviews were conducted by text-to-web and 26% were via online panel.



Interviews were conducted between July 6-12, 2023.



The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

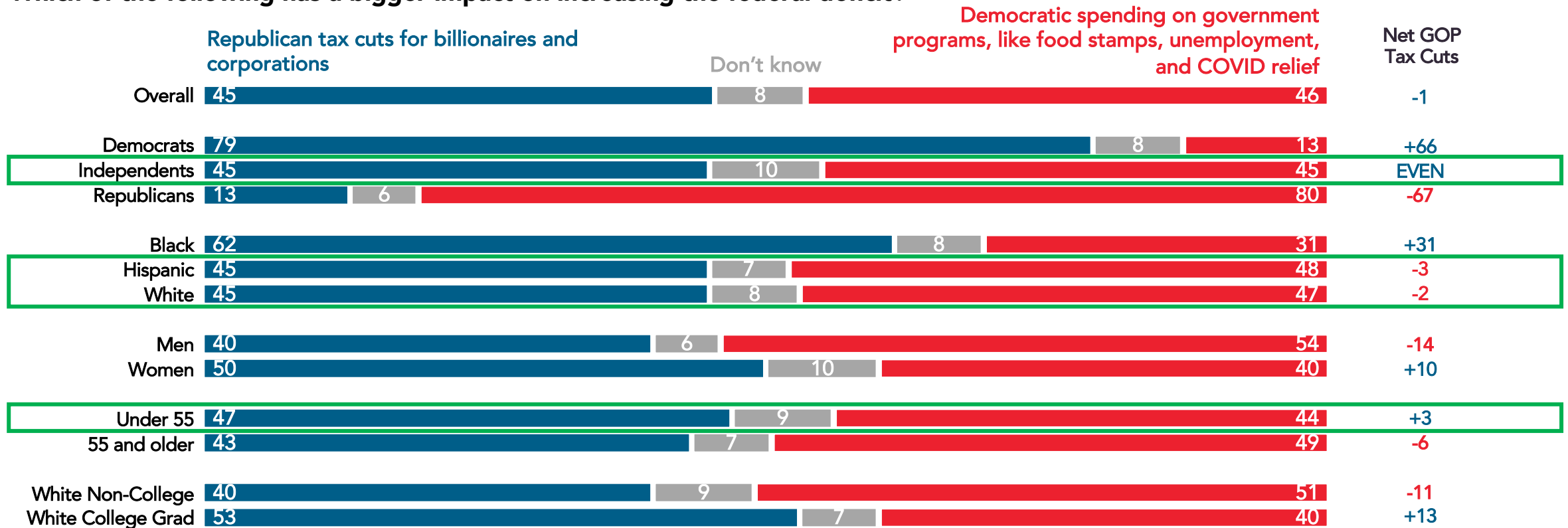
# Key Takeaways

- **Voters are divided as to what is driving the deficit.** Among battleground voters overall and among independents specifically, there is near-even split evenly on whether Republican tax cuts for billionaires and big corporations or Democratic spending are more to blame for the budget deficit.
- **There is strong support both for raising taxes on billionaires and big corporations, and closing tax loopholes they take advantage of.** Majorities of voters favor both of these policies, and even Republicans are strongly in favor of closing tax loopholes.
- **Arguments against Republicans' tax bill to make the Trump tax cuts permanent are effective at driving opposition.** Especially effective arguments include that it could result in cuts to Social Security and Medicare and that big corporations would pay zero in federal taxes.
- **Making the Trump tax cuts permanent becomes deeply unpopular when these arguments are made.** By 9 points, voters initially support passing a law to make the 2017 tax cuts permanent (49% support/40% oppose); when voters learn about who would benefit, opposition outpaces support by 15 points (37% support/52% oppose).

# Voters Split on What Is More To Blame For the Federal Deficit – Republican Tax Cuts For The Wealthy or Democratic Spending

Independents, Hispanic voters, white voters, and those under the age of 55 are split on which is more at fault.

Which of the following has a bigger impact on increasing the federal deficit?



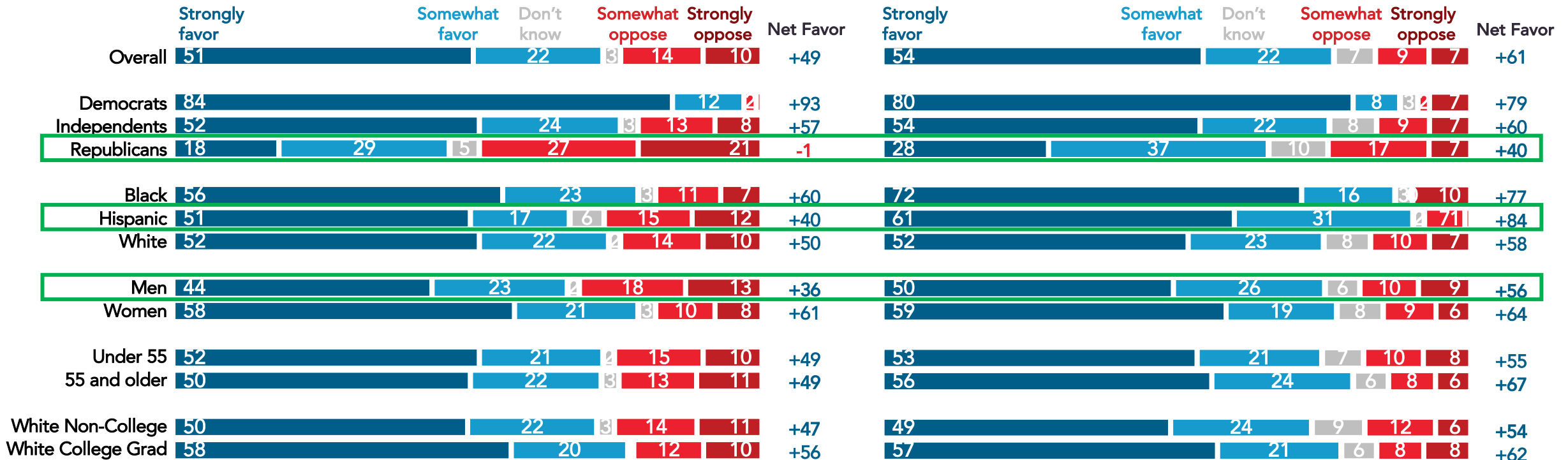
Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted July 6-July 12, 2023. For more info, visit [navigatortresearch.org/battleground](https://navigatortresearch.org/battleground).

# Majorities Strongly Favor Both Raising Taxes On Billionaires and Big Corporations & Closing Tax Loopholes They Utilize

Republicans, Hispanic voters, and men are more in favor of closing tax loopholes than raising taxes on billionaires and big corporations.

[SPLIT SAMPLE:] Do you favor or oppose raising taxes on billionaires and big corporations?

[SPLIT SAMPLE:] Do you favor or oppose closing tax loopholes for billionaires and big corporations?

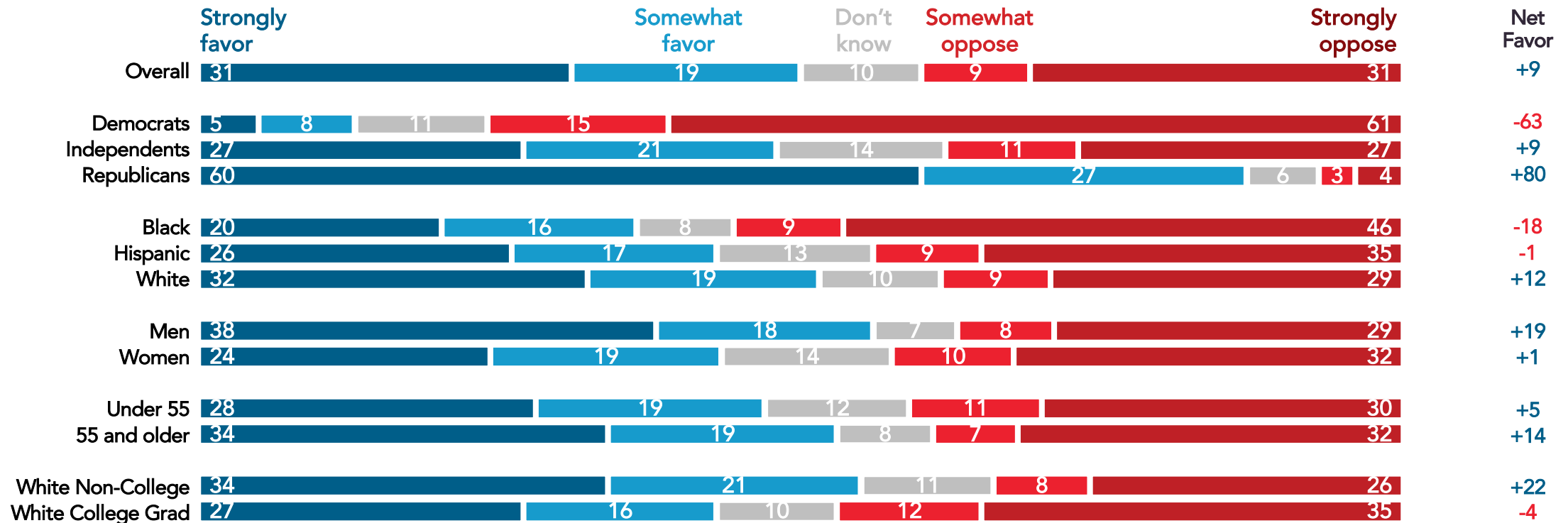


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# Without Making the Argument Against It, a Plurality Initially Favors Making The Trump Tax Cuts Permanent

By 9 points, independents favor making the tax cuts permanent.

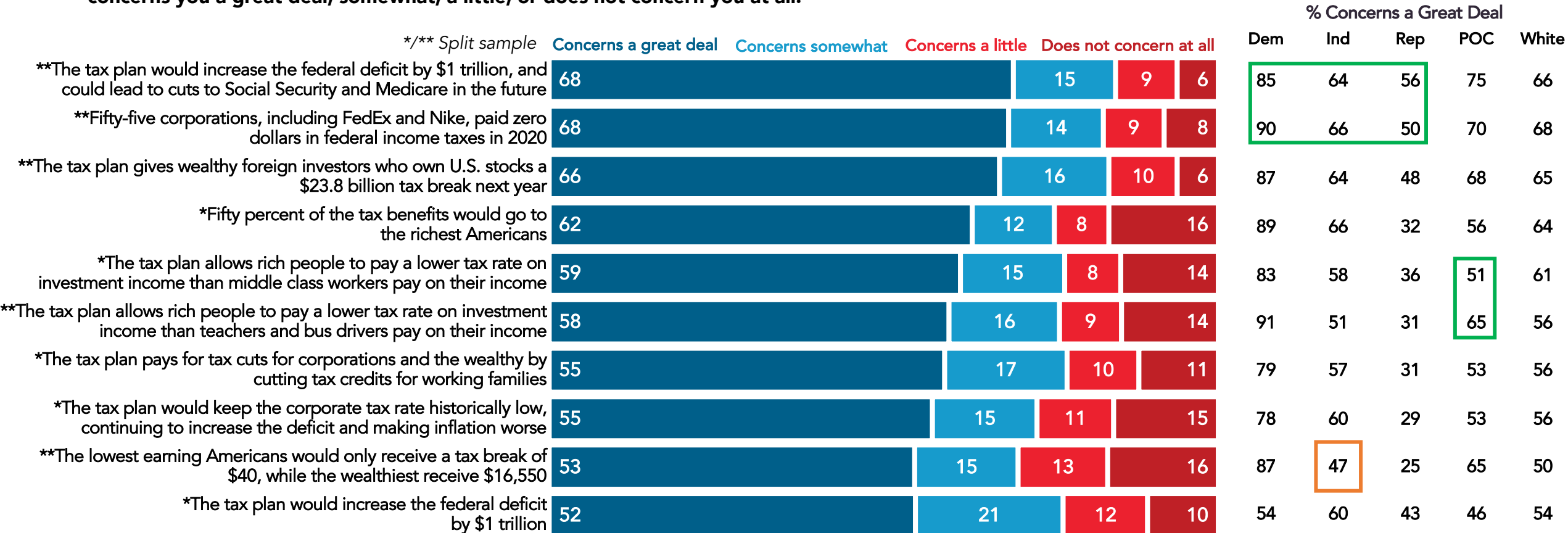
As you may know, in 2017 President Trump and Congressional Republicans passed a law that cut taxes on individuals and corporations. These tax cuts are set to expire in 2025 unless Congress votes to make them permanent. From what you know, do you favor or oppose Congress making this tax law permanent?



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# Top Concerns About Making the Trump Tax Cuts Permanent: Cuts to Social Security & Medicare; Corporations Paying Zero in Taxes

Here are some statements that critics of the tax law that Congress is considering making permanent might make. For each, please indicate if that concerns you a great deal, somewhat, a little, or does not concern you at all.

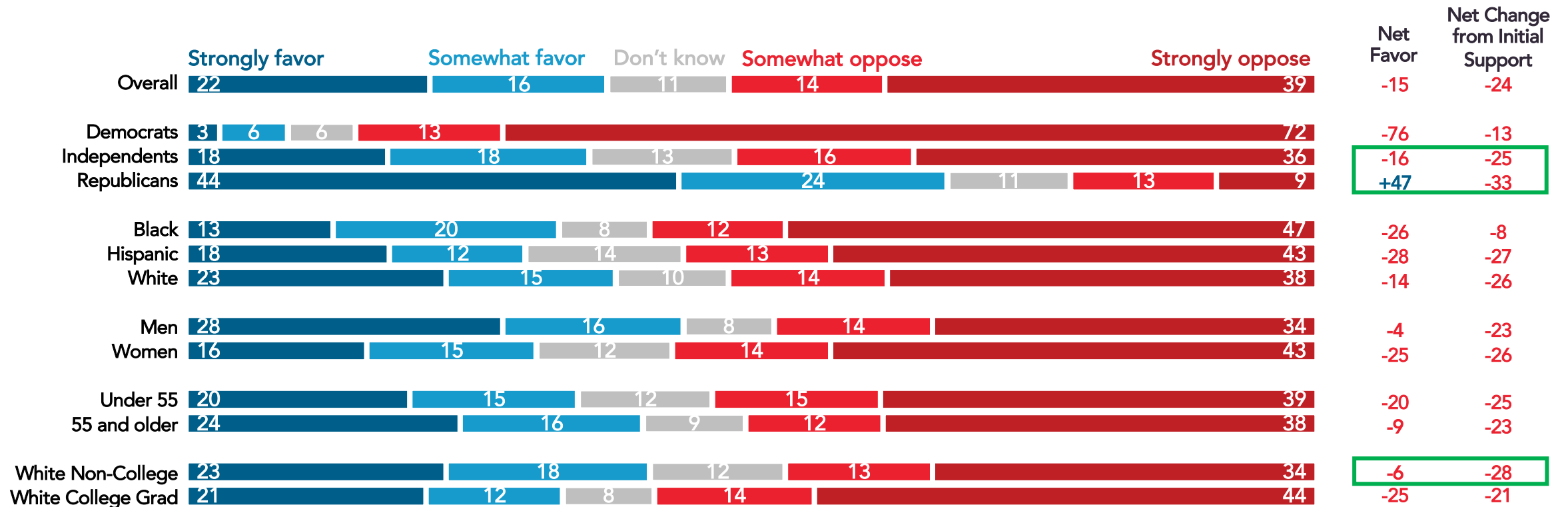


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# Support For Making the Trump Tax Cuts Permanent Drops a Net 24 Points After Messaging

Independents, Republicans, and white non-college educated voters shift most in opposition to the tax law after messaging.

Once again, do you favor or oppose Congress making the 2017 tax law permanent?

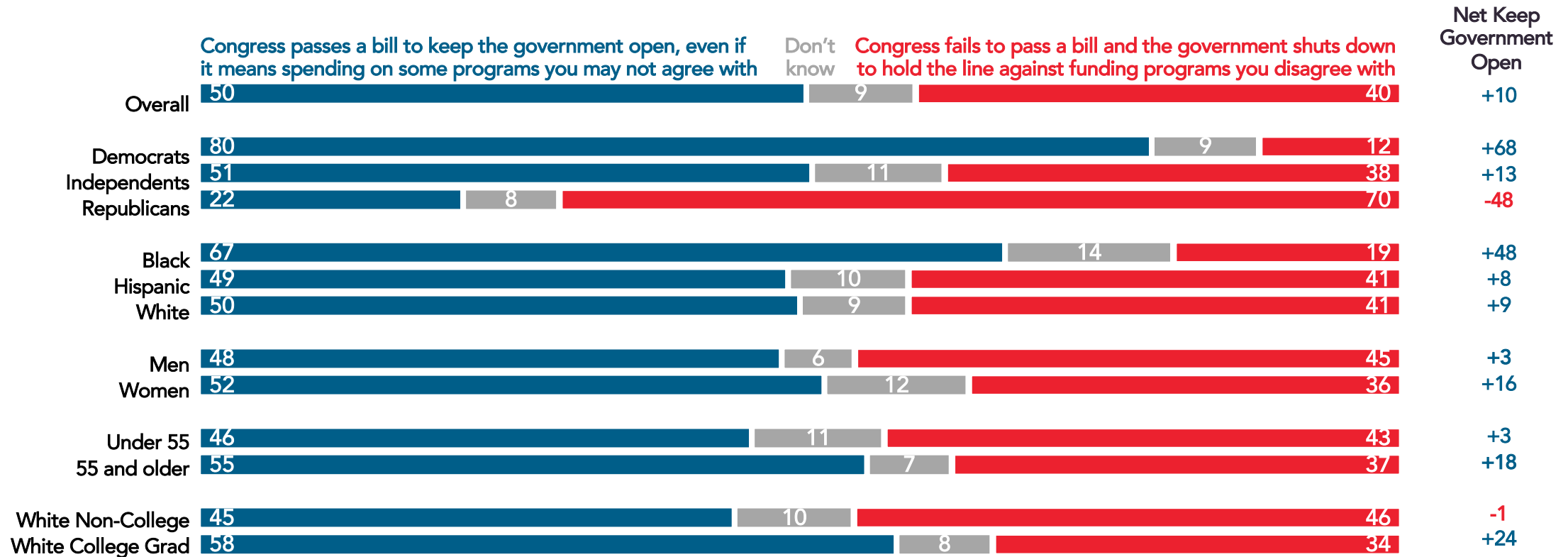


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# Voters Want Congress To Pass a Spending Bill And Keep The Government Open

In September of this year, Congress must pass legislation to fund the federal government. If Congress fails to do this, the federal government will shut down until Congress passes these spending bills. Which do you prefer?



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# Appendix: Congressional Districts Included In Sample

AK-01	CO-08	IN-01	NE-02	NY-17	PA-07
AZ-01	CT-05	KS-03	NH-01	NY-18	PA-08
AZ-06	FL-07	ME-02	NJ-07	NY-19	PA-17
CA-13	FL-13	MI-03	NM-02	NY-22	TX-15
CA-22	FL-27	MI-08	NV-03	OH-01	VA-02
CA-27	IA-01	MI-10	NV-04	OH-09	VA-07
CA-40	IA-02	MN-02	NY-01	OH-13	WA-03
CA-41	IA-03	MT-01	NY-02	OR-05	WA-08
CA-45	IL-13	NC-01	NY-03	OR-06	WI-01
CA-49	IL-17	NC-13	NY-04	PA-01	WI-03
CO-03					

# navigating *the* \* **battleground**

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## About Navigator and Navigating the Battleground

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. **Navigating the Battleground** is a project designed to understand messaging nuances in different types of battleground geographies, led by pollsters from Impact Research along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; 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

Impact Research conducted public opinion surveys among a sample of 1,500 likely 2024 general election voters from July 6-12, 2023. The survey was conducted by a mix of text-to-web (74 percent) and an opt-in, online panel (26 percent). Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the 61 congressional districts included in the sample across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 2.5 percentage points. The margin for error for subgroups varies and is higher.

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To learn more about Navigator  
or Navigating the Battleground:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter