

navigator*

Tuesday, October 15th

Health Care and Taxes:
A Guide for Advocates



Credit: Doidam/Shutterstock

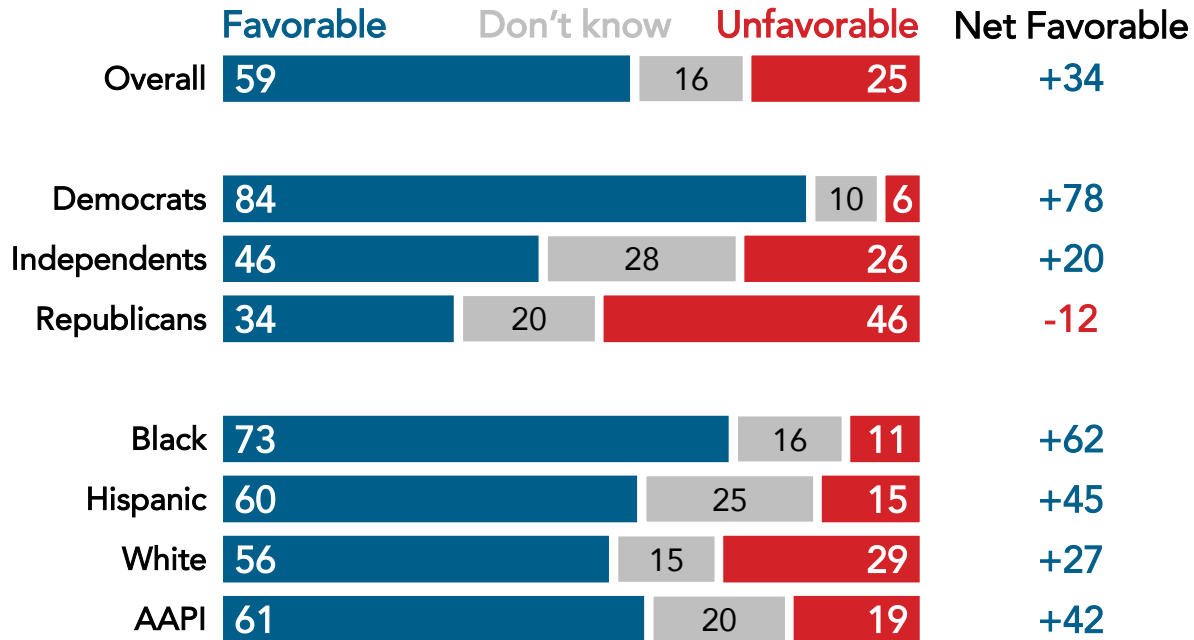
Key Takeaways:

- On health care costs, “lowering” or “reducing” premiums or “stopping premiums from going up” is more effective language than focusing on technical details around APTCs.
- On taxes, tax cuts for working people and the middle class and making the rich and big corporations pay their fair share in taxes are the most supported policies.
- A majority of Americans oppose the 2017 Trump tax law and are most likely to call it “Trump and Republicans’ tax cuts for the rich and big corporations.”
- Nearly three in five Americans would prefer Congress prioritize extending ACA subsidies over extending the 2017 Trump tax law next year.

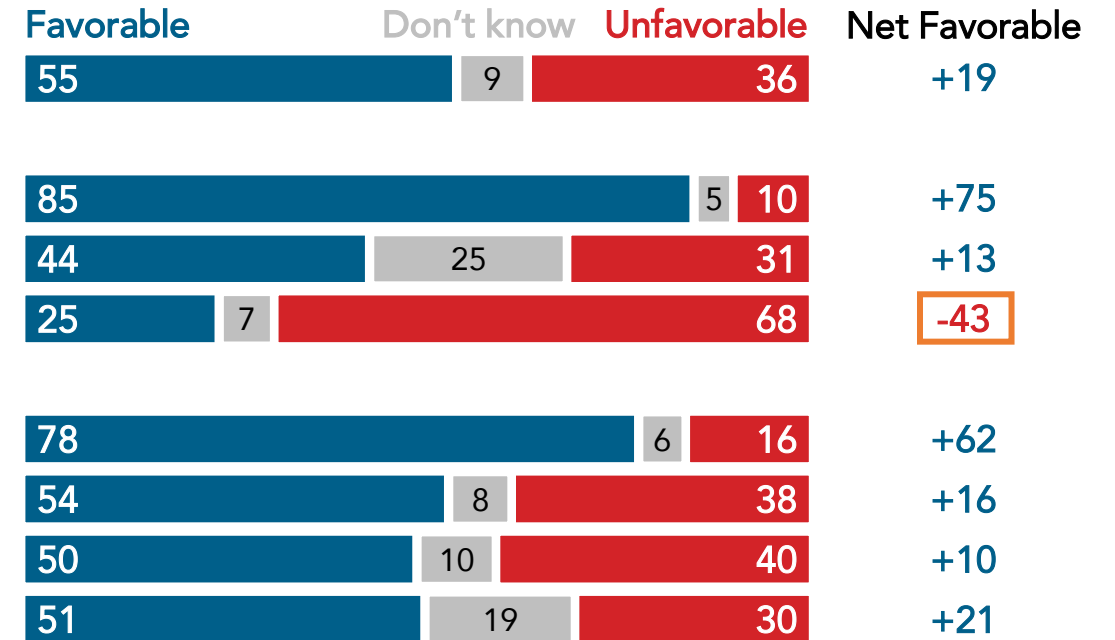
Views of the "Affordable Care Act" Remain More Positive than Views of "Obamacare"

While majorities are favorable towards both, Americans across party lines hold more favorable views of "The Affordable Care Act" (net +34 support) than "Obamacare" (net +19), with the gap driven especially by Republicans (net -12 vs. net -43).

(Split sample) Please indicate how favorable or unfavorable you are to: The Affordable Care Act.



(Split sample) Please indicate how favorable or unfavorable you are to: Obamacare.



Nationwide survey of 1,000 registered voters conducted October 3-October 7, 2024. For more info, visit navigatorresearch.org.

Medicare Negotiating for Lower Prescription Drug Costs Is Popular, No Matter the Language

Overwhelming majorities of Americans across partisan and racial lines support allowing Medicare* to negotiate for lower prescription drug costs, ranging from four in five independents (79% support) to more than nine in ten Democrats (94%).

Do you support or oppose allowing Medicare to negotiate for lower prescription drug costs?*

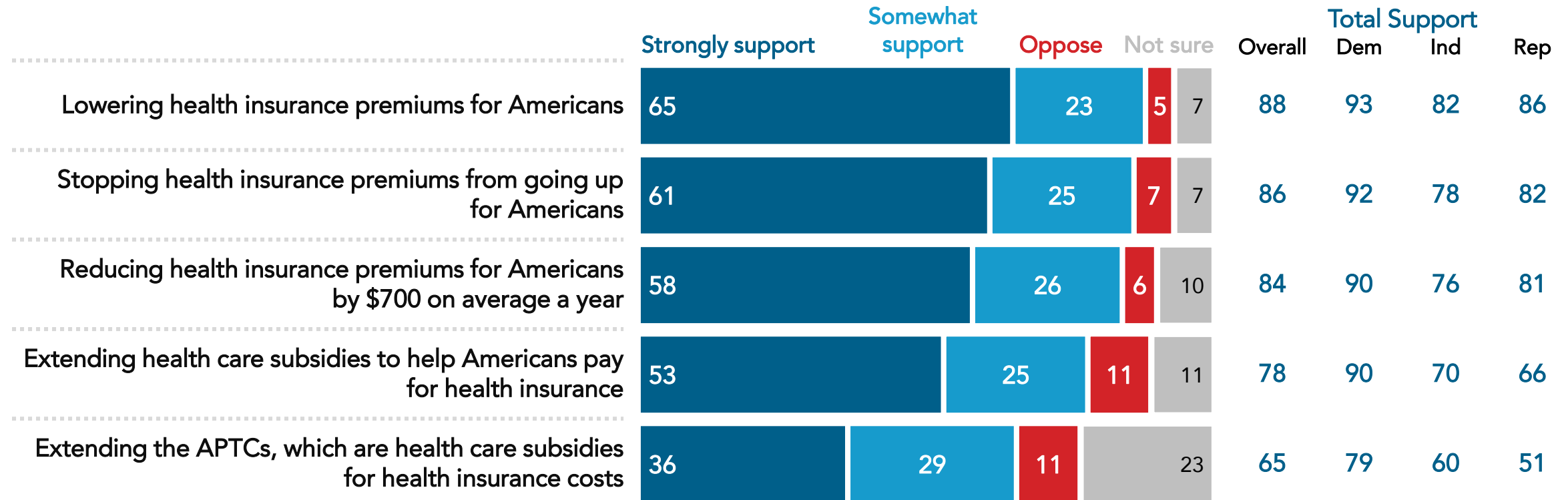


*Half of respondents were shown question text of "Do you support or oppose allowing Medicare to negotiate for lower prescription drug costs?" while the other half saw "Do you support or oppose the government negotiating for lower prescription drug costs?" Results were combined due to lack of differentiation. Nationwide survey of 1,000 registered voters conducted October 3-October 7, 2024. For more info, visit navigatorresearch.org.

“Lowering,” “Reducing,” or “Stopping Health Insurance Premiums from Going Up” More Popular Than Technical Language on APTCs

Nearly one in four Americans say they are “not sure” whether they support or oppose extending APTCs (65% support, 23% not sure), whereas “lowering health insurance premiums for Americans” is both more understood and more supported (88% support, 7% not sure).

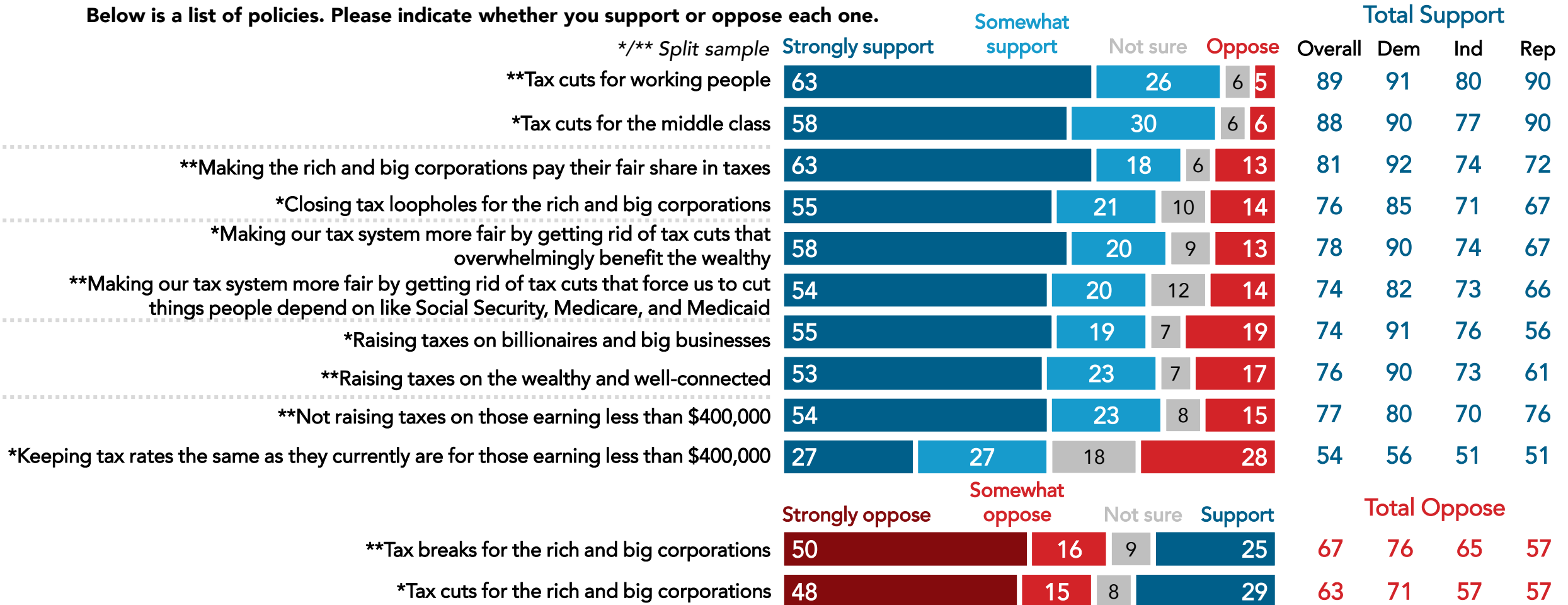
Below are some potential actions Congress could take when it comes to health care. Please indicate whether you support or oppose each one.



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Tax Cuts for Working People/Middle Class, Making the System Fairer By Taxing the Rich Are Most Popular

Below is a list of policies. Please indicate whether you support or oppose each one.



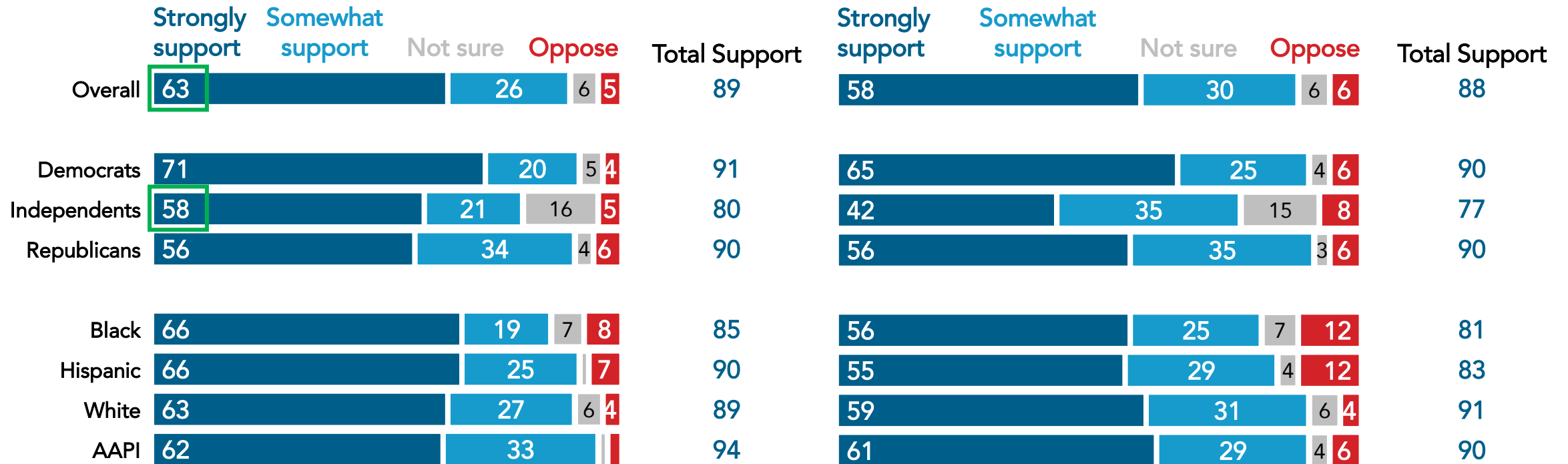
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“Working People” More Compelling Language than “Middle Class” on Tax Cuts

Americans are more likely to say they strongly support tax cuts for “working people” (63% strongly support) than tax cuts for the “middle class” (58%), driven by a difference among independents (58% vs. 42%).

Please indicate whether you support or oppose:
Tax cuts for **working people**.

Please indicate whether you support or oppose:
Tax cuts for **the middle class**.



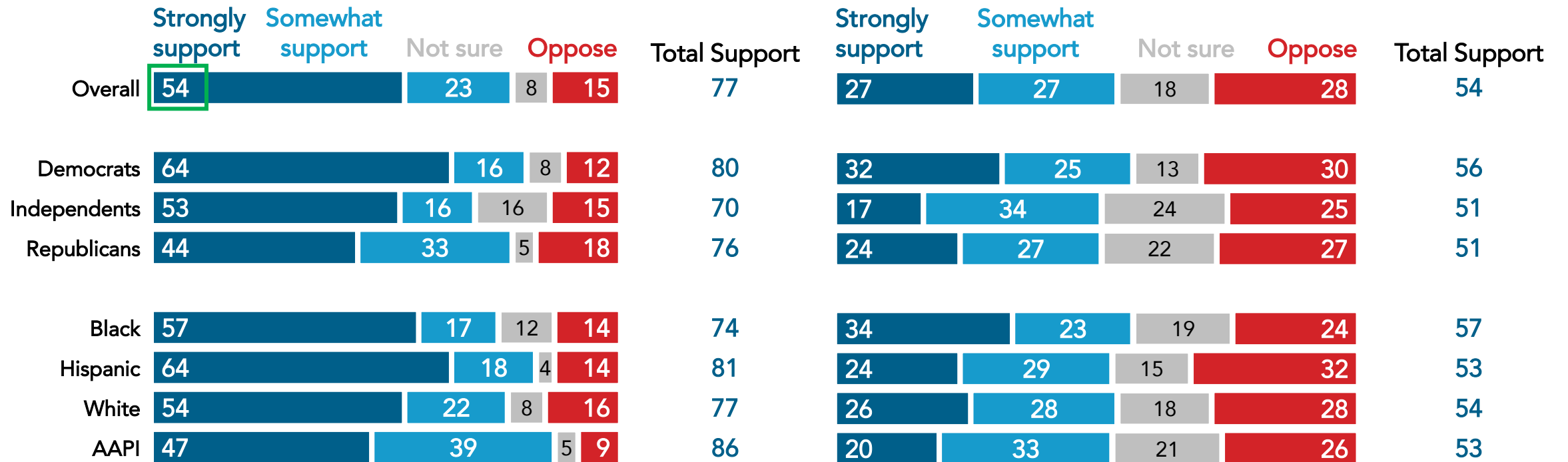
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“Not Raising Taxes” Better Than “Keeping Tax Rates the Same” for Those Earning Less Than \$400,000 a Year

Americans across party and racial lines are far more likely to say they strongly support “not raising taxes” on those earning less than \$400,000 a year (54% strongly support overall) than “keeping tax rates the same” for this group (27%).

Please indicate whether you support or oppose: **Not raising taxes** on those earning less than \$400,000.

Please indicate whether you support or oppose: **Keeping tax rates the same as they currently are** for those earning less than \$400,000.



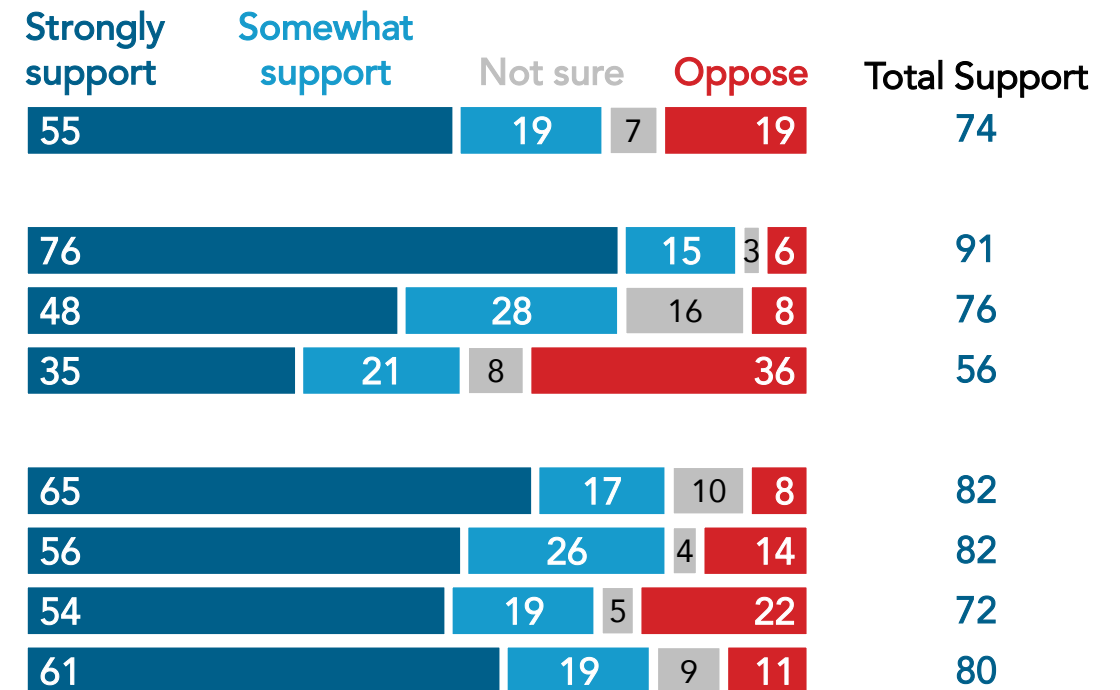
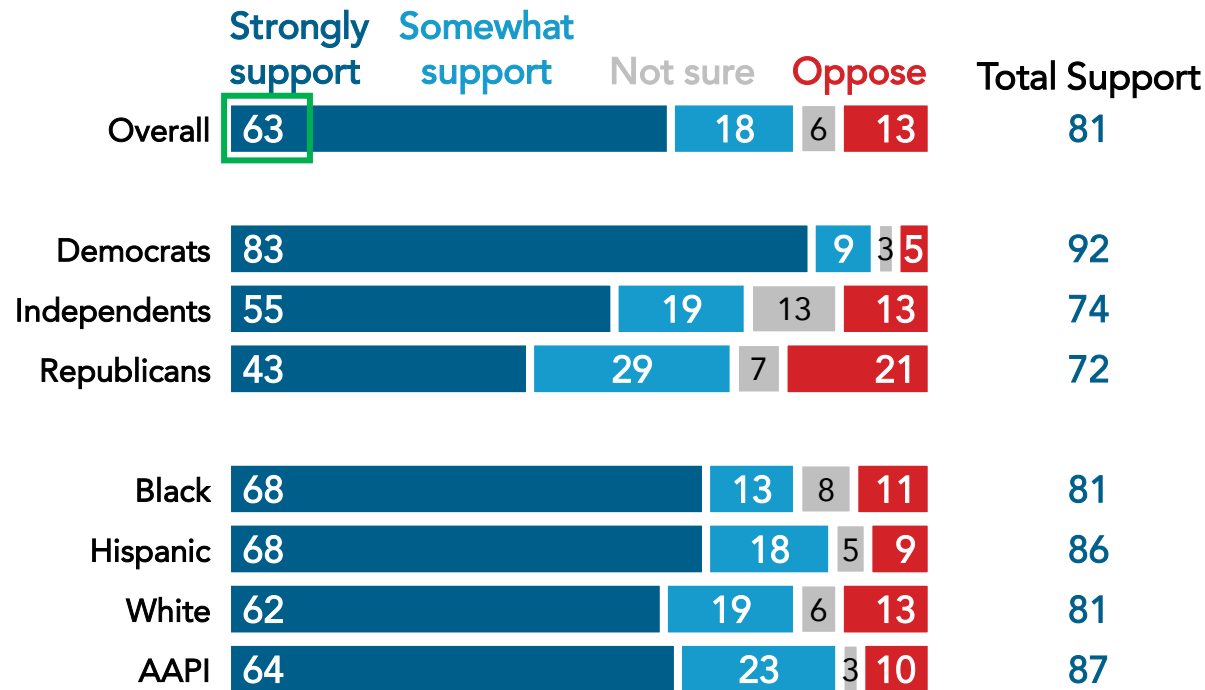
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Language Around the Rich Paying Their “Fair Share” in Taxes Drives Up Support for Raising Taxes on the Wealthy

Americans are more likely to say they support “making the rich and big corporations pay their fair share in taxes” (81% support) than “raising taxes on billionaires and big businesses” (74%).

Please indicate whether you support or oppose: Making the rich and big corporations **pay their fair share in taxes.**

Please indicate whether you support or oppose: Raising taxes on **billionaires and big businesses.**



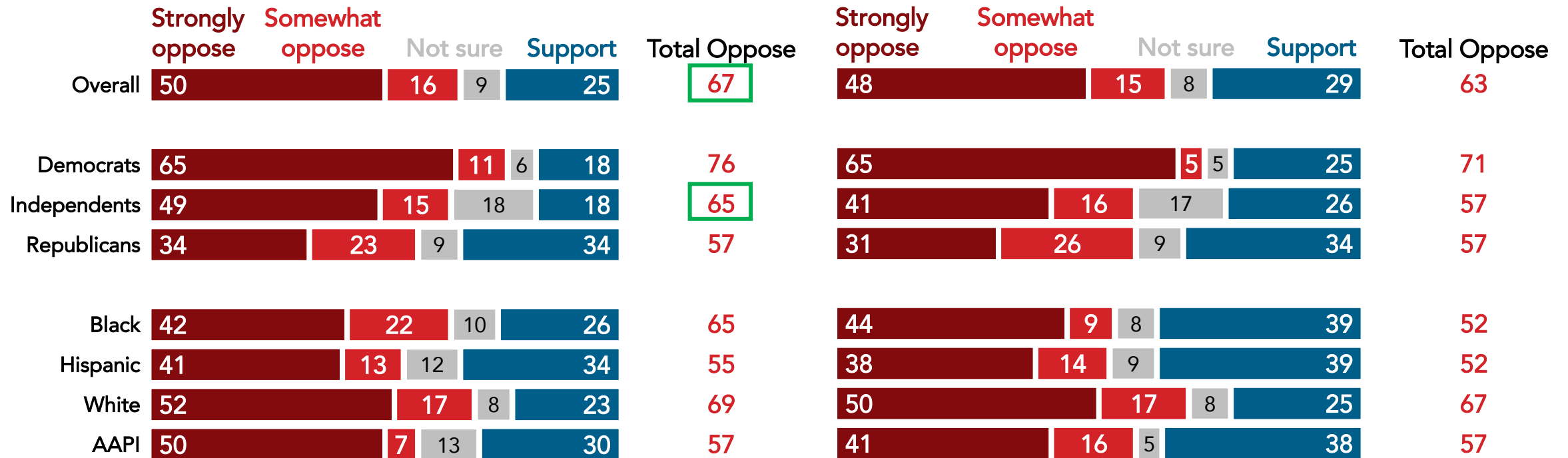
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“Tax Breaks” for the Rich More Opposed Than “Tax Cuts”

“Tax breaks” for the rich and big corporations inspire more opposition (67% total oppose) than “tax cuts” (63%). Independents drive that differentiation (65% of independents oppose “tax breaks” for the rich, 57% “tax cuts” for the rich).

Please indicate whether you support or oppose: Tax **breaks** for the rich and big corporations.

Please indicate whether you support or oppose: Tax **cuts** for the rich and big corporations.



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Majorities Oppose the 2017 Trump Tax Law, Pluralities Call It “Tax Cuts for the Rich and Big Corporations”

Republicans are the only partisan, racial, or income group that supports the 2017 Republican tax law (net +18 support).

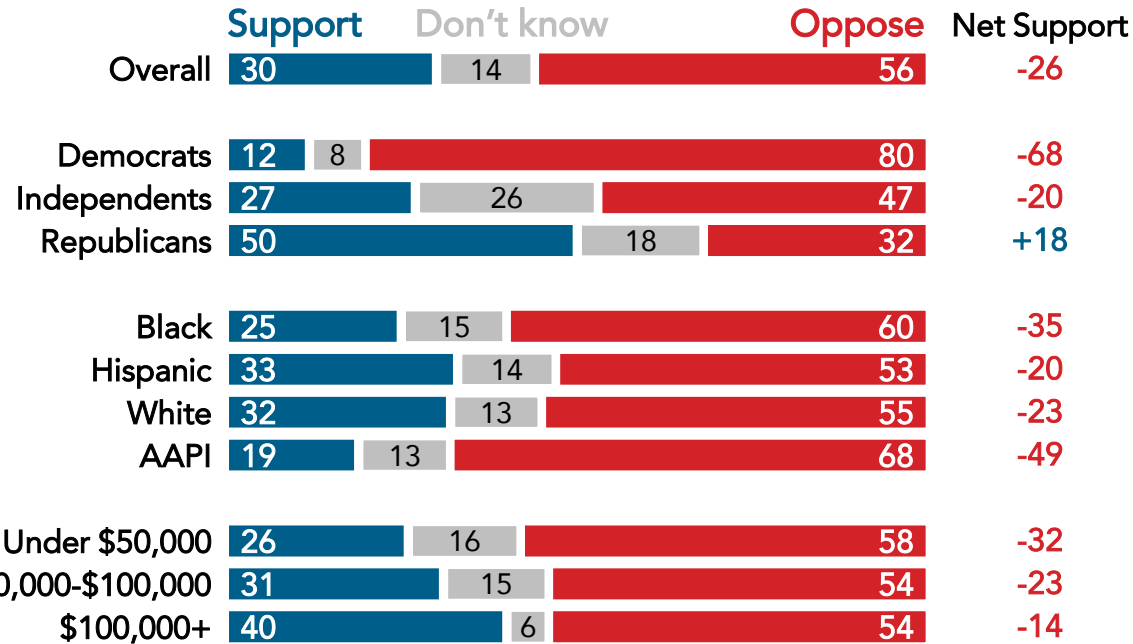
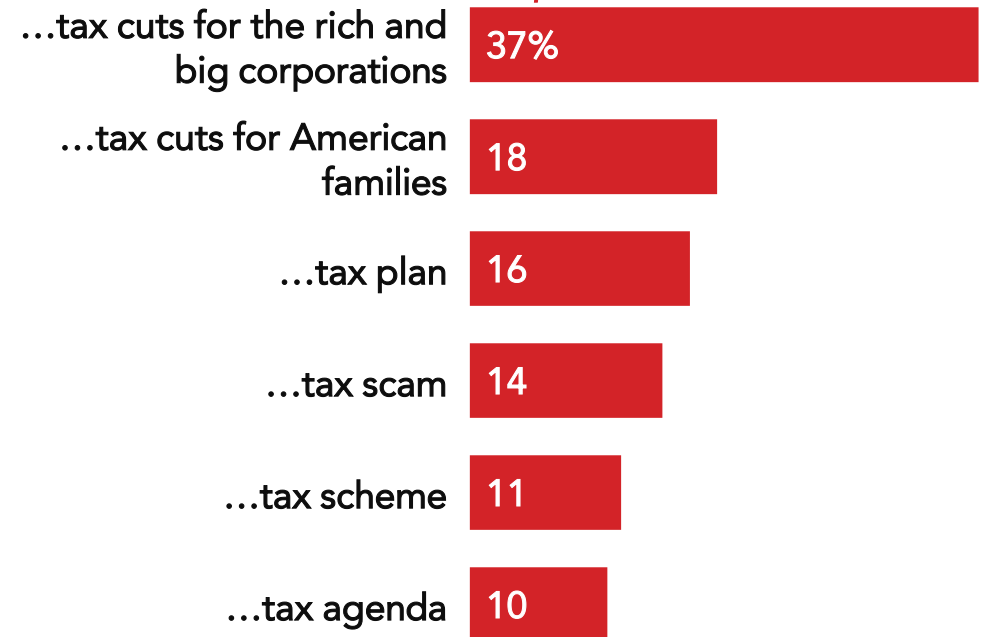
- Most Americans in households making \$100,000 or more per year oppose the law (54%).

As you may know, in 2017, Donald Trump and Republicans passed a tax law that cut corporate tax rates as well as personal income and estate taxes that disproportionately benefited the wealthiest Americans. Do you support or oppose this tax law?

Which of the following best describe the 2017 tax law that Donald Trump and Republicans passed?

Trump and Republicans’...

% top two

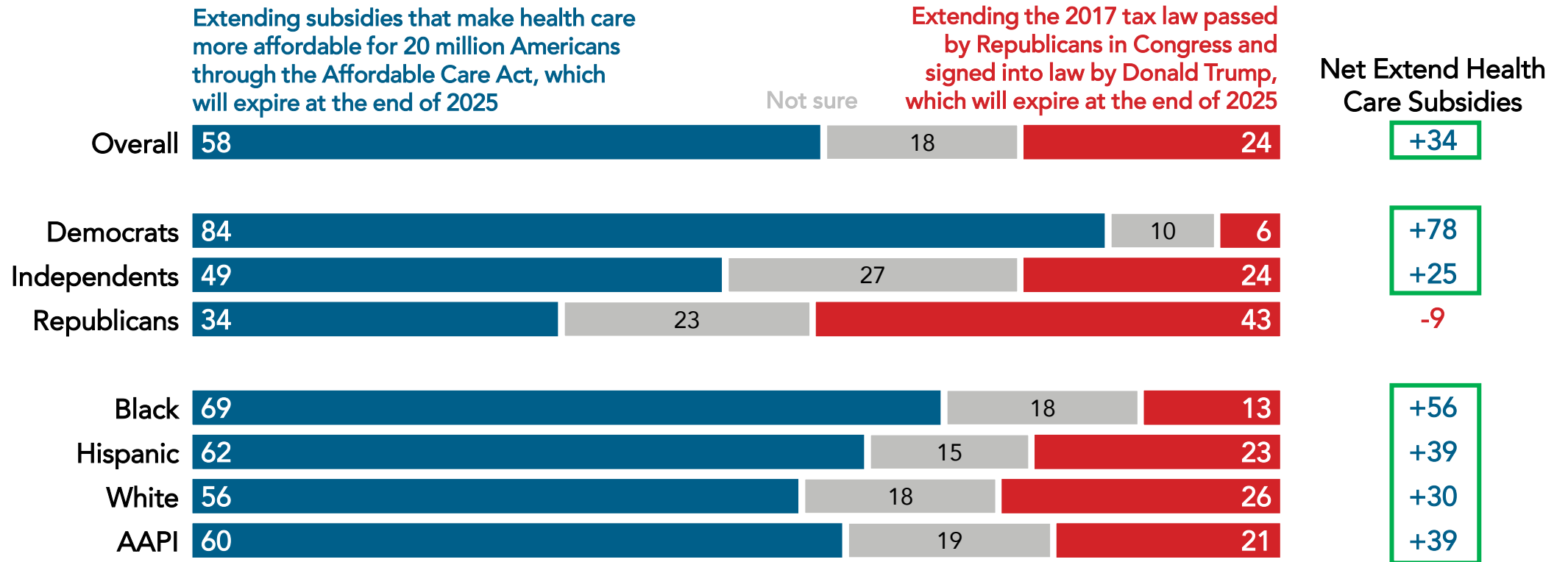


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Nearly Three in Five Would Prefer Congress Extend ACA Subsidies Over Extending the 2017 Trump Tax Law

More than four in five Democrats (84%), roughly half of independents (49%), and large majorities across racial lines would prefer that Congress prioritize extending subsidies to make health care more affordable through the ACA over extending the 2017 tax law.

Which of the following would you prefer Congress prioritize getting done next year?



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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: 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

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from October 3-October 7, 2024. 100 additional interviews were conducted among Hispanic voters. 72 additional interviews were conducted among Asian American and Pacific Islander voters. 99 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. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin of error for subgroups varies and is higher.

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<http://navigatorresearch.org>

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