

navigator*

Wednesday, January 8th

Trump's Tax Plan: A Guide for Advocates



Credit: Shutterstock/Darko 1981

Key Takeaways:

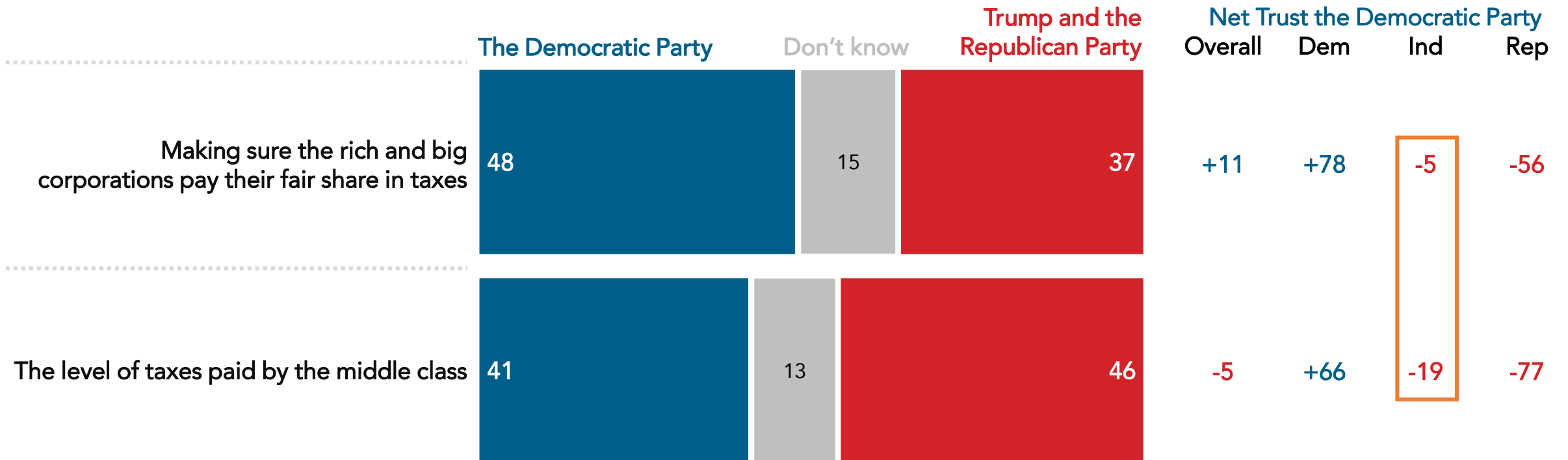
- Democrats are more trusted to make sure the rich and big corporations pay their fair share in taxes, while Trump and Republicans are more trusted to handle the level of taxes paid by the middle class.
- Only one in five have heard “a lot” about Trump’s tax plan, with Americans divided along party lines on initial support.
- The framing of Trump’s tax plan is critical: framing the plan as giving “tax cuts to the rich and big corporations while shifting the burden to the middle class” drives opposition up to more than three in five Americans, while Republican messaging drives support up to a similar level.

Democrats Have a Much Stronger Position on Taxing the Rich Than on the Level of Taxes Paid by the Middle Class

Americans trust Democrats more on “making sure the rich and big corporations pay their fair share in taxes” (net +11 trust Democrats more), while Republicans hold an advantage on “the level of taxes paid by the middle class” (net +5 Trump and Republicans).

- Among independents, Trump and the Republican Party have an advantage over the Democratic Party on both items.

Please indicate who you personally trust more to handle each one.



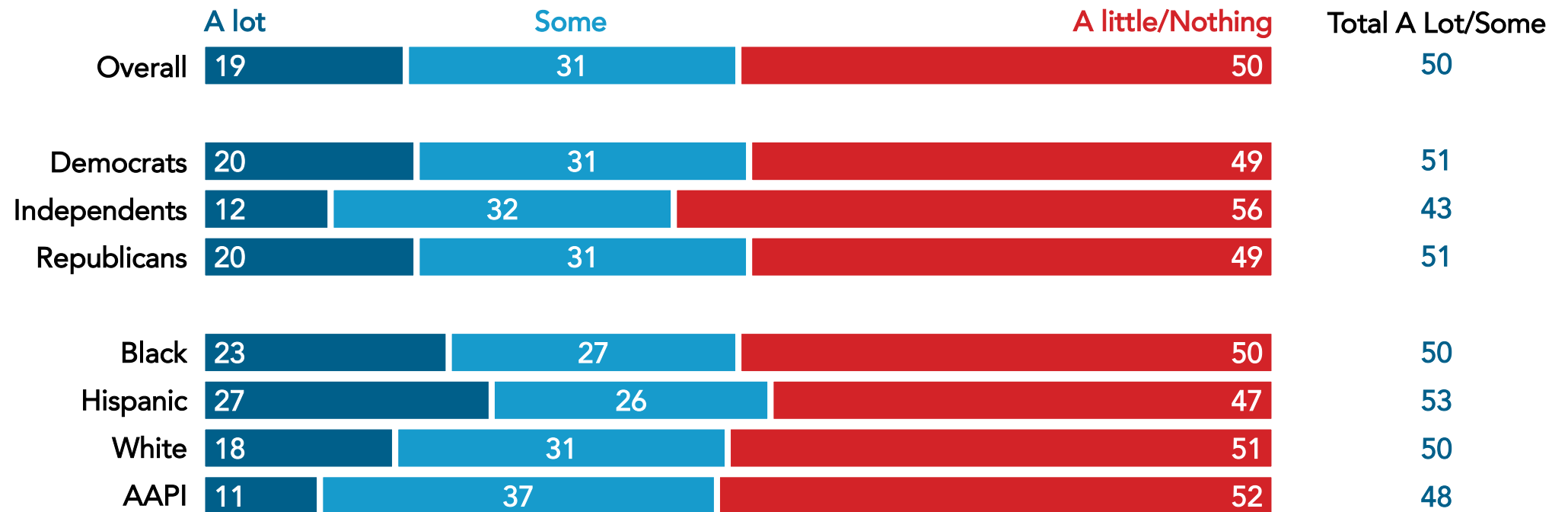
Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit navigatorresearch.org.

Roughly Half of Americans Have Heard About Trump's Tax Plan, Though Only One in Five Have Heard "A Lot"

Equal shares of Democrats and Republicans report that they have heard about Trump's tax plan (51% each report hearing "a lot" or "some" about the plan).

- Only one in five Democrats and Republicans each have heard "a lot" (20% each), and even fewer independents say the same (12%).

How much have you seen, read, or heard about what the Donald Trump administration is planning to do when it comes to taxes?

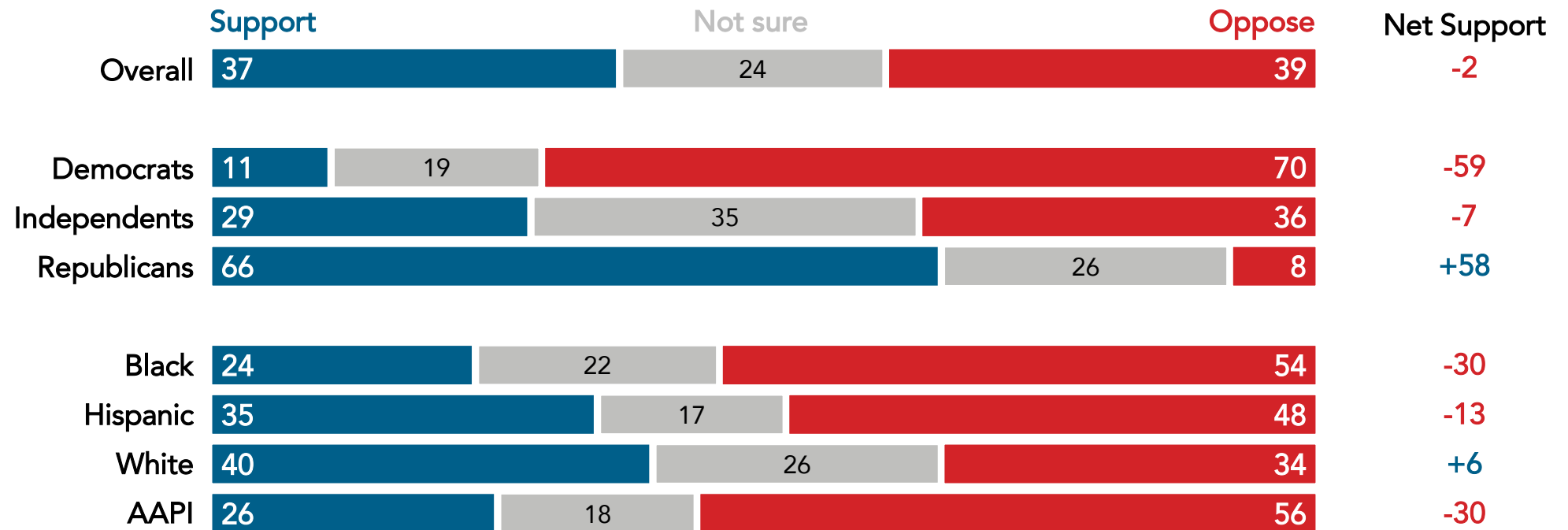


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Americans Are Divided on Trump's Tax Plan When Asked Without a Description

Views of Trump's tax plan are polarized along partisan lines, as seven in ten Democrats oppose the plan (net -59 support) and two in three Republicans support it (net +58 support).

Do you support or oppose Trump's tax plan?



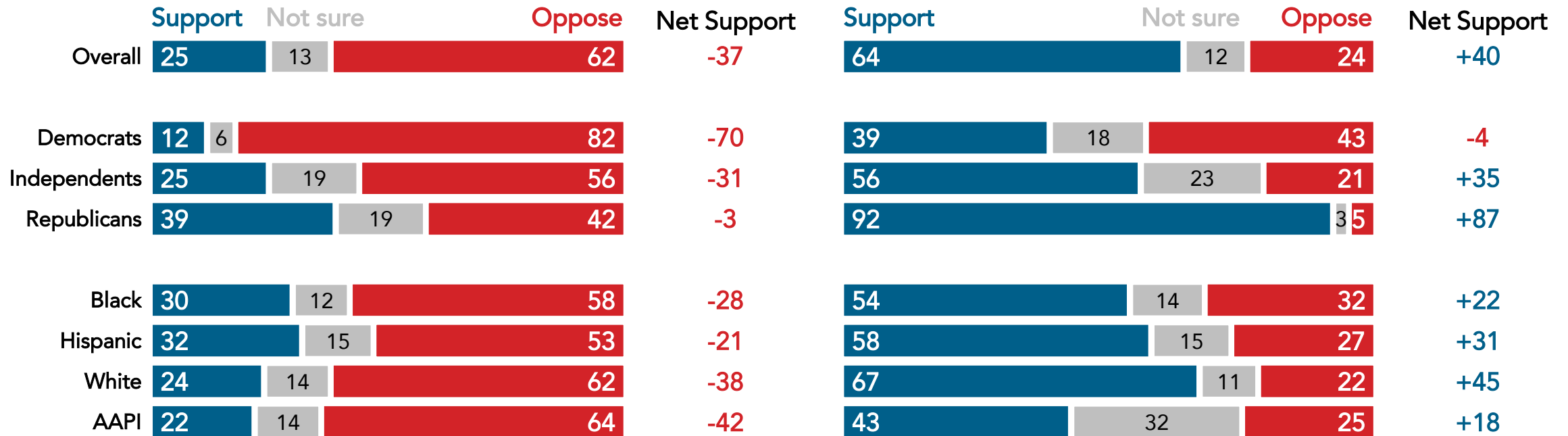
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Framing the Trump Tax Plan Matters a Lot – Opinion Swings Wildly Depending on Which Party Frames the Debate

Framing Trump’s tax plan as giving “tax cuts to the rich and big corporations while shifting the burden to the middle class” drives opposition up to more than three in five Americans (62% oppose), while Republican messaging drives support up to a similar level (64% support).

[Democratic messaging] Do you support or oppose Trump’s tax plan, which will give tax cuts to the rich and big corporations while shifting the burden to the middle class?

[Republican messaging] Do you support or oppose Trump’s tax plan, which will lower taxes for everyone and unleash American business to improve our economy and bring down costs?



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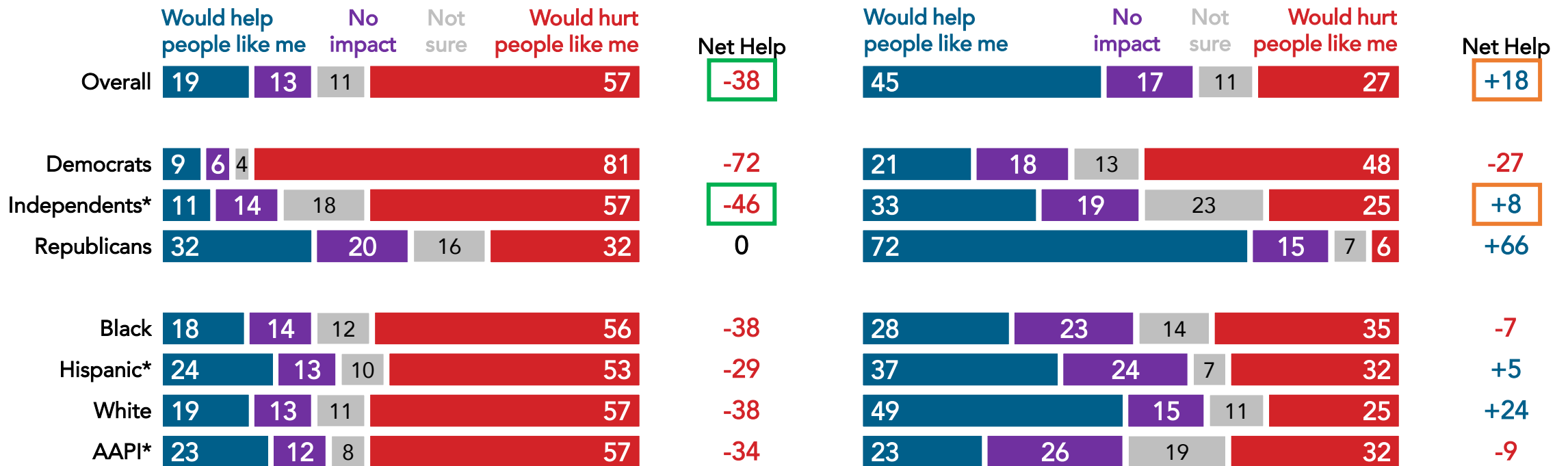
Democratic Messaging on Trump's Tax Plan Leads Most to Say It Would Hurt People Like Them; GOP Messaging Is Less Effective

After reading Democratic messaging about Trump's tax plan, nearly three in five (57%) say it "would hurt people like me." By comparison, after reading Republican messaging about the plan, only a plurality (45%) say it "would help people like me."

How do you think Trump's tax plan would impact people like you?

[If read Democratic messaging about Trump's tax plan]

[If read Republican messaging about Trump's tax plan]

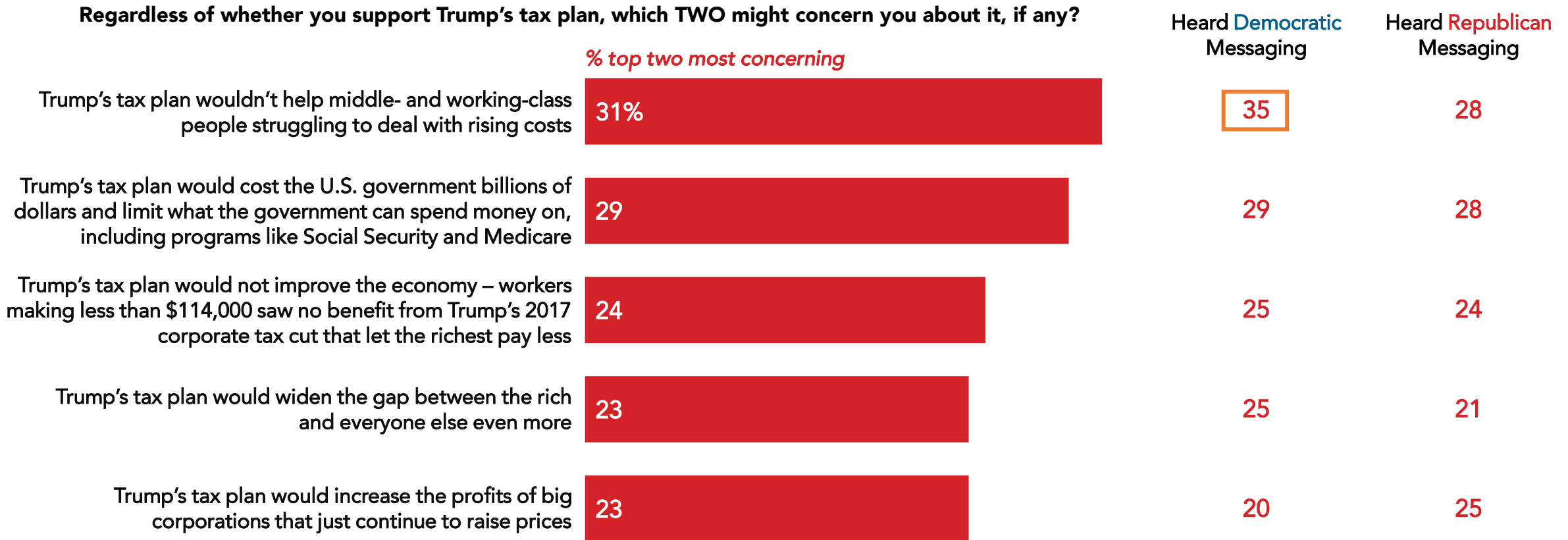


*Small sample size; results are directional. Nationwide survey of 1,000 registered voters conducted December 5-December 8, 2024. For more info, visit navigatorresearch.org.

Biggest Concerns on Trump's Tax Plan: Not Helping the Middle Class, Danger to Programs Like Social Security and Medicare

Among those who read Democratic messaging about Trump's tax plan, the top concern was that it "wouldn't help middle- and working-class people struggling to deal with rising costs" (35% top two concern).

Regardless of whether you support Trump's tax plan, which TWO might concern you about it, if any?



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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 December 5-December 8, 2024. 100 additional interviews were conducted among Hispanic voters. 72 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. 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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To learn more about Navigator:

<http://navigatorresearch.org>

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