

# navigator\*

Friday, February 14<sup>th</sup>

Taxes:  
A Guide for Advocates



Credit: Shutterstock/Darko 1981

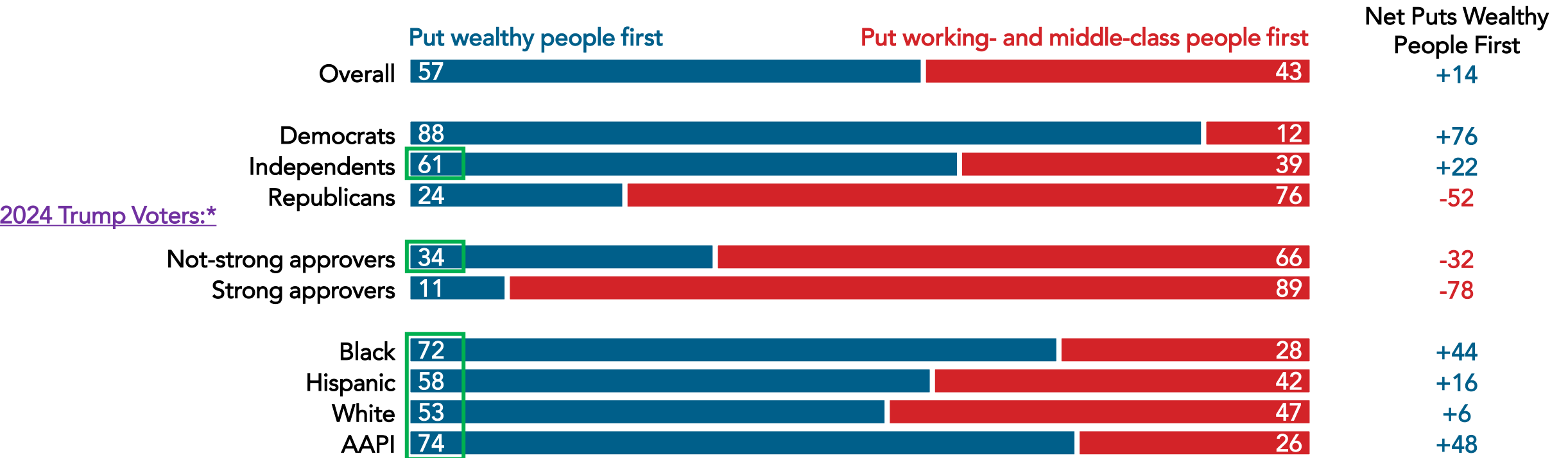
## Key Takeaways:

- Three in five Americans believe Donald Trump's policies put wealthy people first, and four in five believe the Republican Party looks out for wealthy Americans, big corporations, billionaires, and CEOs.
- However, only a slightly higher share of Americans believe the Democratic Party looks out for the middle class than say the Republican Party does, and Americans are nearly as likely to think the Democratic Party looks out for the wealthy as they look out for the middle class.
- When it comes to the Trump and Republican tax plans, Americans are more concerned about new tax breaks for the rich than a continuation of previous tax cuts for the rich from their 2017 plan.
- Pluralities oppose Trump and Republicans' tax plans from the start, with opposition increasing once they learn more.

# Three in Five Americans Say Trump Puts the Wealthy First, Not the Working Class nor the Middle Class

Majorities of independents (61%) and Americans across racial and ethnic lines believe his policies put wealthy people first instead of working- and middle-class people.

Which do you agree with more: Donald Trump's policies...



\*"2024 Trump, Strong Approvers" are self-reported 2024 Trump voters who strongly approve of the job he's doing as president; "2024 Trump, Not-Strong Approvers" are self-reported 2024 Trump voters who do not strongly approve of the job he's doing as president. Nationwide survey of 1,000 registered voters conducted January 30-February 3, 2025. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Divided By Party, Similarly Narrow Majorities Say Democrats Are Looking Out For Both the Middle Class and the Rich

Independents and 2024 Trump voters who do not strongly approve of the job he is doing as president say Democrats are looking out more for big corporations, wealthy Americans, CEOs, and billionaires than the middle class or working families.

Please indicate whether you think the Democratic Party is looking out for each one economically.

Total Looking Out For

	Looking out for		Not looking out for		Dem	Ind	Rep	Total Looking Out For	
	Looking out for	Not looking out for	Looking out for	Not looking out for				2024 Trump*	2024 Trump*
								Not-Strong Approvers	Strong Approvers
The middle class	58	42	77	42	41	44	39		
Lower-income Americans	57	43	75	44	41	41	40		
Working families	56	44	76	43	37	40	34		
Small businesses	55	45	74	44	38	39	38		
Big corporations	54	46	46	55	62	63	61		
Wealthy Americans	53	47	44	55	62	64	61		
CEOs	53	47	44	59	60	62	59		
Billionaires	52	48	41	55	62	64	62		

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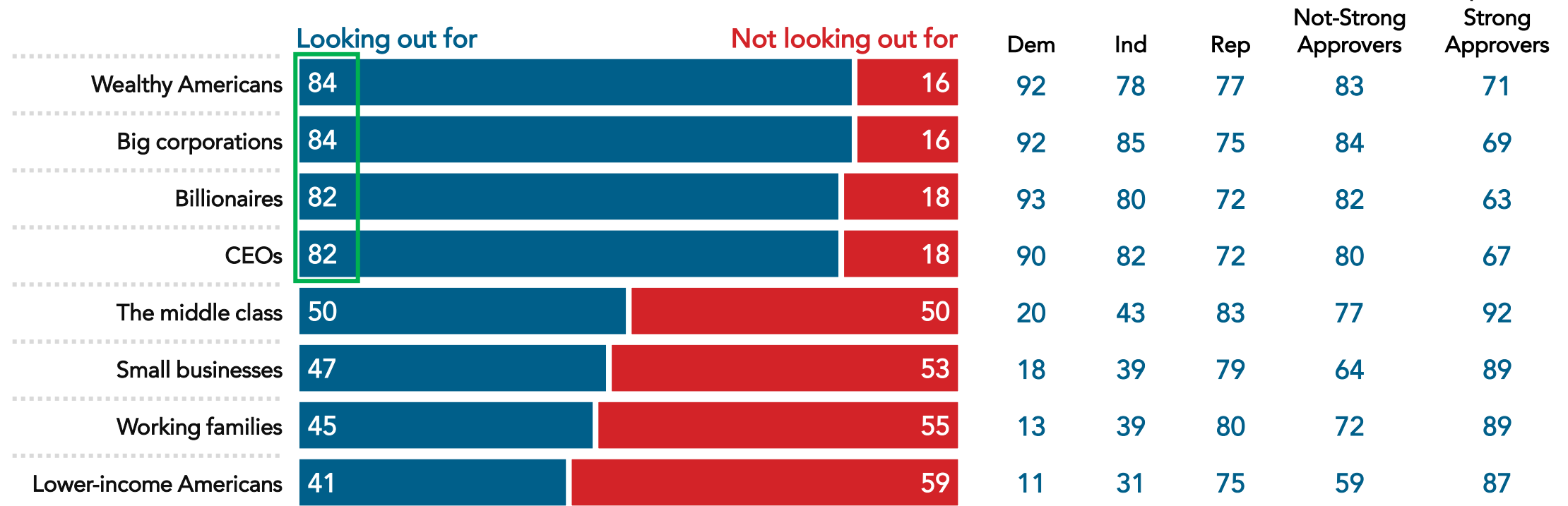
# Four in Five Say Republicans Are Looking Out for the Wealthy; Just Half Say They're Looking Out for the Middle Class

More than four in five Americans say Republicans are looking out for wealthy Americans, big corporations, billionaires, and CEOs, as do roughly four in five independents.

Please indicate whether you think the **Republican Party** is looking out for each one economically.

Total Looking Out For

2024 Trump\*



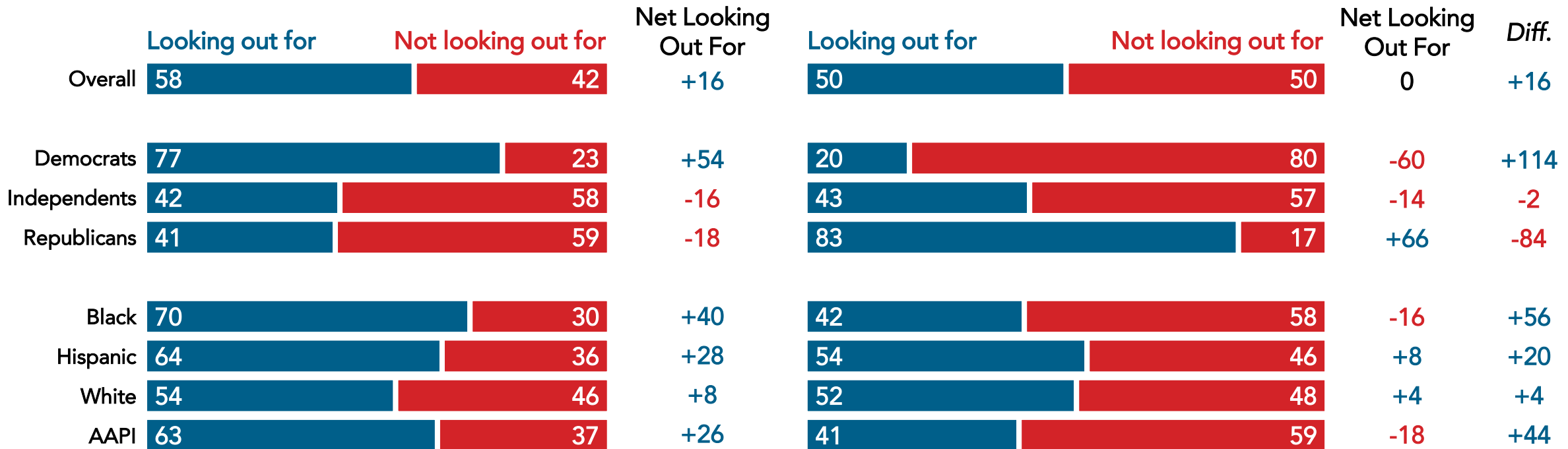
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# Only a Slightly Higher Share Believe the Democratic Party Looks Out for the Middle Class Than Believe the Republican Party Does

Nearly three in five independents think both the Democratic Party (58%) and the Republican Party (57%) are not looking out for the middle class economically.

Please indicate whether you think the **Democratic Party** is looking out for each one economically: The middle class.

Please indicate whether you think the **Republican Party** is looking out for each one economically: The middle class.



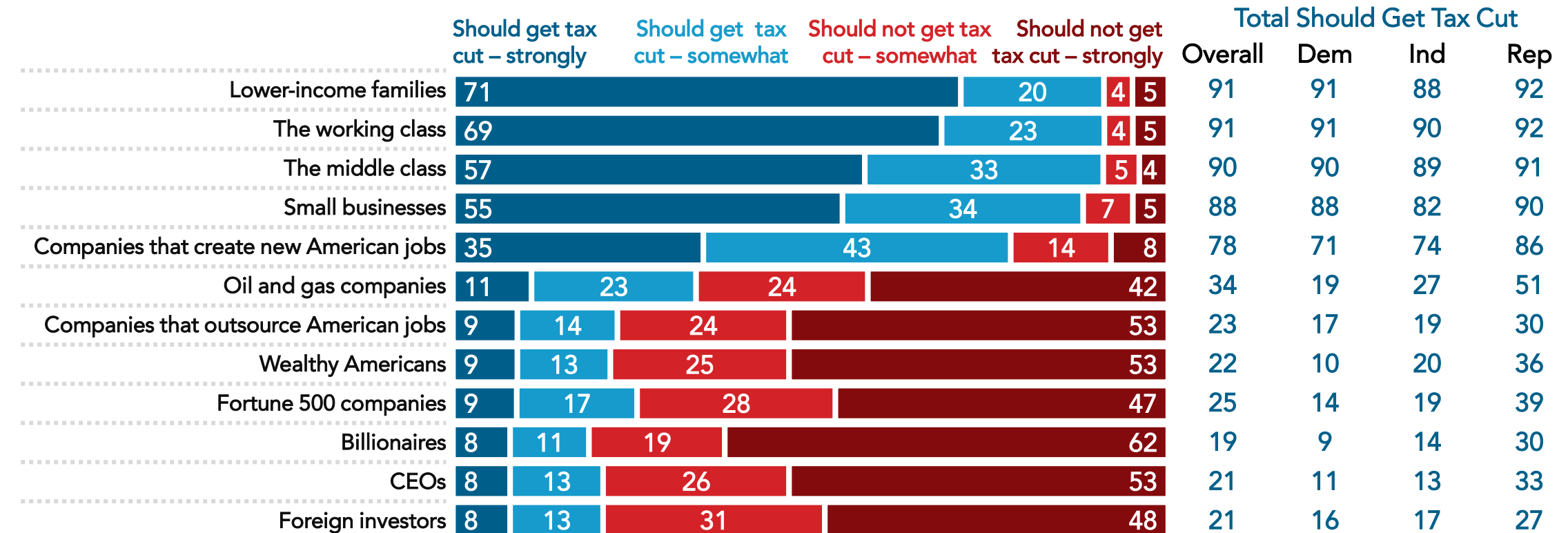
Nationwide survey of 1,000 registered voters conducted January 30-February 3, 2025. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Working/Middle Class, Lower-Income Families Seen As Deserving Tax Cut; Billionaires, CEOs, Foreign Investors Least Deserving

Across party lines, roughly nine in ten Americans believe lower-income families, the working class, and the middle class should get tax cuts.

- More than three in five Americans (62%) say they feel strongly that billionaires should not get a tax cut.

Below is a list of people, groups, and other items. Please indicate whether you think each one should or should not get a tax cut.



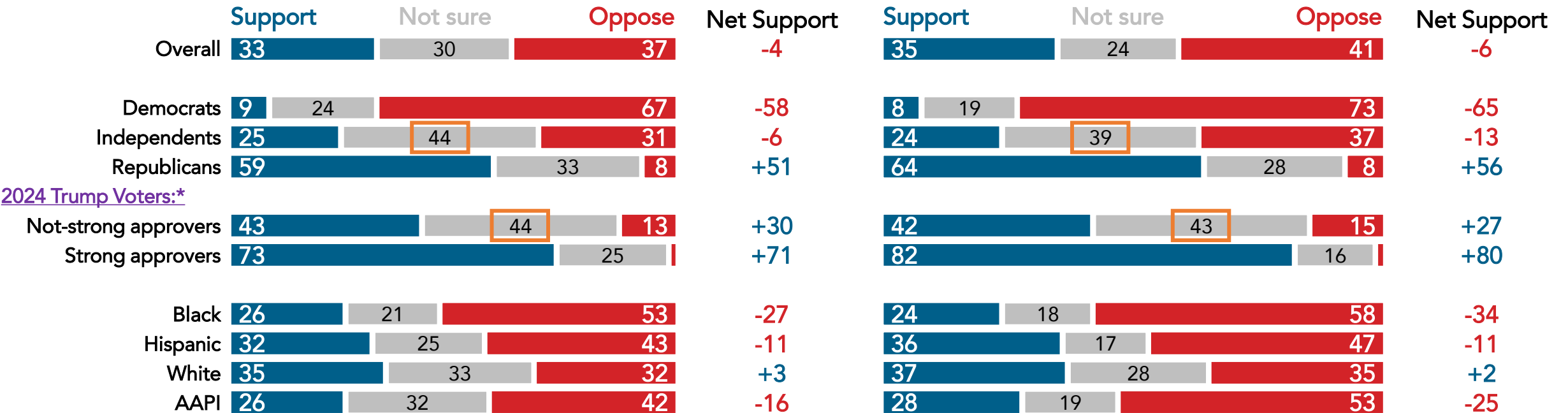
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# Pluralities Oppose Trump and Republicans' 2017 Tax Law and Their New Tax Plan, Though Many Are Unsure About Each One

Pluralities of independents and 2024 Trump voters who do not strongly approve of the job he is doing as president are not sure how they feel about the 2017 tax plan or the new Trump and Republican tax plan.

Do you support or oppose **Trump and Republicans' 2017 tax plan**?

Do you support or oppose **Trump and Republicans' new tax plan**?



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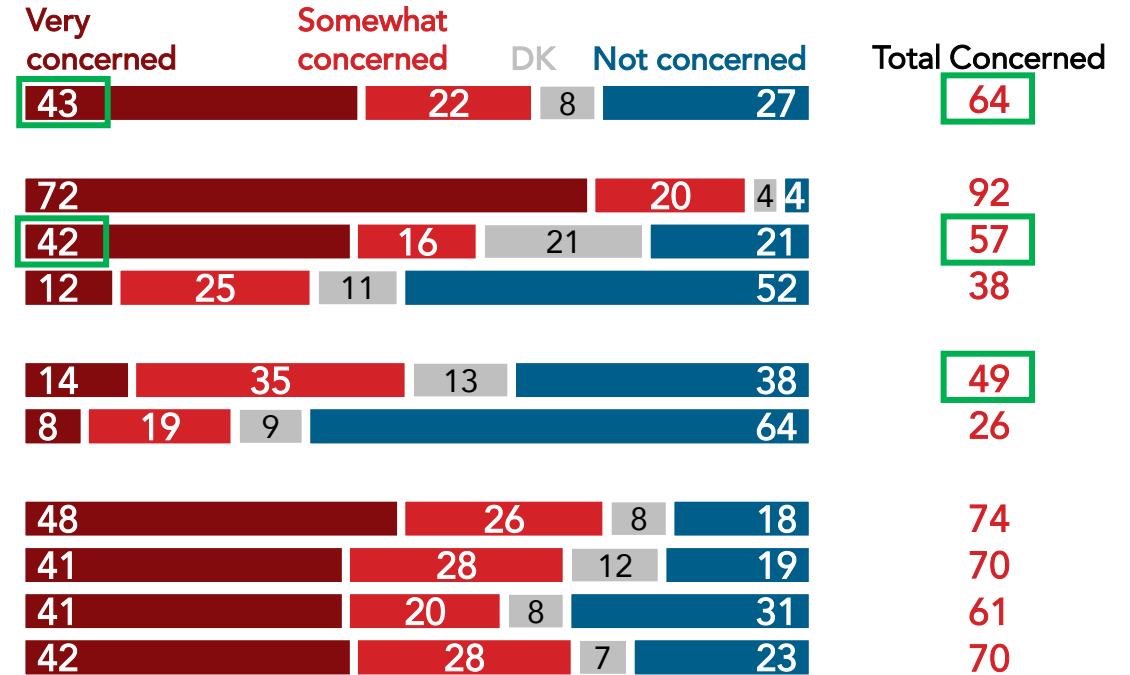
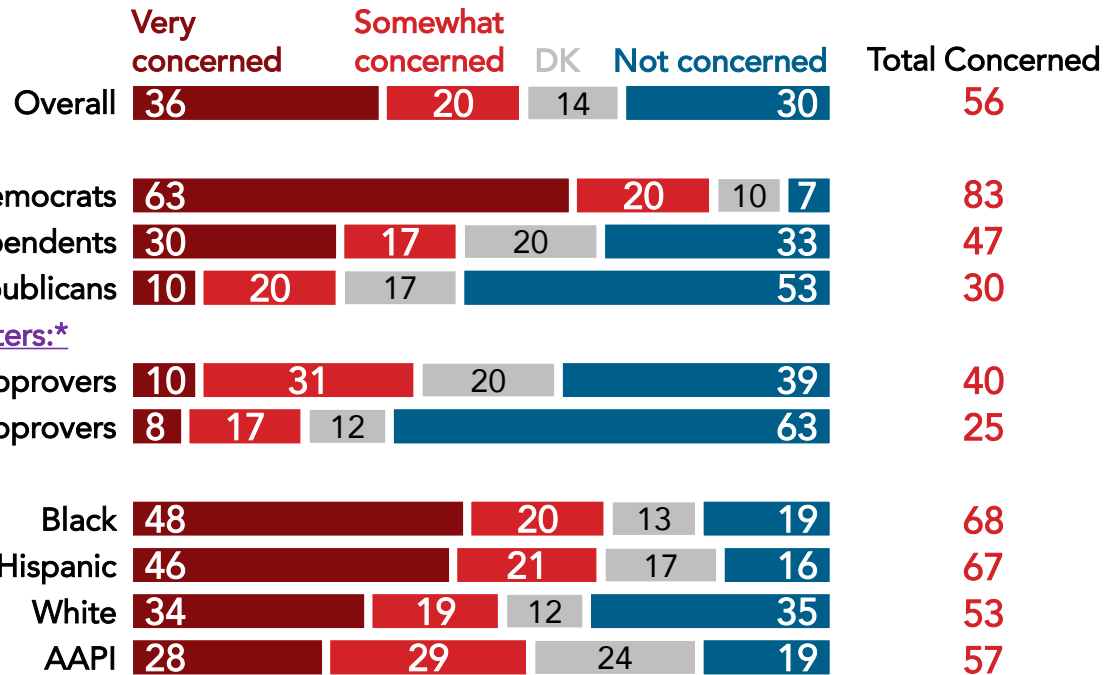
# New Tax Breaks for the Rich Seen as More Concerning Than Extensions of Previous Tax Cuts for the Rich

Majorities of Democrats (92% concerned) and independents (57%) are concerned about the Trump and Republican plan to pass new tax breaks that disproportionately benefit the wealthy and big corporations.

- Intensity of concern is greater for new tax breaks, with 36% “very concerned” about extending previous tax cuts and 43% about passing new tax breaks.

**(Split Sample)** How concerned are you that Trump and Republicans will extend the existing tax cuts they first passed in 2017, which disproportionately benefited the wealthy and big corporations?

**(Split Sample)** How concerned are you that Trump and Republicans are planning to pass new tax plans with tax breaks that disproportionately benefit the wealthy and big corporations?



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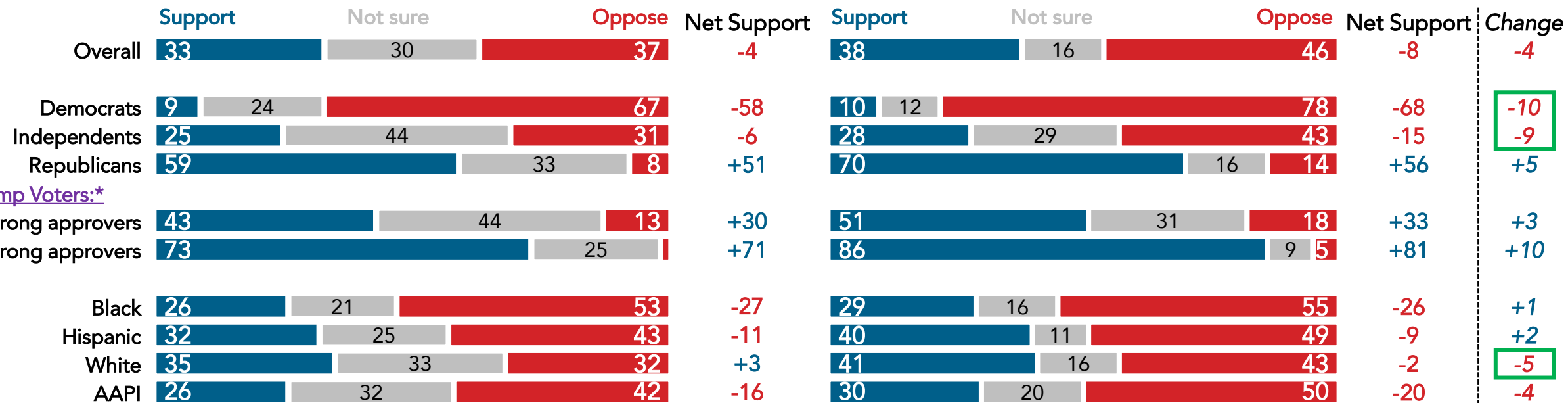
# More Oppose the 2017 Trump and Republican Tax Plan With Explanation, Though Nearly One in Five Are Still Undecided

After learning more, white Americans (net -5 change) and independents (net -9 change) grew more negative towards the 2017 plan.

**2017 Tax Plan Explanation:** As you may know, in 2017, President Trump and Republicans in Congress passed a tax law. Some say that this tax plan gave tax breaks disproportionately to the wealthy and big corporations, giving millionaires and billionaires the biggest tax cuts and widening the gap between the rich and everyone else, while adding trillions to the budget deficit and the national debt. Others say that this tax plan benefited all Americans, including the middle class and working people, by giving tax cuts to all taxpayers, increasing investment, and growing our economy to new highs.

**[Pre-explanation]** Do you support or oppose Trump and Republicans' 2017 tax plan?

**[Post-explanation]** Again... Do you support or oppose Trump and Republicans' 2017 tax plan?



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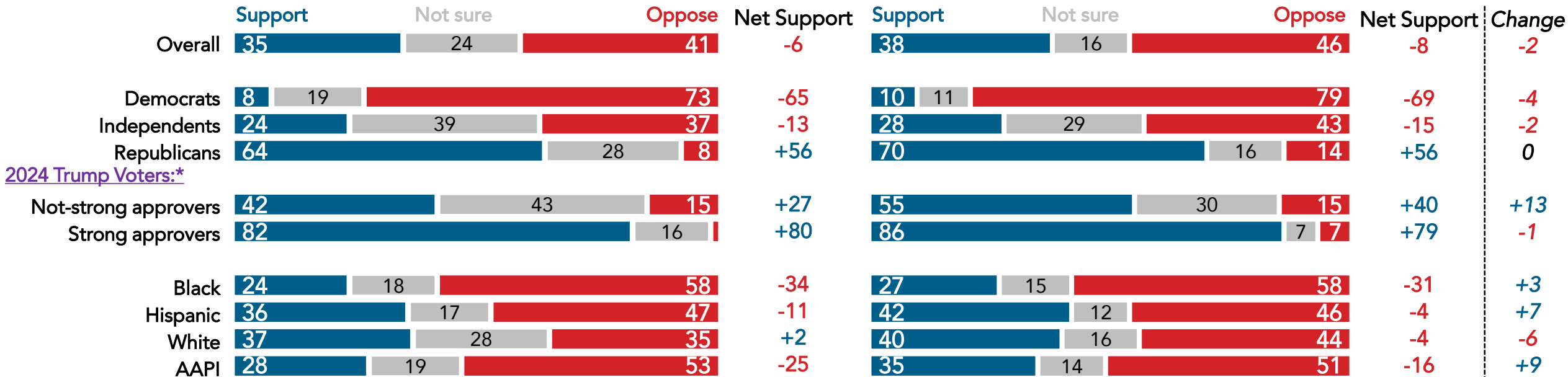
# More Also Oppose Trump and Republicans' New Tax Plan When They Learn Additional Details About It

Pluralities of independents continue to oppose the plan once they learn more (net -15 support).

**New Tax Plan Explanation:** As you may know, President Trump and Republicans in Congress are considering passing a new tax law. Some say that this new tax plan will disproportionately benefit the wealthy and big corporations, giving millionaires and billionaires the biggest tax cuts and widening the gap between the rich and everyone else, while adding trillions to the budget deficit and the national debt. Others say that this tax plan will benefit all Americans, including the middle class and working people, by giving tax cuts to all taxpayers, increasing investment, and improving our economy by allowing companies to grow and innovate with lower taxes.

**[Pre-explanation]** Do you support or oppose Trump and Republicans' new tax plan?

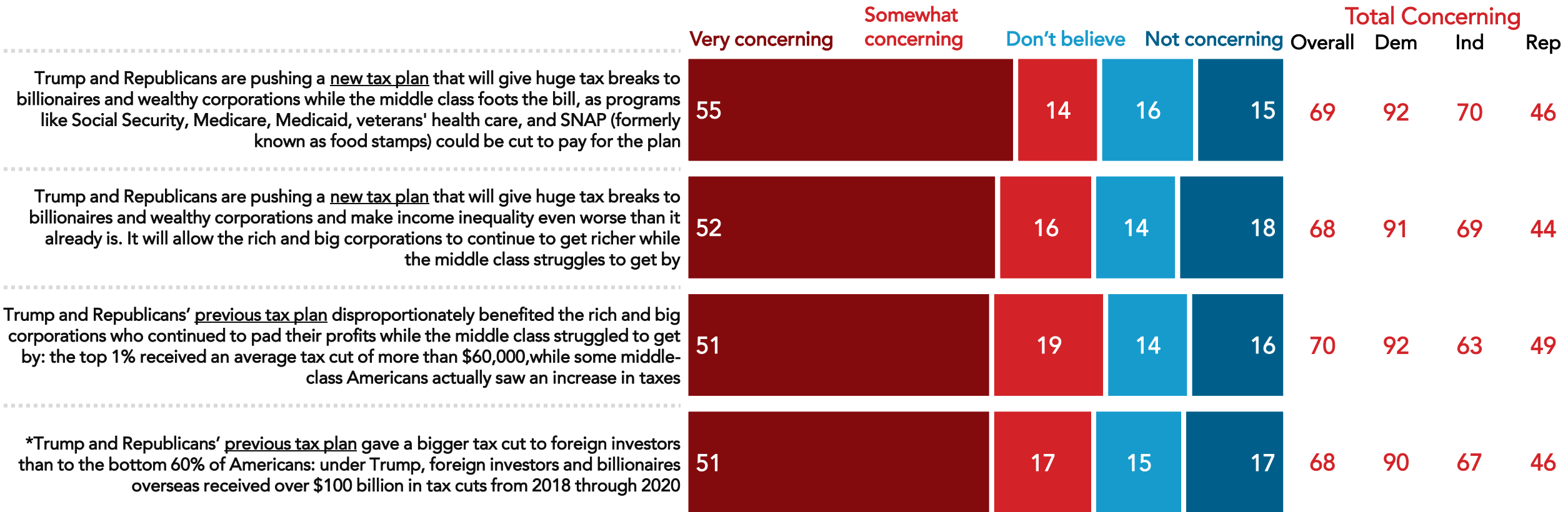
**[Post-explanation]** Again... Do you support or oppose Trump and Republicans' new tax plan?



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# More Than Two in Three Find a Range of Messages on Trump and Republicans' Tax Plans to Be Concerning

Below are some statements about Trump and Republicans' tax plans. Please indicate how concerning you find each one.



\*Half of respondents were shown this message as is, while the other half saw a version that also included: "Trump gave those benefits to his rich friends instead of investing that money in American communities." The results from these two versions were combined due to lack of differentiation to allow for great subgroup analysis. Nationwide survey of 1,000 registered voters conducted January 30-February 3, 2025. For more info, visit [navigatorresearch.org](http://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: 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 January 30-February 3, 2025. 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. 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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