





PRESENTED BY:

Greg Strimple, President

PROJECT MANAGER:

Brad Wing, Principal

PROJECT DETAILS

Conducted August 1-3, 2017 N = 1,000 Likely Voter, Nationwide Margin of Error: +/- 3.10%

Survey Specifics

About the Research:

This survey was conducted August 1-3, 2017, by GS Strategy Group on behalf of American Action Network's Middle-class Growth Initiative. The survey consists of interviews of 1,000 likely voters nationwide and has a margin of error of +/-3.1% at a 95% confidence interval. Quotas were set by geography, race, gender and age to reflect historic trends. Thirty percent of the interviews were conducted by cell phone. The self-identified party registration/affiliation of the respondents was 37.8% Democrat, 31.7% Republican, and 23.0% Independent.

Key Findings:

Personal Income Tax Reform

- Americans clearly prefer Speaker Ryan's agenda over Nancy Pelosi's. Notably, there's a fracture in the Democratic Party on priorities, as more than 1 in 4 Democrats prefer the Ryan agenda to Pelosi's. Strong majorities of Americans want Democrats to work with Republicans, and President Trump, to get things done for America.
- A majority of Americans believe taxes are too high and over 57% believe the personal income tax code needs to be overhauled or changed in a major way. 46% of Democrats think taxes are too high and support an overhaul or major change – making it difficult for the Democrats in Congress to oppose personal income tax reform.
- Americans believe the personal income tax system is too complex and want it simplified. As a result, they prefer a simpler, flatter, fairer personal income tax system over a progressive system that raises taxes on the rich. Overwhelmingly, Americans believe a simplified system will help them and their family.





Key Findings, Continued

- After hearing key elements of the Republican personal income tax reform plan, Americans believe the
 plan will benefit families like their own and reject the Democratic message that it will only benefit the
 rich. Even Democrats reject their own party's messaging upon hearing the facts.
- The top messages on personal tax reform are:
 - It will restore middle class earning power.
 - It will overhaul the IRS, making it more customer friendly.

Business Tax Reform

- Americans understand the relevance of business tax reform, with 77% saying it's relevant to them
 because of the impact it has on jobs and economic growth or the impact it has on their own
 pocketbook.
- Americans want business tax reform to eliminate loopholes and spur job creation. They also understand business tax reform will level the playing field for American companies competing against China.
- The top reasons to favor business tax reform are:
 - It will eliminate loopholes and special interest tax breaks.
 - It will cap taxes on small businesses at 25%.
 - It will simplify the tax code.
 - It will strengthen the American economy.





Framing the Debate

Americans clearly prefer Speaker Ryan's agenda over Nancy Pelosi's. Notably, there's a fracture in the Democratic Party on priorities, as more than 1 in 4 Democrats prefer the Ryan agenda to Pelosi's.

Who Should Your Congressman Work With? Thinking about your vote for your next Congressman, which of the following is more important to you? The candidate will work with Nancy Pelosi to protect Obamacare and will fight against any tax cuts and loosened regulations on businesses. · The candidate will work with Paul Ryan to fix Obamacare, reign in the record national debt, strengthen national defense, and reform our tax code so it is simpler and fairer for all Americans. ■ Pelosi ■Ryan Net +20.0 54.1% 34.1% **By Party** By Independents **GOP** Dem Indy Male Female Pelosi 59.8 37.0 5.0 Pelosi 36.2 37.9 27.5 Ryan 50.4 87.4 Ryan 53.5 46.6 +32.3 -13.5 -82.3 -17.3 -8.7 Net Net

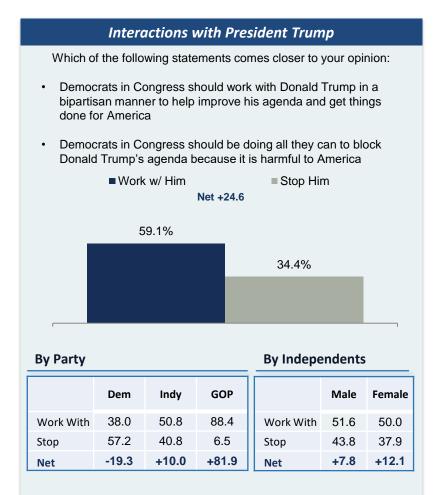




Framing the Debate

Americans want Democrats to work with Republicans in Congress, and President Trump, to get things done for America. Nearly 70% of Democrats want their members of Congress to work with Republicans to get things done for America.

Interactions with GOP in Congress Which of the following statements comes closer to your opinion: Democrats in Congress should work with Republicans in a bipartisan manner to help improve his agenda and get things done for America Democrats in Congress should be doing all they can to block the Republican agenda because it is harmful to America ■ Work w/ Them ■ Stop Them Net +67.8 80.9% 13.2% By Independents **By Party** Dem Indy GOP Male Female 85.0 93.8 Work With 87.3 81.1 Work With 68.9 24.5 7.0 2.5 7.9 5.4 Stop Stop +44.3 +78.0 +91.4 +79.4 +75.7 Net Net

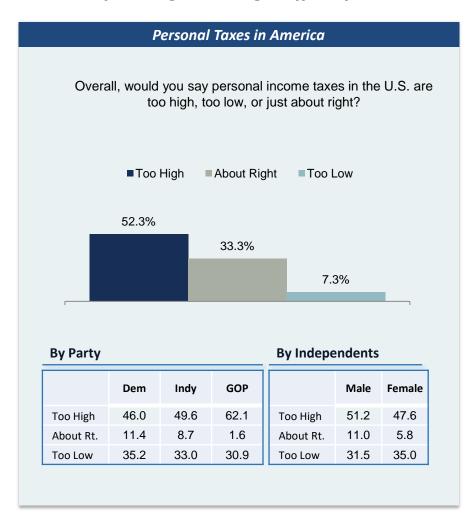


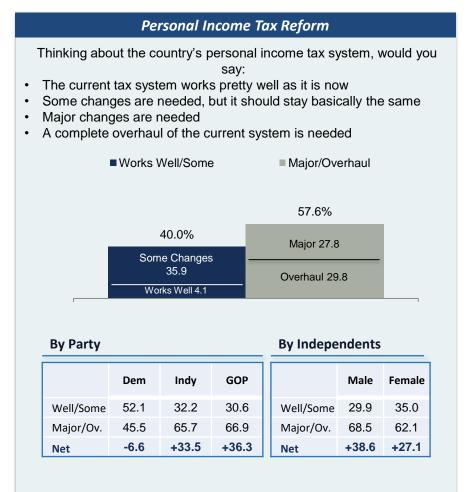




Current Personal Tax System

A majority of Americans believe taxes are too high and over 57% believe the personal income tax code needs to be overhauled or changed in a major way. 46% of Democrats think taxes are too high and support an overhaul or major change – making it difficult for the Democrats in Congress to oppose personal income tax reform.



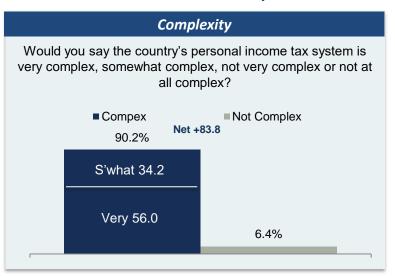


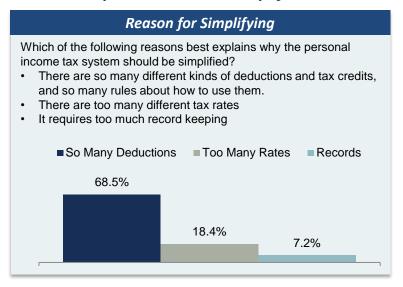




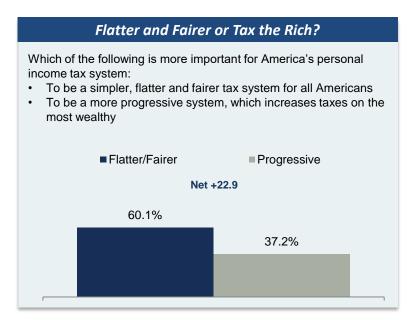
The Personal Income Tax System

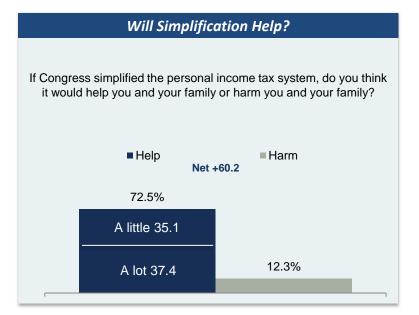
Americans believe the personal income tax system is too complex and want it simplified.





As a result, they prefer a simpler, flatter, fairer personal income tax system over a progressive system that raises taxes on the rich. Overwhelmingly, Americans believe a simplified system will help them and their family.



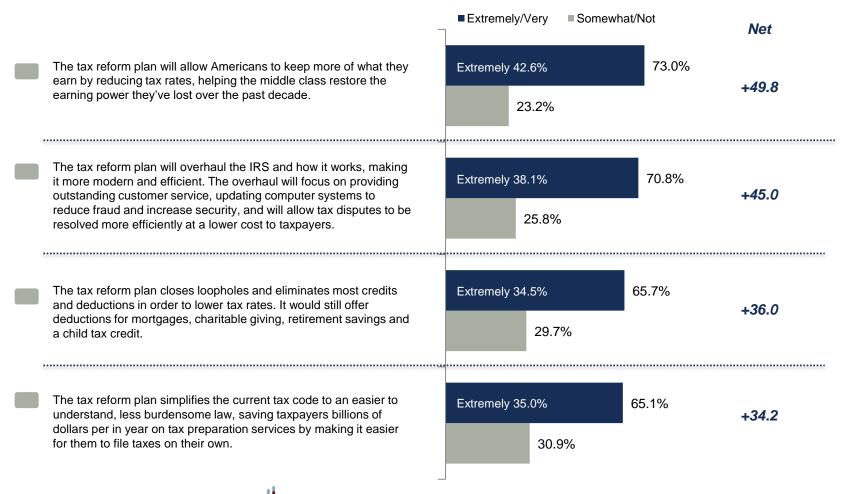


Top Reasons to Support Personal Income Tax Reform

The top messages on personal tax reform are:

- It will restore middle class earning power.
- It will overhaul the IRS, making it more customer friendly.

The following are several provisions and outcomes of a proposed personal income tax reform plan. After hearing each, please tell me how important the provision or outcome is to you personally – extremely important, very important, somewhat important or not at all important.

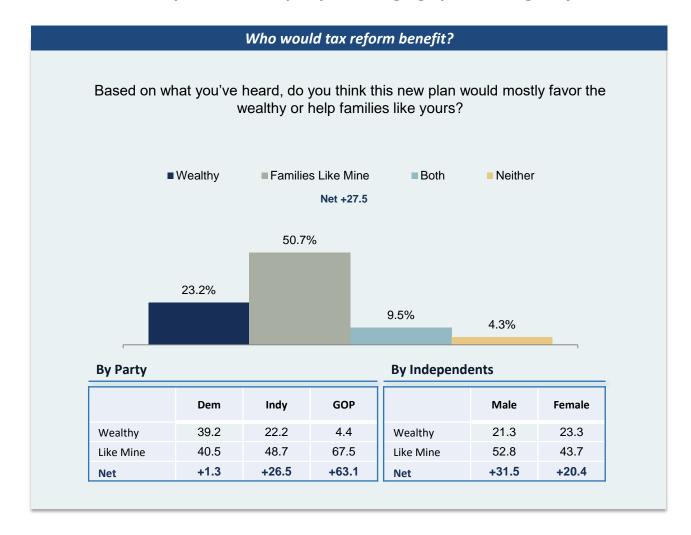






Personal Income Tax Reform

After hearing key elements of the Republican personal income tax reform plan, Americans believe the plan will benefit families like their own and reject the Democratic message that it will only benefit the rich. Even Democrats reject their own party's messaging upon hearing the facts.

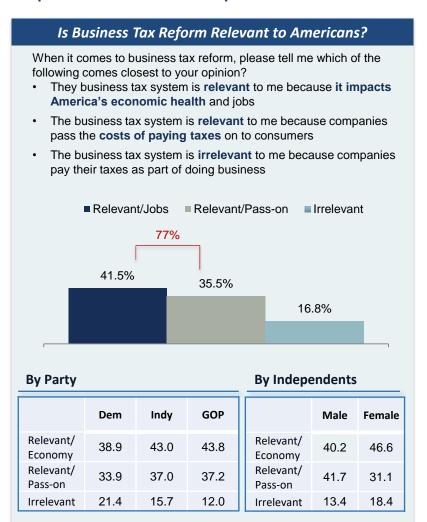




Current Business Tax System

A majority of Americans believe the business tax system needs to be overhauled or undergo major changes. Americans understand the relevance of business tax reform, with 77% saying it's relevant to them because of the impact it has on jobs and economic growth or the impact it has on their own pocketbook.

Business Tax Reform Thinking about the country's business tax system, would you say: The current tax system works pretty well as it is now Some changes are needed, but it should stay basically the same Major changes are needed; or, A complete overhaul of the current system is needed ■ Works Well/Some Major/Overhaul Net +12.1 52.0% 39.9% **Major Changes** 30.9 Some Changes 36.2 Overhaul 21.1 Works Well 3.7 **By Party** By Independents Indy **GOP** Male Female Dem Works/ Works/ 47.1 40.4 31.9 40.9 39.8 Some Some Maior/ Major/ 43.4 52.2 62.1 54.3 49.5 Overhaul Overhaul +9.7 +11.7 +30.3 +13.4 -3.7 Net Net







Current Business Tax System

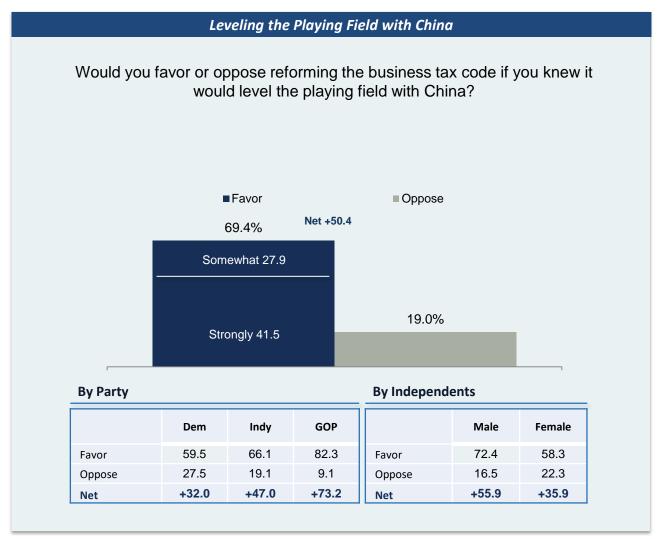
Americans want business tax reform to eliminate loopholes and spur job creation.

Why is reform necessary? Which of the following reasons best explains why you think the business tax system needs to be changed? To eliminate loopholes and tax incentive big corporations take advantage of It will allow U.S. companies to create more jobs To make American companies more competitive with countries like China and Germany The business tax system is too complex and should be simplified ■ Loopholes ■ Create Jobs ■ Compete Abroad ■ Too Complex 39.3% 23.5% 19.7% 14.3% By Independents **By Party** Indy **GOP** Male Female Dem Eliminate 52.3 46.1 20.6 Eliminate 45.3 47.2 18.9 Allow 19.3 30.8 Allow 17.1 21.3 20.5 15.7 12.5 18.4 28.0 Competitive Competitive Simplified 11.3 12.6 18.9 Simplified 14.5 10.1



Business Tax System: Competing with China

Americans understand business tax reform will level the playing field for American companies competing against China.





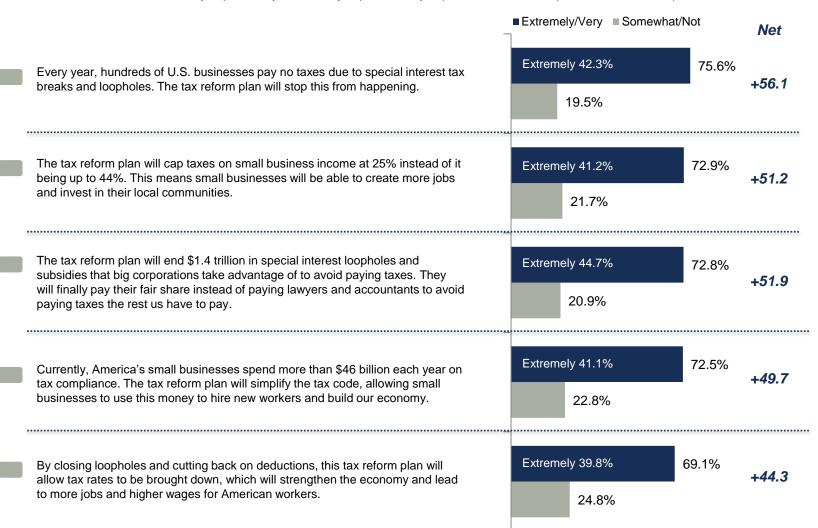


Top Reasons to Support Business Tax Reform

The top reasons to favor business tax reform are:

- It will eliminate loopholes and special interest tax breaks.
- It will cap taxes on small businesses at 25%.
- It will simplify the tax code.
- It will strengthen the American economy.

The following are several provisions and outcomes of a proposed business tax reform plan. After hearing each, please tell me how important the provision or outcome is to you personally – extremely important, very important, somewhat important or not at all important.



Top Reasons to Support Business Tax Reform

The following are several provisions and outcomes of a proposed business tax reform plan. After hearing each, please tell me how important the provision or outcome is to you personally – extremely important, very important, somewhat important or not at all important.

