



TOPLINE MESSAGES

Sept. 14, 2017

ATF Tax Poll Highlights:

- Public wants wealthy/big corporations to pay their fair share; only 1 in 5 support reducing corporate tax rates.
- Voters have two concerns about Trump/GOP leaders tax cuts: 1) Most go to wealthy and big corporations; 2) Trump/GOP leaders pay for tax cuts by cutting Social Security, Medicare, Medicaid, education.
- Just one-third of voters believe trickle-down claims that tax cuts grow the economy and create jobs.

Tax Messaging:

- Trump/GOP leaders plan is not “tax reform”—it’s a massive tax cut for the wealthy and big corporations.
- Trump/GOP leaders want to give huge tax cuts we can’t afford to the wealthy, paid for by cutting Social Security, Medicare, Medicaid, and education.
- Wealthy and big corporations must pay their fair share. They should not get one penny in tax cuts.
- Don’t get bogged down debating impact of tax cuts on jobs/economy. Focus on tax fairness and cuts to Social Security, Medicare, Medicaid, education. If need to address trickle-down say:
 - Corporate profits are near record highs; corporate taxes are at record lows. Many corporations pay little to nothing in taxes due to tax loopholes.
 - Trickle-down has been a failure time after time. Tax cuts for the rich and corporations create few jobs compared with investing in education, healthcare and infrastructure that benefits working families.

Budget Resolution/Reconciliation:

- Any tax cuts must be fully paid for by raising new revenue from closing tax loopholes that benefit the wealthy and corporations.
- Any budget that allows for tax cuts to lose revenue must be rejected since it will force deep cuts in critical services down the road.