

November 2017

Messaging Against the Trump-Republican Tax Plan

Global Strategy Group and Hart Research Associates conducted an online survey from October 17-25, 2017 among 1,561 likely 2018 voters across 15 US Senate battleground states.

Our survey found that voters in these states, despite being generally conservative and Republican-leaning, are receptive to our messaging against the Trump/GOP tax plan. Battleground voters have heard little about the tax plan, providing us with an opportunity to fill in the gaps. **The more voters hear about the plan, the more likely they are to oppose it.**

Additionally, **voters object to tax cuts when they hear that the wealthiest Americans will get a bigger tax cut than they will.**

The Key Takeaway - Our Message in :30

The Trump-Republican tax plan delivers a huge tax cut to the richest 1% and wealthy corporations, funded by raising taxes on middle class families and slashing funding for Medicare, Medicaid, and education. It's wrong to give special breaks to the wealthy and powerful at the expense of average Americans.

Talking Points

The plan benefits the richest 1% and wealthy corporations.

- The plan gives one-half of the tax breaks to the richest 1% of Americans.
- The plan gives a trillion-dollar tax cut to wealthy corporations and business owners – twice as much as it gives to individual taxpayers.
- The Republican plan claims to cut taxes on small businesses. What it really does is create a special low tax rate for lobbyists, corporate lawyers, and other wealthy business owners, while excluding people who work for a salary or hourly wage from this new rate.
- The plan slashes taxes on profits that corporations earn offshore, while taxing profits earned here at a much higher rate. This will encourage corporations to send even more jobs and profits offshore.
- Not one penny in tax cuts should go to the rich and corporations, which will only make the system more unbalanced in their favor.

The plan cuts trillions of dollars in funding for Medicare, Medicaid, education, and other vital services.

- The tax cuts for the wealthy are funded in part by deep cuts to Medicare, Medicaid, public education, and job training that will be devastating to seniors and working families.
- The plan cuts Medicare by \$500 billion and slashes Medicaid by \$1 trillion.

The plan raises taxes on everyday people.

- The plan raises taxes on millions of people who can least afford it, including seniors on fixed incomes and people in the lowest income tax bracket.
- The plan eliminates the \$4,000 personal exemption that every taxpayer can take for themselves, their spouse, and each dependent child.
- Americans will no longer be able to deduct most of their state and local taxes on their federal return.

DON'T SAY

Tax reform
Tax cuts

Republicans are trying to push through a tax plan along partisan lines and behind closed doors

The plan lowers the top individual tax rate, eliminates the Alternative Minimum Tax, eliminates the estate tax, and cuts the corporate tax rate

The plan gives tax cuts to the wealthy

The plan gives a tax cut to small businesses

Corporations don't pay their fair share

Make the wealthy and corporations pay more in taxes

The plan repeals the estate tax

DO SAY

Tax plan

Republicans in Congress are trying to push through a tax plan that will hurt everyday people

The plan gives half of the total tax cut to the wealthiest 1% of taxpayers

The plan gives tax cuts to millionaires and billionaires
The plan gives tax cuts to the richest 1% of Americans

The plan's small business tax cut is fake. It actually creates a special low tax rate for the richest 1% of businesses, allowing lobbyists, corporate lawyers, and wealthy business owners to pay a special new rate that working people aren't eligible for

Wealthy corporations don't pay their fair share

Make sure the wealthy and corporations pay their fair share in taxes

The plan repeals the estate tax on inheritances over \$11 million

How to connect the tax plan to jobs and the economy

Tax cuts for the rich and corporations will hurt the economy and cost jobs by causing big cuts to education, health care, infrastructure, and other critical investments. We can create far more jobs and help the economy more by making sure the rich and corporations pay their fair share in taxes and investing in programs like education, health care, and infrastructure that benefit working families.

Huge tax cuts for the rich and corporations do not pay for themselves. History shows that they just increase the deficit while the rich get richer and wealthy corporations get more profitable.

The plan gives a massive tax cut to corporations when they are already making record profits but paying record low taxes. Corporations don't need special new tax breaks when many are already paying little to nothing in taxes because of tax loopholes.

Lowering taxes on corporations will just benefit CEOs and wealthy shareholders, not workers. This plan has no protections to ensure that profits will be used to create good jobs or raise workers' pay. Independent experts agree that most of the corporate tax cuts will go to wealthy stockholders and CEOs rather than workers or new investment.