



Tax Reform
Polling Presentation
September 25, 2017

Key Points

- Three in four voters (73%) consider passing a comprehensive tax reform bill a top or important priority for Congress
- To handle tax reform, congressional Republicans trusted over Democratic counterparts by 6-point margin
- Regarding specific initiatives, lowering middle class tax rate considered most important
- And, two in three voters (59%) support lowering the corporate tax rate to help level the playing field for U.S. businesses facing foreign competition
- Majorities agree that federal, state and local income rates are too high
- Voters most convinced of the need for tax reform when they learn how a more competitive corporate tax rate would benefit American workers and businesses

Methodology:

Paragon Insights conducted a national online survey of 1,992 registered voters from September 19– 21, 2017. Results from the full survey have a margin of error of +/- 2%.

Do voters prioritize tax reform?

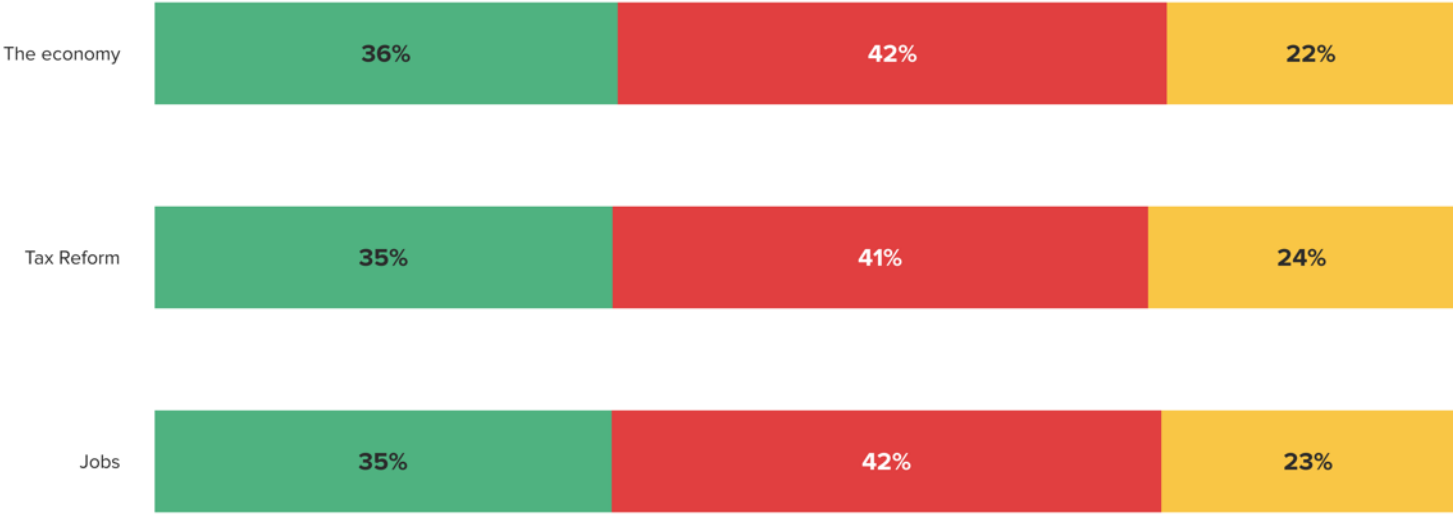
Which tax reform initiatives are most supported?

What tax reform messaging resonates most with voters?

To Handle Tax Reform, Congressional Republicans Trusted Over Democratic Counterparts By 6-Point Margin

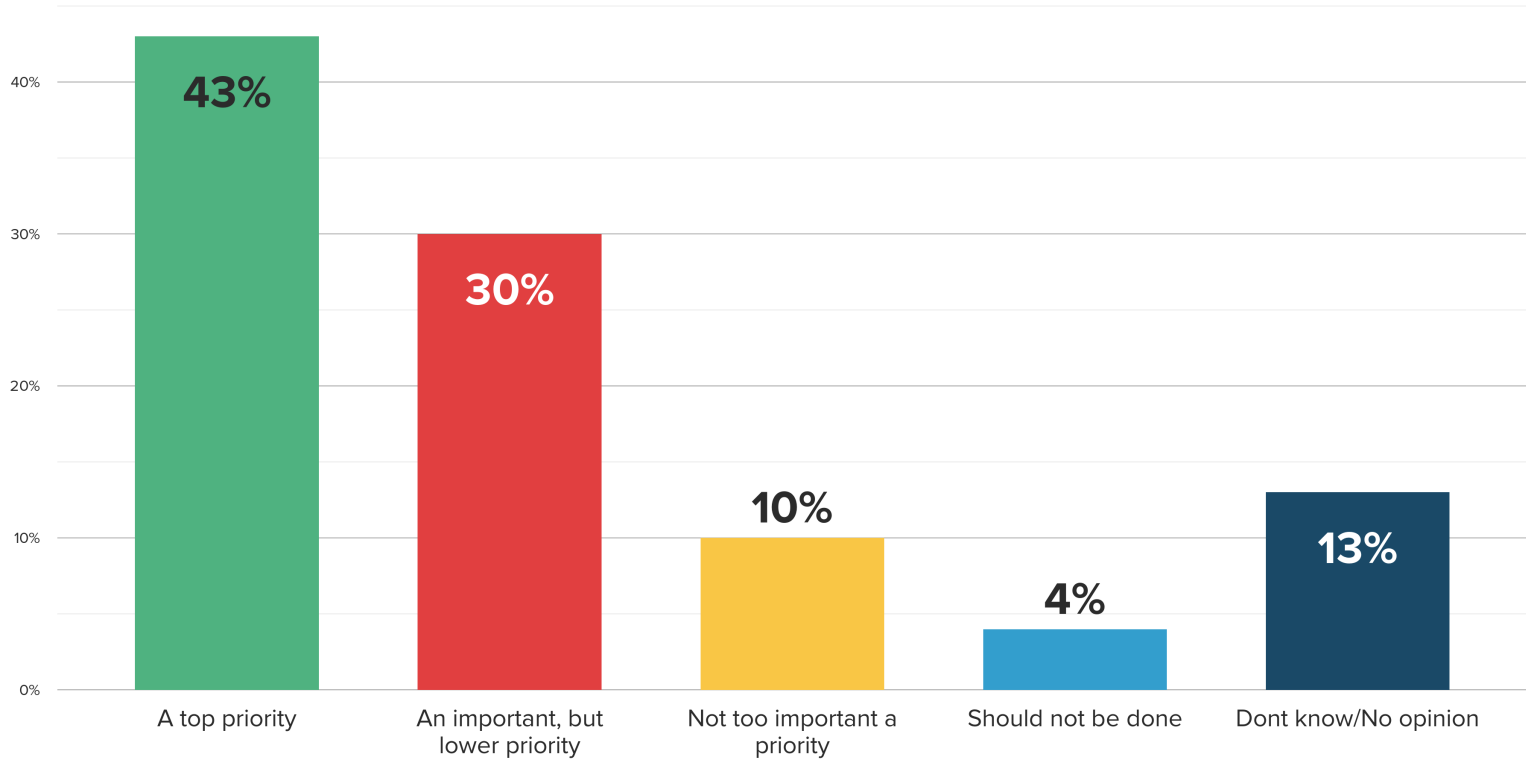
Who do you trust more to handle each of the following issues?

● Democrats in Congress ● Republicans in Congress ● Dont Know / No Opinion



Three in Four Voters (73%) Consider Passing a Comprehensive Tax Reform Bill a Top or Important Priority for Congress

How important of a priority should passing a comprehensive tax reform bill be for Congress?



Do voters prioritize tax reform?

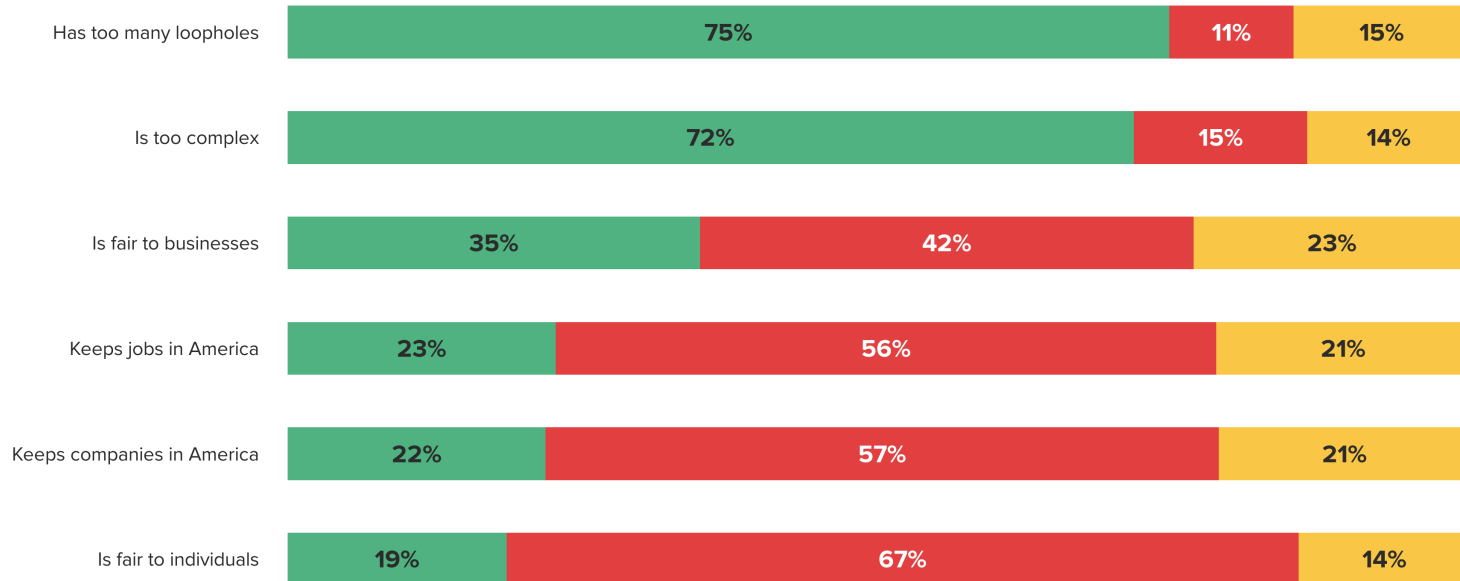
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Voters Recognize Numerous Disadvantages of Tax System, Especially Related to Loopholes, Complexity

Do you think the tax system in the United States...

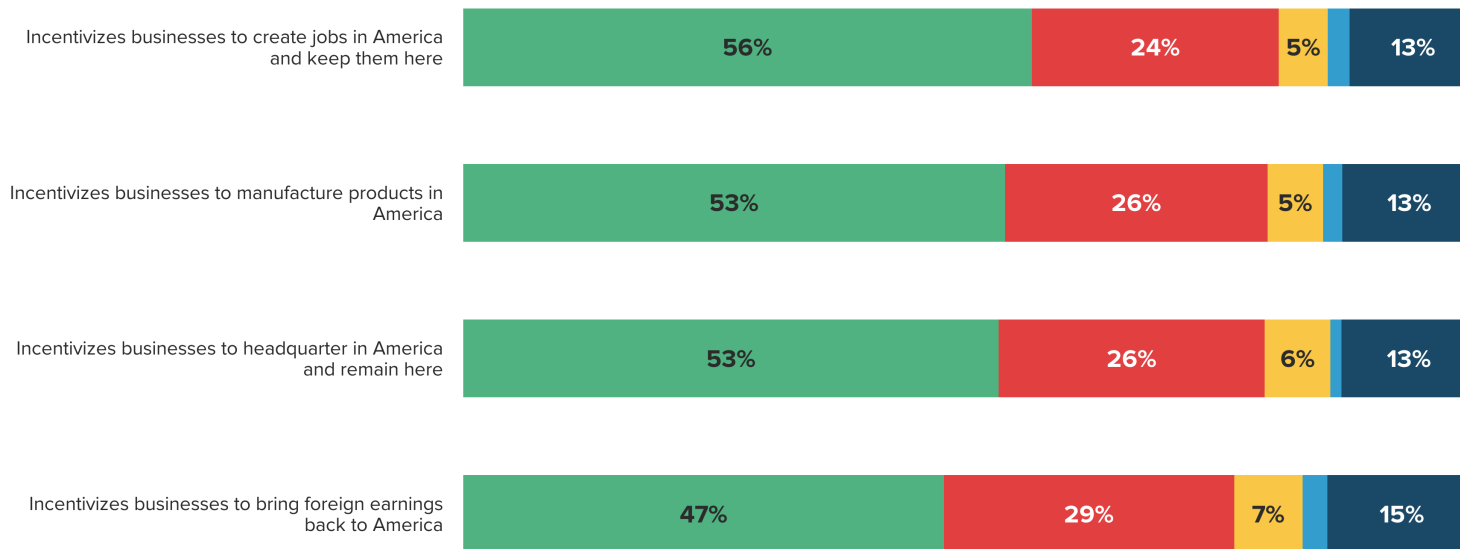
● Yes ● No ● Dont Know/ No Opinion



And Overwhelmingly Recognize Importance of Reform Provisions that Prioritize U.S. Jobs and Manufacturing

Now, thinking about tax reform specifically, how important are each of the following?

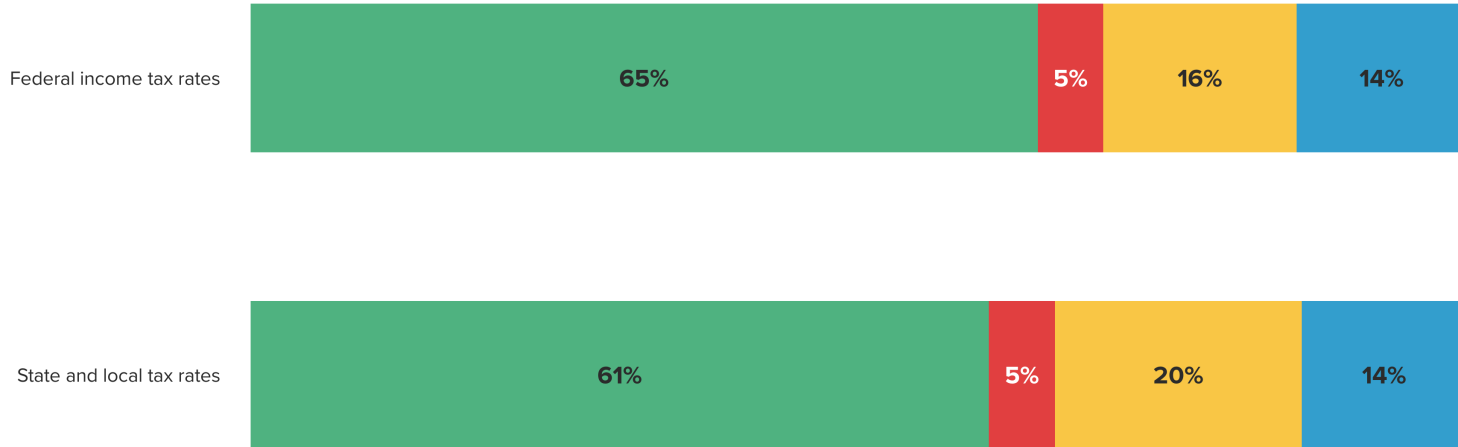
● Very important ● Somewhat important ● Not too important ● Not important at all ● Dont Know/No Opinion



Majority of Voters Say Federal, State and Local Income Tax Rates are Too High

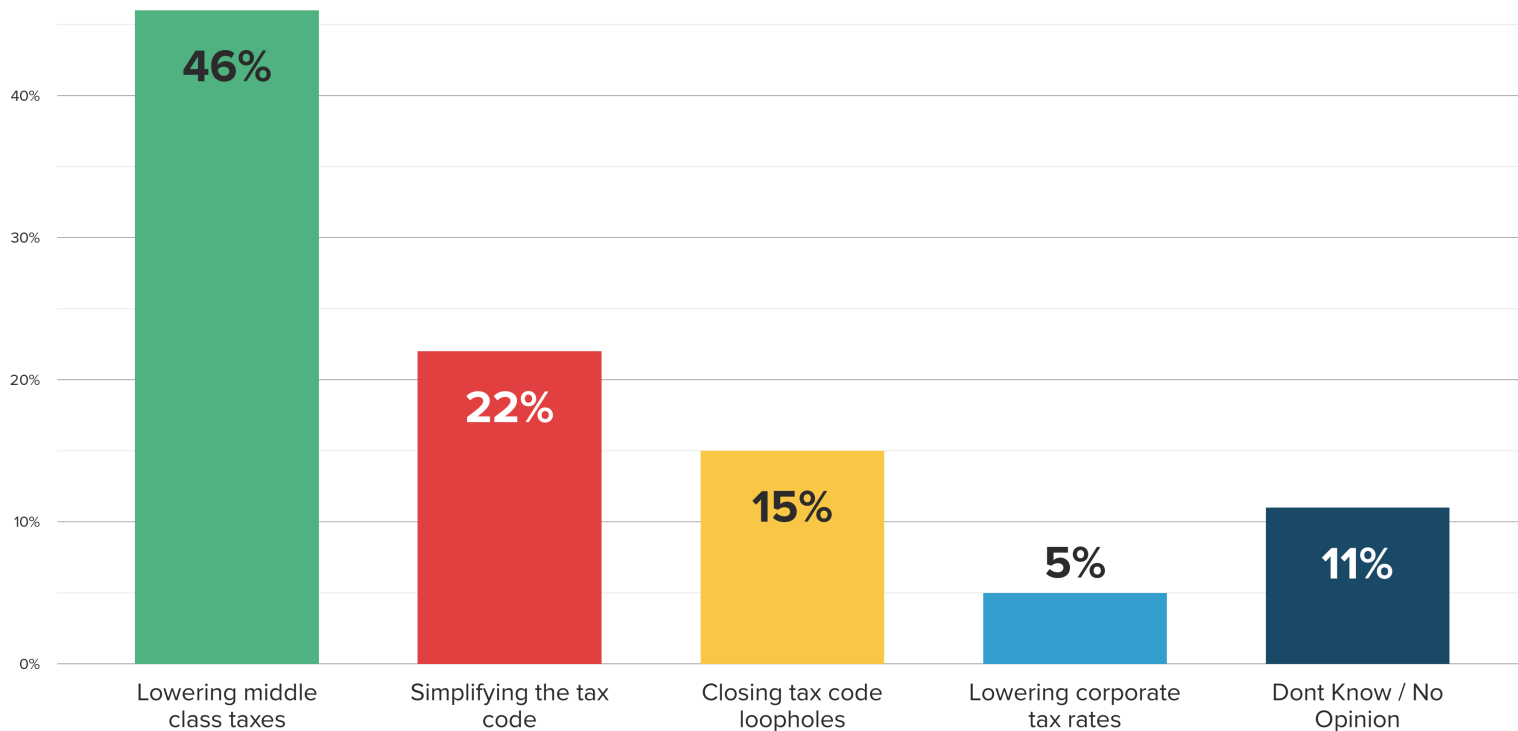
Generally speaking, would you say each of the following tax rates in the United States are too high, too low, or about right?

● Too High ● Too Low ● About Right ● Dont Know / No Opinion



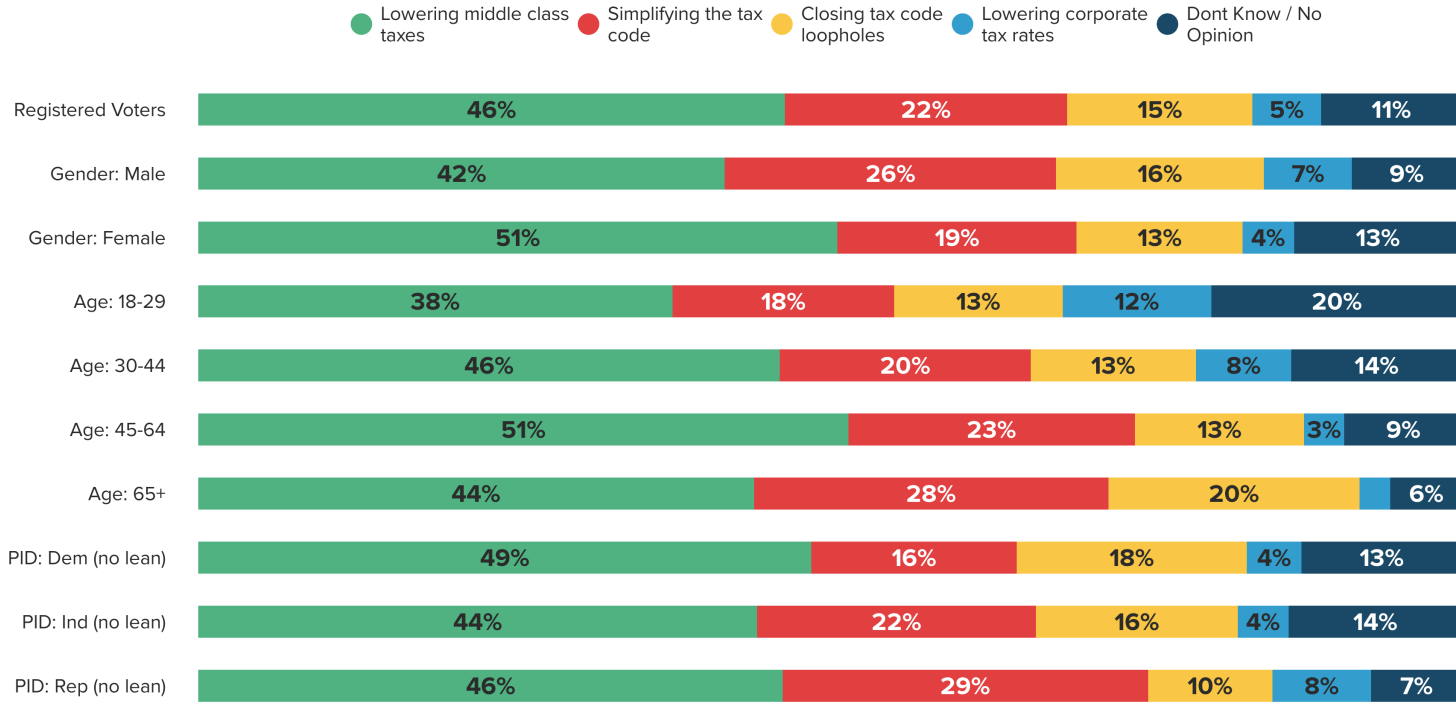
Relatedly, Voters Consider Lowering Middle Class Tax Rate Most Important Reform Initiative

When it comes to tax reform, which of the following is most important to you?



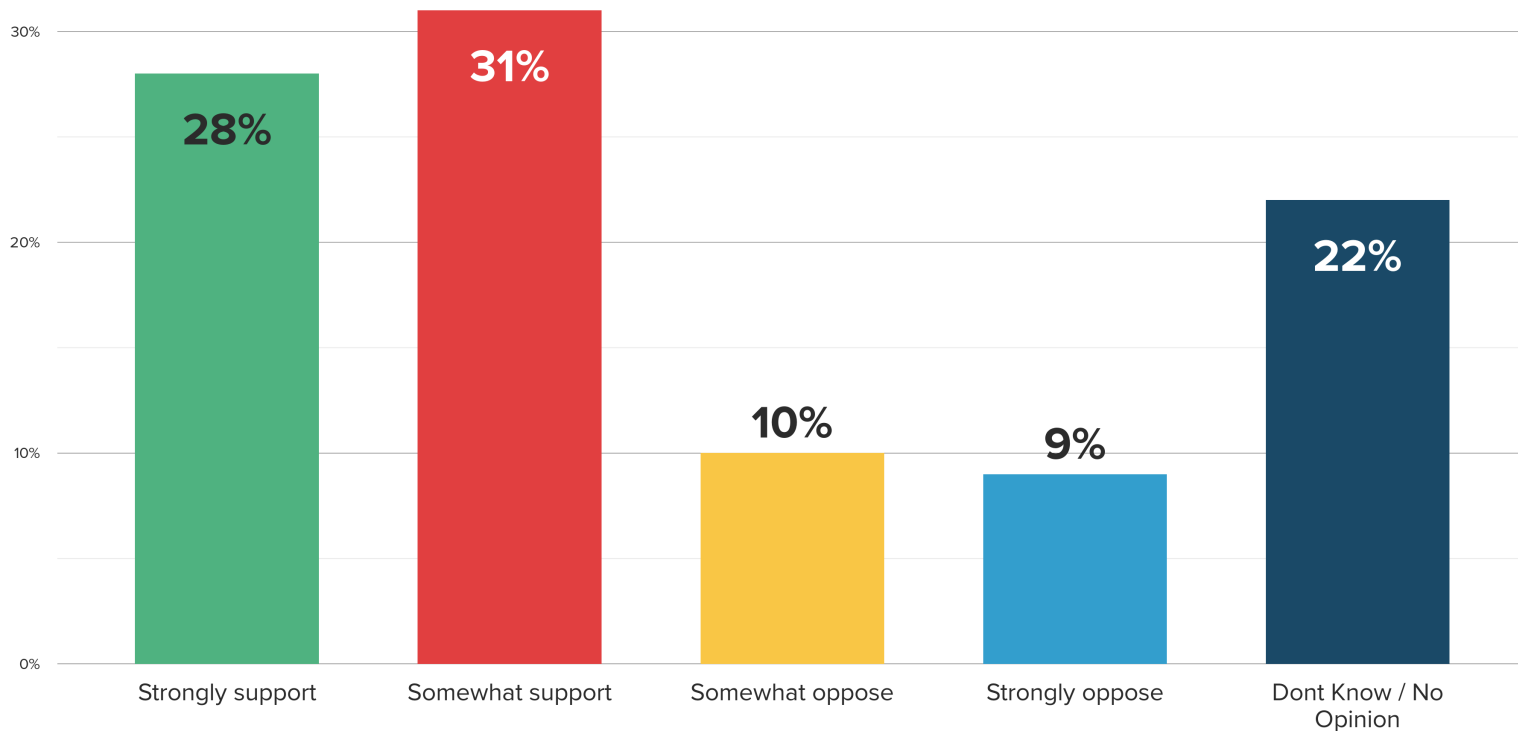
Across Party Lines, Strong Pluralities Consider Lowering Middle Class Tax Rate Most Important

When it comes to tax reform, which of the following is most important to you?



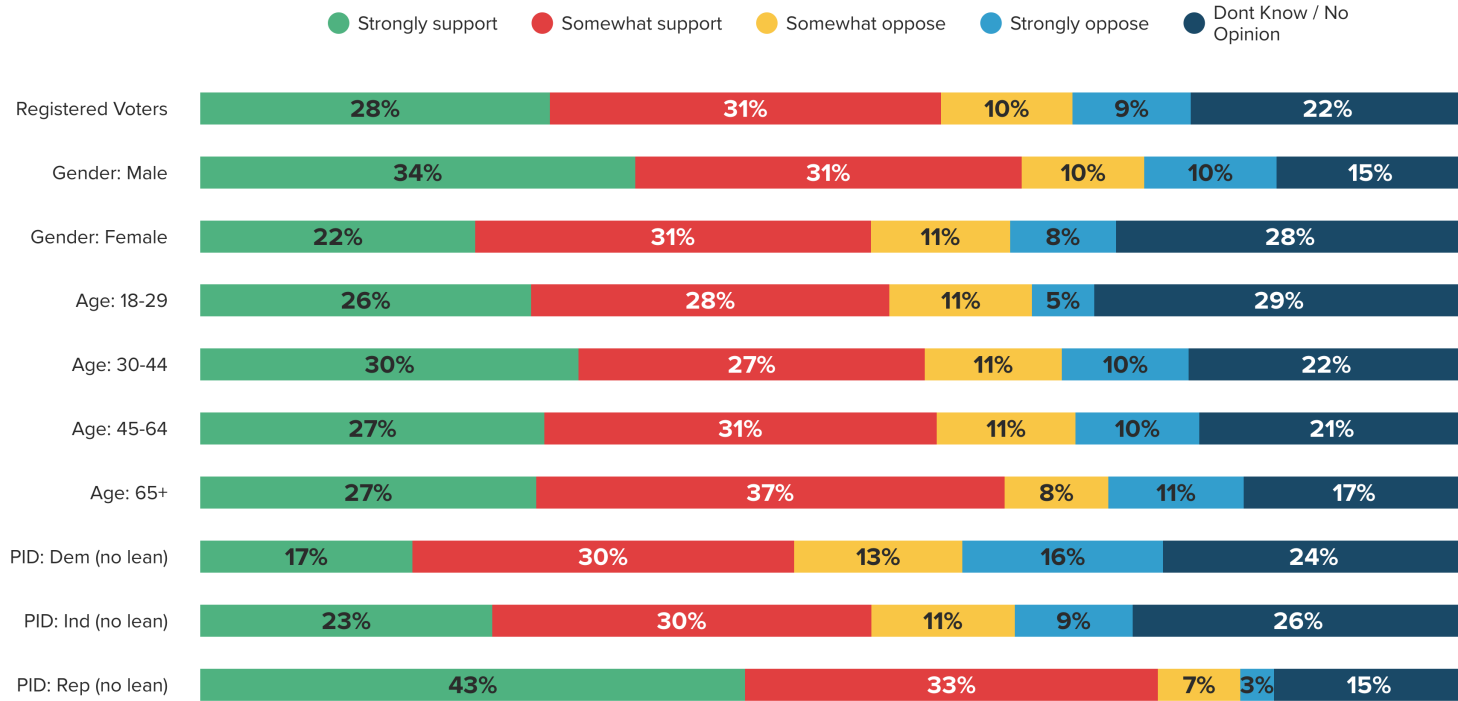
Three in Five Voters (59%) Support Lowering Corporate Rate to Level the Playing Field for U.S. Businesses

Would you support or oppose lowering the corporate tax rate if it would help level the playing field for U.S. businesses facing foreign competition?



With Nearly Half of Democrats and a Majority of Republicans, Independents In Agreement

Would you support or oppose lowering the corporate tax rate if it would help level the playing field for U.S. businesses facing foreign competition?



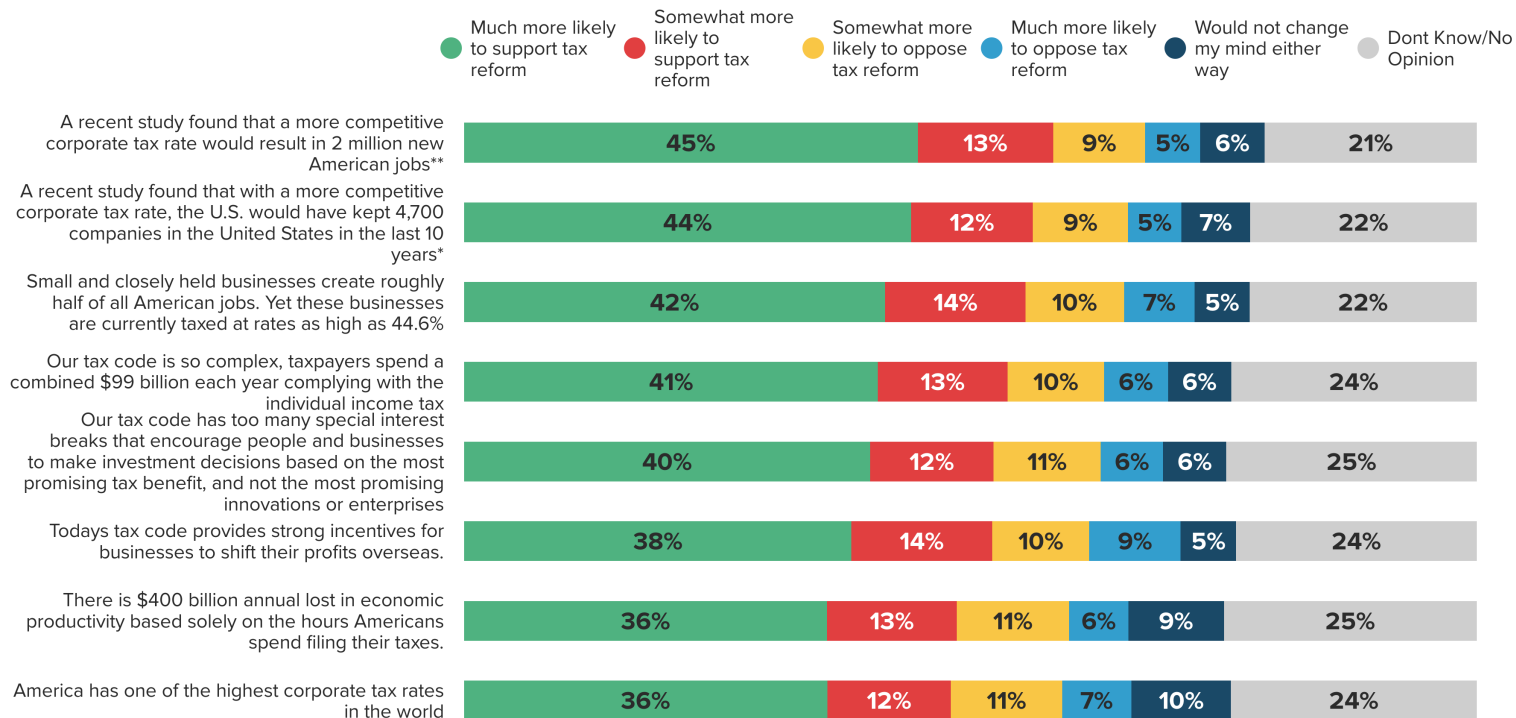
Do voters prioritize tax reform?

Which tax reform initiatives are most supported?

What tax reform messaging resonates most with voters?

Messages Related to Job Creation and Keeping Companies in the U.S. Most Convince Voters to Support Tax Reform

If you knew the following, would that make you more likely to support or more likely to oppose reforming the tax code, or would it not change your opinion either way?



**Business Roundtable. Study Shows Uncompetitive Tax Code Contributes to Increased Foreign Acquisition of U.S. Companies. 19 September 2017. <<http://bit.ly/2yoYj4X>>
 *Uhler, Lewis K.; Ferrara, Peter J. How Corporate Tax Reform Can Grow The Economy, Restore Jobs And Lift Wages. 01 September 2017. <<http://bit.ly/2xGqQpk>>



