



PUBLIC OPINION STRATEGIES

turning questions into answers



Fiscal Cliff National Online Survey: Hispanic Oversample

September 5-11, 2024

PREPARED BY:

Jim Hobart, Partner

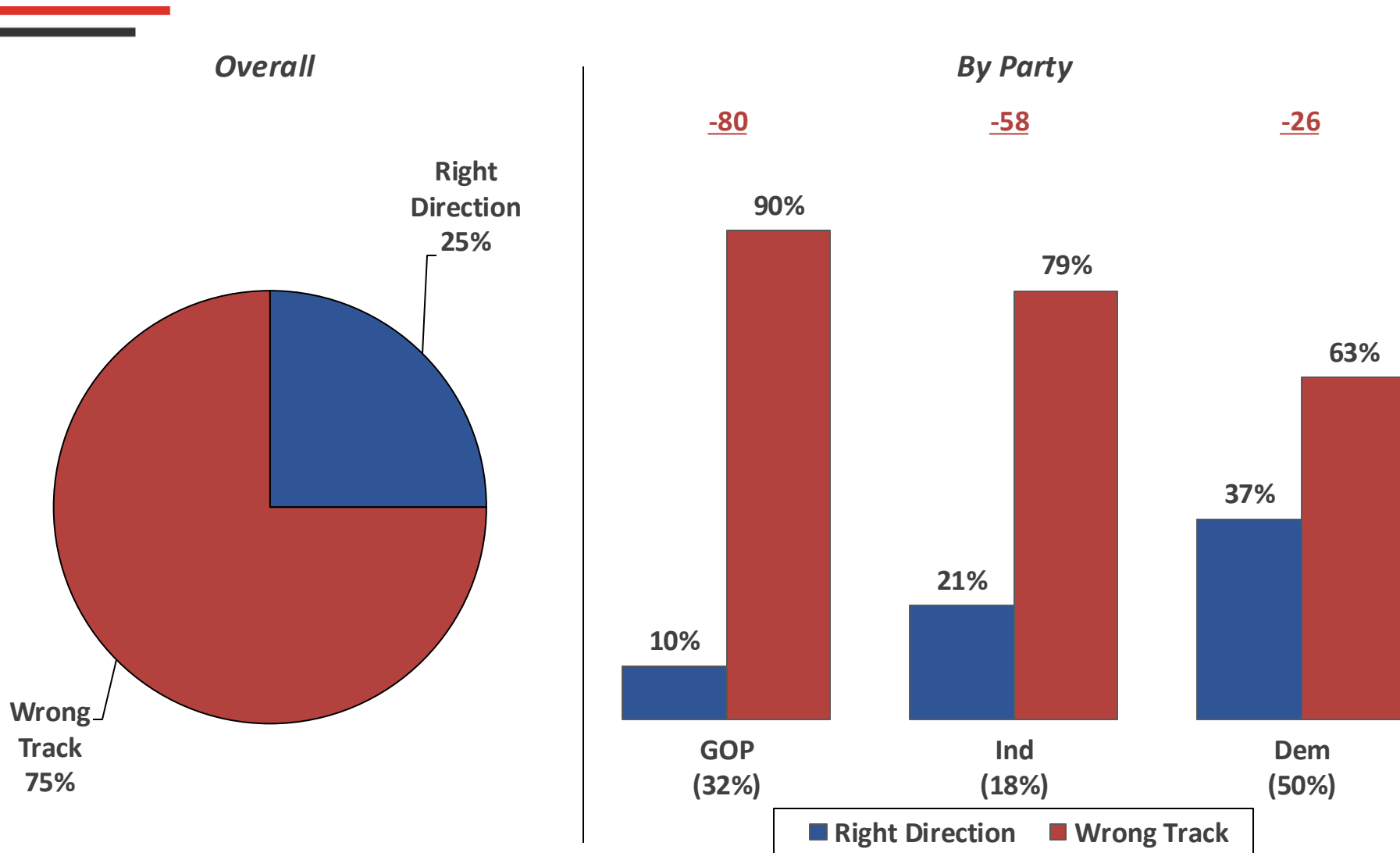
Project #240395

METHODOLOGY

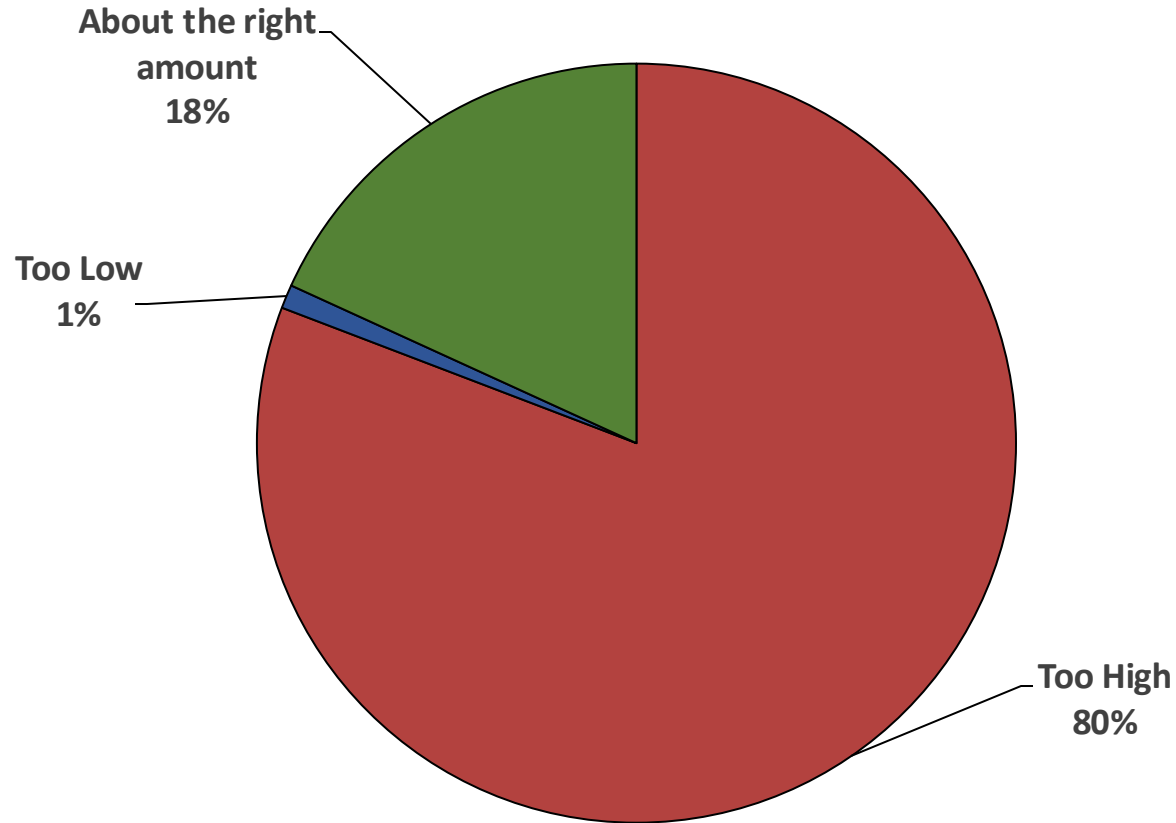
Public Opinion Strategies is pleased to present the key findings of a survey conducted nationwide. The survey was completed September 5-11, 2024, among 300 Hispanic voters and has a credibility interval of $\pm 6.45\%$. Interviews were conducted online.

Jim Hobart was the primary researcher on this project. Torie Bolger was the project director and Colin McInroe provided analytical support.

Three quarters of Hispanic voters think the country is off on the wrong track. This sentiment is consistent across party lines.



Four-in-five voters say their taxes are too high.



Voters believe their taxes are way too high. Republicans are the most likely to believe this.

44%

Way too high

26%

Somewhat too high

9%

Just a little too high

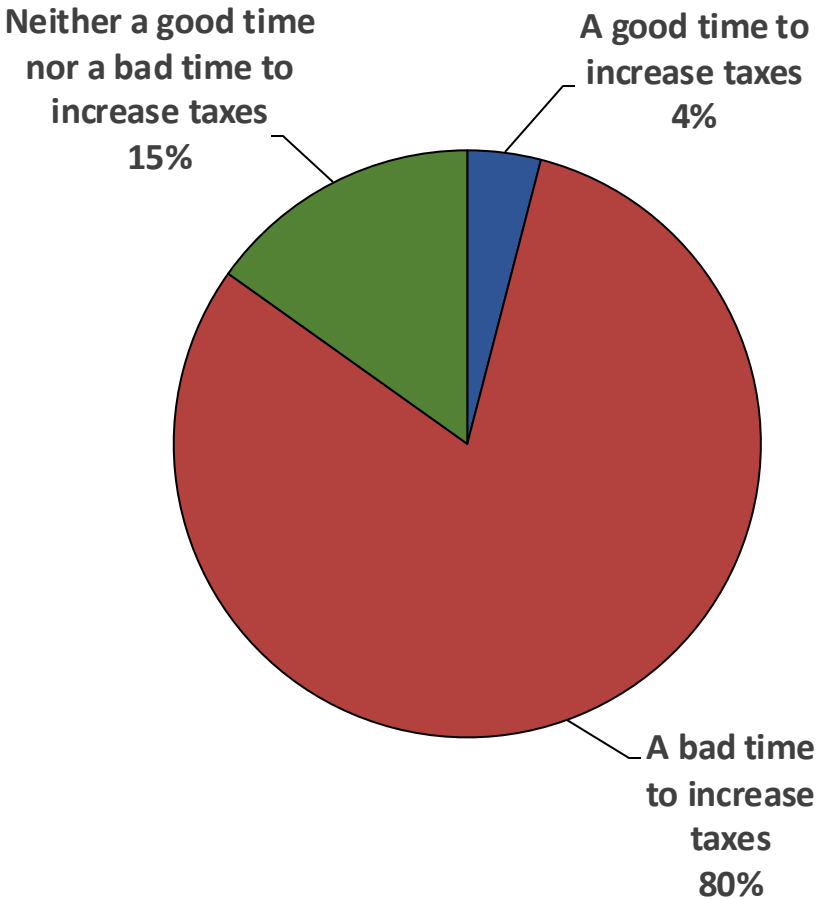
Top Groups – Way too high (44%)

2020 Vote: Trump	56%
Total GOP	54%
Ideology: Total Conservative	53%
Region: Northeast	50%
Region: Midwest	50%
Women 18-44	50%

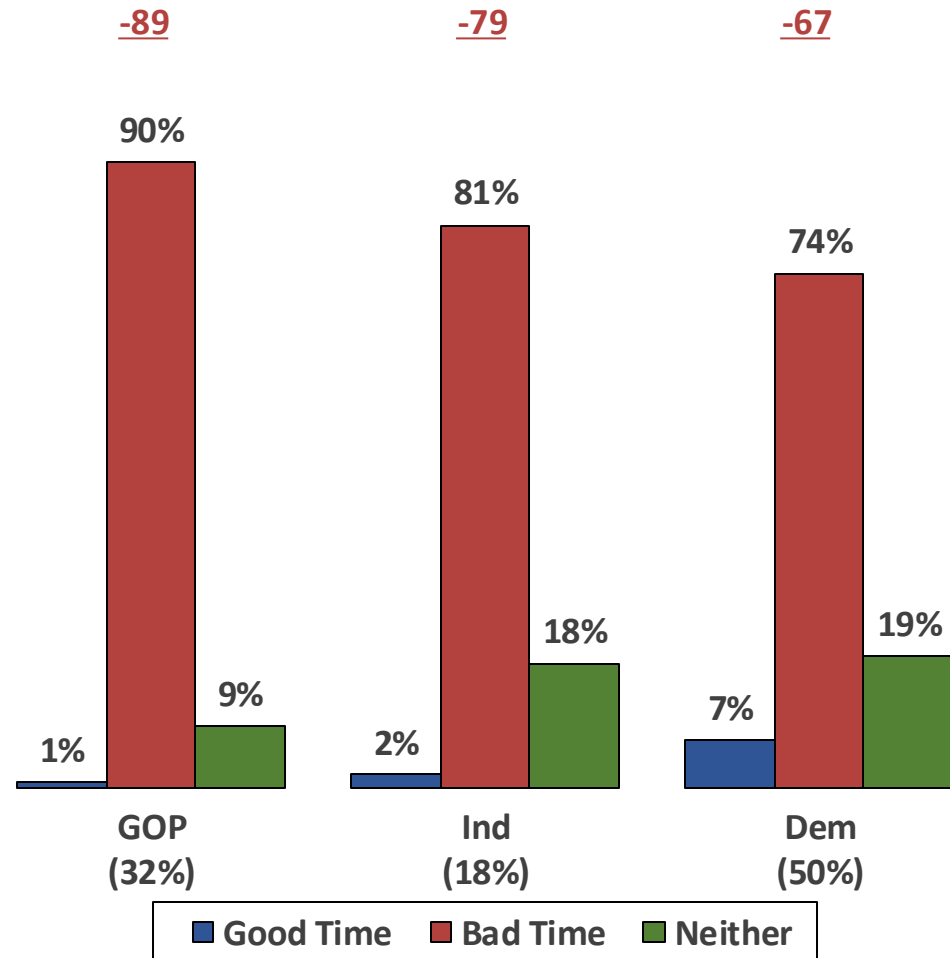
^Among 75% "Too High"; N=750, Results shown off total base.

Four-in-five voters say it is a bad time to increase taxes. This sentiment is consistent across party lines.

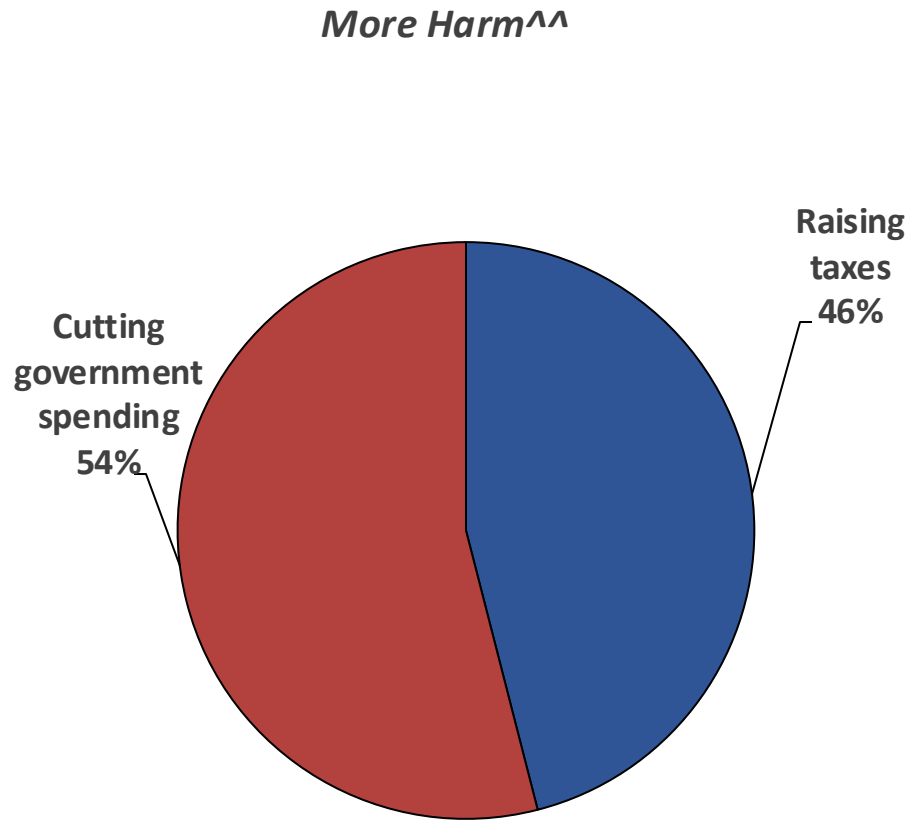
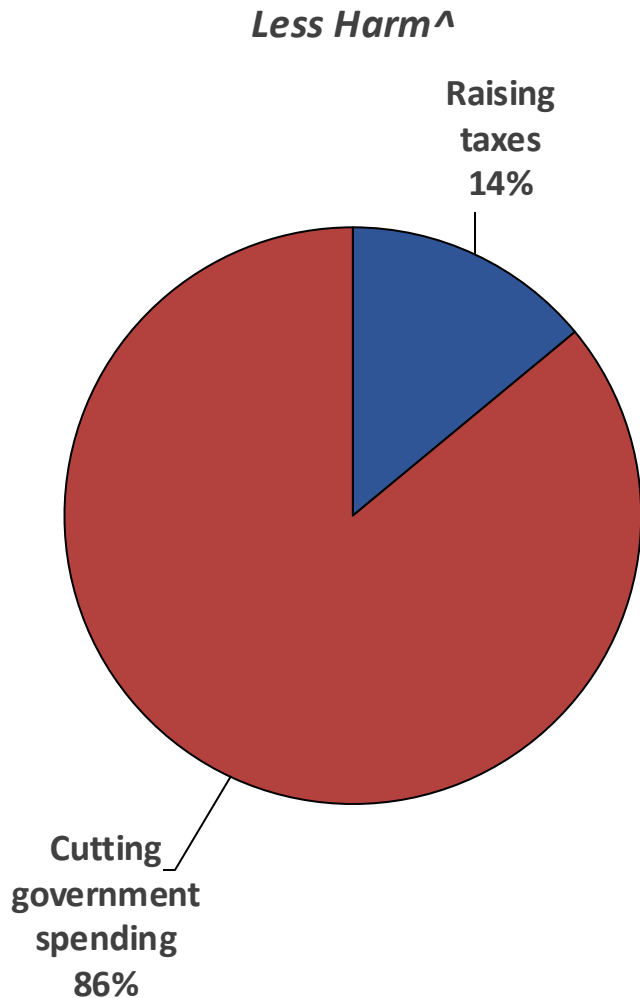
Overall



By Party

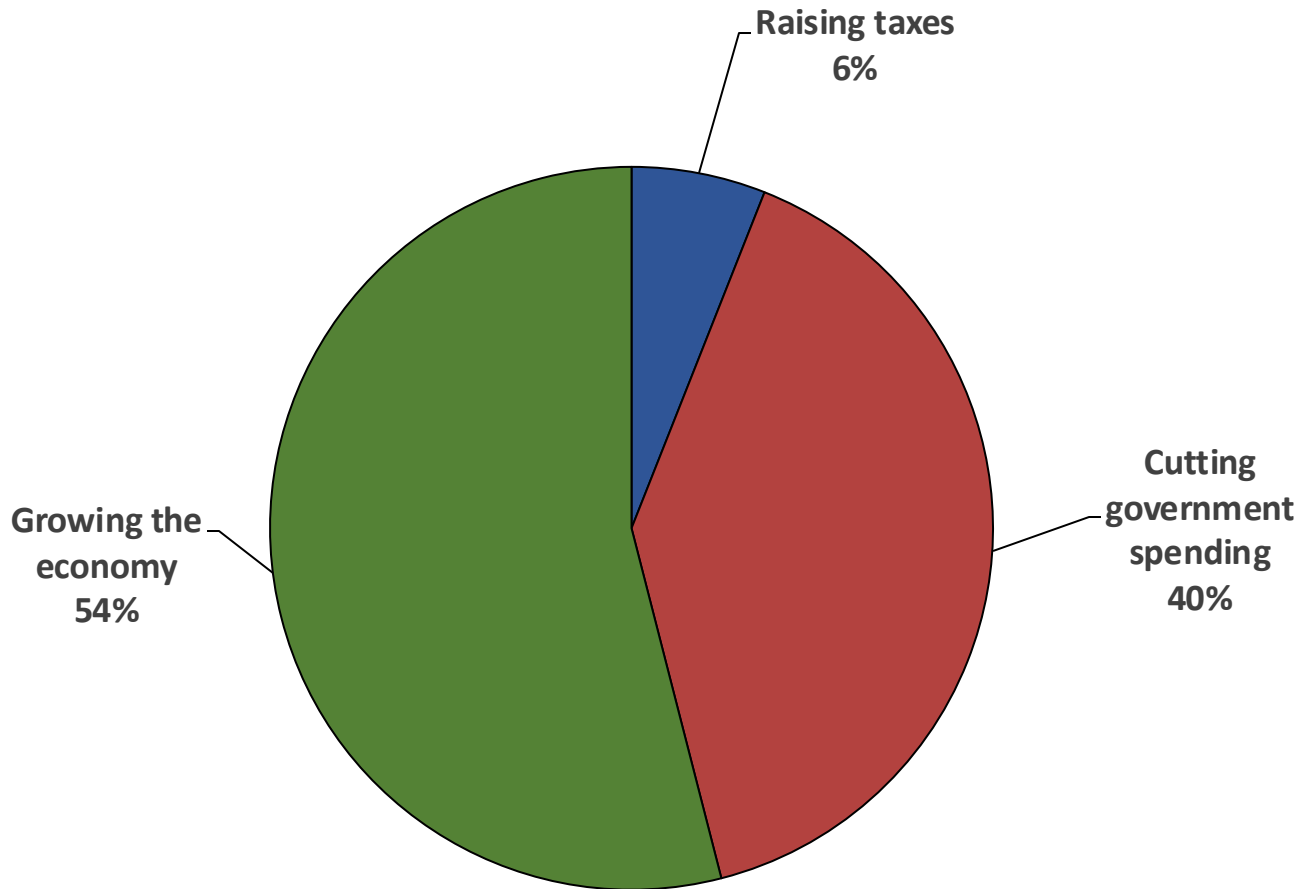


Question wording makes a difference. When framed as doing less harm, voters overwhelmingly select cutting government spending; when framed as doing more harm, voters are more split.



[^]Split Sample A; ^{^^}Split Sample B

A majority of voters believe growing the economy is the most effective way to cut the deficit.



Top Groups

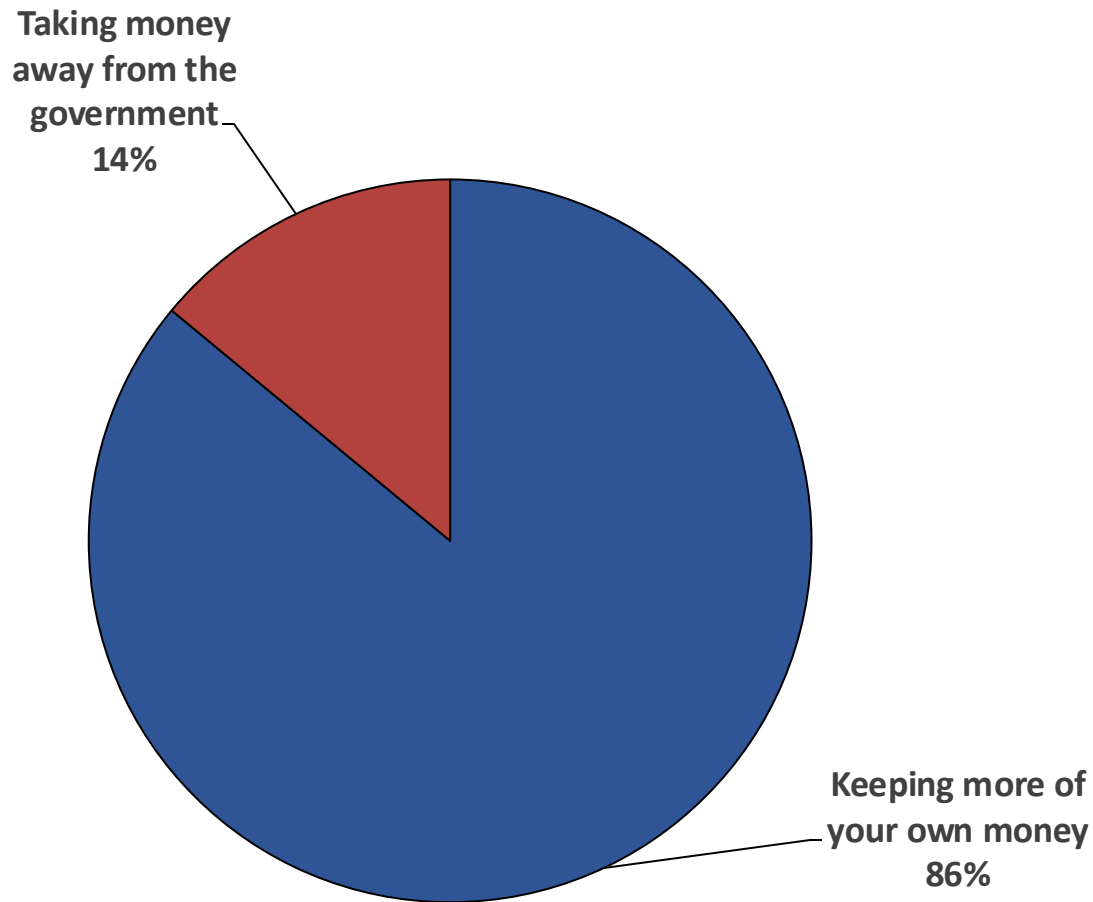
Top Groups – Cutting government spending (40%)

Independents	57%
2020 Vote: Trump	54%
Total GOP	47%
Ideology: Total Conservative	46%

Top Groups – Growing the economy (54%)

Geography: Rural	66%
Total Dem	62%
Region: Northeast	62%
Ideology: Total Liberal	62%
2020 Vote: Biden	61%

Voters overwhelmingly see a tax cut as keeping more of their own money.

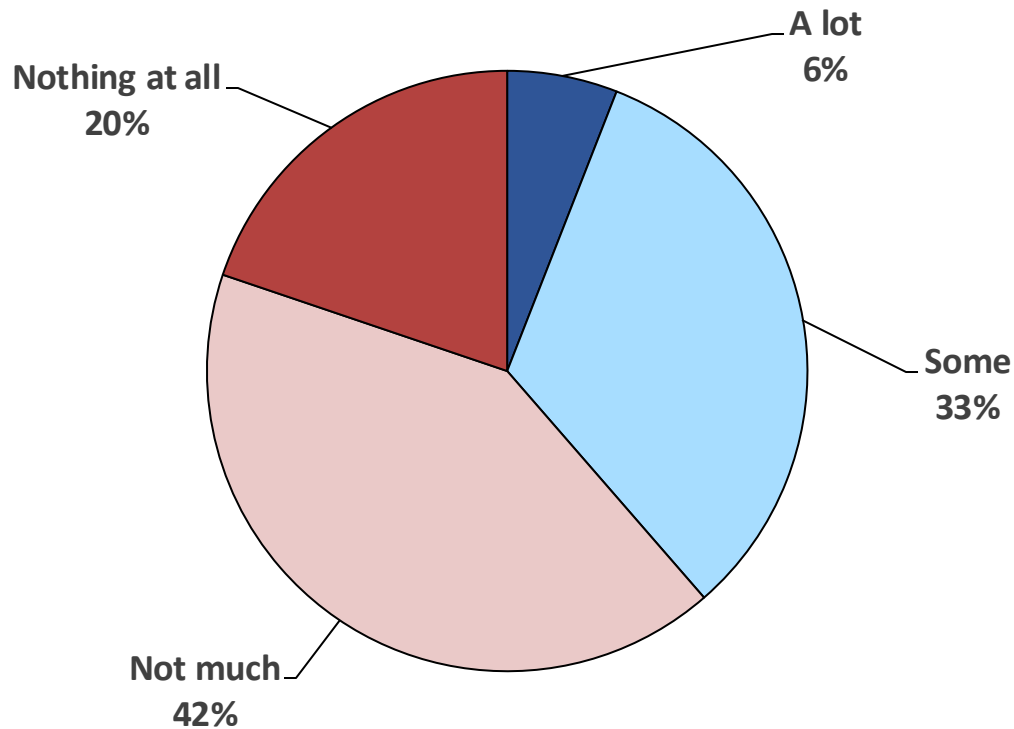




The 2017 Tax Cuts

Voters haven't heard much about the Tax Cuts and Jobs Act expiring in 2025.

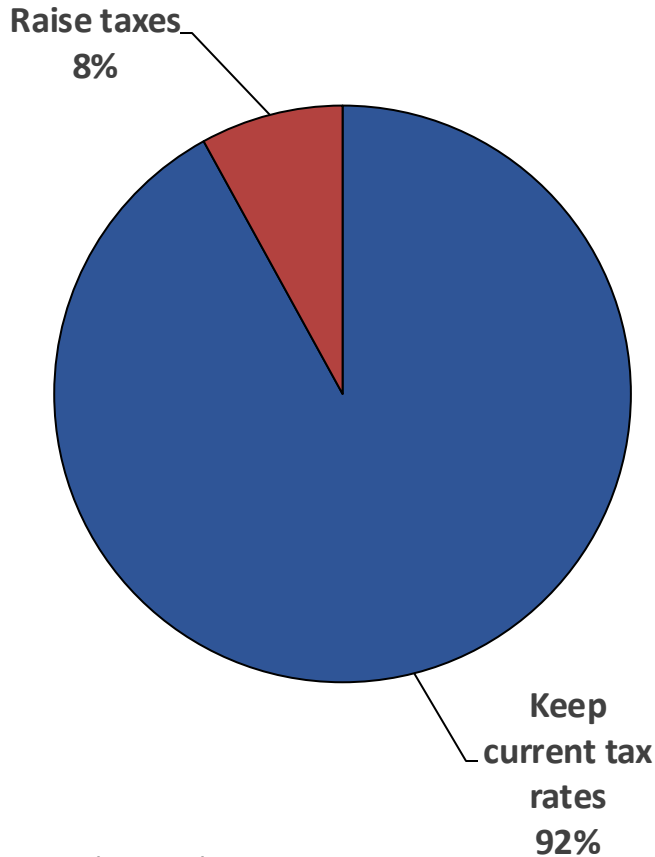
Total A Lot/Some	38%*
Total Not Much/Nothing	62%



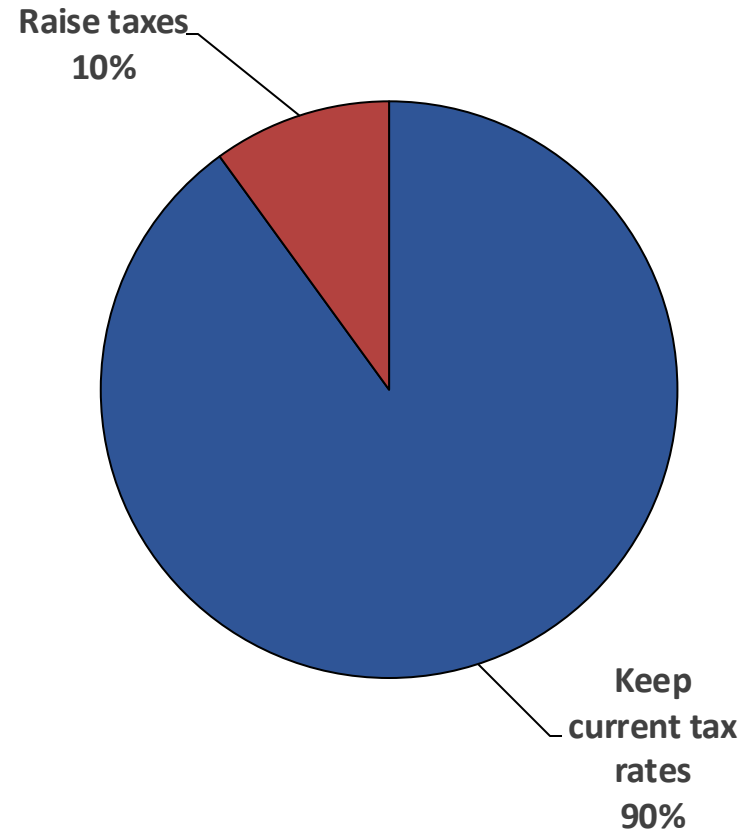
*Denotes Rounding

Regardless of question wording, 90% of voters want to keep the current tax rates.

"As you may know, tax cuts that were passed in 2017 will fully expire at the end of 2025 if the President and Congress do not extend them. If you were in Congress and you had a choice between voting to keep current tax rates or raise taxes, would you vote to keep current tax rates or to raise taxes?"[^]



"As you may know, tax cuts that were passed in 2017 will fully expire at the end of 2025 if the President and Congress do not extend them. If Congress does not take any action, 62% of American households will see their taxes increase in 2026. If you were in Congress and you had a choice between voting to keep current tax rates or raise taxes, would you vote to keep current tax rates or to raise taxes?"^{^^}

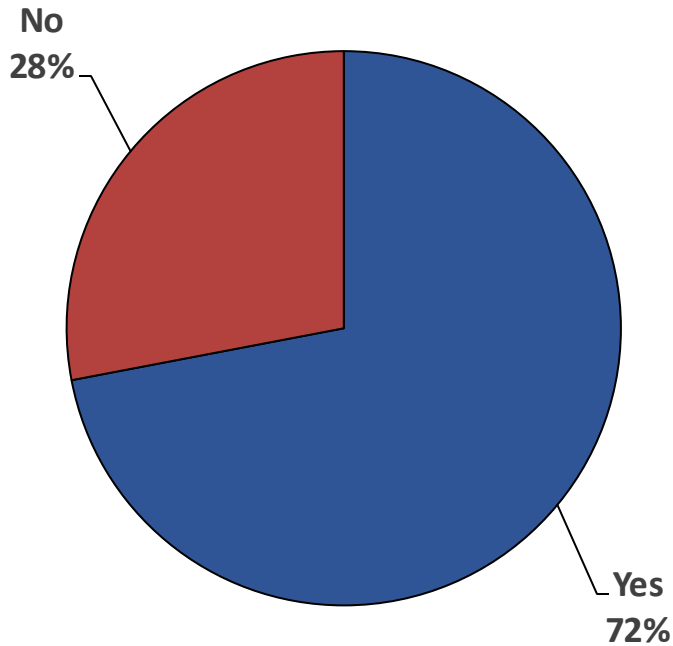


[^]Split Sample A; ^{^^}Split Sample B

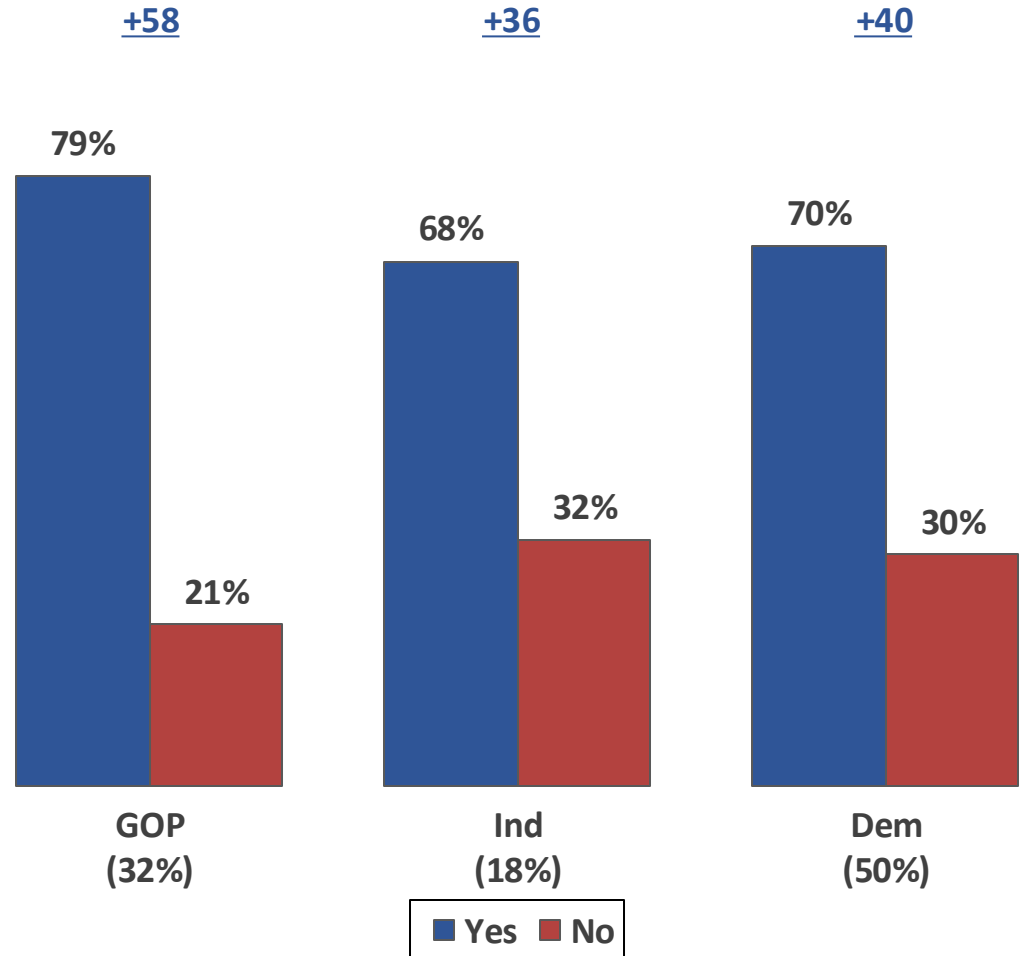
Across party lines, voters overwhelmingly see Congress doing nothing as a tax increase.



Overall



By Party



Hispanics believe a tax increase would hurt middle-class families, American consumers, small businesses, and the economy.

Ranked by % Hurt	Hurt	Help	Not Much Impact
Middle-class families	73%	16%	12%
American consumers	73%	17%	10%
Small businesses	69%	18%	14%
The economy	59%	19%	21%

Hispanic voters are concerned about housing prices, cost of living, and inflation.

Ranked by % *Strongly Agree*

Too many Americans are unable to afford to buy a home or even pay their rent. Increasing taxes at this time will just make paying for housing even harder for too many American families.



The country is in a cost of living crisis. Now is not the time to raise taxes.



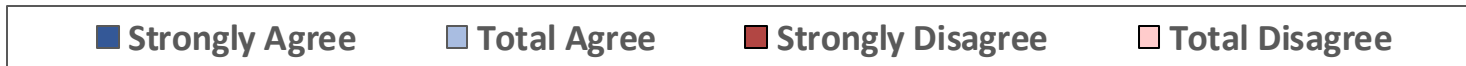
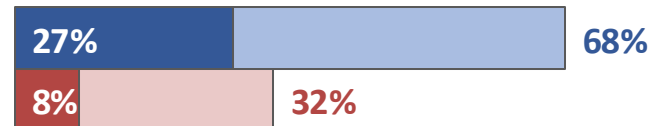
The country just experienced the worst inflation in more than forty years. It makes no sense to raise taxes when prices are as high as they are.



The American Dream is falling further out of reach for many American families. Raising taxes will only add to this problem and make it harder for many Americans to achieve the American Dream.



We should eliminate some of the tax credits that were passed as part of President Biden's Inflation Reduction Act as one way to prevent taxes from increasing.

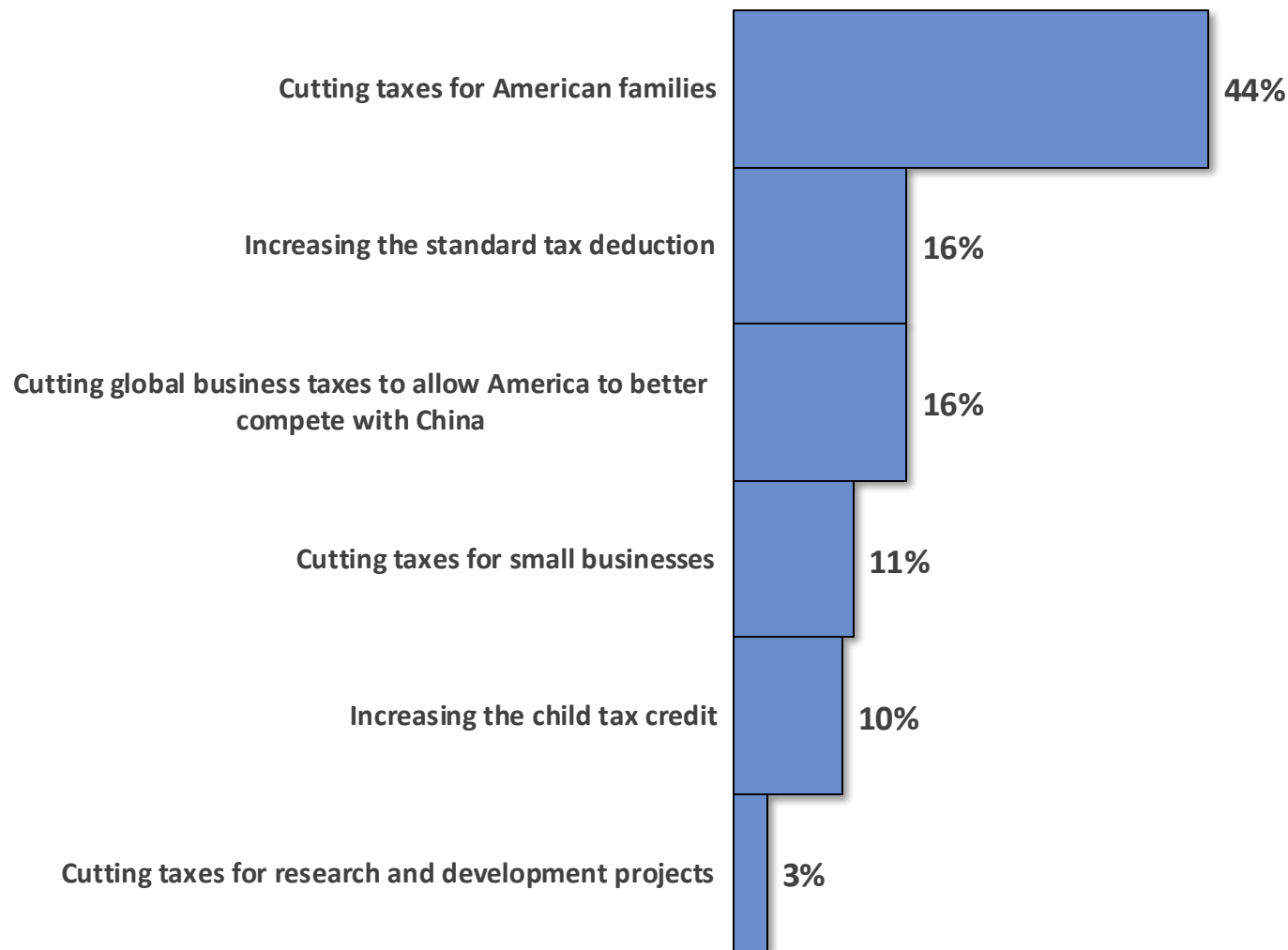


*Denotes Rounding

"Now please read a series of statements and indicate if you agree or disagree with that statement."

Hispanics are most likely to say cutting taxes for families did the most to grow the economy. Nothing else comes close.

First Choice



^Split Sample A

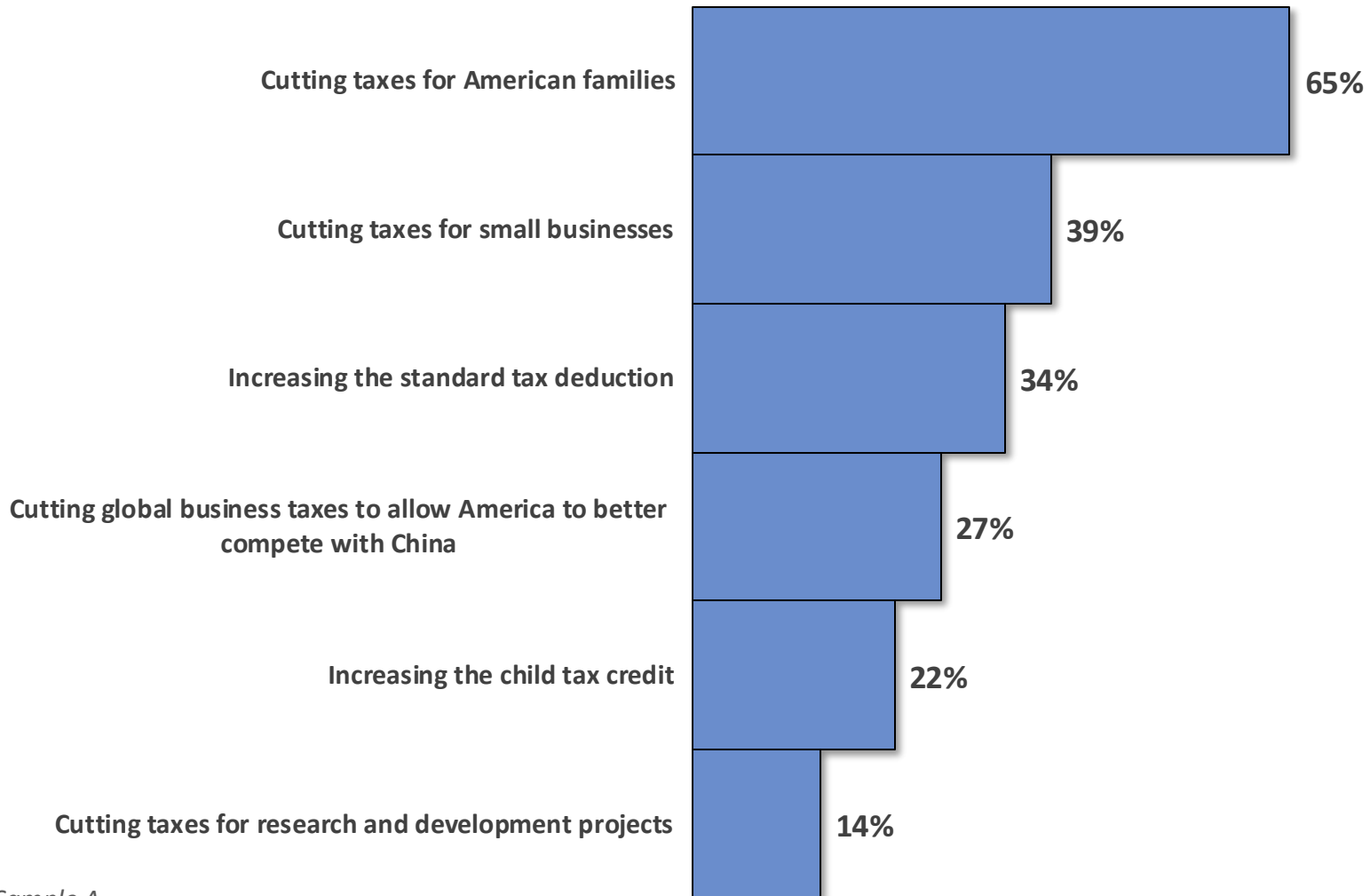
Consistently across party lines, voters say cutting taxes for families did the most to grow the economy.

Top Economic Growth Tax Cuts by Party – First Choice

GOP (32%)	Ind (18%)	Dem (50%)
Cutting taxes for American families (44%)	Cutting taxes for American families (32%)	Cutting taxes for American families (49%)
Increasing the standard tax deduction (20%)	Cutting global business taxes (25%)	Increasing the standard tax deduction (17%)
Cutting global business taxes (17%)	Cutting taxes for small businesses (17%)	Increasing the child tax credit (12%)
Cutting taxes for small businesses (14%)	Increasing the child tax credit (16%)	Cutting global business taxes (11%)

On the combined choice, voters overwhelmingly believe cutting taxes for American families did the most to grow the economy. Cutting taxes for small businesses is in a distant second.

Combined Choice



^Split Sample A

Independents have the same top four tax cuts as Republicans.

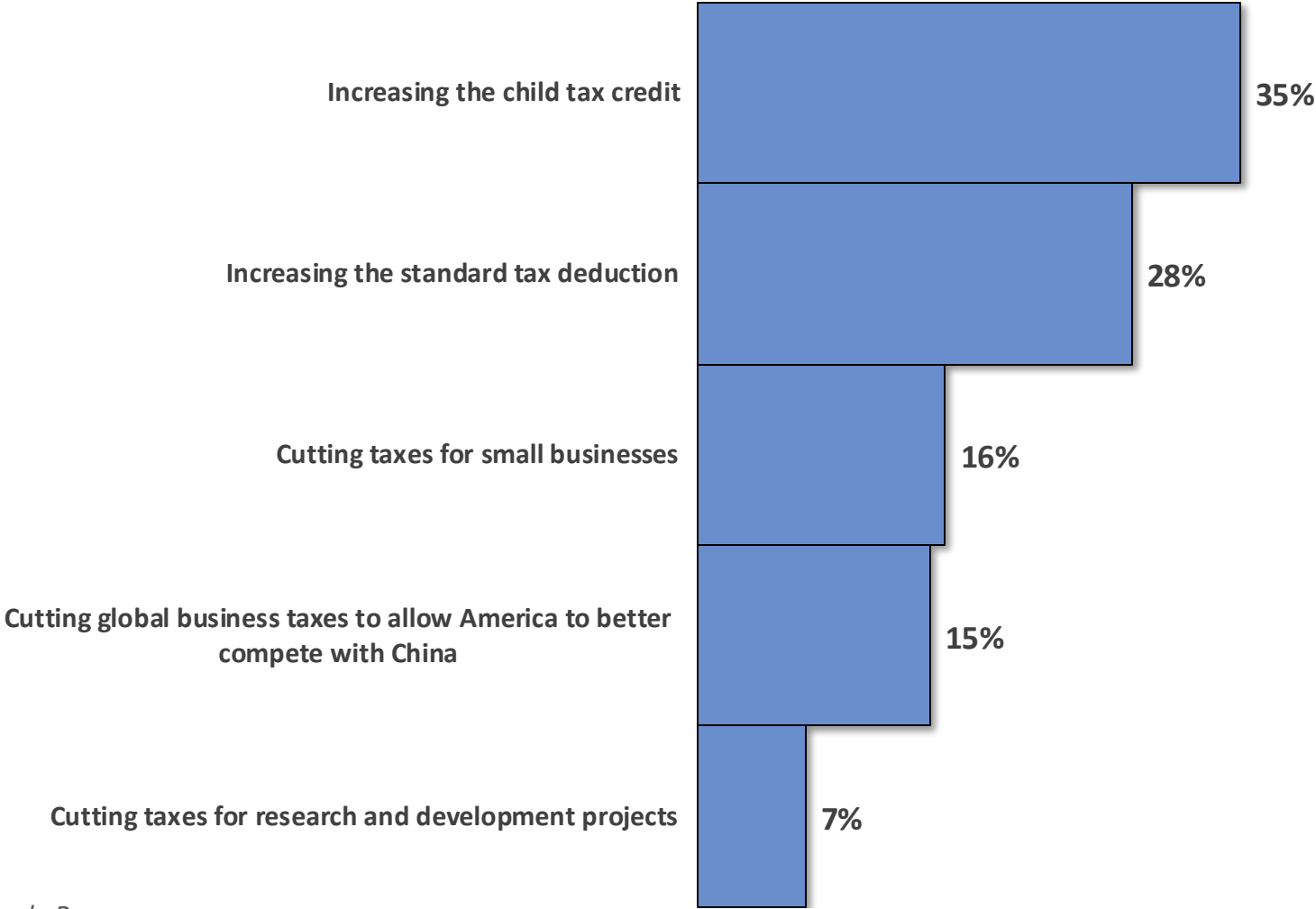
Top Economic Growth Tax Cuts by Party – Combined Choice

GOP (32%)	Ind (18%)	Dem (50%)
Cutting taxes for American families (64%)	Cutting taxes for American families (56%)	Cutting taxes for American families (69%)
Cutting taxes for small businesses (52%)	Cutting taxes for small businesses (41%)	Increasing the standard tax deduction (37%)
Cutting global business taxes (28%)	Cutting global business taxes (38%)	Cutting taxes for small businesses (29%)
Increasing the standard tax deduction (27%)	Increasing the standard tax deduction (37%)	Increasing the child tax credit (28%)

Voters believe increasing the child tax cut did the most to help American families. Increasing the standard tax deduction is in second.



First Choice



^^Split Sample B



"Now please read some of the taxes that were cut in 2017. Please indicate which of these tax cuts you think did the MOST to help American families?"^^

Independents and Democrats believe increasing the child tax credit did the most to help American families, while Republicans are more likely to believe that increasing the standard tax deduction helped most.

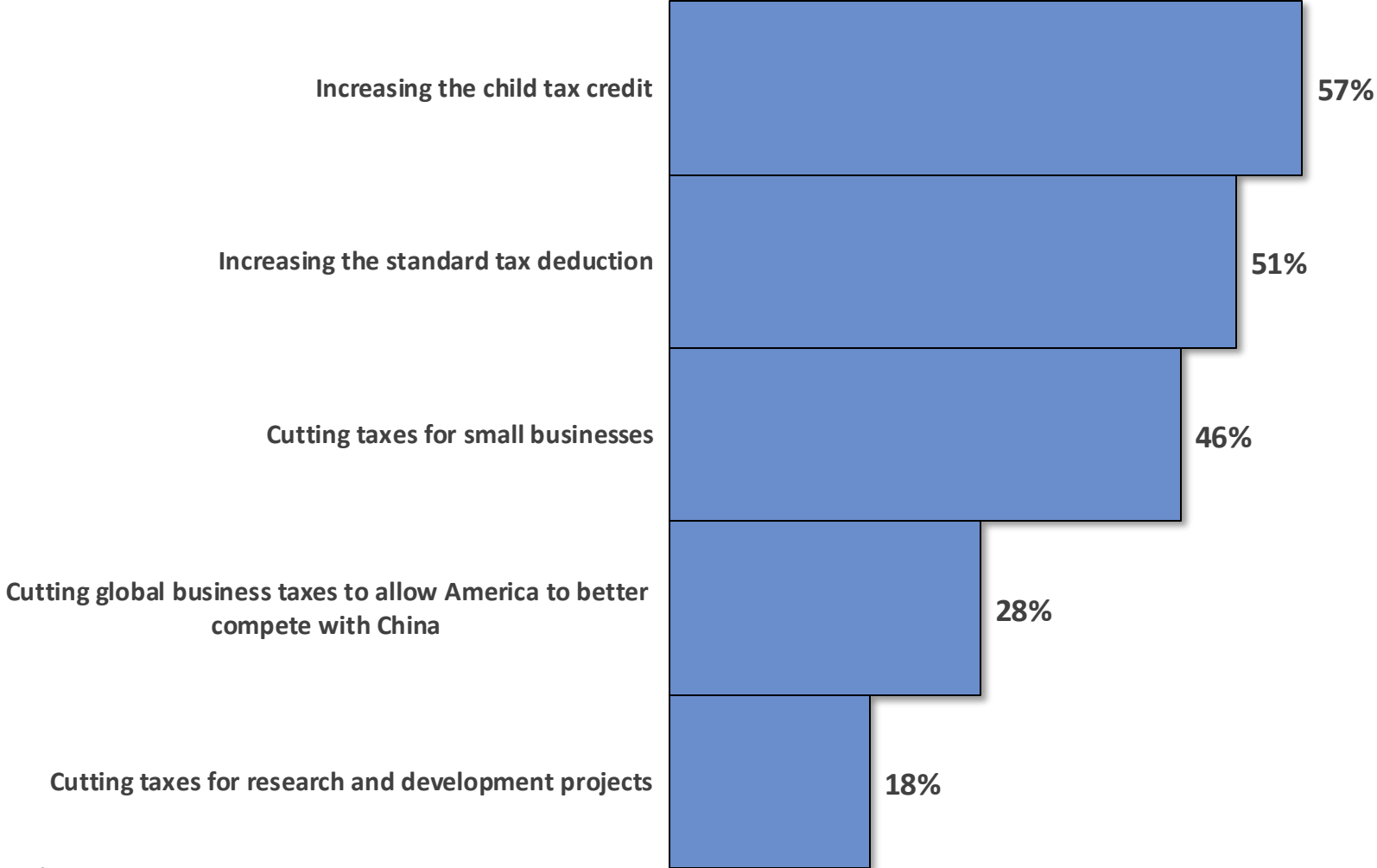
Top Tax Cuts for American Families by Party – First Choice

GOP (32%)	Ind (18%)	Dem (50%)
Increasing the standard tax deduction (32%)	Increasing the child tax credit (47%)	Increasing the child tax credit (37%)
Increasing the child tax credit (24%)	Increasing the standard tax deduction (19%)	Increasing the standard tax deduction (28%)
Cutting global business taxes (20%)	Cutting taxes for small businesses (19%)	Cutting taxes for small businesses (13%)
Cutting taxes for small businesses (20%)	Cutting global business taxes (15%)	Cutting global business taxes (11%)

On the combined choice a majority of voters believe increasing the child tax credit and increasing the standard tax deduction did the most to help American families.



Combined Choice



^^Split Sample B



"Now please read some of the taxes that were cut in 2017. Please indicate which of these tax cuts you think did the MOST to help American families?"^^

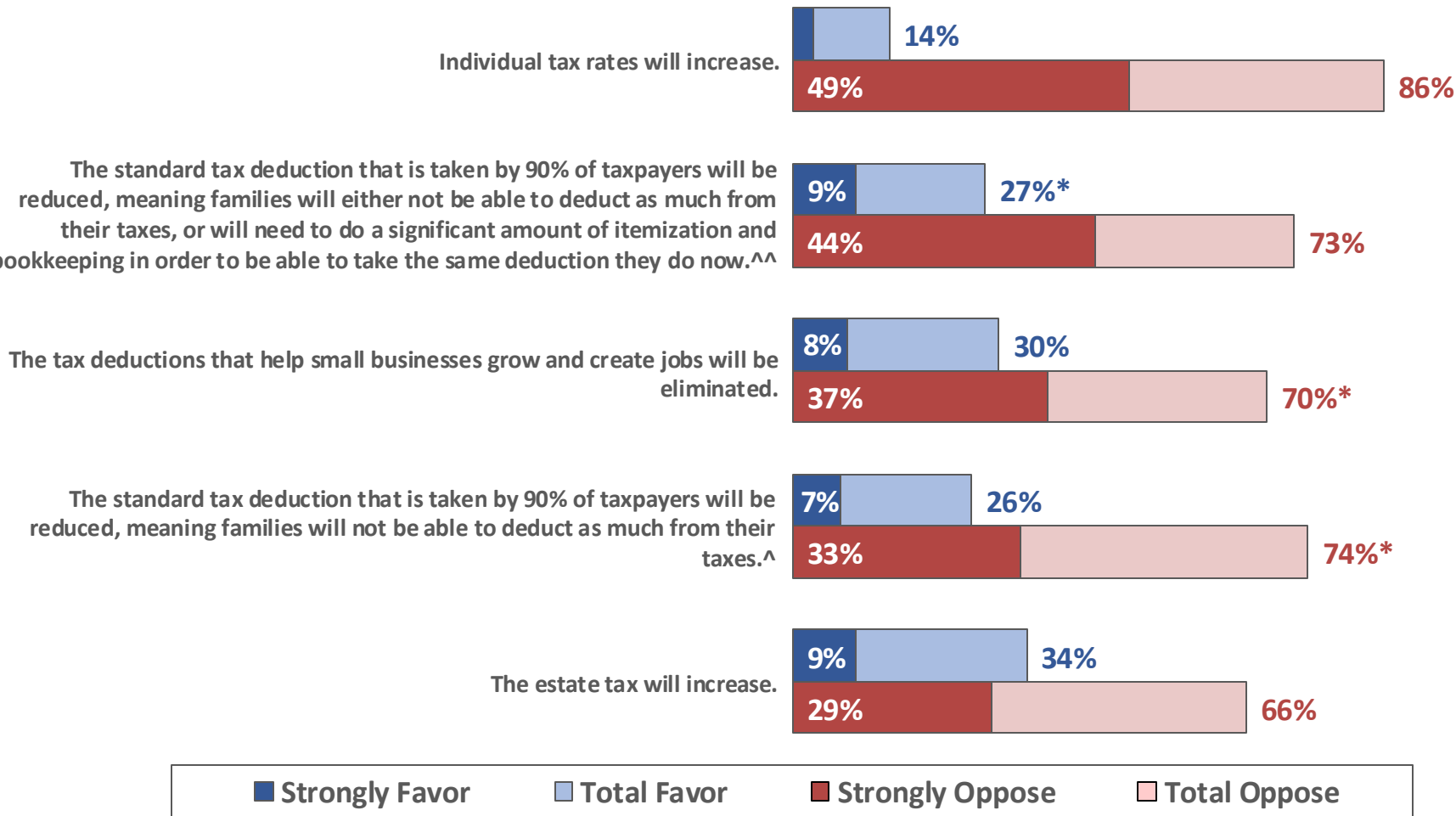
Independents align with Democrats on the combined choice. Republicans are more likely to believe cutting taxes for small businesses did the most to help American families.

Top Tax Cuts for American Families by Party – Combined Choice

GOP (32%)	Ind (18%)	Dem (50%)
Cutting taxes for small businesses (62%)	Increasing the child tax credit (61%)	Increasing the child tax credit (63%)
Increasing the standard tax deduction (49%)	Increasing the standard tax deduction (51%)	Increasing the standard tax deduction (53%)
Increasing the child tax credit (40%)	Cutting taxes for small businesses (42%)	Cutting taxes for small businesses (37%)
Cutting global business taxes (34%)	Cutting global business taxes (26%)	Cutting global business taxes (25%)

Hispanics are most opposed to their tax rates increasing and the reduction of the standard tax deduction.

Ranked by % *Strongly Oppose*

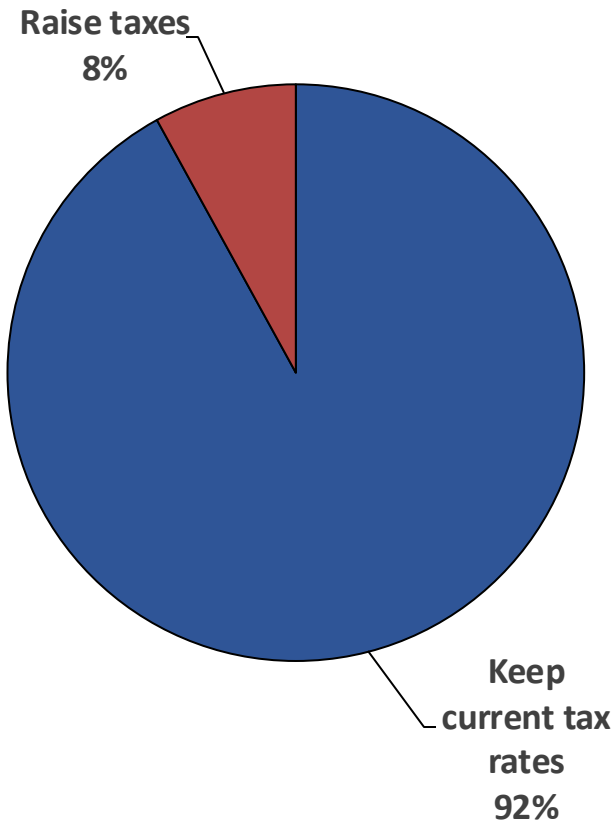


* Denotes Rounding; [^]Split Sample A, ^{^^}Split Sample B.

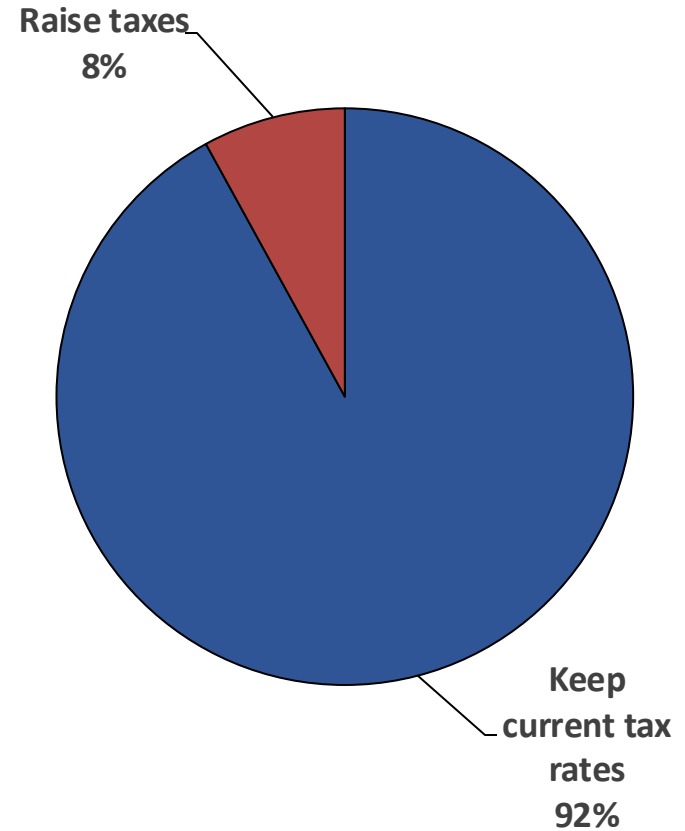
“As you may know, the 2017 tax cuts include many provisions that would change if Congress does not extend them. Please read a list of the provisions that would change. For each one that would change, please indicate if you favor or oppose that change.”

On the informed choice, over 90% of voters remain opposed to a tax increase.

Initial



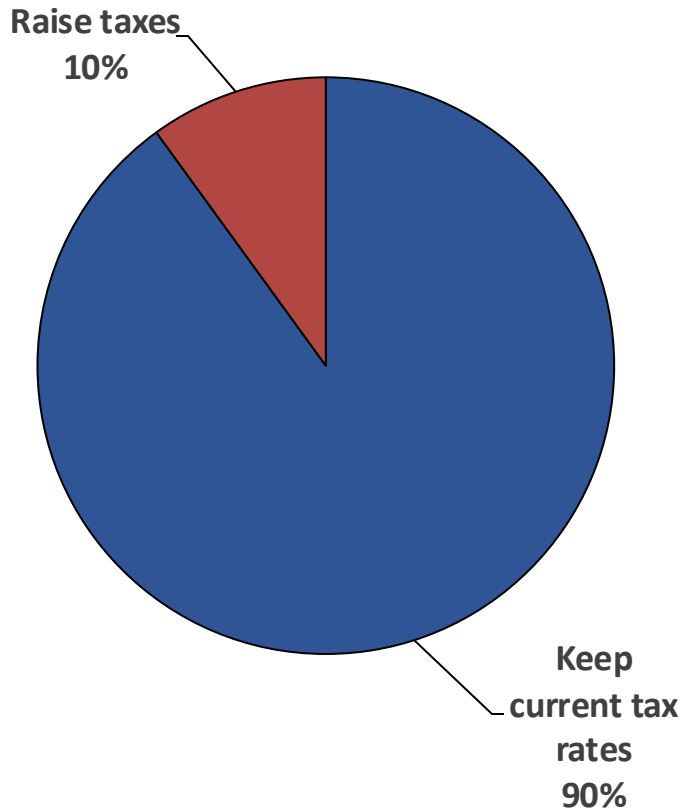
Informed



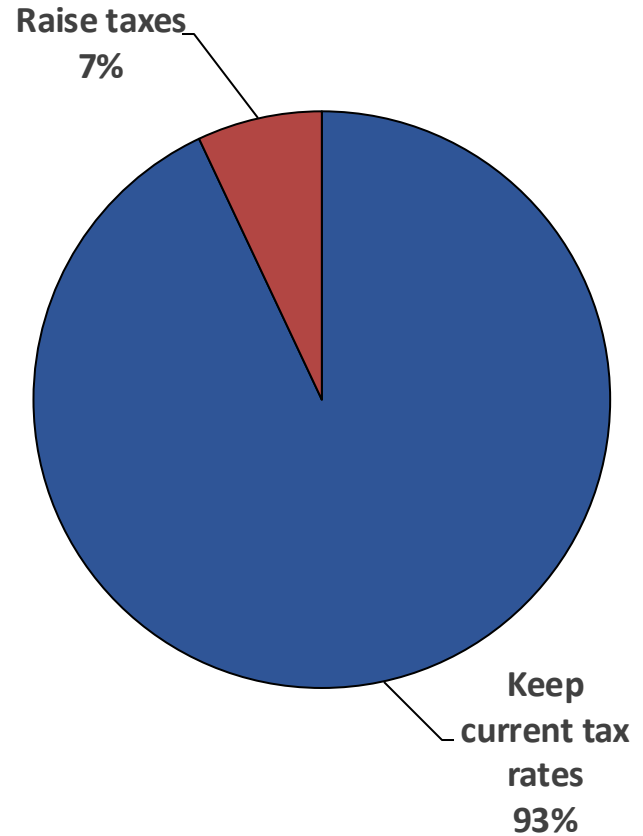
[^]Split Sample A

Even more voters are opposed to a tax increase on the informed choice.

Initial



Informed



^^Split Sample B

"Now that you have read some more information about the tax cuts that were passed in 2017... If Congress does not take any action, 62% of American households will see their taxes increase in 2026. If you were in Congress and you had a choice between voting to keep current tax rates or raise taxes, would you vote to keep current tax rates or to raise taxes?"^^



PUBLIC OPINION STRATEGIES

turning questions into answers



Jim Hobart Partner

Phone: (703) 836-7655

Email: jimh@pos.org

Website: www.pos.org

**For more information about this presentation or about
Public Opinion Strategies, please give us a call.**