



National Poll Results

Reconciliation Attitudes Survey

5/29 – 6/2/2025

GRAY*house*

Methodology

Interview Dates

May 29 – June 2, 2025

Target Population

National registered voters

Sample Design

- Messaging instrument (n = 1,000) tested message frames and attitudinal statements.
- Policy instrument (n = 1,000) evaluated detailed policy proposals.
- All respondents (n = 2,000) first completed the same benchmark battery (Q1 – Q7) plus demographic and political profiling items before being randomly routed to one of the two instrument-specific blocks.

Sampling & Quotas

Respondents were recruited from multiple panels within Cint. Soft quotas on party registration/ID, race/ethnicity, gender, age, education, region, and 2024 vote history were applied to approximate the national registered-voter universe.

Weighting

The full 2,000-case dataset was raked to voter-file-derived targets for gender, age, college education, race, region, party (registration and self-ID), 2024 presidential vote, and modeled turnout. The resulting weights were then applied to each 1,000-case sub-sample so results remain directly comparable across instruments.

Respondents

2,000 total

- 1,000 Policy survey
- 1,000 Messaging survey

Margin of Sampling Error

± 2.2 percentage points for benchmark questions asked of the full 2,000.

± 3.2 percentage points for any item asked on a single 1,000-case instrument.

Sample Demographics

Partisan ID

	Count	Total
Republican	654	33%
Independent / Other	700	35%
Democrat	646	32%

2024 Presidential Vote

	Count	Total
Donald Trump	900	45%
Kamala Harris	889	44%
Someone else	69	3%
Did not vote	160	7%

Gender

	Count	Total
Female	1014	51%
Male	986	49%

Residence Type

	Count	Total
Rural	486	24%
Suburban	1016	51%
Urban	482	24%

Age

	Count	Total
18 - 29	316	20%
30 - 49	580	29%
50 - 64	554	24%
65+	554	27%

Education

	Count	Total
Less than 4-year degree	1206	61%
4-year degree or greater	790	39%

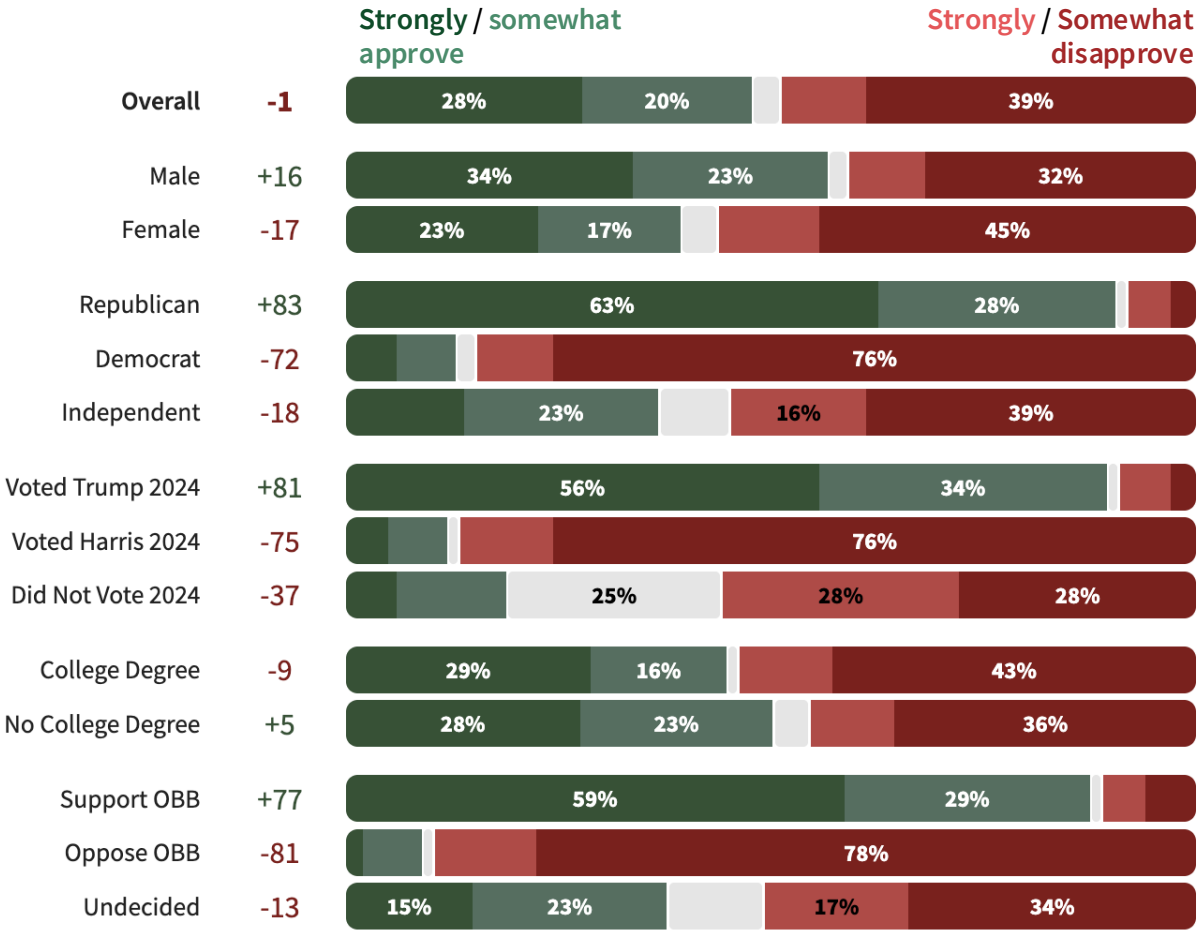
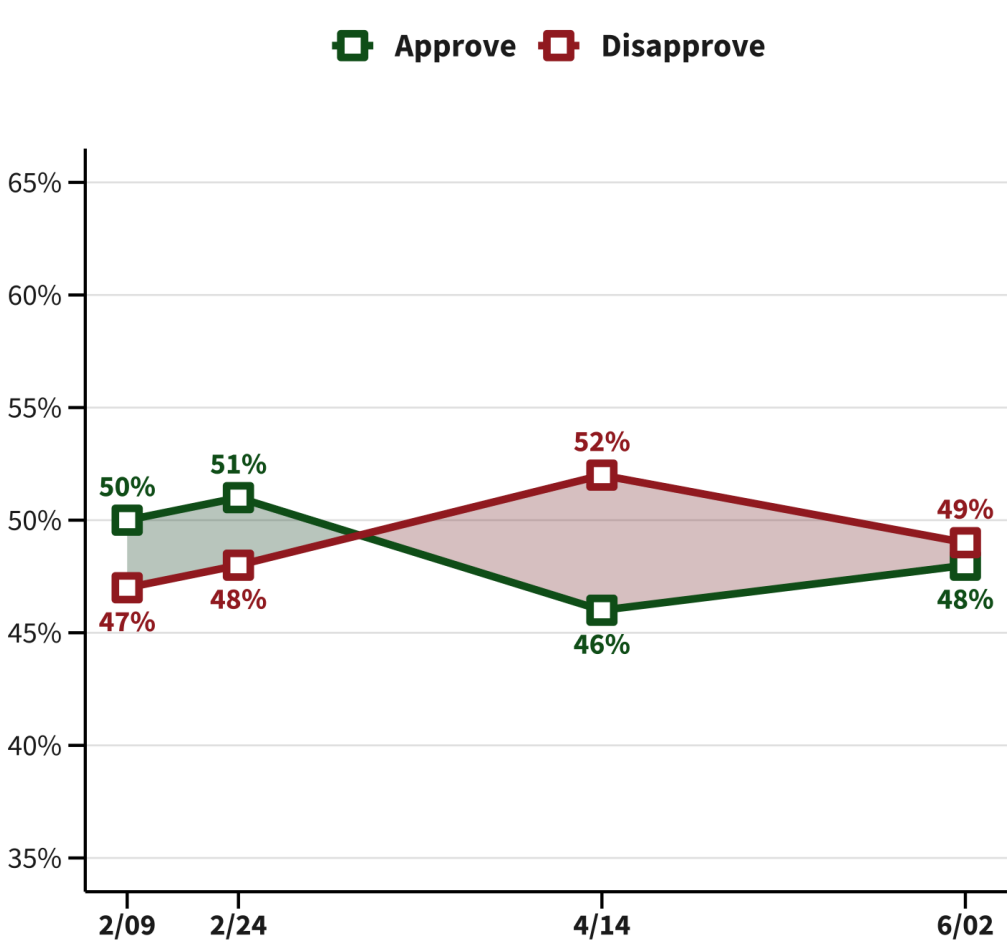
US Region

	Count	Total
Northeast	280	15%
Mid-Atlantic	120	4%
Southeast	500	23%
Great Lakes	274	14%
Midwest	138	8%
Southwest	260	15%
Rocky Mountains	78	4%
West Coast	350	17%

National Benchmarks

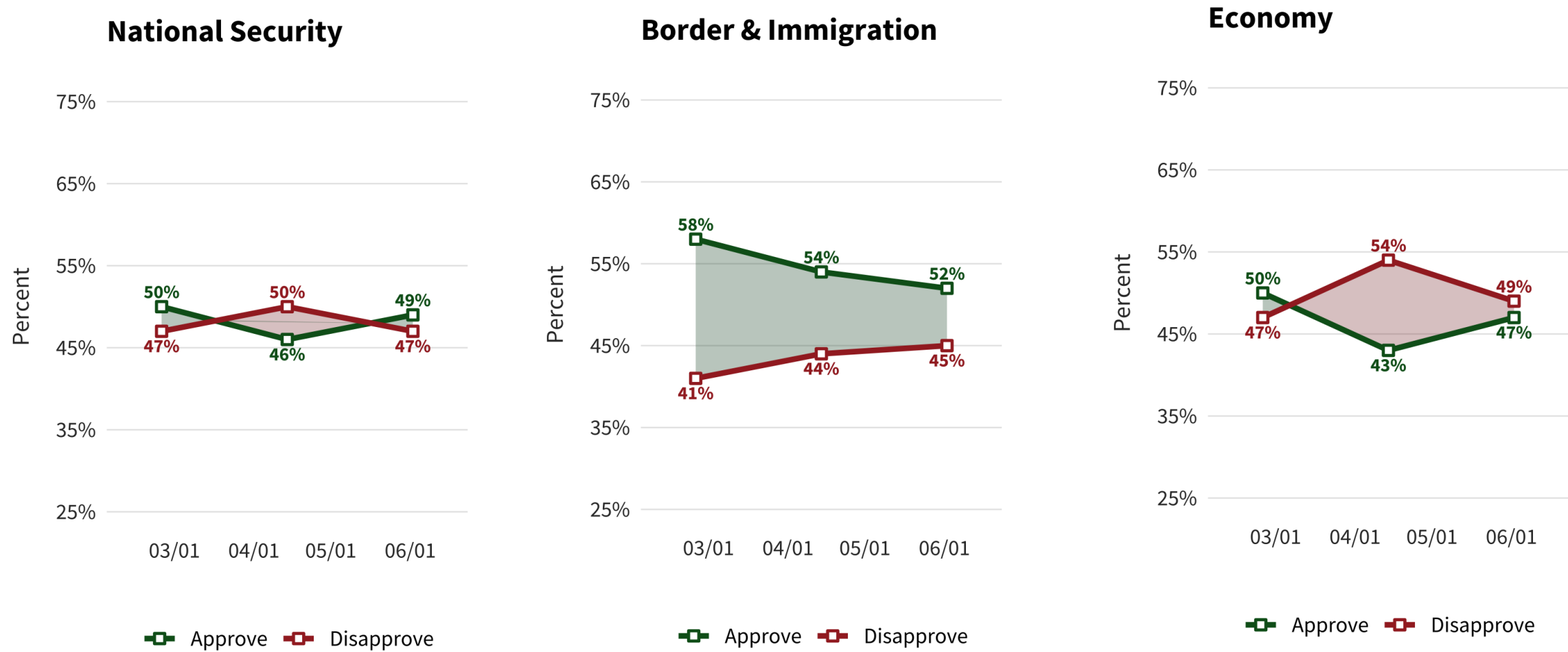
Trump approval returns near parity (-1 net) after April dip, driven by improved ratings among Independents

Q. Do you approve or disapprove of the job Donald Trump is doing as President?



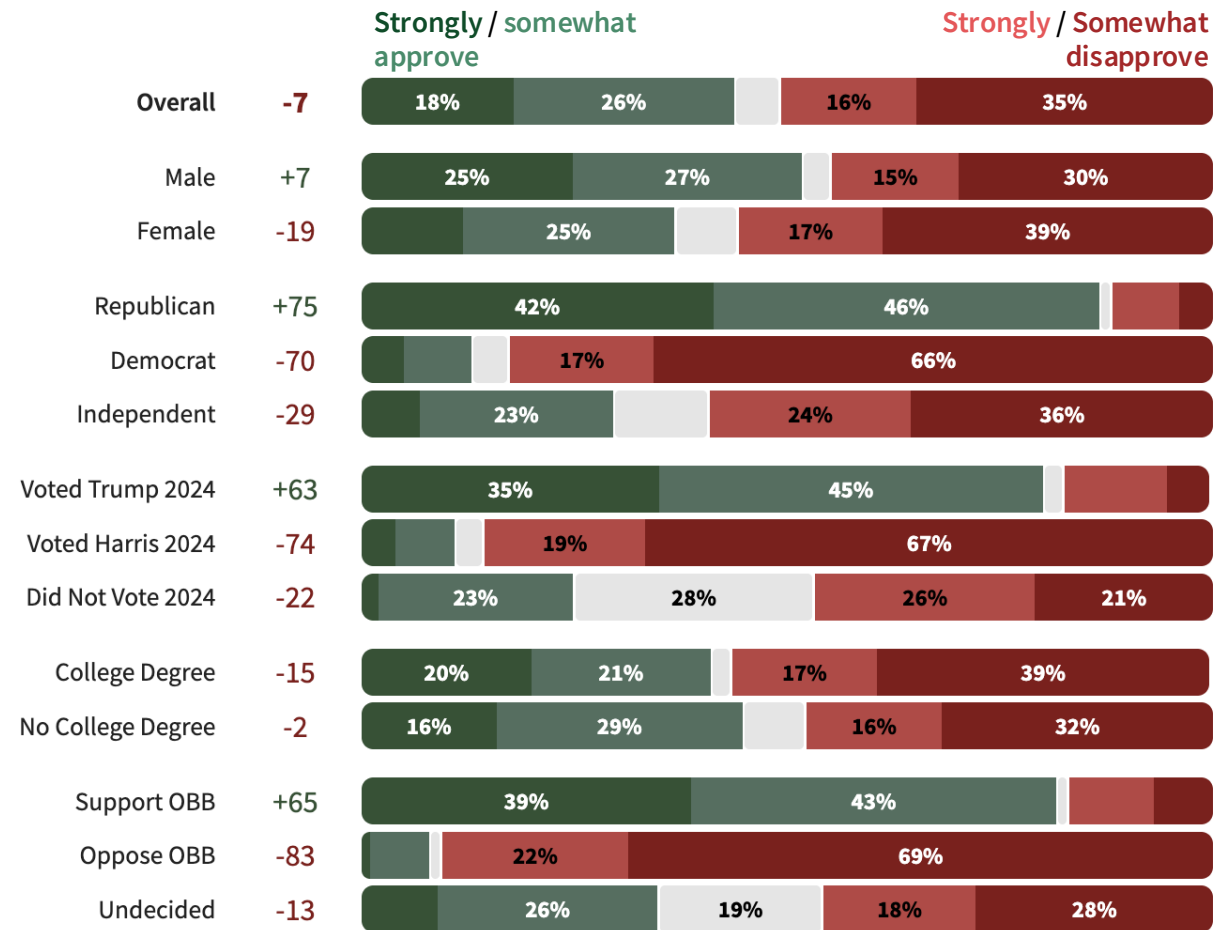
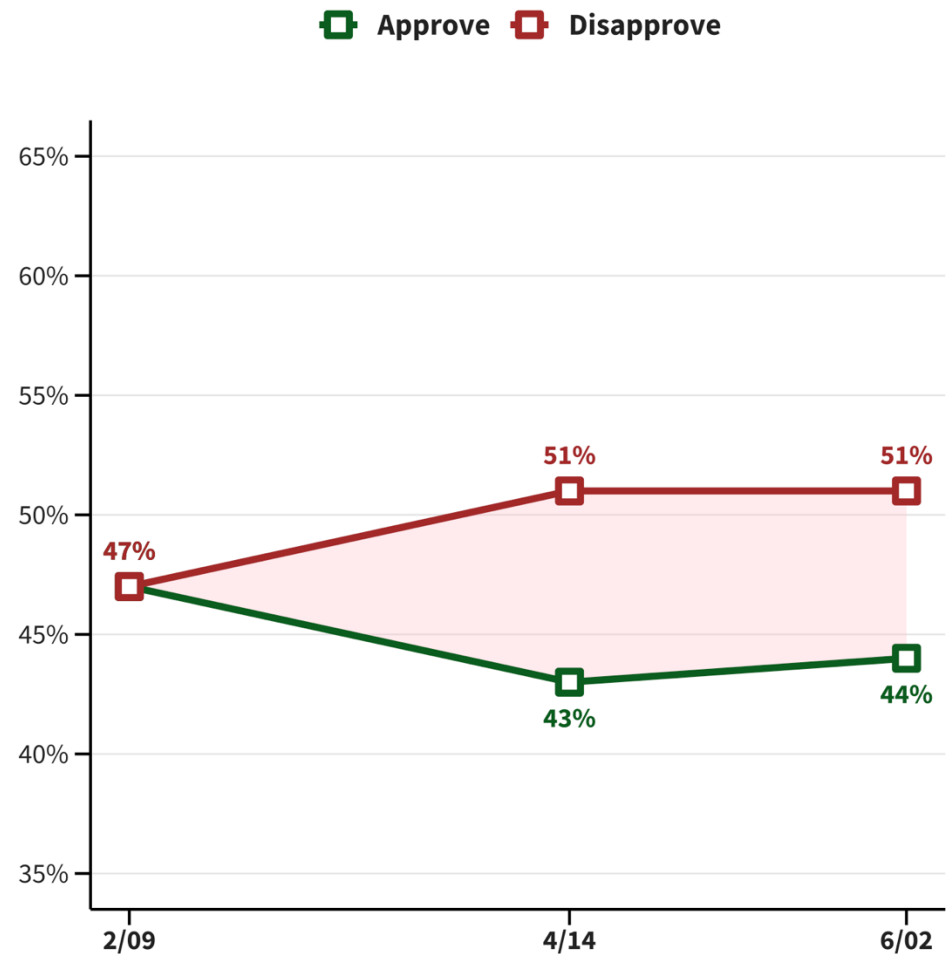
Trump’s Approval on Handling of the Economy Rebounds- Border & Immigration Remains Trump’s Strongest Area with 52% Approving

Q. Do you approve or disapprove of the way President Trump is handling the following issues -



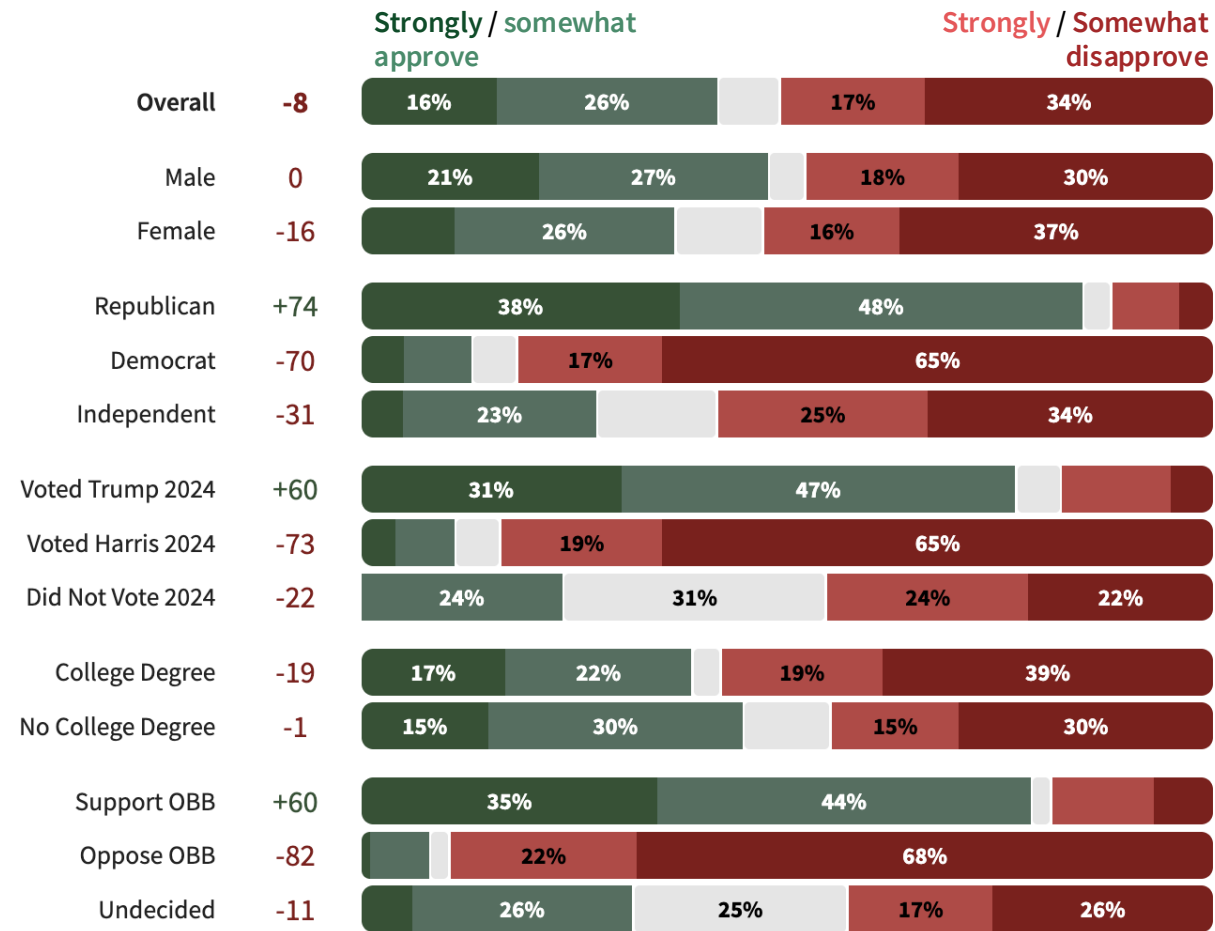
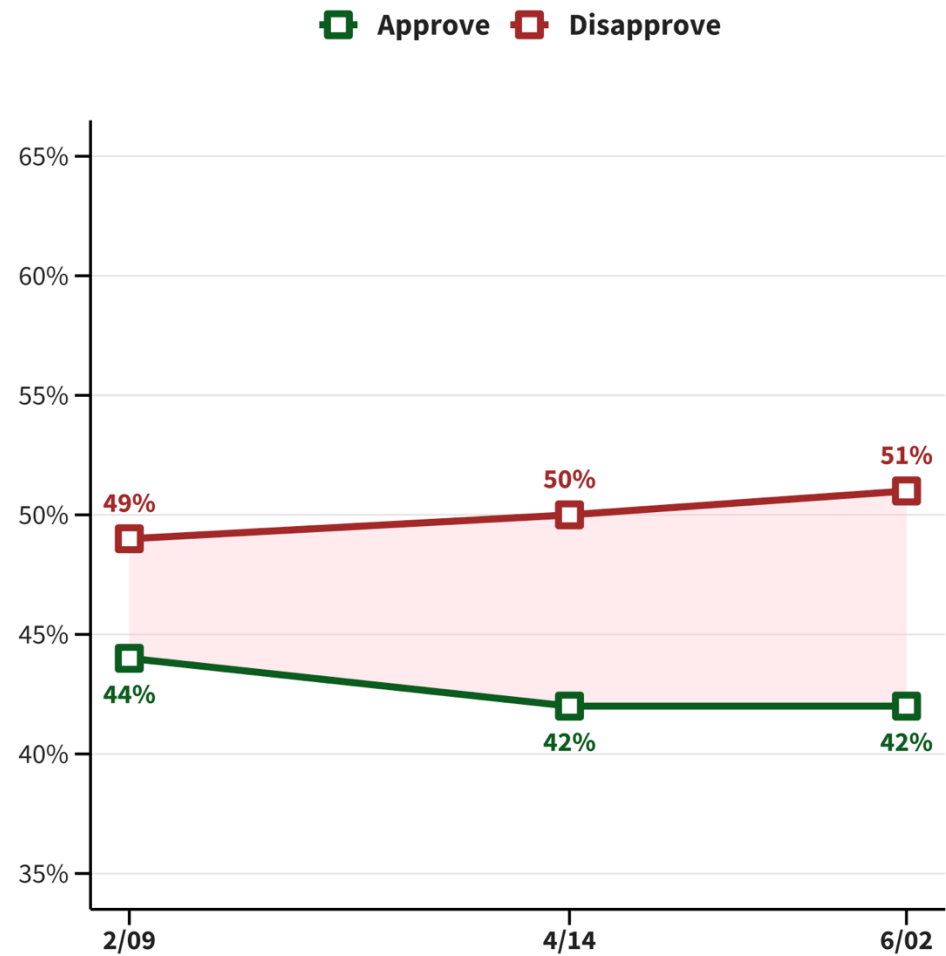
House Republicans Approval Inches Up From April to 44% Approve, 51% Disapprove

Q. Do you approve or disapprove of the job **Republicans in Congress** are doing?



Senate Republicans Stand at 42% Approval with A -8 Net Approval – Gap Between Trump Driven By Right Leaning Independents Answering Don't know

Q. Do you approve or disapprove of the job **Senate Republicans** are doing?

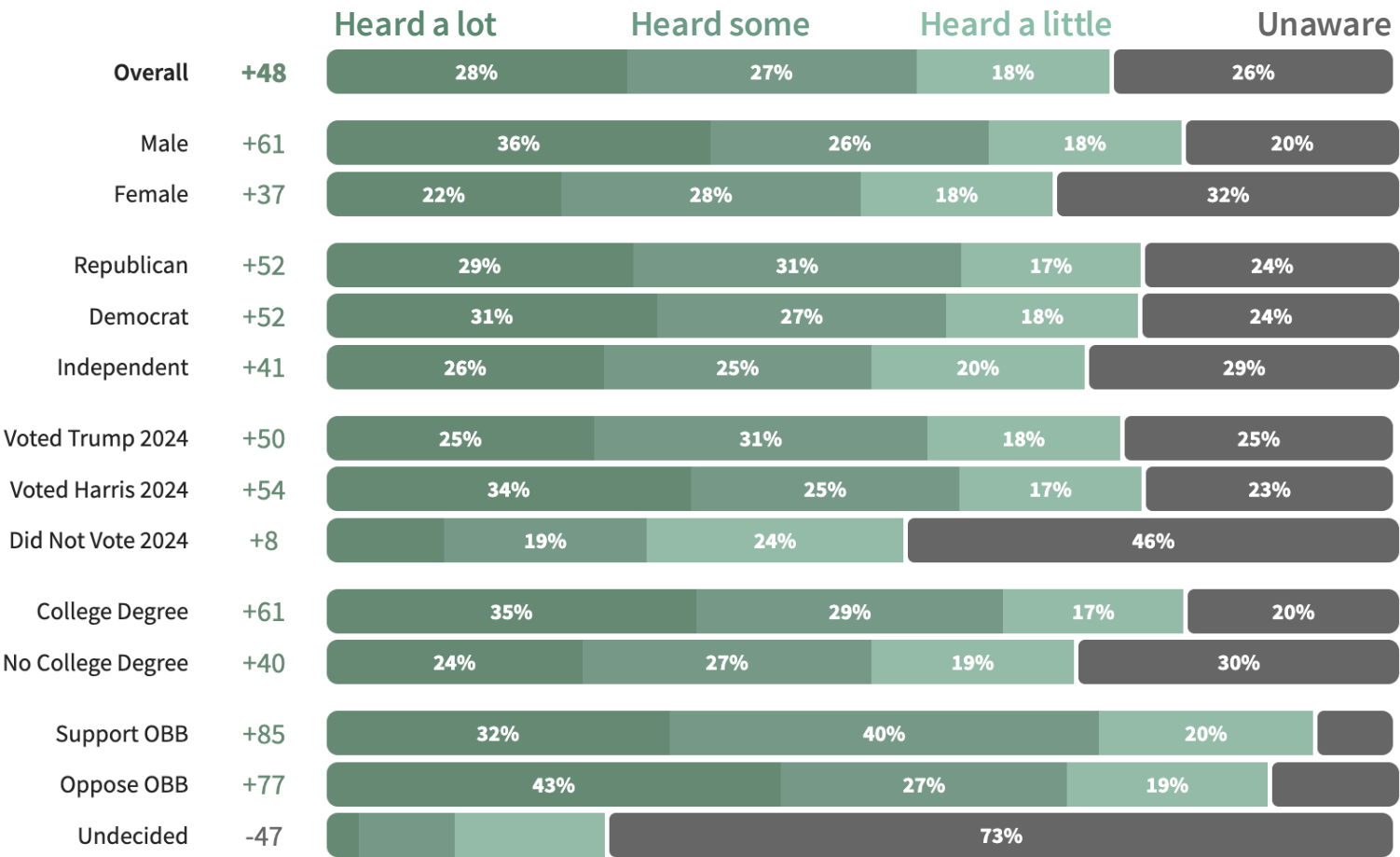


One Big Beautiful Bill

Policies & Awareness

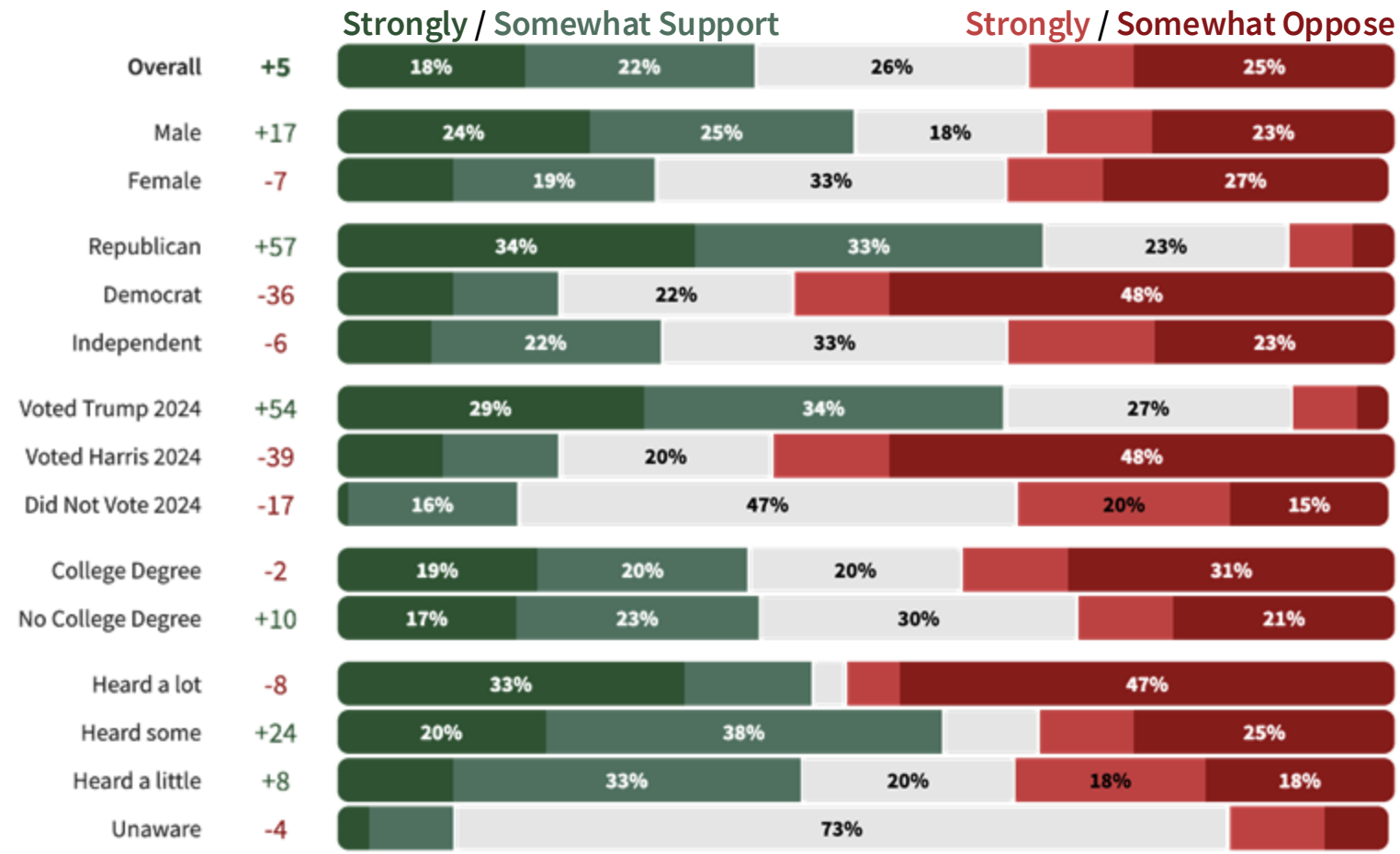
Awareness Gap: Only 28 % Heard “A Lot” About OB BB, While 26 % Haven’t Heard a Thing

Q. Have you seen, heard, or read about the legislation in Congress known as the "One Big Beautiful Bill Act"?



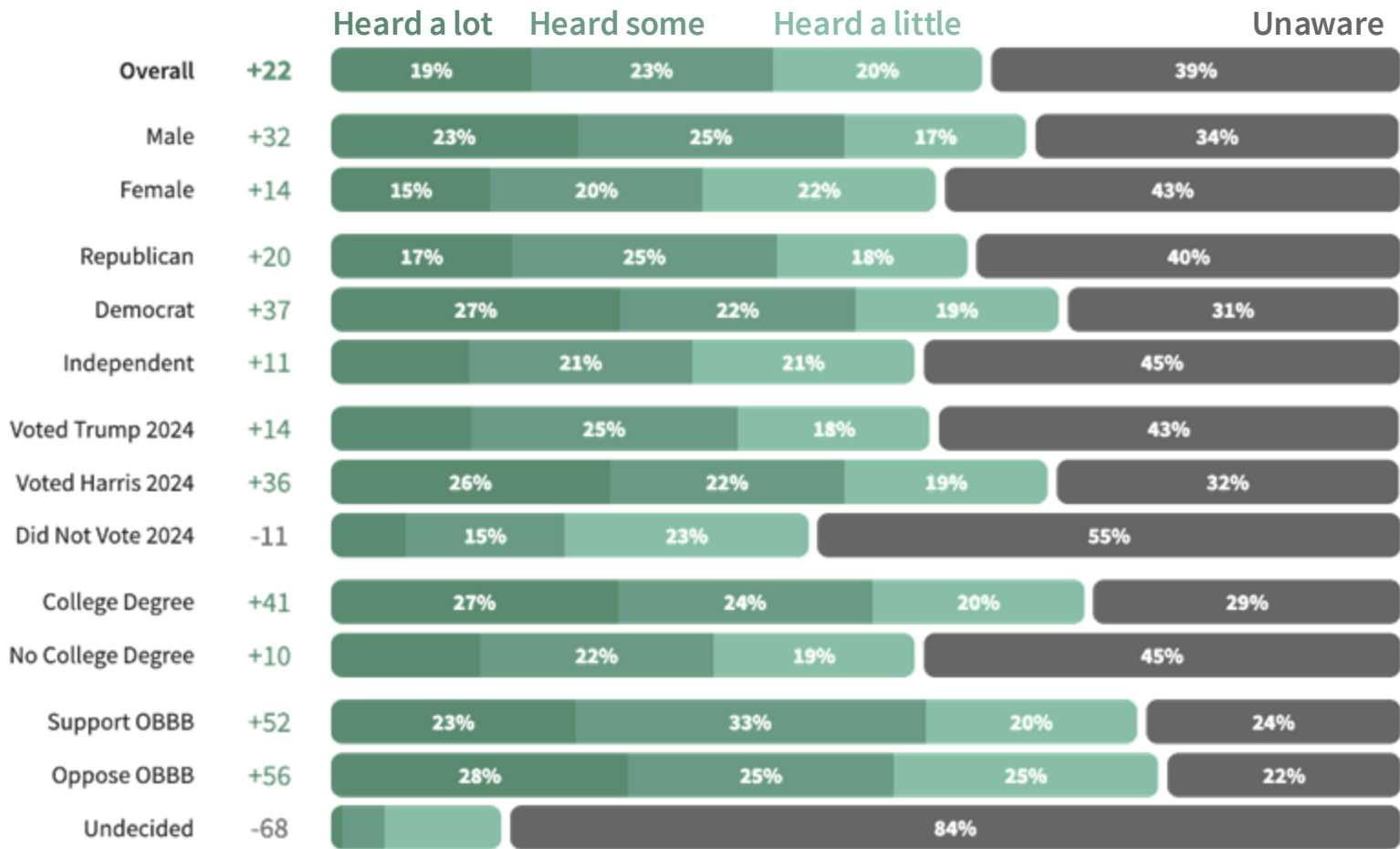
House OBBB is above water – but more than 25% of Americans are undecided

Q. The House of Representatives recently passed legislation called the "One Big Beautiful Bill Act". Based on what you may have heard, do you support or oppose this legislation?



Supporters and Opposers of OB BB Equally Aware of Changes to Medicaid – 84% of Undecideds Have Heard Nothing About Healthcare Changes in OB BB

Q. Have you recently seen, heard, or read anything about changes to healthcare in the One Big Beautiful Bill Act?

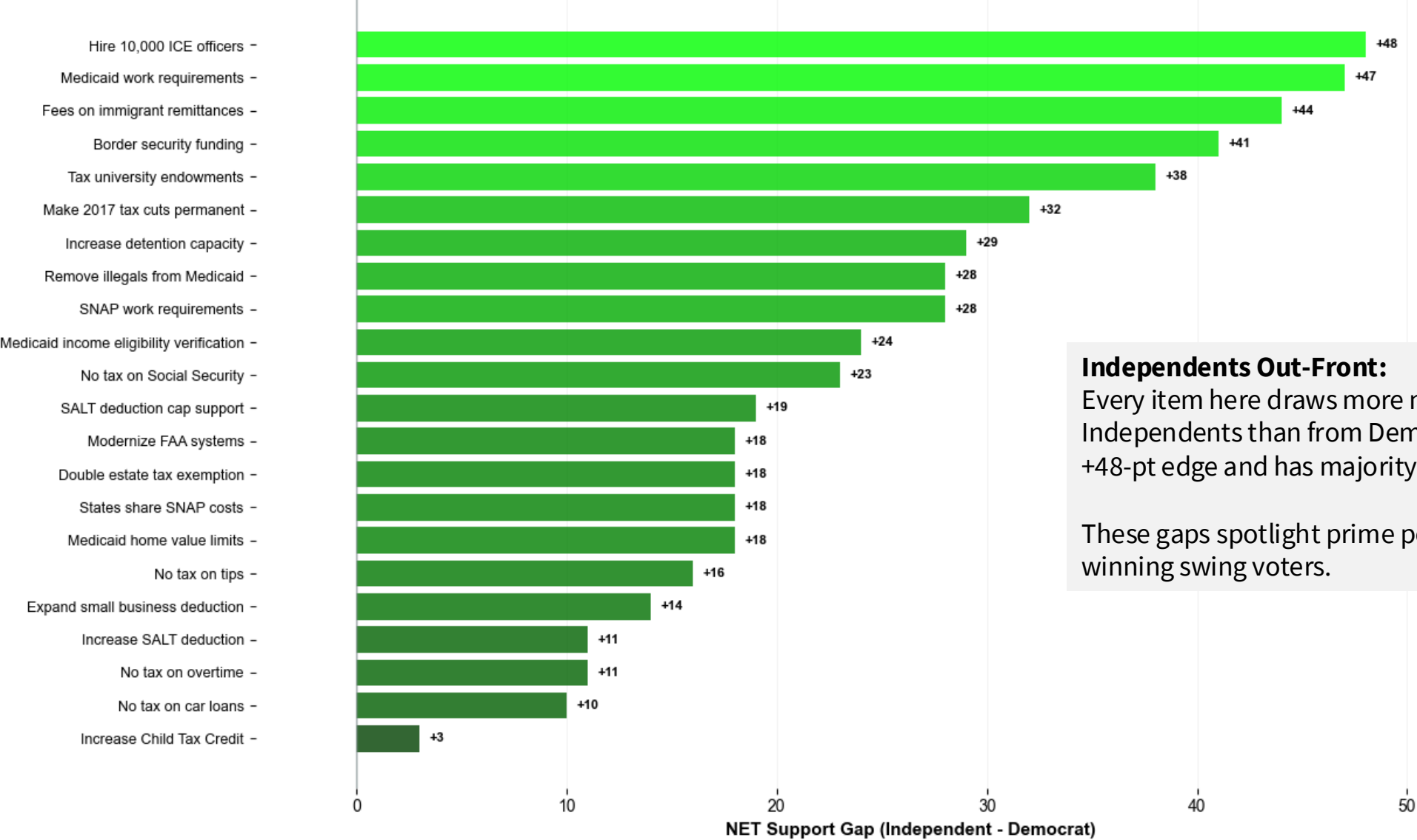


Vast Majority of Provisions in OBBB Have Above 50% Approval – With Eliminating Taxes on Social Security Benefits Standing as the Most Popular

Q. Do you support or oppose each of the following provisions included in the One Big Beautiful Bill Act?

Policy	Overall	Republican	Democrat	Independent
Eliminate federal income taxes on Social Security benefits for seniors	78%	90%	68%	76%
Provide \$12.5 billion to modernize FAA systems and air traffic control infrastructure	73%	84%	65%	71%
Increase the Child Tax Credit from \$2,000 to \$2,500 per child, make it permanent and inflation-adjusted	72%	84%	67%	67%
Double the federal estate tax exemption from \$15M to \$30M for married couples	71%	88%	57%	66%
Eliminate federal income taxes on tips received by service workers like waiters, bartenders, and hair stylists	70%	87%	58%	63%
Increase SALT deduction cap to \$40,000 for married couples earning under \$500,000, with phase-down above that	69%	87%	57%	63%
Prevent people who own homes worth over \$1 million from qualifying for Medicaid	69%	86%	55%	65%
Eliminate federal income taxes on car loan interest payments	68%	86%	57%	59%
Remove illegal immigrants from Medicaid eligibility	68%	91%	50%	63%
Expand the small business tax deduction from 20% to 23% and make it permanent	67%	88%	55%	58%
Make the 2017 Tax Cuts and Jobs Act permanent for individuals and families	66%	89%	48%	60%
Eliminate federal income taxes on overtime pay for workers	66%	84%	56%	58%
Require healthy adults without children to work, volunteer, or train at least 80 hours/month to receive Medicaid	63%	82%	41%	62%
Require Medicaid recipients to verify eligibility every 6 months instead of yearly	63%	82%	49%	58%
Expand SNAP work requirements to healthy adults aged 55 to 64	62%	82%	45%	57%
Provide massive increases in funding for border security, including new border wall and more patrol agents	60%	90%	36%	53%
Hire 10,000 additional ICE officers to help deport illegal immigrants who have committed crimes	58%	87%	32%	53%
Increase taxes on large university endowments and apply corporate tax rate to the largest endowments	58%	84%	37%	53%
Impose new fees on money that illegal immigrants send out of the U.S. to other countries	57%	83%	34%	52%
Require states to pay 5% of SNAP costs starting in 2028 (instead of 100% federal)	57%	80%	43%	49%
Increase detention bed capacity to hold more illegal immigrants awaiting deportation	56%	83%	28%	47%
Eliminate tax credits for electric vehicles, solar panels, and other green energy programs	51%	78%	34%	41%
Open additional federal lands for oil and gas drilling and mining	51%	81%	29%	43%
Prohibit Medicaid funding from going to Planned Parenthood for any services	47%	74%	30%	38%
Reduce royalty rates for oil, gas, and coal companies extracting on federal lands	46%	74%	30%	31%

Independent Support Diverges Dramatically From Democrats on Border Issues and Medicaid Requirements – Presenting Powerful Wedge Issue Opportunities for GOP

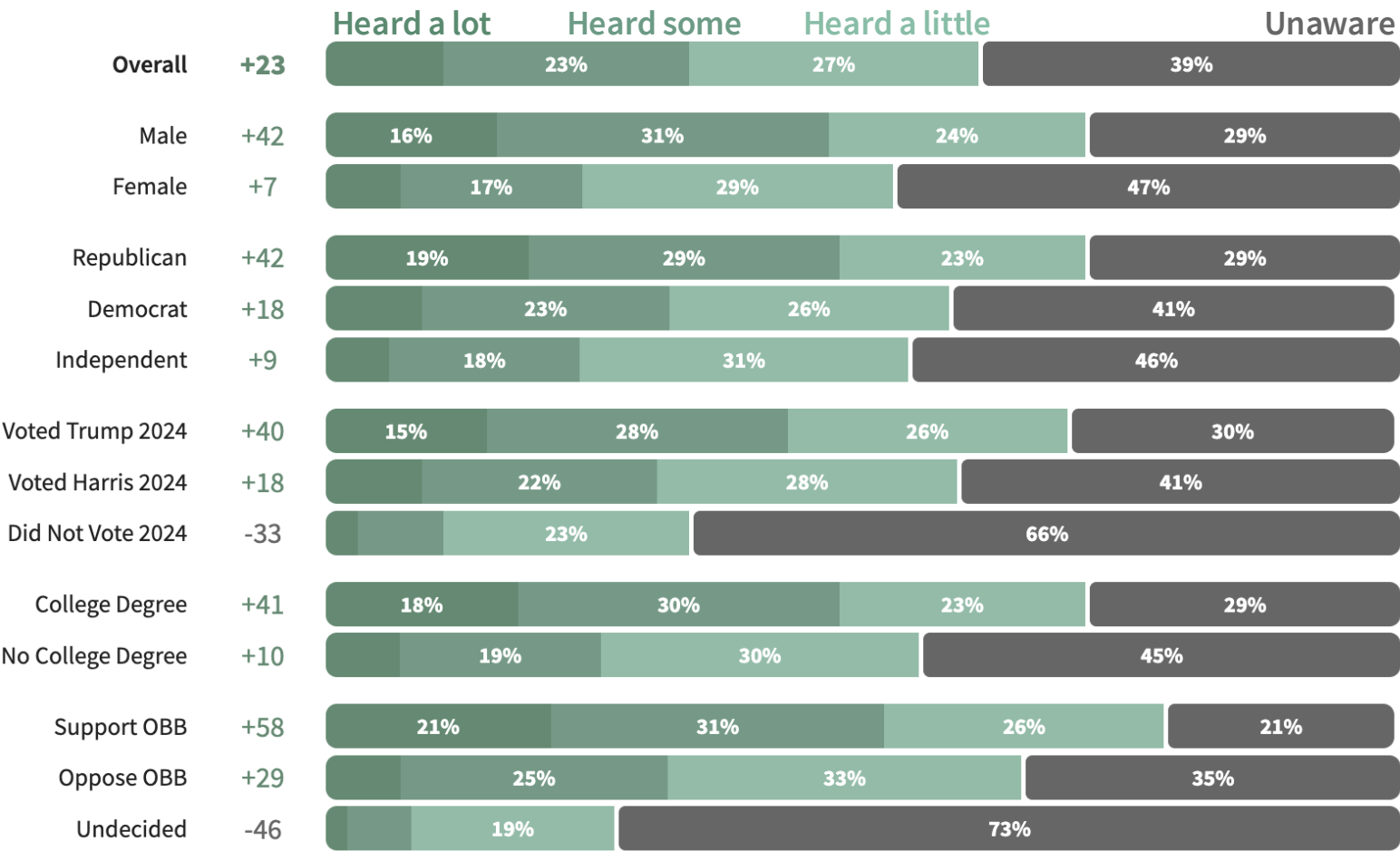


Independents Out-Front:
Every item here draws more net support from Independents than from Democrats—up to a +48-pt edge and has majority support overall.

These gaps spotlight prime policy hooks for winning swing voters.

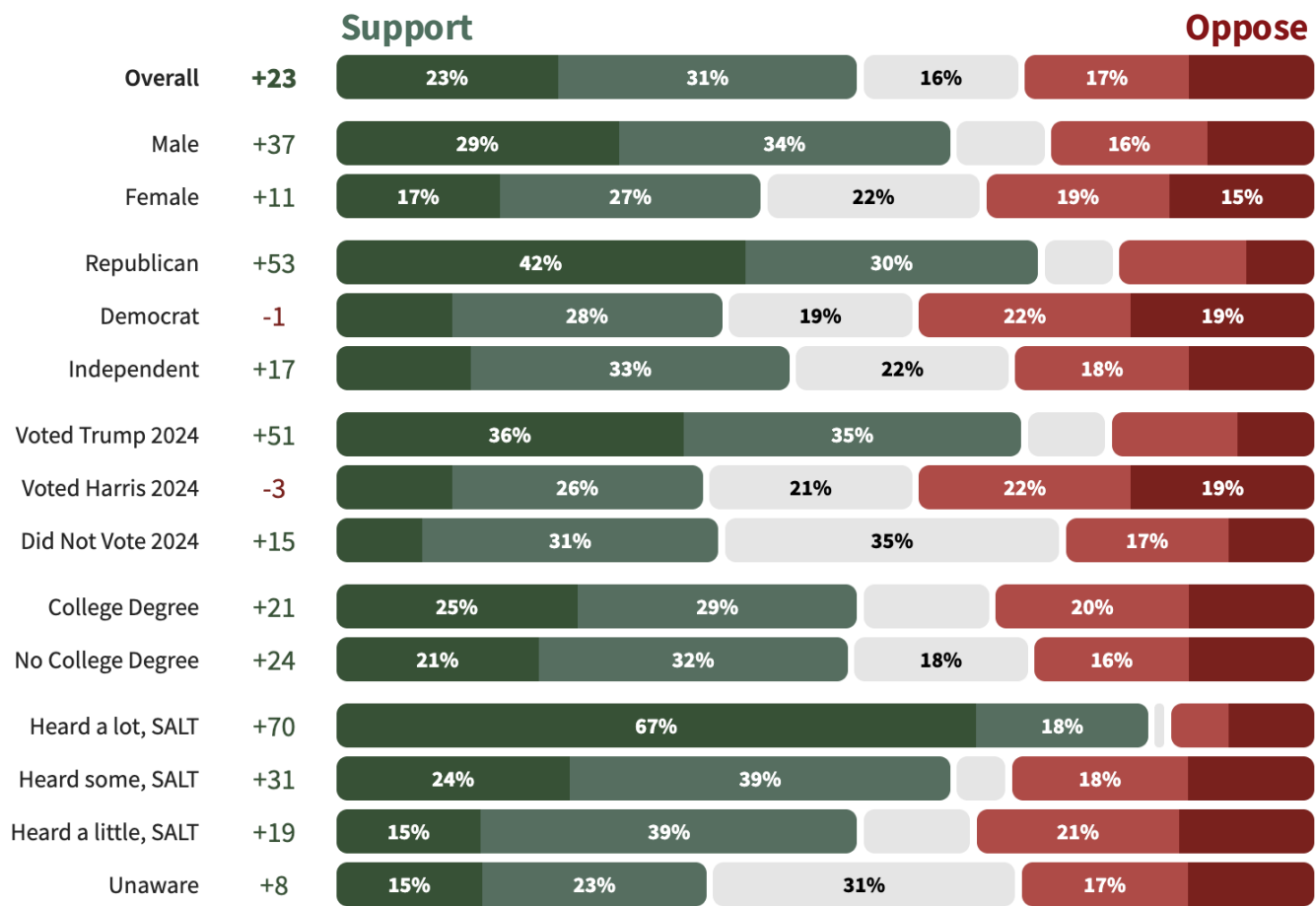
SALT Deduction Obscure to Most Voters — Just 11 % Know It Well; 38 % Say They've Heard Nothing

Q. Before today, how much had you heard about the "state and local tax deduction" or "SALT deduction"?



Post Information 54 % Favor A Cap On State and Local Tax Deductions

Q. Based on this explanation, do you support or oppose having a cap on the state and local tax deduction?



Information Given

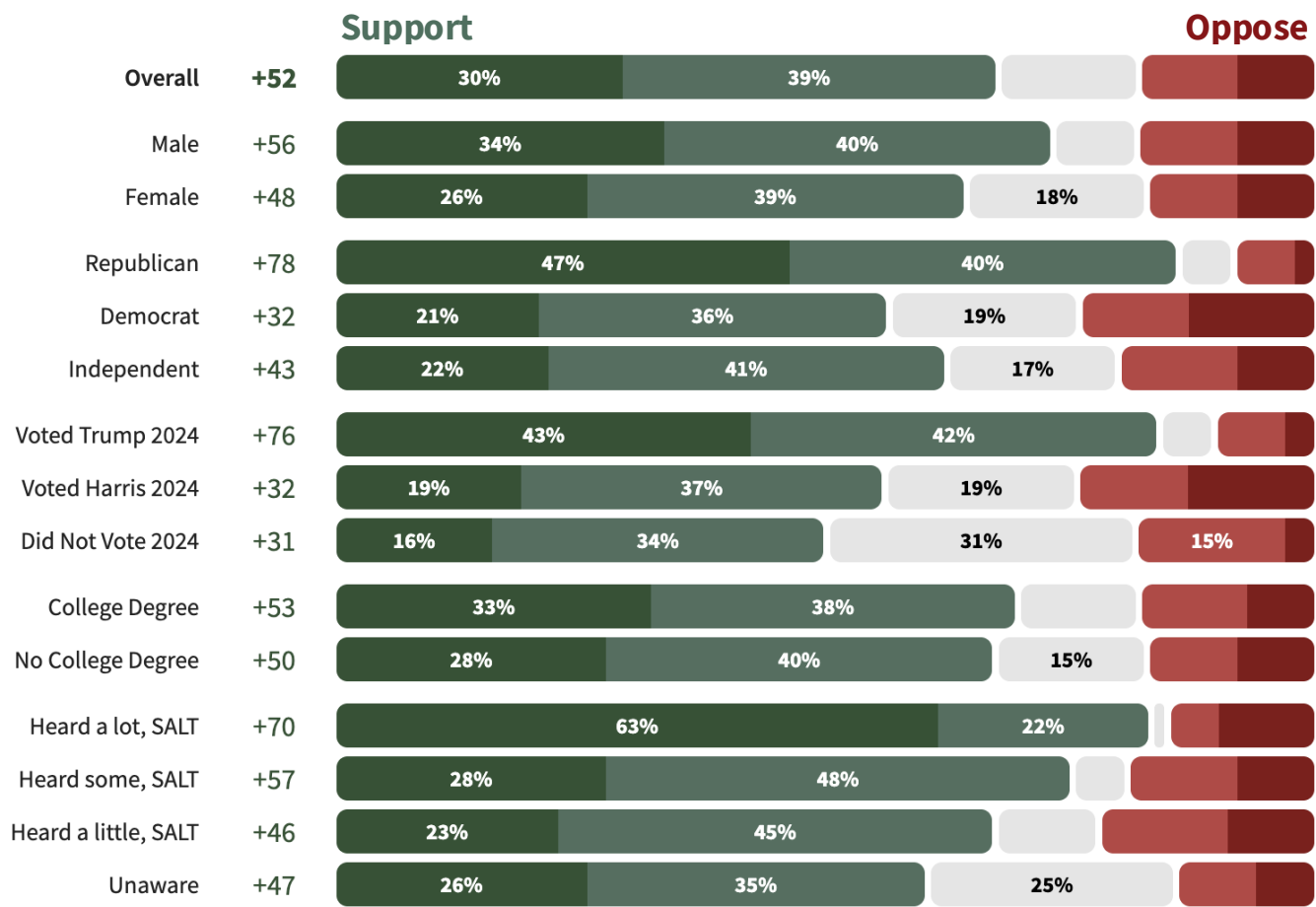
The state and local tax deduction (SALT) allows taxpayers who itemize their deductions to deduct state and local income taxes and property taxes from their federal income tax return.

In 2017, Congress capped this deduction at \$10,000 per year for both single taxpayers and married couples filing jointly. Before 2017, there was no limit on how much could be deducted.

For example: A married couple in New York who pays \$8,000 in state income taxes and \$15,000 in property taxes (total: \$23,000) can currently only deduct \$10,000 of those taxes from their federal return. The remaining \$13,000 cannot be deducted.

Raising SALT Cap to \$40 K Earns 69% Support with Voters- Including 62% Support Among Voters Who Were Unaware of SALT

Q. Do you support or oppose this change?



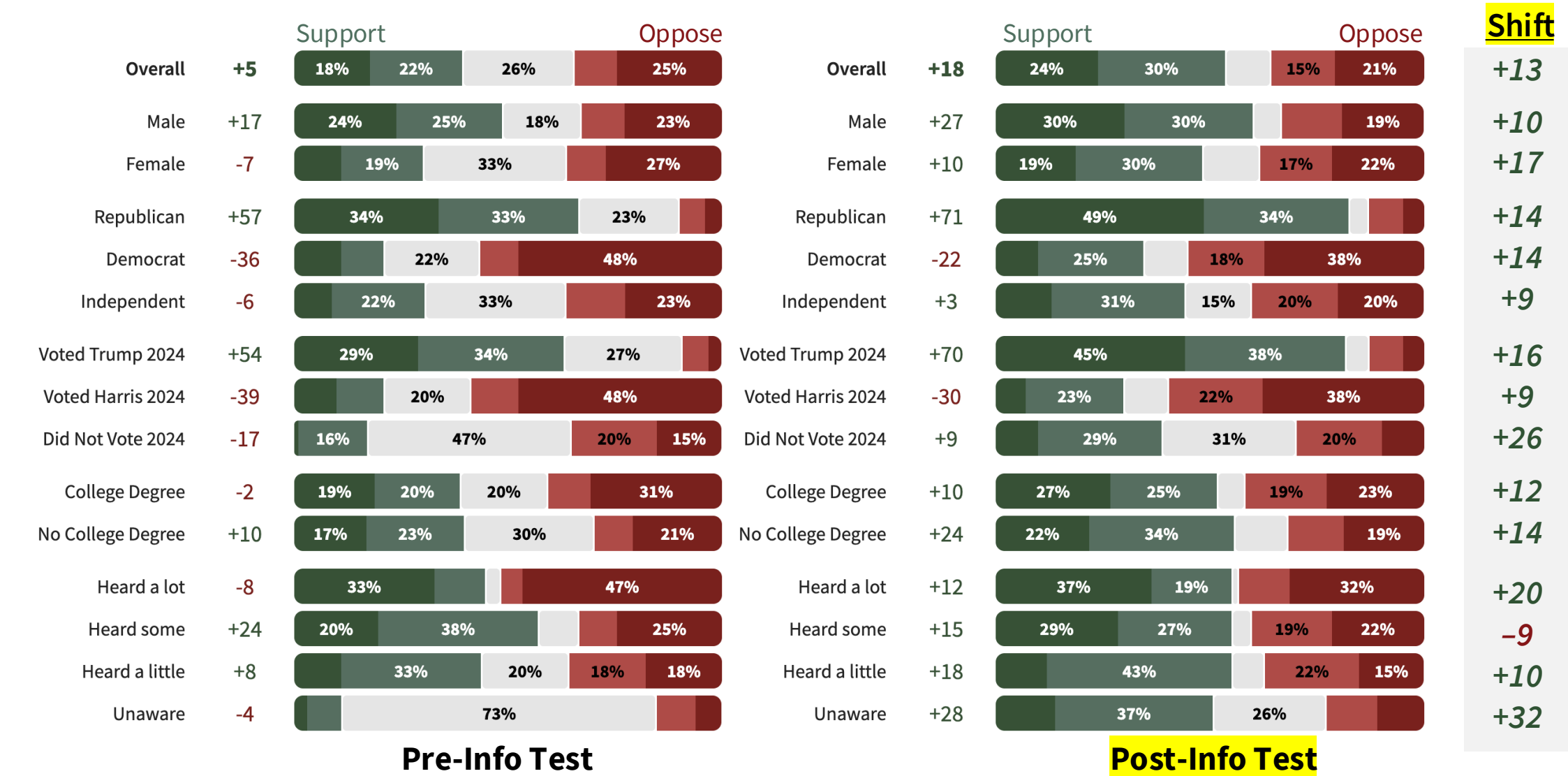
Information On Changes in OBBB

The One Big Beautiful Bill Act that passed the House today increases the SALT deduction cap from \$10,000 to \$40,000 for married couples earning under \$500,000, and phases it down for couples earning between \$500,000-\$800,000. Couples earning over \$800,000 would still be limited to \$10,000.

Using our earlier example: That same married couple in New York paying \$23,000 in state and local taxes would now be able to deduct the full \$23,000 instead of just \$10,000, saving them about \$2,600 in additional savings.

After Learning More About the OBBB Support Grows by Double Digits- including A 32% Shift Among Voters Who Hadn't Heard Anything About OBBB

Q. Now, do you support or oppose the "One Big Beautiful Bill Act"?

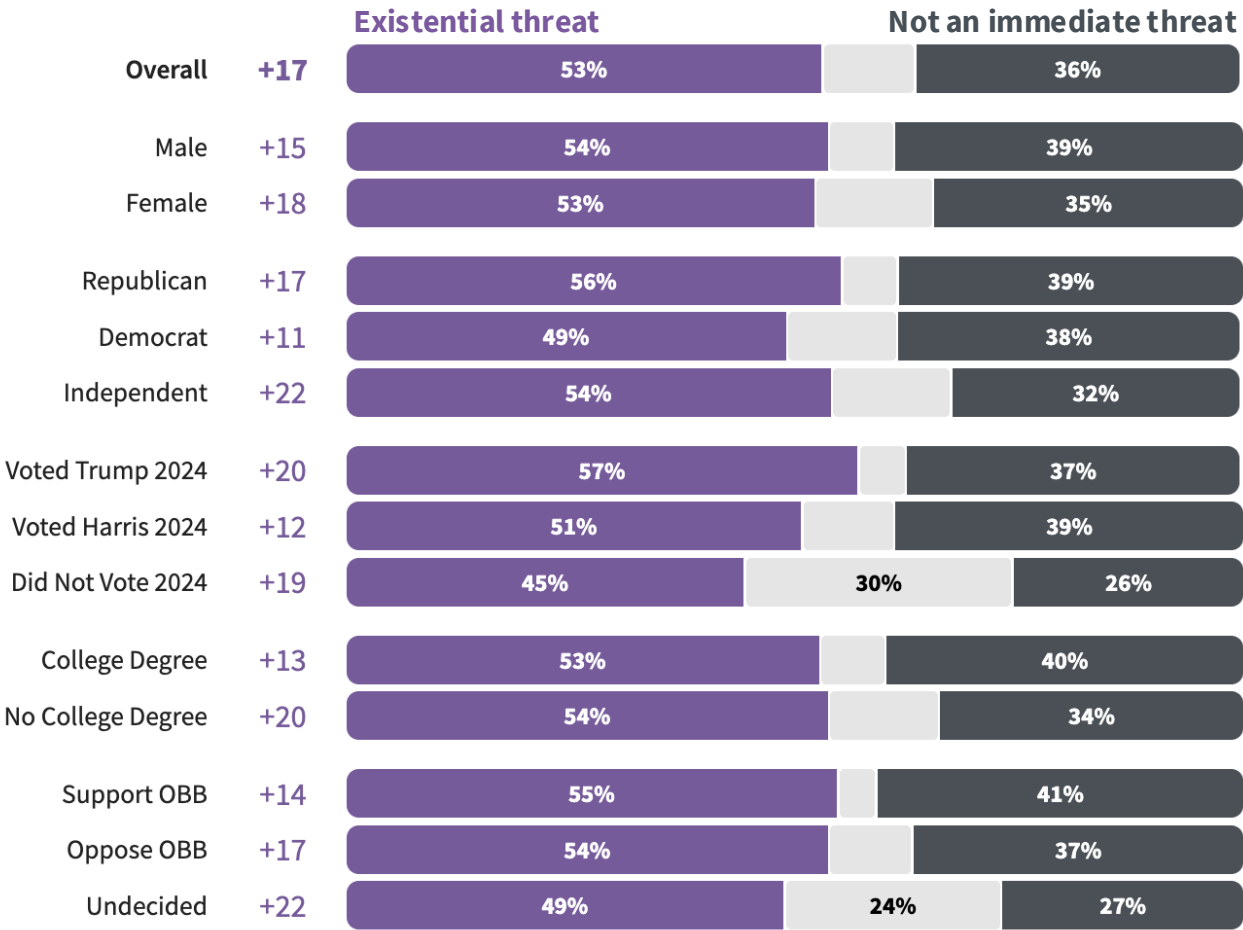


Government Debt

Attitudes

53% Majority Call the National Debt an “Existential Threat” – Concern Spans Party Lines with 49% of Democrats Concerned, 56% of GOP., and 54% of Independents

Q. Which of the following statements comes closer to your opinion about the national debt..

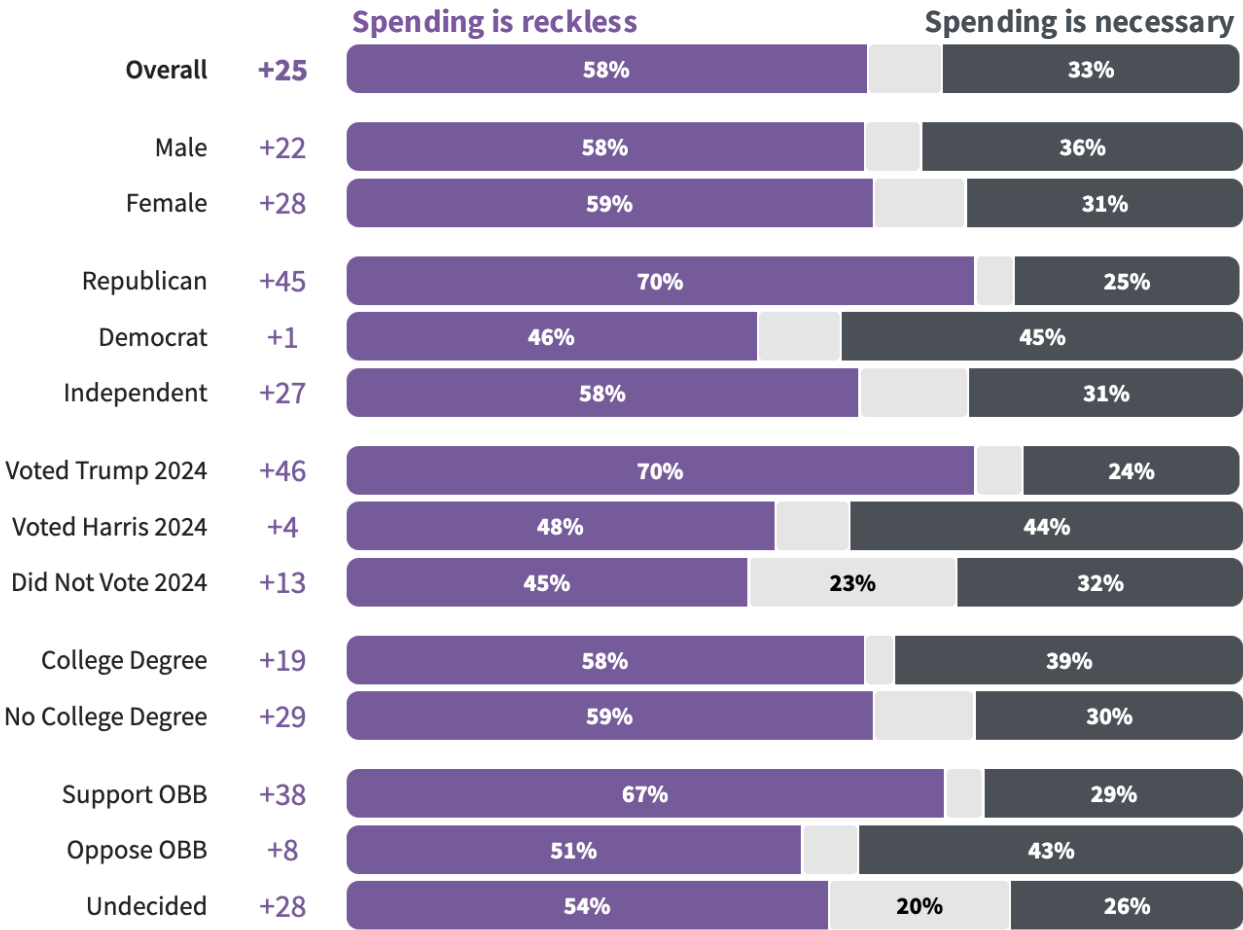


The national debt is an existential threat to America's future—if we don't address it soon, it will severely harm our economy and quality of life

The national debt is concerning, but it isn't an immediate threat—it's a long-term issue that politicians will continue pushing off, and it probably won't directly affect me in my lifetime

Majority of Voters Believe Current Levels of Government Spending are “Reckless and unsustainable” Including 58% of Independents

Q. Which of the following statements comes closer to your opinion about government spending..

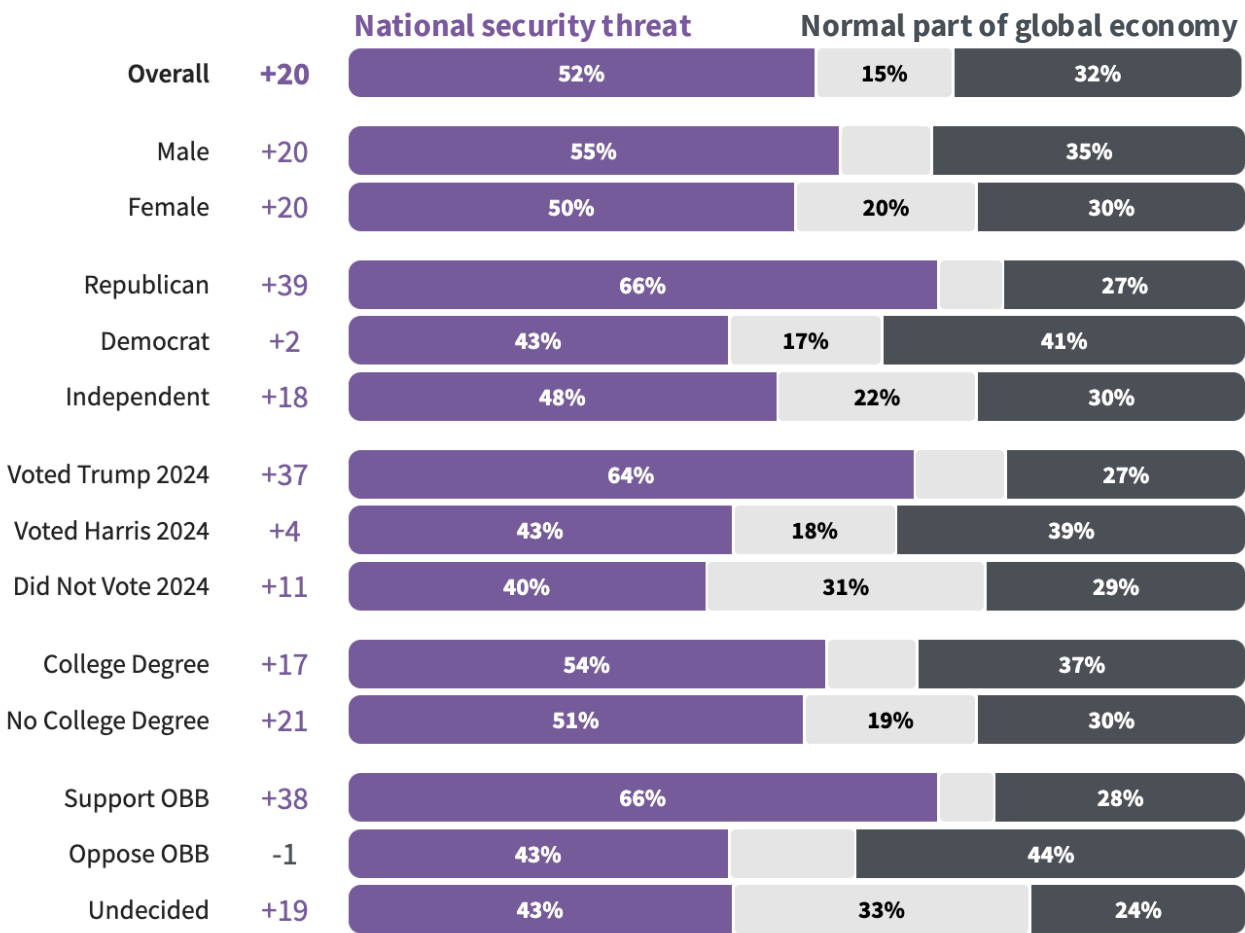


Current levels of government spending are reckless and unsustainable—they're driving inflation and making life unaffordable for working families while weakening America's financial position

Government spending is necessary to maintain important programs and services that Americans depend on—cutting spending too drastically would hurt people more than it would help

Voters Believe America's Dependence on China for Debt is a National Security Threat by a 20% Net Margin

Q. Which of the following statements comes closer to your opinion about America's debt to foreign countries..

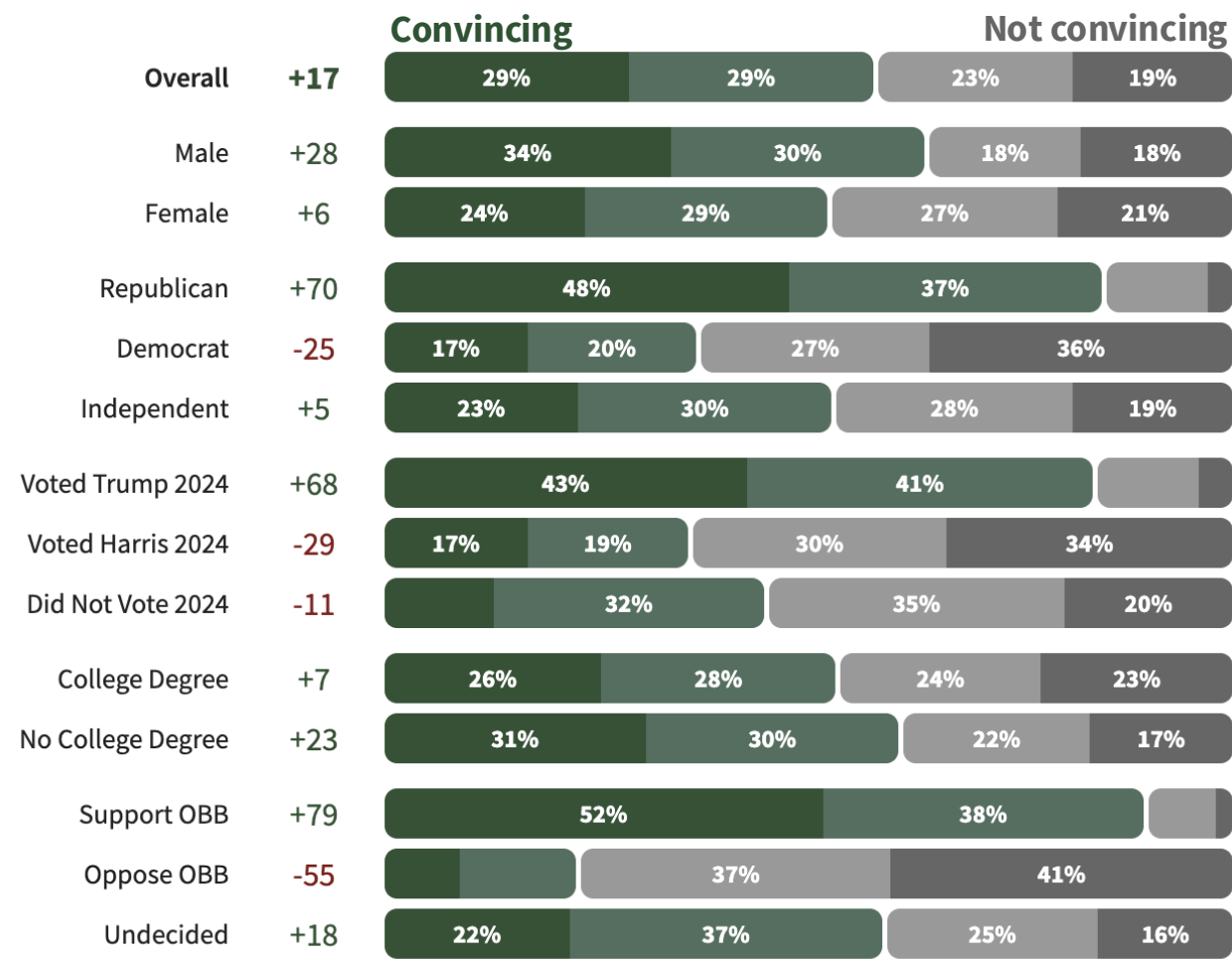


America's dependence on foreign creditors like China is a serious national security threat that gives our adversaries dangerous leverage over us and weakens our ability to act independently

Foreign countries buying U.S. debt is a normal part of the global economy and shows confidence in America—it's not really a threat because our economy is strong and the dollar is the world's reserve currency

Inflation-reduction frame ("cuts \$1.6 trillion waste") strongest with Independents (62%), who find spending-control message especially compelling

Q. How convincing is the following statement in support of the One Big Beautiful Bill Act...

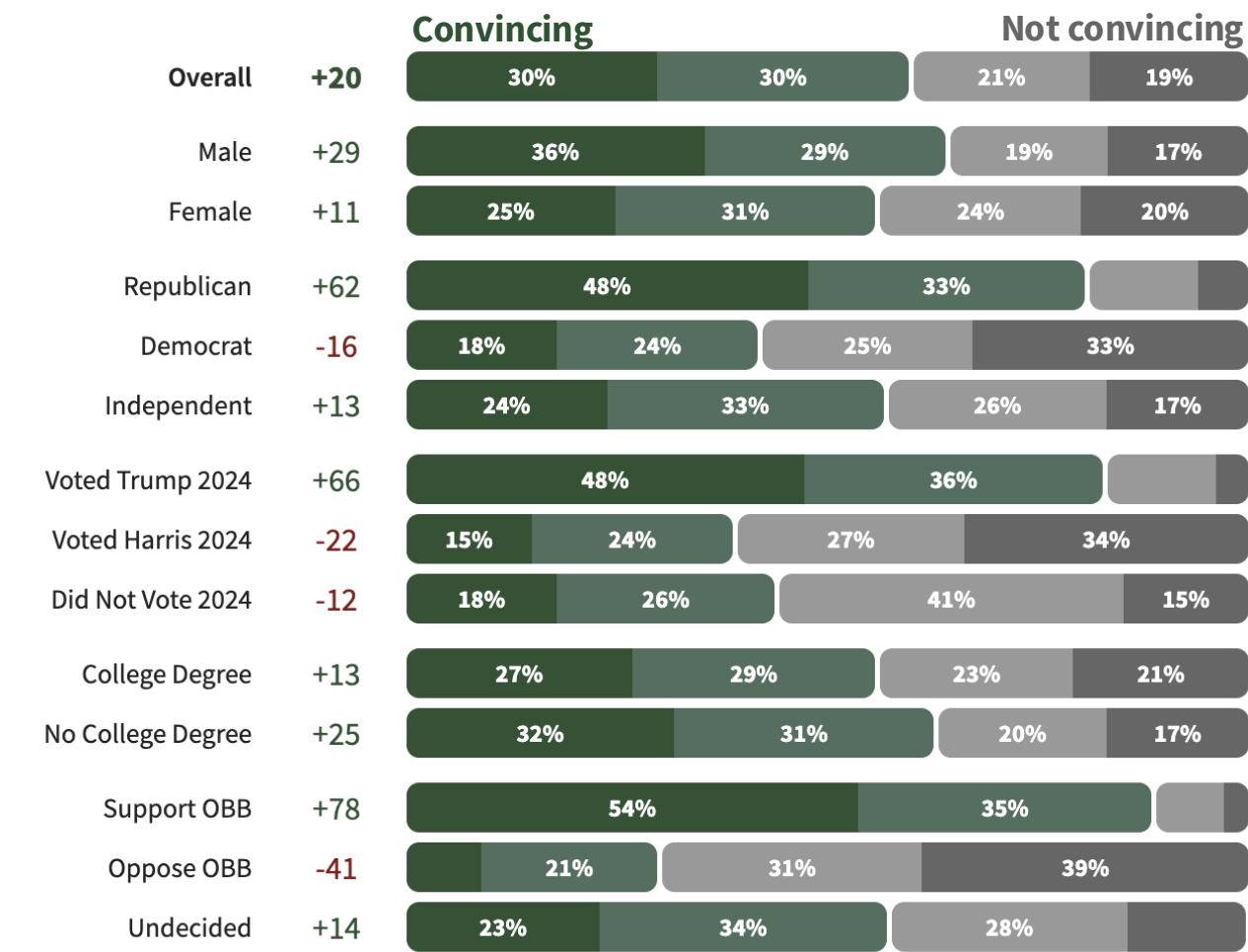


Statement on spending

"Democrats' reckless spending spree created the inflation crisis that made groceries, gas, and housing unaffordable for working families. The One Big Beautiful Bill Act cuts \$1.6 trillion in wasteful spending to get our fiscal house in order and protect America's economic future."

Highlighting China’s \$800 billion stake in U.S. debt resonates broadly (60% convinced), effectively tying fiscal responsibility to national security concerns

Q. How convincing is the following statement in support of the One Big Beautiful Bill Act...

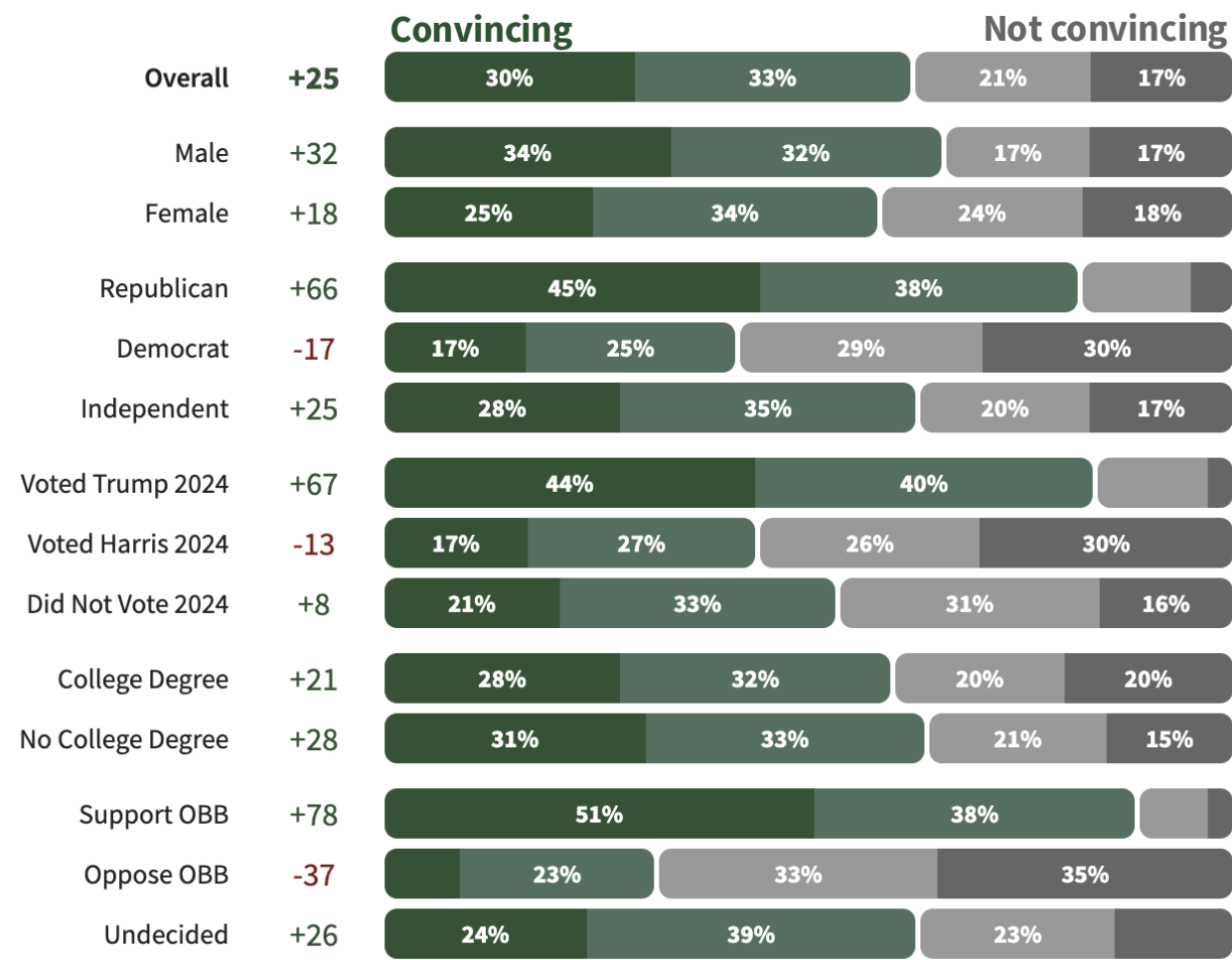


Statement on spending

"Democrats' out-of-control spending has made America dangerously dependent on foreign creditors like China, who now own nearly \$800 billion of our debt. The One Big Beautiful Bill Act cuts wasteful spending to reduce our reliance on foreign nations that use our debt as leverage against us."

Interest payments surpassing defense spending proves compelling (63% convinced), Including 63% of Voters Undecided on OBBB

Q. How convincing is the following statement in support of the One Big Beautiful Bill Act...



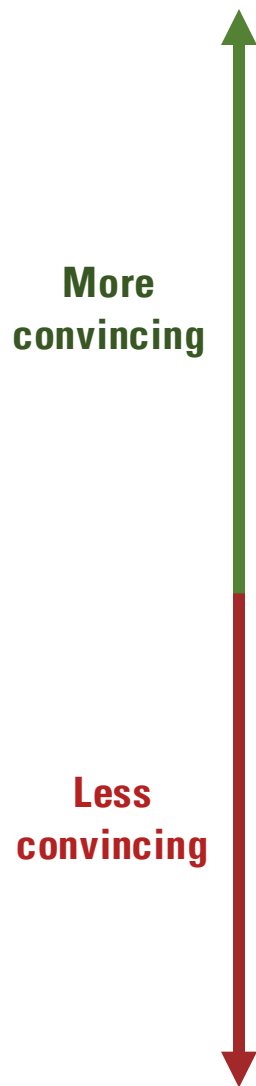
Statement on spending

"For the first time in American history, we're spending more on debt interest payments than on our military because of Democrats' fiscal irresponsibility. The One Big Beautiful Bill Act cuts wasteful spending so we can fund our national defense instead of paying interest to foreign creditors."

Message Impact: OBBB

Framing & Persuasion

Kicking illegals off Medicaid is the most convincing argument to support OBBA — President Trump's tax proposals and work requirements also rate highly



Rank	Message Tested	Selection %	Relative Score
1	This bill puts Americans first by ensuring Medicaid serves only citizens and legal residents who deserve these benefits, while 1.4 million illegal immigrants currently receive Medicaid	11%	+1.9
2	This bill ends taxes on tips, overtime pay, and Social Security benefits – this is REAL relief for working class Americans and seniors who Democrats have abandoned	10%	+1.2
3	This bill encourages 4.8 million able-bodied adults to work, volunteer, or pursue job training rather than remain dependent on government assistance through Medicaid indefinitely	10%	+0.9
4	This bill eliminates waste, fraud, and abuse that has drained billions from Medicaid while ensuring the program survives for future generations	10%	+0.6
5	Without this bill, every working family faces the largest tax increase in American history when the 2017 Tax Cuts expire - the average middle-class family would pay \$3,000 more per year	10%	+0.5
6	This bill strengthens healthcare for Americans who truly need it - children, pregnant mothers, elderly, and disabled Americans	9%	+0.2
7	This bill will grow the economy and create jobs by putting more money back in people's pockets instead of government bureaucracy	9%	-0.3
8	The One Big Beautiful Bill Act will make America safer and more prosperous by strengthening our fiscal foundation and ensuring resources go to American citizens who need them most	9%	-0.4
9	Government spending drives inflation that makes groceries and housing unaffordable - we learned this during the Biden years when working families paid the price. This bill takes the necessary steps to cut wasteful spending	8%	-1.0
19	For the first time in American history, we're spending more on debt interest payments than on our military because of Democrats' fiscal irresponsibility. This bill takes the necessary steps to cut wasteful spending	7%	-1.8
11	Democrats' reckless spending created the inflation crisis that made groceries, gas, and housing unaffordable - this bill cuts \$1.6 trillion in wasteful spending to protect America's economic future	7%	-2.0

Q. Respondents were shown two arguments at a time and asked to choose which was a more convincing argument to support the Big Beautiful Bill Act. Each message competed in multiple head-to-head matchups and the messages were scored using a Bradley-Terry model.

Opposition Messages on Medicaid cuts and tax breaks for the wealthy are narrowly the most convincing overall—but core GOP message for supporting the OBBB is as effective

Arguments For / Against OBBB, Ranked by Total Convincing %

Frame	Full Message Text	Overall	Republican	Democrat	Independent
Oppose	"Democrats say the One Big Beautiful Bill Act causes the largest cut to Medicaid in American history, stripping healthcare coverage from millions of working families, seniors, and children to pay for massive tax cuts for billionaires and corporations."	67%	55%	83%	64%
Oppose	"Democrats say the One Big Beautiful Bill Act gives massive tax breaks to wealthy people and corporations while adding trillions to the deficit that working families will eventually have to pay for through cuts to programs they depend on like Medicaid, Medicare, and Social Security."	67%	52%	81%	67%
Support	"Supporters of the One Big Beautiful Bill Act say it strengthens America's healthcare programs by eliminating waste, fraud, and abuse, removing illegal immigrants from benefits so resources go to American citizens who truly need them, and requiring able-bodied adults to work rather than stay dependent on government handouts. We are strengthening healthcare for Americans that need it most."	66%	88%	48%	63%
Support	"Supporters of the One Big Beautiful Bill Act say it prevents the largest tax increase in American history by making the 2017 Tax Cuts permanent, ending taxes on overtime pay for hourly employees; and protecting seniors by eliminating taxes on Social Security benefits. It will grow the economy and create jobs by putting more money back in people's pockets."	66%	86%	53%	60%
Support	"For the first time in American history, we're spending more on debt interest payments than on our military because of Democrats' fiscal irresponsibility. The One Big Beautiful Bill Act cuts wasteful spending so we can fund our national defense instead of paying interest to foreign creditors."	63%	83%	42%	63%
Support	"Democrats' out-of-control spending has made America dangerously dependent on foreign creditors like China, who now own nearly \$800 billion of our debt. The One Big Beautiful Bill Act cuts wasteful spending to reduce our reliance on foreign nations that use our debt as leverage against us."	60%	81%	42%	57%
Support	"Democrats' reckless spending spree created the inflation crisis that made groceries, gas, and housing unaffordable for working families. The One Big Beautiful Bill Act cuts \$1.6 trillion in wasteful spending to get our fiscal house in order and protect America's economic future."	58%	85%	37%	53%

Q. How convincing is the following statement in [support of] / [against] the One Big Beautiful Bill Act?

Work-Requirements and Getting Illegal Immigrants off Medicaid Rebuttals Effectively Diffuse Democrat’s Medicaid-Cuts Criticism of OBBA

Argument Against OBBA, Total Convincing %

Opposition Argument	Overall	Republican	Democrat	Independent
Democrats say the One Big Beautiful Bill Act causes the largest cut to Medicaid in American history, stripping healthcare coverage from millions of working families, seniors, and children to pay for massive tax cuts for billionaires and corporations.	67%	55%	83%	64%

Rebuttals to Argument, Ranked by Total Convincing %

Supporter Rebuttal	Overall	Republican	Democrat	Independent
This bill encourages able-bodied adults to work, volunteer, or pursue job training rather than remain dependent on government assistance indefinitely. With 4.8 million able-bodied adults on Medicaid who have the potential to work, this policy helps people build independence and self-sufficiency while ensuring resources go to those who truly need them - children, pregnant mothers, elderly, and disabled Americans.	70%	85%	59%	66%
Democrats want American taxpayers to fund free healthcare for illegal immigrants while our own citizens struggle to afford coverage. Right now, 1.4 million illegal aliens are receiving Medicaid benefits. This bill puts Americans first by ensuring Medicaid serves only citizens and legal residents who deserve these benefits.	66%	79%	55%	64%
This bill eliminates waste, fraud, and abuse that has drained billions from Medicaid while ensuring the program survives for future generations. We're strengthening healthcare for Americans who need it, not cutting it.	63%	85%	47%	55%

Q. How convincing is the following [statement] / [rebuttal] in [support of] / [against] the One Big Beautiful Bill Act?

Core GOP Message on Eliminating Waste, Fraud, and Abuse is Convincing to 66% of Voters Including 63% of Independents - However, Opposition Messages Are on Par With Strength of the Supporter Argument

Argument For OBBB, Total Convincing %

Supporter Argument	Overall	Republican	Democrat	Independent
Supporters of the One Big Beautiful Bill Act say it strengthens America's healthcare programs by eliminating waste, fraud, and abuse , removing illegal immigrants from benefits so resources go to American citizens who truly need them, and requiring able-bodied adults to work rather than stay dependent on government handouts. We are strengthening healthcare for Americans that need it most.	66%	88%	48%	63%

Rebuttals to Argument, Ranked by Total Convincing %

Opposition Rebuttal	Overall	Republican	Democrat	Independent
No federal dollars go to undocumented immigrants - that's illegal. States use their own money for these programs. Republicans are punishing states for their own spending decisions while forcing people into expensive emergency rooms instead of cheaper preventive care. Congress should reject the One Big Beautiful Bill Act.	67%	62%	76%	63%
This is the largest cut to Medicaid in American history - over \$700 billion that will strip healthcare from 8.6 million Americans while giving massive tax cuts to billionaires. It's Robin Hood in reverse. We cannot let this legislation become law.	66%	59%	76%	63%
The work requirements laid out in this bill create red-tape bureaucracy that kicks eligible people off coverage. Working parents, students, and people with disabilities will lose healthcare not because they don't qualify, but because they can't navigate the paperwork maze Republicans created.	66%	59%	76%	64%

Q. How convincing is the following [statement] / [rebuttal] in [support of] / [against] the One Big Beautiful Bill Act?

Democrats’ message attacking tax breaks for the wealthy and corporations lands, particularly among independents (67% convinced) – but republican counterarguments bringing the conversation back to tax cuts is effective

Argument Against OBBB, Total Convincing %

Opposition Argument	Overall	Republican	Democrat	Independent
Democrats say the One Big Beautiful Bill Act gives massive tax breaks to wealthy people and corporations while adding trillions to the deficit that working families will eventually have to pay for through cuts to programs they depend on like Medicaid, Medicare, and Social Security.	67%	55%	81%	67%

Rebuttals to Argument, Ranked by Total Convincing %

Supporter Rebuttal	Overall	Republican	Democrat	Independent
The Big Beautiful Bill Act ends taxes on tips, overtime pay, and Social Security benefits- This is REAL relief for working class Americans and seniors who Democrats have abandoned. Republicans know that your money is better in your hands than in the government's hands.	65%	82%	52%	61%
Government spending drives inflation that makes groceries and housing unaffordable for families. We learned this lesson during the Biden years - when government spends trillions, working families pay the price at the grocery store and gas pump. We're cutting spending to keep prices low.	63%	82%	48%	61%
Without this bill, every working family faces the largest tax increase in American history when the 2017 Tax Cuts and Jobs Act expires. The average middle-class family would pay \$3,000 more per year in taxes. Every single Democrat in Congress voted to let this tax increase hit American families.	62%	72%	52%	62%

Q. How convincing is the following [statement] / [rebuttal] in [support of] / [against] the One Big Beautiful Bill Act?

Voters strongly embrace tax-relief promises (66% convincing overall), but are equally concerned by opponents’ warnings about budget deficits and Medicaid cuts (67%), creating intense message competition—especially among Independents.

Argument For OBBA, Total Convincing %

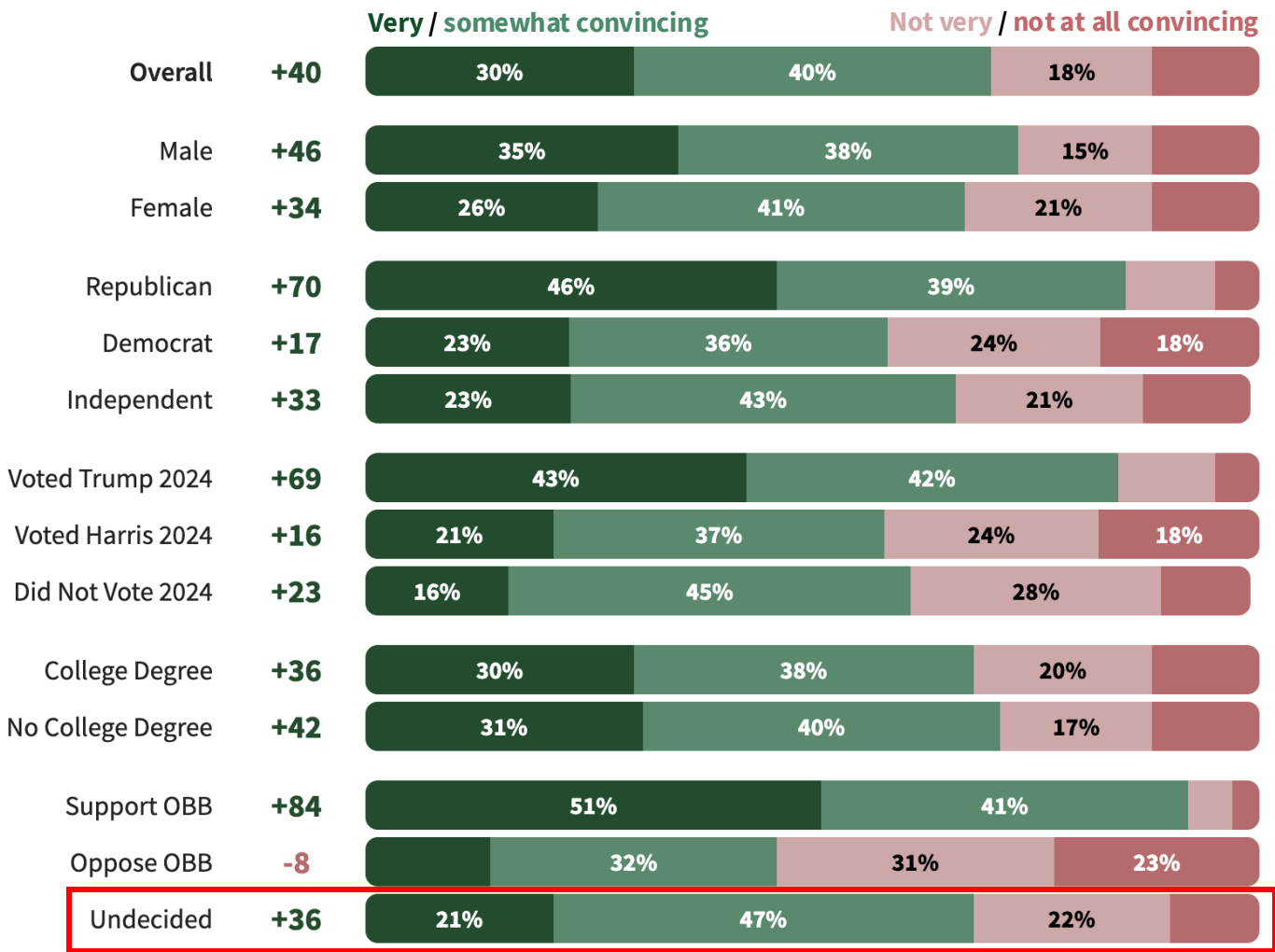
Supporter Argument	Overall	Republican	Democrat	Independent
Supporters of the One Big Beautiful Bill Act say it prevents the largest tax increase in American history by making the 2017 Tax Cuts permanent ending taxes on overtime pay for hourly employees; and protecting seniors by eliminating taxes on Social Security benefits. It will grow the economy and create jobs by putting more money back in people's pockets.	66%	86%	53%	60%

Rebuttals to Argument, Ranked by Total Convincing %

Opposition Rebuttal	Overall	Republican	Democrat	Independent
These tax cuts don't pay for themselves - they blow a \$4.6 trillion hole in the budget that Republicans plan to fill by cutting \$700 billion from Medicaid, the largest Medicaid cut in American history. Paying for tax cuts for the rich by kicking our most vulnerable citizens off of healthcare is wrong.	67%	58%	80%	64%
The wealthy get massive windfalls while people making less than \$50,000 will actually see their incomes go down. The top 1% of earners get hundreds of thousands in tax cuts while working families get almost nothing. Passing this bill doesn't help working families - it's about making the rich even richer.	65%	55%	77%	64%

Q. How convincing is the following [statement] / [rebuttal] in [support of] / [against] the One Big Beautiful Bill Act?

Work-Requirement Rebuttal Is the Most Convincing Message with +40 Net Overall and 68% of Voters Undecided on OB BB Saying it is Convincing



Argument Against OB BB

“Democrats say the One Big Beautiful Bill Act causes the largest cut to Medicaid in American history, stripping healthcare coverage from millions of working families, seniors, and children to pay for massive tax cuts for billionaires and corporations.”



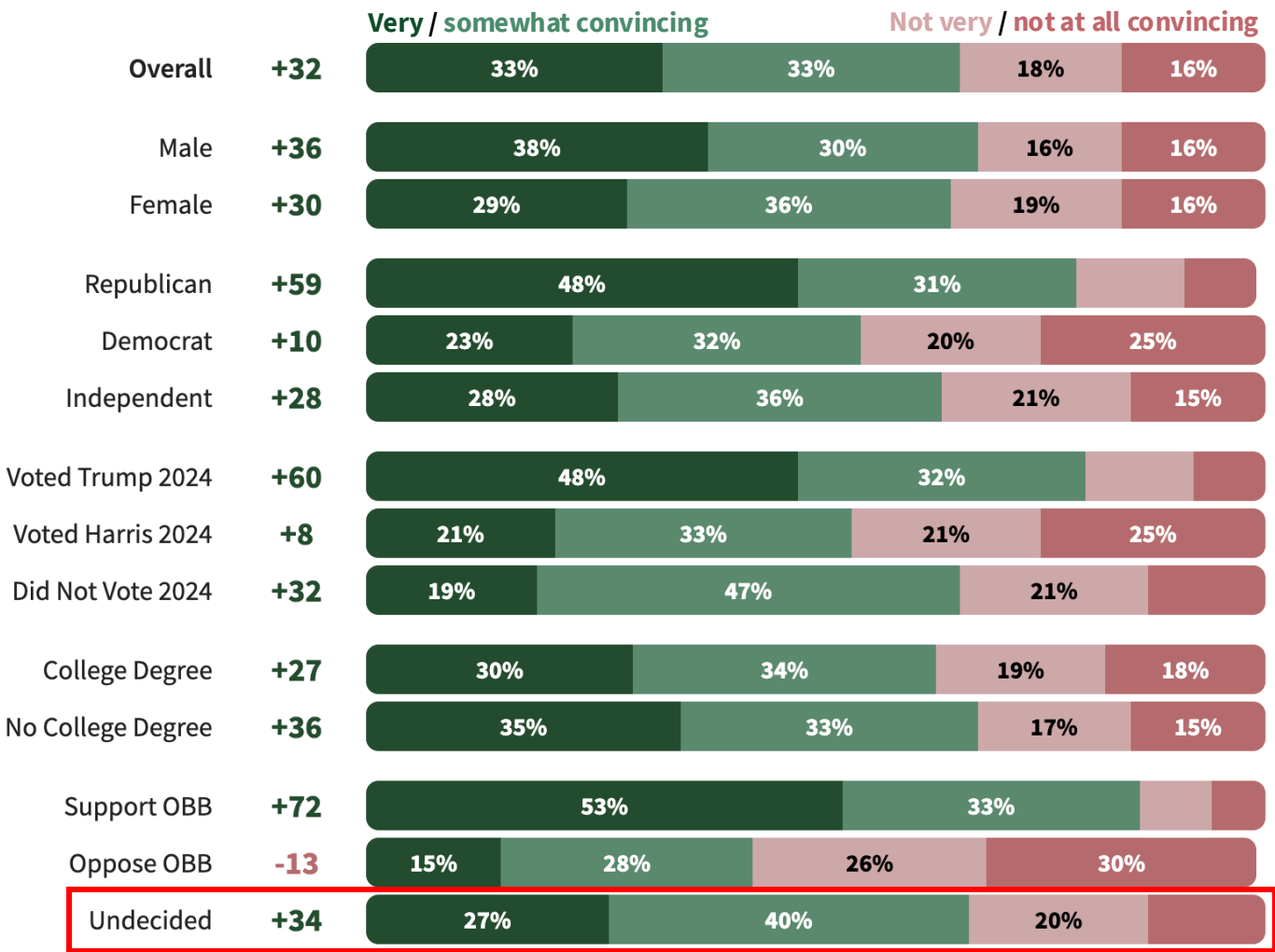
Rebuttal

“This bill encourages able-bodied adults to work, volunteer, or pursue job training rather than remain dependent on government assistance indefinitely. With 4.8 million able-bodied adults on Medicaid who have the potential to work, this policy helps people build independence and self-sufficiency while ensuring resources go to those who truly need them - children, pregnant mothers, elderly, and disabled Americans.”



Q. How convincing is the following **rebuttal** to that criticism?

Removing Illegal Immigrants From Medicaid Is a Convincing Rebuttal to Medicaid-Cut Attacks with 67% of Voters Who are Undecided on OB BB and 64% of Independents



Argument Against OB BB

“Democrats say the One Big Beautiful Bill Act causes the largest cut to Medicaid in American history, stripping healthcare coverage from millions of working families, seniors, and children to pay for massive tax cuts for billionaires and corporations.”



Rebuttal

“Democrats want American taxpayers to fund free healthcare for illegal immigrants while our own citizens struggle to afford coverage. Right now, 1.4 million illegal aliens are receiving Medicaid benefits. This bill puts Americans first by ensuring Medicaid serves only citizens and legal residents who deserve these benefits.”



Q. How convincing is the following **rebuttal** to that criticism?



Thank You

Questions?

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