National Poll Results

Messaging the One Big Beautiful Bill

7/27 – 7/29/2025

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Survey Methodology

Interview Dates
July 27th – July 29th, 2025

Target Population
National registered voters

Sampling Method
The survey was administered using a non-probability online panel with voter verification protocols. All respondents were matched to a commercial voter file to confirm registration status.
Quota controls were applied during recruitment to ensure representative coverage of age, region, race, gender, and educational attainment within the registered voter population.

Weighting
The sample was weighted using a multi-level iterative proportional fitting (raking) approach. First-stage weighting adjusted for demographics (age, gender, educational attainment, race), geography (region, area type), and recalled 2024 presidential vote. Second-stage weighting adjusted for party identification and voter political engagement metrics such as election participation history.

 Weighting targets were derived from comprehensive analysis of national voter files, certified 2024 election results, and U.S. Census demographic data to ensure accurate representation of the national registered voter population and the 2024 electorate.
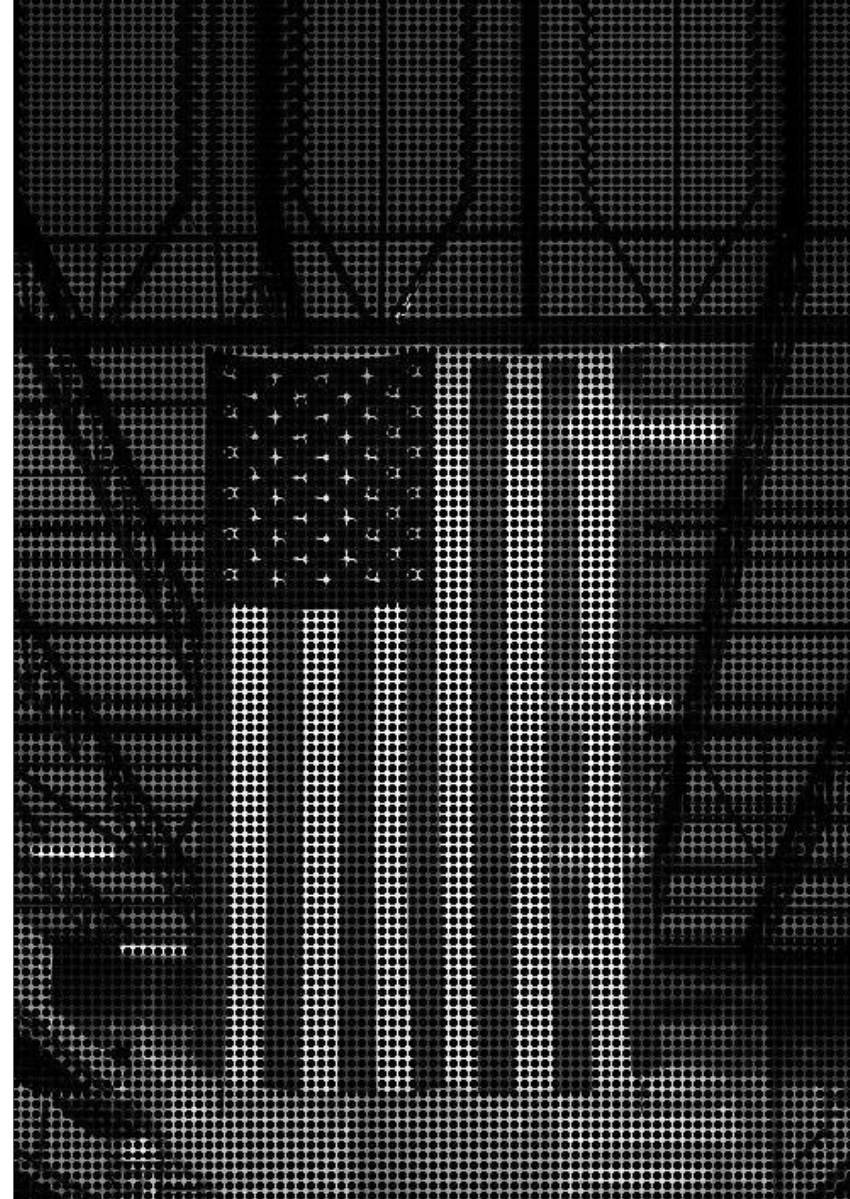
Number of respondents
2000

Margin of error
 +/- 2.7% (95% CI)

Survey Modes
100% voter verified online panel

Sample Demographics

Partisan ID

	Count	Total
Democrat	654	33%
Independent	662	33%
Republican	683	34%

2024 Presidential Vote

	Count	Total
Did not vote	200	10%
Donald Trump	920	46%
Kamala Harris	860	43%
Someone else	20	1%

Gender

	Count	Total
Female	1,037	52%
Male	963	48%

Residence Type

	Count	Total
Rural	519	26%
Suburban	1,017	51%
Urban	440	22%

Age

	Count	Total
18-29	349	17%
30-49	583	29%
50-64	517	26%
65+	551	28%

Education

	Count	Total
4-Year Degree	775	39%
Less Than	1,218	61%

US Region

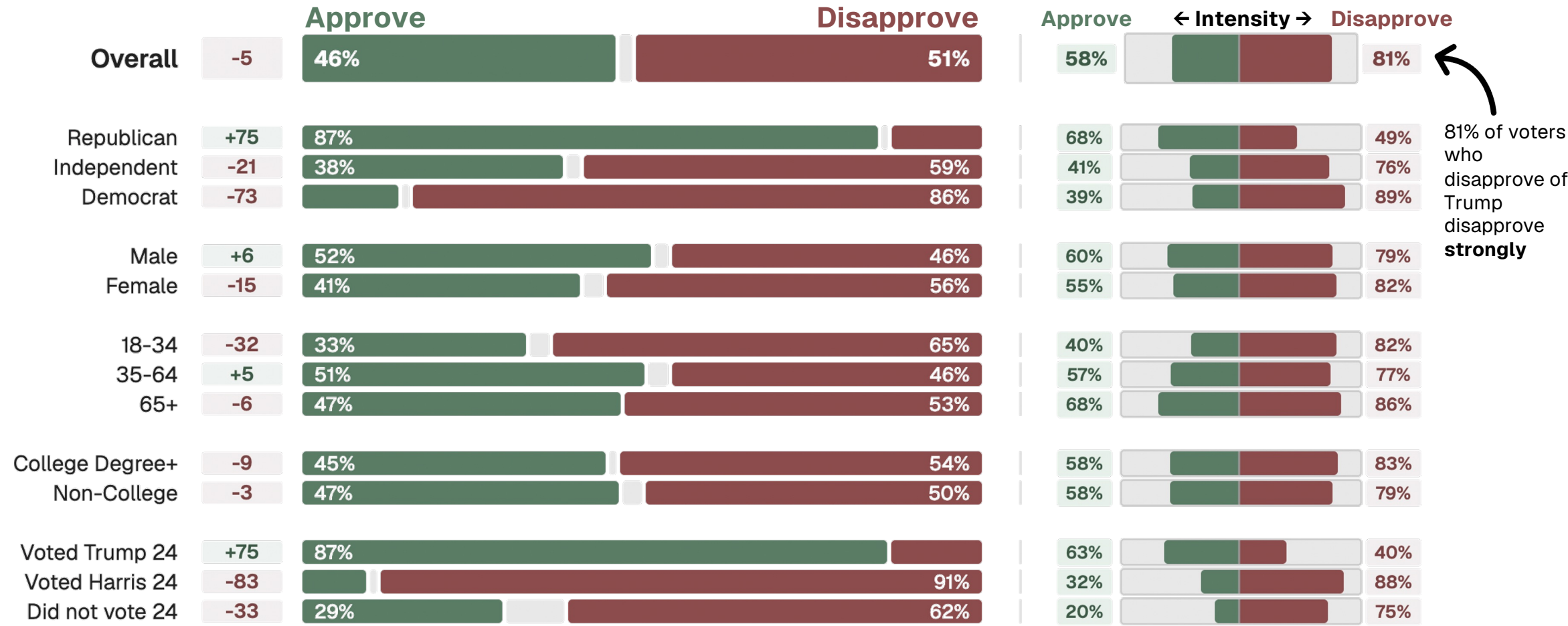|	Count	Total
Great Lakes	275	14%
Midwest	117	6%
Mid-Atlantic	269	13%
Northeast	46	2%
Other	37	2%
Rocky Mountains	57	3%
Southeast	580	29%
Southwest	254	13%

National Benchmarks

Republican Job Approval & Top Issues

Trump Job Approval Stabilizes at 46 Percent, 5 Points Underwater amid Hardened Opposition

The gap is driven by 59% of independents and 56% of women disapproving. Disapprovers are also more intense in their opinions – 88% of Harris voters who disapprove of Trump, do so strongly compared to 63% of Trump approvers doing so strongly.
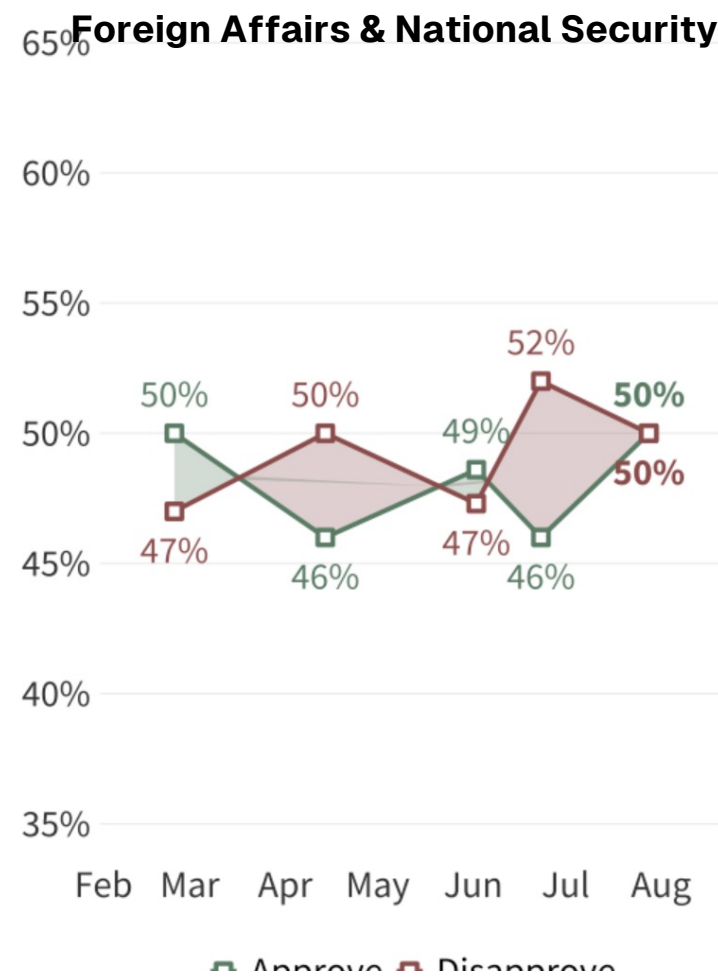
Q. Do you approve or disapprove of the job Donald Trump is doing as President?

		Approve	Disapprove	Approve	← Intensity →	Disapprove
Overall	-5	46%	51%	58%		81%
Republican	+75	87%		68%		49%
Independent	-21	38%	59%	41%		76%
Democrat	-73		86%	39%		89%
Male	+6	52%	46%	60%		79%
Female	-15	41%	56%	55%		82%
18-34	-32	33%	65%	40%		82%
35-64	+5	51%	46%	57%		77%
65+	-6	47%	53%	68%		86%
College Degree+	-9	45%	54%	58%		83%
Non-College	-3	47%	50%	58%		79%
Voted Trump 24	+75	87%		63%		40%
Voted Harris 24	-83		91%	32%		88%
Did not vote 24	-33	29%	62%	20%		75%

81% of voters who disapprove of Trump disapprove **strongly**

NOTE: Left = % of supporters who are **strong.** right = % of opposers who are **strong**

7/27 – 7/29/2025 | n 2000 | MoE +/- 2.7%

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Trump's ratings tick up a few points in August: border security climbs from 48% to 50% approval, foreign affairs returns to parity at 50%, and jobs & economy stabilizes
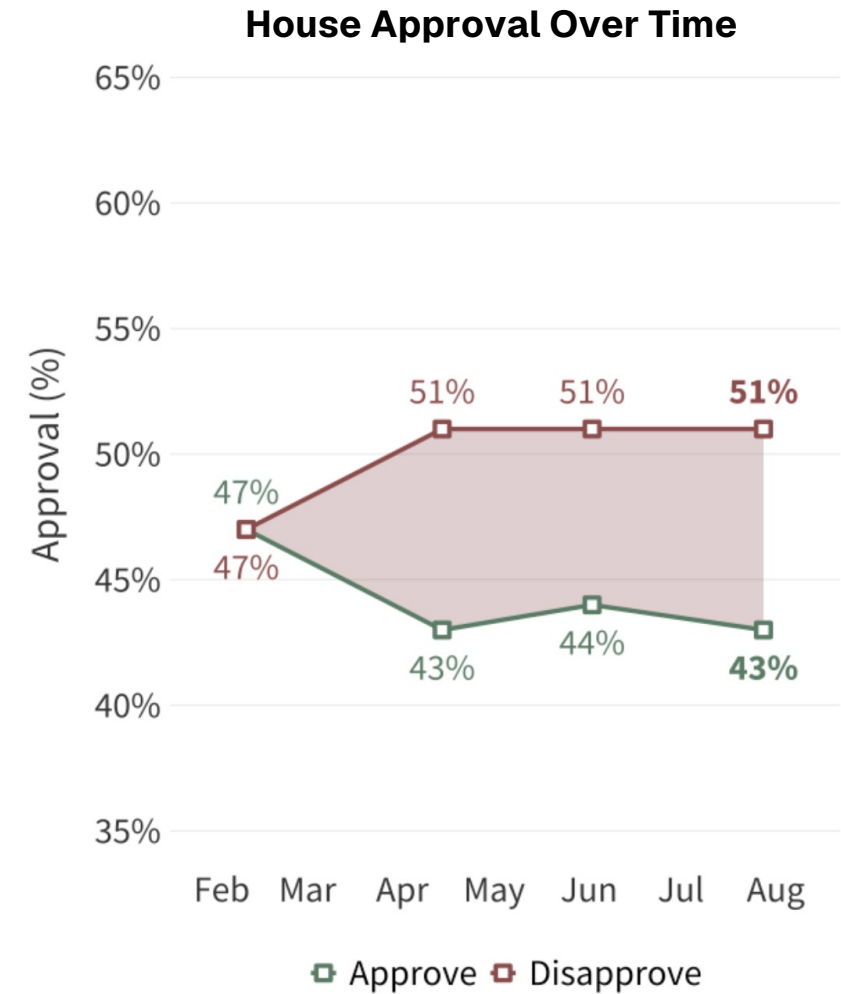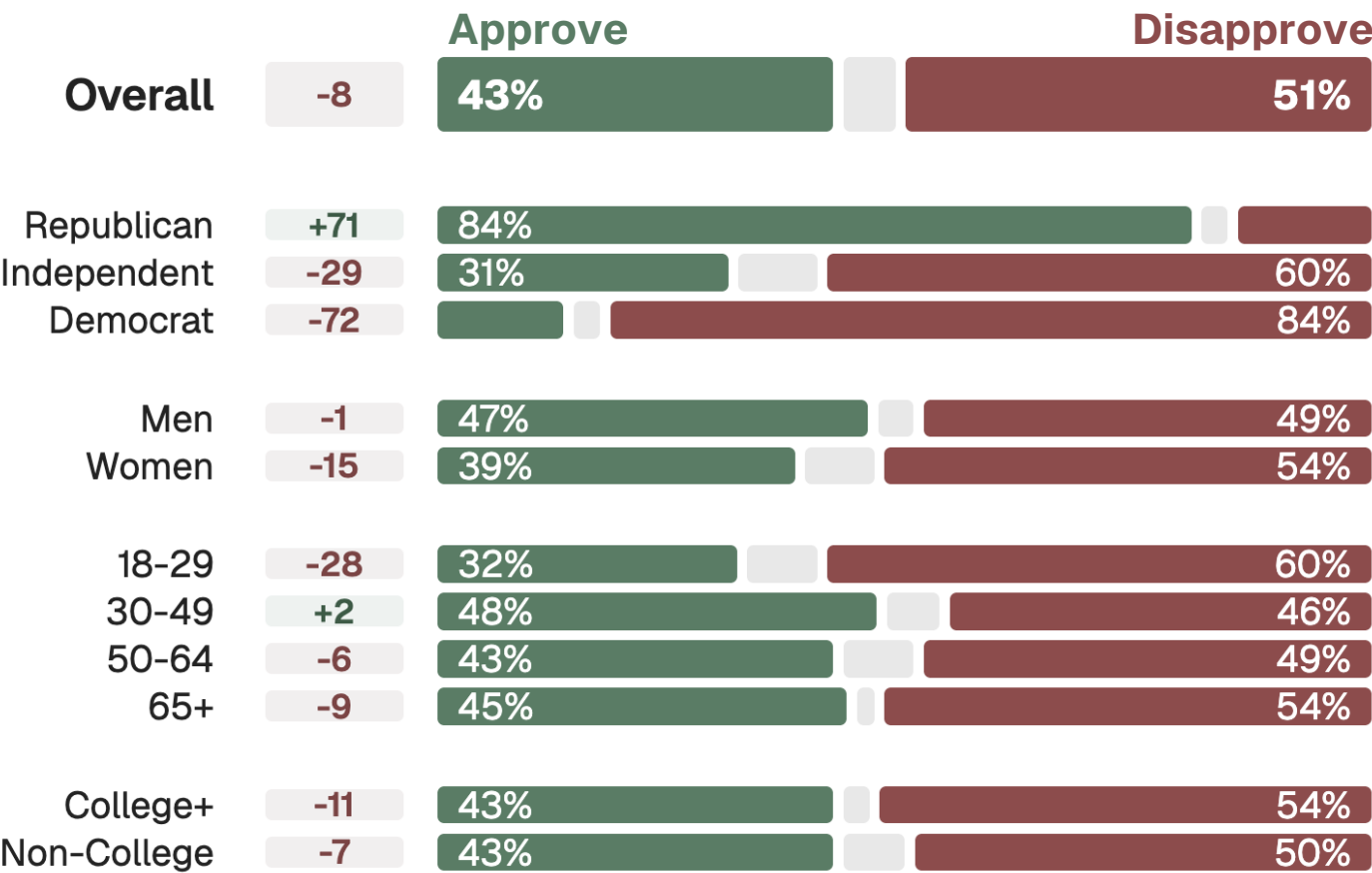
Q. Do you approve or disapprove of the way President Trump is handling the following issue...

Border Security & Immigration

Jobs and the Economy

Foreign Affairs & National Security

◻ Approve ◻ Disapprove

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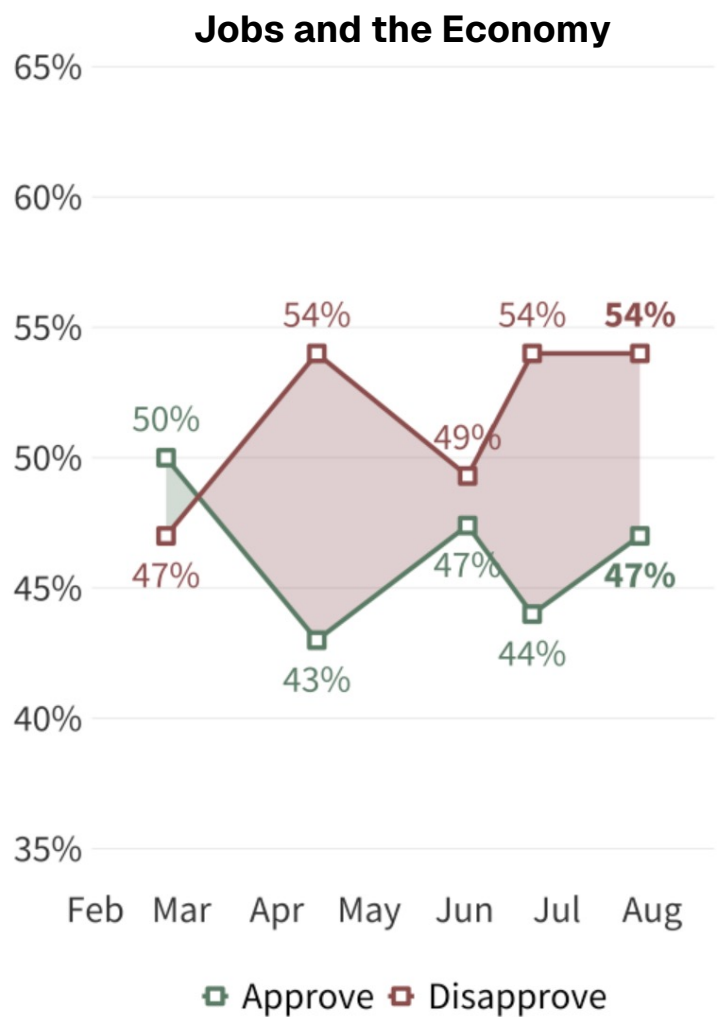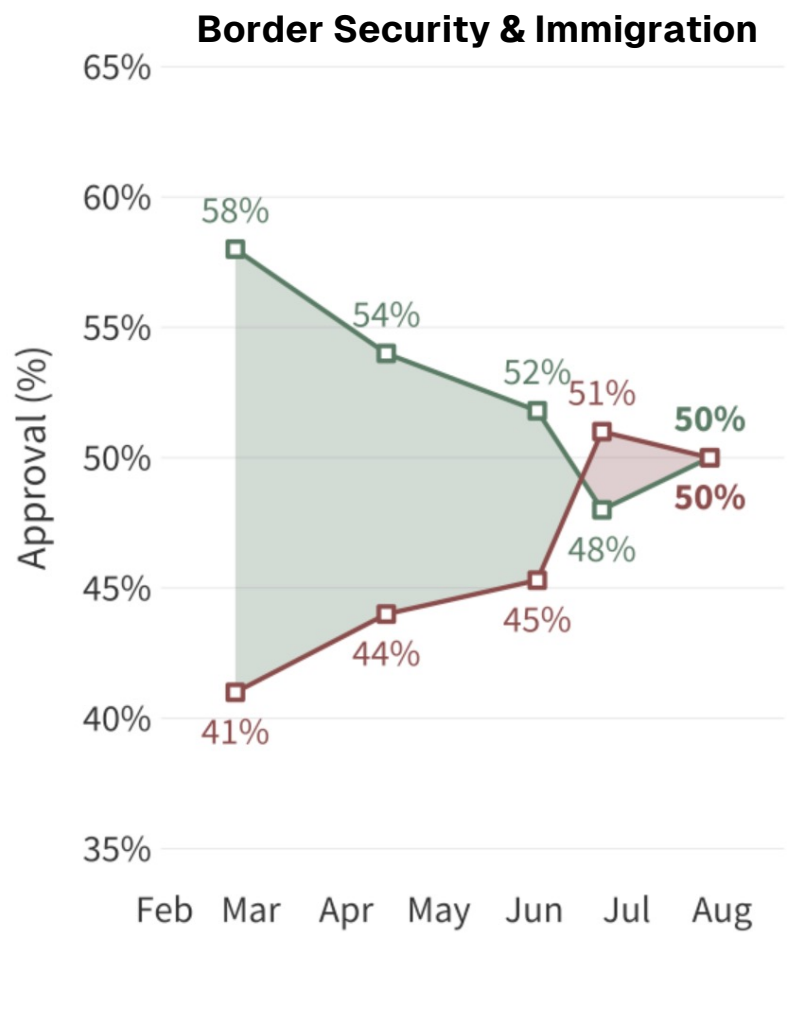
Republicans in Congress Hold at 43% Approval, 8 Points Underwater, with Disapproval Stuck Above 50% Since April

Independents (31 % / 60 %) drive the gap between Trump's approval. House GOP approval has hovered in the low-40s for months, signaling a stubborn ceiling but stabilized opinion.

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

		Approve	Disapprove
Overall	-8	43%	51%
Republican	+71	84%	
Independent	-29	31%	60%
Democrat	-72		84%
Men	-1	47%	49%
Women	-15	39%	54%
18-29	-28	32%	60%
30-49	+2	48%	46%
50-64	-6	43%	49%
65+	-9	45%	54%
College+	-11	43%	54%
Non-College	-7	43%	50%

House Approval Over Time

Approval (%) over months Feb–Aug

Disapprove: 47%, 51%, 51%, 51%
Approve: 47%, 43%, 44%, 43%

□ Approve □ Disapprove

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Senate Republicans Hold at 43% Approval, 8 Points Underwater — Converging with House Ratings but Still Three Points Behind Trump

Softer Republican and right-leaning Independent backing temper approval relative to Trump, while Democratic opposition stays firm, leaving Senate Republicans 8 points underwater and 3 points behind Trump.

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

		Approve	Disapprove
Overall	-8	43%	51%
Republican	+69	83%	
Independent	-28	32%	59%
Democrat	-70		83%
Men	-1	47%	48%
Women	-14	39%	53%
18-29	-25	33%	58%
30-49	+3	48%	45%
50-64	-4	44%	48%
65+	-12	43%	55%
College+	-11	43%	54%
Non-College	-6	43%	49%

Senate Approval Over Time

Disapprove: Feb 49%, Apr 50%, Jun 51%, Aug 51%

Approve: Feb 44%, Apr 42%, Jun 42%, Aug 43%

Legend: Approve, Disapprove

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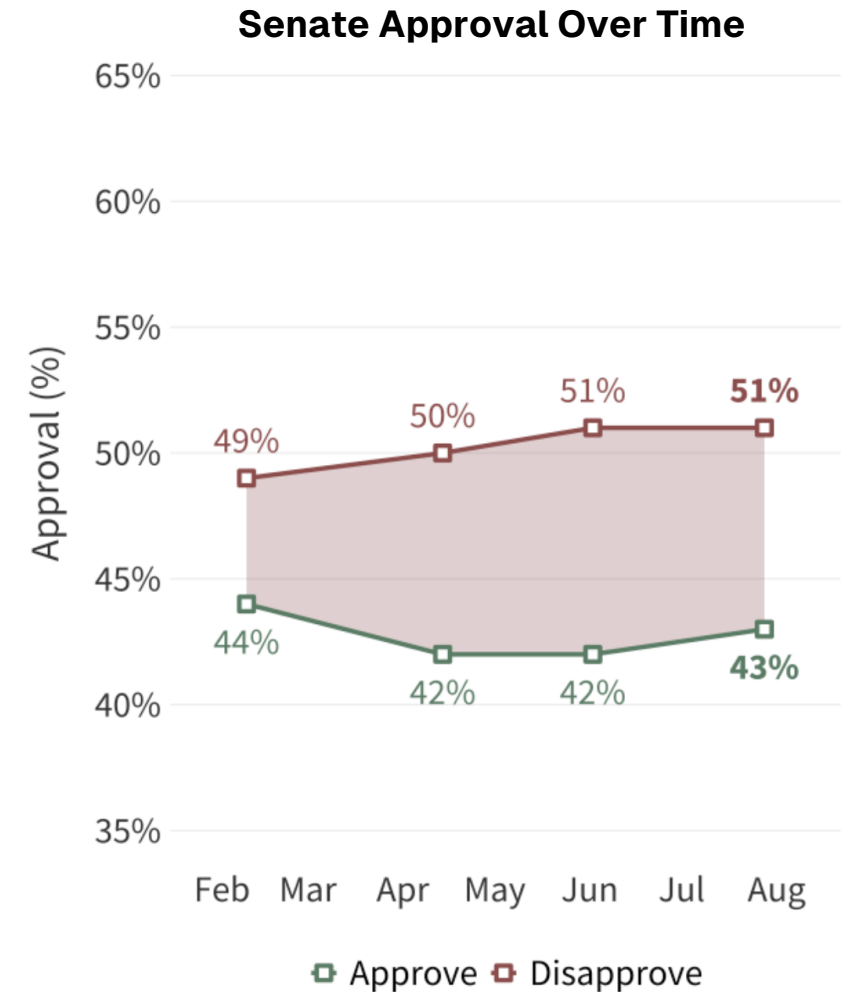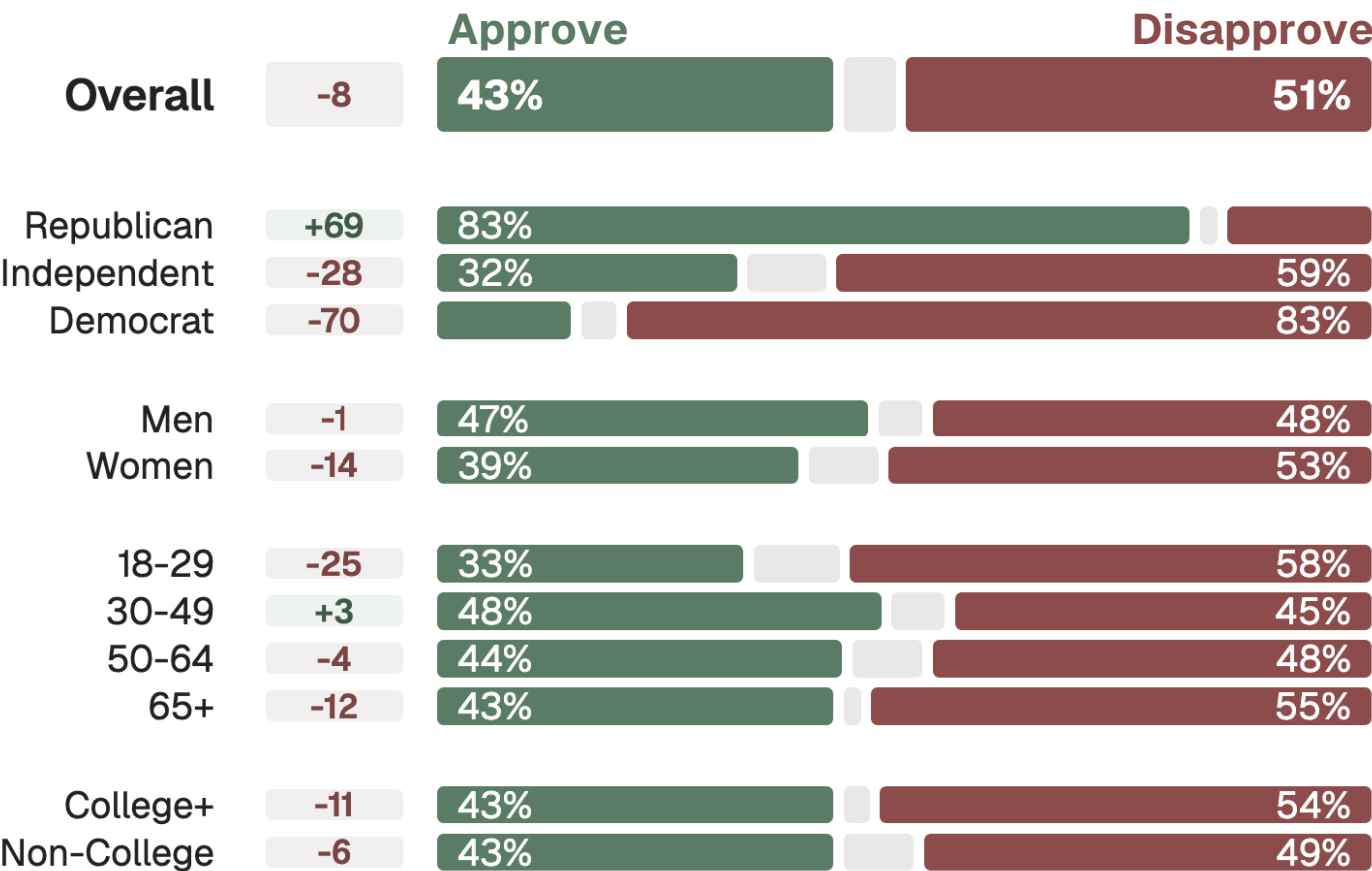
Generic Ballot at 44% – 47% Is Tighter Than Trump's Approval Gap, with Both Sides Highly Committed and 21% of Independents undecided

Republicans stay in striking distance: 67% of voters who say they are voting for the GOP are "definite," matching Democrats' 69%, and 21% of independents remain undecided leaving ample room for GOP gains as the midterms come into focus.

Q. If the election was held today would you vote for the Republican or Democratic candidate for U.S. Congress?

		Republican	Democrat	Republican	← Intensity →	Democrat
Overall	-3	44%	47%	67%		69%
Republican	+86	92%		77%		42%
Independent	-11	34% / 21%	45%	42%		47%
Democrat	-87		92%	45%		82%
Male	+4	48%	44%	70%		66%
Female	-8	41%	49%	63%		72%
18-34	-6	42%	48%	58%		64%
35-64	+2	46%	44%	69%		73%
65+	0	47%	47%	78%		75%
College Degree+	-7	43%	50%	67%		72%
Non-College	0	45%	45%	66%		67%
Voted Trump 24	+76	85%		72%		25%
Voted Harris 24	-85		90%	38%		76%
Did not vote 24	-11	27% / 35%	38%	22%		50%

69% of voters who say they are voting for a Democrat, are definitely voting for a Democrat

Left = % of Republican voters who are **strong**, right = % of Democrat voters who are **strong**

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Top 2024 Campaign Issue Inflation and the Cost of Living Still Dominates Voters' Agenda as Border Security Drops to a Distant Third

25% of voters (**35% of independents**) name inflation and the cost of living as the top problem. Corruption in government moved to second (12 %), edging out immigration/border (11 %), after a week dominated by Russiagate and Epstein investigation news.

Q. What do you think is the most important issue facing the country today?
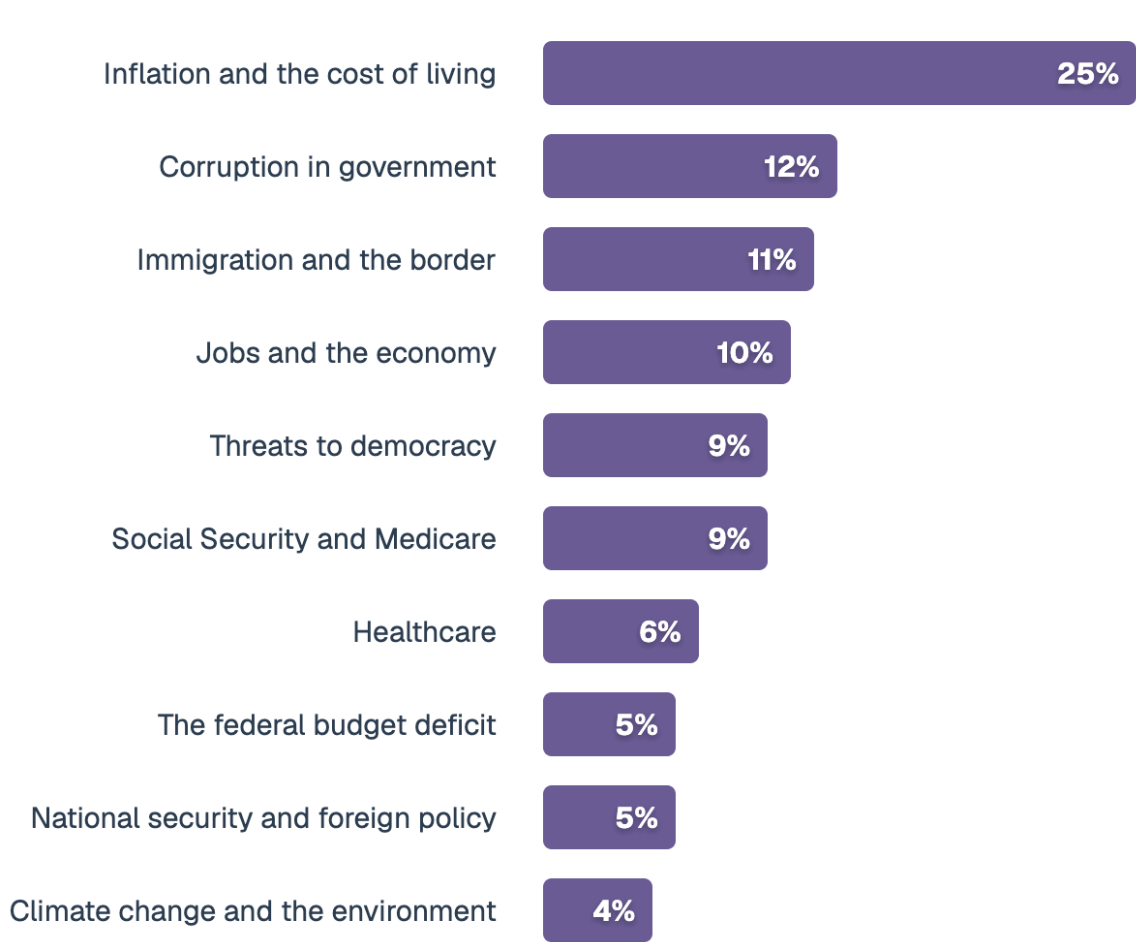
Issue	GOP	IND	DEM
Inflation and the cost of living	29%	35%	27%
Corruption in government	12%	14%	20%
Immigration and the border	16%	9%	4%
Social Security and Medicare	7%	11%	11%
Jobs and the economy	12%	7%	7%
Threats to democracy	1%	6%	15%
Healthcare	7%	6%	5%
The federal budget deficit	6%	8%	3%
National security and foreign policy	7%	3%	4%
Climate change and the environment	4%	1%	4%

Bar chart:
- Inflation and the cost of living — 25%
- Corruption in government — 12%
- Immigration and the border — 11%
- Jobs and the economy — 10%
- Threats to democracy — 9%
- Social Security and Medicare — 9%
- Healthcare — 6%
- The federal budget deficit — 5%
- National security and foreign policy — 5%
- Climate change and the environment — 4%

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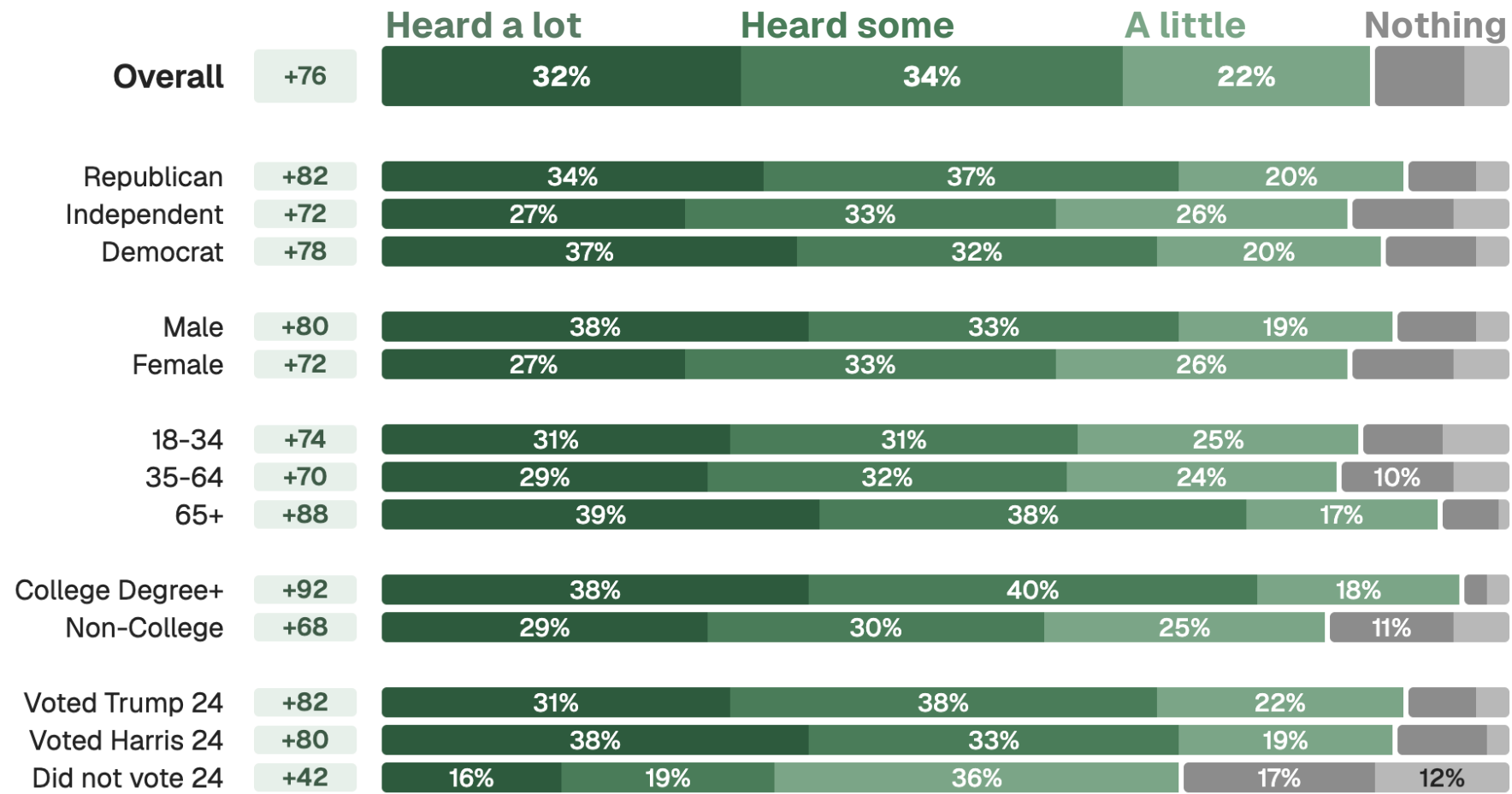
One Big Beautiful Bill

Attitudes, Awareness & Message Testing
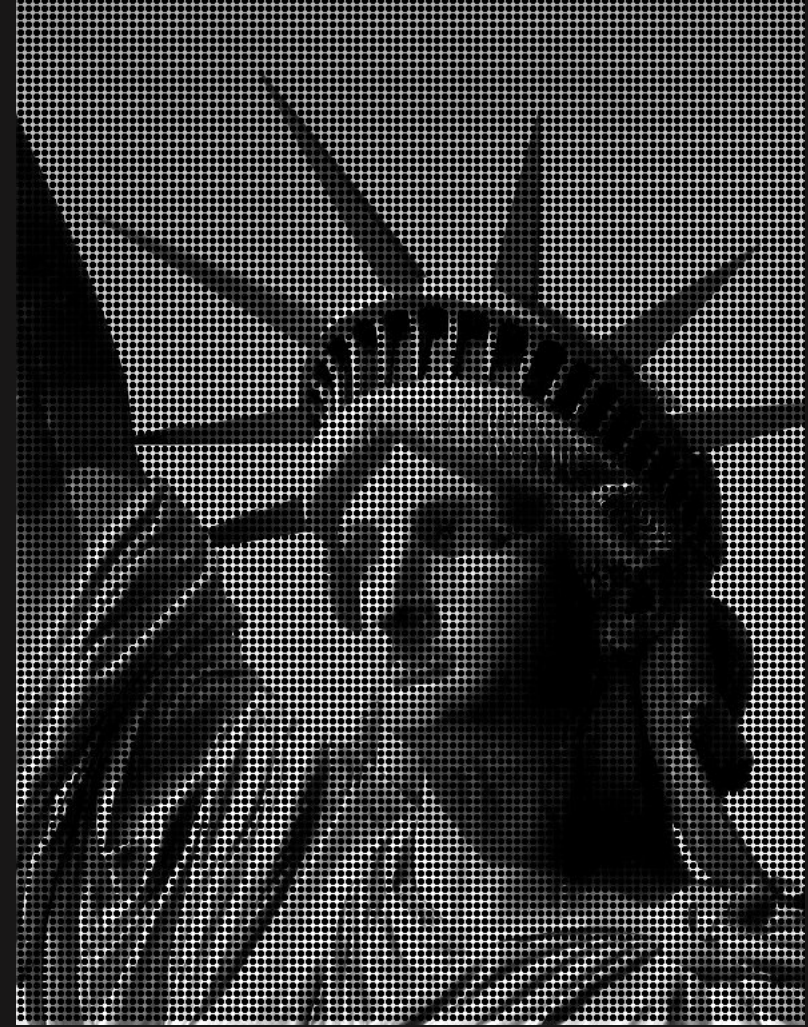
Two-Thirds of Voters Now Know A Lot or Some About OBBB, With Only 12% Being Unaware, A Massive Shift From Two Months Ago

66 % have heard "a lot" (32 %) or "some" (34 %) about the bill; awareness peaks at 78 % among college-educated voters and 77 % among seniors. Awareness slips to 60 % with independents and just 47 % among 2024 non-voters.

Q. How much have you seen, read, or heard about the tax and domestic policy bill, also known as the "One Big Beautiful Bill Act"?

		Heard a lot	Heard some	A little	Nothing
Overall	+76	32%	34%	22%	
Republican	+82	34%	37%	20%	
Independent	+72	27%	33%	26%	
Democrat	+78	37%	32%	20%	
Male	+80	38%	33%	19%	
Female	+72	27%	33%	26%	
18-34	+74	31%	31%	25%	
35-64	+70	29%	32%	24%	10%
65+	+88	39%	38%	17%	
College Degree+	+92	38%	40%	18%	
Non-College	+68	29%	30%	25%	11%
Voted Trump 24	+82	31%	38%	22%	
Voted Harris 24	+80	38%	33%	19%	
Did not vote 24	+42	16% / 19%	36%	17%	12%

OBBB is Narrowly Underwater as Voters Learn More — 70% of Opposers Do So Strongly, Outpacing Supporter Intensity

48% of voters are undecided or have soft opinions - the opportunity to define OBBB is still there, but critics are winning the message battle. Only 54% of Republicans strongly support the bill, compared to 78% of Dem opposers who strongly oppose it.

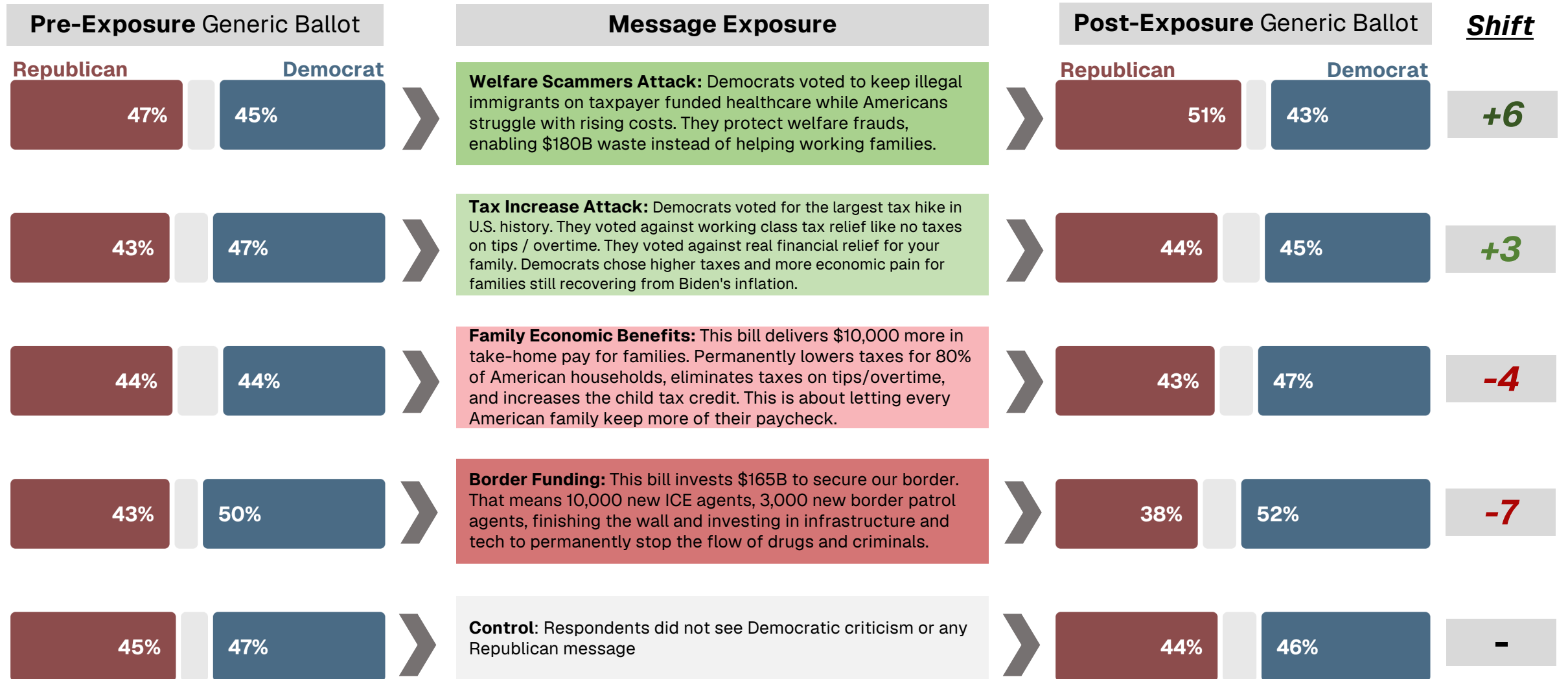**Q**. Based on what you know, do you support or oppose the tax and domestic policy bill, also known as the "One Big Beautiful Bill Act"?

		Support	Oppose	Support	← Intensity →	Oppose
Overall	-6	42%	48%	48%		70%
Republican	+64	77%	36%	54%		36%
Independent	-18	34%	52%	38%		66%
Democrat	-67		80%	41%		78%
Male	+3	48%	45%	51%		68%
Female	-14	36%	50%	45%		72%
18-34	-19	36%	55%	46%		66%
35-64	-1	43%	44%	48%		68%
65+	-4	45%	49%	50%		77%
College Degree+	-7	44%	51%	53%		74%
Non-College	-6	40%	46%	45%		67%
Voted Trump 24	+60	75%	15%	52%		34%
Voted Harris 24	-72		83%	30%		78%
Did not vote 24	-24	25% / 26%	49%	35%		62%

70% of voters who oppose OBBB oppose it **strongly**

Left = % of supporters who are **strong**, right = % of opposers who are **strong**

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GO ON OFFENSE: Messages attacking Democrats for what they voted against boosts Republicans – Defending OBBB benefits alone falls flat

Messages about Democrats protecting illegals on Medicaid and voting for the largest tax increase in history boost GOP generic ballot position. **Don't just defend OBBB, use OBBB to draw a clear contrast between GOP and Democratic values and priorities**

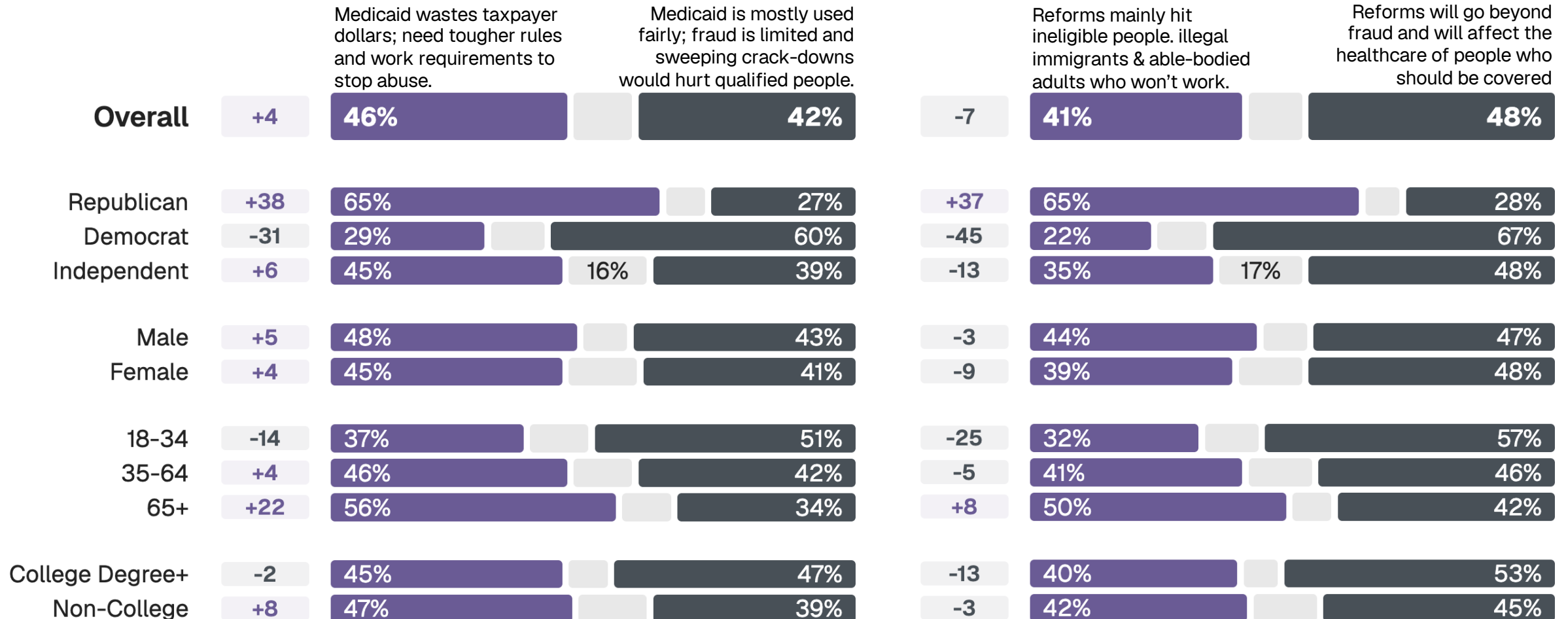| Pre-Exposure Generic Ballot	Message Exposure	Post-Exposure Generic Ballot	Shift
Republican 47% / Democrat 45%	**Welfare Scammers Attack:** Democrats voted to keep illegal immigrants on taxpayer funded healthcare while Americans struggle with rising costs. They protect welfare frauds, enabling $180B waste instead of helping working families.	Republican 51% / Democrat 43%	**+6**
43% / 47%	**Tax Increase Attack:** Democrats voted for the largest tax hike in U.S. history. They voted against working class tax relief like no taxes on tips / overtime. They voted against real financial relief for your family. Democrats chose higher taxes and more economic pain for families still recovering from Biden's inflation.	44% / 45%	**+3**
44% / 44%	**Family Economic Benefits:** This bill delivers $10,000 more in take-home pay for families. Permanently lowers taxes for 80% of American households, eliminates taxes on tips/overtime, and increases the child tax credit. This is about letting every American family keep more of their paycheck.	43% / 47%	**-4**
43% / 50%	**Border Funding:** This bill invests $165B to secure our border. That means 10,000 new ICE agents, 3,000 new border patrol agents, finishing the wall and investing in infrastructure and tech to permanently stop the flow of drugs and criminals.	38% / 52%	**-7**
45% / 47%	**Control**: Respondents did not see Democratic criticism or any Republican message	44% / 46%	**-**

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Attacks against Democrats work because voters believe there is real abuse of Medicaid – but they worry OBBB will go beyond strengthening the program

Voters agree that there is real fraud and abuse in Medicaid that needs to be addressed (46% - 42%), but 48% of voters believe that OBBB will go well beyond abuse and end up reducing healthcare for millions who legitimately qualify

Q. Which statement comes closer to your view about Medicaid…

		Medicaid wastes taxpayer dollars; need tougher rules and work requirements to stop abuse.		Medicaid is mostly used fairly; fraud is limited and sweeping crack-downs would hurt qualified people.
Overall	+4	46%		42%
Republican	+38	65%		27%
Democrat	-31	29%		60%
Independent	+6	45%	16%	39%
Male	+5	48%		43%
Female	+4	45%		41%
18-34	-14	37%		51%
35-64	+4	46%		42%
65+	+22	56%		34%
College Degree+	-2	45%		47%
Non-College	+8	47%		39%

Q. Which statement comes closer to your opinion about the impact of the Republican tax and budget bill on Medicaid…

		Reforms mainly hit ineligible people. illegal immigrants & able-bodied adults who won't work.		Reforms will go beyond fraud and will affect the healthcare of people who should be covered
Overall	-7	41%		48%
Republican	+37	65%		28%
Democrat	-45	22%		67%
Independent	-13	35%	17%	48%
Male	-3	44%		47%
Female	-9	39%		48%
18-34	-25	32%		57%
35-64	-5	41%		46%
65+	+8	50%		42%
College Degree+	-13	40%		53%
Non-College	-3	42%		45%

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Most convincing arguments in defense of OBBB Medicaid changes are removing over 1 million Illegals, Then framing changes as "Common-Sense" Anti-Fraud Reforms

Top message promises to remove 1M illegal immigrants from Medicaid **(+29 net)**, followed by "stop $500 B fraud with common sense reforms" **(+25)**. While morale argument around the dignity-of-work lags **(+16)**. Keep the focus on kicking illegal immigrants off the rolls and **strengthening the system for who it was intended for with common sense reforms**.

Q. Below is an argument about Medicaid changes in the Republican tax and domestic policy bill. How convincing do you find this argument?

	Net	Convincing	Not convincing
America First Priority This doesn't cut healthcare for Americans who need it — it puts Americans first by removing over 1 million illegal immigrants from Medicaid. Not one penny of taxpayer money should go to illegal aliens when American families are struggling. We're ensuring Medicaid dollars go to American citizens, not people who shouldn't even be in our country.	+29	62%	33%
Common Sense Work Requirements This bill doesn't cut healthcare for people who need it — these are common-sense reforms requiring able-bodied adults to work just 20 hours per week and verifying eligibility to remove people who don't qualify. Most Americans support these reasonable changes that ensure Medicaid goes to those who truly need help.	+26	60%	34%
Waste & Fraud Prevention These changes do not cut healthcare for those who need it — they eliminate waste, fraud and abuse that costs taxpayers up to $500 billion. By requiring work for able-bodied adults and checking eligibility more frequently, we protect benefits for those who truly need them — pregnant women, children, seniors and the disabled.	+25	59%	34%
Dignity Through Work We're not cutting healthcare for anyone who needs it — we're helping able-bodied adults escape the trap of government dependency. Work requirements are about giving people dignity, purpose and a pathway to the middle class. When you work, you build skills, connections and self-respect that welfare can never provide.	+17	55%	38%

Reinforce attacks with bread-and-butter relief for families and the working-class. Voters are persuaded by tax cuts and relief for families

Tax relief and family specific policies are the best testing provisions of OBBB. Permanently lowering taxes for 80% of taxpayers, making child-care credits permanent, eliminating taxes on tips/OT and boosting the Child Tax Credit win over voters.

Best Performing Bill Provisions

Rank	Policy	ModelNet Score
1	Makes the 2017 Tax Cuts and Jobs Act permanent, preventing individual tax rates from increasing to pre-2017 levels **permanently lowering taxes for 80% of taxpayers**	**+16.7**
2	Expands childcare access by making the tax credit for employers who offer paid family and medical leave permanent	**+5.6**
3	Requires able-bodied adults aged 19-64 to work, volunteer, or pursue education for at least 20 hours per week to receive Medicaid (government health insurance for low-income Americans), saving taxpayers an estimated $180 billion over 10 years	**+5.6**
4	Expands work requirements for SNAP (food stamps that help low-income Americans buy groceries) to include able-bodied adults aged 18-64 and changes the definition of "dependent child" from under 18 years old to under 14 years old, meaning parents with children aged 14-17 must work to receive benefits, saving taxpayers an estimated $85 billion over 10 years	**+4.5**
5	Eliminates federal income tax on tips and overtime pay for workers	**+4.1**
6	Increases the Child Tax Credit to $2,200 per child and fixes it to inflation **so it rises over time**	**+3.8**
7	Establishes $1,000 investment accounts for every newborn baby that are invested in index funds and grow tax-free, giving every American child a financial head start that could grow to thousands of dollars by adulthood	**+2.9**

Worst Performing Bill Provisions

Rank	Policy	ModelNet Score
14	Eliminates the Grad PLUS loan program and creates a new, single repayment plan, projected to save taxpayers over $300 billion	**-4.9**
15	Provides $34 billion for national defense for the "Golden Dome" missile defense system, nuclear weapons modernization programs, and Coast Guard operations	**-5.2**
16	Increases taxes on large university endowments, with rates ranging from 1.4% to 8% based on endowment size per student, affecting elite universities like Harvard, Yale, and Stanford	**-7.6**
17	Terminates tax credits for electric vehicles, and phases out clean energy tax credits for wind and solar projects not completed by December 31, 2027	**-8.9**
18	Provides $40 billion to hire 10,000 additional ICE officers, expand immigration detention capacity, fund removal transportation operations, and provide $10,000 annual bonuses to ICE and Border Patrol agents to support deportation operations	**-10.9**
19	Permanently increases the estate tax exemption from $15 million to $30 million for married couples starting in 2026	**-11.6**

Note: Voters were shown pairs of bill provisions at random and asked which provision made them more likely to support OBBB. The provisions were then scored on how well they performed against other provisions.

Voters respond to tangible, kitchen-table relief and family-oriented benefits paired with a credible justification for crackdowns on waste and fraud

Protecting Medicaid for those who truly qualify (+5.7) and promising a 15 % tax cut for working families (+3.2) are the clear winners, while deficit jargon (-0.8) and border-security spending pitches (-2.5) fall flat.

Best Performing Message Frames

| Rank	Policy	ModelNet Score
1	This bill protects Medicaid for those who truly need it. It strengthens coverage for seniors, children, people with disabilities, and pregnant women while securing the program's future by implementing common sense rules around who qualifies for taxpayer funded healthcare.	+5.7
2	This bill delivers a 15% tax cut for working class Americans. It puts hardworking Americans first by eliminating all taxes on tips and overtime, saving workers up to $1,500 annually. It creates new deductions for car loans and expands childcare access.	+3.2
3	This bill saves taxpayers $180 billion by stopping waste, fraud, and abuse in Medicaid. It removes over 1 million illegal immigrants from the rolls and requires able-bodied adults to work 20 hours a week to receive benefits.	+2.6
4	This bill puts families first with over $10,000 more in take-home pay annually. It increases the child tax credit to $2,200, creates $1,000 savings accounts for every newborn, and adds car payment deductions.	+1.8
5	This bill lowers taxes for all Americans. It makes the 2017 tax cuts permanent, reduces rates across all brackets, and adds new deductions for families and entrepreneurs. It delivers a $10,000 increase in after tax income for American families.	+1.5

Worst Performing Message Frames

Rank	Policy	ModelNet Score
6	This bill puts America's finances on a healthier path. It cuts wasteful spending while boosting growth, reducing the deficit by $8.5 trillion over 10 years through smart reforms and economic expansion.	-0.8
10	This bill finally secures our border with a $165 billion investment. It funds 13,000 new agents, hundreds of miles of wall, and military-grade surveillance technology to stop illegal crossings.	-2.5
11	This bill supercharges our economy and is projected to create over 6 million jobs. It will boost GDP by nearly 5% through business tax relief and doubling small business expensing to help Main Street grow and hire.	-3.4

Note: Voters were shown a supporter message and a critic message at random and asked which was a more convincing argument for or against the bill. Messages that won more match ups against Democratic criticisms received a higher ModelNet score.
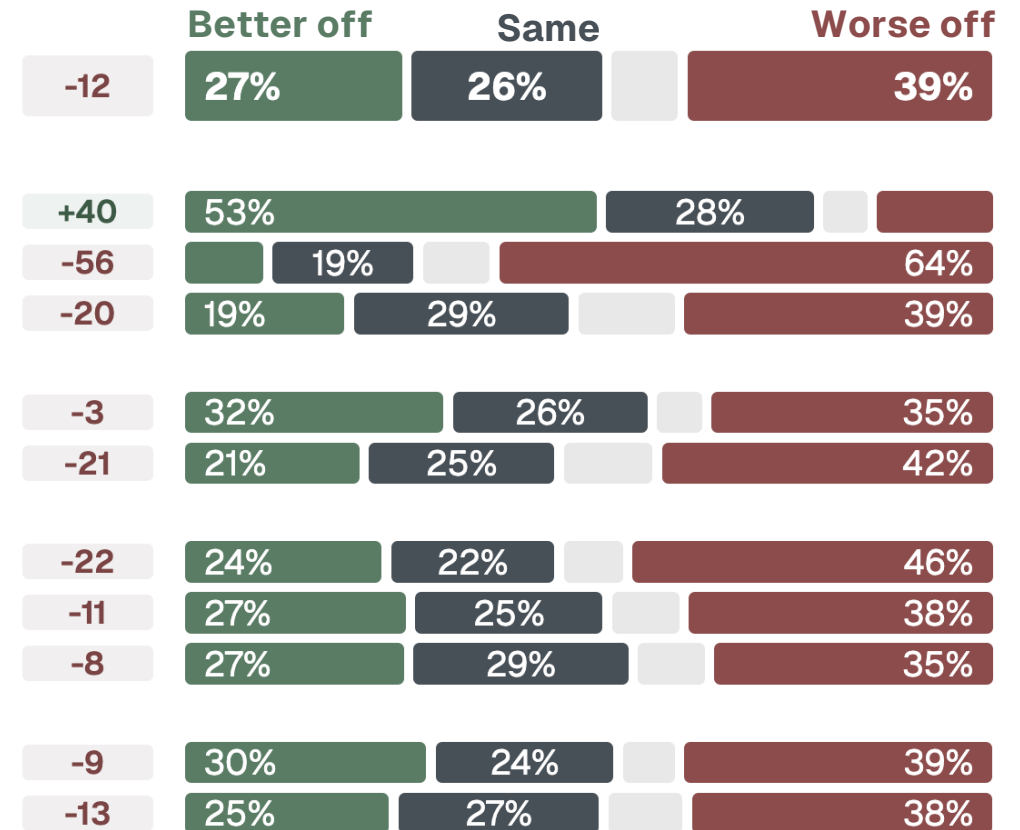
Voters Break Even on Fiscal Impact of OBBB, Yet 39% Expect It Will Leave Their Family Worse Off and only 27% Say It would Make Them Better Off

Just 42% say OBBB "pays for itself," while 44% believe it will add debt. Pocketbook expectations tilt farther negative: 27 % think they will be better off versus 39 % worse, with an 18% gap among independents (19% / 39%).

Q. Which statement comes closer to your opinion about the impact of the Republican tax and budget bill?...
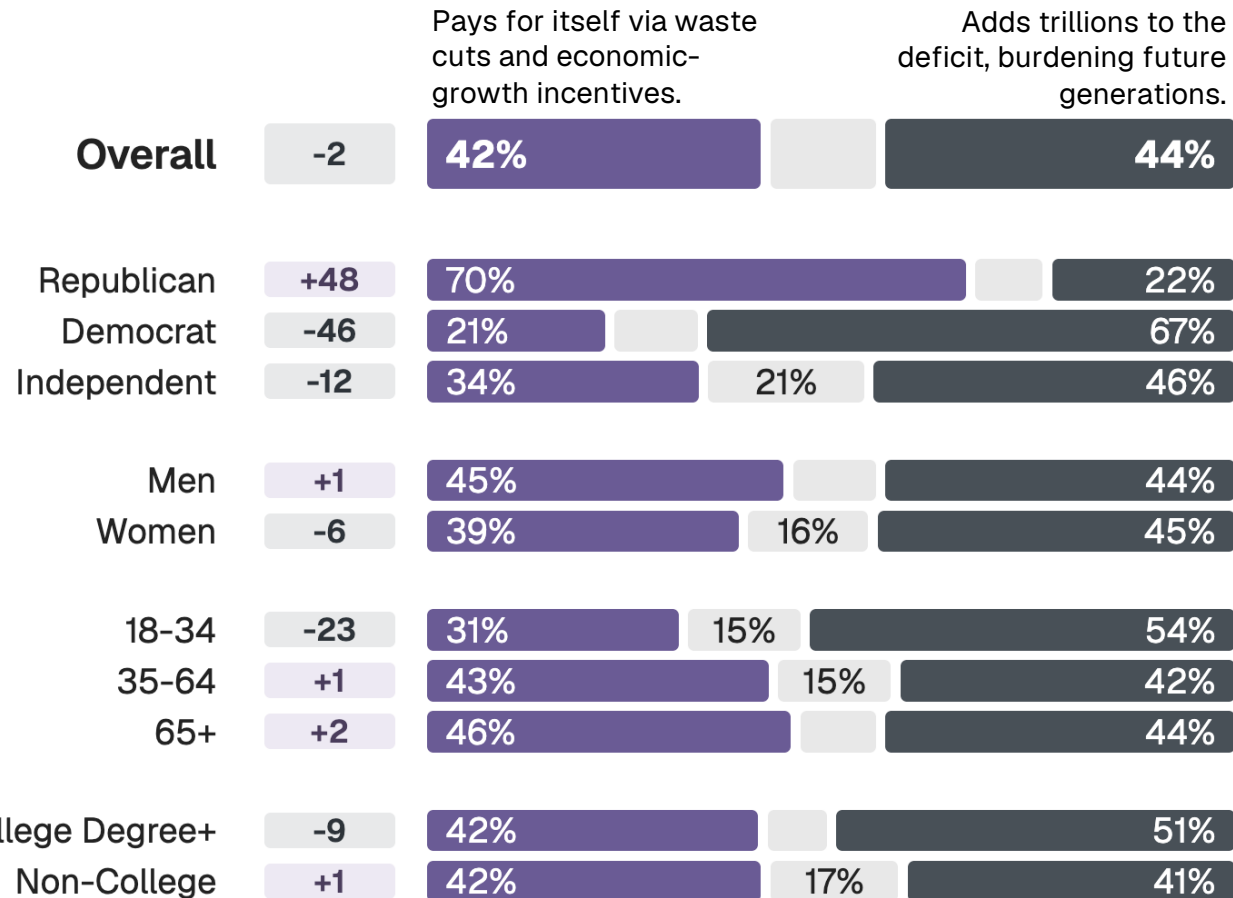
Q. In general, do you think the Republican tax and domestic policy bill will make you and your family better off, worse off, or about the same

		Pays for itself via waste cuts and economic-growth incentives.	Adds trillions to the deficit, burdening future generations.			Better off	Same		Worse off
Overall	-2	42%	44%		-12	27%	26%		39%
Republican	+48	70%	22%		+40	53%	28%		
Democrat	-46	21%	67%		-56		19%		64%
Independent	-12	34%	21% · 46%		-20	19%	29%		39%
Men	+1	45%	44%		-3	32%	26%		35%
Women	-6	39%	16% · 45%		-21	21%	25%		42%
18-34	-23	31% · 15%	54%		-22	24%	22%		46%
35-64	+1	43% · 15%	42%		-11	27%	25%		38%
65+	+2	46%	44%		-8	27%	29%		35%
College Degree+	-9	42%	51%		-9	30%	24%		39%
Non-College	+1	42% · 17%	41%		-13	25%	27%		38%

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Thank You
Questions: **Landon@GrayHouse.com**

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