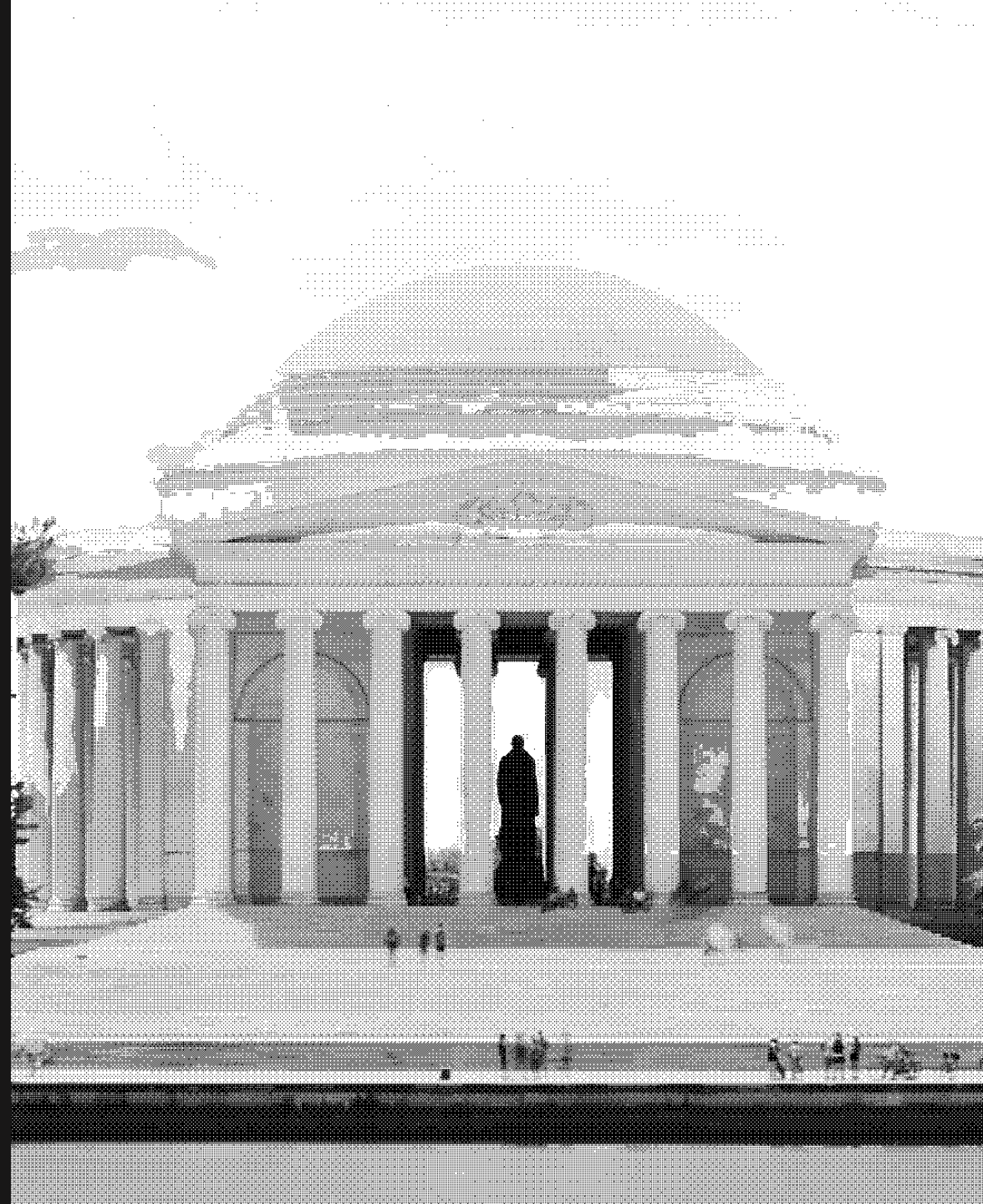


National Poll Results

Working Families Tax Cut & Healthcare Attitudes

12/6 – 12/8/2025

GRAY*house*



Survey Methodology

Interview Dates

December 6th – December 8th, 2025

Target Population

National registered voters

Sampling Method

The survey was administered using a non-probability online panel with identity verification protocols. A multi-layered verification protocol incorporating AI-driven fraud detection and device-level digital fingerprinting was deployed to ensure sample integrity.

Quota controls were applied during recruitment to ensure representative coverage of age, region, race, gender, and educational attainment within the registered voter population as well as soft targets on self-party identification based on modeled results from historical survey data

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.

Number of respondents

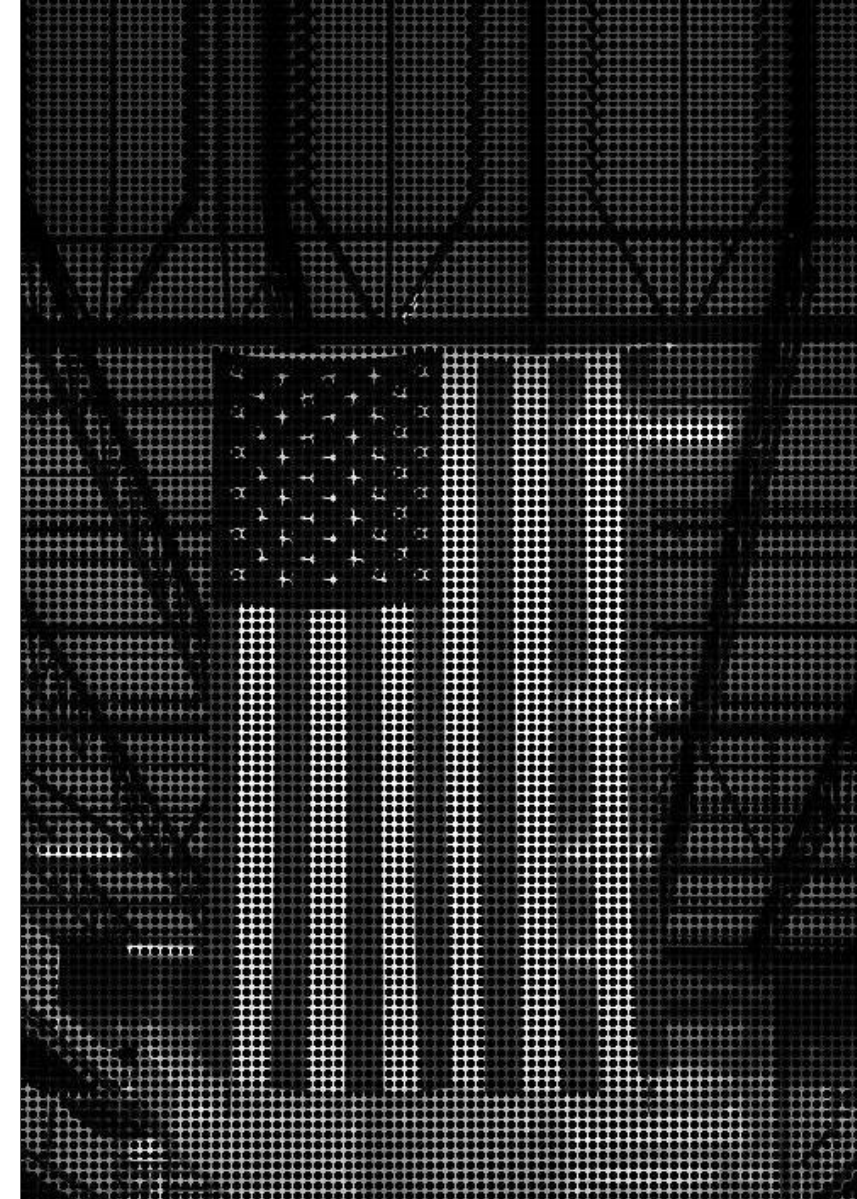
2058

Margin of error

+/- 2.2 % (95% CI)

Survey Modes

100% online panel



Weighted Sample Demographics

Partisan ID

	Count	Total
Republican	702	34%
Independent	659	32%
Democrat	697	34%

2024 Presidential Vote

	Count	Total
Donald Trump	900	44%
Kamala Harris	890	43%
Did not vote	171	8%
Don't know / someone else	76	4%

Gender

	Count	Total
Female	1095	53%
Male	963	47%

Residence Type

	Count	Total
Suburban	1065	52%
Rural	531	26%
Urban	462	22%

Age

	Count	Total
30-49	596	29%
65+	570	28%
50-64	551	27%
18-29	341	17%

Education

	Count	Total
Less Than 4-year degree	1280	62%
4-Year Degree+	778	38%

US Region

	Count	Total
Northeast	454	22%
Mid-Atlantic	354	17%
Southeast	321	16%
Great Lake	305	15%
Midwest	296	14%
Southwest	136	7%
Rocky Mountains	115	6%
West	77	4%

Cost of living dominates voter priorities at 78%, followed by economy (71%) Healthcare ranks 4th while border security falls to 9th place.

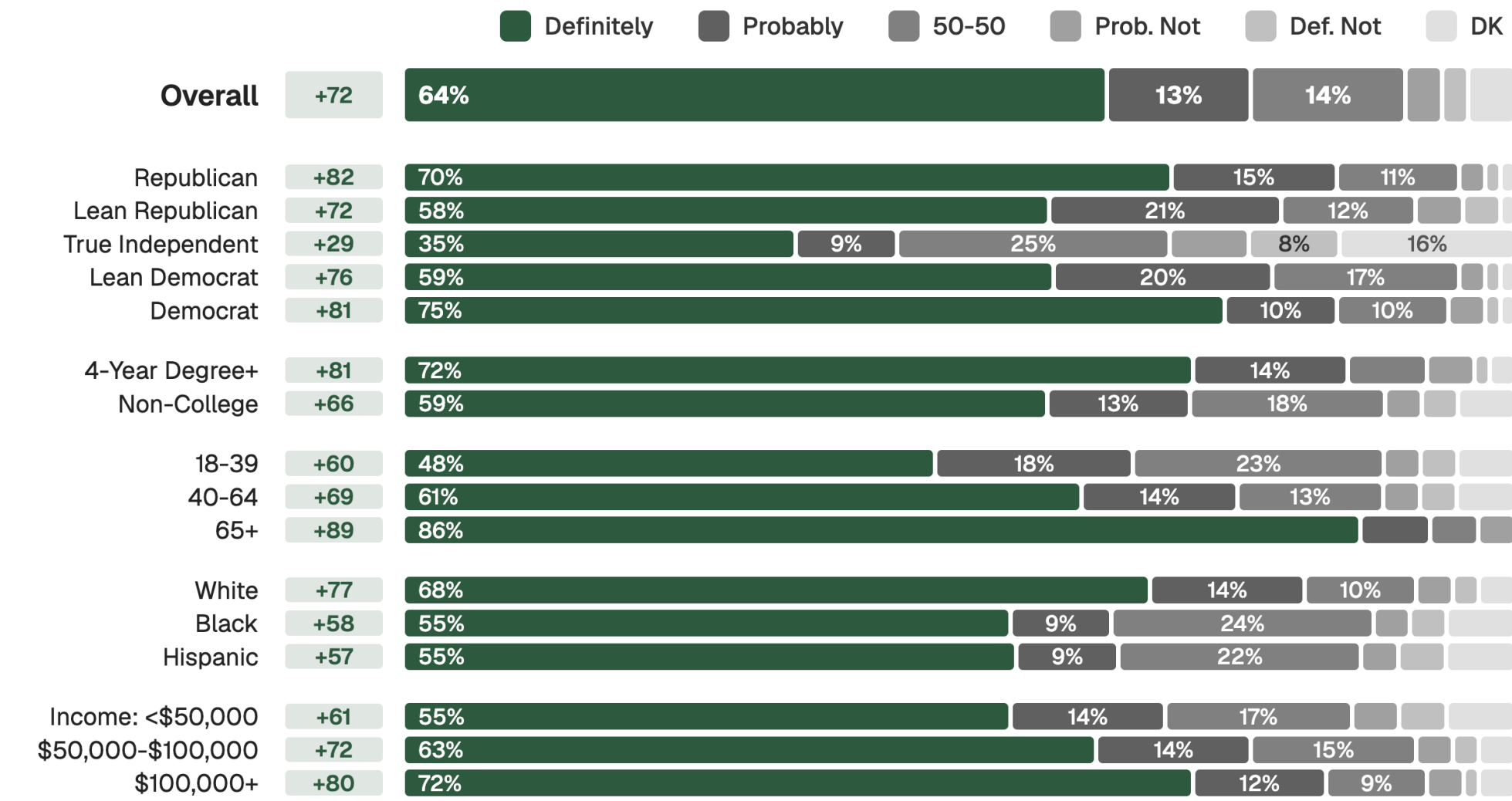
Q. Below are two issues facing the United States today. Even if you think both are important, which one is more important to you and your family right now?

ISSUE	MODELNET	WIN RATE %	GOP	IND	DEM
Affordability & the cost of living	+28	78%	76%	76%	86%
Jobs & the economy	+21	71%	70%	70%	74%
Social security & Medicare	+21	71%	68%	77%	66%
Healthcare	+13	63%	56%	69%	62%
Government corruption	+5	55%	46%	57%	62%
Taxes & government spending	+3	53%	53%	48%	62%
Crime & public safety	0	50%	56%	45%	49%
Threats to democracy	-2	48%	45%	55%	45%
Border security & immigration	-3	47%	64%	30%	46%
Election integrity	-11	39%	41%	36%	38%
Education and K-12 schools	-12	38%	38%	36%	39%
Climate change & the environment	-17	33%	24%	41%	32%
Abortion and reproductive policy	-22	28%	29%	32%	23%
Guns	-24	26%	26%	25%	27%

*Respondents chose between two issues at a time, capturing how priorities rank when forced to make trade-offs. A Bayesian Bradley-Terry model estimates each issue's Win Rate (probability of selection over an average competitor) and Net (difference from even odds).

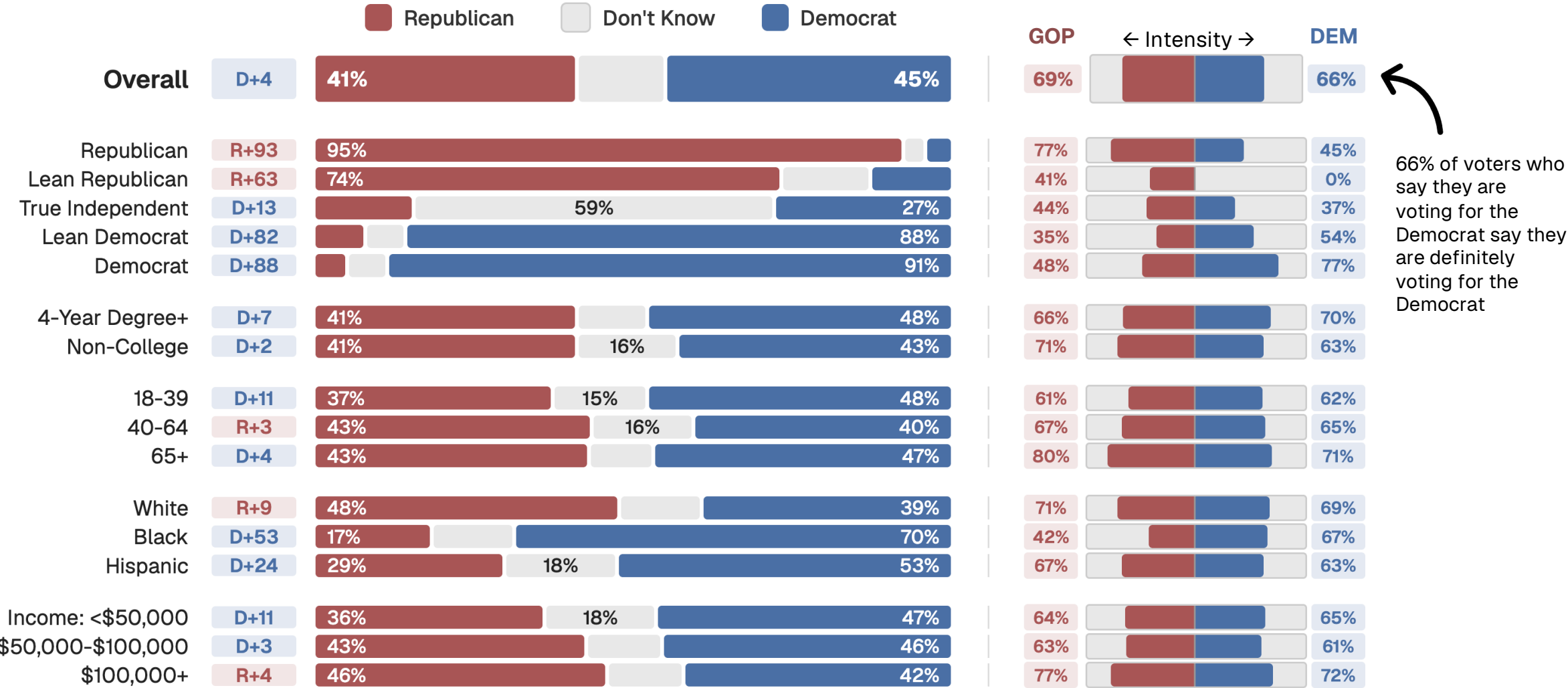
Voter enthusiasm for 2026 midterms is high across parties. Turnout intent provides an early baseline for competitive House and Senate races nationwide.

Q. As you may know, midterm elections will be held in November 2026. It's a long way off, but thinking ahead to that election, how likely would you say it is that you will vote?



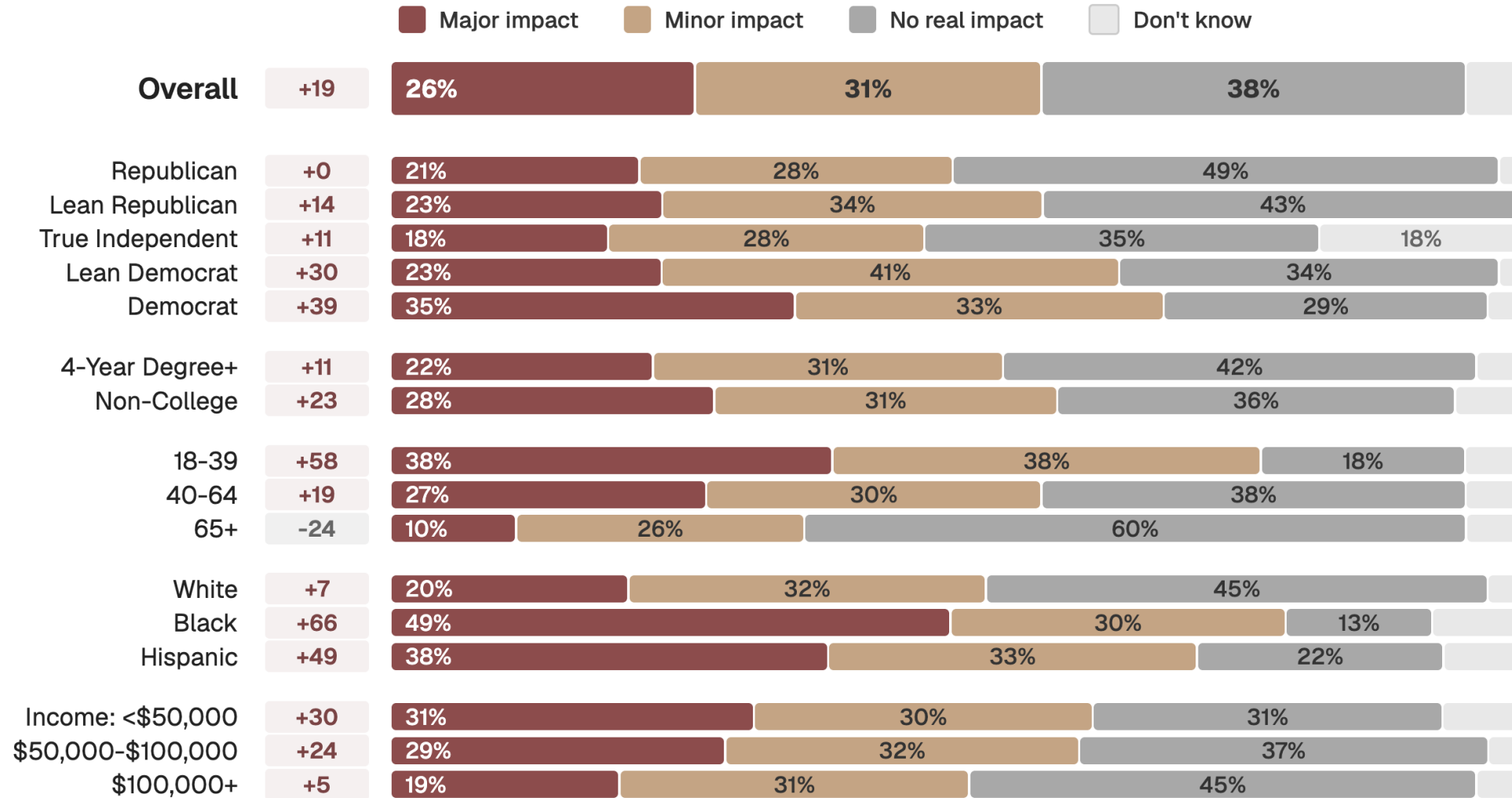
The generic ballot shows a competitive national environment with strong partisan intensity. Independents that lean Republican are soft compared to Dem leaning Indies

Q. If the election for U.S. Congress in your district were held today, and you had to make a choice, would you vote for the Republican or Democratic candidate?



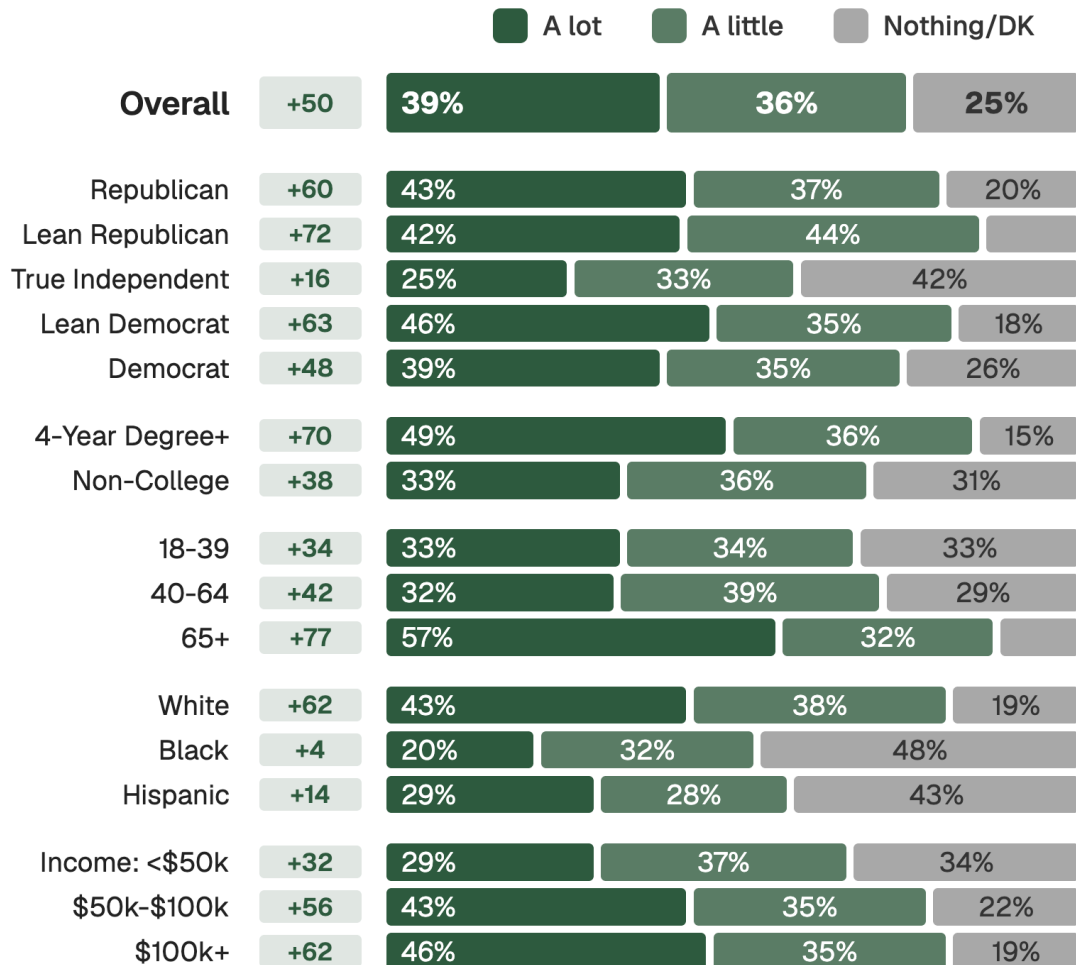
Most voters report the 43-day shutdown did not have a major impact on their family. Impact correlated with Democratic partisanship and income level

Q. The federal government was shut down for 43 days from October 1st to November 12th – did this government shutdown have a major impact, minor impact, or no real impact on you and your family?

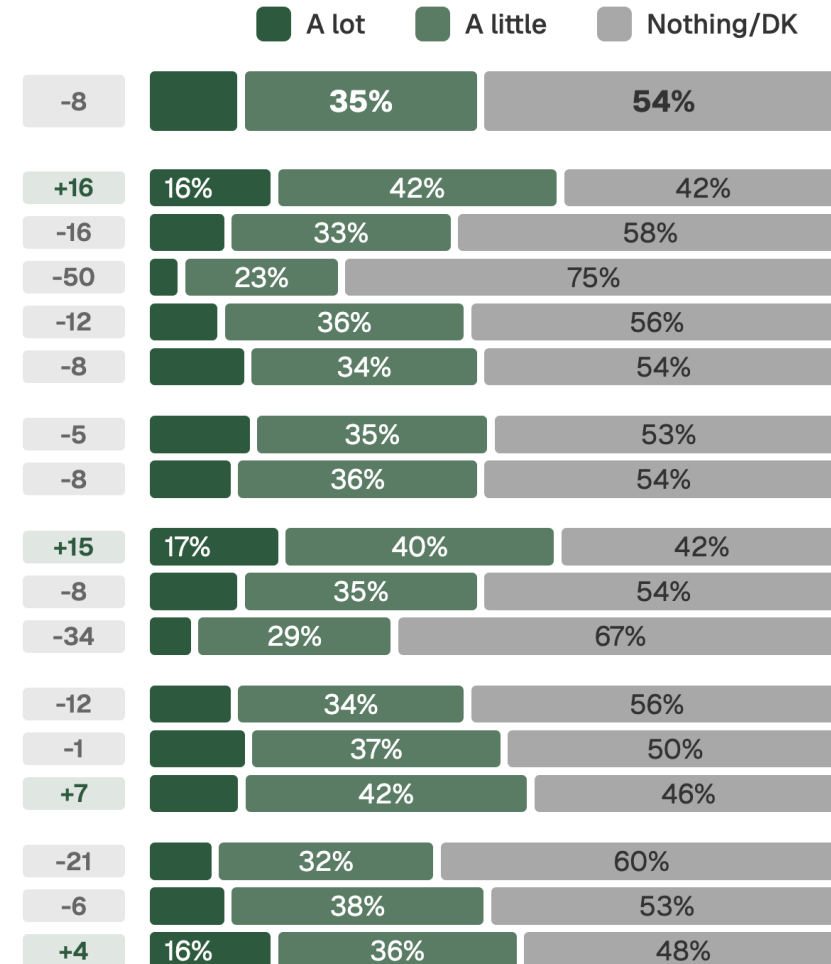


One Big Beautiful Bill has 75% awareness versus just 46% for Working Families Tax Cuts - a 29-point name recognition gap favoring the original bill name.

[SPLIT A] Q. Before today, had you seen, read, or heard about legislation called the 'One Big Beautiful Bill'?

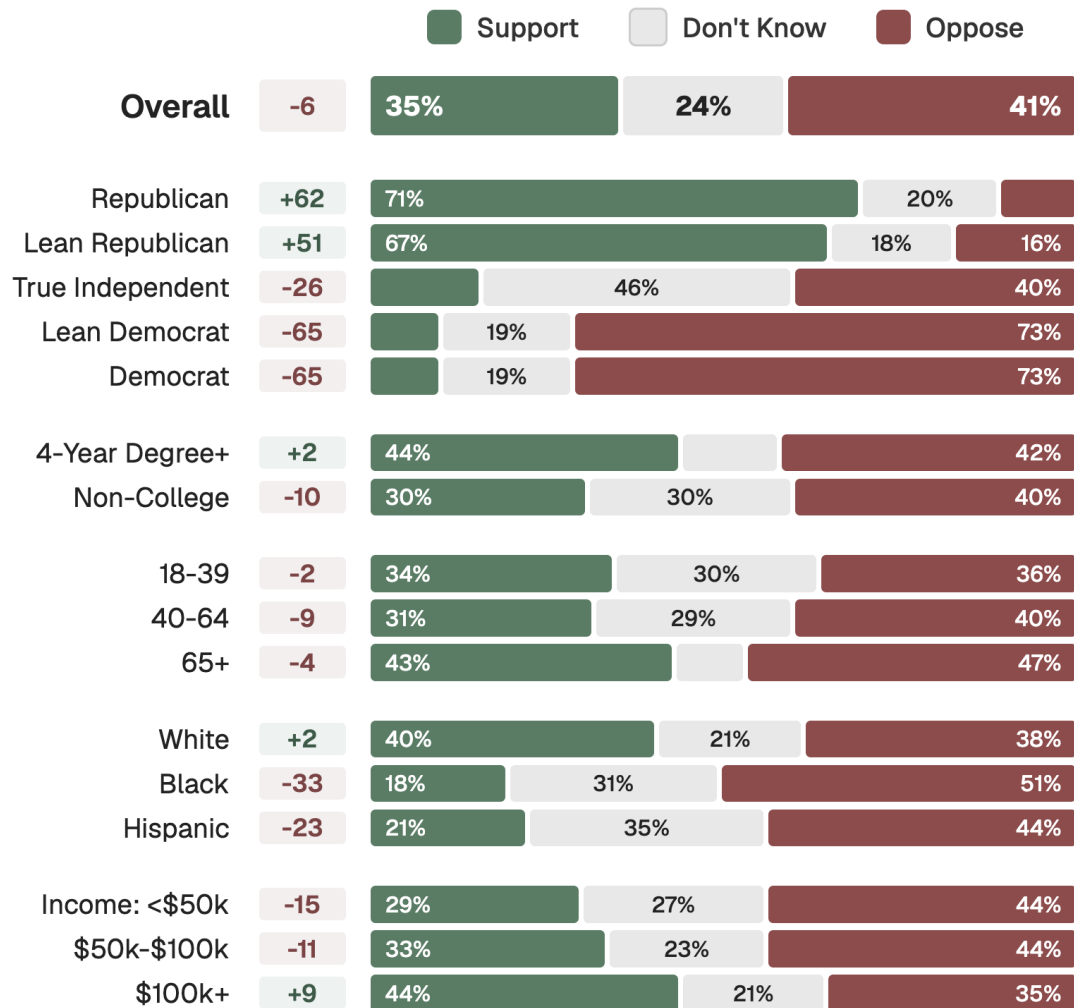


[SPLIT B] Q. Before today, had you seen, read, or heard about legislation called the 'Working Families Tax Cuts'?

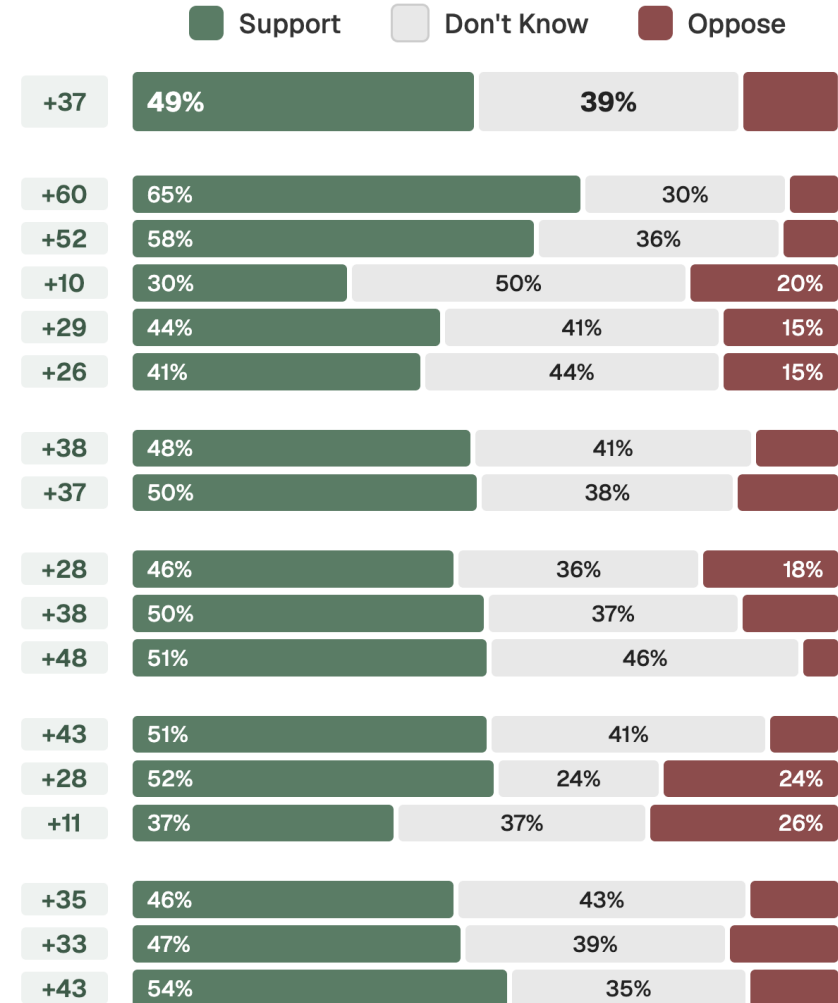


OBBB polls at -6% net while WFTC lands at +37% net - a 43-point swing from framing alone. Working Families framing wins Independents by 51 points.

[SPLIT A] Q. Based on what you know, do you support or oppose the One Big Beautiful Bill?

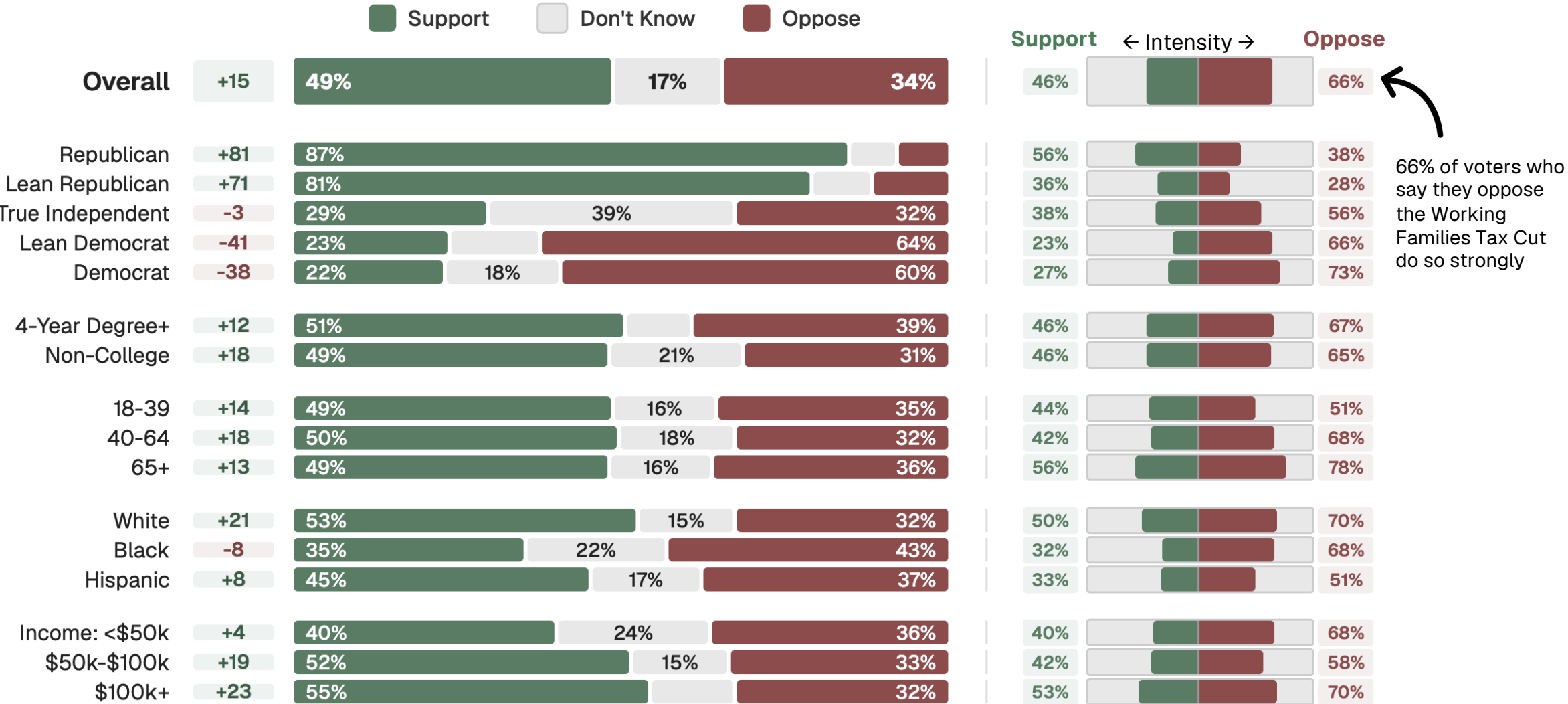


[SPLIT B] Q. Based on what you know, do you support or oppose the Working Families Tax Cuts?



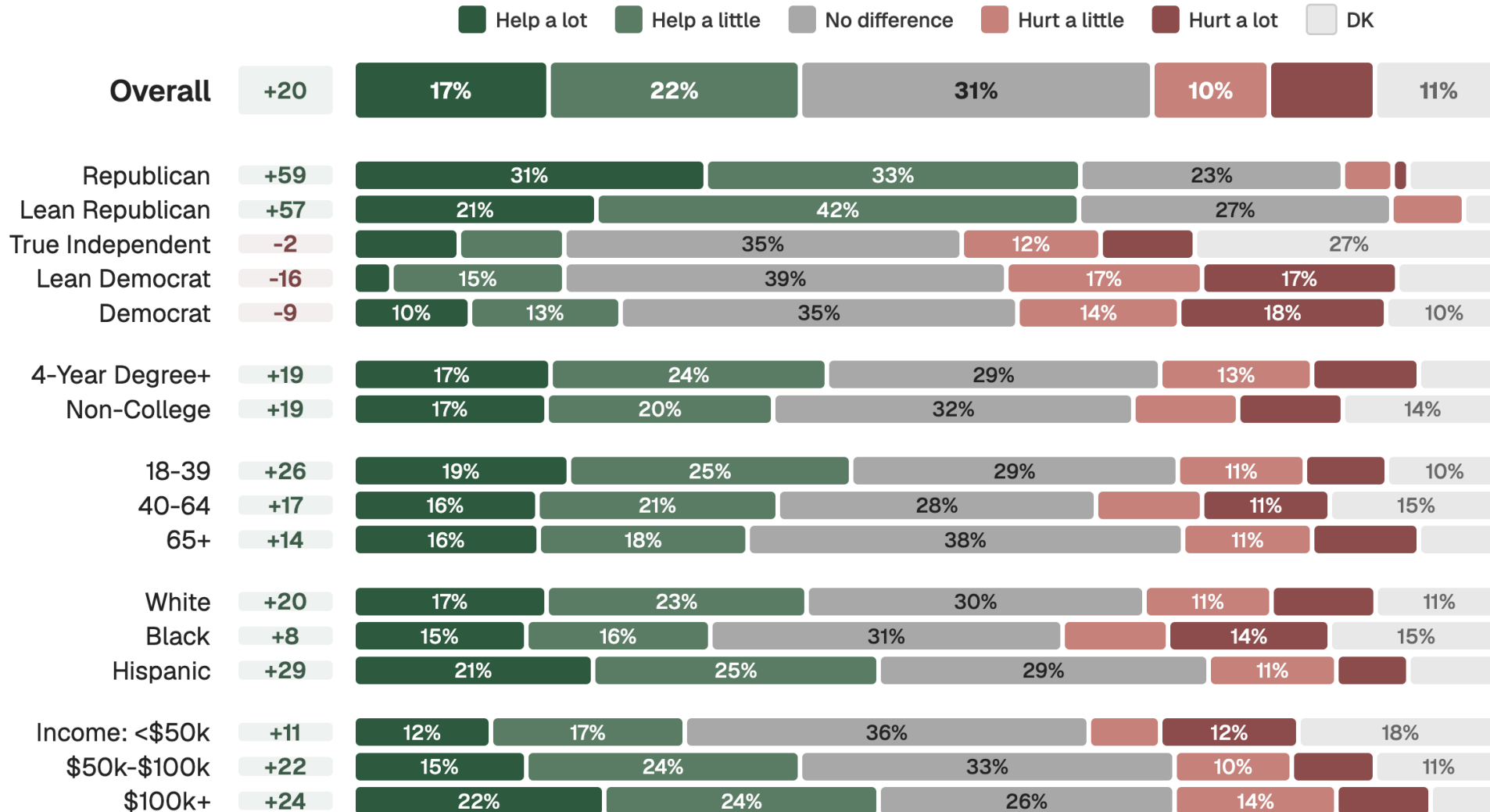
After full description, the legislation lands at +15% net overall with strong Republican support (+81%) and a split among Independents. Democratic opposition remains firm at -37%.

Q. President Trump signed a domestic policy bill passed by Republicans in Congress. The legislation, officially called the 'One Big Beautiful Bill Act,' is also referred to as the 'Working Families Tax Cuts.' Based on what you know, do you support or oppose this legislation?



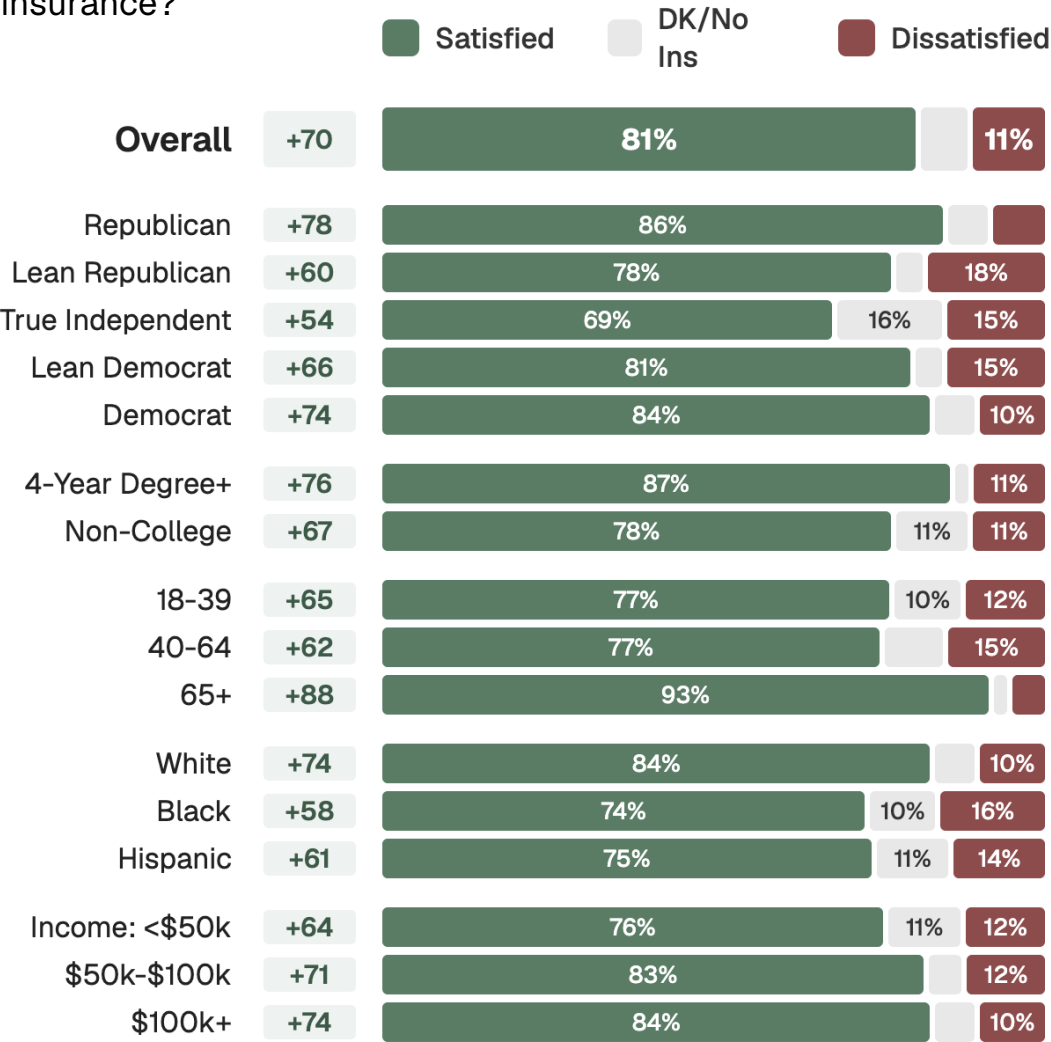
39% expect the bill to help their finances while 19% expect harm. GOP voters are optimistic (64% help) while most voters expect modest or no direct financial impact.

Q. Regardless of whether you support or oppose this legislation, do you think the Working Families Tax Cuts will help your family's financial situation, hurt your family's financial situation, or not make much difference?

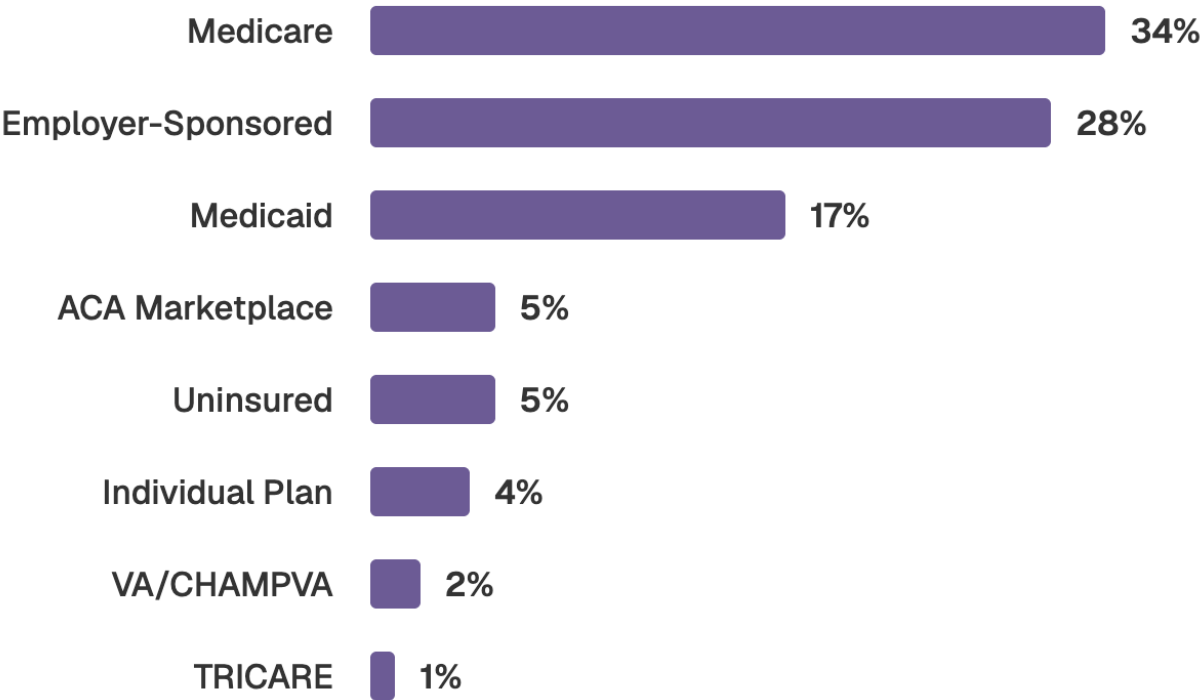


81% are satisfied with current health insurance (41% very, 40% somewhat). Satisfaction is consistent across parties, though Independents show slightly lower enthusiasm.

Q. Overall, how satisfied are you with your current health insurance?

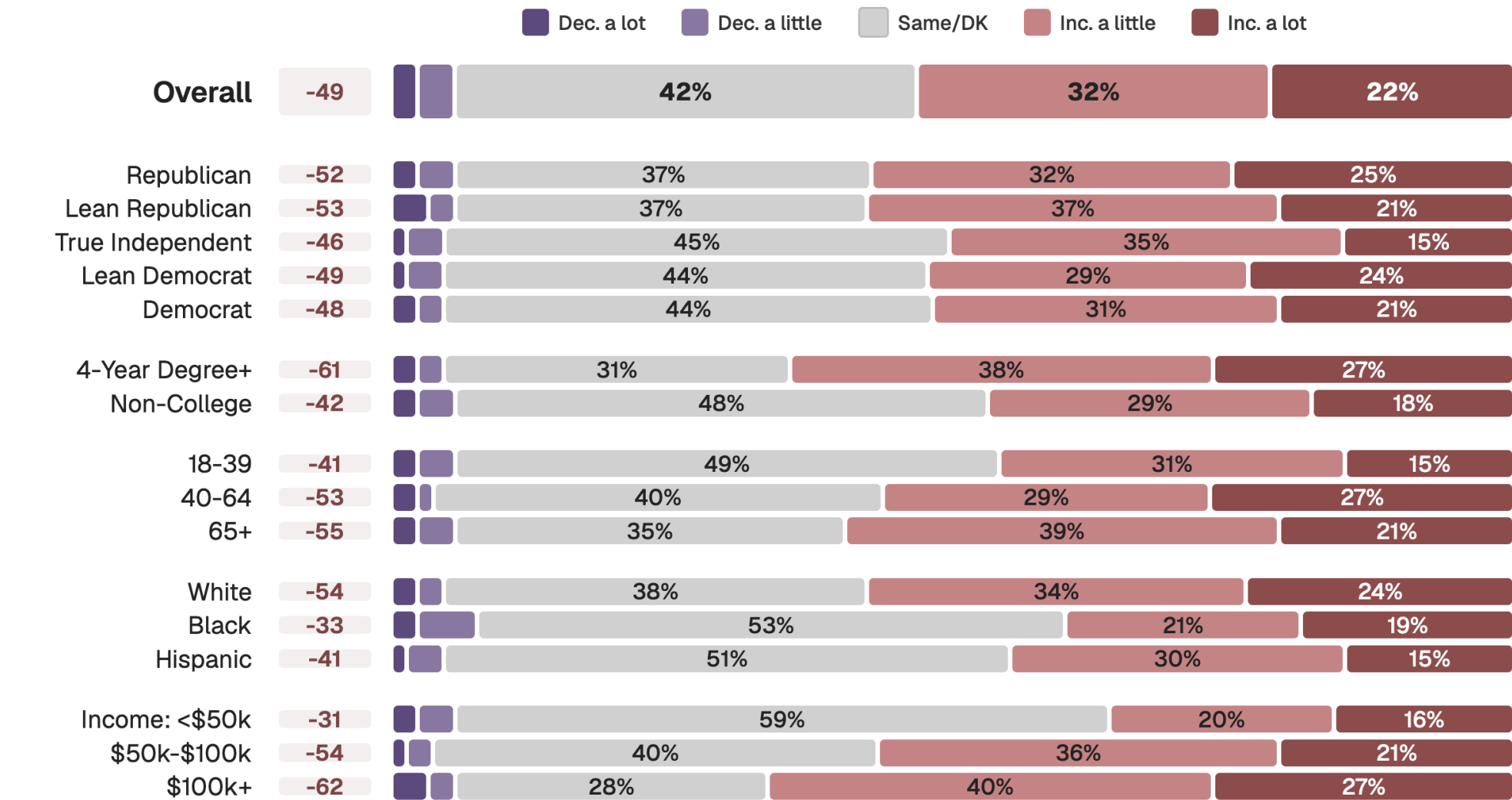


Q. Which of the following best describes your current health coverage? If you have more than one, pick the one that pays most of your medical bills.



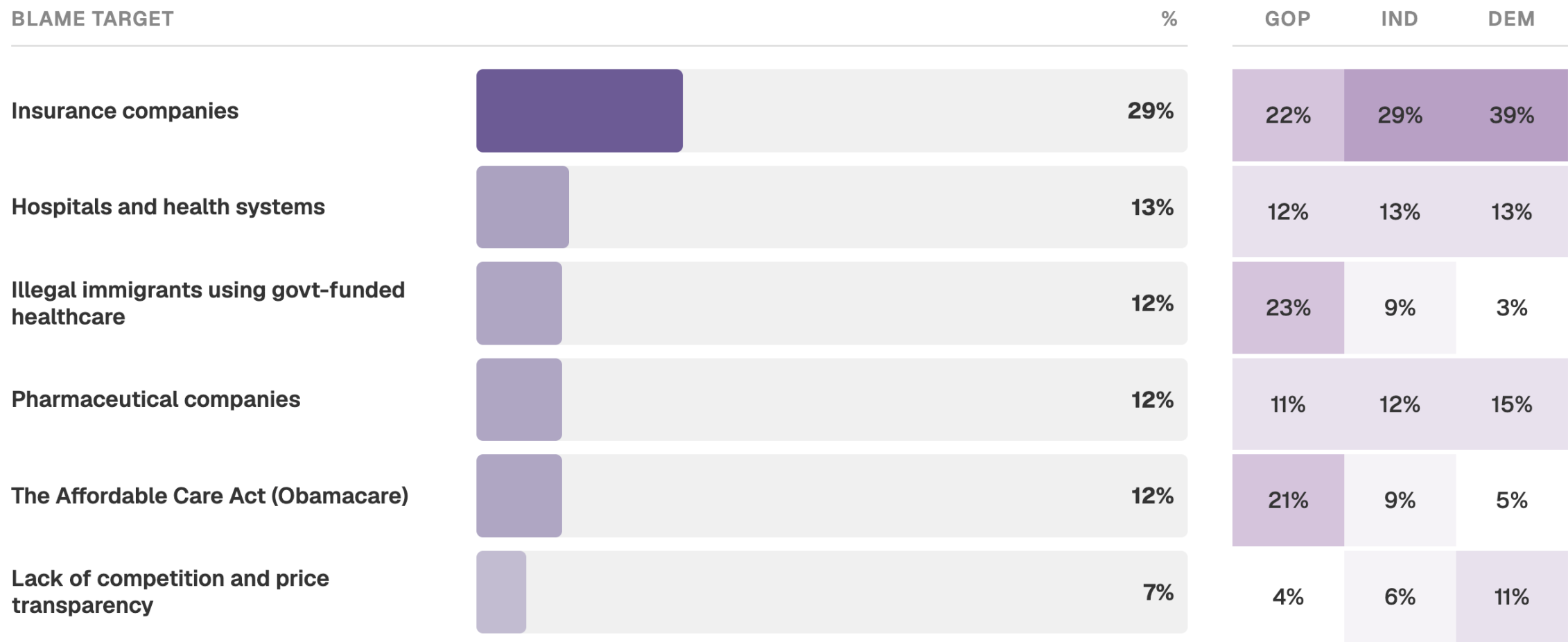
A majority report their healthcare costs have increased in recent years. Rising costs are felt broadly across demographics, creating cross-partisan concern about affordability.

Q. In recent years, has the amount you personally pay for health insurance, including premiums, copays, and deductibles, increased, decreased, or stayed about the same?



Insurance companies lead blame at 29%, followed by pharma and hospitals at 12-13% each. Republicans split blame between the ACA (21%) and illegal immigration (23%).

Q. Who or what do you think is MOST to blame for health insurance costs increasing?

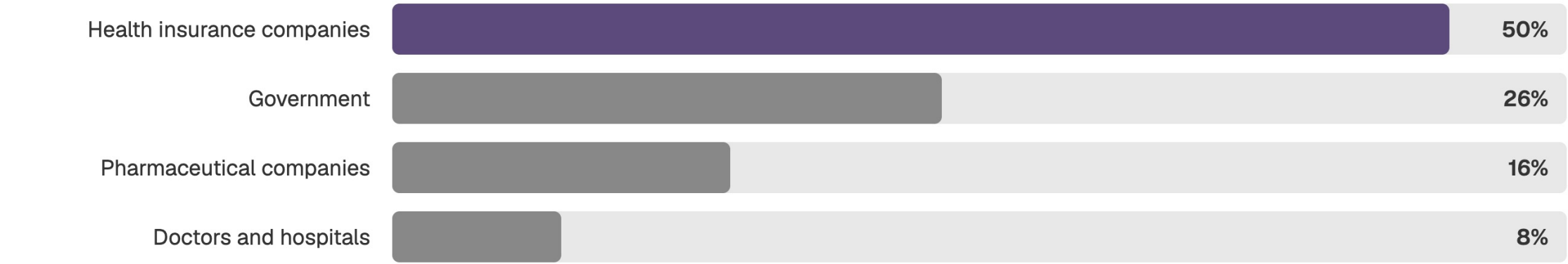


Views on healthcare costs and satisfaction track closely with personal experience. Voters who have seen premium increases express higher concern about affordability.

Which message is more persuasive?



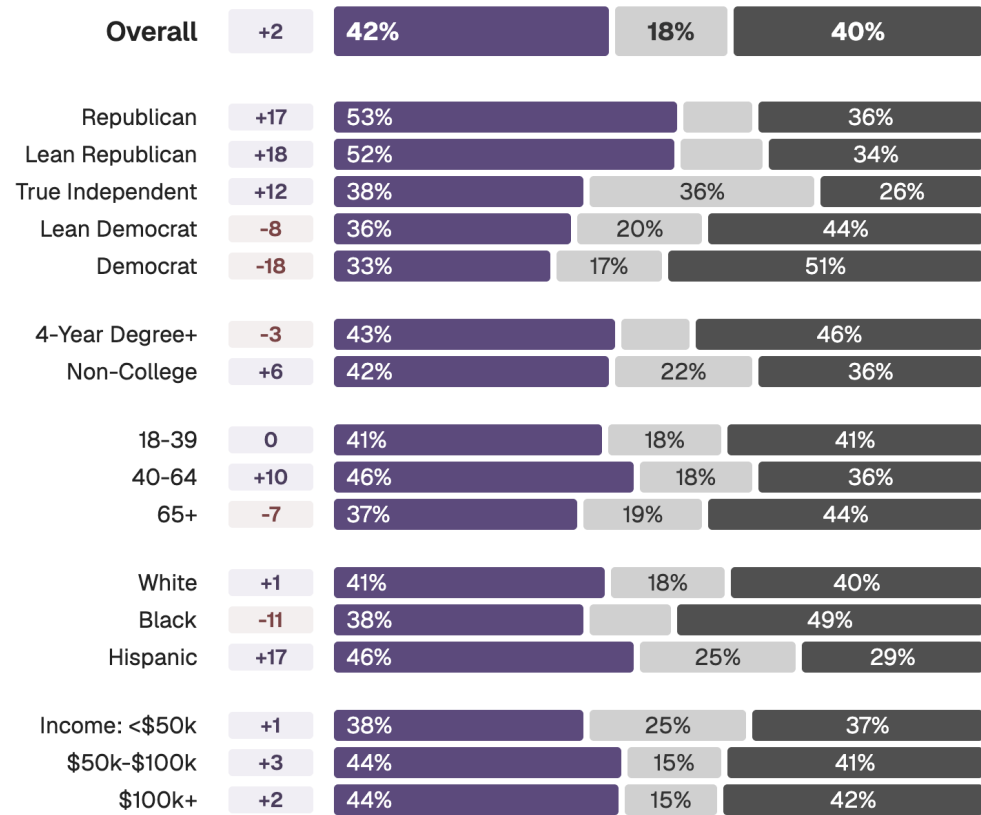
After hearing messages, who is MOST to blame for rising healthcare costs?



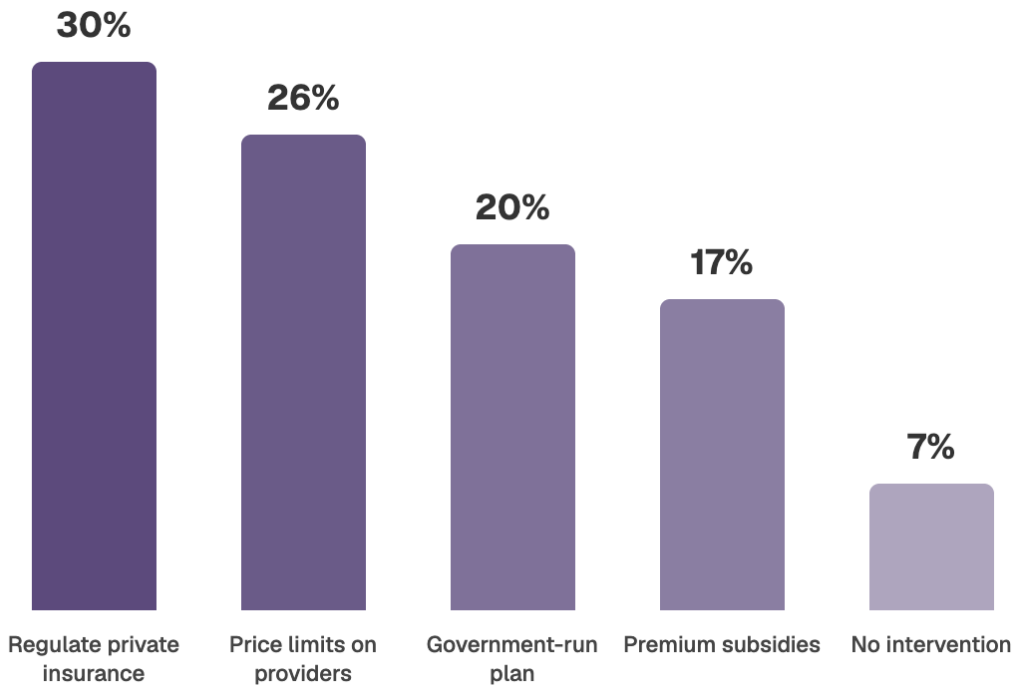
Voters split 42% free market vs 40% government intervention on lowering healthcare costs. This tight margin reflects competing visions for healthcare reform.

Q. When it comes to lowering healthcare costs, what do you trust more?

- "FREE MARKET": The free market - more competition between healthcare companies, more plan choices, and less government regulation.
- "GOVERNMENT": The government - more oversight of healthcare companies, regulating drug prices, and expanding programs like Medicare and Medicaid.
- DON'T KNOW



Q. Which of the following actions would you support the MOST to lower your healthcare costs?



All five negative messages reduce support for extending ACA subsidies. Most effective: the cost-shifting frame (-45 net) and no-income-cap frame (-40 net).

Q. Now you will read some statements about the enhanced ACA subsidies. For each one, please tell us whether it makes you more likely to support extending these subsidies, less likely to support extending them, or if it makes no difference.

Less Likely DK No Difference More Likely

Doesn't Lower Costs

"These subsidies don't actually lower healthcare costs and won't stop premiums from increasing, they just shift the cost to taxpayers while insurance companies keep charging high prices."

+44

56%

22%

12%

No Income Cap

"These subsidies have no income cap, families making up to \$400,000 a year can receive them while working families pay the taxes to fund them."

+40

54%

22%

14%

Fraud & Abuse

"These subsidies have been riddled with fraud and abuse because the government doesn't verify information sufficiently before handing out money."

+38

50%

26%

12%

\$350 Billion Cost

"Restoring these subsidies would cost taxpayers \$350 billion over ten years. It's your tax dollars bailing out a failing program."

+23

40%

13%

30%

17%

COVID Emergency Over

"These subsidies were temporary COVID emergency relief that was never meant to be permanent. The emergency is over, yet Democrats want to keep spending your tax dollars."

+20

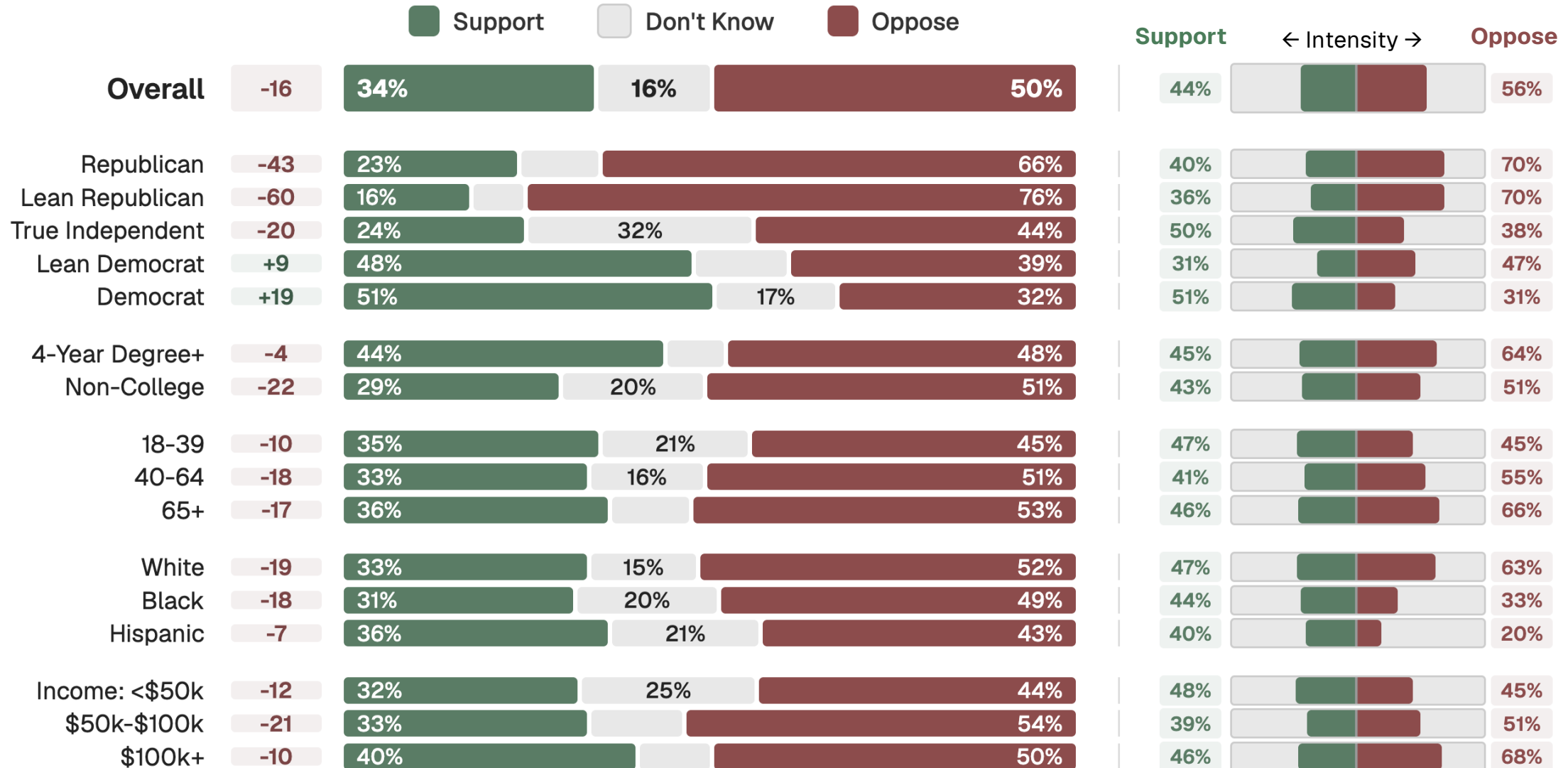
41%

28%

21%

After messaging, ACA subsidy support flips to -15% net. Republicans move to -43%, Independents to -18%, while Democrats hold at +19%.

Q. Now, do you support or oppose extending the enhanced ACA subsidies?



HSA redirect (+39) and work requirements (+35) outperform straight extension (+13). Reform-with-guardrails approaches poll significantly better than status quo.

Q. ACA subsidy policy proposals - do you support or oppose:

Redirect to HSAs

"Stop sending subsidies to insurance companies and instead redirect the money into health savings accounts that people who qualify control and can use for any healthcare expense."

+38

60%

18%

22%

Work Requirements

"Extend the subsidies but require able-bodied adults without dependents to work or be in school to receive them."

+35

60%

15%

25%

1-2 Year Extension + Reforms

"Extend the subsidies for one or two years with income caps and anti-fraud measures while Congress works on a longer-term solution."

+32

59%

15%

27%

Let Expire + Free Market

"Let the subsidies expire and instead, pursue free market reforms that increase competition, expand choices, and drive down costs for everyone rather than pour more money into Obamacare."

+21

51%

19%

30%

Offset with Budget Cuts

"Extend the subsidies, but require that every dollar of new spending after 2025 be fully offset by equivalent cuts in other parts of the federal budget so the plan does not add to the deficit."

+15

46%

23%

31%

3-Year Extension (No Changes)

"Extend the subsidies for three years with no changes to the current program while Congress works on a longer-term solution."

+13

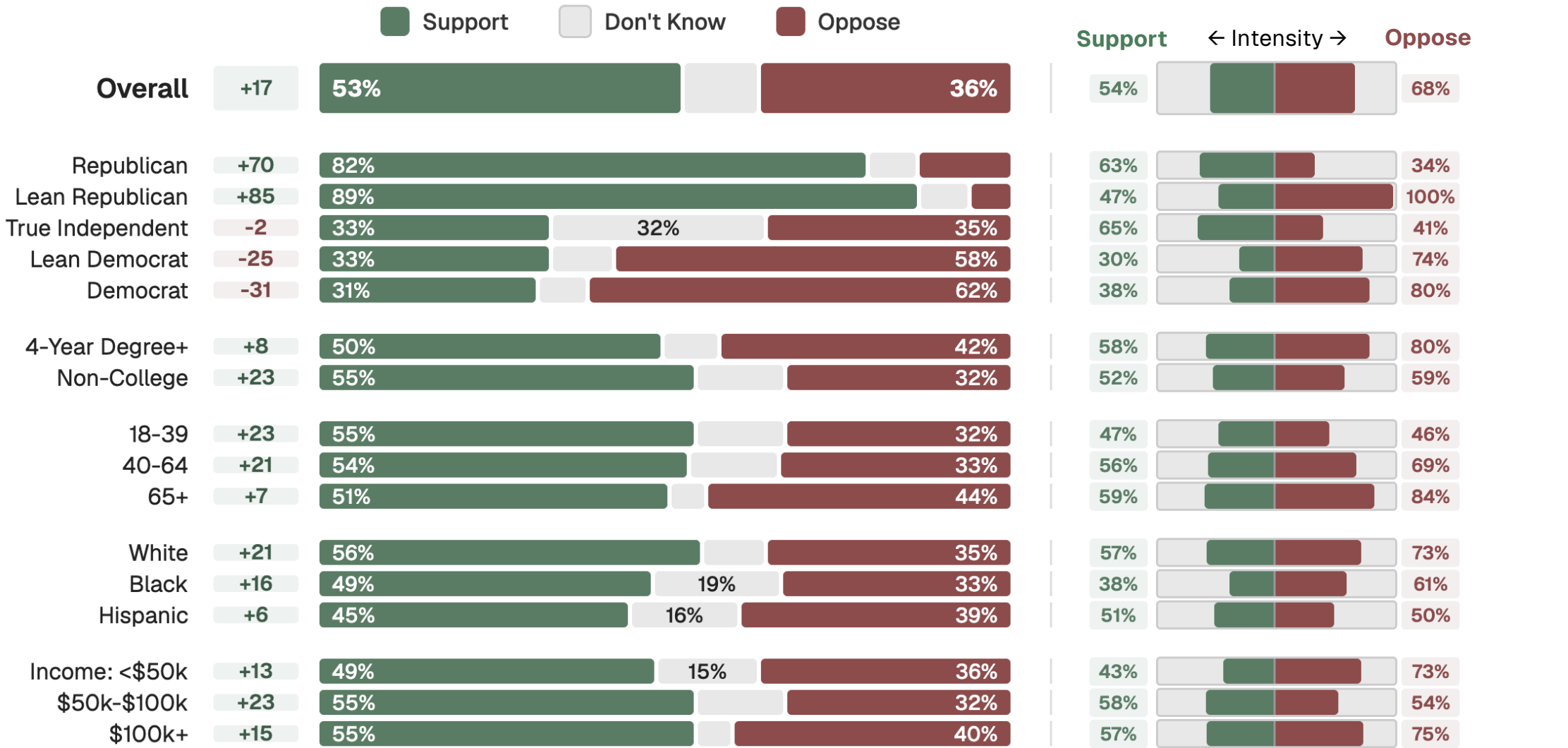
49%

15%

36%

Military strikes on drug boats poll at +18% net overall - +70% among Republicans but -30% among Democrats. Independents narrowly support the policy at +8%.

Q. The Trump administration has authorized the U.S. military to conduct strikes on suspected drug smuggling boats in the Caribbean. Do you support or oppose using the military to intercept and destroy boats used to smuggle drugs like fentanyl and cocaine?



Top 5 Most Supported Trump Policies

Bradley-Terry Pairwise | Win rate = % of head-to-head matchups won

	NET	WIN RATE
1 Working Families Tax Cuts <i>"Signing the Working Families Tax Cuts to make the 2017 tax cuts permanent, eliminate taxes on tips and overtime, increase the Child Tax Credit, and give seniors a new \$6,000 deduction."</i>	+20	<div><div></div></div> 70%
2 Manufacturing investments <i>"Bringing back American manufacturing with over \$1 trillion in investment commitments from Apple, TSMC, Hyundai, and pharmaceutical companies to build factories here."</i>	+18	<div><div></div></div> 68%
3 Trade deals <i>"Negotiating new trade deals with the United Kingdom, European Union, Japan, South Korea, and China that put American workers first."</i>	+11	<div><div></div></div> 61%
4 Tariffs on China/Mexico <i>"Imposing tariffs on China, Mexico, and other countries to bring manufacturing jobs back to America and generate over \$30 billion per month in revenue."</i>	+8	<div><div></div></div> 58%
5 TrumpRx drug prices <i>"Slashing prescription drug prices through the TrumpRx program, cutting the cost of Ozempic and Wegovy from over \$1,000 per month to \$350."</i>	+8	<div><div></div></div> 58%

Trump Policies: Ranks 6-10

Bradley-Terry Pairwise | Win rate = % of head-to-head matchups won

		NET	WIN RATE
6	NATO 5% GDP <i>"Getting NATO allies to finally pay their fair share by committing to spend 5% of their GDP on defense instead of relying on American taxpayers."</i>	+7	<div><div></div></div> 57%
7	Gaza ceasefire <i>"Bringing peace to the Middle East with a Gaza ceasefire deal that freed all 20 remaining American and Israeli hostages from Hamas."</i>	+6	<div><div></div></div> 56%
8	Medicaid work requirements <i>"Requiring able-bodied adults on Medicaid to work and ending bloated Obamacare subsidies, saving taxpayers hundreds of billions of dollars."</i>	+5	<div><div></div></div> 55%
9	End EV mandates <i>"Ending government mandates on electric vehicles and letting Americans choose what cars they want to drive."</i>	+5	<div><div></div></div> 55%
10	Americans freed abroad <i>"Bringing home 47 Americans who were detained in foreign countries including Russia, Afghanistan, and Venezuela."</i>	+4	<div><div></div></div> 54%

Trump Policies: Ranks 11-15

Bradley-Terry Pairwise | Win rate = % of head-to-head matchups won

		NET	WIN RATE
11	Ukraine peace negotiations <i>"Working to end the war in Ukraine through peace negotiations instead of sending endless military aid."</i>	+4	<div><div></div></div> 54%
12	Shut down USAID <i>"Shutting down USAID and stopping billions of taxpayer dollars from being sent overseas."</i>	+4	<div><div></div></div> 54%
13	Cartels as terrorists <i>"Declaring war on the cartels by designating Tren de Aragua, MS-13, and Mexican drug cartels as foreign terrorist organizations."</i>	+3	<div><div></div></div> 53%
14	Cut federal workforce <i>"Draining the swamp by cutting over 300,000 federal bureaucrats and shrinking the bloated federal government."</i>	+2	<div><div></div></div> 52%
15	Iran strikes <i>"Striking Iran's nuclear facilities with B-2 stealth bombers to prevent the world's leading state sponsor of terrorism from getting a nuclear weapon."</i>	+1	<div><div></div></div> 51%

Thank You

Questions: Landon@GrayHouse.com

602-499-8734

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