



Who Benefits? Americans' Evaluations of the New Tax Plan

Conducted by The Associated Press-NORC Center for Public Affairs Research
With funding from The Associated Press and NORC the University of Chicago

*Interviews: 10/12-16/2017
1,054 adults*

Margin of error: +/- 4.0 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

WHO BENEFITS? AMERICANS' EVALUATIONS OF THE NEW TAX PLAN

Q20. How important are the following issues to you personally?

[ITEMS RANDOMIZED]

	Not at all/slightly important NET	Not at all important	Slightly important	Moderately important	Very/extremely important NET	Very important	Extremely important	DK	SKP/REF
AP-NORC 10/12-16/2017									
The economy	5	2	4	16	77	45	32	-	1
Taxes	7	3	5	25	67	41	26	*	*
Gun control	24	12	13	21	54	25	29	*	*
North Korea	15	7	9	24	59	33	26	*	*
Immigration	21	8	13	30	48	29	19	*	*
Climate change	26	13	13	23	50	26	24	*	*

N=1,054

	Not at all/slightly important NET	Not at all important	Slightly important	Moderately important	Very/extremely important NET	Very important	Extremely important	DK	SKP/REF
AP-NORC 9/28-10/2/2017									
The economy	3	2	2	10	86	39	47	-	*
Immigration	18	4	13	26	56	31	25	*	*
Climate change	23	12	11	21	55	22	32	*	1
North Korea	14	5	9	16	70	29	41	*	1

N=1,150

	Not at all/slightly important NET	Not at all important	Slightly important	Moderately important	Very/extremely important NET	Very important	Extremely important	DK	SKP/REF
AP-NORC/EPIC 8/17-21/2017									
The economy (n=992)	5	1	4	18	77	45	32	-	*
Immigration (n=1,038)	17	5	12	32	50	29	21	*	1
Climate change (n=1,038)	25	10	15	26	48	26	22	-	1

	Not at all/slightly important NET	Not at all important	Slightly important	Moderately important	Very/extremely important NET	Very important	Extremely important	DK	SKP/REF
AP-NORC 6/8-11/2017									
The economy	4	1	4	14	81	42	39	*	1
Immigration	21	6	15	32	47	27	19	*	1
Climate change	25	11	14	21	53	27	26	1	1

N=1,068

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AP-NORC 3/23-27/2017	Not at all/slightly important NET	Not at all important	Slightly important	Moderately important	Very/ extremely important NET	Very important	Extremely important	DK	SKP/ REF
The economy	2	*	2	10	87	44	43	*	*
Immigration	15	6	9	25	60	32	28	-	*

N=1,110

Q21. Overall, do you approve or disapprove of the way Donald Trump is handling...?

If don't know, skipped, or refused in Q21

Q22. If you had to choose, do you lean more toward approving or disapproving of the way Donald Trump is handling ...?

[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 10/12-16/2017	Approve/ lean toward approve NET	Approve	Lean toward approve	Don't lean either way	Disapprove/ lean toward disapprove NET	Lean toward disapprove	Disapprove	DK	SKP/ REF
The economy	41	41	*	1	58	1	57	*	*
Taxes	39	38	1	1	59	1	58	1	*
Gun control	40	39	1	1	59	*	58	*	*
North Korea	34	34	*	1	65	*	64	*	*
Immigration	38	38	*	1	61	*	61	-	*
Climate change	32	32	1	1	66	1	65	*	*

N=1,054

AP-NORC 9/28-10/2/2017	Approve/ lean toward approve NET	Approve	Lean toward approve	Don't lean either way	Disapprove/ lean toward disapprove NET	Lean toward disapprove	Disapprove	DK	SKP/ REF
The economy	42	42	*	1	56	1	56	*	*
Immigration	35	35	*	1	64	*	64	*	*
Climate change	33	33	*	1	65	*	65	*	*
North Korea	36	35	1	1	63	*	63	*	*

N=1,150

WHO BENEFITS? AMERICANS' EVALUATIONS OF THE NEW TAX PLAN

	Approve/ lean toward approve NET	Approve	Lean toward approve	Don't lean either way	Disapprove/ lean toward disapprove NET	Lean toward disapprove	Disapprove	DK	SKP/ REF
AP-NORC 6/8-11/2017									
The economy	43	43	1	1	55	*	55	*	*
Immigration	39	39	*	*	60	*	60	*	*
Climate change	34	33	1	1	64	*	64	*	1

N=1,068

	Approve/ lean toward approve NET	Approve	Lean toward approve	Don't lean either way	Disapprove/ lean toward disapprove NET	Lean toward disapprove	Disapprove	DK	SKP/ REF
AP-NORC 3/23-27/2017									
The economy	50	49	1	1	48	1	47	-	*
Immigration	45	45	*	1	54	*	54	-	*

N=1,110

Q23. Which party do you trust to do a better job of handling:

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 10/12-16/2017	The Republicans	The Democrats	Both equally	Neither	DK	SKP/ REF
The economy	27	27	13	32	*	*
Taxes	24	30	11	35	*	*
Gun control	28	31	9	31	1	*

N=1,054

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Q24. Would you say each of the following groups pays too much, too little, or about the right amount in federal taxes?

[ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 10/12-16/2017	Too much	Too little	About the right amount	DK	SKP/ REF
You and your household	54	8	37	1	1
Middle class households	56	12	30	1	1
Low income households	45	17	35	1	1
Wealthy households	9	72	16	1	1
Small businesses	56	9	32	1	1
Large corporations	14	72	12	*	1

N=1,054

AP-NORC 3/23-27/2017	Too much	Too little	About right	DK	SKP/ REF
You and your household	51	6	42	1	1
Middle class households	58	7	34	1	*
Low income households	49	16	34	1	1
Wealthy households	10	72	17	1	*

N=1,110

AP-GfK 1/29-2/2/2015	Too much	Too little	About right	DK	SKP/ REF
You and your household	56	4	37	-	3
Middle class households	60	7	31	-	3
Low income households	41	19	38	-	3
Wealthy households	11	68	18	-	3

N=1,045

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Q25. Do you think each of the following types of tax cuts would help, hurt or have no impact on the national economy?

[ITEMS RANDOMIZED]

AP-NORC 10/12-16/2017	Help a lot/ somewhat NET	Help a lot	Help somewhat	Have no impact	Hurt a lot/ somewhat NET	Hurt somewhat	Hurt a lot	DK	SKP/ REF
Tax cuts for wealthy individuals and families	23	10	12	26	51	22	29	*	1
Tax cuts for small businesses	80	37	43	10	8	6	3	*	1
Tax cuts for large corporations	31	13	18	20	48	23	25	*	1
Tax cuts for lower income individuals and families	68	39	29	20	11	5	6	*	1
Tax cuts for middle income individuals and families	76	36	40	12	10	7	3	*	1

N=1,054

Q26. How much have you heard or read about the tax plan proposed by Donald Trump and the Republicans in Congress?

	AP-NORC 10/12-16/2017
A lot	12
Some	31
Only a little	36
Nothing at all	20
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

1,054

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If a lot, some, or only a little in Q26

Q27. Do you think the tax plan proposed by Donald Trump and the Republicans would help, hurt or have no impact on each of the following?

[ITEMS RANDOMIZED]

AP-NORC 10/12-16/2017	Help a lot/ somewhat NET	Help a lot	Help somewhat	Have no impact	Hurt a lot/ somewhat NET	Hurt somewhat	Hurt a lot	DK	SKP/ REF
Wealthy individuals and families	60	35	25	27	12	7	4	1	*
Small businesses	49	16	33	17	32	21	11	1	*
Large corporations	69	39	30	20	10	7	3	1	*
Lower income individuals and families	35	14	21	20	44	19	25	1	*
Middle income individuals and families	43	11	32	17	39	21	17	1	-
You	35	10	25	26	38	20	18	1	*

N=864

PID1. Do you consider yourself a Democrat, a Republican, an independent or none of these?

	AP-NORC 10/12-16/2017
Democrat	33
Republican	22
Independent	25
None of these	19
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

1,054

If Democrat in PID1

PIDa. Do you consider yourself a strong Democrat or a moderate Democrat?

	AP-NORC 10/12-16/2017
Strong Democrat	42
Moderate Democrat	58
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

356

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If Republican in PID1

PIDb. Do you consider yourself a strong Republican or a moderate Republican?

	AP-NORC 10/12-16/2017
Strong Republican	38
Moderate Republican	62
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
<i>N=</i>	239

If independent, none of these, or Don't Know/SKIPPED ON WEB/REFUSED in PID1

PIDi. Do you lean more toward the Democrats or the Republicans?

	AP-NORC 10/12-16/2017
Lean Democrat	26
Lean Republican	29
Don't lean	43
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	459

POLITICS. Combines PID1, PIDa, PIDb, and PIDi.

	AP-NORC 10/12-16/2017
Democrat NET	45
Strong Democrat	14
Moderate Democrat	19
Lean Democrat	12
Independent/None – Don't lean	19
Republican NET	35
Lean Republican	13
Moderate Republican	14
Strong Republican	8
Unknown	1
<i>N=</i>	1,054

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D5. Which one of the following best describes where you live?

	AP-NORC 10/12-16/2017
Urban area	28
Suburban area	43
Rural area	27
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	1

N=

1,054

AGE

	AP-NORC 10/12-16/2017
18-24	12
25-34	18
35-44	16
45-54	15
55-64	19
65-74	14
75+	6

N=

1,054

GENDER

	AP-NORC 10/12-16/2017
Male	48
Female	52

N=

1,054

RACE/ETHNICITY

	AP-NORC 10/12-16/2017
White	64
Black or African American	12
Hispanic	16
Other	8

N=

1,054

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MARITAL STATUS

	AP-NORC 10/12-16/2017
Married	50
Widowed	5
Divorced	10
Separated	3
Never married	24
Living with partner	8
<i>N=</i>	<i>1,054</i>

EDUCATION

	AP-NORC 10/12- 16/2017
Less than a high school diploma	11
High school graduate or equivalent	29
Some college	34
College graduate or above	26
<i>N=</i>	<i>1,054</i>

INCOME

	AP-NORC 10/12-16/2017
Under \$10,000	6
\$10,000 to under \$20,000	12
\$20,000 to under \$30,000	14
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	14
\$150,000 or more	6
<i>N=1,054</i>	<i>1,054</i>

Study Methodology

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from The Associated Press and NORC at the University of Chicago. Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between October 12 and 16, 2017, with adults age 18 and over representing the 50 states and the District of Columbia. All interviews were conducted in English by professional interviewers who were carefully trained on the specific survey for this study. Panel members were randomly drawn from AmeriSpeak, and 1,054 completed the survey—914 via the web and 140 via telephone. The final stage completion rate is 24.6 percent, the weighted household panel response rate is 33.7 percent, and the weighted household panel retention rate is 89.0 percent, for a cumulative response rate of 7.4 percent. The overall margin of sampling error is +/- 4.0 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2017 Current Population Survey. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

For more information, email info@apnorc.org.

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

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The founding principles of The AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.