

Trump's Big, Beautiful Bill

An Analysis of Voter Attitudes in Swing Congressional Districts

June 2025

Voters Reject Trump Bill That Threatens Financial Freedom

The results from a June 10–13, 2025 survey of 1,637 voters across key swing congressional districts conducted by Change Research shows voters are broadly skeptical of the “Big Beautiful Bill” - the Trump-endorsed tax and budget plan. While elements like tax cuts may appeal on the surface, the full picture - ballooning debt, cuts to healthcare and food assistance, and threats to rural hospitals - raises deep concern. Voters want leaders focused on lowering costs, protecting services, and expanding financial freedom, not rigging the rules for the wealthy and exploding debt.

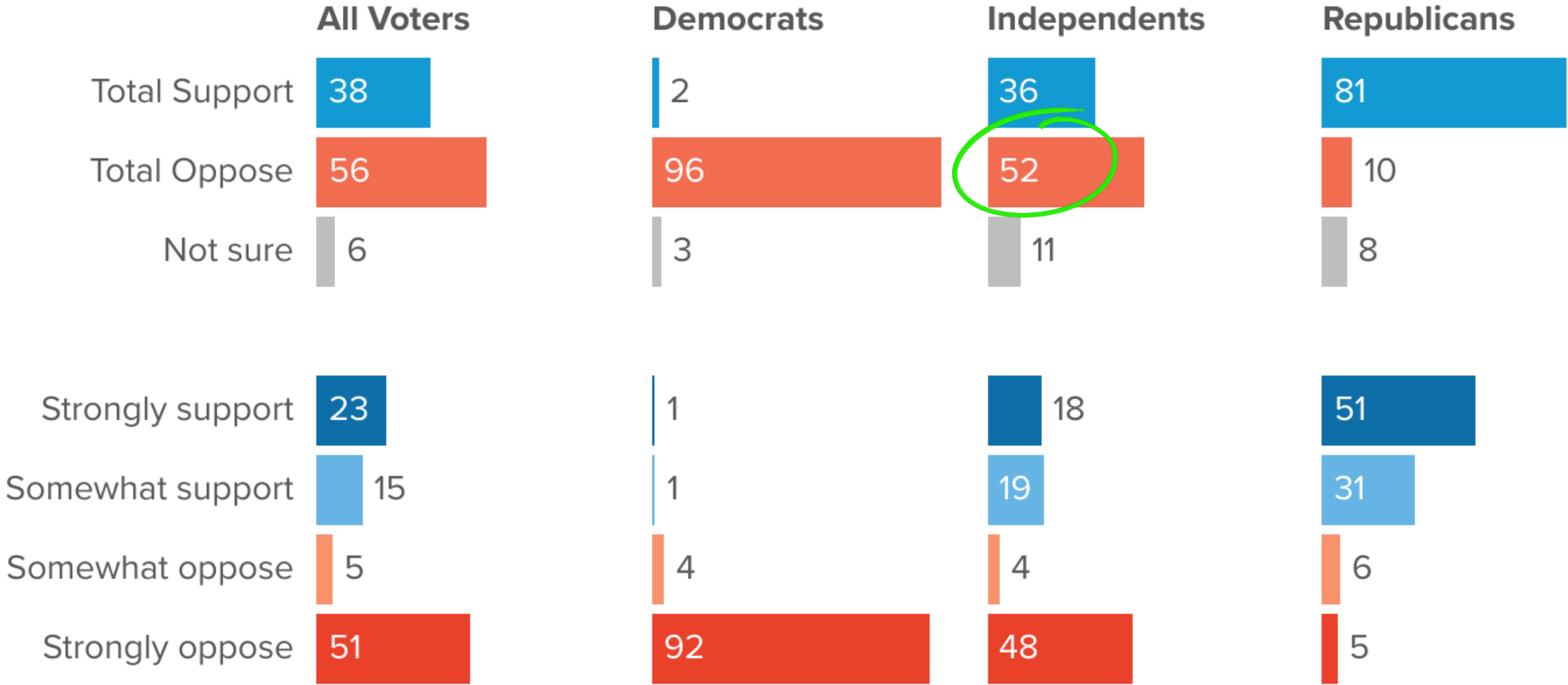
- **Massive Debt is a Dealbreaker:** The Trump bill would add \$2.4 trillion to the national debt over 10 years, an alarming figure for voters already anxious about economic instability. When told this fact, 58% of respondents said it made them more likely to oppose the bill. Even among Independents, concern over long-term financial consequences drove opposition, with 52% opposing the bill (36% support)
- **Rural Hospitals & Family Impact Sparks Alarm:** Voters react strongly to threats against local services. When informed the **Trump bill could lead to the closure of up to 742 rural hospitals, 68% said they were concerned**. Similarly, 65% said they were worried about up to 2 million low-income children and families losing access to food assistance due to cuts. Still, the data shows misconceptions about government programs, so Democrats must focus on the outcomes.
Make the message about how it impacts the voter rather than naming government programs like SNAP or Medicaid
- **Threats to Healthcare Help Drive Opposition:** 57% of respondents indicated they are more likely to oppose the bill after hearing the Trump legislation could result in 10.9 million Americans losing healthcare coverage. This hit home with both working-class and suburban voters, who consistently rate costs as a top concern

Opinions of the Big, Beautiful Bill

(House Version)

Voters Overall Reject the Big, Beautiful Bill

“There is currently tax and budget legislation being debated in Congress known as the “Big Beautiful Bill.” The legislation is backed by President Trump, and includes keeping tax cuts for the top 1% of earners, eliminating taxes on tips and car loan interest, adding work requirements for some Medicaid recipients, and increasing funding for the military and border security. It is estimated that the legislation would add \$2.4 trillion to the national deficit over the next 10 years. Based on what you know, do you support or oppose this legislation?”



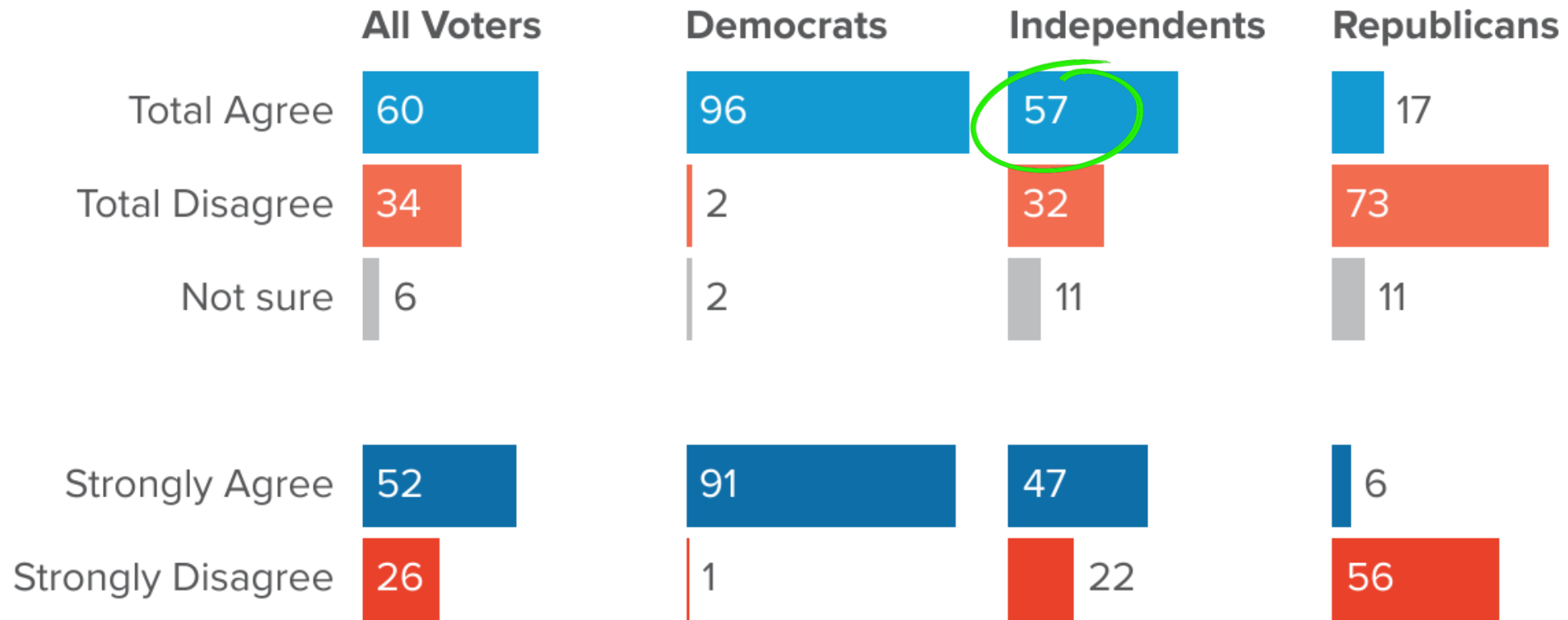
Support for Elements of the Big, Beautiful Bill

“The following provisions are included in the “Big, Beautiful Bill”. For each, please indicate whether you support or oppose the policy.”

Net Support – Oppose)				
All	Dem	Ind	GOP	
42	11	35	82	Subsidies for farmers impacted by the fallout of the trade policies
25	-2	35	53	Raises the cap on state and local tax deductions (SALT) from \$10,000 to \$40,000 for families making under \$500,000
24	-38	42	92	Mandates \$1.7 trillion cut in spending over 10 years
8	-32	-2	59	“Trump Accounts,” government-backed savings accounts offering \$1,000 per child to use for education or home buying
0	-64	7	73	Substantially restricting and reducing the EV (electrical vehicle) tax credits for new and used cars
-5	-80	14	80	New work requirements for Medicaid and food assistance programs like SNAP, which may remove benefits from people unable to meet strict employment or reporting rules. These rules start in 2029; after Trump's term.
-9	-87	1	78	Expanding and protecting incentives for oil and gas drilling
-13	-89	-6	75	Permanently extend the 2017 tax cuts, which primarily go to the top 1% of earners, and introduces temporary tax breaks for tips, overtime, and car loan interest
-19	-86	-9	56	Phases out tax credits for solar, wind, and other renewable energy projects
-25	-77	-16	34	Bans individual States from implementing their own laws related to the use of artificial intelligence (AI) within their state for 10 years

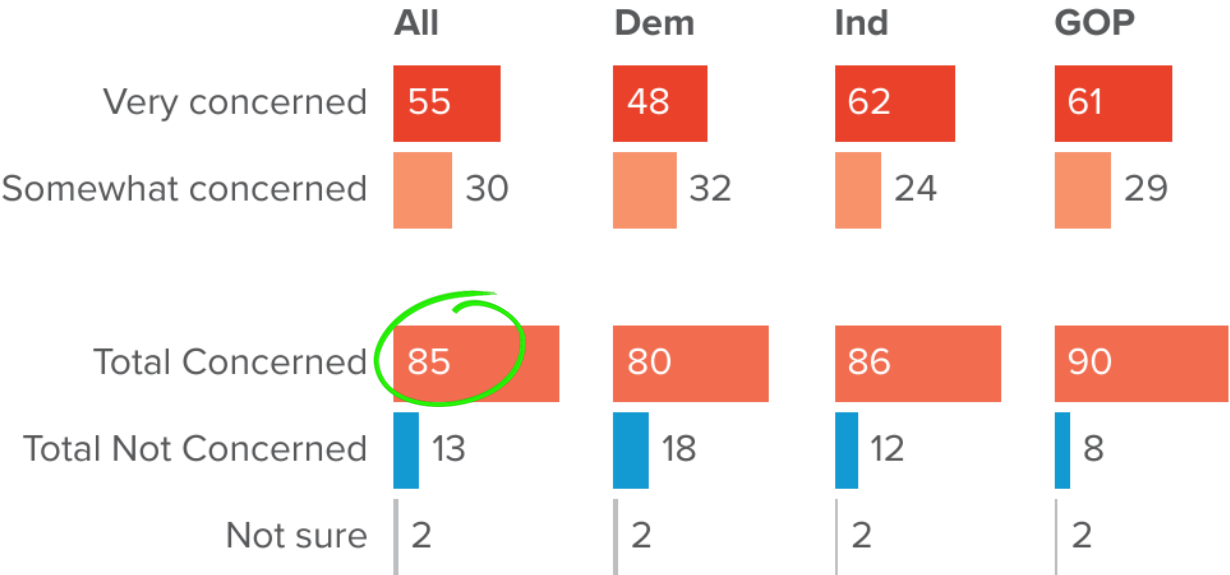
Voters: Trump Bill “Not a Path to Financial Freedom”

“Do you agree or disagree with the following statement: “This bill is another giveaway to the GOP's rich friends, not a path to financial freedom for working Americans. Real financial freedom comes from fair wages, affordable healthcare, and retirement security, not gimmicks like 'Trump Accounts' or temporary tax breaks while his rich friends get permanent cuts. That's not fiscal realism; it's a giveaway for the wealthy and well-connected.”

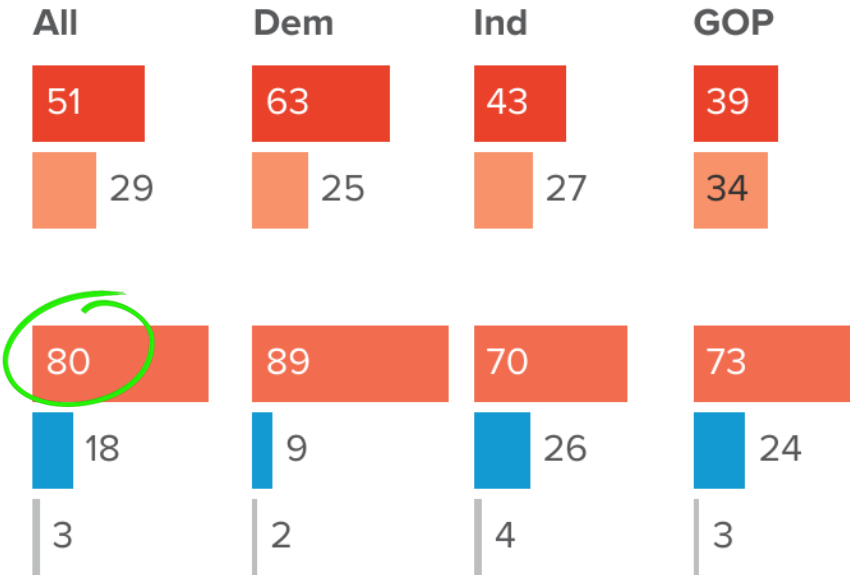


Voters Broadly Concerned About National Debt

“How concerned are you about the current United States' \$36 trillion national debt?”

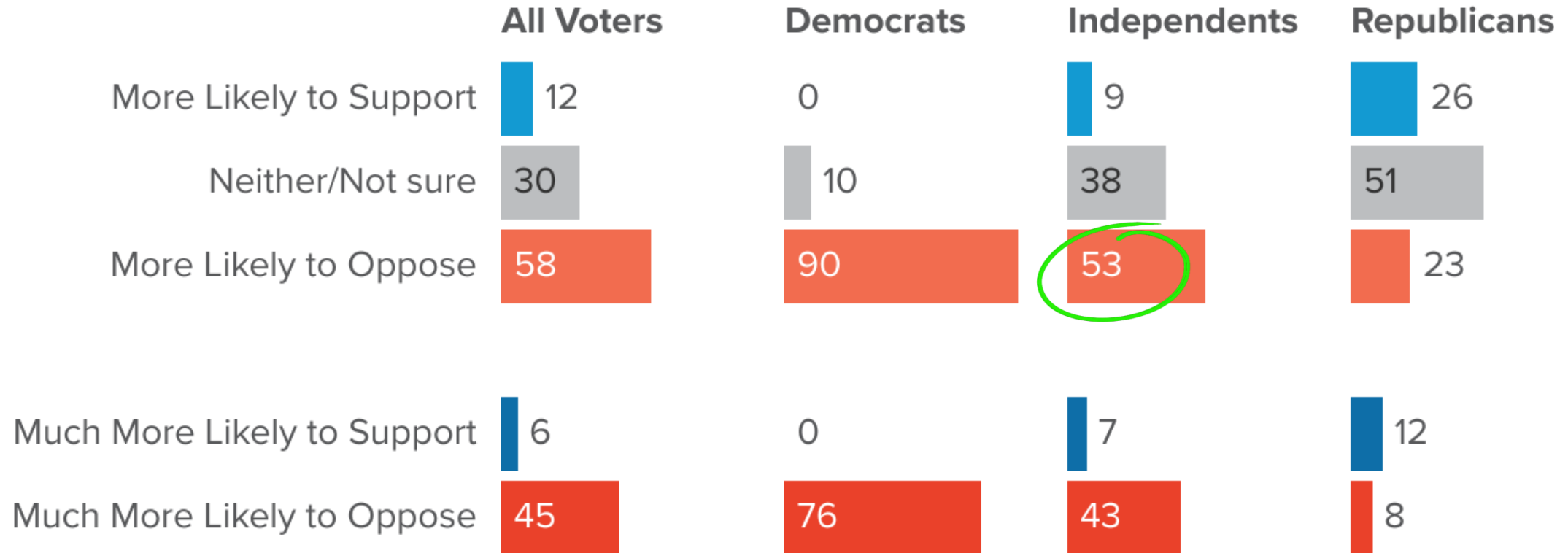


“How concerned are you about the current United States' \$36 trillion national debt triggering a recession or depression within the next five years if interest rates stay high?”



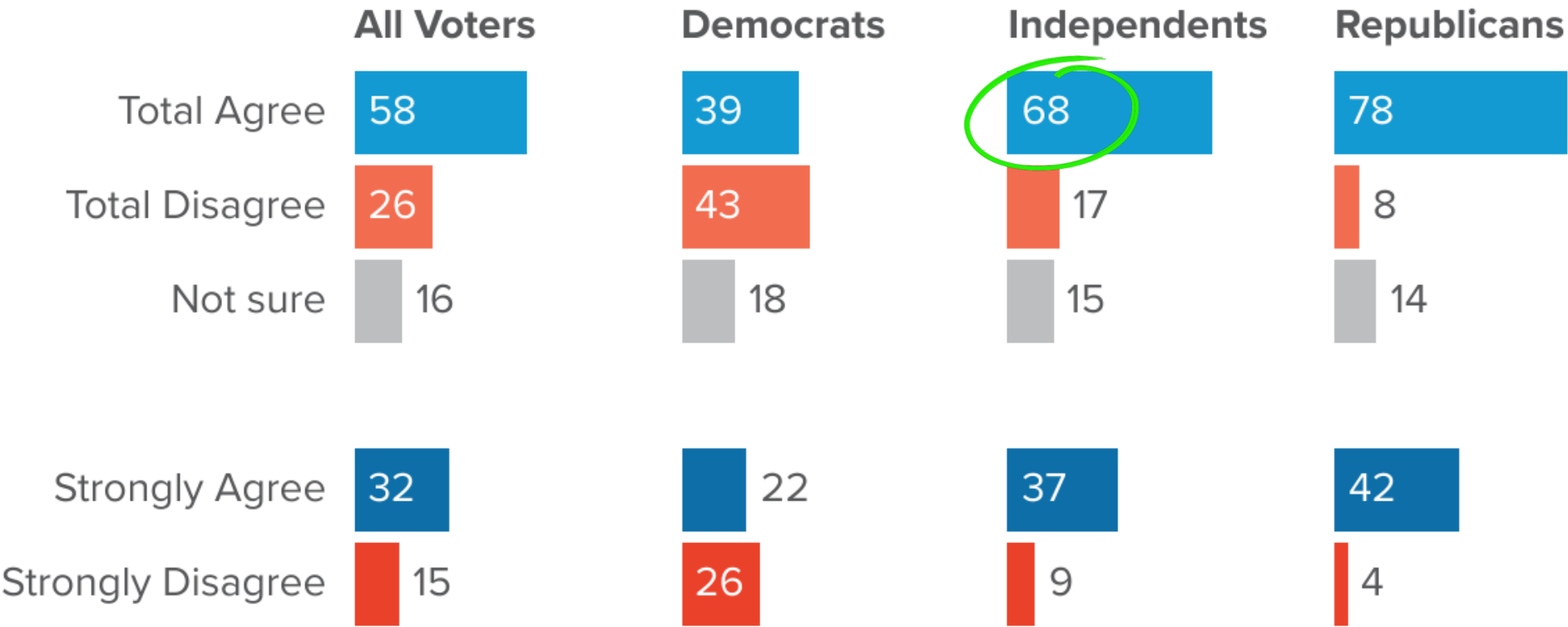
Voters More Likely to Oppose Based on Debt

“The nonpartisan Congressional Budget Office projects this bill would add \$2.4 trillion to the national debt over 10 years. Does this make you more or less likely to support the legislation?”



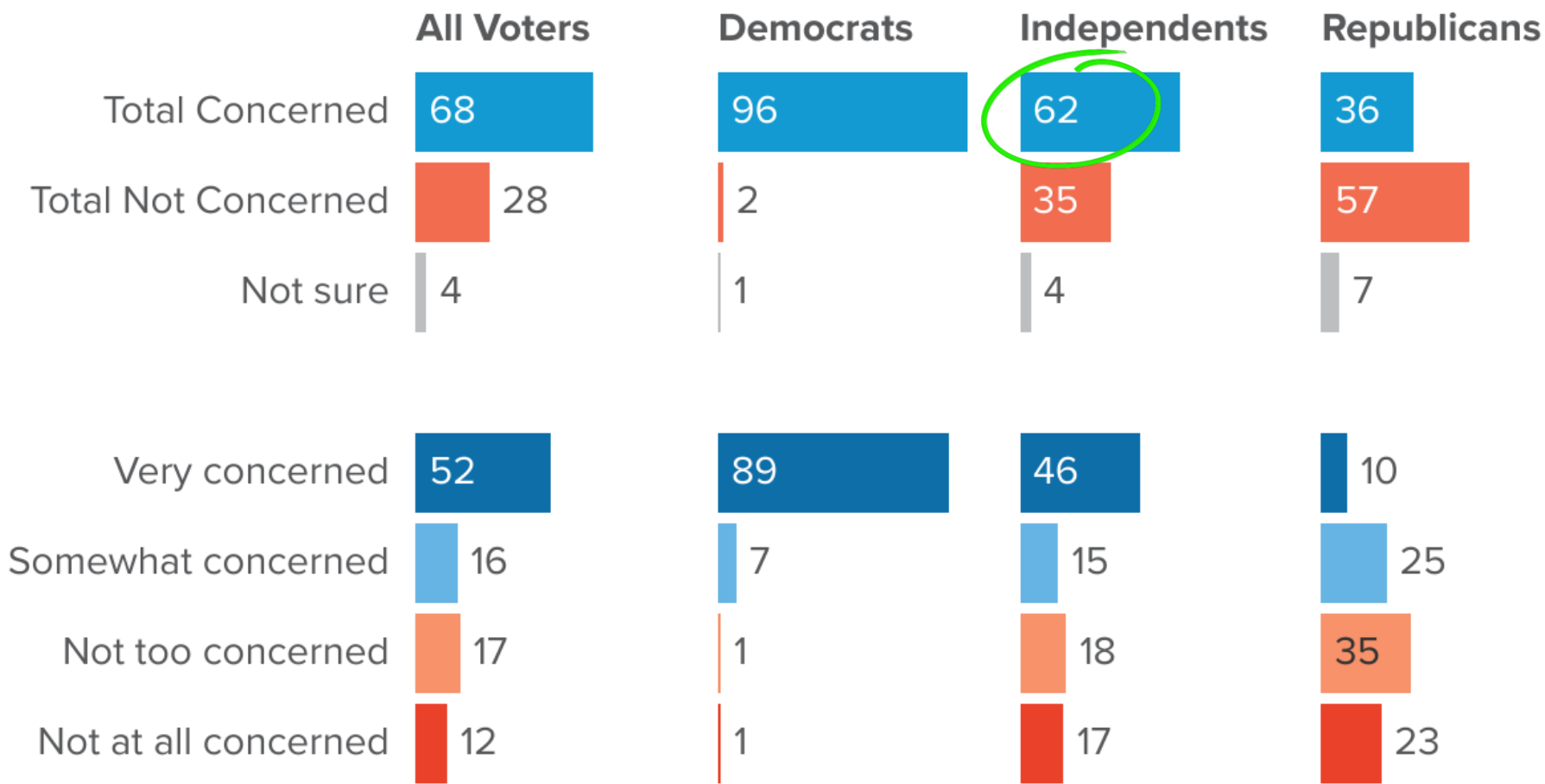
Still, Majority of Voters' Distrust Extends to CBO

“Do you agree or disagree with the following statement: “Nothing in Washington DC is “nonpartisan.” The Congressional Budget Office is another institution of so-called “experts” that is biased and wrong far more often than it's right. Nothing they put out should be trusted.”



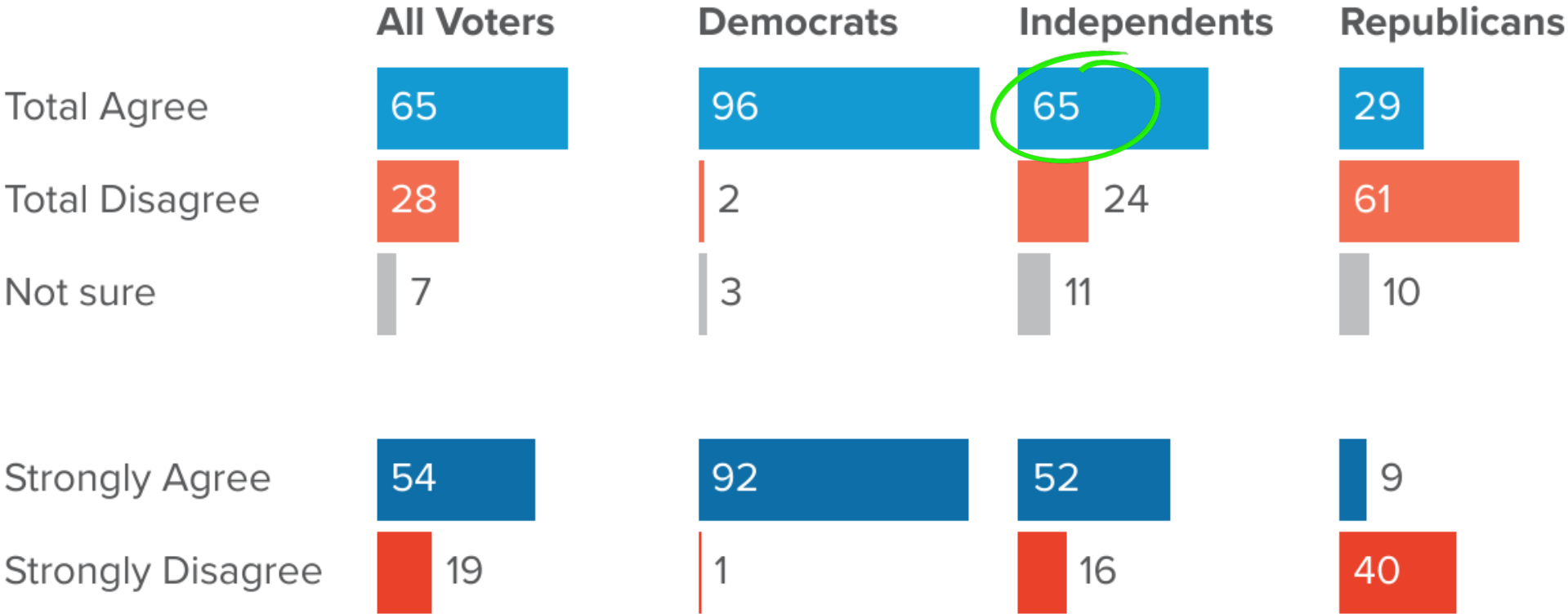
Concern about Hospital Closures in the Trump Bill

“Some healthcare analysts warn that the new tax bill passed by House Republicans could result in the closure of up to 742 rural hospitals due to Medicaid cuts and new work requirements. How concerned are you about rural hospitals losing funding or shutting down because of this bill?”



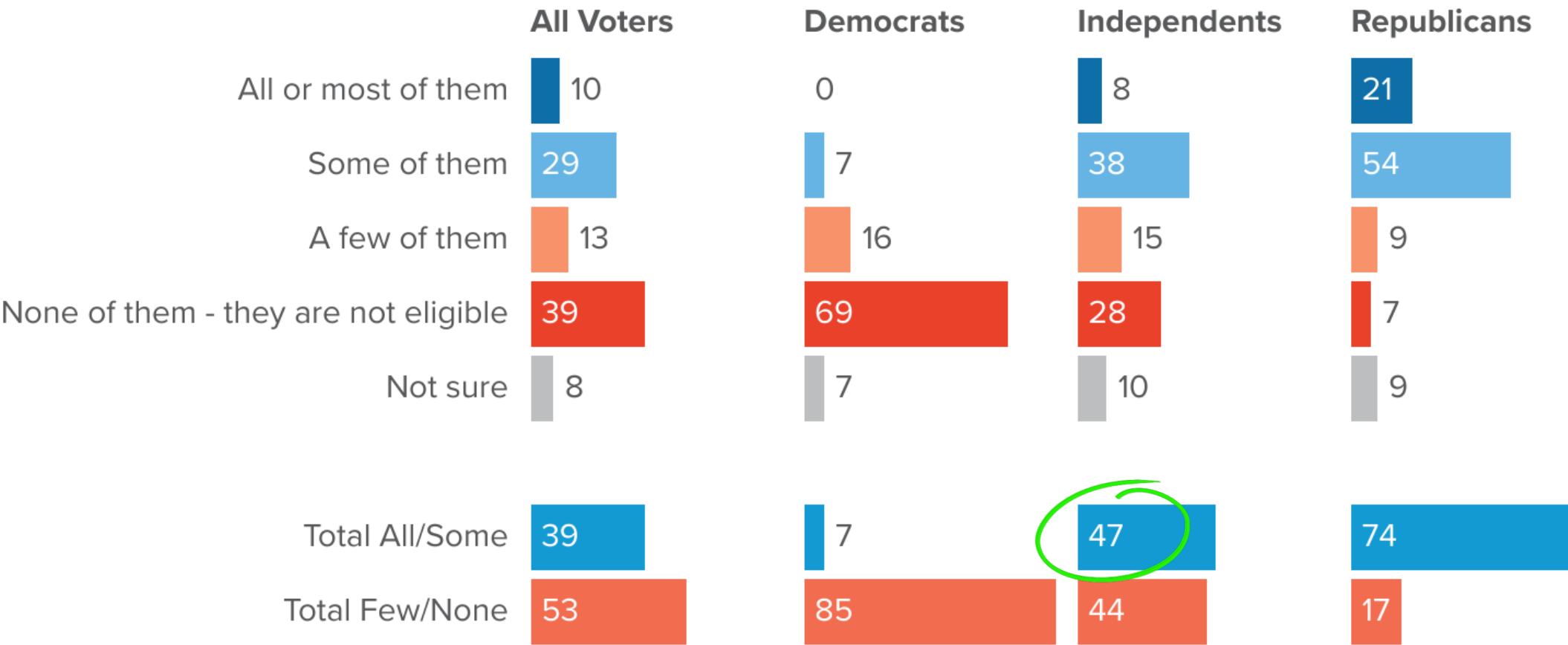
Voters: Bankrupting Hospitals is Not Conservative

“Do you agree or disagree with the following statement: “Republicans in DC call themselves fiscal conservatives, but there's nothing fiscal or conservative about adding \$2.4 trillion in debt to extend tax breaks for the wealthy and corporations while bankrupting rural hospitals and cutting food assistance programs.”



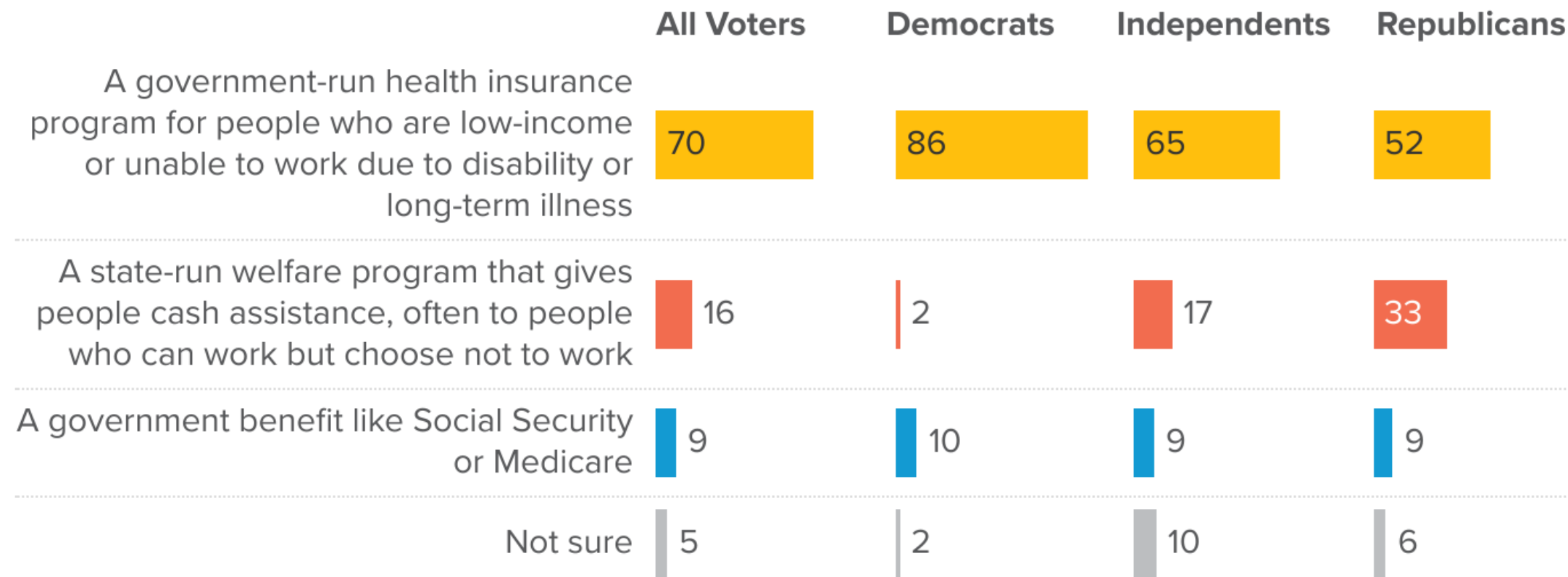
Perceptions Medicaid Recipients Who Are Illegal Immigrants

“What share of Medicaid recipients do you believe are immigrants currently in America illegally?”



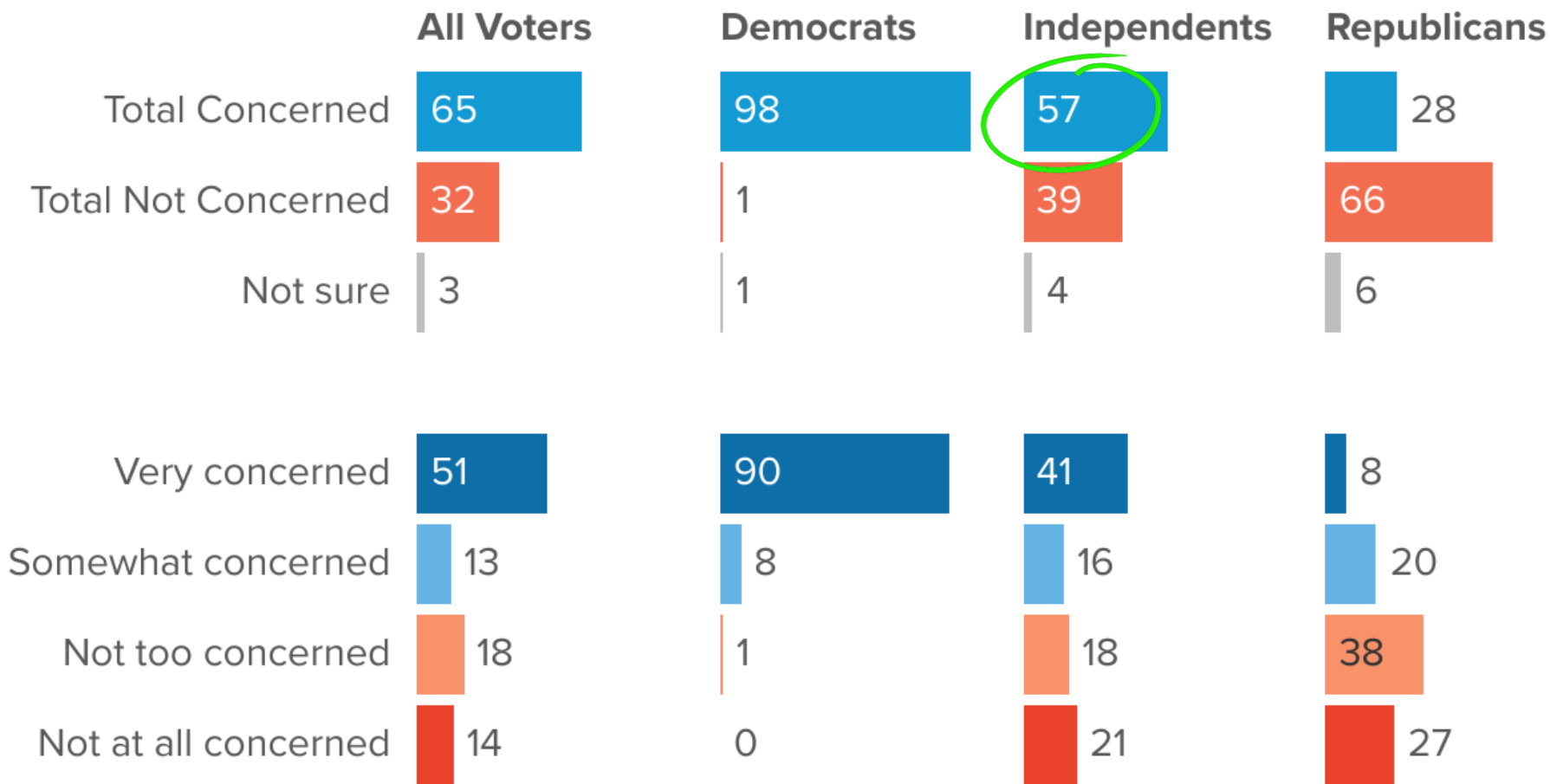
Nearly 1/3 of Voters Misinformed on Medicaid

“To the best of your knowledge, which of the following best describes what Medicaid is?”



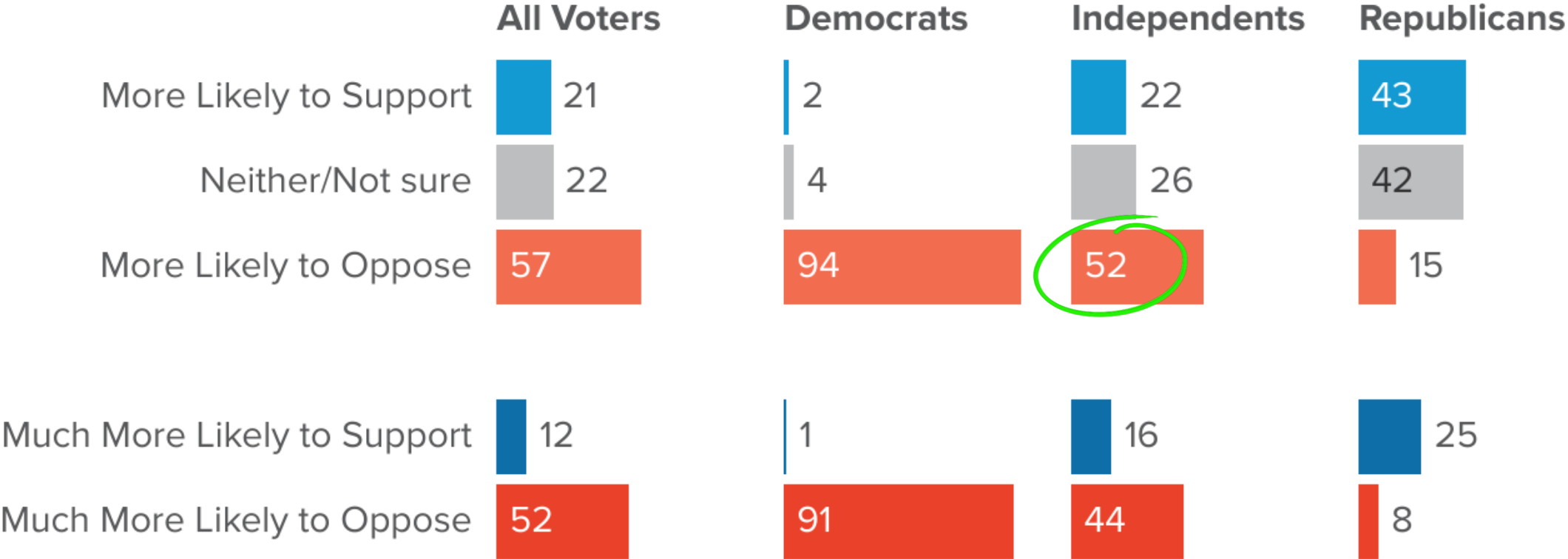
Concern about Food Cuts in the Trump Bill

“Some analysts warn that the new “Big Beautiful Bill” passed by House Republicans could result in up to 2 million low-income children and families losing access to the Supplemental Nutrition Assistance Program, also known as SNAP. How concerned are you that these households may struggle to afford the cost of food and other basic needs?”



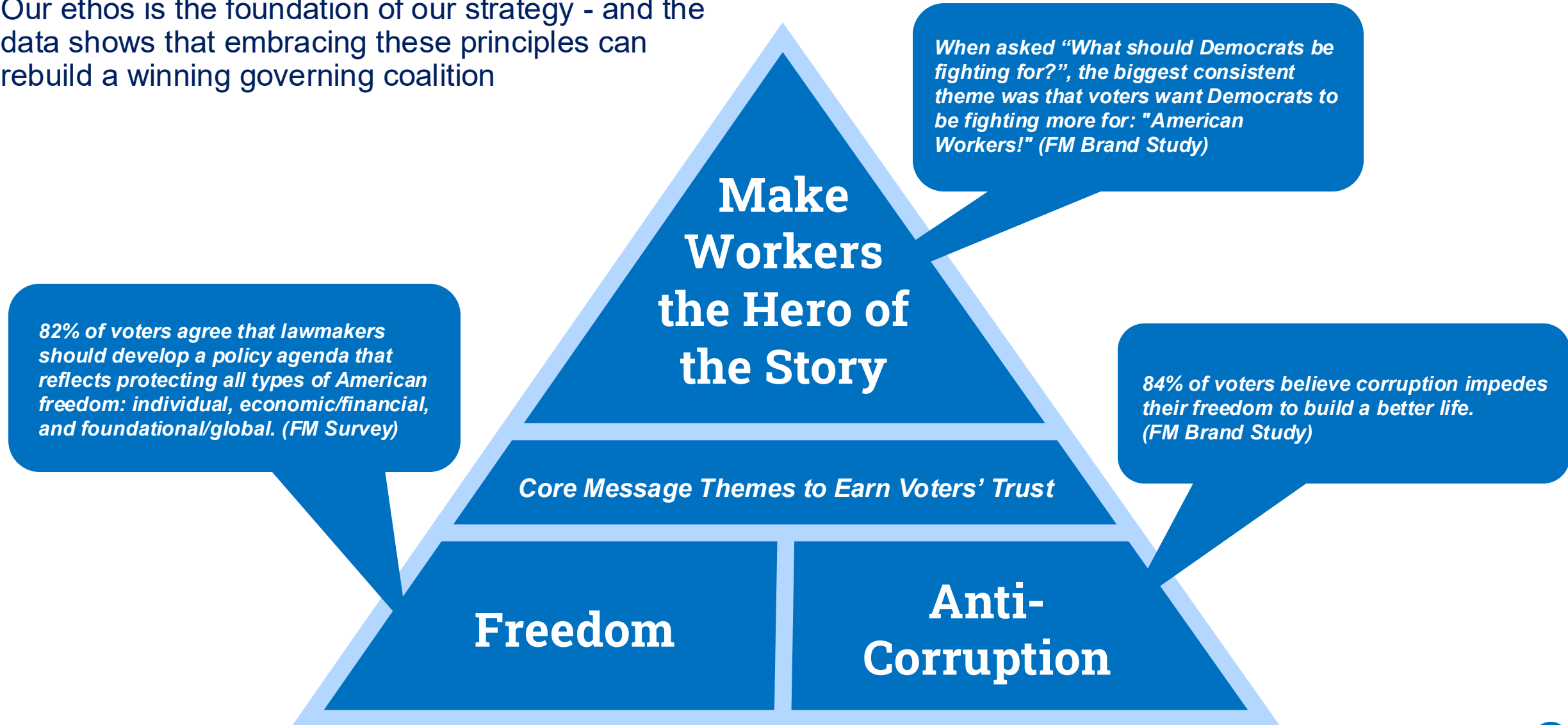
Voters More Likely to Oppose Based on Health Insurance

“Critics of the legislation point to the nonpartisan Congressional Budget Office projection that says the tax and budget bill would result in 10.9 million Americans losing their health care coverage from Medicaid and the Affordable Care Act (also known as Obamacare). Does this information make you more or less likely to support the legislation?”



Future Majority Ethos

Our ethos is the foundation of our strategy - and the data shows that embracing these principles can rebuild a winning governing coalition





Future
MAJORITY

Future Majority was founded in 2017 to fill the critical need for an outside, objective, data-driven strategy center focused on reclaiming freedom and making the American worker the hero of our story. With our research partners, our team has studied more than 30 million data points from 215,000+ unique voters

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