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GOP Pushes ‘Working Family’ Tax Cuts Before Midterms

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Republican lawmakers are intensifying efforts to repackage President Trump’s landmark tax legislation as the “Working Family Tax Cuts,” hoping to rally public support before the 2026 midterm elections. The strategy comes as Democrats prepare a sustained push to discredit the measure, particularly its impact on government spending.

For months, Trump promoted the law in broad terms, calling it “big” and “beautiful.” Now, with polling suggesting that many Americans remain skeptical of the bill, Republican strategists are advising candidates to adopt more relatable messaging that highlights specific benefits for ordinary workers. Provisions such as exempting tips and overtime pay from taxation are being emphasized, with advisers noting these policies could resonate with Black, Latino, and other key voting blocs that helped Trump secure his 2024 victory.

Terry Holt, a former senior adviser to the Republican National Committee, described the coming months as “a battle royal for the hearts and minds of the American people.” Strategists believe branding the legislation around working families will counter Democratic attacks and clarify that the measure delivers tangible financial relief, especially at a time when the cost of living continues to strain household budgets.

Despite the renewed push, challenges remain. A recent survey by The Economist and YouGov found that only 35% of adults support the law, while 53% oppose it. Opposition has grown by ten percentage points since April, underscoring the difficulty Republicans face in defining the bill on their terms. Democratic pollster Geoff Garin told NBC News that “the bill is significantly underwater” among voters who are most familiar with its provisions.

Nevertheless, the White House has signaled no intention of backing down. Karoline Leavitt, the press secretary, called the legislation “the largest tax cut for middle class and working families in American history.” She added that the administration plans to work closely with lawmakers to explain the law’s benefits in the months leading up to November 2026. Cabinet secretaries are expected to showcase different elements of the policy within their departments, underscoring a coordinated effort to reshape public perception.

Republicans are betting that a sharper focus on working families and household savings can overcome skepticism and mobilize their electoral coalition. Whether that strategy succeeds may determine not only the midterm balance of power but the legacy of Trump’s most significant legislative achievement.