

TOPIC: POTUS TAX REFORM 2
DATE: September 29, 2017

EXECUTIVE INSIGHTS

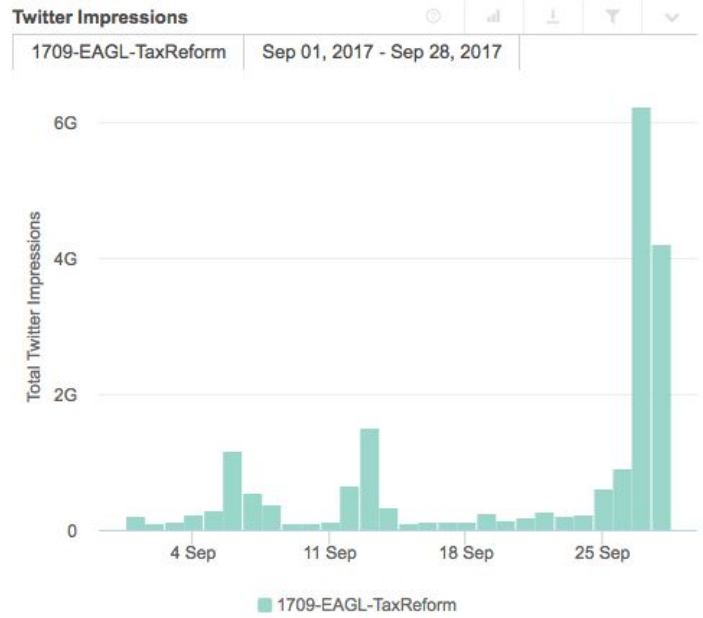
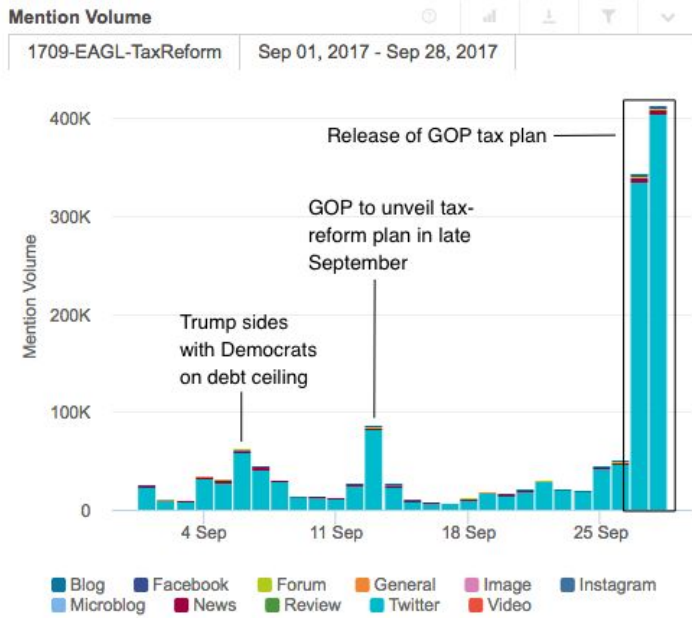
- 79% of the total conversation in this measurement period was generated after the President released the GOP Tax Reform plan on September 27th.
 - The topic produced approximately 25K mentions per day in the first nine day period (9/11-9/19). This increased to approximately 29K mentions per day leading up to the day of the President's announcement. The topic has averaged approximately 381K mentions per day since the announcement.
- Positive sentiment has decreased 13% and Negative sentiment has increased 7% since the last POTUS Tax Reform Segment sent on September 21. The focus from Left and Left-Center publications shifted from Positive coverage of bipartisan cooperation to focusing Negatively on how the GOP Tax Reform Plan will offer more benefit to the wealthy than the middle class.
 - 22% of the conversation volume stated that the Tax Reform plan benefits the wealthy and will result in the "rich getting richer." Less than 1% of conversation volume described the plan as a "middle class miracle."
 - While the President explicitly stated that the plan does not benefit him personally, 4% of the conversation questioned the legitimacy of that statement because his personal tax returns have not been made public.
- Politicians and Influencers also [discussed](#) the elimination of estate tax, mentioning how such activity would only benefit wealthy families. These mentions made up 6% of the total Negative conversation.
- Democrats and Independents voiced unfavorable opinions of the proposed GOP Tax Plan.
 - Nancy Pelosi issued [several tweets highlighting](#) her stance, which generated 7.9K retweets and 18.65M Impressions. The [@GOP](#) twitter handle issued this [tweet](#) in response to her Negative statements.
 - Senator Bernie Sanders also [issued tweets declaring](#) disapproval, which were picked up by large media outlets such as [The Hill](#), increasing his reach by 23%.

SUMMARY

- **Content Volume: 966,405 filtered mentions across all channels** between September 20 - 28, 2017 related to progress on POTUS' Tax Reform agenda.
- **Contribution Channels:** 929,846 Tweets, 17,015 Digital News mentions, 12,944 Forum and Blog posts, 3,987 Facebook posts.
- **Sentiment by Mention Volume:** 33% Positive, 14% Neutral, 53% Negative.
- **Top @Mention Count from Twitter:** [@POTUS](#) and [@realdonaldtrump](#) were mentioned in 222K Tweets earning 1.18B impressions. [@sensanders](#) was mentioned in 32K Tweets earning 39.36M impressions.
- **Community Demographics from Twitter:** 47% Female, 53% Male participation from gender identifiable Twitter handles.
- **Impressions & Authors Contribution from Twitter:** 13.07B Total Impressions from 292K unique Twitter profiles.

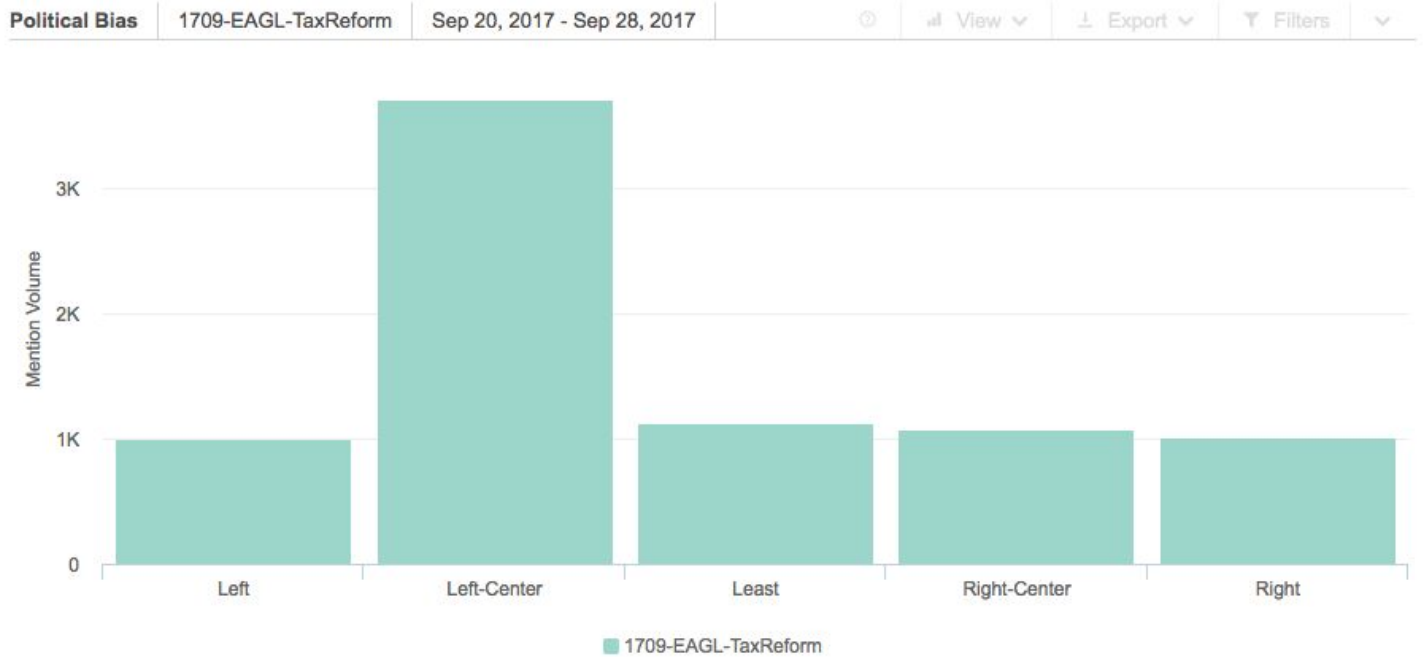
9-DAY TOPIC MOMENTUM

Hourly topic momentum between September 20 - 28, 2017. Left chart is Mention Volume broken down by Channel. Right chart is Twitter Impression Volume.



POLITICAL BIAS

Mention volume broken down by political bias of the source.



WHITE HOUSE CONTRIBUTION

Top Content from the White House.

- [President Donald J. Trump Puts Americans First in Tax Relief - The White House - 9/27/17](#)
 - **Outbound Virality:** Facebook: 16.7K Interactions; Twitter: 3.3K Tweets; LinkedIn: 6 Shares
- **Donald J. Trump** @realDonaldTrump [27th Sep](#) It is time to take care of OUR people, to rebuild OUR NATION, and to fight for OUR GREAT AMERICAN WORKERS! [#TaxReform](#) [#USA](#) [pic.twitter.com/LsZvHg3got](#) *Retweets: 13K Replies: 7.1K Impressions: 107.11M*
- **Donald J. Trump** @realDonaldTrump [27th Sep](#) This is the right TAX CUT @ the RIGHT TIME. We will ALL succeed & grow TOGETHER – as one team, one people, & one American family. [#TaxReform](#) [pic.twitter.com/rtLWANJlJQ](#) *Retweets: 12K Replies: 5.2K Impressions: 93.46M*
- **Donald J. Trump** @realDonaldTrump [27th Sep](#) Just arrived in Indianapolis, Indiana to make an announcement on [#TaxReform](#)! Together, we are going to MAKE AMERICA GREAT AGAIN! [pic.twitter.com/Dy9UwhkWHL](#) *Retweets: 9.6K Replies: 5.6K Impressions: 91.55M*
- **Vice President Pence** @VP [23rd Sep](#) WATCH @POTUS' weekly address where he discusses pursuing **tax cuts** and reform that create jobs in America, for American workers. [twitter.com/whitehouse/sta...](#) *Retweets: 1.5K Replies: 931 Impressions: 23.69M*
- **The White House** @WhiteHouse [27th Sep](#) Four principles for tax reform that will guide the process ↓ [pic.twitter.com/X3crijnTnz](#) *Retweets: 955 Replies: 176 Impressions: 23.39M*
- **Vice President Pence** @VP [22nd Sep](#) Under @POTUS, we're going to put more money in U.S people's pockets. POTUS will sign a tax cut to once again put US workers & US economy 1st [pic.twitter.com/19iyd1loSH](#) *Retweets: 1.7K Replies: 848 Impressions: 7.41M*
- **Steven Mnuchin** @stevenmnuchin1 [27th Sep](#) Great speech by @realDonaldTrump @POTUS on much needed [#TaxReform](#). It is time for a tax code that promotes econ growth for all Americans. [pic.twitter.com/IOMA29asBO](#) *Retweets: 708 Replies: 538 Impressions: 7.52M*

POLITICIAN CONTRIBUTION

Selected content from Republicans and Democrats.

REPUBLICANS

- **Paul Ryan** @SpeakerRyan [27th Sep](#) Today, we move one step closer to fixing our broken tax code so it puts Americans first. Read the full framework→ [spkrryan.us/2fyPmCh](#) *Retweets: 332 Replies: 465 Impressions: 5.53M*
- **Paul Ryan** @SpeakerRyan [27th Sep](#) Tax reform affects every single American. It's the most important thing we can do to restore confidence and prosperity for the middle class. [pic.twitter.com/y3RuAzsoaV](#) *Retweets: 260 Replies: 386 Impressions: 4.10M*
- **Mike Lee** @SenMikeLee [27th Sep](#) In order for tax reform to succeed, American families need to be first in line for relief: [lee.senate.gov/public/index.c...](#) [@marcorubio](#) *Retweets: 163 Replies: 36 Impressions: 3.79M*
- **Paul Ryan** @SpeakerRyan [26th Sep](#) The House, Senate & @WhiteHouse are united around a concrete framework for [#TaxReform](#). There's no doubt about it: the moment is here. [pic.twitter.com/mH103gCeDz](#) *Retweets: 200 Replies: 689 Impressions: 3.66M*
- **Rep. Vicky Hartzler** @RepHartzler [21st Sep](#) We need a fair, simple and competitive tax code. That's why [#taxreform](#) is crucial. Let's unleash American innovation [fairandsimple.gop/?utm_source=Re...](#) [pic.twitter.com/bF74GwU9lw](#) *Retweets: 51 Replies: 74 Impressions: 2.92M*

DEMOCRATS

- **Ted Lieu** @tedlieu [26th Sep](#) If you believe in the Easter Bunny, then you can believe in the @realDonaldTrump tax plan. The rest of us will rely on math. [https://twitter.com/damianpaletta/status...](#) *Retweets: 4.6K Replies: 222 Impressions: 15.67M*
- **Bernie Sanders** @SenSanders [25th Sep](#) Republicans say they're worried about the deficit. But they'll support a tax plan with \$269B in breaks for the top 0.2%. [#HealthCareDebate](#) *Retweets: 4.5K Replies: 346 Impressions: 13.69M*
- **Bernie Sanders** @SenSanders [27th Sep](#) At a time of massive wealth and income inequality, Trump's tax plan is morally repugnant and bad economic policy. *Retweets: 5.6K Replies: 925 Impressions: 11.34M*
- **Elizabeth Warren** @SenWarren [27th Sep](#) And the GOP tax plan will explode the deficit, which will lead the GOP to say we need to gut Medicaid, Medicare, infrastructure & education. *Retweets: 5.3K Replies: 573 Impressions: 8.27M*

- **Bill Pascrell, Jr.** @BillPascrell [27th Sep](#) A hedge fund manager making \$10 million is taxed at a lower rate than a teacher or a doctor. Outrageous. Statement on [@GOP #TaxReform](#) plan: pic.twitter.com/DYwnnETeIG Retweets: 3.0K Replies: 28 Impressions: 6.17M

MEDIA CONTRIBUTION

Web and Twitter mentions of key news sites, including User Comments and Outbound Virality (shares of pages to Facebook, Twitter and LinkedIn).

POSITIVE

- [Donald Trump Unveils 'Middle Class Miracle' Tax Plan for America - Breitbart - 9/27/17](#)
 - **Outbound Virality:** Facebook: 12K Interactions; Twitter: 806 Tweets; LinkedIn: 2 Shares
 - The president traveled to Indiana for his speech, noting that under Governor Mike Pence the state made impressive economic gains as a result of lower taxes and regulations. [...] Trump described the current tax code as a "self-inflicted economic wound," and urged Americans to support his plan. He promised to simplify the tax code to make the economy more competitive with the world, bringing more jobs back to the United States. "It is time to take care of our people, to rebuild our nation, and to fight for our American workers," Trump said.
- [McCain committed to 'bipartisan approach' on tax reform - The Hill - 9/26/17](#)
 - **Outbound Virality:** Facebook: 6.4K Interactions; Twitter: 793 Tweets; LinkedIn: 2 Shares
 - "We need to do it in a bipartisan fashion," McCain said.[.] [...] Now, as many Republicans turn their sights to tax reform, GOP leaders are hoping to use the same fast-track process they tried to use on health care. That procedure requires only 51 votes in the Senate, as opposed to a filibuster-proof 60, allowing Republicans the opportunity to pass tax legislation without any Democratic support.
- [Republicans Outline Biggest Tax Code Overhaul In A Generation - NPR - 9/27/17](#)
 - **Outbound Virality:** Facebook: 3.1K Interactions; Twitter: 666 Tweets; LinkedIn: 56 Shares
 - They're proposing deep cuts in both individual and corporate tax rates, saying that will help supercharge a slow-growing economy. "We want tax reform that is pro-growth, pro-jobs, pro-worker, pro-family, and yes, tax reform that is pro-American," Trump said Wednesday during a rally at the Indiana State Fairgrounds. [...] "Today we are taking the next step to liberate Americans from our broken tax code," said House Speaker Paul Ryan, R-Wis. "This unified framework delivers a new tax code that is simple, that is fair, that is pro-growth and pro-family."
- [Trump sells tax plan as 'once-in-a-generation' opportunity - CNN Politics - 9/28/17](#)
 - **Outbound Virality:** Facebook: 1.9K Interactions; Twitter: 415 Tweets; LinkedIn: 33 Shares
 - Beyond slashing the corporate tax rate to "no higher than 20%," Trump's proposal also offers write-offs for companies that move their manufacturing plants to the US and would incentivize the repatriation of "trillions" of dollars in US companies' profits stashed in tax havens overseas. "Our framework will stop punishing companies for keeping their headquarters in the United States. We're punishing companies under our codes for being in the United States," Trump said. "When our companies move to other countries it's our loyal American workers who get hurt."
 - *Related:* [Trump promises 'revolutionary change' to tax code - USA Today](#)
- **Fox News** @FoxNews [26th Sep](#) .@POTUS on tax reform: "It's time for both parties to come together and do what is right for the American people." pic.twitter.com/UnnhJVAm4k Retweets: 524 Replies: 214 Impressions: 19.37M

NEUTRAL

- [Republicans agree to raise bottom tax rate, double standard deduction - Axios - 9/26/17](#)
 - **Outbound Virality:** Facebook: 15K Interactions; Twitter: 11K Tweets; LinkedIn: 65 Shares
 - Republicans plan to collapse the number of brackets from seven to three. The standard deduction would almost double to \$12,000 for a single filer and \$24,000 for married couples, meaning Trump can accurately argue that many more low income earners would pay no tax under his plan. As we previously reported, the top tax bracket would fall from 39.6% to 35%.
 - *Related:* [Trump says tax plan to nearly double standard deduction - The Hill](#); [Republicans unveil tax plan, call for doubling deduction and cutting rates - Fox News](#)
- [GOP Plan Would Cut Corporate and Individual Taxes, Repeal Estate Tax - NBC News - 9/27/17](#)
 - **Outbound Virality:** Facebook: 20K Interactions; Twitter: 435 Tweets; LinkedIn: 3 Shares
 - "The main challenge for lawmakers will be finding ways to offset the fiscal cost of the tax cuts that have been proposed," said Scott Greenberg, senior analyst with the Center for Federal Tax Policy at the Tax Foundation.

"Lawmakers will have to be bold and creative in identifying tax preferences to be eliminated, in order to make the math work. Today's proposal hints at some of the avenues that lawmakers will pursue to pay for their desired tax reductions; these include eliminating business tax credits, repealing individual itemized deductions and limiting business interest deductions."

- [Trump Proposes the Most Sweeping Tax Overhaul in Decades](#) - New York Times - 9/27/17
 - **Outbound Virality:** Facebook: 12K Interactions; Twitter: 2.8K Tweets; LinkedIn: 498 Shares
 - After months of secret talks among Republicans, the nine-page proposal produced by the so-called Big Six working group prompts as many questions as it provides answers. Without more details, it is difficult to show how middle-income families will see the most benefit from the tax overhaul — or if it will favor the richest Americans.
 - *Related:* [IT'S HERE: All the details of Trump's massive tax plan](#) - Business Insider
- [GOP Tax Overhaul Aims for Corporate Cuts, Simpler Code](#) - Wall Street Journal - 9/27/17
 - **Outbound Virality:** Facebook: 1.5K Interactions; Twitter: 1.4K Tweets; LinkedIn: 139 Shares
 - Manufacturers, large-company executives, retailers and conservative groups issued supportive statements, showing a breadth of support for the GOP ideas, particularly in the business community. Real-estate agents, local governments and charities, who all stand to lose, voiced concerns, offering a preview of some potentially powerful opposition. Democrats criticized the plan as a giveaway to the rich because a number of the proposed changes, including lower business tax rates and a repeal of the estate tax, would disproportionately benefit the top sliver of rich households. The proposal leaves many questions unanswered, including how the government will tax the nation's highest earners and how the plan's fiscal math will add up.
 - *Related:* [Trump, Republicans to showcase tax cut for businesses](#) - Reuters

NEGATIVE

- [Trump Tax Plan Benefits Wealthy, Including Trump](#) - New York Times - 9/27/17
 - **Outbound Virality:** Facebook: 23K Interactions; Twitter: 8.2K Tweets; LinkedIn: 84 Shares
 - The tax plan that the Trump administration outlined on Wednesday is a potentially huge windfall for the wealthiest Americans. It would not directly benefit the bottom third of the population. As for the middle class, the benefits appear to be modest. [...] The plan would also benefit Mr. Trump and other affluent Americans by eliminating the estate tax, which affects just a few thousand uber-wealthy families each year, and the alternative minimum tax, a safety net designed to prevent tax avoidance.
 - *Related:* [Trump's tax plan could actually benefit wealthy people like him](#) - USA Today; [Trump Misleads on Who Benefits From Tax Plan](#) - New York Times
- [Trump adviser 'can't guarantee' taxes won't go up for middle class](#) - ABC News - 9/28/17
 - **Outbound Virality:** Facebook: 11K Interactions; Twitter: 8.0K Tweets; LinkedIn: 3 Shares
 - President Donald Trump's top economic adviser, Gary Cohn, said today that he can't guarantee that taxes won't go up for some middle-class families under the administration's sweeping tax overhaul. [...] "I can't guarantee anything," said Cohn, the director of the White House Economic Council. "You can always find a unique family somewhere."
 - *Related:* [The 'doubled standard deduction' in the GOP tax plan is a lie](#) - Business Insider
- [Sanders: Trump tax plan is 'morally repugnant and bad economic policy'](#) - The Hill - 9/27/17
 - **Outbound Virality:** Facebook: 7.9K Interactions; Twitter: 648 Tweets; LinkedIn: 1 Share
 - "It is particularly obscene to repeal the estate tax that would provide a \$269 billion tax break to the top 0.2 percent. Instead of giving more tax breaks to billionaires who don't need it, we should be doing everything we can to rebuild the disappearing middle class," he added. Republicans say they are aiming to simplify the tax code, provide tax relief for the middle class, and make American businesses more competitive with foreign competitors. The Republican-backed framework would cut the top tax rate for wealthy Americans, while slashing taxes for businesses and eliminating most itemized deductions.
 - *Related:* [This tax plan is a looming political disaster for Republicans](#) - Business Insider
- [Trump's new tax plan shows how unserious Republicans are about governing](#) - Washington Post - 9/27/17
 - **Outbound Virality:** Facebook: 4.5K Interactions; Twitter: 539 Tweets; LinkedIn: 5 Shares
 - When they're confronted with the fact that this tax cut would exacerbate inequality and balloon the deficit they used to pretend to care about when a Democrat was in the White House, Republicans protest that in fact, it will work out great for everyone. There are no hard choices to be made, because the cuts at the top will trickle down to the masses

and pay for themselves with all the increased revenue they'll generate. No serious economist believes this to be true[.]

- **NBC Politics** @NBCPolitics [27th Sep](#) Pelosi: Behind [GOP's] vague framework & deceptive math, the American people find a billionaire's first tax plan that fails the middle class pic.twitter.com/li9E1b4Mzp Retweets: 645 Replies: 42 Impressions: 9.17M

JOURNALIST CONTRIBUTION

Selected content from journalists.

POSITIVE

- **Sean Hannity** @seanhannity [28th Sep #Ad](#) Trump's new tax plan puts \$2k in the pockets of average Americans. Stand up and demand Congress cut taxes now! <http://taxcutsnow.com> pic.twitter.com/WqXXom7OjO Retweets: 493 Replies: 59 Impressions: 3.56M
- **Matthew Rocco** @MatthewRocco [27th Sep](#) .@SenTedCruz wants unapologetic tax cuts, saying Reagan-style reform will drive U.S. economic growth. fxn.ws/2fyWhLN @tedcruz Retweets: 93 Replies: 17 Impressions: 3.21M
- **Jeff Zeleny** @jeffzeleny [27th Sep](#) "It's called a Middle Class Miracle - a Middle Class Miracle," @realDonaldTrump says of his tax plan, inviting Democrats to join in. Retweets: 11 Replies: 8 Impressions: 324K

NEGATIVE

- **Jim Acosta** @Acosta [27th Sep](#) Trump told crowd in Indiana his tax plan is not good for him. How would we know? He won't release his tax returns. Retweets: 3.2K Replies: 121 Impressions: 4.20M
- **Ezra Klein** @ezraklein [27th Sep](#) The GOP's healthcare strategy was to sell regressive plans with progressive rhetoric. Their tax strategy is the same [https://www.vox.com/policy-and-politics/2017/9/27/16368612/trump-tax-cut-principles ...](https://www.vox.com/policy-and-politics/2017/9/27/16368612/trump-tax-cut-principles...) Retweets: 288 Replies: 8 Impressions: 2.57M
- **Mark Knoller** @markknoller [25th Sep](#) Of Pres Trump's 8 tweets today, 7 were on the NFL players protest and 1 was on his tax cut plan. Retweets: 118 Replies: 34 Impressions: 680K

BROADCAST CONTRIBUTION

Curated clips from local and national broadcast stations.

- **ABC - 9/27/17**
 - Highlights that the GOP goal to have Tax Reform done by the end of this year is quite ambitious.
- **Good Morning America - 9/28/17**
 - Calls the Tax Reform a "middle class miracle" while mentioning there are still major details to be worked out.
- **CBS - 9/28/17**
 - Interview with Treasury Secretary, Steven Mnuchin, discussing the public reaction to the plan.
- **CNN - 9/27/17**
 - Highlighting the President has not released his tax returns.

INFLUENCER CONTRIBUTION

Selected content from industry experts, analysts, and influential personalities.

POSITIVE

- **Damira Maricic** @DamiraMaricic [23rd Sep](#) Take a second and sign up to support tax cuts. It's time to make America great again! #taxcut #Trump #TrumpTrain <http://taxcutsnow.com/> Retweets: 1.6K Replies: 0 Impressions: 4.41M
- **Jacob Wohl** @JacobAWohl [27th Sep](#) @realDonaldTrump Economists expect Trump's tax plan to add \$10 Trillion of new GDP over 10 years - If that's not Making America Great Again, what is? #MAGA Retweets: 251 Replies: 27 Impressions: 919K
- **Matt Batzel** @MattBatzel [27th Sep](#) Trump doing a great job explaining why our tax system shouldn't incentivize holding profits/jobs overseas #maga #TaxReform Retweets: 15 Replies: 0 Impressions: 104K

NEGATIVE

- **Steven Dennis** @StevenTDennis [27th Sep](#) Eliminating the estate tax - a central plank in Trump's tax plan - would save the Trumps and Trump's Cabinet billions. [https://twitter.com/sahilkapur/status ...](https://twitter.com/sahilkapur/status...) Retweets: 1.2K Replies: 27 Impressions: 5.69M
- **Nate Silver** @NateSilver538 [28th Sep](#) The politics of the tax plan—you almost definitely benefit if you're super rich, otherwise it's hard to say _(ツ)_/—seem bad for the GOP. [https://twitter.com/BeniySarlin/status ...](https://twitter.com/BeniySarlin/status...) Retweets: 187 Replies: 12 Impressions: 2.86M

- **Robert Reich** @RBReich [27th Sep](#) Rich Americans know they don't need a tax cut. They also know trickle-down economics is nonsense. Listen to [@TomSteyer](#): <pic.twitter.com/xNotZv54xi> *Retweets: 1.3K Replies: 17 Impressions: 2.58M*
- **Benjy Sarlin** @BenjySarlin [28th Sep](#) Gary Cohn says he "can't guarantee" middle class won't pay more under tax plan. And he's right: He can't. [http://abcnews.go.com/Politics/trump-adviser-guarantee-taxes-middle-class/story?id=50149729 ...](http://abcnews.go.com/Politics/trump-adviser-guarantee-taxes-middle-class/story?id=50149729...) *Retweets: 178 Replies: 0 Impressions: 501K*

CONSTITUENT CONTRIBUTION

Constituent mentions on social media channels, including Twitter and Facebook.

POSITIVE

- **Rose 🌹 Taylor** @RealRoseTaylor [27th Sep](#) 'Taking money out of Washington and putting it in ppls pockets' well [@SenateMajLdr](#) let's actually pass [#TaxReform](#) <pic.twitter.com/SFImIbmrX1>
- **#ThePersistence** @ScottPresler [27th Sep](#) Under President Trump, America's working class is no longer the forgotten people. I'm so thankful. [#TaxReform](#)

NEGATIVE

- **♻️ Christopher Zullo** @ChrisJZullo [27th Sep](#) America's not broke, we're being robbed. Corporations and the 1% are earning record profits while avoiding tax liability [#TaxReform](#)
- **Mike Levin** @MikeLevinCA [27th Sep](#) Republican tax "plan" is nothing but a huge giveaway to the rich and powerful. No tax vote should be held until [@POTUS](#) releases HIS taxes.

DISCLOSURE

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