



PACT National Survey



GS STRATEGY GROUP

PRESENTED BY:

Greg Strimple, President

Robert Jones, Partner

PROJECT DETAILS

Conducted February 7-13, 2025

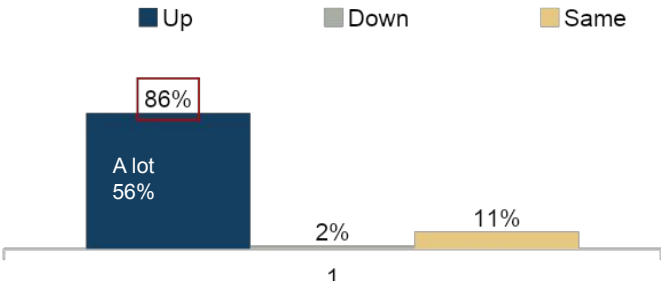
N = 1,000 Likely Voters, Nationwide

Margin of Error: +/- 3.1%

Voter cost-of-living concerns drive support for action on auto insurance and elimination of the hidden tax.

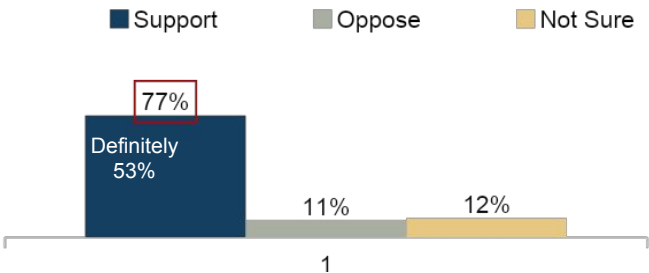
Cost of Living

Over the last year, would you say that your cost-of-living has gone up, gone down, or stayed basically the same?



Stop Rising Insurance Costs

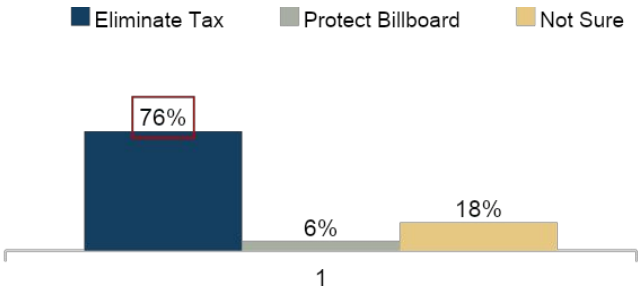
Support / Oppose: Implementing reforms that limit lawsuit abuse so Americans stop having their auto insurance rates rise by double digit rates year after year.



Vote to Eliminate Hidden Tax

Which of the following comes closer to your opinion about your member of Congress?

- They should vote to eliminate the hidden tax on American families
- They should vote to protect billboard attorneys in America

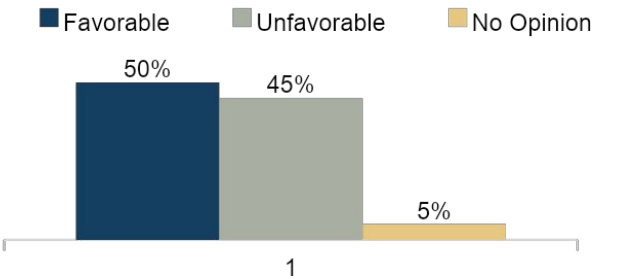


*Numbers may be slightly off +/- 1% due to rounding

President Trump

President Trump enjoys a favorable image rating, particularly among voters with have cost-of-living concerns and who want to eliminate the “hidden tax” Americans pay. A majority also support his policy positions.

Donald Trump Image Rating



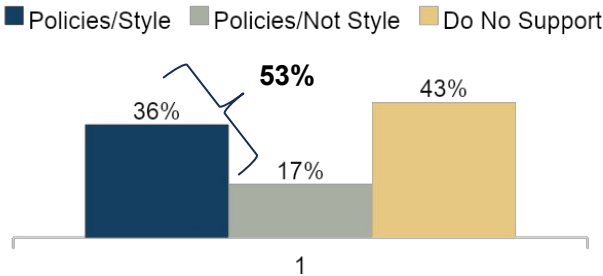
	Overall	Party			Trump Policy / Style			COL Up A Lot	Auto Ins Up A Lot	Congress Poor on COL	Eliminate Tax	
		Dem	Indy	GOP	Like Pol. / Style	Like Pol. / Not Style	Dislike Both				Favor	Oppose
Fav	50%	13	43	89	98	68	3	55	60	50	56	42
Unfav	45%	81	51	9	2	21	93	38	33	45	41	54
Net	+5%	-68	-8	+80	+96	+47	-89	+17	+27	+5	+14	-12

	Overall	Gender		Age			Male 55+	Income			Race			Suburban
		Male	Female	18-39	40-64	65+		<\$50k	\$50-100k	\$100k+	White	Hisp	Black	
Fav	50%	59	42	41	55	52	64	46	58	52	55	47	22	50
Unfav	45%	37	52	53	39	45	33	49	39	45	42	46	63	47
Net	+5%	+22	-11	-12	+16	+6	+30	-3	+19	+8	13	+1	-40	+3

Trump Policies & Leadership Style

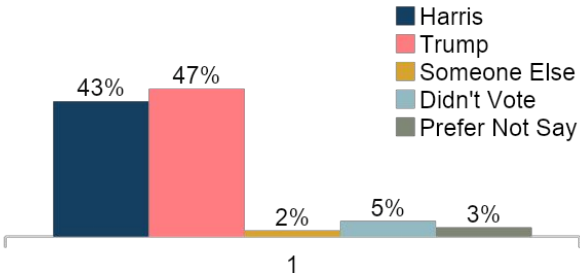
Which of the following comes closest to your own opinion about Donald Trump, even if none are quite right?

- I support Donald Trump's policies and like his leadership style
- I support Donald Trump's policies but dislike his leadership style
- I don't support Donald Trump's policies or leadership style



2024 Vote

In the recent election for President of the United States for whom did you vote?

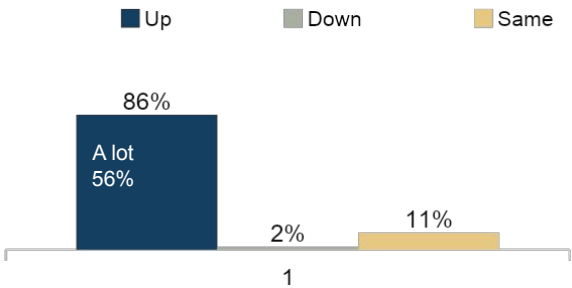


Cost of Living and President Trump

Voters say their cost-of-living has gone up, including 56% who say it's gone up a lot. A strong majority – 81% – know President Trump promised to lower the cost-of-living if elected but only a plurality believe he has a plan to do so.

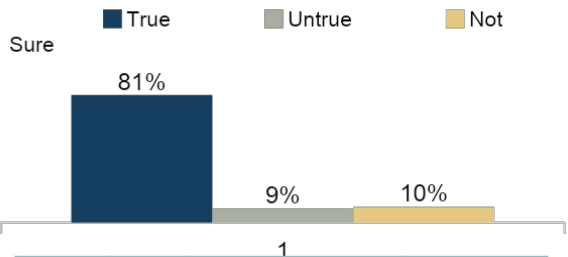
Cost of Living

Over the last year, would you say that your cost of living has gone up, gone down, or stayed basically the same?



Trump and the Cost-of-Living

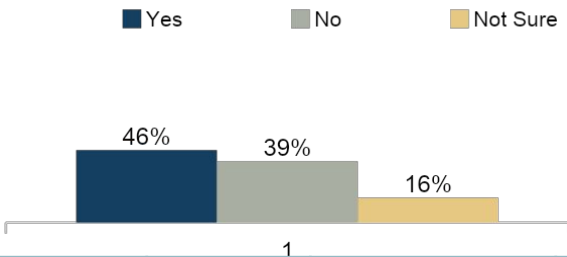
True or untrue: Donald Trump promised to reduce the cost of living for Americans if he was elected President of the United States.



	Overall	Party			Presidential Vote	
		Dem	Indy	GOP	Harris	Trump
True	81%	74	81	89	75	90
Untrue	9%	15	9	3	15	3

Trump Plan

To the best of your knowledge, does Donald Trump have a plan to reduce the cost of living for American families?



	Overall	Party			Trump		Trump Policy / Style			Presidential Vote		COL Up A Lot	Has a Plan
		Dem	Indy	GOP	Fav	Unfav	Like Pol. / Style	Like Pol. / Not Style	Dislike Both	Harris	Trump		
Yes	46%	18	39	75	78	12	88	51	9	12	79	51	51
No	39%	67	44	10	7	76	2	23	78	75	6	33	37

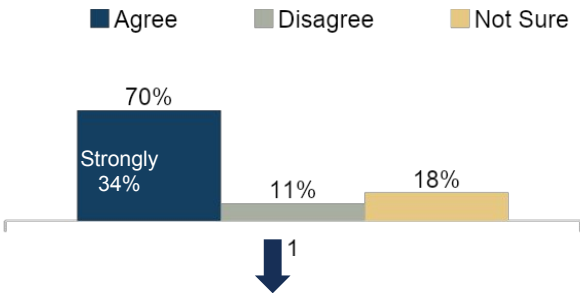
Lawsuit Abuse & Cost of Living

Voters clearly understand lawsuit abuse costs them more.

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

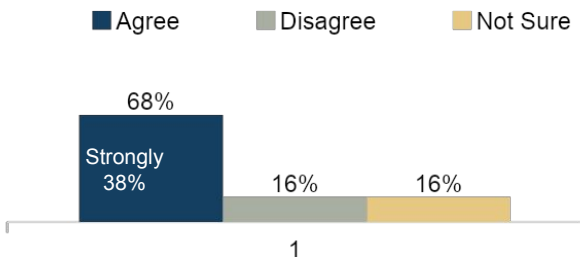
Lawsuit Abuse Drive up Costs for Goods and Services

Lawsuit abuse drives up the costs of goods and services for American families. *Split Sample*



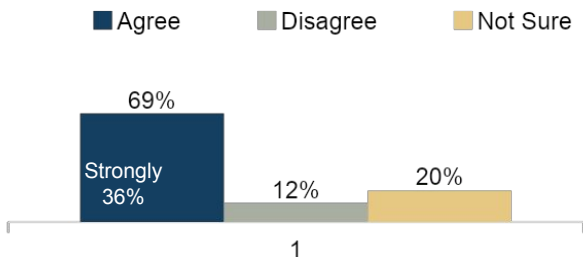
Frivolous Lawsuits Drive Up Costs on Small Businesses

Lawsuit abuse and frivolous lawsuits drive up the costs of goods and services for American families. *Split Sample*



Billboard Attorneys Drive Up Costs on Small Businesses

Billboard attorneys drive up costs on small businesses through lawsuit abuse, which is then passed on to consumers.



	Overall	Dem	Liberal	Trump		Trump Policy / Style			Presidential Vote		COL Up A Lot	Auto Ins Up A Lot	Congress Poor on COL	Eliminate Tax	
				Fav	Unfav	Like Pol. / Style	Like Pol. / Not Style	Dislike Both	Harris	Trump				Favor	Oppose
Agree	70%	60	58	80	60	82	76	58	59	82	74	79	69	83	54
Disagree	11%	16	18	7	17	6	7	18	18	6	10	9	12	7	29
Net	+59%	+44	+40	+74	+43	+76	+69	+41	+41	+75	+65	+70	+57	+77	+26

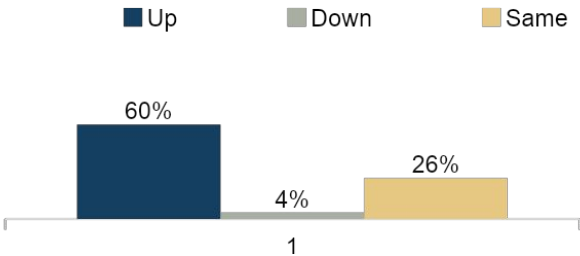
	Overall	Gender		Age			Male 55+	Income			Race			Suburban
		Male	Female	18-39	40-64	65+		<\$50k	\$50-100k	\$100k+	White	Hisp	Black	
Agree	70%	76	65	59	76	77	85	68	78	76	73	67	56	70
Disagree	11%	12	10	16	9	8	7	11	7	11	12	8	11	12
Net	+59%	+64	+55	+43	+67	+70	+78	+57	+71	+66	+61	+59	+45	+59

Billboard Attorney Reforms – Cost of Living and Auto Insurance

Voters say the cost of their auto insurance rates have gone up. Three-quarters of respondents agree that lawsuit abuse helps drive those costs up, and as such overwhelmingly support reforms to limit lawsuit abuse.

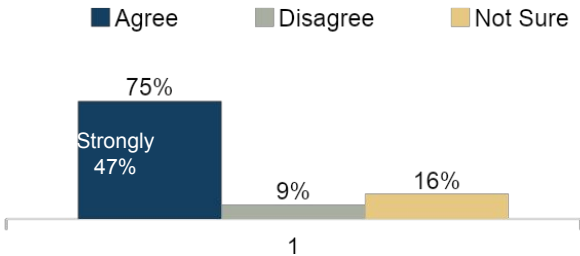
Car Insurance Costs

Over the last year, would you say the cost of your auto insurance premium has gone up, gone down, or stayed basically the same?



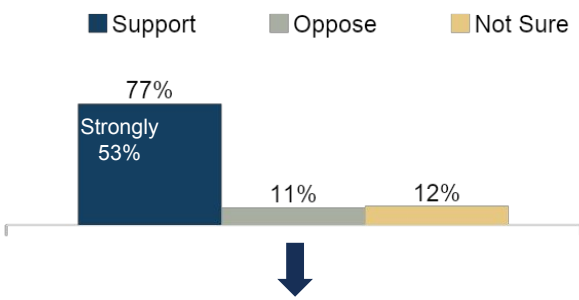
Lawsuit Abuse Increases Costs

Agree or Disagree: Lawsuit abuse increases the cost of auto insurance on American drivers.



Stop Rising Insurance Costs

Implementing reforms that limit lawsuit abuse so Americans stop having their auto insurance rates rise by double digit rates year after year.



	Overall	Dem	Liberal	Trump		Trump Policy / Style			Presidential Vote		COL Up A Lot	Auto Ins Up A Lot	Congress Poor on COL	Eliminate Tax	
				Fav	Unfav	Like Pol. / Style	Like Pol. / Not Style	Dislike Both	Harris	Trump				Favor	Oppose
Support	77%	75	78	80	74	81	79	74	75	81	76	76	78	88	57
Oppose	11%	11	8	10	11	9	12	12	11	10	11	11	10	6	33
Net	+66%	+64	+70	+71	+63	+71	+67	+62	+64	+71	+66	+65	+68	+83	+24

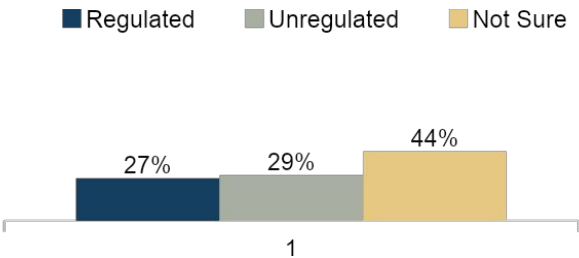
	Overall	Gender		Age			Male 55+	Income			Race			Suburban
		Male	Female	18-39	40-64	65+		<\$50k	\$50-100k	\$100k+	White	Hisp	Black	
Support	77%	75	78	78	76	78	79	79	81	82	78	80	67	82
Oppose	11%	15	7	11	12	7	13	10	9	10	9	13	19	9
Net	+66%	+60	+72	+67	+64	+71	+66	+69	+72	+72	+69	+67	+48	+73

Billboard Attorney Reforms – Regulation

Voters are unsure if billboard attorneys are regulated. Upon learning they are not, they support broad regulation. Regulation, lawsuit abuse, and insurance reforms are all interrelated.

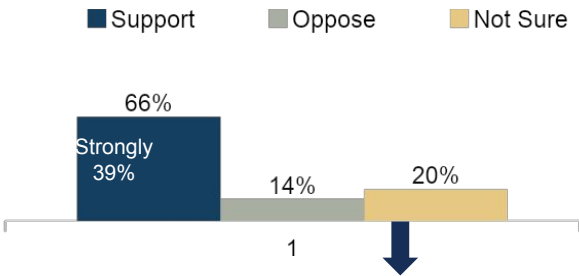
Regulation Awareness

To the best of your knowledge, do billboard attorneys work in a regulated or unregulated industry?



Regulation Support

In fact, billboard attorneys work in one of the least regulated industries in America. Hearing this, would you support or oppose more regulations on billboard attorneys.



	Overall	Dem	Liberal	Trump		Trump Policy / Style			Presidential Vote		COL Up A Lot	Auto Ins Up A Lot	Congress Poor on COL	Eliminate Tax	
				Fav	Unfav	Like Pol. / Style	Like Pol. / Not Style	Dislike Both	Harris	Trump				Favor	Oppose
Support	66%	68	→ 73	71	← 59	73	← 68	← 57	68	65	66	71	66	80	46
Oppose	14%	13	13	12	17	11	15	18	13	15	12	11	14	9	39
Net	+53%	+55	+60	+59	+42	+62	+53	+40	+55	+50	+54	+59	+53	+71	+8

	Overall	Gender		Age			Male 55+	Income			Race			Suburban
		Male	Female	18-39	40-64	65+		<\$50k	\$50-100k	\$100k+	White	Hisp	Black	
Support	66%	69	64	70	64	66	70	63	73	72	66	75	61	69
Oppose	14%	14	14	13	15	13	13	18	11	12	14	12	16	14
Net	+53%	+55	← +50	+57	← +49	→ +53	+56	+45	→ +62	← +60	+52	+64	+45	+56

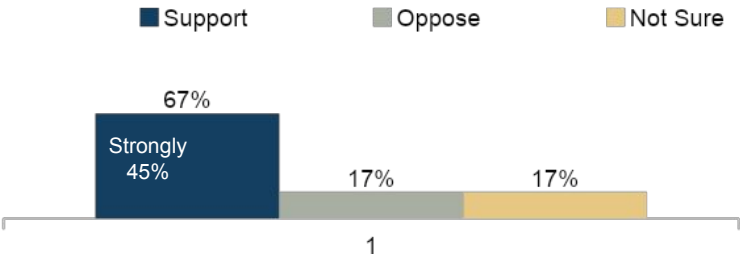
Billboard Attorney Reforms – Caps and Loser Pays

There is strong support for specific reforms to limit lawsuit abuse, including fee caps and implementing loser pays laws. Loser pays improves among Trump 2024 voters.

Do you support or oppose:

Cap Fees at 10%

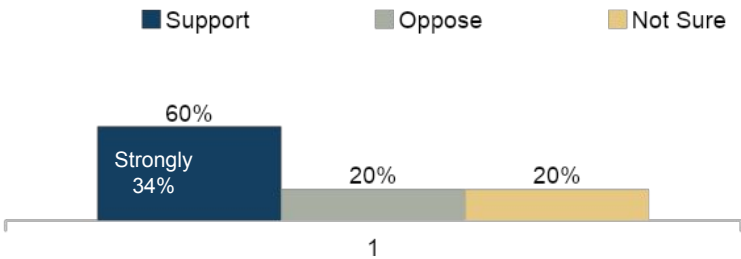
Capping the fees billboard attorneys can charge their clients at 10%.



	Overall	Dem	Liberal	Presidential Vote		COL Up A Lot	Auto Ins Up A Lot	Congress Poor on COL	Eliminate Tax	
				Harris	Trump				Favor	Oppose
Support	67%	69	69	70	65	67	60	66	74	53
Oppose	17%	13	14	13	20	16	20	18	14	33
Net	+50%	+57	+55	+57	+45	+51	+40	+49	+59	+19

Loser Pays

Enacting loser pays laws to reduce lawsuit abuse and baseless claims by requiring the loser of the lawsuit to pay all legal costs associated with the case.



	Overall	Dem	Liberal	Presidential Vote		COL Up A Lot	Auto Ins Up A Lot	Congress Poor on COL	Eliminate Tax	
				Harris	Trump				Favor	Oppose
Support	60%	52	57	52	71	61	63	61	71	51
Oppose	20%	24	20	26	12	19	18	19	15	39
Net	+40%	+29	+36	+25	+59	+42	+45	+42	+55	+11

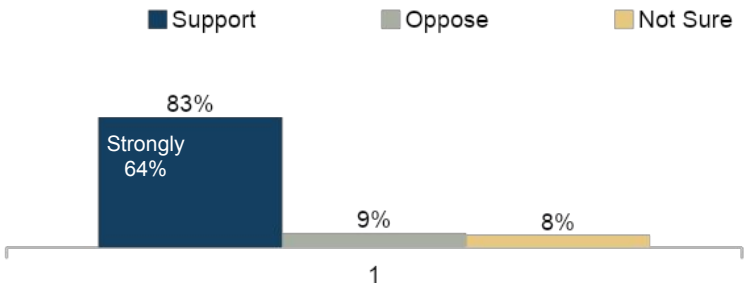
Billboard Attorney Reforms – Transparency

Strong majorities of voters support more transparency for billboard attorneys disclosing hidden fees and the referral arrangement they have with medical providers.

Do you support or oppose:

More Transparency

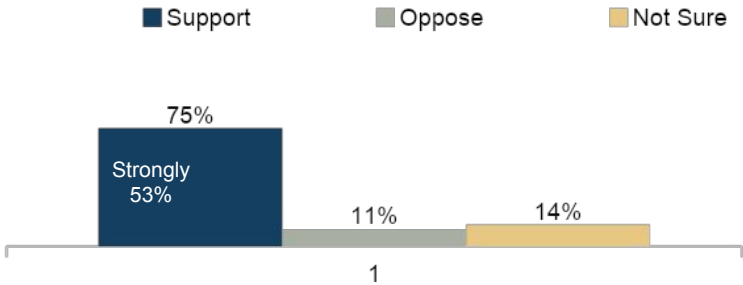
Enhancing transparency so consumers understand all the hidden fees personal injury lawyers receive from any legal settlement before the client gets their share.



	Overall	Dem	Liberal	Presidential Vote		COL Up A Lot	Auto Ins Up A Lot	Congress Poor on COL	Eliminate Tax	
				Harris	Trump				Favor	Oppose
Support	83%	81	84	82	85	83	82	85	90	68
Strongly	64%	65	67	65	63	68	69	69	73	47

Disclose Fee Arrangements

Disclosing the fee arrangement lawyers have with the medical provider network they refer clients to.



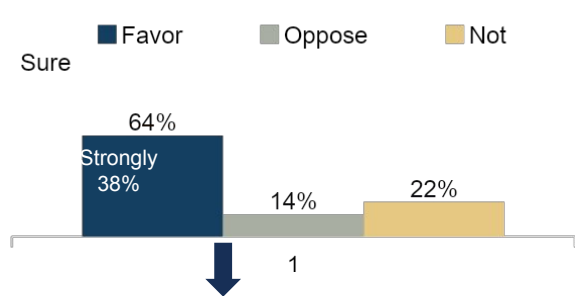
	Overall	Dem	Liberal	Presidential Vote		COL Up A Lot	Auto Ins Up A Lot	Congress Poor on COL	Eliminate Tax	
				Harris	Trump				Favor	Oppose
Support	75%	76	78	76	75	75	75	77	82	62
Strongly	53%	53	58	55	53	57	58	57	61	39

Billboard Attorney Reforms – Hidden Tax

Voters support reforms to eliminate the \$4,200 “hidden tax” Americans pay because of lawsuit abuse, and overwhelmingly believe it’s important for President Trump and Congress to act. When consumer protections are pitted against eliminating the “hidden tax,” a majority support eliminating the tax.

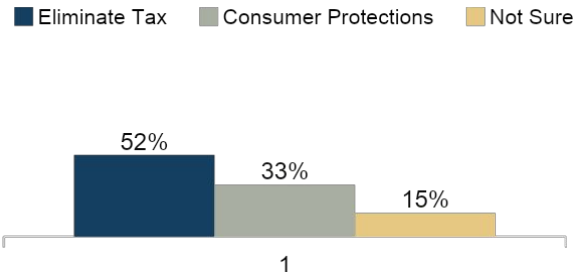
Eliminate \$4200 Hidden Tax

Favor/ Oppose: Enacting reforms to eliminate the \$4,200 hidden tax American families pay due to lawsuit abuse?



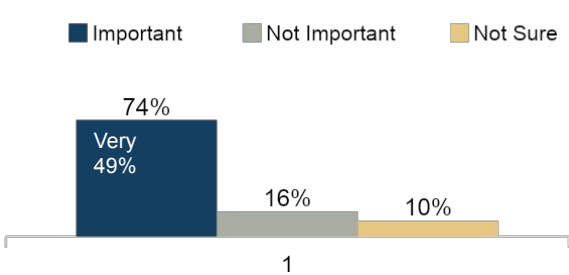
Eliminate Tax or Consumer Transparency?

Now, which of the following is more important for your member of Congress to address? • Eliminating the hidden tax American families pay because of lawsuit abuse • Enacting consumer transparency laws to protect Americans from billboard attorneys



Importance of Eliminating Tax

How important is it for the Trump Administration and Congress to eliminate this hidden tax on American consumers?



	Overall	Dem	Liberal	Trump		Trump Policy / Style			Presidential Vote		COL Up A Lot	Auto Ins Up A Lot	Congress Poor on COL
				Fav	Unfav	Like Pol. / Style	Like Pol. / Not Style	Dislike Both	Harris	Trump			
Favor	64%	59	56	71	72	73	68	57	57	71	66	68	63
Oppose	14%	16	17	12	10	11	15	18	18	12	13	12	15
Net	+50%	+42	+39	+59	+62	+62	+53	+40	+39	+59	+52	+56	+48

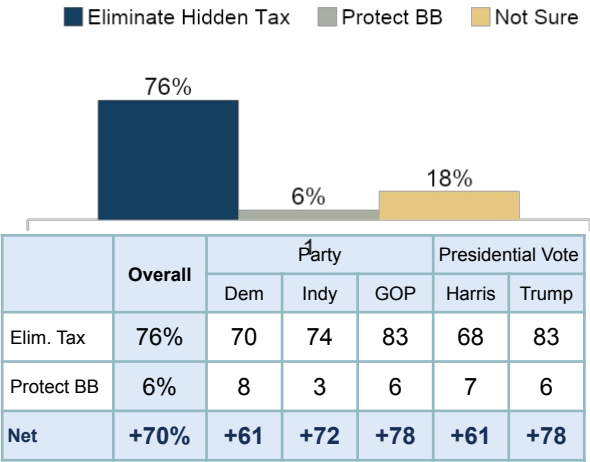
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		Male	Female	18-39	40-64	65+		<\$50k	\$50-100k	\$100k+	White	Hisp	Black	
Favor	64%	66	62	64	64	64	66	65	73	67	65	72	50	68
Oppose	14%	15	13	16	14	12	14	18	13	12	13	11	25	14
Net	+50%	+51	+49	+48	+50	+52	+52	+47	+60	+55	+52	+61	+25	+54

Voters strongly support eliminating the “hidden tax” over protecting billboard attorneys.

Congress Vote Priority

Which of the following comes closer to your opinion about your member of Congress

- They should vote to eliminate the hidden tax on American families
- They should vote to protect billboard attorneys in America



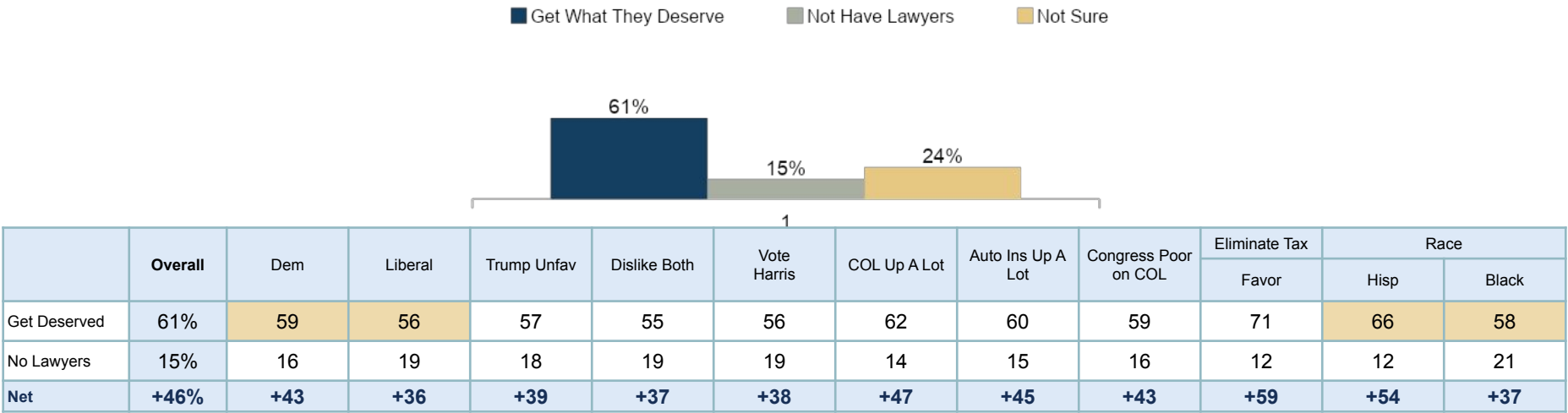
Billboard Attorneys' Arguments Against Reforms Are Weak

Voters reject the idea that reforms will limit their legal representation.

Victims Will Get What They Deserve?

Which of the following comes closer to your opinion?

- If Congress votes to regulate billboard attorneys, victims will still get what they deserve in injury cases.
- If Congress votes to regulate billboard attorneys, victims will not have lawyers to represent them.



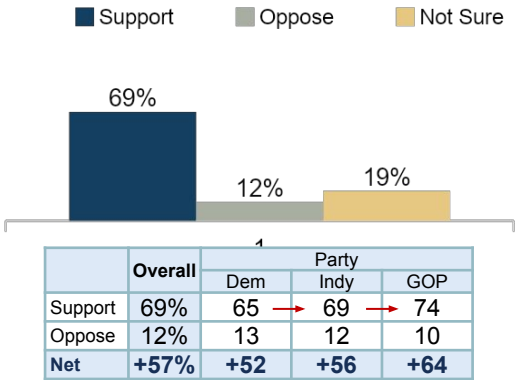
Outcomes of Reforms

Voters support additional outcomes from reforms: increased American energy independence, federal budget savings, and reduced healthcare costs.

The following are ways that reforms to eliminate the hidden tax and reduce lawsuit abuse could benefit American taxpayers. After hearing each, please tell me whether you favor or oppose reforms to eliminate the hidden tax by reducing lawsuit abuse in America

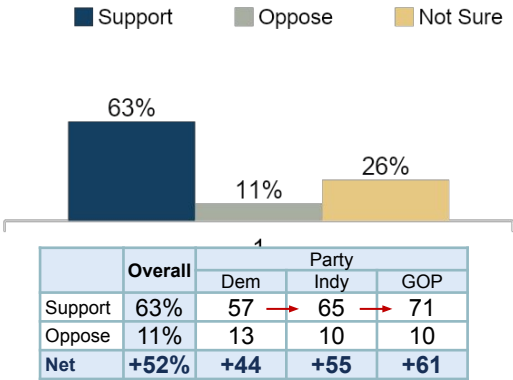
Increased American Energy Independence

Reforms can help America become fully energy independent by speeding up access to new energy sources, helping reduce costs for American consumers.



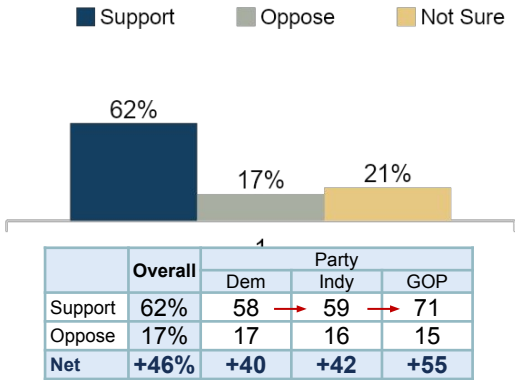
\$525 Million Federal Budget Savings

Reforms will save American taxpayers over \$525 million the federal government must pay to claimants because of lawsuit abuse.



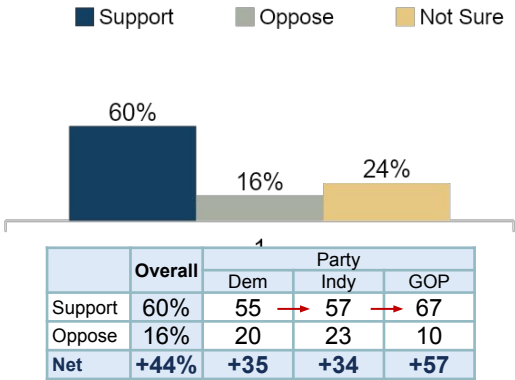
Lower Healthcare Costs

Reforms will reduce the cost of healthcare for all Americans by reducing unnecessary tests resulting from defensive medicine. *Split Sample*



Save Healthcare Industry Billions

Reforms will save the healthcare industry \$3 billion each year by reducing unnecessary tests resulting from defensive medicine. *Split Sample*

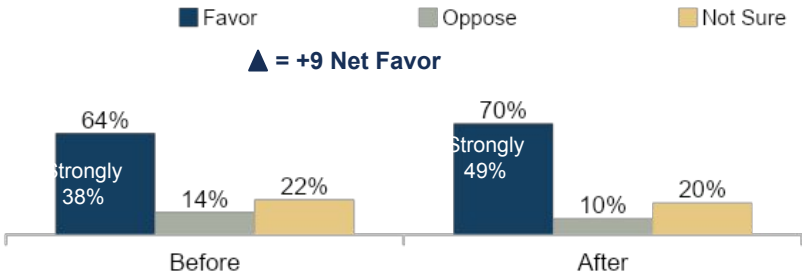


Impact on Electeds

Support for reforms strengthens and deepens after messaging, particularly among key voting groups.

Support for Eliminating Hidden Tax: Before & After

After all you've heard today, would you favor or oppose enacting reforms to eliminate the \$4,200 hidden tax American families pay as a result of lawsuit abuse?



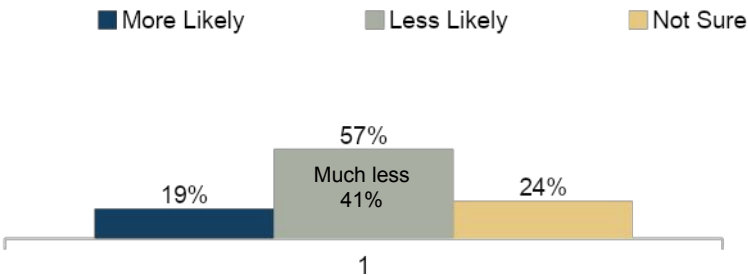
.	Overall	Dem	Liberal	Trump		Trump Policy / Style			Presidential Vote		COL Up A Lot	Auto Ins Up A Lot	Congress Poor on COL
				Fav	Unfav	Like Pol. / Style	Like Pol. / Not Style	Dislike Both	Harris	Trump			
Favor	70%	65	67	75	66	76	70	66	65	75	70	71	71
Oppose	10%	12	13	9	11	9	10	11	12	9	9	7	9
Net	+59%	+53	+54	+66	+56	+67	+61	+55	+54	+65	+62	+64	+62
Change	+9%	+11	+15	+7	-6	+5	+8	+15	+15	+6	+10	+8	+14

.	Overall	Gender		Age			Male 55+	Income			Race			Suburban
		Male	Female	18-39	40-64	65+		<\$50k	\$50-100k	\$100k+	White	Hisp	Black	
Favor	70%	70	69	70	66	76	77	75	81	80	71	69	60	79
Oppose	10%	12	8	12	11	4	7	12	11	11	9	11	17	10
Net	+59%	+57	+61	+58	+55	+72	+70	+63	+70	+69	+63	+59	+44	+69
Change	+9%	+6	+12	+10	+5	+20	+18	+16	+10	+14	+11	-2	+19	+15

Congress will face voter anger if they side with billboard attorneys over eliminating the “hidden tax” and it could impact their electoral prospects.

Vote to Eliminate Hidden Tax

If you knew your member of Congress voted to protect billboard attorneys instead of eliminating the \$4,200 hidden tax American families pay, would you be more likely or less likely to reelect them?



	Overall	Party			Presidential Vote	
		Dem	Indy	GOP	Harris	Trump
Less Likely	57%	55	58	58	57	56
Much Less	41%	38	46	41	40	40

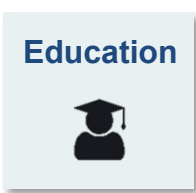
APPENDIX

Audience Profile



Age

• 18-29	15%
• 30-34	8%
• 35-39	10%
• 40-44	13%
• 45-54	15%
• 55-64	19%
• 65+	21%
• Mean	48.2



Education

• High school	20%
• Some college/Assoc degree	31%
• Four-year college degree	22%
• Graduate degree	17%
• Prefer not to say	10%



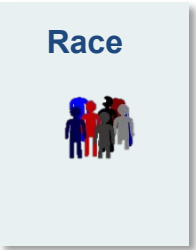
Income

• Under \$50,000	31%
• \$50,001 to \$100,000	26%
• \$100,001 to \$200,000	17%
• \$200,001 to \$350,000	5%
• Over \$350,000	1%
• Prefer not to say	21%



Gender

• Male	47%
• Female	53%



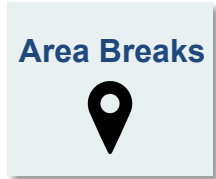
Race

• White	72%
• Non-White	27%
• Black	14%
• Hispanic	9%
• Asian	2%
• Other	3%
• Prefer not to say	1%



Party

• Republican	40%
• Democratic	38%
• Independent/No Party	19%
• Other	1%
• Not sure	3%



Area Breaks

• Suburban	40%
• Urban	26%
• Rural	23%



Ideology

• Liberal	30%
• Very Liberal	14%
• Somewhat Liberal	15%
• Moderate	30%
• Conservative	36%
• Somewhat Conservative	18%
• Very Conservative	18%
• Not Sure	4%