

To: MomsRising
Fr: Celinda Lake and Cate Gormley
Re: Findings from Public Opinion Research
Date: September 28, 2022

In a recent online survey¹ conducted to explore attitudes and messaging, we found consistent support from likely voters and Democratic surge voters for the care agenda, which includes paid family and medical leave, high quality and affordable childcare, and Home- and Community- Based Services. Surge voters are defined and screened to be Democratic voters who did not vote in 2016, did vote in 2020, and may or may not have voted in 2018. These are voters who have turned out in recent elections only. Democratic surge voters are not certain to vote in 2022.

Key Findings

- **Voters are willing to reward a candidate who supports the care agenda and punish a candidate who opposes it.**
 - Seven-in-ten (70% more likely, 37% much more likely) women and 84% of moms (42% much more likely) are more likely to vote for a candidate who **SUPPORTS** a caregiving agenda that includes 12 weeks of paid family and medical leave, universal child care and pre-k 3 and 4, and increased investments in Home- and Community- Based Services that help people live more independently as they age or if they have a disability.
 - About half of women (47% less likely, 29% much less likely) and moms (49% less likely, 36% much less likely) are less likely to vote for a candidate who **OPPOSES** a caregiving agenda that includes 12 weeks of paid family and medical leave, universal child care and pre-k 3 and 4, and increased investments in Home- and Community- Based Services that help people live more independently as they age or if they have a disability.

- **Likely voters across party favor by wide margins 12 weeks of paid family and medical leave, universal pre-kindergarten for 3-and-4-year-olds, increased investments in home and community-based services, and universal child care.**
 - Swing voters also favor these policies and programs. Independent women voters - 40% of whom are undecided in a generic congressional ballot - favor increased investments in home and community-based services (57% strongly favor, 93% favor), 12 weeks of paid family and medical leave (51% strongly favor, 78% favor), universal child care (42% strongly favor, 69% favor), and universal pre-kindergarten for 3-and-4-year-olds (38% strongly favor, 73% favor).

- **This issue set is also useful for turnout** and Democratic surge voters prioritize caregiving for children or adults as a top three problem for elected officials to address. Democratic surge voters also favor by wide margins 12 weeks of paid family and medical leave, universal pre-

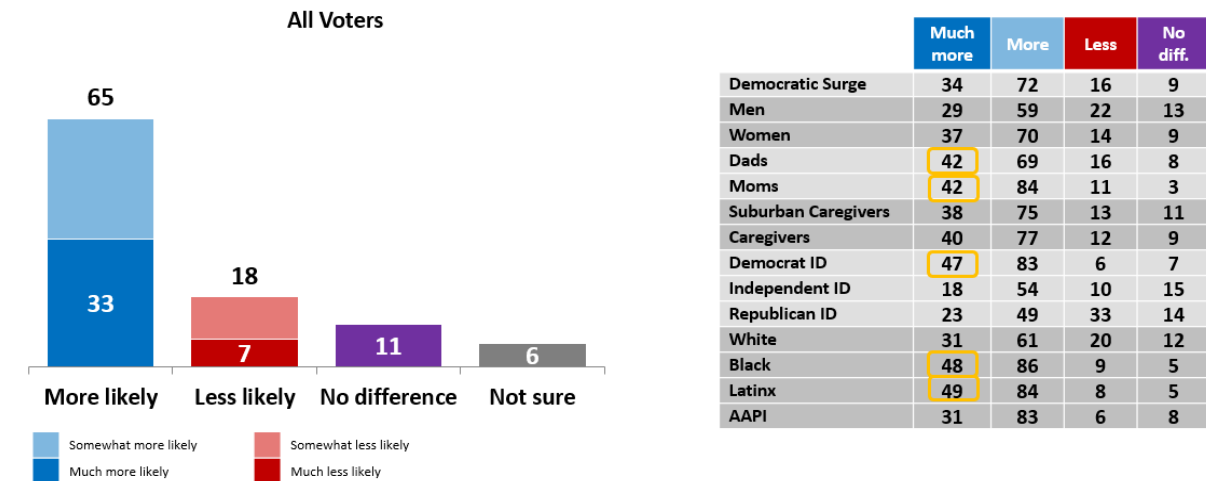
kindergarten for 3-and-4-year-olds, increased investments in home and community-based services, and universal child care.

- **Mass shootings at schools and public places are big concerns for Democratic likely voters, Democratic surge voters, women, and moms, and voters like hearing from a candidate on the need to combat gun violence.** Over two-thirds of women (70% likely, 48% very likely) and moms (69% likely, 45% very likely) are likely to vote for a candidate who says, “We need to combat gun violence because firearms are the leading cause of death among children and teens in the U.S.”
- **It is powerful to combine paid leave with abortion access.** Two-thirds of women (66% likely, 42% very likely) and 62% of moms (42% very likely) are likely to vote for a candidate who says, "access to abortion care and paid family and medical leave are both extremely important for families' economic security, which in turn benefits our country’s economic security too."

Candidate Positions

Likely voters and Democratic surge voters will reward a candidate who is in favor of the care agenda. They are more likely to vote for a candidate who SUPPORTS* a caregiving agenda that includes 12 weeks of paid family and medical leave, universal child care and pre-k, and increased investments in home-and-community-based services. Latinx, Black, Democratic likely voters, dads, and moms are especially likely to vote for a candidate who supports a caregiving agenda.

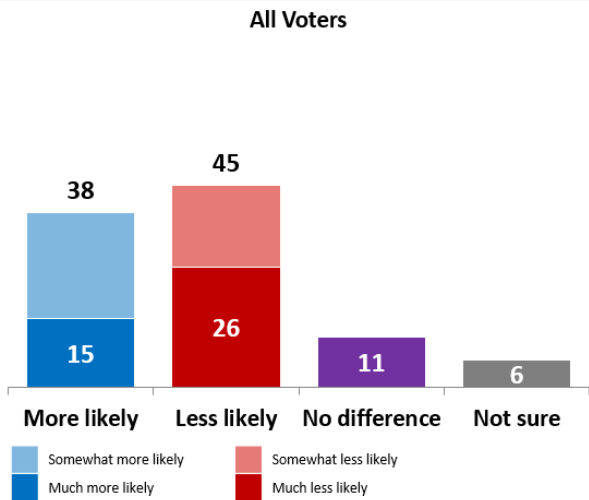
Thinking about your voting decisions, all other things being equal, would you be MORE or LESS likely to vote for a candidate who SUPPORTS a caregiving agenda that includes 12 weeks of paid family and medical leave, universal child care and pre-k 3 and 4, and increased investments in home and community-based services that help people live more independently as they age or if they have a disability, or would it not make a difference to your vote?



*split sampled question

Conversely, likely voters and Democratic surge voters will punish a candidate who opposes the care agenda. They are less likely to vote for a candidate who OPPOSES* a caregiving agenda that includes 12 weeks of paid family and medical leave, universal child care and pre-k, and increased investments in home and community-based services. About three in ten (29%) women and over a third (36%) of moms are much less likely to vote for that candidate. Again, this can be mobilizing for turnout targets.

Thinking about your voting decisions, all other things being equal, would you be MORE or LESS likely to vote for a candidate who OPPOSES a caregiving agenda that includes 12 weeks of paid family and medical leave, universal child care and pre-k 3 and 4, and increased investments in home and community-based services that help people live more independently as they age or if they have a disability, or would it not make a difference to your vote?

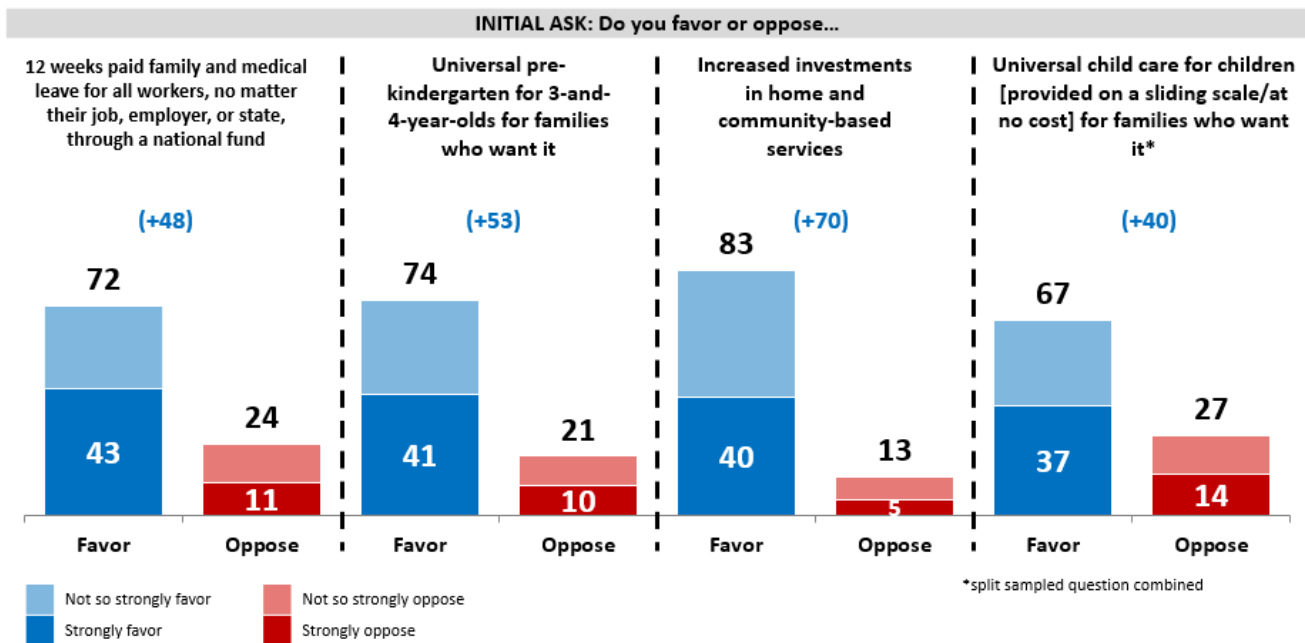


	More	Less	No diff.
Democratic Surge	41	52	2
Men	42	42	11
Women	36	47	11
Dads	45	44	11
Moms	35	49	10
Suburban Caregivers	45	41	8
Caregivers	46	38	11
Democrat ID	32	59	7
Independent ID	36	35	21
Republican ID	48	33	12
White	34	47	12
Black	44	40	7
Latinx	56	36	4
AAPI	41	32	22

*split sampled question

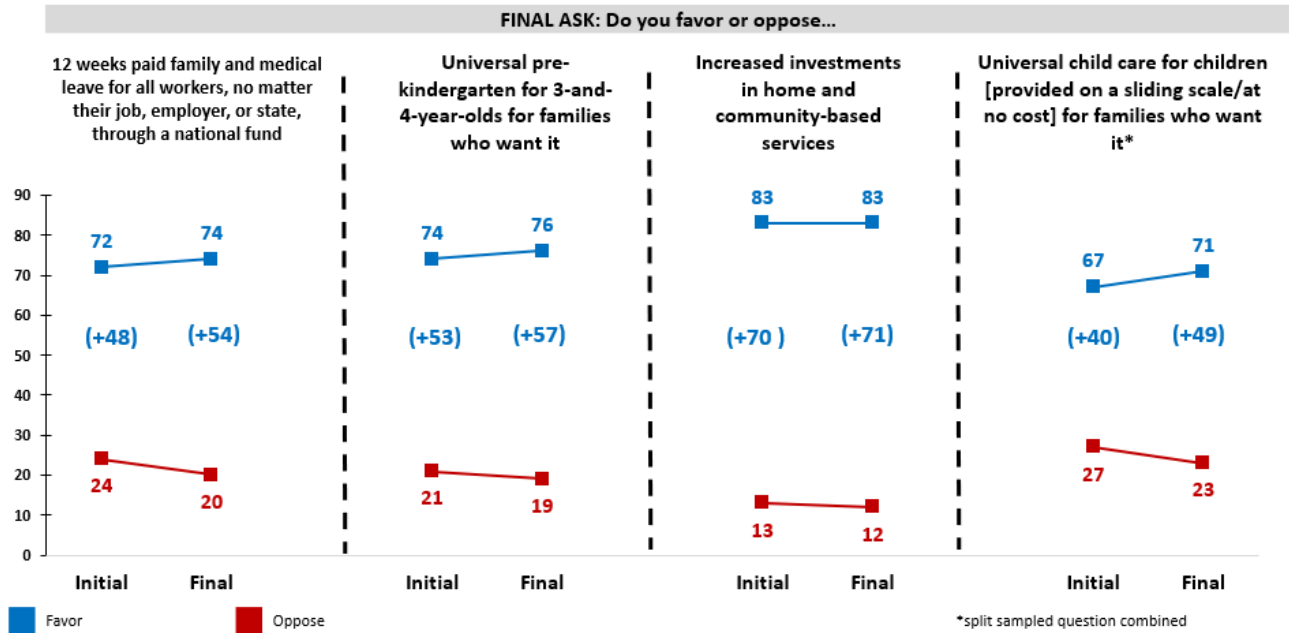
Support for the Care Agenda

Likely voters favor care agenda policies by wide margins.

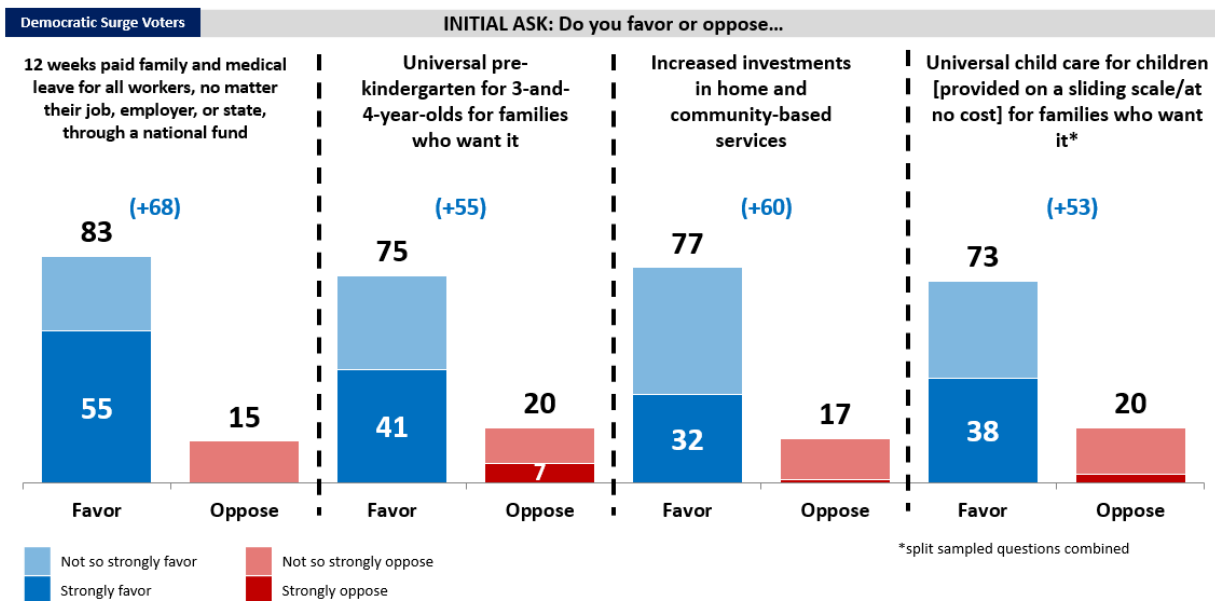


*split sampled question combined

At the end of the survey, after hearing statements on both sides of the parents’ agenda, likely voters favor care agenda policies by even wider margins. The largest increase is for universal child care at no cost or on a sliding scale.

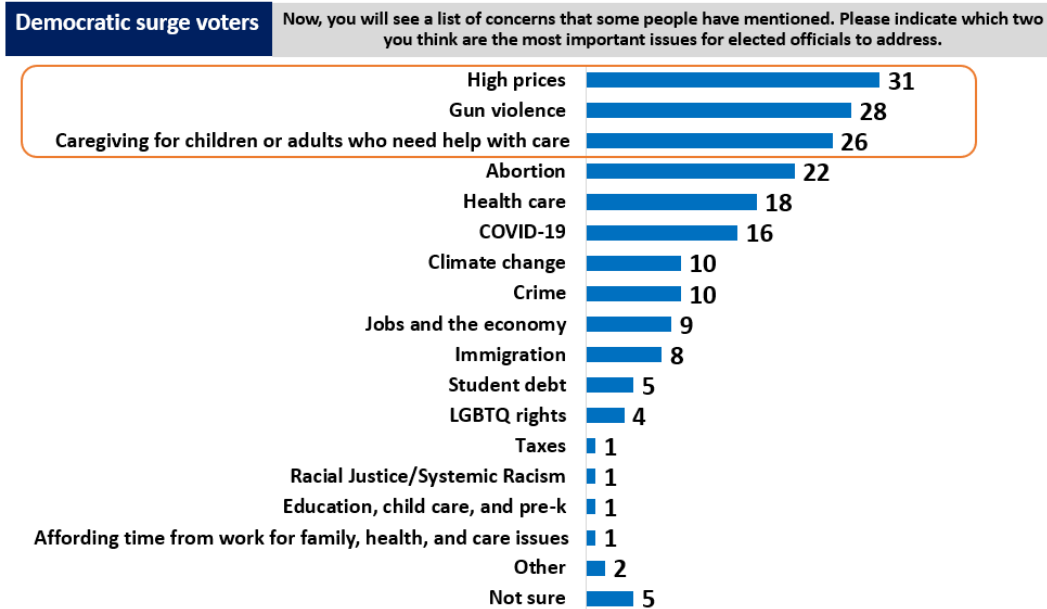


Democratic surge voters also favor by 53-points or more 12 weeks of paid family and medical leave, universal pre-kindergarten for 3-and-4-year-olds, increased investments in home and community-based services, and universal child care.



Top Concerns for Democratic Surge Voters

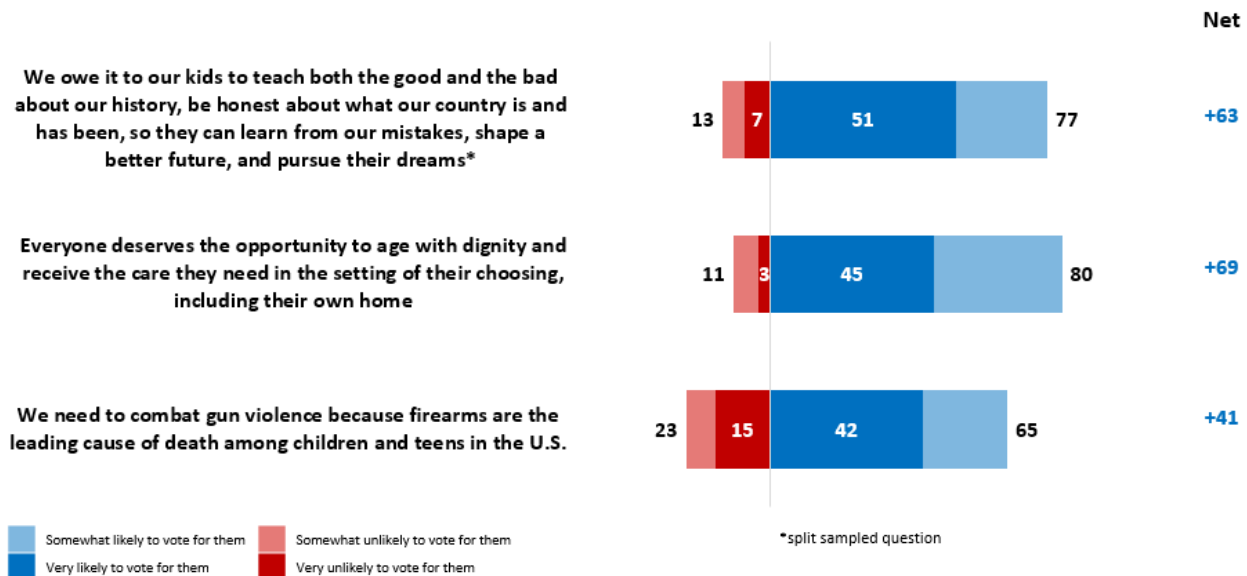
Democratic surge voters have unique issue priorities for elected officials and say caregiving for children or adults who need help with care is one of their top issues.



Statements

A number of candidate statements around children and caregiving controversies are successful. We have strong responses on wedge issues. Statements on CRT, dignity for all as they age, and gun violence are strong. The top statements that make voters very likely to vote for a candidate are:

If a candidate made these statements, how likely would you be to vote for them? Would you be very likely to vote for them, somewhat likely to vote for them, somewhat unlikely to vote for them, or very unlikely to vote for them, or would it make no difference?



The best-testing candidate statements among Democratic likely voters are:

- *We need to combat gun violence because firearms are the leading cause of death among children and teens in the U.S.* – 65% very likely to vote for a candidate who makes this statement, 87% likely
- *We owe it to our kids to teach both the good and the bad about our history, be honest about what our country is and has been, so they can learn from our mistakes, shape a better future, and pursue their dreams** – 62% very likely to vote for a candidate who makes this statement, 88% likely
- *Access to abortion care and paid family and medical leave are both extremely important for families' economic security, which in turn benefits our country's economic security too** – 59% very likely to vote for a candidate who makes this statement, 85% likely
- *Everyone deserves the opportunity to age with dignity and receive the care they need in the setting of their choosing, including their own home* – 57% very likely to vote for a candidate who makes this statement, 88% likely
- *Access to abortion care and paid family and medical leave are both extremely important for families' economic security** – 57% very likely to vote for a candidate who makes this statement, 82% likely

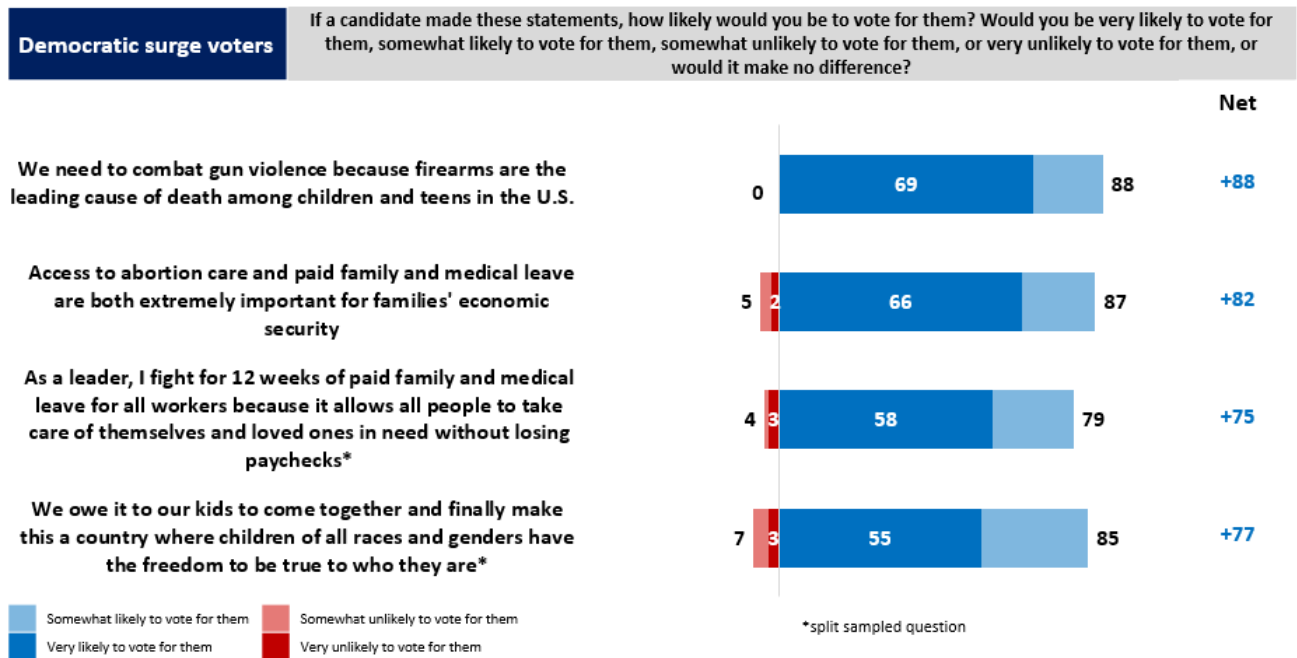
The candidate statement that connects abortion care and paid family and medical leave also resonates with women likely voters (42% very likely to vote for a candidate who makes this statement, 66% likely) and mom likely voters (42% very likely to vote for a candidate who makes this statement, 62% likely).

The best-testing statements among Independent likely voters are:

- *Workers who provide care are the people we rely on to care for us from birth to the end of our lives, and they should be paid family-sustaining wages and provided benefits* – 45% very likely to vote for a candidate who makes this statement, 79% likely
- *Everyone deserves the opportunity to age with dignity and receive the care they need in the setting of their choosing, including their own home* – 41% very likely to vote for a candidate who makes this statement, 83% likely
- *We owe it to our kids to teach both the good and the bad about our history, be honest about what our country is and has been, so they can learn from our mistakes, shape a better future, and pursue their dreams* – 41% very likely to vote for a candidate who makes this statement, 66% likely

Independent likely voters are cross pressured on transgender kids playing sports on girls' teams (40% very likely, 58% likely to vote for a candidate who says *it is unfair for transgender kids who are biological males to play girls' sports*), so it is important that swing voters hear statements that resonate on care and CRT.

Candidates should feel emboldened to talk about or make statements on the care agenda, support for all children, gun violence, and abortion to Democratic surge voters. A variety of progressive statements made by a candidate on these issues makes Democratic surge voters more likely to vote for that candidate. Candidates are missing the opportunity to talk about a powerful care agenda.



Democratic surge voters may be hearing messages from the opposition on wedge issues like the freedoms of transgender kids, critical race theory, “parental control” in education, LGBTQ pride or “grooming” children, book bans, and abortion. Democratic surge voters soundly reject these narratives and are not concerned about these wedge issues as shown:

- Kids should use the bathroom and pronouns that match the sex they were born – 20% of Democratic surge voters very likely to vote for a candidate who makes this statement
- We need a parent's bill of rights to guarantee parents have control over their kids' education – 12% of Democratic surge voters very likely to vote for a candidate who makes this statement
- Banning abortion is good for women and families, and our communities and churches should do all they can to support parents – 12% of Democratic surge voters very likely to vote for a candidate who makes this statement
- It is unfair for transgender kids who are biological males to play girls' sports – 11% of Democratic surge voters very likely to vote for a candidate who makes this statement
- Drag queen story hour is a bad idea; drag queens have no place reading books to young children – 11% of Democratic surge voters very likely to vote for a candidate who makes this statement
- The sex education curriculum is wildly inappropriate; parents should teach their own kids about sex at their own pace – 9% of Democratic surge voters very likely to vote for a candidate who makes this statement

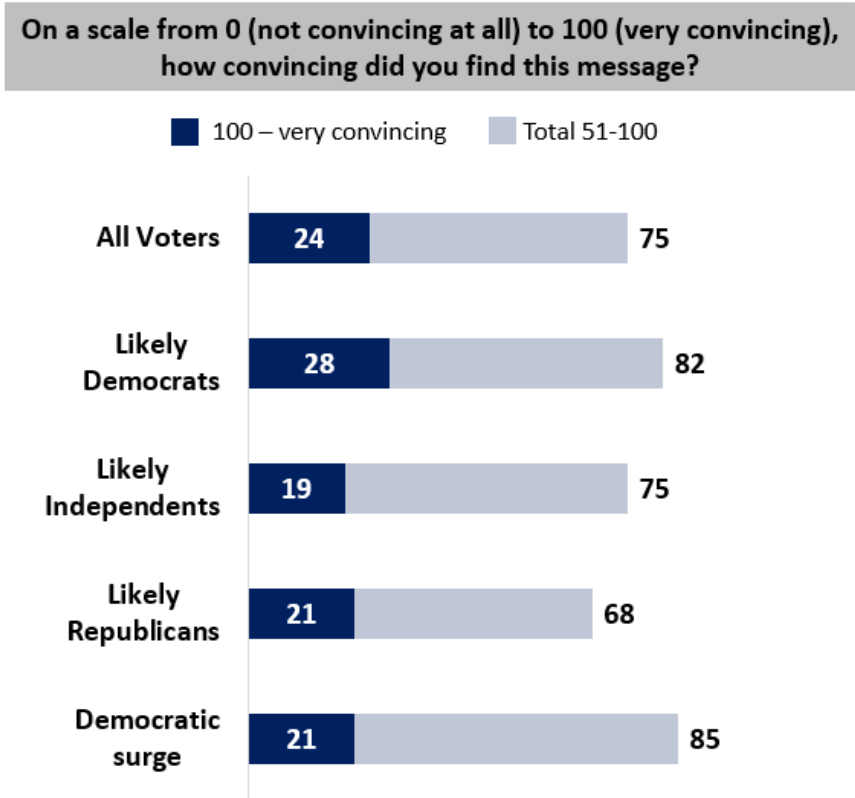
- *Our government is eroding our work ethic by paying people not to work* – 8% of Democratic surge voters very likely to vote for a candidate who makes this statement
- *Parents don't have control over their kids' education and that is wrong* – 8% of Democratic surge voters very likely to vote for a candidate who makes this statement
- *The best form of governing our society is not government, it is family.* – 8% of Democratic surge voters very likely to vote for a candidate who makes this statement
- *Talking about racism in classrooms will cause more violence* – 8% of Democratic surge voters very likely to vote for a candidate who makes this statement
- *Public libraries shouldn't display books on adult LGBTQ pride in children's areas* – 7% of Democratic surge voters very likely to vote for a candidate who makes this statement
- *I am concerned that white children are being disadvantaged because of their race* – 5% of Democratic surge voters very likely to vote for a candidate who makes this statement
- *Books that are in school libraries on topics like being gay are grooming our children* – 5% of Democratic surge voters very likely to vote for a candidate who makes this statement
- *The far left seeks to devalue and redefine the traditional family, as they undermine parents and attempt to replace them with government programs* – 3% of Democratic surge voters very likely to vote for a candidate who makes this statement

Messaging to Democratic Surge Voters

This survey shows we need a separate track of positive, values-oriented messaging on the issues that Democratic surge voters care about the most. This cohort of voters is not concerned about the negative; they want to hear a positive vision and they want to put families first.

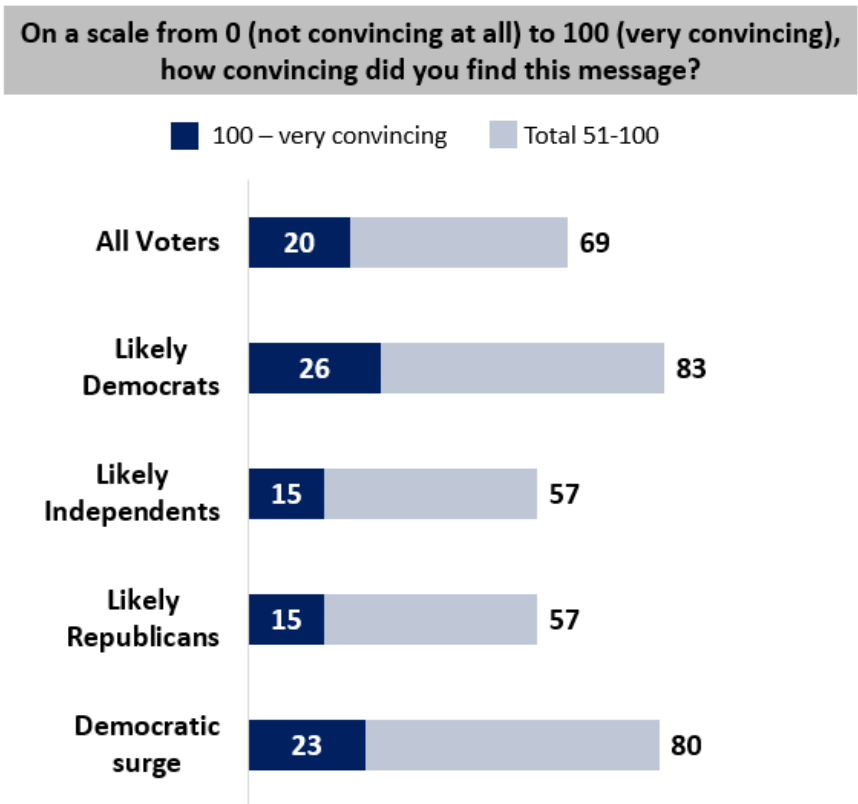
Positive Vision Message

We value our freedoms. The freedom to be there for our children, to afford childcare, to choose what’s best for our families, to have accurate education, and to earn equal pay. It’s well past time to pass policies that allow our children to have the best start in life and our elders the best golden years. That means having the freedom to decide if and when we grow our families without interference from politicians. It means having the time to be there for a new baby or a parent or spouse who is seriously ill. It means having affordable child care, health care, and home and community-based care. We know the solutions so Americans can put families first and provide for them.



Families First Message

Nothing is more important than being able to raise our families so our children can thrive. And yet, families are facing real challenges, from high prices for gas and groceries, to expensive child care, to gun violence, to a lack of access to abortion so we can choose if, when, and how many children we'll have. And, on top of that, working caregivers earn low wages. If our elected leaders really cared about families, they would be doing more to prioritize and address these challenges. Some leaders have been fighting hard for families, while others have done all they can to divide us and stop solutions while offering no alternatives. We can unite to create a better future for all families.



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¹ Methodology: Lake Research Partners designed and administered this online dial survey that was conducted August 12-21, 2022. The survey reached a total of 1,500 likely voters which includes a base sample of 1,000 likely voters with oversamples of 100 African American likely voters, 100 Asian American Pacific Islander likely voters, 100 Latinx likely voters, 100 suburban caregivers, and 100 LGBTQ likely voters. These oversamples were weighted down into the base sample to their proper proportion of the universe for a total sample size of 1,000. We also surveyed 100 Democratic 2022 surge voters which was kept separate from the base sample. The margin of error is +/-2.5%.