Voters Care: Atitudes toward the American Family Plan and Child Care

Findings based on a national survey of 900 likely 2022 voters, 117 Democratic surge voters/low propensity scores, and oversamples of 100 Black women and 100 Latina women

June 14, 2021
Survey Methodology

• Lake Research Partners designed and administered this online survey that was conducted from May 6 to 16, 2021. The survey reached a total 900 likely 2022 voters, with oversamples of 100 Black women likely 2022 voters and 100 Latina women likely 2022 voters, and a sample of 117 Democratic surge voters with low vote propensity scores.

• Survey respondents were drawn from an online panel of listed adults and screened to be likely 2022 voters or Democratic surge voters with low vote propensity scores. The base sample was weighted by region, party identification, education, race by age, parental status, and income. Black women and Latina women were weighted by region. Democratic surge voters with low propensity scores were weighted by gender, region, age, race, and education. All likely voter oversamples were weighted down into the base to reflect their actual proportion of likely 2022 voters.

• The margin of error for likely voters is +/-3.3%. The margin of error for Democratic surge voters with low vote propensity scores is +/-9.1%. The margin of error for subgroups is higher.
Focus Group Methodology

• Lake Research Partners conducted two online focus groups with women in April 2021.
  • April 21 – White suburban non-college women
  • April 22 – Black, Latina, Asian American/Pacific Islander, Indigenous, and bi/multi-racial women

• Participants were screened to include a mix of educational attainment; ages from 25 to 55; marital statuses; parental statuses; experience with caregiving for a child, an adult who needs help with self-care, or an aging adult; employment statuses; and partisanship (limiting the women of color group to three strong Democrats and excluding strong Republicans from all groups).
Key Findings
Key Findings – The Big Picture

• Child care is a motivating issue for base voters and surge voters and will help us to turn them out in future elections.

• Despite efforts by Republicans to polarize the issue, spending on child care remains broadly popular among swing voters.

• Voters express high levels of support for raising wages for caregivers.
Key Findings – Strengths

- Voters demonstrate good support across the board for a number of concepts in the American Family Plan. There is potential for a child care agenda, and potential to merge a child care and elder care agenda.

- Democrats, Black votes, Latinx voters, women, and low propensity Democrats make up a strong base of support.

- While caregivers and parents of minor children show more intense support and agreement, non-caregivers and child-free voters do not reject these policies or the messaging. Voters do not need to be personally impacted to care about these issues.

- Voters will vote the issue. They will reward a member of Congress who supports the American Family Plan and expanded access to child care. They will punish a member of Congress who opposes expanded access to child care.

- Across the political spectrum, voters agree that child care providers and early childhood educators’ wages are too low, and they favor increasing wages.

- Voters embrace two powerful norms that lead to support for the American Family Plan. First, that everyone should have the ability to provide for and care for their families, and second, that families are experiencing financial stress and uncertainty.

- Highlighting different kinds of families’ real lived experience resonates in messaging in support of the American Family Plan.
Key Findings – Weaknesses

• It is our job to create more intense support.

• With a Democratic President and a tied Congress, Republican voters are reacting to the American Family Plan with a partisan lens. Among Republicans, paid family and medical leave, the child tax credit, expanding access to affordable child care for middle- and low-income families including underserved rural and urban communities, and pre-kindergarten have become politically polarized.

• The American Family Plan needs to be defined.

• Voters also believe that it will raise their taxes. This particularly impacts Republicans, men, Latinx voters, rural voters, and older voters.

• The economy is contested terrain. Voters find messaging about the impact on the economy on both sides of the debate convincing – from those opposed to the American Family Plan that it will hurt the economy as it is trying to recover and messaging from those in favor of the American Family Plan that it will shore up the economy.
Key Findings – Caregiving is an Economic Issue

• Voters believe that elder care, child care, and caregiving for children and family members are very important for both a thriving economy and families’ economic security.
  • Across every major demographic and attitudinal subgroup, voters find elder care, child care, and caregiving for children and family members to be important for a thriving economy and families’ economic security.

• This is especially true for Democratic likely 2022 voters and low propensity Democratic voters.
Key Findings – Robust Support for Raising Wages for Caregivers

• Two-thirds of voters overall believe that an average income of $10 per hour for early childhood workers is not enough.
  • Across most demographic and attitudinal subgroups, two-thirds or more say it is not enough, and a plurality of Republicans believe it is not enough.

• There is little difference between voters who currently provide care for family members and voters who are not currently providing care; among both groups, two-thirds or more say it is not enough.
Key Findings – Concerns

• The top concerns that voters have over families not having access to affordable, quality child care are centered around families’ kitchen table economic realities – financial stress and uncertainty and lack of child care forcing mothers or parents out of the workforce. Voters are also concerned about children’s kindergarten readiness.

• Over half of voters have concerns about social and emotional learning, losing wages, the economic recovery writ large, the impact on employers, and emotional stress and uncertainty for families.
Key Findings – The American Family Plan

• Two-thirds to over half of voters find nutrition assistance, paid family and medical leave, quality, affordable child care and early education, improved pay for child care workers, long-term care, and the child tax credit to be important.

• The core of support comes from women, younger voters, Black voters, including Black women, Latinas, Democrats, including low propensity Democrats, lower income voters, moms, and caregivers.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Very important</th>
<th>Somewhat important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanding nutrition assistance, school meal programs, and summer meal programs for children and families</td>
<td>39</td>
<td>66</td>
</tr>
<tr>
<td>Providing paid family and medical leave</td>
<td>39</td>
<td>64</td>
</tr>
<tr>
<td>Increasing the supply of quality, affordable child care and pre-school education</td>
<td>38</td>
<td>66</td>
</tr>
<tr>
<td>Improving pay and training for child care and early education workers</td>
<td>35</td>
<td>63</td>
</tr>
<tr>
<td>Expanding access to long-term care through increased investment in home and community-based services</td>
<td>33</td>
<td>65</td>
</tr>
<tr>
<td>Extending the expanded child tax credit</td>
<td>29</td>
<td>55</td>
</tr>
</tbody>
</table>
Key Findings – American Family Plan Policies

• By wide margins, voters favor all of the policies the American Family Plan could include. The best testing is adequate staffing for nursing homes, followed by a living wage and benefits for child care workers, and child care for older children with disabilities. Intensity varies from 59% to 37%. The greatest intensity is for adequate nursing home staffing, a living wage and benefits for child care providers, child care for older children with disabilities, and lowering health care costs.

• Democrats and Independents favor all policies, but Republicans split on addressing health insurance premium reductions and child care access in underserved communities, and oppose paid family and medical leave, pre-kindergarten for ages 3 and 4, and addressing the costs of child care for middle-class and low-income families.

• The base of support for specific policies comes from women, younger voters, Black voters, including Black women, Latinx voters, including Latinas, Democrats, including low propensity Democrats, lower income voters, moms, child-free voters, and caregivers.

<table>
<thead>
<tr>
<th>Policy</th>
<th>Strongly Favor</th>
<th>Not so Strongly Favor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure adequate staffing levels in nursing homes*</td>
<td>59</td>
<td>82</td>
</tr>
<tr>
<td>Ensure people who work in child care earn a living wage and benefits*</td>
<td>52</td>
<td>77</td>
</tr>
<tr>
<td>Child care for older children with disabilities</td>
<td>50</td>
<td>75</td>
</tr>
<tr>
<td>Lower health care costs by making the American Rescue Plan’s health insurance premium reductions...</td>
<td>49</td>
<td>66</td>
</tr>
<tr>
<td>Expand access to home and community-based care to help older adults and people with disabilities*</td>
<td>48</td>
<td>73</td>
</tr>
<tr>
<td>Ensure people who work in child care earn a living wage and benefits, based on training and...</td>
<td>46</td>
<td>71</td>
</tr>
<tr>
<td>A national program of up to 12 weeks of Paid Family and Medical Leave...</td>
<td>46</td>
<td>66</td>
</tr>
<tr>
<td>Increase child care availability in rural and urban communities that do not have enough child care...</td>
<td>42</td>
<td>68</td>
</tr>
<tr>
<td>Free inclusive pre-kindergarten for children ages three and four*</td>
<td>41</td>
<td>62</td>
</tr>
<tr>
<td>Free universal pre-kindergarten for children ages three and four*</td>
<td>41</td>
<td>59</td>
</tr>
<tr>
<td>Child care assistance to middle-class families on a sliding scale based on family income</td>
<td>38</td>
<td>64</td>
</tr>
<tr>
<td>No cost child care to low-income families</td>
<td>37</td>
<td>58</td>
</tr>
</tbody>
</table>

*split sampled
Key Findings – Reactions to Their Member of Congress’s Stances

• By about a two-to-one margin, voters are **more likely** to vote for their member of Congress if they voted for the American Family Plan or came out in favor of expanding families’ access to high-quality affordable early child care and education.
  
  • Except for Republicans, voters across demographic and attitudinal subgroups are more likely to vote for their member of Congress if they vote for the American Family Plan and come out in favor of expanding families’ access to high-quality affordable early child care and education.

• Conversely, a plurality of voters are **less likely** to vote for their member of Congress if they come out against expanding families’ access to high-quality affordable early child care and education.
  
  • Again, across all groups except for Republicans, voters are less likely to vote for their member if they take this stance against early child care and education.
Key Findings – Statements in Favor of the American Family Plan

• The top tier values statements about the American Family Plan are about values and aspirations but they also are transactional, and they identify the problem that families face when they do not have quality and stable child care.

• The core value statement is “everyone should have the ability to provide for and care for their families.”

<table>
<thead>
<tr>
<th>Rating</th>
<th>Statement</th>
<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rated 6-7, Convincing</td>
<td>Everyone should have the ability to provide for and care for their families*</td>
<td>30</td>
</tr>
<tr>
<td>Rated 8-9, Convincing</td>
<td>Investing in our children is not a political choice, it is a moral choice*, and it is a smart choice*</td>
<td>28</td>
</tr>
<tr>
<td>Rated 10, Very convincing</td>
<td>Investing in our children is not a political choice, it is a moral choice*</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>A quality early educational experience is a good investment in our children and grandchildren*</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>Many parents have had to choose between caring for their children or going to work, that is wrong, and we can do something about it*</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>Quality and stable caregiving is critical for people to be able to work outside the home*</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Studies have shown that living in poverty under age 5, critical years for brain development, has been shown to have significant negative effects on the long-term...</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Many people have had to choose between caring for their children and aging family members or going to work, that is wrong, and we can do something about it*</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>In 31 states, infant day care costs more annually than in-state college tuition and there is an urgent need to adopt policies that help families afford high-quality care</td>
<td>22</td>
</tr>
</tbody>
</table>

*split sampled
Key Findings – Messaging in Favor of the American Family Plan

- Democrats who are likely 2022 voters, low propensity Democrats, and Black voters and Black women find messaging in favor of the American Family Plan very convincing.

<table>
<thead>
<tr>
<th>Best Message with Likely 2022 Democratic Voters and Women</th>
<th>Best Message Likely Democratic Voters, Low Propensity Democratic Voters, and Women</th>
<th>Best Message with Low Propensity Democratic Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>{Macro economic impact}</strong></td>
<td><em><em>{Child care workforce - $10</em>}</em>*</td>
<td><em><em>{Gender neutral child care + elder care</em>}</em>*</td>
</tr>
<tr>
<td>A major investment in child care and early learning would create 2.3 million new jobs, as well as opportunities for all kinds of parents and guardians to return to the workforce. This plan would put more people to work, increase wages, and help families make ends meet while providing children with safe and stable learning environments. America needs better child care solutions available to all workers to ensure Americans can put family first and have the full potential to succeed.</td>
<td>After parents, child care providers are some of our children's first teachers and play a critical role in early childhood education. But unlike other fields, early childhood workers earn an average of only $10 per hour and nearly half of these workers need public assistance to meet their own family needs. If we want the best start for our kids, we need to provide more training and higher pay to recruit and keep the best early child care workers and early educators.</td>
<td>America’s family policies are outdated and shortsighted. How can we expect to have a world-class workforce that can compete in a 24/7 global economy if we don’t give our workforce a chance to succeed? Too often working people are taking care of young children and aging family members while going to work and finding it nearly impossible to make ends meet. America needs better caregiving solutions available to all workers to ensure Americans can put family first and provide for them.</td>
</tr>
</tbody>
</table>

- Black voters respond especially to the addition of elder care, and to raising the wages of people in the child care workforce.
- Latinx voters are less convinced by our strongest messages than they were by the opposition’s strongest messages. Among Latinx voters, the opposition’s top message is at 42% very convincing (Macro), while our top message is at 33% very convincing (Racial and economic justice 1*).
<table>
<thead>
<tr>
<th>Say…</th>
<th>Instead of…</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everyone should have the ability to provide for and care for their families.</td>
<td>This is about family, and family comes first.</td>
<td>It is stronger to frame providing for and caring for families as equally important.</td>
</tr>
<tr>
<td>Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice. A quality educational experience is a good investment in our children and grandchildren.</td>
<td>This investment in caregiving helps people get ahead. This is an investment in our children and our families that power so much of our economy. This historic investment helps meet our shared goal to have thriving families and communities with good paying jobs. This once-in-a-generation investment in caregiving helps people get ahead.</td>
<td>Investment language works when it is oriented as something moral and smart rather than something political. It is also strong to link investment to the value of education.</td>
</tr>
<tr>
<td>Many parents have had to choose between caring for their children or going to work, that is wrong, and we can do something about it.</td>
<td>This plan reinvests in the future of the American economy and American workers, who are caring for our country’s children and our elders.</td>
<td>It is stronger to name the problem and assert we can fix it than to suggest a solution without naming the problem.</td>
</tr>
<tr>
<td>Quality and stable caregiving is critical for people to be able to work outside the home.</td>
<td>Child care is a key element to rebuilding a strong workforce and economy.</td>
<td>Simple language about what child care achieves for families is stronger.</td>
</tr>
</tbody>
</table>
### Language Do’s and Don’ts

<table>
<thead>
<tr>
<th>Say...</th>
<th>Instead of...</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>After parents, child care providers are some of our children's first teachers and play a critical role in early childhood education.</td>
<td>Child care providers are some of our children's first teachers and play a critical role in early childhood education.</td>
<td>It is critical to acknowledge that parents (or guardians) are the first teachers.</td>
</tr>
<tr>
<td>But unlike other fields, early childhood workers <strong>earn an average of only $10 per hour</strong> and nearly half of these workers need public assistance to meet their own family needs.</td>
<td>But unlike other fields, early childhood workers <strong>earn barely the minimum wage</strong> and nearly half of these workers need public assistance to meet their own family needs.</td>
<td>Giving a concrete number of $10 per hour is better than the abstract “minimum wage,” which also varies in different locations.</td>
</tr>
<tr>
<td>Child care and elder care are important to a thriving economy and families’ economic security.</td>
<td>The government should play an active role in ensuring people can care for themselves and their families without experiencing financial hardship.</td>
<td>Rather than saying what we are trying to avoid, position child and elder care as central for the economy and families. Combine child care and elder care to be more expansive and inclusive.</td>
</tr>
<tr>
<td>The American Family Plan is a program for all families/everyday families/for the working- and middle-class families.</td>
<td>The American Family Plan is a program to help those with the most need/the most vulnerable/those with the most unmet needs.</td>
<td>Position the American Family Plan as a program for all families rather than a low-income program.</td>
</tr>
</tbody>
</table>
Caregiving is an Economic Issue
Voters perceive different kinds of caregiving – elder care, child care, and caregiving for children and family members – as important to a thriving economy and to families’ economic security.

Across gender, age, race, party identification, educational attainment, and urbanicity, as well as among low propensity democrats, voters find all types of care to be important to both a thriving economy and families’ economy security by wide margins.
Two-thirds of voters overall believe that an average income of $10 per hour for early childhood workers is not enough. Across most demographic and attitudinal subgroups, two-thirds or more say it is not enough, and a plurality of Republicans believe it is not enough.

Early childhood workers earn an average of only $10 per hour. Is that too much, not enough, or about right?

<table>
<thead>
<tr>
<th>Category</th>
<th>Too Much</th>
<th>About Right</th>
<th>Not Enough</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>3</td>
<td>25</td>
<td>62</td>
</tr>
<tr>
<td>Women</td>
<td>1</td>
<td>17</td>
<td>73</td>
</tr>
<tr>
<td>Under 50</td>
<td>2</td>
<td>17</td>
<td>72</td>
</tr>
<tr>
<td>Over 50</td>
<td>2</td>
<td>23</td>
<td>65</td>
</tr>
<tr>
<td>White</td>
<td>2</td>
<td>23</td>
<td>65</td>
</tr>
<tr>
<td>Black</td>
<td>1</td>
<td>9</td>
<td>84</td>
</tr>
<tr>
<td>Latinx</td>
<td>4</td>
<td>14</td>
<td>71</td>
</tr>
<tr>
<td>Urban</td>
<td>2</td>
<td>21</td>
<td>68</td>
</tr>
<tr>
<td>Suburban</td>
<td>2</td>
<td>20</td>
<td>69</td>
</tr>
<tr>
<td>Rural</td>
<td>3</td>
<td>21</td>
<td>67</td>
</tr>
<tr>
<td>Low Propensity Dems</td>
<td>0</td>
<td>15</td>
<td>79</td>
</tr>
<tr>
<td>Democrat ID</td>
<td>1</td>
<td>9</td>
<td>86</td>
</tr>
<tr>
<td>Independent ID</td>
<td>0</td>
<td>18</td>
<td>73</td>
</tr>
<tr>
<td>Republican ID</td>
<td>4</td>
<td>35</td>
<td>46</td>
</tr>
<tr>
<td>College</td>
<td>2</td>
<td>19</td>
<td>69</td>
</tr>
<tr>
<td>Non-College</td>
<td>2</td>
<td>22</td>
<td>67</td>
</tr>
<tr>
<td>Child under 18</td>
<td>3</td>
<td>21</td>
<td>69</td>
</tr>
<tr>
<td>Child over 18</td>
<td>2</td>
<td>22</td>
<td>64</td>
</tr>
<tr>
<td>No children</td>
<td>1</td>
<td>17</td>
<td>73</td>
</tr>
</tbody>
</table>
The top concerns that voters have over families not having access to affordable, quality child care are centered around families’ kitchen table economic realities – financial stress and uncertainty and lack of child care forcing mothers or parents out of the workforce. Voters are also concerned about children’s kindergarten readiness.

Let’s say that some families will NOT have access to affordable, quality child care going forward, here is a list of things that some people say could happen. Please indicate how concerned you would be if that did happen? [TOP TIER]

<table>
<thead>
<tr>
<th><strong>Families experiencing more financial stress and uncertainty</strong>*</th>
<th><strong>Mothers not being able to work due to lack of child care</strong>*</th>
<th><strong>Parents not being able to work due to lack of child care</strong>*</th>
<th><strong>Children not having access to learning opportunities and not being prepared for kindergarten</strong>*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Somewhat concerned</td>
<td>A little concerned</td>
<td>Very concerned</td>
<td>Not concerned at all</td>
</tr>
<tr>
<td>31</td>
<td>11</td>
<td>39</td>
<td>64</td>
</tr>
<tr>
<td>32</td>
<td>12</td>
<td>37</td>
<td>62</td>
</tr>
<tr>
<td>36</td>
<td>15</td>
<td>37</td>
<td>57</td>
</tr>
<tr>
<td>35</td>
<td>17</td>
<td>34</td>
<td>58</td>
</tr>
</tbody>
</table>

*split sampled*
Women, including Black women and suburban women, likely 2022 Democratic voters and low propensity Democratic voters are acutely concerned about families experiencing more financial stress and uncertainty, mothers or parents not being able to work due to lack of childcare, and children not having access to learning opportunities.

<table>
<thead>
<tr>
<th>% Very Concerned</th>
<th>All</th>
<th>Gender</th>
<th>Gender x Race</th>
<th>PID</th>
<th>Low Prop. Dems</th>
<th>Suburban Wom</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>M</td>
<td>W</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Families experiencing more financial stress and uncertainty*</td>
<td>39</td>
<td>29</td>
<td>47</td>
<td>46</td>
<td>64</td>
<td>47</td>
</tr>
<tr>
<td>Mothers not being able to work due to lack of child care*</td>
<td>37</td>
<td>28</td>
<td>44</td>
<td>41</td>
<td>67</td>
<td>55</td>
</tr>
<tr>
<td>Parents not being able to work due to lack of child care*</td>
<td>37</td>
<td>29</td>
<td>43</td>
<td>36</td>
<td>74</td>
<td>50</td>
</tr>
<tr>
<td>Children not having access to learning opportunities...*</td>
<td>34</td>
<td>28</td>
<td>40</td>
<td>36</td>
<td>72</td>
<td>29</td>
</tr>
</tbody>
</table>

*split sampled

^small sample size on split sampled questions
American Family Plan
Two-thirds to over half of voters find nutrition assistance, paid family and medical leave, quality, affordable child care and early education, improved pay for child care workers, long-term care, and the child tax credit to be important.

Here are elements of the American Family Plan, which is designed to address the impact of the COVID-19 pandemic on people. How important is it to address each item.

<table>
<thead>
<tr>
<th>Element</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanding nutrition assistance, school meal programs, and summer meal programs for children and families</td>
<td>+35</td>
</tr>
<tr>
<td>Providing paid family and medical leave</td>
<td>+32</td>
</tr>
<tr>
<td>Increasing the supply of quality, affordable child care and pre-school education</td>
<td>+35</td>
</tr>
<tr>
<td>Improving pay and training for child care and early education workers</td>
<td>+30</td>
</tr>
<tr>
<td>Expanding access to long-term care through increased investment in home and community-based services</td>
<td>+35</td>
</tr>
<tr>
<td>Extending the expanded child tax credit</td>
<td>+16</td>
</tr>
</tbody>
</table>
These aspects of the American Family Plan are very important to women, including Black women, Latina women, and suburban women, as well as likely 2022 Democratic voters and low propensity Democratic voters.

Here are elements of the American Family Plan, which is designed to address the impact of the COVID-19 pandemic on people. How important is it to address each item.

<table>
<thead>
<tr>
<th>% Very Important</th>
<th>All</th>
<th>Gender</th>
<th>Gender x Race</th>
<th>PID</th>
<th>Low Prop. Dems</th>
<th>Suburban Women</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>M</td>
<td>W</td>
<td></td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Nutrition assistance</td>
<td>39</td>
<td>29</td>
<td>48</td>
<td>43</td>
<td>77</td>
<td>55</td>
</tr>
<tr>
<td>Providing PFML</td>
<td>39</td>
<td>29</td>
<td>46</td>
<td>41</td>
<td>75</td>
<td>54</td>
</tr>
<tr>
<td>Supply of child care and pre-K</td>
<td>38</td>
<td>29</td>
<td>45</td>
<td>41</td>
<td>70</td>
<td>50</td>
</tr>
<tr>
<td>Pay and train child care/ early ed workers</td>
<td>35</td>
<td>25</td>
<td>43</td>
<td>39</td>
<td>69</td>
<td>45</td>
</tr>
<tr>
<td>Long-term care access</td>
<td>33</td>
<td>24</td>
<td>40</td>
<td>37</td>
<td>67</td>
<td>41</td>
</tr>
<tr>
<td>Child tax credit</td>
<td>29</td>
<td>23</td>
<td>34</td>
<td>30</td>
<td>63</td>
<td>40</td>
</tr>
</tbody>
</table>
Most of the American Family Plan policies in the top tier enjoy support from likely 2022 Democrats, low propensity Democrats, Independents, and Republicans. However, Republicans split on addressing health insurance premium reductions and oppose paid family and medical leave by 7 points.

Here are some specific policies that the American Family Plan could include. For each, do you favor or oppose it.

<table>
<thead>
<tr>
<th>Policy</th>
<th>Likely 2022 Democrat</th>
<th>Low Propensity Democrat</th>
<th>Independent^</th>
<th>Republican</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure adequate staffing levels in nursing homes*</td>
<td>91 6</td>
<td>84 10</td>
<td>81 14</td>
<td>73 20</td>
</tr>
<tr>
<td>Ensure people who work in child care earn a living wage and benefits*</td>
<td>91 5</td>
<td>75 15</td>
<td>81 14</td>
<td>60 34</td>
</tr>
<tr>
<td>Child care for older children with disabilities</td>
<td>89 6</td>
<td>81 13</td>
<td>66 22</td>
<td>61 32</td>
</tr>
<tr>
<td>Lower health care costs by making the American Rescue Plan’s health insurance premium reductions permanent</td>
<td>88 6</td>
<td>76 19</td>
<td>64 17</td>
<td>43 44</td>
</tr>
<tr>
<td>Expand access to home and community-based care to help older adults and people with disabilities*</td>
<td>90 6</td>
<td>79 15</td>
<td>67 22</td>
<td>57 33</td>
</tr>
<tr>
<td>Ensure people who work in child care earn a living wage and benefits, based on training and experience*</td>
<td>91 7</td>
<td>82 14</td>
<td>67 16</td>
<td>51 38</td>
</tr>
<tr>
<td>National 12 weeks of paid family and medical leave</td>
<td>87 10</td>
<td>79 13</td>
<td>63 28</td>
<td>43 50</td>
</tr>
</tbody>
</table>

*split sampled
^small sample size on split sampled questions
Likely 2022 Democrats, low propensity Democrats, and Independents favor addressing child care availability in underserved communities and costs for middle-class and low-income families, as well as making pre-kindergarten available to all children ages 3 and 4. While Republicans split on increasing child care access in underserved communities, a majority oppose pre-kindergarten and addressing the costs of child care.

Here are some specific policies that the American Family Plan could include. For each, do you favor or oppose it.

<table>
<thead>
<tr>
<th>Policy</th>
<th>Likely 2022 Democrat</th>
<th>Low Propensity Democrat</th>
<th>Independent^</th>
<th>Republican</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase child care availability in rural and urban communities that do not have enough child care providers</td>
<td>87 8</td>
<td>79 14</td>
<td>64 24</td>
<td>47 44</td>
</tr>
<tr>
<td>Free inclusive pre-Kindergarten for children ages three and four*</td>
<td>79 16</td>
<td>67 20</td>
<td>65 31</td>
<td>43 50</td>
</tr>
<tr>
<td>Free universal pre-Kindergarten for children ages three and four*</td>
<td>83 12</td>
<td>77 19</td>
<td>57 25</td>
<td>33 60</td>
</tr>
<tr>
<td>Child care assistance for middle-class families on a sliding scale based on family income</td>
<td>85 11</td>
<td>73 17</td>
<td>57 34</td>
<td>43 50</td>
</tr>
<tr>
<td>No cost child care for low-income families</td>
<td>82 13</td>
<td>71 23</td>
<td>55 34</td>
<td>32 62</td>
</tr>
</tbody>
</table>

*split sampled
^small sample size on split sampled questions
Across key groups, voters favor a living wage and benefits for child care workers without tying it to training and experience.

<table>
<thead>
<tr>
<th>% Strongly Favor (% Total Favor)</th>
<th>All Voters</th>
<th>Women</th>
<th>Black Women</th>
<th>Latina Women</th>
<th>Likely Dem</th>
<th>Low Prop Dem</th>
<th>Ind^</th>
<th>Suburban Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure people who work in child care earn a living wage and benefits*</td>
<td>52 (77)</td>
<td>58 (80)</td>
<td>82 (91)</td>
<td>62 (88)</td>
<td>68 (91)</td>
<td>61 (75)</td>
<td>58 (81)</td>
<td>56 (79)</td>
</tr>
<tr>
<td>Ensure people who work in child care earn a living wage and benefits, based on training and experience*</td>
<td>46 (71)</td>
<td>54 (73)</td>
<td>81 (96)</td>
<td>56 (71)</td>
<td>68 (91)</td>
<td>66 (82)</td>
<td>38 (67)</td>
<td>52 (75)</td>
</tr>
</tbody>
</table>

*split sampled

^small sample size on split sampled questions
Stances of Members of Congress
By about a two-to-one margin, voters are more likely to vote for their member of Congress if they voted for the American Family Plan or came out in favor of expanding families’ access to high-quality affordable early child care and education.

If your member of Congress voted for the American Family Plan, would that make you more likely to vote for them, less likely to vote for them, or would it not make a difference?*

<table>
<thead>
<tr>
<th>More likely</th>
<th>Less likely</th>
<th>No Difference</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>16</td>
<td>12</td>
<td>13</td>
</tr>
</tbody>
</table>

(+25)

If your member of Congress came out in favor of expanding families’ access to high-quality affordable early child care and education, would that make you more likely to vote for them, less likely to vote for them, or would it not make a difference?*

<table>
<thead>
<tr>
<th>More likely</th>
<th>Less likely</th>
<th>No Difference</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>12</td>
<td>20</td>
<td>9</td>
</tr>
</tbody>
</table>

(+29)

*split sampled
Except for Republicans, voters across demographic and attitudinal subgroups are more likely to vote for their member of Congress if they vote for the American Family Plan and come out in favor of expanding families’ access to high-quality affordable early child care and education. Low propensity Democrats are more likely to vote for their member of Congress if they support these policies.

If your member of Congress voted for the **American Family Plan**, would that make you more likely to vote for them, less likely to vote for them, or would it not make a difference?*

<table>
<thead>
<tr>
<th></th>
<th>More Likely</th>
<th>Less Likely</th>
<th>Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>43</td>
<td>36</td>
<td>+7</td>
</tr>
<tr>
<td>Women</td>
<td>56</td>
<td>16</td>
<td>+40</td>
</tr>
<tr>
<td>Under 50</td>
<td>58</td>
<td>18</td>
<td>+39</td>
</tr>
<tr>
<td>Over 50</td>
<td>44</td>
<td>30</td>
<td>+14</td>
</tr>
<tr>
<td>White</td>
<td>46</td>
<td>27</td>
<td>+18</td>
</tr>
<tr>
<td>Black</td>
<td>76</td>
<td>1</td>
<td>+75</td>
</tr>
<tr>
<td>Latinx</td>
<td>53</td>
<td>29</td>
<td>+23</td>
</tr>
<tr>
<td>White Women</td>
<td>52</td>
<td>16</td>
<td>+36</td>
</tr>
<tr>
<td>Black Women</td>
<td>76</td>
<td>2</td>
<td>+75</td>
</tr>
<tr>
<td>Latina Women</td>
<td>50</td>
<td>26</td>
<td>+24</td>
</tr>
<tr>
<td>Low Propensity Dems</td>
<td>55</td>
<td>19</td>
<td>+37</td>
</tr>
<tr>
<td>Democrat ID</td>
<td>83</td>
<td>4</td>
<td>+79</td>
</tr>
<tr>
<td>Independent ID^</td>
<td>28</td>
<td>23</td>
<td>+6</td>
</tr>
<tr>
<td>Republican ID</td>
<td>21</td>
<td>50</td>
<td>-29</td>
</tr>
<tr>
<td>College</td>
<td>51</td>
<td>30</td>
<td>+21</td>
</tr>
<tr>
<td>Non-College</td>
<td>49</td>
<td>21</td>
<td>+28</td>
</tr>
<tr>
<td>Urban</td>
<td>60</td>
<td>19</td>
<td>+41</td>
</tr>
<tr>
<td>Suburban</td>
<td>48</td>
<td>29</td>
<td>+20</td>
</tr>
<tr>
<td>Rural</td>
<td>43</td>
<td>25</td>
<td>+18</td>
</tr>
<tr>
<td>Suburban Women</td>
<td>57</td>
<td>17</td>
<td>+40</td>
</tr>
</tbody>
</table>

If your member of Congress came out in favor of **expanding families’ access to high-quality affordable early child care and education**, would that make you more likely to vote for them, less likely to vote for them, or would it not make a difference?*

<table>
<thead>
<tr>
<th></th>
<th>More Likely</th>
<th>Less Likely</th>
<th>Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>42</td>
<td>28</td>
<td>+14</td>
</tr>
<tr>
<td>Women</td>
<td>55</td>
<td>15</td>
<td>+40</td>
</tr>
<tr>
<td>Under 50</td>
<td>59</td>
<td>14</td>
<td>+44</td>
</tr>
<tr>
<td>Over 50</td>
<td>43</td>
<td>26</td>
<td>+17</td>
</tr>
<tr>
<td>White</td>
<td>46</td>
<td>24</td>
<td>+22</td>
</tr>
<tr>
<td>Black</td>
<td>66</td>
<td>6</td>
<td>+60</td>
</tr>
<tr>
<td>Latinx</td>
<td>58</td>
<td>16</td>
<td>+41</td>
</tr>
<tr>
<td>White Women</td>
<td>51</td>
<td>19</td>
<td>+33</td>
</tr>
<tr>
<td>Black Women</td>
<td>72</td>
<td>3</td>
<td>+69</td>
</tr>
<tr>
<td>Latina Women</td>
<td>64</td>
<td>4</td>
<td>+59</td>
</tr>
<tr>
<td>Low Propensity Dems</td>
<td>45</td>
<td>23</td>
<td>+22</td>
</tr>
<tr>
<td>Democrat ID</td>
<td>72</td>
<td>5</td>
<td>+66</td>
</tr>
<tr>
<td>Independent ID^</td>
<td>60</td>
<td>10</td>
<td>+50</td>
</tr>
<tr>
<td>Republican ID</td>
<td>21</td>
<td>42</td>
<td>-21</td>
</tr>
<tr>
<td>College</td>
<td>58</td>
<td>19</td>
<td>+39</td>
</tr>
<tr>
<td>Non-College</td>
<td>43</td>
<td>23</td>
<td>+21</td>
</tr>
<tr>
<td>Urban</td>
<td>56</td>
<td>16</td>
<td>+40</td>
</tr>
<tr>
<td>Suburban</td>
<td>52</td>
<td>20</td>
<td>+31</td>
</tr>
<tr>
<td>Rural</td>
<td>40</td>
<td>28</td>
<td>+12</td>
</tr>
<tr>
<td>Suburban Women</td>
<td>59</td>
<td>16</td>
<td>+43</td>
</tr>
</tbody>
</table>

*split sampled

^note small n size
A quarter of Republican women favor their member of Congress if they vote for the American Family Plan and expanding access to high-quality affordable child care and education. Republican women are more evenly split than Republican men between being more or less likely to vote for a member of Congress who votes for the American Family Plan or for expanding families’ access to high-quality affordable child care and education. Republican men are less likely to vote for a member who takes these stances by wide margins.

<table>
<thead>
<tr>
<th></th>
<th>Republican Men</th>
<th>Republican Women</th>
<th>Republican Men</th>
<th>Republican Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>If your member of Congress voted for the <strong>American Family Plan</strong> ...</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>More likely</td>
<td>Less likely</td>
<td>No diff.</td>
<td>Not Sure</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>50</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>31</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>26</td>
<td>20</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>51</td>
<td>17</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>25</td>
<td>34</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>9</td>
<td>4</td>
<td>13</td>
</tr>
</tbody>
</table>

If your member of Congress came out in favor of **expanding families’ access to high-quality affordable early child care and education**...

- More likely: Somewhat more likely to vote for them
- Less likely: Somewhat less likely to vote for them
- No diff.: No change in voting intention
- Not Sure: Do not know how they will vote

*split sampled*
Younger Republicans are also more divided, with a third more likely to vote for their member of Congress if they voted for the American Family Plan, and more than a quarter more likely to vote for their member for supporting access to high-quality affordable child care and education.

If your member of Congress voted for the American Family Plan...

If your member of Congress came out in favor of expanding families’ access to high-quality affordable early child care and education...

<table>
<thead>
<tr>
<th></th>
<th>Republicans Under 50^</th>
<th>Republicans 50+</th>
<th>Republicans Under 50^</th>
<th>Republicans 50+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(-10)</td>
<td>(-40)</td>
<td>(-9)</td>
<td>(-27)</td>
</tr>
<tr>
<td>More likely</td>
<td>33</td>
<td>14</td>
<td>27</td>
<td>18</td>
</tr>
<tr>
<td>Less likely</td>
<td>43</td>
<td>38</td>
<td>36</td>
<td>46</td>
</tr>
<tr>
<td>No diff.</td>
<td>9</td>
<td>13</td>
<td>20</td>
<td>23</td>
</tr>
<tr>
<td>Not Sure</td>
<td>31</td>
<td>14</td>
<td>29</td>
<td>8</td>
</tr>
<tr>
<td>More likely</td>
<td>11</td>
<td>13</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Less likely</td>
<td>13</td>
<td>27</td>
<td>27</td>
<td>23</td>
</tr>
<tr>
<td>No diff.</td>
<td>3</td>
<td>20</td>
<td>29</td>
<td>20</td>
</tr>
<tr>
<td>Not Sure</td>
<td>9</td>
<td>13</td>
<td>16</td>
<td>16</td>
</tr>
</tbody>
</table>

Somewhat more likely to vote for them

Somewhat less likely to vote for them

Much more likely to vote for them

Much less likely to vote for them

^Note small N size

*split sampled
Similarly, a plurality of voters are less likely to vote for their member of Congress if they come out against expanding families’ access to high-quality affordable early child care and education. Again, across all groups except for Republicans, voters are less likely to vote for their member if they take this stance against early child care and education. Low propensity Democrats are less likely to vote for their member if they take this stance.

If your member of Congress came out against expanding families’ access to high-quality affordable early child care and education, would that make you more likely to vote for them, less likely to vote for them, or would it not make a difference?

<table>
<thead>
<tr>
<th></th>
<th>More Likely</th>
<th>Less Likely</th>
<th>Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>32</td>
<td>40</td>
<td>-8</td>
</tr>
<tr>
<td>Women</td>
<td>26</td>
<td>44</td>
<td>-17</td>
</tr>
<tr>
<td>Under 50</td>
<td>32</td>
<td>43</td>
<td>-11</td>
</tr>
<tr>
<td>Over 50</td>
<td>27</td>
<td>41</td>
<td>-15</td>
</tr>
<tr>
<td>White</td>
<td>29</td>
<td>41</td>
<td>-12</td>
</tr>
<tr>
<td>Black</td>
<td>25</td>
<td>53</td>
<td>-28</td>
</tr>
<tr>
<td>Latinx</td>
<td>32</td>
<td>45</td>
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</tr>
<tr>
<td>White Women</td>
<td>25</td>
<td>43</td>
<td>-18</td>
</tr>
<tr>
<td>Black Women</td>
<td>24</td>
<td>52</td>
<td>-28</td>
</tr>
<tr>
<td>Latina Women</td>
<td>32</td>
<td>40</td>
<td>-7</td>
</tr>
<tr>
<td>Low Propensity Dems</td>
<td>28</td>
<td>46</td>
<td>-19</td>
</tr>
<tr>
<td>Democrat ID</td>
<td>25</td>
<td>59</td>
<td>-34</td>
</tr>
<tr>
<td>Independent ID</td>
<td>25</td>
<td>37</td>
<td>-12</td>
</tr>
<tr>
<td>Republican ID</td>
<td>36</td>
<td>26</td>
<td>+10</td>
</tr>
<tr>
<td>College</td>
<td>34</td>
<td>44</td>
<td>-10</td>
</tr>
<tr>
<td>Non-College</td>
<td>25</td>
<td>41</td>
<td>-16</td>
</tr>
<tr>
<td>Urban</td>
<td>31</td>
<td>40</td>
<td>-8</td>
</tr>
<tr>
<td>Suburban</td>
<td>30</td>
<td>45</td>
<td>-16</td>
</tr>
<tr>
<td>Rural</td>
<td>25</td>
<td>40</td>
<td>-14</td>
</tr>
<tr>
<td>Suburban women</td>
<td>26</td>
<td>47</td>
<td>-21</td>
</tr>
</tbody>
</table>

There is less of a difference between Republican men and women, and younger and older Republicans.
Messaging in Support of the American Family Plan
The top tier values statements about the American Family Plan are about values and aspirations but they also are transactional, and they identify the problem that families face when they do not have quality and stable child care.

Here are some statements that people have made about caregiving and the American Family Plan. For each, please rate it on how convincing it is to SUPPORT the American Family Plan on a scale that goes from 0 to 10, where 0 means not convincing at all, and 10 means very convincing, and you can be anywhere in between. [TIER ONE]

Everyone should have the ability to provide for and care for their families*
Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice*
Investing in our children is not a political choice, it is a moral choice*
A quality early educational experience is a good investment in our children and grandchildren*
Many parents have had to choose between caring for their children or going to work, that is wrong, and we can do something about it*
Quality and stable caregiving is critical for people to be able to work outside the home*
Studies have shown that living in poverty under age 5, critical years for brain development, has been shown to have significant negative effects on the long-term well-being of children
Many people have had to choose between caring for their children and aging family members or going to work, that is wrong, and we can do something about it*
In 31 states, infant day care costs more annually than in-state college tuition and there is an urgent need to adopt policies that help families afford high-quality care

*split sampled

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everyone should have the ability to provide for and care for their families*</td>
<td>68</td>
</tr>
<tr>
<td>Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice*</td>
<td>63</td>
</tr>
<tr>
<td>Investing in our children is not a political choice, it is a moral choice*</td>
<td>65</td>
</tr>
<tr>
<td>A quality early educational experience is a good investment in our children and grandchildren*</td>
<td>67</td>
</tr>
<tr>
<td>Many parents have had to choose between caring for their children or going to work, that is wrong, and we can do something about it*</td>
<td>61</td>
</tr>
<tr>
<td>Quality and stable caregiving is critical for people to be able to work outside the home*</td>
<td>66</td>
</tr>
<tr>
<td>Studies have shown that living in poverty under age 5, critical years for brain development, has been shown to have significant negative effects on the long-term well-being of children</td>
<td>63</td>
</tr>
<tr>
<td>Many people have had to choose between caring for their children and aging family members or going to work, that is wrong, and we can do something about it*</td>
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</tr>
<tr>
<td>In 31 states, infant day care costs more annually than in-state college tuition and there is an urgent need to adopt policies that help families afford high-quality care</td>
<td>61</td>
</tr>
</tbody>
</table>

Rated 6-7, Convincing
Rated 8-9, Convincing
Rated 10, Very convincing
Rated 1-4, Not convincing
Rated 0, Not convincing at all

*split sampled
The top messages among key subgroups focus on the needs of families and child care providers, the limitations of the status quo, and the problems that better child care solutions would address.

<table>
<thead>
<tr>
<th>Macro economic impact</th>
<th>Women</th>
<th>Black</th>
<th>Latina</th>
<th>Black Women</th>
<th>Latina Women</th>
<th>Likely 2022 Democrat</th>
<th>Low Propensity Democrat</th>
<th>Suburban Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>A major investment in child care and early learning would create 2.3 million new jobs, as well as opportunities for all kinds of parents and guardians to return to the workforce. This plan would put more people to work, increase wages, and help families make ends meet while providing children with safe and stable learning environments. America needs better child care solutions available to all workers to ensure Americans can put family first and have the full potential to succeed.</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Child care workforce - $10*</th>
<th>Women</th>
<th>Black</th>
<th>Latina</th>
<th>Black Women</th>
<th>Latina Women</th>
<th>Likely 2022 Democrat</th>
<th>Low Propensity Democrat</th>
<th>Suburban Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>After parents, child care providers are some of our children’s first teachers and play a critical role in early childhood education. But unlike other fields, early childhood workers earn an average of only $10 per hour and nearly half of these workers need public assistance to meet their own family needs. If we want the best start for our kids, we need to provide more training and higher pay to recruit and keep the best early child care workers and early educators.</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Impact on women</th>
<th>Women</th>
<th>Black</th>
<th>Latina</th>
<th>Black Women</th>
<th>Latina Women</th>
<th>Likely 2022 Democrat</th>
<th>Low Propensity Democrat</th>
<th>Suburban Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>The inability to find quality, affordable child care is one of the greatest factors limiting women in the workplace. Women are still the primary caregivers for children, and it is difficult for many women to advance in the workplace, get higher wages, or to secure new jobs when they do not have access to reliable child care. Investing in high-quality, affordable child care will help to ensure that women have equal opportunity to succeed at work and with their families.</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Racial and economic justice 2*</th>
<th>Women</th>
<th>Black</th>
<th>Latina</th>
<th>Black Women</th>
<th>Latina Women</th>
<th>Likely 2022 Democrat</th>
<th>Low Propensity Democrat</th>
<th>Suburban Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>No matter where we come from or whether we are Black, brown, or white, most of us work hard for our families. Too many people from all walks of life struggle in different ways to find affordable, quality child care. It is time to join together to fight for our future, just like we won better wages, safer workplaces, and civil rights in our past. Our country needs to build back better together, to provide equal child care opportunities for children of every background, race, and religious belief.</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender neutral child+elder care*</th>
<th>Women</th>
<th>Black</th>
<th>Latina</th>
<th>Black Women</th>
<th>Latina Women</th>
<th>Likely 2022 Democrat</th>
<th>Low Propensity Democrat</th>
<th>Suburban Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>America’s family policies are outdated and shortsighted. How can we expect to have a world-class workforce that can compete in a 24/7 global economy if we don’t give our workforce a chance to succeed? Too often working people are taking care of young children and aging family members while going to work and finding it nearly impossible to make ends meet. America needs better caregiving solutions available to all workers to ensure Americans can put family first and provide for them.</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

*split sampled
Black, Latina, and suburban women and likely 2022 Democrats respond to additional messaging that furthers the rationale for better child care solutions by highlighting the impact of existing shortfalls on families and children and invoking the values of security, prioritizing family, and a better future.

<table>
<thead>
<tr>
<th>Racial and economic justice 1*</th>
<th>No matter where we come from or what our color, most of us work hard for our families. Too many people from all walks of life struggle in different ways to find affordable, quality child care. It is time to join together to fight for our future, just like we won better wages, safer workplaces, and civil rights in our past. Our country needs to build back better together, to provide equal child care opportunities for children of every background, race, and religious belief.</th>
</tr>
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<tr>
<td>Personal economic impact*</td>
<td>Parents want the very best for their kids – and that means child care you can trust. Before the pandemic, problems with child care impacted the employment of nearly 2 million parents of young children. In March 2021, over 6 million people were not working because they were caring for children not in school or daycare. Enabling these families to afford quality child care now will make a huge difference in their economic security for years to come.</td>
</tr>
<tr>
<td>Bright Future</td>
<td>We all have a stake in ensuring the next generation has a bright future. The first five years of a child’s life are critical to their ability to learn social and emotional skills, and for becoming good students later in life. But with high child care costs and the reality of modern work, many families can’t give their children the chances they need early in life. We should help all families find and afford high-quality child care to ensure that every child has the opportunity to succeed.</td>
</tr>
<tr>
<td>People are the Economy</td>
<td>When we were all threatened with a pandemic, the economy collapsed. If COVID revealed anything, it is the people are our economy, and unless families have the support and care they need the economy doesn’t work. This is a once-in-a-generation opportunity to acknowledge the incredible value that caregiving and caregivers add to our economy, help create jobs and employment, and support families. It is time to value people who help us provide care.</td>
</tr>
<tr>
<td>Human Infrastructure</td>
<td>The work of caring for our children and families is some of the most important work in our lives. Affordable, quality child care makes it possible for parents to go out and do what we do every day, knowing that some of the most precious people in our lives are in good hands. And yet, it’s some of the most invisible and undervalued work. It is time to invest in human infrastructure, like expanding affordable, quality child care and early childhood education, which make our lives and economy work.</td>
</tr>
<tr>
<td>Reality v Possibility</td>
<td>Today, no matter how hard we work, and even when we work multiple jobs, many jobs don’t cover our needs – let alone enable our dreams. It is time to do right by those who clock in and out every day to keep America working. Investing in child care will give families the flexibility to make ends meet for their families and help our communities rise out of poverty. We need a secure foundation on which to build a good life for ourselves and our kids.</td>
</tr>
</tbody>
</table>

*split sampled
Questions and Discussion
### Demographics of Voters Nationwide

#### Gender
- Male: 45%
- Female: 55%

#### Age
- Under 30: 14%
- 30-39: 15%
- 40-49: 15%
- 50-64: 27%
- 65+: 29%

#### Race/Ethnicity
- White: 77%
- Black: 9%
- Latinx: 8%
- Asian/Pacific Isl.: 4%
- Native American: 1%
- Middle Eastern: 0%
- (other): 1%

#### Marital Status
- Married: 61%
- Unmarried w/ partner: 7%
- Single: 20%
- Separated/Divorced: 7%
- Widowed: 5%

#### Parental Status
- Yes, under 18: 28%
- Yes, over 18: 43%
- All yes: 66%
- No: 33%
- PNS: 1%

#### Education
- 1-11th grade: 1%
- HS/GED: 16%
- Vocational or Technical: 4%
- Some College: 22%
- Associate Degree: 15%
- 4-year/Bachelor’s: 27%
- Grad or Advanced Degree: 16%

#### Party Identification
- Democrat: 45%
- Independent: 12%
- Republican: 40%

#### 2020 Vote History
- Donald Trump: 38%
- Joe Biden: 55%
- Third Party: 3%
- Did not Vote: 2%
- PNS: 2%

#### Area Live In
- Large City: 17%
- Smaller City: 12%
- Suburb near a city: 46%
- Small town: 11%
- Rural area: 15%

#### Household Income
- Below $50 K: 36%
- Above $50 K: 62%
- Not Sure/PNS: 3%

#### Age of Youngest Child
- 0-5 years: 34%
- 6-10 years: 25%
- 11-14 years: 21%
- 15-17: 19%

#### Region
- New England: 5%
- Middle Atlantic: 12%
- East North Central: 16%
- West North Central: 7%
- South Atlantic: 21%
- East South Central: 6%
- West South Central: 9%
- Mountain: 8%
- Pacific: 16%

#### Householder INCOME
- Below $50 K: 36%
- Above $50 K: 62%
- Not Sure/PNS: 3%