



DEMOCRACY CORPS
CARVILLE ♦ GREENBERG



The key role the Child Tax Credit can play

New survey of nation, battleground and competitive CDs

June 4-12, 2022

CAMPAIGNS

CORPORATIONS

ADVOCACY

WORLDWIDE

The survey methodology

Democracy Corps conducted a national web survey among 2,050 registered voters from June 4 to June 12, 2022. The data includes special base sample of 1,500 registered voters with a breakout of state battlegrounds and an oversample of 526 registered voters matched to the voter file in the 27 most competitive districts that will be central to which party has control after the 2022 elections.

These districts include AZ-02, AZ-04, CO-08, IL-17, IA-03, MA-2, MI-03, MI-07, NE-02, NV-01, NV-03, NV-04, NJ-07, NM-02; NC-13, NC-01, OH-13, OH-01, PA-07, PA08, RI-02, TX-15, TX-28, VA-02, and WA-08. The oversample data are statistically weighted to ensure the sample's regional, age, and gender composition reflects that of the estimated registered voters in the United States.

The total data set of 2,050 registered voters (1,500 base sample plus 526 oversample of voters in select Congressional House districts) were weighted down to an effective sample size of 1,000, nationally representative of registered voters. Additionally, the data were weighted to an average of recent phone polls (or moving norm) on core cultural thermometers, and the 2020 vote was weighted to the moving norm among white working class men and women, Black, Hispanic, and AAPI voters.

The total sample of 2,050 Registered Voters (1,000 Weighted) includes:

- 526 Registered Voters in Battleground States CDs (Oversample)
- 407 parents
- 198 Black Voters
- 168 White working Class Women under 50



Web survey weighted to recent phone poll on cultural thermometers, and 2020 vote by white working class weighted to match Catalist analysis.

METHODOLOGY – KEY WEIGHTING STEPS

Weighting to phone polls: The web survey requires a recent phone survey that includes core demographic and ideological questions, including key thermometer measures, and is used to compare and apply political and cultural weights to the web survey results to offset bias of online sample.

- We first applied standard gender, region, race and age weights to match Catalist counts for registered voters in this battleground.
- We then weighted white college/non-college to match proportions from the Catalist 2020 election analysis (44% white non-college, 28% white college).
- We often weight web surveys to match the short phone survey as needed on ideology, and vote or presidential job approval—**after first weighting the cultural thermometers to match our phone survey. In this web survey, we weighted cultural measures halfway to the recent phone poll to offset cultural bias.**
- Additionally, after cultural weights, the recalled 2020 vote was weighted within working class women and white working class men, to match to Catalist post-election analysis—**ensuring we have the correct share of white non college, and the real recalled 2020 vote for both men and women.**

Key findings

- 2022 is a tough year where Democrats are behind in the generic vote (-2) and enthusiasm (-4) in this large national, battleground and CD survey. In this hard simulated campaign, the Democrats remain behind because they don't sound discontented with the state of the economy, aren't helping with the cost of living and aren't yet offering yet a larger message, attacks, and contrast that would shift the race.
- But this surveys shows the Democrats can gain with major groups by spotlighting the Child Tax Credit, along with raising the assault weapon purchasing age, abortion, and other issues. These issues are additive, each potentially moving more and more base and target working class groups a few points toward the Democrats.
- You will see the Child Tax Credit is very important to CTC recipients who are 15 percent of the electorate; parents are fully 25 percent. In the base, Blacks form 12 percent and Hispanics, 11 percent of all voters. And one in ten voters are white working class women under 50 years of age. Highlighting the CTC pushes up Democratic votes for all.
- The best description of the Child Tax Credit is ***“a higher tax credit each month that gives tax relief to poor, working and middle class families with children.”***
- The Child Tax Credit gets a net positive rating of 10 points, putting it in the mid range of other American Rescue Plan policies. Obamacare subsidies had the highest (+22), K-12 support and food stamps (+16), and CTC (+10). The Child Tax Credit was 12-points above the the generic vote. The student debt freeze and eviction moratorium were close to that vote margin, by contrast.



Key findings

- Among the key groups, the Child Tax Credit is favored by about a 30–40-point margin, especially Blacks (50 percent warm and 22 percent cool), CTC recipients (61 to 21 percent), white millennials & Gen Z voters (52 to 15 percent), and under 50 white working class women (59 to 13 percent). Democrats are losing the vote to under 50 white working class women by 23 points, but they are warm to the Child Tax Credit by a net +46 points.
- While infrastructure and health policies are the top two Democratic policies for all voters, the Child Tax Credit is ***the most popular*** for the Democratic base of Blacks, Hispanics, and millennials/Gen Z and targets of under 50 white working women, parents, and the CTC recipients.
- The failure to raise the age for assault weapons now animates voters as never before, along with making abortion illegal. But ending the Child Tax Credit and raising taxes and poverty matches the level of anger for assault weapons among under 50 white working class women, parents, and CTC recipients. The Child Tax Credit will need to be central to the Democrats' attack – alongside assault weapons and abortion. They animate different groups and are reinforcing.
- The Child Tax Credit has such resonance because this research shows, “it helped families keep their heads above water financially, reducing reliance on payday loans, pawn shops, and even selling their blood plasma” and that recipients “spent 90 percent of the money on food, utilities, shelter, clothing, diapers or education.”
- With over 70 percent of parents in the 30 battleground districts aware the Child Tax Credit has ended; Democrats need to wake up and put it in its overall messaging for the campaign.
- The presentation ends with an example of just such a message.



Message language

- The higher tax credit a month that gives tax relief to poor, working and middle class families with children
- (CHILD TAX CREDIT) Increased the Child Tax Credit for families with children to \$250 per child for those 6 to 17 years and to \$300 per child for those under six and paid monthly into their own bank account. They increased the number of families eligible, cut taxes for nearly all working families with children, and lifted 4 million children out of poverty.
- (CTC TAX) Every Republican in Congress voted against the increased and expanded Child Tax Credit that gave monthly checks to working families with kids and was a lifeline for so many people, helping them put food on the table, pay for child care, and more. They pledge now to never allow it to become law again. That raises taxes on virtually every working family.
- (CTC POVERTY) The increased and expanded the Child Tax Credit gave monthly checks to working families with kids and was a lifeline for so many people, helping them put food on the table, pay for child care, and more. Every Republican in Congress voted against it. They pledge now to never allow it to become law. That will put at least 4 million kids back into poverty.
- (ABOVE WATER) Helped families keep their heads above water financially, reducing reliance on payday loans, pawn shops, and even selling their blood plasma.



The tough 2022 starting point



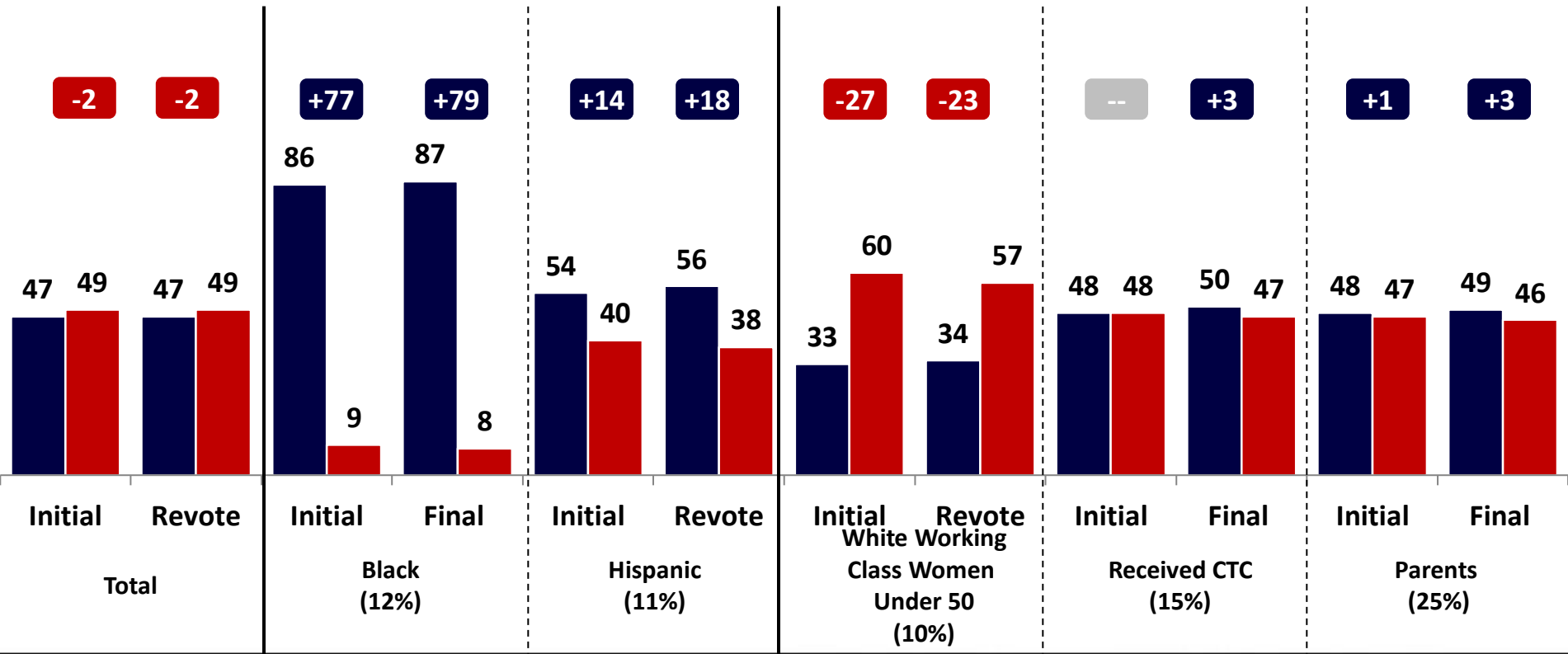
Democrats down 2 points in 2022 election, though Child Tax Credit an important help if made more central to policy offer and message

Even though it is a long way off, thinking about the election for Congress in your district in November 2022, will you vote for – the Democratic candidate or the Republican candidate?

2022 CONGRESSIONAL BALLOT SHIFT

2022 Battleground Voters

■ Democratic Candidate ■ Republican Candidate



The Child Tax Credit

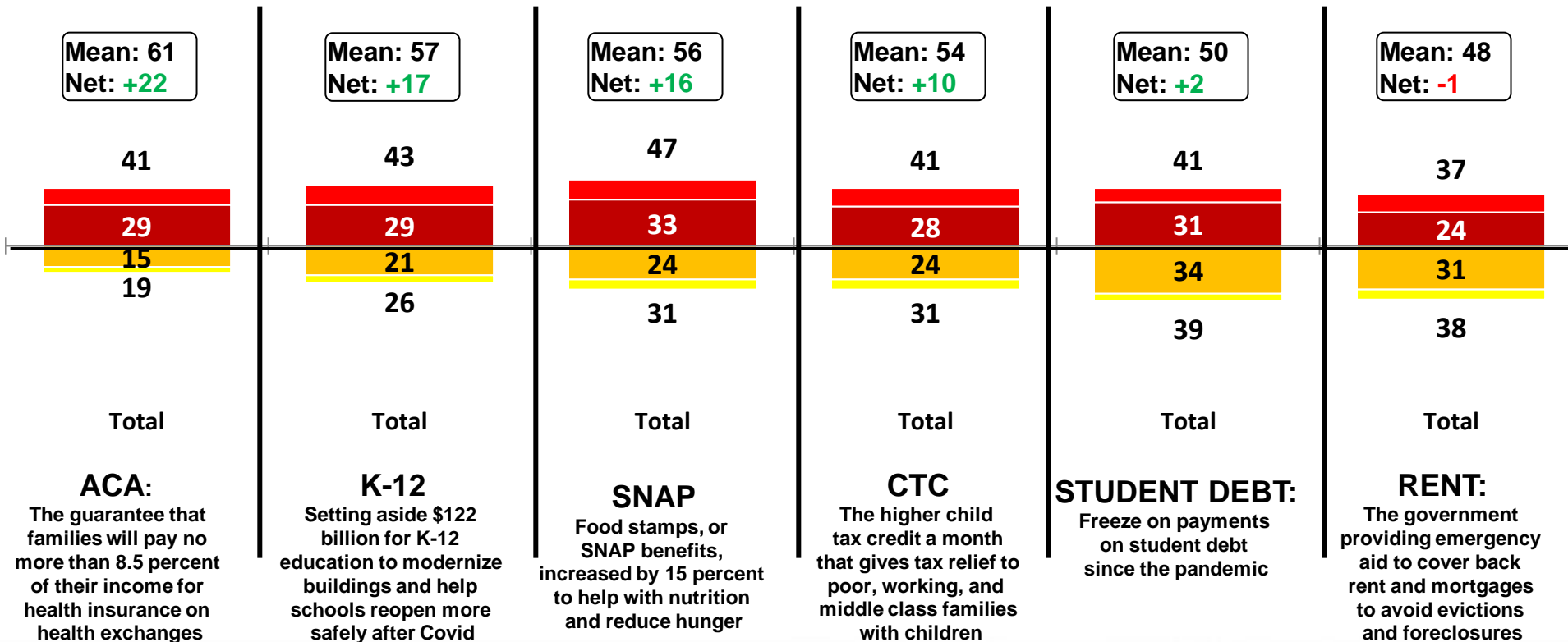


ARP: most popular policies were ACA premiums, money for K-12, raised SNAP benefits and the child tax credit – a +10 positive in an election GOP ahead by 2.

Now, I'd like you to rate your feelings toward some people, organizations, and ideas, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

THERMOMETERS REGISTERED VOTERS

■ Somewhat Cool (26-59) ■ Very Cool (0-24) ■ Somewhat Warm (51-74) ■ Very Warm (76-100)

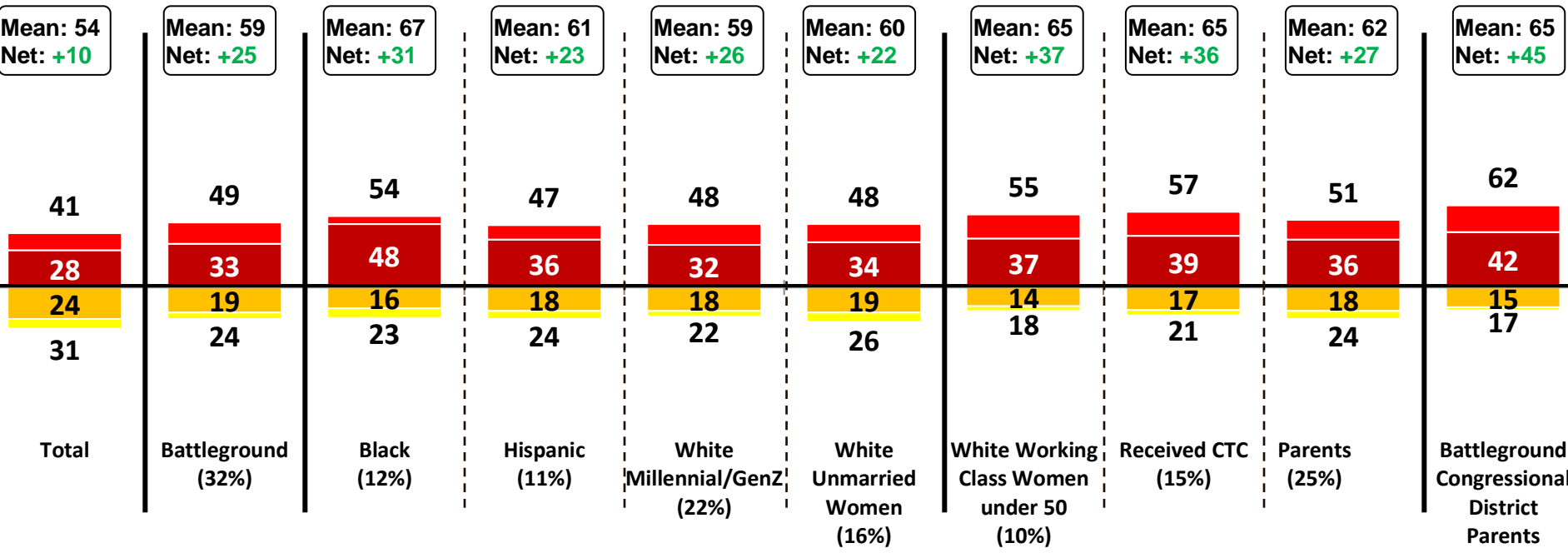


But the CTC intensely popular in battleground, base of Blacks, Hispanics, Millennials/GenZ but even more so with recipients, parents & under 50 white wwc

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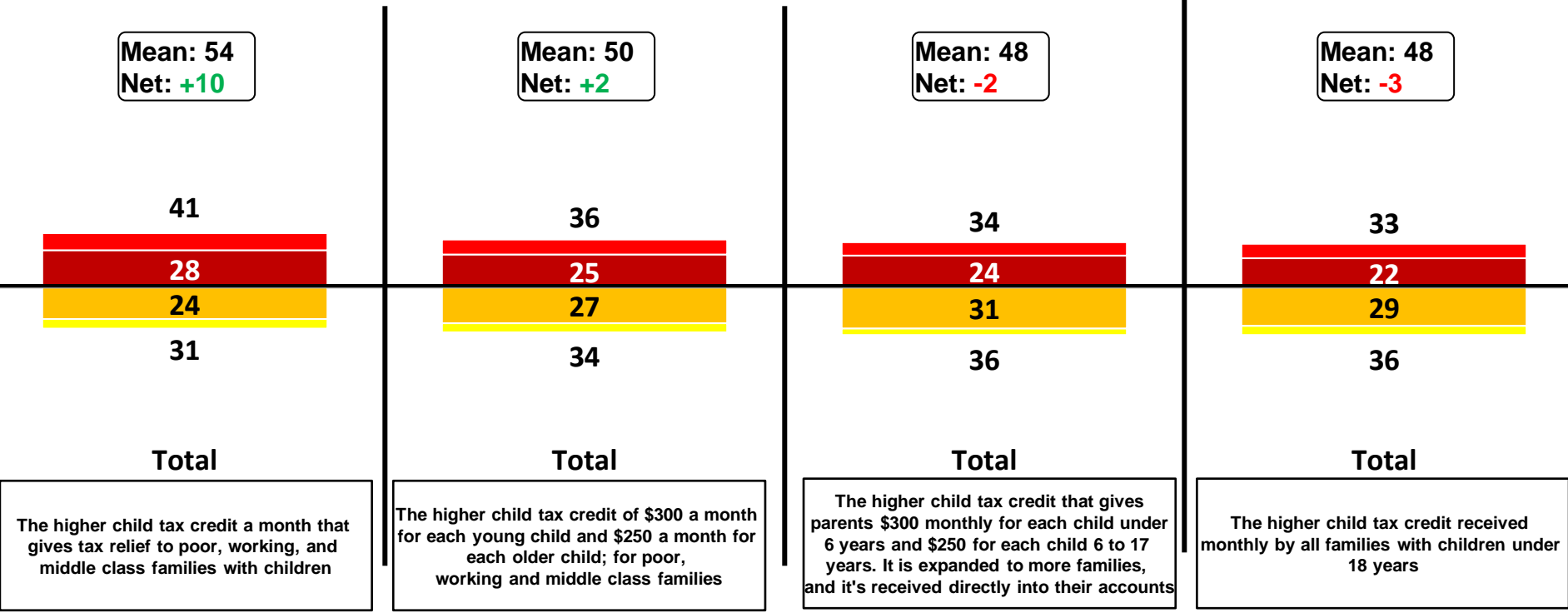
The higher child tax credit a month that gives tax relief to poor, working, and middle class families with children

Reactions to describing the amount of money received pushes gut reaction to parity, but support goes to net +40 with some targets

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THERMOMETERS REGISTERED VOTERS

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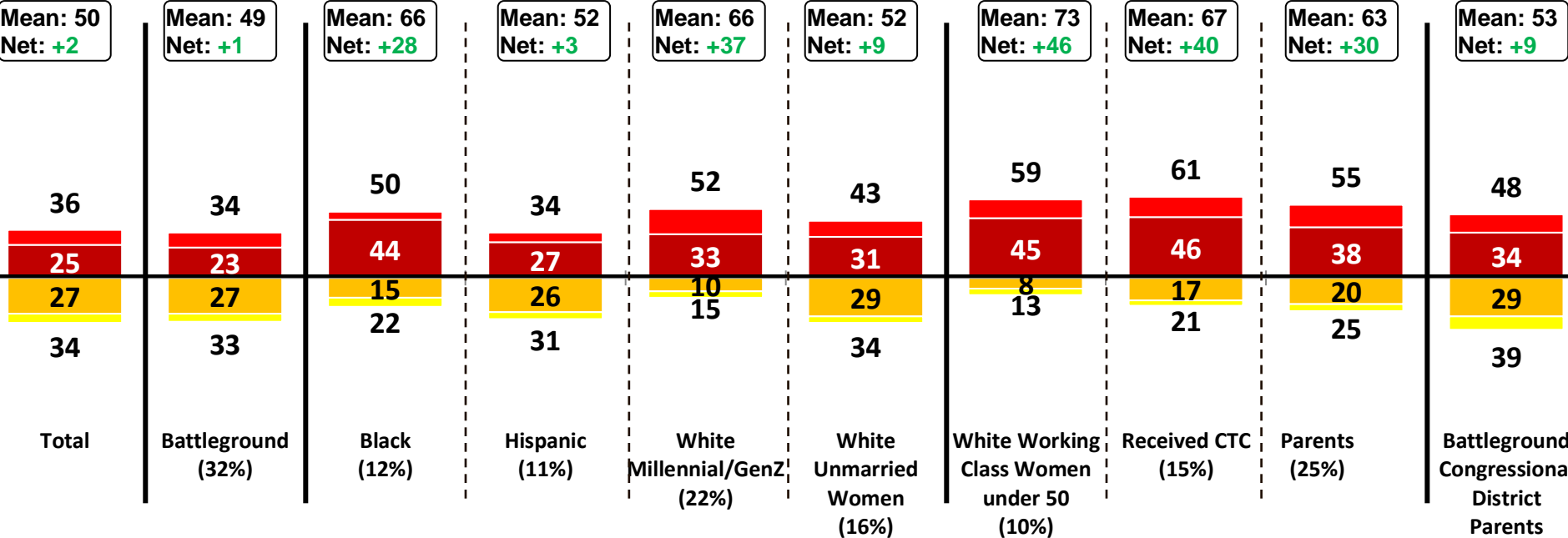


With description, support with white millennials/GenZ, under 50 white working class women, and those receiving the CTC hitting the net +40 mark

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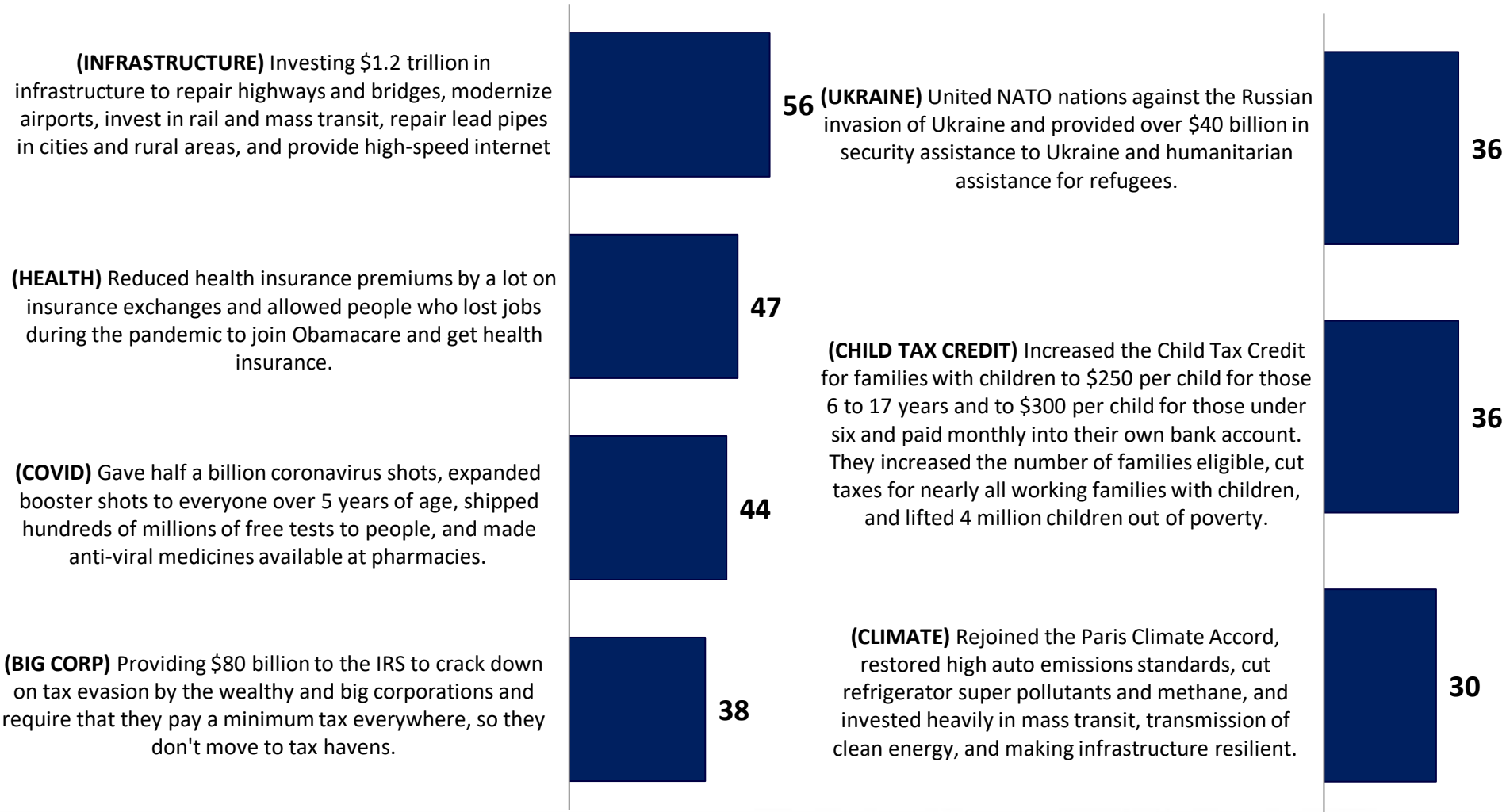
The higher child tax credit of \$300 a month for each young child and \$250 a month for each older child; for poor, working and middle class families

Biden's policy agenda



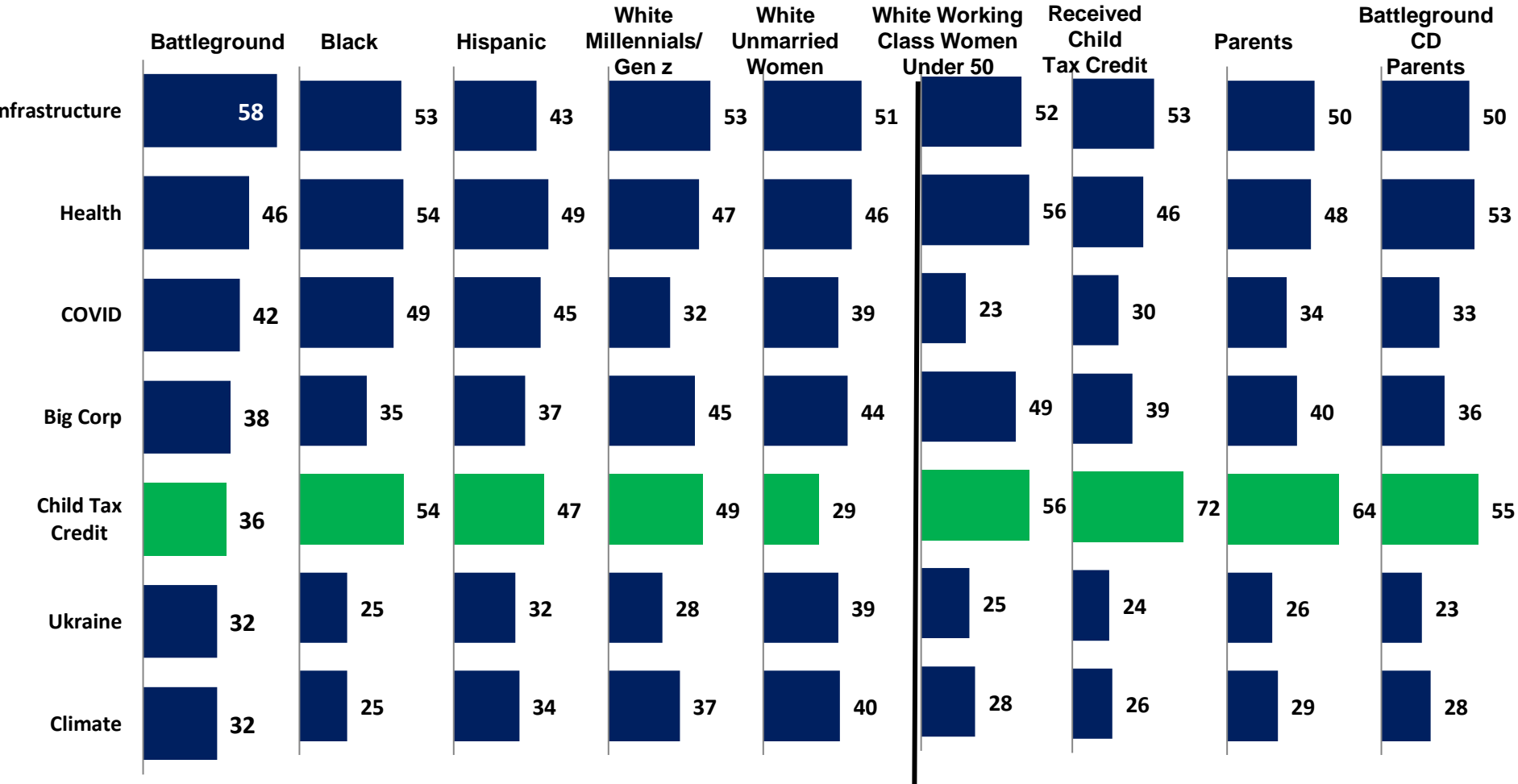
Biden and Democrats' most popular policies were infrastructure and health care

Now, please read the following list that describes what President Biden and the Democrats in Congress are passing or have passed. Which THREE are most important for you?



But for the Democratic base and the target white working class, as well as recipients and parents, the Child Tax Credit was the top

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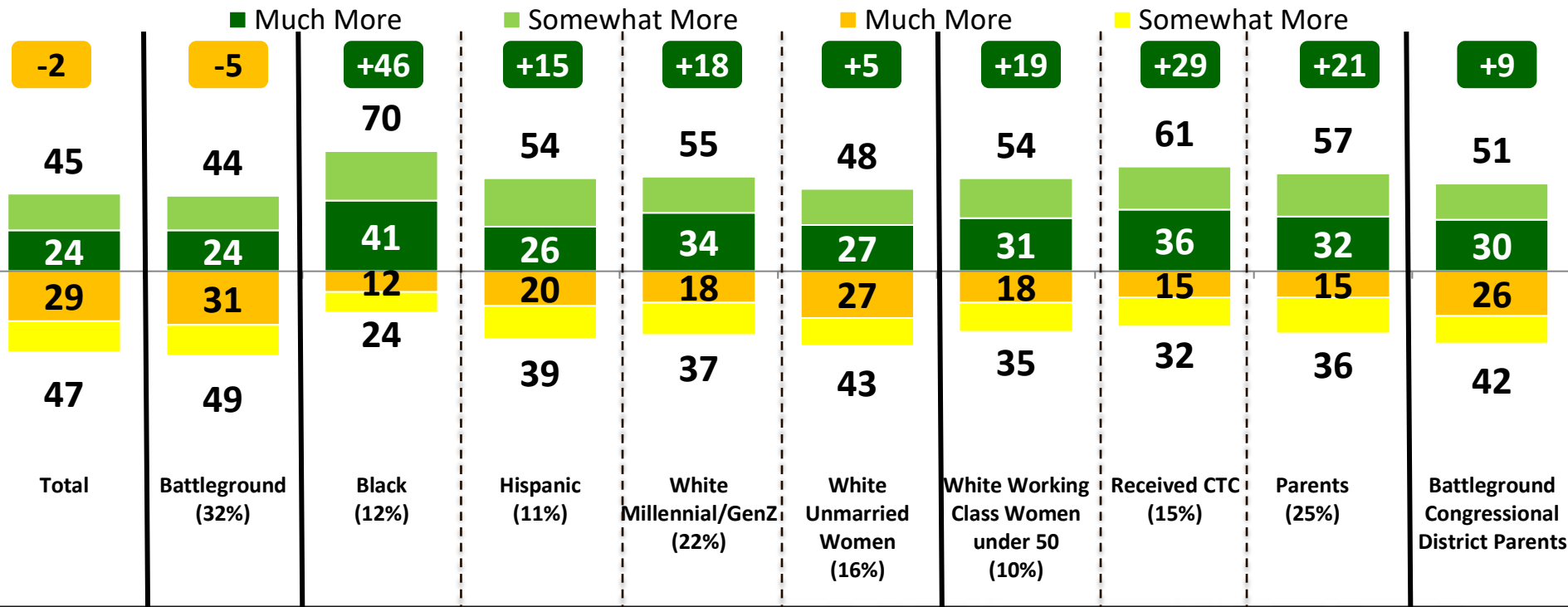


When attacked as making children dependent on government, both base and working class targets become more supportive

Which one of the following statements comes closer to your point of view, even if neither is exactly right?

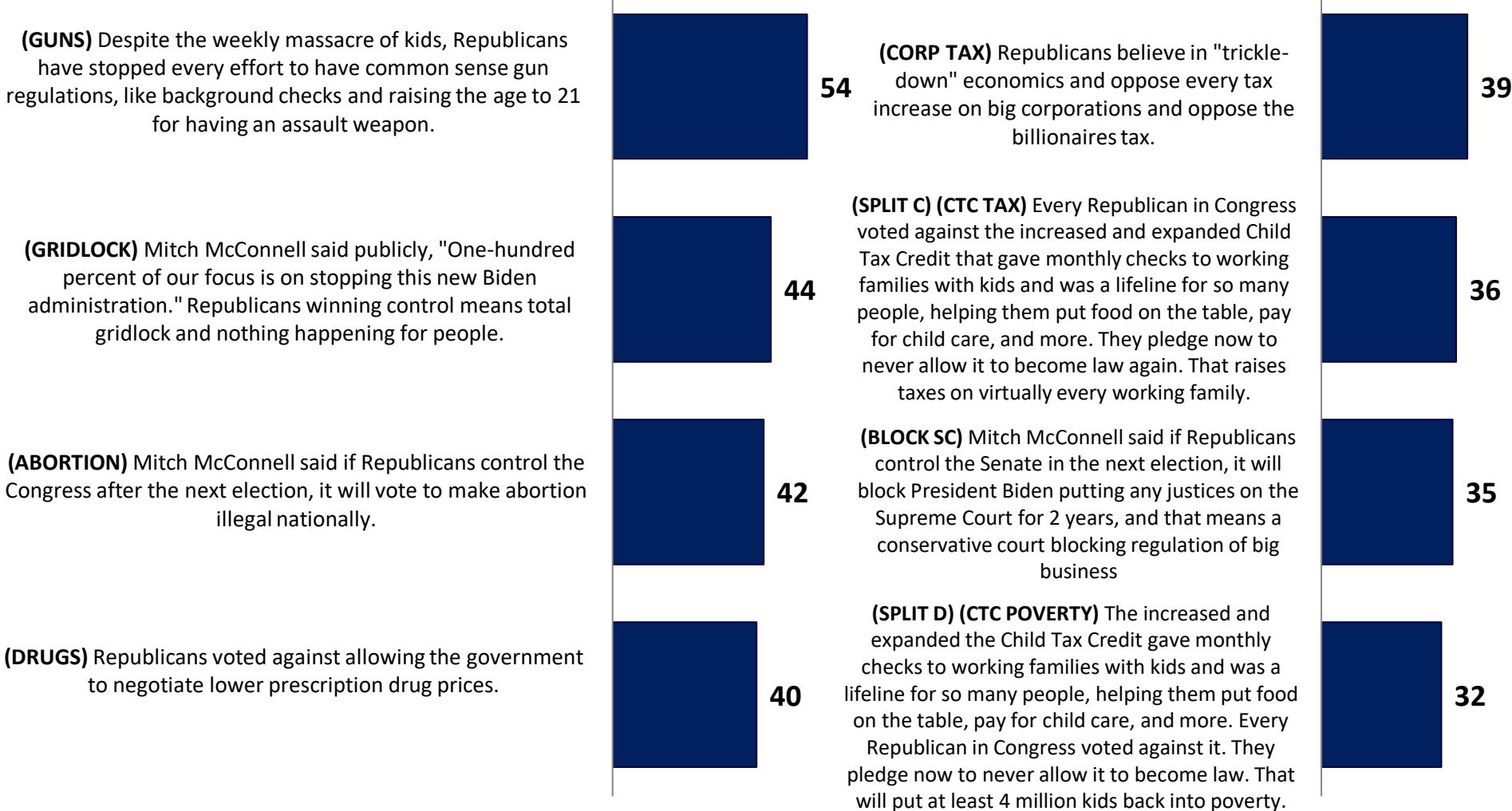
I like the new expanded child tax credit that is deposited monthly into each family's bank account, \$300 per month if they have kids under 6 and \$250 per month if they have kids 6 to 17 years old. It is the largest ever single-year tax cut for families with children and helps virtually every working family with kids deal with the high cost of raising kids, buying essentials and paying taxes.

I don't like the expanded child tax credit because it is a huge increase in government and government spending and explodes the federal deficit. It is a handout that will make children dependent on the government and many parents will turn down work. It is paid for by a method that will produce a lot of fraud, costing taxpayers billions of dollars.



Strongest attack on Republicans begins with not raising age for assault weapons. Gridlock & abortion also animating

Now you will read some things Democratic critics are saying about the Republicans in Congress. Please pick the THREE that raise the most doubts in your mind about Republicans.

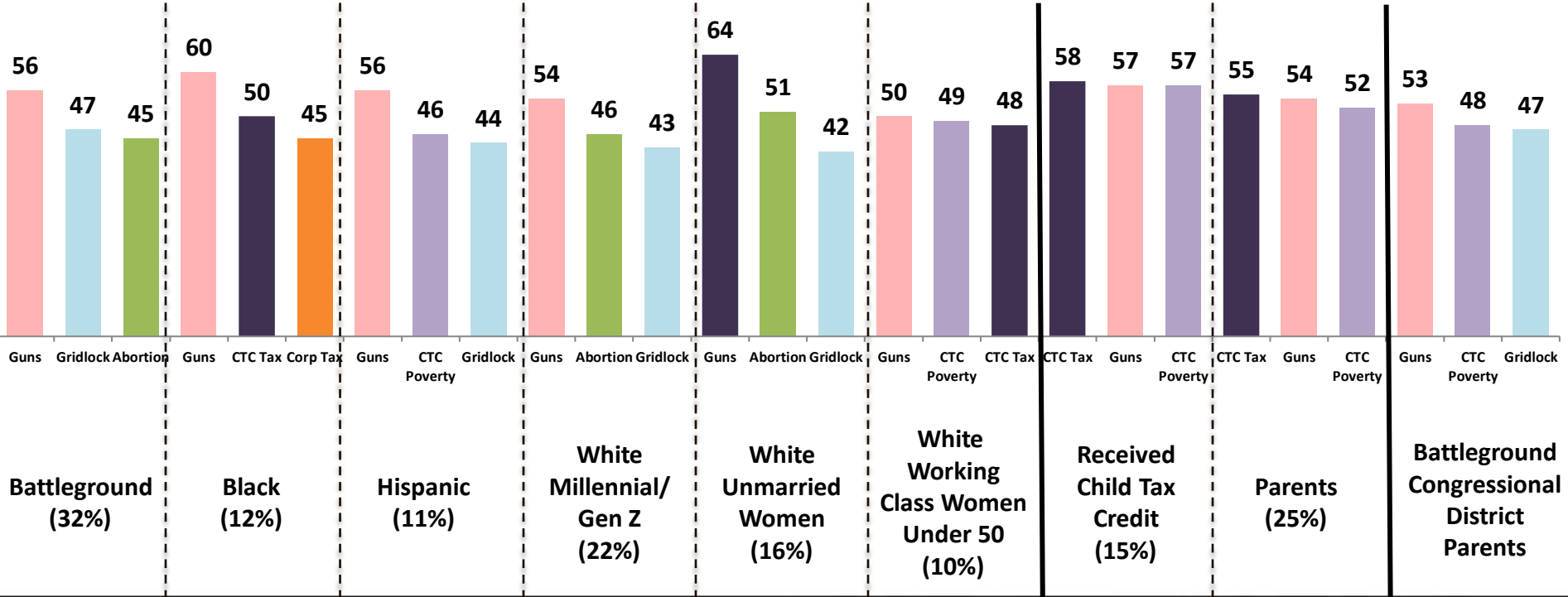


Not lifting assault weapon age off the chart for all base groups, with abortion 2nd. But CTC (both tax and poverty) matches guns for recipients, under 50 white wc women & parents

Now you will read some things Democratic critics are saying about the Republicans in Congress. Please pick the THREE that raise the most doubts in your mind about Republicans.

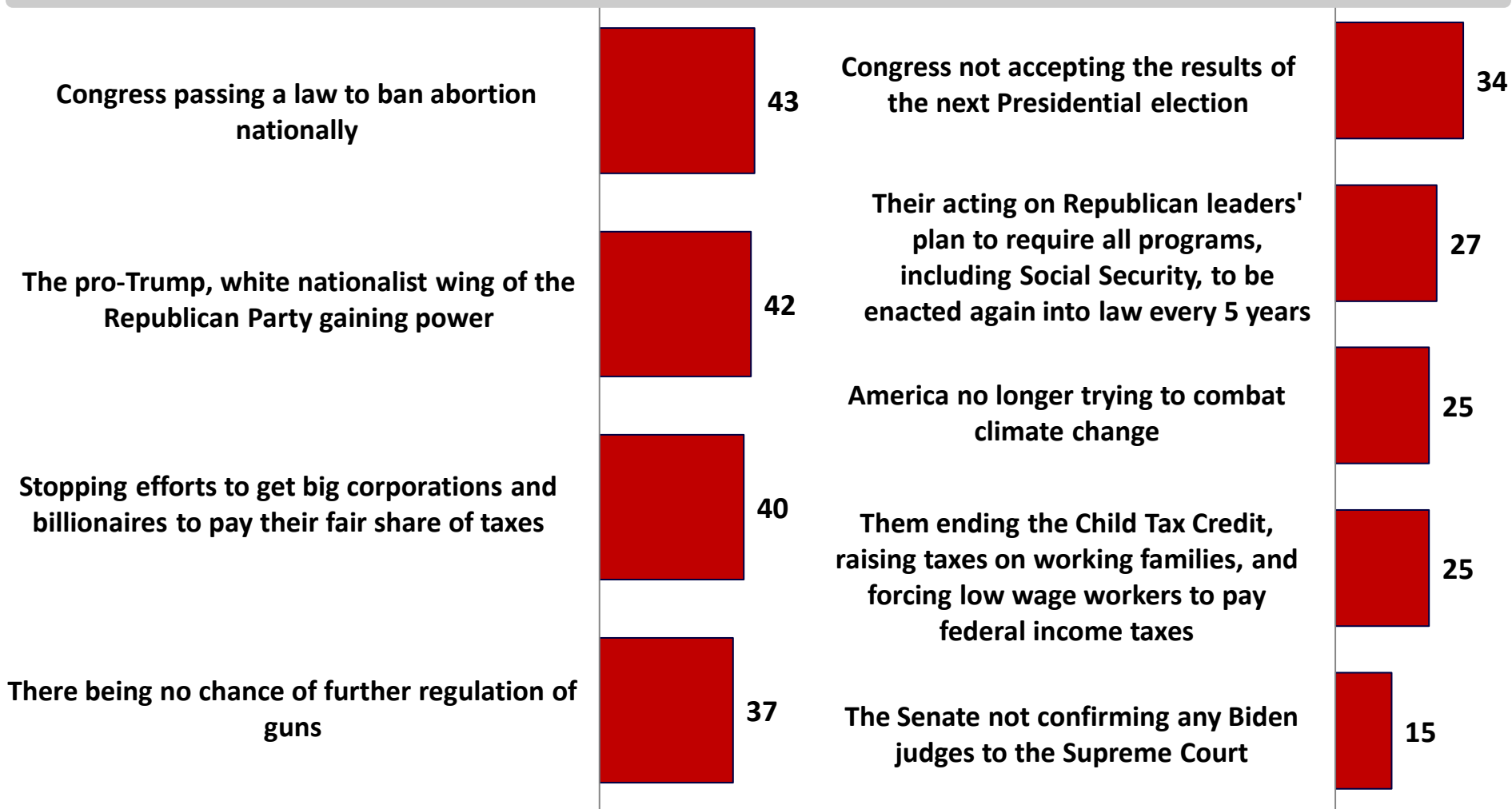
(SPLIT C) (CTC TAX) Every Republican in Congress voted against the increased and expanded Child Tax Credit that gave monthly checks to working families with kids and was a lifeline for so many people, helping them put food on the table, pay for child care, and more. They pledge now to never allow it to become law again. That raises taxes on virtually every working family.

(SPLIT D) (CTC POVERTY) The increased and expanded the Child Tax Credit gave monthly checks to working families with kids and was a lifeline for so many people, helping them put food on the table, pay for child care, and more. Every Republican in Congress voted against it. They pledge now to never allow it to become law. That will put at least 4 million kids back into poverty



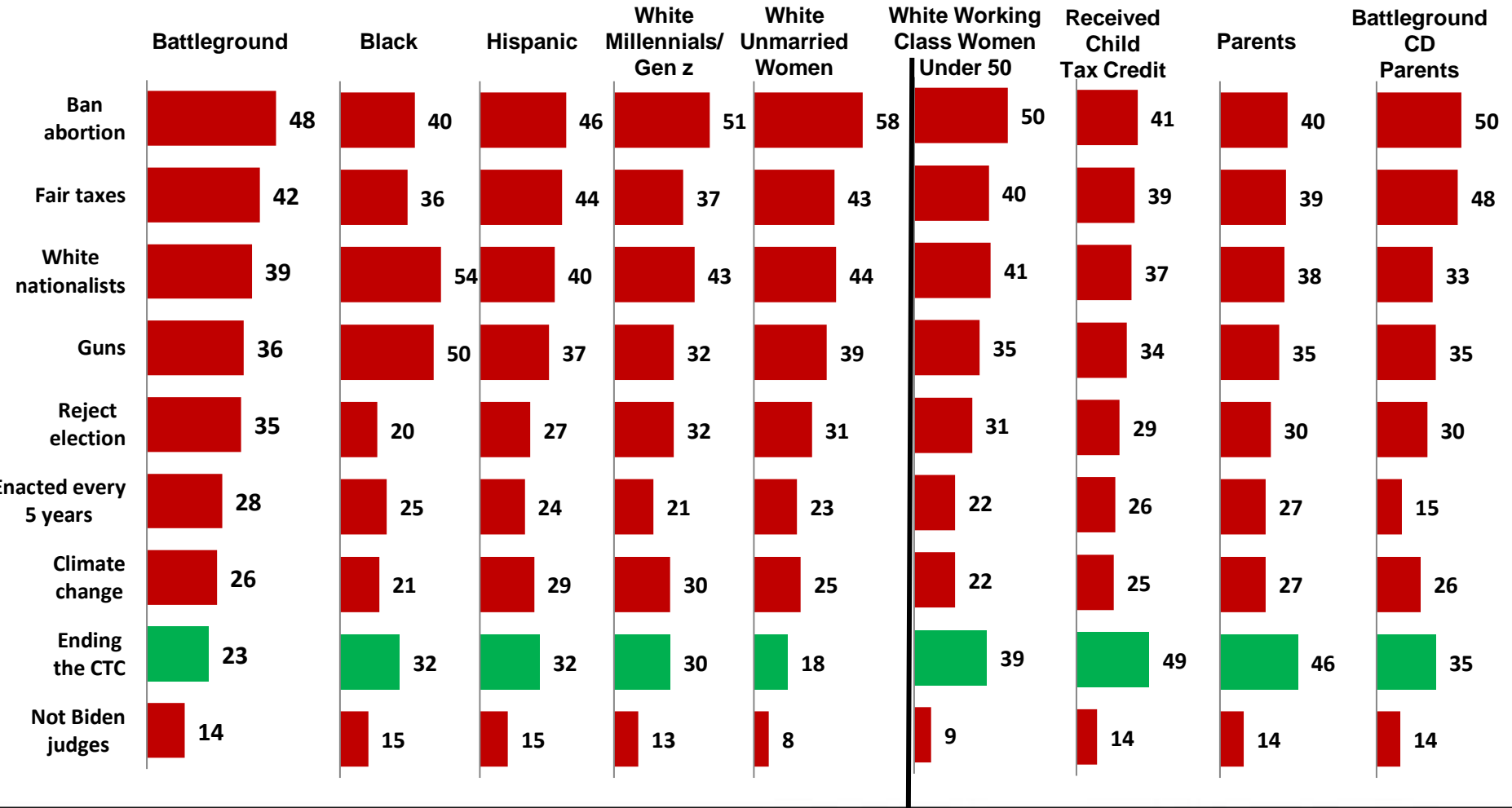
Prospect of Republican control raises worry about abortion being banned, white nationalists triumphing, and billionaires not paying fair share of taxes

Imagine that Republicans are going to win back control of the U.S. Senate and Congress, which **THREE** of these would upset you the most?



Abortion, guns, and white nationalists are a big risk with Republicans winning control, but ending CTC top for recipients and parents

Imagine that Republicans are going to win back control of the U.S. Senate and Congress, which THREE of these would upset you the most?

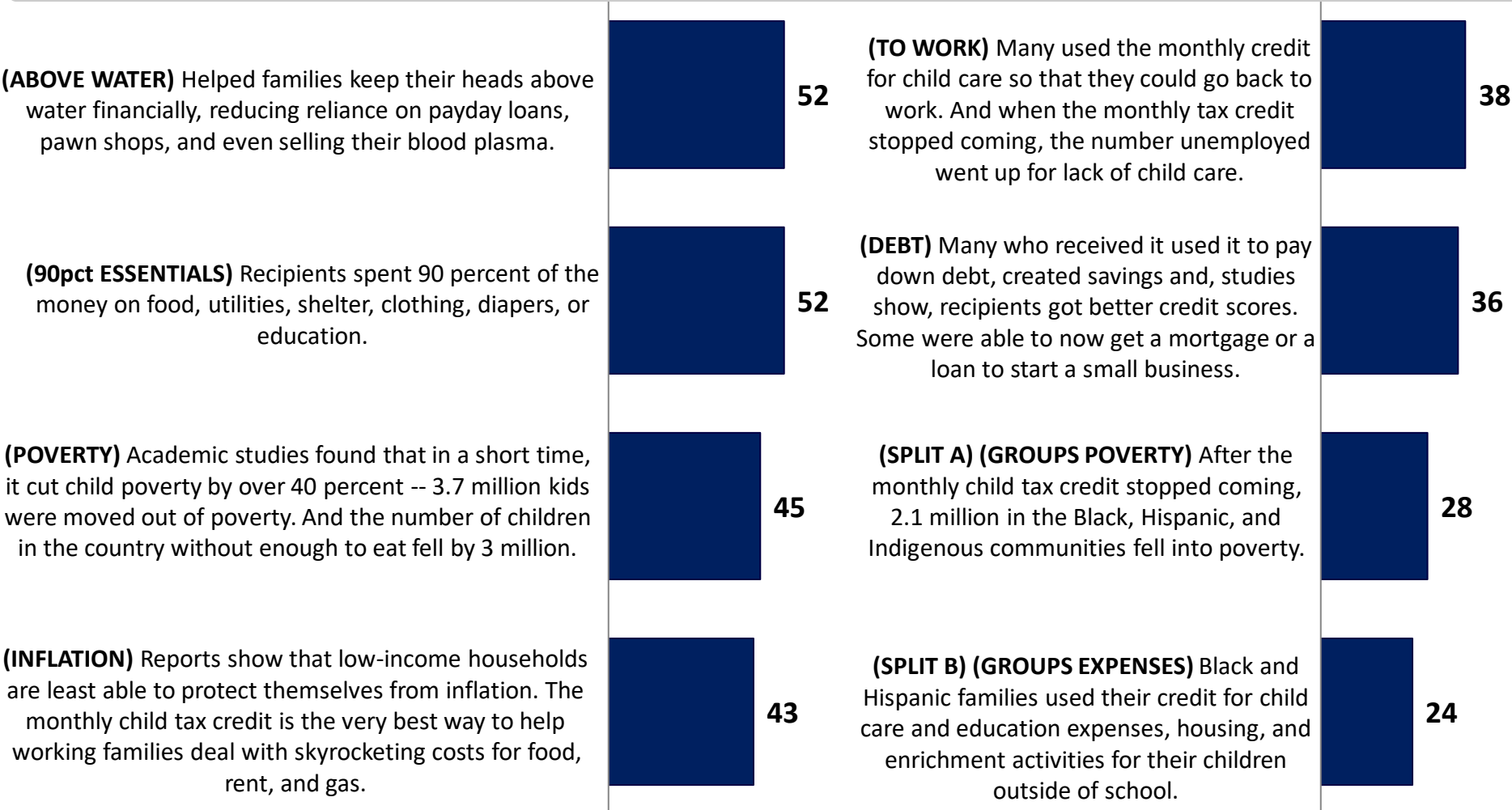


Messaging the Child Tax Credit



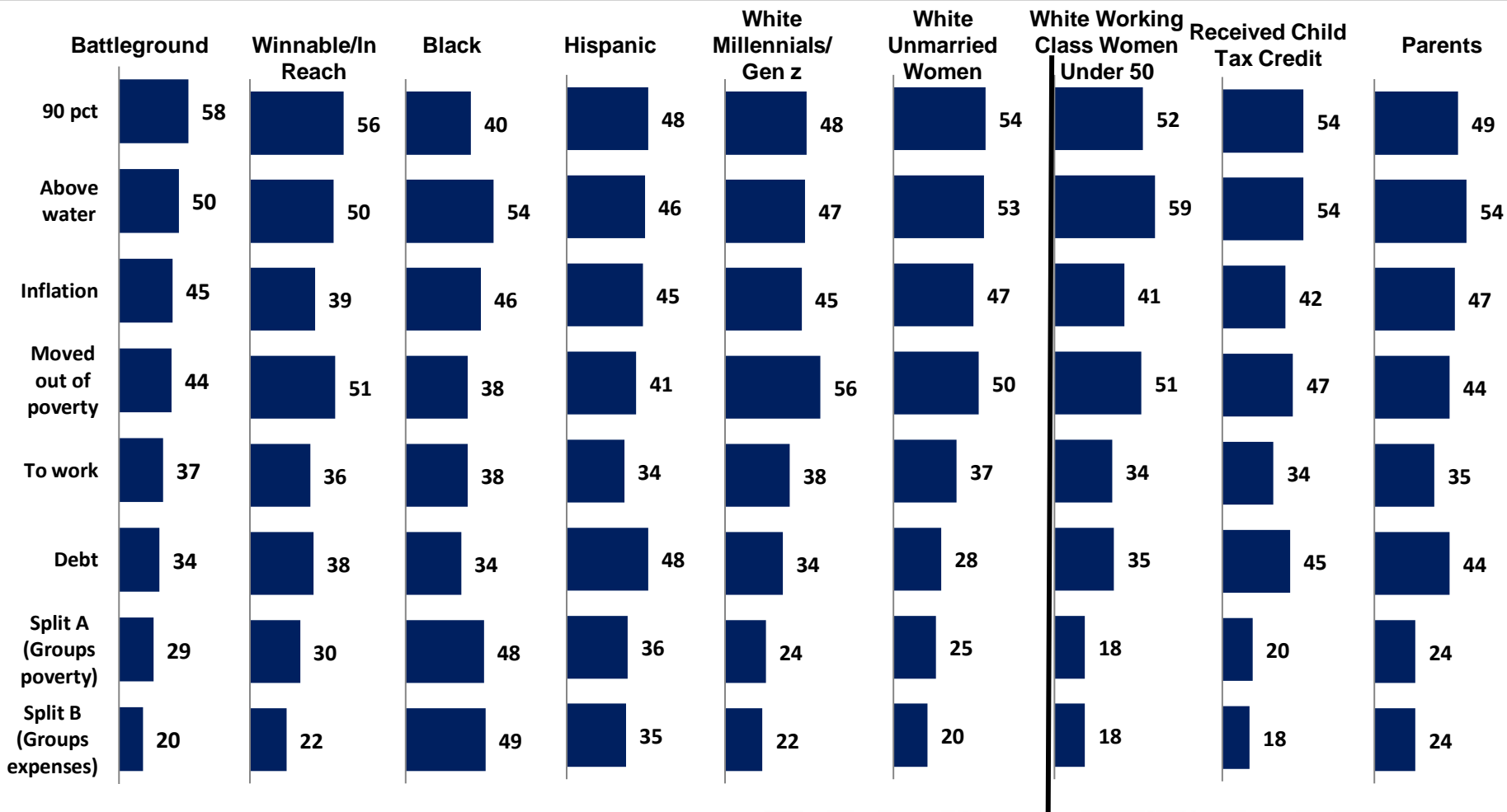
What happened with the CTC in place? Helped families stay above water and 90% used for essentials

Below are some statements about what happened when the Child Tax Credit was in place. Please pick the 3 that are the most important for you.



What happened when the CTC was in place? Keeping head above water runs across recipients and parents

Below are some statements about the child tax credit policy. Please pick the 3 that are the most important for you.



Macro benefits: cuts in poverty, long-term and 10 to 1 investment

Below are some statements about the child tax credit policy. Please pick the 3 that are the most important for you.

(CUTS POVERTY) The biggest benefit is that it dramatically reduces poverty for low and moderate income families, as well as child poverty. It usually cuts it in half.



(84 CENTS) The taxpayers actually get back 84 cents for every dollar spent in children being healthier with decreased health care costs, less costs for child protection and foster care, and higher wages and taxes paid.



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(LONG TERM) The child allowance also improves infant and maternal health, produces better school performance and college enrollment, increased wages, and raises pension and Social Security benefits.



(WORK CANADA) It has worked in Canada, with a very similar economy and living standard, where it was introduced about 5 years ago. It reduced child poverty by 40 percent and helped families deal with inflation.



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(10 TO 1) The expanded child allowance is an investment that pays off ten-fold, according to studies, as children get more education and training, there is less crime, parents earn more money and pay more taxes, and people are healthier and live longer.



(OTHER NATIONS) The expanded Child Tax Credit is new for the United States, but it now joins Canada, Germany, Ireland, Poland, Austria, France, and many other countries in having a universal child benefit.

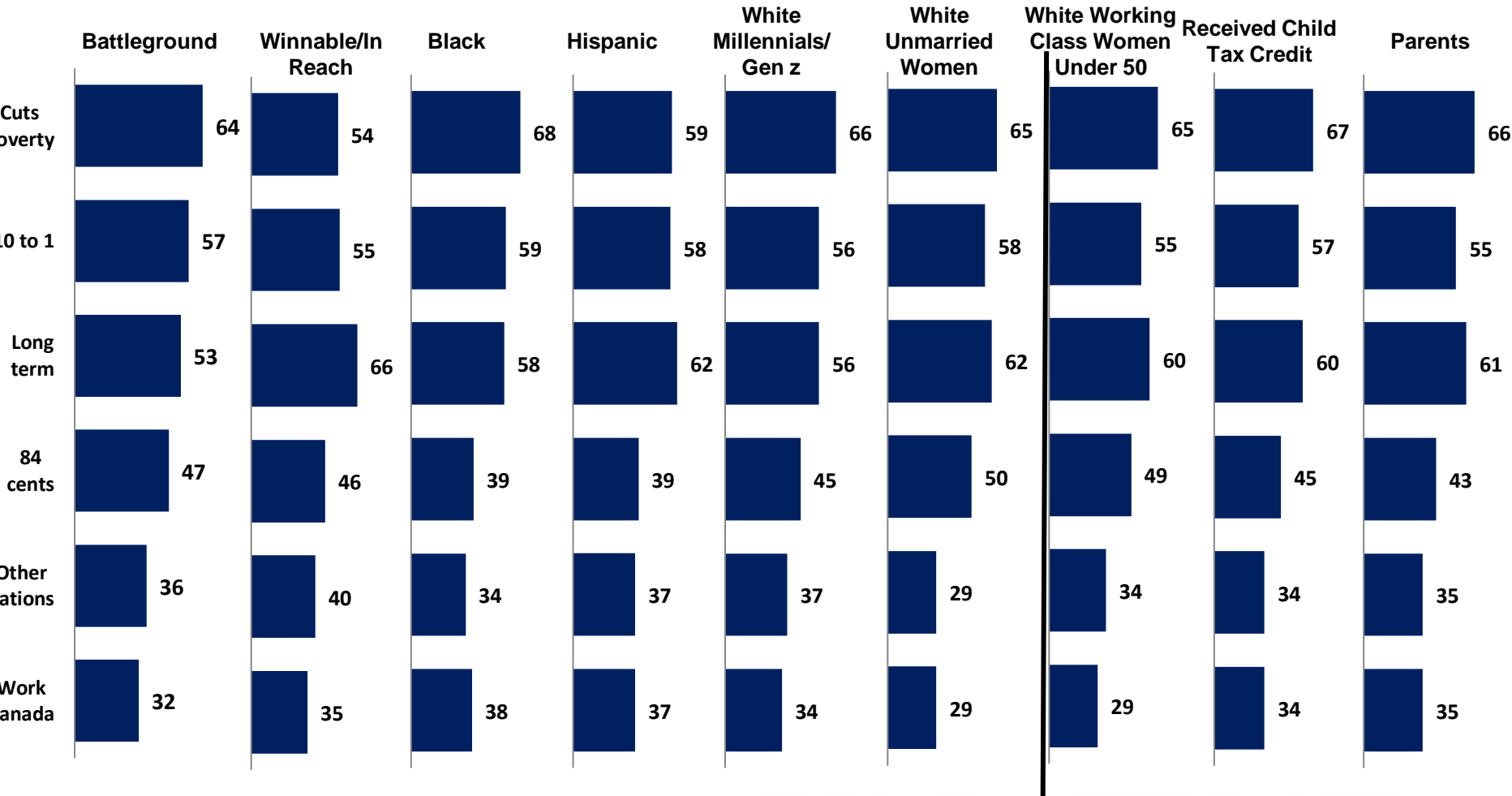


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Macro benefits? Most important are cuts in poverty.

Below are some statements about what happened when the Child Tax Credit was in place. Please pick the 3 that are the most important for you.



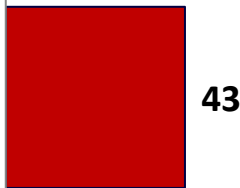
Conservative attacks tested

Below are some more observations about the Child Tax Credit. Please pick the 3 that are the most concerning for you.

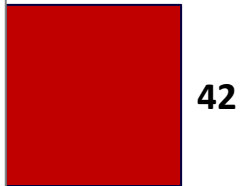
(DEFICIT) At a time when the federal deficit continues to rise, this could add another \$1 trillion dollars to the nation's debt.



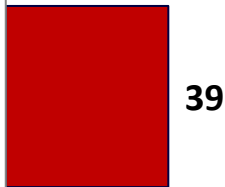
(FRAUD) It is sent directly into bank accounts and is a fraud magnet, as millions could receive the funds who are not entitled to it.



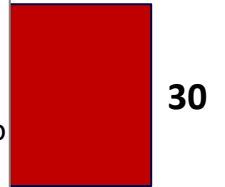
(MORE KIDS) The expanded Child Tax Credit doesn't have any limit for the number of children and will lead some families to have many more children than they can support and go on welfare.



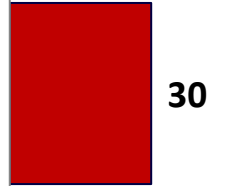
(ANTI WORK) The new program transforms the existing Child Tax Credit into an anti-work welfare check.



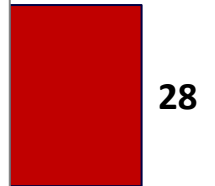
(BIG PAY) A single parent can receive the child tax credit check and food stamps and have annual income of \$18,000 -- similar to earning \$12.50 an hour.



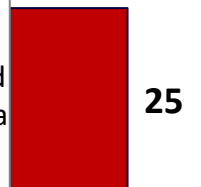
(SOCIALISM) The Child Tax Credit is the government paying \$300 per child every month not to work is socialism.



(OPIOIDS) With the opioid crisis getting worse, the government is just sending money to families that will lead to greater drug abuse in working class communities.



(LEFTIST LIST) This program is a guaranteed income, like the Green New Deal, which is a leftist wish list.



Proposed 2022 Democratic Working Message being tested in new survey based on the findings of the Child Tax Credit Survey

Democrats say, people are living paycheck to paycheck and working people haven't seen a real pay increase in years. Those in Washington don't get it. The big corporations, billionaires, oil companies, big tech monopolies, and their lobbyists are calling the shots.

Democrats gave tax relief to the poor, working families and the middle class, reduced health care premiums on exchanges and negotiating lower prescription drug costs. With inflation killing people, they are going after the monopolies and price gouging.

Republicans get their money from big oil and the drug companies, and **they oppose tax relief for working people and raising taxes on big corporations.** Democrats are working for safe communities where workers get a break, and we grow the middle class again.

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