



# Attitudes toward Child Welfare and Funding

Survey of Likely Voters Nationwide



**Lake Research Partners**

Washington, DC | Berkeley, CA | New York, NY

[LakeResearch.com](http://LakeResearch.com)

202.776.9066

**Cate Gormley**

# Methodology

- Lake Research Partners designed and administered this phone survey that was fielded from May 4 to May 11, 2022. The survey reached 1000 likely 2022 voters nationwide, with oversamples of 100 African American likely voters, 100 Latinx likely voters, and 200 parents of kids under 18 likely 2022 voters.
- Survey respondents were drawn from TargetSmart voter file. The base sample was weighted by region, age, race, party ID, and education. Black likely voters were weighted by gender, region, age, and education. Latinx likely voters were weighted by gender, region, age, and party ID. Parents of kids under 18 who are likely voters were weighted by party ID. All oversamples were weighted down into the base to reflect their proportion of the overall population.
- The margin of error is +/-3.1%. The margin of error for oversamples and subgroups is higher.

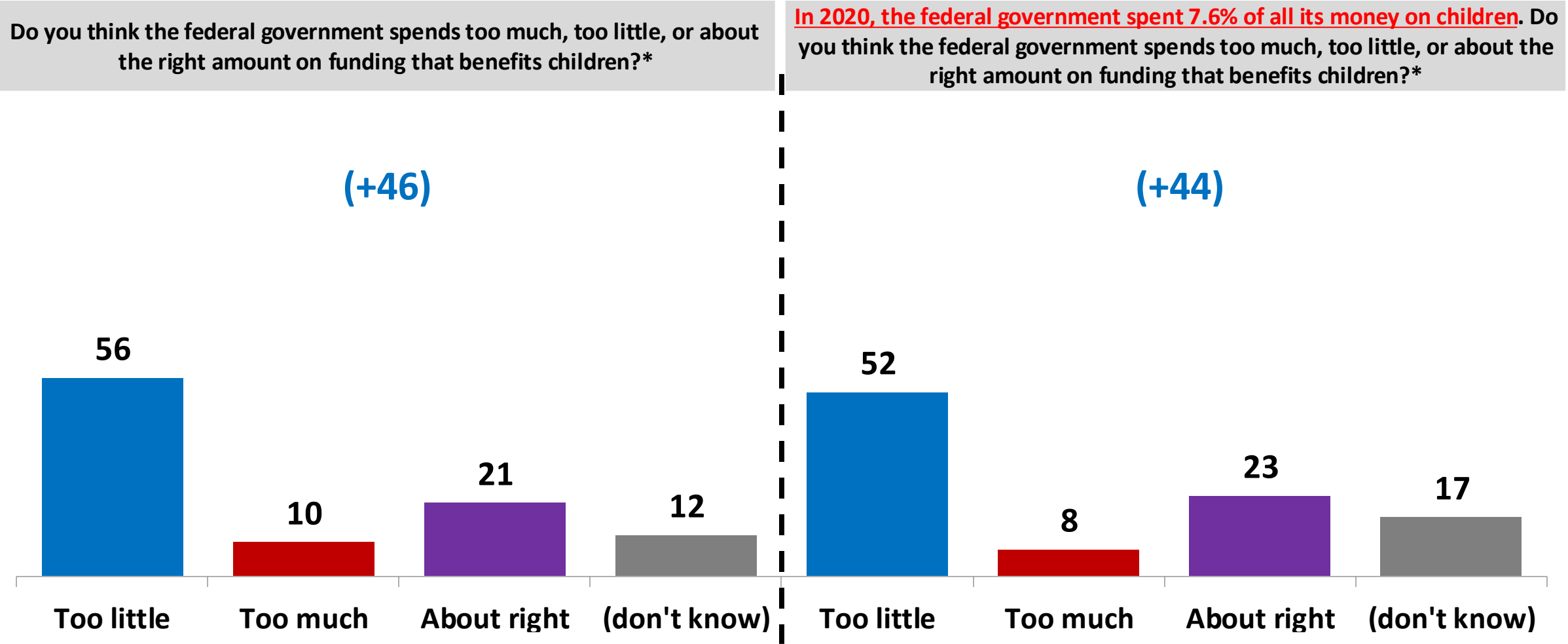
# Big Picture Findings

- We don't need to convince voters that more funding for children is needed. **A majority (56%) of voters think the federal government is spending too little on children.** This is even stronger when referencing specific problems including abuse and neglect (66% spending too little), mental health (66%), poverty (66%), homelessness (65%), and hunger (64%).
- The description of the CTC\* tests very well across party identification.  
  
\*Description: The Child Tax Credit is an expanded and improved tax credit that refunds middle-class families and families with low incomes more money for each child under age 18, creates a new tax credit for families with children under age six, and makes the credit fully refundable for all families with low incomes.
- We have **very powerful language on investing in children** for the future and the enormous economic, health, and wellbeing benefits of doing so.



# Attitudes Toward Funding for Children

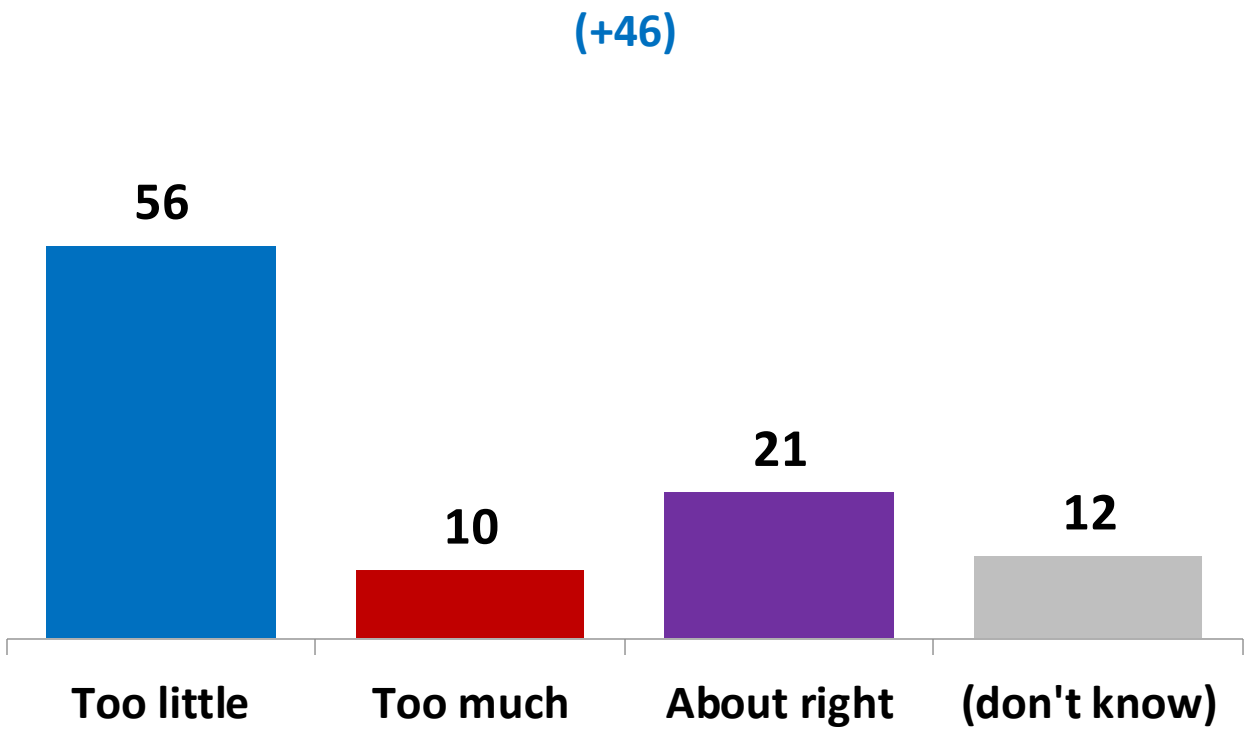
# A majority of voters think the federal government is spending *too little* on children. Overall, it is not necessary to note the current level of spending.



\*Split sampled

# At least a majority of most subgroups think we are spending too little on children.

Do you think the federal government spends too much, too little, or about the right amount on funding that benefits children?\*



\*Split sampled

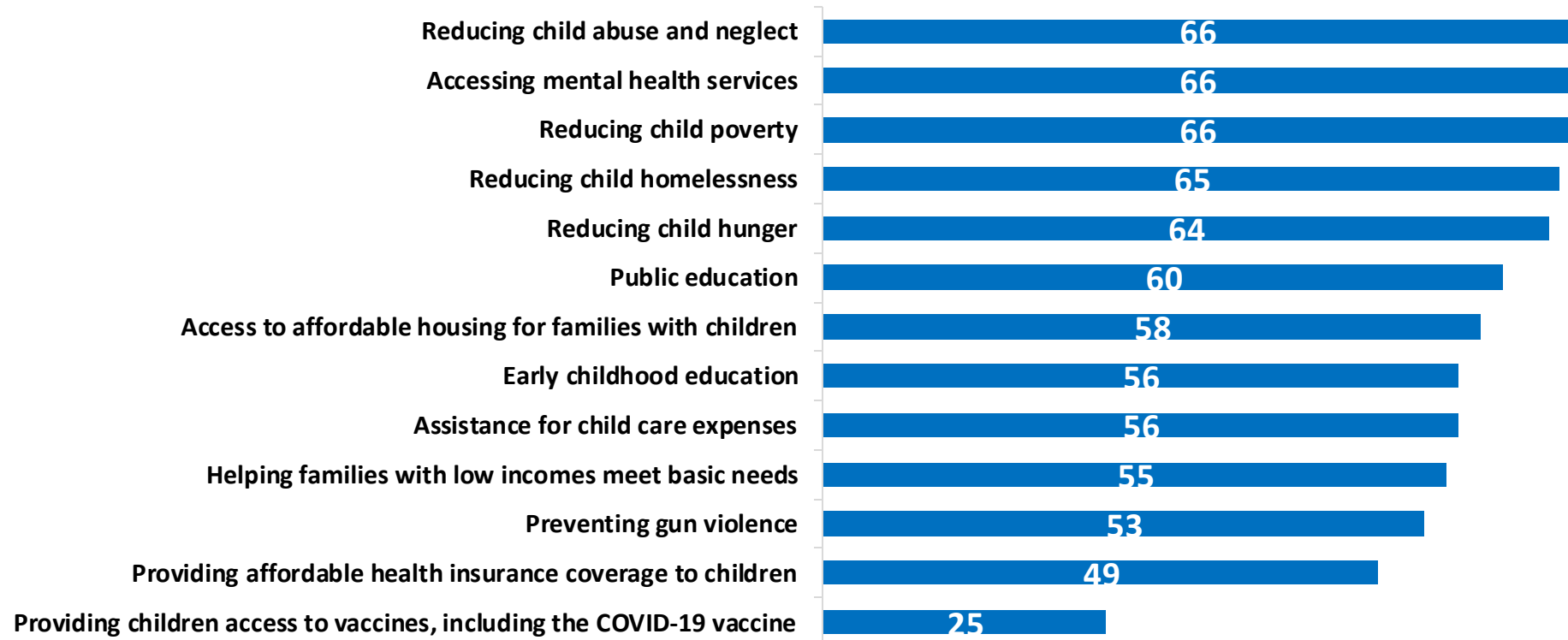
	Too little	Too much	About right
Men <50	68	10	12
Women <50	66	5	21
Men 50+	44	15	26
Women 50+	52	10	23
Democrat ID	77	1	18
Independent ID	47	8	35
Republican ID	33	21	24
Non-college	51	12	24
College	62	9	18
Fathers	59	16	13
Mothers	66	9	19
Childless men	53	11	23
Childless women	54	7	24
White	54	10	22
Black	68	6	13
Latino/a	58	11	23
Grandparent 50+	45	8	28
Non-grandparent 50+	52	16	21



Even more voters think we are spending too little on children when it comes to specific problems. Top among those issues are abuse and neglect, mental health, poverty, homelessness, and hunger. Providing COVID-19 vaccines is least salient, and the one area where voters think we are spending enough now.

Children are faced with many problems in this country, none of which can be solved easily. I'm going to name some of these problems, and for each one, I'd like you to tell me if you think we are spending too much money on it, too little money, or the right amount of money.\*

% Too little money



\*Split sampled (except preventing gun violence)

Across age and gender, party identification, educational attainment, parental status, and race, majorities believe we are spending too little money on reducing child abuse and neglect. Majorities of most subgroups and pluralities of Republicans think we are spending too little on accessing mental health services, and reducing child poverty, homelessness, and hunger. Majorities of most subgroups and pluralities of Independents and Republicans think we're spending too little on public education.

% Too little money	All	Gender/Age				PID			Education		Parent		Race		
		Men <50	Women <50	Men 50+	Women 50+	D	I	R	NC	C	Y	N	White	Black	Latino/a
Reducing child abuse and neglect*	66	58	77	62	68	77	53	55	63	70	67	66	66	77	61
Accessing mental health services*	66	64	68	65	67	83	53	49	63	70	64	67	66	74	66
Reducing child poverty*	66	70	67	59	67	82	57	49	66	64	67	65	64	76	70
Reducing child homelessness*	65	66	68	68	60	81	61	46	61	69	69	64	65	73	64
Reducing child hunger*	64	66	68	62	63	80	66	45	63	67	65	64	65	80	61
Public education*	60	68	62	60	55	78	46	44	59	61	60	60	59	69	61

\*Split sampled

In a second tier or third tier for most subgroups are affordable housing for families with children, early childhood education, assistance for child care expenses, and helping families with low incomes meet basic needs. Affordable housing is a top-tier issue for Democrats and Black voters.

% Too little money	All	Gender/Age				PID			Education		Parent		Race		
		Men <50	Women <50	Men 50+	Women 50+	D	I	R	NC	C	Y	N	White	Black	Latino/a
Access to affordable housing for families with children*	58	56	72	52	54	80	53	33	56	61	65	56	54	80	62
Early childhood education*	56	61	65	51	50	75	51	34	51	61	63	53	53	73	50
Assistance for child care expenses*	56	58	70	42	54	75	57	31	51	61	61	53	54	72	60
Helping families with low incomes meet basic needs*	55	60	63	48	54	78	49	31	54	56	56	55	54	71	57

\*Split sampled

Preventing gun violence and providing affordable health insurance coverage for children is more polarized by party, with majorities or pluralities of other groups thinking we are spending too little on these. Republicans split between spending too little, spending about the right amount, and spending too much on gun violence. A plurality of Independents say we are spending about the right amount of money on health insurance and Republicans split between spending too little, spending about the right amount, and saying they don't know. The idea that we are spending too little money on vaccine provision is lower across subgroups.

% Too little money	All	Gender/Age				PID			Education		Parent		Race		
		Men <50	Women <50	Men 50+	Women 50+	D	I	R	NC	C	Y	N	White	Black	Latino/a
Preventing gun violence	53	58	56	48	52	77	46	27	48	59	52	54	52	74	49
Providing affordable health insurance coverage to children*	49	51	54	48	46	71	35	26	44	57	52	48	48	64	50
Providing children access to vaccines, including the COVID-19 vaccine*	25	31	27	25	18	40	21	6	20	30	27	24	22	34	27

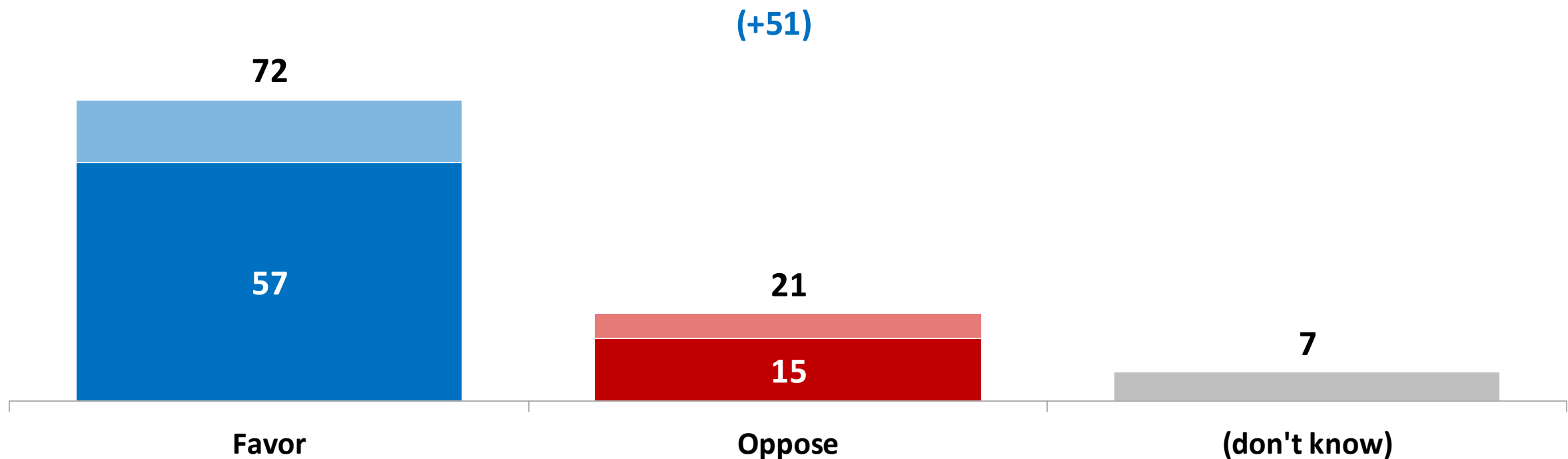
\*Split sampled



# Attitudes Toward the Child Tax Credit

# Just over seven in ten voters favor the Child Tax Credit as described, with a majority who strongly favor it.

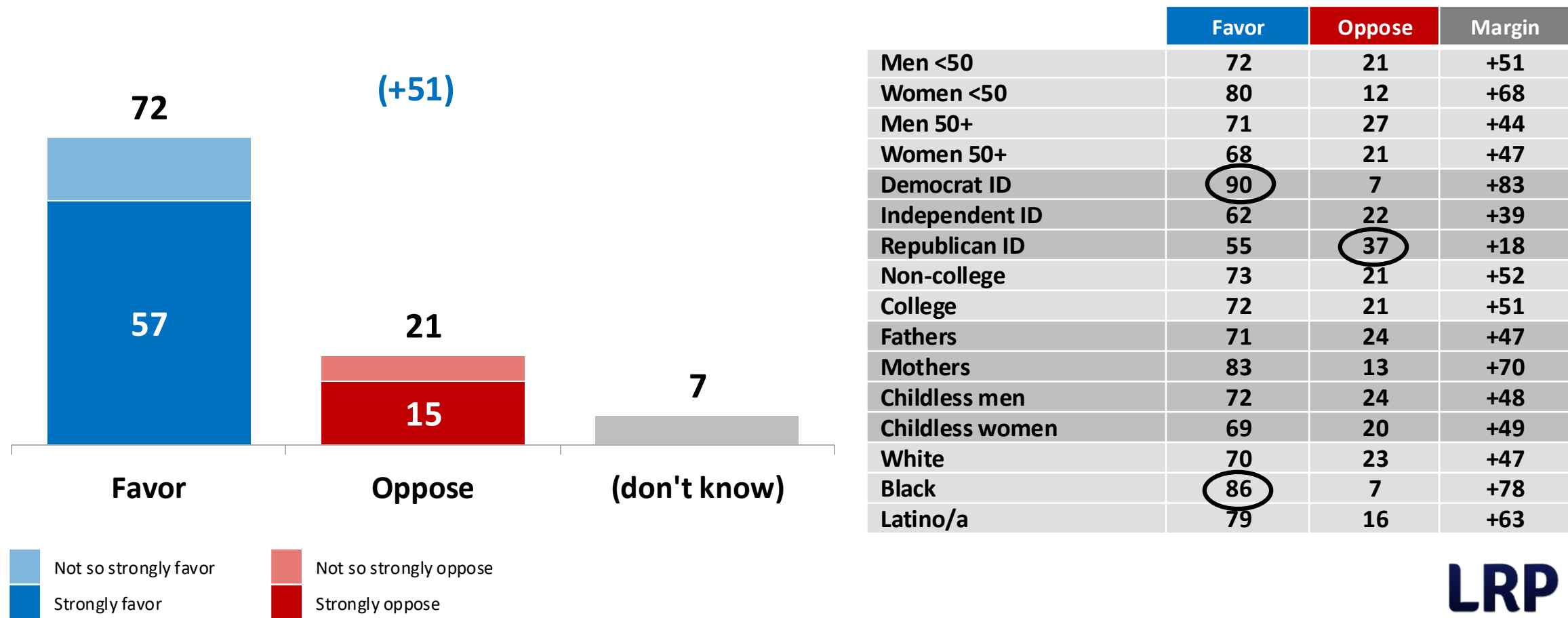
Now I want to read information about a tax credit that Congress passed in 2021. The Child Tax Credit is an expanded and improved tax credit that refunds middle-class families and families with low incomes more money for each child under age 18, creates a new tax credit for families with children under age six, and makes the credit fully refundable for all families with low incomes. Based on this, do you favor or oppose the Child Tax Credit?



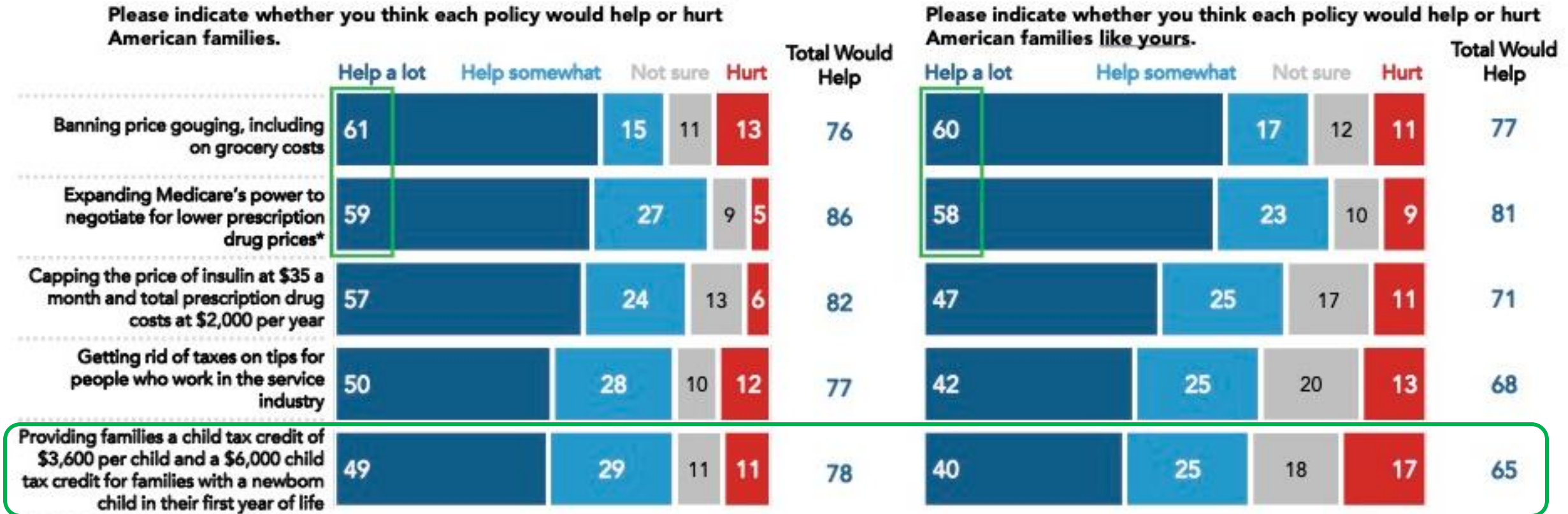
 Not so strongly favor	 Not so strongly oppose
 Strongly favor	 Strongly oppose

# There is net positive support for the CTC across subgroups, overwhelmingly so among Democrats and Black voters. A majority of Republican voters favor the CTC, with over a third who oppose.

Now I want to read information about a tax credit that Congress passed in 2021. The Child Tax Credit is an expanded and improved tax credit that refunds middle-class families and families with low incomes more money for each child under age 18, creates a new tax credit for families with children under age six, and makes the credit fully refundable for all families with low incomes. Based on this, do you favor or oppose the Child Tax Credit?



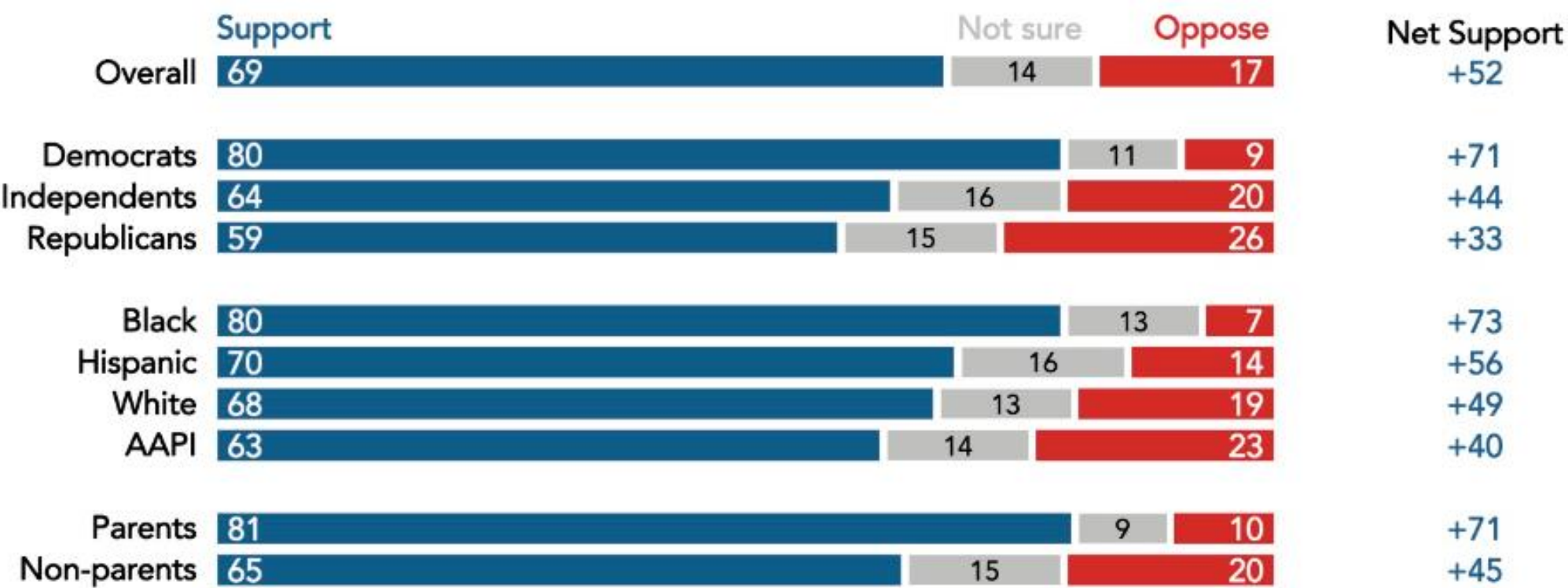
# In a recent survey, voters say a child tax credit would help American families and families like theirs “a lot.”



87 percent of Democrats, 72 percent of Republicans, and 70 percent of Independents believe a child tax credit would be helpful for American families.

# At the beginning of the year, more than two-thirds of voters supported improving the child tax credit.

As you may know, there is a bipartisan proposal in Congress to temporarily expand and improve the Child Tax Credit to refund poor, working, and middle-class families more money for each child under age 17. It is paid for by ending some COVID-era relief programs for businesses. Would you support or oppose this agreement?





# Messaging

# There is strong testing language to talk about investing and helping children. Messages that focus on government, policymakers, and policy-making are less evocative.

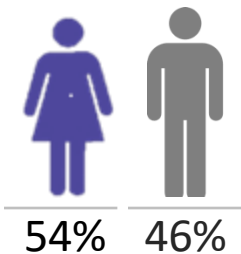
Here are some statements people have made. For each, please tell me if you agree or disagree.\*  
% Strongly agree



\*Split sampled

# Demographics of Survey - Likely Voters Nationwide

## GENDER



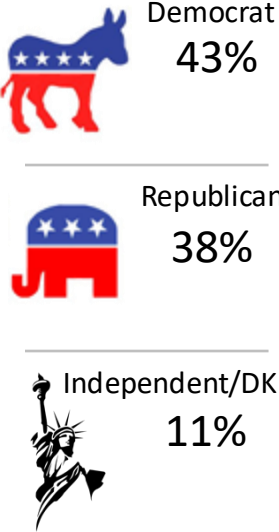
## AGE

Under 30	12%
30-39	16%
40-49	15%
50-64	25%
65+	31%

## EDUCATION

High School or Less	17%	
Post-H.S. / Some College	38%	
College Graduate	26%	44%
Post-Graduate	17%	College Grad or Post-Grad

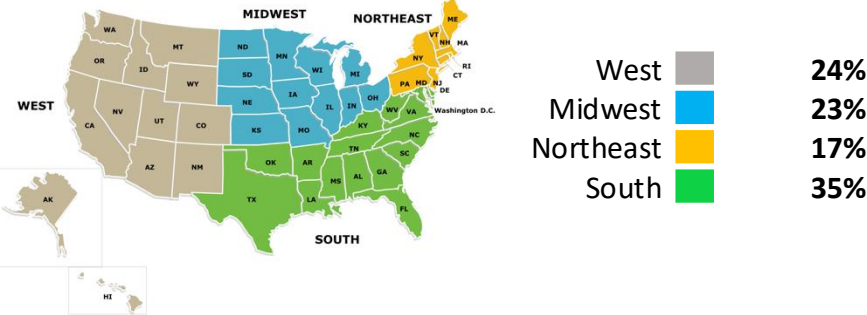
## PARTY IDENTIFICATION



## RACE

White/Caucasian	72%
Black/AA	9%
Hispanic/Latino	8%
Asian/PI	5%
Native American	3%

## REGION



## MARITAL STATUS

Married	57%
All unmarried	40%

## CHILDREN UNDER 18

Yes	27%
No	72%

## GRANDCHILDREN UNDER 18

Yes	31%
No	67%



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[cgormley@lakeresearch.com](mailto:cgormley@lakeresearch.com)