

**To:** All Interested Parties  
**From:** Keep Families Afloat  
**Date:** July 26, 2022  
**Re:** The Key Role of the Child Tax Credit in 2022 Elections



## EXECUTIVE SUMMARY

In early June, Democracy Corps, led by Stan Greenberg and James Carville, **conducted a national web survey** of 2,050 registered voters, with an oversample in 25 of the most competitive House districts that will decide which party is in the majority.<sup>1</sup> The survey was advised by Celinda Lake of Lake Research Partners and commissioned in part by Keep Families Afloat's fiscal sponsor, Economic Security Project Action.

The results of Greenberg's survey show that the Child Tax Credit (CTC) should play a key role in the 2022 midterm elections. Of all policy accomplishments passed by Congress, the Child Tax Credit ranks highest among turnout and persuasion voting blocs central to Democrats' victories: Black and Hispanic voters, parents, white working-class women, and others.

Even so, Democrats remain behind in the generic vote (-2) and enthusiasm (-4). That enthusiasm gap has closed somewhat for Democrats, but as this memo outlines, candidates supporting the CTC can gain ground with these key audiences by spotlighting the CTC alongside other high-profile issues.

## THE CHILD TAX CREDIT IS A POWERFUL MOTIVATOR

Voters support the Child Tax Credit because it is a "a higher tax credit each month that gives tax relief to poor, working, and middle class families with children." This new research shows that the CTC resonates with voters because it "helped families keep their head above water financially, reducing reliance on payday loans, pawn shops, and even selling their blood plasma" and because recipients "spent 90 percent of the money on food, utilities, shelter, clothing, diapers or education."

The CTC has a net +10 support among all voters and +25 among battleground district voters. Most notably, the Child Tax Credit acts as a powerful motivator for key turnout audiences: Black voters, who make up 12% of the electorate, favor it by +31; Hispanic voters (11%) favor it by +23; and Millennials/Gen Z (22%) by +37. It is also a compelling message for closely-contested persuasion targets: CTC recipients, who make up 15% of the electorate, favor it by +40; parents (25%) favor it by +30; and white working-class women under 50 years old (10%) by +46. Parents in the 25 battleground districts support the CTC by +45.

<sup>1</sup> 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, PA-08, RI-02, TX-15, TX-28, VA-02, and WA-08

These numbers are striking because they cut across partisan lines; for instance, white working-class women under 50 lean toward Republicans by 27 points, but are warm to the CTC by nearly 50 points. While the general support levels place the CTC in the middle of American Rescue Plan policies, **the target and persuasion audiences view the CTC as the most significant policy Democrats have supported and passed during the Biden Administration, even more than the highly popular Bipartisan Infrastructure Law or health care premium cap.**

## OPPOSITION TO THE CHILD TAX CREDIT IS A POWERFUL ATTACK

Democracy Corps found attack messages on gun safety and abortion animate voters as never before: 54% of voters are concerned about background checks and raising the age to 21 for having an assault weapon; and 42% of voters are concerned that Mitch McConnell and Republicans will vote to make abortion illegal nationally.

**For parents, white working-class women under 50, and CTC recipients, the strength of an attack message on gun safety is matched by an attack on those who ended the Child Tax Credit,** with a version about CTC expiration increasing taxes showing equal strength to a version about increasing poverty. When the CTC is attacked as making children dependent on the government, all base and persuasion grounds become *more* supportive of the CTC.

Each issue tested in this survey, including the Child Tax Credit, moves more base and persuasion targets toward the candidate who supports the CTC. An overwhelming majority of voters are more likely to support a candidate who says they are fighting for the CTC: 60% of overall voters, with 84% of Black voters, 79% of CTC recipients, and 62% of white working-class women under 50. With more than 70 percent of parents in the 25 battlegrounds aware that it has ended, **candidates have the potential and urgency to make the CTC central to their contrast messaging, particularly for these key demographics.**

These results reaffirm findings from Democracy Corps as well as earlier surveys on the Child Tax Credit by Politico/Morning Consult and Data For Progress that have informed Keep Families Afloat's strategy: **a candidate's position on the CTC, and who is to blame for its ending, is a powerful message to voters.**

## STEERING COMMITTEE

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