TURNING THE TIDE IN TIGHT RACES

“Making the Child Tax Credit a central issue is critical to any winning strategy in November.

The politics work for the midterms.”

— Stan Greenberg
Bully Pulpit, OpenLabs, Civis, Democracy Corps, Lake Research Partners, and Three Point Media:

Top electoral firms find candidates’ support for the Child Tax Credit is a powerful message that more voters need to hear in competitive races.

→ Polling from Greenberg & Lake
CTC is a powerful argument for base and swing voters, a top Biden policy, and raises doubts about CTC opponents.

→ TargetSmart CTC voter model
½ of turnout targets and ⅓ of all persuasion targets are CTC Voters.

→ OpenLabs & Civis survey testing
OpenLabs ranked us in the top 15% of Senate ads tested, and Civis found an impressive 7 point shift among all voters on Senate vote choice.

→ Bully Pulpit Interactive field experiment
Three Point Media ads move CTC Voters a stunning 15 points toward named candidates in battleground Senate races. Similar boost seen in candidate trust.
Our ad *Earrings* turbo charges vote choice and candidate trust among CTC Voters.

→ **1.3 million CTC Voters** targeted across Georgia, Nevada, Ohio, and Pennsylvania (Nearly 50% of turnout targets and 25% of persuasion targets).

→ Typical movement is ~5 points, but *Earrings performed over 3x* that for vote choice of a named Senate candidate.

→ **Turnout targets overwhelmingly trust pro-CTC candidates** to fight for families like theirs after seeing *Earrings*.

→ **Only One**, our second ad, performed slightly better with persuasion targets, but was slightly weaker in moving overall trust and vote choice.

“*We saw amazingly strong effects...*”
— Mike Schneider, BPI Partner

### Overall ad effect by question

<table>
<thead>
<tr>
<th>Question</th>
<th>Trust</th>
<th>Vote Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which candidate in the upcoming U.S. Senate election do you trust more to support parents with young children?</td>
<td>+9.2%</td>
<td>+15.7%</td>
</tr>
<tr>
<td>Thinking about the upcoming election for U.S. Senate in 2022, if the election were held today, for who would you vote?</td>
<td>+6.6%</td>
<td>+11.2%</td>
</tr>
</tbody>
</table>

**Statistically significant effects bolded.**
In total, our ads reached 404,691 people at an average frequency of 5.4x.
Ads performed identically in terms of attention + engagement rates, with nearly 60% of voters watching the full ad.

A shift in candidate trust comes directly at the expense of CTC opponents.

In this methodology, voters are more likely to pick a “Don’t Know” option.

However, the movement BPI found — voters making a decision in favor of the pro-CTC candidate — is almost certainly because of an increase in salience and true persuasion effect from *Earrings*.
Earrings impressively strong even when going beyond CTC Voters.

Among all voters, Civis found:

→ Trust in pro-CTC candidates jumps +10 points.

→ Vote choice in named Senate candidate increases by a significant +7.

→ Earrings notably boosts trust for pro-CTC candidates across all demographics tested, with little to no difference between subgroups.

→ Voters without a high school education move toward the pro-CTC candidate on vote choice +13, nearly double the average of all voters, after seeing the ad.
Abortion & CTC message wins votes among persuasion targets:
→ +6 point shift in vote choice among new 2020 Trump Voters, Swing Voters and white working-class women <65

Civis also found trust in candidate for base voters increases:
→ Overall trust in named Senate candidate +9
→ First-Time Democrat +9 / Consistent Dem. +7
Our findings from *Earrings* reinforce Greenberg and Lake’s research from earlier this summer.

**Favorability of the expanded Child Tax Credit is strong, even after payments ended:**

- +25 in battleground House districts (Overall +11)
- +46 white working-class women <50 (Nearly double their favorability of Republicans)
- +41 Parents
- +31 Black voters

*A powerful tool to motivate voters and raise doubts about candidates who oppose CTC:*

- 60% of all voters more likely to support a vocally pro-CTC candidate
- Opposition to CTC is a top criticism for parents and white working-class women <50

**The top Dem. accomplishment among Black voters, white working-class women <50, and parents:**

- Ranks above Bipartisan Infrastructure Law, ACA premium caps, COVID relief, and Corporate Taxes
40 million CTC voters nationwide, including states and districts where *Earrings* can make a difference.

Access the CTC support score for free on TargetSmart
(in SmartVAN ‘Scores’ or ListBuilder model scores)
or download it [here](#).

8 Half of Democratic turnout targets:
→ Voters of Color
  79% of Black turnout targets
  59% of Latino/a turnout targets
→ Women
  51% of female turnout targets

One-Third of all persuasion targets:
→ 69% are white voters
→ 51% are female voters
→ 19% are Black or Latino/a voters

40 million CTC voters nationwide, including states and districts where *Earrings* can make a difference.
Our leadership team is based across the country in 13 states and Washington, D.C., and includes politically engaged parents, local elected officials, and former advisors to President Biden, President Obama, and Secretary Clinton.

Sulma Arias
Sachin Chheda
Ben Chin
Addisu Demissie
Amir Farokhi
Natalie Foster
Dylan Hewitt
Heather Sanders Jefts
Marlon Marshall
Nick Merrill
Ann O’Leary
Aaron Ostrom
Janelle Perez
Aaron Pickrell
Holly Shulman
Dorian Warren
Buffy Wicks

Keep Families Afloat is a project of Economic Security Project Action.

All ads and data shared in this presentation are public information, available for use by any organization, and can be found at:

keepfamiliesafloat.org
APPENDIX
<table>
<thead>
<tr>
<th>Issue</th>
<th>Battleground</th>
<th>Black</th>
<th>Hispanic</th>
<th>White Millennials/Gen Z</th>
<th>White Unmarried Women</th>
<th>White Working Class Women Under 50</th>
<th>Received Child Tax Credit</th>
<th>Parents</th>
<th>Battleground CD Parents</th>
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<tr>
<td>Infrastructure</td>
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<td>53</td>
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</table>
(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 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.
Only One

<table>
<thead>
<tr>
<th>Question</th>
<th>Party</th>
<th>Treatment</th>
<th>Reliable Dem</th>
<th>New Biden</th>
<th>Swing Voter</th>
<th>New Trump</th>
<th>Reliable Rep</th>
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<tr>
<td>Senate Horse Race 2022</td>
<td>Dem</td>
<td>Only One</td>
<td>0.5%</td>
<td>1.4%</td>
<td>4.7%</td>
<td>62%</td>
<td>4.9%</td>
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<tr>
<td>Supports Families</td>
<td>Only One</td>
<td>Only One</td>
<td>1.0%</td>
<td>2.7%</td>
<td>4.8%</td>
<td>56%</td>
<td>3.6%</td>
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</table>

Blue Rose Research
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<tbody>
<tr>
<td>Senate Vote Choice</td>
<td>dem</td>
<td>Took Away</td>
<td>0.7%</td>
<td>1.8%</td>
<td>5.9%</td>
<td>6.1%</td>
<td>5.1%</td>
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<tr>
<td>Party Family Performance</td>
<td></td>
<td>Took Away</td>
<td>0.7%</td>
<td>1.8%</td>
<td>5.0%</td>
<td>5.1%</td>
<td>5.1%</td>
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**Blue Rose Research**

<table>
<thead>
<tr>
<th>White Women Under 65, No Highschool</th>
<th>White Women Under 65 High School</th>
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</thead>
<tbody>
<tr>
<td>5.7%</td>
<td>5.8%</td>
</tr>
<tr>
<td>5.5%</td>
<td>5.0%</td>
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