

June 2022

Parents Together: Finding a Families First Narrative

Round 1 Findings

Strategic Goal: Unite and mobilize families and those who care about them, including candidates and electeds, to **support and demand a families first agenda**



Research Goals

- Uncover the values, emotions, and internalized narratives of Americans as they relate to families and raising children in America
- Identify the most resonant messaging pathway to unite and mobilize families and those who care about them to demand a families first agenda

Sample

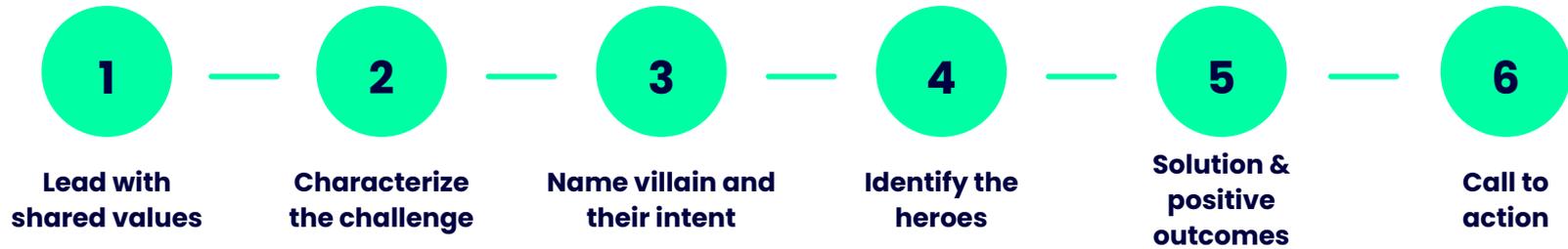
- Registered Voters, Nationally Representative
- n=9,836
- Fielded May 13-17, 2022

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3. Shared Values
4. Challenges & Barriers
5. Heroes & Villains
6. Solutions & Positive Outcomes
7. Strategic Recommendations



We'll begin to craft a winning narrative for a families first agenda by uncovering insights about each of the elements of our core message.



Key Takeaways

1

Most voters, 6 in 10, describe their past year in negative terms like stressful, difficult, and chaotic.

Those currently raising children were more likely to use positive terms (27% vs. 22%).

Soft Biden parents used the most negative terms (7 in 10).

2

Voters say raising a family is harder than ever, primarily because of financial struggle.

Black parents specifically say it is harder for them to raise children today, compared to others.

3

Parents are concerned about kids growing up in an atmosphere of polarization & hate, the influence of social media, & gun violence.

Over 60% of voters say they are “very concerned” about each of these issues harming children growing up in America today.

4

More voters (and parents) say the communitarian statements reflect their views than the “Individualist” statement.

The “Safety” statement was most familiar to voters (and parents), while “Community,” “Love,” and “Equity” seemed to move more voters to support gov’t intervention.

5

More voters say “out of touch politicians” are a threat to children growing up than “greedy corporations.”

Soft Biden parents are willing to blame “right-wing activists” and “greedy corporations” at similar rates.



Segment Profiles



Sample Breakdown: Parent Status

[Parent Status] To better understand your perspective, we'd like to know a little more about you and your family. Which of the following, if any, describe you? (Closed)



Currently raising child(ren) under 18

Previously raised child(ren) under 18

Considering raising children someday

None of the above

Data includes an oversample of parents currently raising children under 18. Data has been weighted by gender, race, age, education, 2020 presidential vote choice, and parent status to be representative of the population of US registered voters.



Currently Raising Children Under 18

22% of registered voters



Gender

53% Women
46% Men



Race

69% Non-Hispanic White
14% Latinx
12% Black



Urbanicity

36% City
36% Suburb
11% Small town
17% Rural



Income

16% <\$25k
24% \$25k - \$49k
19% \$50k - \$74k
15% \$75k - \$99k
15% \$100k - \$149k
10% \$150k+



Age

25% 18-29
28% 30-39
23% 40-49
18% 50-64
6% 65+



Education

38% High school or less
22% Some college
39% College



2020 Vote Choice

48% Biden
38% Trump
2% Other candidate

10% Did not vote
3% Prefer not to say



Other Identities

38% Single parent
13% Stay at home parent
14% Grandparent
13% Caregiver to elderly parents or relative
9% Caregiver to someone with special needs



Previously Raised Children

31% of registered
voters



Gender

53% Women
46% Men



Race

88% Non-Hispanic White
4% Latinx
6% Black



Urbanicity

19% City
44% Suburb
14% Small town
22% Rural



Income

16% <\$25k
28% \$25k - \$49k
19% \$50k - \$74k
13% \$75k - \$99k
13% \$100k - \$149k
8% \$150k+



Age

2% 18-29
4% 30-39
11% 40-49
35% 50-64
48% 65+



Education

32% High school or less
26% Some college
42% College



2020 Vote Choice

40% Biden
52% Trump
1% Other candidate

5% Did not vote
2% Prefer not to say



Other Identities

19% Single parent
3% Stay at home parent
63% Grandparent
10% Caregiver to elderly
parents or relative
7% Caregiver to someone with
special needs



Haven't Raised Children

47% of registered
voters



Gender

51% Women
48% Men



Race

73% Non-Hispanic White
11% Latinx
12% Black



Urbanicity

30% City
40% Suburb
13% Small town
17% Rural



Income

25% <\$25k
29% \$25k - \$49k
19% \$50k - \$74k
11% \$75k - \$99k
7% \$100k - \$149k
4% \$150k+



Age

22% 18-29
21% 30-39
16% 40-49
22% 50-64
20% 65+



Education

40% High school or less
21% Some college
38% College



2020 Vote Choice

48% Biden
39% Trump
2% Other candidate

9% Did not vote
2% Prefer not to say

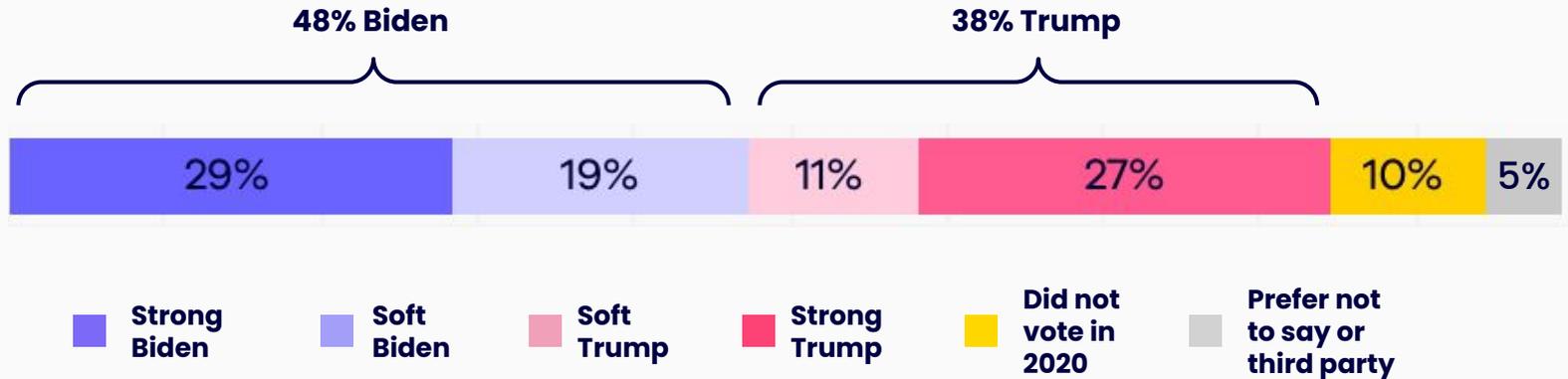


Groupings based on 2020 vote choice & enthusiasm are the most predictive of different perspectives in today's America.

[2020 Vote Choice] Who did you vote for in the 2020 presidential election? (Closed)

[Strong / Soft Support] Did you strongly support [Joe Biden / Donald Trump] or have mixed feelings about supporting him? (Closed)

Parents
Currently
Raising
Children:



Currently Raising Children: Vote Choice

Strong Biden

(29% of currently raising children)



Gender

41% Women
58% Men



Income

14% <\$25k
17% \$25k - \$49k
13% \$50k - \$74k
16% \$75k - \$99k
22% \$100k - \$149k
17% \$150k+



Race

65% Non-Hispanic White
14% Latinx
17% Black



Age

19% 18-29
34% 30-39
23% 40-49
16% 50-64
8% 65+



Education

27% High school or less
15% Some college
56% College



Urbanicity

54% City
32% Suburb
6% Small town
8% Rural



Soft Biden

(19% of currently raising children)



Gender

61% Women
38% Men



Income

13% <\$25k
28% \$25k - \$49k
22% \$50k - \$74k
17% \$75k - \$99k
14% \$100k - \$149k
6% \$150k+



Race

56% Non-Hispanic White
17% Latinx
20% Black



Age

30% 18-29
27% 30-39
21% 40-49
18% 50-64
4% 65+



Education

35% High school or less
24% Some college
41% College



Urbanicity

32% City
44% Suburb
11% Small town
13% Rural

Currently Raising Children: Vote Choice

Soft Trump

(11% of currently raising children)



Gender

55% Women
45% Men



Race

77% Non-Hispanic White
16% Latinx
3% Black



Income

9% <\$25k
25% \$25k - \$49k
26% \$50k - \$74k
17% \$75k - \$99k
15% \$100k - \$149k
7% \$150k+



Age

22% 18-29
24% 30-39
28% 40-49
20% 50-64
5% 65+



Urbanicity

28% City
41% Suburb
10% Small town
21% Rural



Education

31% High school or less
24% Some college
45% College

Strong Trump

(27% of currently raising children)



Gender

53% Women
46% Men



Race

83% Non-Hispanic White
10% Latinx
4% Black



Income

15% <\$25k
26% \$25k - \$49k
22% \$50k - \$74k
14% \$75k - \$99k
13% \$100k - \$149k
9% \$150k+



Age

17% 18-29
25% 30-39
25% 40-49
24% 50-64
9% 65+



Urbanicity

23% City
34% Suburb
15% Small town
27% Rural



Education

46% High school or less
25% Some college
28% College



Shared Values



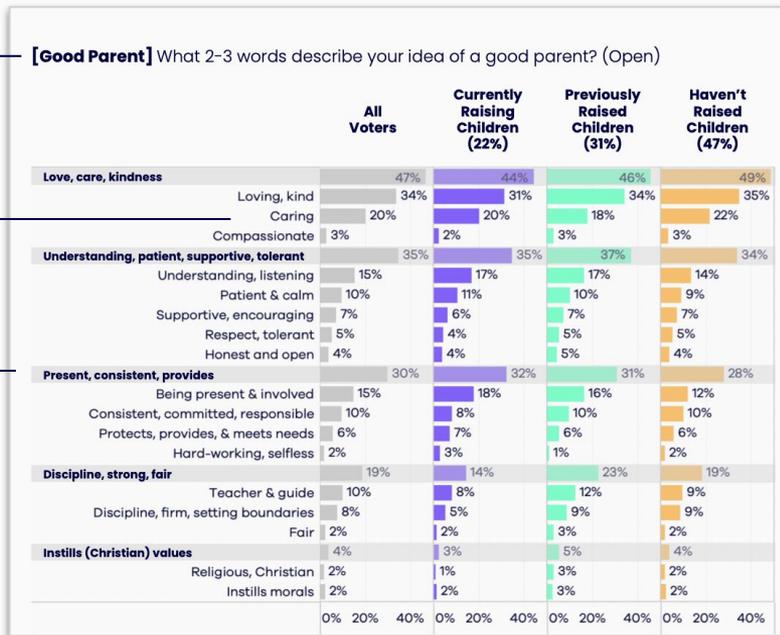
Understanding Avalanche's Qualitative Data

Avalanche Insights instruments combine closed-ended and open-ended questions, using proprietary in-house tech to code and quantify themes in open-ended responses.

Question text indicates whether question was asked in open or closed format.

Qualitative themes, which summarize similar responses, are quantified as a percentage of a given audience. Responses can be coded into more than one theme.

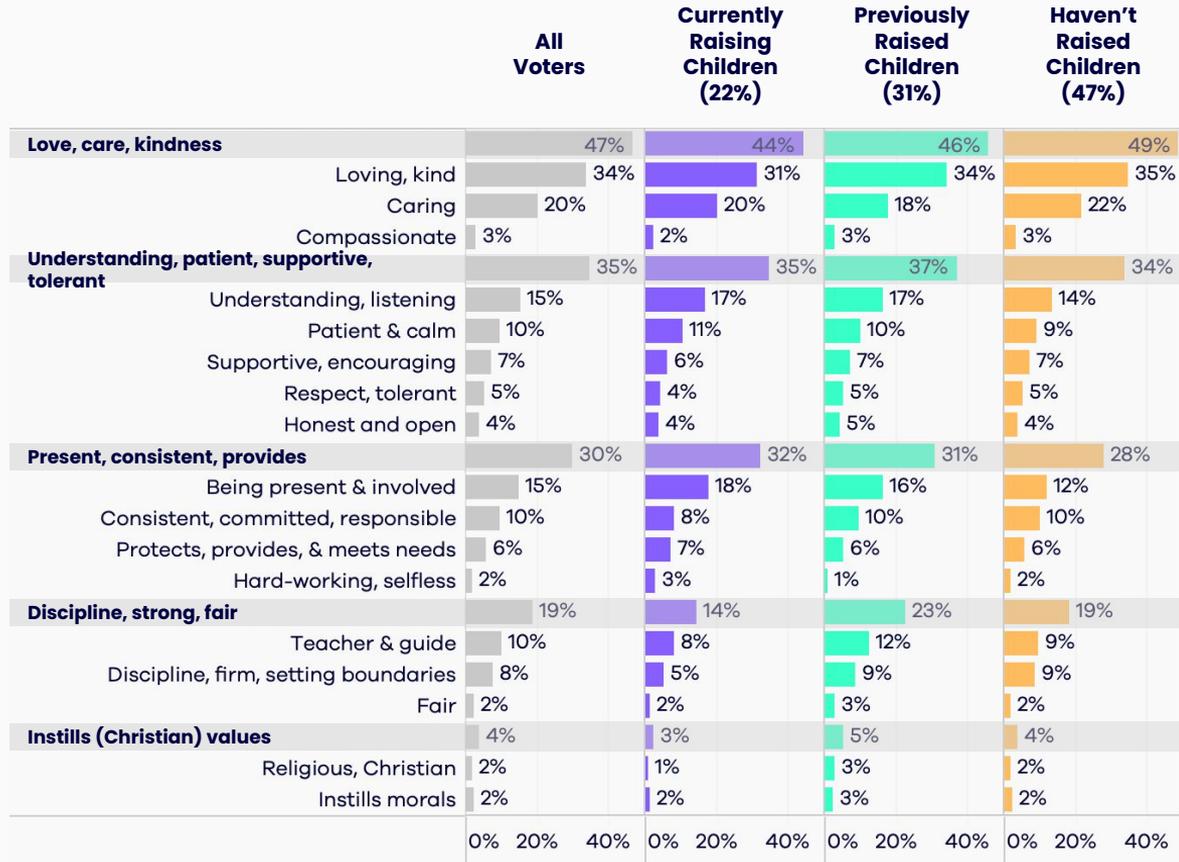
Higher-level categories, indicated by gray headings, group together similar themes to shed light on summary insights from the data.



Voters, whether they are parents or not, tend to agree on what makes a good parent — love, understanding, and commitment.

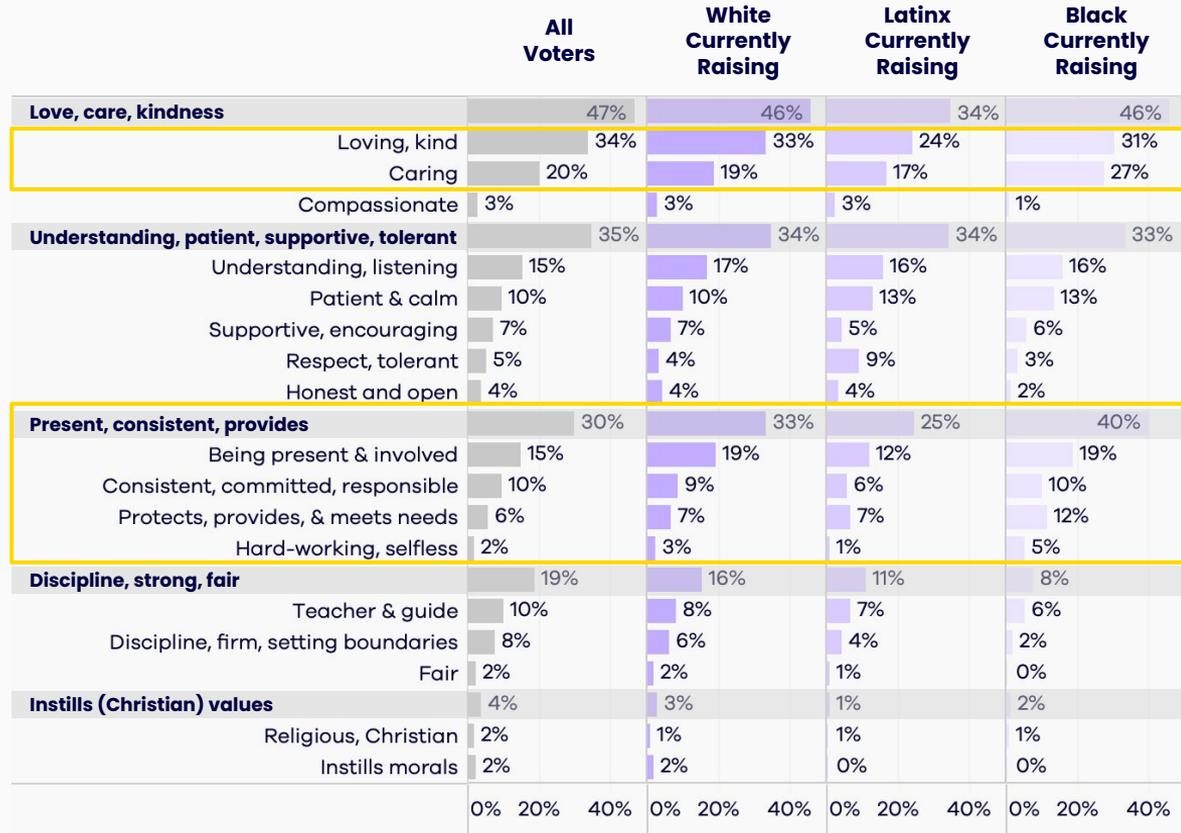
Those currently raising children were less likely than those who previously raised children to mention discipline & guidance.

[Good Parent] What 2-3 words describe your idea of a good parent? (Open)



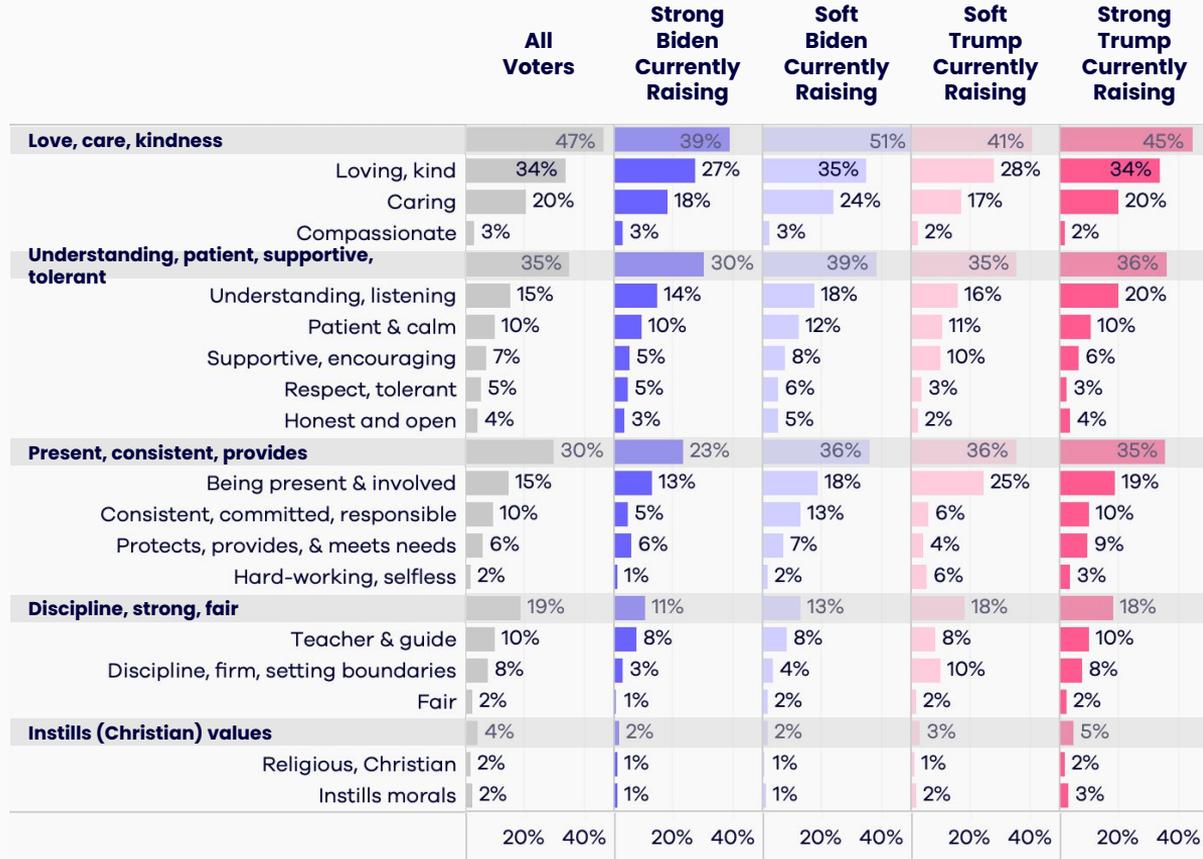
Black parents are more likely than average to use the language of care and 'protects, provides,' and less likely to mention 'discipline' and 'strength'.

[Good Parent] What 2-3 words describe your idea of a good parent? (Open)



Soft Biden parents mention 'love, care, kindness' at higher rates than all other groups.

[Good Parent] What 2-3 words describe your idea of a good parent? (Open)



First, all respondents saw the individualist value frame. Then, they were exposed to one of four more progressive value frames.

Individualist - Freedom

"Families with children only thrive when they have the freedom to decide what's best for their own families."

Safety

"Families with children only thrive when we share the responsibility of ensuring every child grows up in a stable, healthy environment with food on the table and safe places to learn and play."

Community

"Families with children only thrive when we work together to care for each other – so no family has to go it alone."

Love

"Families with children only thrive when they are part of communities where children are given all the love they need."

Equity

"Families with children only thrive when we share the responsibility of making sure every child gets what they need, even when some need more help."



Across all voters and parents, 'Safety' is the frame people are most likely to rate as highly reflective of their beliefs.

[Values - Reflective] On a scale of 1-10, how much does this statement reflect what you believe? (Closed)



Emotional Activation Framework

Successful campaigns transform emotions that deter action into emotions that inspire action.



Some emotions are more likely to deter action

- Powerlessness
- Sadness
- Complacency
- Shame
- Isolation

Other emotions are more likely to inspire action

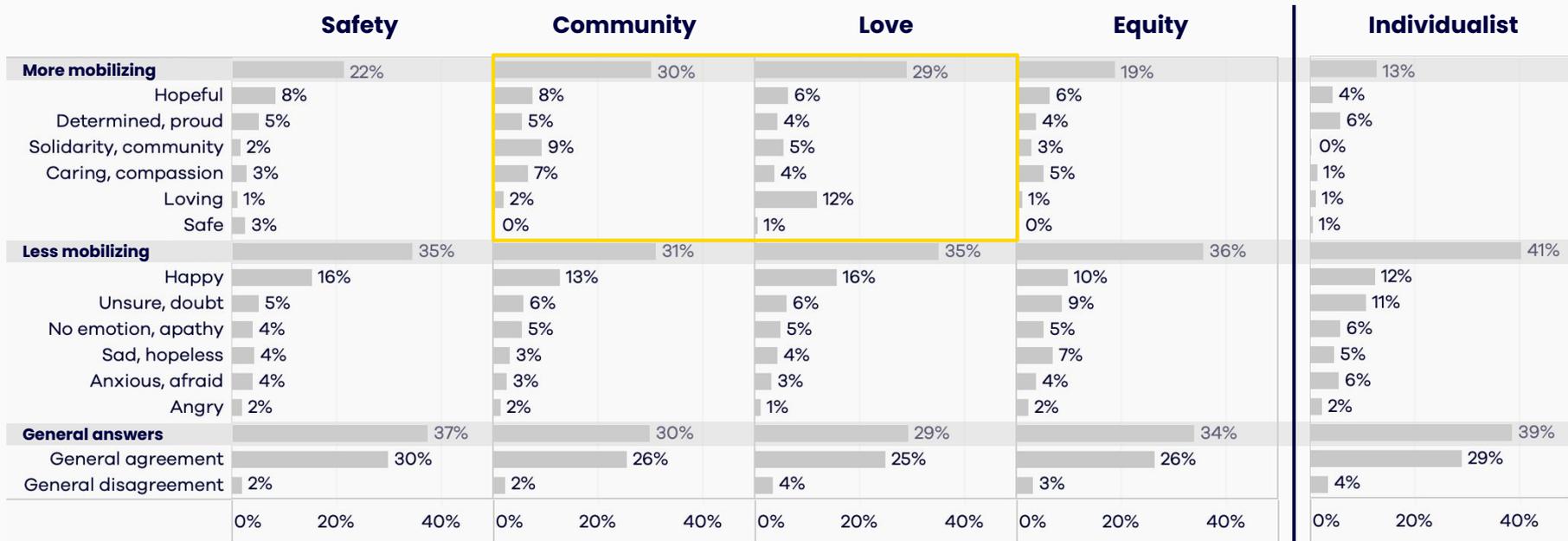
- Urgency
- Hope
- Determination
- Agency
- Pride
- Solidarity



Among all voters, the 'Community' & 'Love' frames especially evoke emotions that may be more mobilizing, including solidarity & compassion.

[Values - Emotion] What emotion best describes how you feel when you read this statement? (Open)

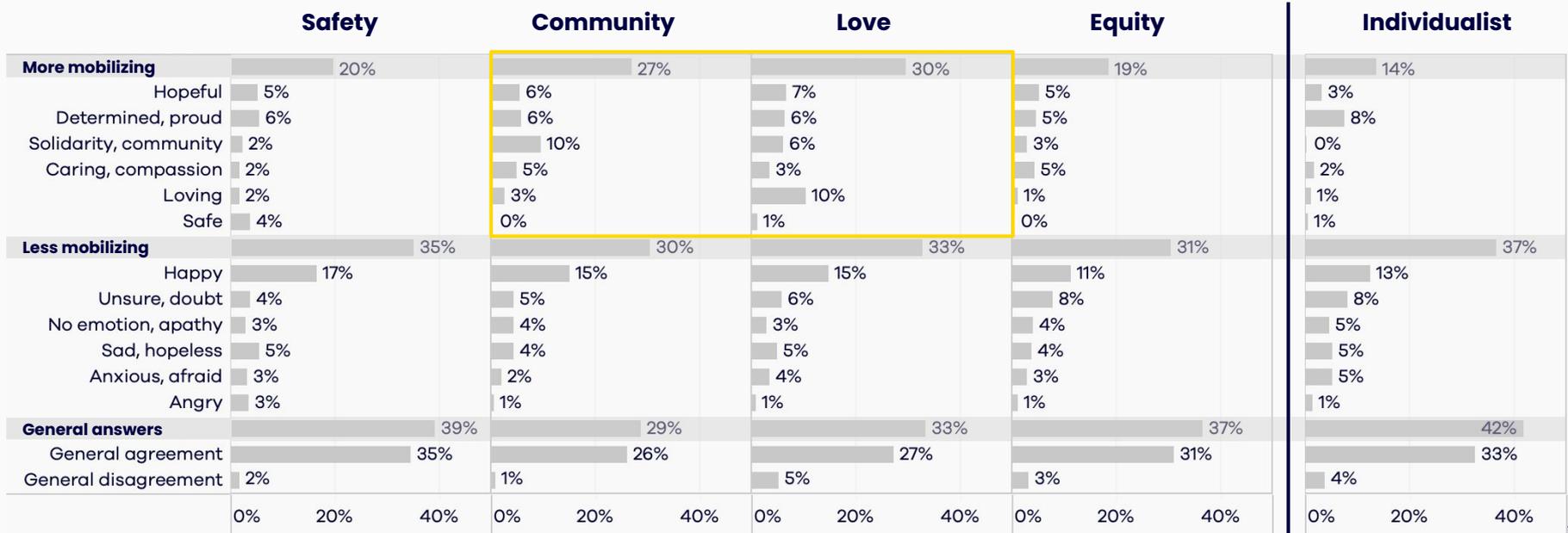
All Voters



These same mobilizing emotions from the 'Community' & 'Love' messages are also clear among parents specifically.

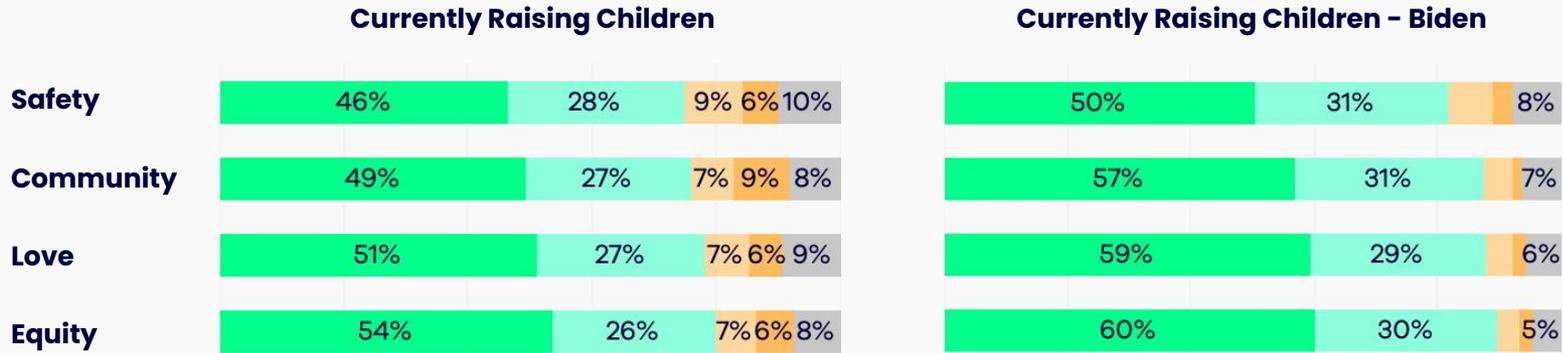
[Values - Emotion] What emotion best describes how you feel when you read this statement? (Open)

Currently Raising Children



Parents were slightly more likely to strongly agree that government should be doing more to help families after seeing the 'Equity' frame.

[Values - Post Test] How much do you agree or disagree with the following statement? Government should do more to help families thrive. (Closed)

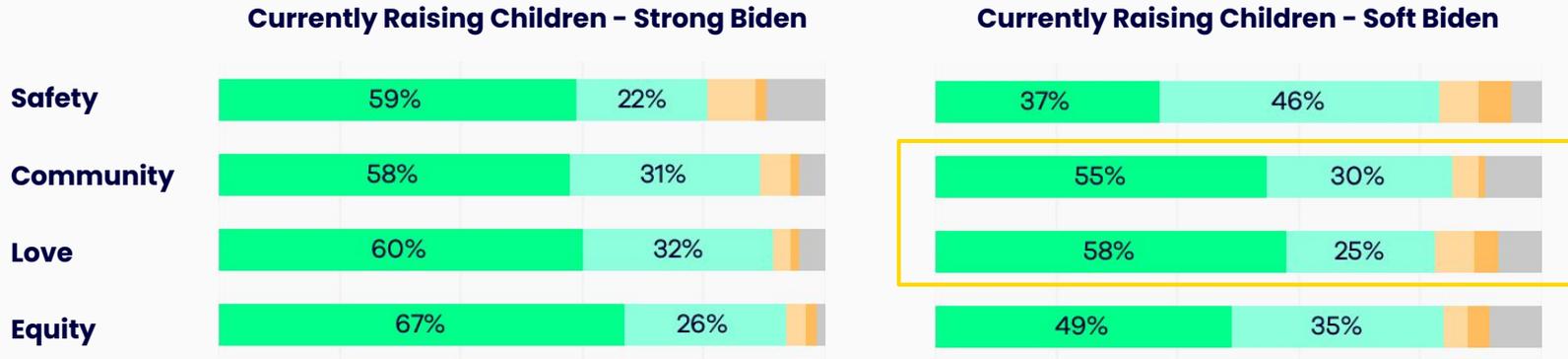


■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know



Soft Biden Parents were more likely to strongly agree that government should be doing more to help families after seeing the 'Community' or 'Love' frames.

[Values - Post Test] How much do you agree or disagree with the following statement? Government should do more to help families thrive. (Closed)



Strongly agree Somewhat agree Somewhat disagree Strongly disagree Don't know

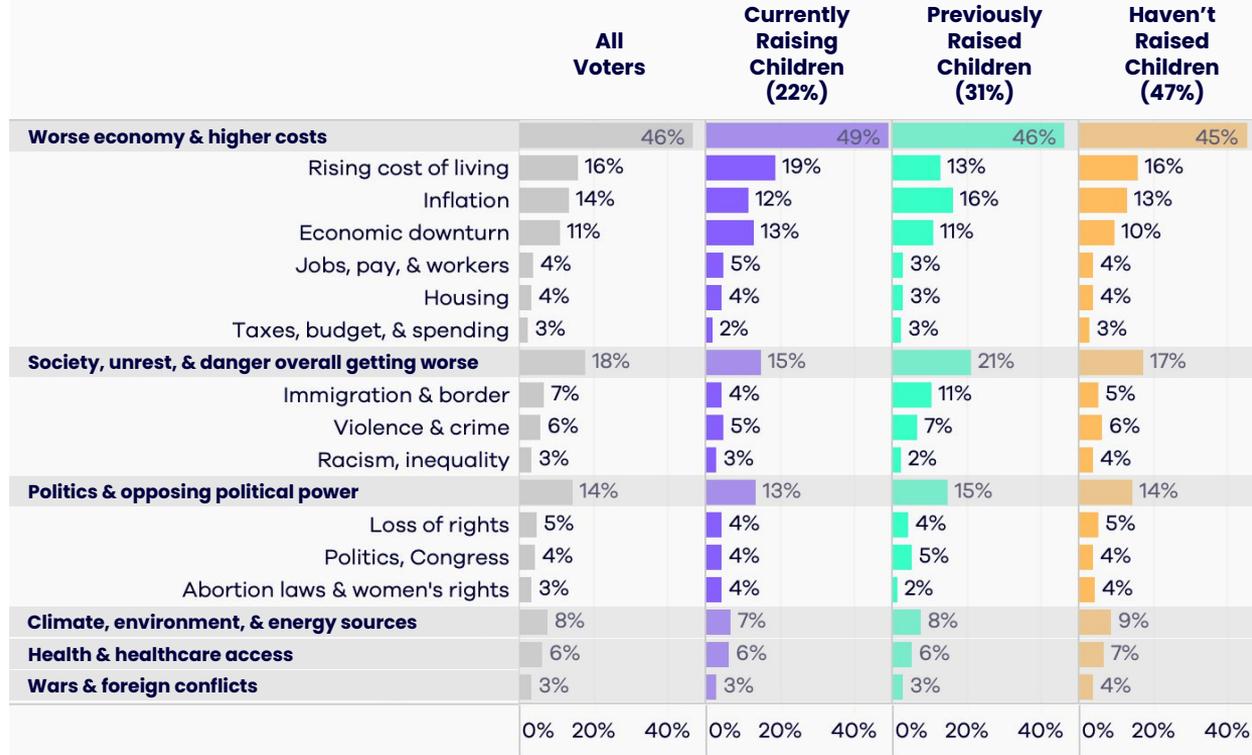


Challenges & Barriers



Overwhelmingly, voters most often cite rising costs and a worsening economy as their top worry.

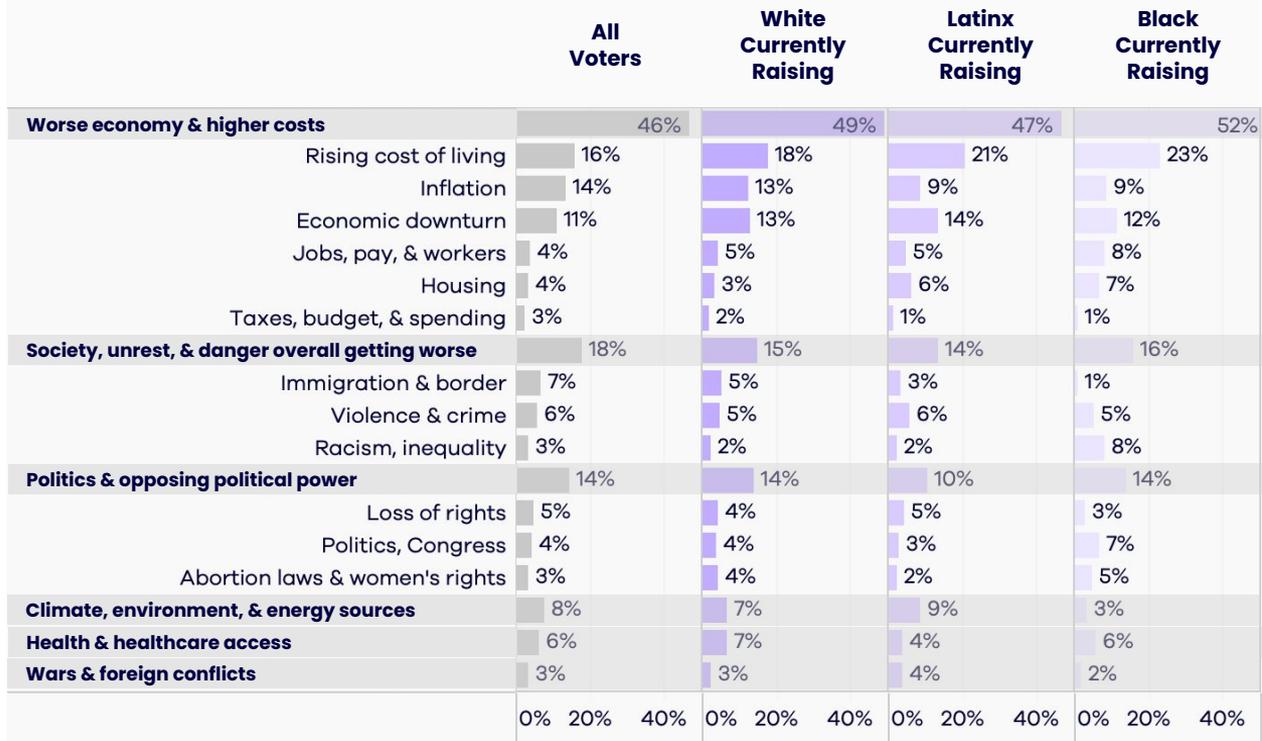
[Top Worry] When you think about our country's future, what single thing are you most worried about that you wish the government would do more to address? (Open)



All parents cite 'society, unrest and danger' as key concerns, but diverge by race on immigration, violence, and racism.

White parents are more likely to use the term "inflation" than parents of color.

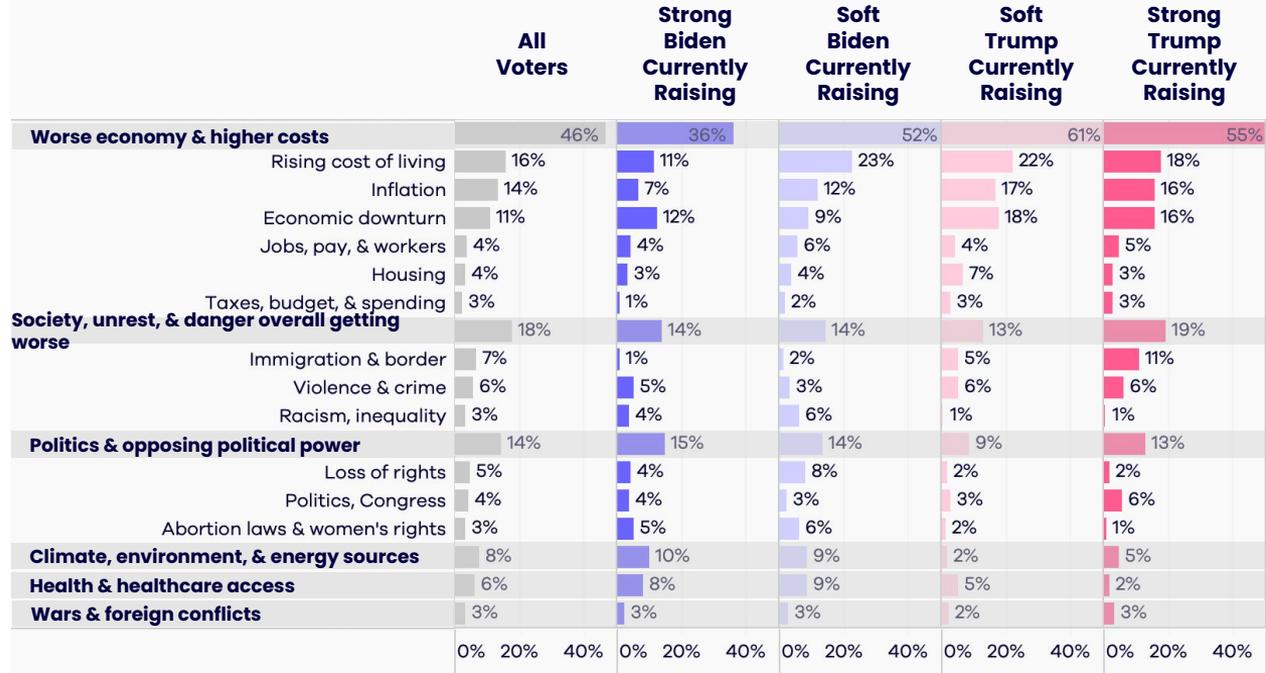
[Top Worry] When you think about our country's future, what single thing are you most worried about that you wish the government would do more to address? (Open)



Soft Biden (and Soft Trump) parents are worried by the economy and rising costs at higher rates than their strong counterparts.

Soft Trump parents are less likely than other subgroups to mention 'politics.'

[Top Worry] When you think about our country's future, what single thing are you most worried about that you wish the government would do more to address? (Open)



In their own words: Top Worry

Worse economy & higher costs (46%)

"I'm worried about the minimum wage rate. It seems the economy is getting **more expensive to live but the wage at work isn't matching.**"

- Currently Raising Children, Woman, Black, Soft Biden

"Inflation! **Americans can't survive** on these prices."

- Currently Raising Children, Woman, AAPI, Soft Trump

"Our economy and **food supply shortage.** If the cost of goods continues to go up what food we do have available will be too expensive for most Americans."

- Previously Raised Children, Woman, White, Strong Trump

"I wish the government would **provide better medical care to low income families.**"

- Currently Raising Children, Woman, Latinx, Did not vote

Society, unrest, & danger overall getting worse (18%)

"I wish the government would do more to **address race relations.** Our country is grossly divided."

- Currently Raising Children, Woman, Black, Strong Biden

"**Climate change** and the effects of **future generations.**"

- Currently Raising Children, Woman, White, Strong Biden

"We need help with **crime and gun violence,** too many senseless deaths."

- Currently Raising Children, Woman, White, Soft Trump

"I am most worried about the government will **address racial discrimination.**"

- Currently Raising Children, Woman, AAPI, Strong Biden

Politics & opposing political power (14%)

"I worry much about the **future of democracy** and all that."

- Currently Raising Children, Woman, Latinx, Strong Biden

"Women's **right to choose.**"

- Currently Raising Children, Woman, White, Strong Biden

"The single thing I wish the government would do more to **address is the right of abortions.**"

- Currently Raising Children, Woman, Black, Soft Biden

"Ensure **voting rights** for all eligible."

- Previously Raised Children, White, Man, Other

"The **corruption in government** and the majorly **divisive tactics that politicians are using** to get more power."

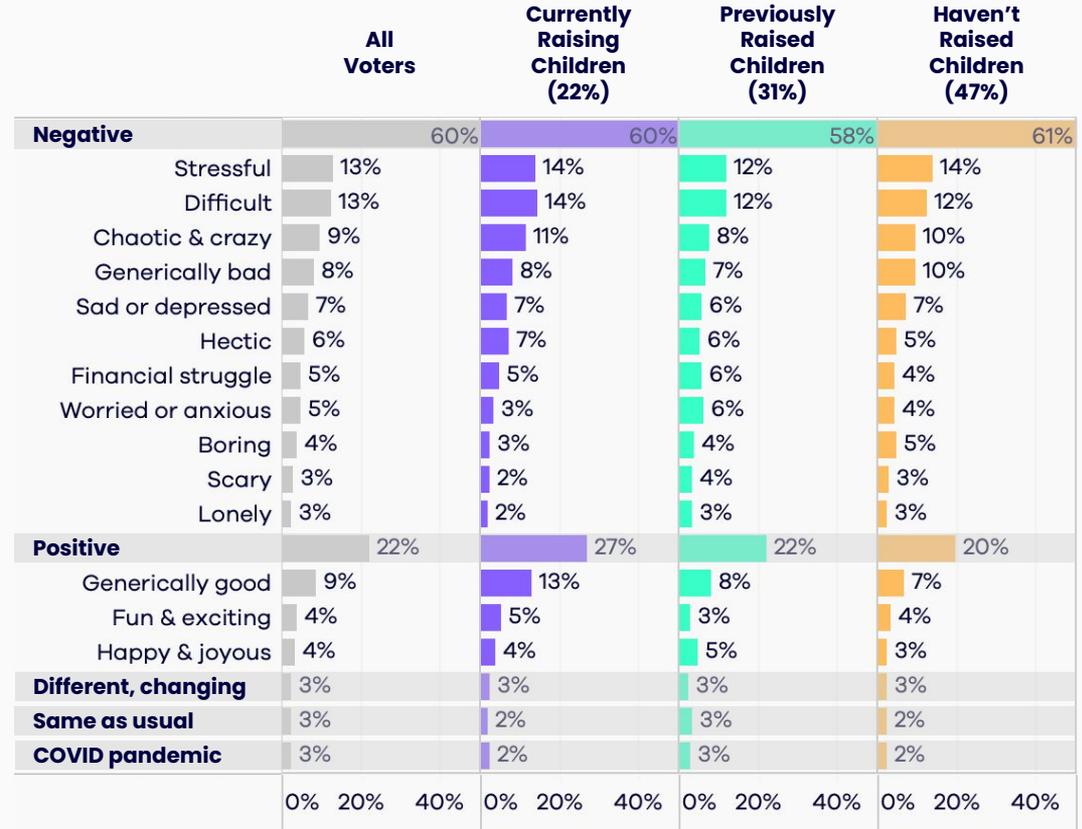
- Currently Raising Children, Woman, White, Did not vote



When describing their lives over the last year, voters are more than twice as likely to use negative terms, led by 'stressful,' 'difficult,' and 'chaotic,' than positive ones.

Current parents were most likely to use positive terms.

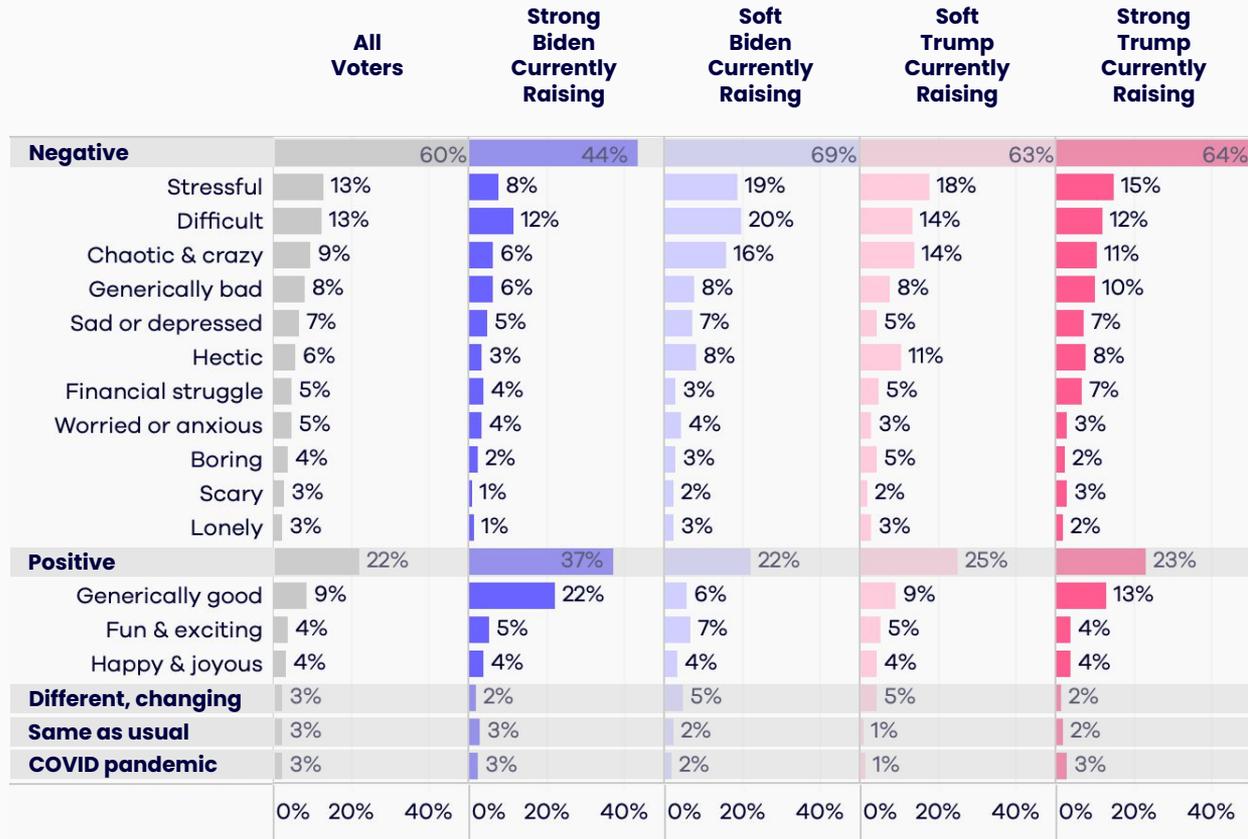
[Past Year] What 2-3 words would you use to describe the past year of your life?
(Open)



Strong Biden parents were the only vote choice segment for which positive terms were mentioned almost as much as negative ones.

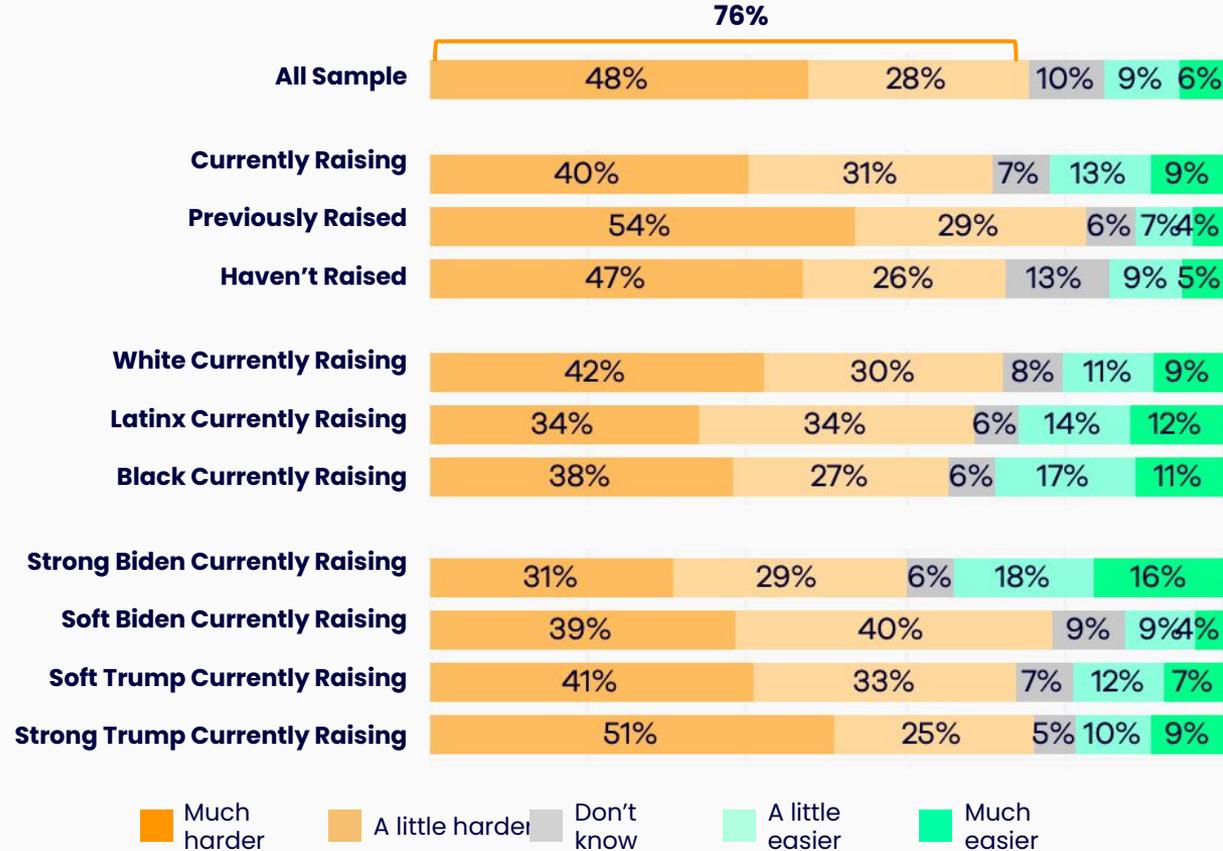
In contrast, 7 in 10 Soft Biden parents used negative and 2 in 10 used positive terms.

[Past Year] What 2-3 words would you use to describe the past year of your life?
(Open)



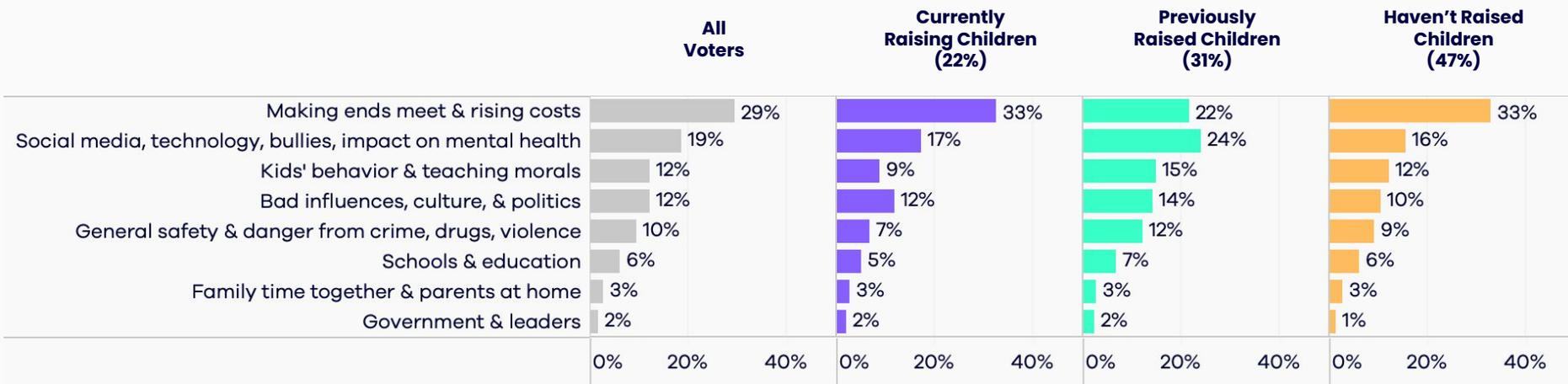
Strong Trump voters are much more likely to think it's harder to raise a family today than in their parents' generation.

[Today vs Past] When you think about raising a family in America today, how do you think it compares to what it was like for your parents' generation? (Closed)



Those raising and those who haven't raised children mention 'making ends meet' most often. Those who previously raised them are more likely to mention 'social media...& mental health.'

[Harder Today] What is one thing about raising a family in America today that you think is harder than it should be? (Open)



Soft Biden parents are more likely than other groups to mention 'making ends meet.'

They're nearly twice as likely as Strong Biden parents to cite 'bad influences, culture, & politics.'

[Harder Today] What is one thing about raising a family in America today that you think is harder than it should be? (Open)



In their own words: Harder today

Making ends meet & rising costs (29%)

"It didn't take as much as it does now to provide from all levels. **Food, clothing, shelter and education, it's too expensive.**"

- Currently Raising Children, Woman, Black, Strong Biden

"Finding **reliable child care while juggling career and home.**"

- Currently Raising Children, Woman, White, Soft Trump

"The **hours that parents have to work because of inflation** and wages not being raised."

- Currently Raising Children, Woman, Latinx, Strong Biden

"**Paying for kids to engage in activities.**

Everything is so expensive."

- Currently Raising Children, Woman, White, Soft Trump

Social media, technology, bullies, mental health (19%)

"Technology **influences children too much.**"

- Currently Raising Children, Man, AAPI, Soft Biden

"Everything is so **desensitized** now and children are **exposed to way too much way too young.** They're being targeted by tv, internet, ads, etc."

- Currently Raising Children, Woman, White, Other

"**Monitoring your children's online activity** and censoring things they shouldn't be seeing or interacting with."

- Currently Raising Children, Latinx, Did not vote

"The **peer pressure kids have to face**, teaching your child to stay away from violence."

- Currently Raising Children, Woman, Black, Strong Biden

Bad influences, culture, & politics (12%)

"There is **so much hate and anger.** It's terrible trying to raise a respectful human when **everywhere you look people are fighting and calling names and spreading hate.**"

- Currently Raising Children, Woman, Latinx, Soft Biden

"There are **too many outside influences** telling you how to raise your children."

- Previously Raised Children, Woman, White, Strong Trump

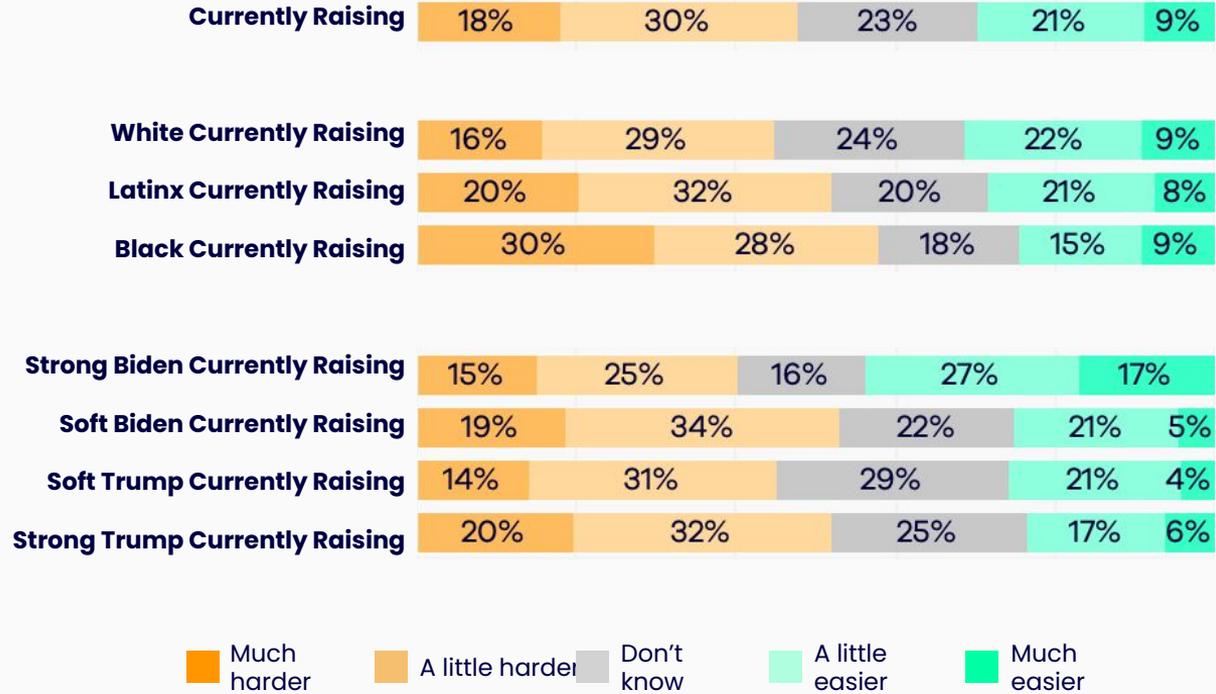
"There is **too much exposure for young people today.** It makes it **harder to allow them to enjoying being children.**"

- Currently Raising Children, Woman, White, Soft Biden



Black parents are twice as likely as White parents to say raising family in America is “much harder” for people like them.

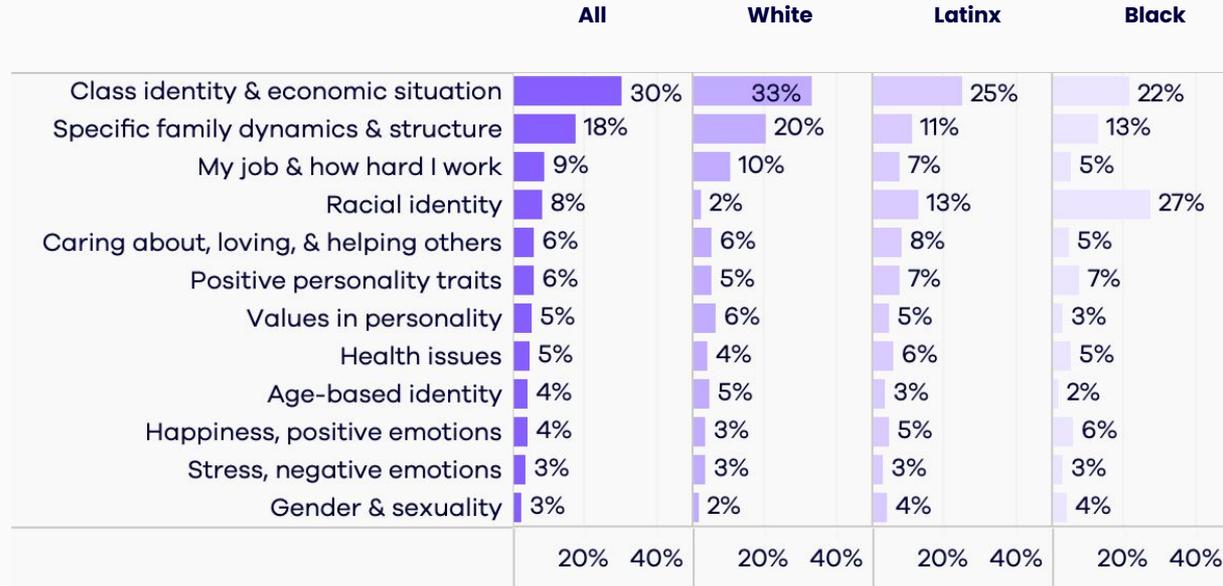
[Compared to Others] When you think about raising a family in America today, how would you describe what it's like for people like you, compared to other people?
(Closed)



When it comes to why parenting is harder for people like them, Black parents most often mention their race (27%), and White and Latinx parents most often mention class identity.

[People like You] In the previous question, when thinking about people like you, what characteristics of yourself or your life do you think about? (Open)

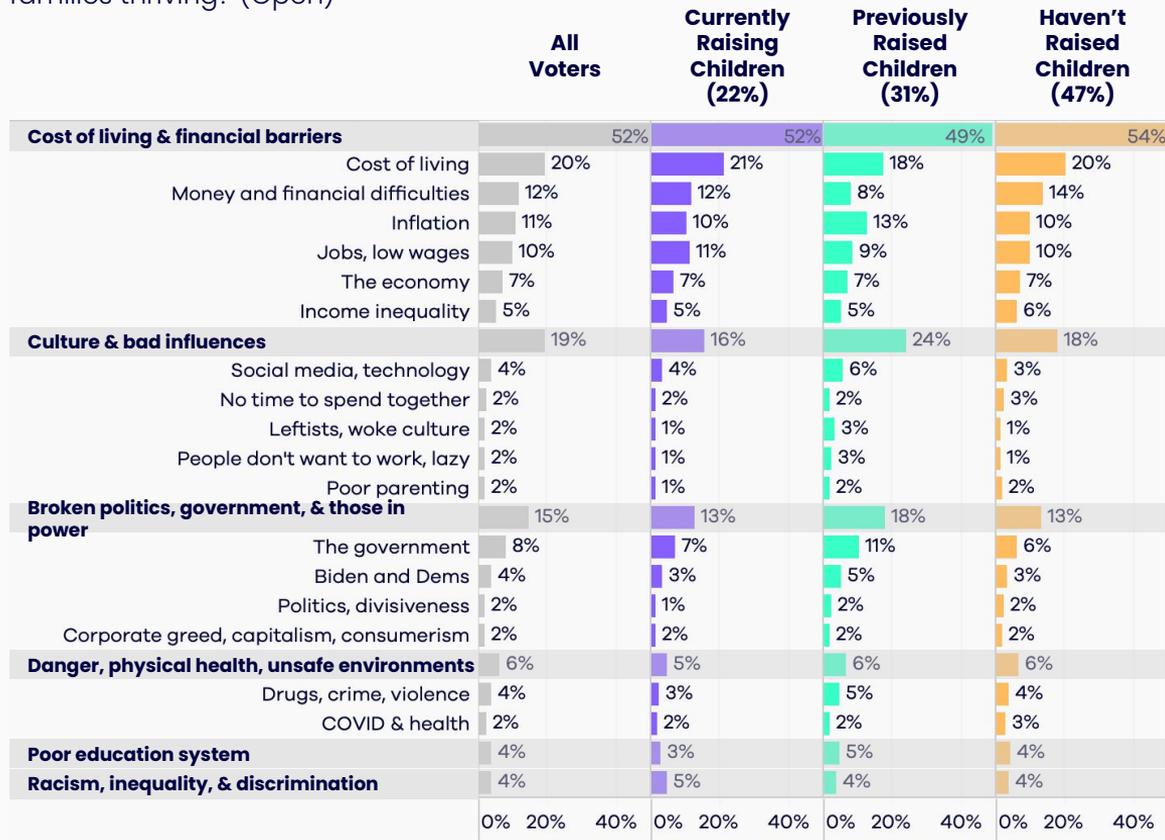
Among parents currently raising children who say it's harder for people like them:



Overwhelmingly, voters say 'cost of living & financial barriers' stand in the way of families thriving.

Those who previously raised children are more likely than other parent groups to say 'culture & bad influences' and 'broken politics.'

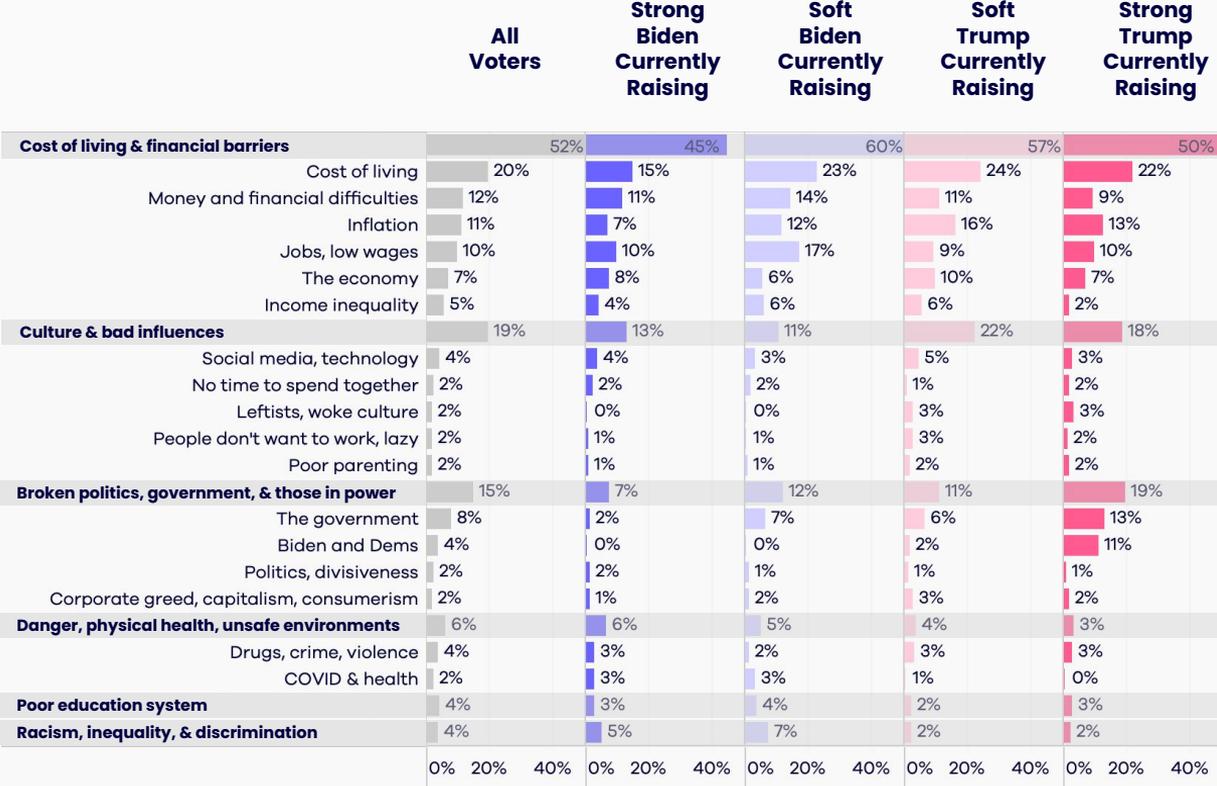
[Barriers to thriving] Some say that it's harder than ever for families to thrive in America today. What things, if any, do you think are standing in the way of American families thriving? (Open)



Soft Biden and Soft Trump parents are more likely than their strong counterparts to cite cost of living and financial barriers as standing in the way.

About 2 in 10 Trump parents cite 'culture & bad influences' compared to about 1 in 10 for Biden parents.

[Barriers to thriving] Some say that it's harder than ever for families to thrive in America today. What things, if any, do you think are standing in the way of American families thriving? (Open)



In their own words: Barriers to thriving

Cost of living & financial barriers (52%)

"I think the **minimum wage should be a lot higher** and **inflation needs to go down** and **rent is out of control** so I do believe these are the major roadblocks in life today."

- Currently Raising Children, Man, Black, Strong Biden

"The prices of everything going up. **People barely can afford a roof over their head** and food to eat. **We need help.**"

- Currently Raising Children, Woman, Black, Did not vote

"After school programs that are affordable. **It's hard to be a working parent** and raise a child and **give them all they need without breaking the bank.**"

- Currently Raising Children, Woman, Latinx, Strong Biden

Culture & bad influences (19%)

"**Too much technology. Social media platforms** where everyone says things they would not say to your face."

- Currently Raising Children, Man, White, Did not vote

"Wages haven't been raised in years. **Raising a family isn't a priority like it used to be.**"

- Currently Raising Children, Woman, Latinx, Strong Biden

"The innovation we reached these days, I think **there's no complete control over technology regarding raising a child.**"

- Currently Raising Children, Man, White, Soft Biden

"The economy, inflation, lack of education, lack of community resources, lack of universal healthcare **and the media.**"

- Currently Raising Children, Woman, Latinx, Soft Biden

Broken politics, gov't, & those in power (15%)

"People **fighting in government** instead of looking into the **best interests of all Americans.**"

- Currently Raising Children, Woman, White, Strong Biden

"No one has the money to afford children and the **government does not want to help.**"

- Hasn't Raised Children, Woman, Black, Soft Biden

"Politicians who are **not in touch with real people.**"

- Currently Raising Children, Woman, White, Soft Biden

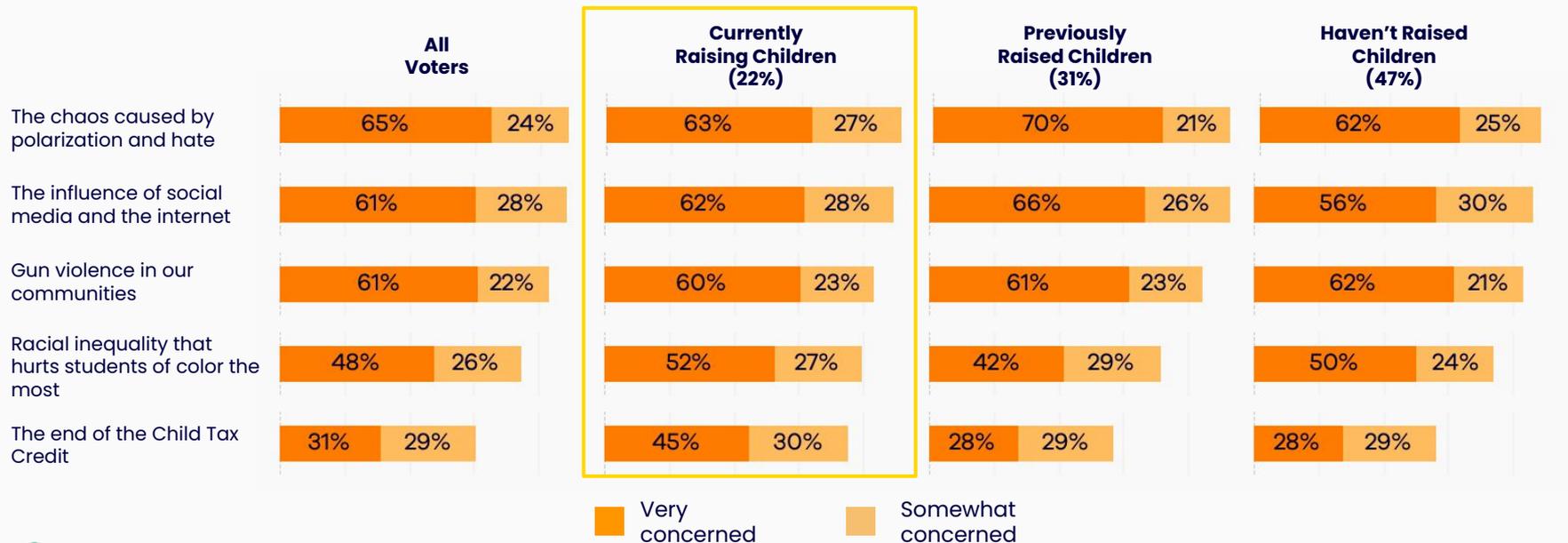
"Living wage. The **amount companies make compared to what they pay their employees.**"

- Currently Raising Children, Man, White, Soft Biden



Parents (and all voters) are most concerned about children in America being harmed by the chaos of hate, influence of social media, and gun violence.

[Harm grid] How concerned are you about each of the following harming children growing up in America today? (Closed)

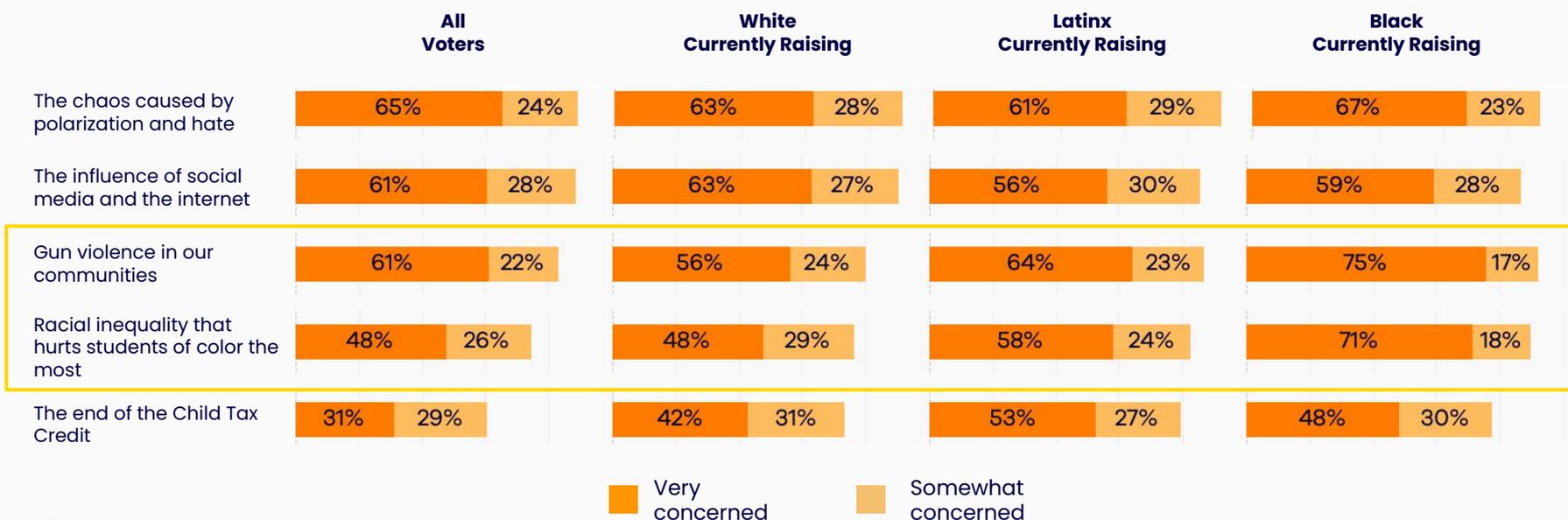


Not visualized: Not very concerned, Not concerned, Don't know



Black parents are most concerned about gun violence and racial inequality, followed by Latinx parents and White parents.

[Harm grid] How concerned are you about each of the following harming children growing up in America today? (Closed)



Not visualized: Not very concerned, Not concerned, Don't know



Heroes & Villains



The frame of “doing much more to support children” is most convincing among all voters; this difference is driven by those who previously raised or never raised children.

[Framing Sample Split] How much do you agree with the following statement? In our country, we should do much more to support [families raising children/parents raising children/children/the next generation]. (Closed)

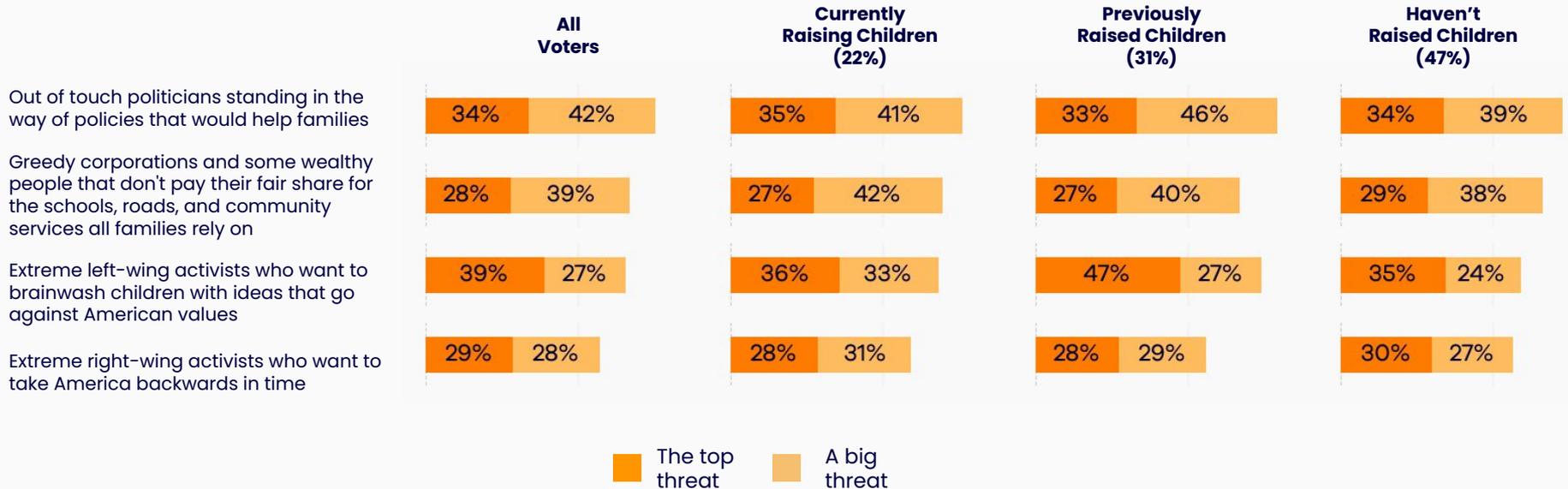


Not visualized: Somewhat disagree, Strongly disagree, Don't know



Among all voters and across parent status, “out of touch politicians standing in the way” are seen as the biggest threat to children growing up.

[Threat grid] How much are each of the following groups a threat to children growing up in America today? (Closed)

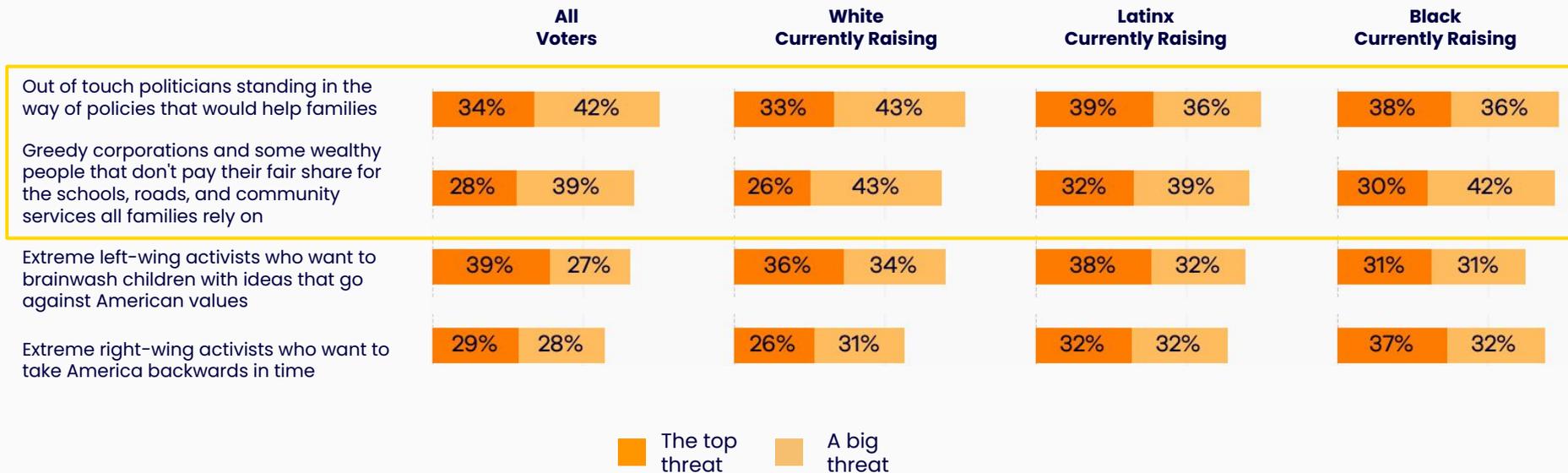


Not visualized: A small threat, Not a threat, Don't know



Black & Latinx parents are more likely than white parents to call “out of touch politicians,” “greedy corporations,” and “extreme right-wing activists” the top threat facing children.

[Threat grid] How much are each of the following groups a threat to children growing up in America today? (Closed)

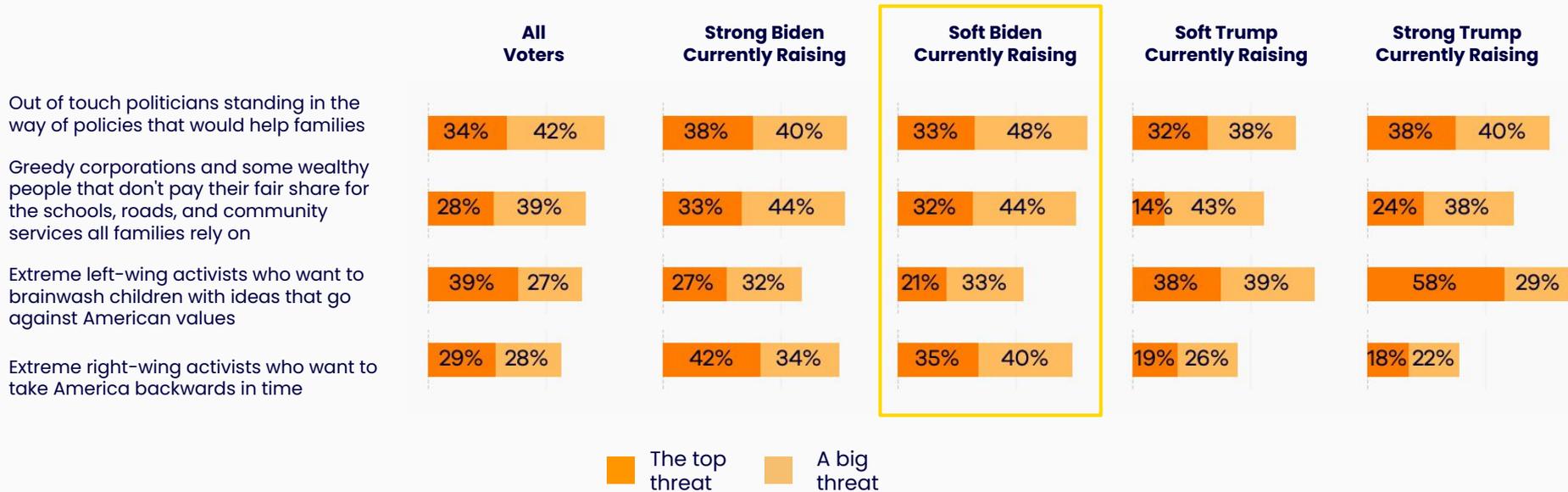


Not visualized: A small threat, Not a threat, Don't know



Soft Biden parents are most concerned about “out of touch politicians.” They are slightly less concerned about both “greedy corporations” and “extreme right-wing activists.”

[Threat grid] How much are each of the following groups a threat to children growing up in America today? (Closed)



Not visualized: A small threat, Not a threat, Don't know

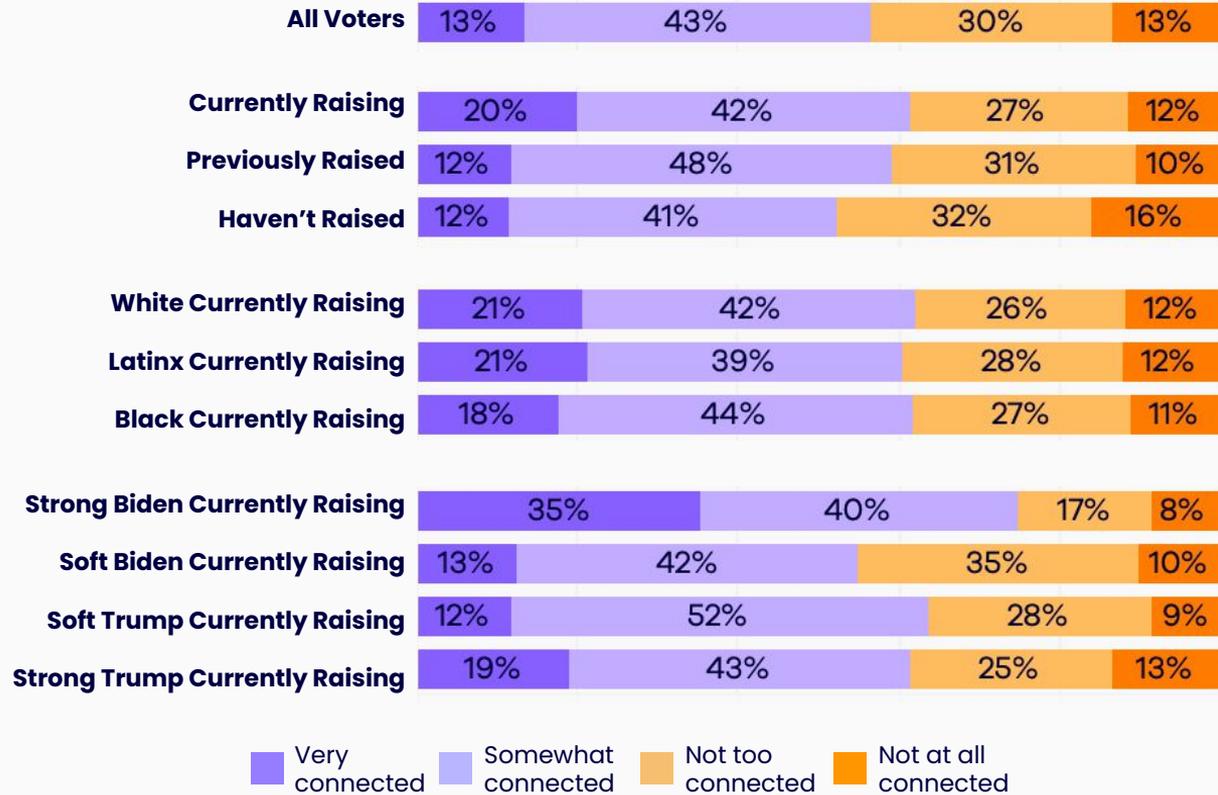


Solutions & Positive outcomes



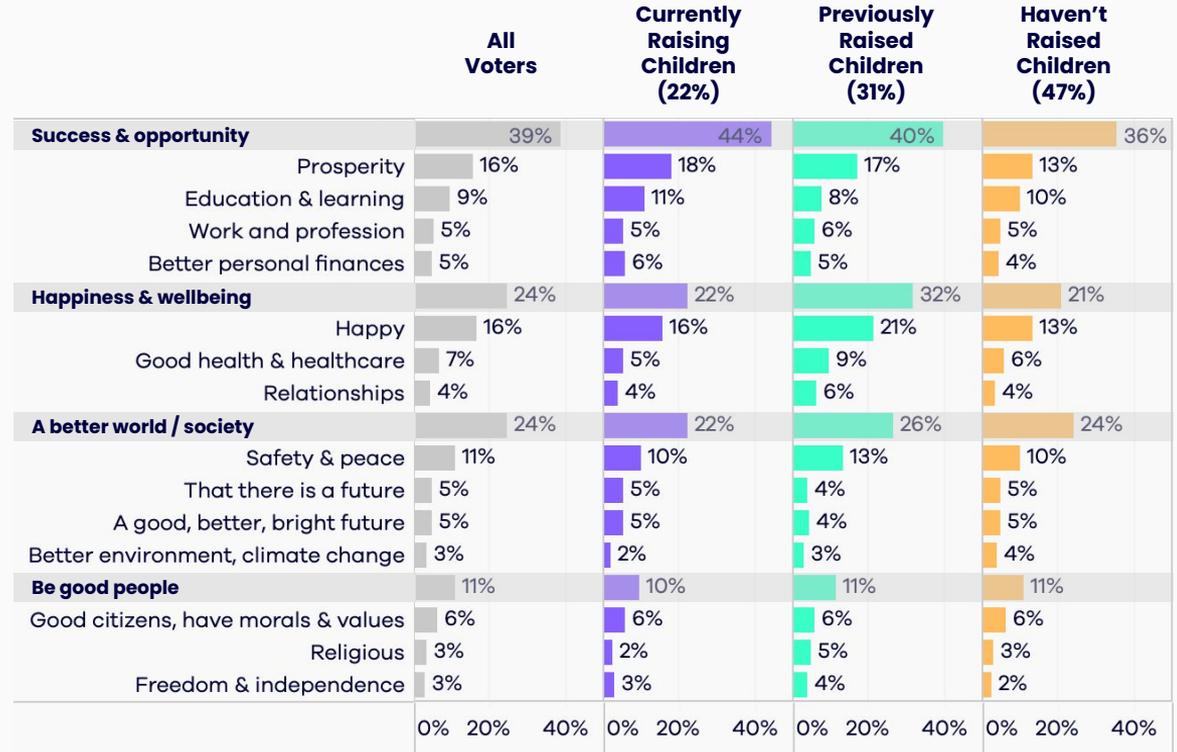
Parents currently raising children are nearly twice as likely as others to say they feel “very connected” to their local community, though only 1 in 5 feel that way.

[Community Connection] In general, how connected do you feel to your local community? (Closed)



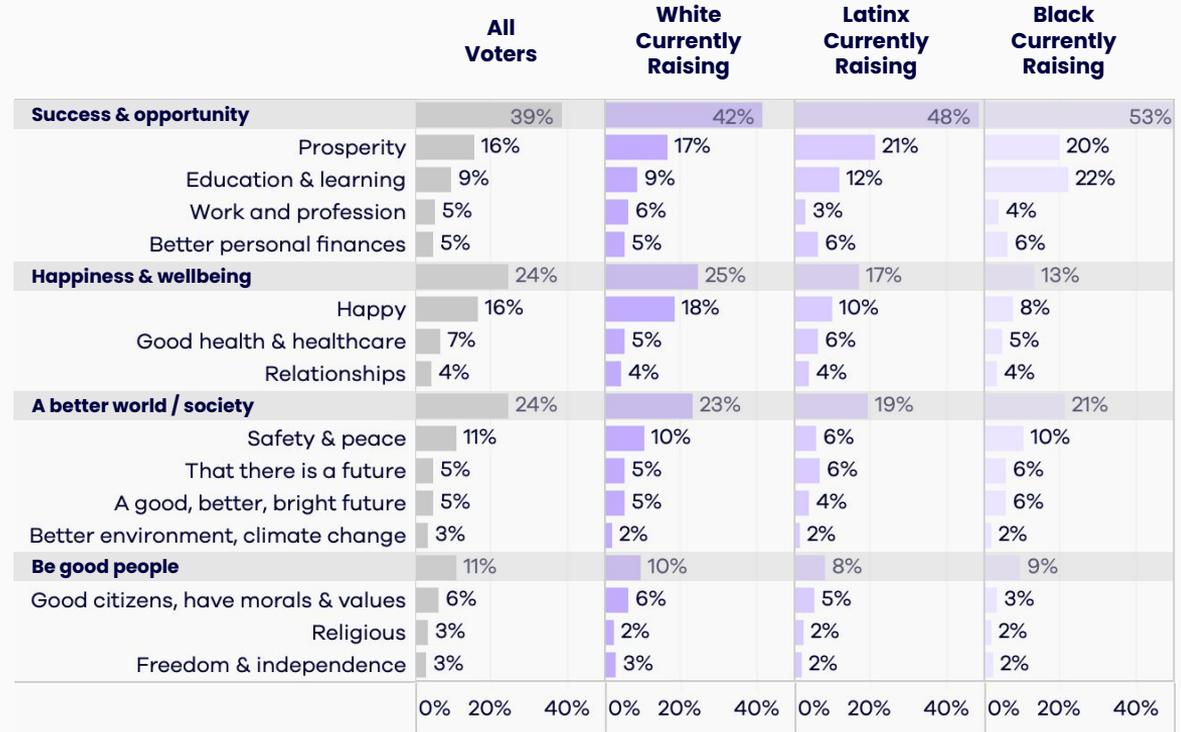
For the children in their life, 4 in 10 voters hope for 'success & opportunity.' 1 in 4 hope for either 'happiness & wellbeing' or for a 'better world' for them to live in.

[Hope for Future] Thinking about the child(ren) in your life, what do you most hope for their future? (Open)



Looking at racial groupings, Black parents are more likely to say ‘success & opportunity,’ and white parents are more likely to say ‘happiness & wellbeing.’

[Hope for Future] Thinking about the child(ren) in your life, what do you most hope for their future? (Open)



In their own words: Hope for children's future

Success & opportunity (39%)

"That they are able to go out in the world and **live comfortably**. Not struggle. You **want opportunities to be there but also provide them the skill and know how to take advantage** of an opportunity when it presents itself."

- *Currently Raising Children, Man, Black, Did not vote*

"To **graduate and go to college get a degree** in something that they are passionate about and became **successful and happy**."

- *Currently Raising Children, Woman, Latinx, Soft Biden*

"That they can **be prepared and be ready for what obstacles they face** so I know I did my job and they **know I was there every single day to protect them and would move the heavens to make them safe** and happy."

- *Currently Raising Children, Woman, Latinx, Strong Trump*

Happiness & wellbeing (24%)

"Health, success, happiness, **personal fulfillment, financial success**, but most of all a **strong sense of who they are**, and that they **stand up for others** who are marginalized."

- *Currently Raising Children, Woman, White, Did not vote*

"To live comfortably, show **love and compassion** to others. **Be good people even when they don't stand to gain from it** other than knowing they did right."

- *Currently Raising Children, Man, White, Prefer not to say*

"That they are **healthy and happy** and that they **can find a job that they love and not have to worry** if they can afford housing."

- *Currently Raising Children, Woman, White, Strong Biden*

A better world / society (24%)

"**Safe environment to grow and thrive in**, healthy, full family life. Safety and that **climate change is fully addressed** and acted upon so they and their own descendents have a future."

- *Hasn't Raised Children, Woman, White, Strong Biden*

"That **this world becomes a better place** that they have everything they need. That they help others that are kind. And they always put their family first once they have children. Most of all I hope them happiness I hope they're healthy. And **I hope all their dreams come true**."

- *Hasn't Raised Children, Woman, White, Strong Biden*

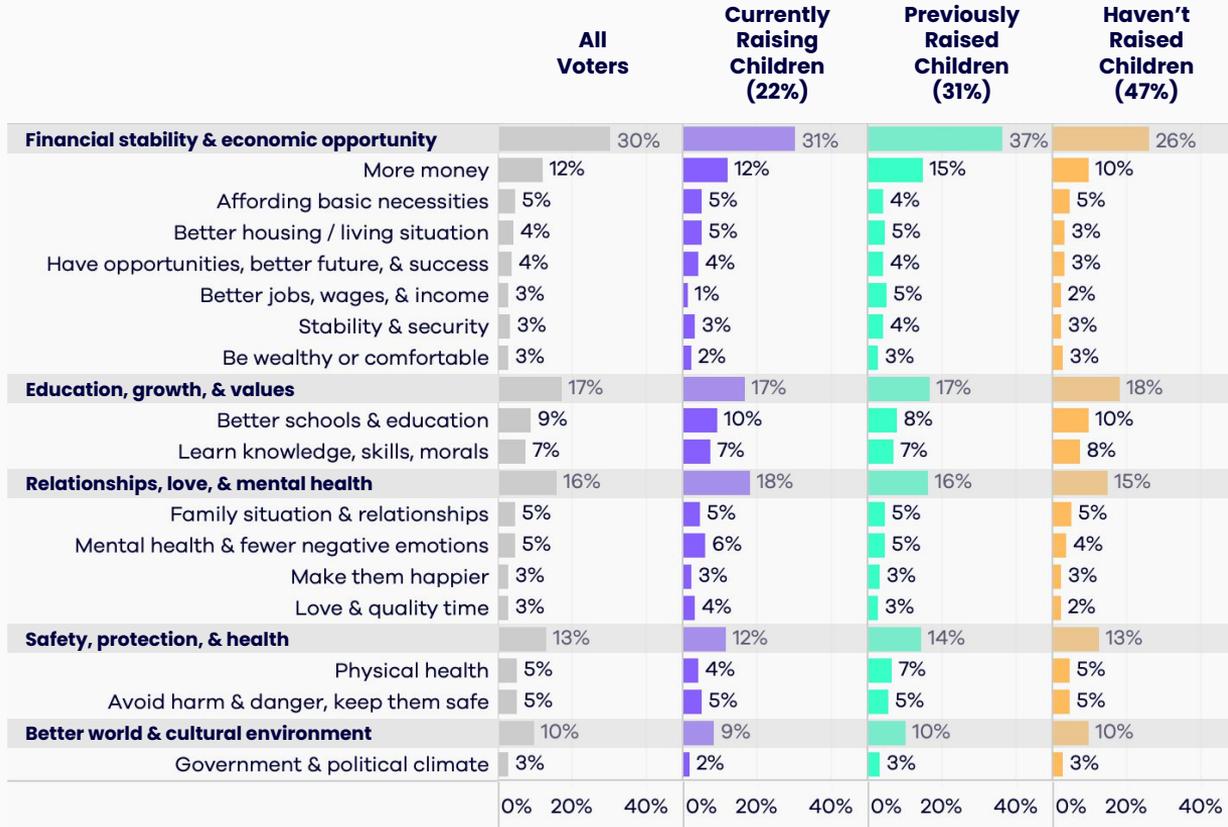
"I hope they have more rights and are able to stand up and fight. **I hope the future government looks to take care of their citizens rather than themselves**."

- *Hasn't Raised Children, Woman, White, Strong Biden*



Across parenting status, voters say if they could improve one thing for children in their lives it would have to do with money and material concerns.

[Magic Wand Now] Thinking about the child(ren) in your life, if you could wave a magic wand and improve one thing about their lives right now, what would it be? (Open)



In their own words: Magic wand now

Financial stability & economic opportunity (30%)

"Having the ability to literally **afford/give them anything they need** at all (not only shelter, food and a vehicle, but the everyday essentials and including any **extra fun stuff as well.**"

- *Currently Raising Children, Woman, Latinx, Strong Biden*

"I would wish my son would be set for life and **never have to worry about not having money.**"

- *Currently Raising Children, Woman, Latinx, Did not vote*

"How we live, there are **many things I can not buy or do that her friends get to do** because they have more money than we do."

- *Currently Raising Children, Woman, White, Soft Biden*

Education, growth, & values (17%)

"To stay **out of trouble** and **get the best education that they can.**"

- *Currently Raising Children, Man, Latinx, Soft Trump*

"Teaching young people **respect for themselves and others.**"

- *Hasn't Raised Children, Woman, White, Strong Trump*

"That they had **financial support from their parents for an education.**"

- *Hasn't Raised Children, Man, AAPI, Strong Biden*

"They would be able to access their education and **receive quality education without financial and political limitations.**"

- *Currently Raising Children, Woman, White, Soft Biden*

Relationships, love, & mental health (16%)

"For them **not to experience hate and violence and peer pressure.**"

- *Currently Raising Children, Woman, Black, Strong Biden*

"I would wave a wand but I would just want them to **know they are loved and cherished and their identity is deeper than skin.**"

- *Currently Raising Children, Woman, Black, Other candidate*

"**Build their confidence** and give them an **assurance that everything truly will be alright.**"

- *Currently Raising Children, Woman, Black, Did not vote*

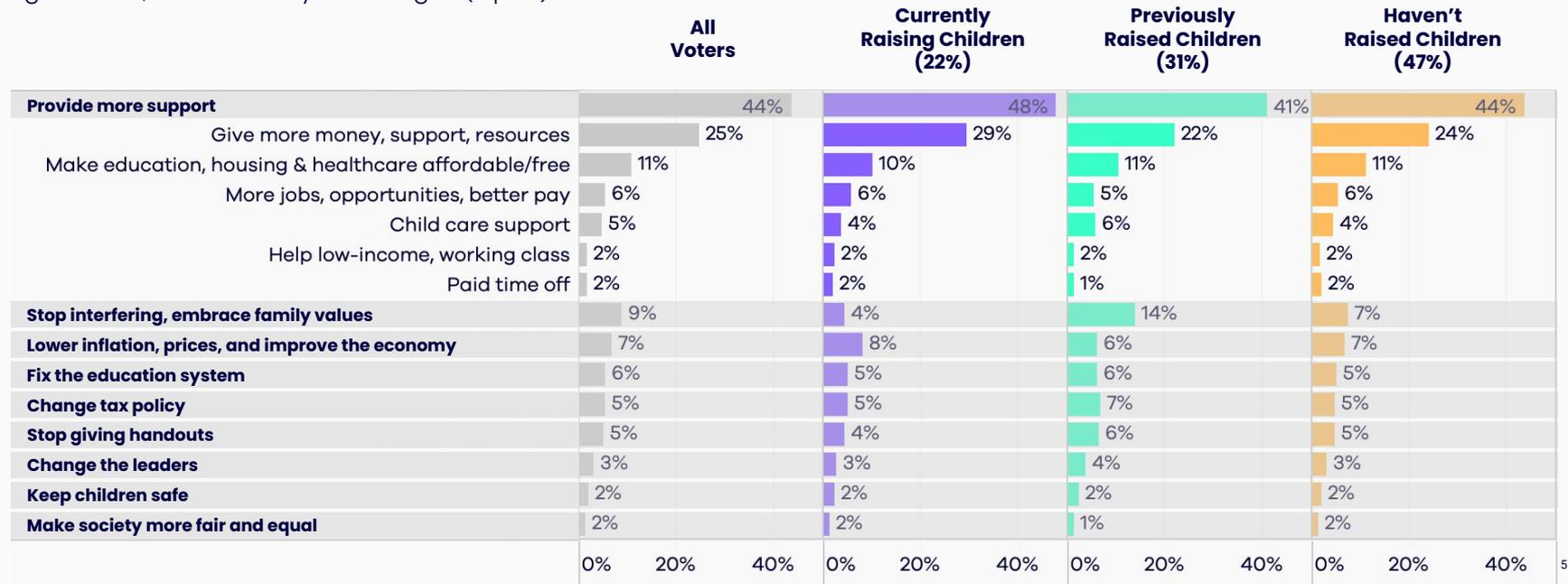
"That their personal **relationships with partners don't hurt them** or take them off their intended course."

- *Currently Raising Children, Man, White, Strong Trump*



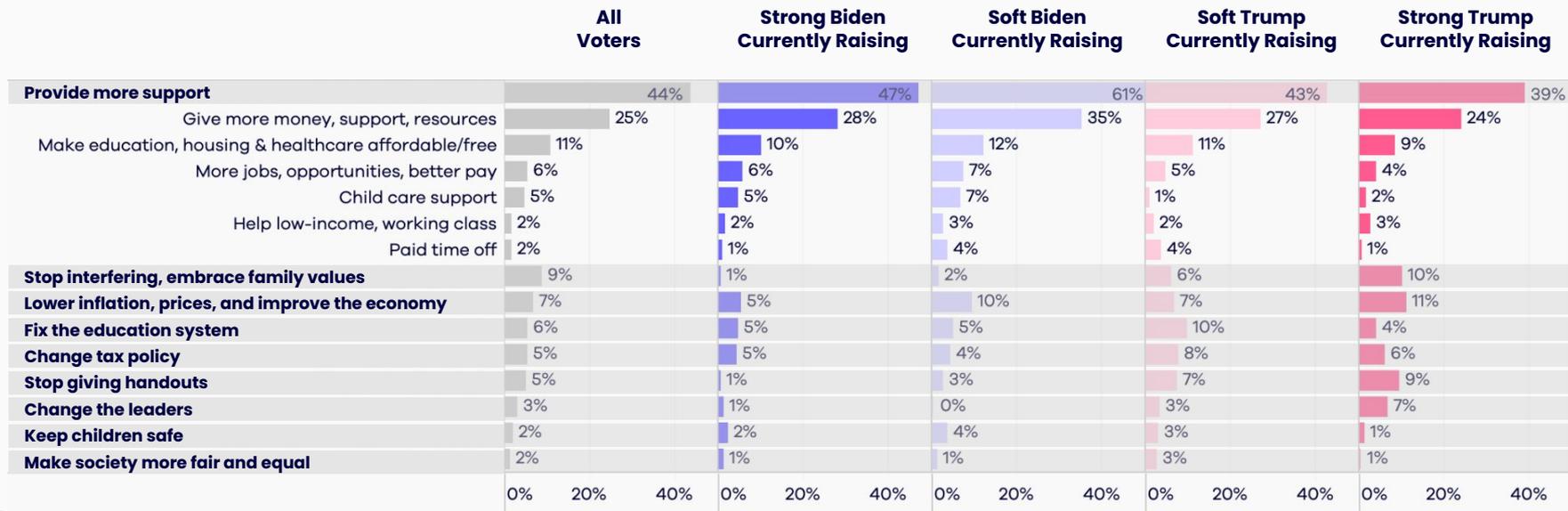
Across parenting status, voters overwhelmingly say they would change how much the government financially supports families.

[Magic Wand Gov't] If you could wave a magic wand and change one thing about how our government supports families that are raising children, what would you change? (Open)



Across vote choice, at least 1 in 4 parents say the government should provide more money. Soft Biden parents are the most likely to say the government should 'provide more support.'

[Magic Wand Gov't] If you could wave a magic wand and change one thing about how our government supports families that are raising children, what would you change? (Open)



In their own words: Magic wand government

Provide more support (44%)

"They would make sure **all families make a good living wage** to support their families"

- *Currently Raising Children, Male, Black, Strong Biden*

"Better **foster care and adoption**. More money towards supporting families"

- *Hasn't Raised Children, Male, Latinx, Strong Biden*

"That there would be more **loving homes for kids** and **parents with drug addictions get more help**."

- *Currently Raising Children, Woman, White, Strong Trump*

"Bring back the **child tax credit payments** and **pay parents (the middle class) more**."

- *Currently Raising Children, Woman, White, Soft Biden*

Give more money, support, resources (25%)

"That **every family could be accepted to get help they need**. Why do we have to apply for help and at times we are **turned down a lot of times**."

- *Currently Raising Children, Woman, White, Did not vote*

"Father's or mother's should get **some type of allowance from the government** to help support single families."

- *Currently Raising Children, Woman, Black, Strong Biden*

"Give out **better assistance** and **vouchers to daycare without having to go through extra stuff** to get it."

- *Currently Raising Children, Woman, Black, Soft Biden*

"They would be **quicker in getting their monetary aid and support to the people who need it**."

- *Currently Raising Children, Male, Latinx, Strong Biden*

Make education, housing, healthcare affordable/free (11%)

"**Healthier living. Just because we can't afford to live luxuriously doesn't mean we should have to move into places so run down** and full of mold toxins."

- *Currently Raising Children, Woman, White, Strong Trump*

"That families could **have equal education and healthcare**."

- *Currently Raising Children, Woman, Black, Soft Biden*

"More benefits to **better education and jobs** to support our children."

- *Hasn't Raised Children, Woman, AAPI, Soft Biden*

"**Mandatory mental health counseling** for all with plenty of therapists available."

- *Currently Raising Children, Woman, White, Other candidate*



Summary: Messaging Elements

	Shared Values	Challenge	Hero	Villain & Intent	Solution & Positive Outcome
What we learned	<p>All performed well</p> <p><u>Safety/stability</u> is the most broadly popular & familiar</p> <p><u>Community/love</u> may move people the most and clear the most ground for proposing gov't intervention</p>	<p>"Harder than ever to make ends meet"</p> <p>"Chaos caused by polarization and hate"</p>	<p>Parents, tie in values of community and love to their intention</p>	<p>Among Biden supporters, voters are willing to blame multiple actors (corporations, politicians, right-wing activists)</p> <p>Left-wing activists are seen as more of a threat than right by every group except Biden voters and Black voters</p>	<p>Families first agenda (progressive economic policies like CTC, positive education agenda)</p> <p>Stability, opportunity, and success</p>
What we want to know more about	<p>Effective combinations of values that work well together</p>	<p>How much to acknowledge the specific types of struggle families face <u>now</u> versus ongoing challenges of raising children in America</p>	<p>Optimal language for describing the hero</p>	<p>Language that combines right-wing & politicians</p> <p>Tying intention to cynicism & division</p>	<p>How to include/allude to "cultural issues" without falling into Republican frame</p>

Strategic Recommendations

1

Describe the problem so that parents see themselves and other parents, as part of a collective.

Build the understanding that this is a shared problem that families across America are facing. Acknowledge that it shouldn't and doesn't have to be this hard.



2

Paint a hopeful vision of a future where children grow up in communities where families don't have to go it alone.

Acknowledge that families all share the same values when it comes to raising children – care, safety, and love.

Anchor the future in ideas of stability, opportunity, and success for every child.

3

Blame out of touch politicians, but keep the focus narrow.

Experiment with different qualifiers like “radical,” “right-wing,” and “selfish” and describe their intention “to stoke chaos and divide us.”

4

Tie, as directly as possible, mentions of policy action to specific felt needs related to making ends meet.

Close the gap between the challenges they face getting by, and the perception of what government can do to solve them.



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