

TURNING THE TIDE IN TIGHT RACES

The logo is a black right-angled triangle with the text "ECONOMIC SECURITY PROJECT" in white, sans-serif, uppercase letters inside the triangle, and the word "ACTION" in white, sans-serif, uppercase letters on a black rectangular background at the bottom right corner of the triangle.

ECONOMIC
SECURITY PROJECT
ACTION

“ 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**
 $\frac{1}{2}$ of turnout targets and $\frac{1}{3}$ 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

Statistically significant effects bolded.

Trust

Which candidate in the upcoming U.S. Senate election do you trust more to support parents with young children?

+9.2%

Vote Choice

Thinking about the upcoming election for U.S. Senate in 2022, if the election were held today, for who would you vote?

+15.7%

- **OH** +26.0%
- **PA** +19.4%
- **GA** +10.2%

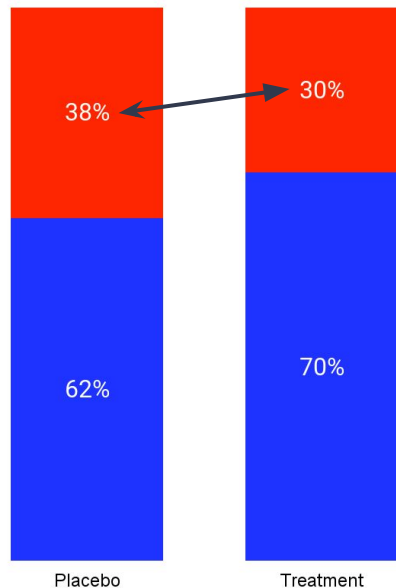
+6.6%

+11.2%

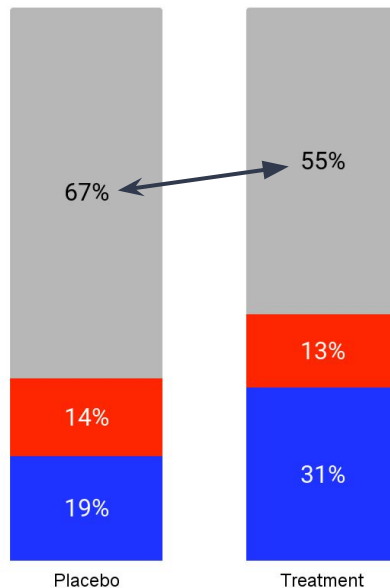
In total, our ads reached 404,691 people at an average frequency of 5.4x.

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.



Trust



Vote choice

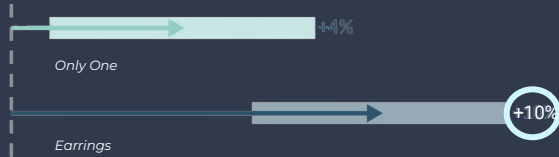
In this methodology, voters are
more likely to pick a “Don’t
Know” option.

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:

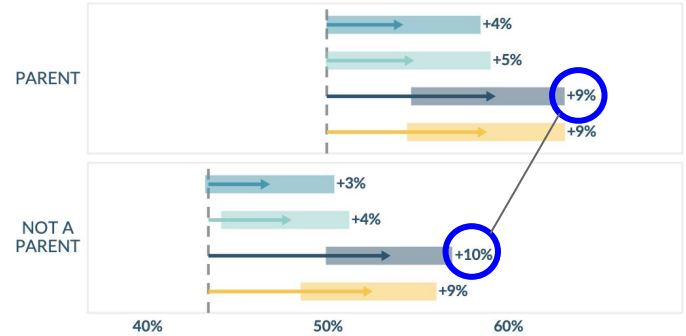
- Trust in pro-CTC candidates jumps +10 points.



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



CANDIDATE
HANDLES
FAMILY
ISSUES



Additional subgroup data available

- *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.



Post-*Dobbs*,
**OpenLabs ranked
our ad *Took Away*
in the top 15%** of
Senate ads tested.

More from Greenberg:

Candidates “can gain with key groups by spotlighting the Child Tax Credit, along with assault weapon purchaser age, abortion, and other issues. These issues are additive, each potentially moving more and more base and target groups a few points toward” a pro-CTC candidate.



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

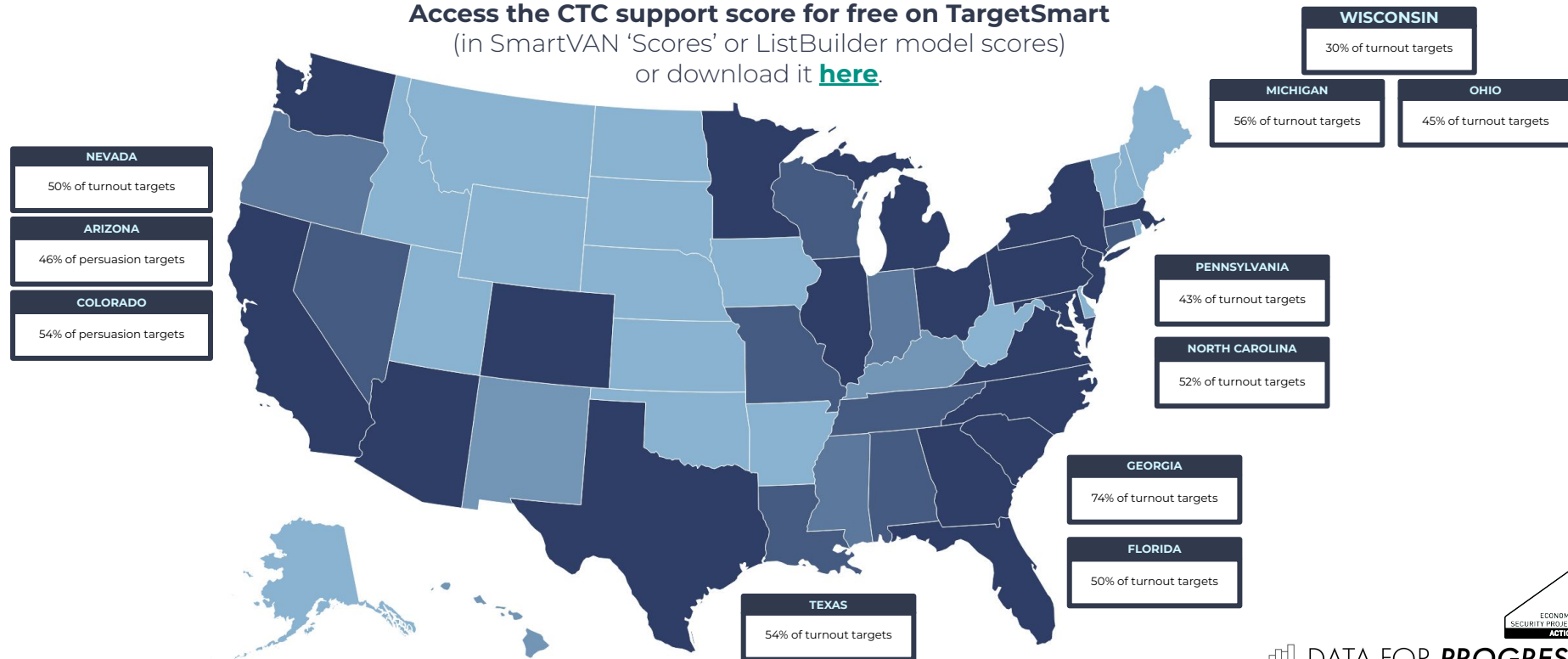
***The top Dem. accomplishment among Black voters,
white working-class women <50, and parents:***

- 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](#).



KEEP FAMILIES AFLOAT STEERING COMMITTEE



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

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APPENDIX

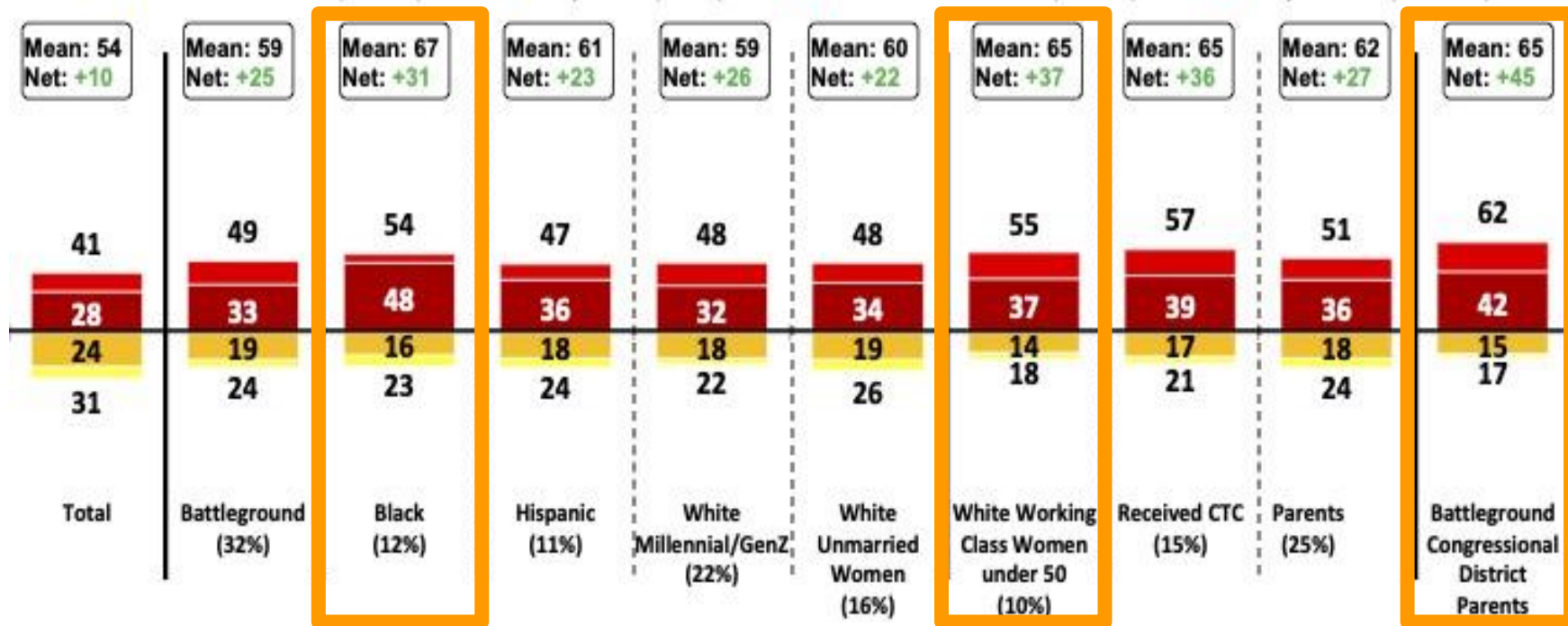
REGISTERED VOTERS

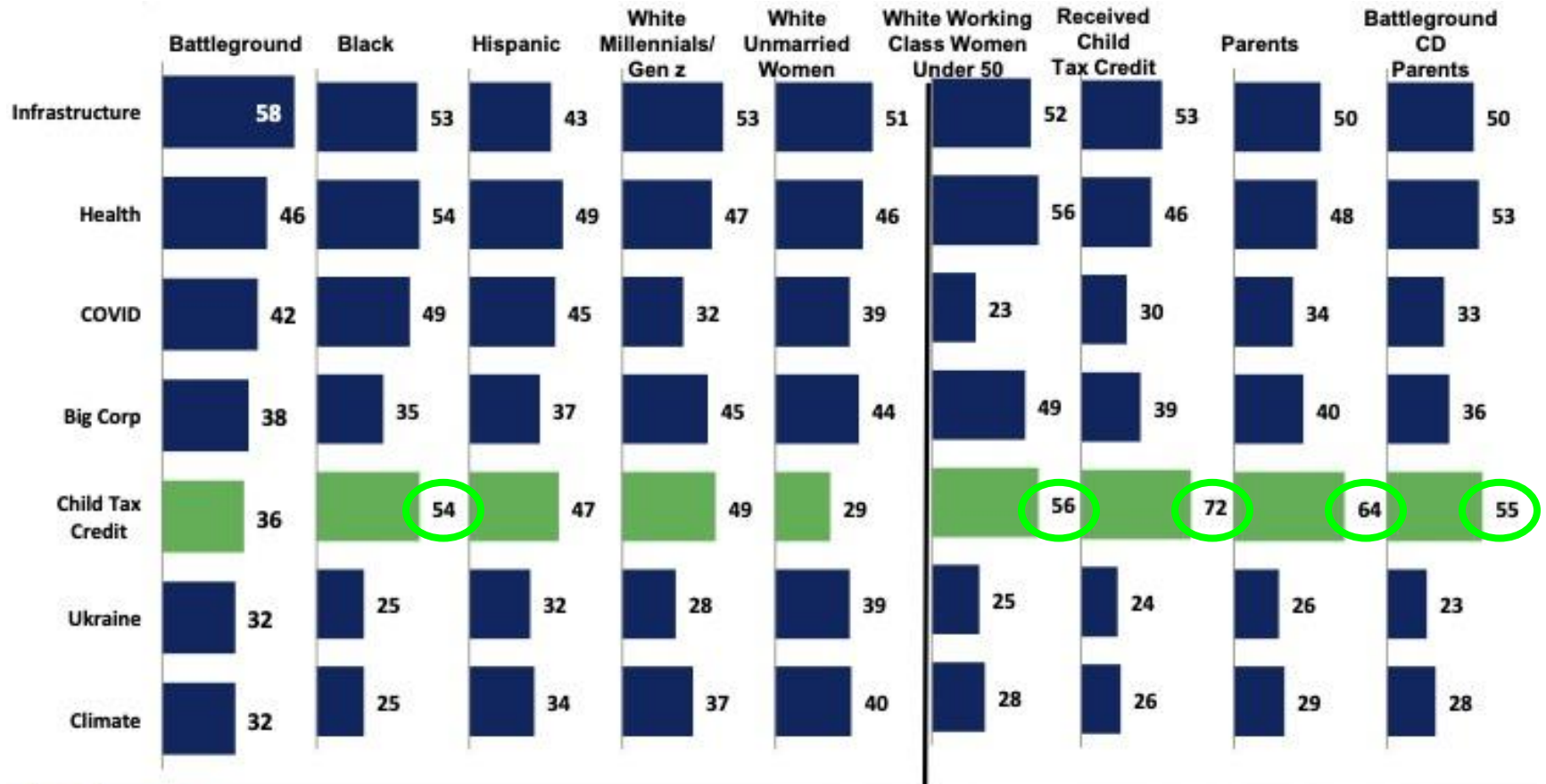
■ Somewhat Cool (26-59)

■ Very Cool (0-24)

■ Somewhat Warm (51-74)

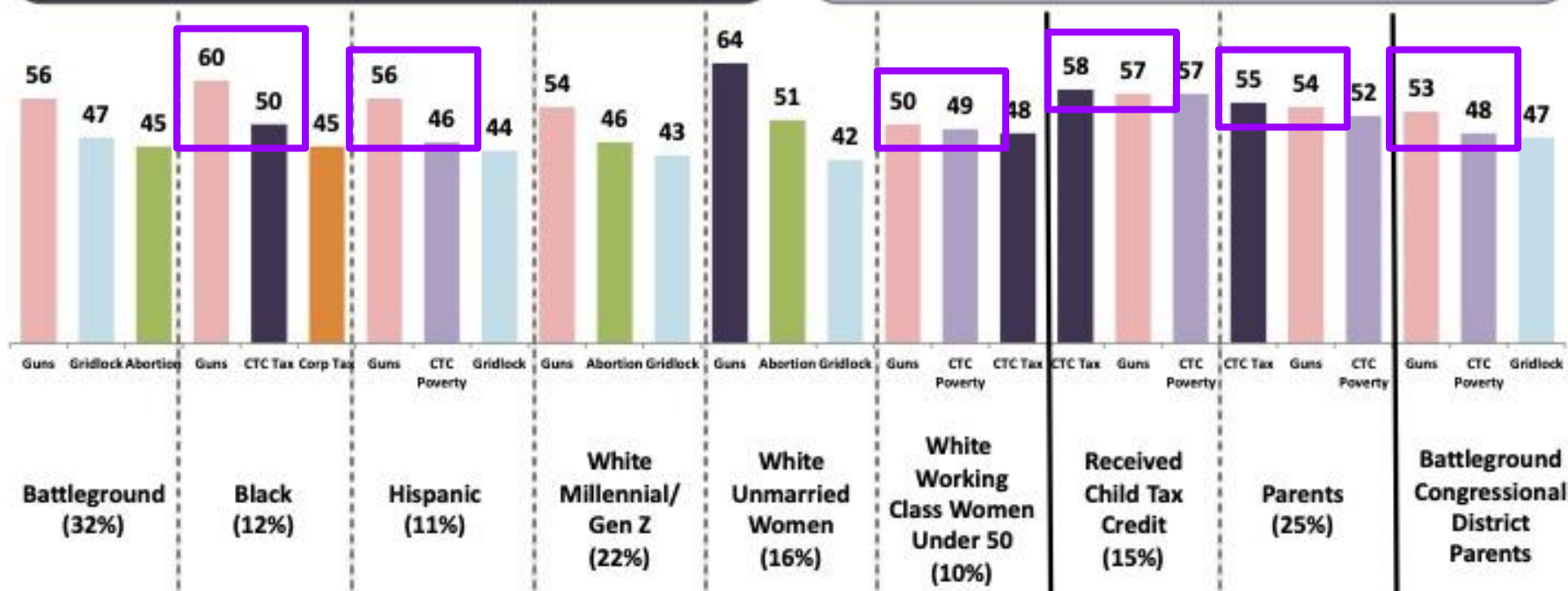
■ Very Warm (76-100)



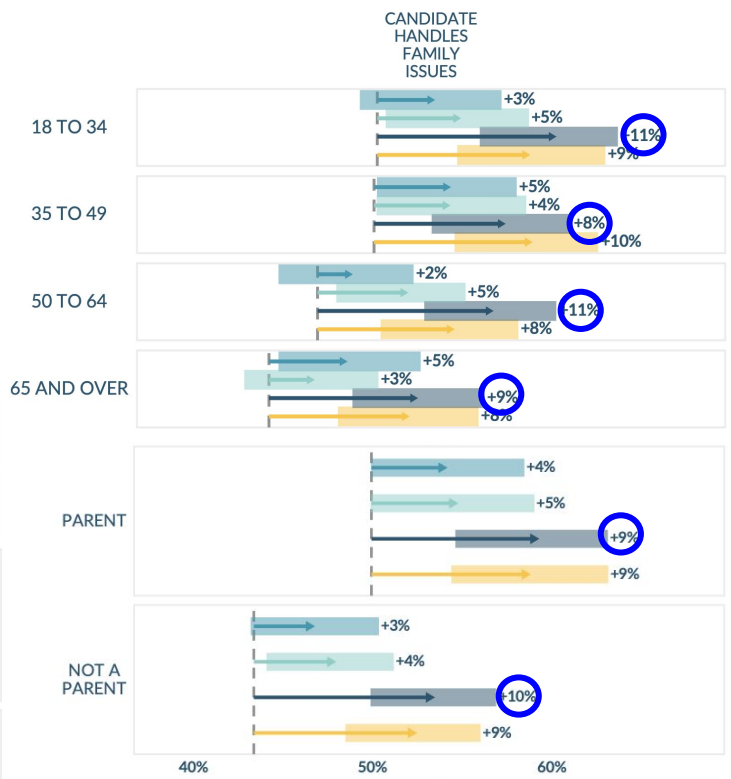
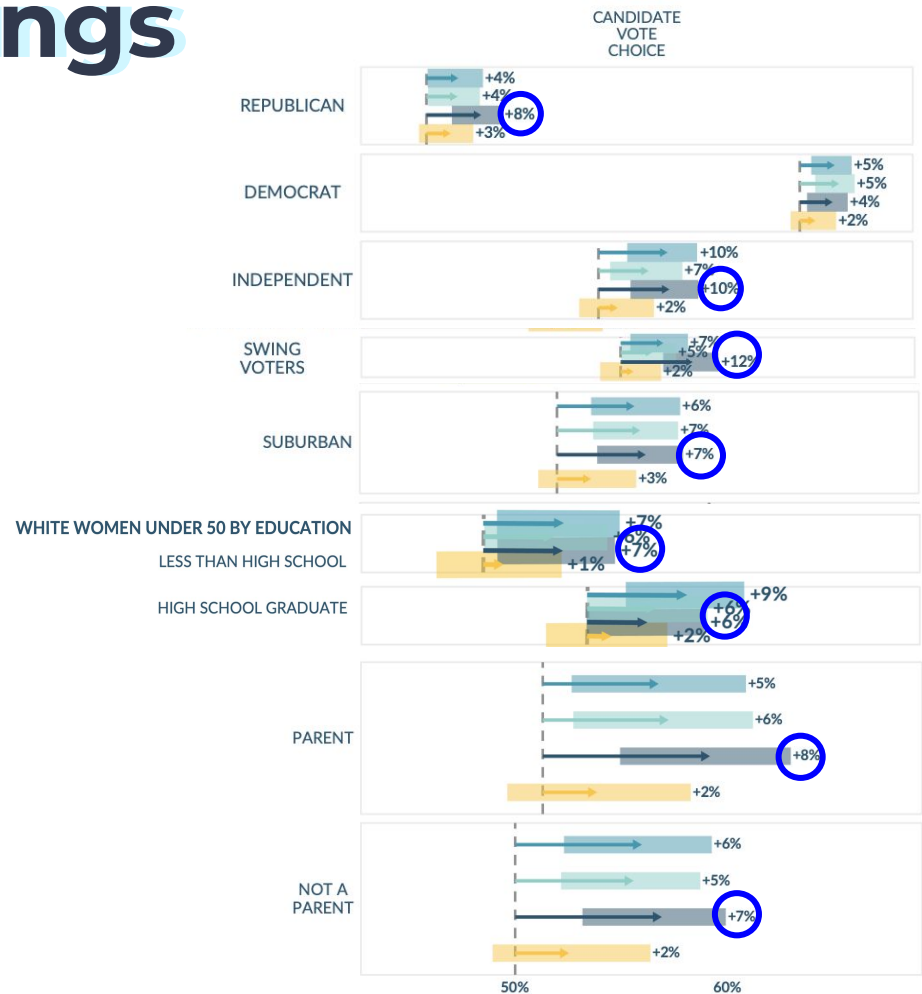


(SPLIT C) (CTC TAX) Every Republican in Congress voted against the increased and expanded Child Tax Credit that gave monthly checks to working families with kids and was a lifeline for so many people, helping them put food on the table, pay for child care, and more. They pledge now to never allow it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

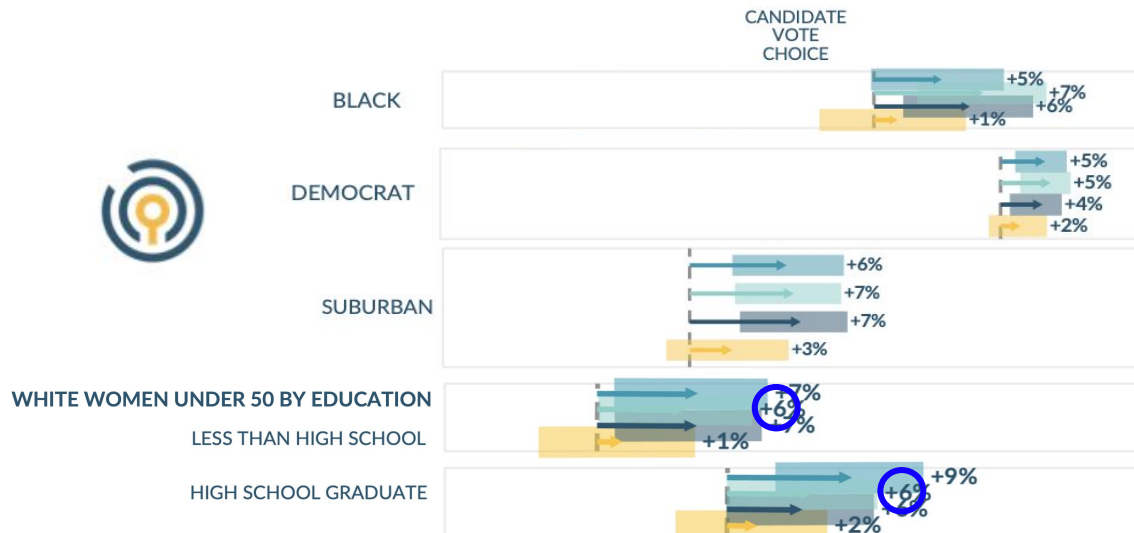
(SPLIT D) (CTC POVERTY) The increased and expanded the Child Tax Credit gave monthly checks to working families with kids and was a lifeline for so many people, helping them put food on the table, pay for child care, and more. Every Republican in Congress voted against it. They pledge now to never allow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



Earrings



Only One



Question	Party	Treatment	Reliable Dem	New Biden	Swing Voter	New Trump	Reliable Rep
Senate Horse Race 2022	dem	Only One	0.5%	1.4%	4.7%	6.2%	4.9%
Supports Families		Only One	1.0%	2.7%	4.8%	5.6%	3.6%



Blue Rose Research

Took Away



Blue Rose Research

Question	Party	Treatment	Reliable Dem	New Biden	Swing Voter	New Trump	Reliable Rep	White Women Under 65, No Highschool	White Women Under 65 High School
Senate Vote Choice	dem	Took Away	0.7%	1.8%	5.9%	6.1%	5.1%	5.7%	5.8%
Party Family Performance		Took Away	0.7%	1.8%	5.0%	5.1%	5.1%	5.5%	5.0%

