

CREDIT WHERE CREDIT IS DUE



Vocal support for the
expanded Child Tax Credit
is a winning issue for 2022

With costs rising, voters notice **who is** and **who isn't** standing up for the expanded Child Tax Credit.

Silence on the CTC is hurting its supporters, but the issue can be a strong attack against opponents.


Some officeholders avoid mentioning the historic gains made with the CTC because they view its expiration as “a failure.”

Stopping the CTC checks caused a backlash against its supporters, rather than against opponents actively blocking its renewal.

Data show the CTC is still highly popular with key turnout and swing voters.

Supporting its renewal can help turn the tide for CTC supporters in the midterms, as a key response to inflation concerns.

The reality now is that inflation costs families an extra \$327 every month.



Expanding the Child Tax Credit is the most immediate way to offset those costs — with a monthly check up to \$300 per child.

The expanded Child Tax Credit is **a wedge issue** for voting blocs central to midterm victories.

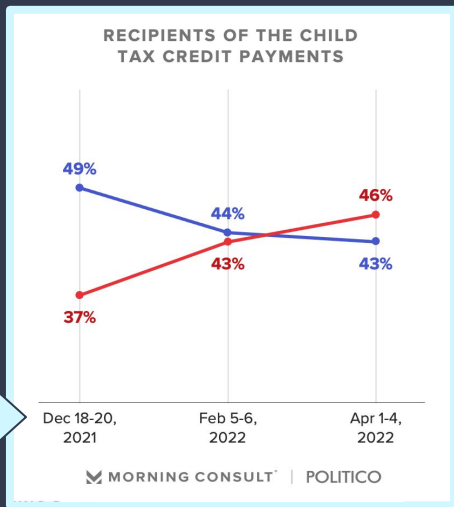
Stan Greenberg & Democracy Corps:

- “The Child Tax Credit received on a monthly basis is changing the 2022 political dynamics and will now be central to the campaign contrast...The CTC has opened up parts of the white working class to the idea Democrats use government to help them.
- **“It is embraced by both Black voters and white working class voters under 50 years, as well as white parents,** and they become more supportive when it is attacked.
- “Whether its repeal raises your taxes or drives millions of kids into poverty have become **the top attacks on Republicans.**”

REALITY CHECK

Since the CTC expired, parents have moved 15 points toward Republicans.

Last CTC check



Electeds build trust with people by fighting to extend the CTC, especially with parents.

Data for Progress experiment:

Voters were told CTC backers “let CTC expire” vs. “are fighting to extend CTC.”

Big swings on which side people trust to support their families

- **Parents: 39-point swing**
- Dem/Ind/Rep voters: 13-17 points
- Latino/a voters: 19 points

REALITY CHECK

Supporters are vulnerable to attacks on letting the CTC expire.

A +9 Dem. advantage for voters' trust evaporates when a voter is told "Democrats allowed the expanded CTC to expire."

Opponents are vulnerable to attacks on blocking CTC extension.

Top attacks on Republicans are: Raising taxes on every working family and Putting 4 million kids back into poverty.

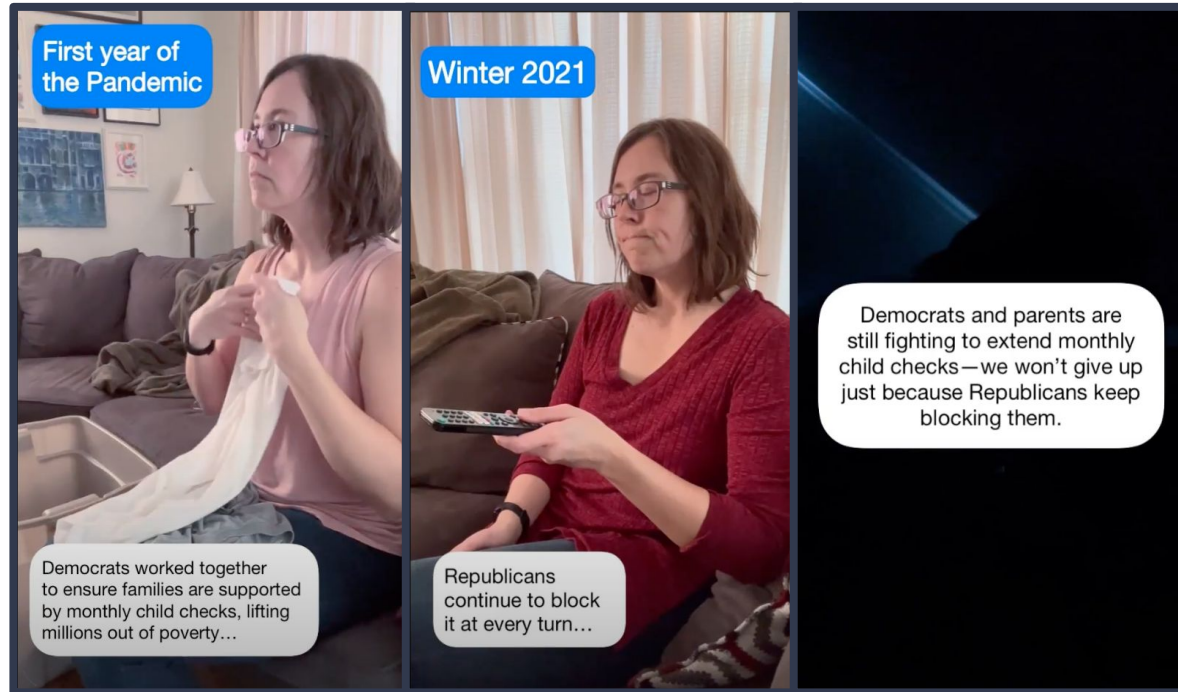
"Every Republican in Congress voted against the expanded Child Tax Credit that is giving monthly checks to working families with kids and has been a lifeline for so many working families — helping them put food on the table, pay for child care and more. They will repeal it and [raise taxes on virtually every working family/put 4 million kids back into poverty]."

CASE STUDY

Ad test confirms CTC message can win over parents

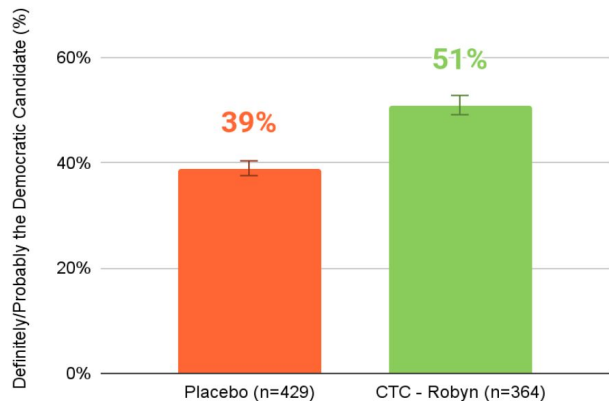
ParentsTogether Action tested Instagram/TikTok-style videos with real-life CTC examples.

The strongest ad follows a family before the CTC was expanded, during, and after the checks stopped.



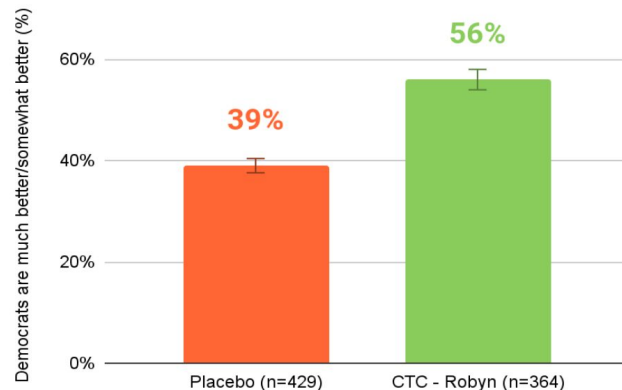
Naming who blocked the Expanded Child Tax Credit moves a generic congressional ballot **+12** and boosts trust among key demographics by **+17**.

If the November 2022 election for US Congress were held today, would you vote for the Democratic candidate, the Republican candidate, or another candidate?



- **All parents +12**
- **Republicans +10**
- **Independents +18**

In your opinion, which major political party does a better job of handling issues that affect families like yours?

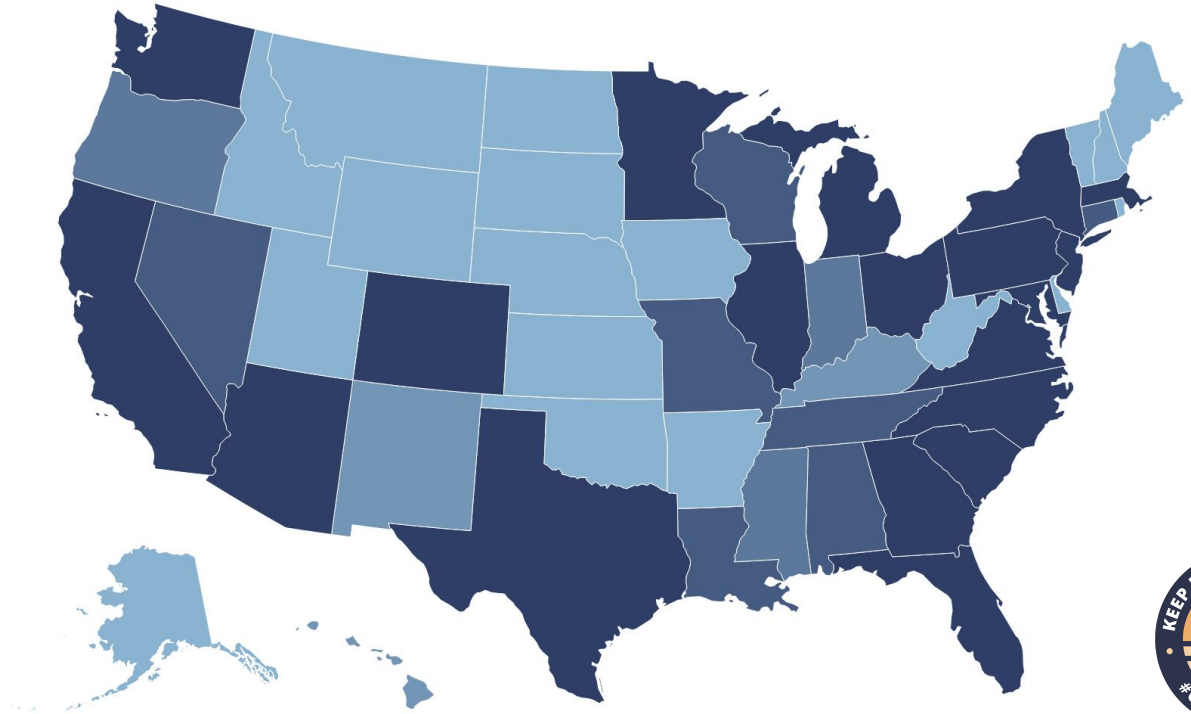


- **Black +26, Latino/a +22**
- **Moderate +22, Conservative +14**
- **Rural +21, Suburban +19, Urban +18**

New voter file modeling reveals best CTC targets to help candidates **chart a path to victory**.

Data for Progress built the model using 13,424 voter IDs from Fighting Chance for Families.

Scores to be available on TargetSmart voter file.



10 million CTC Turnout Voters: half of all Democratic turnout targets.

Black voters have been the most enthusiastic about the expanded CTC, with 85% support in polling, followed closely by 80% of Latino/a voters.

CTC Turnout Voters include key audiences:

GOP Voters

7% of GOP turnout targets are CTC Turnout Voters.



Voters of Color

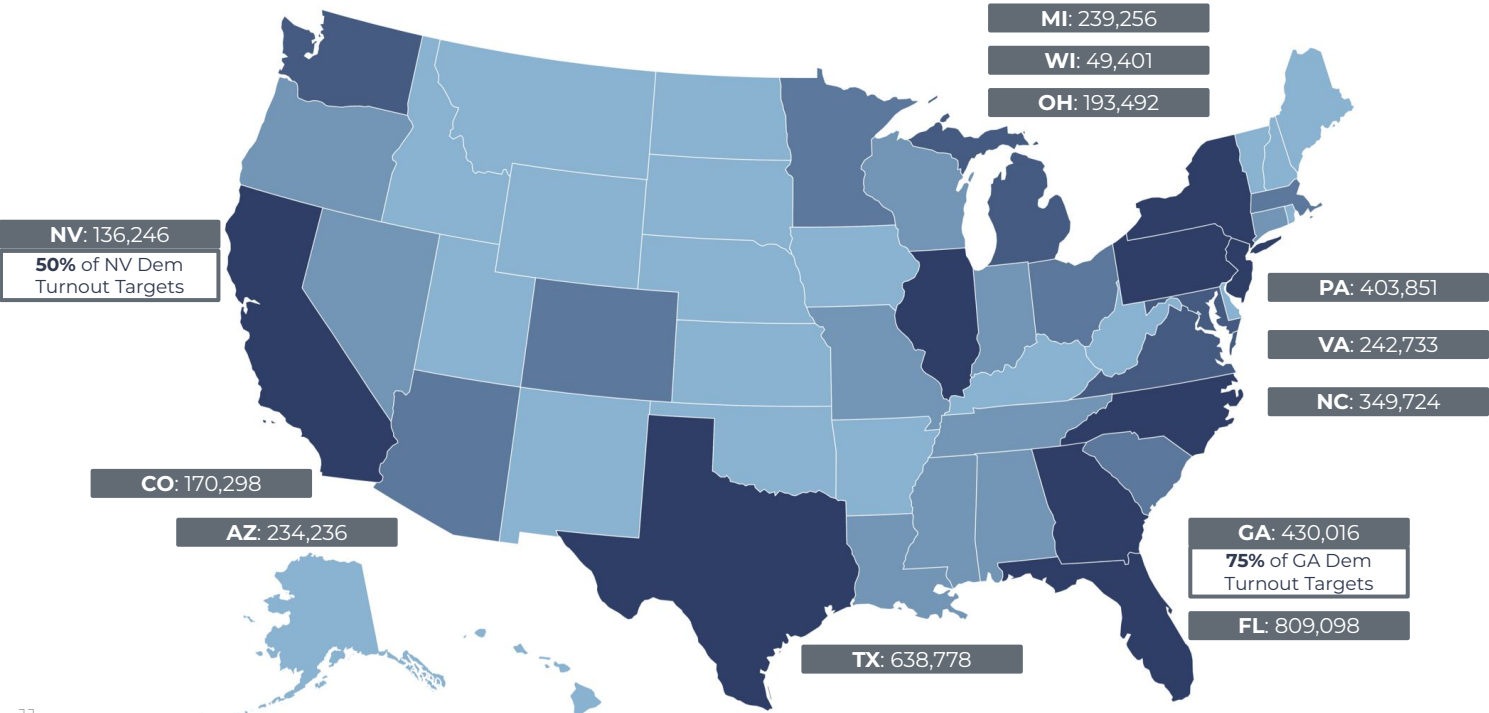
79% of Black turnout targets and 59% of Latino/a turnout targets are CTC Turnout Voters



Women

51% of female turnout targets are CTC Turnout Voters

CTC Turnout Voters live in states critical to **the Senate majority.**



Source: www.keepfamiliesafloat.org/strategies



5 million CTC Persuasion Voters: 1/3 of all persuasion targets.

Many are the same parents who have backed the CTC all along by a 40-point margin and are rapidly shifting away from CTC supporters in Congress since checks ended.

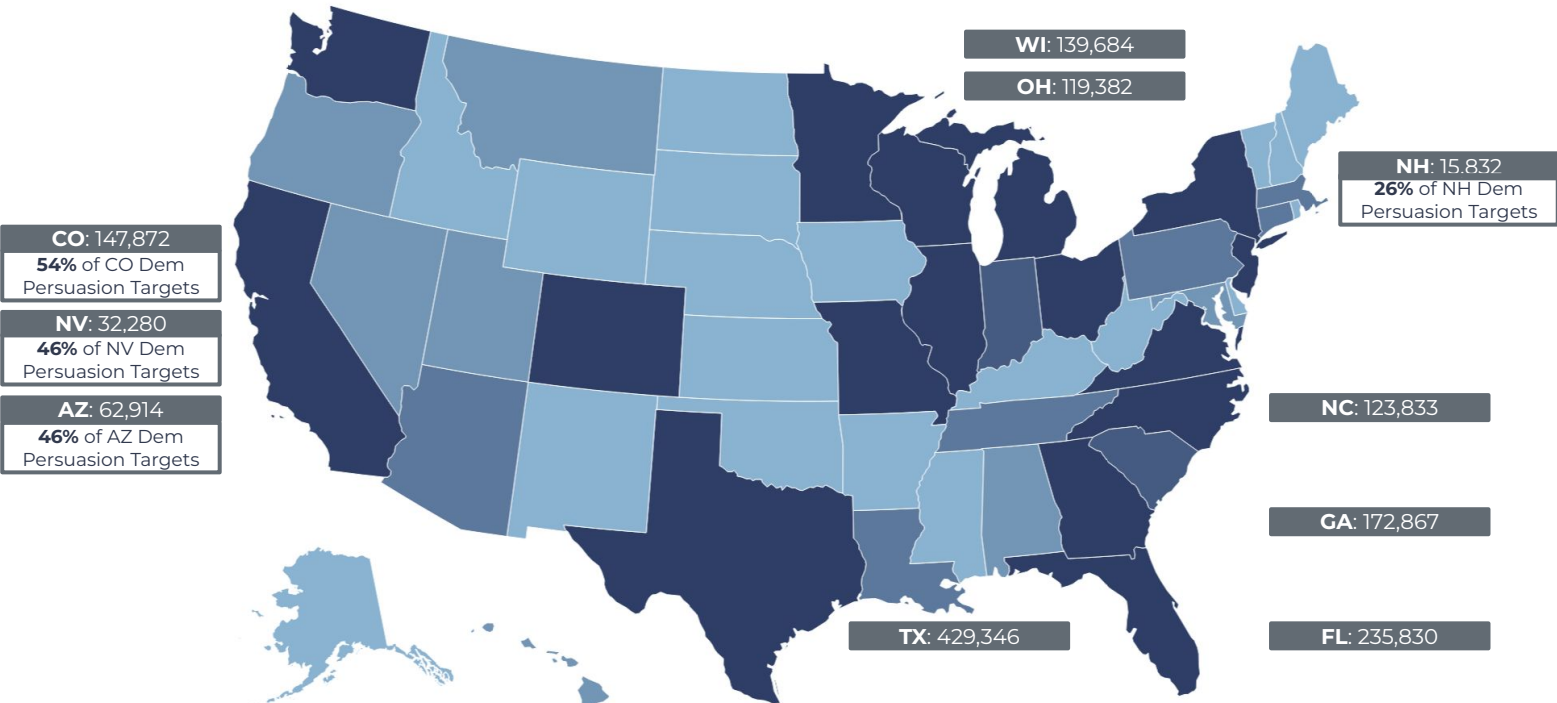
Who are these CTC Parents?

→ **69% are White Voters**
(including White Working Class Voters Under 50 identified by Greenberg)

→ **51% are Female Voters**

→ **19% are Black or Latino/a Voters**

CTC Persuasion Targets are concentrated in states with toss-up House races.



Source: www.keeefamiliesafloat.org/stratmap

**WE NEED A
REALITY CHECK TO TURN
THE TIDE IN FAVOR OF
CTC SUPPORTERS AND
FAMILIES.**



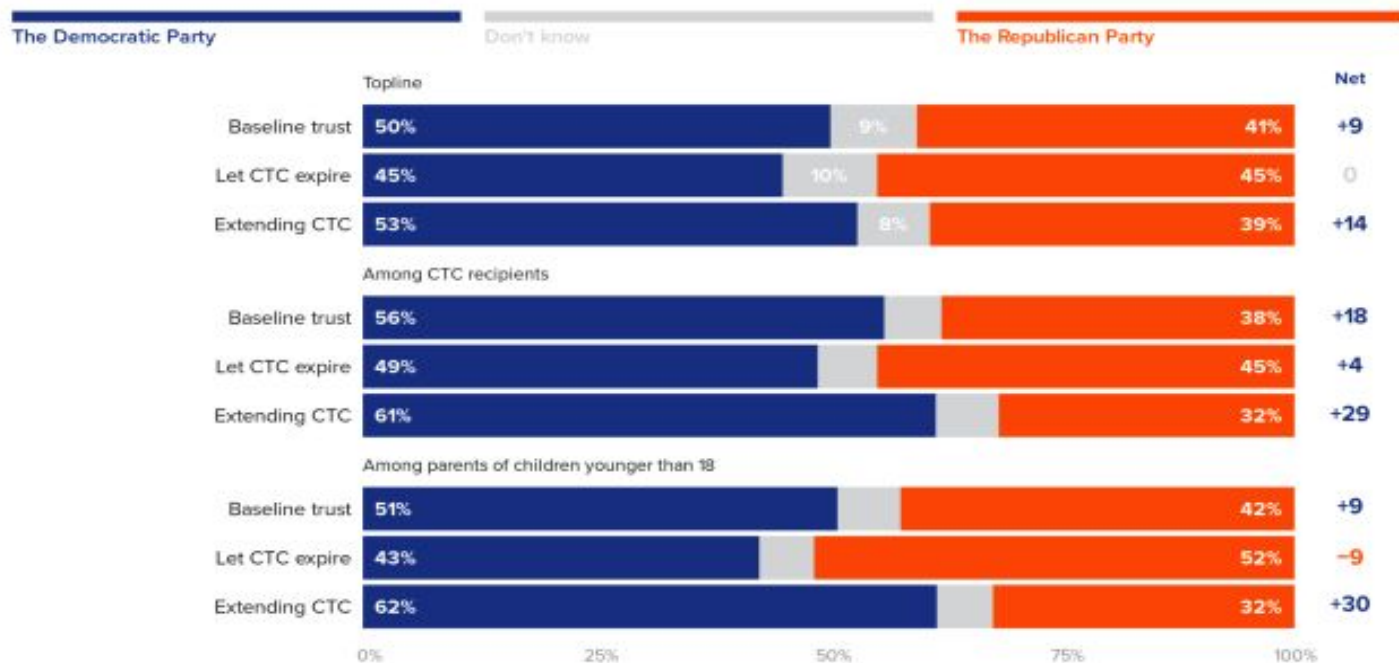
**Support for the
expanded Child Tax Credit
must quickly become central to
the midterm economic message.**

APPENDIX

Among Parents and Child Tax Credit Recipients, Allowing Child Tax Credit to Expire Decreases Trust of Democrats, While Working to Extend the Child Tax Credit Increases Trust of Democrats

Voters were first asked: Which party do you trust more to support parents with children?

Then, half the sample was told that "Democrats allowed the expanded Child Tax Credit to expire in December 2021" and the other half was told "Democrats will move to continue the expanded Child Tax Credit into 2022". Then, both halves were reasked: Which party do you trust more to support parents with children?

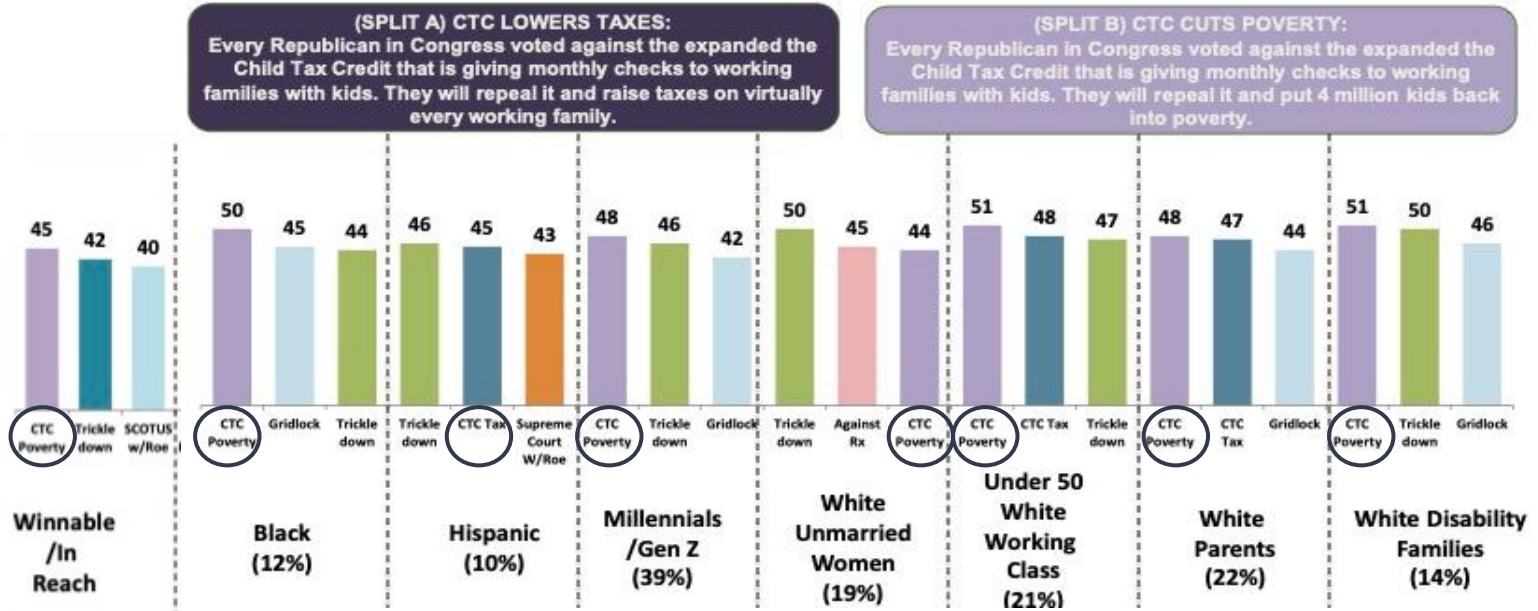


January 19–20, 2022 survey of 1,305 likely voters

Fighting Chance for Families

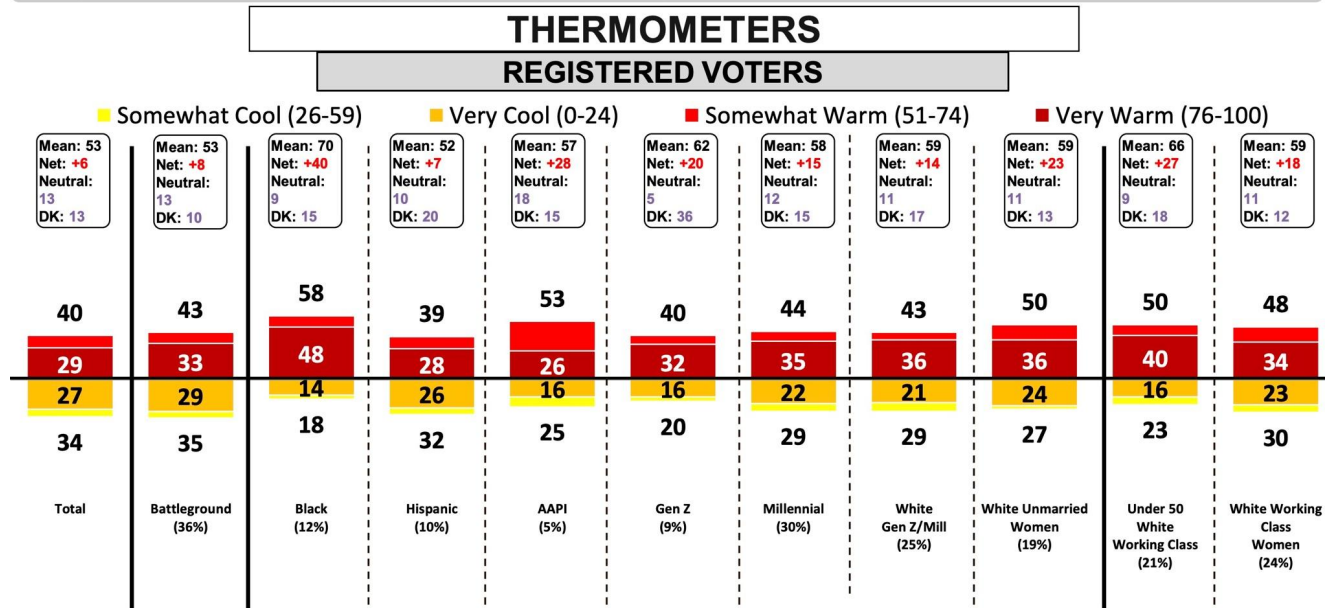
Repeal of CTC (increased poverty & taxes) strongest attacks for Blacks, millennials, & white unmarried women, but also under 50 white working class + parents

Now you will read some things Democratic critics are saying about the Republicans in Congress. Please pick the THREE that raise the most doubts in your mind about Republicans.



Early reaction to Child Tax Credit: strong support with Black, AAPI, millennials, and white working class

Now, I'd like you to rate your feelings toward some people, organizations, and ideas, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



The new expanded child tax credit for families with children