



Winning with a Care Agenda in 2024

Key Findings from a National Survey of Likely 2024 voters



Profile of Likely Voters

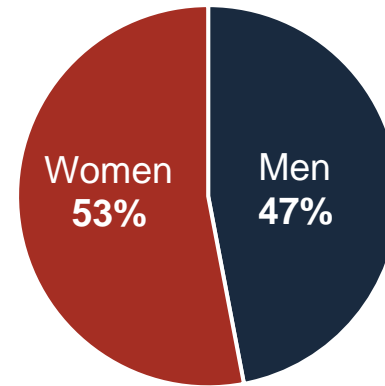
Online survey of 1,884 likely 2024 voters

National cross section of 1,204 likely voters, plus oversamples resulting in:

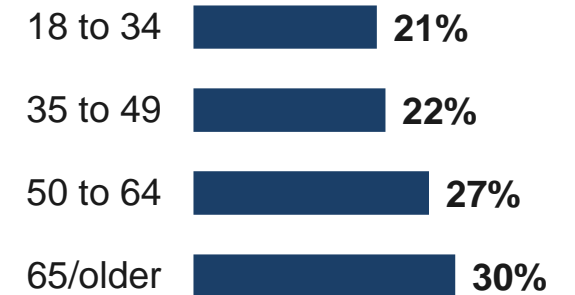
- 611 total interviews across presidential battleground states (AZ, GA, MI, NC, NV, PA, WI)
- 364 total interviews with Black voters
- 337 interviews with Latino voters

Fielded November 6-9, 2023

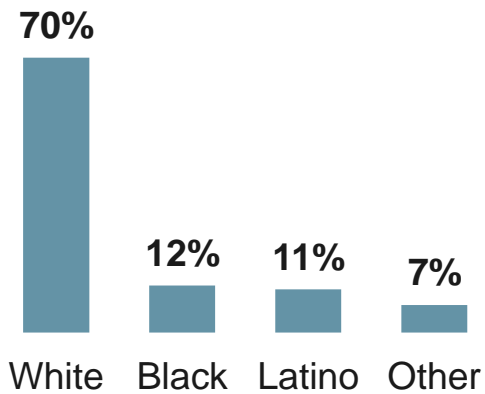
Gender



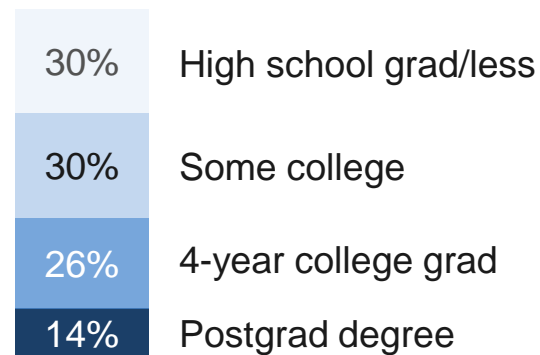
Age



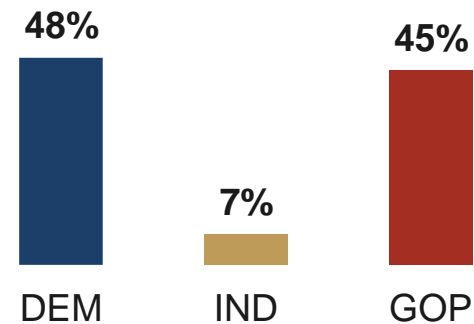
Race



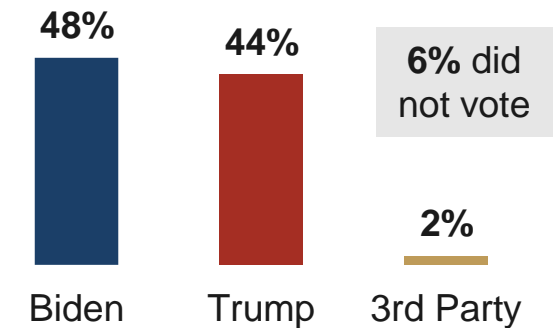
Education



Party ID



2020 Vote



Key Takeaways

1

A Democratic candidate who embraces the Care Can't Wait Agenda – placing a priority on expanding access to quality home care, childcare, and paid family, parental, and medical leave – is highly appealing to nearly three in five voters, including voters who do not currently support the Democrat in a generic congressional trial heat.

2

Voters connect a Democratic candidate who prioritizes the Care Can't Wait Agenda with many important attributes that position candidates as on the side of American families and working to address the high cost of living.

- ✓ Pro-family
- ✓ Has the right priorities
- ✓ Understands the challenges families facing today
- ✓ Concerned about addressing the high cost of living
- ✓ Supports policies that would help you/your family
- ✓ Cares about people like you

There probably is no greater imperative for Democrats today than to show that they are prepared to address the high cost of living, and of all the attributes we tested the one that independent voters most identify with a Care-Can't-Wait Democrat is being “concerned about addressing the high cost of living.”

Key Takeaways

3

Very large majorities of voters say they would be more likely to vote for a candidate who supports each of the key policies that are a part of the Care Can't Wait Agenda, including:

- ✓ Policies to expand the availability of **affordable home care options** that allow seniors and people with disabilities to get needed care in their homes (*84% more likely, 48% much more likely*)
- ✓ Tax credits and other policies to **help family caregivers** who stay at home to take care of elderly parents and family members with disabilities (*80% more likely, 42% much more likely*)
- ✓ Policies to make **quality childcare** more affordable and available for working parents (*78% more likely, 42% much more likely*)
- ✓ The creation of a **paid family, parental, and medical** leave program that will allow people to care for new children, as well as themselves and seriously ill family members for up to 12 weeks (*73% more likely, 41% much more likely*)
- ✓ Policies to address the **shortage of workers** who provide childcare, long-term care, and home care by ensuring fair compensation, decent conditions, and improved training for these workers (*78% more likely, 38% much more likely*)

Key Takeaways

4

Among the policies on the Care Can't Wait agenda, expanding the availability of affordable home care options has the greatest intensity and saliency among the electorate overall.

- One-quarter of voters currently have someone in their family who needs long-term care because of a disability, illness, or age, and over half say it is likely that someone in their family will need long-term care at some point. A large majority of voters recognize the difficulty people face in affording the cost of home care.

5

Parents of young children place a high priority on making quality childcare more affordable and available. Three-quarters of voters say it is difficult for parents of young children in the area where they live to afford the costs of childcare.

6

If Democratic and Republican candidates are on different sides on the issues of home care, childcare, and paid family, parental, and medical leave, large majorities of voters prefer the Democrat in every case – including many who are otherwise inclined to vote Republican or are undecided for Congress.

7

The preference for a Care-Can't-Wait Democrat is durable and remains strong after voters hear counter messaging from a Republican candidate.

Key Takeaways

8

The four Care Can't Wait messages with the greatest salience focus on the impact and benefits for those in need of care and their families:

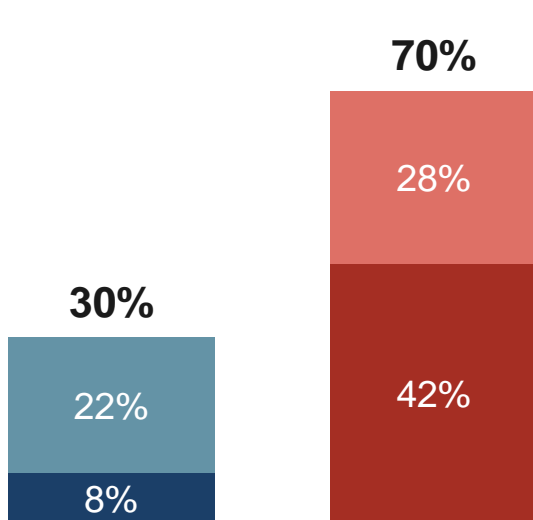
- ✓ *Unexpected health crises can happen to anyone, and many Americans don't have paid sick days or paid leave to take time off to care for their loved ones. It shouldn't matter where you work, your ZIP Code, or if you are white, Black, or brown: Nobody should have to scramble for coverage in their greatest moments of need.*
- ✓ *When elderly people and people with disabilities can get the care they need from care providers at home, instead of moving to nursing homes, they have a better quality of life and can remain active members of their communities.*
- ✓ *It costs far less to provide care for elderly people and people with disabilities in their homes than to send them to nursing homes and long-term care institutions.*
- ✓ *When families cannot find affordable care for their children or elderly parents, it is not just a big financial problem, but also a source of severe emotional stress that takes a big toll on families. Families deserve peace of mind of knowing that affordable care is available for their loved ones.*

Voters' Outlook

Voters are feeling down about the direction of the country and the situation facing working families.

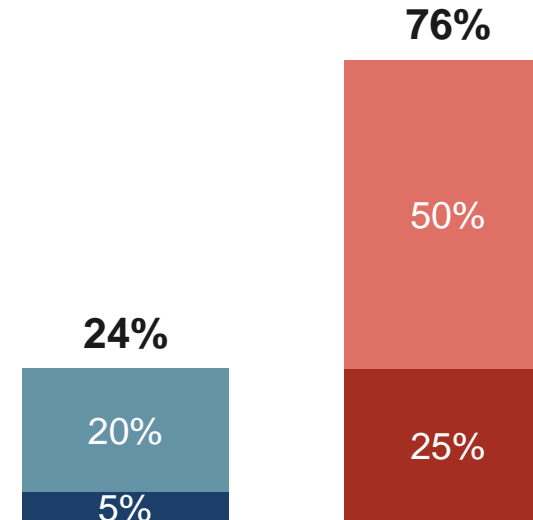
Are you more satisfied or dissatisfied with the way things are going in the country today?

■ Somewhat satisfied ■ Somewhat dissatisfied
■ Very satisfied ■ Very dissatisfied



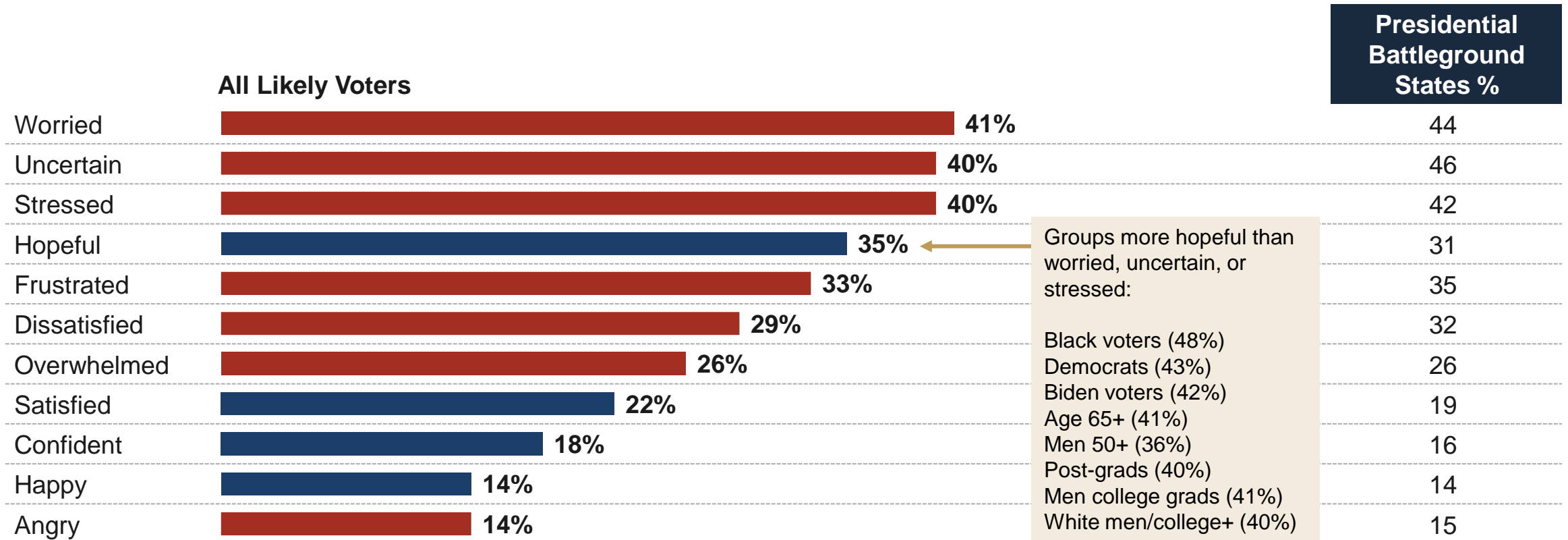
When you think about the situation for average working families, do you feel things in the country for average working families these days are...?

■ Very good ■ Pretty good ■ Not so good ■ Bad



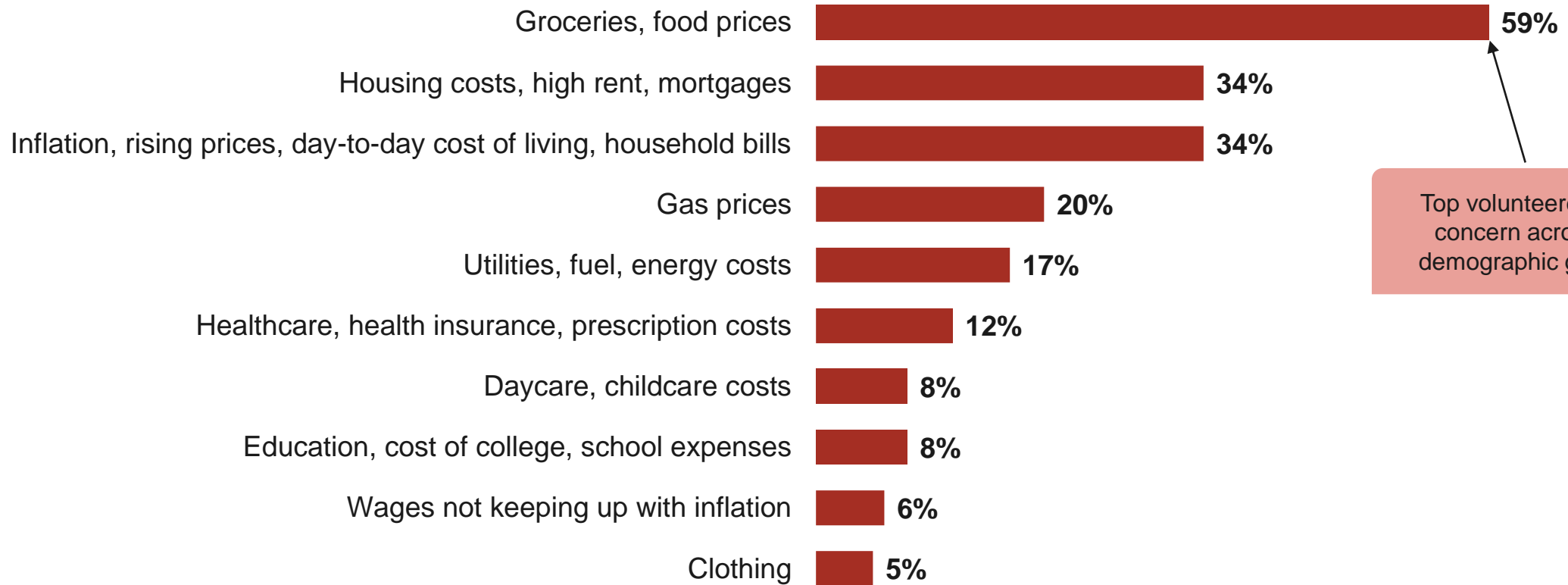
Voters feel worried, uncertain, and stressed about the way things are going.

Which of the following words best describe your feelings about the way things are going on in your own life, including your economic and financial situation?



Voters identify food, housing, and inflation as the most challenging costs for families today.

*What costs pose the biggest challenges for families today?
(aggregated volunteered responses)*



Top volunteered cost concern across all demographic groups.

**Support for the Care Can't Wait Agenda and
Democratic Candidates Who Prioritize It**

Nearly three in five voters find a Democratic candidate who embraces the Care Can't Wait Agenda highly appealing.

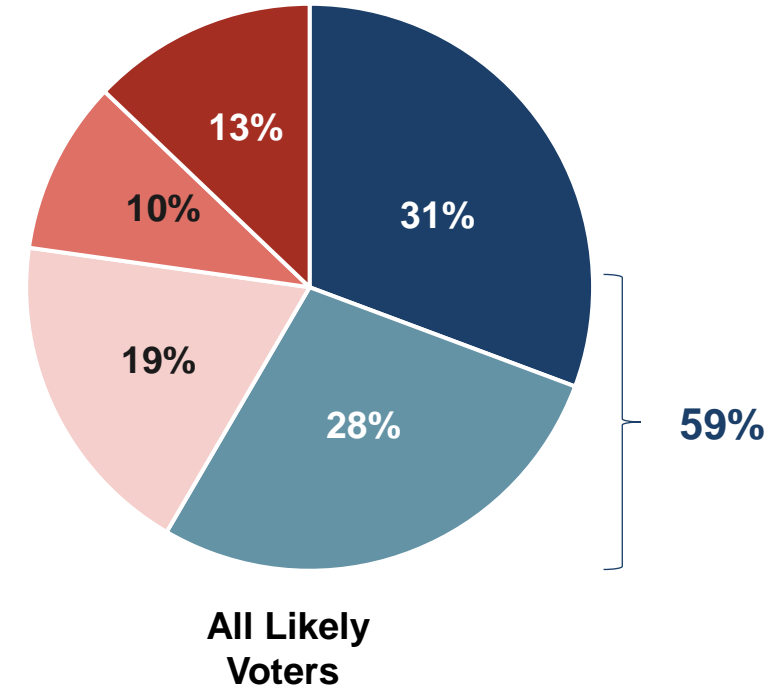
Suppose a Democratic candidate running for Congress where you live put a high priority on **making quality care more affordable and available for working families, to help address the financial and emotional stresses families face when this care is not available and affordable.** This candidate's agenda includes policies to expand access to home and community-based care for the elderly and people with disabilities, policies to expand access to quality childcare that is affordable, support for paid family, parental, and medical leave, and policies to help support family caregivers.

How much would a Democratic candidate who puts a high priority on making quality care more affordable and available for working families appeal to you personally as a voter?

Care target voters: 17% of voters do *not* currently support the Democrat in the generic congressional trial heat but say that a Democrat who prioritizes the Care Can't Wait is highly appealing to them.

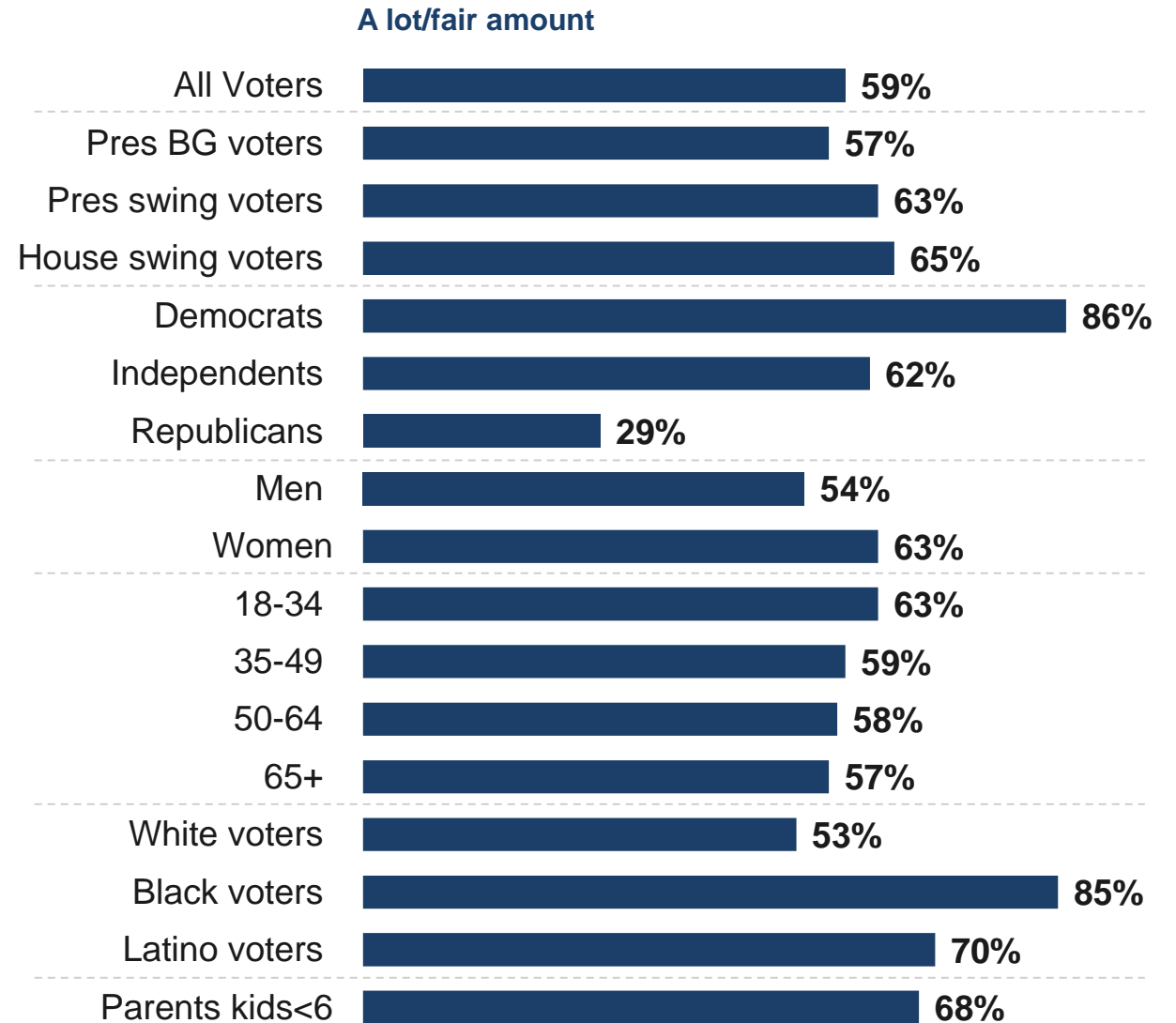
- The large majority of them are Republicans (73%), with the remaining split evenly between Democrats (14%) and Independents (14%).
- Nearly two in three voted for Trump in 2022 (64%); 23% voted for Biden.
- Nearly half (48%) are highly motivated to vote in 2024.

■ A lot
■ Just some
■ Not at all
■ A fair amount
■ Only a little



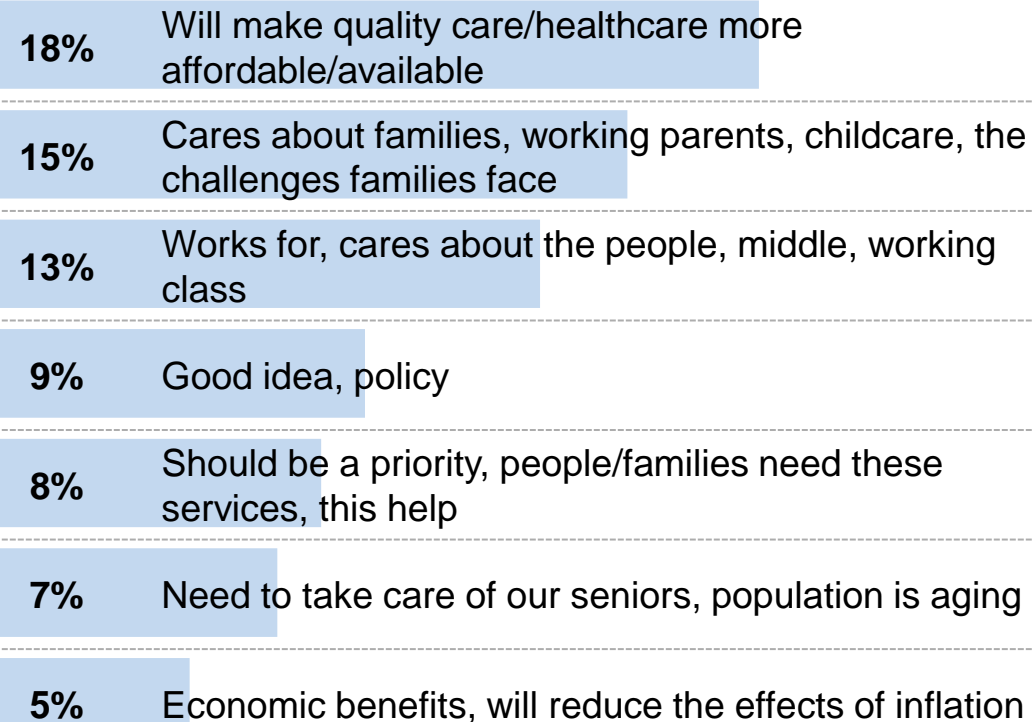
A Democratic candidate who embraces the Care Can't Wait Agenda is particularly appealing to Democrats and voters of color, but also to swing voters, women, and young voters.

How much would a Democratic candidate who puts a high priority on making quality care more affordable and available for working families appeal to you personally as a voter?

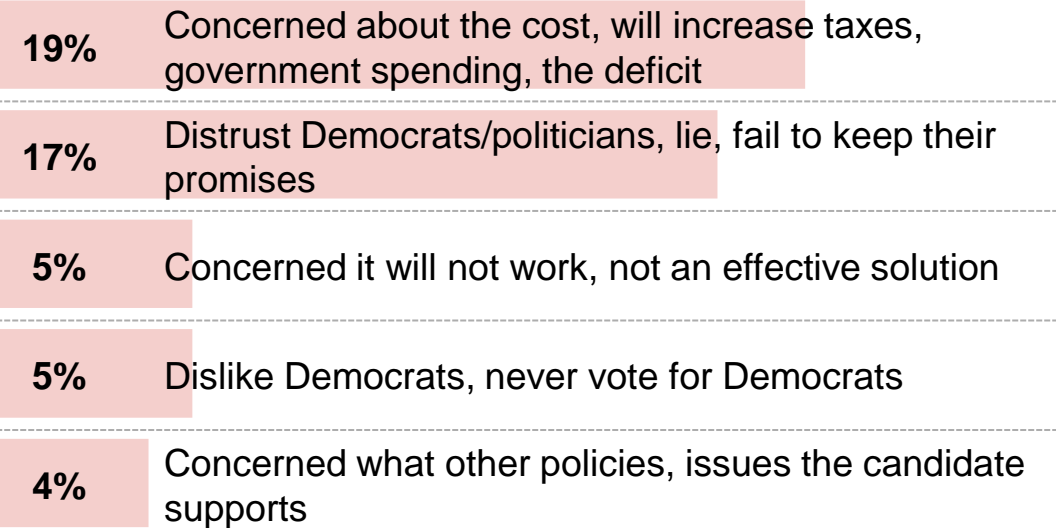


Voters describe a Care Can't Wait Democrat as caring about families and the people; top concerns focus on cost and distrust of Democrats.

Volunteered favorable impressions of Democrat who prioritizes CCW Agenda:

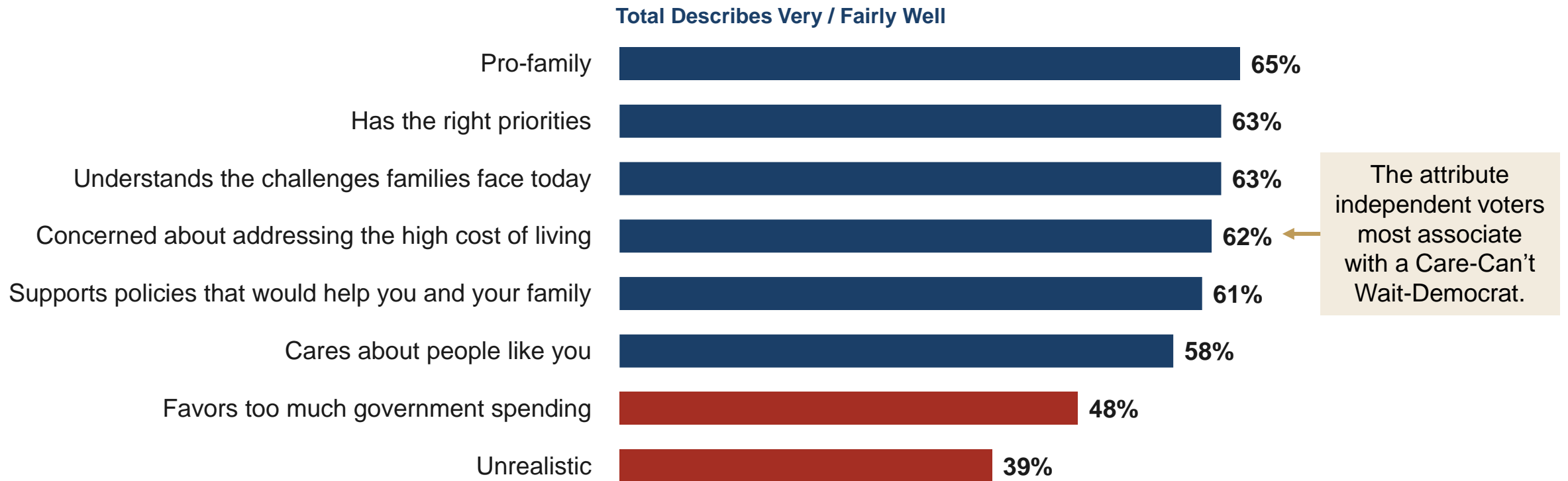


Volunteered unfavorable impressions of Democrat who prioritizes CCW Agenda:



Voters associate many positive and important attributes with a Care-Can't-Wait Democrat.

How well do you think the phrases below describe a Democrat who puts a high priority on making quality care more affordable and available for working families, to help address the financial and emotional stresses families face when this care is not available?

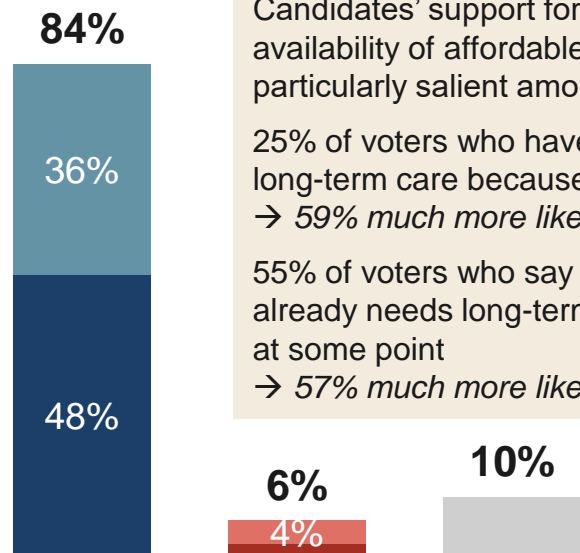


Fully 84% of voters are more likely to vote for a candidate who supports policies to expand the availability of affordable home care options.

% likely to vote for a candidate who takes this position

■ Much more likely
 ■ Somewhat more likely
 ■ Somewhat less likely
 ■ Much less likely
 ■ No effect

Supports policies to expand the availability of affordable home care options that allow seniors and people with disabilities to get needed care in their homes.



Candidates' support for policies to expand the availability of affordable home care options is particularly salient among...

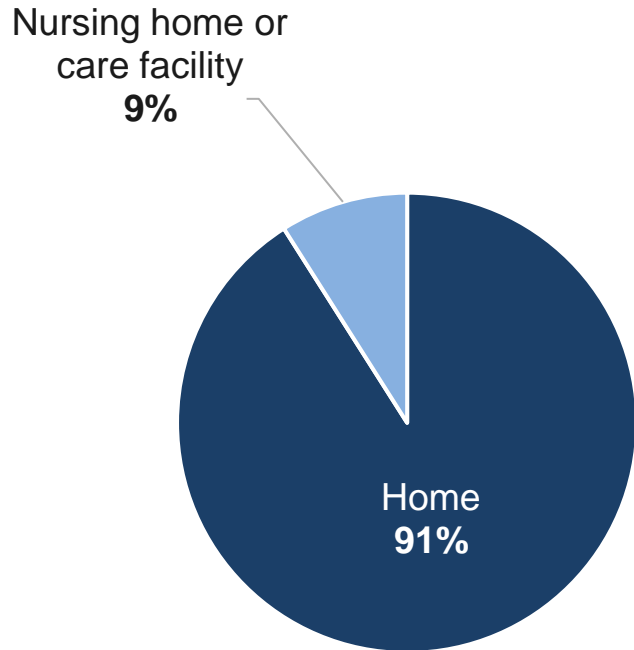
25% of voters who have a family member in need of long-term care because of disability, illness, or age
 → 59% much more likely to vote for that candidate

55% of voters who say someone in their family already needs long-term care or is likely to need it at some point
 → 57% much more likely to vote for that candidate

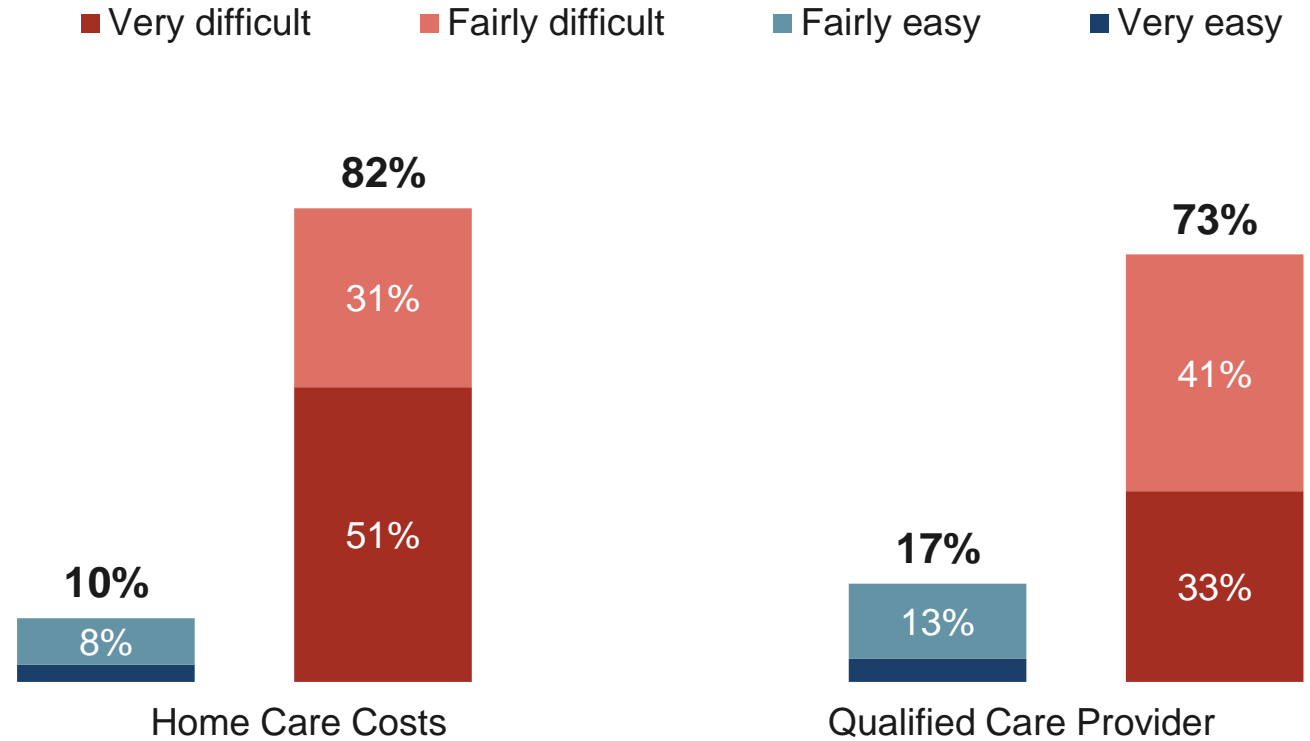
	% More Likely
Pres BG voters	82
Democrats	92
Independents	79
Republicans	76
18-34	84
35-49	79
50-64	84
65+	86
White voters	83
Black voters	88
Latino voters	86
Child in HH	79
Someone in family needs LTC	89

Voters prefer home care but recognize that it is difficult to find a qualified care provider and afford the cost.

Would you prefer to receive care from a care provider at home, or in a nursing home or other care facility?



How difficult is it to afford the costs of home care and find a qualified care provider?

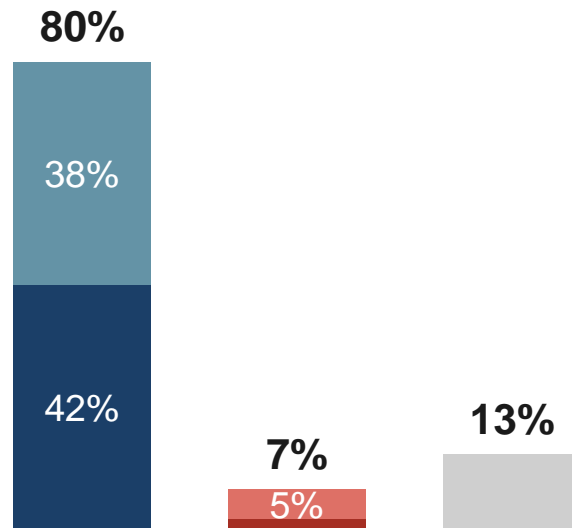


Eight in ten voters are more likely to vote for a candidate who supports tax credits and other policies to help family home caregivers.

% likely to vote for a candidate who takes this position

■ Much more likely ■ Somewhat more likely ■ Somewhat less likely ■ Much less likely ■ No effect

Supports tax credits and other policies to help family caregivers who stay at home to take care of elderly parents and family members with disabilities.



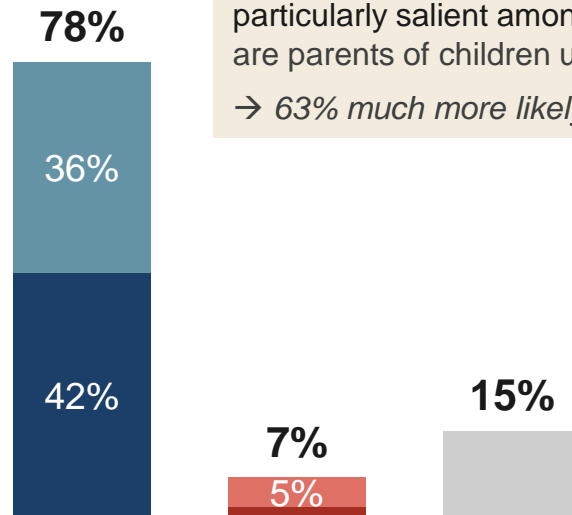
	% More Likely
Pres BG voters	80
Democrats	88
Independents	69
Republicans	73
18-34	82
35-49	80
50-64	80
65+	79
White voters	79
Black voters	84
Latino voters	86
Child in HH	83
Someone in family needs LTC	81

More than three in four voters are more likely to vote for a candidate who supports policies to make childcare more affordable and available.

% likely to vote for a candidate who takes this position

■ Much more likely ■ Somewhat more likely ■ Somewhat less likely ■ Much less likely ■ No effect

Supports policies to make quality childcare more affordable and available for working parents.



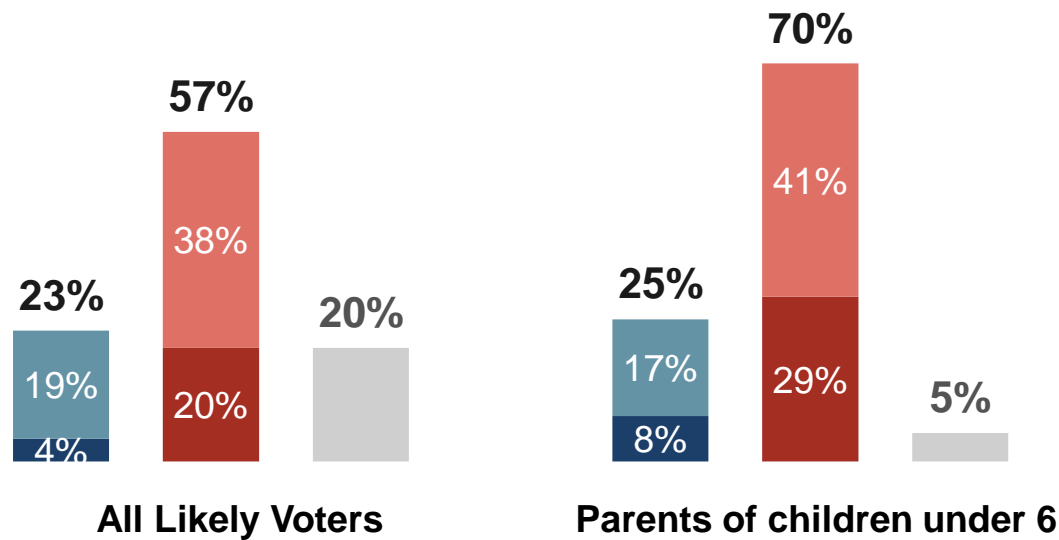
Candidates' support for policies to make quality childcare more affordable and available is particularly salient among the 10% of voters who are parents of children under age 6
 → 63% much more likely to vote for that candidate

	% More Likely
Pres BG voters	76
Democrats	89
Independents	71
Republicans	67
18-34	84
35-49	79
50-64	74
65+	76
White voters	76
Black voters	89
Latino voters	80
Child in HH	88
Someone in family needs LTC	84

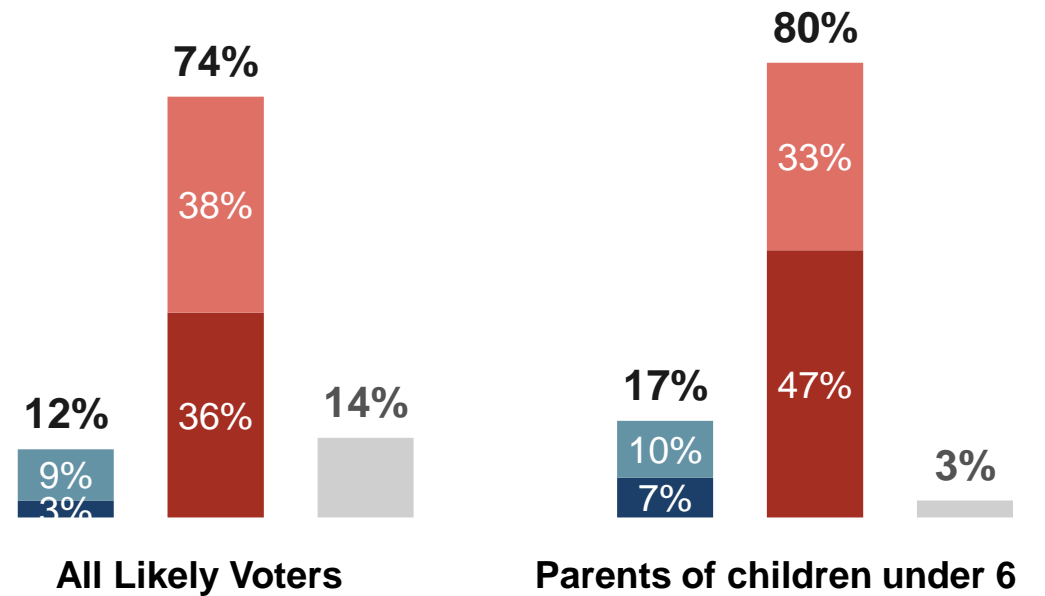
Voters also recognize the difficulty in finding and affording child care, but parents of young children feel it most acutely.

■ Very easy ■ Fairly easy ■ Fairly difficult ■ Very difficult ■ Not sure

How difficult is it for parents of young children in your area to find quality child care?



How difficult is it for parents of young children in your area to afford the costs of child care?

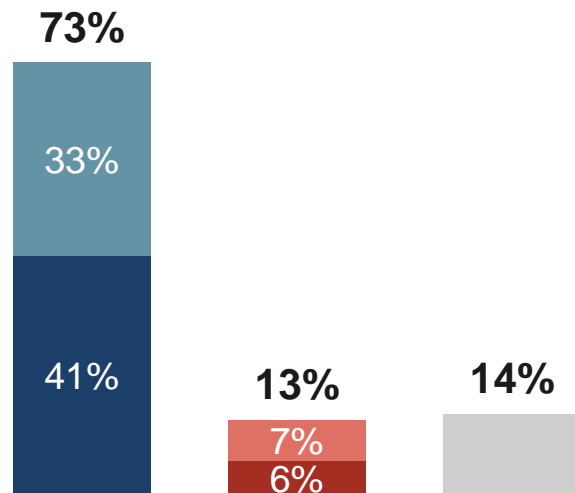


Nearly three in four voters are more likely to vote for a candidate who supports the creation of a paid family, parental, and medical leave program.

% likely to vote for a candidate who takes this position

■ Much more likely ■ Somewhat more likely ■ Somewhat less likely ■ Much less likely ■ No effect

Supports the creation of a paid family, parental, and medical leave program that will allow people to care for new children, as well as themselves and seriously ill family members for up to 12 weeks.



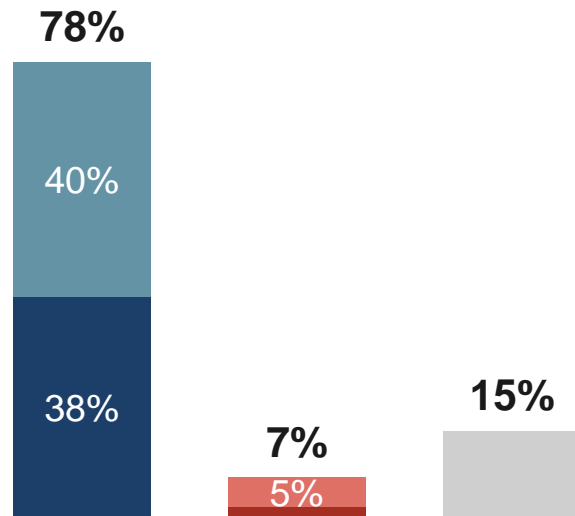
	% More Likely
Pres BG voters	74
Democrats	87
Independents	66
Republicans	60
18-34	82
35-49	78
50-64	71
65+	66
White voters	71
Black voters	86
Latino voters	80
Child in HH	83
Someone in family needs LTC	78

More than three in four voters are more likely to vote for a candidate who supports policies to address the shortage of care workers and their wages and working conditions.

% likely to vote for a candidate who takes this position

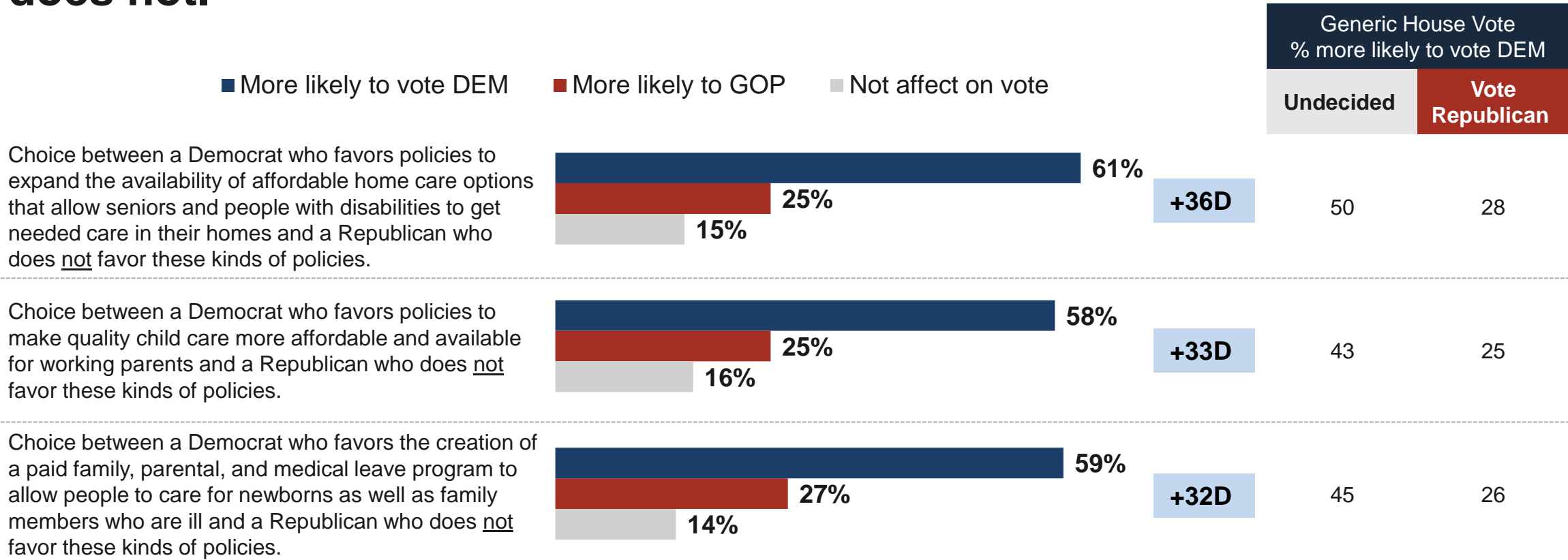
■ Much more likely ■ Somewhat more likely ■ Somewhat less likely ■ Much less likely ■ No effect

Supports policies to address the shortage of workers who provide childcare, long-term care, and home care by ensuring fair compensation, decent conditions, and improved training for these workers.



	% More Likely
Pres BG voters	78
Democrats	90
Independents	76
Republicans	66
18-34	83
35-49	78
50-64	74
65+	78
White voters	78
Black voters	84
Latino voters	78
Child in HH	82
Someone in family needs LTC	85

In a partisan electoral context voters prefer a Democrat who supports key elements of the Care Can't Wait Agenda over a Republican who does not.



Even many who are inclined to vote for the Republican or are undecided in the generic House vote are more likely to vote for a Democrat who supports elements of the Care Can't Wait Agenda.

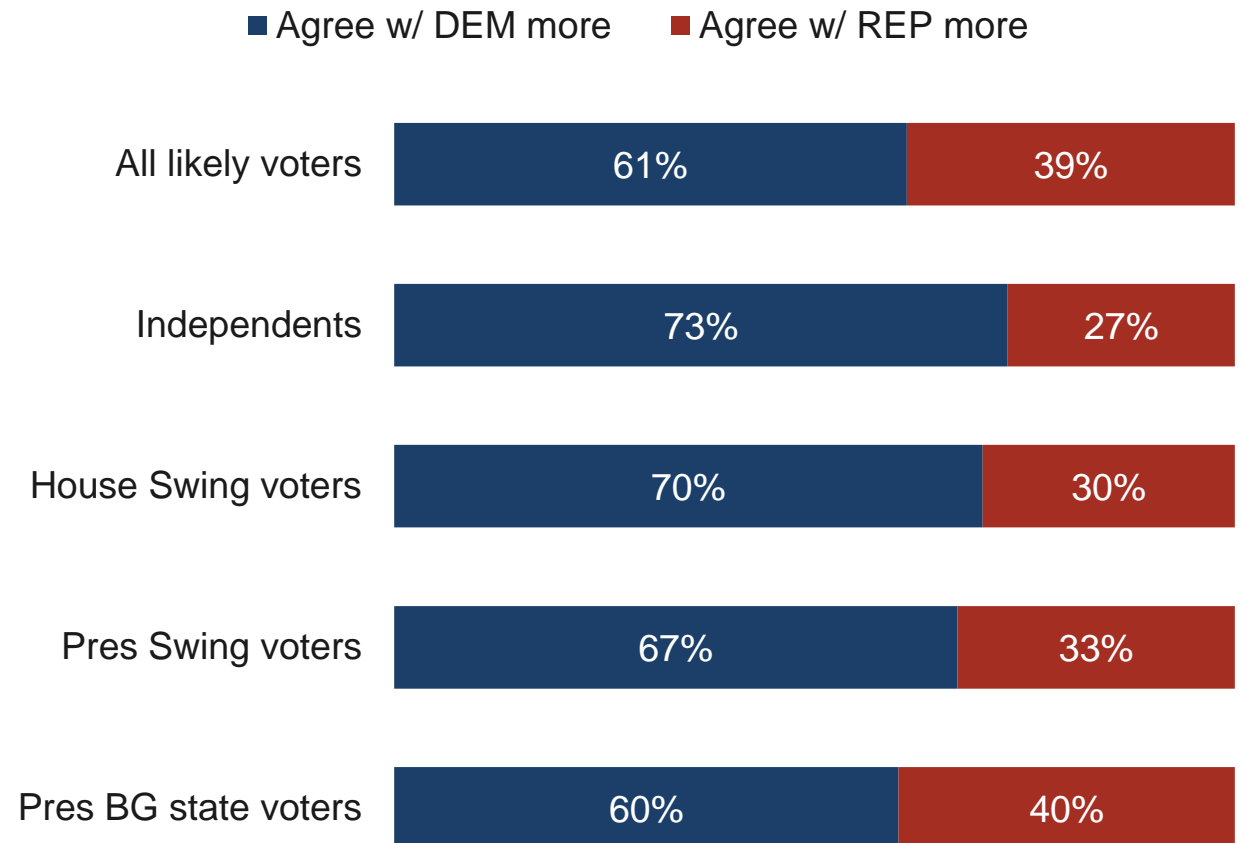


Messaging to Support the Care Can't Wait Agenda

In head-to-head messaging about a Care Agenda, Democrats have a decisive advantage over Republicans.

The Democratic candidate says: The lack of affordable child care and home care options is a huge source of financial and emotional stress on families today, and these problems will only get worse as the population ages. We all want to be able to provide, support, and care for our loved ones, but most people do not have the luxury to give up their jobs when their family members need care. Studies show the lack of affordable care options is already a major burden on our economy, and the cost of meeting these needs can be paid for by raising taxes on the wealthy and closing corporate tax loopholes.

The Republican candidate says: At a time when we already are facing a huge budget deficit, the federal government should not add hundreds of billions of new government spending. Caring for children and elderly parents is a family responsibility, and the cost of doing so should not be passed on to taxpayers. What parents need is for the government to get out of their way and let parents choose how they raise their children.



All of the Care Can't Wait messages are convincing to majorities of voters – most to large majorities.

	% Total very/fairly convincing
Home care: Better quality of life: When elderly people and people with disabilities can get the care they need from care providers at home, instead of moving to nursing homes, they have a better quality of life and can remain active members of their communities.	72
Care: Peace of mind: When families cannot find affordable care for their children or elderly parents, it is not just a big financial problem, but also a source of severe emotional stress that takes a big toll on families. Families deserve peace of mind of knowing that affordable care is available for their loved ones.	70
Home care: Costs less: It costs far less to provide care for elderly people and people with disabilities in their homes than to send them to nursing homes and long-term care institutions.	69
Care: Relieve provider shortage: There is a severe shortage of qualified people working in childcare and home care--often as a result of low pay and lack of training opportunities. We need to put policies in place to address and relieve this shortage, so people can get the care they need.	69
Child care: Do better in life: When children get the quality care they need at the start of life, they do better in life as they grow up and when they become adults.	68
Paid leave: Nobody should have to scramble: Unexpected health crises can happen to anyone, and many Americans don't have paid sick days or paid leave to take time off to care for their loved ones. It shouldn't matter where you work, your ZIP Code, or if you are white, Black, or brown: Nobody should have to scramble for coverage in their greatest moments of need.	68

All of the Care Can't Wait messages are convincing to majorities of voters – most to large majorities. (cont'd)

Care: Earned the right: Americans who are working hard to support their families and are contributing to our economy have earned the right to have access to affordable care for their children and affordable home care for their elderly or disabled family members, so they do not have to choose between continuing to work and caring for their families.

% Total very/fairly convincing

66

Care: Lower costs for working families: Making childcare and home care more affordable is an important way to lower costs for working families.

66

Care: Impacts on Sandwich Generation: Many family caregivers are part of the 'sandwich generation' who manage care for both children and people with disabilities or seniors. Managing or providing care for an aging family member on top of childcare is forcing some people out of work, reducing their future Social Security benefits, and leaving them even more financially insecure now and as they age, and it is time for a better option.

64

Care: Create good-paying jobs: The lack of affordable, quality care options is a drag on the country's economy. Investments in care will not only provide families options to care for their loved ones, but it will create twice as many good-paying jobs as comparable investment in physical infrastructure, while allowing more people to stay in the workforce.

63

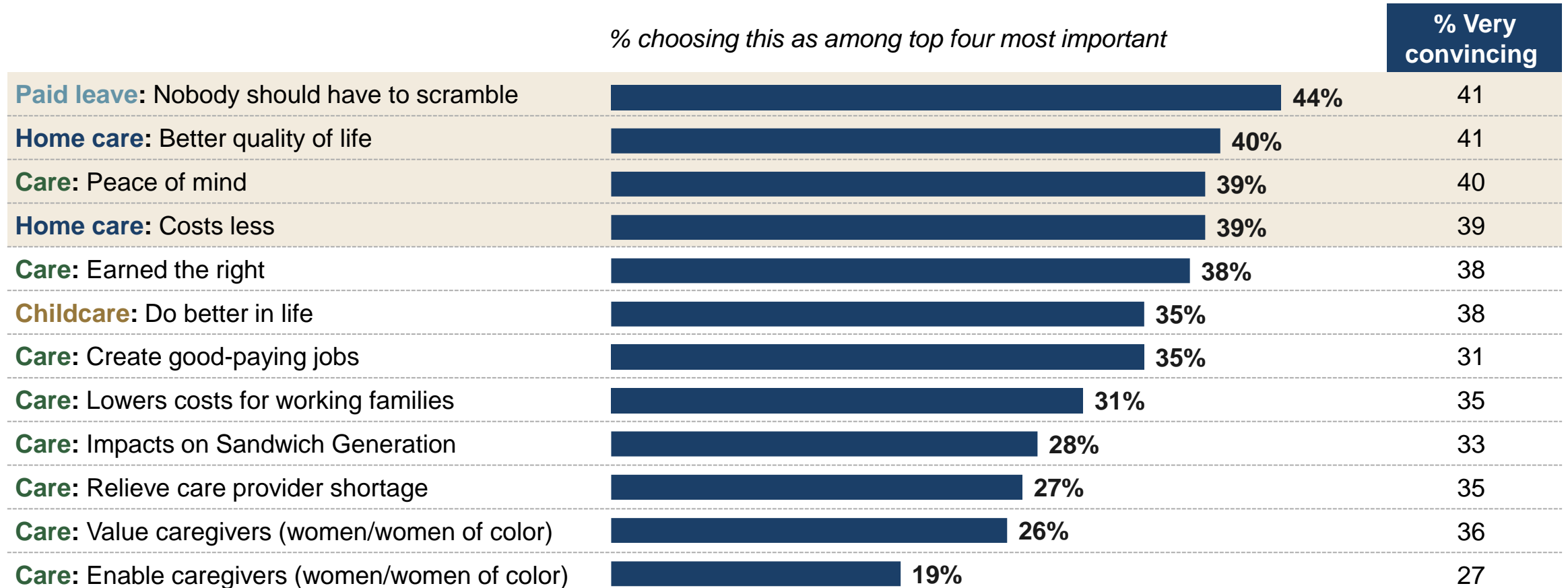
Care: Value caregivers: Paid caregivers are paid poverty wages. These jobs are undervalued because they are historically done by women and disproportionately by Black women and immigrant women. It's time to value caregivers and treat them with the respect and dignity they deserve.

63

Care: Impact on women/women of color caregivers: Women--especially women of color--are disproportionately sacrificing their financial security to stop working and provide care to loved ones. Investments in care will enable women to more fully contribute to their families' financial security and the country's economic recovery.

54

The Care Can't Wait messages with the greatest salience focus on the impacts on those who need care and their families.



The top messages are largely consistent across key target groups.

Pres BG state voters	Care target voters	Pres swing voters	House swing voters
Paid leave: Nobody should have to scramble 43%	Paid leave: Nobody should have to scramble 50%	Paid leave: Nobody should have to scramble 43%	Paid leave: Nobody should have to scramble 46%
Home care: Better quality of life 41%	Care: Peace of mind 43%	Home care: Better quality of life 39%	Care: Peace of mind 39%
Care: Peace of mind 41%	Home care: Costs less 41%	Care: Peace of mind 39%	Home care: Costs less 39%
Care: Earned the right 40%	Home care: Better quality of life 36%	Home care: Costs less 39%	Home care: Better quality of life 38%
	Care: Create good-paying jobs 36%		

Home care focused messages resonate most with seniors; a focus on child care resonates most with parents of young children.

18-34	35-49	50-64	65+	White voters	Black voters	Latino voters	Parents of children <6
Paid leave: Nobody should have to scramble 46%	Paid leave: Nobody should have to scramble 48%	Paid leave: Nobody should have to scramble 46%	Home care: Better quality of life 53%	Paid leave: Nobody should have to scramble 44%	Care: Peace of mind 40%	Care: Peace of mind 46%	Childcare: Do better in life 43%
Care: Peace of mind 45%	Care: Earned the right 40%	Home care: Costs less 42%	Home care: Costs less 50%	Home care: Better quality of life 43%	Care: Earned the right 40%	Paid leave: Nobody should have to scramble 45%	Care: Peace of mind 42%
Care: Create good-paying jobs 42%	Care: Peace of mind 38%	Home care: Better quality of life 40%	Paid leave: Nobody should have to scramble 38%	Home care: Costs less 41%	Paid leave: Nobody should have to scramble 39%	Care: Earned the right 40%	Paid leave: Nobody should have to scramble 40%
Care: Earned the right 40%	Care: Create good-paying jobs 37%	Care: Earned the right 40%	Childcare: Do better in life 36%	Care: Peace of mind 38%	Care: Create good-paying jobs 37%	Home care: Costs less 36%	Care: Create good-paying jobs 40%

The idea that Americans who are working have earned the right to affordable care resonates with white, Black, and Latino women.

White women	Black women	Latino women
Home care: Better quality of life 46%	Care: Peace of mind 41%	Care: Peace of mind 47%
Paid leave: Nobody should have to scramble 45%	Care: Earned the right 41%	Care: Earned the right 43%
Home care: Costs less 40%	Care: Impact on Women/Women of Color Caregivers 40%	Paid leave: Nobody should have to scramble 42%
Care: Earned the right 37%	Paid leave: Nobody should have to scramble 39%	Home care: Costs less 36%