

Tax Credit Message Research

Multiple Projects Conducted in 2021



David Binder Research

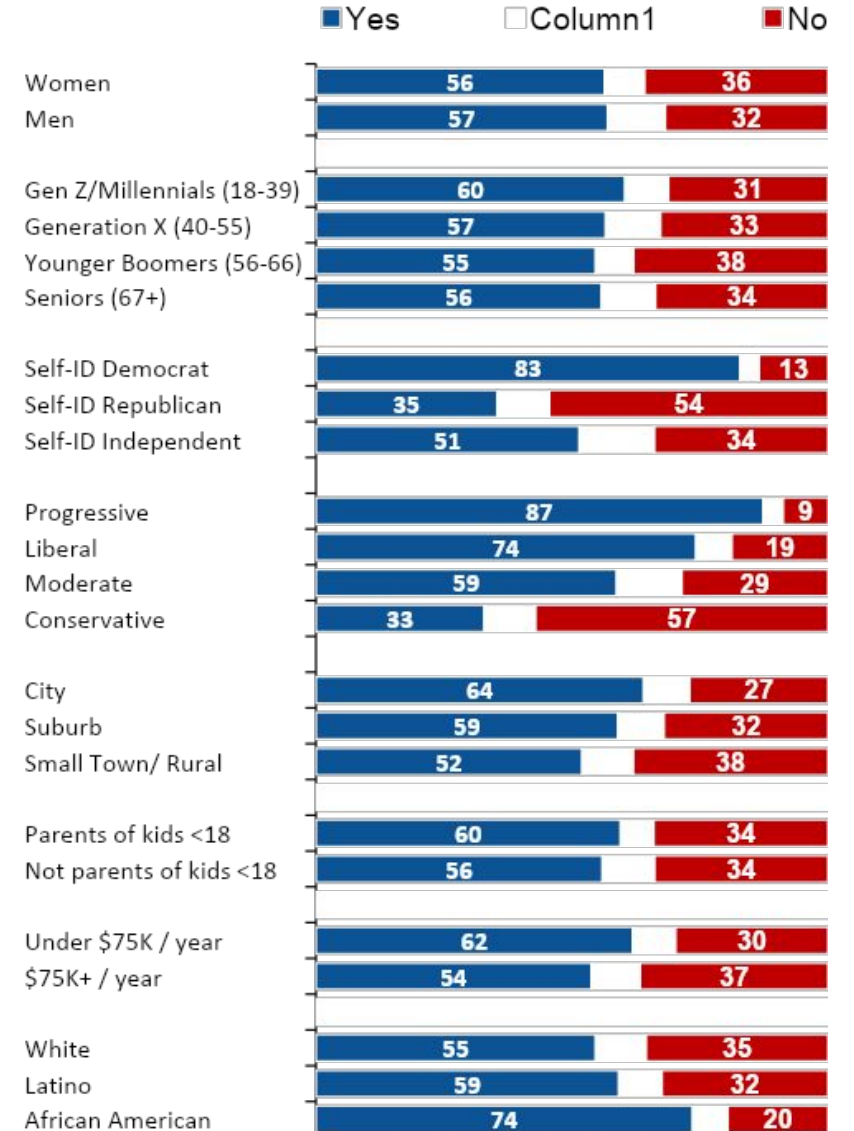
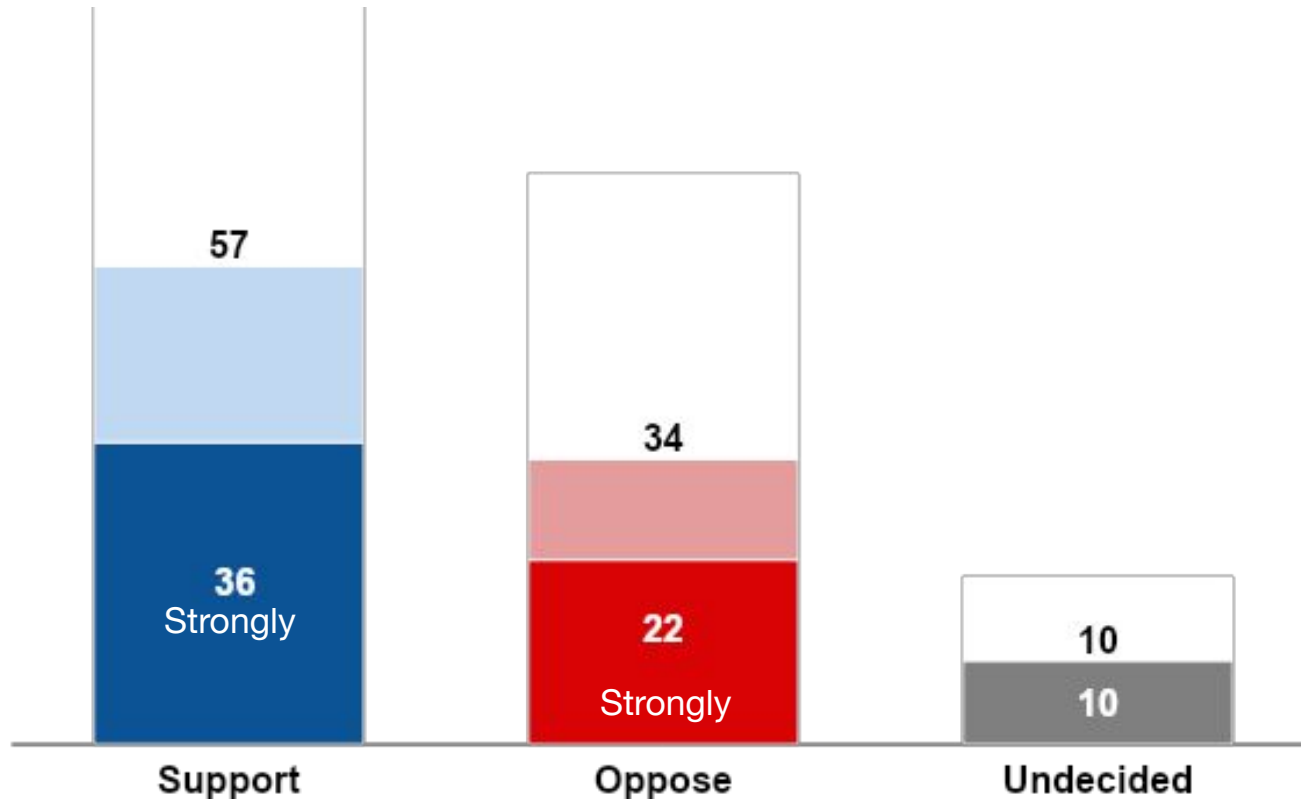
Research overview

Research summary

- Results from a national survey of 800 likely 2022 voters conducted by David Binder Research from July 7 – 11, 2021, plus additional research, including:
 - Survey of 1,400 registered voters in battleground states conducted by ALG Research from June 25 – July 1, 2021, including oversamples of Latinos and independents
 - National survey of 1,030 registered voters from June 23 – 25, 2021 conducted by David Binder Research
 - National survey of 1,749 adults from June 7 – 13, 2021 by Data for Progress
 - National survey of 3,774 adults from June 17 – 26, 2021 by Data for Progress with Groundwork Collaborative & PASCL

Majority supports *extension* of the expanded Child Tax Credit

Do you support or oppose extending the expanded Child Tax Credit, which provides monthly financial support to most families with children under 18?



Majority support comes across most ideologies, and should grow as economic climate changes

Contextualizing Initial support

- Solid majorities among people identifying as progressive, liberal, and moderate support; only conservatives oppose
- Majority initial support comes at a time of heightened concern over inflation and people not working; these concerns should alleviate over time, leading to more support
- Research conducted prior to first checks being mailed; only 19 percent believe they will receive the child tax credit, including only 63 percent among those with kids at home. Receiving checks shows that this is real, and second checks on Aug. 15 should reassure further.

Positive message framing

Positive framing

- **Paint a picture of how CTC will help families.** Helping to “ease the burden of high costs on working families” emerges as the top reason to support extending the Child Tax Credit. In addition, speak about how it “helps working families with basic needs like food, rent, and bills” and “middle-class families that need help with childcare and college savings.”
- **Talking about payfors can help address concerns about cost.** Recent polling showing support for raising taxes on the wealthy and corporations can be an asset for CTC support.
- **The CTC’s effectiveness in reducing child poverty resonates.** The CTC cutting child poverty in half is seen as an important benefit, but less of a persuasive argument.
- **Helpful facts:** More than 90% of US households with children are eligible
Paid for by taxes on people earning \$400K+, people under \$400K will not see a tax increase.

Short Framing: *“This is a tax credit for working families to help ease the burden of higher costs, paid for by a tax on wealthy Americans.”*

Add: *“It helps all families succeed, from working families struggling with basic needs like food, rent, and bills, to middle-class families that need help with childcare and college savings. This helps Main Street businesses and the whole community thrive.”*

Loss Aversion framing

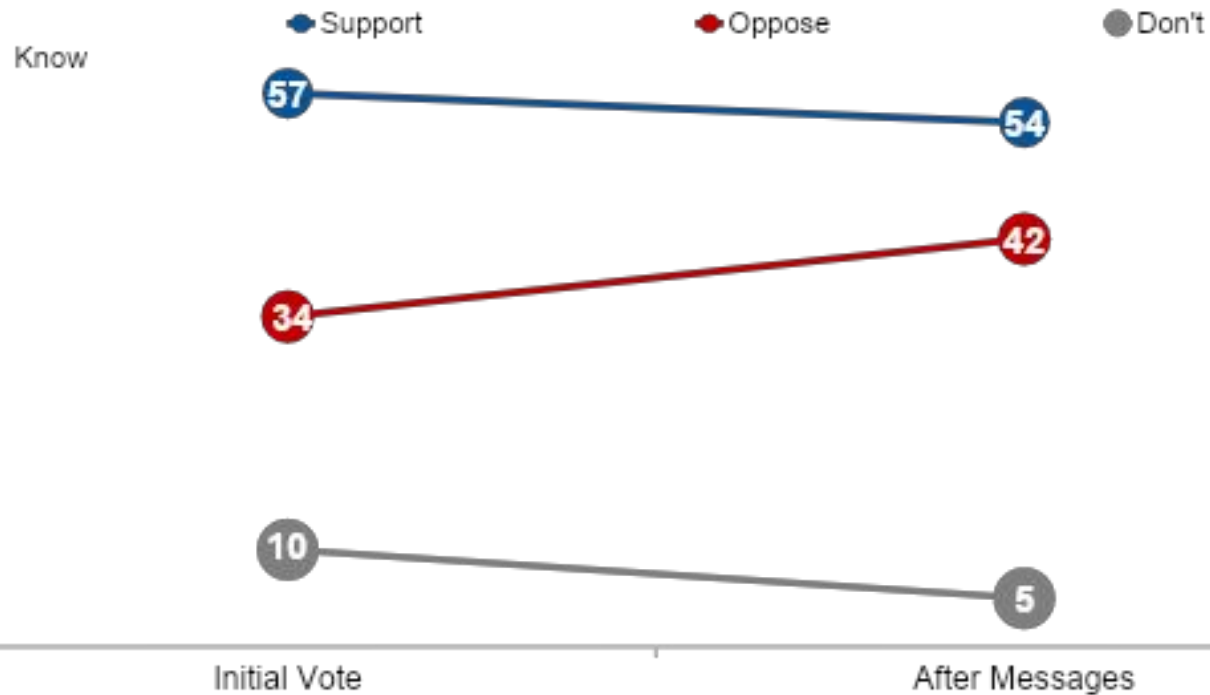
Loss Aversion framing

- **Talk about the consequences of inaction.** As the credit becomes established and better known, this ‘loss aversion’ frame, already shown to be effective, is likely to become even more powerful, and “Don’t take this away” may prove particularly strong.

If we fail to extend the expanded Child Tax Credit, child poverty in this country could double and more than 6 million families could see their taxes go up at the end of the year—many by thousands of dollars. This higher tax bill would make obtaining affordable child care more difficult, not to mention prevent many parents from affording things like school supplies. In addition, many of America's children would go hungry. The expanded Child Tax Credit has slashed child poverty and is critically supporting America's kids, and we should not take it away.

After messages both for and against the expansion, support remains relatively consistent, with support only decreasing substantially among conservatives

Now that you've heard more information, do you support or oppose extending the expanded Child Tax Credit, which provides monthly financial support to most families with children under 18?



% Support	Initial Ask	After Messages	Change
Total	56	54	-2
Women	56	56	0
Men	57	51	-6
Gen Z/Millennials (18-39)	60	61	+1
Generation X (40-55)	57	53	-4
Younger Boomers (56-66)	55	49	-6
Seniors (67+)	56	51	-5
Progressive	87	90	+3
Liberal	74	77	+3
Moderate	59	59	0
Conservative	33	22	-11
Self-ID Dems	83	81	-2
Self-ID Reps	35	27	-8
Self-ID Independents	51	54	-3
Urban Area	57	63	+6
Suburb	57	58	+1
Small Town/ Rural	52	47	-5
White	55	51	-4
Latino	59	63	+4
African American	74	72	-2
Parents of Kids <18	60	57	-3
Not parents of Kids <18	56	53	-3
Under 75k / year	62	58	-4
75k / year +	54	51	-3

The previous messages are the best for promoting the CTC.

The following slides show the best responses to attacks, but this is not to suggest that proactive CTC messaging should shift to focus on work, inflation, etc.

Negative messages tested

Attacks Tested

- The Child Tax Credit spends even more taxpayer dollars on handouts that **encourage people to stay home – rather than going back to work**. They say we need to do everything we can to get Americans back to work, but instead we are giving people money to stay home, which just drives up prices even more, leading to runaway inflation.
- The Child Tax Credit gives **free money with no strings attached**, and that it encourages people to stay home rather than going back to work.
- The Child Tax Credit is billions more in government spending, which **causes prices to keep rising and will lead to runaway inflation**.
- Politicians want to spend **hundreds of billion dollars we don't have**. Taxes are already too high, and now is not the time for more spending that taxpayers are going to have to pay for.
- The Child Tax Credit is wrong because it **punishes people who are not able to have children** – or who choose not to – by making them pay for a handout.
- The Child Tax Credit will be bad for the economy because it discourages hard work by **giving people a handout to just stay home and do nothing**, instead of getting a job and working.

In a previous survey we tested different language to find the strongest attacks and responses. In this survey we tested them head-to-head.

In each tradeoff, supporter message beats the attack with at least 50% support.

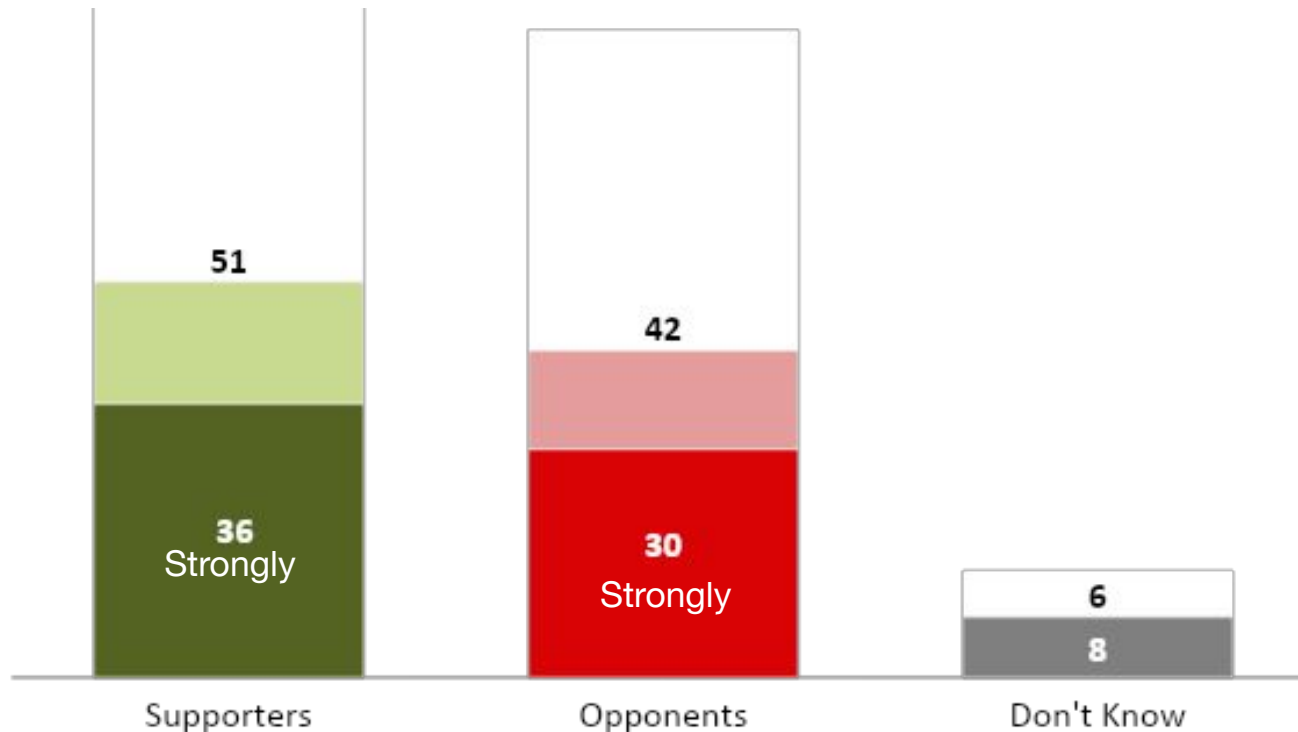
After tradeoffs, negative messages failed to significantly diminish support for CTC expansion

In each tradeoff, supporter message beats opponents with at least 50%: On jobs/work, majority agrees with supporters' argument

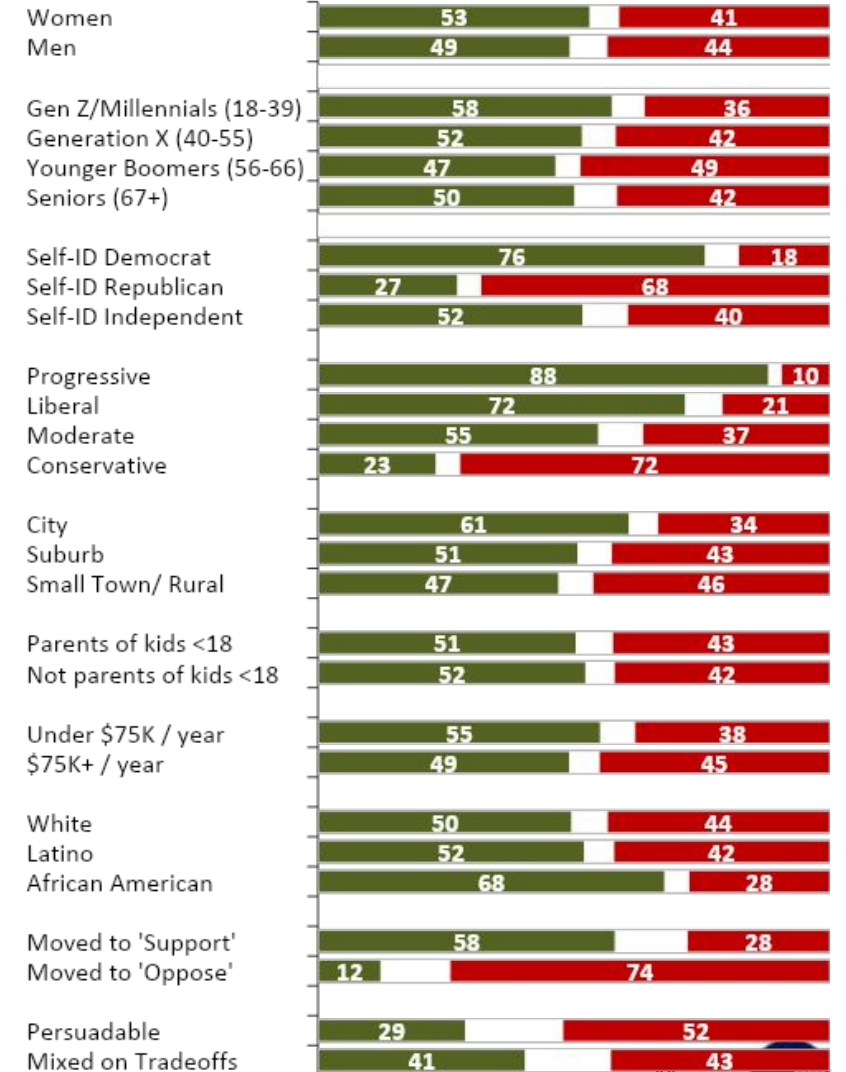
Supporters say that the Child Tax Credit helps families cover childcare costs so that parents can get back to work and complete job trainings to get better jobs.

Opponents say that the Child Tax Credit gives free money with no strings attached, and that it encourages people to stay home rather than going back to work.

With whom do you agree more?



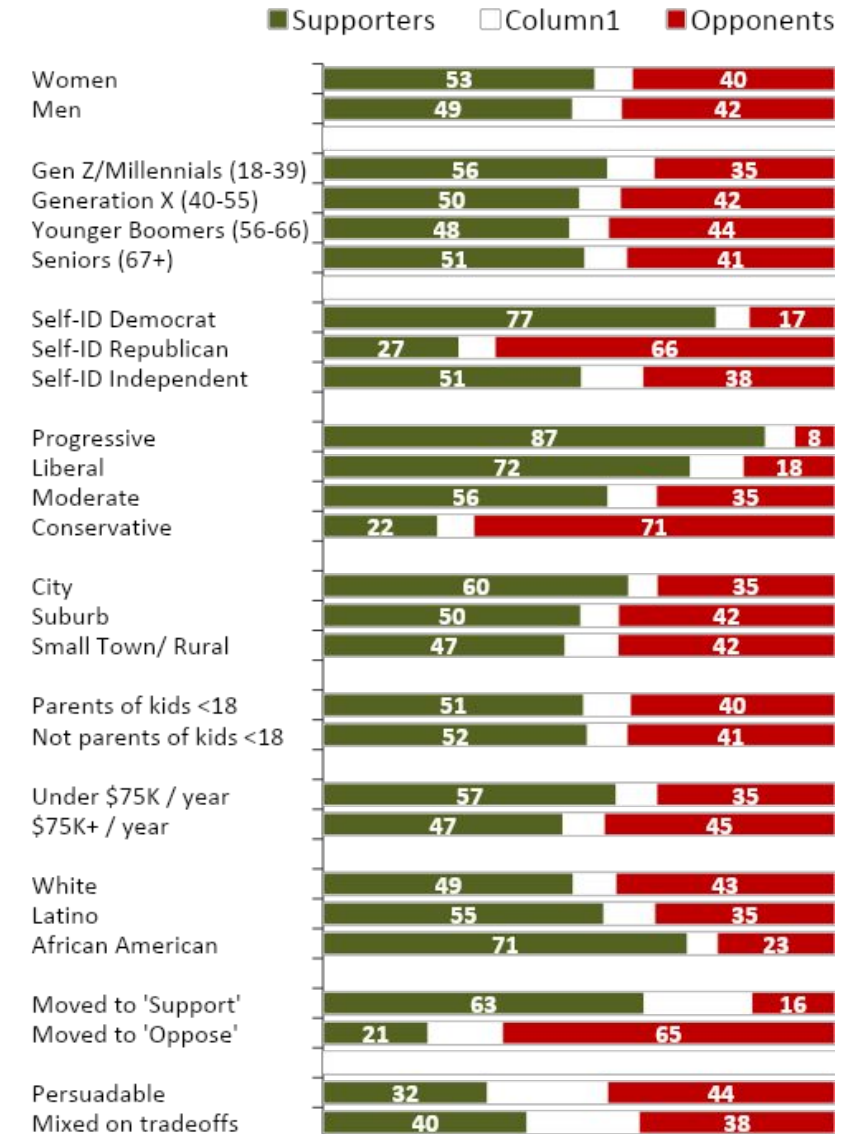
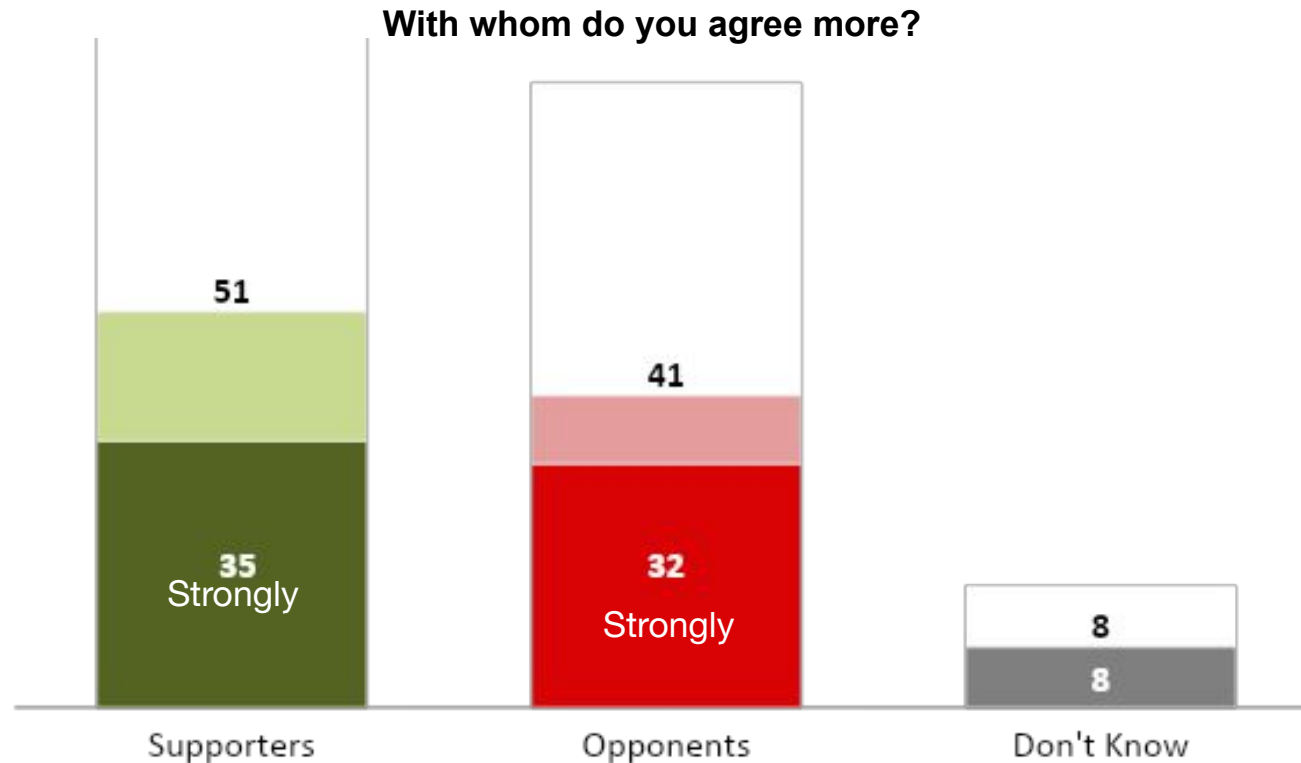
■ Supporters □ Column1 ■ Opponents



On inflation, majority agrees with supporters, but intensity is similar for both supporters and opponents

Supporters say that the cost of living has been rising for years, but most American families have gotten no help. Now, the Child Tax Credit is offering help and rich people are attacking because they want more bailouts for the wealthy.

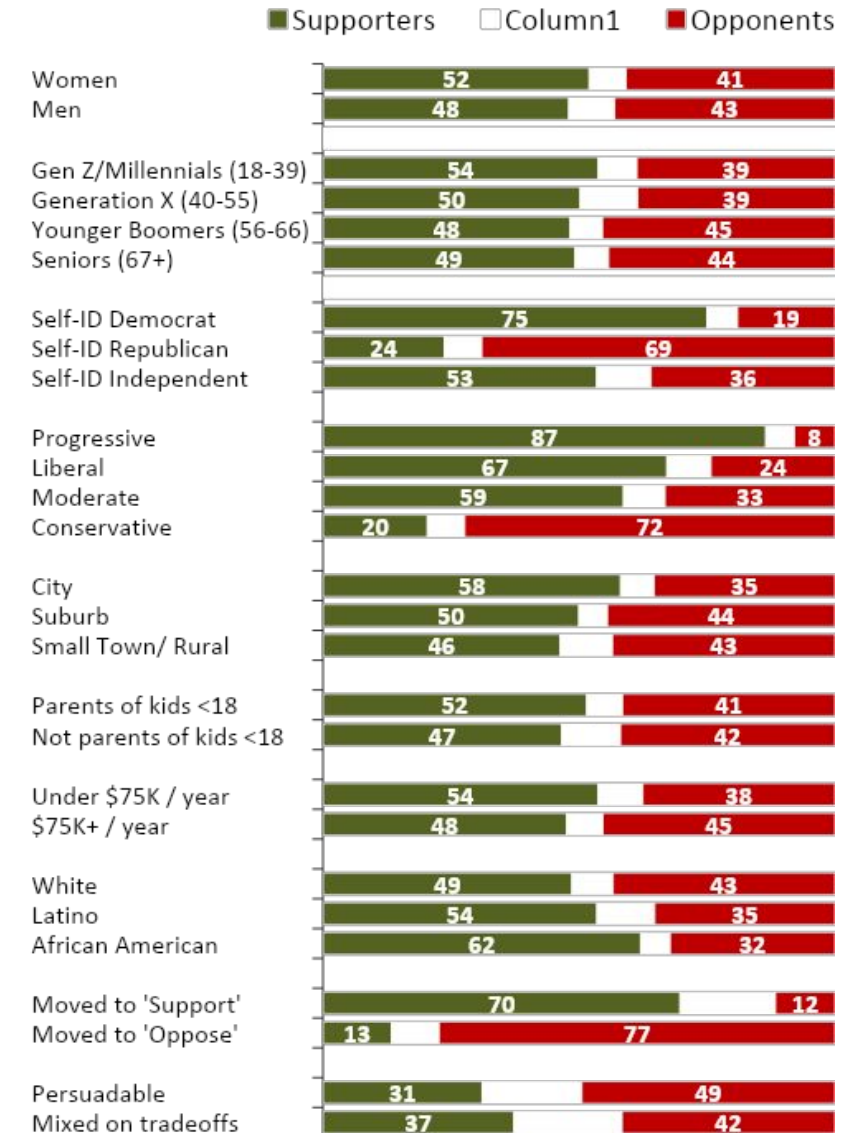
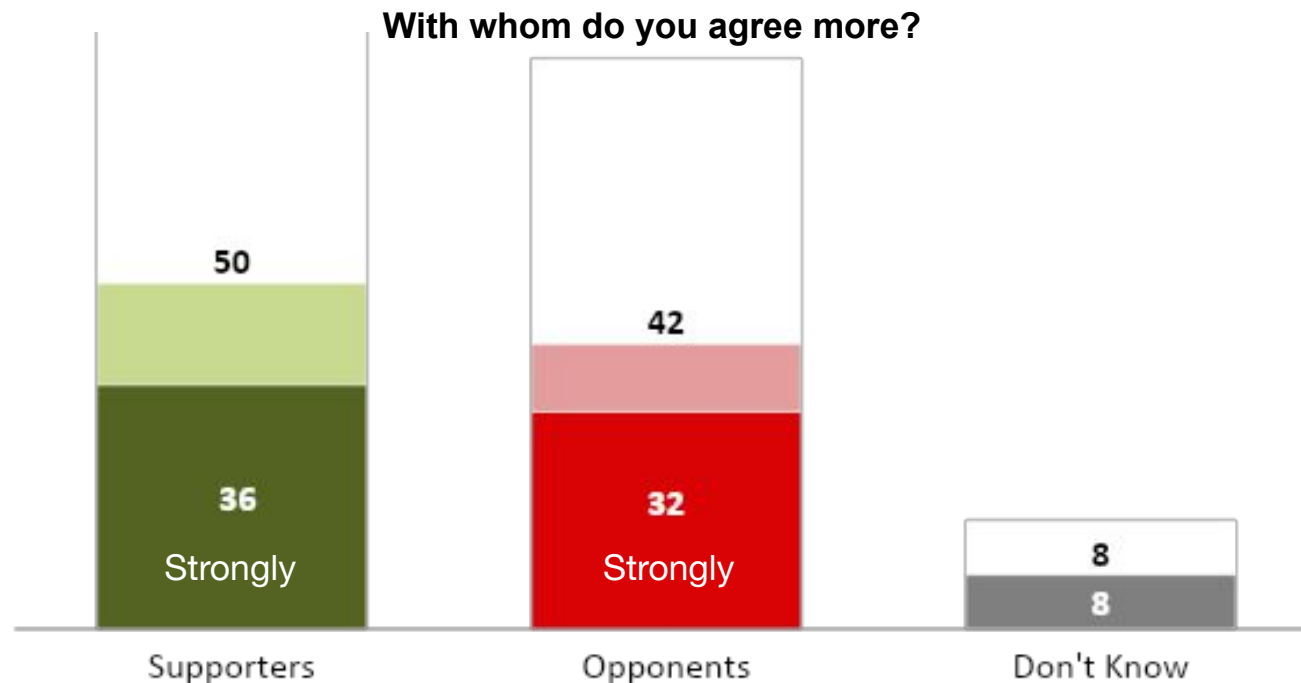
Opponents say that the Child Tax Credit is billions more in government spending, which causes prices to keep rising and will lead to runaway inflation.



Voters' agreement on the tax issue correlates strongly with movement on CTC overall

Supporters say that the Child Tax Credit lowers taxes for American families, and no one making under \$400,000 will have their taxes raised to pay for it. The last thing we need right now is to increase taxes on the middle class by letting the Child Tax Credit expire.

Opponents say politicians want to spend hundreds of billion dollars that we don't have. Taxes are already too high, and now is not the time for more spending that taxpayers are going to have to pay for.

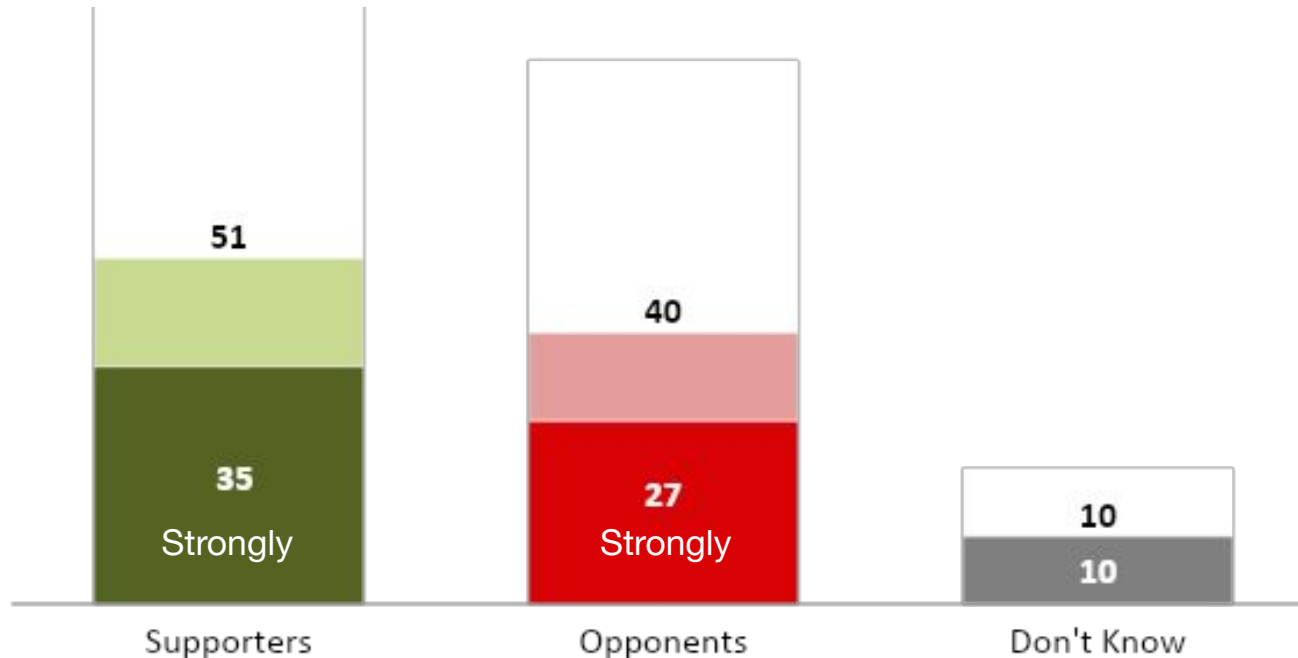


Majority agrees with supporters on children and child poverty

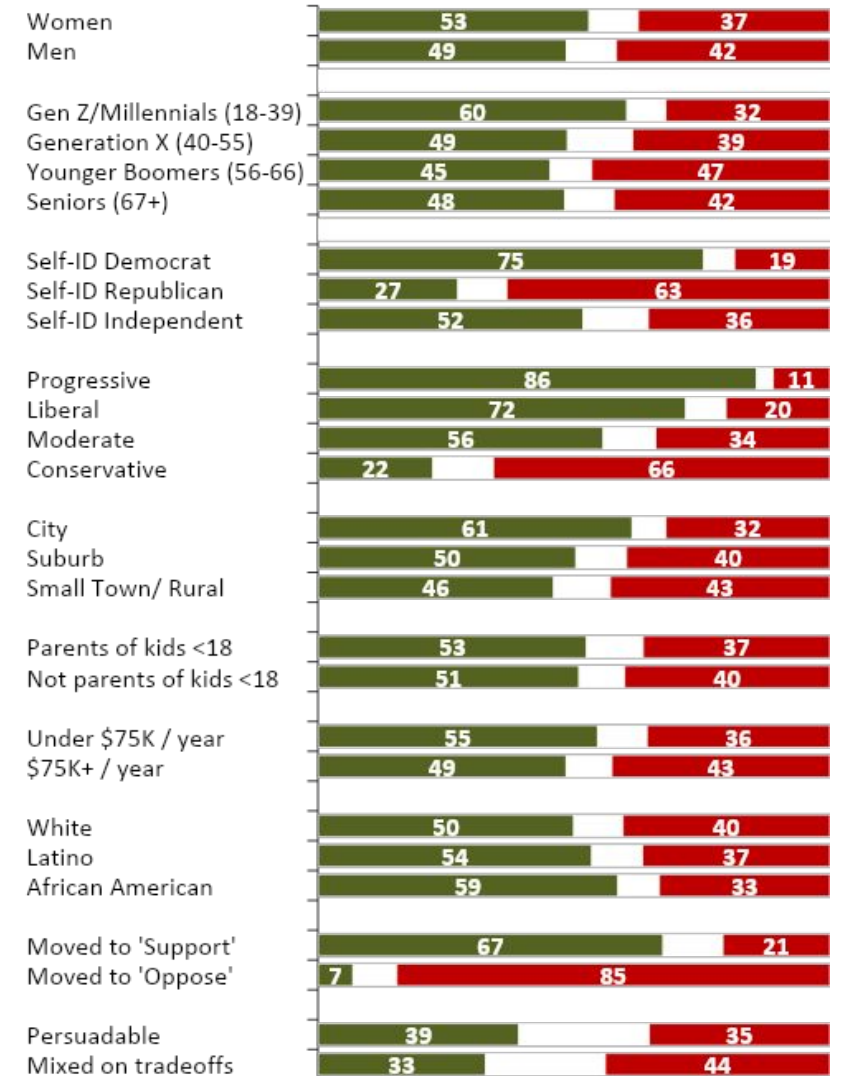
Supporters say that the Child Tax Credit cuts child poverty nearly in half by providing the lowest income parents with a 10% increase in income.

Opponents say that the Child Tax Credit is wrong because it punishes people who are not able to have children – or who choose not to – by making them pay for a handout.

With whom do you agree more?



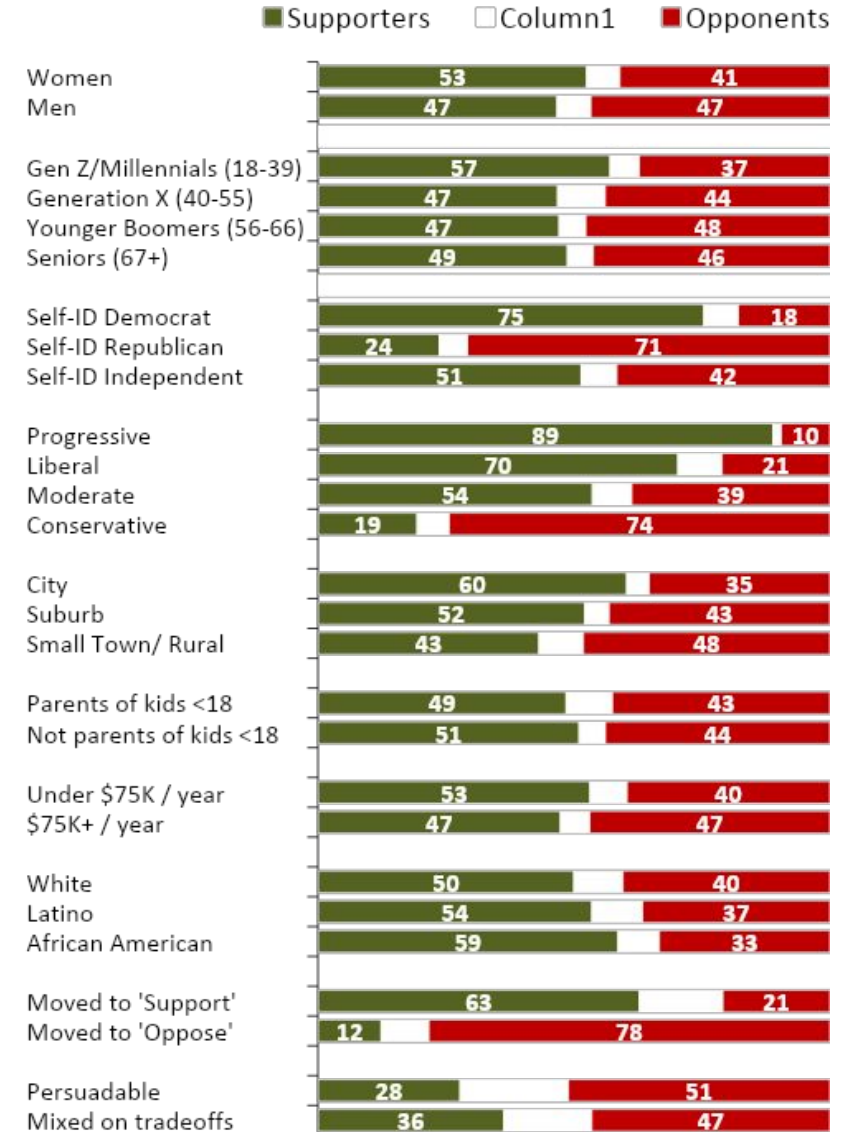
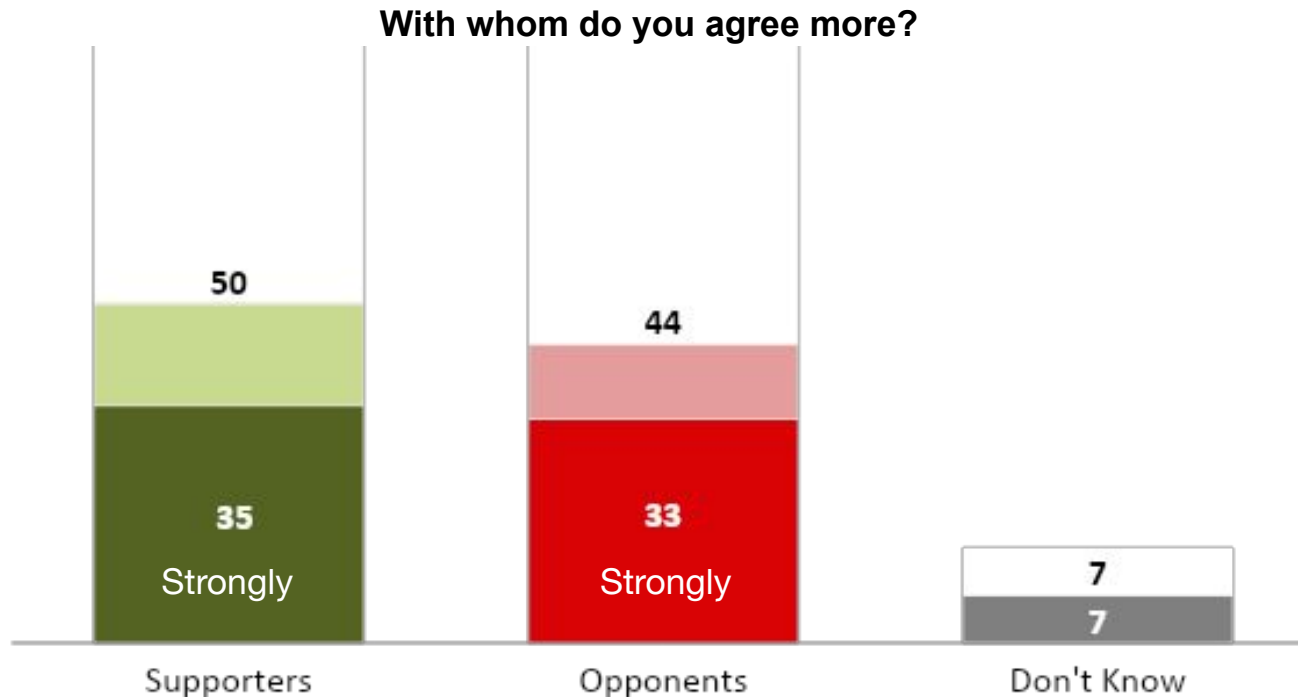
■ Supporters □ Column1 ■ Opponents



Tradeoff on the economy is more split

Supporters say that the Child Tax Credit helps make our communities and the economy stronger by putting parents and kids on a solid financial footing to build a better future, which helps local economies, small businesses, and whole communities to thrive.

Opponents say that the Child Tax Credit will be bad for the economy because it discourages hard work by giving people a handout to just stay home and do nothing, instead of getting a job and working.



Those who agree with supporters on taxes were most likely to move to support; those who agree with opponents on the economy and taxes are most likely to move against

Results Among Those Who Moved to Support

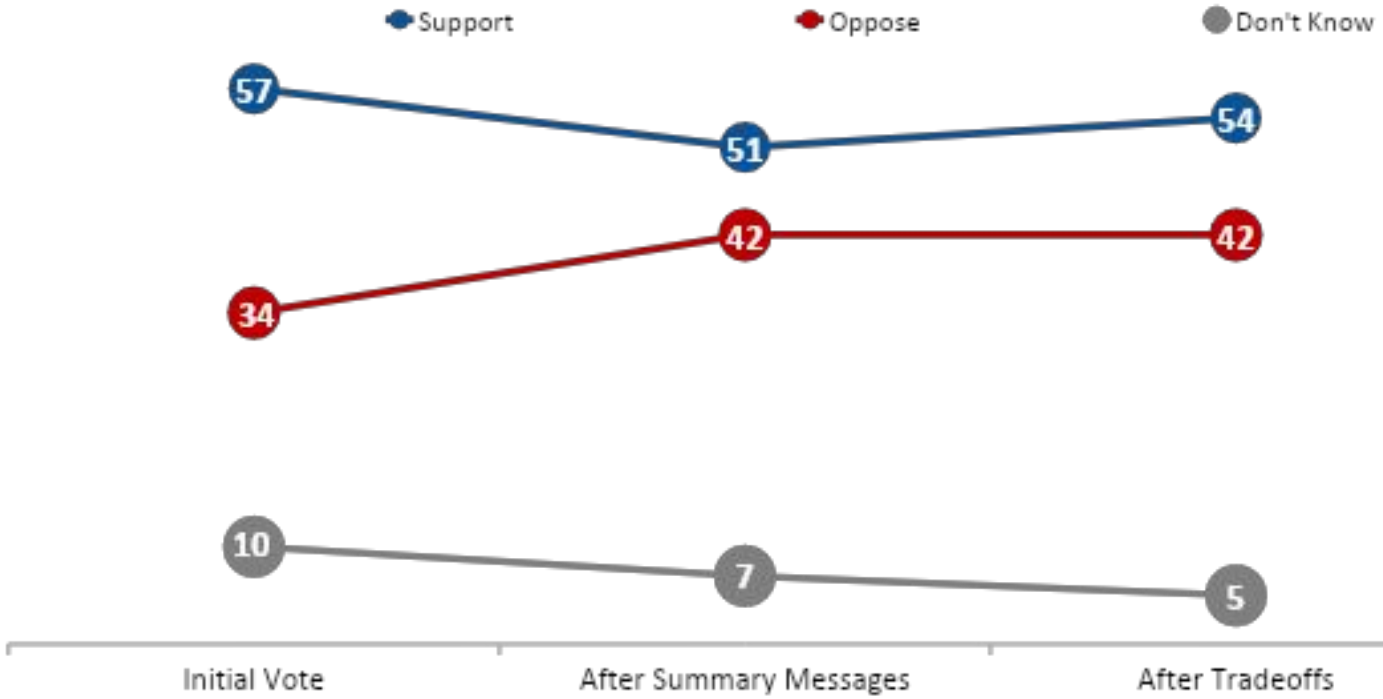
	Work	Inflation	Taxes	Children	Economy
Agree with Supporters	58	63	70	67	63
Agree with Opponents	28	16	12	21	21
Margin for Supporters	+30	+47	+58	+46	+42

Results Among Those Who Moved to Oppose

	Work	Inflation	Taxes	Children	Economy
Agree with Supporters	12	21	13	16	12
Agree with Opponents	74	65	77	67	78
Margin for Opponents	+62	+44	+64	+46	+66

After tradeoffs, support increases to 54 percent, consistent with other ARP polling. Mild order effects reinforce that it is valuable for supporters to get arguments out first.

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Generation X (40-55)	53	53	0
Younger Boomers (56-66)	45	49	+4
Seniors (67+)	49	51	+2
Progressive	88	90	+2
Liberal	73	77	+4
Moderate	56	59	+3
Conservative	21	22	+1
Self-ID Dems	79	81	+2
Self-ID Reps	25	27	+2
Self-ID Independents	49	54	+5
Urban Area	60	63	+3
Suburb	54	58	+4
Small Town/ Rural	45	47	+2
White	48	51	+3
Latino	58	63	+5
African American	69	72	+3
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Not parents of Kids <18	51	53	+2
Under 75k / year	56	58	+2
75k / year +	48	51	+3

17+3