

July 2022

ParentsTogether: Finding a Families First Narrative

Round 2 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 = 12,078
- Fielded June 28 - July 7, 2022

Contents

1. Segment Profiles
2. Messaging Environment
3. Message Performance
4. Reactions to *Roe*



Key Takeaways

1

Our messages outperform the opposition, but not by a large margin.

Among parents currently raising children, 70% say the Families First Agenda messages reflect their beliefs somewhat or very well (41% say “very well”). 62% of parents say the same of the parental choice message (38% say “very well”).

2

By a small margin, messages wrapped in a “Love” value outperform those that emphasize “Community.”

This is consistent with first round open listening findings that showed love & care were the most top-of-mind values when thinking about good parents and one’s identity as a parent.

3

More voters say some politicians standing in the way of families thriving want to “distract” and “divide” us.

Voters also clearly prefer the version of this villain statement that includes references to helping the profits of big corporations.

4

Meanwhile, saying some politicians are “making parents blame themselves” is effective in specific contexts.

Latinx voters (of all ages and vote choices) tended to prefer messages with “Blame” and there is evidence that after reading the “Blame” frame, non-parents are less likely to agree with the Parental Choice message.

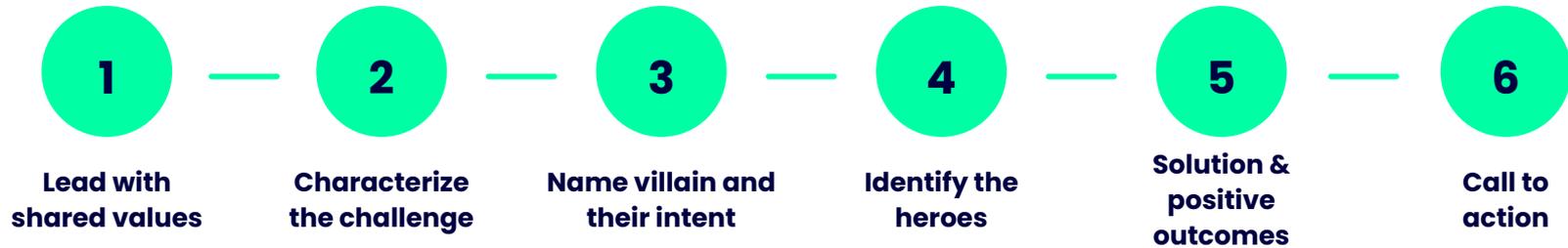
5

After Roe, Soft Biden parents have reproductive freedom top-of-mind.

Soft Biden parents currently raising children, a group which is more likely to be younger, female, Black or Latinx, and likely to feel demobilized in upcoming elections, is highly concerned about the recent reversal of *Roe v Wade*.



In Round #1, we identified story elements that resonate strongly. In this second round, we tested four messages, combining those elements in different ways.



We varied two values frames & two villain statements.

1: Community + Blame

Families and kids do best when we have each others' backs — nobody should have to go it alone.

Yet today, across America, parents are struggling: they're worrying about how to pay for rent, groceries, and childcare, how to keep their kids safe, and how to be present for the most precious moments. Too often, parents are left feeling like these struggles are all their fault.

It shouldn't be this hard, and it doesn't need to be. But some politicians want parents to keep blaming themselves for these problems so parents won't come together to demand that our leaders step up and solve them.

It's time to join together to demand that our leaders reinstate the child tax credit that puts money in parents' wallets, require Big Tech to make social media platforms safer, fully fund our schools so our children can reach their potential, and pass paid family leave so parents can be there when it counts. It's time to join together to see to it that no family has to go it alone.

2: Community + Divide

Families and kids do best when we have each others' backs — nobody should have to go it alone.

Yet today, across America, parents are struggling: they're worrying about how to pay for rent, groceries, and childcare, how to keep their kids safe, and how to be present for the most precious moments. Too often, parents are left feeling like these struggles are all their fault.

It doesn't need to be this hard, but some politicians want to distract us from the solutions that would help by intentionally creating conflicts that divide parents — in our schools and online — all to keep themselves in power and protect the profits of the big corporations that fund their campaigns.

It's time to join together to demand that our leaders reinstate the child tax credit that puts money in parents' wallets, require Big Tech to make social media platforms safer, fully fund our schools so our children can reach their potential, and pass paid family leave so parents can be there when it counts. It's time to join together to see to it that no family has to go it alone.

3: Love + Blame

We all want to be able to provide, support, and care for our loved ones, especially our children.

Yet today, across America, parents are struggling: they're worrying about how to pay for rent, groceries, and childcare, how to keep their kids safe, and how to be present for the most precious moments. Too often, parents are left feeling like these struggles are all their fault.

It shouldn't be this hard, and it doesn't need to be. But some politicians want parents to keep blaming themselves for these problems to prevent families from coming together and demanding that our leaders step up and solve them.

It's time to join together to demand that our leaders reinstate the child tax credit that puts money in parents' wallets, require Big Tech to make social media platforms safer, fully fund our schools so our children can reach their potential, and pass paid family leave so parents can be there when it counts. It's time to join together to see to it that every child has the care and support they need to thrive.

4: Love + Divide

We all want to be able to provide, support, and care for our loved ones, especially our children.

Yet today, across America, parents are struggling: they're worrying about how to pay for rent, groceries, and childcare, how to keep their kids safe, and how to be present for the most precious moments. Too often, parents are left feeling like these struggles are all their fault.

It doesn't need to be this hard, but some politicians want to distract us from the solutions that would help by intentionally creating conflicts that divide parents — in our schools and online — all to keep themselves in power and protect the profits of the big corporations that fund their campaigns.

It's time to join together to demand that our leaders reinstate the child tax credit that puts money in parents' wallets, require Big Tech to make social media platforms safer, fully fund our schools so our children can reach their potential, and pass paid family leave so parents can be there when it counts. It's time to join together to see to it that every child has the care and support they need to thrive.



Summary: Message Test

Big Picture: All Messages

- + Support for the values, experiences, and policies described in our messages is high, but so is support for the idea of parental choice. Data shows that parents don't necessarily find the views in conflict with one another, and inoculating against this narrative remains a challenge.
- + That said, our messages do outperform the parental choice message with voters currently raising children.
- + We see more similarities in how our four messages performed than differences – all four elements do have strengths.

Love *Recommendation

- + Voters, across the board, are more likely to say “Love” messages reflect their beliefs than “Community.”
- + “Love” messages inspire less inhibiting emotions than “Community” (which inspires more sadness).
- + Soft Trump voters are specifically much more likely to say “Love” messages reflect their beliefs than “Community.”
- + Non-parents (and specifically Soft Trump voters) are slightly more likely to support the Families First Agenda after “Love” messages. (Parents currently raising children are highly likely to support the FFA regardless of which message they saw.)

Community

- + There is moderate evidence more Black & Latinx voters say they are “somewhat likely” to share the messages with “Community” (than “Love”) – though this difference is mostly driven by older and Trump Latinx voters, and older Black voters.

Divide *Recommendation

- + In forced choice questions, nearly all groups of voters are clearly more likely to say “Divide” better describes the villain’s motivation than “Blame” (and prefer when “Divide” references corporations).
- + Voters, across the board, are slightly more likely to say they’d share the “Divide” messages.
- + Non-parents (and specifically Soft Trump voters) are slightly more likely to support the FFA after “Divide” messages.
- + Note: Latinx voters may be less likely than other voters to agree with “big corporations” characterized as the villain, aligning with prior research.

Blame

- + While Latinx voters choose the “Divide” motivation framing in the forced choice, there is moderate evidence that the full messages with “Blame” better reflect their beliefs and they’d be more likely to share “Blame.”
- + While parents’ views don’t “move” much on the subject, there is strong evidence that after reading the “Blame” frame, non-parents are less likely to agree with the Parental Choice message.
- + While parents currently raising children clearly choose the “Divide” motivation in the forced choice, they are the group MOST likely to choose “Blame,” indicating that something about the Blame framing resonates authentically with the lived experience of those raising children.



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

23% of registered voters



Gender

52% Women
47% Men



Race

70% Non-Hispanic White
13% Black
13% Hispanic/Latinx



Urbanicity

36% City
33% Suburb
13% Small town
18% Rural



Income

14% <\$25k
24% \$25k - \$49k
19% \$50k - \$74k
15% \$75k - \$99k
16% \$100k - \$149k
9% \$150k+



Age

23% 18-29
29% 30-39
24% 40-49
18% 50-64
7% 65+



Education

39% High school or less
21% Some college
39% College



2020 Vote Choice

29% Strong Biden
20% Soft Biden
11% Soft Trump
27% Strong Trump
2% Other candidate

10% Did not vote
1% Prefer not to say



Other Identities

36% Single parent
12% Stay at home parent
16% Grandparent
12% Caregiver to elderly parents or relative
11% Caregiver to someone with special needs



Previously Raised Children

30% of registered
voters



Gender

49% Women
50% Men



Race

86% Non-
Hispanic White
6% Black
5% Hispanic/
Latinx



Urbanicity

19% City
44% Suburb
14% Small town
23% Rural



Income

14% <\$25k
26% \$25k - \$49k
21% \$50k - \$74k
14% \$75k - \$99k
13% \$100k - \$149k
8% \$150k+



Age

3% 18-29
3% 30-39
10% 40-49
36% 50-64
48% 65+



Education

33% High school or less
25% Some college
41% College



2020 Vote Choice

25% Strong Biden
16% Soft Biden
18% Soft Trump
35% Strong Trump
1% Other candidate



Other Identities

15% Single parent
3% Stay at home parent
62% Grandparent
10% Caregiver to elderly
parents or relative
6% Caregiver to someone with
special needs



Haven't Raised Children

47% of registered
voters



Gender

54% Women
45% Men



Race

64% Non-
Hispanic White
11% Black
10% Hispanic/
Latinx



Urbanicity

29% City
41% Suburb
13% Small town
17% Rural



Income

22% <\$25k
29% \$25k - \$49k
20% \$50k - \$74k
11% \$75k - \$99k
9% \$100k - \$149k
3% \$150k+



Age

21% 18-29
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Education

38% High school or less
21% Some college
39% College



2020 Vote Choice

26% Strong Biden
22% Soft Biden
12% Soft Trump
27% Strong Trump
1% Other candidate

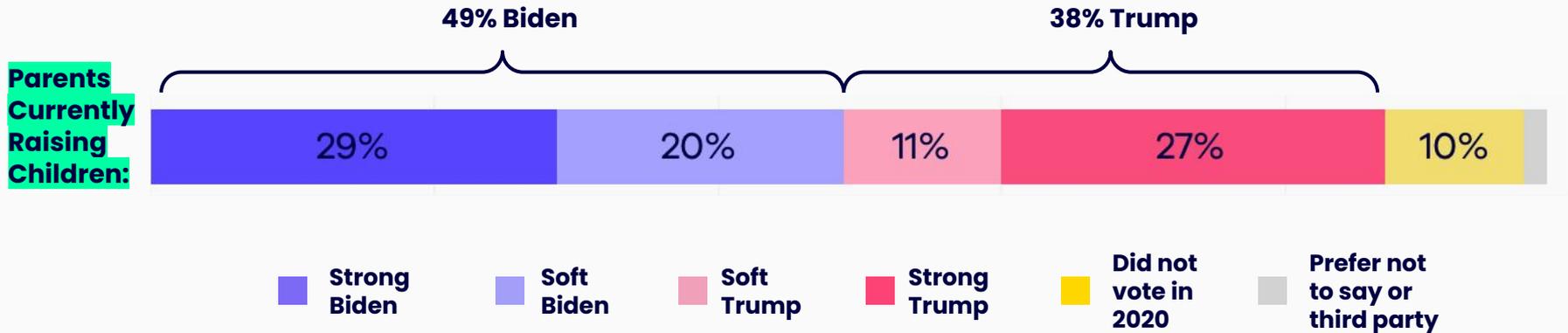
9% Did not vote
1% Prefer not to say



We'll use 2020 vote choice and enthusiasm to understand ideological differences between parents currently raising children.

[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)



Currently Raising Children: Vote Choice

Strong Biden

(29% of currently raising children)



Gender

43% Women
57% Men



Race

67% Non-Hispanic White
13% Hispanic/ Latinx
16% Black



Income

12% <\$25k
17% \$25k - \$49k
12% \$50k - \$74k
16% \$75k - \$99k
23% \$100k - \$149k
19% \$150k+



Age

17% 18-29
33% 30-39
26% 40-49
15% 50-64
9% 65+



Urbanicity

55% City
28% Suburb
9% Small town
9% Rural



Education

28% High school or less
16% Some college
56% College

Soft Biden

(20% of currently raising children)



Gender

59% Women
40% Men



Race

57% Non-Hispanic White
15% Hispanic/ Latinx
20% Black



Income

11% <\$25k
20% \$25k - \$49k
25% \$50k - \$74k
18% \$75k - \$99k
17% \$100k - \$149k
8% \$150k+



Age

29% 18-29
26% 30-39
24% 40-49
16% 50-64
6% 65+



Urbanicity

34% City
44% Suburb
9% Small town
13% Rural



Education

29% High school or less
23% Some college
48% College



Currently Raising Children: Vote Choice

Soft Trump

(11% of currently raising children)



Gender
55% Women
45% Men



Race
81% Non-Hispanic White
11% Hispanic/ Latinx
3% Black



Income
10% <\$25k
23% \$25k - \$49k
24% \$50k - \$74k
19% \$75k - \$99k
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7% \$150k+



Age
20% 18-29
27% 30-39
23% 40-49
23% 50-64
8% 65+



Urbanicity
21% City
36% Suburb
21% Small town
22% Rural



Education
41% High school or less
22% Some college
37% College

Strong Trump

(27% of currently raising children)



Gender
51% Women
49% Men



Race
83% Non-Hispanic White
10% Hispanic/ Latinx
3% Black



Income
13% <\$25k
32% \$25k - \$49k
22% \$50k - \$74k
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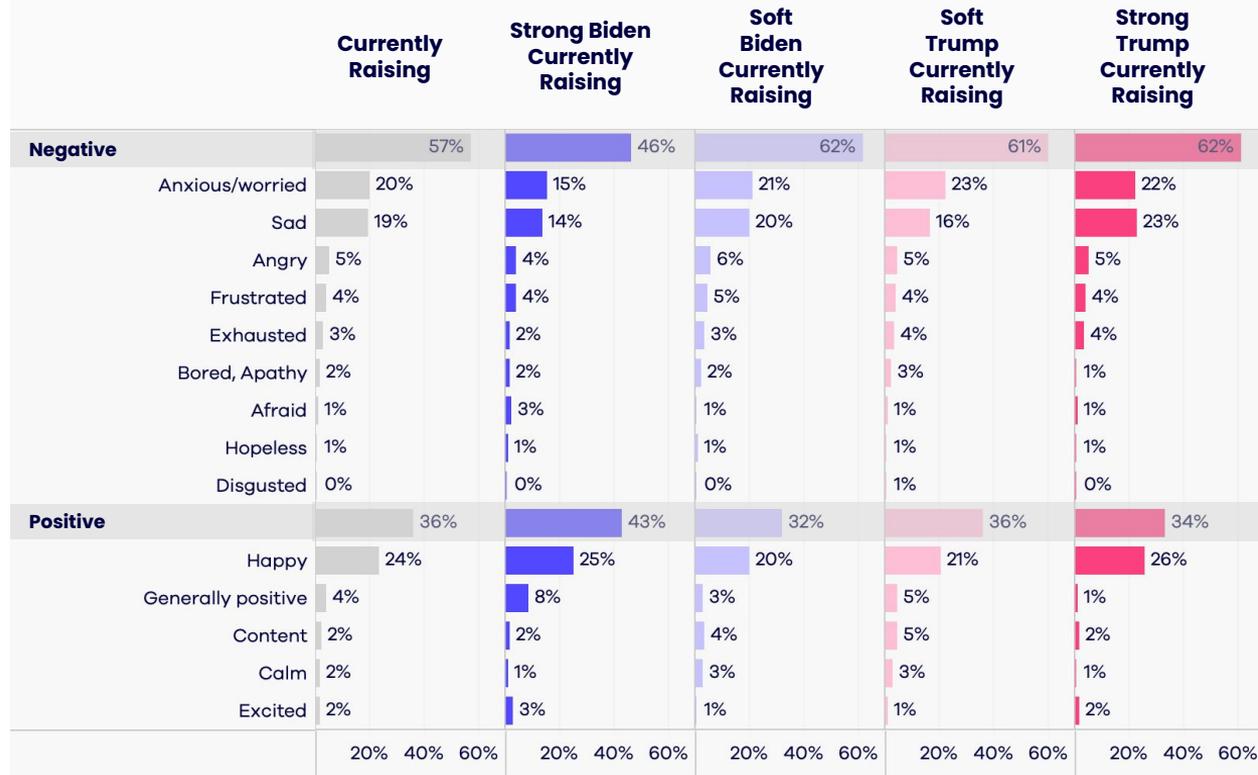


Messaging Environment



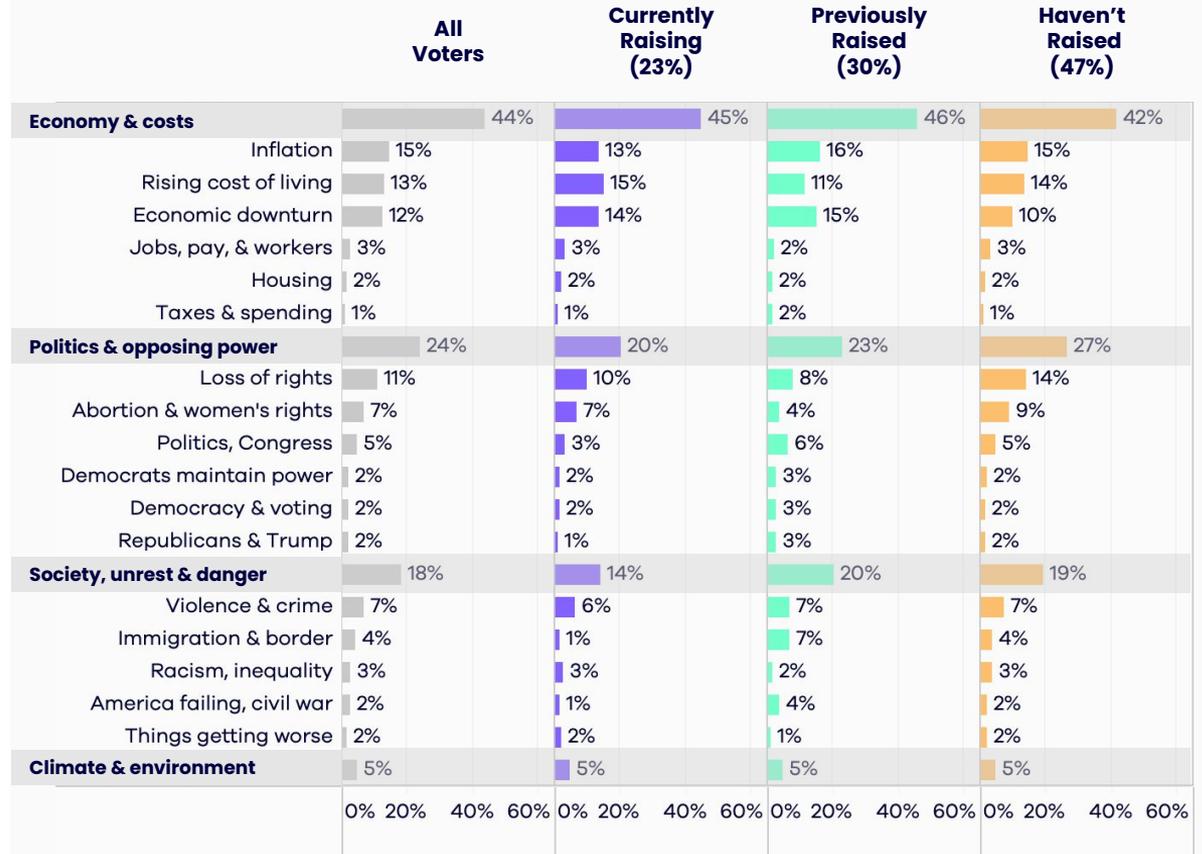
Parents currently raising children mentioned feeling mostly negative emotions in the prior two weeks. Soft Biden, Soft Trump, & Strong Trump parents mentioned the most negative emotions.

[Personal emotion] In the past two weeks, what emotion have you felt most often?
(Open)



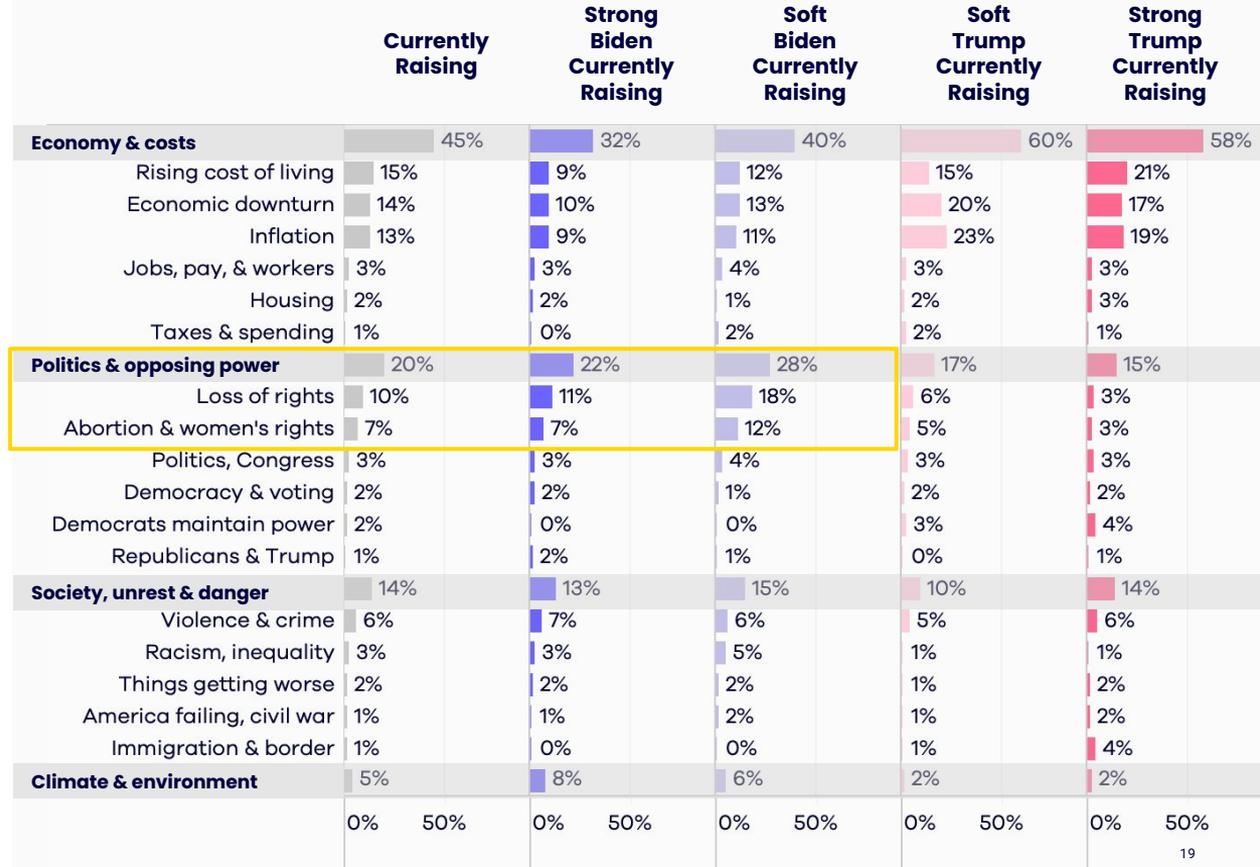
All voters, regardless of parent status, cite “economy & costs” (especially rising costs of living) as their biggest worry for government to address.

[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)



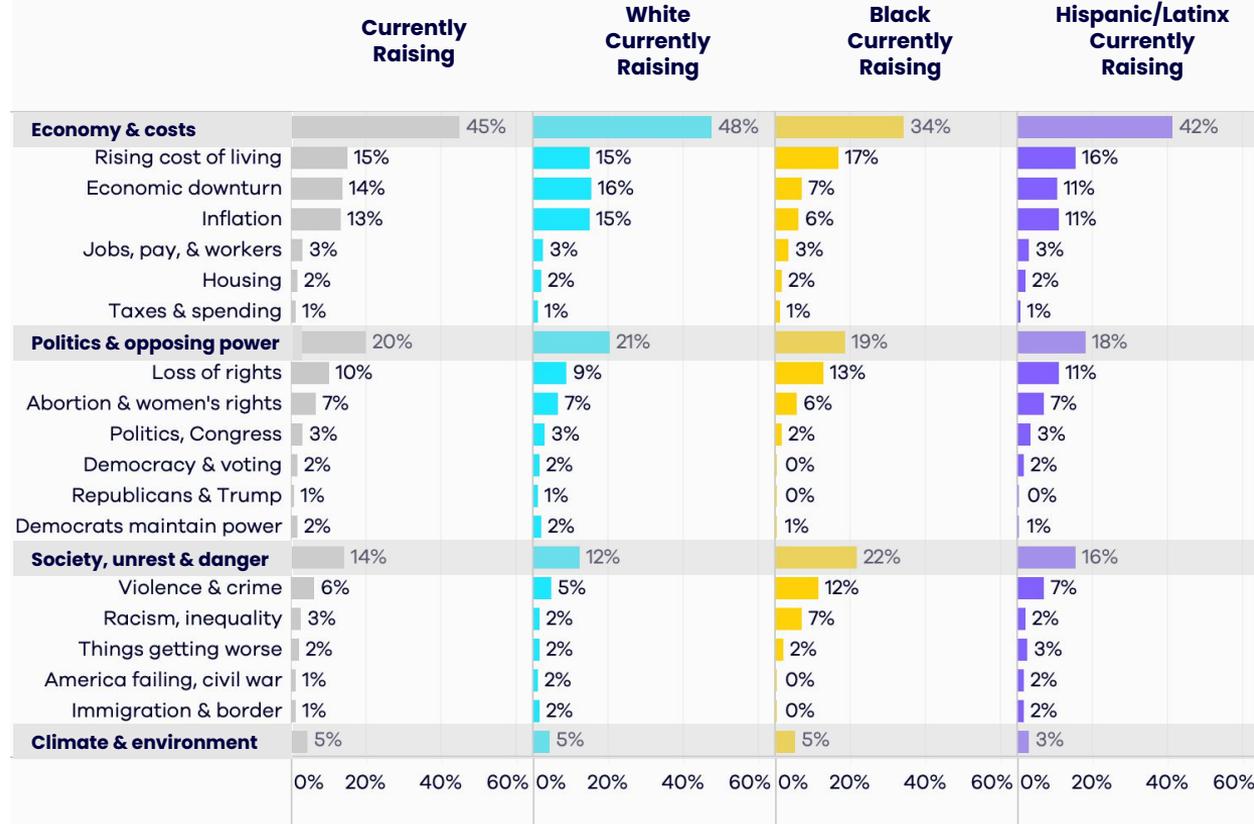
Among those currently raising children, Trump voters are more likely than Biden voters to mention rising costs. Soft Biden voters are more likely than other groups to mention loss of abortion rights.

[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)



Among those currently raising children, White and Latinx voters are more likely to mention worries about cost of living, while Black parents are more likely to mention violence & crime.

[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 (44%)

"Inflation. People are going to **starve** if the cost of food doesn't improve. Everyone I know is **struggling financially**." - *Currently Raising Children, Woman, White, Soft Trump*

"**The financial crisis**. We make too much money for assistance but the **costs of everything rises**, we have 5 kids, and are scared." - *Currently Raising Children, Woman, White, Soft Biden*

"Our crumbling economy and the rise of homelessness; as the **cost of living is not achievable** on a single income." - *Currently Raising Children, Woman, Hispanic/Latinx, Did Not Vote*

"**Rising costs** for people on fixed incomes." - *Currently Raising Children, Woman, White, Strong Trump*

"I'm worried that families will **become poor** because of all of these **prices going up**." - *Not a Parent, Woman, Black, Soft Biden*

Politics & opposing political power (24%)

"The government! Congress! They have gotten out of control. People **can't afford to make a living** working full time. People's **rights** are being violated, other people's **rights** aren't being protected." - *Currently Raising Children, Woman, Black, Strong Biden*

"I wish the government leaders would **back off from extremist views** and realize there is an in between view on every issue. Maybe lawmakers need to take pay cuts and put in term limits." - *Currently Raising Children, Male, Hispanic/Latinx, Strong Trump*

"The fact that **Democrats** are trying to force their into socialism. This needs to STOP if we are to have democracy in this country." - *Previously Raised Children, Man, White, Strong Trump*

"Worried about **Corruptness of Republicans**, Put a stop to Trump and people like him that search to spread false theories." - *Previously Raised Children, Non-Binary, Hispanic/Latinx, Soft Biden*

Society, unrest & danger getting worse (18%)

"Everyone being treated **equally**. I have a female child, a disabled child and as of right now I **fear for their future**." - *Currently Raising Children, Non-Binary, Hispanic/Latinx, Soft Biden*

"The fact of the **growing divisiveness** between so many factions in our country." - *Haven't Raised Children, Man, Black, Soft Biden*

"Our future as a country as a whole. We are more **divided with hate** and **forced fear** than in my soon to be 60 years of life." - *Previously Raised Children, Man, White, Soft Trump*

"The future of our country is **moving in the wrong direction**. I am most worried about the **gun laws**." - *Haven't Raised Children, Female, Black, Strong Biden*

"Our **border** and illegal immigrants and drugs, and **potential terrorist** using it to get in to our country". - *Previously Raised Children, Woman, White, Strong Trump*

Message Performance



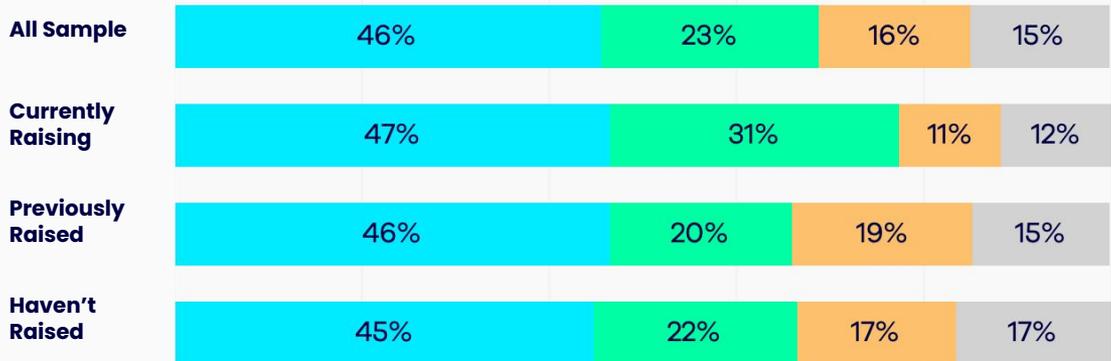
A clear plurality of all voters (regardless of parent status) says that politicians “distracting & dividing us” better describes the motivation of politicians standing in the way of helping families.

[Villain framing - motivation] Which of the following best describes who is standing in the way of policies that would help families (like the child tax credit, making social media platforms safer, funding our schools, affordable childcare, and paid family leave)? (Closed)

[DIVISION] A handful of politicians who want to distract us from the solutions that would help by intentionally creating conflicts in our schools and online to divide us

[BLAME] A handful of politicians who want parents to keep blaming themselves for these problems, so families don't come together and demand that our leaders step up and solve them

Neither Don't know



Across vote choice, parents say “distracting & dividing us” better describes the motivation of politicians standing in the way of helping families. Soft Biden parents are the group most likely to select “blame themselves.”

[Villain framing - motivation] Which of the following best describes who is standing in the way of policies that would help families (like the child tax credit, making social media platforms safer, funding our schools, affordable childcare, and paid family leave)? (Closed)

[DIVISION] A handful of politicians who want to distract us from the solutions that would help by intentionally creating conflicts in our schools and online to divide us

[BLAME] A handful of politicians who want parents to keep blaming themselves for these problems, so families don't come together and demand that our leaders step up and solve them

Neither Don't know



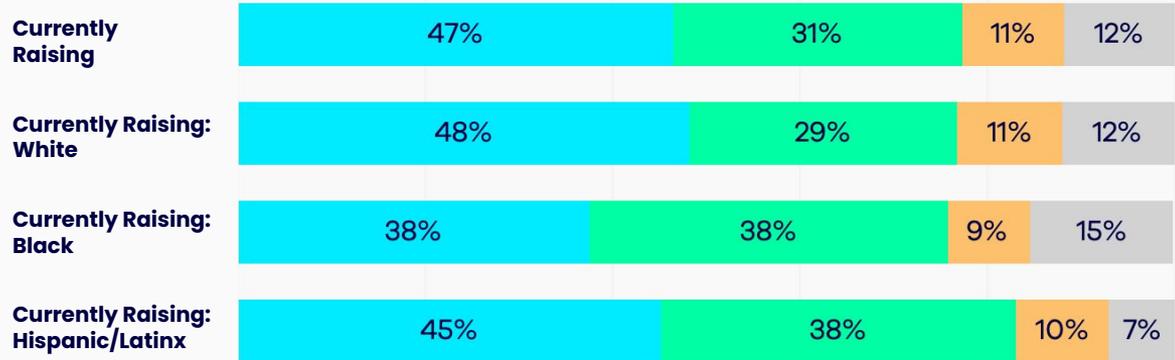
Across ethnicity, parents say “distracting & dividing us” better describes the motivation of politicians standing in the way of helping families, but the two framings are tied among Black parents.

[Villain framing - motivation] Which of the following best describes who is standing in the way of policies that would help families (like the child tax credit, making social media platforms safer, funding our schools, affordable childcare, and paid family leave)? (Closed)

[DIVISION] A handful of politicians who want to distract us from the solutions that would help by intentionally creating conflicts in our schools and online to divide us

[BLAME] A handful of politicians who want parents to keep blaming themselves for these problems, so families don't come together and demand that our leaders step up and solve them

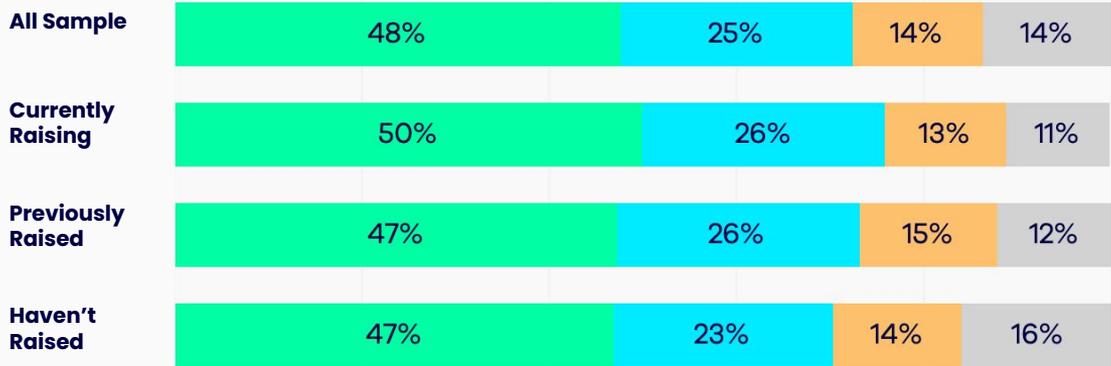
Neither Don't know



A clear plurality (1 in 2) of voters says the statement that blames corporations better describes the motivation of politicians standing in the way of helping families.

[Villain fine tune - corp] Which of the following best describes who is standing in the way of policies that would help families (like the child tax credit, making social media platforms safer, funding our schools, affordable childcare, and paid family leave)? (Closed)

- **[CORP]** A handful of politicians who want to distract us from the solutions that would help by intentionally creating conflicts in our schools and online to divide us – all to keep themselves in power and protect the profits of the big corporations that fund their campaigns
- **[NO CORP]** A handful of politicians who want to distract us from the solutions that would help by intentionally creating conflicts in our schools and online to divide us – all to keep themselves in power
- Neither
- Don't know



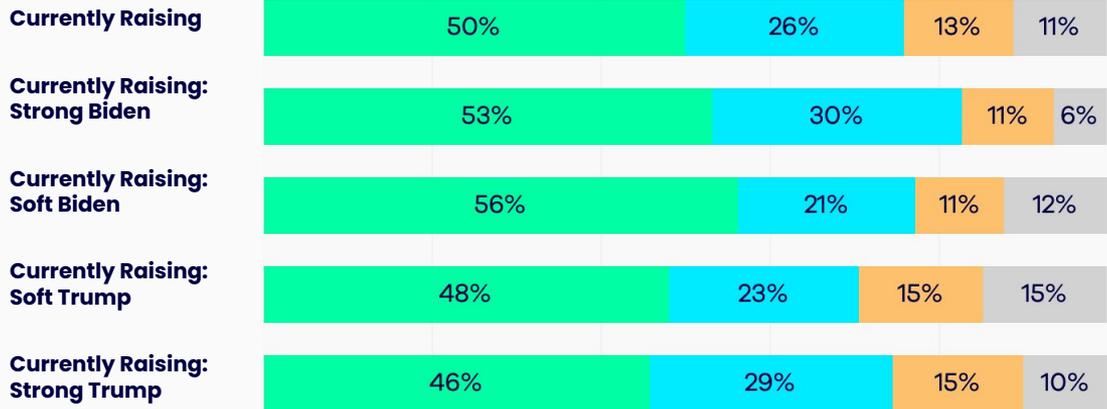
Soft Biden parents currently raising children are the most likely group of parents to say the statement that blames corporations better describes the motivation of politicians standing in the way of helping families.

[Villain fine tune - corp] Which of the following best describes who is standing in the way of policies that would help families (like the child tax credit, making social media platforms safer, funding our schools, affordable childcare, and paid family leave)? (Closed)

[CORP] A handful of politicians who want to distract us from the solutions that would help by intentionally creating conflicts in our schools and online to divide us – all to keep themselves in power and protect the profits of the big corporations that fund their campaigns

[NO CORP] A handful of politicians who want to distract us from the solutions that would help by intentionally creating conflicts in our schools and online to divide us – all to keep themselves in power

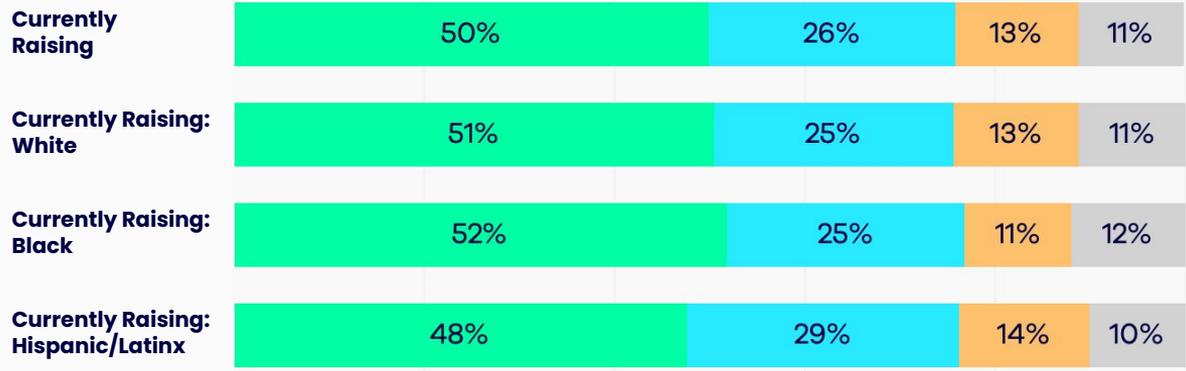
Neither Don't know



While a plurality still chooses the motivation framing with corporations, Latinx parents currently raising children are the most likely group to select the version without corporations.

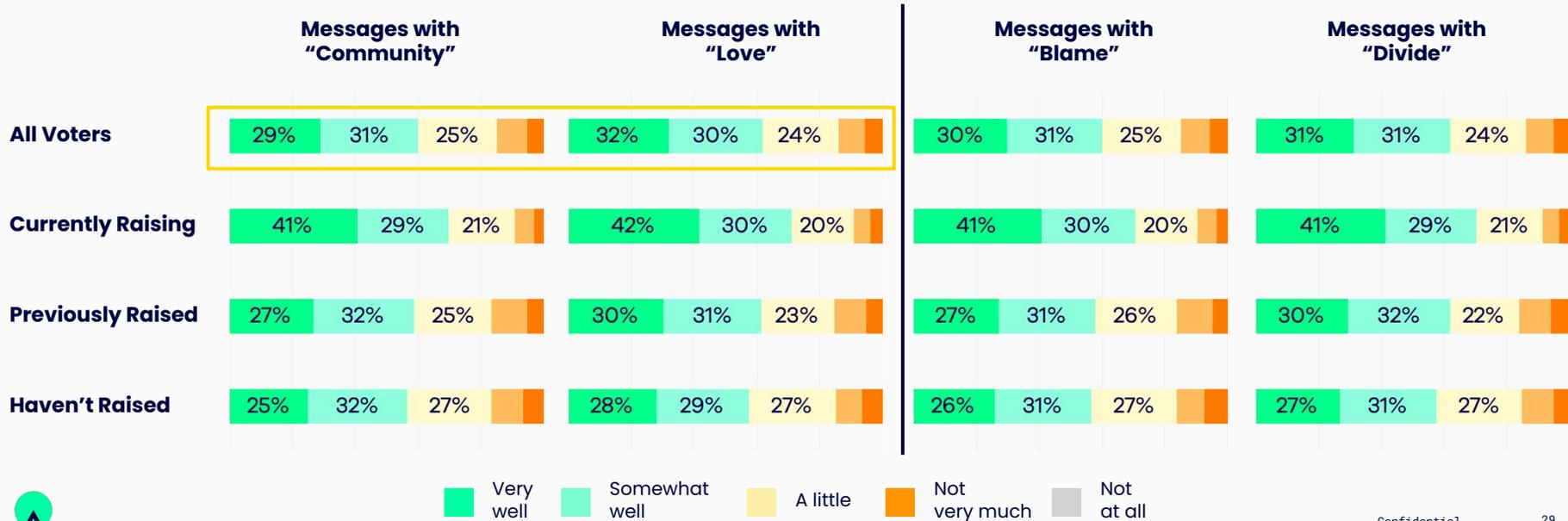
[Villain fine tune - corp] Which of the following best describes who is standing in the way of policies that would help families (like the child tax credit, making social media platforms safer, funding our schools, affordable childcare, and paid family leave)?
(Closed)

- **[CORP]** A handful of politicians who want to distract us from the solutions that would help by intentionally creating conflicts in our schools and online to divide us — all to keep themselves in power and protect the profits of the big corporations that fund their campaigns
- **[NO CORP]** A handful of politicians who want to distract us from the solutions that would help by intentionally creating conflicts in our schools and online to divide us — all to keep themselves in power
- Neither
- Don't know



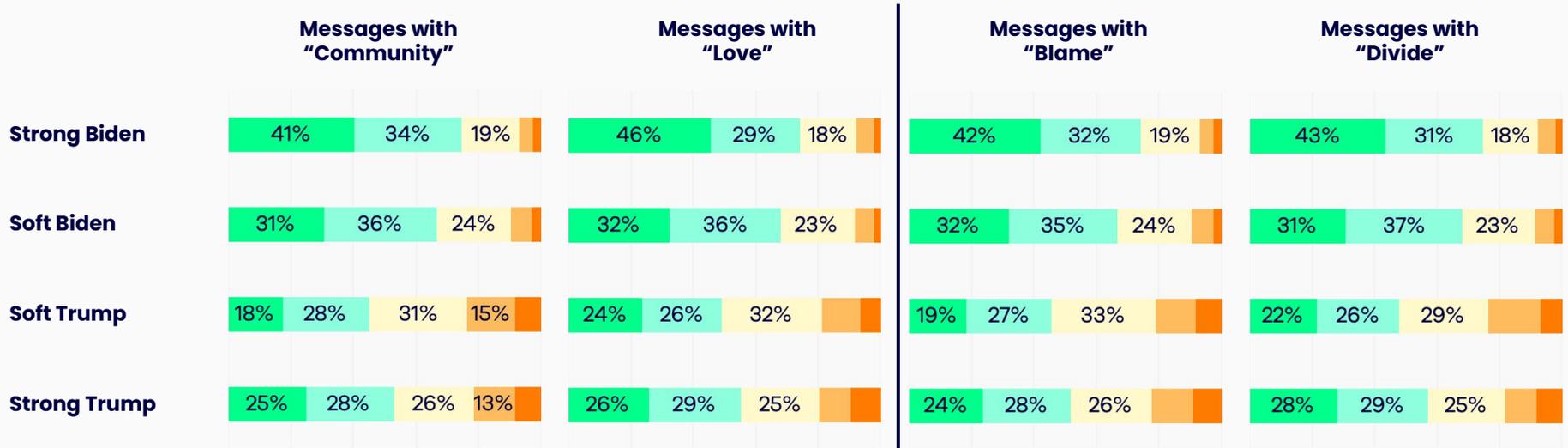
Voters are slightly more likely to say “Love” messages reflect their beliefs “very well” than “Community.”

[Msg Reflect Belief] How well does this message reflect what you personally believe? (Closed)



Messages with “Love” outperform “Community” specifically among Strong Biden & Soft Trump. Messages with “Divide” outperform “Blame” among Trump voters.

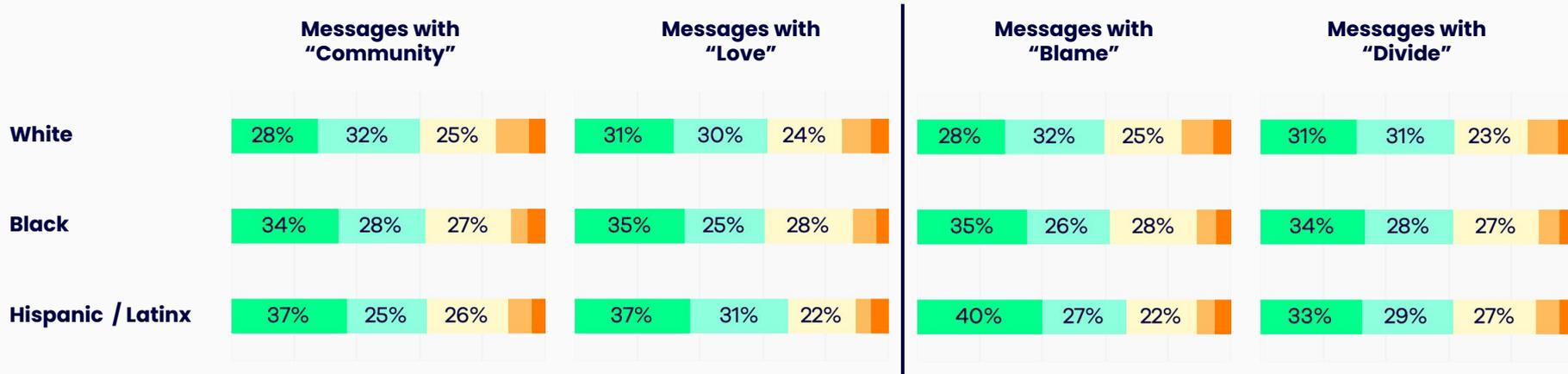
[Msg Reflect Belief] How well does this message reflect what you personally believe? (Closed)



Very well Somewhat well A little Not very much Not at all

Latinx voters are more likely to say that messages with “Blame” reflect their beliefs better than “Divide.”

[Msg Reflect Belief] How well does this message reflect what you personally believe? (Closed)



■ Very well
 ■ Somewhat well
 ■ A little
 ■ Not very much
 ■ Not at all

Emotional Activation Framework

Successful campaigns transform inhibiting emotions into activating ones.



Inhibiting emotions

Deter action

- Powerlessness
- Sadness
- Complacency
- Shame
- Isolation

Agitating emotions

Can deter OR inspire action

- Fear
- Anxiety
- Worry

Activating emotions

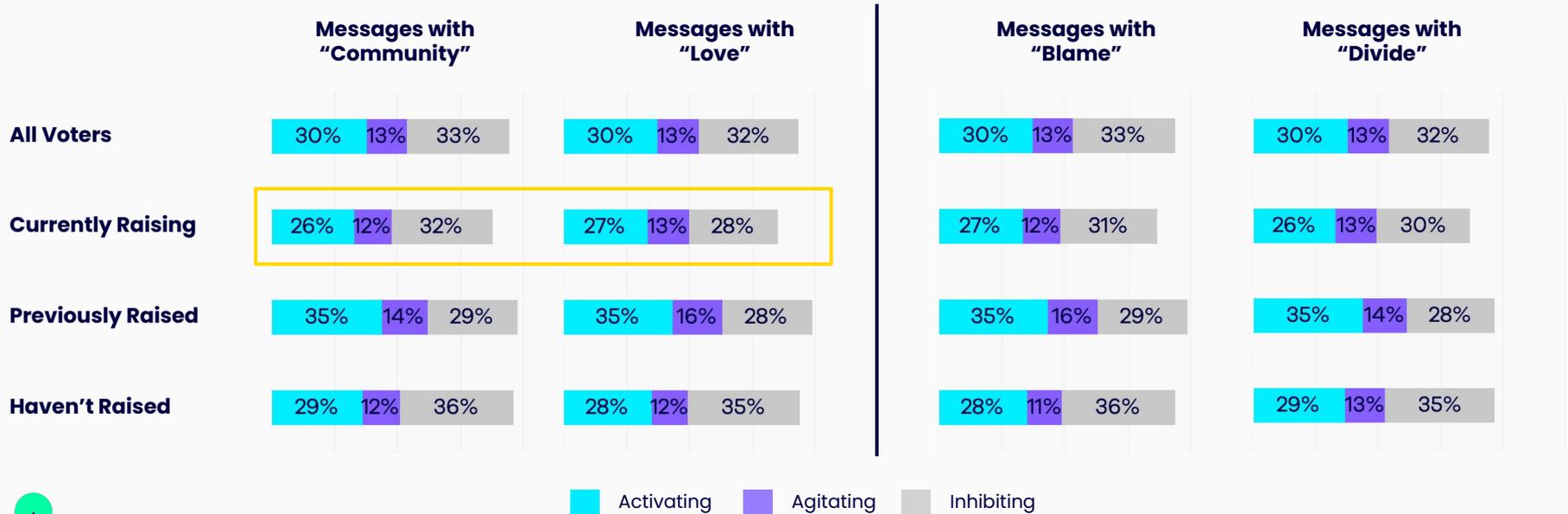
Inspire action

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



All messages elicit mostly similar emotional reactions, but “Community” is slightly more inhibiting than “Love” among parents currently raising (citing emotions like “sadness”).

[Msg Emotion] What emotion best describes how you feel when you read this message? (Open)



Voters are slightly more likely to say they'd share the messages with "Divide" than "Blame."

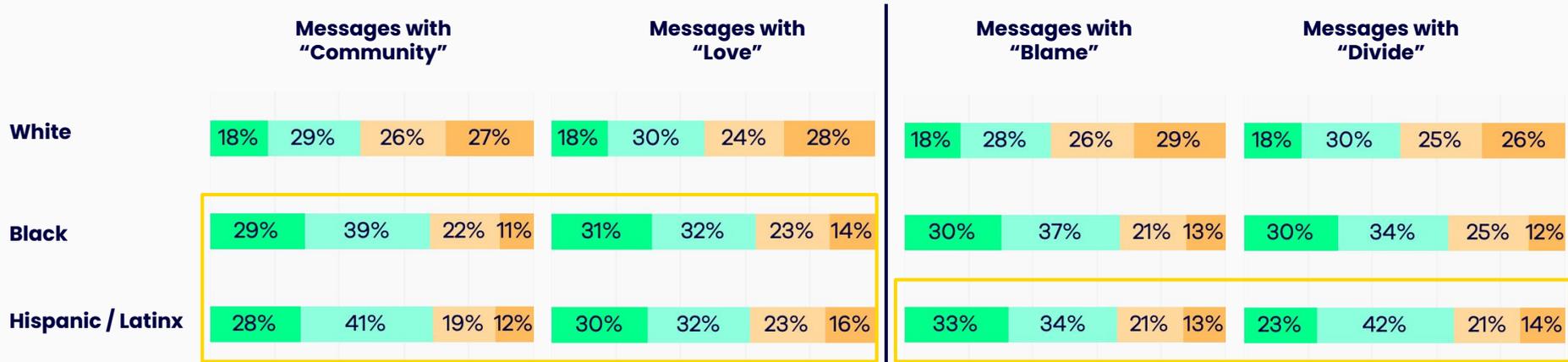
[Msg Share] How likely or not likely would you be to share a message like this on social media (e.g., Facebook, Twitter, Instagram, etc.)?
(Closed)



■ Very likely
 ■ Somewhat likely
 ■ Not very likely
 ■ Not at all likely

Black & Latinx voters are more likely to say they'd share "Community" messages than "Love." Latinx voters are more likely to say they'd share "Blame."

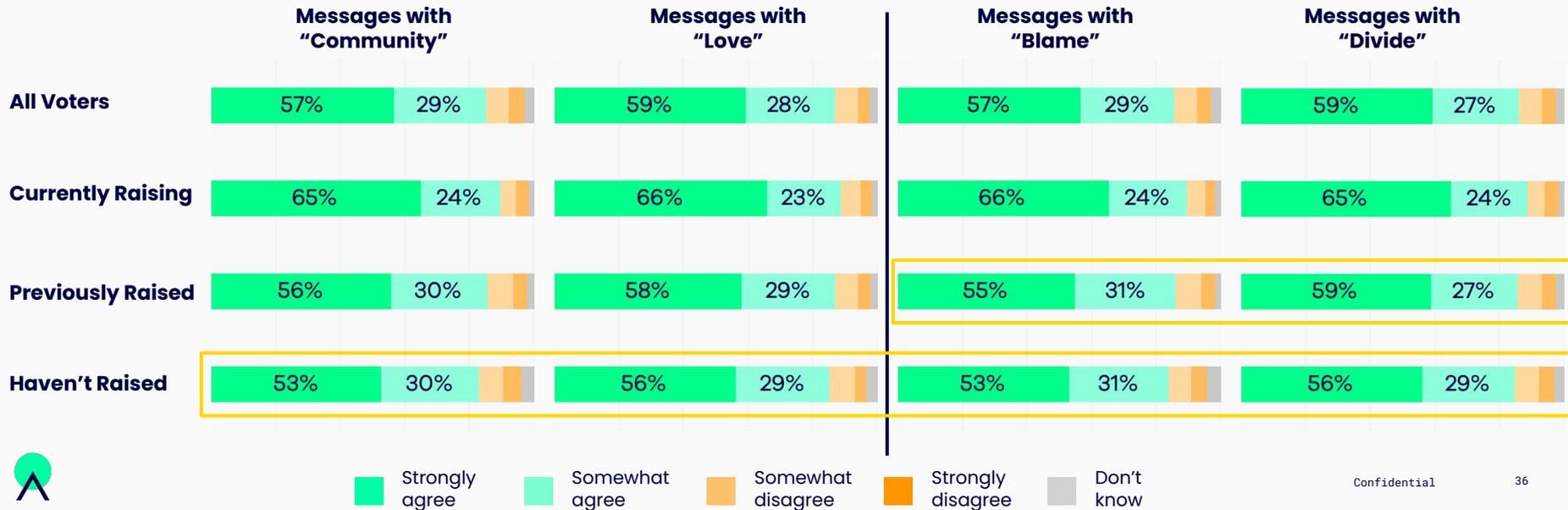
[Msg Share] How likely or not likely would you be to share a message like this on social media (e.g., Facebook, Twitter, Instagram, etc.)?
(Closed)



■ Very likely
 ■ Somewhat likely
 ■ Not very likely
 ■ Not at all likely

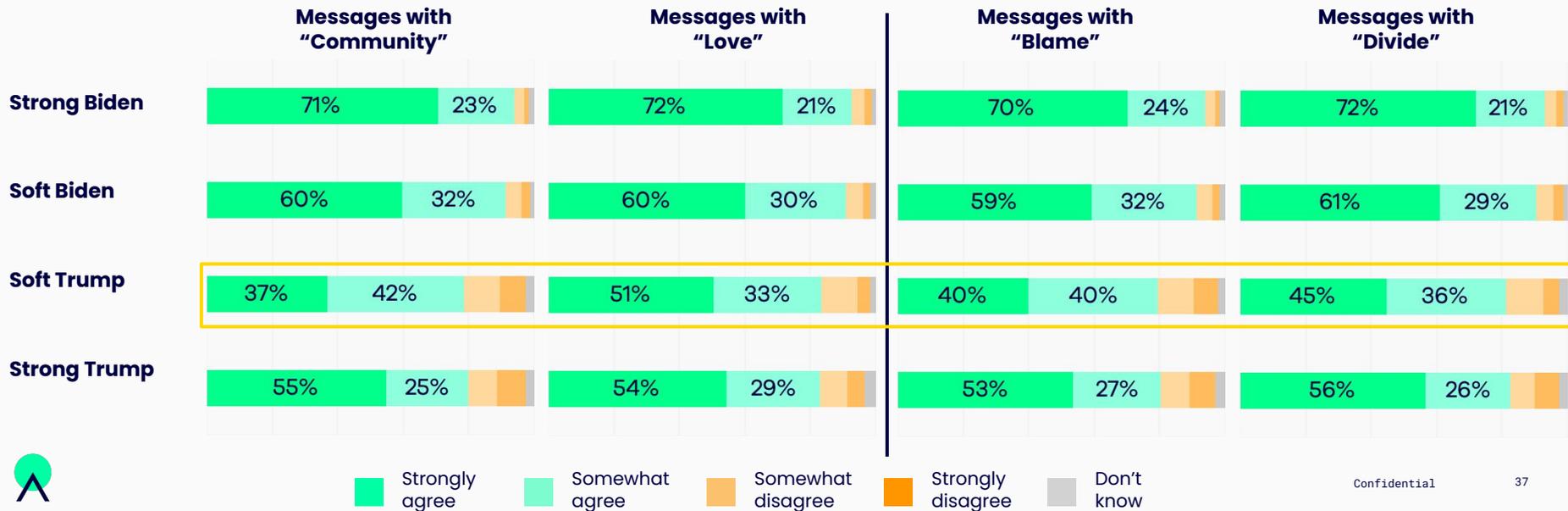
Support for a Families First Agenda is very high among parents currently raising. Non-parents are slightly more likely to support the FFA after reading “Love” & “Divide” messages.

[DV – Support Families First Agenda] How much do you agree or disagree with the following statement? We must elect leaders that put families first by making sure parents have enough money to put food on the table, fair policies at work that let them spend time with their kids, and fully funded and safe public schools. (Closed)



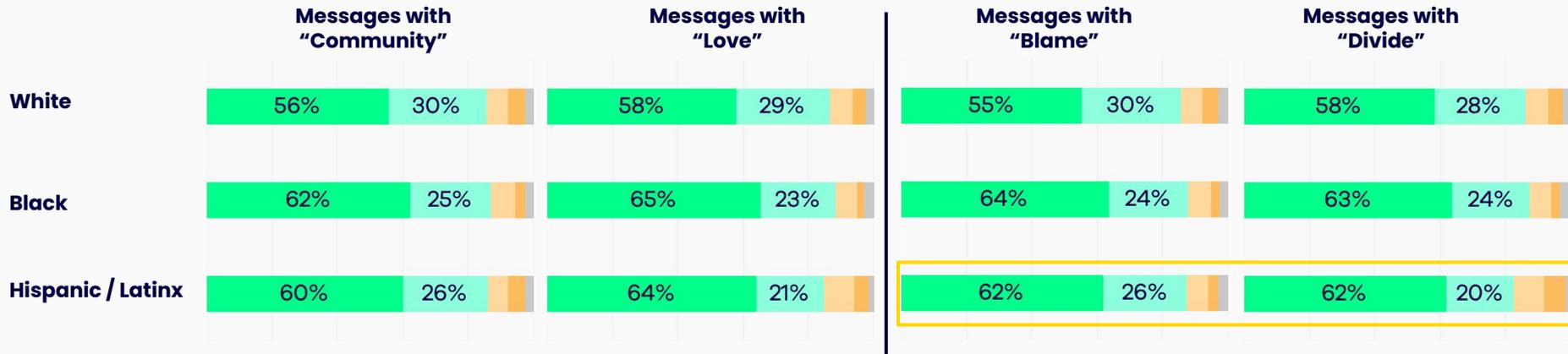
Soft Trump voters, specifically, are more likely to agree with a Families First Agenda after reading the “Love” and “Divide” messages.

[DV – Support Families First Agenda] How much do you agree or disagree with the following statement? We must elect leaders that put families first by making sure parents have enough money to put food on the table, fair policies at work that let them spend time with their kids, and fully funded and safe public schools. (Closed)



Latinx voters are slightly more likely to agree with a Families First Agenda after seeing the “Blame” messages.

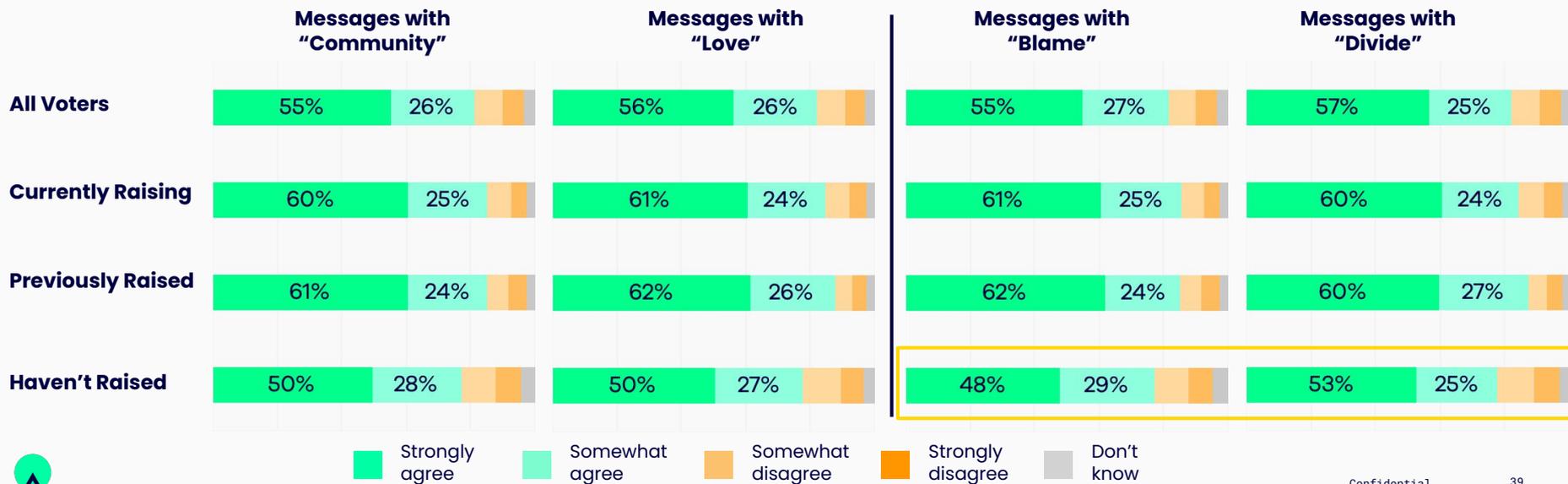
[DV – Support Families First Agenda] How much do you agree or disagree with the following statement? We must elect leaders that put families first by making sure parents have enough money to put food on the table, fair policies at work that let them spend time with their kids, and fully funded and safe public schools. (Closed)



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

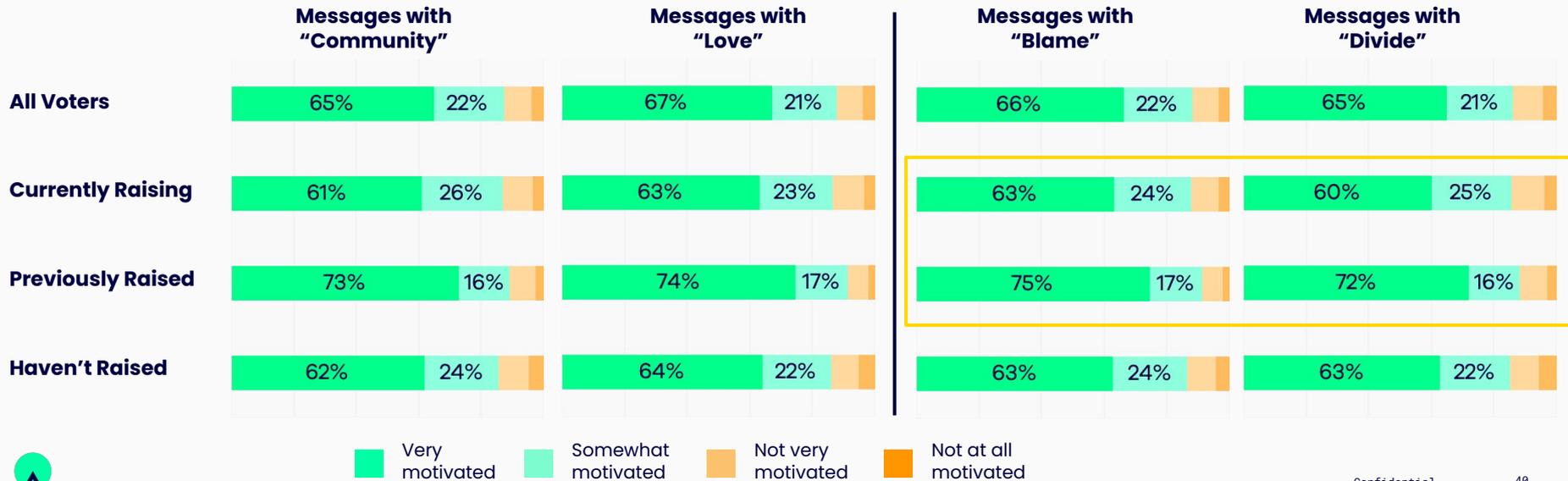
At the same time, agreement with the “Parental Choice” frame is nearly as high (only -5pts among parents currently raising). “Blame” might inoculate better among non-parents.

[DV – Support Parental Choice] How much do you agree or disagree with the following statement? We must elect leaders that support common sense family values, and above all else, give back the freedom of choice for each individual parent to decide what is best for their family. (Closed)



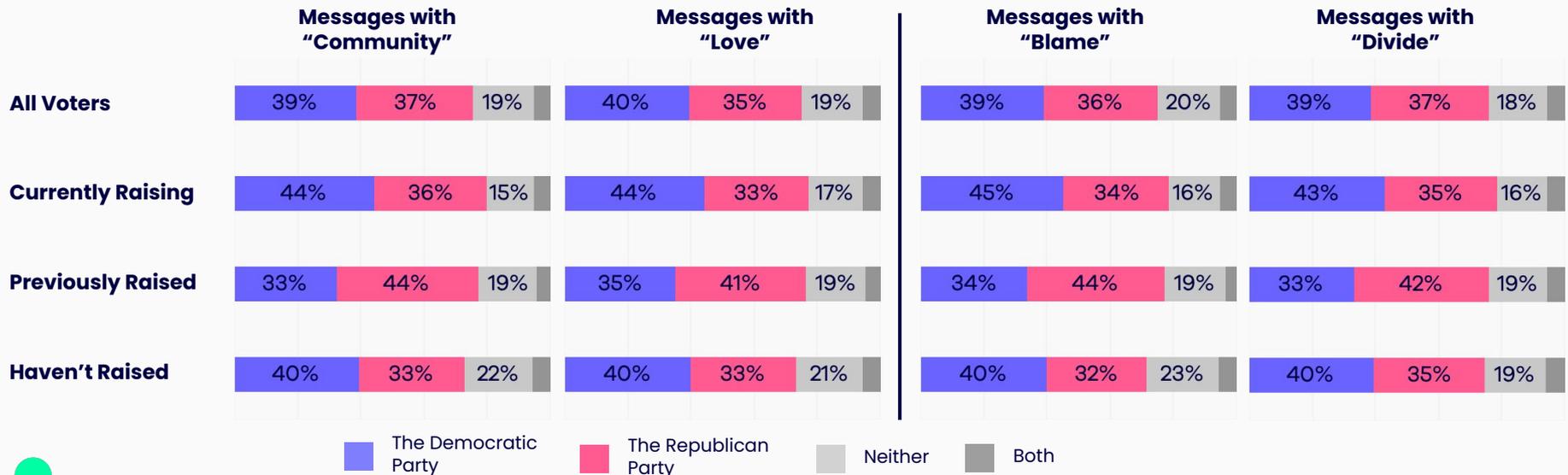
Current & Previous Parents may report feeling slightly more motivated to vote in 2022 after reading the “Blame” message.

[DV - Motivation to vote] How motivated do you currently feel to vote in the November 2022 midterm elections? (Closed)



Generally, voters do not respond differently to which party better represents families raising children based on which message they read. Dems win among Parents by ~8pts.

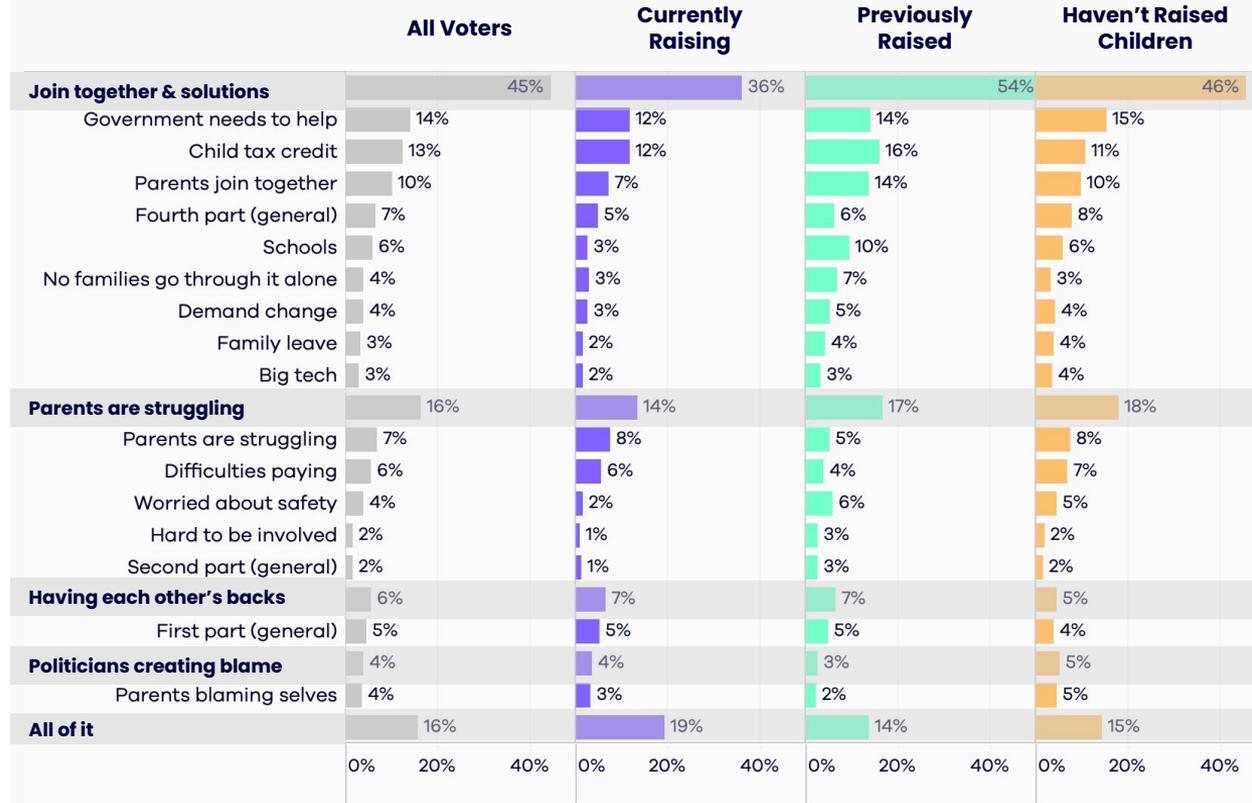
[DV - Party represent family] Which party best represents the interests of American families raising children? (Closed)



Across all messages, voters say they'd be most likely to share the part with the call to action demanding government solutions (led by the CTC).

[Msg Shareable part] If you had to choose, what part of the message would you be most likely to share? (Open)

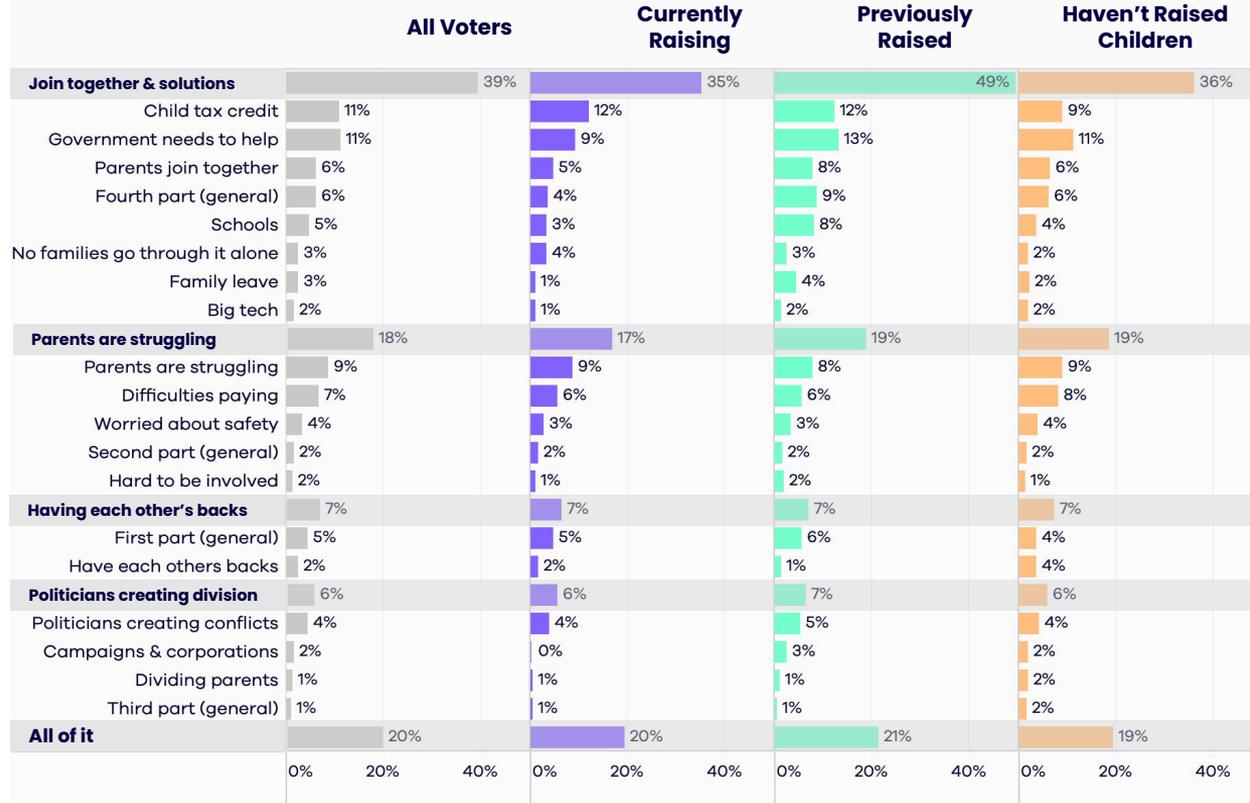
Message 1 - Community + Blame
Among those who **WOULD** share



Across all messages, voters say they'd be most likely to share the part with the call to action demanding government solutions (led by the CTC).

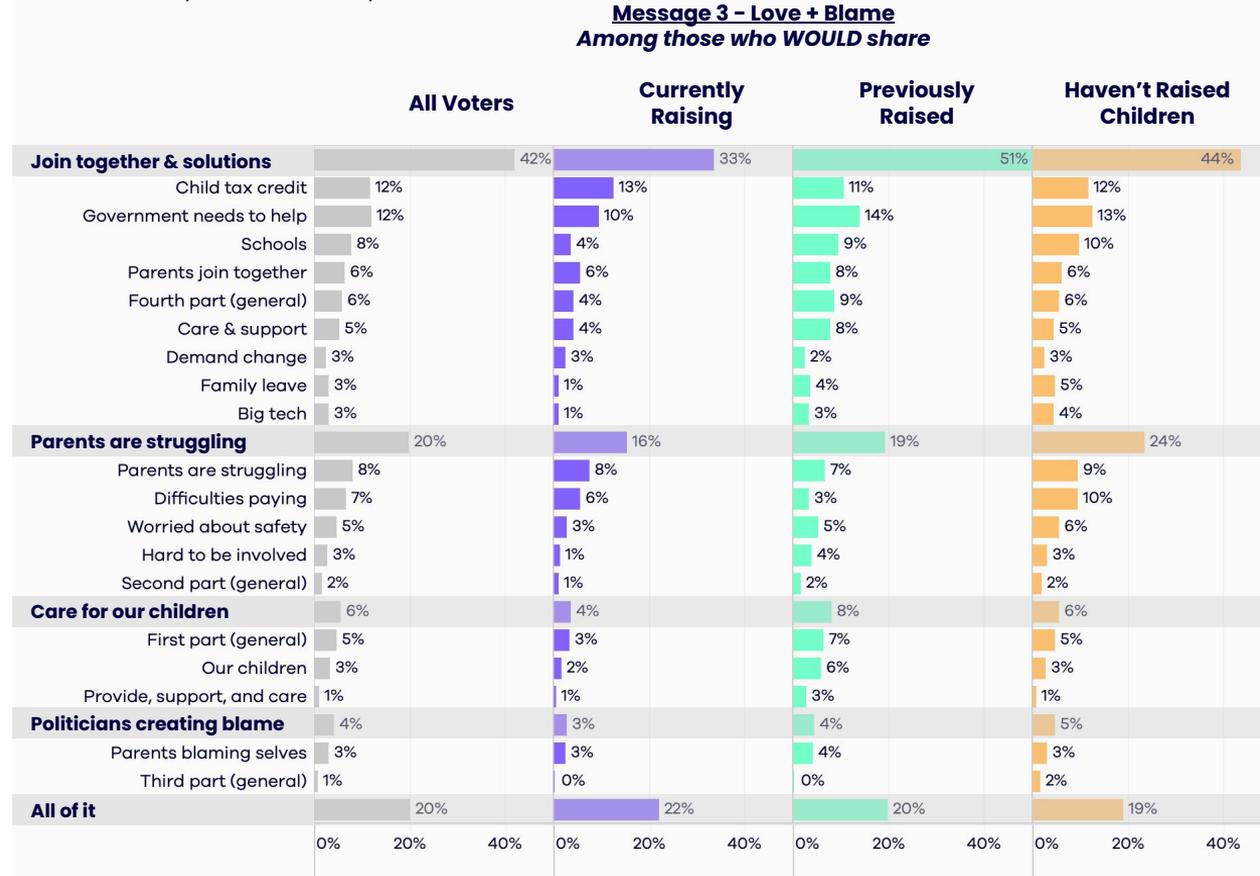
[Msg Shareable part] If you had to choose, what part of the message would you be most likely to share? (Open)

Message 2 - Community + Divide
Among those who **WOULD** share



Across all messages, voters say they'd be most likely to share the part with the call to action demanding government solutions (led by the CTC).

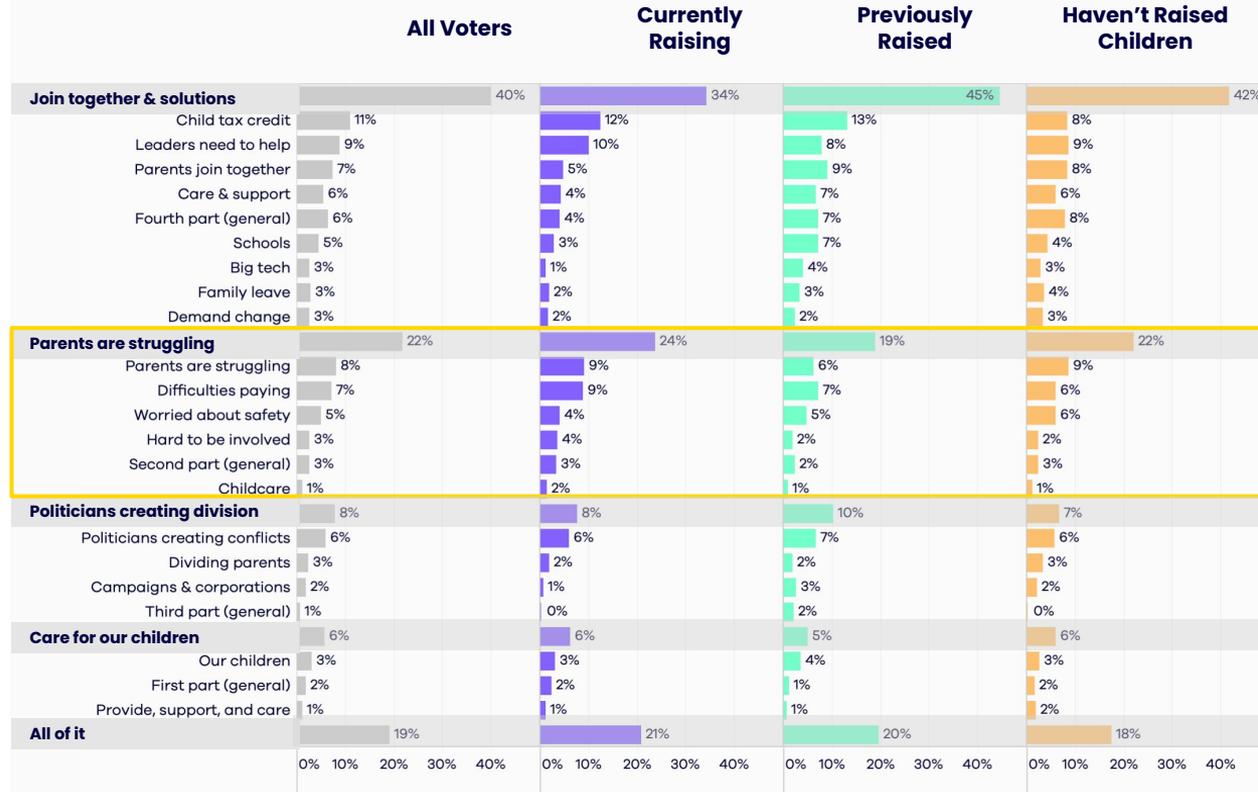
[Msg Shareable part] If you had to choose, what part of the message would you be most likely to share? (Open)



Compared to the other three messages, voters & parents currently raising children are more likely to mention sharing the “parents are struggling” part of the message when reading it in “Love + Divide.”

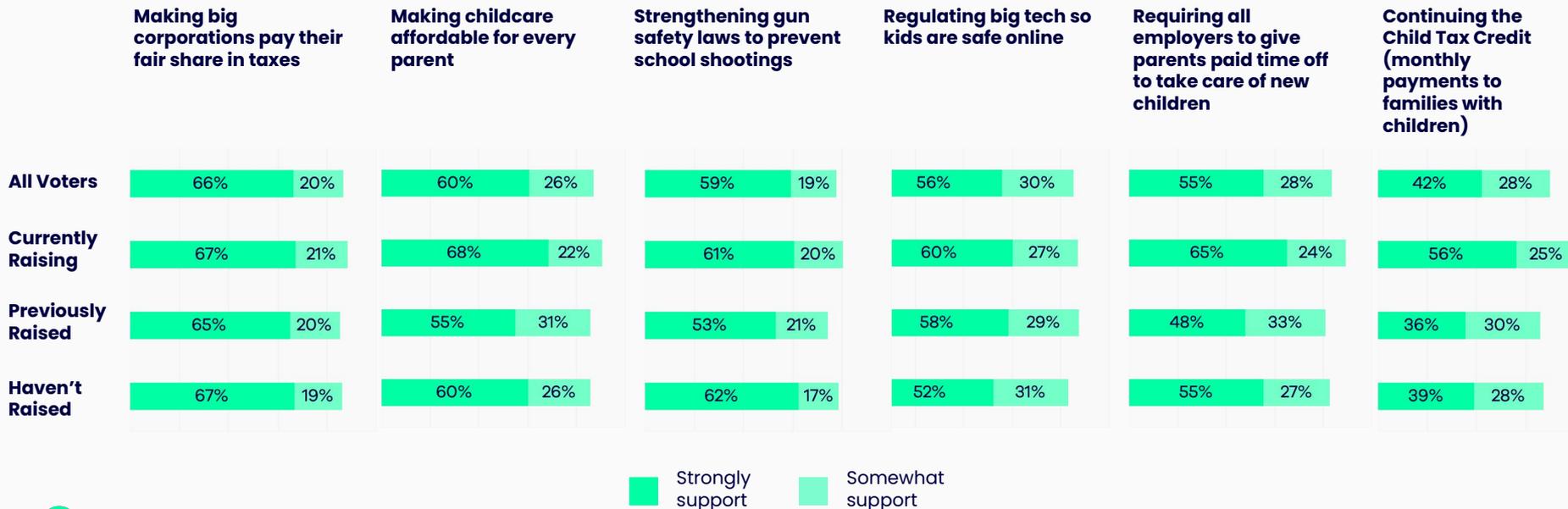
[Msg Shareable part] If you had to choose, what part of the message would you be most likely to share? (Open)

Message 4 – Love + Divide
Among those who **WOULD** share



Policies referenced in the FFA messages receive varying levels of support. Corporations paying taxes & affordable childcare are the most popular among all voters & parents.

[Support for Policies] How much do you support or oppose each of the following policies? (Closed)



We tested the four Families First Agenda messages in contrast to an opposition message, which centers a “parental choice” frame:

Families are the bedrock of America, and parents — not the government — should have the freedom to make their own choices about what’s best for their families.

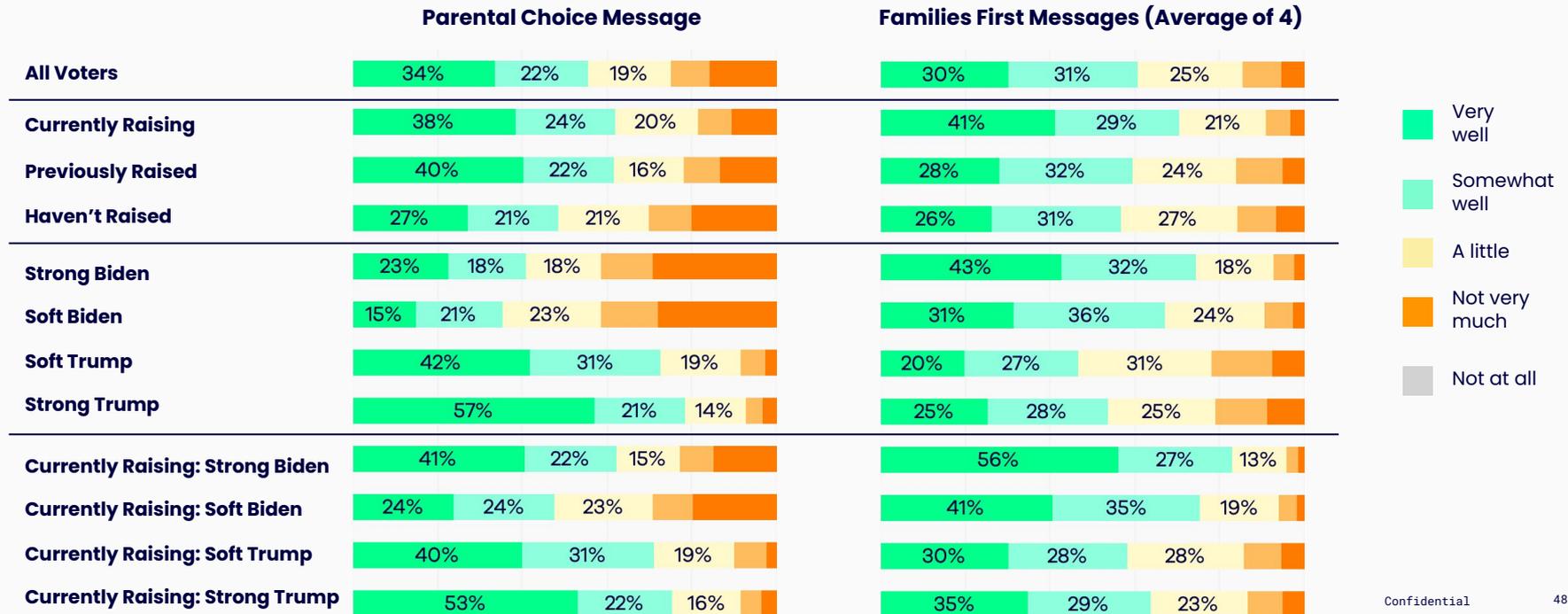
Most of us are just trying to raise good kids in a complicated world, but the radical Left is making it harder and harder. These out-of-touch politicians want to make our children feel ashamed of the color of their skin, expose them to confusing, age-inappropriate ideas about gender and sexuality, and teach them to hate the country they live in. Worst of all, the same politicians want to take money from hard-working, tax-paying parents and spend it carelessly on people who will waste it, making the inflation crisis worse and hurting American families.

Parents, not activists and the woke media, need control over how we choose to support our families and what our kids are hearing and learning in school. Parents must stand together and demand leaders that support common sense family values, and above all else, the freedom of choice for each individual parent to decide what is best for their family.



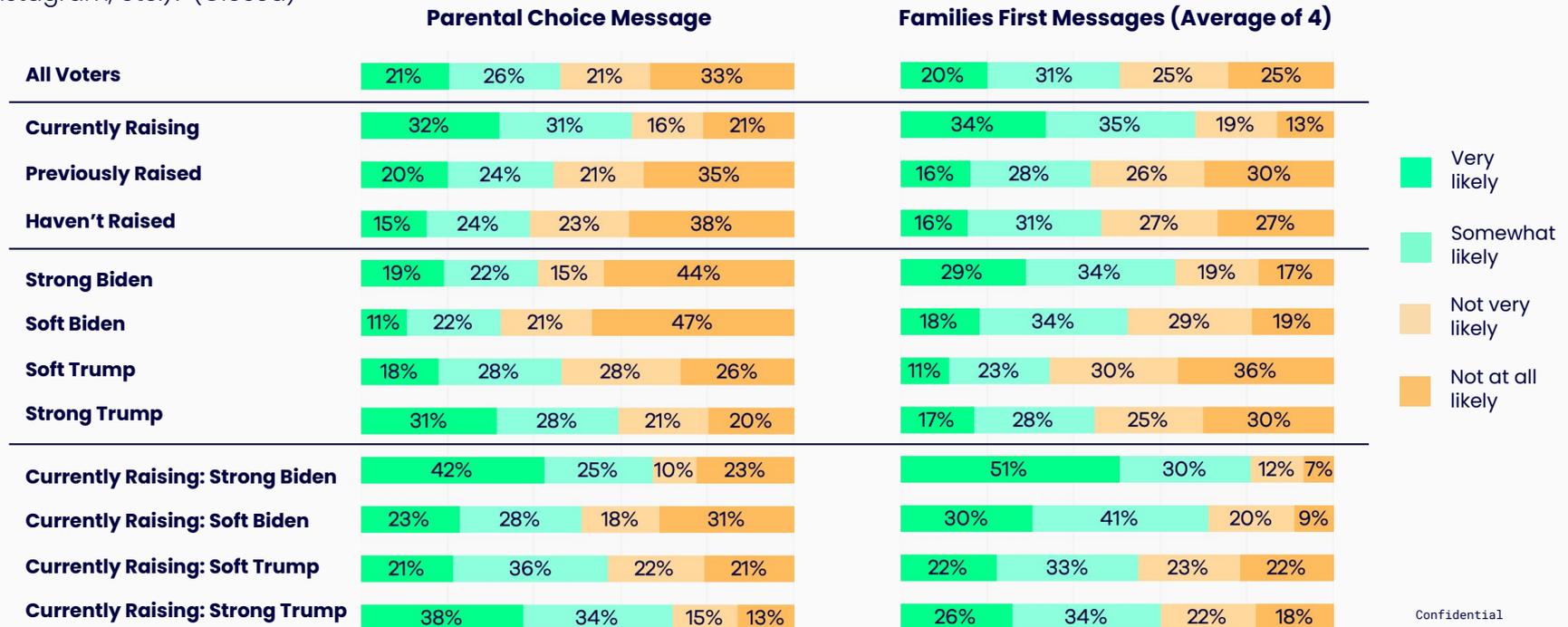
In agreement, Families First messages outperform the opposition narrowly within parents currently raising, decisively within Biden voters, but not with any groups of Trump voters.

[Opposition - Msg Reflect Belief] How well does this message reflect what you personally believe? (Closed)



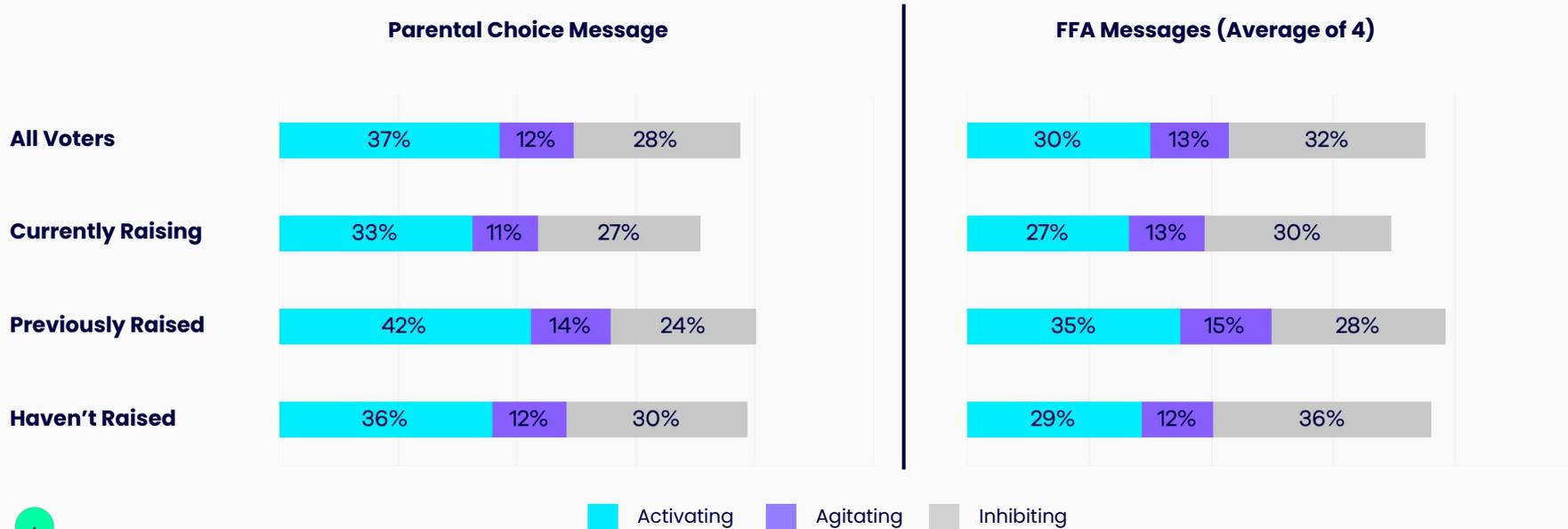
In shareability, Families First messages outperform the opposition narrowly within parents currently raising, decisively within Biden voters, but not with any groups of Trump voters.

[Opposition - Msg Share] How likely or not likely would you be to share a message like this on social media (e.g., Facebook, Twitter, Instagram, etc.)? (Closed)



The Parental Choice message elicits more activating emotions (driven by anger) than the Families First messages.

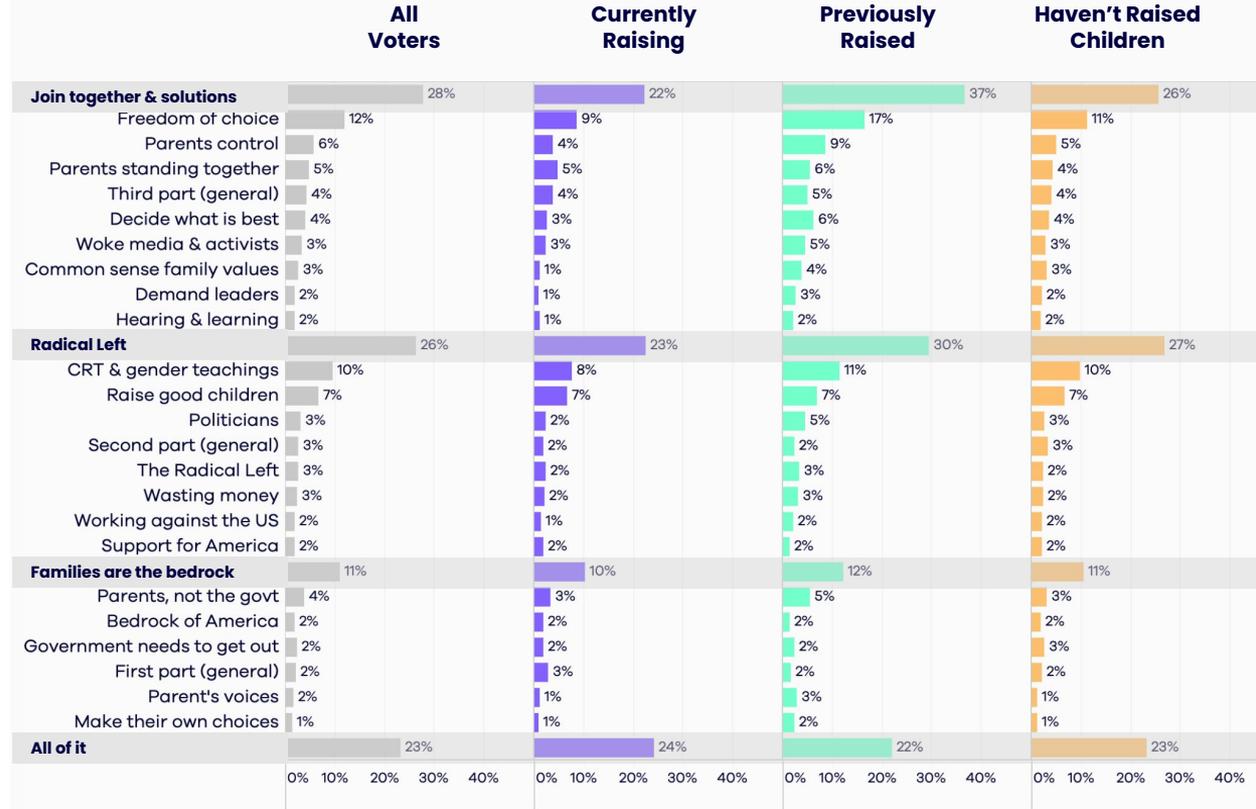
[Msg Emotion - Opposition] What emotion best describes how you feel when you read this message? (Open)



Parents currently raising children say they'd be most likely to share the call to action demanding parental freedom of choice, as well cite the problem statement about the Left, CRT, & gender.

[Msg Shareable part - Opposition] If you had to choose, what part of the message would you be most likely to share? (Open)

Parental Choice Message
Among those who would share



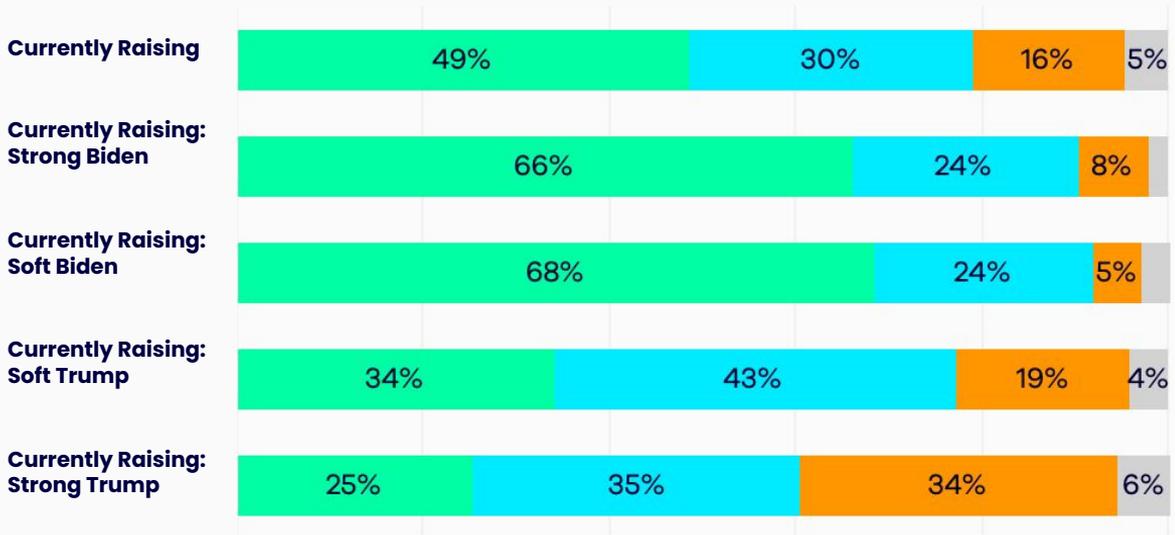
Reactions to *Roe*



79% of parents currently raising children either fully support the right to abortion or support a pregnant person making the choice (rather than the government deciding for them).

[Abortion view] How much do you agree or disagree with the following statement?
(Closed)

- I personally support a woman's right to abortion and believe it should be legal and available.
- I am personally against abortion, but I do not believe government should prevent a woman from making that decision for herself.
- I personally believe having an abortion is wrong and should be illegal.
- I am unsure



Over 78% of parents currently raising children, including a clear majority of Trump voters, agree that safe abortion care is essential healthcare that families rely on in America.

[Abortion essential] How much do you agree or disagree with the following statement? Safe abortion care, including miscarriage management, is essential healthcare that families rely on in America. (Closed)

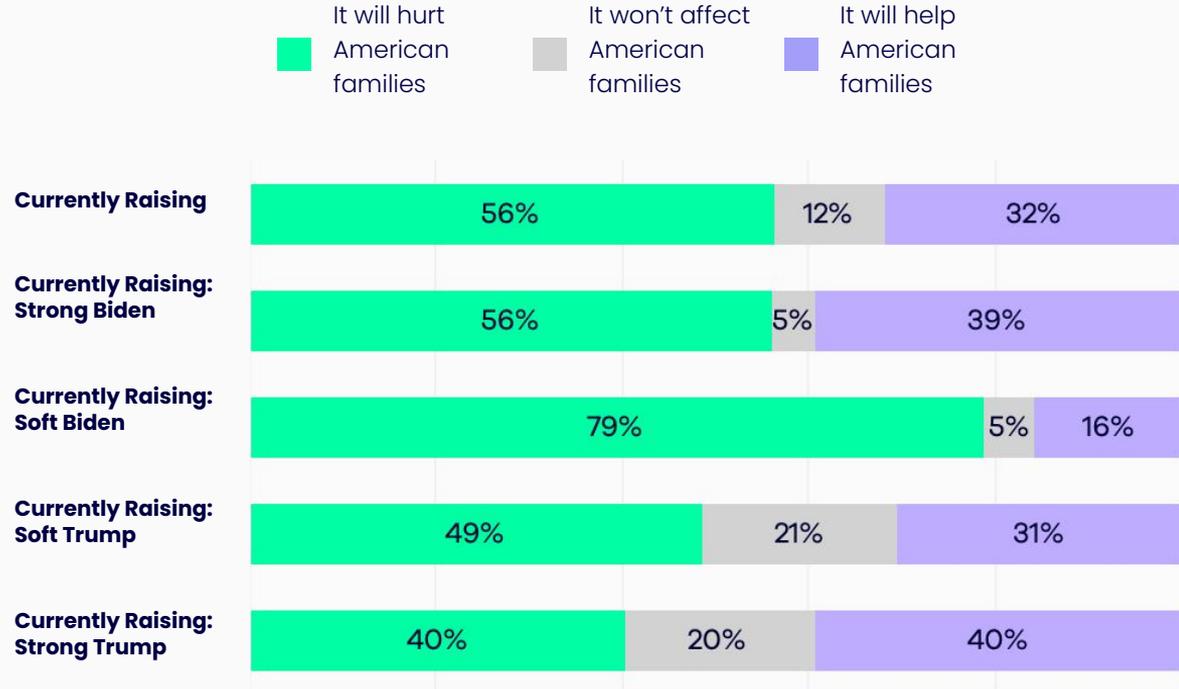


Strongly agree Somewhat agree Somewhat disagree Strongly disagree Don't know



56% of parents currently raising children say the end of *Roe* will hurt families in America. Soft Biden parents are the most likely group to say it will hurt families.

[Roe impact] How will the Supreme Court's decision last week to end the federal right to a legal abortion affect families in America? (Closed)



Strategic Recommendations

1

Wrap the story of families in America with care.

The evidence is clear that care, support, and providing for loved ones performed the best in the test.

Voters see this as the clearest contrast between Democrats and Republicans, so using care will resonate with messages on other issues and ensure wider adoption by electeds.

2

Blame some politicians and their corporate enablers for seeking to divide us.

There are some audiences for whom the “blame themselves” language strikes a chord and may help inoculate against the parental choice narrative.

It should be used by certain messengers (especially actual parents) to characterise some of the tactics used by villains to distract and divide us.

3

In content, make the Families First Agenda come alive.

The policy proposals in the messages are broadly popular and coherent as part of a package.

What will life in America look like and feel like if these policies are enacted?

Helping voters see an achievable near future will increase urgency and hope, both of which drive mobilization and turnout.





Campbell Chupik, Lead Analyst
Will Packer, Lead Strategist

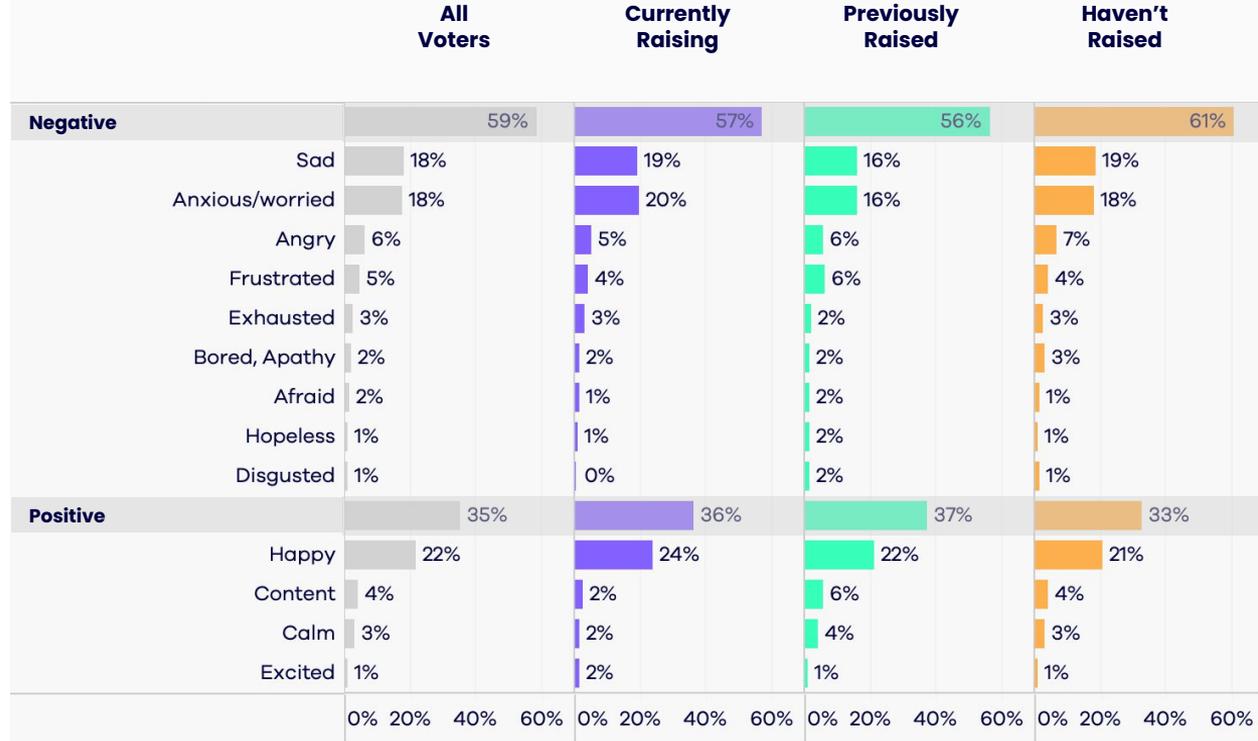
hello@avalancheinsights.com

Appendix



Personal Emotion: Parent Segments

[Personal emotion] In the past two weeks, what emotion have you felt most often?
(Open)



Individual Messages: Agreement

[Msg Reflect Belief] How well does this message reflect what you personally believe? (Closed)



■ Very well
 ■ Somewhat well
 ■ A little
 ■ Not very much
 ■ Not at all

Individual Messages: Shareability

[Msg Share] How likely or not likely would you be to share a message like this on social media (e.g., Facebook, Twitter, Instagram, etc.)?
(Closed)



■ Very likely
 ■ Somewhat likely
 ■ Not very likely
 ■ Not at all likely

Individual Messages: Support for Families First Agenda

[DV – Support FFA] How much do you agree or disagree with the following statement? We must elect leaders that put families first by making sure parents have enough money to put food on the table, fair policies at work that let them spend time with their kids, and fully funded and safe public schools. (Closed)

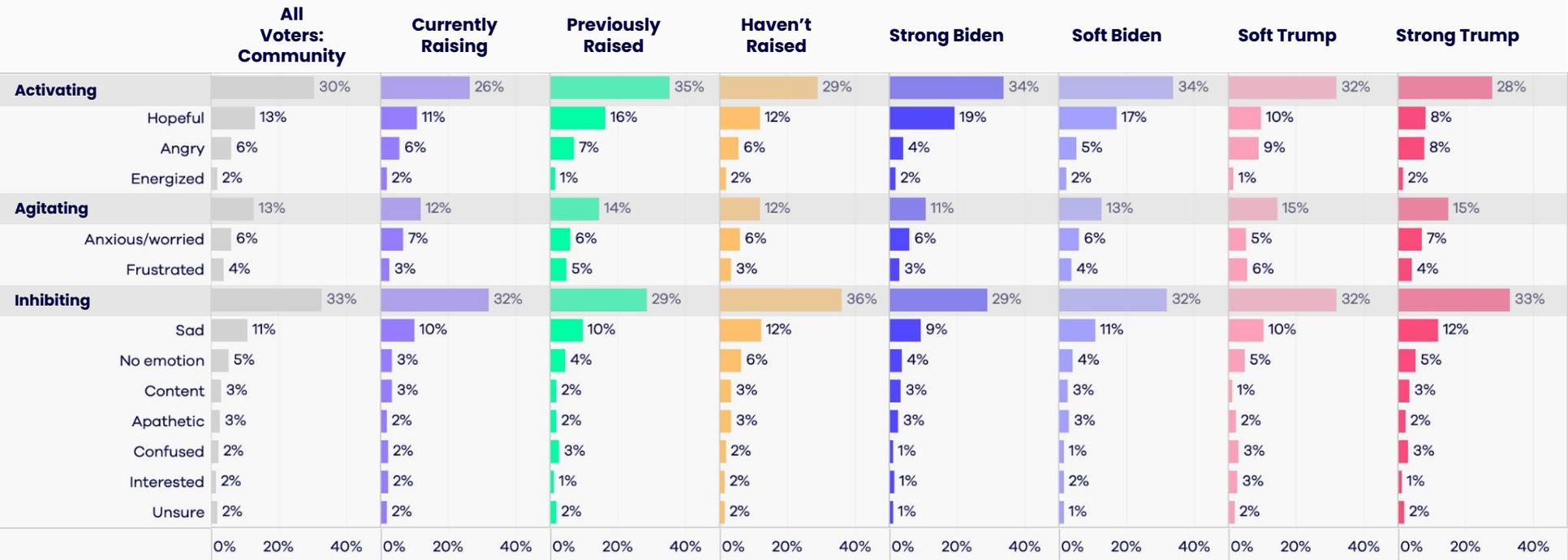


■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

Emotion: Community Messages

[Msg Emotion] What emotion best describes how you feel when you read this message? (Open)

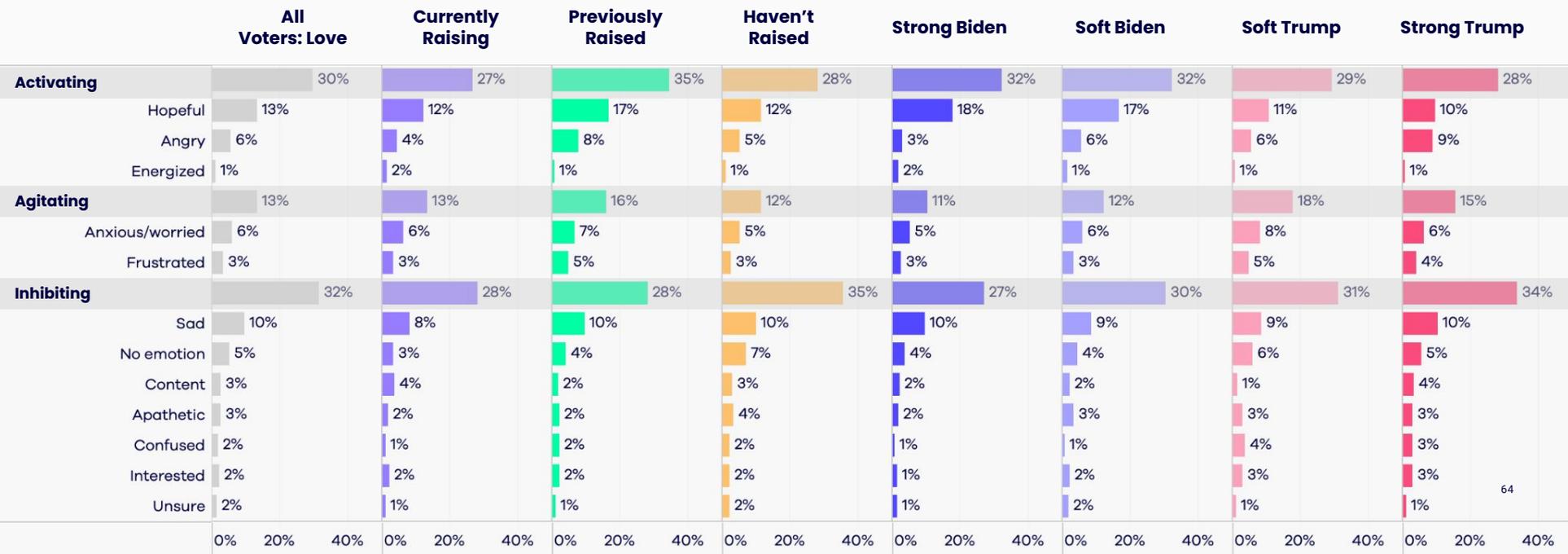
Messages with "Community"



Emotion: Love Messages

[Msg Emotion] What emotion best describes how you feel when you read this message? (Open)

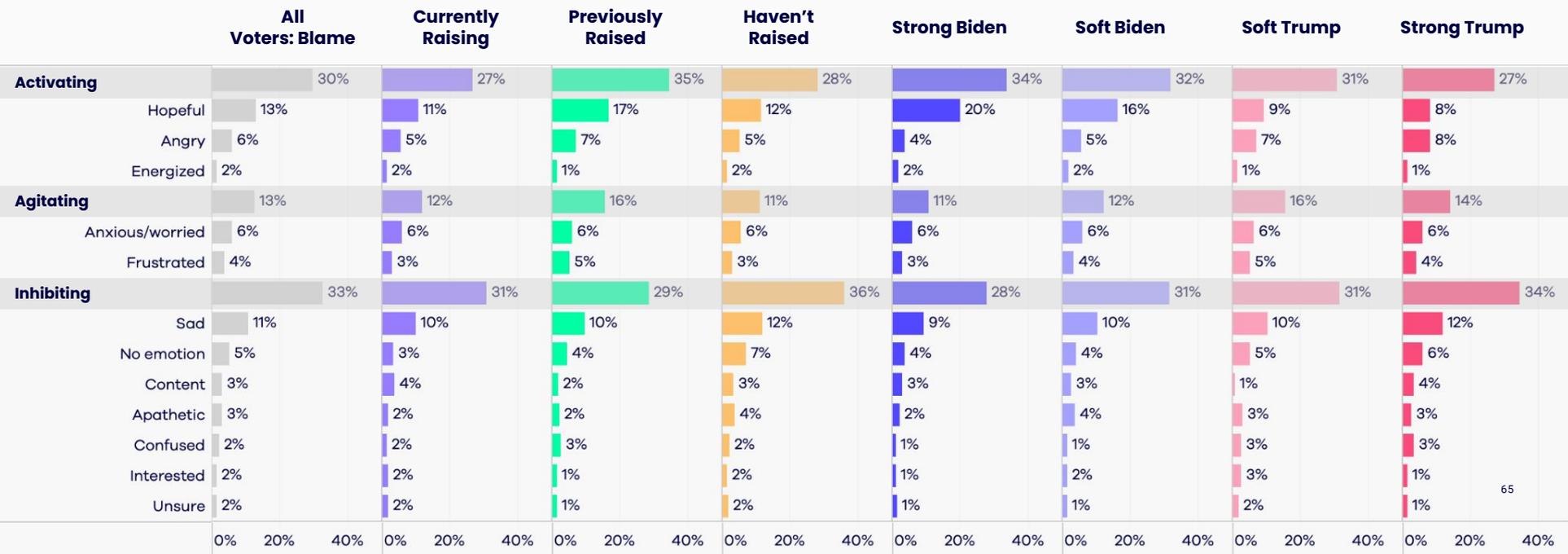
Messages with "Love"



Emotion: Blame Messages

[Msg Emotion] What emotion best describes how you feel when you read this message? (Open)

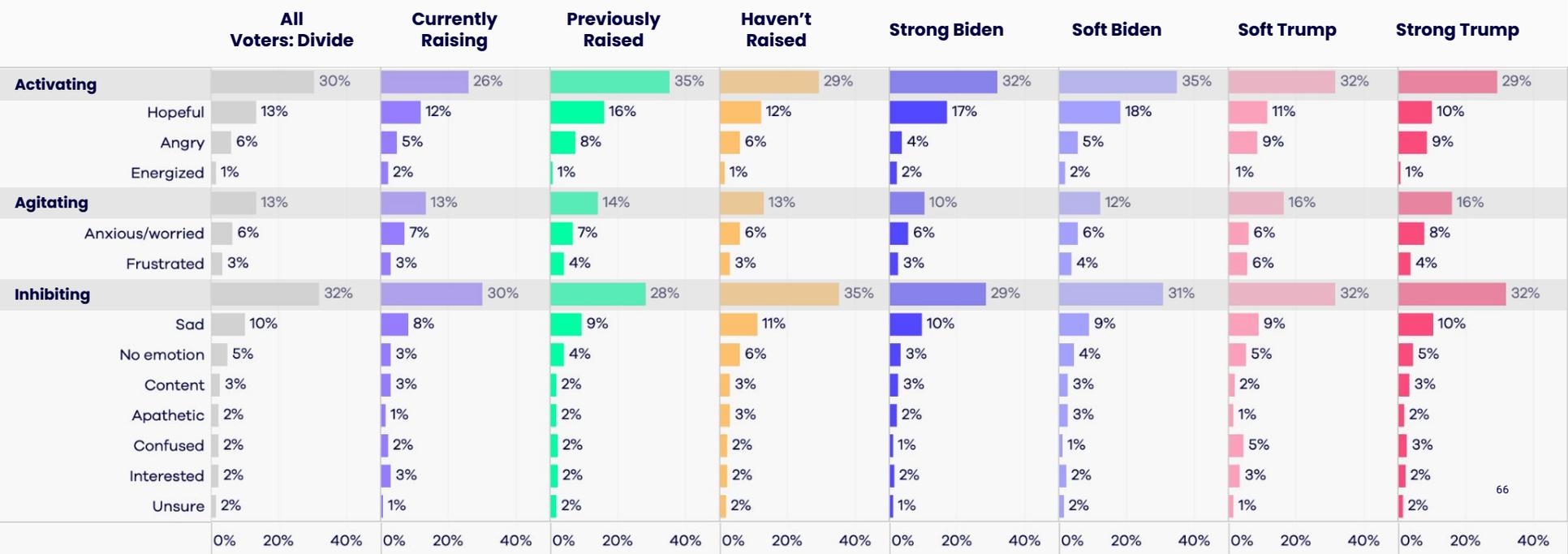
Messages with "Blame"



Emotion: Divide Messages

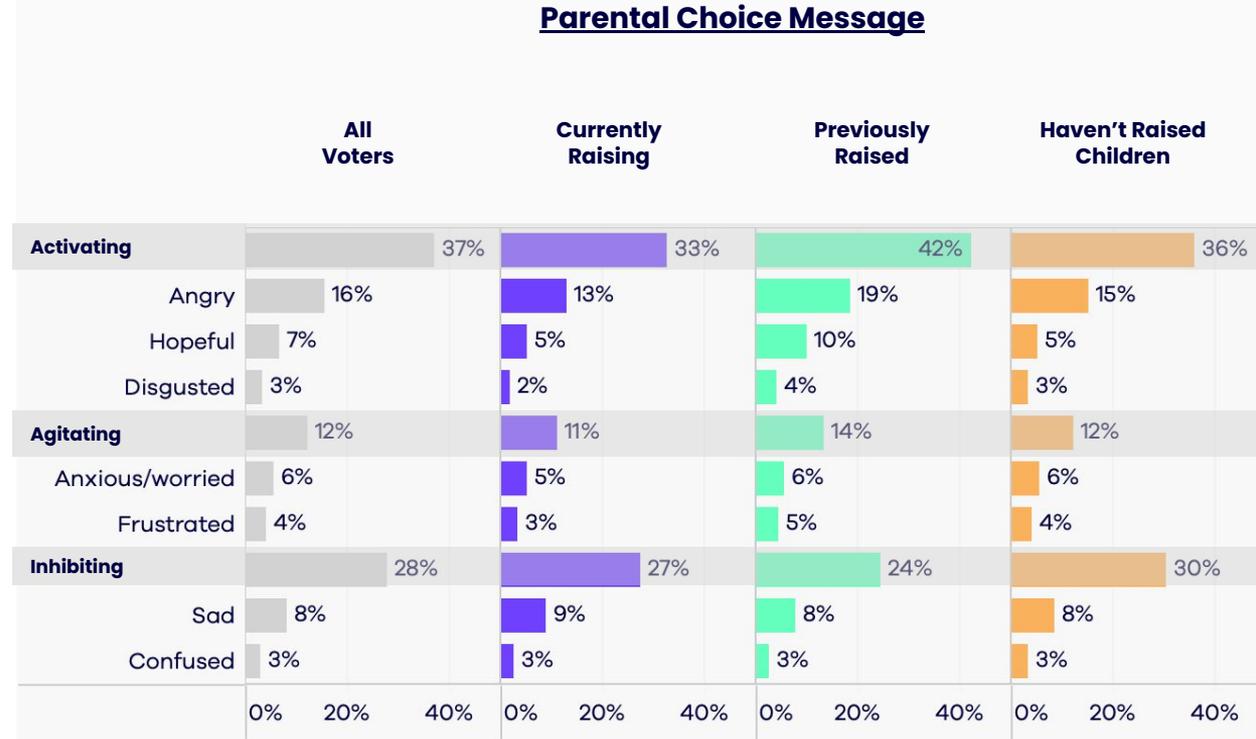
[Msg Emotion] What emotion best describes how you feel when you read this message? (Open)

Messages with "Divide"



Parental Choice Message: Emotion

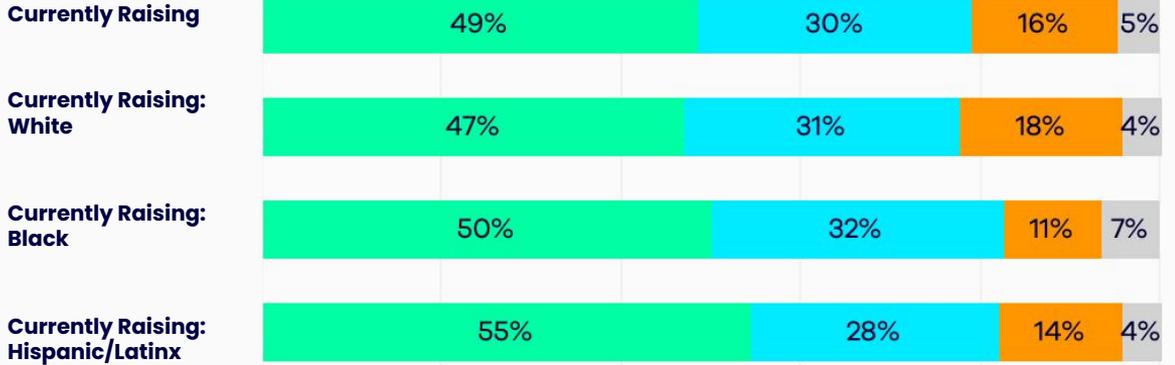
[Opposition - Msg Emotion] What emotion best describes how you feel when you read this message? (Open)



Abortion view: Ethnicity

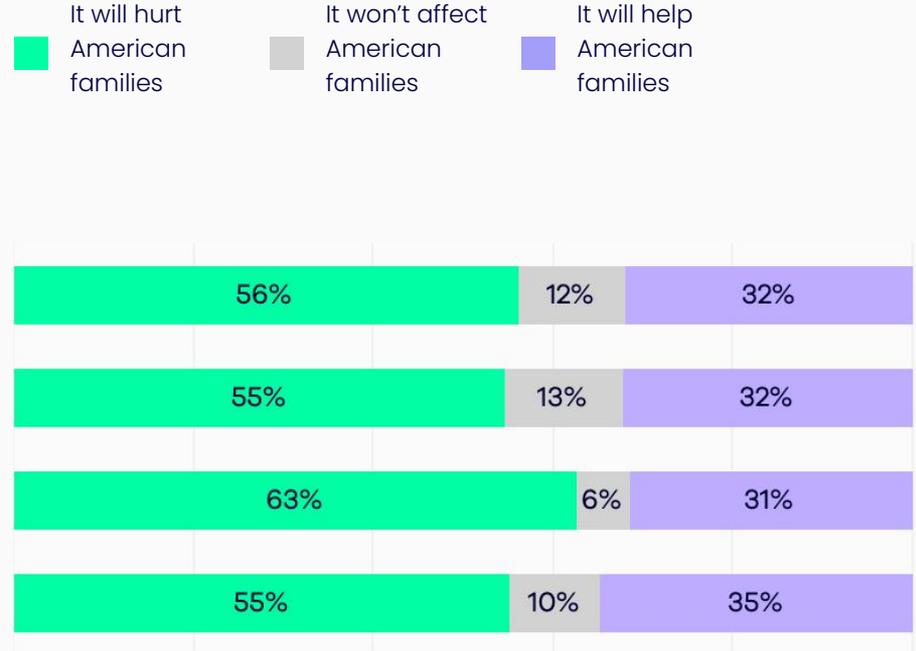
[Abortion view] How much do you agree or disagree with the following statement?
(Closed)

- I personally support a woman's right to abortion and believe it should be legal and available.
- I am personally against abortion, but I do not believe government should prevent a woman from making that decision for herself.
- I personally believe having an abortion is wrong and should be illegal.
- I am unsure



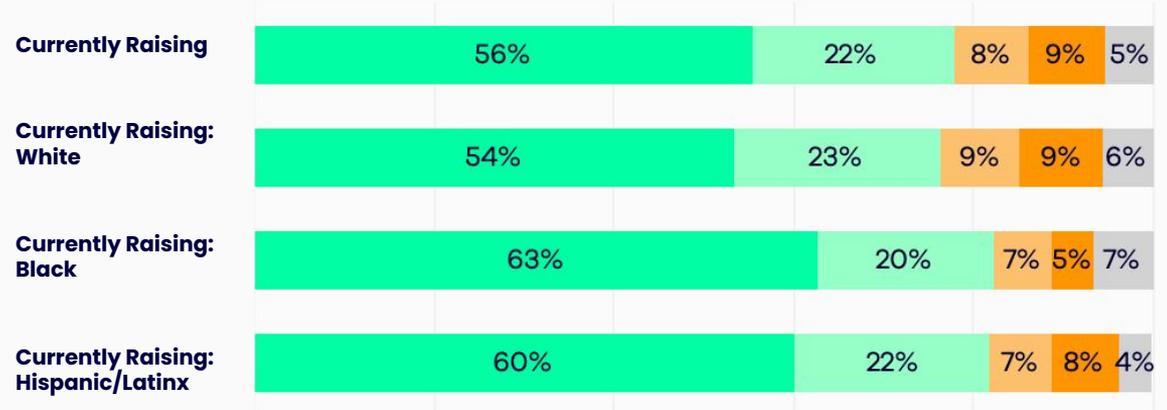
Roe impact: Ethnicity

[Roe impact] How will the Supreme Court's decision last week to end the federal right to a legal abortion affect families in America? (Closed)



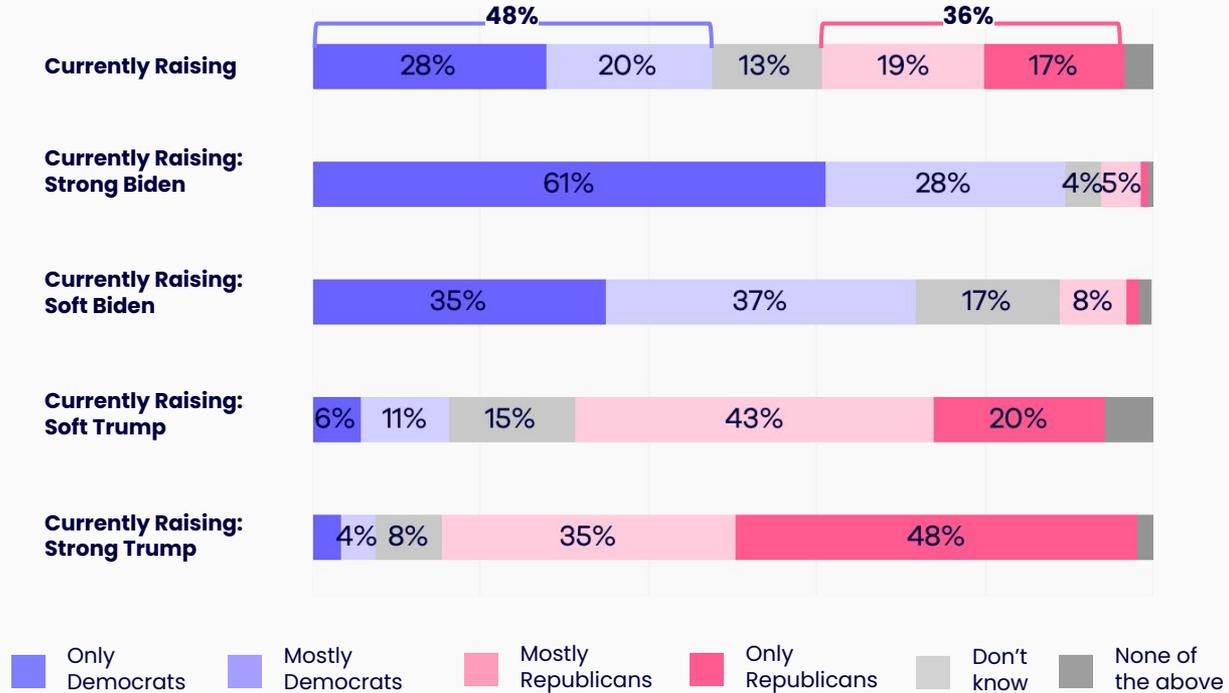
Abortion essential: Ethnicity

[Abortion essential] How much do you agree or disagree with the following statement? Safe abortion care, including miscarriage management, is essential healthcare that families rely on in America. (Closed)



2022 Vote Choice

[DV - 2022 Vote choice] If the 2022 midterm elections were today, who would you vote for? (Closed)



2022 Vote Choice, by Message

[DV - 2022 Vote choice] If the 2022 midterm elections were today, who would you vote for? (Closed)

