

PARENTS SUPPORT A POSITIVE CHILD AND FAMILY AGENDA



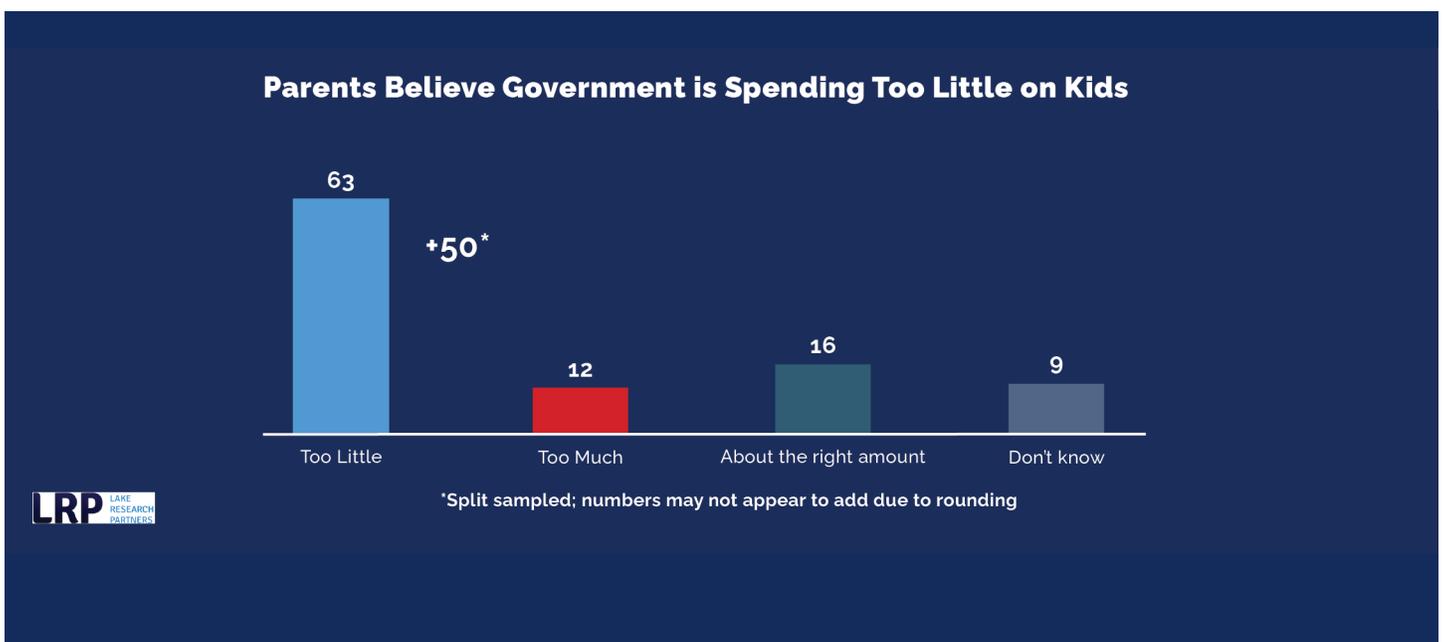
There is a debate in their country about what it is that parents want for their families and their children and the roles that government and children themselves play in this child development and success.

However, there is a more inclusive “Child and Family Agenda” that the vast majority of parents support. This agenda is not a self-centered and focused exclusively on parents alone. Instead, it recognizes the responsibility of parenthood and seeks to engage with other family members, caregivers, teachers, coaches, community partners, and government as providing critical supports and assistance in helping parents successfully raise their children.

In a nationwide poll conducted by Lake Research Partners of 1,000 likely voters with oversamples of parents in May 2022, voters expressed strong support for making increased investments in children and prioritizing the education and health of children and in alleviating child hunger, child poverty, child homelessness, and child abuse and neglect. It is an agenda focused on the needs of children and families rather than on the parents themselves.

PARENTS BELIEVE THERE IS A ROLE FOR GOVERNMENT AND THAT WE ARE SPENDING TOO LITTLE ON OUR CHILDREN AND GRANDCHILDREN

By a more than 5-to-1 margin, parents believe the federal government is spending too little on children (63% too little to 12% too much). That gap rises to 66-9% among mothers.



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When it comes to more specific policies, the percentage of those who believe the federal government is spending too little often rises. For example, the margin rises to 13-to-1 when it comes to reducing child hunger (65-5% overall and mothers at a near unanimous 68-1%).

Parents also believe the federal government is spending too little rather than too much when it comes to reducing child poverty (67-16%), reducing child homelessness (69-13%), and reducing child abuse and neglect (67-10% overall and 76-6% among mothers).

On other issues, such as early childhood education (63-9% overall and 67-8% among mothers), assistance for child care expenses (61-11% overall and 70-8% among mothers), providing affordable health insurance coverage (52-12%), accessing mental health services (64-14%), and preventing gun violence (52-20%), parents believe the federal government is spending too little rather than too much on children.

With respect to public education, parents believe we are spending too little rather than too much by a 60-19% margin.

In sharp contrast, the “parent rights” movement advocated by groups like Moms for Liberty seeks to exclude engagement with government under the mantra “we don’t co-parent” in all decision-making. This movement calls upon parents to govern and direct all matters involving their children and includes an agenda to privatize public schools, impose speech codes upon teachers, whitewash history and science curriculum, and ban books from public school libraries.

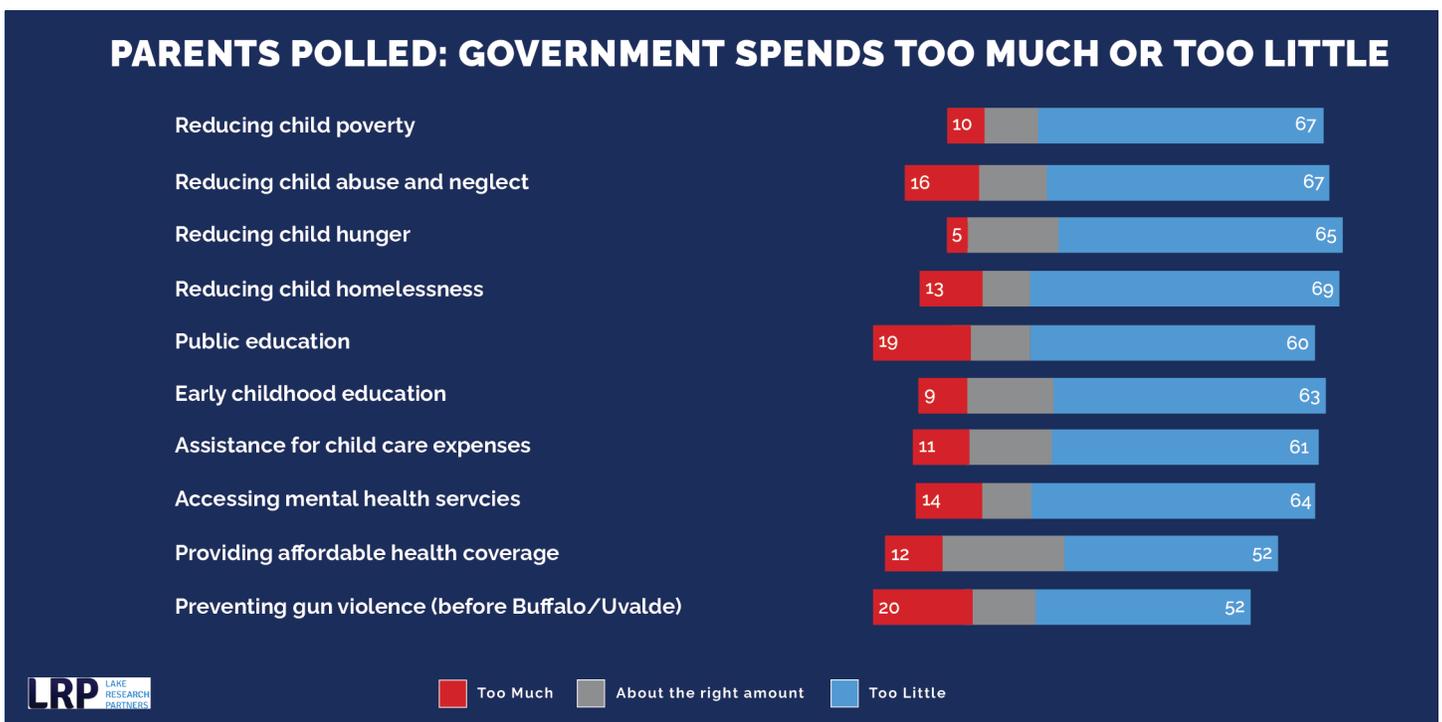
This agenda, particularly the banning of books, are unpopular with the American people. For example, a February 2022 CBS News/YouGov poll showed that voters opposed banning books for “criticizing U.S. history” (17% yes, 83% no), “political ideas you disagree with” (15-85%), “depicting slavery” (13-87%), and “discussing race” (13-87%).

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These numbers highlight strong interest in a “Child and Family Agenda” that is inclusive of the role of the government in providing key supports and functions to parents for our children rather than the government enforcing censorship and limits on free speech in response to the so-called “rights” of certain parents.

If, in fact, the government is failing, it is in providing “too little” support to children and families and not because it chooses not to censor teachers and ban books and free speech.



Parents believe making investments is inherently positive to children themselves but also for the nation as a whole. For example, by an 90-7% margin (76% strongly agree), likely voters agree that “investing in children helps improve their lives, development, and outcomes.” Those polled also nearly unanimously agree with the argument that “investing in children has a large return in a healthy society and a healthy economy” (91-3% margin and 78% strongly agree).

Consequently, parents would like to see greater attention and focus on children's policy issues by lawmakers. For example, with respect to whether “programs for children need greater attention and coordination across federal, state, and local governments,” parents agree by an 80-16% margin. They also agree that “children's policy needs and concerns are often an afterthought or dismissed by policymakers” by a 75-14% margin.

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Parents Agree with Reasons for Investing In and Prioritizing Children's Issues

Powerful language can communicate the importance of investing in children.

- "Investing in children is a good investment in our children and grandchildren" **91-7%** (75% strongly agree).
- "Investing in children helps improve their lives, development, and outcomes" **90-7%** (76% strongly agree).
- "Investing in children has a large return in a healthy society and healthy economy" **91-3%** (78% strongly agree).

Voters want government to make children a greater priority or focus.

- "Programs for children need greater attention and coordination across our federal, state, and local governments" **80-16%** (65% strongly agree).
- "Children's policy needs and concerns are often an afterthought or dismissed by policymakers" **75-14%** (51% strongly agree).

PARENTS OVERWHELMINGLY FAVOR THE CHILD TAX CREDIT AND EFFORTS TO REDUCE CHILD POVERTY

Polling question for CTC: "The Child Tax Credit is an expanded and improved tax credit that refunds middle-class families and families with low income more money for each child under age 18, creates a new tax credit for families with children under age six, and makes the credit fully refundable for all families with low incomes. Based on this, do you favor or oppose the Child Tax Credit?"

Likely voters support enacting policies that would address the economic well-being of children and families, such as preventing the rollback of the Child Tax Credit, and the recognize that cutting child poverty is fundamental to our nation's success.

As the Lake Research Partners poll found, parents overwhelmingly favor extending the expanded and improved Child Tax Credit that was included in the American Rescue Plan Act (ARPA) by a 77-18% margin (63% strongly favor).

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Parents Strongly Support the Improved Child Tax Credit



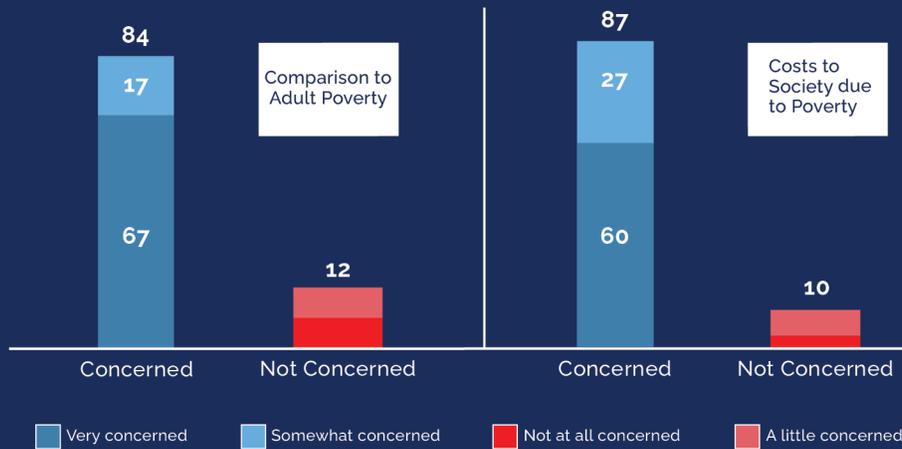
Parents feel strongly enough about this issue that, in a split sample, 59% said they would be more likely to vote for candidates who support the Child Tax Credit to just 10% who would be less likely (for fathers, the margin is 61-8%).

In the Lake Research Partners poll, parents expressed concern about child poverty. As noted above, likely voters believe our nation spends too little on “reducing child poverty” (67% too little to 16% too much). When told data from a National Academy of Sciences, Engineering, and Medicine study that “child poverty costs our society up to \$1.1 trillion a year due to higher crime, poor health outcomes, and lower income levels when children living in poverty grow up,” parents have strong concerns (87% concerned to 10% not concerned).

Additionally, by an 84-12% margin (67% very concerned), parents also expressed concern when they hear data from the U.S. Census Bureau that the level of child poverty was “59 percent higher than the level of adult poverty in America and that negatively impacts all aspect of the lives of children, including their health, education, and safety.”

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Parents are Concerned About Child Poverty*



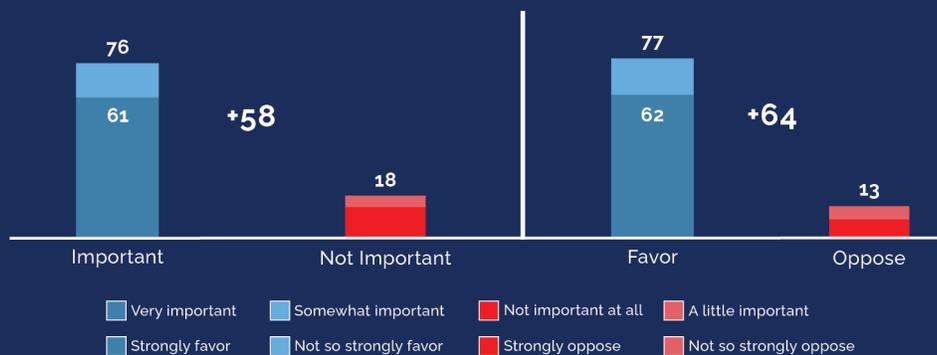
*Split Sampled

PARENTS STRONGLY FAVOR MAKING THE CHILDREN'S HEALTH INSURANCE PROGRAM PERMANENT

There is also strong bipartisan legislation in Congress to make the Children's Health Insurance Program (CHIP) permanent, just like all other federal health coverage programs. In the Lake Research Partners poll, parents overwhelmingly favored such legislation (77% favor to 13% oppose with 62% who strongly favor making CHIP permanent). Mothers favor making CHIP permanent by a 81-7% margin (69% strongly).

Similarly, CHIP is salient. By an 76-18% margin (61% strongly), parents believe it is either very or somewhat important for Congress to permanently fund CHIP.

Parents: High Importance and Favorability for CHIP Permanently Funded*



*Split Sampled

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Parents Favor Creating an Independent Children's Commissioner



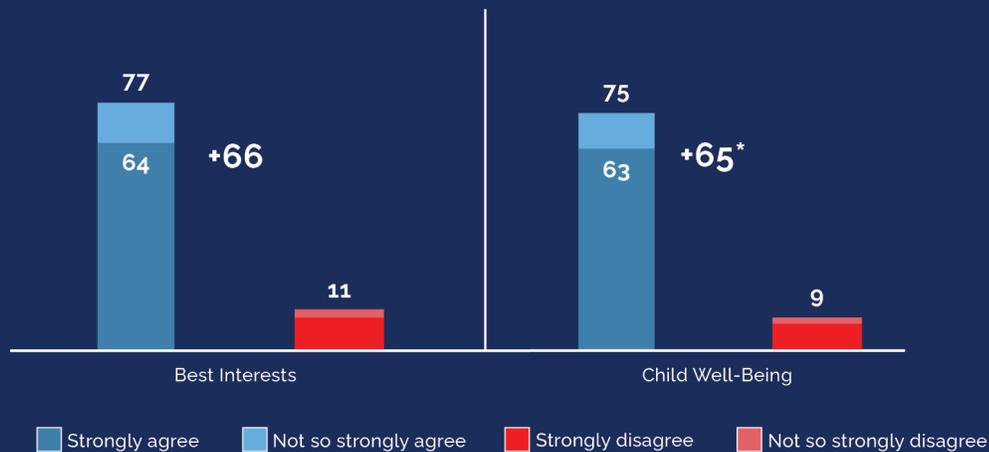
PARENTS ALSO FAVOR CREATING AN INDEPENDENT CHILDREN'S COMMISSIONER

Although it is typically more difficult to garner public enthusiasm for system reforms and government restructuring, the American people have seen a number of reports in recent years with respect to institutional abuse of our nation's children and harm that the COVID pandemic has had on kids. Consequently, even with respect to a question focused on system change, parents favor (56-28%) the creation of an independent Children's Commissioner in our country to help "protect and improve the care and well-being of children in our country."

This stands in sharp contrast to the "parent rights" movement, which prohibits a government role to "infringe on the fundamental rights of a parent," which would nullify child abuse laws, gut the ability of government to protect children from child abuse, or potentially even child labor laws.

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Parents Strongly Support Adoption of Either a Best Interests or Child Welfare Standard*



*Split sampled; numbers may not seem to add due to rounding

PARENTS AGREE WITH “BEST INTERESTS” AND “CHILD WELL-BEING” STANDARDS FOR GOVERNMENT POLICY DEVELOPMENT

With respect to the development of federal government policy that involve children, parents express wide agreement that such policies should “always be governed” by either a “best interests of the child standard that either makes the safety and the protection of children the first priority” (77% agree to 11% disagree) or a “standard that makes child well-being the first priority” (75-9%).

Parents overwhelmingly want government policies involving children to be centered on the needs and concerns of children.

Instead of a political agenda involving banning books, censoring teachers, whitewashing history and science, using kids to engage in cultural wars, and gutting the protection and safety of children from abuse, parents want an agenda in which they work with schools and government to make much needed investments in our nation's children. Investing in children helps improve their lives, development, and outcomes. If we put aside politics and keep a focus on working together to improve the health, education, safety, and well-being of our children, we can build a better future for our country.