

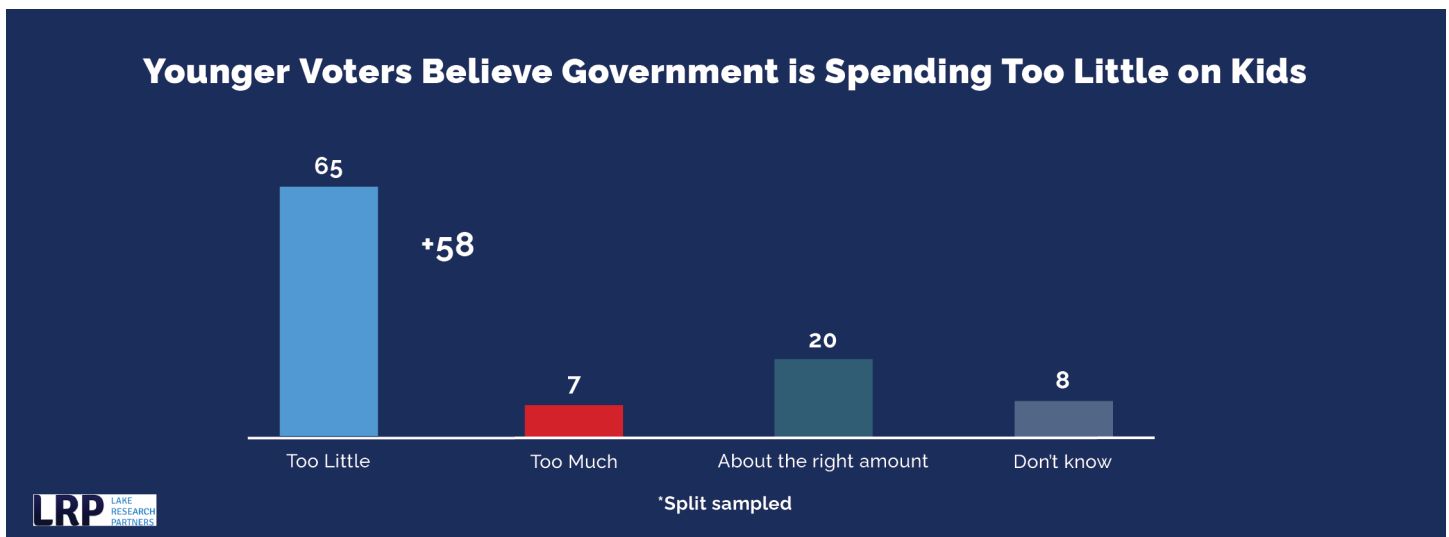
# YOUNG ADULT VOTERS STRONGLY SUPPORT INVESTMENTS IN OUR CHILDREN...AND SO DO SENIOR CITIZENS



Based on a nationwide poll conducted by Lake Research Partners of 1,000 likely voters with oversamples of parents, Black, and Hispanic voters 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.

## YOUNGER AND OLDER VOTERS BELIEVE WE ARE SPENDING TOO LITTLE ON KIDS

By wide margins, young voters under age 30 believe the U.S. is spending too little on children (65% too little to 7% too much). By a more than 4-to-1 margin, senior citizens also believe government spend too little versus too much (42-10%).



When it comes to more specific policies, the percentage of those who believe we are spending too little often rises. For example, the margin rises to more than 12-to-1 when it comes to reducing child poverty (74% too little to 6% too much).

On other issues, such as reducing child hunger (71-4%), reducing child abuse and neglect (65-4%), and reducing child homelessness (65-9%), young voters overwhelmingly believe we are spending too little rather than too much on children.

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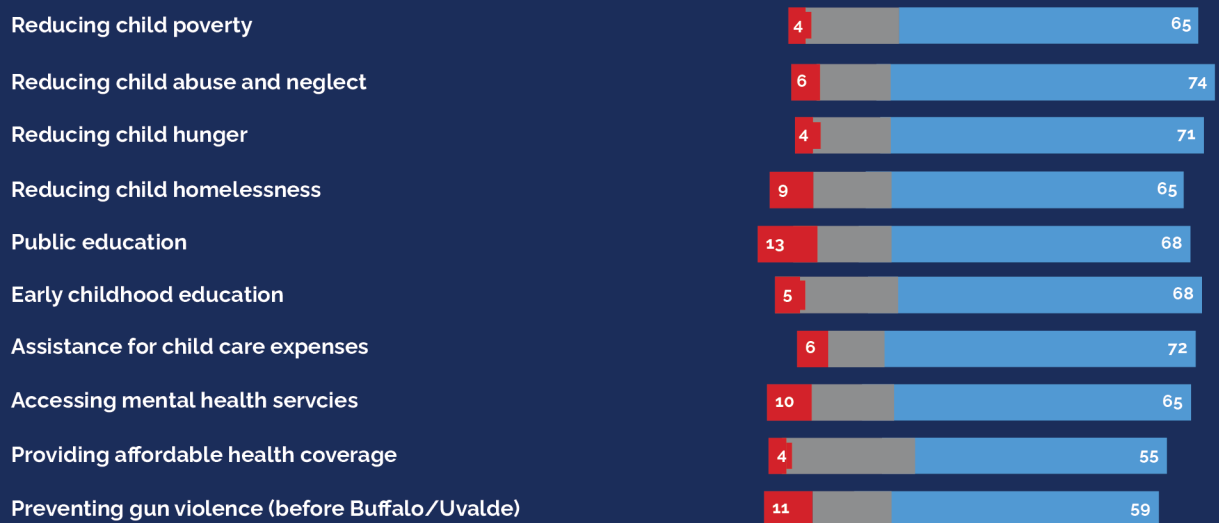


Young voters also believe that we are spending too little rather than too much on public education (68% too little to 13% too much), assistance for child care expenses (72-6%), and early childhood education (68-15%), providing affordable child health coverage (55-4%), and accessing mental health services (65-10%).

Furthermore, although the poll was conducted before the shootings in Buffalo and Uvalde, young voters believed we were making too little investments for children on the issue of preventing gun violence by a 59-11% margin.

Senior citizens also feel we spend too little on these issues: child poverty (52% too little to 7% too much), child hunger (66-5%), child abuse and neglect (58-5%), child homelessness (58-6%); public education (53-13%), early childhood (51-6%), child care (48-18%), health coverage (42-6%), mental health (61-8%), and gun violence prevention (53-12%).

## YOUNG VOTERS: GOVERNMENT SPENDS TOO MUCH OR TOO LITTLE



■ Too Much 
 ■ About the right amount 
 ■ Too Little

\*Split Sampled

Young voters under the age of 30 believe making investments is inherently positive to children themselves but also for the nation as a whole. For example, by an 89-7% margin (74% strongly agree), likely voters agree that “investing in children helps improve their lives, development, and outcomes.” Those polled also agree with the argument that “investing in children has a large return in a healthy society and a healthy economy” (95-2% margin and 88% strongly agree).

Consequently, young voters 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,” Hispanic voters agree by an 86-12% margin. They also agree that “children's policy needs and concerns are often an afterthought or dismissed by policymakers” by a 82-12% margin.

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## Young Voters 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" **95-5%** (74% strongly agree).
- "Investing in children helps improve their lives, development, and outcomes" **89-7%** (74% strongly agree).
- "Investing in children has a large return in a healthy society and healthy economy" **95-2%** (88% 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" **86-12%** (72% strongly agree).
- "Children's policy needs and concerns are often an afterthought or dismissed by policymakers" **82-12%** (53% strongly agree).

## YOUNG VOTERS OVERWHELMINGLY FAVOR THE CHILD TAX CREDIT AND EFFORTS TO REDUCE CHILD POVERTY

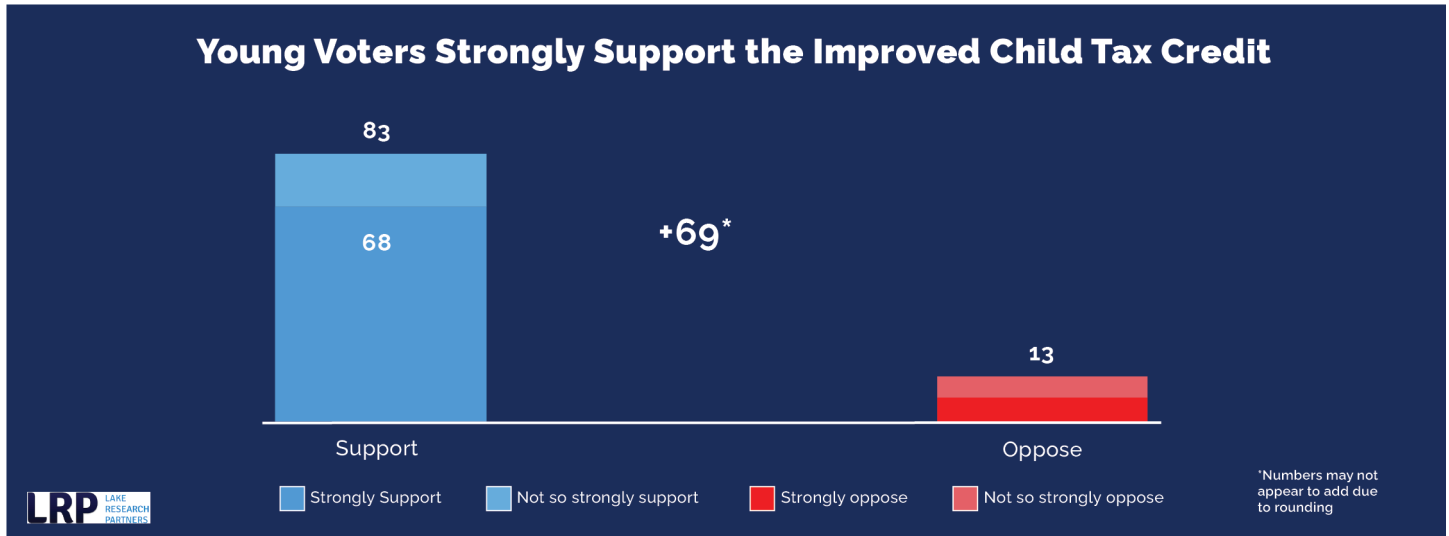
*Polling question for CTC: "The Child Tax Credit is an expanded and improved tax credit that refunds middle-class families and families with low income more money for each child under age 18, creates a new tax credit for families with children under age six, and makes the credit fully refundable for 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, young voters under 30 overwhelmingly favor extending the expanded and improved Child Tax Credit that was included in the American Rescue Plan Act (ARPA) by a 73-13% margin (68% strongly favor).

Senior citizens also support the Child Tax Credit by a 69-24% margin (55% strongly favor).

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Young voters feel strongly enough about this issue that, in a split sample, 70% said they would be less likely to vote for candidates who opposes the Child Tax Credit to just 13% who would be more likely.

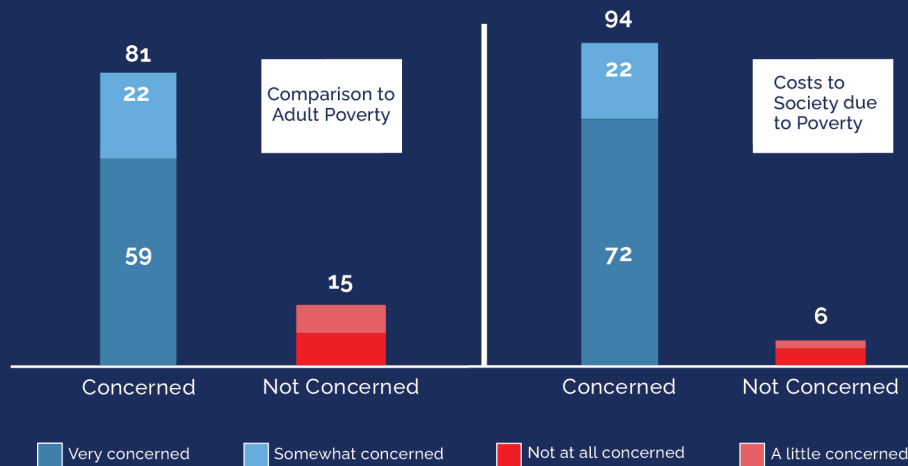
In the poll, likely young voters under age 30 expressed overwhelming concern about child poverty. As noted above, by more than a 12-to-1 margin (74-6%), young voters believe our nation spends too little on “reducing child poverty.” When told data from a National Academy of Sciences, Engineering, and 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,” voters 18-29 years-of-age are near unanimous in their concern (94% concerned to 6% not concerned).

Additionally, by an 81-15% margin, young voters 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.”

Senior citizens are also concerned about child poverty, as they express concern about the costs to society of child poverty by a 86-11% margin and are concerned child poverty is much higher than adult poverty by a 78-19% gap.

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## Young Voters are Concerned About Child Poverty\*



\*Split Sampled

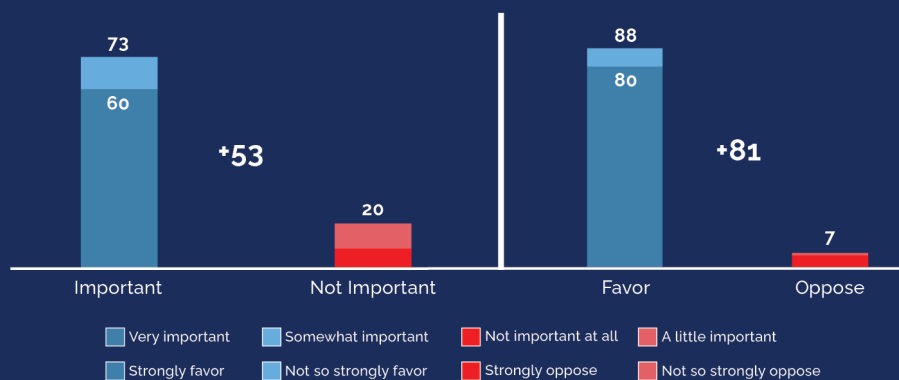


## YOUNG VOTERS STRONGLY FAVOR MAKING THE CHILDREN'S HEALTH INSURANCE PROGRAM PERMANENT

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, young voters 18-29 years-of-age overwhelmingly favored such legislation (88% favor to 7% oppose with 80% who strongly favor making CHIP permanent). Senior citizens favor this by a 77-11% margin.

Similarly, CHIP is salient. By an 73-20% margin (60% strongly), young voters believe it is either very or somewhat important for Congress to permanently fund CHIP. Senior citizens over the age of 65 believe this is important by an even wider margin (80-11%).

## Young Voters: High Importance and Favorability for CHIP Permanently Funded\*



\*Split Sampled

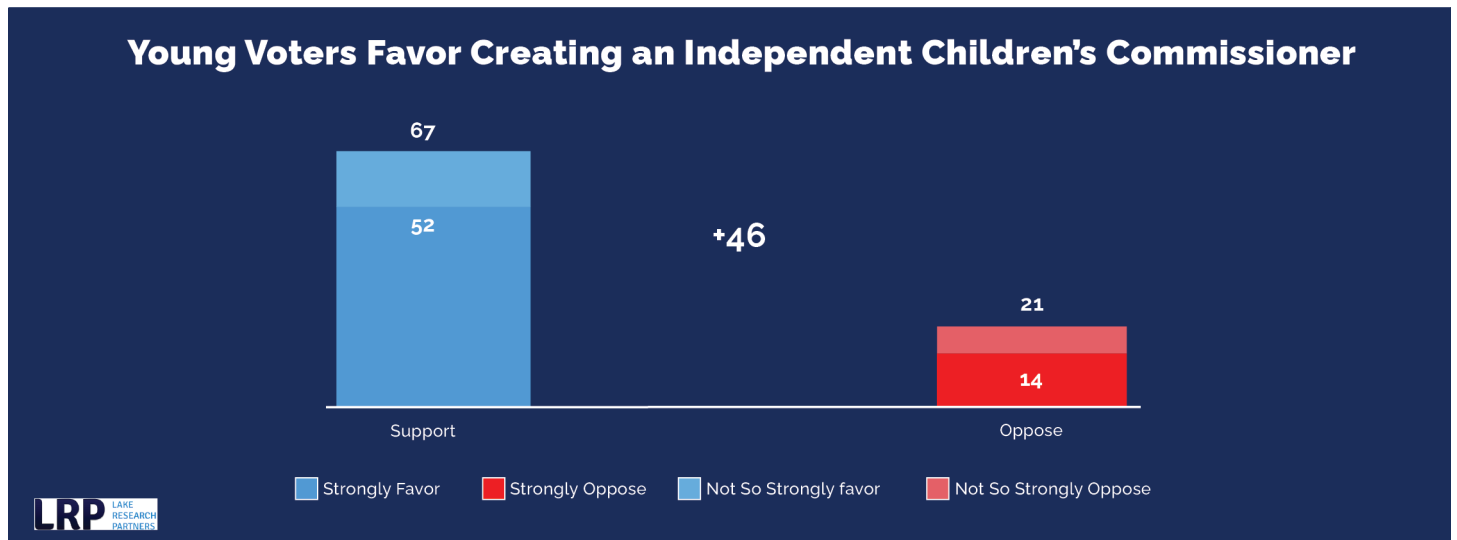


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## YOUNG VOTERS ALSO FAVOR CREATING AN INDEPENDENT CHILDREN'S COMMISSIONER

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, young voters favor (67-21%) 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."



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## YOUNG VOTERS 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, Young voters expressed 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” (79% agree to 13% disagree) or a “standard that makes child well-being the first priority” (80-8%).

Senior citizens also overwhelmingly agree with policy being governed by a best interests (89-7%) or child well-being standard (87-7%).

