MomsRising and National Women's Law Center

Taxes and Caregiving
Findings based on a national online dial survey

February 2024

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Methodology

- Lake Research Partners designed and administered this online dial survey that was conducted January 31 to February 11, 2024. The survey reached a total of 1,530 likely 2024 voters nationwide which includes a base sample of 1,030 likely 2024 voters, with oversamples of 100 Black women voters, 100 Latina women voters, 100 Asian American Pacific Islander women voters, 100 Gen Z young women ages 18-26, and 100 parents of a child under 12. The oversamples were weighed down into the base sample to their proper proportion of the universe for a total sample size of 1,030.

- Survey respondents were drawn from an online panel and screened to be likely 2024 voters. The data is statistically weighted to ensure the sample's demographic and political composition reflects that of likely 2024 voters nationally. The base sample of likely 2024 voters was weighted by region, region by gender, age, age by gender, race, race by gender, party identification, and education; Black women voters were weighted by region and age; Latina women voters were weighted by region, age, and party identification; Asian American Pacific Islander women voters were weighted by region, education, and party identification; Gen Z women voters were weighted by region, age, and race; and parents of a child under 12 were weighted by gender, race, and party identification.

- Because the sample is based on those who initially self-selected for participation in the panel rather than a probability sample, no estimates of sampling error can be calculated. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to, sampling error, coverage error, and measurement error. If this poll were conducted among a probability sample, then the margin of error would be +/- 2.5 percentage points at the 95 percent confidence interval; the margin of error is higher among subgroups.

Key Findings – The Care Agenda
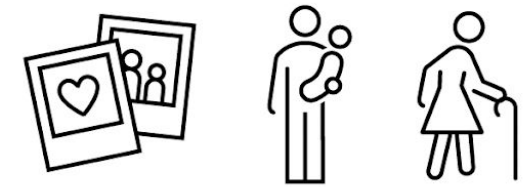
- Voter favor paid family and medical leave, a child care guarantee, and investing in aging and disability care by extremely wide margins and solid intensity, even after the survey primes them with questions on taxes.

Passage of Paid Family and Medical Leave legislation that would ensure all working people have access to at least 12 weeks of paid leave to bond with a new child, address a personal or family related illness, or handle needs that arise from a military deployment.		Passage of a Child Care Guarantee that ensures that no family pays more than 7% of their income for child care, that early educators have quality jobs with increased compensation, training, and support, and that we build a supply of high-quality child care and early education.		Invest $400 billion in Aging and Disability Care to create over one million quality, union protected direct care jobs, expand access to home and community-based services through Medicaid to people with disabilities and aging adults, and support unpaid family caregivers so they can re-join the labor force.	
44% strongly favor	77% favor	42% strongly favor	76% favor	39% strongly favor	74% favor

- Each policy has a substantial base of support. Black women, Latino men, Gen Z women, voters with a disability, Democrats, and caregivers consistently support the care agenda with high intensity.

- Across gender, age, party identification and parental status, voters support paid family and medical leave, a child care guarantee, and investing in aging and disability care by wide margins.

- Voters believe that the passage of paid family and medical leave and a child care guarantee and investing in aging and disability care will have positive impacts on 1) the ability for all families to thrive, 2) the ability of families like their own to thrive, and 3) the economy and jobs.

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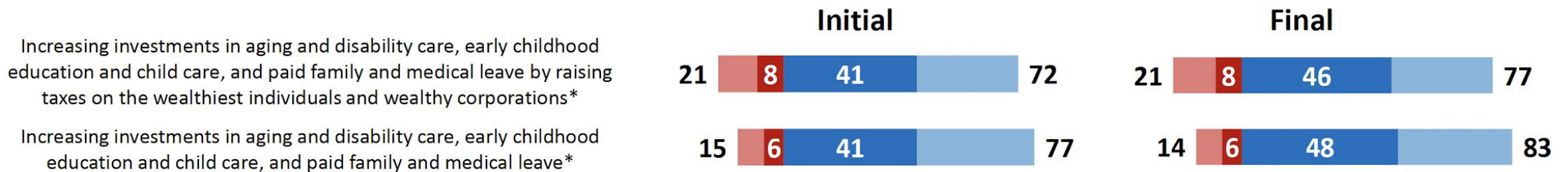# Key Findings – Letting the 2017 Tax Changes Expire

- After hearing that if we get rid of the 2017 tax changes and make the wealthiest individuals and wealthy corporations pay their fair share in taxes, we would be able to increase funding for priorities such as aging and disability care, early childhood education and child care, and paid family and medical leave, **two-thirds of voters agree and over a third strongly agree with getting rid of the 2017 changes to the federal tax law**.
  - The base of support for this proposal comes from more progressive subgroups – Democrats, older Black women, Gen Z women, as well as lower income voters.
  - While Republican voters split between agreeing and disagreeing with getting rid of the 2017 changes to the federal tax laws, every other key subgroup agrees by at least a two to one margin.
  - A solid majority of Independents agree (60%) with getting rid of the 2017 changes and making the wealthiest individuals and wealthy corporations pay their fair share in taxes.
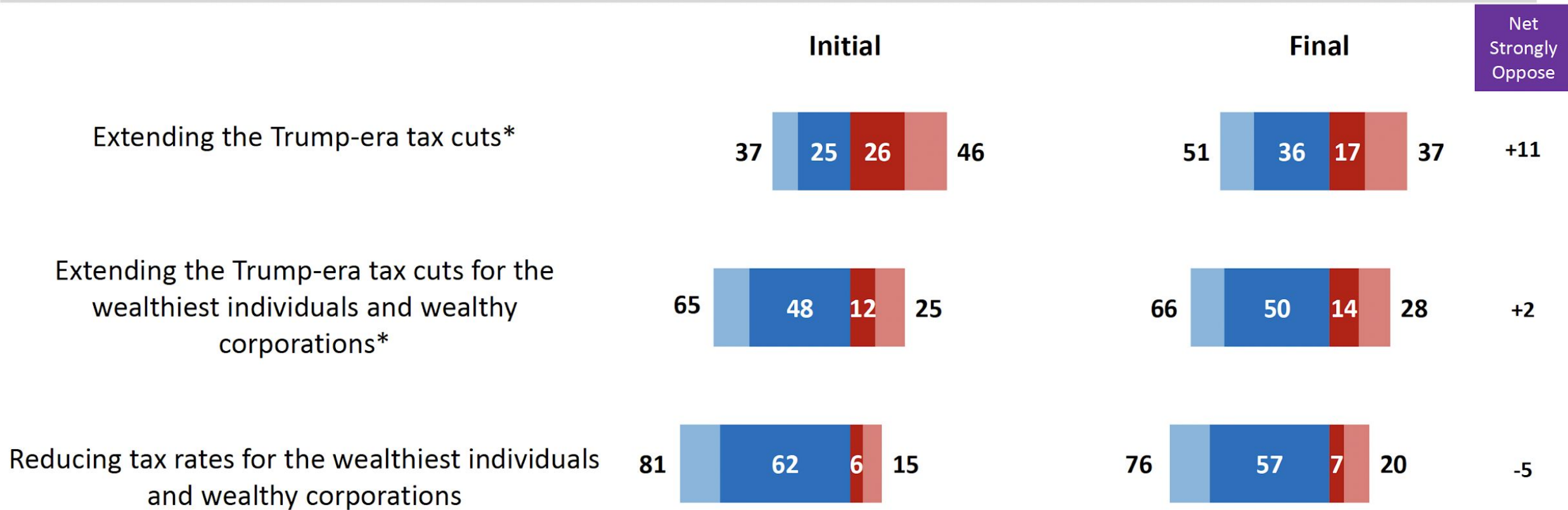
Key Findings – Movement

- At the end of the survey, voters are more likely to strongly favor and favor overall increasing investments in care, with or without the explanation of how it will be paid for.

Initial   **Final**

Increasing investments in aging and disability care, early childhood education and child care, and paid family and medical leave by raising taxes on the wealthiest individuals and wealthy corporations*

21 | 8 | 41 | 72   21 | 8 | 46 | 77

Increasing investments in aging and disability care, early childhood education and child care, and paid family and medical leave*

15 | 6 | 41 | 77   14 | 6 | 48 | 83

- Nearly every subgroup increases substantially in strongly favoring increasing investments in the care agenda by raising taxes on the wealthiest. Black women increase the most.

- Importantly, intense opposition to extending the Trump-era tax cuts increases by 11 points over the survey (from 25% initially to 36% at the end). Voters continue to oppose extending these cuts for the wealthiest and reducing their tax rates. Discussing the caregiving agenda reduces the support for and increases the opposition to extending Trump-era tax cuts.

- Voters are equally likely to agree that we should get rid of the 2017 changes to the federal tax laws before and after messaging on taxing the wealthiest to invest in the care agenda.

Somewhat oppose   Strongly oppose   Strongly favor   Somewhat favor   *split sampled

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Importantly, intense opposition to extending the Trump-era tax cuts increases by 11 points over the survey. Extending these cuts for the wealthiest remains unpopular, as does reducing their tax rates.

Below are some policies that have been proposed to change the tax system. For each proposal, do you favor or oppose it?

	Initial	Final	Net Strongly Oppose
Extending the Trump-era tax cuts*	37 · 25 26 · 46	51 · 36 17 · 37	+11
Extending the Trump-era tax cuts for the wealthiest individuals and wealthy corporations*	65 · 48 12 · 25	66 · 50 14 · 28	+2
Reducing tax rates for the wealthiest individuals and wealthy corporations	81 · 62 6 · 15	76 · 57 7 · 20	-5

Legend: Somewhat oppose | Strongly oppose | Strongly favor | Somewhat favor

*split sampled

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The statements about the 2017 changes to federal tax laws that resonate the most draw a contrast between the wealthiest and working families who provide care for loved ones.

Here are some statements that people have made about the 2017 changes to federal tax laws. Do you agree or disagree with the following statements?

Net

We should not give huge tax breaks to wealthy corporations that exploit loopholes and avoid taxes by stashing profits offshore, while working families are forced to solve the care crisis on their own*

19 | 9 | 53 | 77 | **+58**
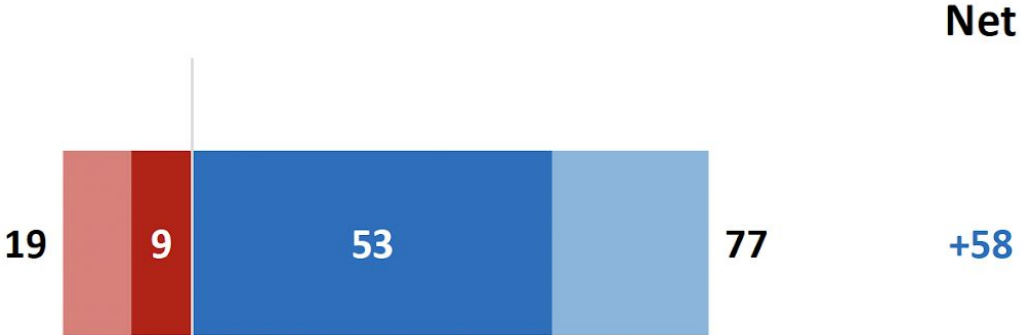
It's wrong to ask families caring for loved ones and struggling to meet caregiving needs to pay for tax breaks for wealthy corporations and the wealthiest one percent*

14 | 6 | 51 | 80 | **+66**

Somewhat disagree   Strongly disagree   Strongly agree   Somewhat agree   *split sampled

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Messaging Recommendations – Language that Works

Start with a shared value about family	We all work hard so our families can have a better life. Nothing is more important than family. Most of us work hard for our families.
Highlight why a care agenda matters	All of us will need to care for ourselves. We all need to care for our families. Our youngest children can get the best start in life.
Focus on	We need to treat caregiving as a public investment. We need leaders who invest in our families and communities.
Invoke unity	Join together across race and place. We can join together.
Identify the problem	Wealthy corporations are not paying a fairer share of taxes. Help wealthy corporations rake in record profits. Give special treatment to the wealthiest individuals. Certain politicians are trying to divide us. Have failed to make needed investments. Families are struggling to get by.
Offer a solution and what that solution results in	Government close tax loopholes. Wealthiest individuals pay their fair share. Raise the revenue needed to support care investments without raising taxes on working people. Making wealthy corporations pay more in taxes. Resources to support our families. Resources and opportunity to achieve security and stability.

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Q&A

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