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FOR IMMEDIATE RELEASE

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New Polling: Abortion + Caregiving Agenda Gives Democrats an Electoral Edge

Campaign for a Family Friendly Economy, Child Care for Every Family Action, and Global Strategy Group Poll Shows an Opportunity for Democrats to Reach a Broader Segment of the Electorate through an Abortion + Caregiving Message

WASHINGTON – Today, the Campaign for a Family Friendly Economy and Child Care for Every Family Action released the findings of [a survey conducted by Global Strategy Group](#) exploring the powerful combination of abortion and caregiving for voters nationwide. With under 50 days until the election, this polling offers important insights on how abortion and care messages can resonate with broader segments of the voting population, including swing voters.

Since the *Dobbs* decision, abortion access has proven to be a highly motivating issue for Americans— even in bright red states like Kansas and Ohio. And across party lines, voters say that [support for policies like paid leave](#) will impact how they vote this cycle.

The results of this poll underscore the popularity and saliency of both issues among the voters Democrats need to win over to succeed in November - men under 55, white men, and non-conservative independents and Republicans. The research shows these groups are more likely to switch their vote to a candidate who supports access to abortion and care investments than abortion alone.

Other key findings include:

- Nearly four-in-five voters across party lines support an agenda that includes paid family and medical leave, child care, and access to abortion.
- Support for a caregiving and abortion access agenda provides a boost for Democrats on the ballot compared to Republicans who oppose these policies, especially among independents, parents, and white non-college voters.
- Support for a combined caregiving and abortion access agenda provides an even greater advantage for Democrats over support for abortion alone and can even persuade voters who initially support the Republican candidate in the generic vote to vote for the Democratic candidate, namely voters in the Midwest and South, men

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(especially younger men <55), white voters (especially white non-college and white women), rural voters, and suburban voters

- Voters believe that a caregiving and abortion access agenda will have a positive impact on jobs, the economy, and workers, especially parents in the workforce.
- The caregiving and abortion access agenda provides an additional pathway to talk about the economy and reach a broader segment of the electorate.
- In addition to the economy, a freedom narrative – the freedom for families to make the decisions that are best for their families, including the freedom to access child care, paid leave, and abortion – is a key framework to talk about care and abortion policies.
- To push back on Republican proposals on care, emphasize that these proposals will leave many workers behind and provide another tax break for the wealthy.

“Working families are struggling with the high cost of living, and we need to build an economy that prioritizes families, with policies like paid family and medical leave and affordable child care, and increased access to abortion care,” **Sondra Goldschein, Executive Director of Campaign for a Family Friendly Economy (CFFE), said.** “CFFE’s affiliated organization, CFFE PAC, is knocking voters’ doors across key battleground states, and this polling reflects exactly what canvassers are hearing in the field - reproductive rights and the high cost of care are motivating voters to support Democrats this November.”

“Americans deserve the freedom to make personal decisions about their family – whether that’s when or if to have one, or what kind of high-quality, affordable care their children should receive,” **said Andrea Paluso, Co-Director of Child Care for Every Family Action.** “As the cost of child care continues to rise – disproportionately impacting women and families of color - it’s time to rethink the current system and trade it in for one that works. The results of this poll underscore both the need and political advantage of backing universal child care.”

In the final stretch of the election, these results provide important takeaways for candidates, surrogates, and advocates as they look to broaden Democrats’ appeal across party lines while shoring up support among existing allies.

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The Campaign for a Family Friendly Economy is fighting for a future where all people can afford to care for themselves and their loved ones. CFFE builds political power to pass policies that lower costs for families, like paid family and medical leave, quality, affordable child care and elder care.

Child Care for Every Family Action is supporting the movement for universal child care. We bring together the people directly involved in and impacted by child care—families, providers, organizers, advocates and allies—to build power for a guaranteed, equitable, accessible child care system for all.

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