

# navigator.\*

Wednesday, August 25<sup>th</sup>

The Child Tax Credit:  
The Latest Guide for  
Advocates



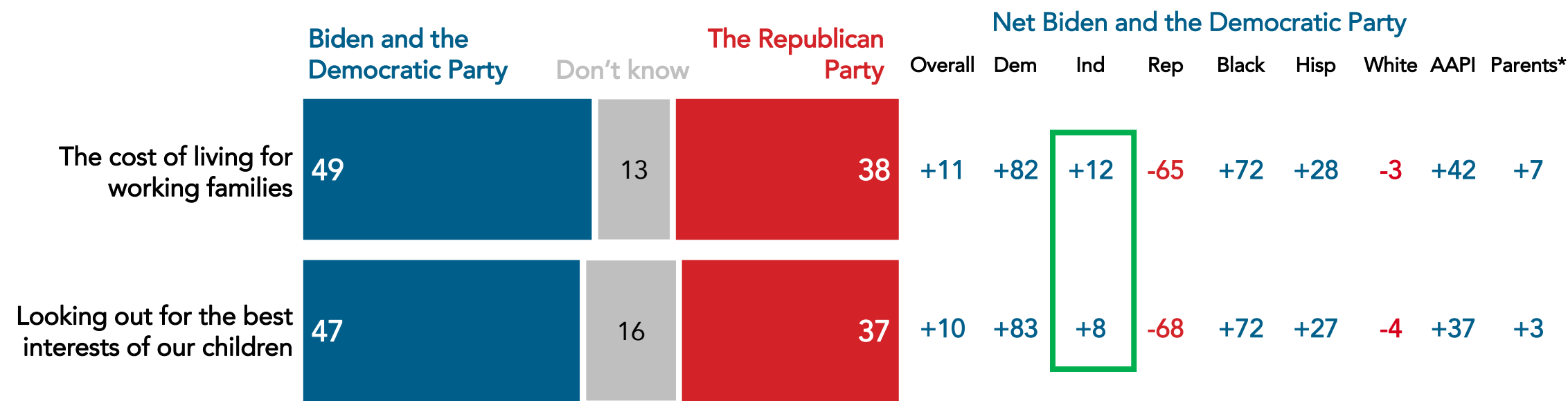
## Key Takeaways:

- Biden and Democrats are more trusted to handle working families' costs and to look out for children's best interests.
- Most Americans view the Child Tax Credit favorably as more than half now know someone who has received it.
- Framing the Child Tax Credit either as reducing the financial burden on working families – or that ending it will make it harder for families to make ends meet – are convincing arguments.

# On Family Costs and Looking out For Best Interests of Children, Biden and Democrats More Trusted than Republicans

Among independents, Biden and the Democratic Party have a 12-point trust advantage to handle the cost of living for working families, with an 8-point trust advantage on looking out for the best interests of children.

Below is a list of issues. Please indicate who you trust more to handle each one.



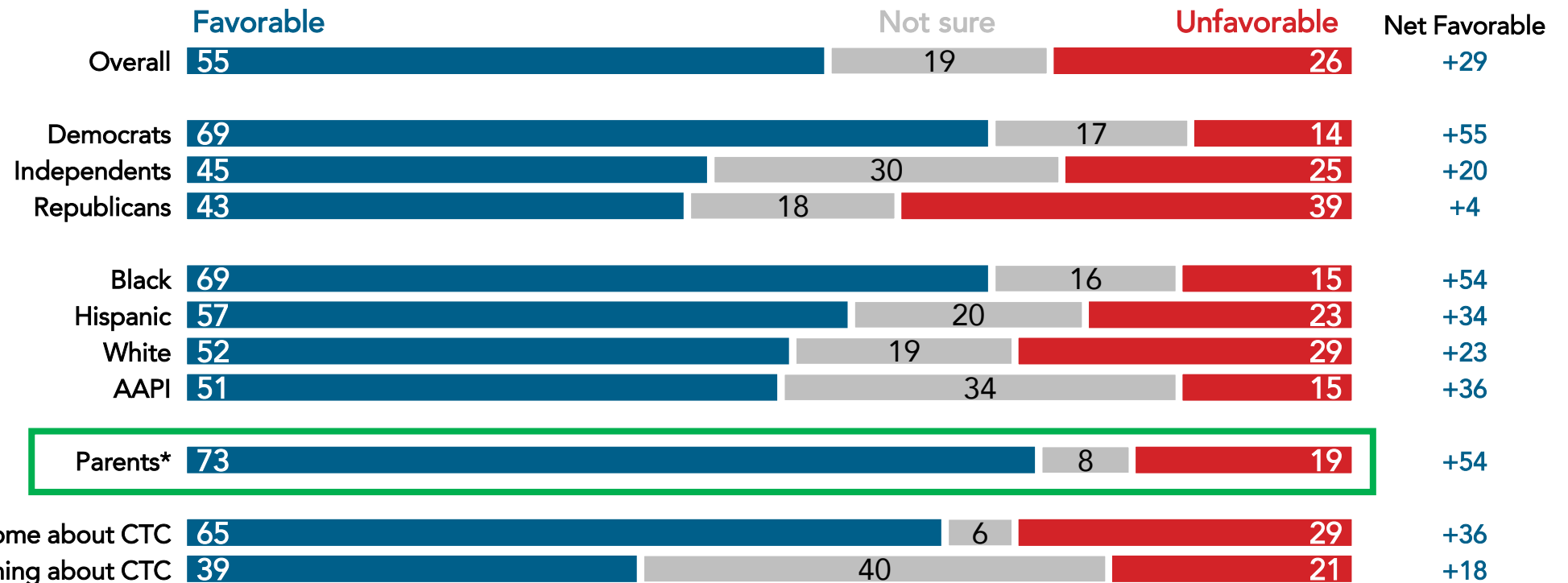
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 Nationwide survey of 1,001 registered voters conducted August 12-August 16, 2021 – 20% of interviews were conducted by 8/13, 61% were conducted on 8/14, 17% were conducted on 8/15, and the remaining interviews were conducted on 8/16. The vast majority of interviews were conducted before the Taliban captured Kabul.  
 For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Majority of Americans View the Child Tax Credit Favorably

Among parents, nearly three in four have a positive view of the Child Tax Credit.

- Across party lines, Democrats (+55), independents (+20), and Republicans (+4) all have a net favorable opinion of the Child Tax Credit.

Please indicate how favorable you are to: the Child Tax Credit.



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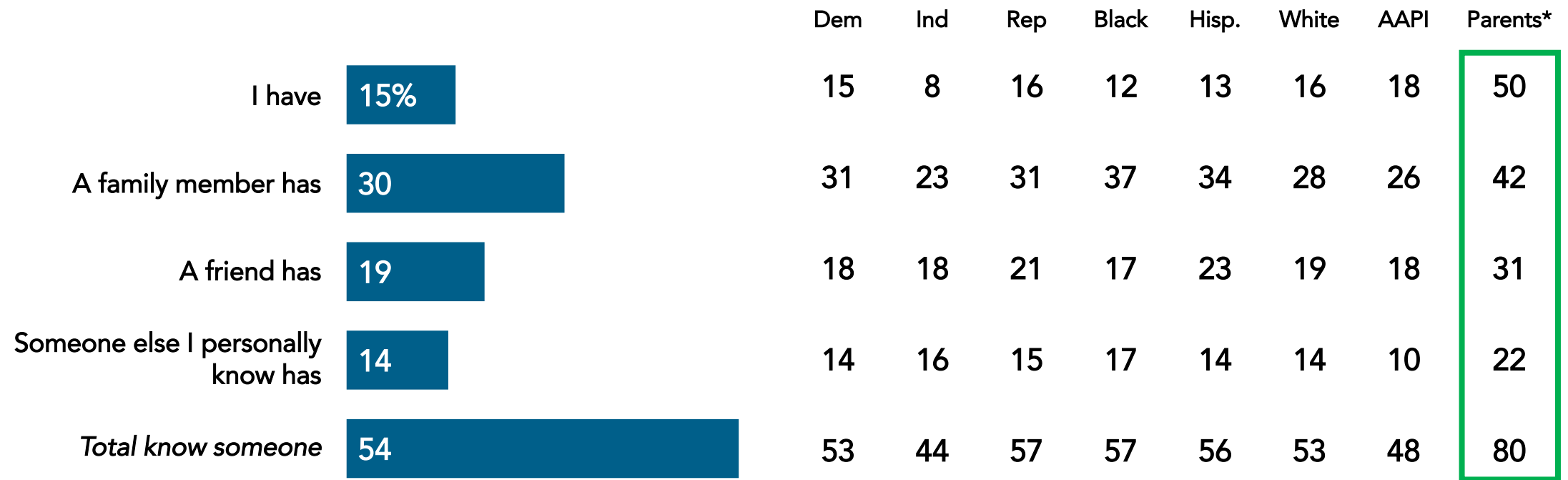
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# Half of Parents Report Receiving the CTC, as the Majority of Americans Now Say They Know Someone Who Has

Nearly one in five Americans overall report receiving the Child Tax credit, while a majority say they know someone who has; among parents, half have received the Child Tax Credit, and four in five know someone who has.

As you may know, one of the policies in the American Rescue Plan is expanding the Child Tax Credit for most families with children. Do you know anyone who has received the Child Tax Credit?

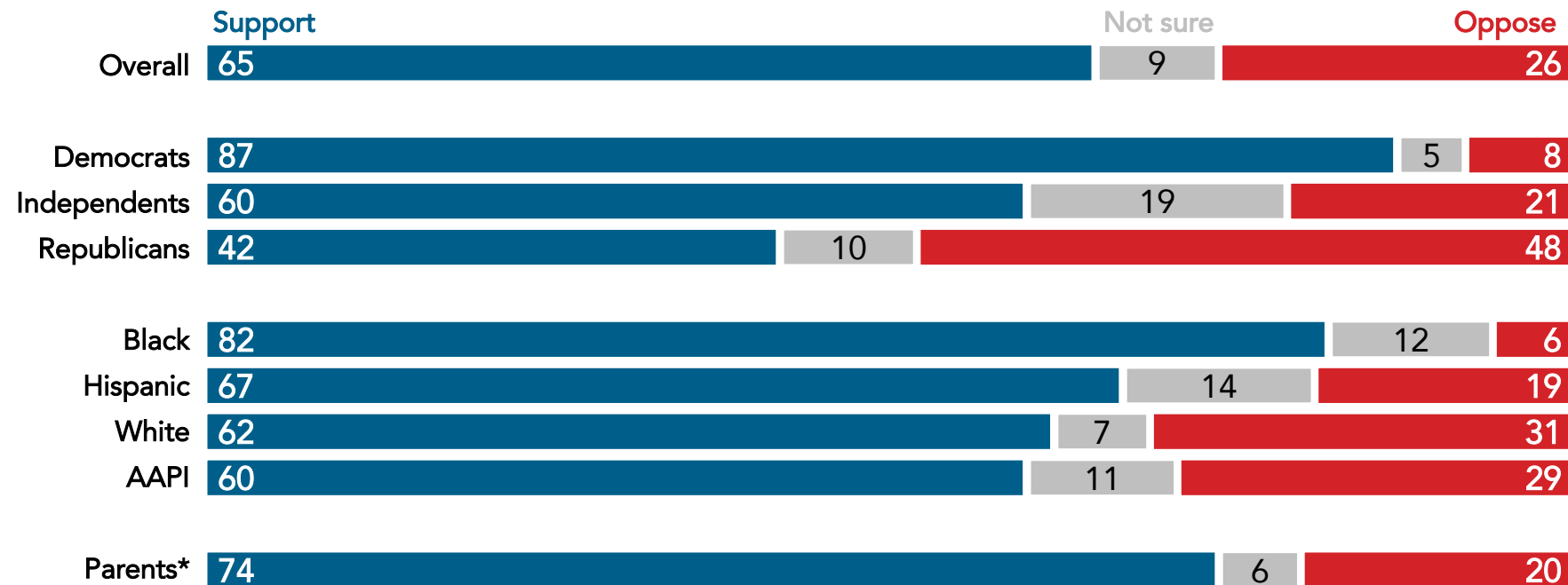


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Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days.  
This survey was conducted August 12-August 16, 2021 – 20% of interviews were conducted by 8/13, 61% were conducted on 8/14, 17% were conducted on 8/15, and the remaining interviews were conducted on 8/16. For more info, visit [navigatortresearch.org](https://navigatortresearch.org)

# Two in Three Americans Support Biden's Economic Investment Agenda, Including the Expanded Child Tax Credit

Three in five independents support public investment from the Biden administration (60%), as do three in four parents (74%).

**Do you support or oppose the Biden administration passing legislation to invest in things like paid leave, public education, an expansion of Medicare that includes dental and vision benefits, and expanding the Child Tax Credit to provide a monthly check to most families with children?**



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# Framing CTC as a Tax Cut for Working Families Beats Conservative “Handout” Messaging

Progressive framing of the Child Tax Credit as a “tax cut for working families” and as a plan to put more money in families’ pockets by letting them keep “more of what they’ve earned” by “lowering taxes” are both more compelling than the conservative argument that it is a “handout” that “discourages people from actually working.”

When it comes to the Child Tax Credit, who do you agree with more?

**Statement 1:** Those who say it's more government spending that's just a handout to families that discourages people from actually working

**Statement 2:** Those who say the plan gives a tax cut to working families who need it to afford costs for their kids

|                  |     |
|------------------|-----|
| Statement 1:     | 38% |
| Statement 2:     | 62% |
| Net Statement 2: | +24 |

**Statement 3:** Those who say the plan lets families keep more of what they've earned so they can afford the costs of raising kids by lowering taxes for families with children

|                  |     |
|------------------|-----|
| Statement 1:     | 39% |
| Statement 3:     | 61% |
| Net Statement 3: | +22 |

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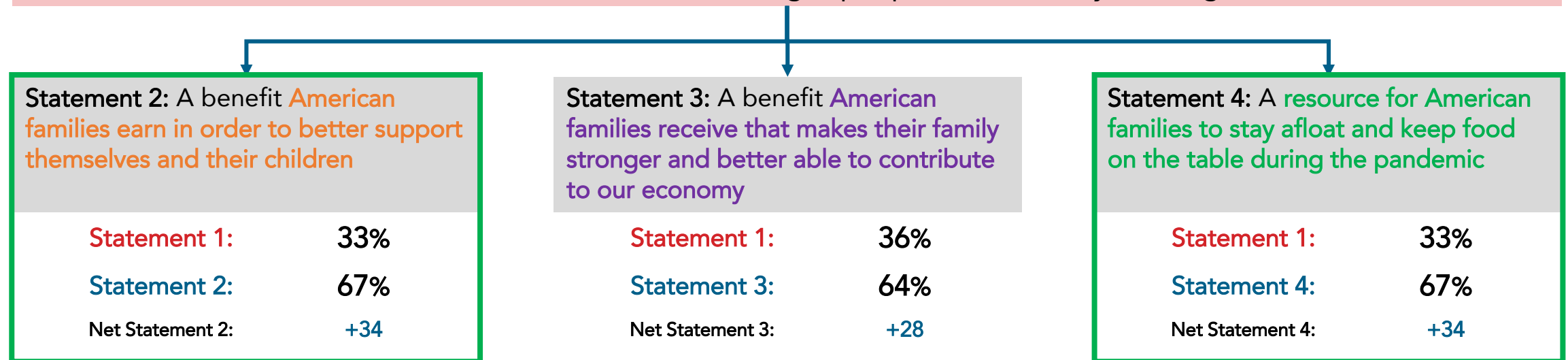


# Americans View Child Tax Credit as Something “Earned” to “Support Children” and “Stay Afloat”

Again, Americans are not compelled by conservative language calling the Child Tax Credit a handout: more Americans find language of a benefit that is earned to help families better support themselves and their children and as a resource to help families keep food on the table most effective, followed by a benefit to make families stronger.

Based on what you know...which do you think better describes the Child Tax Credit?

Statement 1: A handout to American families that discourages people from actually working



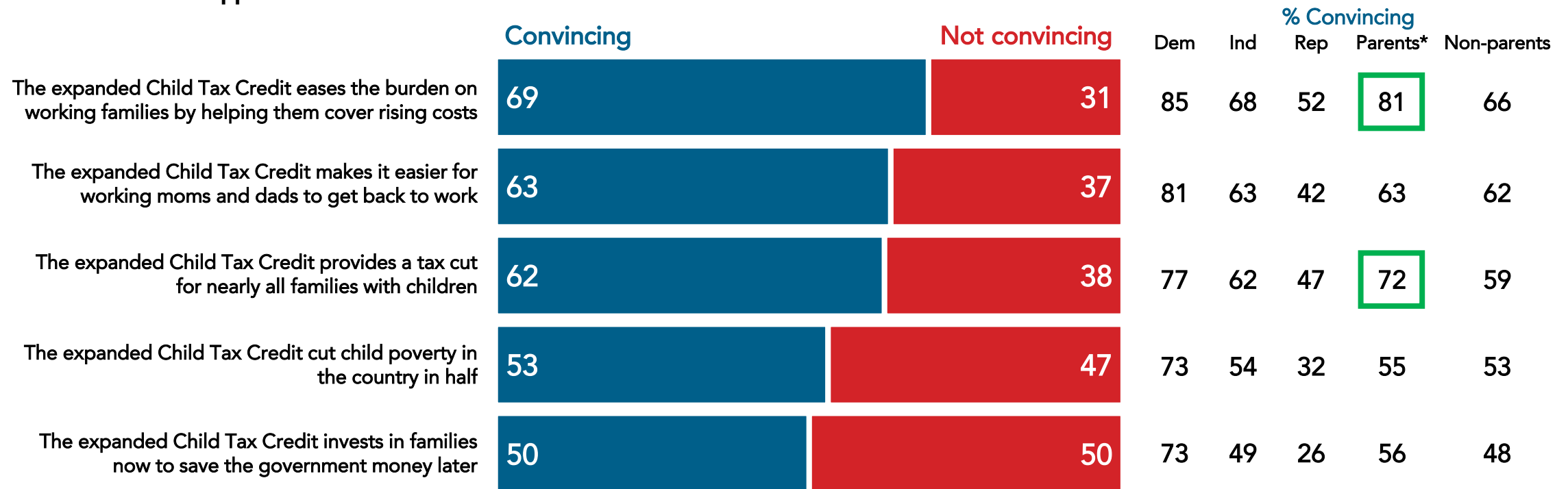
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# Easing the Burden on Families, Helping Parents Get Back to Work, and Tax Cuts Are Most Effective Positive CTC Frames

A bipartisan majority find easing “the burden on working families” to cover rising costs convincing, including 66% of non-parents. A majority of parents find each message convincing as a reason to support the Child Tax Credit.

Below is a list of reasons from supporters of the recently expanded Child Tax Credit of why they support it. Please indicate how convincing you find each as a reason to support the Child Tax Credit.



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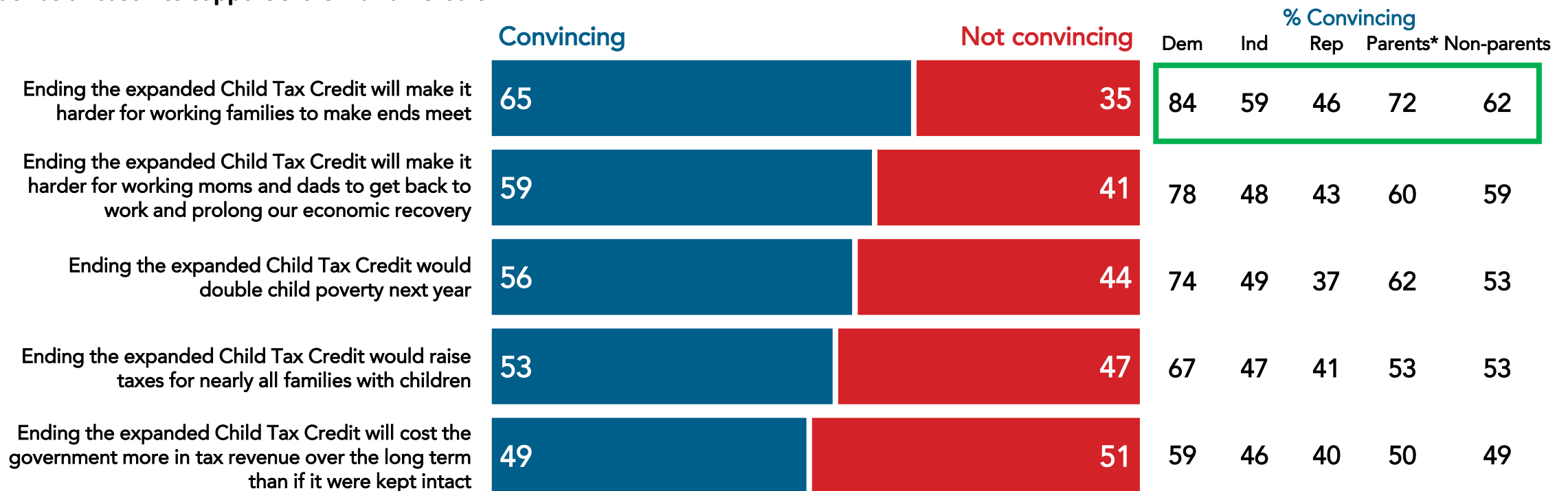
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# The Threat of Making It Harder for Families to Make Ends Meet Is Most Compelling Consequence of Ending CTC

A majority of Democrats, independents, non-parents, and parents find messaging about how ending the expanded CTC will make it harder for families to make ends meet convincing, as do a plurality of Republicans.

Below is a list of reasons from supporters of the recently expanded Child Tax Credit of why they support it. Please indicate how convincing you find each as a reason to support the Child Tax Credit.



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## About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Andrea Purse, progressive strategist; Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Delvone Michael, Working Families; Felicia Wong, Roosevelt Institute; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

## About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,001 registered voters from August 12-August 16, 2021. 102 additional interviews were conducted among Hispanic voters. 66 additional interviews were conducted among Asian American and Pacific Islander voters. 101 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

For Press inquiries contact:

[press@navigatorresearch.org](mailto:press@navigatorresearch.org)

To learn more about Navigator:

<http://navigatorresearch.org>

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