

GSG FOR CFFE PAC, MARCH 2026

CFFE PAC Caregiver Survey Insights



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Methodology

1

Stage One: Qualitative Research

Global Strategy Group conducted 2 **focus groups with both paid and unpaid female caregivers** on January 15, 2026.

The groups were segmented by race, one group with white women and one with Black women.

Participants represented a mix of ages, incomes, who they care for, and political views, excluding strong partisans and ideologues.

2

Stage Two: Survey

Global Strategy Group conducted an online panel survey of **1,051 2026 general election likely voters nationwide, including oversamples to reach a total of 212 and 204 interviews with Black and Hispanic voters respectively** between February 17 and February 22, 2026.

The confidence interval at the 95% confidence level is +/- 3.5%.

The confidence interval on sub-samples is greater.

What we learned from focus groups...

Affordability is the dominant lens through which make decisions about their lives – and the cost of care is experienced as downstream of that broader financial strain. Across life stages, rising costs of groceries, housing, energy, and health care overshadow everything else. Participants described budgeting as deciding “what are you going to take out of the budget.” Even when supportive of care policies, they questioned their relevance and impact amid more immediate pressures.

Caregiving is seen as a personal responsibility with significant emotional burden — but not clearly as an economic issue. Women described exhaustion, sacrifice, and mental load more readily than direct financial costs. In part, because many don’t pay for caregiving. Rather than an expense, providing care is just a reality of their lives. To make voters prioritize this issue, our storytelling needs to make the financial stakes/benefits feel real and meaningful to voters and caregivers.

Caregivers shared common pains, but “care” did not emerge as a unifying issue. Participants struggled to relate to one another’s different experiences and were skeptical of solutions that didn’t address their own needs. Many are piecing together their own arrangements and doubted a one-size-fits-all solution, while also resisting paying for programs they don’t believe would benefit them. We need to be explicit about what we mean by cost of care: helping to lower the costs American families face in trying to care for their loved ones.

Policies test well in theory, but skepticism about tradeoffs and broad skepticism about the political system quickly takes over. Participants reacted positively in the abstract, calling proposals “wonderful” and “a dream.” Yet support softened when they considered costs and feasibility: “There has to be a tradeoff... Something is going to get cut.” The perception that politicians are too out of touch to understand the challenges families face—combined with a belief that it’s nearly impossible to get anything done in today’s deeply divided political system—also creates a barrier to support for these policies.

Credibility is a key barrier. These voters align with the values behind care policy and the care policies themselves but doubt that government can deliver meaningful relief without passing costs back to them. To overcome their skepticism and the “tradeoff mindset,” we must clearly articulate benefits that make a meaningful difference for them and a sharp critique of a political system that cannot be trusted to deliver.



“If child care is free, but you can't afford your groceries or house, is it really a win?”

“We have to sacrifice something [to care for my kid]... I work 7 to 3:30, and then the father works 4 to midnight because we know we can't afford day care.”

“I think [the policies] just encompass all the problems we've talked about, and it provides a solution for almost all of them.”

“Somebody has to pay for it at some point. So, it will just be passed along to you somewhere. No one's going to just absorb the cost of subsidizing the entire country's family support system.”

“[Politicians] tell us what we want to hear, but oftentimes it doesn't happen.”

Key Findings

1

Voters are singularly focused on rising costs; making everyday expenses more affordable is their top priority.

Voters' biggest financial pressures are grocery and food costs (62% causes stress), housing (53%), and energy costs (53%). By contrast, paying for care for aging loved ones (24%), disabled family members (22%), and child care (15%) rank significantly lower. Notably, the solutions voters believe would help most are not caregiving-specific but instead focused on their primary cost burdens: lowering grocery costs (75% say this would help a lot), energy costs (69%), health care costs (67%), and housing costs (63%).

2

As a result, anything that they can't explicitly connect to their broader financial squeeze – including important family care policies – is less urgent.

When asked whether to prioritize addressing the cost of care or “other issues that would make a bigger impact,” voters choose other issues by a double-digit margin (43% address cost of care – 57% other issues; NET -14 prioritize cost of care).

3

Nevertheless, support for policies addressing the cost of family care is overwhelming and bipartisan, even among those who do not directly benefit.

Voters near-universally support policies to address the cost of care (94% support; 53% strongly support). This extraordinarily high level of support holds consistently across party, race, age, and income. While 94% of caregivers support these policies, a statistically equal share (93%) of non-caregivers do as well.

4

And there's strong appetite for government action on this issue.

2-in-3 voters say it is harder today than in the past to care for children and family members (62%). While most do not directly blame government for this hardship (just 19% say it is harder because of a lack of government support, compared to 60% who blame the impossibility of providing on a single income), voters still expect government to step in. 81% say the federal or state government should be responsible for helping families, and 77% say the same about local governments. Meanwhile, 85% agree that “the U.S. government should guarantee all families access to affordable care for children and aging and disabled loved ones,” including nearly half (48%) who strongly agree.

Key Findings

5

Democrats have a clear trust advantage on addressing the cost of care. Nearly half of voters (47%) trust Democrats more to address the costs associated with caring for families, compared to just 29% who say the same about Republicans. Similarly, 48% say Democrats have good ideas and solutions for addressing the issue, compared to 33% who say the same about Republicans. Notably, nearly half of voters (47%) believe the GOP is not focused on this issue at all.

6

Leveraging an authentic personal narrative to talk about their own challenges as a caregiver presents Democrats with a strategic electoral opportunity heading into 2026. Democrats lead Republicans by +8 on the generic congressional ballot (48% Democrat – 40% Republican). While broad economic messaging maintains that lead, it expands significantly among those who read a Democratic profile centered on personal caregiving experiences (+11 Dem). By contrast, the lead shrinks by half among those who read a profile focused more generally on addressing the affordability crisis (+4 Dem). The personal framing improves perceptions of Democrats on key traits for this issue: fighting to lower costs for families and understanding the challenges of regular people.

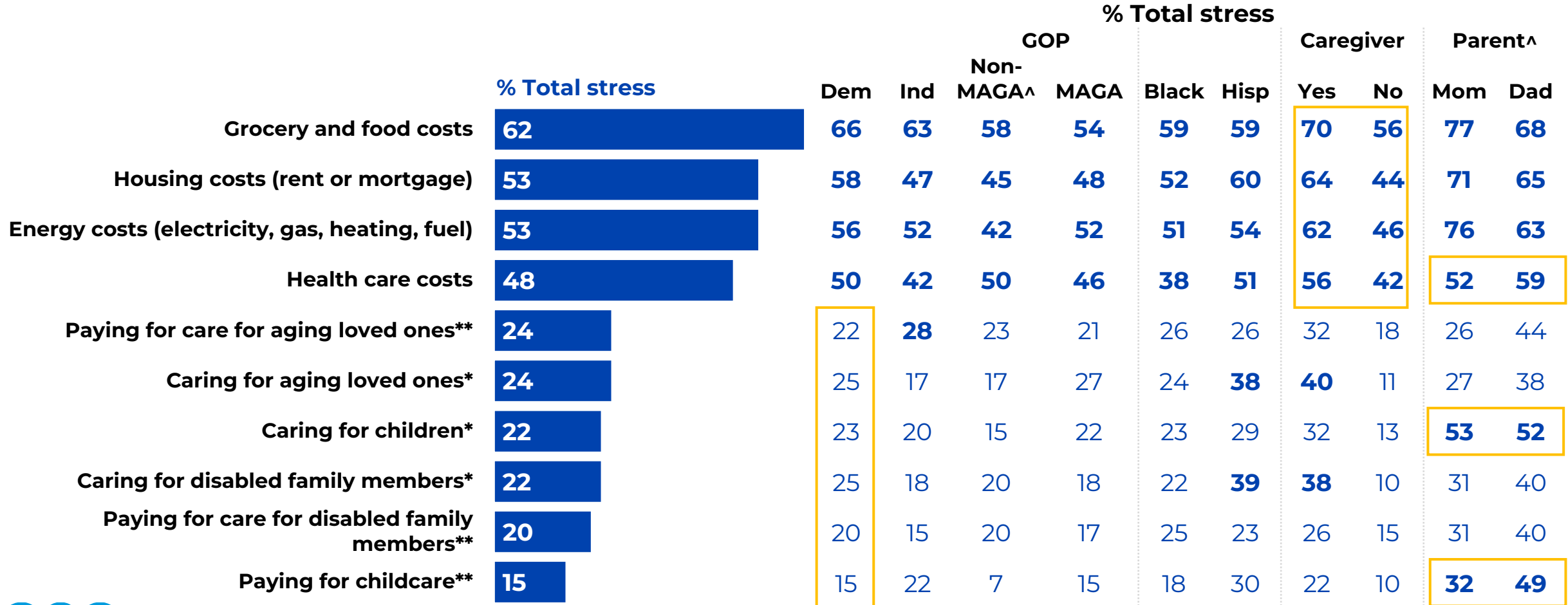
7

While the Personal profile gives Democrats a clear boost, it's crucial they also communicate a sharp critique of the status quo. By doing so, candidates can push off of a credible villain: a political system in which “out of touch” politicians in both parties are more focused on maintaining the status quo that benefits them while leaving families behind. A strong push off of the broken politics and politicians' inaction further boosts Democrats' advantage on the ballot, earning a double-digit lead over Republicans among both voters who read the Personal or the Pure Economic candidate frames.

The Cost of Care Landscape

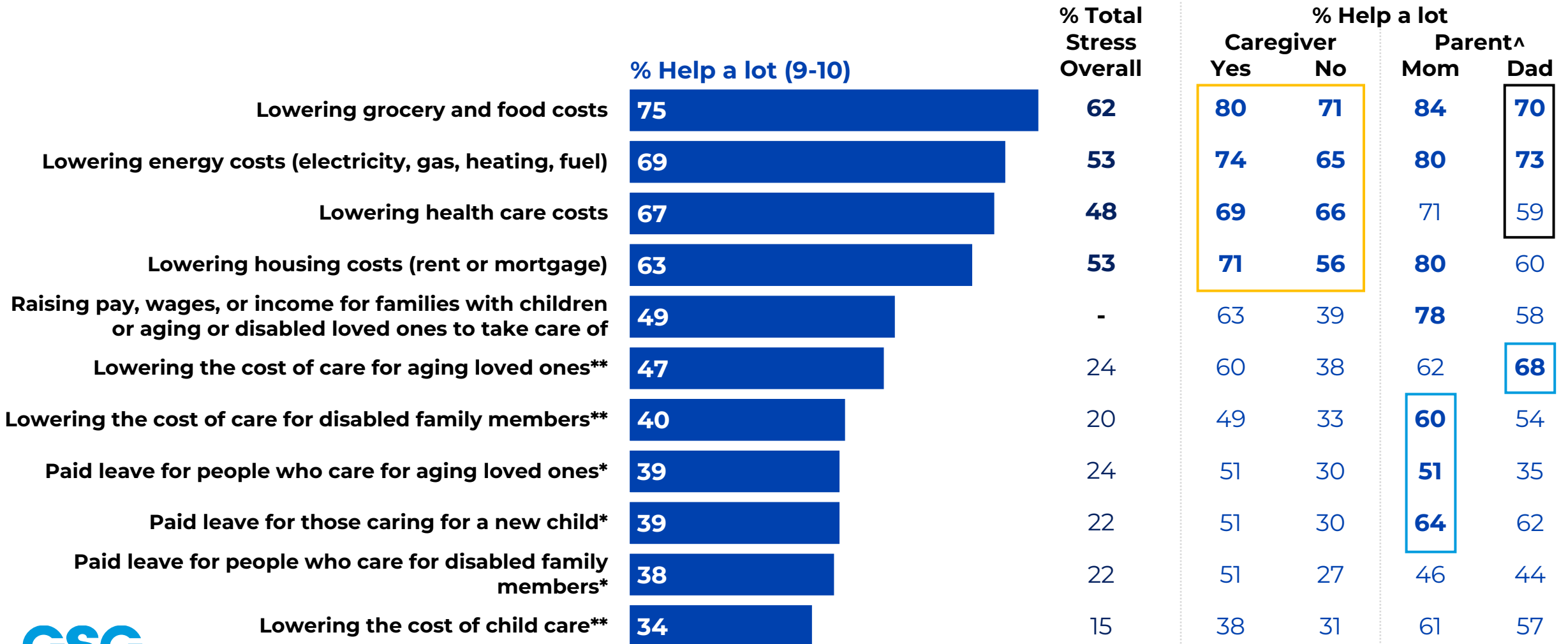
Daily expenses are the top stressor. Caregivers are especially cost-sensitive. Moms report higher overall cost stress, while dads are more focused on specific expenses. Both stressed about caring for children

For each item in the list below, please indicate how much stress it causes you personally



Caregiver or not, voters see lowering costs as more impactful for their families than affordable care policies

For each item in the list below, please indicate how much this would help you and your family

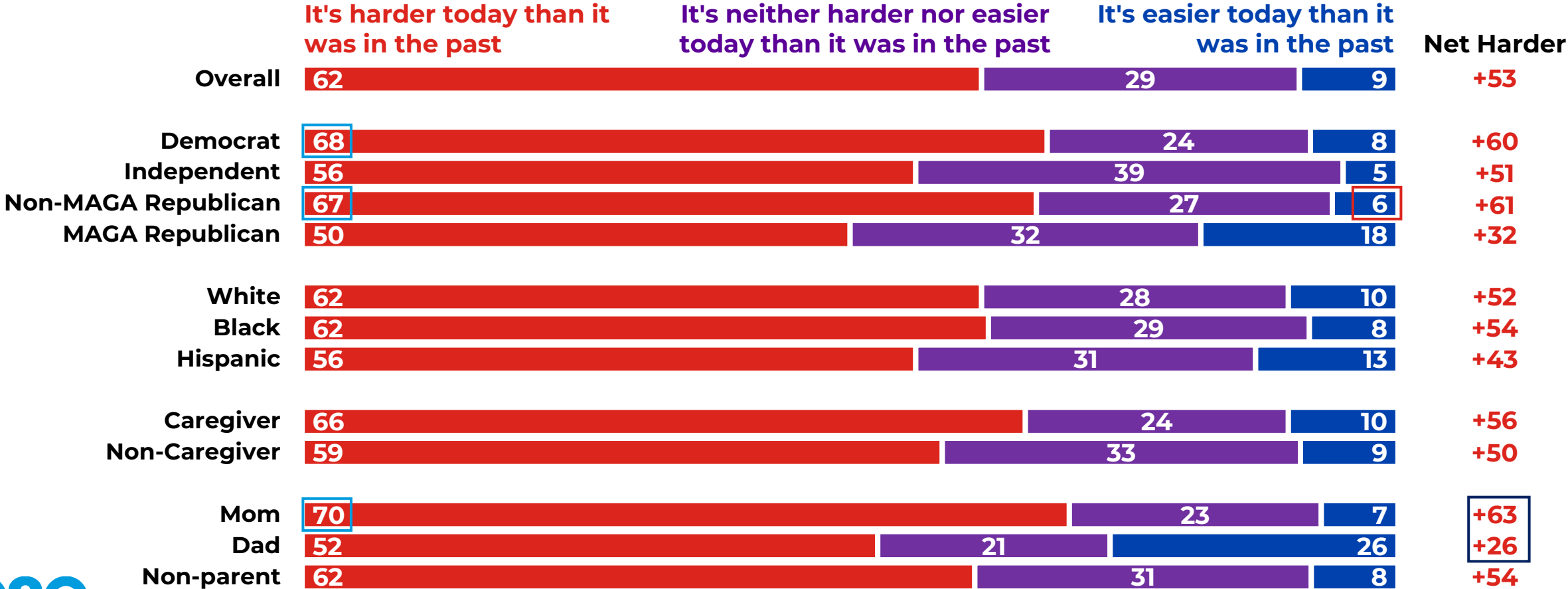


** indicates split sample

[^] Mom, Dad small sample size for split items

Though fewer rank care as a top stressor, large majorities believe it's harder than ever to provide care, particularly moms and Democrats

When it comes to caring for children and aging or disabled family members, which of the following do you agree with most, even if none are exactly right?



Most blame incomes not keeping up with costs for making care harder. Just 1-in-4 cite weaker community ties. Dads, caregivers, and Black voters most likely to blame lack of govt support

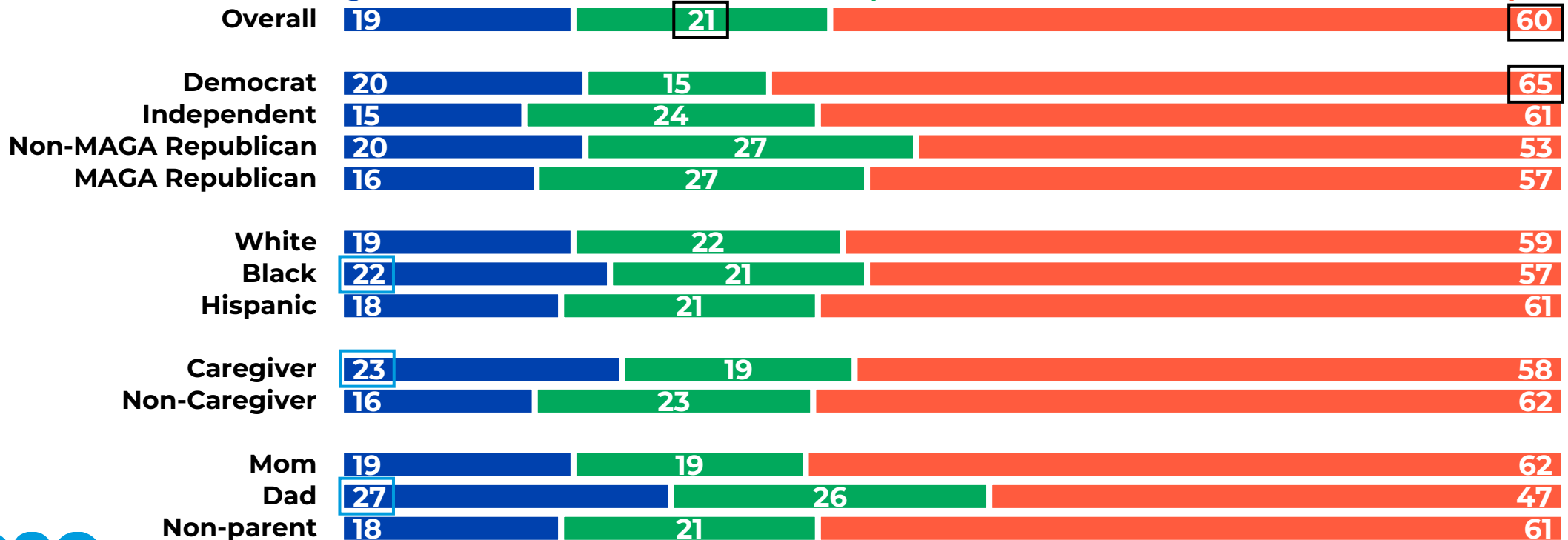
If you had to choose, which do you agree with most, even if none are exactly right?

It's harder to provide care for children and families now because...

...there isn't enough support from the government

...there's less community, and it's harder to find friends and neighbors who can be relied on to help out

...many people can no longer make ends meet and provide for their families with just one income today than it was in the past



Still, voters believe the government is responsible for helping ease the burden of caregiving. Friends and neighbors seen as least responsible

Please indicate how much you think each person or group should be responsible for helping families.

	Responsible		Not	Overall	Net Responsible										
	Responsible	Not			Dem	Ind	GOP [^]		Black	Hisp	Caregiver		Parent [^]		
								Non-MAGA	MAGA			Yes	No	Mom	Dad
The federal government	81		19	+62	+86	+60	+44	+30	+86	+64	+74	+54	+82	+70	
State governments*	81		19	+62	+84	+48	+34	+42	+80	+62	+74	+52	+84	+78	
Local governments**	77		23	+54	+72	+54	+34	+26	+78	+60	+66	+46	+72	+66	
Other relatives	64		36	+28	+26	+28	+16	+38	+32	+26	+36	+22	+40	+42	
Nonprofits and community organizations*	59		41	+18	+22	+8	+8	+22	+28	+10	+24	+14	+18	+8	
Employers	58		42	+16	+32	+16	-12	+4	+32	+20	+18	+14	+26	+38	
Churches and faith groups**	48		52	-4	-8	-10	-26	+30	+28	-2	-4	-2	-10	+10	
Friends and neighbors	35		65	-30	-30	-38	-38	-16	-4	-26	-24	-32	-34	+4	

*/** indicates split sample

[^] Mom, Dad, Non-MAGA small sample size for split items

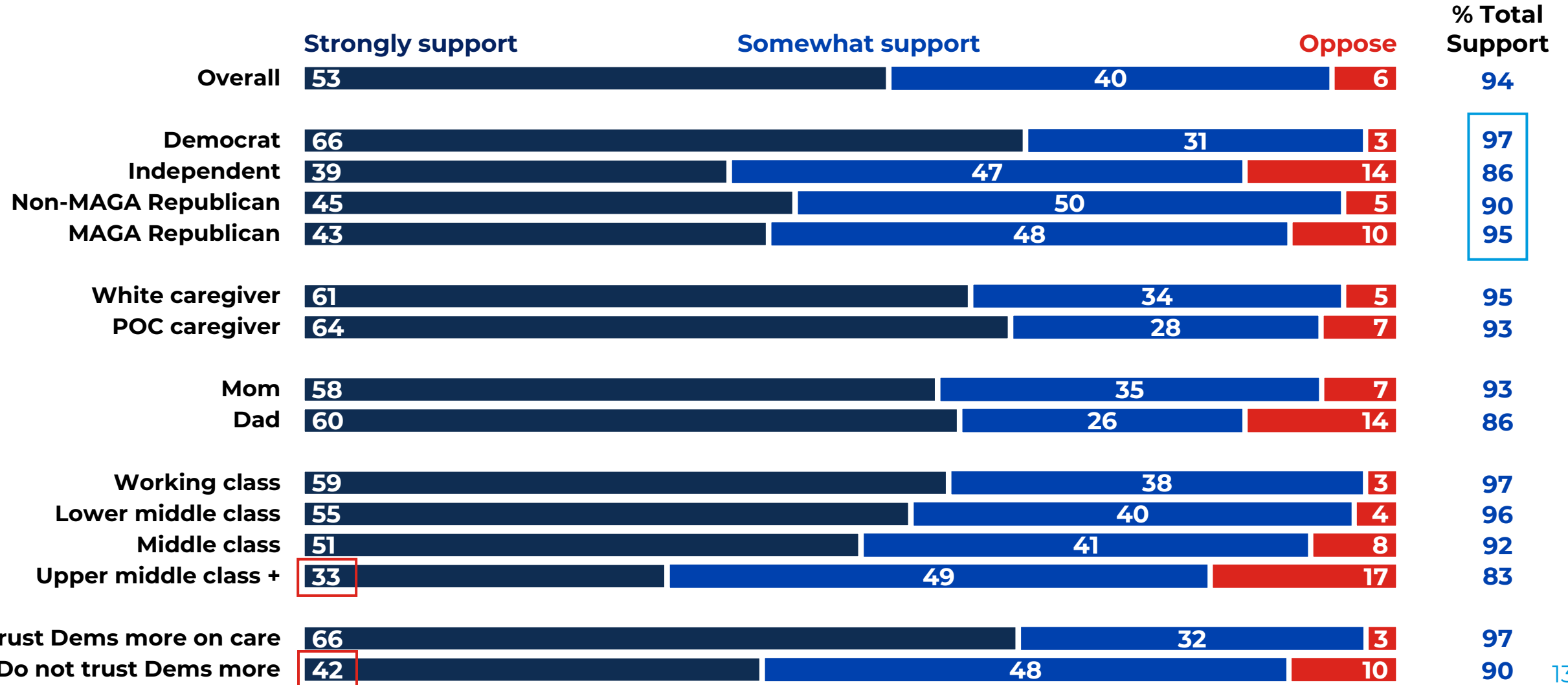
Across party lines, voters see affordable care, particularly child care, as a right. Most believe the government is failing to address rising care costs and lack trust it will fix the issue

Care Statements – Please indicate whether you agree or disagree with each

Care Statement	Agree		Disagree	Dem	Ind	GOP		% Agree		Caregiver		Parent [^]	
	80	Strongly Agree				Non-MAGA	MAGA	Black	Hisp	Yes	No	Mom	Dad
Parents and guardians should have a right to affordable child care**	90	56% strongly agree	10	95	92	90	80	93	88	92	88	93	90
The U.S. government should guarantee all families access to affordable care for children and aging or disabled loved ones*	85	48% strongly agree	15	95	76	81	72	95	87	90	80	93	85
The government's failure to address the rising cost of caring for children and aging or disabled loved ones has created the current affordability crisis for families**	83	32% strongly agree	18	90	84	88	68	86	91	89	79	88	88
Access to affordable care for children and aging or disabled loved ones should be a right*	82		19	92	69	80	73	89	83	90	77	86	83
The government has let families down by failing to address the rising cost of caring for children and aging or disabled loved ones*	81		17	95	71	70	68	89	85	90	74	91	90
I don't trust the government to address the rising cost of caring for children and aging or disabled loved ones**	79		21	81	92	79	64	81	83	81	76	81	59

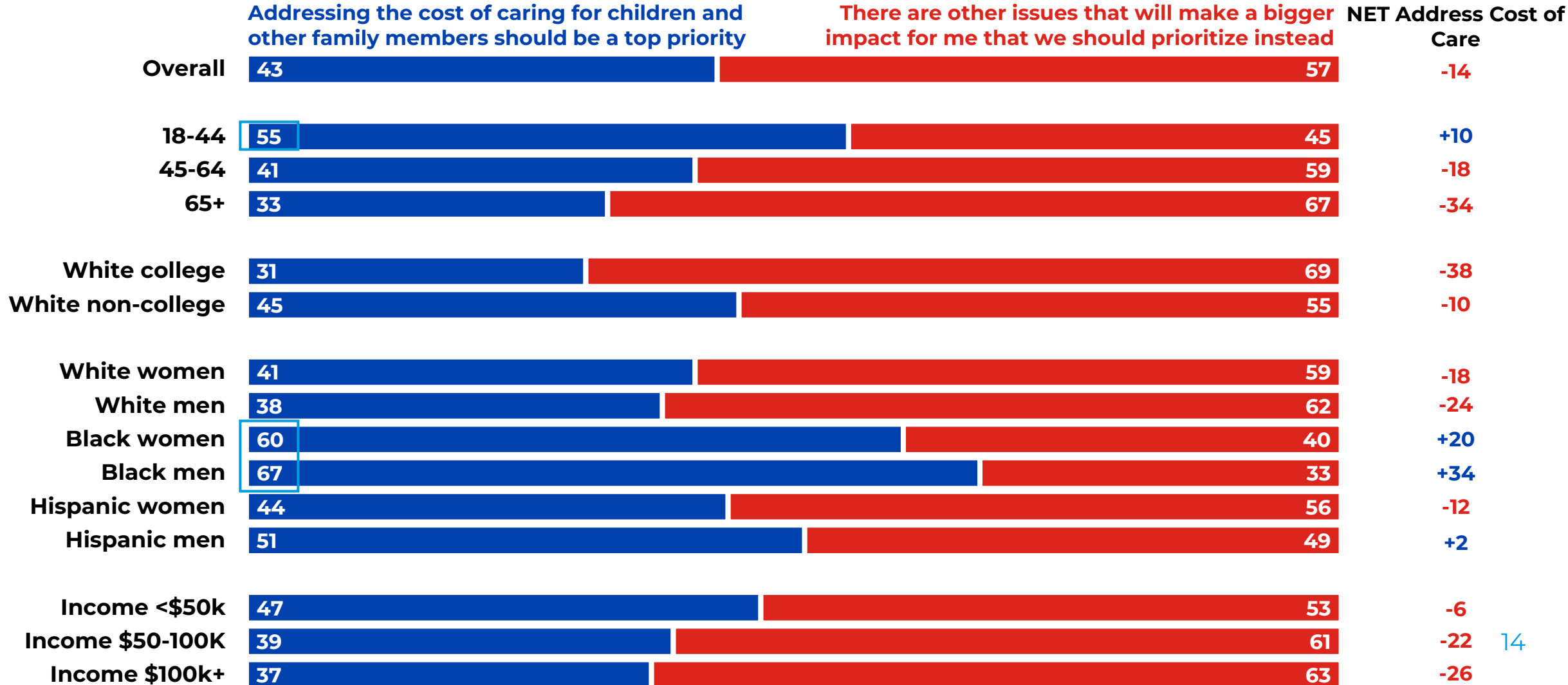
As seen in other research, there's strong bipartisan support for policies to bring down the cost of caregiving

Support for Affordable Care Policies – Initial Vote



Younger voters, who are 2 to 3x more likely to be providing or paying for child care, and Black voters also prioritize cost of care over other issues

Which of the following statements do you agree with more, even if neither is exactly right?



Key Targets for Communication

Our analysis identified two key groups of persuadable voters...

Traditional Swing voters, who are defined as follows:

- *Self-identify as independent with leaners;*
- *OR are undecided on the generic congressional ballot*

Swing Voters
constitute **25%** of the
electorate.

Care Persuadable, who are defined as follows:

- *Support care policies or believe addressing the costs associated with caregiving should be a top priority;*
- *AND hold government responsible for lowering care costs;*
- *AND believe Democrats are not focused on the issue at all*

Care Persuadable
constitute **25%** of the
electorate.

40% of **Swing** are **Care Persuadable**
41% of **Care Persuadable** are **Swing**

Swing voters are less engaged, voters of color, and disproportionately independents. Persuasion targets look similar but are whiter and lean GOP

Party Self-ID

	Overall	Swing	Pers.
Democrat	46	28	28
Independent	11	44	21
Republican	42	28	51

News Consumption

	Overall	Swing	Pers.
Seek news	67	55	54
News comes to me	33	45	46

Ethnicity

	Overall	Swing	Pers.
White	75	69	75
Total POC	25	31	25

Income

	Overall	Swing	Pers.
<\$50k	51	61	60
\$50-100k	31	25	26
\$100k+	17	14	15

Caregiver

	Overall	Swing	Pers.
Yes	44	45	47
No	56	55	53

Gender

	Overall	Swing	Pers.
Men	47	46	40
Women	53	54	60

Age

	Overall	Swing	Pers.
18-44 year olds	31	40	38
45-64 year olds	34	36	32
Seniors 65+	36	25	30

Education

	Overall	Swing	Pers.
Non-College	62	69	72
College Graduates	25	21	18
Post Graduate	12	8	10

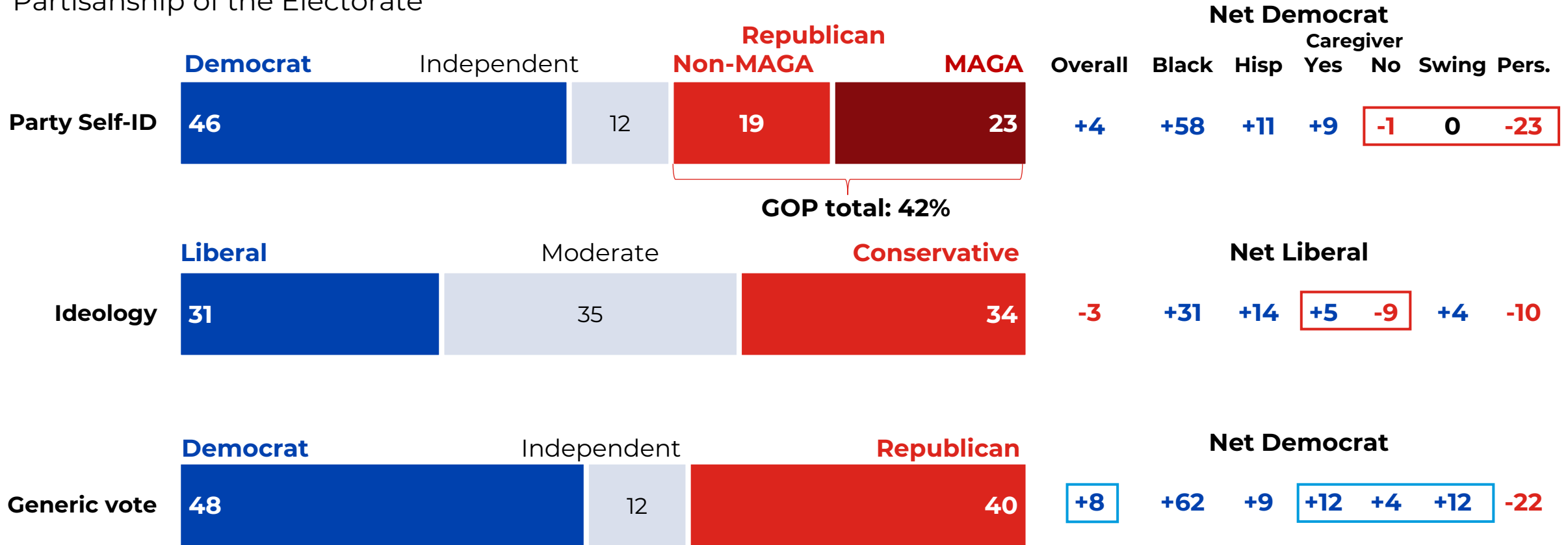
Parent

	Overall	Swing	Pers.
Yes	22	24	22
Yes - Mom	12	14	17
Yes - Dad	10	10	6
No	78	76	78

Democrats have a narrow partisan advantage and are outperforming partisanship on the generic vote, particularly with swing voters.

Caregivers more Democratic and liberal compared to non-caregivers

Partisanship of the Electorate



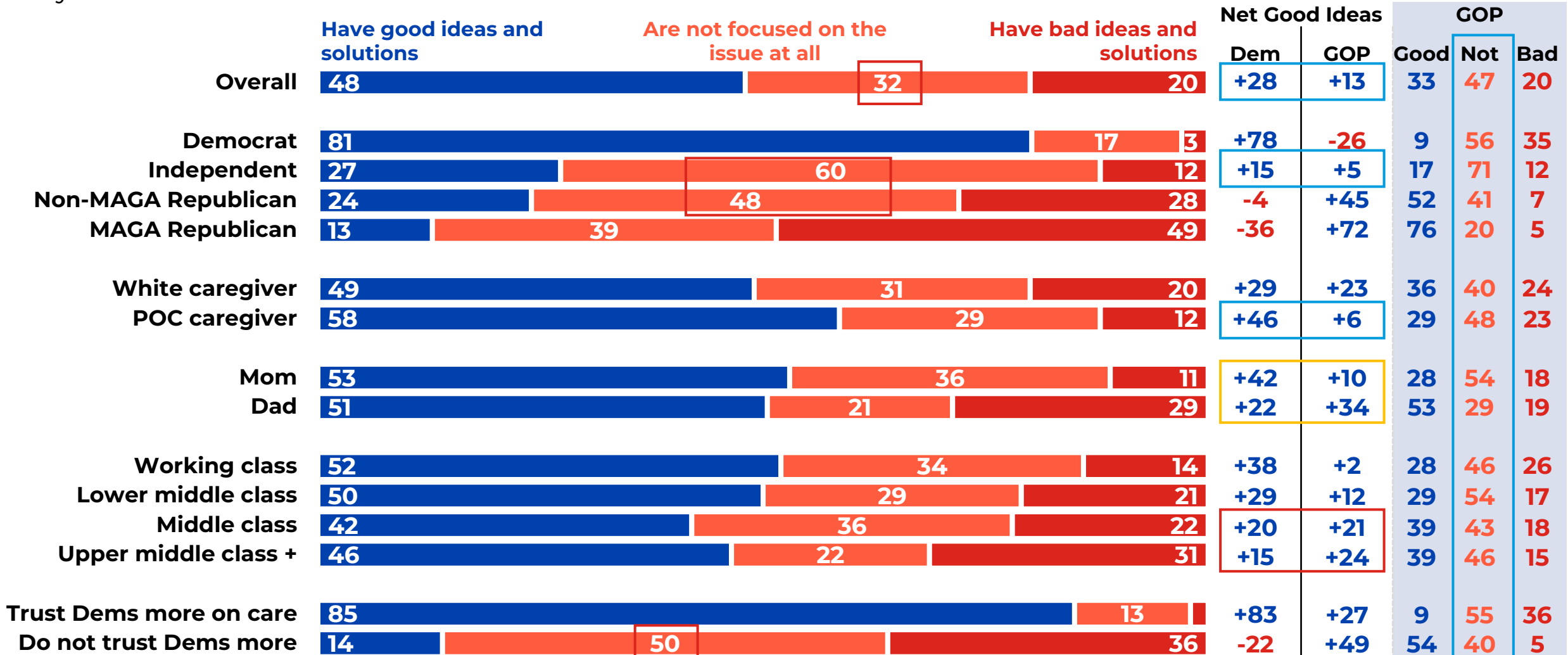
Trump and politicians in both parties are viewed negatively, though the GOP/Trump are far more unpopular than Democrats

- Democrats in Congress - 45% favorable / 48% unfavorable (-3 net fav)
- Republicans in Congress - 39% favorable / 53% unfavorable (-14)
- Donald Trump - 39% favorable / 58% unfavorable (-19)

Making Cost of Care a Democratic Strength

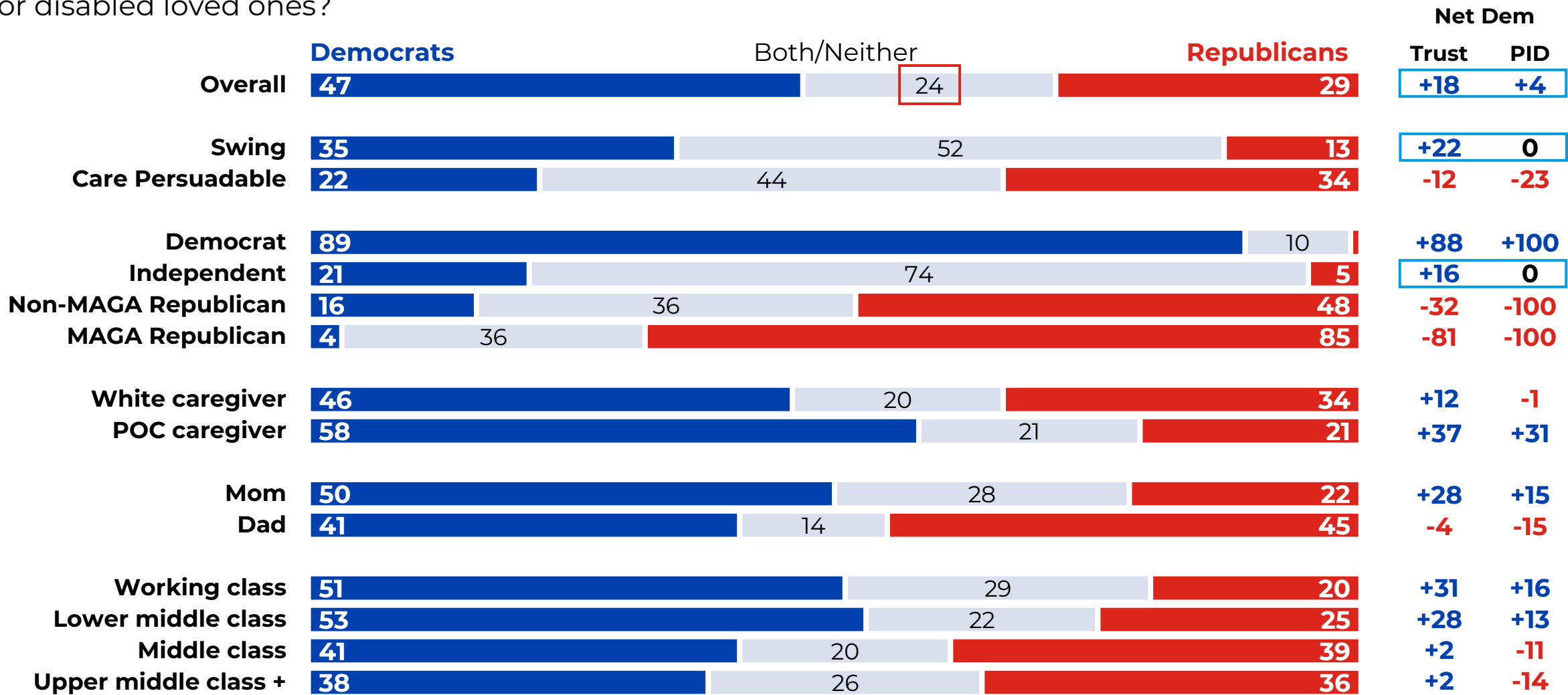
Voters align with Democrats' care cost solutions and see them as more focused on the issue than the GOP. Still, a third don't think Democrats are focused on the issue

When it comes to the costs associated with caregiving, like child care and care for aging or disabled loved ones, do you think Democrats...



Democrats have a pronounced trust advantage on addressing care costs, overperforming their partisan advantage by double-digits; Trust highest among POC caregivers, moms, lower/middle class; weakest among Dads

If you had to choose, who do you trust more to address the costs associated with child care and caring for aging or disabled loved ones?



Democrats can reinforce voter trust on care costs by layering their own personal care experiences into the conversation about affordability solutions

Informed Vote Split Test

% Very convincing
Overall Swing

Split sample

[PERSONAL EXPERIENCE] I'm not just talking about the pressures families face today; I'm living them. As a father raising kids and caring for my aging mom, I constantly stress over the cost of child care and unexpected doctors' bills while juggling work with school closures and medical appointments. Out-of-touch politicians just looking out for themselves only make it worse. It's also the reality for so many families — and why I'm fighting for policies that lower costs, from child care and long-term care for aging or disabled family members to groceries and housing.

38

26

Split sample

[ECONOMIC FRAME] Families across this country are under real pressure. Prices keep rising, paychecks don't go as far, and it's almost impossible to stay on budget when it comes to housing, health care, child care, or groceries. While families stress about how to keep up with their bills, out-of-touch politicians are just looking out for themselves. These challenges are real, and they demand action. That's why I'm fighting for policies that lower costs, from child care and long-term care for aging or disabled family members to groceries and housing.

34

23

[REPUBLICAN] Families across this country are feeling squeezed. Prices keep rising, paychecks aren't keeping up, and everyday costs like groceries, gas, utilities, and housing are stretching budgets to the breaking point. We need a candidate who will support families and communities in making decisions that are best for themselves. We need a different approach — one that puts America first by cutting wasteful spending in D.C., unleashing American energy to lower energy costs, bringing manufacturing jobs back home, and letting workers, small businesses, and families keep more of what they earn.

33

27

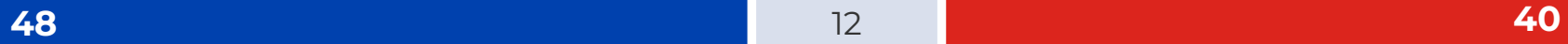
Democrat Jeff Anderson

Undecided

Republican Tim Clark

Net Dem

Initial Vote



+8

Read Personal



+11

Read Economic



+4

Personal profile boosts support for a Democrat and, importantly, reduces defection. Gains are strongest among independents, college-educated voters, caregivers, and swing and persuadable targets

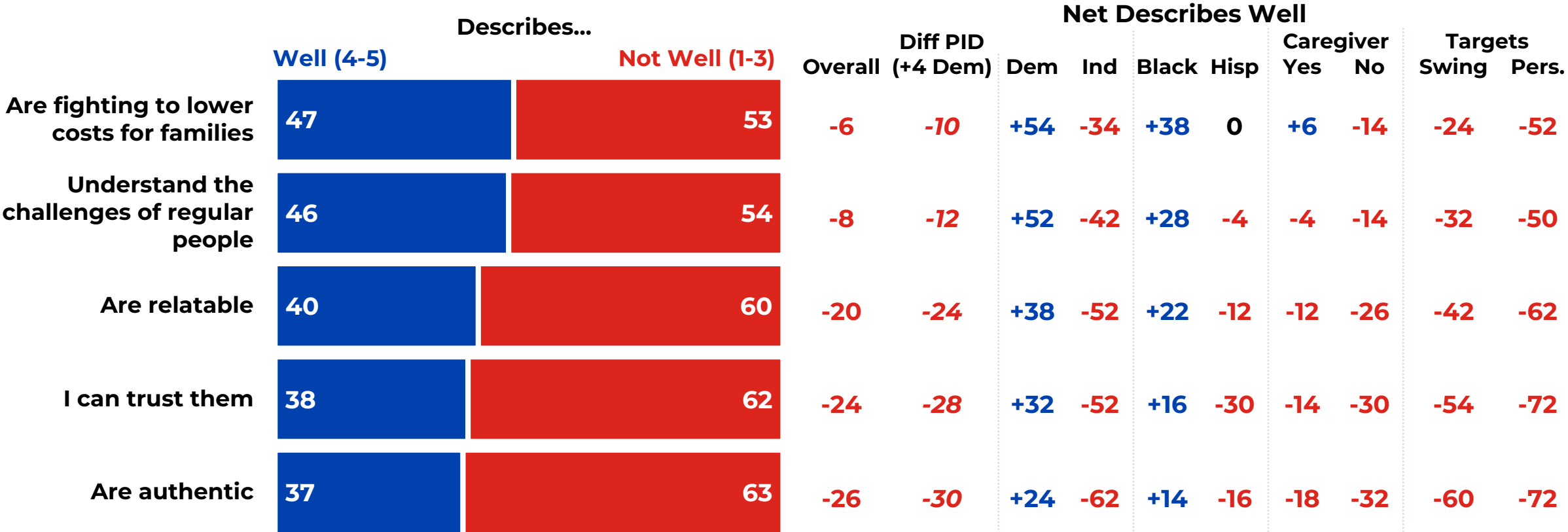
Movement – Initial Generic to Post-Profiles vote

	Net Democrat					
	READ: Personal			READ: Economic		
	Initial	Post-Profiles	Change	Initial	Post-Profiles	Change
Overall	+8	+11	+3	+8	+4	-4
Swing	+9	+12	+3	+16	+7	-9
Care persuadable	-25	-16	+9	-20	-20	0
Democrat	+94	+87	-7	+92	+78	-14
Independent	+10	+18	+8	+17	+8	-9
Non-MAGA Republican	-70	-54	+16	-76	-58	+18
MAGA Republican	-97	-88	+9	-95	-92	+3
White non-college	-8	-8	0	-11	-12	-1
White college	+19	+27	+8	+6	-5	-11
Black	+50	+43	-7	+72	+66	-6
Hispanic	-5	+2	+7	+24	+31	+7
White caregiver	+14	+20	+6	-2	-2	0
POC caregiver	+22	+29	+7	+32	+32	0
Non-caregiver	+3	+2	-1	+6	+2	-4
Mom*	+29	+27	-2	-1	+10	+11
Dad*	-11	-7	+4	-23	-15	+8

* Small sample size

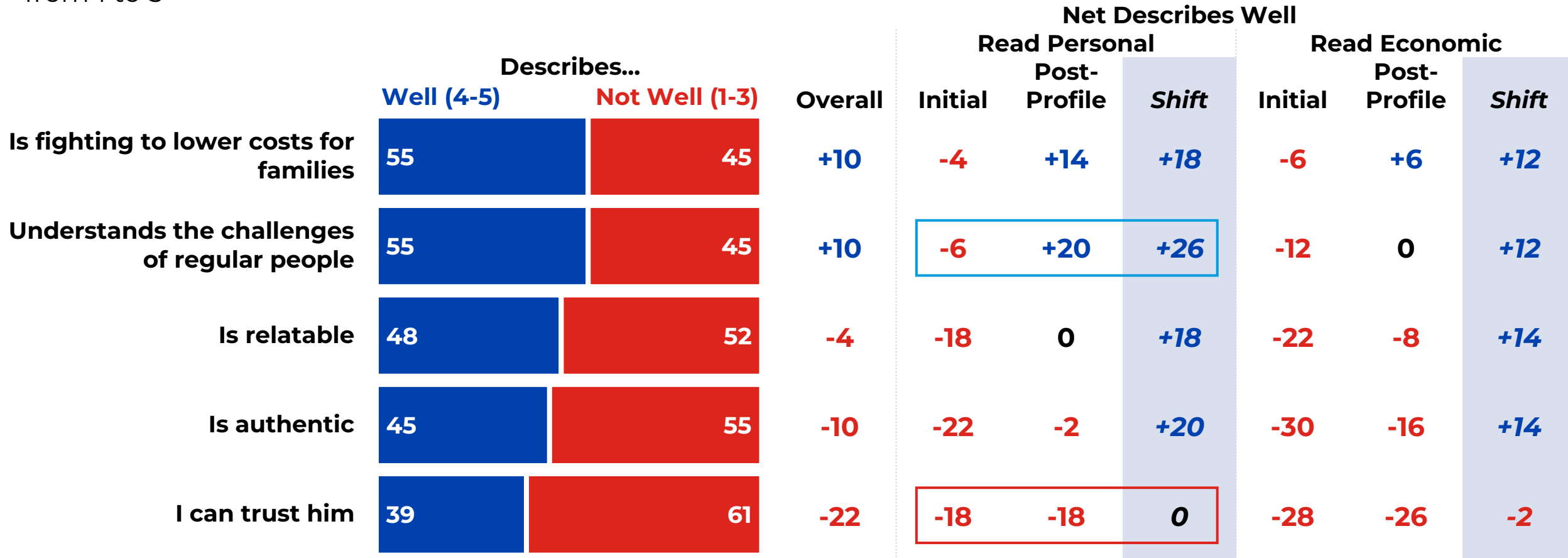
Democrats underperform partisanship on key attributes; Voters, especially targets, most likely to initially see Democrats as untrustworthy and inauthentic

Please indicate how well you think each description describes Democrats on a scale from 1 to 5



Personal profile improves perceptions more than an Economic one, especially on fighting to lower costs, understanding regular people's challenges, and authenticity. Neither profile improves trust

Post-Profiles: Please indicate how well you think each description describes Democrat Jeff Anderson on a scale from 1 to 5



Communicating about Care Solutions

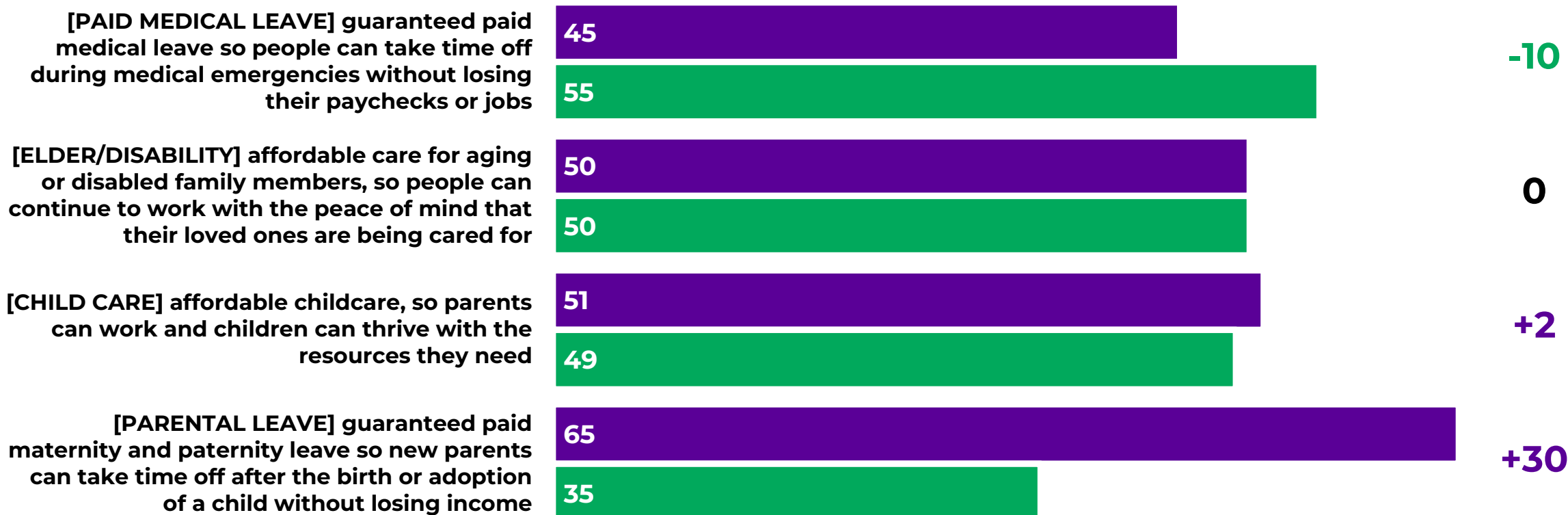
Talking about a comprehensive approach that combines care policies is often better than only naming individual policies, except for paid medical leave

Skyrocketing prices and stagnant wages have made it harder than ever for families to afford basics like groceries, housing, and health care....

[COMBINED] We need a comprehensive solution for families that brings down the costs of caring for children and aging or disabled loved ones and guarantees paid leave to provide families with financial security and support when they need it most.

[INDIVIDUAL] We need policies that make it easier for families to make ends meet like...

Net Combined



Pro-Care Policies Messages – Full Text

[SINGLE INCOME]* Families shouldn't have to choose between caring for a loved one and paying the bills. The ability to stay home to care for family shouldn't be a privilege reserved for the very wealthy - it should be a realistic option for working families, too.

[MORE DIFFICULT]* With prices rising for everything, it's harder than ever for families to afford the things they need, like groceries, housing, and health care. We need policies that help bridge the gap and ensure that everyone is able to care for their families.

[ALL CAREGIVERS] At some point in all of our lives, we'll all need someone to care for us. Whether you're a son, parent, or granddaughter, it's a universal experience, caring for family members and eventually being cared for ourselves. We need policies that lower the cost of care without sacrificing quality to help support families when they need it most.

[MORAL - AMERICA]** It's not right that in America, the richest country on earth, too many families can't afford groceries, much less afford to care for their families. In this country, we're not going to NOT take care of our kids and disabled or elderly family members, so we need policies to ensure everyone gets the support they need.

[MORE DIFFICULT - BACKWARDS]** It used to be so much easier to take care of a family. But today, with prices rising for everything, it's harder than ever for people to afford the things they need, like groceries, housing, and health care. We need policies that help bridge the gap and ensure that everyone is able to care for their families, like we did for previous generations.

[GOV'T]* Government should guarantee that workers can take time off to care for themselves and loved ones and that parents can take time off after the birth of their kid without losing their jobs or paychecks. And we should ensure that everyone has access to affordable child care and long-term care for disabled and aging family.

[CHOICE]** Families should have the freedom to make the choice that's right for them - whether that's staying home to care for a loved one or continuing to work. But too often, only the wealthiest Americans get to decide for themselves. No parent should be forced to stay home because child care costs more than their paycheck. And no parent should be forced to work when their family needs them.

[OLD SOLUTION/NEW IDEAS] When it comes to the costs of caring for children and aging or disabled loved ones, the same old ideas and policies just aren't working. We're not doing enough to help families who are fighting skyrocketing costs and juggling jobs while caring for children and aging or disabled loved ones. It's time for big, bold ideas that will actually lower the cost of caring for a family.

[VILLAGE] Caring for a family isn't easy - it takes a village. But not all of us have neighbors we can trust or relatives nearby, and sometimes even that support isn't enough. With all the pressures facing families today, they need more support, resources, and flexibility for taking on the responsibility of caring for children and loved ones as they get older.

[INDIVIDUAL] We simply don't do enough to support and recognize the people who are making sacrifices to care for their families. There are things we just have to do to give our kids the best opportunities and our aging and disabled family members the best care. We need to ease these financial burdens of providing care, so families can thrive, not just survive.

[MORAL - EQUAL PLAYING FIELD]* It's not right that some people aren't able to afford to care for their families. We need policies that level the playing field and ensure that everyone can afford the care and support they need.

[GOV'T - RESPONSIBILITY]** Government has a responsibility to guarantee that workers can take time off to care for themselves and loved ones, and that parents can take time off after the birth of their kid without losing their jobs or paychecks. It's the government's responsibility to guarantee that everyone has access to affordable child care and long-term care for disabled and aging family members.

[BROADER ECON] Supporting people while they're caring for their families supports our economy. It frees up money for things like education and job training so that families can make more money, and the workforce is more productive.

[COMMUNITY GROUPS] Community groups and organizations are already trying to lighten the cost of caring for their loved ones, but they need more support. We should increase funding to nonprofits, community groups, and church programs that help people who are caring for their families.

We should acknowledge the growing strain of caregiving, connect it to rising costs like groceries and housing, and emphasize that giving and receiving care is both universal and a shared moral responsibility

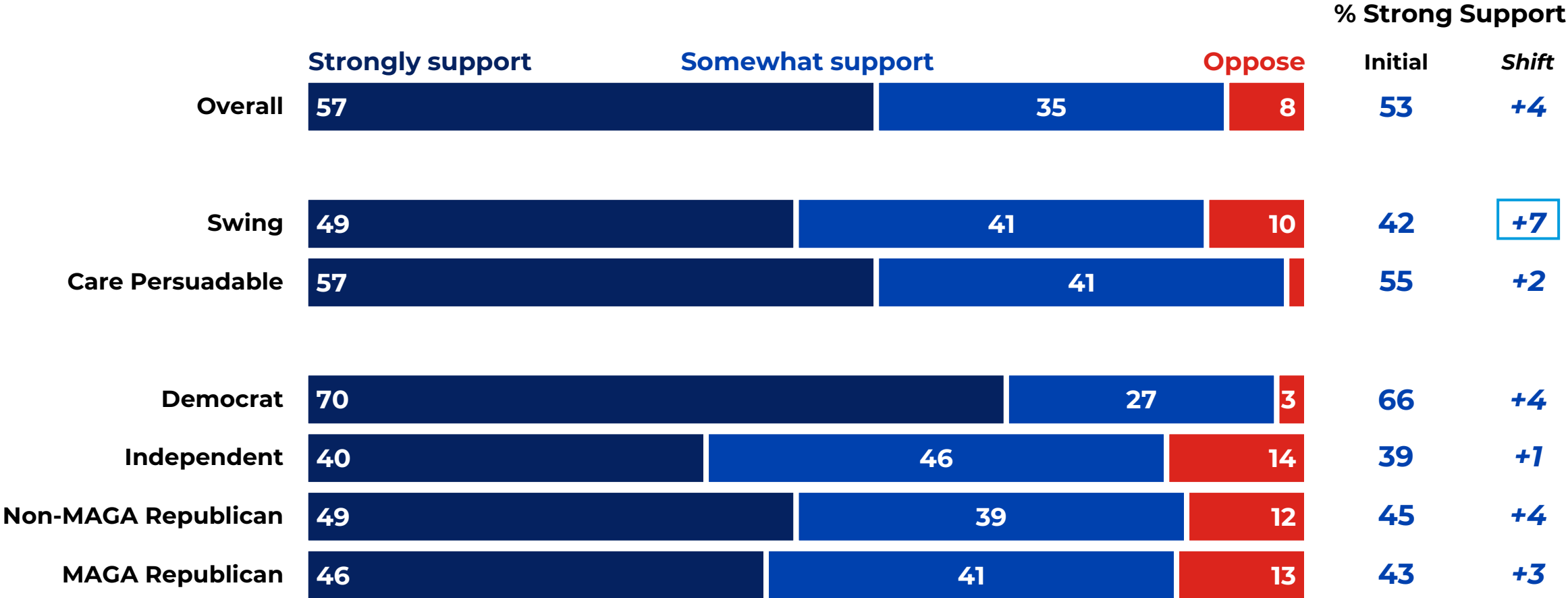
Pro-Care Policies Messaging

Overall	Targets		Mean Convincing (1-5 scale)				Caregiver			
	Swing	Pers.	Dem	Ind	MAGA	Non-MAGA	White	POC	Non	
4.18	4.00	4.20	4.42	3.72	4.00	3.97	4.36	4.33	4.04	[SINGLE INCOME]*
4.09	4.00	4.18	4.39	3.72	3.83	3.86	4.27	4.28	3.95	[MORE DIFFICULT]*
4.05	3.95	4.08	4.29	3.84	3.82	3.92	4.18	4.15	3.96	[ALL CAREGIVERS]
4.03	3.95	4.21	4.34	3.91	3.70	3.88	4.13	4.25	3.94	[MORAL - AMERICA]**
3.99	3.84	4.13	4.27	3.81	3.76	3.79	3.96	4.14	3.98	[MORE DIFFICULT - BACKWARDS]**
3.99	3.74	4.06	4.34	3.50	3.68	3.86	4.14	4.27	3.83	[GOV'T]*
3.98	3.90	4.08	4.28	3.75	3.76	3.78	3.98	4.20	3.94	[CHOICE]**
3.95	3.90	4.08	4.26	3.79	3.58	3.72	4.04	4.20	3.84	[OLD SOLUTION/NEW IDEAS]
3.92	3.85	3.93	4.18	3.75	3.58	3.78	4.03	4.12	3.81	[VILLAGE]
3.89	3.71	4.05	4.15	3.66	3.69	3.70	3.97	4.17	3.79	[INDIVIDUAL]
3.89	3.75	3.80	4.26	3.57	3.58	3.54	3.99	4.24	3.74	[MORAL - EQUAL PLAYING FIELD]*
3.77	3.76	4.06	4.16	3.71	3.33	3.40	3.88	4.12	3.63	[GOV'T - RESPONSIBILITY]**
3.70	3.63	3.62	3.94	3.46	3.58	3.36	3.76	3.85	3.64	[BROADER ECON]
3.68	3.59	3.74	3.87	3.60	3.47	3.60	3.68	3.97	3.61	[COMMUNITY GROUPS]

*/** indicates split sample

Messaging increases the intensity of support for policies to help with cost of care, particularly with political swing voters

[POST-MESSAGING] Support for policies to help people with the cost of caring for their family



It also increases saliency of addressing the cost of care across key subgroups, driving it to parity with the prioritization of other issues

Movement - Prioritize addressing the cost of caring for children and family vs. Prioritize other issues

	Post-Messaging Re-Ask		NET Address Costs		
	% Address Costs	% Other issues	Re-ask	Initial	Change
Overall	50	50	0	-14	+14
Swing	47	53	-6	-24	+16
Care persuadable	44	56	-12	-28	+14
Democrat	58	42	+16	-2	+18
Independent	50	50	0	-12	+12
Non-MAGA Republican	48	52	-4	-18	+14
MAGA Republican	39	61	-22	-36	+14
White non-college	50	50	0	-10	+10
White college	39	62	-22	-38	+16
Black	70	30	+40	+26	+14
Hispanic	58	42	+16	-6	+22
White caregiver	55	45	+10	-8	+18
POC caregiver	66	34	+32	+16	+16
Non-caregiver	44	56	-12	-26	+14
Mom	61	39	+22	+16	+6
Dad	59	41	+18	+2	+16

After messaging, the advantage of the personal profile persists, though both profiles produce big gains

Movement – Post-Profiles to Final Vote

	Net Democrat					
	READ: Personal			READ: Economic		
	Post-Profiles	Final	Change	Post-Profiles	Final	Change
Overall	+11	+17	+6	+4	+13	+9
Swing	+12	+21	+9	+7	+23	+16
Care persuadable	-16	-11	+5	-20	-8	+12
Democrat	+87	+89	+2	+78	+84	+6
Independent	+18	+26	+8	+8	+25	+17
Non-MAGA Republican	-54	-37	+17	-58	-46	+12
MAGA Republican	-88	-85	+3	-92	-86	+6
White non-college	-8	-1	+7	-12	-4	+8
White college	+27	+29	+2	-5	+4	+9
Black	+43	+49	+6	+66	+72	+6
Hispanic	+2	+13	+11	+31	+37	+6
White caregiver	+20	+20	0	-2	+5	+7
POC caregiver	+29	+35	+6	+32	+40	+8
Non-caregiver	+2	+10	+8	+2	+10	+8
Mom*	+27	+35	+8	+10	+18	+8
Dad*	-7	+4	+11	-15	-7	+8

* Small sample size

Focus groups revealed a key tension: voters don't prioritize care policies partly because they distrust the political system to pass them and fear tradeoffs—higher costs for families or lower-quality paid care

In abstract, the caregivers were highly supportive of the policies and clearly saw the potential benefits in their own lives, but they also expressed extreme skepticism about our country's ability to achieve them. The white women, in particular, were also focused on the trade offs for families if the country is successful in passing cost of care solutions.

White Women Caregivers

*"If the government puts a flat rate on all child care, **the care would be affordable, but would it be good?**"*

*"Someone has to pay for it, and **so it will be passed along to us somewhere.**"*

*"**I feel like we're in too deep.** I just don't know how things are going to change."*

Black Women Caregivers

*"**Government agencies** and the state of Georgia really **don't care about the elderly.**"*

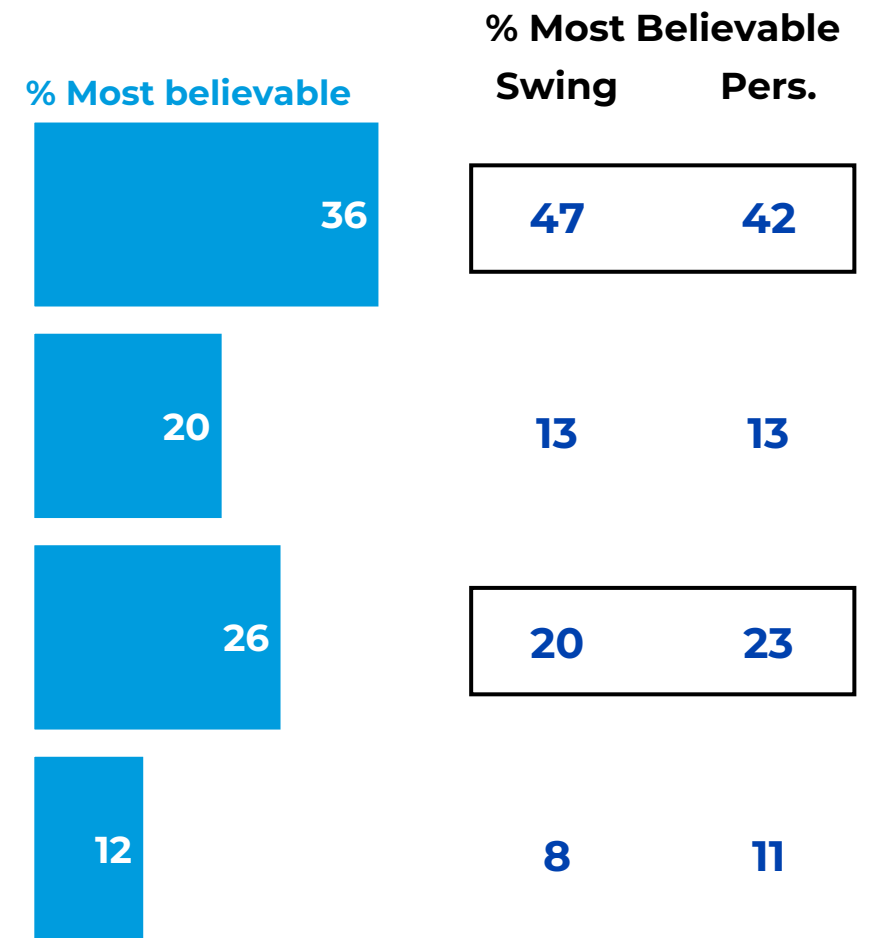
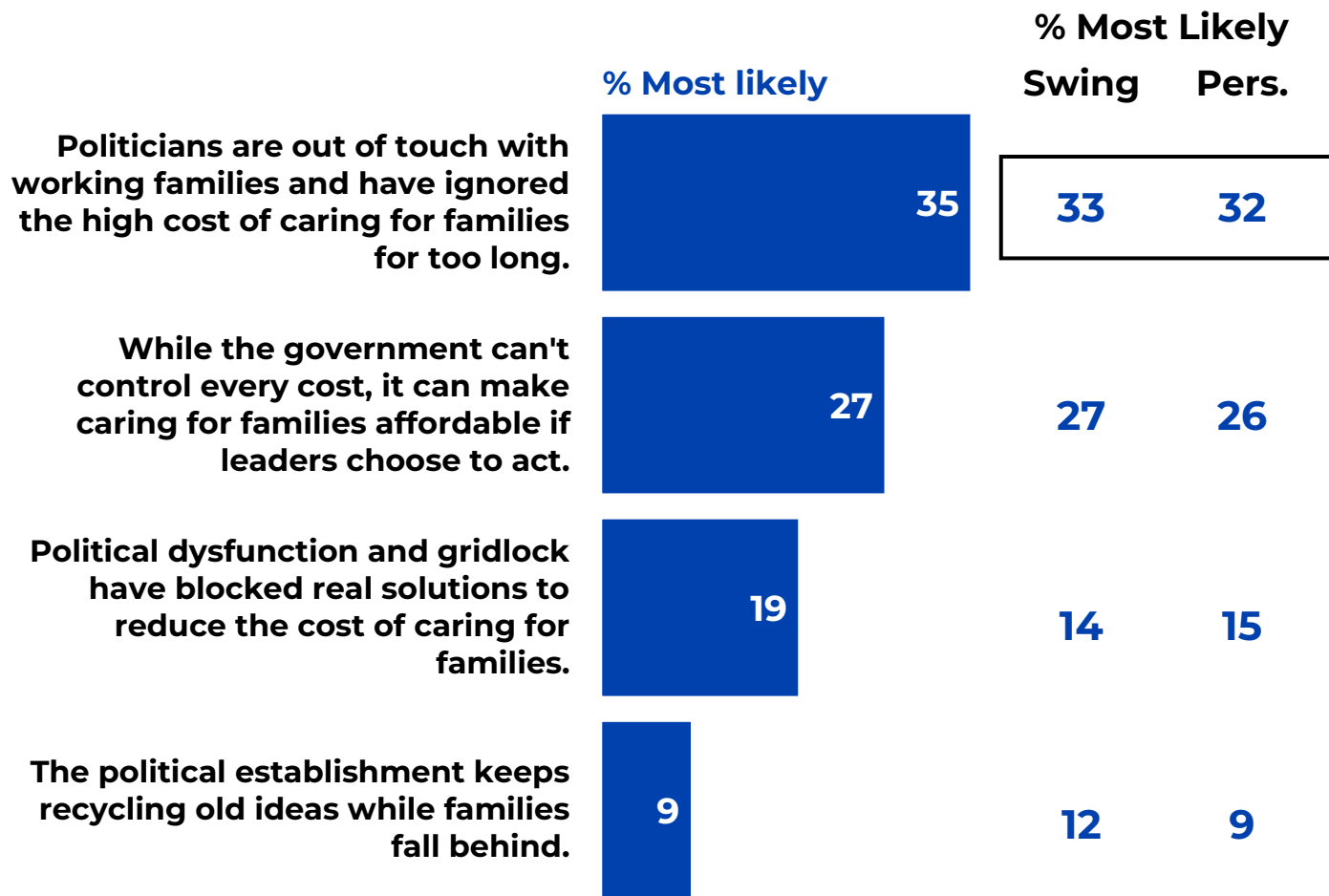
*"[Politicians] tell us what we want to hear, but **oftentimes it doesn't happen.**"*

*"Introducing something and actually pushing it through are **two different things.**"*

We need to turn this obstacle into an asset and call out the political system as the villain in this story. Voters are most likely to view politicians as out of touch and ignoring the problem

Which of the following messages makes you most likely to support policies that help people caring for children and aging or disabled loved ones?

Which of the following messages is most believable to you?



Calling out a broken system driven by out-of-touch politicians that prioritize the status quo most effective critique of political system

Costs Positive Messages

Overall	Targets		% Very Convincing				Caregiver		
	Swing	Pers.	Dem	Ind	MAGA	Non-MAGA	White	POC	Non
46	39	45	57	29	39	41	43	50	47
45	41	42	53	33	38	44	47	47	43
43	40	43	53	37	33	39	45	50	41
38	31	36	42	27	34	43	39	36	38
36	29	28	42	29	31	35	37	45	33

[BROKEN] Anderson says that politics in this country is broken. Year after year, the same politicians run for re-election promising change, but they never deliver. Even the bills they do pass don't actually change anything. We need leaders who will deliver real, significant changes to support families and lower the cost of living.

[OUT OF TOUCH] Anderson says that politicians in both parties are out of touch. They're rich and looking out for themselves, not working Americans. That's why they haven't done anything to support Americans who are struggling to afford to care for their families.

[ESTABLISHMENT] Anderson says that for years now, politicians have failed to get anything done. They're focused on protecting a status quo that works for people like them instead of helping Americans who are struggling to afford caring for their families.

[NEW IDEAS] Anderson says that the political establishment in D.C. doesn't have any new ideas to actually make things cheaper. They're running the same old playbook instead of creating new solutions that will actually help Americans who are struggling to afford caring for their families.

[NO EXCUSE] Anderson says that when it comes to issues where government can make a difference, like bringing down the cost of caring for our families, our leaders have no excuse for not doing everything they can to help families thrive.

Conclusions and Recommendations

Conclusions

Support for policies to address caregiving costs is sky-high, yet voters are more likely to prioritize other economic concerns. The strategic opportunity is not to increase support, but to close the gap between support (94%) and urgency (43% prioritize cost of care over other issues).

Encouragingly, our messaging effectively increases the salience and urgency of addressing the cost of care. After exposure to messaging, support for cost-of-care policies remains strong, and more importantly, the urgency gap closes. Post-messaging, an equal share of voters prioritize addressing the cost of care and other issues, eliminating the initial double-digit deficit between the two. Our best message is built on three pillars: 1) Raise urgency by connecting care policies to voters' broader cost stressors, 2) leverage an authentic personal narrative to increase Democratic credibility on the issue, and 3) critique the political system by making clear both parties are out of touch, protecting the broken status quo above what families need to thrive.

Democrats enter 2026 with an advantage, but warning signs indicate the environment remains fluid. Democrats are under water on favorability (-3 fav), particularly among political swing voters (-17). Meanwhile, voters don't see Democrats as fighting to lower their costs (-6 describes Democrats well) or as understanding of the challenges regular people are facing (-8).

Addressing the cost of care is not only sound policy politics; it strengthens Democratic electoral standing—a necessity in this fluid political environment as we look to November's midterm elections. A generic Democrat begins with a +8 advantage. After exposure to the Personal profile, that margin expands to +11 (51% Democrat – 40% Republican). By contrast, a broader Economic profile narrows the lead to just +4 (46% – 42%). Beyond vote margin, caregiving-focused messaging substantially improves perceptions of Democrats on key attributes, including fighting to lower costs for families and understanding the challenges facing everyday Americans.

Democrats are stronger than Republicans on this issue, but our trust advantage isn't locked in. Voters align more closely with Democrats on addressing caregiving costs (48% say Democrats have good ideas and solutions vs. 33% for Republicans). However, 32% of voters believe Democrats are not focused on this issue at all and 24% saying they trust both/neither parties to address the issue. This creates an issue environment in which Democrats must center clear and regular communication on addressing the rising costs of care alongside leaning into their own personal caregiving experiences. If Democrats fail to do this, Republicans have room to compete and chip away at our trust advantage on this issue.

Crafting a credible cost of care message

- 1. Define the problem:** Politics in this country is broken. Dysfunction and gridlock mean both parties are failing to deliver real, meaningful changes that help families keep up with the rising cost of living.
- 2. Name the villain to critique the current broken status quo:** Out-of-touch politicians in both parties are too busy protecting the status quo that benefits them to stand up for Americans struggling to afford to care for their families.
- 3. Acknowledge increased strain of caregiving:** Meanwhile, caring for children and aging or disabled family members is harder today than ever. No family should have to choose between caring for someone they love and paying the bills.
- 4. In doing so, leverage an authentic personal narrative to increase Democrats' credibility on the issue:** I'm not just talking about the pressures families face today; **I'm living them...** [use personal examples to make this case].
- 5. Connect affordable care policies to rising costs that are top of mind (groceries, housing, utilities, health care):** That's why I'm fighting to lower costs across the board, from child care and long-term care for aging and disabled family members to groceries, housing, utility bills, and health care.
- 6. Emphasize giving and receiving care is a universal and shared moral responsibility:** Whether you're a son, parent, or granddaughter, caring for loved ones and eventually being cared for ourselves is a universal experience. In the richest country in the world, we are not going to turn our backs on our kids, seniors, or families.
- 7. Focus on combined policies and emphasize real benefits for families:** We need policies that help lower the cost of Americans caring for their loved ones without sacrificing the quality of care or passing costs down to families who are already struggling to make ends meet. We need a comprehensive guarantee paid leave policy so people can take time off to care for children, the elderly, and disabled family members without losing their paychecks or jobs.

GSG FOR CFFE PAC, MARCH 2026

Thank You



NEW YORK | WASHINGTON, DC | CHICAGO | DENVER | HARTFORD | LOS ANGELES | NASHVILLE | SEATTLE



Appendix

Demographics of the Electorate

Gender	Overall	Black	Hispanic
Men	47	39	43
Women	53	61	57

Age	Overall	Black	Hispanic
18-29 year olds	10	18	18
30-44 year olds	21	19	40
45-54 year olds	15	19	14
55-64 year olds	19	17	15
Seniors 65+	36	27	14

Education	Overall	Black	Hispanic
High School or Less	24	32	29
Some College	38	43	45
College Graduates	25	16	19
Post Graduate	12	8	7

Parent	Overall	Black	Hispanic
Yes	22	32	39
Yes - Mom	12	19	23
Yes - Dad	10	13	16
No	78	68	61

MAHA Movement	Overall	Black	Hispanic
Yes, consider myself supporter	30	21	35
No	46	53	46
Not sure	24	27	20

News Consumption	Overall	Black	Hispanic
Seek news	67	61	57
News comes to me	33	39	43

Region	Overall	Black	Hispanic
Northeast	18	17	17
Midwest	22	16	10
South	37	59	49
West	23	8	23

Income	Overall	Black	Hispanic
<\$50k	51	70	58
\$50-100k	31	22	30
\$100k+	17	8	13

Caregiving Profile of the Electorate

Caregiver	Overall	Black	Hispanic
Yes	44	47	58
No	56	53	42

Paying for Care	Overall	Black	Hispanic
Yes	8	11	14
No	92	89	86

Receiving Gov't Benefits	Overall	Black	Hispanic
Yes	36	44	39
No	64	56	61

AMONG CAREGIVERS:

Type of Care	Overall	Black	Hispanic
Child care	14	17	21
Elder care	17	18	18
Disability care	11	9	18
Something else	2	3	2
<i>Not caregiver</i>	56	53	42

Paid	Overall	Black	Hispanic
Yes	8	14	17
No	92	86	83

AMONG CAREGIVERS:

Duration	Overall	Black	Hispanic
<1 Year	31	25	21
1-3 Years	34	37	35
4-10 Years	19	24	23
10+ Years	16	14	21

Caregiver Gender	Overall	Black	Hispanic
Men	46	40	47
Women	54	60	53

Age	Overall	Black	Hispanic
18-44	39	42	62
45-64	39	39	29
Seniors 65+	22	19	9

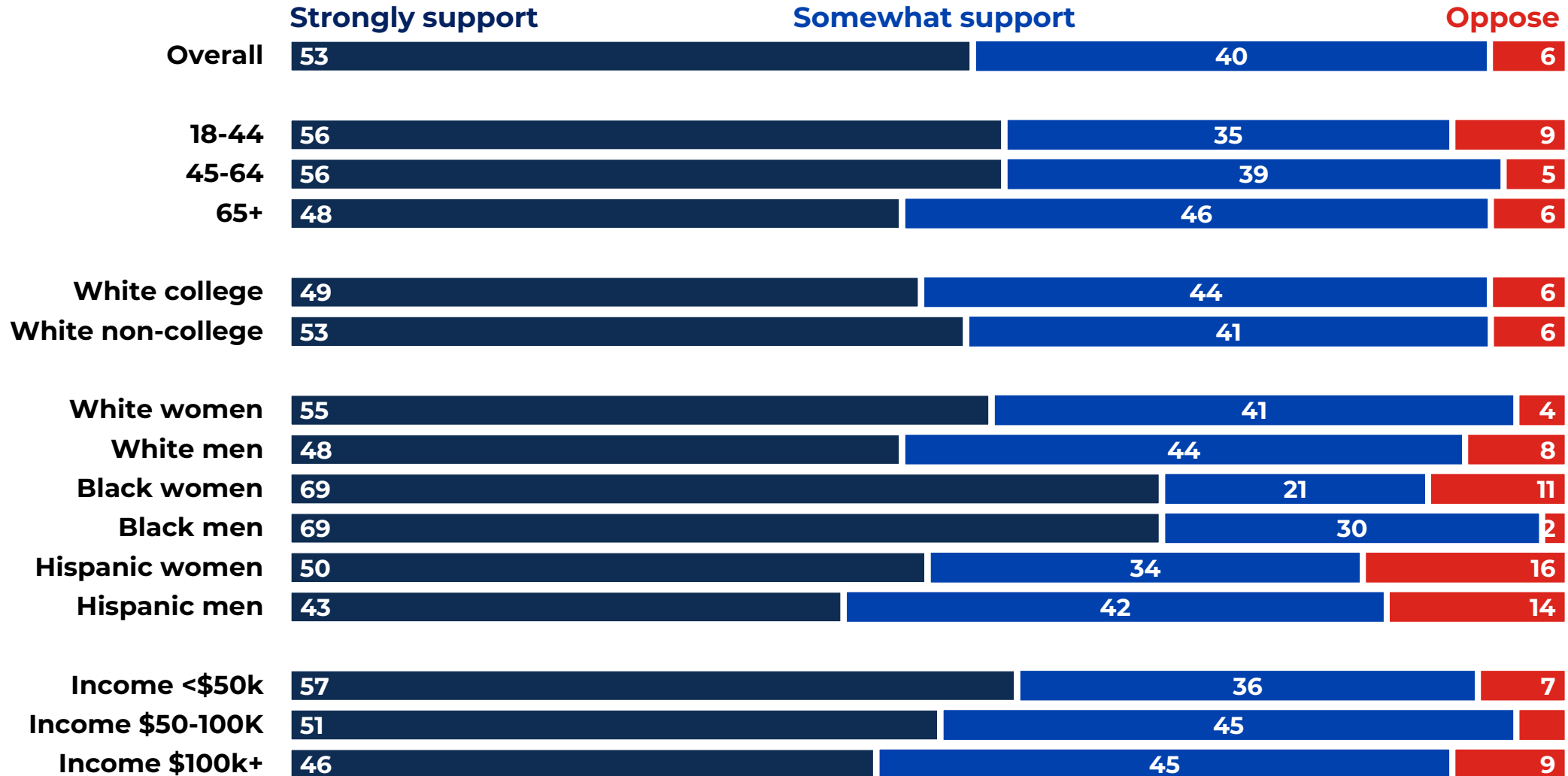
Education	Overall	Black	Hispanic
College	35	24	22
Non-college	65	76	78

Party Self-Identification	Overall	Black	Hispanic
Democrat	49	72	47
Independent	12	15	13
Republican	40	13	40



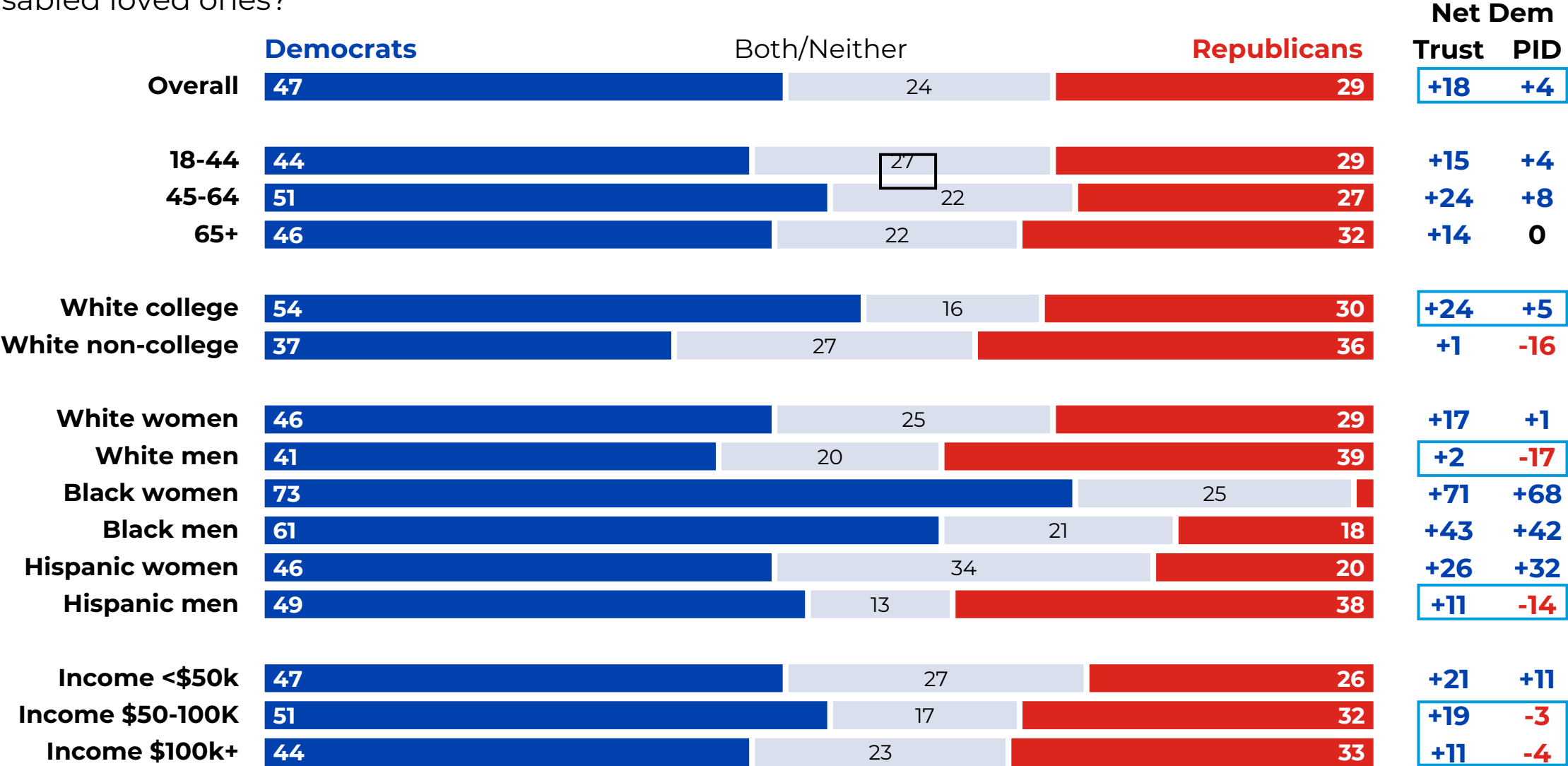
There's intense support for policies to help address the cost of care across key subgroups and the political spectrum

Do you support or oppose policies to help people with the cost of caring for their family, such as bringing down the costs of child care, caring for aging loved ones, or disabled family members?



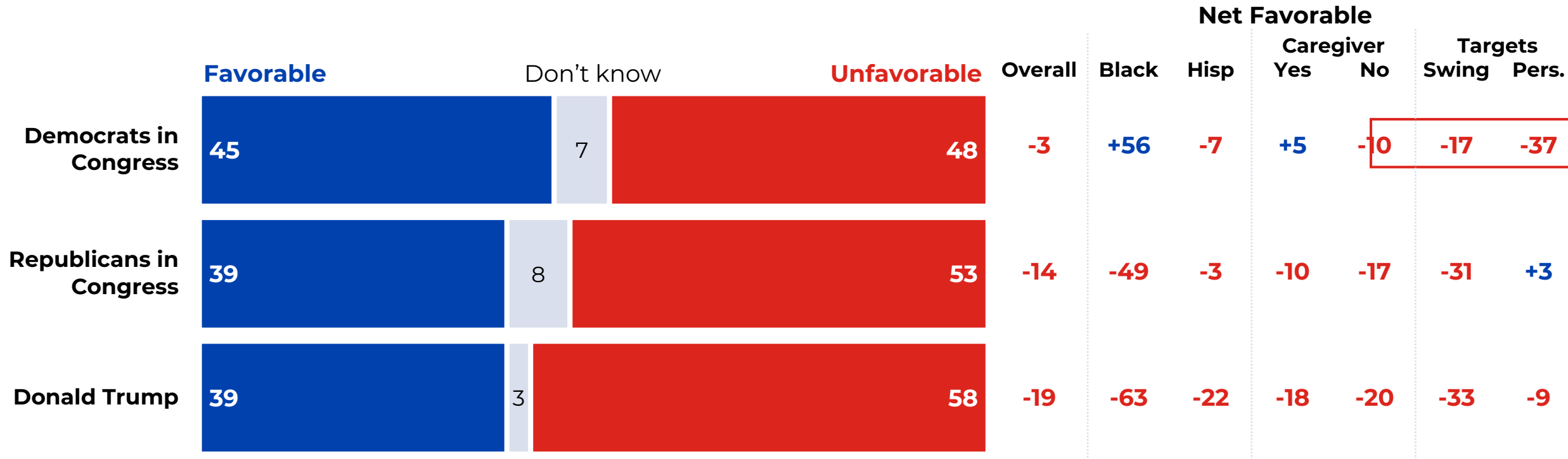
Democrats trusted more than GOP to address cost of care by a wide margin, particularly 45-64 YO, Hispanic men, and lower-income voters

If you had to choose, who do you trust more to address the costs associated with child care and caring for aging or disabled loved ones?



Both parties viewed negatively, though Democrats are more popular than GOP and Trump by a double-digit margin

Popularity of Politicians



There's broad support for the care programs we tested. Fewer are familiar with Head Start

Popularity of Care Programs

