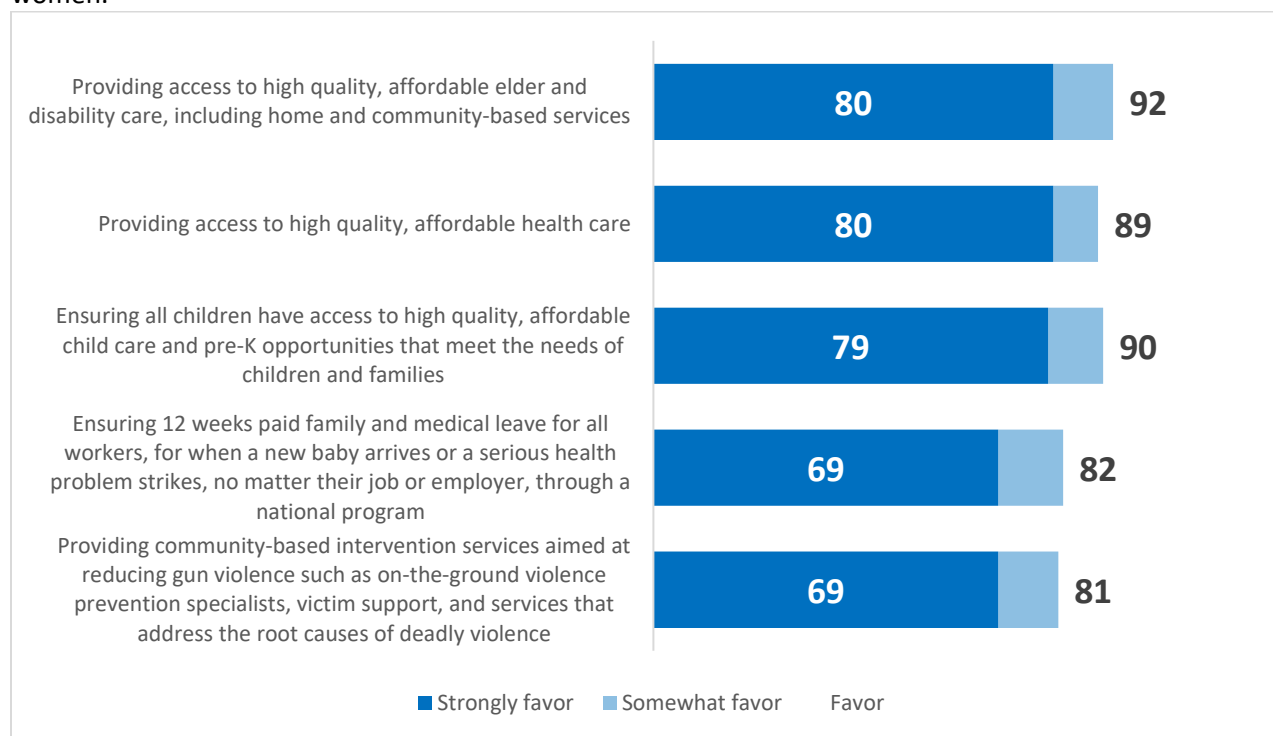


To: MomsRising
From: Lake Research Partners
Re: Mother's Day Survey Findings
Date: May 11, 2023

As Mother's Day approaches, moms know what they want. In a recent telephone survey¹ of 1,000 likely 2024 women voters conducted to explore attitudes toward family-friendly programs and policies that address caregiving, health care, early childhood education, and freedom from gun violence, we found strong and consistent support from women voters – especially mothers – for high-quality, affordable, accessible programs that make up the care agenda.

Solid majorities of women voters strongly favor family-friendly policies that address caregiving, health care, early childhood education, and freedom from gun violence.

The care agenda tests well among women voters across partisan lines, with all care-related programs and policies receiving strong intense favorability. About four in five women voters strongly favor high quality, affordable elder and disability care, health care, and child care and pre-k opportunities. There is similar broad support for reducing gun violence and paid family leave, with about seven in ten who strongly favor these. Support for several of these policies is so broad and intense that they verge on core values for women.



¹ Methodology: Lake Research Partners designed and administered a national telephone survey that was conducted May 4-8, 2023. The survey reached a total of 1,000 women likely 2024 voters which includes a base sample of 800 women likely 2024 voters and oversamples of 100 Black mom likely 2024 voters and 100 Latina mom likely 2024 voters. These oversamples were weighted down into the base sample to their proper proportion of the universe for a total sample size of 800. The margin of error is +/-3.1%.

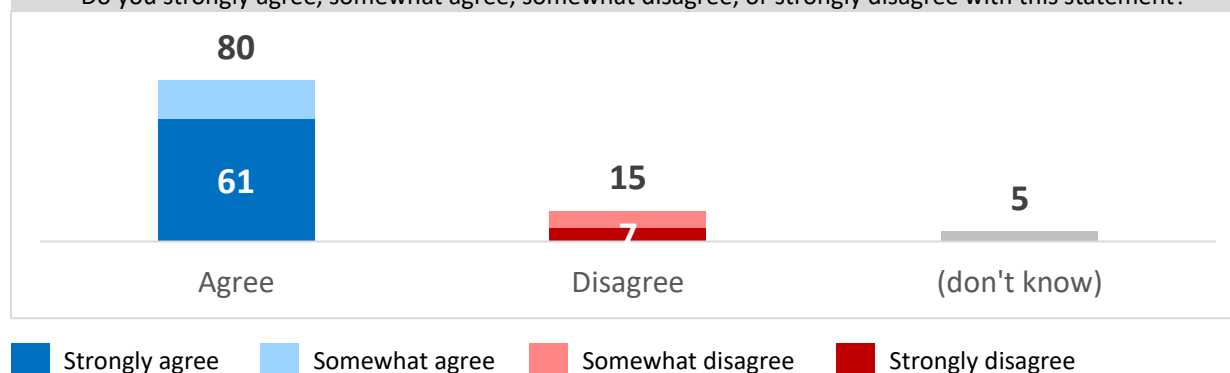
Moms don’t just favor these policies; they overwhelmingly **strongly favor** these policies. Support is so high among Black, Latina, and white moms that these policies resonate as core values.

| % Strongly favor (% favor) | All Moms | Black Moms | Latina Moms | White Moms |
|--|----------|------------|-------------|------------|
| Access to high quality, affordable elder and disability care | 81 (95) | 90 (98) | 86 (98) | 81 (94) |
| Access to high quality, affordable health care | 84 (92) | 91 (99) | 89 (96) | 82 (90) |
| Access to high quality, affordable child care and pre-k for all children | 86 (94) | 95 (97) | 89 (97) | 84 (93) |
| 12 weeks paid family and medical leave | 79 (88) | 91 (98) | 84 (95) | 75 (85) |
| Community-based intervention services aimed at reducing gun violence | 74 (87) | 91 (97) | 73 (85) | 72 (85) |

Six in ten (61%) women voters strongly agree with a statement that says, “Millions of families cannot access or afford the child care, elder care, and/or disability care that they need to be able to work, live, and thrive, so we should change the policies to fix this crisis and lift moms, caregivers, businesses, and our economy,” and eight in ten agree overall.

Millions of families cannot access or afford the child care, elder care, and/or disability care that they need to be able to work, live, and thrive, so we should change the policies to fix this crisis and lift moms, caregivers, businesses, and our economy.

Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement?



Across partisanship, and among Black, Latina, and white moms, as well as childless women and grandmothers, solid majorities **strongly agree** that we should change the policies to fix this crisis that leaves millions of families without accessible or affordable child care, elder care, and/or disability care that they need to be able to work, live, and thrive.

| We should change the policies to fix this crisis | Strongly agree | Agree |
|--|----------------|-------|
| Democratic women | 82 | 93 |
| Independent women | 60 | 78 |
| Republican women | 35 | 64 |
| Moms | 70 | 85 |
| Black moms | 91 | 98 |
| Latina moms | 75 | 91 |
| White moms | 65 | 82 |
| Childless women | 59 | 78 |
| Grandmothers | 57 | 78 |