

# America's Grandparents Support the Build Back Better Act

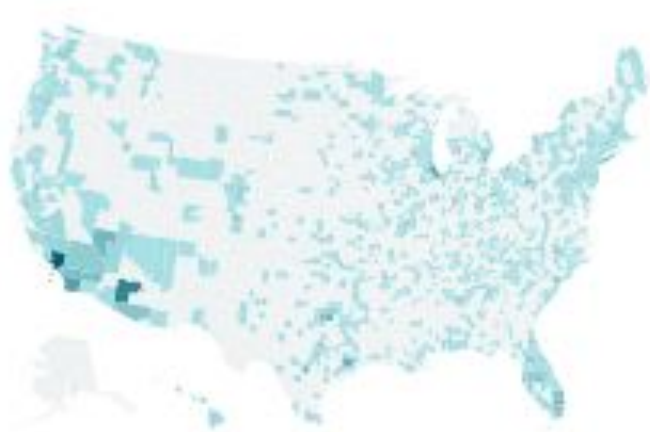


December 1-4, 2021

# Methodology

From December 1 to 4, 2021, Data for Progress conducted a survey of **3,073 registered voters nationally** using web panel respondents. The sample was weighted to be representative of registered voters by age, gender, education and race. The survey was conducted in English. The margin of error is  $\pm 2$  percentage points.

Respondents by County



53% **Female** | 47% **Male**

11% **Black** | 74% **White** | 8% **Hispanic or Latino/a**  
Non-college

39% **College** | 61%

36% **Under 45** | 64% **Over 45**

2020 Vote: 51% **Biden** | 44% **Trump**

Grandparents: 34% **Grandparent** | 66% **Non-grandparent**

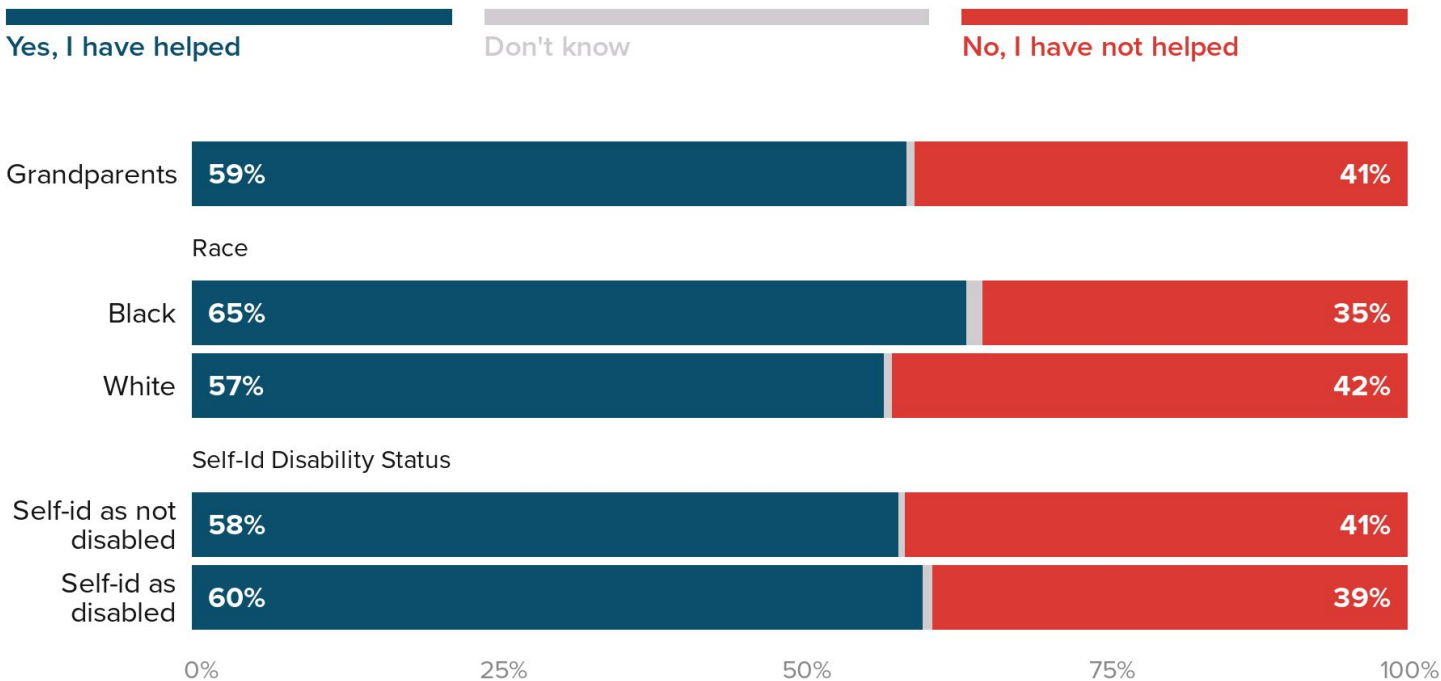


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**Key Trends in America's Grandparent  
Population and Attitudes Around  
Caregiving**

# A Majority of Grandparents Have Cared for Family Members in the Past Year

In the past twelve months, have you helped take care of your child, grandchild, or another family member?

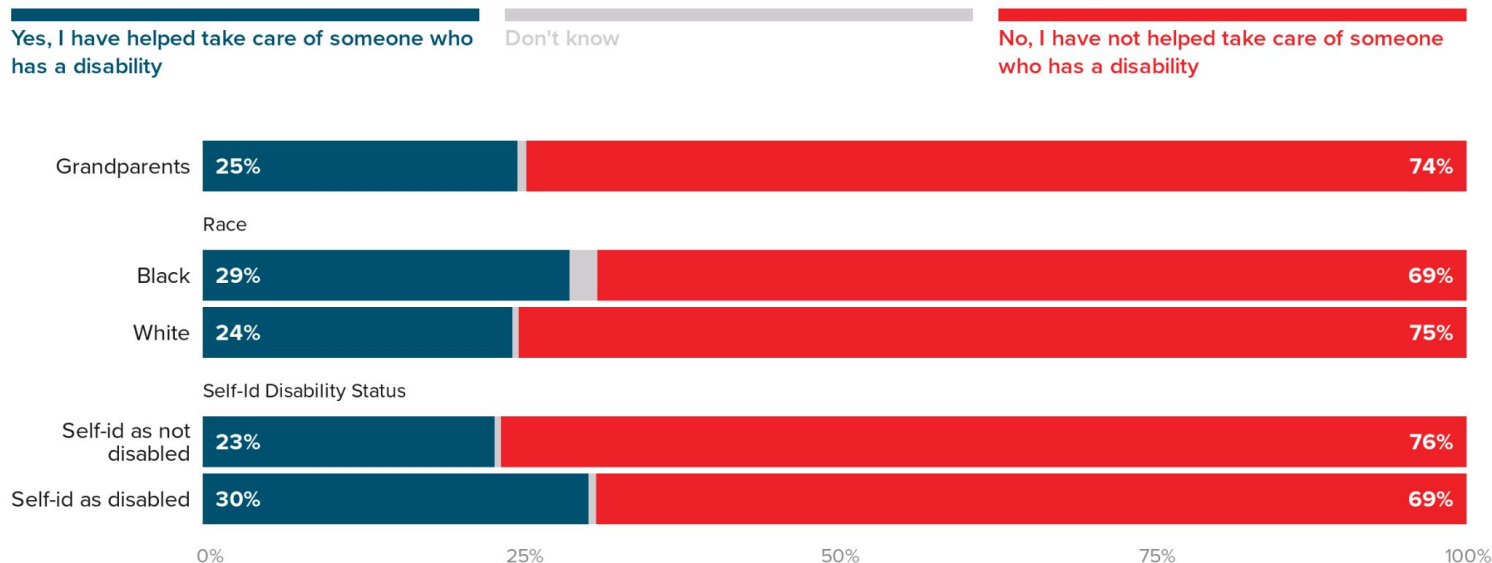


The majority of grandparents act as caregivers for people in their family, showing that care is overwhelmingly provided by other family members.

Families need more support so that grandparents do not have to take care of family either while working or during retirement. More Black voters act as caregivers by a +8-point margin compared to white voters, suggesting that this burden is disproportionately affecting people of color.

# A Quarter of Grandparents Have Cared for a Family Member With a Disability

In the past twelve months, have you helped to take care of a child, grandchild or another family member of any age that **has a disability**?



December 1 to 4, 2021 survey of 607 grandparents who have helped take care of family members nationally

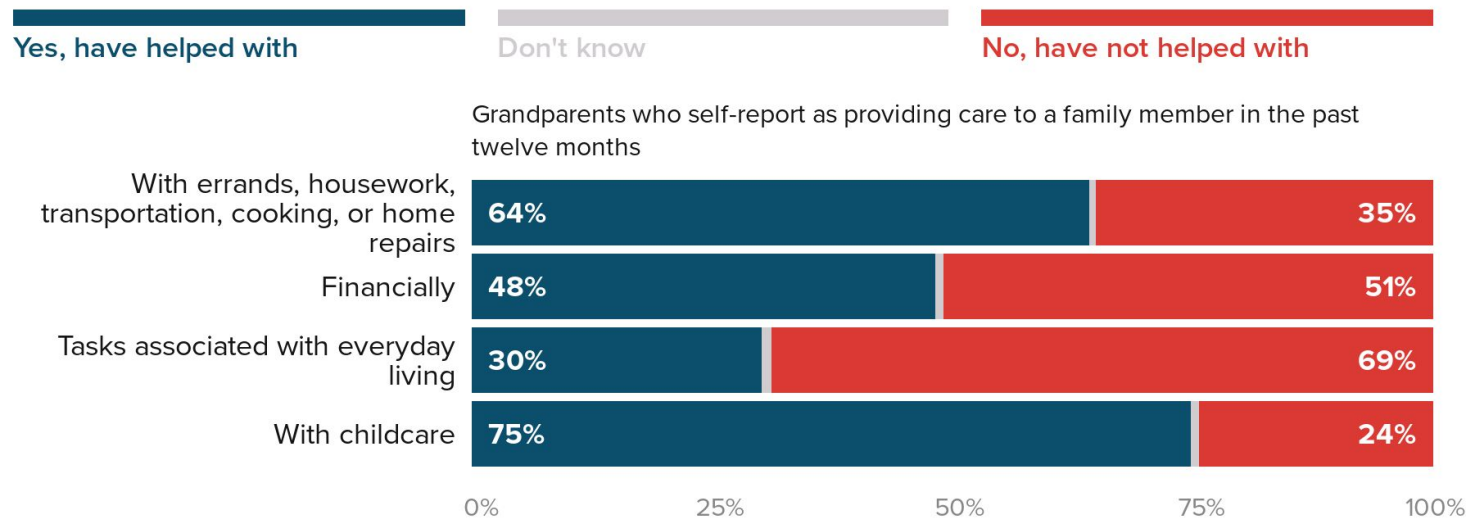
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Of the grandparents who provide care to family, a quarter of grandparents have cared for a family member with a disability. This suggests that families need access to affordable care options so that family members with a disability can receive professional care at home.

Previous polling shows that seniors and people with disabilities strongly prefer receiving care at home, meaning that investments in home-based care services are essential to support grandparents and others who take care of family members with a disability.

# Grandparents Provide Care for Their Families in a Variety of Ways

In the past twelve months, have you helped your adult child with any of the following related to your grandchild?



The majority of grandparents who provide care play essential roles and take on a variety of responsibilities to help their children. More than 60 percent of grandparents help with tasks like errands, housework, cooking, and nearly 50 percent provide financial support. Most notably, 75 percent of grandparents that take care of their families help with child care.

This shows how impactful the child care provisions in the Build Back Better act are. Congress cannot ignore the need for paid family and medical leave, affordable child care, and universal pre-K for 3- and 4-year olds.

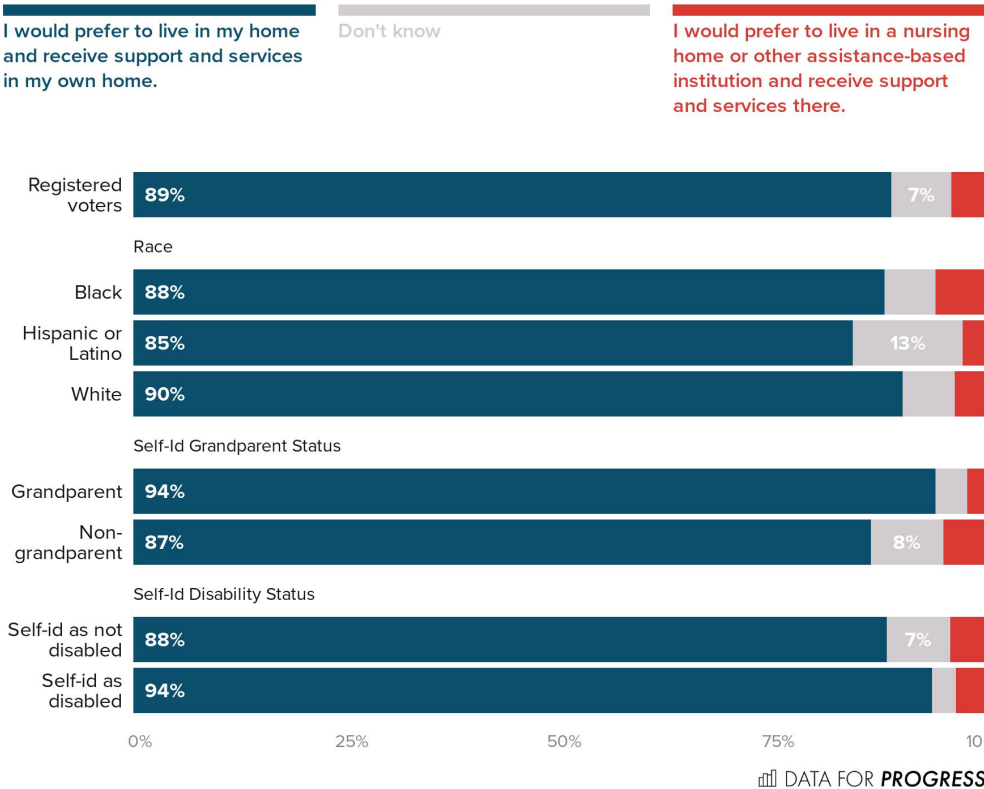
December 1 to 4, 2021 survey of 607 grandparents who have helped take care of family members nationally. \*Child care ask went only to grandparents who have a grandchild under the age of 17

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# A Majority of Voters Would Prefer to Receive Care for a Disability in Their Own Home

In which of the following settings would you prefer to live and receive support and services for a disability?



Registered voters overwhelmingly would want to receive support and care for a disability in their own home, rather than a nursing home or other assisted-based institution.

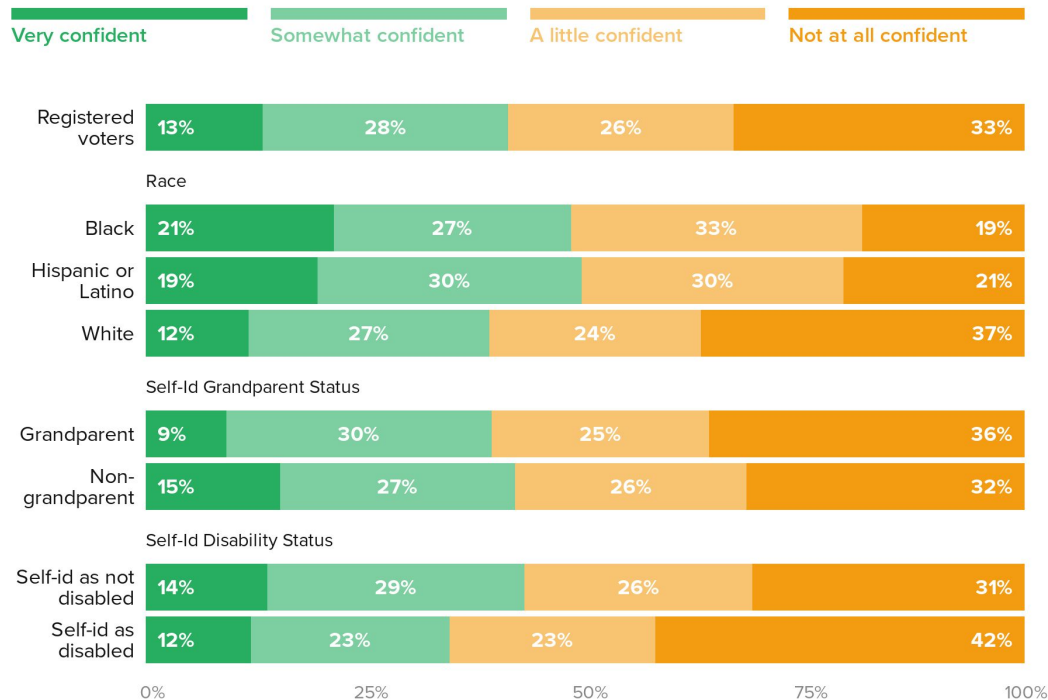
The preference for receiving care in one's home is relatively uniform regardless of race.

94 percent of grandparents would prefer to receive care in their own home, compared to 87 percent for non-grandparents.

94 percent of registered voters that self-identify as disabled would prefer to receive care at their own homes rather than in a nursing home or assistance-based institution, compared to 88 percent among those who do not self-identify as disabled.

## Registered Voters Are Not Confident That They Can Pay For Their Care as They Age

Thinking about your current or possible needs for ongoing living assistance, how confident are you that you will have the financial resources to pay for any care you need as you get older



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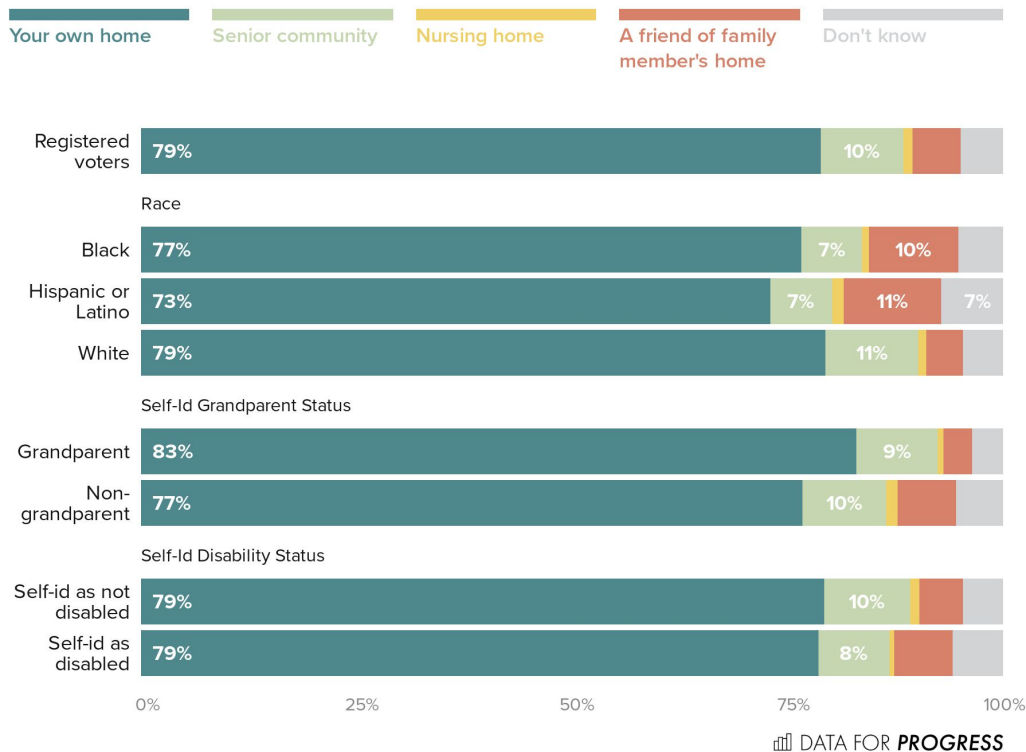
Less than half of registered voters feel secure about their ability to pay for care in the future.

Older voters are even less confident that they can pay for care as they age. More than 60 percent of grandparents are a little or not at all confident in their ability to afford their needs. Similarly, 65 percent of people who self-identify as disabled share this concern.



## Registered Voters Overwhelmingly Want to Receive Care in Their Own Homes if They Were to Need Ongoing Living Assistance

In the event that you need ongoing living assistance someday, if you could choose, what would be your first choice as to where you would receive that assistance?



As Congress negotiates which priorities are to be included in the package, home and community-based services need proper funding.

Voters clearly prefer to receive care in their own homes, with 79 percent of registered voters preferring to receive assistance in their own home compared to 1 percent that prefer a nursing home.

Among all groups, grandparents have the highest preference for receiving care in their own homes.



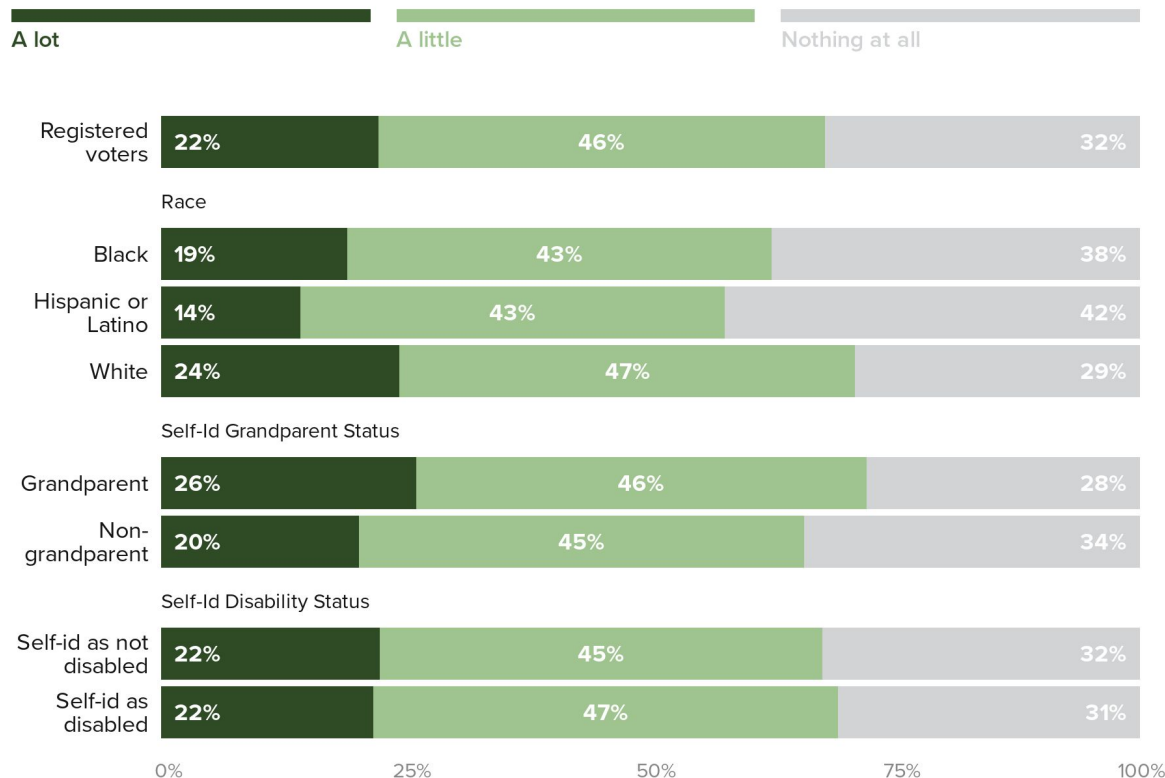
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**Support for the Build Back Better Act**

# Awareness of the Build Back Better Act is Low Among Registered Voters

How much have you read or heard about the Build Back Better act?



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Awareness around the Build Back Better Act is low.

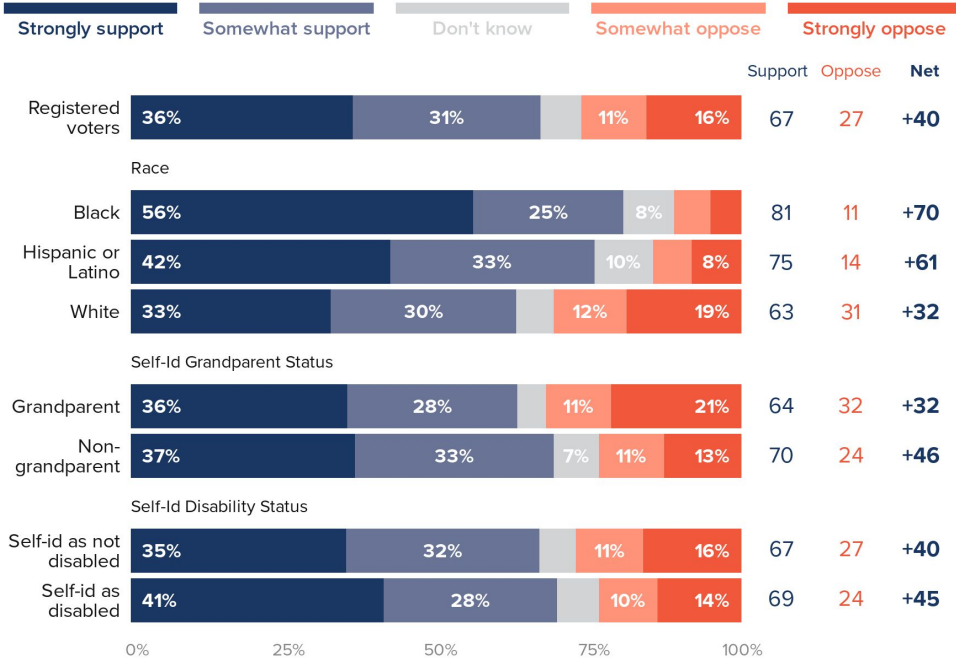
Nearly one-third of registered voters have not heard about the Build Back Better act, and most people (46 percent) only know a little.

Grandparents report having heard 'a lot' about the Build Back Better Act at a rate slightly higher than non-grandparents. A plurality of grandparents (46 percent) report having heard 'a little' about the act.

# A Majority of Registered Voters Support Build Back Better

The Build Back Better Act is a proposal to invest \$1.75 trillion over the next ten years to better fund long-term care for seniors and people with disabilities, expand Medicare coverage to include hearing, invest in clean energy, extend tax credits for families with children, and provide subsidies for child care.

Based on what you know now, do you support or oppose the Build Back Better Act?



The Build Back Better Act has remained consistently popular throughout the months of September and November, despite substantial messaging against it.

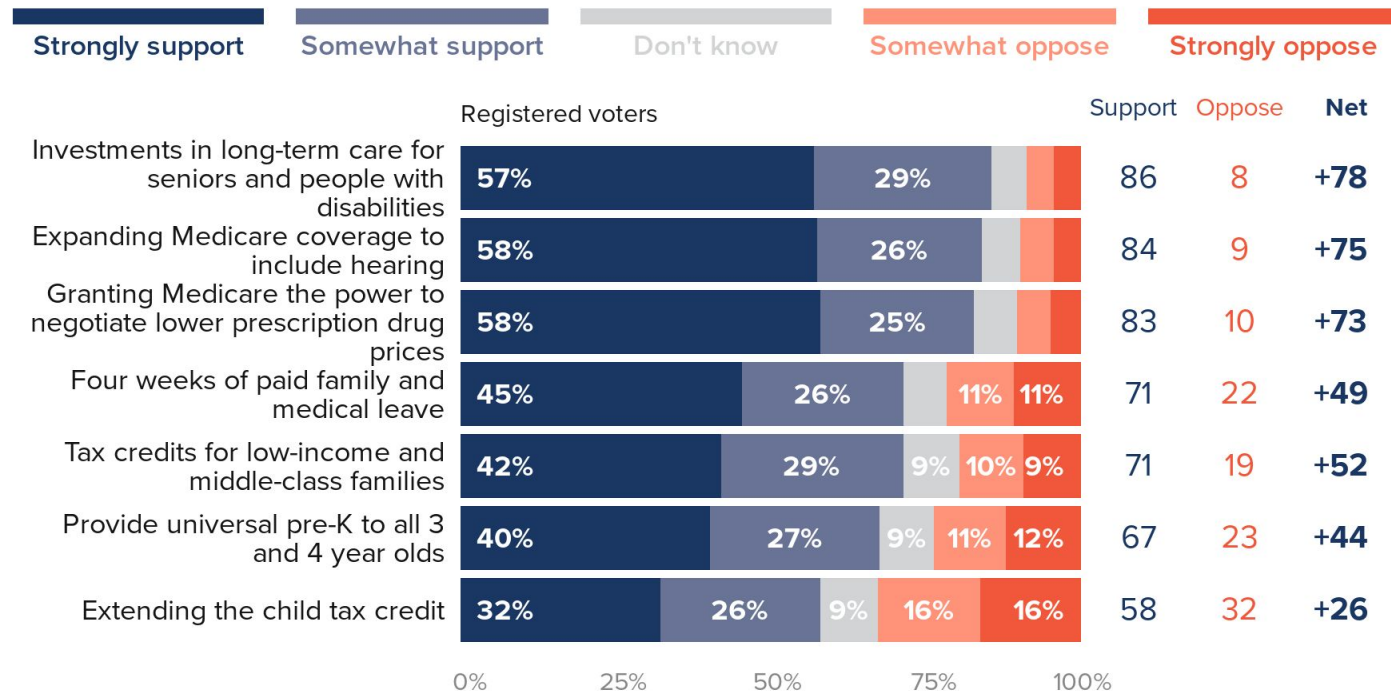
Currently, registered voters support the Build Back Better Act by a +40-point margin (67 percent support, 27 percent oppose).

Voters of color strongly support Build Back Better, with Black voters in support by a +70-point margin and Hispanic voters by a +61-point margin.

Grandparents support the Build Back Better Act by a +32-point margin. Registered voters that self-identify as being disabled support the act by a margin of +45-points.

# Voters Strongly Support Build Back Better Provisions

Below is a list of some of the provisions of the Build Back Better Act. For each provision, say whether you support or oppose it.

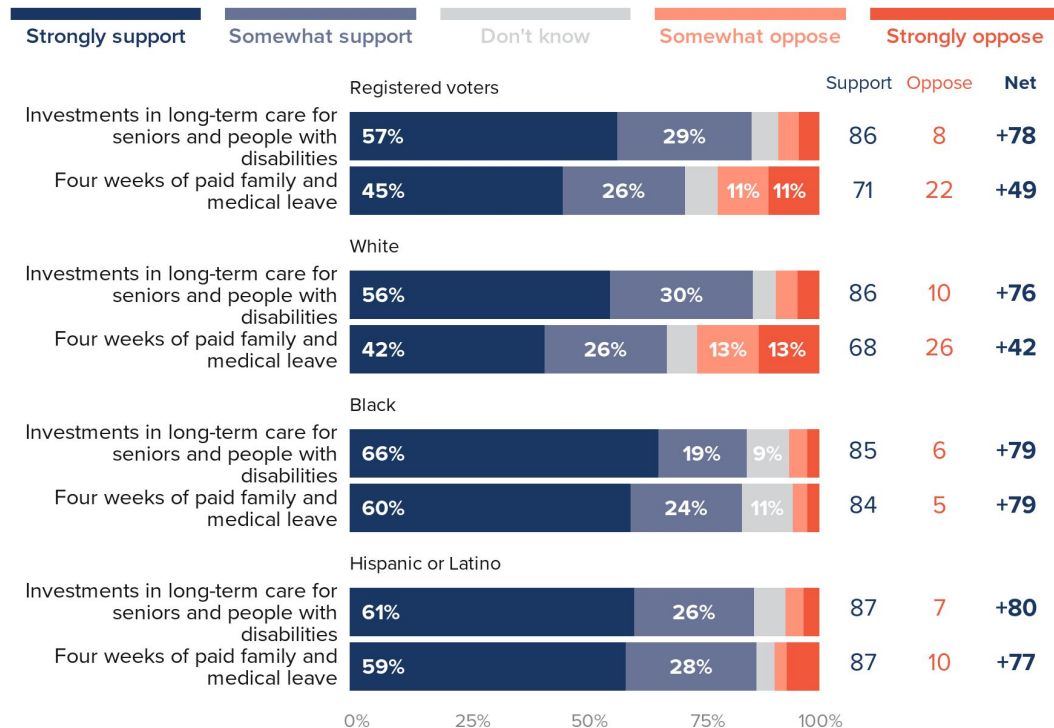


Of the Build Back Better act's parts, long-term care, expanding Medicare coverage to include hearing, and giving Medicare the power to negotiate prescription drug prices are by far the most popular. Registered voters support all three provisions by a +70-point margin, suggesting that affordable and accessible health care is an important issue and need for voters.

Voters support investments into the care economy that will impact Americans throughout their life cycle.

# Voters of Color Strongly Support Paid Family Leave and Long-Term Care

Below is a list of some of the provisions of the Build Back Better Act. For each provision, say whether you support or oppose it.



December 1 to 4, 2021 survey of 3,073 registered voters nationally

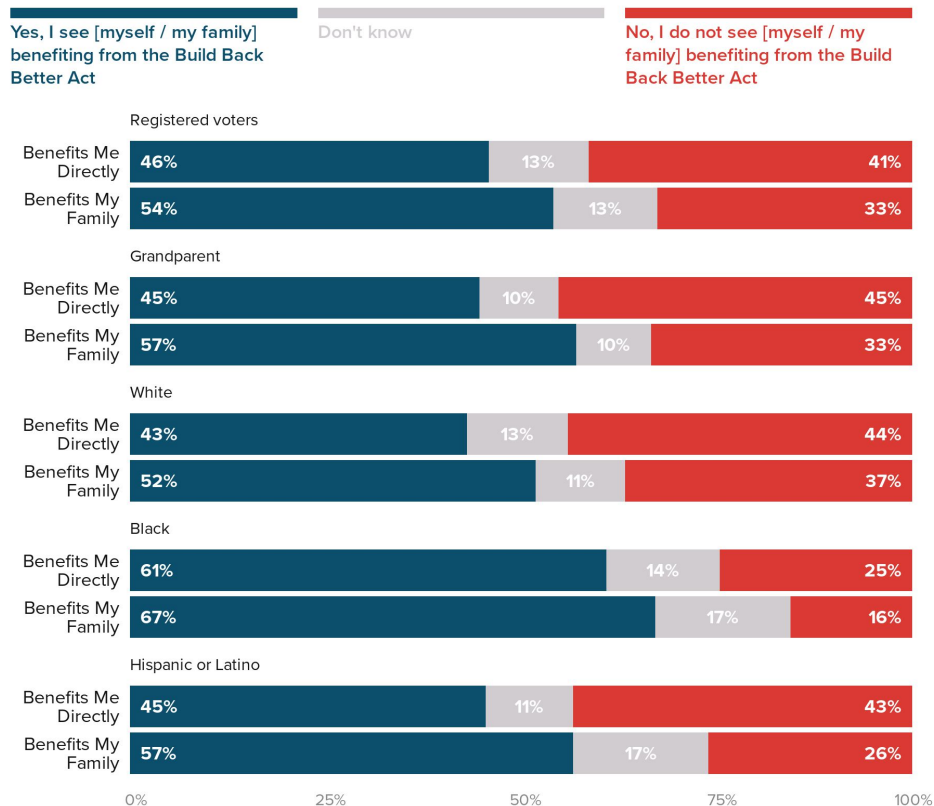
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Looking closer at paid family and medical leave and long-term care, these provisions are overwhelmingly popular among voters of color.

Black voters support both investments in long-term care and four weeks of paid family and medical leave by a +79-point margin. Hispanic or Latino voters support making investments in long-term care by a +80-point margin and guaranteeing workers four weeks of paid family and medical leave by a +77-point margin.

## Grandparents Think that the Build Back Better Act Will Benefit Their Family More Than Themselves

Do you see [yourself / your family] benefiting directly from the Build Back Better Act?



December 1 to 4, 2021 survey of 3,073 voters nationally

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More than any other group, Black voters believe that Build Back Better will benefit them and their family, at 61 percent and 67, respectively. More voters believe that the legislation will benefit their family more than themselves (46 percent see themselves benefiting directly while 54 percent think the act will help their family).

Messaging on the Build Back Better Act that shows people how the act will help not only themselves, but the people they care about, can be beneficial for garnering public support.

*The Build Back Better plan is a proposal that would expand Medicare benefits to include vision, hearing, and dental care, make long-term care for seniors and people with disabilities, healthcare, and child care more affordable, extend tax cuts for families with children, and create clean energy jobs. Do you support or oppose the Build Back Better plan?*

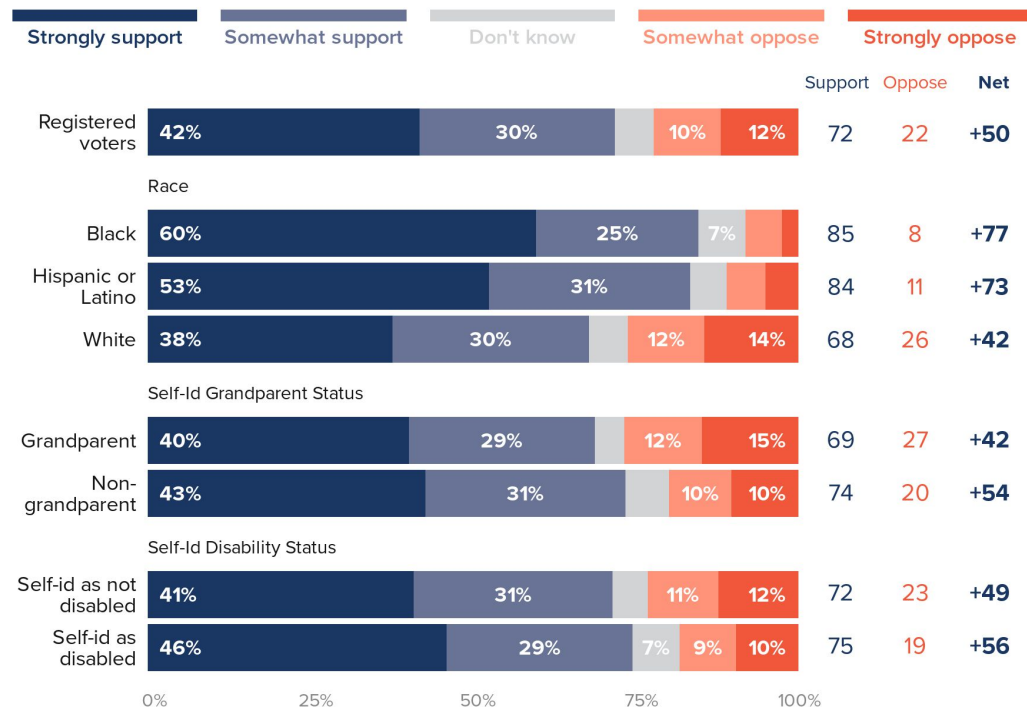
*Do you see yourself benefiting directly from the Build Back Better Act?*

*Do you see your family, such as your grandchildren if you have them, benefiting directly from the Build Back Better Act?*



## Support for the Build Back Better Act Increases as Voters Learn More About Its Provisions

Knowing now that the Build Back Better Act will lower the cost of prescription drugs, invest in long-term care for seniors and people with disabilities, expand Medicare coverage to include hearing, provide workers with paid family leave, and extend the child tax credit, do you support or oppose the Build Back Better Act?



The Build Back Better act has stronger support and becomes even more popular when people know what is in it.

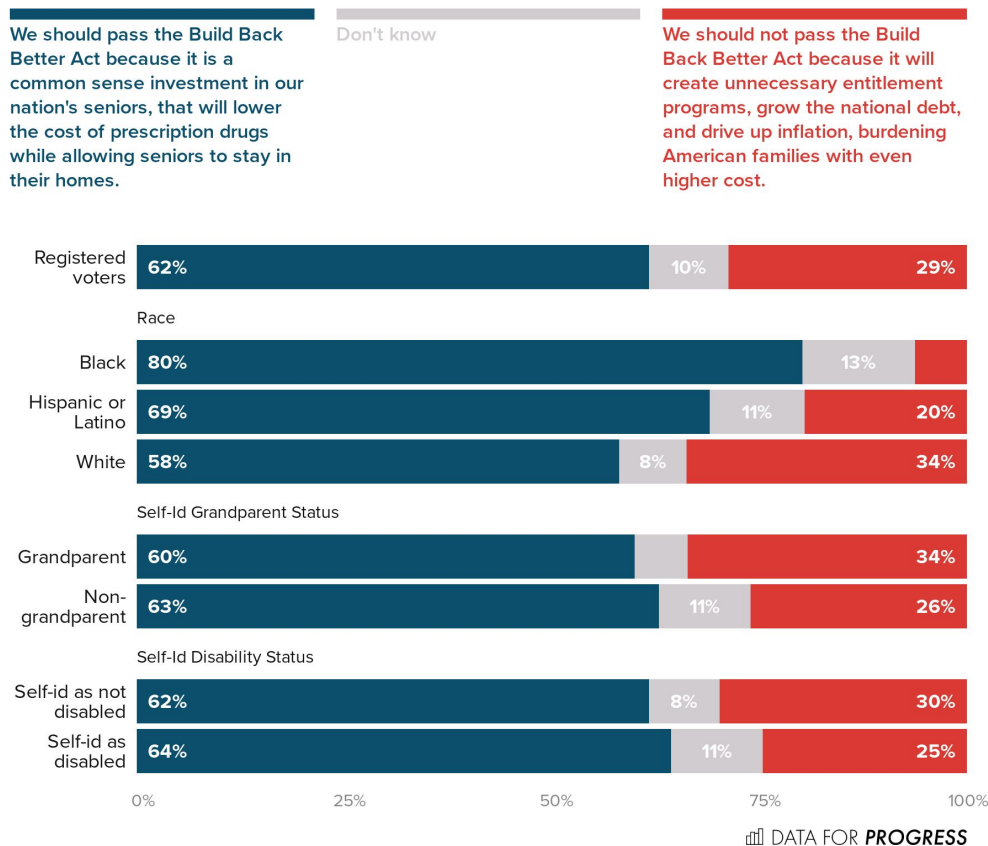
When registered voters are told the provisions in the bill, specifically lower prescription drug costs, investments in long-term care, expanded Medicare coverage, paid family leave, and extending the child tax credit, support grows substantially by +10-points. Overall, voters support the Build Back Better act by a +50-point margin when told the provisions (72 percent support, 22 percent oppose).

This suggests that campaigns that help spread awareness about the bill can be particularly effective to increase support among voters.



## Messaging That Focuses on Seniors is Effective

When thinking about the Build Back Better Act, which statement comes closest to your view, even if neither is exactly right?



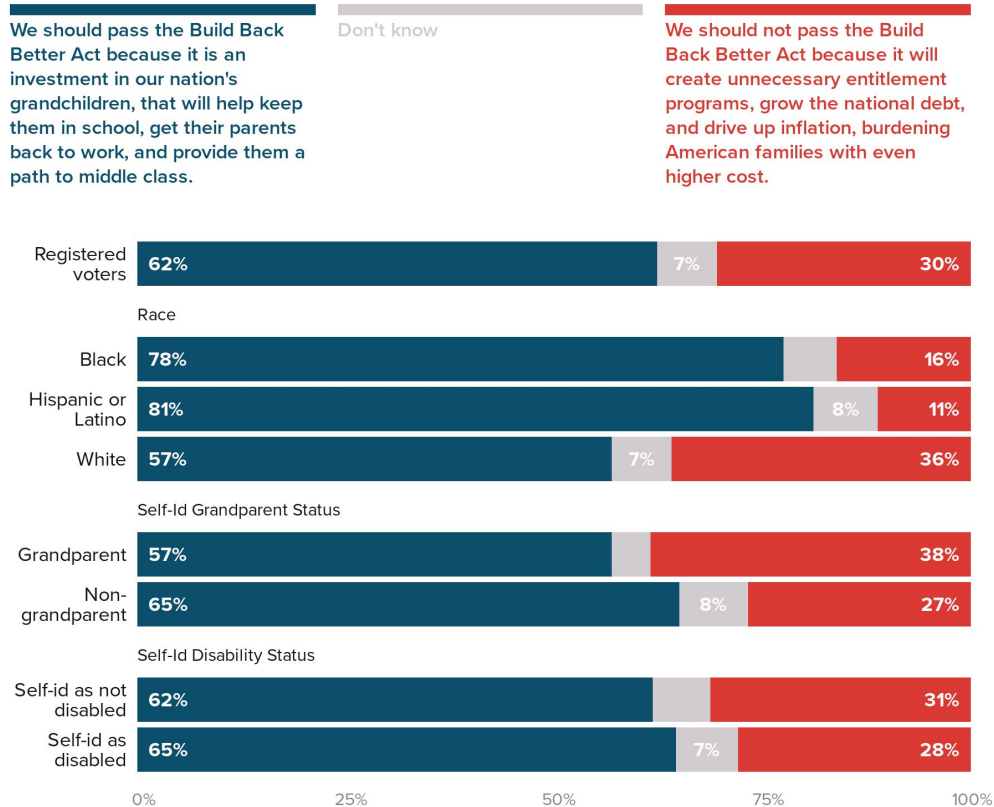
We find that a majority of registered voters (62 percent) support messaging that argues for supporting seniors by investing in lower prescription drug costs and long-term home care.

The support is highest among voters of color, with 80 percent of Black and 69 percent of Hispanic voters in agreement.

This messaging strongly outperforms opposing economic messages that argue that Build Back Better comes at too high of a cost and will increase inflation.

## Messaging That Focuses on Grandchildren is Effective

When thinking about the Build Back Better Act, which statement comes closest to your view, even if neither is exactly right?



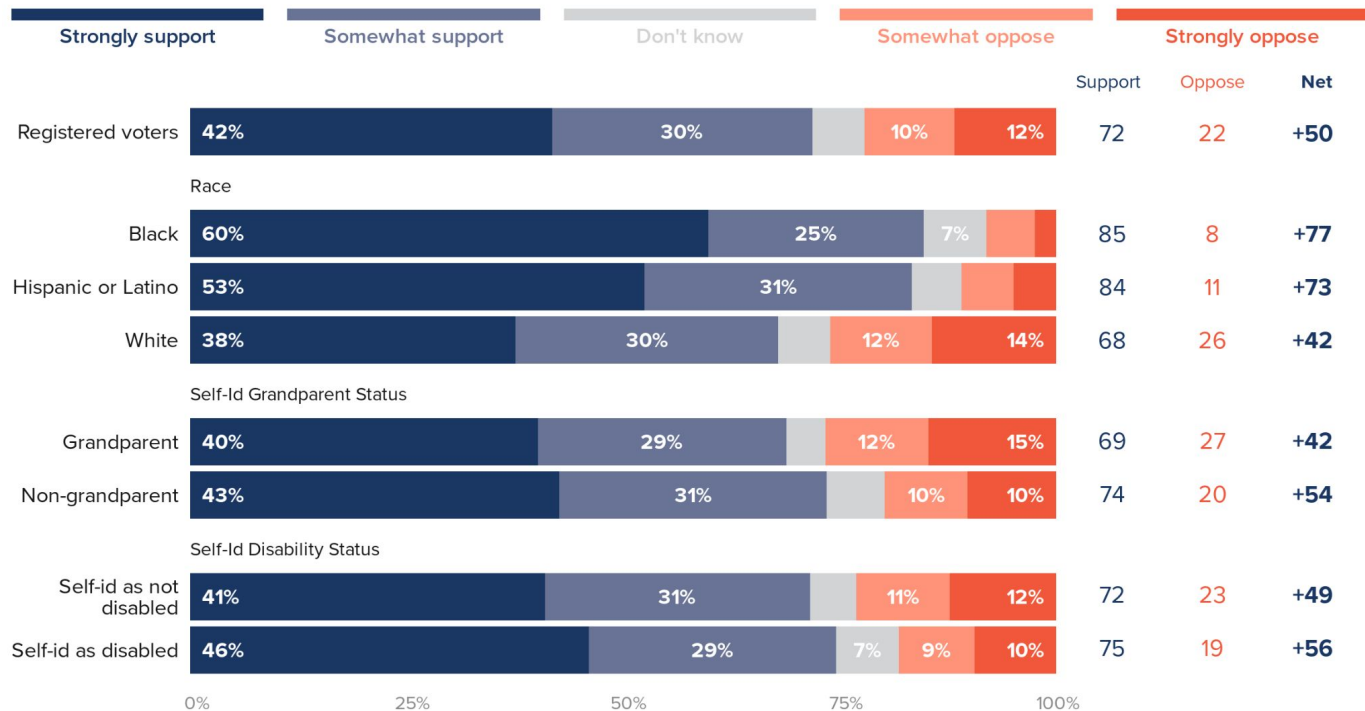
Messaging that focuses on supporting children also performs well against opposing economic messaging.

More than 60 percent of voters agree with Build Back Better messaging that focuses on investing in the future generation.

The idea that the Build Back Better is an investment in younger generations is one that resonates strongly with registered voters.

# Support for the Build Back Better Act Increases as Voters Learn More About Its Provisions

Knowing now that the Build Back Better Act will lower the cost of prescription drugs, invest in long-term care for seniors and people with disabilities, expand Medicare coverage to include hearing, provide workers with paid family leave, and extend the child tax credit, do you support or oppose the Build Back Better Act?



Voters' support for the Build Back Better act is consistent. More than two-thirds (72 percent) of registered voters support the legislation after hearing the arguments, only a 5-point decrease.

Voters steadily support the legislation, which suggests that Republican arguments that claim that the bill is too expensive are not effective.

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## About Data for Progress

Data for Progress is a progressive think tank and polling firm which arms movements with data-driven tools to fight for a more equitable future. DFP provides polling, data-based messaging, and policy generation for the progressive movement, and advises campaigns and candidates with the tools they need to win.

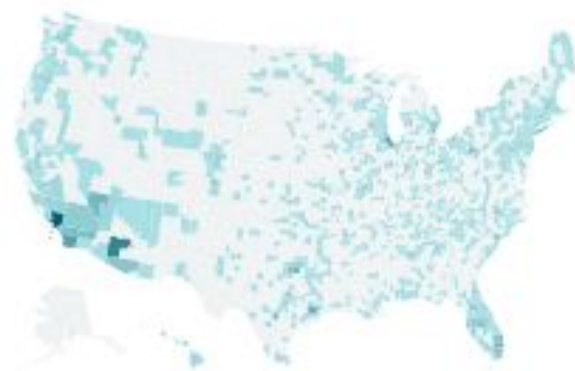
Learn more at [dataforprogress.org](https://dataforprogress.org) or follow DFP on Twitter at [@dataprogress](https://twitter.com/dataprogress).

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Tabs for this polling can be found [here](#).

## Respondents by County



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## For Inquiries

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