



**To:** CFFE PAC

**From:** Global Strategy Group

**Date:** April 2026

**Re:** NEW RESEARCH: Sharing personal experiences caring for loved ones can help Democrats connect and win

New research conducted by Global Strategy Group on behalf of the Campaign for a Family Friendly Economy PAC finds that Democratic candidates significantly improve their credibility and electoral standing when they integrate their personal stories about the challenges of providing child care, care for the aging and disabled, into their economic message and position care costs and paid leave within the broader affordability conversation.

Global Strategy Group conducted two online focus groups with women caregivers on January 15, 2026, followed by an online panel survey from February 17-22, 2026, with 1,051 likely 2026 voters nationwide, including oversamples to reach 212 and 204 interviews with Black and Hispanic voters, respectively. Below are key findings from this research.

## Key Findings

**Support for policies to address the cost of caring for loved ones is near-universal.** Despite not being voters' top economic concern, 94% of voters support policies that help families afford caregiving expenses, including 53% who *strongly* support them. Support is robust and bipartisan, extending well beyond people who would directly benefit.

**There is a significant electoral advantage for Democrats who incorporate their personal caregiving experiences – whether talking about the challenges of parenthood or the responsibilities that come with supporting an aging parent of their own – into their broader affordability messaging.** Survey respondents read profiles of hypothetical congressional candidates – one from a Democrat and one from a Republican. We split-tested two versions of the Democratic profile against one another. The first (referred to as the 'economic profile') focused solely on the economy and the cost-of-living crisis, while the second profile ('personal profile') focused on the cost of living through the lens of being a caregiver themselves (see Appendix for full language). Among those who read the personal profile and compared it to the Republican, the Democratic candidate extends their lead to double digits (+11 from +8 initially), while the Democrat's lead halves to just +4 among those who heard the economic profile for the Democrat.

This framing was particularly effective among two target groups: "Swing Voters," who self-identify as independents or are undecided on the generic congressional ballot (25% of voters), and "Care Persuadables," who support care policies or believe addressing the costs associated with caregiving should be a top priority, hold the government responsible for lowering care costs, and believe Democrats are not focused on the issue at all (25% of voters). These targets include middle of the road and right-leaning voters, respectively, who move towards the Democratic candidate after reading the personal profile message.

	Net Democrat – Post Profiles Vote					
	READ: Personal Post-Profile			READ: Economic Post-Profile		
	Initial	es	Change	Initial	es	Change
Overall	+8	+11	+3	+8	+4	-4
Democrat	+94	+87	-7	+92	+78	-14
Independent	+10	+18	+8	+17	+8	-9
Republican	-84	-74	+10	-89	-78	+11
Swing	+9	+12	+3	+16	+7	-9
Care Persuadable	-25	-16	+9	-20	-20	0

**Personal caregiving stories cut through voters’ deep skepticism toward politicians, boosting candidate credibility.** Eight-in-ten agree that the government has let families down by failing to address the rising cost of caring for children and aging or disabled loved ones. Voters directly blame politicians from both parties whom they view as out of touch, corrupt, and protecting the status quo that benefits politicians at voters’ expense.

But personal stories signal that candidates “get it” in a way that abstract economic messaging does not. Among voters who heard the personal profile, Democrats substantially gained on key attributes, particularly on lowering costs for families and understanding the challenges regular people face. Voters are also more likely to view Democrats who share their experiences caring for loved ones as more relatable and authentic.

	Initial Ask - % Describes Democrats Well (4-5 on 1-5 scale)	Change in % Describes Well after Candidate Profiles	
		Personal Profile	Economic Profile
Is fighting to lower costs for families	47%	+18	+12
Understands the challenges of regular people	46%	+26	+12
Is relatable	40%	+18	+14
Is authentic	38%	+20	+14

## Messaging Recommendations

This research makes clear that **Democrats can gain a pronounced electoral advantage by integrating the cost of taking care of loved ones and their own personal caregiving experiences into their broader affordability messaging.** Successful messaging should:

1. Frame caregiving within the broader affordability challenge families are facing to reinforce that it’s part of the same affordability conversation as grocery, energy, housing, and health care costs.
2. Talk about caregiving as both a universal experience and a shared moral responsibility to make the stakes personal.
3. Elevate real stories and personal experiences with caregiving to boost credibility and perceptions that Democrats “get it.”

4. Reflect voters' frustration with the increasing difficulty of caring for a family and explicitly identify politicians, government, and the political system as the villain who is both responsible for the status quo and for taking action to change it.

#### **Our Message in 60 Seconds:**

***I'm not just talking about the pressures families face—I'm living them.** As a father raising kids while caring for my aging mom, **I know the stress of child care costs and unexpected medical bills.** With prices rising on everything, families are feeling squeezed. But no one should have to choose between caring for a loved one and paying the bills. I believe **the ability to care for loved ones shouldn't be reserved for the wealthy;** it should be a real option for working families, too.*

*We need policies that ensure all families can get the support they need, because at some point **in all of our lives, we'll need someone to care for us.** For too long, **out of touch politicians from both parties** have **put their own interests ahead of families' needs.** In Congress, I will fight to lower costs, **from child care and long-term care to groceries and housing.***

## Appendix

### *Candidate Profiles:*

**[DEM 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.

**[DEM 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.

**[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.

### *Top-testing Messaging:*

**[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.

### **ABOUT THIS POLL**

*Global Strategy Group conducted an online survey of 1,051 2026 likely voters nationwide between February 17-22, 2026. The survey has a confidence interval of +/-3.5%. All interviews were conducted via web-based panel. Oversamples of an additional 120 interviews among Black voters and 135 interviews among Hispanic voters were conducted for a total of 212 interviews among Black voters and 204 interviews among Hispanic voters. Care has been taken to ensure the geographic, political, and demographic divisions of the population of likely voters are properly represented. Additionally, the oversamples of Black, Hispanic, and AAPI voters have been weighted to their appropriate proportion of likely voters overall.*