

WHERE AMERICA AGREES: THE 2GEN APPROACH UNITES VOTERS FOR FAMILIES

**2GEN PROVIDES "COMMON GROUND" THAT CAN BE LEVERAGED TO
BUILD BIPARTISAN SUPPORT FOR POLICIES & PROGRAMS**



About three-quarters of voters (73%) agree that if we want to make sure children in families with low incomes are successful in their early learning, then we have to also invest in their parents' economic well-being.

ABOUT

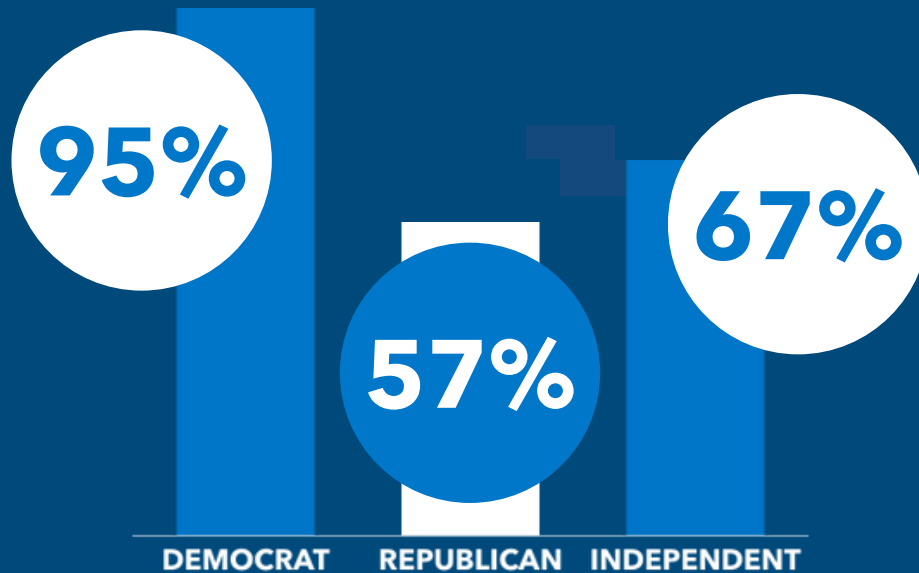
Ascend at the Aspen Institute is a catalyst and convener for diverse leaders working across systems and sectors to build intergenerational family prosperity and well-being through two-generation (2Gen) approaches - those that intentionally focus on children and the adults in their lives together.

In every presidential and midterm election since 2012, Ascend has conducted polling to provide systems leaders with insights about the issues most important to the American public. Ascend - this year in partnership with Lake Research Partners and the Tarrance Group - conducted national exit polling interviews to better understand voters' opinions of 2Gen approaches to family well-being following the US national elections on November 5th, 2024.

Our hope is that philanthropy, policymakers, and community and systems leaders use this data to drive policy, systems change, and investment that resonates with voters and can create effective outcomes for low-income families.

KEY FINDINGS

APPRECIATION FOR 2GEN APPROACHES TRANSCENDS PARTY LINES



2Gen approaches are favored by a majority of both Democrats (95%) & Republicans (57%).



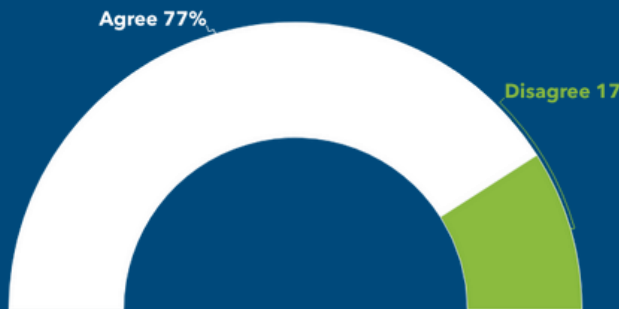
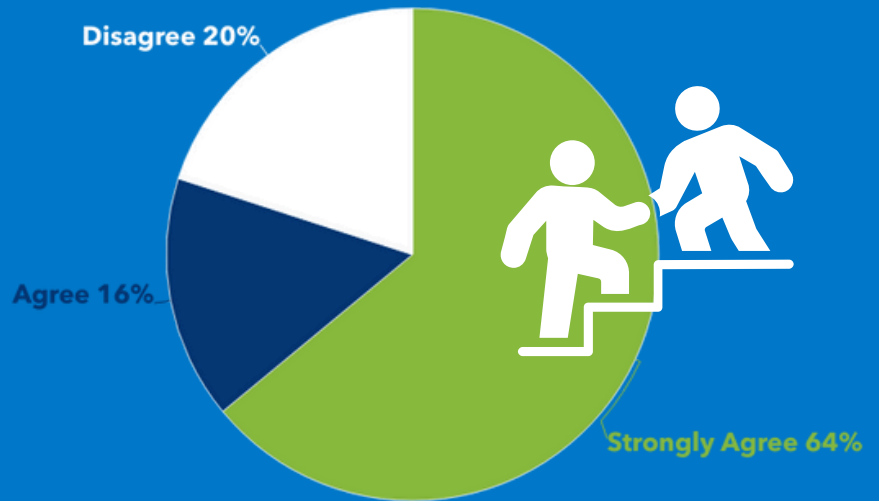
AGREEMENT WITH 2GEN VARIES BY PARENTING STATUS

Non-parents (58%) are 10 points more likely to strongly agree than parents (48%).

The greatest divide is between childless women (61% strongly agree) and fathers (43% strongly agree).

VOTERS WANT A NEW, MORE TRUSTING BRAND OF LEADERSHIP FOR AND BY FAMILIES

Eight in ten voters (80%) agree that if we want policies that work better for families, we need **different kinds of leaders** than we have now.

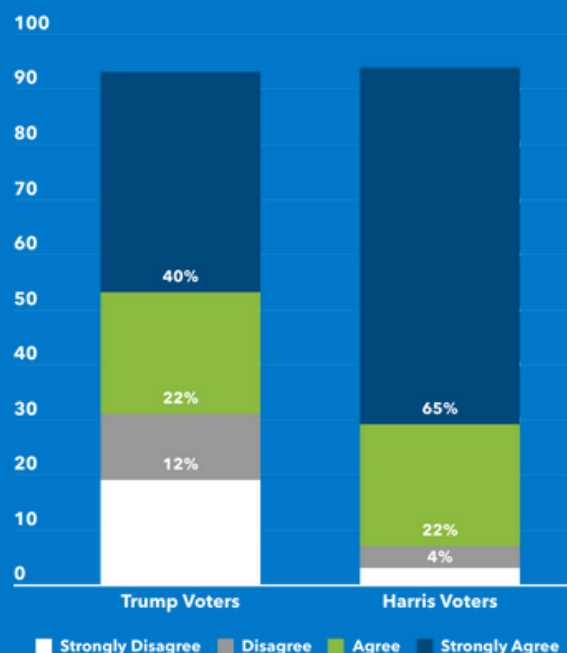


77% of voters agree that it is important to **stop judging parents and start supporting them** in ways that truly help families become financially stable.

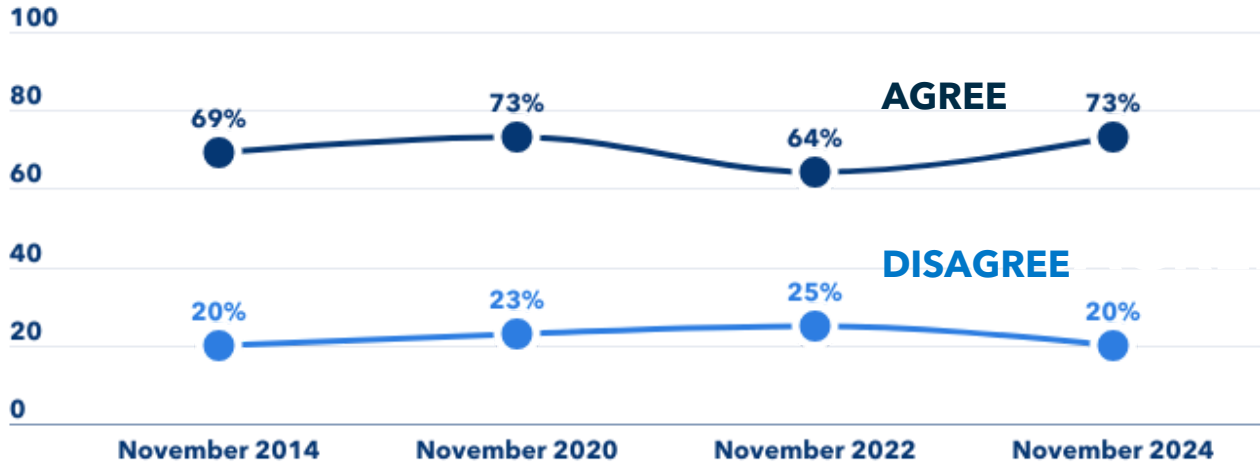
VOTERS AGREE THAT FAMILIES DESERVE TRUST IN THEIR CHOICES

Nearly three quarters of voters agree (73%) - and over half strongly (52%) - that if we want government funded programs that serve families to run effectively and efficiently, we need to **trust families and give them flexibility**.

This receives majority support even between those voting for different presidential candidates.



SUPPORT FOR 2GEN HAS REMAINED CONSISTENT FOR 10 YEARS



For a decade, Acend has asked voters whether they agree with “If we want to make sure children in families with low incomes are successful in their early learning, then we have to also invest in their parents' economic well-being.”

VOTERS SHOW UNIFYING ENERGY WHEN RANKING THEIR TOP FAMILY-BASED PRIORITIES FOR THE NEXT PRESIDENT, GOVERNOR, AND CONGRESS:



1

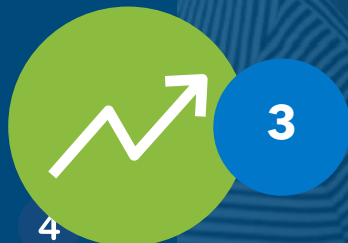
INVESTING IN EARLY LEARNING AND HIGH-QUALITY CHILD CARE (78%)

36% RATE IT AS THE TOP PRIORITY (WHICH GREW IN INTENSITY OVER THE PAST 8 YEARS)



2

ENSURING NEW PARENTS, CHILDREN, AND OTHER FAMILIES HAVE ACCESS TO MENTAL AND BEHAVIORAL HEALTH SERVICES (77%)



3

HELPING CHILDREN AND THE ADULTS IN THEIR LIVES GET OUT OF POVERTY (73%)

4

METHODOLOGY

Ascend has been commissioning bipartisan exit polling research about attitudes towards 2Gen approaches with Lake Research Partners since 2012, often in partnership with The Tarrance Group. This year, Lake Research Partners designed and administered this pre-election and election night omnibus survey, conducted by phone using professional interviewers November 3 - 5, 2024. The questions about voting and the demographics reached a total of 2,454 registered voters nationwide who voted in the 2024 elections, including both cell phones and landlines. Issue questions reached a total of 1,234 registered voters nationwide who voted in the 2024 elections. The survey has a margin of error overall of +/-2.0% at the 95% confidence interval and +/- 2.8% for the issue questions. Margin of error is higher among subgroups.

PARTNERS



Lake Research Partners is a national public opinion and political strategy research firm founded by Celinda Lake in 1995, and the most consistently accurate—and consistently progressive—Democratic research firm in the country. For three consecutive cycles, [fivethirtyeight.com](https://www.fivethirtyeight.com) rated Lake Research at the top of all Democratic polling firms in terms of accuracy. This independent analysis of pollsters underscores our simultaneous commitment to innovation and rigorous turnout models and sampling methodology. [lakeresearch.com/](https://www.lakeresearch.com/)

THE TARRANCE GROUP

The Tarrance Group is one of the most widely respected and successful Republican strategic research and polling firms in the nation. Founded in 1977 in Houston, Texas, by Lance Tarrance, The Tarrance Group has been providing strategic research to candidates and to causes for decades. Our total commitment to quality has helped elect more than 110 Republican Governors, U.S. Senators and Members of Congress, as well as numerous state legislative candidates. [tarrance.com/](https://www.tarrance.com/)