

From: YouGov
To: The American Civil Liberties Union-Washington
Re: National Baby Bonds Polling
Date: September 29, 2023

On behalf of the American Civil Liberties Union of Washington, YouGov fielded a national survey of 1,033 registered voters in December of 2022. The survey measured voters' views concerning the creation of a baby bond program in the United States. This memo summarizes the key results.

- A majority of US voters support creating a baby bond for newborn children.
 - While support for baby bonds is slightly higher when voters are told the bond must be spent on “purchasing a home, starting or buying a business, or education,” a majority of voters also support baby bonds without this stipulation.
- Majorities of voters of a variety of family statuses, including those with and without children, married or unmarried parents of children, parents of children who are younger or grown, and voters without children support baby bonds.
- Majorities of voters across key demographic factors including race and ethnicity support baby bonds.
- The baby bonds policy enjoys majority support among Democrats and Independents, and enjoys positive net support among Republicans.
- The baby bond enjoys strong net positive support across a variety of key demographic groups, including across geography and educational attainment.

In the survey, half of voters were asked,

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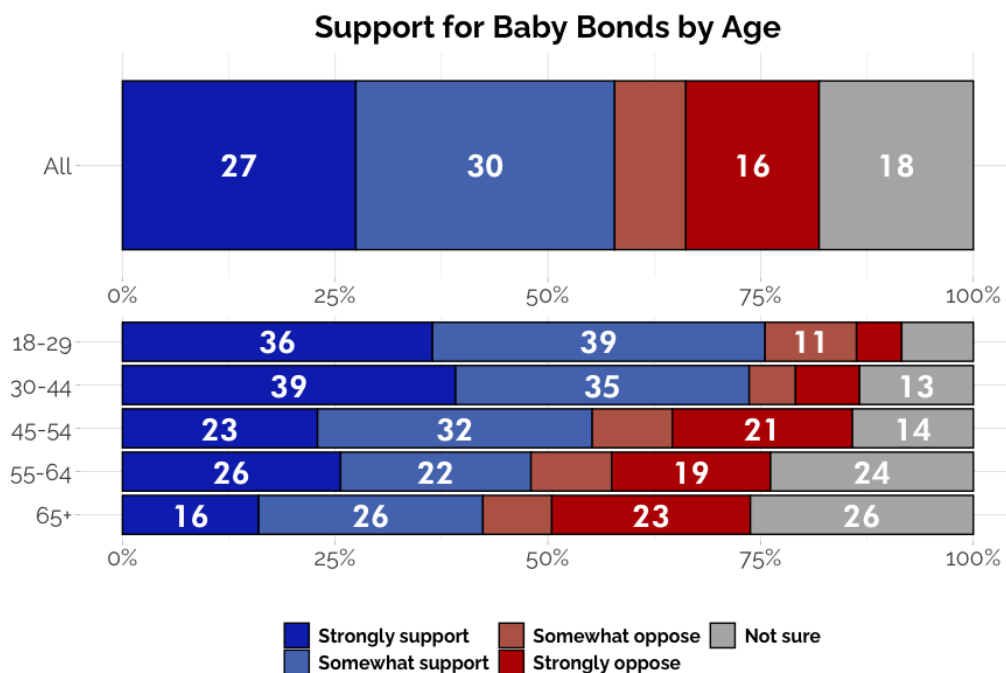
The other half of voters were asked the same question, and were also given slightly more information around “guardrails” that may be put in place to regulate how the baby bond could be spent. That version asked,

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Recipients would be required to use that bond towards purchasing a home, starting or buying a business, or education such as a college degree or vocational training. Generally speaking, do you [support or oppose] creating a baby bond for newborn children?

In both cases, majorities of voters support the creation of a baby bond. About 54 percent of voters support baby bonds in the first case, and just 24 percent oppose. Similarly, in the second case, about 61 percent of voters support the baby bond “with guardrails,” and just 24 percent oppose. Because the differences across wording conditions are small, this analysis proceeds with respondents in both wording conditions pooled together.

While younger voters are more supportive of the policy than older voters, net support for baby bonds is strongly positive across different age segments of the population. Fully 75 percent of voters aged 18-29 support baby bonds, along with 42 percent of voters over the age of 65, just 32 percent of whom say they oppose the policy.

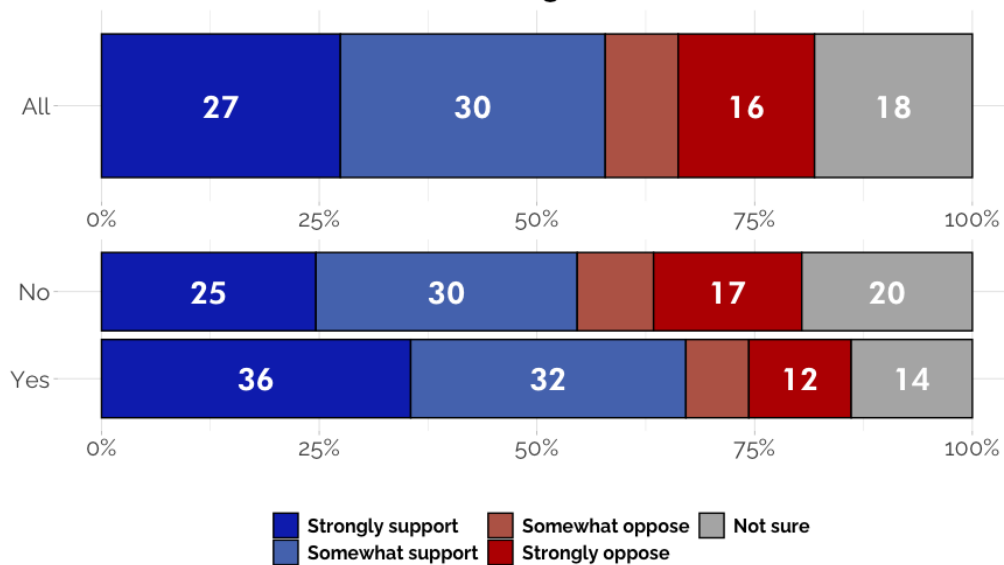


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Some assume the baby bonds policy would only enjoy support among those who are younger, who are typically more likely to benefit from such a policy. These results show that while there is some such variation, older and younger voters alike support the policy by considerable margins.

To further understand how the potential for personal benefits may impact how voters feel about a baby bond policy, the survey also asked voters a variety of questions about their marital and parenthood statuses. The results suggest, for example, that majorities of voters who are the parent of a young child or are not both support the baby bond policy. About 68 percent of parents of young children support baby bonds, along with 55 percent of voters who aren't.

Support for Baby Bonds by Whether Respondent is Parent of Young Child

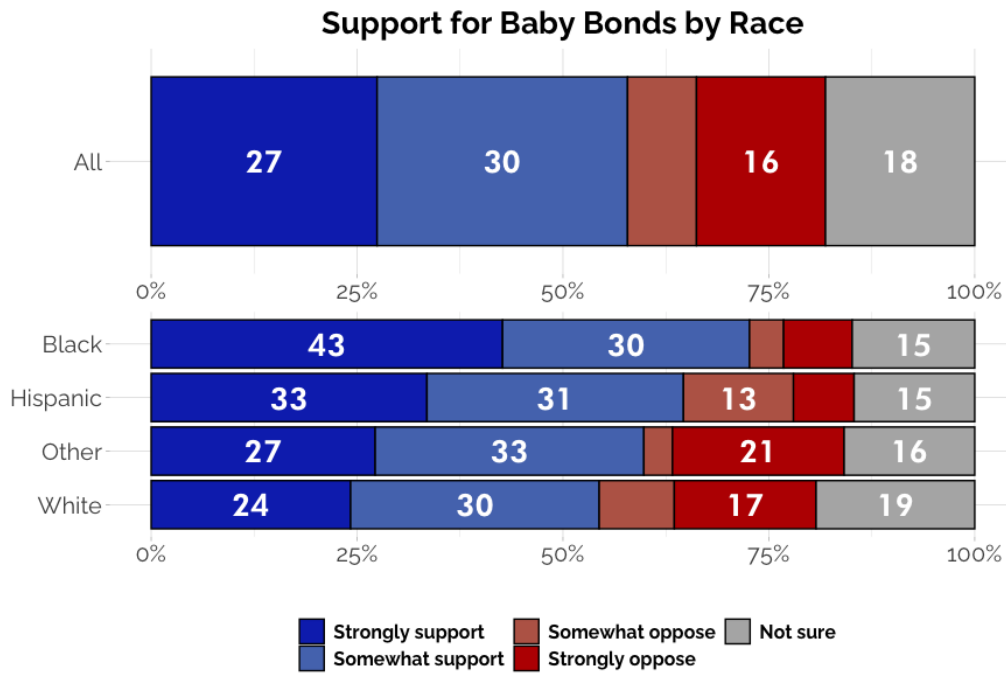


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These results include majority support for baby bonds for Americans of many different family backgrounds. In addition to majority support among parents of young children, a majority of voters whose children are grown support the baby bond (50 percent, compared to 29 percent oppose). Majorities of single married parents (57 percent) and married or cohabiting parents (56 percent) support the baby bond. Majorities of Americans of a variety of different family backgrounds support the baby bonds policy.

Support for baby bonds is strong across race and ethnicity. The results suggest majorities of Black, Hispanic, White, and those of other races including AAPI, Middle Eastern, and others (pooled together here due to sample size considerations) strongly support baby bonds. Fully 73 percent of Black voters, 64 percent of

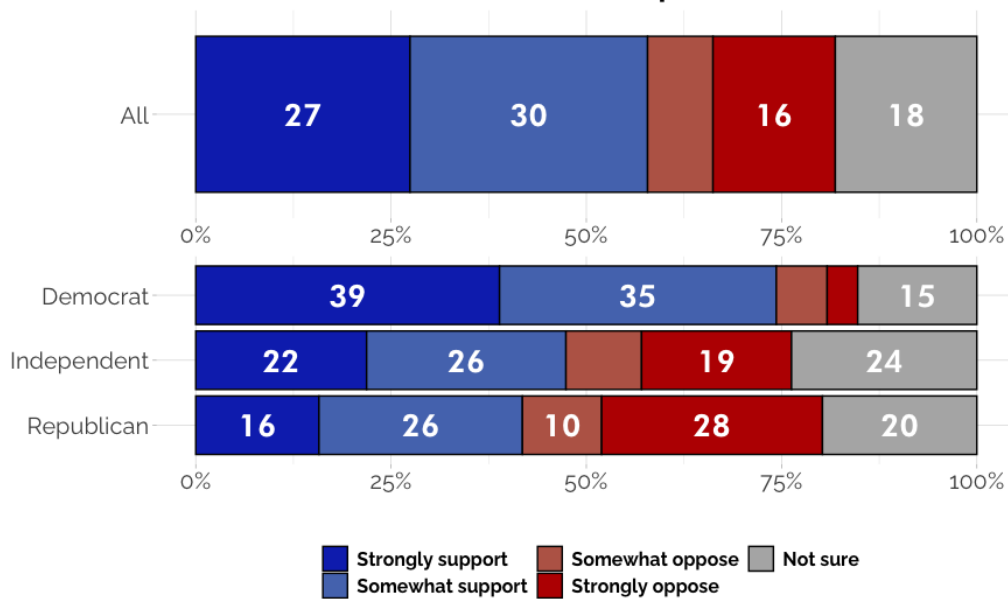
Hispanic voters, 54 percent of white voters, and 60 percent of voters of another race support the policy.



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Perhaps most notably, the policy enjoys net positive support across the political spectrum. More Democrats, Independents, and Republicans all support the baby bonds policy than oppose the policy. Baby bonds enjoy net positive support among Democrats by a 74 percent to 10 percent margin, by a 48-29 margin among Independents, and by a 42-38 margin among Republicans. While economic investments of this kind often draw partisan opposition, here, we find voters on net support baby bonds even accounting for partisanship.

Support for Baby Bonds by Partisanship



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The results further suggest that support for the baby bonds policy transcends both geographic and partisan divides in the US. The bill enjoys the support of majorities of Americans living in urban areas (69 percent), suburban areas (56 percent), and rural areas (42 percent support, compared to 29 percent who oppose the policy). While some may assume support for such a program is limited to "high cost of living areas," our results suggest baby bonds enjoy support across very different types of living experiences.

Similarly, the results suggest baby bonds enjoy significant majority support or tied support/opposition across different geographies even accounting for key factors like partisanship. For example, Independents living in urban, suburban, and rural areas, along with Republicans living in urban areas support the baby bonds policy, with Republicans in suburban and rural areas being split on this question - narrowly supportive in the suburbs, narrowly opposed in rural areas.

The following table breaks down net support for the baby bonds policy across factors including geography and partisanship. For example, Independent voters who live in a suburban area say they support baby bonds by a 44 percent to 36 percent margin, or +8 net percentage point margin. Positive numbers indicate overall support for baby bonds. The table suggests that net support for baby bonds is generally positive and high across partisanship and geography, with Republicans living in the

suburbs and rural areas being statistically more split on this question compared to other populations.

Net Support for Baby Bonds				
	All	Urban voters	Suburban voters	Rural voters
Voters	+33	+51	+28	+13
Democrats	+64	+73	+63	+38
Independents	+19	+31	+8	+16
Republicans	+3	+14	+1	-4

At the same time, we find strong support for baby bonds that crosses both geographic and educational divides. Majorities of voters with and without college degrees support the baby bonds policy – 62 percent and 55 percent, respectively. The following table breaks down net support for the baby bonds policy by education and geography.

Of any educational level, voters clearly support a baby bonds policy – by a +29 percentage point margin (55 percent support compared to 26 percent opposed) for those without a college degree, and by a +40 percentage point margin (62 percent support compared to 22 percent opposed) among those with a college degree. While support is narrower in the case of rural-area voters with a college degree (+2 net positive support overall), voters across these key demographic divides support a baby bonds policy.

Net Support for Baby Bonds				
	All	Urban voters	Suburban voters	Rural voters
Voters	+33	+51	+28	+13
No College Degree	+29	+42	+28	+17
College Degree+	+40	+63	+32	+2

Overall, these results suggest strong and robust support for a baby bonds policy. Voters across age, marital and parenthood status, partisanship, race, education, geography, and other key demographic divides support baby bonds. Even some populations who many think would overwhelmingly oppose such a policy actually support the policy, or are split on whether or not they support it. Overall, these numbers suggest strong and robust support for a new baby bonds policy here in the United States.

This survey is based on 1,033 interviews conducted by YouGov on the internet of registered voters. The sample was weighted according to gender, age, race/ethnicity, education, and U.S. Census region based on voter registration lists, the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, as well as 2020 Presidential vote. Respondents were selected from YouGov to be representative of registered voters. The weights range from 0.33 to 6.0 with a mean of 1 and a standard deviation of 0.54.

The margin of error (a 95% confidence interval) for a sample percentage p based upon the subsetting sample is approximately 3.5%. It is calculated using the formula:

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.