To: MomsRising

From: Lake Research Partners

Re: Survey findings

In an election eve and night survey among 2026 Midterm voters, we explored voters' attitudes toward leaders acting to address the high costs of raising a family, their vote for Congress, and the issues that mattered when they decided for whom to vote.

Importance to Vote – Federal Government Works to Lower Costs of Raising a Family

Voters overwhelmingly say that it was important to their vote that the federal government immediately works to lower costs of raising a family, including providing guaranteed affordable child care for all and making healthcare and other household costs more affordable, but this is partisanly polarizing. Over half (54%) of voters say this was very important, and 70% say it was important overall.

The following subgroups are most likely to say it was very important to their vote that the federal government immediately works to lower costs of raising a family, including providing guaranteed affordable child care for all and making healthcare and other household costs more affordable:

- Black voters – 87%
- Democrats, including strong Democrats (81%), weak Democrats (78%), Democratic women (86%), Democratic men (70%), Democrats under age 50 (78%), Democrats over age 50 (81%)
- Millennial women – 75%
- Northwest women – 75%
- Unmarried women – 73%
- Latinas^[1] – 73%
- Younger Latino/as – 72%
- LGBT voters – 71%
- Voters who do not have a religious affiliation – 71%
- Moms – 71%
- Women under age 50 – 71%
- Union members – 70%
- Urban women – 69%
- Voters with a high school degree or less education – 68%
- Renters – 67%
- Midwest women – 65%

[1] ^ Indicates a small sample size

While Democrats, and to a lesser extent, Independents say it was important to their vote that the federal government immediately works to lower costs of raising a family, including providing guaranteed affordable child care for all and making healthcare and other household costs more affordable over half of MAGA Republicans say this was not important. Nearly universally, Democrats say this was important, with 80% who say it was very important and 94% who say it was important overall. A plurality (47%) of Independents say this was very important, with nearly two-thirds (64%) who say it was important. Over half (59%) of MAGA Republicans say this was not important to their vote, but 40% of MAGA Republican voters say it was important. Republican votes who consider themselves Traditional Wing Republicans split between saying this was important (52%, 34% very important) and not important (47%, 25% not important at all).

Over eight in ten mom voters (82%) say it was important to their vote that the federal government immediately works to lower costs of raising a family, including providing guaranteed affordable child care for all and making healthcare and other household costs more affordable, and 71% say this was very important. Dads, who are more Republican than moms, also say immediate action on lowering the costs of raising a family was important to their vote, with 43% who say this was very important and 58% who say this was important.

But voters do not need to have minor children at home to want to see the federal government take immediate action on lowering the costs of raising a family. Over six in ten (62%) childless men and over three-quarters (77%) of childless women also say it was important overall to their vote that the federal government immediately works to lower costs of raising a family.

Every generation says it was important to their vote that the federal government immediately works to lower costs of raising a family, including providing guaranteed affordable child care for all and making healthcare and other household costs. Well over half of Gen Z (58%) and Millennial voters (60%) say this was very important, and about half of Gen X (53%) and Baby Boomers (51%) say this was very important to their votes.

Across race, voters say it was important to their vote that the federal government immediately works to lower costs of raising a family. Importance is so high among Black voters, this operates more like a core value than a policy preference; 87% of Black voters say this was very important, 93% say this was important to their vote. Two-thirds (65%) of Latino/a voters say this was very important, and 81% say it was important overall. Half (49%) of white voters say this was important to their vote, and 65% say it was important.

Importance to Vote – New Congress Address the Affordability Crisis by Prioritizing Affordable Child Care

Voters send a clear message to the new Congress, with half (50%) who say that it was very important to their vote that the new Congress address the affordability crisis by lowering costs for families like prioritizing affordable child care for all so families can afford to work. Two-thirds of voters say this was important (68%).

The following subgroups are most likely to say it was very important to their vote that the new Congress address the affordability crisis by lowering costs for families like prioritizing affordable child care for all so families can afford to work:

- Black voters – 84%
- Democrats, including strong Democrats (79%), weak Democrats (69%), Democratic women (79%), Democratic men (68%), Democrats under age 50 (72%), Democrats over age 50 (77%)
- Unmarried women – 68%
- Voters who do not have a religious affiliation – 66%
- Millennial women – 67%
- Moms – 66%
- Urban women – 64%
- Women under age 50 – 63%
- Voters with a high school degree or less education – 63%
- Latinas^[2] – 63%
- Younger Latino/as – 63%
- Midwest women – 63%
- Northwest women – 62%
- Renters – 62%

Democrats, Independents, and Traditional Wing Republicans say it was important to their vote that the new Congress address the affordability crisis by lowering costs for families like prioritizing affordable child care for all so families can afford to work. Over nine in ten (93%) Democrats say this was important, with 75% who say it was very important. A majority (53%) of Independents say this was very important, with nearly two-thirds (65%) who say it was important. Over half (52%) of Traditional wing Republicans say this was important to their vote. MAGA Republican voters say this was not important to their vote (61%), although 36% say it was important.

Eight in ten (80%) mom voters say it was important to their vote the new Congress address the affordability crisis by lowering costs for families like prioritizing affordable child care for all so families can afford to work, and 66% say this was very important. Dads, also say that the new Congress prioritizing affordable child care for all was important to their vote, with 43% who say this was very important and 60% who say this was important.

Voters do not have minor children at home also thought about affordable child care at the ballot box. Six in ten (61%) childless men and three-quarters (75%) of childless women also say it was important to their vote that the new Congress address the affordability crisis by lowering costs for families like prioritizing affordable child care for all so families can afford to work.

[2] Small sample size

The voting generations from Gen Z to Baby Boomers say it was important to their vote that the new Congress address the affordability crisis by lowering costs for families like prioritizing affordable child care for all so families can afford to work. Majorities of Gen Z (54%) and Millennial voters (55%) say this was very important, and about half of Gen X (46%) and Baby Boomers (51%) say this was very important to their votes.

Black, Latino/a, and white voters say it was important to their vote that the new Congress address the affordability crisis by lowering costs for families like prioritizing affordable child care for all so families can afford to work. Once again, importance is incredibly high among Black voters; 84% of Black voters say this was very important, 93% say this was important to their vote. A majority (57%) of Latino/a voters say this was very important, and 79% say it was important overall. A plurality (45%) of white voters say this was important to their vote, and 64% say it was important.

Election Overview

A parental gap emerged. In 2026, moms are a core constituency for Democrats, as nearly two-thirds (63%) voted for a Democratic candidate for Congress. Over a third of moms (36%) voted for a Republican candidate for Congress. Dads voted Democratic by a 7-point margin (51% to 44%), and childless women voted Democratic by a 17-point margin (58% to 41%). Childless men split their vote evenly between Democratic candidates and Republican candidates (49% each).

Mom voters split in their voting method: 52% voted on election day and 48% voted early. About three in ten moms (29%) voted early in person and 19% voted early by mail. Dads also split between voting on election day (50%) and voting early (50%), with 26% who voted early in person and 23% who voted early by mail. While childless men split between early (52%) and election day (48%) voting, childless women tended to vote early (56%) rather than on election day (44%).

Rising cost of living and corruption were top issues heading into the midterm election this year, with four in ten (40%) moms choosing rising cost of living as the most important issue influencing their vote. Nearly a quarter chose corruption (24%) as the most important issue, and 23% chose the economy and jobs. About one-in-five chose immigration (19%) as the most important issue and one in seven (14%) chose health care and prescription drugs. About one in 10 also named education (11%) or abortion (10%) as the most important issue. Less than one in 10 selected taxes (8%), the war in Iran (8%), crime (6%), racial justice (6%), or terrorism and national security (6%). Few moms noted Israel/Palestine (4%), the environment and climate change (4%), housing and homelessness (4%), Social Security and Medicare (3%), transgender issues (3%), or budget deficits (0%). Transgender issues ranking low despite multiple Republican candidates running contrast ads on this topic is notable.

The rising cost of living, corruption, the economy and jobs, and immigration cross gender and parental status as the most prominent issues influencing moms', dads', childless women's, and childless men's votes.

However, moms stand out compared to dads on their issue agendas. Moms are more likely than dads to say health care and prescription drugs, education, and abortion were most important to

their vote. Dads are more likely than moms to say corruption, terrorism and national security, and budget deficits were important to their vote.

Moms also stand out from childless women on several key issues. Moms are more likely to cite the rising cost of living, the economy and jobs, education, and abortion as most important to their vote. Childless women are more likely than moms to cite the War in Iran, terrorism and national security, and Social Security and Medicare as most important to their vote.

Most important issues by parental status and gender	Moms	Dads	Childless women	Childless men	All voters
Rising cost of living	40	42	33	28	33
Corruption	24	30	28	33	30
The economy & jobs	23	19	16	18	18
Immigration	19	16	21	22	20
Health care & prescription drugs	14	6	13	7	10
Education	11	5	4	3	4
Abortion	10	5	6	5	6
War in Iran	8	11	13	16	13
Taxes	8	10	6	8	7
Crime	6	5	5	4	5
Terrorism & national security	6	12	12	11	11
Racial justice	6	2	4	2	3
Housing & homelessness	4	3	3	3	3
Israel/Palestine	4	4	4	6	5
The environment & climate change	4	4	5	2	4
Transgender issues	3	5	3	2	3
Social Security & Medicare	3	4	14	10	10
(Other)	1	3	3	5	4
Budget deficits	0	5	3	5	4