To: Interested Parties
From: Lake Research Partners and Paid Leave for All Action
Date: November 2023
Re: Survey Findings Show Broad and Deep Support for Paid Parental, Family and Medical Leave

A recent survey[i] of 1,000 voters from the battleground states of Arizona, Michigan, Nevada, North Carolina, Pennsylvania, Wisconsin, Georgia, Florida, and Ohio, and including oversamples of key constituencies, clearly illustrates the overwhelming and historically high support for paid parental, family, and medical leave and shows that this issue persuades swing voters and motivates progressive base voters with little backlash. By wide margins, and intensely by key subgroups, voters would vote for a candidate who pledges to address both paid parental, family, and medical leave and abortion rights.

Broad Support for Paid Leave

Whether they react to a simple description of paid family, parental, and medical leave (64% strongly favor, 85% favor), or a description of *a modest amount of time away from their job*[1] (65% strongly favor, 82% favor), or *up to 12 weeks away*[2] (65% strongly favor, 82% favor), nearly two thirds of battleground voters would **strongly** favor paid family, parental, and medical leave.
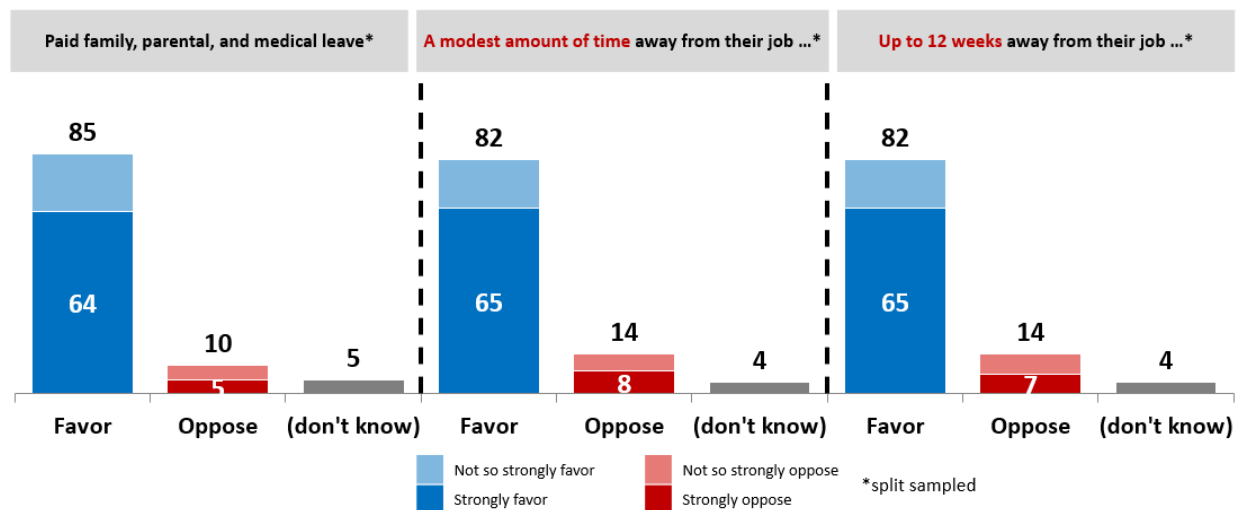
Support for paid leave crosses party lines. Solid majorities of Democratic and Independent battleground voters **strongly favor,** and two thirds or more Republican battleground voters **favor** paid family, parental, and medical leave no matter how it is described.

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[1] Full description: A program ensuring that all people who need a modest amount of time away from their job when a serious family or medical need arises can receive a portion of their wages to care for a new child, an ill or injured loved one, or themselves.

[2] Full description: A program ensuring that all people who need up to 12 weeks away from their job when a serious family or medical need arises can receive a portion of their wages to care for a new child, an ill or injured loved one, or themselves.

Young voters of color[3], Millennial and Gen Z low turnout voters, young women, women across race, and suburban women also overwhelmingly favor paid family, parental, and medical leave, including programs for people who need a modest time or up to 12 weeks away from their job to care for a new child, an ill or injured loved one, or themselves.

Do you favor or oppose…	Paid family, parental, and medical leave*		A modest amount of time*		Up to 12 weeks*	
	Strongly Favor	Favor	Strongly Favor	Favor	Strongly Favor	Favor
Democrats	84	96	88	96	85	96
Independents	65	82	68	88	62	78
Republicans	47	76	41	67	50	72
Young voters of color	81	96	75	94	83	96
Low turnout Gen Z + Millennial	75	92	74	90	74	90
Younger women[4]	82	94	81	95	81	93
Suburban Women	70	84	67	87	65	83
White women	64	86	69	84	65	82
Black women	94	99	83	97	87	95
Latina women[5]	74	87	73	93	76	91

Creating a Paid Leave Program is Motivating to Vote

The creation of a paid family, parental, and medical leave program to ensure workers can receive a portion of their wages when they need time away from their job to care for a loved one is a powerful voting issue. The creation of such a program makes battleground voters motivated to vote in elections next year for President, Senate, Congress, and other offices.

- Nearly two thirds (65%) of battleground voters are motivated to vote in elections next year by the creation of a paid family, parental, and medical leave program to ensure workers can receive a portion of their wages when they need time away from their job to care for loved one, and 41% are very motivated.
- Over four in five (85%) Democratic voters are motivated, as are a solid majority (59%) of Independents. Republicans split between feeling motivated (47%) and not motivated (48%) by the creation of this program.
- Four in five Millennial and Gen Z low turnout voters (80%) and young women (80%) are motivated to vote, as are 73% of young voters of color.
- Suburban women and women across race are motivated to vote – 63% of white women are motivated, 91% of Black women, 74% of Latina women, and 68% of suburban women.
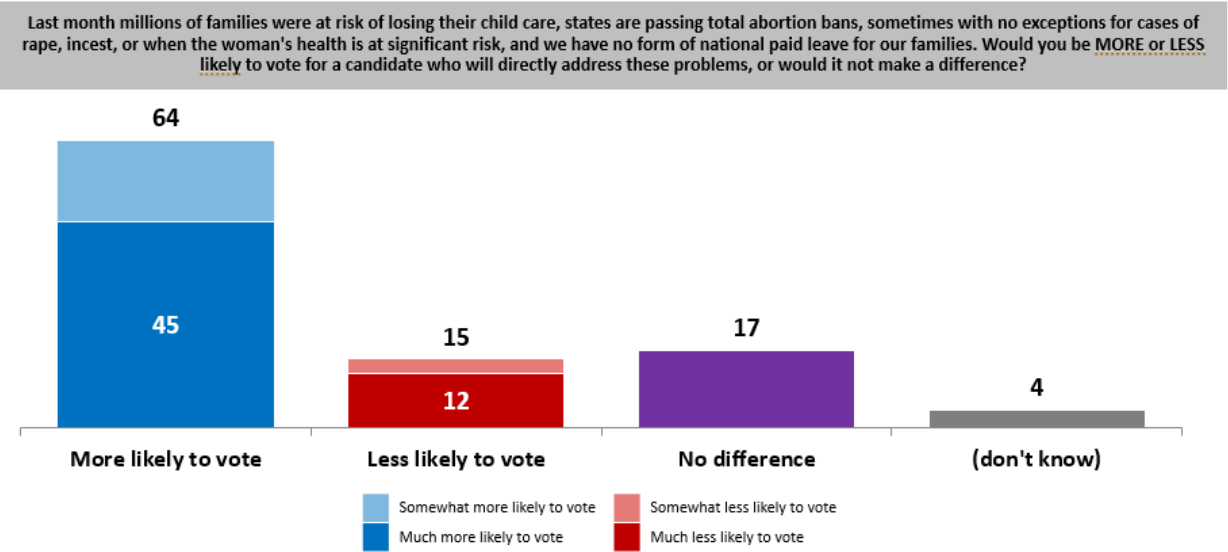
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[3] Young voters of color include voters age 18 through 35 who identify as Black, Latino/a, Asian American/Pacific Islander, Native or Indigenous American, Middle Eastern or North African, or some other race.
[4] Younger women are age 50 and under.
[5] Note small sample size.

Voters Would Reward a Candidate who Favors Paid Leave and Caregiving Policies

A plurality of battleground voters is much more likely to vote for a candidate who will directly address the problems of child care, total abortion bans, and the lack of national paid leave for our families.

Last month millions of families were at risk of losing their child care, states are passing total abortion bans, sometimes with no exceptions for cases of rape, incest, or when the woman's health is at significant risk, and we have no form of national paid leave for our families. Would you be MORE or LESS likely to vote for a candidate who will directly address these problems, or would it not make a difference?

Solid majorities of Democrats (74%), young voters of color (56%), and Millennial and Gen Z low turnout voters (55%), are much more likely to vote for a candidate who will directly address these problems, as are half of suburban women (50%), and a plurality of younger Independents (48%) and Independent women (45%).

Voters would reward a candidate who is in favor of policies around paid leave and caregiving. There is broad willingness to vote for a candidate who supports investing in care through the super wealthy and big corporations paying a fairer share of taxes. There is virtually no backlash.

Would you be MORE or LESS likely to vote for a candidate who is in FAVOR of the following, or would it not make a difference?	Much more likely to vote for a candidate in favor	More likely to vote for a candidate in favor	Less likely to vote for a candidate in favor	Margin more likely minus less likely
Making the super wealthy and big corporations pay a fairer share of taxes to support investments in child care, paid family, parental, and medical leave, and aging and disability care*	50%	66%	21%	+45
Paid family, parental, and medical leave so workers can receive a portion of their wages when they need time away from their job to care for a loved one*	47%	68%	19%	+48

*split sample

Voters also report that they are more likely to vote for a candidate who supports all workers having paid leave and everyone having a right to an abortion.

Would you be MORE or LESS likely to vote for a candidate who is in FAVOR of the following, or would it not make a difference?	Much more likely to vote for a candidate in favor	More likely to vote for a candidate in favor	Less likely to vote for a candidate in favor	Margin more likely minus less likely
All workers having paid leave, including family, parental, and medical leave when they need to care for their family or themselves, and everyone having a right to an abortion*	45%	57%	33%	+24

*split sample

Furthermore, voters say they are likely to vote for a candidate who pledges to address both access to abortion care and paid family, parental, and medical leave.

If a candidate made this statement, how likely would you be to vote for them?	Very likely to vote for them	Likely to vote for them	Unlikely to vote for them	Margin likely minus unlikely
While some politicians are trying to take away your reproductive freedom and ban all abortion without exception, I support giving Americans control over their lives to decide when to have a family and the ability to support one with paid family, parental, and medical leave*	43%	60%	27%	+32

*split sample

[i] On behalf of Paid Leave for All Action Fund, Lake Research Partners designed and administered this phone survey that was conducted from October 19-27, 2023. The survey reached a total of 1,500 likely 2024 voters in battleground states (AZ, MI, NV, NC, PA, WI, GA, FL, and OH) including a base of 1,000 likely voters and oversamples of 100 likely 2024 Black voters, 100 likely 2024 Latino/a voters, 100 young POC likely voters, 100 suburban women, and 100 Millennial and Gen Z low-turnout voters, for a weighted N size of 1,000. The margin of error is +/-3.1% and the margin of error for oversamples and subgroups is higher.