

To: Interested Parties

From: Global Strategy Group

Date: October 24, 2024

Re: NEW POLL RESULTS: Paid leave is a winning issue for voters in key battleground states

A new poll among 1,005 likely voters in presidential battleground states (AZ, GA, MI, NV, PA, WI) conducted from October 14 to October 20, 2024 finds that an overwhelming and historic majority of battleground voters – including both swing and mobilization targets – support paid leave. Additionally, battleground voters are motivated by care economy issues as a whole, and two-thirds of voters would be more likely to support a candidate who advocates for ensuring access to paid leave, child care, and long-term care. A supermajority also want to close corporate tax loopholes to invest in paid leave and care. Furthermore, advocating for paid leave increases support for candidates, with no clear drawback, and is a strong defense to cost of living attacks.

Key Findings

Battleground voters overwhelmingly and increasingly support paid leave. Ninety-one percent of voters support “ensuring workers have paid leave, including family, parental, and medical leave” – a 21-point jump in support since 2021 when 70% of then-battleground voters supported paid leave¹. Support extends across age, race, and party lines, and is strong among those most likely to decide control of Washington in 2024 and beyond: motivation targets² (97%), independents (90%), and suburban women (96%).

These voters want elected leaders to close corporate tax loopholes and invest in care and ensure paid leave for all workers. Eighty-eight percent of voters support “closing corporate tax loopholes and using those funds to invest in paid leave, child care, and long-term care,” including majorities of Democrats (99%), independents (81%), and Republicans (79%). Importantly, voters prefer a plan that ensures all workers have paid leave regardless of where they work (68%) over a plan that gives employers tax credits when they choose to offer paid leave (32%).

Voters think the next administration should prioritize paid leave. Nearly three-quarters of voters (73%) say it’s important that the next President and Congress “ensure workers can take time off to care for themselves and their family without losing their jobs or paychecks” including 67% of independents, 78% of suburban women, and 82% of non-college women.

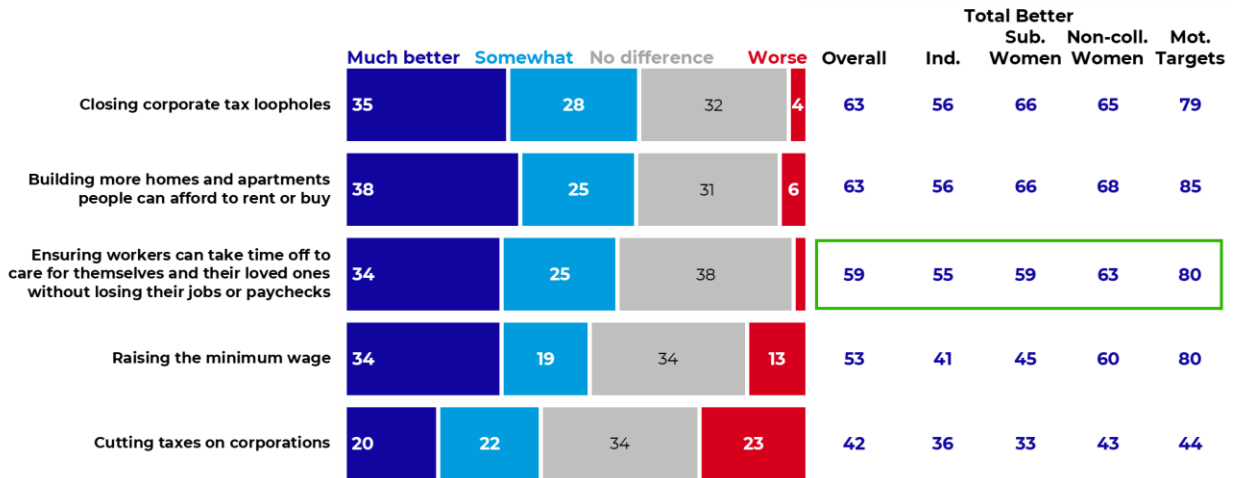
Paid leave is a solution to cost-of-living woes. In poll after poll, inflation and cost of living has been a top issue³. Voters see paid leave as a solution: 59% believe paid leave will make their personal economic situation better, putting it on par with building more homes and above raising the minimum wage.

¹ Past surveys used the following language: “Ensuring access to paid leave, including family, parental, and medical leave for all U.S. workers.” From a survey of likely November 2022 voters in AZ, FL, GA, NH, NC, NV, PA, WI conducted in November 2021

² Motivation targets are defined as voters with a turnout score under 70 who self-identify as Democrats.

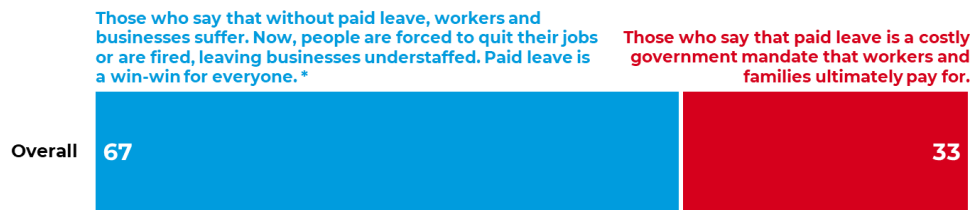
³ Source: <https://navigatorresearch.org/wp-content/uploads/2024/09/Navigator-September-Topline-Results-091624.pdf>

Do you believe [ITEM] would make your personal economic situation better or worse?



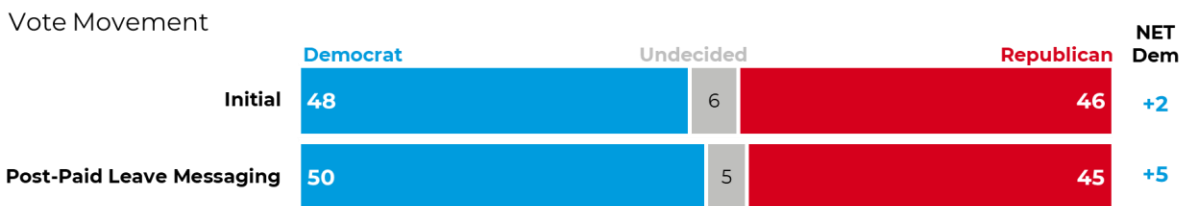
Battleground voters recognize the benefits to businesses and workers alike. A majority (67%) say paid leave is a win-win for everyone when put up against false attacks leveled against the policy. This sentiment is also held by target groups, including independents (62%), suburban women (66%), and non-college women (75%).

Who do you agree with more?



* Question only asked of half the sample

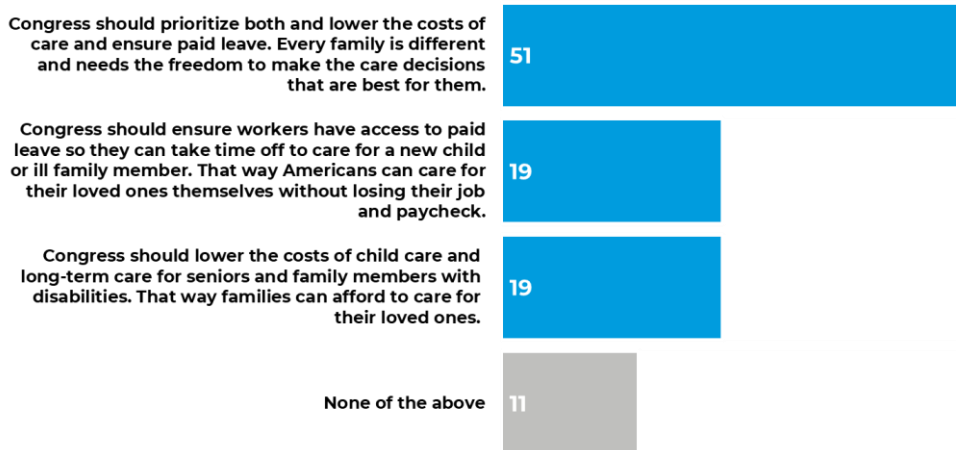
Candidates benefit from talking about paid leave. Initially, a Democrat narrowly leads on the generic Congressional vote (48% Democrat/46% Republican). After messaging in favor of a Democrat that focused on paid leave, the Democrat leads by 5 points – a net 3-point increase on the margin. Positive gains are more pronounced among independents and young voters (age 18-34).



Paid leave does not make opponents' attacks any more powerful. Democrats have the same standing after a series of attacks regardless of whether they are attacked with standard lies about paid leave or not: Voters that heard paid leave as part of a longer list of attacks support Democrats by a three-point margin; those who didn't hear the paid leave attack support Democrats by a two-point margin. And when compared to the full list of negatives against Democrats on issues such as crime and immigration, paid leave is the least compelling to independent voters (see appendix for full list of attacks tested)

There is a broad appetite for both paid leave and care policies. Two-thirds of voters would be more likely to support a candidate who advocates for ensuring access to paid leave, child care, and long-term care – compared to just 30% who say it would make no difference. Furthermore, half of voters (51%) agree that Congress should prioritize both paid leave and care policies rather than one or the other.

Which statement do you agree with most?



Voters trust Democrats on addressing child care and overwhelmingly support funding long-term care. Democrats also have a leg up on child care, with 57% of voters saying they trust Harris more to address challenges in the child care system than Trump (43%). And voters offer strong support for a proposal that would fund long-term care services that allow aging and disabled people to live independently at home (94% support).

ABOUT THIS POLL

Global Strategy Group conducted an online survey of 1,005 likely 2024 voters in Arizona, Georgia, Michigan, Nevada, Pennsylvania, and Wisconsin between October 14 and October 20, 2024. The survey has a confidence interval of +/-3.1%. All interviews were conducted via web-based panel. Care has been taken to ensure the geographic, political, and demographic divisions of the population of likely voters are properly represented.

Appendix

Full text of positive messages:

Overall	Ind.	<i>% convincing (% extremely convincing)</i>
59 (29)	56 (26)	[COST OF LIVING] Too many families are struggling to make ends meet. John Smith says enough is enough – we need to support workers so they can afford basic necessities like gas and groceries. That's why he is fighting for paid leave so families have all the tools they need to succeed, even if they need to care for a new child, a sick family member, or deal with an illness themselves.
59 (28)	52 (21)	[FREEDOM] Americans should be free to make the decisions that are best for them and their families. But without paid leave, Americans who take time off to care for an aging family member or a newborn, or recover from a serious illness themselves, lose their job. John Smith is working to pass paid leave to ensure that in the toughest of times, families are free to make the care decisions that are best for them.
54 (27)	50 (16)	[OPPORTUNITY ECONOMY] Right now, most Americans are one unexpected health setback from losing their job, their livelihood, and their chance at a better life. John Smith is working to create an Opportunity Economy, where workers can take time off to care for an ailing loved one or a newborn, or recover from a serious illness themselves, without jeopardizing their chance to compete and their chance to succeed.
57 (27)	42 (17)	[STRONG MIDDLE CLASS] Middle class families have always been the backbone of America. But politicians haven't always had their backs. John Smith does. He'll pass paid leave to ensure that should tragedy strike, the workers who power our economy have the power to care for themselves and their loved ones, without risking their livelihood.
57 (26)	43 (15)	[ECONOMY] A strong economy needs a healthy workforce, where all workers have the ability to take time off to care for a family member or a new child, or to recover from a serious illness themselves. John Smith knows ensuring access to paid leave is how we keep workers healthy, and how we make sure our economy thrives.
55 (25)	47 (22)	[DIGNITY] Workers deserve to be treated with dignity – to be treated fairly and to be able to support their families. John Smith stands for the dignity of work and will ensure access to paid leave to support workers, easing the burden on caregivers and making it easier for them to keep their jobs.
49 (22)	33 (18)	[SMALL BIZ] Small businesses are the engine of our economy, but they can't always offer the same benefits as major corporations. By guaranteeing everyone has access to paid leave, John Smith is making it easier for new businesses to get off the ground and small businesses across America to thrive.

Full text of negative attacks:

Overall	Ind.	<i>% concerning (% extremely concerning)</i>
60 (45)	62 (36)	[WOKE] While hardworking families are struggling to get by, John Smith is trying to give free sex change operations to kids and letting biological men compete in women's sports. He's not looking out for us.
61 (45)	56 (36)	[IMMIGRATION] Instead of strengthening border security, John Smith supports open borders and granting amnesty to illegal immigrants, opening our borders to criminals and drug traffickers who smuggle illegal drugs like fentanyl and weapons into our communities.
62 (43)	53 (35)	[CRIME] Under John Smith's watch, crime has soared. He has let dangerous criminals back out into our communities, allowed illegal weapons and drugs like fentanyl to flood our streets, and supported defunding the police, putting our law enforcement officers and families at risk.
59 (41)	53 (36)	[COST OF LIVING] John Smith supports out-of-control spending and costly mandates that are hurting small businesses and have caused the cost of everything from gas to groceries to housing to skyrocket. We can't afford more of the same.
59 (41)	58 (27)	[PAID LEAVE]* John Smith is pushing an extreme liberal agenda that costs taxpayers thousands of dollars. In fact, he supports increasing taxes to pay for a new big government mandate that would put small businesses at risk and force American families and workers to pay the price.

*Question only asked of half the sample