

To: The National Partnership for Women & Families
Fr: Lake Research Partners
Re: Election Eve/Night Omnibus Survey¹ Results on Issues of Importance to Working Families
Date: November 17, 2016

Summary

- More than three-quarters voters (78%) express solid support for a national paid family and medical leave law that would guarantee 12 weeks of paid leave for workers caring for a new child or seriously ill loved one or dealing with their own serious health condition. Support extends across party lines and includes voters who cast ballots for both Hillary Clinton and Donald Trump for President.
- Voters' solid, strong support for paid family and medical leave may reflect the significant financial hardships that seven-in-ten voters (71%) say they would face if a serious issue like this arose in their own families.
- Eight-in-ten voters (82%) believe it is important for the next president and Congress to address working families' issues with policies like paid sick days and paid family and medical leave, and on several measures, they indicate an increased likelihood to vote for candidates that support these policies. More than a majority of voters (58%) – including 81% of Democrats – say they would be more likely to vote for their member of Congress or U.S. senator if that lawmaker supported and cosponsored a national paid family and medical leave bill and more than four-in-ten (41%) – including 59% of Democrats – say they would be less likely to vote for a lawmaker who opposes national paid leave.
- A solid majority of voters (58%) also say they are more likely to shop at businesses that offer generous leave policies.

Election Overview

- In a closely contested race, Donald Trump defeated Hillary Clinton in the electoral college while Clinton narrowly edged Trump in the popular vote. Our election eve survey had the national vote in a statistical tie, with 47 percent voting for each candidate.
- Turnout among voters under 30 and unmarried women remained steady from 2012 numbers while Latinos made up slightly more of the electorate, and African Americans dropped compared to turnout in 2012:
 - Voters under 30: 19% of the electorate in 2012 and 2016.
 - Unmarried women: 23% of the electorate in 2012 and 2016.
 - Latinos: 10% of the electorate in 2012, compared to 11% in 2016.
 - African Americans: 13% of the electorate in 2012, compared to 12% in 2016.

¹ Methodology: Lake Research Partners and the Tarrance Group designed this pre-election and election night omnibus survey, which was conducted by telephone using professional interviewers. The survey reached a total of 1,200 likely voters nationwide, including both cell phones and landlines. The survey was conducted from November 6-8, 2016, and has a margin of error among adults overall of +/-2.0% at the 95% confidence interval. The margin of error is higher among subgroups.

- The gender gap played an important role, but ultimately was not enough to overcome men's solid support for Trump. Women broke for Clinton by 11 points—53% for Clinton and 42% for Trump, compared to men who broke for Trump by 12 points— 52% percent for Trump and 40% percent for Clinton. Several groups of women supported Clinton at higher levels:
 - African American women voted for Clinton 94% to 4%.
 - Latinas voted for Clinton 69% to 26%.
 - Unmarried women voted for Clinton 61% to 34% for Trump.
 - Unmarried mothers supported Clinton by even wider margins: 69% to 25% for Trump.
 - Women under 50 supported Clinton 57% compared to 38% who supported Trump. Women over 50 were much more evenly split, 49% Clinton to 48% Trump.
- Democrats and Republicans consolidated their respective bases (88% of Democrats voted for Clinton and 89% of Republicans voted for Trump), while Independents broke Republican (47% Trump to 40% Clinton). Independent women were more evenly split than Independent men (46% Clinton to 45% Trump among women and 48% Trump to 36% Clinton among men). Younger Independents under 35 voted for Clinton (47% to 30%), while older Independents over 35 voted Republican (53% to 38%).
- The economy and jobs dominated voters' issue concerns, with 27 percent saying this was one of the two most important issues in deciding for whom to vote. This is followed by health care (21%), terrorism and national security (18%), and education (18%).
 - The top issues among Democrats were the economy and jobs (26%), education (26%), and health care (24%).
 - Independents really narrowed in on the economy and jobs (28%).
 - Republicans split between the economy and jobs and terrorism and national security (28% each).
- A number of voters also said dysfunction in government (15%), immigration (14%), Social Security (10%), and the environment and climate change (10%), but these are secondary to the top concerns.
- Voters concerned with the economy and jobs split their vote between Trump (48%) and Clinton (47%). Clinton had an edge among health care voters (50% for her to 45% for Trump), and clearly won education voters (72% Clinton to 21% Trump). However, Trump dominated among terrorism and national security voters (70% Trump to 26% Clinton).
- A majority (56%) made up their minds more than three months ago. Another three-in-ten (29%) made up their minds one to three months ago (17%) or in the past month (12%). There were very few late deciders: 5% in the past week and 7% in the last few days.

The Election and Issues of Importance to Working Families

- A plurality (41%) of voters say that they heard some from candidates running for office about issues of importance to working families, such as equal pay, paid sick days, and paid family and medical leave. Just under a quarter (23%) said they heard a lot, and just over a quarter (27%) said they heard not much on these issues. Less than one in ten (8%) heard nothing at all.
 - There are significant differences by party identification, with three-quarters of Democrats hearing a lot (29%) or some (45%), about half of Independents hearing a lot (23%) or some (31%), and three-fifths of Republicans hearing a lot (17%) or some (45%).
 - Similarly, there are significant differences between Trump voters and Clinton voters. While a majority of both Clinton and Trump voters heard a lot or some from candidates, Clinton voters were more likely than Trump voters to hear candidates talk about issues of importance to working families.
 - Clinton voters: 27% heard a lot, 44% heard some. This includes 28% of Clinton male voters and 26% of Clinton female voters who heard a lot.
 - Trump voters: 18% heard a lot, 40% heard some. Trump male voters were the least likely to hear a lot (17%); a fifth (20%) of Trump female voters heard a lot.
- Partisanship drives voters' attitudes toward voting for an elected official who speaks in support of equal pay for women, paid sick days, and paid family and medical leave – for Democrats, support is a strong positive, while for Republicans it is a non-issue.
 - A solid majority (57%) of Democrats say that when an elected official supports these issues, they are much more likely to vote for that elected official; 77% say they are more likely. Only 2% say they are less likely to vote for such an elected official, and 19% say it does not make a difference in their vote.
 - A majority (53%) of Independents say that they are more likely to vote for an elected official who supports these issues, with a third (34%) much more likely. Over a third (37%) say this stance does not impact their vote, and only 8% say it makes them less likely to vote for that elected official.
 - On the other hand, a majority (52%) of Republicans say that if an elected official supported equal pay for women, paid sick days, and paid family and medical leave, it would make no difference in their vote. Of those who have a stance, 39% are more likely to vote for that elected official (22% much more likely) and only 7% are less likely. There is little difference between Republican women (53% no difference, 41% more likely, 6% less likely) and Republican men (52% no difference, 37% more likely, 9% less likely).
 - Attitudes among Trump and Clinton voters mirror party identification: over three-quarters (78%) of Clinton voters are more likely to vote for an elected official with this position, while over half of Trump voters (55%) say it would make no difference and a third (33%) say it would make them more likely to vote for that elected official.

- The subgroups who are most likely to vote for an elected official who supports such policies are women younger than 50 (46% much more likely), college educated women (47%), strong Democrats (62%), Democratic women (60%), Millennial Independents² (53%), African Americans (51%), especially African Americans younger than 50 (56%) and urban African Americans (54%), Latinos (50%), especially Millennial Latinos³ (59%), voters who are separated or divorced (46%), unmarried women (49%), especially unmarried mothers⁴ (62%), students⁵ (50%), working women (46%), women in the Northeast (49%), and urban women (47%).
- Voters believe it is likely (71%) that they or their families would face significant financial hardships if they had a serious illness, had a new child, or had to care for a parent, spouse, or child with a serious illness. A plurality (43%) say this would be very likely.
 - Across every demographic and attitudinal subgroup, voters say they would be likely to face significant financial hardship if they had a serious illness, had a new child, or had to care for a parent, spouse, or child with a serious illness.
 - Those who are most likely to say they would face significant financial hardships include single mothers⁶ (81% very likely), African Americans (65%), especially senior African Americans (76%), separated or divorced voters (65%), working mothers (57%), Baptists (57%), Latinas (56%), non-Millennial Latinos (55%) voters with a high school degree or less education (53%), voters in New England⁷ (53%), urban Latinos (53%), Democrats (52%), union households (52%), born-again Christians (51%), and women (50%).
 - Those who are most likely to say they would not face significant financial hardships include Methodists⁸ (21% not likely at all), Republican Millennials (19%), Republican seniors⁹ (19%), and unmarried men (17%), but even among these groups, more say they would face hardships than not.
- Voters overwhelmingly say that it is important (82%) for the next president and Congress to consider new laws to help keep working families economically secure, including ensuring workers the right to earn paid sick days and creating a paid family and medical leave insurance program. A solid majority (58%) say this is very important.
 - At least two-thirds of nearly every demographic subgroup says it is important for the next president and Congress to consider new laws that will help keep working families economically secure.

² Note small sample size

³ Ibid

⁴ Ibid

⁵ Ibid

⁶ Ibid

⁷ Ibid

⁸ Ibid

⁹ Ibid

- Across party, a solid majority of voters say these new laws are important:
 - For Democrats, this is a core value: 95% important, 76% very important
 - Independents: 84% important, 58% very important
 - Republicans: 70% important, 40% very important
 - Republican women are more likely than Republican men to say this is important (81% important, 47% very important and 61% important, 33% very important, respectively).
- Both Clinton and Trump voters agree that it is important for the next president and Congress to consider new laws to help working families:
 - For Clinton voters, this is a core value: 95% important, 76% very important
 - Trump voters: 68% important, 37% very important
- The core of support comes from African Americans (81%), single mothers¹⁰ (81%), Democrats (76%), Latinas (75%), Northeast women (74%) Mountain voters¹¹ (71%), non-Millennial Latinos (71%), unmarried women (68%), urban women (68%), women younger than 50 (67%), students¹² (67%), voters younger than 30 (66%), and Baptists (66%).

Attitudes toward Paid Family and Medical Leave

- Voters solidly favor (78% favor, 64% strongly favor) a proposed law that would establish a national PAID family and medical leave fund that would allow all workers in the U.S. to take up to 12 weeks of leave from their jobs with some pay when they need to care for a new baby or adopted child, have a serious illness, or need to care for a seriously ill family member.
 - Across party, voters solidly favor a paid family and medical leave law:
 - Again, for Democrats, this is a core value: 93% favor, 83% strongly favor
 - Independents: 77% favor, 61% strongly favor
 - Republicans: 66% favor, 46% strongly favor
 - A majority (52%) of Republican women strongly favor a paid family and medical leave law (72% favor), compared to 40% of Republican men (60% strongly favor).
 - Both Trump and Clinton voters solidly favor a national law that provides 12 weeks of paid leave to women and men when they need to care for a new baby or adopted child, have a serious illness, or need to care for a seriously ill family member.
 - Like Democratic voters, Clinton voters see this as a core value: 92% favor, 80% strongly favor
 - Trump voters: 64% favor, 45% strongly favor
- Voters value a paid family and medical leave program so much that a plurality (41%) say they would be *less* likely to vote for their U.S. senator or member of Congress if that lawmaker opposed a national paid family and medical leave proposal and voted against it. A quarter (25%)

¹⁰ Note small sample size

¹¹ Ibid

¹² Ibid

would be more likely to vote for that lawmaker, and 28% say it would make no difference in their vote.

- Democratic and Independent voters are more willing to punish their elected official who opposes paid family and medical leave.
 - Democrats: 59% less likely to vote for, 18% more likely, 16% no difference
 - Independents: 35% less likely, 29% more likely, 29% no difference
- Republicans are divided by gender. Republican women mirror Democrats and Independents (40% less likely, 22% more likely, 34% no difference), while a plurality (41%) of Republican men say this stance would not make a difference in their vote, a third (33%) say they would be more likely to vote for that candidate, and a fifth (21%) would be less likely.
- In the same vein, even more voters would reward a candidate based on this issue. A majority (58%) of voters say they would be more likely to vote for their U.S. senator or member of Congress if that lawmaker supported a national paid family and medical leave proposal by co-sponsoring it and voting for it. About three in ten (29%) say it would make no difference in their vote, and only 8% say it would make them less likely to vote for that candidate.
 - Across party identification, voters are more likely to vote for a candidate who supports paid family and medical leave than they are less likely to vote for that candidate.
 - Democrats: 81% more likely to vote for, 2% less likely, 15% no difference
 - Independents: 48% more likely, 11% less likely, 32% no difference
 - Republicans: 41% more likely, 14% less likely, 41% no difference. Republican men lean toward saying it would not make a difference (43%) over more likely (37%), while Republican women lean toward saying they would be more likely (44%) over no difference (38%).
- Voters also value businesses that provide strong paid family and medical leave policies to their employees. A solid majority (58%) of voters say they would be more likely to spend money at a company that offers a generous paid family and medical leave benefit to its employees, and 41% say they are much more likely to spend money at such a company. Just over a third (36%) say this would make no difference, and only 3% say they would be less likely to patronize that company.
 - This consumer sentiment is especially strong among voters ages 75 and older¹³ (53% much more likely), post graduates (50%), strong Democrats (56%) and Democrats across gender and age ranges, Millennial Independents¹⁴ (50%), African Americans (50%), unmarried childless women (50%), and current and retired union members (50%).

¹³ Note small sample size

¹⁴ Ibid