

To: Interested Parties
Fr: Lake Research Partners
Re: Paid Family and Medical Leave Enjoys Widespread Support
Date: October 27, 2021

Paid family and medical leave is a crucial component to the success of the Build Back Better Plan because it is known and overwhelmingly popular and frames this as the American Family Plan. Paid leave is one of the best-known elements of the Plan, and it is well-liked. There is overwhelming support from Democrats and Independents, and widespread support that crosses gender and parental status.

Polling conducted by Navigator¹ earlier in October found that seven-in-ten (70%) Americans think that creating universal paid family and medical leave is a good reason to pass the Build Back Better Plan, and 43% think it is a very good reason. **It is powerful to include paid family and medical leave in what the Build Back Better Plan will do.** Three-in-five (62%) Americans support Biden and Democrats' new economic plan when it is described as providing paid family and medical leave, establishing a universal pre-K program, expanding Medicaid coverage for seniors including dental, vision, and hearing coverage, and lowering health care costs by allowing Medicare to negotiate lower drug prices.

- Nearly universally, Democrats support this economic plan (91%), and over half (52%) of Independents support it, while a third (32%) of Republicans support it.
- Support also crosses racial subgroups:
 - 83% of Black Americans support it
 - 69% of Hispanic/Latino Americans
 - 63% of AAPI Americans
 - 56% of white Americans

The majority of voters still do not know what is in the Build Back Better Plan and only a third think it will help their families. Highlighting paid family and medical leave helps fill that information in for people. While it is clear that paid family and medical leave enjoys widespread support, recent polling from CBS News and YouGov² shows that a majority of Americans don't know specifics of the Build Back Better Plan. Only 10% know a lot of the specifics of the Build Back Better Plan, 33% have a general sense and some specifics, 28% have a general sense, but not any specifics, and about three-in-ten (29%) don't know what is in it.

In this same poll, nearly three-quarters (73%) support federal funding for paid family and medical leave. And among those who have heard about Medicare expansion and paid family and medical leave, 67% approve of the Build Back Better Plan, compared to 54% of Americans overall.

¹ Navigator survey among 1,000 registered voters. Conducted October 7-11, 2021.

² CBS News/YouGov poll surveyed 2,054 US adult residents from October 6-8, 2021.

Recent polling of women nationwide³ finds high levels of support for the American Family Plan⁴ driven by the inclusion of paid family and medical leave. The inclusion of paid family and medical leave stands out as what women like the best in the American Family Plan (32% say they like that the best).

Paid family and medical leave is important for families and also for getting the economy going and for prosperity for families. In a recent poll that LRP administered on behalf of Community Change, about half (51%) said that caregiving for children and family members is very important to families' economic security, and half (50%) said that caregiving for children and family members is very important to a thriving economy.

- Nearly two in three voters say that it is important to address providing paid family and medical leave (64% important, 39% very important), while only one in three voters say it is not important (33% not important, 16% not important at all).⁵
 - More than four in five Democrats (86% important, 57% very important) and six in ten Independents (61% important, 37% very important) think that providing paid family and medical leave is important, and four-in-ten Republicans (41% important, 19% very important) think it is important.
 - **Support is intense for women who are very focused on what the Build Back Better Plan will do for their families.** Nearly three-quarters of women (73% important, 46% very important) and over half of men (54% important, 29% very important) find providing paid family and medical leave important.
 - Parents of children under 18 are especially likely to say paid family and medical leave is important (77% important, 49% very important), but people don't have to have minor children to think paid leave is important. Indeed two-thirds of childfree voters (66% important, 39% very important) and a solid majority of parents of adult children (57% important, 33% very important) find addressing paid family and medical leave important.

³ Lake Research Partners poll of 1,000 women nationwide, with oversamples among African American women, Latinas, AAPI women, and Native American women (100 interviews among each) for a total of 1,400 interviews Conducted from June 7 to June 14, 2021. Survey respondents were drawn from an online panel of adults. Oversamples were weighted down into the base to reflect their actual proportion.

⁴ The American Family Plan is a proposal to invest \$1.8 trillion in families, workers, and job creation paid for by closing tax loopholes, so the wealthiest and big corporations pay their fair share in taxes. This will provide paid family and medical leave to people, fund universal pre-kindergarten for 3- and 4-year-olds, make childcare more affordable for working-class and middle-class families, and reduce child poverty with a child tax credit for families. Do you support or oppose the American Family Plan? (Asked of half the sample)

⁵ Lake Research Partners poll of 900 likely 2022 voters, with oversamples of 100 Black women likely 2022 voters and 100 Latina women likely 2022 voters and sample of 117 Democratic surge voters with low vote propensity scores. Conducted from May 6 to 16, 2021. Survey respondents were drawn from an online panel of listed adults and screened to be likely 2022 voters or Democratic surge voters with low vote propensity scores.

How important is it to address this item? (% Important)	Total	Gender		Party ID			Parental Status		
		M	W	D	I	R	Under 18	18 & Older	No Children
Providing paid family and medical leave	64%	54%	73%	86%	61%	41%	77%	57%	66%

- Two-thirds (66%) of voters favor a national program of up to 12 weeks of Paid Family and Medical Leave for people to take care of a new child, a seriously sick family member, or their own serious health condition, and 46% strongly favor a paid family and medical leave program.
 - Nearly universally, Democrats favor paid leave (87% favor, 65% strongly favor) and about two in three Independents (63% favor, 45% strongly favor) favor paid family and medical leave. Republicans also show robust support with 43% in favor (23% strongly favor) of this kind of policy.
 - About eight-in-ten (79%) of low propensity Democratic voters favor 12 weeks of paid leave.
 - Three-quarters (74%) of women and over half (56%) of men favor 12 weeks of paid leave.
 - Over seven-in-ten (72%) parents of children under 18, six-in-ten (60%) parents of adult children, and over two-thirds (69%) of voters without any children favor paid leave.

A national program of up to 12 weeks of Paid Family and Medical Leave for people to take care of a new child, a seriously sick family member, or their own serious health condition	
Favor	66
Oppose	28
Not sure	6

- A Global Strategy Group poll⁶ of 2022 likely voters from seven battleground states (AZ, FL, GA, NV, NC, PA, WI) also shows strong, broad support for paid family and medical leave. Of those surveyed, 84% of voters, including 96% of Democrats, 81% of Independents, and 74% of Republicans, support paid leave.
 - Support is so strong that voters are even willing to pay to keep it, with about 7-in-10 agreeing that they would support paid leave even if it cost them a bit more in taxes. Agreement with this statement is strong across party, even over half of Republicans say they agree.

% total agree	Total	Undecided	Dem	Ind	Rep
I would support paid leave even if it cost me a bit more in taxes.	69%	76%	86%	62%	55%

The polling data shows how crucial it is to incorporate and center paid family and medical leave in the Build Back Better Plan. This policy is widely supported by the public and fairs better than a lot of the other policies included in the plan. Championing paid family and medical leave is essential in getting the public behind the Build Back Better Plan and would help both families and the economy thrive. The public is ready more than ever to see paid family and medical leave, and they want it now.

⁶ The Global Strategy Group poll commissioned by Paid Leave for All Action, surveyed 1,070 likely 2022 voters from seven battleground states (AZ, FL, GA, NV, NC, PA, WI).