

To: Interested Parties
From: The Winston Group
Re: Voter Reaction to Republican Paid Family Leave Proposal

Voter Reaction to Paid Family Leave Proposal

The following document presents data on voter reaction to the Republican paid family leave proposal from the latest survey for Winning the Issues (October 8-10, 1,000 registered voters). Broadly speaking, the Republican paid family and medical leave plan is more popular than that proposed by Democrats. Though support for the Republican position falls when party labels are used, there is still a general preference for the Republican plan on this issue.

Plan Comparison - No Party Labels

Presented with two plans — Plan A, the Democratic plan to provide 12 weeks of paid family and medical leave and access to childcare through a taxpayer-funded, IRS-run program, and Plan B, the Republican plan to expand access and incentivize employers to offer paid leave — voters overall preferred Plan B 49-25. This included 58% of Republicans (58-16), 45% of independents (45-20), and even 44% of Democrats (44-36). Suburban women preferred Republicans’ plan by a margin of over 2:1 (48-22). Among Hispanics, nearly one in two preferred it to the Democrats’ plan (49-31).

In thinking about a paid family and medical leave program, which plan would you prefer?	Overall	GOP	Indep	Dem	Sub Wom	Hispanic
Plan A, which would provide twelve weeks of universal paid family and medical leave and guaranteed access to child care by creating a paid family and medical leave program funded by taxpayer dollars and run by the IRS.	25	16	20	36	22	31
Plan B, which would expand access to paid family and medical leave by incentivizing more employers to provide leave and focusing on gaps in coverage; expand the employer-provided family and medical leave tax credit and create new family savings accounts; incentivize and reduce costs for small employers to offer paid family leave; and target policies to low-wage workers.	49	58	45	44	48	49

Messaging About the Plans

In terms of messaging about paid family leave, voters overall tended to prefer the Republican message that Congress needs to pass the Protecting Worker Paycheck and Family Choice Act, and that *instead of a top-down, one-size fits all approach rife with government mandates, it will put families first and keep small businesses on the path of rebuilding the economy* (45%) over a Democratic message that Congress needs to act on paid leave by passing the Build Back Better Plan (38%). There was some movement among independents, who went from preferring the Republican plan without labels 45-20 to preferring the Republican message by a narrower 43-26. However, most of the movement came from Democrats who had initially preferred the Republican

plan without labels. Suburban women preferred the Republican message by a narrower 41-37. Hispanics split 43-44.

Who do you agree with more?	Overall	GOP	Indep	Dem	Sub Wom	Hispanic
Democrats who say Congress needs to act on paid family and medical leave by passing the Build Back Better plan, which includes life-changing provisions that will level the playing field, expand opportunity, and rebuild our economy to be more equitable and inclusive.	38	11	26	71	37	44
Republicans who say that Congress needs to act on paid family and medical leave by passing the Protecting Worker Paycheck and Family Choice Act, which will improve access to paid leave and affordable child care. Instead of a top-down, one-size-fits-all approach rife with government mandates, it will put families first and keep small businesses on the path of rebuilding the economy.	45	77	43	16	41	43

Conclusion

In general, the Republican plan has support among the electorate, including key voter coalition groups like independents, suburban women, and Hispanic voters. While support falls when the Republican party label is used in the messaging about the plan — due to some movement among independents, but primarily Democrats — the general preference for Republicans’ plan still exists. This is a positive indication that Republicans have solutions they can present to voters in contrast to the solutions Democrats are offering in the Build Back Better plan.