



ONE COUNTRY

Wisconsin Survey Key Findings

August 2023

Methodology:

Forbes Tate Partners Insights conducted a Wisconsin statewide online survey on behalf of One Country Project among 504 Wisconsin voters from August 3-7, 2023.

The purpose of the survey was to understand Wisconsin voters' opinions on a national paid family and medical leave policy.

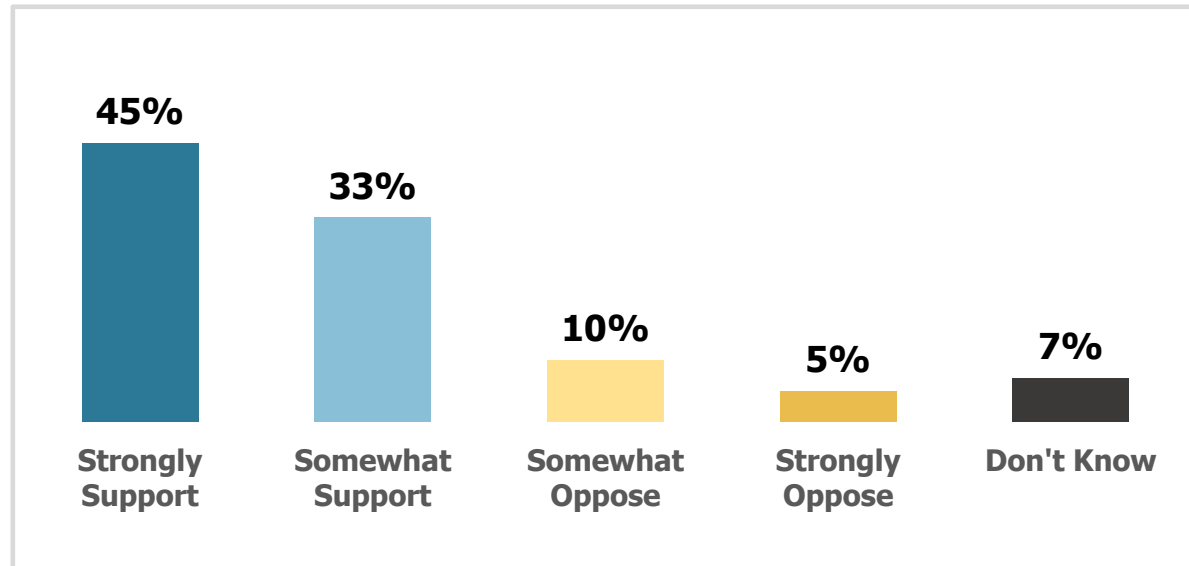
The margin of error for an N=504 sample size is +/- 4.38% at the 95% confidence interval.

Key Findings:

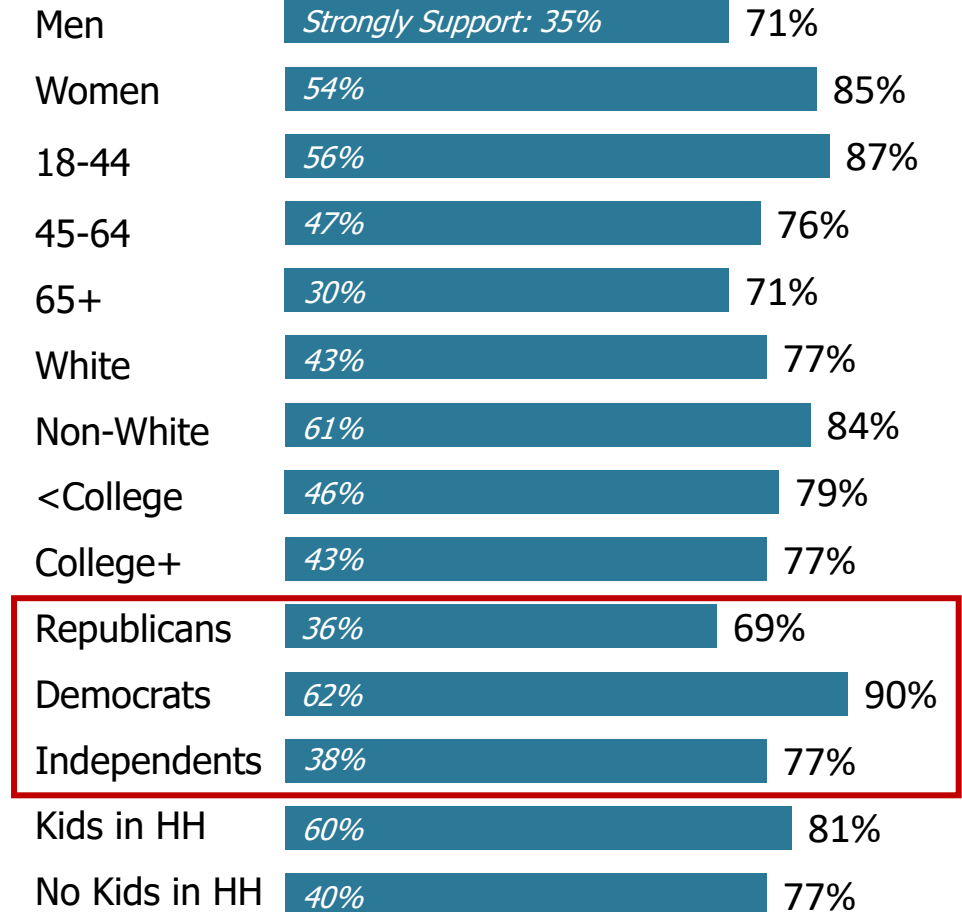
- A strong majority (78%) of Wisconsin voters support creating a national paid family and medical leave program, with strong support across parties.
- A majority (61%) of Wisconsin voters would be more likely to vote for a candidate who supports a national paid leave policy, while only 12% would be less likely.
- Wisconsin voters believe that more people will be able to stay in their jobs even if they or their family face a medical challenge and employee morale will increase if there were a national paid leave policy.
- There is little differentiation across the top messages for supporting the policy, with the top testing themes including helping families, keeping people financially stable, and economic benefits.
- Wisconsin voters describe paid family and medical leave as a pro-family, pro-work policy for our country.
- They want to hear from small business owners, labor leaders, and parents about changes to national paid leave policy.

There is widespread support for creating a national paid family and medical leave program, including majority support across party.

Do you support or oppose creating a national paid family and medical leave program that would allow people to earn a portion of their pay while taking time away from work for serious medical issues for themselves or close family members?



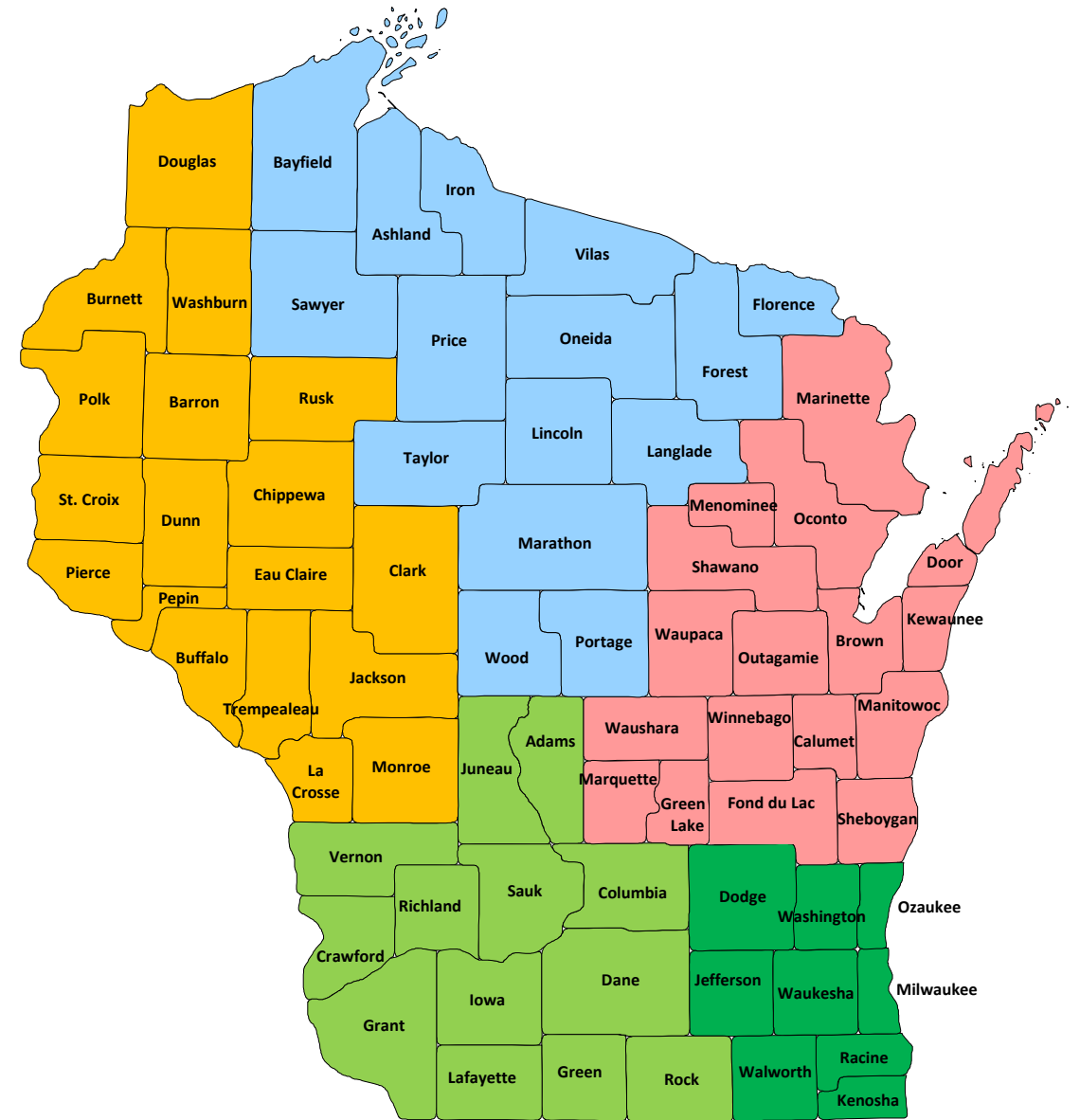
KEY DEMOGRAPHICS: SUPPORT PAID LEAVE PROGRAM



There is strong support across regions, with higher support in more rural parts of the state.

Do you support or oppose creating a national paid family and medical leave program that would allow people to earn a portion of their pay while taking time away from work for serious medical issues for themselves or close family members?

	<u>% Support</u>
Western Region	83%
Northeastern Region	82%
Northern Region	79%
Southern Region	79%
Southeastern Region	74%



In open-end responses, voters say the best reason to support a paid leave policy is because it provides financial security during hardships.

Open-End: What is the best reason to support a program like this? [Asked among the 78% of respondents who support the program]

Family support during emergencies	34%
Prevention of financial hardship	34%
Job security and income stability	25%
Advocacy for basic human needs	7%
Employee benefits/loyalty	6%
The right thing to do	6%
Maternity leave support	4%
Necessity due to lack of sick leave	3%

Example Open-end Responses:

"Because life happens. And if someone is employed already and has no choice but to take this time for their family or themselves there should be some sort of support so they can do it."

"To care for a loved one who that person can trust without losing income or job to do so."

"You should never have to struggle financially just because you or a family member is seriously ill."

"Creates trust in the employee and the employer, creates a better work environment."

In open-ends, Democrats focus more on fairness/equality while Republicans stressed the importance of financial stability.

Open-end: What is the most important reason to you for why we should support a national paid family and medical leave policy?

Open-End Summary of Democratic and Republican Areas of Agreement:

- Importance of a safety net for families during health emergencies
- Economic stability as a significant benefit of such a policy
- Ensuring job security during and after family or health emergencies

“It makes employees come back and stay at a job. It shows the employees that the employer cares about them, it also helps the economy and the people!” – Wisconsin Republican

Open-End Summary of Democratic and Republican Areas of Disagreement:

- Democrats place higher importance on fairness and equality
- The mental health benefits were vigorously discussed by Democrats, but not Republicans
- Republicans express more skepticism towards a government policy

“Let’s face it. We as a nation have the poorest mental health. This would be a step in the right direction to solve that problem.” – Wisconsin Democrat

On the other hand, in open-ends opponents point to potential negative economic impacts and possible abuse.

Open-End: What is the best reason to oppose a program like this? [Asked among 14% of respondents who oppose the program]

Economic impact/increased costs 41%

Potential for abuse 19%

Opposition to big government 9%

Desire for more employer autonomy 9%

Government inefficiency/trust issues 8%

No special treatment/perceived unfairness 6%

Existing benefits are sufficient 6%

Fear of disincentivizing work 3%

Example Open-end Responses:

"Too expensive and too much of a burden on employers."

"Like every other government program, it'll be strongly abused, and money paid out to those who do not deserve it."

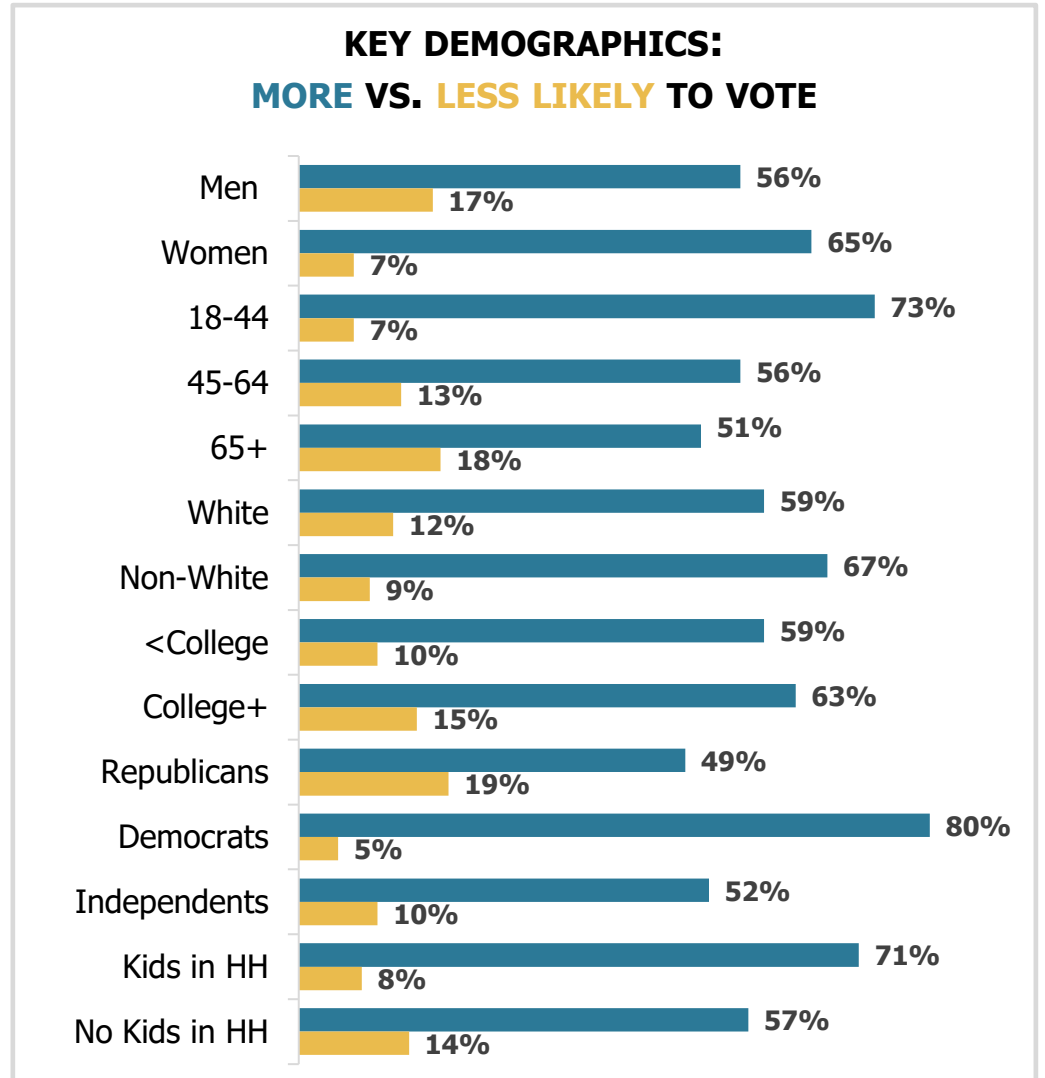
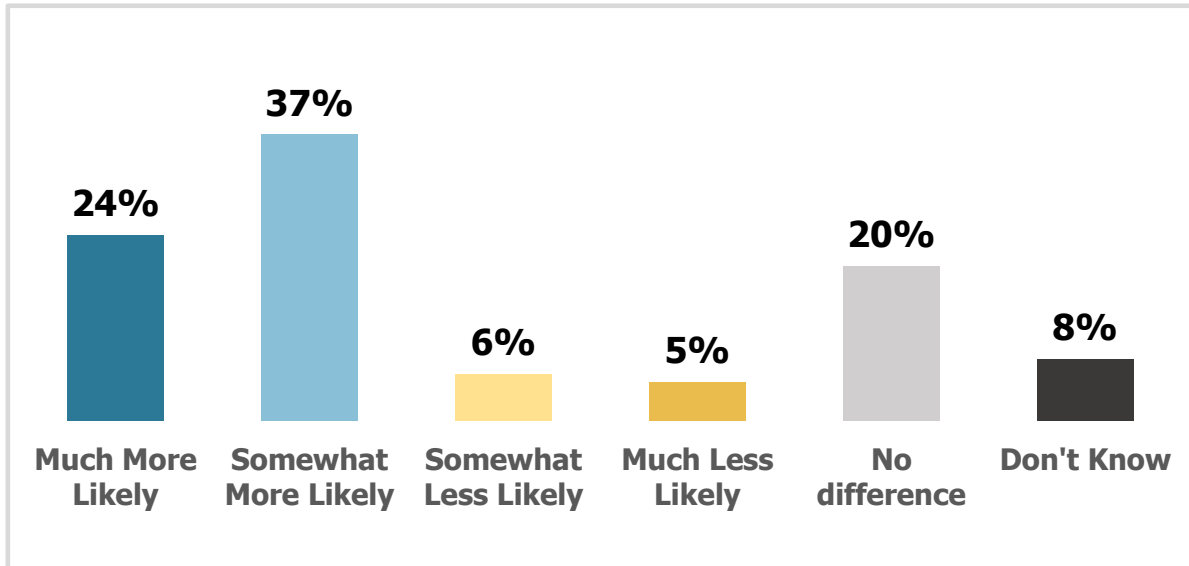
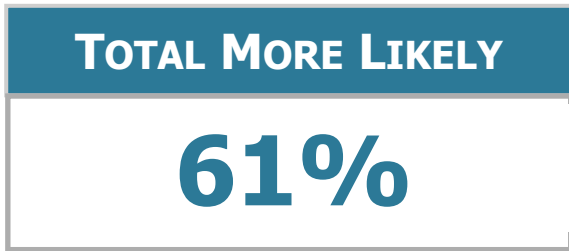
"The taxpayers would be landed with funding this program and our taxes are way to high already."

"I do not support setting up anything more for the government to manage. They are not doing a good job with the money they take out of my check now."

"I feel that people should use their paid leave and manage their time off accordingly."

Over half of Wisconsin voters would be more likely to vote for a candidate who supports a national paid leave policy.

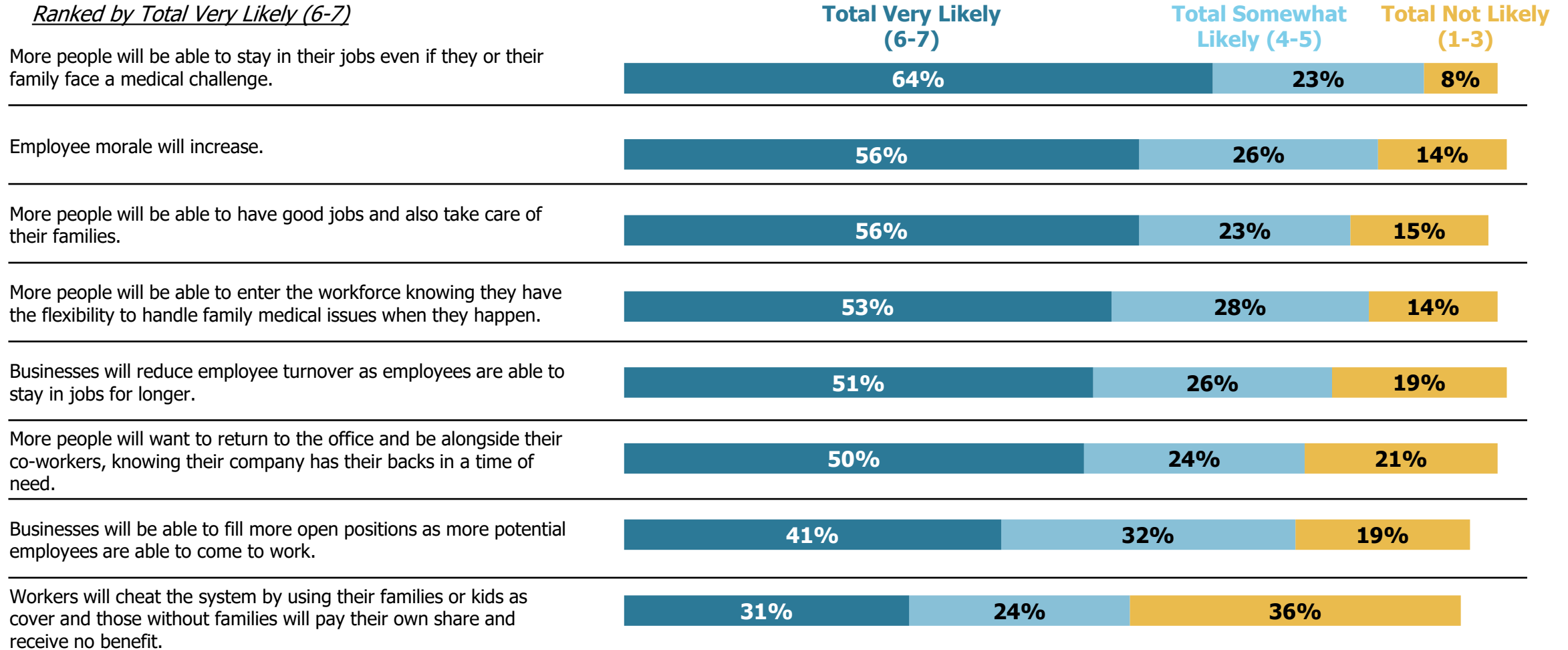
If a candidate for the U.S. House or Senate publicly supported a national paid family and medical leave policy like this one, would that make you more or less likely to vote for them, or would it not make a difference in your vote?



Wisconsinites believe positive employee benefits are the most likely policy outcome, with few believing workers will cheat the system.

Below are some things that could happen if there were a national paid family and medical leave policy like this one. On a scale of 1 to 7, please rate how likely you think each of the following is to happen, with 1 meaning it is not likely at all and 7 meaning it is very likely to happen. You may use any number in between.

Ranked by Total Very Likely (6-7)



All messages test well, but themes around helping family members get back to work, keeping people financially stable, and economic benefits test at the top.

Below are some reasons that have been mentioned to support a national paid family and medical leave policy. After each, please indicate how important it is as a reason for supporting a national paid family and medical leave policy:

Ranked by Very Important

		Total Important
Paid family and medical leave helps everyone in families, helping mothers and fathers get back to work and stay at their jobs to improving development for infants and toddlers.	Very important: 50%	78%
Overall U.S. workers lose more than \$22 billion in wages each year to take unpaid leave from work. A federal paid leave program would help workers keep their jobs and be more financially stable.	48%	79%
Studies show that paid leave programs are good for the economy because they increase the likelihood that men and women return to the workforce after a family medical need.	46%	78%
Fifty-five percent (55%) of workers who take leave from work do so for medical reasons, and 1 in 5 workers between 45 and 64 report being a caregiver to an aging parent. Without paid leave, family caregivers may not be able to take the dedicated time needed to care for a loved one.	46%	77%

Messages that focus on increasing employee morale and being good for business also score well, though a hair lower.

Below are some reasons that have been mentioned to support a national paid family and medical leave policy. After each, please indicate how important it is as a reason for supporting a national paid family and medical leave policy:

Ranked by Very Important

		Total Important
Business leaders say allowing workers to care for themselves and their families helps attract talent, increases employee morale, and helps keep employers from losing valued employees.	Very important: 45%	78%
On average, workers age 50 or older who leave the workforce to care for a parent lose more than \$300,000 in wages and retirement benefits.	45%	76%
Only 19% of all U.S. workers receive paid family leave through an employer, forcing many people who don't have leave to decide between earning a paycheck and taking time off to care for a new child, a sick loved one, or themselves.	45%	76%
This is a pro-work, pro-accountability program. Studies show that it keeps people in jobs, and decreases the need for food stamps and other welfare programs.	45%	76%
These programs are good for business because they boost morale and lower employee turnover. This keeps the workforce more engaged, and they are less likely to want to leave.	42%	75%

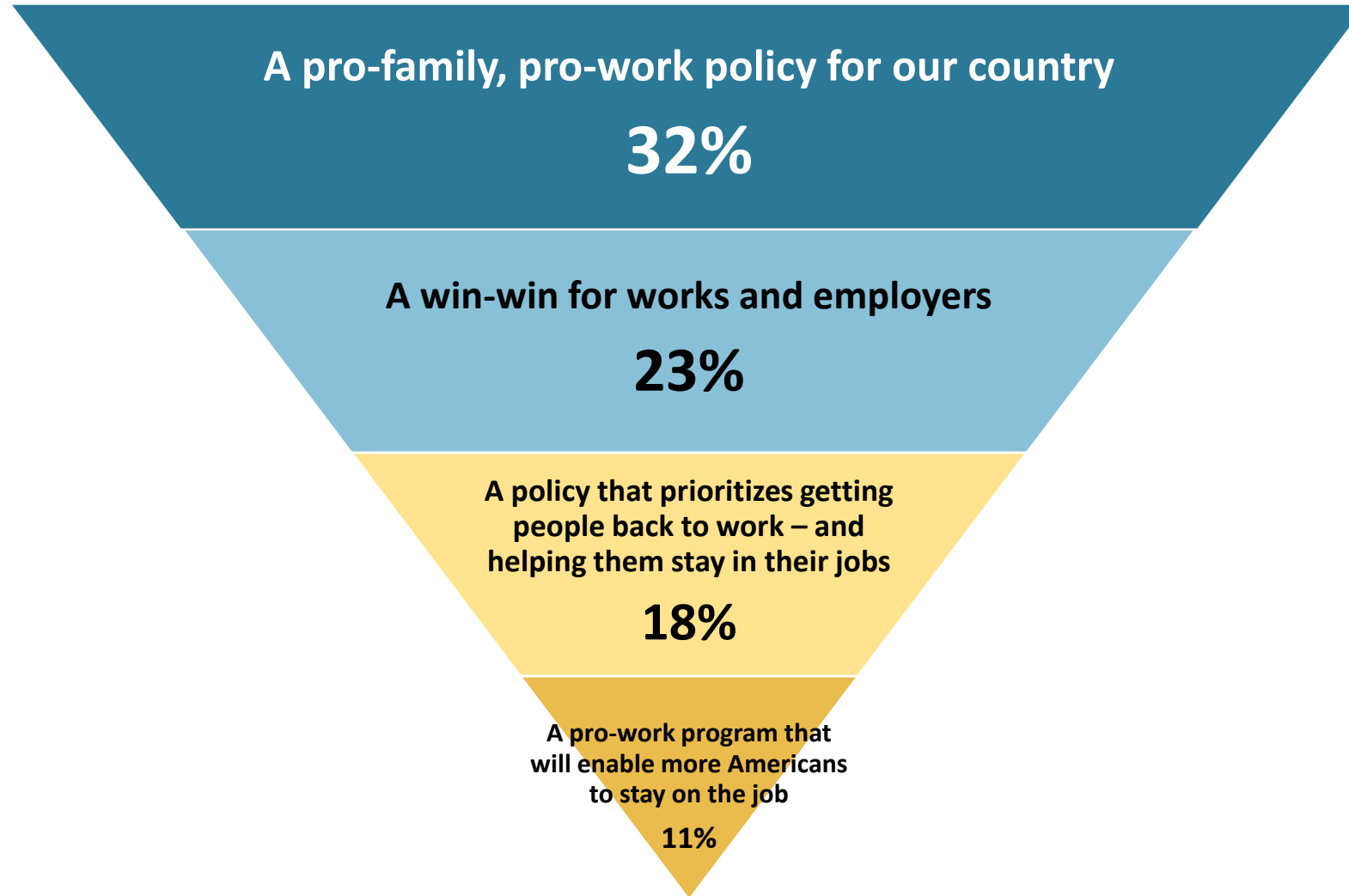
Men, older voters, and independents responded slightly better to economic-focused messages.

Key Demo	Top Testing Message	Very Important
Men	Overall U.S. workers lose more than \$22 billion in wages each year to take unpaid leave from work. A federal paid leave program would help workers keep their jobs and be more financially stable.	42%
Women	Paid family and medical leave helps everyone in families, helping mothers and fathers get back to work and stay at their jobs to improving development for infants and toddlers.	59%
18-44	Paid family and medical leave helps everyone in families, helping mothers and fathers get back to work and stay at their jobs to improving development for infants and toddlers.	55%
45-64	Only 19% of all U.S. workers receive paid family leave through an employer, forcing many people who don't have leave to decide between earning a paycheck and taking time off to care for a new child, a sick loved one, or themselves.	49%
65+	This is a pro-work, pro-accountability program. Studies show that it keeps people in jobs, and decreases the need for food stamps and other welfare programs.	48%
White	Paid family and medical leave helps everyone in families, helping mothers and fathers get back to work and stay at their jobs to improving development for infants and toddlers.	48%
Non-White	Paid family and medical leave helps everyone in families, helping mothers and fathers get back to work and stay at their jobs to improving development for infants and toddlers.	61%
Republicans	Paid family and medical leave helps everyone in families, helping mothers and fathers get back to work and stay at their jobs to improving development for infants and toddlers.	40%
Democrats	Paid family and medical leave helps everyone in families, helping mothers and fathers get back to work and stay at their jobs to improving development for infants and toddlers.	65%
Independents	Studies show that paid leave programs are good for the economy because they increase the likelihood that men and women return to the workforce after a family medical need.	51%
Kids in HH	Paid family and medical leave helps everyone in families, helping mothers and fathers get back to work and stay at their jobs to improving development for infants and toddlers.	59%
No Kids in HH	Paid family and medical leave helps everyone in families, helping mothers and fathers get back to work and stay at their jobs to improving development for infants and toddlers.	46%



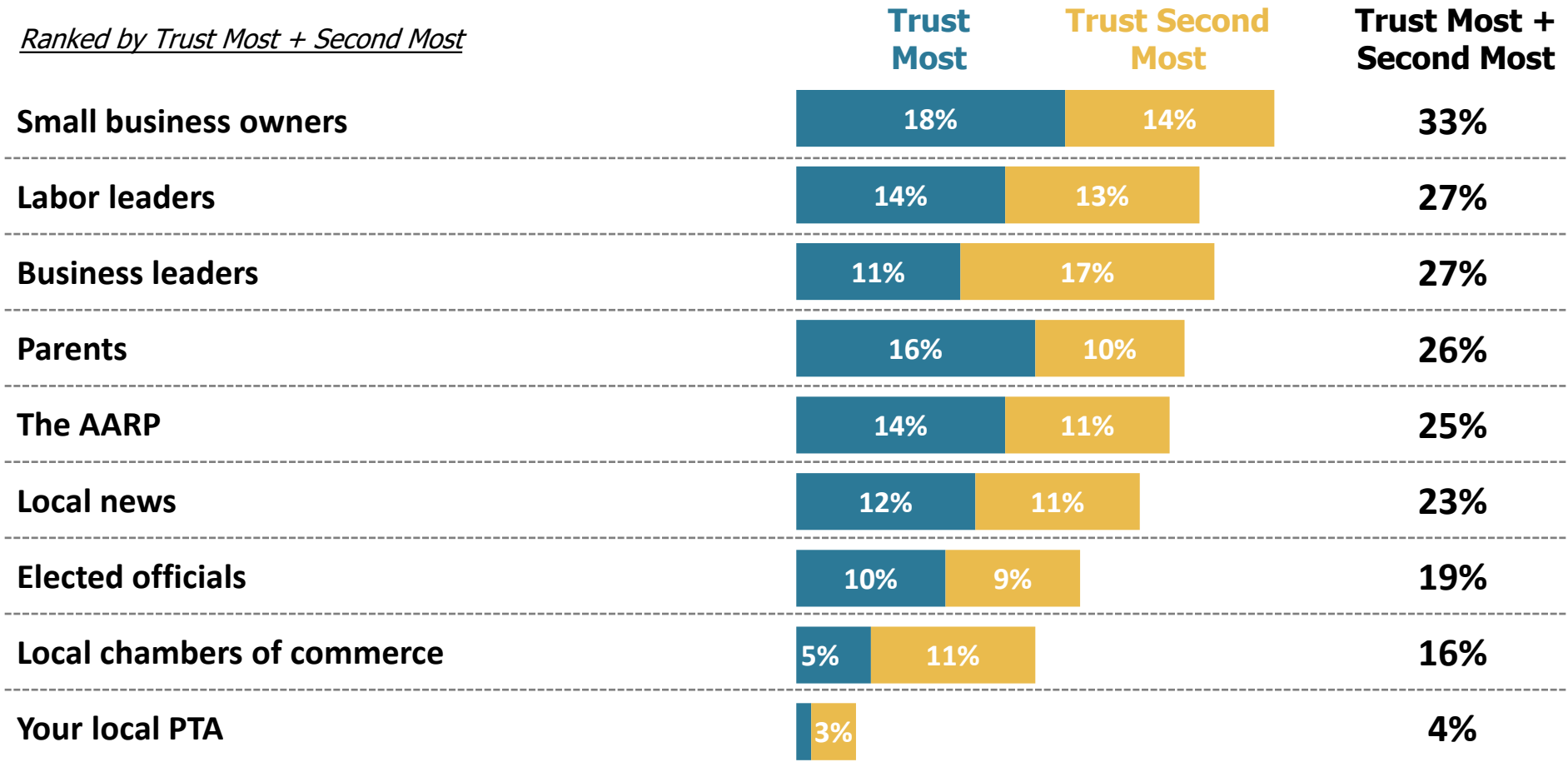
Wisconsin voters believe paid family and medical leave is a pro-family, pro-work policy for our country.

Which of the following is the best way to describe paid family and medical leave?



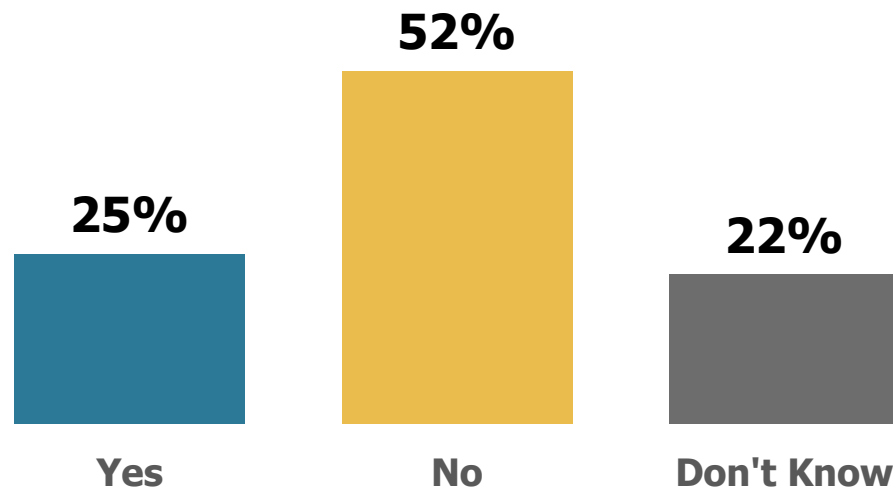
Wisconsin voters are most likely to trust small business owners and labor leaders for more information on the issue, along with parents.

When thinking about changes to national paid family and medical leave policy, which of the following groups would you trust MOST to provide information to you? And who do you trust second most?



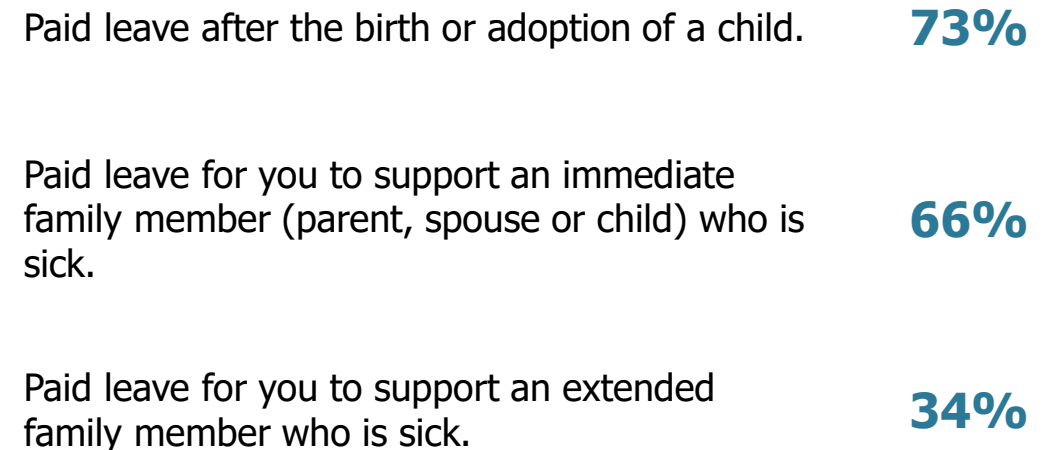
Only one-quarter of survey respondents report having paid lead from their employer.

If you are currently employed, does your employer provide paid family and medical leave?



Among those who have paid leave, the most common type of leave is for after the birth or adoption of a child.

Which of the following do they provide?





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