

February 7, 2014

To: Interested Parties
Fr: Anzalone Liszt Grove & The Feldman Group
Re: Voters Support Economic Justice Policies

The results of a national survey commissioned by American Women, the National Partnership for Women & Families and Rockefeller Family Fund find significant and widespread public support for policies that help families achieve and maintain economic security.

Broad majorities of likely 2014 voters favor policies that help families get ahead, including raising the minimum wage, making it harder to pay women employees less than men for similar work, guarantee workers the flexibility of paid sick time and create a national paid family and medical leave insurance program.

Voters are willing to go one step further, saying they are more likely to elect candidates for office who stand behind policies that have a direct impact on working families. Sixty percent (60%) of voters are more likely to vote for a candidate who supports fair pay for women, a higher minimum wage, paid family and medical leave and paid sick days.

Moreover, sixty percent (60%) of voters believe these policies would make women and families more secure. Nearly half (49%) believe that the wage gap (women being paid \$0.77 on the dollar compared to men) has a major impact on the U.S. economy as a whole. Voters also believe women are experiencing discrimination in the workplace and want to end it. They strongly support measures that would close the wage gap between men and women, including the Paycheck Fairness Act.

The following are key findings from a national survey of N=1000 likely 2014 voters conducted by Anzalone Liszt Grove Research and The Feldman Group, Inc. The survey also included an oversample of N=200 Latino likely voters living in Florida.

Voters believe that women have a harder time getting ahead in the workplace.

- More than half (54%) of voters believe that women have a harder time getting ahead in the workplace compared to men, including 25% who believe women have a MUCH harder time getting ahead. Nearly two-thirds of African Americans (65%) believe it is harder for women, as do 48% of Hispanic voters.
- Even 44% of men believe that women have a harder time, though women are much more convinced of the disparity – 62% of women believe it is harder for women, and 30% believe it is much harder. There is no age gap on the measure – more than half of younger and older voters (51% and 55%) believe women have a tougher time.

Anzalone Liszt Grove Research and The Feldman Group, Inc. conducted a national survey among N=1000 likely 2014 voters. The survey also included an oversample of N=200 Latino likely voters. Interviews were conducted Jan. 24-29, 2014. The margin of error for the sample as a whole is plus or minus 3.1 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher. Interviews for the oversample were conducted in both English and Spanish.

- Education level does not impact perception: 65% of college-educated women and 62% of non-college educated women believe it is harder for women to get ahead. Older women are a little more likely to believe women have it harder – 64% compared to 59% of younger women.
- Voters from every part of the country believe women have a harder time getting ahead than men – in the south, 56% believe it is harder, as do 56% of voters in the west, 53% of voters in the central U.S., and 52% in the east.
- Women reported they are less likely than men to have received paid leave from their workplace when they needed more than seven days away to care for themselves or a sick family member or for a new baby, despite similar percentages of men and women who report having taken leave for one of these purposes in the last few years (17% of men and 21% of women).
 - Among those who have taken leave, women are far less likely to have received paid leave – only 27% of women reported that they were paid their full wage when taking leave, compared to 39% of men. And, 30% of women reported they did not receive any pay during their leave, while just 22% of men were unpaid.

Voters from nearly every demographic group support a plan to help families get ahead financially and are willing to cast votes for elected officials based on it.

- A broad majority supports a plan that would raise the minimum wage, make it harder for employers to pay women less than men, allow workers to earn paid sick time, and create a family and medical leave insurance program. Nearly two-thirds of voters (63%) support this plan, including 87% of Democrats, 54% of Independents, and 46% of Republicans.
- Republican voters divide on gender lines, with a majority of Republican women supporting the plan (54%) and more than a third (36%) of Republican men supporting it. Independent women are also strong supporters, 61% favor the plan as well as 49% of Independent men.
- Hispanic voters in Florida are especially supportive of the plan – 87% support this plan, including 70% who strongly favor it. There is virtually no gender difference here, 90% of women and 83% of Hispanic men in Florida favor it.
- The plan has broad appeal nationwide. In the eastern U.S., 65% support this plan, and 64% support it in the south and west.
- A strong majority (60%) of voters are also likely to use a candidate's support for policies that have a direct impact on working families as a vote-determinant. This includes 84% of Democratic women, 57% of Independent women and 53% of Republican women.
- African Americans (78% more likely) and Hispanic voters in Florida (68% more likely) are especially driven to support a candidate based on their support for these issues. A majority of southern voters (55%) also say they are likely to use this issue to determine how they would vote.
- Voters see the positive impact these policies have on American families – 60% believe that, if they pass, American families will be more secure.

Voters express strong support for all measures tested to close the wage gap between men and women

- All five of the proposals tested as a means of closing the wage gap tested incredibly well – earning between 60% and 72% of voters in favor. These proposals were popular with both men and women and across demographic lines.

Please tell me whether you favor or oppose the following proposals as a way of closing the wage gap between working men and women.

	Total (favor – oppose)	Men	Women
Provide access to affordable child care so fewer women feel the need to leave the workplace	72% - 21%	68% - 24%	75% - 18%
End gender discrimination like paying women less than men for the same work	68% - 24%	64% - 26%	72% - 23%
Pass the Paycheck Fairness Act, which would make it harder for employers to pay workers different wages for the same work	65% - 28%	58% - 35%	71% - 22%
Increase the minimum wage to ten dollars and ten cents an hour, because more than two-thirds of minimum wage workers are women and this would help close the wage gap	62% - 34%	55% - 41%	67% - 27%
Increase the minimum wage to ten dollars and ten cents an hour	60% - 34%	52% - 44%	68% - 25%

Specific policies like the Paycheck Fairness Act and the national paid family and medical leave insurance proposal (FAMILY Act) are popular across nearly every demographic group and voters will use them as vote-determining issues.

- Voters support the Paycheck Fairness Act (62% support / 29% oppose)¹. Support reaches across demographic lines, including majority support among older and younger voters (63% favor among under 50 / 61% among those over 50), and across gender (66% among women / 57% among men).
- It is also popular across racial lines, 60% of white voters, 66% of Latino voters, and 78% of African American voters all support the Paycheck Fairness Act.
- Perhaps most notably is that support crosses partisan lines, earning incredibly strong support among Democrats (83% favor) and Independents (58%), and dividing Republican voters evenly (44% favor / 45% opposed). Republican women support the bill, 51% favor /

¹ Congress is considering a new law called the Paycheck Fairness Act that would make it harder for employers to pay different wages for the same work. The law provides women more tools to get fair pay in the workplace and support working women and their families. The law will also prevents employers from penalizing employees who share their pay information, which will make it easier for employees to identify discriminatory pay practices. Do you favor or oppose the law you just heard about?

36% oppose.

- Among working women, support is at 64% compared to 54% among working men on Paycheck Fairness.
- On a national paid family and medical insurance leave proposal, the FAMILY Act², the same trends emerge, (66% under 50 support / 61% over 50), and 69% of women / 56% of men.
- The FAMILY Act produces similar partisan breakdowns: 85% of Democrats support it, 54% of Independents, and 47% of Republicans. More than half (55%) of Republican women support it, only 38% oppose.
- More than half (57%) of all voters are more likely to vote for a candidate who supports the Paycheck Fairness Act, and only 25% would be less likely to vote for a candidate who supports it. Likewise 58% are more likely to vote for a candidate who supports the FAMILY Act, just 25% are less likely.

² *Congress is considering a new law that would guarantee all workers a portion of their usual pay when they need to take time from their job to treat their own serious health problem, care for a family member with a serious health problem or care for a new baby. This new paid family and medical leave program would be funded through employer and employee payroll contributions of about a dollar fifty per week each for the average worker. Do you favor or oppose the law you just heard about?*

Appendix A: Support for Paycheck Fairness and FAMILY Act by key demographic

	Paycheck Fairness (favor – oppose)	FAMILY Act (favor – oppose)
Total	62% - 29%	63% - 29%
Men	57% - 35%	56% - 36%
Women	66% - 25%	69% - 23%
Whites	60% - 31%	59% - 32%
African Americans	78% - 17%	88% - 5%
Hispanics	66% - 21%	72% - 23%
Hispanics in Florida	72% - 20%	85% - 11%
Under 50 years old	63% - 29%	66% - 29%
50+	61% - 29%	61% - 29%
Non-college	63% - 28%	66% - 27%
College-educated	60% - 32%	60% - 32%
Democrats	83% - 11%	85% - 10%
Republicans	44% - 45%	47% - 48%
Independents	58% - 34%	54% - 34%