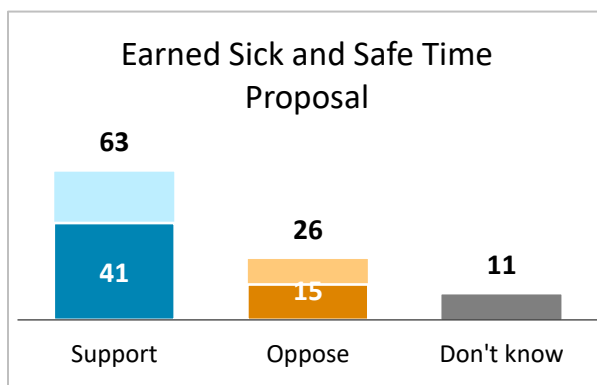
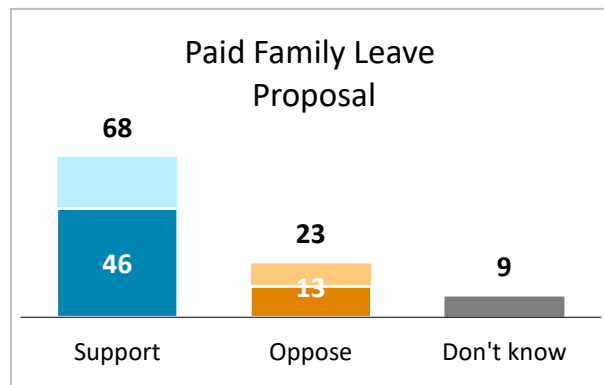
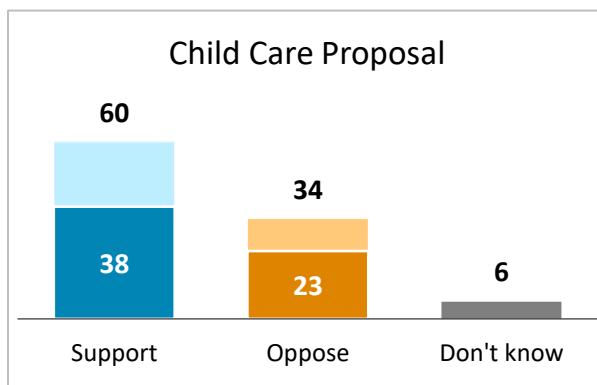
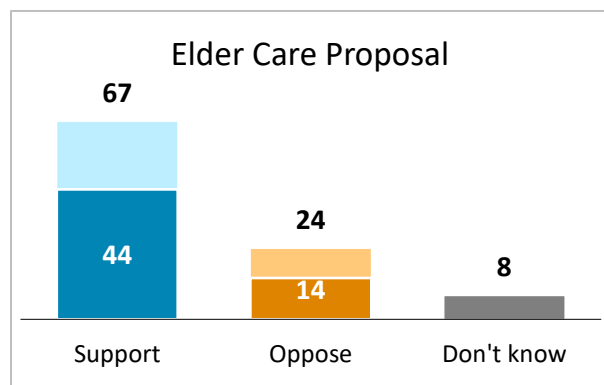


To: Caring Across Generations, Take Action Minnesota  
 Fr: Lake Research Partners  
 Re: Results from Survey on Care Proposals  
 Date: September 19, 2018

Our recent survey<sup>1</sup> of likely 2018 voters in Minnesota shows strong support for a variety of family care and paid leave proposals. All four policies secure support from a majority of voters, with 67% in support of an elder care program (44% strong support), 60% in support of a child care program (38%), 68% in favor of requiring employers to provide paid family leave (46%), and 63% in favor of requiring employers to provide earned sick and safe time (41%). The child care and elder care programs were described as being funded by a tax on those earning more than \$250,000 a year.

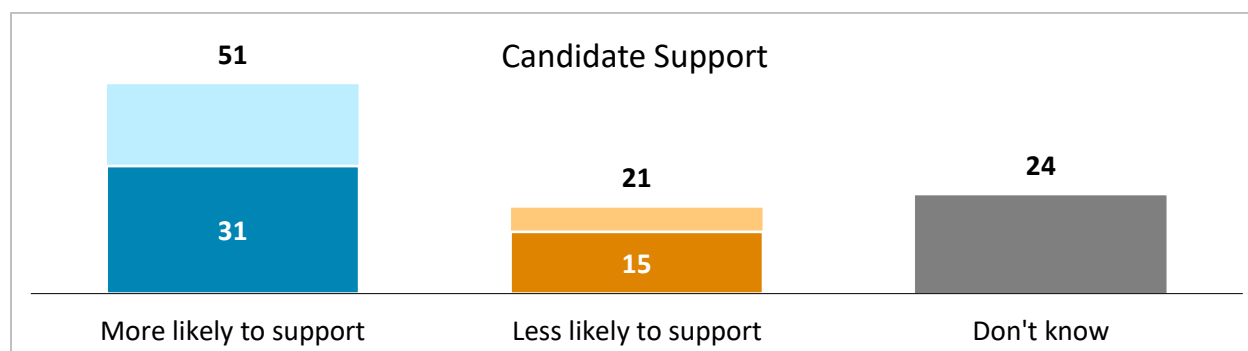


The support for these proposals is broad throughout the state. While support is strongest in the Twin Cities, a majority supports every proposal in the Collar Counties as well as the Northern and Southern portions of the state.

<sup>1</sup> Lake Research Partners conducted a live telephone survey among 600 likely November 2018 general election voters in Minnesota. The survey was conducted August 21-26, 2018 and has a margin of error of +/-4.0%.

% Total Support	Total	Twin Cities	Collar Counties	North	South
Elder Care	67	77	61	65	61
Child Care	60	74	56	51	53
Paid Family Leave	68	78	62	69	56
Earned Sick and Safe Time	63	74	57	64	52

Our survey also shows that support for these proposals can help candidates. A majority (51%) of voters say they would be more likely to vote for a candidate who is supporting the family care proposals described, including 31% who say they would be much more likely to support a candidate supporting family care.



The survey also revealed that these proposals have powerful messaging in their favor. One finding is the success of including “white, black, and brown” when talking about race. We tested two statements: “We need family care that supports working families when they need help with child and elder care costs” and “We need family care that supports all families, white, black, and brown, when they need help with child and elder care costs.” One in four (25%) rated the latter as a 10 on our ten-point scale, compared to 21% who said the same of the former. Overall support for both statements was above 60%. The race-explicit language successfully improves support for these proposals.

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Please do not hesitate to reach out to Celinda Lake ([clake@lakeresearch.com](mailto:clake@lakeresearch.com)) or David Mermin ([dmermin@lakeresearch.com](mailto:dmermin@lakeresearch.com)) at 202-776-9066 should you have any questions or comments about this memo.