

To: Interested Parties  
Fr: NWLC Research Team  
Re: Survey shows strong support from voters, including Trump voters, on care, family and economic policies.  
Date: February, 24, 2025

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NWLC partnered with YouGov to commission this survey via online panel. The survey reached 2,000 respondents nationally who said they voted in the 2024 general election, as well as oversamples of 212 Black women voters, 166 Latina voters, 150 Asian American, Native Hawaiian, and Pacific Islander women voters, 185 LGBTQ+ voters, 342 Michigan voters, and 343 Wisconsin voters. For analysis purposes, respondents from the base sample who qualified were analyzed with oversamples. The survey was conducted November 5 to November 8, 2024. The data has been weighted to approximate a target sample of registered voters who had voted based on gender by age, educational attainment, race, presidential vote, party ID, and region. The margin of error (MOE) for the sample is +/-2.2% and larger for subgroups. For more details on sampling procedures and margin of error for this survey, visit <https://today.yougov.com/about/panel-methodology>

Throughout this report, some values displayed in data tables may not add up to the totals column due to rounding.

## Key Takeaways for voters overall

Our 2024 general election night survey finds that a strong majority of voters, including Trump voters, support a range of pro-family and pro-women policies<sup>1</sup>.

- ✓ Almost nine in 10 voters (88%) believe that it is somewhat or very important for the federal government to put in place a policy **that guarantees access to affordable long-term elder care for everyone who needs it.**
  - This includes 80% of Trump voters who believe this policy is very or somewhat important to put in place.
- ✓ A strong majority of voters (86%) also report that it is very or somewhat important to put in place a policy that would **create jobs that enable working women and all working people to thrive—with fair wages, good benefits, and predictable work schedules.**
  - This includes over three-quarters of Trump voters (76%) who report that this policy is very or somewhat important to put in place.
- ✓ Over eight in 10 voters (83%) say it is very or somewhat important for the federal government to **ensure everyone is free from sexual harassment and other forms of unlawful harassment at work and school.**
  - This includes 72% of Trump voters who say this policy is very or somewhat important.
- ✓ Three-quarters of all voters (76%) and almost two-thirds of Trump voters (64%) believe that it is very or somewhat important to **expand the Child Tax Credit to provide larger tax refunds to help low- and middle-income families make ends meet and to significantly reduce child poverty.**
- ✓ A strong majority of voters (77%) say that it is very or somewhat important to **guarantee access to affordable child care for everyone who needs it.**
  - This includes a solid majority of Trump voters (63%) who say it is very or somewhat important.
- ✓ Seventy-eight percent of voters say that it is very or somewhat important to **guarantee a minimum wage that allows people to thrive and comfortably cover the cost of necessities.**
  - This includes 62% of Trump voters who feel that it is very or somewhat important.
- ✓ Nearly three-quarters of voters (74%) report that it is very or somewhat important to **ensure all working people have access to paid family and medical leave that guarantees at least 12 weeks of job-protected paid leave for working people to care for themselves and their loved ones.**
  - This includes a majority of Trump voters (58%) who say that this policy is very or somewhat important.

**How important, if at all, are each of the following policies for the federal government to put in place?<sup>2</sup>**

	<b>Very important</b>	<b>Somewhat important</b>	<b>Total important</b>
Guaranteeing access to affordable long-term elder and disability care for everyone who needs it.			
<i>All voters</i>	56%	32%	88%
<i>Trump voters</i>	38%	42%	80%
Creating jobs that enable working women and all working people to thrive—with fair wages, good benefits, and predictable work schedules.			
<i>All voters</i>	56%	30%	86%
<i>Trump voters</i>	38%	39%	76%
Being free from sexual harassment and other forms of unlawful harassment at work and at school.			
<i>All voters</i>	54%	29%	83%
<i>Trump voters</i>	35%	37%	72%
Expanding the Child Tax Credit to provide larger tax refunds to help low- and middle-income families make ends meet and to significantly reduce child poverty.			
<i>All voters</i>	41%	35%	76%
<i>Trump voters</i>	23%	41%	64%
Guaranteeing access to affordable child care for everyone who needs it.			
<i>All voters</i>	43%	34%	77%
<i>Trump voters</i>	24%	39%	63%
Guaranteeing a minimum wage that allows people to thrive and comfortably cover the cost of necessities.			
<i>All voters</i>	50%	28%	78%
<i>Trump voters</i>	28%	34%	62%
Ensuring all working people have access to paid family and medical leave that guarantees at least 12 weeks of job-protected paid leave for working people to care for themselves and their loved ones.			
<i>All voters</i>	43%	31%	74%
<i>Trump voters</i>	25%	32%	58%

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1 Policies tested with voters include: investing in our schools by ensuring schools are places where all students feel safe and affirmed, and have the freedom to read and learn without book bans; creating jobs that enable working women and all working people to thrive—with fair wages, good benefits, and predictable work schedules; guaranteeing access to affordable child care for everyone who needs it; guaranteeing access to affordable long-term elder and disability care for everyone who needs it; expanding the Child Tax Credit to provide larger tax refunds to help low- and middle-income families make ends meet and to significantly reduce child poverty; ensuring that billionaires and corporations pay their fair share of taxes to support public investments in housing, caregiving, and health care; ensuring all working people have access to paid family and medical leave that guarantees at least 12 weeks of job-protected paid leave for working people to care for themselves and their loved ones; guaranteeing access to contraception of people's choosing with no out-of-pocket cost; guaranteeing a right to abortion and meaningful access to abortion care; creating more publicly owned housing that is affordable and gives tenants significant power in managing and making decisions about their buildings; guaranteeing a minimum wage that allows people to thrive and comfortably cover the cost of necessities; being free from sexual harassment and other forms of unlawful harassment at work and at school; passing legislation to ensure comprehensive nondiscrimination protections for LGBTQ+ people; protecting our democracy by ensuring voting rights and campaign finance reform; and taking action to close the gender pay gap and advance equal pay.

2 Values of "Very important" and "Somewhat important" may not sum to "Total important" due to rounding.