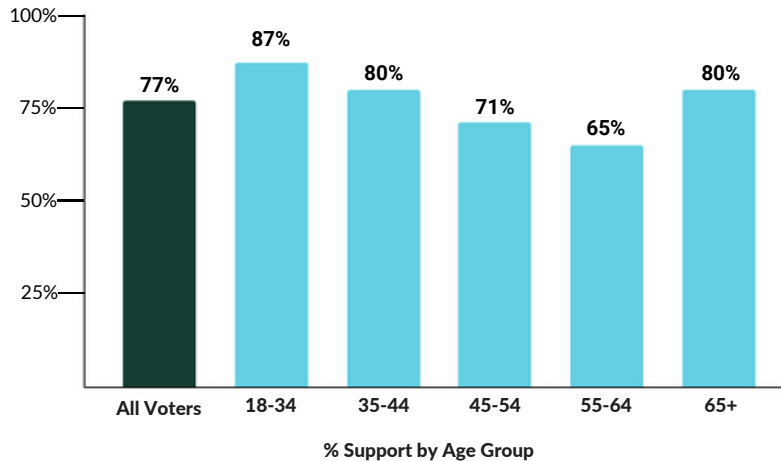# Voters Support Policies That Put Louisiana's Children and Families First

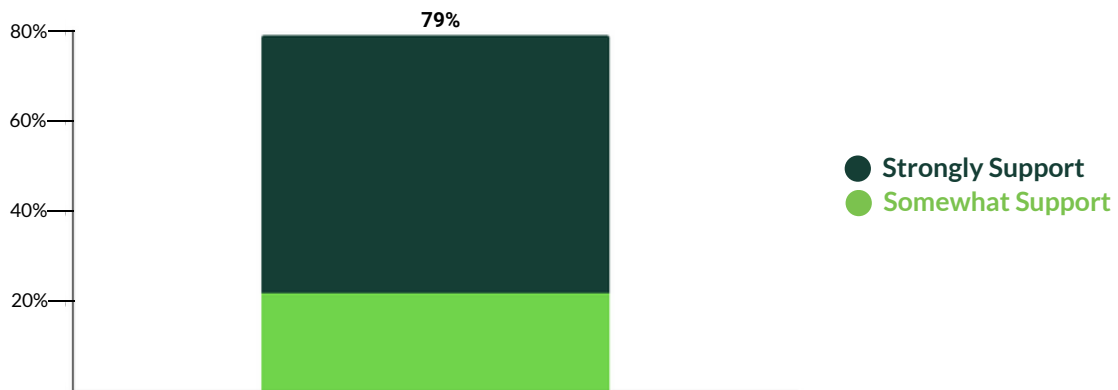## 77% of likely voters would want a candidate to support:

- Implementing paid family and medical leave,
- Expanding resources for new parents including medical and mental health care,
- Increasing the minimum wage to $15 per hour, and
- Investing $115 million annually in early care and education to increase access for working families.

% Support by Age Group

All Voters	18-34	35-44	45-54	55-64	65+
77%	87%	80%	71%	65%	80%

Question asked: Let's say that a candidate for office here in Louisiana was considering ALL of these proposals we have discussed. Would you tell him or her to support or oppose these proposals overall?
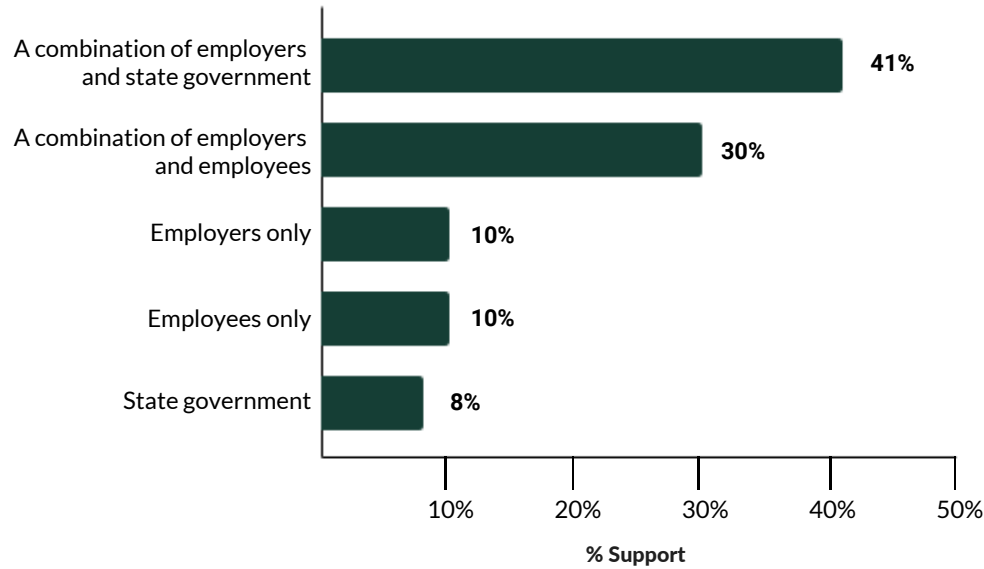
Four out of five voters support requiring employers to offer paid family and medical leave.

Comprehensive family and medical leave includes family leave for expecting parents before a child is born, time for parents to bond with a new child after birth, as well as leave for an employee to care for their own health issues or those of an immediate family member, such as a parent or partner.

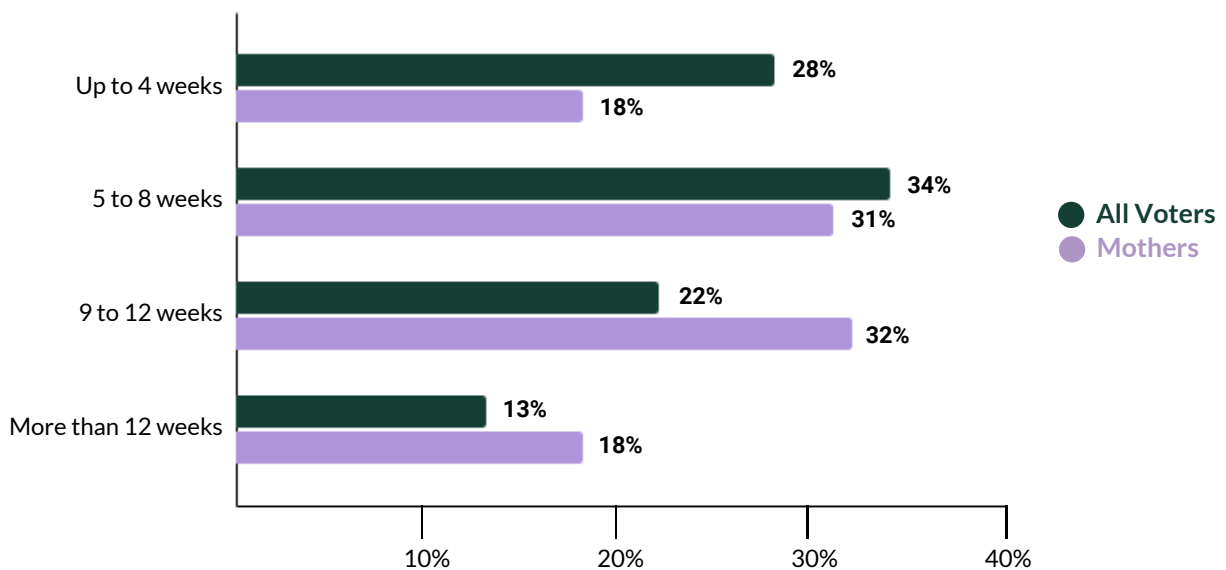- ● Strongly Support
- ● Somewhat Support

Question asked: Please indicate whether you would strongly support, somewhat support, somewhat oppose or strongly oppose the proposal to require that companies offer earned paid family and medical leave to their employees to treat and recover from medical illness they or a family member experiences, including the birth of a child.

71% of voters support an employer-shared cost model for a paid family and medical leave program.
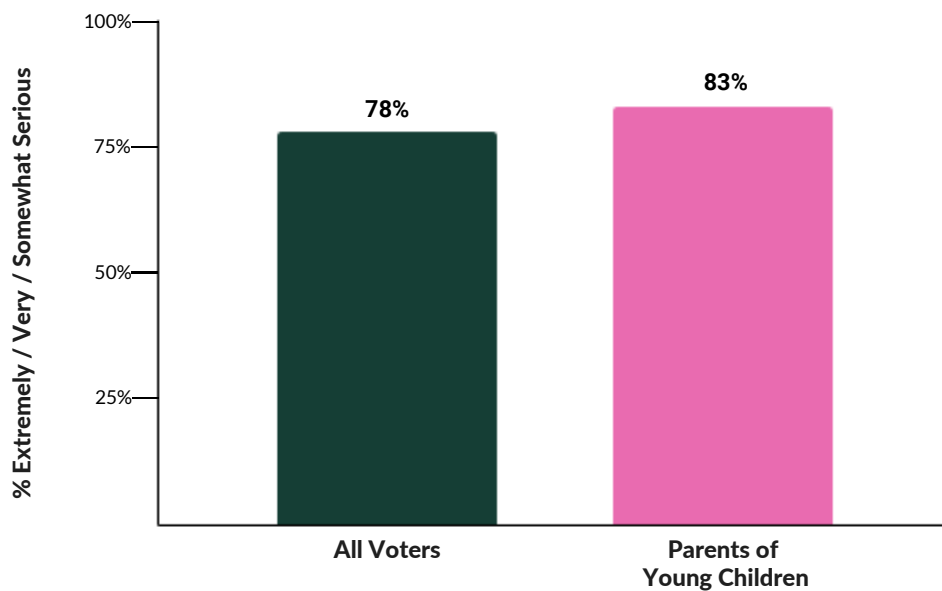

Question asked: A number of states have different ways to fund their paid family and medical leave programs. If it were up to you, should it primarily be paid for by state government, employers only, employees only, a combination of employees and employer, a combination of employers and state government, or none of these?

More than half of voters favor a paid family and medical leave program offering at least five weeks of leave, and 50% of mothers say that nine weeks should be the minimum.
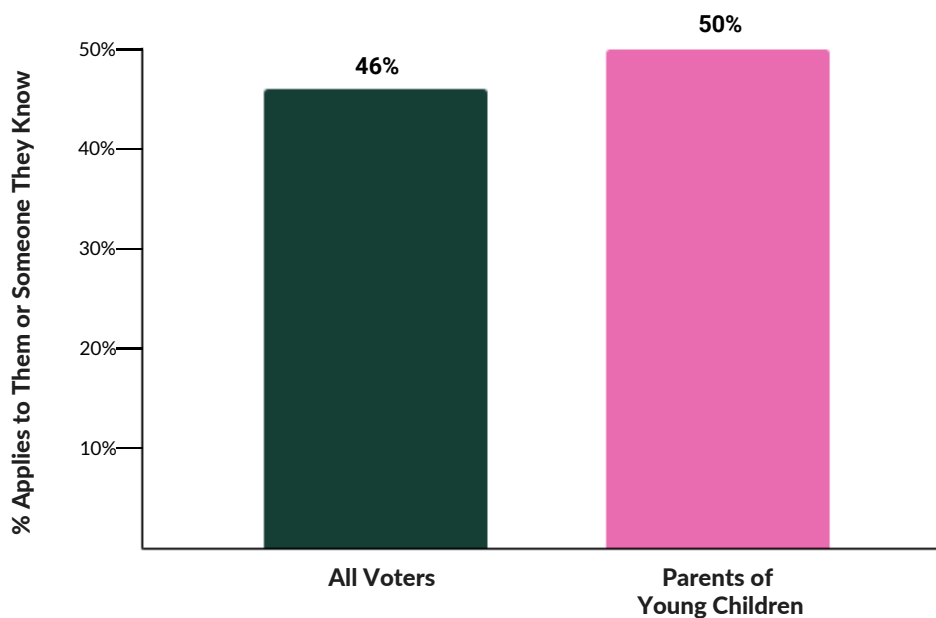

Question asked: What is the minimum number of weeks a paid family and medical leave program should provide to be meaningful to caregivers or new parents?

78% of voters identified workplaces without flexible policies for parents to take care of health and caregiving issues as a serious problem, and that number was even higher for parents of young children.
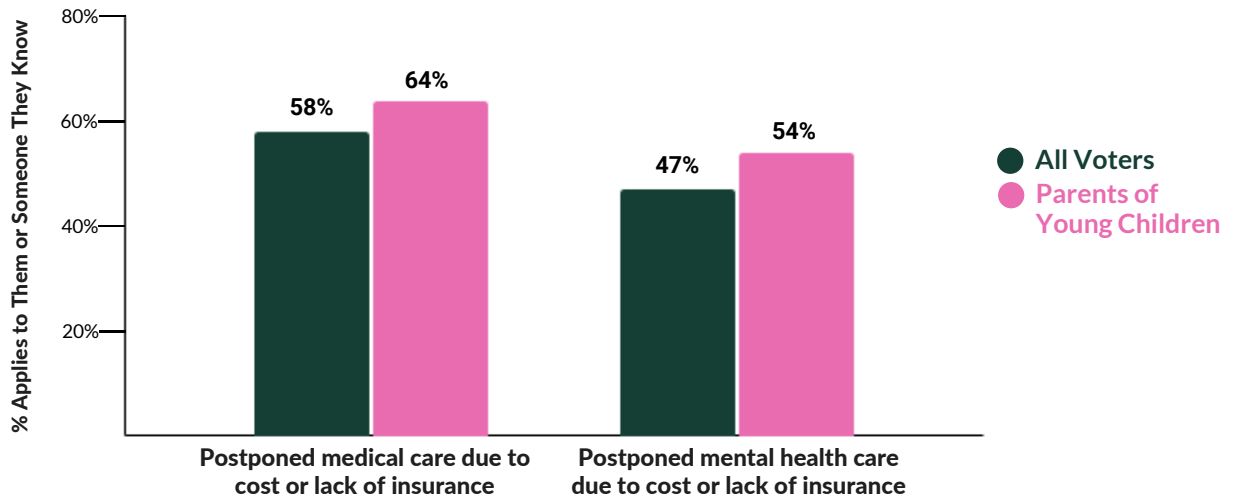

Question asked: Thinking about some issues related to families with children from birth to age five, how much of an issue do you think workplaces that do not have flexible policies or programs that allow parents to take care of health or caregiving issues is in your area?

Nearly half of voters either left the workforce, or know someone who did, to provide care for an elderly or disabled family member.

Question asked: Do any of the following things apply either to you or to someone you know? You may select both if it applies to you AND someone you know: Had to leave the workforce to provide care for an elderly or disabled family member

Approximately half of voters have postponed necessary health care, or know someone who has, because of cost or lack of insurance, with even higher numbers among parents of young children.

% Applies to Them or Someone They Know

- 58% — All Voters — Postponed medical care due to cost or lack of insurance
- 64% — Parents of Young Children — Postponed medical care due to cost or lack of insurance
- 47% — All Voters — Postponed mental health care due to cost or lack of insurance
- 54% — Parents of Young Children — Postponed mental health care due to cost or lack of insurance

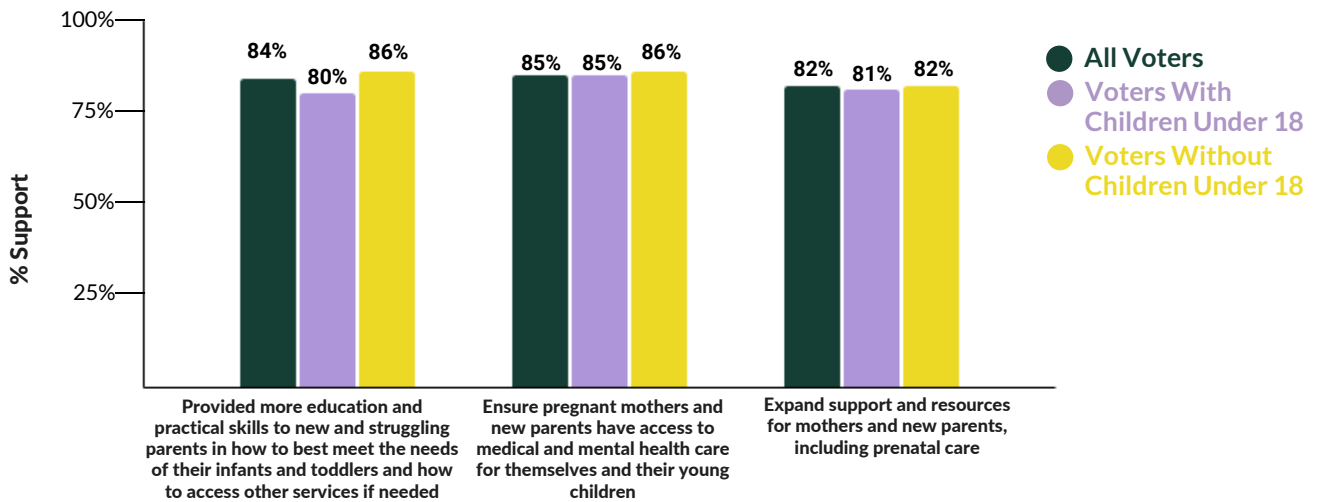**● All Voters**
● Parents of Young Children

Question asked: Do any of the following things apply either to you or to someone you know? You may select both if it applies to you AND someone you know: Postponed medical care due to cost or lack of insurance / Postponed mental health care due to cost or lack of insurance
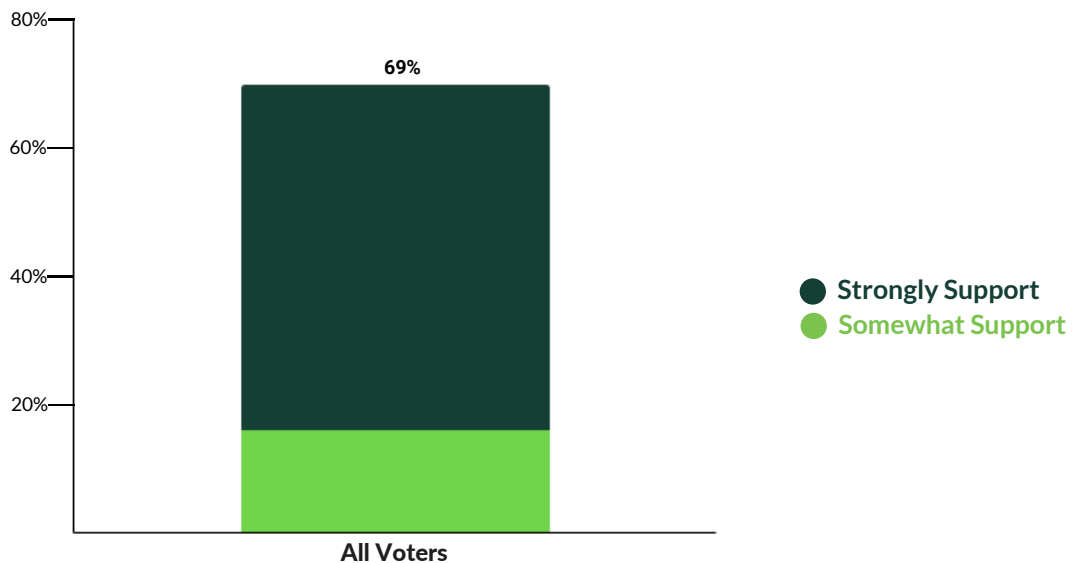
More than four out of five voters see a need for more support for pregnant women and new parents.

Voters across the state, including those without children, would support new programs to ensure that children have a healthy start, including providing more education and skills to new and struggling parents, ensuring pregnant mothers and new parents have access to medical and mental health care for themselves and their young children, and expanding resources for mothers and new parents, including prenatal care.
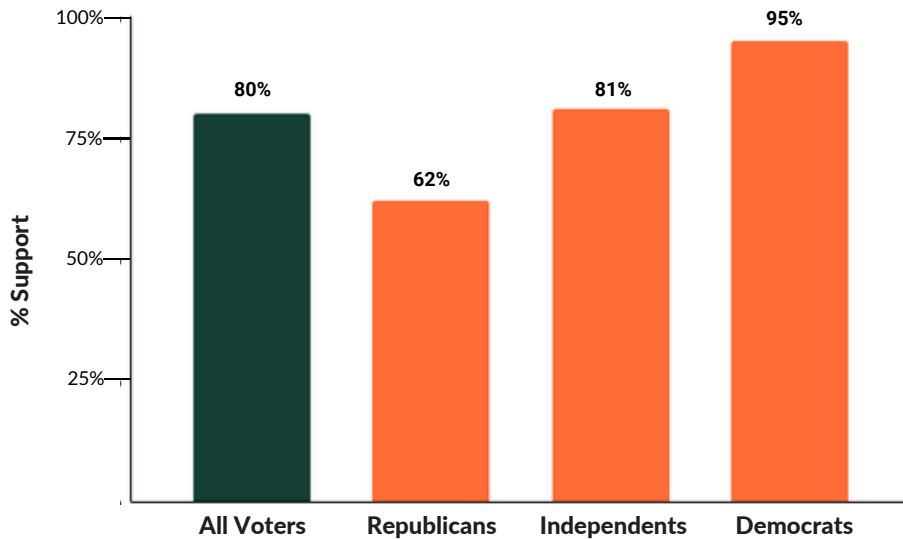

Question asked: Please indicate whether you would strongly support, somewhat support, somewhat oppose or strongly oppose each proposal: Ensure pregnant mothers and new parents have access to medical and mental health care for themselves and their young children / Provide more education and practical skills to new and struggling parents in how to best meet the needs of their infants and toddlers and how to access other services if needed / Expand support and resources for mothers and new parents, including prenatal care

69% of Louisiana voters support increasing the minimum wage to $15 per hour.
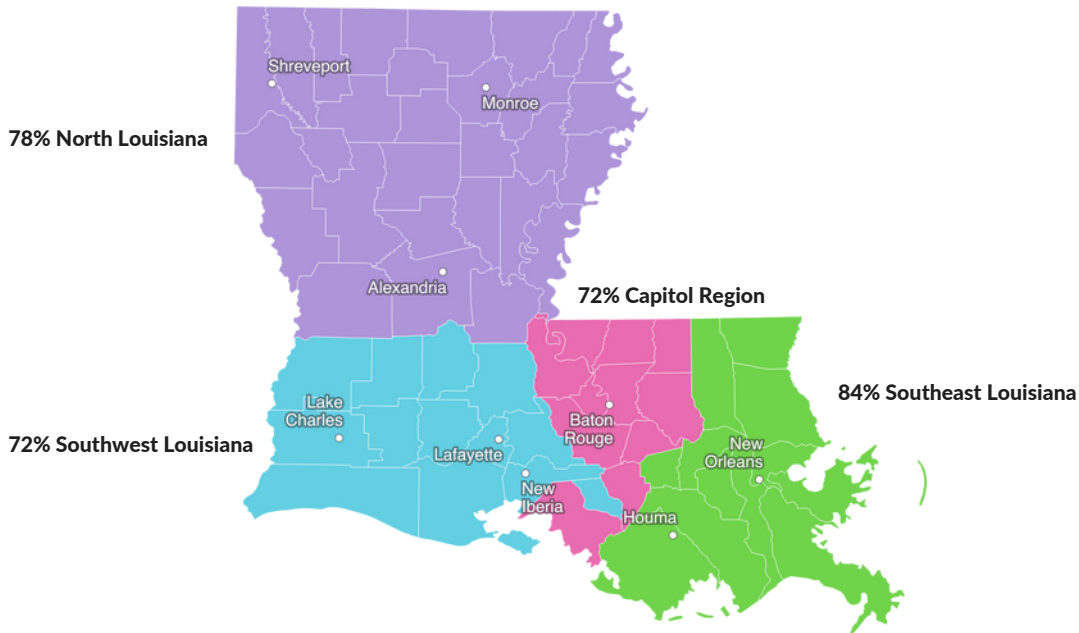

Question asked: Please indicate whether you would strongly support, somewhat support, somewhat oppose or strongly oppose a proposal to gradually increase the minimum wage to $15 an hour.

Voters across all parties support dedicating an additional $115 million per year for the next 10 years to expand early care and education programs for working families.

% Support

All Voters	80%
Republicans	62%
Independents	81%
Democrats	95%

Question asked: Please tell me whether you would support or oppose a proposal to dedicate $115 million more in state funding per year over the next 10 years to provide the option of affordable quality child care and early education programs for all working families who need it.

Nearly 80% of likely voters across Louisiana think taking action to ensure that more working families have access to affordable, quality child care should be an important priority for our state in 2024.

78% North Louisiana

72% Capitol Region

84% Southeast Louisiana

72% Southwest Louisiana

Question asked: Do you think taking action to ensure that more working families have access to affordable, quality child care should/should not be an important priority for Louisiana in 2024?

Survey Methodology

New Bridge Strategy conducted a survey among 600 likely voters in Louisiana, with an oversample of 123 likely voters with children ages 5 and under. Interviews were conducted August 15-22, 2023, via live telephone interviews (both cell phones and landlines) and online.

The margin of error is +/-4% for the overall sample. The margin of error will vary for sub-groups.