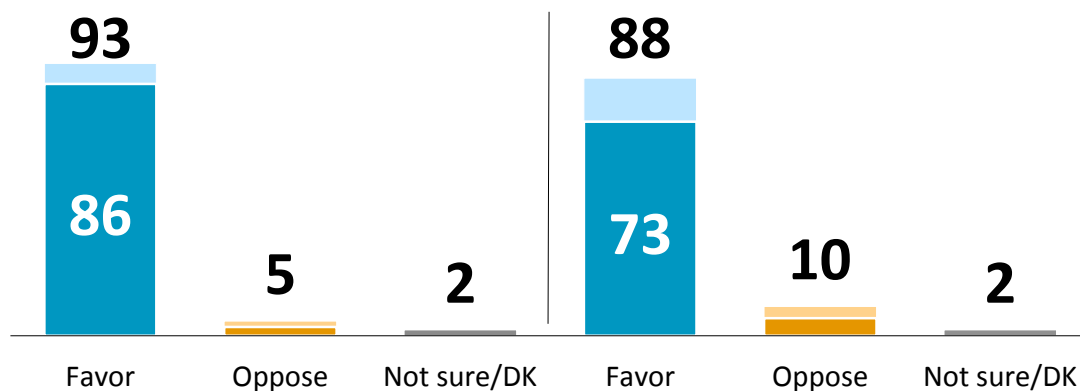


To: Make It Work
From: David Mermin and Brittany Stalsburg
Re: Recent survey findings
Date: January 16, 2015

Our recent poll¹ reveals American voters' strong and intense support for equal pay, paid sick days, paid family leave, and affordable child and elder care. Support spans across the electorate and solid majorities of voters of all parties favor these proposals.

Equal pay is especially strong with more than 9 in 10 voters wanting to ensure women and men receive equal pay for equal work. Paid sick days are also very popular: 88% of voters favor ensuring all workers earn paid sick days to care for themselves or family members, including 96% of Independents. Overwhelming majorities of voters also support the following: requiring employers to provide paid sick days (79%); expanding tax credits to assist in caring for family members (78%); and making quality and affordable childcare options available nationally (75%).



Ensure that men and women receive equal pay for equal work.

Ensure all workers earn paid sick days to care for themselves or family members.

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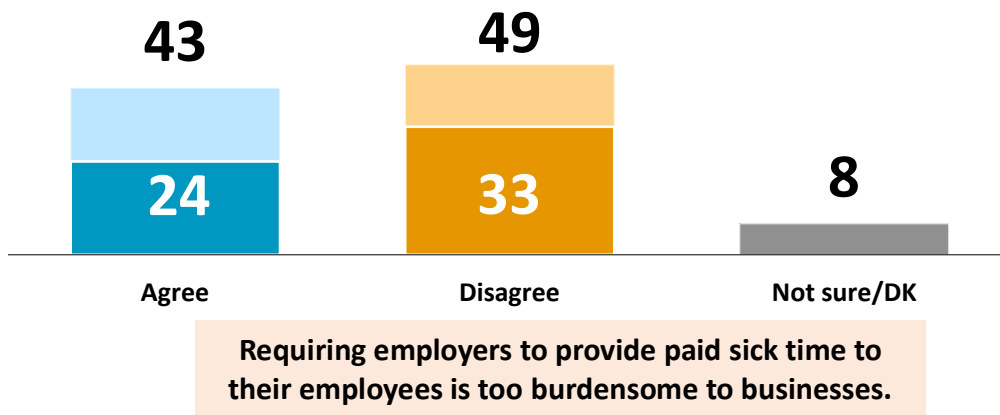
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Voters also intensely agree with value statements about work and family. More than 4 in 5 voters (82%) agree that being able to take paid time off to care for yourself or sick family members should be something all employees earn (65% strongly agree), including 80% of Independents and 74% of Republicans. Similar overwhelming majorities believe having workplace rules ensuring equal pay, sick leave, family leave and child care is good for our economy (82%) and our nation (81%). Voters also want our government addressing these issues: nearly three-quarters (73%) of voters

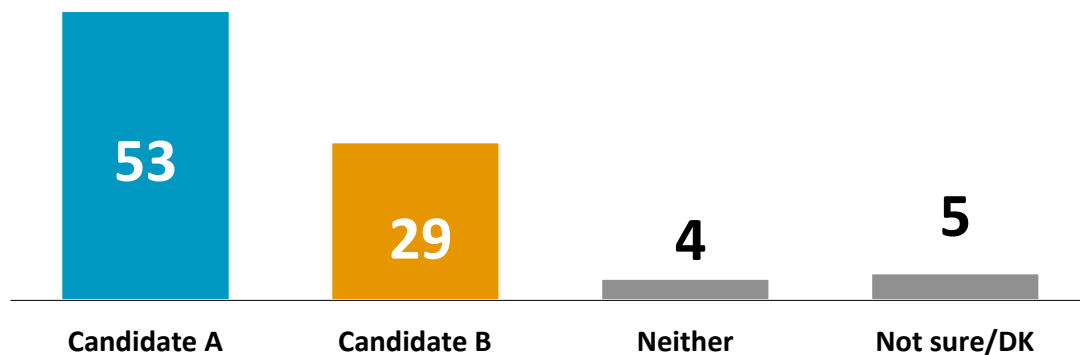
¹ Lake Research Partners conducted a national live phone survey of 800 likely 2016 voters. The survey fielded January 12-14, 2015. The margin of error is +/-3.5%.

agree that the government has a responsibility to treat employees fairly, including paying wages that can sustain a family and providing paid time to care for family members.

At the same time, nearly half of voters reject the notion touted by opponents that requiring employers to provide paid sick time to their employees is too burdensome to businesses.



A majority of voters (53%) believe that a candidate who supports policies to ensure equal pay, affordable childcare, and paid leave embodies “family values” where a candidate who opposes these proposals and says families and businesses should make their own decisions (29%) fails to do so.



Candidate A believes Family Comes First and this means supporting equal pay for equal work, making sure parents who work can have their young children in quality childcare, and ensuring every American can take time to recover from illness or care for family in emergencies without losing their paycheck.

Candidate B believes families are best served when they can make their own decisions and this means having employers set pay as they see fit, opposing government-backed childcare, and allowing each employer the freedom to create policies about sick days and family leave that best suits their particular situation.

Voters are eager for the government to take action on these issues: three in five voters say they want states to step in if the federal government fails to take action to address issues of equal pay, paid sick days, paid family leave, and affordable childcare.

Please do not hesitate to reach out to David Mermin (dmermin@lakeresearch.com) or Brittany Stalsburg (bstalsburg@lakeresearch.com) at 202-776-9066 with any questions or comments.