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# INTRODUCTION



**Mark Harris**

A nationally recognized campaign strategist who recently oversaw Sen. Pat Toomey’s reelection victory in the most expensive Senate race in U.S. history, Mark specializes in data-driven and cutting-edge political and public affairs campaigns.

Mark was recognized as a “rising star” by Campaigns and Elections. He’s also a board member of the American Association of Political Consultants.



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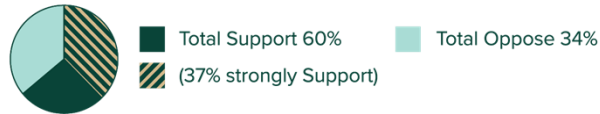
# SUMMARY

- Conducted a statewide survey of 500 Republican primary voters in Pennsylvania between January 9-12, 2023.
- The margin of error was +/- 4.38%.
- The sample was weighted for education and quotas were set by county, age and gender.

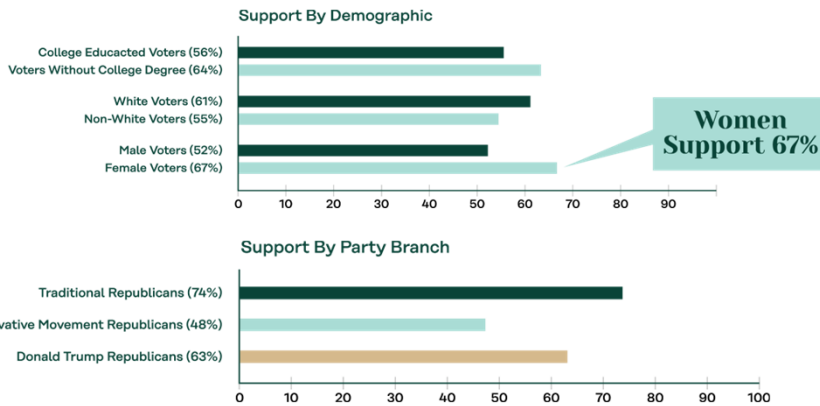
## Support for paid leave:

**Question:** Would you support or oppose establishing a state family and medical leave fund in Pennsylvania to provide workers with paid leave after the birth or adoption of a child, to care for a family member, or to recover from a health condition?

**Answer:**



# KEY GROUPS SUPPORT PAID LEAVE



## SUPPORT ACROSS REGIONS

	Philadelphia	Pittsburgh	Harrisburg	Wilkes-Barre/Scranton	Johnstown	Erie	Other
<b>Support (Intensity)</b>	61% (32%)	68% (55%)	55% (34%)	49% (33%)	76% (53%)	76% (53%)	40% (40%)
<b>Oppose</b>	35%	27%	39%	41%	17%	35%	47%

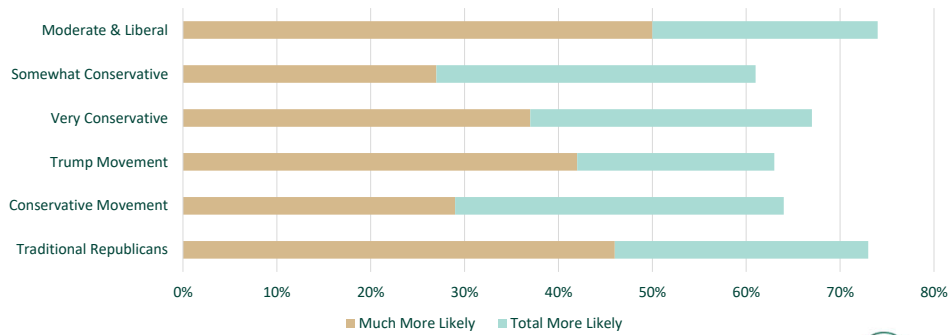


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## RESONATING MESSAGES: CRITICAL CARE

Asked if specific messages would make them more or less likely to support paid family leave...

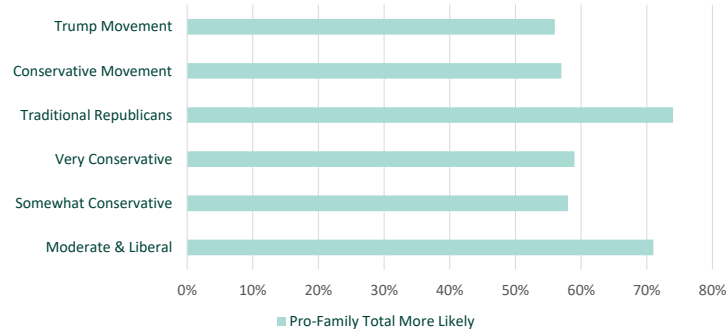
*"Family and medical paid leave would **allow family members to provide critical care** and rehab services to elderly loved ones at home without risking the jobs and financial security."*



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## RESONATING MESSAGES: PRO-FAMILY

*"Family and medical paid leave is a **pro-family** policy that helps families to take care of each other instead of the government."*



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## CONCLUSION

- There is strong support for paid leave among Republicans in Pennsylvania, even among unlikely supporters (e.g., college educated males).
- Voters see providing critical care to family members as common sense.
- There is NO political harm and only political upside to Republican elected officials supporting this legislation.



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