MEMORANDUM

To: Donna Cooper, PA Children First

From: Mark Harris, Osage Research

Re: Pennsylvania Paid Leave Survey Results
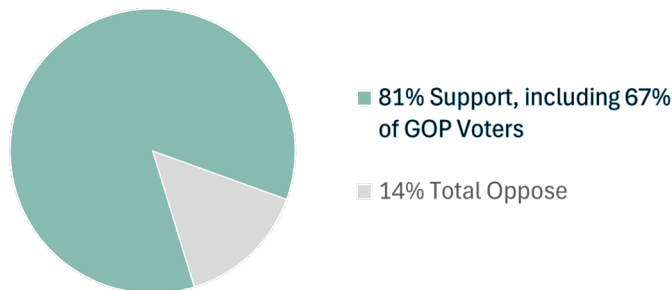
Date: April 29, 2025

A recent poll of voters in Pennsylvania shows strong bipartisan support for paid family leave including among the most conservative and pro-Trump voters.

The poll of 735 likely voters statewide was conducted in March 2025. In addition, 120 registered Republicans were sampled to create a combined dataset of 406 likely Republican voters.

SECTION 1: 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 serious health condition?
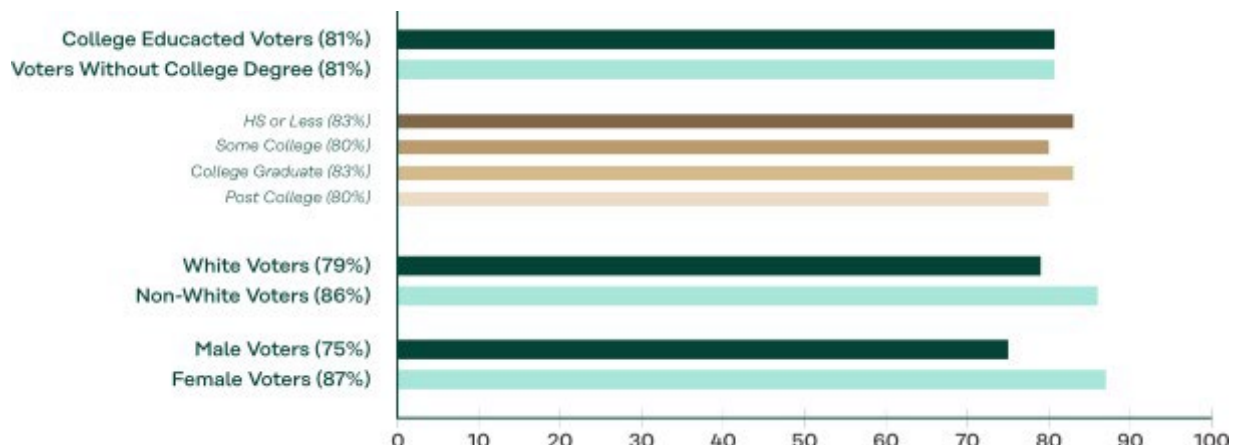
Answer:

- 81% Support, including 67% of GOP Voters
- 14% Total Oppose

Demographic Breakdown:

Support for the program was consistent across **all regions** of the Commonwealth.
Support was consistent across **education, race** and **gender**

Among those who say they favor President Trump, **67%** also support a **state paid family leave program.**

SECTION 2: MESSAGING

Respondents received messages that both supported and opposed a family paid family and medical leave program. Even after extensive discussion of the negative messages including taxes and the cost of the program, paid family and medical leave remains tremendously popular with broad support **(72 percent)** across all demographic groups.

Supportive Messages:

Respondents reacted most strongly in support of paid leave when describing the program as a means to **"provide critical care to loved ones."**

SUPPORTIVE MESSAGES	Total % More Likely to Support	% Much More Likely to Support
*Family and medical paid leave would **allow family members to provide critical care** and rehab services to elderly loved ones at home without risking their jobs and financial security.*	83%	59%
***Small businesses** account for the majority of jobs in our state and most cannot afford to cover the full cost of providing paid leave for their employees. But a state program will help them afford to offer that benefit.*	78%	50%
***Employers support** paid family leave because it helps them keep employees especially young parents.*	78%	49%
*Paid family leave is better for the **economy** because it prevents people from losing their **jobs**.*	77%	53%
*Family and medical paid leave is a **pro-family policy** that helps families to take care of each other instead of the government.*	74%	47%
*Paid family and medical leave is consistent with **pro-life values** because it helps young parents by giving them the paid time off they need with their family.*	65%	41%

Post supportive messages ballot:
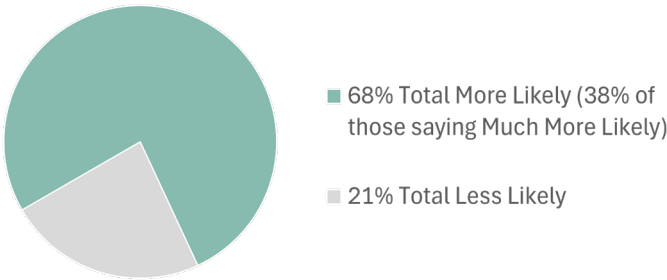
81% support
15% oppose

SECTION 3: PRESIDENTIAL ELECTION IMPLICATIONS

It is clear voters will reward politicians who support commonsense policies like paid family leave, including for candidates for President.

Question: Are you more or less likely to support a presidential candidate who champions paid family leave policies?
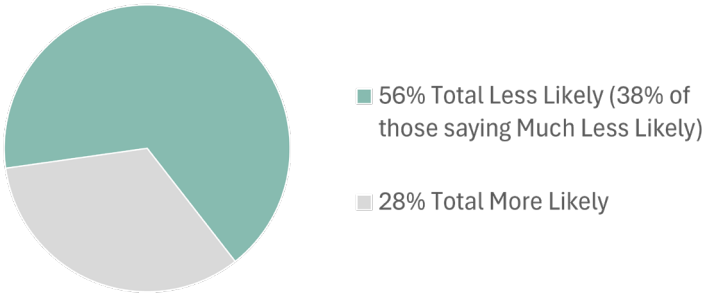
Answer:

- 68% Total More Likely (38% of those saying Much More Likely)

- 21% Total Less Likely

SECTION 4: NATIONAL ORGANIZATION IMPLICATIONS

Question: As you may know, some organizations like the National Federation of Independent Businesses, or NFIB for short, are adamantly opposed to legislation that would create a paid family and medical leave program. Are you more or less likely to vote for a candidate in the state legislature who stands with the NFIB?

Answer:

- 56% Total Less Likely (38% of those saying Much Less Likely)

- 28% Total More Likely

TO SUMMARIZE:
Paid family leave remains overwhelmingly popular with all groups including key demographics like working class white voters, pro-Trump voters, and women with a college degree. There is only political upside to supporting paid family leave and politicians are rewarded by voters for supporting this policy.

Methodology:
Osage Research, a Pennsylvania-based public opinion research company, conducted a live phone call and SMS survey March 23-27, 2026, utilizing both mobile phones and landlines, and employing a list of 735 likely voters and an additional 120 likely Republican voters from across the state. Quotas for the survey were based on geography and gender, based on previous elections. The poll has a margin for error of plus-or-minus 3.7 percent.