

A New Force in 2020: "Care Economy" Voters

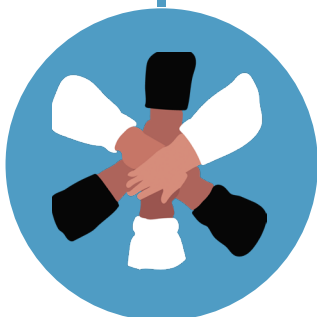
A recent 10-state poll conducted in battleground states for the Women Effect Action Fund (WEAF) found an emerging group of "care economy" voters who want the government to focus on "care economy" issues like child care, elder care, family and medical leave, and paid sick days. **These care economy voters were key in swinging the election to Joe Biden.**

Care Economy Voters



What is a Care Economy Voter?

- Care economy voters are those who say **elder care, paid family and medical leave, and childcare were important issues to them as they cast their ballots in 2020.**
- 31% of battleground voters are care economy voters** — those thinking about these issues when they voted.



Who Are They?

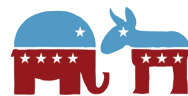
- While they are especially likely to be women, white and without college degrees, care economy voters **cut across all demographics and backgrounds:**



62% Women
38% Men



80% White
9% Black
5% Hispanic
3% Indigenous
1% AAPI



44% Democrat
28% Independent
28% Republican



18% Urban
18% Suburban
63% Rural



70% No degree
30% College graduate



46% Earn < \$50,000
48% Earn > \$50,000

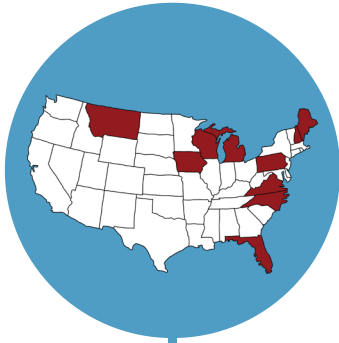


48% Married
14% Living together
14% Divorced
5% Widowed
18% Never married



27% 18-34
23% 35-49
26% 50-64
24% 65+

Battleground Voters Concerned About Care Economy Key to Biden Victory



Battleground Care Economy Voters Were Decisive in Biden Victory

- A majority of Biden battleground state voters said they were thinking about care economy issues when they voted — not just about President Trump.
- These care economy voters supported Biden over Trump 61%-37% — a critical shift from 2016 when those same voters supported Clinton by a smaller margin of 54%-40%.



Care Economy Suburban Voters Were Key

- Battleground suburban voters swung decisively to Biden, supporting him 56% — up from 45% who supported Clinton in 2016.
- Battleground suburban voters **overwhelmingly support the care economy agenda**, with 74% wanting to invest at least \$775 billion in childcare, elder and home care, and national paid family and medical leave. The numbers are even higher for specific care economy proposals:

86%

support tax credits for caring for older and disabled relatives

83%

support for caregivers for older and disabled adults

78%

support paid sick leave

77%

support national paid family and medical leave

76%

support affordable childcare

Note: Overall battleground and suburban numbers are nearly identical. 74% of battleground voters support the \$775 billion care economy investment, including 91% of Democrats, 76% of Independents and 58% of Republicans. Individual proposals have overwhelming support across party lines:

86%

support tax credits for caring for older and disabled relatives

83%

support for caregivers for older and disabled adults

78%

support paid sick leave

76%

support national paid family and medical leave

77%

support affordable childcare