



Voters Support Investments in Care Infrastructure for People and Planet

Key Findings

- While over two-thirds of voters agree that green jobs are any job related to the well-being of people and the planet, there is little consensus around what constitutes a “green” job
- A majority of voters (63 percent) support a \$700 billion investment over ten years to build caregiving infrastructure and create millions of good care jobs
- Nearly two-thirds of voters (65 percent) support a federal paid family leave policy
- A majority of voters (61 percent) support including care and environmental jobs in the Civilian Climate Corps proposal

Introduction

As Rhiana Gunn-Wright and Lenore Palladino explain in a recent Feminist Green New Deal [Issue Brief](#):

“Without an affordable care system with a well-paid workforce, access to good jobs in the clean energy economy will be restricted based on race and gender and a just transition for workers in the dirty energy sectors will be more challenging. In the short term, a worsening climate will increase the need for care, widening inequities unless access to care is improved. In addition, the care sector itself provides an opportunity for decarbonization. Ultimately, for the Green New Deal to succeed, care work must be centered.”

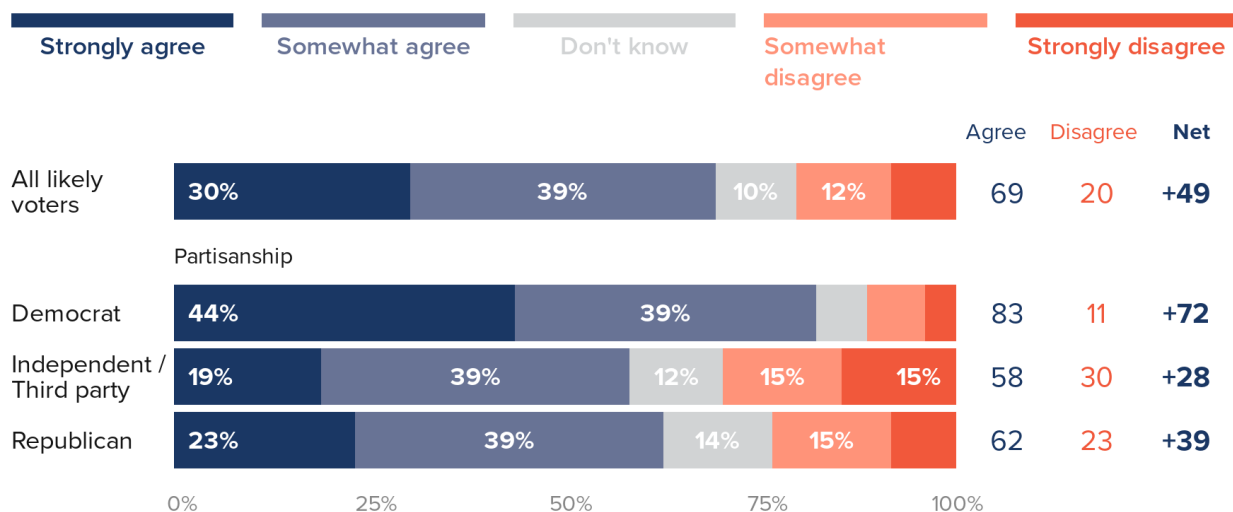
In a [new report](#), the Feminist Green New Deal Collective explores how to build a narrative for a caring green economy. To understand perceptions around care work and climate change, Data for Progress assessed the attitudes of 1,404 likely voters in a [n April 2021 national survey](#). Among these respondents, 27 percent self-identified as parents under the age of 18, and 32 percent identified as a primary caregiver.

Voters' Perceptions of Green Jobs

A majority of voters think green jobs are “any job related to the well-being of people and the planet”, but there is little consensus as to what those occupations are. Over two-thirds of all voters (69 percent) agree that green jobs are any job related to the well-being of people and the planet, including a majority of Democrats (82 percent), Independents (58 percent), and Republicans (62 percent).

Voters Agree Green Jobs Are Any Job Related to the Well-Being of People and the Planet

Please indicate whether or not you agree or disagree with the following statements: -- Green jobs are any job related to the well-being of people and the planet.



April 21–23, 2021 survey of 1,404 likely voters

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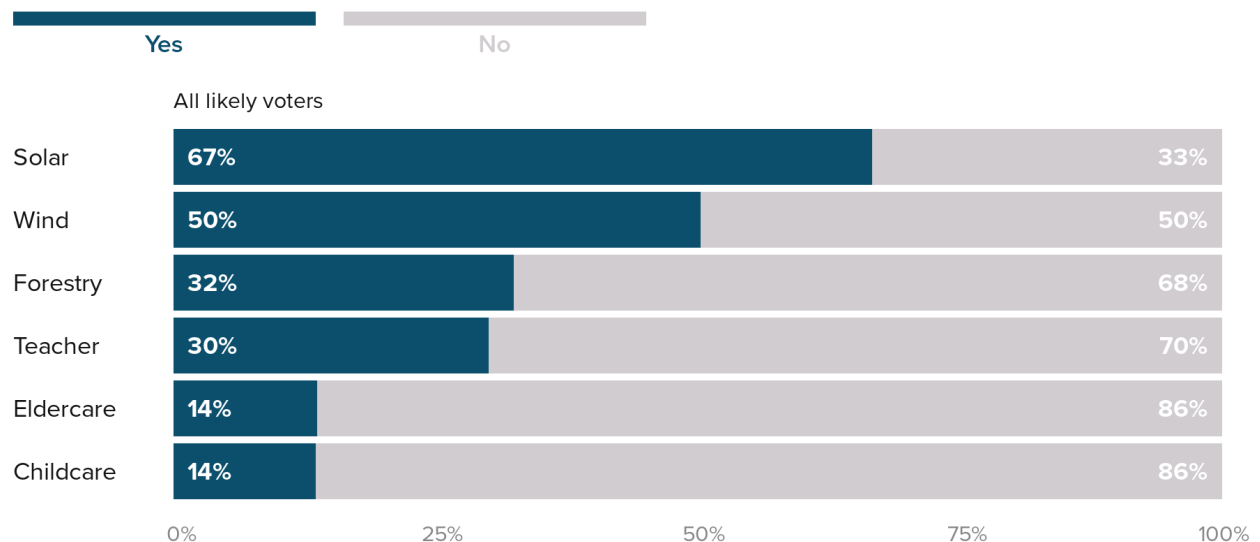
Yet when provided images of “green” jobs, there was little consensus among voters as to what, exactly, constitutes work for people and the planet. We provided voters with the six images representing the following professions: Wind turbine technician, elder care worker, child care worker, teacher, solar installer, and forestry worker. While a majority of voters identified solar panel installer and wind turbine technician as “green” jobs, roughly a third of voters identified forestry worker and teacher as “green” jobs. Moreover, only 14 percent of voters identified elder and child care worker as “green” professions.

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Voters Have Little Consensus on What Constitutes a "Green" Job

Please indicate which of the images that you think show a "green" job.



April 21–23, 2021 survey of 1,410 likely voters

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Voters Support Federal Investments in the Care Economy

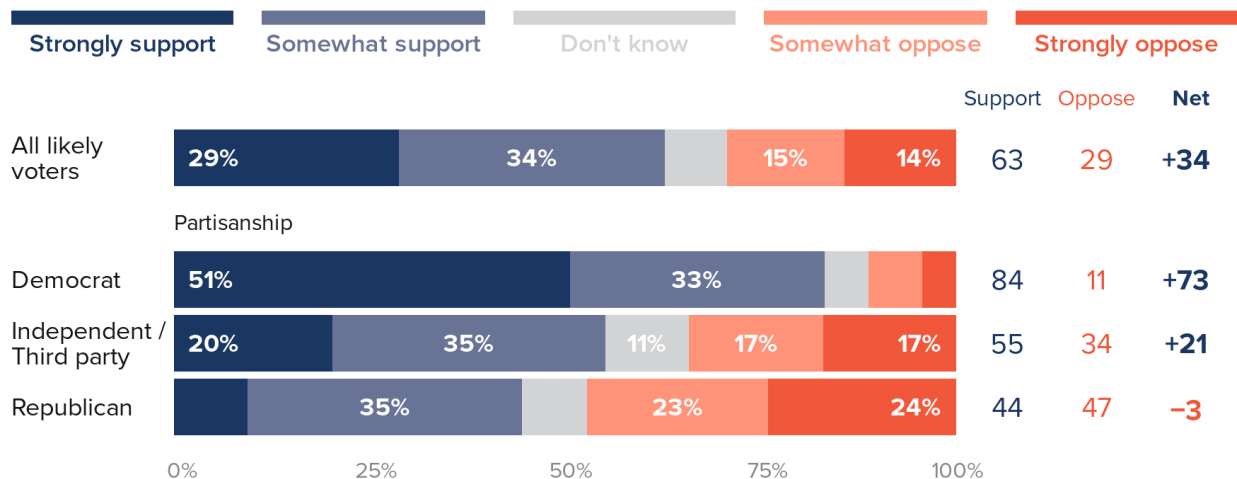
After assessing voters' initial attitudes towards care work, we asked several questions around the proposals that President Biden and Democrats in Congress have included in their Build Back Better agenda. By a 34-point margin, voters say they would support a \$700 billion federal investment in child care and social services to create new good-paying jobs and support the nation's care infrastructure. Nearly all Democrats (84 percent) and over half of Independents (55 percent) support this investment. While Republicans are nearly split, 44 percent support the investment, while 47 percent oppose it.

Voters Support Job-Creating Investments in Caregiving Infrastructure

President Biden has proposed a \$700 billion investment over the next 10 years to build a caregiving infrastructure by investing in child care and social services like Medicaid.

Some independent academic researchers suggest that this investment could create over 20 million good-paying jobs over the next decade in jobs both for caregivers and others in their communities.

Do you support or oppose this investment?



April 21–23, 2021 survey of 1,404 likely voters

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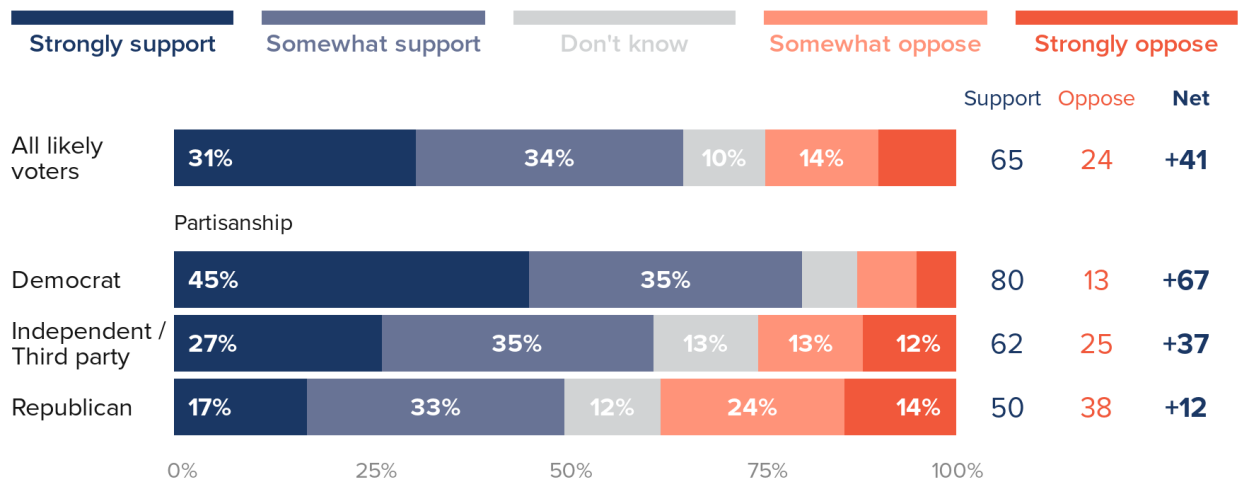
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Voters also support measures to ensure workers have the ability to take paid family leave. Nearly two-thirds of all voters (65 percent), including over three-quarters of Democrats (80 percent), a majority of Independents (62 percent) and a plurality of Republicans (50 percent), support a federal paid family leave policy.



Voters Support Federal Paid Leave Measures

Would you support or oppose a new federal policy to ensure that care workers, including new clean economy jobs created through the American Jobs Plan, can take paid leave so they can care for themselves and their families in times of need?



April 21–23, 2021 survey of 1,404 likely voters

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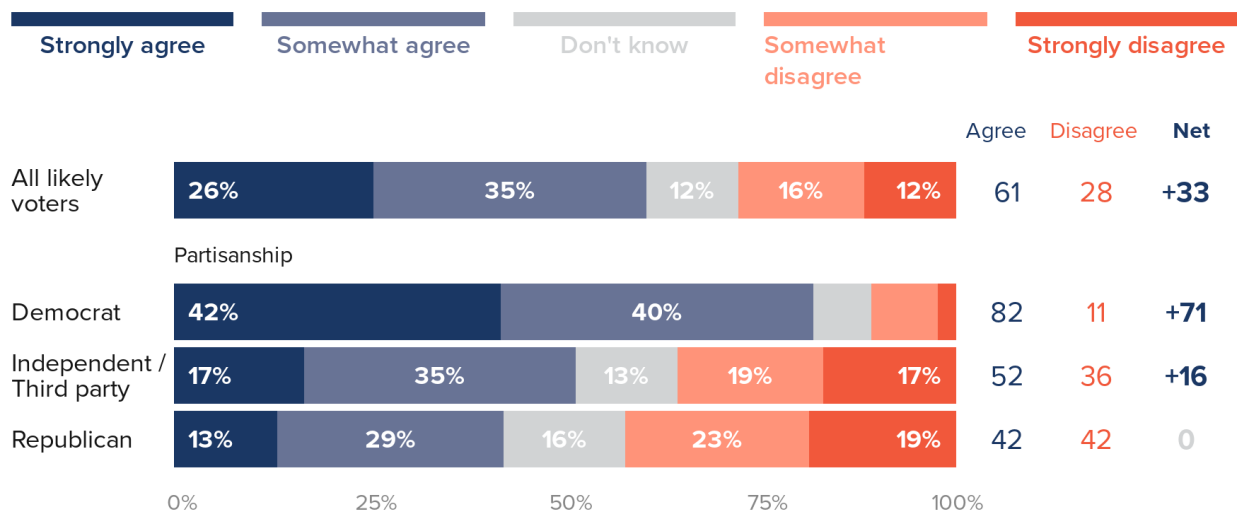
Lastly, voters support expanding the Civilian Climate Corps proposal to include both care and environmental jobs. After providing a brief description of the policy and a statement in support of including low-carbon care jobs in the proposal, voters say they support including both care and environmental jobs in the Civilian Climate Corps by a +33-point margin. A majority of Democrats (88 percent) and Independents (52 percent) support broadening the Civilian Climate Corps to include care jobs, while Republicans are split (42 percent support, 42 percent oppose).



Voters Support Expanding the Climate Corps Proposal to Include Both Care and Environmental Jobs

The recently released American Jobs Plan includes a proposal for a climate corps that will put young Americans to work on projects to conserve our public lands and waters, improve community resilience to climate change, and advance environmental justice. Some lawmakers say that since care work is low-carbon work that's essential for a green economy, jobs offered in this program should include care.

Do you agree or disagree that the American Jobs Plan should expand this proposal to include both care and environmental jobs?



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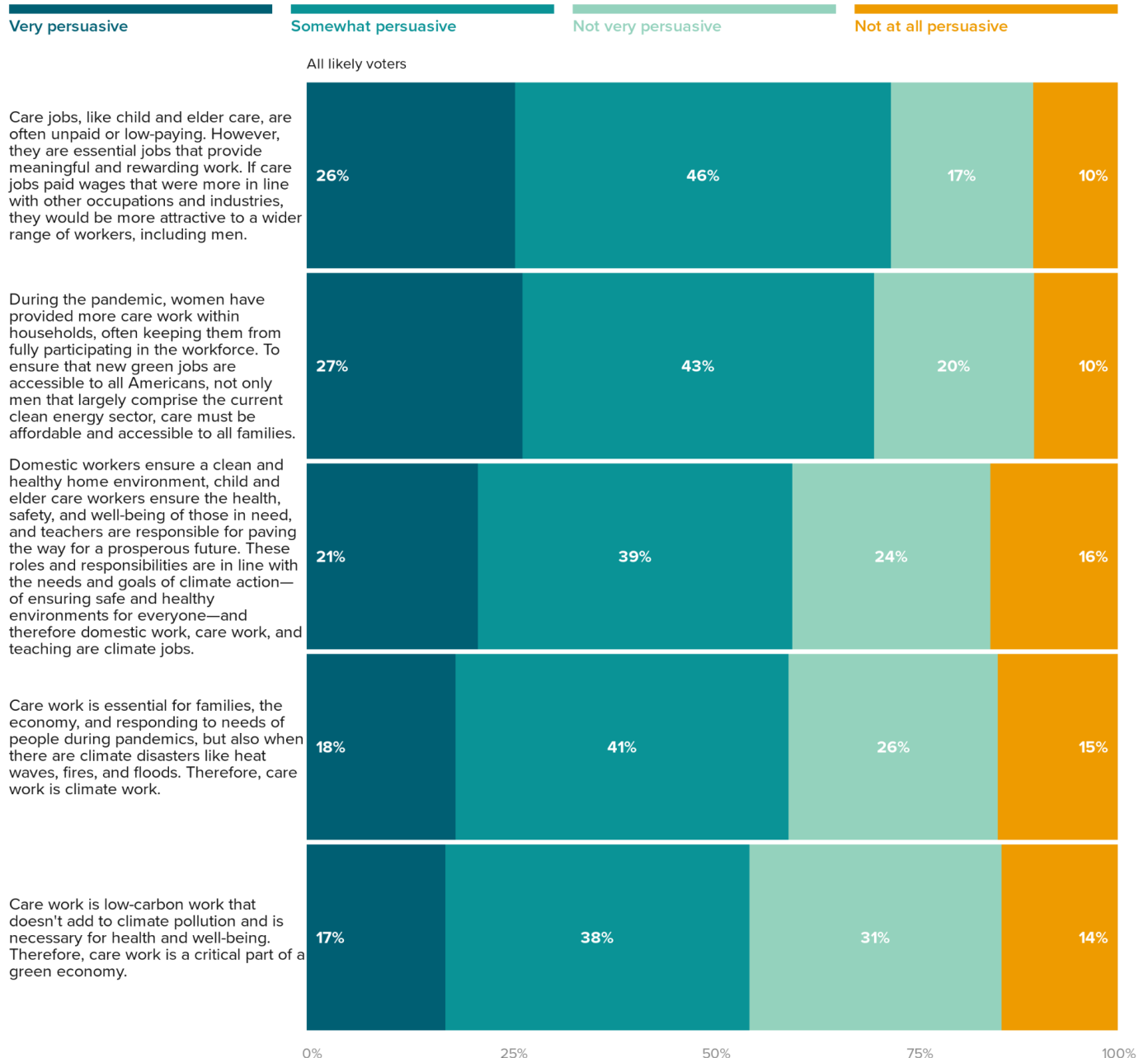
Messaging Around Care Work as Climate Work

To better understand effective strategies for communicating the link between climate and care work, Data for Progress tested several messages in support of investing in low-carbon care work. While a majority of voters indicated that all five messages were “Very” or “Somewhat” persuasive, we find that the most effective messages emphasized the essential nature of care jobs despite their low pay and that affordable caregiving will be essential to create a thriving green economy.



Voters Are Persuaded by Messages that Link Climate and Care Work

Please indicate how persuasive or not persuasive you find each of the following statements:



April 21–23, 2021 survey of 1,404 likely voters

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Conclusion

As lawmakers consider historic investments in both climate and the care economy, it is clear that voters support federal measures to address the needs of both people and the planet. Moreover, while there is not a strong consensus among voters as to what constitutes a “green” job, messages emphasizing the link between climate and care work are persuasive and effective tools to elucidate the importance of low-carbon jobs. These findings indicate that voters widely back measures to create jobs that will both shore up the strength of the care economy and address the climate crisis. As such, lawmakers can feel confident advocating for these policies in Congress.

Survey Methodology

From April 21 to 23, 2021, Data for Progress conducted a survey of 1,410 likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, and voting history. The survey was conducted in English. The margin of error is ± 3 percentage points.