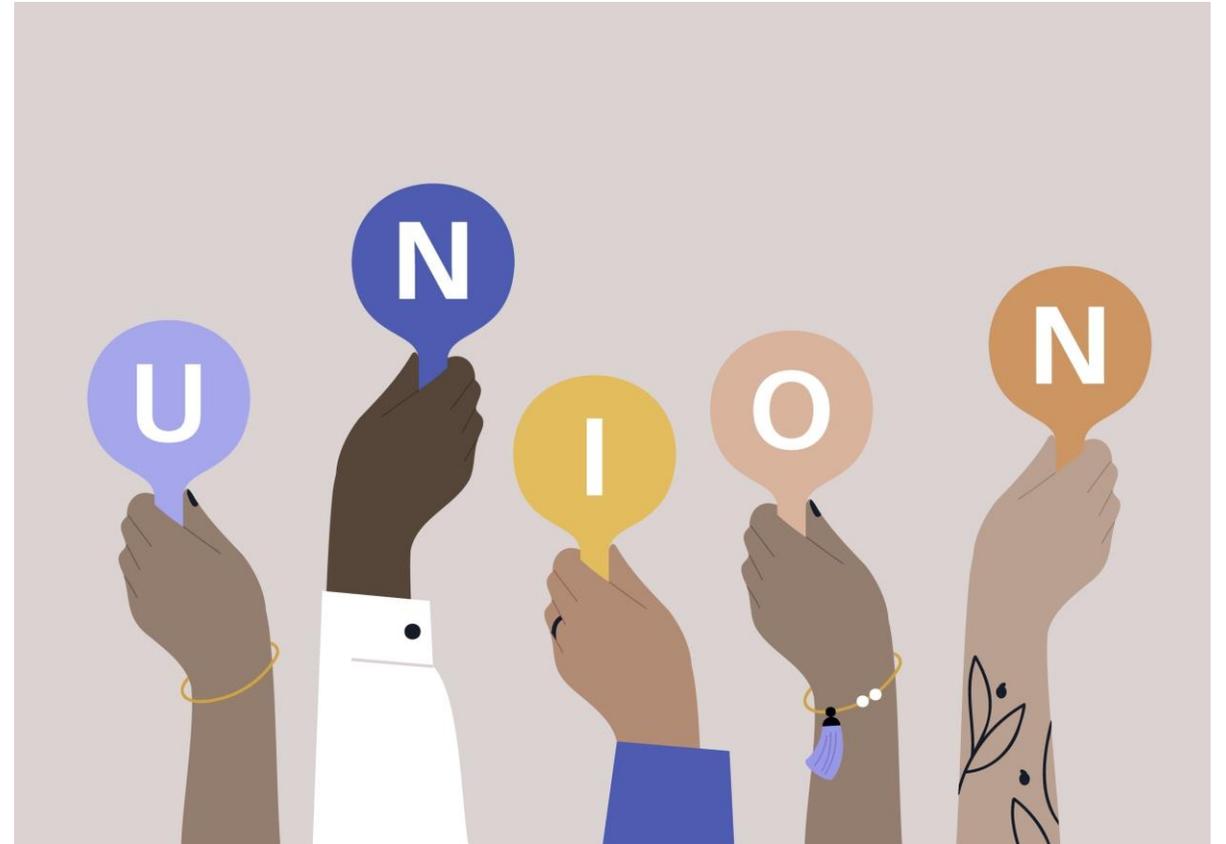


navigator*

Thursday, August 31st

Unions in America: A
Guide for Advocates



Key Takeaways:

- Unlike on many issues facing the country, Americans across party lines support the goals of the labor movement. They see the best impacts of union representation coming from better pay, more benefits, and job security.
- Americans blame anti-union corporations for the decline in union membership, not public disapproval among working people. They see increases in union membership as improving benefits and pay.
- Meanwhile, Americans expect increased union membership in the country would have numerous benefits to the U.S. economy, particularly improving the benefits and pay working people could enjoy.
- Best messages to increase union support focus on financial security and peace of mind.
- Politically, issues around unions and building worker power are an area of strength for Democrats, who earn greater trust.
- Democrats are seen as pro-union while Republicans are anti-union, though many are unsure. Americans are concerned that Republicans would take power from workers and give it to the rich and big corporations.

Labor Unions Are Uniquely Popular Across Party Lines

Democrats, independents, and Republicans alike are all overwhelmingly supportive of the underlying collective bargaining rights and pro-worker activism that underpins the labor movement.

Do you support or oppose employees' right to bargain collectively for workplace conditions such as pay, healthcare, and time off, by forming a labor union?



(Split sample) Generally speaking, do you support or oppose efforts to increase worker power in the United States?



(Split sample) Do you support or oppose changing labor laws to make it easier for employees to form or join a labor union if they want to?



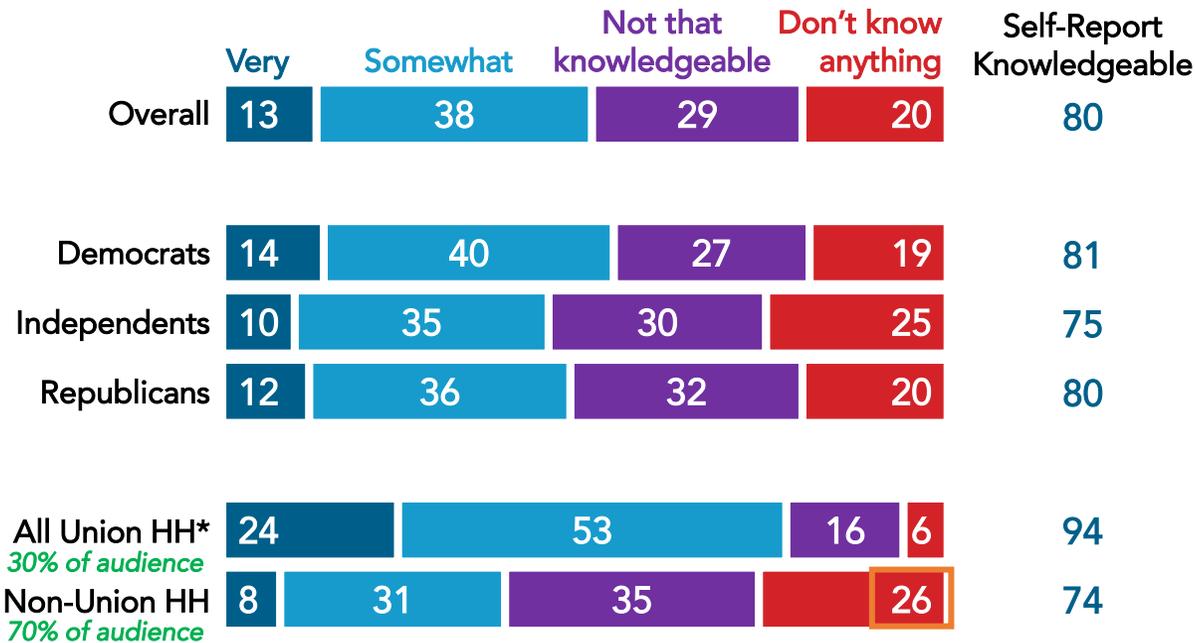
Nationwide survey of 1,000 registered voters conducted August 17-August 21, 2023. For more info, visit navigatorresearch.org.

Americans Feel at Least Somewhat Familiar With the Benefits of Unions, But There Is Room for Education

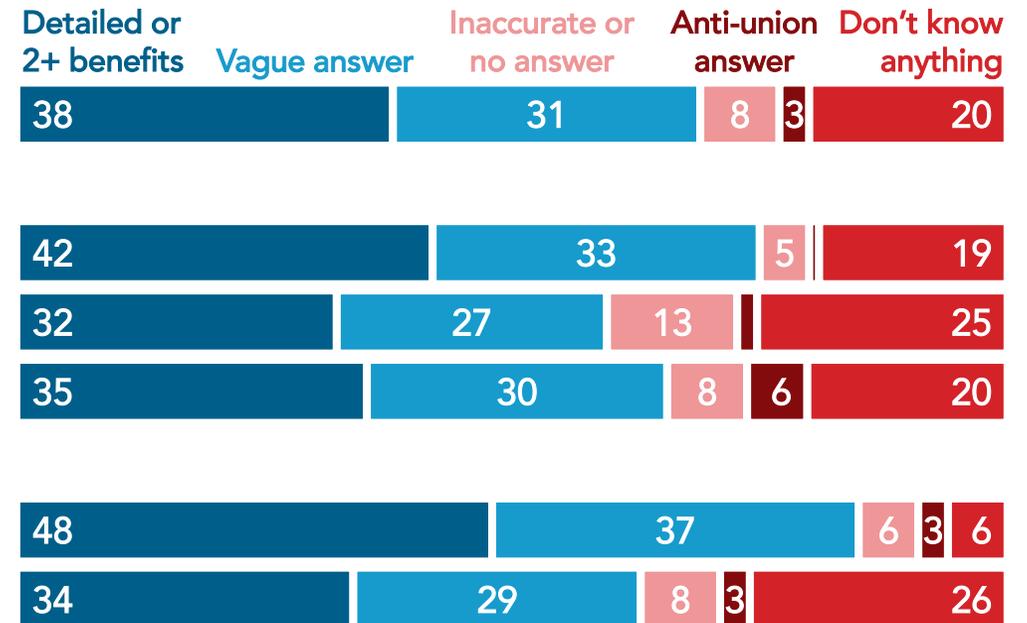
While four in five Americans report knowing at least something about the benefits working people get from being in labor union, only a bare majority (51%) say they are “very” or “somewhat knowledgeable” about the subject.

- Americans are most likely to say labor unions represent a significant number of workers in: law enforcement (58%), construction (57%), education (55%), transportation (52%), and manufacturing (52%). They are less likely to say government (32%) and journalism (16%).

How knowledgeable would you say you are about the specific benefits working people get from being in a labor union?



What do you think are the main benefits of being in a labor union? (OPEN END) [Written responses categorized based on detail and accuracy]

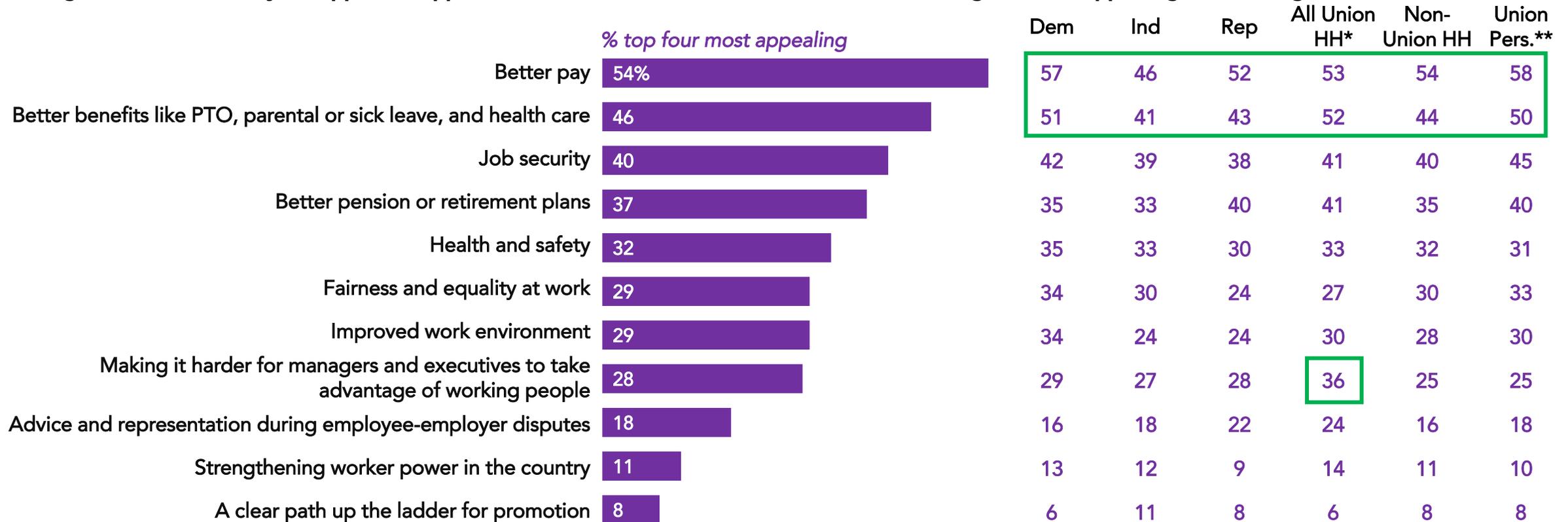


*“All union households” indicate respondents or someone in their household is currently or has previously been a member of a labor union. Nationwide survey of 1,000 registered voters conducted August 17-August 21, 2023. For more info, visit navigatorresearch.org.

Better Pay and Benefits Are the Biggest Draw for Union Membership

In addition to the benefits below, Americans in households with current union membership are more confident in their personal financial situation today (44% confident/55% uneasy) than those in non-union households (33% confident/65% uneasy).

Regardless of whether you support or oppose labor unions, which three or four of the following are most appealing about being in a union?



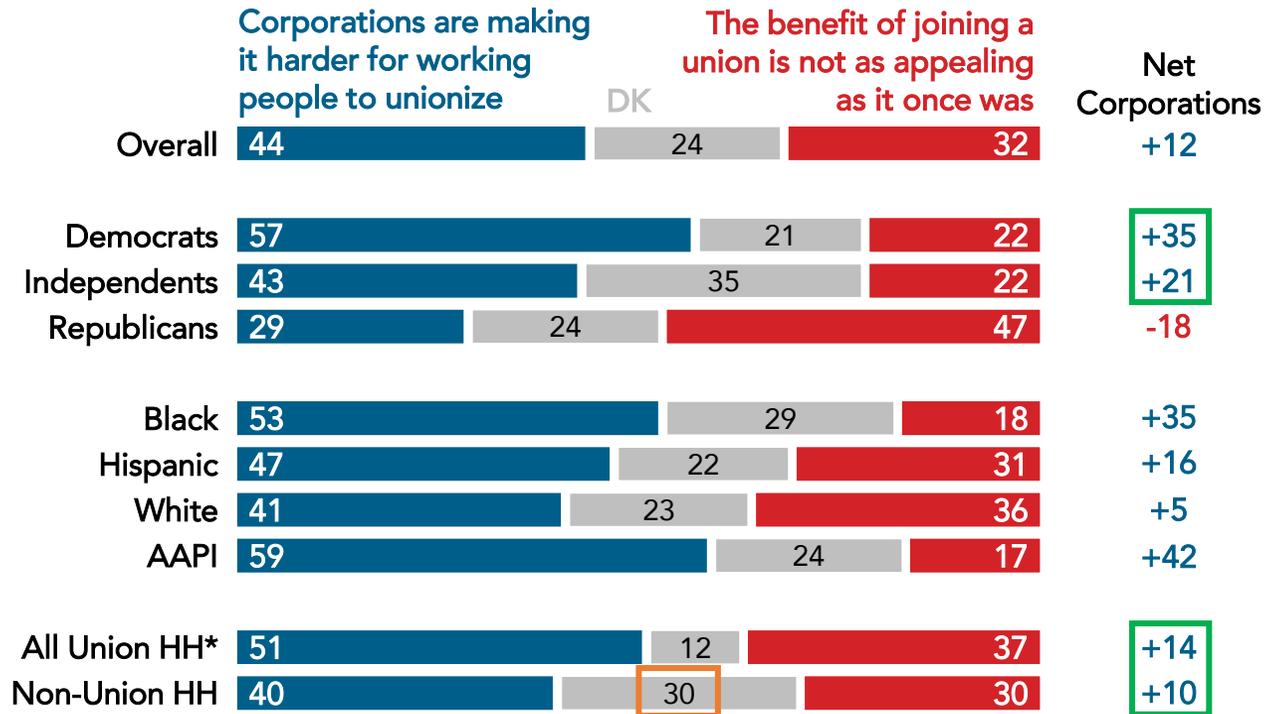
*"All union households" indicate respondents or someone in their household is currently or has previously been a member of a labor union.**"Union persuadables" do not hold very favorable or very unfavorable views of labor unions, but support collective bargaining or think unions have a positive impact on the economy, and are not knowledgeable about unions. Nationwide survey of 1,000 registered voters conducted August 17-August 21, 2023. For more info, visit navigatorresearch.org.

A Plurality Blame Corporations for Declining Union Membership

More Democrats, independents, and every racial group say corporations making it harder to unionize is more responsible for declines in union membership than the reduced appeal of joining a union.

(Split sample) Which of the following do you think is more responsible for union membership declining over the past several decades?

(Split sample) Why do you think union membership has declined over the past several decades?



“Business owners want to make the largest profits possible at the expense of workers.”

“Companies don't want to provide their workers with benefits and think union memberships will force them to supply that.”

“People are afraid to stand up to the large companies. Afraid of the backlash from employers, other employees.”

“Some employers have made it difficult for workers to organize.”

“After recessions and economic uncertainty, people are less willing to risk their jobs by pushing for better conditions from their employers.”

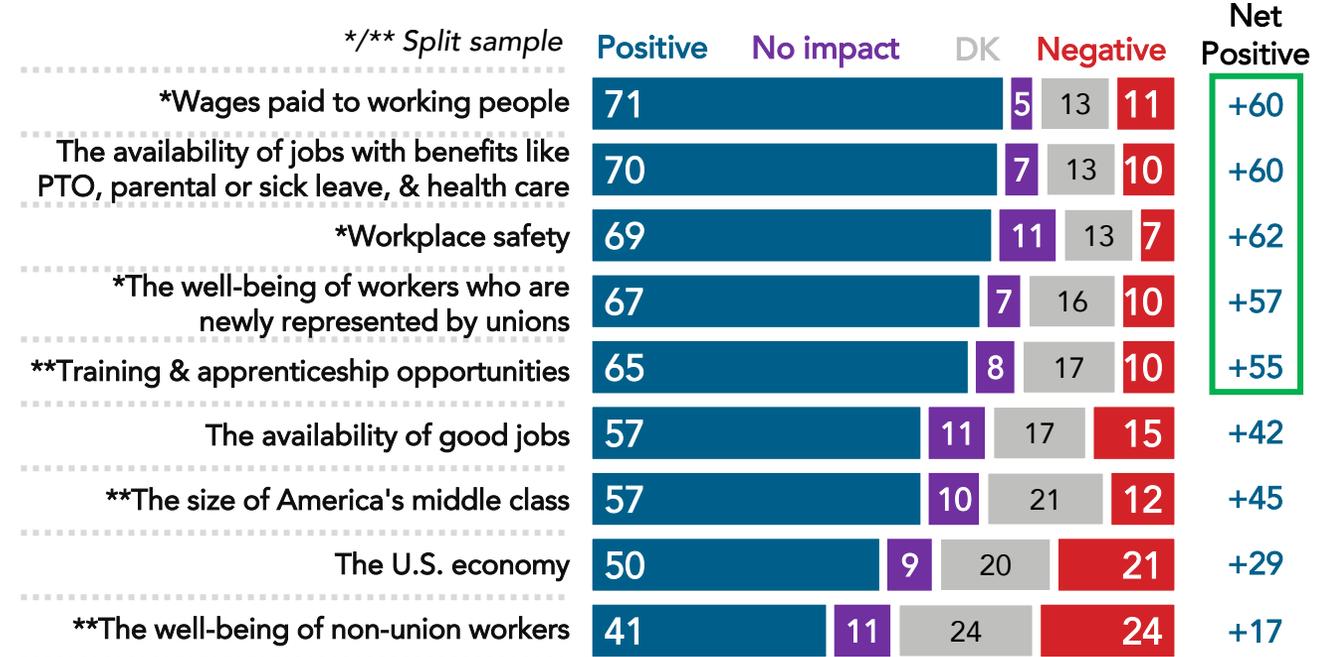
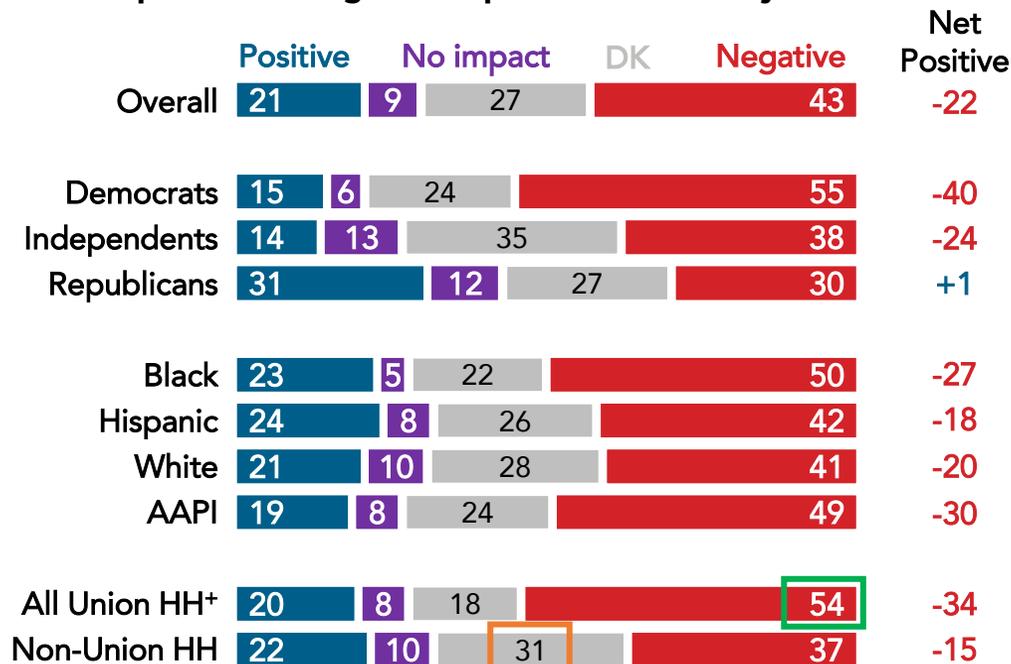
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Americans See Union Membership Decline as Bad and Believe Restoring Unions Could Bring Better Wages, Stronger Economy

Large majorities of Americans say increasing union membership would have a positive impact on working people's wages (net +60 positive), the availability of jobs with good benefits (net +60), and workplace safety (net +62), among other things.

As you may know, over the past several decades there has been a large decrease in the percentage of workers who are represented by unions. Do you think the decline in union representation has had a positive or negative impact on the country?

Putting it another way, do you think increasing union membership in the United States would have a positive or negative impact on each of the following things?

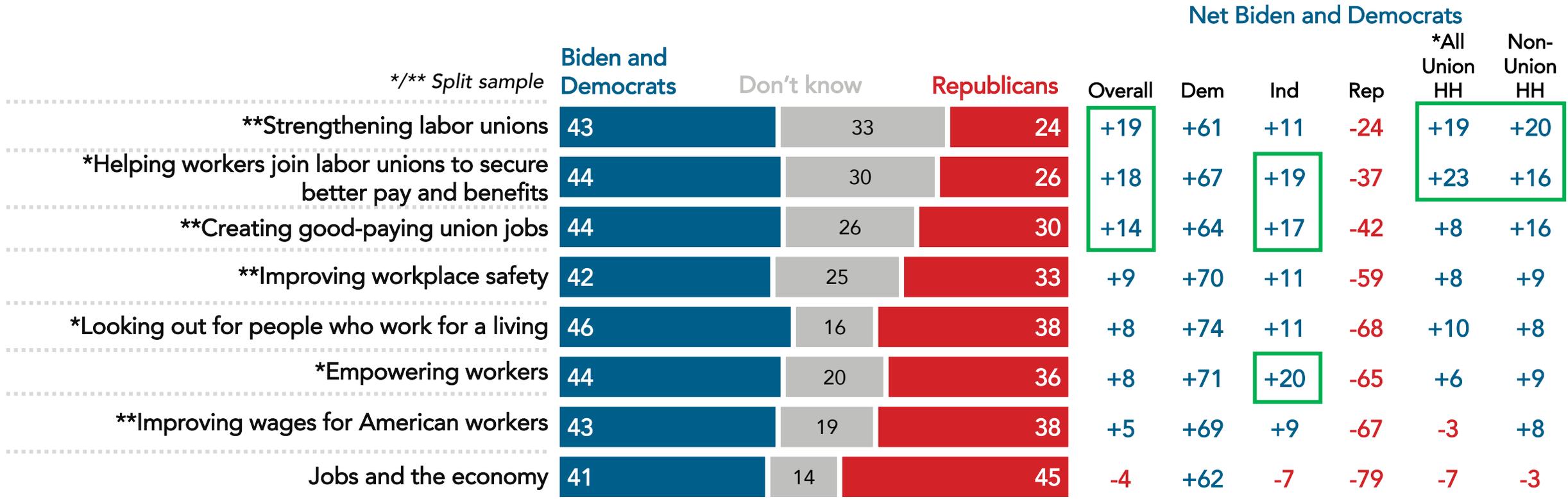


+ "All union households" indicate respondents or someone in their household is currently or has previously been a member of a labor union. Nationwide survey of 1,000 registered voters conducted August 17-August 21, 2023. For more info, visit navigatorresearch.org.

Unions Represent an Area of Strength for Biden and Democrats

Biden and Democrats have their largest advantages on “strengthening labor unions” (+19 trust Biden and Democrats more), “helping workers join labor unions” for better pay/benefits (+18), and “creating good-paying union jobs” (+14).

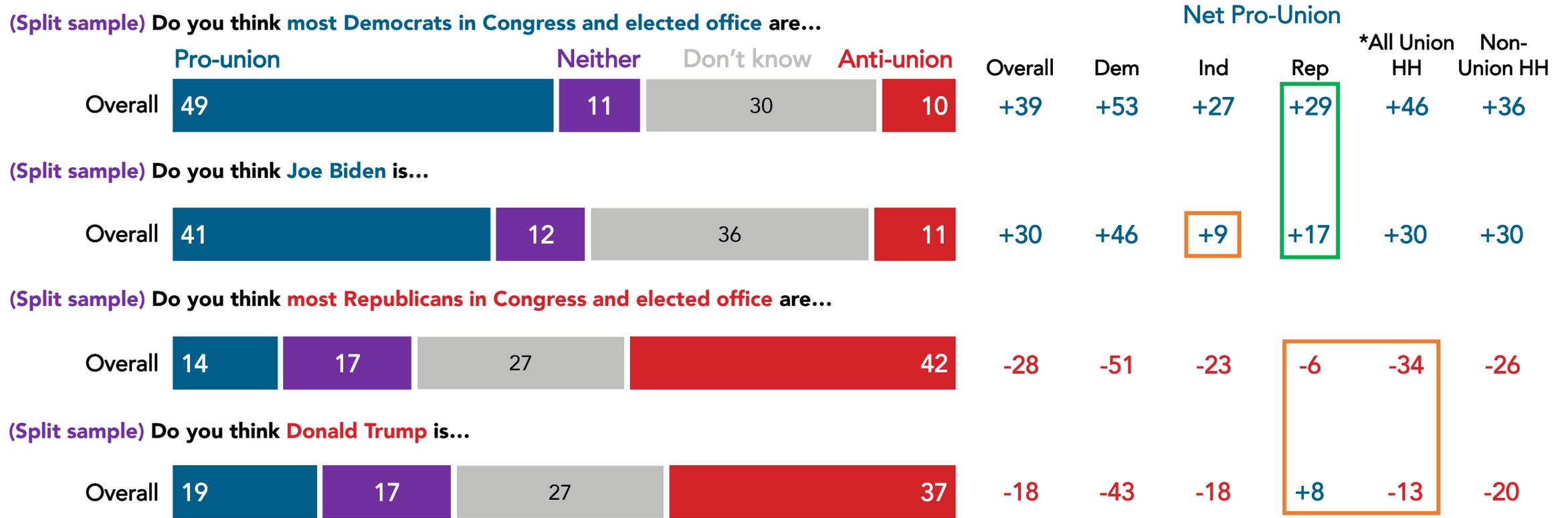
Below is a list of issues. Please indicate who you trust more to handle each one.



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Biden and Democrats Seen As Pro-Union; Trump and Republicans Seen As Anti-Union – But Many Unsure Where the Parties Stand

There is largely agreement across party lines that Biden and Democrats are pro-union while Trump and Republicans are anti-union. That said, more Republicans say Trump is pro-union than anti-union while they say the inverse of Republicans in Congress.



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Vast Majority Say Financial Peace Of Mind; Wage Gains Are Top Reasons to Support Labor Unions

Please read these statements carefully and indicate how convincing you find each one as a reason to support labor unions.⁺

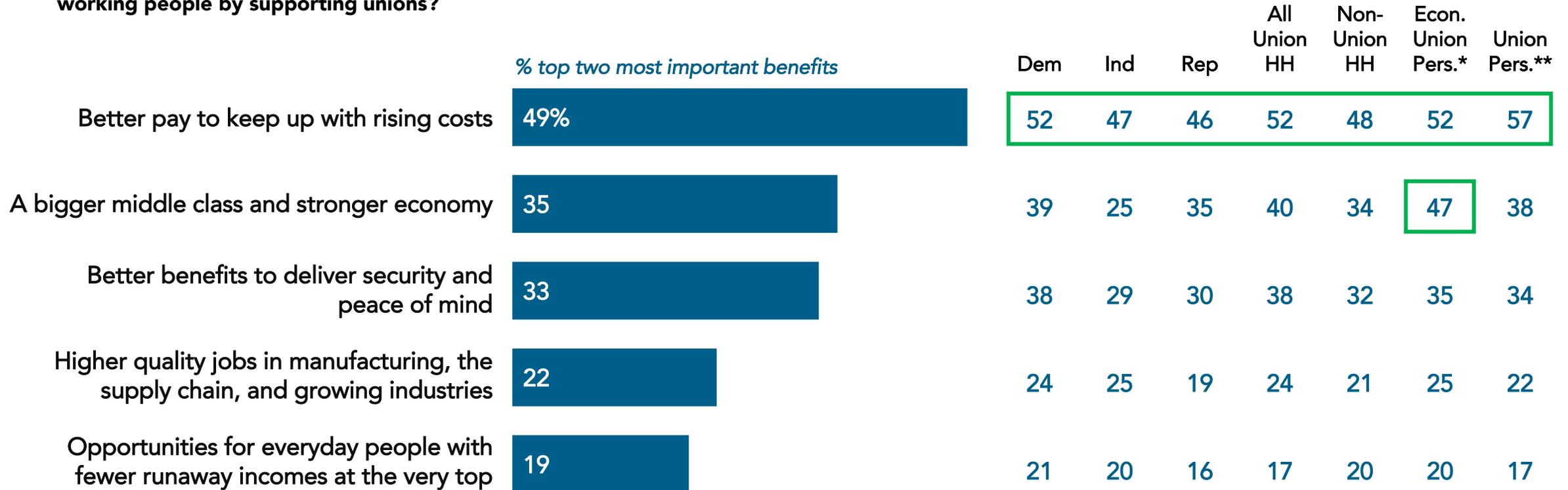
	Very convincing	Somewhat convincing	Not convincing	Overall	Dem	Ind	Rep	All Union HH	Non-Union HH	Econ. Union Pers.*	Union Pers.**
Hardworking Americans deserve the <u>security and peace of mind of knowing they can afford to raise a family and retire comfortably, which is why it is important to support growth in union jobs</u> , which give working people the collective strength to negotiate for better pay as well as retirement plans and high-quality health insurance.	44	38	17	83	91	76	75	89	80	93	87
One way that the country has become increasingly unaffordable is big corporations have used their power to price gouge, increasing profits and benefiting those at the top while everyone else is worse off. <u>Labor unions can give working people more power to negotiate for better pay and keep up with rising costs.</u>	37	39	24	76	88	75	63	83	73	86	80
You don't grow the economy from the top down; you grow the economy from the bottom up and the middle out, creating opportunities for everyday Americans to thrive. <u>Labor unions are a key part of this equation and encourage the economic mobility that helps working people make it into the middle class, while reducing runaway incomes at the very top.</u>	35	38	26	74	86	70	61	77	72	84	79
We grow the economy by growing the middle class. Today, we have a shortage of good-paying jobs that allow workers to afford a middle-class life. <u>Unions can negotiate so that businesses invest in workers, and labor unions will help to grow the middle class and strengthen our economy.</u>	34	42	24	76	87	71	66	80	75	89	82
As computer chip manufacturers and renewable energy companies build new factories in the United States, we can begin to bring manufacturing jobs and supply chains back home. One way to ensure these are <u>good-paying, family-sustaining jobs is to ensure they are union jobs that protect and value working people.</u>	28	45	27	73	86	63	61	79	71	85	75
				<i>% total convincing</i>							

⁺This series of questions was asked on a split sample experiment, where half of respondents were asked how convincing each message was as a reason to support labor unions and the other half was asked how convincing each was as a reason to believe labor unions will improve the economy. Due to lack of differentiation, the results of those split tests have been combined to allow for greater sub-group analysis. ^{**}Economic union persuadables[®] do not trust Biden and Democrats more than Republicans in Congress on jobs and the economy, but think unions have a positive impact on the availability of good jobs or on the U.S. economy, and are not unfavorable to unions. ^{***}Union persuadables[®] do not hold very favorable or very unfavorable views of labor unions, but support collective bargaining or think unions have a positive impact on the economy, and are not knowledgeable about unions. Nationwide survey of 1,000 registered voters conducted August 17-August 21, 2023. For more info, visit navigatorresearch.org.

After Reading Pro-Union Arguments, Dominant Theme Is the Role of Unions in Boosting Pay Amid Rising Costs

Americans across party lines say “better pay to keep up with rising costs” is the most important benefit; Americans who are lukewarm on unions but say they are not knowledgeable about them** are especially likely to cite better pay (57%).

Thinking about how labor unions might affect the U.S. economy as a whole, which of the following are the most important benefits of empowering working people by supporting unions?



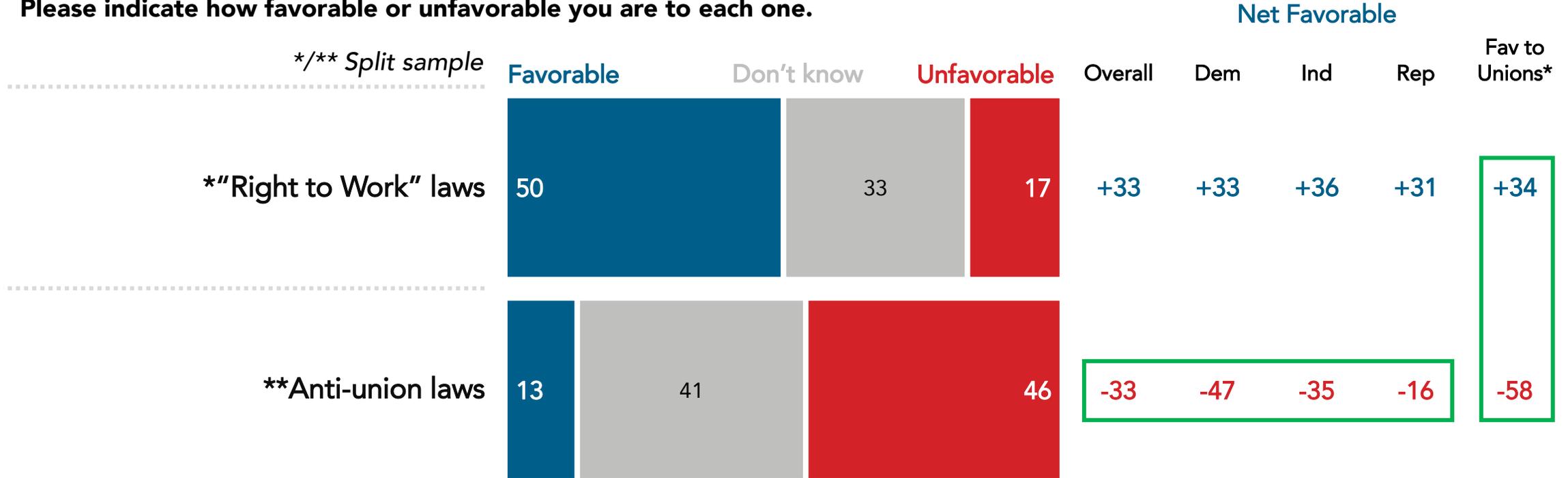
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Most Don't Understand That "Right to Work" Laws Are Anti-Union, As "Anti-Union Laws" Are Underwater Across the Board

While "right to work" laws are popular across party lines, "anti-union laws" are deeply unpopular with Democrats (net -47 favorable) and independents (net -35) and are also underwater with Republicans (net -16).

- Even among those who are favorable to labor unions, "right to work" laws are viewed favorably (net +34), indicating that the term may be unfamiliar or confusing to some.

Please indicate how favorable or unfavorable you are to each one.



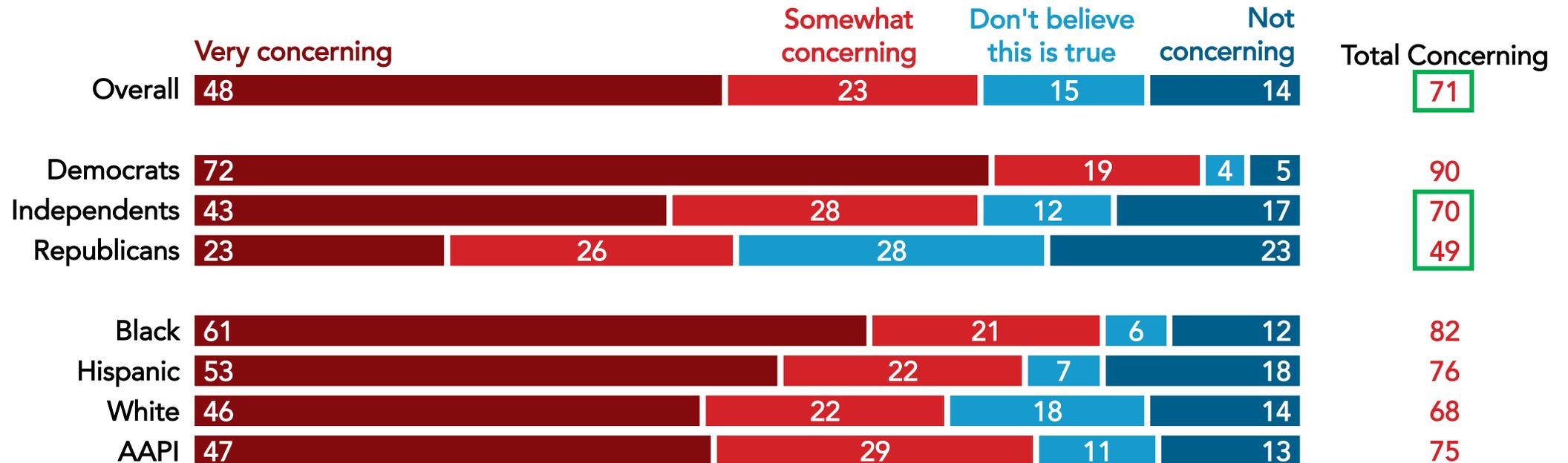
*"Favorable to unions" indicate respondents hold very or somewhat favorable views of "labor unions" on a separate question. Nationwide survey of 1,000 registered voters conducted August 17-August 21, 2023. For more info, visit navigatorresearch.org.

Americans Find Republican Positions on Labor Unions Deeply Concerning

Large majorities of Democrats, independents, and Americans across racial and ethnic groups find this message concerning.

How concerning do you find the following statement about anti-union efforts from Republican politicians?

Most Republicans oppose labor unions and have passed laws making it harder for labor unions to protect working people and increase wages. Policies pushed or already passed by Republicans across the country include banning collective bargaining, eliminating health and safety protections, and letting companies that cheated workers out of their wages off the hook. Republicans oppose raising the minimum wage and want to go further, removing rules in place to ensure workers are paid fairly. If they get their way, even more power will shift from working people back to billionaires and big corporations, allowing them to further rig the system at the expense of working families.

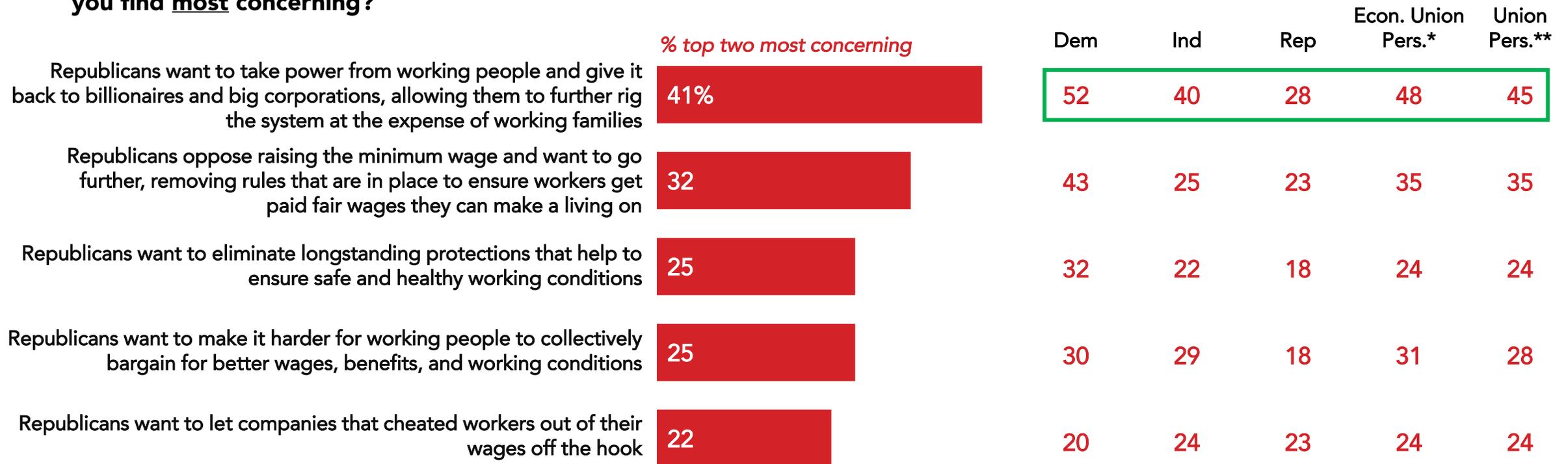


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The Biggest Concern on GOP Policies on Unions: Taking Power Away From Working People, Giving It to Those At The Top

Americans across party lines – including nearly three in ten Republicans – find a statement about Republicans rigging the system at the expense of working families most concerning.

Below are several shorter statements about policies pursued by Republican politicians recently. Which two of the following do you find most concerning?



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,000 registered voters from August 17-August 21, 2023. 105 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 103 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. 100 additional interviews were conducted among union households. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

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