



Blue Rose Research Pulse Polling: Striketober

October 26, 2021

Summary

From October 18-23, 2021, Blue Rose Research ran a national survey to understand public opinion on a topic of interest to More Perfect Union. We collected 2,450 IDs from US adults via online web panel survey, weighted to the expected¹ voter population:

Key Findings

In the midst of ongoing worker strikes across the country (“Striketober”), Blue Rose found that **the electorate is supportive of unions overall (58%) and supportive of joining a union at their own workplace (54%) while support for striking is more mixed.**

- **Two-way favorability for unions is above water with every demographic except Trump voters.** 38% of Trump voters view unions favorably.
- **Young voters, black voters, latino voters, and Biden voters are the most supportive demographics** of unions and strikes per the questions analyzed in this survey.
- **People making under \$50,000 a year are the most supportive of a union forming in their workplace and of a worker-led strike at their job.**

Toplines

Question	Two-Way Support for Progressive Position
Do you have a favorable or unfavorable opinion of labor unions?	58%
If an election on whether or not to unionize were held today at your current or most recent workplace, would you support or oppose forming a union?	54%
There should be more union employees in America.	53%
The strike wave is long overdue and benefits wages and working conditions.	53%
Would you support a worker-led strike at your job?	46%

¹ Weighted to a rough estimate of the 2022 electorate.



Crosstabs

		Two-way support for progressive positions polled				
Demographic	Value	Would support strike at place of work	Favorable view of labor unions	Would support union in place of work	Support more union employees	Agree strike wave is long overdue
Total	All	46%	58%	54%	53%	53%
Gender	Men	44%	56%	53%	51%	51%
	Women	49%	59%	56%	55%	55%
Race	Asian	45%	64%	60%	53%	57%
	Black	64%	73%	68%	64%	71%
	Latinx	57%	69%	64%	59%	60%
	Native	50%	57%	55%	52%	59%
Age	White	42%	53%	50%	50%	49%
	18-34	56%	66%	63%	58%	61%
	35-49	50%	63%	58%	55%	58%
	50-64	42%	53%	51%	49%	49%
White Edu	65+	40%	52%	49%	51%	46%
	College White	40%	56%	53%	51%	48%
	Non-college White	44%	50%	49%	49%	49%
2020 Vote	POC	58%	69%	65%	60%	64%
	Biden	61%	74%	68%	67%	66%
	No Vote	47%	59%	60%	55%	54%
	Other	46%	58%	53%	56%	55%
Income	Trump	31%	38%	36%	36%	39%
	< 25k	52%	59%	58%	55%	53%
	25k-50k	54%	58%	57%	56%	56%
	50k-75k	49%	56%	54%	52%	56%
	75k-100k	47%	55%	53%	53%	57%
	100k-150k	42%	59%	55%	53%	50%
Education	>150k	40%	58%	52%	50%	49%
	< HS	49%	58%	60%	55%	52%
	High School	49%	55%	52%	52%	52%
	Associates	47%	55%	53%	55%	54%
	Some College	50%	57%	54%	52%	56%
	Bachelors	42%	59%	55%	52%	52%
Advanced	44%	60%	57%	55%	52%	



Appendix

		Would you support a worker-led strike at your job?						
Demographic	Value	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Don't Know	Two-Way support	
Total	All	19%	18%	16%	27%	20%	46%	
Gender	Men	20%	17%	16%	32%	15%	44%	
	Women	18%	19%	15%	24%	24%	49%	
Race	Asian	18%	18%	18%	25%	22%	45%	
	Black	27%	21%	11%	15%	26%	64%	
	Latinx	25%	19%	15%	18%	23%	57%	
	Native	20%	17%	15%	23%	25%	50%	
	White	17%	17%	16%	31%	18%	42%	
Age	18-34	24%	21%	16%	19%	20%	56%	
	35-49	21%	20%	16%	25%	19%	50%	
	50-64	17%	17%	14%	31%	21%	42%	
	65+	16%	16%	17%	32%	20%	40%	
White Edu	College White	17%	17%	18%	33%	14%	40%	
	Non-college White	17%	17%	15%	29%	21%	44%	
2020 Vote	POC	24%	20%	14%	18%	24%	58%	
	Biden	27%	21%	15%	17%	19%	61%	
	No Vote	17%	18%	15%	25%	25%	47%	
	Other	13%	25%	17%	28%	16%	46%	
Income	Trump	12%	14%	17%	40%	18%	31%	
	< 25k	19%	17%	14%	20%	30%	52%	
	25k-50k	20%	22%	16%	21%	21%	54%	
	50k-75k	20%	20%	13%	27%	20%	49%	
	75k-100k	19%	18%	14%	28%	21%	47%	
	100k-150k	18%	18%	17%	32%	15%	42%	
Education	>150k	19%	14%	17%	31%	18%	40%	
	< HS	18%	17%	15%	22%	28%	49%	
	High School	18%	19%	15%	24%	24%	49%	
	Associates	21%	17%	16%	27%	20%	47%	
	Some College	21%	19%	12%	27%	21%	50%	
	Bachelors	17%	18%	19%	31%	15%	42%	
	Advanced	19%	17%	16%	31%	17%	44%	



		Do you have a favorable or unfavorable opinion of labor unions?					
Demographic	Value	Very Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	Don't Know	Two-Way support
Total	All	18%	27%	19%	14%	23%	58%
Gender	Men	20%	26%	19%	17%	18%	56%
	Women	16%	27%	19%	11%	27%	59%
Race	Asian	22%	27%	19%	9%	24%	64%
	Black	26%	28%	13%	7%	27%	73%
	Latinx	24%	28%	15%	9%	25%	69%
	Native	18%	23%	18%	13%	29%	57%
	White	15%	27%	21%	16%	21%	53%
Age	18-34	20%	26%	15%	8%	31%	66%
	35-49	23%	25%	16%	12%	24%	63%
	50-64	15%	28%	20%	18%	19%	53%
	65+	15%	27%	24%	15%	18%	52%
White Edu	College White	18%	29%	21%	15%	16%	56%
	Non-college White	13%	25%	21%	16%	25%	50%
2020 Vote	POC	24%	28%	14%	8%	26%	69%
	Biden	27%	34%	15%	7%	18%	74%
	No Vote	14%	26%	17%	10%	33%	59%
	Other	16%	30%	21%	13%	20%	58%
Income	Trump	11%	20%	26%	24%	20%	38%
	< 25k	18%	22%	16%	11%	33%	59%
	25k-50k	15%	28%	19%	12%	26%	58%
	50k-75k	15%	28%	18%	15%	24%	56%
	75k-100k	16%	27%	19%	16%	22%	55%
	100k-150k	20%	29%	20%	13%	18%	59%
Education	>150k	22%	25%	20%	14%	18%	58%
	< HS	19%	21%	16%	13%	31%	58%
	High School	16%	25%	19%	14%	27%	55%
	Associates	14%	29%	21%	14%	21%	55%
	Some College	17%	25%	18%	14%	26%	57%
	Bachelors	19%	31%	20%	14%	16%	59%
	Advanced	21%	28%	20%	13%	17%	60%



If an election on whether or not to unionize were held today at your current or most recent workplace, would you support or oppose forming a union?

Demographic	Value	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Don't Know	Two-Way support
Total	All	19%	24%	16%	21%	20%	54%
Gender	Men	22%	23%	16%	24%	15%	53%
	Women	17%	25%	15%	18%	24%	56%
Race	Asian	19%	26%	15%	14%	26%	60%
	Black	27%	26%	13%	12%	23%	68%
	Latinx	22%	26%	14%	14%	24%	64%
	Native	17%	22%	13%	18%	29%	55%
	White	18%	23%	17%	24%	19%	50%
Age	18-34	21%	26%	15%	13%	25%	63%
	35-49	23%	23%	16%	17%	21%	58%
	50-64	18%	24%	16%	25%	18%	51%
	65+	16%	24%	17%	25%	18%	49%
White Edu	College White	20%	25%	16%	24%	15%	53%
	Non-college White	17%	22%	17%	24%	21%	49%
2020 Vote	POC	23%	26%	14%	13%	24%	65%
	Biden	29%	27%	14%	12%	18%	68%
	No Vote	15%	27%	13%	15%	30%	60%
	Other	17%	26%	20%	19%	18%	53%
Income	Trump	12%	18%	19%	34%	16%	36%
	< 25k	19%	22%	15%	15%	29%	58%
	25k-50k	18%	27%	17%	17%	22%	57%
	50k-75k	20%	23%	16%	20%	21%	54%
	75k-100k	17%	26%	15%	23%	19%	53%
	100k-150k	21%	25%	15%	23%	16%	55%
Education	>150k	21%	21%	16%	23%	19%	52%
	< HS	22%	20%	12%	16%	29%	60%
	High School	16%	23%	17%	20%	23%	52%
	Associates	19%	23%	16%	21%	21%	53%
	Some College	20%	24%	15%	21%	20%	54%
	Bachelors	20%	26%	17%	21%	16%	55%
	Advanced	23%	25%	14%	22%	17%	57%



		There should be more union employees in America		The strike wave is long overdue and benefits wages and working conditions	
Demographic	Value	Two-Way Support		Two-Way Support	
Total	All	53%		53%	
Gender	Men	51%		51%	
	Women	55%		55%	
Race	Asian	53%		57%	
	Black	64%		71%	
	Latinx	59%		60%	
	Native	52%		59%	
Age	White	50%		49%	
	18-34	58%		61%	
	35-49	55%		58%	
	50-64	49%		49%	
White Edu	65+	51%		46%	
	College White	51%		48%	
2020 Vote	Non-college White	49%		49%	
	POC	60%		64%	
Income	Biden	67%		66%	
	No Vote	55%		54%	
	Other	56%		55%	
Education	Trump	36%		39%	
	< 25k	55%		53%	
	25k-50k	56%		56%	
	50k-75k	52%		56%	
	75k-100k	53%		57%	
Education	100k-150k	53%		50%	
	>150k	50%		49%	
	< HS	55%		52%	
	High School	52%		52%	
	Associates	55%		54%	
	Some College	52%		56%	
Education	Bachelors	52%		52%	
	Advanced	55%		52%	



Script

Do you have a favorable or unfavorable opinion of labor unions?

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Strongly unfavorable
- Don't know

If an election on whether or not to unionize were held today at your current or most recent workplace, would you support or oppose forming a union? (new question)

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don't know

When it comes to labor unions in the U.S., which of the following statements do you agree with more, even if neither is exactly right? (new question)

- Union membership should increase
- Union membership should decrease

Which of the following is closer to your view when it comes to the increase in workplace strikes in the U.S.?

- The strike wave is long overdue and benefits wages and working conditions
- The strike wave is unnecessary and does more harm than good to the economy

How likely would you support a worker-led strike at your current or most recent workplace?

- Very likely to support a strike
- Somewhat likely to support a strike
- Somewhat unlikely to support a strike
- Very unlikely to support a strike
- Don't know

About Blue Rose

Blue Rose Research is a project of OpenLabs R&D to help campaigns in the United States and abroad make higher quality strategic decisions with accurate measurements. Our team of 20+ passionate and progressive software engineers, machine learning engineers, and social scientists specialize in

- **Polling:** Solving fundamental problems plaguing the polling industry today by applying state of the art tools from machine learning and Bayesian statistics.



- **Message and creative testing:** Providing rapid turnaround testing guidance for communications professionals on what messaging works and what doesn't on the key issues of the day.