

May 27th, 2020



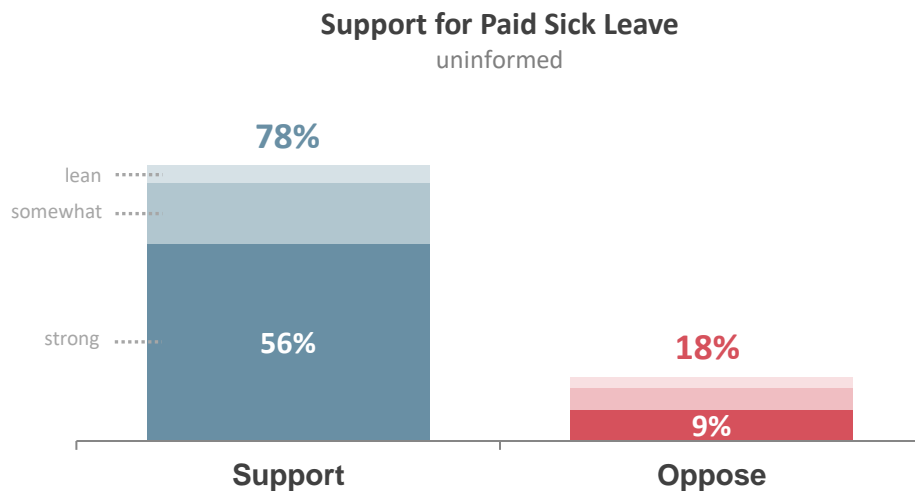
TO: Interested Parties

FR: Strategies 360 Research

RE: Support for Paid Sick Days Proposal among Coloradans

A new Strategies 360 survey reveals unprecedented support for providing paid sick days to every working Coloradan.¹ Key findings include:

From the outset, support for a paid sick days proposal that would cover every worker in Colorado is both strong and far-reaching. Nearly four in five Coloradans support requiring Colorado employers to provide paid sick days for all employees to care for their own health needs or those of a family member.



"Do you support or oppose requiring Colorado employers to provide paid sick days for all employees to care for their own health needs or those of a family member?"

Voters from every part of Colorado back this proposal, including those on the West Slope (74%), the southern Front Range and plains (75%), the northern Front Range (79%), and the Denver Metro area (81%).

Indeed, demographic fault lines that emerge on most issues largely fail to do so on the issue of paid sick days, which garners lopsided support from the following constituencies:

- ✓ Voters young and old (under 50: 83%; 50 and over: 72%)
- ✓ Those with and without a 4-year college degree (<BA: 80%; BA+: 76%)
- ✓ White voters and voters of color (white: 78%; VoC: 87%)
- ✓ Small business owners (70%)²

¹ Strategies 360 conducted a survey of 600 registered voters in Colorado from May 2-7, 2020 on behalf of Healthier Colorado. Interviews were conducted on landlines, cell phones, and online interviews via voter file-matched SMS invitations. The margin of error for a survey of 600 interviews is $\pm 4.0\%$ at the 95% confidence level; error is higher among subgroups.

² Small business owners based on self-identification ("Do you or does anyone in your household work as a small business owner?").

We did not mince words when vetting the full details of the paid sick days proposal. Respondents reacted to the following elements about the proposal, which they view as necessary for its efficacy:³

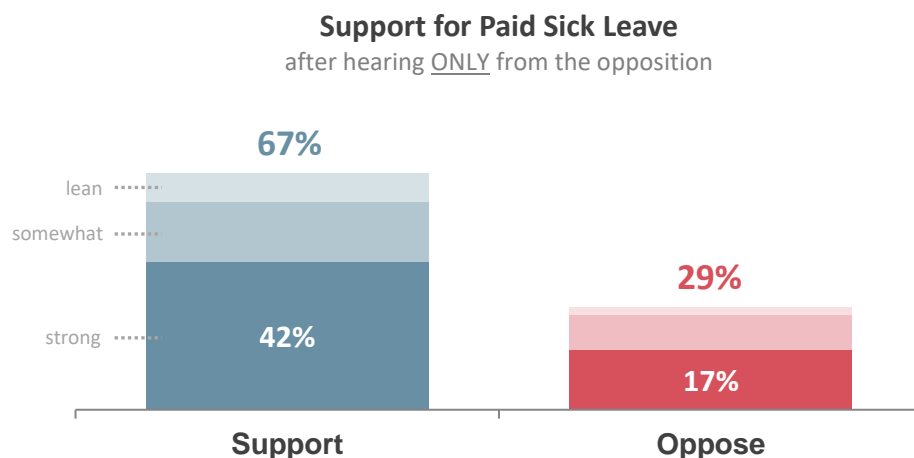
- “Under this proposal, employees would be eligible for one hour of paid sick time for every 26 hours worked, for a maximum of 10 days per year” (72% support)
- “This proposal would require businesses to provide paid sick days for all employees, including full-time, part-time, and seasonal employees” (62% support)

Coloradans remain steadfast in their support of the proposal after learning more about how it would work. When asked—after being exposed to the information above—whether they would support or oppose requiring Colorado employers to provide paid sick days for all employees, 77% support the proposal (59% strongly), indicating no change compared to initial support.

Finally, we tested an aggressive attack on the proposal to measure attrition. After a lengthy statement alleging job losses, small business closures, and scaled-back pay and benefits during a time of crisis, Coloradans remain overwhelmingly supportive of the paid sick leave proposal before them.

“Opponents say this proposal is an expensive mandate on businesses that will cost us jobs at a time when the coronavirus outbreak has already put thousands of Colorado businesses and people out of work. Businesses couldn’t afford it before, and they can’t afford it during this crisis. The proposal will play a role in whether some businesses can open back up. And for the businesses open today, too many will be forced to reduce benefits, including health care, and cut pay even more for the dwindling number of people who are still employed. This is not how we help Colorado’s economy—or working Coloradans—when it comes to recovering from this crisis.”

Indeed, after hearing this one-sided argument—and even in the absence of any response from supporters of the proposal—the vast majority of Coloradans remain undeterred.⁴



“After hearing more, do you support or oppose the state of Colorado requiring businesses to provide paid sick days for all employees to care for their own health needs or those of a family member?”

³ Actual question wording: “Here are some details about the paid sick days proposal. Please tell me whether you support or oppose each component. You can also say you have mixed feelings.”

⁴ This survey included messaging from both proponents and opponents, randomized to control for order effect. The data in the chart represents half the sample: those who were re-asked their stance on the proposal after hearing only the opponents’ message (they would later be exposed to proponent messaging before finishing the survey). MoE for half the sample: +/- 5.7%.