

July 11, 2019



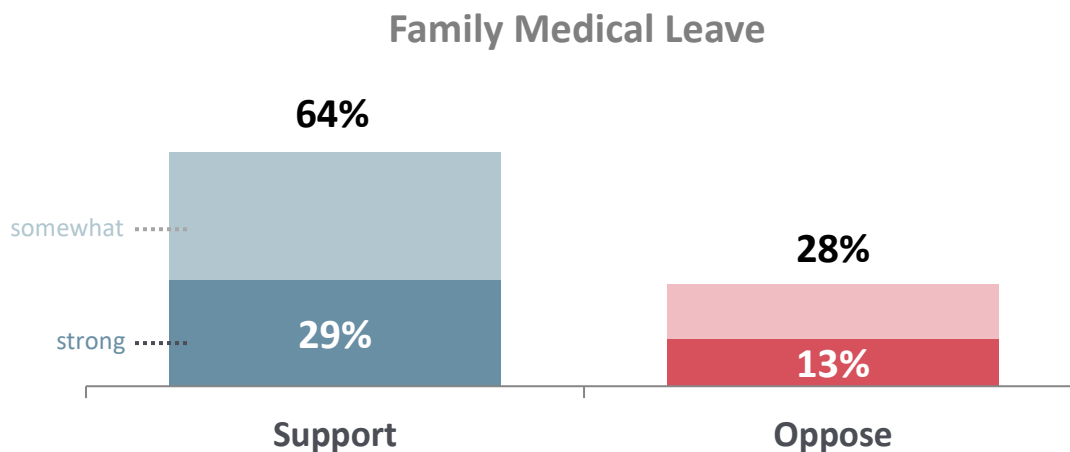
TO: Interested Parties

FR: Strategies 360 Research

RE: Paid Family Leave Legislation in Colorado

A new Strategies 360 survey conducted on behalf of the State Innovation Exchange (SiX) reveals robust voter appetite for a statewide paid family leave plan.<sup>1</sup> Key findings include:

**Creating a state-run family medical leave program—paid for jointly by employees and employers—earns widespread support from nearly two thirds of the electorate.** Majorities of nearly every demographic subgroup favor this proposal, including broad majorities of liberals (84% support) and moderates (65%), as well as a plurality of conservatives (47%). Voters young and old back the proposal (71% support among voters under 50; 56% among voters 50 and older), and support surpasses 60% in every region of the state, including Denver metro and the West Slope.



*“Do you support or oppose creating a family medical leave program run by the State of Colorado so workers can take paid leave from work when they or a family member have a serious medical condition or when they have a new child? To do this, each employee would pay a fee on their income and businesses would contribute as well.”*

**Voters are more likely to support the program when they hear that workers can take up to 12 weeks of paid leave** “for qualified medical issues, such as a serious illness or caring for a sick family member” (58% more likely to support the program, 12% less likely).

**Equally important, Coloradans are not deterred by the costs of the program.** When told that “the insurance premium to fund the program would average \$83 per year for a worker who makes minimum wage, and \$180 per year for a worker who makes \$50,000 per year,” voters are 21% more likely to favor the program than they are less likely after hearing the cost to employees.

**The specific provisions of the program further bolster support.** Coloradans believe maternity and paternity coverage are essential (64% more likely to support, 15% less likely), but they also want

<sup>1</sup> Strategies 360 conducted an online survey of 600 registered voters in Colorado. Respondents were randomly selected from a statewide panel of residents and screened on their voter registration status. Interviews were conducted June 21-25, 2019.

the program to cover caring “for yourself or a family member who is facing serious illness or sudden injury, including caring for parents and end-of-life care” (65% more, 15% less). Additionally, voters favor the program’s inclusion of “needs arising from military deployments such as taking leave to get help with post-traumatic stress disorder” (64% more, 13% less), as well as “taking leave to receive care for the physical and mental impacts arising from violence, stalking, or sexual assault” (57% more, 18% less).