

Memorandum

Date: February 25, 2019
 To: Interested Parties
 From: Andrew Myers

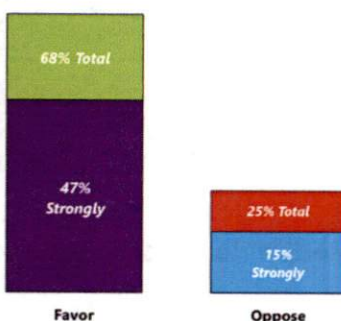
Strong Majority of Coloradans Support Paid Family and Medical Leave

Support for a paid family and medical leave insurance program specific to Colorado is broad and deep according to the results of our recent statewide survey of likely 2020 Colorado voters¹.

Near majority **strongly** favor creating family & medical leave insurance program

Q.10 I am going to give you some information about a proposal being considered by the Governor and Colorado state legislature that would affect employers and employees...Thinking about that, do you favor or oppose the proposal to create a family and medical leave insurance program for Colorado workers?

Specifically, this proposal would create a family and medical leave insurance program for Colorado workers that would provide them with a majority of their usual wages for a period up to twelve weeks a year when they need time away from work due to a serious illness of their own, the serious illness of a family member who requires care, or the birth of a child.



Indeed, from the outset of the survey, slightly more than two thirds of voters (68 percent) support paid family leave, while just one-in-four oppose it (25 percent). Speaking directly to the salience of this issue, from the outset a near majority – 47 percent – say they *strongly* favor this proposal.

Looking more deeply beneath the surface, key blocs of swing voters broadly support this proposal. As the table details,

6-in-10 self-identified independents and 7-in-10 voters who say they are undecided in a generic state legislative ballot express support for a paid family leave policy. And, while voters of color are more supportive of the proposal than white voters, nearly two thirds of white voters say they favor it too.

When those who initially favor the proposal are asked why they support it, a majority (50 percent) cite its being important for families

Support for family leave policy is broad across the board

Q.10 I am going to give you some information about a proposal being considered by the Governor and Colorado state legislature that would affect employers and employees...Thinking about that, do you favor or oppose the proposal to create a family and medical leave insurance program for Colorado workers?

	% Favor – % Oppose	Net Favor - Oppose
Total	68 – 25	+44
Self-ID Democrats	92 – 5	+87
Self-ID Independents	61 – 31	+30
Self-ID Republicans	47 – 44	+3
Undecided generic	71 – 16	+54
White	64 – 28	+37
Latinx	84 – 14	+70
Voters of color	86 – 12	+74
Moms	85 – 11	+74
Dads	57 – 39	+18
Married men	53 – 39	+14
Married women	75 – 18	+57
Unmarried men	69 – 23	+46
Unmarried women	79 – 15	+64

¹ These findings are based on a survey of 600 likely 2020 general election voters in Colorado. Calling took place from January 23-27, 2019, and interviews were conducted by professional interviewers supervised by Myers Research | Strategic Services staff. The data were stratified to reflect the projected geographical contribution to the total expected vote. The margin of error associated with these data at a 95 in 100 percent confidence level is +/- 4.0 percent. The margin of error for subgroups is greater and varies.

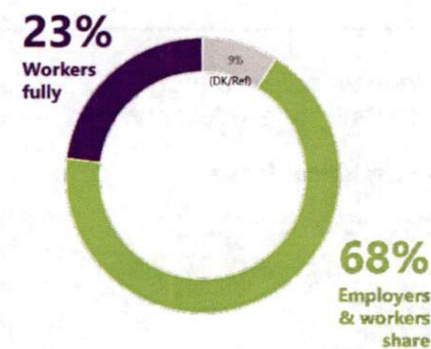
and for providing help for those who have children. An additional 2-in-10 (22 percent) say they are supportive of paid family and medical leave because they cannot afford special insurance to help cover medical situations that may arise, and unfortunately, 13 percent say they support it because they are currently facing a family and medical leave situation themselves.

When voters are given more information about the program, specifically outlining that the family and medical leave program would be funded through an insurance premium provided by employees and employers, with the cost to workers estimated between \$1 and \$4 per week, support grows to 71 percent favor while opposition remains unchanged at 25 percent.

Two thirds of Colorado voters say that employers and workers should equally share responsibility for paying for the program while only 23 percent believe it should be the sole responsibility of workers. As the graph outlines, support for an equal split between employers and workers cuts across racial, gender, age, education and partisan lines. Even Republicans favor an equal split compared to having workers share the full burden by an 11-point margin.

Nearly 7-in-10 support sharing program costs

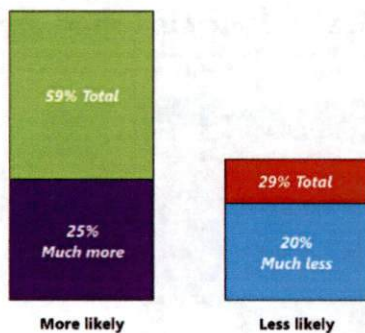
Q.23 Regardless of how you feel about the family and medical leave proposal, legislators are considering options for how to fund the program. Please tell me which you prefer: Have workers fully cover the cost of the program or have employers and workers equally share responsibility for paying for the program.



	% Workers fully – % Share
Self-ID Democrats	10 – 87
Self-ID Independents	23 – 63
Self-ID Republicans	38 – 49
White	26 – 66
Latinx	18 – 77
Voters of color	14 – 82
Men	28 – 58
Women	18 – 77
Younger	21 – 72
Older	24 – 65
Blue-collar	19 – 72
College educated	26 – 65
Have kids at home	27 – 67

Legislators who support family & medical leave proposal more attractive to voters

Q.31 And if your state legislator voted YES to pass the Colorado family and medical leave proposal into law, would that make you more or less likely to vote for that state legislator?



	% More – % Less	Net More – Less
Self-ID Democrats	88 – 5	+82
Self-ID Independents	48 – 34	+14
Self-ID Republicans	35 – 53	-19
White	56 – 32	+25
Latinx	74 – 17	+57
Voters of color	75 – 15	+60
Under 50	65 – 25	+40
50 and older	54 – 32	+22
Moms	78 – 14	+64
Dads	47 – 39	+8
Married men	46 – 41	+5
Married women	64 – 22	+42
Unmarried men	56 – 35	+21
Unmarried women	72 – 19	+54

Finally, there is a political benefit for a legislator supporting this proposal. Specifically, by a massive 30-point margin, voters say they are more likely to support a legislator who votes to create a family and medical leave law while just 29 percent say it makes them less likely to support that

legislator. Importantly, the key swing bloc of independent voters say they would be more likely to support a legislator who votes for this law by +14 points, and those who are undecided in a generic ballot today would be more likely to do so by a +34-point margin (50 percent more likely, 16 percent less likely).