

May 27, 2011

To: Interested Parties

Fr: Anzalone Liszt Research

Re: Key Findings from Connecticut Statewide Survey

The results of a recent statewide voter survey find that Connecticut voters are engaged in the debate surrounding paid sick day legislation, and strongly support the bill that would allow employees to earn paid sick days from their employers, even in the face of opponents' messages. By a better than 2:1 margin (64% - 29%), voters support the legislation, prior to introducing any information about it. Support does not ever fall below 64%, even after negative information is provided, and nearly half of voters "strongly" support the bill (45%), even after negative information is provided about it.

The following are key findings based on a survey conducted April 13-17, 2011 by Anzalone Liszt Research among 600 likely 2012 Connecticut voters.

Key Findings

1. Connecticut voters have a high awareness of the legislative proposal to allow employees to earn paid sick days. More than half of voters in the state have heard about the legislation, prior to any introduction (58%) – a high level of awareness for any issue. The highest awareness levels are in the New Haven media market (64%), but even in the tough-to-penetrate New York City media market, 40% of voters have heard about it. Dads and non-parents are also more likely to have heard of the legislation (57% and 60% respectively), with Moms slightly less aware (46%).
2. Support for the legislation begins high, and holds in the face of negative information. Prior to giving any information about the paid sick day legislation, support begins at 64% in favor – 29% oppose. After giving a short description of the details of the bill, support

jumps to 73% favor – 24% oppose, with 48% of voters “strongly” in favor. Even in the face of negative information about the bill (as well as positive) support only dips to 66% favor – 31% oppose, with “strong” support holding at 45%, while strong opposition is nearly half that (24%).

Support for the bill cross-cuts demographics, and while Moms, Democrats, Independent women, and voters who currently receive sick leave are among its strongest supporters, there is no demographic group measured in the poll who opposes the legislation.

3. In addition to strong support for the legislation, voters are also more supportive of public officials who support paid sick day legislation. Prior to messages, 58% of voters say that if their legislator came out in support of the proposal to require businesses to provide paid sick days, it would make them MORE likely to support them. Among supporters of the legislation, 75% are more likely to support their legislator, which does not diminish even after messages. Among these same supporters, if they found out their legislator opposed the bill, 79% would be less likely to support them.

Even among voters who say they disapprove of the job the Connecticut legislature is doing, prior to messages, a plurality (47%) say they would be more likely to support their legislator if they supported this legislation. This grows after messages for and against the legislation among voters who support the legislation but disapprove of the job the legislature is doing; 71% say they’d be more likely to support their legislator if they supported this bill.

4. The most compelling reason to support paid sick day legislation centers around the health of Connecticut’s communities and the families within them. While every message in favor of the legislation tested very well and voters are inclined to believe this proposal means good things for Connecticut, the strongest positives focused on the public health impact of the legislation (47% felt “much more” likely to support the legislation after hearing it), and was the best testing message among Moms, Independent voters, and older women. Following closely behind was the message about children having to go to school

sick when their parents cannot take time off to care for them (43% “much more” likely). This also tested well among high-turnout electoral audiences, including women, seniors, and Independents.

5. Our positive messages trumped the strongest negative arguments against the legislation. None of our opponents’ messages even test within 10 points of our weakest message, and our strongest positive is 24-points stronger in intensity than our opponents’ strongest message, a solid indication that our message is persuasive, and helps shore up support and prevents movement away from us.

Additionally, by a 16-point margin, voters believe that this proposal is good for businesses in Connecticut (55% - 39%), including 57% of Independents and Dads, and 50% of men.

1. Voters believe that this legislation is most important for people who work in food service, child care, or home healthcare. A substantial majority of voters believe that it is very important that day care providers (64%), restaurant workers (62%), and home healthcare workers (61%) receive paid sick days, all of whom come into close contact with the public, including our most vulnerable members. A majority also believe school bus drivers (51%) should earn paid sick days. Even among the bill’s opponents, 51% believe it is very or somewhat important for day care providers to receive paid sick days, and 46% believe it is very or somewhat important for home healthcare providers to receive paid sick days.