

May 24, 2011

To: Interested Parties
Fr: Anzalone Liszt Research
Re: Paid Sick Days in Philadelphia

Philadelphia voters strongly support a proposal to require businesses to provide paid sick days for their employees. From May 18 to May 22, 2011, Anzalone Liszt Research conducted a poll of 500 May 2011 primary voters¹. The poll found that voters believe this proposal will be good for Philadelphia businesses and will improve the public health of the city, and demonstrate extraordinarily high and unwavering levels of support for the legislation. “This level of support for the bill is very encouraging, and extraordinarily high for any type of legislation. Voters in Philadelphia are decisive and overwhelming in their support for this,” says Anzalone Liszt President John Anzalone. Voters are also more likely to back City Council members who support the proposal.

Key figures from the poll:

- Voters support the following proposal (71% support / 24% oppose) to require businesses to provide their employees paid sick days. These numbers reflect extraordinarily high support levels for any piece of legislation, especially one that has not received substantial levels of advertising by supporters:

A proposal that would require businesses in Philadelphia that have more than ten employees to provide paid sick days to their employees to care for themselves or immediate family members, up to nine days a year. Businesses that have ten or fewer employees would only be required to provide up to five paid sick days a year.²

- A majority thinks the proposal will be good for businesses: when given a choice between two statements, 64% of voters agreed more that “this proposal is good for Philadelphia businesses”, while only 26% agreed more that “this proposal is bad for Philadelphia businesses”. A plurality of voters from every demographic group agree that the proposal is good for Philadelphia businesses, with the exception of older white men, who are divided evenly.
 - Even a majority of registered Republican voters agree this will be good for Philadelphia businesses (45% agree). Their Democratic counterparts are especially convinced, with 66% agreeing with the statement.

¹Anzalone Liszt Research surveyed 500 voters who voted in the May 17, 2011 Republican and Democratic primaries. The samples were weighted proportionally by party registration, region, and other demographic characteristics to ensure the respondents matched the voting electorate. The margin of error for the survey is $\pm 4.4\%$.

² While the poll asks respondents how they feel about Philadelphia earned sick days legislation that proposes 9 days for businesses of 10 or more employees and 5 for businesses that have fewer than 10 employees, amendments have been proposed to provide 7 days for big-business employees and 4 days for small-business employees.

- Most voters think this proposal would benefit Philadelphians' health: 59% agreed more with that "this proposal is good for public health in Philadelphia", while 31% agreed more that "this proposal will have no impact on public health in Philadelphia". This statement also receives a plurality support from every demographic group tested, again with the exception of older white men.
- Support levels for this legislation cross-cut every demographic and regional audience tested, even before introducing any information about it. A few demographic notes to mention:
 - This proposal enjoys strong bipartisan support, with 72% of registered Democratic voters supporting the proposal, and 64% of registered Republicans. A majority of Republicans continue to support the bill, even in the face of negative information about it.
 - There is no distinction between parents and non-parents support for the bill, with 72% of parents in support and 70% non-parents. Moms in particular are supportive of the bill, with 85% supporting the bill. While Dads begin with more hesitation (57% supporting the bill, this grows to 68% after balanced information about the bill is provided).
 - African American voters are one of the most solid blocks of support with 74% supporting the bill to start, compared to 69% of white voters. African American women are especially supportive (79% support).
 - Younger white voters are more supportive of the bill than their over 50 counterparts (80% of whites under 50 support it, compared to 64% of whites over 50).
- The toughest support groups for the bill are older white men (53% support), seniors (63% support), and men (61% support). That said, the bill receives a majority support from each group, and in all cases support levels increase after additional information (including negative information) is provided.
- Last week's primary voters are ready to support elected officials that back this proposal, and they feel less favorably towards those who oppose it. In fact, this bill has the potential to change public attitudes towards their elected officials, depending on where they stand on the issue.
 - Voters say they are more likely to support a City Council member who backs this proposal (64% more likely / 23% less likely). A majority (57%) of voters who view their Councilmember *unfavorably* say they are *more* likely to support them if that person supports the bill, indicating that Councilmembers who support this are likely to receive broader support than they currently do.
 - Voters also say they are less likely to support Mayor Nutter when they learn that he opposes the proposal (30% more likely / 47% less likely). Among voters who view the Mayor favorably, a plurality (42%) say they would be less likely to support him if he opposed the bill, while only 33% would be more likely to support him, indicating that voters are willing to move away from figures that they like, if that figure opposes this bill.