

PFL Awareness Survey Project

Post-Marketing Survey

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Background and Purpose

- **Assess awareness of the PFL program before and after a marketing campaign**
- **Pre-Marketing Survey** (April-May 2016)
- **Post-Marketing Survey** (June-August 2018)

Objectives:

1. Determine awareness of PFL program in general & details
2. Determine awareness of how to access PFL program
3. How they found out about the PFL program
4. Where people usually look for info on gov. programs for workers
5. If they had a qualifying event in past 10 yrs.
6. Collect demographic info (age, gender, race, education, income, etc.)

Compare results to Pre-Marketing Survey

See report pp. 1-5

Methodology

Similar to Pre-Marketing Survey

- **Target Population**
 - California residents
- **Random Sample**
 - 15,000 mailing addresses
 - *New - 48% also had associated email address*
- **Questionnaire**
 - 22 questions – most identical to Pre-Marketing Survey
 - English and Spanish
 - *New - 2 questions related to social media usage*
- **Procedure**
 - 2 mailed letters to all
 - 2 additional reminders to non-responders
 - *New – mailings fully translated into Spanish*
 - *New - Up to 4 email contacts for those w/email*

See report pp. 6-7

Methodology Cont.

Response Rate = 16.2%

Sampling Error $\pm 2.0\%$

Non-response Analysis:

- Negligible or no differences between responders and non-responders
- No need to adjust data

	2016	2018
Completed	2,013	2,398
Partial	8	29
Break-offs	41	45
Refusal	9	54
Undeliverable	381	300
No response	12,548	12,174
Total sample size	15,000	15,000
Response Rate	13.5%	16.2%

See report pp. 8-10

Language Preference

In which language do you want to complete the survey?

Language	2016	2018
English	97.0%	95.4%
Spanish	03.0%	04.6%

- Completed over phone = 52 English, 12 Spanish

See report p. 11

Results by Objective

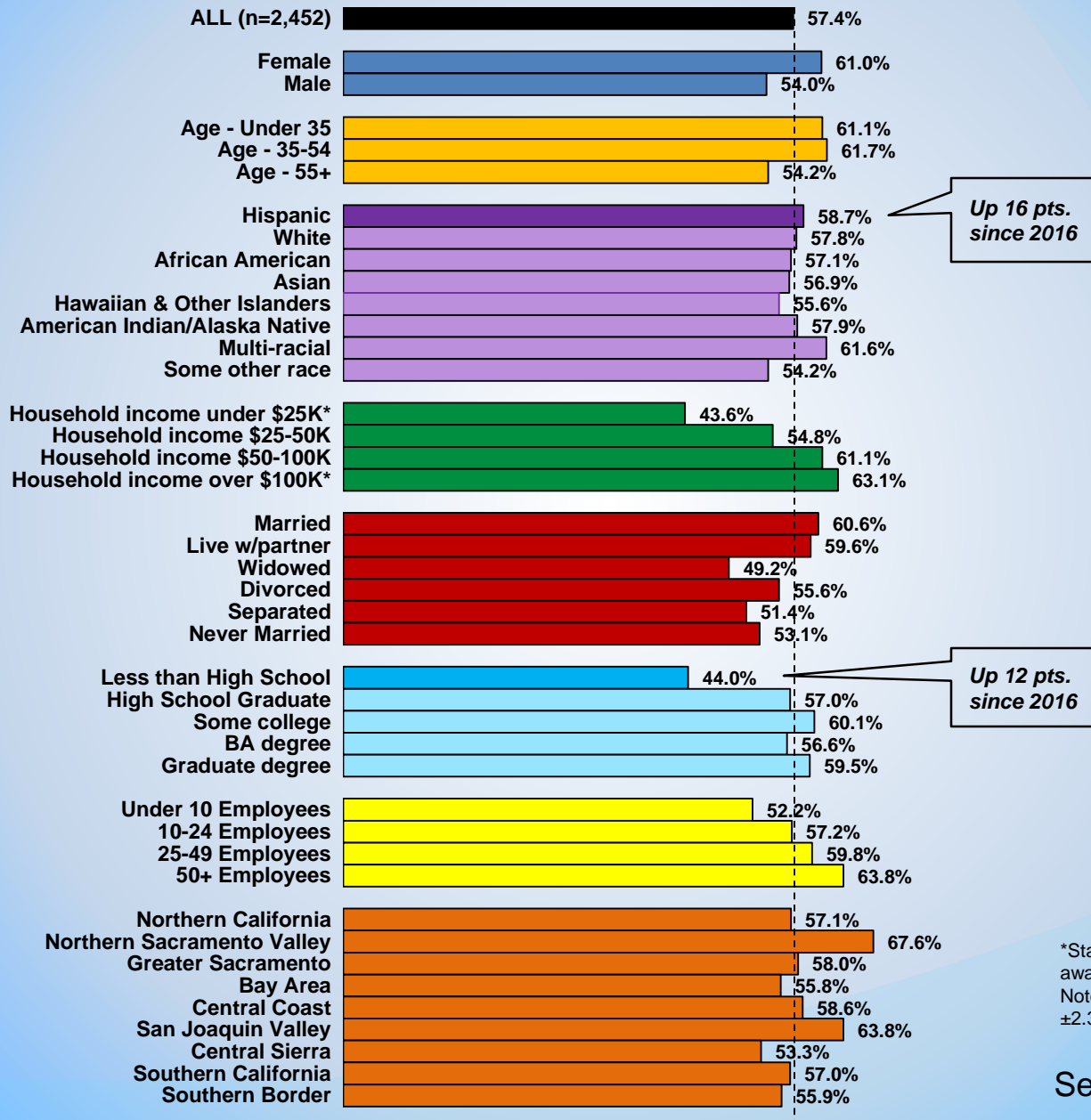
- **Objective 1:**

Determine respondents' awareness of PFL benefits for bonding with a child or caring for a family member.

Have you seen, read or heard anything about the Paid Family Leave Program?

- Yes
- No

Awareness of PFL Program Overall and by Demographic Groups

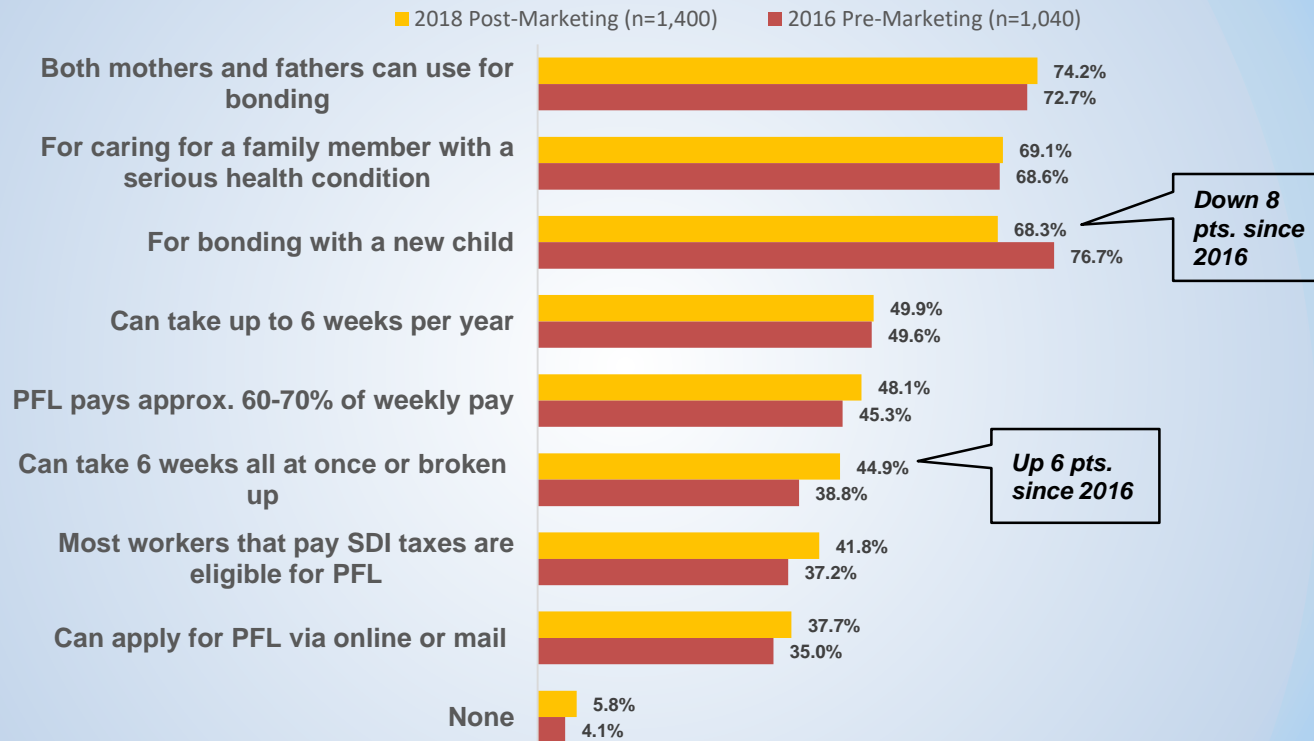


*Statistically significant differences on awareness among these groups.
Note: Sampling error ranged from ± 2.0 - ± 2.3 percent.

See report pp. 12-13

Results - Objective 1 cont.

Awareness of Specific PFL Program Details (Pre- and Post-Marketing)



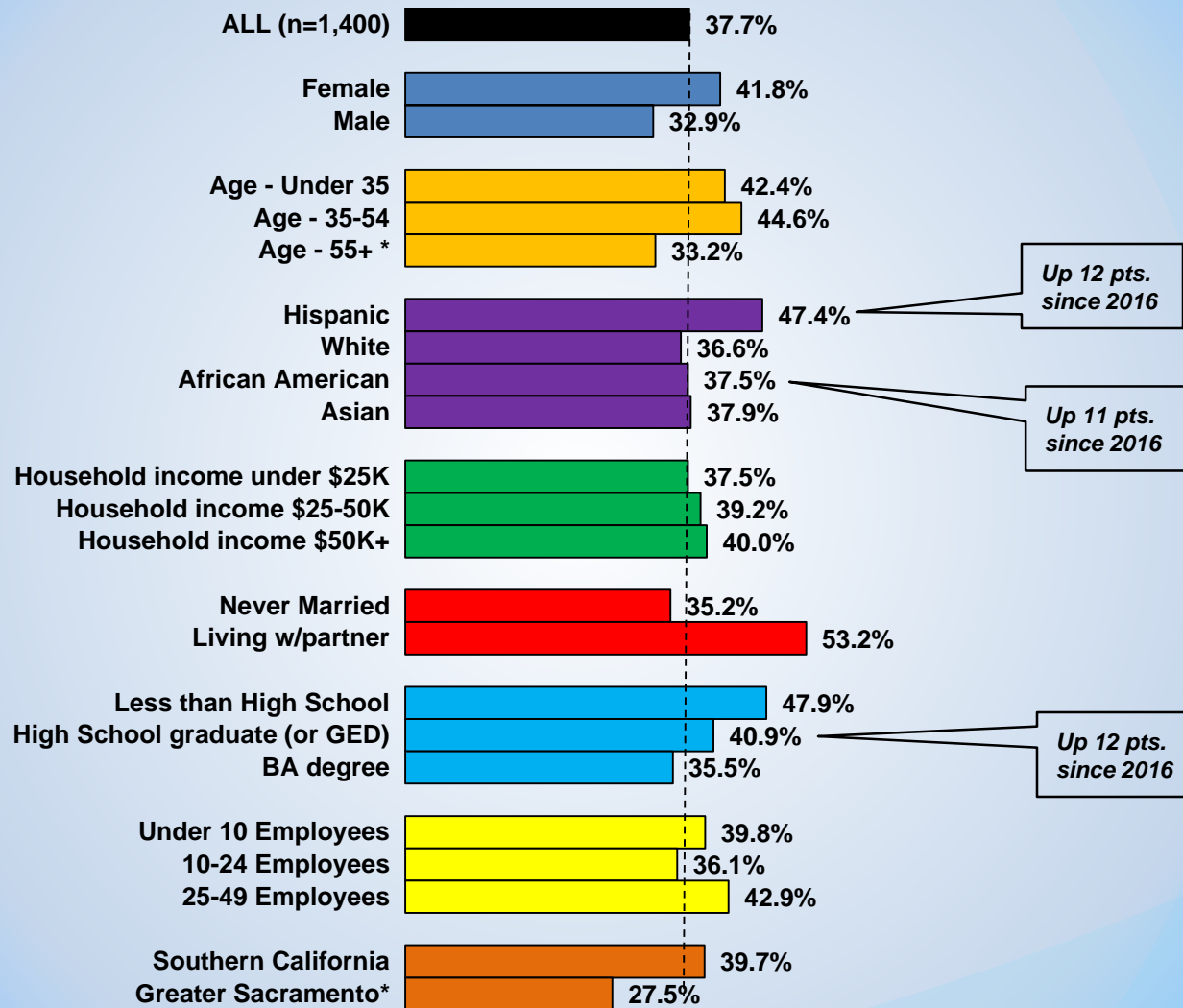
Note: Sampling error 2018 = ± 2.6 percent, 2016 = ± 3.0 percent. Respondents could choose more than one response; therefore, percentages do not equal 100 percent.

See report pp. 14-15

Results by Objective

- **Objective 2:**
Determine respondents' awareness of how to access PFL benefits for bonding with a child or caring for a family member.

Awareness of How to Apply for PFL



*Small statistically significant difference on awareness for these categories. Categories within groups not displayed were close to the overall awareness percentage.

Note: Sampling error ranged from ± 2.6 - ± 3.0 percent.

See report pp. 17-18

Results - Objective 2 cont.

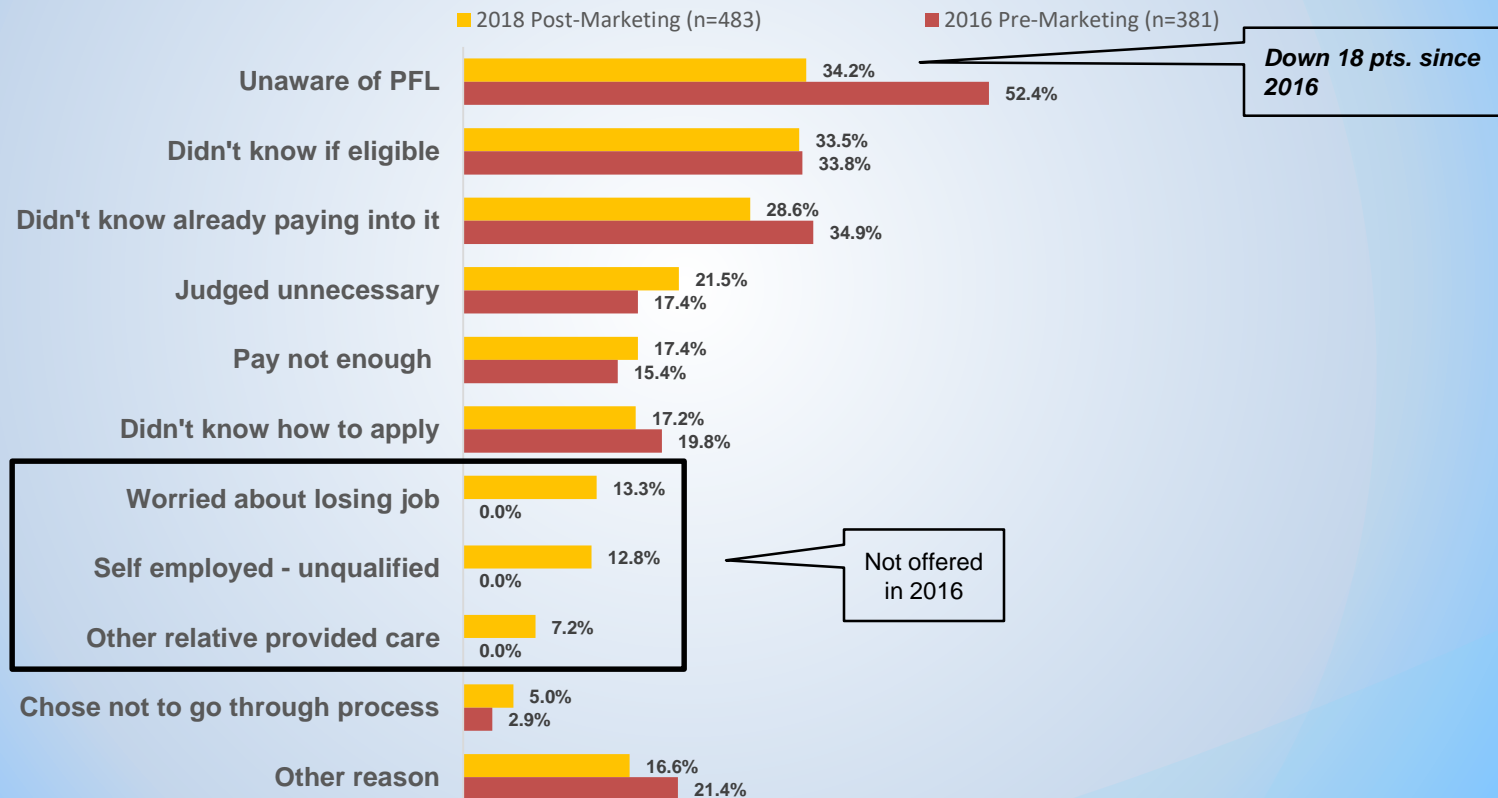
For those with a qualifying event in the past 10 years and did NOT apply for PFL we asked:

There are many reasons people don't apply for Paid Family Leave (PFL) when they add a new child to their family or need to care for a family member with a serious health condition. Which, if any, are reasons you didn't apply for PFL? (*Choose all that apply.*)

- ☐ I didn't know about the PFL program
- ☐ I didn't realize that PFL was insurance that I had already paid for
- ☐ I didn't know if I was eligible for PFL
- ☐ I didn't know how to apply
- ☐ I looked into it, but didn't want to go through the application process
- ☐ I couldn't afford to because the pay wouldn't have been enough
- ☐ I didn't feel it was necessary
- ☐ I was self-employed and didn't qualify
- ☐ I was worried about losing my job
- ☐ Another relative was providing care
- ☐ Other reason: _____

Results - Objective 2 cont.

Reasons for Not Applying for PFL After a Qualifying Event (Pre- and Post-Marketing)



Note: Sampling error = ± 4.4 percent (2018) ± 5.0 percent (2016) . Respondents could choose more than one response; therefore, percentages do not equal 100 percent.

See report pp. 18-20

Results by Objective

- **Objective 3:**
Determine how respondents who are aware of the PFL program found out about the program.

Results - Objective 3 cont.

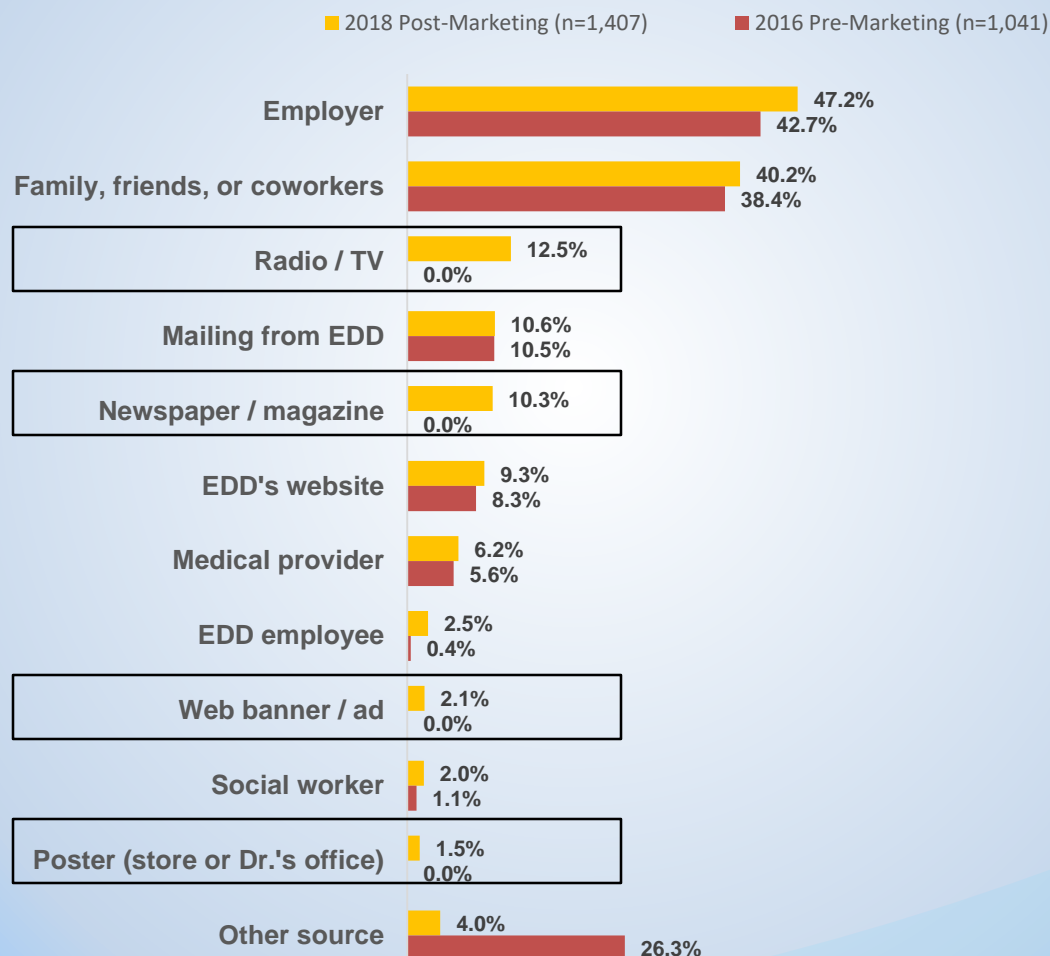
If aware of the PFL program we asked:

How did you find out about the Paid Family Leave (PFL) program? (*Choose all that apply*)

- ☐ Employer
- ☐ Family, friends, or coworkers
- ☐ EDD's website
- ☐ Mailing from EDD
- ☐ Medical provider
- ☐ EDD employee
- ☐ Social worker
- ☐ Radio or television
- ☐ Newspaper or magazine
- ☐ Web banner or social media ad
- ☐ Poster at a convenience store or doctor's office
- ☐ Other source: _____

Results - Objective 3 cont.

How Respondents Learned About PFL (Pre- and Post-Marketing)



Note: Sampling error = ± 2.6 (post-marketing), ± 3.0 percent (pre-marketing). Respondents could choose more than one response; therefore, percentages do not equal 100 percent.

See report pp. 20-23

Results by Objective

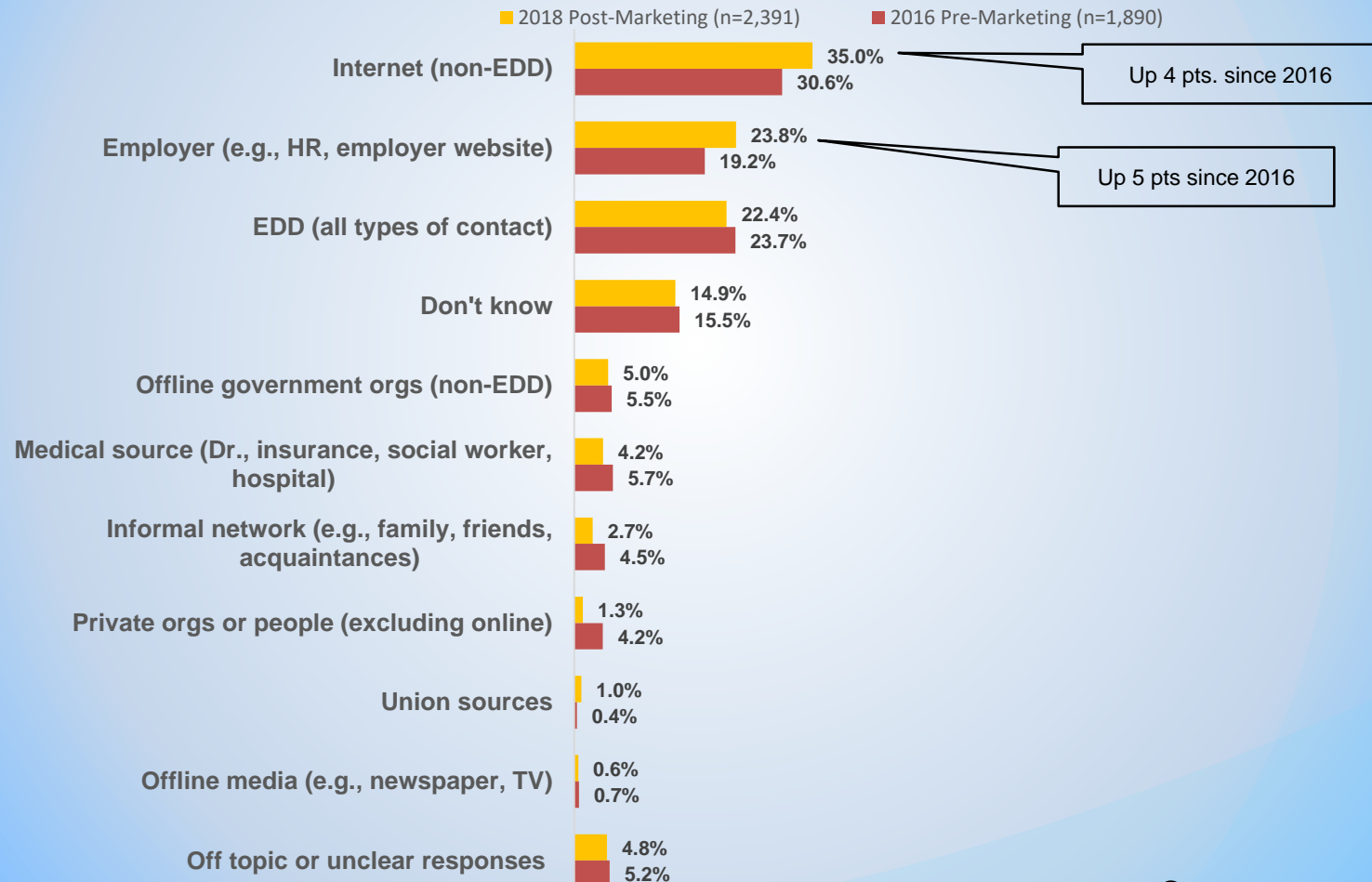
- **Objective 4:**

Determine where respondents usually look for/obtain information about: government programs available for workers; job benefits; worker rights.

Where would you go to find information about support for working caregivers or new parents?

Results - Objective 4 cont.

Where Respondents Would Look for Information on
Support for New Parents or Caregiving
(Pre- and Post-Marketing)



See report p. 24

Note: Sampling error 2018 = ± 2.0 percent, 2016 = ± 2.3 percent. Respondents could choose more than one response; therefore, percentages do not equal 100 percent.

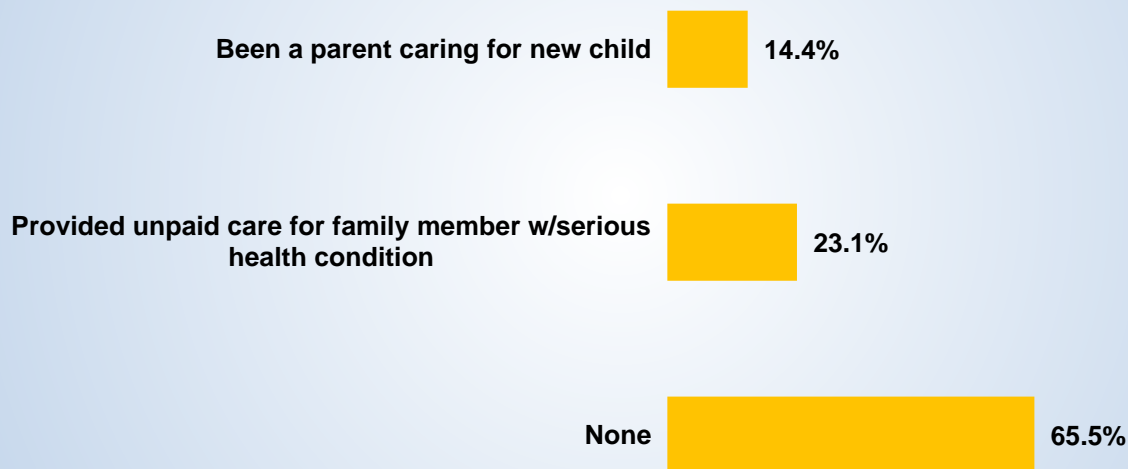
Results by Objective

- **Objective 5:**

Determine whether respondents have experienced an event within the last 10 years that would have qualified them for PFL benefits.

Results - Objective 5 cont.

Respondents With Potentially Qualifying PFL Events in Past 10 Years (n=2,408)

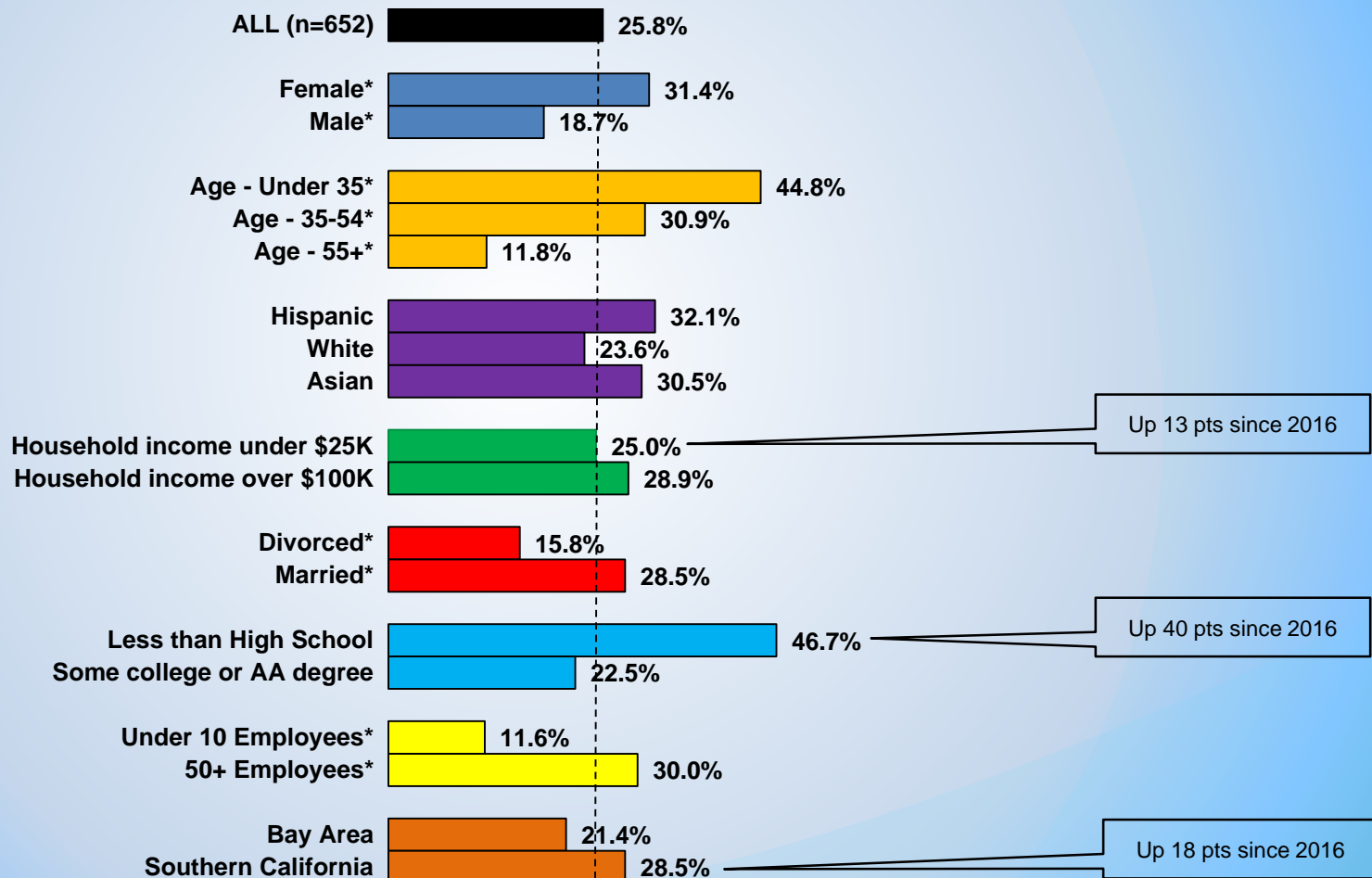


See report p. 25

Note: Sampling error = ± 2.0 percent. Respondents could choose more than one response; therefore, percentages do not equal 100 percent.

Results - Objective 5 cont.

Those That Applied for PFL Program Overall and by Select Demographic Groups



*Small statistically significant difference on PFL application for these groups.

Note: Sampling error ranged from ± 3.8 - ± 4.2 percent. Groups not displayed were close to the overall application percentage.

See report pp. 28-29

Positive Outcomes

Greater awareness:

- Overall – Hispanics, < HS ed
- Detail – Can take all 6 wks. at once or broken up
- How to apply for PFL – Hispanics, African Americans, HS grads

Questions and Contact Info

- Questions?
- Contact:

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