

For Immediate Release

Contact: Michael Galfetti
Michael@rokksolutions.com

NEW POLL FINDS MAJORITY OF AMERICANS MORE LIKELY TO GET TESTED FOR COVID-19 IF PROVIDED TWO WEEKS OF PAID LEAVE

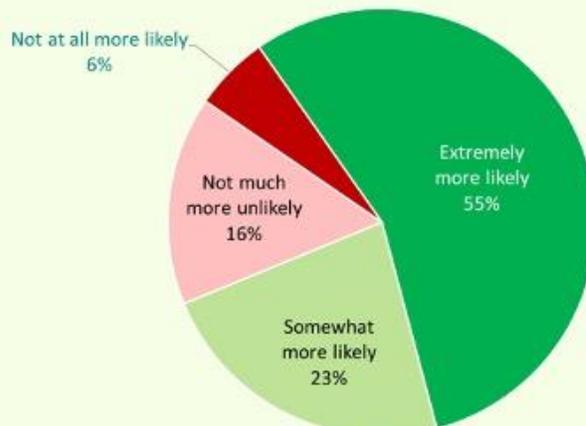
Conversely, 72 percent of Americans say losing wages is a deterrent to getting tested for COVID-19

NEW YORK—A groundbreaking “[Back-to-Normal Barometer](#)” survey for the first time quantifies the trade-off millions of workers are making between their health and their paycheck. 55% of Americans report they would be “extremely more likely” to get tested for COVID-19 after being exposed if they were guaranteed two weeks of paid leave to quarantine, another 23% reported being “somewhat more likely.” Conversely, 72% of Americans report losing two weeks of pay as a deterrent to getting tested for COVID-19, with 52% of the public calling it a “big deterrent.”

“We often think that a lack of testing capacity, or the slowness of getting test results, are the key problems with America’s testing process. These survey results show there are other massive impediments to testing, ones that most people in the political world have not even begun to consider—but must.” said Rich Thau, President of [Engagious](#), one of the three firms—along with the [Sports and Leisure Research Group](#) and [ROKK Solutions](#)—that conducted the survey.

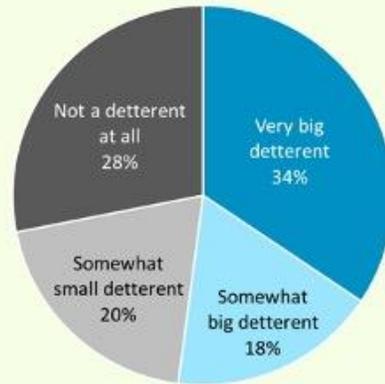
THEY WOULD GET TESTED IF THEY COULD RELY ON PAID LEAVE

Would you be more likely to get tested for COVID-19 after being exposed if you knew you would have two weeks of paid leave from work to quarantine or to care for your child if they need to quarantine?



MAJORITY SAY LOSING WAGES IS DETERRENT TO GETTING TESTED

Public health officials are starting to suggest that people take COVID-19 tests if they have been exposed to someone with the virus and then quarantine for two weeks if they test positive in order to stop community spread. Putting aside concerns about the cost and hassle of being tested, how much of a deterrent would each of the following be in following this advice? A positive result would mean losing 2 weeks of pay or risking job loss while quarantining.



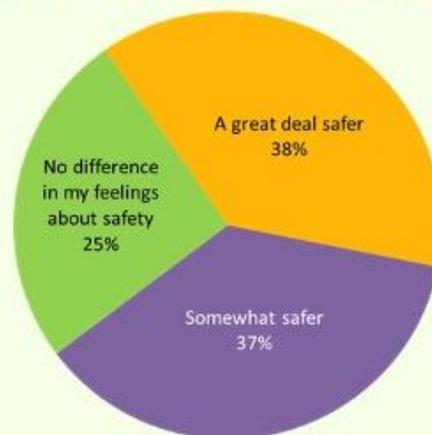
n=576, Back to Normal Barometer, July 22, 2020

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Consumer behavior may be impacted by paid family medical and sick leave policies as well. 75% of Americans reported they would feel safer shopping and eating out if people who tested positive were guaranteed two weeks of paid leave.

75% WOULD FEEL SAFER RE-ENGAGING IF OTHERS HAD PFML

If COVID 19 testing were widely available and people who tested positive were guaranteed two weeks of paid leave in order to quarantine so that they could easily do so without negative financial effects on themselves and their families, would you feel safer shopping and eating out in your community, or would it make no difference?



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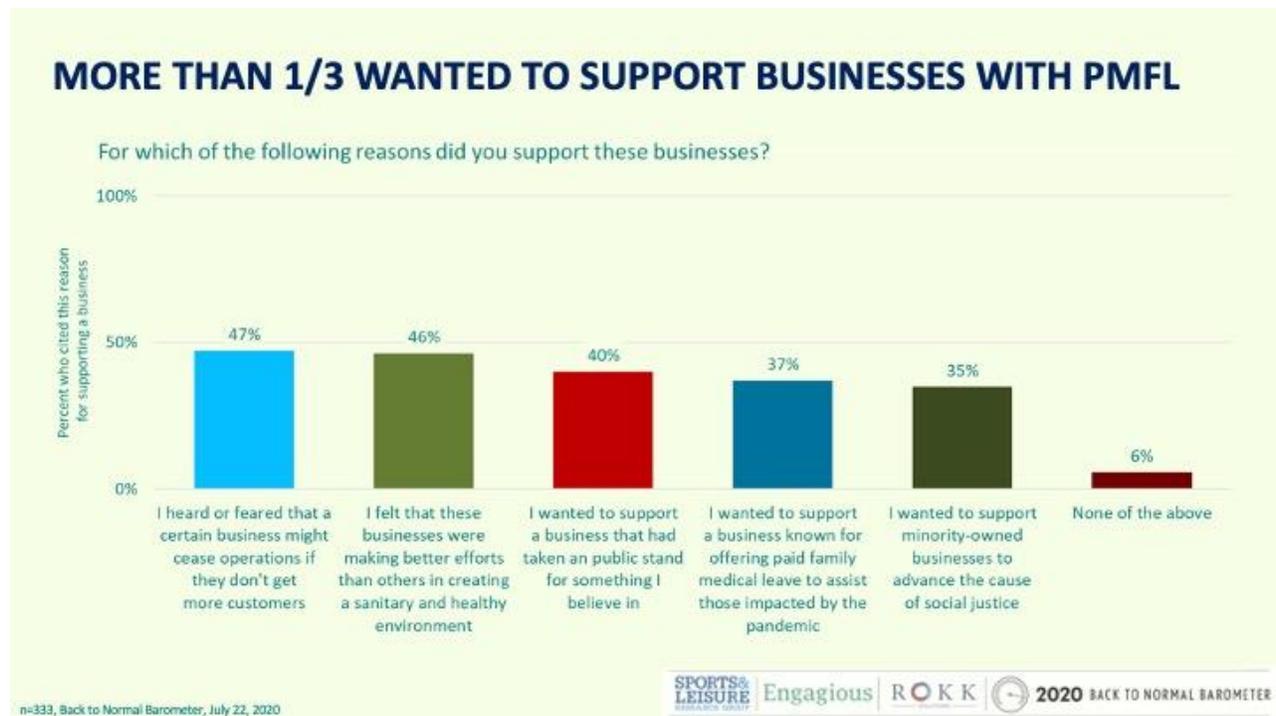
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“Americans are being put in an impossible position between putting food on the table and possibly infecting their community. Ensuring every worker can quarantine without fear of lost income is a win-win, it promotes testing and will support our economic recovery.” Ron Bonjean, Partner at ROKK Solutions.

Further, the survey asked if people went out of their way to support certain businesses over

others, and found 37% of Americans reported wanting to support a business known for offering paid family and medical leave to those affected by the pandemic. Other reasons to support a business during this time included,

- out of fear that a business may close if they don't get more customers (47%)
- for creating a more sanitary and healthier environment (46%)
- for taking a stand on an issue they believed in (40%)
- to support a minority owned business and to advance the cause of social justice (35%)



“Since the inception of the Barometer, we’ve seen strong consumer sentiment towards supporting those businesses that recognize and accommodate the needs of their employees.” said Jon Last, President of the Sports and Leisure Research Group, and a former national president of the Insights Association (MRA) and Marketing Research Institute International.

This research comes as congressional policymakers are discussing additional coronavirus response and recovery legislation, including possibly extending and expanding the guarantee of paid sick time and paid family leave among other provisions. The current law, passed in March in response to the COVID-19 emergency, requires most businesses with fewer than 500 employees to provide employees with paid sick time for COVID-19 related quarantine, self-isolation or diagnosis and also paid time off to care for another individual or for a child whose school or child care provider is closed; up to 10 paid sick days and 10 weeks of paid family leave for parents caring for children is available through the end of 2020. Businesses are reimbursed by the federal government for the costs of these paid leave provisions to help ensure that both businesses and workers get the help they need.

The margin of error on the July 17, 2020 online survey of 576 Americans is +/-4.08% at the 95% confidence interval.

Research from earlier waves of the Barometer show results consistent with this survey. First, [consumers see paid sick leave as a key health and safety measure](#) businesses should provide, along with PPE, plexiglass and maintaining social distancing. And, second, that [eight in 10](#)

[consumers support congressional legislation to expand the March emergency legislation](#) to ensure all people have access to paid sick and family leave and that all businesses can receive reimbursement for providing it.

Sports and Leisure Research Group is a market research firm specializing in the sports, travel, and leisure sectors, based in White Plains, NY. Engagious is a bicoastal research firm specializing in corporate and public policy message testing and message refinement. ROKK Solutions is a Washington, DC-based bipartisan public affairs firm specializing in strategic communications, media engagement, digital and social strategy, message amplification and crisis management.