



# Connecticut Paid Leave



---

**OUTREACH & ENGAGEMENT COMMITTEE**  
**DECEMBER 16, 2021**

# Nov. Digital Ad Campaign Overview

- Impressions: Over 271k
- Targeted Geos: Bridgeport, Stamford, Waterbury, Hartford, New Haven
- Demographics: Employed individuals who are interested in paid leave
- Greatest number of impressions delivered in New Haven
- Greatest click through rates in Stamford, Bridgeport (tied) and New Haven (third)
- Greatest click thru rate by device – mobile
- Video pre-roll ads had a 56% completion rate (watched 100% of the video)
- CTV ads had completion rates ranging from 93-96%
- Streaming audio: Spotify, Bloomberg, Spreaker (podcast platform), Hot 93.7



# Small Business Support - Survey

- Developed in coordination with benefits team
- Goal is to gain insights into what small businesses would like to know and the manner(s) in which they'd prefer to receive their information
- Sent out on Friday 12/10 – have received 95 responses as of 12/15
  - Sent to businesses that have attended one of our webinars, businesses with less than 75 registered with CTPL
  - CBIA is sending link out to their members through two newsletters
  - Survey link has been shared on social media and with Chambers of Commerce throughout the state
  - <https://bit.ly/3IDjHbw>



# Survey - Early Insights

- **76%** have someone at their businesses designated to handle CTPL
- **67%** would welcome a small business newsletter – 37% would like the cadence to be monthly
- **82%** feel the CTPL website has useful info for their small business
- **80%** are somewhat likely or very likely to attend a webinar – time preference is 9am-12noon
- Top 3 ways people prefer to receive info, ranked by most to least preferable:
  1. website
  2. pre-recorded materials (YouTube videos/recorded webinars)
  3. live webinars
- Top 3 Media used at least 3x per week:
  1. Facebook
  2. FM radio
  3. local TV news
- Top 3 topics small businesses would like more info about: Employer responsibilities, documents and info that they can provide directly to their employees, reasons that workers can apply for CTPL benefits

# Focus on Social Media

## I ❤️ Paid Leave Because...

- Create banners that we can bring to events and photograph workers, business owners, legislators, etc.
- Goal is to grow our followers and engagement with our social pages
- We have seen engagement steadily increasing and want to build on the momentum
- Will also begin a series of Facebook live events in January focusing on different topics/appealing to different groups

