

TO: Interested Parties
FROM: Guy Molyneux, Hart Research Associates
DATE: January 14, 2015
RE: Support for a Federal Minimum Wage of \$12.50 or above

From January 5 to 7, 2015, Hart Research Associates conducted a national survey on the issue of the federal minimum wage for NELP. Interviews were conducted online among a representative national sample of 1,002 adults (including 867 registered voters), with a margin of error of ±3.1 percentage points (and ±3.3 percentage points for registered voters).

Three in four Americans support raising the federal minimum wage to \$12.50 per hour by the year 2020.

Support for raising the federal minimum wage to \$12.50 is very strong. Fully 75% of Americans support a proposal to increase the minimum wage in stages to reach \$12.50 in the year 2020, including 44% who strongly favor this action. In fact, the 44% who strongly favor raising the minimum wage by themselves outnumber the 25% who oppose a \$12.50 minimum wage.

Proposal to Raise the Minimum Wage to \$12.50		
	Favor	Oppose
	%	%
All Adults	75	25
Registered Voters	73	27
Democrats	92	8
Independents	73	27
Republicans	53	47
Northeast	76	24
South	74	26
Midwest	76	24
West	72	28
2012 Obama States	77	23
2012 Romney States	70	30
White	70	30
African American	94	6
Hispanic	80	20
Men	69	31
Women	80	20
Less than \$40k	85	15
\$40k-\$75k	73	27
More than \$75k	66	34
Non-college whites	72	28
College-educated whites	68	32

Americans across socioeconomic and demographic groups favor raising the minimum wage. Not only do 75% of adults favor this, but so do 73% of registered voters. Democrats overwhelmingly favor raising the minimum wage (92%) and are

joined by more than seven in 10 (73%) independents. Even among Republicans, a majority (53%) favors taking this action. America is largely united in support of the proposal, with support over 70% in every region of the country and approval nearly as high in “red states” that voted in 2012 for Mitt Romney (70%) as in “blue states” that voted for Barack Obama (77%).

Moreover, support for raising the minimum wage is found across the economic spectrum. While 85% of those with incomes of less than \$40,000 favor raising the minimum wage to \$12.50, support is also very high among those with higher incomes—73% for those with an income between \$40,000 and \$75,000, and 66% for those with an income of \$75,000 or more.

Impressively, the survey reveals solid support for an even more ambitious increase: raising the minimum wage to \$15.00 per hour by 2020. A strong 63% majority favor this action, with 37% opposed. At least three in five Americans across each region favor raising the minimum wage to \$15.00 per hour, including the Northeast (73%), South (60%), Midwest (61%), and West (61%). And a majority of Americans living in Romney states also favor this action (56%).

It is important to note that raising the minimum wage to \$12.50 per hour receives **slightly more support** than raising the minimum wage to a lower amount of \$11.00 per hour by 2020 (75% for \$12.50, 71% for \$11.00). And with Democrats, support for raising the minimum wage to \$11.00 per hour receives **less** support than raising the minimum wage to \$12.50 per hour (82%, compared with 92%).

Voting for legislation that raises the minimum wage to \$12.50 would be a net positive for a member of Congress running for reelection in 2016.

By nearly two to one, registered voters say that they would be more likely rather than less likely to support a member of Congress who votes to raise the minimum wage to \$12.50 per hour (45% to 25%). This overall net advantage of +20 holds up with political independents (+18) and respondents living in states that voted for Mitt Romney in 2012 (+15).

Americans also strongly support automatically adjusting the minimum wage to the cost of living, and raising the minimum wage for tipped workers.

Americans overwhelmingly believe that the minimum wage should be adjusted each year to keep up with the cost of living. More than four in five (82%) Americans favor adjusting the minimum wage to the cost of living. And again, this transcends party lines, with Democrats (92%), independents (80%), and Republicans (69%) all favoring this action. Even among those who oppose raising the minimum wage to \$12.50, half (51%) favor adjusting the minimum wage to the cost of living.

Seven in 10 (71%) Americans also believe that tipped workers, who can be paid as little as \$2.13 per hour as long as their tips make up the difference, should be paid the same minimum wage as everyone else. Again, we find that there is widespread agreement, no matter whether one is a Democrat (78%), independent (71%), or Republican (62%).