

TO: Interested Parties
FROM: Guy Molyneux and Jeff Horwitt, Hart Research Associates
DATE: March 26, 2019
RE: Support for a Federal Minimum Wage of \$15

From March 14 to 17, 2019, Hart Research Associates conducted a survey in battleground congressional districts for NELP on the federal minimum wage. Interviews were conducted by landline and cell phone among a representative sample of 800 likely November 2020 general election voters in the 57 CDs won by Democrats in 2018 by a margin of 15 percentage points or less (see list of districts below). The survey’s margin of error is ±3.5%.

Fully 65% of battleground voters favor raising the federal minimum wage to \$15 by 2024. A strong majority of voters in these competitive congressional districts favor raising the federal minimum wage in stages to \$15¹. Overall, 65% of voters favor increasing the minimum wage to \$15 by 2024. Not only is support widespread, but the proportion strongly in favor (36%) is greater than the total opposition (32%).

Proposal to Raise the Minimum Wage to \$15.00		
	Favor	Oppose
	%	%
All Voters	65	32
Men	57	39
Women	72	25
Democrats	89	9
Independents	55	40
Republicans	46	51
Northeast	64	33
South	67	30
Midwest	63	33
West	65	32
White	63	33
Non-white	69	30
18-64 year-olds: Under \$50k	72	24
18-64 year-olds: \$50K-\$100K	66	31
18-64 year-olds: Over \$100K	56	43
2018 CD DEM Margin less than 7	63	33
2018 CD DEM Margin 7 or more	66	31
City	68	30
Suburb	63	33
Small town/rural	63	33
GOTV Democrats	80	17

¹ Full question wording: “There is now a proposal to raise the federal minimum wage from its current level of \$7.25 per hour and increase it gradually over the next five years so that it reaches \$15 in the year 2024.”

Majorities of Democrats (89%) and independents (55%) favor the proposal, while Republicans are more divided, with a bare majority (51%) opposing it. Across the socioeconomic, demographic, and geographic spectrums, solid majorities favor raising the minimum wage to \$15. Across these competitive CDs in every region of the country, support for increasing the minimum wage to \$15 reaches above 60%. And this 60% threshold is also met in looking at voters in cities, suburbs, or small town/rural areas. Electorally, there is little difference in support in looking at CDs that Democrats carried by less than seven points in 2018 (63%) or seven or more points (66%).

It also appears that the minimum wage issue could help Democrats turn out voters in the next election. Fully 80% of Democratic-leaning voters who do not vote in every election support raising the minimum wage to \$15 by 2024, including 49% strongly in favor.

Battleground voters say that a member of Congress voting to raise the federal minimum wage to \$15 by 2024 would make them more rather than less likely to support them in the next election. By a 16-point margin, voters say that they would be more likely (37%) rather than less likely (21%) to support their member of Congress in the next election if the member voted for the \$15 national minimum wage proposal (40% say this would not have an affect on their vote either way). The net advantage among liberals (+61) far outweighs the net negative view of conservatives (-18), and moderates are also drawn to this candidate by a solid +22 points. A vote to increase the minimum wage is a net positive regardless of type of community, in cities (+19), suburbs (+18), and small town/rural areas (+11). This is also true both in highly competitive CDs that Democrats carried by less than seven points in 2018 (+13) and those carried by seven or more points (+18%).

Voters in these competitive districts believe that gradually increasing the federal minimum wage to \$15 will have a positive impact rather than a negative one on their local community. Voters see increasing the federal minimum wage to \$15 by 2024 as benefiting their own communities. Fully 47% of voters say that increasing the federal minimum wage to \$15 will have a positive impact on their community, while just 25% expect a negative impact (22% say no impact either way). Again, the net advantage among liberals (+69) overwhelms the net negative view of conservatives (-18), while moderates expect a very positive impact on their community (+32). Significantly, voters expect a positive impact even in the types of communities where critics claim a \$15 minimum wage is out of step with the cost of living, including voters in small town/rural areas (+17) and in areas with lower-than-average prices (+19).

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CDs Polled	
Arizona 1	New Hampshire 1
Arizona 2	New Hampshire 2
California 7	New Jersey 2
California 9	New Jersey 3
California 10	New Jersey 5
California 16	New Jersey 7
California 21	New Jersey 11
California 25	New Mexico 2
California 39	Nevada 3
California 45	Nevada 4
California 48	New York 11
California 49	New York 18
Colorado 6	New York 19
Connecticut 5	New York 22
Florida 26	Oklahoma 5
Florida 27	Oregon 4
Georgia 6	Oregon 5
Iowa 1	Pennsylvania 7
Iowa 2	Pennsylvania 8
Iowa 3	Pennsylvania 17
Illinois 6	South Carolina 1
Illinois 14	Texas 7
Kansas 3	Texas 32
Maine 2	Utah 4
Michigan 8	Virginia 2
Michigan 11	Virginia 7
Minnesota 2	Virginia 10
Minnesota 3	Washington 8
Minnesota 7	