

To: John Murray, Senior Strategist – YG Network
From: John McLaughlin
Re: National Survey Results
Date: January 22, 2014

Survey Summary:

This survey is one of the first to explore the trade-offs inherent in the economic inequality debate pursued by liberals. A critical takeaway is that even though respondents *initially* see raising the minimum wage as a positive idea, the policy position has weak support when compared to concentrating on economic growth and job creation. Furthermore, the majority of respondents feel that the minimum wage should be decided by *the states, not the federal government*. Overall, respondents favor pro-growth economic policies on taxes and regulation in order to create jobs and pay raises that would benefit them and their families over federal proposals focusing on income inequality. As we know from YG Network's previous public opinion research, Americans across the board care about those who are trapped at the bottom of the economic ladder, and desire policy solutions that are grounded in fairness. As families struggle through a fifth year in the Obama economy, it's clear that respondents feel that the most fair way to get Americans back on their feet is through policies that grow our economy and create jobs.

- While 3 in 4 respondents, 74%, support raising the minimum wage to \$10 an hour, only one in three respondents, 36%, say that it would make their personal financial situation better.
- Nearly 6 in 10 respondents, 59%, believe that creating economic growth and new private sector jobs by holding the line on taxes and reducing regulations on businesses is the best way to create new jobs and pay raises for working middle class families. Only one in three respondents, 32%, say raising the minimum wage to \$10 an hour is better.
- If the minimum wage is raised to \$10 an hour, only 33% say that more jobs will be created. The plurality, 42%, says more low wage workers will lose their jobs.
- Six in ten, 60%, of all respondents say that they prefer allowing states to determine their own minimum wages, because wages and the cost of living are different in each state. Only one in three, 34%, prefer the federal government setting one national minimum wage.
- The majority of respondents, 55%, prefer the federal government focus on policies designed to grow the economy, like lowering energy costs, lowering taxes on small businesses, reducing regulations and cutting spending. Only 39% prefer the federal government focusing on policies that address income inequality, such as continuing to provide long-term unemployment benefits, increasing the minimum wage to \$10 an hour and increasing taxes on the wealthy.

- By a two to one majority, 64% to 33%, say that expanding economic growth for everyone is more important than narrowing the gap between rich and poor.
- Seven in ten respondents, 71%, say that creating jobs is more important to them personally than narrowing the gap between rich and poor, 25%.
- The plurality of respondents, 48%, says that seeking higher wages for middle class Americans is more important to them personally than raising the minimum wage, 39%.
- Almost half the respondents, 48%, say that approving the Keystone Pipeline to lower energy costs would have a more positive effect on them and their family than raising the minimum wage, 37%.
- When given a choice between two contrasted positions, the majority of respondents, 53%, supported Congressman B who says what's holding back American workers is the high cost of health care, failing schools and outdated government policies. Only one in three respondents, 35%, chose Congressman A who says what's holding back American workers is weak labor unions, a low minimum wage and political power of wealthy business owners.

Demographic Summary

<u>Party</u>	<u>%</u>	<u>Age</u>	<u>Total</u>
Republican	32%	Under 40	37%
Democrat	38%	41 – 55	26%
Independent	31%	56 – 65	20%
<u>Ideology</u>	<u>%</u>	Over 65	17%
Liberal	30%	<u>Gender</u>	<u>%</u>
Moderate	40%	Male	47%
Conservative	30%	Female	53%
<u>Race</u>	<u>%</u>	<u>Area</u>	<u>%</u>
White	70%	New England	5%
African American	13%	Mid-Atlantic	12%
Hispanic	12%	East North Central	17%
<u>Income</u>	<u>%</u>	West North Central	8%
Under \$40K	41%	South Atlantic	21%
\$40K - \$60K	22%	East South Central	6%
\$60K - \$100K	24%	West South Central	10%
Over \$100K	14%	Mountain	7%
		Pacific	14%

Methodology: This national survey of 1,000 likely 2014 general election voters was conducted from January 14th to 17th, 2014. All interviews were conducted online; survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual voter turnout in a nationwide general election. This poll of 1,000 likely general election voters has an accuracy of +/- 3.1% at a 95% confidence interval.