

TO: INTERESTED PARTIES

FROM: DONNA VICTORIA, VICTORIA RESEARCH & CONSULTING

RE: RESULTS OF NATIONAL POLL OF WORKERS PAID LESS THAN \$15 PER HOUR

DATE: OCTOBER 5, 2015

This memo contains our analysis of the key findings from the national online opinion research we recently conducted on behalf of the National Employment Law Project among low-wage Americans who are eligible to vote.

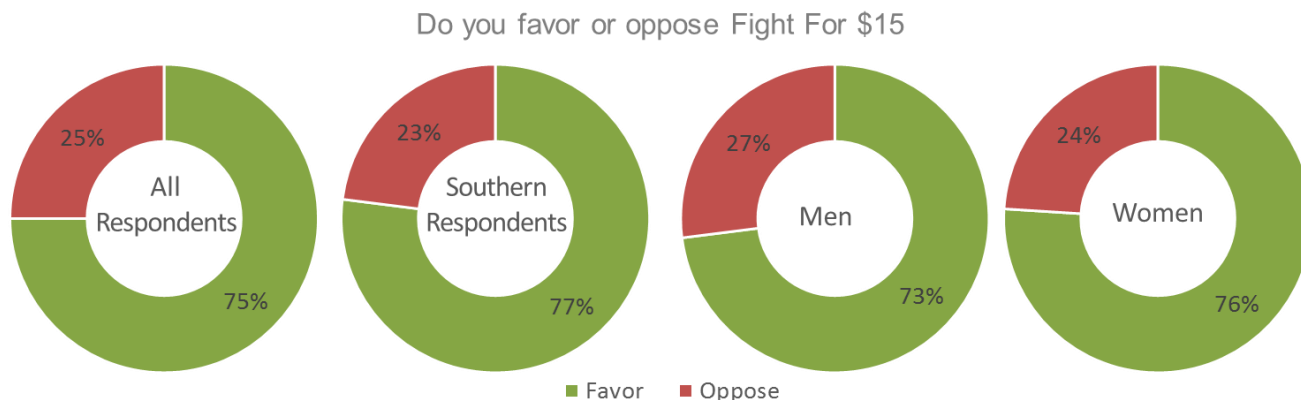
Since the target population is highly mobile and increasingly reliant on mobile phones as their primary or sole access to the Internet, this groundbreaking national opinion study was conducted entirely online. Responses were collected via mobile phone, tablet, or computer. Respondents to the survey had to verify the following in order to be eligible: that they were a U.S. citizen, that they work at least 10 hours per week, and that they work at least one non-union job that pays less than \$15 an hour. If their job was salaried, they had to confirm a salary of less than \$31,000 per year. In all, 2,284 surveys were completed by low-wage workers online between August 21st and September 18th, 2015.

MAJOR FINDINGS

Large majorities of the low-wage U.S. workers we surveyed support the Fight for \$15, approve of labor unions and will vote for candidates who support a \$15 minimum wage.

Previous studies by NELP have shown that approximately 42% of the U.S. work force make less than \$15 per hour (<http://www.nelp.org/publication/growing-movement-15>). Our recently completed survey of low-wage workers proves that this group is highly supportive of labor unions and could form a large and influential voting bloc in 2016 and beyond for a presidential candidate who supports the issue of a \$15 minimum wage and making it easier for all low-wage workers to join a union. Our research shows that these issues could not only push millions of often disaffected, low turnout voters to show up on election day, but could also motivate millions of new low-wage voters to register to vote across the country. Our survey also shows that most low-wage workers are aware of the Fight for \$15 movement and strongly supportive of its goals.

- **The goals of the Fight for \$15-- \$15 an hour and a union -- are favored by 75% of low-wage respondents—** including 77% of Southern respondents, 73% of Men, and 76% of Women.



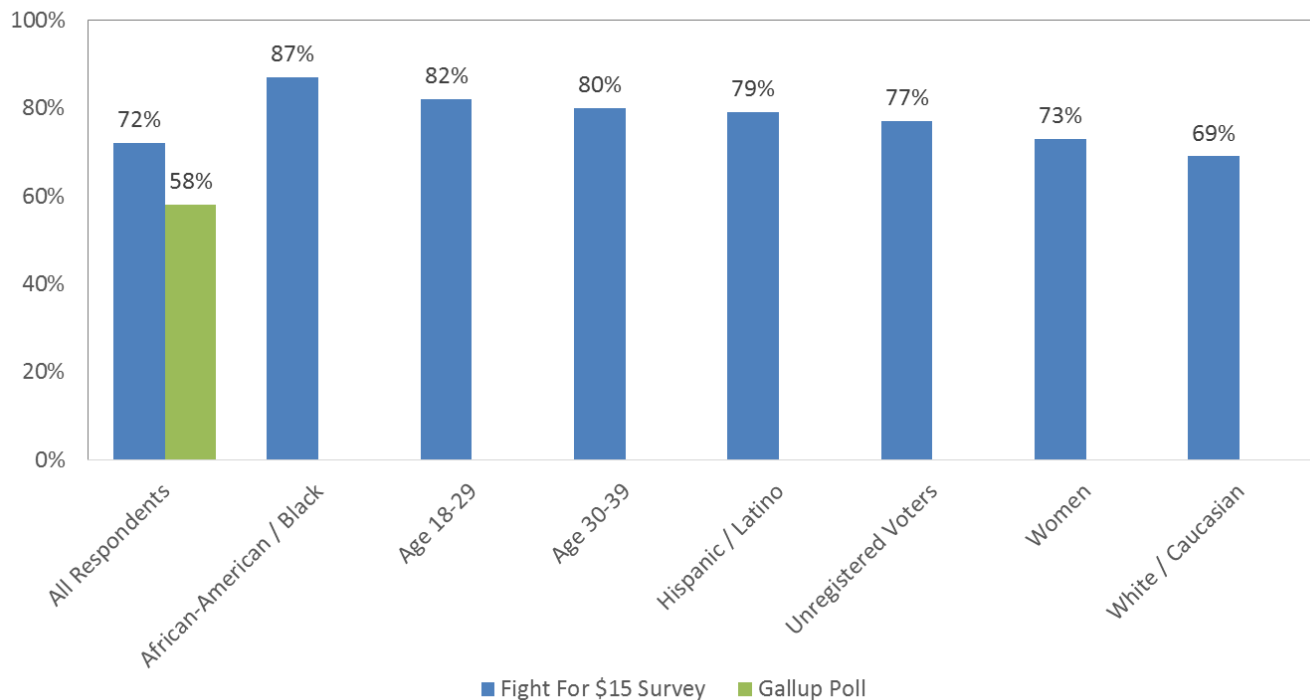
- **More than HALF** of all respondents (52%) say they have already heard of the Fight for \$15.

Views on Unions

Recent national surveys have shown support for labor unions rising among Americans overall. The Gallup Organization released a poll in August 2015 showing a sharp uptick in approval to 58% amongst the general population (<http://www.gallup.com/poll/184622/americans-support-labor-unions-continues-recover.aspx>)

Our new survey shows a much stronger intensity of approval for unions among low-wage workers that soars beyond Gallup's national numbers. While nearly three quarters of low-wage workers approve of unions overall, support is even stronger among African-Americans, Latinos and workers under age 40. In addition, large majorities of low-wage workers believe that a union could make a real difference in their lives and their ability to get a raise and better treatment at work. Two-thirds of these respondents can see the path to making \$15 per hour if they could join a union.

- **Nearly three-quarters (72%) of low-wage U.S. workers approve of labor unions, a level higher than any Gallup poll has recorded for the general population since 1959.**



- **72% Agree** "Unions can make a real difference in whether or not workers like me get raises."
- **69% Agree** "It should be easier for workers like me to join together and form a union."
- **67% Agree** "Having a union would give me more power to get higher pay and better treatment at my job."
- **66% Agree** "I'd have a better chance of making \$15 an hour and being able to support my family if I could join a union."

Views on Wages and Economic Inequality

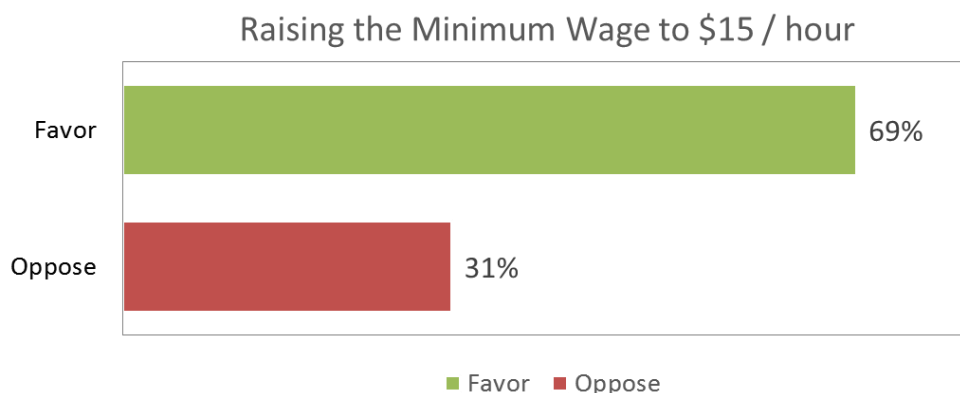
While a national narrative continues about an economic recovery, the workers we surveyed are still suffering. Issues of economic inequality are central to their lives. The reality of their economic situation means that a vast majority don't see hard work leading to success. Low pay is the biggest problem a majority of these workers report they face at their jobs.

- **93% of respondents agree that no American who works full-time should have to live in poverty.**
- **81%** agree that hard work and determination are no guarantee for success anymore.
- **Over half (51%) of respondents say that pay is the biggest problem they face at their job**, larger than any other workplace issue.

Views on \$15 Per Hour

Survey respondents see a clear solution to their families' economic problems: a large majority favor raising the minimum wage to \$15 per hour. These workers are not frightened off by conservative politicians' arguments that increasing the minimum wage will cause job cuts. In fact, large majorities of these respondents believe raising wages is critical to their families' and communities' economic future and the success of their neighborhoods.

- **Nearly 7 out of 10 workers (69%) favor raising the minimum wage to \$15 per hour.**

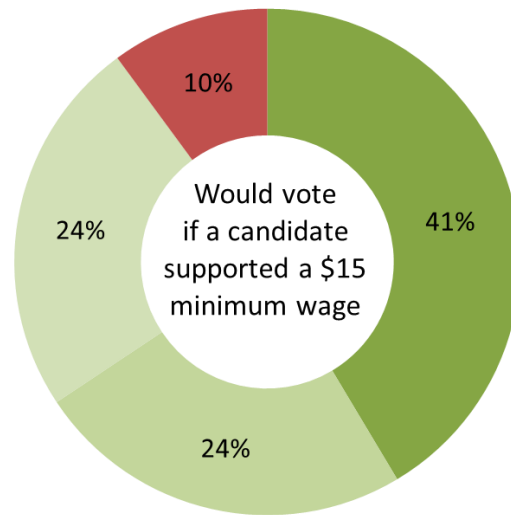


- **More than 8 in 10 (82%) of low-wage workers agree the minimum wage can be raised despite what employers say about a higher wage costing us jobs.**
- **82% also agree that raising pay will boost ordinary families' purchasing power** and give them more money to spend in their neighborhoods.

Views on 2016 Election

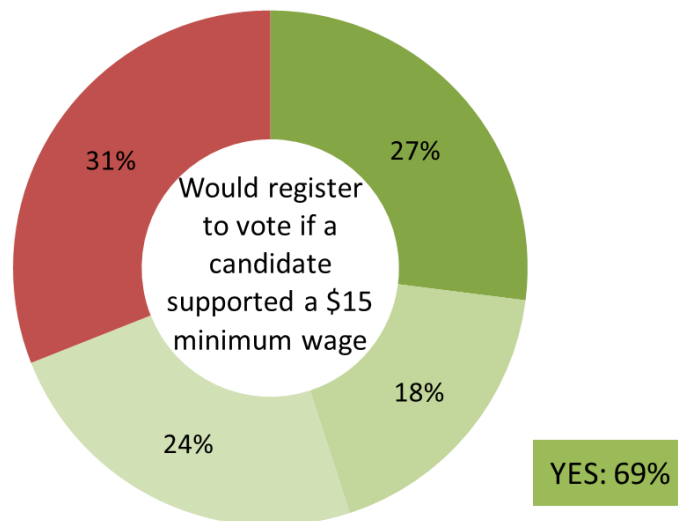
While low-wage workers tend to participate at a lower rate in elections than other Americans, our national survey shows significant evidence that the Fight for \$15 can motivate both existing “low turnout” voters and brand new voters to get to the polls next year for a candidate who supports a \$15 minimum wage and a union--for all low-wage workers. In fact, this issue is a major motivating factor for nearly two-thirds of these low-wage voters and could help create a new, powerful voting bloc in presidential politics in the future. This research indicates that presidential candidates who ignore this developing group of voters could be making a critical political miscalculation.

- **Low-wage workers will get out to vote for candidates who support \$15 and a union.** Among those who were registered voters, about two-in-three, (65%) said they would be MORE likely to vote in the 2016 presidential election next year if a candidate was supporting a \$15 minimum wage and a union for all workers.



■ Yes, definitely ■ Yes, probably ■ Yes, 50-50 ■ No, will not vote

- Among those who are NOT currently registered, 69% said they would register to vote if there was a presidential candidate who supports raising the minimum wage to \$15 per hour and making it easier for all low-wage workers to join a union.



■ Yes, definitely ■ Yes, probably ■ Yes, 50-50 ■ No, will not vote

Additional Information on Survey Methodology

The survey was designed by Victoria Research & Consulting, a Maryland based public opinion polling firm and conducted on behalf of the National Employment Law Project. We used two leading online panel providers for this research -- the Harris Panel and YouGov. The Harris Panel consists of individuals from throughout North America and Western Europe (for this study, only U. S. citizens were contacted) who have double opted-in and voluntarily agreed to participate in the firm's various online research studies (www.harrisinteractive.com). YouGov Omnibus is an international online panel that contains 1.8 million U.S. residents. 989 interviews were completed in English and Spanish with workers meeting these criteria from the Harris panel, and 1295 completed interviews were conducted with YouGov Omnibus. For the Harris Panel, there were quotas on race, interview language, and registered voters; for the YouGov Omnibus there were no quotas, as long as respondents were aged 18 or older and met the work and wage criteria. Not every question was presented to both panels, therefore the "all respondents" phrase may refer to all respondents from one panel. Margin of Error for the Harris Panel is plus or minus 3.1% with 95% confidence level; for YouGov Omnibus the Margin of Error is plus or minus 2.7% with 95% confidence level.