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From: EMC Research
Date: May 13, 2014
Subject: New Polling on \$15 Minimum Wage

ABOUT EMC RESEARCH

EMC Research is a leading public opinion research firm with offices in Seattle (WA), Oakland (CA), Portland (OR), and Columbus (OH). Founded in 1989, the company conducts opinion and market research for a variety of corporate, public agency, political, and not for profit clients throughout the country.

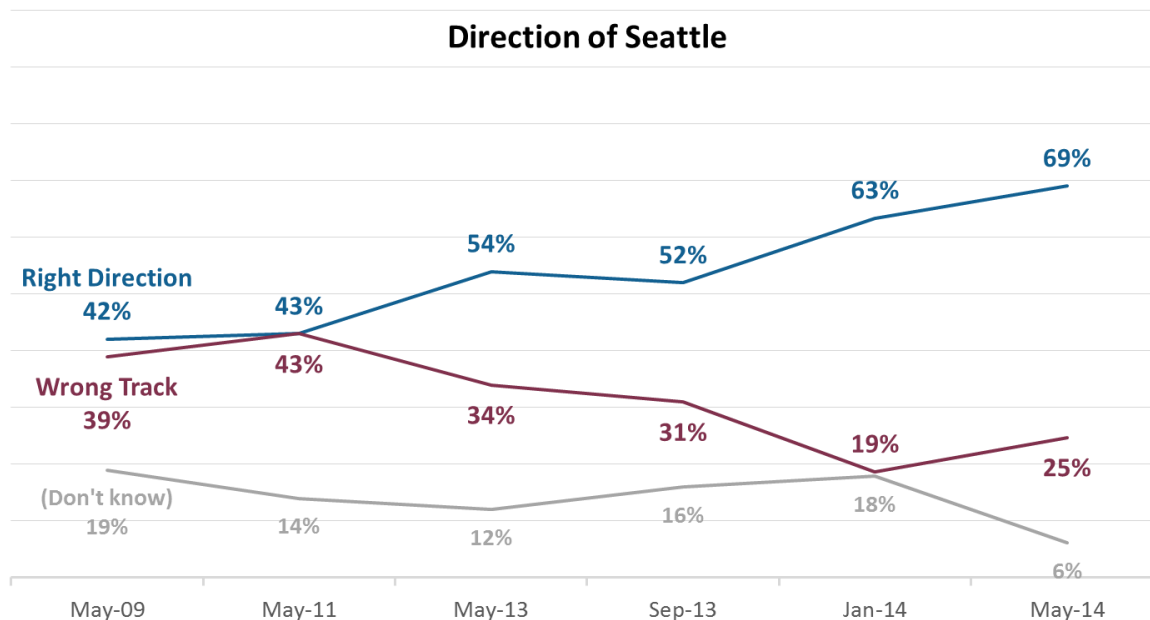
METHODOLOGY

This memo is based on a telephone survey of 550 likely November 2014 voters in Seattle conducted May 4th – 8th, 2014. The margin of error for the overall results is ±4.2 percentage points at a 95% confidence interval.

KEY FINDINGS

Optimism continues to rise and is at a new five year high, with two thirds (69%) of likely voters saying things in Seattle are going in the right direction.

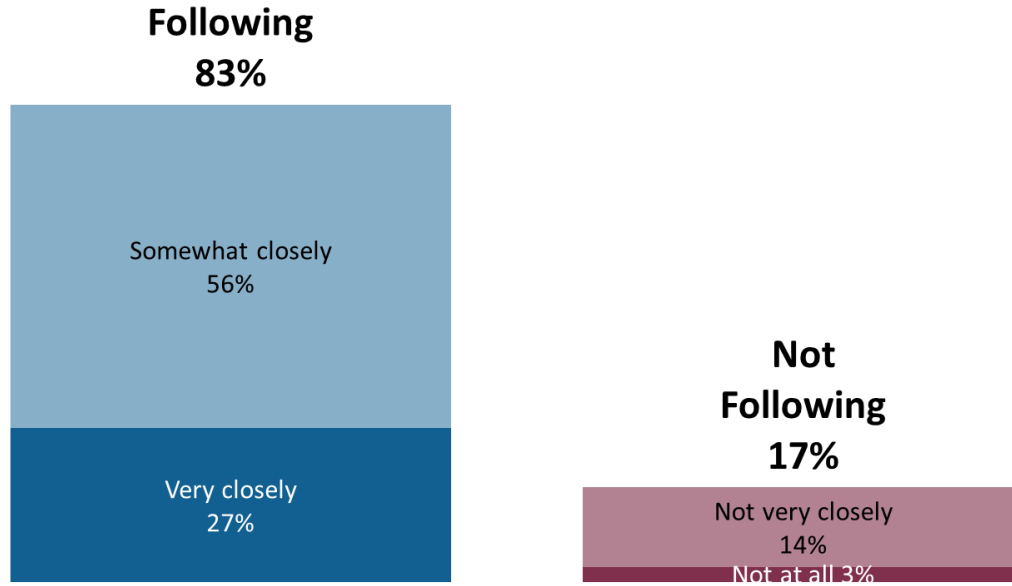
- The right direction number for the City is at its highest point since 2009 and has improved six points since January of 2014.



Q. Do you feel things in Seattle are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

Most (83%) likely voters say have been following the minimum wage debate at least somewhat closely – only 3% say they have not been following the debate at all.

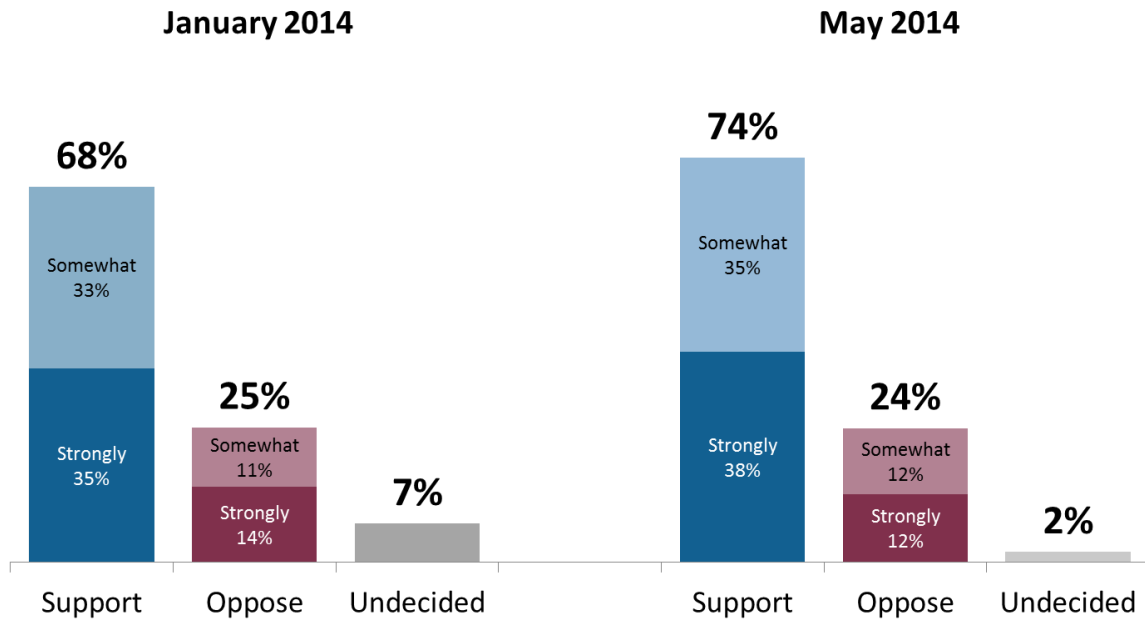
- A strong majority (72%+) of voters in every significant subgroup say they have been following the debate.



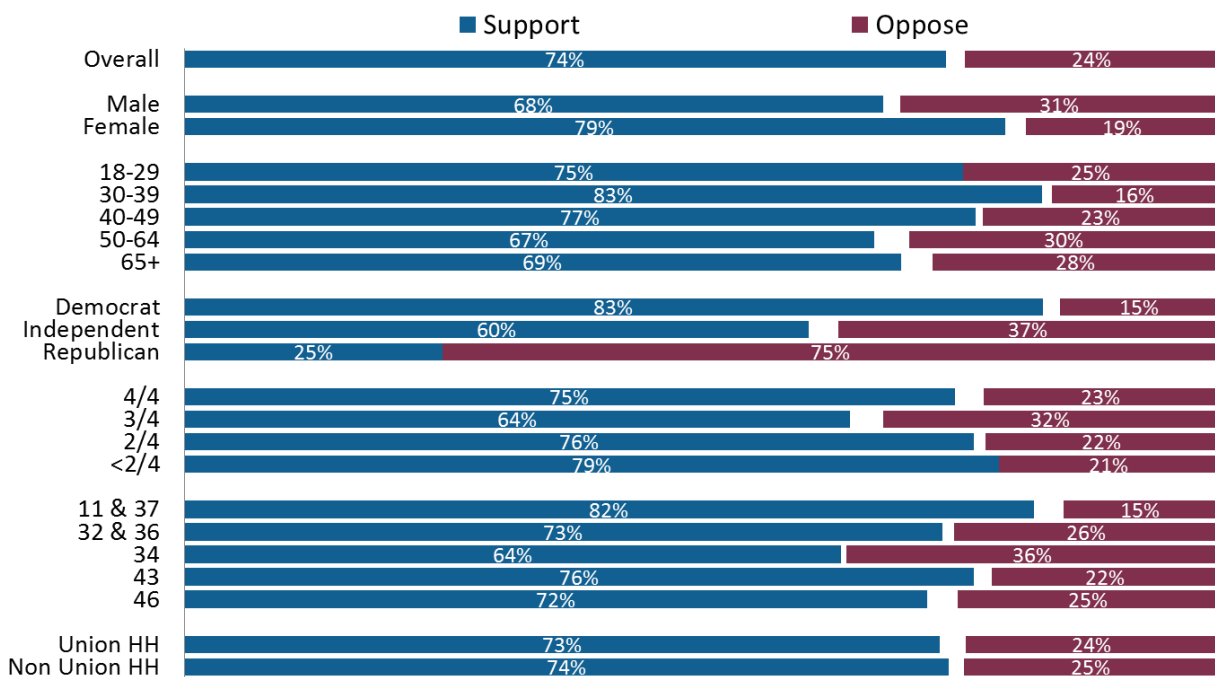
Q. How closely have you been following the discussion on raising the minimum wage in Seattle? Would you say you have been following the discussion very closely, somewhat closely, not very closely, or have you not been following it at all?

Voters overwhelmingly support (74% Support) a \$15 minimum wage and support has increased 6 points since January as voters have heard more about the debate.

- Support for a \$15 minimum wage is very strong among men and women, across all age groups, among strong and weak voters, among union and non-union households, among Democrats and Independents and in all areas of the city. Republicans are the only group where a majority is opposed.



Q. A proposal is being considered to set the minimum wage in the City of Seattle at \$15 an hour. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose setting Seattle's minimum wage at \$15 an hour?



The Mayor’s IIAC measure has significantly stronger support than the other two proposals tested and is the only measure with majority support. Voters heard the following brief descriptions of all three measures in random order before being asked about each measure individually:

“There may be three separate minimum wage measures on the ballot this November. First I’m going to read you all three measures and then I will ask you about each one individually.

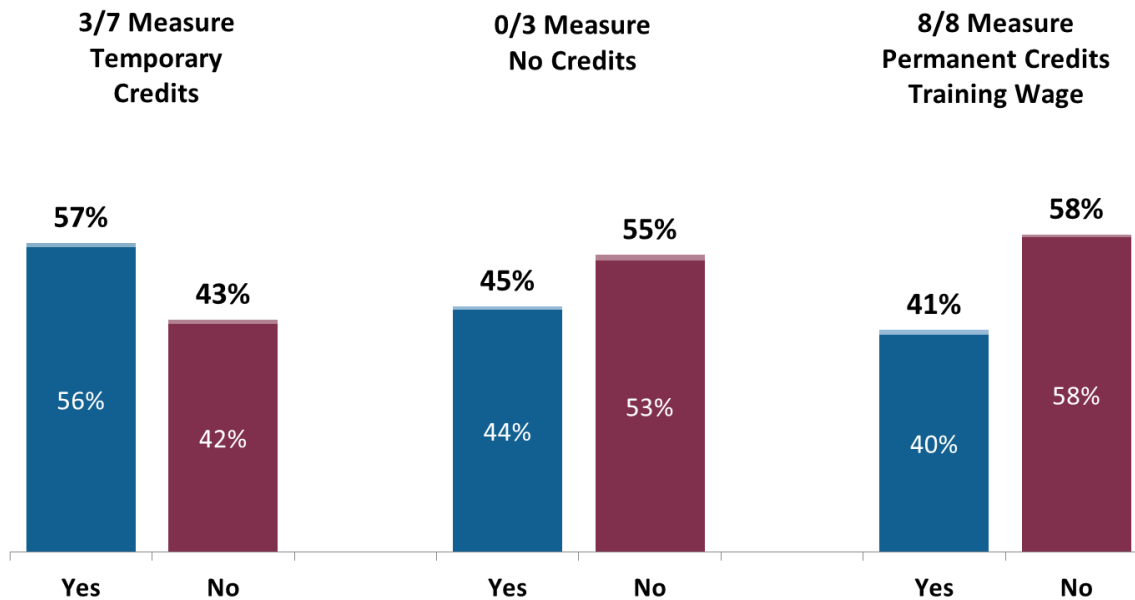
(RANDOMIZE – MEASURES ARE INTRODUCED IN RANDOM ORDER)

[0/3 Measure] *A \$15 minimum wage starting immediately for large businesses and with a 3 year phase in for small businesses.*

[3/7 Measure] *A \$15 minimum wage with a 3 year phase in for large businesses and 7 year phase in for small businesses. Employee tips, health care and other benefits would temporarily count as part of the minimum wage, but this credit would be phased out over time.*

[8/8 Measure] *A \$15 minimum wage with an 8 year phase in for small and large businesses. Employee tips, health care and other benefits would permanently count towards the minimum wage. This measure also includes a lower training wage for new workers in some jobs.”*

- A strong majority (57% Yes) of likely voters support the IIAC 3/7 Measure while a majority oppose the 0/3 Measure (55% No) and the 8/8 Measure (58% No).



Q. Now I’m going to read these proposals one at a time and for each one I’d like to know if you would vote yes to approve or no to reject that that proposal if the election were held today.

After hearing basic information about each measure including the backers, support for the Mayor’s IIAC proposal reaches two-thirds of likely voters. Support for the Sawant/15 Now 0/3 Measure reaches 50%, while support for the OneSeattle 8/8 Measure is stuck in the low 40’s (44%).

Voters heard the following descriptions of each measure:

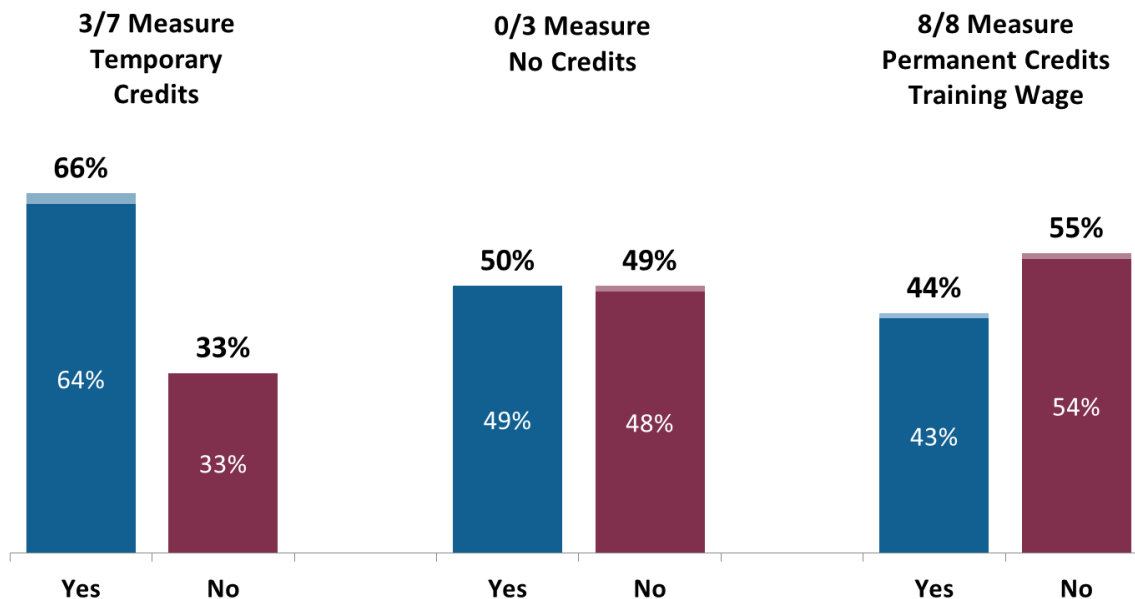
“Now I’d like to tell you more about each of the three proposals:

(RANDOMIZE IN SAME ORDER AS ABOVE)

[0/3 Measure] *The proposal for an immediate increase for large businesses and a 3 year phase in for small businesses is being put forward Socialist Alternative Party Councilmember Kshama Sawant and 15 Now, a coalition of low wage workers, and a number of unions. Supporters say this proposal is simple and fair and that workers have waited long enough for a decent wage. They say businesses shouldn’t get special exemptions and workers who earn tips or get health care shouldn’t be penalized by being paid a lower wage.*

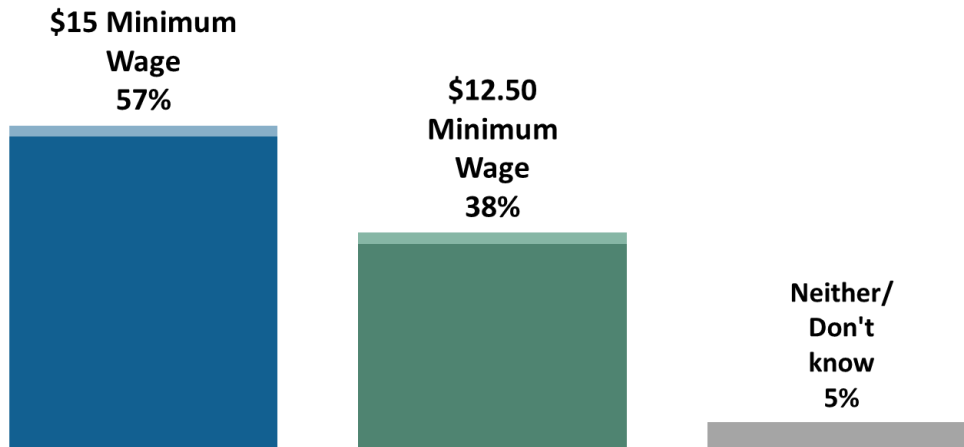
[3/7 Measure] *The proposal for a 3 year phase in for large businesses and a 7 year phase in for small businesses with a temporary credit for tips and other benefits is supported by a coalition of labor, non-profits, and large and small businesses that were part of the Mayor’s Income Inequality Advisory Committee. Supporters say this proposal is broadly supported and balances the interests of workers and employers so that everyone gets to a \$15 minimum wage while making sure businesses and non-profits have time to adjust.*

[8/8 Measure] *The proposal for an 8 year phase in for small and large businesses with a permanent credit for tips and other benefits and a lower training wage is being put forward by One Seattle, a coalition of local Seattle businesses and some non-profits. Supporters say this proposal will ensure that low wage workers get a raise, while maintaining jobs and opportunities for young people and new workers through a training wage. This measure will increase workers’ income while helping small businesses so they can continue to offer health care and other benefits.”*



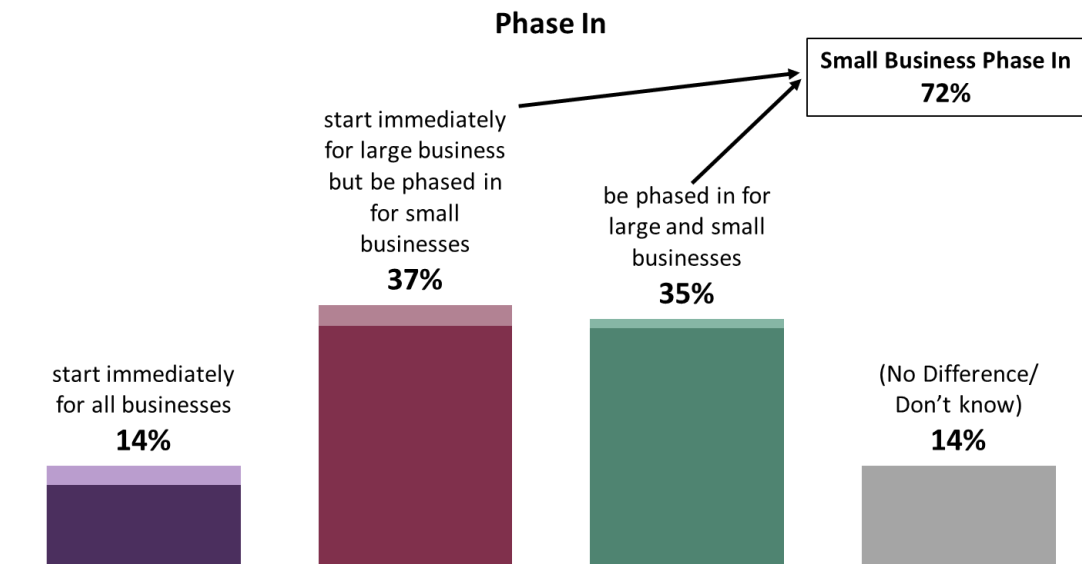
Q. Now I’m going to read these proposals one at a time and for each one I’d like to know if you would vote yes to approve or no to reject that that proposal if the election were held today.

Support for a \$15 minimum wage is almost 20 points higher than for a \$12.50 minimum wage (57% to 38%).



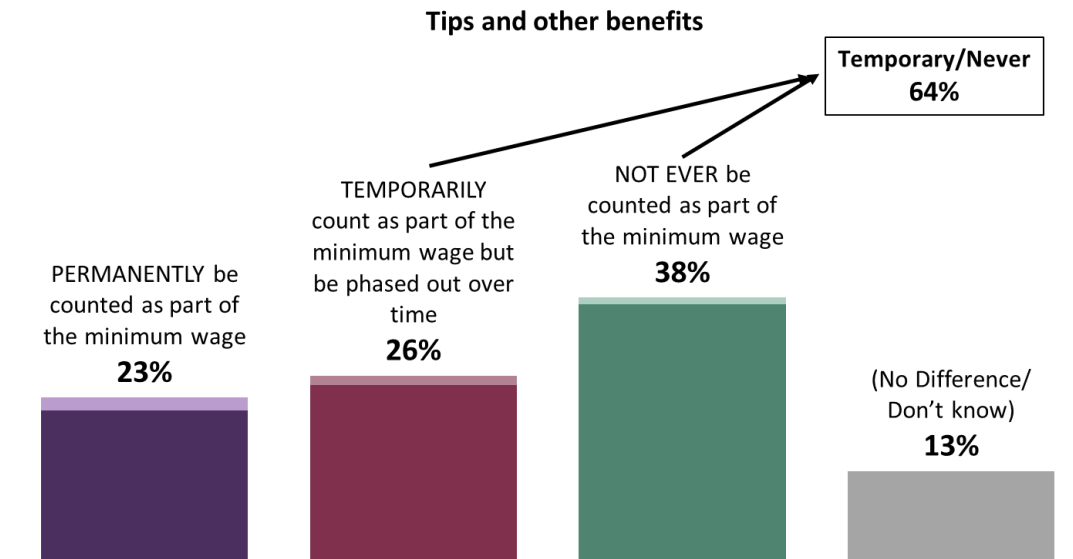
Q. And setting aside the other options that you might favor, are you more likely to support a fifteen dollar minimum wage or a twelve dollar and fifty cent minimum wage? (IF NOT SURE) Well which way do you lean, towards a fifteen dollar minimum wage or a \$12.50 minimum wage?

Most (72%) voters support a phase in for small businesses and 35% support a phase in for large businesses. Only 14% say the new minimum wage should start immediately for all businesses.



Q. Should the new minimum wage start immediately for all businesses, start immediately for large business but be phased in for small businesses, or be phased for large and small businesses, or does it not really make a difference to you?

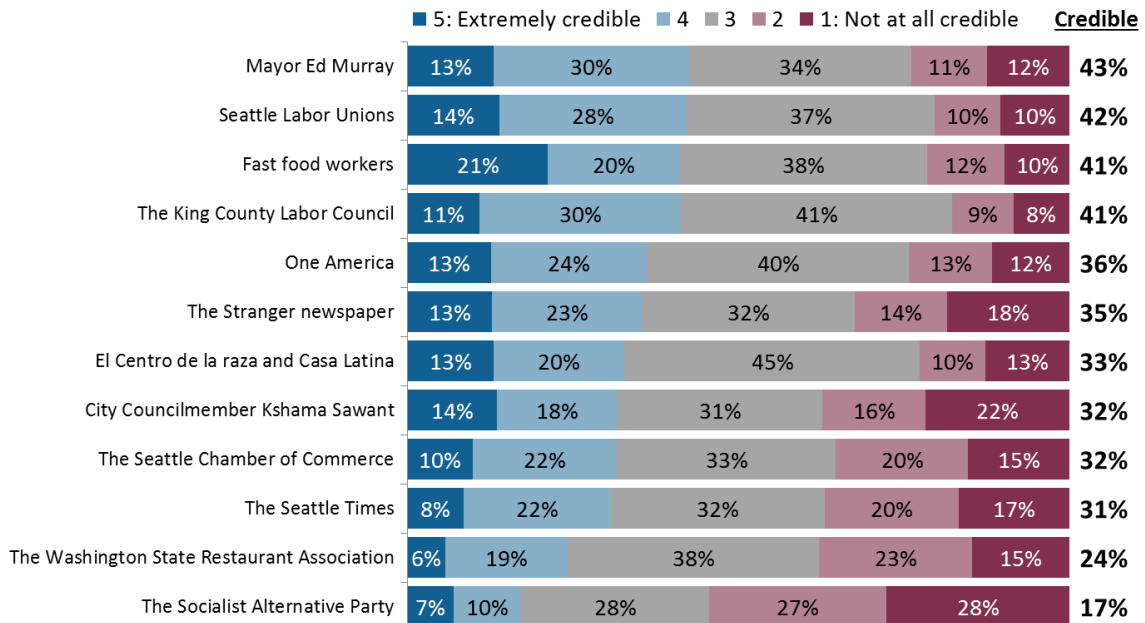
Two thirds (64%) of likely voters think that tips and benefits should only be counted temporarily (26%) or not at all (38%). Only 23% think tips/benefits should be permanently counted against the minimum wage.



Q. Should tips, health care and other benefits be permanently counted as part of the minimum wage, should tips and benefits temporarily count as part of the minimum wage but be phased out over time, or should tips and benefits not ever be counted as part of the minimum wage, or does it not really make a difference to you?

Mayor Ed Murray, labor unions and fast food workers are seen as more credible on the minimum wage issue than either the Seattle Chamber or the Washington State Restaurant Association. The Socialist Alternative Party is seen as the least credible on the issue.

- One in five (21%) likely voters say that fast food workers are “extremely credible” on this issue.



Q. Different organizations may support different minimum wage measures. For each of the following groups, please tell me how credible that group is to you on the minimum wage issue. Use a scale of 1 to 5 where 1 means that group is not at all credible to you on the minimum wage and 5 means that group is extremely credible to you.