NEW JERSEY VOTERS POISED TO RAISE THE MINIMUM WAGE THROUGH BALLOT QUESTION

Although the legislature and the governor have been divided over the issue of raising the minimum wage, a majority of likely voters in the Garden State intend to vote yes on the issue when it is before them in the voting booth on Tuesday. The most recent statewide survey of likely voters in New Jersey from Fairleigh Dickinson University's PublicMind finds that a third (32%) are following the issue closely, and 59 percent say they intend to vote yes on the ballot question that amends the state constitution in order to ensure a minimum wage of $8.25 per hour.

"The minimum wage ballot question has the potential to affect the lives of thousands of Garden State voters. With New Jersey not immune from the national trend of job growth in areas that pay the minimum wage, any increase is going to be felt by both employees and employers," said Krista Jenkins, director of PublicMind and professor of political science at Fairleigh Dickinson University. "Voters are clearly ready to say yes to mandating a wage increase that will take the minimum from $7.25 to $8.25, and require yearly increases indexed to inflation."

The issue divides support for the gubernatorial candidates. State Senator Barbara Buono, the Democratic challenger to GOP incumbent Chris Christie, has highlighted her support for the issue on the campaign trail. Her longstanding support for the wage increase is clearly resonating with voters across the Garden State, as 91 percent of those who intend to vote yes say they will vote for Buono. The picture is less clear cut for Christie. About 40 percent of those who want the wage increase say they're voting for Christie, with 49 percent of Christie supporters opposed to the increase.

"This is one issue that voters seem to associate with one candidate more than the other," said Jenkins. "Buono's work in communicating to voters that she is the candidate who champions the increase has clearly paid off."

Democrats (87%) are more supportive of the increase than are independents (49%) and Republicans (31%). Other groups to favor the wage hike include women and non-whites, two groups who are the most likely to either experience or have experienced low wage employment. Women (66%) more than men (53%) intend to support the wage increase, and non-whites (83%) more than whites (53%) say they will support the constitutional amendment.

The Fairleigh Dickinson University poll of 570 likely voters in New Jersey was conducted by telephone with both landline and cell phones from October 24 through October 30, 2013, and has a margin of error of +/-3.7 percentage points.

Methodology

The most recent survey by Fairleigh Dickinson University's PublicMind was conducted by telephone from October 24 through October 30, 2013 using a randomly selected sample of 570 likely voters drawn from a list of registered voters who reside in New Jersey. Likely voters are determined through a screening process that accounts for a variety of factors considered to be predictive of one's future voting behavior, such as past voting behavior, cognitive political engagement, stated intention to vote in the current election. One can be 95 percent confident that the error attributable to sampling has a range of +/- 4.1 percentage points. The margin of error for subgroups is larger and varies by the size of that subgroup. Survey results are also subject to non-sampling error. This kind of error, which cannot be measured, arises from a number of factors including, but not limited to, non-response (eligible individuals refusing to be interviewed), question wording, the order in which questions are asked, and variations among interviewers.

PublicMind interviews are conducted by Opinion America of Cedar Knolls, NJ, with professionally trained interviewers using a CATI (Computer Assisted Telephone Interviewing) system. Random selection is achieved by computerized random-digit dialing. This technique gives every person with a landline phone number (including those with unlisted numbers) an equal chance of being selected.

Landline households are supplemented with a separate, randomly selected sample of cell-phone respondents interviewed in the same time frame. The total combined sample is mathematically weighted to match known demographics of age, race and gender.

Tables

On November's ballot there will be a question about amending the state constitution to set a minimum wage with annual cost of living increases. How much have you heard or read about this bond question?

	All	**PID**			**Gender**		**Race**		**Governor vote**	
		Dem	**Ind**	**Rep**	**Male**	**Female**	**White**	**Nonwhite**	**Christie**	**Buono**
A lot	**32%**	32	41	30	34	31	33	28	34	31
Some	**30%**	31	18	32	28	33	31	31	28	33
Just a little	**23%**	22	21	25	25	20	23	25	25	21
Nothing at all	**13%**	15	20	13	13	15	13	15	14	15
DK/Ref (vol)	**1%**	0	0	1	0	0	0	1	0	0

I am now going to read to you the bond issue as it will appear on the ballot. Do you approve amending the State Constitution to set a State minimum wage rate of at least 8.25 per hour? Do you intend to vote yes or no on this issue?

	All	**PID**			**Gender**		**Race**		**Governor vote**	
		Dem	**Ind**	**Rep**	**Male**	**Female**	**White**	**Nonwhite**	**Christie**	**Buono**
Yes	**59%**	87	49	31	53	66	53	83	39	91
No	**32%**	8	35	57	38	24	37	13	49	4
DK/Ref (vol)	**9%**	5	16	12	8	10	10	4	12	4

Exact Question Wording and Order

GOV1 and GOV2 released Friday, November 1

MINWAGE1   On November's ballot there will be a question about amending the state constitution to set a minimum wage with annual cost of living increases. How much have you heard or read about this bond question?
1   A lot
2   Some
3   Just a little
4   Nothing at all
9   DK

MINWAGE2   I am now going to read to you the bond issue as it will appear on the ballot. Do you approve amending the State Constitution to set a State minimum wage rate of at least 8.25 per hour? Do you intend to vote yes or no on this issue?
1   Yes
2   No
9   DK

Sample characteristics – Likely voters

Gender

Male	50
Female	50

Age

18-34	9
35-49	24
50-64	36
65+	30
Refused	2

Race/Ethnicity

White	75
Black/African-American	11
Latino or Hispanic	8
Asian	2
Other/refused	4

Party identification

Democrat/Lean Democrat	47
Independent/DK/refused	13
Republican/Lean Republican	40