

**STRONG SUPPORT FOR MINIMUM WAGE INCREASE,
BUT NOT \$15 AN HOUR, ACCORDING TO FAIRLEIGH DICKINSON
UNIVERSITY'S PUBLICMIND**

Fairleigh Dickinson University, March 3, 2016 – What do voters believe the state's minimum wage should be? The good news for policymakers supporting a proposed minimum wage increase is that it's more than what it is currently. However, the bad news is that a majority oppose raising it to \$15 an hour, or the proposed target for a phased-in increase.

The most recent statewide survey of registered voters from Fairleigh Dickinson University's PublicMind finds that almost three quarters of voters (73%) roundly embrace the idea of making the minimum wage more than the \$8.38 it is currently. With the exception of Republicans who are mixed on the issue, support for the increase runs wide and deep.

However, when asked if wages should increase to \$15 hourly for the lowest paid workers in the state, opinion is more mixed. Forty-six percent say they approve of that wage, but a majority, 52 percent, opposes it.

Those who are the most economically vulnerable are also the most supportive of that wage, including those who are currently retired and unemployed (53%), and those who describe themselves as "overqualified" for the kind of work they perform while on the job (53%). A quarter of employed voters report being overqualified, compared with 72 percent who describe their jobs as appropriate for their education and training, and 3 percent who are reportedly "underqualified."

Ideology divides many on this issue, with Democrats roundly in support of the six dollar and change increase (62%). Barely one-in-seven Republicans support the same increase (16%).

"At least from the perspective of voters, it's not a question of whether the minimum wage should be increased, but by how much. The fifteen dollar mark is too much for many to stomach, but opposition can hardly be described as solid right now," said Krista Jenkins, professor of political science and Director of PublicMind. "This should be of some consolation to Democratic leaders in the state who are pushing for the increase either through legislation or an amendment to the state's constitution."

When asked what the state's minimum wage should be, the average response among respondents was around \$12.00, or \$11.86 to be exact. The highest average was found among the overqualified, whose average response as \$12.56 an hour.

"The fact is that many people already pay, or receive, a prevailing minimum wage that is more than \$8.38," said Jenkins. "Just ask any kid in a suburban mall, or any suburban mom who needs a reliable babysitter."

Methodology - The Fairleigh Dickinson University PublicMind survey was conducted by landline and cellular telephone February 24-28, 2016 among a random statewide sample of 694 self-identified registered voters. Results have a margin of sampling error of +/- 3.9 points, including the design effect.

Methodology, questions, and tables on the web at: <http://publicmind.fdu.edu>

Radio actualities at 201.692.2846

For more information, please call 201.692.7032

Methodology

The most recent survey by Fairleigh Dickinson University's PublicMind was conducted by telephone from February 24-28, 2016, using a randomly selected sample of 694 self-identified registered voters in New Jersey. One can be 95 percent confident that the error attributable to sampling has a range of +/- 3.9 percentage points, including the design effect. 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 gender, age, education, and race. 379 interviews were conducted on landlines and 315 were conducted on cellular telephones.

The sample was purchased from Marketing Systems Group and the research was funded by Fairleigh Dickinson University.

Tables

Right now the state's minimum wage is \$8.38. Do you believe the minimum wage should be increased, decreased, or remain the same? [Rotate increased/decreased]

	PID				Gender		Race		Education		Age		
	All	Dem	Ind	Repub	Male	Female	White	Non-white	HS/Some college	College+	18-34	35-59	60+
Increased	73%	90	70	46	67	80	68	85	78	69	72	72	76
Decreased	1%	1	1	2	2	0	1	1	1	1	0	1	2
Remain the same	25%	9	28	50	30	20	30	14	21	29	28	26	21
DK (vol)	1%	0	1	1	1	0	1	0	0	1	0	1	1
Refused (vol)	0	0	0	0	0	0	0	0	0	0	0	0	0

Right now the state's minimum wage is \$8.38. Do you believe the minimum wage should be increased, decreased, or remain the same? [Rotate increased/decreased]

	Employment qualifications				Employment status	
	All	Overqualified	Underqualified	About right	Employed	Retired/unemployed
Increased	73%	74	60	69	70	79
Decreased	1%	1	0	1	1	2
Remain the same	25%	25	40	29	28	19
DK (vol)	1%	0	0	1	0	1
Refused (vol)	0	0	0	0	0	0

There is currently a proposal before the legislature to increase the state minimum wage to \$15 an hour. Do you approve or disapprove [rotate] of this proposal?

	PID				Gender		Race		Education		Age		
	All	Dem	Ind	Repub	Male	Female	White	Non-white	HS/Some college	College+	18-34	35-59	60+
Approve	46%	62	47	16	43	49	38	64	52	40	47	44	49
Disapprove	52%	36	50	83	55	49	59	36	46	57	52	54	49
DK (vol)	2%	2	4	0	2	2	3	0	1	2	1	2	2
Refused (vol)	0	0	0	0	0	0	0	0	0	0	0	0	0

There is currently a proposal before the legislature to increase the state minimum wage to \$15 an hour. Do you approve or disapprove [rotate] of this proposal?

	Employment qualifications				Employment status	
	All	Overqualified	Underqualified	About right	Employed	Retired/unemployed
Approve	46%	53	42	39	42	53
Disapprove	52%	46	58	59	56	44
DK (vol)	2%	1	0	2	1	3
Refused (vol)	0	0	0	0	0	0

<i>What should it be raised to?</i>													
	PID				Gender		Race		Education		Age		
	All	Dem	Ind	Repub	Male	Female	White	Non-white	HS/Some college	Coll+	18-34	35-59	60+
Avg	\$11.86	\$12.10	\$11.85	\$11.08	\$12.21	\$11.57	\$11.83	\$11.93	\$11.73	\$11.96	\$11.27	\$11.85	\$12.24

<i>What should it be raised to?</i>						
	Employment qualifications				Employment status	
	All	Overqualified	Underqualified	About right	Employed	Retired/unemployed
Avg	\$11.86	\$12.56	\$11.75	\$11.38	\$11.70	\$12.14

Exact Question Wording and Order

US1 through NJ 2 released March 2

NJ4 and NJ5 withheld for subsequent release

NJ6 Right now the state's minimum wage is \$8.38. Do you believe the minimum wage should be increased, decreased, or remain the same? [Rotate increased/decreased]

- 1 Increased Ask NJ6A
- 2 Decreased
- 3 Remain the same
- 8 DK (vol)
- 9 Refused (vol)

NJ6A What should it be raised to?

Record response - round to nearest dollar – If .50 or above, round up; if .49 or below, round down

NJ7 There is currently a proposal before the legislature to increase the state minimum wage to \$15 an hour. Do you approve or disapprove [rotate] of this proposal?

- 1 Approve
- 2 Disapprove
- 8 DK (vol)
- 9 Refused (vol)

Weighted sample characteristics

		Registered voters N = 694; MoE = +/- 3.9
Gender	<i>Male</i>	50%
	<i>Female</i>	50%
Age	<i>18-34</i>	23%
	<i>35-59</i>	43%
	<i>60+</i>	34%
	<i>Refused</i>	1%
Race	<i>White</i>	66%
	<i>African American</i>	14%
	<i>Hispanic</i>	13%
	<i>Asian</i>	4%
	<i>Other/Refused</i>	3%
Party (with leaners)	<i>Dem</i>	50%
	<i>Ind/DK/Refused</i>	20%
	<i>Repub</i>	30%