

**TO: Interested Parties**  
**FROM: Guy Molyneux, Hart Research Associates**  
**DATE: February 2, 2021**  
**RE: Support for \$15 Federal Minimum Wage in Battleground CDs**

*From January 22 to February 1, 2021, Hart Research Associates conducted a survey in battleground congressional districts for NELP on the issue of raising the federal minimum wage. Interviews were conducted online among a representative sample of 1,000 2020 general election voters in the nation’s 67 most competitive CDs, those where the 2020 vote margin was eight percentage points or less (see list of districts below). The survey’s margin of error is ±3.1%.*

**Fully 62% of voters in battleground districts favor raising the federal minimum wage to \$15 by 2025.** A strong majority of voters in these competitive congressional districts favor raising the federal minimum wage in stages to \$15.<sup>1</sup> Overall, 62% of voters favor increasing the minimum wage to \$15 by 2025. Not only is support widespread, but the proportion strongly in favor (34%) is twice that for strong opposition (17%).

<b>Proposal to Raise the Minimum Wage to \$15.00</b>		
	<b>Favor</b>	<b>Oppose</b>
	<b>%</b>	<b>%</b>
<b>All Voters</b>	<b>62</b>	<b>38</b>
Men	61	39
Women	64	36
Democratic-held district	66	34
Republican-held district	59	41
Democrats	85	15
Independents	52	48
Republicans	44	56
Northeast	69	31
South	57	43
Midwest	60	40
West	64	36
White	60	40
Non-white	70	30
Under \$50k	71	29
\$50K-\$100K	60	40
Over \$100K	55	45
Biden voters	84	16
Trump voters	40	60
Non-college whites	63	37
College whites	55	45

<sup>1</sup>Full question wording: “There is now a proposal to raise the federal minimum wage from its current level of \$7.25 per hour by increasing it gradually over the next five years so that it reaches \$15 in the year 2025. Do you favor or oppose this proposal?”

## Hart Research Associates

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Across the socioeconomic, demographic, and geographic spectrums, solid majorities favor raising the minimum wage to \$15. We see solid majority support (57% or higher) for increasing the minimum wage in competitive CDs in every region of the country. Support reaches 60% or more among voters in cities (66%), suburbs (60%), and small town/rural (64%) areas. Support is especially strong among Millennials (69%), but is also substantial among age 50+ voters (59%). Fully 71% embrace the increase in households with incomes under \$50,000, as do 68% in households with a worker earning under \$15 per hour (a group that includes 24% of all voters).

Voter support for raising the wage is very strong in Republican-held CDs (59%), nearly as high as in districts represented by a Democrat (66%). Majorities of Democrats (85%) and independents (52%) favor the proposal, along with a substantial 44% minority among Republicans. Similarly, we find support from an overwhelming 84% majority of Biden voters, along with 40% of Trump voters. Among politically critical, white, non-college-educated voters, a remarkable 63% favor the increase.

**The need for a minimum wage increase is clear to battleground voters, who are dissatisfied with the current economic situation and believe the current \$7.25 federal minimum wage is inadequate.** Just a third (32%) of battleground voters are satisfied with the economic and financial situation for working people in the country today, while 68% are dissatisfied. Indeed, this is one issue where Biden voters (61% dissatisfied) and Trump voters (76% dissatisfied) find common ground. In these challenging financial conditions, four in five voters (79%) say that the current federal minimum wage is too low (just 1% say “too high”). Again, we find agreement across partisan lines: 90% of Democrats, 74% of independents, and 70% of Republicans believe the current wage is inadequate.

**Voters in these competitive districts believe that gradually increasing the federal minimum wage to \$15 will have a positive impact rather than a negative one on their local community.** Voters see increasing the federal minimum wage to \$15 by 2025 as benefiting their own communities. Fully 52% of voters say that increasing the federal minimum wage to \$15 will have a positive impact on their community, while just 32% expect a negative impact (16% say no impact either way). Significantly, voters expect a positive rather than negative impact in every region of the country. Fully 59% of voters in households with incomes under \$50,000 expect a positive impact, as do 61% in households with a worker earning under \$15 per hour. Significantly, workers employed by small businesses also expect a positive community impact (52% to 37%).

### Impact of Raising the Minimum Wage to \$15.00

	<u>Positive</u>	<u>Negative</u>
	%	%
<b>All Voters</b>	<b>52</b>	<b>32</b>
Northeast	55	26
South	51	36
Midwest	49	34
West	51	33

## Hart Research Associates

**Battleground voters say that a member of Congress voting to raise the federal minimum wage to \$15 would make them more rather than less likely to support that member in the next election.** By a 15-point margin, voters say that they would be more likely (41%) rather than less likely (26%) to support their member of Congress in the next election if the member voted for the \$15 national minimum wage proposal (33% say this would not have an affect on their vote either way). Positive reactions outweigh negative responses in every region of the country, and in cities (+33), suburbs (+12), and small town/rural areas (+9). The net advantage among liberals (+62) far outweighs the net negative view of conservatives (-24), and moderates are also drawn to this candidate by a solid +22 points. Similarly, the issue builds support among Biden voters (+56) far more than it reduces support from Trump voters (-25). Voting for the \$15 minimum wage will be particularly well-rewarded by Millennials (+35), voters of color (+41), those with household incomes under \$50,000 (+29), and voters with a sub-\$15/hour worker (+31).

CDs Surveyed				
AZ 1	GA 7	MO 2	NY 22	TX 21
AZ 6	IA 1	NC 8	OH 1	TX 22
CA 21	IA 2	NE 2	OH 13	TX 23
CA 25	IA 3	NH 1	OK 5	TX 24
CA 34	IL 6	NJ 2	OR 4	TX 32
CA 39	IL 14	NJ 3	OR 5	UT 4
CA 45	IL 17	NJ 5	PA 7	VA 2
CA 48	IN 5	NJ 7	PA 8	VA 5
CA 49	ME 2	NJ 11	PA 10	VA 7
CA 50	MI 3	NM 2	PA 17	WA 8
CO 3	MI 8	NV 3	SC 1	WI 3
FL 13	MI 11	NV 4	TX 7	
FL 26	MN 1	NY 2	TX 10	
FL 27	MN 2	NY 11	TX 15	

### 2020 Presidential Vote

Joe Biden, the Democrat	50%
Donald Trump, the Republican	48%
Jo Jorgensen, the Libertarian	1%
Howie Hawkins, the Green Party candidate	1%

### 2020 U.S. House of Representatives Vote

The Democrat	48%
The Republican	48%
Other candidate	4%

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Interviews: 1,000 likely 2020 voters across selected CDs  
Dates: January 22-February 1, 2021

**FINAL**

Study #13143  
NELP Minimum Wage Online Survey  
January 2021

48 Male  
52 Female  
- Other  
[109]

***Please note: all results are shown as percentages unless otherwise stated.***

S1a. First, are you currently registered to vote?

Yes, registered to vote.....	100	<b>CONTINUE</b>	[109]
No, not currently registered to vote.....	-	<b>TERMINATE</b>	

S2a. Did you vote in the recent election for president?

Yes, voted.....	100	<b>CONTINUE</b>	[116]
No, did not vote.....	-	<b>TERMINATE</b>	

S2b. Which candidate did you vote for in the election for president?

Joe Biden, the Democrat .....	50		[117]
Donald Trump, the Republican .....	48		
Jo Jorgensen, the Libertarian .....	1		
Howie Hawkins, the Green Party candidate.....	1		

S2c. Which candidate did you vote for in the election for U.S. House of Representatives in your district?

The Democrat.....	48		[118]
The Republican .....	48		
Other candidate .....	4		

S4. Just to make sure we have a representative sample, in what year were you born?

18-24.....	4		[120-123]
25-29.....	9		
30-34.....	13		
35-39.....	10		
40-44.....	7		
45-49.....	7		
50-54.....	4		
55-59.....	9		
60-64.....	13		
65-69.....	9		
70-74.....	8		
75+.....	7		

S5ab. Are you of Hispanic, Latino, or Spanish origin? Please indicate your race.

White .....	79	[126]
Black/African American .....	3	
Asian American or Pacific Islander ...	6	
Native American .....	-	
Hispanic/Latino/Spanish .....	12	
Other .....	-	

S6. What is the last grade that you completed in school?

Grade school.....	-	[127-128]
Some high school .....	1	
High school graduate .....	29	
Some college, no degree .....	15	
Vocational training .....	4	
2-year college degree .....	10	
4-year college/bachelor's degree .....	23	
Some postgraduate work, no degree .....	2	
2 or 3 years' postgraduate work/master's degree ....	10	
PhD or professional degree (MD, JD, MBA) .....	6	

S7. Which of these best describes your current situation?

Employed full time .....	51	[129]
Employed part time.....	10	
Student .....	2	
Stay-at-home parent.....	3	
Retired.....	26	
Unemployed, looking for work .....	6	
Other .....	2	

1. Do you approve or disapprove of the job Joe Biden is doing so far as president?

Strongly approve .....	33	[130]
Somewhat approve.....	27	
Somewhat disapprove .....	13	
Strongly disapprove.....	27	
<b>Total Approve</b>	<b>60</b>	
<b>Total Disapprove</b>	<b>40</b>	

2. How satisfied are you with the economic and financial situation for working people in the country today?

Very satisfied .....	7	[131]
Somewhat satisfied .....	25	
Somewhat dissatisfied .....	40	
Very dissatisfied .....	28	
<b>Total Satisfied</b>	<b>32</b>	
<b>Total Dissatisfied</b>	<b>68</b>	

3. In your opinion, about how much income does a family of four need to have a decent standard of living today?

\$20,000 .....	1	[132]
\$30,000 .....	4	
\$50,000 .....	25	
\$75,000 .....	36	
\$100,000 .....	23	
\$150,000 or more .....	11	

**Now we have a few questions on the issue of the federal minimum wage...**

4. The current federal minimum wage is \$7.25 per hour. In your opinion, is that amount...?

Too low .....	79	[133]
About right .....	20	
Too high .....	1	

5. There is now a proposal to raise the federal minimum wage from its current level of \$7.25 per hour by increasing it gradually over the next five years so that it reaches \$15 in the year 2025. Do you favor or oppose this proposal?

Strongly favor .....	34	[134]
Somewhat favor .....	28	
Somewhat oppose.....	21	
Strongly oppose.....	17	
<b>Total Favor</b>	<b>62</b>	
<b>Total Oppose</b>	<b>38</b>	

6. If your member of Congress voted in favor of this proposal to raise the federal minimum wage from its current level of \$7.25 per hour by increasing it gradually over the next five years, so that it reaches \$15 in the year 2025, would that make you...?

More likely to support your member of Congress in the next election .	41	[135]
Less likely to support your member of Congress in the next election ..	26	
Not affect vote either way .....	33	

7. Thinking about your community, do you think gradually raising the federal minimum wage to \$15 over the next five years would have...?

A positive impact on your community .....	52	[136]
A negative impact on your community .....	32	
No impact either way .....	16	

**FACTUALS: These last few questions are for statistical purposes only.**

F1 How would you describe the area in which you live?

Urban.....	20	[162]
Suburban.....	59	
Small town.....	9	
Rural.....	12	

F2. In politics, are you a ...?

Strong Republican .....	21	[163]
Leaning Republican .....	21	
Completely independent .....	17	
Leaning Democratic .....	22	
Strong Democrat .....	19	
<b>Total Republican</b>	<b>42</b>	
<b>Total Democrat</b>	<b>41</b>	

F3. Thinking about your general approach to issues, do you consider yourself to be...?

Very conservative .....	15	[164]
Somewhat conservative .....	21	
Moderate .....	39	
Somewhat liberal .....	17	
Very liberal .....	8	
<b>Total Conservative</b>	<b>36</b>	
<b>Total Liberal</b>	<b>25</b>	

F4. Are you a member of a labor union or is anyone else in your household a member of a labor union?

Yes, I am a union member .....	11	[165]
No, I am not a union member, but another person in my household is a union member .....	9	
No one in my household is a union member .....	80	

F5. Please indicate whether any of the following apply to you. \*

	<u>Applies</u>	<u>Does Not Apply</u>	
You work for a small business that employs 10 or fewer people * .....	19	81	[166]
You or someone in your household works at a job that pays less than \$15 per hour .....	24	76	[167]

\* Ask only of respondents who are employed in Q.S7.

F6. If you added together the yearly income of all the members of your family who were living at home last year, what would the total be?

Less than \$10,000 .....	3	[168]
Between \$10,000 and \$19,999 .....	5	
Between \$20,000 and \$29,999 .....	8	
Between \$30,000 and \$39,999 .....	8	
Between \$40,000 and \$49,999 .....	10	
Between \$50,000 and \$74,999 .....	19	
Between \$75,000 and \$99,999 .....	14	
Between \$100,000 and \$149,999 .....	21	
\$150,000 or more .....	12	

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CA 48	IN 5	NJ 7	PA 8	VA 5
CA 49	ME 2	NJ 11	PA 10	VA 7
CA 50	MI 3	NM 2	PA 17	WA 8
CO 3	MI 8	NV 3	SC 1	WI 3
FL 13	MI 11	NV 4	TX 7	
FL 26	MN 1	NY 2	TX 10	
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