

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Two Thirds Approve of \$15 National Minimum Wage**

**Popular among least wealthy, in Atlantic Canada, among New Democrats**

TORONTO, October 13<sup>th</sup> – In a random sampling of public opinion taken by the Forum Poll™ among 1437 Canadian voters, fully two thirds approve of a national minimum wage of \$15 an hour (63%), and this is common to the oldest (67%), the least wealthy (less than \$20K - 76%), in Atlantic Canada (73%) and BC (67%) but not in Alberta (49%), among New Democrats (84%) but not among Conservatives (36%) and among those with some college or university (69%).

Three-in-ten voters disapprove of the idea (31%), and this is common to the youngest (35%), the wealthiest (\$100K to \$250K - 36%), in Alberta (45%), among Conservatives (59%), those with children (41%) and college graduates (36%).

“It is curious that the very wealthiest, who have no need of it, are the most likely to object to what has been described as an adequate living wage for a young family, while it is championed, obviously, by the least wealthy. Youth are more likely to object, presumably, because they think their job prospects are those most threatened by a higher minimum wage” said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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### **TORONTO**

**October 14<sup>th</sup>, 2016**

### **HIGHLIGHTS:**

- Fully two thirds approve of a national minimum wage of \$15 an hour (63%)
- Three-in-ten voters disapprove of the idea (31%)
- “It is curious that the very wealthiest, who have no need of it, are the most likely to object to what has been described as an adequate living wage for a young family, while it is championed, obviously, by the least wealthy. Youth are more likely to object, presumably, because they think their job prospects are those most threatened by a higher minimum wage” said Forum Research President, Dr. Lorne Bozinoff.

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### **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1437 randomly selected Canadians 18 years of age or older. The poll was conducted on October 11<sup>th</sup>-12<sup>th</sup>, 2016.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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### Minimum Wage

Would you approve or disapprove of a national minimum wage of fifteen dollars an hour?

[All Respondents]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1437	230	213	238	367	389	729	690
Approve	63	60	63	63	64	67	61	66
Disapprove	31	35	31	30	29	25	34	27
Don't know	6	5	6	6	7	8	5	7

### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1437	135	244	216	189	142	283
Approve	63	76	69	62	62	58	57
Disapprove	31	16	25	33	35	33	36
Don't know	6	8	6	5	3	8	7

### Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1437	108	321	515	121	165	207	1136	301
Approve	63	73	62	65	58	49	67	64	60
Disapprove	31	23	32	28	36	45	26	30	34
Don't know	6	4	6	7	6	5	8	6	6

### Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1437	419	607	182	82	54	40
Approve	63	36	72	84	79	58	68
Disapprove	31	59	20	11	17	38	26
Don't know	6	5	8	5	4	4	6

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### Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1437	265	370	549	253
Approve	63	63	69	58	66
Disapprove	31	29	26	36	26
Don't know	6	7	4	6	8

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October 14<sup>th</sup>, 2016

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