

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Two-thirds Approve of \$14 Minimum Wage

Its projected effect on the economy is polarizing

Toronto, January 15th – In a random sampling of public opinion taken by The Forum Poll™ among 1022 Ontario voters, two-thirds (TOP2: 62%) said they approve of the provincial government increasing the minimum wage to \$14 per hour, with almost 4 in 10 (38%) saying they strongly approve.

A third (BTM2: 32%) say they disapprove, with 2 in 10 (20%) saying they disapprove strongly.

Few (6%) have no opinion or say they do not know (1%).

Respondents most likely to approve of the minimum wage increase include those aged 65+ (73%), females (70%), earning \$20,000-\$40,000 (74%), with some college or university (67%) or a post-graduate degree (66%), living in Toronto (77%), and supporting the Ontario Liberals (91%).

Respondents most likely to say they disapprove of the minimum wage increase include those aged 35-44 (39%), male (40%), earning \$40,000-\$60,000 (37%), \$60,000-\$80,000 (35%), \$80,000-\$100,000 (36%), or the most wealthy (37%), the least educated (35%) or with a college/university degree (36%), living in Southwestern (43%) or Northeastern (40%) Ontario, and supporting the PCs (53%).

Overall opinion is divided on effectiveness of the increased minimum wage

Almost half (TOP2: 45%) say that the increase in minimum wage will have a positive effect on the provincial economy, with one-sixth (17%) saying it will be very positive. More than a third (BTM2: 38%) say that the effect on the economy will be negative, with 2 in 10 (20%) saying it will be very negative.

Fewer than one-sixth (12%) think that the increase will have no effect on the provincial economy for good, or ill, and few (4%) say they do not know.

Respondents most likely to say that the minimum wage will have a positive effect on the economy include those aged 65+ (53%), females (51%), earning \$20,000-\$40,000 (65%), with some college or university (53%), living in Toronto (61%), and supporting the Liberals (76%).

Respondents most likely to say that the minimum wage will have a negative effect on the economy include those aged 34 and younger (40%) or 35-44 (43%), males (48%), earning \$60,000-\$80,000 (43%) or \$80,000-\$100,000 (45%), the

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"Ontarians overwhelmingly support the minimum wage increase to \$14, with two thirds saying they approve of it, and the lowest earners, and therefore the most likely beneficiaries, most strongly in favour," said Dr. Lorne Bozinoff, President of Forum Research. "And while slightly more feel the increased minimum wage will have a positive effect on the economy, than a negative one, the issue is clearly polarizing, particularly along partisan lines with a massive amount of Liberals saying the effect will be positive, and a majority of Progressive Conservatives saying it will be negative."



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least educated (44%) or those with a college or university degree (41%), living in Southwestern Ontario (51%), and supporting the PCs (59%),

“Ontarians overwhelmingly support the minimum wage increase to \$14, with two thirds saying they approve of it, and the lowest earners, and therefore the most likely beneficiaries, most strongly in favour,” said Dr. Lorne Bozinoff, President of Forum Research. “And while slightly more feel the increased minimum wage will have a positive effect on the economy, than a negative one, the issue is clearly polarizing, particularly along partisan lines with a massive amount of Liberals saying the effect will be positive, and a majority of Progressive Conservatives saying it will be negative.”

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

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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 1022 randomly selected Ontario Voters. The poll was conducted January 11-13.

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

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



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Minimum wage approval

Do you approve or disapprove of the provincial government increasing the minimum wage to \$14.00 per hour?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1022	154	135	150	270	313	562	443
TOP2	62	61	54	62	60	73	53	70
BTM2	32	34	39	30	33	21	40	24
Strongly approve	38	40	30	41	39	42	32	45
Somewhat approve	23	21	24	21	21	31	21	25
Neither approve nor disapprove	6	6	6	6	5	5	6	5
Somewhat disapprove	12	13	15	11	9	9	13	11
Strongly disapprove	20	21	24	19	24	12	27	13
Don't know	1	0	2	2	1	1	1	1

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1022	71	149	135	108	100	232
TOP2	62	64	74	58	58	60	58
BTM2	32	25	24	37	35	36	37
Strongly approve	38	39	48	38	34	40	38
Somewhat approve	23	24	26	20	25	20	20
Neither approve nor disapprove	6	11	2	5	6	3	4
Somewhat disapprove	12	16	8	14	14	8	16
Strongly disapprove	20	9	16	23	21	28	21
Don't know	1	1	0	0	1	0	0



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Region

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	1022	167	226	258	210	135	26
TOP2	62	64	77	61	47	57	77
BTM2	32	31	18	32	43	40	18
Strongly approve	38	37	54	39	23	36	52
Somewhat approve	23	27	23	22	24	21	24
Neither approve nor disapprove	6	5	3	6	9	2	6
Somewhat disapprove	12	19	9	9	13	14	6
Strongly disapprove	20	12	9	23	30	26	12
Don't know	1	0	1	1	1	1	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1022	169	226	424	203
TOP2	62	55	67	59	66
BTM2	32	35	27	36	26
Strongly approve	38	37	43	34	46
Somewhat approve	23	18	24	26	20
Neither approve nor disapprove	6	7	5	5	7
Somewhat disapprove	12	13	10	13	10
Strongly disapprove	20	22	18	22	16
Don't know	1	3	1	0	1



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Ballot intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	1022	448	238	187	75	25
TOP2	62	36	91	78	69	43
BTM2	32	53	6	21	24	55
Strongly approve	38	15	71	49	40	17
Somewhat approve	23	21	20	30	29	26
Neither approve nor disapprove	6	10	3	1	8	2
Somewhat disapprove	12	18	5	8	8	16
Strongly disapprove	20	35	1	12	15	38
Don't know	1	1	0	0	0	0



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Effect on the economy

Overall, what effect, if any, will the increase in minimum wage have on Ontario's economy?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1022	154	135	150	270	313	562	443
TOP2	45	47	37	46	45	53	39	51
BTM2	38	40	43	38	39	29	48	29
Very positive	17	21	10	17	19	15	15	18
Somewhat positive	29	26	27	29	26	37	24	34
Neither positive nor negative	12	9	14	14	12	14	10	15
Somewhat negative	18	22	17	16	18	15	22	14
Very negative	20	18	26	21	21	14	26	15
Don't know	4	5	6	2	3	4	4	5

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1022	71	149	135	108	100	232
TOP2	45	47	65	44	41	39	42
BTM2	38	38	24	40	43	45	41
Very positive	17	17	26	14	11	21	16
Somewhat positive	29	29	39	29	30	18	25
Neither positive nor negative	12	9	9	12	14	11	15
Somewhat negative	18	29	8	19	21	19	18
Very negative	20	9	15	21	22	26	24
Don't know	4	6	3	4	2	6	1



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TOP2	45	47	61	44	31	43	54
BTM2	38	39	24	39	51	41	18
Very positive	17	12	24	20	7	16	20
Somewhat positive	29	34	38	24	23	26	35
Neither positive nor negative	12	11	12	12	12	12	28
Somewhat negative	18	20	11	18	22	21	13
Very negative	20	18	13	21	29	21	5
Don't know	4	4	3	5	7	4	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1022	169	226	424	203
TOP2	45	42	53	41	49
BTM2	38	44	29	41	37
Very positive	17	17	18	14	20
Somewhat positive	29	25	35	26	29
Neither positive nor negative	12	9	13	14	9
Somewhat negative	18	21	10	21	18
Very negative	20	23	19	20	18
Don't know	4	5	5	4	5



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Voter Ballot Intention

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TOP2	45	24	76	58	47	31
BTM2	38	59	13	27	30	57
Very positive	17	5	34	23	17	4
Somewhat positive	29	19	42	35	30	27
Neither positive nor negative	12	14	10	9	13	9
Somewhat negative	18	26	10	13	15	19
Very negative	20	33	3	15	15	38
Don't know	4	4	1	5	10	3

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