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FR: Robert P. Jones, CEO

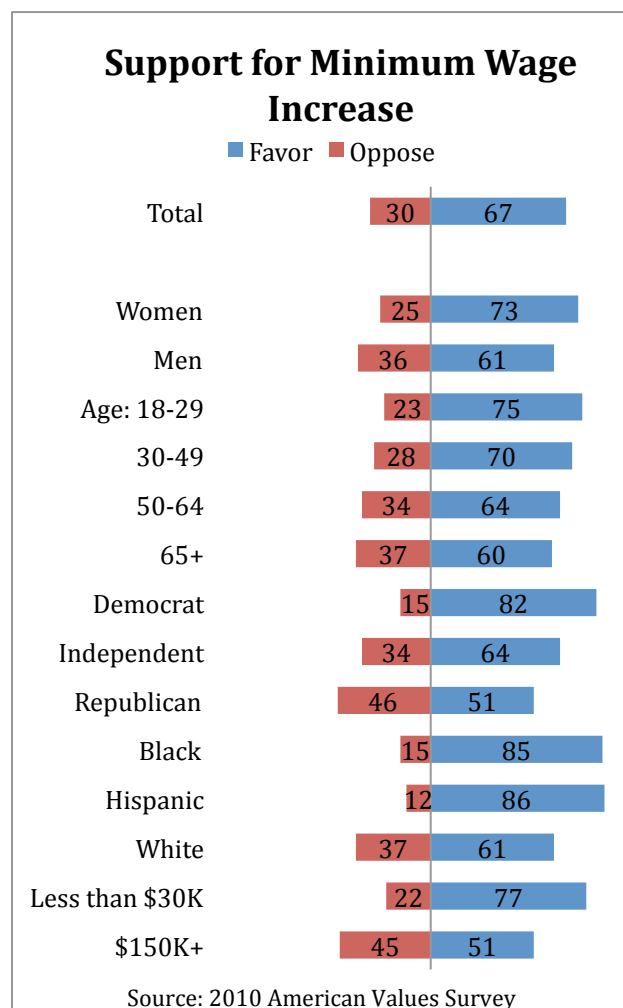
RE: Broad, Strong Support for Increasing the Minimum Wage and Indexing to the Cost of Living

New PRRI polling has uncovered broad, strong support in the general public both for increasing the minimum wage from \$7.25 per hour to \$10 per hour, and for indexing the minimum wage to keep up with the cost of living. The minimum wage increase question was included on the American Values survey, a telephone survey conducted among a random sample of 3,013 American adults between September 1-14, 2010. The cost of living indexing question was included on the September PRRI Omnibus Survey, a telephone survey conducted among a random sample of 1,007 American adults between September 9-12, 2010.

Increasing the Minimum Wage

Despite the poor prevailing economic conditions, Americans are broadly supportive of increasing the minimum wage from \$7.25 an hour to \$10 an hour. More than two-thirds (67%) of the American public favor raising the minimum wage to \$10 an hour; 3-in-10 oppose such an increase.

Women are significantly more supportive of increasing the minimum wage than men (73% to 61%), and young adults (age 18 to 29) are more supportive than Americans age 65 and older (75% to 60%). More than three-quarters of Americans with household incomes less than \$30,000 per year support a hike in the minimum wage; even a slim majority



(51%) of Americans with household incomes of \$150,000 per year support such an increase, although 45% oppose it. African Americans and Hispanics are among the strongest advocates for raising the minimum wage: more than 8-in-10 of each group support raising the minimum wage to \$10 per hour (85% and 86% respectively).

There are also significant political and religious differences. More than 8-in-10 Democrats support increasing minimum wage, as do nearly two-thirds (64%) of political independents. A slim majority (51%) of Republicans also support raising the minimum wage, although 46% oppose it.

Approximately 6-in-10 white evangelical Protestants (58%) and white mainline Protestants (56%) support a minimum wage increase. The relatively lower support among white mainline Protestants—who tend to be moderate on many social issues—is primarily due to the fact they tend to be older and more affluent. Six-in-ten Catholics support an increase, as do nearly three-quarters (73%) of the religiously unaffiliated.

Indexing the Minimum Wage to Keep Up with Cost of Living

Americans strongly support increasing the minimum wage, but indexing the minimum wage each year to keep up with the cost of living is even more popular. Nearly three-quarters (73%) of the American public agree that the minimum wage should be indexed to keep pace with the increasing cost of living.

The pattern of support across demographic groups mirrors that of the minimum wage increase. However, the differences are not as large on this issue, with strong majorities of every demographic group in support of indexing the minimum wage to keep up with inflation. That said, women (78%), younger Americans (79%) and African Americans (81%) register higher levels of support than men (69%), older Americans (69%) and whites (71%).

Topline Results and Question Wording

Minimum Wage Increase Question (*2010 American Values Survey*)

Q.9 Now, I'd like to get your views on some issues that are being discussed in the country today. All in all, do you strongly favor, favor, oppose, or strongly oppose **[INSERT FIRST TIME; RANDOMIZE]**? What about **[NEXT ITEM]**?

d. Increasing the minimum wage from \$7.25 an hour to \$10.00 an hour

35	Strongly favor
32	Favor
21	Oppose
10	Strongly oppose
<u>2</u>	Don't know/Refused (VOL.)
100	Total

Minimum Wage Index Question (*September PRRI Omnibus Survey*)

Q.5 Now as I read a few statements please tell me whether you completely agree, mostly agree, mostly disagree or completely disagree with each one. The first statement is **[INSERT; RANDOMIZE]**. Next... **[INSERT NEXT]**.

a. The minimum wage should be increased each year to keep up with the cost of living

47	Strongly favor
26	Favor
14	Oppose
11	Strongly oppose
<u>2</u>	Don't know/Refused (VOL.)
100	Total