

Oxfam America and McLaughlin & Associates today released the results of a series of surveys in key 2016 presidential election states that show voter support for an increase in the federal minimum wage. The surveys were conducted among likely Republican caucus and primary voters in Iowa and New Hampshire and likely general election voters in seven swing states. The results show majority support among likely Republican caucus and primary voters for some kind of proposal to increase the federal minimum wage. There is overwhelming support among likely general election voters in key swing states. The numbers suggest that presidential candidates who attack raising the federal minimum wage will not garner much support even among Republican caucus and primary constituencies. In key general election swing states, a clear majority is more likely to vote for a candidate who supports raising the minimum wage.

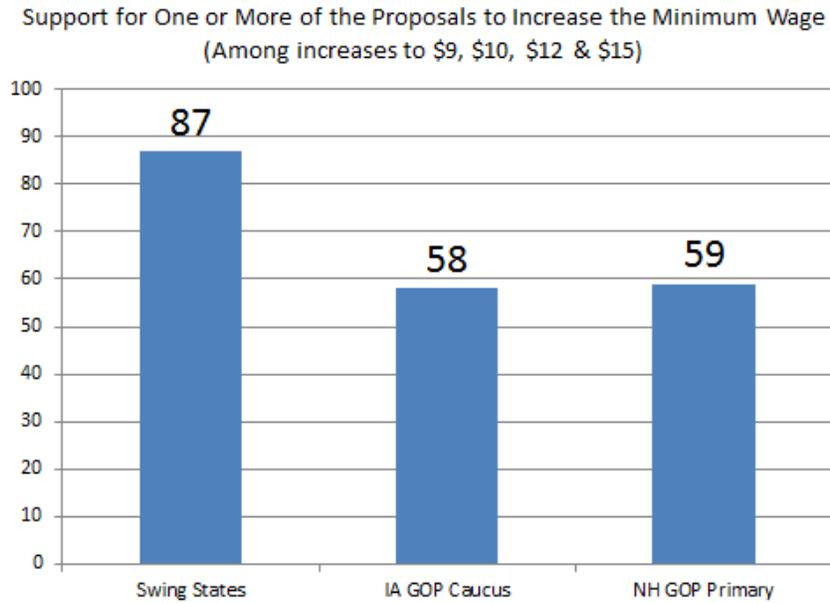
Live telephone surveys among 400 likely Republican Caucus attendees in Iowa and 400 likely Republican primary voters in New Hampshire were conducted August 13-16, 2015. An online survey among 805 likely general election voters in presidential swing states was conducted August 13-18, 2015. The swing states survey included interviews in Colorado, Florida, Iowa, Nevada, New Hampshire, Ohio and Virginia.

By greater than a 3 to 1 ratio (64% to 18%), nearly two-thirds of likely general election voters in key swing states are more likely to vote for a candidate for president supports increasing the federal minimum wage. On the other hand, candidates who attack increasing the federal minimum wage will not be able to attract significantly more votes among Republican caucus and primary voters in the early nominating states. Candidates who support an increase in the federal minimum wage will have an advantage among general election voter segments key to selecting the next president, including Independents, women, voters under 40, non-college educated men and women, and Latino voters.

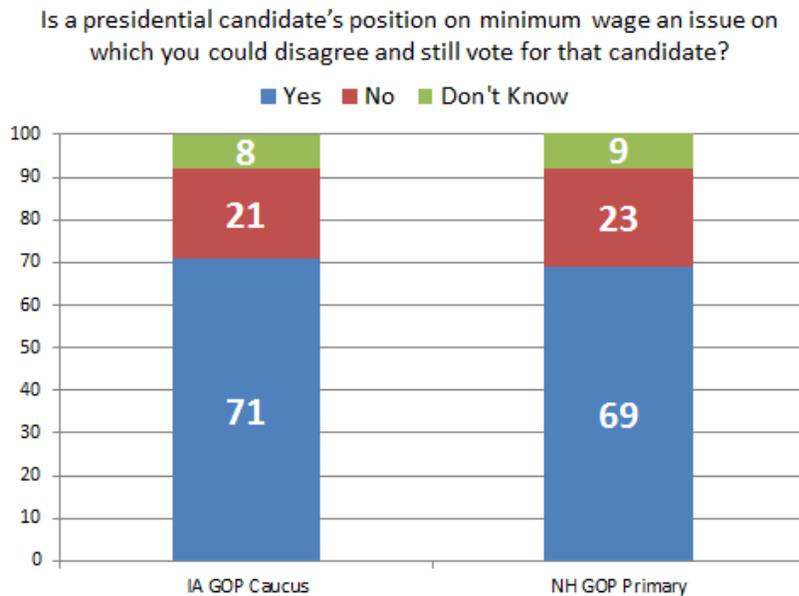
These surveys provide further evidence that supporting or at least being open to reasonable increases in the federal minimum wage can be a winning strategy for the 2016 Republican presidential candidates. By including a federal minimum wage increases as part of a larger economic vision, candidates have an opportunity to maintain their core supporters while appealing to new audiences. Candidates should carefully consider their approach to the minimum wage in order not to alienate a significant number of swing state general election voters.

In early primaries and caucuses, there are few benefits to running against an increase in the federal minimum wage. Less than 13% of likely GOP early caucus or primary voters in Iowa and New Hampshire oppose an increase in the federal minimum wage, and state they would not vote for a presidential candidate who supports an increase. In fact, a majority of New Hampshire GOP primary and Iowa GOP Caucus voters support at least one proposal (among \$9, \$10, \$12 or \$15) to increase the federal minimum wage (58% in Iowa and 59% in New

Hampshire). In the general election swing states, an overwhelming majority (87%) supports at least one proposal.



A large majority of likely Republican caucus attendees (71%) and New Hampshire Republican primary voters (69%) say a presidential candidate’s position on minimum wage is an issue which they can disagree and still vote for that candidate.



In a general election, there are many benefits to supporting an increase in the federal minimum wage.

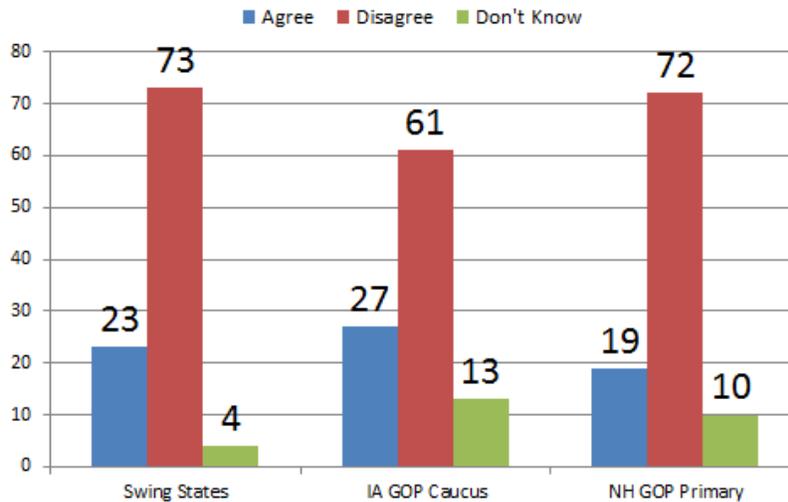
- By greater than a 3 to 1 ratio (64% to 18%), nearly two-thirds are more likely to vote for a candidate who supports increasing the minimum wage.
- A candidate will attract over 46% more voters than they will alienate.
- The net attraction score is strong among key voter segments: Independents (+45), women (+53), under 40 (+57), non-college educated men (+60) and non-college educated women (+56).

Increasing the federal minimum wage is clearly a winning issue in general election swing states. Eighty-seven percent of general election voters support at least one proposal for a federal minimum wage increase. The big majorities cut across party lines: Republicans (77%), Democratic (97%) and Independent (87%). Proposals for minimum wage increases to \$9, \$10, \$12 and \$15, all received support of 50% or higher among the voters in the swing states.

Large numbers of voters report being impacted by wage stagnation. The overwhelming majority of Republican caucus and primary voters in Iowa (88%) and New Hampshire (83%) and the general election swing state voters (76%) are feeling the effects of wage stagnation. They say things are worse off or about the same in terms of income and wages since the recession. A majority also believes that their income and wages will be the same or worse off in the next four years (71% in IA GOP caucus, 67% in NH GOP primary & 54% in general election swing states).

Clear majorities of likely Republican caucus attendees in Iowa (61%), Republican primary voters in New Hampshire (72%) and general election voters in swing states (73%) believe the current federal minimum wage isn't enough money to get by on.

Working full-time on the current federal minimum wage equals about \$290 a week. Do you agree or disagree that the federal minimum wage is enough money to get by on?



Large numbers of voters say that they or a family member would benefit from increasing the federal minimum wage to \$12, and they strongly favor an increase. Roughly 41 percent of voters in swing states report that they or a family member’s personal financial situation would improve if the federal minimum wage were raised to \$12. Candidates who support a wage increase net an enormous +78 points of voters more likely to support their candidacy than report being less likely to support their candidacy among voters reporting they or a family member would benefit from increasing the federal minimum wage in a general election. Those affected almost all support at least one proposal to increase the federal minimum wage (96 percent). Even in the GOP primary, voters reporting that they or a family member would benefit from an increase are much more likely to vote for a candidate supporting an increase than to oppose such a candidate (+38 points).

General election swing state voters prefer to help low-wage working families with policy solutions that raise wages, over solutions that provide tax refunds only. Three in five (63%) voters prefer an approach that would either raise the minimum wage alone or both raise the minimum wage and provide tax refunds. Only 17% favor a tax refund only proposal.

Support for a wage increase grows when the increase is attached to small business tax relief or if it reduces the need for government assistance. A majority of Republican caucus and primary voters in Iowa and New Hampshire are more likely to support a federal minimum wage increase if it reduces the number of people receiving assistance from the government (56% in Iowa & 57% in New Hampshire) or if small businesses would receive a tax reduction to help cover the costs of higher wages (57% in Iowa & 52% in New Hampshire). The numbers are big among general election voters in the swing states (82% and 78% respectively).

Earned sick leave garners enormous support from general election voters in the swing states and majorities from Republican caucus and primary in Iowa and New Hampshire. Virtually 9 in 10 (89%) of swing state voters support a policy to ensure all workers earn paid sick days to care for themselves or family members. This proposal is also supported by 54% of likely Iowa Republican caucus attendees and 59% of likely New Hampshire Republican primary voters.

**Survey Demographics & Profile of Voters Who Support 1 or More Minimum Wage Proposal**

	Purple States		Iowa GOP Caucus		NH GOP Primary	
	Total	Supp. 1+	Total	Supp. 1+	Total	Supp. 1+
TOTAL	100	87	100	58	100	59
Republican	34	30	100	100	65	65
Democrat	40	44	--	--	--	--
Independent	23	24	--	--	35	35
Liberal	33	37	2	3	5	6
Moderate	37	36	18	25	33	40
Conservative	31	27	80	72	62	54
Ag./Small Biz H.H.	15	14	39	36	25	20
Protestant	49	47	68	67	45	45
Catholic	28	28	19	22	32	32
Evangelical (Prot.)	53	52	59	57	43	44
Mean Age	47yr	46yr	57yr	59yr	56yr	55yr
Mean Income	\$62K	\$62K	\$70K	\$70K	\$76K	\$73K
Less Than College	45	47	44	50	44	46
College Graduate	54	52	55	48	53	53
White	70	68	86	84	87	90
Non-White	30	32	7	9	6	3
Men	48	46	50	44	50	47
Women	52	54	50	56	50	53

**Methodology:** A series of surveys were taken in key 2016 presidential election states. Live telephone surveys among 400 likely Republican Caucus attendees in Iowa and 400 likely Republican primary voters in New Hampshire were conducted August 13-16, 2015. An online survey among 805 likely general election voters in Purple States was conducted August 13-18, 2015.

The Iowa and New Hampshire interviews were conducted by professional interviewers via telephone, including 20% wireless phone interviews. Interview selection was at random within predetermined election units. These units were structured to statistically correlate with actual voter distributions in a Republican Caucus in Iowa and Republican Primary in New Hampshire. The online survey in Purple States included 115 interviews in each of the seven targeted states (Colorado, Florida, Iowa, Nevada, New Hampshire, Ohio & Virginia). The interviews were weighted to reflect the states' voter turnout during the 2012 general election.



The accuracy of the sample of 400 likely Republican Caucus attendees and Primary voters is within +/- 4.9% at a 95% confidence interval. The accuracy of the sample of 805 likely general election voters is within +/- 3.4% at a 95% confidence interval.