



## Opinion Poll

### New York Small Businesses Support Higher Minimum Wages for Cities and Counties

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## Main Findings

New York small business owners are still recovering from the Great Recession and doing everything they can to fortify their businesses, and with them, the economy. In order to grow and thrive, entrepreneurs need smart policies that help bolster their bottom lines and fuel the consumer demand that underpins economic success. They believe increasing the minimum wage will do this, and support granting cities and counties the authority to set higher minimum wages above the state level.

According to a scientific opinion poll conducted for Small Business Majority, small business owners in the Empire State support raising the minimum wage because it will boost the economy and alleviate strain on government services, and agree cities and counties in New York should set and increase their own minimum wages to ensure it meets the needs for the cost of living in their area.

Key poll findings include:

- **74% of New York small business owners support raising the minimum wage and indexing it to rise with the cost of living.**
- **Entrepreneurs agree cities and counties in New York should set and increase their own minimum wages above the state's minimum wage to compensate for cost of living:** Two-thirds of small business owners (66%) believe local economies should be allowed to set and increase their own minimum wage to supplement an increase in the state's minimum wage in order to ensure it makes sense for local economies.
- **The vast majority of respondents pay all of their employees more than minimum wage:** A sweeping 84% of small business owners surveyed do not pay any of their employees the minimum wage, currently \$8.00 per hour in New York. Only 16% pay their employees the minimum wage.
- **Entrepreneurs overwhelmingly believe increasing the minimum wage will boost consumer demand for small businesses, helping them grow and hire:** Nearly three-fourths of small business owners (72%) agree increasing the minimum wage would be good for small businesses, and that people will have a higher percentage of their income to spend on goods and services because low-wage earners tend to spend money at local businesses—which will be able to grow and hire new workers. Nearly half (45%) say raising the minimum wage would help make their business more competitive because competitors won't be able to undercut them on labor costs.
- **Small businesses agree raising minimum wage would decrease the pressure on taxpayer-financed government assistance to make up for low wages:** 67% agree that increasing the minimum wage would allow people to afford basic necessities and decrease the pressure on taxpayer-financed government assistance to make up for the low wages paid by some employers, and say it's not right that people working full time at the minimum wage earn near or below the poverty line.
- **Respondents lean Republican:** 45% identified as Republican, 40% as Democrat and 15% as independent or other.

## Methodology

This poll reflects an Internet survey of 100 New York small business owners, conducted by Greenberg Quinlan Rosner Research for Small Business Majority. The sample was drawn from Research Now and has a margin of error of +/-8.56%. The survey was conducted from February 18-25, 2014.

## Poll Toplines

February 18 – February 25, 2014

100 New York small businesses with 100 employees or fewer

Q 1. Do you own your own business?

Yes .....	100
No .....	-
Not sure.....	-

Q 2. How many people are directly employed by your business or company, including yourself?

1 - .....	-
2-5 .....	67
6-10.....	16
11-25 .....	7
26-50 .....	6
51-100.....	4
More than 100.....	-
No Answer.....	-

Q 3. Do you favor or oppose increasing the minimum wage in three stages over two and a half years to \$10.10 per hour and then adjusting it annually to keep pace with the cost of living?

Strongly favor.....	39
Somewhat favor .....	35
Somewhat oppose .....	13
Strongly oppose.....	13
Not Sure/Prefer Not to Say.....	-

**Total favor .....**74

**Total oppose .....**26

**Favor - Oppose.....**14

Q.4 In general, do you agree or disagree that cities and counties in New York should have the ability to determine their own minimum wage rates above the level of the state's minimum wage?

Strongly agree .....	30
Somewhat agree .....	36
Somewhat disagree .....	18
Strongly disagree .....	16
Not Sure/Prefer Not to Say.....	-

**Total agree.....**66

**Total disagree .....**34

**Agree - Disagree.....**32

(ref:MINWAGE5)

Q 5. Do you pay any of your employees the minimum wage?

Yes .....	16
No .....	84
Does not apply to my business .....	-
Not sure .....	-
Prefer not to say .....	-

Below you will find several statements about the minimum wage. Please indicate whether you agree or disagree with each statement.

	<b>Agree</b>	<b>Dis</b>					<b>Total</b>	<b>Total</b>	<b>Agree</b>
	<b>Strng</b>	<b>Not</b>	<b>Dis</b>	<b>Nei-</b>	<b>Not</b>	<b>Not</b>	<b>Agree</b>	<b>Dis</b>	<b>-</b>
	<b>Strng</b>	<b>Strng</b>	<b>Strng</b>	<b>ther</b>	<b>Apply</b>	<b>Sure</b>			<b>Dis</b>

Q 6. Increasing the minimum wage would be good for small businesses. It means people will have a higher percentage of their income to spend on goods and services and it is proven that low-wage earners tend to spend money at local neighborhood businesses who will be able to grow and hire new workers.

29	43	13	16	-	-	-	<b>71</b>	<b>29</b>	<b>43</b>
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Q 7. If the minimum wage is raised, my business competitors won't be able to undercut me on labor costs, which will make my business more competitive.

10	35	24	30	-	-	-	<b>45</b>	<b>55</b>	<b>-9</b>
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Below you will find a pair of statements about the minimum wage. Please indicate whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

<b>1st</b>	<b>1st</b>	<b>2nd</b>	<b>2nd</b>			<b>Does</b>		<b>Total</b>	<b>Total</b>
<b>Stmt</b>	<b>Stmt</b>	<b>Stmt</b>	<b>Stmt</b>	<b>Both</b>	<b>Nei-</b>	<b>Not</b>	<b>Not</b>	<b>1st</b>	<b>2nd</b>
<b>Much</b>	<b>Smwt</b>	<b>Smwt</b>	<b>Much</b>		<b>ther</b>	<b>Apply</b>	<b>Sure</b>	<b>Stmt</b>	<b>Stmt</b>

Q 8. It is not right that people working full time earn just \$15,080 a year at the minimum wage, which is significantly lower than it was in the 1960s, adjusting for inflation. Increasing the minimum wage would allow people to afford basic necessities and decrease the pressure on taxpayer-financed government assistance to make up for the low wages paid by some employers.

OR

We cannot afford to increase the minimum wage because it will increase labor costs and lead to lower profits, higher prices and job losses. It will hurt business, reduce our ability to compete economically, make employers less likely to hire and hurt the people it's supposed to help and increase unemployment among young people who are already struggling.

39	28	16	18	-	-	-	-	<b>66</b>	<b>34</b>
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Q 9. These last questions are for statistical purposes only: Which ONE of the following categories best describes your business?

Retail (such as a shop or store) .....	19
Finance and insurance .....	11
Arts, entertainment and recreation .....	7
Real estate.....	8
Retail services (such as car repair, home repair, landscaping) .....	5
Whole sale trade .....	11
Information technology.....	4
Scientific and technical services.....	5
Administrative support and accounting .....	10
Construction .....	8
Manufacturing.....	2
Restaurant .....	1
Legal.....	4
Medical or dental.....	2
Agriculture.....	1
Other .....	1
Not Sure/Prefer Not to Say .....	-

Q 10. In what year were you born?

18 - 24 .....	0
25 - 29 .....	2
30 - 34.....	5
35 - 39 .....	6
40 - 44.....	14
45 - 49 .....	8
50 - 54 .....	17
55 - 59 .....	16
60 - 64.....	11
65 and over .....	21
(No answer) .....	-

Q 11. Generally speaking, do you think of yourself as a Republican, a Democrat, or an Independent?

Democrat .....	26
Independent-lean Democrat .....	14
Independent .....	15
Independent-lean Republican.....	11
Republican .....	34
Other .....	-
(Don't know/Refused).....	0

Q 12. For statistical purposes only, indicate which of the categories below best describes the gross revenue of your business in 2013?

Less than \$100,000 .....	19
\$100,000 to under \$250,000 .....	24
\$250,000 to under \$500,000 .....	13
\$500,000 to under \$1 million .....	11
\$1 million to under \$2 million .....	14
\$2 million or under \$5 million .....	7
\$5 million or more .....	10
Don't know .....	-
Prefer not to say .....	1
<b>Under \$500K .....</b>	<b>57</b>
<b>\$500K or more .....</b>	<b>42</b>

Q 13. For statistical purposes only, which of the categories below best describes your family's personal income-including any pass through income from your business- in 2013?

Less than \$50,000 .....	10
\$50,000-\$99,999 .....	30
\$100,000-\$249,999 .....	37
\$250,000-\$999,999 .....	20
Over \$1 million .....	1
Don't know .....	-
Prefer not to say .....	1
<b>Under \$100,000 .....</b>	<b>40</b>
<b>\$100,000-\$999,999 .....</b>	<b>58</b>

Q 14. What is your race?

White .....	81
African American or Black .....	5
Hispanic or Latino .....	5
Asian or Pacific Islander .....	4
American Indian or Native American .....	-
Other .....	4
Biracial or multiracial .....	-
Prefer Not to Say .....	-

Q 15. What is your gender?

Male .....	63
Female .....	37