

Small Businesses Support Raising the Minimum Wage to \$12

Small business owners are doing everything they can to grow their businesses in our slowly-recovering economy. In order to thrive, entrepreneurs need smart policies that help bolster their bottom lines and fuel the consumer demand that underpins economic success. They believe increasing the federal minimum wage will help do this. According to a national scientific opinion poll conducted for Small Business Majority by Public Policy Polling, **60% of small businesses nationwide** support gradually raising the federal minimum wage to \$12 per hour by 2020 and adjusting it annually to keep pace with the cost of living. Nearly half of small businesses (45%) *strongly support* increasing the minimum wage to \$12 per hour.

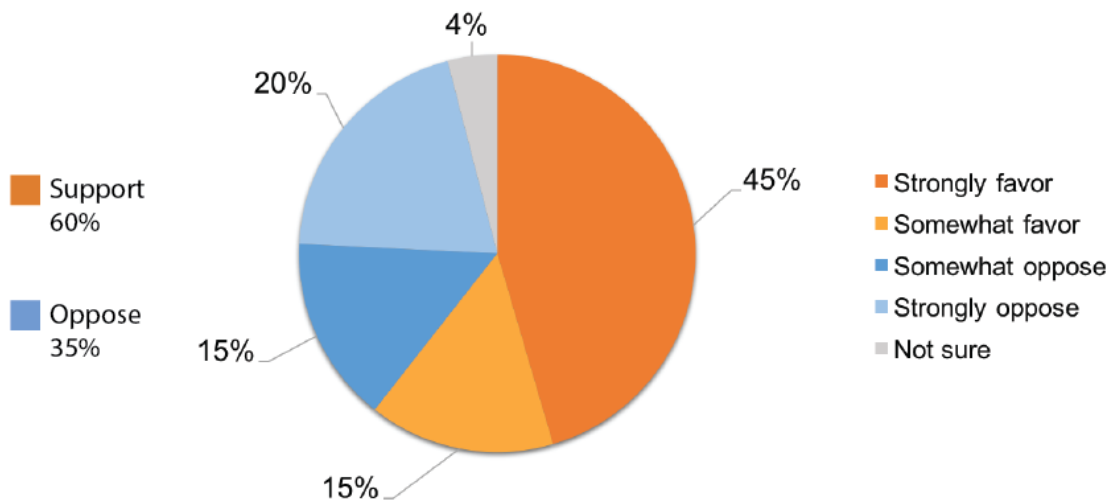
Additional poll findings include:

- Half of poll respondents (50%) pay their lowest paid employee \$12 per hour and under.
- Of those paying \$12 per hour and under—the group that would be directly impacted by a minimum wage increase—nearly 6 in 10 (58%) support raising the minimum wage to \$12.
- 56% of small businesses in the retail and restaurant industries combined support raising the minimum wage to \$12 per hour.

As we have learned in prior polling, small businesses support increasing the minimum wage because it would immediately put more money in the pocket of low-wage workers who will then spend the money on things like housing, food, and gas. This boost in demand for goods and services will help stimulate the economy and help create opportunities.

Increasing our federal minimum wage finds broad support among small business owners across a range of industries and political persuasions, showing small businesses do not view the issue through an ideological lens. The respondents in fact reflect a Republican majority—with 52% of small business owners identifying as Republican or independent-leaning Republican, 40% as Democrat or independent-leaning Democrat and 8% as pure independent.

60% of Small Business Owners Favor Raising the Federal Minimum Wage to \$12 an hour



Methodology

This poll reflects a telephone survey of 799 small business owners across the country, conducted by Public Policy Polling for Small Business Majority with a margin of error of +/- 3.5%. The survey was conducted from July 17-19, 2015.

Poll Top Lines

Small Business Majority
July 17-19, 2015
799 Small Business Owners Nationwide

Q1. Are you the owner of a small business?

Yes	100%
No	0%

Q2. How many people are directly employed by your business, including yourself: is it just you, is it between 2 and 5 employees, is between 6 and 10 employees, is it between 11 and 25 employees, is it between 26 and 50 employees, is it between 51 and 100 employees, or is it more than 100 employees?

Just you	0%
2 to 5 employees	68%
6 to 10 employees	16%
11 to 25 employees	8%
26 to 50 employees	7%
51 to 100 employees	1%
More than 100 employees	0%

Q3. Would you strongly favor, somewhat favor, somewhat oppose or strongly oppose a gradual increase in the federal minimum wage to \$12 an hour by 2020, with annual adjustments after that to keep pace with the cost of living and inflation?

Strongly favor	45%
Somewhat favor	15%
Somewhat oppose	15%
Strongly oppose	20%
Not sure	4%

Q4. What do you pay your lowest wage employee: minimum wage, between minimum wage and \$12 an hour, between \$12 and \$12.50 an hour, between \$12.50 and \$13 an hour between \$13 and \$14 an hour, between \$14 and \$15 an hour, or more than \$15 an hour?

Minimum wage	11%
Minimum wage to \$12.00 an hour	39%

\$12.00 to \$12.50 an hour	11%
\$12.50 to \$13.00 an hour	5%
\$13.00 to \$14.00 an hour	7%
\$14.00 to \$15.00 an hour	7%
More than \$15.00 an hour	20%

Q5. If you are a woman, press 1. If a man, press 2.

Woman	50%
Man.....	50%

Q6. If you are a Democrat, press 1. If a Republican, press 2. If an independent, press 3.

Democrat	32%
Republican.....	42%
Independent	26%

Q7. (If Independent) Do you think of yourself as closer to the Democratic or Republican Party?

Closer to the Democratic Party	32%
Closer to the Republican Party	39%
Neither.....	29%

Q8. If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

Hispanic	10%
White	70%
African American	13%
Other.....	7%

Q9. If you are 18 to 45 years old, press 1. If 46 to 65, press 2. If you are older than 65, press 3.

18 to 45	21%
46 to 65.....	60%
Older than 65.....	19%

Q10. Which of the following categories best describes your business: professional services; retail sales; wholesale trade; education, healthcare or a not-for-profit organization; construction; manufacturing; agriculture; a restaurant; other food services or production, or something else?

Professional services	44%
Retail services.....	11%

Wholesale trade.....	4%
Education, healthcare, or a not-for-profit organization	5%
Construction.....	11%
Manufacturing.....	2%
Agriculture.....	10%
A restaurant.....	3%
Other food services or production	1%
Something else	9%

Business type	Increase the Minimum Wage Favor/Oppose				
	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	Not sure
Base	45%	15%	15%	20%	4%
Professional services	51%	14%	10%	22%	4%
Retail sales	51%	13%	13%	15%	8%
Wholesale trade	53%	13%	6%	28%	–
Education, healthcare, or a not-for-profit organization	65%	12%	10%	11%	2%
Construction	34%	27%	21%	16%	2%
Manufacturing	27%	21%	20%	27%	4%
Agriculture	34%	12%	27%	26%	1%
A restaurant	9%	18%	27%	43%	4%
Other food services or production	35%	–	58%	8%	–
Something else	42%	19%	17%	15%	8%

Lowest Paid Employee Wage

	Base	Minimum Wage	Min Wage to \$12.00 an hour	\$12.00 to \$12.50 an hour	\$12.50 to \$13.00 an hour	\$13.00 to \$14.00 an hour	\$14.00 to \$15.00 an hour	More than \$15.00 an hour
Increase Minimum Wage Favor/Oppose								
Strongly favor	45%	30%	45%	54%	42%	43%	42%	52%
Somewhat favor	15%	14%	17%	9%	24%	12%	12%	17%
Somewhat oppose	15%	13%	15%	17%	17%	14%	27%	11%
Strongly oppose	20%	39%	22%	11%	17%	23%	12%	15%
Not sure	4%	4%	1%	8%	–	8%	7%	4%