



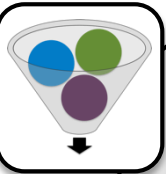
BC FEDERATION OF LABOUR BC VIEWS ON THE MINIMUM WAGE

Simplified *Understanding*

November 24, 2014



Methodology



- The results included in this presentation are based on an online study conducted from November 18 to November 21, 2014, among 801 British Columbians aged 18+ who are *Your Insights* panel members.
- *Your Insights* is Insights West's in-house access panel offering on-demand samples for both clients and research suppliers looking for Western Canadian populations. The data has been statistically weighted according to Canadian census figures for British Columbia for age, gender and region.
- Results have a margin of error of ± 3.5 percentage points, 19 times out of 20.

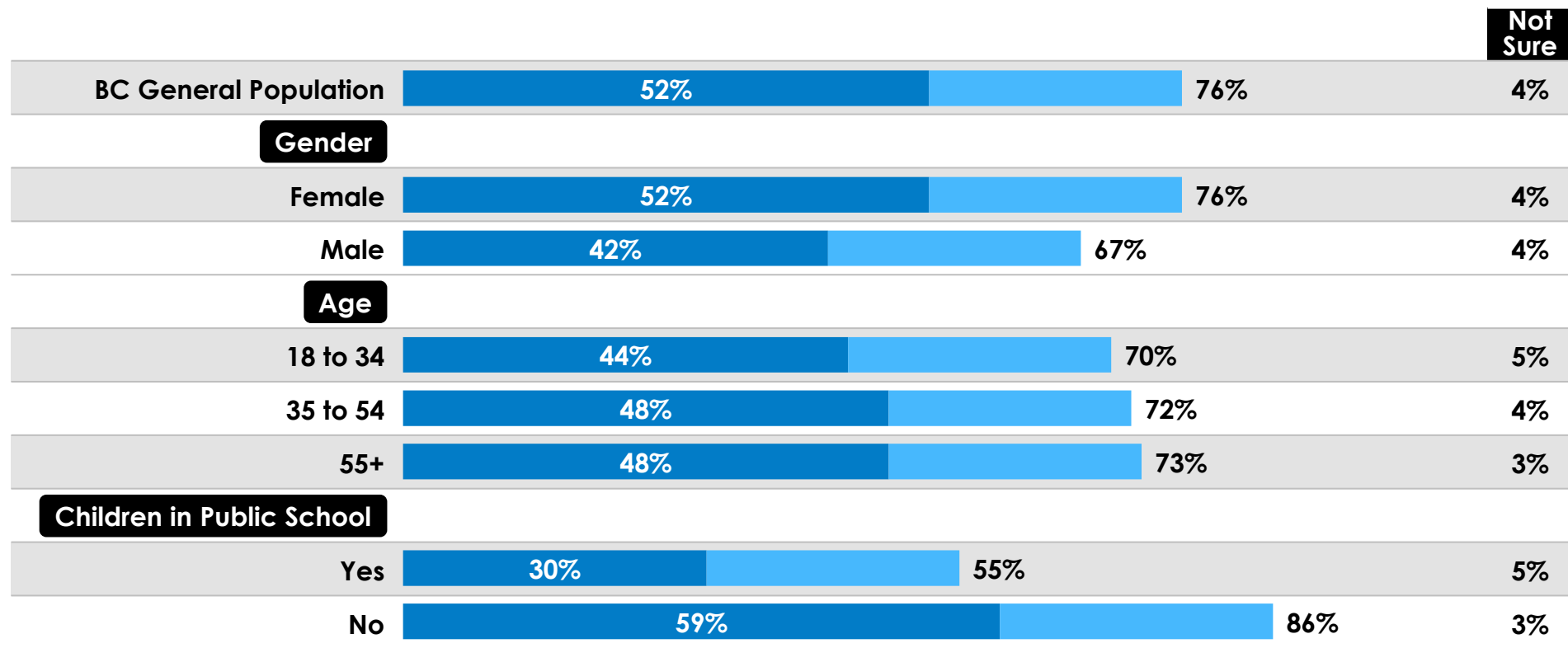


DETAILED RESULTS



Three-in-four BC residents (76%) believe the minimum wage should be increased to \$15/hr—including a majority of BC Liberal voters in 2013.

\$15/hr Minimum Wage



■ Definitely ■ Probably

Base: All respondents (n=801)

The current minimum wage in British Columbia is \$10.25/hr (and \$9/hr for liquor servers). As you may know, a number of cities across North America have recently increased their minimum wage to \$15/hr. A \$15/hr minimum wage would finally put a full-time worker above the poverty line. All things considered, do you believe the minimum wage in British Columbia should be increased to \$15/hr?



High level of agreement from residents on making a “significant and immediate” increase to the minimum wage, as well as eliminating the liquor server wage.

Proposals on the Minimum Wage

Disagree

Agree

Not Sure

12% 3%

Making a significant and immediate increase to the minimum wage

48%

75%

3%

6% 7%

Reviewing and adjusting the minimum wage on a regular basis

58%

93%

1%

16% 4%

Eliminating the liquor server wage (\$9) so that liquor servers receive the same minimum wage as other workers

49%

78%

6%

Somewhat disagree ■ Strongly disagree ■

■ Strongly agree ■ Somewhat agree

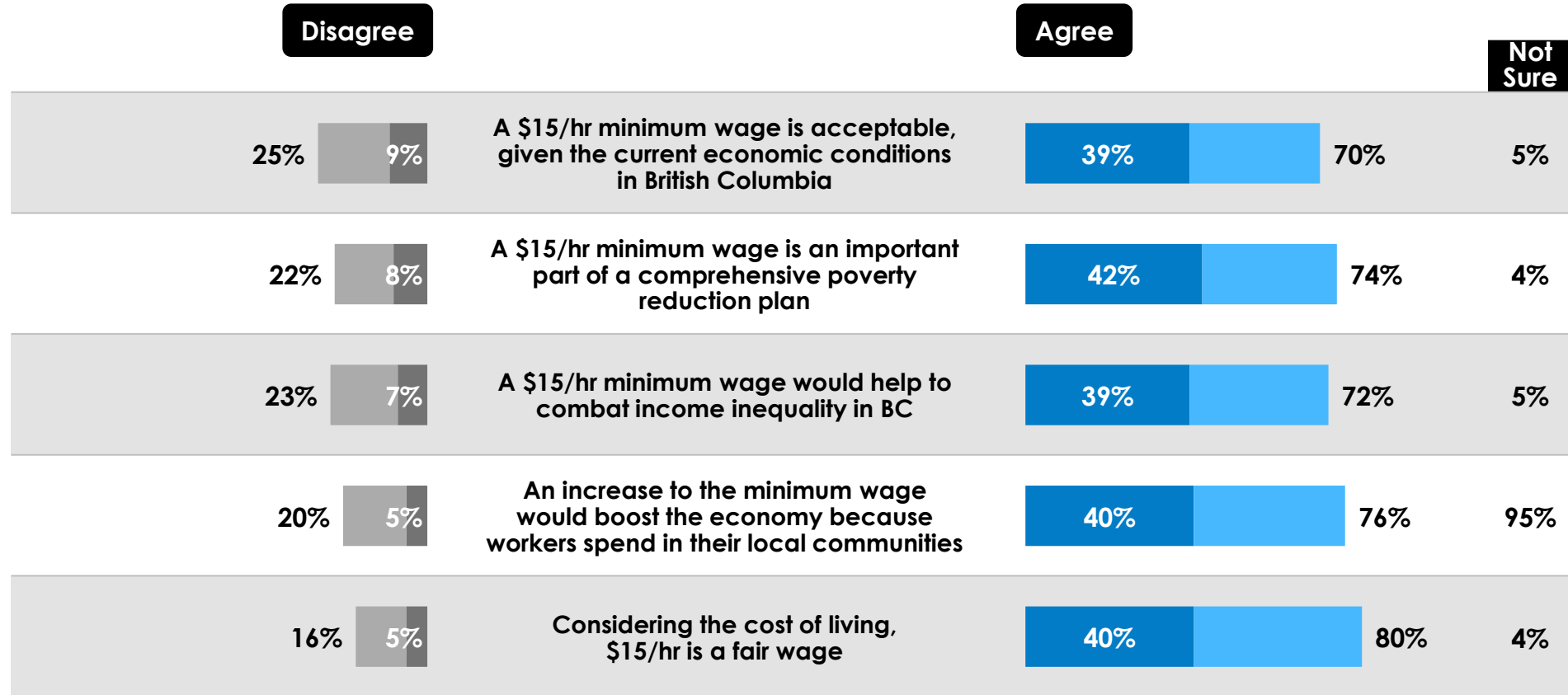
Base: All respondents (n=801)

Thinking about British Columbia, do you support or oppose each of the following proposals?



At least seven-in-ten residents agree with the rationale for change, and four-in-five believe that \$15/hr is a fair wage considering the cost of living.

Views on a \$15/hr Minimum Wage



Somewhat disagree ■ Strongly disagree ■ Strongly agree ■ Somewhat agree

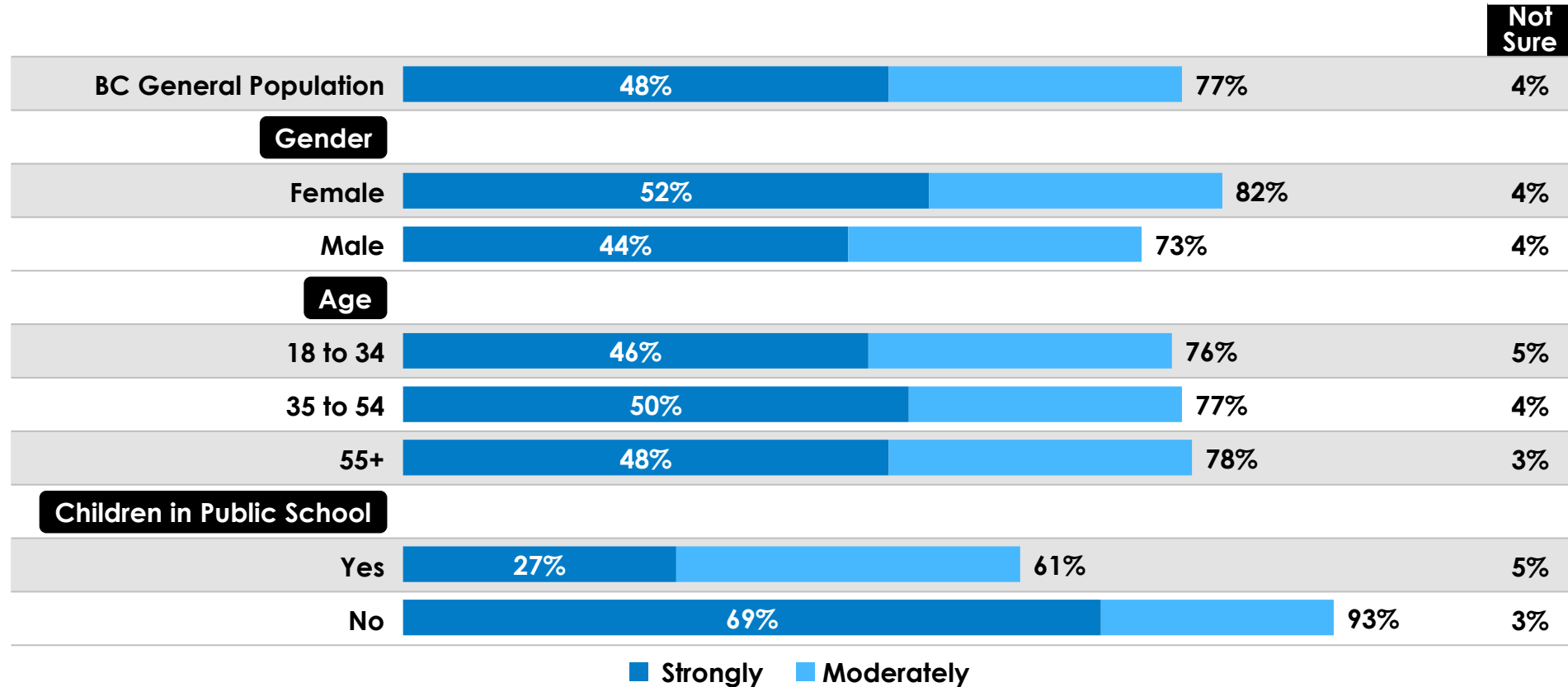
Base: All respondents (n=801)

From what you have seen, read or heard, do you agree or disagree with each of the following statements?



Three-in-five residents—and nine-in-ten provincial NDP voters—think fighting for a higher minimum wage is important for the labour movement.

Labour Movement and Minimum Wage



Base: All respondents (n=801)

Do you agree or disagree with this statement? – “I believe it is an important job for the labour movement to fight for a higher minimum wage for British Columbians”



*For more information on this study,
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Simplified *Understanding*

A decorative graphic at the bottom of the slide consists of a network of interconnected nodes and lines, rendered in a light grey color. The nodes are represented by circles of varying sizes, and the lines are thin and dashed, creating a complex web-like pattern.