

# OPIGRAM

August 30 - 31, 2013



## 1. Support for changing minimum wage

Do you think the federal minimum wage should be changed?

|                              | Gender       |            |            | Age        |            |            |            | Party ID   |             |            | Voter Registration |                |
|------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|--------------------|----------------|
|                              | Total        | Male       | Female     | 18-29      | 30-44      | 45-64      | 65+        | Democrat   | Independent | Republican | Registered         | Not registered |
| Yes, increased significantly | 35%          | 31%        | 39%        | 33%        | 34%        | 38%        | 33%        | 53%        | 34%         | 10%        | 35%                | 40%            |
| Yes, increased a little bit  | 28%          | 25%        | 31%        | 27%        | 25%        | 28%        | 33%        | 34%        | 26%         | 23%        | 29%                | 24%            |
| No, it should not be changed | 22%          | 27%        | 18%        | 19%        | 24%        | 21%        | 26%        | 7%         | 20%         | 49%        | 24%                | 10%            |
| Yes, decreased a little bit  | 2%           | 1%         | 2%         | 2%         | 2%         | 2%         | 2%         | 0%         | 3%          | 2%         | 2%                 | 3%             |
| Yes, decreased significantly | 5%           | 9%         | 2%         | 6%         | 4%         | 6%         | 3%         | 1%         | 6%          | 10%        | 5%                 | 7%             |
| Not sure                     | 8%           | 7%         | 8%         | 13%        | 11%        | 5%         | 3%         | 5%         | 12%         | 5%         | 6%                 | 16%            |
| Totals (Unweighted N)        | 100% (1,000) | 100% (479) | 100% (521) | 100% (214) | 100% (279) | 100% (354) | 100% (153) | 100% (336) | 100% (422)  | 100% (242) | 100% (891)         | 100% (109)     |

|                              | Race         |            |           |           | Education             |             |              |              |           | Region     |            |            |            |
|------------------------------|--------------|------------|-----------|-----------|-----------------------|-------------|--------------|--------------|-----------|------------|------------|------------|------------|
|                              | Total        | White      | Black     | Hispanic  | Less than high school | High school | Some college | College grad | Post grad | Northeast  | Midwest    | South      | West       |
| Yes, increased significantly | 35%          | 32%        | 52%       | 38%       | 28%                   | 40%         | 35%          | 31%          | 34%       | 42%        | 38%        | 32%        | 32%        |
| Yes, increased a little bit  | 28%          | 28%        | 29%       | 27%       | 37%                   | 27%         | 29%          | 27%          | 26%       | 27%        | 29%        | 31%        | 24%        |
| No, it should not be changed | 22%          | 25%        | 6%        | 19%       | 14%                   | 22%         | 22%          | 27%          | 26%       | 18%        | 22%        | 22%        | 27%        |
| Yes, decreased a little bit  | 2%           | 2%         | —         | 1%        | —                     | 1%          | 3%           | 3%           | 2%        | 1%         | 1%         | 2%         | 3%         |
| Yes, decreased significantly | 5%           | 6%         | 2%        | 4%        | 7%                    | 4%          | 5%           | 6%           | 4%        | 6%         | 4%         | 5%         | 4%         |
| Not sure                     | 8%           | 6%         | 11%       | 11%       | 14%                   | 7%          | 7%           | 6%           | 8%        | 6%         | 6%         | 8%         | 9%         |
| Totals (Unweighted N)        | 100% (1,000) | 100% (821) | 100% (98) | 100% (81) | 100% (29)             | 100% (290)  | 100% (403)   | 100% (184)   | 100% (94) | 100% (176) | 100% (232) | 100% (381) | 100% (211) |

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## 2. Heard of fast food workers strike

How much have you heard or read about fast food workers going on strike?

|                          | Gender          |               |               | Age           |               |               |               | Party ID      |               |               | Voter Registration |                |
|--------------------------|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------------|----------------|
|                          | Total           | Male          | Female        | 18-29         | 30-44         | 45-64         | 65+           | Democrat      | Independent   | Republican    | Registered         | Not registered |
| Heard a lot              | 30%             | 33%           | 27%           | 24%           | 23%           | 33%           | 39%           | 28%           | 30%           | 33%           | 32%                | 10%            |
| Heard a little           | 49%             | 49%           | 48%           | 47%           | 49%           | 51%           | 45%           | 48%           | 47%           | 53%           | 49%                | 44%            |
| Heard nothing at all     | 22%             | 18%           | 25%           | 29%           | 28%           | 16%           | 16%           | 25%           | 23%           | 15%           | 19%                | 46%            |
| Totals<br>(Unweighted N) | 100%<br>(1,000) | 100%<br>(479) | 100%<br>(521) | 100%<br>(214) | 100%<br>(279) | 100%<br>(354) | 100%<br>(153) | 100%<br>(336) | 100%<br>(422) | 100%<br>(242) | 100%<br>(891)      | 100%<br>(109)  |

|                          | Total           | Race          |              |              | Education             |               |               |               |              | Region        |               |               |               |
|--------------------------|-----------------|---------------|--------------|--------------|-----------------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|
|                          |                 | White         | Black        | Hispanic     | Less than high school | High school   | Some college  | College grad  | Post grad    | Northeast     | Midwest       | South         | West          |
| Heard a lot              | 30%             | 31%           | 22%          | 31%          | 14%                   | 27%           | 34%           | 28%           | 44%          | 34%           | 31%           | 26%           | 32%           |
| Heard a little           | 49%             | 50%           | 41%          | 48%          | 44%                   | 50%           | 48%           | 53%           | 42%          | 43%           | 51%           | 51%           | 47%           |
| Heard nothing at all     | 22%             | 19%           | 37%          | 21%          | 42%                   | 23%           | 18%           | 19%           | 14%          | 23%           | 19%           | 23%           | 21%           |
| Totals<br>(Unweighted N) | 100%<br>(1,000) | 100%<br>(821) | 100%<br>(98) | 100%<br>(81) | 100%<br>(29)          | 100%<br>(290) | 100%<br>(403) | 100%<br>(184) | 100%<br>(94) | 100%<br>(176) | 100%<br>(232) | 100%<br>(381) | 100%<br>(211) |

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## 3. Support for striking fast food workers

Do you support or oppose fast food workers going on strike for higher wages?

|                          | Gender          |               |               | Age           |               |               |               | Party ID      |               |               | Voter Registration |                |
|--------------------------|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------------|----------------|
|                          | Total           | Male          | Female        | 18-29         | 30-44         | 45-64         | 65+           | Democrat      | Independent   | Republican    | Registered         | Not registered |
| Strongly support         | 25%             | 24%           | 27%           | 26%           | 25%           | 26%           | 25%           | 38%           | 24%           | 7%            | 25%                | 26%            |
| Somewhat support         | 26%             | 24%           | 27%           | 25%           | 27%           | 25%           | 26%           | 32%           | 24%           | 19%           | 25%                | 28%            |
| Somewhat oppose          | 15%             | 15%           | 14%           | 17%           | 15%           | 15%           | 12%           | 11%           | 15%           | 20%           | 15%                | 11%            |
| Strongly oppose          | 20%             | 26%           | 15%           | 16%           | 16%           | 22%           | 27%           | 7%            | 21%           | 40%           | 22%                | 10%            |
| Not sure                 | 14%             | 10%           | 17%           | 16%           | 17%           | 12%           | 10%           | 12%           | 15%           | 13%           | 13%                | 24%            |
| Totals<br>(Unweighted N) | 100%<br>(1,000) | 100%<br>(479) | 100%<br>(521) | 100%<br>(214) | 100%<br>(279) | 100%<br>(354) | 100%<br>(153) | 100%<br>(336) | 100%<br>(422) | 100%<br>(242) | 100%<br>(891)      | 100%<br>(109)  |

|                          | Total           | Race          |              |              | Education             |               |               |               |              | Region        |               |               |               |
|--------------------------|-----------------|---------------|--------------|--------------|-----------------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|
|                          |                 | White         | Black        | Hispanic     | Less than high school | High school   | Some college  | College grad  | Post grad    | Northeast     | Midwest       | South         | West          |
| Strongly support         | 25%             | 22%           | 35%          | 34%          | 37%                   | 23%           | 23%           | 23%           | 33%          | 32%           | 26%           | 25%           | 19%           |
| Somewhat support         | 26%             | 26%           | 24%          | 28%          | 18%                   | 27%           | 28%           | 30%           | 15%          | 29%           | 24%           | 26%           | 25%           |
| Somewhat oppose          | 15%             | 16%           | 10%          | 14%          | 5%                    | 15%           | 17%           | 16%           | 15%          | 10%           | 17%           | 11%           | 23%           |
| Strongly oppose          | 20%             | 23%           | 6%           | 18%          | 18%                   | 21%           | 19%           | 21%           | 24%          | 18%           | 22%           | 20%           | 20%           |
| Not sure                 | 14%             | 13%           | 25%          | 7%           | 22%                   | 14%           | 13%           | 11%           | 12%          | 11%           | 11%           | 18%           | 13%           |
| Totals<br>(Unweighted N) | 100%<br>(1,000) | 100%<br>(821) | 100%<br>(98) | 100%<br>(81) | 100%<br>(29)          | 100%<br>(290) | 100%<br>(403) | 100%<br>(184) | 100%<br>(94) | 100%<br>(176) | 100%<br>(232) | 100%<br>(381) | 100%<br>(211) |

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## 4. Live off minimum wage

Could you live off earning only the federal minimum wage of \$7.25 an hour (\$290 per week before taxes)?

|                | Gender  |       |        | Age   |       |       |       | Party ID |             |            | Voter Registration |                |
|----------------|---------|-------|--------|-------|-------|-------|-------|----------|-------------|------------|--------------------|----------------|
|                | Total   | Male  | Female | 18-29 | 30-44 | 45-64 | 65+   | Democrat | Independent | Republican | Registered         | Not registered |
| Yes            | 14%     | 16%   | 13%    | 19%   | 12%   | 15%   | 11%   | 10%      | 14%         | 22%        | 14%                | 16%            |
| No             | 74%     | 74%   | 75%    | 64%   | 79%   | 76%   | 78%   | 83%      | 73%         | 63%        | 76%                | 63%            |
| Not sure       | 11%     | 10%   | 13%    | 18%   | 10%   | 9%    | 11%   | 7%       | 12%         | 16%        | 10%                | 22%            |
| Totals         | 100%    | 100%  | 100%   | 100%  | 100%  | 100%  | 100%  | 100%     | 100%        | 100%       | 100%               | 100%           |
| (Unweighted N) | (1,000) | (479) | (521)  | (214) | (279) | (354) | (153) | (336)    | (422)       | (242)      | (891)              | (109)          |

|                | Race    |       |       |          | Education             |             |              |              |           | Region    |         |       |       |
|----------------|---------|-------|-------|----------|-----------------------|-------------|--------------|--------------|-----------|-----------|---------|-------|-------|
|                | Total   | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West  |
| Yes            | 14%     | 14%   | 13%   | 15%      | 11%                   | 13%         | 15%          | 16%          | 16%       | 11%       | 16%     | 13%   | 17%   |
| No             | 74%     | 74%   | 75%   | 78%      | 63%                   | 79%         | 73%          | 76%          | 72%       | 79%       | 72%     | 73%   | 75%   |
| Not sure       | 11%     | 12%   | 12%   | 7%       | 26%                   | 8%          | 11%          | 8%           | 12%       | 10%       | 11%     | 14%   | 8%    |
| Totals         | 100%    | 100%  | 100%  | 100%     | 100%                  | 100%        | 100%         | 100%         | 100%      | 100%      | 100%    | 100%  | 100%  |
| (Unweighted N) | (1,000) | (821) | (98)  | (81)     | (29)                  | (290)       | (403)        | (184)        | (94)      | (176)     | (232)   | (381) | (211) |

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## 5. Happy if living off minimum wage

Do you think you could be happy if you were only earning the federal minimum wage?

|                | Gender  |       |        | Age   |       |       |       | Party ID |             |            | Voter Registration |                |
|----------------|---------|-------|--------|-------|-------|-------|-------|----------|-------------|------------|--------------------|----------------|
|                | Total   | Male  | Female | 18-29 | 30-44 | 45-64 | 65+   | Democrat | Independent | Republican | Registered         | Not registered |
| Yes            | 13%     | 13%   | 13%    | 14%   | 13%   | 12%   | 16%   | 11%      | 10%         | 22%        | 13%                | 14%            |
| No             | 74%     | 76%   | 73%    | 68%   | 77%   | 78%   | 71%   | 80%      | 73%         | 67%        | 75%                | 66%            |
| Not sure       | 13%     | 11%   | 14%    | 19%   | 10%   | 10%   | 13%   | 9%       | 17%         | 11%        | 12%                | 19%            |
| Totals         | 100%    | 100%  | 100%   | 100%  | 100%  | 100%  | 100%  | 100%     | 100%        | 100%       | 100%               | 100%           |
| (Unweighted N) | (1,000) | (479) | (521)  | (214) | (279) | (354) | (153) | (336)    | (422)       | (242)      | (891)              | (109)          |

|                | Total   | Race  |       |          | Education             |             |              |              |           | Region    |         |       |       |
|----------------|---------|-------|-------|----------|-----------------------|-------------|--------------|--------------|-----------|-----------|---------|-------|-------|
|                |         | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | Northeast | Midwest | South | West  |
| Yes            | 13%     | 14%   | 13%   | 9%       | 15%                   | 14%         | 12%          | 13%          | 15%       | 17%       | 14%     | 10%   | 15%   |
| No             | 74%     | 74%   | 70%   | 81%      | 56%                   | 74%         | 77%          | 80%          | 73%       | 73%       | 70%     | 77%   | 75%   |
| Not sure       | 13%     | 12%   | 17%   | 11%      | 28%                   | 12%         | 11%          | 7%           | 12%       | 11%       | 15%     | 13%   | 11%   |
| Totals         | 100%    | 100%  | 100%  | 100%     | 100%                  | 100%        | 100%         | 100%         | 100%      | 100%      | 100%    | 100%  | 100%  |
| (Unweighted N) | (1,000) | (821) | (98)  | (81)     | (29)                  | (290)       | (403)        | (184)        | (94)      | (176)     | (232)   | (381) | (211) |

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## 6. Support for fast food robots

Do you support or oppose the idea of replacing some fast food workers with robots?

|                          | Gender          |               |               | Age           |               |               |               | Party ID      |               |               | Voter Registration |                |
|--------------------------|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------------|----------------|
|                          | Total           | Male          | Female        | 18-29         | 30-44         | 45-64         | 65+           | Democrat      | Independent   | Republican    | Registered         | Not registered |
| Strongly support         | 6%              | 9%            | 3%            | 9%            | 6%            | 5%            | 5%            | 2%            | 7%            | 10%           | 6%                 | 5%             |
| Somewhat support         | 13%             | 14%           | 12%           | 11%           | 18%           | 11%           | 13%           | 9%            | 13%           | 19%           | 14%                | 7%             |
| Somewhat oppose          | 15%             | 17%           | 13%           | 22%           | 17%           | 14%           | 10%           | 14%           | 16%           | 16%           | 16%                | 13%            |
| Strongly oppose          | 49%             | 38%           | 59%           | 41%           | 40%           | 55%           | 57%           | 59%           | 47%           | 35%           | 47%                | 59%            |
| Not sure                 | 17%             | 21%           | 13%           | 17%           | 20%           | 16%           | 15%           | 16%           | 16%           | 21%           | 17%                | 17%            |
| Totals<br>(Unweighted N) | 100%<br>(1,000) | 100%<br>(479) | 100%<br>(521) | 100%<br>(214) | 100%<br>(279) | 100%<br>(354) | 100%<br>(153) | 100%<br>(336) | 100%<br>(422) | 100%<br>(242) | 100%<br>(891)      | 100%<br>(109)  |

|                          | Total           | Race          |              |              | Education             |               |               |               |              | Region        |               |               |               |
|--------------------------|-----------------|---------------|--------------|--------------|-----------------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|
|                          |                 | White         | Black        | Hispanic     | Less than high school | High school   | Some college  | College grad  | Post grad    | Northeast     | Midwest       | South         | West          |
| Strongly support         | 6%              | 7%            | 3%           | 5%           | 13%                   | 4%            | 5%            | 5%            | 11%          | 6%            | 8%            | 6%            | 4%            |
| Somewhat support         | 13%             | 14%           | 3%           | 16%          | 2%                    | 10%           | 13%           | 21%           | 22%          | 13%           | 10%           | 13%           | 16%           |
| Somewhat oppose          | 15%             | 15%           | 15%          | 16%          | 2%                    | 18%           | 14%           | 16%           | 24%          | 16%           | 17%           | 12%           | 20%           |
| Strongly oppose          | 49%             | 47%           | 61%          | 45%          | 46%                   | 57%           | 52%           | 40%           | 27%          | 53%           | 48%           | 50%           | 43%           |
| Not sure                 | 17%             | 17%           | 17%          | 18%          | 38%                   | 12%           | 16%           | 17%           | 17%          | 12%           | 17%           | 20%           | 17%           |
| Totals<br>(Unweighted N) | 100%<br>(1,000) | 100%<br>(821) | 100%<br>(98) | 100%<br>(81) | 100%<br>(29)          | 100%<br>(290) | 100%<br>(403) | 100%<br>(184) | 100%<br>(94) | 100%<br>(176) | 100%<br>(232) | 100%<br>(381) | 100%<br>(211) |

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## 7. Union membership

Are you personally or is someone in your household a member of a labor union?

|   | Gender       |            |            | Age        |            |            |            | Party ID   |             |            | Voter Registration |                |
|---|--------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|--------------------|----------------|
|   | Total        | Male       | Female     | 18-29      | 30-44      | 45-64      | 65+        | Democrat   | Independent | Republican | Registered         | Not registered |
| Yes, I personally belong to a union                                 | 10%          | 14%        | 6%         | 7%         | 10%        | 10%        | 11%        | 15%        | 6%          | 8%         | 10%                | 4%             |
| I do not belong to a union, but another person in my household does | 8%           | 7%         | 9%         | 8%         | 9%         | 10%        | 4%         | 9%         | 6%          | 9%         | 9%                 | 4%             |
| No one in my household belongs to a union                           | 82%          | 79%        | 85%        | 84%        | 82%        | 80%        | 85%        | 75%        | 88%         | 83%        | 81%                | 92%            |
| Totals (Unweighted N)   | 100% (1,000) | 100% (479) | 100% (521) | 100% (214) | 100% (279) | 100% (354) | 100% (153) | 100% (336) | 100% (422)  | 100% (242) | 100% (891)         | 100% (109)     |

|   | Total        | Race       |           |           | Education             |             |              |              |           | Region     |            |            |            |
|---|--------------|------------|-----------|-----------|-----------------------|-------------|--------------|--------------|-----------|------------|------------|------------|------------|
|   |              | White      | Black     | Hispanic  | Less than high school | High school | Some college | College grad | Post grad | Northeast  | Midwest    | South      | West       |
| Yes, I personally belong to a union                                 | 10%          | 8%         | 18%       | 12%       | 9%                    | 12%         | 8%           | 8%           | 11%       | 8%         | 9%         | 8%         | 14%        |
| I do not belong to a union, but another person in my household does | 8%           | 8%         | 10%       | 8%        | 4%                    | 8%          | 9%           | 8%           | 9%        | 11%        | 7%         | 8%         | 8%         |
| No one in my household belongs to a union                           | 82%          | 84%        | 72%       | 80%       | 87%                   | 80%         | 82%          | 84%          | 80%       | 81%        | 84%        | 84%        | 78%        |
| Totals (Unweighted N)   | 100% (1,000) | 100% (821) | 100% (98) | 100% (81) | 100% (29)             | 100% (290)  | 100% (403)   | 100% (184)   | 100% (94) | 100% (176) | 100% (232) | 100% (381) | 100% (211) |