



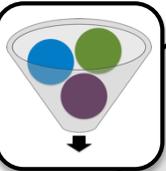
## **BC FEDERATION OF LABOUR** BC VIEWS ON THE MINIMUM WAGE

Simplified *Understanding*

March 21, 2016



# Methodology



- The results included in this presentation are based on an online study conducted from March 13 to March 16, 2015, among 811 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  $\pm 3.5$  percentage points, 19 times out of 20.



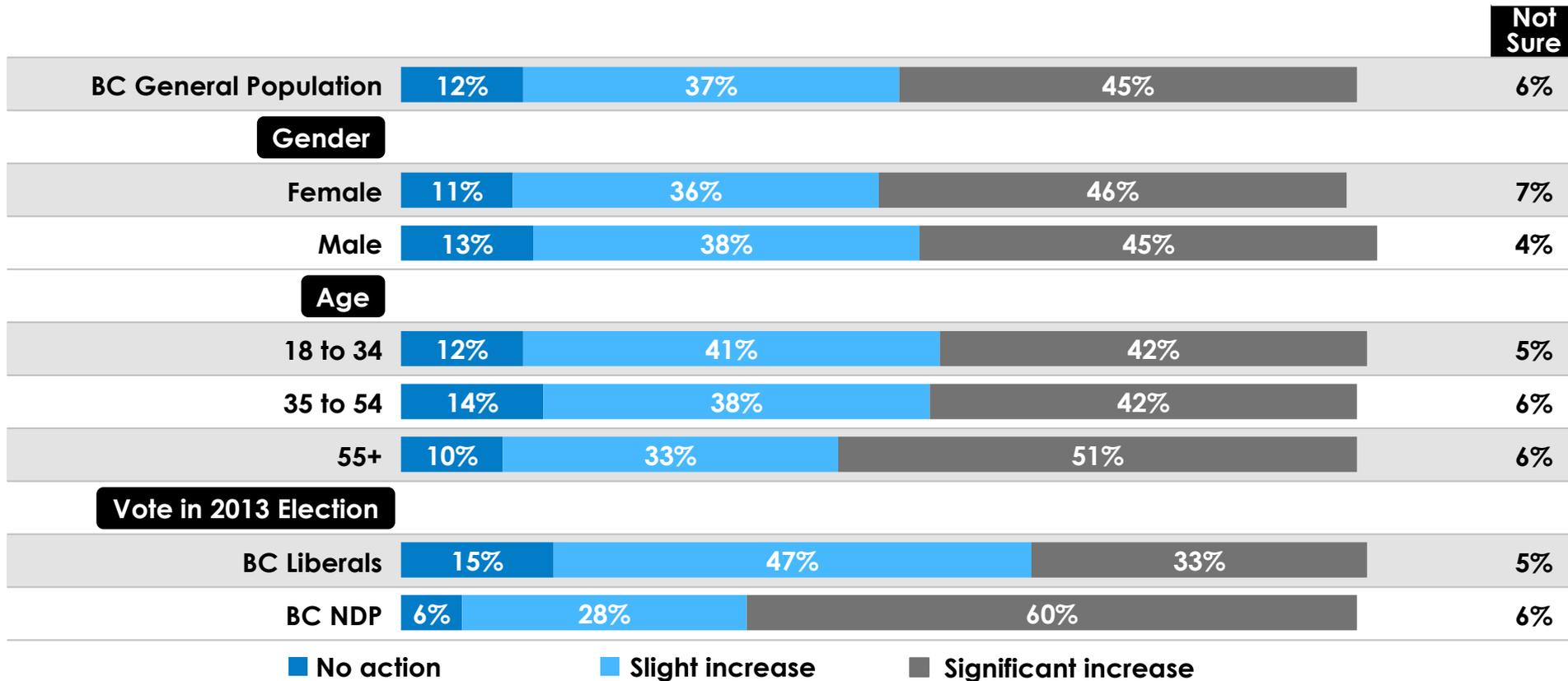
## DETAILED RESULTS

Simplified *Understanding*



# More than a third of British Columbians (37%) favour a slight increase to the minimum wage—45% think the increase needs to be significant.

## Views on the Whether an Increase is Required



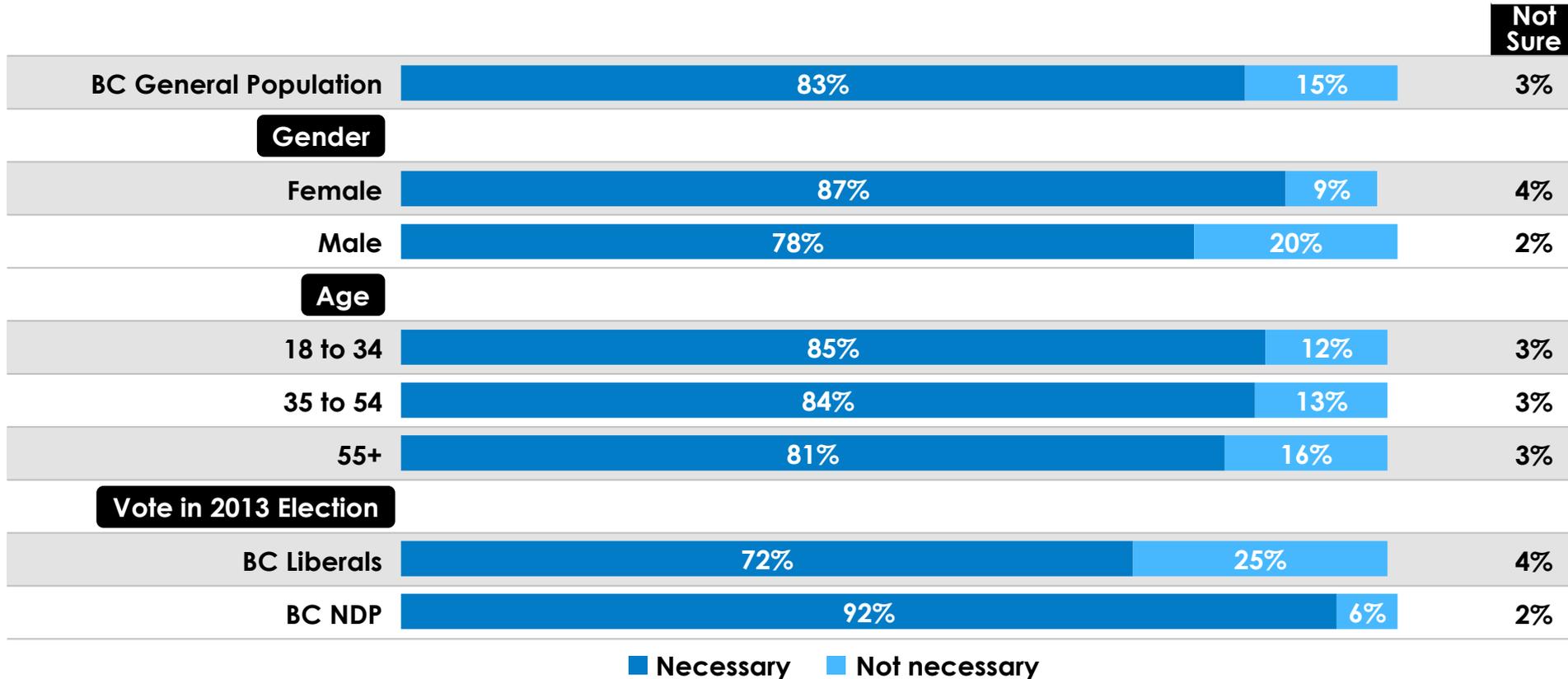
Base: All respondents (n=811)

The minimum wage in British Columbia is currently \$10.45 an hour. As of April 1, 2016, BC will have the lowest minimum wage in the country. Thinking about this, what do you think the provincial government should do?



# Four-in-five (83%) think it is necessary for a person making minimum wage in British Columbia to live above the poverty line.

## Minimum Wage and the Poverty Line



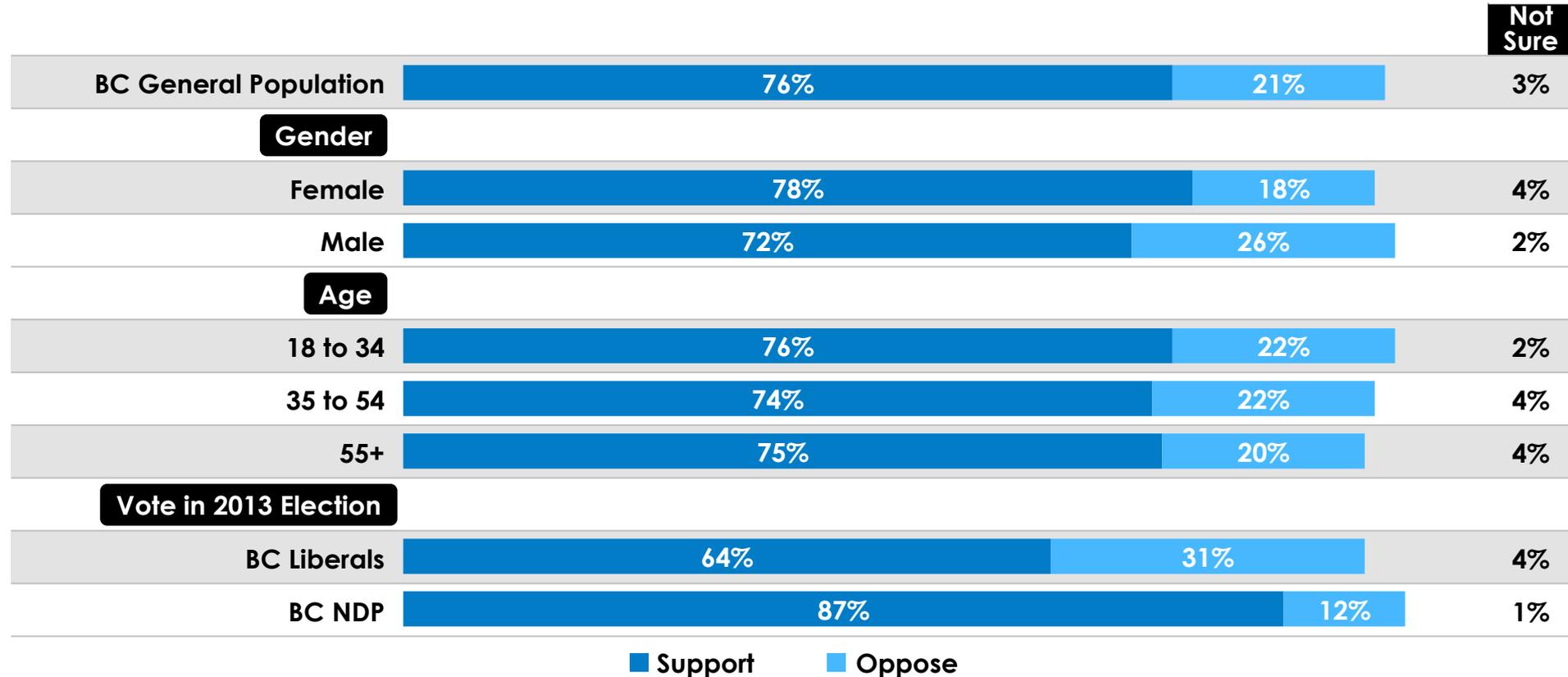
Base: All respondents (n=811)

A person working full time in BC and earning the minimum wage is living nearly \$6,000 below the poverty line. Thinking about this do you think it is necessary to ensure that a person making the minimum wage in British Columbia lives above the poverty line?



# Three-in-four British Columbians (76%) support raising the minimum wage to \$15 an hour in the province

## A \$15 an hour Minimum Wage



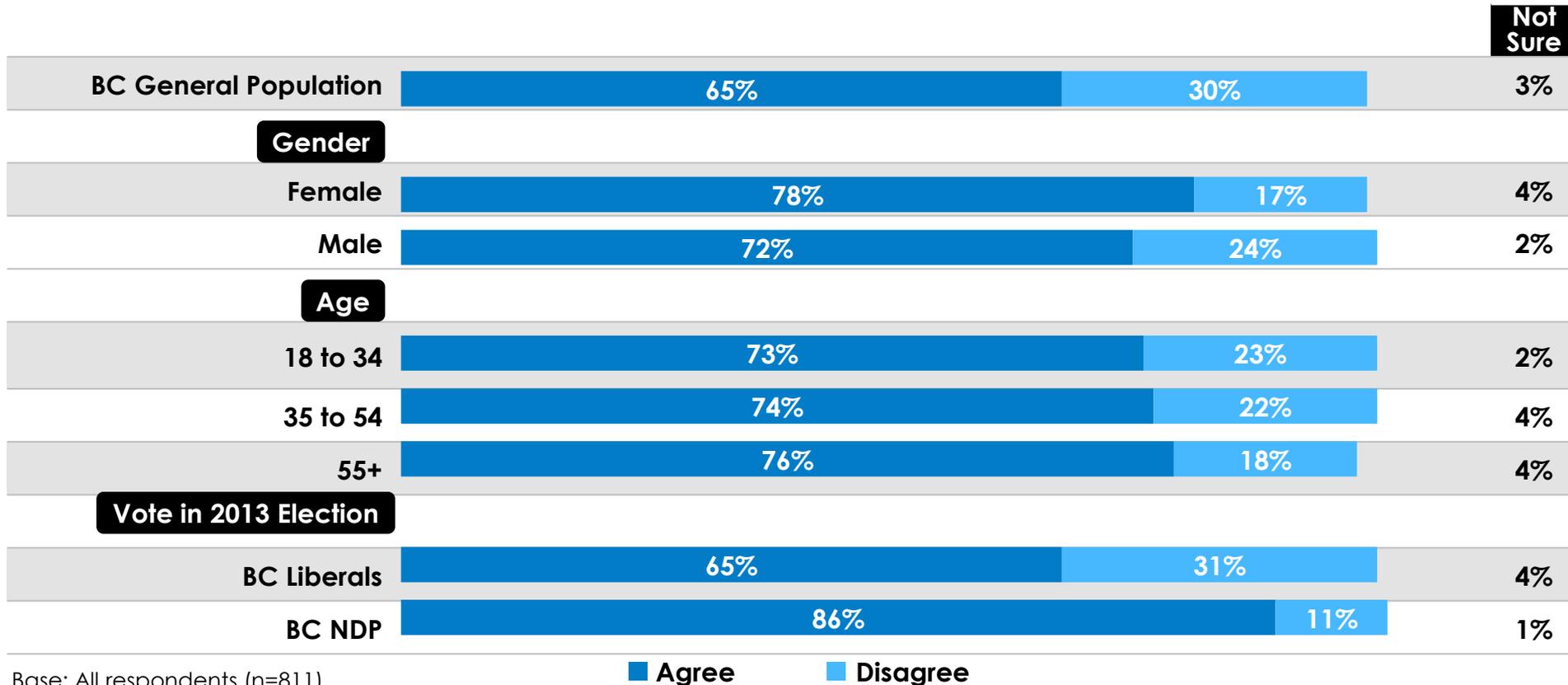
Base: All respondents (n=811)

A \$15/hr wage would put a full-time worker's earnings just above the poverty line. Currently there are over half a million working people in BC earning less than \$15 an hour. Thinking about this, do you support or oppose raising the minimum wage to \$15 an hour in BC?



# Two thirds of British Columbians (65%) want the provincial government to put a plan in place to reach a \$15 an hour minimum wage.

## Establishing a Plan for \$15 an hour



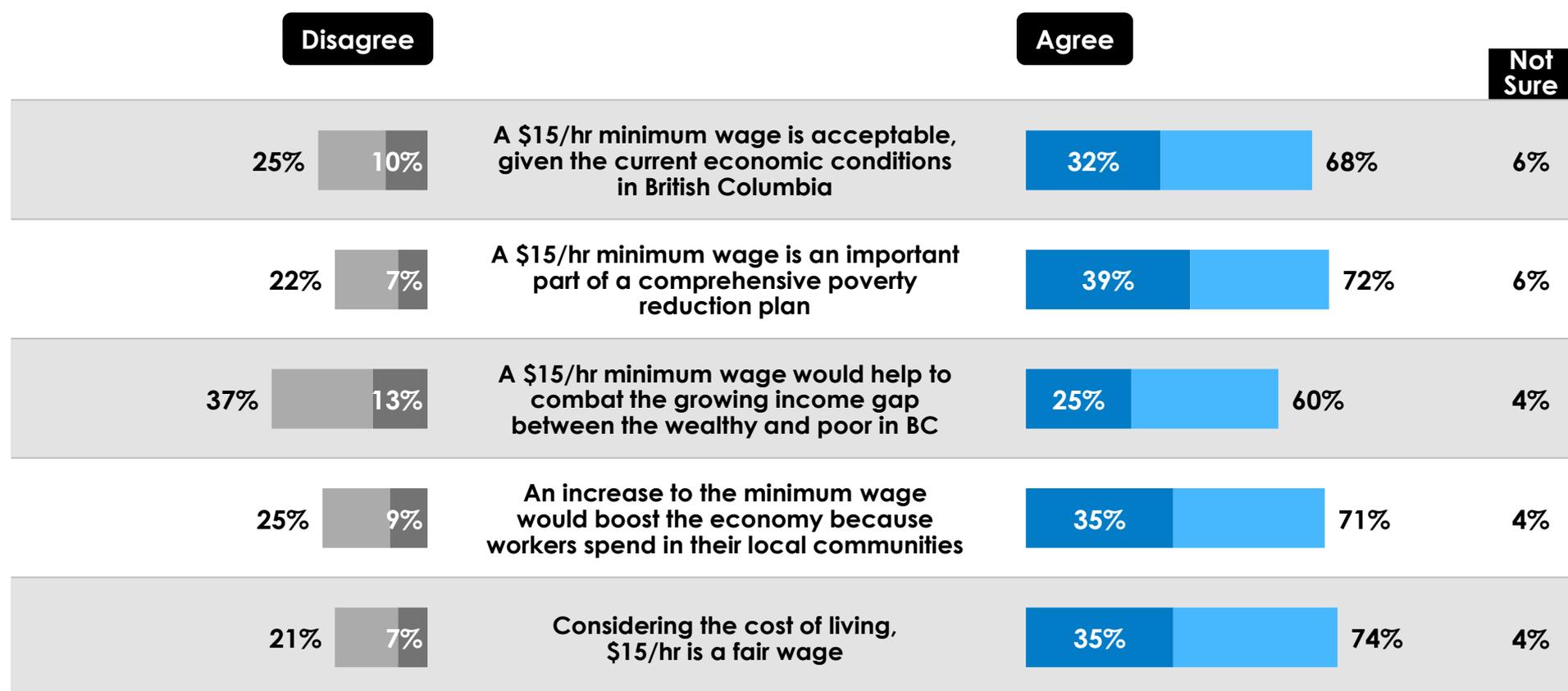
Base: All respondents (n=811)

There are a several jurisdictions in North America that have committed to a \$15/hr minimum wage, including the Province of Alberta, the State of New York and the cities of Seattle, San Francisco and Los Angeles in the United States. Thinking about this, do you agree or disagree with the Government of British Columbia putting a plan in place to reach a \$15/hr minimum wage?



# At least two thirds of residents consider a \$15 an hour minimum wage as “fair” (74%), beneficial to the economy (71%) and acceptable (68%).

## Views on a \$15 an hour Minimum Wage



**Somewhat disagree** ■ **Strongly disagree** ■ **Strongly agree** ■ **Somewhat agree**

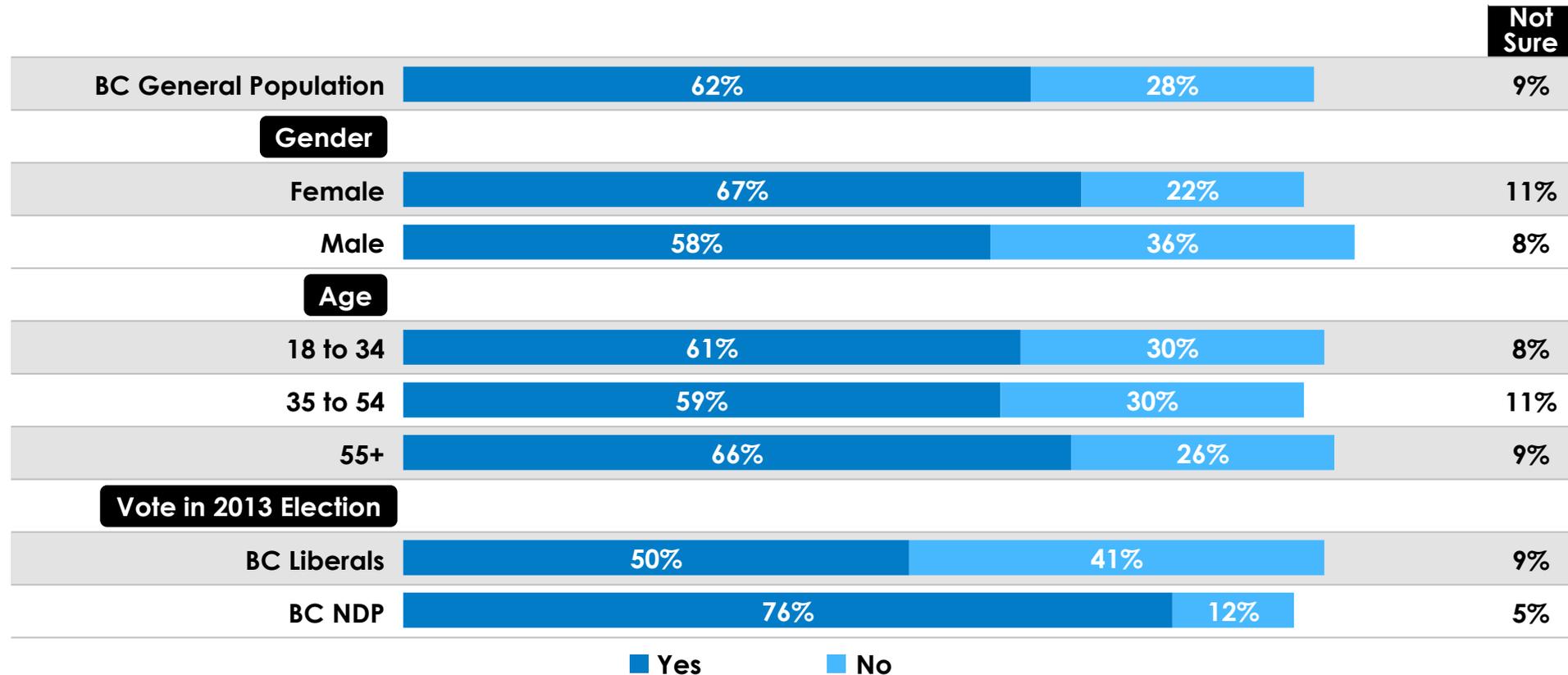
Base: All respondents (n=811)

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



# Three-in-five British Columbians (62%) will be looking for political parties to commit to raising the minimum wage.

## Minimum Wage and 2017 Provincial Election



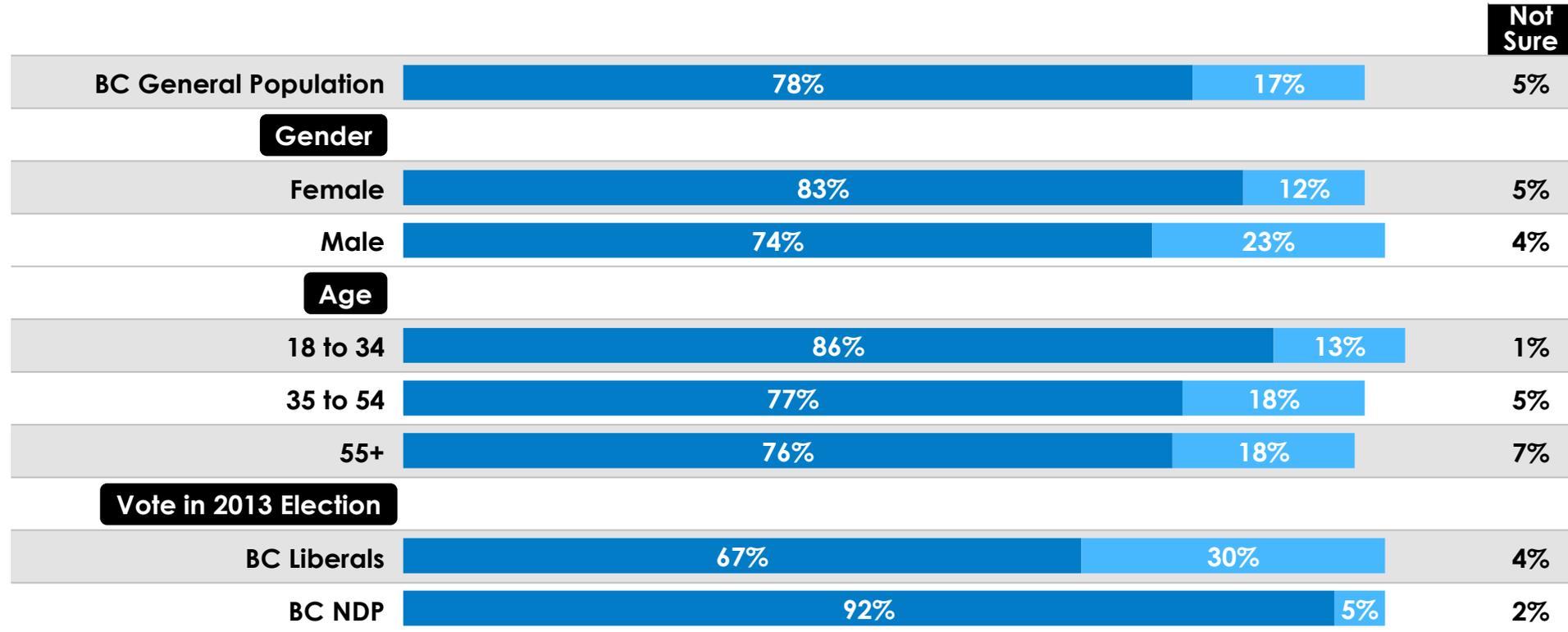
Base: All respondents (n=811)

Voters in British Columbia will take part in a provincial election in May 2017. Will you be looking for political parties to commit to raising BC's minimum wage as part of their election commitments?



# Three-in-four British Columbians (78%) want the provincial government to implement a poverty reduction plan.

## Provincial Poverty Reduction Strategy



■ Agree    ■ Disagree

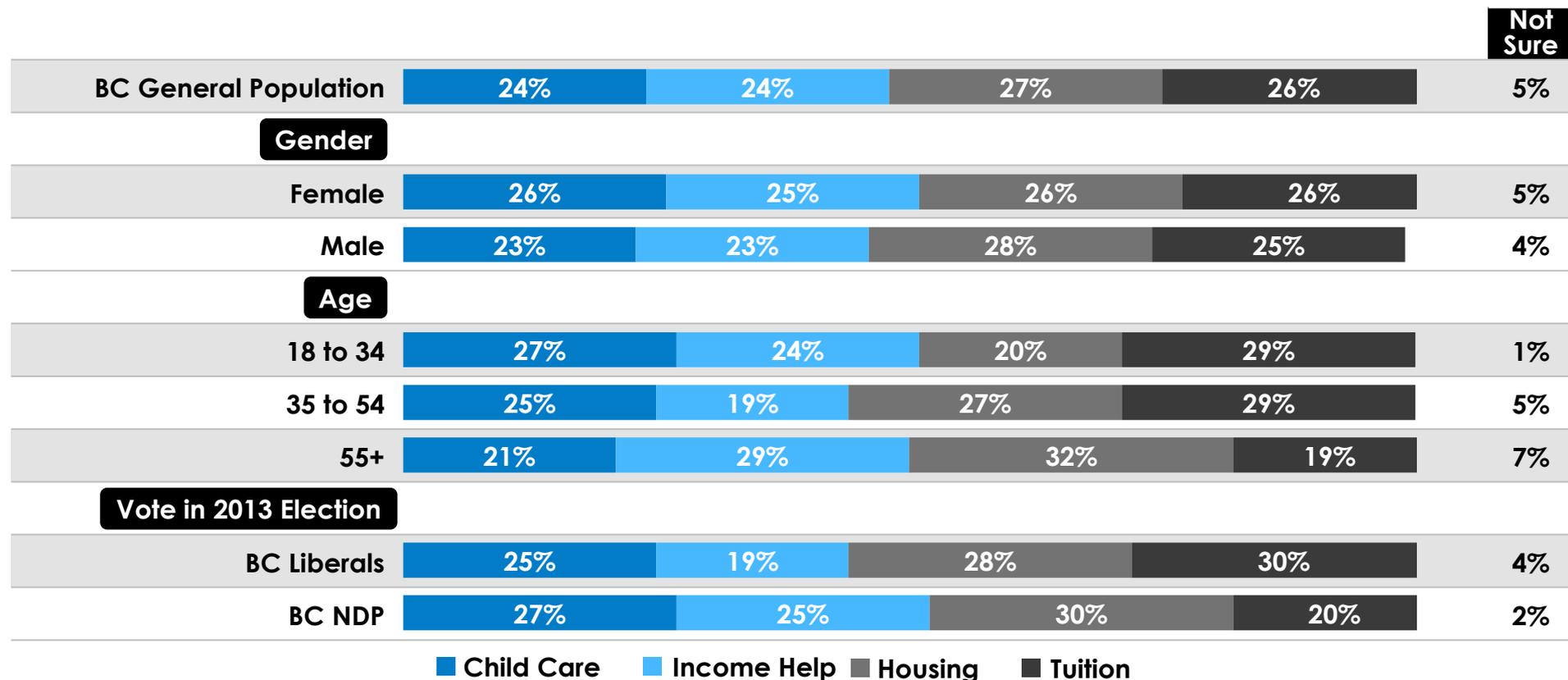
Base: All respondents (n=811)

As you may know, BC is the only province in Canada that does not have a poverty reduction strategy in place to reduce inequality and relieve growing poverty in the province. Thinking about this, do you agree or disagree that the provincial government should implement a poverty reduction plan that includes raising the minimum wage above the poverty line?



# British Columbians are divided on which other initiatives should be part of a provincial poverty reduction strategy.

## Provincial Poverty Reduction Strategy



Base: All respondents (n=811)

Aside from raising the minimum wage, which action do you think should be the most important part of a poverty reduction plan in British Columbia? Please rank the actions below from 1 to 4, with 1 being the most important to you and 4 being the least important to you.



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

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