



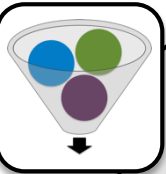
BC FEDERATION OF LABOUR BC VIEWS ON THE MINIMUM WAGE

Simplified *Understanding*

March 30, 2015



Methodology



- The results included in this presentation are based on an online study conducted from March 24 to March 27, 2015, among 813 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.

Insights West



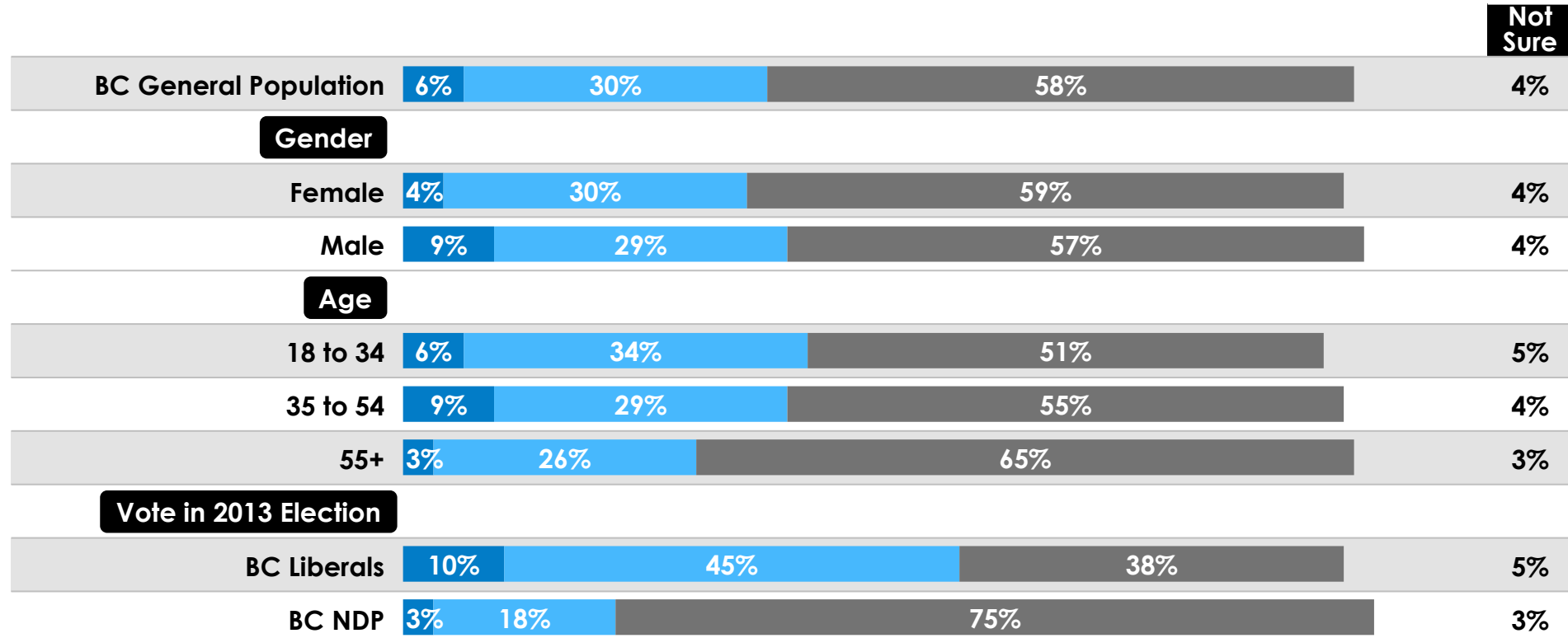
DETAILED RESULTS

Simplified *Understanding*



Three-in-five British Columbians (58%) believe the increase to the minimum wage needs to be significantly higher—30% deem it appropriate.

Views on the Recent Increase



■ No increase needed ■ \$10.45 is appropriate ■ Significantly higher increase needed

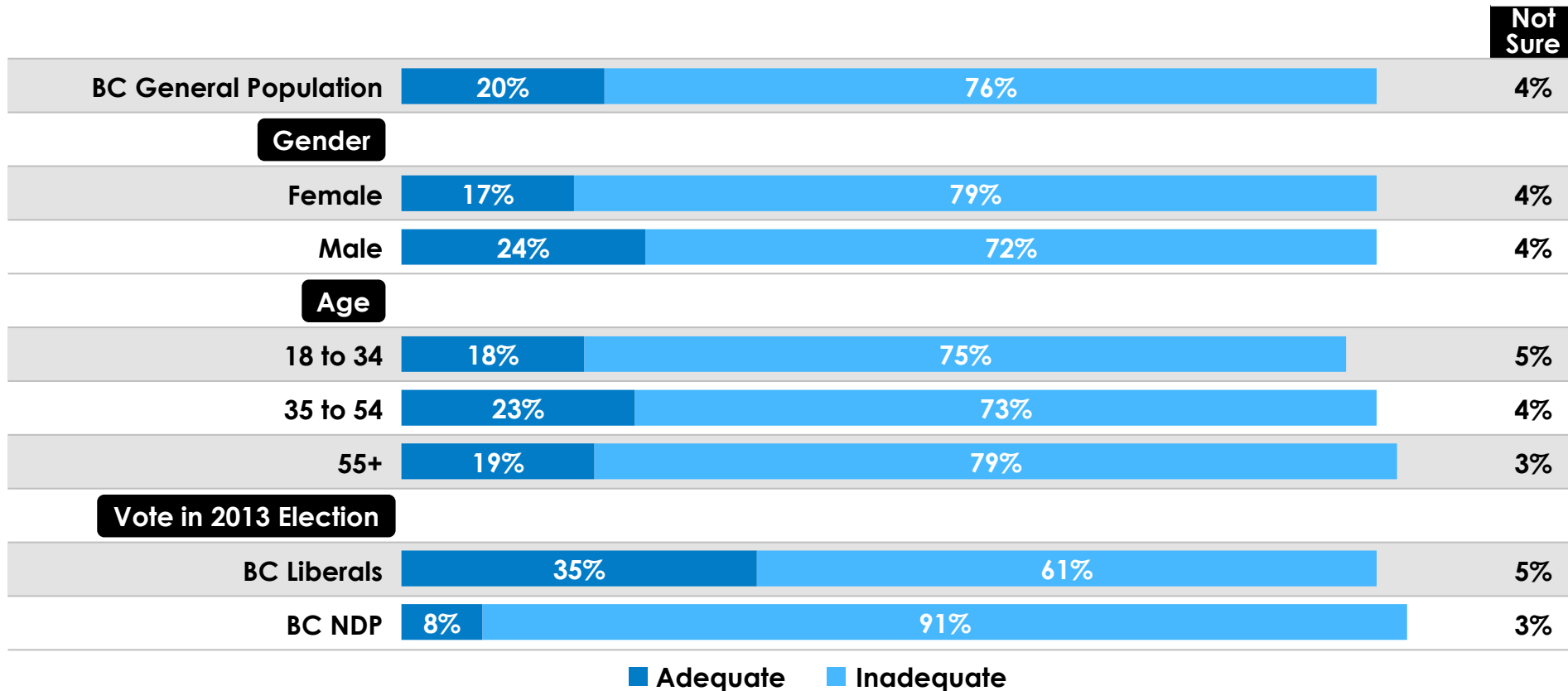
Base: All respondents (n=813)

As you may know, the Government of British Columbia will increase the minimum wage in September from \$10.25 to \$10.45 per hour (and from \$9.00 to \$9.20 per hour for liquor servers). All things considered, which statement best reflects your opinion on this increase?



Only one-in-five (20%) think the recent minimum wage increase was adequate—three-in-four (75%) consider it inadequate.

Adequate or Inadequate?



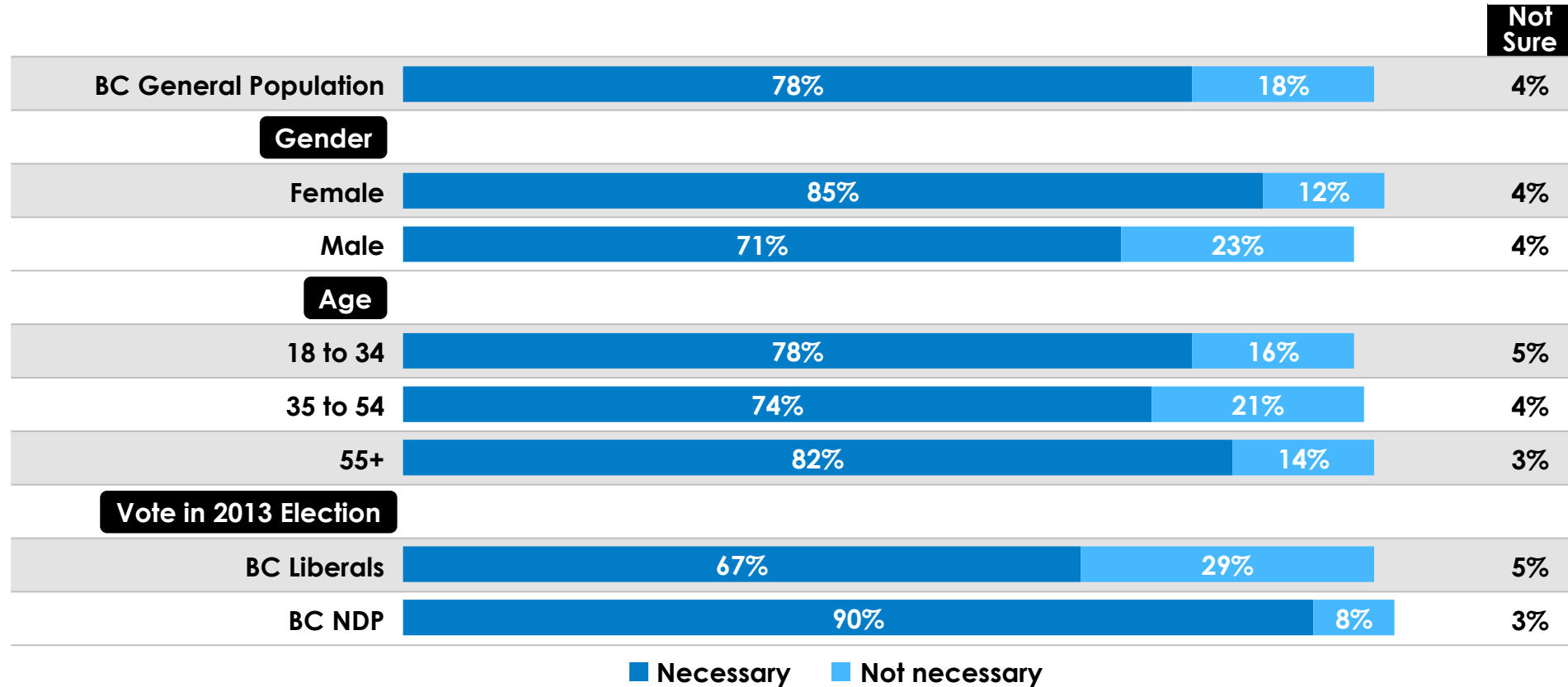
Base: All respondents (n=813)

Accounting for the increase of the minimum wage to \$10.45, by the end of 2015 British Columbia will rank 10th out of 13 provinces and territories in Canada. Knowing this, do you think the recent minimum wage increase of 20 cents was adequate or inadequate?



Four-in-five (78%) think it is necessary to ensure that a person who makes minimum wage in British Columbia lives above the poverty line.

Minimum Wage and the Poverty Line



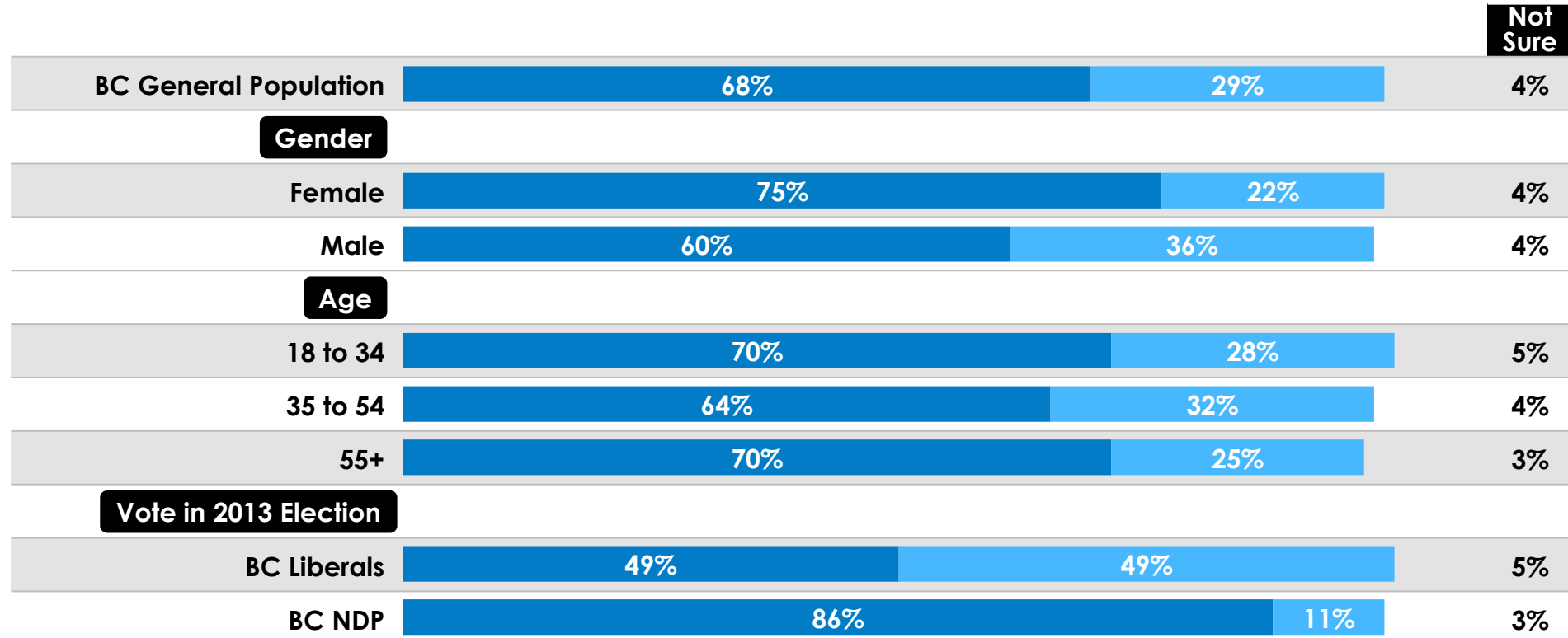
Base: All respondents (n=813)

Even with this increase, a person working full-time making minimum wage in British Columbia will still live \$6,000 below the poverty line. Thinking about this, do you think it is necessary to ensure that a person who makes minimum wage in British Columbia lives above the poverty line?



Two thirds of residents (68%) support increasing the minimum wage in British Columbia to \$15 an hour.

\$15 an hour Proposal



■ Support ■ Oppose

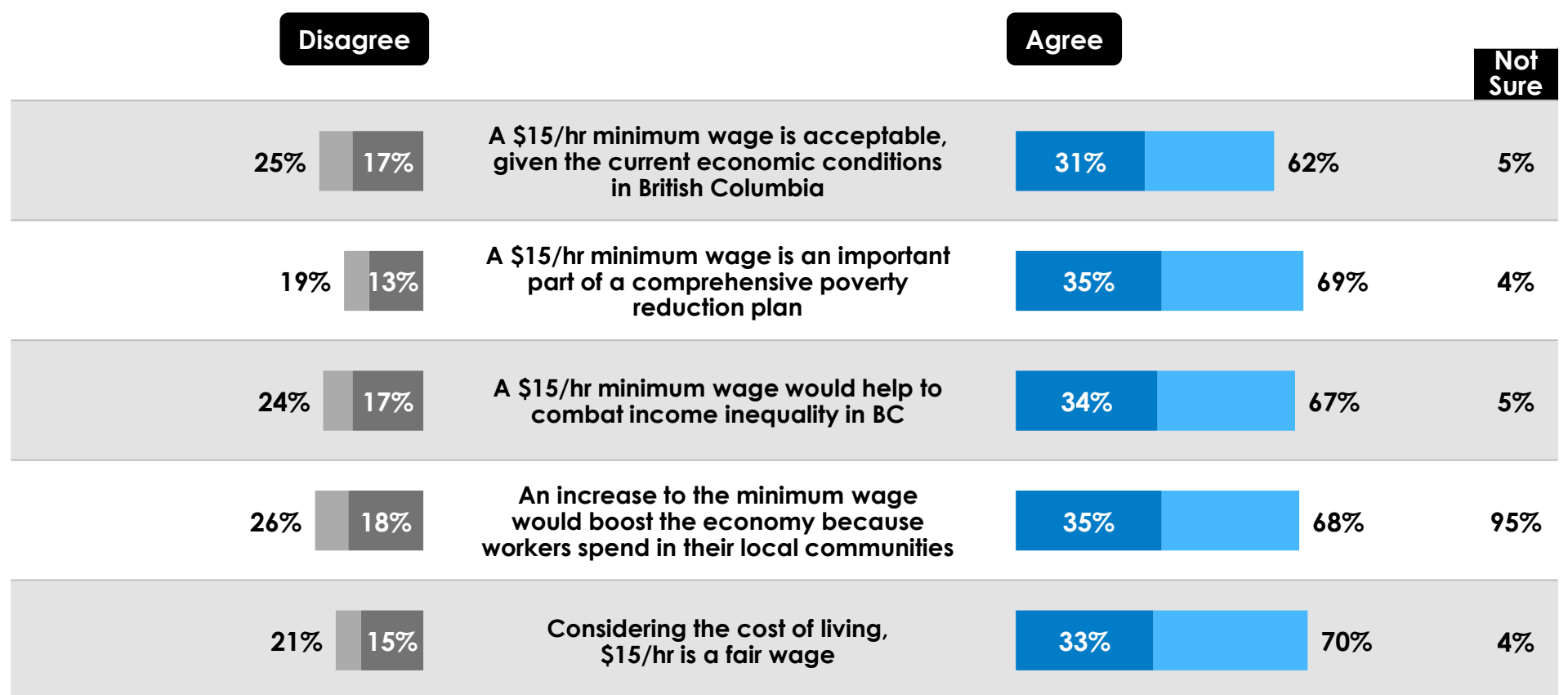
Base: All respondents (n=813)

As you may know, other cities in North America are moving towards a \$15 per hour minimum wage, including Seattle and San Francisco. The BC Federation of Labour is also advocating for a \$15 per hour minimum wage for British Columbia. Thinking about this, do you support or oppose increasing the minimum wage in British Columbia to \$15 an hour?



Most residents would consider a \$15 an hour minimum wage as “fair” (70%), beneficial to the economy (68%) and acceptable (62%).

Views on a \$15 an hour Minimum Wage



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

Base: All respondents (n=813)

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



*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 grey lines and nodes. Some nodes are solid grey circles, while others are white circles with a grey outline. The lines connect these nodes in a complex, web-like pattern.