



# **MINIMUM WAGE PUBLIC OPINION KANSAS CITY, MO**

Survey conducted June 10– June 12, 2015. 3,912 likely voters participated in the survey. Survey weighted to match average turnout demographics in Kansas City, Missouri. Margin of Error is +/-1.5% with a 95% level of confidence. Sample includes 20% live survey calls to cell phones. Totals do not always equal 100% due to rounding.



**Q:** The City of Kansas City is considering a proposal that would more than double the current minimum wage to \$15 an hour. Do you support or oppose raising the minimum wage in Kansas City to \$15 per hour?

Support.....53%  
Oppose.....38%  
Unsure.....9%

**Q:** Under the current proposal, a franchise small business in Kansas City with less than 500 employees is required to pay a higher minimum wage than a non-franchise small business with the same number of employees, simply due to their affiliation with a brand company located outside of the state. In your opinion, should franchise small businesses be treated different when applying an increased minimum wage?

Yes.....26%  
No .....55%  
Unsure.....20%



**Q:** The City of Kansas City is considering a proposal that would more than double the current minimum wage to \$15 an hour. Do you support or oppose raising the minimum wage in Kansas City to \$15 per hour?

BY COUNCIL DISTRICT

Column %	KC CD 1	KC CD 2	KC CD 3	KC CD 4	KC CD 5	KC CD 6
<b>Support</b>	38%	40%	74%	60%	65%	49%
<b>Oppose</b>	51%	52%	18%	32%	28%	39%
<b>Unsure</b>	10%	7%	8%	8%	7%	12%

BY GENDER

Column %	Female	Male
<b>Support</b>	58%	48%
<b>Oppose</b>	33%	45%
<b>Unsure</b>	9%	8%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
<b>Support</b>	73%	47%	50%	53%	48%
<b>Oppose</b>	20%	43%	44%	39%	39%
<b>Unsure</b>	6%	11%	6%	8%	13%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
<b>Support</b>	35%	70%	44%
<b>Oppose</b>	58%	22%	45%
<b>Unsure</b>	7%	8%	11%

BY RACE

Column %	White	African-American	Other
<b>Support</b>	47%	68%	53%
<b>Oppose</b>	44%	23%	36%
<b>Unsure</b>	9%	9%	11%



**Q:** Under the current proposal, a franchise small business in Kansas City with less than 500 employees is required to pay a higher minimum wage than a non-franchise small business with the same number of employees, simply due to their affiliation with a brand company located outside of the state. In your opinion, should franchise small businesses be treated different when applying an increased minimum wage?

BY COUNCIL DISTRICT

Column %	KC CD 1	KC CD 2	KC CD 3	KC CD 4	KC CD 5	KC CD 6
<b>Yes</b>	20%	19%	30%	33%	27%	26%
<b>No</b>	61%	62%	44%	49%	53%	55%
<b>Unsure</b>	19%	18%	26%	18%	20%	18%

BY GENDER

Column %	Female	Male
<b>Yes</b>	26%	25%
<b>No</b>	51%	59%
<b>Unsure</b>	22%	16%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
<b>Yes</b>	44%	30%	23%	20%	23%
<b>No</b>	42%	55%	56%	57%	56%
<b>Unsure</b>	14%	15%	20%	22%	22%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
<b>Yes</b>	24%	28%	23%
<b>No</b>	60%	50%	57%
<b>Unsure</b>	16%	22%	20%

BY RACE

Column %	White	African-American	Other
<b>Yes</b>	25%	27%	25%
<b>No</b>	57%	50%	48%
<b>Unsure</b>	18%	23%	26%



## DEMOGRAPHICS

### COUNCIL DISTRICT

	%
<b>KC CD 1</b>	18%
<b>KC CD 2</b>	19%
<b>KC CD 3</b>	12%
<b>KC CD 4</b>	17%
<b>KC CD 5</b>	16%
<b>KC CD 6</b>	18%

### GENDER

	%
<b>Female</b>	54%
<b>Male</b>	46%

### AGE

	%
<b>18-29</b>	11%
<b>30-39</b>	17%
<b>40-49</b>	17%
<b>50-69</b>	39%
<b>70+</b>	16%

### PARTY

	%
<b>Republican</b>	24%
<b>Democrat</b>	43%
<b>Non-Partisan</b>	32%

### RACE

	%
<b>White</b>	70%
<b>African-American</b>	27%
<b>Other</b>	3%