



David Binder Research

Pasadena Minimum Wage Poll Results February 6th, 2019

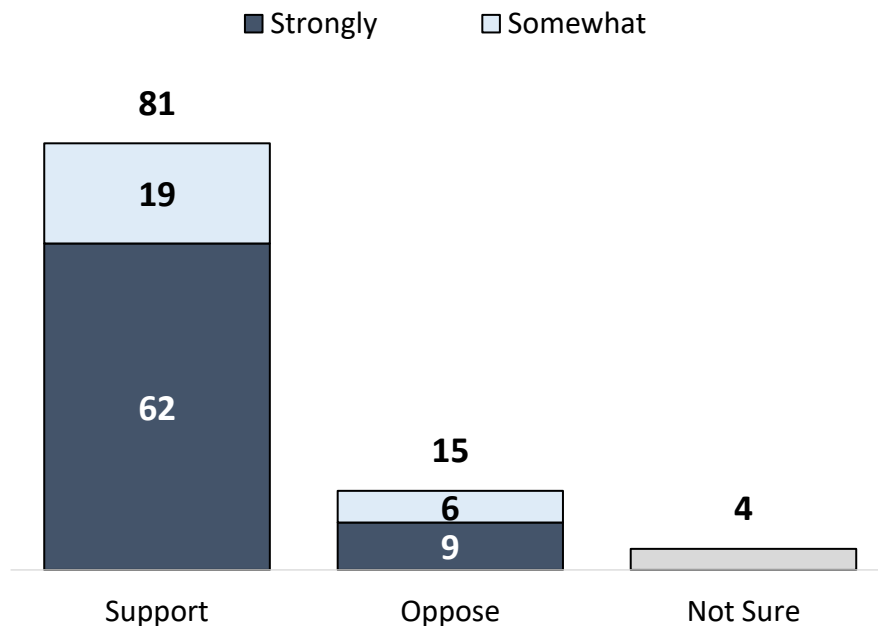
Methodology

David Binder Research conducted a survey of 700 likely voters who voted in 11/16 or 11/18 or have registered since 11/18 with no previous election history. Interviews were conducted by telephone, with 69% of telephone interviews conducted via cell phone and 31% via landline from January 30th – February 5th, 2019. The margin of error for the survey is +/- 3.7%. The demographics of this survey reflect the accurate proportion of likely voters by ethnicity, City Council District, age, gender, and party registration.

Topline Findings

Voters were asked to indicate their support or opposition to the Pasadena City Council raising the minimum wage to \$15 an hour in 2016. Four-in-five (81%) voters overwhelmingly support the increase in the minimum wage with nearly two-in-three voters strongly supporting (62%) the increase in minimum wage.

In 2016, the Pasadena City Council unanimously approved raising the minimum wage in Pasadena to \$15 per hour by July 1st, 2020, with future annual adjustments for inflation.

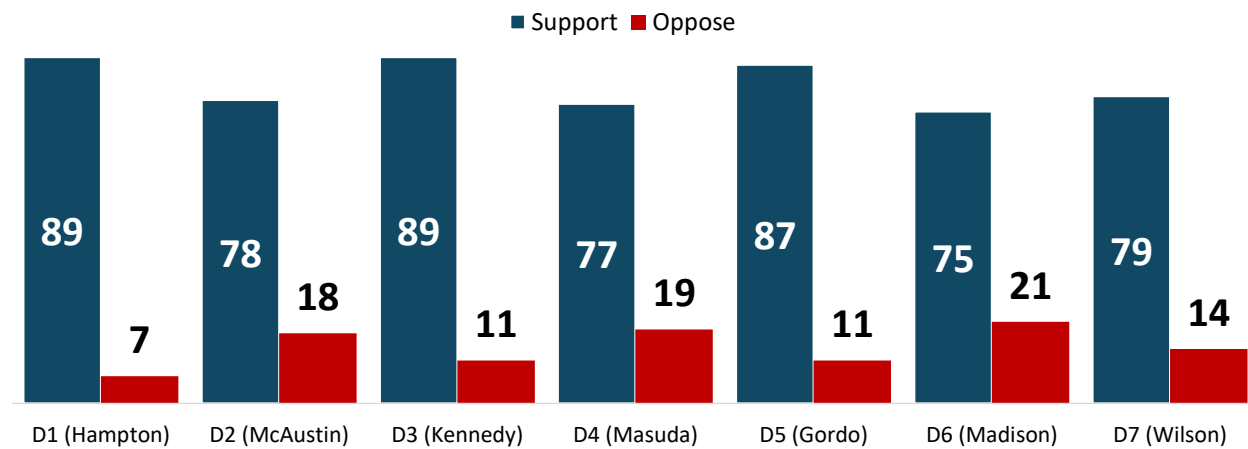


Support for city council raising the minimum wage is strongly supported by all major subgroups with the exception of registered Republicans, who still show a majority support.

Support and Opposition for City Council raising minimum wage by subgroup

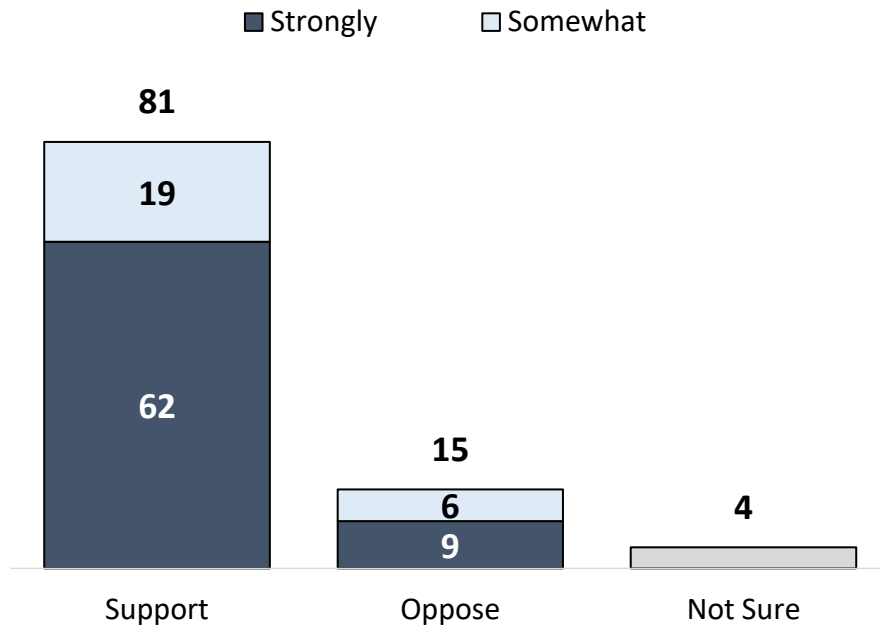
	Support	Oppose
Total	81	15
Female	84	14
Male	78	16
Democrat	92	4
Republican	50	47
No Party Preference	82	13
Post Millennials/ Millennials (18-38)	86	9
Generation X (39-54)	81	17
Boomers (55-73)	80	18
Silent (74+)	73	19
White	78	18
Latino	88	10
Asian	86	6
Black	90	10
Union Household	89	9

Furthermore, there is strong support across all city council districts of Pasadena.



Voters were asked to indicate their support or opposition for the city council to vote YES in February 2019 to continue the gradual increase of the minimum wage to \$15/hour. They are just as supportive (81%) as they are to the measure overall.

The Pasadena ordinance requires the City Council to vote YES in February 2019 to continue the gradual increase of the minimum wage to \$15/hour by July 1st, 2020.

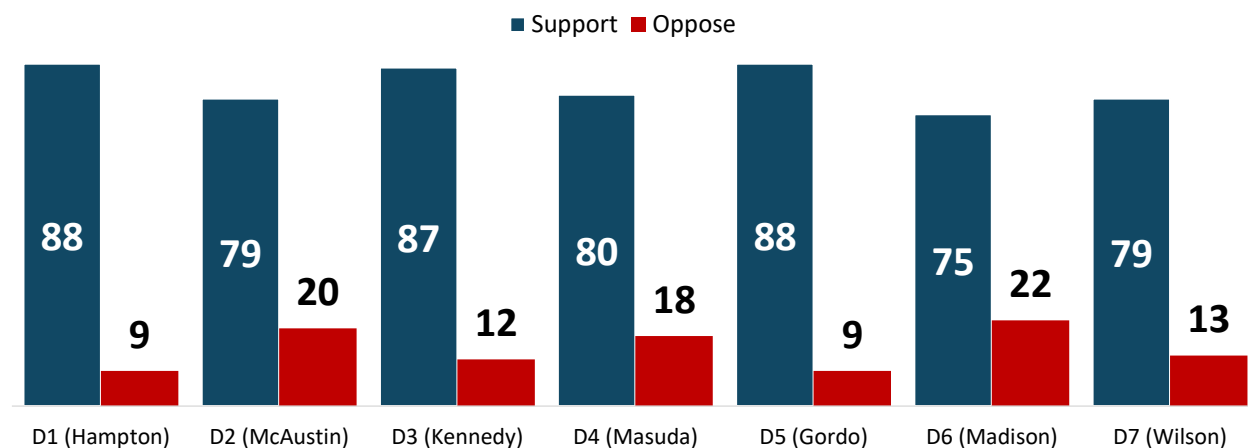


Similar to the measure overall, there is strong support found among all subgroups. Registered Republicans are more split on the issue, but still show a majority support.

Support and Opposition for City Council minimum wage renewal by subgroup

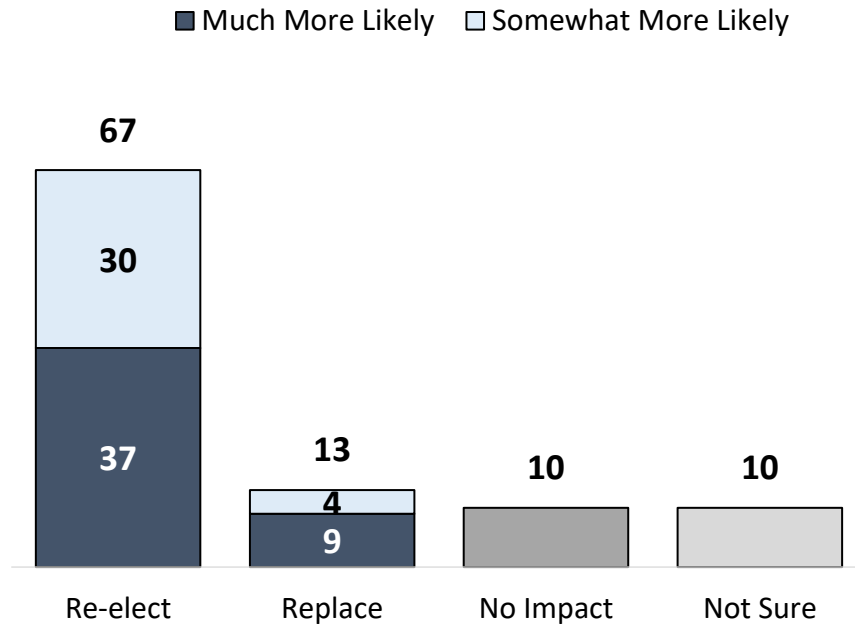
	Support	Oppose
Total	81	15
Female	85	13
Male	77	17
Democrat	92	6
Republican	56	41
No Party Preference	80	14
Post Millennials/ Millennials (18-38)	87	9
Generation X (39-54)	78	18
Boomers (55-73)	81	18
Silent (74+)	76	20
White	79	18
Latino	90	9
Asian	81	12
Black	90	10
Union Household	89	9

Additionally, voters in each city council district strongly support the city council’s renewal of gradually increasing the minimum wage.



Finally, voters were asked if they would be more likely to re-elect or replace their current city councilor if they were to vote YES on gradually increasing the minimum wage. Two-in-three (67%) voters would be more likely to re-elect their city council person, with more than one third (37%) of voters saying they would be much more likely to re-elect their council person. One-in-ten voters say support for the renewal of the minimum wage has no impact on their vote.

If your City Councilperson voted YES to raise the minimum wage gradually until it reaches \$15 per hour by July 1st, 2020, as unanimously approved in 2016... Would you be more likely to re-elect or replace your current City Councilperson?

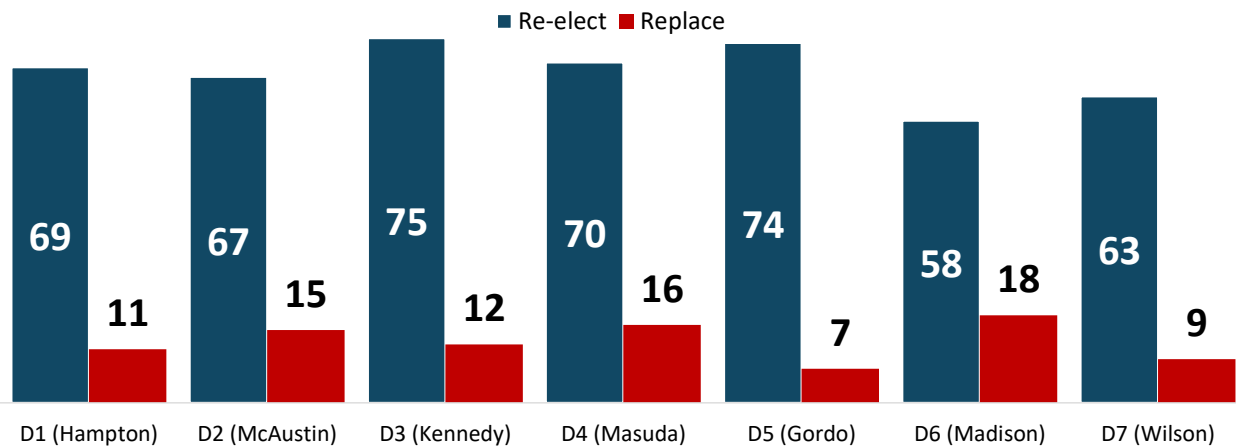


All subgroups say they would be more likely to re-elect their city council person if they supported the renewal of the Pasadena minimum wage increase.

Re-elect or Replace City Council minimum wage renewal by subgroup

	Re-elect	Replace
Total	67	13
Female	71	11
Male	63	15
Democrat	78	5
Republican	43	37
No Party Preference	64	9
Post Millennials/ Millennials (18-38)	73	7
Generation X (39-54)	69	15
Boomers (55-73)	65	15
Silent (74+)	55	20
White	68	13
Latino	73	10
Asian	68	10
Black	69	13
Union Household	70	6

Across all Pasadena city council districts, a strong majority of voters would be more likely to re-elect their city council person based on their support of the renewal of the increase to minimum wage measure.



Firm Description

For over 25 years, David Binder Research has provided research and insight to political, government, and private sector clients.

Our strength lies in our pioneering use of new research technologies, our hybrid qualitative and quantitative techniques, and our ability to devise innovative, customizable services that suit the specifications of each individual client.

DBR enjoyed a long-term research and consultation relationship with both of President Barack Obama's Presidential campaigns and White House. In addition, we've provided award-winning messaging work and conducted research on a number of different initiatives and candidates. Other clients run the gamut from local races and small nonprofits and boutique associations to large nonprofits and foundations.