

Sample Size - 787 UK Opinion Formers
Fieldwork - 17th January 2014

Total	Gender		Field						
	Male	Female	Business	Culture and leisure	Education	Politics	Health	Media	Charity

mw1. The minimum wage for people over the age of 21 is currently £6.31 an hour. Some people think the minimum wage should be increased so low paid people are better off. Other people think that an increase in the minimum wage would risk increasing unemployment. Would you support or oppose a substantial increase in the minimum wage?

Unweighted base	787	467	320	307	99	120	114	66	313	133
Base	787	467	320	307	99	120	114	66	313	133
Support	73%	71%	76%	67%	76%	71%	84%	71%	77%	75%
Oppose	18%	22%	13%	27%	21%	21%	10%	14%	13%	16%
Don't know	9%	8%	11%	6%	3%	8%	6%	15%	10%	9%

mw2. And when do you think the minimum wage should be increased?

Unweighted base	575	331	244	206	75	86	96	48	241	101
Base	575	331	244	206	75	86	96	48	241	101
It should be increased immediately	86%	87%	85%	87%	81%	88%	90%	90%	84%	88%
It should be increased in a few years' time, when the economy is stronger	11%	11%	11%	9%	17%	12%	9%	10%	14%	11%
It should not be increased in the foreseeable future	1%	1%	1%	2%	1%	-	1%	-	1%	1%
Don't know	1%	0%	2%	1%	-	-	-	-	1%	-

mw3. If there were to be a substantial increase in the minimum wage tomorrow, what impact on your organisation's bottom line would it have?

Unweighted base	787	467	320	307	99	120	114	66	313	133
Base	787	467	320	307	99	120	114	66	313	133
Large positive impact	3%	3%	3%	3%	6%	3%	3%	-	3%	2%
Small positive impact	7%	8%	6%	8%	10%	13%	14%	8%	7%	11%
No overall impact	35%	37%	31%	44%	32%	28%	46%	35%	28%	41%
Small negative impact	15%	16%	15%	20%	16%	19%	11%	18%	11%	15%
Large negative impact	3%	3%	2%	5%	3%	2%	-	5%	2%	1%
This wouldn't be relevant to me (e.g. I am self-employed, I am not currently working)	34%	28%	42%	19%	31%	33%	25%	33%	45%	29%
Don't know	3%	3%	2%	2%	1%	3%	1%	2%	4%	2%

Sample Size - 787 UK Opinion Formers

Finally, if there were a general election held tomorrow, which party would you vote for?			
Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)

mw1. The minimum wage for people over the age of 21 is currently £6.31 an hour. Some people think the minimum wage should be increased so low paid people are better off. Other people think that an increase in the minimum wage would risk increasing unemployment. Would you support or oppose a substantial increase in the minimum wage?

	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)
Unweighted base	256	220	80	57
Base	256	220	80	57
Support	61%	95%	75%	53%
Oppose	30%	2%	14%	40%
Don't know	9%	3%	11%	7%

mw2. And when do you think the minimum wage should be increased?

	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)
Unweighted base	157	208	60	31
Base	157	208	60	31
It should be increased immediately	80%	89%	92%	97%
It should be increased in a few years' time, when the economy is stronger	18%	9%	5%	3%
It should not be increased in the foreseeable future	1%	-	3%	-
Don't know	1%	1%	-	-

mw3. If there were to be a substantial increase in the minimum wage tomorrow, what impact on your organisation's bottom line would it have?

	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)
Unweighted base	256	220	80	57
Base	256	220	80	57
Large positive impact	2%	6%	-	4%
Small positive impact	5%	10%	9%	5%
No overall impact	36%	38%	30%	30%
Small negative impact	20%	11%	14%	14%
Large negative impact	4%	0%	1%	11%
This wouldn't be relevant to me (e.g. I am self-employed, I am not currently working)	31%	32%	45%	33%
Don't know	3%	2%	1%	4%

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Total	Gender		Field						
	Male	Female	Business	Culture and leisure	Education	Politics	Health	Media	Charity

mw3_rc. If there were to be a substantial increase in the minimum wage tomorrow, what impact on your organisation's bottom line would it have?

Unweighted base	520	334	186	250	68	81	85	44	171	95
Base: All those whose organisations would be affected	520	334	186	250	68	81	85	44	171	95
Large positive impact	5%	5%	5%	3%	9%	4%	4%	-	6%	2%
Small positive impact	11%	11%	10%	10%	15%	19%	19%	11%	12%	16%
No overall impact	53%	52%	53%	54%	47%	42%	61%	52%	52%	58%
Small negative impact	23%	22%	25%	25%	24%	28%	15%	27%	20%	21%
Large negative impact	4%	5%	3%	6%	4%	2%	-	7%	3%	1%
This wouldn't be relevant to me (e.g. I am self-employed, I am not currently working)	-	-	-	-	-	-	-	-	-	-
Don't know	4%	5%	3%	2%	1%	5%	1%	2%	7%	2%

mw4_rc. Currently the minimum wage is £6.31 per hour for over-21s. The Low Pay Commission recommends a rate of £7 per hour. The Living Wage campaign is calling for a minimum of £7.65 in the UK (outside London). What do you believe the minimum wage should be?

Unweighted base	787	467	320	307	99	120	114	66	313	133
Base	787	467	320	307	99	120	114	66	313	133
<6.31	0%	1%	-	1%	-	-	-	-	0%	-
6.31	2%	2%	1%	2%	-	2%	1%	2%	2%	1%
6.32-6.99	3%	3%	3%	5%	2%	3%	1%	3%	3%	3%
7	29%	29%	29%	27%	27%	30%	35%	35%	30%	32%
7.01-7.64	11%	12%	9%	11%	11%	7%	14%	11%	10%	14%
7.65	18%	14%	23%	15%	20%	23%	18%	15%	19%	17%
7.66-8	11%	11%	11%	9%	10%	9%	11%	12%	13%	8%
>8	6%	6%	6%	5%	9%	7%	5%	6%	8%	5%
I don't believe there should be a regulated minimum wage	8%	11%	3%	15%	6%	9%	2%	8%	5%	3%
Other	3%	3%	3%	3%	8%	3%	3%	5%	4%	6%
Dont Know	9%	7%	11%	8%	6%	9%	11%	5%	8%	10%
Mean	7.49	7.47	7.52	7.42	7.64	7.50	7.47	7.46	7.57	7.44

Cell Contents (Column Percentage)

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Finally, if there were a general election held tomorrow, which party would you vote for?

	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)
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mw3_rc. If there were to be a substantial increase in the minimum wage tomorrow, what impact on your organisation's bottom line would it have?

	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)
Unweighted base	177	150	44	38
Base: All those whose organisations would be affected	177	150	44	38
Large positive impact	2%	9%	-	5%
Small positive impact	7%	15%	16%	8%
No overall impact	53%	56%	55%	45%
Small negative impact	28%	16%	25%	21%
Large negative impact	6%	1%	2%	16%
This wouldn't be relevant to me (e.g. I am self-employed, I am not currently working)	-	-	-	-
Don't know	4%	3%	2%	5%

mw4_rc. Currently the minimum wage is £6.31 per hour for over-21s. The Low Pay Commission recommends a rate of £7 per hour. The Living Wage campaign is calling for a minimum of £7.65 in the UK (outside London). What do you believe the minimum wage should be?

	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)
Unweighted base	256	220	80	57
Base	256	220	80	57
<6.31	1%	-	-	-
6.31	3%	-	1%	7%
6.32-6.99	5%	0%	3%	7%
7	37%	23%	29%	19%
7.01-7.64	14%	15%	10%	4%
7.65	5%	28%	26%	9%
7.66-8	9%	15%	9%	12%
>8	3%	9%	1%	5%
I don't believe there should be a regulated minimum wage	13%	-	6%	21%
Other	2%	2%	4%	9%
Dont Know	9%	8%	11%	7%
Mean	7.26	7.69	7.38	7.33