

**From: Tom Jensen, Director of Public Policy Polling**  
**To: Interested Parties**  
**Subject: Minimum Wage a Winning Issue in Arkansas**  
**Date: 12/16/13**

A new Public Policy Polling survey in Arkansas finds that voting to raise the minimum wage would be a winning issue for the state's Senators and House members.

47% of voters in the state say they'd be more likely to vote for a candidate for public office who supports increasing the minimum wage, compared to only 29% who would be less likely to and 20% who say it doesn't make a difference either way. Overall 52% support raising the minimum wage to \$10 an hour, with just 38% opposed.

The survey also found that both of the state's major contests for statewide office next year are looking like dead heats. In the Senate race Democratic incumbent Mark Pryor is tied with Republican challenger Tom Cotton at 44%, and in the open race for Governor GOP candidate Asa Hutchinson has just the slightest of leads over Democrat Mike Ross at 44/43.

The poll finds that among pivotal undecided voters in the Senate race, raising the minimum wage is a popular proposition. 51% support increasing it to \$10 with only 28% opposed, and 48% would be more likely to support a politician who had voted to increase it with only 20% saying they would be less likely to.

Across party lines there's a strong sense that 'someone who works full-time should be paid enough to keep them out of poverty.' 73% agree with that sentiment to only 13% who disagree, and it's a view held by Democrats (91/4), independents (64/15), and Republicans (61/23) alike.

Increasing the minimum wage is a rare issue that's overwhelmingly popular with Democrats while also receiving support from more than a third of Republicans. Championing it could help Mark Pryor inspire enthusiasm from the party base for his reelection, while also helping him win over some voters across the aisle.

*PPP surveyed 1,004 Arkansas voters from December 13<sup>th</sup> to 15<sup>th</sup>. The margin of error is +/- 3.1%. This poll was sponsored by Americans United for Change.*



## Arkansas Survey Results

**Q1** If the candidates for U.S. Senate next year were Democrat Mark Pryor and Republican Tom Cotton, who would you vote for?

*Mark Pryor* ..... 44%  
*Tom Cotton* ..... 44%  
*Not sure* ..... 12%

**Q2** If the candidates for Governor next year were Democrat Mike Ross and Republican Asa Hutchinson, who would you vote for?

*Mike Ross* ..... 43%  
*Asa Hutchinson* ..... 44%  
*Not sure* ..... 14%

**Q3** Would you support or oppose raising the minimum wage from \$7.25 an hour to \$10 an hour?

*Support* ..... 52%  
*Oppose* ..... 38%  
*Not sure* ..... 10%

**Q4** Do you agree or disagree with the following statement? 'Someone who works full-time should be paid enough to keep them out of poverty.'

*Agree* ..... 73%  
*Disagree* ..... 13%  
*Not sure* ..... 14%

**Q5** Many big companies oppose raising the minimum wage, even though their minimum-wage employees make so little they are eligible for Medicaid and food stamps. Do you agree or disagree with the following statement? 'It's wrong that profitable companies get this kind of indirect subsidy from the taxpayers by paying poverty-level wages.'

*Agree* ..... 50%  
*Disagree* ..... 27%  
*Not sure* ..... 24%

**Q6** Would you be more or less likely to vote for a candidate for public office that supports raising the minimum wage, or would it not make a difference?

*More likely* ..... 47%  
*Less likely* ..... 29%  
*Wouldn't make a difference* ..... 20%  
*Not sure* ..... 4%

**Q7** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 53%  
*Man* ..... 47%

**Q8** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

*Democrat* ..... 37%  
*Republican* ..... 27%  
*Independent/Other* ..... 37%

**Q9** If you are white, press 1. If African-American, press 2. If other, press 3.

*White* ..... 79%  
*African-American* ..... 14%  
*Other* ..... 7%

**Q10** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

*18 to 29* ..... 12%  
*30 to 45* ..... 24%  
*46 to 65* ..... 39%  
*Older than 65* ..... 25%





	Base	Gender	
		Woman	Man
<b>Pryor/Cotton</b>			
Mark Pryor	44%	49%	39%
Tom Cotton	44%	37%	53%
Not sure	12%	14%	8%

	Base	Gender	
		Woman	Man
<b>Ross/Hutchinson</b>			
Mike Ross	43%	46%	39%
Asa Hutchinson	44%	39%	49%
Not sure	14%	15%	12%

	Base	Gender	
		Woman	Man
<b>Support/Oppose \$10 Min. Wage</b>			
Support	52%	58%	45%
Oppose	38%	31%	46%
Not sure	10%	12%	9%

	Base	Gender	
		Woman	Man
<b>Agree/Disagree: Working Full-Time Should Keep One Out of Poverty</b>			
Agree	73%	76%	69%
Disagree	13%	9%	18%
Not sure	14%	15%	12%

	Base	Gender	
		Woman	Man
<b>Agree/Disagree: Wrong that Taxpayers Subsidize Wages for Profitable Companies</b>			
Agree	50%	55%	44%
Disagree	27%	17%	38%
Not sure	24%	28%	18%

	Base	Gender	
		Woman	Man
<b>More/Less Likely to Support Pro-Min. Wage Hike Candidate</b>			
More likely	47%	53%	40%
Less likely	29%	23%	35%
Wouldn't make a difference	20%	19%	22%
Not sure	4%	5%	3%





	Base	Party		
		Democrat	Republican	Independent/Other
<b>Pryor/Cotton</b>				
Mark Pryor	44%	80%	9%	34%
Tom Cotton	44%	13%	79%	52%
Not sure	12%	8%	12%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Ross/Hutchinson</b>				
Mike Ross	43%	74%	9%	35%
Asa Hutchinson	44%	13%	76%	50%
Not sure	14%	12%	14%	15%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Support/Oppose \$10 Min. Wage</b>				
Support	52%	80%	36%	34%
Oppose	38%	14%	48%	55%
Not sure	10%	6%	16%	11%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Agree/Disagree: Working Full-Time Should Keep One Out of Poverty</b>				
Agree	73%	91%	61%	64%
Disagree	13%	4%	23%	15%
Not sure	14%	6%	16%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Agree/Disagree: Wrong that Taxpayers Subsidize Wages for Profitable Companies</b>				
Agree	50%	72%	37%	36%
Disagree	27%	13%	36%	33%
Not sure	24%	15%	27%	30%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>More/Less Likely to Support Pro-Min. Wage Hike Candidate</b>				
More likely	47%	74%	31%	31%
Less likely	29%	12%	42%	36%
Wouldn't make a difference	20%	11%	22%	28%
Not sure	4%	3%	5%	4%





	Base	Race		
		White	African-American	Other
<b>Pryor/Cotton</b>				
Mark Pryor	44%	39%	73%	38%
Tom Cotton	44%	50%	17%	41%
Not sure	12%	11%	10%	21%

	Base	Race		
		White	African-American	Other
<b>Ross/Hutchinson</b>				
Mike Ross	43%	41%	60%	26%
Asa Hutchinson	44%	48%	18%	49%
Not sure	14%	11%	22%	25%

	Base	Race		
		White	African-American	Other
<b>Support/Oppose \$10 Min. Wage</b>				
Support	52%	49%	74%	35%
Oppose	38%	40%	18%	52%
Not sure	10%	11%	8%	14%

	Base	Race		
		White	African-American	Other
<b>Agree/Disagree: Working Full-Time Should Keep One Out of Poverty</b>				
Agree	73%	73%	81%	52%
Disagree	13%	14%	5%	25%
Not sure	14%	13%	14%	22%

	Base	Race		
		White	African-American	Other
<b>Agree/Disagree: Wrong that Taxpayers Subsidize Wages for Profitable Companies</b>				
Agree	50%	50%	52%	37%
Disagree	27%	27%	24%	33%
Not sure	24%	23%	25%	29%

	Base	Race		
		White	African-American	Other
<b>More/Less Likely to Support Pro-Min. Wage Hike Candidate</b>				
More likely	47%	44%	71%	32%
Less likely	29%	30%	18%	39%
Wouldn't make a difference	20%	22%	8%	25%
Not sure	4%	4%	4%	5%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Pryor/Cotton</b>					
Mark Pryor	44%	46%	44%	42%	47%
Tom Cotton	44%	40%	44%	47%	42%
Not sure	12%	14%	12%	11%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Ross/Hutchinson</b>					
Mike Ross	43%	48%	38%	42%	46%
Asa Hutchinson	44%	41%	43%	45%	43%
Not sure	14%	10%	18%	13%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Support/Oppose \$10 Min. Wage</b>					
Support	52%	57%	56%	48%	51%
Oppose	38%	37%	33%	42%	37%
Not sure	10%	6%	12%	10%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Agree/Disagree: Working Full-Time Should Keep One Out of Poverty</b>					
Agree	73%	79%	74%	71%	73%
Disagree	13%	7%	13%	15%	13%
Not sure	14%	14%	13%	14%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Agree/Disagree: Wrong that Taxpayers Subsidize Wages for Profitable Companies</b>					
Agree	50%	65%	42%	47%	53%
Disagree	27%	20%	35%	28%	20%
Not sure	24%	15%	22%	25%	27%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>More/Less Likely to Support Pro-Min. Wage Hike Candidate</b>					
More likely	47%	59%	48%	43%	47%
Less likely	29%	29%	28%	30%	28%
Wouldn't make a difference	20%	12%	20%	22%	22%
Not sure	4%	-	4%	5%	4%

