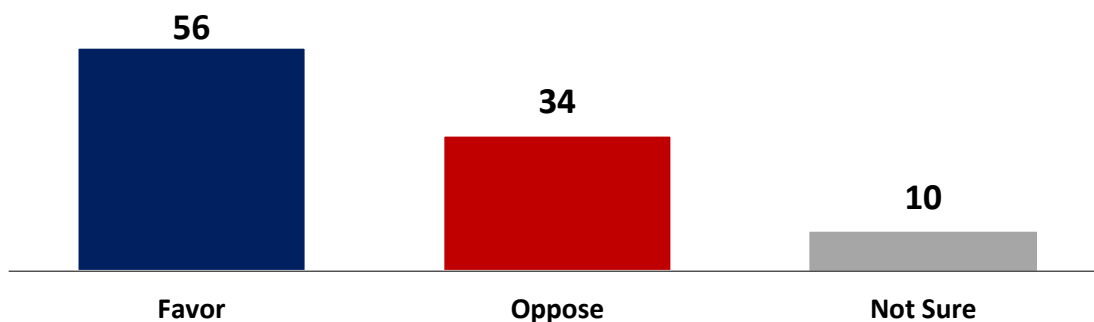


To: Interested Parties
From: Celinda Lake, David Mermin, and Jennifer Sanchez
Re: Recent Research on Minimum Wage in Michiganⁱ
Date: February 4, 2022

A new survey by Lake Research Partners of likely voters in Michigan shows strong support for increasing the minimum wage incrementally to \$15 an hour by 2027 for all employees, with tips for restaurant workers retained. A clear majority of likely voters (56%) favor the proposed initiative, with one third (34%) opposed. Notably, Democratic surge voters (Democratic-leaning voters with irregular vote history) are even more in favor of the proposal than voters overall – with more than eight in 10 voters (83%) in favor of increasing the minimum wage. A sample of surge voters who are Black mothers also shows very strong support for the ballot measure (78%).*

Statewide \$15 Minimum Wage Ballot – All Likely Voters



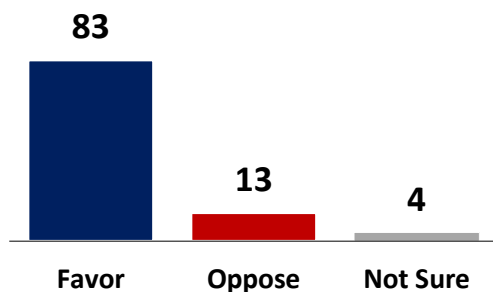
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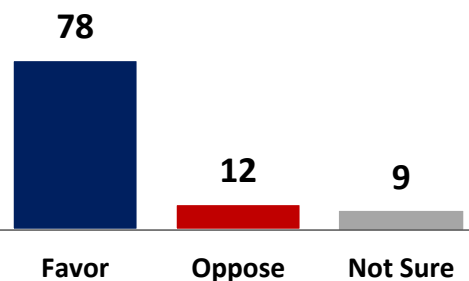
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Statewide \$15 Minimum Wage Ballot – Surge Voters

Democratic Surge Voters



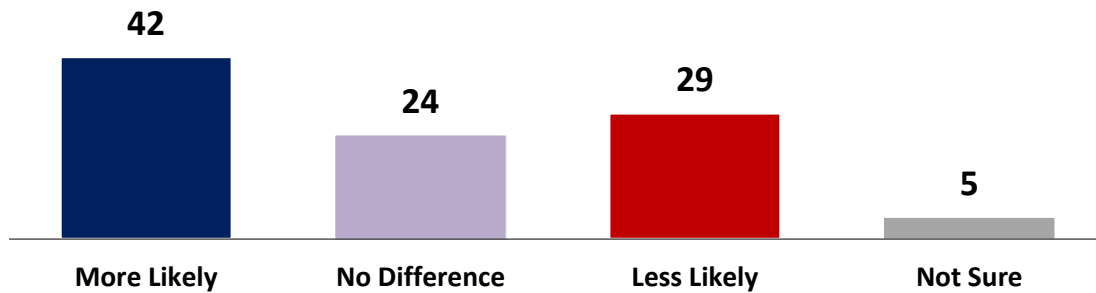
Black Mothers Surge Voters



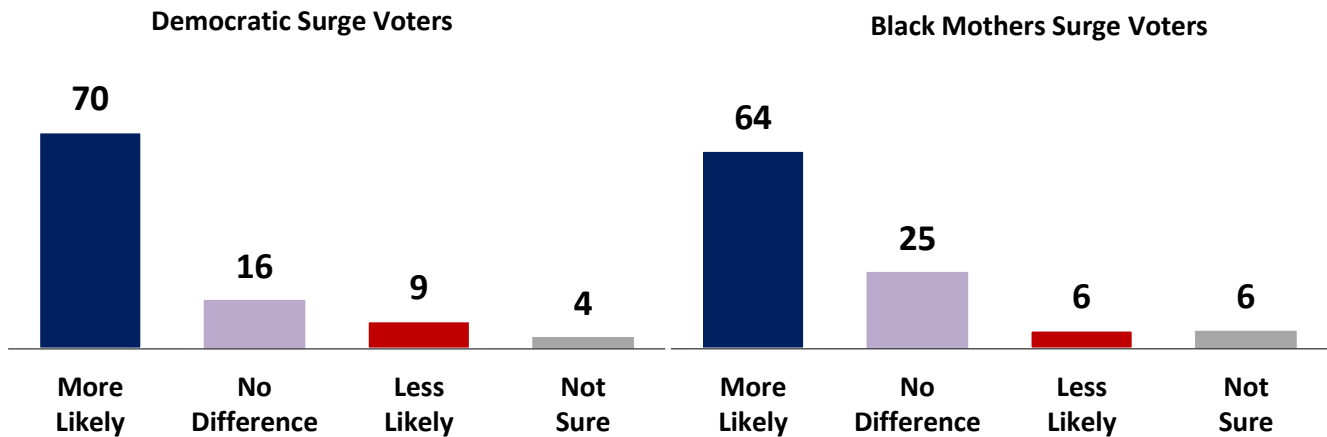
* Q5. Now I am going to read you a measure that may be on the ballot in Michigan in 2022: Initiation of legislation increasing the minimum wage for all employees to \$11/hour on January 1, 2023; \$12/hour on January 1, 2024; \$13/hour on January 1, 2025; \$14/hour on January 1, 2026; and \$15/hour on January 1, 2027; annually adjusting the minimum wage based on inflation; increasing the minimum wage in annual steps over 6 years for employees who receive tips until it matches the minimum wage for other employees; requiring that tips be retained by the employee who receives them unless voluntarily shared; and abolishing subminimum wages for workers under 20 and for apprentices, learners, and persons with disabilities. Do you favor or oppose this proposal?

The data show that this is a voting issue, especially for surge voters. Among all voters, a plurality (42%) said they would be more likely to vote for a candidate who supported raising the minimum wage, including for tipped workers, to \$15 an hour with tips on top, while only 29% would be less likely. Among surge voters, the response to candidates supporting a higher wage is even stronger – seven in 10 Democratic surge voters (70%) say they would be more likely to vote for such a candidate, as well as over six in 10 Black mothers (64%).[†]

Likelihood to Vote for Candidate who Supported Raising the Minimum Wage – All Likely Voters



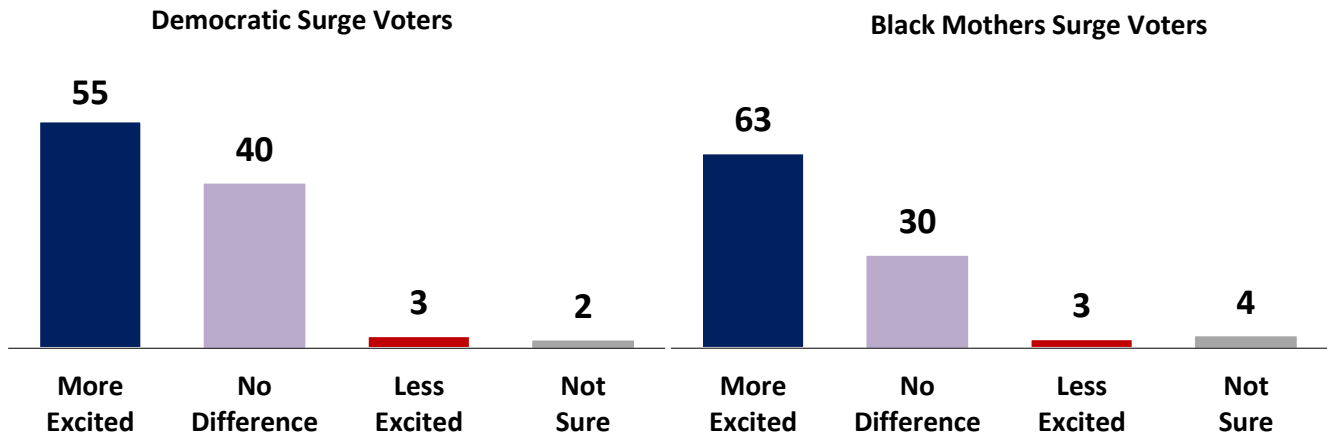
Likelihood to Vote for Candidate who Supported Raising the Minimum Wage – Surge Voters



[†] Q7. If a candidate for office was proposing to raise the minimum wage for all workers, including tipped workers, to \$15 an hour with tips on top, would that make you more or less likely to vote for that candidate, or does it make no difference to you?

The survey also shows the power of a minimum wage initiative to drive voter enthusiasm and turnout. Among the Democratic surge voters, a majority (55%) would be more excited to vote if the minimum wage increase were on the ballot. Among Black mothers, over six in ten (63%) would be more excited to vote.[‡]

Enthusiasm to Vote for \$15 Minimum Wage Ballot in 2022 – Surge Voters



Do not hesitate to contact Celinda Lake (clake@lakeresearch.com) or David Mermin (dmermin@lakeresearch.com) at 202-776-9066 with any questions about this memo.

¹ **Survey:** Lake Research Partners designed and administered this survey, which was conducted between January 11-16, 2022, by live telephone interview and text-to-online. The survey reached a total of 500 likely general election voters in Michigan, plus an oversample of 100 Democratic surge voters and an oversample of 100 Black mothers of children under age 18. These samples were kept separate. The base sample was stratified by gender, age, region, race, education, and party identification to reflect the demographic composition of likely voters in Michigan. The Democratic surge oversample was stratified by gender, age, region, race, education, and party identification. Where there were slight differences between our survey sample and the expected voting population, data were weighted accordingly. The margin of error is +/- 4.4% for the full combined sample and larger for subgroups.

[‡] Q8. If a minimum wage increase for all workers, including tipped workers, to \$15 an hour with tips on top was on the ballot, would that make you more or less excited to vote in 2022, or does it make no difference to you?