

THE BIG IDEA

How do positive and negative information affect voters' willingness to increase the federal minimum wage?

THEORETICAL SETTING

Political Atmosphere

- In March 2014, President Obama urged Congress to approve a minimum wage hike from \$7.25 to \$10.10.

Good vs Bad

- Bad outweighs the good (Baumeister et al 2001)
- Bad wears off more slowly

Information matters

- Voters respond to cues (Druckman 2004, Gillens 2001, Levendusky 2011)
- People tend to do what is expected, for greater good (Rogers 2014) → feel obligated to do whatever brings “good” outcome

→ How do good and bad information change voters' opinions?

EXPERIMENTAL SETTING

UTAH COLLEGES

★ ★ ★ ★ ★ ★ EXIT POLL

since
1982

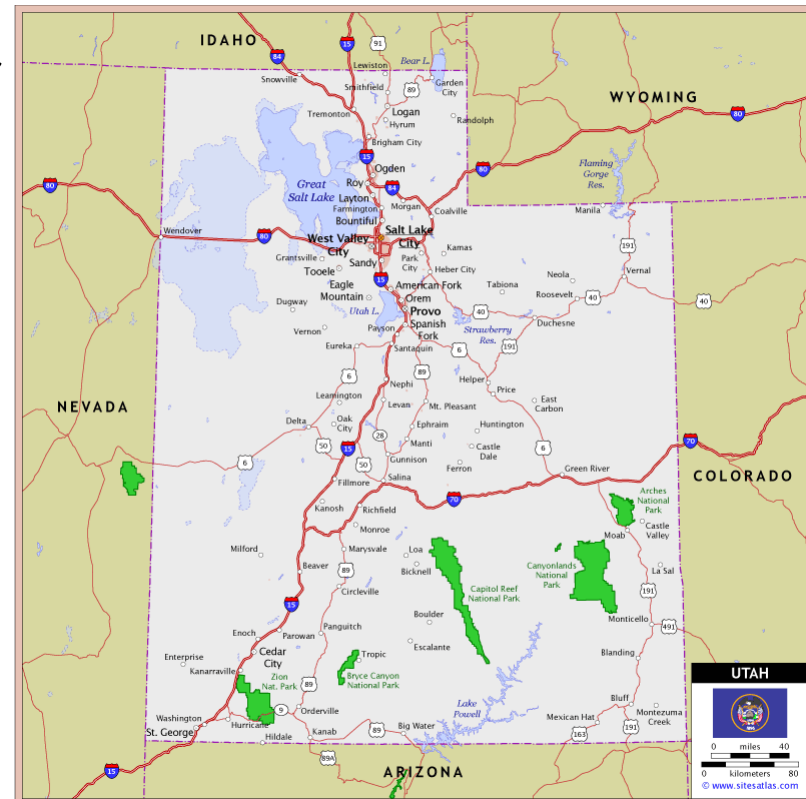
Longest continuous exit poll under common leadership in US

13,022
respondents

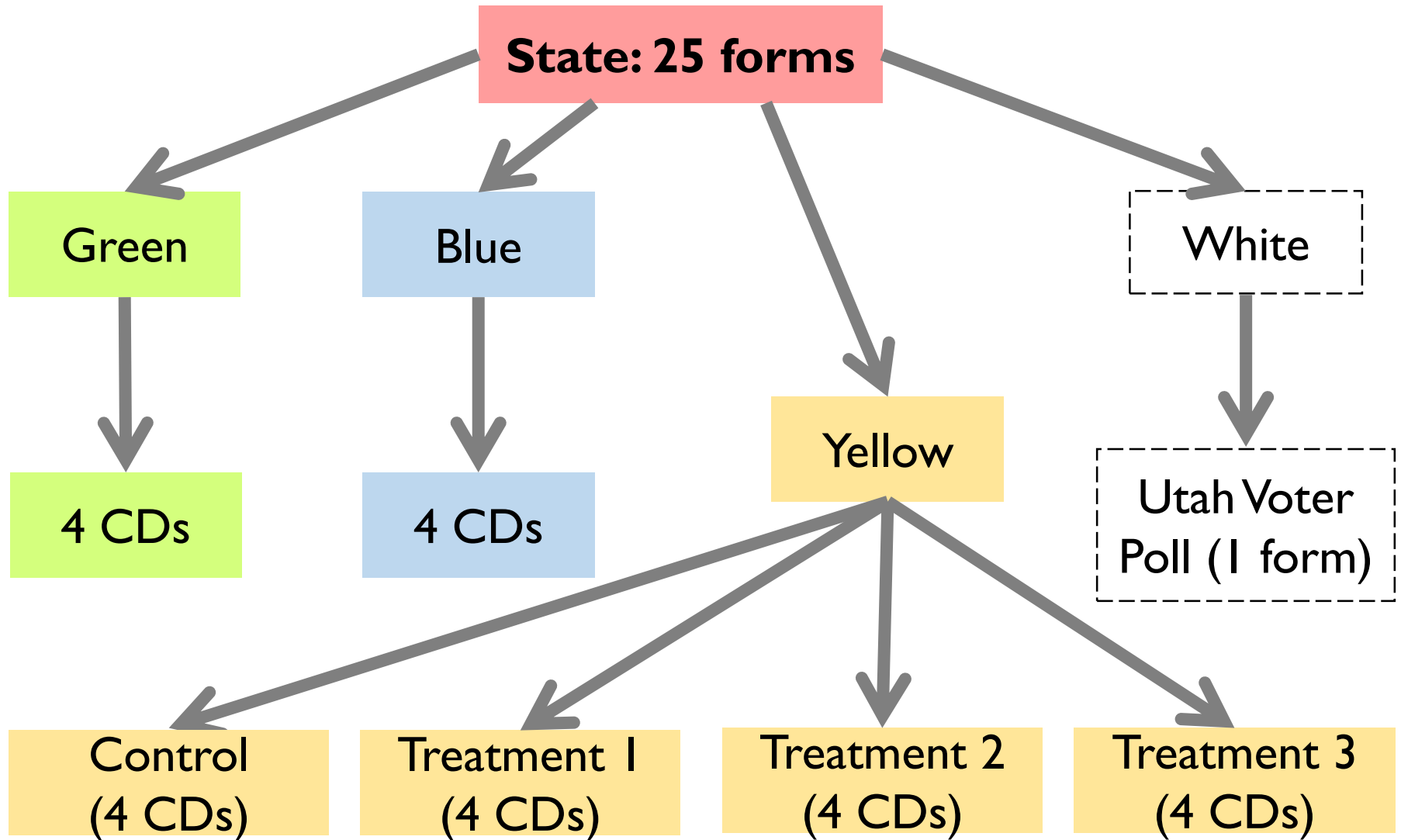
From 10 most populous counties in the state

119
locations

Multiple interviewers (2-5) at each polling location



QUESTIONNAIRE SET-UP



EXPERIMENTAL DESIGN

Control <i>1066 respondents</i>	T1: Positive (increase income of 16.5 mil) <i>1054 respondents</i>
T2: Negative (eliminate 500,000 jobs) <i>1027 respondents</i>	T3: Combined (both) <i>1031 respondents</i>

Hypotheses

T1: support increases

T2: support decreases

T3: “Don’t Knows” increase → *opt out of choosing between good and bad*

YOUR ANSWERS ARE **CONFIDENTIAL**
Please give only ONE response for each question unless otherwise directed.

[A] In today's election for Utah Attorney General, did you vote for:

- Sean Reyes, Republican
- Charles Stormont, Democrat
- Someone else
- Don't remember / Did not vote for Attorney General

[B] In today's election for U.S. House of Representatives, did you vote for:

- Rob Bishop, Republican
- Donna McAleer, Democrat
- Someone else
- Don't remember / Did not vote for U.S. House

[C] Did you have trouble finding your polling place?

- Yes
- No

[D] To what extent do you agree or disagree with the following statements about an election in which mail ballots are used for all voters?

Circle only <u>ONE</u> number per row.	Strongly Disagree		Strongly Agree	Don't know
A. An election with mail ballots would encourage fraud.	1	2	3	4 <input type="checkbox"/>
B. I worry that I would cast my ballot early and then hear important information that might change my vote.	1	2	3	4 <input type="checkbox"/>
C. Casting a ballot by mail would be more convenient for me.	1	2	3	4 <input type="checkbox"/>

[E] Did someone from a political party, campaign, or other group contact you and ask you to vote early or by absentee ballot?

- Yes
- No

[F] How did you prepare to vote today? (Check all that apply)

- Read the Utah Voter Guide
- Watched the news
- Read the newspaper
- Listened to the radio
- Watched a televised debate
- Accessed resources on the Internet
- Other
- No preparation needed

[G] There are many ways for people to vote, and some prefer one way over another. If you had the following choices, which would you prefer?

- Voting in a booth on election day
- Voting over the internet
- Voting through the mail
- Voting early at a voting center
- Don't know

[H] Why did you decide to vote in person today? (Check all that apply)

- It's convenient
- It's my duty / tradition
- I like wearing my "I voted" sticker
- I gain a sense of unity with the community
- It's what I've always done

[I] To what extent do you agree or disagree with the following statement? "I feel adequately represented by _____."

Circle only <u>ONE</u> number per row.	Strongly Disagree		Strongly Agree
A. State Government	1	2	3 4 5
B. Congress	1	2	3 4 5

[K] Overall, how satisfied are you with your voting experience today?

- Very satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

[L] Did you attend your neighborhood caucus this year?

- Yes
- No
- Don't Know

[M] Would you ever consider running for local office if a party or community leader encouraged you to do so?

- Yes
- Probably yes
- Probably not
- No

[N] During this election cycle, did you donate money to a candidate, campaign, or political organization?

- Yes
- No

[O] Do you think there should be limits on what individuals, corporations, unions, and other organizations can spend in election campaigns so that no set of voices dominates or do you think there should be no limits to protect freedom of speech?

- Yes, there should be limits
- No, there should not be limits
- Don't Know

[P] As you may know, the federal minimum wage is currently set at \$7.25 an hour. Knowing this, do you favor or oppose an increase in the federal minimum wage?

- Favor
- Oppose
- Don't Know

[Q] Please indicate which office Joe Biden currently holds:

- US Supreme Court Justice
- Vice President of the US
- Speaker of the US House
- US Senate Majority Leader

[R] How much do you support United States intervention in the following:

Circle only <u>ONE</u> number per row.	Don't Support		Support	Don't know
A. Ebola outbreak in Africa	1	2	3 4 5	<input type="checkbox"/>
B. ISIS prevention in Syria	1	2	3 4 5	<input type="checkbox"/>
C. Democratization of China	1	2	3 4 5	<input type="checkbox"/>
D. Military aid to Ukraine	1	2	3 4 5	<input type="checkbox"/>
E. Economic aid to poverty-stricken countries	1	2	3 4 5	<input type="checkbox"/>

[S] What percentage vote of the U.S. House and Senate is needed to override a Presidential veto?

- A majority
- Two-thirds
- Three-fourths
- Unanimous

[T] How helpful were the poll workers at your polling place?

- Very helpful
- Somewhat helpful
- Not very helpful
- Not at all helpful
- Don't know

[U] For how many years is a United States Senator elected - that is how many years are there in one full term of office for a U.S. Senator?

- 2 years
- 4 years
- 6 years
- 8 years

[V] Are you: Male Female

[W] What year were you born? 19 ____

[X] Generally speaking, do you consider yourself to be a(n):

- Strong Democrat
- Not so strong Democrat
- Independent leaning Democrat
- Independent
- Independent leaning Republican
- Not so strong Republican
- Strong Republican
- Other
- Don't know

[Y] On most political matters do you consider yourself:

- Strongly conservative
- Moderately conservative
- Neither, middle of the road
- Moderately liberal
- Strongly liberal
- Don't know

[Z] What was the last year of school you completed?

- Some high school or less
- High school graduate
- Some college
- College graduate
- Postgraduate

[AA] What, if any, is your religious preference?

- Protestant
- Catholic
- LDS / Mormon
- Jewish
- Other
- No preference / No religious affiliation
- Prefer not to say

[BB] How active do you consider yourself in the practice of your religious preference?

- Very active
- Somewhat active
- Not very active
- Not active
- Does not apply / Prefer not to say

[CC] What is your current employment status?

- Self-employed
- Employed by someone else
- Unemployed
- Homemaker
- Retired
- Student

[DD] Are you:

- American Indian / Native American
- Asian
- Black / African American
- Hispanic / Latino
- White / Caucasian
- Pacific Islander
- Other

[EE] Are you presently:

- Married
- Divorced
- Widowed
- Single
- Living with a partner

[FF] What do you expect your 2014 family income to be?

- Under \$25,000
- \$25,000 - \$39,999
- \$40,000 - \$54,999
- \$55,000 - \$89,999
- \$70,000 - \$84,999
- \$85,000 - \$99,999
- \$100,000 - \$149,999
- Over \$150,000

Thank you for your voluntary participation.

Color: Yellow CD: 1-1 Polling Place: Form ID: Interviewer ID: Time: ____:____ AM PM

Please continue on other side →

Non Response:	Reason: <input type="checkbox"/> Missed <input type="checkbox"/> Refused	Age: <input type="checkbox"/> 18-35 <input type="checkbox"/> 36-55 <input type="checkbox"/> 56-75 <input type="checkbox"/> 76+
	Gender: <input type="checkbox"/> M <input type="checkbox"/> F	Race: <input type="checkbox"/> White <input type="checkbox"/> Hispanic <input type="checkbox"/> Other

Called In

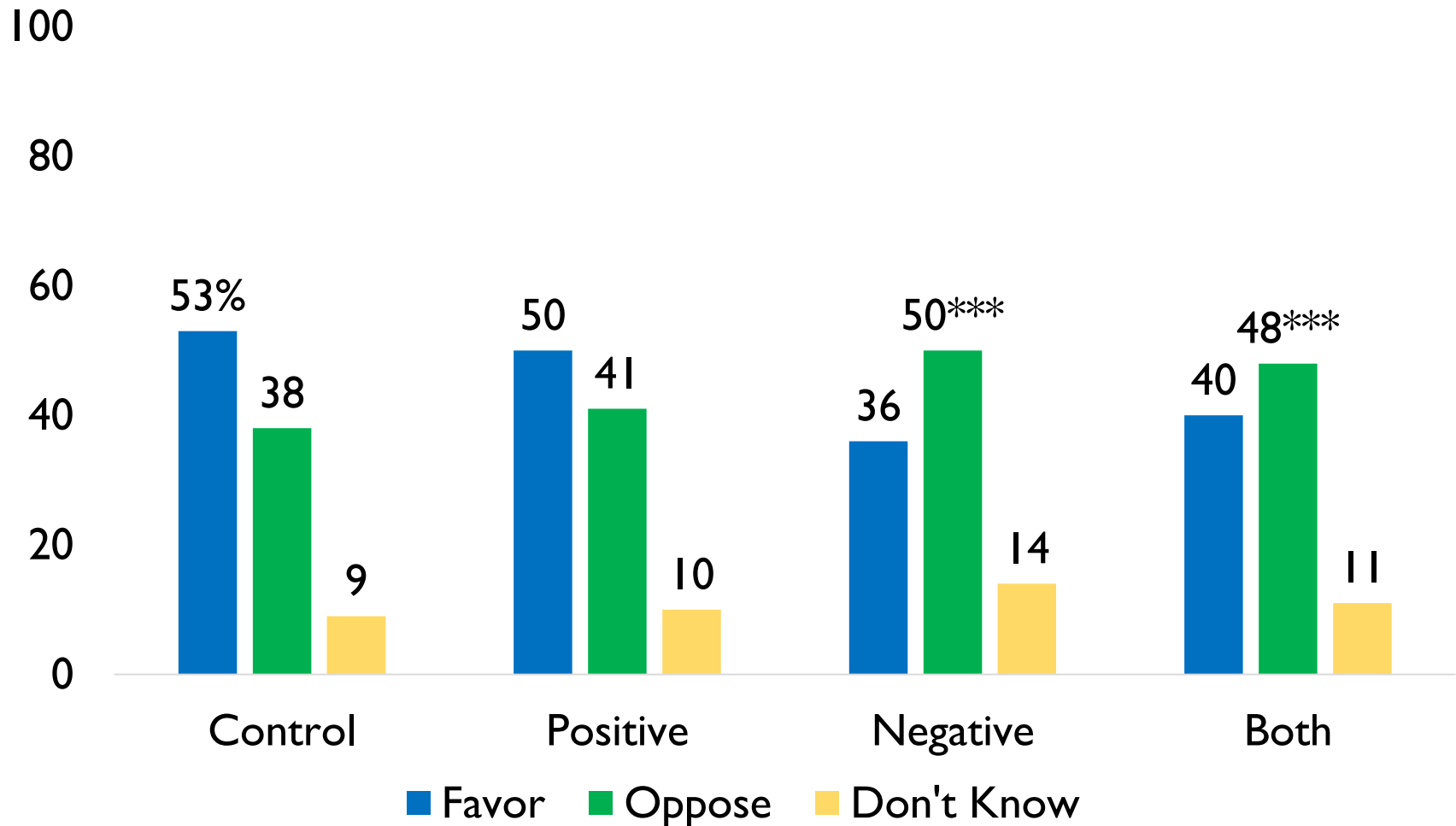
TREATMENT 4: COMBINED

[P] As you may know, the federal minimum wage is currently set at \$7.25 an hour. A recent report by the Congressional Budget Office says that raising the minimum wage to \$10.10 over the next three years would increase the incomes of 16.5 million Americans and eliminate 500,000 jobs. Knowing this, do you favor or oppose an increase in the federal minimum wage?

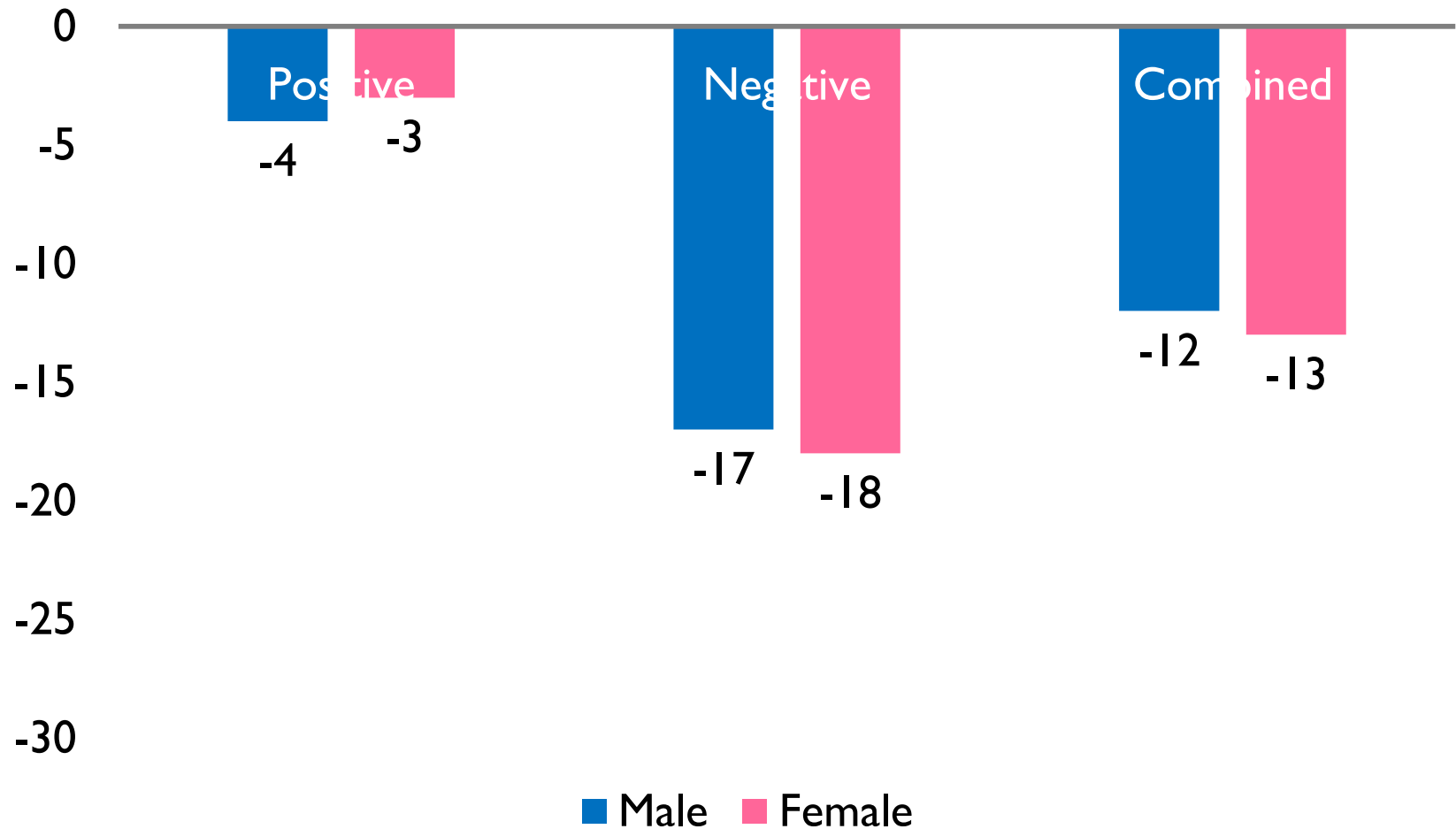
- Favor
- Oppose

Don't Know

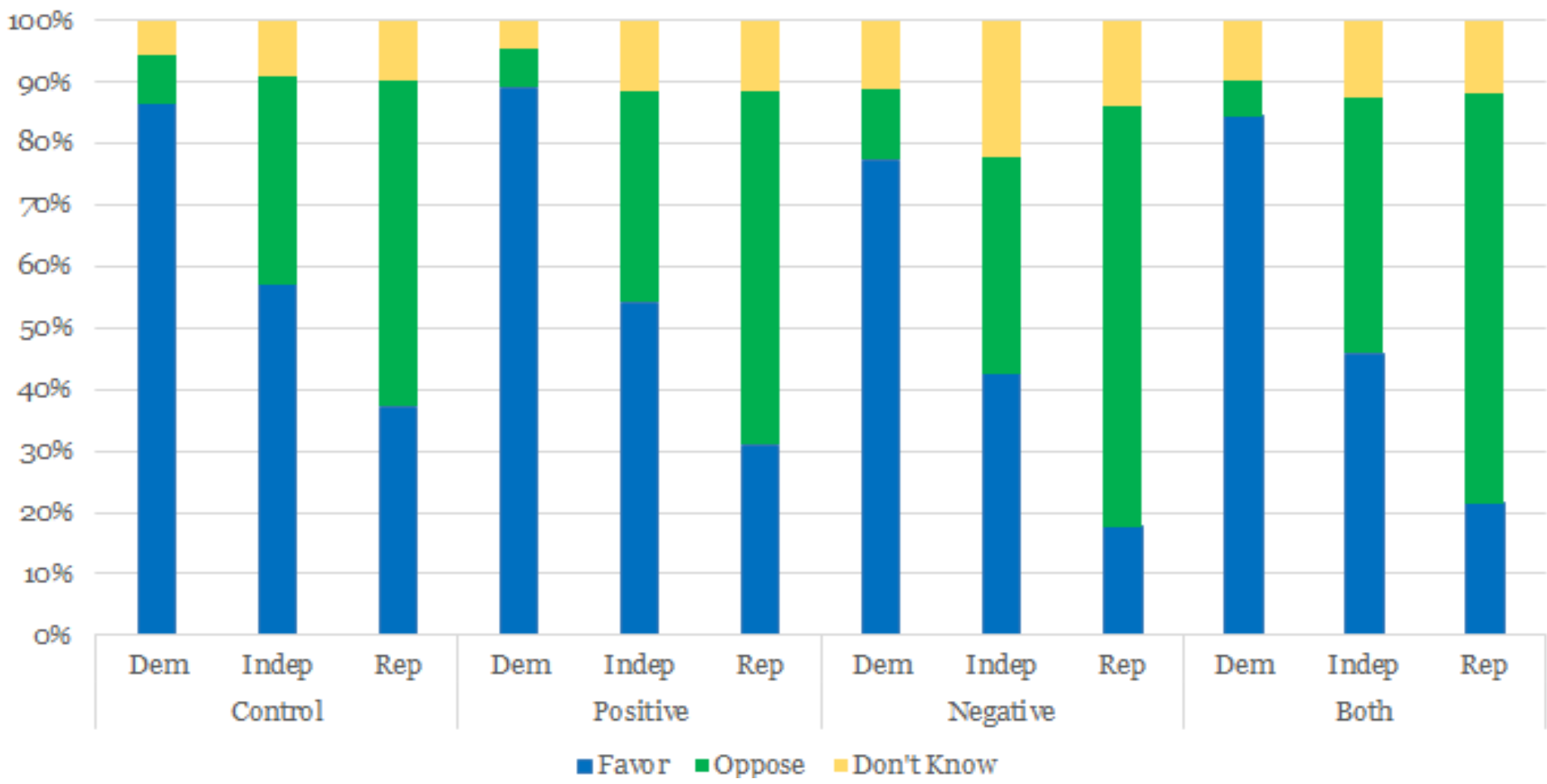
DO YOU FAVOR OR OPPOSE AN INCREASE IN THE FEDERAL MINIMUM WAGE?



SUPPORT DIFFERENCE BY GENDER (% TREATMENT - % CONTROL)

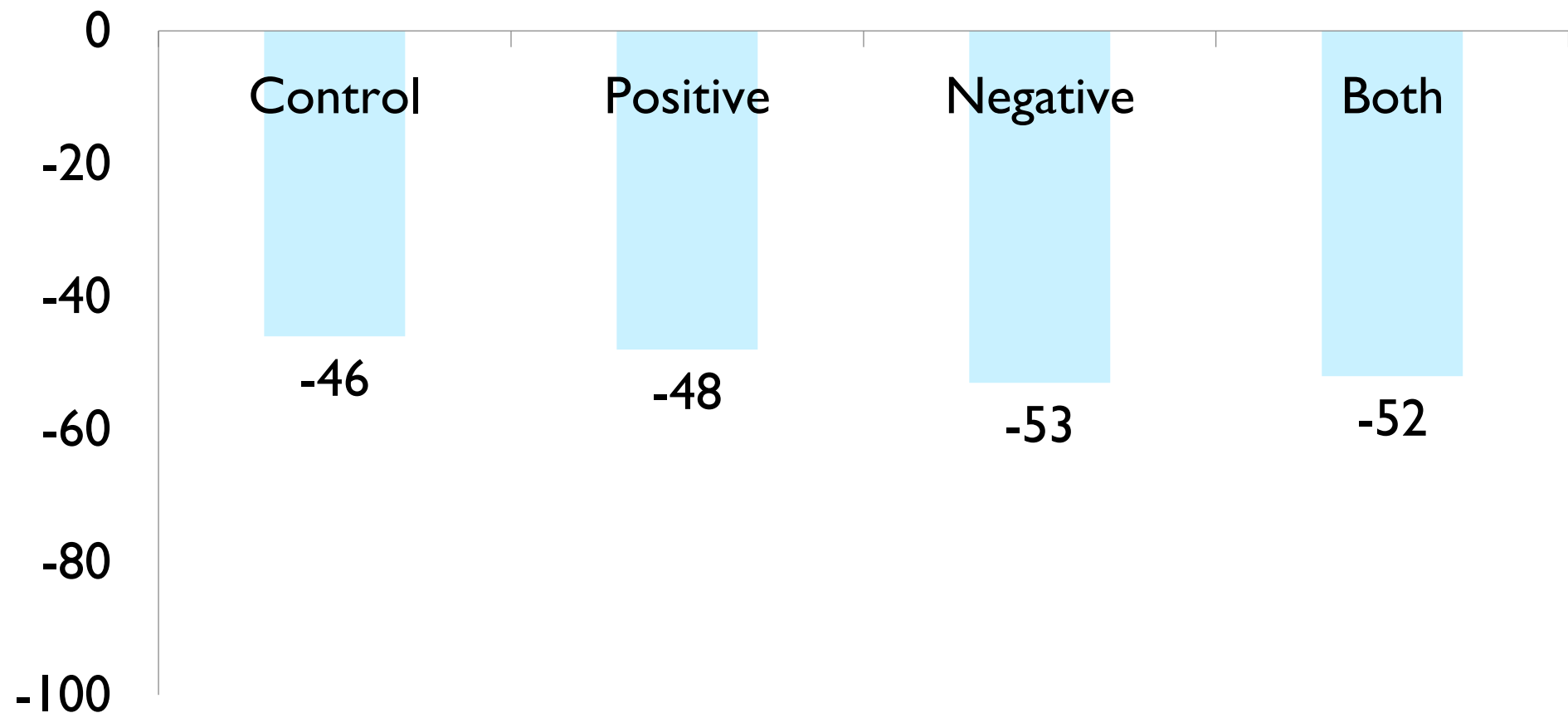


PARTYID

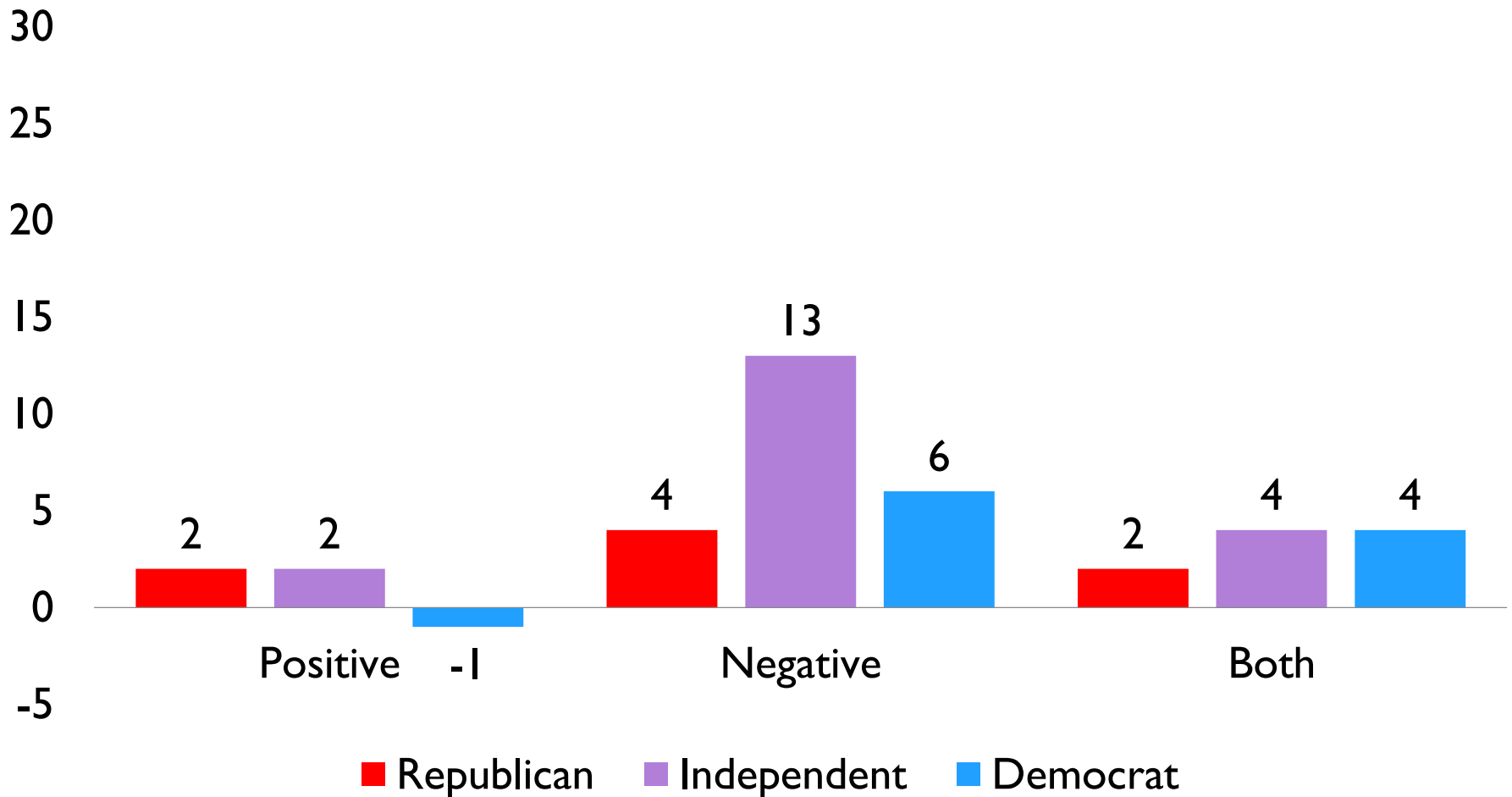


OPPOSE BY PARTYID

(% DEMOCRAT- % REPUBLICAN)



DIFFERENCE IN DON'T KNOW BY PARTYID (% TREATMENT - % CONTROL)



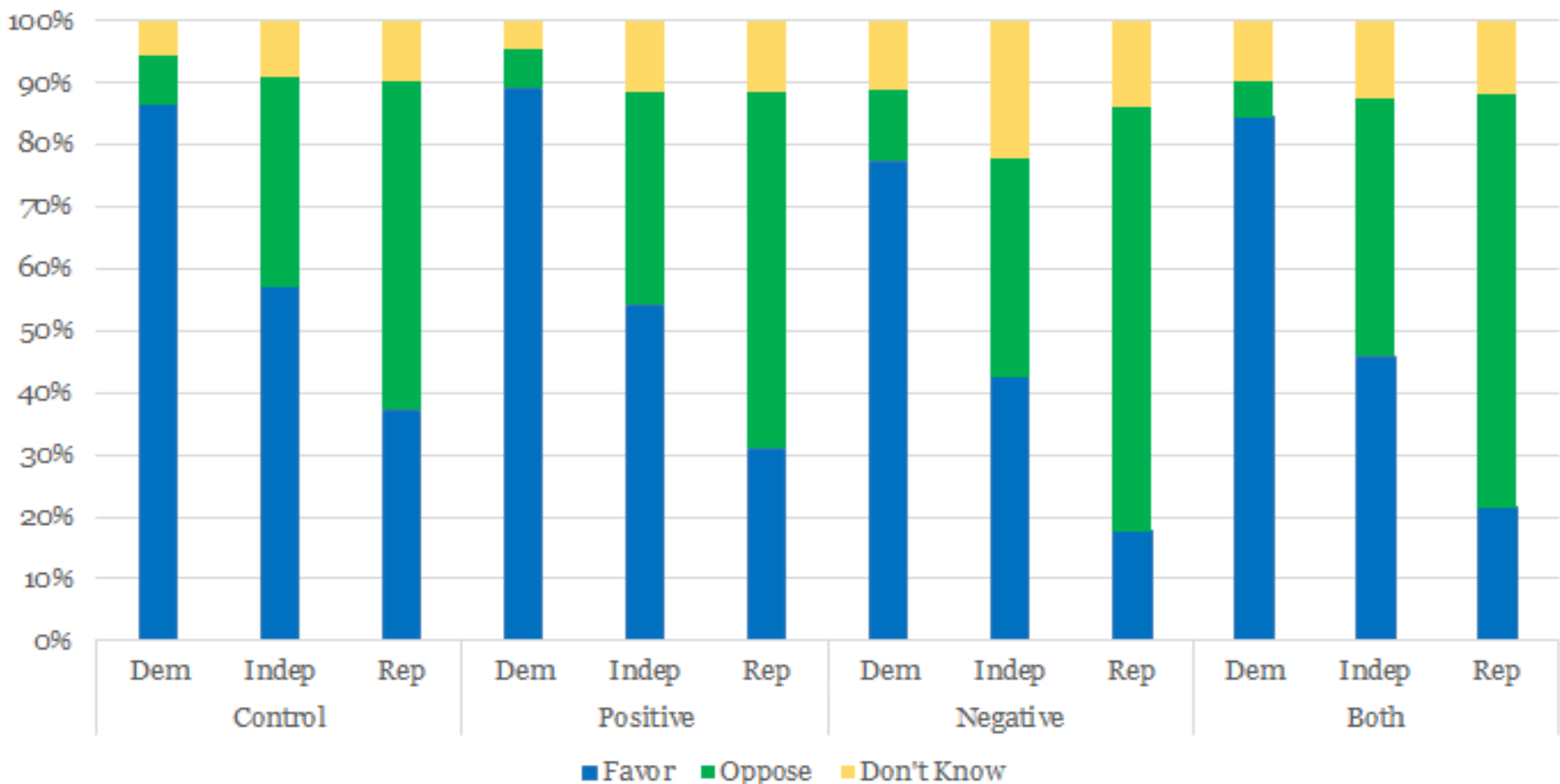
FINDINGS

- **Major Findings:**
 - Negative and combined treatments decrease
 - Bad outweighs the good across all respondents (gender, income, religion, etc)
 - PartyID
- **Implications:**
 - Jobs matter
 - Utah more conservative than other national polls (Bloomberg, CNN), though not greatly

TREATMENT TEXT

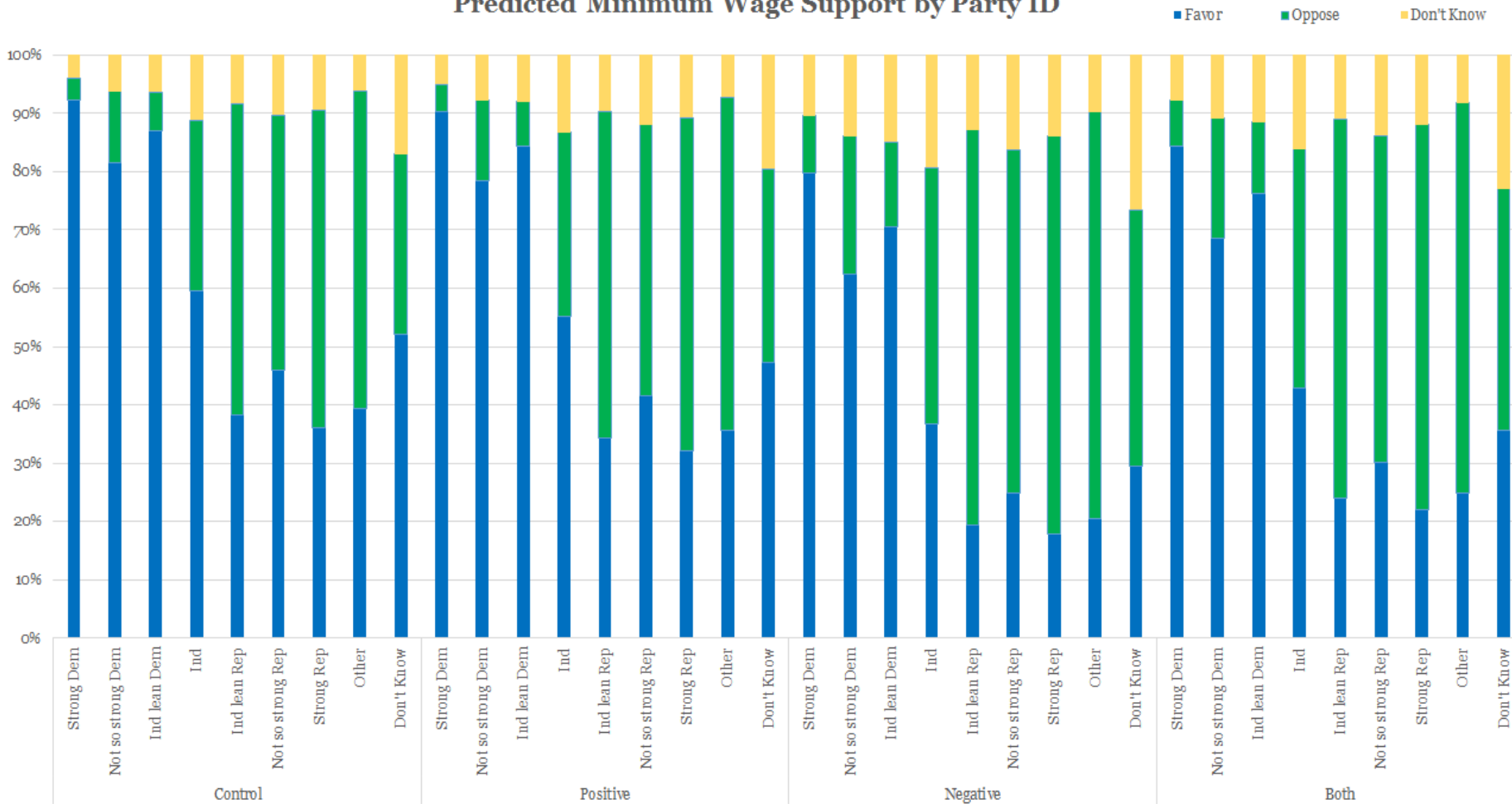
- **Control**
 - As you may know, the federal minimum wage is currently set at \$7.25 an hour. Knowing this, do you favor or oppose an increase in the federal minimum wage?
- **T1: Positive Information**
 - As you may know, the federal minimum wage is currently set at \$7.25 an hour. **A recent report by the Congressional Budget Office says that raising the minimum wage to \$10.10 over the next three years would increase the incomes of 16.5 million Americans.** Knowing this, do you favor or oppose an increase in the federal minimum wage?
- **T2: Negative Information**
 - As you may know, the federal minimum wage is currently set at \$7.25 an hour. **A recent report by the Congressional Budget Office says that raising the minimum wage to \$10.10 over the next three years would eliminate 500,000 jobs.** Knowing this, do you favor or oppose an increase in the federal minimum wage?
- **T3: Combined Information**
 - As you may know, the federal minimum wage is currently set at \$7.25 an hour. **A recent report by the Congressional Budget Office says that raising the minimum wage to \$10.10 over the next three years would increase the incomes of 16.5 million Americans, and eliminate 500,000 jobs.** Knowing this, do you favor or oppose an increase in the federal minimum wage?

PARTYID



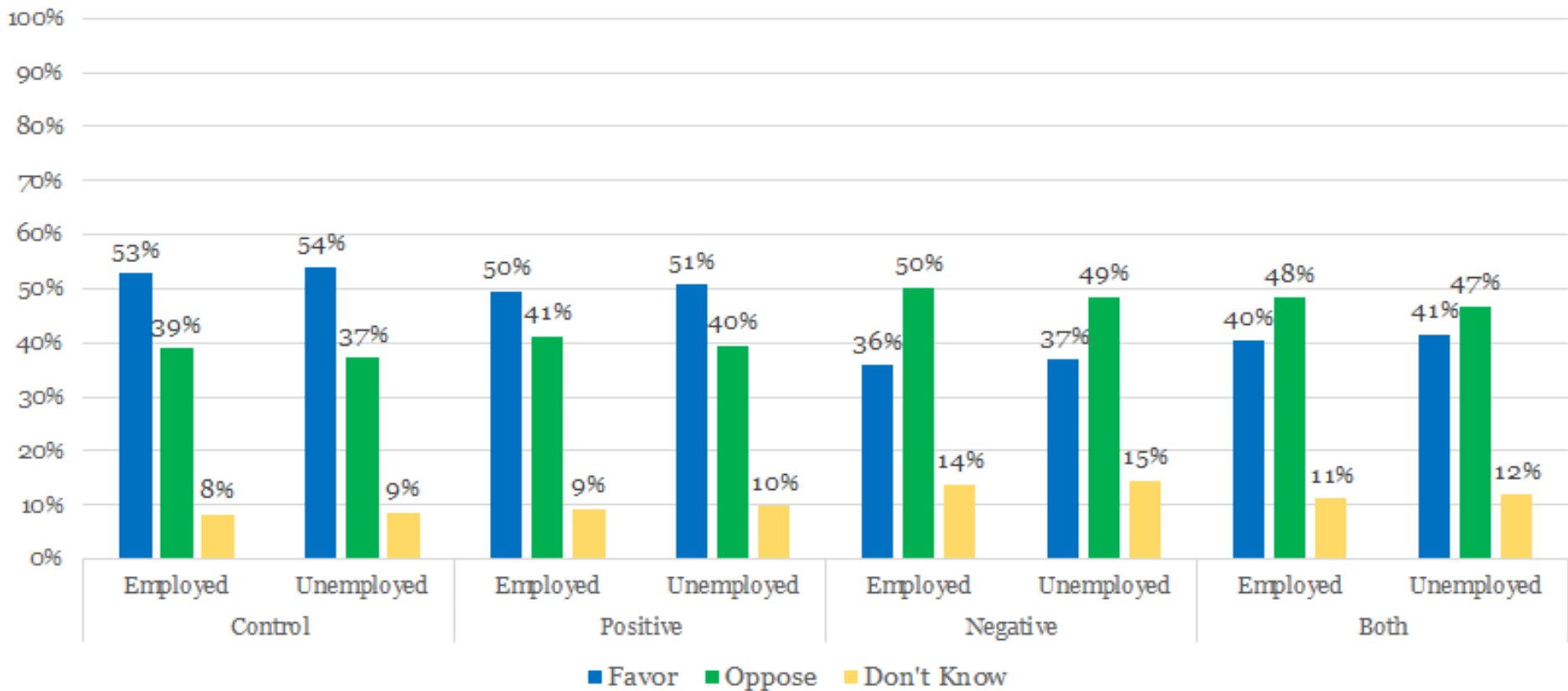
PARTYID

Predicted Minimum Wage Support by Party ID



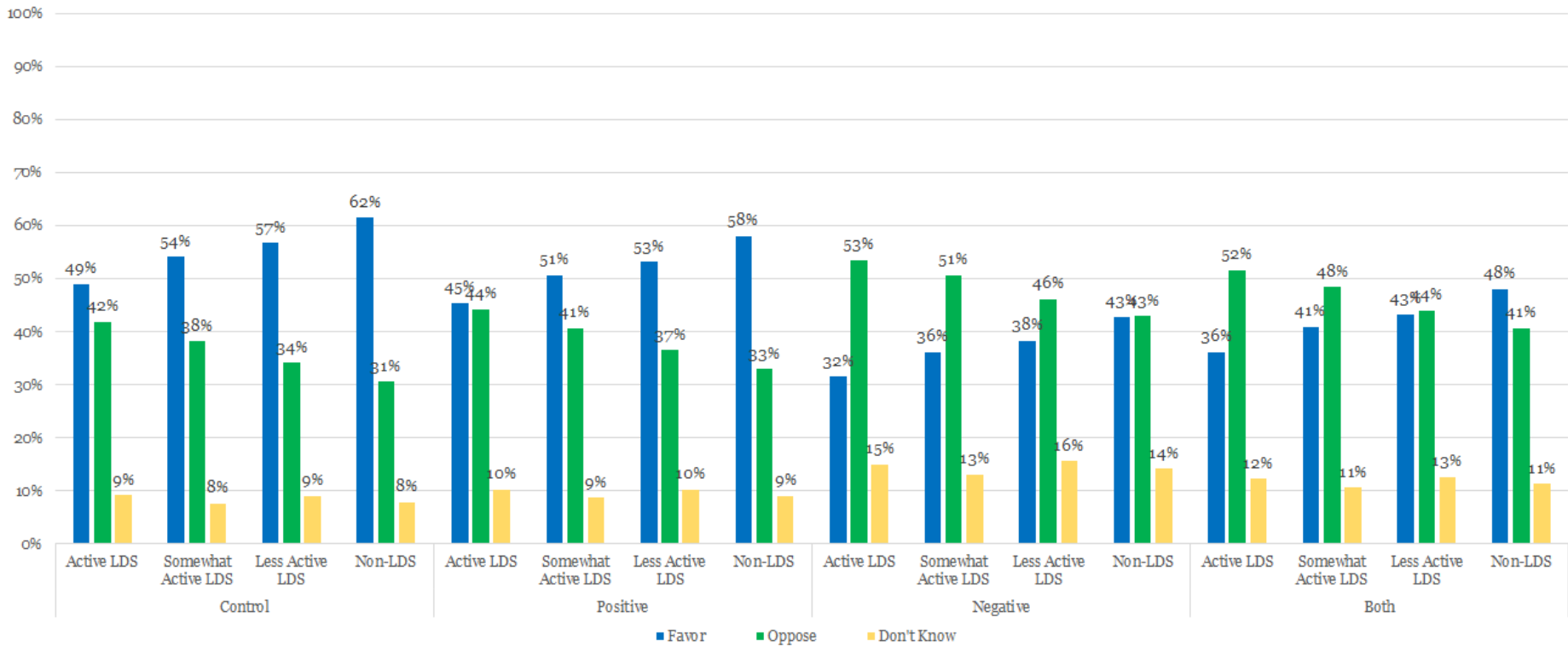
EMPLOYMENT STATUS

Minimum Wage Increase Support by Employment Status



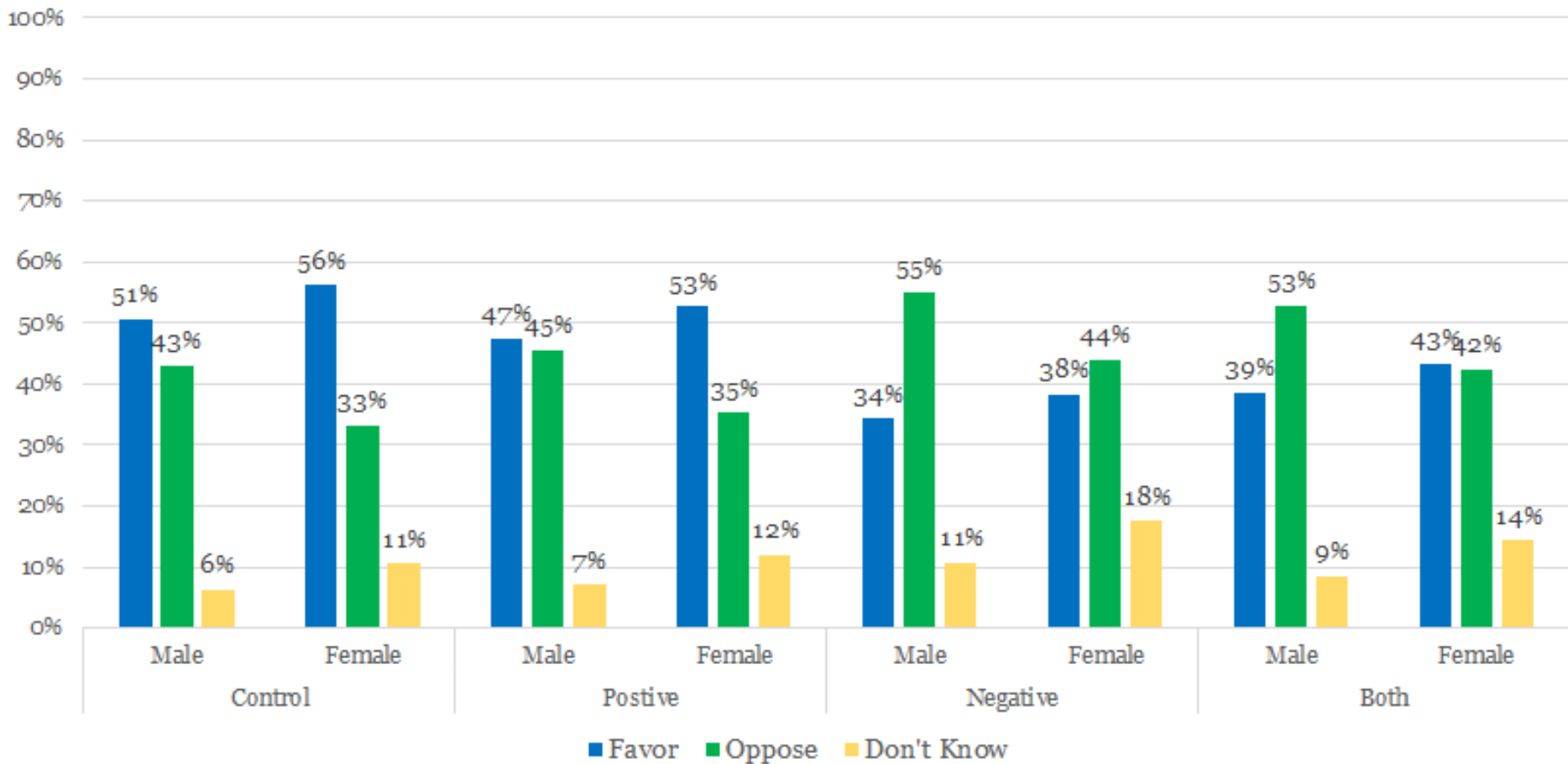
RELIGION INDEX

Minimum Wage Increase Support by Religion Index



GENDER

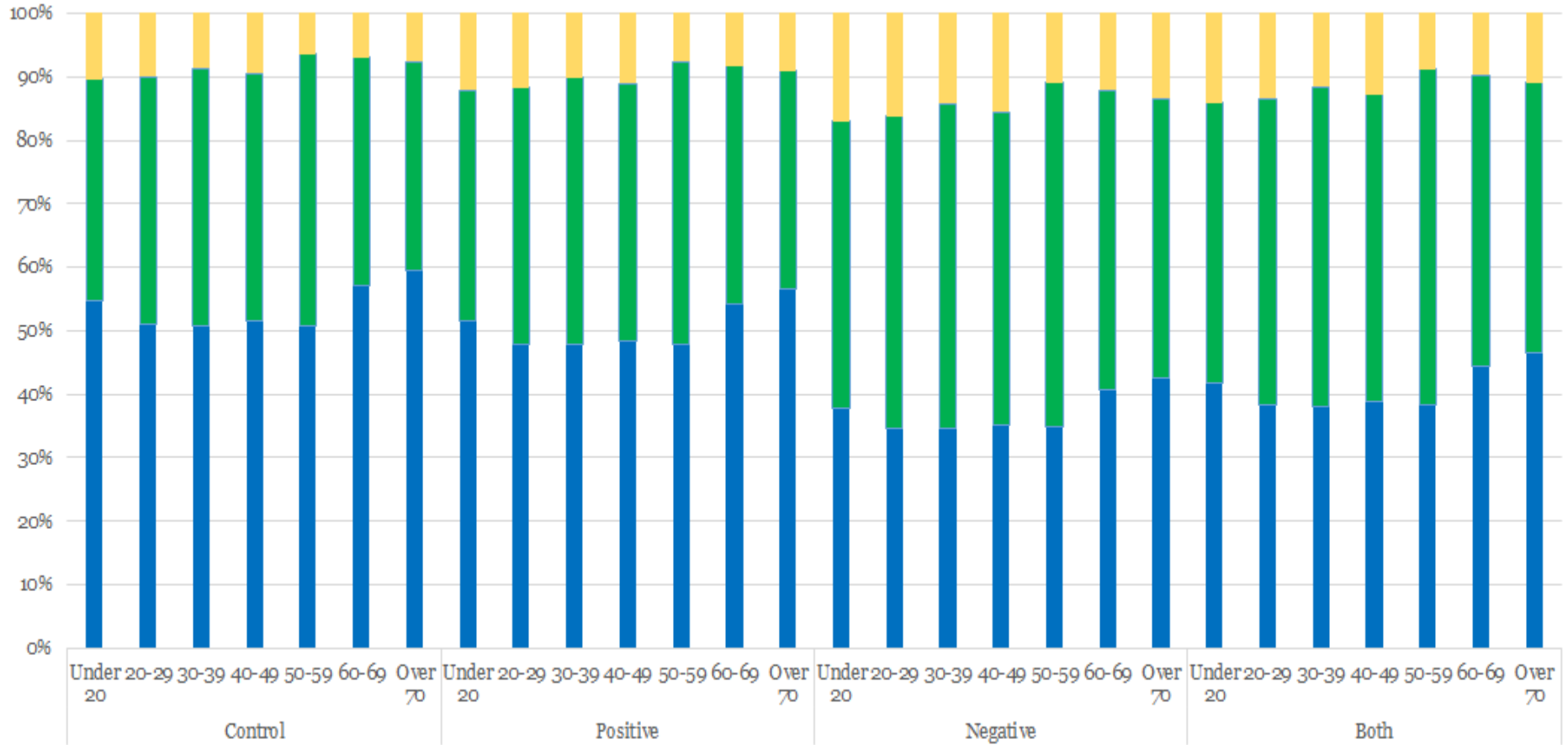
Minimum Wage Increase Support by Gender



AGE

Predicted Minimum Wage Increase Support by Age

■ Favor ■ Oppose ■ Don't Know



INCOME

Predicted Minimum Wage Support by Income

