

The Essential Report - Minimum Wage

25 February 2014





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Prepared by: Essential Research

Data supplied:



Essential Media Communications is a member of
the Association of Market and Social Research Organisations.



Our researchers are members of
the Australian Market and Social Research Society

About this poll

This report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source. The survey was conducted online from the 21st to 24th February 2014 and is based on 1,035 respondents.

This report includes questions on the minimum wage.

The methodology used to carry out this research is described in the appendix on page 8.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

Estimate of minimum wage

Q. What do you think the minimum wage in Australia currently is for a standard 38-hour week?

	Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Work full time	Work part time
Less than \$500	12%	10%	14%	11%	13%	12%	13%	11%
Between \$500 and \$549	16%	11%	22%	16%	17%	16%	15%	22%
Between \$550 and \$599	16%	18%	15%	20%	15%	14%	18%	17%
Between \$600 and \$649	17%	19%	15%	18%	19%	12%	19%	18%
Between \$650 and \$699	7%	8%	6%	6%	6%	9%	7%	8%
Between \$700 and \$749	7%	8%	6%	4%	8%	10%	5%	5%
\$750 or more	6%	7%	4%	7%	6%	4%	7%	5%
Don't know	18%	20%	17%	18%	16%	22%	16%	15%
Average estimate	\$597	\$610	\$582	\$596	\$596	\$598	\$613	\$590

Statements about the minimum wage

Q. Do you agree or disagree with the following statements?

(The current minimum wage is \$16.37 an hour or \$622.20 for a standard 38-hour week.)

	Total agree	Total disagree	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
The Government should support a higher minimum wage to ensure all Australians have a decent standard of living	58%	15%	22%	36%	23%	12%	3%	3%
I could afford to live on the adult minimum wage of \$16.37 an hour or \$622.20 for a 38-hour week	34%	41%	7%	27%	21%	22%	19%	4%
A decent minimum wage is a way of ensuring Australia remains a good place to live	71%	6%	21%	50%	18%	5%	1%	3%
The minimum wage needs to be increased to close the gap between the low paid and the rest of the workforce - between the rich and the poor.	53%	18%	20%	33%	24%	14%	4%	5%
Australia's minimum wage is too high and is preventing business from hiring people.	17%	52%	5%	12%	24%	28%	24%	6%
Gina Rinehart is correct in her view that Australians are paid too much	20%	54%	5%	15%	19%	23%	31%	7%
CEOs and executives are paid too much	82%	4%	60%	22%	11%	2%	2%	4%
I support an increase in the minimum wage	62%	11%	27%	35%	24%	8%	3%	4%
I am concerned about the emergence of an 'American style' "working poor" in Australia	59%	12%	28%	31%	21%	10%	2%	8%

		Total	Men	Women	Aged 18-34	Aged 35-54	Aged 55+	Work full time	Work part time
The Government should support a higher minimum wage to ensure all Australians have a decent standard of living	Agree	58%	54%	63%	60%	63%	52%	58%	60%
	Disagree	15%	18%	12%	10%	15%	21%	15%	11%
I could afford to live on the adult minimum wage of \$16.37 an hour or \$622.20 for a 38-hour week	Agree	34%	36%	33%	33%	26%	45%	29%	29%
	Disagree	41%	37%	45%	40%	51%	28%	47%	46%
A decent minimum wage is a way of ensuring Australia remains a good place to live	Agree	71%	68%	76%	69%	73%	75%	69%	72%
	Disagree	6%	9%	5%	6%	7%	5%	7%	6%
The minimum wage needs to be increased to close the gap between the low paid and the rest of the workforce - between the rich and the poor.	Agree	53%	49%	59%	49%	58%	54%	52%	55%
	Disagree	18%	18%	16%	15%	17%	20%	19%	15%
Australia's minimum wage is too high and is preventing business from hiring people.	Agree	17%	23%	12%	19%	16%	16%	22%	12%
	Disagree	52%	47%	59%	48%	58%	54%	56%	61%
Gina Rinehart is correct in her view that Australians are paid too much	Agree	20%	28%	13%	22%	17%	23%	26%	10%
	Disagree	54%	48%	60%	49%	57%	57%	47%	63%
CEOs and executives are paid too much	Agree	82%	79%	84%	71%	84%	90%	80%	77%
	Disagree	4%	4%	4%	4%	4%	4%	3%	6%
I support an increase in the minimum wage	Agree	62%	58%	66%	64%	64%	58%	58%	67%
	Disagree	11%	14%	7%	10%	7%	15%	10%	10%
I am concerned about the emergence of an 'American style' "working poor" in Australia	Agree	59%	58%	59%	57%	59%	60%	57%	56%
	Disagree	12%	14%	11%	10%	14%	13%	14%	12%

		Total	Labor Id	Lib/Nat Id	Greens Id
The Government should support a higher minimum wage to ensure all Australians have a decent standard of living	Agree	58%	73%	46%	73%
	Disagree	15%	9%	22%	9%
I could afford to live on the adult minimum wage of \$16.37 an hour or \$622.20 for a 38-hour week	Agree	34%	29%	39%	31%
	Disagree	41%	47%	36%	47%
A decent minimum wage is a way of ensuring Australia remains a good place to live	Agree	71%	80%	65%	81%
	Disagree	6%	5%	8%	4%
The minimum wage needs to be increased to close the gap between the low paid and the rest of the workforce - between the rich and the poor.	Agree	53%	71%	39%	67%
	Disagree	18%	9%	27%	9%
Australia's minimum wage is too high and is preventing business from hiring people.	Agree	17%	10%	26%	9%
	Disagree	52%	71%	38%	57%
Gina Rinehart is correct in her view that Australians are paid too much	Agree	20%	11%	32%	12%
	Disagree	54%	71%	38%	67%
CEOs and executives are paid too much	Agree	82%	84%	81%	87%
	Disagree	4%	4%	5%	1%
I support an increase in the minimum wage	Agree	62%	74%	50%	78%
	Disagree	11%	6%	16%	5%
I am concerned about the emergence of an 'American style' "working poor" in Australia	Agree	59%	72%	47%	79%
	Disagree	12%	7%	19%	1%

Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from a weekly online omnibus conducted by Your Source. Essential Research has been utilizing the Your Source online panel to conduct research on a week-by-week basis since November 2007.

Each week, the team at Essential Media Communications discusses issues that are topical and a series of questions are devised to put to the Australian public. Some questions are repeated regularly (such as political preference and leadership approval), while others are unique to each week and reflect media and social issues that are present at the time.

Your Source has a self-managed consumer online panel of over 100,000 members. The majority of panel members have been recruited using off line methodologies, effectively ruling out concerns associated with online self-selection.

Your Source has validation methods in place that prevent panellist over use and ensure member authenticity. Your Source randomly selects 18+ males and females (with the aim of targeting 50/50 males/females) from its Australia wide panel. An invitation is sent out to approximately 7000 – 8000 of their panel members.

The response rate varies each week, but usually delivers 1000+ interviews. In theory, with a sample of this size, there is 95 per cent certainty that the results are within 3 percentage points of what they would be if the entire population had been polled. However, this assumes random sampling, which, because of non-response and less than 100% population coverage cannot be achieved in practice. Furthermore, there are other possible sources of error in all polls including question wording and question order, interviewer bias (for telephone and face-to-face polls), response errors and weighting. The best guide to a poll's accuracy is to look at the record of the polling company - how have they performed at previous elections or other occasions where their estimates can be compared with known population figures. In the last poll before the 2010 election, the Essential Report estimates of first preference votes were all within 1% of the election results.

The Your Source online omnibus is live from the Wednesday night of each week and closed on the following Sunday. Incentives are offered to participants in the form of points. Essential Research uses the Statistical Package for the Social Sciences (SPSS) software to analyse the data. The data is weighted against Australian Bureau of Statistics (ABS) data.

All Essential Research and senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour. Your Source is an Australian social and market research company specializing in recruitment, field research, data gathering and data analysis. Essential Research is a member of the Association Market and Social Research Organisations (AMSRO). Your Source holds Interviewer Quality Control Australia (IQCA) accreditation, Association Market and Social Research Organisations (AMSRO) membership and World Association of Opinion and Marketing Research Professionals (ESOMAR) membership. Both Essential Research and Your Source are ISO accredited market research companies. This research was conducted in compliance with AS: ISO20252 guidelines.