

Date: March 19, 2018

To: Minimum Wage & Paid Sick Leave Working Group

From: Michael Braiman, Assistant Village Manager
John Prejzner, Assistant Director of Administrative Services

Subject: Additional Agenda Material for March 19th

The following materials are presented for the Working Group's consideration at its Monday, March 19th meeting:

- Executive summary of the business survey
 - Email from Smart Cube discussing sampling size and survey integrity
 - Memo from Gina Kennedy regarding the survey
- Memorandum from Village staff regarding the resident survey
 - Memo from Brian Fabes with suggested revisions to the survey
 - Letter from the League of Women Voters



The Village of Wilmette

Minimum Wage and Paid Sick Leave Survey Results

Executive Summary

March 2018

Executive Summary

Employment Status in an Organisation – Insights



- Most *businesses are from service (26%), retail (22%) and healthcare (15%) segments
- While more than 50% business have been present for more than 20 years, nearly 41% of them are operating in Wilmette from last 20 years
- ~42% of businesses have less than 4 employees and only 7% have employee size more than 40
- ~91% of the businesses have less than 4 employees under the age of 18

Minimum Wage– Insights



- Majority of full-time and tipped employees are paid an hourly wage of more than \$13. However, most part-time employees earn an hourly wage between \$12.00 – \$12.99
- Nearly 44% of the full-time employees earn a minimum hourly wage between \$10.00 – \$14.99
- Only 45% of businesses are in favor of increased minimum wage, with higher support seen among the non-profit and professional segment

Paid Sick Leave – Insights



- Vacation is given as paid leave for a majority of full-time employees, while part-time employees are given holidays
- Majority of full-time (95%) and part-time (77%) employees receiving paid time off have at least 5 days of paid leave per year
- More than 50% of the businesses manually track and administer paid time-off
- While only 38% businesses believe in accepting paid-sick-leave regulations, the rest oppose due to increased costs

*Note: *The businesses referred to in the summary are the respondents who participated in the survey (overall sample of approximately 247). Since these respondents are mostly business owners, we have termed them as businesses and not respondents*

Retail Business Insights



Tenure of the Business

- 62% of retail businesses have been in operation for more than 20 years with nearly 50% of them operating in Wilmette have the same tenure
- The average tenure of the employee is evenly spread between 1 to 20 years



Number of Employees

- 67% of retail businesses have less than 10 employees
- Nearly 83% of businesses have less than 4 employees working less than 90 days in a consecutive year
- A majority (88%) of the businesses have less than 4 employees under the age of 18 years



Employment Status

- 45% of the businesses have less than 4 full-time employees while 60% have less than 4 part-time employees

Minimum Wage Insights



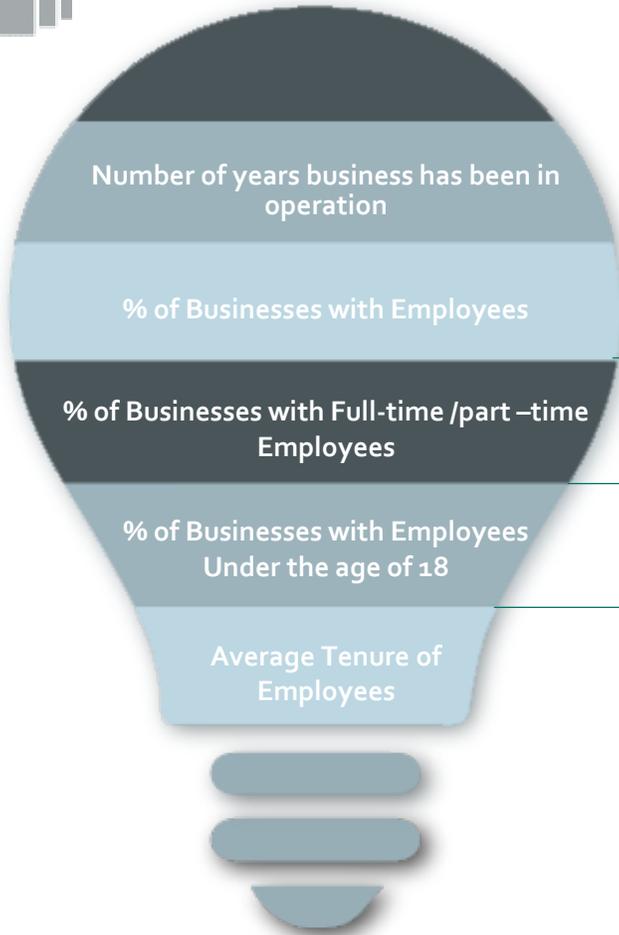
- While the majority of the full-time retail employees are paid more than \$13/hour, a significant number of part-time retail employees are paid less than \$12/hour
- Nearly 60% of the full-time employees earn minimum hourly wage between \$10.00 - \$ 14.99

Paid Sick Leave Insights

- 72% retail businesses do not accept regulations pertaining to paid sick leave, as it is majorly governed by the market and increases the cost for businesses
- 60% of the part-time retail employees do not receive any paid time off



Service Business Insights



Employment Status in an Organisation

- Nearly 50% of service businesses have been in operation for more than 20 years with only 40% of them operate in Wilmette for the same tenure
- 45% of businesses have less than 4 employees
- Nearly 60% of the businesses have less than 4 full-time employees while 84% have less than 4 part-time employees
- A majority (91%) of the businesses have less than 4 employees under the age of 18 years
- 58% of the business has the average annual tenure of 1-10 years

Minimum Wage/Paid Sick Leave Insights



- A mix of an hourly wage distribution is seen among the full-time, part-time and tipped employees
- Nearly 55% business oppose the minimum wage rates as outlined in the cook county minimum wage ordinance
- Only 24% businesses accept regulations pertaining to paid sick leave
- 73% service businesses manually track and administer paid time-off

Business Level Insights



Professional

- 52% of the businesses have been in operation for more than 20 years
- Nearly 66% of the business have less than 4 employees
- While a majority (91%) of the businesses have part-time employees, 70% have full-time employees
- 60% of the part-time employees are not provided with any paid-off
- More than 50% of the businesses support the minimum wage rate ordinance

Non-Profit

- A Majority (81%) of the businesses have been in operation for more than 20 years with 69% operational in Wilmette for the same tenure
- Nearly 87% of the non-profit businesses have less than 4 employees under the age of 18
 - Three-fourths support the paid-sick leave regulation
 - Non-profit businesses track and administer paid time-off manually as well as via computer programs

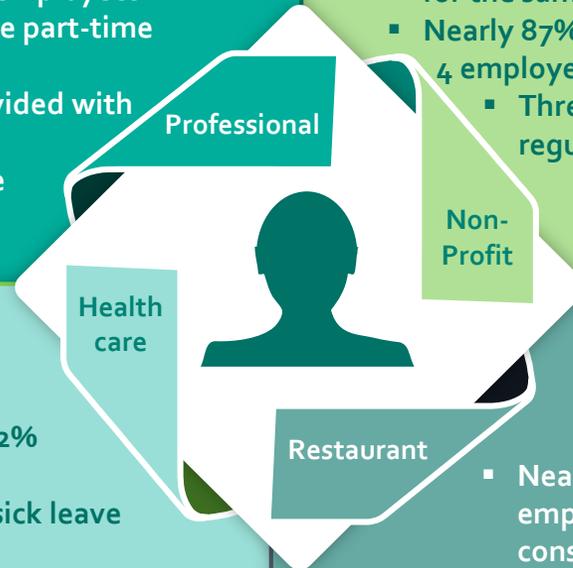


Healthcare

- Only 35% of the healthcare businesses have been operational in past 20 years with only 22% operating in Wilmette for the same tenure
- Nearly 57% of the business oppose the paid sick leave regulations
- More than 50% of the businesses manually track and administer paid time-off
- 72% of the healthcare business does not provide any paid-off to the part-time employees

Restaurant

- More than 50% of the restaurant businesses have been operational for past 1-10 years
- Nearly 56% of restaurants have less than 4 employees working less than 90 days in a consecutive year
- A wide range of an hourly wage is observed for full-time, part-time, and tipped employees employed in a restaurant
- Nearly three-fourths do not support the minimum wage rate ordinance



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From: [Ankur Sharma](#)
To: [Fabes, Brian](#)
Cc: [Braithman, Michael](#); [John P. Jacoby](#)
Subject: RE: Your report for the Wilmette Working Group
Date: Sunday, March 18, 2018 8:20:02 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)

Hi Brian

Thanks for the appreciation. It was a pleasure for us to support you, Mike and John on this study and we hope that the analysis is well received by the board. Following are my answers to your questions:

- Statistically speaking, the minimum sample size to make an ideal insight should be 30. That said, we have placed the warning signs to ensure that this point is kept in mind when drawing a conclusion. For your use, you can easily draw insights or finalize the findings if it is in close to 30. However, for samples which are as low as 20, I would advise you not to draw any insights from the analysis. These instructions are valid for overall as well as business level analysis
- For the duplicity, we did run a quick analysis to ensure that no 2 surveys are the same and did not find any such case. However, since we do not have any personal information or even IP address data, it is very hard to test if someone has taken multiple surveys. Next time onwards, we can use another programming tools which tracks the IP address of the respondents allowing us to test for duplicate responses

I hope I have been able to answer your questions. We will be sharing the final executive summary of the analysis tomorrow. Please let me know if I can help you with anything else.

Best
Ankur

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From: Fabes, Brian <bfabes@ccachicago.org>
Sent: Saturday, March 17, 2018 7:11 PM
To: Ankur Sharma <Ankur.Sharma@thesmartcube.com>
Cc: Braithman, Michael <brraithmanm@wilmette.com>; John P Jacoby <jpjacoby@sbcglobal.net>
Subject: Your report for the Wilmette Working Group

Ankur,

I just saw your report terrific summary of the Wilmette survey. It is fantastic. Thank you! I have two questions:

The sections that break down results by retail and restaurant sectors have a little warning at the bottom of most pages that says something like, "warning: small sample size." Can you say more about how we should interpret this? The words tell me this is a big deal (perhaps the overall findings are statistically significant but the sector answer are not?) but the size of the warning suggests it's not a big deal. Anyway, please tell us what you can about how to interpret the warning and these sections vs. the overall results.

Second, is there any way you can do a quick check to see if someone filled out a bunch of surveys? John's assumption is that everyone is honest, and I think that is a great base to work from. But if it's easy I wonder if there is a quick way to check.

Thanks again for the terrific work. You have made big difference in our ability to understand the results of the survey.

Brian

Brian Fabes

CEO

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MEMORANDUM

To: Minimum Wage & Paid Sick Leave Working Group
Michael Braiman, Assistant Village Manager
John Prejzner, Assistant Director of Administrative Services

From: Gina Kennedy

Date: March 19, 2018

Re: Summary of Employer Responses to Survey regarding Minimum Wage and Sick Leave

Thank you to working group member Brian Fabes and his company for the report compiling and analyzing the employer survey responses the Village has received. It is very helpful to understanding these responses. I have just a few questions regarding the report.

1) Mr. Braiman noted in his memorandum of March 16th, that the Village has received 252 responses to date. Were all of these responses analyzed in connection with the report, or were some received after the report was prepared? Are there plans to up-date the report to include these (and other) later responses? Does the working group contemplate having a deadline after which survey responses will not be counted?

2) The report does not indicate the response rate to the survey. What percentage of the businesses that were asked to respond to the survey actually did so? What does the response rate say about how accurately the responses represent the general business community's views?

3) A large percentage of the survey respondents (42.1%, according to the data on page 5) currently employ fewer than 4 people and also are far more likely than other Wilmette businesses to have employees under the age of 18 and employees who are not employed for at least 90 consecutive days. These respondents are, therefore, not currently affected by the Ordinance's changes in the minimum wage and much less likely than other Wilmette businesses to be subject to it in the future.

Assuming that the main purpose of this survey was to solicit the views of businesses currently affected or likely to be affected in the near future by the Ordinance, are the surveys that were returned really representative of the views of this group? Should the Working Group's report make note of this issue?

4) A significant number of the surveys that were returned did not include responses to all of the questions asked. For example, only 217 of the 252 respondents expressed an opinion regarding the minimum wage increase (see page 8). The report's methodology apparently assigns the noncommittal group to the "pros" and "cons" in proportion to the views of those who did respond to the questions. Is this the best approach? Would it be better to treat the absence of a response as itself a response?

To illustrate the differences in the two approaches, if one were to treat the noncommittal respondents as a category unto themselves, only 47% (less than a majority), of the businesses surveyed oppose the minimum wage increases mandated by the Ordinance, whereas the report states that 55.3% of the businesses oppose the Ordinance (assuming 252 survey responses were received).

	<u>No. of respondents</u>	<u>% of respondents</u>	<u>% per the report</u>
opposed	118	47%	55.3%
supportive	97	38	44.7
no opinion	35	14	n/a

Similarly, if one were to treat the noncommittal respondents as a category unto themselves, only 49% (less than a majority) of the businesses surveyed oppose the Ordinance's sick leave provisions, whereas the report states that 62.5% are opposed to it (again, assuming 252 survey responses were received).

	<u>No. of respondents</u>	<u>% of respondents</u>	<u>% per the report</u>
opposed	123	49%	62.5%
supportive	74	29	37.5%
no opinion	52	21	n/a

Because a larger proportion of the retail businesses and restaurants that responded to the survey expressed an opinion regarding the Ordinance than did the larger pool of respondents, there is less of discrepancy between the results using the report's methodology and those obtained by breaking out the noncommittal respondents.

Retail Businesses

<u>No. of respondents</u>	<u>% of respondents</u>	<u>% per the report</u>	
"no" to min. wage	37	66%	68.5%
"yes" to min.wage	17	30	31.5
no opinion	2	4	n/a
"no" to sick leave	36	64%	72%
"yes" to sick leave	14	25	28
no opinion	6	11	n/a

Restaurants

<u>No. of respondents</u>	<u>% of respondents</u>	<u>% per the report</u>	
"no" to min. wage	14	52%	73.7%
"yes" to min.wage	5	19	26.3
no opinion	8	30	n/a
"no" to sick leave	15	56%	75%
"yes" to sick leave	5	19	25
no opinion	7	26	n/a



Date: March 19, 2018

To: Minimum Wage & Paid Sick Leave Working Group

From: Michael Braiman, Assistant Village Manager
John Prejzner, Assistant Director of Administrative Services

Subject: Proposed Changes to Draft Resident Phone Survey

Working Group Member Brian Fabes has submitted suggested revisions to the resident phone survey which are attached for review in advance of the Working Group's Monday, March 19th meeting. The League of Women Voters has submitted their recommendations as well which are attached for review.

The goal for the March 19th meeting is to receive input on the general direction and substance of the survey in order to allow Village staff and Fallon Research to revise the questions and present a proposed final draft for the Working Group's April 9th meeting.

While this memorandum is transmitting Mr. Fabes' and the League of Women Voters proposed revisions to the resident survey, Village staff maintains its recommendation to utilize some form of the initial survey questions as distributed on Friday, March 16th.

Purpose of the Survey

The purpose of the survey is to inform the public officials, who are ultimately responsible in determining whether the Village complies with the Cook County Ordinances. To provide value in the Village Board's deliberative process, the survey must specifically address the issues and concerns that caused a majority of the Village Board to vote to opt out of the Cook County Ordinances.

Phone Survey Organization

Village staff conducted a conference call with Fallon Research on Monday, March 19th to clarify the following:

- The script explaining the Cook County Ordinances – because this is a phone survey and not an internet survey, a lengthy script explaining the ordinances is problematic; it is simply too hard for respondents to follow and remember without seeing the text in front of them
 - Note that all modes of survey have their strengths and weaknesses; while

an internet survey could more clearly express the specifics of the ordinances, it also leads to self-selection bias meaning that those who end up participating are typically persons who feel most strongly about the issue whereas the primary purpose of a phone survey is to capture a representative sample of the community as a whole

- The ability of the surveyors to answer questions regarding the Ordinances – this is not possible; the surveyors are independent researchers with no vested interest and have no specialized knowledge or expertise to effectively answer questions
- Open-ended questions- This is not feasible as it would triple the cost of the survey

Phone Survey Substance

In June 2017, the Village Board voted 6-1 to opt out of the Minimum Wage Ordinance and 5-2 to opt out of the Paid Sick Leave Ordinance. At that time, Trustees who voted to opt out felt they needed additional information to understand the impacts of the County Ordinances and thus sought a comprehensive study of the issues. The primary concern of these Trustees at that time was the uncertain impact of the Ordinances on the business community, especially due to the un-level playing field created by opt outs throughout Cook County. The concerns can be further expressed in three points and whether the County Ordinance would:

- Causing some existing businesses to close or move their operations
- Impact the Village's ability to recruit new restaurant and retail businesses
- Result in price increases and would Wilmette residents continue to patronize businesses if costs increased?

The first two bullet points above have been or will be addressed by the Working Group through studies included in the final report and the survey of North Shore brokers and landlords. However, the question of whether residents would continue to patronize businesses if prices increase remains unanswered.

This is an important factor to the Village Board and a relevant question as the Working Group has received materials which indicate that prices may increase due to the County Ordinances.

The Schmitt study, which will be included in the Working Group's final report and was submitted by the Wilmette Justice Team, states the following on page 18:

Employers may respond to a higher minimum wage by passing on the added costs to consumers in the form of higher prices. In a purely competitive economy, where all firms are experiencing the same increase in labor costs in response to a minimum-wage increase, economic theory predicts that at least a portion of the cost increase will be passed through to consumers.

Sara Lemos has conducted a comprehensive review of the 30 or so academic papers on the price effects of the minimum wage. She concludes: "Despite the different methodologies, data periods and data sources, most studies reviewed above found that a 10% US minimum wage increase raises food prices by no more than 4% and overall prices by no more than 0.4%"; and "[t]he main policy recommendation deriving from such findings is that policy makers can use the minimum wage to increase the wages of the poor, without destroying too many jobs or causing too much inflation." Neumark and Wascher agree with Lemos's assessment about the likely price effects (while disagreeing with her conclusions about the overall usefulness of the minimum wage): "Both because of the relatively small share of production costs accounted for by minimum wage labor and because of the limited spillovers from a minimum wage increase to wages of other workers, the effect of a minimum wage increase on the overall price level is likely to be small." Other recent research by Daniel Aaronson, Eric French, and James MacDonald on restaurant pricing, a sector with a high share of low-wage workers suggests that the price effects are likely to be lower than the upper bounds suggested by Lemos. Aaronson, French, and MacDonald "find that a 10 percent increase in the minimum wage increases prices by roughly 0.7 percent."

Further, the survey of the Wilmette business community, which will be reviewed on March 19th, found that for both the minimum wage and paid sick leave laws, businesses which opposed the laws did so in large part due to concerns associated with increasing costs/prices.

When the Village Board opted out of the Cook County Ordinances in June 2017, the Village received numerous emails which similarly stated that residents in Wilmette would be willing to pay higher prices if the Village participated in the County Ordinances. While resident communications are an important component of the Village Board's deliberative process, they cannot be mistaken for expressing the majority opinion of the community. Thus, in order to ensure that the Village Board considers the resident survey as valid, and for the survey to be an important tool to help Trustees evaluate their position on the Ordinances, questions such as those presented in the March 16th draft phone survey should be asked. Without asking these questions, Trustees may disregard the results of the community survey and/or may not have the information they seek or need in order to make a fully informed decision on the Cook County Ordinances.

Suggested Revision to the Questions of Price Increases

To ensure the neutrality of the survey questions to the greatest extent possible, staff is suggesting the following revisions to question #9 (two possible examples are provided):

Q. 9. There is evidence that prices of goods and services tend to increase following a raise in the minimum wage. Based on academic studies, prices in Wilmette could go up between 3 – 4%. If this were to occur, would you support the increased minimum wage and paid sick leave?

Another way to phrase this question could be as follows:

Q. 9. If some local businesses raise their prices to offset increases in the minimum wage and sick leave requirements (perhaps up to 3 – 4% based on the review of academic literature), would you support the increased minimum wage and paid sick leave?

1. Yes
2. No
3. Depends on amount of increase (do not read)
4. DK/NA

Documents Attached

1. Memorandum from Brian Fabes with suggested revisions to the resident survey
2. League of Women Voters suggested revisions
3. Draft survey questions as originally presented on March 16th

Q. 12. Which of the following do you consider to be your main race? Is it...

1. White
2. African-American
3. Hispanic/Latino
4. Asian/Indian...or...
5. Something else
6. Mixed race (do not read)
7. DK/NA

Q. 13. Do you have any children under 18 years of age in your household?

1. Yes
2. No
3. DK/NA

Thank you very much for taking time to talk with me about these important questions. Have a nice day! Good-bye.

14) Respondent gender:

(Acquire by observation, ask only if necessary)

1. Male
2. Female

15) Voting registration status (append from sample file):

1. Registered to vote
2. Not registered to vote

Date: March 18, 2018
To: Mike Braiman, Assistant Village Manager
John Jacoby, Chair, Minimum Wage and Paid Sick Leave Working Group
From: Brian Fabes
Subject: Resident survey

Thank you to the Village staff for the first draft of the resident survey. This being one of the more important pieces of information we will gather, I wanted to suggest some modifications. The suggestions are made in the desire to:

- Provide respondents some (very) basic knowledge of the ordinances
- Allow residents to reply separately about each ordinance
- Avoid leading the respondent with speculation about the impact of the ordinances
- Avoid questions that require respondents to speculate about future actions.

SUGGESTED MODIFIED SURVEY

Hello, my name is ____ I work for Fallon (foul-un) Public Opinion Research and have been retained by the Village of Wilmette to conduct a public survey of attitudes about local issues and public policies affecting Wilmette. This is not a sales call and I am not selling anything -- I merely want to ask you a few short questions regarding a policy matter that the Village of Wilmette is seeking opinions about from its residents. Your answers will be kept strictly confidential and your answers will be pooled with those of other residents, so the results will be anonymous.

If you are willing, I would like to give some background, ask you 8 questions about your opinion of the ordinances, and finish with some demographic information for statistical purposes.

Background

As you may or may not be aware, today the State of Illinois has established a minimum wage of \$8.25/hour. There is no state law mandating paid sick leave for employees.

Last year, Cook County passed two laws (they call them ordinances):

- The first ordinance requires the minimum wage in Cook County to increase, in steps every year, from the State level of \$8.25/hour to \$13/hour in 2020.
- The other ordinance requires employers to offer most employees a minimum of 5 days of paid sick leave once employees work a certain number of hours in Cook County.

Each of the ordinances has several exclusions, for example for youth under the age of 18, for new employees, for those in special work programs, for seasonal employees, etc.)

Individual townships and villages in Cook County have the flexibility to follow the ordinances or not. Most townships in Western Cook County have "opted out," that is chosen not to follow the ordinances, while most along the North Shore – specifically Skokie, Evanston, Kenilworth, Winnetka, and Glencoe, along with Chicago, which has its own, similar ordinances – are following the ordinance and have increasing minimum wage and requiring paid sick leave according to the ordinances. The questions that follow pertain to whether Wilmette should “opt out” of the ordinances or follow them.

Before I begin, do you have any questions about the ordinances I can answer?

The person administering the survey should have the one-page summary in case respondent asks specific questions.

Questions

Question 1a

Should Wilmette follow the County ordinance requiring local businesses to increase minimum wage?

Question 1b

Why or why not?

Question 2a

Should Wilmette follow the County ordinance requiring local businesses to provide paid sick leave?

Question 2b

Why or why not?

Question 3a

Do you believe raising the minimum wage in Wilmette would enhance, injure, or have no effect on the reputation of Wilmette?

Question 3b

Why or why not?

Question 4a

Do you believe requiring paid sick leave in Wilmette would enhance, injure, or have no effect on the reputation of Wilmette?

Question 4b

Why or why not?

Demographic information

Finally, I have a few short questions for statistical purposes...

[Insert from Village staff draft]

Consider adding whether respondent works outside the home part-time or full-time

Consider adding where in Wilmette respondent lives (unless we have that info from phone lists)

From: [Allyson Haut](#)
To: [Briman, Michael](#)
Cc: [Kate Gjaja](#)
Subject: LWV- W Feedback to Minimum Wage / Paid Sick Leave Working Group
Date: Monday, March 19, 2018 9:46:37 AM

Good morning Mike, John and the entire Working Group:

We are writing on behalf of the LWV Wilmette after our review of the packet of information provided on Friday afternoon. Thank you for the good information. We are very pleased to see that testimony was sought from Women Employed.

We would like to share some additional thoughts from the LWV-W with you about the business and resident surveys prior to tonight's meeting.

First, with regard to the business survey, one of our concerns with the survey method has continuously been that there is no mechanism to cull duplicate responses, one respondent could submit one or many more than one response. While we understand that your expectation is that everyone will be limited to one response, it needs to be acknowledged that there is no way to assure that such is the case. In addition, it should be noted that unusually, this data is not in line with national [minimum wage](#) and [sick leave](#) polls.

Second, we were surprised that detail on business responses is only provided for the retail and restaurant sectors. Why is detailed data limited to those groups? Will detail be provided on the other sectors as well in a future report?

Finally, with regard to the resident survey, we continue to have a number of concerns:

1. While we are encouraged to see the village willing to invest in collection of data relevant to investigation of the minimum wage and paid sick leave questions, we are concerned that the budget of \$9,500 for telephone survey is disproportionate to the situation. In addition, a margin of error of 5.65% on a sample of 300 respondents is high; in practice it could mean that a 50% affirmative response for example could actually be anywhere from 45% to 55%. Did an online survey receive consideration for this group? Why is that method considered appropriate for the business survey but not the resident survey?

2. It is critical that the survey be free of bias, and there are a number of questions listed that are not consistent with that overarching goal. Below are questions which require editing to reduce bias.

Question 1: Should also list - what comprises a living wage in the area and should inform respondents about exemptions to an increased minimum wage.

Question 2: The amount of paid sick leave employees can earn is misstated here - it should be 40 hours and it should say "per year." The survey should also inform respondents about exemptions to the sick paid time off requirement.

Question 4: This must be separated into 2 questions to avoid confounding the issues and accommodate responses with differing opinions about these issues as needed.

Questions 5 and 6: The phrase "chosen to adopt" and "chosen not to adopt" strikes us as inaccurate. The terms "chosen to comply with" and "chosen not to comply with" would be our recommendation.

Questions 7 - 10: All of these questions contain content or wording that introduces bias which therefore affects the response. We recommend they be removed. For example, in Question 7, why are competing communities that have chosen not to comply with the ordinances listed? If this question remains, perhaps in Question 8, it should ask, "If local businesses pay their employees a higher minimum wage and provide paid sick leave, such as Evanston, Kenilworth, and Winnetka, are you more likely to support these businesses?" If Questions 9 and 10 remain, they should not state "If local businesses have to raise their prices . . ." but rather, "If local businesses

choose to raise their prices . . ."

Questions 11 - 15: We are unclear about the purpose of the data gathered with these questions?

It might also be worth considering not asking so many "forced choice" questions (requiring a yes or no answer) as this was already done with the referendum. The use of a Likert scale, providing respondents with the opportunity to scale their agreement/disagreement with a statement would be preferable so that respondents can indicate the strength of their feeling or have an option to neither agree nor disagree.

Thank you for your consideration of this input. We look forward to continued discussion about these issues.

Allyson Haut and Kate Gjaja
Co-Presidents
LWV-Wilmette

Survey Methodology

This survey research data will be gathered through telephone interviews that specially-trained interviewers conduct with 300 randomly-selected adults 18 years of age or older residing within the Village of Wilmette, Illinois, who have valid residential, VOIP or cellular telephone numbers. For a sample size of 300 respondents the overall estimated margin of sampling error will be +/- 5.65, based on a confidence level of 95%, although it will vary for each individual question. This means that if this survey were repeated, 95 times out of 100 the results will be within plus or minus 5.65% of the aggregate results. Some adjustments will likely be made to weight the results toward demographic and geographic characteristics of the Village's adult population, in order to account for under- and over-sampling that normally occurs as a result of the random selection process, and to ensure that all major sub-groups are represented in proportion to their actual percentages.

First Survey Draft

MINIMUM WAGE & PAID SICK LEAVE

Begins 4/16/2018, 4:00 P.M. C.S.T.

N=300, adults 18 years of age or older using residential, VOIP and cellular telephone listings

Hello, my name is _____. I work for Fallon (foul-un) Public Opinion Research and have been retained by the Village of Wilmette to conduct a public survey of attitudes about local issues and public policies affecting Wilmette. **This is not a sales call and I am not selling anything** -- I merely want to ask you a few short questions regarding a policy matter that the Village of Wilmette is seeking opinions about from its residents. Your answers will be kept strictly confidential and your answers will be pooled with those of other residents, so the results will be anonymous.

Q. 1. As you may or may not know, the minimum wage established by State law for businesses in located within the Village of Wilmette is \$8.25 (eight dollars and twenty-five cents) per hour. Do you think that this amount is too high, generally pretty fair or too low?

1. Too high
2. Pretty fair
3. Too low
4. DK/NA

Q. 2. How much news and information have you heard, read or seen about a new minimum wage ordinance that Cook County has adopted, which raised the minimum wage to \$11 per hour...including scheduled increases, so that it will go up to \$13 per hour by the year 2020...and...also a law which requires businesses to provide most full- and part-time employees up to 60 hours of paid sick leave? Have you heard, read or seen a lot of news and information about it, some news and information or nothing at all?

1. A lot
2. Some
3. Nothing
4. DK/NA

Q. 3. Prior to this survey, were you aware that the Wilmette Village Board voted to exempt the community, so local businesses in Wilmette will not be required to increase the minimum wage or offer full- and part-time employees paid sick leave?

1. Yes, aware
2. No, not aware
3. DK/NA

Q. 4. In general, do you think that the Village of Wilmette should require local businesses to increase the minimum wage and offer paid sick leave to most full- and part-time employees?

1. Yes
2. No
3. DK/NA

(ROTATE NEXT 2 QUESTIONS)

Q. 5. Does knowing that other local communities -- such as Winnetka Win-net-kuh), Skokie (sko-key), and Evanston -- have chosen to adopt the Cook County ordinance to increase the minimum wage and require businesses to offer paid sick leave, make your opinion of those communities more favorable, less favorable or does it not affect your views?

1. More favorable
2. Less favorable
3. No effect
4. DK/NA

Q. 6. Does knowing that the Village has chosen to not adopt the Cook County ordinance, so businesses in it are not required to increase the minimum wage or offer paid sick leave, make your opinion of the Village of Wilmette more favorable, less favorable or does it not affect your views?

1. More favorable
2. Less favorable
3. No effect
4. DK/NA

(end rotation)

Q. 7. If it becomes more difficult to attract new businesses to Wilmette because competing communities, such as Glenview and Northbrook, do not require businesses to pay the increased minimum wage and offer paid sick leave, would you support the increased minimum wage and paid sick leave?

1. Yes
2. No
3. DK/NA

Q. 8. If local businesses pay their employees a higher minimum wage and provide paid sick leave, are you more likely to support these businesses?

1. Yes
2. No
3. DK/NA

Q. 9. If local businesses have to raise their prices to offset increases in the minimum wage and sick leave requirements, would you support the increased minimum wage and paid sick leave?

1. Yes
2. No
3. Depends on amount of increase (do not read)
4. DK/NA

Q. 10. If local businesses have to raise their prices to offset increases in the minimum wage and sick leave requirements, would you continue to patronize Wilmette businesses to the same degree you do now?

1. Yes
2. No
3. Depends on amount of increase (do not read)
4. DK/NA

Finally, I have a few short questions for statistical purposes...

Q. 11. I would like to read you a list of age groups. Please stop me when I get to the one you are in.

1. 18 to 44
2. 45 to 64
3. 65 and older
4. DK/NA