



A quantitative report

Prepared for:



Prepared by:
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J.6599

Introduction

Background

- Market research was required to provide up-to-date consumer sentiment for Tasc's June 2015 conference.

Methodology

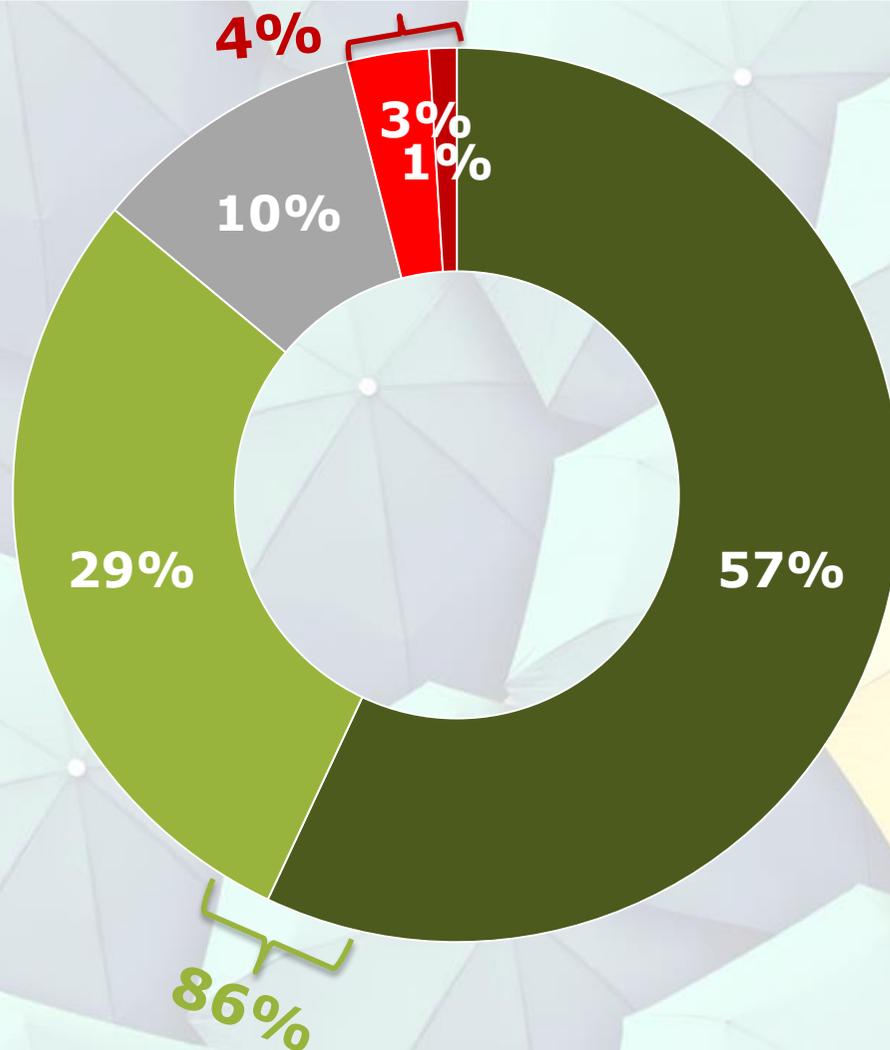
- An agreed questionnaire was included in B&A's early June Omnibus study.
- The survey interviews 1,000 adults 16+ on a face-to-face basis, using hand-held computers.
- Interviewing is quota controlled by gender, age and class within region, to ensure the results correctly reflect the known demographic of the Republic of Ireland.

Timing

- Fieldwork took place 1st – 10th June, 2015.

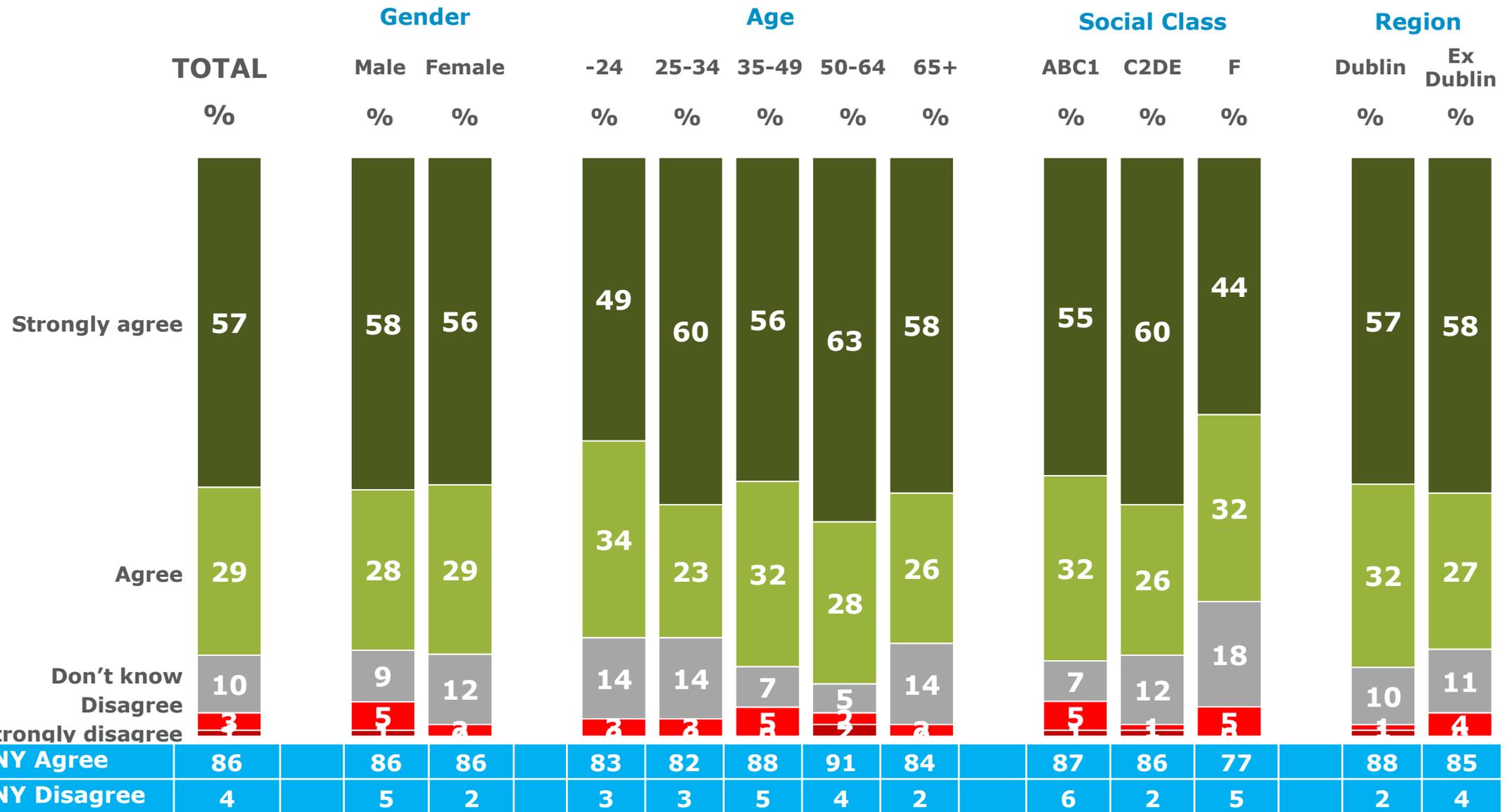
Level of agreement with: *The Government should do more to prevent the use of low-hours contracts*

■ Strongly agree ■ Agree ■ Don't know ■ Disagree ■ Strongly Disagree



A 'zero-hours contract' is a work contract that does not guarantee a worker any set hours in a given week. To what extent do you agree or disagree with the statement "The Government should do more to prevent the use of low-hours contracts"?

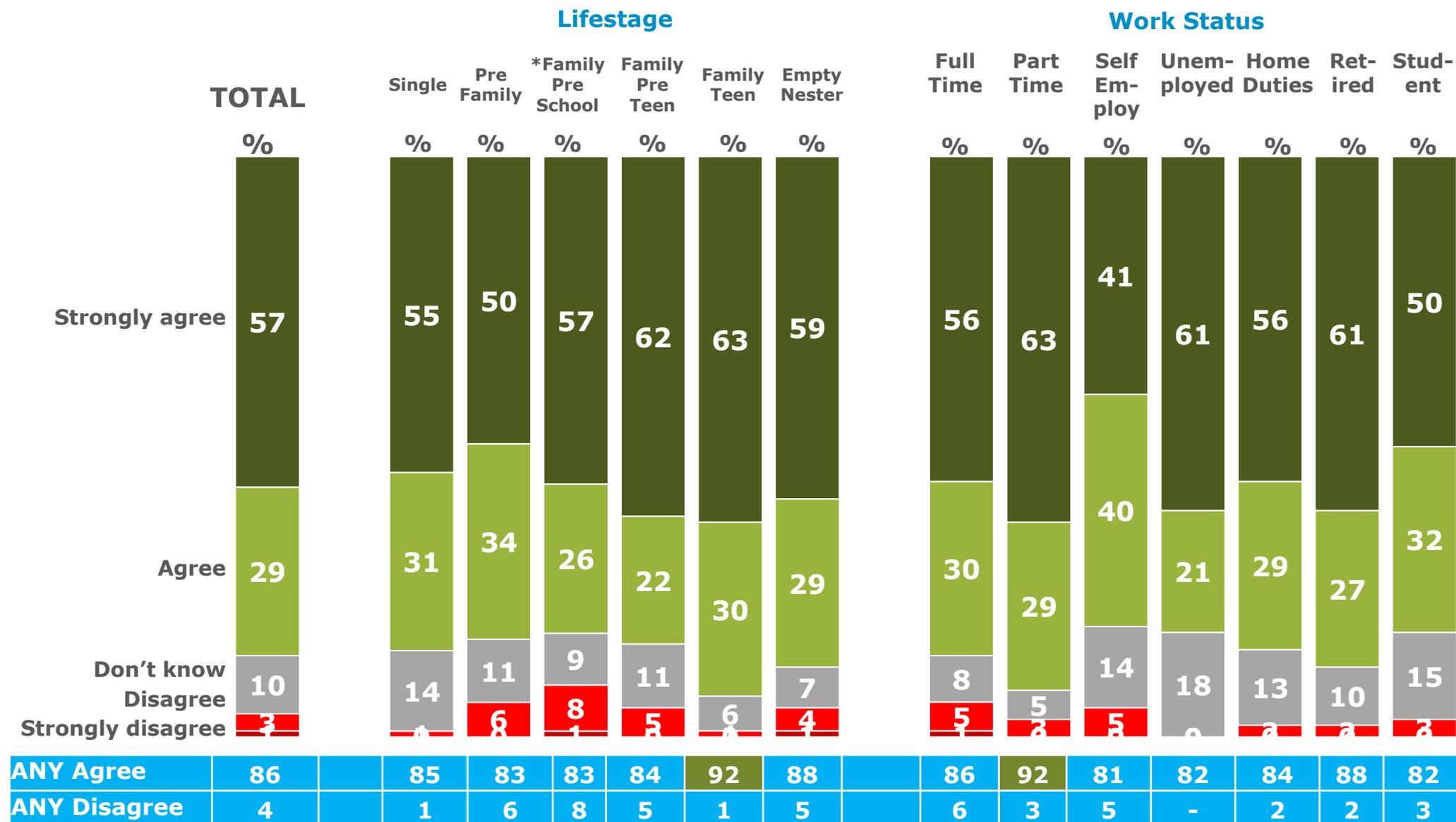
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A 'zero-hours contract' is a work contract that does not guarantee a worker any set hours in a given week. To what extent do you agree or disagree with the statement "The Government should do more to prevent the use of low-hours contracts"

Level of agreement with: *The Government should do more to prevent the use of low-hours contracts*



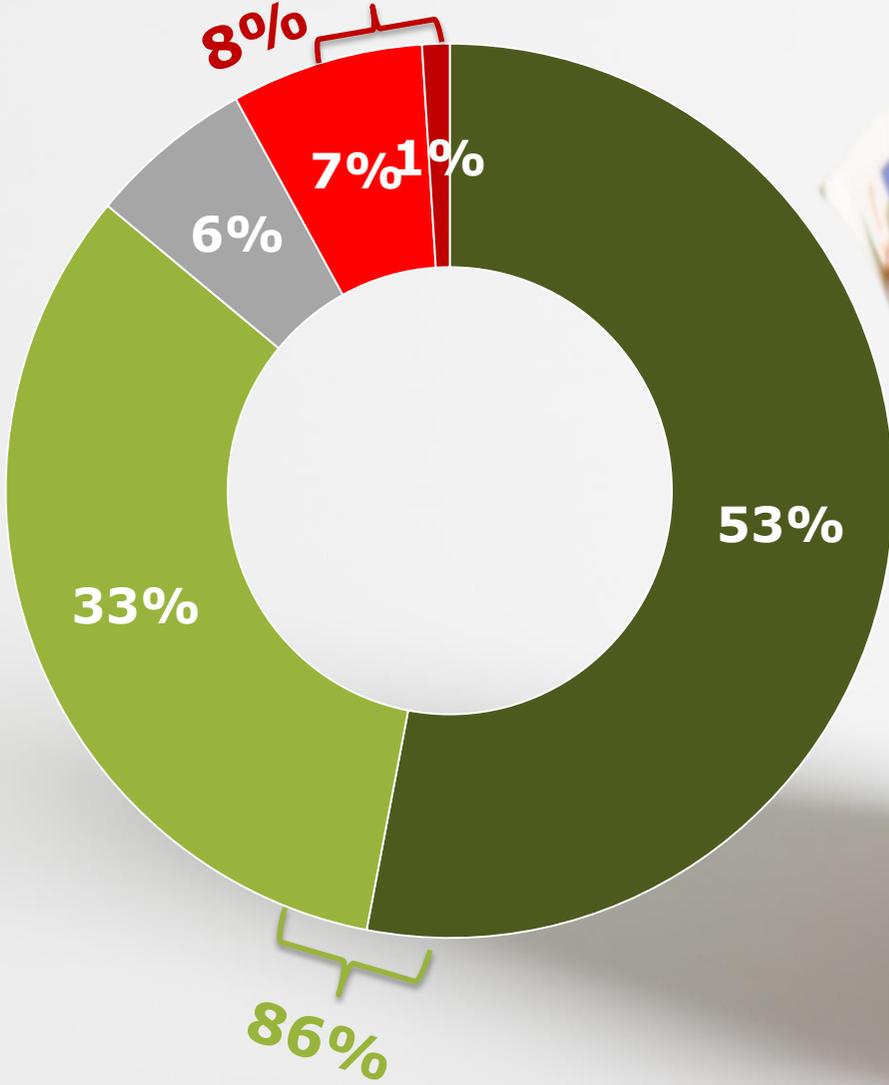
*Caution low base

Q.4

A 'zero-hours contract' is a work contract that does not guarantee a worker any set hours in a given week. To what extent do you agree or disagree with the statement "Government should do more to prevent the use of low-hours contracts"?

Level of agreement with: *The National Minimum Wage should be increased*

■ Strongly agree ■ Agree ■ Don't know ■ Disagree ■ Strongly Disagree



q Although Ireland's National Minimum Wage is higher than in some other countries, Ireland has one of the highest proportions of workers on low pay in Europe. To what extent do you agree or disagree with the statement "The National Minimum Wage should be increased"?

Level of agreement with: *The National Minimum Wage should be increased*

Gender

Age

Social Class

Region

TOTAL

Male Female

-24 25-34 35-49 50-64 65+

ABC1 C2DE F

Dublin Ex Dublin

%

%

%

%

%

%

%

%

%

%

%

%

%

Strongly agree

53

49

57

51

59

51

55

49

48

58

47

57

52

Agree

33

36

30

32

31

33

35

35

35

31

33

31

34

Don't know

6

6

6

9

5

4

5

8

4

7

10

5

6

Disagree

7

7

7

7

4

10

5

7

11

3

7

5

7

Strongly disagree

1

2

1

1

4

1

5

2

1

3

3

1

1

ANY Agree

86

86

87

83

90

84

90

84

84

89

80

88

85

ANY Disagree

8

9

7

8

5

12

6

8

13

4

10

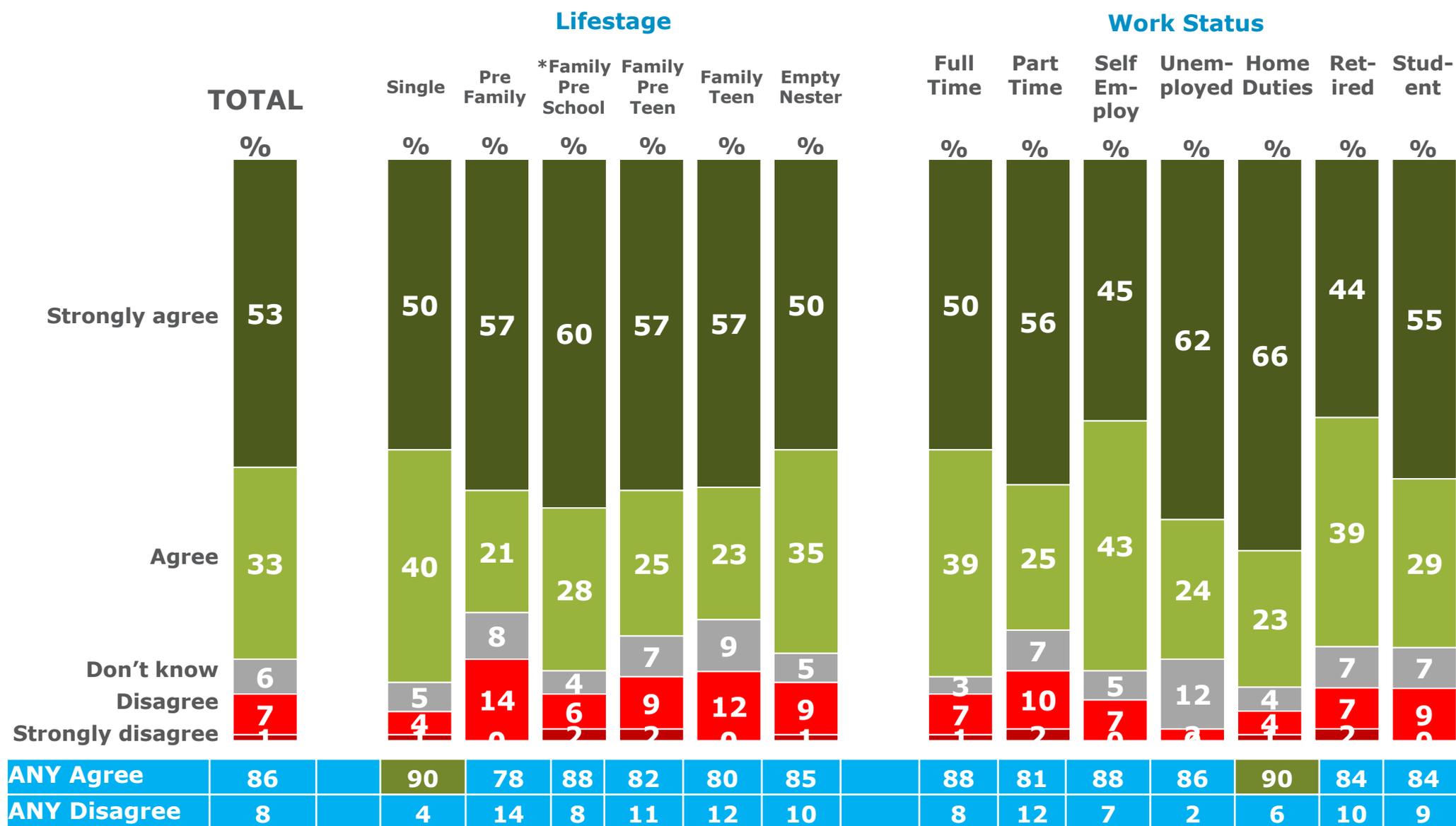
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9

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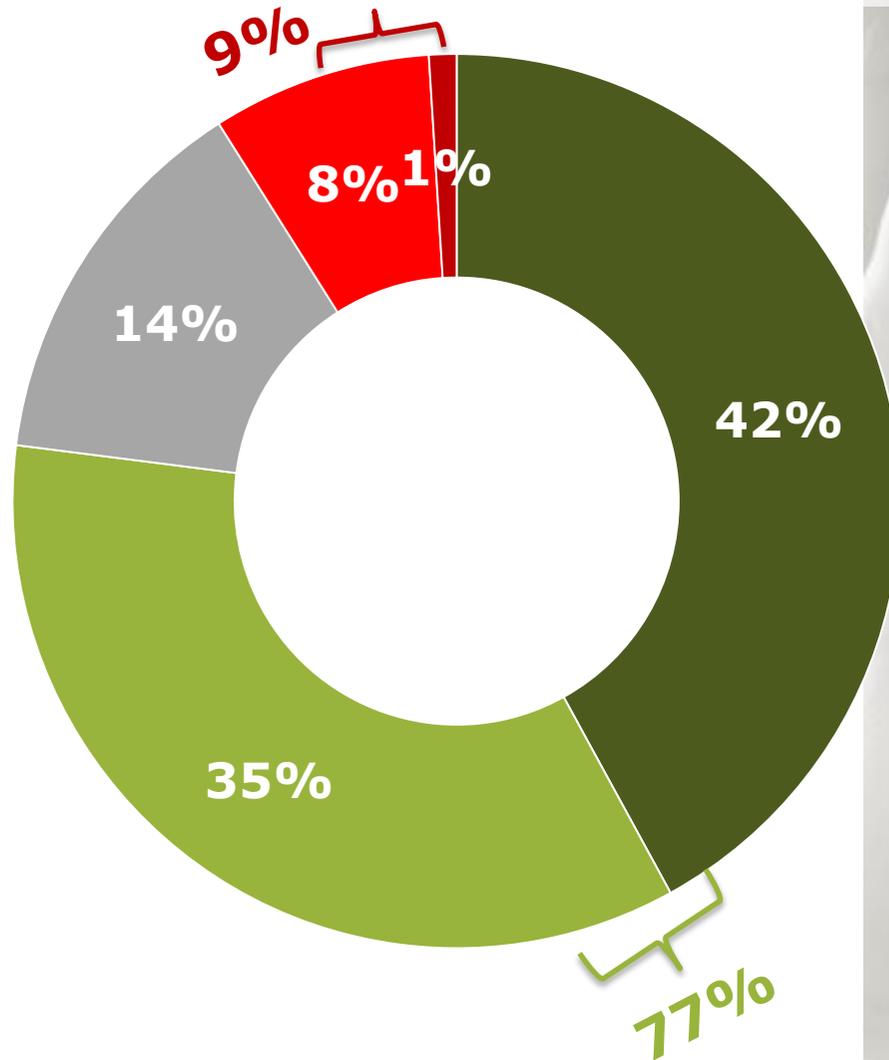


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Q Although Ireland's National Minimum Wage is higher than in some other countries, Ireland has one of the highest proportions of workers on low pay in Europe. To what extent do you agree or disagree with the statement "The National Minimum Wage should be increased"?

Level of agreement with: *The Minimum Wage should be the same as a Living Wage*

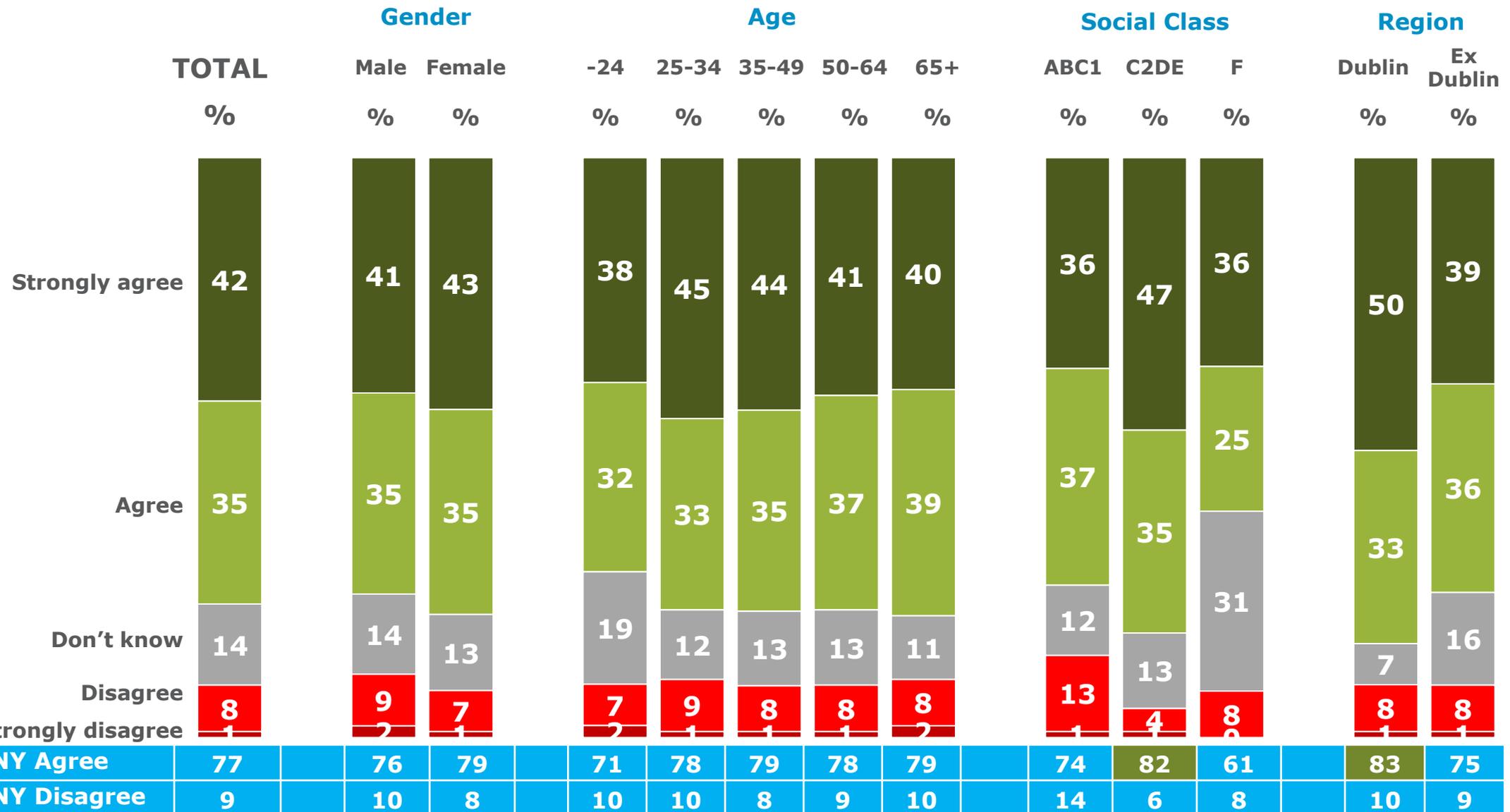
■ Strongly agree ■ Agree ■ Don't know ■ Disagree ■ Strongly Disagree



Q

A 'Living Wage' is an hourly wage based on what it would cost for someone to live a minimum, basic standard of living. A Living Wage for Ireland has been calculated as €11.45 per hour, which compares to the current Minimum Wage of €8.65. To what extent do you agree or disagree with the statement "The Minimum Wage should be the same as a Living Wage"?

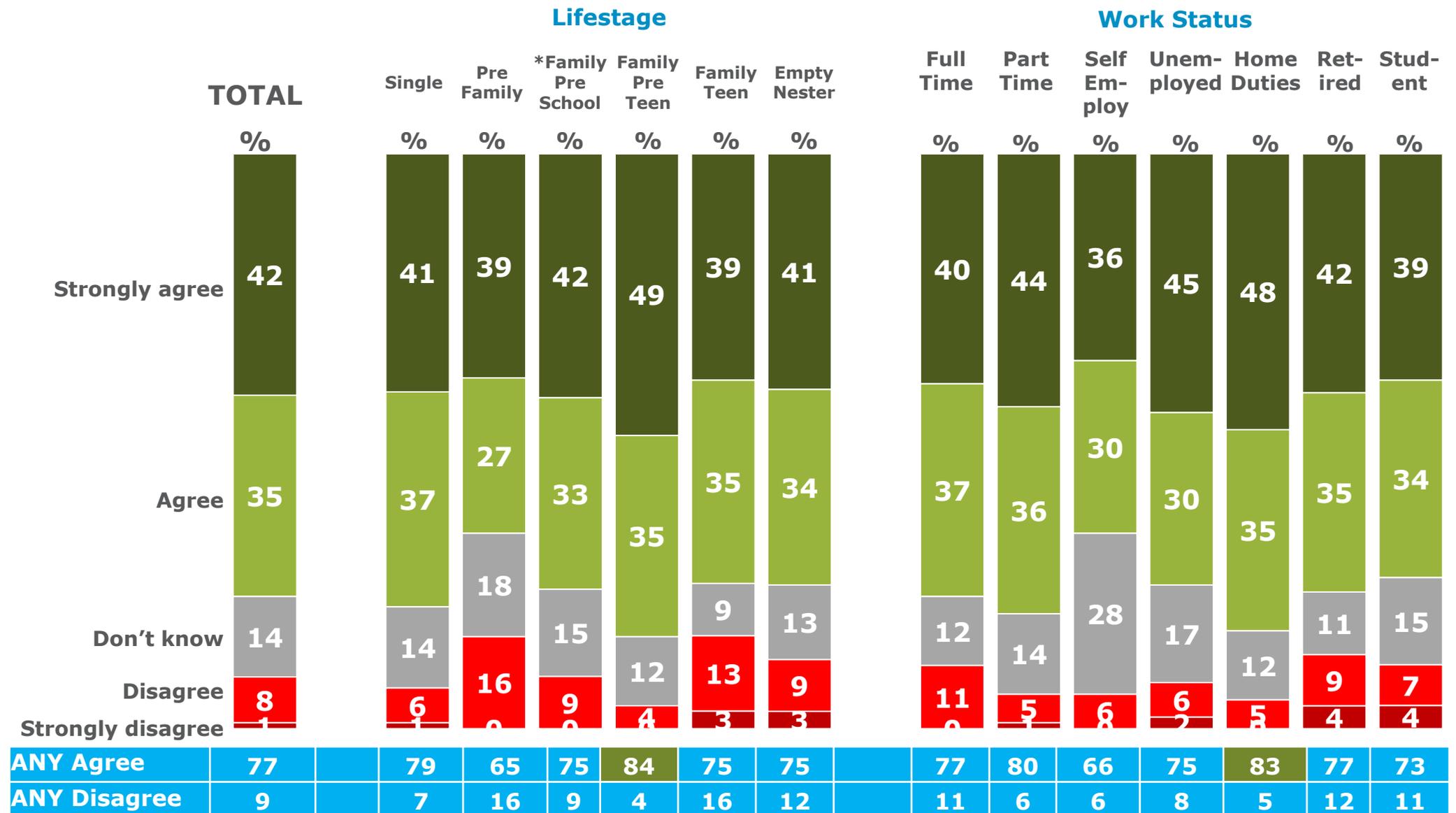
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Level of agreement with: *The Minimum Wage should be the same as a Living Wage*



*Caution low base

Q.3a

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Key Findings

Government Priorities

- 86% agree that the Government should do more to prevent the use of low-hours contracts.

Minimum Wage

- 86% agree the Minimum Wage should be increased from its current level €8.65.
- 77% agree that the Minimum Wage should be the same as the Living Wage.



THANK YOU

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