



# A quantitative report

Prepared for:



Prepared by:  
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# Introduction

## Background

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

## Methodology

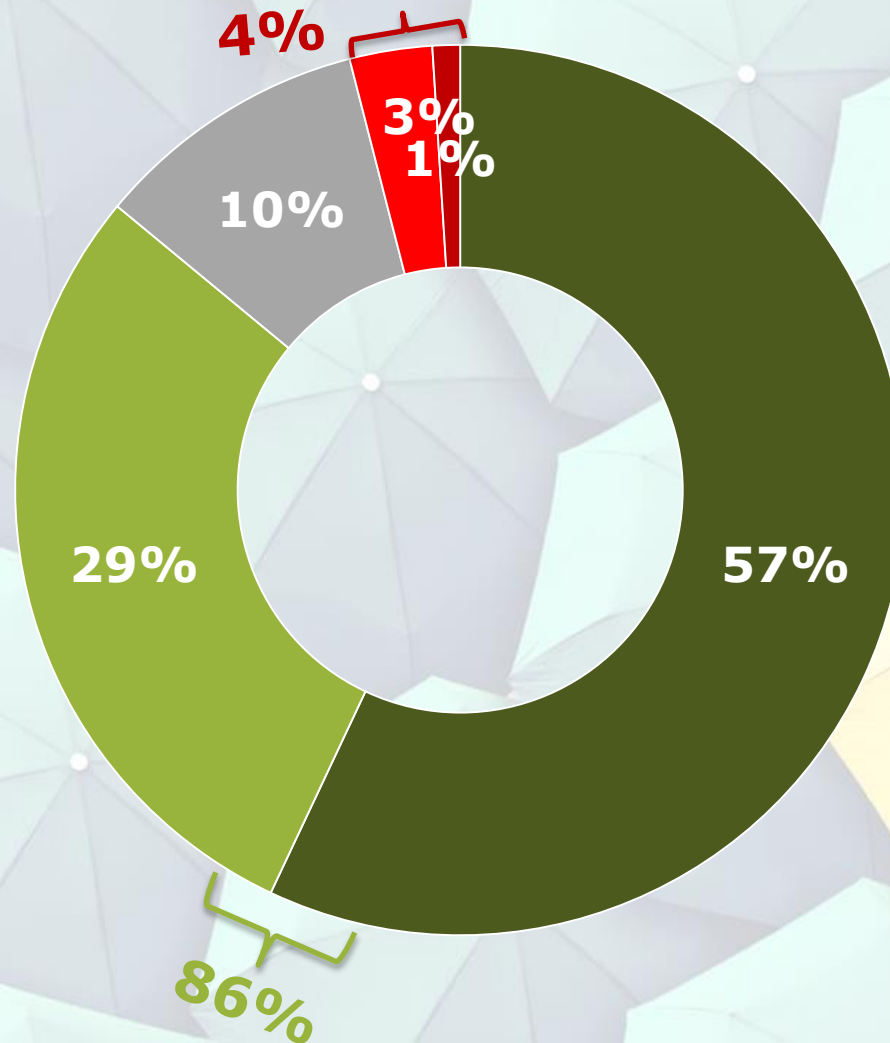
- An agreed questionnaire was included in B&A's early June Omnibus study.
- The survey interviews 1,000 adults 16+ on a face-to-face basis, using hand-held computers.
- Interviewing is quota controlled by gender, age and class within region, to ensure the results correctly reflect the known demographic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

## Timing

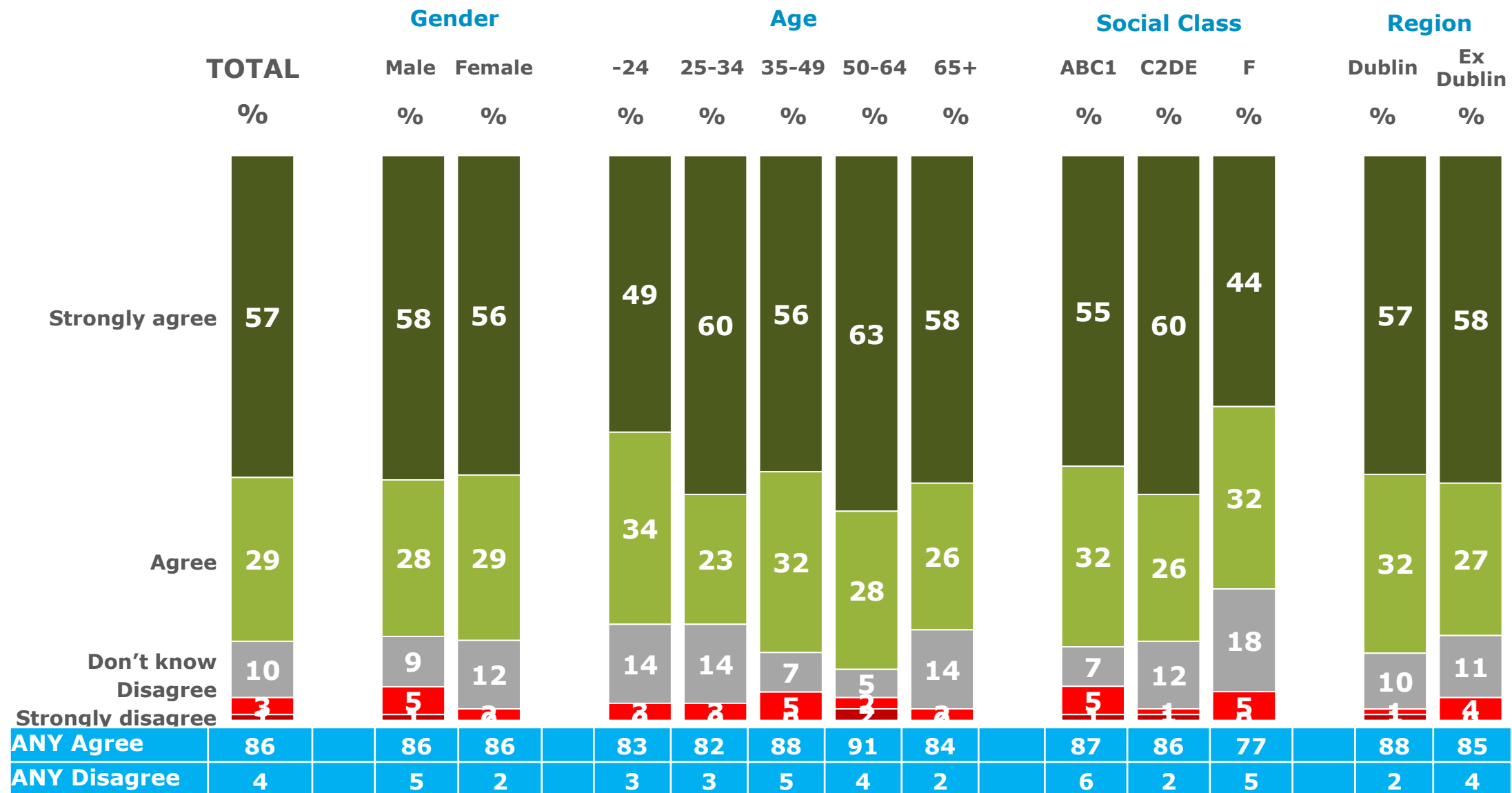
- Fieldwork took place 1<sup>st</sup> – 10<sup>th</sup> June, 2015.

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

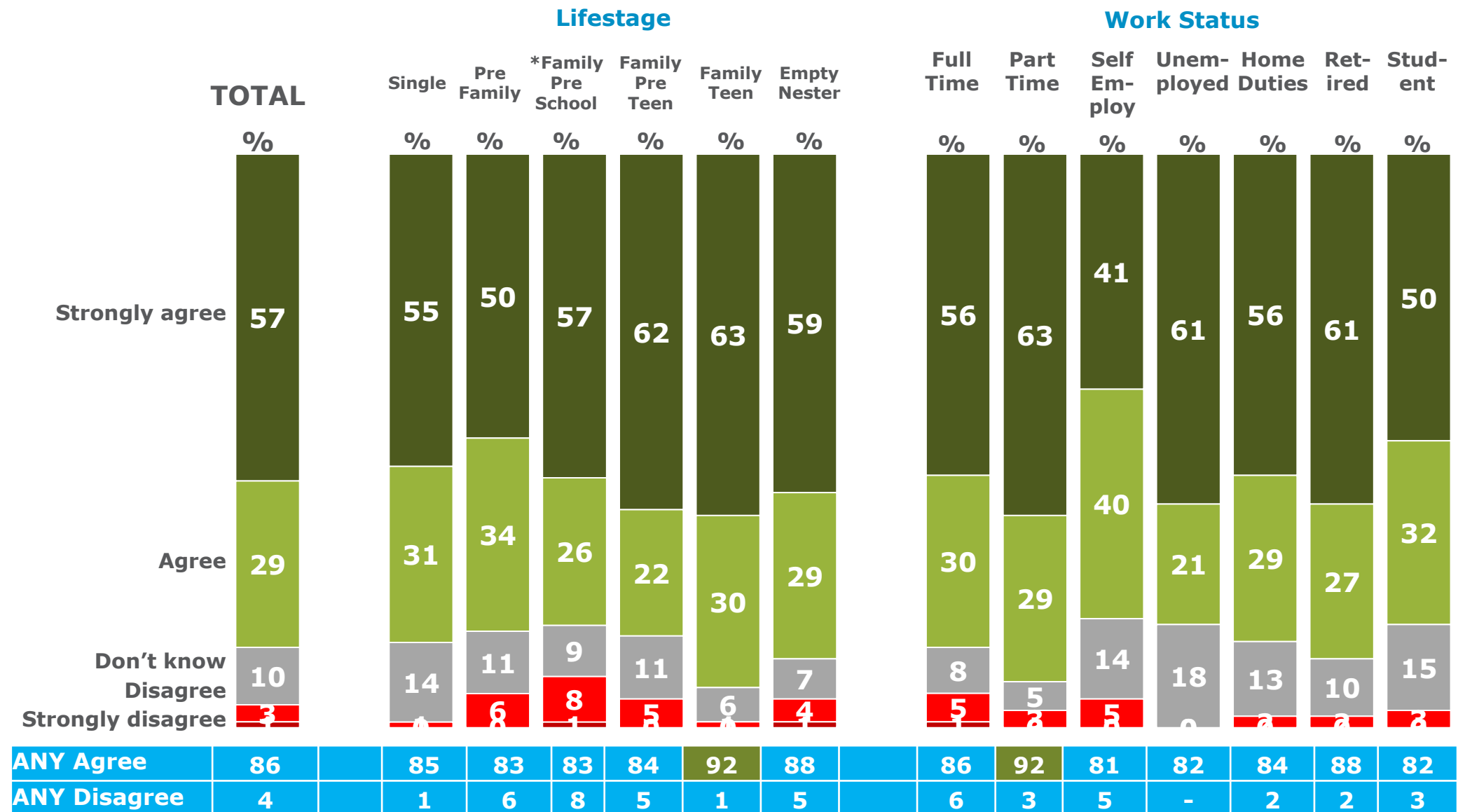
■ Strongly agree ■ Agree ■ Don't know ■ Disagree ■ Strongly Disagree



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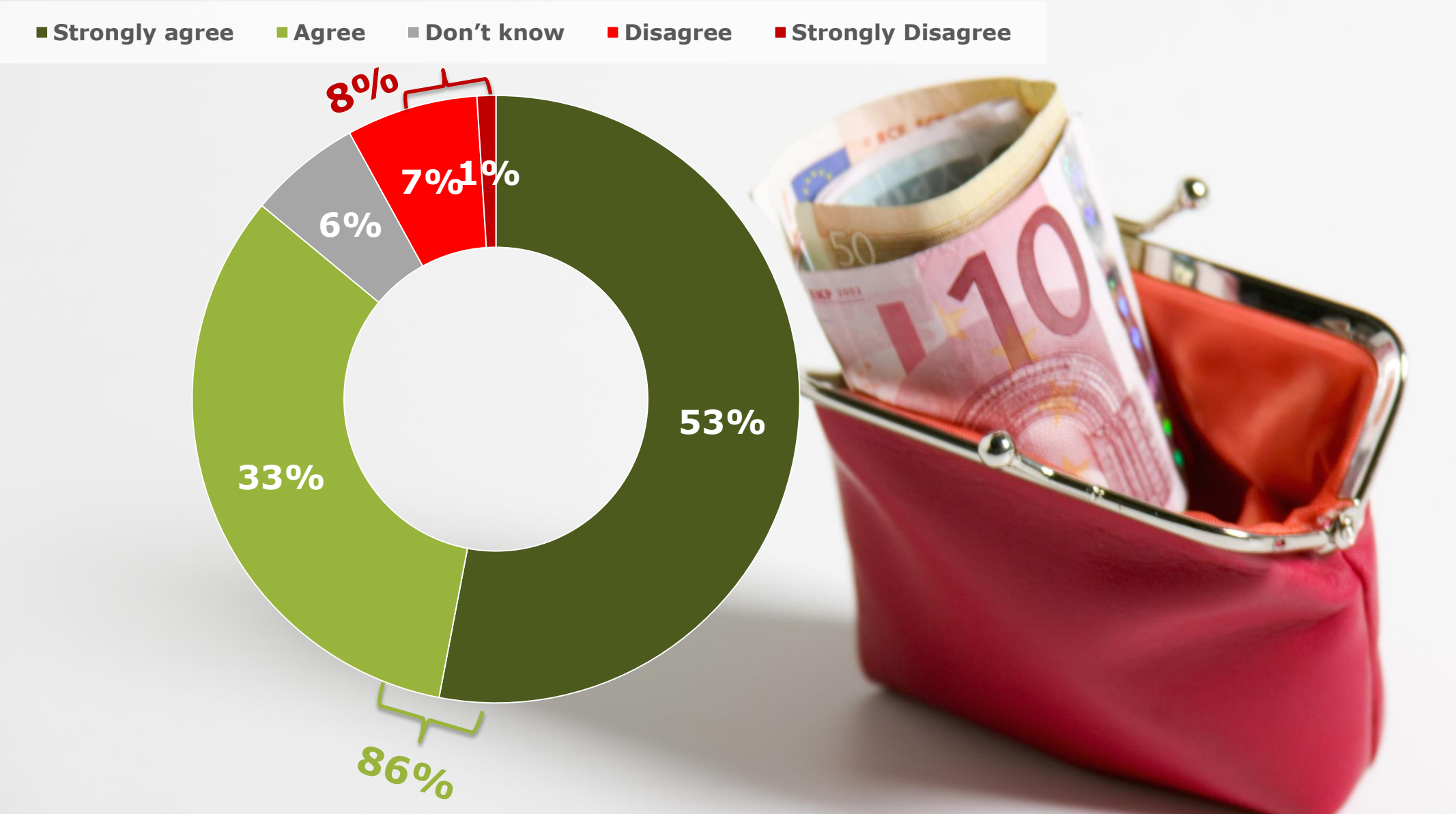


\*Caution low base

Q.4

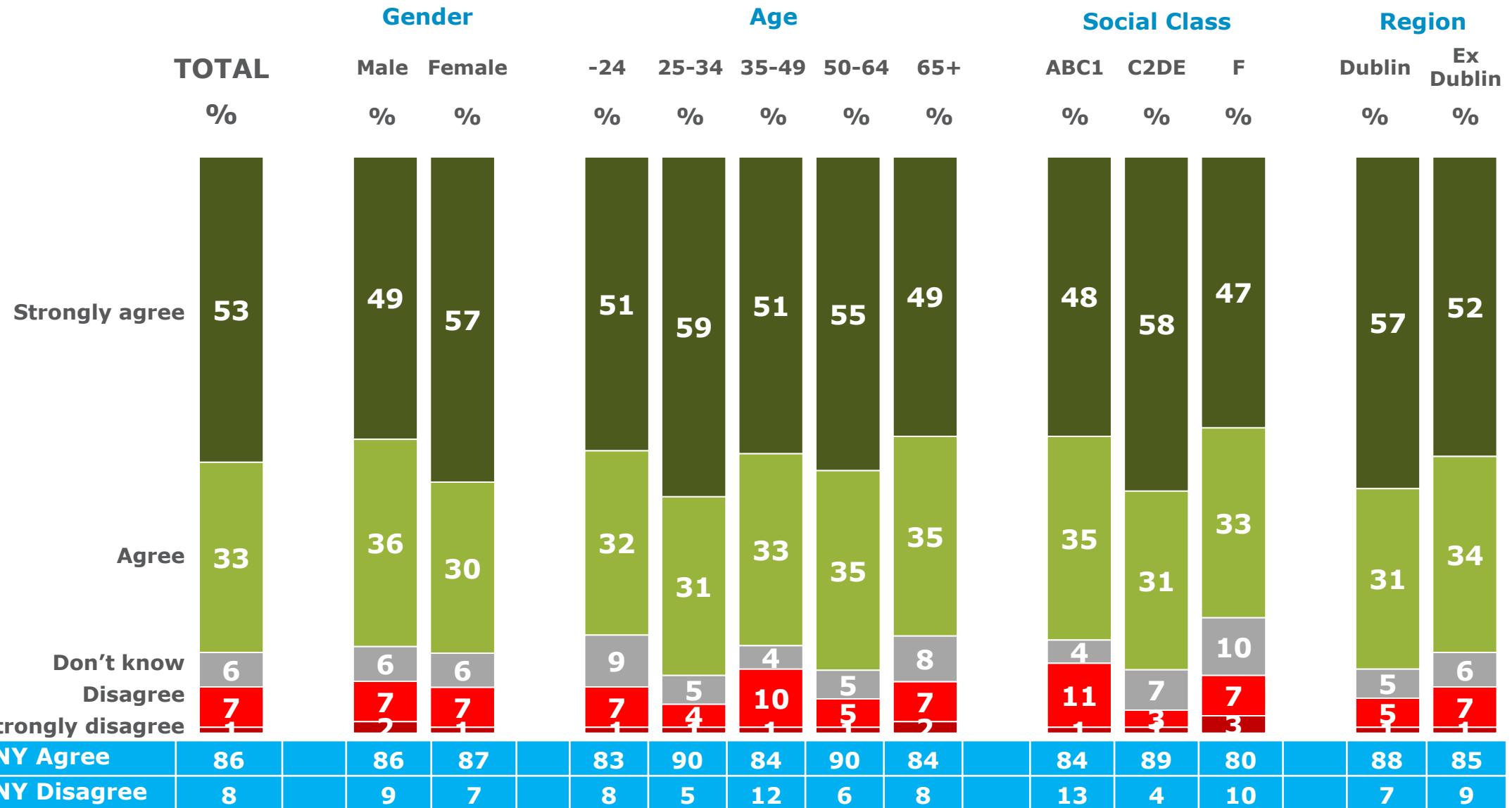
A 'zero-hours contract' is a work contract that does not guarantee a worker any set hours in a given week. To what extent do you agree or disagree with the statement "Government should do more to prevent the use of low-hours contracts"?

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



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"?

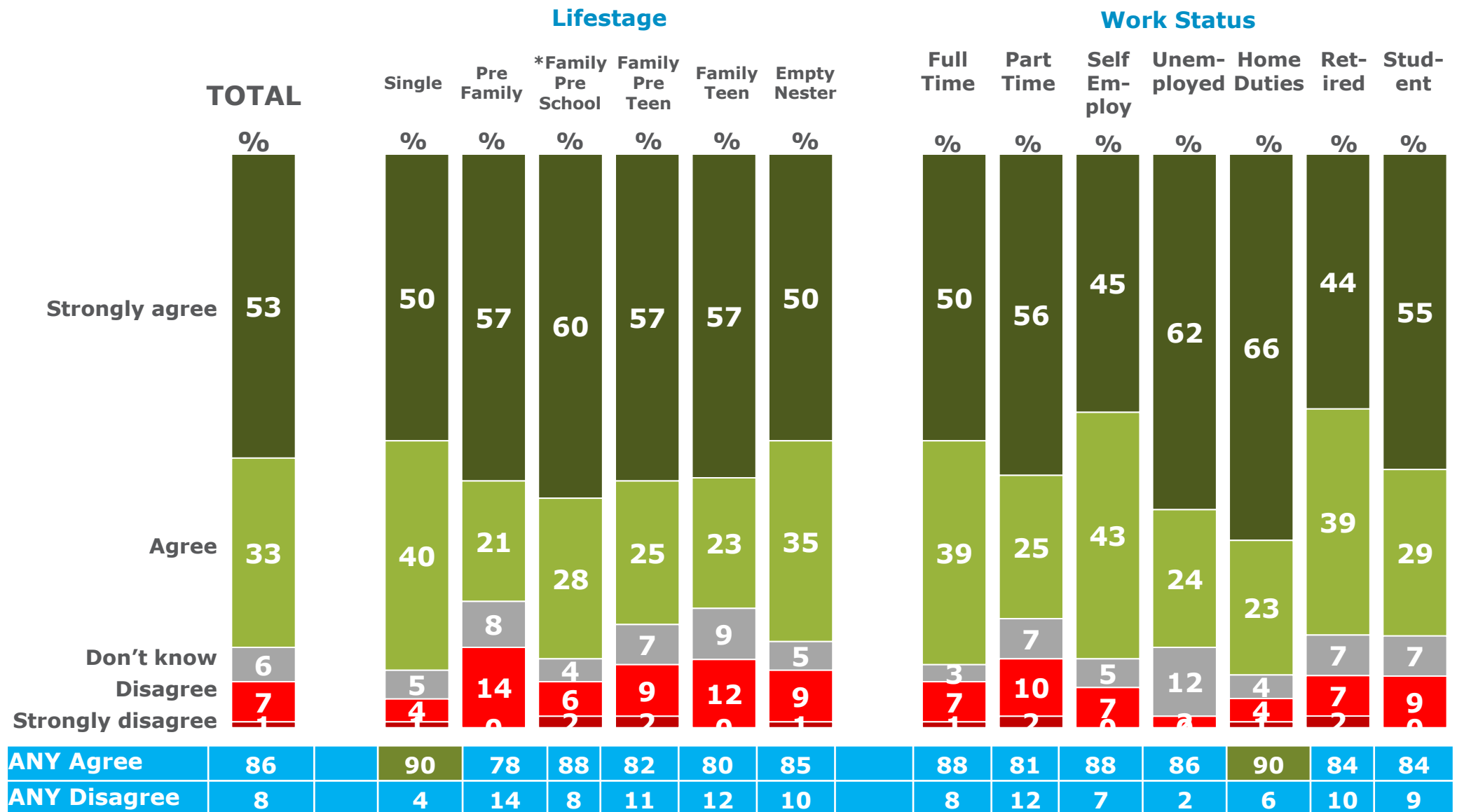
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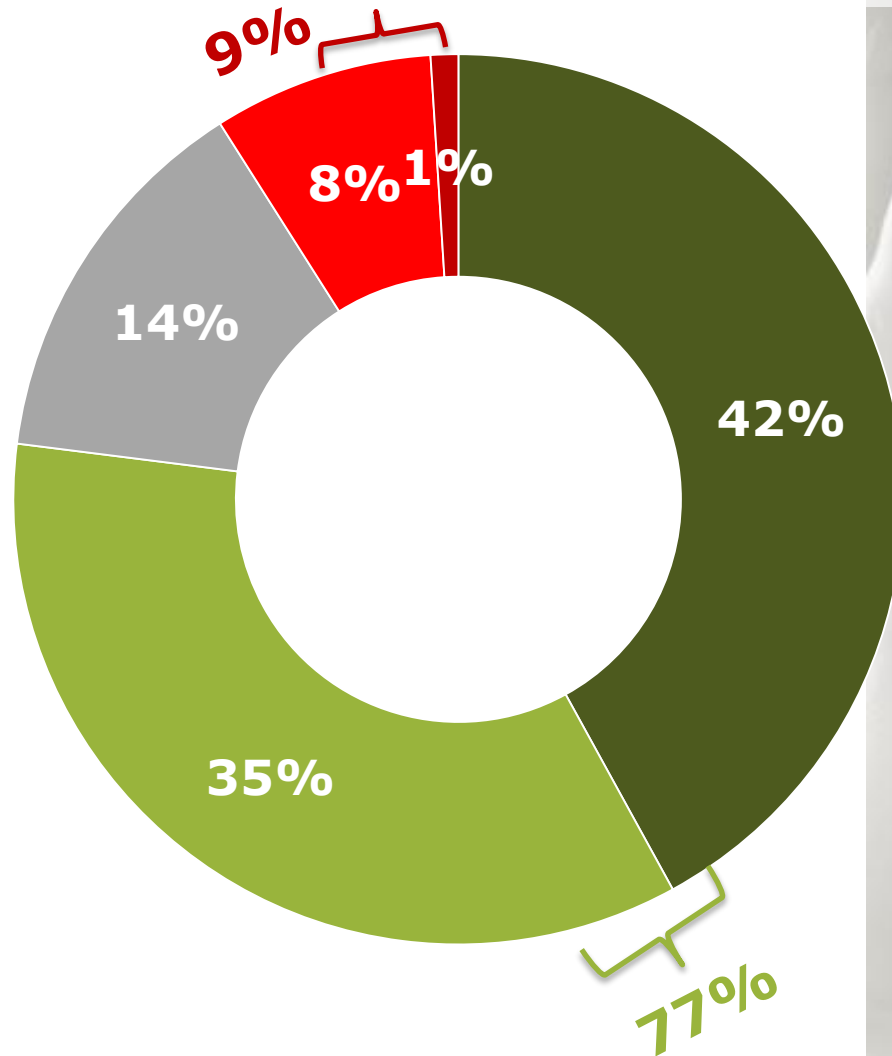
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# Level of agreement with: *The Minimum Wage should be the same as a Living Wage*

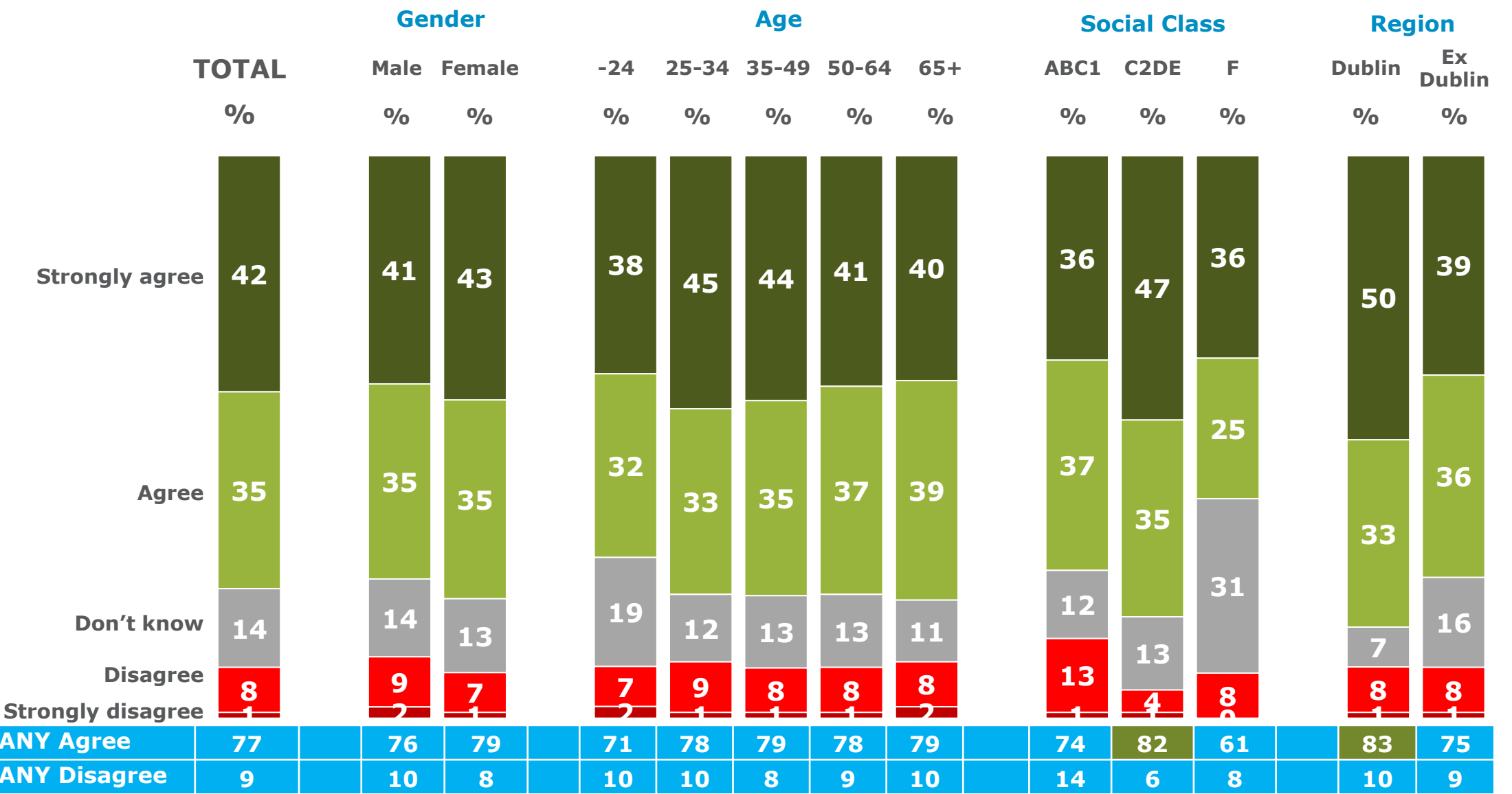
■ Strongly agree ■ Agree ■ Don't know ■ Disagree ■ Strongly Disagree



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"?

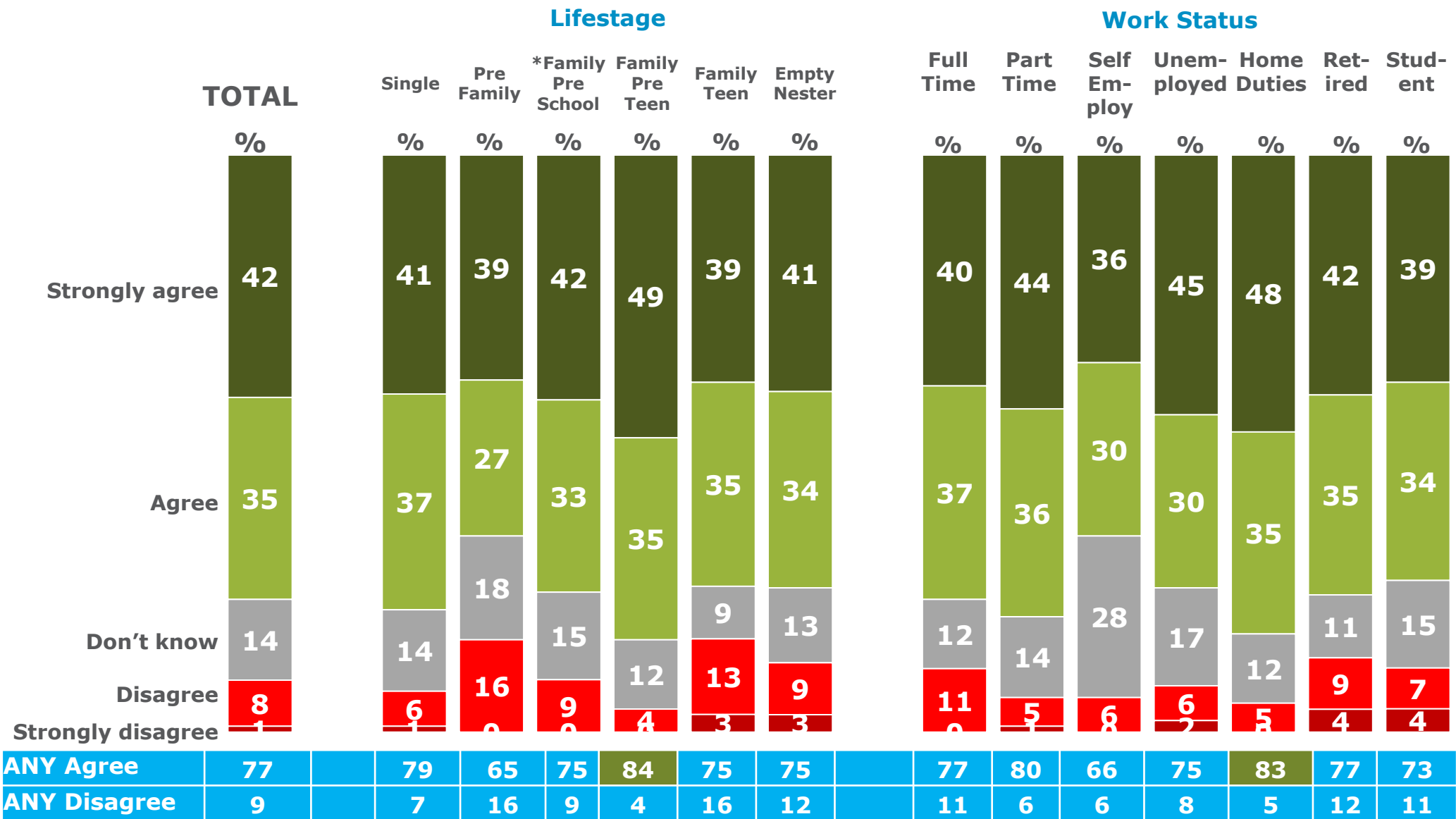
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**Q.3a** A 'Living Wage' is an hourly wage based on what it would cost for someone to live a minimum, basic standard of living. A Living Wage for Ireland has been calculated as €11.45 per hour, which compares to the current Minimum Wage of €8.65. To what extent do you agree or disagree with the statement "The Minimum Wage should be the same as a Living Wage"?

# 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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