

Advocating for better job quality

Mark A. Price, PhD
price@keystoneresearch.org
Labor Economist
Keystone Research Center

What's good for business is good for the economy!

Compensation is a cost

Business owners are the job creators

In America you pull yourself up by your boot straps!

Not all jobs can be great.

Most of us start out in “bad”
jobs and work our way up.

Get more education!

If you are poor it's only because
you made bad choices.

The relationship between an employer and employee is none of your business.

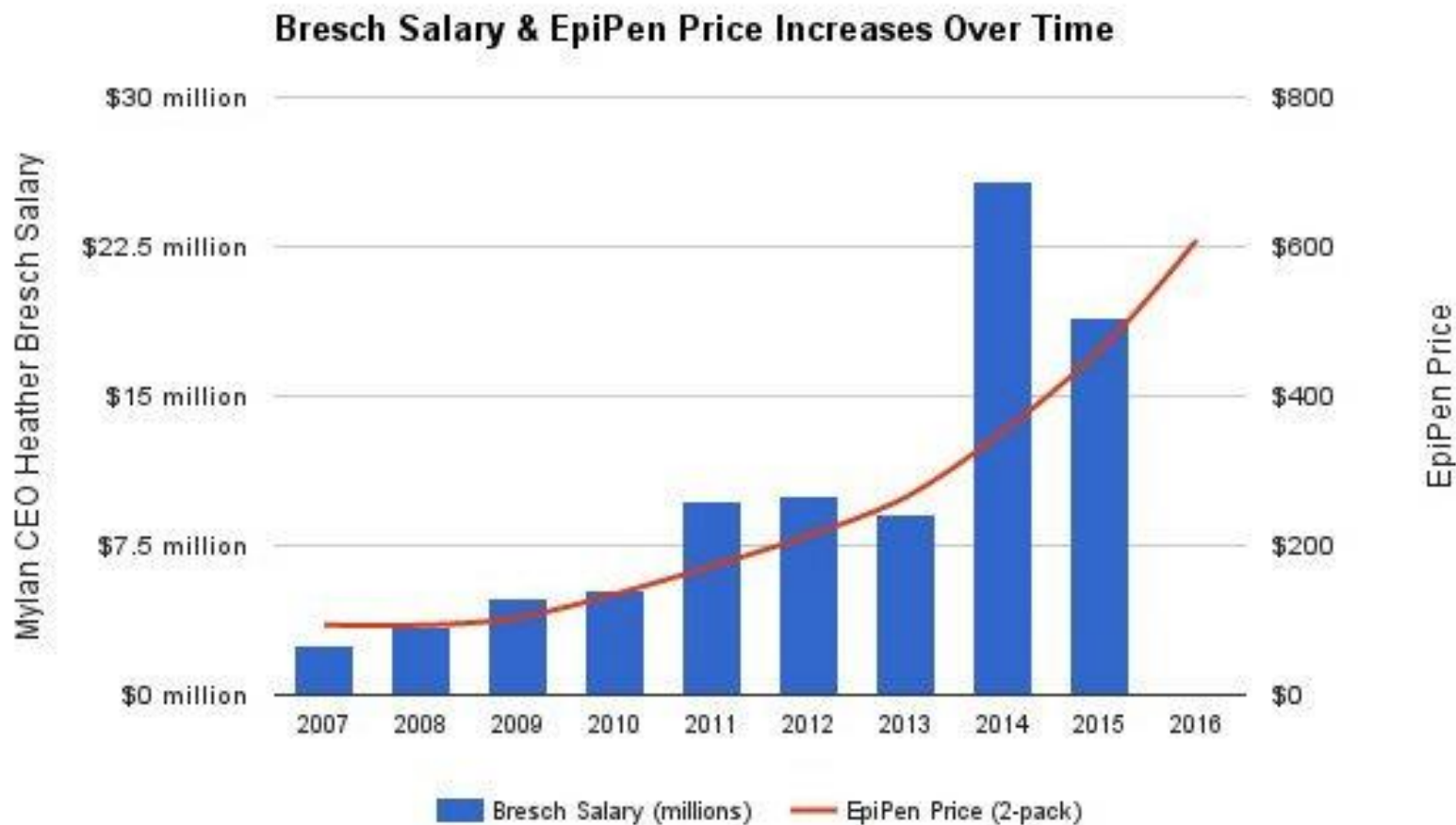
If you don't like your job, leave.

Messaging that misses the mark!

The Sympathetic Victim

Corporate GREED!!!!!!!

Is Mylan CEO Heather Bresch Getting **Rich** by Jacking Up the Price of EpiPens?



Messaging that misses the mark!

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Fairness

When we lead with:

Many companies pay wages that are simply too low.

Many respond:

Companies must keep costs down or go out of business.

When we lead with:

Employers are exploiting workers.

Many respond:

Workers will leave if they feel exploited; we have no right to interfere.

When we lead with:

People can't live on the current minimum wage.

Many respond:

The minimum wage isn't supposed to be permanent; education is the answer.

When we lead with:

Improving wages and benefits won't kill jobs.

Many respond:

Since wages are cost, businesses have to compensate with higher prices or fewer jobs.

When we lead with:

Too many people live in poverty.

Many respond:

Get a job.

When we lead with:

If corporations offer better pay and benefits, they retain their employees and save money.

Many respond:

Good, then companies will act in their own best interest and no legal requirements are needed.

A more effective frame: What the economy
(and all of us) need



A more effective frame: What the economy (and all of us) need

If jobs don't pay enough for people to afford the basics, the economy slows down.

Profitable companies could compensate better but choose not to.

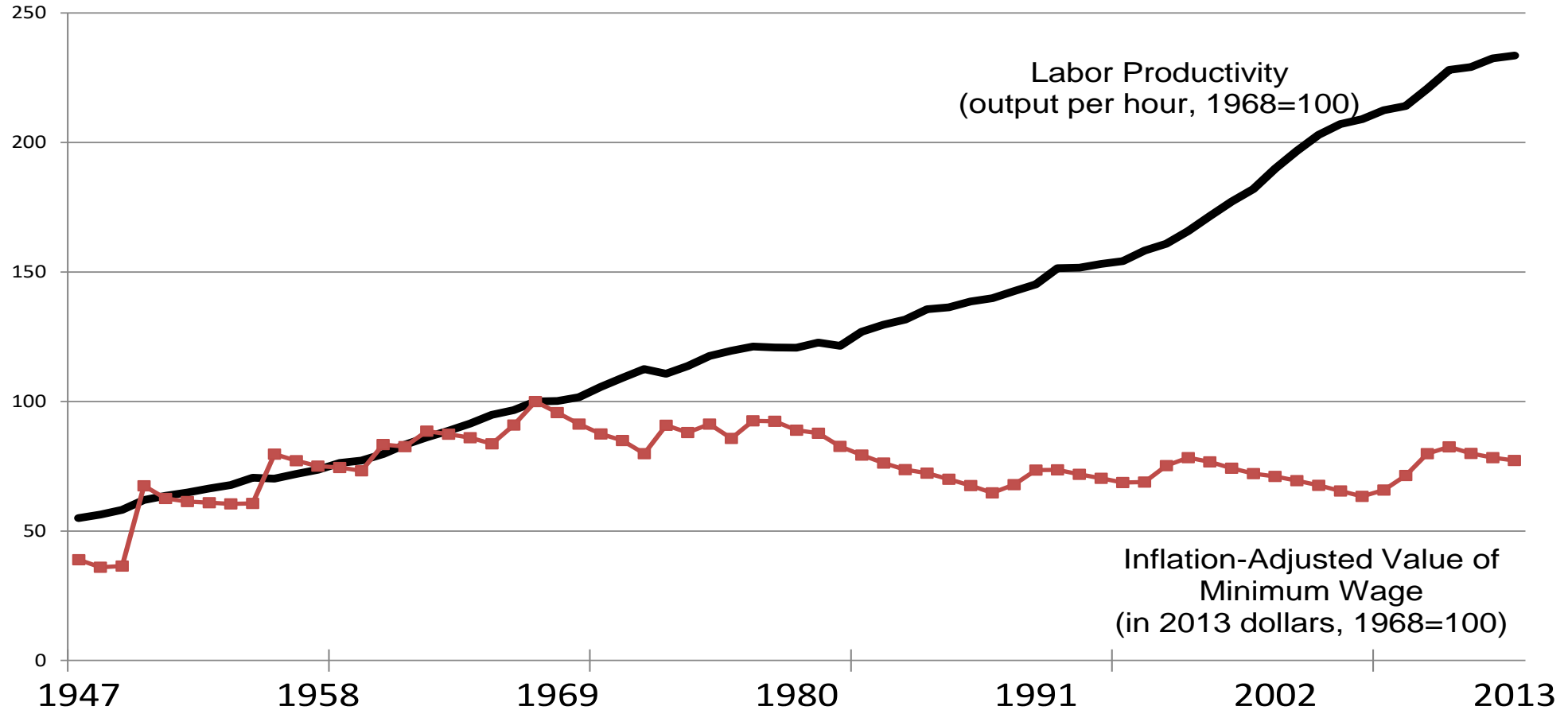


If jobs don't pay enough for workers to afford the basics – from food to doctors visits and basic repairs – then people can't spend enough to keep the economy moving. But large, profitable companies often pay as little as they can get away with, which means a full time job pays so little that workers qualify for food stamps. If we demand a higher floor for wages and work standards, it ends up helping not just individuals and families, but also communities and the economy.

Why is the minimum wage an issue?



Inflation-Adjusted Minimum Wage and Productivity 1947-2013 (indexed to 1968=100)



Note. Inflation-adjustment is based on the CPI-U-RS

Source. Keystone Research Center analysis of Major Sector Productivity and Costs program of the Bureau of Labor Statistics.

A sea of numbers.

- The majority of workers in Pennsylvania that would get a raise from a minimum wage increase are adults (94% under \$8.75 and 87% at \$10.10).
- On average the Pennsylvania workers that would benefit from a minimum wage increase earn a significant share of their family's income (34% for an increase to \$8.75 and 41% for an increase to \$10.10).

What Does The Research Say About
Employment Impacts?

Why don't modest minimum wage increases negatively impact employment?

<https://goo.gl/T4r7tG>

price@keystoneresearch.org

Your Turn!

- Isn't it more important to keep business afloat than make jobs pay better?
- All jobs can't be great jobs. People have to start somewhere. Haven't people always had to move up the ladder?
- Shouldn't we have an opt-out for small business that are struggling?