

RAISING ONTARIO'S MINIMUM WAGE: THE BUSINESS CASE

RAISING THE MINIMUM WAGE WILL BOOST CONSUMER SPENDING

The Ontario government is relying on consumer spending to drive over 51% of economic growth in the coming years. Raising the minimum wage will increase the purchasing power of over half a million Ontarians who are more likely to spend money in their local communities.

RAISING THE MINIMUM WAGE CAN BOOST PRODUCTIVITY

Higher wages increase worker well being and decrease stress, which leads to lower absenteeism and increased focus on the job. Higher wages also provide incentive for employers to spur innovation. Studies show retailers raise productivity and profitability by investing in their employees.

RAISING THE MINIMUM WAGE IS GOOD FOR THE BOTTOM LINE

Studies show retail companies with well-paid and well-trained employees, such as Costco, have higher sales, higher rates of customer satisfaction and higher profits than companies that view their employees as a costly drain on profit. Higher wages avoid a vicious cycle of higher recruitment and training costs, more frequent mistakes, irregular service and lower sales.

MAKE EVERY JOB A GOOD JOB

A higher minimum wage is good for workers and business.

It's one way to help ensure every job in Ontario is a good job.

Learn more: www.policyalternatives.ca/ontario

