

Alliance for American Manufacturing



Keeping America Strong

Presentation To The Alliance For American Manufacturing



Findings From A Nationwide Survey Of 1000 Likely November 2010 General Election Voters




THE
MELLMAN
Group

RESEARCH
BASED
STRATEGY

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Key Findings

- Voters Are Anxious About The Economy—Specifically China Debt, Spending And Loss Of Manufacturing
- Voters Want Washington To Focus On Manufacturing, But Feel Working People Who Make Things Are Being Forgotten
- Voters Believe Manufacturing Is Central To Our Economic Strength
- Our Declining Manufacturing Sector Leads Americans To Believe We Are No Longer The World's Strongest Economy—A Title They Want To Regain
- There Is A Strong Preference For American Goods And A Strong Distaste For Goods Manufactured In China
- Majorities Favor Increased Support For Manufacturing, Including A National Manufacturing Strategy
- Voters' Economic Solutions Center On Trade Enforcement, Clean Energy, Tax Credits For U.S. Manufacturing And Replacing Aging Infrastructure Using American Materials



Methodology

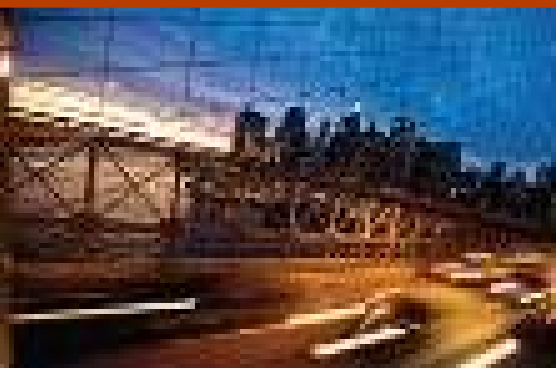
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- 1000 Likely 2010 General Election Voters
 - Conducted April 22-26, 2010
 - Margin Of Error +/- 3.1% (Higher For Subgroups)

- F
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S**
- 2 Groups of Voters with Income Not Dependent On Manufacturing (Divided by Education)
 - 2 Groups of Voters with Income Dependent On Manufacturing (Divided by Gender)
 - 2 Groups of Voters (Divided by Gender)
 - Conducted March 8th, 10th, and 15th in Richmond, VA, Chicago, IL, and Los Angeles, CA



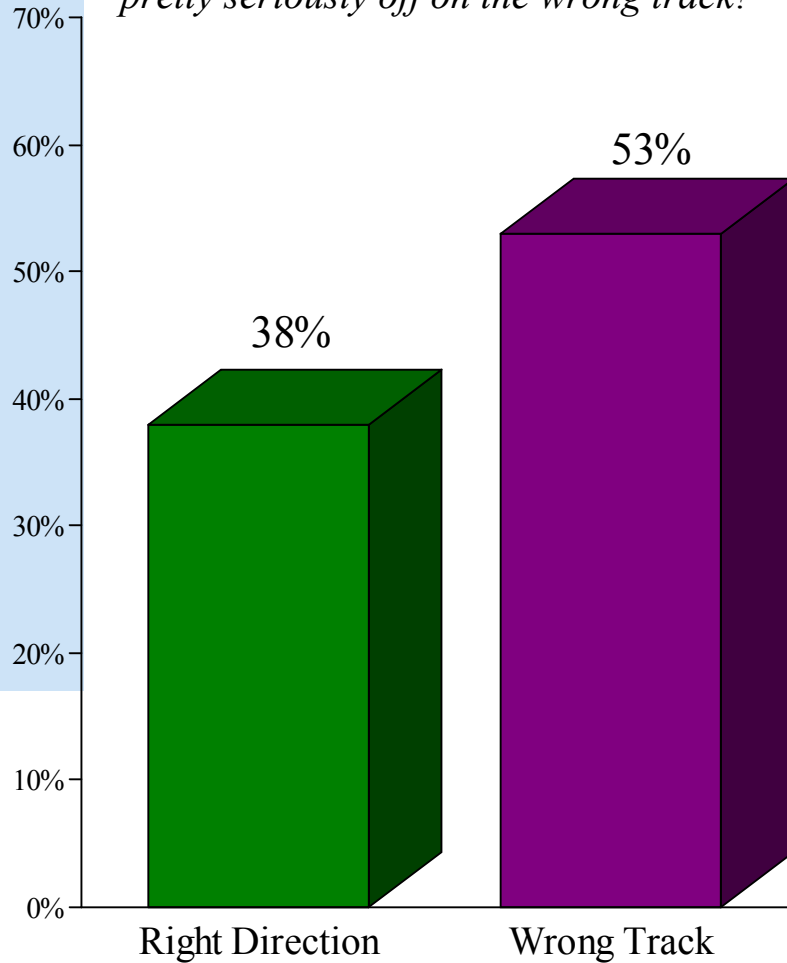


Voters Are Anxious About The Economy—Specifically China Debt, Spending And Loss Of Manufacturing

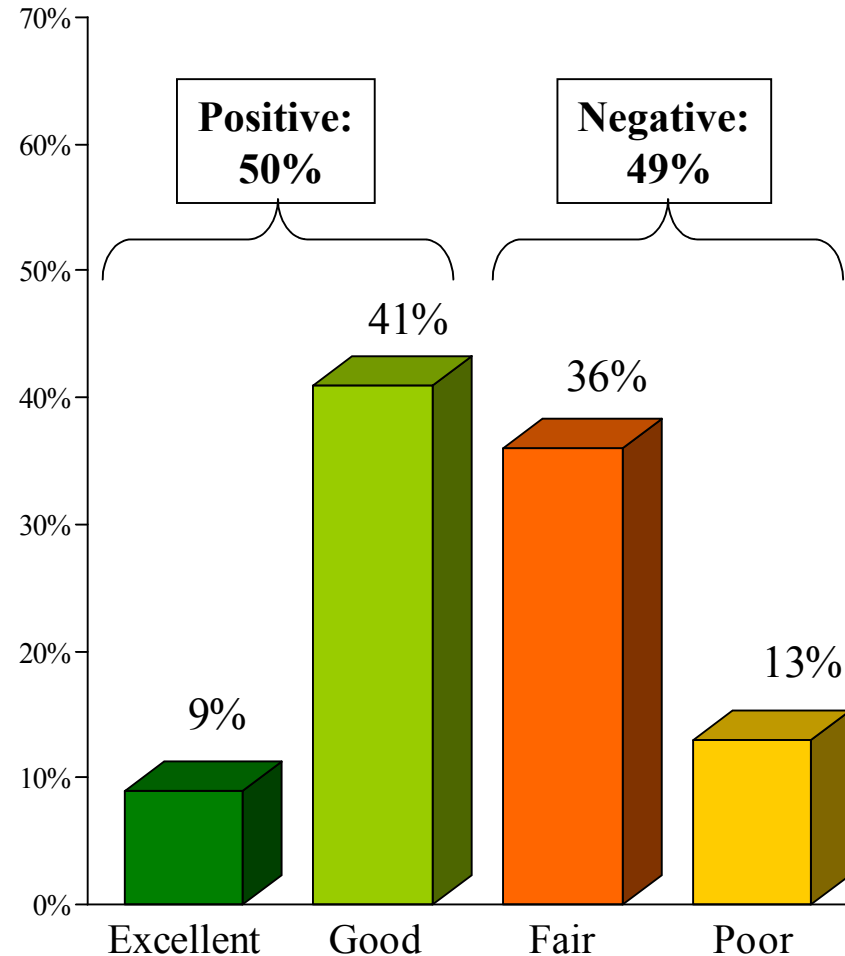


A Majority Feel The Country Is Seriously Off Track, While Voters Are Divided On Their Personal Economic Situations

...do you think things in the country are moving in the right direction or are they pretty seriously off on the wrong track?



How would you rate your personal economic situation?



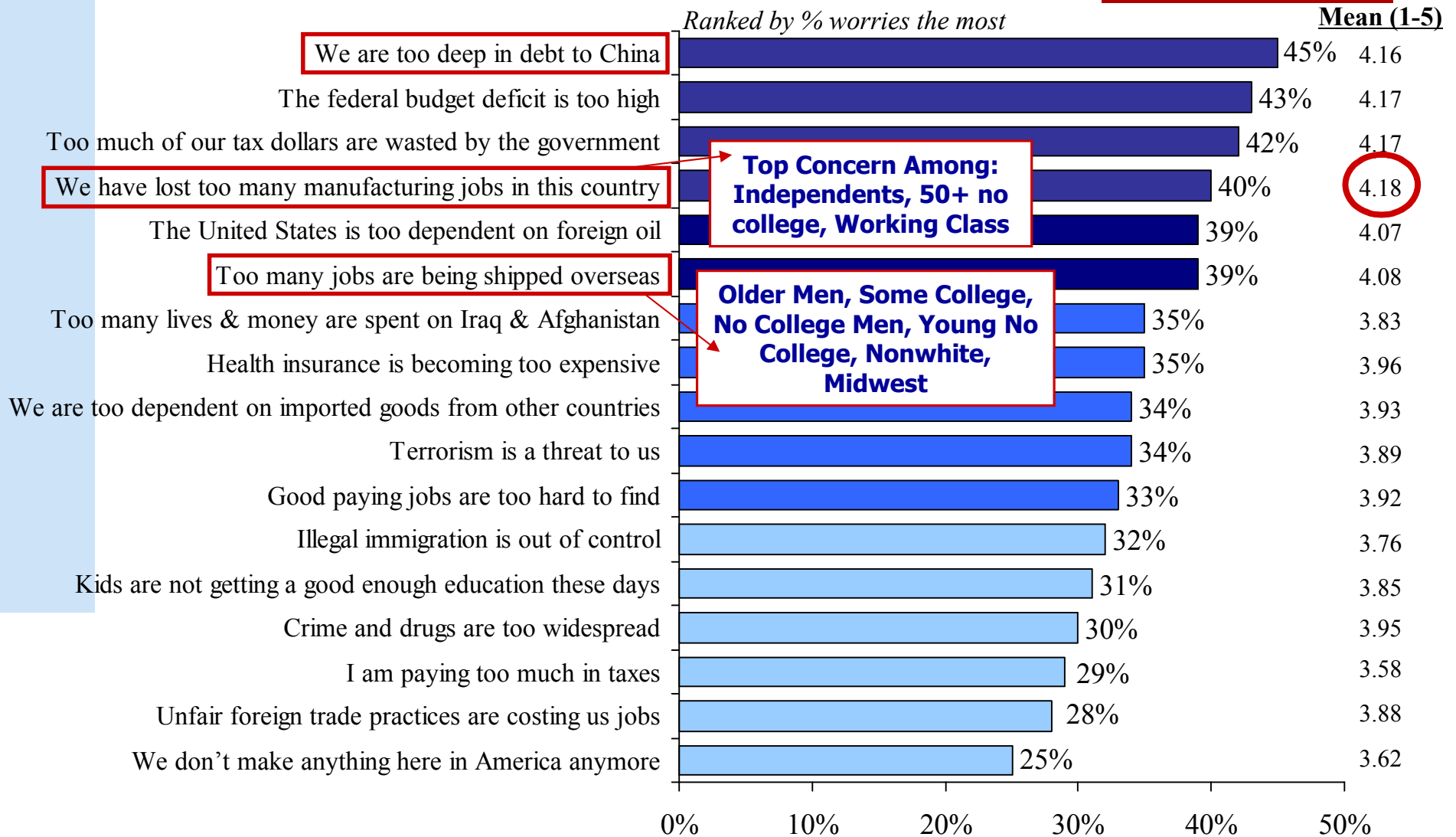
Focus Group Participants' Concerns Centered On The Economy And Job Loss

- *My family owns a real estate company and we're also builders out in Mechanicsville and we've had massive layoffs. People can't get the loans. They want to buy a new house, they want to remodel, but they can't get the financing through the banks. - Richmond College Educated*
- *I think that the some particular areas especially manufacturing towns that are settled around a major manufacturer are really hit hard and almost wiped out.... it is bad. – Los Angeles Male*
- *[The economy] is the worst it has been in 25 years. – Los Angeles Female*
- *For me the American dream is kind of going. It's gone. I came from a different country. I came here for what everybody else came for, the American dream. That's not here anymore. – Chicago Female*



Debt To China, Government Waste, And The Loss Of Manufacturing Jobs Top Voters' Personal Concerns

Loss Of Manufacturing Generate The Most Concern On Average





Voters Want Washington To Focus On Manufacturing But Feel Working People Who Make Things Are Being Forgotten



E Pluribus Unum
Equal many one



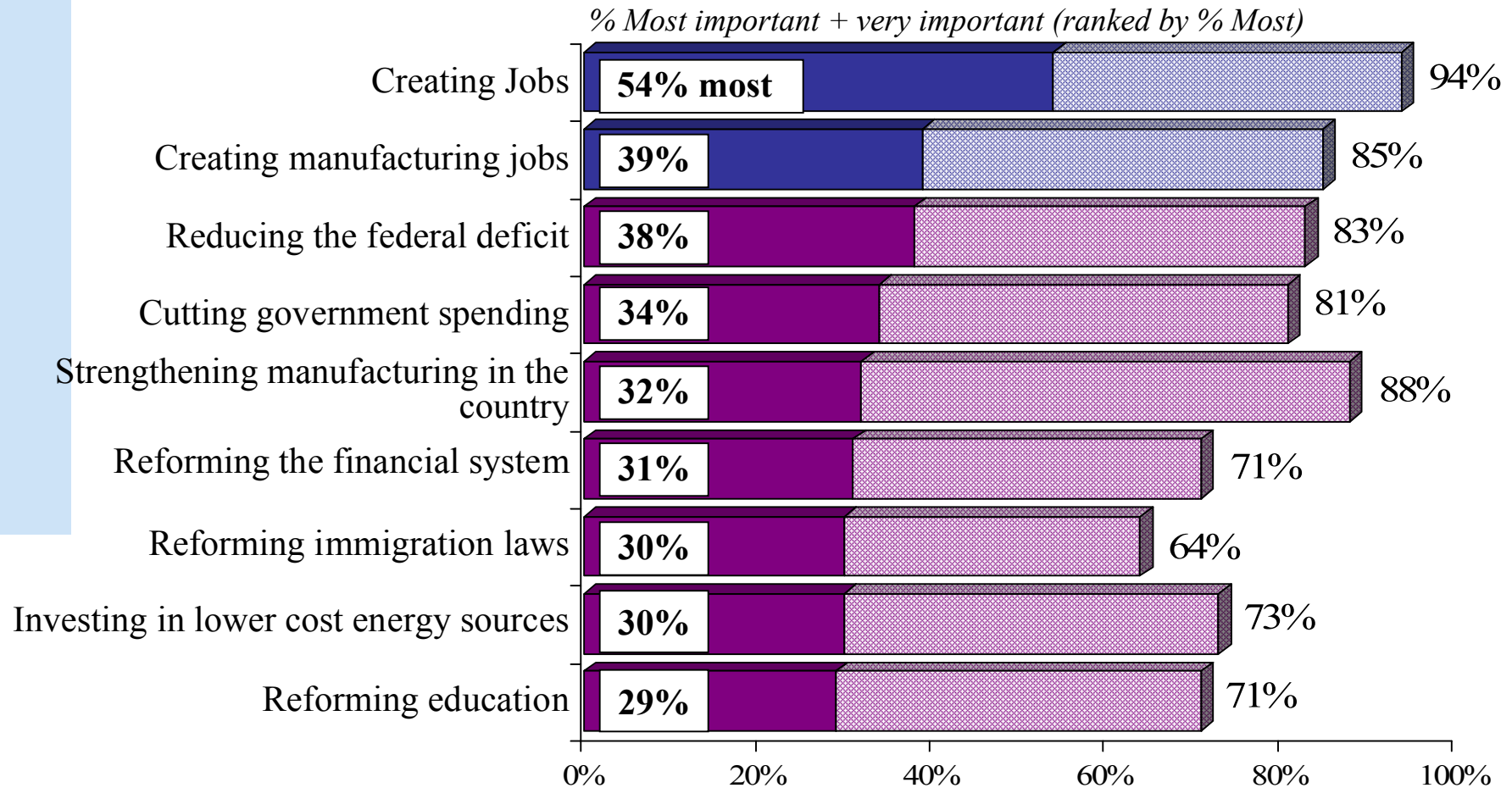
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Voters Want Washington To Focus On Jobs, Specifically In Manufacturing, Even More Than On The Deficit

Manufacturing Is A Higher Priority Than Financial Reform Or Immigration

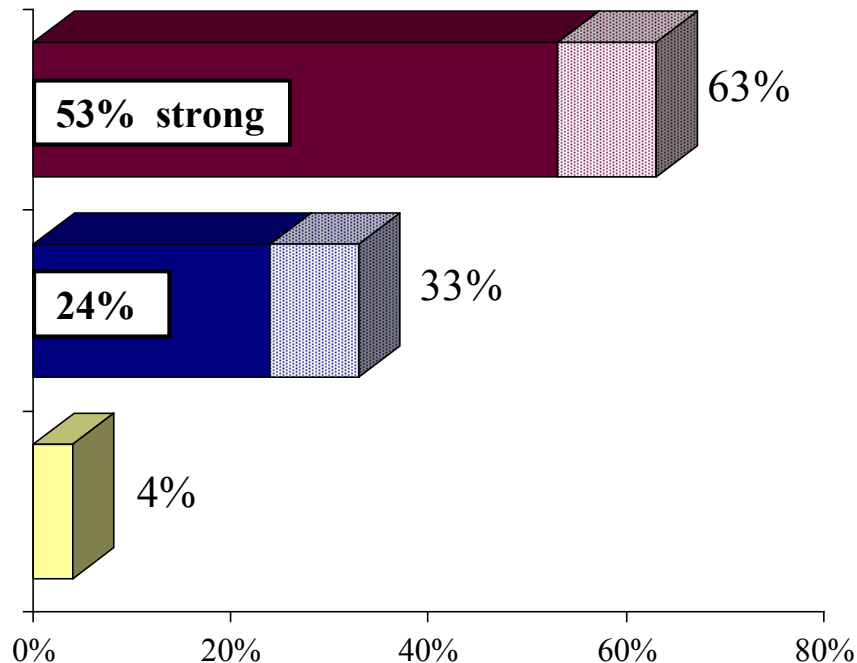
I'm going to list some things Congress and the President could work on this year. After each, please tell me whether you think that particular issue is one of the most important things for [them] to work on, very important, somewhat important or not too important at all.



Relatively Few Believe Obama And Congress Are Focused On Jobs And The Economy

Which comes closer to your point of view?

- This Administration and Congress have spent too much time and energy bailing out Wall Street banks and not enough time worrying about working people who make things for a living.
- This Administration and Congress are trying to create jobs, improve the economy, and help working people.

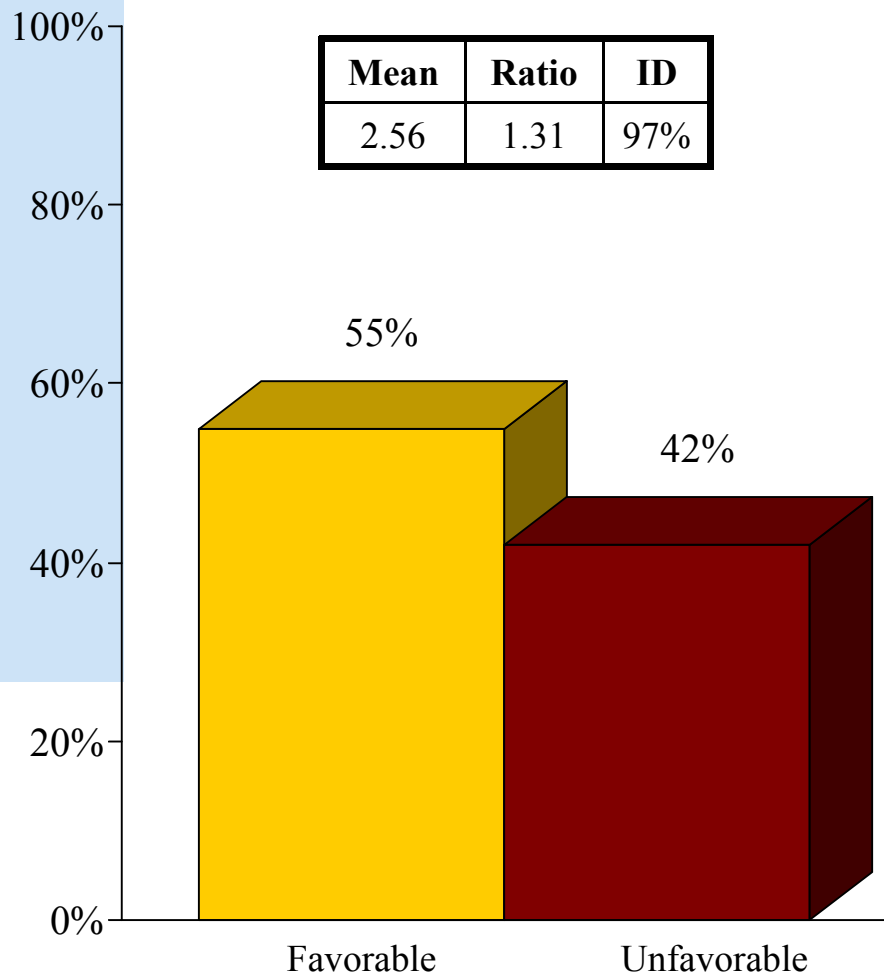


	Not Worried	Trying To Help
Democrat	44%	53%
Independent	66%	30%
GOP	82%	14%
Tea Party Support	83%	14%
Tea Party Oppose	42%	55%
Union HH	52%	46%
Non-Union HH	65%	31%
Young Women	66%	31%
Young Men	62%	33%
Older women	64%	33%
Older men	62%	35%
Upper	63%	32%
College Middle	56%	39%
Non-col Middle	64%	33%
Lower	68%	31%
Northeast	58%	40%
Midwest	65%	33%
South	67%	29%
West	62%	33%



President Obama Is Well Regarded, Though Manufacturing Households Are Far Less Favorable Than Others

Barack Obama's Favorability

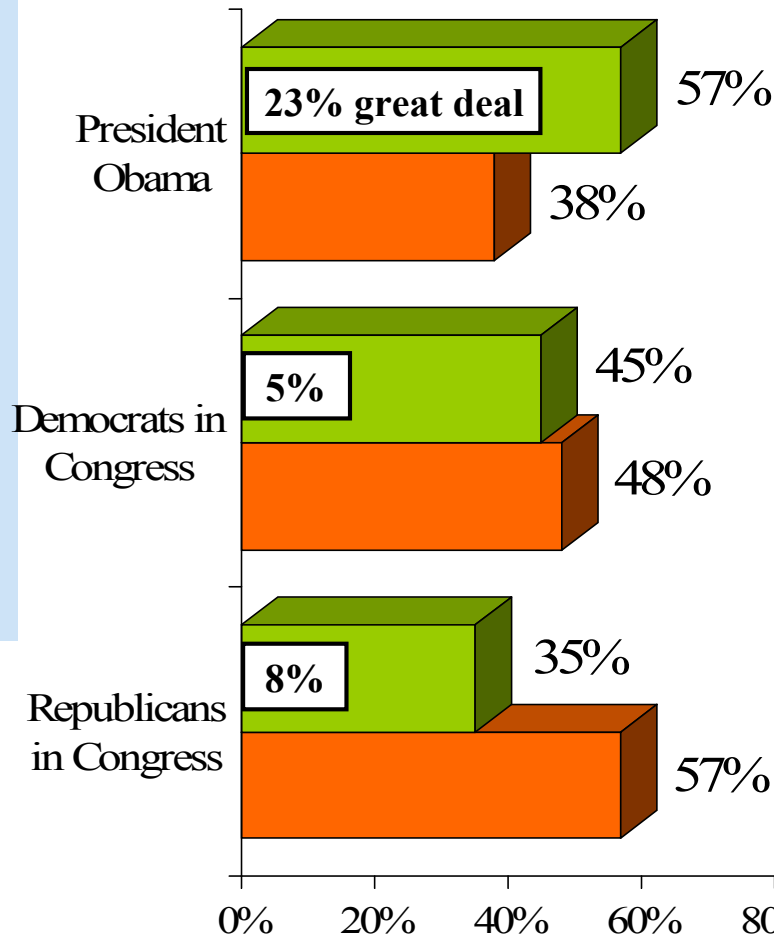


	Fav	Unfav
Democrat	88%	10%
Independent	52%	42%
GOP	20%	78%
Tea Party Support	22%	76%
Tea Party Oppose	86%	12%
Manufacturing HH	46%	48%
Non-Manufacturing HH	57%	40%
Union	66%	32%
Non-Union	53%	44%
Young Women	62%	36%
Young Men	57%	39%
Older Women	52%	44%
Older Men	47%	51%
Upper	53%	45%
College Middle	58%	41%
Non-col Middle	54%	42%
Lower	55%	40%
Northeast	60%	38%
Midwest	55%	41%
South	49%	47%
West	58%	40%

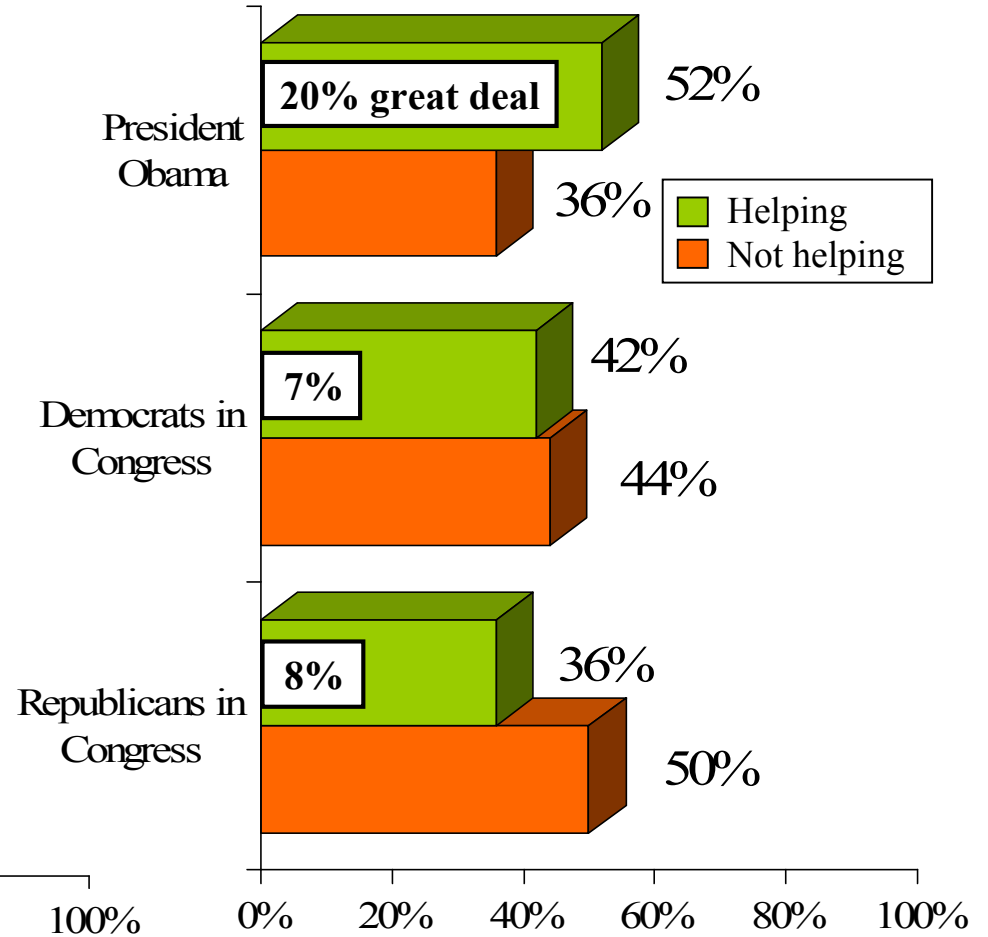


Anemic Majorities See President Obama Helping Manufacturing, While Pluralities Say Congressional Democrats Are Not, With GOPers Least Likely To Be Seen As Helpful

Do you think ___ is/are doing a great deal to help American manufacturing businesses, some, not too much, or nothing at all?



Do you think ___ is/are doing a great deal to enforce fair trade with our trading partners, some, not too much, or nothing at all?





Voters Believe Manufacturing Is Central To Economic Strength And Job Creation



E Pluribus Unum
Equal many, one



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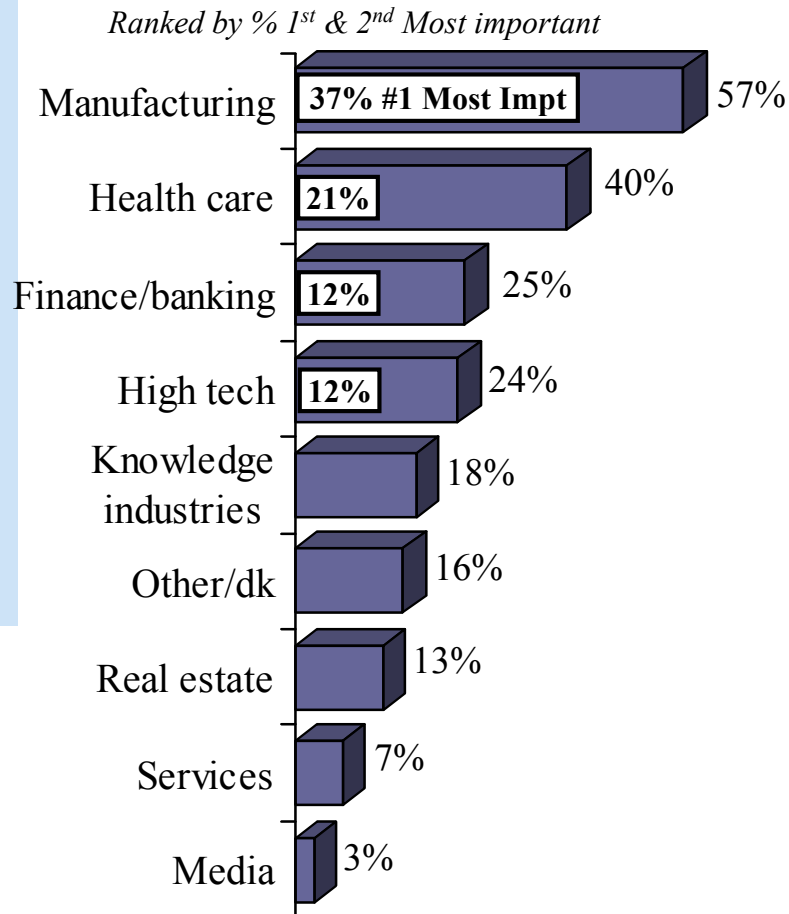
Focus Group Participants Contend Manufacturing Is Inextricably Linked To Economic Strength

- *If manufacturing is not successful then the economy is not successful* – Chicago Female
- *Manufacturing is a wealth producing activity, it produces wealth.* – Richmond College Educated
- *We are a superpower. If there was no manufacturing here, we will be the last car in the race.* – Los Angeles Male
- *[Without manufacturing] America would eventually cease to exist* – Chicago Female
- *[Manufacturing] puts people to work.*— Los Angeles Male

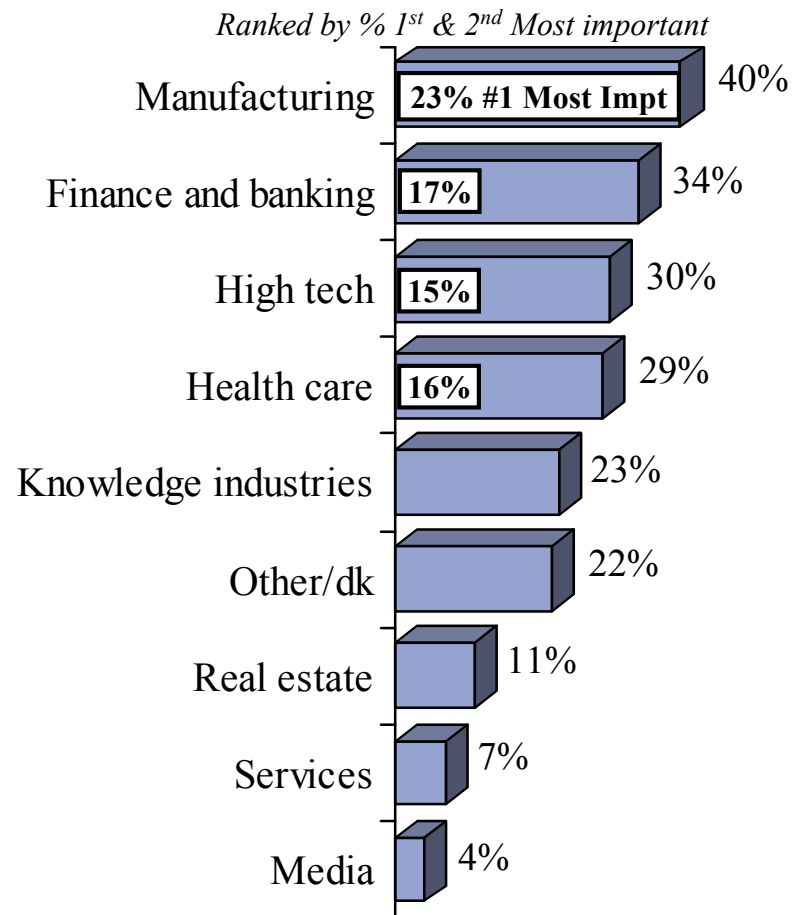


Manufacturing Is Judged Most Important In Determining Both Our Economic Strength And Our National Security

Which of the following industries is most important to the overall strength of the American economy?



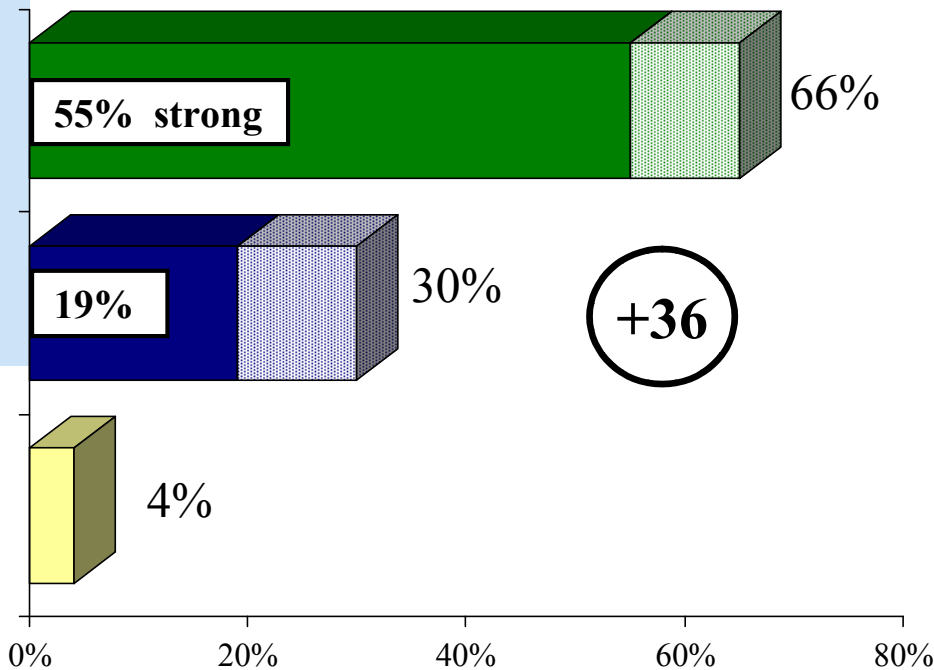
Which of the following industries is most important for our national security?



Voters Reject The View That Other Sectors, Like Services Or Technology, Can Replace Manufacturing

Which comes closer to your point of view?

- Manufacturing is a critical part of the American economy and we need a manufacturing base here if this country and our children are to thrive in the future.
- The strength of the American economy is innovation and competition – and if manufacturing leaves, we will move into new areas like high-tech or services which will take its place in the future.

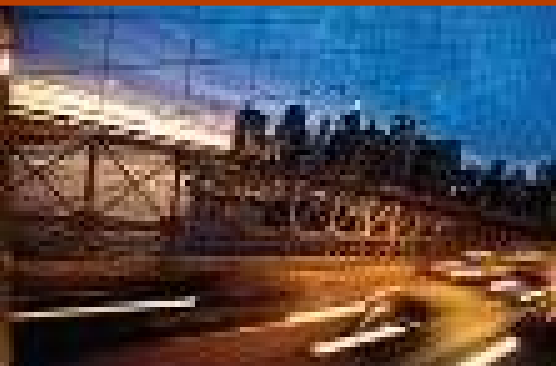


A Majority Agrees Across Demographics		
	Need Manufact'g	New Areas Replace
Democrat	67%	30%
Independent	64%	31%
GOP	66%	29%
Manufacturing HH	68%	29%
Non-Manufacturing HH	66%	31%
Young Women	66%	26%
Young Men	65%	32%
Older women	71%	26%
Older men	61%	37%
Upper	62%	38%
College Middle	57%	40%
Non-col Middle	69%	28%
Lower	73%	22%
Northeast	65%	32%
Midwest	69%	24%
South	71%	25%
West	55%	42%





Our Declining Manufacturing Sector Leads Americans To Believe We Are No Longer The World's Strongest Economy—A Title They Want To Regain



Focus Group Participants Saw Our Economic Strength Dwindling As We Produce Fewer Goods

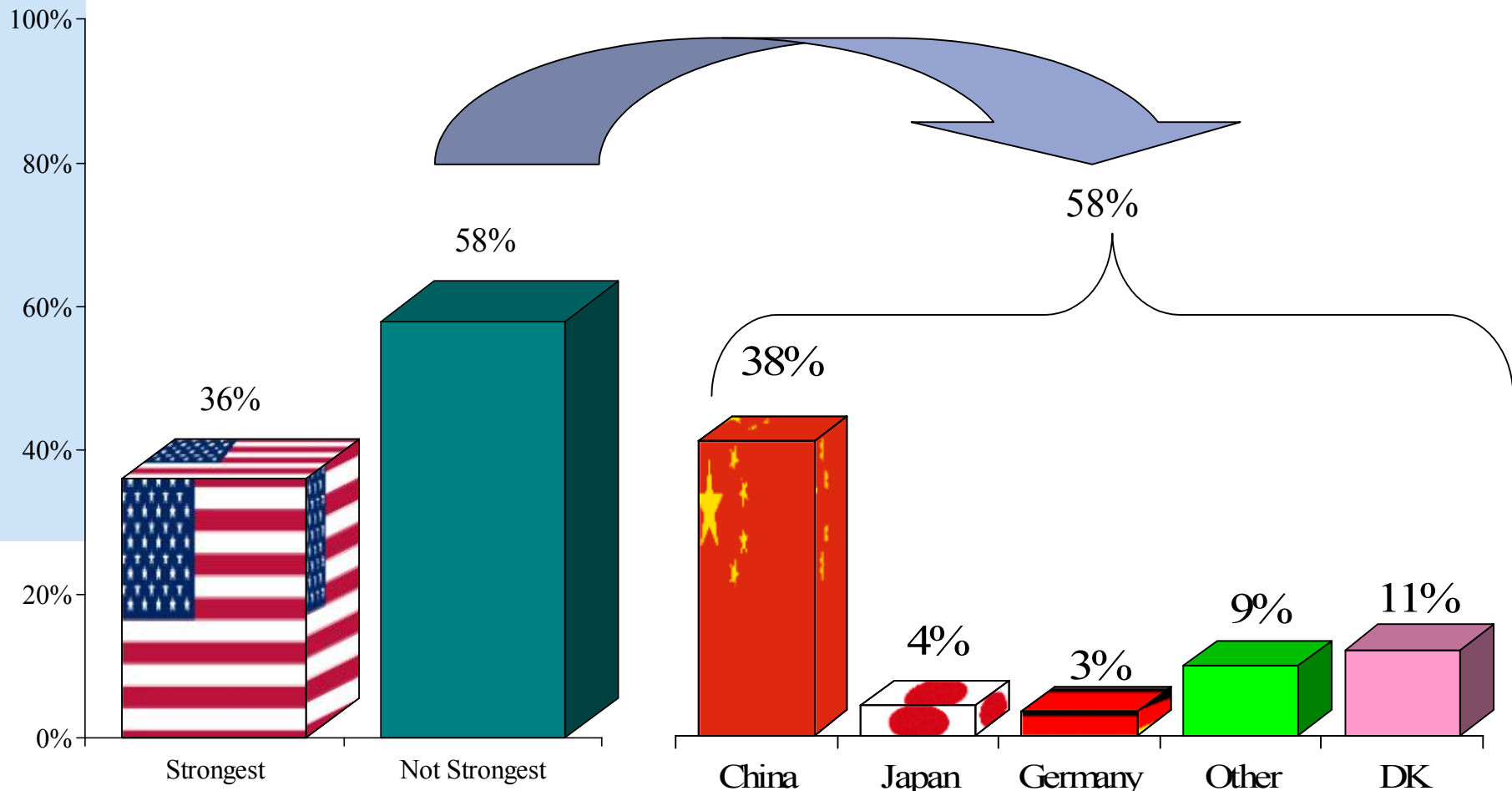
- *We're losing our wealth. We're importing at greater costs than we're exporting. People are making a ton of money off us and we're making nothing off of them.* – Chicago Female
- *When you consume more than you produce you become dependent and we are consuming more from other countries than producing our own. Politics makes strange bed fellows, but truly we have become weak and in order to strengthen the economy I think we need to produce more.* – Los Angeles Female
- *We are not a nation of manufacturers, we are a nation of consumers and we are dependent on other countries to exist.* – Los Angeles Female
- *We're importing more things, paying other countries to bring it to us.* – Richmond Not College
- *Germany is considered to be, not a Third World country. They seem just as strong in manufacturing... Why are we lagging? Why aren't they lagging?* – Los Angeles Male



A Majority Believe The U.S. No Longer Has The World's Strongest Economy, With China Our Chief Competitor

Do you think the United States does have the strongest economy in the world or does the US not have the strongest economy in the world?

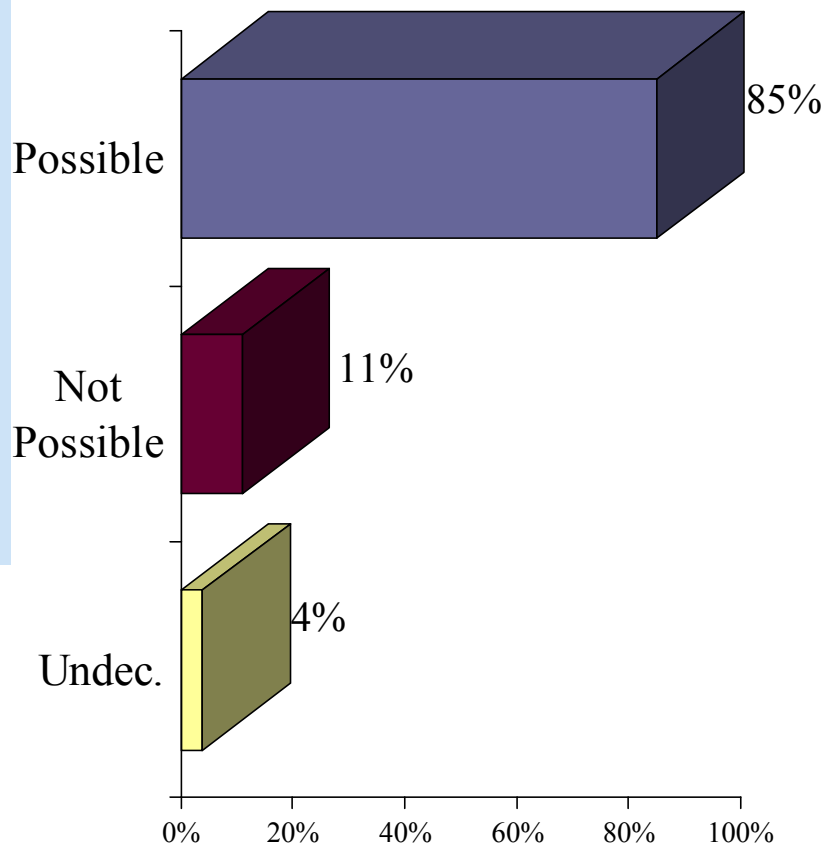
*[Among Not Strongest And Undecideds]
Which country do you think has the strongest economy in the world? [Open Ended]*



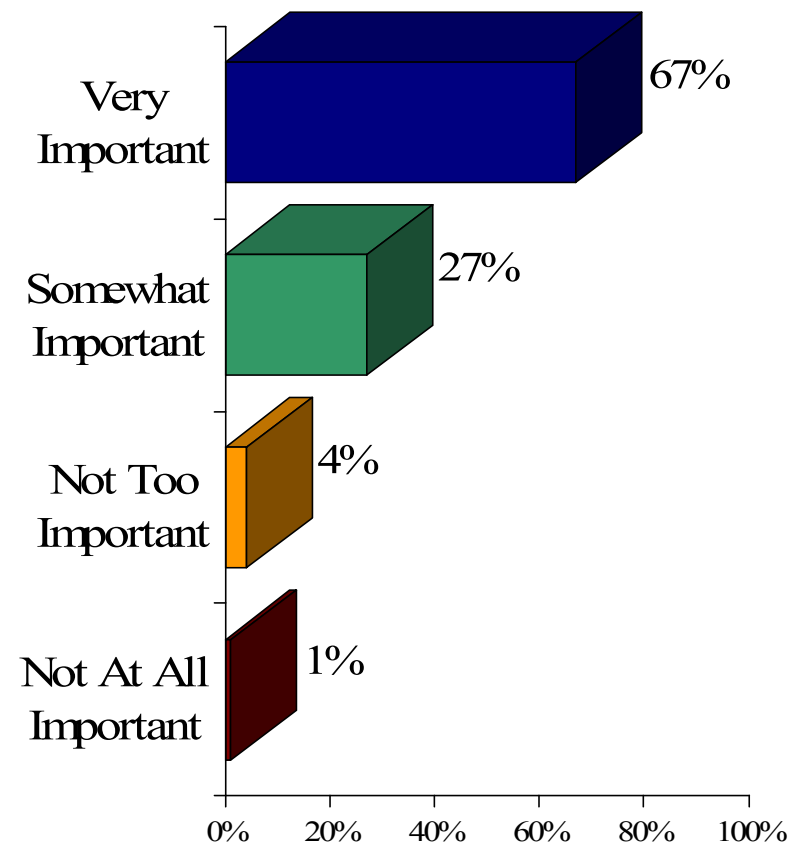
Voters Overwhelmingly Believe It Is Both Possible And Important For The U.S. To Have The World's Top Economy

Among those who believe the US does *not* have the strongest economy in the world:

Is it possible for the United States to have the strongest economy in the world?



How important is it to you for the United States to have the strongest economy in the world?



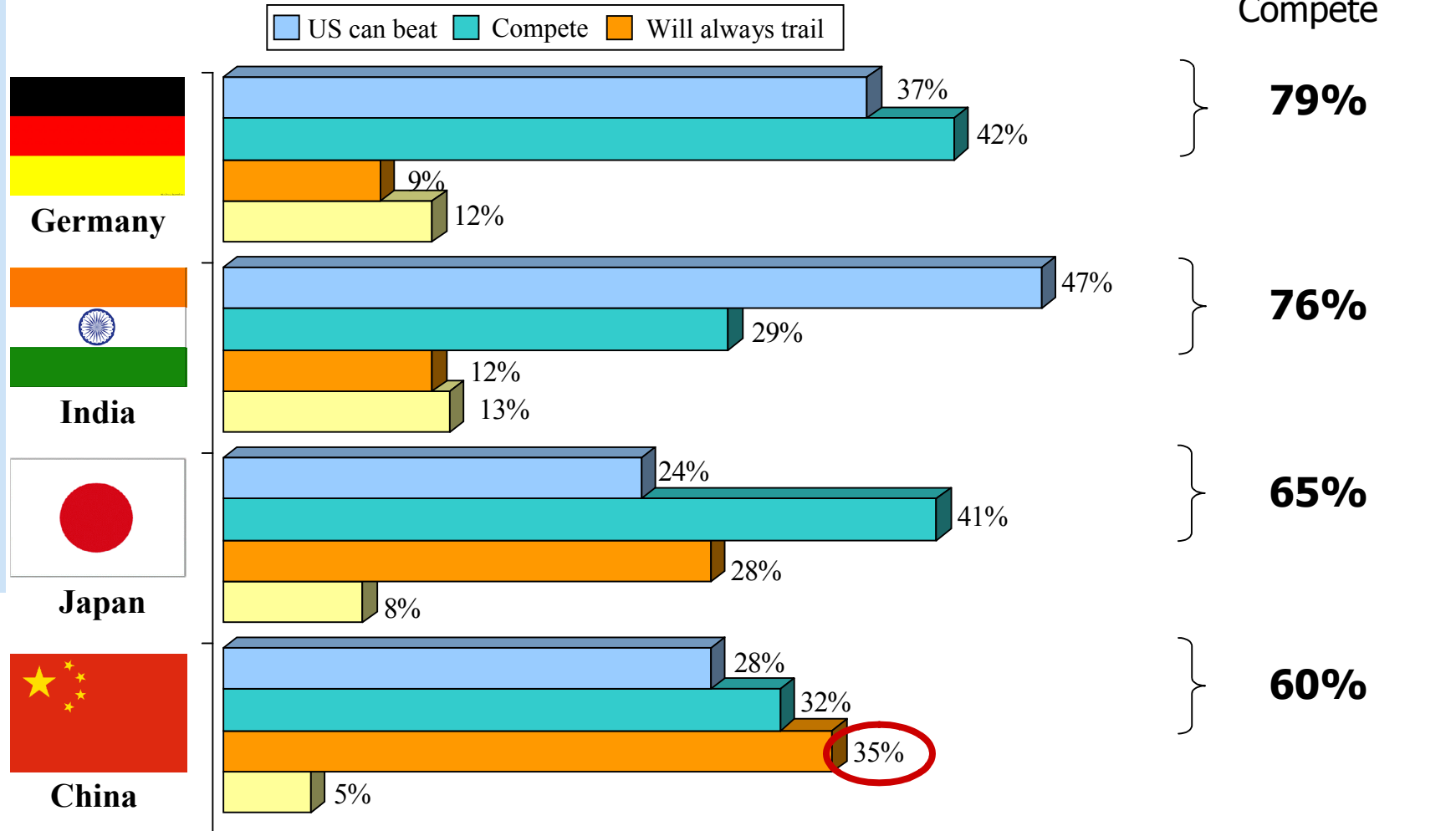
Participants Acknowledged That It Is Often More Cost-Effective For Companies To Move Work Overseas

- *It's cheaper to pay an engineer one-third the wages in China or India versus the United States. It's just a cost issue. – Chicago Male*
- *They don't have the quality control. They don't have the restrictions that we have here that we put upon ourselves here. That's why companies ship their work overseas. They can get it done cheaper. - Richmond No College*
- *I think just overall it's just cheaper to make things outside of our country, not only labor, but the cost of materials - Richmond No College*
- *Obviously the company making it who is outsourcing is getting a better deal than if they kept it here and they also don't have the same regulations to go through. – Los Angeles Female*
- *In manufacturing, granted the economy is tough and nobody is buying anything, but I think a lot of it has to do with outsourcing too, they want to make it faster, cheaper. And ultimately that's the decision they're making is to go overseas. – Chicago Male*



Most Voters Think We Can Beat Or Compete With Germany, India, Japan Or China In The Marketplace

...For each [country] tell me how competitive American manufacturers can be with them in the market place based on quality and price.





There Is A Strong Preference For American Goods And A Strong Distaste For Goods Manufactured In China



E Pluribus Unum
Equal many, one

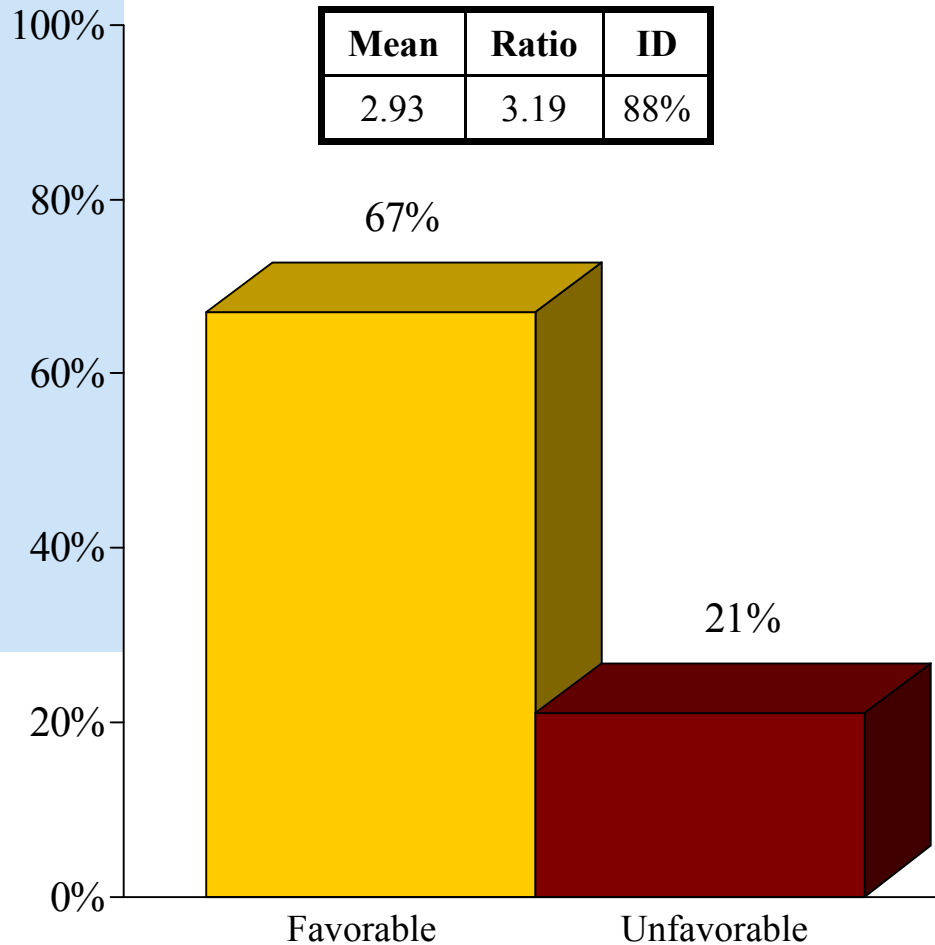


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American Manufacturing Is Viewed Positively Across All Demographic Segments

American Manufacturing Companies + Businesses Favorability



	Fav	Unfav
Democrat	67%	18%
Independent	67%	24%
GOP	67%	22%
Tea Party Support	71%	20%
Tea Party Oppose	70%	17%
Manufacturing HH	71%	18%
Non-Manufacturing HH	66%	22%
Young Women	68%	18%
Young Men	69%	20%
Older Women	59%	27%
Older Men	73%	17%
Upper	64%	22%
College Middle	71%	20%
Non-col Middle	67%	19%
Lower	66%	22%
Northeast	70%	23%
Midwest	64%	26%
South	65%	20%
West	71%	15%



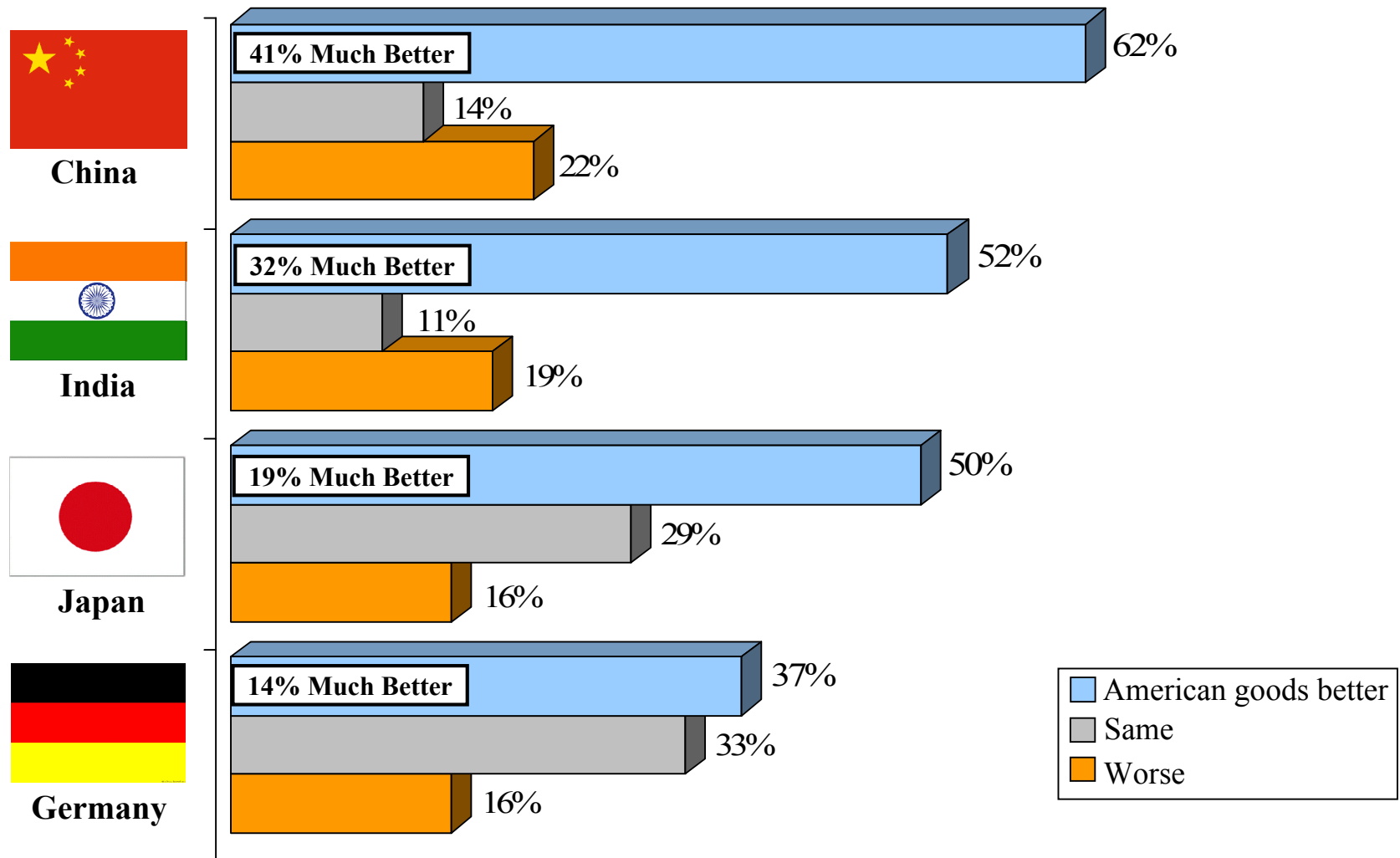
Participants See American-Made Products As Superior And Expressed A Preference For Them

- *I think overseas they don't produce the type of things that we can produce, like high quality type things, like planes, fighter jets, those types of things. They produce more things like toys, plates, just simple things. – Richmond Not College Educated*
- *If you're buying a shovel at Sears you want an American made shovel versus a China shovel, because it's a piece of junk. – Richmond Not College Educated*
- *The quality is not as good. I can go into my garage and look at a wrench that was made in American in the 1940s. You pick that up in your hand and it has a feel to it. If I look at one that was made in Taiwan...- Los Angeles Male*
- *When you think of American manufacturing, it is definitely something that people think of, you know it is quality and it is made in America. – Los Angeles Female*
- *Yes, even Levi's, they are made in China or Sri Lanka and I wish they would make them here. – Los Angeles Female*
- *Basically whatever you buy here, it is all made in China ...I would rather buy something that was made here than there. – Los Angeles Female*
- *It's not just that you want to buy your lettuce from a local farm. It's these other things that are made in America. I think you, just as you're still consuming it, it just makes you feel good. – Chicago Female*



Majorities See American Goods As Superior To Those From China, India And Japan, With Greater Division On German Products

...For each [country] tell me how the quality of American manufactured goods compares to theirs.



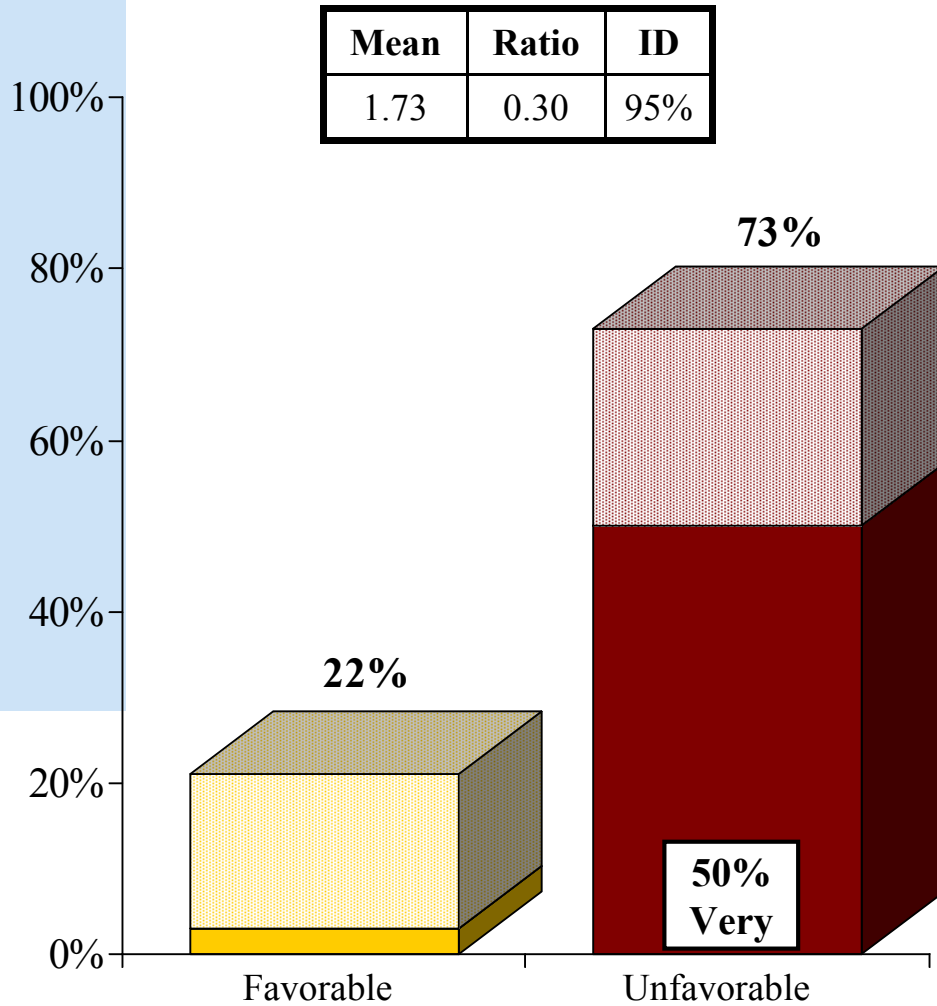
Participants Had Strong Negative Feelings About Chinese Imports And Trade Practices

- *The biggest thing I guess, because I have a five year old, the toys coming from China and all the lead based paint. We have stricter laws that they can't use that. – Richmond College Educated*
- *Look what happened to China with all the lead paint stuff, all of the baby toxins, all that stuff that happened, they were selling things at cheaper prices, but we just wanted that cheap price and weren't paying attention to the quality of the product and a lot of people got sick – Richmond Not College Educated*
- *Made in China has that stigma of being cheaply made. – Los Angeles Male*
- *From what I have been hearing, we don't enforce any tariffs or restrictions on China and yet, they do on us. That is what I hear. – Los Angeles Male*
- *Often I think about how inexpensive the clothes [from China] are. I am a seamstress and I see how they're practically disposable – Los Angeles Female*
- *Except under the condition that a lot of the American [companies] are using over there, with the slave labor and the kids working. That is perpetuating a bad situation over there by allowing that to happen but there is a demand for it because there are U.S. companies that are willing to pay for it. – Los Angeles Female*
- *When China sends it here they don't have to do anything, it's not even inspected and they're selling to our customers. – Chicago Male*

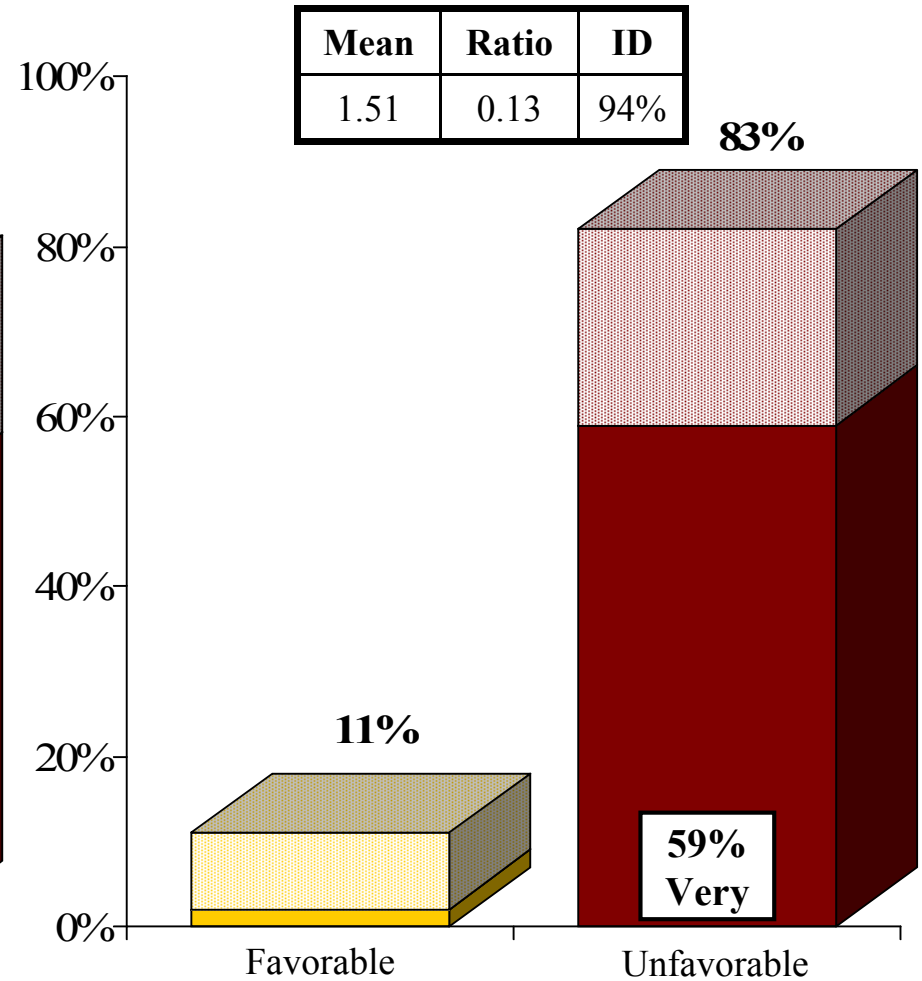


Goods Manufactured In China And Companies That Move There Are Extremely Unpopular

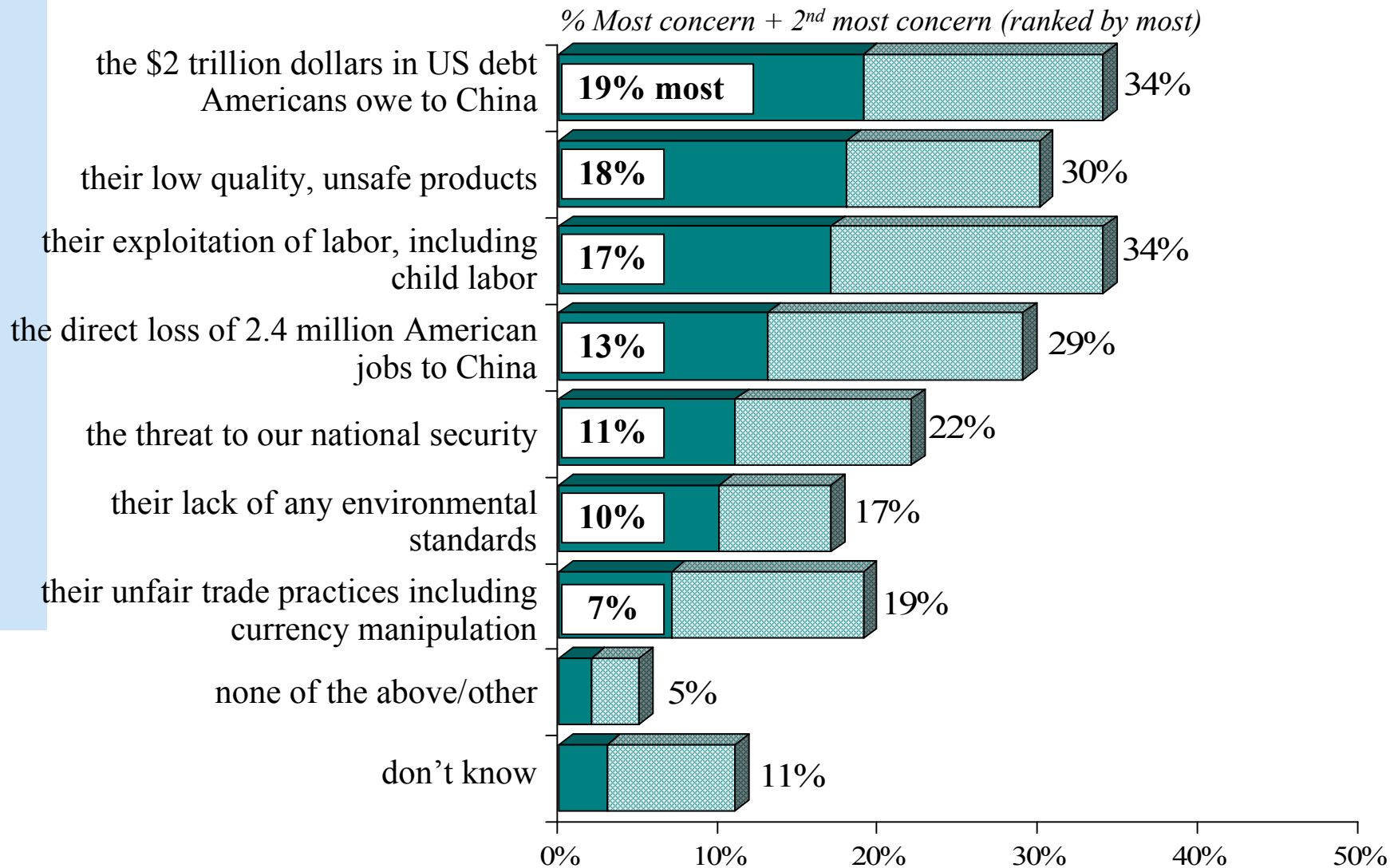
Manufactured Goods Made in China



Companies that go to China to manufacture



Voters' Greatest Concerns About China Focus On Debt, Product Safety And Exploitation





Majorities Favor Increased Support For Manufacturing



E Pluribus Unum
Out of many, one



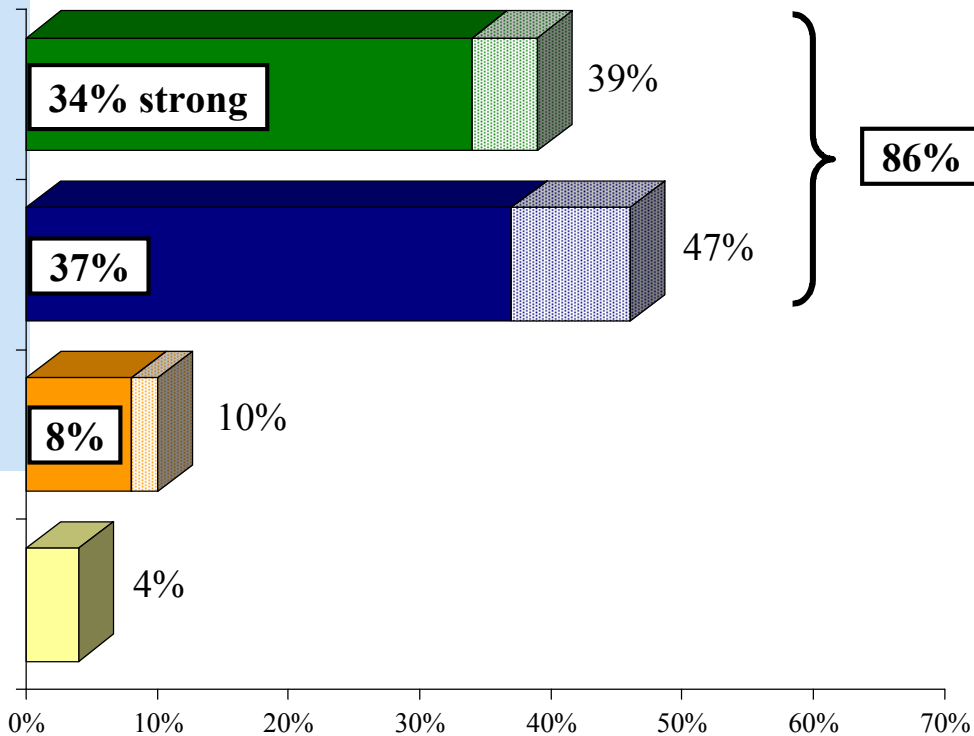
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Nearly All Want Action To Revitalize Manufacturing, With Voters Split On The Role Of Government

Which comes closer to your point of view:

- We should do whatever is necessary to revitalize manufacturing.
- We should help manufacturing, but only if government's role is limited to incentives, and trade policy.
- We should not get involved in doing anything special for manufacturing.



	All in	Limited	Nothing
Democrat	49%	37%	8%
Independent	35%	50%	12%
GOP	33%	53%	12%
Tea Party Support	27%	57%	12%
Tea Party Oppose	49%	40%	10%
Union HH	41%	48%	10%
Non-Union HH	39%	46%	11%
Young Women	41%	41%	14%
Young Men	25%	60%	10%
Older women	45%	40%	12%
Older men	45%	47%	5%
Upper	28%	51%	14%
College Middle	31%	52%	15%
Non-col Middle	39%	45%	12%
Lower	49%	42%	6%
Northeast	48%	41%	7%
Midwest	45%	47%	7%
South	40%	45%	12%
West	26%	54%	16%

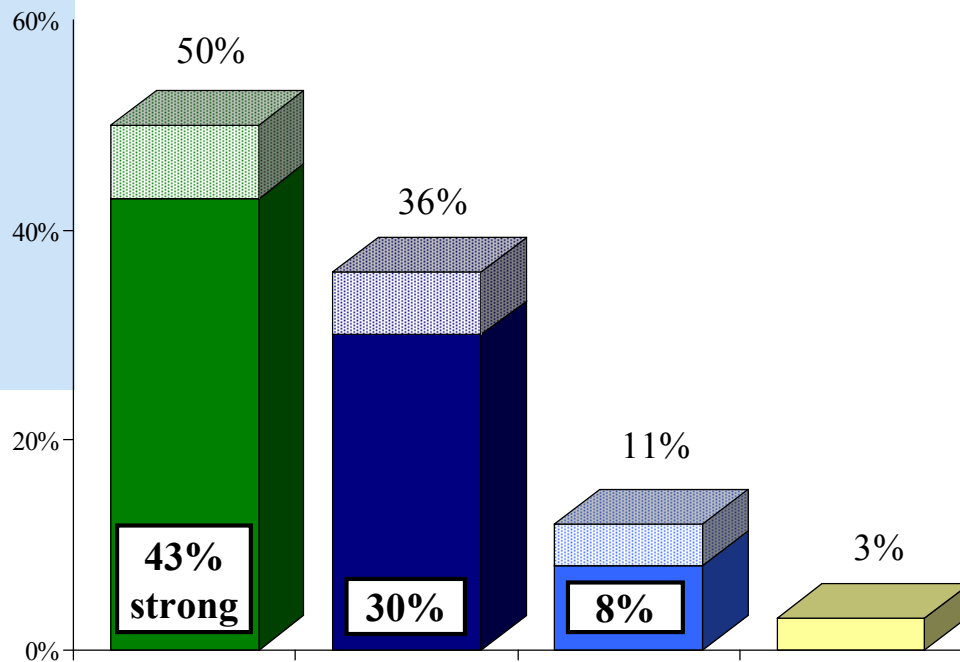
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A Majority Believe We Can Compete Under Fair Trade, While Another Third Say We Are At A Disadvantage, But Still Believe We Should Do Everything Possible To Keep U.S. Manufacturing Strong

Which comes closer to your point of view:

- America can compete with manufacturers in any country as long as we can stop unfair trade practices, illegal subsidies and enforce environmental and labor standards
- American manufacturing will never be on completely even footing with foreign manufacturers but we still have to do whatever it takes to keep manufacturing in the US as strong as possible.
- We have to realize that no matter what we do, America will never be able to compete with manufacturers in some low wage third world countries – and live with it.



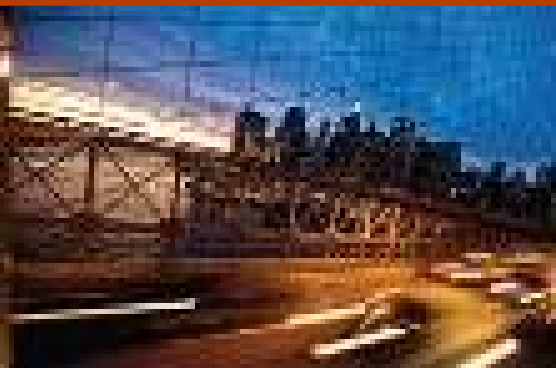
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Democrat	48%	38%	11%
Independent	51%	33%	12%
GOP	51%	37%	11%
Tea Party Support	52%	40%	7%
Tea Party Oppose	49%	34%	15%
Manufacturing HH	55%	30%	12%
Non-Manufacturing HH	48%	38%	11%
Young Women	41%	42%	15%
Young Men	53%	30%	14%
Older women	51%	35%	12%
Older men	52%	41%	6%
Upper	50%	35%	12%
College Middle	50%	36%	10%
Non-col Middle	52%	34%	13%
Lower	47%	39%	12%
Northeast	42%	42%	14%
Midwest	50%	38%	9%
South	53%	32%	12%
West	50%	36%	12%





Americans Support A National Manufacturing Strategy

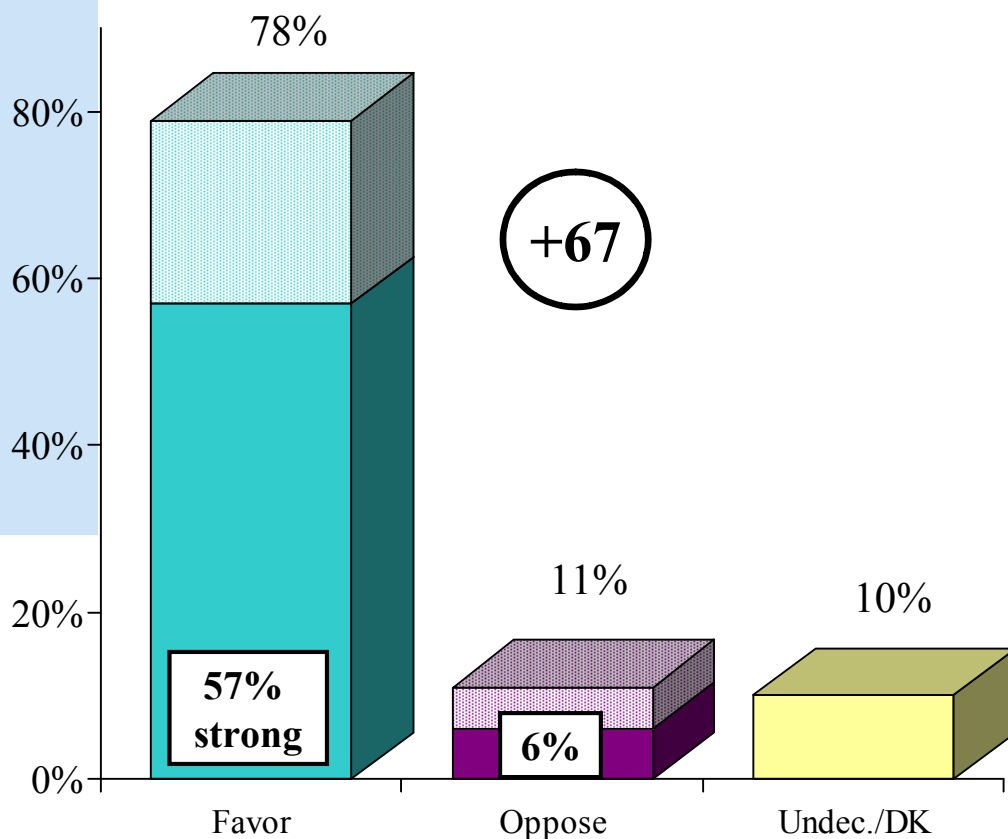


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Support For A National Manufacturing Strategy Is Overwhelming

Some have proposed a national manufacturing strategy to make sure that economic, tax, labor and trade policies in this country work together to help support manufacturing in the United States. Would you favor or oppose such a proposal?



	Favor	Oppose
Democrat	83%	6%
Independent	78%	13%
GOP	74%	16%
Tea Party Support	74%	15%
Tea Party Oppose	81%	10%
Union HH	82%	10%
Non-Union HH	78%	12%
Manufacturing HH	86%	8%
Non-Manufacturing HH	77%	13%
Young Women	79%	10%
Young Men	81%	11%
Older women	74%	14%
Older men	80%	11%
Upper	76%	14%
College Middle	77%	11%
Non-col Middle	82%	11%
Lower	79%	11%
Northeast	81%	11%
Midwest	76%	12%
South	82%	11%
West	73%	13%



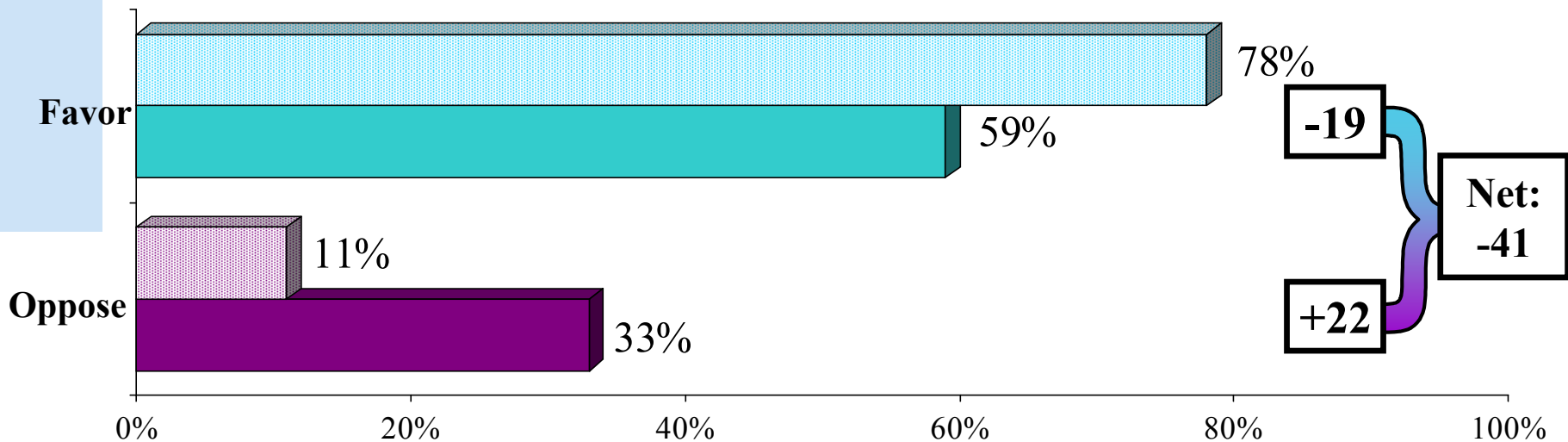
Everyone Heard This Message From Opponents Followed By One Of Two Messages In Support

Opponents say that this country is strongest when we allow the free market and private enterprise to drive growth instead of government. We bailed out the auto industry so that union workers and auto companies could do well, and all we got was higher taxes, higher priced cars, and the federal government owning car companies and picking their CEOs. Government should not be picking winners and losers. Economies evolve over time, and our economy does best when we get government out of the way and let American ingenuity create good new jobs. The American economy of tomorrow may have more high tech jobs and fewer manufacturing jobs, but we will still have the strongest economy in the world that can



Half Of Respondents Heard Our Message Targeted At China

Supporters say that we need to act before our national manufacturing base is completely undermined. We still have the most productive work force and most innovative companies in the world. Yet, we are letting countries like China use trade barriers and government subsidies as well as the lack of any environmental or labor standards to create an unfair advantage. China and other countries in Europe and Asia are investing heavily in wind turbines, solar panels, nuclear plants and renewal fuels. So while we used to make 45% of the worlds' solar equipment, we now make only 7%. With China spending 288 million a day developing clean energy technology, we need a plan to stay competitive, jumpstart the U.S. economy, and create the new jobs and industries we need to be prosperous again.

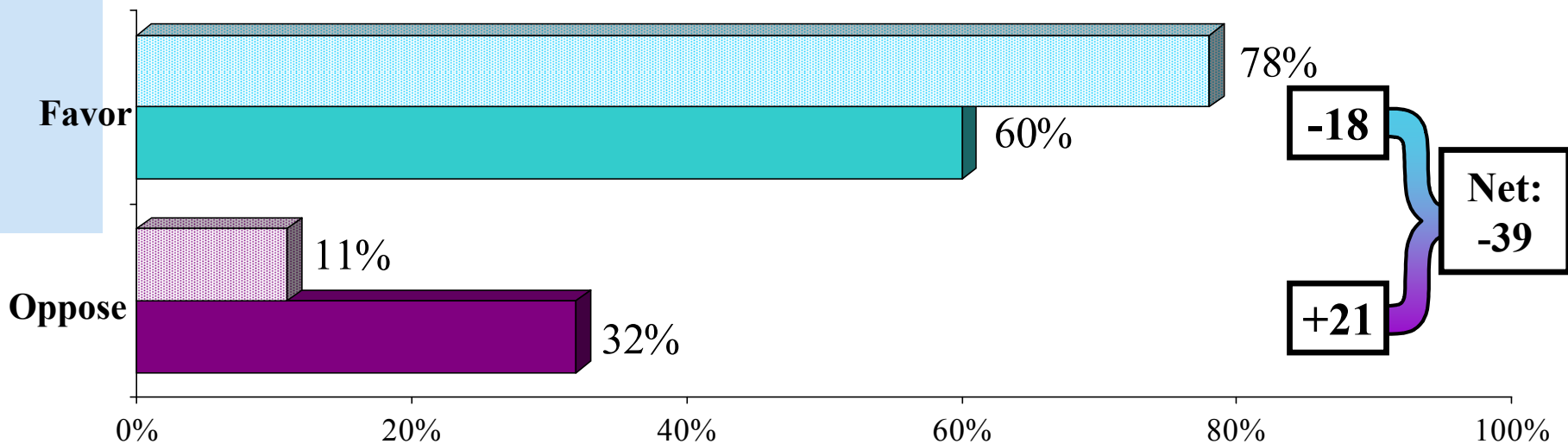


**Italics indicate split-sample, lighter shading indicates initial query, without an opposing argument*



A Broader Message Focused On American Leadership And Ingenuity, Fared Slightly Better

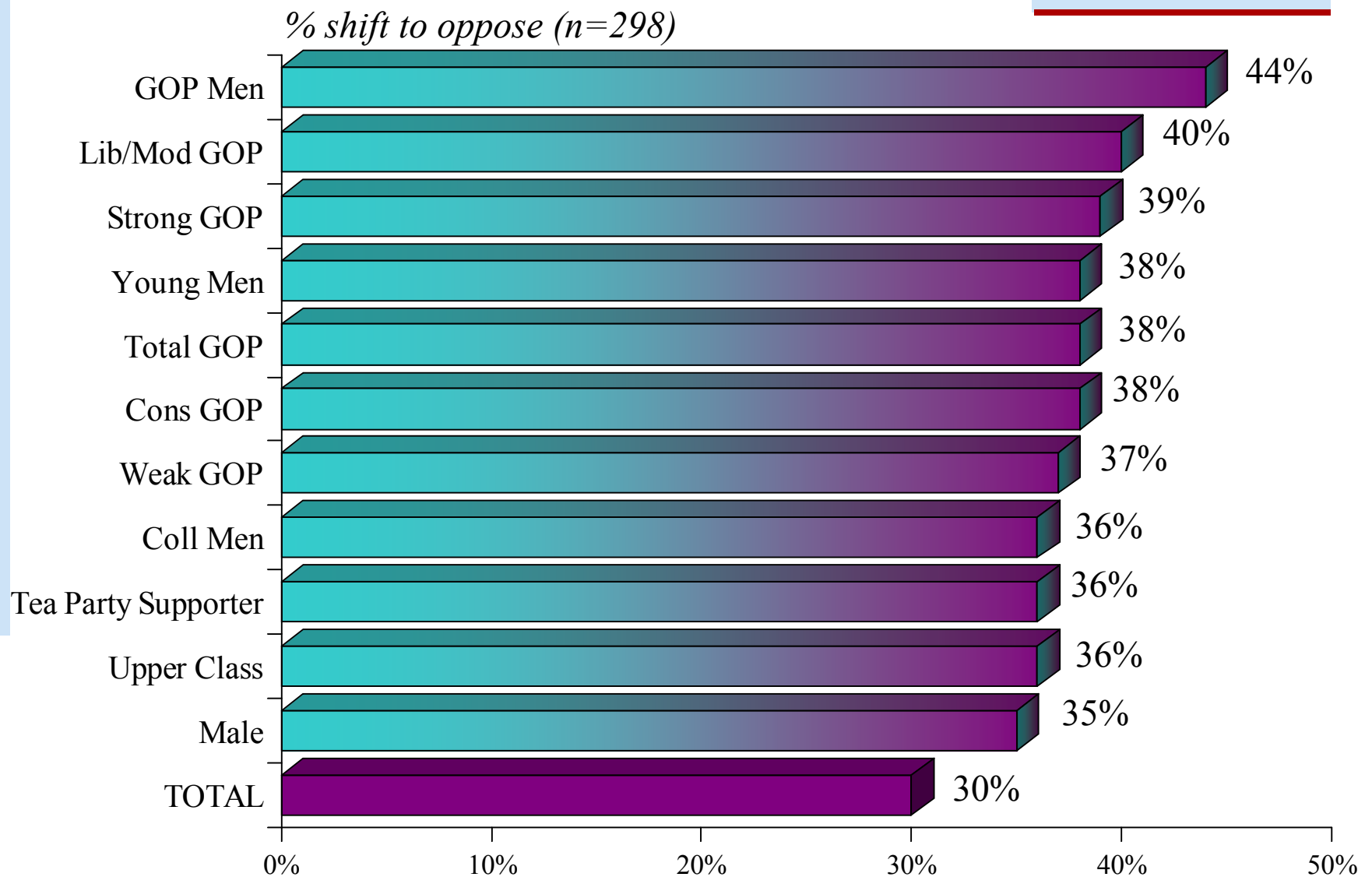
Supporters say that we need to act before our national manufacturing base is completely undermined, further weakening our already faltering national economic strength. We have lost over 50,000 manufacturing facilities and over 5 million manufacturing jobs in the last 10 years. Meanwhile, countries like China and Germany are taking over as the world leaders in manufacturing – in part because their government has taken aggressive action to support them. Our government already gets involved in trade, tax and business issues – but unlike our competitors we have not made manufacturing a priority. This strategy is not about doing anything new – it’s about doing things smarter, and fully enforcing trade agreements already in place. Let’s put our ingenuity, innovation and government policy to work for us.



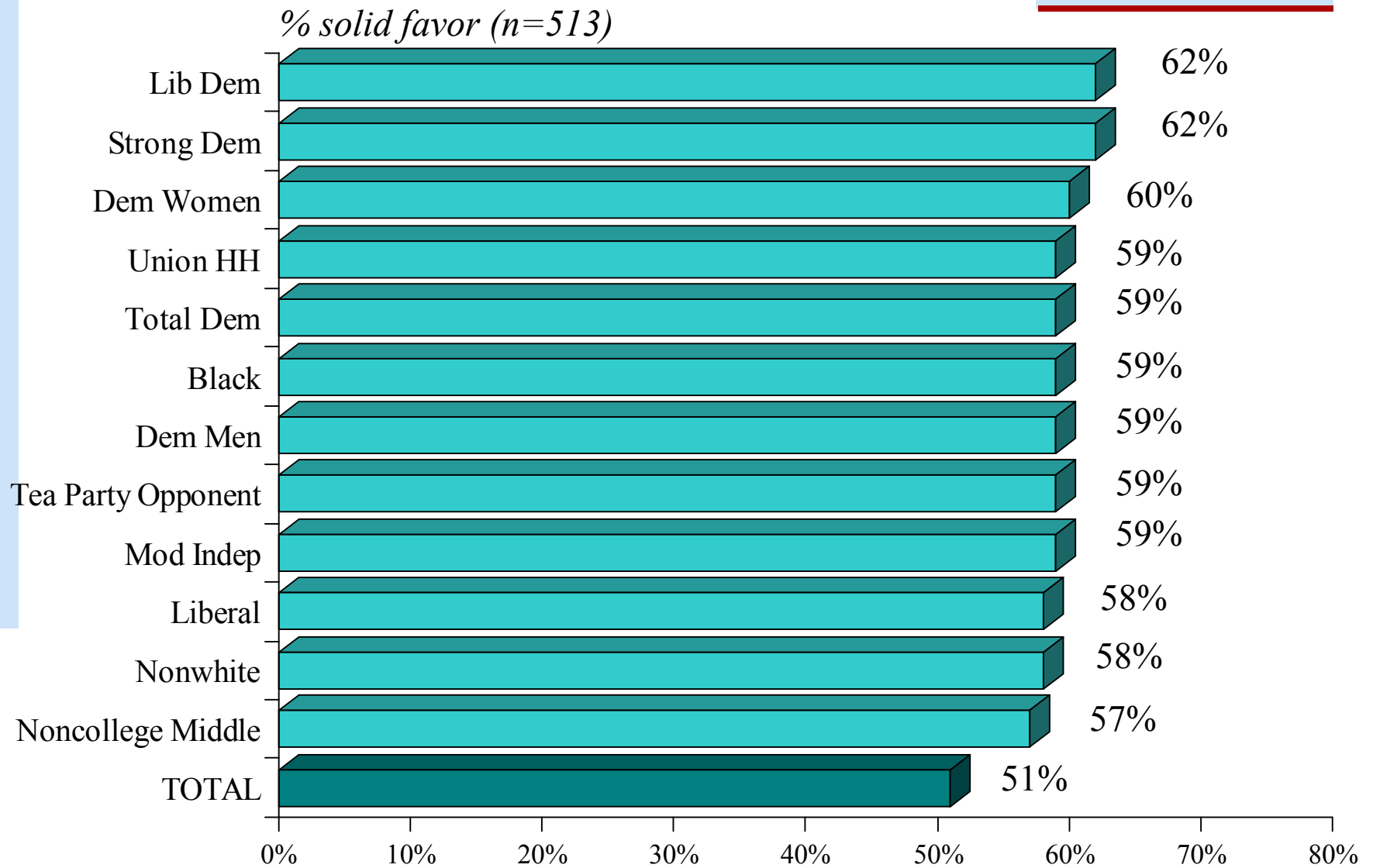
**Italics indicate split-sample, lighter shading indicates initial query, without an opposing argument*



Republicans, Males, And Upper Class Voters Are Most Likely To Shift To Opposing A National Manufacturing Strategy



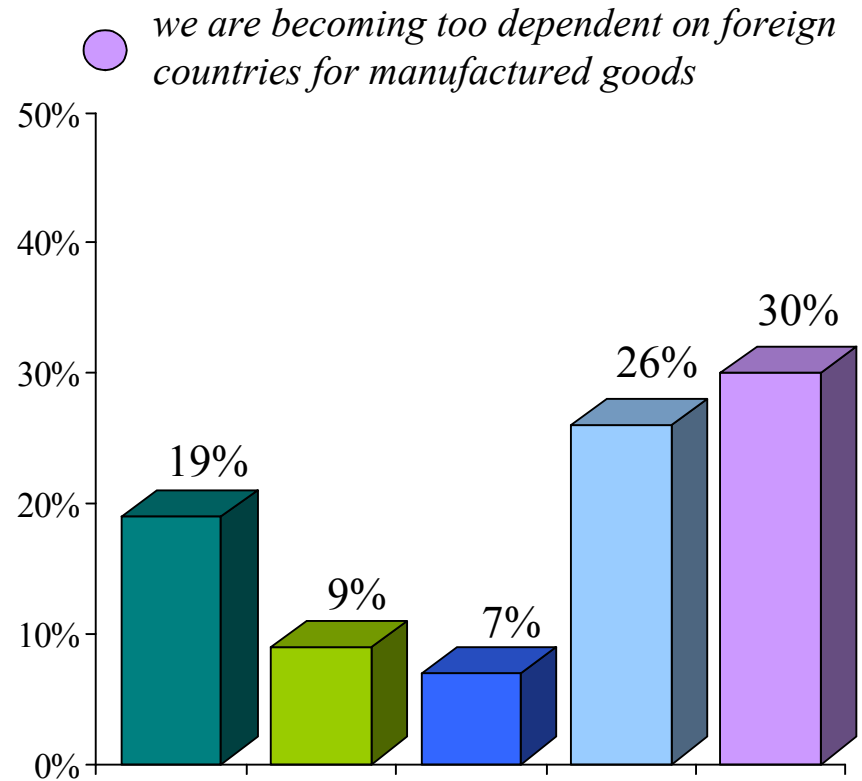
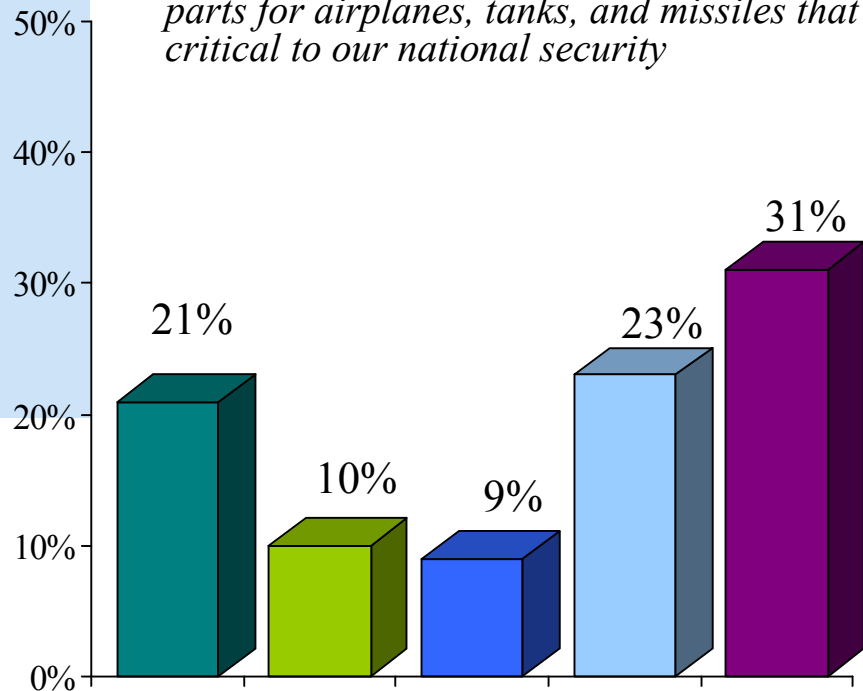
Democrats, Liberal, Union And Nonwhite Voters Are Solidly Behind Us



Dependence On Foreign Countries For Manufactured Goods Is Judged The Most Important Reason For A Manufacturing Strategy, With Or Without The National Security Argument

Which one of the following is the most important reason to have a national manufacturing strategy:

- to protect a critical part of our national economy
- because manufacturing jobs give workers better pay and benefits than other fields
- almost every other country integrates tax, trade & other policies into a well thought-out strategy
- Foreign countries are using unfair trade practices and low wage workers to undermine our economy and the security of American workers
- *we are becoming too dependent on foreign countries for manufactured goods, including parts for airplanes, tanks, and missiles that are critical to our national security*



*Italics indicate split-sample



Focus Group Participants Saw Government Interference As The Primary Reason To Oppose As National Manufacturing Policy

Reasons To Establish A National Manufacturing Policy

- Create jobs - 23
- Strengthen economy - 20
- Secure future - 13
- Keep jobs in US - 13
- Make/keep US competitive - 11
- Help restore American manufacturing - 4
- Enforce trade agreements/stand up to unfair foreign trade practices - 3
- Improve quality of goods - 2
- Uniform standards - 2
- Control

Reasons To Oppose Establishing A National Manufacturing Policy

- Increased government involvement - 34
- Interferes with free market - 3
- Taxes - 3
- Higher prices - 2
- Pollution - 2
- Increased spending - 2
- Might violate existing trade agreements



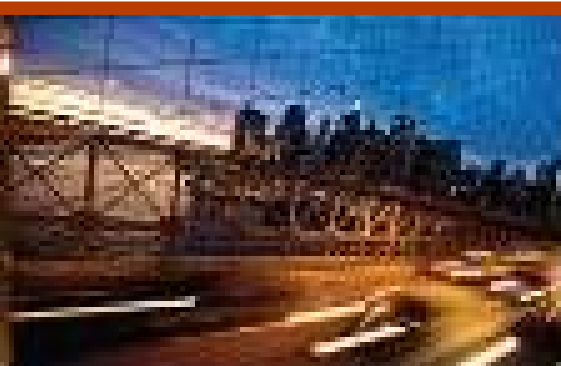
Focus Group Participants Oppose Bailouts And Government Control, But Favor Incentives

- *I'm just concerned in the government getting so involved in handing out money to everything. I like the tax break idea..., but if the government is going to give money to the manufacturing companies can they regulate exactly where it's going to go and how it's going to be used? I don't know that they can.* – Chicago Female
- *I don't want to see another repeat of the disaster of the government bail out.* – Richmond Not College Educated
- *I don't think they should bail them out. I think government helping, like tariffs and things coming into this country, that kind of thing, not necessarily running a company* – Chicago Male
- *I don't want it to be owned by the government. I want there to be incentives. I don't necessarily want government policy but I want there to be incentives for Americans to invest in American stuff.* – Los Angeles Female
- *I have always been against the government run policy but I think incentives, grants and loans are fine because that is how people get on their feet. That is not taking over control that is not owning.* – Los Angeles Female

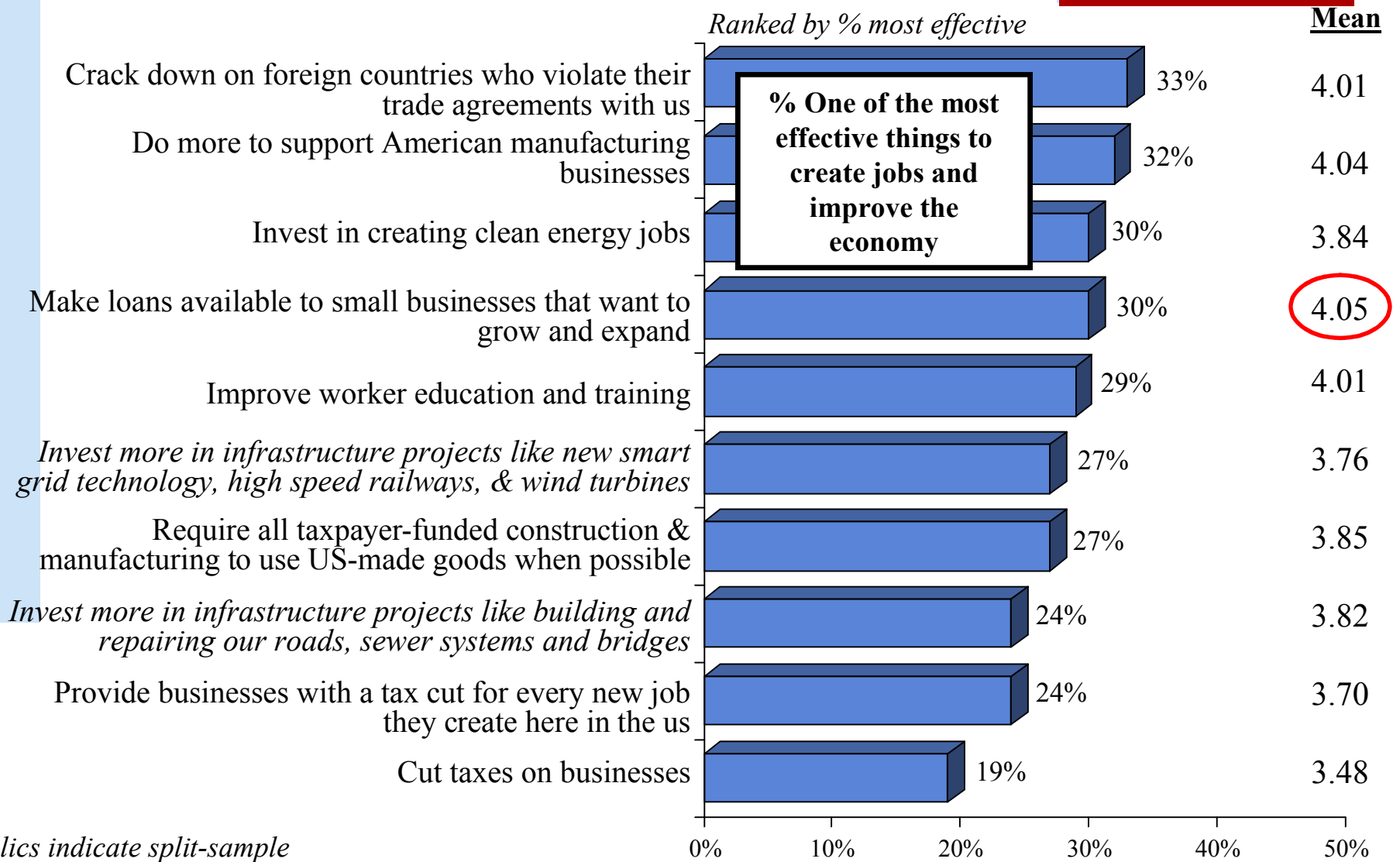




**Voters' Economic Solutions Center
On Trade Enforcement, Clean Energy,
Tax Credits For U.S. Manufacturing
And Replacing Aging Infrastructure
Using American Materials**



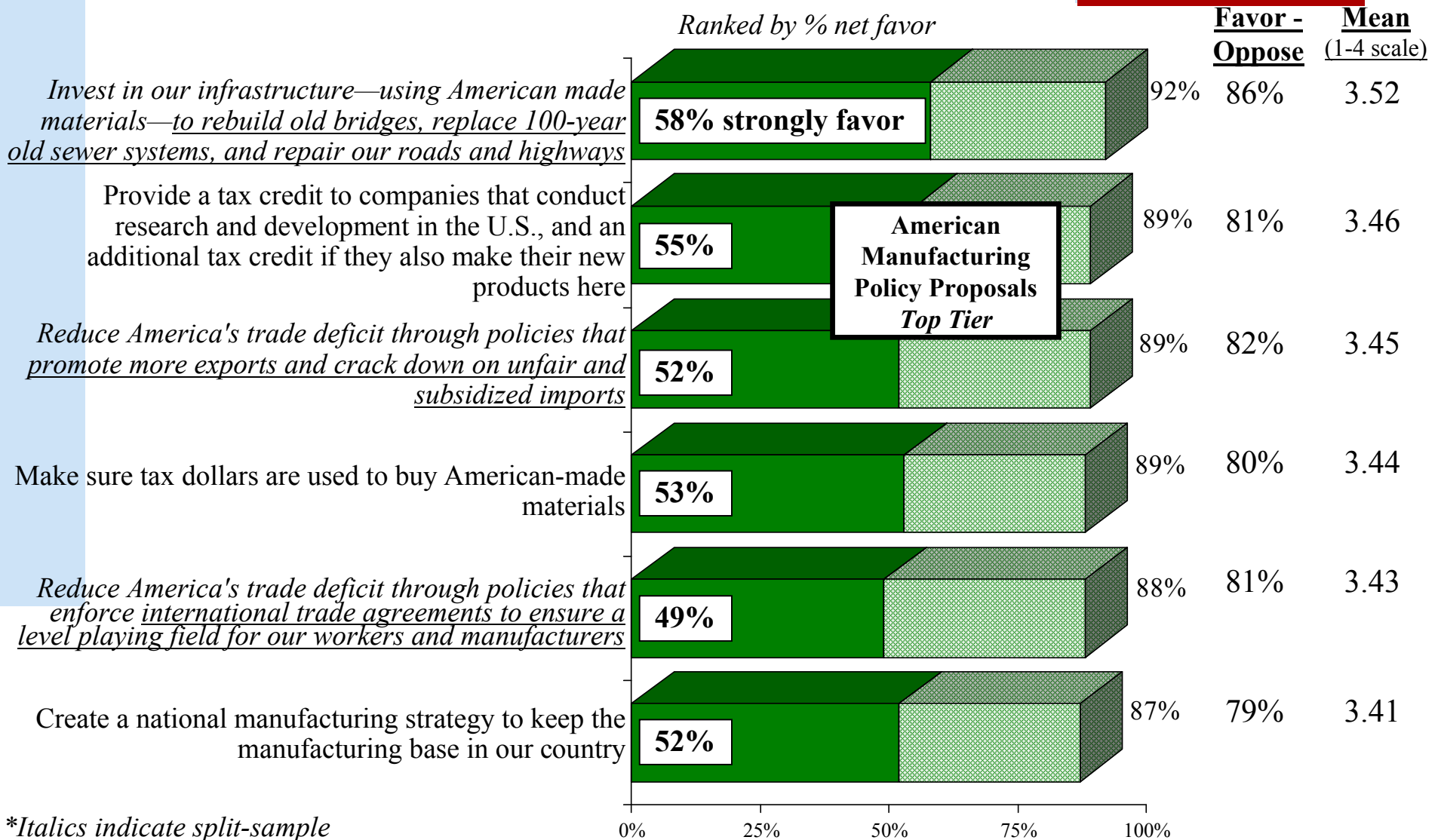
The Most Effective Ways To Improve The Economy And Create Jobs Are Cracking Down On Unfair Trade And Doing More For Manufacturing



*Italics indicate split-sample



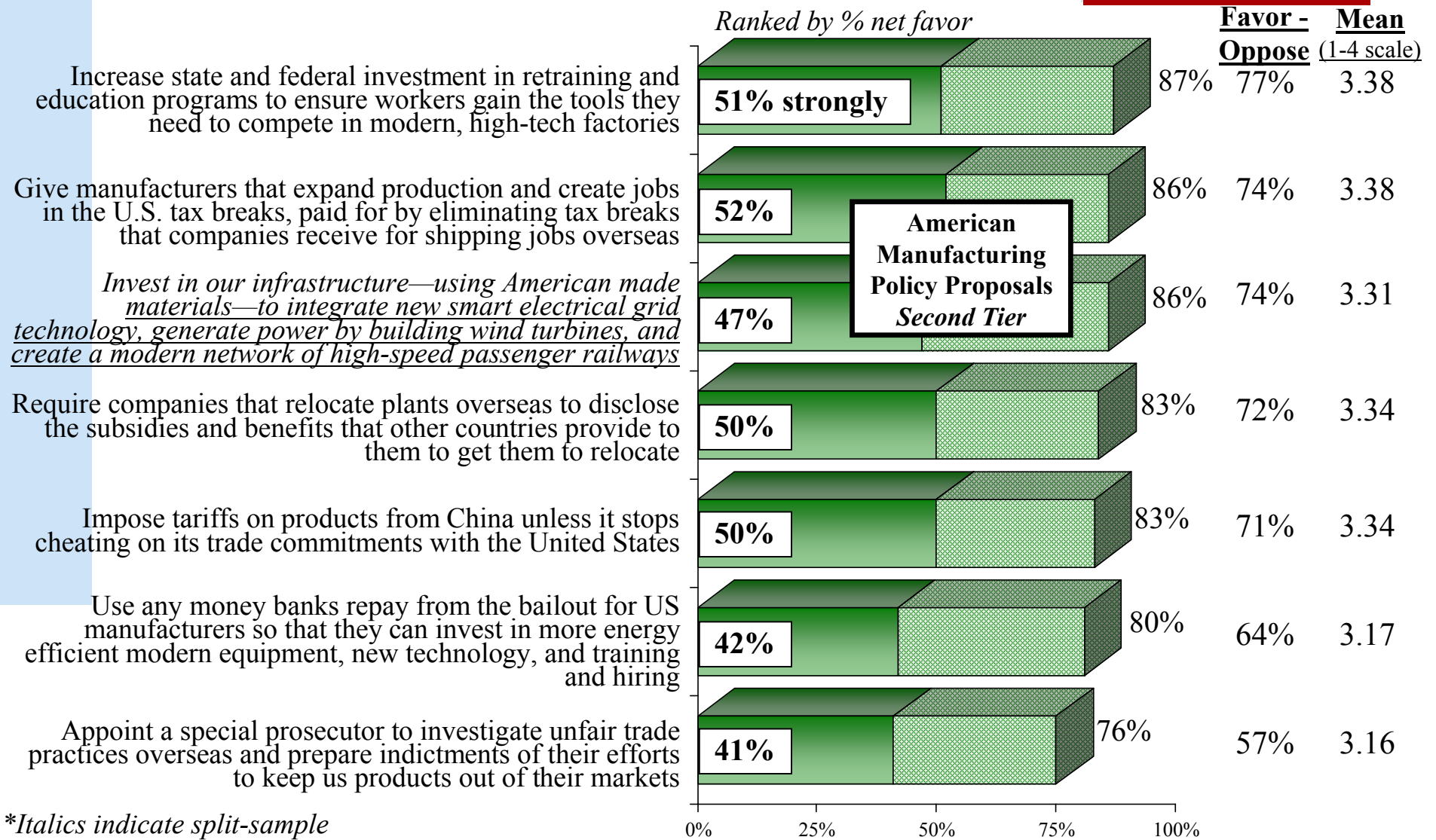
Replacing Aging Infrastructure Using U.S. Materials Is The Most Popular Proposal



*Italics indicate split-sample



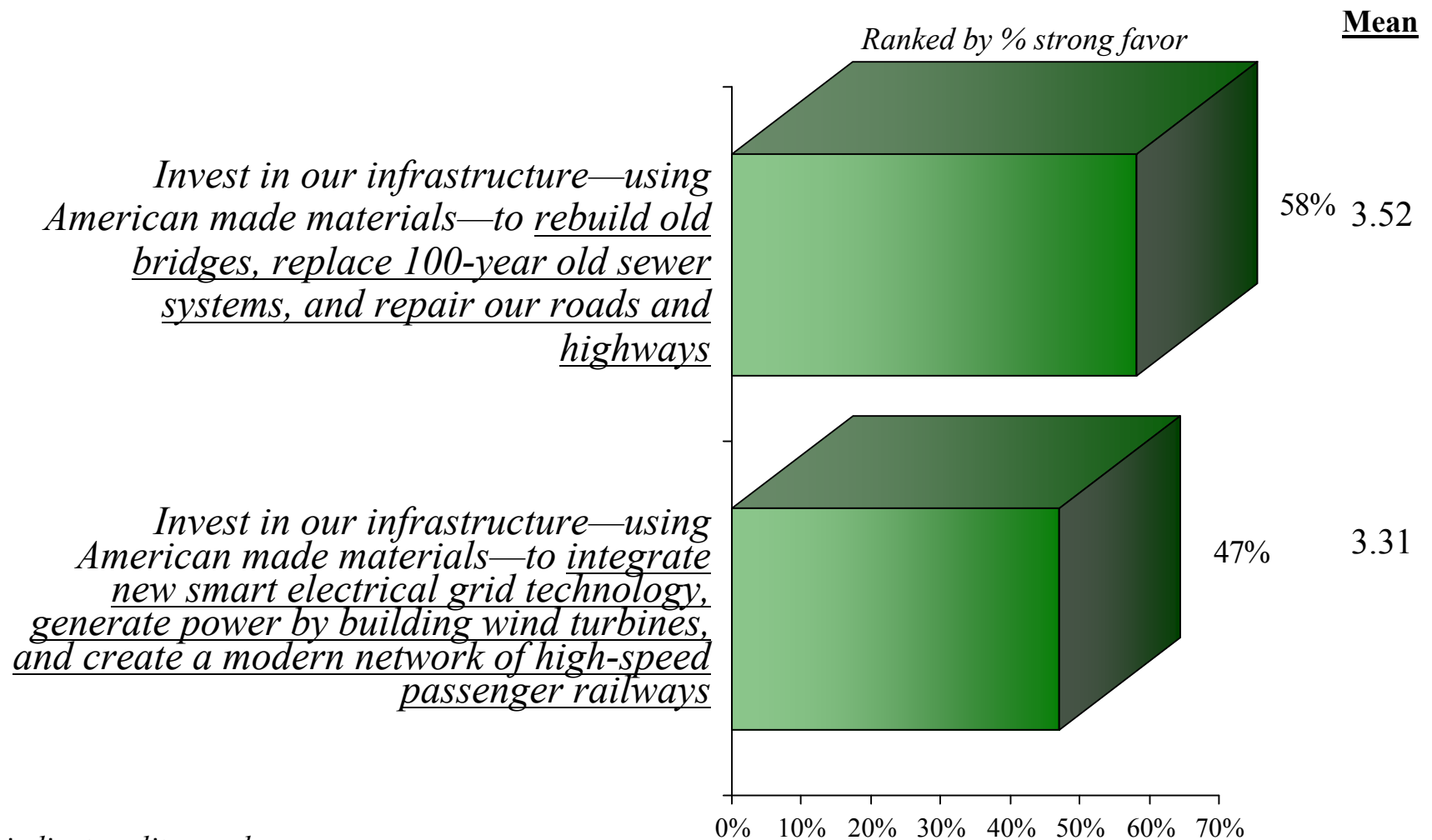
Investing In New Infrastructure Is Among Our Less Popular Proposals



*Italics indicate split-sample



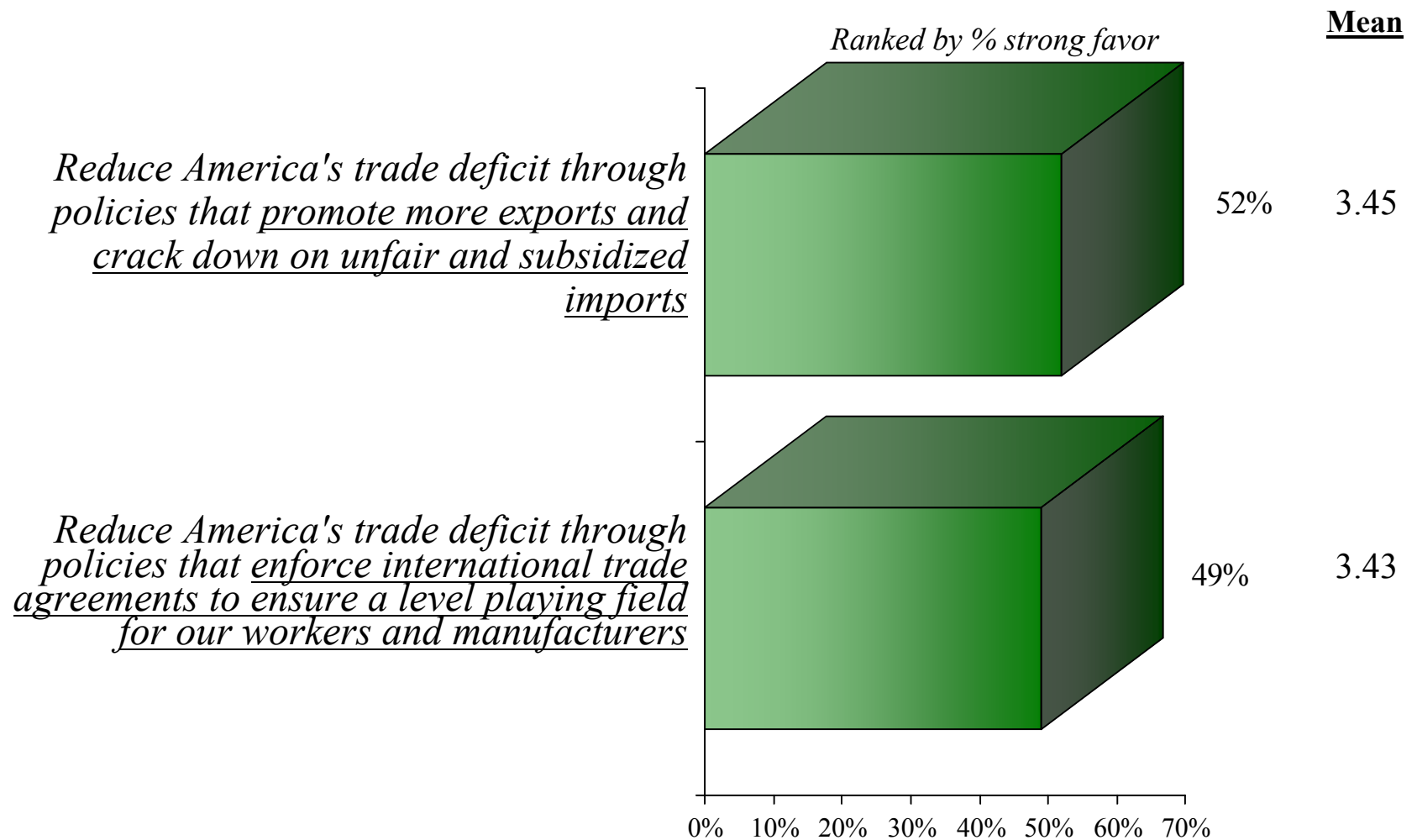
Investing In New Infrastructure Is Significantly Less Appealing Than Replacing Old



**Italics indicate split-sample*



There Is Little Difference Between The Import/Export Language And Enforcing Trade Agreements Language



**Italics indicate split-sample*



Investment In New Infrastructure In Most Popular With Democrats And Republicans, While Independents Favor Tax Credits A Bit More Strongly

Top Trade Policy Proposals <i>(Ranked by % strongly favor)</i>	Total	Dem	Ind	GOP	Support Tea Pty	Oppose Tea Pty
Invest in our infrastructure—using American made materials—to rebuild old bridges, replace 100-year old sewer systems, and repair our roads and highways	92%	92%	94%	90%	90%	94%
Provide a tax credit to companies that conduct research and development in the U.S., and an additional tax credit if they also make their new products here	89%	92%	87%	88%	91%	90%
<i>Reduce America's trade deficit through policies that promote more exports and crack down on unfair and subsidized imports</i>	89%	91%	88%	87%	89%	89%
Make sure tax dollars are used to buy American-made materials	89%	91%	87%	87%	87%	89%
<i>Reduce America's trade deficit through policies that enforce international trade agreements to ensure a level playing field for our workers and manufacturers</i>	88%	91%	87%	86%	82%	94%
Create a national manufacturing strategy to keep the manufacturing base in our country	87%	91%	87%	84%	83%	91%
Increase state and federal investment in retraining and education programs to ensure workers gain the tools they need to compete in modern, high-tech factories	87%	89%	86%	84%	84%	90%



Investment In New Infrastructure Appeals Across The Economic Spectrum

Top Trade Policy Proposals <i>(Ranked by % strongly favor)</i>	Total	Union HH	Non Union HH	Manuf HH	Non Manuf HH
Invest in our infrastructure—using American made materials—to rebuild old bridges, replace 100-year old sewer systems, and repair our roads and highways	92%	92%	92%	95%	91%
Provide a tax credit to companies that conduct research and development in the U.S., and an additional tax credit if they also make their new products here	89%	88%	89%	89%	89%
<i>Reduce America's trade deficit through policies that promote more exports and crack down on unfair and subsidized imports</i>	89%	91%	89%	93%	88%
Make sure tax dollars are used to buy American-made materials	89%	89%	88%	88%	88%
<i>Reduce America's trade deficit through policies that enforce international trade agreements to ensure a level playing field for our workers and manufacturers</i>	88%	89%	88%	86%	90%
Create a national manufacturing strategy to keep the manufacturing base in our country	87%	91%	87%	89%	87%
Increase state and federal investment in retraining and education programs to ensure workers gain the tools they need to compete in modern, high-tech factories	87%	87%	87%	91%	86%



All The Most Strongly Backed Policies Are Extremely Popular In The South

Top Trade Policy Proposals <i>(Ranked by % strongly favor)</i>	Total	Northeast	Midwest	South	West
Invest in our infrastructure—using American made materials—to rebuild old bridges, replace 100-year old sewer systems, and repair our roads and highways	92%	90%	93%	94%	90%
Provide a tax credit to companies that conduct research and development in the U.S., and an additional tax credit if they also make their new products here	89%	85%	86%	91%	93%
<i>Reduce America's trade deficit through policies that promote more exports and crack down on unfair and subsidized imports</i>	89%	90%	89%	89%	89%
Make sure tax dollars are used to buy American-made materials	89%	88%	87%	92%	85%
<i>Reduce America's trade deficit through policies that enforce international trade agreements to ensure a level playing field for our workers and manufacturers</i>	88%	89%	88%	87%	91%
Create a national manufacturing strategy to keep the manufacturing base in our country	87%	88%	87%	88%	85%
Increase state and federal investment in retraining and education programs to ensure workers gain the tools they need to compete in modern, high-tech factories	87%	85%	87%	88%	86%



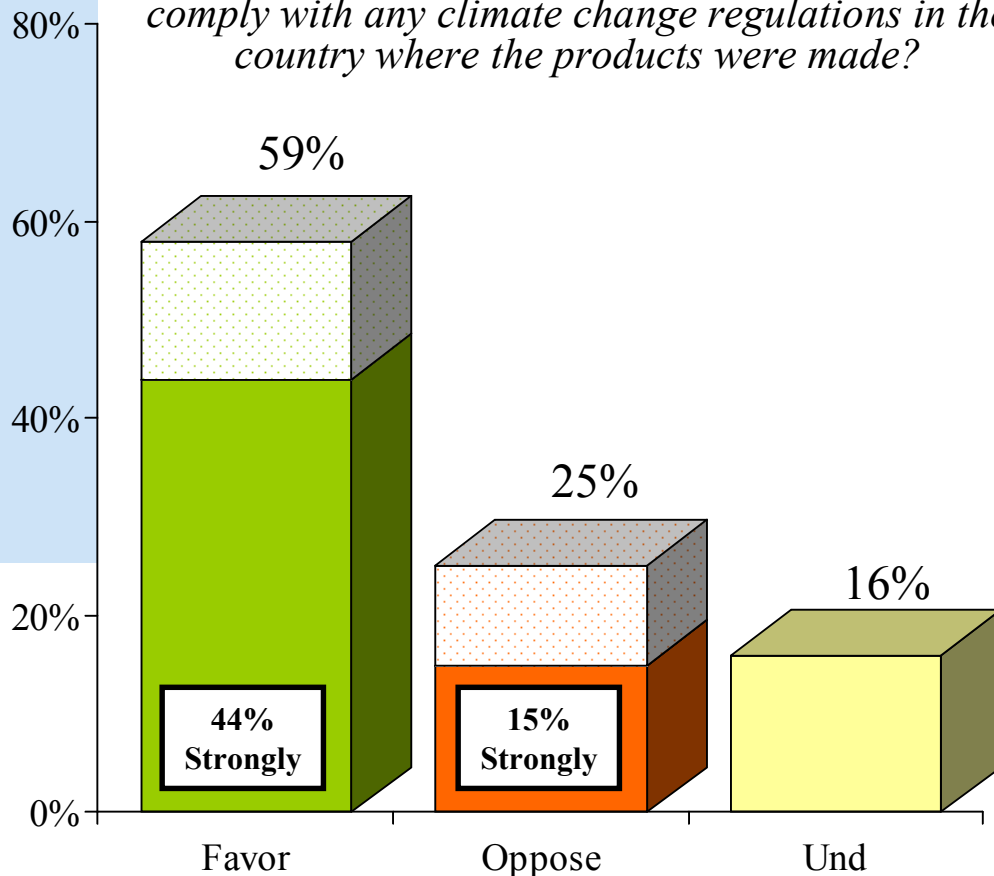
Men, Especially Young Men, Want To Reduce America's Trade Deficit Through Import/Export Policies

Top Trade Policy Proposals <i>(Ranked by % strongly favor)</i>	Total	Young Women	Young Men	Older Women	Older Men
Invest in our infrastructure—using American made materials—to rebuild old bridges, replace 100-year old sewer systems, and repair our roads and highways	92%	93%	87%	93%	94%
Provide a tax credit to companies that conduct research and development in the U.S., and an additional tax credit if they also make their new products here	89%	90%	87%	88%	90%
<i>Reduce America's trade deficit through policies that promote more exports and crack down on unfair and subsidized imports</i>	89%	91%	94%	83%	90%
Make sure tax dollars are used to buy American-made materials	89%	90%	85%	92%	85%
<i>Reduce America's trade deficit through policies that enforce international trade agreements to ensure a level playing field for our workers and manufacturers</i>	88%	89%	86%	90%	88%
Create a national manufacturing strategy to keep the manufacturing base in our country	87%	89%	88%	86%	87%
Increase state and federal investment in retraining and education programs to ensure workers gain the tools they need to compete in modern, high-tech factories	87%	88%	87%	84%	87%



A Majority Favors A Tariff On Products From Countries With Low Environmental Standards

If American manufactured goods were made more expensive as a result of new climate change legislation, would you then favor or oppose a tariff on products imported from other countries that are cheaper because they came from a country that does not have to comply with any climate change regulations in the country where the products were made?



	Favor	Oppose
Democrat	61%	22%
Independent	59%	26%
GOP	56%	28%
Tea Party Support	56%	30%
Tea Party Oppose	65%	24%
Manuf HH	54%	31%
Non-Manuf HH	60%	24%
Young Women	53%	25%
Young Men	64%	24%
Older Women	59%	23%
Older Men	62%	29%
Upper	69%	23%
College Middle	60%	26%
Non-col Middle	61%	23%
Lower	53%	27%
Northeast	59%	23%
Midwest	60%	23%
South	57%	27%
West	60%	26%



Strategic Conclusions

- Americans see manufacturing as a key determinant of our economic strength and our national security—politicians who don't are wildly out of sync with their constituents
- Voters believe manufacturing is irreplaceable—no other sector can substitute
- Creating manufacturing jobs and strengthening US manufacturing are top issues voters would like to see Congress and The President address
- Americans lament our loss of world economic leadership and want it back
- Increased support for manufacturing is key to our economic revival in voters' view
- Nearly all want tougher trade enforcement and incentives for domestic manufacturing, but are wary of the government's role in direct assistance
- Job creation and avoiding dependence on other nations are key motivators
- China is the object of great worry and animosity
- Views on these issues cut across political and geographic divisions





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