

TO: The Alliance for American Manufacturing
FROM: The Mellman Group, Inc. & Public Opinion Strategies
RE: National Survey Results
DATE: October 16, 2018

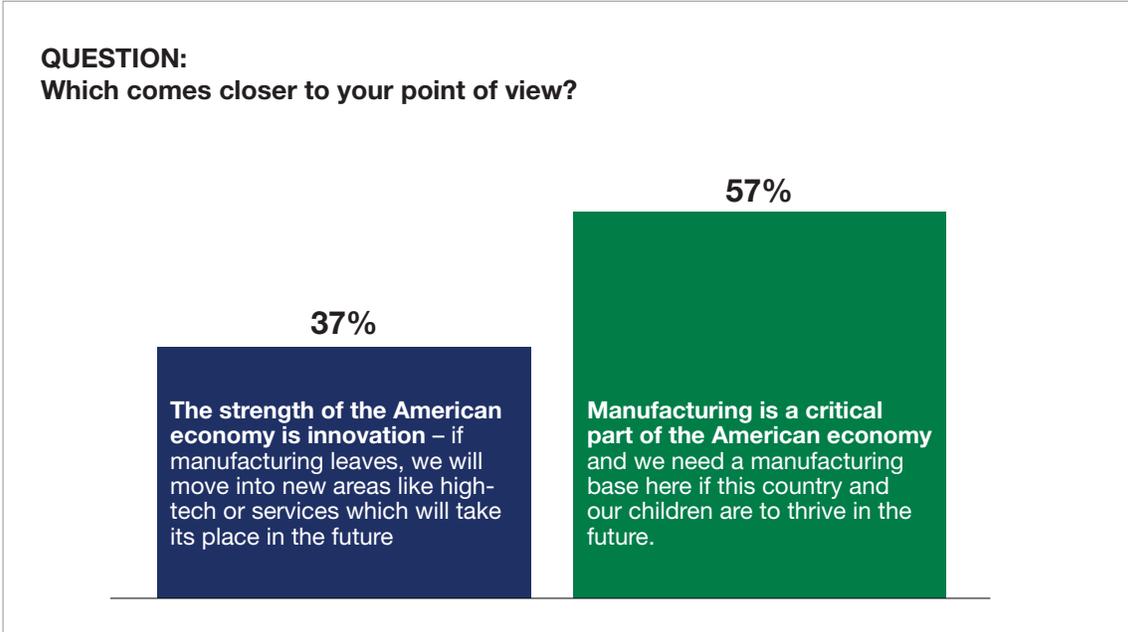
This analysis represents the findings of a national survey of 1,200 likely 2018 general election voters from Aug. 28 through Sept. 9, 2018. Survey interviews were conducted on both landlines and cellphones, using a registration-based sample. The margin of error for is +/-2.8 percent at the 95 percent level of confidence and is higher for subgroups.

Our poll conducted heading into the final stretch of the 2018 elections shows broad support for congressional action on American manufacturing to create jobs and improve the economy. Even in this partisan atmosphere, large majorities in both parties and across demographics see specifics of an American manufacturing agenda as top priorities, including: career and technical training (80 percent important); rebuilding infrastructure (76 percent); and strong Buy America provisions to require taxpayer-funded projects use American-made products and materials (63 percent). There is also broad support for getting tough on unfair trade, particularly with China, as detailed in our earlier Sept. 20, 2018, memo, which showed that while not everyone supports tariffs on China, nearly two thirds (63 percent) feel we should at least give them more time to work.

While voters in both parties support these policies, they see neither party in Congress doing much for manufacturing. Though 44 percent say they have heard a great deal about President Trump working to protect or create manufacturing jobs, only 20 percent say the same for Congressional Republicans and 19 percent for Democrats. Despite neither party having an edge on American manufacturing in the eye of likely voters, there is broad bipartisan support for the next Congress to take specific action to protect and create manufacturing jobs.

Manufacturing Is Seen As a Critical Part of the American Economy That Cannot Be Replaced

Voters see manufacturing as a critical and irreplaceable component of national economic strength. Asked to choose between two statements, a 57 percent majority agreed that “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” over the idea that “the strength of the American economy is innovation – if manufacturing leaves, we will move into new areas like high-tech or services, which will take its place in the future” (37 percent). In fact, 50 percent felt strongly about the “critical” role of manufacturing.



Across demographics, including party, majorities or large pluralities believe that we need manufacturing to thrive in the future. The belief is strongest among Republicans (68 percent), but also nearly half or more of independents (53 percent), Democrats (49 percent), African Americans (57 percent), Hispanics (56 percent), millennials (48 percent) and college-educated voters (50 percent) feel that way.

Congressional Action on Manufacturing Including Training, Infrastructure, “Buy America,” and Trade Are Important to Likely Voters

Voters heard a list of policies and were asked how important each is when it comes to Congress and the President creating jobs and improving the economy. Large majorities across party and other demographics rated the specifics of a Congressional manufacturing agenda as most or very important. The top ranked policies are investing in career and technical education in high schools and community colleges (80 percent); investing in repairing roads, bridges and basic infrastructure (73 percent); and requiring all taxpayer-funded infrastructure projects use American-made goods wherever possible (63 percent).

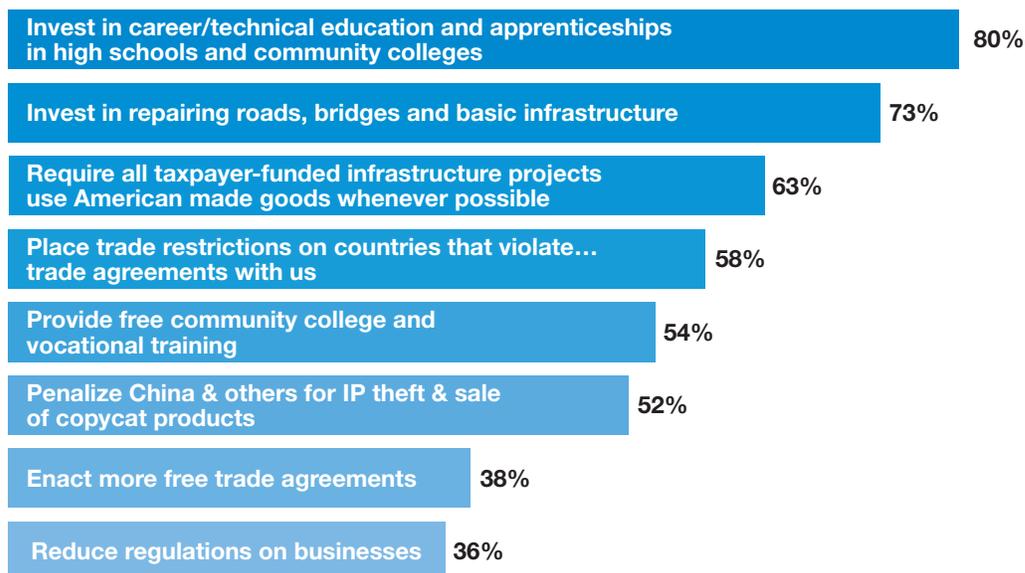
Indeed, a 58 percent majority also felt it was important to “place trade restrictions on countries that violate trade agreements with us.” The large majority supporting getting tough on trade is consistent with the findings in our Sept. 20 memo on tariffs, which showed that voters are more concerned about unfair trade than about trade wars, and 63 percent either support the tariffs on China or would like to give them more time to work.



QUESTION:

Is this particular policy one of the most important things for Congress and the President to work on to create jobs and improve the economy, very important, somewhat important, not too, or not important at all?

(Ranked by % very important)

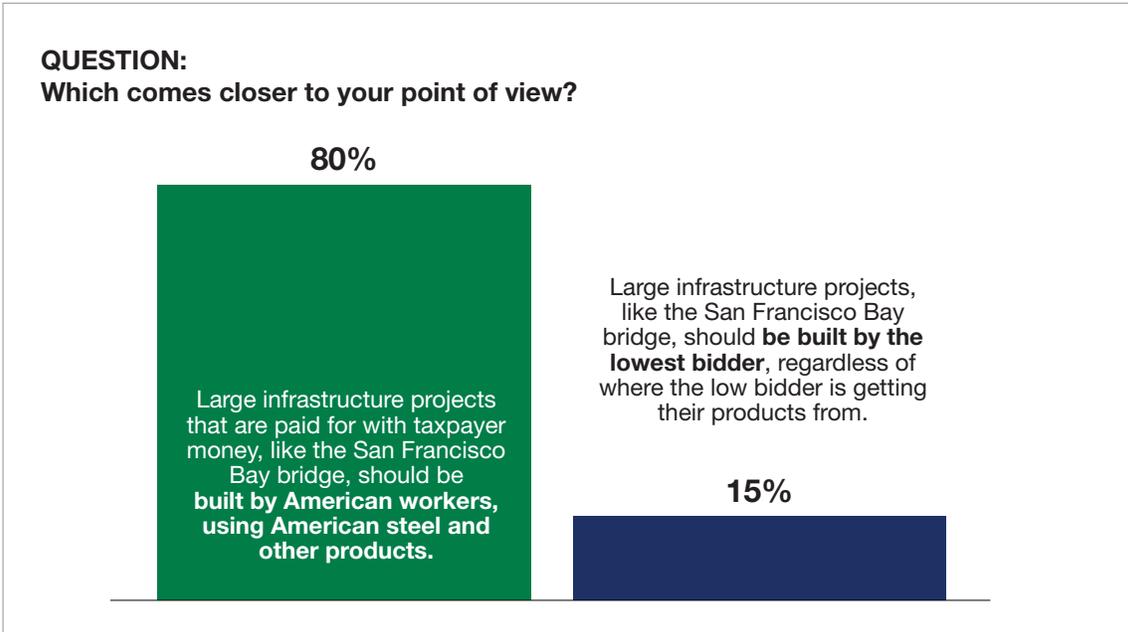


While the exact rankings differed across party, large majorities see these as priorities regardless of partisan affiliation. For example, career and technical education is a higher priority among Democrats (85 percent important) and independents (84 percent) but still high among Republicans (71 percent).

Infrastructure Investment and Buy America Policies Enjoy Broad Bipartisan Support

In addition, this survey provides numerous indicators of the popularity of manufactured goods made in America, American factory workers and companies along with strong Buy America provisions. Over nine-in-ten voters (91 percent) have favorable views of “American manufacturing,” with nearly identical support across party and region. Similarly, manufactured goods made in America are also intensely popular – 92 percent of voters hold favorable views of them – compared to just 27 percent who have favorable views of manufactured goods made in China. And 86 percent of voters view “American manufacturing companies” favorably.

There is also overwhelming support for ensuring that infrastructure projects constructed with taxpayer dollars use American-made products and American workers – even when put in contrast to the use of lower-cost foreign goods. By a 5-1 margin voters believe “large infrastructure projects that are paid for with taxpayer money, like



the San Francisco bay bridge, should be built by American workers, using American steel and other products” (80 percent) compared to only 15 percent preferring they “should be built by the lowest bidder, regardless of where their products are from.” This support for a Buy America policy extends across party including three-quarters of Democrats (76 percent) and independents (74 percent), as well as 87 percent of Republicans.

Few Credit Either Party in Congress with Doing Much On These Jobs and Manufacturing Priorities

Despite this support for Congressional action on manufacturing, voters see few in Washington doing anything about it. While 44 percent say they have heard a great deal about President Trump working to protect or create manufacturing jobs, only 20 percent say the same for Congressional Republicans and 19 percent for Democrats.

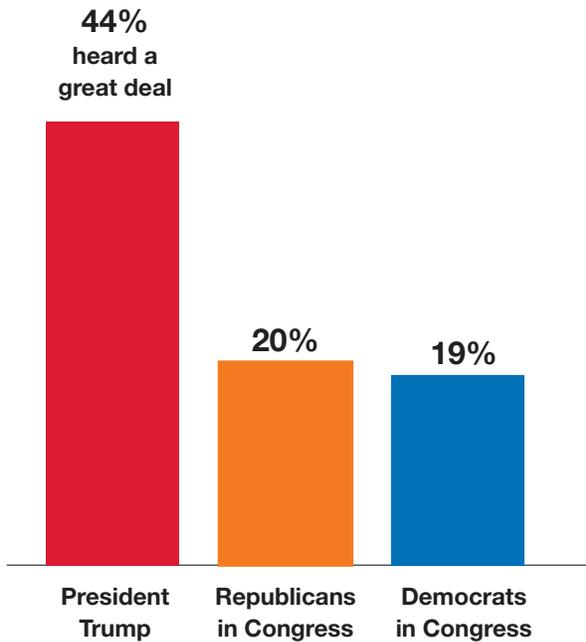
In a split sample, half of the respondents were asked, regardless of what their views on their work are, how much have they heard about what President Trump, Congressional Democrats and Congressional Republicans are doing to protect and create manufacturing jobs – a great deal, some, not too much, nothing at all. Even Democrats said they had heard as much or more about what Trump was doing (28 percent great deal) as what was being done by Democrats in Congress (27 percent great deal). Among independents, 42 percent said they had heard a great deal about what Trump was doing, compared to less than 20 percent for either party in Congress.

Trump gets less credit on actually getting something done, with only 33 percent saying he has done a great deal to create American manufacturing jobs. But that is still better than either party in Congress.



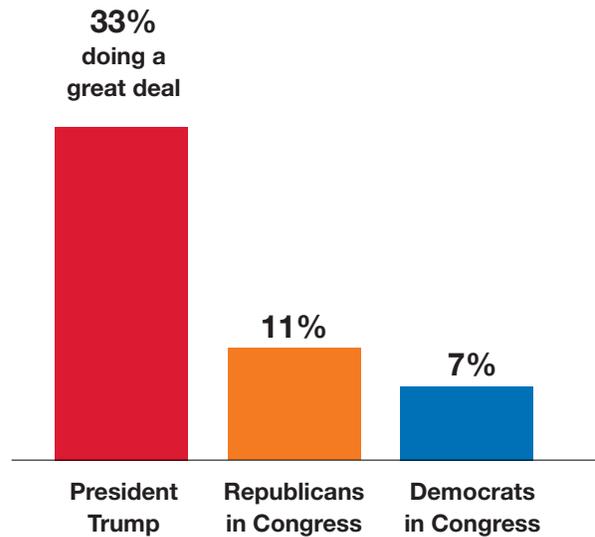
QUESTION:

Regardless of what your views on their work are, how much you have heard about them working on protecting and creating manufacturing jobs – a great deal, some, not too much, or nothing at all?



QUESTION:

How much are they doing to help create American manufacturing jobs – a great deal to help, some, not too much, or nothing at all?



Only 11 percent say that Republicans in Congress have done a great deal, and, worse yet, just 7 percent say the same about Democrats. Republicans give a bit more credit to their own party in Congress (22 percent great deal), while only 15 percent of Democrats say Congressional Democrats have done a great deal on jobs and manufacturing.

Whatever happens in November, there is clearly broad public support across party – including among the critical swath of swing independent voters – for more action to create jobs and strengthen American manufacturing.

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