

TO: The Alliance for American Manufacturing
FROM: The Mellman Group, Inc. & North Star Opinion Research
RE: National Survey Results
DATE: November 17, 2016

This analysis represents the findings of a national survey of 1,200 voters who participated in the 2016 general election. Interviews were conducted among both land-line and cellphone users from November 9 through November 14, 2016, using a registration-based sample. The margin of error for is +/-2.8% at the 95% level of confidence, and is higher for subgroups.

Our post-election survey, begun the day following the election, shows voters from both parties, and supporters of both candidates, very concerned about the loss of manufacturing in this country. Majorities of both Hillary Clinton and Donald Trump voters want the new President and the incoming Congress to take action, with getting tough on trade with China and investing in American-made infrastructure improvements topping their list of priorities.

Large Majorities Of Trump & Clinton Voters Are Worried About Losing Manufacturing Jobs

Nearly two-thirds (66%) of voters identified “too many jobs are being shipped overseas” as worrying them at least a great deal. Additionally, more than two-thirds (68%) said “we have lost too many manufacturing jobs in this country” worried them at least a great deal. Concern about the loss of manufacturing jobs was higher among Trump voters (79%), though a large 59% majority of Clinton voters also expressed a great deal of concern. Among self-identified working and lower class voters, 74% expressed at least a great deal of concern, as did 76% of non-college educated white voters. In addition to outsourcing and loss of manufacturing job loss, the cost of health care and of college, along with the threat of terrorism, also rated as top concerns across party and presidential vote.

Americans Believe Manufacturing Is A Critical Part Of Our Economy

Which comes closer to your point of view:	
Manufacturing is a critical part of the American economy & we need a manufacturing base here if this country and our children are to thrive in the future.	64%
The strength of the American economy is innovation & competition – & if manufacturing leaves, we will move into new areas like high-tech or services which will take its place in the future.	29%

By more than 2-to-1, Americans believe manufacturing is a critical part of our economy, and that we need a manufacturing base here, rather than relying on high-tech or service jobs to replace the manufacturing sector. While this opinion is more prevalent among Trump voters (71%-23%) than

Clinton voters (57%-37%), the sentiment is shared by both non-white voters (65%-28%) and white voters without a college education (70%-24%).

Voters Are United In Their High Regard For American Workers And American Manufacturing

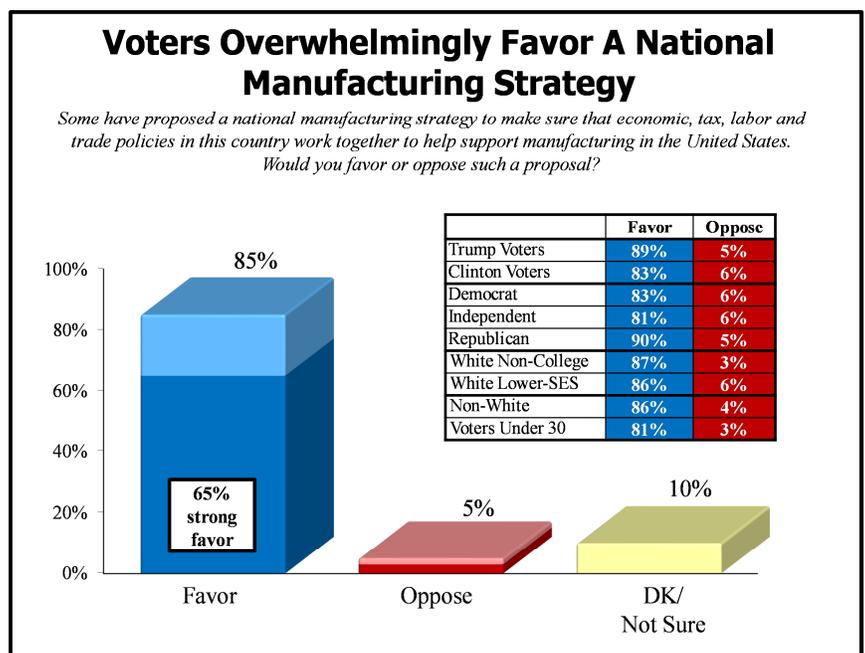
	Favorable	Unfavorable
Manufactured goods made in America	94%	2%
American factory workers	90%	3%
American manufacturing companies	85%	6%
Wall Street Banks	23%	52%
Manufactured goods made in China	21%	70%

Almost all voters have a favorable view of American manufactured goods, American factory workers and American manufacturing companies. Indeed, majorities hold “very favorable” views of all three. These positive assessments extend across party, supporters of both candidates, and cross demographic lines. This stands in stark

contrast to the largely unfavorable views of Wall Street banks. Voters view manufactured goods made in China in the most negative light, with 70% harboring unfavorable views.

Voters Strongly Support A National Strategy To Help U.S. Manufacturing

Voters across party lines and demographic groups favor a national manufacturing strategy, with nearly two-thirds *strongly* favoring such an effort. Support for a manufacturing strategy is vast among both Trump (89%) and Clinton voters (83%), across party lines, and in the demographic groups making up the cores of both the Trump and Clinton electoral coalitions. In addition to supporting a national manufacturing strategy, voters also support action on trade, infrastructure, job training and tax reform to bolster this effort.



Voters Want Action On Outsourcing And Trade Relations With China And Other Countries

Which comes closer to your point of view:	
We need to get tough with China and use every possible legal means to stop their unfair trade practices which will keep undermining our economy & taking away our jobs unless we get tough now.	55%
We don't want to start a trade war with China. Tariffs & trade wars led to the Great Depression & China is a huge market for American goods with three times more consumers than we have in America.	35%

Majorities want the new president and Congress to focus specifically on trade and infrastructure. Over three-quarters (77%) believe it is very important to “end tax loopholes that reward companies for shipping earnings overseas” – including 80% of Clinton voters and 74% of Trump voters.

Additionally, 63% think it is very important to “crack down on China for violating its trade agreements.” This includes a 54% majority of Clinton voters, and 71% of Trump voters. Indeed, 55% believe it is important to “create a special trade prosecutor who has the authority to crack down on China for violating its trade agreements with us.” After voters are read arguments advocating a get-tough on posture China versus one expressing concern about a trade war, a 55% majority supports getting tough on China, while 35% worry about starting a trade war.

Sixty-two percent (62%) of voters believe it is important to “renegotiate the North American Free Trade Agreement, also known as NAFTA, to stop other countries from taking advantage of us” – with over three-quarters of Republicans (78%) and majorities of independents (56%) and Democrats (51%) attaching a high level of importance to this effort.

Voters Want More Infrastructure Projects And Want Them To Be Built With American Materials & Workers

Seventy-one percent (71%) of voters said that “invest[ing] in repairing roads, bridges and basic infrastructure” is at least a “very” important proposal for the President and Congress to work on. More than three-quarters of Clinton voters (76%) and two-thirds of Trump voters (68%) want action on infrastructure.

Voters attach high priority to using American materials and workers to build and repair our infrastructure. Nearly 3 in 4 voters (74%) say large infrastructure projects, financed with taxpayer money, should be built using American materials and workers, while only 17% say that projects should be built by the lowest bidder to ensure tax dollars are spent efficiently. Both Trump voters (79%-15%) and Clinton voters (71%-19%) agree with this premise by wide margins, as do voters under 30 years old (70%-23%), non-white voters (73%-18%), lower socio-economic status white voters (78%-14%) and non-college white voters (78%-15%).

Which comes closer to your point of view:	
Large infrastructure projects that are paid for with taxpayer money, like rebuilding the water system in Flint, Michigan and the San Francisco Bay Bridge, should be rebuilt using American materials and products and American workers, so that we know it is structurally sound and so we can create more American jobs instead of having our tax money create jobs in foreign countries	74%
With state and local governments facing huge deficits, with taxes too high, and with education and public safety already being cut, large infrastructure projects should be built by the lowest bidder, regardless of where the low bidder is getting their products from, so we can make the most efficient use of our tax dollars.	17%

Job Training And Tax Reform Are Also Seen As Important Priorities

Education and job training are also very important to voters as a way to improve the economy. Seventy-eight percent (78%) believe that it is very important to “offer more job training and education programs for workers,” with both Clinton voters (83%) and Trump voters (75%) attaching high importance to this priority.

Voters also attach a high degree of importance to “reform[ing] the tax code to encourage American manufacturers to invest in new factories and equipment,” with 71% believing this reform is a very important priority for the next President and Congress.

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