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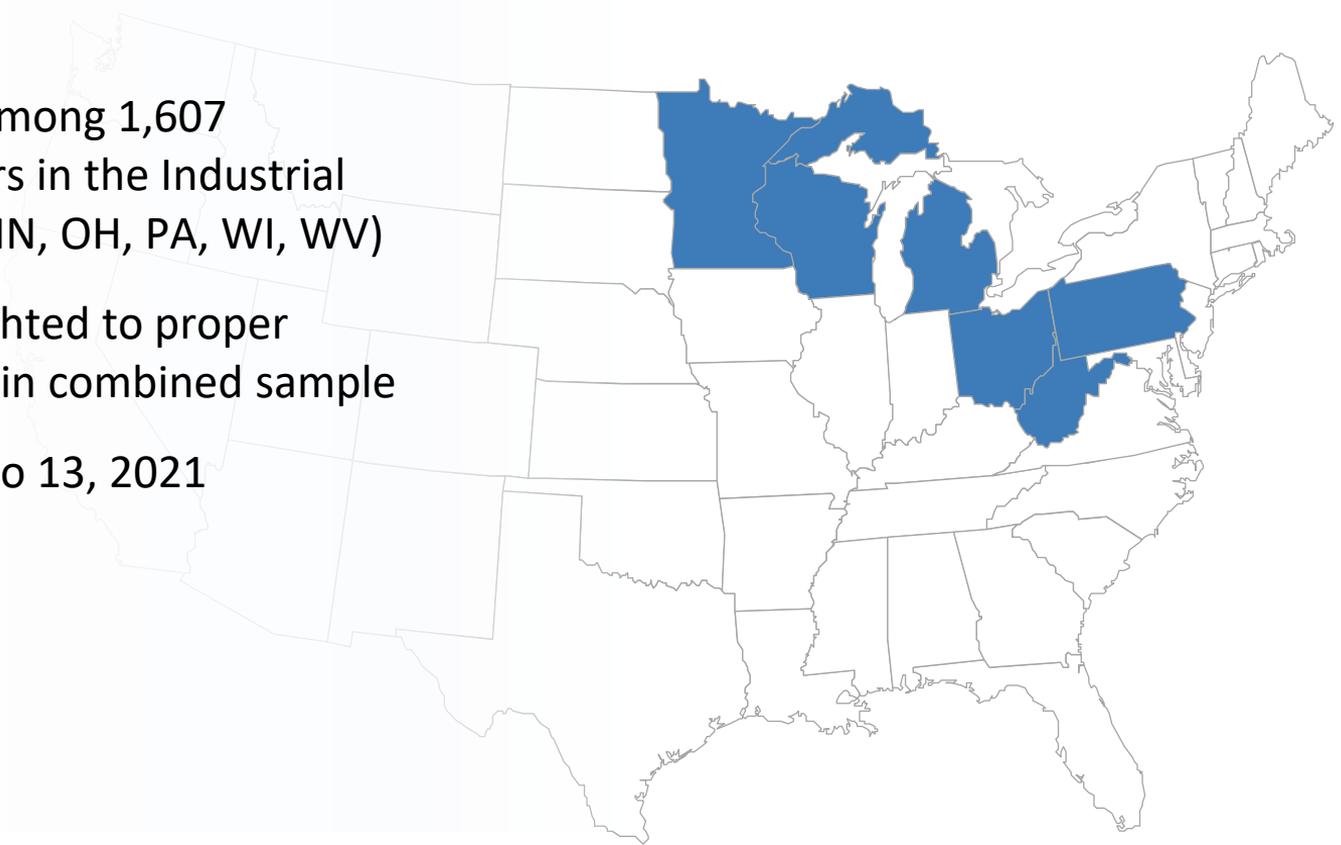


REBUILDING THE ECONOMY: A MANUFACTURING PLAN FOR AMERICA

*Key findings from a survey among voters in six industrial Midwest states
Conducted April 2021*

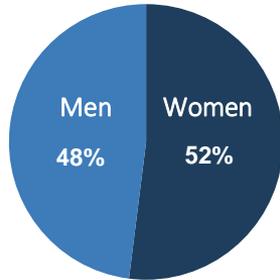
Methodology

- Online survey among 1,607 registered voters in the Industrial Midwest (MI, MN, OH, PA, WI, WV)
 - States weighted to proper proportion in combined sample
- Fielded April 5 to 13, 2021

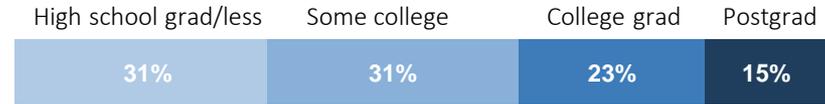


Profile of the Sample

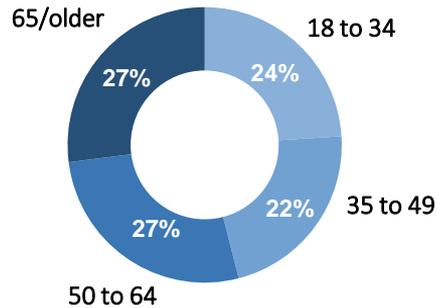
GENDER



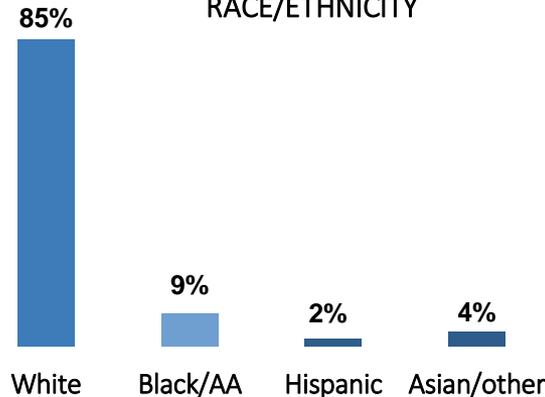
EDUCATION



AGE



RACE/ETHNICITY



AREA TYPE

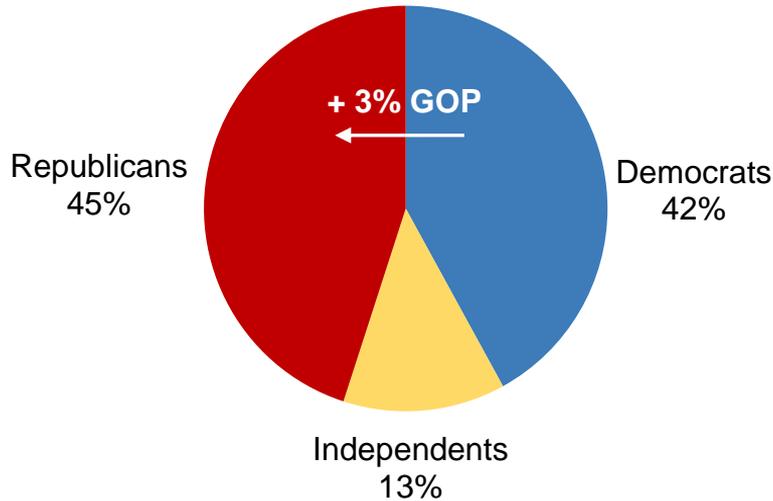
21% urban
44% suburban
12% small town
23% rural area



28% blue collar
18% union households

Political Profile of the Sample

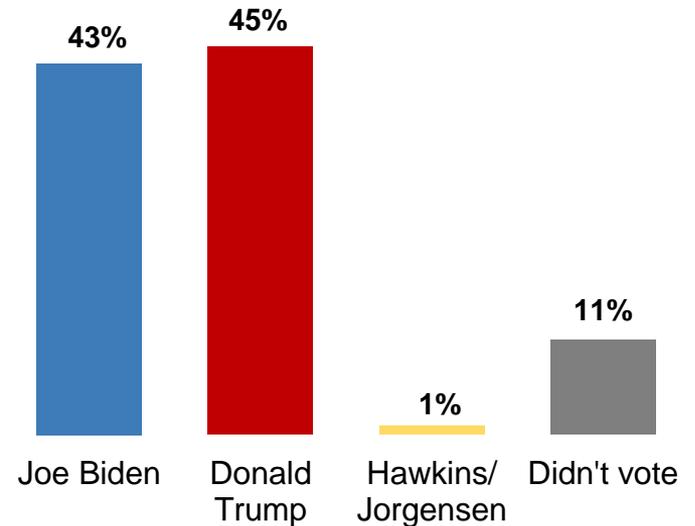
PARTY ID



2020 VOTE FOR PRESIDENT



89% voted in the election:



(Hawkins not on the ballot in PA and WI)

Key Takeaways

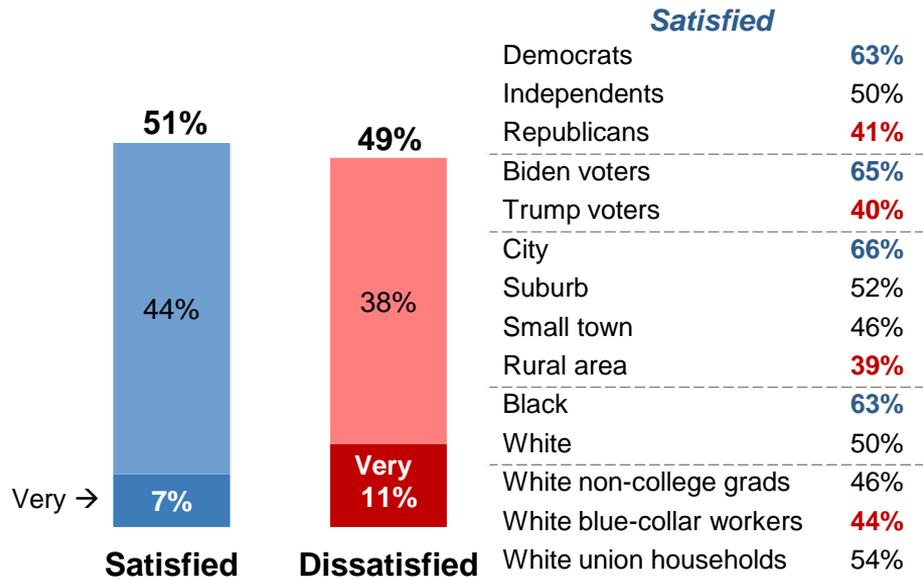
- 1. There is an appetite and readiness for government action.** Solid majorities of voters in the industrial Midwest want the government to take a more active role in addressing the nation's most important economic and social problems.
- 2. Voters across the political spectrum put a high priority on getting people back to work and promoting a strong economic recovery.** Democratic base groups want to ensure that we are rebuilding the economy as cleaner, healthier, and safer for communities. Republicans are focused on the need to rebuild the middle class.
- 3. The four pillars of BGA's agenda are seen as high priorities for the country right now.** Rebuilding and modernizing America's aging infrastructure, retooling American manufacturing, and strengthening America's social infrastructure have strong resonance across party lines. While increasing the production of clean energy is important for Democrats and independents, there is a significant drop-off in support among Republicans.
- 4. There is very strong bipartisan support for including protections for workers and the environment** when the government is investing taxpayer dollars to rebuild American manufacturing, repair our infrastructure, and make investments in clean, renewable energy.

Key Takeaways *(continued)*

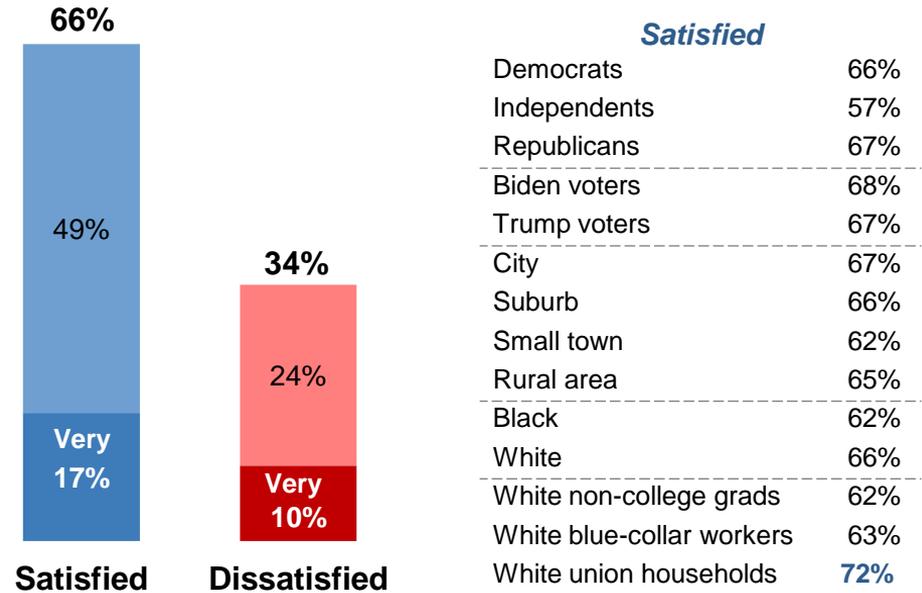
5. **Like the rest of the country, voters in the Industrial Midwest evaluate state and national conditions through a partisan lens.** While many of BGA's specific policies and priorities enjoy high levels of support among Democrats and independents, Republicans push back on policies they perceive as associated with a Democratic agenda.
6. **Job creation is the leading edge for framing investments in infrastructure and manufacturing.** These are seen as the most important benefits and are highly credible. In particular, messaging and policies about jobs should:
 - a. Frame in national terms—will stop offshoring and promote products made in America by American workers;
 - b. Emphasize the millions of jobs that will be created across a range of professions.
7. **In addition to jobs—investments in clean energy should highlight the benefits for a cleaner environment and healthier communities,** which are highly important to Democrats and independents and seen as a more credible outcome.

Democrats are much more satisfied than Republicans with the economic conditions in their state; satisfaction with their personal economic situation is relatively high and consistent across the electorate.

State's Economic Condition

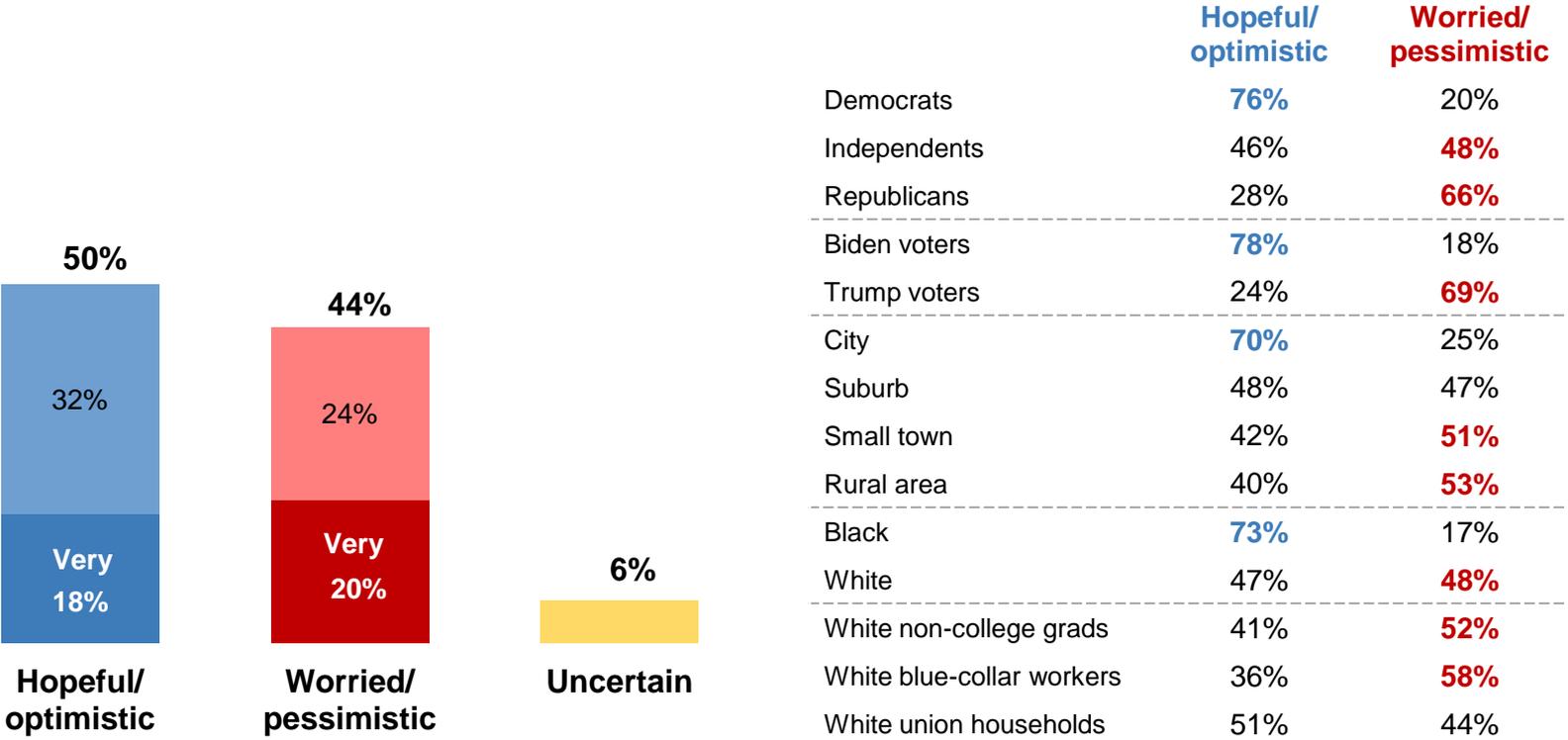


Personal Economic/Financial Situation



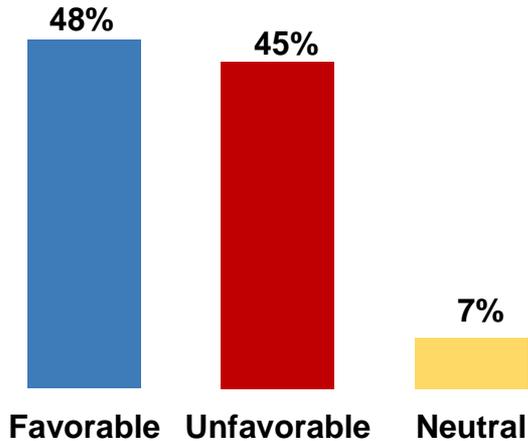
Partisanship drives voters' outlook for the future, with Democrats feeling more optimistic and Republicans feeling more pessimistic.

Outlook for What the Next Two Years Will Be Like for the Country



Industrial Midwestern voters are also divided on their feelings toward President Biden.

Overall Feelings toward Joe Biden

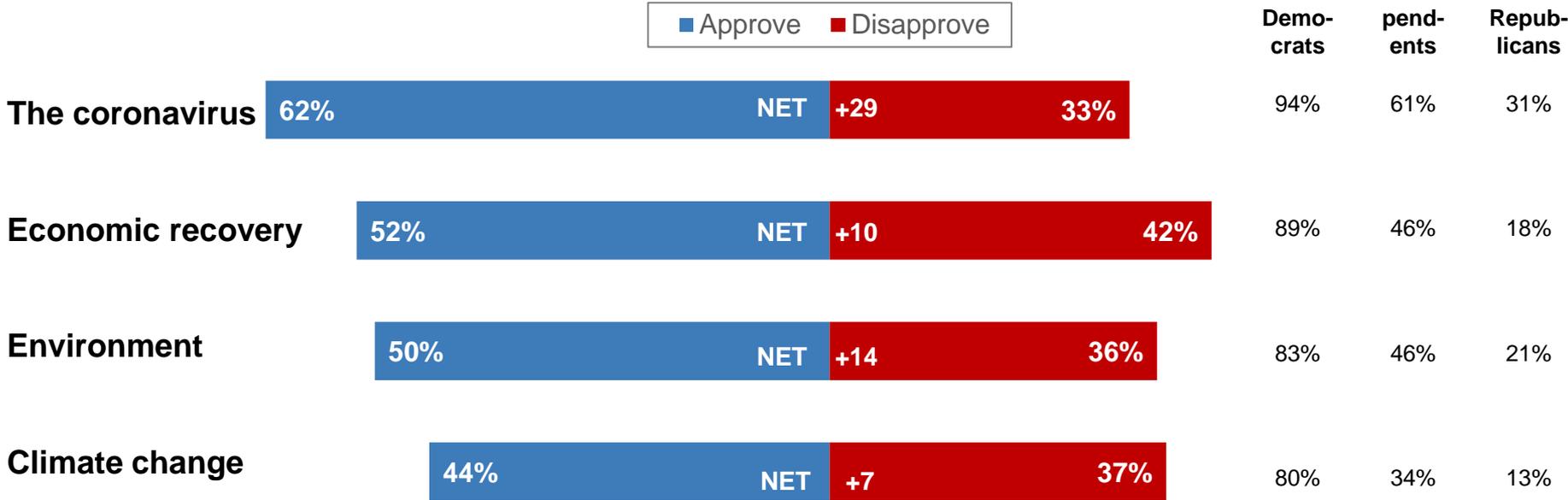


	Favorable	Unfavorable		Favorable	Unfavorable
Men	40%	54%	Black	83%	3%
Women	55%	37%	White	43%	51%
Age 18 to 34	48%	42%	White		
Age 35 to 49	51%	42%	Men non-college grads	29%	65%
Age 50 to 64	45%	46%	Women non-college grads	42%	49%
Age 65/older	49%	49%	Blue-collar workers	31%	63%
HS grad/less	45%	46%	Union households	43%	47%
Some college	41%	52%	Democrats	90%	3%
College grads	52%	43%	Independents	42%	42%
Postgrad ed	64%	31%	Republicans	10%	85%
City	71%	23%	Biden voters	95%	2%
Suburb	47%	45%	Trump voters	7%	87%
Small town	44%	50%			
Rural area	31%	62%			

Biden enjoys net positive approval on the coronavirus, the economy, and climate change, but there are significant divisions along partisan lines.

Joe Biden's Job Approval in Selected Areas

Approve Joe Biden's Job

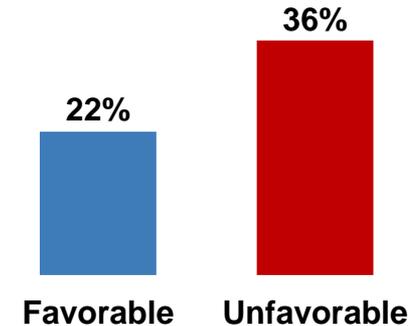


Only one in five voters feel favorable toward large multinational corporations, a plurality are neutral; virtually none feel negative toward local businesses.

Feelings toward Local Businesses in Community



Feelings toward Large Multinational Corporations

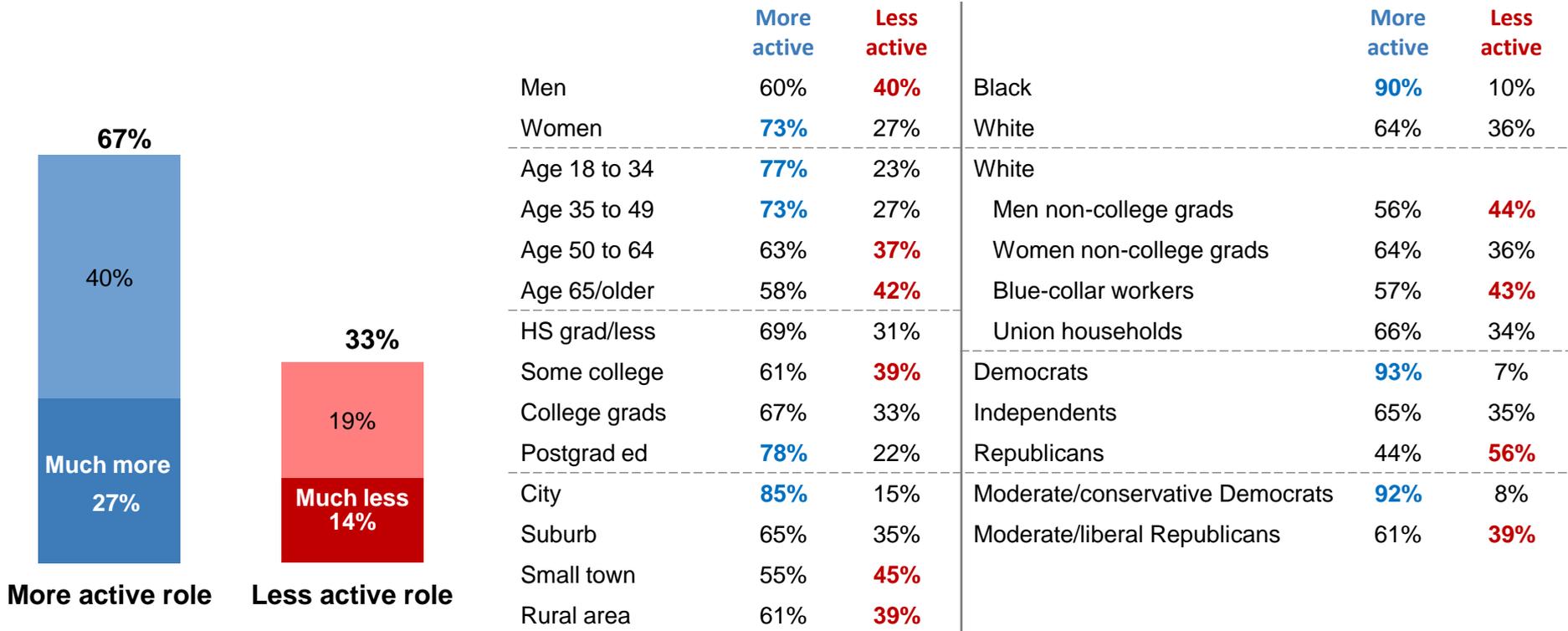




A PLAN TO REBUILD AMERICA'S ECONOMY IN AN ENVIRONMENTALLY-SMART WAY

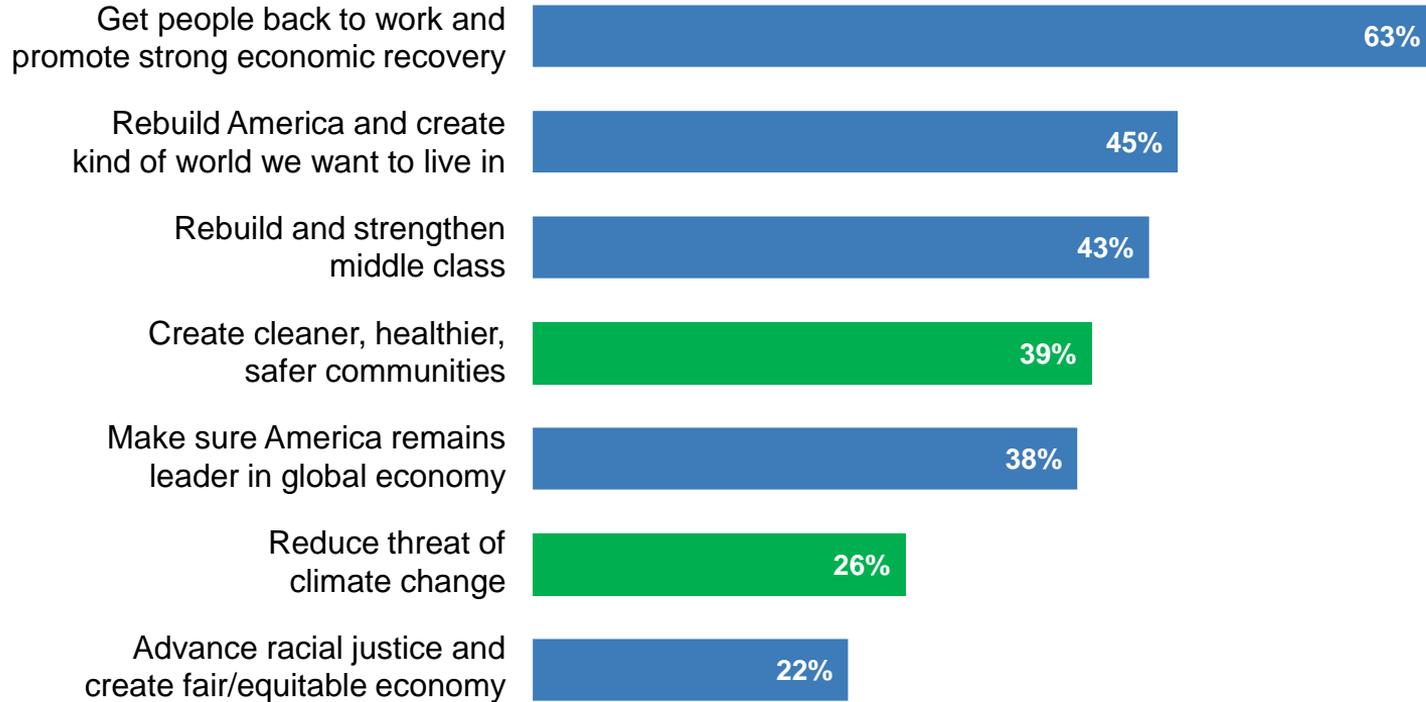
There is an appetite for the federal government to take a more active role in addressing our most pressing economic and social problems.

Preferred Federal Government Role in Addressing Most Important Economic and Social Problems



Getting people back to work is the most important goal for voters overall in the Industrial Midwest.

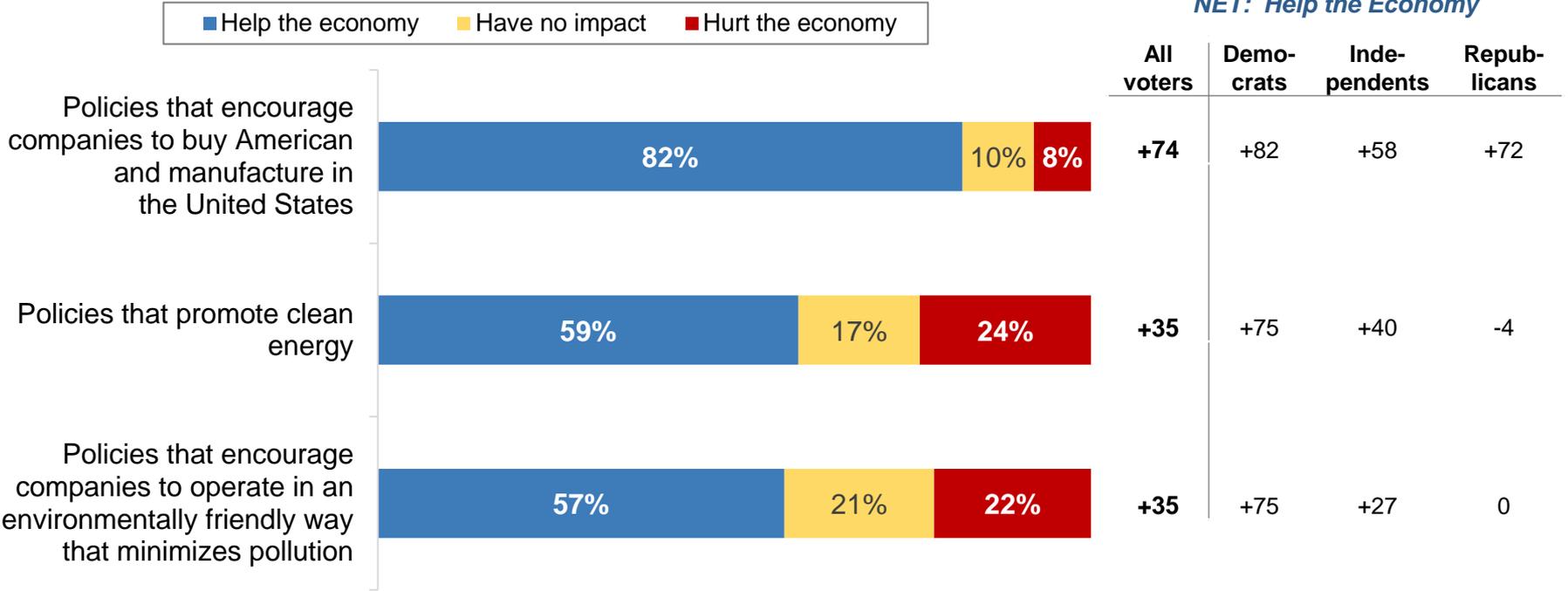
Three Most Important Goals for Investing in Jobs and Economic Recovery



The most important goals for investments in jobs and economic recovery vary across the electorate.

DEMOCRATS	BIDEN VOTERS	BLACK VOTERS	VOTERS AGE 18 TO 34
<ul style="list-style-type: none"> ✓ Cleaner, healthier, safer communities ✓ People back to work, economic recovery ✓ Rebuild America, create world we want to live in 	<ul style="list-style-type: none"> ✓ Cleaner, healthier, safer communities ✓ People back to work, economic recovery ✓ Rebuild America, create world we want to live in 	<ul style="list-style-type: none"> ✓ Cleaner, healthier, safer communities ✓ People back to work, economic recovery ✓ Racial justice, create fair/equitable economy 	<ul style="list-style-type: none"> ✓ Cleaner, healthier, safer communities ✓ People back to work, economic recovery ✓ Rebuild America, create world we want to live in
REPUBLICANS	TRUMP VOTERS	WHITE BLUE-COLLAR VOTERS	SWING VOTERS
<ul style="list-style-type: none"> ✓ People back to work, economic recovery ✓ Rebuild middle class ✓ America leader in global economy 	<ul style="list-style-type: none"> ✓ People back to work, economic recovery ✓ Rebuild middle class ✓ America leader in global economy 	<ul style="list-style-type: none"> ✓ People back to work, economic recovery ✓ Rebuild middle class ✓ Rebuild America, create world we want to live in 	<ul style="list-style-type: none"> ✓ People back to work, economic recovery ✓ Rebuild America, create world we want to live in ✓ Rebuild middle class

Most voters in the Industrial Midwest believe that policies that protect workers and the environment are good for the economy.



Voters in the Industrial Midwest place a very high priority on all four broader elements of BGA’s plan.



Repairing and modernizing America’s aging physical infrastructure, including highways, roads, bridges, railroads, and airports, the electricity grid, and water/sewage systems



Rebuilding and retooling American manufacturing and modernizing our factories to build more products and technology here in the United States



Strengthening America’s social infrastructure, public services, and human service workforce, including public health, home care and long-term care, education, and emergency responders



Increasing production of clean/renewable energy, investing in innovative clean technologies, so more households, public buildings/factories can use clean renewable energy



All four broader elements of the plan are significant priorities across the political spectrum, though Republicans drop significantly on clean energy.

Should Be a Very/Fairly Important Priority

● **Republicans** ● **Independents** ● **Democrats**



Repairing and modernizing America's aging physical infrastructure

87% ● 95%



Rebuilding and retooling American manufacturing

83% ● 91%



Strengthening America's social infrastructure, public services, and human service workforce

73% ● 85% ● 96%



Increasing production of clean/renewable energy, investing in innovative clean technologies

50% ● 77% ● 94%



Voters believe it is important that both job creation and environmental goals be achieved through investments to rebuild our economy.

■ Very important that investments to rebuild economy include this ■ Fairly important

Bring **good-paying jobs** back to the United States **96%**
 76% (Very important) 20% (Fairly important)



Create jobs in rural areas and places that have traditionally been left behind **88%**
 50% (Very important) 38% (Fairly important)

Create jobs in communities of color hard hit by economic decline **80%**
 47% (Very important) 33% (Fairly important)



Are **environmentally friendly** **74%**
 46% (Very important) 28% (Fairly important)

Help reduce **carbon pollution** **72%**
 46% (Very important) 26% (Fairly important)

Create **good-paying union jobs** **69%**
 39% (Very important) 30% (Fairly important)

Help reduce the threat of **climate change** **67%**
 45% (Very important) 22% (Fairly important)

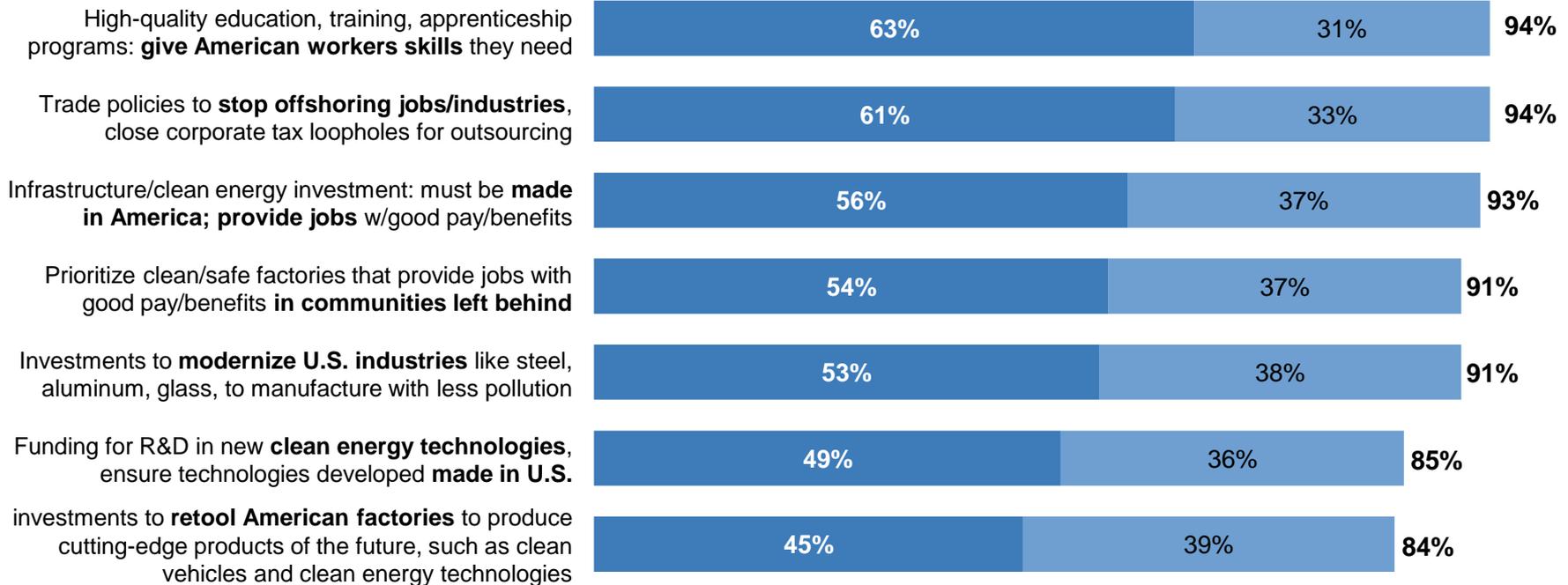


Bringing good-paying jobs back to the United States resonates across key demographic groups. Environmental goals are also important for Black voters.

	<i>VERY IMPORTANT that Investments to rebuild economy include this</i>	Black voters	White voters	Blue-collar whites	Rural area voters
	Bring good-paying jobs back to the United States	86%	76%	84%	81%
	Create jobs in rural areas and places that have traditionally been left behind	66%	49%	50%	55%
	Create jobs in communities of color hard hit by economic decline	80%	43%	39%	35%
	Are environmentally friendly	76%	42%	38%	34%
	Help reduce carbon pollution	78%	41%	37%	34%
	Help reduce the threat of climate change	71%	41%	37%	32%
	Create good-paying union jobs	66%	36%	39%	31%

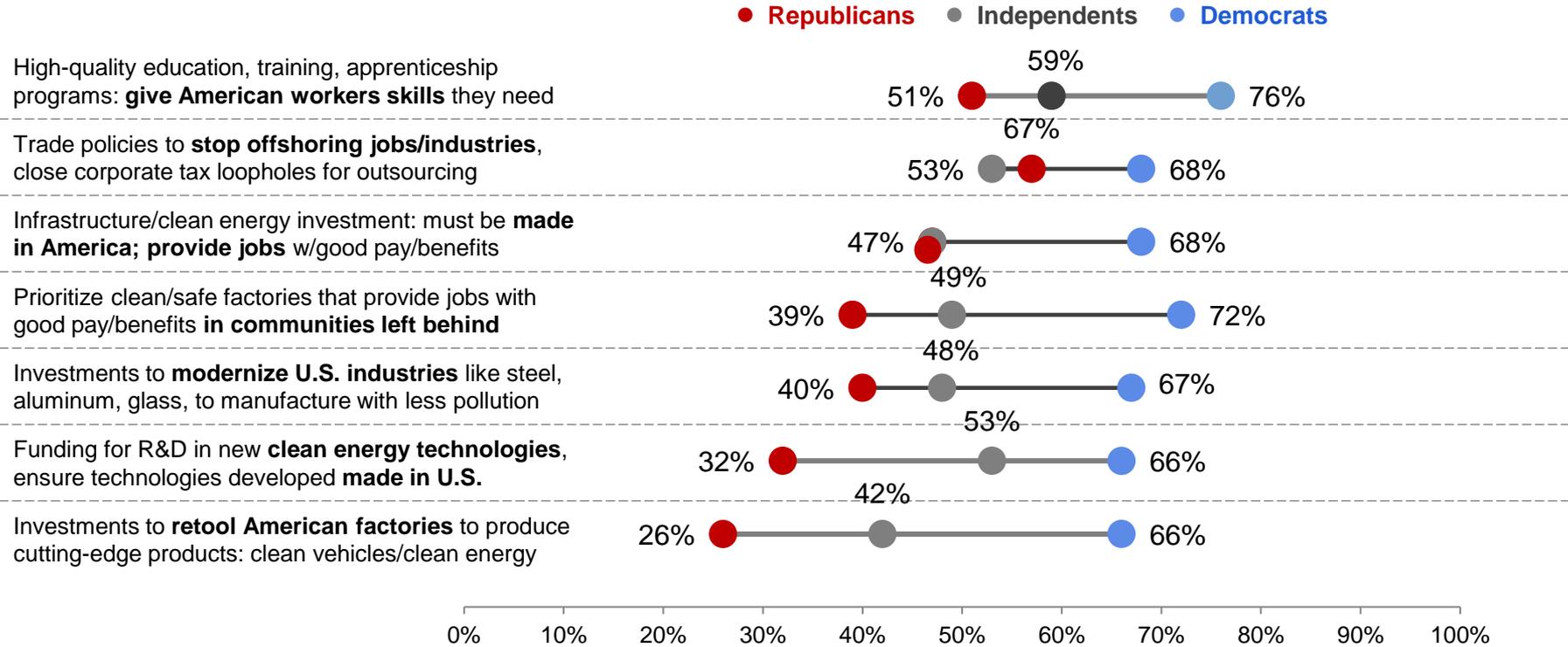
Each of the specific policies to strengthen American manufacturing and rebuild our infrastructure enjoy very high levels of support.

■ Strongly support this policy to strengthen manufacturing/rebuild infrastructure ■ Somewhat support



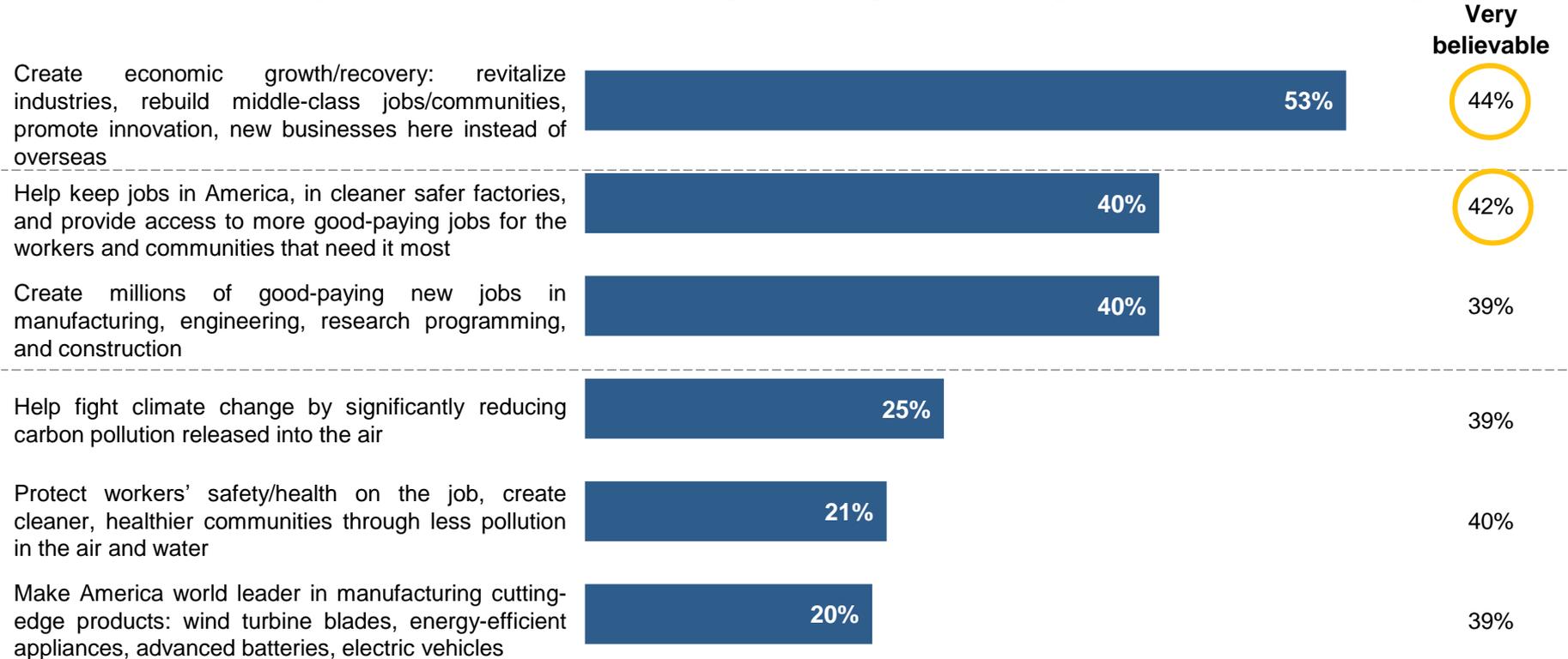
Support for these policies is solid across the political spectrum, but intensity among Republicans drops off for clean energy policies.

STRONGLY SUPPORT Policies to Strengthen Manufacturing/Rebuild Infrastructure



Economic growth and job creation are the most important benefits of investments to rebuild American manufacturing.

TWO Most Important Benefits of Rebuilding/Retooling/Modernizing American Manufacturing



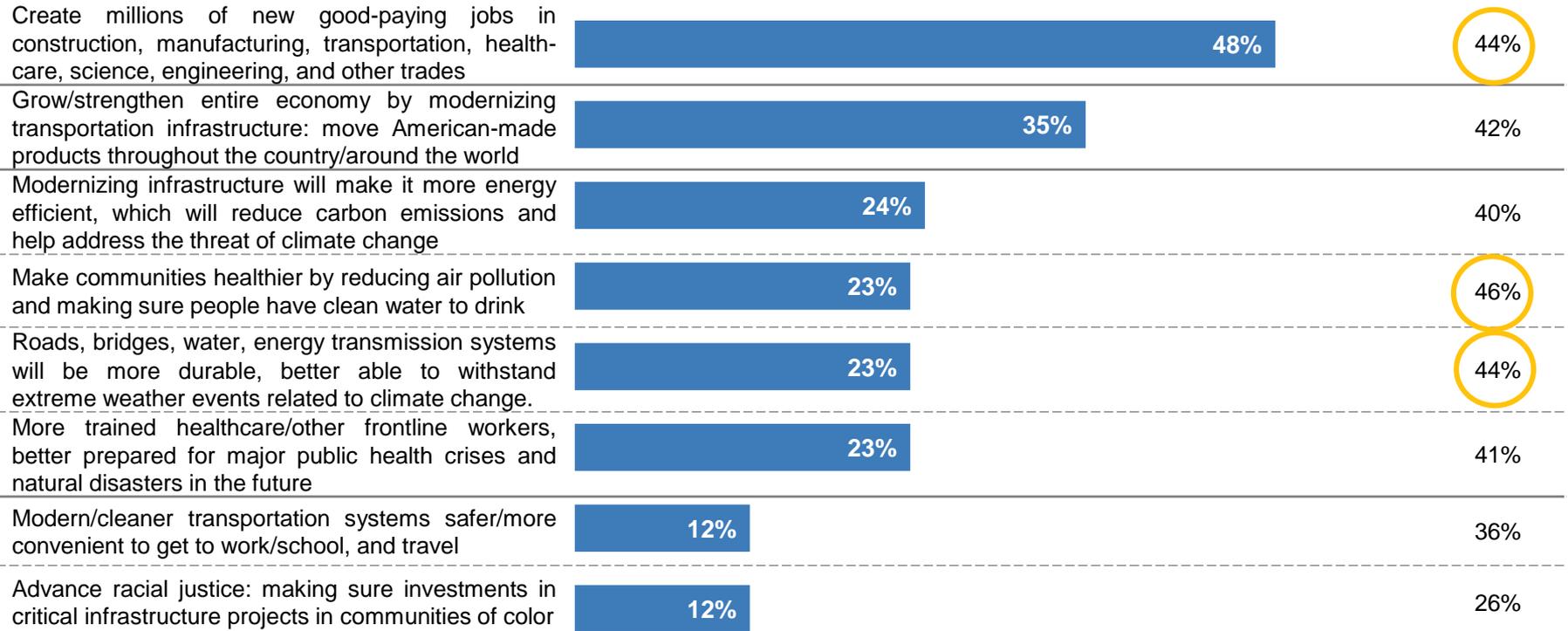
Creating economic growth is the most important benefit for rebuilding America’s manufacturing across audiences.

TWO Most Important Benefits of Rebuilding/Retooling/Modernizing American Manufacturing

	Demo- crats	Inde- pendents	Repub- licans	Black voters	Blue collar whites
It will create economic growth and recovery by revitalizing American industries, rebuilding middle-class jobs and communities, promoting innovation, and spurring the creation of new businesses at home instead of overseas.	47%	57%	59%	48%	54%
It will create millions of good-paying new jobs in manufacturing, engineering, research programming, and construction.	31%	38%	49%	37%	44%
It will help keep jobs in America , in cleaner safer factories, and provide access to more good-paying jobs for the workers and communities that need it most .	35%	38%	46%	42%	43%
It will help fight climate change by significantly reducing the amount of carbon pollution that is released into the air.	38%	33%	10%	36%	19%
It will protect workers’ safety and health on the job and create cleaner, healthier communities through less pollution in the air and water.	22%	9%	22%	15%	23%
It will make America a world leader in the manufacturing of cutting-edge products such as wind turbine blades, energy-efficient appliances, advanced batteries, and electric vehicles.	27%	25%	14%	23%	17%

Job creation is the most important benefit to enacting policies to modernize our physical infrastructure and strengthen our public and human service workforce.

TWO Most Important Benefits of Repairing/Modernizing our Physical Infrastructure, Strengthening our Social Infrastructure and Human Services Workforce



Job creation is again the top benefit of investing in infrastructure across audiences; Black voters also value the racial justice focus.

TWO Most Important Benefits of Repairing/Modernizing our Physical Infrastructure, Strengthening our Social Infrastructure and Human Services Workforce

	Demo- crats	Inde- pendents	Repub- licans	Black voters	Blue collar whites
It will create millions of new good-paying jobs in communities across the country in construction, manufacturing, transportation, healthcare, science, engineering, and other trades.	43%	49%	53%	51%	45%
It will help grow and strengthen our entire economy by modernizing our transportation infrastructure, so that we can move American-made products throughout the country and around the world.	27%	33%	42%	23%	39%
Modernizing our infrastructure will make it more energy efficient , which will reduce carbon emissions and help address the threat of climate change.	31%	25%	18%	23%	25%
Our roads, bridges, water systems, and energy transmission systems will be more durable and better able to withstand extreme weather events related to climate change.	22%	18%	26%	20%	27%
We will have more trained healthcare workers and other frontline workers and be better prepared for major public health crises and natural disasters in the future.	18%	22%	26%	28%	16%
It will make our communities healthier by reducing air pollution and making sure people have clean water to drink.	29%	29%	17%	18%	29%
Our more modern and cleaner transportation systems will make it safer and more convenient to get to work and school, and to travel across the country for business and pleasure.	11%	12%	13%	7%	14%
It will advance racial justice by making sure investments are directed to critical infrastructure projects in communities of color.	19%	11%	5%	30%	5%

Job creation and leaving a cleaner, safer world for future generations are the most important benefits of increasing production of clean, renewable energy and investing in clean technologies.

TWO Most Important Benefits of Increasing Production of Clean/Renewable Energy across the Country and Investing in Innovative Clean Technologies

It will create millions of new jobs in communities across the country for electricians, welders, roofers, plumbers and pipefitters, and engineers.



Very believable

40%

We will be leaving a better, cleaner, and safer world to our children and grandchildren.



47%

It will make our communities healthier because reducing carbon emissions and other toxic pollution will mean cleaner drinking water and air to breathe.



44%

It will reduce carbon pollution and help combat climate change.



41%

It will save consumers billions in the years to come with lower electricity prices from wind and solar and more energy-efficient homes.



32%

The top benefits of clean energy vary by partisanship and demography, with health and environmental benefits more salient to Democrats and Black voters.

TWO Most Important Benefits of Increasing Production of Clean/Renewable Energy across the Country and Investing in Innovative Clean Technologies

	Democrats	Independents	Republicans	Black voters	Blue collar whites
It will create millions of new jobs in communities across the country for electricians, welders, roofers, plumbers and pipefitters, and engineers.	40%	48%	63%	39%	58%
We will be leaving a better, cleaner, and safer world to our children and grandchildren.	49%	50%	50%	50%	48%
It will make our communities healthier because reducing carbon emissions and other toxic pollution will mean cleaner drinking water and air to breathe.	48%	39%	42%	51%	38%
It will reduce carbon pollution and help combat climate change .	39%	34%	17%	34%	25%
It will save consumers billions in the years to come with lower electricity prices from wind and solar and more energy-efficient homes.	24%	29%	28%	26%	30%

Infrastructure is seen as having the strongest credibility when it comes to job creation. Republicans and independents are more skeptical about job creation across domains.

Proportions Saying Each Is a Very Believable Statement

		Democrats	Independents	Republicans
INFRASTRUCTURE	It will create millions of new good-paying jobs in communities across the country in construction, manufacturing, transportation, healthcare, science, engineering, and other trades.	62%	38%	28%
MANUFACTURING	It will create millions of good-paying new jobs in manufacturing, engineering, research programming, and construction.	55%	32%	26%
CLEAN ENERGY	It will create millions of new jobs in communities across the country for electricians, welders, roofers, plumbers and pipefitters, and engineers.	58%	32%	25%

There is solid support for including provisions that require protections for workers and the environment when the government is investing taxpayer dollars in American manufacturing and clean, renewable energy.

Support for Policies in Spending Taxpayer Money in Manufacturing and Renewable Energy

Rebuild/Modernize Manufacturing/ Infrastructure:

BUY AMERICAN: Require equipment products, materials, and technologies used be made in America



PRIORITIZE HARD HIT/COAL: Prioritize communities especially hard hit due to job losses, including coal communities

PREVAILING WAGE: Require workers be paid at least prevailing wage of workers in local area

ENVIRO STANDARDS: Require infrastructure/major construction projects funded by fed. government meet environmental standards for air, water, public health

LOCAL HIRE: Ensure access to jobs for local workers, underrepresented communities, workers of color; projects/jobs benefit hardest-hit communities

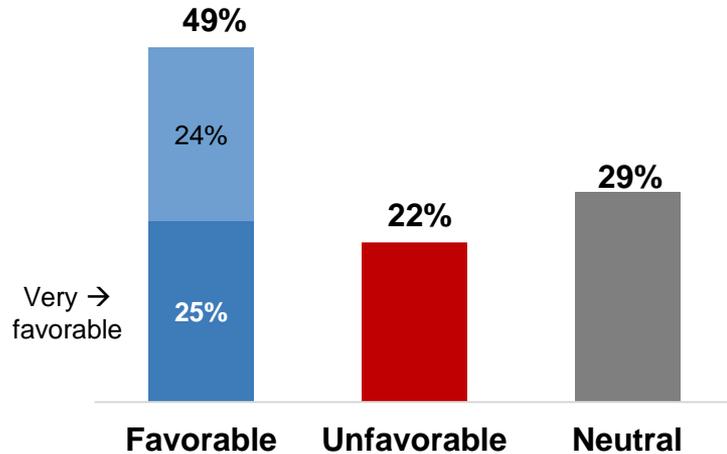
BUY CLEAN: Require federal government prioritize buying equipment, products, materials, technologies from companies w/lower levels of production pollution

Clean/
renewable
energy

*Coal communities not mentioned

Voters feel more favorable than unfavorable that many of the jobs created will be union jobs, but nearly one in three are neutral to the idea; top benefits include better benefits and protections.

What is your reaction to hearing that many of these new jobs would be union jobs?



Most Important Potential Benefits of Increased Number of Union Jobs

Better benefits for workers, including healthcare and retirement	65%
Protecting health and safety of workers	54%
Ensuring equal pay/benefits for women and people of different racial/ethnic backgrounds	47%
Higher wages for workers	42%
Improve the economy in communities by boosting wages overall	33%
Giving employees a voice and power at work	32%