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Rebuilding the Economy: A Manufacturing Plan for America

*Key findings from a survey among voters in five industrial Midwest states
Conducted November 2020*

Key Takeaways

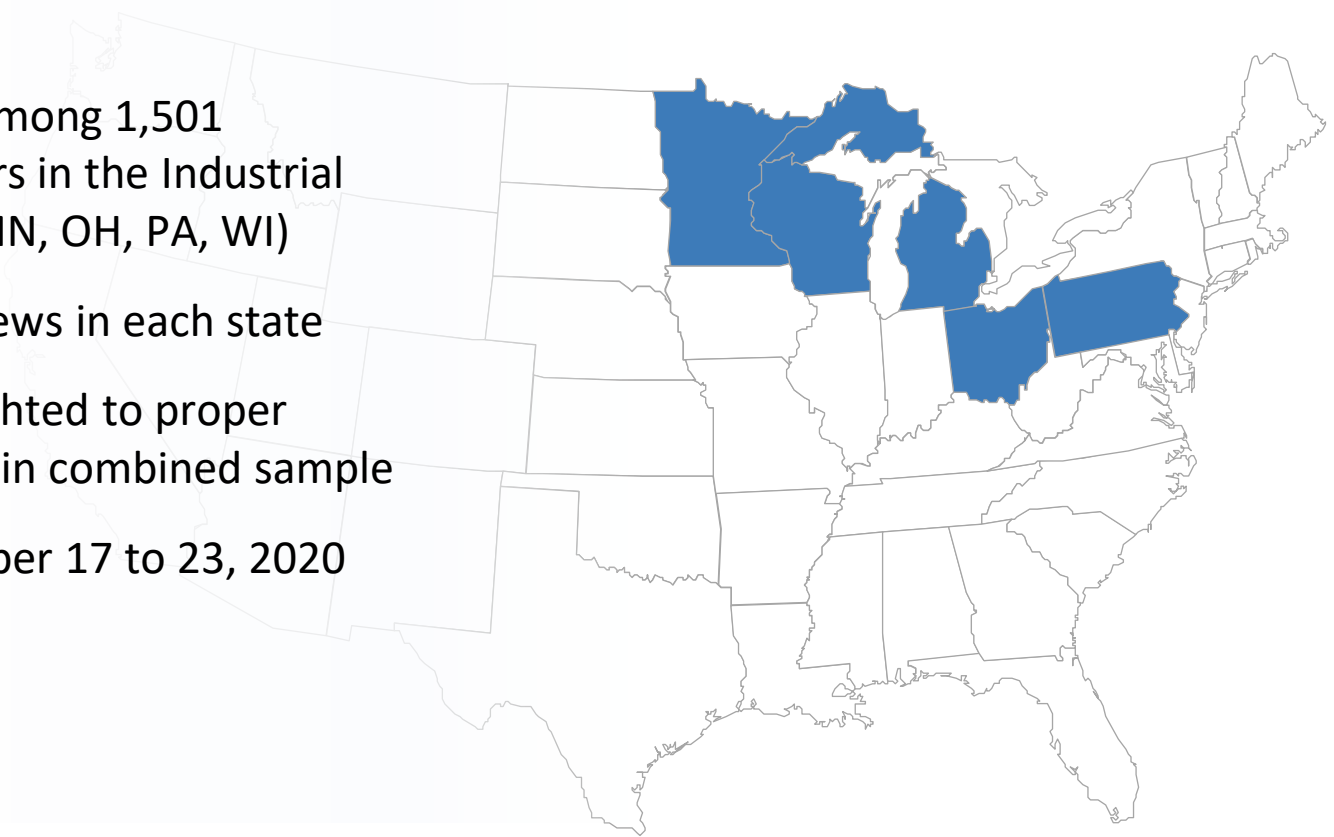
1. Among voters in the Industrial Midwest, there is broad and deep support for positioning clean manufacturing as a critical component of our nation's economic recovery.
 - 93% of voters in the Industrial Midwest consider manufacturing jobs to be good jobs that support families and strengthen communities.
 - Nearly the same proportion (86%) believe manufacturing will be important to the future of jobs and the economy of their state.
2. Importantly, these voters are looking to the manufacturing of the future. Very significant majorities see modernizing American manufacturing and investing in clean technologies as central to recovery and building the American economy of the future.
 - 86% believe it is important (71% *very important*) to rebuild and retool American manufacturing to make the products we need here at home, including modernizing our factories and investing in clean technologies.
 - 83% believe it is important (64% *very important*) that we modernize American manufacturing so that we are producing more goods, like cars, steel, and electronics, in an environmentally friendly way.
 - These are solid majority points of view across all five states, among white voters and voters of color, among Biden and Trump voters, as well as across the political spectrum.

Key Takeaways (*continued*)

3. Voters express very strong support for the individual components of BGA's manufacturing plan for America and they believe it will have a positive impact on the economy of their state.
 - More than eight in 10 support each individual element of the manufacturing plan.
 - They place an especially high priority on making investments in manufacturing that will create good jobs and protect the health and safety of workers and communities, with 95% favoring this component of the plan.
 - 73% believe the plan will help the economy of their state a great deal or a fair amount.
4. Voters in the Industrial Midwest want to see the President and Congress prioritize action on this manufacturing plan.
 - 73% say it should be one of the top or a high priority. Majorities of voters across all five states, and across the political spectrum, including both Biden and Trump voters, want the president and Congress to make action on this plan a high priority.
5. Two frames stand out in making the case for action on the plan: (1) ensuring investments in manufacturing also protect the health and safety of workers and communities, and (2) increasing corporate accountability to create good jobs here at home.

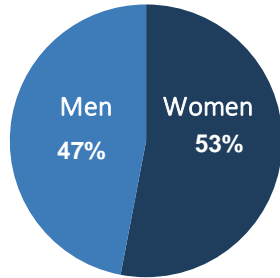
Methodology

- Phone survey among 1,501 registered voters in the Industrial Midwest (MI, MN, OH, PA, WI)
 - 300 interviews in each state
 - States weighted to proper proportion in combined sample
- Fielded November 17 to 23, 2020

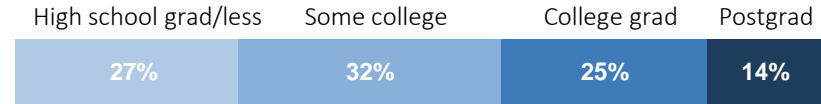


Profile of the Sample

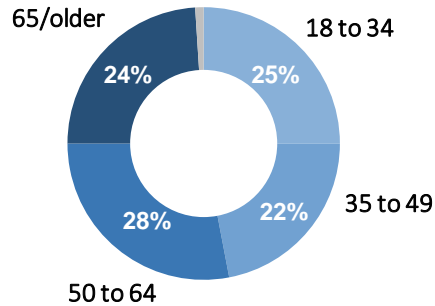
GENDER



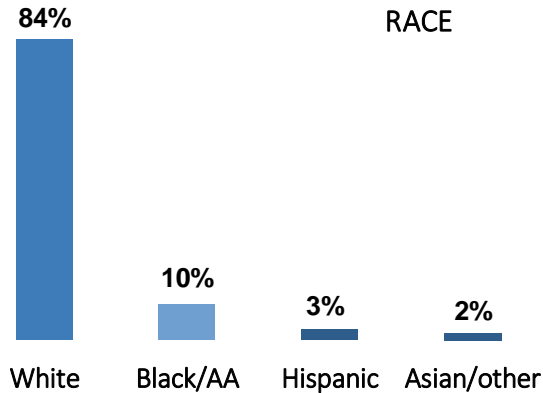
EDUCATION



AGE



RACE



AREA TYPE



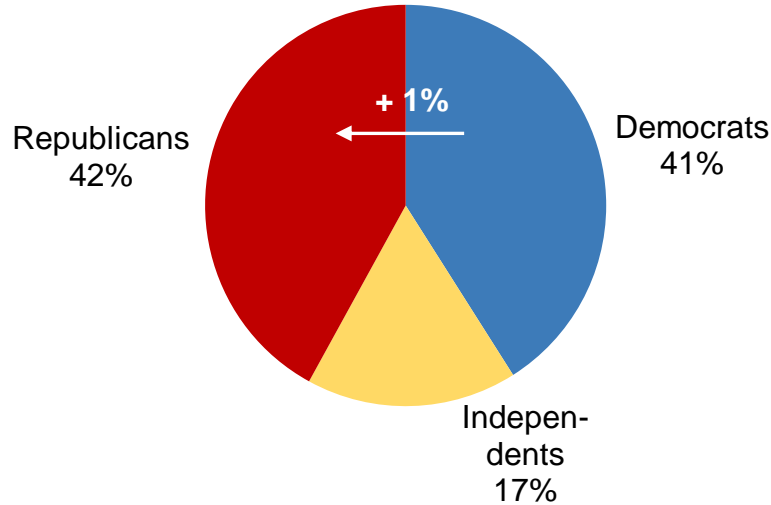
24% city
 32% suburb near city
 17% small town (not near city)
 21% rural area



14% union members

Reflecting the outcome of the 2020 election, voters in our sample are evenly divided on party and presidential choice.

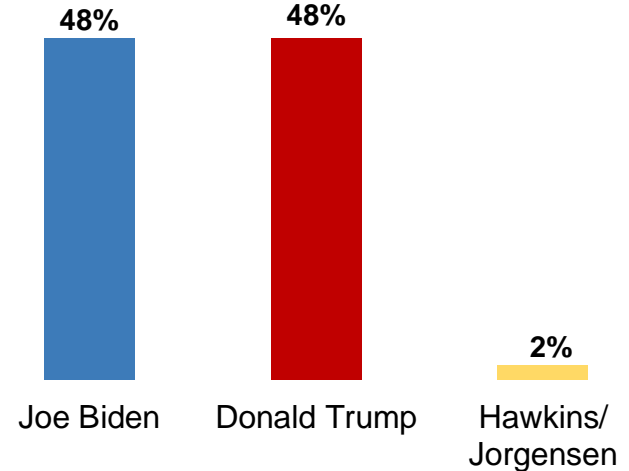
PARTY ID



2020 VOTE FOR PRESIDENT



Among the 87% who voted



(Hawkins not on the ballot in PA and WI)

Midwestern voters view rebuilding and retooling American manufacturing as highly important to the future of their state's economy.

■ Very important for rebuilding economy/good jobs for future ■ Fairly important

Rebuilding and retooling American manufacturing to make the products we need here in the United States, including modernizing our factories and investing in clean technologies



Repairing and modernizing America's aging infrastructure, including our transportation systems, energy systems, water and sewage systems, and telecommunications networks



Transitioning our economy to clean and renewable energy sources, such as wind and solar, and modernizing the electricity grid



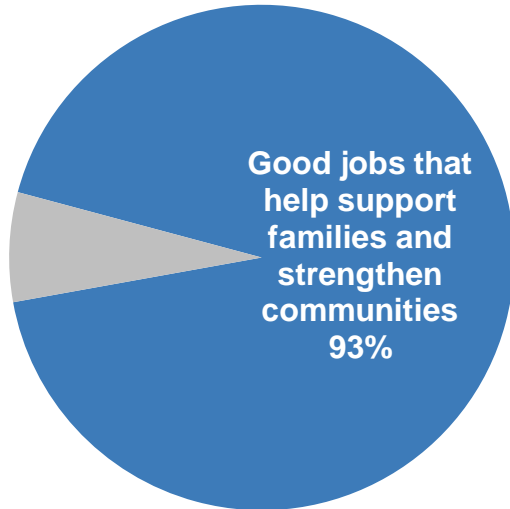
Rebuilding manufacturing is a high priority across audiences.

Proportions saying each is VERY IMPORTANT for rebuilding the economy/good jobs for the future

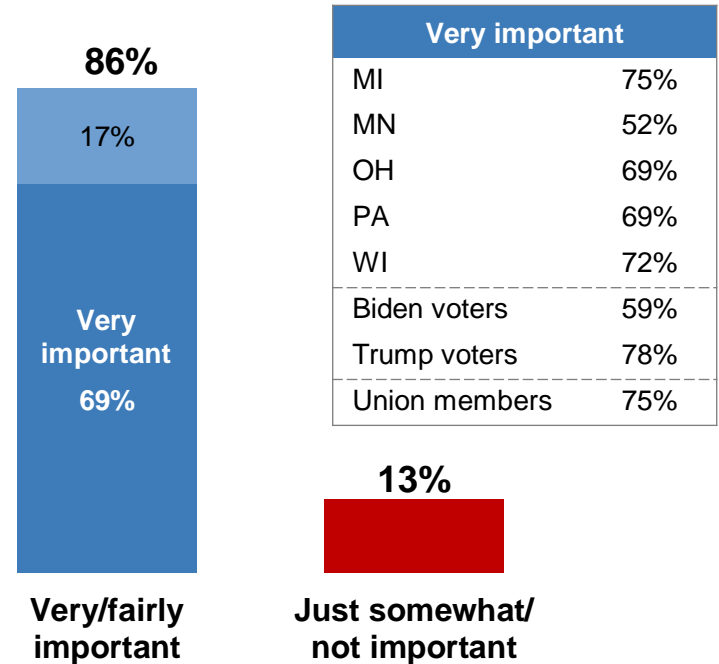
	Rebuilding and retooling American manufacturing	Repairing and modernizing America's aging infrastructure	Transitioning our economy to clean and renewable energy
All voters	71%	69%	51%
Biden voters	75%	80%	75%
Trump voters	70%	59%	26%
White voters	71%	68%	48%
Black voters	75%	77%	71%
MI	73%	71%	50%
MN	65%	61%	45%
OH	70%	72%	54%
PA	75%	72%	54%
WI	70%	59%	49%

Manufacturing jobs are overwhelmingly seen as high-quality jobs and important for the future of the Industrial Midwest.

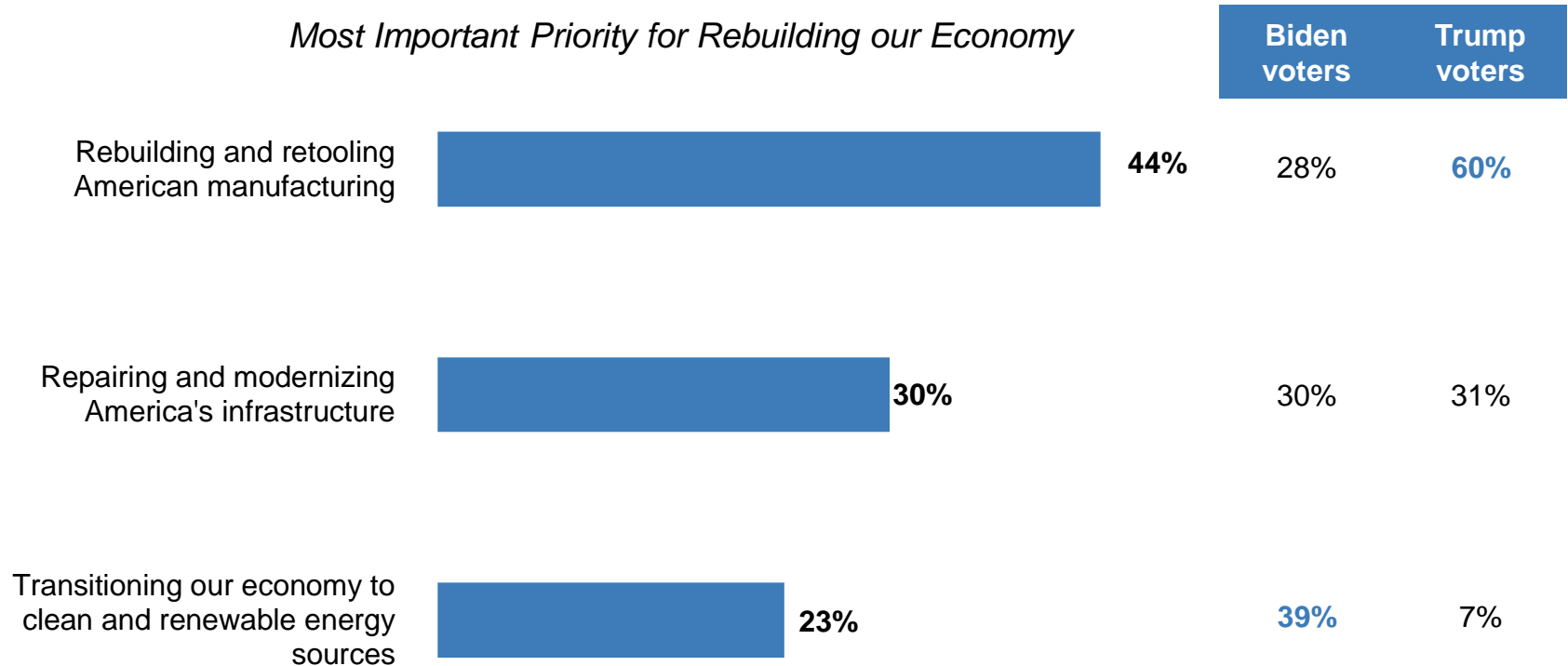
Overall View of Manufacturing Jobs



Importance of Manufacturing Jobs to Future of Jobs/Economy in my State

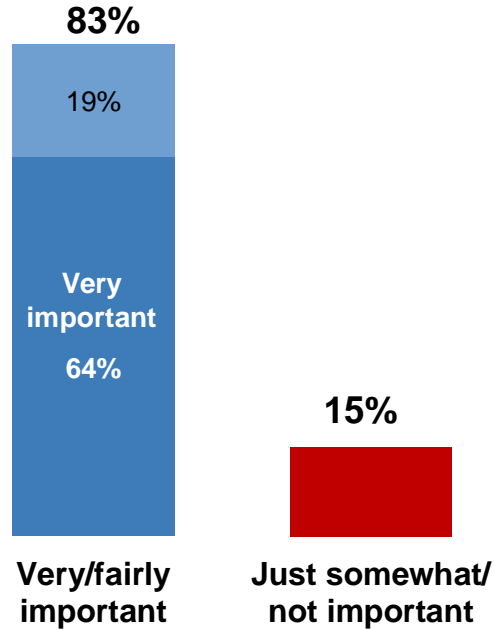


Rebuilding the economy is the clear top priority for Trump voters, while Biden voters want to make sure we are transitioning to a clean economy.



There is broad support for modernizing American manufacturing to be more environmentally friendly.

How important is it that we modernize American manufacturing so more factories are producing goods like cars, steel, and electronics in an environmentally friendly way?



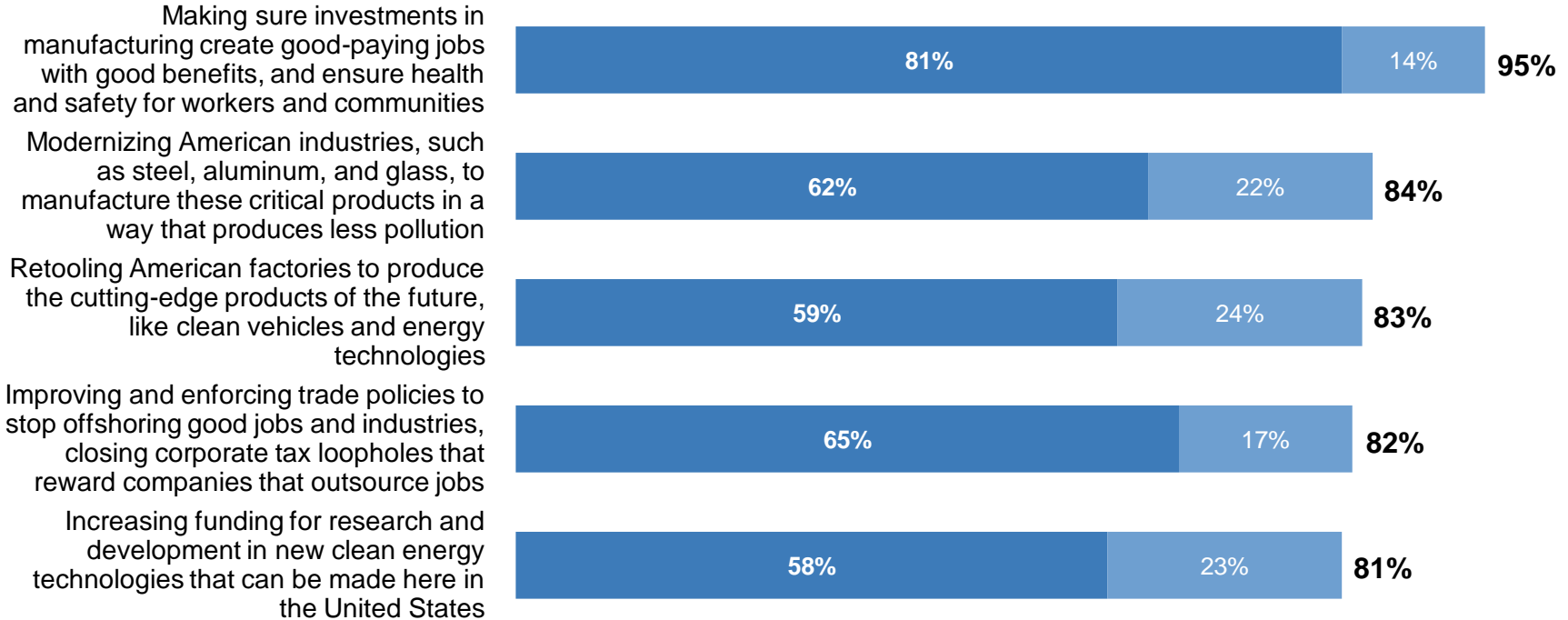
Very important	
Democrats	72%
Independents	62%
Republicans	57%
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Biden voters	70%
Trump voters	53%
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White non-college grads	63%
White college grads	67%
Black voters	76%
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Union members	70%
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City	64%
Suburbs	64%
Small town/rural area	65%

The five components of BGA's clean manufacturing plan are highly popular among voters in the Industrial Midwest.

Feelings toward elements of manufacturing plan for America

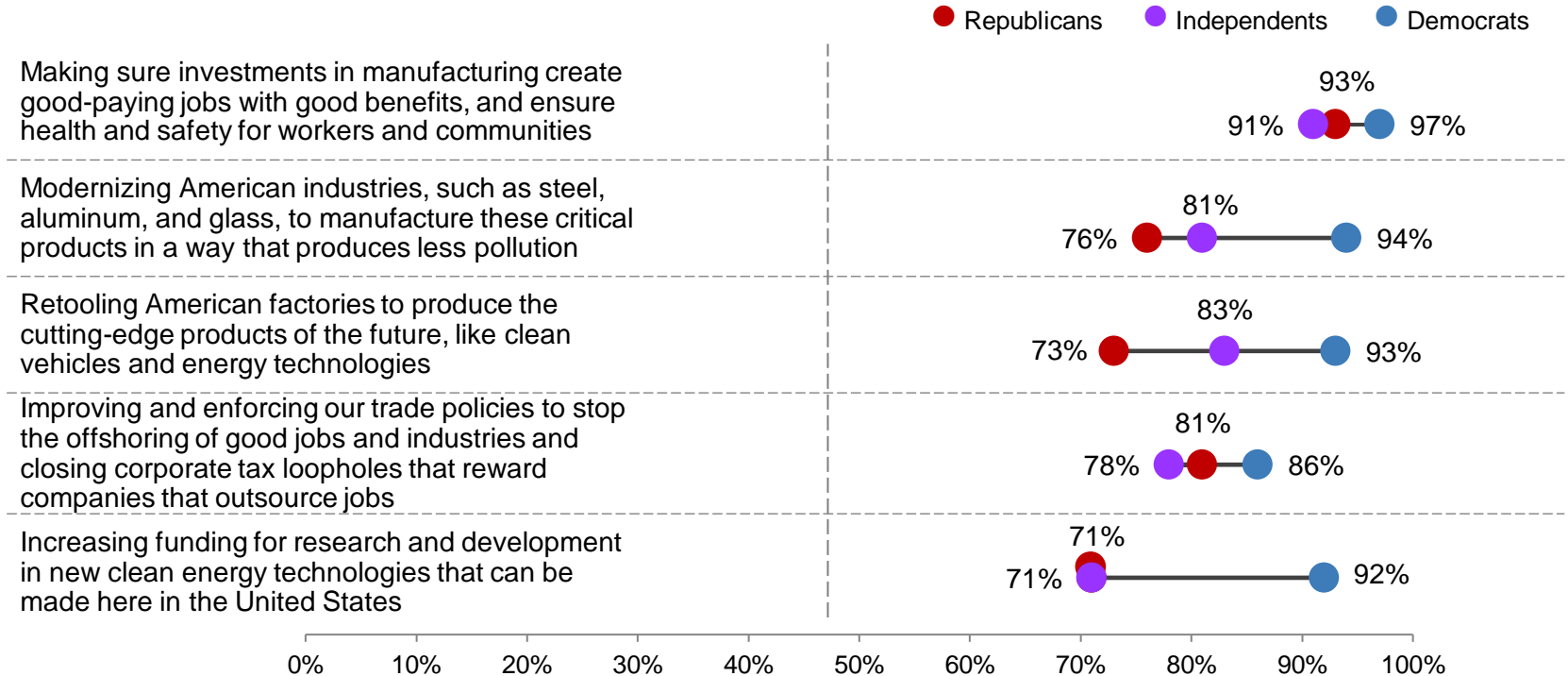
■ Very favorable

■ Somewhat favorable



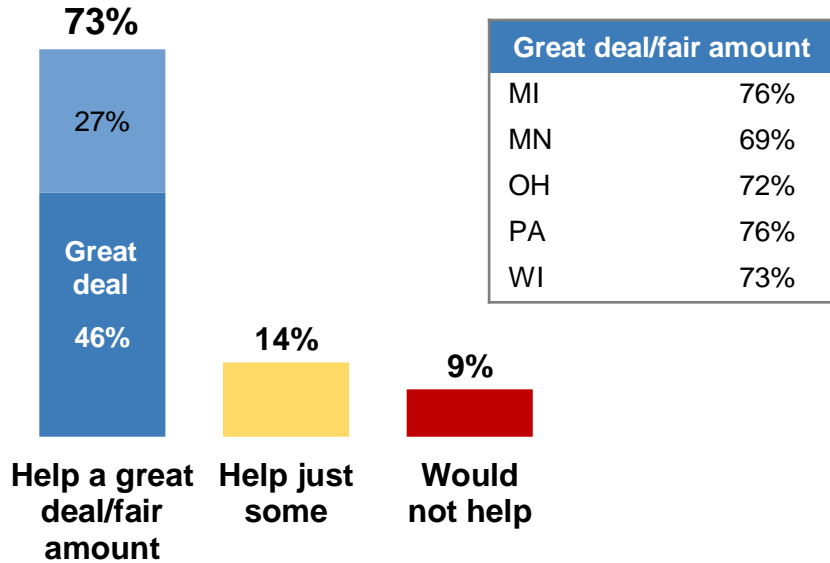
Majorities across party lines are favorable toward each element of the plan.

Proportions Who Have a FAVORABLE Impression of Plan Elements

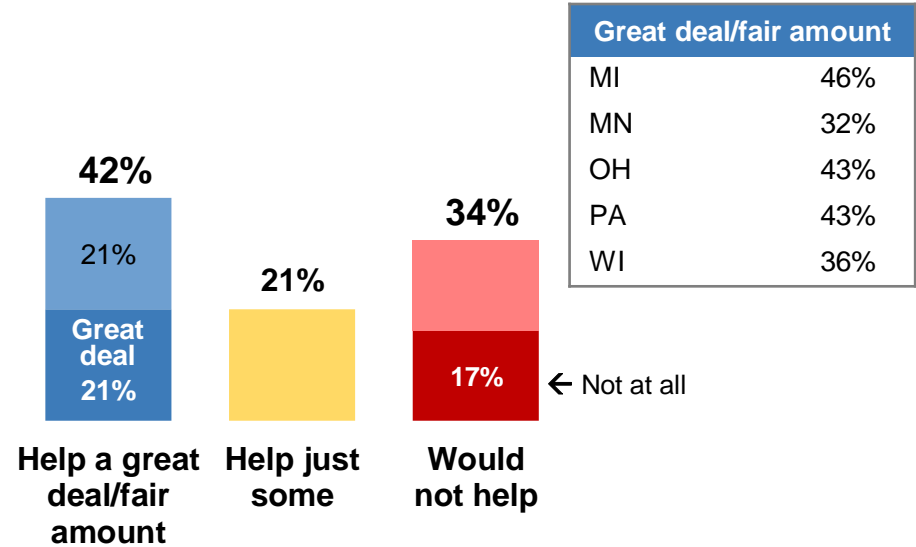


Voters believe the manufacturing plan would have a positive economic impact in their state, and a significant number say it would help them personally.

How much would passing this plan help the economy in your state?



How much would passing this plan help you and your family?



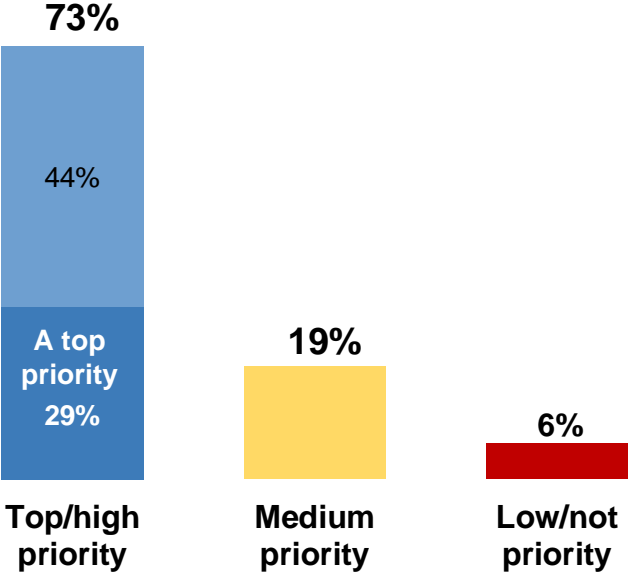
The personal benefits of the manufacturing plan are especially salient for voters without college degrees, voters of color, and union members.

Passing the manufacturing plan would help my family A GREAT DEAL/FAIR AMOUNT

All voters	42%	White women non-college grads	46%
Biden voters	42%	White women college grads	34%
Trump voters	39%	White men non-college grads	44%
White voters	40%	White men college grads	31%
Black voters	56%	VOC non-college grads	55%
City	49%	VOC college grads	42%
Suburb	41%	Union members	54%
Small town/rural area	39%		

Voters want the president and Congress to put a high priority on passing this manufacturing plan.

Thinking about all the pieces of this plan that I just described, how much of a priority should it be for the president and Congress to pass a plan like this?



Top/high priority	
Democrats	86%
Independents	67%
Republicans	62%
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Biden voters	86%
Trump voters	61%
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White non-college grads	71%
White college grads	74%
Black voters	81%
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Union members	81%

Messages that emphasize health and safety on the job and in communities, and corporate accountability have strong resonance across audiences.

<i>Very important reason for passing new manufacturing plan for America</i>		All voters	Voters who need persuasion
COMMUNITIES/ HEALTH/SAFETY	As we work to rebuild the American economy, we have to ensure that investments in manufacturing also protect workers' safety and health on the job and help rebuild safe and healthy communities.	70%	46%
CORPORATE ACCOUNTABILITY	Corporate executives and Wall Street investors have benefited from unfair trade policies and tax loopholes that reward companies for shipping manufacturing jobs overseas. We need a plan that reinvests in American manufacturing and holds companies accountable for creating good American jobs.	70%	51%
GOOD JOBS	Manufacturing has the proven ability to provide pathways into the middle class for millions of workers. We must rebuild and transform American manufacturing and create more permanent good-paying union jobs with better wages, benefits, and safe working conditions that will strengthen families and communities across the country.	63%	35%
COMPETITIVE- NESS	The United States used to lead the world in producing the most advanced technologies, but other countries are rushing to capture the benefits of a clean economy. The United States must act now to build the clean technologies of the future here in our country, or risk losing the jobs of tomorrow to countries like China.	62%	35%
EQUITY	Some communities and some industries were hit harder than others by bad trade deals and the offshoring of good jobs. The same is true of the economic crisis due to the coronavirus. Recovery investments should prioritize industries and workers impacted most while building up the hardest hit communities, including low-income and communities of color.	60%	30%
CLIMATE	Industrial pollution is one of the fastest growing sources of greenhouse gas emissions. But it doesn't have to be that way. We have a plan that can rebuild and retool American manufacturing, so that factories continue to produce goods here at home while releasing less pollution while doing it.	59%	30%

Democratic target groups also find messages about equity and climate compelling.

<i>Very important reason for passing new manufacturing plan for America</i>	Biden voters	Black voters	Voters age 18 to 34
COMMUNITIES/HEALTH/SAFETY	81%	73%	67%
CORPORATE ACCOUNTABILITY	77%	71%	62%
GOOD JOBS	75%	77%	64%
COMPETITIVENESS	74%	74%	57%
EQUITY	77%	80%	63%
CLIMATE	79%	71%	58%

Midwestern voters also overwhelmingly support giving preference to job-producing companies that produce less carbon pollution when awarding government contracts.

Some people have proposed that when awarding contracts for big projects, such as bridges and big highway projects, the government should give a preference to companies that create jobs here in the United States and produce less carbon pollution.

