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**
- Men: 47%
- Women: 53%

**AGE**
- 65/older: 24%
- 50 to 64: 22%
- 35 to 49: 28%
- 18 to 34: 25%

**EDUCATION**
- High school grad/less: 27%
- Some college: 32%
- College grad: 25%
- Postgrad: 14%

**RACE**
- White: 84%
- Black/AA: 10%
- Hispanic: 3%
- Asian/other: 2%

**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**
- **Democrats**: 41%
- **Republicans**: 42%
- **Independents**: 17%

**2020 VOTE FOR PRESIDENT**
- **Joe Biden**: 48%
- **Donald Trump**: 48%
- **Hawkins/Jorgensen**: 2%

(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.

- **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:**
  - Very important: 71%
  - Fairly important: 15%
  - Total: 86%

- **Repairing and modernizing America’s aging infrastructure, including our transportation systems, energy systems, water and sewage systems, and telecommunications networks:**
  - Very important: 69%
  - Fairly important: 14%
  - Total: 83%

- **Transitioning our economy to clean and renewable energy sources, such as wind and solar, and modernizing the electricity grid:**
  - Very important: 51%
  - Fairly important: 14%
  - Total: 65%

Rebuilding the Economy: A Manufacturing Plan for America – November 2020
Rebuilding manufacturing is a high priority across audiences.

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

<table>
<thead>
<tr>
<th></th>
<th>Rebuilding and retooling American manufacturing</th>
<th>Repairing and modernizing America’s aging infrastructure</th>
<th>Transitioning our economy to clean and renewable energy</th>
</tr>
</thead>
<tbody>
<tr>
<td>All voters</td>
<td>71%</td>
<td>69%</td>
<td>51%</td>
</tr>
<tr>
<td>Biden voters</td>
<td>75%</td>
<td>80%</td>
<td>75%</td>
</tr>
<tr>
<td>Trump voters</td>
<td>70%</td>
<td>59%</td>
<td>26%</td>
</tr>
<tr>
<td>White voters</td>
<td>71%</td>
<td>68%</td>
<td>48%</td>
</tr>
<tr>
<td>Black voters</td>
<td>75%</td>
<td>77%</td>
<td>71%</td>
</tr>
<tr>
<td>MI</td>
<td>73%</td>
<td>71%</td>
<td>50%</td>
</tr>
<tr>
<td>MN</td>
<td>65%</td>
<td>61%</td>
<td>45%</td>
</tr>
<tr>
<td>OH</td>
<td>70%</td>
<td>72%</td>
<td>54%</td>
</tr>
<tr>
<td>PA</td>
<td>75%</td>
<td>72%</td>
<td>54%</td>
</tr>
<tr>
<td>WI</td>
<td>70%</td>
<td>59%</td>
<td>49%</td>
</tr>
</tbody>
</table>
Manufacturing jobs are overwhelmingly seen as high-quality jobs and important for the future of the Industrial Midwest.

**Overall View of Manufacturing Jobs**

- Good jobs that help support families and strengthen communities: 93%

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

- **Very important**
  - MI: 75%
  - MN: 52%
  - OH: 69%
  - PA: 69%
  - WI: 72%
  - Biden voters: 59%
  - Trump voters: 78%

- **Very/fairly important**
  - Union members: 75%

- **Just somewhat/not important**
  - 13%
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.

<table>
<thead>
<tr>
<th>Most Important Priority for Rebuilding our Economy</th>
<th>Biden voters</th>
<th>Trump voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rebuilding and retooling American manufacturing</td>
<td>44%</td>
<td>28%</td>
</tr>
<tr>
<td>Repairing and modernizing America’s infrastructure</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Transitioning our economy to clean and renewable energy sources</td>
<td>23%</td>
<td>39%</td>
</tr>
</tbody>
</table>
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?

83%

Very important

19%

Just somewhat/not important

Very/fairly important

Democrats: 72%
Independents: 62%
Republicans: 57%

Biden voters: 70%
Trump voters: 53%

White non-college grads: 63%
White college grads: 67%
Black voters: 76%

Union members: 70%

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.

<table>
<thead>
<tr>
<th>Component</th>
<th>Very favorable</th>
<th>Somewhat favorable</th>
<th>Total Favorable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increasing funding for research and development in new clean energy technologies</td>
<td>81%</td>
<td>14%</td>
<td>95%</td>
</tr>
<tr>
<td>Modernizing American industries, such as steel, aluminum, and glass, to manufacture these critical products in a way that produces less pollution</td>
<td>62%</td>
<td>22%</td>
<td>84%</td>
</tr>
<tr>
<td>Retooling American factories to produce the cutting-edge products of the future, like clean vehicles and energy technologies</td>
<td>59%</td>
<td>24%</td>
<td>83%</td>
</tr>
<tr>
<td>Improving and enforcing trade policies to stop offshoring good jobs and industries, closing corporate tax loopholes that reward companies that outsource jobs</td>
<td>65%</td>
<td>17%</td>
<td>82%</td>
</tr>
<tr>
<td>Making sure investments in manufacturing create good-paying jobs with good benefits, and ensure health and safety for workers and communities</td>
<td>58%</td>
<td>23%</td>
<td>81%</td>
</tr>
</tbody>
</table>
Majorities across party lines are favorable toward each element of the plan.

Proportions Who Have a FAVORABLE Impression of Plan Elements

- Making sure investments in manufacturing create good-paying jobs with good benefits, and ensure health and safety for workers and communities
  - Republicans: 93%
  - Independents: 91%
  - Democrats: 97%

- Modernizing American industries, such as steel, aluminum, and glass, to manufacture these critical products in a way that produces less pollution
  - Republicans: 76%
  - Independents: 81%
  - Democrats: 94%

- Retooling American factories to produce the cutting-edge products of the future, like clean vehicles and energy technologies
  - Republicans: 73%
  - Independents: 83%
  - Democrats: 93%

- Improving and enforcing our trade policies to stop the offshoring of good jobs and industries and closing corporate tax loopholes that reward companies that outsource jobs
  - Republicans: 78%
  - Independents: 81%
  - Democrats: 86%

- Increasing funding for research and development in new clean energy technologies that can be made here in the United States
  - Republicans: 71%
  - Independents: 71%
  - Democrats: 92%

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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?**

- **Great deal/fair amount**
  - MI: 76%
  - MN: 69%
  - OH: 72%
  - PA: 76%
  - WI: 73%

- **Help a great deal/fair amount**: 46%
- **Help just some**: 21%
- **Would not help**: 14%

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

- **Great deal/fair amount**
  - MI: 46%
  - MN: 32%
  - OH: 43%
  - PA: 43%
  - WI: 36%

- **Help a great deal/fair amount**: 21%
- **Help just some**: 21%
- **Would not help**: 17% (Not at all)**
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?

<table>
<thead>
<tr>
<th>Priority Level</th>
<th>公布</th>
<th>Democrats</th>
<th>Independents</th>
<th>Republicans</th>
<th>Biden voters</th>
<th>Trump voters</th>
<th>White non-college grads</th>
<th>White college grads</th>
<th>Black voters</th>
<th>Union members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top/high priority</td>
<td>73%</td>
<td>86%</td>
<td>67%</td>
<td>62%</td>
<td>86%</td>
<td>61%</td>
<td>71%</td>
<td>74%</td>
<td>81%</td>
<td>81%</td>
</tr>
<tr>
<td>Medium priority</td>
<td>44%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low/not priority</td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

19% | 6%
Messages that emphasize health and safety on the job and in communities, and corporate accountability have strong resonance across audiences.

<table>
<thead>
<tr>
<th>Very important reason for passing new manufacturing plan for America</th>
<th>All voters</th>
<th>Voters who need persuasion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMUNITIES/HEALTH/SAFETY</strong></td>
<td>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.</td>
<td>70%</td>
</tr>
<tr>
<td><strong>CORPORATE ACCOUNTABILITY</strong></td>
<td>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.</td>
<td>70%</td>
</tr>
<tr>
<td><strong>GOOD JOBS</strong></td>
<td>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.</td>
<td>63%</td>
</tr>
<tr>
<td><strong>COMPETITIVE-NESS</strong></td>
<td>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.</td>
<td>62%</td>
</tr>
<tr>
<td><strong>EQUITY</strong></td>
<td>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.</td>
<td>60%</td>
</tr>
<tr>
<td><strong>CLIMATE</strong></td>
<td>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.</td>
<td>59%</td>
</tr>
</tbody>
</table>
Democratic target groups also find messages about equity and climate compelling.

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

![support_oppose_proposal_graph]

<table>
<thead>
<tr>
<th></th>
<th>Total support</th>
<th>Strongly support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biden voters</td>
<td>94%</td>
<td>71%</td>
</tr>
<tr>
<td>Trump voters</td>
<td>82%</td>
<td>50%</td>
</tr>
<tr>
<td>White voters</td>
<td>86%</td>
<td>58%</td>
</tr>
<tr>
<td>Black voters</td>
<td>88%</td>
<td>60%</td>
</tr>
<tr>
<td>Union members</td>
<td>90%</td>
<td>66%</td>
</tr>
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</table>