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Equipment Manufacturers

# Association of Equipment Manufacturers

July 2020

### Methodology

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SLIDE / 2

#### **National Methodology Statements**

This deck contains analysis of two separate, national surveys conducted by Morning Consult on behalf of AEM in January and July 2020. Trends are reflected where applicable.

**January National Survey Methodology:** This poll was conducted between January 02-03, 2020 among a national sample of 2,025 Registered Voters. The interviews were conducted online, and the results were weighted to approximate the population based on age, gender, race, educational attainment, and region. Results from the full survey have a margin of error of +/-2%.

**July National Survey Methodology:** This poll was conducted between July 07-09, 2020 among a national sample of 1,993 Registered Voters. The interviews were conducted online, and the results were weighted to approximate the population based on age, gender, race, educational attainment, and region. Results from the full survey have a margin of error of  $\pm$ 

### **Key Points**

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SLIDE / 3

### US voters give both presidential candidates poor marks on manufacturing.

 Nationally, 50% of registered voters rate President Trump's job supporting the manufacturing industry in office as *just fair/poor*. Democratic candidate Joe Biden's predicted performance on that front is also rated negatively, with 44% saying he would do *just fair/poor* supporting the industry.

# 2 Relative to other issue areas, the importance of candidates' stances on <u>manufacturing</u> has increased the most since January.

- 81% of voters indicate in July that manufacturing is important to their vote choice compared to 76% in January.
- 3 92% of surveyed voters said that manufacturing is critical or important to the economy, while 93% said it is critical or important to the job market.
  - Compared to January 2020, 8% more registered voters view the role of manufacturing as *critical* to the U.S. economy.
  - Much like the public's views on the role of manufacturing on the U.S. economy, the share of those describing the industry as *critical* to the country's job market has increased 5% since January.

- Over a third (36%) of registered U.S. voters say they work in manufacturing or have a family or friend who does.
  - 15% of U.S. voters say they lost a manufacturing job recently or know someone who has.
  - 24% of Michigan voters, 18% of Ohio voters, 15% of Pennsylvania voters, 12% of Wisconsin voters, and 15% of Texas voters report losing a manufacturing job recently or know someone who recently has.

9 out of 10 of registered voters believe it is <u>important</u> for elected officials to support American manufacturers amid the difficulties brought about by the COVID-19 pandemic.

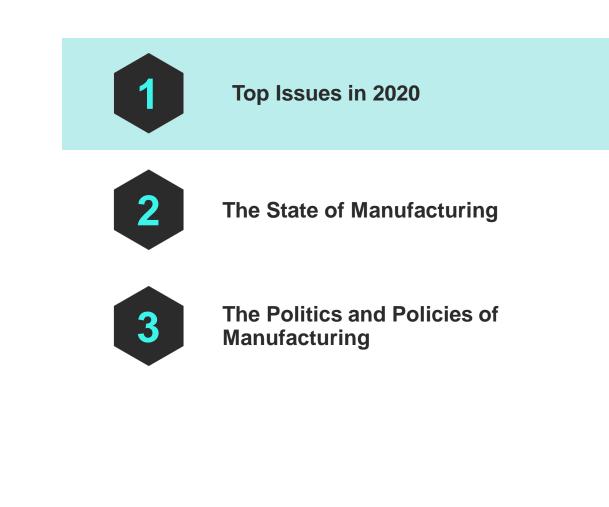
5

- 66% of registered voters believe it is very important for elected officials to support manufacturers amid the difficulties brought about by the COVID-19 pandemic.
- 69% of Ohio voters believe it is very important for elected officials to support manufacturers during the economic fallout of the coronavirus pandemic.
- 68% of Michigan voters believe it is very important for elected officials to support manufacturers during the economic fallout of the coronavirus pandemic.

Contents

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SLIDE / 4



### Top Issues in 2020 U.S. Registered Voters

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SLIDE / 5

Healthcare and the economy remain the top two issue areas shaping the public's voting decisions in the 2020 presidential election. <u>Manufacturing saw the largest increase in perceived importance since January (+5%)</u>, while climate change saw the largest decrease (-5%).

Thinking about the 2020 presidential election, how important are each of the following issue areas when casting your vote for president?

#### U.S. Registered Voters

■ Very important ■ Somewhat important ■ Not too important ■ Not important at all ■ Don't know/No opinion July 20 Jan 20 Healthcare 72% 22% 94% 93% 3% 77% 3% 93% 95% The Economy 16% 62% 28% **5%** 3% 90% 89% Education 70% 17% 7% 3% 87% n/a Coronavirus. Immigration 53% 33% 8% 3%4% 86% 83% 85% 85% Foreign Policy 46% 39% **7%2%5%** Seniors' Issues 50% 35% 8% 4% 85% 84% 43% 40% 83% 83% Trade Policv 9% 6% 6%3% 81% 79% **Gun Policy** 53% 28% 11% Manufacturing 43% 11% 2%6% 81% 76% 38% 43% 37% 10% 2% 8% 80% 80% Infrastructure Social Justice 50% 28% 10% 6% 5% 78% n/a Women's Issues 44% 33% 77% 74% 14% 5%4% **Opioid Epidemic** 5% 6% 74% 72% 36% 38% 14% Climate Change 47% 25% 14% 11% 4% 72% 67%

Ranked by "Total Important"

Total important

**JAN 2020** 

**Top Issues** in 2020 Michigan Registered Voters

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SLIDE / 6

#### In January, healthcare edged out on the economy as the top issue for Michigan voters, with 69% of RVs in the state rating healthcare as a very *important* issue compared to 63% rating the economy as such.

Thinking about the 2020 presidential election, how important are each of the following issue areas when casting your vote for president?

#### **Michigan Registered Voters**

Very important	Somewhat important	Not too important	Not important	tatall ∎Don't k	mow/No opinion	Total Important
Healthcare		69%		239	<mark>// 4%</mark> 3%	92%
The Economy		63%		<b>29%</b>	<mark>5%</mark> 3%	92%
Education		55%		34%	<mark>5%</mark> 3%	89%
Seniors' Issues	45%	, o	4	0%	<mark>8%</mark> 4%	85%
Immigration	48	%		36%	<mark>9%</mark> 4%	84%
Foreign Policy	40%		41%		<b>8%</b> 8%	81%
Trade Policy	36%		43%		<mark>12% 3%</mark> 7%	79%
Manufacturing	31%		46%		14% 7%	77%
Gun Policy	49	%	28%	⁄a <mark>1</mark> (	<mark>)%</mark> 9% 4%	77%
Infrastructure	38%		37%	11	<mark>%</mark> 12%	75%
Women's Issues	36%		38%	1	<mark>7% 5%</mark> 4%	74%
Opioid Epidemic	35%		38%	16%	<mark>/ 5%</mark> 7%	73%
Climate Change	46%	6	23%	12%	13% 5%	69%
Impeachment	34%	21%	<mark>6 11%</mark>	28	% 5%	55%

Ranked by "Total Important"

**JULY 2020** 

Top Issues in 2020 Michigan Registered Voters

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SLIDE / 7

Six-percent more Michiganders rated manufacturing as *very important* to their presidential voting decision in July than in January, and overall importance has remained stable at 77%. However, it has been overtaken by other issues like gun policy and infrastructure.

Thinking about the 2020 presidential election, how important are each of the following issue areas when casting your vote for president?

#### **Michigan Registered Voters**

Total ■ *Very important* ■ *Somewhat important* ■ *Not too important* ■ *Not important at all* ■ *Don't know/No opinion* Important Healthcare 67% 26% <mark>3%</mark>3% 93% <mark>3% 2</mark>% The Economy 71% 20% 91% Education 51% 39% 5% 3% 90% Trade Policy 39% 47% 8% 5% 86% 3% Coronavirus. 65% 19% 10% 84% 41% 10% 4% Foreign Policy 43% 84% **5%**4% **Gun Policy** 49% 32% 10% 81% 45% 11% 4% Immigration 36% 81% 5% 5% 53% 27% Social Justice 9% 80% Seniors' Issues 42% 37% 6% 10% 79% **10% 2%** 10% Infrastructure 38% 40% 78% Women's Issues 46% 31% 11% **6% 7%** 77% Manufacturing 37% 37% 16% 9% 69% 33% 37% 15% 6% 10% **Opioid Epidemic** 70% **Climate Change** 46% 21% 13% 13% 7% 67%

Ranked by "Total Important"

JAN 2020

Top Issues in 2020 Ohio Registered Voters

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SLIDE / 8

# Healthcare also edged out the economy as the top important issue in Ohio in the January survey.

Thinking about the 2020 presidential election, how important are each of the following issue areas when casting your vote for president?

#### **Ohio Registered Voters**

Total ■ Very important ■ Somewhat important ■ Not too important ■ Not important at all ■ Don't know/No opinion Important 95% Healthcare 71% 24% 3% 92% <mark>3%</mark>4% The Economy 66% 26% 90% 57% **5%3%** Education 33% 7% 3%4% 86% Seniors' Issues 46% 40% 80% 3% 7% Foreign Policy 38% 42% 9% Immigration 48% 33% 10% 4%5% 81% Trade Policy 34% 45% 14% 6% 79% **Gun Policy** 47% 30% 10% 8% 4% 77% Manufacturing 29% 48% 12% 3% 9% 77% **Opioid Epidemic** 42% 34% 10% 7% 7% 76% Women's Issues 35% 40% 15% <u>6%</u> 5% 75% 11% 38% 3% 11% Infrastructure 36% 74% **Climate Change** 44% 24% 16% 11% 5% 68% Impeachment 35% 13% 15% 30% 7% 48%

Ranked by "Total Important"

**JULY 2020** 

**Top Issues** in 2020 **Ohio Registered** Voters

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SLIDE / 9

#### Total importance of manufacturing among Ohio RVs rose to 82% in July, up 5% from January. The economy surpassed healthcare as the top issue over that span as well.

Thinking about the 2020 presidential election, how important are each of the following issue areas when casting your vote for president?

#### **Ohio Registered Voters**

Very important	Somewhat important Not too impo	ortant 🛛 Not important a	t all Don't	know/No opi	inion Total
					Important
The Economy	75%	)		19%	<mark>3%</mark> % 94%
Healthcare	65%		26%	6	<mark>% 1</mark> 9 91%
Education	57%		28%	9%	3% 85%
Coronavirus.	. 67%		17%	7%	<mark>2</mark> % 84%
Foreign Policy	45%	37%		9%	5% 82%
Manufacturing	39%	43%		13%	3% 82%
Seniors' Issues	52%	29	%	14%	<mark>3%</mark> 3% 81%
Infrastructure	37%	42%		9% 1	0% 79%
Immigration	45%	33%		14% 5	<mark>%3</mark> % 78%
Trade Policy	37%	41%		12%	7% 78%
Gun Policy	47%	27%	1	5% 6%	<mark>6</mark> 4% 74%
Women's Issues	39%	34%	15%	% <mark>9</mark> %	4% 73%
Social Justice	43%	30%	13%	0	4% 69%
Opioid Epidemic	35%	34%	16%	8%	7% 69%
Climate Change	41%	21%	20%	14%	4% 62%

Ranked by "Total Important"

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**JAN 2020** 

Top Issues in 2020 Pennsylvania Registered Voters

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SLIDE / 10

# In January, the state assigning the highest level of importance to manufacturing as an issue area was Pennsylvania, with 80% of voters rating it as *very important*.

Thinking about the 2020 presidential election, how important are each of the following issue areas when casting your vote for president?

#### **Pennsylvania Registered Voters**

■ Very important	Somewhat important	ot too important	Not important at	all Don't kno	w/No opinion	Iotal Important
The Economy	72%				% <mark>3%</mark>	96%
Healthcare		75%		20	)% <mark>4%</mark>	95%
Foreign Policy	46%		42	%	7% 3%	88%
Education	58	8%		28%	<mark>10% 3%</mark>	86%
Immigration	51%		34	4%	<mark>11% 4%</mark>	85%
Seniors' Issues	559	%		29%	12%	84%
Infrastructure	39%		43%		9% 7%	82%
Trade Policy	34%		48%		<mark>14%</mark> 4%	82%
Manufacturing	32%		48%		<mark>14%</mark> 4%	80%
Gun Policy	55%	6	25	% 1	3% 7%	80%
Women's Issues	41%		37%	1:	8% 8%	78%
Opioid Epidemic	40%		34%	19	<mark>% 5%</mark>	74%
Climate Change	46%		24%	16%	14%	70%
Impeachment	34%	17%	15%	31%		51%
				Ranked h	v "Total Important"	

Ranked by "Total Important"

Total

JULY 2020

Top Issues in 2020 Pennsylvania Registered Voters

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SLIDE / 11

#### In terms of importance to voters, manufacturing has lost some ground in Pennsylvania since January, with 76% *total importance* now compared to 80% on the previous ask.

Thinking about the 2020 presidential election, how important are each of the following issue areas when casting your vote for president?

#### **Pennsylvania Registered Voters**

■ Very important	■ Somewhat important ■ No	t too important	■ Not important at a	ll ∎Don't knou	v/No opinion	Total Important
Healthcare		73%		22%	<mark>% 3%</mark>	95%
The Economy		70%		22%	5%	92%
Education	62	2%		30%	7%	92%
Coronavirus.		69%		18%	9% <mark>2</mark> %	87%
Seniors' Issues	43%		40%		15% 1 <mark></mark> 9	83%
Foreign Policy	41%		42%		9% 7%	83%
Immigration	45%		37%	11	1% <mark>3%</mark> 5%	82%
Social Justice	45%		36%	7%	<b>5%</b>	81%
Gun Policy	51%		29%	12	% <mark>5%</mark> 3%	80%
Infrastructure	36%		44%	100	<mark>%</mark> 7%	80%
Manufacturing	34%		42%	19	% <mark>3</mark> %	76%
Trade Policy	31%		45%	13%	<mark>3%</mark> 7%	76%
Women's Issues	33%		42%	200	% <mark>1</mark> 9	69%
Climate Change	48%		21%	18%	12% 2%	69%
Opioid Epidemic	27%	41	%	21%	<mark>6%</mark> 5%	68%

Ranked by "Total Important"

**JAN 2020** 

**Top Issues** in 2020 Wisconsin Registered Voters

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SLIDE / 12

#### In Wisconsin, healthcare also edged out the economy for the top issue spot in January, with 73% of Wisconsin voters saying healthcare would be a very *important* issue area when deciding who to vote for in 2020.

Thinking about the 2020 presidential election, how important are each of the following issue areas when casting your vote for president?

Wisconsin Registered Voters

■ Very important	Somewhat important	Not too importai	nt Not important	at all	Don't know/N	Vo opinion	Total Important
Healthcare		73%			21%	3%	94%
The Economy		68%			24%	<mark>3%</mark> 4%	92%
Seniors' Issues	51%	, D		32%	10	<mark>% 3%</mark> 4%	83%
Trade Policy	35%		48%		109	<mark>%</mark> 7%	83%
Education	45%		37%	/o	11	<mark>% 5</mark> %	82%
Foreign Policy	44%		38%	0		8%	82%
Immigration	48%		30%	/₀	13%	<mark>4%</mark> 4%	78%
Manufacturing	32%		44%		14%	8%	76%
Gun Policy	49%		26%		15%	<mark>6% 4</mark> %	75%
Infrastructure	37%		35%		13%	13%	72%
Opioid Epidemic	37%		35%		16%	7% 5%	72%
Women's Issues	28%		42%		19%	7% 4%	70%
Climate Change	44%		20%	17%	16	<mark>% 4</mark> %	64%
Impeachment	26%	21%	19%		28%	7%	47%

Ranked by "Total Important"

**JULY 2020** 

**Top Issues** in 2020 Wisconsin Registered Voters

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SLIDE / 13

#### Perceived importance of manufacturing issues has risen among Wisconsin voters since January, from 76% to 80% total importance.

Thinking about the 2020 presidential election, how important are each of the following issue areas when casting your vote for president?

**Wisconsin Registered Voters** 

Total ■ *Very important* ■ *Somewhat important* ■ *Not too important* ■ *Not important at all* ■ *Don't know/No opinion* Important Т

The Economy	70%				27%	<mark>3%</mark> %
Healthcare		71%		22%	<mark>4%1</mark> %	
Education	45%		4	2%	99	<mark>% 1</mark> 9
Coronavirus		64%		21%	11	<mark>% 1</mark> 9
Foreign Policy	33%		<b>50%</b>		10%	4%
Seniors' Issues	42%		40%	) )	11%	4%
Trade Policy	27%		55%		11%	<mark>3%</mark> 5%
Manufacturing	31%		49%			4%
Immigration	45%		33%		14%	<mark>5%</mark> 3%
Infrastructure	28%		47%		13%	9%
Social Justice	43%		32%	1	4% 8	<mark>3% 4</mark> %
Women's Issues	36%		38%		16%	<mark>7% 3</mark> %
Gun Policy	43%		30%	1	7%	4%
Climate Change	44%		26%	16%	5 1	4% 1 <mark></mark> 9
Opioid Epidemic	23%	4	46%	179	/o 8º	<mark>% 5</mark> %

Ranked by "Total Important"

JULY 2020

Top Issues in 2020 Texas Registered Voters

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SLIDE / 14

Manufacturing is rated lowest in *total importance* among Texas voters than those in any other state oversampled – 71%. Covid-19 was rated by 75% of Texans as *very important*, more than any other issue.

Thinking about the 2020 presidential election, how important are each of the following issue areas when casting your vote for president?

#### **Texas Registered Voters**

Total ■ *Very important* ■ *Somewhat important* ■ *Not too important* ■ *Not important at all* ■ *Don't know/No opinion* Important 93% The Economy 73% 20% **2%**3% Healthcare 63% 29% 92% 3% 87% 6% 3% Education 59% 28% 3% 75% 12% 6% 87% Coronavirus. 6% Foreign Policy 42% 38% 11% 80% 3% Immigration 55% 24% 10% 79% 45% **3%**4% Seniors' Issues 34% 14% 79% 37% 13% 6% Trade Policy 40% 77% 8% 4% **Gun Policy** 52% 24% 11% 76% Women's Issues 4% 39% 37% 13% 76% Social Justice 45% 31% 9% 11% 4% 76% Manufacturing 28% 43% 5% 6% 18% 71% Infrastructure 32% 38% 18% 7% 70% **Opioid Epidemic** 32% 33% 19% 9% 8% 65% **Climate Change** 40% 22% 17% 17% 4% 62%

Ranked by "Total Important"

\*There was no state oversample for Texas in January 2020.

### **Top Issues** in 2020 **U.S. Registered Voters**

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SLIDE / 15

#### Republicans, older generations (age 39+), men, and those without a college degree see issues related to manufacturing as particularly salient in terms of evaluating presidential candidates.

Thinking about the 2020 presidential election, how important are each of the following issue areas when casting your vote for president? /// Manufacturing

#### **U.S. Registered Voters**

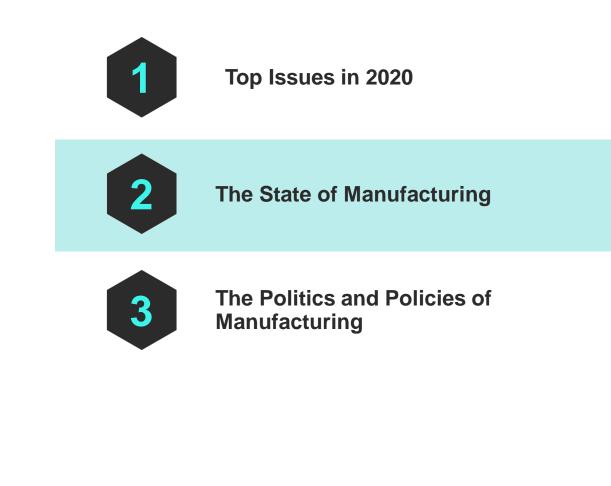
Total ■ Very important ■ Somewhat important ■ Not too important ■ Not important at all ■ Don't know/No opinion Important

Registered Voters	38%	43%	<mark>11% 2</mark> %6%	81%
Gender: Male	42%	44%	<mark>8% 2%</mark> 4%	86%
Gender: Female	34%	42%	13% 8%	76%
Generation Z: 18-22	29%	44%	17% 5% 6%	73%
Millennial: Age 23-38	29%	41%	<mark>16% 3%</mark> 10%	70%
Generation X: Age 39-54	39%	42%	9% 7%	81%
Boomers: Age 55-73	43%	45%	<mark>8%</mark> 3%	88%
PID: Dem (no lean)	34%	46%	<mark>13% 2</mark> %5%	80%
PID: Ind (no lean)	35%	43%	<mark>12% 2</mark> % 8%	78%
PID: Rep (no lean)	44%	41%	<mark>7%</mark> 5%	85%
Educ: < College	40%	40%	10% 7%	8%
Educ: Bachelors degree	33%	49%	<mark>13% 2</mark> %	82%
Educ: Post-grad	35%	49%	<mark>11% 1</mark> %%	84%
Industry: Manufacturing	57%	24%	<mark>12%</mark> 6%	81%

Contents

MORNING CONSULT

SLIDE / 16



The State of Manufacturing U.S. Registered Voters

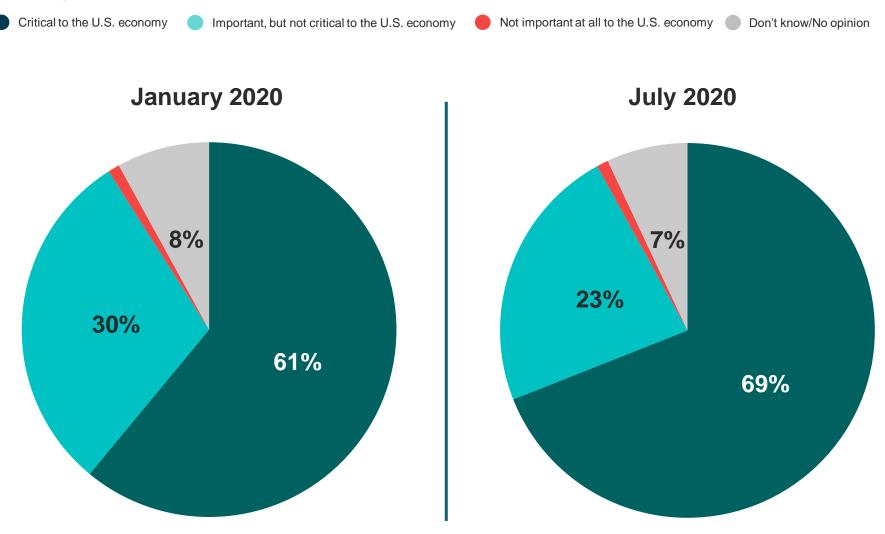
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SLIDE / 17

# Compared to January 2020, 8% more registered voters view the role of manufacturing as *critical* to the U.S. economy. The share of voters that believe manufacturing is *not important* has remained stable.

In thinking about **the role of manufacturing in the U.S.** <u>economy</u>, which of the following comes closest to your view?

#### U.S. Registered Voters



JAN 2020

### The State of Manufacturing

State-Specific Registered Voters

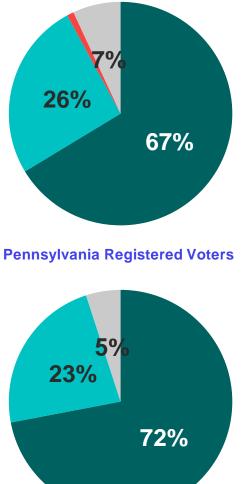


SLIDE / 18

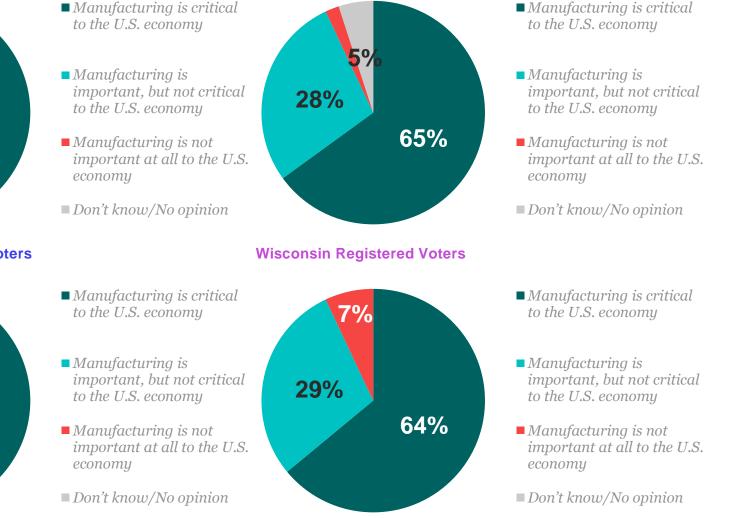
#### Across all state oversamples, the critical role manufacturing plays in the economy was recognized in responses to the January survey.

In thinking about **the role of manufacturing in the U.S.** <u>economy</u>, which of the following comes closest to your view?

Michigan Registered Voters



#### **Ohio Registered Voters**



JULY 2020

### The State of Manufacturing

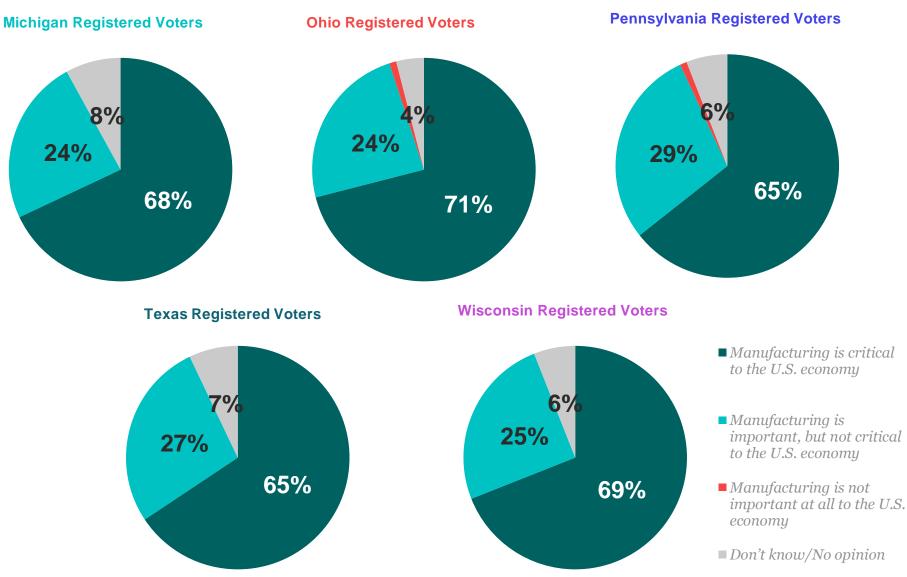
State-Specific Registered Voters

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SLIDE / 19

Perceptions of manufacturing as *critical* to the U.S. economy is down 4% from January in Ohio and Wisconsin, while increasing 5% in Pennsylvania during that time.

In thinking about **the role of manufacturing in the U.S.** <u>economy</u>, which of the following comes closest to your view?



The State of Manufacturing U.S. Registered Voters

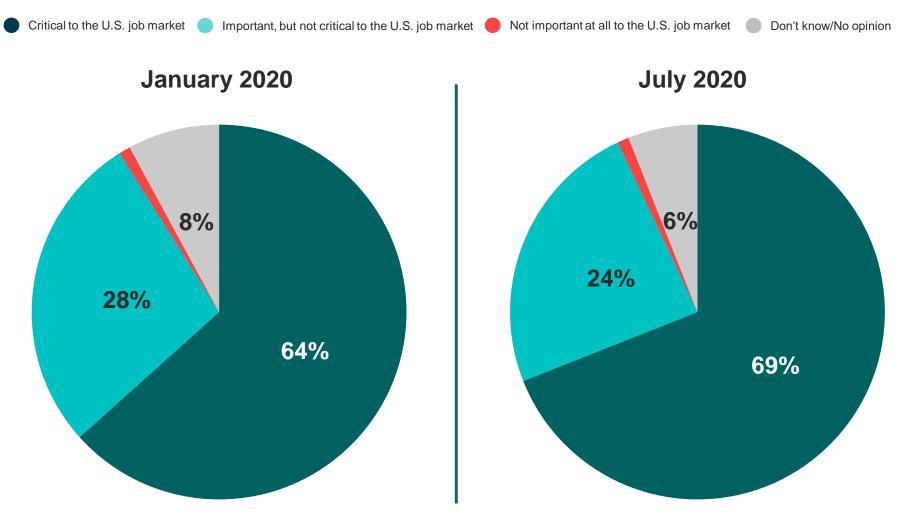
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SLIDE / 20

Similar to the public's views on the role of manufacturing on the U.S. economy, the share of those describing the industry as *critical* to the country's job market has increased 5% since January.

And, in thinking about **the role of manufacturing in the U.S. <u>job market</u>**, which of the following comes closest to your view?

U.S. Registered Voters



**JAN 2020** 

### The State of Manufacturing

**State-Specific Registered Voters** 

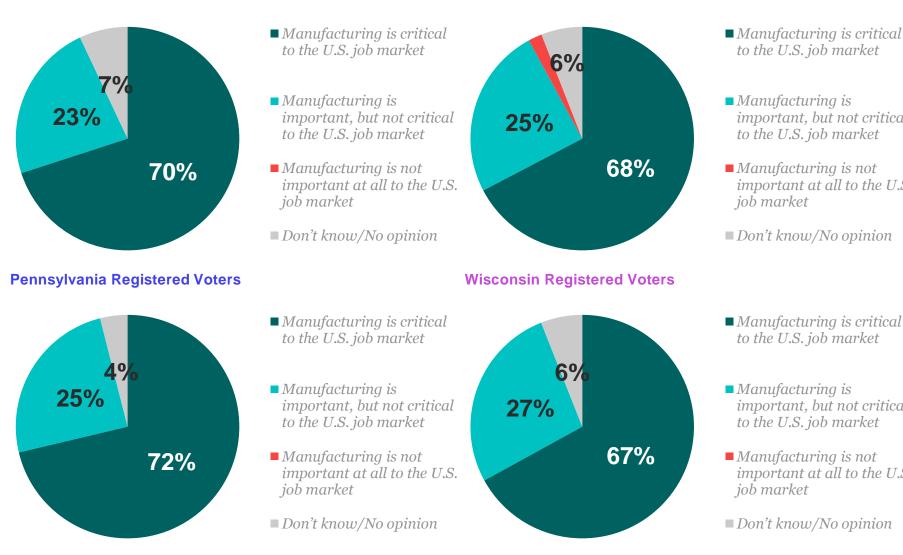


SLIDE / 21

#### In January, 0% of Michigan, Pennsylvania, and Wisconsin voters believed that "manufacturing is not important at all to the U.S. job market." In Ohio, that selection was just 2%.

And, in thinking about the role of manufacturing in the U.S. job market, which of the following comes closest to your view?

**Michigan Registered Voters** 



**Ohio Registered Voters** 

to the U.S. job market

job market

important, but not critical

important at all to the U.S.

job market

important, but not critical

important at all to the U.S.

JULY 2020

### The State of Manufacturing

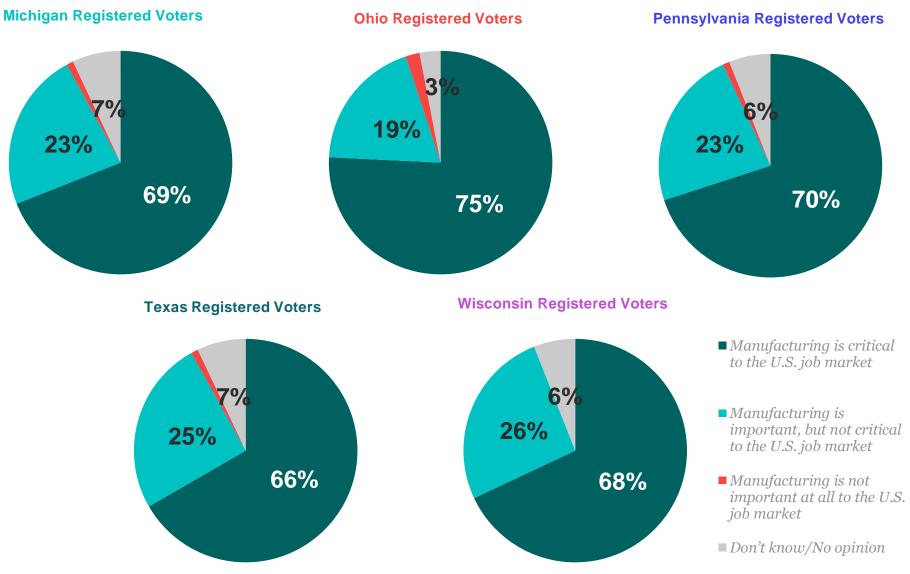
State-Specific Registered Voters

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SLIDE / 22

# Similar to January, low percentages of voters believe that "manufacturing is *not important at all* to the U.S. job market" when asked in July. In Ohio, more voters are now saying manufacturing is *critical to the U.S. job market*.

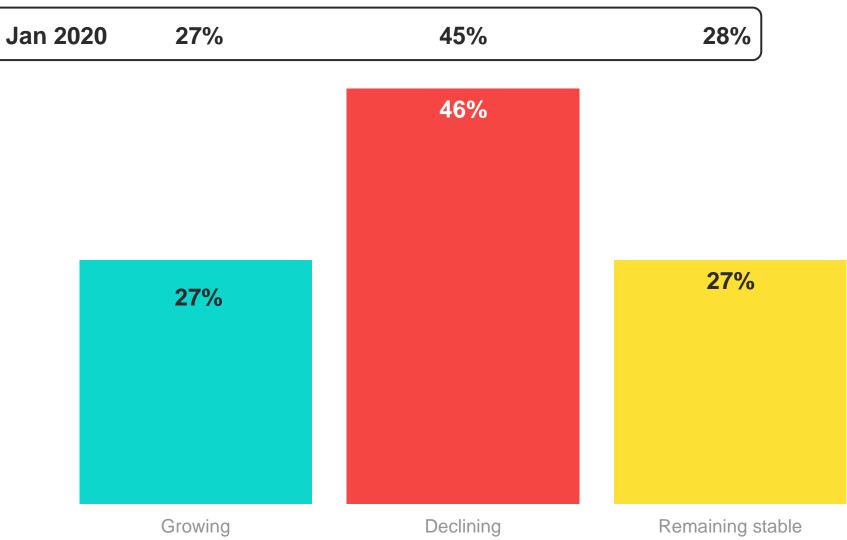
And, in thinking about **the role of manufacturing in the U.S. <u>job market</u>**, which of the following comes closest to your view?



Public opinion on the scale of domestic manufacturing in the U.S. is relatively unchanged compared to January 2020, with 46% seeing it as a sector in decline.

Do you believe that manufacturing in the U.S. is a growing sector, a declining sector, or is it remaining stable?

U.S. Registered Voters



The State of Manufacturing U.S. Registered Voters

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SLIDE / 23

### The State of Manufacturing U.S. Registered Voters

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SLIDE / 24

# Republicans are unique from other demographic groups in that the plurality (40%) of party members believe manufacturing in the U.S. is a *growing sector*.

Do you believe that manufacturing in the U.S. is a growing sector, a declining sector, or is it remaining stable?

#### U.S. Registered Voters

■ *Growing* ■ *Declining* ■ *Remaining stable* 

27%	46%	27%
30%	43%	26%
24%	49%	27%
35%	39%	26%
27%	42%	30%
24%	49%	28%
28%	49%	23%
19%	56%	25%
23%	49%	29%
40%	34%	26%
27%	44%	29%
26%	50%	23%
29%	50%	21%
30%	47%	24%
	30%         24%         35%         27%         24%         24%         24%         24%         24%         24%         24%         24%         24%         24%         24%         24%         24%         24%         24%         28%         19%         40%         27%         26%         29%	30% $43%$ $24%$ $49%$ $35%$ $39%$ $27%$ $42%$ $24%$ $49%$ $24%$ $49%$ $28%$ $49%$ $28%$ $49%$ $19%$ $56%$ $23%$ $49%$ $40%$ $34%$ $27%$ $44%$ $27%$ $50%$ $26%$ $50%$

JAN 2020

### The State of Manufacturing

State-Specific Registered Voters

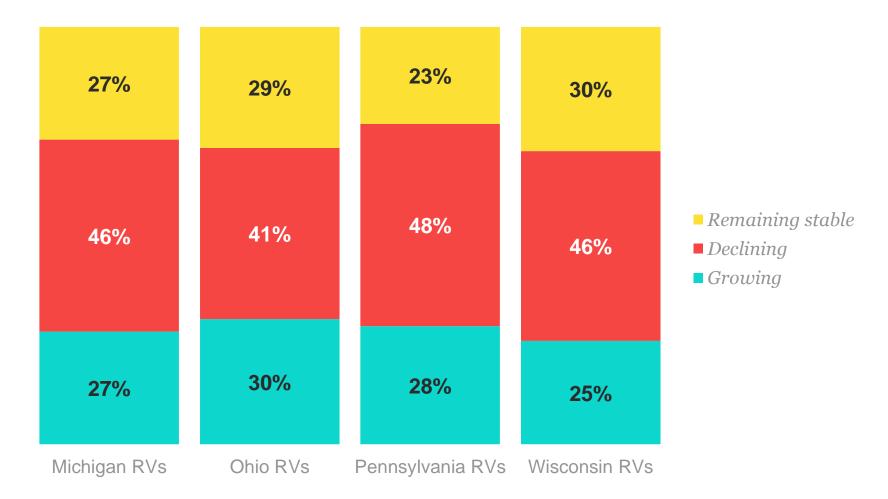
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SLIDE / 25

# In January, a plurality of registered voters in Michigan, Ohio, Pennsylvania, and Wisconsin saw manufacturing in the U.S. as a *declining industry*.

Do you believe that manufacturing in the U.S. is a growing sector, a declining sector, or is it remaining stable?

**State-Specific Registered Voters** 



JULY 2020

### The State of Manufacturing

State-Specific Registered Voters

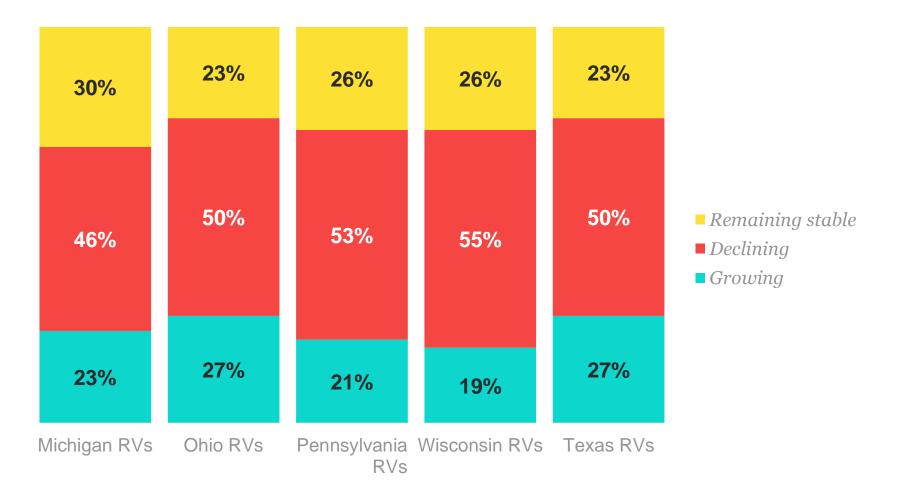
MORNING CONSULT

SLIDE / 26

# In July, more voters across select states believe that manufacturing is declining than growing or remaining stable.

Do you believe that manufacturing in the U.S. is a growing sector, a declining sector, or is it remaining stable?

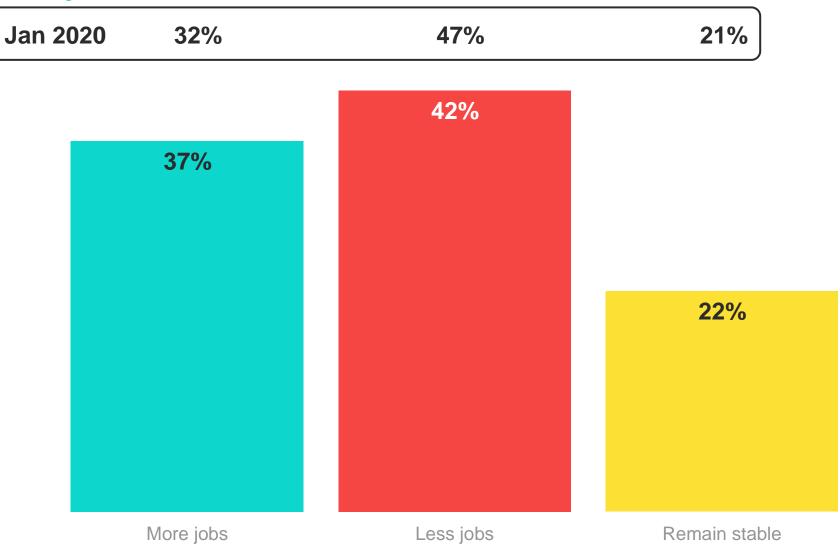
**State-Specific Registered Voters** 



 number of manufacturing jobs to increase in the next five years.

 Thinking about jobs in manufacturing, do you think there will be more or less jobs in manufacturing in the next 5 years, or will the job market remain stable?

U.S. Registered Voters



The public's outlook on the future of manufacturing jobs in the U.S. is more positive now than in January, with 5% more registered voters expecting the

The State of Manufacturing U.S. Registered Voters

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SLIDE / 27

### The State of Manufacturing U.S. Registered Voters

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SLIDE / 28

#### Republicans and those in the manufacturing industry stand out among other groups for the shares among them believing the number of jobs in the industry will <u>increase</u> in the next five years.

Thinking about jobs in manufacturing, do you think there will be more or less jobs in manufacturing in the next 5 years, or will the job market remain stable?

#### **U.S. Registered Voters**

■ More jobs		Less jobs	Remain sto	able
Registered Voters	37%		42%	21%
Gender: Male	41%		39%	19%
Gender: Female	33%		45%	22%
Generation Z: 18-22	34%		42%	25%
Millennial: Age 23-38	37%		39%	23%
Generation X: Age	34%		43%	
Boomers: Age 55-73	39%	43%		18%
PID: Dem (no lean)	26%	53%		22%
PID: Ind (no lean)	33%		45%	22%
PID: Rep (no lean)	53%	6	28%	19%
Educ: < College	39%		39%	22%
Educ: Bachelors	33%		47%	20%
Educ: Post-grad	34%		49%	17%
Industry: Manufacturing	44%		46%	10%

JAN 2020

### The State of Manufacturing

State-Specific Registered Voters

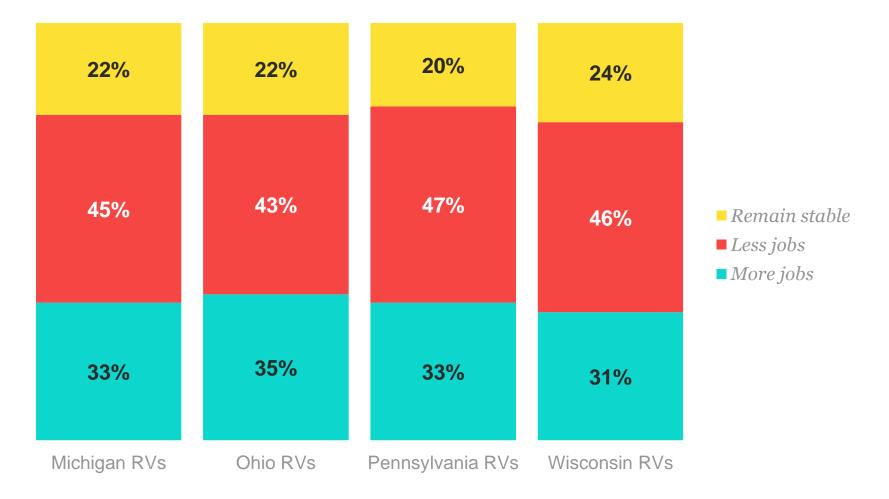
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SLIDE / 29

In January, more Michigan, Ohio, Pennsylvania, and Wisconsin voters believed there would be less manufacturing jobs in five years than those that believed there would be more jobs in five years.

Thinking about jobs in manufacturing, do you think there will be more or less jobs in manufacturing in the next 5 years, or will the job market remain stable?

**State-Specific Registered Voters** 



JULY 2020

### The State of Manufacturing

State-Specific Registered Voters

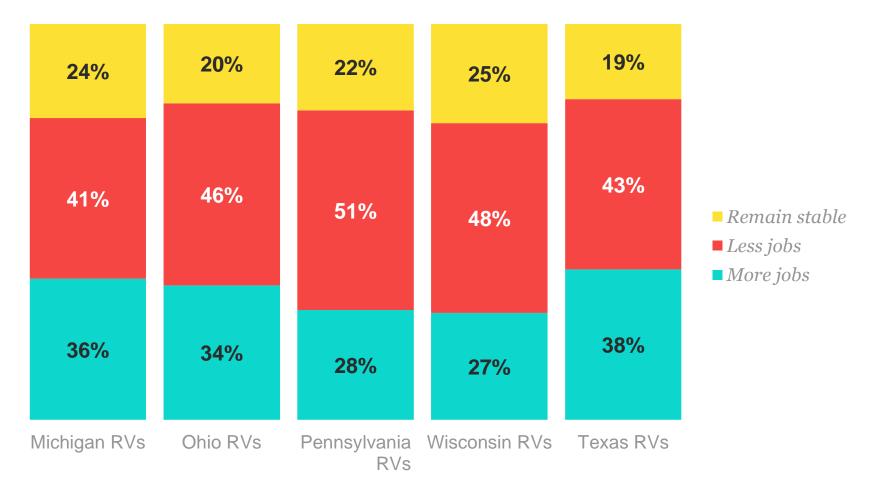
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SLIDE / 30

## Sentiment in July is similar to January- more voters believe there will be less jobs in five years than believe there will be more jobs in five years.

Thinking about jobs in manufacturing, do you think there will be more or less jobs in manufacturing in the next 5 years, or will the job market remain stable?

#### **State-Specific Registered Voters**



The State of Manufacturing U.S. Registered Voters

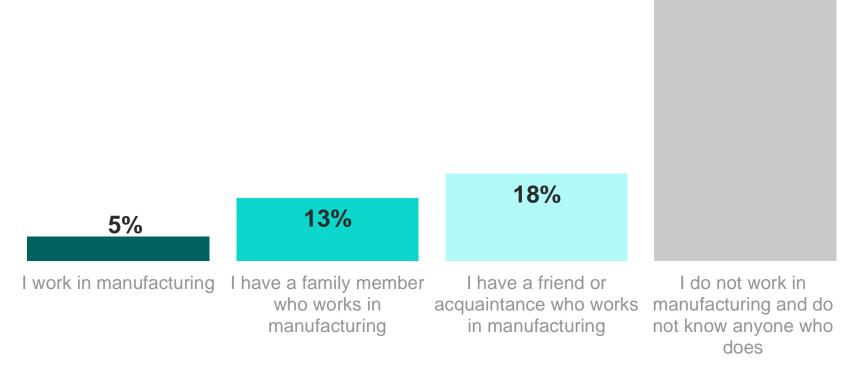
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SLIDE / 31

Nationally, 5% of survey respondents report personally working in manufacturing. Nearly one-third (31%) have a friend or family member working in the industry.

Do you or does anyone you know work in manufacturing? Select all that apply.

**U.S. Registered Voters** 



67%

Answer choices were not exclusive, so percentages do not sum to 100.



### The State of Manufacturing

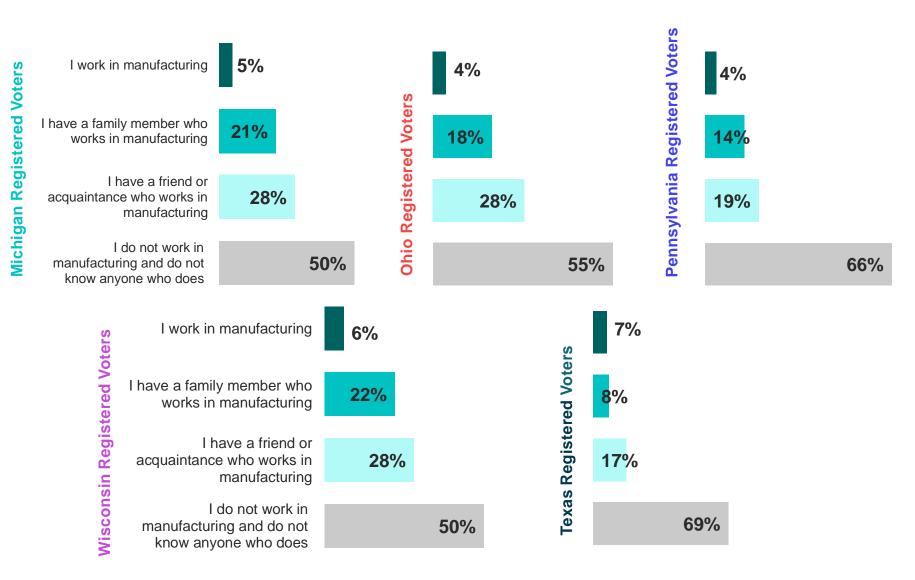
State-Specific Registered Voters

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SLIDE / 32

In Michigan, Ohio, and Wisconsin the percentage of voters who personally work in manufacturing or who know people who work in manufacturing is 10 percentage points+ higher than the national sample.

Do you or does anyone you know work in manufacturing? Select all the apply.



The State of Manufacturing U.S. Registered Voters

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SLIDE / 33

# Nationally, 15% of voters have either personally lost a job in manufacturing or know some who has.

Have you or has someone you know recently lost a manufacturing job? Select all that apply. U.S. Registered Voters



Yes, I have

Yes, someone I know has

No, I do not know anyone who has lost a manufacturing job



### The State of Manufacturing

**Michigan Registered Voters** 

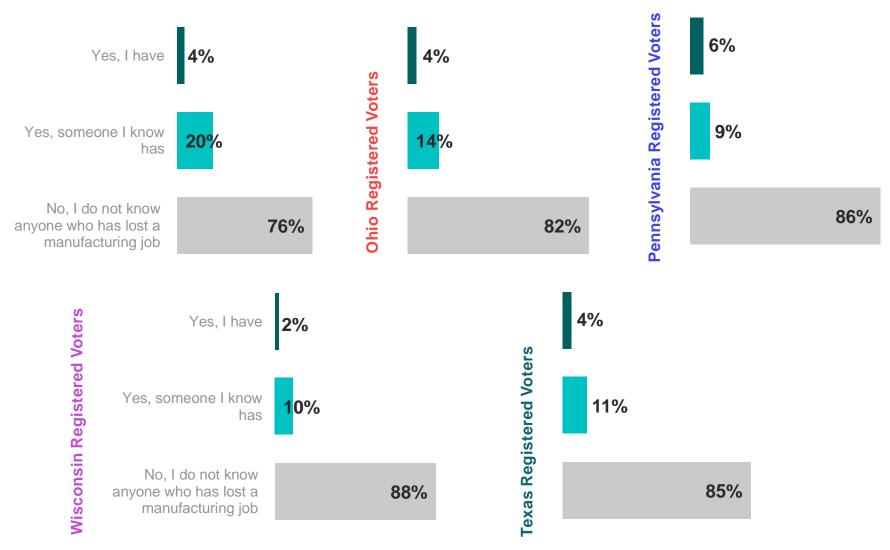
State-Specific Registered Voters

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SLIDE / 34

## And, more voters in these select states report being personally affected or knowing someone who has been affected by a job loss in manufacturing.

Have you or has someone you know recently lost a manufacturing job? Select all that apply.



### Top Issues in 2020 Michigan Registered Voters

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SLIDE / 35

While Covid-19 is by far the most frequently cited reason for job loss, other common themes included automation of work, outsourcing of jobs, and key industries (i.e. automotive in the Midwest) underperforming or cutting costs.

What was the reason you or someone you know lost their job in manufacturing?

#### **United States RVs**

"Reduction of personnel due to Covid-19"

"Family members were diagnosed with Covid-19, company had to let him go"

"Government shutdowns making companies go broke"

"Outsourcing to another country"

"Replaced by automation"

#### Pennsylvania RVs

"Company shifted production from the United States to Viet Nam. This was associated with a substantial reduction in labor costs."

"Laid off because of horrible lock downs"

"Lost job due to covid19 and losing contract."

"THE COVID VIRUS"

"Production moved to Mexico"

#### Michigan RVs

"COVID down sizing"

"Because their job went to freaking Mexico!!"

"The governor shut down businesses and they couldn't survive the shutdown"

"More machines are taking over and it costs less to hire actual workers"

"The big 3 not producing"

#### Texas RVs

"The company moved its manufacturing out of the USA."

"Due to the virus. Loss of demand"

"The plant was considered non essential"

"Disciplinary action"

"Laid off due to the coronavirus."

"Because of the pandemic"

#### Ohio RVs

"Due to covid"

"My uncle lost his job when Covid 19 hit."

"Lay off from stupid virus"

"Job went over seas"

"Automotive industry was declining"

"The company moved my job to Mexico"

#### Wisconsin RVs

"Closing of facility and operations. Another was due to covid-19."

"China flu"

"The industry hit a decline and COVID decreased jobs by multitudes."

"Lay off due to lack of sales"

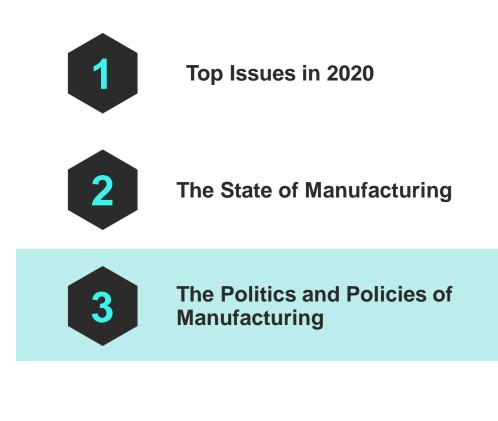
"Her particular job was going to be handled in a foreign country"

All responses are verbatim as-entered by respondents.

Contents

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SLIDE/ 36



The Politics + Policies of Manufacturing

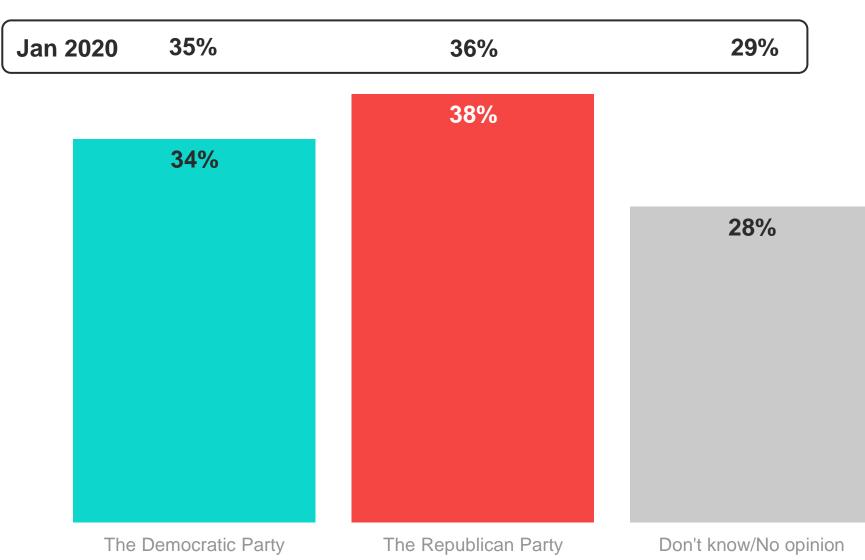
**U.S. Registered Voters** 

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SLIDE / 37

While 2% more registered voters see the Republican Party as the historic champion of the manufacturing industry than in January, opinion on that front is more or less unchanged.

Historically, which political party do you believe has been a better champion for manufacturing?



## The Politics + Policies of Manufacturing U.S. Registered Voters

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SLIDE / 38

# While most groups lean toward the Republican Party as the historic champion of manufacturing, those that work in the industry tend to think of the Democratic Party in this way.

Historically, which political party do you believe has been a better champion for manufacturing?

The Democratic Party		The Republican Party		■ Don't know/	know/No opinion		
Registered Voters	34%	38%			28%		
Gender: Male	33%	45%				22%	
Gender: Female	34%		32% 34%		/o		
Generation Z: 18-22	35%		24%	41%			
Millennial: Age 23-38	36%		29%	35%			
Generation X: Age	33%		42%		25%		
Boomers: Age 55-73	33%	44%			24%		
PID: Dem (no lean)		<b>69%</b>		8%	8% 23%		
PID: Ind (no lean)	21%	30% 49%		%			
PID: Rep (no lean)	<mark>5%</mark>	79	%			17%	
Educ: < College	32%		38%		31%		
Educ: Bachelors	35%		40%	25%		25%	
Educ: Post-grad	39%		38% 23%		23%		
Industry: Manufacturing	44	%	41%			15%	

JAN 2020

## The Politics + Policies of Manufacturing

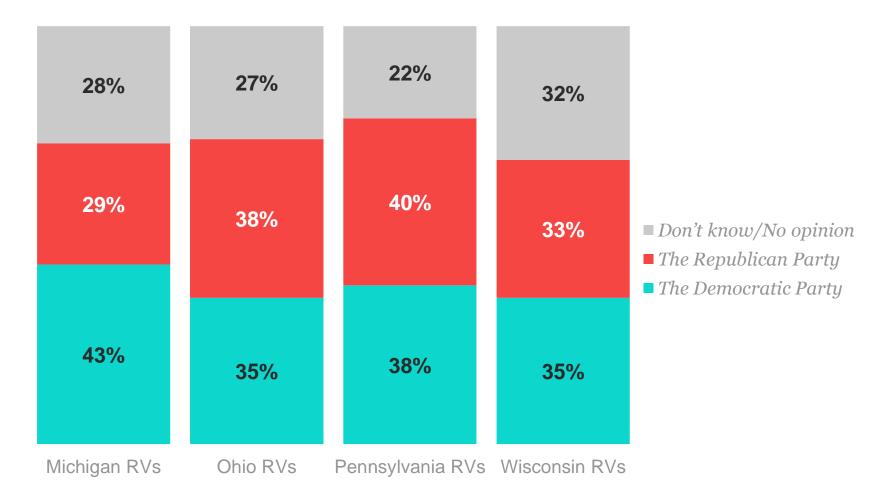
State-Specific Registered Voters

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SLIDE / 39

In January, Michigan voters were more likely to believe the Democratic Party has been a better champion for manufacturing historically. However voters in Ohio, Pennsylvania and Wisconsin were divided on which party they thought had been the champion historically.

Historically, which political party do you believe has been a better champion for manufacturing?



JULY 2020

## The Politics + Policies of Manufacturing

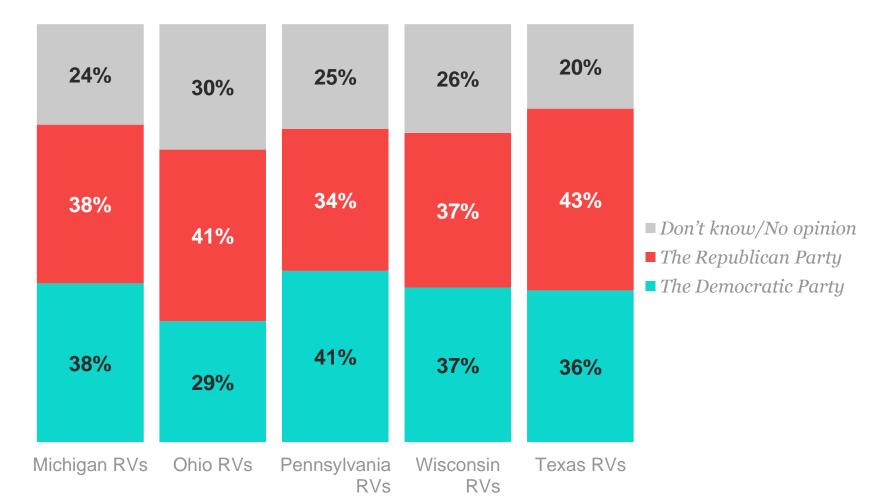
State-Specific Registered Voters

MORNING CONSULT

SLIDE / 40

## In July, Ohio and Texas voters are more likely to think the Republican Party has been a champion for manufacturing, while voters are generally still divided in Michigan, Pennsylvania, and Wisconsin.

Historically, which political party do you believe has been a better champion for manufacturing?



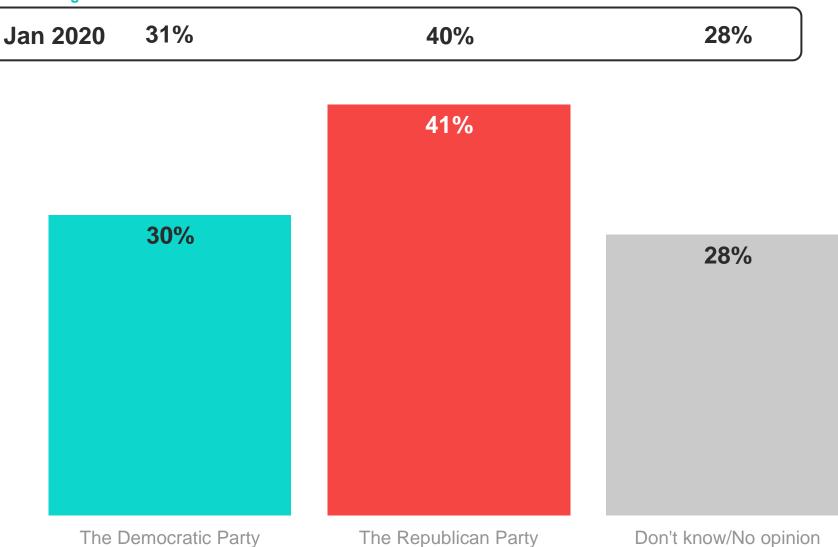
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SLIDE / 41

Two-in-five registered voters see the Republic Party as the champion of the manufacturing industry *right now*. Public sentiment on this has remained stable since January.

Currently, which political party do you believe is a champion for manufacturing?

**U.S. Registered Voters** 



The Politics + Policies of Manufacturing U.S. Registered Voters

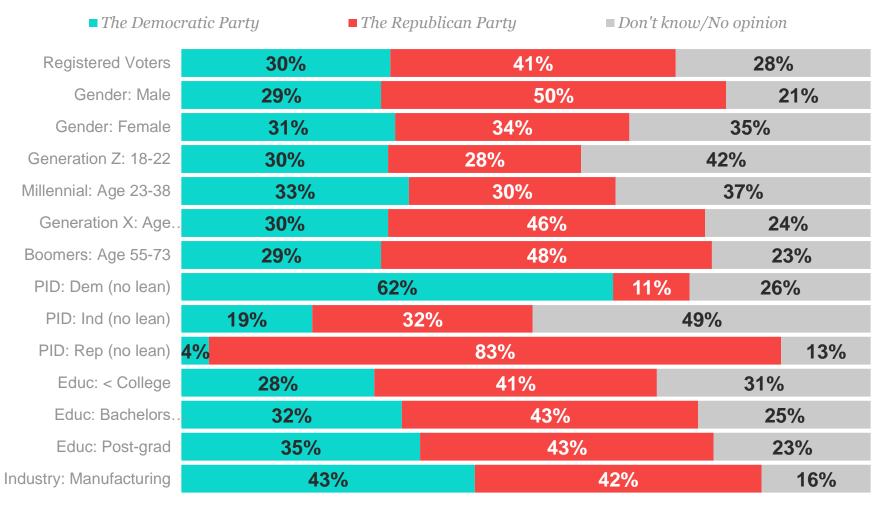
## The Politics + Policies of Manufacturing U.S. Registered Voters

## MORNING CONSULT

SLIDE / 42

Manufacturing workers are divided on which party is *currently* a better champion for their causes. Males and older generations stand out for their leaning toward the Republican Party on this question.

**Currently**, which political party do you believe is a champion for manufacturing?



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The Politics + Policies of Manufacturing

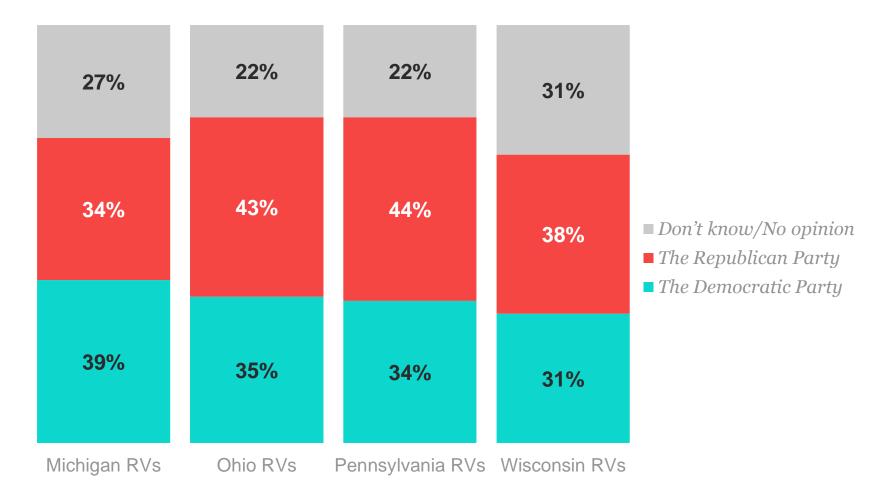
State-Specific Registered Voters

MORNING CONSULT

SLIDE / 43

In January, Michigan voters were more likely to believe the Democratic Party is currently a better champion for manufacturing. Voters in Ohio, Pennsylvania and Wisconsin were divided on which party they think was the current champion.

**Currently**, which political party do you believe is a champion for manufacturing?





## The Politics + Policies of Manufacturing

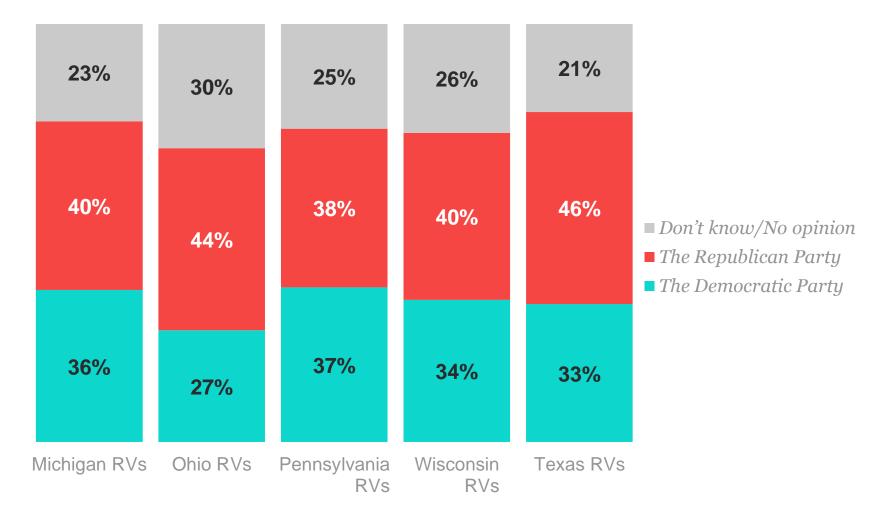
State-Specific Registered Voters

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SLIDE / 44

## Similar to January, voters in Ohio and Wisconsin are more likely to believe the Republican Party is *currently* a champion for manufacturing, while voters in Michigan and Pennsylvania are generally split.

Currently, which political party do you believe is a champion for manufacturing?



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The Politics +

Manufacturing

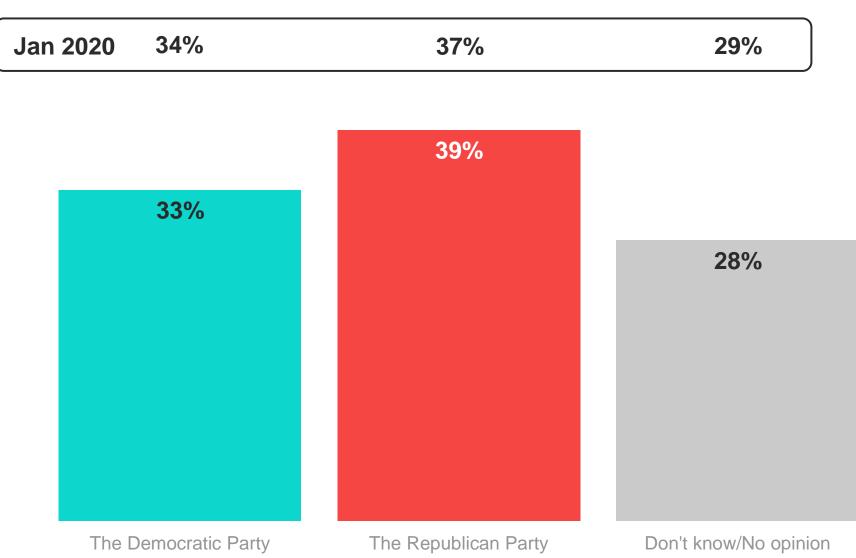
**U.S. Registered Voters** 

**Policies of** 

SLIDE / 45

The Republican Party is still generally believed to be the *future* champion of manufacturing in the United States, with a 2% increase in that belief since January among registered voters.

In the future, which political party do you believe will be a better champion for manufacturing?



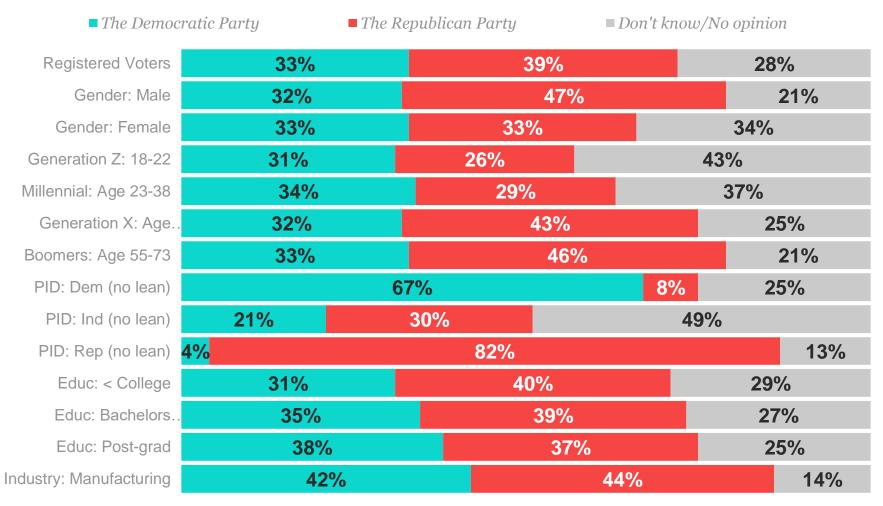
The Politics + Policies of Manufacturing U.S. Registered Voters

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SLIDE / 46

More than 40% among Gen-Z and political Independents indicated they had no opinion on which party would champion manufacturing better moving forward. Males and older generations tend to favor the Republican Party for this.

In the future, which political party do you believe will be a better champion for manufacturing?



JAN 2020

The Politics + Policies of Manufacturing

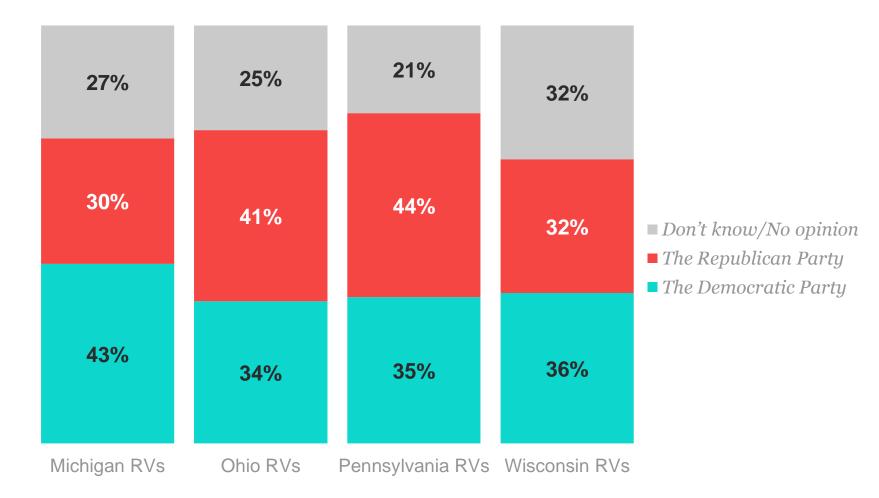
State-Specific Registered Voters

MORNING CONSULT

SLIDE / 47

In January, Michigan voters were more likely to believe that Democrats will be a better champion for manufacturing in the future, while voters in Ohio and Pennsylvania were more confident in Republicans championing manufacturing in the future. Wisconsin voters were split.

In the future, which political party do you believe will be a better champion for manufacturing?



JULY 2020

## The Politics + Policies of Manufacturing

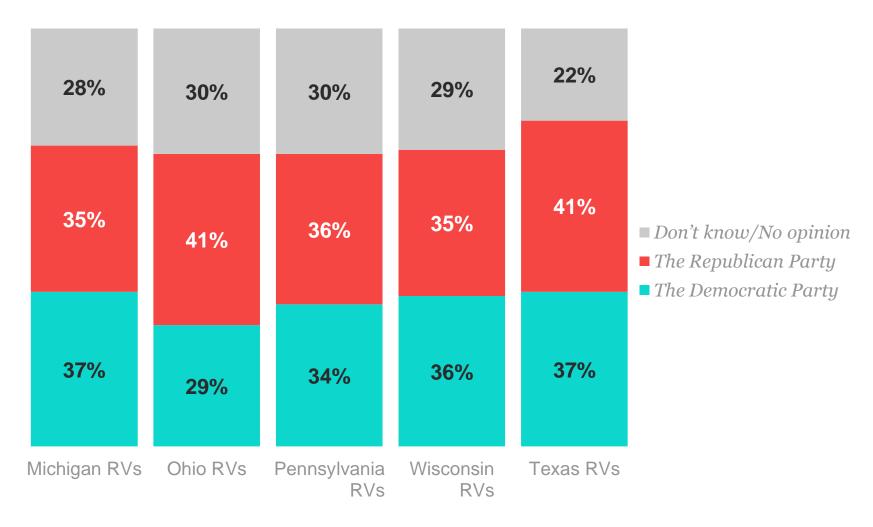
State-Specific Registered Voters

MORNING CONSULT

SLIDE / 48

Voters in Ohio and Texas are more likely to believe the Republican Party will be a better champion for manufacturing in the *future*. Michigan, Pennsylvania, and Wisconsin voters are split.

In the future, which political party do you believe will be a better champion for manufacturing?



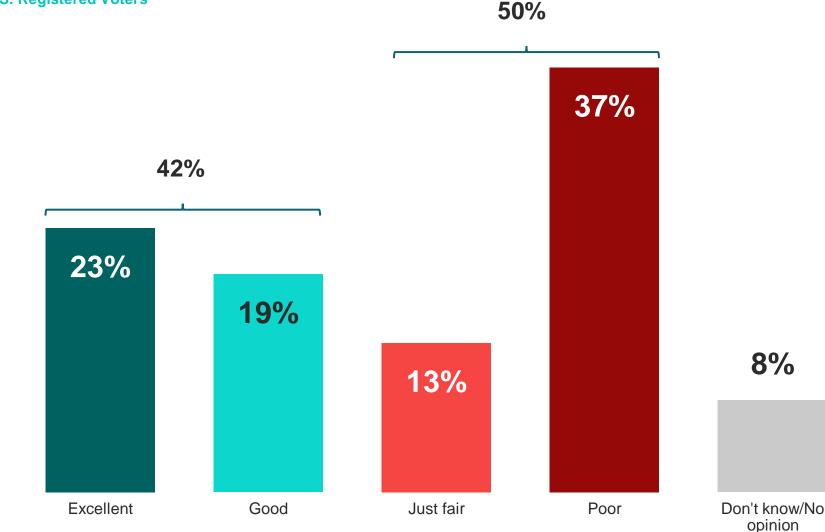
The Politics + Policies of Manufacturing U.S. Registered Voters

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SLIDE / 49

The plurality (37%) of registered voters in the United States characterize President Trump's job supporting the manufacturing industry as *poor*. While overall positive and negative sentiment only differ by 8% in total, the intensity of those rating him negatively is considerably higher.

How would you rate the job President Trump has done on supporting the manufacturing industry since taking office?



## The Politics + Policies of Manufacturing U.S. Registered Voters

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SLIDE / 50

Positive appraisals of President Trump's job supporting the manufacturing industry are higher among older generations. Nearly half of those that work in the industry rate his performance as *poor*.

How would you rate the job President Trump has done on supporting the manufacturing industry since taking office?

■ Excellent	Good	∎Just fair		or I	Oon't know/No opinion	1		<u>Net</u>
Registered Voters	23%		19%	13%	37%		8%	-8%
Gender: Male	28%		20%	13%	35%	I.	5%	0%
Gender: Female	19%	17%	14	%	39%		11%	-17%
Generation Z: 18-22	9% 16	<b>5%</b>	21%		37%		17%	-33%
Millennial: Age 23-38	16%	18%	169	%	38%		11%	-20%
Generation X: Age	23%		22%	13%	36%		7%	-4%
Boomers: Age 55-73	30%	<b>o</b>	18%	11%	38%			-1%
PID: Dem (no lean)	9% <mark>9%</mark>	16%			65%		7%	-69%
PID: Ind (no lean)	18%	17%	17	'%	35%		13%	-17%
PID: Rep (no lean)		51%			31%	7%	<b>7%</b> 5%	68%
Educ: < College	23%	-	19%	14%	35%		9%	-7%
Educ: Bachelors	22%	1	9%	12%	41%		6%	-12%
Educ: Post-grad	25%		17%	14%	40%		4%	-12%
Industry: Manufacturing	26%	-	1 <b>2% 1</b> 1	%	46%		4%	-19%

The State of Manufacturing

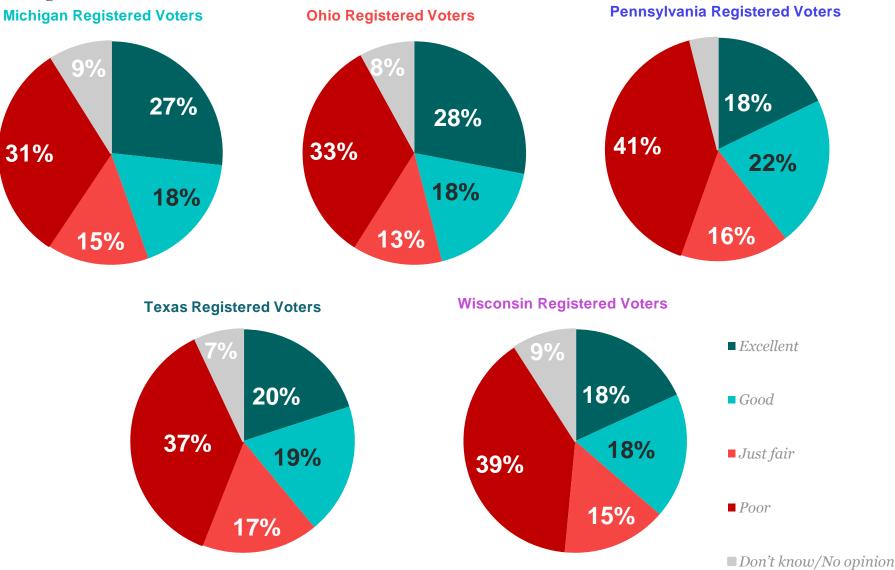
State-Specific Registered Voters

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SLIDE / 51

The majority of registered voters in Pennsylvania, Texas, and Wisconsin rate President Trump's job supporting the manufacturing industry as *just fair* or *poor*. While negative ratings on the issue are still high among Michigan and Ohio voters, about one-in-four rate his performance as *excellent*.

How would you rate the job President Trump has done on supporting the manufacturing industry since taking office?



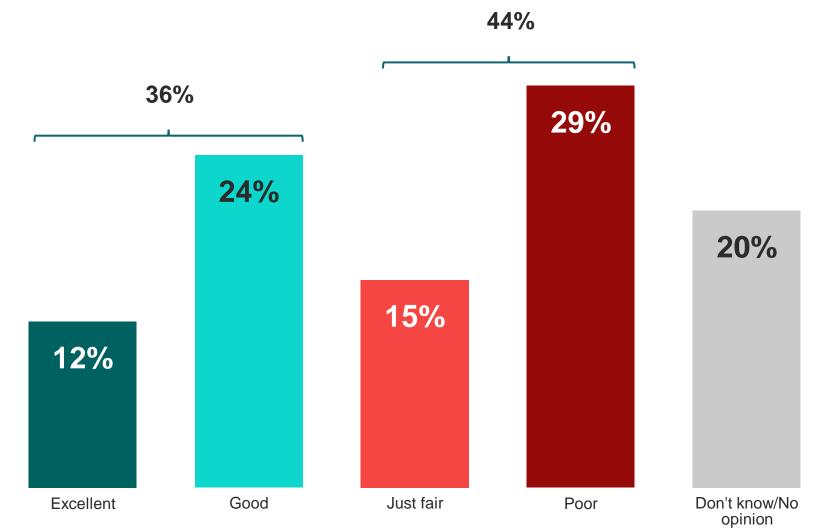
The Politics + Policies of Manufacturing U.S. Registered Voters

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SLIDE / 52

One-in-five registered voters is unsure of how well Joe Biden would support the manufacturing industry if elected. Similar to the public's opinion on how Donald Trump has helped domestic manufacturers, the intensity of negative opinions on the issue is notably higher than that of positive opinions.

How good of a job would Joe Biden do to support the manufacturing industry, if elected President?



The Politics + Policies of Manufacturing U.S. Registered Voters

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SLIDE / 53

While still generally negative, expectations for how Joe Biden would support manufacturers are generally less critical than ratings of how President Trump has performed in that respect. Millennials and those with post-graduate education stand out as particularly optimistic.

How good of a job would Joe Biden do to support the manufacturing industry, if elected President?

■ Excellent	Good	Just fair	Poor	■ Poor ■ Don't know/No opin		nion		<u>Net</u>	
Registered Voters	12%	24%	15%	6	29%	, 0		20%	-8%
Gender: Male	12%	24%	15%	6	3	6%		13%	-15%
Gender: Female	12%	24%	14%	, D	24%		2	.6%	-2%
Generation Z: 18-22	9%	20%	21%		19%		31	%	-11%
Millennial: Age 23-38	13%	26%		17%	19%	0		25%	3%
Generation X: Age	13%	26%	1	5%	2	9%		17%	-5%
Boomers: Age 55-73	11%	24%	11%		38%	)		16%	-14%
PID: Dem (no lean)	24%	0	42	%		14%	<mark>4%</mark>	17%	48%
PID: Ind (no lean)	5% 18	<mark>3% 1</mark> 5%		30%			32%	%	-22%
PID: Rep (no lean)	5% <mark>9%</mark>	15%		5	8%			14%	-59%
Educ: < College	12%	21%	13%		31%			23%	-11%
Educ: Bachelors	9%	28%	17	7%		30%		15%	-10%
Educ: Post-grad	16%	31%	6	17	%	21%	<b>'</b> 0	14%	9%
Industry: Manufacturing	18%	25%		13%		33%		11%	-3%

The State of Manufacturing

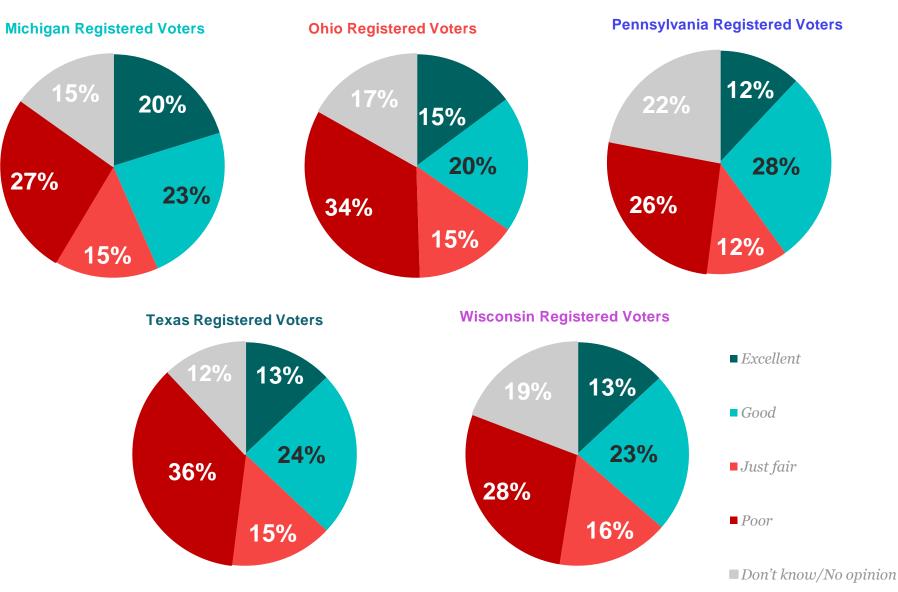
State-Specific Registered Voters

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SLIDE / 54

Registered voters in Ohio, Texas, and Wisconsin are considerably more likely to expect Joe Biden to do a *just fair/poor* job supporting manufacturers than an *excellent/good* job. Michigan voters are split on the issue, while Pennsylvanians are slightly optimistic. Sizeable shares of voters in these states do not have an opinion on this.

How good of a job would Joe Biden do to support the manufacturing industry, if elected President?



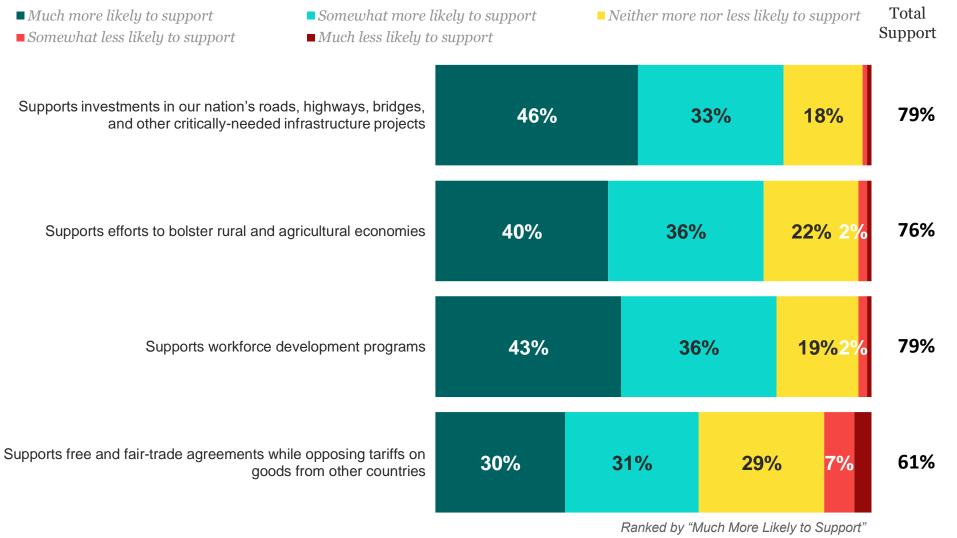
## The Politics + Policies of Manufacturing U.S. Registered Voters

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SLIDE / 55

# Favoring investment in infrastructure, workforce development programs, and rural economies are stances that would increase support among more than 70% of registered voters.

Below are a variety of stances a candidate running for office might take on manufacturing. Would each of the following policy stances make you more or less likely to support this candidate in the next election?



## The Politics + Policies of Manufacturing U.S. Registered Voters

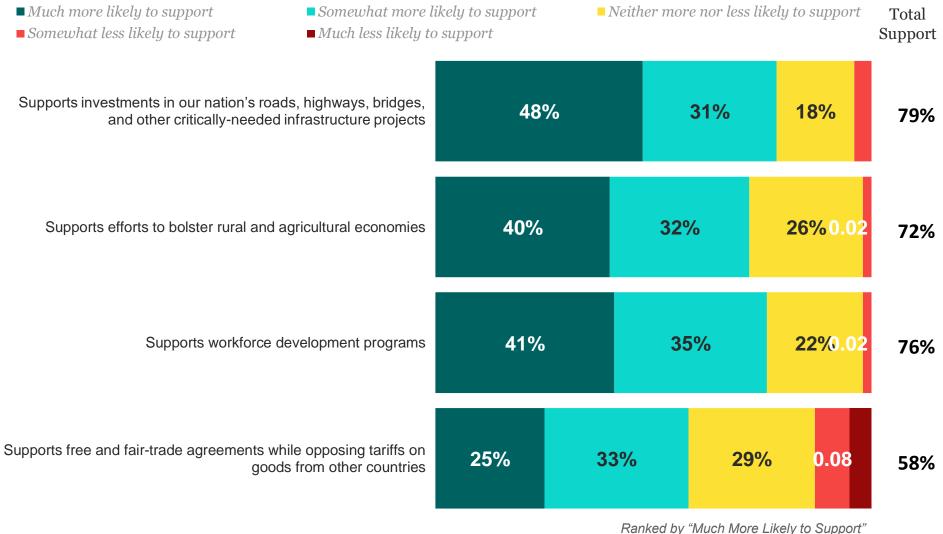
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SLIDE / 56

Registered voters in Michigan resemble the nation at large in terms of their support for candidates backing policies tested. Investment in the nation's infrastructure garnered the most unanimously positive response, with 79% indicating they would be more likely to support a candidate in favor of doing so.

Below are a variety of stances a candidate running for office might take on manufacturing. Would each of the following policy stances make you more or less likely to support this candidate in the next election?

#### **Michigan Registered Voters**



## The Politics + Policies of Manufacturing U.S. Registered Voters

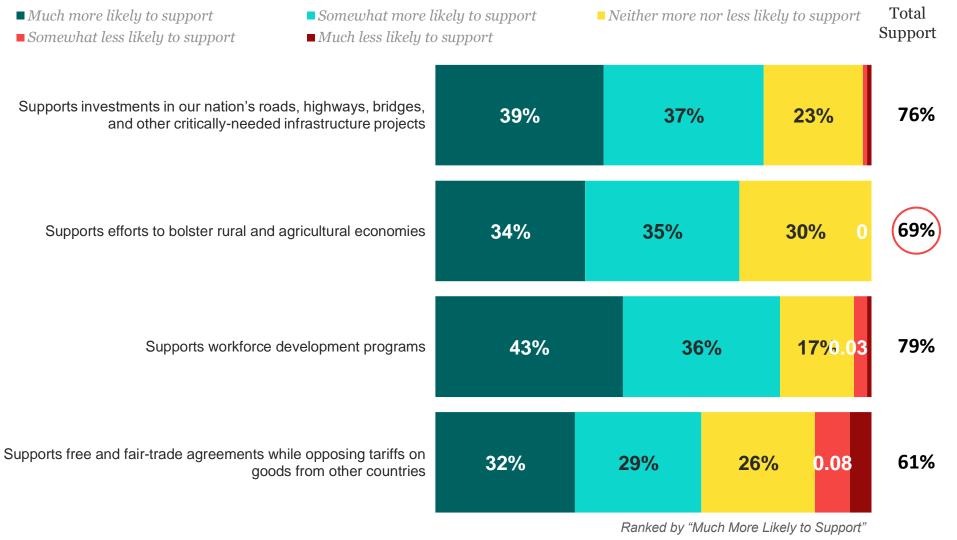
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SLIDE / 57

## While Ohioans resemble the national sample on their support for most candidate stances tested, they stand apart for being 7% less likely to support someone backing efforts to support rural economies than the nation at large.

Below are a variety of stances a candidate running for office might take on manufacturing. Would each of the following policy stances make you more or less likely to support this candidate in the next election?

#### Ohio Registered Voters



## The Politics + Policies of Manufacturing U.S. Registered Voters

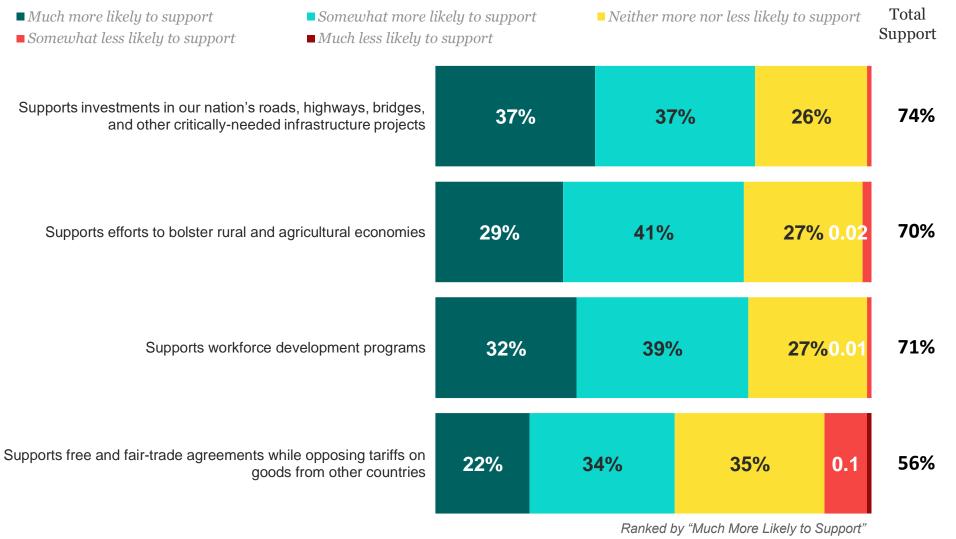
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SLIDE / 58

## Voters in Pennsylvania were less swayed than the rest of the nation by each of the policy stances tested by 5-8%.

Below are a variety of stances a candidate running for office might take on manufacturing. Would each of the following policy stances make you more or less likely to support this candidate in the next election?

#### Pennsylvania Registered Voters



## The Politics + Policies of Manufacturing U.S. Registered Voters

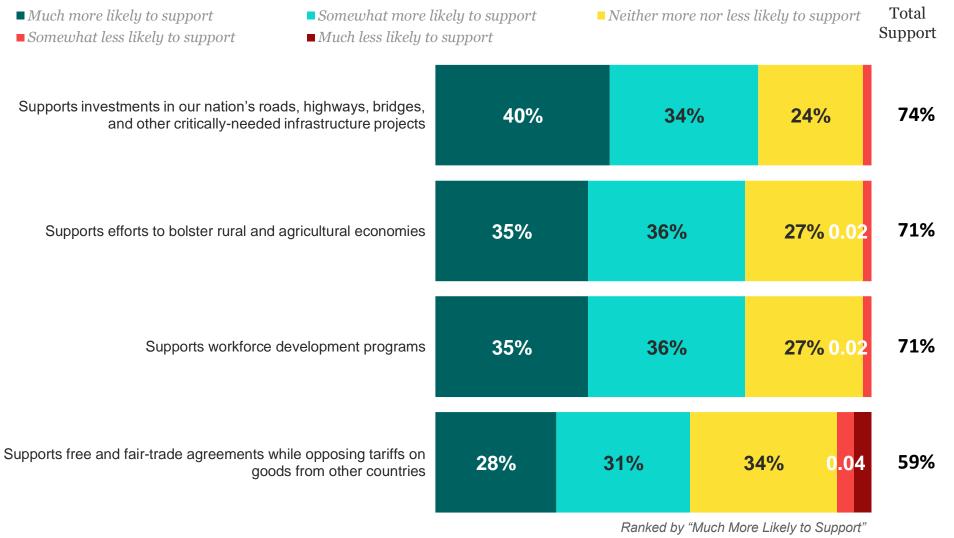
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SLIDE / 59

## Like Pennsylvanians, Wisconsin voters were less likely to increase support for a political candidate based on them taking any of the stances tested than the rest of the United States.

Below are a variety of stances a candidate running for office might take on manufacturing. Would each of the following policy stances make you more or less likely to support this candidate in the next election?

#### Wisconsin Registered Voters



## The Politics + Policies of Manufacturing U.S. Registered Voters

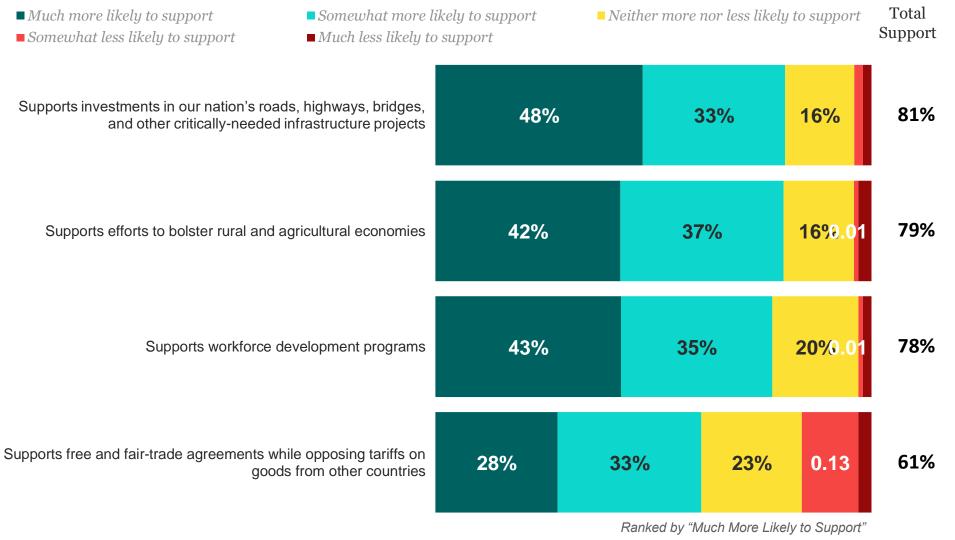
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SLIDE / 60

## Texans are 2-3% more likely than the national sample to increase support for a candidate based on the policies tested.

Below are a variety of stances a candidate running for office might take on manufacturing. Would each of the following policy stances make you more or less likely to support this candidate in the next election?

#### Texas Registered Voters

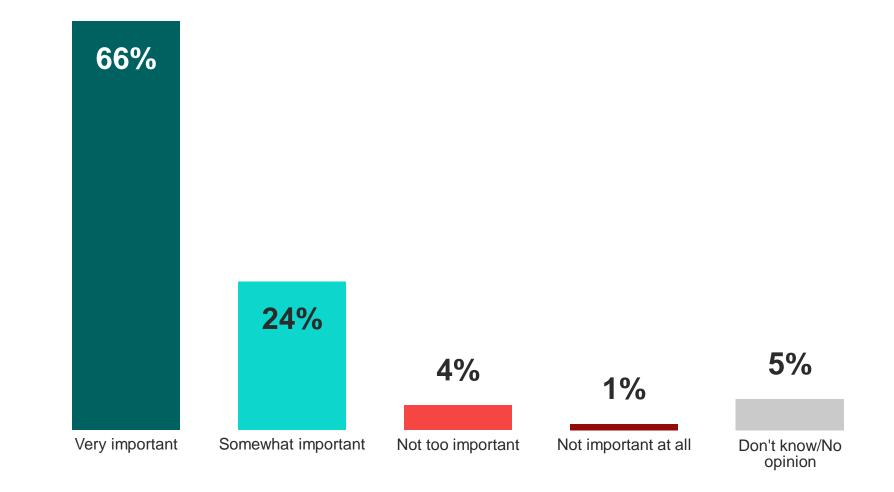


The Politics + Policies of Manufacturing U.S. Registered Voters

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Two-thirds of registered voters believe it is *very important* for elected officials to support American manufacturers amid the difficulties brought about by the Covid-19 pandemic.

Given the impact of the coronavirus (Covid-19) pandemic on the U.S. economy and jobs, how important is it, if at all, for elected officials to support manufacturers?



SLIDE / 61

## The Politics + Policies of Manufacturing U.S. Registered Voters

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SLIDE / 62

# Manufacturing workers, Republicans, and Baby Boomers stand out for their strong beliefs that elected officials should support manufacturers during the pandemic, while Gen-Z is less emphatic (but still strong) in that belief.

Given the impact of the coronavirus (Covid-19) pandemic on the U.S. economy and jobs, how important is it, if at all, for elected officials to support manufacturers?

### **U.S. Registered Voters**

■ Very important ■ Somewhat important ■ Not too important ■ Not important at all ■ Don't know/No opinion

Registered Voters	66%		24%	<mark>4%</mark> 5%
Gender: Male	68%		23%	<mark>4% 3</mark> %
Gender: Female	65%		26%	<mark>3%</mark> 6%
Generation Z: 18-22	48% 30%		11%	<b>6 10%</b>
Millennial: Age 23-38	56%	30%	)	5% 7%
Generation X: Age	. 68%		23%	<mark>4%</mark> 4%
Boomers: Age 55-73	74%		219	%
PID: Dem (no lean)	65%		28%	<mark>3%</mark> 4%
PID: Ind (no lean)	60%	25%	6	6% 7%
PID: Rep (no lean)	73%		20%	<mark>, 3%</mark> 3%
Educ: < College	68%		21%	<mark>4%</mark> 6%
Educ: Bachelors	. 63%		30%	<mark>3%</mark> 3%
Educ: Post-grad	63%		31%	3%
Industry: Manufacturing	75%		22	2%

## The State of Manufacturing

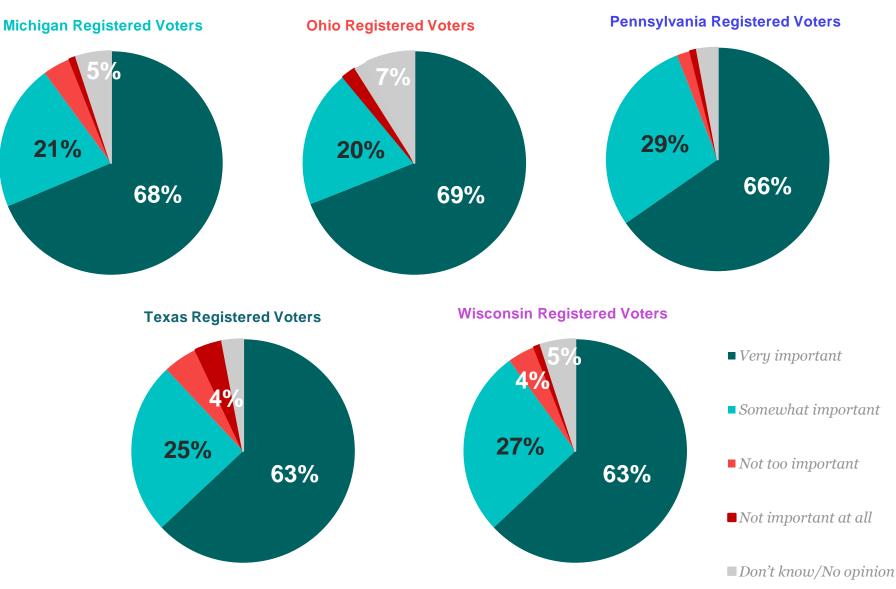
State-Specific Registered Voters

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SLIDE / 63

## Perceived importance of elected officials helping the manufacturing industry overcome difficulties associated with the COVID-19 pandemic is highest among Pennsylvania RVs (95% important), while Texans feel least strongly on the issue (88%).

Given the impact of the coronavirus (Covid-19) pandemic on the U.S. economy and jobs, how important is it, if at all, for elected officials to support manufacturers?





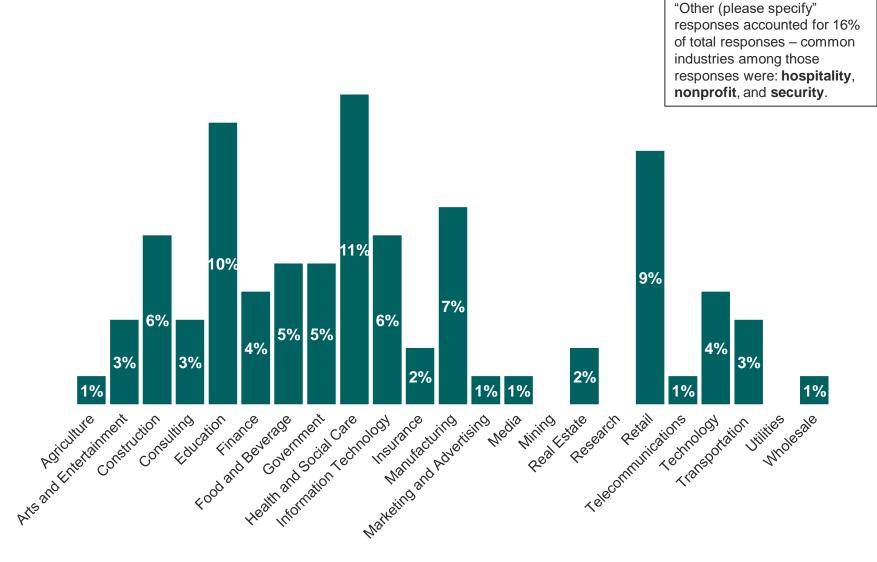
The Politics + Policies of Manufacturing U.S. Registered Voters

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SLIDE / 65

## Health and social care, education, and retail were the most common occupational fields among July respondents.

Which of the following categories best describe the industry or sector you work in?



## Appendix

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SLIDE / 66

## July 2020 State Methodology Statements

**Michigan Methodology:** This poll was conducted between July 07-09, 2020 among a sample of 300 Registered Voters in Michigan. The interviews were conducted online, and the results were weighted to approximate the population based on age, gender, race, and educational attainment. Results from the full survey have a margin of error of +/- 6%.

**Ohio Methodology:** This poll was conducted between July 07-08, 2020 among a sample of 300 Registered Voters in Ohio. The interviews were conducted online, and the results were weighted to approximate the population based on age, gender, race, and educational attainment. Results from the full survey have a margin of error of +/- 6%.

**Pennsylvania Methodology:** This poll was conducted on July 07-08, 2020 among a sample of 300 Registered Voters in Pennsylvania. The interviews were conducted online, and the results were weighted to approximate the population based on age, gender, race, and educational attainment. Results from the full survey have a margin of error of +/- 6%.

**Wisconsin Methodology:** This poll was conducted between July 07-09, 2020 among a national sample of 300 Registered Voters in Wisconsin. The interviews were conducted online, and the results were weighted to approximate the population based on age, gender, race, and educational attainment. Results from the full survey have a margin of error of +/- 6%.

**Texas Methodology:** This poll was conducted between July 07-08, 2020 among a sample of 300 Registered Voters in Texas. The interviews were conducted online, and the results were weighted to approximate the population based on age, gender, race, and educational attainment. Results from the full survey have a margin of error of +/- 6%.

## Appendix

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SLIDE / 67

## January 2020 State Methodology Statements

**Michigan Methodology:** This poll was conducted between January 02-04, 2020 among a sample of 300 Registered Voters in Michigan. The interviews were conducted online, and the results were weighted to approximate the population based on age, gender, race, and educational attainment. Results from the full survey have a margin of error of +/- 6%.

**Ohio Methodology:** This poll was conducted between January 02-03, 2020 among a sample of 300 Registered Voters in Ohio. The interviews were conducted online, and the results were weighted to approximate the population based on age, gender, race, and educational attainment. Results from the full survey have a margin of error of +/- 6%.

**Pennsylvania Methodology:** This poll was conducted on January 02, 2020 among a sample of 300 Registered Voters in Pennsylvania. The interviews were conducted online, and the results were weighted to approximate the population based on age, gender, race, and educational attainment. Results from the full survey have a margin of error of +/- 6%.

**Wisconsin Methodology:** This poll was conducted between January 02-06, 2020 among a national sample of 300 Registered Voters in Wisconsin. The interviews were conducted online, and the results were weighted to approximate the population based on age, gender, race, and educational attainment. Results from the full survey have a margin of error of +/- 6%.