

Trade and Innovation Survey

January 2018

Key Points

- Voters overwhelmingly recognize the importance of American-made innovation and creativity across economic entities, especially related to job creation and economic growth.
- However, nearly two in three say U.S. trading partners currently undervalue American innovation.
- And across the board, recognize the importance of reforming NAFTA IP provisions to better protect U.S. innovation and ensure fair competition between our three countries.

Methodology:

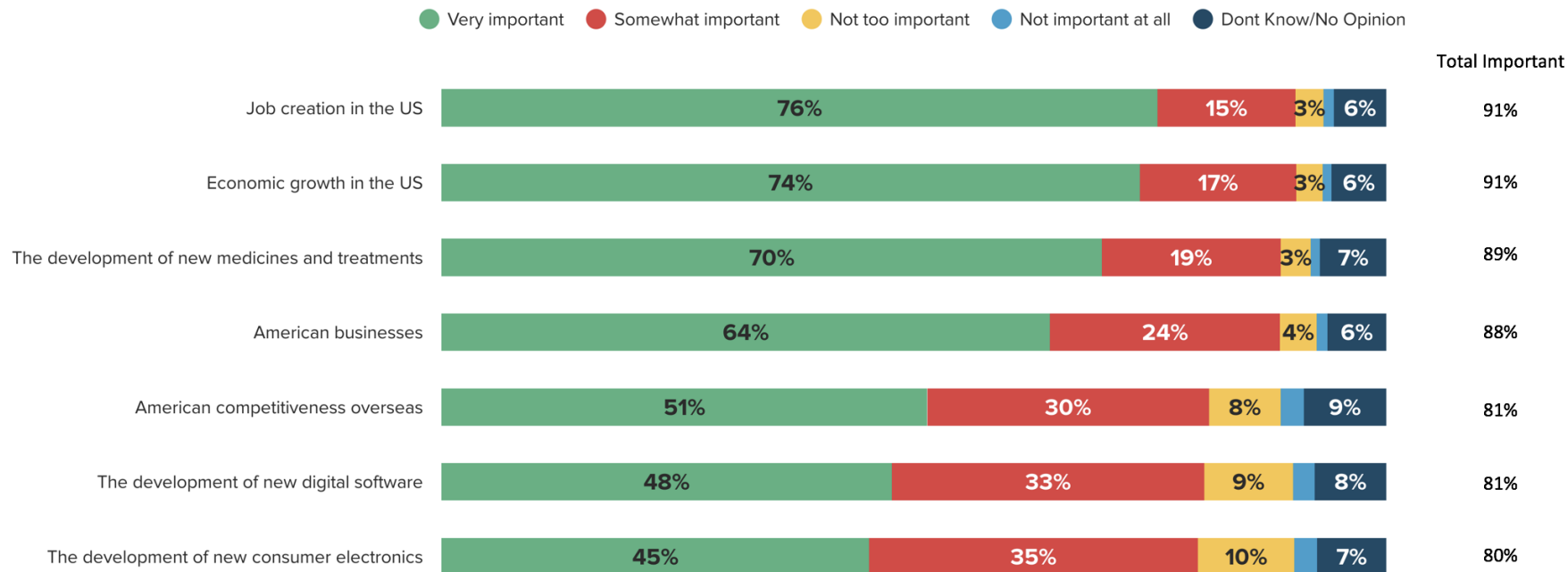
Morning Consult conducted a national online survey of 1,986 registered voters from January 11 – 14, 2018. Results from the full survey have a margin of error of +/- 2%.



Views on American Innovation

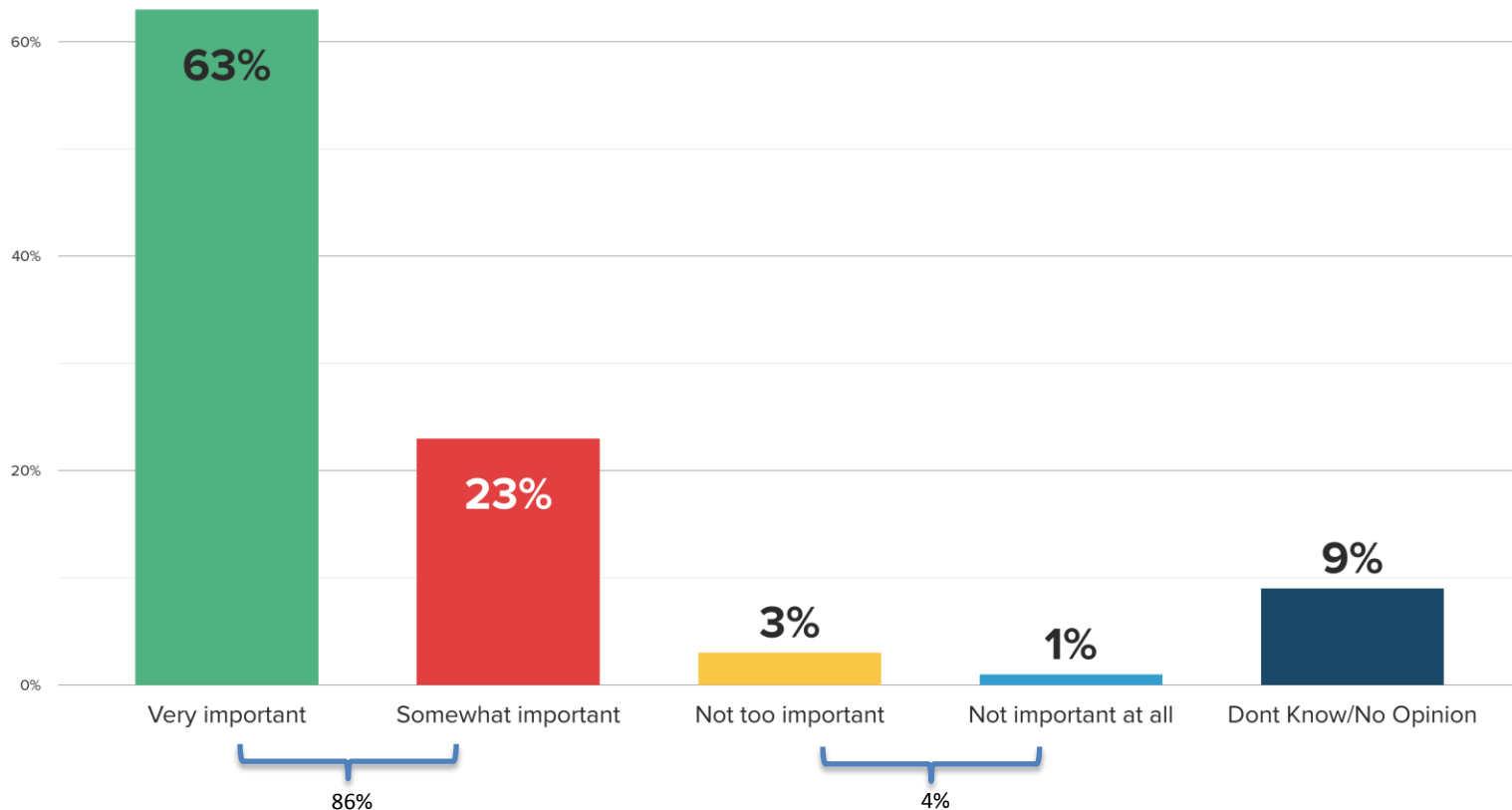
Voters overwhelmingly recognize the importance of American-made innovation and creativity across economic entities, especially related to job creation and economic growth.

How important is new, American-made innovation and creativity to each of the following?



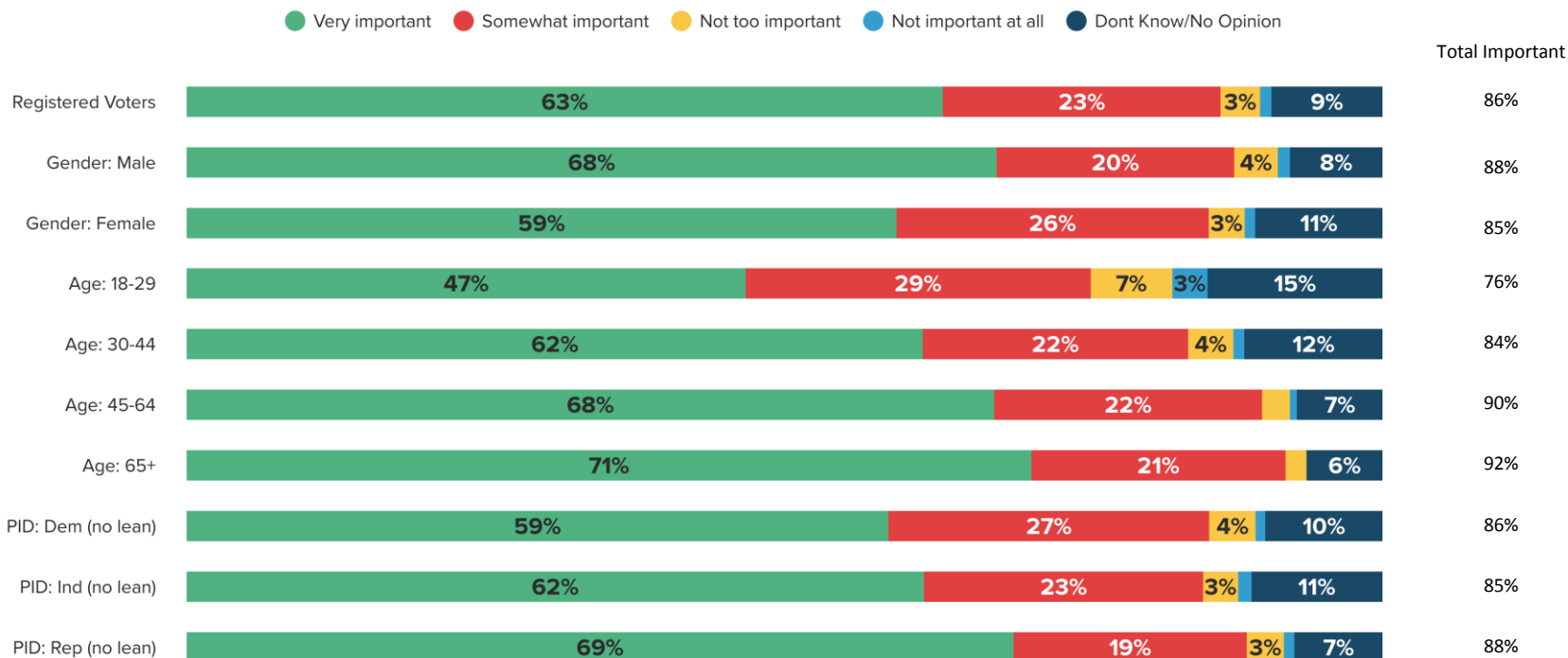
Nearly nine in ten (86%) say continued U.S. innovation is important in ensuring the U.S. stays competitive globally.

How important is continued U.S. innovation in ensuring the U.S. is competitive in the global economy?



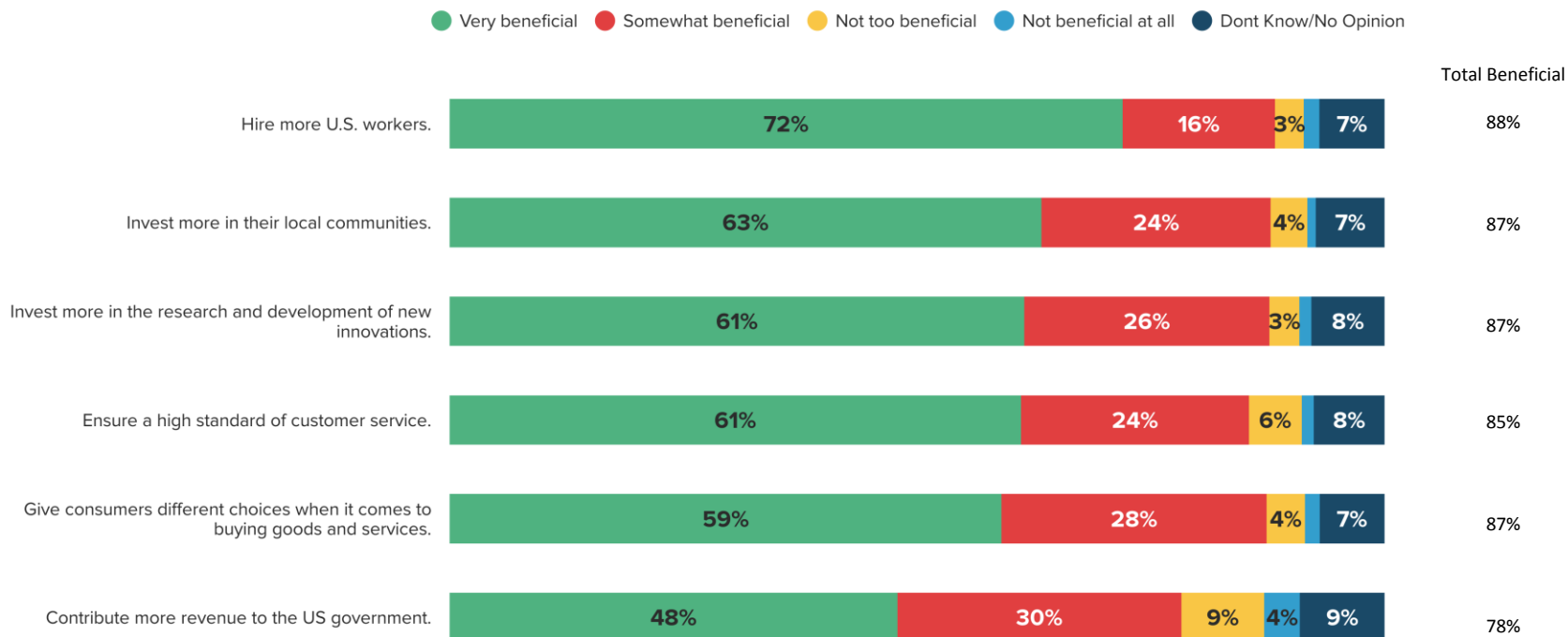
With bipartisan majorities in overwhelming agreement.

How important is continued U.S. innovation in ensuring the U.S. is competitive in the global economy?



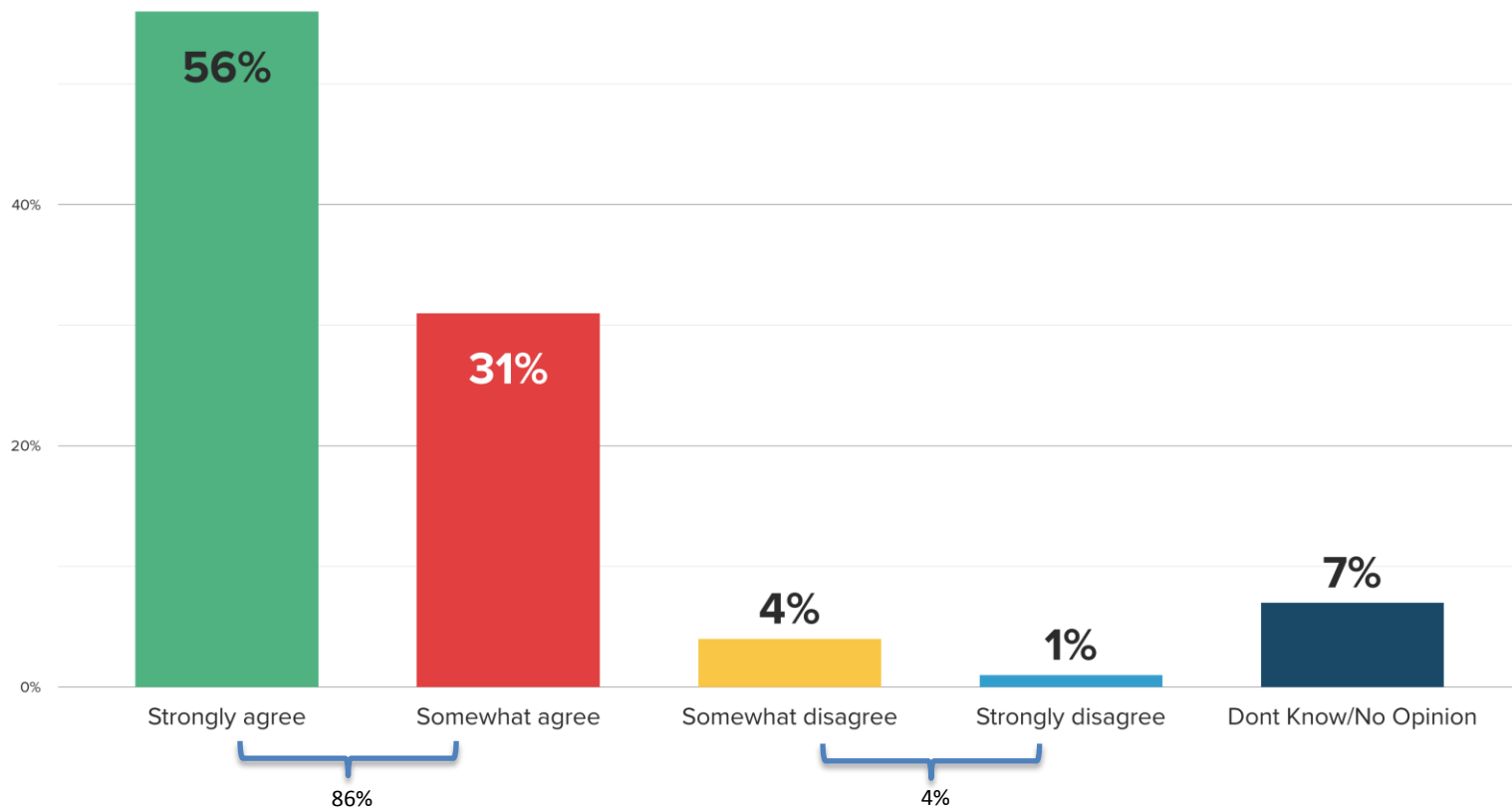
Allowing companies to hire more workers is seen as the most beneficial aspect of U.S. innovation, though benefits are recognized across the board.

How beneficial is American innovation and creativity to each of the following? Allowing companies to..



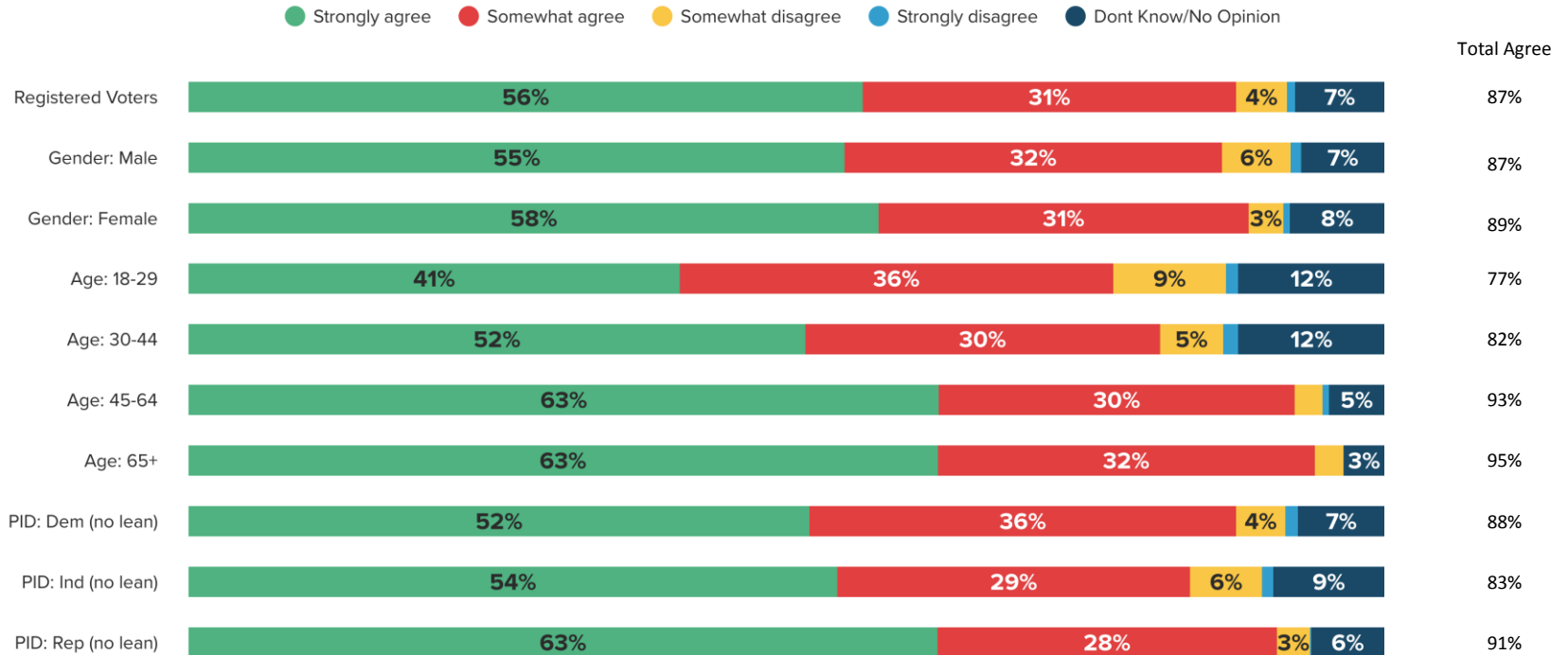
Voters agree our economic future is dependent on ensuring the next generation of innovation is American made.

Do you agree or disagree with the following statement: Americas economic future and prosperity depends on ensuring that the next generation of innovation in medicine, entertainment, and technology happens here in the United States.



Older voters especially recognize the importance of American innovation.

Do you agree or disagree with the following statement: Americas economic future and prosperity depends on ensuring that the next generation of innovation in medicine, entertainment, and technology happens here in the United States.

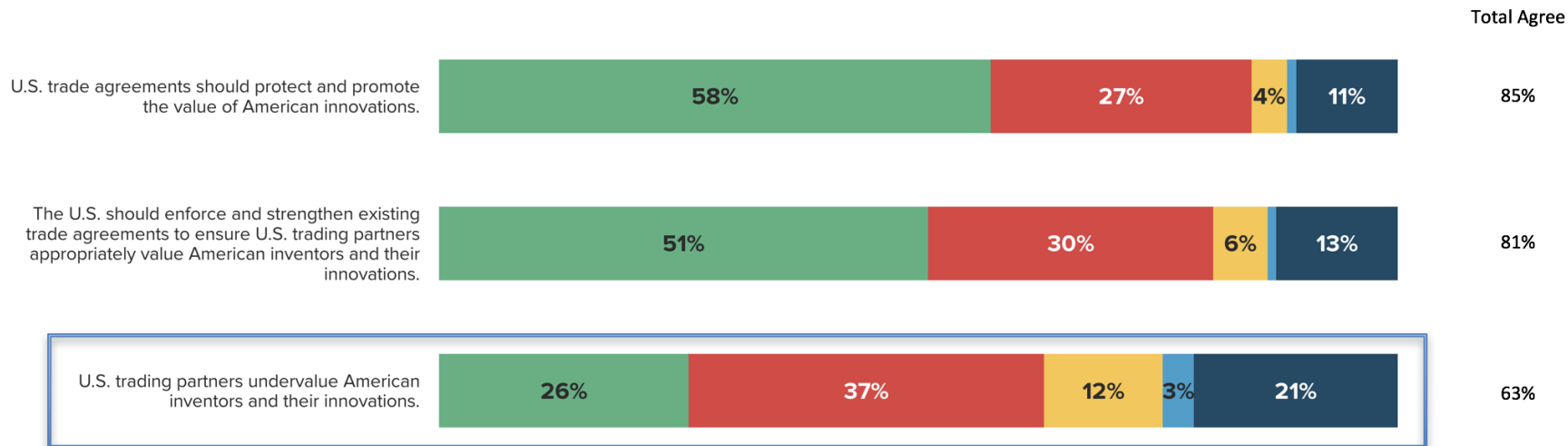


U.S. Trading Partners and NAFTA

Nearly two in three voters say U.S. trading partners currently undervalue American innovation.

Do you agree or disagree with the following statements:

● Strongly agree ● Somewhat agree ● Somewhat disagree ● Strongly disagree ● Dont Know/No Opinion



Three in four voters agree NAFTA should be updated to better protect U.S. innovation and reflect the new realities of the U.S. economy.

Do you agree or disagree with the following statements: The North American Free Trade Agreement (NAFTA)...

● Strongly agree ● Somewhat agree ● Somewhat disagree ● Strongly disagree ● Dont Know/No Opinion

Should be updated to better protect and value U.S. inventions and creativity

45%

28%

7%

19%

Total Agree

73%

Should be updated to reflect the new realities of the U.S. economy

41%

32%

6%

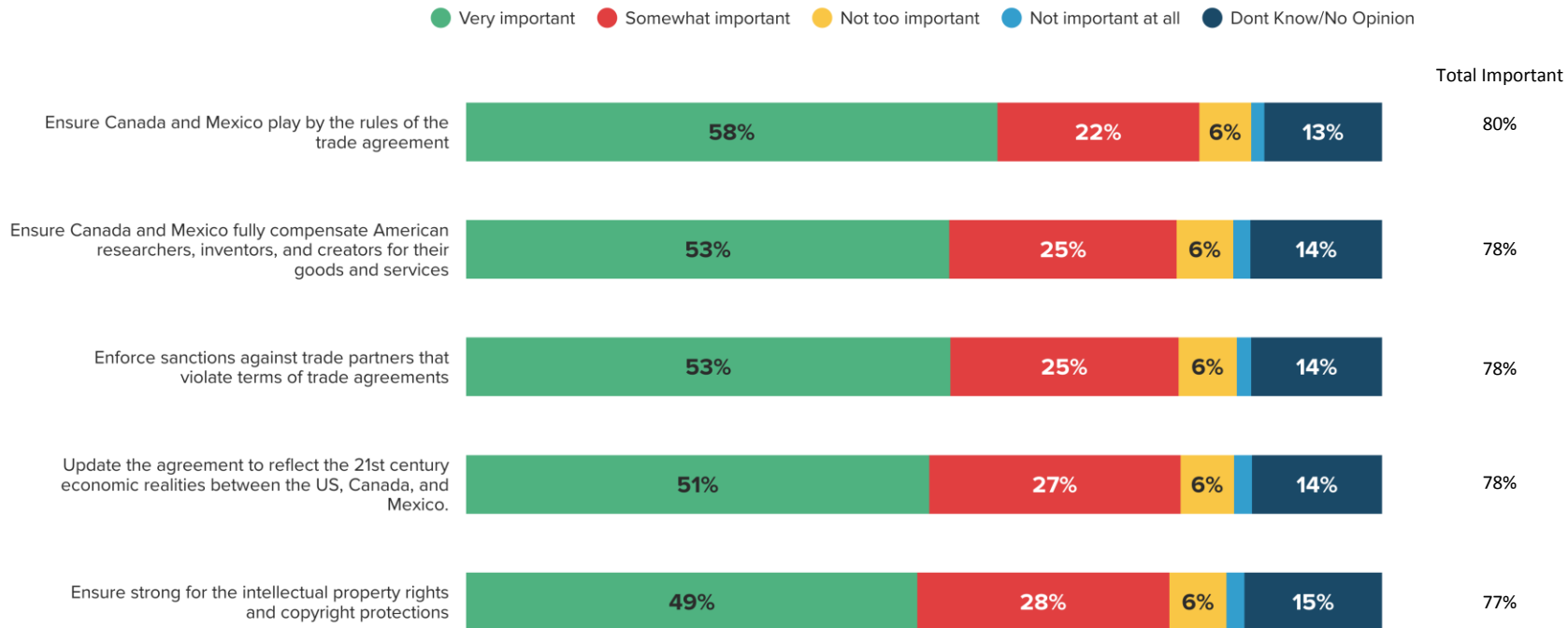
19%

73%

NAFTA Reforms

Across the board, voters recognize the importance of reforming NAFTA IP provisions to better protect U.S. innovation.

Below are some proposed revisions to NAFTA. How important do you consider each of the following?



With three in four also supportive of ensuring fair competition between our three countries.

Below are some proposed revisions to NAFTA. How important do you consider each of the following?

Very important Somewhat important Not too important Not important at all Dont Know/No Opinion

