

“Opening Markets and Expanding Opportunities”

What Americans Think of Technology,
Freedom, and Hope in the World Today

by
Zogby International
Utica - Washington - Dubai

American Views of Open Markets And Growth

- “Despite current circumstances, Americans are very optimistic and would respond very well to a government leader who embraces the idea that “a great nation is not afraid of overseas competition. A great nation prepares its workers and companies to successfully compete in a global market.”

American Views of Open Markets And Growth

- Focus on the Hope and Opportunity groups
 - Younger voters – age 18-27, the New Global Citizens.
 - Voters with passports.
 - Those who have traveled abroad.

American Views of Open Markets And Growth

Level of importance - Open markets that give our workers access to foreign customers and give our citizens access to goods and services from around the world. (combines 4 and 5 out of a scale of 1 to 5)

	Younger Voters (18-27)	Voters with Passports	Voters who travel abroad
Important	58%	62%	63%

Level of agreement - To help the United States' economy grow, our government should aggressively engage the global economy and promote the trading of U.S. goods and services to other nations. (combines strongly agree and somewhat agree)

	Younger Voters (18-27)	Voters with Passports	Voters who travel abroad for work or visit friends/family
Agree	82%	87%	85%

American Views of Open Markets And Growth

Level of agreement - The more the United States Government invests in the education and leading-edge skills of its citizens; the more likely it is that America will be able to compete successfully in a global economy. (combines strongly agree and somewhat agree)

	Younger Voters (18-27)	Voter with Passports	Voters who travel abroad for work or visit friends/family
Agree	88%	86%	84%

Americans Oppose Trade Barriers

- "Overall, wide majorities across all demographic groups in every region of the country opposed trade barriers as a way for the U.S. to deal with other trading partners."

Americans Oppose Trade Barriers

Level of agreement - The US must not isolate itself from other nations by erecting barriers to trade. (combines strongly agree and somewhat agree)

Region				Age			
East	South	Central Great Lakes	West	18-29	30-49	50-64	65+
72%	70%	69%	67%	71%	67%	67%	75%

Income						Union
<\$25K	\$25-35K	\$35-50K	\$50K-75K	\$75-100K	\$100K+	Yes
67%	65%	67%	70%	71%	74%	62%

Americans Oppose Trade Barriers

Level of agreement – Open markets increase tolerance and friendship among countries. (combines strongly agree and somewhat agree)

Region				Age			
East	South	Central Great Lakes	West	18-29	30-49	50-64	65+
71%	72%	70%	65%	71%	69%	66%	72%

Income						Union
<\$25K	\$25-35K	\$35-50K	\$50K-75K	\$75-100K	\$100K+	Yes
71%	66%	70%	72%	67%	73%	67%

Americans Oppose Trade Barriers

Level of agreement – Open markets break down barriers among nations that trade with each other and reduce the chance of armed hostilities. (combines strongly agree and somewhat agree)

Region				Age			
East	South	Central Great Lakes	West	18-29	30-49	50-64	65+
68%	66%	67%	64%	73%	64%	63%	70%

Income						Union
<\$25K	\$25-35K	\$35-50K	\$50K-75K	\$75-100K	\$100K+	Yes
72%	62%	62%	68%	69%	70%	63%

High Technology

Gateway to America's future

- 94% consider the term positively.
- 75% believe it has made their lives easier.
- Two in three believe technology-based jobs over the next decade will have a positive benefit to them personally.

High Technology

Gateway to America's future

- Four of five (81%) say it is important for the U.S. to continue to invest in and conduct the best medical research and lead in cutting-edge infrastructure, energy innovation, and research.
- Government must use high technology to improve health care, transportation, and wireless Internet.
- Most popular test phrase: “The U.S. should foster more investment in renewable sources of energy, like wind, solar, and geothermal.”

Entrepreneurs

Creating America's future

- Entrepreneurs are held in almost universal high esteem (89% hold positive impression).
- 81% believe the U.S. is the most entrepreneurial culture in the world.
- 83% support loans and tax credits for entrepreneurs.

Entrepreneurs

Creating America's future

- 92% agree that “innovation is the key to the future of our national economy.”
- 87% say it is important to our economic competitiveness” that we take advantage of the “entrepreneurial spirit that our nation engenders.”
- Half (49%) say government is not doing enough to encourage entrepreneurship.

Education

Preparing today for tomorrow

- Zogby findings:
 - There should be a federal commitment to:
 - Ease financial barriers to college.
 - Fund universal pre-school.
 - Better fund primary and secondary education.
 - The U.S. should use higher education as a tool of “soft diplomacy”:
 - Foreign students place high value on an American education and business skills.
 - Such students help foster positive feelings abroad.



Education

Preparing today for tomorrow

- Americans support a major government commitment to education:
 - Preschool: 73% agreed it is highly important
 - Elementary: 81% agreed it is highly important
 - Secondary: 82% agreed it is highly important
- They especially support science and technology education. – (31% say the U.S. will be the technology leader over the next decade – more than any other region)

“Opening Markets and Expanding Opportunities”

What Americans Think of Technology,
Freedom, and Hope in the World Today

by
Zogby International
Utica - Washington - Dubai