

Public Attitudes on Manufacturing Technology and Automation

Two Surveys of Adults

Prepared by

**Rockwell
Automation**

OPINION RESEARCH CORPORATION

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FOUNDING MEMBER
CASRO
COUNCIL OF AMERICAN SURVEY RESEARCH ORGANIZATIONS®

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Methodology

Results are based on two surveys consisting of telephone interviews conducted among representative samples of 1,001 (in 2009) and 1,004 adults (in 2008), age 18 and over, living in private households, in the continental United States. Interviewing was completed during the period of January 15-18, 2009 and May 15-18, 2008.

All completed interviews were weighted by four variables: age, gender, race and region to ensure reliable and accurate representation of the adult population.

The margin of error at a 95% confidence level is plus or minus 3 percentage points for the total sample in both surveys. Smaller sub-groups will have larger error margins.

Executive Summary

- Most Americans believe that highly automated, modern factories are important to improve and grow the U.S. economy (82%).
- A majority of Americans (70%) also believe that it's highly important that President Obama's administration provides a stimulus package to increase the number of automated, modern factories.
- When considering a manufacturing company, Americans cite sustainable production issues including product and employee safety, and environmental issues as the most important attributes.
- Despite the economic downturn, support remains strong (and unchanged from the 2008 survey) for federal, state or local programs that would pay an incentive to U.S. companies that invest in technology and automation to stay competitive and keep manufacturing operations in this country. 79% said the government should provide such incentives.
- Improving environmental sustainability, competitive position and product quality are the top reasons Americans believe US manufacturers need to invest in automating and modernizing their factories.
- When determining their support for a federal stimulus package that improves U.S. manufacturing operations, Americans noted product safety, quality and availability as their most important considerations.
- Nearly half of Americans (42%) surveyed believe the US has lost its competitive edge in manufacturing technology and automation, and think the manufacturing sector in this country has gotten less competitive in the last 10 years.



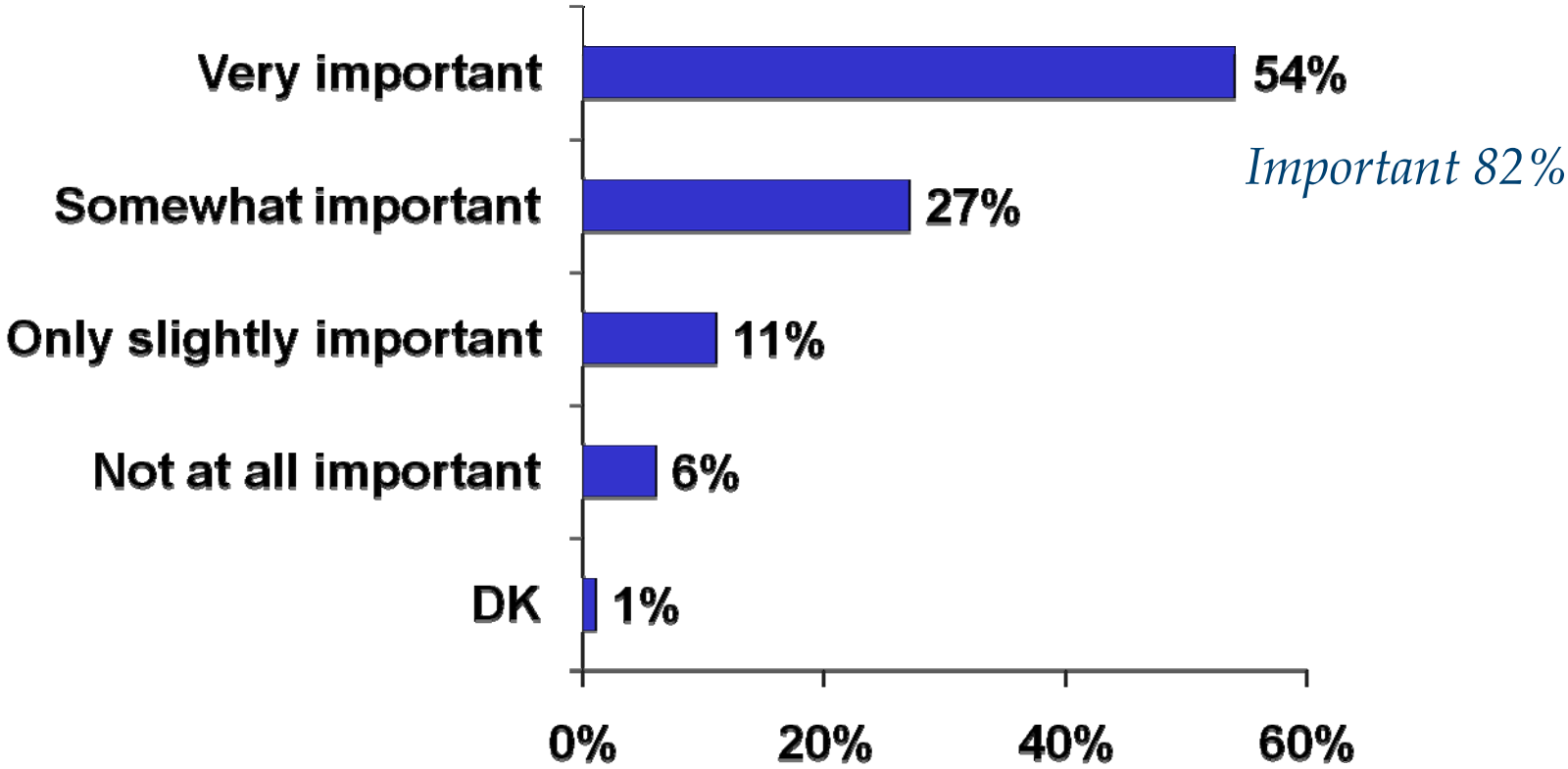
Detailed Charts

The Importance of Highly Automated, Modern Factories

- Americans strongly believe that highly automated and modern factories are important to improve or grow the United States economy. More than half (54%) think it is very important and 27% say it is somewhat important for a combined importance rating of 82%. Only 17% do not think that these types of factories are important to grow the U.S. economy.

The Importance of Highly Automated, Modern Factories

How important is each of the following? Is it very important, somewhat important, only slightly important or not at all important? The need for highly automated and modern factories to improve or grow the U.S. economy.



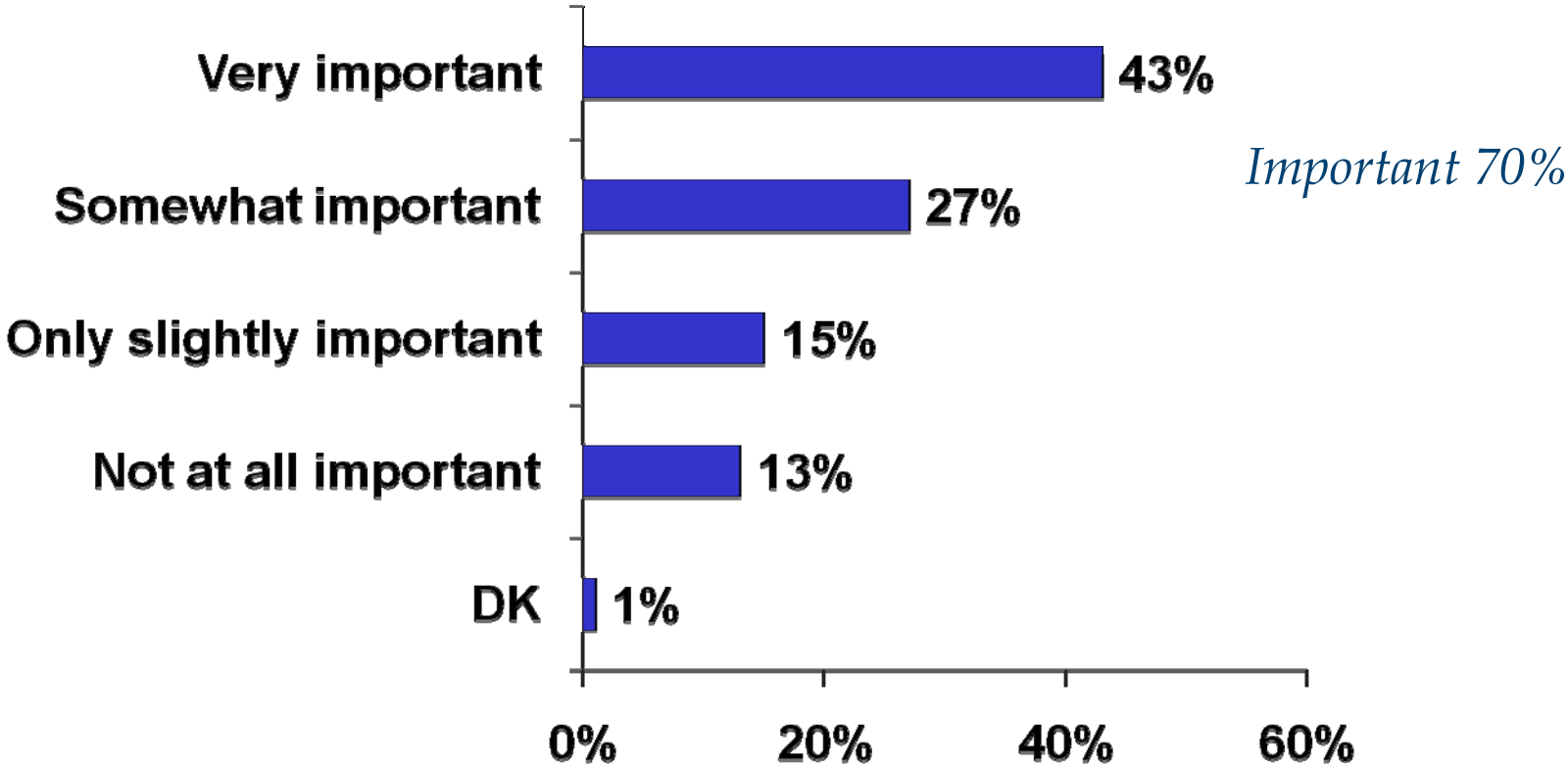
Base = Total respondents: 1,001 in 2009.

The Importance of a Stimulus Package to Increase the Number of Highly Automated Factories

- Americans also believe that a stimulus package from the Obama administration is highly important to increase the number of automated and modern factories in the U.S. A little less than half (43%) think it is very important and 27% say it is somewhat important for a combined importance rating of 70%. Only 28% do not think that these types of factories are important to grow the U.S. economy.

The Importance of a Stimulus Package to Increase the Number of Highly Automated Factories

How important is each of the following? Is it very important, somewhat important, only slightly important or not at all important? President elect Obama's administration to provide an economic stimulus package to increase the number of highly automated and modernized factories in the U.S.



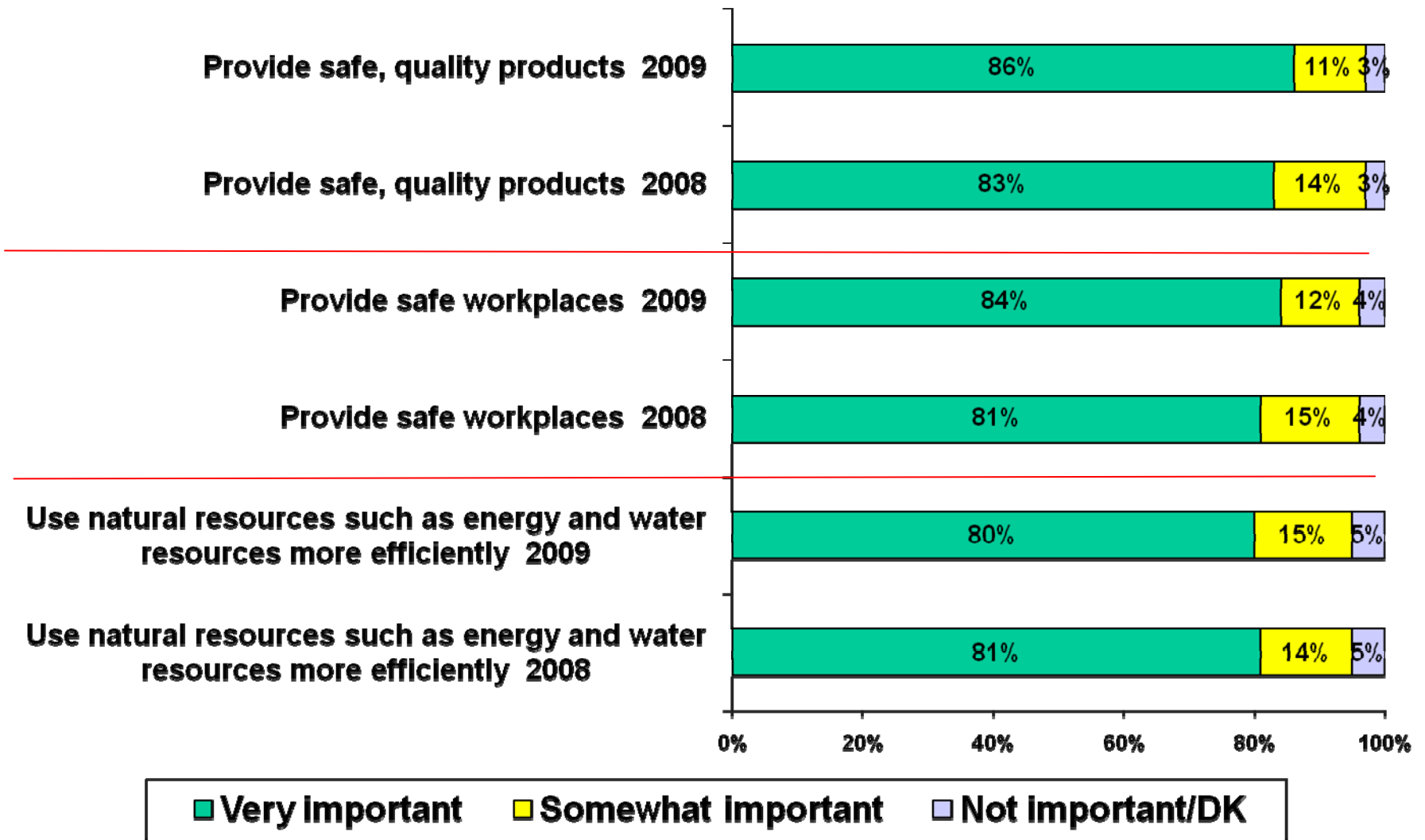
Base = Total respondents: 1,001 in 2009.

Important Attributes of a Manufacturing Company

- When considering a manufacturing company, Americans cited product and employee safety, and environmental issues as the most important attributes, followed by product pricing and availability.
- At least 8 in 10 Americans noted safe, quality products (86%), Safe workplaces (84%) and use of natural resources efficiently (80%) as very important. Producing minimal waste was noted by 71% as *very* important.
- Pricing issues followed with more than half noting prices that are kept at present levels or reduced (59%) and products available when needed (58%) as most important.
- Much fewer cited job-related attributes with 34% noting the availability of high-skilled, high-paying jobs, but fewer of them, and 27% citing a large number of low-pay, low-skilled jobs.

Important Attributes of a Manufacturing Company

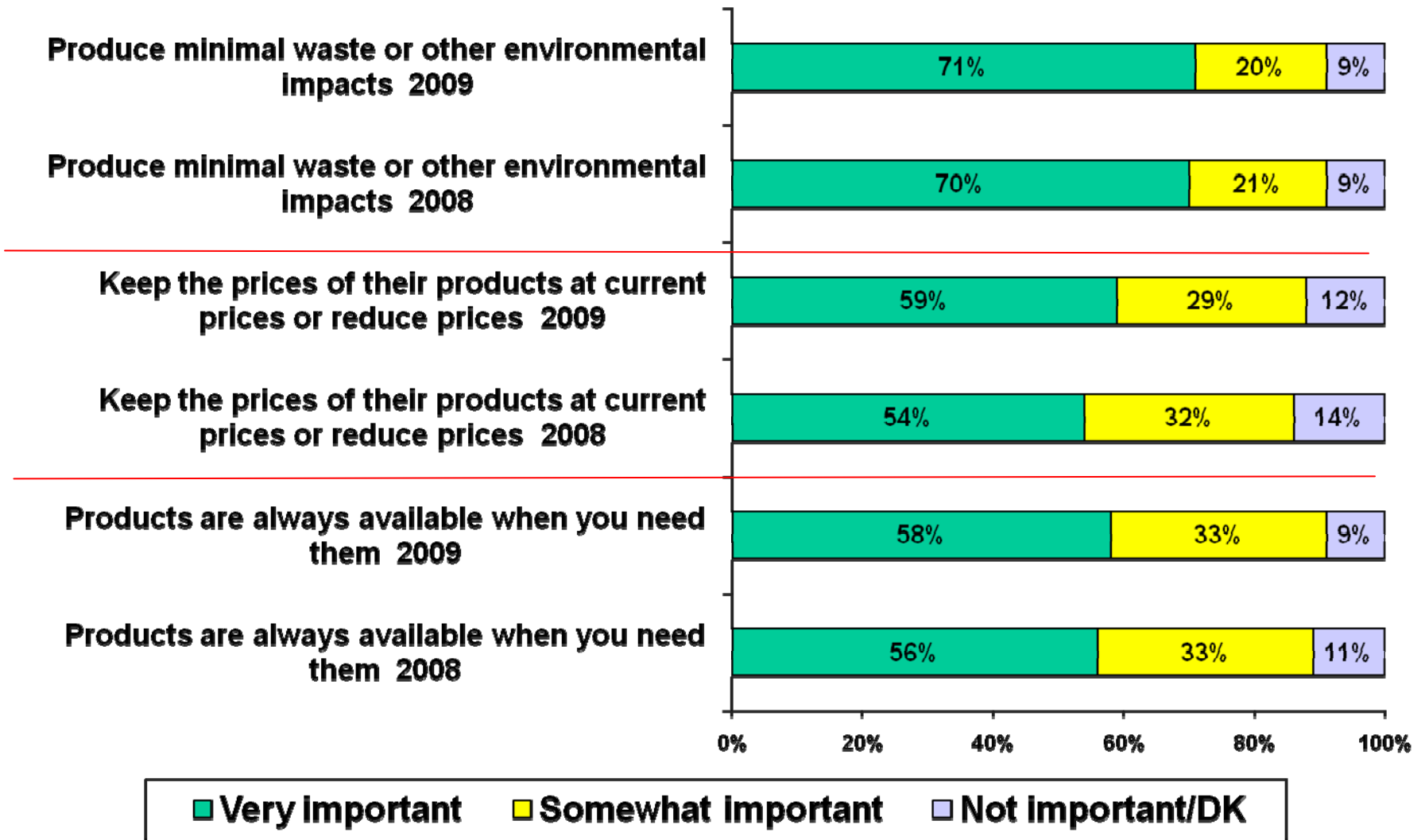
When considering manufacturing companies, how important is each of the following attributes to you? Is the attribute very important, somewhat important, only slightly important, or not at all important? U.S. manufacturing companies...



Base = Total respondents: 1,004 adults in 2008 and 1,001 in 2009.

Important Attributes of a Manufacturing Company

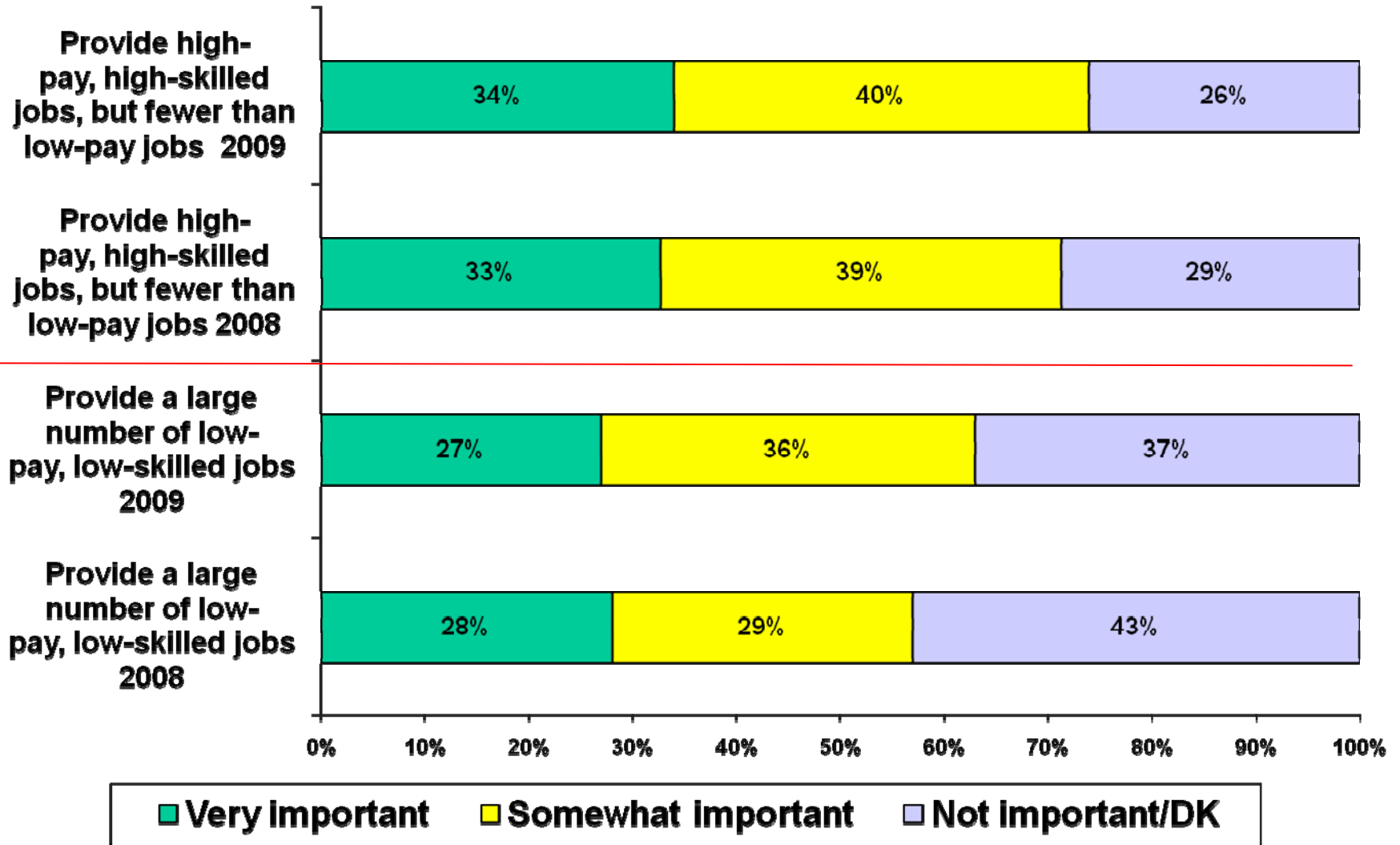
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Important Attributes of a Manufacturing Company

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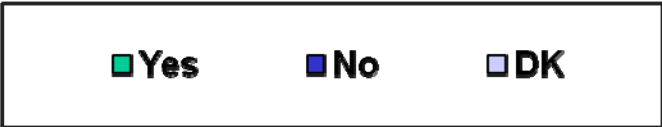
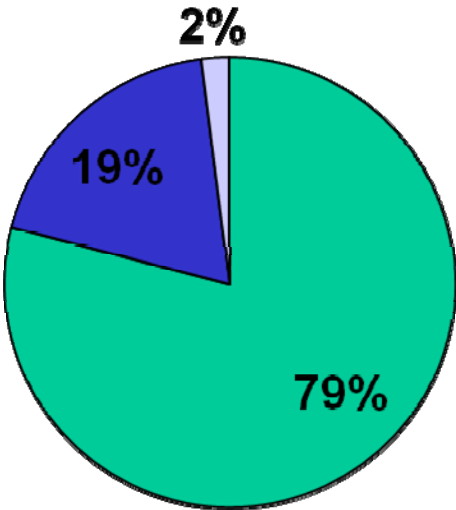
Support for Federal Funding of Factory Technology and Automation to Preserve Competitiveness and Keep Manufacturing in U.S.

- Nearly 80 percent of Americans (79% in both surveys) support a Federal, state or local government program to provide incentives to companies to automate to keep them from losing their global leadership role or take the operations outside of the US.
 - Men are less likely to support these incentives than are women (75% vs. 82%).
 - Those in households with incomes of less than \$35,000 (84%) are less likely to support this idea than are those in households with incomes of \$100,000 or more (74%).

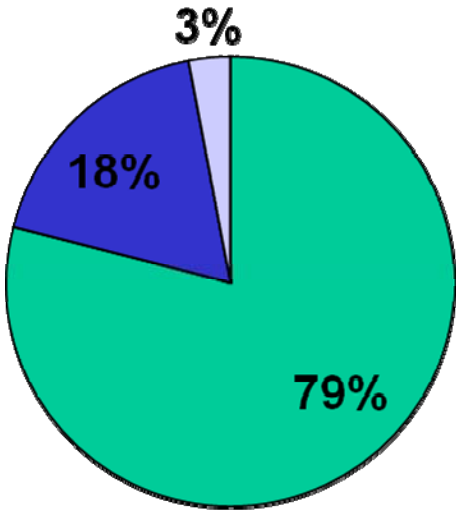
Support for Federal Funding of Factory Technology and Automation to Preserve Competitiveness and Keep Manufacturing in U.S.

Should federal, state and local governments provide incentives to help U.S. companies invest in factory technology and automation so they remain a global manufacturing leader and keep manufacturing operations in the U.S.?

2009



2008



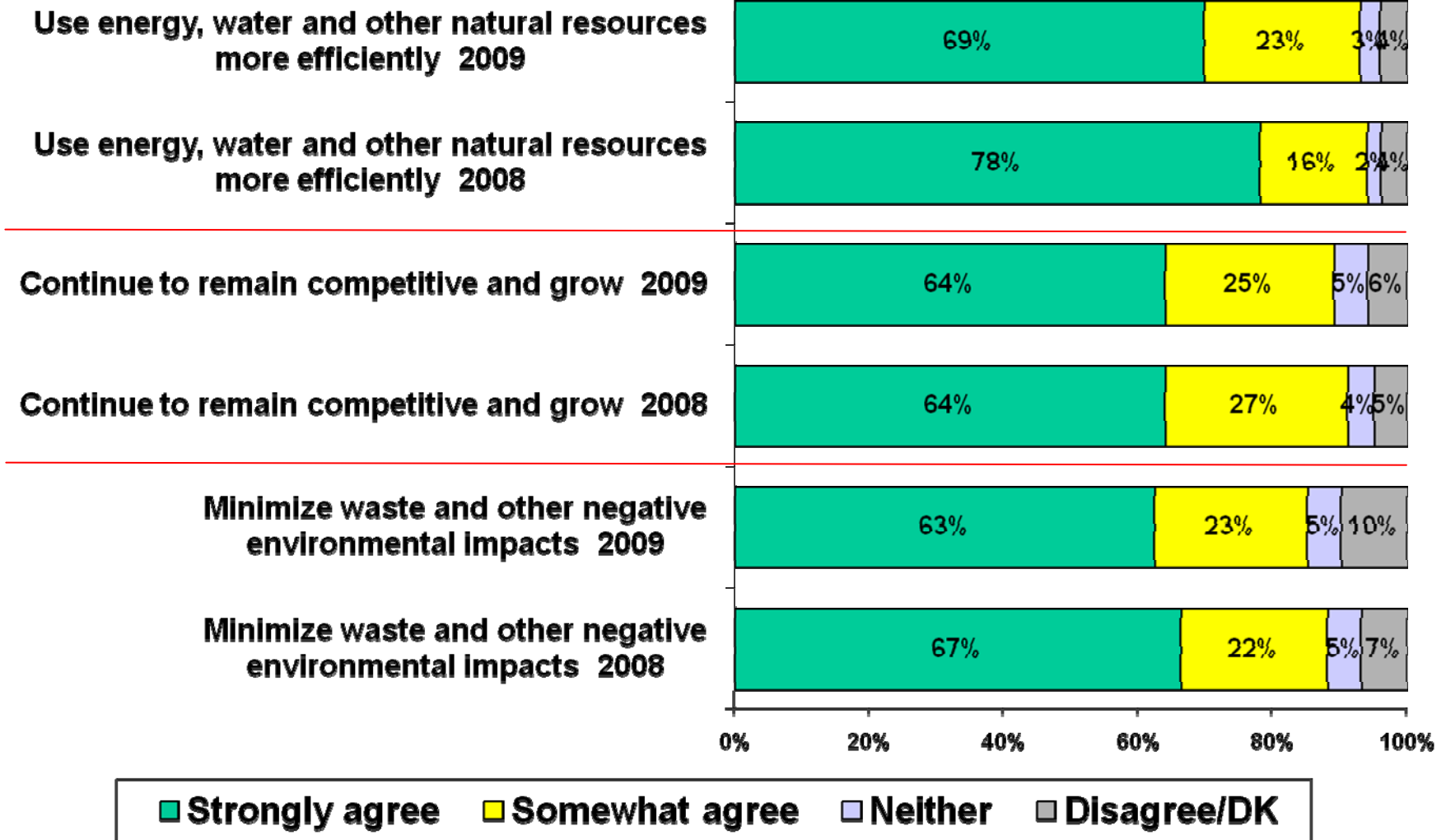
Base = Total respondents: 1,004 adults in 2008 and 1,001 in 2009.

U.S. Companies Need to Invest in Factory Technology and Automation

- Improving environmental sustainability, competitive position and product quality are the top reasons Americans believe U.S. manufacturers need to invest in automating and modernizing their factories.
- More than nine in 10 think this action should be taken to use energy, raw materials or natural resources more efficiently (93%) and 89% think this type of investment must happen to remain competitive and grow.
- Eight in 10 agree that U.S. companies should invest in factory technology and automation to minimize waste and other environmental impacts (86%), provide safer, high quality products or to respond more quickly to customer demands (both 85%). A similar percentage agree we should invest in factory technology to provide a safer workplace (83%).
- And just slightly fewer think U.S. companies should invest in factory technology and automation to avoid raising prices (75%) or to be able to attract foreign manufacturers (71%).

U.S. Companies Need to Invest in Factory Technology & Automation

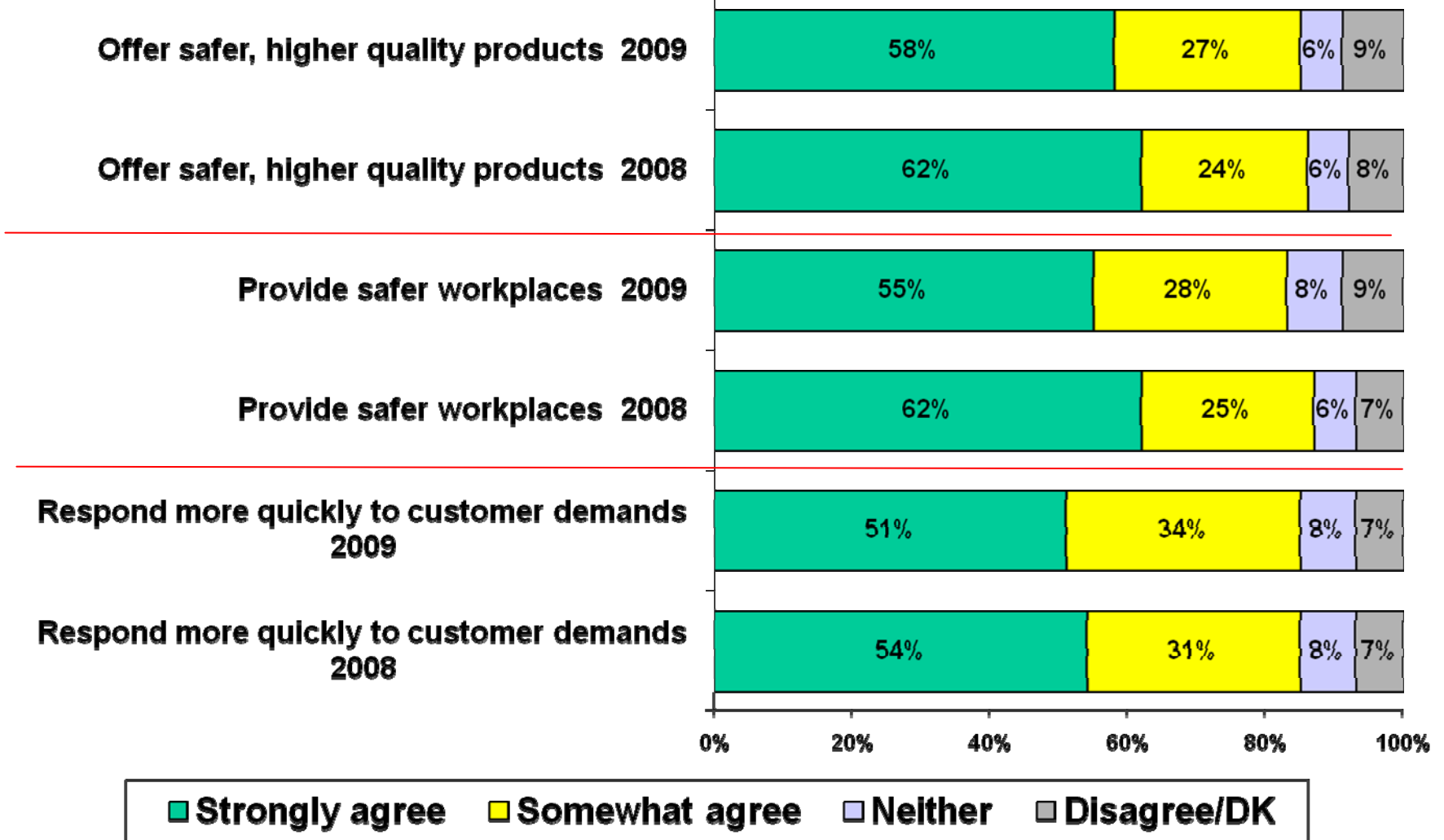
Please tell me how much you agree or disagree with each of the following statements. Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree? U.S. companies must invest more in factory technology and automation to...



Base = Total respondents: 1,004 adults in 2008 and 1,001 in 2009.

U.S. Companies Need to Invest in Factory Technology & Automation

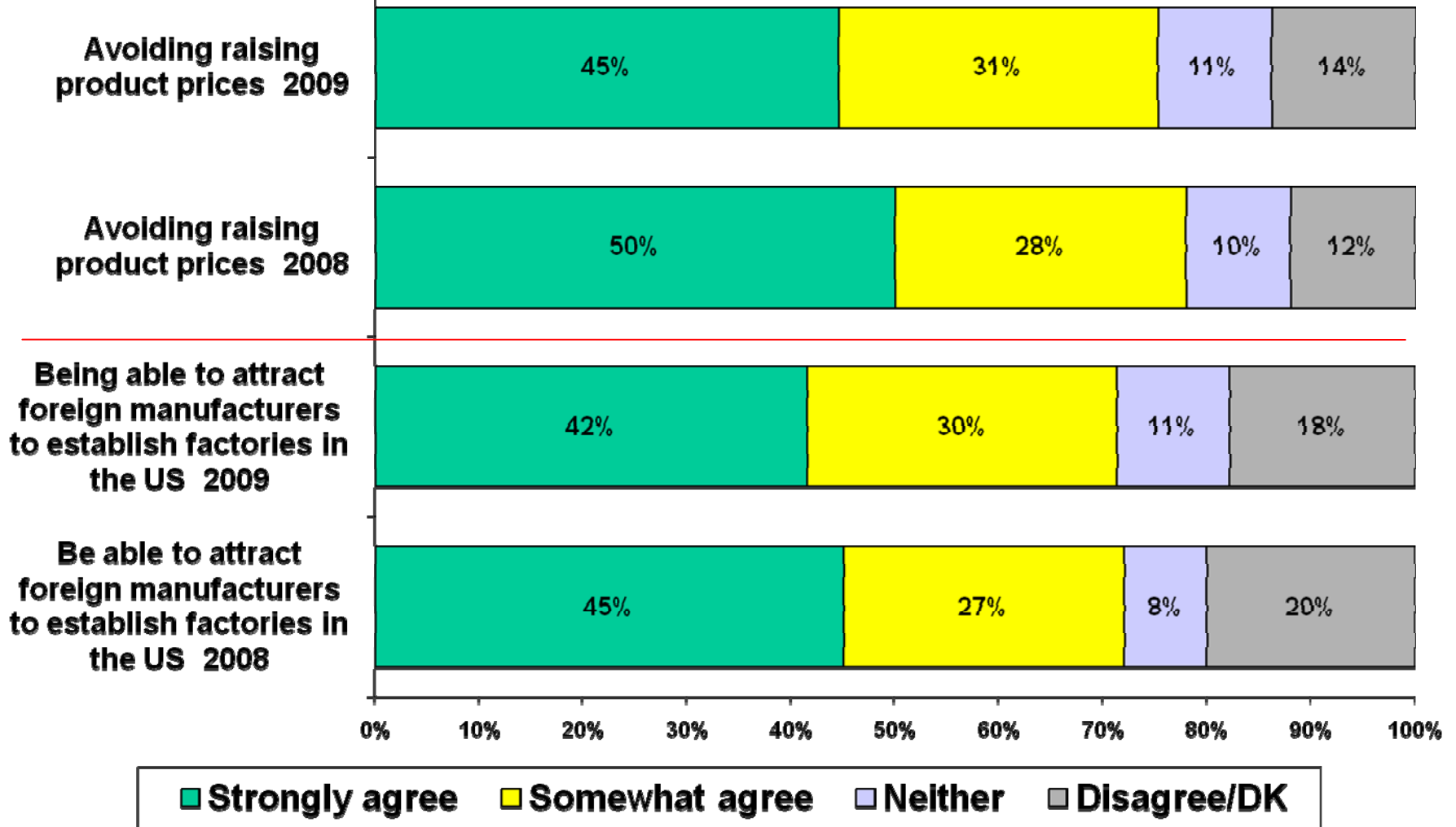
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U.S. Companies Need to Invest in Factory Technology & Automation

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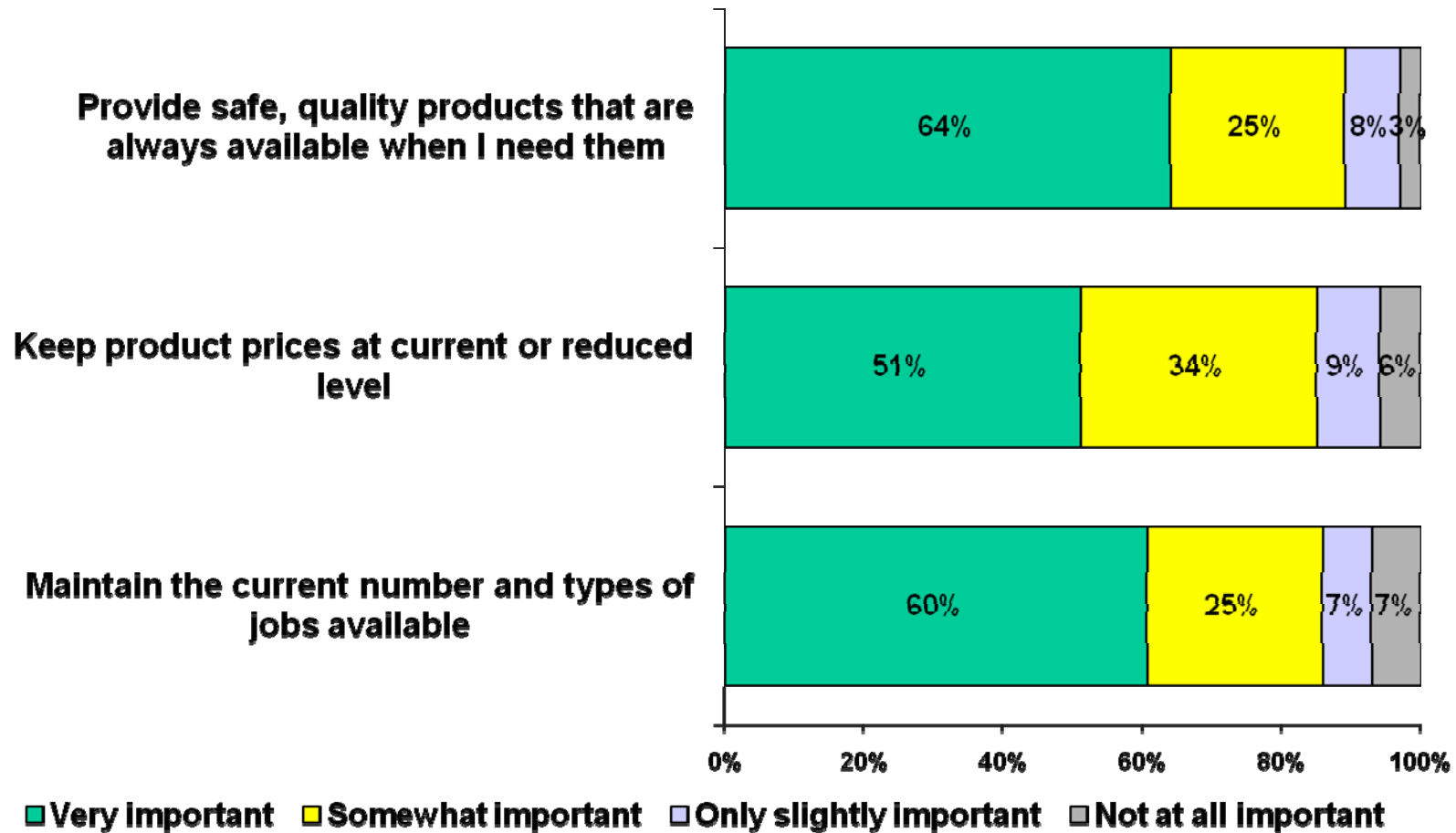
Base = Total respondents: 1,004 adults in 2008 and 1,001 in 2009.

The Importance of Various Attributes of an Economic Stimulus Package to Improve America's Manufacturing

- When determining their support for a stimulus package that improves U.S. manufacturing operations, Americans noted product safety, quality and availability as their most important considerations.
 - Provide safe, quality products that are always available when I need them – 89%
 - Keep product prices at current or reduced level – 85%
 - Maintain the current number and types of jobs available – 85%
 - Automate and modernize factories – 74%
 - Provide higher-paid, high-skilled jobs, but fewer of them – 62%

The Importance of Various Attributes of an Economic Stimulus Package to Improve America's Manufacturing

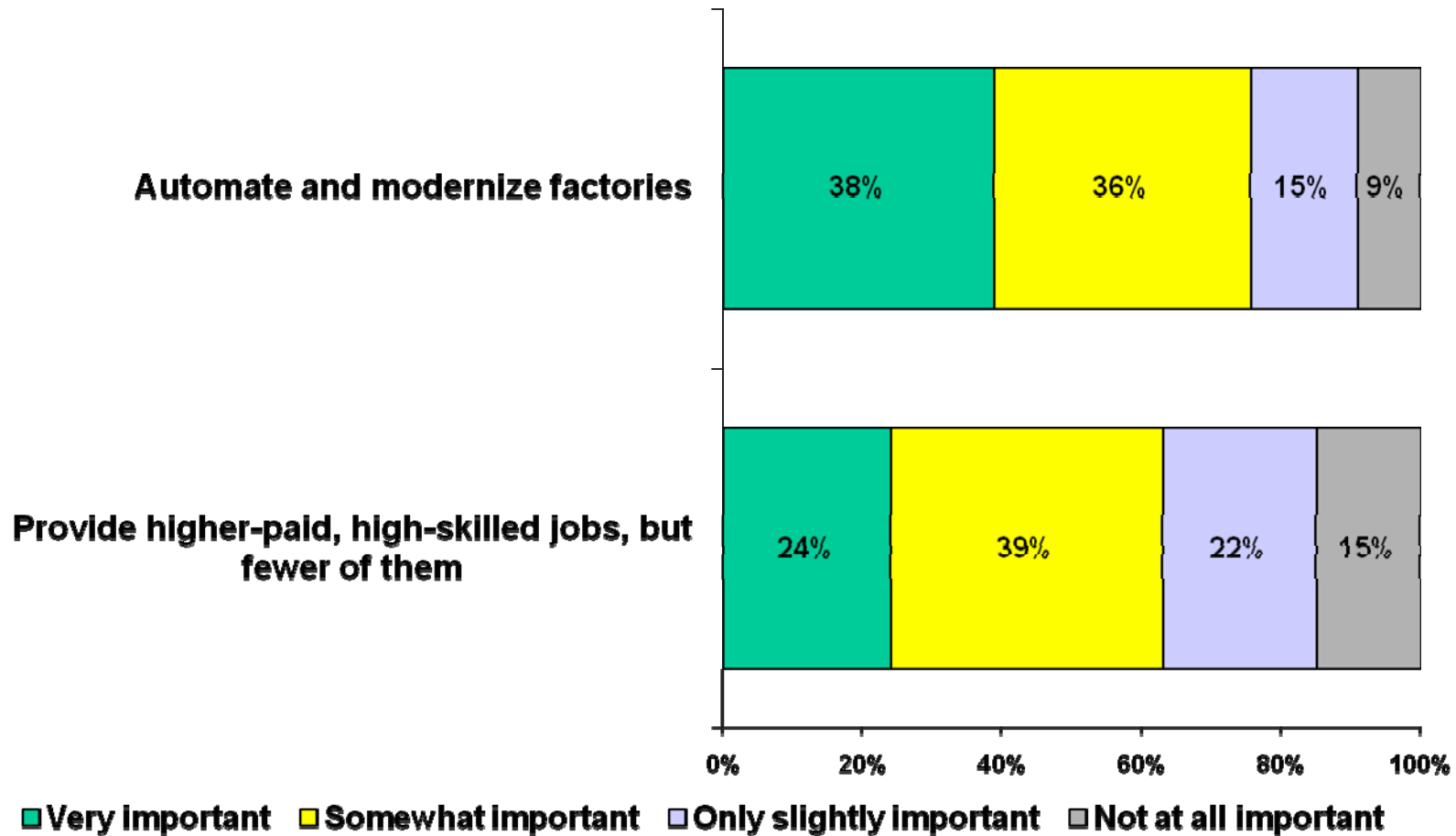
When considering if you would support an economic stimulus package to improve corporate America's manufacturing operations, how important are each of the following attributes to you?



Base = Total respondents: 1,001 in 2009.

The Importance of Various Attributes of an Economic Stimulus Package to Improve America's Manufacturing

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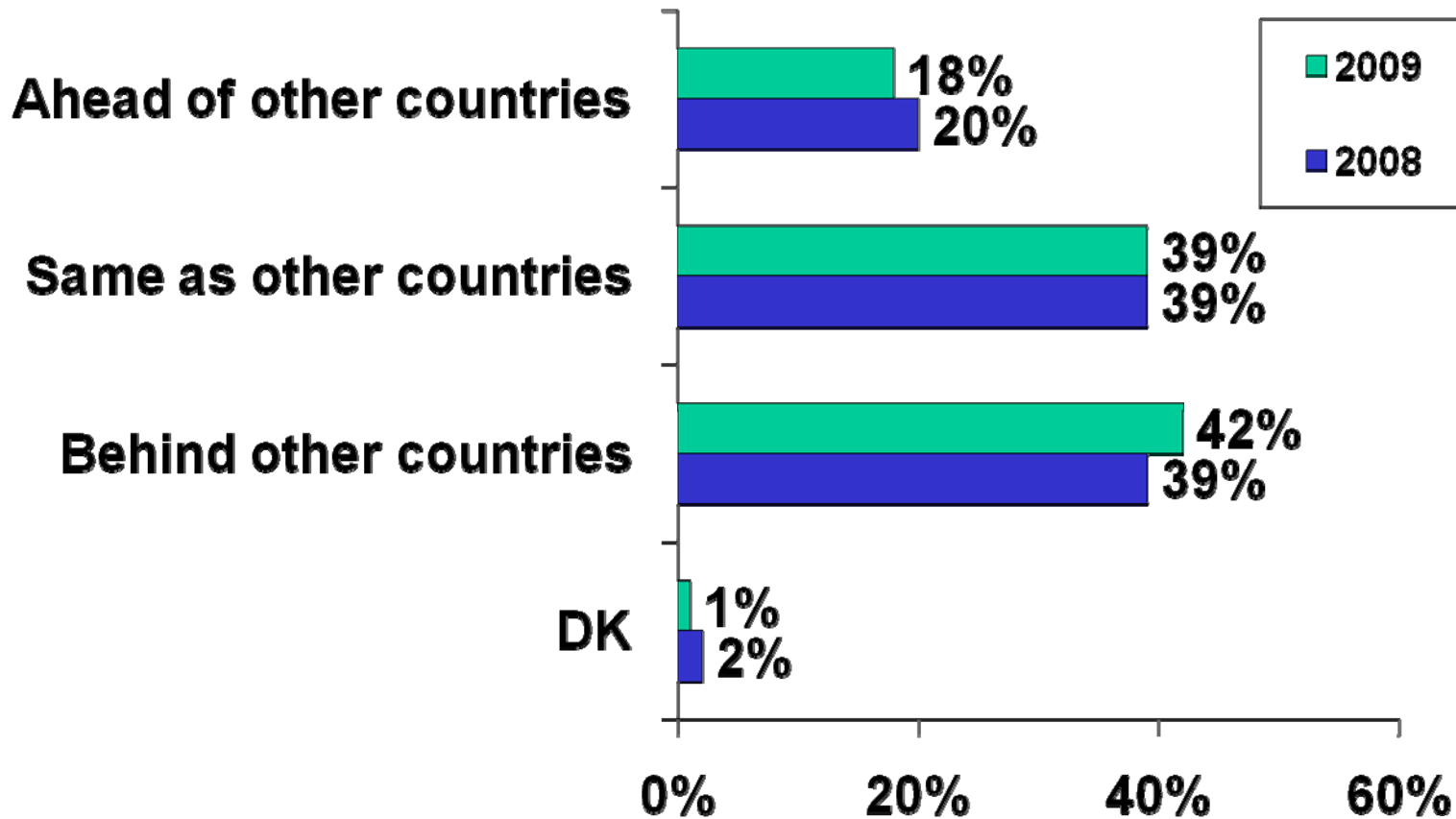
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Is U.S. Manufacturing Technology & Automation Ahead or Behind The Rest of the World?

- 42% think US manufacturing technology and automation is behind (an increase from 39% in 2008) and (39% in both years) think we are even with the rest of the world. Only 18% (compared to 20% in 2008) think the US manufacturing sector is ahead of the rest of the world.
 - Men are more likely than women to think that our manufacturing sector is ahead of the rest of the world (22% vs. 15%).
 - Those age 65 and over are a lot more likely to think our manufacturing sector is ahead of the rest of the world (28%) than are respondents age 18-44 (13%).

Is U.S. Manufacturing Technology & Automation Ahead or Behind The Rest of the World?

Would you say that the U.S. manufacturing sector is ahead of other countries when it comes to technology and automation, about the same or behind other countries?



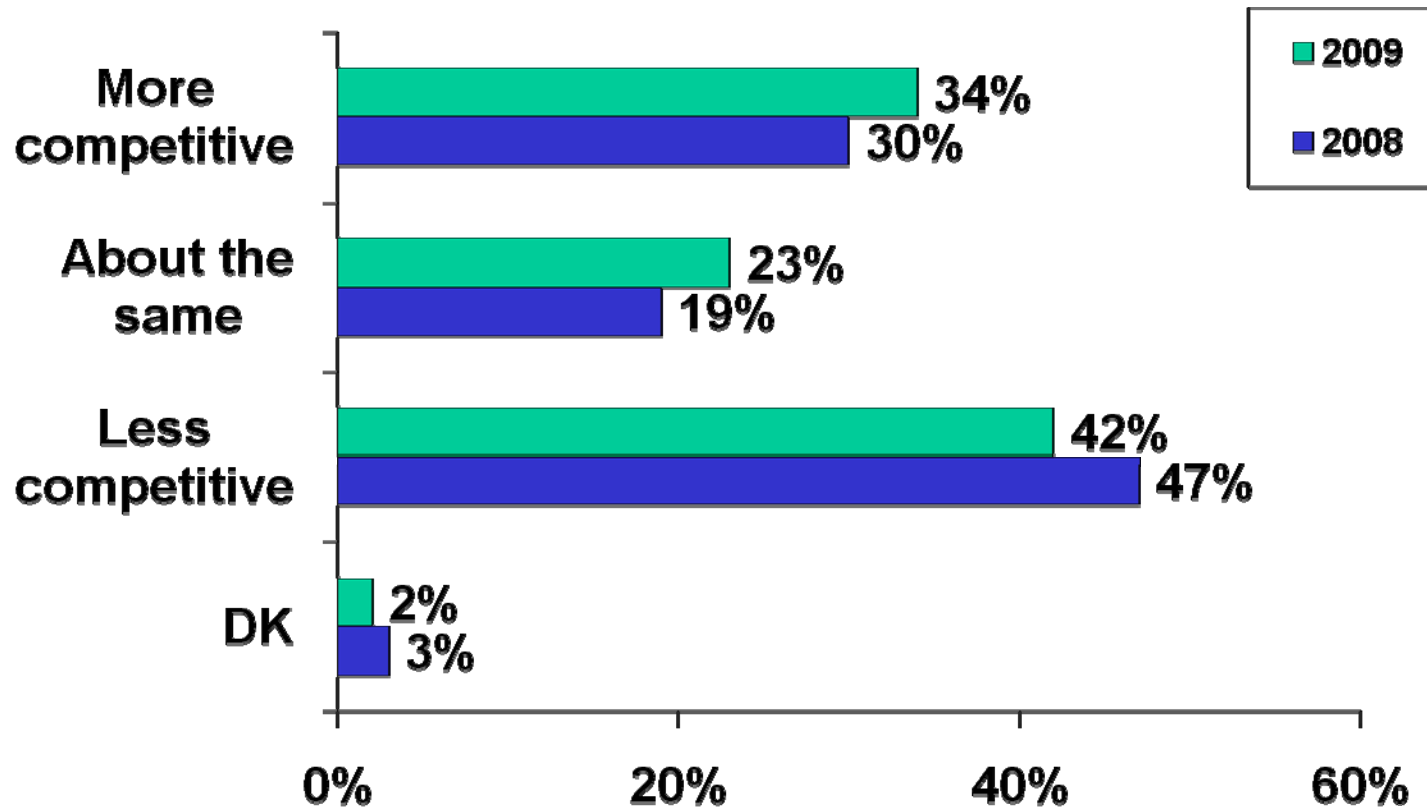
Base = Total respondents: 1,004 adults in 2008 and 1,001 in 2009.

Is The US Manufacturing Sector Less Competitive Than 10 Years Ago?

- While it is not a majority, more Americans think the manufacturing sector in this country has gotten less competitive in the last 10 years. Nearly half believe the US is less competitive (42% in 2009 and 47% in 2008), 23% (compared to 19% in 2008) believe the U.S. is about the same and only a third believe the U.S. manufacturing sector is more competitive than it was 10 years ago (34% in 2009 and 30% in 2008),
 - Younger respondents age 18-34 are much more likely than respondents of any other age to say that the US manufacturing sector has gotten more competitive in the last 10 years (41% vs. 31%).
 - Those in the Midwest are the least likely to think we have gotten more competitive in the last 10 years (26%) compared to the rest of the country (35%).
 - Respondents in households with less than \$35,000 in annual income are less likely to think that the US manufacturing sector has gotten less competitive than are those in households with incomes of \$100,000 or more (35% vs. 54%).
 - Those with less than a high school education are also less likely to think the sector has gotten less competitive than those with some college or more education (31% vs. 49%).

Is The US Manufacturing Sector Less Competitive Than 10 Years Ago?

Compared to 10 years ago, would you say that the U.S. manufacturing sector is...



Base = Total respondents: 1,004 adults in 2008 and 1,001 in 2009.



APPENDIX

RELIABILITY OF SURVEY PERCENTAGES

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

The table below shows the possible sample variation that applies to percentage results reported herein. The chances are 95 in 100 that a survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Size of Sample on Which Survey Results Are Based	Approximate Sampling Tolerances Applicable to Percentages At or Near These Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,000 interviews	2%	2%	3%	3%	3%
500 interviews	3%	4%	4%	4%	4%
250 interviews	4%	5%	6%	6%	6%
100 interviews	6%	8%	9%	10%	10%

Additional Sampling Tolerances for Samples of 1,000 Interviews

<u>9% or 91%</u> 2%	<u>8% or 92%</u> 2%	<u>7% or 93%</u> 2%	<u>6% or 94%</u> 1%	<u>5% or 95%</u> 1%
<u>4% or 96%</u> 1%	<u>3% or 97%</u> 1%	<u>2% or 98%</u> 1%	<u>1% or 99%</u> 2%	

SAMPLING TOLERANCES WHEN COMPARING TWO SAMPLES

Tolerances are also involved in the comparison of results from independent parts of the sample. A difference, in other words, must be of at least a certain number of percentage points to be considered statistically significant – that is not due to random chance. The table below is a guide to the sampling tolerances in percentage points applicable to such comparisons, based on a 95% confidence level.

Size of Samples Compared	Differences Required for Significance At or Near These Percentage Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,000 and 1,000	3%	4%	4%	4%	4%
1,000 and 500	3%	4%	5%	5%	5%
1,000 and 250	4%	6%	6%	7%	7%
1,000 and 100	6%	8%	9%	10%	10%
500 and 500	4%	5%	6%	6%	6%
500 and 250	5%	6%	7%	7%	8%
500 and 100	6%	9%	10%	11%	11%
250 and 250	5%	7%	8%	9%	9%
250 and 100	7%	9%	11%	11%	12%
100 and 100	8%	11%	13%	14%	14%