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STRATEGY + RESEARCH

Campaign Shifts the Trade Debate

October 2016

CAMPAIGNS

CORPORATIONS

ADVOCACY

WORLDWIDE

Methodology

National phone survey of 900 Likely 2016 Voters.

This survey took place October 21-24 among national likely voters. Likely voters were determined based on stated intention of voting in 2016, and vote history in 2012 and 2014. Data shown in this deck is among all 2016 likely voters unless otherwise noted.

Margin of error for the full sample is +/-3.27 percentage points at the 95 percent confidence level. Of the 900 respondents, 65 percent were interviewed via cell phone in order to accurately sample the American electorate.

Big shift in impressions of past trade agreements over campaign

In general, do you think that free trade agreements between the United States and other countries have been a good thing or bad thing for the United States?

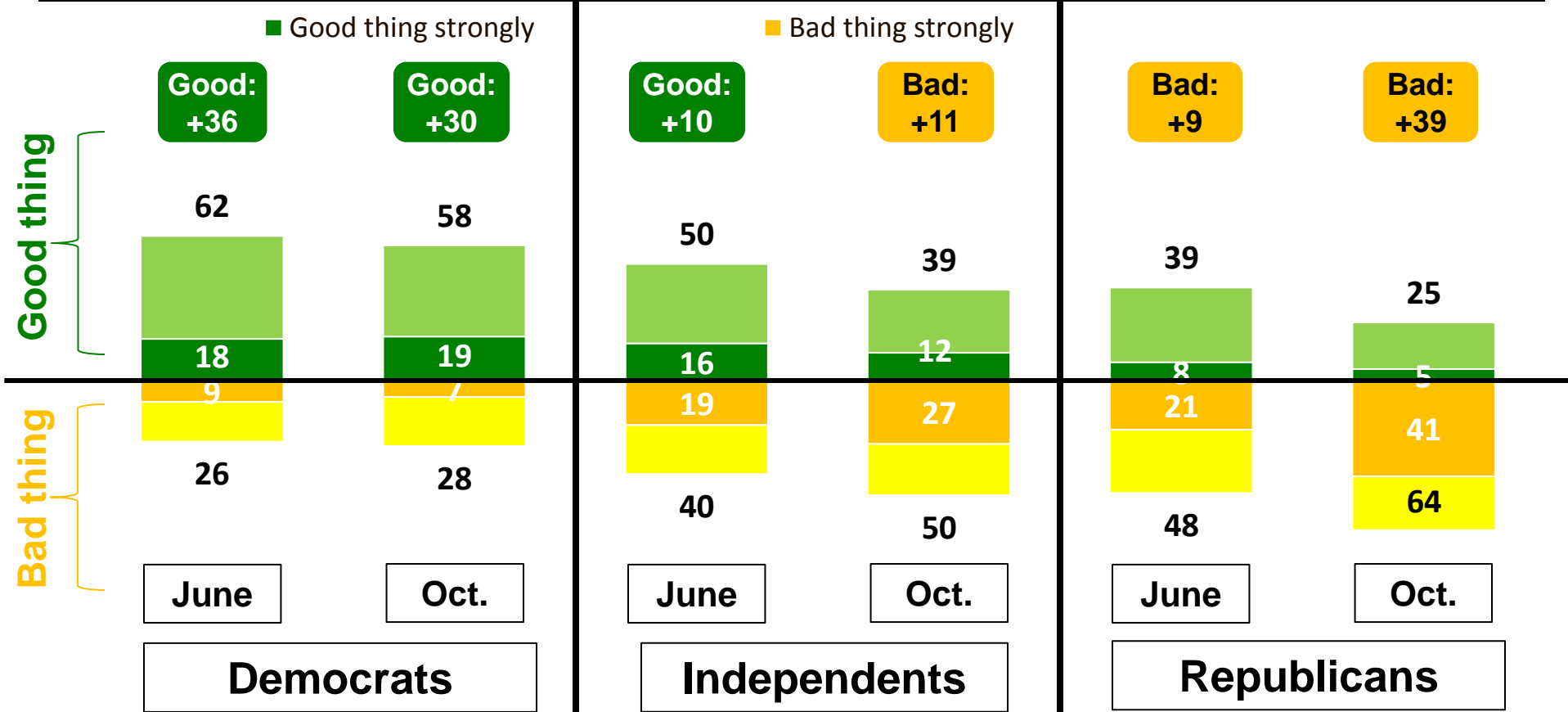
Have past trade agreements been a good thing or bad thing for the US?



Drive by all parties, though particularly Republican base voters

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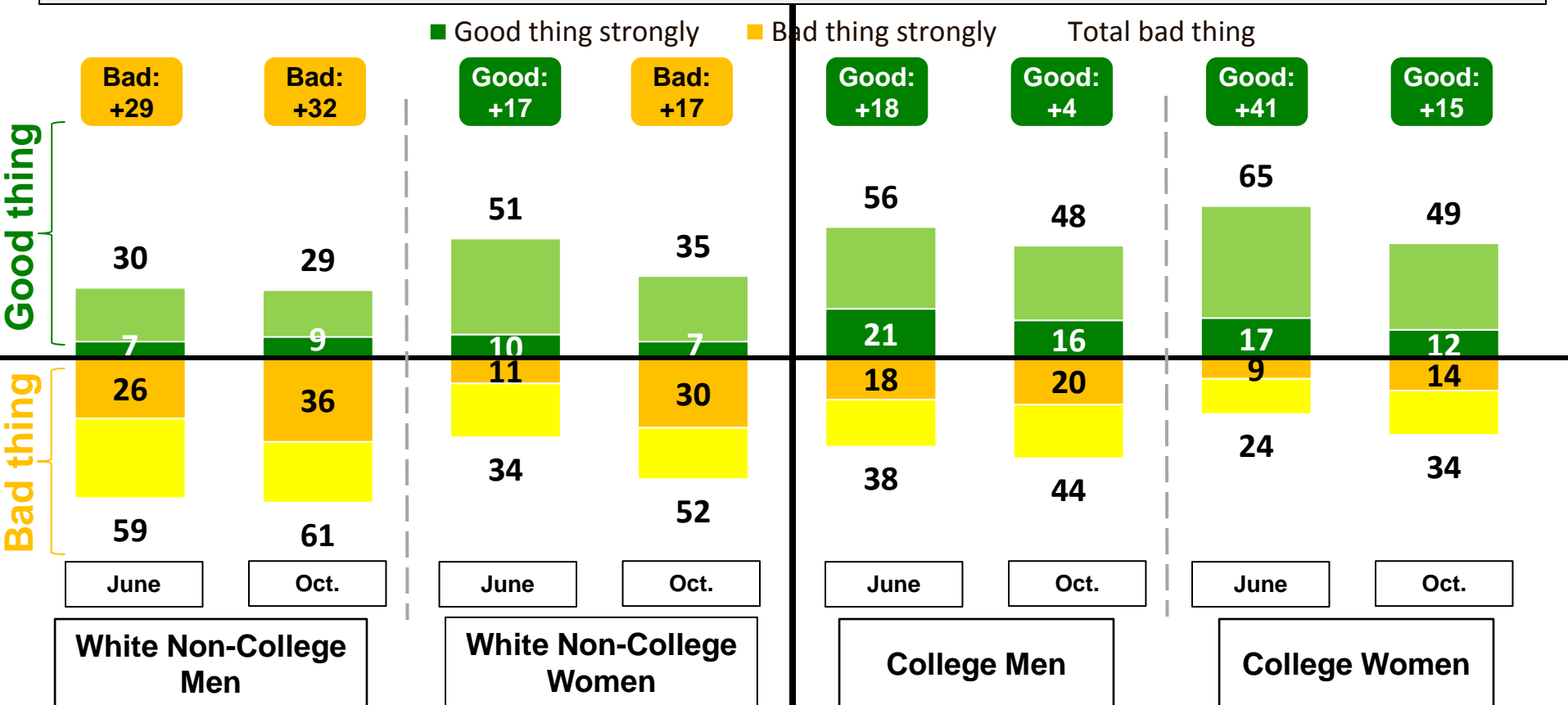
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Working class women are now close to the men, college women sharply divided

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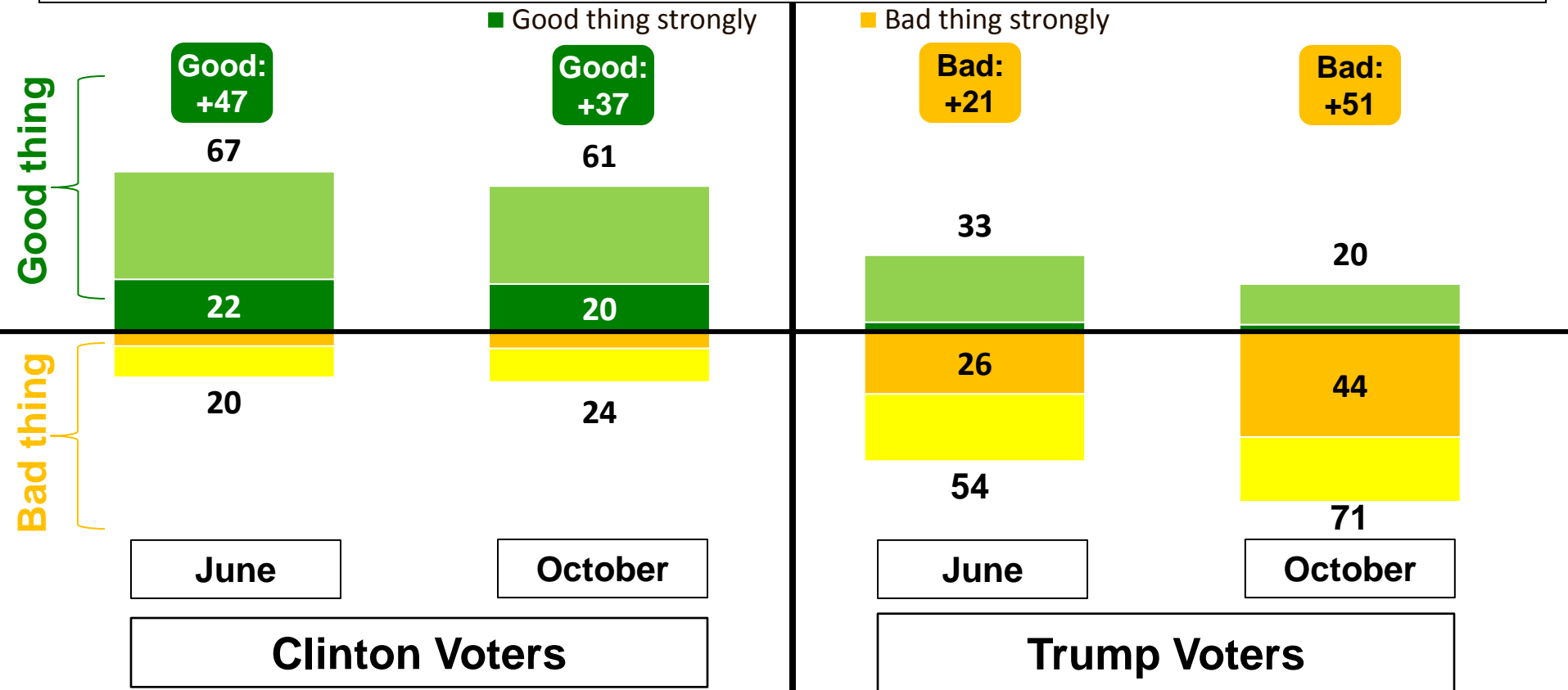
Have past trade agreements been a good thing or bad thing for the US?



Both Clinton & Trump voters down on past deals, but particularly Trump voters

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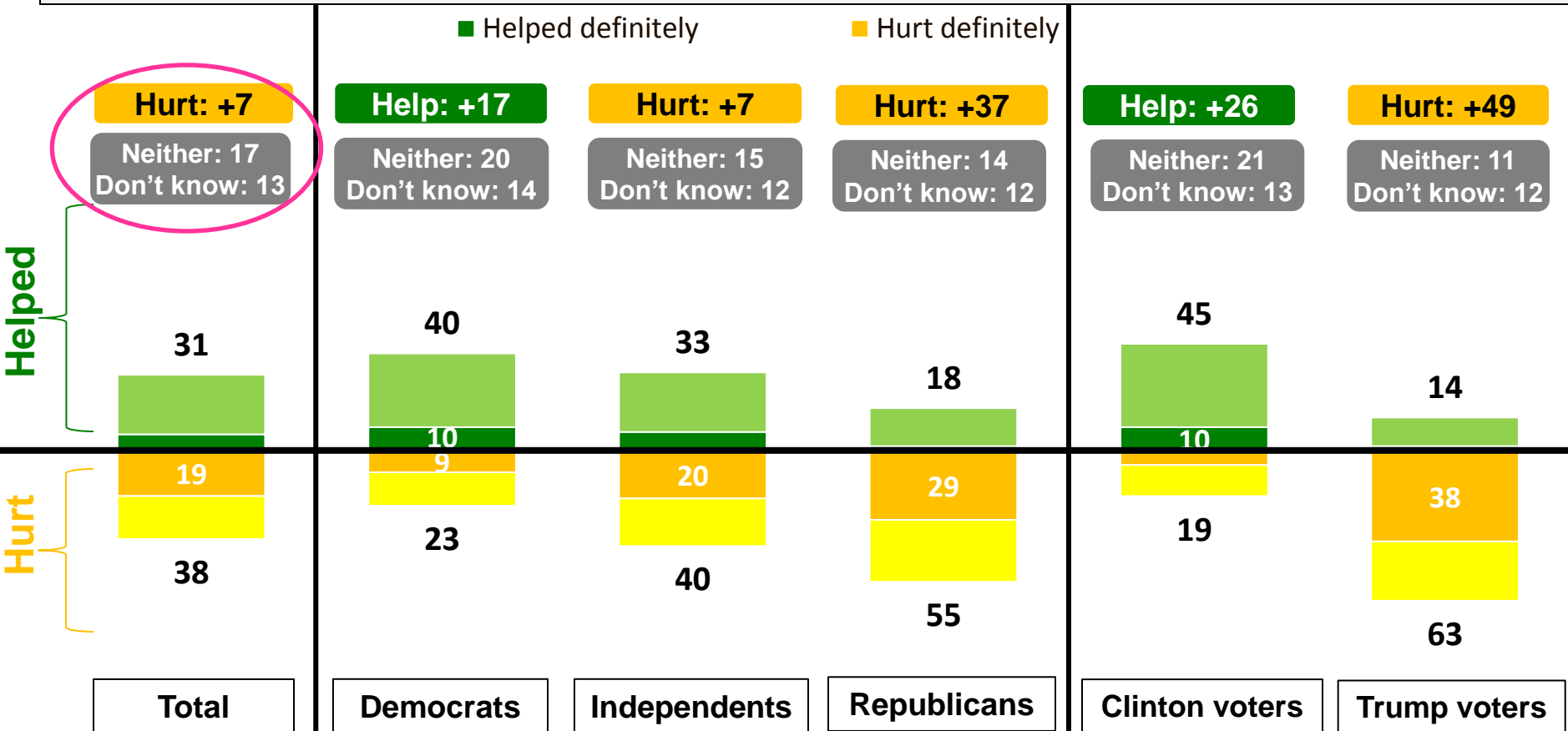
Have past trade agreements been a good thing or bad thing for the US?



Republicans, Independents say trade hurt their family, one-third of Democrats and Clinton voters say they neither or unsure

Thinking about the financial situation of you and your family, do you think free trade agreements have helped or hurt the financial situation of you and your family? Is that definitely (helped/hurt) or probably (helped/hurt)?

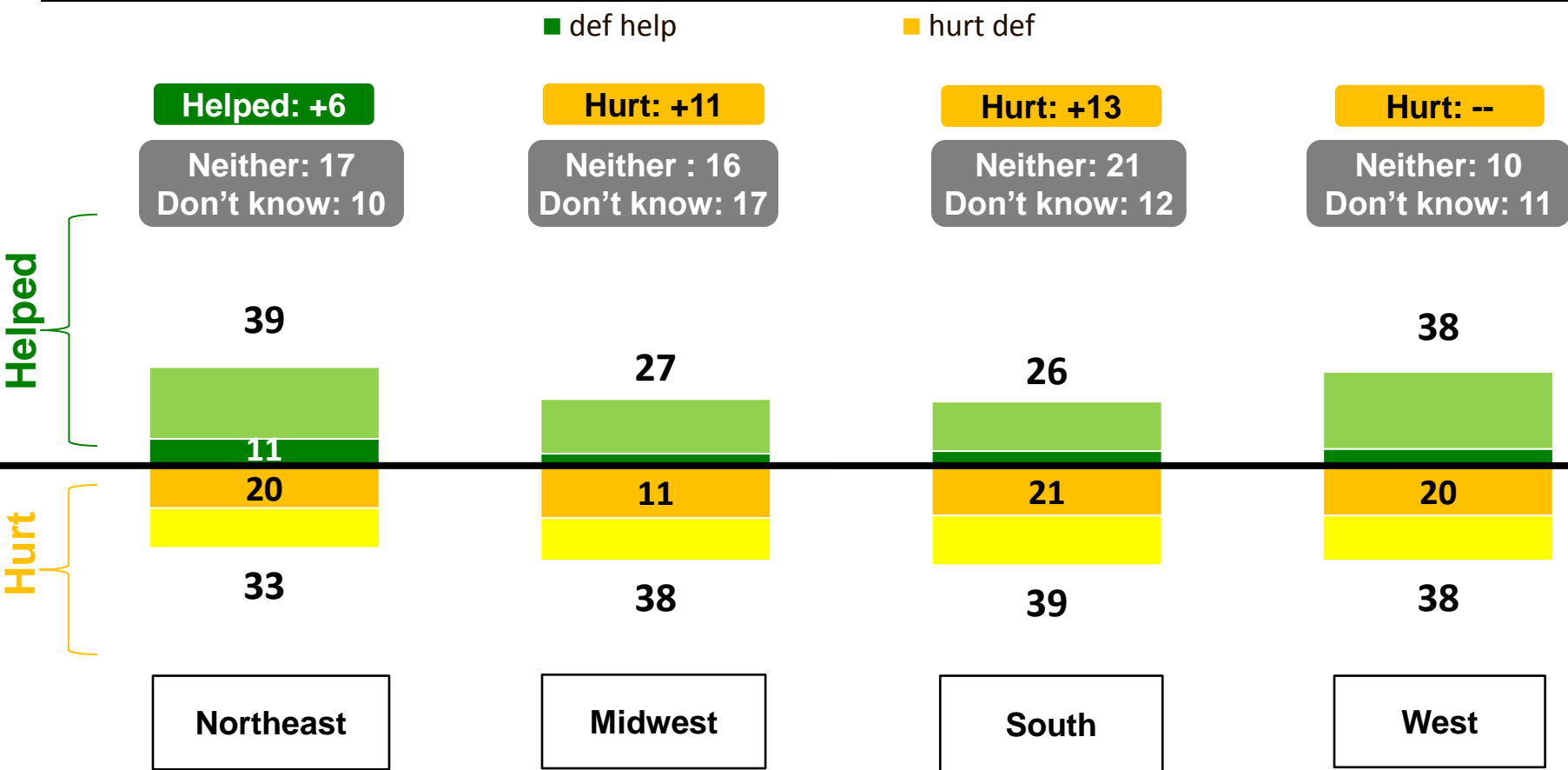
Free trade agreements helped or hurt the financial situation of your family?



Coasts are divided and unsure, but Midwest and South say hurt

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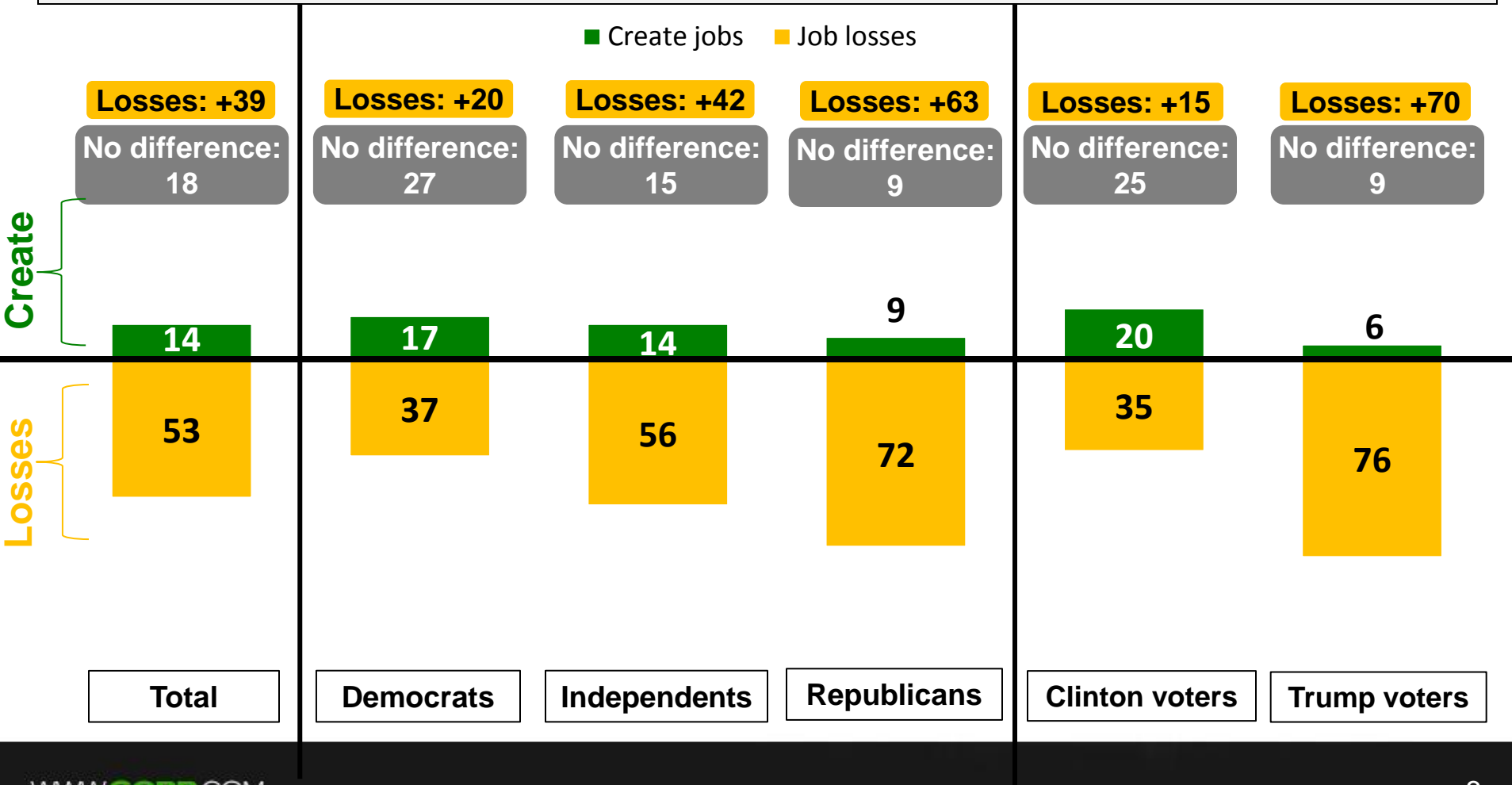
Free trade agreements helped or hurt the financial situation of your family?



Universal agreement trade leads to job losses

Do free trade agreements create jobs in the U.S., lead to job losses, or not make a difference?

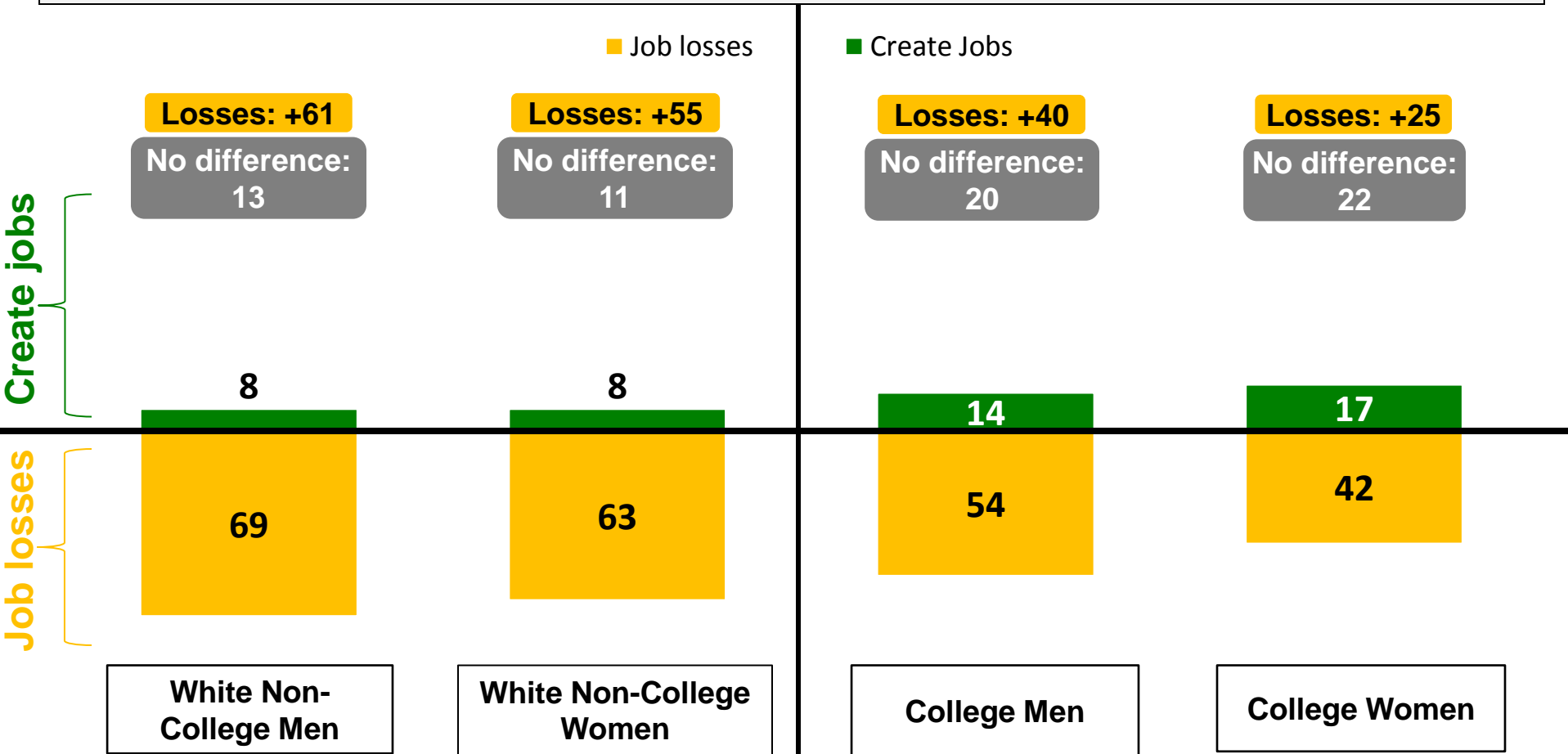
Do free trade agreements create jobs, lead to job losses, or make no difference?



White working class most likely to say lost jobs

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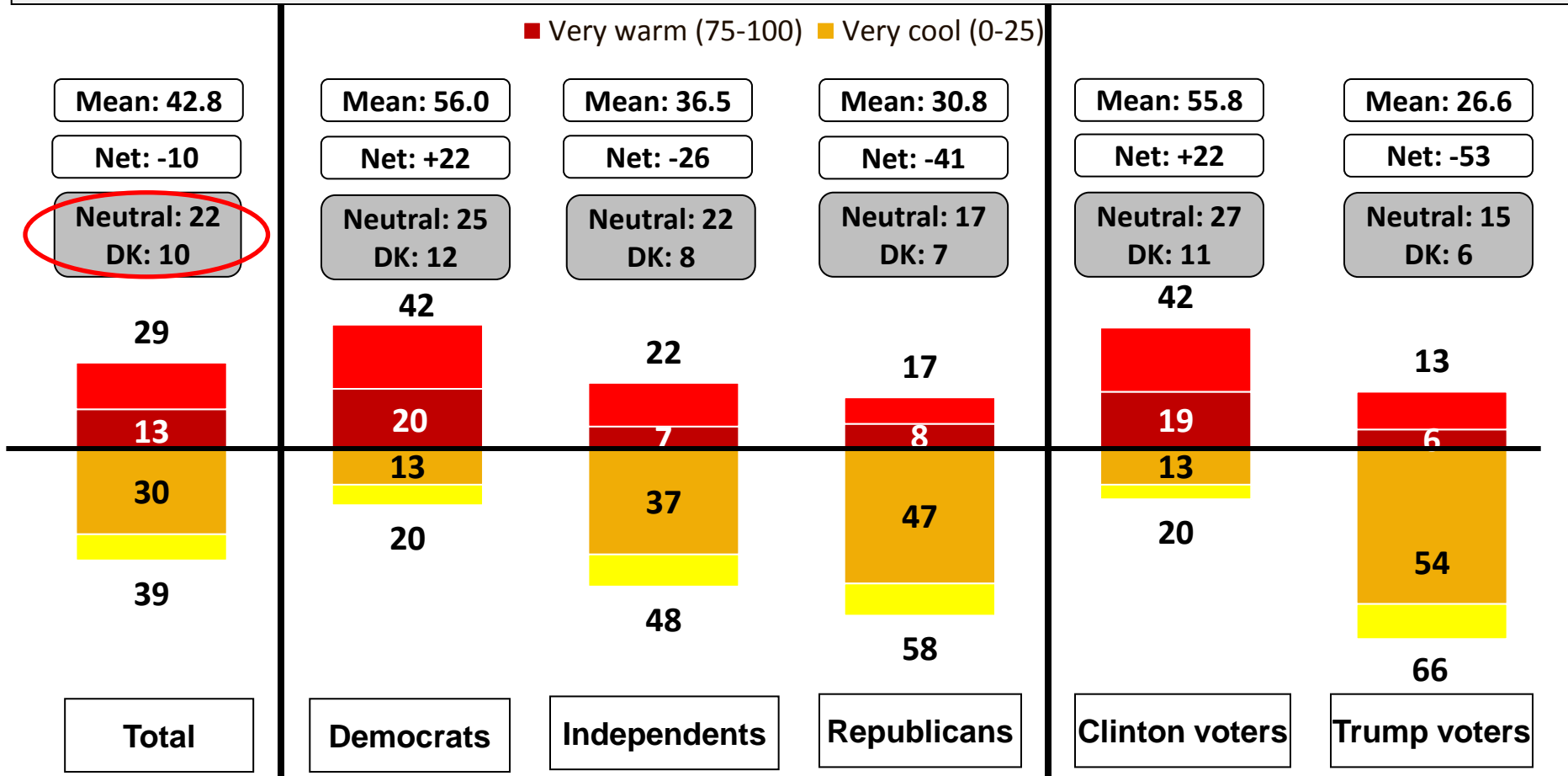


For NAFTA, all voters unsure but independents & GOP very negative

Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

NAFTA, the North American Trade Agreement with Mexico, Canada and the United States

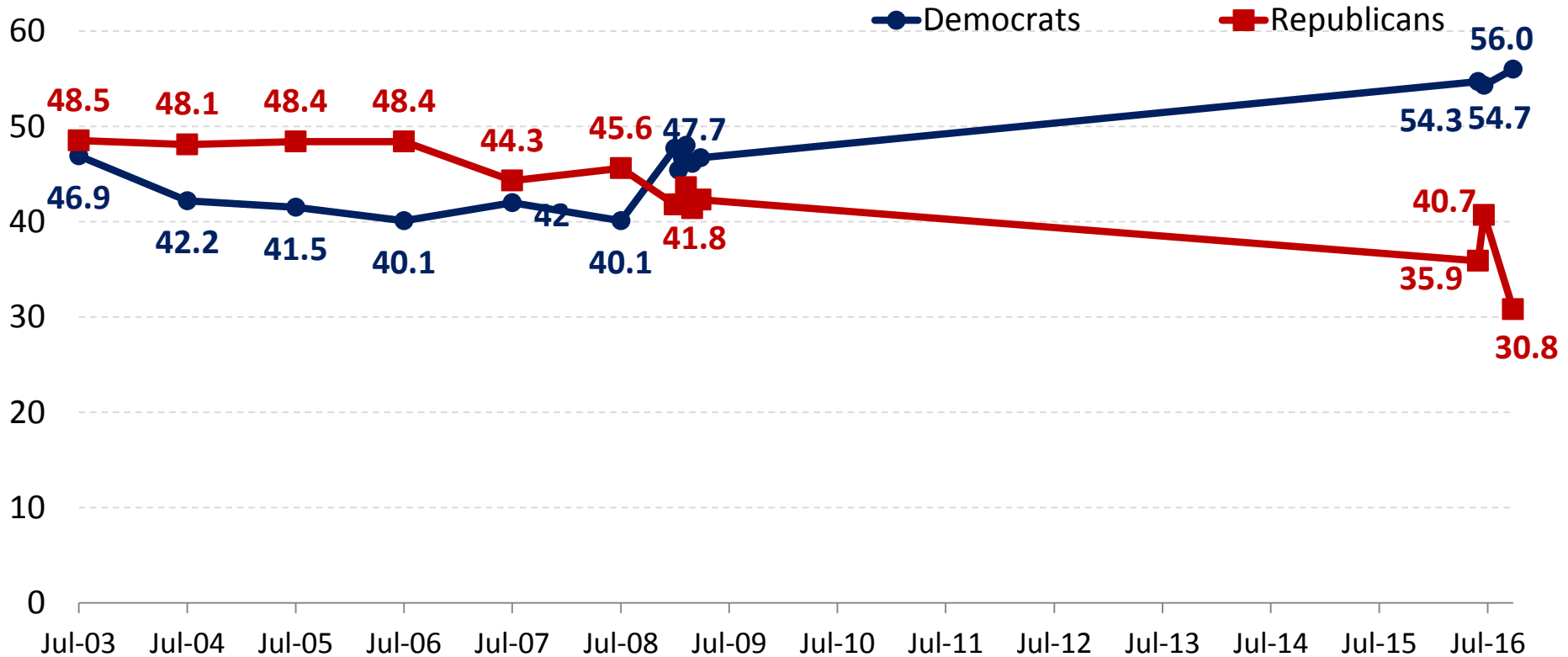
■ Very warm (75-100) ■ Very cool (0-25)



Biggest drop in GOP support for NAFTA in decade over 6 months

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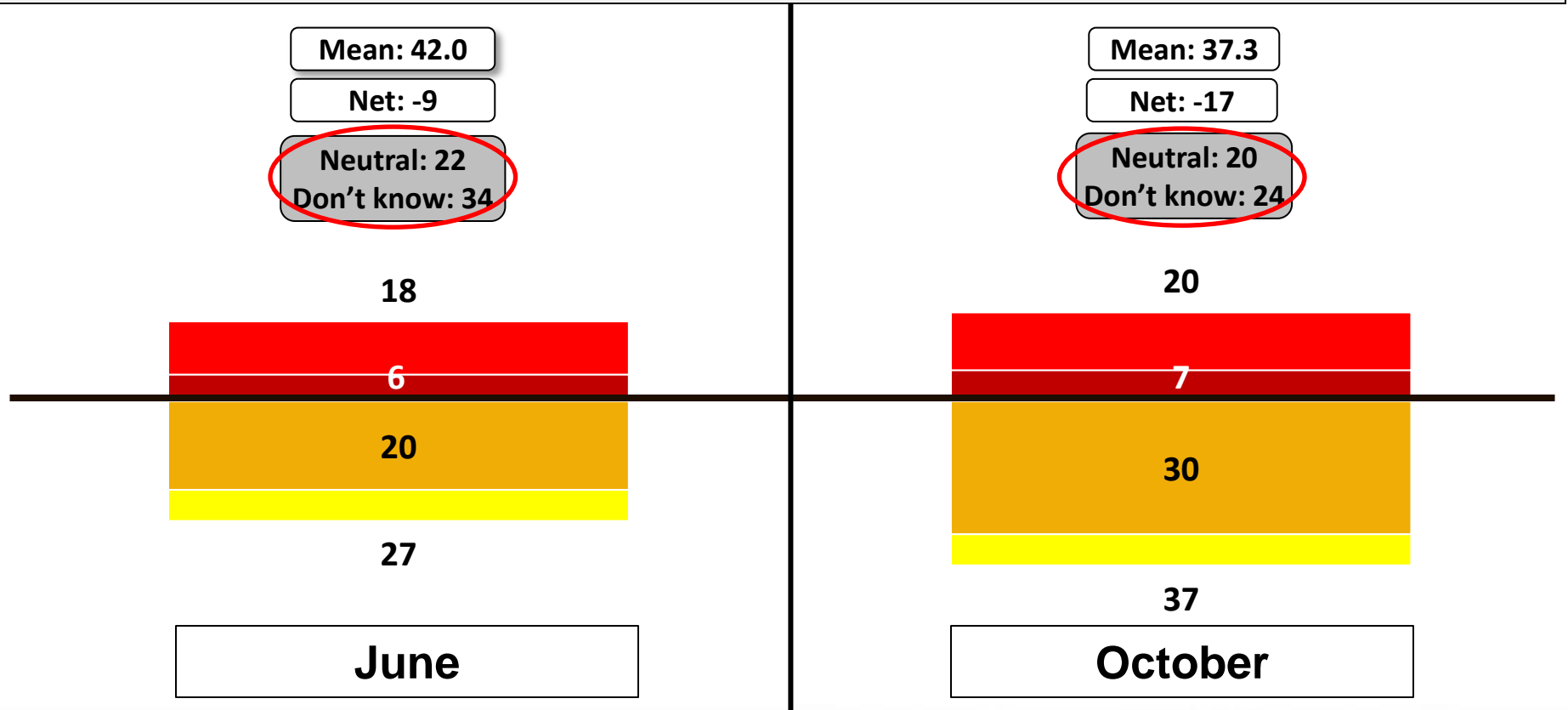
NAFTA, Among Democrats and Republicans
(Mean favorability shown)



Campaign has raised TPP's awareness and negativity

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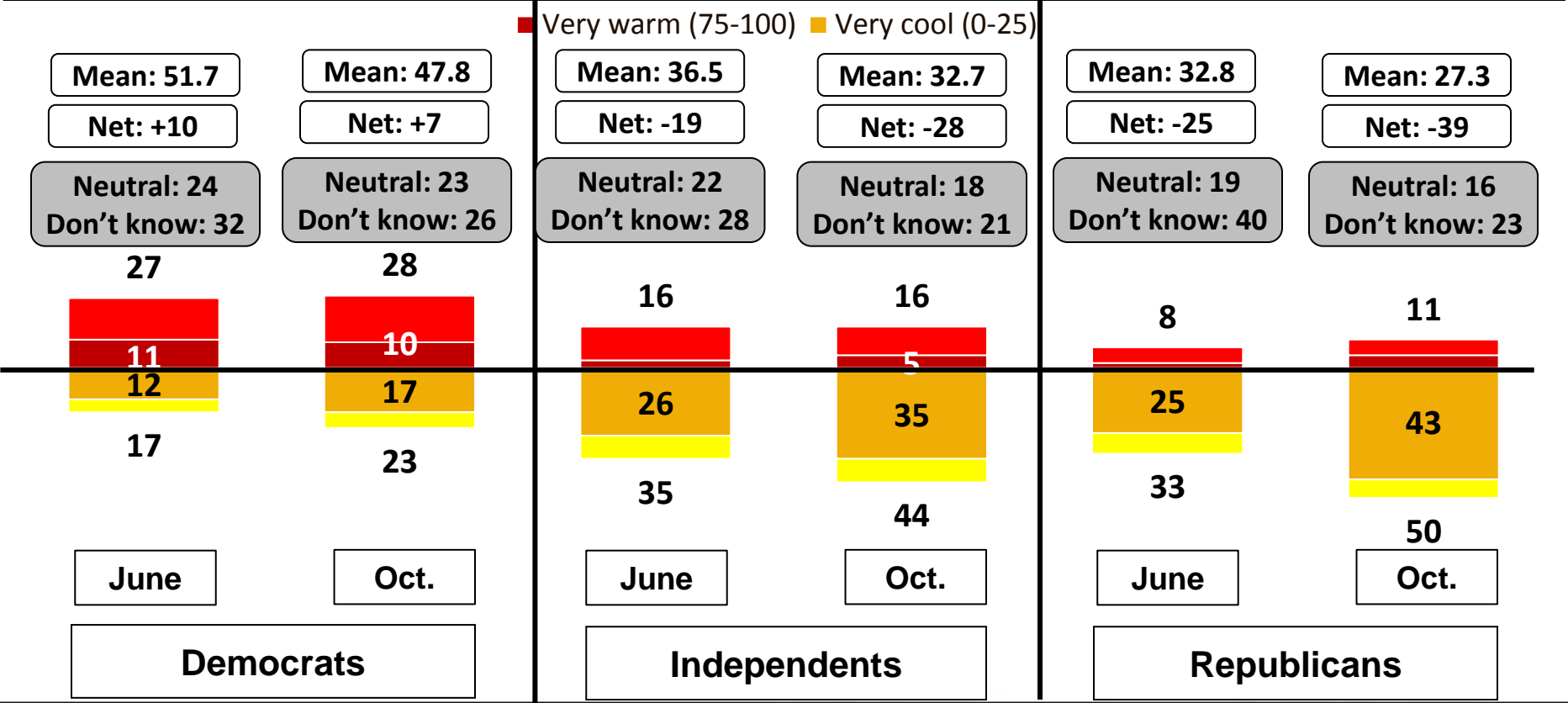
The Trans-Pacific Partnership, known as TPP, the proposed new trade agreement between the United States and 11 Asian and Latin American countries *such as Vietnam, Peru, Mexico and Japan*



TPP awareness increase from independents and Republicans

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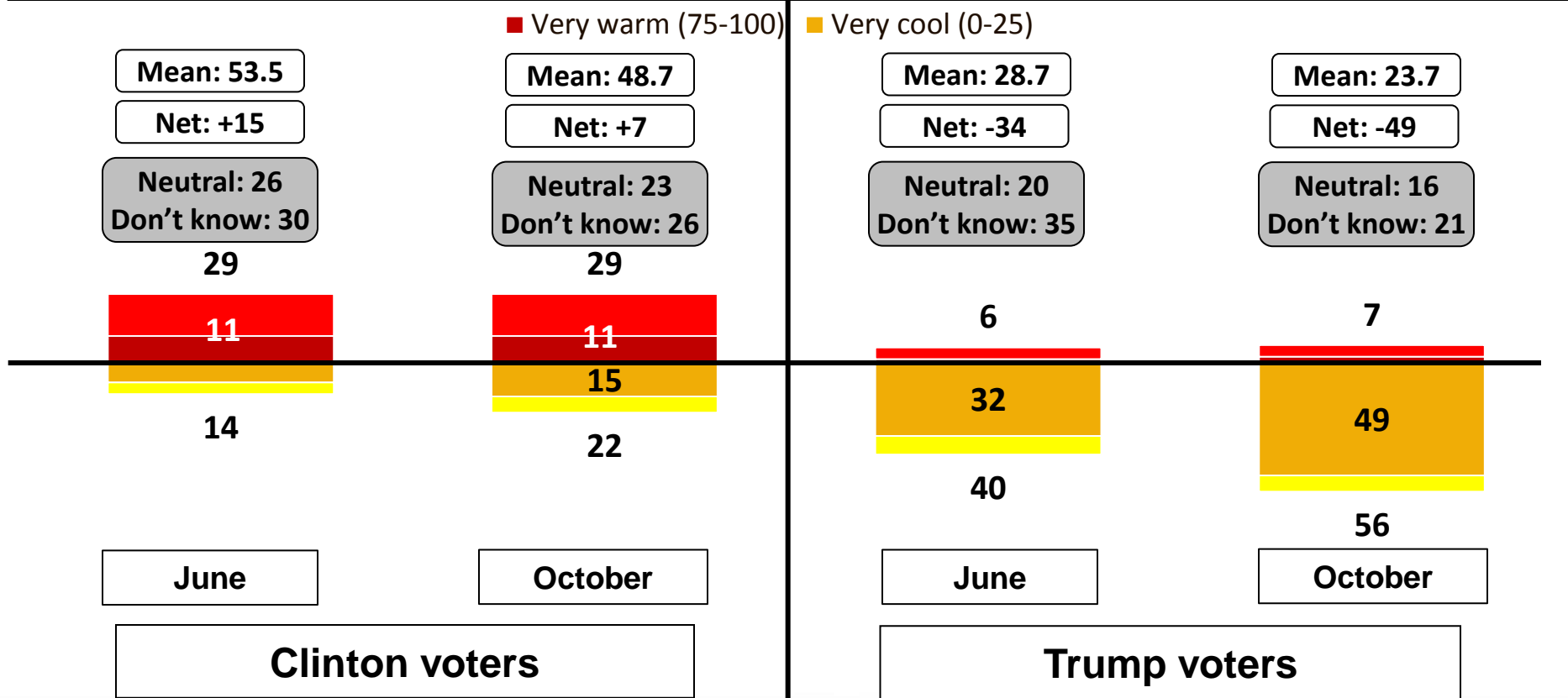
The Trans-Pacific Partnership, known as TPP, the proposed new trade agreement between the United States and 11 Asian and Latin American countries, such as Vietnam, Peru, Mexico and Japan



Clinton voters divided now, Trump voters dramatically more negative

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The Trans-Pacific Partnership, known as TPP, the proposed new trade agreement between the United States and 11 Asian and Latin American countries, such as Vietnam, Peru, Mexico and Japan



Stronger opposition to TPP now

As you may know, the United States is currently considering a new trade agreement with 11 other countries in Asia and Latin America called the Trans-Pacific Partnership or TPP. From what you know, do you support or oppose the Trans-Pacific Partnership?

Do you support or oppose the Trans-Pacific Partnership?

■ Support strongly

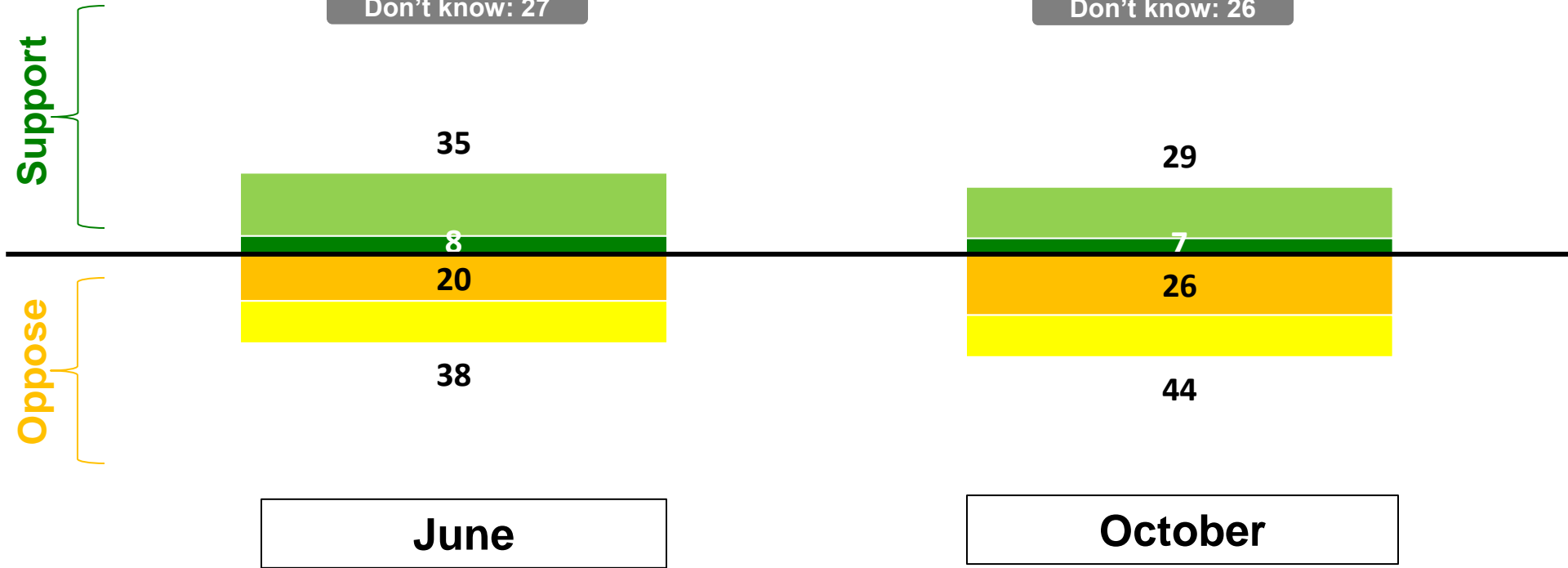
■ Oppose strongly

Oppose: +3

Oppose: +15

Don't know: 27

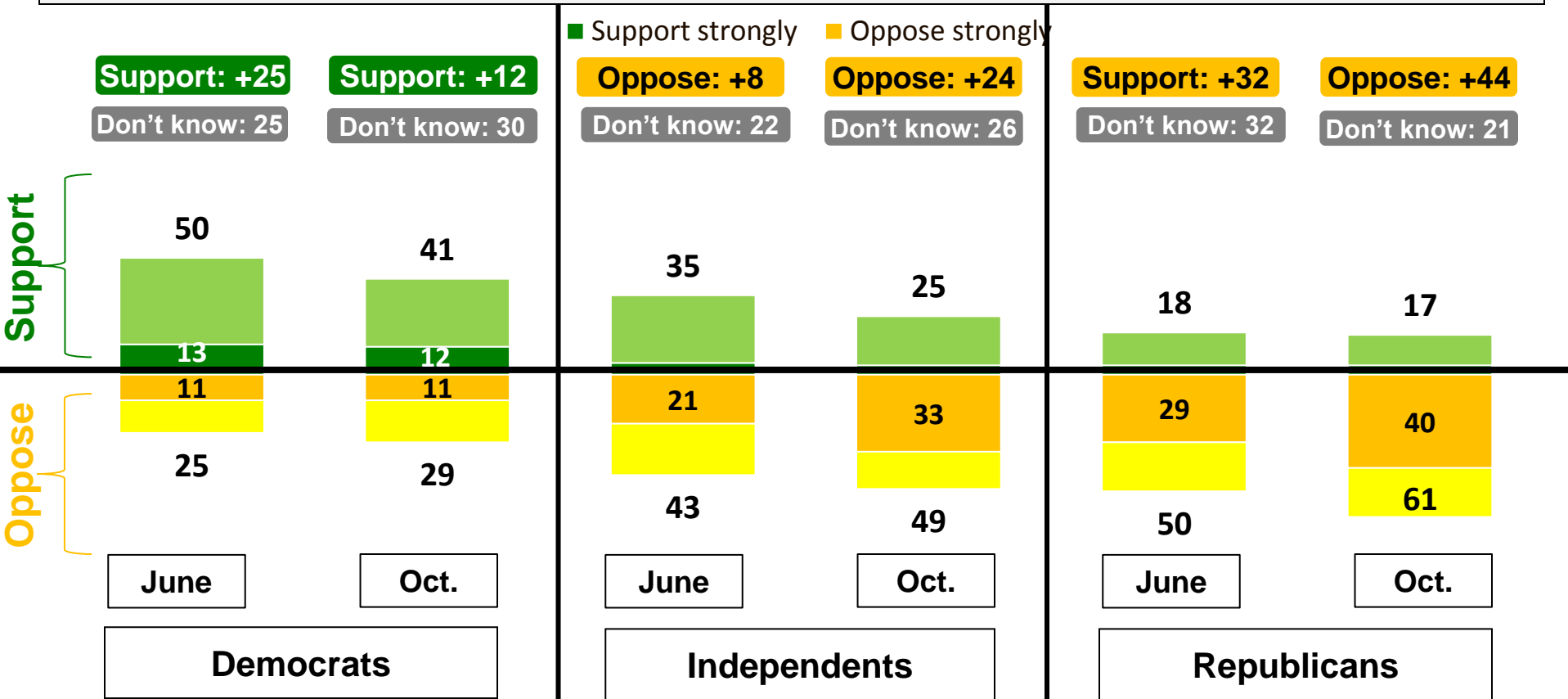
Don't know: 26



Support for TPP drops across party, more Dems now unsure too

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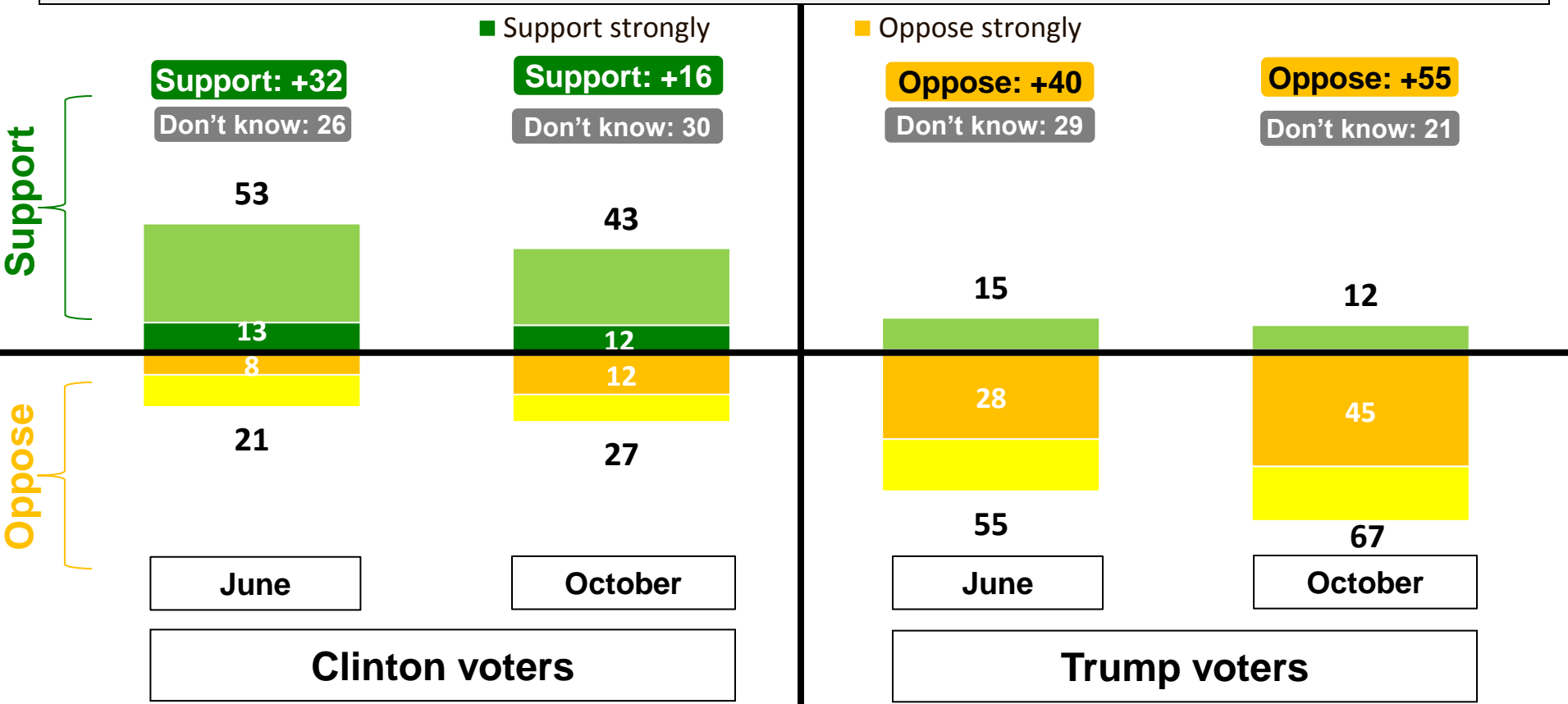
Do you support or oppose the Trans-Pacific Partnership?



TPP support drops with Clinton voters, opposition rises with Trump's

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Shifts across education and gender as debate goes on

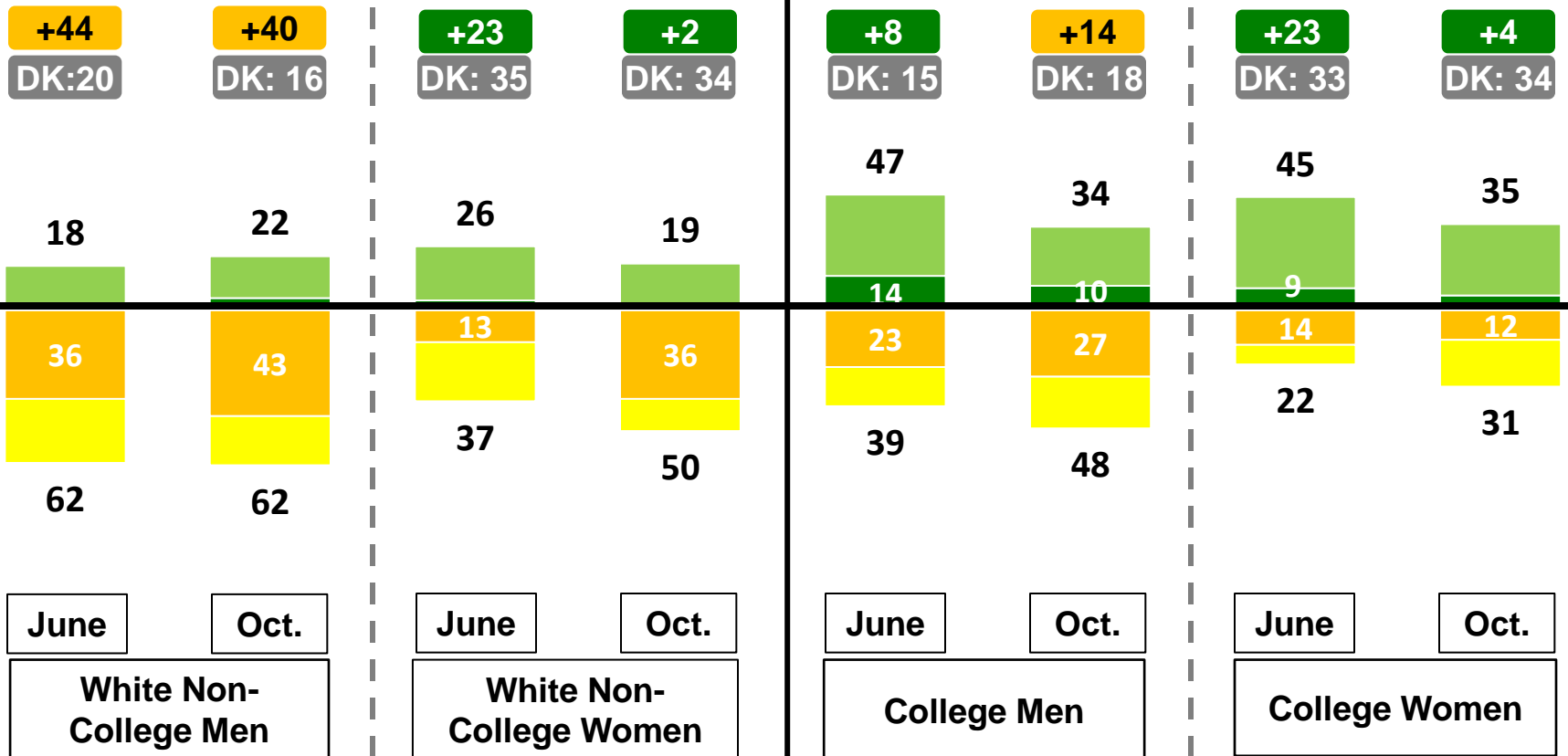
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Do you support or oppose the Trans-Pacific Partnership?

■ Support strongly

■ Oppose strongly

Support
Oppose



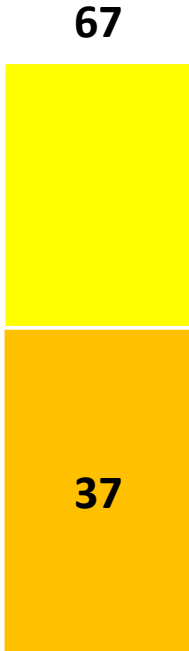
Argument against TPP much stronger than case in favor

Now, I'm going to read you what some economists, consumer groups and political leaders who OPPOSE the agreement / President Obama, some Republican leaders and major American businesses who SUPPORT the agreement are saying about it./Is that a very convincing, somewhat convincing, a little convincing, or not at all convincing reason to OPPOSE/SUPPORT the TPP?

ANTI-TPP STATEMENT

The TPP covers 40 percent of the global economy, yet it was **negotiated in secret with hundreds of corporate advisors** while the public was locked out. The key provision in TPP grants **new rights to thousands of foreign corporations to sue the U.S. government** before a panel of 3 corporate lawyers over U.S. laws and safety regulations they claim violate their new TPP rights. These lawyers can **award the corporations unlimited sums to be paid by America's taxpayers, including for the loss of expected future profits**, and their decisions are not subject to appeal. **TPP also means higher drug prices and requires us to import food that does not meet our safety standards.** It makes it easier to send **jobs overseas**, meaning **fewer jobs and lower wages**, and a **government that answers to corporate lobbyists, not us.**

Very convincing



PRO-TPP STATEMENT

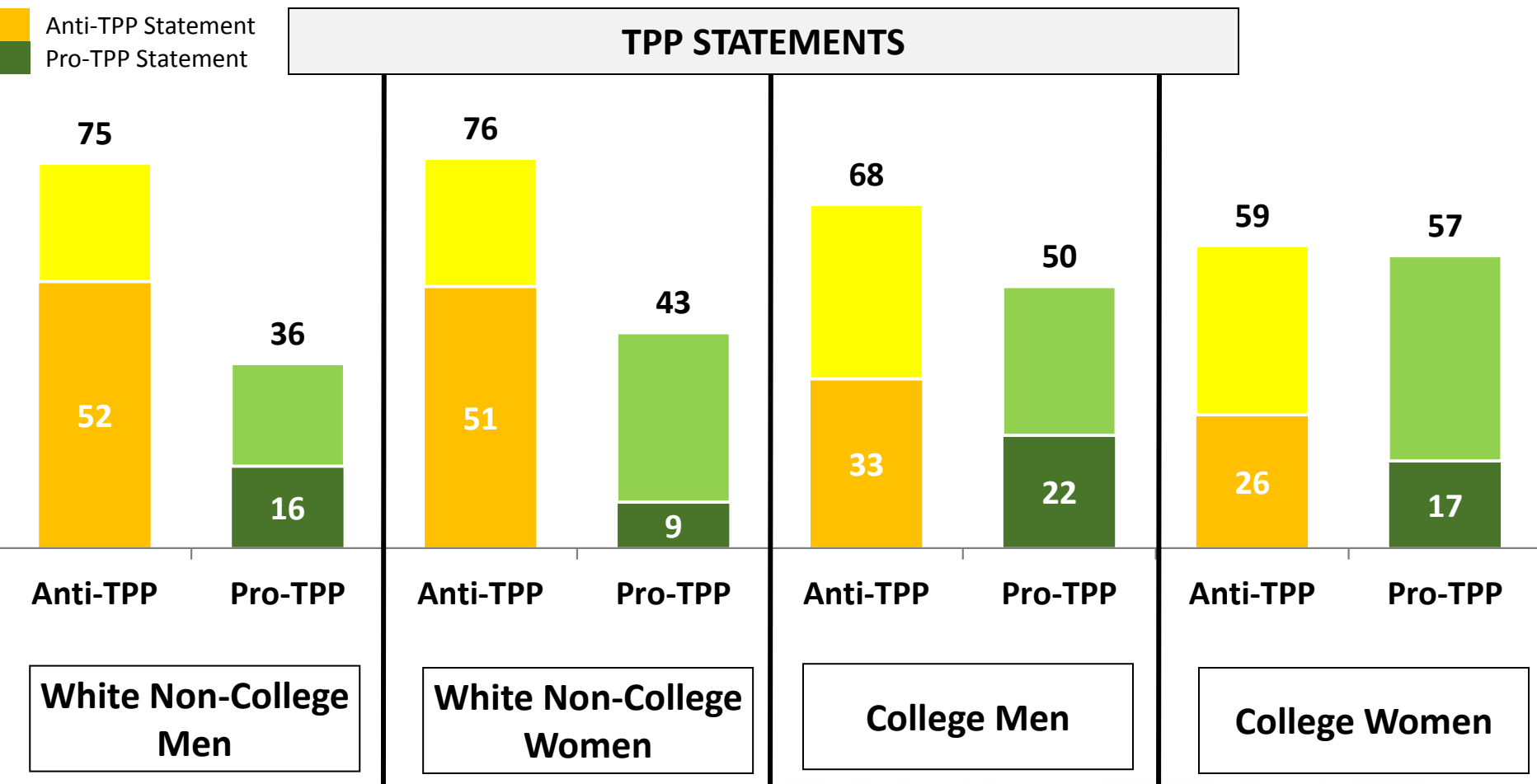
The TPP is a new trade agreement that **brings together 12 countries representing 40 percent of the global economy.** The TPP is **essential for U.S. security and prosperity.** It would **eliminate more than 18,000 taxes other countries put on our products.** **American businesses will export more and that means more higher-paying jobs here.** It levels the playing field and improves people's lives in partner countries by setting the highest enforceable labor and environmental standards. As we speak, **China is negotiating a trade deal that would carve up these fast-growing markets at our expense.** **TPP ensures America writes the rules, not China.** Failure to pass the TPP would weaken U.S. global leadership, signaling that our allies who signed this deal **can't count on U.S. support and pushing them into alliances with China and Russia.**

Very convincing



Anti-TPP argument dominant across gender and class

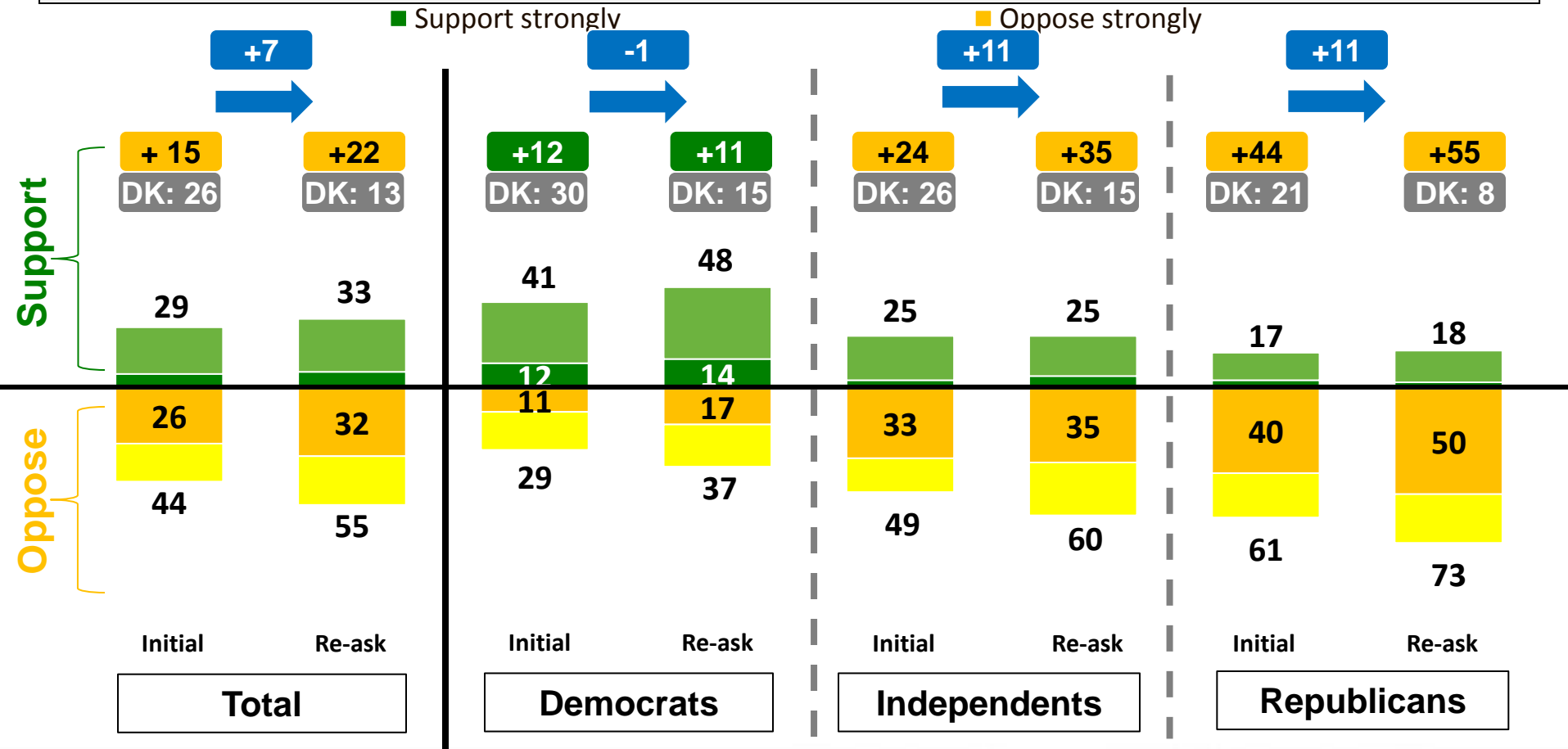
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Exposure to pro & con arguments moves country against TPP

Now let me ask you again, from what you know, do you support or oppose the Trans-Pacific Partnership, the proposed new trade agreement between the United States and 11 other countries in Asia and Latin America, also known as TPP?

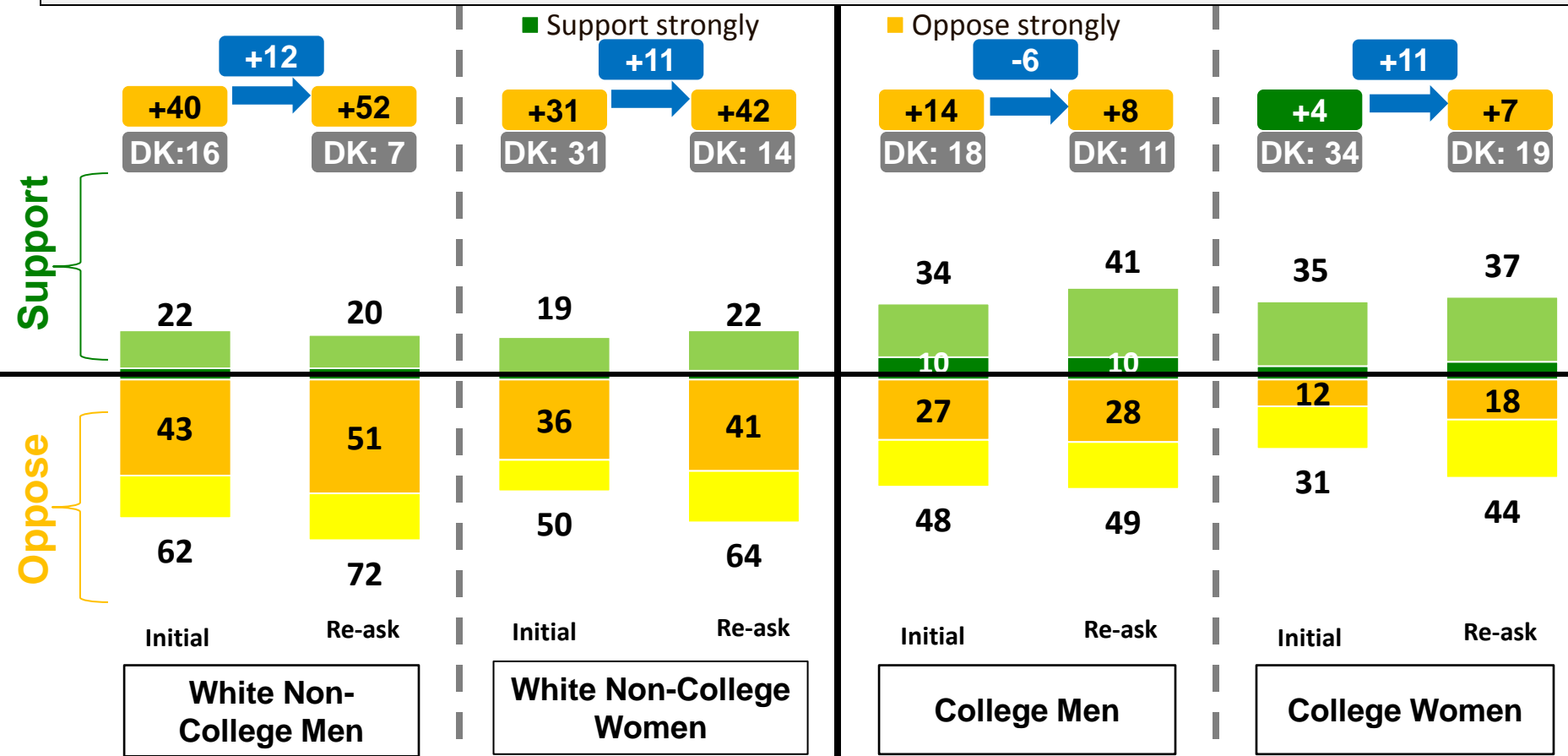
Do you support or oppose the Trans-Pacific Partnership?



College now oppose TPP & working class opposition deepens

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Do you support or oppose the Trans-Pacific Partnership?



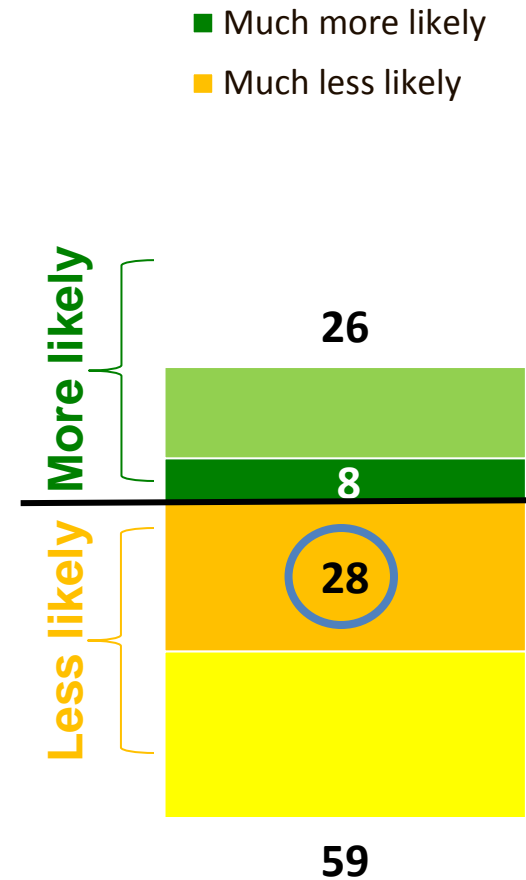
Simulated lame duck debate: vote for TPP is punishable

After the election and before the newly elected President and Members of Congress are sworn into office, President Obama is expected to submit the TPP agreement for a vote in Congress with the support of the Republican leaders of the House and Senate, Paul Ryan and Mitch McConnell.

They say passing this agreement is important to our economy, our national security and our standing in the world. TPP opens the world's fastest growing markets to American exports, creating jobs here. And, it prevents China from setting the rules of the road. Failing to move ahead with this agreement would call into question America's leadership

But this agreement is opposed by most Democrats and many Republicans in Congress. They say TPP rigs the rules against American companies and workers. Democrats say TPP will tarnish President Obama's legacy, undermining the progress he made on the economy. TPP will lead to higher medicine prices and give corporations new powers over our lives, which is why Hillary Clinton opposes it too.

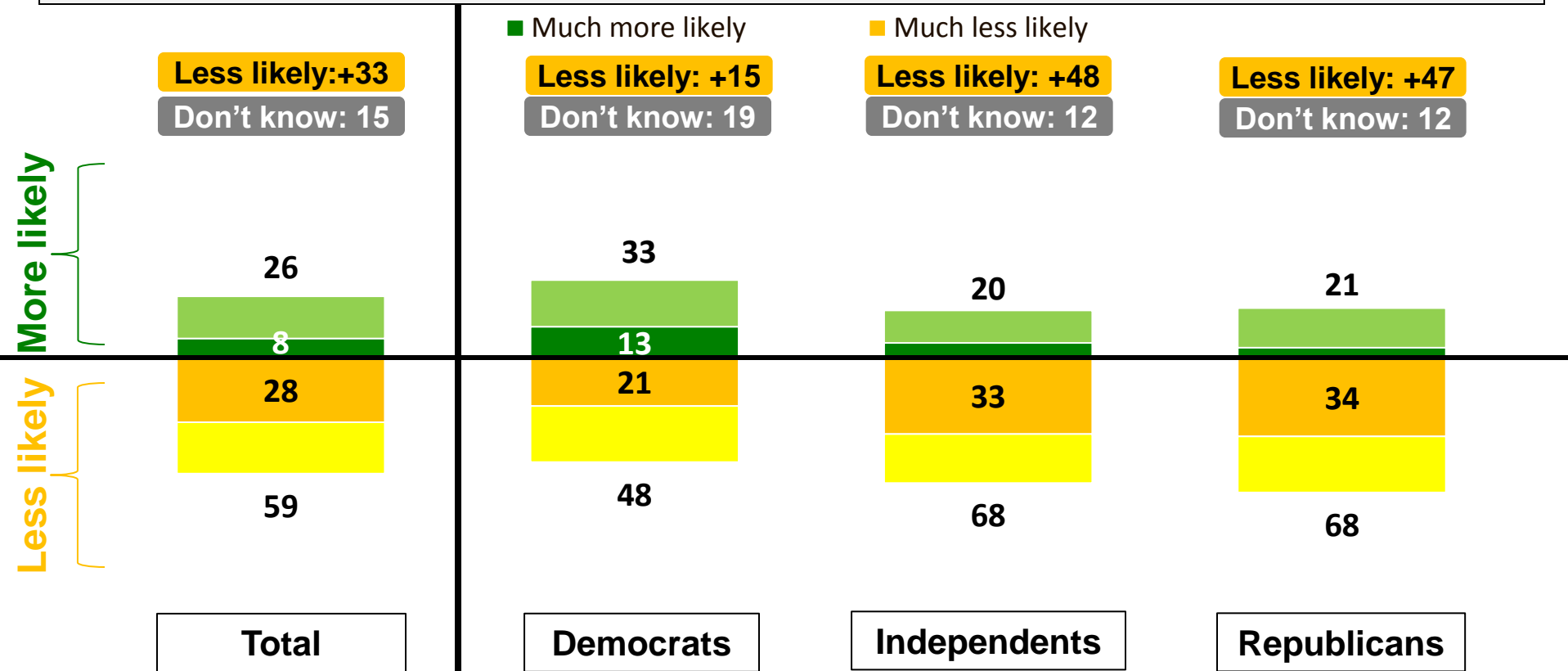
Imagine that your Member of Congress were to vote TO PASS the Trans-Pacific Partnership when Congress considers it after the election. Would you be more likely or less likely to vote for that Member of Congress?



All parties less likely to support a member voting for TPP

Imagine that your Member of Congress were to vote to pass the Trans-Pacific Partnership when Congress considers it after the election. Would you be more likely or less likely to vote for that Member of Congress?

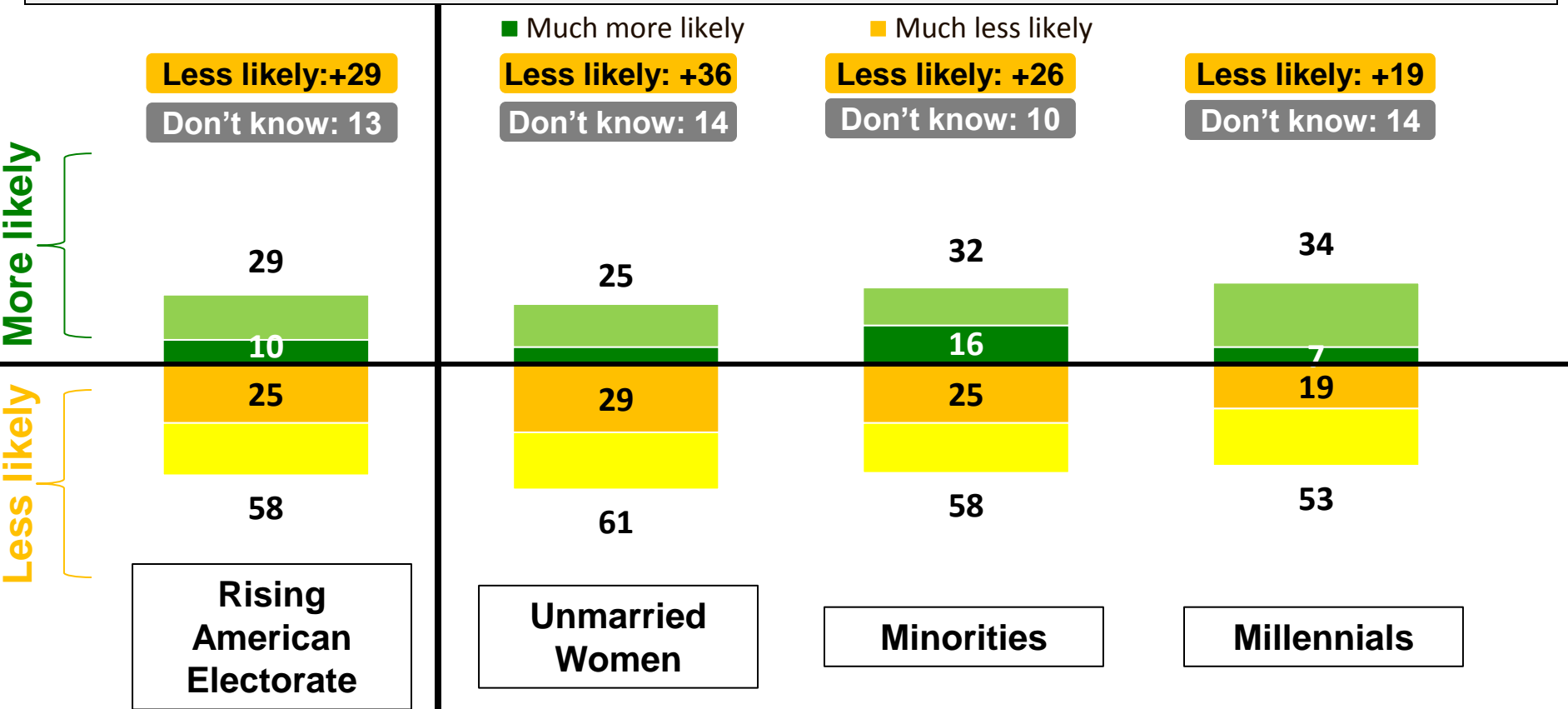
More or less likely to vote for a Member of Congress voting for TPP



Rising American Electorate ready to punish for TPP vote

Imagine that your Member of Congress were to vote to pass the Trans-Pacific Partnership when Congress considers it after the election. Would you be more likely or less likely to vote for that Member of Congress?

More or less likely to vote for a Member of Congress voting for TPP



White working class men and women ready to hold accountable

Imagine that your Member of Congress were to vote to pass the Trans-Pacific Partnership when Congress considers it after the election. Would you be more likely or less likely to vote for that Member of Congress?

More or less likely to vote for a Member of Congress voting for TPP

■ Support strongly

■ Oppose strongly

More likely

Less likely

Less likely: +41

Less likely: +50

Less likely: +26

Less likely: +22

Don't know: 11

Don't know: 16

Don't know: 12

Don't know: 22

24

17

31

28

36

32

24

22

65

67

57

50

White Non-College Men

White Non-College Women

College Men

College Women

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