

# Making it *in* America

THE VIEW FROM AMERICA

A BURSON-MARSTELLER / PSB SURVEY

June 2017

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# Purpose and Methodology

- The *Making it in America: The View from America* survey developed by Burson-Marsteller and conducted by research firm PSB sheds light on Americans' sentiments about the current state of the economy, as well as their feelings about the future.
- From June 1-5, 2017, PSB conducted 1500 interviews with a *General Population Survey*\*. The margin of error for the total sample is +/- 2.53% and larger for subgroups. The data was weighted to be nationally representative.
- This survey builds off the June 2017 *Executive Survey*\* by McKinsey & Company, which surveyed 259 U.S. Business Leaders representing the full range of regions, industries, company sizes, functional specialties, and tenures.

\*Please note that on the following slides the terminology “Americans” and “American Population” refers to the *General Population Survey* and “Business Leaders” refers to the *Executive Survey*.

# Audience, Sample Size and Margin of Error

| Audiences                      | Sample Size | Margin of Error |
|--------------------------------|-------------|-----------------|
| General Population "Americans" | n = 1500    | ±2.53%          |
| U.S. Business Leaders          | n = 259     | ±6.09%          |



| American Adults by Region | Sample Size | Margin of Error |
|---------------------------|-------------|-----------------|
| Northeast                 | n = 270     | ±5.96%          |
| Midwest                   | n = 315     | ±5.52%          |
| South                     | n = 570     | ±4.1%           |
| West                      | n = 345     | ±5.28%          |



| American Adults by Education | Sample Size | Margin of Error |
|------------------------------|-------------|-----------------|
| High school or less          | n = 585     | ±4.05%          |
| Some college                 | n = 480     | ±4.47%          |
| College                      | n = 435     | ±4.7%           |



| American Adults by Political Party | Sample Size | Margin of Error |
|------------------------------------|-------------|-----------------|
| Democrats                          | n = 602     | ±3.99%          |
| Republicans                        | n = 406     | ±4.86%          |
| Independents                       | n = 462     | ±4.56%          |

# Key Findings

# Key Findings

1

Despite divisions,  
67% of Americans are  
optimistic about  
their future.

2

Government and  
business are expected  
to work together to  
open economic  
opportunity.

3

Americans have their  
doubts about how they  
will fare. But, if they  
have the right tools  
they still believe they  
can and will succeed.

# Section 1: Country & Economy

1. *Americans are concerned about the present, but optimistic about the future. However, opinions about the economy and the future are somewhat driven by education level.*
  - A large part of Americans' optimism is driven by the belief that jobs are safe.
  - Emotions about the future differ by education level, with college educated more optimistic about their future.
  - Whether high cost of living/inflation, the gap between rich and poor, or taxes, the most important issues facing the U.S. economy primarily relate to money.
  - More-educated Americans and Business Leaders tend to agree on issues related to the economy and the path forward.

## Section 2: Corporate America & Government

***2. There is general distrust of business leaders and the government, but government and business are expected to work together to open economic opportunity.***

- Business Leaders say the profitability and competitiveness of their industry will stay the same or increase over the next five years.
- Across education levels, Americans trust companies but distrust Business Leaders.
- Americans believe that large companies have a more positive impact on them than the government.
- However, they say that business and government working together will be important to the path forward.



## Section 3: Automation, Innovation, and Manufacturing

***3. Americans recognize that automation will decrease the overall number of jobs, particularly in the manufacturing sector, but believe technology will positively impact their lives. They are optimistic about the future of technology and its impact on manufacturing.***

- Americans believe technology will positively impact their lives through increased productivity and a better work/life balance. However, they also note that corporate profits will be the biggest beneficiary.
- Despite recognizing the benefits of technology, both Americans and Business Leaders agree that automation will eliminate jobs overall and there will be fewer manufacturing jobs in the future.
- Compared to today, Americans say manufacturing jobs in the future will be better paying in part because manufacturing jobs of the future will require *operation of automated manufacturing systems* and other advanced skills such as *mechanical or electrical engineering*.
- U.S. Business Leaders say the South is the most appealing location for manufacturing over the next five years, while Americans often says the region they live in is most likely to succeed.

# Detailed Findings

Section 1

# Country & Economy

## Concerned about the present, Americans are optimistic about the future

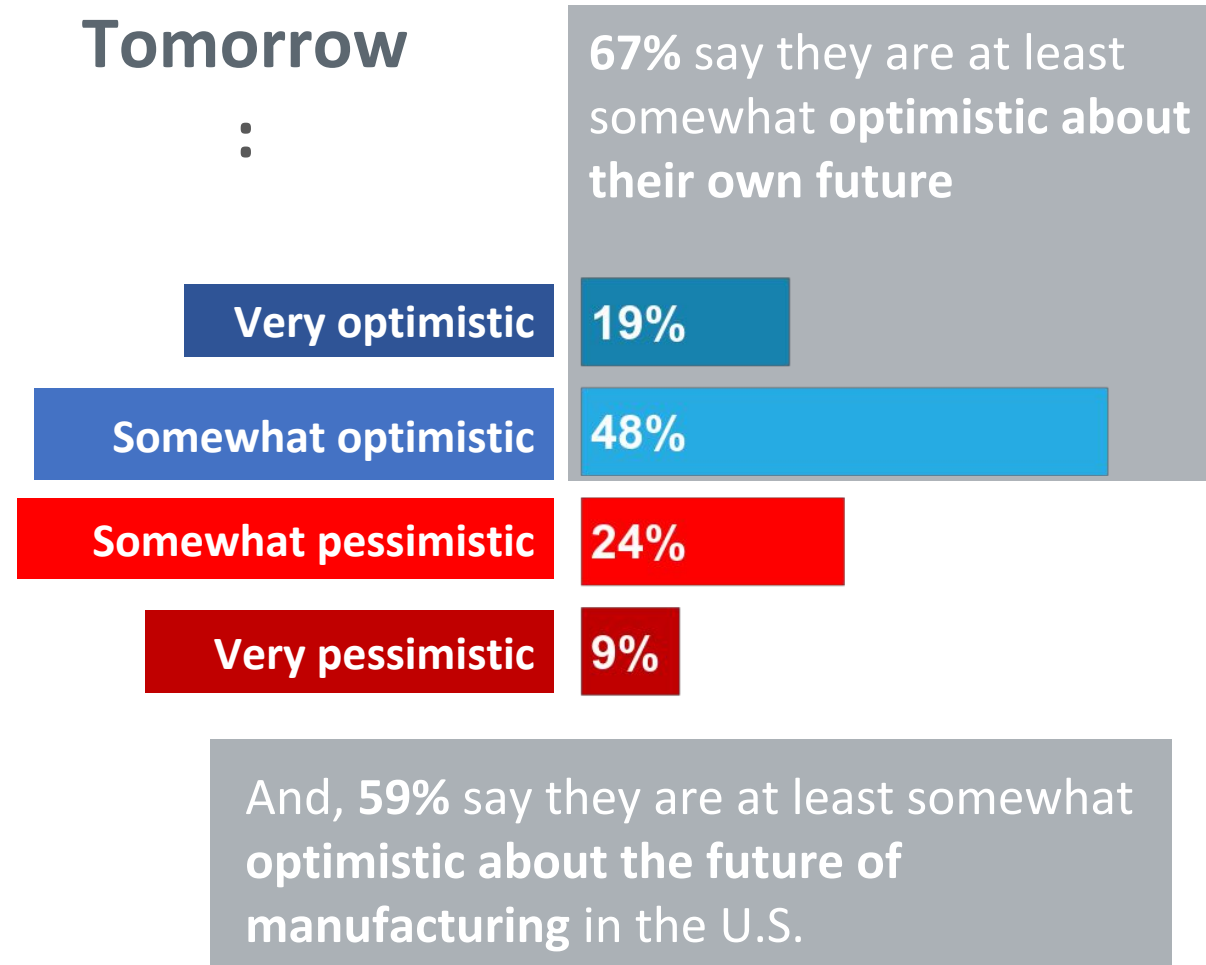
### Today:

**58%** say the country is headed down the wrong track

**52%** say the economy is headed down the wrong track

### Tomorrow

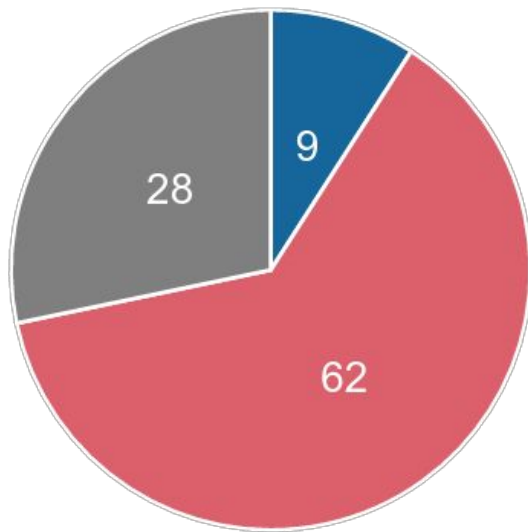
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# A large part of American optimism is driven by the belief that their jobs are safe

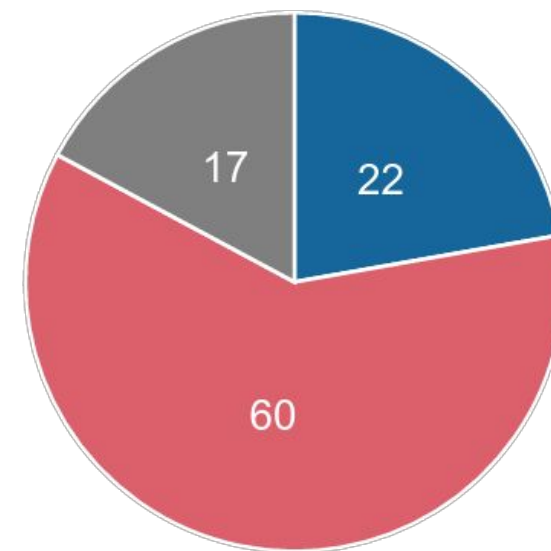
*Showing American Population*

I will be laid off in the next five years



■ Yes ■ No ■ Don't know

A machine could replace my job in five years



■ Yes ■ No ■ Don't know

Q30: Do you think you will be laid off sometime in the next five years?

Q31: In five years, do you think machines could replace your job?

# Opinions about the economy and the future somewhat differ by education level

Percent who say



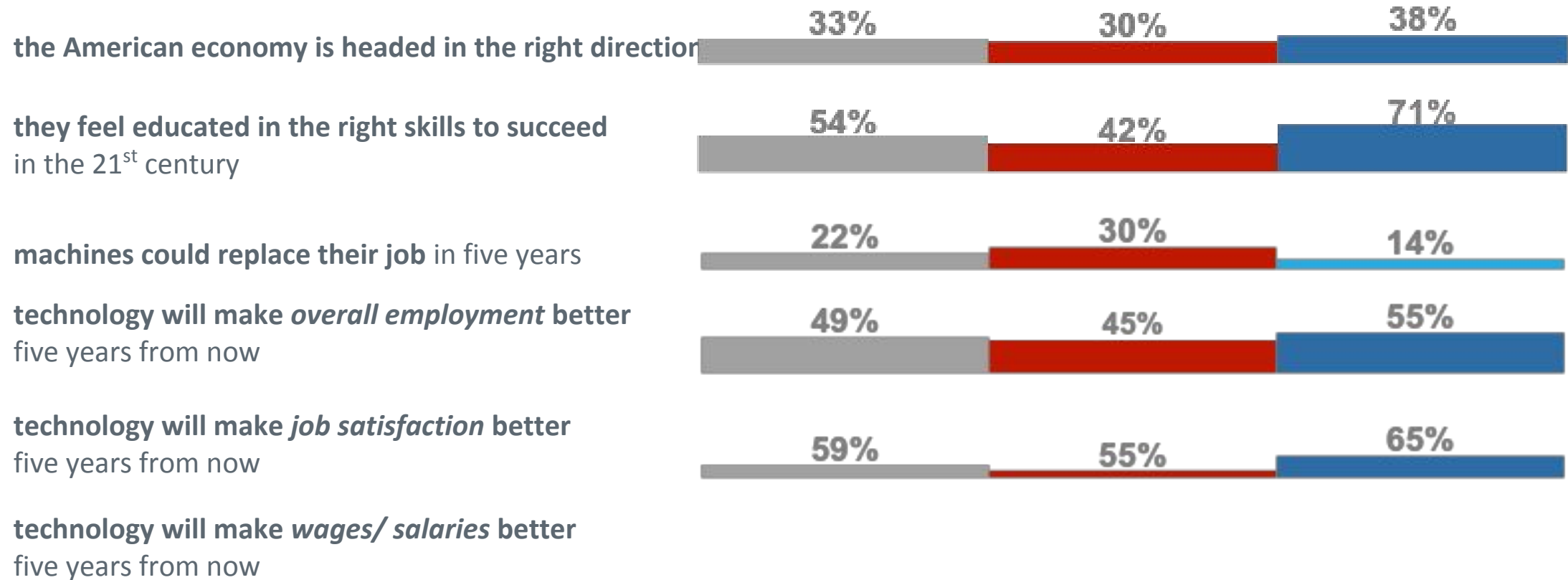
American Population



High School or Less



College or More



## Emotions about the future vary depending on education



American Population



High School or Less



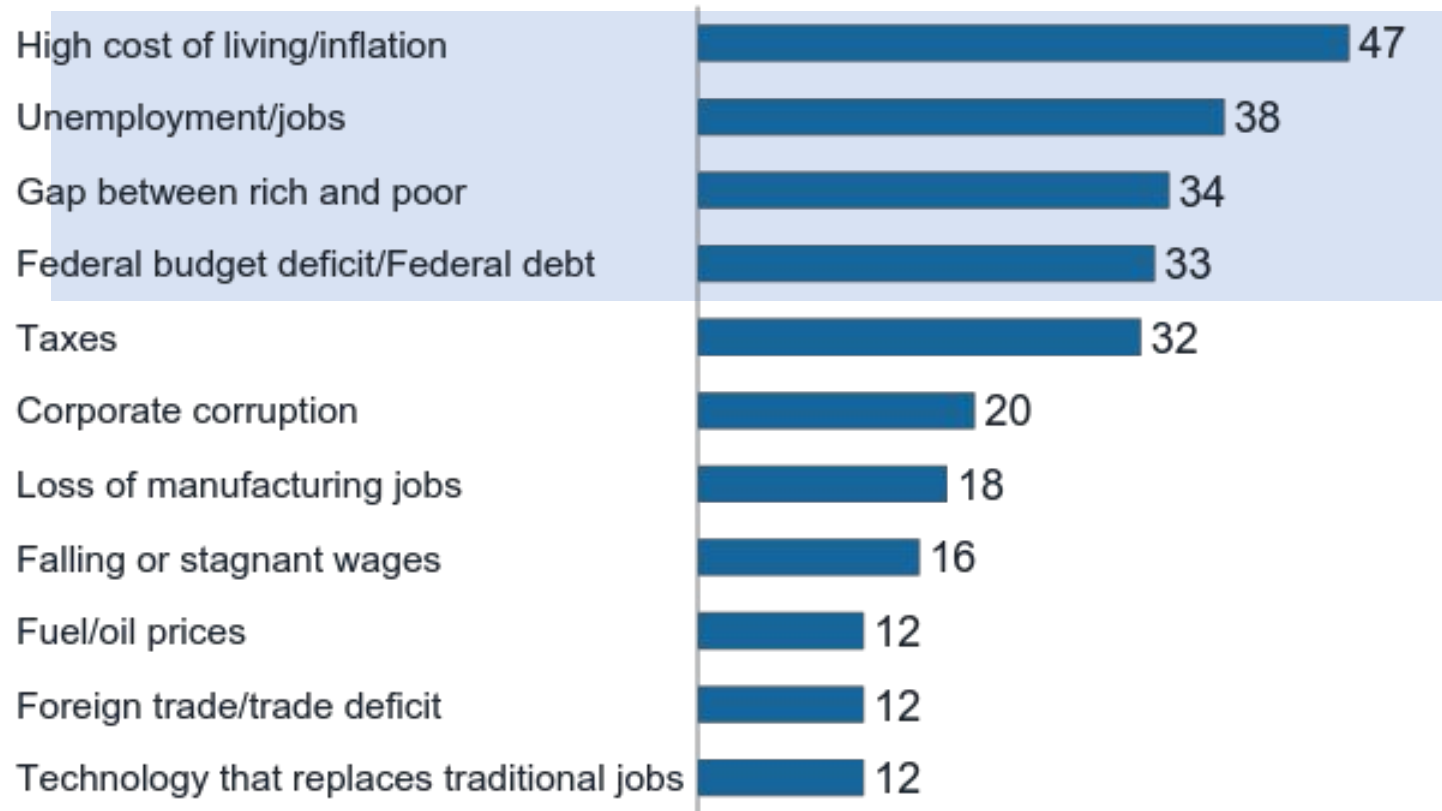
College or More

**Q. 34:** What emotion best describes how you feel about the future of the U.S. economy?

|               | American Population | High School or Less | College or More |
|---------------|---------------------|---------------------|-----------------|
| Optimistic    | 23%                 | 21%                 | 28%             |
| Insecure      | 18%                 | 19%                 | 17%             |
| Scared        | 16%                 | 18%                 | 12%             |
| Pessimistic   | 12%                 | 10%                 | 15%             |
| Confused      | 7%                  | 9%                  | 5%              |
| Overwhelmed   | 7%                  | 9%                  | 5%              |
| Confident     | 6%                  | 5%                  | 5%              |
| Despair       | 6%                  | 5%                  | 5%              |
| Disinterested | 2%                  | 2%                  | 2%              |
| Excited       | 2%                  | 1%                  | 3%              |
| Isolated      | 1%                  | .%                  | 2%              |

## Whether high cost of living/inflation, the gap between rich and poor, or taxes, the most important issues facing the U.S. economy primarily relate to money

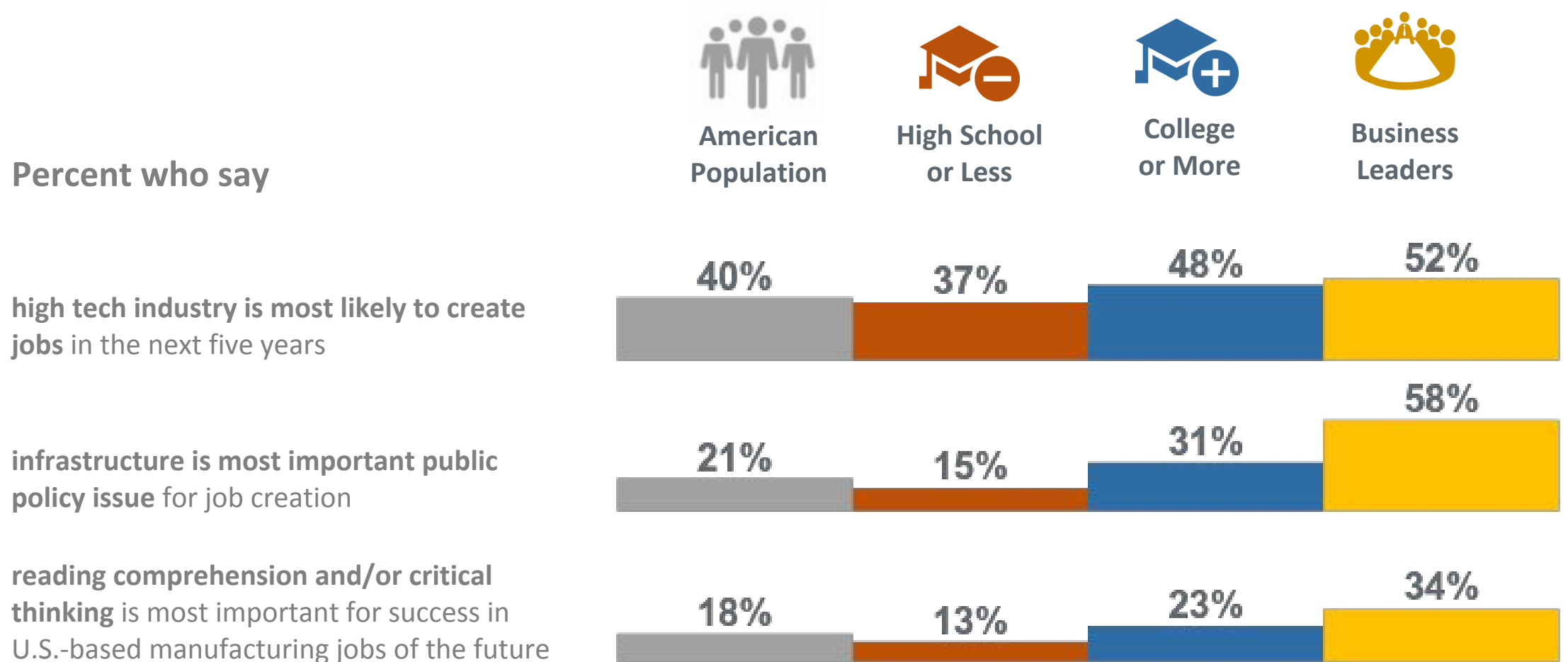
Top issues facing the U.S. Economy  
*Showing American Population*



Q12: What are the top most important issues facing the U.S. economy? Please select up to three issues. Showing %, Ranked



## More-educated Americans and Business Leaders tend to agree



Note: Business Leaders data from *McKinsey Global Institute Making it in America* survey, June 2017

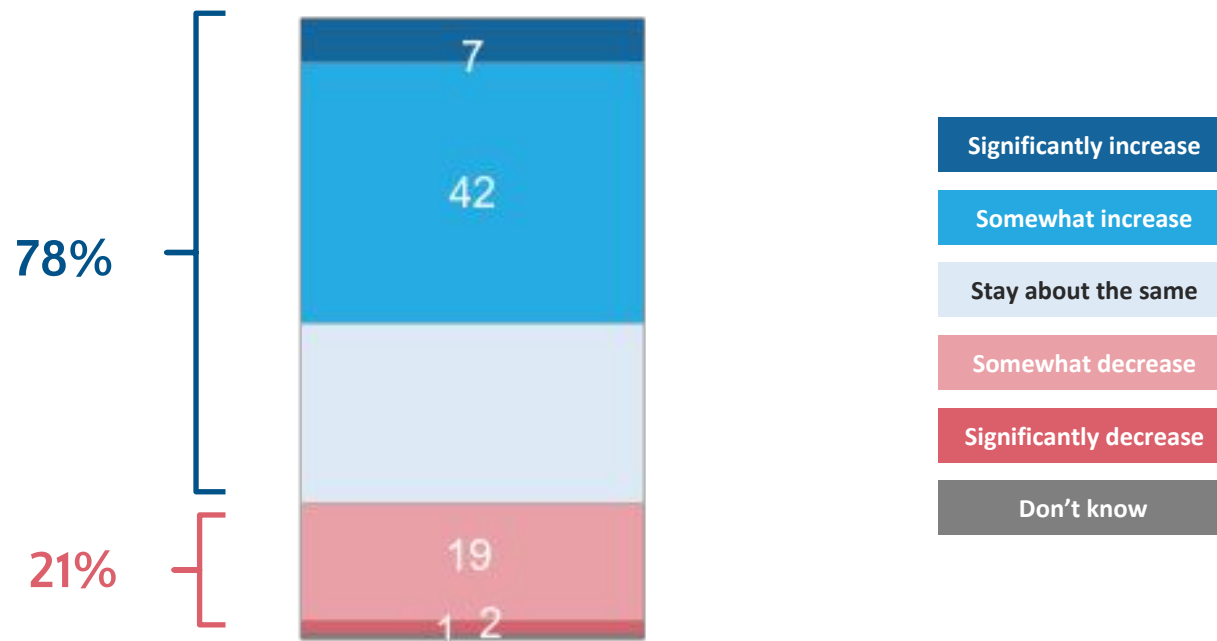
## Section 2

# Corporate America & Government

# Business Leaders say the profitability and competitiveness of their industry will stay the same or increase over the next five years

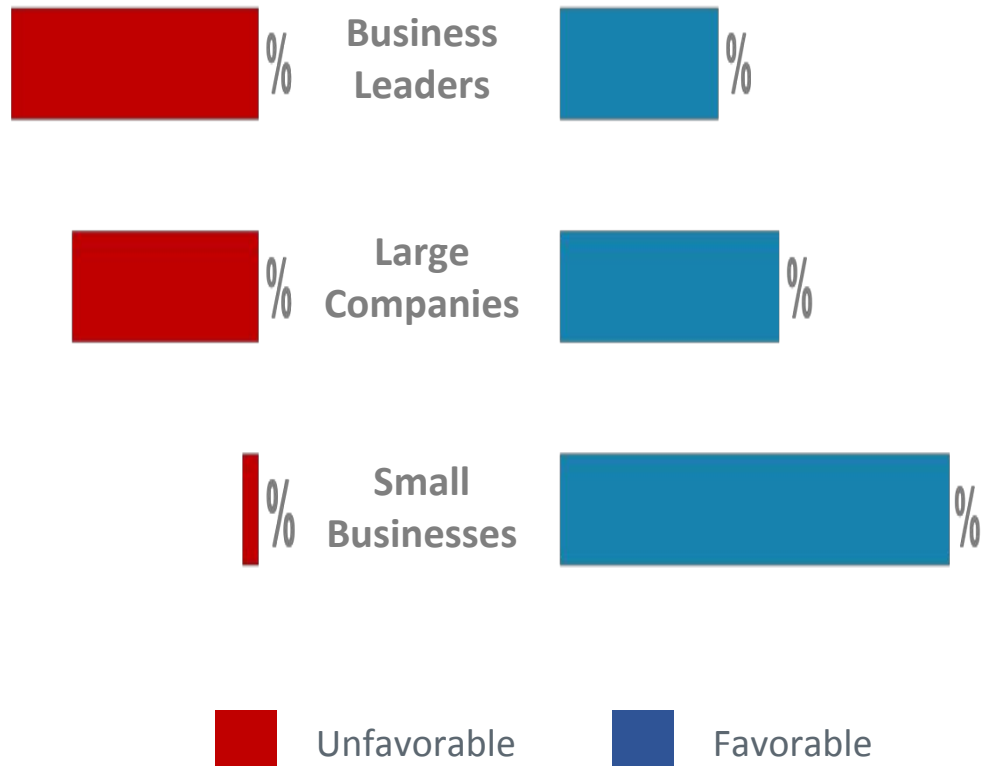
*Showing Business Leaders*

The profitability and competitiveness of my own industry in the U.S. in five years will...



Executive Q25: Thinking of your own industry in the U.S., how do you expect its profitability and competitiveness will change, if at all, over the next five years?  
Showing %

## Across education levels, Americans trust companies but distrust Business Leaders



73% say **wage gap between workers and execs will grow** in the next five years

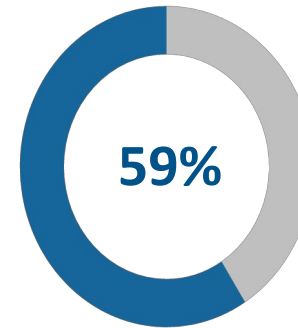
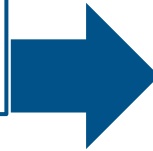
88% say **technology will benefit business profits** in the next five years

# However, Americans believe that large companies have a more positive impact on them

*Showing American Population*

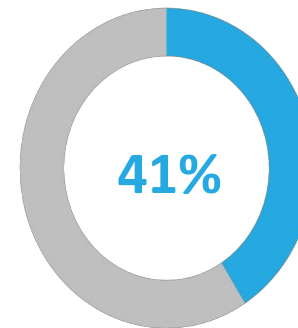
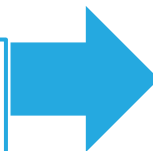
Which of the following do you agree with more?

Large companies have a more positive impact on me than the federal government does



OR

The federal government has a more positive impact on me than large companies do

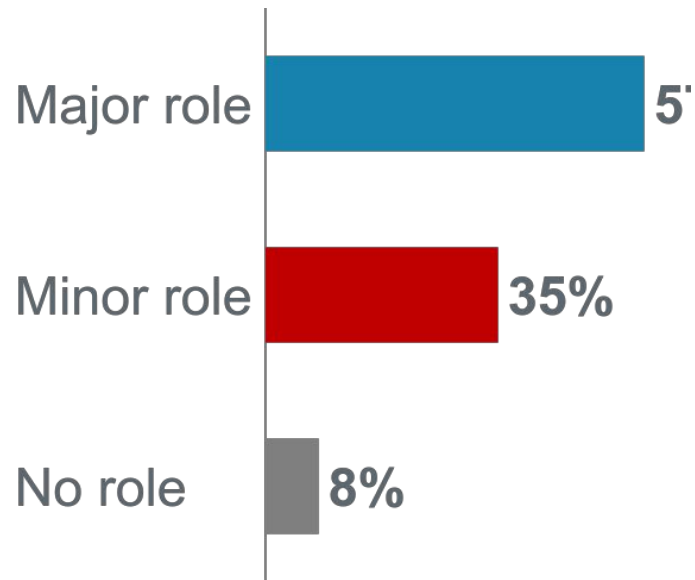


Q24: Which of the following do you agree with more?

*Showing %*

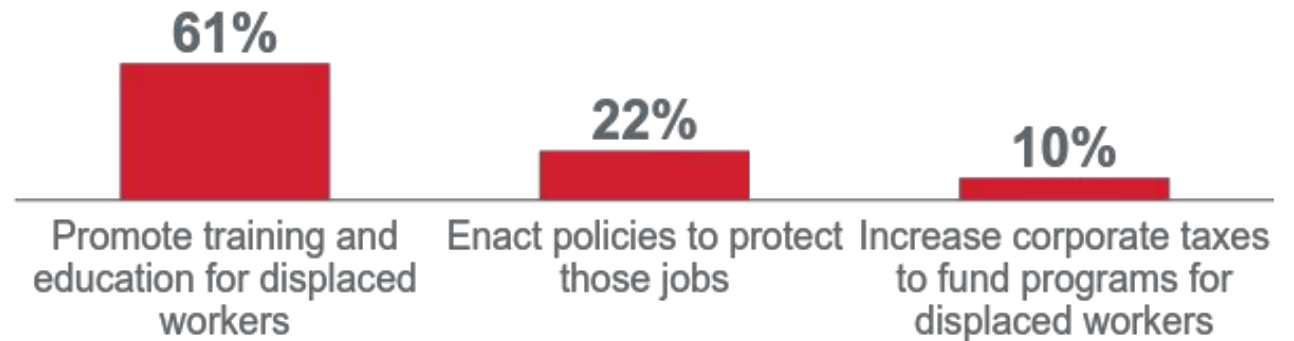
## Business and government working together will be important to the path forward

In strengthening the economy, the federal government should play a...



63% say the most important role of government is to protect American workers

In strengthening the economy, the federal government should...



86% support tax credits for companies that pay for workers to train in other, more modern work skills

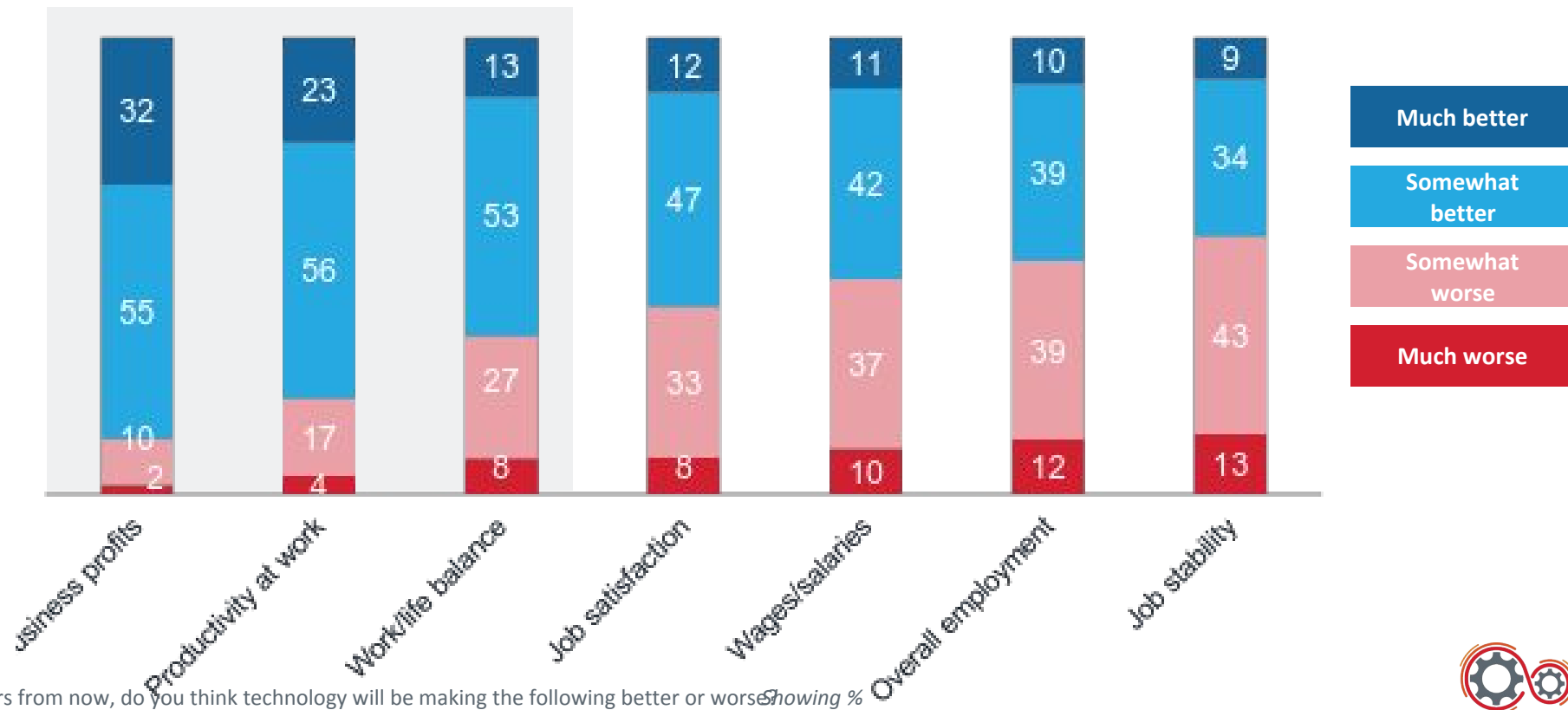
Section 3

# Automation, Innovation & Manufacturing

Americans believe technology will positively impact their lives through increased productivity and a better work/life balance. However, they also note that corporate profits will be the biggest beneficiary of technology

*Showing American Population*

How technology will affect the following five years from now...

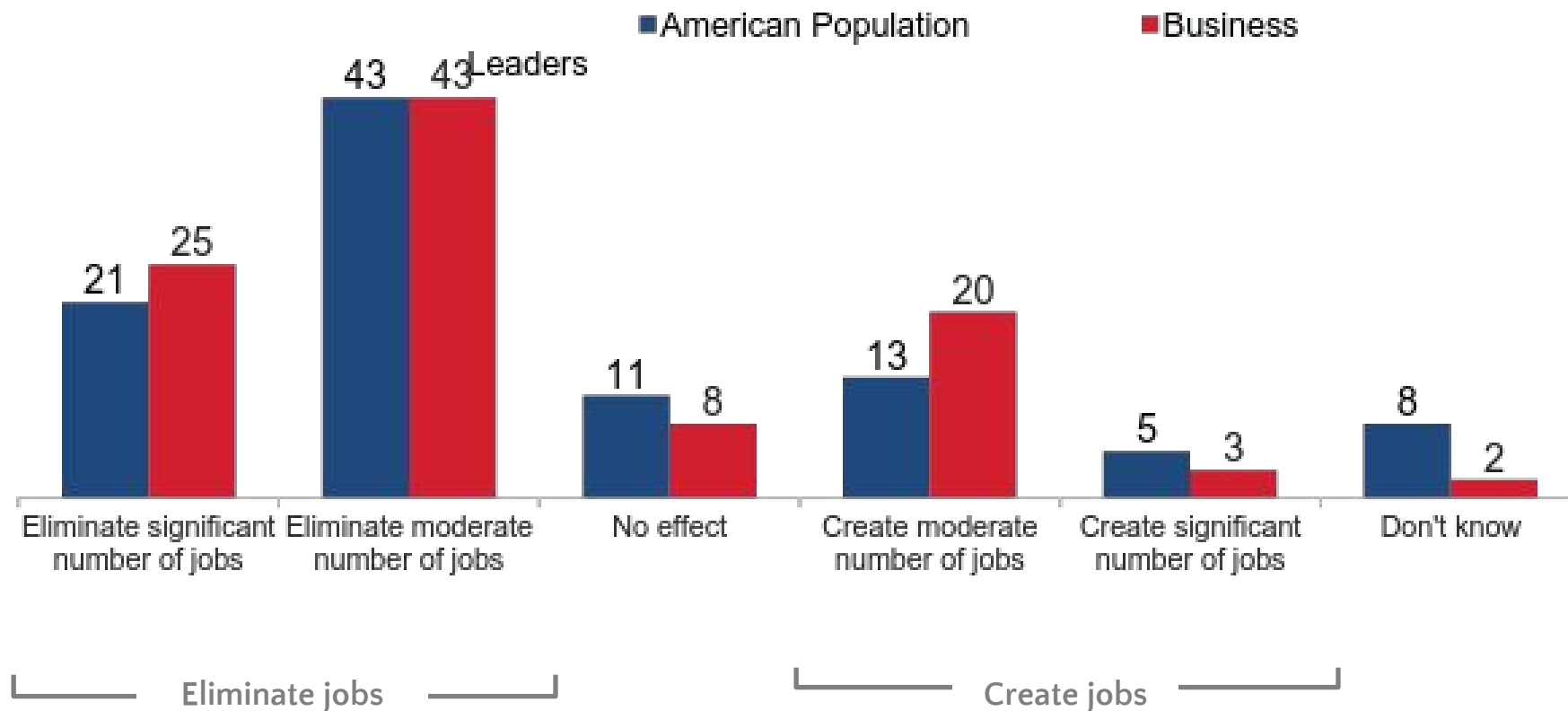


Q41: Five years from now, do you think technology will be making the following better or worse?



# Despite recognizing the benefits of technology, both Americans and Business Leaders agree that automation will eliminate jobs in the future

How advancements in automation and machine intelligence will affect the net number of jobs in the U.S. over the next 20 years

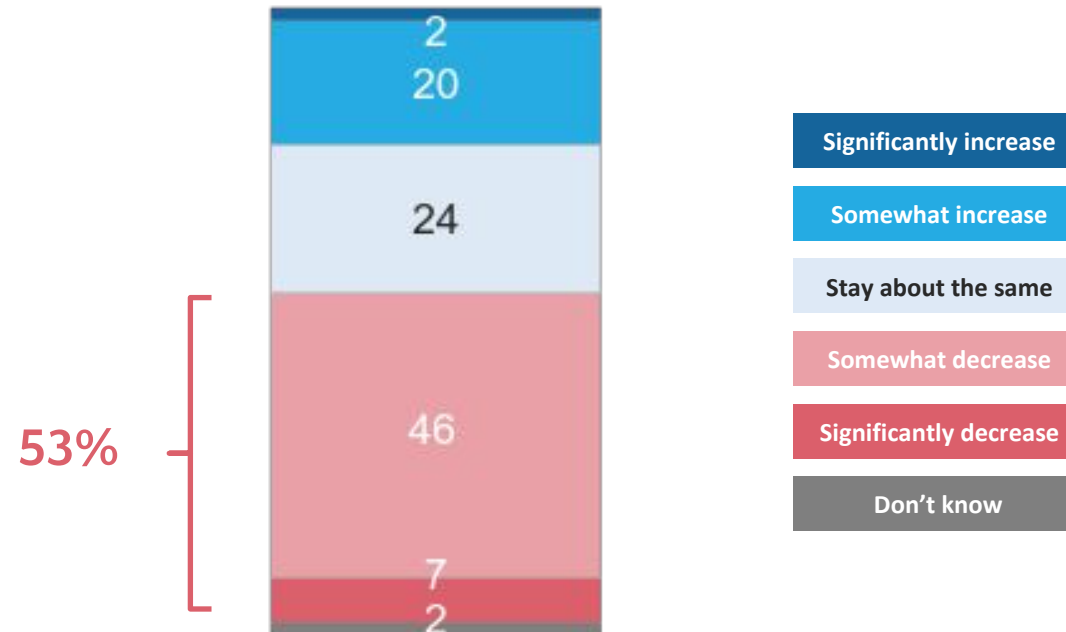


Q35: How do you expect advances in automation and machine intelligence will affect the net number of jobs in the U.S. over the next 20 years? Showing %  
 Executive Q29: How do you expect advances in automation and machine intelligence will affect the net number of jobs in the U.S. over the next 20 years?  
 Showing %

# Half of Business Leaders believe there will be a decrease in manufacturing's share of total jobs in the U.S. economy over the next five years

## Showing Business Leaders

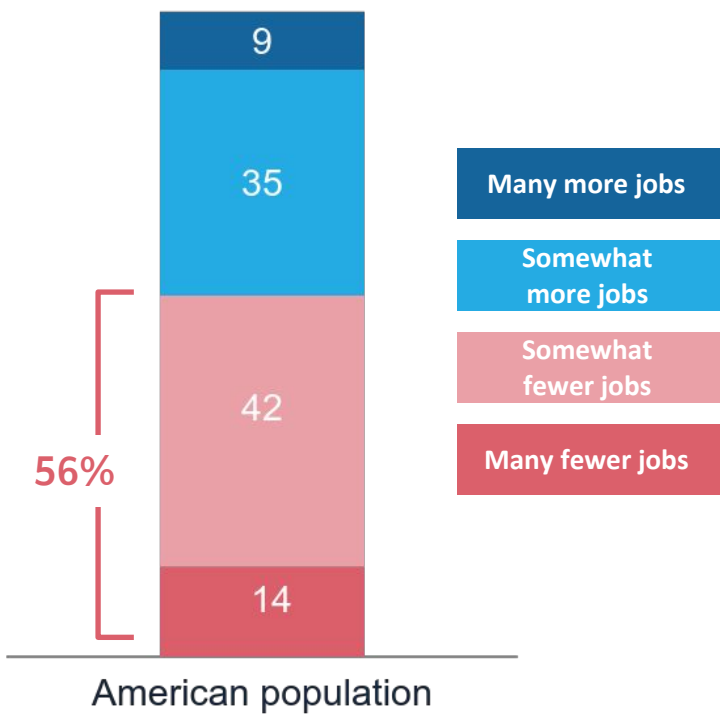
Manufacturing jobs as a share of total jobs in the US economy over the next five years will...



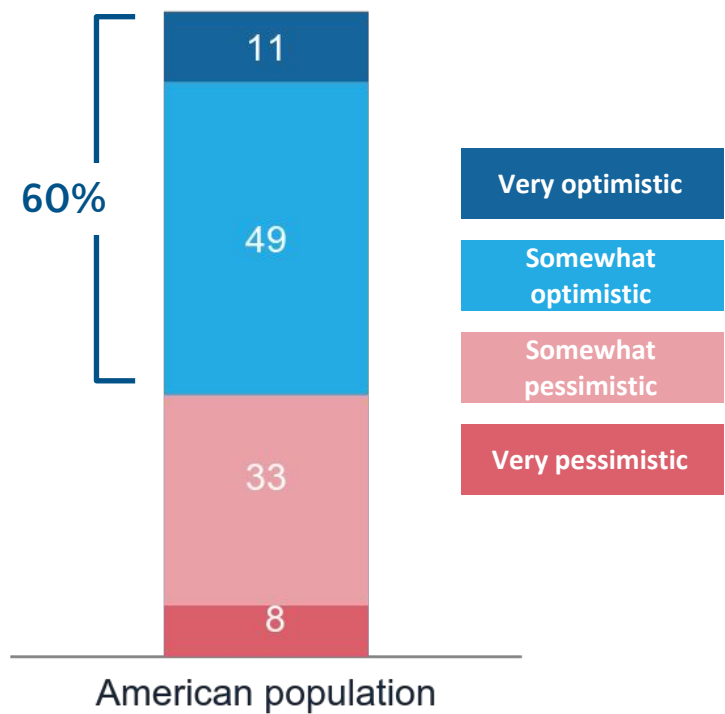
Executive Q26. How do you expect that manufacturing jobs as a share of total jobs in the U.S. economy will change, if at all, over the next five years?

# While Americans believe technology will eliminate jobs in the manufacturing sector, they say the future of manufacturing is bright

Prediction of U.S. manufacturing jobs in five years compared to today



Optimism about future of manufacturing

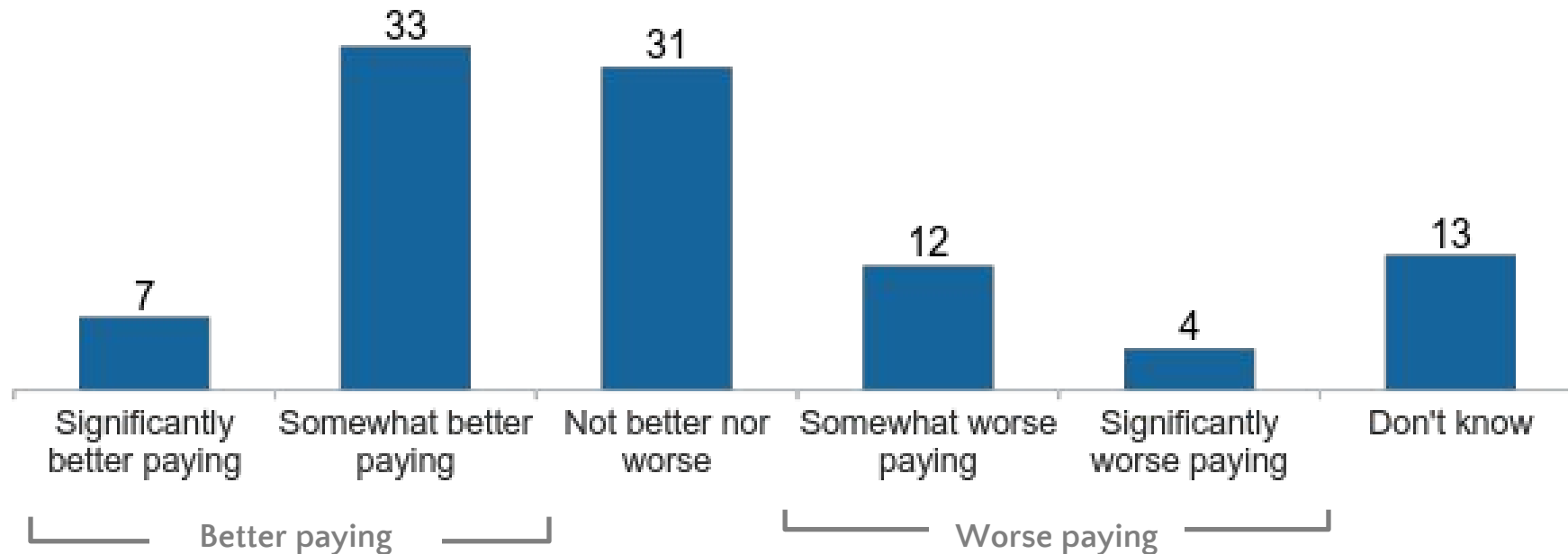


Q49: Looking ahead in five years, do you think there will be more or fewer jobs in U.S. manufacturing than there are now? Showing %  
Q48: Thinking specifically about manufacturing, how optimistic are you about the future of manufacturing in the U.S.? Showing %

# Compared to today, Americans say manufacturing jobs in the future will be better paying...

*Showing American Population*

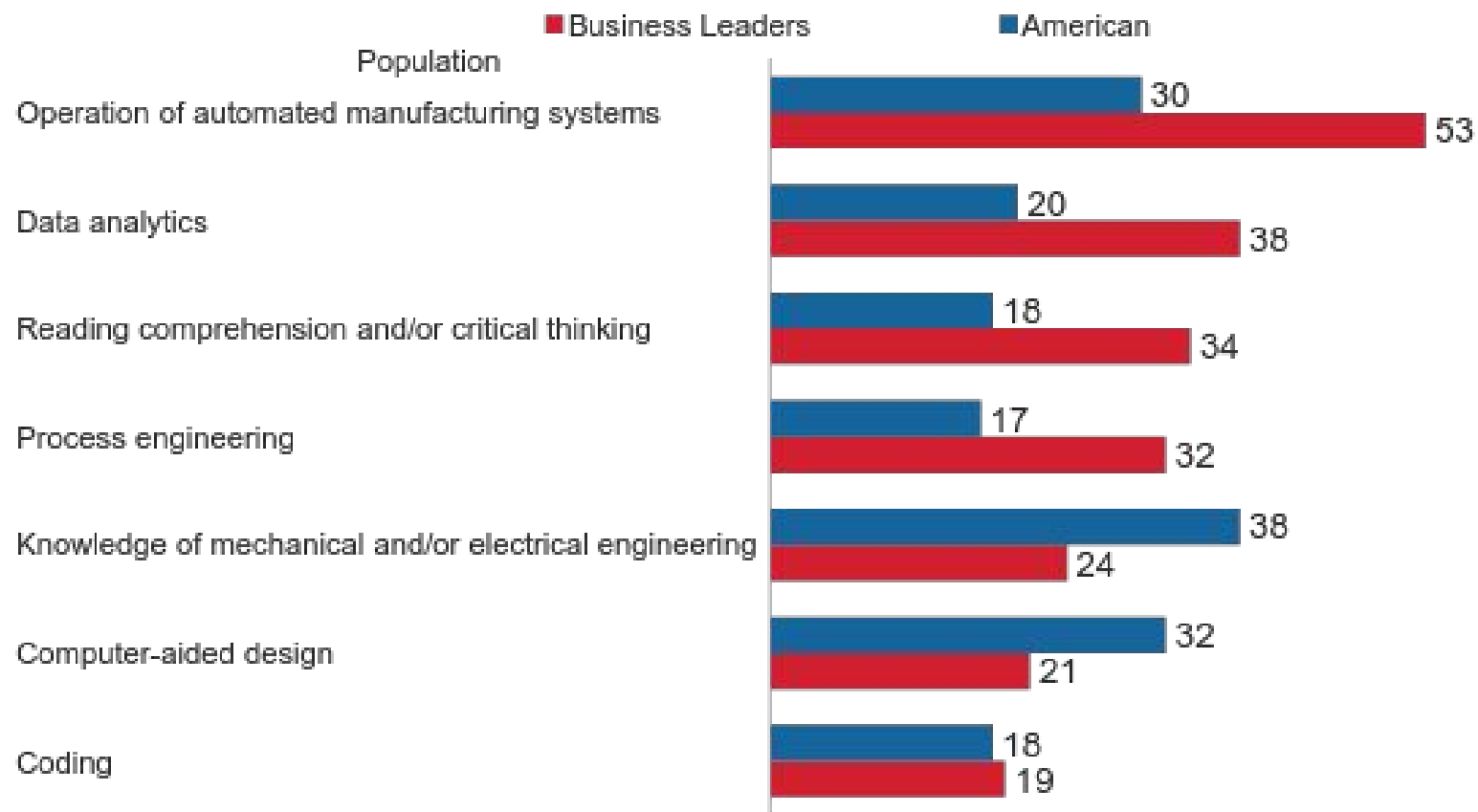
How U.S. manufacturing jobs will pay five years from now compared to today



Q54: Will U.S. manufacturing jobs five years from now be better paying or worse paying than today? Showing %

...in part because manufacturing jobs of the future will require knowledge of *automated manufacturing systems* and other advanced skills such as *mechanical or electrical engineering*

Skills important to success in U.S. manufacturing jobs of the future



Q52: Which of the following skills do you believe will be most important for success in U.S.-based manufacturing jobs of the future? Please select up to three.

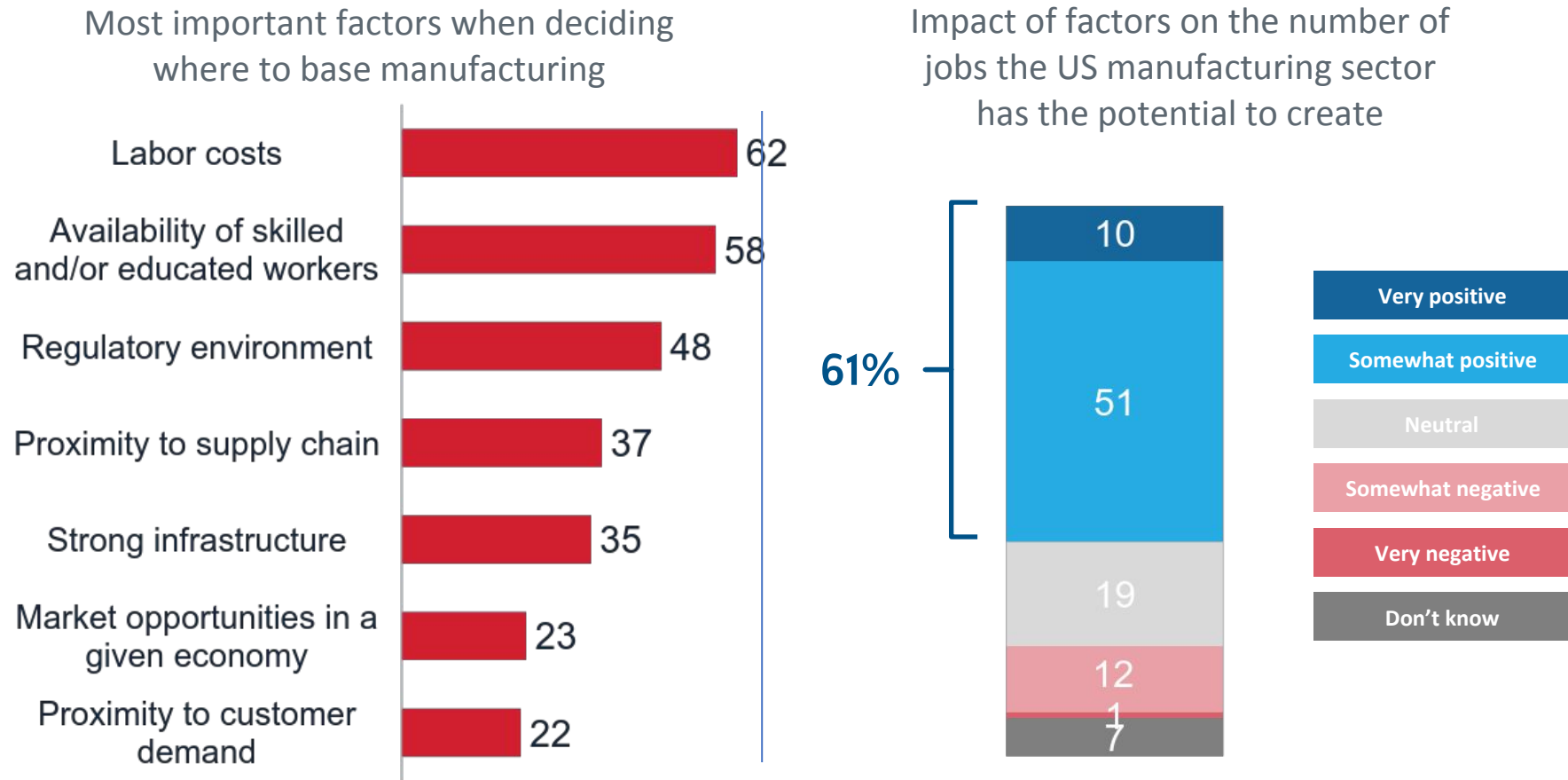
Showing % Top 7, Ranked by Business Leaders

Executive Q28: Which of the following skills do you believe will be most important for success in U.S.-based manufacturing jobs of the future? Please select up to three.

Showing % Top 7

Business Leaders say *labor costs* and *skilled workers* are most important when deciding where to base manufacturing production and believe these factors will have a positive impact on the number of manufacturing jobs

Showing Business Leaders



Executive Q23: In your view, what are factors that U.S. manufacturing companies consider most important when deciding where to base their production?

Showing % Top 7

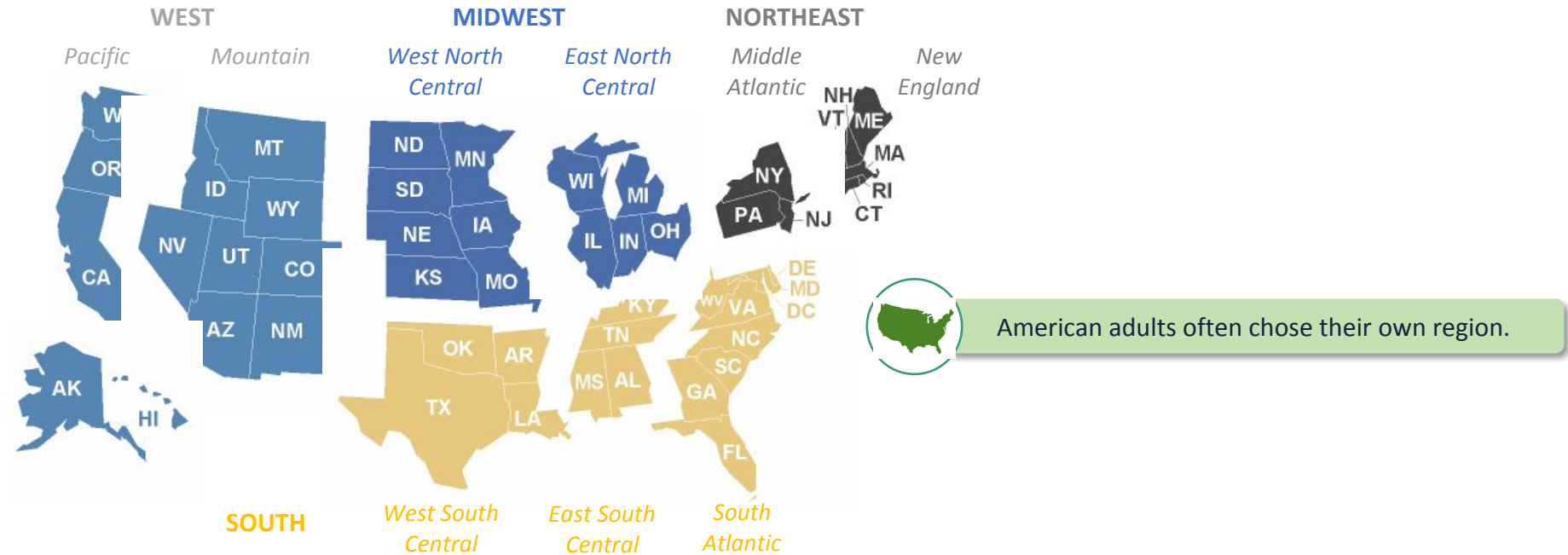
Executive Q24: What kind of impact, if any, do you believe these factors will have on the number of jobs the US manufacturing sector has the potential to create?

%

# Business Leaders believe the South is most likely to succeed in manufacturing, while Americans think it will be the Midwest or Northeast

Most appealing/likely to succeed in manufacturing in the next five years

|                     | Pacific | Mountain | West North Central | East North Central | Middle Atlantic | New England | West South Central | East South Central | South Atlantic |
|---------------------|---------|----------|--------------------|--------------------|-----------------|-------------|--------------------|--------------------|----------------|
| American Population | 20%     | 13%      | 13%                | 28%                | 23%             | 13%         | 16%                | 16%                | 21%            |
| Business Leaders    | 10%     | 19%      | 22%                | 30%                | 8%              | 5%          | 41%                | 37%                | 37%            |



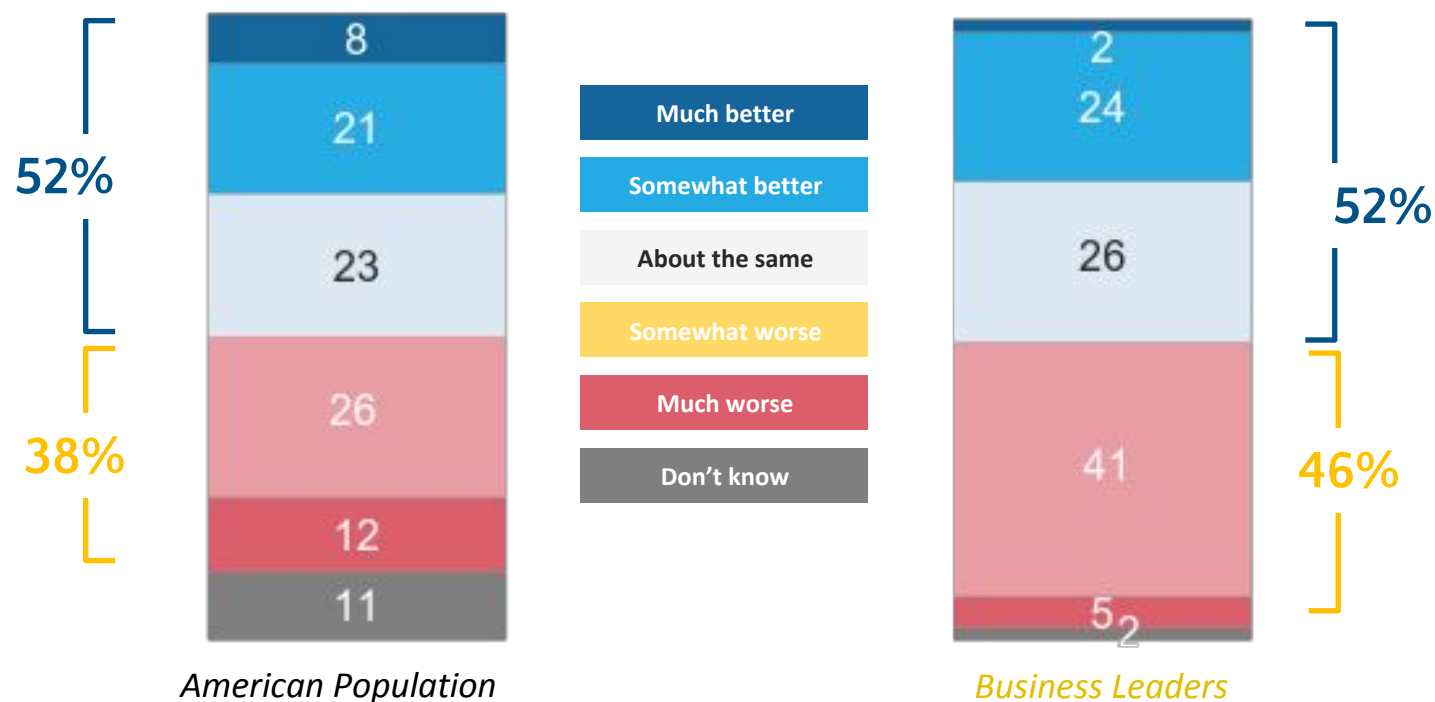
Americans Q53: Of the following U.S. regions, which do you believe will be most likely to succeed in manufacturing in the next five years?  
Please select up to three. Showing %

# Appendix



## Americans and Business Leaders are more uncertain of the economy in the longer term, with half saying people entering the workforce over the next 20 years will be the same or better and many saying it will be worse

The economic well-being of people entering the workforce over the next 20 years will be...



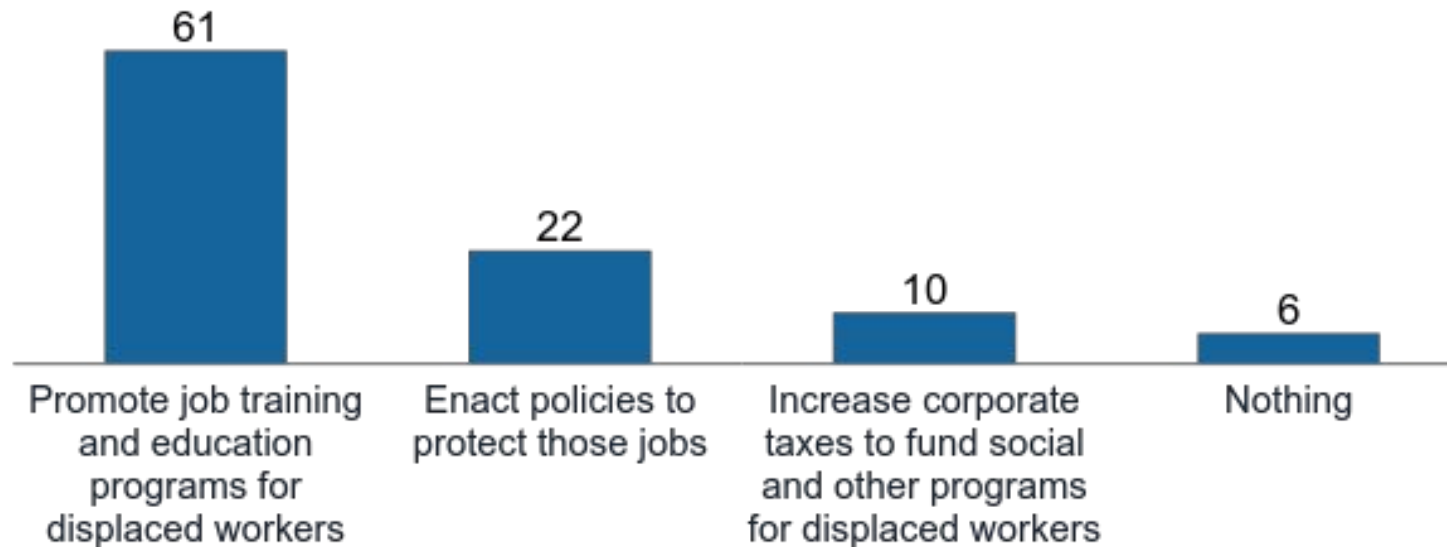
Compared to the American population, Business Leaders are more likely to say the economic well-being of people in the future will be worse

Q33: How do you believe the economic well-being of people entering the workforce over the next 20 years will compare with your own today?  
 Executive Q30: How do you believe the economic well-being of people entering your home country's workforce over the next 20 years will compare with your own today?  
 Showing %

# Americans say *training* and *education* are needed for job creation

## Showing American Population

What government should do about the loss of jobs due to automation and machine intelligence

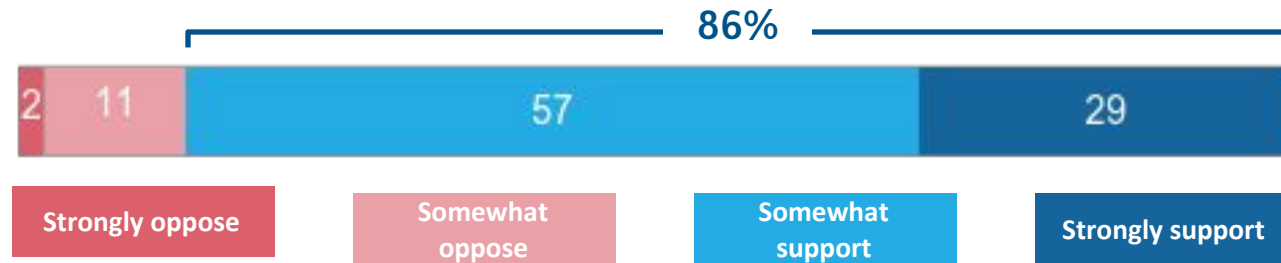


Q36: What, if anything, do you think the government should do about the loss of jobs to automation and machine intelligence?

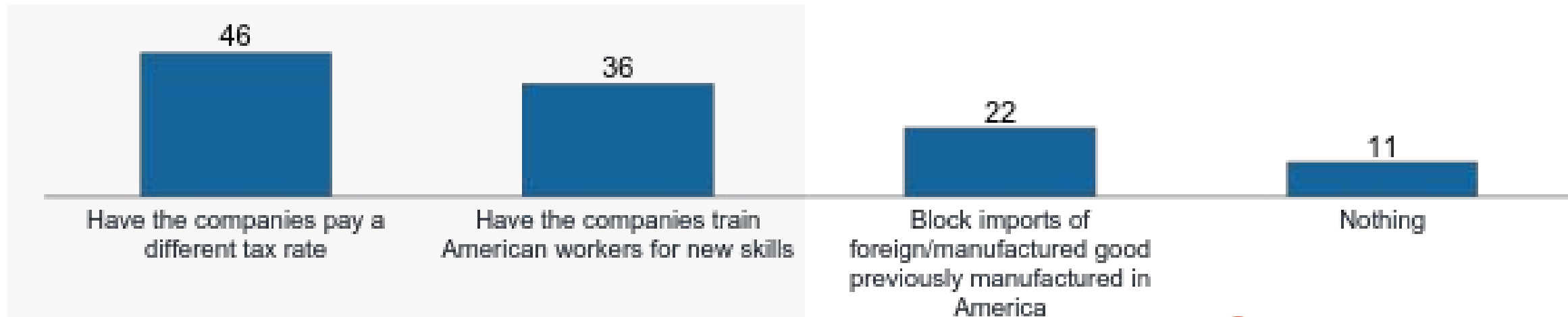
# Americans – regardless of party – say the government should incentivize companies to train workers in modern skills and keep business in the U.S.

## Showing American Population

Support/opposition to tax credits for companies that pay for workers to train in more modern work skills



How government should handle U.S. companies that manufacture products in foreign countries

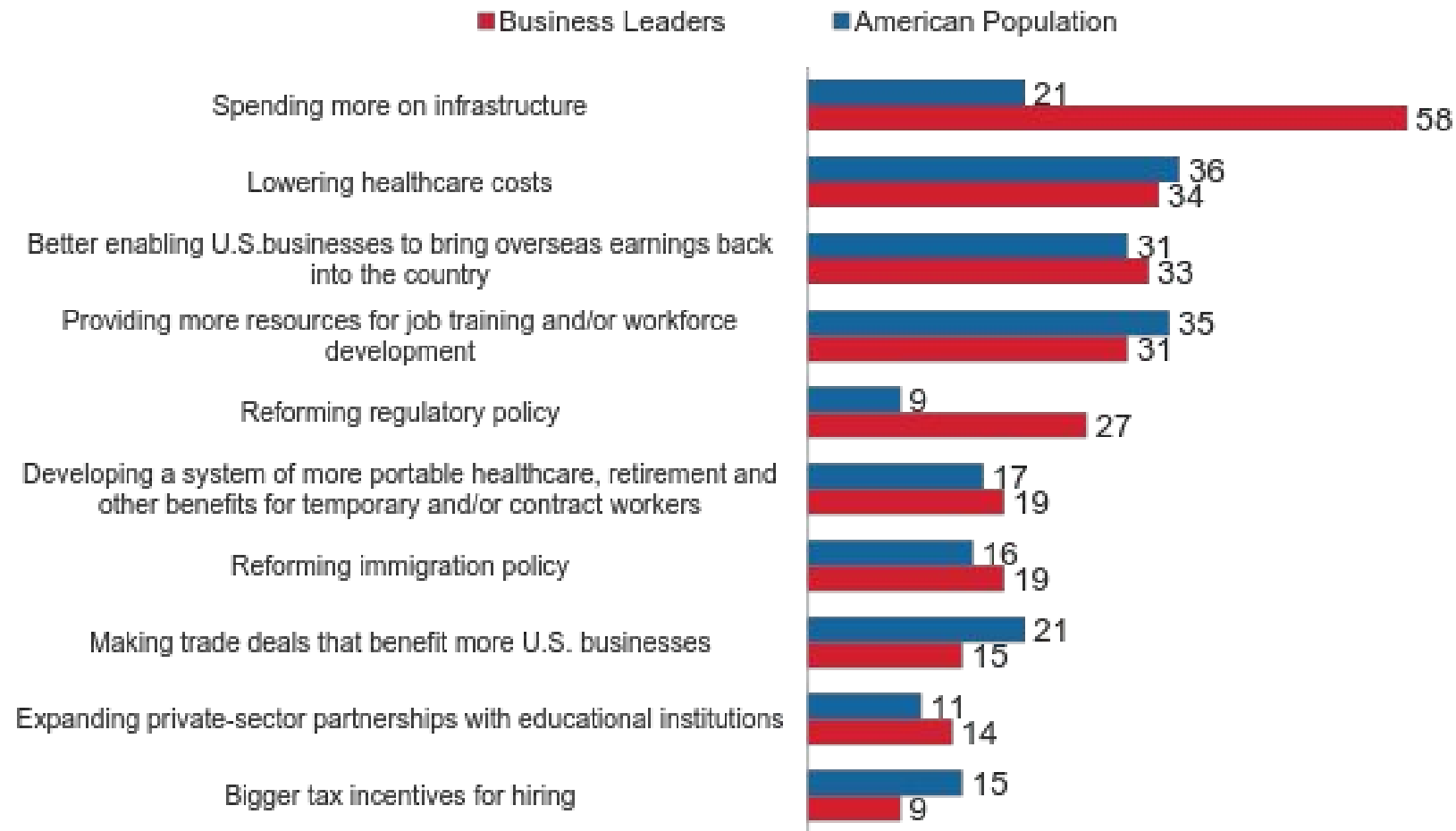


Q59: Do you support or oppose tax credits for companies that pay for workers to train in other, more modern work skills? Showing %

Q60: What, if anything, should the government do to U.S. companies that manufacture products in foreign countries? Showing %

**Business Leaders say *spending more on infrastructure* is the public-policy action most likely to support future job creation, while Americans say it is *lowering healthcare costs* and *providing more resources for job training***

Public-policy actions that will most support job creation in the U.S.



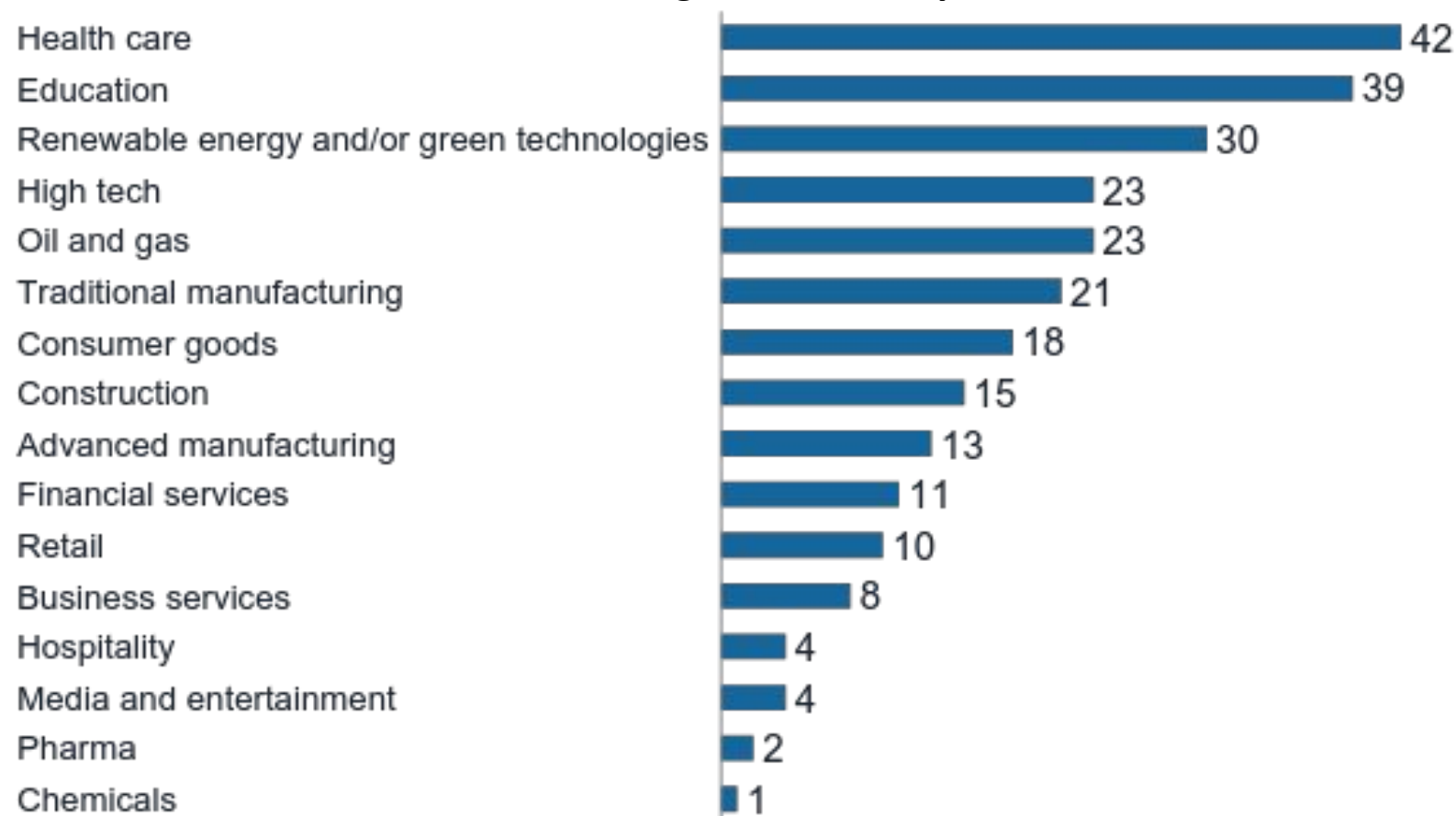
Q37: Of the following public-policy actions, which do you believe will most support job creation in the U.S. ? Select up to three.  
Sorted by Business Leaders

Executive Q22: Of the following public-policy actions, which do you believe will most support future job creation in the U.S. ? Select up to three.  
Sorted by American Population

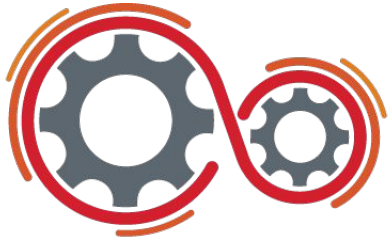
# Americans say healthcare, education, and energy will be most important to a successful U.S. economy

Industries most important to a successful U.S. economy

*Showing American Population*



Q15: Which of the following industries do you believe are most important to a successful U.S. economy? Please select up to three. Showing %, Ranked



# Making it *in* America

THE VIEW FROM AMERICA

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# Thank you