

WIIT Charitable Trust



Fifth Annual Survey of Public Opinion on International Trade

A special EPIC • MRA report for

The WIIT Charitable Trust of The Association of Women in International Trade

Majorities Continue to Approve of Free Trade

Overall, do you approve or disapprove of free trade agreements with other countries?

	2001	2000	1999	1998	1997
approve	57%	57%	60%	59%	61%
disapprove	24	24	26	26	24
undecided	19	19	14	15	15

Demographic breakdown

	Approve	Disapprove		Approve	Disapprove
Northeast states	55%	25%	employment: manufacturing	49%	32%
Midwest states	55	29	employment: service	51	229
Southern states	53	22	employment: professional	65	25
Western states	69	20	employment: government	63	29
union member	54	31	employment: education	70	13
in household w/union member	56	21	employment: health care	58	27
no union member household	58	23	all men	62	25
job status: employed	60	27	all women	52	24
job status: part-time	45	28	all white respondents	57	25
job status: retired	58	20	all Afr. Amer. respondents	59	22
job status: homemaker	45	21	other racial identification respondents	54	20
job status: other	53	23	knowledgeable about trade	67	21
all Democrats	58	24	not knowledgeable about trade	52	26
all Independents	51	29	“GI” generation (b. 1924 - prior)	49	26
all Republicans	60	22	“Silent” generation (b. 1925-43)	62	19
income: \$15,000-less	63	17	“Boom” generation (b. 1944-60)	61	24
income: \$15-30,000	46	26	“X” generation (b. 1960-81)	49	30
income: \$30-45,000	55	25	HS –less education	42	32
income: \$45-60,000	65	21	post-HS/technical education	59	25
income: \$60-75,000	52	33	college education	79	8
income: \$75-100,000	65	22	approves of trade agreements	100	--
income: \$100,000-more	66	22	disapproves of trade agreements	--	100

Results from EPIC • MRA survey of 850 adult U.S. residents, conducted October 7 - 11, 2001
(margin of error ±3.5 percent), commissioned by The WIIT Charitable Trust

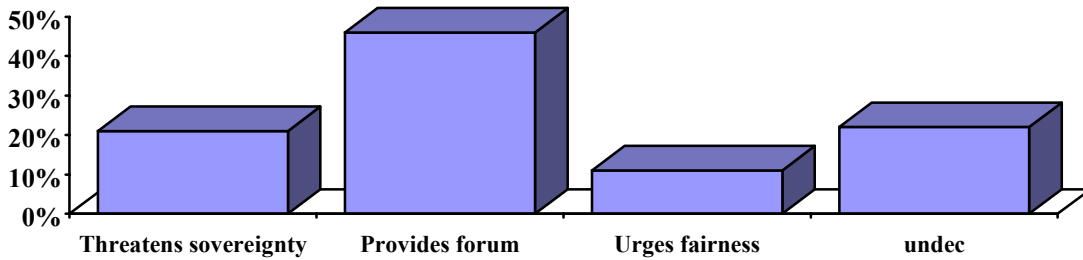
Results in italics drawn from surveys conducted in 2000 and previous years as indicated

WTO

Majority Sees Organization as Cooperative Forum; 1-in-5 See Threat to National Sovereignty

Which of the following statements best reflects your understanding of the World Trade Organization, also known as the WTO?

	2001	2000
The WTO is a huge secretive international organization and powerful bureaucracy that tells countries how to run their economies, serves the interests of large, multinational corporations and threatens a country's sovereignty by interfering in its national law-making	21%	22%
The WTO provides a forum for member countries to conduct trade negotiations, handles trade disputes, monitors national trade policies and provides training for developing countries on trade and regulatory matters	46	50
The WTO is a small informal organization that urges countries to be fair in their trade policies, but has no enforcement mechanism	11	<i>not tested</i>
undecided	22	28



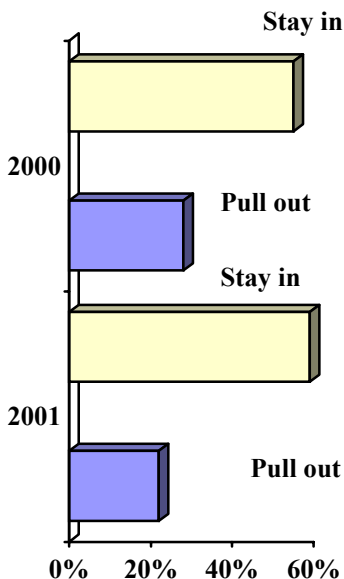
More Say US Should Stay In, Improve WTO

For the past 50 years, the United States has worked to build clear, enforceable rules for conducting international trade.

[2001] Recent protests in Genoa and Quebec show there is a sharp disagreement about the direction and agenda for the World Trade Organization among the countries that participated.

[2000] In Seattle last year, there was a sharp disagreement about the direction and agenda for the World Trade Organization meeting among the countries that participated.

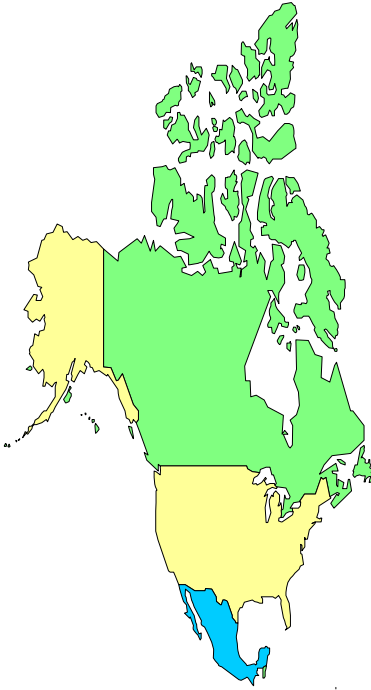
Based on your understanding of trade issues and the activities of the World Trade Organization, do you think the United States will be most likely to realize its goals by:



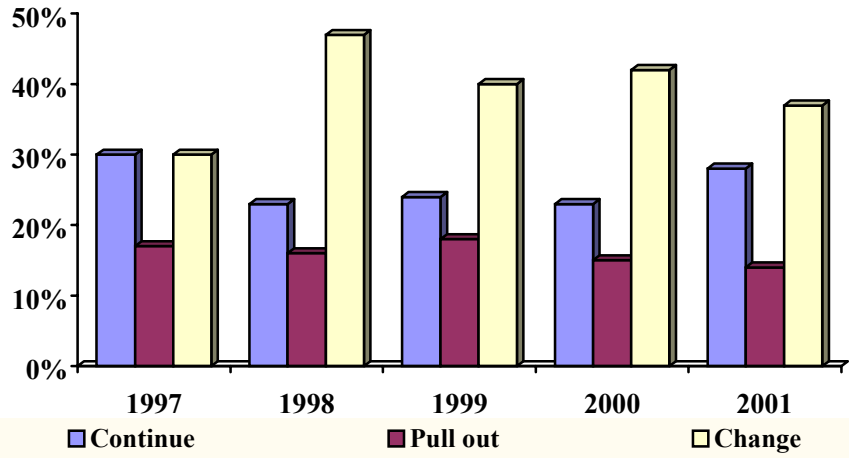
	2001	2000
Remaining in the World Trade Organization while working to bring it up to date to reflect new technologies and new concerns in the international economy	59%	55%
Pulling out of the World Trade Organization and instead dealing with countries one-on-one	22	28
undecided	19	17

**NAFTA:
More Say US Should
Continue in Pact;
Fewer Call for Changes**

This year marks the 7th (3rd - 6th) anniversary of NAFTA. After observing how NAFTA has worked between the United States, Mexico, Canada over the past few years, do you think America should continue the NAFTA agreement, should America pull out of NAFTA, or should it be continued with changes?



	2001	2000	1999	1998	1997
continue NAFTA	28%	23%	24%	23%	30%
pull out of NAFTA	14	15	18	16	17
change NAFTA	37	42	40	47	30
undecided	21	20	18	14	23



**Split on Enforcement of
Labor/Environmental
Conditions**

Trade agreements such as NAFTA often include rules and regulations to address labor and environmental concerns as conditions of the agreement. Do you believe such rules and regulations can be enforced ... ?

can be enforced	45%
can't really be enforced	35
undecided/unsure	20

**Mix on Definition of
"Services"**

The U.S. is the world's largest exporter and importer of services, which provides about 70 percent of all jobs in the U.S. and 71 percent of the U.S. economic growth in 1998.

What does the term "services" mean to you?

someone performs for money	19%	aiding other countries	2%	clothing, retail	1%
help to do something	8	banking	2	government workers	1
not manufactured	8	consulting	2	stock market	1
products	8	health care	2	trading	1
computers, high tech	3	tourism	2	utilities	1
food, restaurants	3	transportation	2	other	1
non-tangible	3	under-paid workers	2		

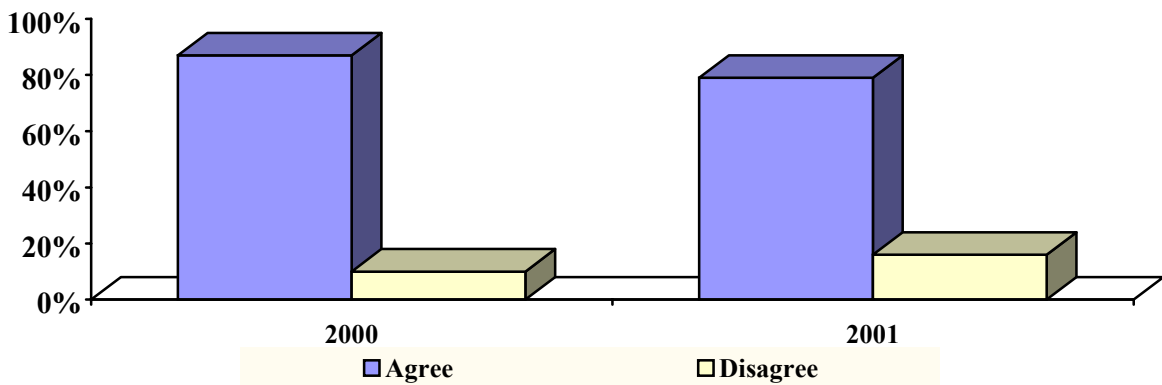
Most Agree
(by smaller percentages)
Imports:
— **Give US More Choices**

Respondents were asked if they agree or disagree with a series of statements about trade:

Supporters of free trade argue that because of imports from other countries, American consumers have a larger selection of goods and products to choose from.

Because of imports from other countries, American consumers have a larger selection of goods and products to choose from.

	2001	2000
strongly/somewhat agree	79%	87%
strongly/somewhat disagree	16	10
undecided	5	3

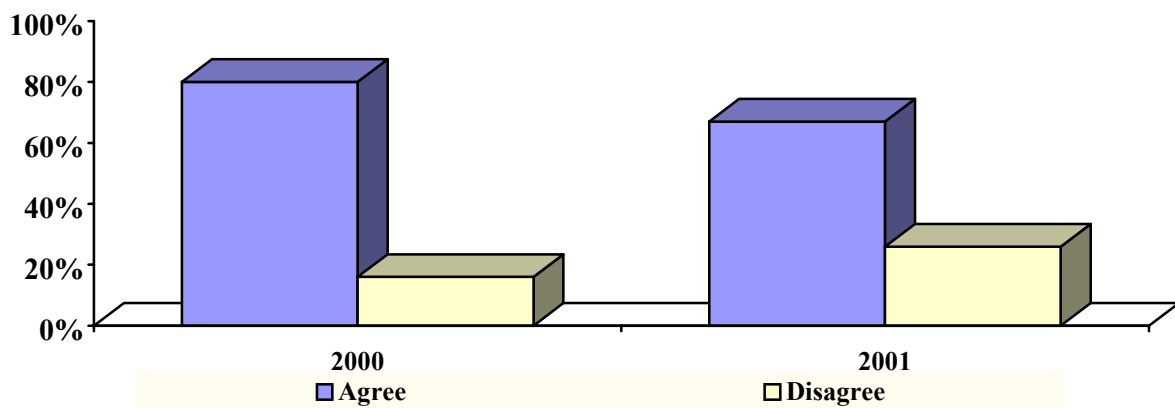


— **Make US Companies More Competitive**

Supporters of free trade also argue that imports from other countries keep American manufacturers on their toes and make them more competitive in the quality and price of their products.

Imports from other countries keep American manufacturers on their toes and make them work harder to improve the quality and prices of their products to be more competitive.

	2001	2000
strongly/somewhat agree	67%	80%
strongly/somewhat disagree	26	16
undecided	7	4

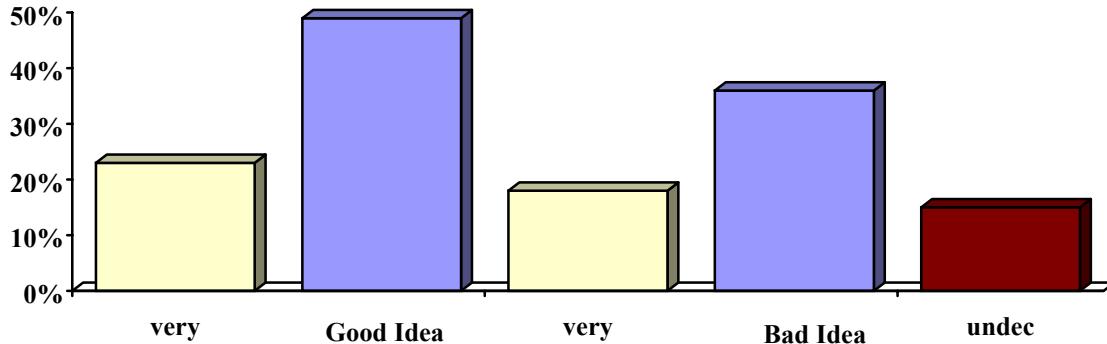


US Protection of Industry:

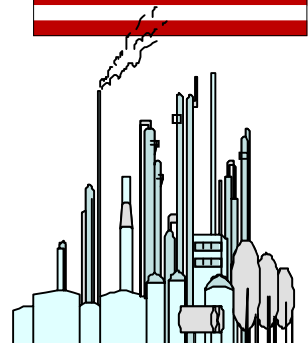
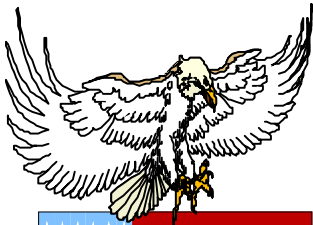
Split on if Protection is "Good Idea" --

Do you think protecting certain companies from the competition of imports is a good idea or a bad idea for the United States?

very good idea	23%	49% Total
somewhat good idea	26	GOOD IDEA
somewhat bad idea	18	36% Total
very bad idea	18	BAD IDEA
undecided	15	



4-in-10 Say US Industries Should Compete Without Protection

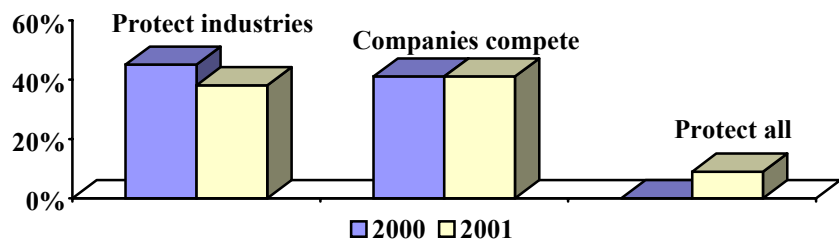


[2001] Specifically, U.S. textile and apparel companies and steel producers say their industries are hurt by imports from other countries.

[2000] Congress is considering legislation to help Africa and Caribbean countries export more to the U.S. However, U.S. textile and apparel companies say their industries will be hurt by increased imports from poor countries..

Do you think Congress should pass laws to protect these industries, (textile and apparel industries), or, should these U.S. industries (companies) be exposed to global market competition?

	2001	2000
Congress should pass laws to protect U.S. industry	38%	45%
U.S. companies should be exposed to global market competition	41	41
should protect all U.S. industries [volunteered]	9	not tested
undecided	12	14



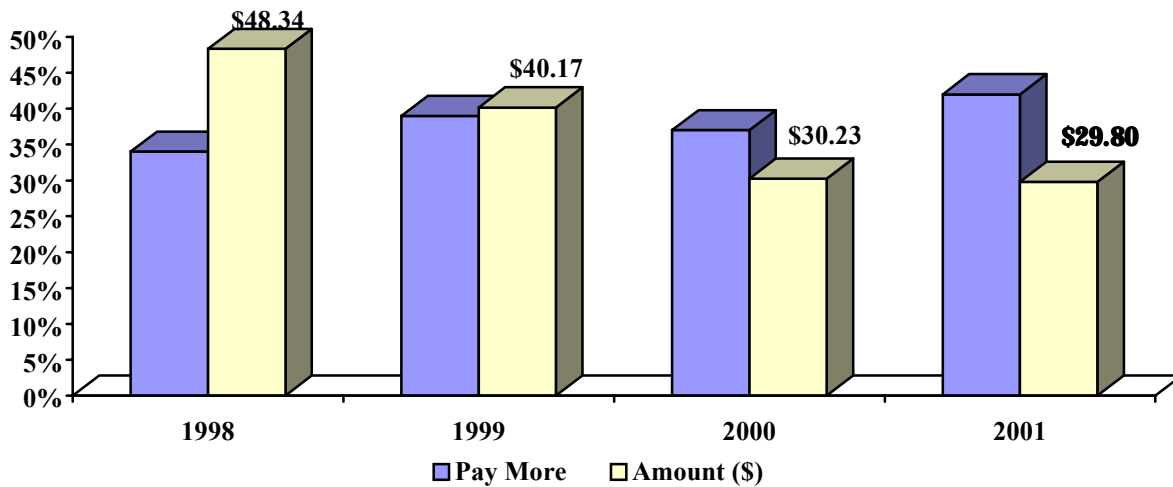
Buy American More Willing to Pay More – But by Lesser Amounts

Some people say they are willing to spend more to buy only American services, manufactured, agricultural and food products because they feel doing so protects American jobs ...

Some people say they are willing to spend more to buy only American products because doing so protects American jobs ...

How much more per month are you willing to include in your family budget to buy only American made products and goods?

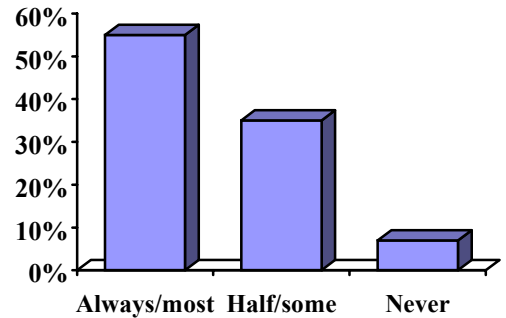
	2001	2000	1999	1998
willing to pay more	42%	37%	39%	34%
MEAN AMOUNT:	\$29.80	\$30.23	\$40.71	\$48.34
<u>not</u> willing to pay more	39	47%	31%	41%
undecided	19	16	30	25



Most Pay At Least Some Attention to Products' Origin

How often do you pay attention to the country in which a product is made?

always	23%
most of the time	35
about half the time	14
some of the time	21
never	7



Most Would Pay More to Avoid Child Labor, Poorly Paid Labor, Environmental Threats

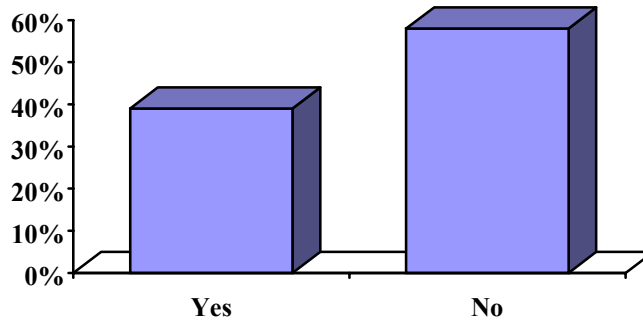
Would you be willing to pay more to avoid buying a product that is made by child or slave labor, poorly paid workers, or made in ways that hurt the environment?

pay more to avoid buying product made by child labor	56%
pay more to avoid buying product made by poorly paid workers	8
pay more to avoid buying product made in ways that hurt the environment	12
no, won't pay more	12
depends [volunteered]	8
undecided/don't know	4

**About One-in-Four
Have Boycotted
Products –**

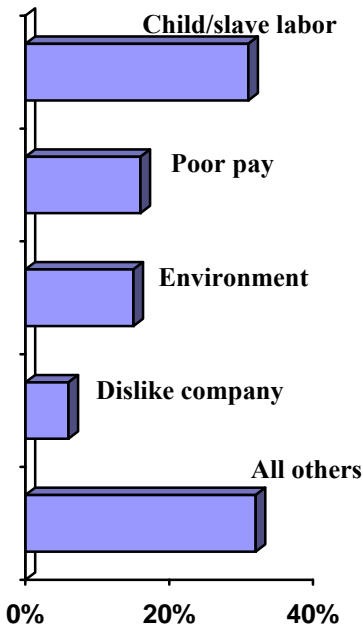
Have you ever boycotted a certain brand or product because of the conditions under which it was made or because of something you knew about the company that made it?

* yes 39%
no 58
undecided 3

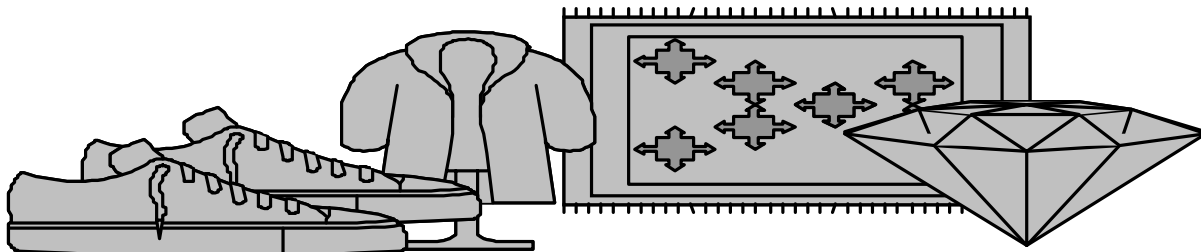


**– Mainly to Avoid
Child/Slave Labor**

* Those who said “yes” were asked
What was the major reason you boycotted this product?



made by child or slave labor 31%
made by poorly paid workers 16
made in a way that threatens the environment 15
don't like company 6
made in countries I don't approve of 4
moral issues 4
non-union 3
past problems with company 3
hiring practices, racist 2
inferior products 2
poor working conditions 2
treatment of animals 2
political 1
undecided/don't know 9

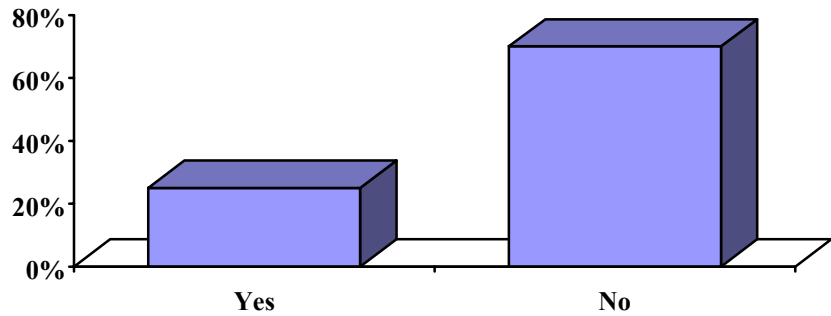


9/11

One-Quarter Report Recent Changes in Attitudes Toward Trade

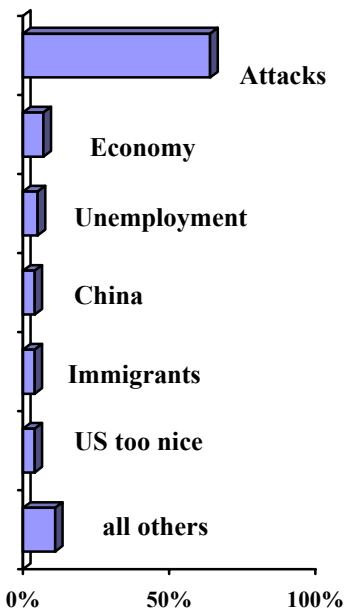
Has anything occurred recently which has changed your views or attitudes about trade?

* yes	25%
no	70
undecided	5



Most Cite Terrorist Attacks

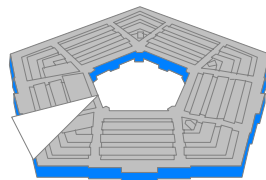
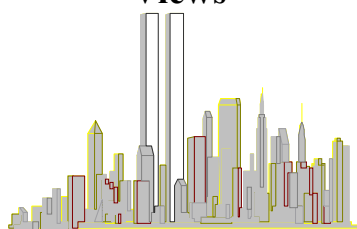
* Those who said “yes” were asked why their views or attitudes had changed:



terrorist attack	64%
declining economy	7
rising unemployment	5
problems with China	4
too many immigrants	4
U.S. has been too nice	4
Mexican trucks	3
loss of textile jobs	2
trouble in steel industry	2
Bush, Republican control of Congress	1
differing environmental roles	1
human rights violations	1
other	1
undecided/don't know	1

Most Say 9/11 Attacks Had Little, No Influence of Trade Views

(Have the recent terrorists attacks on the United States) influenced your views about trade with other countries ... ?

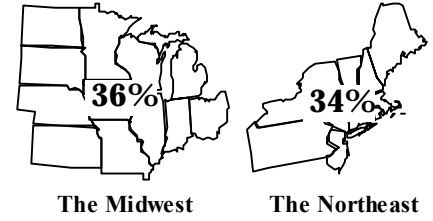
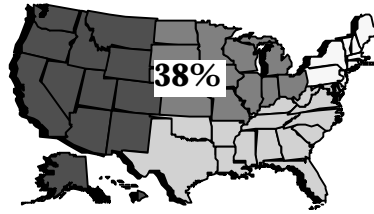
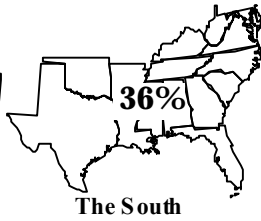
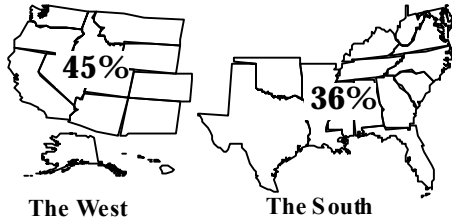


a lot	24%	42% Total
some	18	A LOT/SOME
only a little	15	55% Total
not at all	40	LITTLE/NOT
undecided	3	

Most Continue to Claim Little Knowledge About Trade

How much do you feel you know about the issue of trade ... ?

	2001	2000	1999
very/fairly knowledgeable about trade	38%	37%	39%
only a little/not knowledgeable	60	62	61
undecided	2	1	—



Demographic breakdown:

	Very/Fairly	Little/Not
Northeast states	34%	64%
Midwest states	36	59
Southern states	36	62
Western states	45	53
union member	32	63
in household w/union member	35	63
no union member household	39	59
job status: employed	41	58
job status: part-time	34	66
job status: retired	34	62
job status: homemaker	21	71
job status: other	45	55
all Democrats	31	66
all Independents	29	68
all Republicans	51	48
income: \$15,000-less	18	76
income: \$15-30,000	31	63
income: \$30-45,000	37	62
income: \$45-60,000	39	60
income: \$60-75,000	45	55
income: \$75-100,000	48	52
income: \$100,000-more	59	41

	Very/Fairly	Little/Not
employment: manufacturing	36	600
employment: service	35	63
employment: professional	48	52
employment: government	49	51
employment: education	37	61
employment: health care	33	67
all men	45	53
all women	31	66
all white respondents	40	57
all Afr. Amer. respondents	23	73
other racial identification respondents	30	70
knowledgeable about trade	100	--
not knowledgeable about trade	--	100
"GI" generation (b. 1924 - prior)	30	64
"Silent" generation (b. 1925-43)	36	61
"Boom" generation (b. 1944-60)	43	55
"X" generation (b. 1960-81)	35	64
HS -less education	23	74
post-HS/technical education	40	58
college education	58	40
approves of trade agreements	44	55
disapproves of trade agreements	33	65

Majority Continue to Say Trade is Not Part of Business

Does the place or business where you work export (or import) parts, or perform services from/for other countries ... (or) supply products or provide services for other companies that import or export products, parts or services ...?

	2001	2000
exports to other countries	6%	7%
imports from other countries	8	8
both exports and imports	14	13
does neither	64%	64%
supplies companies that export/import	3	4
undecided	5	4

**28% Total
IMPORT/
EXPORT**

**29% Total
IMPORT/
EXPORT**

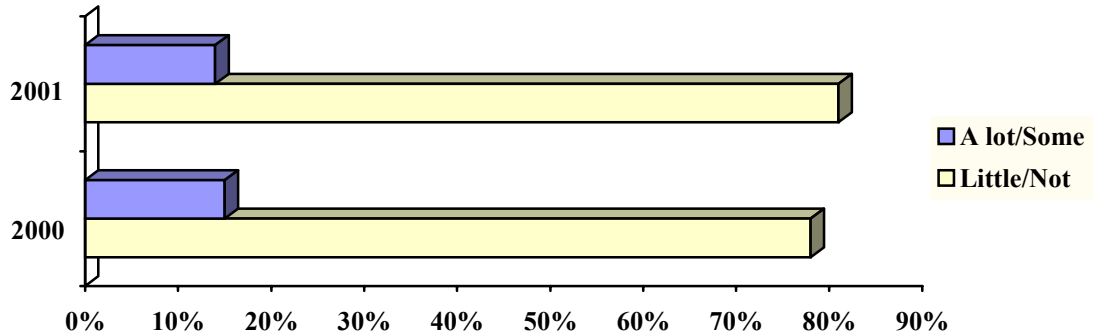
Fast Track

Most Continue to Know Little/Nothing About It

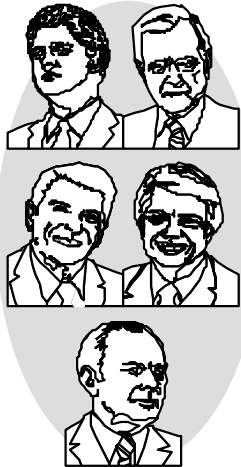
How much would you say you know about the so-called “trade promotion authority” sometimes known as “fast track” trade legislation that has been debated in Congress?

How much would you say you know about the so called “fast track” trade legislation that has been debated in Congress ... ?

	2001	2000
a lot/some	14%	15%
only a little/nothing at all	81	78
undecided	5	7



More Favor Allowing President Fast-track Powers

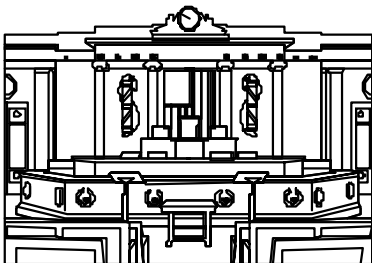
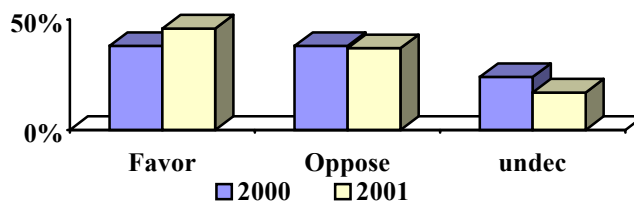


[2001] The last several presidents have asked Congress to renew their authority to negotiate free trade agreements, which last expired in 1994. This authority would allow the President to negotiate trade agreements in consultation with Congress. Once the negotiations are completed, Congress could take an up-or-down vote on the agreement as a whole, but could not vote to make any amendments or changes in the agreement.

[2000] ... the last several presidents have asked Congress to give them "fast track" authority to negotiate free trade agreements. The fast track authority would mean that once the negotiations are completed, Congress could take an up-or-down vote on the agreement as a whole, but could not vote to make any amendments or changes in the agreement..

Do you (favor or oppose) having Congress act to grant a President authority to negotiate new free trade agreements?

	2001	2000
strongly/somewhat favor	46%	38%
strongly/somewhat oppose	37	38
undecided	17	24



Plurality Agree with Supporters of Globalization

“Globalization” is a term that is frequently heard these days and one that is often linked to trade issues. Which of the following descriptive statements comes closer to your view about globalization?

Globalization has a positive impact because it enables the U.S. to increase trade in services, manufacturing, agricultural and food products; it enables Americans to buy cheaper and more abundant consumer goods; and it creates more U.S. jobs.

Supporters think that globalization is positive because they believe the U.S. can export more services, manufacturing, agricultural and food products and create more jobs at home when overseas markets are open.

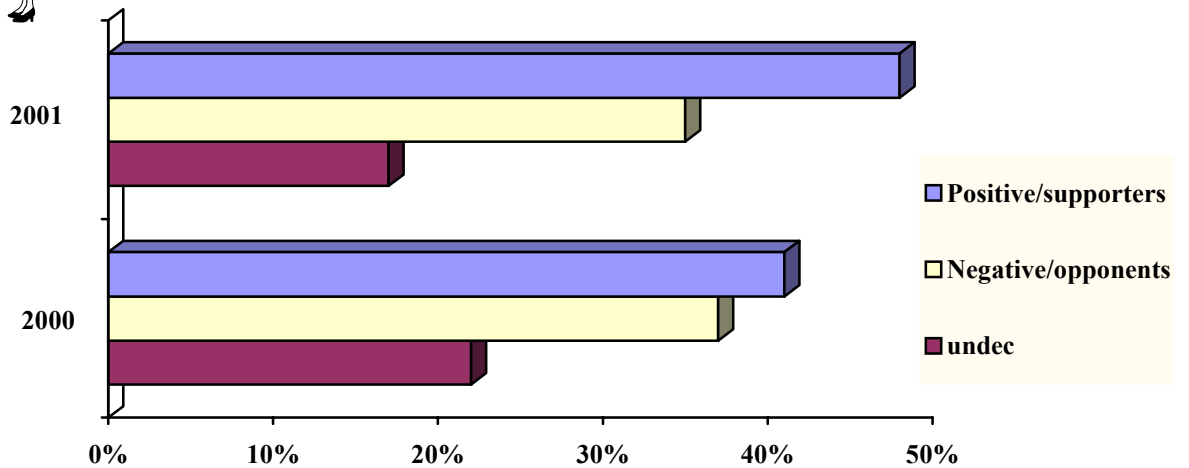
or

Globalization has a negative impact because it exploits the developing world, denigrates the world’s environment, and results in U.S. jobs being transferred to other countries.

Opponents criticize globalization because it results in U.S. jobs being transferred to other countries, and because it could make conditions in the U.S. economy more uncertain



	2001	2000
positive impact/supporters	48%	41%
negative impact/opponents	35	37
undecided	17	22



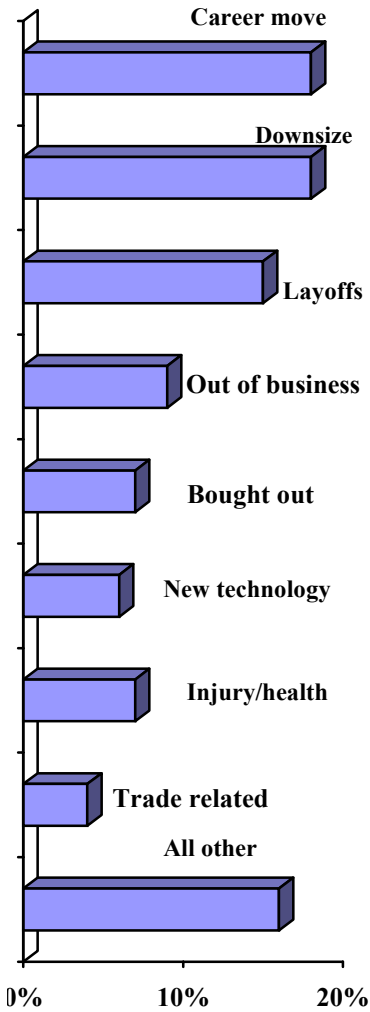
The WIIT Charitable Trust wishes to thank the following for making the poll possible:

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 Toyota

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 Mary Ann Boukalis
 Rebecca Miller
 Janet Nuzum
 Rebecca Woodings

Fewer Than 5% Blame Job Loss on Trade/ Treaties

Respondents who reported a household job loss, change or lay-off in the last six years (24 percent of the total sample) (26 percent of the total sample) were asked the major reason for the job change. In rank order, the responses were:



	2001	2000
career move	18%	22%
corporate downsizing	18	17
layoffs	15	14
company went out of business	9	8
company was bought out	7	4
job eliminated/replaced by new technology	6	2
health problems	4	6
work injury	3	3
company moved operations to another country/overseas	2	0.5
lateral move	2	2
personal performance problem/conflicts at work etc.	2	10
slow economy	2	0
unhappy with company	2	0
will retire	2	1
company moved to another location in the U.S.	1	5
NAFTA/GATT	1	0
will have to move	1	0
will quit	1	1
company moved to Mexico	0	0
foreign competition	0	1
foreign trade/products purchased from another country	0	0
leave for school	0	0.5
other	3	0
undecided/don't know/refused	1	4

Total trade related reasons:		
foreign competition	0	1
company moved operations to another country/overseas	2	0.5
company moved to another location in the U.S.	1	5
NAFTA/GATT	1	0

FOR INFORMATION on the poll or The WIIT Charitable Trust, CALL: Mary Alexander, (202) 783-5100, ext. 105
FOR INFORMATION on EPIC*MRA, CALL: Ed Sarpolus, (800) 545-8249
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