



Americans Talk Innovation

A public opinion survey conducted for
the National Governors Association

February, 2007



PREFACE

To help gauge Americans' attitudes on the topic of innovation, the National Governors Association (NGA) engaged the services of noted researcher Dr. Frank Luntz, chairman and CEO of Luntz, Maslansky Strategic Research.

Using two instant response dial sessions and a nationwide public opinion survey, Luntz, Maslansky explored views on the meaning and relevance of innovation and measured perceptions of the economic benefit of more innovative schools and businesses.

Dr. Luntz concluded that, "In these days of political polarization, innovation is the one initiative that is applauded and embraced by everyone." Moreover, most Americans believe the nation's governors should take the lead in encouraging innovation in education and the economy.

Designed to help governors communicate the value of innovation in their states during NGA's *Innovation America* initiative, this presentation is one of three elements of Luntz, Maslansky's research and findings.

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National Governors Association
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GENERAL MOOD

1. **(SPLIT SAMPLE)** Generally speaking, **ARE YOU** much better off, somewhat better off, somewhat worse off or much worse off now than **YOU WERE** five years ago?

	Total	Bush	Kerry
BETTER	62%	76%	48%
MUCH BETTER	34%	48%	19%
SOMEWHAT BETTER	29%	28%	29%
NO CHANGE	17%	13%	22%
SOMEWHAT WORSE	14%	8%	21%
MUCH WORSE	6%	3%	9%
WORSE	20%	11%	29%
DON'T KNOW/REFUSED	1%	-	1%

2. **(SPLIT SAMPLE)** Generally speaking, **IS AMERICA** much better off, somewhat better off, somewhat worse off or much worse off now than **IT WAS** five years ago?

	Total	Bush	Kerry
BETTER	32%	60%	5%
MUCH BETTER	12%	23%	-
SOMEWHAT BETTER	20%	36%	5%
NO CHANGE	9%	12%	5%
SOMEWHAT WORSE	25%	17%	28%
MUCH WORSE	29%	7%	57%
WORSE	54%	24%	85%
DON'T KNOW/REFUSED	5%	4%	5%

3. **(SPLIT SAMPLE)** And looking ahead five years from now, do you honestly expect **YOU** to be much better off, somewhat better off, somewhat worse off or much worse off now than **YOU ARE** today?

	Total	Bush	Kerry
BETTER	66%	71%	59%
MUCH BETTER	33%	37%	26%
SOMEWHAT BETTER	33%	34%	34%
NO CHANGE	13%	12%	14%
SOMEWHAT WORSE	13%	9%	19%
MUCH WORSE	3%	1%	3%
WORSE	15%	11%	22%
DON'T KNOW/REFUSED	7%	7%	5%

4. **(SPLIT SAMPLE)** And looking ahead five years from now, do you honestly expect **AMERICA** to be much better off, somewhat better off, somewhat worse off or much worse off now than **IT IS** today?

	Total	Bush	Kerry
BETTER	56%	57%	56%
MUCH BETTER	13%	16%	9%
SOMEWHAT BETTER	43%	40%	47%
NO CHANGE	4%	5%	3%
SOMEWHAT WORSE	16%	20%	17%
MUCH WORSE	16%	12%	14%
WORSE	32%	32%	31%
DON'T KNOW/REFUSED	8%	7%	10%

5. And if you had to pick, which are you more nervous and concerned about ...

	Total	Bush	Kerry
THE FUTURE OF AMERICA	71%	72%	77%
YOUR OWN PERSONAL FUTURE	22%	19%	18%
NEITHER	5%	8%	2%
DON'T KNOW/REFUSED	3%	1%	3%

6. And thinking about your state in general for a moment, do you...of the job your current governor is doing so far?

	Total	Bush	Kerry
APPROVE	62%	59%	67%
STRONGLY APPROVE	21%	20%	26%
SOMEWHAT APPROVE	41%	40%	40%
DISAPPROVE	27%	32%	25%
SOMEWHAT DISAPPROVE	14%	17%	14%
STRONGLY DISAPPROVE	14%	15%	11%
DON'T KNOW/REFUSED	11%	10%	8%

7. Let's try something interesting. I'm going to read you five words used to talk about the American economy and I want you to tell me the word that you have the most positive impression of overall. You can only choose one...

	Total	Bush	Kerry
PROGRESS	29%	38%	17%
INNOVATION	17%	17%	21%
REVITALIZE	17%	18%	20%
TRANSFORM	15%	6%	25%
MODERNIZE	12%	14%	7%
DON'T KNOW/REFUSE	10%	7%	11%

8. When thinking about the economy in your state now and in the future, which of the following is the most important...? I need you to pick one.

	Total	Bush	Kerry
ECONOMIC DEVELOPMENT	38%	41%	40%
ECONOMICALLY COMPETITIVE	20%	23%	18%
ECONOMIC INNOVATION	19%	14%	22%
ECONOMIC EXPANSION	15%	17%	14%
DON'T KNOW/REFUSED	8%	5%	6%

9. When you hear the word 'innovation,' what do you think of first?

	Total	Bush	Kerry
TECHNOLOGY	39%	43%	36%
SCIENCE	18%	14%	20%
EDUCATION	14%	14%	15%
COMPUTERS	11%	11%	12%
BUSINESS AND CORPORATIONS	8%	9%	7%
MANUFACTURING	6%	7%	6%
NONE OF THE ABOVE	2%	2%	1%
DON'T KNOW/REFUSED	3%	2%	3%

10. And what comes to mind next?

	Total	Bush	Kerry
TECHNOLOGY	24%	26%	27%
SCIENCE	18%	16%	21%
EDUCATION	17%	15%	20%
COMPUTERS	14%	15%	13%
BUSINESS AND CORPORATIONS	12%	13%	9%
MANUFACTURING	6%	8%	5%
NONE OF THE ABOVE	3%	3%	2%
DON'T KNOW/REFUSED	6%	4%	4%

9/10. **(COMBINATION ANSWERS)** When you hear the word 'innovation,' what do you think of first? And what comes to mind next?

	Total	Bush	Kerry
TECHNOLOGY	63%	68%	63%
SCIENCE	36%	30%	41%
EDUCATION	31%	29%	35%
COMPUTERS	25%	25%	25%
BUSINESS AND CORPORATIONS	19%	22%	16%
MANUFACTURING	13%	15%	10%
NONE OF THE ABOVE	3%	3%	2%
DON'T KNOW/REFUSED	6%	4%	4%

11. **(SPLIT SAMPLE)** And over the past five years or so, how effective have the **POLITICAL LEADERS** in your state been in promoting innovation and making your state's businesses and economy competitive nationally and internationally?

	Total	Bush	Kerry
EFFECTIVE	49%	53%	45%
VERY EFFECTIVE	9%	11%	6%
SOMEWHAT EFFECTIVE	40%	42%	40%
NOT EFFECTIVE	41%	39%	49%
NOT VERY EFFECTIVE	26%	26%	32%
NOT AT ALL EFFECTIVE	15%	12%	17%
DON'T KNOW/REFUSED	10%	8%	6%

12. **(SPLIT SAMPLE)** And over the past five years or so, how effective have the **BUSINESS LEADERS** in your state been in promoting innovation and making your state's businesses and economy competitive nationally and internationally?

	Total	Bush	Kerry
EFFECTIVE	57%	65%	52%
VERY EFFECTIVE	12%	16%	8%
SOMEWHAT EFFECTIVE	45%	49%	44%
NOT EFFECTIVE	36%	30%	39%
NOT VERY EFFECTIVE	25%	18%	29%
NOT AT ALL EFFECTIVE	11%	12%	11%
DON'T KNOW/REFUSED	7%	5%	9%

13. **(SPLIT SAMPLE)** And over the past five years or so, how effective have the **POLITICAL LEADERS** in your state been in promoting innovation and excellence in your state's public schools?

	Total	Bush	Kerry
EFFECTIVE	40%	42%	35%
VERY EFFECTIVE	7%	14%	5%
SOMEWHAT EFFECTIVE	33%	29%	30%
NOT EFFECTIVE	54%	52%	62%
NOT VERY EFFECTIVE	32%	33%	37%
NOT AT ALL EFFECTIVE	21%	19%	25%
DON'T KNOW/REFUSED	6%	6%	3%

14. **(SPLIT SAMPLE)** And over the past five years or so, how effective have the **EDUCATION LEADERS** in your state been in promoting innovation and excellence in your state's public schools?

	Total	Bush	Kerry
EFFECTIVE	42%	40%	40%
VERY EFFECTIVE	7%	5%	8%
SOMEWHAT EFFECTIVE	35%	34%	32%
NOT EFFECTIVE	50%	52%	52%
NOT VERY EFFECTIVE	34%	36%	35%
NOT AT ALL EFFECTIVE	17%	17%	17%
DON'T KNOW/REFUSED	8%	8%	8%

15. Generally speaking, who do you think should be most responsible for leading an effort to promote innovation in your state?

	Total	Bush	Kerry
THE GOVERNOR	36%	32%	37%
BUSINESS LEADERS	33%	39%	28%
TEACHERS AND PROFESSORS	16%	14%	17%
EMPLOYEES AND WORKERS	11%	11%	11%
DON'T KNOW/REFUSED	6%	5%	7%

16. What technology or invention over the past two decades or so do you think is the single best example of innovation that has improved your quality of life?

	Total	Bush	Kerry
COMPUTERS / LAPTOPS / COMPUTER SOFTWARE	41%	43%	40%
THE INTERNET / BROADBAND	15%	13%	21%
CELL PHONES	10%	13%	8%
MICROWAVE OVENS / MICROWAVE FOOD	4%	3%	5%
MEDICAL ADVANCES	3%	4%	2%
SOLAR POWER	2%	2%	3%
DVD'S/CD'S/DIGITAL MUSIC	1%	-	1%
HYBRID VEHICLES	1%	-	2%
TIVO	1%	-	-
IPODS / MP3 PLAYERS	-	-	-
OTHER	5%	5%	4%
DON'T KNOW/REFUSED	17%	15%	14%

17. **(SPLIT SAMPLE)** Generally speaking, how large a role should the **STATE** government play in encouraging innovation in our schools and in the economy?

	Total	Bush	Kerry
A VERY SIGNIFICANT ROLE	34%	32%	38%
THEY SHOULD TAKE THE LEAD	29%	25%	33%
A SOMEWHAT SIGNIFICANT ROLE	19%	19%	22%
A SOMEWHAT LIMITED ROLE	10%	15%	6%
NO ROLE AT ALL	5%	8%	1%
DON'T KNOW/REFUSED	2%	2%	1%

18. **(SPLIT SAMPLE)** Generally speaking, how large a role should the **FEDERAL** government play in encouraging innovation in our schools and in the economy?

	Total	Bush	Kerry
A SOMEWHAT SIGNIFICANT ROLE	30%	30%	35%
A VERY SIGNIFICANT ROLE	27%	21%	30%
A SOMEWHAT LIMITED ROLE	19%	30%	8%
THEY SHOULD TAKE THE LEAD	14%	7%	19%
NO ROLE AT ALL	8%	11%	4%
DON'T KNOW/REFUSED	2%	1%	4%

19. And which of the following areas would you most like to see the greatest attention to innovation?

	Total	Bush	Kerry
HEALTHCARE	34%	31%	37%
EDUCATION	30%	28%	33%
TECHNOLOGY	10%	10%	10%
THE GOVERNMENT ITSELF	8%	8%	8%
MANUFACTURING	7%	10%	7%
FARMING	4%	7%	2%
SERVICE INDUSTRIES	2%	3%	1%
OTHER	1%	2%	1%
DON'T KNOW/REFUSED	3%	1%	3%

20. And what would be your second choice?

	Total	Bush	Kerry
EDUCATION	26%	23%	29%
HEALTHCARE	20%	19%	21%
TECHNOLOGY	14%	13%	15%
MANUFACTURING	11%	13%	11%
FARMING	11%	12%	8%
THE GOVERNMENT ITSELF	9%	10%	8%
SERVICE INDUSTRIES	2%	8%	3%
OTHER	1%	-	1%
DON'T KNOW/REFUSED	4%	3%	3%

- 19/20. **(COMBINATION ANSWERS)** And which of the following areas would you most like to see the greatest attention to innovation? And what would be your second choice?

	Total	Bush	Kerry
EDUCATION	56%	50%	62%
HEALTHCARE	53%	50%	58%
TECHNOLOGY	24%	23%	25%
MANUFACTURING	18%	23%	17%
FARMING	15%	20%	10%
THE GOVERNMENT ITSELF	17%	17%	16%
SERVICE INDUSTRIES	7%	10%	4%
OTHER	2%	2%	2%
DON'T KNOW/REFUSED	5%	3%	4%

21. Of the following, which do you think has the most positive impact on the economy overall?

	Total	Bush	Kerry
ENCOURAGING AND SUPPORTING INNOVATION IN OUR SCHOOLS AND BUSINESSES	46%	44%	48%
TAX INCENTIVES FOR SMALL BUSINESS	28%	41%	13%
RAISING THE MINIMUM WAGE	24%	13%	35%
DON'T KNOW/REFUSED	3%	2%	4%

MOOD OF THE NATION

Changing focus for a moment ...

22. First, in general, do you think overall economic conditions in America are headed in the right direction, or are economic conditions pretty seriously off on the wrong track?

	Total	Bush	Kerry
RIGHT DIRECTION	41%	63%	18%
WRONG TRACK	51%	28%	75%
DON'T KNOW/REFUSED	8%	8%	8%

23. **(SPLIT SAMPLE)** Right now, what country has the **MOST INNOVATIVE** economy in the world?

	Total	Bush	Kerry
UNITED STATES	29%	41%	18%
CHINA	25%	20%	28%
JAPAN	21%	20%	23%
INDIA	4%	4%	3%
GERMANY	3%	3%	3%
KOREA	1%	1%	1%
RUSSIA	-	1%	-
SAUDI ARABIA	-	-	1%
OTHER	5%	3%	10%
DON'T KNOW/REFUSED	12%	8%	13%

24. **(SPLIT SAMPLE)** Right now, what country has the **STRONGEST, MOST POWERFUL** economy in the world

	Total	Bush	Kerry
UNITED STATES	51%	65%	36%
CHINA	20%	13%	26%
JAPAN	10%	6%	17%
GERMANY	1%	1%	-
INDIA	1%	-	3%
RUSSIA	1%	-	2%
KOREA	-	-	-
SAUDI ARABIA	-	-	-
OTHER	4%	3%	5%
DON'T KNOW/REFUSED	12%	11%	11%

25. **(SPLIT SAMPLE)** And 20 years from now, what country do you expect to have the **MOST INNOVATIVE** economy in the world?

	Total	Bush	Kerry
UNITED STATES	36%	46%	27%
CHINA	34%	32%	35%
JAPAN	10%	7%	12%
INDIA	5%	2%	8%
GERMANY	2%	3%	3%
KOREA	1%	-	2%
RUSSIA	-	1%	-
SAUDI ARABIA	-	-	1%
OTHER	1%	1%	2%
DON'T KNOW/REFUSED	11%	9%	10%

26. **(SPLIT SAMPLE)** And 20 years from now, what country do you expect to have the **STRONGEST, MOST POWERFUL** economy in the world? Again, I need you to pick one.

	Total	Bush	Kerry
UNITED STATES	45%	58%	34%
CHINA	34%	27%	43%
JAPAN	4%	3%	8%
INDIA	3%	2%	6%
GERMANY	2%	1%	1%
SAUDI ARABIA	1%	1%	1%
KOREA	-	-	1%
RUSSIA	-	-	-
OTHER	1%	1%	1%
DON'T KNOW/REFUSED	10%	9%	7%

27a. **ASKED OF EVERYONE WHO DID NOT SAY “UNITED STATES”:**

And what is the most important reason why you don’t think America will have the MOST INNOVATIVE economy in the world 20 years from now?

	Total	Bush	Kerry
OTHER COUNTRIES MORE COMMITTED TO EDUCATION/SCHOOLS/YOUTH THAN U.S.	19%	21%	19%
OTHER COUNTRIES HAVE A LOWER COST WORKFORCE THAN U.S.	11%	19%	4%
OTHER COUNTRIES MORE COMMITTED TO JOB TRAINING AND RESKILLING THE WORKFORCE THAN U.S.	9%	5%	10%
TRADE AGREEMENTS THAT HURT AMERICA’S COMPETITIVENESS	7%	10%	5%
DECLINE OF AMERICAN SOCIETY/ AMERICANS TOO LAZY/ COMPLACENT	5%	6%	5%
POOR LEADERSHIP/ POOR GOVERNMENT IN AMERICA	5%	4%	7%
OTHER COUNTRIES PRODUCE PRODUCTS CHEAPER THAN U.S.	5%	2%	4%
TOO MUCH POLITICAL BICKERING/ PARTICAN IN-FIGHTING IN AMERICA	3%	4%	3%
OUTSOURCING OF JOBS/ OUTSOURCING MANUFACTURING	3%	1%	5%
COST OF WAR/ EFFECTS OF WAR	3%	1%	3%
OTHER COUNTRIES ARE BIGGER/HAVE MORE WORKERS/ MORE CONSUMERS THAN U.S.	2%	2%	4%
OTHER COUNTRIES HAVE MORE NATURAL RESOURCES	1%	1%	1%
OTHER RESPONSE	13%	8%	19%
DON’T KNOW/REFUSED	15%	15%	11%

27B. **ASKED OF EVERYONE WHO DID NOT SAY “UNITED STATES”:**

And what is the most important reason why you don’t think America will have the **STRONGEST, MOST POWERFUL** economy in the world 20 years from now?

	Total	Bush	Kerry
OTHER COUNTRIES MORE COMMITTED TO EDUCATION/SCHOOLS/YOUTH THAN U.S.	22%	20%	26%
OTHER COUNTRIES HAVE A LOWER COST WORKFORCE THAN U.S.	8%	2%	11%
OTHER COUNTRIES ARE BIGGER/HAVE MORE WORKERS/ MORE CONSUMERS THAN U.S.	7%	12%	3%
OTHER COUNTRIES PRODUCE PRODUCTS CHEAPER THAN U.S.	7%	7%	4%
POOR LEADERSHIP/ POOR GOVERNMENT IN AMERICA	7%	6%	7%
OTHER COUNTRIES MORE COMMITTED TO JOB TRAINING AND RESKILLING THE WORKFORCE THAN U.S.	6%	9%	5%
OUTSOURCING OF JOBS/ OUTSOURCING MANUFACTURING	5%	6%	6%
COST OF WAR/ EFFECTS OF WAR	5%	2%	4%
TRADE AGREEMENTS THAT HURT AMERICA’S COMPETITIVENESS	4%	5%	6%
DECLINE OF AMERICAN SOCIETY/ AMERICANS TOO LAZY/ COMPLACENT	4%	4%	3%
OTHER COUNTRIES HAVE MORE NATURAL RESOURCES	4%	3%	3%
TOO MUCH POLITICAL BICKERING/ PARTICAN IN-FIGHTING IN AMERICA	1%	1%	1%
OTHER RESPONSE	12%	12%	15%
DON’T KNOW/REFUSED	10%	12%	5%

28. **(SPLIT SAMPLE)** And compared to other developed nations in Europe and Asia, do you think the U.S. is...**IN HOW WE DO BUSINESS?**

	Total	Bush	Kerry
MORE INNOVATIVE	58%	72%	45%
MUCH MORE INNOVATIVE	21%	28%	12%
SOMEWHAT MORE INNOVATIVE	37%	44%	33%
ABOUT THE SAME	6%	4%	5%
SOMEWHAT LESS INNOVATIVE	23%	19%	30%
MUCH LESS INNOVATIVE	7%	-	13%
LESS INNOVATIVE	31%	19%	43%
DON'T KNOW/REFUSED	6%	5%	7%

29. **(SPLIT SAMPLE)** And compared to other developed nations in Europe and Asia, do you think the U.S. is... **IN HOW WE EDUCATE OUR YOUTH?**

	Total	Bush	Kerry
MORE INNOVATIVE	42%	50%	29%
MUCH MORE INNOVATIVE	9%	12%	4%
SOMEWHAT MORE INNOVATIVE	33%	38%	25%
ABOUT THE SAME	3%	1%	4%
SOMEWHAT LESS INNOVATIVE	33%	30%	41%
MUCH LESS INNOVATIVE	16%	12%	22%
LESS INNOVATIVE	49%	42%	63%
DON'T KNOW/REFUSED	6%	7%	4%

30. And if you had to choose one, should America seek to have the...

	Total	Bush	Kerry
WORLD'S MOST INNOVATIVE EDUCATION SYSTEM	69%	67%	73%
WORLD'S MOST INNOVATIVE ECONOMY	26%	30%	22%
DON'T KNOW/REFUSED	5%	4%	5%

PRIORITIZING THE THREE PILLARS OF 'INNOVATION AMERICA'

31. Which of the following do you think is MOST important to increasing the capacity of states and their citizens to innovate?

	Total	Bush	Kerry
IMPROVING SCIENCE AND MATHEMATICS EDUCATION AT THE KINDERGARTEN THROUGH 12 TH GRADE LEVELS	56%	53%	60%
HELPING COLLEGES UTILIZE AND TEACH STATE OF THE ART TECHNOLOGY AND ENCOURAGE INNOVATION FOR THEIR STUDENTS	21%	21%	21%
ENCOURAGE BUSINESS INNOVATION THROUGH SUPPORTIVE STATE POLICIES FOR RESEARCH AND DEVELOPMENT AND TRAINING	18%	22%	13%
DON'T KNOW/REFUSED	5%	4%	6%

32. Which of the following should be the highest priority for our leaders today? I need you to please choose just one...

	Total	Bush	Kerry
MAKING EDUCATION MORE RELEVANT TO THE WORLD OF WORK	31%	33%	27%
STRENGTHENING THE BASIC MATH AND SCIENCE SKILLS OF OUR CHILDREN	30%	31%	32%
FINDING THE SOLUTION TO THE CHALLENGE OF OUTSOURCING OF JOBS	23%	20%	27%
INVESTING IN INNOVATIVE BUSINESSES AND TECHNOLOGIES OF THE FUTURE	13%	14%	11%
DON'T KNOW/REFUSED	3%	2%	3%

33. **(SPLIT SAMPLE)** Our **NATIONAL LEADERS** are in the best position to promote innovation in America and prepare our children to compete in the global marketplace.

	Total	Bush	Kerry
AGREE	63%	69%	62%
STRONGLY AGREE	24%	27%	21%
SOMEHWAT AGREE	39%	42%	41%
DISAGREE	35%	29%	37%
SOMEWHAT DISAGREE	21%	19%	21%
STRONGLY DISAGREE	14%	10%	16%
DON'T KNOW/REFUSED	2%	2%	2%

34. **(SPLIT SAMPLE)** Our **STATE LEADERS** are in the best position to promote innovation in America and prepare our children to compete in the global marketplace.

	Total	Bush	Kerry
AGREE	69%	77%	67%
STRONGLY AGREE	18%	20%	18%
SOMEHWAT AGREE	51%	57%	49%
DISAGREE	29%	24%	28%
SOMEWHAT DISAGREE	14%	14%	14%
STRONGLY DISAGREE	15%	10%	14%
DON'T KNOW/REFUSED	2%	-	5%

35. **(SPLIT SAMPLE)** If we fail to innovate as a country, our **ECONOMY** will be left behind in the 21st Century.

	Total	Bush	Kerry
AGREE	89%	93%	93%
STRONGLY AGREE	61%	67%	58%
SOMEHWAT AGREE	27%	26%	35%
DISAGREE	11%	6%	7%
SOMEWHAT DISAGREE	6%	4%	3%
STRONGLY DISAGREE	4%	3%	4%
DON'T KNOW/REFUSED	1%	1%	-

36. **(SPLIT SAMPLE)** If we fail to innovate as a country, our **CHILDREN** will be left behind in the 21st Century.

	Total	Bush	Kerry
AGREE	87%	92%	87%
STRONGLY AGREE	62%	67%	65%
SOMEHWAT AGREE	24%	25%	22%
DISAGREE	12%	8%	9%
SOMEWHAT DISAGREE	7%	5%	3%
STRONGLY DISAGREE	5%	3%	6%
DON'T KNOW/REFUSED	2%	1%	4%

37. Which is closest to your opinion?

	Total	Bush	Kerry
THE BEST ACTION TO INCREASED GLOBAL COMPETITION IS TO ENCOURAGE MORE INNOVATION IN AMERICAN EDUCATION, MANUFACTURING AND TECHNOLOGY	64%	64%	68%
THE BEST ACTION TO INCREASE GLOBAL COMPETITION IS TO PROTECT AMERICAN JOBS AND INDUSTRIES BY TIGHTENING THE RULES AND INCREASING THE COSTS FOR FOREIGN COMPANIES TO SELL THEIR PRODUCTS IN AMERICA	32%	31%	30%
DON'T KNOW/REFUSED	4%	6%	3%

38. Which of the following do you agree with most? I need you to pick one. We'll know we have innovated successfully when...

	Total	Bush	Kerry
OUR COMPANIES AND THE AMERICAN ECONOMY IN-SOURCE MORE JOBS AND PRODUCTS THAN THEY OUTSOURCE	29%	32%	22%
UNIVERSITIES AND BUSINESSES ARE WORKING CLOSELY TOGETHER IN A PARTNERSHIP TO SOLVE THE CHALLENGES OF THE FUTURE	24%	23%	31%
UNIVERSITIES ARE TEACHING MORE RELEVANT SUBJECTS AND STUDENTS ARE LEARNING MORE RELEVANT SKILLS FOR THE WORLD OF THE FUTURE	20%	20%	20%
OUR CHILDREN'S MATHS AND SCIENCE SCORES ARE THE BEST IN THE WORLD AGAIN	17%	15%	18%
DON'T KNOW/REFUSED	10%	10%	9%

39. And which of the following is the best reason to support innovation in American education?

	Total	Bush	Kerry
IT WILL HELP MAKE AMERICA A NATION OF MORE HIGHLY SKILLED, MORE PRODUCTIVE PEOPLE	27%	29%	20%
INNOVATION IN EDUCATION IS ALREADY HAPPENING IN EUROPE AND ASIA. AMERICA NEEDS EDUCATION INNOVATION TO COMPETE AND SUCCEED	25%	26%	29%
IT WILL BETTER PREPARE OUR YOUTH FOR THE JOBS AND CAREERS OF THE FUTURE	24%	23%	23%
IT WILL BETTER PREPARE OUR YOUTH FOR THE PERSONAL SKILLS THEY WILL NEED AS ADULTS	19%	17%	21%
DON'T KNOW/REFUSED	6%	5%	8%

- 40A. **(SPLIT SAMPLE)** And how important is expanding access to high speed Internet broadband to **EVERY STUDENT** to improving knowledge, awareness and day-to-day quality of life?

	Total	Bush	Kerry
IMPORTANT	52%	47%	55%
EXTREMELY IMPORTANT	27%	25%	28%
VERY IMPORTANT	26%	22%	27%
NOT IMPORTANT	10%	15%	9%
SOMEWHAT IMPORTANT	35%	37%	35%
ONLY A LITTLE IMPORTANT	5%	6%	6%
NOT IMPORTANT AT ALL	5%	8%	3%
DON'T KNOW/REFUSED	3%	1%	2%

- 40B. **(SPLIT SAMPLE)** And how important is expanding access to high speed Internet broadband to **EVERY AMERICAN** to improving knowledge, awareness and day-to-day quality of life?

	Total	Bush	Kerry
IMPORTANT	50%	40%	59%
EXTREMELY IMPORTANT	21%	14%	27%
VERY IMPORTANT	27%	26%	32%
NOT IMPORTANT	18%	24%	10%
SOMEWHAT IMPORTANT	32%	36%	30%
ONLY A LITTLE IMPORTANT	11%	17%	5%
NOT IMPORTANT AT ALL	6%	7%	6%
DON'T KNOW/REFUSED	1%	-	1%

OUTCOMES

41. A major new campaign is under way to revitalize America's competitiveness. The three main elements of the campaign are better math/science education, skills training and investment in research and development. If I told you that this was a state-by-state effort conducted on a national scale, and that it would require some additional government funding to schools, colleges and businesses to promote long-term innovation, would you ... the effort?

	Total	Bush	Kerry
SUPPORT	88%	85%	93%
STRONGLY SUPPORT	47%	41%	51%
SOMEWHAT SUPPORT	41%	44%	43%
OPPOSE	8%	11%	4%
SOMEWHAT OPPOSE	5%	6%	3%
STRONGLY OPPOSE	3%	5%	1%
DON'T KNOW/REFUSED	4%	4%	3%

42. And if you had to choose, which would be the most pressing reason to support such a campaign? Please choose one...

	Total	Bush	Kerry
IT WILL BUILD A BETTER TOMORROW, TODAY	25%	21%	29%
IT'S THE RIGHT THING TO DO FOR AMERICA'S YOUTH	24%	24%	23%
IT WILL SAVE AMERICAN JOBS AND WORKERS	19%	20%	23%
IT WILL HELP THE US ECONOMY	15%	15%	13%
IT WILL HELP US COMPETE AND WIN INTERNATIONALLY	11%	15%	10%
DON'T KNOW REFUSED	6%	7%	4%

DEMOGRAPHICS

These last few questions are just for statistical purposes and to make sure we have a representative sample of all groups:

43. How old are you?

	Total
18 TO 29	13%
30 TO 39	14%
40 TO 49	18%
50 TO 54	11%
55 TO 59	10%
60 TO 64	10%
65 TO 69	10%
70 AND ABOVE	13%
DON'T KNOW REFUSED	1%

44. And what was the final level of education you completed?

	Total
HIGH SCHOOL OR LESS	25%
SOME COLLEGE / VOCATIONAL SCHOOL	24%
COLLEGE GRADUATE	31%
POST-GRADUATE	19%
DON'T KNOW REFUSED	1%

45. Now a simple income question...which of the following best represents your total household income before taxes?

	Total
UNDER \$35,000	22%
BETWEEN \$35,000 AND \$65,000	25%
ABOVE \$65,000	35%
DON'T KNOW/REFUSED	19%

46. Which of the following best describes where you live?

	Total
LARGE CITY OR URBAN AREA	18%
SMALL CITY	18%
SUBURB NEAR A MAJOR CITY	26%
SMALL TOWN	20%
RURAL AREA	17%
DON'T KNOW REFUSED	2%

47. And honestly now, in the 2004 presidential election, did you vote for George W. Bush or John Kerry. If you didn't vote, just say so.

	Total
BUSH	46%
KERRY	40%
SOMEONE ELSE	1%
DIDN'T VOTE	8%
DON'T KNOW/REFUSED	6%

48. Gender

	Total
MALE	50%
FEMALE	50%

49. Region

	Total
SOUTH	24%
NORTH EAST	22%
INDUSTRIAL MIDWEST	19%
WEST/ MIDWEST	18%
WEST	17%

Number of survey participants: 750
Margin of Error: +/- 3.7%