

Poll: Broad Support for Strengthening Small and Mid-Sized Manufacturers



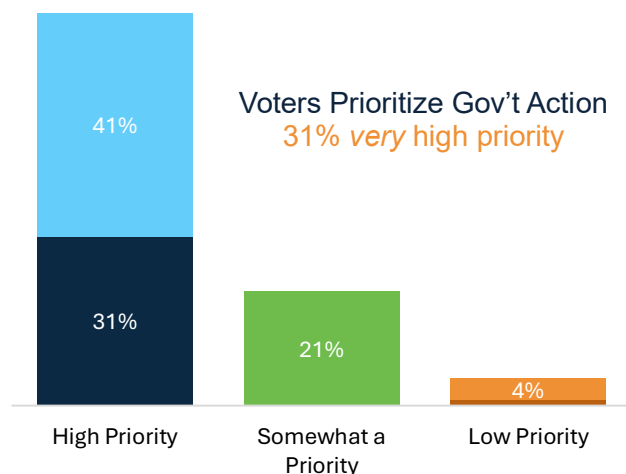
CYGNAL

DATE: February 10, 2025
TO: Interested Parties
FROM: American Small Manufacturers Coalition
RE: Manufacturing Investment is a National Priority

Executive Summary

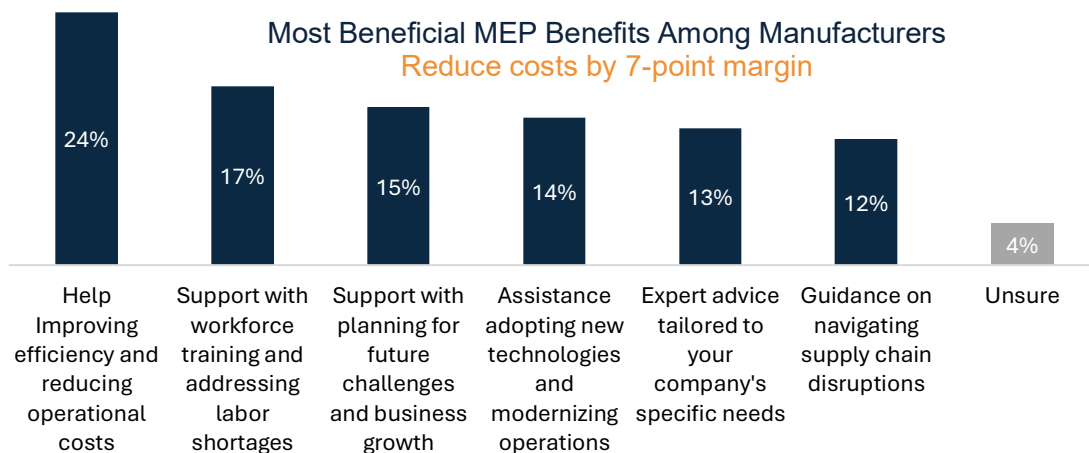
To better understand the challenges facing small and mid-sized manufacturers (SMMs) and assess public support for strengthening American manufacturing, ASMC conducted two national surveys: one of general election voters and another of manufacturing business leaders, specifically owners, executives, and supervisors. This memo outlines key findings from both surveys and provides actionable insights to guide policymakers in advancing manufacturing investment and expanding support for small and mid-sized manufacturers.

Voters and Manufacturers Agree: Manufacturers Need More Support



- An overwhelming majority want action: **72% of likely voters consider strengthening U.S. manufacturing as a high priority**, including 81% of self-identified Republicans, 63% of Democrats, and 70% of Independents.
- Congressional candidates who support manufacturing stand to gain: **78% of voters are more likely to support candidates** who advocate for increased manufacturing support.
- Manufacturers need more support: three-quarters of small manufacturers say the **federal government is not doing enough** to support SMMs.

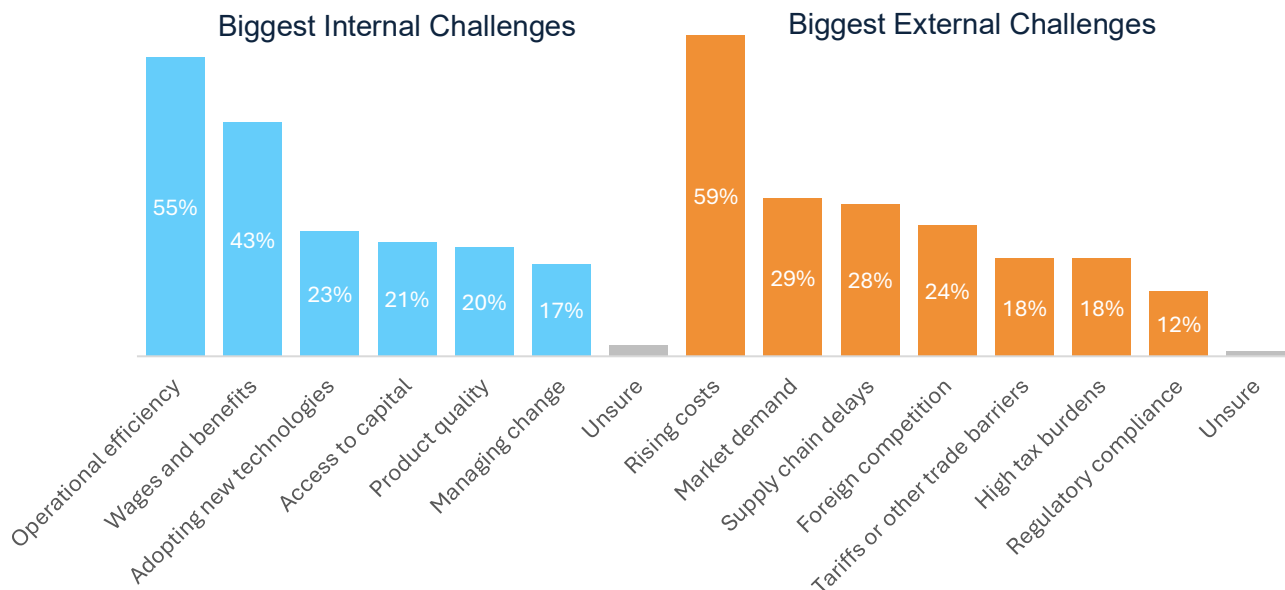
SMMs Want Access to MEP Benefits – But Awareness Remains a Barrier



Cygnal is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal is ranked as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in 50 states and 17 countries on more than 3,000 corporate, public affairs, and political campaigns.

- **Over 90% of manufacturers identified at least one MEP service that would be beneficial to their business.**
- A massive 83% of general election voters, including three-quarters of swing voters, support the federal government funding programs like MEP to help SMMs compete, grow, and create jobs.
- However, **more than half of manufacturers (52%) don't even know the MEP program exists**, including 71% of small manufacturers – those who the program is designed to benefit the most.
- This awareness gap is a major barrier to maximizing MEP's impact. Expanding and strengthening MEP funding to reach more manufacturers would ensure these businesses get the help they need to compete and grow.

Manufacturers' Top Challenges and How Congress Can Help



- Two-thirds of small and mid-sized manufacturers (SMMs) say they plan to expand operations and add jobs. **Manufacturers are expecting to grow, but they need stronger government support** to turn that optimism into reality.
- Manufacturers cite rising costs (58%) and operational efficiency (55%) as the most substantial external and internal roadblocks to achieving growth.
- More than half (54%) of manufacturers **lack confidence in federal lawmakers' ability to address the needs of SMMs**. Growing the MEP program would deliver tangible, on-the-ground support for manufacturers, improving operational efficiency, reducing costs, and restoring confidence in the federal government's ability to strengthen U.S. manufacturing.

Methodology: The voter-centric probabilistic survey was conducted January 15 – 16, 2025, with 1000 likely general election voters. It has a margin of error of $\pm 3.08\%$. Known registered voters were interviewed via online panel. This survey was weighted to a 2026 likely general election audience. The manufacturers probabilistic survey was conducted January 26 – February 3, 2025, with 500 owners, executives, and supervisors in the manufacturing industry. It has a margin of error of $\pm 4.39\%$. Self-identified business leaders in the manufacturing industry were interviewed via online panel. The survey was weighted to be representative of the manufacturing industry based on available census data.

