

**JZ Analytics Interactive Poll of 984 Likely Voters in the US 9/29/11 to 10/2/11  
MOE +/- 3.1 percentage points**

***Please rank how critically each of the following industries will impact the economic future of the U.S.***

**Critical -**

Healthcare	83
Banking	73
Information and Communications Technology	57
Agriculture	57
Food and Beverage	46
Automotive	45

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***Overall, do you feel that the U.S. is at risk of losing its edge as a global leader in high-tech innovation?***

Yes	69
No	15
Not Sure	17

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***Should the U.S. lose its status as the global leader in high-tech innovation, what impact to do you feel that this will have on prospects for future economic and job growth?***

Harmful	78
Helpful impact	10
No impact	3
Not Sure	8

***Is the U.S. adopting the right mix of public policies to keep information technology and other major industries in the country?***

Yes	15
No	52
Not Sure	24

Party						
Democratic		Republican			Independent	
Yes	21	Yes	12	Yes	10	
No	42	No	62	No	53	
Not Sure	37	Not Sure	26	Not Sure	38	

***What is the likelihood that China will be considered the world's leader in high-tech innovation and other major industries five years from now?***

Likely	76
Unlikely	15
Not Sure	9

Party						
Democratic		Republican			Independent	
Likely	77	Likely	82	Likely	71	
Unlikely	14	Unlikely	13	Unlikely	17	
Not Sure	9	Not Sure	6	Not Sure	13	

***Should the U.S. fail to implement the right public policies, how likely is it that each of the following countries stand to benefit economically?***

**Likely**

China	88
India	65
Rusia	41
Brazil	34

***Regarding domestic issues, which of the following areas is most important to creating jobs and improving the economy?***

Tax Reform	32
Entitlement Reform (such as Medicare and Social Security)	13
Infrastructure Spending	27
Regulatory Reform	11
Not sure	19

	Party			
	Democratic		Republican	Independent
Tax Reform	34		31	29
Entitlement Reform (such as Medicare and Social Security)	15		13	10
Infrastructure Spending	25		27	27
Regulatory Reform	8		14	10
Not sure	19		16	23

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Zogby Interactive Survey of 2,342 Consumers in United States - 6/1/10 thru 6/7/10 MOE +/- 2.1 percentage points

***When you think of the most important companies in the world today, what are the first two or three that come to mind?***

Microsoft	49%
Walmart	39%
Google	37%
Apple	35%
GE (General Electric)	24%
Exxon-Mobil	22%

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***Which company would you consider to be the 'innovator' of the Internet?***

Google	41
Microsoft	22
Apple	9

***If you had to choose only one of the following companies which do you think is most likely to be the leader in technology 20 years from now?***

Apple	27
Microsoft	22
Google	18

***Technology continues to evolve and recently it has advanced our ability to collaborate, whether at home or at work. How has technology changed your behavior?***

At work technology has led to greater interaction and collaboration among different work groups	39
I now easily interact with people in other regions or countries regularly	55
I share work output or documents across divisions or regions more than I used to	31
I interact on my personal time with people from all over the world	47
I find issue experts online who can help answer questions that I have	59

***Which company seems to be leading the development of collaboration technologies?***

Microsoft	11
Cisco Systems/WebEx	23
Google	13
Not Sure	43

***Which company seems to be leading the development of online video technologies?***

Google/YouTube	33
Hulu	12
Skype	5
Cisco Systems/WebEx	5
Not Sure	39

ASKED IN JUNE 2010

***How familiar are you with the concept of cloud computing, where computing resources that would traditionally be kept on a server are made available as a utility over the internet?***

Familiar	35
Unfamiliar	60

***Which of the following countries do you think drove technology in the last ten years?***

United States	65
Japan	11
China	9
India	4

***Which of the following countries do you think will drive technology in the next ten years?***

United States	43
China	24
India	10
Japan	9

***Over the last few decades economies have become increasingly global. Which of the following countries do you think is most utilizing the global economy?***

China	45
United States	22
India	10

***Which of the following is the most important issue technology companies should be trying to solve?***

Making health care more accessible and/or affordable	9
Making our country less energy dependent and more energy efficient	25
Bridging the digital divide to ensure that all citizens have	7
Improving education so all citizens are prepared to compete	16
Keeping our country safe from both physical and virtual attack	31

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Zogby Interactive Survey of 2,998 Adults - 5/29/09 thru 6/1/09 MOE +/- 1.8 percentage points

**Statement A: To successfully compete globally, the U.S. government has to take a larger role in implementing a national economic policy that includes incentives to recruit industries and business from overseas.**

**Statement B: To successfully compete globally the U.S. economy should be left free to develop and grow by itself with only minimal guidance from the federal government.**

Statement A	41
Statement B	49
Neither/Not Sure	10

	Party				
	Democratic		Republican		Independent
Statement A	67		12		37
Statement B	19		82		52
Neither/Not Sure	14		6		11

**Which of the following do you think is the most likely economic future for the U.S. over the next decade?**

The U.S. will remain the most innovative country and therefore the global economic leader	13
The U.S. will lose its innovative advantage and take a backseat economically to China and perhaps other countries	36
The U.S. will lose ground as the clear-cut global leader in innovation, but still remain at the top	45

***The U.S. has arguably been the unrivaled global economic leader since World War II. What do you think is the primary reason for that leadership?***

The ability to continually innovate	47
The most industrious workforce	20
The wealth of natural resources	9
The failure of other nations to effectively compete	15
The U.S. has not been the unrivaled global economic leader since WWII	4

***Which group do you think is most driving innovation today?***

The entrepreneurs who create and build companies	73
The large companies who invest in research and development	15
National policymakers who make spending and tax decisions	5

***How important do you think innovation is to the future success of your place of employment?***

Important	73
Not important	10
Retired/Not currently employed	14

***Which of the following policymakers have the best grasp of the importance of innovation?***

Chinese policymakers	15
U.S. policymakers	17
European policymakers	5
Japanese policymakers	20
Brazilian policymakers	3



***Which of the following countries do you think has created the best environment for advancing innovation?***

China	15
U.S.	21
Japan	30
Germany	4
Great Brittan	1
Brazil	3
Russia	.2

***What do you think is the biggest obstacle facing the future of innovation in the U.S.?***

The cost of doing business in the U.S. including compliance with regulations and health care costs	63
Access to venture capital	10
Ability to attract and retain the best and brightest employees	18

**Ideology**

**Liberal**

The cost of doing business in the U.S. including compliance with regulations and health care costs	35
Access to venture capital	16
Ability to attract and retain the best and brightest employees	35

**Moderate**

The cost of doing business in the U.S. including compliance with regulations and health care costs	56
Access to venture capital	11
Ability to attract and retain the best and brightest employees	22

**Conservative**

The cost of doing business in the U.S. including compliance with regulations and health care costs	84
Access to venture capital	5
Ability to attract and retain the best and brightest employees	7

***Do you think the union movement has helped or hindered the fostering of innovation in the U.S.?***

Helped	27
Hindered	57
Not sure	16

**Union Household, Yes**

Helped	43
Hindered	38
Not sure	19

**Union Household, No**

Helped	22
Hindered	62
Not sure	16

***Do you agree or disagree that innovation is more likely to occur if a company is unionized?***

Agree	28
Disagree	60
Not Sure	12