

A Survey of U.S. Citizen Attitudes Nationwide

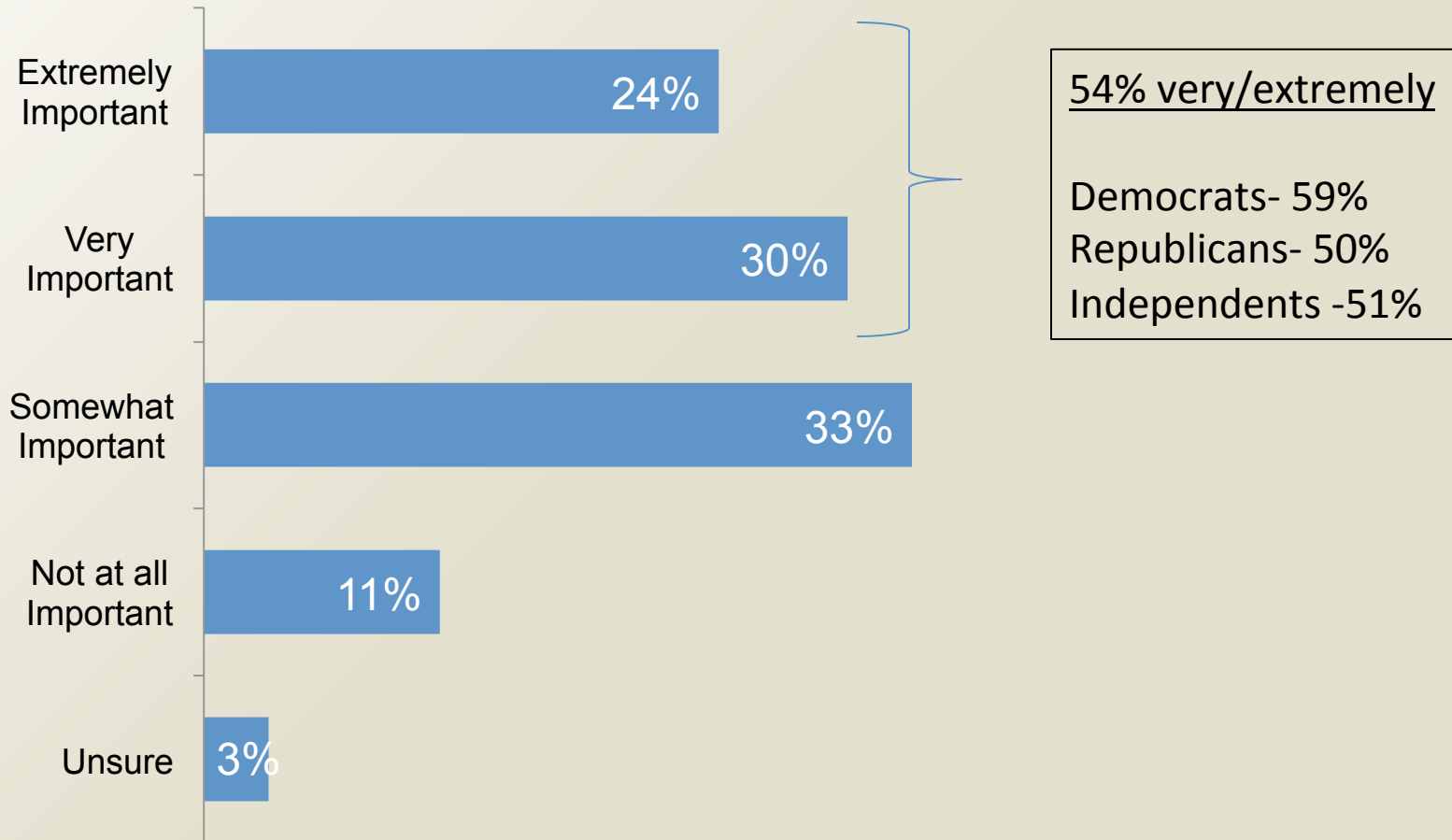
June 11-16, 2014

THE TARRANCE GROUP

THE TARRANCE GROUP

June 11-16, 2014/ N=1,000 Citizens age 18+ Nationwide/ ±3.1% M.O.E.

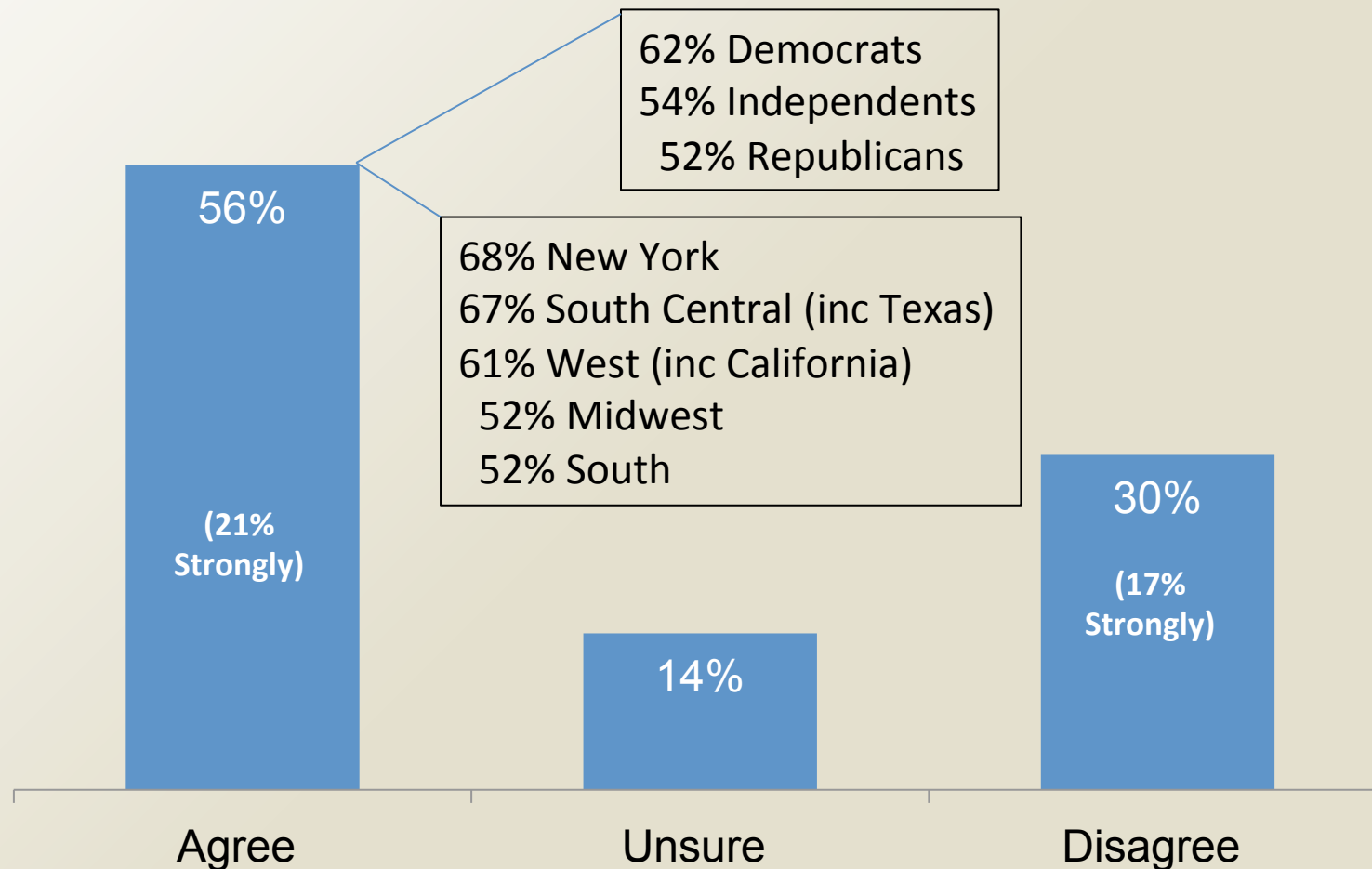
Thinking about the issue of creating jobs here in the United States. In your view, how important is it for the U.S. to attract foreign companies to invest here to promote economic growth and jobs? Is it extremely, very, somewhat, or not at all important?



THE TARRANCE GROUP

June 11-16, 2014/ N=1,000 Citizens age 18+ Nationwide/ ±3.1% M.O.E.

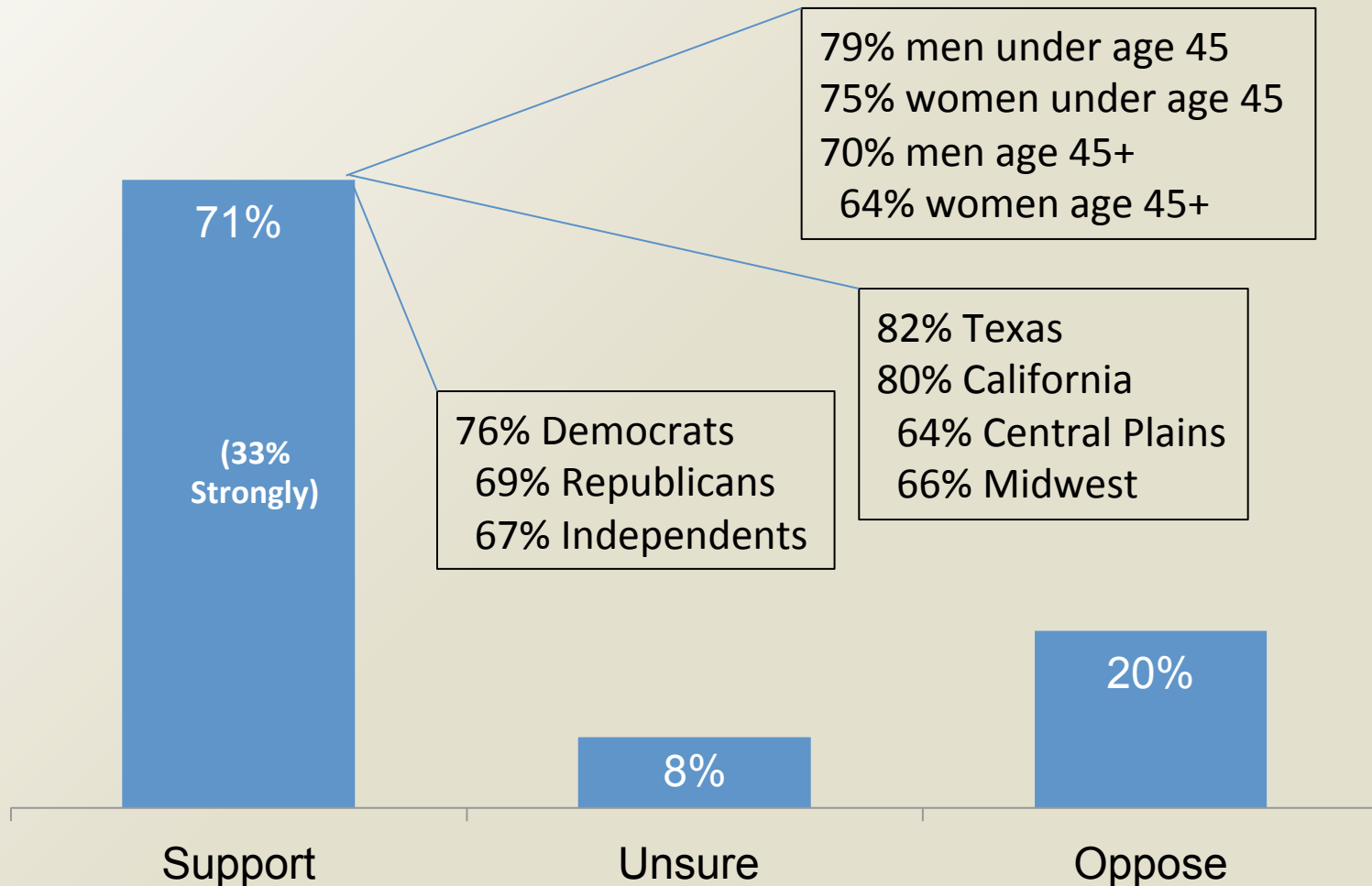
And, thinking about trade agreements our country has entered into. Do you agree or disagree that the U.S. has benefitted from previous free trade agreements with countries such as Canada, Mexico and Korea?



THE TARRANCE GROUP

June 11-16, 2014/ N=1,000 Citizens age 18+ Nationwide/ ±3.1% M.O.E.

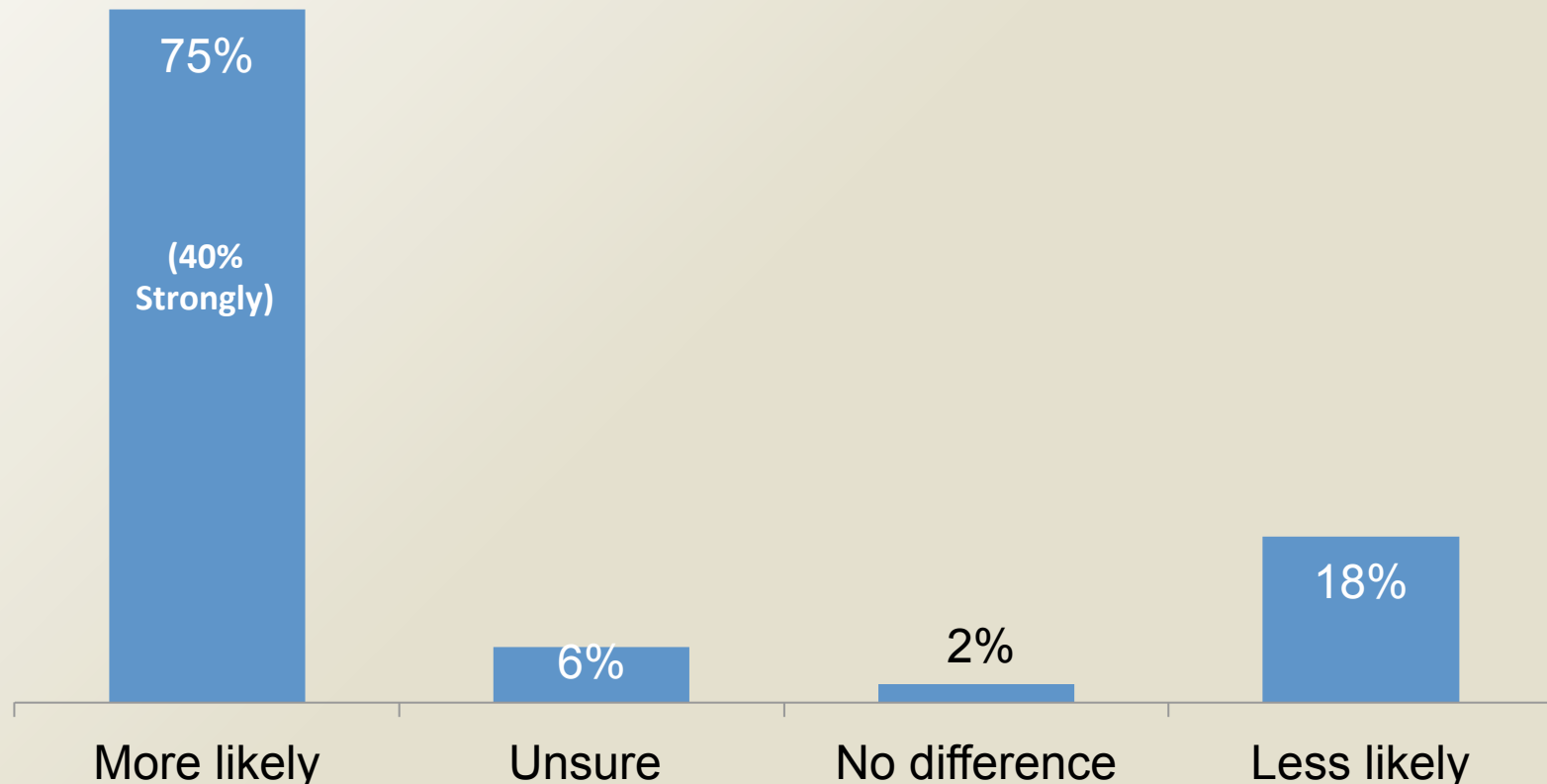
Do you support or oppose the U.S. growing a more unified trading relationship with the European Union, with fewer trade barriers, in order to spur growth and jobs in both the U.S. and Europe?



THE TARRANCE GROUP

June 11-16, 2014/ N=1,000 Citizens age 18+ Nationwide/ $\pm 3.1\%$ M.O.E.

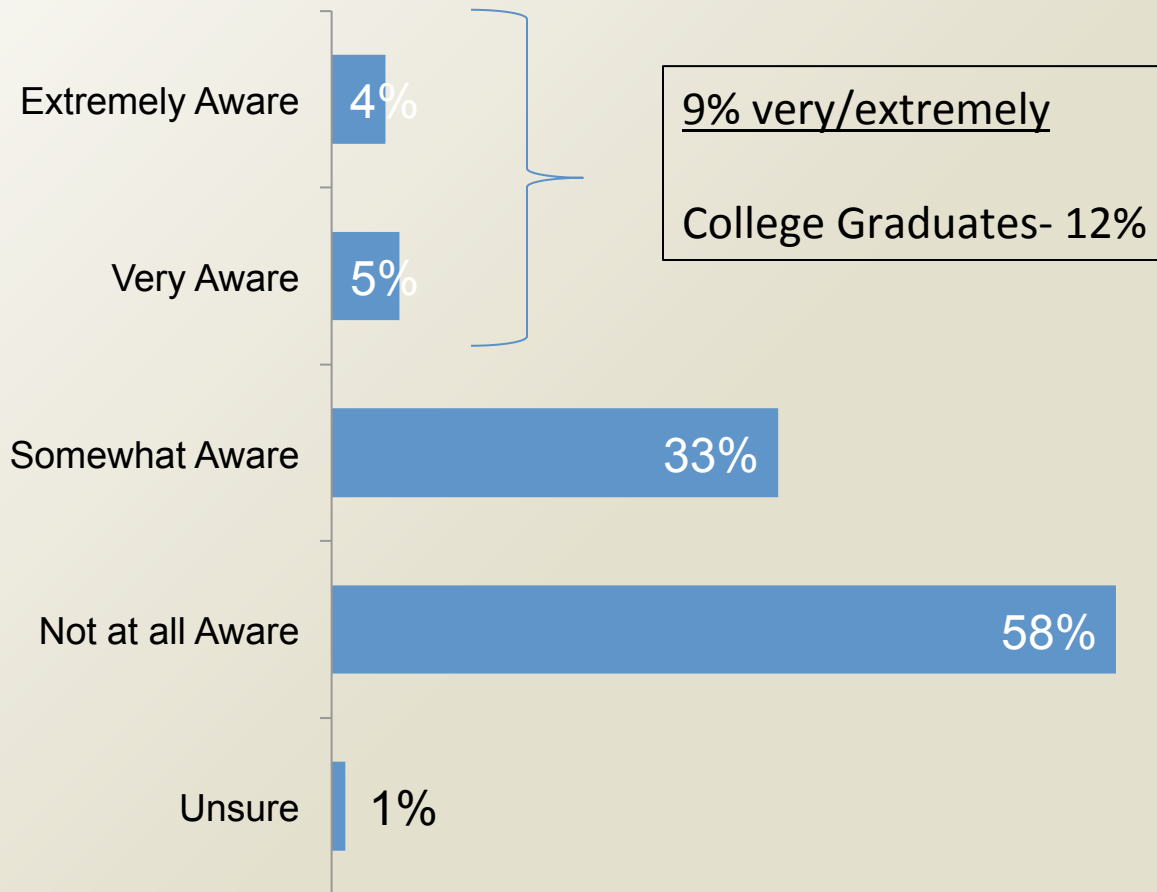
Would you be more likely or less likely to support a more unified trading relationship with the European Union, so our country can be better prepared to take on other foreign competitors like China and the emerging markets?



THE TARRANCE GROUP

June 11-16, 2014/ N=1,000 Citizens age 18+ Nationwide/ ±3.1% M.O.E.

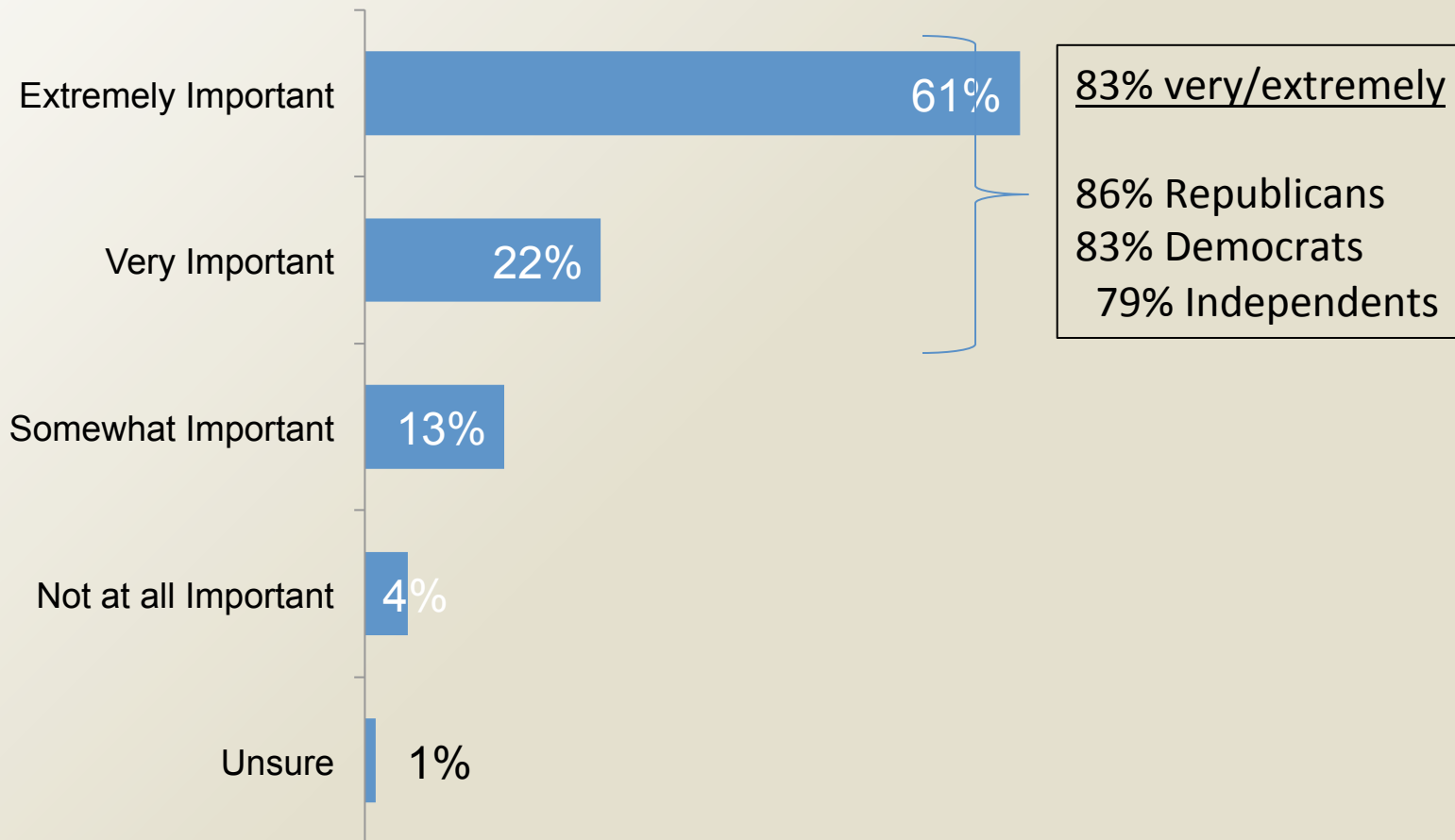
How aware are you that the U.S. is currently negotiating a trade agreement with the European Union known as the Transatlantic Trade and Investment Partnership, also known as T TIP?
Are you extremely, very, somewhat, or not at all aware?



THE TARRANCE GROUP

June 11-16, 2014/ N=1,000 Citizens age 18+ Nationwide/ ±3.1% M.O.E.

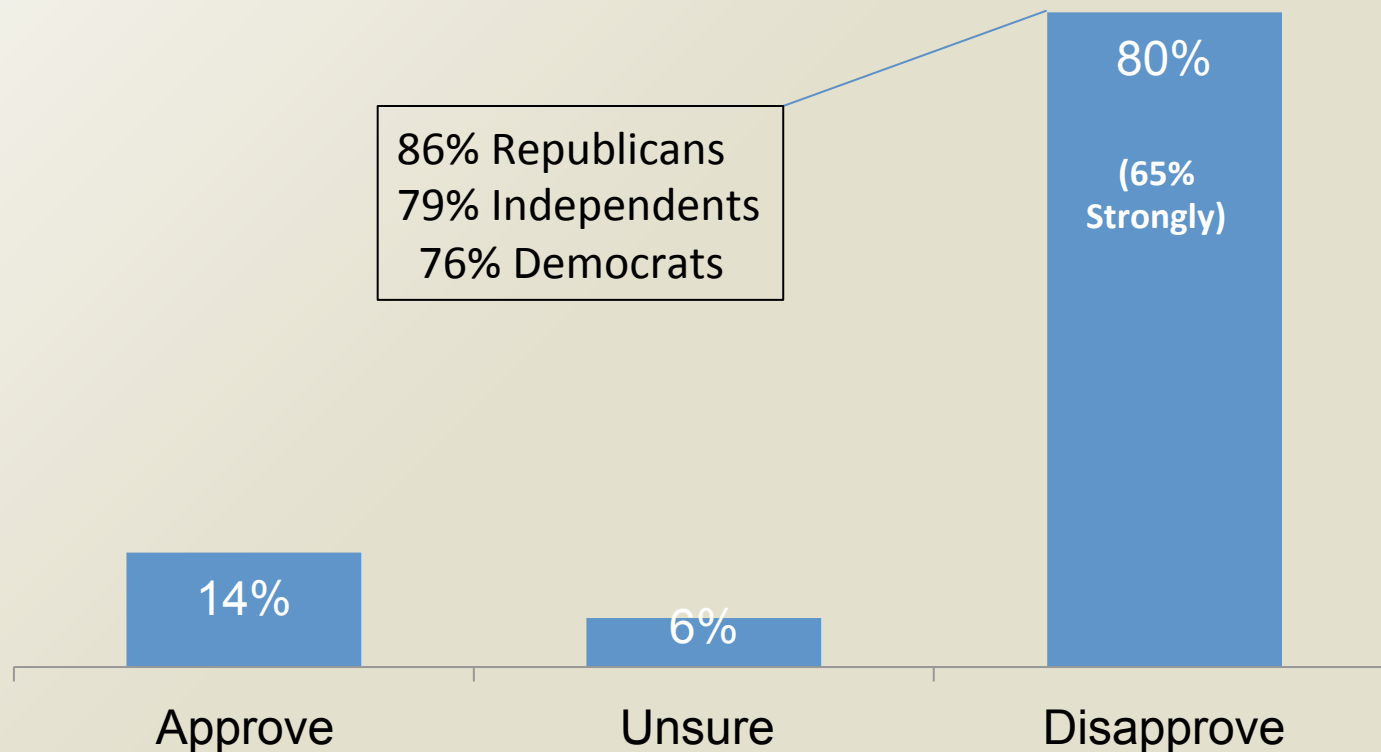
When negotiating trade agreements with markets such as Europe, how important is it that the U.S. government does everything in its power to protect U.S. companies' trademarks and brands from foreign interference? Is it extremely, very, somewhat, or not at all important?



THE TARRANCE GROUP

June 11-16, 2014/ N=1,000 Citizens age 18+ Nationwide/ ±3.1% M.O.E.

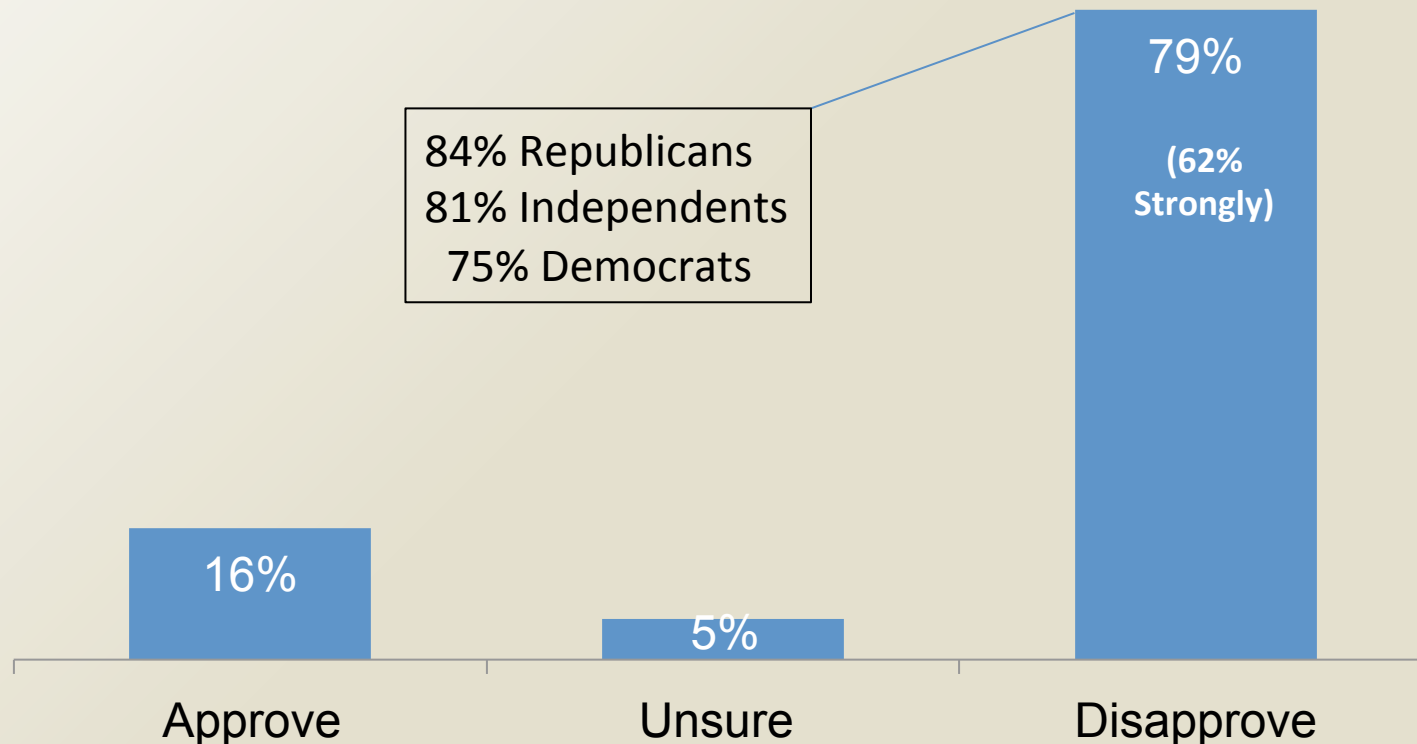
Based on what you know, would you approve or disapprove of an international trade agreement that would allow foreign countries to force some U.S. companies to remove trademarks and brands from the products they sell in other countries?



THE TARRANCE GROUP

June 11-16, 2014/ N=1,000 Citizens age 18+ Nationwide/ ±3.1% M.O.E.

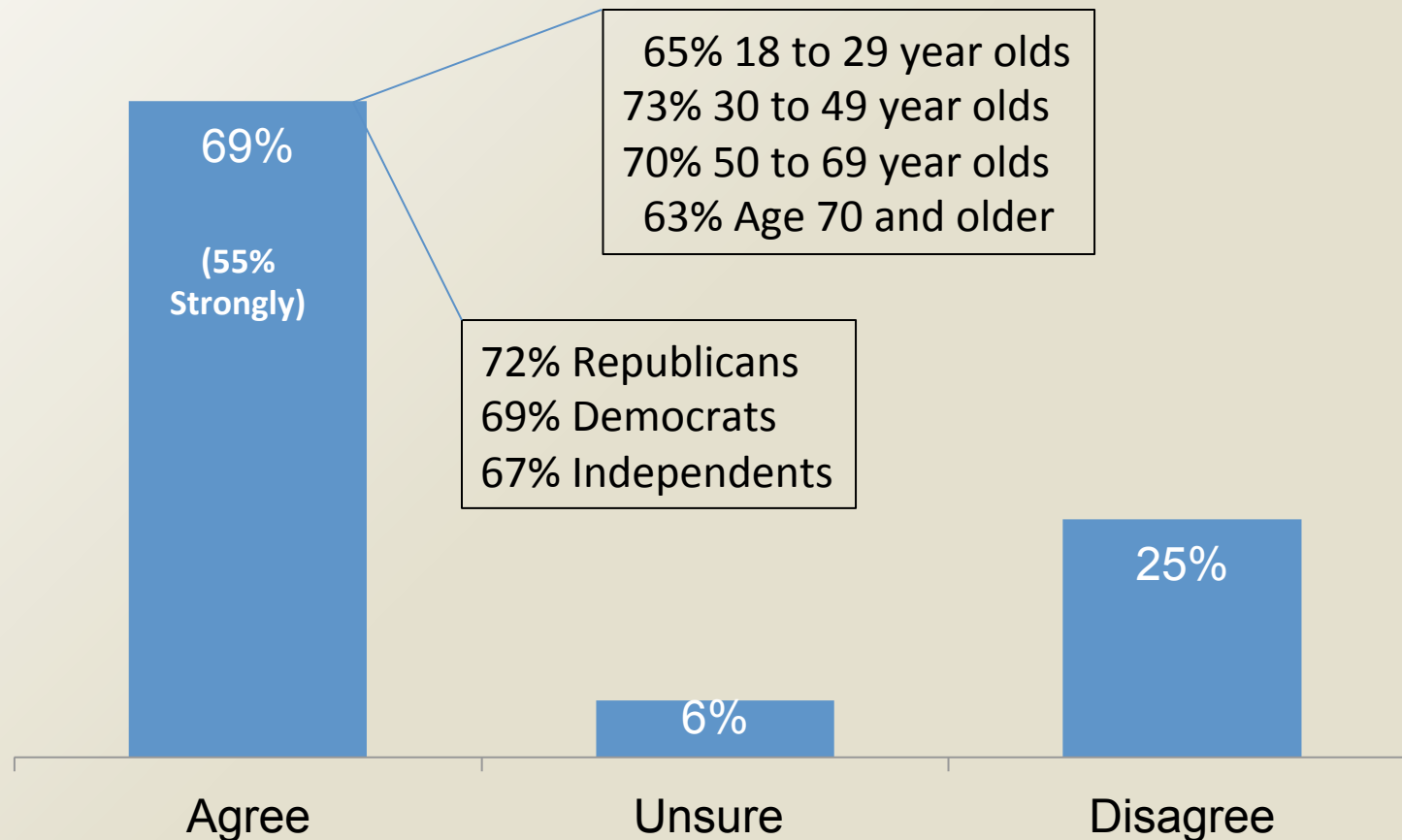
Would you approve or disapprove of an international trade agreement that would allow foreign countries to force U.S. alcohol, fast food, and tobacco companies to remove trademarks and brands from the products they sell in other countries?



THE TARRANCE GROUP

June 11-16, 2014/ N=1,000 Citizens age 18+ Nationwide/ ±3.1% M.O.E.

If foreign countries were allowed to force U.S. companies to remove trademarks and brands from the products they sell in other countries, do you agree or disagree that it would only be fair for the U.S. government to force foreign companies to remove their trademarks and brands from the products they sell here in our country?



Conclusions

- While US citizens are currently not focused on T TIP negotiations, they broadly support a more unified trading relationship with the EU.
- This support is strengthened by the promise of that relationship better preparing our countries to take on China and emerging markets.
- Given an understanding of the importance brands are to US companies, respondents want the US government to give them every protection.
- Furthermore, there is a sense of fairness that would generate support for the U.S. to respond in kind to foreign brands if US companies' brands are taken away.