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## 2014 Public Affairs Pulse Survey

Final Revised Topline 7/2/2014

Data for June 16-29, 2014

Princeton Survey Research Associates International  
for the Public Affairs Council

Sample: n=1,609 national adults, age 18 and older, including 807 cell phone interviews  
Interviewing dates: 06.16-29.2014

Margin of error is plus or minus 2.9 percentage points for results based on Total [n=1,609]  
Margin of error is plus or minus 4.0 percentage points for results based on Form 1 [n=809]  
Margin of error is plus or minus 4.1 percentage points for results based on Form 2 [n=800]

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### LANDLINE INTRO:

Hello, my name is \_\_\_\_\_ and I'm calling for Princeton Survey Research. We are conducting a study about some important issues today, and would like to include your household. May I please speak with the YOUNGEST [RANDOMIZE: (MALE / FEMALE)], age 18 or older, who is now at home? [IF NO MALE/FEMALE, ASK: May I please speak with the YOUNGEST (FEMALE/MALE), age 18 or older, who is now at home?]

### CELL PHONE INTRO:

Hello, my name is \_\_\_\_\_ and I'm calling for Princeton Survey Research. We are conducting a national research study of cell phone users. I know I am calling you on a cell phone. If you would like to be reimbursed for your cell phone minutes, we will pay all eligible respondents \$5 for participating in this survey. This is NOT a sales call.

[IF R SAYS DRIVING/UNABLE TO TAKE CALL: Thank you. We will try you another time...]

### CELL PHONE SCREENING INTERVIEW:

S1 Are you under 18 years old, OR are you 18 or older?

IF 18 OR OLDER, READ INTRODUCTION TO MAIN INTERVIEW: We're interested in learning more about people with cell phones. If you are now driving a car or doing any activity requiring your full attention, I need to call you back later.

### Notes:

- Due to rounding, percentages may not add to 100%. An asterisk (\*) indicates values less than 0.5%.
- An asterisk (\*) next to a question number signifies a trend question.

\*Q1 We'd like your overall opinion of some different groups. (First,/Next,) what about...  
[INSERT ITEMS; RANDOMIZE]?<sup>1</sup>

[READ FOR FIRST ITEM, THEN AS NECESSARY: Would you say your overall opinion of  
(ITEM) is very favorable, somewhat favorable, not too favorable, or not at all  
favorable?]

		VERY	SOMEWHAT	NOT TOO	NOT	(VOL.)
		%	%	%	AT ALL	DK/REF. <sup>2</sup>
		%	%	%	%	%
*a.	Major companies					
	Current	16	53	16	10	5
	May 2013 <sup>i</sup>	11	49	24	11	5
	July 2012 <sup>ii</sup>	16	51	18	11	4
	September 2011 <sup>iii</sup>	14	47	20	12	7
*b.	Small businesses					
	Current	55	36	4	3	3
	May 2013	48	39	6	3	4
	July 2012	53	35	4	4	3
	September 2011	55	35	4	3	4
*c.	The federal government <sup>3</sup>					
	Current	9	36	26	27	3
	May 2013	7	34	27	29	3
	July 2012	9	32	27	28	4
	September 2011	7	28	27	34	4
*d.	Your state government <sup>4</sup>					
	Current	14	46	21	17	3
	May 2013	13	44	24	16	3
	September 2011	12	46	18	20	4

<sup>1</sup> 2012 question began with "Just in general..."

<sup>2</sup> Throughout this topline, "Don't know/Refused" may be abbreviated as "DK/Ref."

<sup>3</sup> 2012 and earlier item wording was "The federal government in Washington."

<sup>4</sup> 2011 item was asked of half sample [N=873].

**Q2** Next, please tell me to what extent, if any, each of the following has helped shape your opinions of major companies. (First,) what about [INSERT ITEMS; RANDOMIZE; ALWAYS ASK f AND g AS A PAIR IN ORDER]?

[READ FOR FIRST ITEM, THEN AS NECESSARY: Would you say that (ITEM) has a lot of influence, some influence, not much influence, or no influence at all on your opinion of major companies?]

	A LOT	SOME	NOT MUCH	NONE	(VOL.) DOESN'T APPLY	(VOL.) DK/REF.
	%	%	%	%	%	%
<i>Items aF1 thru dF1: Based on Form 1</i>						
aF1. Personal experience as a customer of a major company	39	36	14	10	1	1
bF1. Personal experience working for a major company	29	26	11	23	10	2
cF1. Knowing people who work for major companies	23	37	16	21	3	1
dF1. The news	24	40	17	17	1	1
<i>Items eF2 thru gF2: Based on Form 2</i>						
eF2. Entertainment such as movies or TV shows	16	29	22	32	*	1
fF2. Social media such as Facebook or Twitter	14	22	17	40	6	1
gF2. The Internet in general	30	34	12	21	4	1

**Q3** Next, we'd like to find out what influences your opinions of the federal government. (First,) what about [INSERT ITEMS; RANDOMIZE; ALWAYS ASK f AND g AS A PAIR IN ORDER]?

[READ FOR FIRST ITEM, THEN AS NECESSARY: Would you say that (ITEM) has a lot of influence, some influence, not much influence, or no influence at all on your opinion of the federal government?]

	A LOT	SOME	NOT MUCH	NONE	(VOL.) DOESN'T APPLY	(VOL.) DK/REF.
	%	%	%	%	%	%
<i>Items aF1 thru dF1: Based on Form 1</i>						
aF1. Personal experience interacting with the federal government	26	32	17	21	4	*
bF1. Personal experience working for the federal government	12	13	9	46	21	*
cF1. Knowing people who work for the federal government	16	30	16	30	7	1
dF1. The news	29	42	12	16	1	1
<i>Items eF2 thru gF2: Based on Form 2</i>						
eF2. Entertainment such as movies or TV shows	13	26	19	41	1	*
fF2. Social media such as Facebook or Twitter	12	21	19	41	7	1
gF2. The Internet in general	24	38	11	22	4	1

**\*Q4** Now I'm going to read you a pair of statements. After I read both, please tell me whether the FIRST or the SECOND statement comes closer to your own views — even if neither is exactly right. [READ STATEMENTS IN ORDER]<sup>5</sup>

	GOVERNMENT REGULATION OF BUSINESS IS NECESSARY TO PROTECT THE PUBLIC INTEREST.	GOVERNMENT REGULATION OF BUSINESS USUALLY DOES MORE HARM THAN GOOD.	(VOL.) NEITHER/BOTH EQUALLY/DK/REF.
	%	%	%
Current	47	50	3
May 2013	44	52	4
July 2012	48	49	3
September 2011	48	45	6
Feb-March 2011 <sup>iv</sup>	47	45	8
October 2008 <sup>v</sup>	50	38	12
December 2004 <sup>vi</sup>	49	41	10
August 1999 <sup>vii</sup>	48	44	8
October 1996 <sup>viii</sup>	45	46	9
July 1994 <sup>ix</sup>	41	54	5

<sup>5</sup> In trend polls, responses were probed to determine whether or not respondents felt strongly about their selected statement.

**\*Q5** Now I'd like your opinion of the ethics and honesty of some different groups. First, how would you rate the honesty and ethical standards of... [INSERT FIRST ITEM; RANDOMIZE; ALWAYS ASK a THRU c TOGETHER, IN ORDER; ALWAYS ASK d THRU g TOGETHER, IN ORDER]? How would you rate the honesty and ethical standards of... [INSERT NEXT ITEM]?

[READ FOR FIRST ITEM, THEN AS NECESSARY: High, average, or low?]

		HIGH	AVERAGE	LOW	(VOL.) DK/REF.
		%	%	%	%
*a.	Elected officials in Washington <sup>6</sup>				
	Current	8	33	57	2
	May 2013	7	32	59	2
	July 2012	6	35	57	2
	September 2011	4	31	63	2
*b.	People who work for federal government agencies that provide services, administer programs, or otherwise support national priorities <sup>7</sup>				
	Current	17	54	28	2
	May 2013	14	61	23	2
	July 2012	14	61	23	2
	September 2011	14	62	22	2
*c.	Elected officials in your state and local government <sup>8</sup>				
	Current	13	47	38	2
	May 2013	10	52	37	1
	July 2012	10	47	42	1
	September 2011	8	48	41	3
*d.	CEOs of major companies				
	Current	8	47	41	3
	May 2013	9	47	42	2
	July 2012	8	45	45	2
	September 2011	6	44	48	3
*e.	Mid-level managers who work for major companies <sup>9</sup>				
	Current	15	63	20	3
	May 2013	11	64	23	2
	July 2012	14	61	23	2
	September 2011	12	61	25	2

**Q5 continued on next page...**

<sup>6</sup> 2012 and earlier trend wording was "Public officials in Washington."

<sup>7</sup> 2013 and earlier trend wording was "People who work for government agencies."

<sup>8</sup> 2012 and earlier trend wording was "Public officials in your state and local government."

<sup>9</sup> 2013 and earlier trend wording was "Managers who work for major companies."

## Q5 continued...

		HIGH	AVERAGE	LOW	(VOL.) DK/REF.
		%	%	%	%
*f.	Employees of major companies who are not part of management				
	Current	34	54	11	2
	May 2013	30	56	12	1
	July 2012	33	55	11	1
	September 2011	28	58	12	2
*g.	Small business owners				
	Current	55	38	6	1
	May 2013	49	44	6	1
	July 2012	52	39	8	1
	September 2011	47	44	7	2

[READ TO ALL:] My next questions are about MAJOR COMPANIES. By this I mean major companies that do business in the United States, whether or not they also do business in other countries...

\*Q6 In general, how much trust and confidence do you have in MAJOR COMPANIES to behave ethically? A lot, some, not too much, or none?<sup>10</sup>

	CURRENT		MAY 2013	JULY 2012	SEPT 2011
%	10	A lot	11	10	8
	43	Some	43	45	46
	33	Not too much	33	31	33
	14	None	12	13	12
	*	(VOL.) Don't know/Refused	1	1	2

<sup>10</sup> 2013 and earlier trend question wording was: "In general, how much trust and confidence do you have in MAJOR COMPANIES to do the right thing? A lot, some, not too much, or none?"

**\*Q7** Next, I'm going to read you some different kinds of MAJOR COMPANIES. As I read each, tell me if you think companies in this category are generally more trustworthy, less trustworthy, or about the same as other major companies. (First,) what about... [INSERT ITEM; RANDOMIZE]?

[READ FOR FIRST ITEM, THEN AS NECESSARY: Are they MORE trustworthy, LESS trustworthy, or about the SAME as other major companies?]

	MORE TRUSTWORTHY %	LESS TRUSTWORTHY %	ABOUT THE SAME %	(VOL.) DK/REF. %
<i>Items aF1 thru eF1: Based on Form 1</i>				
<b>*aF1. Banks and other financial institutions</b>				
Current	19	39	41	1
May 2013	16	42	42	1
July 2012	12	46	42	*
September 2011	16	41	42	1
<b>*bF1. Energy companies</b>				
Current	13	38	48	1
May 2013	13	35	51	2
July 2012	14	31	54	1
September 2011	14	33	51	2
<b>*cF1. Large retail companies, both online and traditional stores<sup>11</sup></b>				
Current	15	17	66	1
May 2013	12	14	72	2
July 2012	17	16	67	1
September 2011	14	14	71	2
<b>*dF1. Manufacturing companies</b>				
Current	18	19	62	1
May 2013	18	14	67	2
July 2012	22	12	65	1
September 2011	17	14	66	3
<b>*eF1. Automobile companies</b>				
Current	13	33	54	1
May 2013	13	22	64	1
July 2012	16	26	57	2

**Q7 continued on next page...**

<sup>11</sup> 2011 Trend item wording was: "Large retail companies."

## Q7 continued...

	MORE TRUSTWORTHY %	LESS TRUSTWORTHY %	ABOUT THE SAME %	(VOL.) DK/REF. %
<i>Items fF2 thru iF2: Based on Form 2</i>				
*fF2. Health insurance companies				
Current	12	50	37	1
May 2013	11	49	39	1
July 2012	9	50	40	1
September 2011	5	53	40	2
*gF2. Food and beverage companies				
Current	16	23	59	1
May 2013	20	18	61	1
July 2012	22	18	60	1
September 2011	18	16	65	1
*hF2. Pharmaceutical companies				
Current	14	45	40	1
May 2013	15	46	38	1
July 2012	11	45	43	1
September 2011	11	47	41	1
*iF2. Technology companies <sup>12</sup>				
Current	27	15	56	2
May 2013	25	11	62	2
Technology service & software co. July 2012	27	11	60	3
Technology product co. July 2012	26	11	61	2
September 2011	29	10	58	3

\*Q8 These days, whose interests do you think most major companies put FIRST? The interests of... [READ]<sup>13</sup>

	CURRENT		SEPT 2011	FEB 2002 <sup>x</sup>	OCT 1995 <sup>xi</sup>
%	49	Their stockholders	38	37	46
	33	Their top executives	43	43	34
	3	Their employees	2	3	4
	6	Their customers	7	5	6
	7	The communities where they are located	4	5	6
	1	(VOL.) None of the above	1	2	1
	2	(VOL.) Don't know/Refused	4	5	3

<sup>12</sup> 2012 survey asked two separate items about technology firms.

<sup>13</sup> Trend question wording was: "These days, whose interests do business corporations put first? The interests of... [READ]" In trend surveys, respondents were divided into half-samples. One-half was asked about whose interests corporations put first and one-half was asked whose interests corporations *should* put first.



\*Q9 In your opinion, whose interests SHOULD most major companies put first? The interests of... [READ]<sup>14</sup>

	CURRENT		SEPT 2011	FEB 2002	OCT 1995
%	11	Their stockholders	11	14	15
	3	Their top executives	4	3	4
	21	Their employees	25	31	30
	43	Their customers	37	27	31
	20	The communities where they are located	21	19	18
	*	(VOL.) None of the above	*	1	*
	1	(VOL.) Don't know/Refused	2	5	2

*There is no Question 10.*

Q11 We'd like your overall opinion of different types of companies. (First,) what about... [INSERT ITEMS; RANDOMIZE]?

[READ FOR FIRST ITEM, THEN AS NECESSARY: Would you say your overall opinion of (ITEM) is very favorable, somewhat favorable, not too favorable, or not at all favorable?]

	VERY %	SOMEWHAT %	NOT TOO %	NOT AT ALL %	(VOL.) DK/REF. %
a. Major companies with headquarters in the United States	25	59	11	5	1
b. Major companies with headquarters outside the United States	5	32	34	27	3

<sup>14</sup> Trend question wording was: "In your opinion, whose interests should business corporations put first? The interests of... [READ]"

**Q12** Next... Do you think major companies should take a public stand on any of the following social issues? First, in general, should major companies take a public stand on [INSERT ITEMS; RANDOMIZE] or should they not take a stand? How about on [INSERT NEXT ITEM]?

[READ AS NECESSARY: Should major companies take a public stand on this issue, or not?]

	YES	NO	(VOL.) DEPENDS	(VOL.) DK/REF.
	%	%	%	%
<i>Items aF1 thru cF1: Based on Form 1</i>				
aF1. Racial discrimination	62	36	1	1
bF1. Gay marriage	31	65	2	2
cF1. Climate change	57	39	3	2
<i>Items dF2 thru gF2: Based on Form 2</i>				
dF2. Gender discrimination	62	35	1	2
eF2. Immigration	53	42	3	2
fF2. The protection of wilderness areas	73	23	2	2
gF2. Human rights in countries outside the U.S.	53	43	3	1

- \*Q13** All citizens and companies have the legal right to lobby government to try to affect public policy decisions. Please tell me if you consider each of the following types of lobbying by major companies to be acceptable or NOT acceptable. (First, in general,) would it be acceptable to you if a major company lobbies to... [INSERT ITEM; RANDOMIZE]<sup>15</sup>

[READ AS NECESSARY: IN GENERAL, would this be acceptable or NOT acceptable to you?]

	YES, ACCEPTABLE	NO, NOT ACCEPTABLE	(VOL.) DK/REF.
	%	%	%
*a. Secure government funding or grants			
Current	56	42	2
July 2012	52	44	3
September 2011	50	45	5
*b. Protect jobs at the company			
Current	84	15	2
July 2012	81	17	2
September 2011	85	14	1
*c. Open new markets for the company			
Current	79	19	3
July 2012	78	20	2
September 2011	75	21	4
*d. Create a level playing field with competitors here and around the world			
Current	74	24	3
July 2012	71	25	4
September 2011	72	22	7
*e. Reduce business costs			
Current	68	29	3
July 2012	63	33	4
September 2011	64	31	5

<sup>15</sup> 2012 and earlier, items were asked of half-samples. "Secure government funding or grants," "Protect jobs at the company," and "Open new markets for the company" were asked of Form 1. "Create a level playing field with competitors here and around the world" and "Reduce business costs" were asked of Form 2.

- Q14** Next, here are some different ways that major companies could help their local communities or the country as a whole. Please tell me how important you think each one is. (First,) how important is it for major companies to [INSERT ITEMS; RANDOMIZE]?

[READ FOR FIRST ITEM, THEN AS NECESSARY: Would you say this is very important, somewhat important, not too important, or not at all important?]

	VERY %	SOMEWHAT %	NOT TOO %	NOT AT ALL %	(VOL.) DK/REF. %
<i>Items aF1 thru cF1: Based on Form 1</i>					
aF1. Minimize any negative impact they may have on the environment	75	19	2	3	1
bF1. Make sure their employees behave ethically	84	13	1	2	*
cF1. Make financial contributions to charities	53	38	5	4	*
<i>Items dF2 thru fF2: Based on Form 2</i>					
dF2. Encourage their employees to volunteer their time to help others	49	36	7	8	1
eF2. Offer to help government solve problems	35	40	12	13	1
fF2. Take a leadership role in helping society in ways that go beyond operating a business	51	35	6	7	1

- Q15** In general, when it comes to privacy, which is more important to you? [READ AND RANDOMIZE 1-2]

	CURRENT	
%	56	Maintaining personal privacy in all or almost all situations
	42	Giving up some privacy in order to help protect national security
	2	(VOL.) Don't know/Refused

- Q16** In general, when it comes to privacy, which is more important to you? [READ AND RANDOMIZE 1-2]

	CURRENT	
%	72	Maintaining personal privacy in all or almost all situations
	25	Giving up some privacy in order to have access to lower-cost products or services
	3	(VOL.) Don't know/Refused

**\*Q17** Now, on the topic of GOVERNMENT REGULATION in this country... Please tell me if you think government is doing too much, too little, or about the right amount in each of the following areas. (First,) what about regulation of... [INSERT ITEM; RANDOMIZE]?<sup>16</sup>

[READ FOR FIRST ITEM, THEN AS NECESSARY: Do you think there is too much, too little, or about the right amount of government regulation in this area?]

	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	(VOL.) DK/REF.
	%	%	%	%
<b>*a. Business in general</b> <sup>17</sup>				
Current	32	27	40	2
May 2013	35	25	38	2
July 2012	31	32	35	2
September 2011	27	35	36	3
January 1996 <sup>xii</sup>	35	19	38	8
<i>Items bF1 thru fF1: Based on Form 1</i>				
<b>*bF1. Banks and other financial institutions</b> <sup>18</sup>				
Current	22	41	34	3
May 2013	24	41	33	2
July 2012	21	48	30	2
September 2011	20	47	31	3
<b>*cF1. Energy companies</b>				
Current	25	41	30	4
May 2013	26	37	34	3
<b>*dF1. Large retail companies, both online and traditional stores</b>				
Current	27	22	48	3
May 2013	25	20	51	4
<b>*eF1. Manufacturing companies</b>				
Current	26	29	40	5
May 2013	27	25	45	3
<b>*fF1. Automobile companies</b>				
Current	26	30	41	3
May 2013	26	20	53	2

**Q17 continued on next page...**

<sup>16</sup> 2012 and 2011 Pulse trends were asked of Total respondents. 2012 and earlier wording for Pulse surveys was somewhat different. The question stem for each item was simply "What about (ITEM)?" compared with the question stem "What about regulation of (ITEM)?" beginning for Pulse 2013. 2012 and earlier "AS NECESSARY" statement read: "Do you think government is doing too much, too little, or about the right amount in this area?" January 1996 question items were rotated and question wording was slightly different: "Now I'd like your opinion about government regulation in some different areas. (First,) do you think the government is doing too much, too little, or about the right amount in the area of (ITEM)?"

<sup>17</sup> 2012 and 2011 trend wording was: "Regulation of business in general." January 1996 item wording was: "Regulation of business."

<sup>18</sup> 2012 and 2011 trend wording was: "Regulation of banks and other financial institutions."

## Q17 continued...

		<u>TOO MUCH</u>	<u>TOO LITTLE</u>	<u>RIGHT AMOUNT</u>	<u>(VOL.) DK/REF.</u>
		%	%	%	%
<i>Items gF2 thru jF2: Based on Form 2</i>					
*gF2. Health insurance companies					
	Current	35	43	20	2
	May 2013	31	45	21	3
*hF2. Food and beverage companies					
	Current	20	34	45	1
	May 2013	18	27	53	2
*iF2. Pharmaceutical companies					
	Current	25	43	30	2
	May 2013	21	40	36	3
*jF2. Technology companies					
	Current	25	22	49	4
	May 2013	24	17	55	4

\*Q18 In general, how much trust and confidence do you have in the federal government to solve the most important problems facing this country... a lot of trust and confidence, some, not too much, or none?

		<u>CURRENT</u>	<u>MAY 2013</u>	<u>JULY 2012</u>
%	8	A lot	9	8
	33	Some	28	33
	33	Not too much	34	33
	26	None	28	25
	*	(VOL.) Don't know/Refused	1	*

- \*Q19 We're interested in whether you think PRIVATE BUSINESSES should take on more financial responsibility to help pay the costs of solving national problems that have traditionally been the responsibility of government. (First,) what about... [INSERT ITEM; RANDOMIZE]?<sup>19</sup>

[READ FOR FIRST TWO ITEMS, THEN AS NECESSARY: Should private businesses take on more financial responsibility in this area, or not?]

[IF RESPONDENT ASKS WHAT KINDS OF PRIVATE BUSINESSES: Private businesses IN GENERAL]

	YES, SHOULD %	NO, SHOULD NOT %	(VOL.) DK/REF. %
<i>Items aF1 thru cF1: Based on Form 1</i>			
*aF1. Improving the quality of education			
Current	63	37	*
May 2013	64	34	2
July 2012	66	32	2
*bF1. Improving the quality and affordability of health care			
Current	66	32	2
May 2013	62	34	3
July 2012	68	30	2
*cF1. Providing relief for disasters like floods, tornadoes and earthquakes			
Current	56	42	3
May 2013	57	41	2
July 2012	62	36	1
<i>Items dF2 thru eF2: Based on Form 2</i>			
*dF2. Building and maintaining roads, bridges and mass transit			
Current	45	55	1
May 2013	46	52	2
July 2012	50	48	2
*eF2. Providing community services such as food banks, free clinics and job training for the poor			
Current	65	34	1
May 2013	70	29	2
July 2012	72	27	1

<sup>19</sup> 2013 and 2012 trend items were each asked of Total respondents. 2012 trend wording was: "We're interested in whether you think PRIVATE BUSINESSES should take on more financial responsibility for solving national problems that have traditionally been the responsibility of government."

**\*Q20** On another subject... We'd like you to rate the job major companies are doing in some different areas. (First,) what about... [INSERT ITEMS; RANDOMIZE]?

[READ FOR FIRST ITEM, THEN AS NECESSARY: Do you think major companies are generally doing a good job or generally NOT doing a good job in this area?]

		GENERALLY DOING A GOOD JOB	GENERALLY NOT DOING A GOOD JOB	(VOL.) DK/REF.
		%	%	%
*a.	Serving their stockholders			
	Current	75	17	8
	May 2013	63	24	12
	July 2012	59	29	12
	September 2011	57	26	17
*b.	Creating jobs			
	Current	42	55	3
	May 2013	39	57	4
	July 2012	34	63	3
	September 2011	24	71	5
*c.	Paying their employees fairly			
	Current	37	59	4
	May 2013	36	59	5
	July 2012	41	56	3
	September 2011	38	56	6
*d.	Paying their top executives fairly, WITHOUT overpaying them <sup>20</sup>			
	Current	25	70	4
	May 2013	26	68	6
	July 2012	25	71	5
	September 2011	17	76	6
*e.	Protecting the environment			
	Current	37	59	4
	May 2013	39	57	4
	July 2012	39	57	4
	September 2011	38	56	6

**Q20 continued on next page...**

<sup>20</sup> 2011 trend item wording was: "Not overpaying their top executives."



## Q20 continued...

		GENERALLY DOING A GOOD JOB	GENERALLY NOT DOING A GOOD JOB	(VOL.) DK/REF.
		%	%	%
*f.	Serving their customers			
	Current	68	29	3
	May 2013	65	31	4
	July 2012	66	31	3
	September 2011	62	32	5
*g.	Contributing time and money to support their local communities			
	Current	42	53	5
	May 2013	41	53	5
	July 2012	39	57	4
	September 2011	35	57	8
*h.	Providing useful products and services			
	Current	78	20	2
	May 2013	73	24	3
	July 2012	73	24	2
	September 2011	72	24	4

- \*Q21** Now I'm going to read you a list of things some major companies do. For each one, tell me if knowing this would make you feel MORE favorable or LESS favorable toward the company — or if it wouldn't make much difference either way. (First,/Next,) what if you found out a major company... [INSERT ITEMS; RANDOMIZE]?

[READ AS NECESSARY: Would knowing this make you feel more favorable or less favorable toward the company — or would it not make much difference?]

	MORE FAVORABLE %	LESS FAVORABLE %	NO DIFFERENCE %	(VOL.) DK/REF. %
<i>Item aF1: Based on Form 1</i>				
*aF1. Hired lobbyists to represent the company's interests on policy issues before government <sup>21</sup>				
Current	12	50	37	2
May 2013	6	57	34	2
July 2012	10	54	35	1
September 2011	7	55	34	3
<i>Item bF2: Based on Form 2</i>				
bF2. Formed a political action committee				
Current	12	47	38	3
<i>Item cF1: Based on Form 1</i>				
*cF1. Paid for ads in support of a specific candidate in a political campaign				
Current	7	58	34	2
May 2013	5	61	32	2
July 2012	8	57	33	2
September 2011	5	63	30	2
<i>Item dF2: Based on Form 2</i>				
*dF2. Paid for ads to promote a specific public policy issue				
Current	15	42	40	3
May 2013	13	47	37	3
July 2012	13	43	42	2
September 2011	13	41	43	4

**Q21 continued on next page...**

<sup>21</sup> In September 2011, item was asked of Total respondents.

## Q21 continued...

	MORE FAVORABLE %	LESS FAVORABLE %	NO DIFFERENCE %	(VOL.) DK/REF. %
<i>Item eF1: Based on Form 1</i>				
*eF1. Gave top executives large bonuses when the company performed well				
Current	17	49	34	*
May 2013	17	46	36	*
July 2012	16	48	35	1
September 2011	16	49	32	2
<i>Item fF2: Based on Form 2</i>				
*fF2. Gave top executives large bonuses when the company did NOT perform well				
Current	4	82	14	1
May 2013	4	85	10	1
July 2012	2	87	10	*
September 2011	2	87	9	1
<i>Item gF1: Based on Form 1</i>				
*gF1. Moved jobs to other countries where wages are lower				
Current	7	80	12	1
May 2013	5	82	13	1
July 2012	5	80	14	*
September 2011	3	84	13	1
<i>Item hF2: Based on Form 2</i>				
*hF2. Moved jobs to other countries where wages are lower in order to provide lower prices to American consumers				
Current	9	73	17	1
May 2013	10	71	17	1
July 2012	9	72	18	1
September 2011	8	74	16	2

- \*Q22 Next, I have a question about the ways political campaigns get money to pay for their activities. As I read you some possible sources of funding for political campaigns at the national level, please tell me if you think each should be a MAJOR source of funding, a MINOR source, or NOT a source of funding. (First,) what about... [INSERT ITEM; RANDOMIZE]?<sup>22</sup>

[READ AS NECESSARY: In your opinion, should this be a major source, a minor source, or not a source of funding (for political campaigns)?]

	MAJOR SOURCE	MINOR SOURCE	NOT A SOURCE	(VOL.) DK/REF.
	%	%	%	%
<i>Item aF1: Based on Form 1</i>				
*aF1. Contributions from individual citizens, which are now limited to \$2,600 per candidate per election				
Current	44	36	17	3
May 2013	44	35	18	3
<i>Item aF2: Based on Form 2</i>				
aF2. Contributions from individual citizens				
Current	46	39	13	2
<i>Items bF1/bF2: Based on Total</i>				
*bF1/*bF2. The candidates spending their own money				
Current	61	26	11	2
May 2013	65	24	10	2
<i>Items cF1/cF2: Based on Total</i>				
*cF1/*cF2. Using federal tax dollars				
Current	15	22	61	2
May 2013	13	20	65	1

**Q22 continued on next page...**

<sup>22</sup> 2013 trend items were each asked of Total respondents.

## Q22 continued...

	MAJOR SOURCE	MINOR SOURCE	NOT A SOURCE	(VOL.) DK/REF.
	%	%	%	%
<i>Item dF1: Based on Form 1</i>				
*dF1. Contributions from political action committees, which allow individuals and organizations to form groups to raise funds and make donations up to \$5,000 per candidate per election				
Current	36	39	23	3
May 2013	34	39	25	2
<i>Item dF2: Based on Form 2</i>				
dF2. Contributions from political action committees				
Current	29	42	26	3
<i>Item eF1: Based on Form 1</i>				
*eF1. Contributions from super PACs, which allow unlimited contributions from individuals and organizations to try to influence elections as long as they don't coordinate their efforts with political campaigns				
Current	21	35	41	3
May 2013	16	30	50	4
<i>Item eF2: Based on Form 2</i>				
eF2. Contributions from super PACs				
Current	17	36	35	12

**\*Q23** Now I'm going to read a list of activities. For each, please tell me if you have done this in the past 12 months or not. First, in the past 12 months, have you... [INSERT ITEMS IN ORDER]? Next, have you... [INSERT NEXT ITEM] [IF NECESSARY: in the past 12 months]?

	YES, HAVE DONE THIS	NO, HAVE NOT DONE THIS	(VOL.) DK/REF.
	%	%	%
*a. Contacted an elected official about an issue or concern			
Current	25	75	1
May 2013	30	70	1
July 2012	30	70	*
September 2011	31	69	*
*b. Attended a meeting on local, town or school affairs			
Current	33	67	*
May 2013	35	64	*
July 2012	37	63	*
September 2011	36	64	*
*c. Contributed money to or volunteered for a political party or candidate			
Current	17	82	*
May 2013	19	81	*
July 2012	21	79	*
September 2011	19	80	*
*d. Participated in a group that tries to influence public policy or government, not including a political party			
Current	17	82	1
May 2013	17	82	*
July 2012	18	82	1
September 2011	18	82	1
*e. Volunteered your time on a regular basis to a church, charity or other community organization			
Current	58	42	*
May 2013	58	41	*
July 2012	57	42	*
September 2011	56	44	*

[READ TO ALL:] Now I have a few final questions for statistical purposes only...

*Demographic questions not reported in this topline.*

THANK RESPONDENT: That concludes our interview. Have a nice (day/evening).

## Endnotes

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<sup>i</sup> May 2013 trends from a Public Affairs Council poll conducted by landline or cellular telephone from May 8-23, 2014 among 1,604 adults 18+ nationwide.

<sup>ii</sup> July 2012 trends from a Public Affairs Council poll conducted by landline or cellular telephone from June 20-July 11, 2012 among 1,750 adults 18+ nationwide.

<sup>iii</sup> September 2011 trends from a Public Affairs Council poll conducted by landline or cellular telephone from August 10-September 9, 2011 among 1,753 adults 18+ nationwide.

<sup>iv</sup> February-March 2011 trends are based on the Pew Research Center for the People & the Press's "2011 March Political Typology" survey. This study was conducted by telephone in two parts: February 22-March 1, 2011 among 1,504 adults 18+ nationwide and March 8-14, 2011 among 1,525 adults 18+ nationwide. Unless otherwise indicated, trend results reflect the views of the combined sample of 3,029 adults 18+ nationwide.

<sup>v</sup> October 2008 trends are based on the Pew Research Center for the People & the Press's "Early October 2008 Political & Economic Survey." This study was conducted by telephone from October 9-12, 2008 among 1,485 adults 18+ nationwide.

<sup>vi</sup> December 2004 trends are based on the Pew Research Center for the People & the Press's "December 2004 Political Typology Survey." This study was conducted by telephone from December 1-16, 2004 among 2,000 adults 18+ nationwide.

<sup>vii</sup> August 1999 trends are based on the Pew Research Center for the People & the Press's "Political Typology Survey." This study was conducted by telephone from July 14-September 9, 1999 among 3,973 adults 18+ nationwide [Form A: N=1,974 / Form B: N=1,999].

<sup>viii</sup> October 1996 trends are based on the Pew Research Center for the People & the Press's "October 1996 Pre-Election Typology Survey." This study was conducted by telephone from October 14-20, 1996 among 1,938 adults 18+ nationwide (including 1,546 registered voters).

<sup>ix</sup> July 1994 trends are based on the Times Mirror Center for the People and the Press's "New Political Landscape Survey." This study was conducted by telephone from July 12-25, 1994 among 3,800 adults 18+ nationwide (including an oversample of 197 black adults).

<sup>x</sup> February 2002 trends are based on the Pew Research Center for the People & the Press's "February 2002 News Interest Index." This study was conducted by telephone from February 12-18, 2002 among 1,199 adults 18+ nationwide.

<sup>xi</sup> October 1995 trends are based on the Times Mirror Center for the People and the Press's "October 1995 Typology Survey." This study was conducted by telephone from October 25-30, 1995 among 2,000 adults 18+ nationwide.

<sup>xii</sup> January 1996 trends from a Knight-Ridder poll conducted by telephone from January 5-15, 1996 among 1,206 registered voters nationwide.