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## Public Affairs Pulse Survey 2015

Final Topline

7/23/2015

Data for July 6-20, 2015

Princeton Survey Research Associates International  
for the Public Affairs Council

Sample: n=1,601 national adults, age 18 and older, including 801 cell phone interviews  
Interviewing dates: 07.06-20.2015

Margin of error is plus or minus 3.0 percentage points for results based on Total [n=1,601]

Margin of error is plus or minus 4.2 percentage points for results based on Form 1 [n=792]

Margin of error is plus or minus 4.3 percentage points for results based on Form 2 [n=809]

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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 study about some important issues today, and would like to include you. I know I am calling you on a cell phone. 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 AT ALL %	(VOL.) DK/REF. <sup>2</sup> %
*a.	Major companies					
	July 2015	17	50	18	10	6
	June 2014 <sup>i</sup>	16	53	16	10	5
	May 2013 <sup>ii</sup>	11	49	24	11	5
	July 2012 <sup>iii</sup>	16	51	18	11	4
	September 2011 <sup>iv</sup>	14	47	20	12	7
*b.	Small businesses					
	July 2015	59	33	4	2	3
	June 2014	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>					
	July 2015	8	37	26	25	3
	June 2014	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>					
	July 2015	14	46	21	16	3
	June 2014	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>						
<i>*aF1. Personal experience as a customer of a major company</i>						
July 2015	33	42	12	11	1	1
June 2014	39	36	14	10	1	1
<i>*bF1. Personal experience working for a major company</i>						
July 2015	29	28	10	22	10	1
June 2014	29	26	11	23	10	2
<i>*cF1. Knowing people who work for major companies</i>						
July 2015	19	39	17	19	3	3
June 2014	23	37	16	21	3	1
<i>*dF1. The news</i>						
July 2015	27	37	16	17	1	1
June 2014	24	40	17	17	1	1
<i>Items eF2 thru gF2: Based on Form 2</i>						
<i>*eF2. Entertainment such as movies or TV shows</i>						
July 2015	15	26	25	31	1	2
June 2014	16	29	22	32	*	1
<i>*fF2. Social media such as Facebook or Twitter</i>						
July 2015	15	22	18	39	6	1
June 2014	14	22	17	40	6	1
<i>*gF2. The Internet in general</i>						
July 2015	27	32	17	20	3	1
June 2014	30	34	12	21	4	1

**\*Q3** 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.
	%	%	%
July 2015	47	49	5
June 2014	47	50	3
May 2013	44	52	4
July 2012	48	49	3
September 2011	48	45	6
Feb-March, 2011 <sup>v</sup>	47	45	8
October, 2008 <sup>vi</sup>	50	38	12
December, 2004 <sup>vii</sup>	49	41	10
August, 1999 <sup>viii</sup>	48	44	8
October, 1996 <sup>ix</sup>	45	46	9
July, 1994 <sup>x</sup>	41	54	5

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

**\*Q4** 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 ITEMS IN ORDER]? How would you rate the honesty and ethical standards of... [INSERT NEXT ITEM]?<sup>6</sup>

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

	HIGH	AVERAGE	LOW	(VOL.) DK/REF.
	%	%	%	%
<i>Items aF2 thru cF2: Based on Form 2</i>				
<i>*aF2. Elected officials in Washington<sup>7</sup></i>				
July 2015	7	33	59	2
June 2014	8	33	57	2
May 2013	7	32	59	2
July 2012	6	35	57	2
September 2011	4	31	63	2
<i>*bF2. People who work for federal government agencies that provide services, administer programs, or otherwise support national priorities<sup>8</sup></i>				
July 2015	15	53	30	2
June 2014	17	54	28	2
May 2013	14	61	23	2
July 2012	14	61	23	2
September 2011	14	62	22	2
<i>*cF2. Elected officials in your state and local government<sup>9</sup></i>				
July 2015	11	48	39	2
June 2014	13	47	38	2
May 2013	10	52	37	1
July 2012	10	47	42	1
September 2011	8	48	41	3

**Q4 continued on next page...**

<sup>6</sup> In 2011-2014 trend polls, items were asked of all respondents, with items related to government randomized as a block with items related to business.

<sup>7</sup> 2012 and earlier trend wording was "Public officials in Washington."

<sup>8</sup> 2013 and earlier trend wording was "People who work for government agencies."

<sup>9</sup> 2012 and earlier trend wording was "Public officials in your state and local government."

## Q4 continued...

	HIGH %	AVERAGE %	LOW %	(VOL.) DK/REF. %
<i>Items dF1 thru gF1: Based on Form 1</i>				
*dF1. CEOs of major companies				
July 2015	7	47	42	3
June 2014	8	47	41	3
May 2013	9	47	42	2
July 2012	8	45	45	2
September 2011	6	44	48	3
*eF1. Mid-level managers who work for major companies <sup>10</sup>				
July 2015	15	63	19	4
June 2014	15	63	20	3
May 2013	11	64	23	2
July 2012	14	61	23	2
September 2011	12	61	25	2
*fF1. Employees of major companies who are not part of management				
July 2015	31	54	11	4
June 2014	34	54	11	2
May 2013	30	56	12	1
July 2012	33	55	11	1
September 2011	28	58	12	2
*gF1. Small business owners				
July 2015	47	44	6	3
June 2014	55	38	6	1
May 2013	49	44	6	1
July 2012	52	39	8	1
September 2011	47	44	7	2

<sup>10</sup> 2013 and earlier trend wording was "Managers who work for major companies."

[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...

**\*Q5** 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>11</sup>

	A LOT	SOME	NOT TOO MUCH	NONE	(VOL.) DK/REF.
	%	%	%	%	%
July 2015	10	43	31	15	1
June 2014	10	43	33	14	*
May 2013	11	43	33	12	1
July 2012	10	45	31	13	1
September 2011	8	46	33	12	2

**\*Q6** 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 ITEMS; 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>				
July 2015	20	37	41	1
June 2014	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>				
July 2015	14	31	53	2
June 2014	13	38	48	1
May 2013	13	35	51	2
July 2012	14	31	54	1
September 2011	14	33	51	2

**Q6 continued on next page...**

<sup>11</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?"

## Q6 continued...

	MORE TRUSTWORTHY %	LESS TRUSTWORTHY %	ABOUT THE SAME %	(VOL.) DK/REF. %
<b>*cF1. Large retail companies, both online and traditional stores<sup>12</sup></b>				
July 2015	17	17	64	2
June 2014	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>				
July 2015	19	14	64	3
June 2014	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>				
July 2015	14	28	57	1
June 2014	13	33	54	1
May 2013	13	22	64	1
July 2012	16	26	57	2
<i>Items fF2 thru iF2: Based on Form 2</i>				
<b>*fF2. Health insurance companies</b>				
July 2015	10	44	44	2
June 2014	12	50	37	1
May 2013	11	49	39	1
July 2012	9	50	40	1
September 2011	5	53	40	2
<b>*gF2. Food and beverage companies</b>				
July 2015	13	24	62	1
June 2014	16	23	59	1
May 2013	20	18	61	1
July 2012	22	18	60	1
September 2011	18	16	65	1

Q6 continued on next page...

<sup>12</sup> 2011 Trend item wording was: "Large retail companies."

## Q6 continued...

	MORE TRUSTWORTHY %	LESS TRUSTWORTHY %	ABOUT THE SAME %	(VOL.) DK/REF. %
*hF2. Pharmaceutical companies				
July 2015	12	47	40	2
June 2014	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>13</sup>				
July 2015	19	14	64	3
June 2014	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

**Q7** People take different things into account when they think about major companies. First, if a major company [INSERT ITEMS; RANDOMIZE], would that earn the company a lot more of your trust or only a little more of your trust, or does this not make much difference to you? What about if it [INSERT NEXT ITEM]?

[READ AS NECESSARY: If a major company (ITEM), would that earn the company a lot more of your trust or only a little more, or does this not make much difference to you?]

	A LOT MORE %	A LITTLE MORE %	NO DIFFERENCE %	(VOL.) DK/REF. %
a. Provides quality products and services	52	27	20	1
b. Makes real efforts to help society	54	28	17	1
c. Treats its employees well	66	21	12	1
d. Gets good reviews from your family, friends or neighbors	42	31	26	1

<sup>13</sup> 2012 survey asked two separate items about technology firms.

**\*Q8** All citizens and companies have the 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 ITEMS; RANDOMIZE]<sup>14</sup>

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

	YES, ACCEPTABLE	NO, NOT ACCEPTABLE	(VOL.) DK/REF.
	%	%	%
<b>*a. Secure government funding or grants</b>			
July 2015	47	48	5
June 2014	56	42	2
July 2012	52	44	3
September 2011	50	45	5
<b>*b. Protect jobs at the company</b>			
July 2015	80	17	3
June 2014	84	15	2
July 2012	81	17	2
September 2011	85	14	1
<b>*c. Open new markets for the company</b>			
July 2015	72	24	4
June 2014	79	19	3
July 2012	78	20	2
September 2011	75	21	4
<b>*d. Create a level playing field with competitors here and around the world</b>			
July 2015	71	26	4
June 2014	74	24	3
July 2012	71	25	4
September 2011	72	22	7
<b>*e. Reduce business costs</b>			
July 2015	58	37	5
June 2014	68	29	3
July 2012	63	33	4
September 2011	64	31	5

<sup>14</sup> In 2014, transitional statement was "All citizens and companies have the legal right to lobby government to try to affect public policy decisions." 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.

**Q9** If you ran a company and were concerned about the impact of government laws and regulations on your business, what would you do? Would you [INSERT ITEMS; RANDOMIZE a-e; f ALWAYS LAST]?

Would you [INSERT NEXT ITEM]? [READ AS NECESSARY: If you ran a company and were concerned about the impact of government laws and regulations on your business, is this something you would do, or not?]

	YES %	NO %	(VOL.) DK/REF. %
a. Hire a lobbyist to contact your elected representatives to communicate your concerns	46	51	4
b. Personally contact your elected representatives to communicate your concerns	84	15	1
c. Ask your employees if they are willing to contact their elected representatives to communicate your concerns	67	32	1
d. Make campaign contributions to elected representatives who agree with your views about laws and regulations	54	44	2
e. Find other companies with the same concerns and work together to try to change laws and regulations	84	13	2
f. Probably not take any actions and just leave laws and regulations the way they are <sup>15</sup>	2	98	1

**Q10** Do you completely agree, mostly agree, mostly disagree, or completely disagree with the following statement: Major companies generally strike a fair balance between making profits and serving the public interest.

	CURRENT %	
	8	Completely agree
	37	Mostly agree
	34	Mostly disagree
	18	Completely disagree
	3	(VOL.) Don't know/Refused

<sup>15</sup> Item was asked of those who did not answer "yes" to any of the other items for this question. Results for "no" for this item include those who answered "yes" to any of the other items.

- \*Q11** 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 IMPORTANT	SOMEWHAT IMPORTANT	NOT TOO IMPORTANT	NOT AT ALL IMPORTANT	(VOL.) DK/REF.
		%	%	%	%	%
<i>Items aF1 thru cF1: Based on Form 1</i>						
<b>*aF1.</b> Minimize any negative impact they may have on the environment						
	July 2015	76	17	2	3	2
	June 2014	75	19	2	3	1
<b>*bF1.</b> Make sure their employees behave ethically						
	July 2015	80	16	1	2	1
	June 2014	84	13	1	2	*
<b>*cF1.</b> Make financial contributions to charities						
	July 2015	52	36	5	5	2
	June 2014	53	38	5	4	*
<i>Items dF2 thru fF2: Based on Form 2</i>						
<b>*dF2.</b> Encourage their employees to volunteer their time to help others						
	July 2015	47	36	8	8	1
	June 2014	49	36	7	8	1
<b>*eF2.</b> Offer to help government solve problems						
	July 2015	39	37	13	10	2
	June 2014	35	40	12	13	1
<b>*fF2.</b> Take a leadership role in helping society in ways that go beyond operating a business						
	July 2015	53	32	8	6	1
	June 2014	51	35	6	7	1

**Q12** Now I'm going to read some ways that companies might inform the public about their efforts to help society. Please tell me how effective you think each is at reaching the public. (First,/How about) [INSERT ITEMS; RANDOMIZE]?

[READ FOR FIRST ITEM THEN AS NECESSARY: If a company wanted to let the public know about their efforts to help society, would (ITEM) be very, somewhat, not too or not at all effective?]

	VERY EFFECTIVE	SOMEWHAT EFFECTIVE	NOT TOO EFFECTIVE	NOT AT ALL EFFECTIVE	(VOL.) DK/REF.
	%	%	%	%	%
a. Paying for TV commercials and other advertising	31	47	12	9	1
b. Publishing reports about their activities	36	44	11	7	1
c. Holding community meetings	35	45	12	6	1
d. Having company executives give public speeches	22	48	17	11	2
e. Using social media	45	38	7	7	2
f. Inspiring others outside the company to publicize the company's efforts	30	49	11	8	2

**\*Q13** 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 ITEMS; 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.
	%	%	%	%
*a. Business in general <sup>17</sup>				
July 2015	32	24	40	4
June 2014	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>xi</sup>	35	19	38	8

**Q13 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."

**Q13 continued...**

	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	(VOL.) DK/REF.
	%	%	%	%
<i>Items bF1 thru fF1: Based on Form 1</i>				
<i>*bF1. Banks and other financial institutions<sup>18</sup></i>				
July 2015	20	42	35	2
June 2014	22	41	34	3
May 2013	24	41	33	2
July 2012	21	48	30	2
September 2011	20	47	31	3
<i>*cF1. Energy companies</i>				
July 2015	23	40	33	4
June 2014	25	41	30	4
May 2013	26	37	34	3
<i>*dF1. Large retail companies, both online and traditional stores</i>				
July 2015	22	27	46	5
June 2014	27	22	48	3
May 2013	25	20	51	4
<i>*eF1. Manufacturing companies</i>				
July 2015	24	28	43	5
June 2014	26	29	40	5
May 2013	27	25	45	3
<i>*fF1. Automobile companies</i>				
July 2015	22	27	46	5
June 2014	26	30	41	3
May 2013	26	20	53	2

**Q13 continued on next page...**


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

**Q13 continued...**

	TOO MUCH	TOO LITTLE	RIGHT AMOUNT	(VOL.) DK/REF.
	%	%	%	%
<i>Items gF2 thru jF2: Based on Form 2</i>				
<i>*gF2. Health insurance companies</i>				
July 2015	30	39	27	3
June 2014	35	43	20	2
May 2013	31	45	21	3
<i>*hF2. Food and beverage companies</i>				
July 2015	16	35	45	3
June 2014	20	34	45	1
May 2013	18	27	53	2
<i>*iF2. Pharmaceutical companies</i>				
July 2015	19	46	33	2
June 2014	25	43	30	2
May 2013	21	40	36	3
<i>*jF2. Technology companies</i>				
July 2015	21	25	49	6
June 2014	25	22	49	4
May 2013	24	17	55	4

**\*Q14** 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			
	July 2015	65	22	13
	June 2014	75	17	8
	May 2013	63	24	12
	July 2012	59	29	12
	September 2011	57	26	17
*b.	Creating jobs			
	July 2015	43	54	4
	June 2014	42	55	3
	May 2013	39	57	4
	July 2012	34	63	3
	September 2011	24	71	5
*c.	Paying their employees fairly			
	July 2015	35	60	5
	June 2014	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 over-paying them <sup>19</sup>			
	July 2015	28	65	6
	June 2014	25	70	4
	May 2013	26	68	6
	July 2012	25	71	5
	September 2011	17	76	6
*e.	Protecting the environment			
	July 2015	35	59	6
	June 2014	37	59	4
	May 2013	39	57	4
	July 2012	39	57	4
	September 2011	38	56	6

**Q14 continued on next page...**

<sup>19</sup> 2011 trend item wording was: "Not over-paying their top executives."

**Q14 continued...**

		GENERALLY DOING A GOOD JOB	GENERALLY NOT DOING A GOOD JOB	(VOL.) DK/REF.
		%	%	%
*f.	Serving their customers			
	July 2015	64	31	5
	June 2014	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			
	July 2015	37	56	7
	June 2014	42	53	5
	May 2013	41	53	5
	July 2012	39	57	4
	September 2011	35	57	8
*h.	Providing useful products and services			
	July 2015	74	22	4
	June 2014	78	20	2
	May 2013	73	24	3
	July 2012	73	24	2
	September 2011	72	24	4

- \*Q15** When something involving a company's products or services goes wrong, it has to decide how to deal with the crisis. As I list each possible action the company might take, tell me if each action would do A LOT, a LITTLE, or NOTHING to make you feel the company was doing the right thing. (First,) what if the company [INSERT ITEMS; RANDOMIZE]?<sup>20</sup>

[READ AS NECESSARY: Would this do A LOT, only a LITTLE, or NOTHING to make you feel the company was doing the right thing?]

		A LOT	A LITTLE	NOTHING	(VOL.) DK/REF.
		%	%	%	%
a.	Explained how the problem happened and what's being done to correct the situation				
	July 2015	72	22	5	1
*b.	Said it would not comment on the crisis until all the facts are available				
	July 2015	28	38	32	2
	September 2011	26	37	35	2
*c.	Paid for ads explaining the company's actions to fix the problem				
	July 2015	43	44	13	1
	September 2011	45	37	17	1
d.	Used social media to explain the company's actions to fix the problem				
	July 2015	41	42	16	1
e.	Issued an apology				
	July 2015	45	39	15	1
*f.	Took quick action to pay any costs to those affected – even if it is unclear who is at fault				
	July 2015	63	28	7	2
	September 2011	69	21	8	2
*g.	Fired executives and employees responsible for the problem				
	July 2015	56	32	10	2
	September 2011	56	30	12	2

<sup>20</sup> 2011 trend question wording was: "Sometimes major companies face a crisis when something goes very wrong and the company is thought to be at fault – for example, an oil spill, contaminated product, or something else causing injury or financial loss. I'm going to read you some things a company might do when facing such a crisis. As I read each one, tell me if this would do A LOT, only a LITTLE, or NOTHING to make you feel the company was doing the right thing to address the problem."

- \*Q16** When a major company makes this type of mistake, what is the MOST important factor you consider when deciding whether to buy that company's products or services in the future? [READ AND RANDOMIZE 1-4]<sup>21</sup>

	THE COMPANY'S HONESTY AND RESPONSIVENESS IN DEALING WITH THE CRISIS	THE COMPANY'S LONG-TERM REPUTATION	THE PRICE OF THE PRODUCTS OR SERVICES	WHAT YOUR FAMILY, FRIENDS AND NEIGHBORS SAY ABOUT THE COMPANY <sup>22</sup>	(VOL.) DK/REF.
	%	%	%	%	%
July 2015	64	16	11	7	3
Sept 2011	67	15	10	4	4

- \*Q17** 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.
	%	%	%
<b>*a.</b> Contacted an elected official about an issue or concern			
July 2015	26	74	*
June 2014	25	75	1
May 2013	30	70	1
July 2012	30	70	*
September 2011	31	69	*
<b>*b.</b> Attended a meeting on local, town or school affairs			
July 2015	32	67	*
June 2014	33	67	*
May 2013	35	64	*
July 2012	37	63	*
September 2011	36	64	*
<b>*c.</b> Contributed money to or volunteered for a political party or candidate			
July 2015	19	80	*
June 2014	17	82	*
May 2013	19	81	*
July 2012	21	79	*
September 2011	19	80	*

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

<sup>21</sup> 2011 trend question was asked of a half sample [Form B].

<sup>22</sup> 2011 trend category was "Opinions about the company held by your friends and neighbors."

**Q17 continued...**

	YES, HAVE DONE THIS	NO, HAVE NOT DONE THIS	(VOL.) DK/REF.
	%	%	%
*d. Participated in a group that tries to influence public policy or government, not including a political party			
July 2015	19	80	1
June 2014	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			
July 2015	59	41	*
June 2014	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> June 2014 trends from a Public Affairs Council poll conducted by landline or cellular telephone from June 16-29, 2014 among 1,609 adults 18+ nationwide.

<sup>ii</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>iii</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>iv</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>v</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>vi</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>vii</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>viii</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>ix</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>x</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>xi</sup> January 1996 trends from a Knight-Ridder poll conducted by telephone from January 5-15, 1996 among 1,206 registered voters nationwide.