



Public Affairs
Council

2023 Public Affairs Pulse Survey

Doug Pinkham
President
Public Affairs Council

Survey Methodology

- Poll of 2,219 adults conducted online on Sept. 1-3 by Morning Consult
- Examines opinions and expectations for business, government and society
- MOE of +/- 2 percentage points
- Full report, top lines and cross-tabs available at www.pac.org/pulse



Notable Insights from Past Pulse Surveys

- 2011** U.S. public approves of lobbying when done for specific business reasons
- 2012** Most Americans want major companies to assume public service duties
- 2015** If they were CEO, most people would take actions to address regulations
- 2018** Most believe CEOs serve on White House commissions to boost profits
- 2019** Trump's tweets critical of major companies had virtually no impact
- 2020** Democrats, not Republicans, worried more about 2020 election fairness

Notable Insights from Past Pulse Surveys

- 2011** U.S. public approves of lobbying when done for specific business reasons
- 2012** **Most Americans want major companies to assume public service duties**
- 2015** If they were CEO, most people would take actions to address regulations
- 2018** Most believe CEOs serve on White House commissions to boost profits
- 2019** Trump's tweets critical of major companies had virtually no impact
- 2020** Democrats, not Republicans, worried more about 2020 election fairness

Notable Insights from Past Pulse Surveys

- 2011** U.S. public approves of lobbying when done for specific business reasons
- 2012** Most Americans want major companies to assume public service duties
- 2015** **If they were CEO, most people would take actions to address regulations**
- 2018** Most believe CEOs serve on White House commissions to boost profits
- 2019** Trump's tweets critical of major companies had virtually no impact
- 2020** Democrats, not Republicans, worried more about 2020 election fairness

Notable Insights from Past Pulse Surveys

- 2011** U.S. public approves of lobbying when done for specific business reasons
- 2012** Most Americans want major companies to assume public service duties
- 2015** If they were CEO, most people would take actions to address regulations
- 2018** **Most believe CEOs serve on White House commissions to boost profits**
- 2019** Trump's tweets critical of major companies had virtually no impact
- 2020** Democrats, not Republicans, worried more about 2020 election fairness

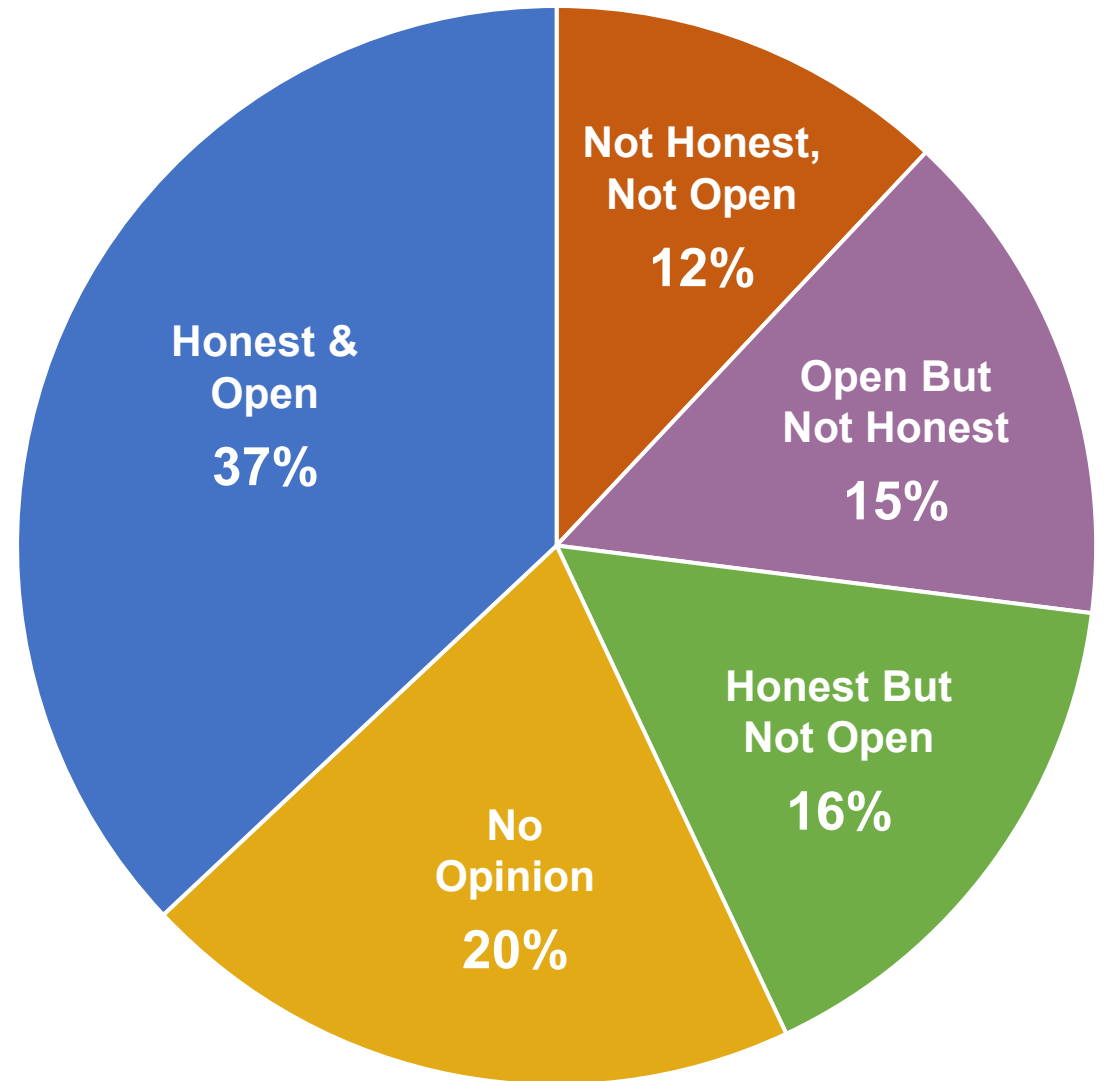
Notable Insights from Past Pulse Surveys

- 2011** U.S. public approves of lobbying when done for specific business reasons
- 2012** Most Americans want major companies to assume public service duties
- 2015** If they were CEO, most people would take actions to address regulations
- 2018** Most believe CEOs serve on White House commissions to boost profits
- 2019** **Trump's tweets critical of major companies had virtually no impact**
- 2020** Democrats, not Republicans, worried more about 2020 election fairness

Notable Insights from Past Pulse Surveys

- 2011** U.S. public approves of lobbying when done for specific business reasons
- 2012** Most Americans want major companies to assume public service duties
- 2015** If they were CEO, most people would take actions to address regulations
- 2018** Most believe CEOs serve on White House commissions to boost profits
- 2019** Trump's tweets critical of major companies had virtually no impact
- 2020** **Democrats, not Republicans, worried more about 2020 election fairness**

Perceived Honesty and Openness of 2024 Elections



Social Media



News Media



Republican Candidates



Democratic Candidates



Super PACs and Other Groups



Foreign Governments



Major Companies



Expected Disinformation Sources in 2024 Elections

7 Most Trusted Sources of Political News and Information

1 Friends and Family



2 Businesses



3 Trade/Professional Associations



4 News Media



5 Democratic Party



6 Conservative Groups



7 Republican Party



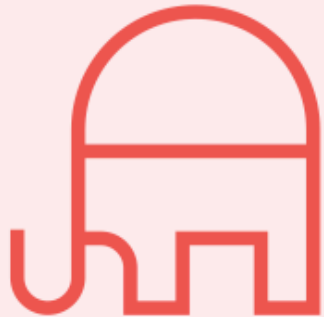


43%

Think Democratic Party is more pro-business

59%

Think Republican Party is more pro-business



Who is More Pro-Business?

Democrats More Supportive of Firms Backing Social Issues

Support Environment/Sustainability

75%

57%

Ending Discrimination by Gender

74%

53%

Ending Discrimination by Gender Identity

74%

43%

Ending Discrimination by Race

72%

51%

Ending Discrimination by Sexual Orientation

71%

50%

Supporting Human Rights

70%

46%

Supporting Access to Quality Education

69%

50%

Ending Hunger/Supporting Food Security

69%

56%

Supporting Affordable Housing

67%

43%

Improving Voting Access

61%

34%

Supporting DACA

58%

32%

Supporting Legal Access to Abortions

54%

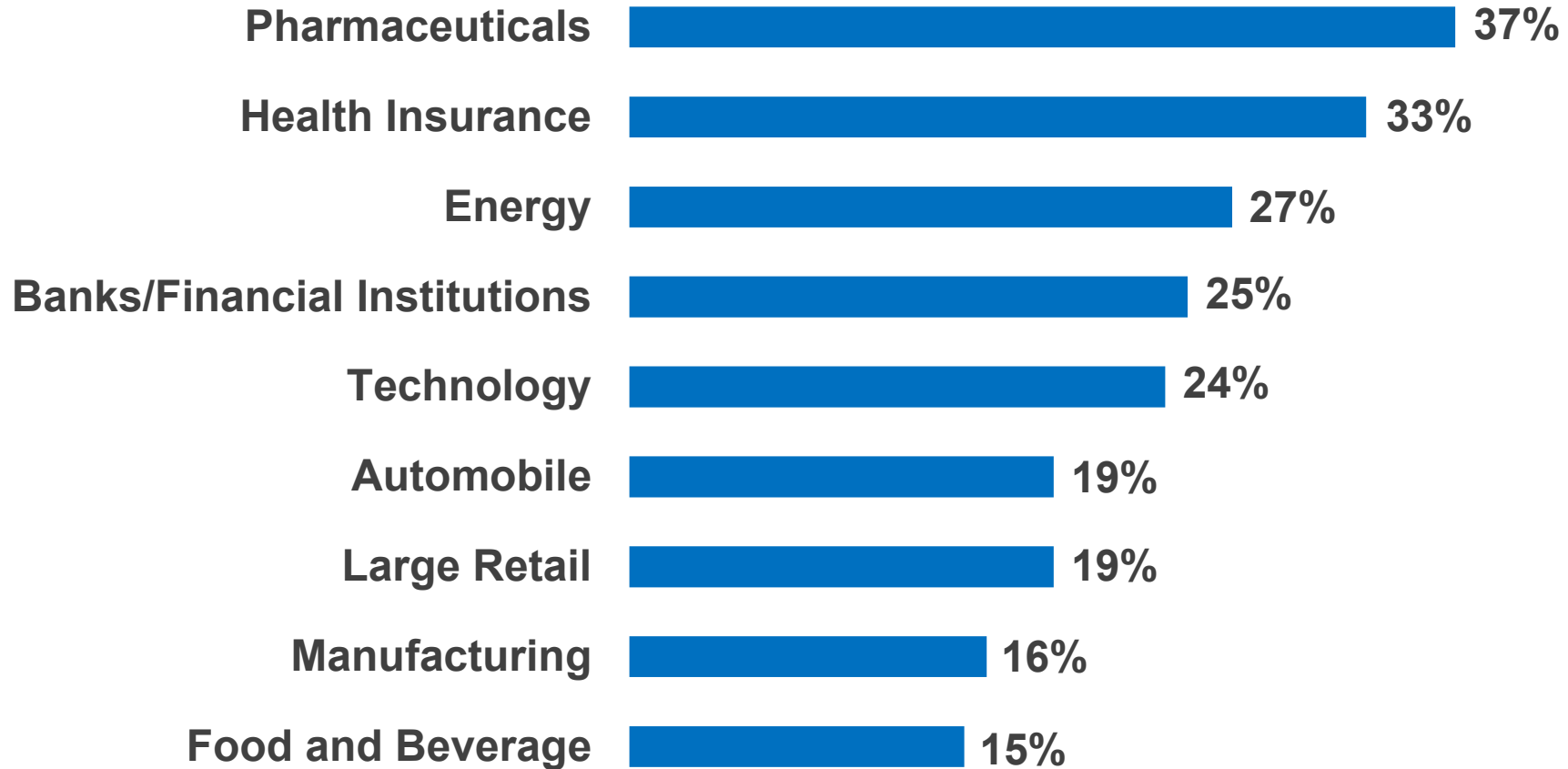
27%

Are Major U.S. Companies Playing Positive Role in Reducing Racism?



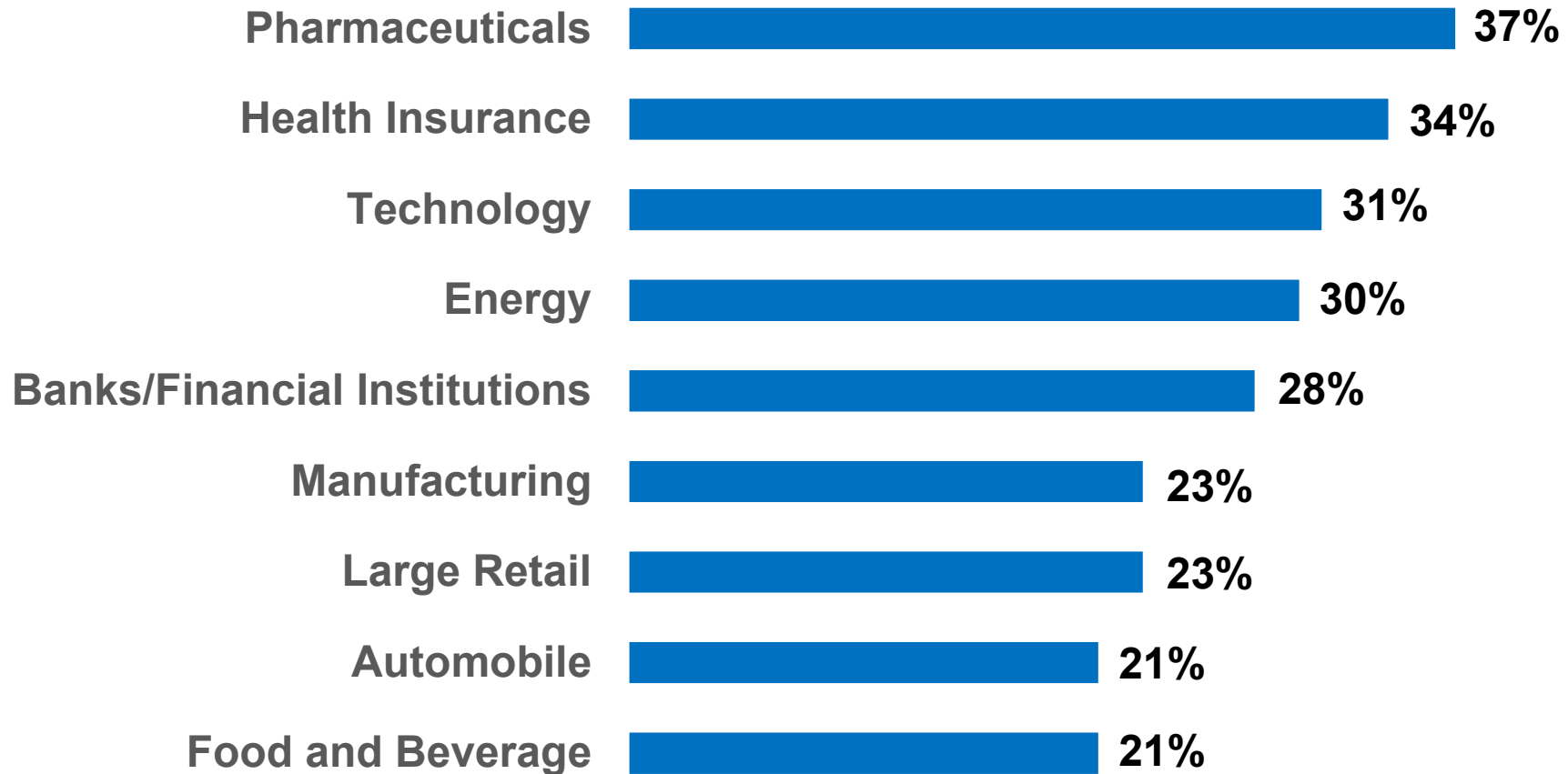
Which Industries Are Least Trustworthy?

Percentage saying an industry is less trustworthy than average

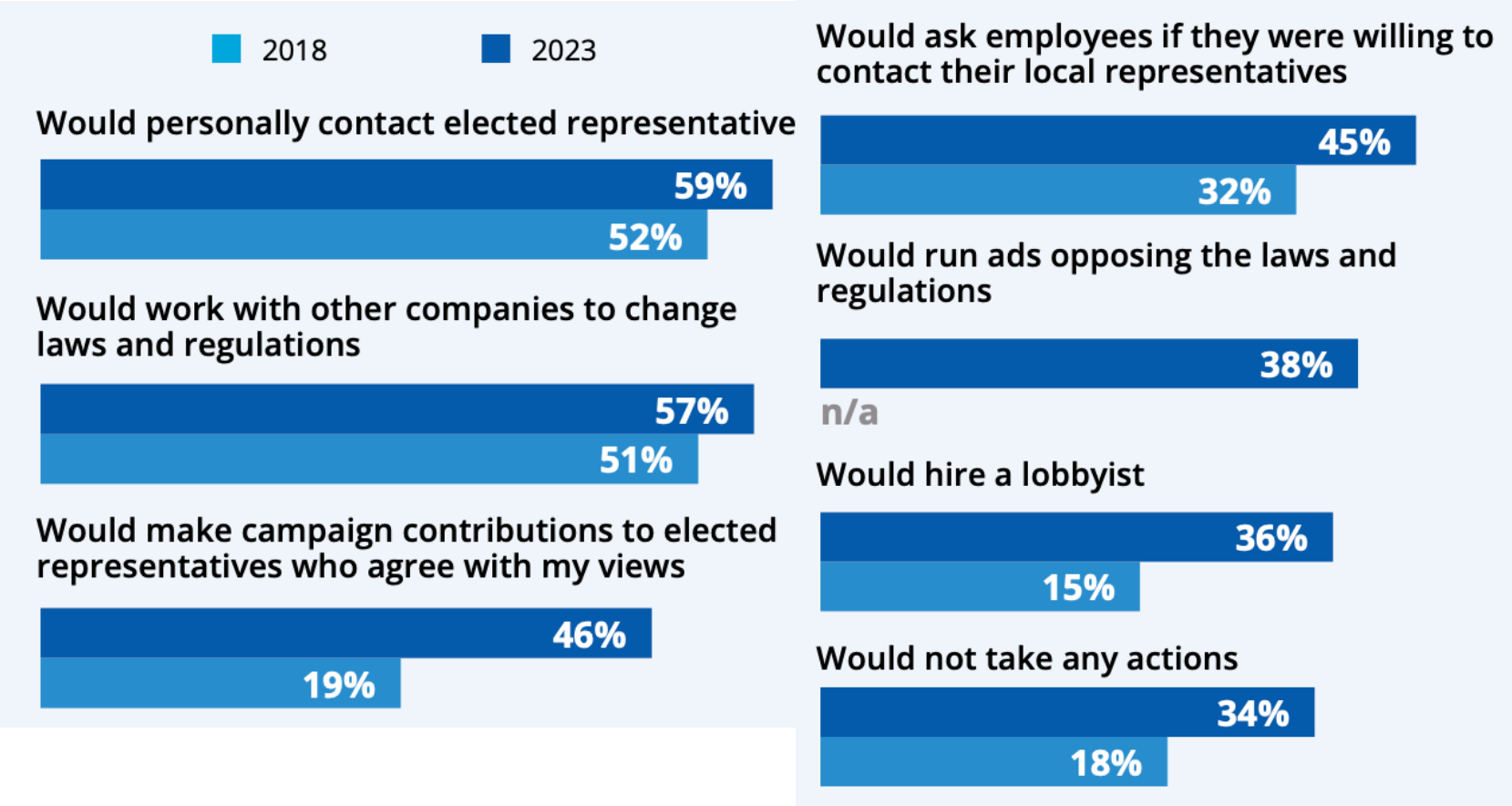


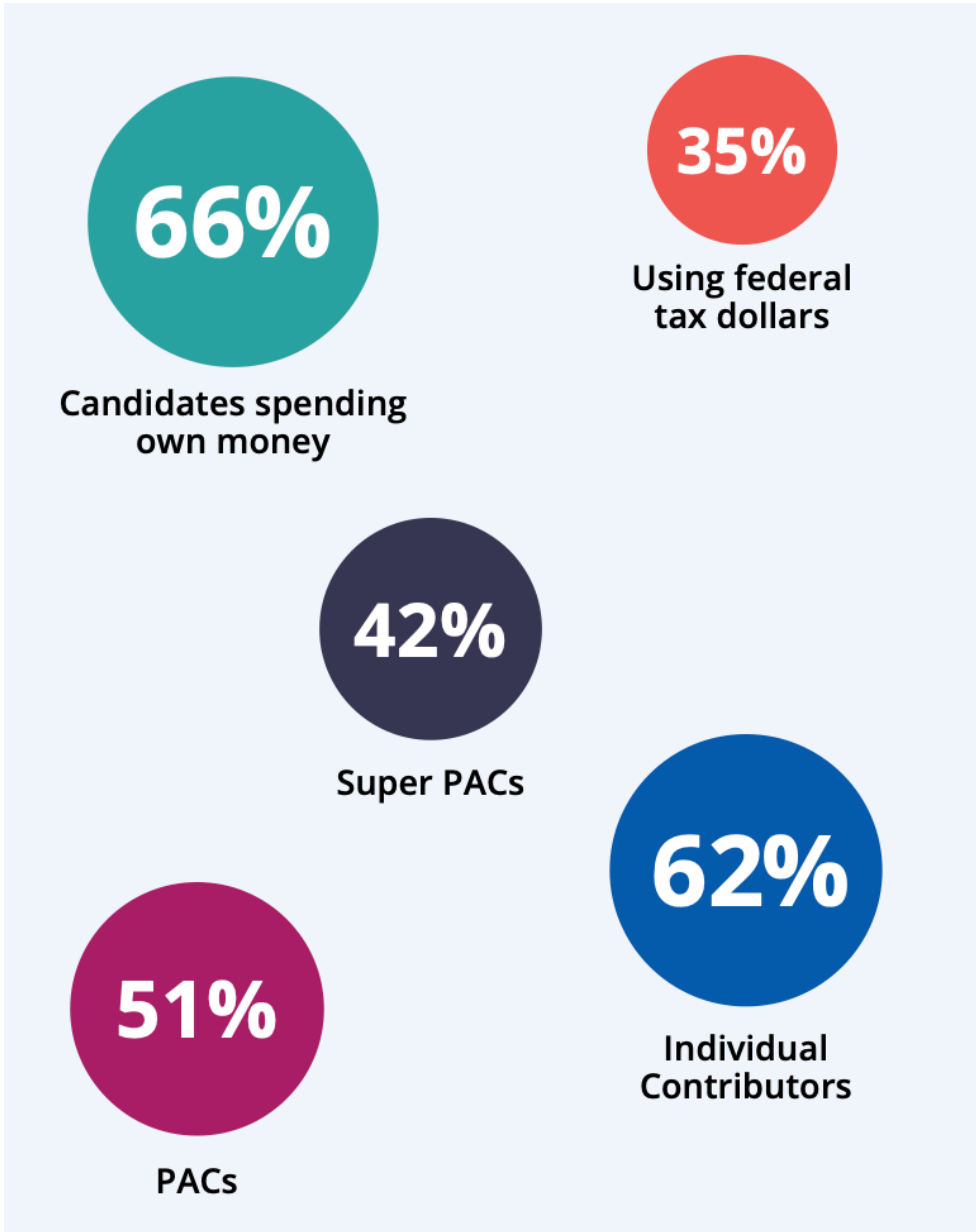
Who Needs More Oversight?

Percentage saying an industry is under-regulated



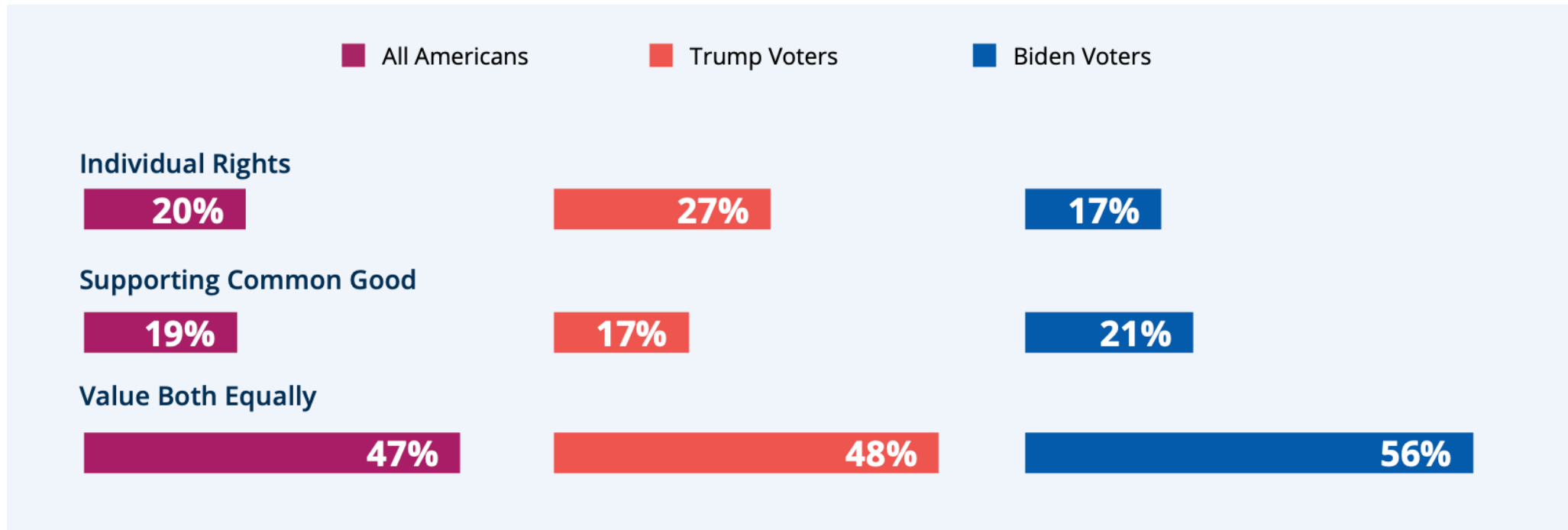
Willingness to Take Forms of Political Action



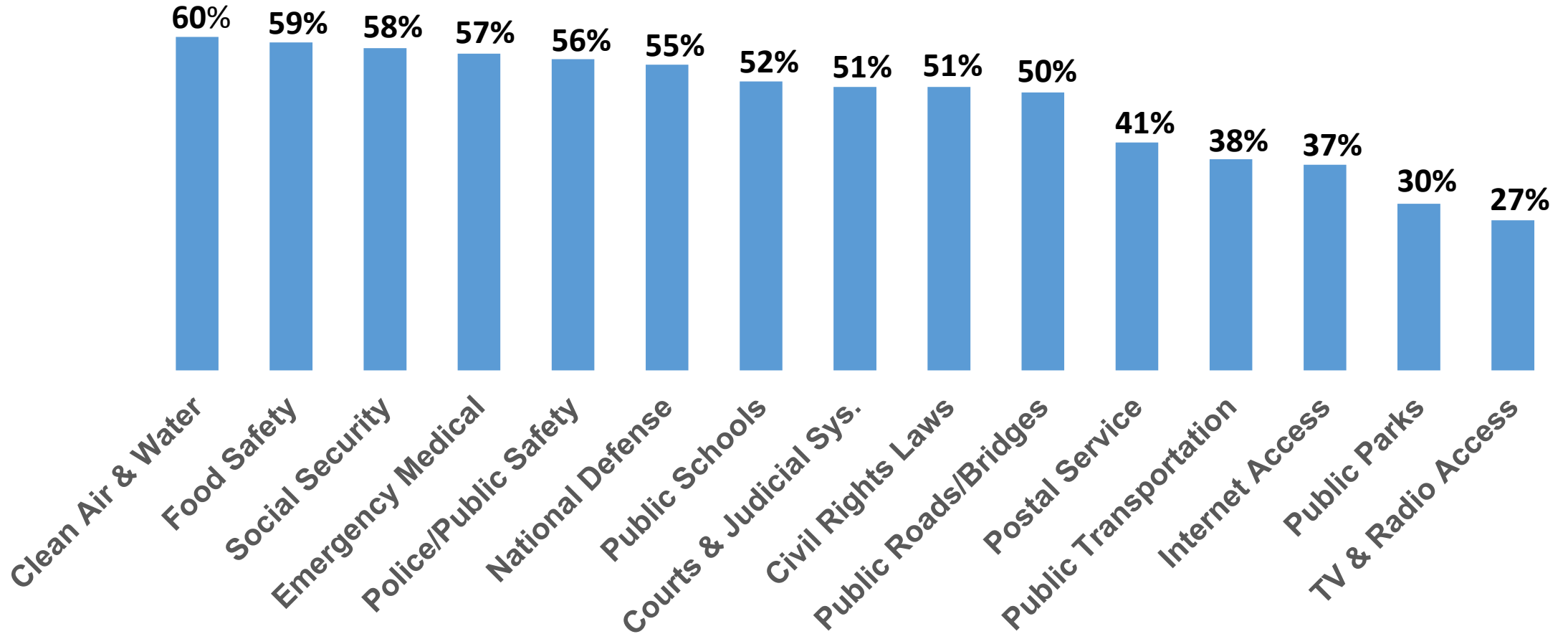


How Should Political Campaigns Be Financed?

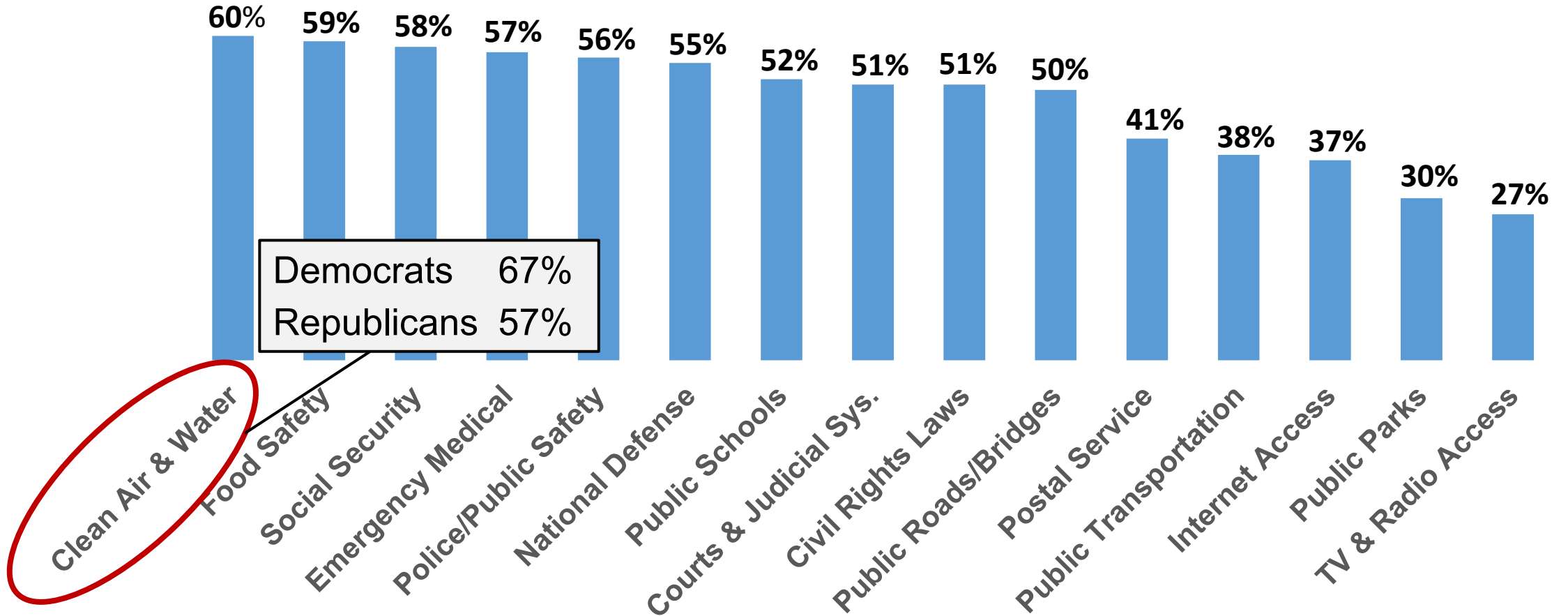
What's More Important: Individual Rights or Supporting the Common Good?



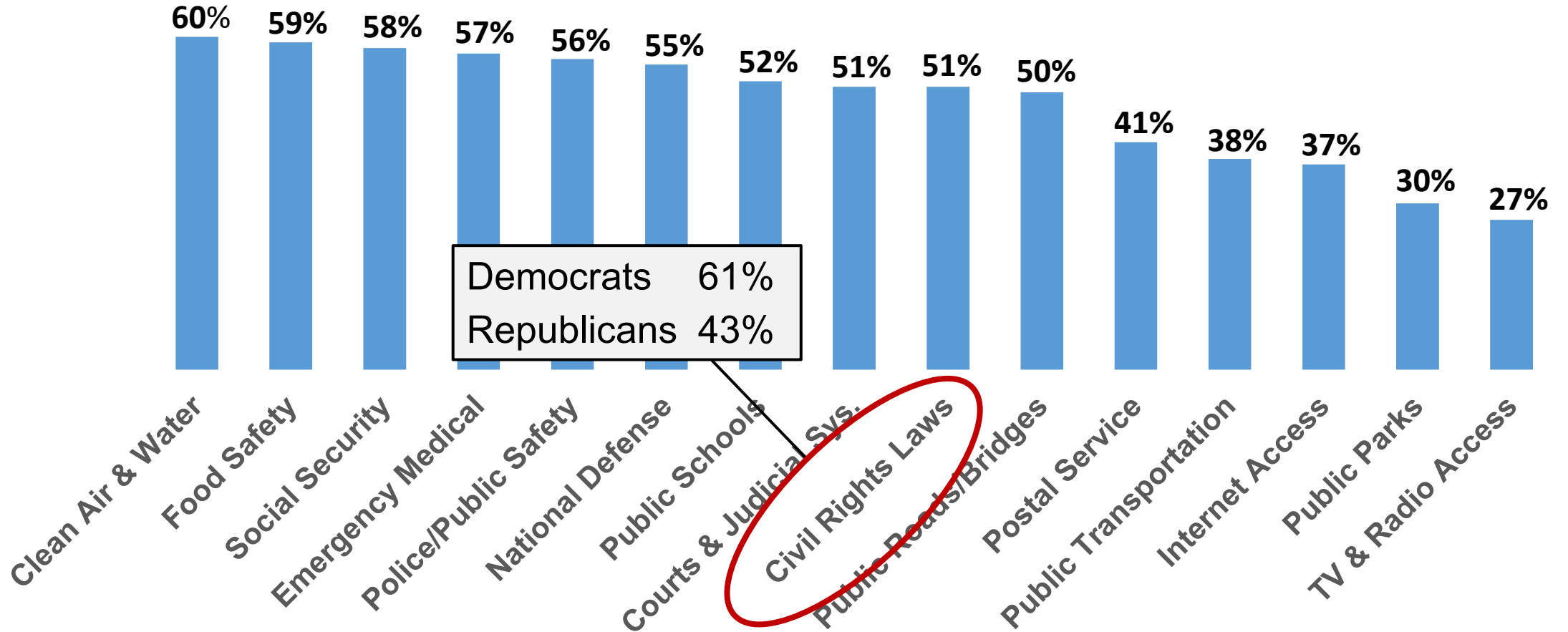
Common Goods Rated as “Very Important”



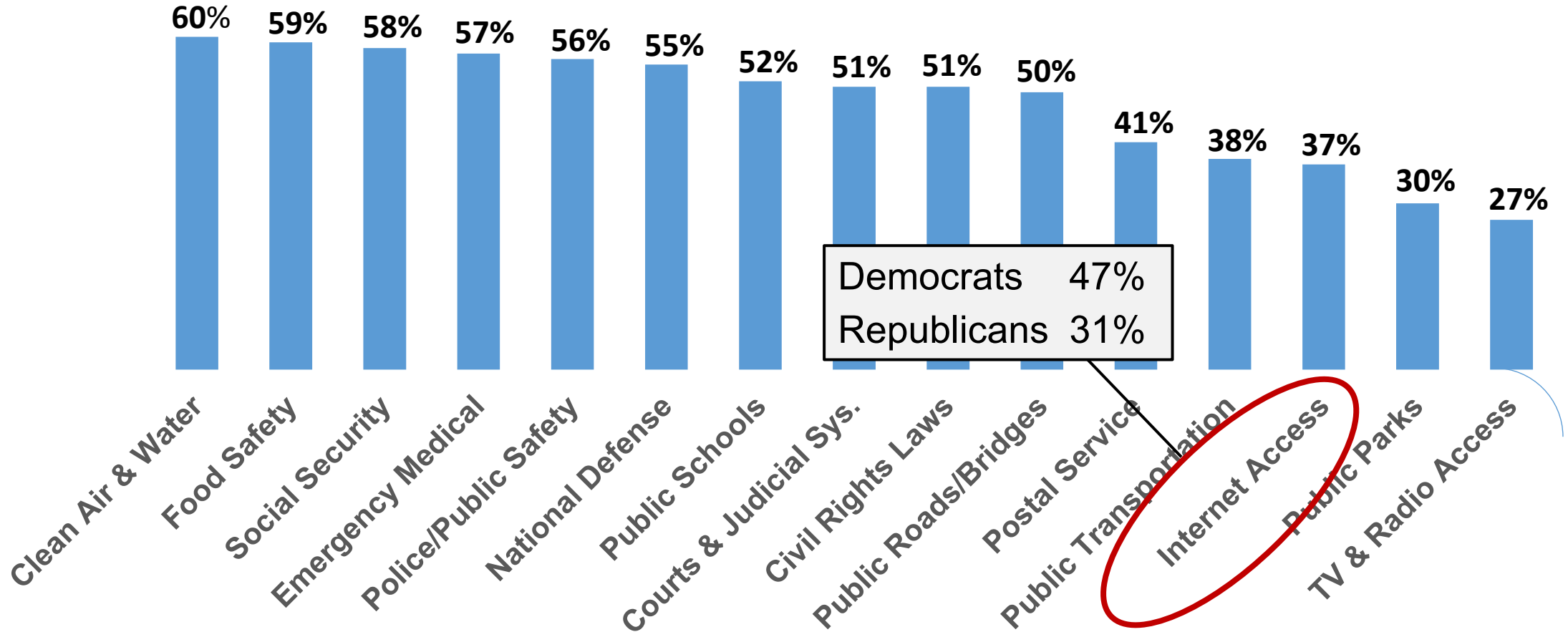
Common Goods Rated as “Very Important”



Common Goods Rated as “Very Important”



Common Goods Rated as “Very Important”



Biggest Surprises in the Data

1. Only 11% of Americans believe **foreign governments** will be a major source of disinformation in the 2024 elections.
2. **Trust levels** improved for each of nine industry sectors.
3. In our political involvement scenario, **34% said they would not take any political action**. Five years ago, only 18% held this opinion.
4. **Clean air/water and food safety** are the highest-rated common goods.
5. More than half of Americans (51%) said **civil rights laws and regulations** are a “very important” common good.



Public Affairs Council

MANAGE YOUR WORLD

Doug Pinkham
dpinkham@pac.org