



Public Affairs
Council

2024 Public Affairs Pulse Survey

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Survey Methodology

- Poll of 2,205 adults conducted online 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

- 2012** Most Americans want major companies to assume public service duties
- 2015** If they were CEO, most people would oppose burdensome regulations
- 2018** Americans are skeptical of CEOs serving on White House commissions
- 2019** Trump's tweets critical of major companies have virtually no impact
- 2020** Democrats, not Republicans, worried more about 2020 election fairness
- 2023** Only 37% of Americans think 2024 elections will be honest and open.

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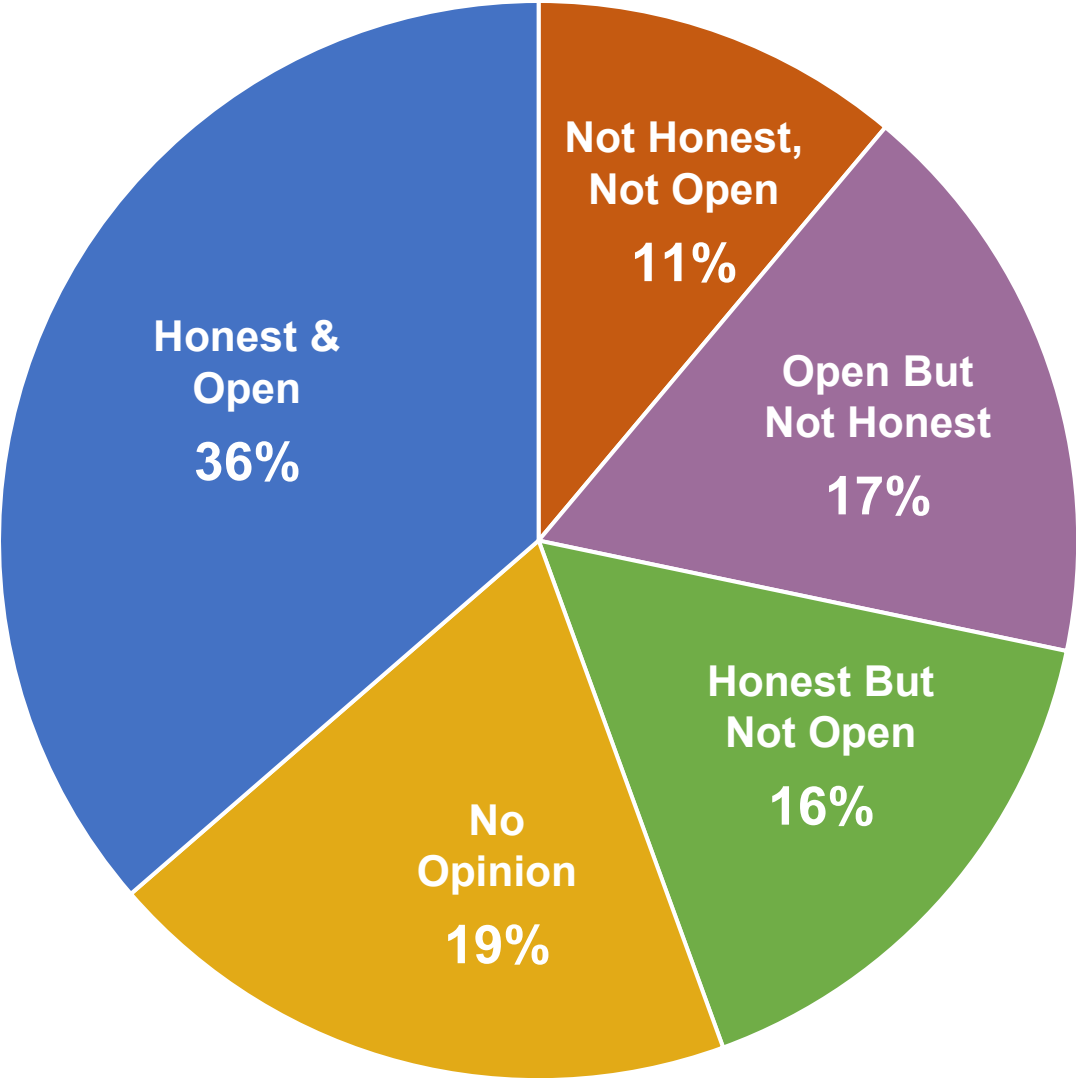
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Perceived Honesty and Openness of 2024 Elections



Major Concerns about Violence

Likelihood of Protests and Violence After 2024 Elections

	Trump Wins	Harris Wins
Protests with significant violence	21%	29%
Protests with moderate violence	20%	20%
Protests with no violence	21%	15%
No major protests	20%	18%
Don't know/no opinion	19%	19%

- Four out of 10 Americans (41%) believe there will be violent protests no matter who wins presidential election
- Nearly half (49%) expect violence if Donald Trump loses.
- Three out of 10 Americans (29%) believe *significant violence* will occur following Kamala Harris victory.
- Overall, more than 60% expect protests if either candidate wins.

What Traits Are We Looking for in U.S. President?

- We asked public to consider 14 leadership traits and designate two as “most important.”
- In first place, by wide margin, is “Truthful,” which was selected by 63%.
- “Truthful” scored above 60% for Democrats, Republicans and independents.
- In second place is “Law-Abiding,” although only 30% picked that trait.

Most Important Presidential Traits by Political Party Affiliation

Democrats	Republicans	Independents
Truthful 65%	Truthful 61%	Truthful 64%
Law-Abiding 38%	Intelligent 32%	Intelligent 27%
Intelligent 29%	Hardworking 29%	Law-Abiding 26%
Respectful 24%	Law-Abiding 22%	Hardworking 23%

Public Most Worried about Disinformation from Republican Candidates

- Sixty-eight percent (68%) believe disinformation will affect outcome of elections, compared with 63% last year.
- “Republican candidates,” with score of 40%, are now considered to be most likely source of disinformation. Last year only 32% were worried about disinformation from GOP candidates.
- Democratic candidates also received worse score for disinformation in 2024 (32%) than in 2023 (28%).

Most Likely Sources of Disinformation in 2024 Elections

	2024	2023
Republican Candidates	40%	32%
News Media	36%	40%
Democratic Candidates	32%	28%
Social Media	27%	42%
Super PACs	17%	20%
Foreign Governments	11%	11%
Major Companies	4%	6%

Most Trusted Sources of Political News and Information

Who is Most Trusted for Political News and Information?

	2024	2023
Friends and Family	67%	68%
Democratic Party	42%	39%
Associations	41%	41%
News Media	40%	41%
Business	39%	43%
Conservative Groups	35%	36%
Republican Party	35%	35%
Social Media	35%	31%
Liberal Groups	32%	33%
Political Campaigns	29%	24%
Super PACs	20%	21%

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	2024	2023
Support environment/ sustainability	66%	61%
Ending hunger and supporting food security	64%	58%
Ending discrimination by race	62%	57%
Ending discrimination by gender	61%	58%
Supporting access to quality education	61%	55%
Expanding human rights	60%	54%
Expanding voting rights	47%	42%
Ending discrimination by sexual orientation	58%	56%
Ending discrimination by gender identity	57%	53%
Increasing affordable housing	55%	51%
Supporting DACA	41%	41%
Supporting legal access to abortions	39%	36%

Support for Social Issue Engagement Increases

- Of 12 issues tested in survey, **11** saw increases in public support for corporate engagement.
- Social causes with largest jumps in public support were efforts to **end hunger, provide access to quality education, and support human rights** (6-point increases)
- Next came actions to protect environment, end racial discrimination and expand voting rights (5-point increases)
- **Approval gaps** between Democrats and Republicans were **huge** (13 – 27 points)

Do We Have a Pro-Business Political Party?

Why Republicans Are Pretending to Hate Corporate America Now

The party of big business starts yelling at big business.

Anti-corporate sentiment in U.S. is now widespread in both parties

Why Big Business Isn't Backing Trump & the GOP

Republicans are in a messy divorce with big business. Democrats could benefit

The GOP-Big Business Divorce Goes Deeper Than You Think

Republicans are falling out of love with America Inc

Which party is most aligned with big business?

Let's Examine the Evidence

Findings

- 57% consider GOP more pro-business
- 69% of Democrats say their party is pro-business while 75% of GOP say they are pro-business
- By score of 55% – 48%, Republicans have more favorable view of major companies
- Republicans more critical of how well companies provide services and create jobs
- Republicans more distrustful of major companies in all nine sectors tested
- Democrats far more supportive of major companies engaging in social issues

GOP

Dems



Let's Examine the Evidence

Findings

- Even when many Americans think industry is underregulated, Republicans often are satisfied with current scheme or may even consider that industry overregulated.
- Democrats take opposite stance — they consistently believe sector is more in need of regulation than does average American.

GOP

Dems



Who Needs More Oversight?

	2024	2023
Pharmaceuticals	40%	37%
Health Insurance	37%	34%
Energy	33%	30%
Tech	31%	31%
Banks and Financial Institutions	29%	28%
Food and Beverage	27%	21%
Manufacturing	26%	23%
Large Retail	26%	23%
Automobiles	24%	21%

- Public appetite for more regulation increased in 8 out of 9 sectors
- For 8th straight year, Pharmaceuticals was not only industry considered most in need of regulation; it was also industry considered most untrustworthy.
- Also, for 8th straight year, Health Insurance was right behind Pharmaceuticals in both categories.

How Americans View Lobbying

- Public acceptance of corporate advocacy depends on its purpose.
- Most acceptable form is lobbying that would protect company jobs — but support for this reason dropped 8 points in past five years.
- In second place was lobbying to create level playing field with competitors.
- In third place was lobbying to support social causes.

Approval Levels for Different Types of Lobbying

	2024	2019
Protecting company jobs	54%	62%
Creating a level playing field	50%	54%
Supporting social causes	49%	53%
Opening new markets	45%	48%
Reducing business costs	45%	47%
Securing government funding or grants	39%	38%

63%

Candidate Spending
Own Money

37%

Using Federal
Tax Dollars

45%

Super PACs

57%

PACs

62%

Individual
Contributions

How Should Political Campaigns Be Financed?

PACs Are Rising in Popularity

- Over past decade, candidates self-funding their campaigns has consistently been most acceptable financing method — and public financing of campaigns has consistently been least acceptable method.
- Public support for PACs rose by 6 percentage points in past 12 months.
- 61% of Democrats (!) and 60% of Republicans now support PACs.
- Only 16% of Democrats and 18% of Republicans believe PACs should not be source of campaign funding.
- Support is especially strong among male Democrats, of which 65% are pro-PAC.
- Backing for PACs is strong among all age groups including those aged 18-34 (55%) and 35-44 (56%).

Biggest Surprises in the Data

1. Forty-one percent (41%) **expect violence** even if Trump wins.
2. Like last year, only 11% of Americans believe **foreign governments** are major source of disinformation in 2024 elections.
3. **Democratic Party** considered more trustworthy source of political news than news media, while Republican Party considered greater source of disinformation than social media.
4. **Trust levels decreased** for all 9 industry sectors after increasing for same 9 sectors last year.
5. Everyone loves **PACs**.



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