

Corporate Engagement in a New Policy Era

Pulse Survey Findings on what Americans Expect and How to Respond



Laura Horsley

Vice President, Strategic
Communications & Marketing



Lisa Kiefer

Chief Revenue Officer,
Head of Research
Morning Consult

How This Helps You Do Your Job Better

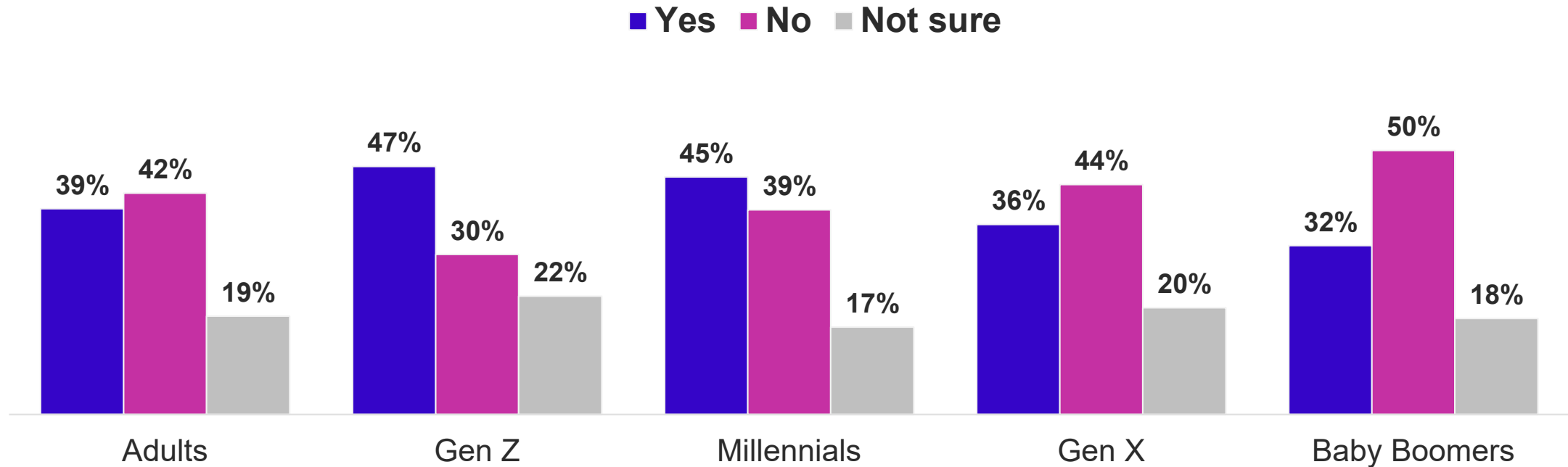
- 1** Identify **where engagement is expected vs. risky**
- 2** Understand **who is most receptive (and it may surprise you)**
- 3** Tailor messaging across **party AND generation**
- 4** Communicate in ways that highlight **the economic impact**



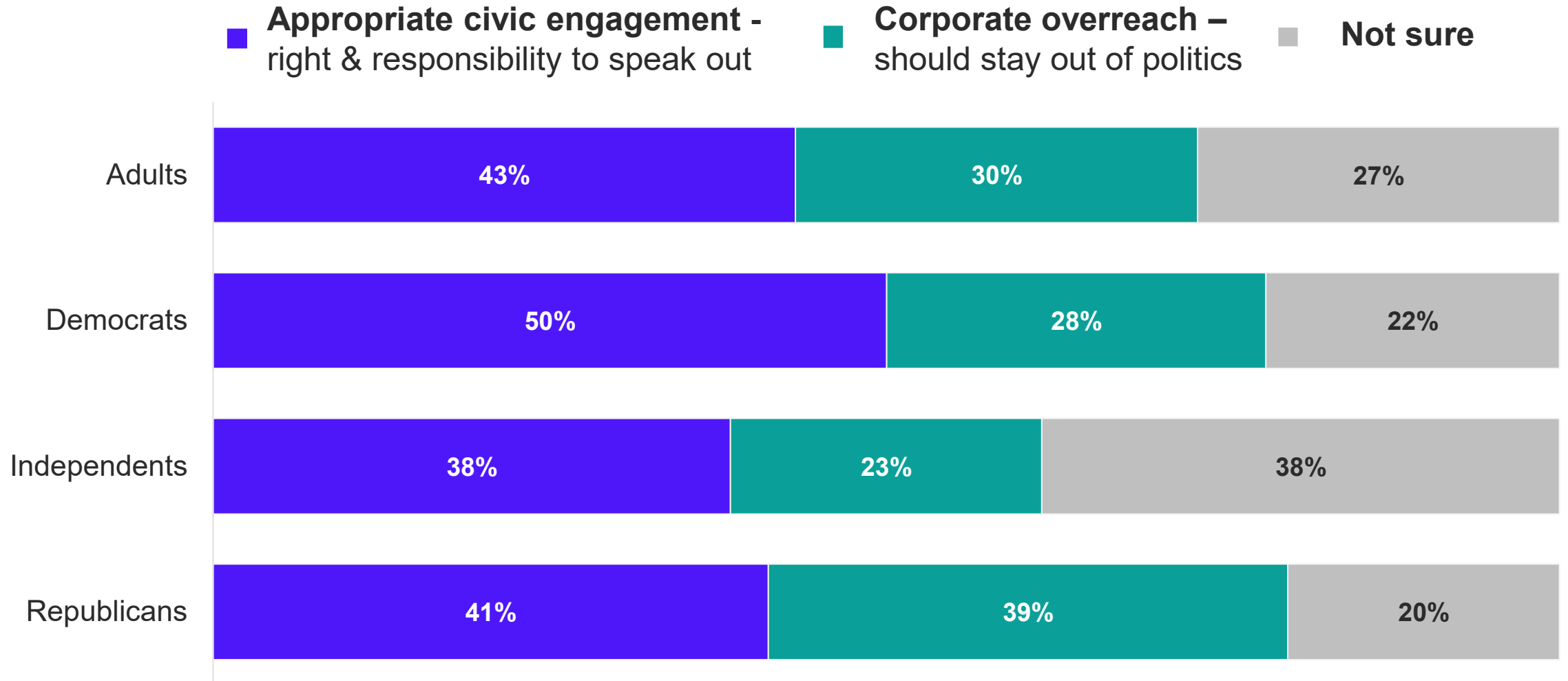
Bottom line: Knowing which issues the public and your stakeholders care about

The Visibility Gap is the Real Risk

Seen or Heard Public Business Response to Policy Changes



Speaking Out on Federal Policy Carries Less Risk Than You Think

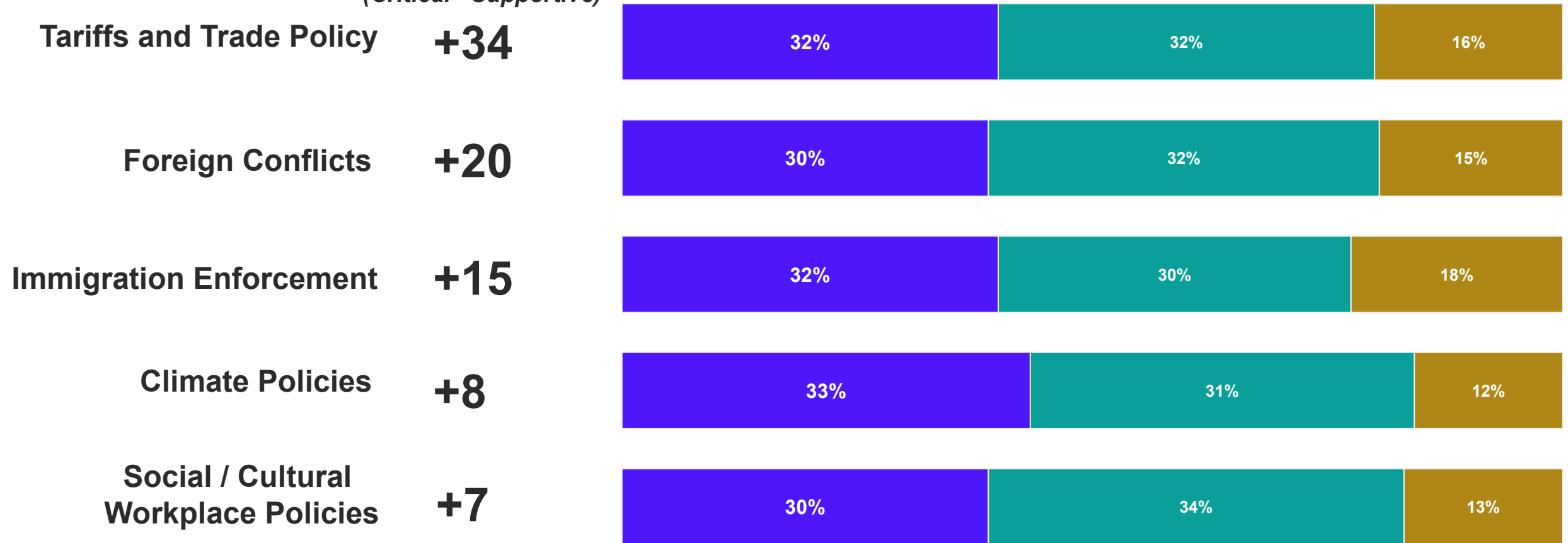


Issue Strategy Should Reflect Audience Reality

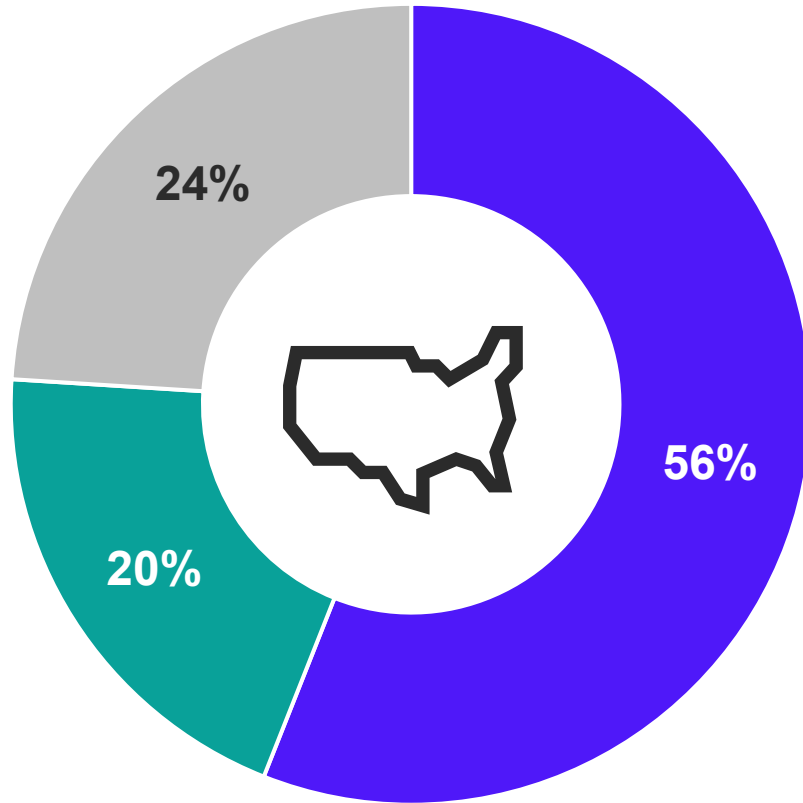
Level of Business Response

■ Too Little ■ Right amount ■ Too Much

*NET Critical
(Critical - Supportive)*

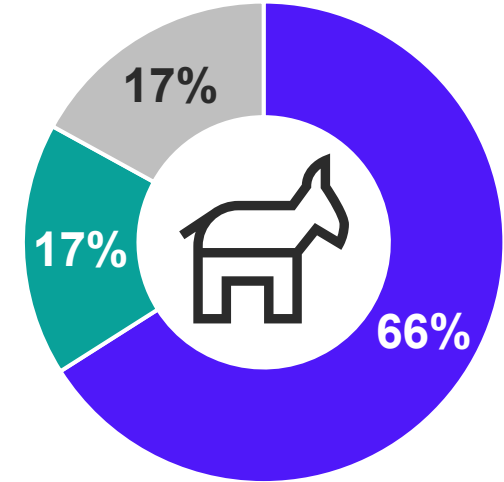


Businesses Should Maintain Climate Commitments

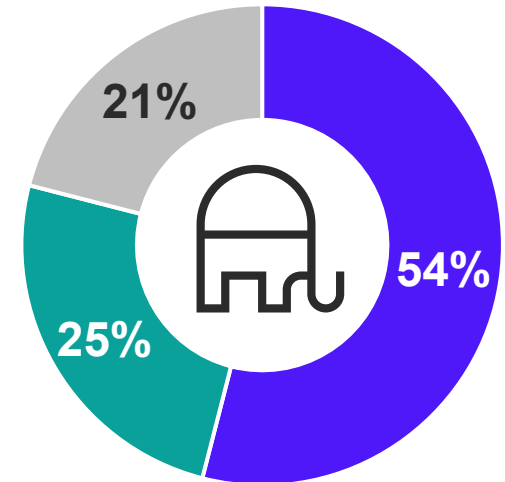


- Yes
- No
- Not sure

Democrats

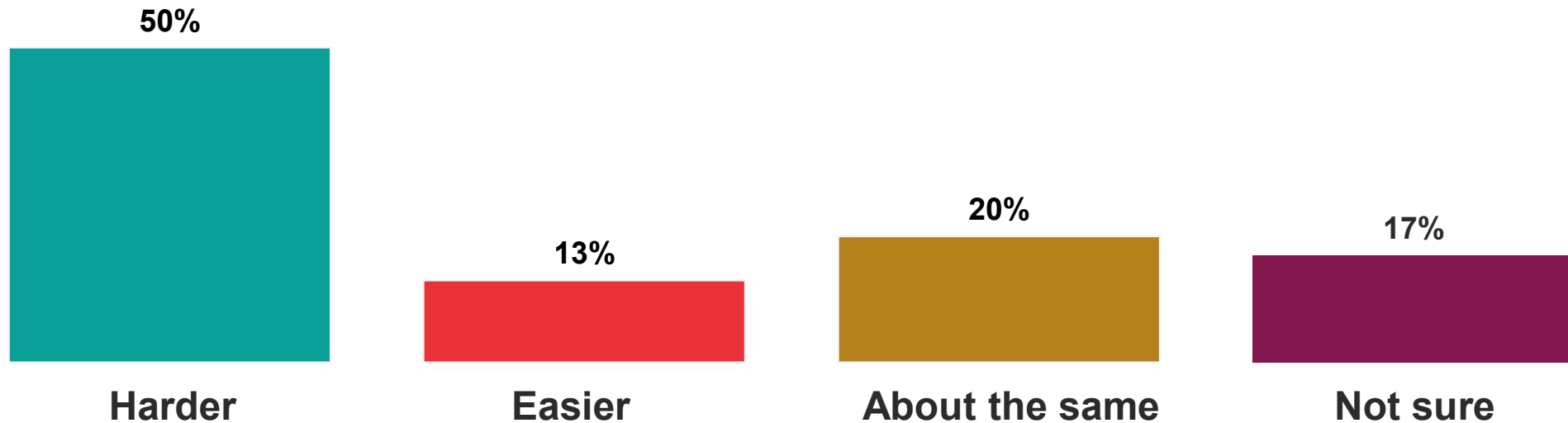


Republicans



Foreign Policy Shifts Are Making Global Business Harder

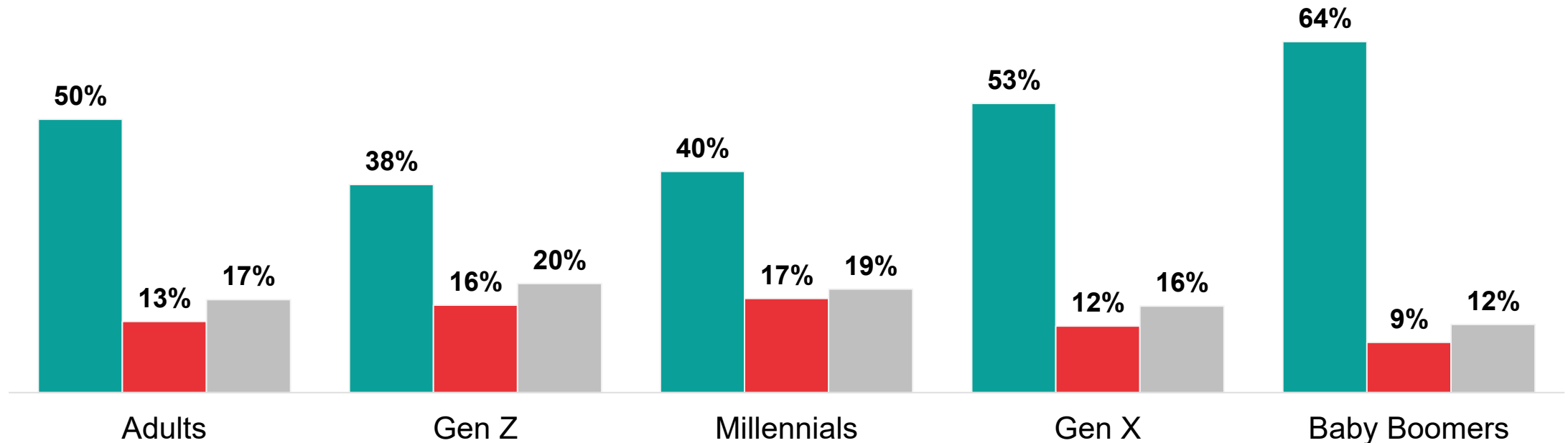
Global Business: Harder or Easier given recent U.S. Foreign Policy?



Foreign Policy Impacts: Older Americans See the Risk — Younger Don't

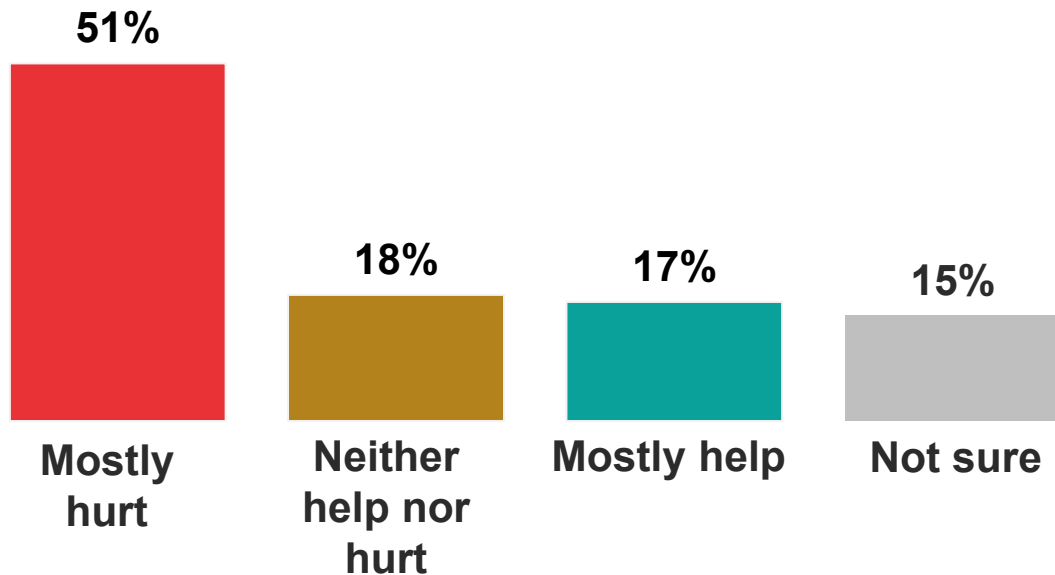
Global Business: Harder or Easier given recent U.S. Foreign Policy?

■ Harder (Much+ Somewhat) ■ Easier (Much + Somewhat) ■ Not sure



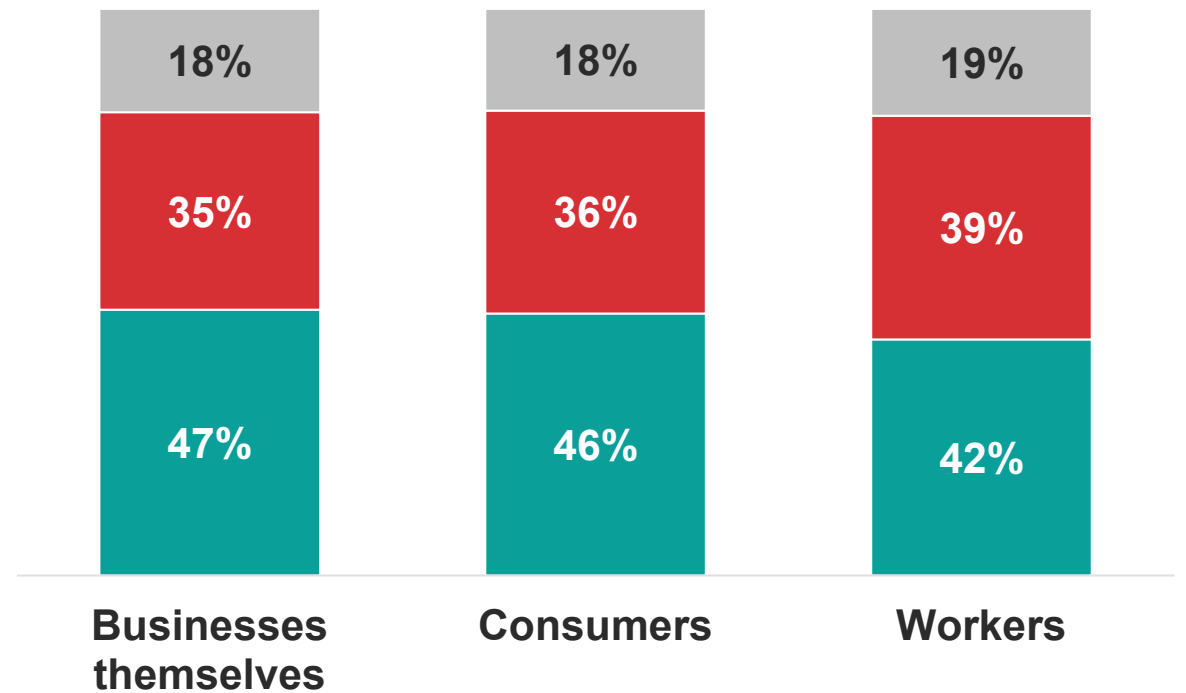
Economic Framing Resonates on Foreign Conflicts – and There’s Further Opportunity with Tariffs

Iran Conflict: Mostly helped or mostly hurt the U.S. economy?



How Businesses Have Communicated Tariff Impact

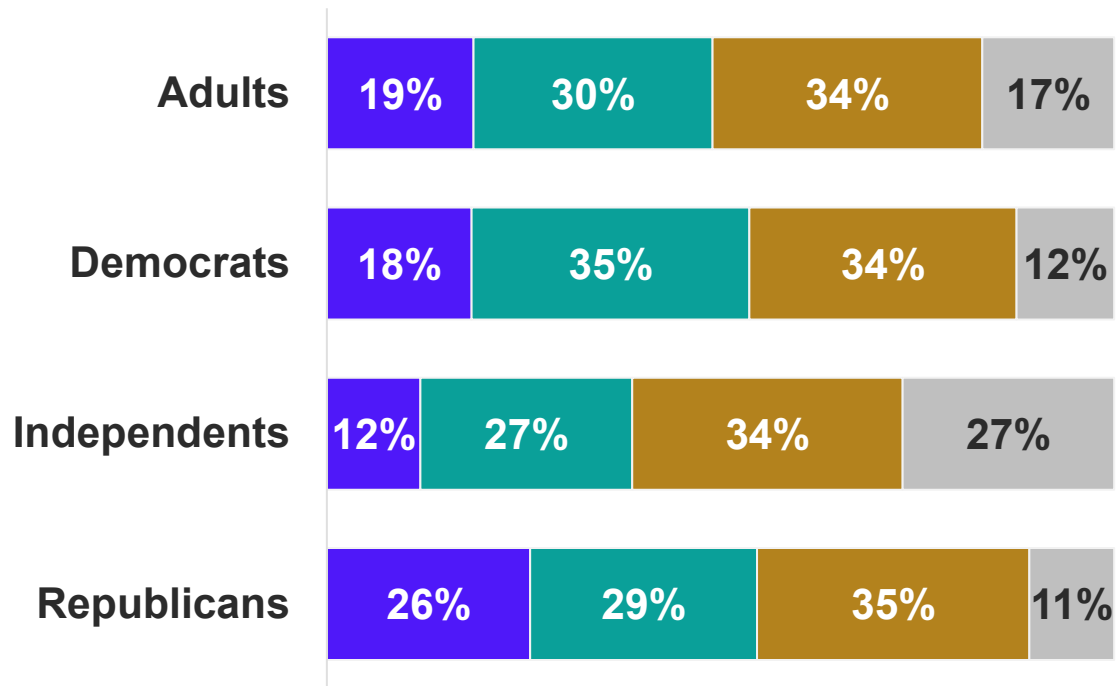
■ Clearly (Very + Somewhat) ■ Not clearly (Very + Somewhat) ■ Not sure



Immigration & Social Issues: Where Strategy Matters Most

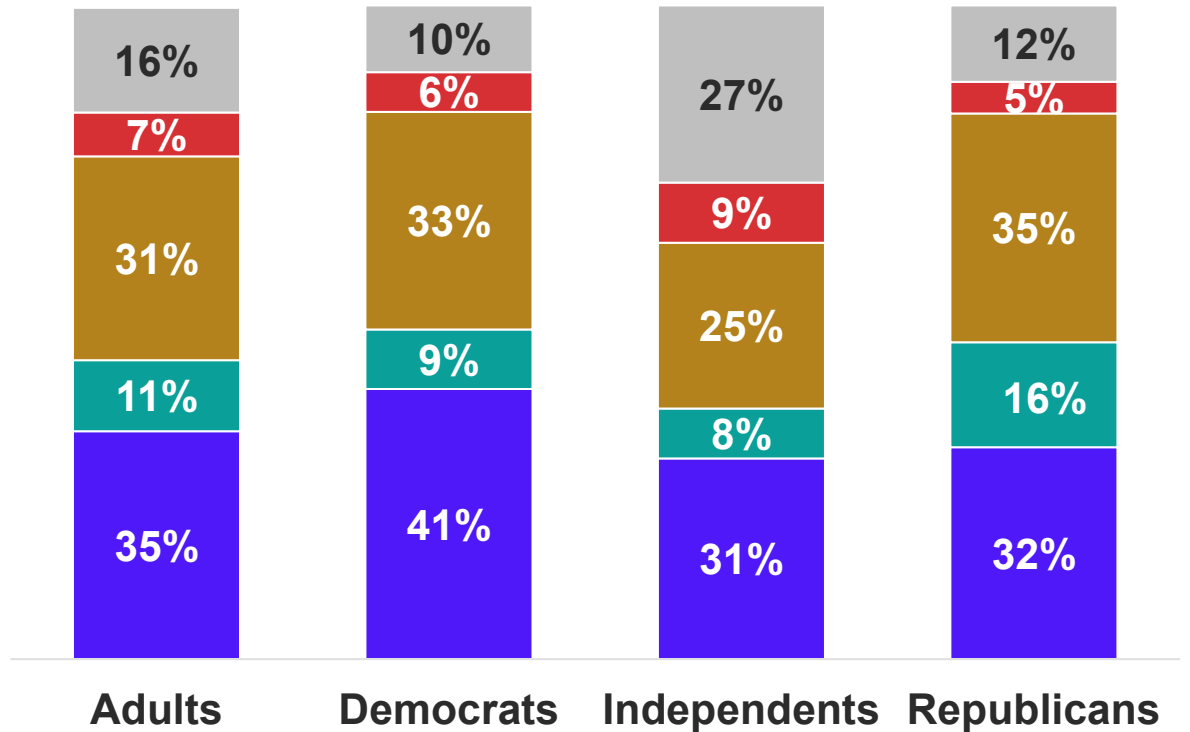
Setting Workplace & Social Policies

- Government should set the standards businesses follow
- Businesses should be free to set their own workplace policies
- It depends on the issue
- Not sure



Immigration Response Motivations

- Mostly economic interests
- Mostly social values
- Both equally
- Neither
- Not sure



3 Takeaways for More Effective Engagement

- 1** Businesses should continue to speak up for them themselves and their clients – the public supports it. Stick to your core commitments.
- 2** You may be talking. but who's listening? Pay attention to the unsure/it depends – it matters. Focus on pursuable audiences.
- 3** “It’s the economy stupid” remains true today more than ever.



Public Affairs Council