What Americans Think About Business

Public Affairs Pulse 2018 Research

Oct. 29, 2018



How We Got These Numbers

- Poll conducted August 27-29, 2018, by Morning Consult, a nonpartisan digital media and survey research company
- Online survey of 2,202 adults
- Margin of error: +/- 2%
- Survey Report: <u>https://pac.org/public-</u> <u>affairs-pulse-survey</u>



Research Highlights: 2011-2017

• 2011 Young Americans like big companies.

2012 People more likely to give positive feedback online.

 2013 Untrustworthy industries seem under-regulated.

 2014 Social media has limited impact on opinions of business.



Research Highlights: 2011-2017 (cont.)

 2015
 Public supports lobbying for business reasons.

• 2016

Employees expect firms to be engaged in social issues.

• 2017

Many oppose CEO service on advisory committees.





Topics We Addressed This Year

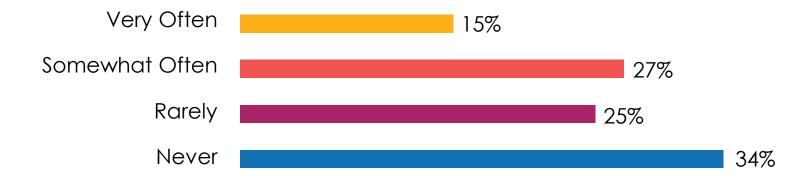
- Trump's Tweets
- Sources of Political News
- Large and Small Businesses
- Foreign Companies
- Trust in Different Industries
- Trust in Government
- Regulation
- Lobbying
- Campaign Finance



Do Trump's Tweets Have an Impact?

Nearly 60% Rarely or Never Read Trump's Tweets

How often do you read President Trump's tweets either directly from Twitter or as reported in the news media?

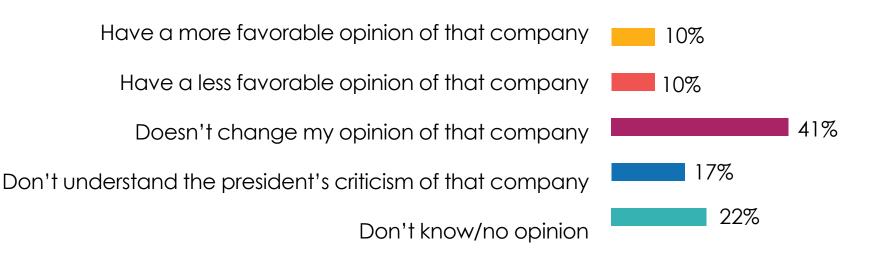




Do Trump's Tweets Have an Impact?

How Americans React to Negative Tweets About Companies

When President Trump criticizes a specific company by name in a tweet, what is your most common reaction?





Whom Do People Trust for Political News?

Friends and family	71%			18%	10%	
The news media	46%		43%		11%	
Trade/professional associations	45%		36%		19%	
Businesses	44%	44%			16%	
Democratic Party	39%		48%		13%	
Conservative groups	35%		50%		15%	
Republican Party	35%	53%			13%	
Liberal groups	30%	55%			15%	
Social media	31%		58%		11%	
Candidate political campaigns	24%		60%		15%	
Political groups like super PACs	17%	6	1%	23	3%	

Trust (a lot/some)

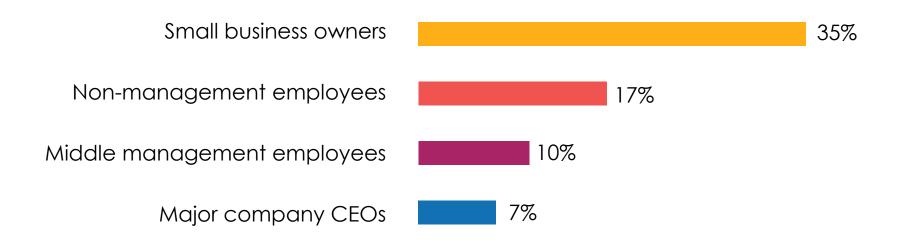
Don't trust (not too much/none)

Don't know/no opinion



How Do Americans View Business? Honesty and Ethics of Business People

Who has high standards for ethics and honesty?





How Do Americans View Business? How Attitudes about Business Are Formed

What affects your opinions of businesses?





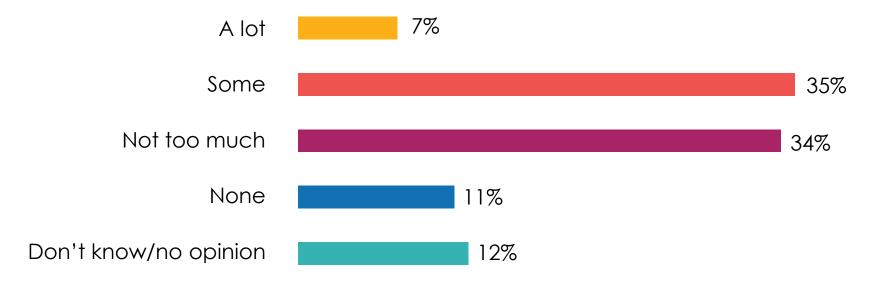
How Do Americans View Foreign Firms? Opinions of U.S. vs. Foreign Companies





Which Industries Do Americans Trust?

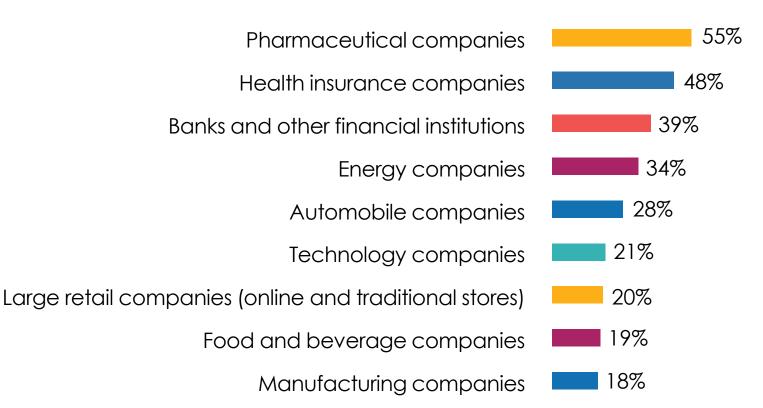
Confidence in Ethics of Major Companies





Which Industries Do Americans Trust?

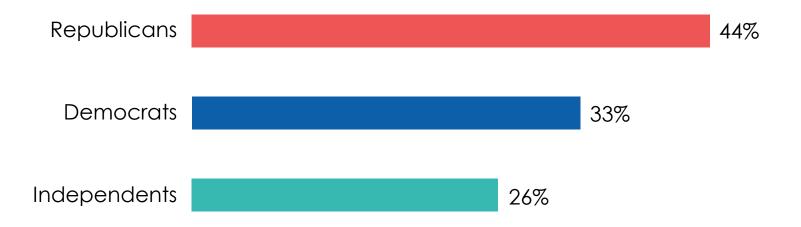
Percentage Saying an Industry is Less Trustworthy Than Average





How Do Americans View Government?

Favorability of Federal Government







Confidence in Federal Government to Solve Problems





What Does the Public Think About Regulation?

Value of Business Regulation









Who Needs More Oversight?

Percentage Saying an Industry Has Too Little Regulation

Pharmaceutical companies	48%
Health insurance companies	41%
Banks and other financial institutions	36%
Energy companies	35%
Technology companies	23%
Food and beverage companies	23%
Automobile companies	22%
Manufacturing companies	19%
Business in general	19%
retail companies (online and traditional stores)	18%



Large

When is Lobbying an Acceptable Practice?

56%	18%	26%
51%	21%	28%
50%	19%	31%
5078	17/0	J 1 /0
45%	24%	31%
44%	25%	31%
38%	32%	30%
0070		00/0

Protecting jobs at the company

Supporting social causes

Creating a level playing field with competitors here and around the world

Opening new markets for the company

Reducing business costs

Securing government funding or grants

Yes, this is acceptable form of lobbying

No, this is not acceptable form of lobbying

Don't know/no opinion



WHAT AMERICANS THINK ABOUT BUSINESS

How Should Campaigns be Financed?

What level of funding for political campaigns should come from the following sources?

Candidates spending their own money	70	%	<mark>9%</mark> 21%	
Contributions from individual citizens	65%	6	13% 22%	
Contributions from political action committees	52%	23%	<mark>6 25</mark> %	
Contributions from super PACs	37%	30%	33%	
Using federal tax dollars	29 %	49 %	22%	
Major/minor source Not a source	Don't kn	ow/no opir	nion	



WHAT AMERICANS THINK ABOUT BUSINESS

Top 10 Findings from 2018 Pulse Survey

- **10.** Only 1 in 3 Americans has a favorable opinion of the federal government.
- 9. Favorability and trust of major companies continue to fall.
- 8. Most everyone agrees that public financing of elections is a bad idea.
- 7. Media, businesses and associations are almost equally trusted as sources of political news.
- 6. Tech firms are experiencing fall from grace in public trust and face rising regulatory risk.



Top 10 Findings from 2018 Pulse Survey

- 5. Republicans and Democrats agree on how to fund political campaigns.
- 4. Democrats are more likely than Republicans or Independents to read Trump's tweets.
- **3.** Fewer than 1 in 3 Americans trust social media for political news.
- 2. Public support for regulation is increasing.
- 1. Companies criticized by Trump shouldn't overreact.





pac.org/public-affairs-pulse-survey





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