



# What Americans Think About Business

Public Affairs Pulse 2018 Research

Oct. 29, 2018



Public Affairs  
Council

# 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:  
<https://pac.org/public-affairs-pulse-survey>

# 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.



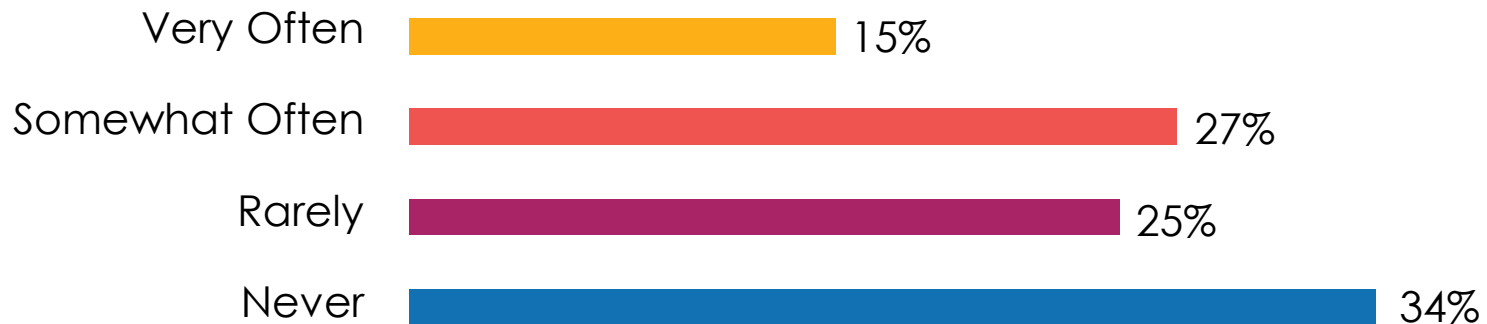
# Topics We Addressed This Year

- 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**

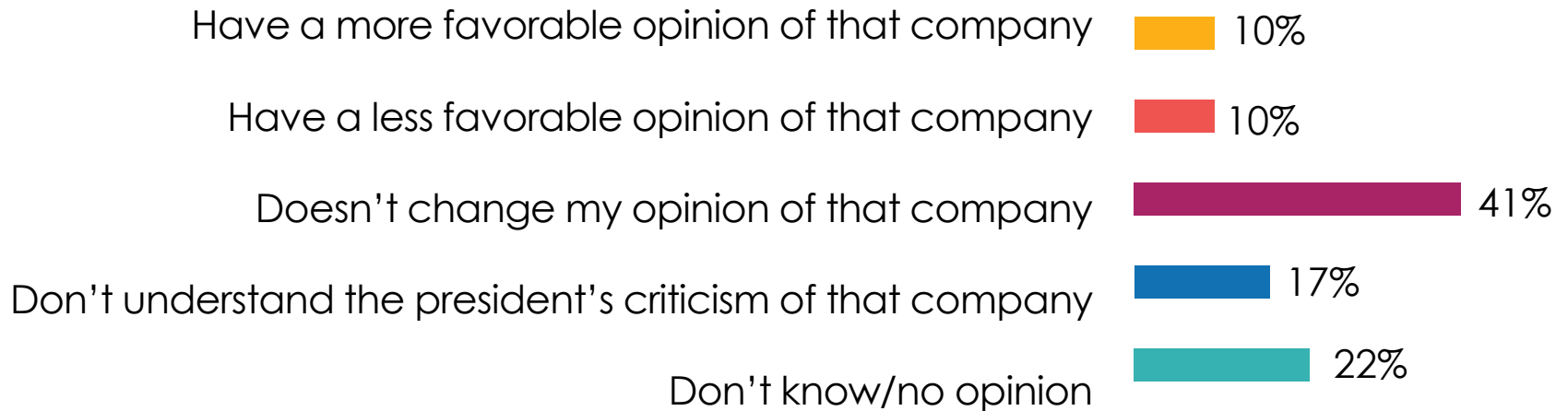
*How often do you read President Trump's tweets either directly from Twitter or as reported in the news media?*



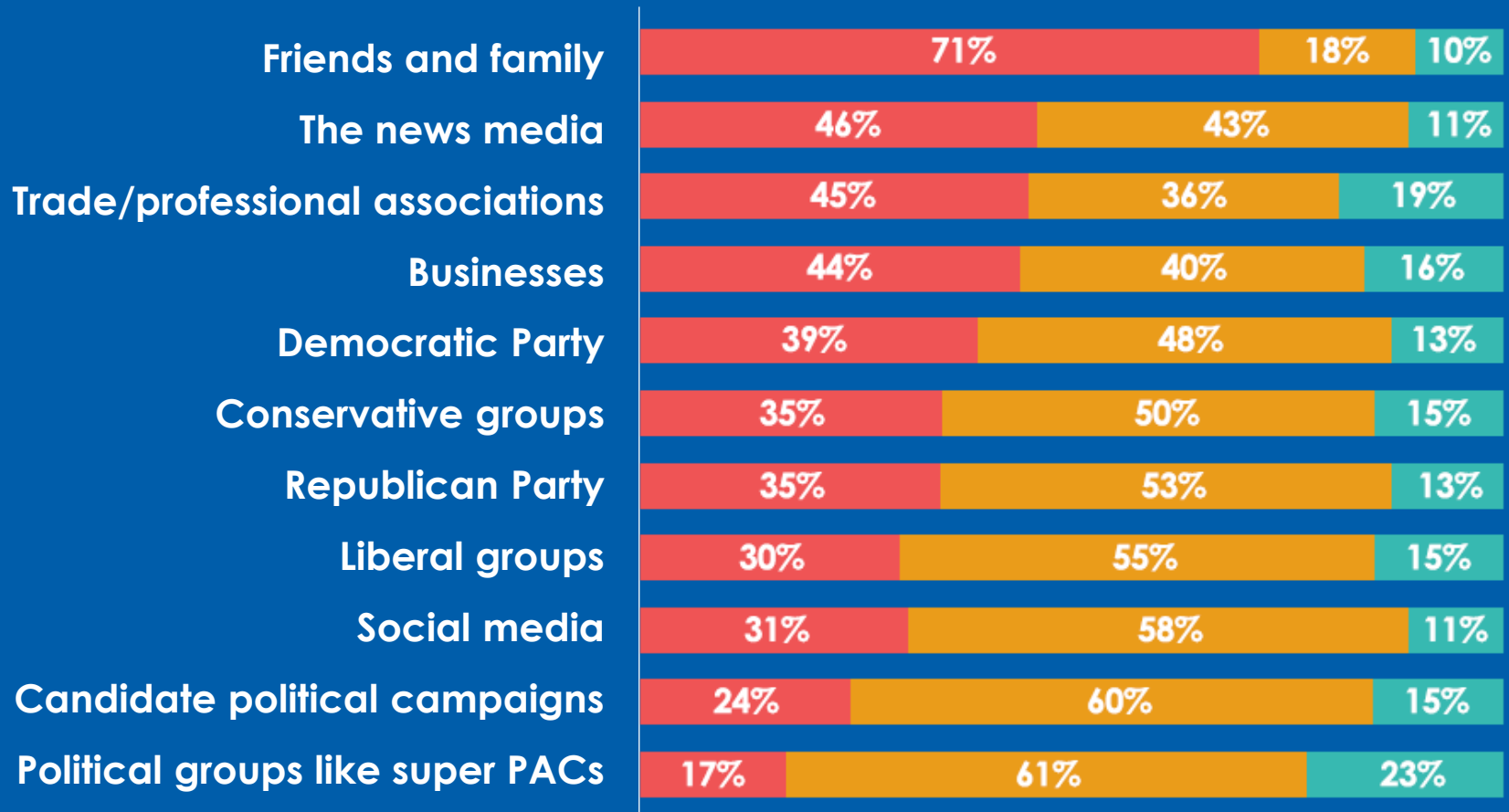
# Do Trump's Tweets Have an Impact?

## 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?

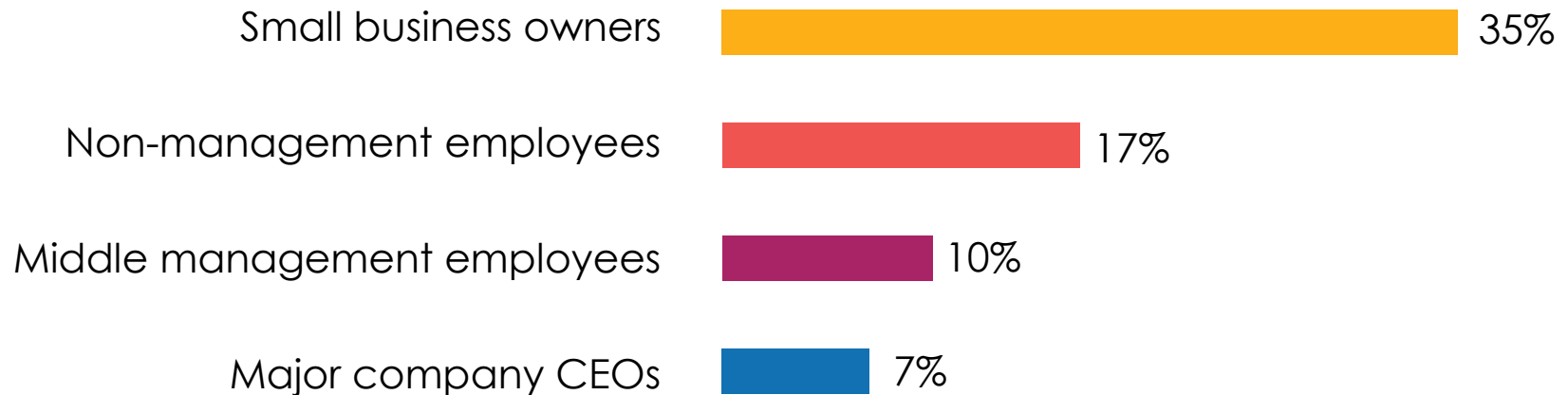


■ Trust (a lot/some) ■ Don't trust (not too much/none) ■ Don't know/no opinion

# 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?*



**64%**

Customer  
Experience



**58%**

News

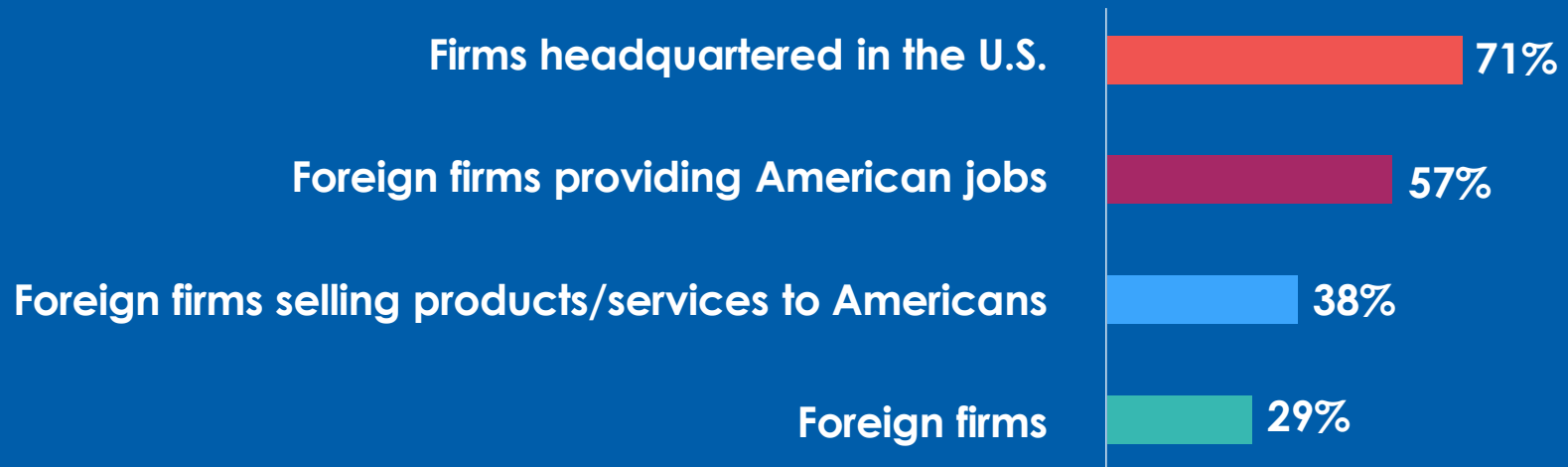


**57%**

Internet

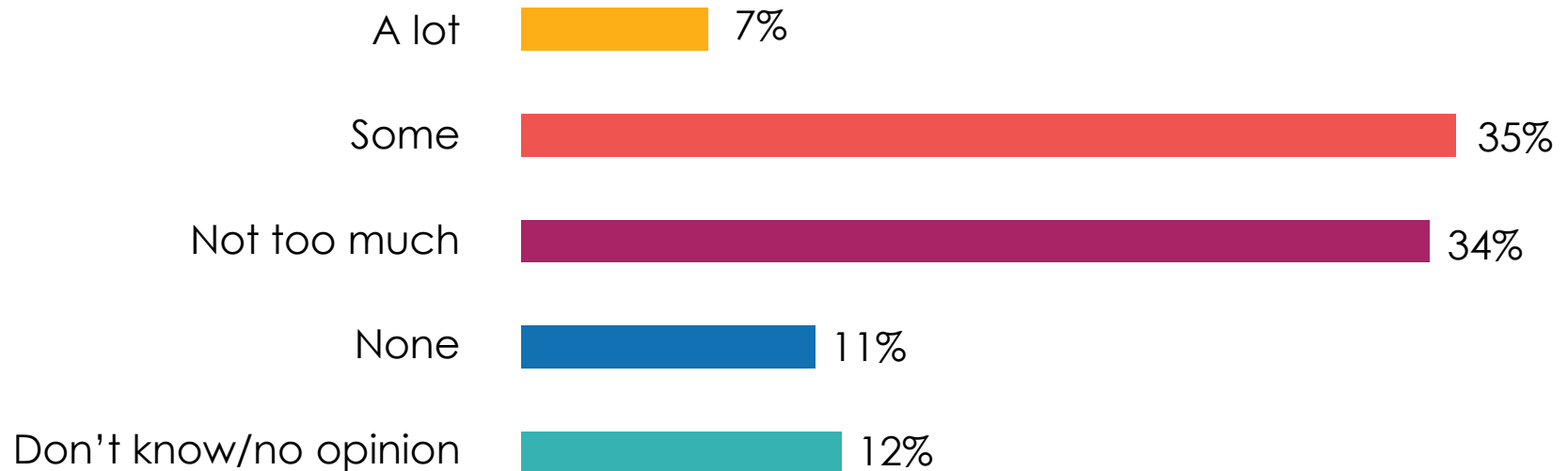
# How Do Americans View Foreign Firms?

## 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



# How Do Americans View Government?

## Confidence in Federal Government to Solve Problems



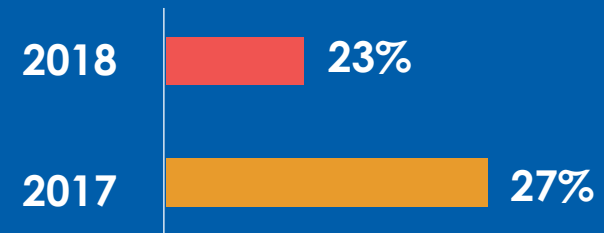
# What Does the Public Think About Regulation?

## Value of Business Regulation

### Necessary To Protect Public Interest

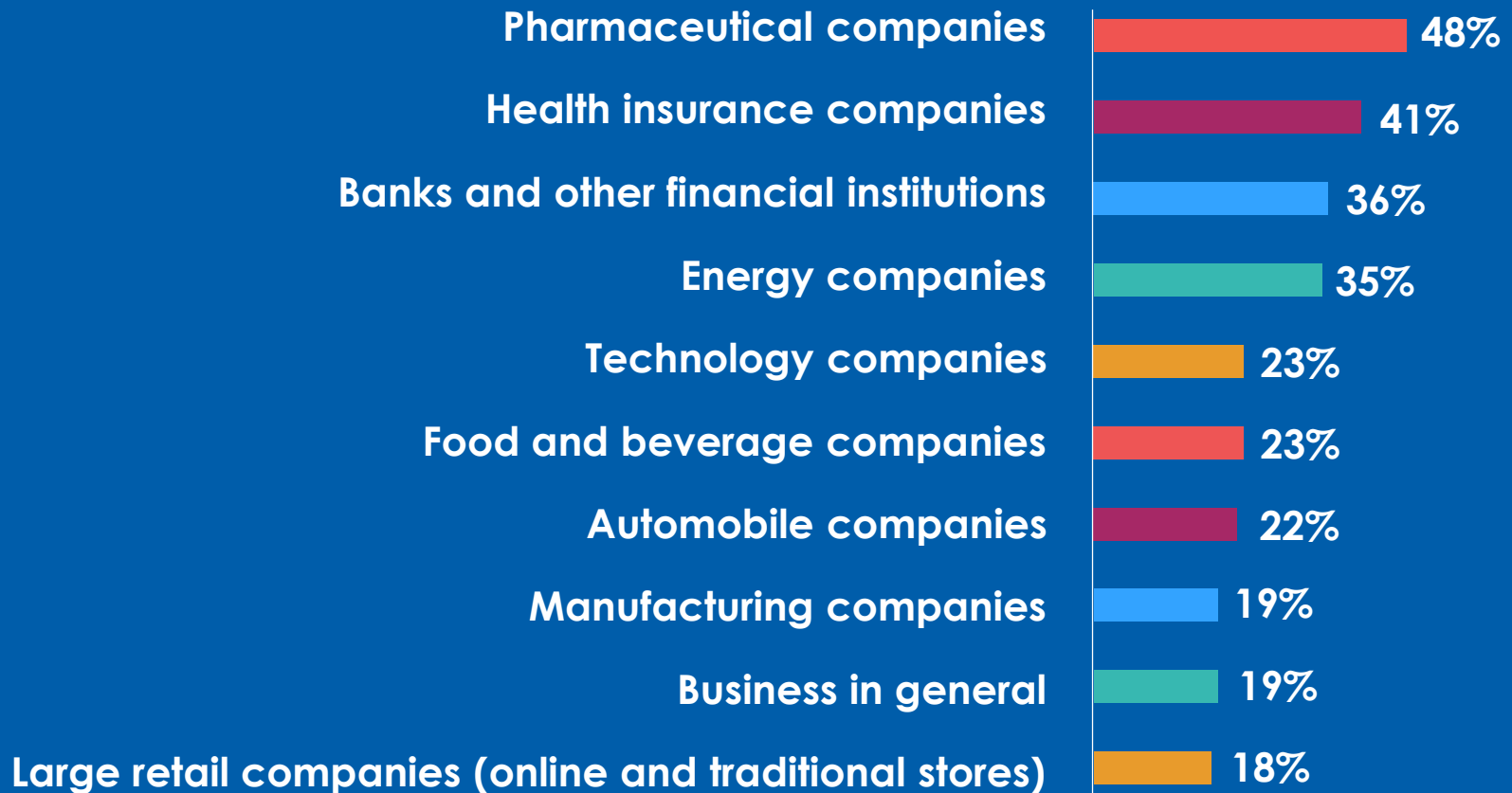


### Does More Harm Than Good

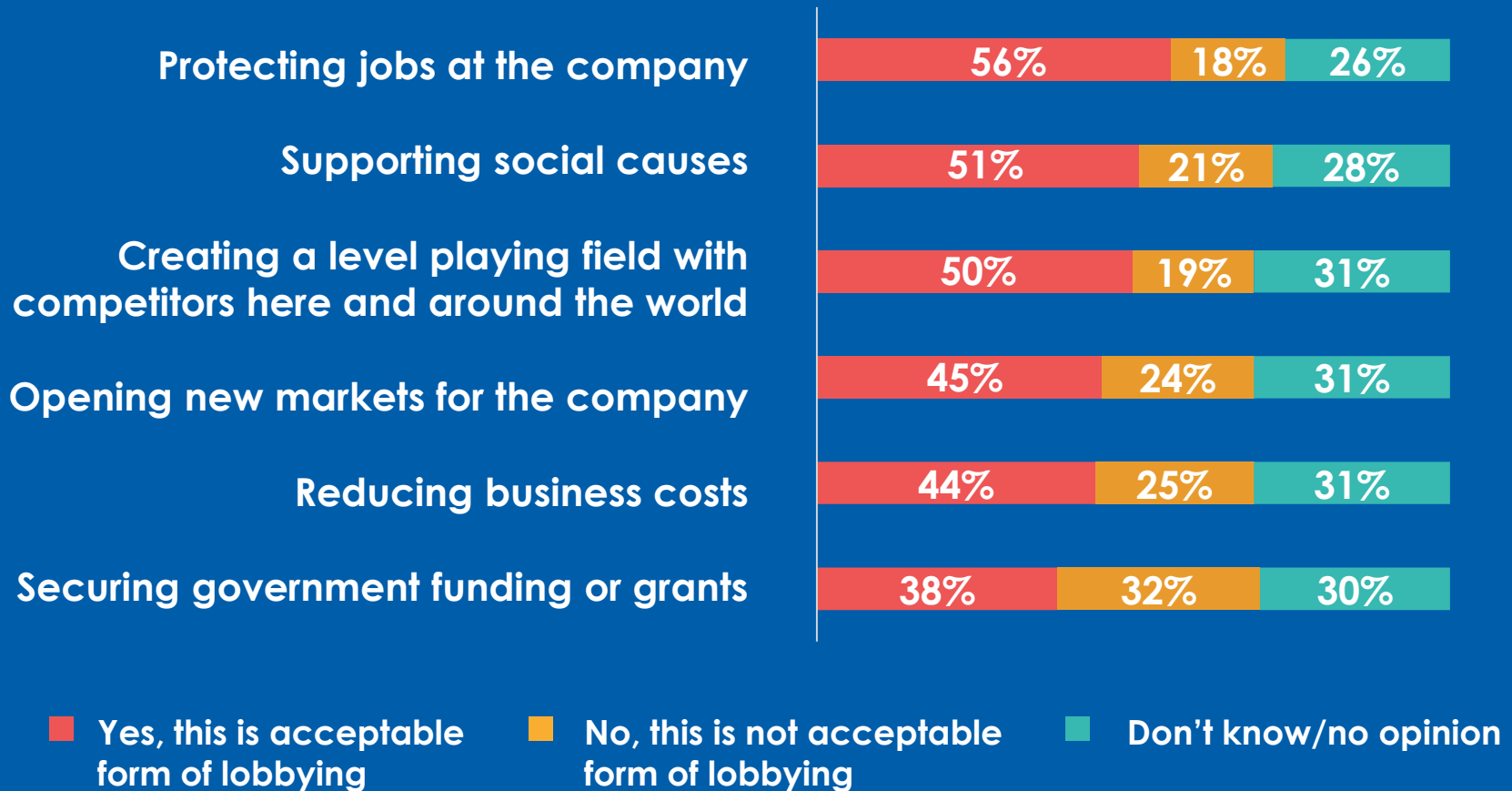


# Who Needs More Oversight?

Percentage Saying an Industry Has Too Little Regulation

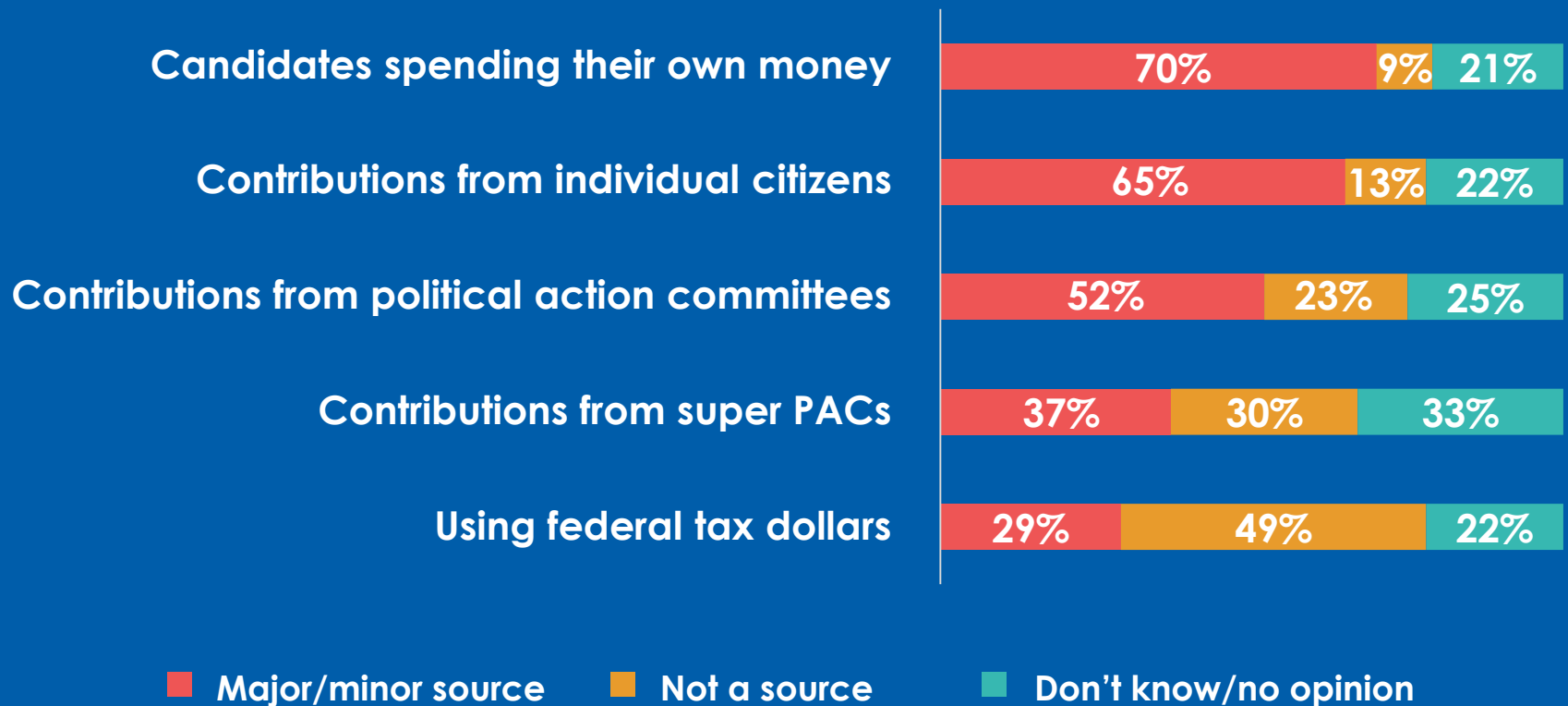


# When is Lobbying an Acceptable Practice?



# How Should Campaigns be Financed?

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



# 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.

# Learn More

[pac.org/public-affairs-pulse-survey](https://pac.org/public-affairs-pulse-survey)



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