

Public Affairs Council 2017 Pulse Survey

Key Points

1. Trump and Clinton Voters Agree: Washington Can't be Trusted

- Nearly two-thirds (63%) of conservatives say elected officials in Washington have low honesty and ethical standards, despite Republican control of the White House and Congress

2. Confidence in Major Companies is Low

- Only 47% of Americans trust major companies will behave ethically

3. Less-Trusted Industries More Likely to be Viewed as Under-Regulated

- Compared to other industries, technology companies are considered the most trustworthy and least in need of new regulations
- Pharmaceutical and health insurance firms are considered the least trustworthy and also the most under-regulated

4. Public Approves of Lobbying to Protect Jobs, Level Playing Field and Support Social Causes

- 61% approve of corporate lobbying to protect jobs, 54% to level playing field and 53% to support social causes

5. A Quarter of Americans Don't Approve of CEOs Serving on Trump Advisory Committees

- And 28% think serving on these committees is an active endorsement of the president

6. News about Business is Probably Bad

- Americans are more than twice as likely to assume a media story about a major company is negative than positive, and 17% say negative coverage is mainly a result of the media's anti-business bias.

7. Social Media has Limited Impact on Public Opinion of Major Companies

- 61% of young Americans (ages 18 to 29) say their opinions of companies are shaped by social media, compared to 45% of Americans overall

Methodology

This poll was conducted by Morning Consult on behalf of the Public Affairs Council from September 12-15, among a national sample of 2,201 adults. The interviews were conducted online, and the data were weighted to approximate a target sample of adults based on age, race/ethnicity, and gender. Results from the full survey have a margin of error of +/- 2 percentage points.



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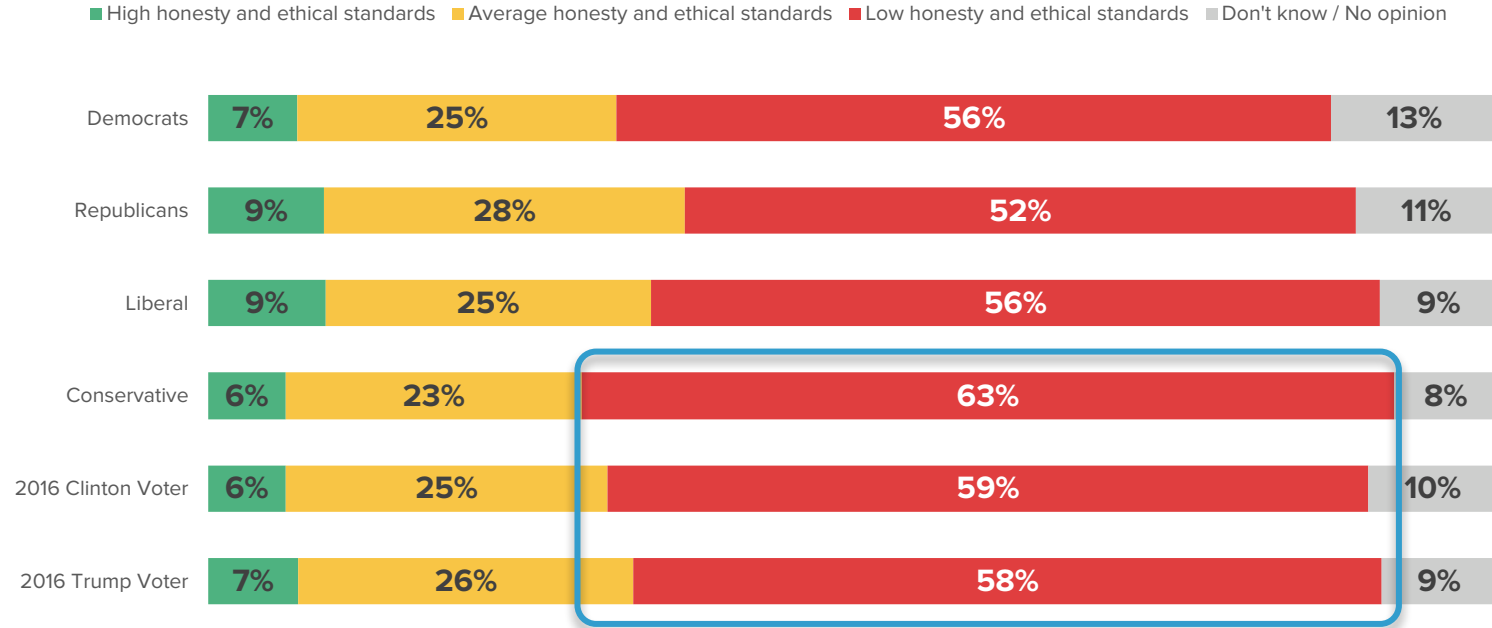


Trump and Clinton Voters Agree: Washington Can't be Trusted



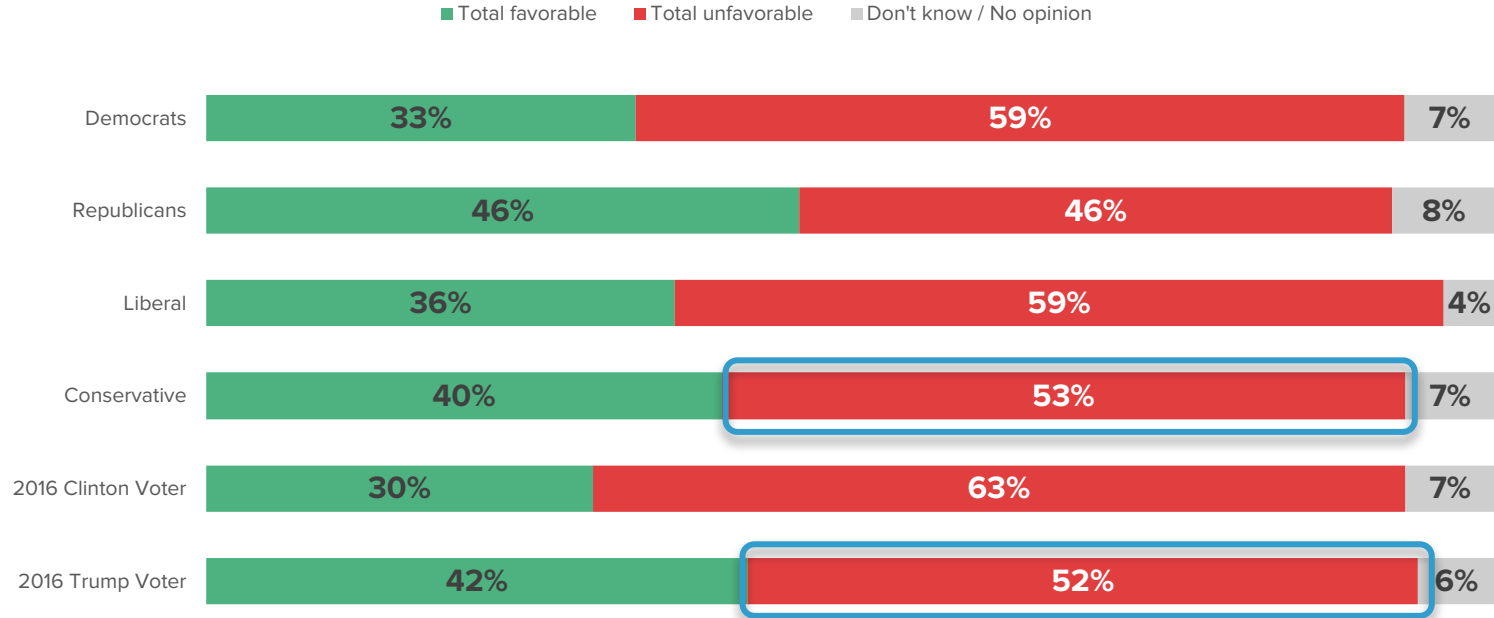
58% of Trump voters, 59% of Clinton voters, and 63% of conservatives agree elected officials in Washington have low honesty and ethical standards despite Republican control of Congress and the White House

How would you rate the honesty and ethical standards of each of the following? **Elected officials in Washington**



More than half of conservatives and Trump voters hold unfavorable views towards the federal government

Do you have a favorable or unfavorable opinion of the following? **The federal government**

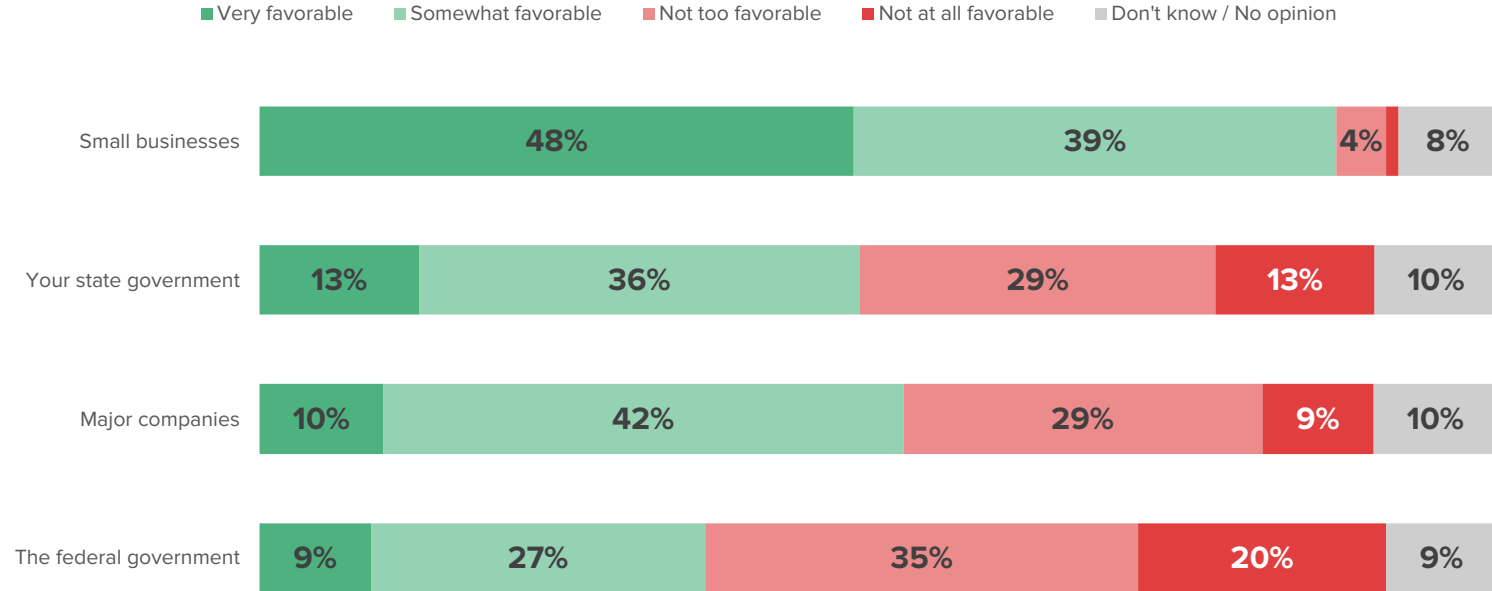


Confidence in Major Companies is Low



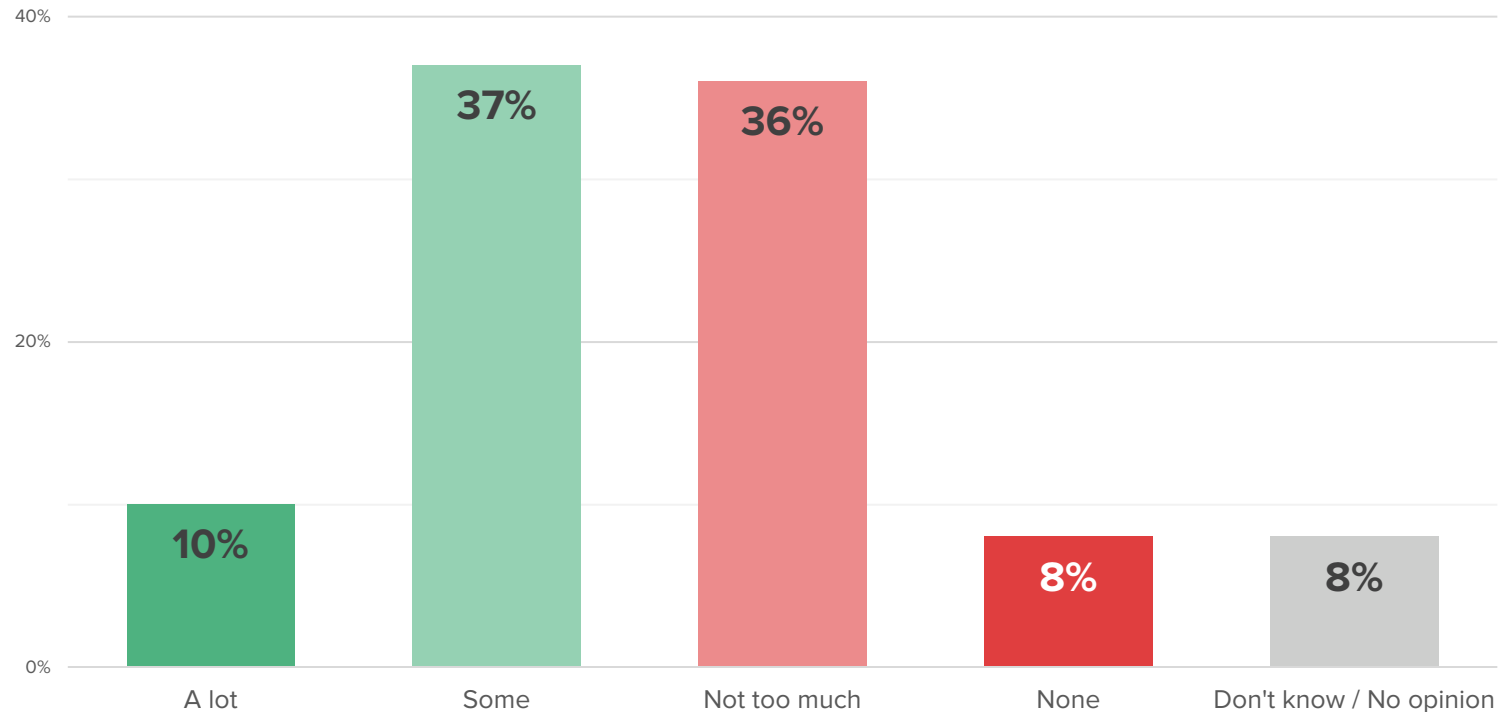
Just over half of Americans (52%) hold a favorable view of major companies

Do you have a favorable or unfavorable opinion of the following?



Only 47% of Americans have trust that major companies will behave ethically

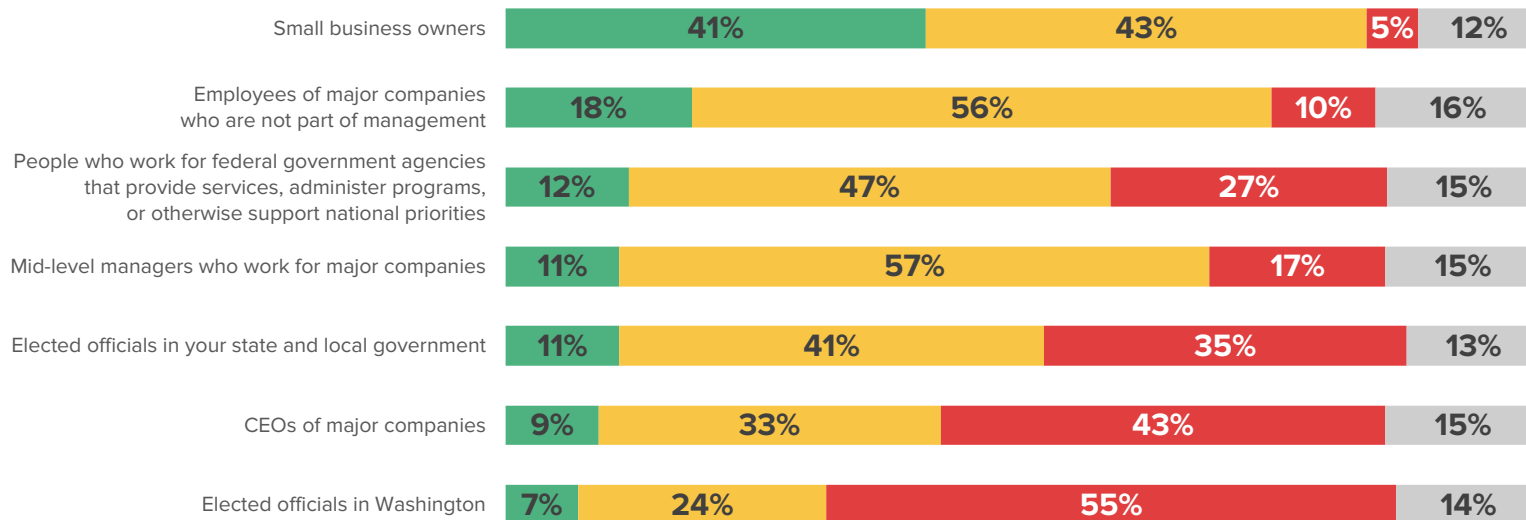
In general, how much trust and confidence do you have in MAJOR COMPANIES to behave ethically?



CEOs of major companies are seen as having nearly as low ethical standards as Washington elected officials

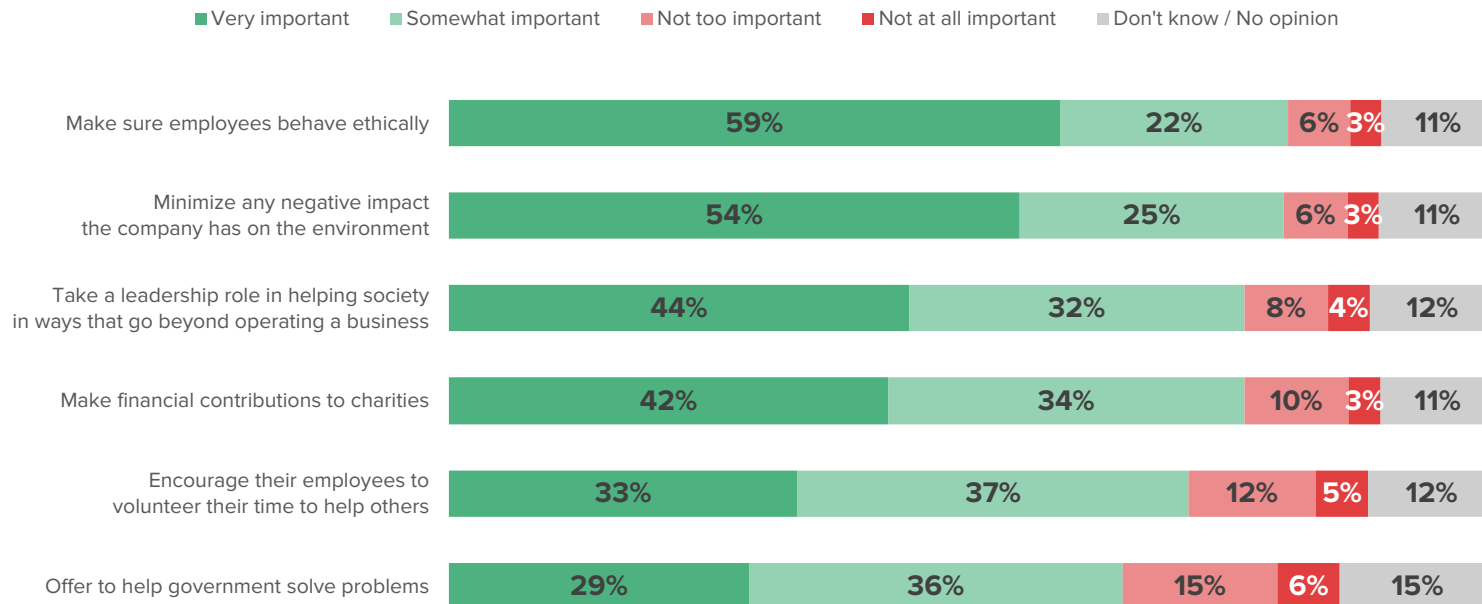
How would you rate the honesty and ethical standards of each of the following?

■ High honesty and ethical standards ■ Average honesty and ethical standards ■ Low honesty and ethical standards ■ Don't know / No opinion



Americans say the most important thing major companies can do for their communities and country is ensure employees are behaving ethically

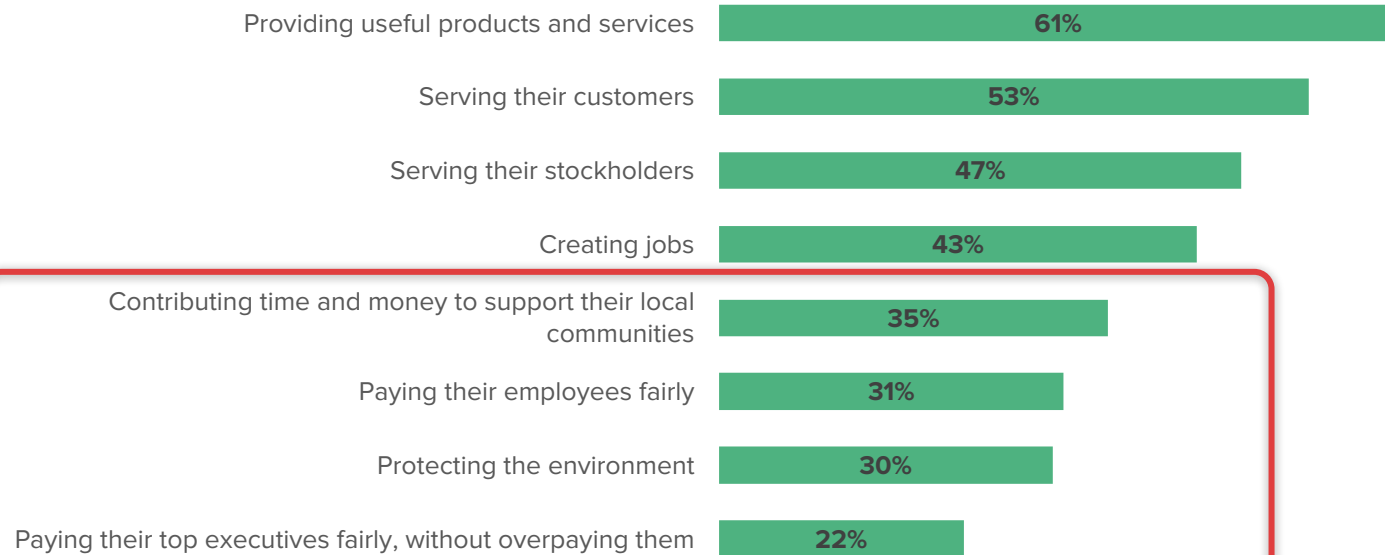
Here are some different ways major companies could help their local communities or the country as a whole. How important or unimportant is it for companies to take the following actions?



Americans like what they buy from corporations, but they're not impressed with business efforts on pay equity and social responsibility

Do you think major companies are doing a good job or not doing a good job in the following areas?

■ Generally doing a good job

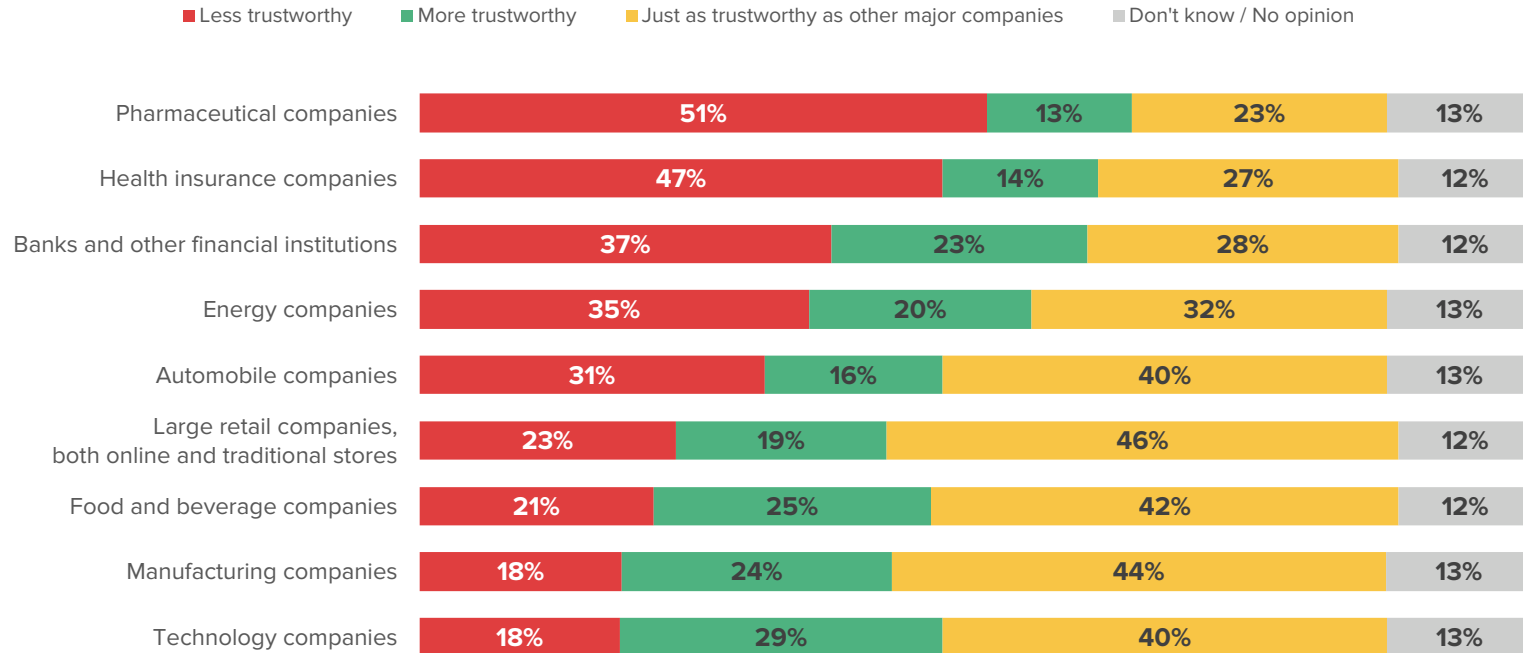


Less-Trusted Industries More Likely to be Viewed as Under-Regulated



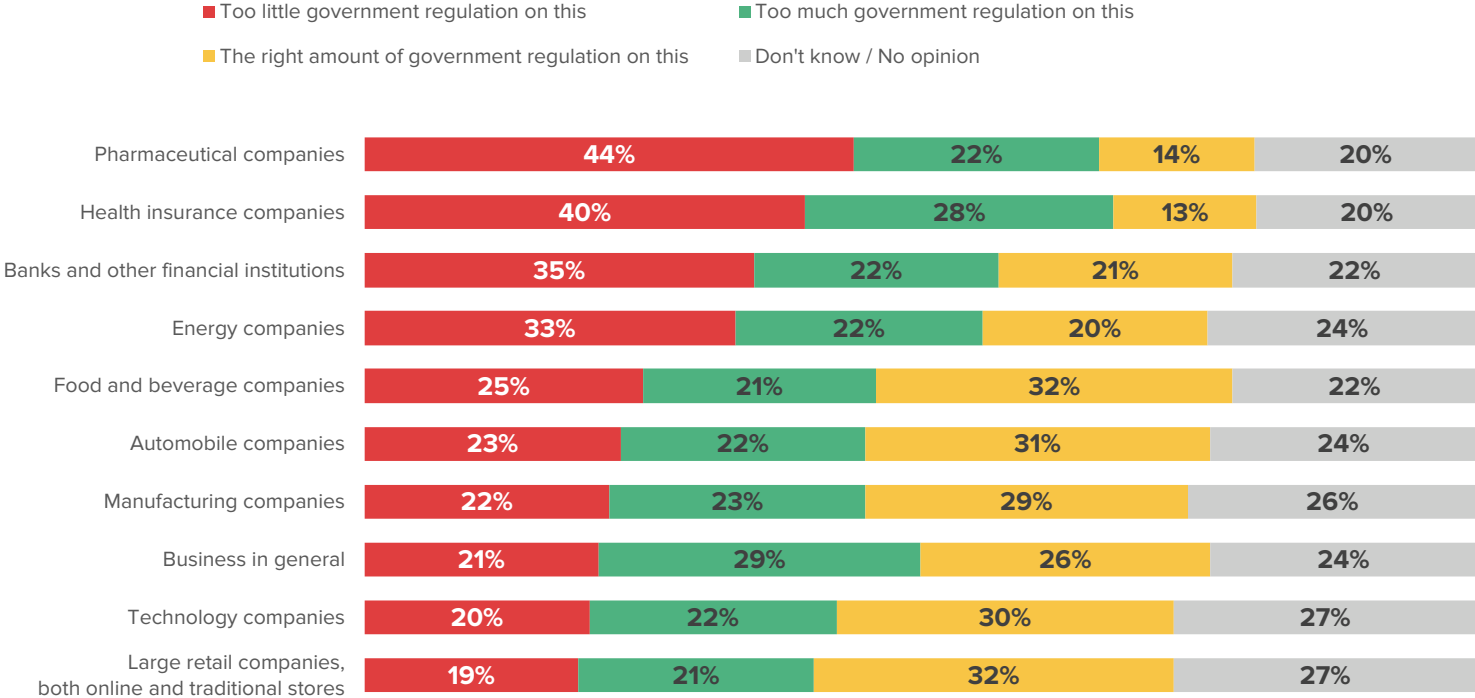
Technology companies are seen as the most relatively trustworthy major companies, while healthcare companies like insurers and pharmaceutical firms are seen as least trustworthy

In your view, are the following types of major companies generally MORE or LESS trustworthy than other major companies?



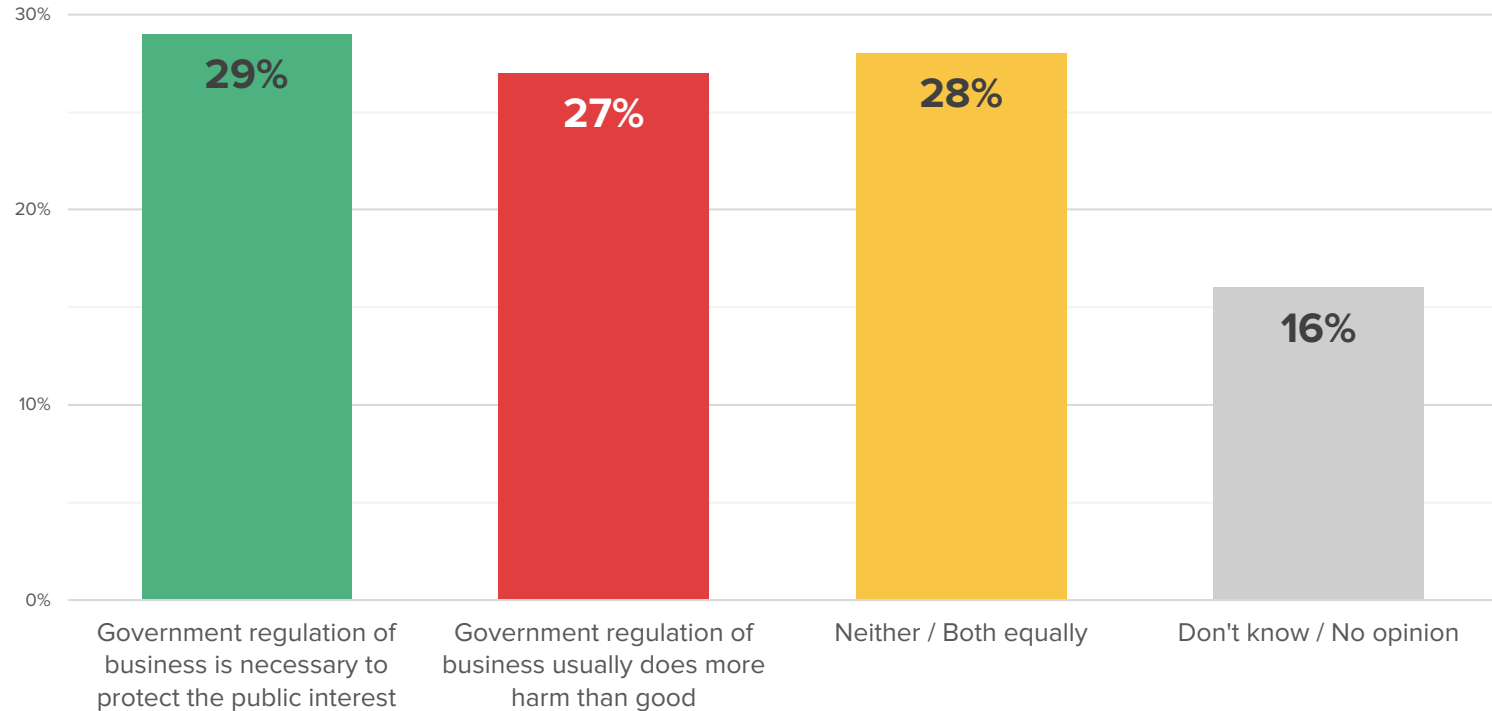
Americans see pharmaceutical and health insurance companies, banks and energy firms as most under-regulated

In your view, is there too much, too little, or the right amount of government REGULATION of the following areas or sectors?



Americans are extremely split on whether government regulation of business is necessary for the public good, or does more harm than good

Which of the following comes closest to your view?

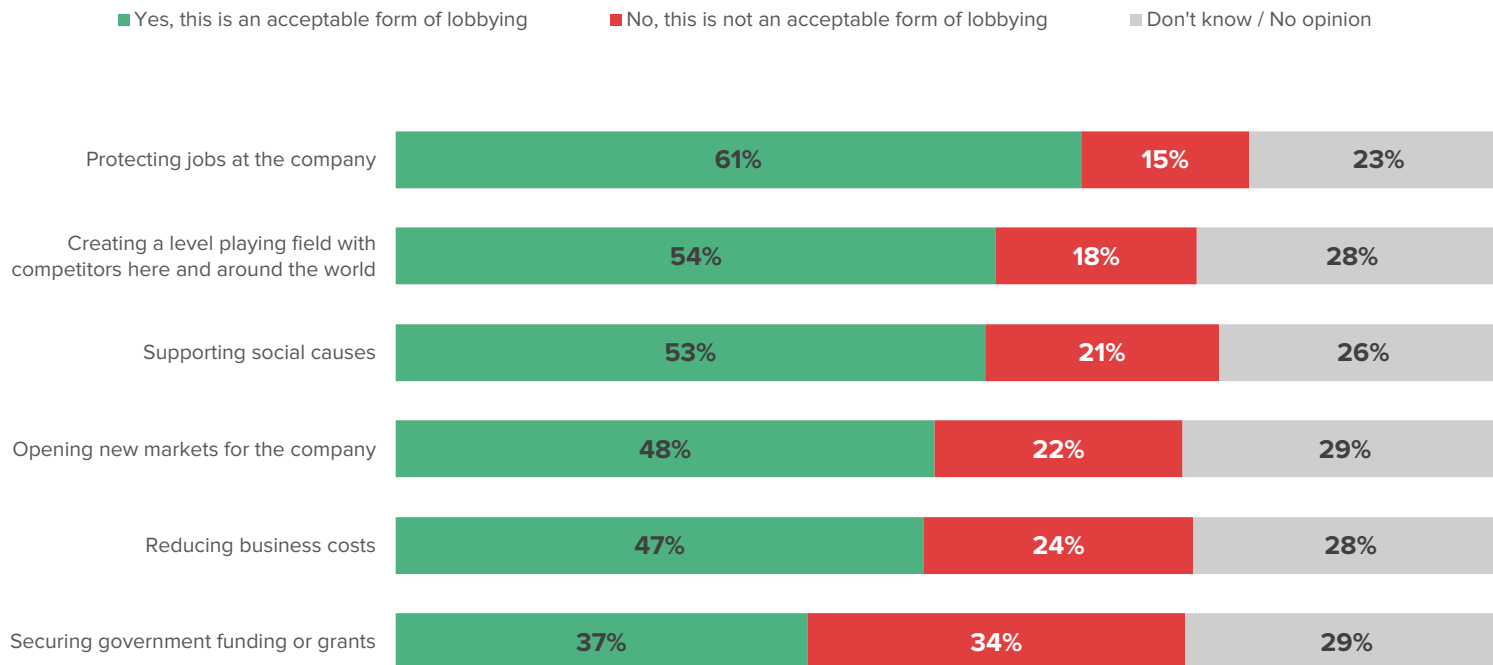


Public Approves of Lobbying to Protect Jobs, Level Playing Field and Support Social Causes



Protecting jobs is seen as by far the most appropriate reason for lobbying while Americans are split on securing government funding or grants

Do you consider each of the following types of lobbying by major companies to be acceptable or NOT acceptable?



If average folks were CEOs facing tough regulations, most would contact their representatives and work with other companies to try to change the laws

If you ran a company and were concerned about the impact of government laws and regulations on your business, which of the following actions would you be likely to take? Would you...



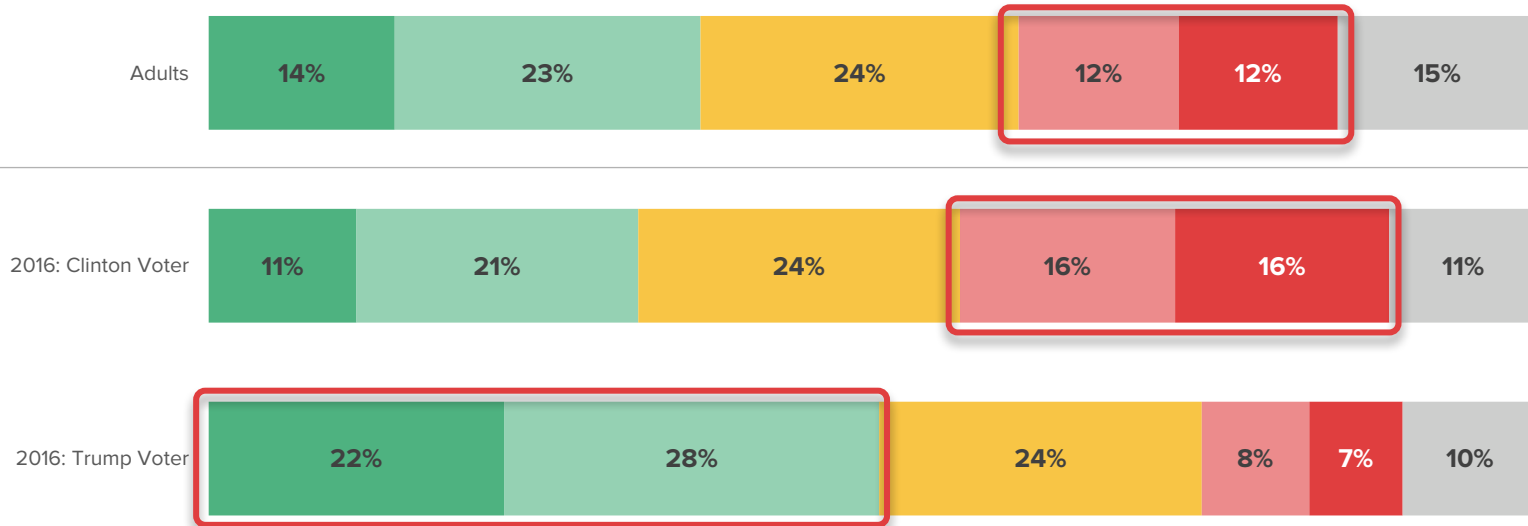
A Quarter of Americans Don't Approve of CEOs Serving on Trump Advisory Committees



A quarter of Americans disapprove of CEOs serving on Trump advisory committees; only a third of Clinton voters disapprove, and only half of Trump voters approve

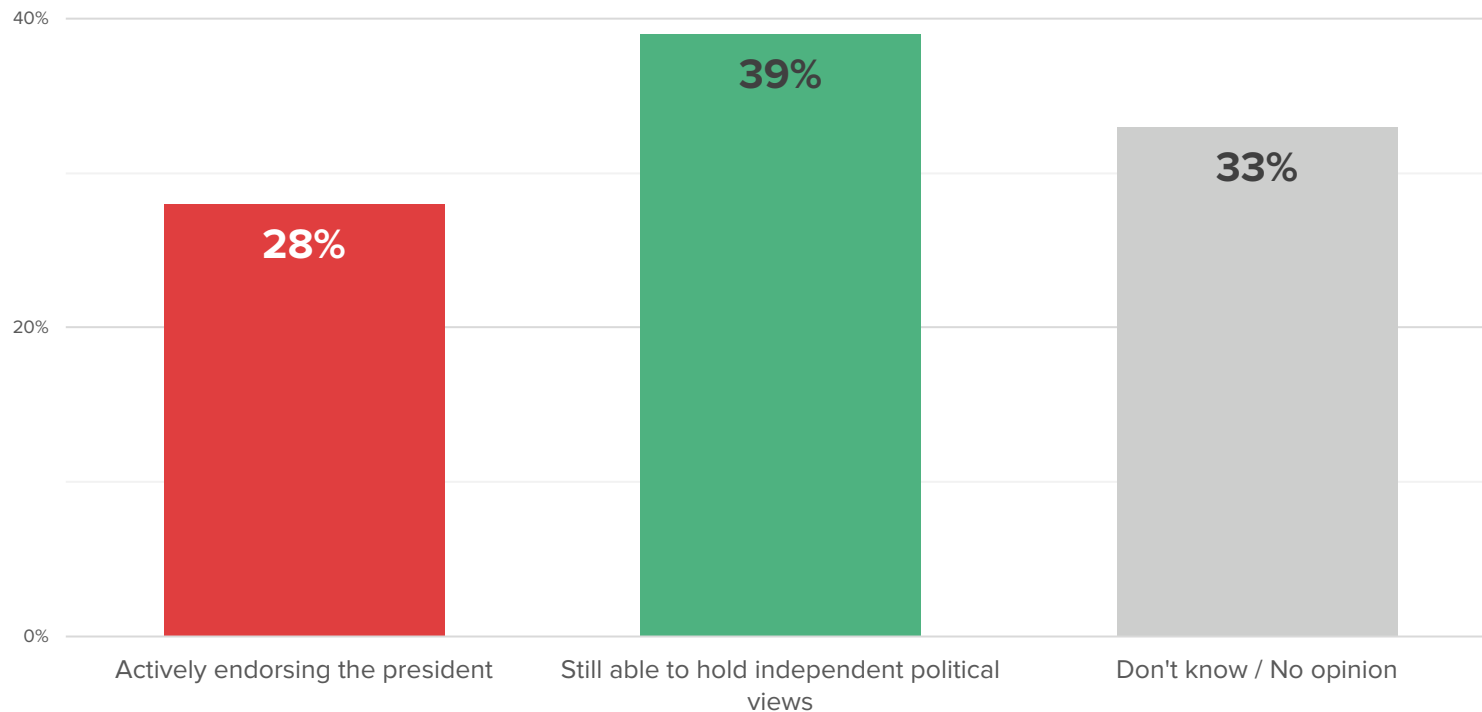
Do you approve or disapprove of business CEOs volunteering to help the federal government by serving on special committees to advise the president?

■ Strongly approve ■ Somewhat approve ■ Neither approve or disapprove ■ Somewhat disapprove ■ Strongly disapprove ■ Don't know / No opinion



More than a quarter (28%) see CEOs serving on advisory committees as actively endorsing the president

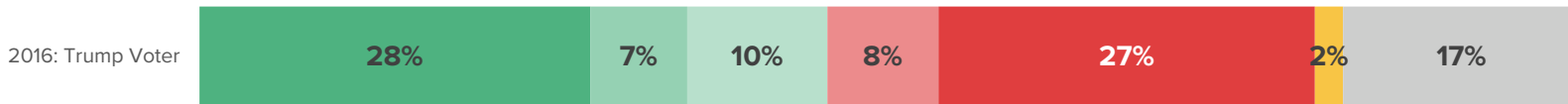
When business CEOs serve on a federal government committee, does this mean they are actively endorsing the president or that they are still able to hold independent political views?



One-third (32%) of Americans and more than one-quarter (27%) of Trump Voters think CEOs serve on Trump advisory committees to get laws changed to increase their profits

What do you think is the main reason a business CEO would volunteer to help the federal government by serving on a special committee to advise the president?

- To use their knowledge and experience to improve public policy
- To keep the government from making mistakes
- To improve government services for average people
- To become more popular with the public
- To get laws changed to increase their profits
- None of the above
- Don't know / No opinion

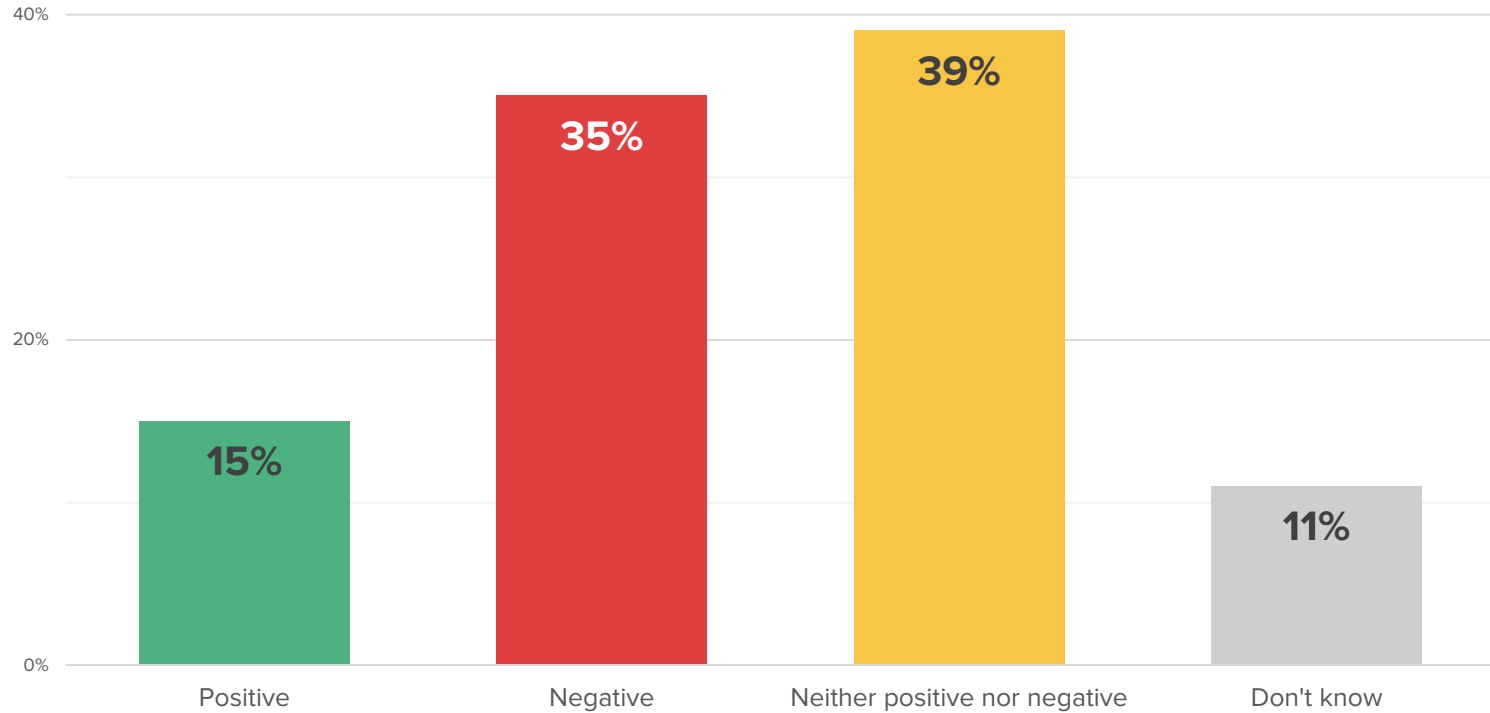


News about Business is Probably Bad



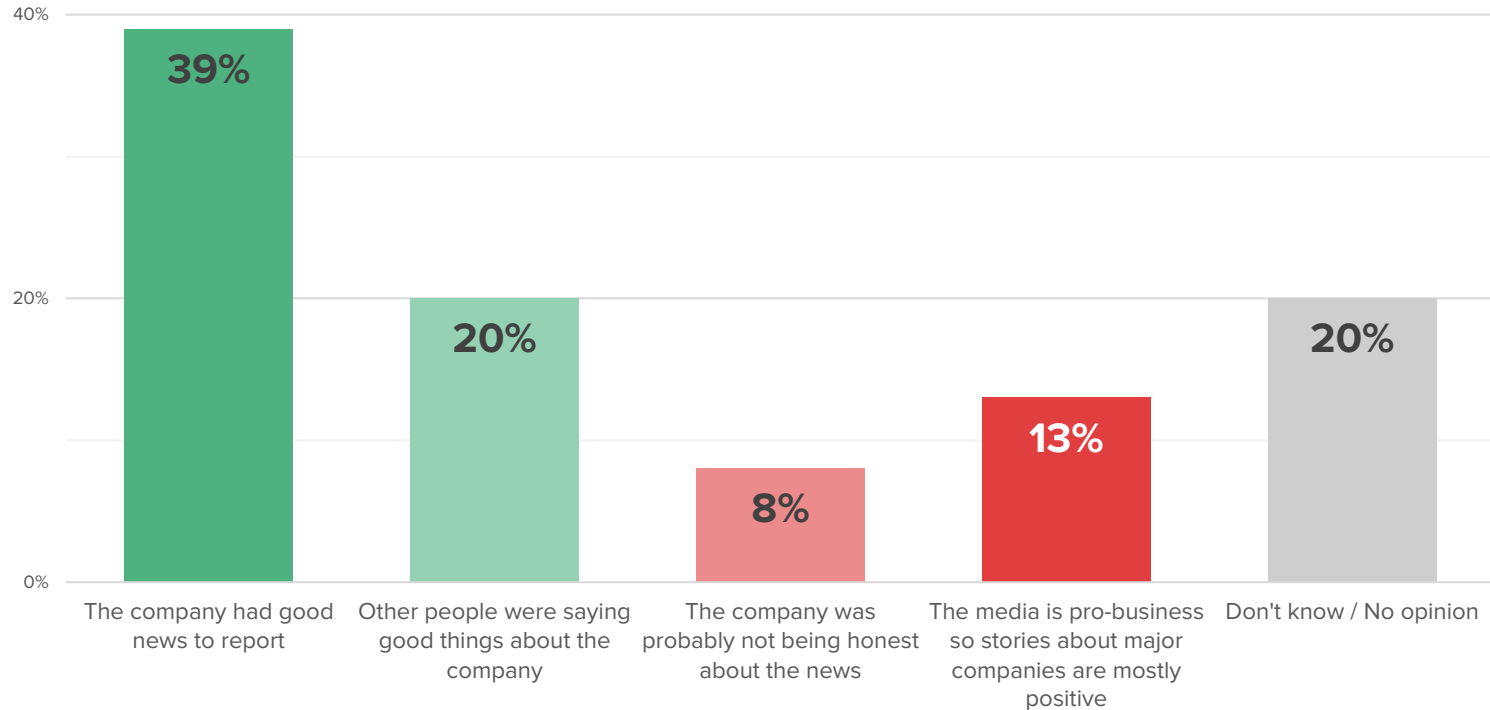
When Americans see a media story about a major company they are unlikely to assume it is positive

When you see a media story about a major company, are you more likely to assume it is a positive or negative story?



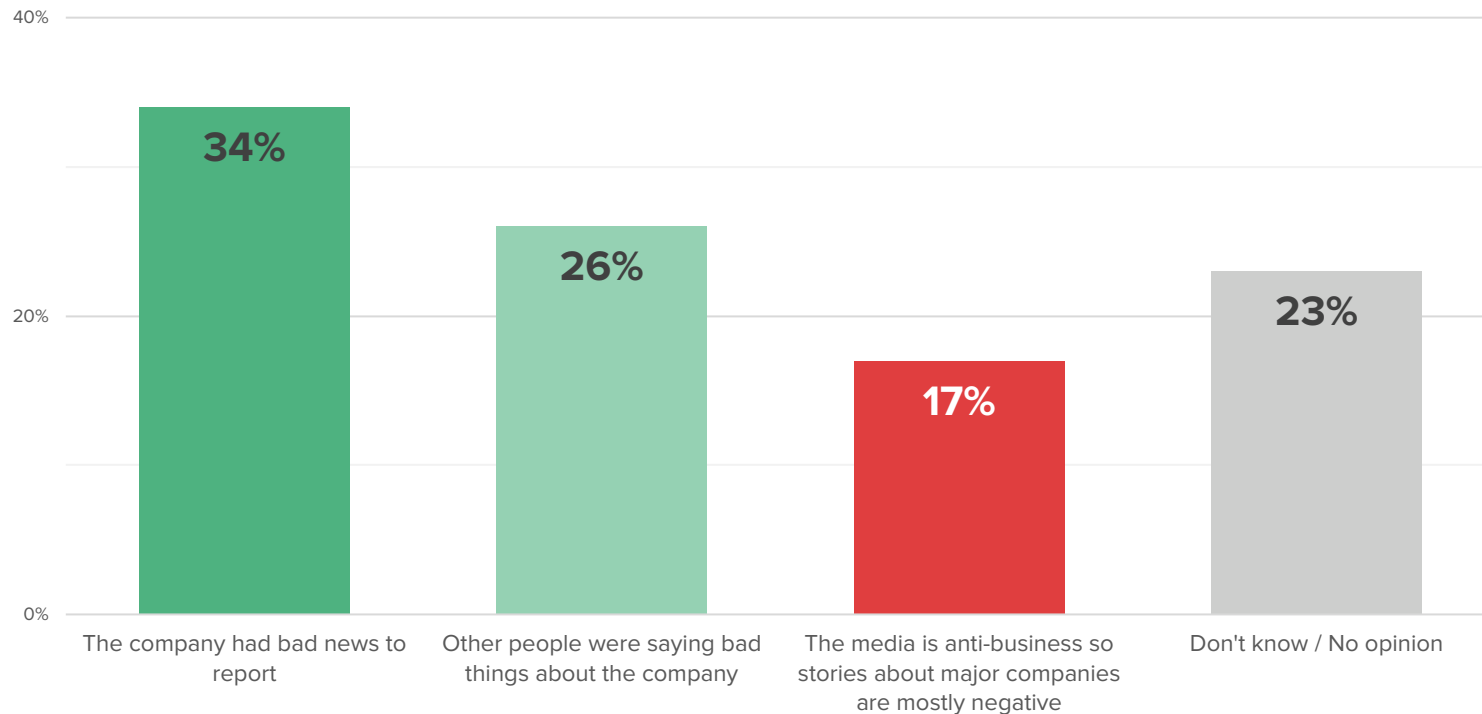
Four in 10 Americans (39%) say they assume a positive media story about a major company is due to the firm reporting good news, but 13% say it results from the media's pro-business bias

If the media story you see is POSITIVE, which of the following do you think is the most likely reason?



A third of Americans (34%) assume that a negative news story about a major company is due to the firm having bad news to report, but 17% say it results from the media's anti-business bias

If the media story you see is NEGATIVE, which of the following do you think is the most likely reason?

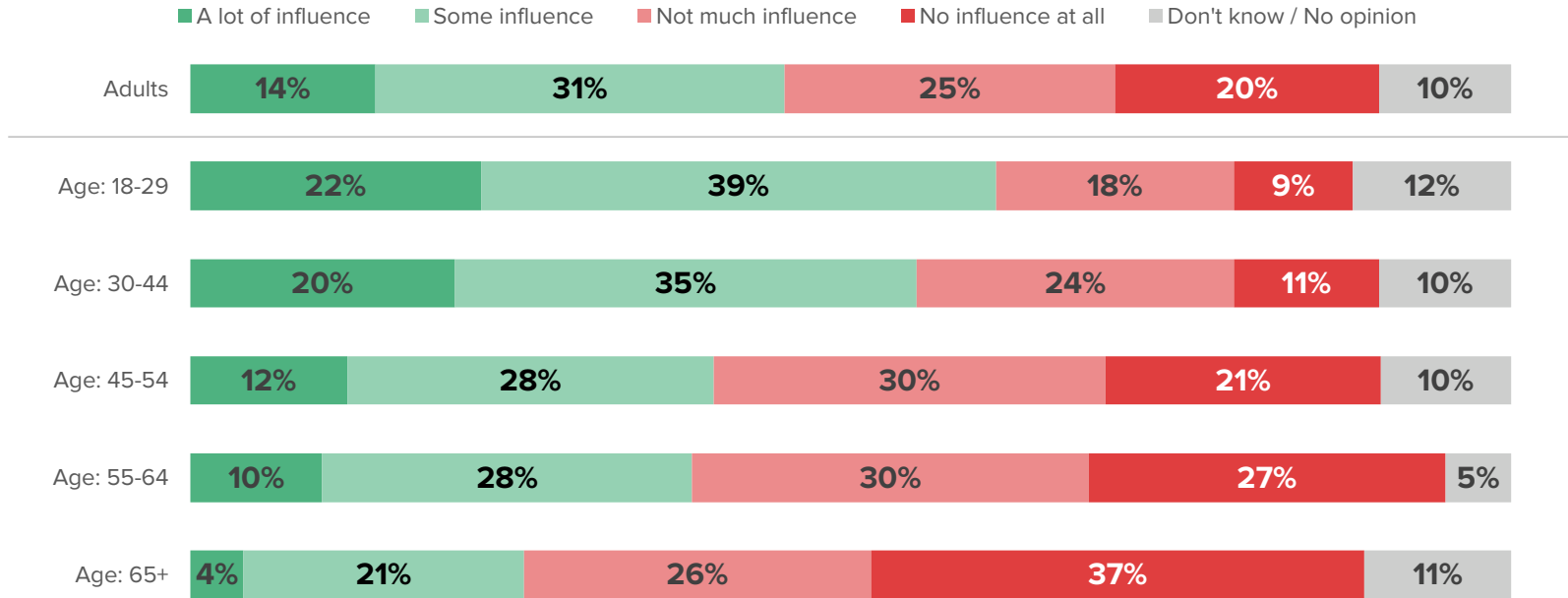


Social Media has Limited Impact on Public Opinion of Major Companies



Younger Americans are much more likely than older adults to form their opinions of major companies based on social media

To what extent, if any, have the following helped shape your opinions of major companies? **Social media such as Facebook or Twitter**





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