

Survey Shows Americans Largely Favor Business

Public Affairs Pulse: What Americans Think About Business

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Objective

This study was designed to provide insight on attitudes towards issues ranging from corporate compensation and business's role in providing public services to crisis communication and lobbying.

Methods

The survey, conducted June 20 to July 11 by Princeton Survey Research Associates International, is based on telephone interviews with 1,750 adults.

Key Findings

- 67% of Americans have a favorable opinion of big companies (up from last year's 61%)
- 88% of Americans have a positive view of small business
- 41% of Americans have a favorable view of the federal government
- 58% of Americans have little or no trust in the government to solve the country's major problems
- 72% of Americans would like business help provide community services such as food banks and job training for the poor
- 68% of Americans would like business to assist in improving health care
- 76% of Americans say that too much power is concentrated in the hands of a few large companies
- 63% of Americans think major companies make too much profit
- 81% of Americans support lobbying to protect jobs
- 78% of Americans support lobbying to open new markets
- 71% of Americans support lobbying to create a level playing field
- 57% of Americans say they think less favorably of companies that pay for ads to support a specific political candidate

Conclusion

Although for the most part Americans have largely positive views of major companies, they are concerned about corporate power, profits, and political involvement. Additionally, the public confidence in the federal government's ability to solve the nation's problems has eroded, and most Americans are looking to companies to step in and help. Americans also do not like it when companies hire lobbyists unless they are doing so for a specific business purpose. Involvement of businesses in political campaigns is viewed in a more negative light. Lastly, outsourcing of jobs and executive bonuses are frowned upon by those polled.

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