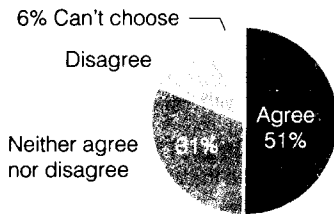


HOW'S BUSINESS?

The next six pages show public opinion on various aspects of business performance. There is support for the proposition that America's strength derives from its business system, that the free enterprise system is strong, and that business benefits the average person.

Question: **How much do you agree or disagree with each of these statements—strongly agree, agree, neither agree nor disagree, or strongly disagree?**

Private enterprise is the best way to solve America's economic problems



Source: Survey by the National Opinion Research Center, February–April, 1993.

Question: **I am going to read you a series of statements that will help us to understand how you feel about a number of things. For each statement, please tell me whether you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it?**

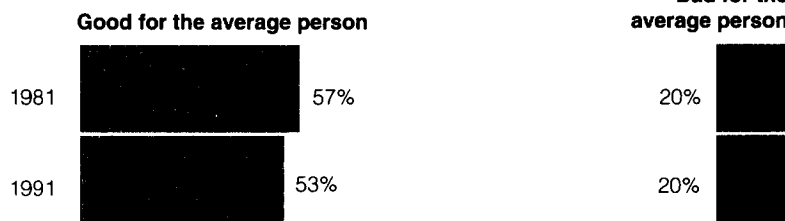
Agree that the strength of this country today is mostly based on the success of American business



Source: Surveys by Princeton Survey Research Associates, latest that of May 28–June 10, 1992.

Question: **Some people think what's good for business is bad for the average person. For example, the more money business makes the worse off you and I are. Others think what's good for business is also good for the average person—the more money business makes the better off we'll all be. What do you think—what's good for business is bad for the average person, or what's good for business is also good for the average person?**

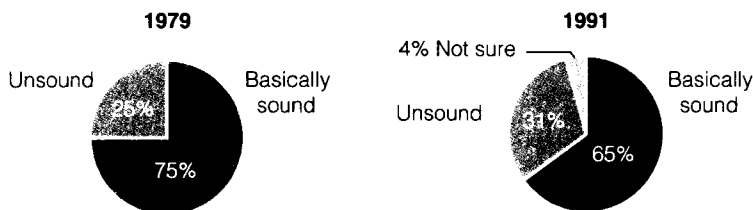
What's good for business is...



Source: Surveys by the Roper Organization (Roper Reports 91–6), latest that of May 11–18, 1991.

Question: **Do you think our system of business and industry in the United States is basically sound, or unsound?**

Our system of business and industry is...



Source: Surveys by the Los Angeles Times, latest that of April 6–9, 1991.

Question: **I'd like to know more specifically what you are optimistic about and what you are pessimistic about. Let's start with our system of government and how well it works—as far as the future is concerned, do you feel very optimistic, somewhat optimistic, somewhat pessimistic, or very pessimistic?**

Feel optimistic about the soundness of our free enterprise system over the long run



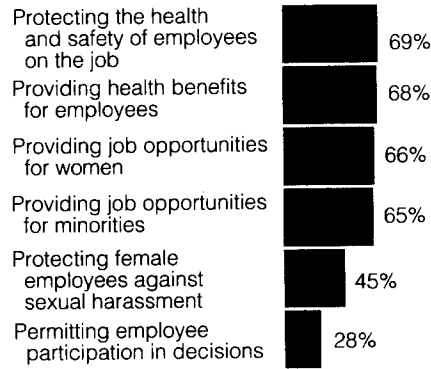
Source: Surveys by the Roper Organization (Roper Reports 93–2), latest that of January 9–23, 1993.

Business Performance

Areas exist where Americans think business, like other institutions in our society, could perform better. Significant numbers believe, for example, that business is too often not honest with the public, and that it hoodwinks the public through advertising. Americans think business fulfills most of its responsibilities well.

Question: **All business corporations have certain responsibilities with regard to the employees who work for them. I'd like to ask you how you would rate most large business corporations on these responsibilities—excellent, good, not very good, or poor.**

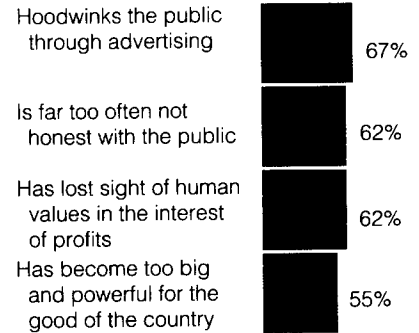
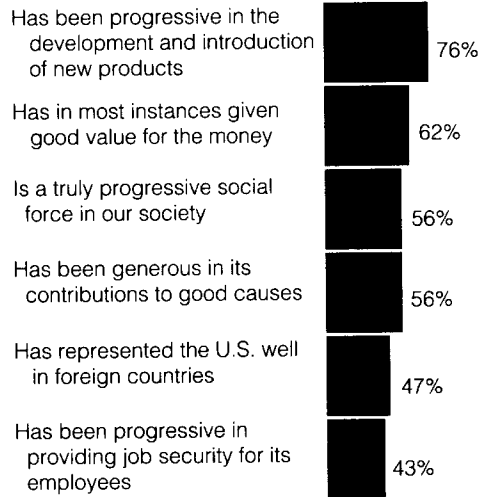
Rate large business corporations as excellent/good on...



Note: Not all categories shown.
Source: Survey by the Roper Organization (Roper Reports 92-2), January 11-25, 1992.

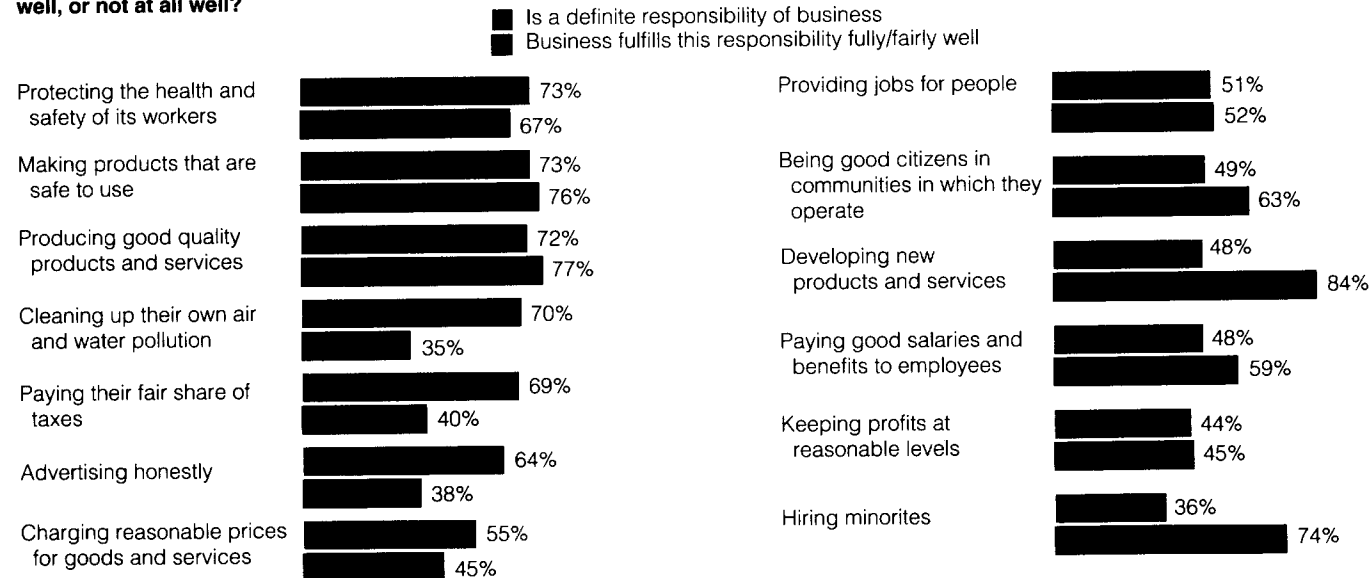
Question: **American business and industry has been both credited and charged with many things. I'd like to know which of these statements you think are largely true, and which are largely untrue.**

Largely true about business



Source: Survey by the Roper Organization (Roper Reports 91-7), July 6-13, 1991.

Question: **Now here's a list of things people have said are or should be responsibilities of business in this country. Would you go down that list and for each one tell me whether you consider it to be a definite responsibility of business, or highly desirable although not a definite responsibility, or something that is nice to do but shouldn't necessarily be expected, or something that is beyond what business should do?**
Question: **...Would you go down that list and for each one tell me whether you think business fulfills its responsibilities fully, fairly well, not too well, or not at all well?**

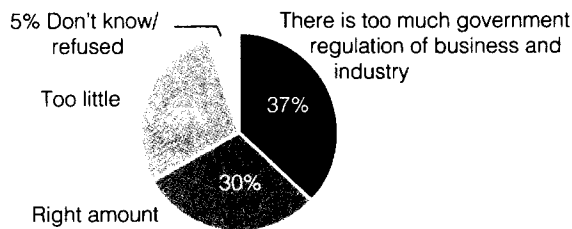


Source: Survey by the Roper Organization (Roper Reports 92-1), January 1-8, 1991.

The Regulatory Muddle

Questions about the proper level of government regulation of business produce widely varying responses. As a general matter, Americans want to get government off the back of business. But there are some areas where they feel government involvement is warranted, particularly those thought to involve environmental risks.

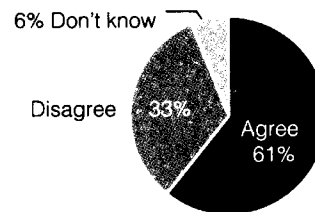
Question: **In general, do you think there is too much, too little, or about the right amount of government regulation of business and industry?**



Source: Survey by the Gallup Organization for USA Today and CNN, March 22-24, 1993.

Question: **I am going to read you a series of statements that will help us understand how you feel about a number of things. For each statement, please tell me whether you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it?**

Government regulation of business usually does more harm than good



Source: Survey by Princeton Survey Research Associates for the Times Mirror Center for the People and the Press, May 28-June 10, 1992.

Question: **There is much talk these days about the need for consumer protection on products made by industry and sold to consumers. I'm going to name some different kinds of products, each of which has some kind of government regulation now—on safety or quality or price. Thinking of the majority of those products available on the market, would you tell me for each one whether you think there should be more government controls on them than there are now, or whether you think the government controls on them are adequate?**

	Government controls on... are adequate	More controls needed
Commercial airlines	47%	42%
Prescription drugs	56%	38%
Children's toys	54%	36%
Automobiles	57%	36%
Gasoline	63%	30%
Nonprescription remedies	63%	29%
Food served in fast food restaurants	65%	28%
Cable TV	60%	27%
Cosmetics and toiletries	76%	12%

Source: Survey by the Roper Organization (Roper Reports 91-5), April 13-20, 1993.

Question: **As you know, our economy is not in the best of shape. At the same time, the government is scheduled to put many new safety and environmental standards on business. Some people say these new safety and environmental rules must be lifted or postponed because they raise both costs and prices and therefore will depress the economy. Others disagree and say these new standards must be put into effect to protect workers, the public and the environment regardless of their effect on the economy. Here's a list of steps that could be taken to lift regulations on business. For each one would you tell me if you would be in favor of such a step or opposed to it?**

Steps that could be taken to lift regulations on business

Favor		Oppose	
24%	Postpone new and stricter rules about the use of computers and video display terminals in work places	54%	
24%	End government requirements that electrical appliances have a specific level of energy efficiency	61%	
22%	Change or put off new and stricter standards on things such as scaffolding, asbestos, and chemical exposure, and grain elevator dust control	65%	
20%	Postpone stronger exhaust emission standards for cars and trucks	70%	
19%	Eliminate the requirement that future model cars have air bags that inflate automatically in the event of a collision	68%	
16%	Postpone stronger requirements for industry to clean up its waste water before it dumps it	76%	
16%	Postpone stronger air pollution standards for factories and utilities	75%	
16%	Allow utility companies to burn cheaper high sulphur fuels	65%	

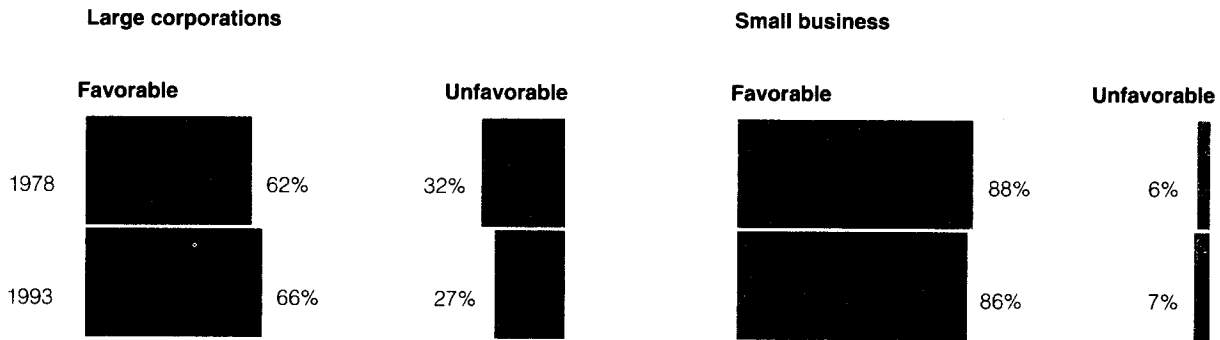
Source: Survey by the Roper Organization (Roper Reports 91-3), February 9-23, 1991.

Large vs. Small

Americans have long held more positive opinions about small businesses than large ones, yet they recognize that large businesses are more likely than small ones to offer the best benefits and develop the most new products.

Question: **Now turning to another subject, what is your opinion of most large business corporations? There may be exceptions, of course, but would you say your opinion of most big business corporations is highly favorable, or moderately favorable, or not too favorable, or rather unfavorable? Again, there may be exceptions, but would you say your opinion of most small business companies is highly favorable or moderately favorable, or not too favorable, or rather unfavorable?**

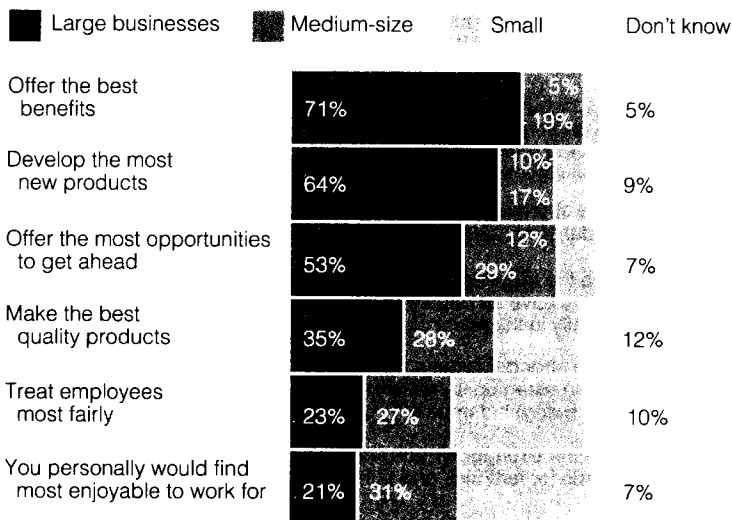
Opinion of...



Source: Surveys by the Roper Organization for (Roper Reports 93-6), latest that of May 15-22, 1993.

Question: **Now here are descriptions of three different sizes of businesses—large businesses, medium-size businesses, and small businesses. I'm going to name some different things and for each one would you tell me which size business you would think it is most true of?**

Most true of...

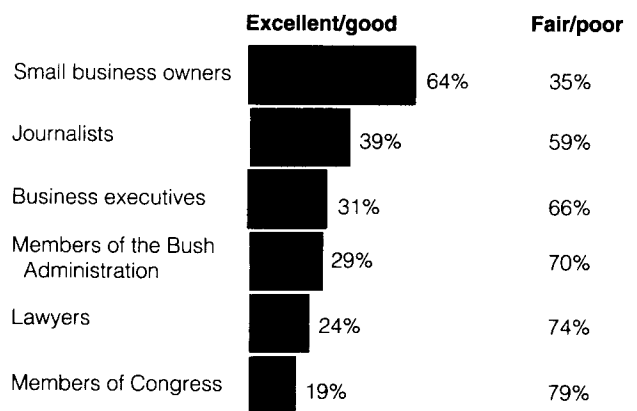


Note: Not all categories shown.

Source: Survey by the Roper Organization (Roper Reports 91-10), November 9-16, 1991.

Question: **How would you rate the moral and ethical standards of most (read list)—excellent, good, fair, or poor?**

Moral and ethical standards of most...are

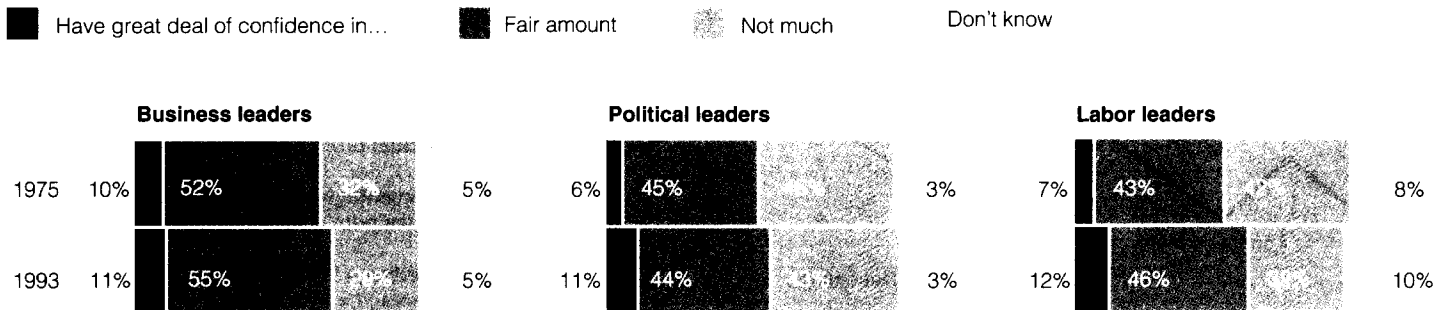


Source: Survey by Louis Harris and Associates, July 17-19, 1992.

Comparing Business, Government, Labor

On pages 94-96, we look at confidence in central institutions, including business. This page shows that business generally bests government and labor on performance criteria. Most people think business executives are no different from other people. Their civic involvement is thought to be greater.

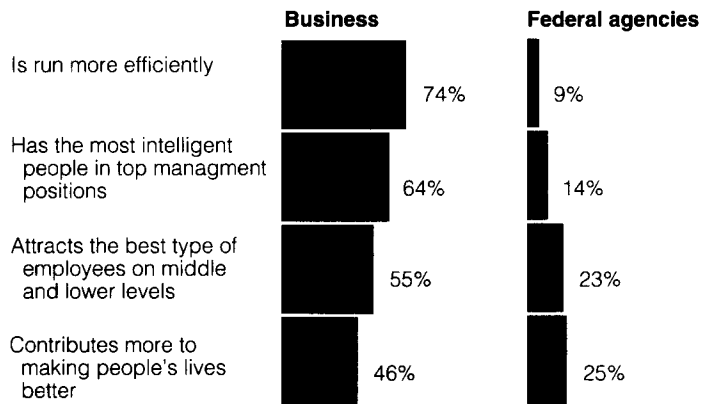
Question: **So far as their ability to make real contributions to our society is concerned, would you say you have a great deal of confidence in this nation's political leaders, a fair amount of confidence, or not much confidence in them? How about our business leaders—do you have a great deal of confidence in their ability to make real contributions to our society, a fair amount of confidence, or not much confidence in them? And how about our leaders in the field of labor?**



Source: Surveys by the Roper Organization for (Roper Reports 93-3), latest that of February 13-27, 1993.

Question: **We'd like to ask you now to think of two fields of work—business and the federal government, and ask you how you feel about them on a few different things.**

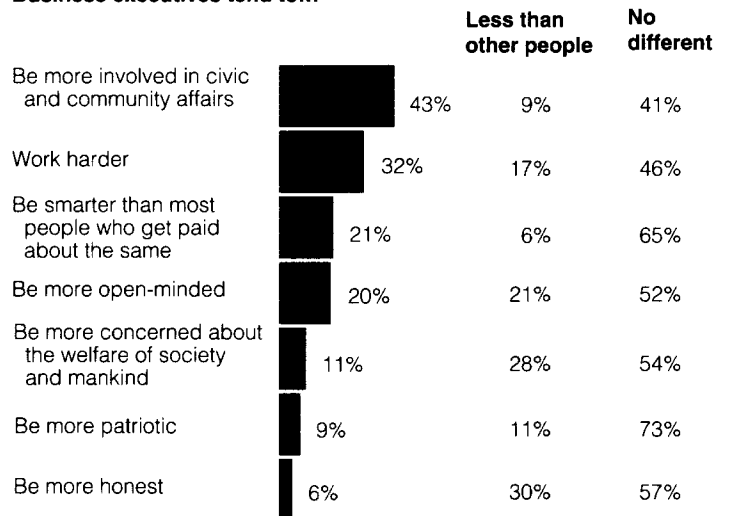
Generally speaking, which do you think...



Source: Survey by the Roper Organization (Roper Reports 88-2), January 9-23, 1988.

Question: **Now I'd like to ask you about your impressions of business executives. Do you think business executives tend to be more honest than most other people, or less honest, or no different from most people in this respect?**

Business executives tend to...

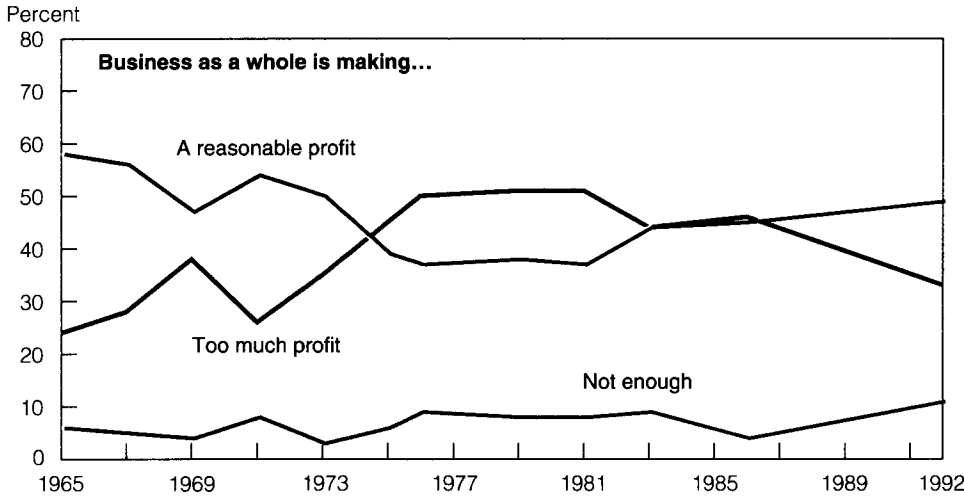


Source: Survey by the Roper Organization (Roper Reports 91-7), July 6-13, 1993.

Profit

Now as in the past, Americans seriously overestimate the amount of after tax profits the average corporation makes on each dollar of sales. Nonetheless, the prevailing level of corporate profits and the profit motive fare pretty well in the public's judgment.

Question: **Do you think business as a whole is making too much profit, a reasonable profit, or not enough profit?**



Public estimate of percentage of profit on each dollar of sales average manufacturer makes after taxes

Median = 29%
Average = 34%

Actual profit on each dollar of sales = 4%

Percentage of profit on each dollar of sales public says is reasonable

Median = 20%
Average = 27%

Source: Opinion Research Corporation (the public on profits), December 17, 1992, and the *Statistical Abstract of the United States*, 1992 (actual profits).

Business as a whole is making...

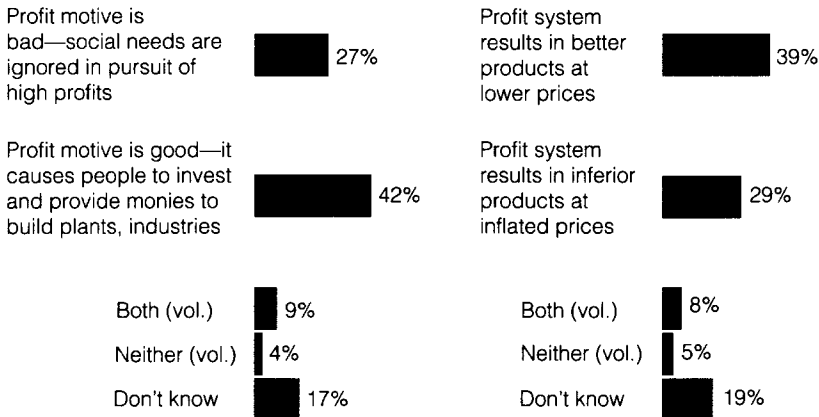
	1965	1967	1969	1971	1973	1975	1976	1979	1981	1983	1986	1992
Too much profit	24%	28%	38%	26%	35%	45%	50%	51%	51%	44%	46%	33%
Reasonable profit	58	56	47	54	50	39	37	38	37	44	45	49
Not enough	6	5	4	8	3	6	9	8	8	9	4	11

Source: Surveys by the Opinion Research Corporation, latest that of December 17, 1992.

Question: **Let's turn now to the subject of business profits. Here is a card with four pairs of statements on it. Would you read the first pair of statements and tell me which one you are most inclined to agree with...?**

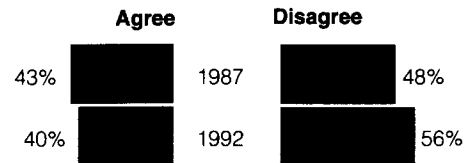
Question: **I am going to read you a series of statements that will help us understand how you feel about a number of things. For each statement, please tell me whether you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it.**

Agree that the...



Source: Survey by the Roper Organization (Roper Reports 91-2), January 5-19, 1991.

Business corporations generally strike a fair balance between making profits and serving the public interest



Source: Surveys by the Gallup Organization (1987) and Princeton Survey Research Associates for the Times Mirror Center for the People and the Press, May 28-June 10, 1992.