



Page-Harris Poll Confidence in Business Index

China Page Conversation: March 2024

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Confidence in Business Index Methodology



Qualification Criteria:
General Public / Consumers
Adults Ages 18+



Sample Size:
n=11,612



Field Dates:
December 1 – 12, 2023



Mode:
Online survey



Weighting:
Data weighted country populations to ensure results are projectable to adults ages 18+

GLOBAL MARKETS

(Global n=11,612)

Brazil	n= 1078
Canada	n= 1016
China	n= 1002
France	n= 1011
Germany	n= 1021
India	n= 1055
Italy	n= 1041
Japan	n= 1014
UK	n= 1043
US	n= 2331

CONFIDENCE IN BUSINESS ISSUES

1. Economic stability and growth
2. Job creation and workforce skills development
3. Gender equality
4. Maintaining new workplace flexibilities
5. Racial/ minority equality
6. Improving products and making UX better using AI
7. Environmental issues
8. Mental health issues
9. Income inequality
10. Regulation of AI
11. Potential negative impacts of AI
12. Corruption
13. Polarization in society
14. Major international conflicts
15. Trust in key societal institutions



In tables and charts:

Percentages may not add up to 100% due to weighting, computer rounding, and/or the acceptance of multiple responses.

Business Confidence Gap Much Smaller in China vs Global

There's a 9-point gap between how important the China public believes it is for business to address these issues and their confidence that business can have an impact. This gap is much smaller than the Global confidence gap, based confidence in business in China being 13% stronger

Issues

- Economic stability and growth
- Job creation and workforce skills development
- Environmental Issues
- Corruption
- Mental health issues
- Income inequality
- Trust in key societal institutions
- Racial/ minority equality
- Potential negative impacts of AI
- Regulation of AI
- Gender equality
- Maintaining new workplace flexibilities
- Major international conflicts
- Improving products and making UX better using AI
- Polarization in society

Importance
for leading companies to
make an impact

China: 78%

(Global Avg: 80%)

Confidence
that leading companies
can make an impact

China: 69%

(Global Avg. 56%)

(% very important/confident, 6/7 on 7-pt scale; all issue average)

Highest Business Expectations in China on Eight Issues



Eight issues stand out in importance for China businesses to address*

1. Economic Stability and Growth
2. Job Creation/ Workforce Skills Development
3. Environmental Issues^
4. Corruption^
5. Trust in Key Societal Institutions
6. Income Inequality
7. Regulation of AI**
8. Polarization in Society**

*Cited by over 78% of respondents as important for business to address

^tied for 3rd at 85%

**tied for 7th at 78%

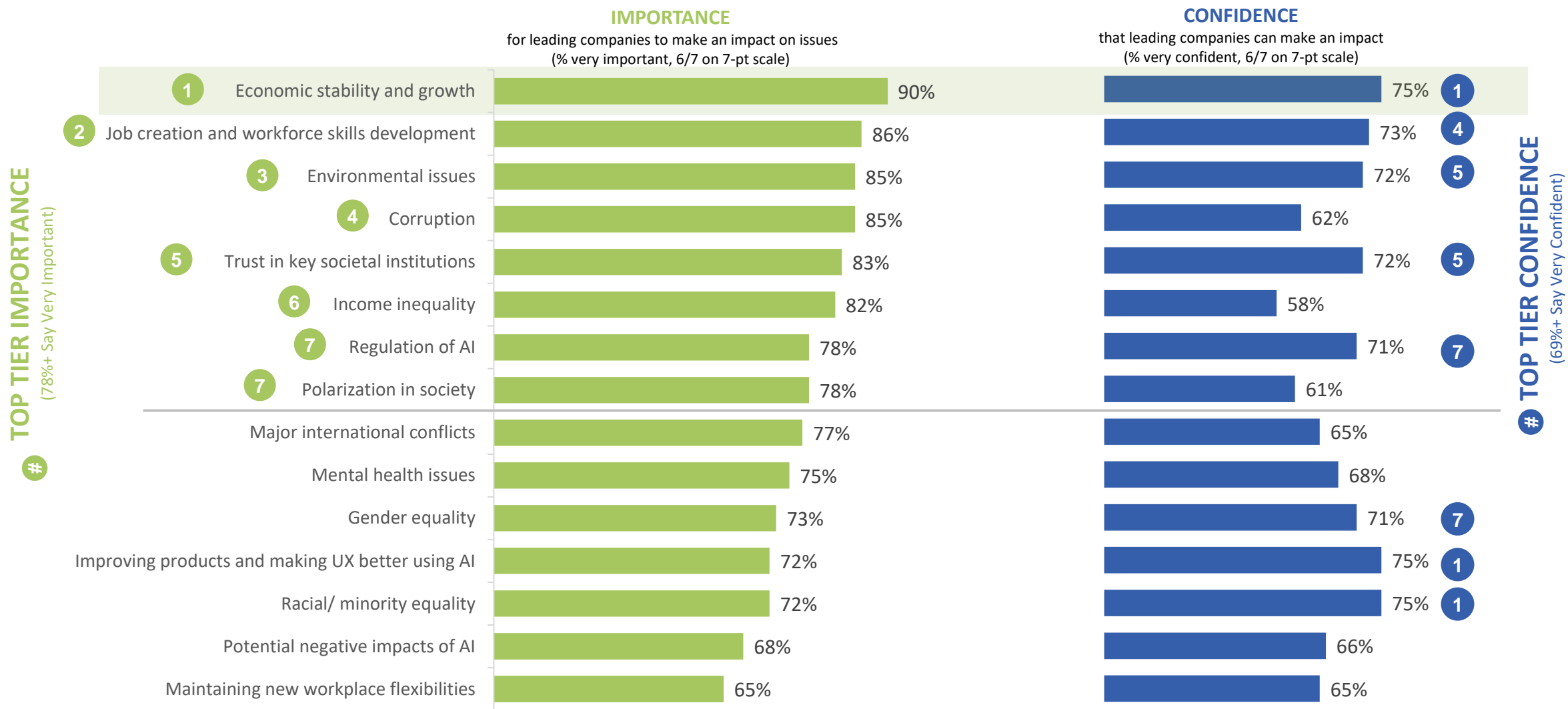
Amongst these top Issues, Economic Growth has the highest public confidence that business can have an impact, making them the top business asset for engagement

Confidence in Business in China Much Stronger vs. Global Avg.

Across Demographic Groups, the largest issue importance differences are by generations (i.e., younger v. older)

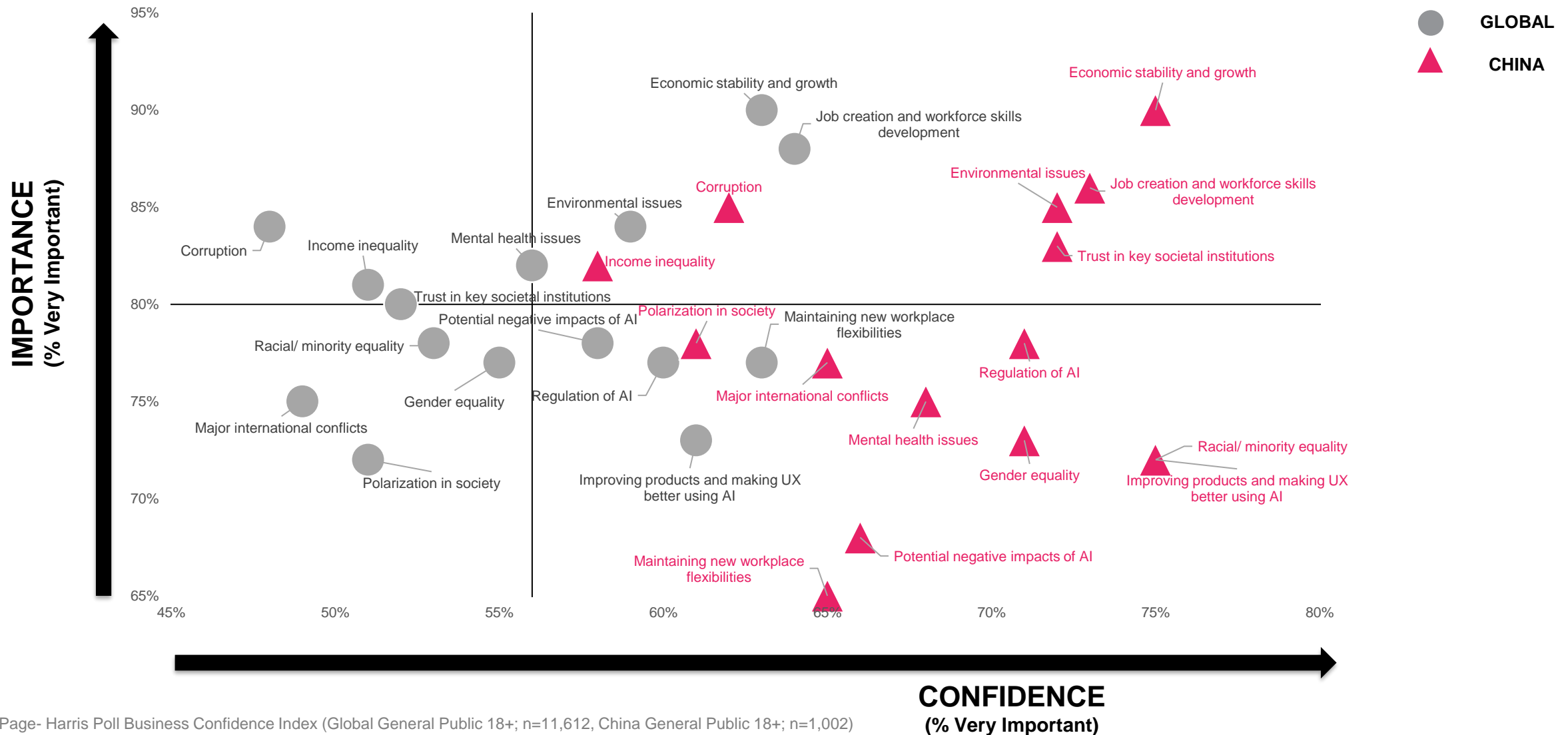


Economic Growth Key Business Asset In China; Confidence in Business Lowest on Addressing Income Inequality





Confidence in Business Much Higher in China Vs. Global; Business Addressing Potential Negative Impacts on AI Much Lower Importance in China

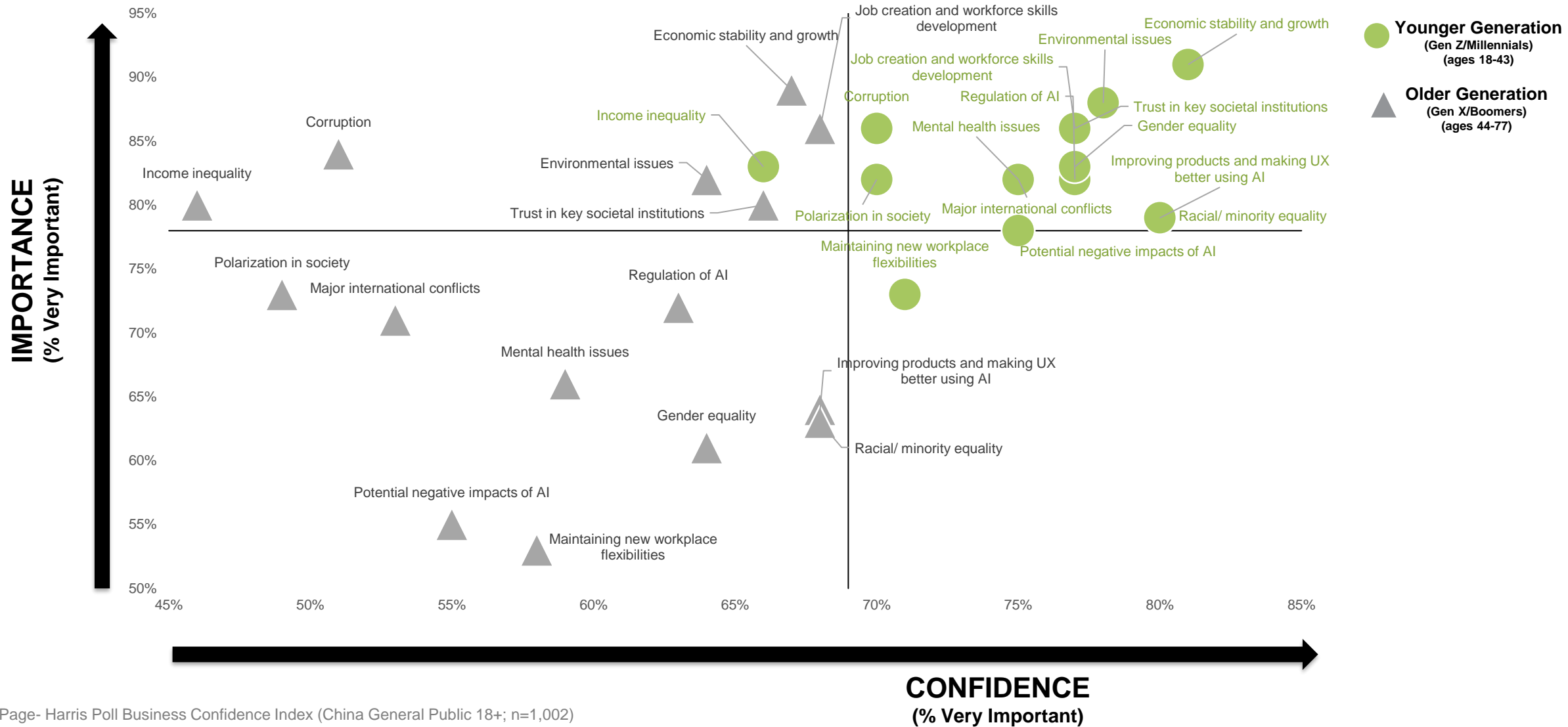


Source: Page- Harris Poll Business Confidence Index (Global General Public 18+; n=11,612, China General Public 18+; n=1,002)

*Quadrant divider lines based on overall Global average



Younger Chinese Public See Many More Issues As Being Very Important, Also, Much More Confident in Business Vs. Older Generations

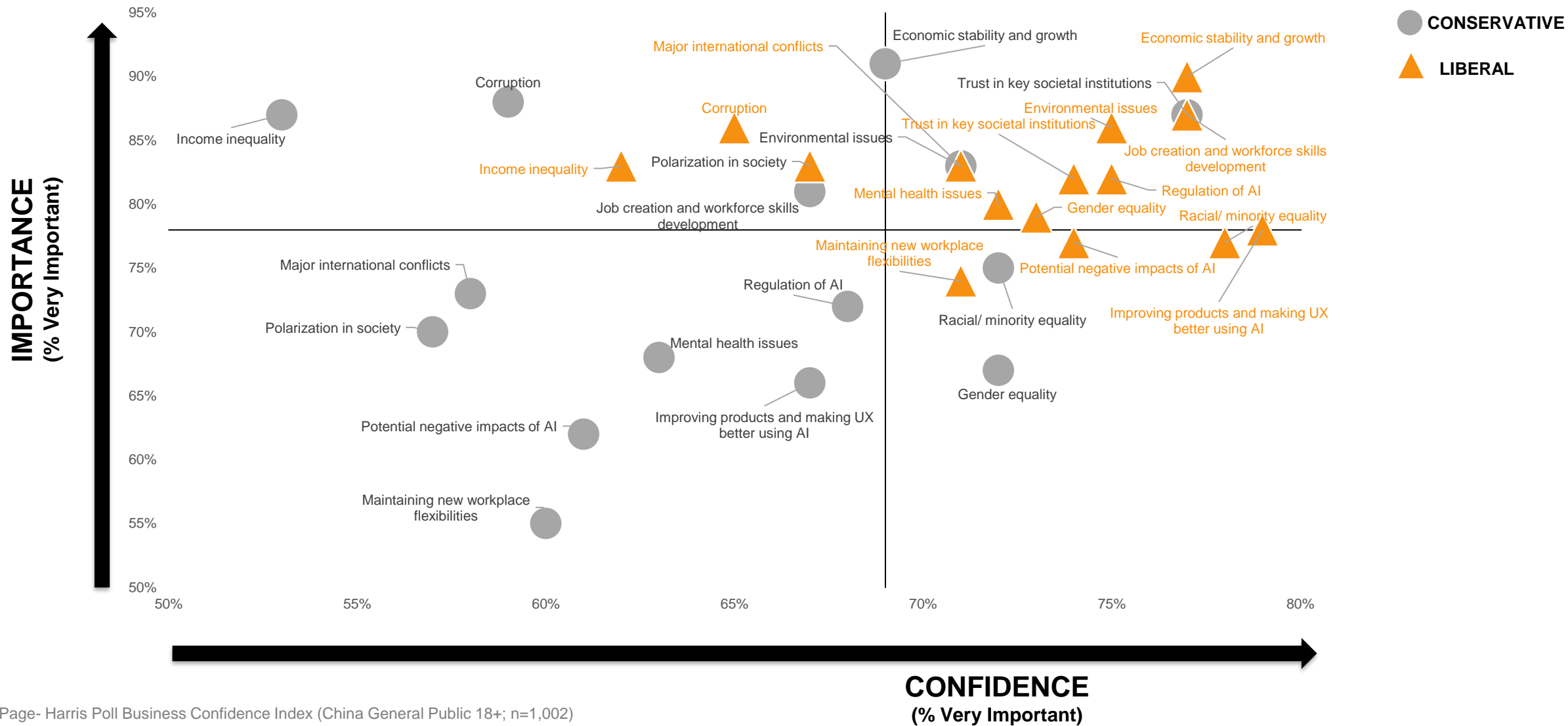


Source: Page- Harris Poll Business Confidence Index (China General Public 18+; n=1,002)

*Quadrant divider lines based on overall China average



Strongest Consensus Between Liberal and Conservative Public on Business' Role on Economic Growth, Building Trust in Key Institutions, and Environmental Issues



Source: Page- Harris Poll Business Confidence Index (China General Public 18+; n=1,002)

*Quadrant divider lines based on overall China average



- 1. Confidence in business is much higher in China, across key issues**
 - Business has higher credibility, across most issues, reinforcing opportunity and expectation to engage, especially on most important issues.
- 2. Economic Growth is the standout business asset in China – it is the #1 most important issue, and a top performer on confidence**
 - Start here – it is the bedrock for credible, compelling engagement
- 3. Younger Chinese public have higher expectations of business on more issues – and are also most confident in business making a positive impact**
 - Engagement strategies focused on younger generations require a more dynamic strategy, based on more issues; Engagement with older generations should be more focused on a core set of issues, with preparation for more questions (or even skepticism)
- 4. There are three issues that most credibly cross liberal and conservative leaning – Economic Growth, Building Trust in Societal Institutions, and Environmental Issues**
 - These issues is most likely to be able to bridge the gap between more liberal vs. more conservative constituencies



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