



# Page-Harris Poll Confidence in Business Index

## US 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
<b>US</b>	<b>n= 2331</b>

## 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.

# Large Business Confidence Gap In US



There's a 25-point gap between how important the US public believes it is for business to address these issues and their confidence that business can have an impact.

## 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  
**79%**

**Confidence**  
that leading companies  
can make an impact  
**54%**

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

# Highest Business Expectations In US On Six Issues



## Six issues stand out in importance for US businesses to address\*

1. Job Creation and Workforce<sup>^</sup>
2. Economic Growth<sup>^</sup>
3. Corruption
4. Mental Health Issues
5. Negative Impacts of AI
6. Environmental Issues

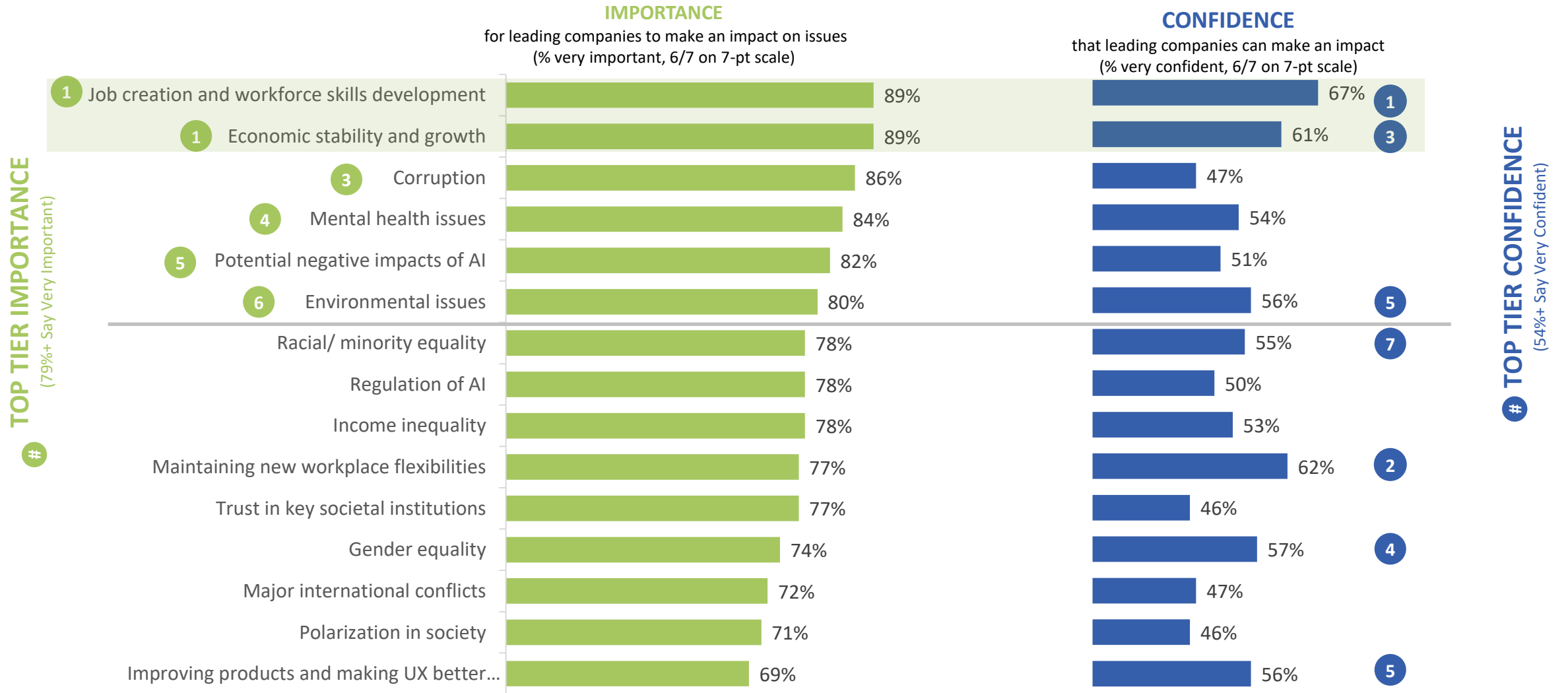
\*Cited by over 79% of respondents as important for business to address  
<sup>^</sup>tied for 1<sup>st</sup> at 89%

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

**Across Demographic Groups, the largest issue differences are by Political Leaning (i.e., Democrat vs. Republican) and Urbanicity (i.e., Urban vs. Rural)**

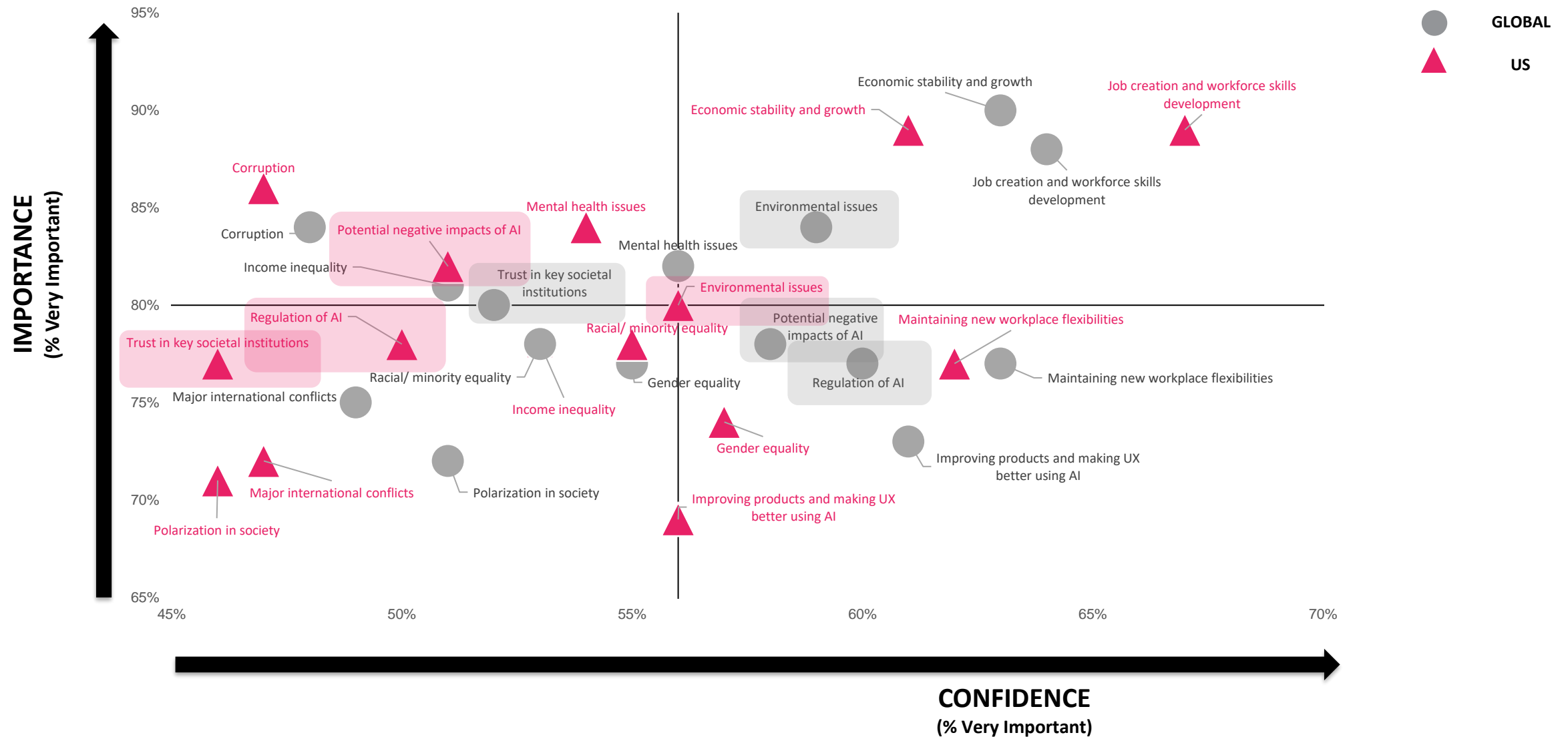


# Economic Growth and Workforce Development Key Business Assets In US





# Overall, Substantial Similarity Between US And Global; Larger Differences On Trust In Institutions, AI, Environment

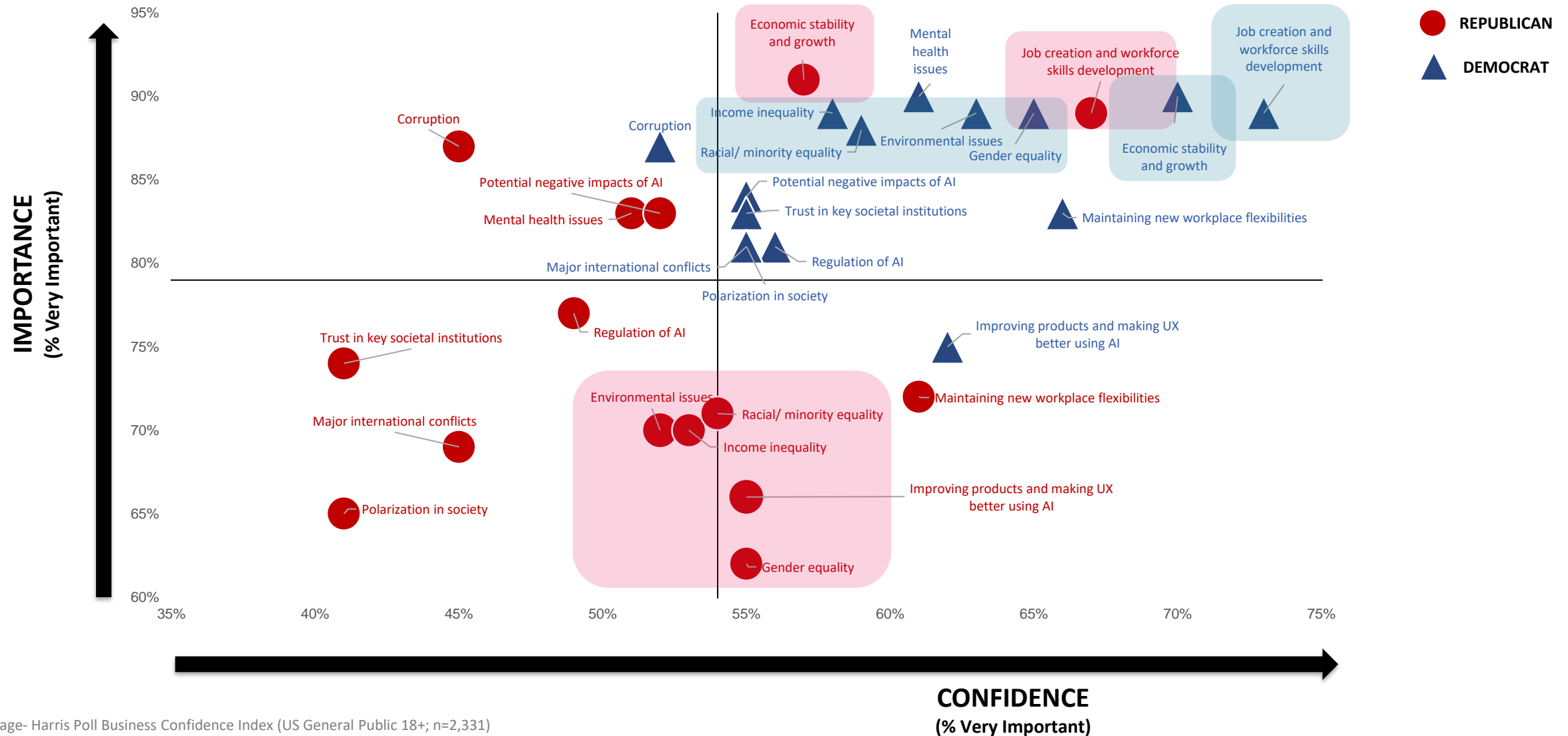


# Younger Americans Have Much Higher Confidence In Business





# Issue Importance And Confidence Higher With Democrats; Alignment On Growth, Jobs; Differences On Most Issues Including Environment, Equality



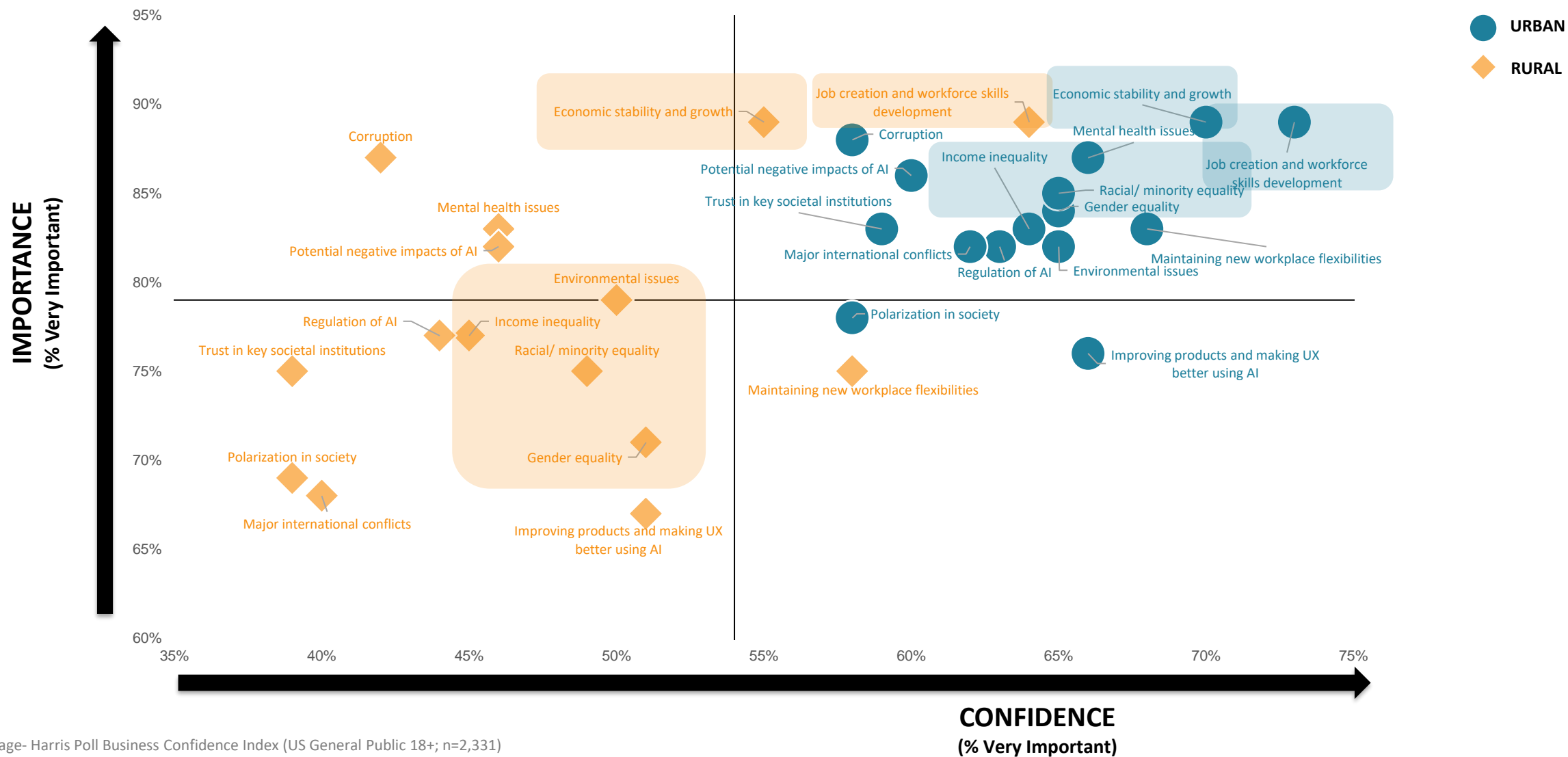
Source: Page- Harris Poll Business Confidence Index (US General Public 18+; n=2,331)

\*Quadrant divider lines based on overall US average





# Noteworthy Similarities In Differences In Urbanicity To Differences In Political Leaning



Source: Page- Harris Poll Business Confidence Index (US General Public 18+; n=2,331)

\*Quadrant divider lines based on overall US average

# Confidence in Business Index – US: In Summary



- 1. US Confidence in Business is similar to Global on most key issues**
  - Some noteworthy differences on Trust in Societal Institutions, AI, Environment
- 2. Economic Growth and Job Creation/ Workforce Skills are the standout business assets in the US – they are consistently the most important issues and top performers on confidence, across key demographic groups**
  - Start here – these are the bedrocks for credible, compelling engagement
  - These issues are particularly essential with Americans who are Older, live in Rural areas, or are Republicans
- 3. Amongst issues with highest alignment on Importance, Mental Health has largest gaps in Confidence**
  - Although Mental Health is consistently seen as very important across demographic groups, confidence in business on Mental Health is much lower with Older, Rural, or Republican-leaning Americans.
  - This indicates an important opportunity in building business confidence on Mental Health with these groups
- 4. Urban and Democrat-leaning Americans have higher expectations on more issues – and also higher confidence in business across issues**
  - With these groups, and to a slightly lesser degree with Younger Americans, there is more opportunity for high impact engagement across a larger swath of issues



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