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Favorable Views of Business, Labor Rebound

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Favorable opinions of both business corporations and labor unions have rebounded from record lows reached in the summer of 2011.

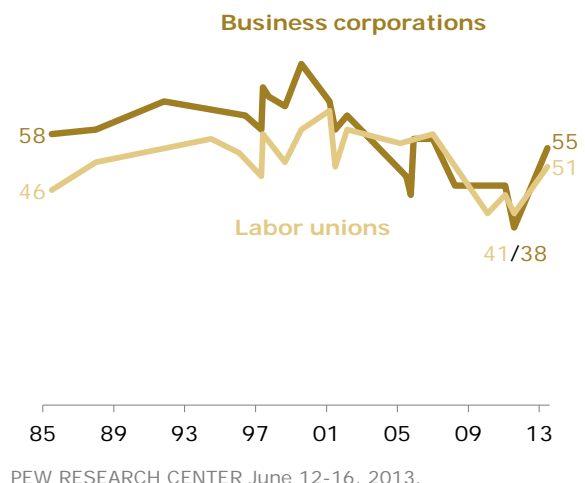
Overall, more Americans now hold a favorable (55%) than an unfavorable (39%) view of business corporations; two years ago, opinion was reversed (52% unfavorable, 38% favorable). Similarly, views of labor unions have returned to positive territory, with 51% holding a favorable view and 42% holding an unfavorable view – far better ratings than the 46% unfavorable/41% favorable balance of opinion registered in 2011.

Public views of business corporations and labor unions, which had mostly been in positive territory from the 1980s through the early 2000s, turned less favorable during the economic recession. And **in August 2011**, amid fears of a new economic downturn and widespread dissatisfaction with national conditions, favorable ratings for business and labor hit all-time lows. Since then, favorable opinions of business corporations have increased 17 points and positive views of labor unions have risen 10 points.

The national survey by the Pew Research Center, conducted June 12-16 among 1,512 adults, finds that favorable opinions of business corporations have increased by double digits across all partisan and ideological groups, with one exception. Liberal Democrats are no more likely to view business favorably today (37%) than they were two years ago (35%).

Favorable Views of Business and Labor Up Sharply Since 2011

% with favorable view of ...



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Views of labor unions also have improved across most groups since 2011. However, Just 23% of conservative Republicans view labor unions favorably, which is virtually unchanged from two years ago (24%).

The ideological divide in opinions about both labor and business, already wide, has increased. Fully 80% of liberal Democrats view labor unions favorably, compared with 23% of conservative Republicans. And conservative Republicans are twice as likely as liberal Democrats to have a favorable impression of business corporations (74% vs. 37%).

The overall improvement in views of both labor and business is consistent with the history of these two measures moving in concert. In five Pew Research Center surveys conducted since 2002, no more than four percentage points have separated favorable views of business and labor, and ratings for both have moved up and down in tandem. Throughout much of the 1990s, business corporations were viewed somewhat better than labor unions, but over the past decade both have received comparable ratings.

Views of Business, Labor Improve, But Ideological Divide Grows

	<i>Business corporations</i>		
	Aug 2011	June 2013	Change
<i>% favorable</i>	%	%	
Total	38	55	+17
Conservative Rep	61	74	+13
Moderate/Liberal Rep	40	63	+23
Independent	32	51	+19
Moderate/Cons Dem	35	56	+21
Liberal Dem	35	37	+2

	<i>Labor unions</i>		
	Aug 2011	June 2013	
<i>% favorable</i>	%	%	
Total	41	51	+10
Conservative Rep	24	23	-1
Moderate/Liberal Rep	34	44	+10
Independent	36	44	+8
Moderate/Cons Dem	56	70	+14
Liberal Dem	67	80	+13

PEW RESEARCH CENTER June 12-16, 2013.

Gender, Age Differences in Views of Business and Labor

Opinions about business corporations and labor unions also vary widely across demographic groups.

Men are more likely to view business favorably (56%) than labor (46%). Women are about as likely to hold a positive view of business corporations (53%) as labor unions (55%).

Those under 30 are the only age group in which a majority (61%) views labor unions favorably. Older age groups are more divided. There are more modest age differences in views of business corporations.

Household income is also a factor in these views. By a 59%-44% margin, those earning \$75,000 a year or more take a more positive view of business corporations than labor unions. Among those in household earning less than \$30,000 a year, labor unions (56%) are viewed at least as favorably as business corporations (50%).

Views of Business and Labor

	Business corporations		Labor unions		Diff in Fav
	Fav %	Unfav %	Fav %	Unfav %	
Total	55	39	51	42	+4
White	54	40	46	47	+8
Black	62	36	69	27	-7
Hispanic	52	37	58	32	-6
Men	56	39	46	45	+10
Women	53	40	55	38	-2
18-29	51	43	61	29	-10
30-49	58	37	50	43	+8
50-64	53	42	49	45	+4
65+	56	35	42	50	+14
College grad+	56	39	48	46	+8
Some college	50	45	53	41	-3
HS or less	57	35	51	40	+6
<i>Family income</i>					
\$75,000 or more	59	37	44	51	+15
\$30,000-\$75,000	56	40	54	39	+2
Less than \$30,000	50	43	56	37	-6
Republican	69	24	31	64	+38
Conservative	74	20	23	74	+51
Moderate/Liberal	63	33	44	50	+19
Democrat	50	46	73	20	-23
Liberal	37	58	80	14	-43
Moderate/Conservative	56	41	70	23	-14
Independent	51	42	44	47	+7
Lean Republican	60	33	32	61	+28
Lean Democratic	52	44	56	38	-4
<i>Among Rep/lean Rep</i>					
Tea Party	74	20	18	79	+56
Non-Tea Party	59	34	42	51	+17
<i>Union household</i>					
Yes	51	44	73	25	-22
No	55	39	48	44	+7

PEW RESEARCH CENTER June 12-16, 2013.

About the Survey

The analysis in this report is based on telephone interviews conducted June 12-16, 2013 among a national sample of 1,512 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (758 respondents were interviewed on a landline telephone, and 754 were interviewed on a cell phone, including 394 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cell phone random digit dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see <http://people-press.org/methodology/>

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity and region to parameters from the 2011 Census Bureau's American Community Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2012 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus...
Total sample	1,512	2.9 percentage points
Republican	388	5.8 percentage points
Democrat	487	5.2 percentage points
Independent	575	4.8 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JUNE 2013 POLITICAL SURVEY
FINAL TOPLINE
June 12-16, 2013
N=1,512

QUESTIONS 1 HELD FOR FUTURE RELEASE**QUESTIONS 2-5, 8, 14-16, 20a-c, 24-27, 32, 36-37, 39-49, 51-52, 55-58 PREVIOUSLY RELEASED****NO QUESTIONS 6-7, 9-13, 17-19, 21-23, 28-31, 33-35, 38, 50, 53-54****ASK ALL:**

Next,

Q.20 Would you say your overall opinion of **[INSERT ITEM; RANDOMIZE; RANDOMIZE ITEMS a AND b FIRST, FOLLOWED BY RANDOMIZED ITEMS c-e]** is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? **[INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]** How about **[NEXT ITEM]**? **[IF NECESSARY: Just in general, is your overall opinion of [ITEM] very favorable, mostly favorable, mostly UNfavorable, or very unfavorable?]** **[INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]**

	----- Favorable -----			----- Unfavorable -----			(VOL.)	(VOL.)
	Total	Very	Mostly	Total	Very	Mostly	Never heard of	Can't rate/Ref
d. Labor unions								
Jun 12-16, 2013	51	16	35	42	17	25	1	6
Aug 17-21, 2011	41	11	30	46	21	26	1	12
Feb 22-Mar 1, 2011	47	18	29	39	17	23	2	12
Feb 2-7, 2011	45	11	34	41	17	25	1	13
Feb 3-9, 2010	41	11	30	42	16	26	1	16
January, 2007	58	18	40	31	11	20	2	9
Late March, 2005	56	17	39	33	9	24	1	9
March, 2002	59	15	44	32	9	23	1	8
July, 2001	51	12	39	36	10	26	1	12
March, 2001	63	16	47	28	7	21	1	8
August, 1999	59	12	47	36	9	27	*	5
Early September, 1998	52	12	40	38	13	25	*	10
June, 1997	58	15	43	35	10	25	*	7
May, 1997	49	15	34	39	13	26	*	12
April, 1996	47	10	37	45	17	28	*	8
February, 1996	54	17	37	41	14	27	*	5
July, 1994	57	14	43	38	10	28	*	5
January, 1988	52	10	42	39	10	29	*	9
July, 1985	46	9	37	47	17	30	*	7
e. Business corporations								
Jun 12-16, 2013	55	11	44	39	11	28	*	6
Aug 17-21, 2011	38	7	31	52	21	31	1	9
Feb 2-7, 2011	47	7	40	45	15	31	1	7
April, 2008	47	10	37	45	15	30	*	8
January, 2007	57	9	48	30	8	22	2	11
December, 2005	57	9	48	35	10	25	*	8
Late October, 2005	45	8	37	45	16	29	*	10
July, 2005	49	9	40	40	11	29	*	11
March, 2002	62	10	52	29	6	23	1	8
July, 2001	59	9	50	27	6	21	*	14
March, 2001	65	9	56	25	6	19	1	9
August, 1999	73	8	65	22	3	19	0	5
Early September, 1998	64	9	55	26	5	21	*	10
October, 1997	66	11	55	28	5	23	*	6
June, 1997	68	8	60	25	7	18	*	7

Q.20 CONTINUED...

	----- Favorable -----			----- Unfavorable -----			(VOL.)	(VOL.)
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never heard of	Can't rate/Ref
May, 1997	59	9	50	28	7	21	1	12
June, 1996	62	10	52	31	6	25	*	7
February, 1996	59	9	50	34	10	24	1	6
October, 1995	60	6	54	36	7	29	0	4
July, 1994	70	8	62	24	5	19	*	6
November, 1991	65	8	57	28	6	22	0	7
January, 1988	59	6	53	32	5	27	*	9
June, 1985	58	8	50	31	7	24	1	10

ASK ALL:

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or independent?

ASK IF INDEP/NO PREF/OTHER/DK/REF (PARTY=3,4,5,9):

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

				(VOL.)	(VOL.)	(VOL.)	Lean	Lean
	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	No preference	Other party	DK/Ref	Rep	Dem
Jun 12-16, 2013	23	33	39	3	*	2	17	15
May 1-5, 2013	25	32	37	2	1	3	14	16
Mar 13-17, 2013	26	33	34	3	1	3	14	15
Feb 13-18, 2013	22	32	41	2	*	2	15	19
Jan 9-13, 2013	25	32	38	2	*	2	15	16
Dec 17-19, 2012	21	32	38	4	*	4	15	14
Dec 5-9, 2012	23	33	38	3	1	2	14	19
Oct 31-Nov 3, 2012	26	34	34	3	1	3	13	16
Oct 24-28, 2012	28	33	33	4	*	2	12	16
Oct 4-7, 2012	27	31	36	3	1	3	15	15
Sep 12-16, 2012	24	35	36	2	*	2	14	16
Jul 16-26, 2012	22	33	38	4	*	3	14	15
Jun 28-Jul 9, 2012	24	33	37	3	*	3	15	17
Yearly Totals								
2012	24.7	32.6	36.4	3.1	.5	2.7	14.4	16.1
2011	24.3	32.3	37.4	3.1	.4	2.5	15.7	15.6
2010	25.2	32.7	35.2	3.6	.4	2.8	14.5	14.1
2009	23.9	34.4	35.1	3.4	.4	2.8	13.1	15.7
2008	25.7	36.0	31.5	3.6	.3	3.0	10.6	15.2
2007	25.3	32.9	34.1	4.3	.4	2.9	10.9	17.0
2006	27.8	33.1	30.9	4.4	.3	3.4	10.5	15.1
2005	29.3	32.8	30.2	4.5	.3	2.8	10.3	14.9
2004	30.0	33.5	29.5	3.8	.4	3.0	11.7	13.4
2003	30.3	31.5	30.5	4.8	.5	2.5	12.0	12.6
2002	30.4	31.4	29.8	5.0	.7	2.7	12.4	11.6
2001	29.0	33.2	29.5	5.2	.6	2.6	11.9	11.6
2001 Post-Sept 11	30.9	31.8	27.9	5.2	.6	3.6	11.7	9.4
2001 Pre-Sept 11	27.3	34.4	30.9	5.1	.6	1.7	12.1	13.5
2000	28.0	33.4	29.1	5.5	.5	3.6	11.6	11.7
1999	26.6	33.5	33.7	3.9	.5	1.9	13.0	14.5
1998	27.9	33.7	31.1	4.6	.4	2.3	11.6	13.1
1997	28.0	33.4	32.0	4.0	.4	2.3	12.2	14.1
1996	28.9	33.9	31.8	3.0	.4	2.0	12.1	14.9
1995	31.6	30.0	33.7	2.4	.6	1.3	15.1	13.5
1994	30.1	31.5	33.5	1.3	--	3.6	13.7	12.2
1993	27.4	33.6	34.2	4.4	1.5	2.9	11.5	14.9
1992	27.6	33.7	34.7	1.5	0	2.5	12.6	16.5
1991	30.9	31.4	33.2	0	1.4	3.0	14.7	10.8
1990	30.9	33.2	29.3	1.2	1.9	3.4	12.4	11.3
1989	33	33	34	--	--	--	--	--
1987	26	35	39	--	--	--	--	--

ASK ALL:

TEAPARTY2 From what you know, do you agree or disagree with the Tea Party movement, or don't you have an opinion either way?

	<u>Agree</u>	<u>Disagree</u>	<u>No opinion either way</u>	(VOL.) <u>Haven't heard of</u>	(VOL.) <u>Refused</u>	<i>Not heard of/ DK</i>
Jun 12-16, 2013	22	29	46	2	2	--
May 23-26, 2013	17	20	56	3	4	--
Feb 14-17, 2013	19	26	52	2	1	--
Dec 5-9, 2012	18	29	50	2	1	--
Oct 31-Nov 3, 2012 (RVs)	19	29	47	1	3	--
Oct 4-7, 2012	19	25	52	2	2	--
Sep 12-16, 2012	18	26	53	2	2	--
Jul 16-26, 2012	16	27	54	2	1	--
Jun 28-Jul 9, 2012	19	27	49	3	2	--
Jun 7-17, 2012	21	25	52	2	1	--
May 9-Jun 3, 2012	16	25	54	2	3	--
Apr 4-15, 2012	20	26	50	3	2	--
Mar 7-11, 2012	19	29	48	2	2	--
Feb 8-12, 2012	18	25	53	2	2	--
Jan 11-16, 2012	20	24	52	2	2	--
Jan 4-8, 2012	18	25	52	2	3	--
Dec 7-11, 2011	19	27	50	2	2	--
Nov 9-14, 2011	20	27	51	1	1	--
Sep 22-Oct 4, 2011	19	27	51	2	1	--
Aug 17-21, 2011	20	27	50	1	1	--
Jul 20-24, 2011	20	24	53	1	1	--
Jun 15-19, 2011	20	26	50	3	2	--
May 25-30, 2011	18	23	54	2	2	--
Mar 30-Apr 3, 2011	22	29	47	1	1	--
Mar 8-14, 2011	19	25	54	1	1	--
Feb 22-Mar 1, 2011	20	25	52	2	2	--
Feb 2-7, 2011 ¹	22	22	53	2	2	--
Jan 5-9, 2011	24	22	50	2	1	--
Dec 1-5, 2010	22	26	49	2	2	--
Nov 4-7, 2010	27	22	49	1	1	--
Oct 27-30, 2010 (RVs)	29	25	32	--	1	13
Oct 13-18, 2010 (RVs)	28	24	30	--	1	16
Aug 25-Sep 6, 2010 (RVs)	29	26	32	--	1	13
Jul 21-Aug 5, 2010	22	18	37	--	1	21
Jun 16-20, 2010	24	18	30	--	*	27
May 20-23, 2010	25	18	31	--	1	25
Mar 11-21, 2010	24	14	29	--	1	31

¹ In the February 2-7, 2011 survey and before, question read "...do you strongly agree, agree, disagree or strongly disagree with the Tea Party movement..." In October 2010 and earlier, question was asked only of those who had heard or read a lot or a little about the Tea Party. In May 2010 through October 2010, it was described as: "the Tea Party movement that has been involved in campaigns and protests in the U.S. over the past year." In March 2010 it was described as "the Tea Party protests that have taken place in the U.S. over the past year."