



## MEMORANDUM

TO: Interested Chamber Members  
FR: Ashlee Rich Stephenson, Senior Political Strategist, U.S. Chamber  
DT: August 22, 2023  
RE: 2024 Election Season

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# Ahead of 2024 Election Season, New Poll Shows Voters Trust American Free Enterprise and Support Helping Businesses Create Jobs and Grow Economy; Strongly Oppose Government Intrusion in Business Decisions

With the first presidential debate set for this Wednesday, recent polling conducted on behalf of the U.S. Chamber of Commerce illustrates that voters are supportive of pro-growth policies and pro-business candidates who will help businesses create jobs.

The Chamber's poll also reports that aggressive agendas from the progressive left and populist right for greater government management of the economy and micromanagement of businesses is decidedly out of step with the views of voters.

Consistent with other recent third-party polling, the Chamber's research reports that a majority of Republican primary voters want to keep government out of business decisions. Sizeable numbers of Independents and Democrats share the same view.

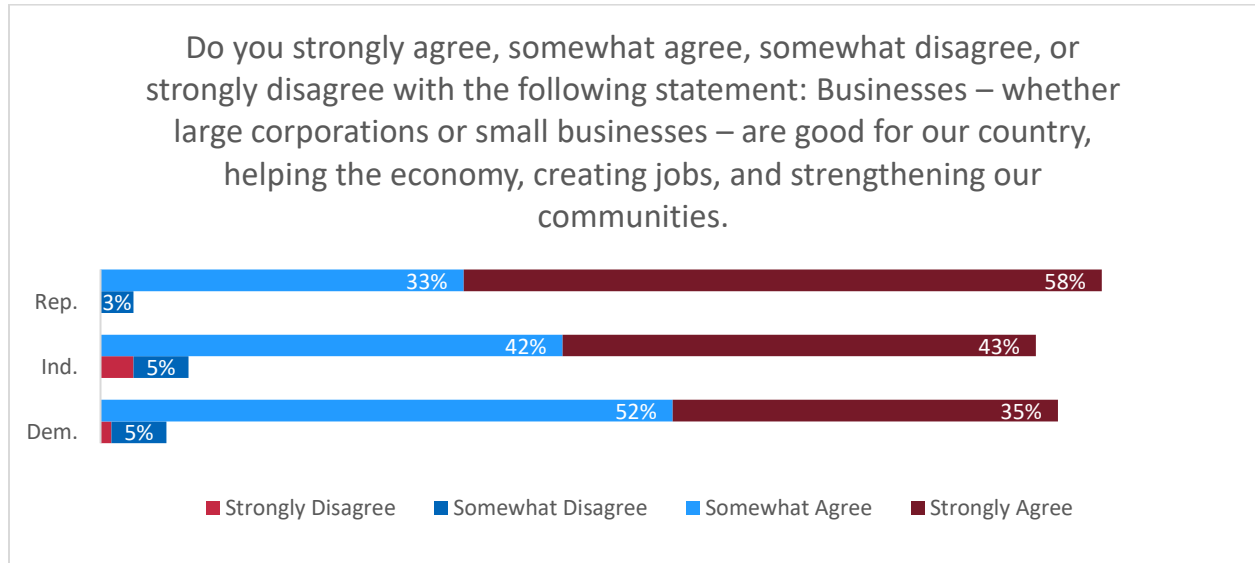
Voters also favor the positions held by small and large businesses alike on a wide range of critical policy issues, including securing the border and increasing legal immigration, stopping frivolous lawsuits, enacting permitting reform, and pursuing more global trade deals.

As we head into election season, the message is clear: Whether you are courting Republican, Democratic, or Independent voters, candidates will be well served to run as pro-business candidates focused on solutions that support jobs and America's free enterprise system.



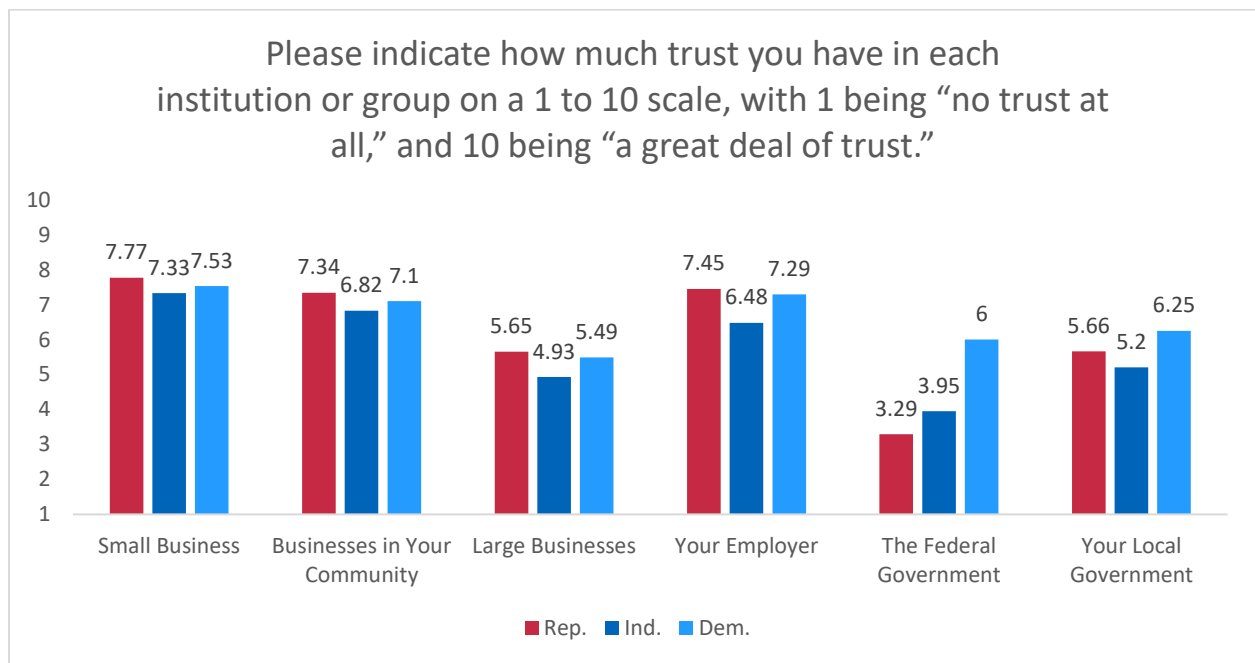
Highlights from the June 17-22 national poll of 1,327 registered voters conducted by North Star Opinion Research:

### Voters Overwhelmingly Think Business is a Force for Good



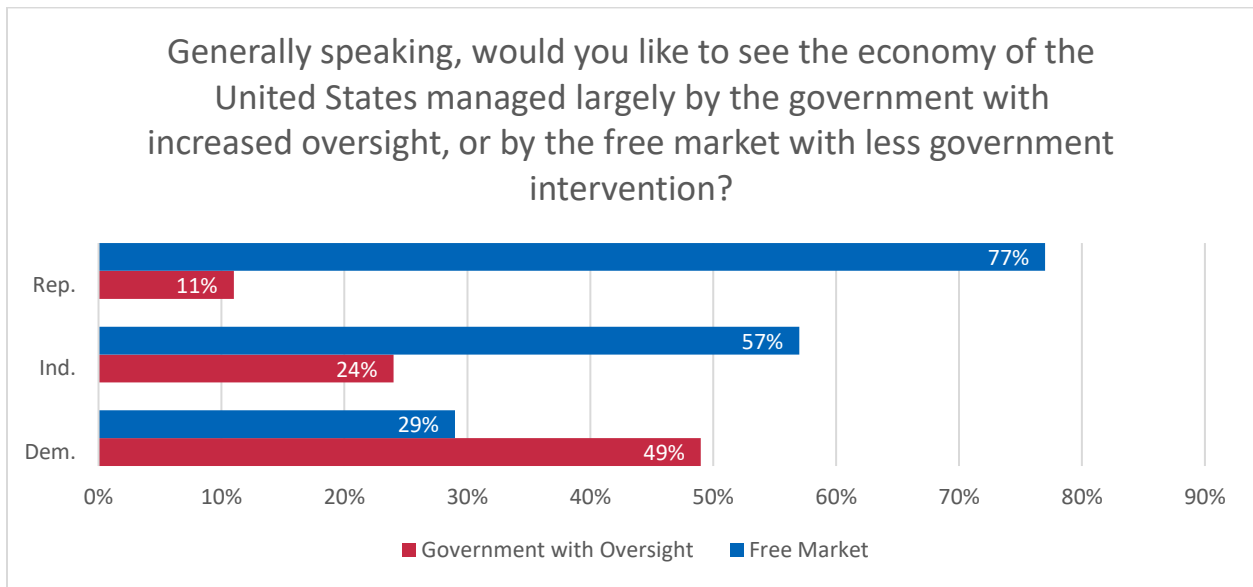
### Voters Trust their Employers, Small Businesses, Businesses in their Communities, and Large Businesses

Even large businesses are significantly more trusted than the federal government by Republicans and Independents.





### Voters, Especially Republicans, Prefer the Free Market to Government Management and Oversight



### Republicans, Independents, and More than a Quarter of Democrats Prefer Candidates Who Oppose Micromanagement of Business Decisions

Which of the following candidates do you agree with more?

<p>Candidate A says that government should require companies to disclose more information about how their operations impact the environment, social justice, and equity so that they can be held accountable. Candidate A received 29% of total responses.</p>	<table border="1"> <thead> <tr> <th>Political Affiliation</th> <th>Agreement</th> </tr> </thead> <tbody> <tr> <td>Dem.</td> <td>43%</td> </tr> <tr> <td>Ind.</td> <td>25%</td> </tr> <tr> <td>Rep.</td> <td>18%</td> </tr> </tbody> </table>	Political Affiliation	Agreement	Dem.	43%	Ind.	25%	Rep.	18%
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<p>Candidate B says that large investors are pushing a woke environmental and social agenda on companies, and government intervention is necessary to ensure that companies can do business in the best way for them. Candidate B received 21% of total responses.</p>	<table border="1"> <thead> <tr> <th>Political Affiliation</th> <th>Agreement</th> </tr> </thead> <tbody> <tr> <td>Dem.</td> <td>20%</td> </tr> <tr> <td>Ind.</td> <td>22%</td> </tr> <tr> <td>Rep.</td> <td>20%</td> </tr> </tbody> </table>	Political Affiliation	Agreement	Dem.	20%	Ind.	22%	Rep.	20%
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<p>Candidate C says that whether it comes from the right or the left, government micromanaging of business is a bad idea. We should let consumers and the market punish or reward companies for their decisions and keep government out of it. Candidate C received 40% of responses.</p>	<table border="1"> <tr> <th>Party</th> <th>Support</th> </tr> <tr> <td>Dem.</td> <td>27%</td> </tr> <tr> <td>Ind.</td> <td>43%</td> </tr> <tr> <td>Rep.</td> <td>53%</td> </tr> </table>	Party	Support	Dem.	27%	Ind.	43%	Rep.	53%
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This is consistent with the recent [Times/Siena poll](#) of likely Republican primary voters:

<p>Which of these two Republicans would you be more likely to support in a Republican primary for president:</p>	
<p>A candidate who promises to fight corporations that promote “woke” left ideology</p>	<p>41%</p>
<p>A candidate who says that the government should stay out of deciding what corporations can support</p>	<p>52%</p>

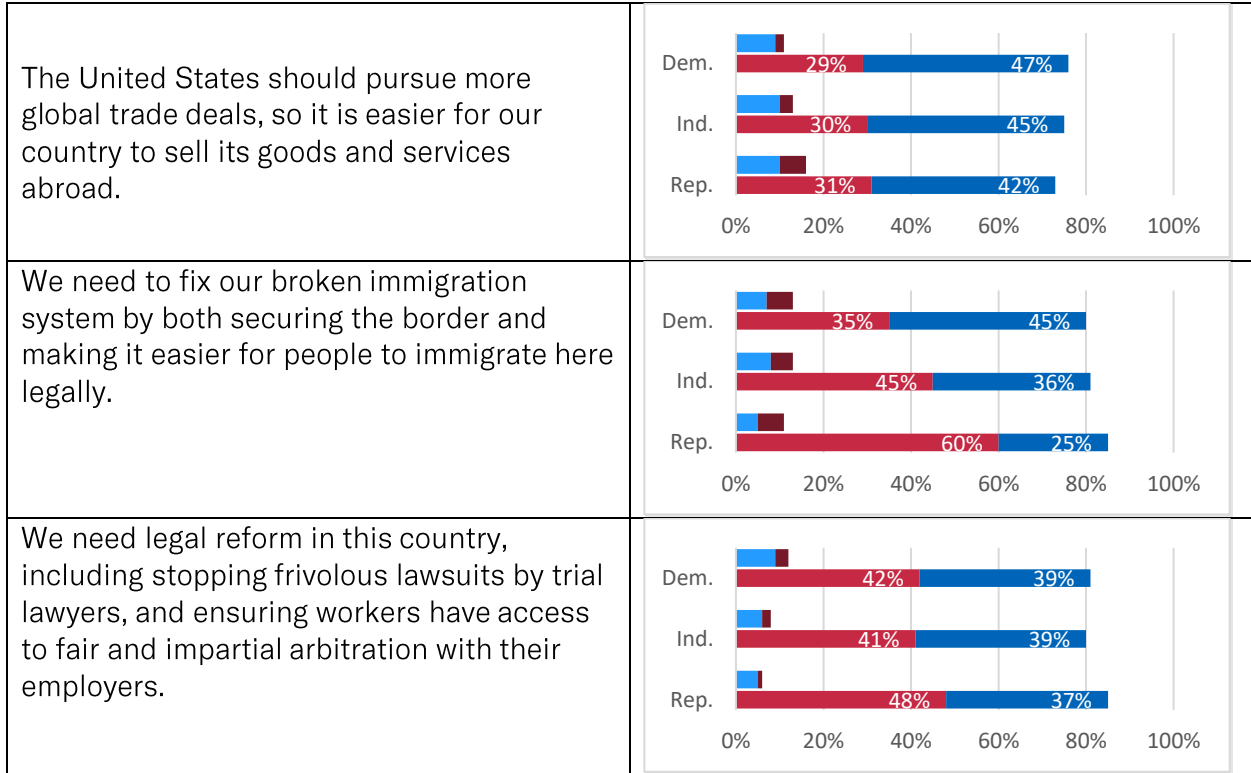
And consistent with recent polling by [Echelon Insights](#) of Republican voters:

<p>Which of the following statements do you agree with more, even if neither is exactly right?</p>	
<p>Businesses should be held accountable if they are too focused on being “woke.”</p>	<p>38%</p>
<p>Businesses should be able to operate however they like as long as they do not break the law.</p>	<p>50%</p>

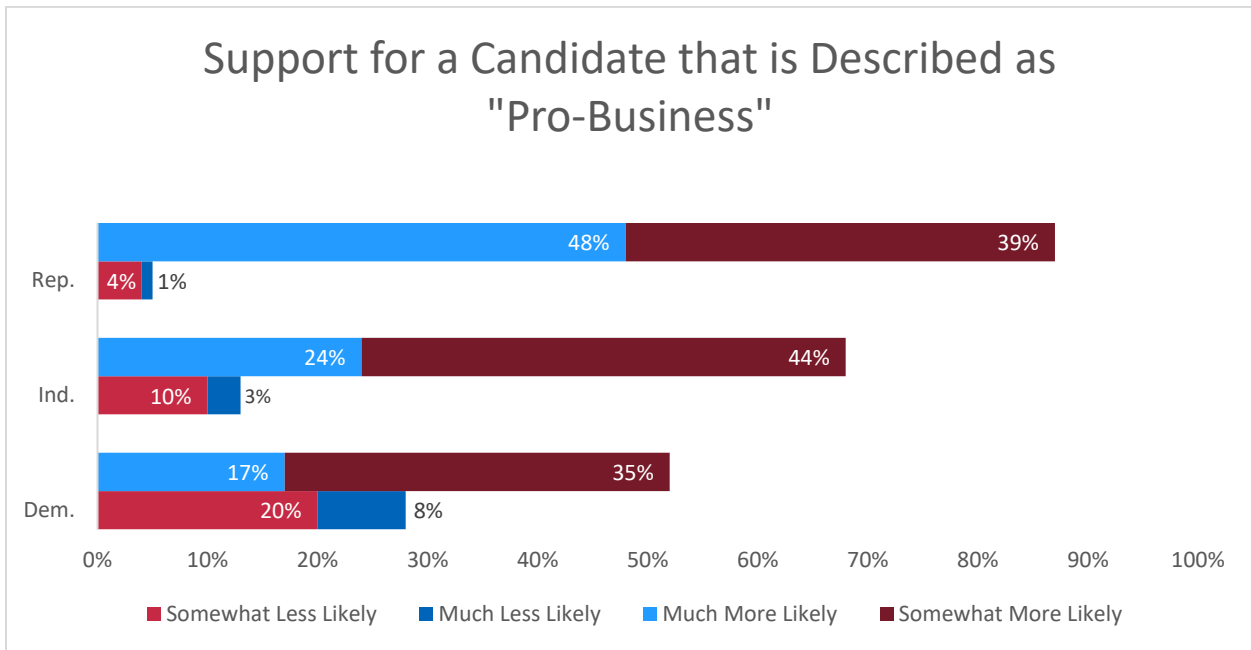
### Voters Support a Wide-Range of Pro-Growth Policies

- Strongly Support   ■ Somewhat Support
- Somewhat Oppose   ■ Strongly Oppose

<p>We should speed up the permitting process so that it doesn’t take almost a decade to get a government permit for critical infrastructure projects.</p>	<table border="1"> <tr> <th>Party</th> <th>Strongly Support</th> <th>Somewhat Support</th> </tr> <tr> <td>Dem.</td> <td>39%</td> <td>37%</td> </tr> <tr> <td>Ind.</td> <td>42%</td> <td>37%</td> </tr> <tr> <td>Rep.</td> <td>55%</td> <td>28%</td> </tr> </table>	Party	Strongly Support	Somewhat Support	Dem.	39%	37%	Ind.	42%	37%	Rep.	55%	28%
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**Majorities of Republicans, Independents, and Democrats are More Likely to Support a Candidate Described as Pro-Business**





**Political Background Questions:**

Generic Congressional Ballot:

- Democrats have a three-point advantage on the generic ballot with 20% of voters, including 49% of Independents indicating their vote depends on the candidate.
- This is consistent with the latest RealClearPolitics averages and recent polls that show essentially a tie, with narrow shifts in advantages in recent surveys for both Republicans and Democrats.

In general, would you prefer that your next member of Congress be (ROTATE: a Republican or a Democrat)?				
	ALL	REP	IND	DEM
Republican	37%	93%	24%	1%
Democrat	40%	1%	22%	92%
Depends on the Candidates	20%	5%	49%	5%
Don't Know / No Opinion	3%	1%	5%	1%

President Biden Approval:

- 43% of voters approve of the job President Biden is doing, while 54% disapprove.
- These figures are driven by 46% who disapprove strongly, including 48% of Independents.

Do you approve or disapprove of the job Joe Biden is doing as President?				
	ALL	REP	IND	DEM
Strongly Approve	16%	1%	6%	38%
Somewhat Approve	27%	2%	29%	48%
Somewhat Disapprove	8%	6%	13%	6%
Strongly Disapprove	46%	90%	48%	6%
Don't Know / No Opinion	3%	0%	4%	2%