

# navigator\*

Wednesday, February 14<sup>th</sup>

Corporate Greed: A  
Guide for Advocates



## Key Takeaways:

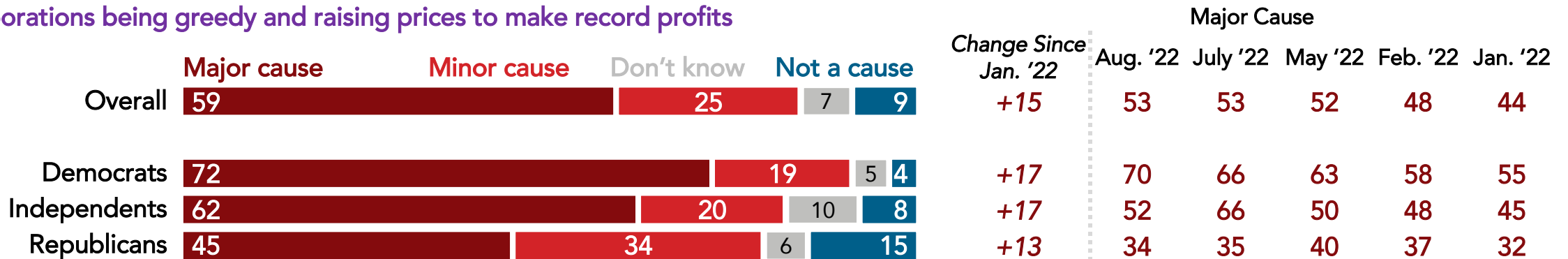
- Equal shares of Americans blame corporate greed and government spending for inflation, with a notable double-digit increase since early 2022 in the share who blame corporate greed.
- The most convincing message on price increases highlights that “corporate profits and CEO salaries are at an all-time high, outpacing inflation” while corporations are “raising prices for families and small businesses.”
- Nearly half of Americans support a 32-hour workweek.

# The Share Who Blame Corporate Greed for Inflation Has Steadily Risen, and Is Now On Par With Government Spending

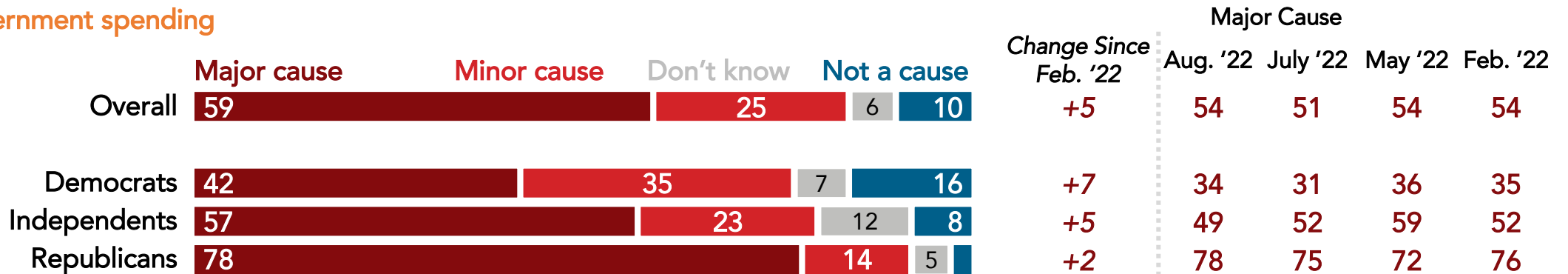
Since January of 2022, there has been a 15-point increase in the share who say “corporations being greedy” is a “major cause” of inflation (from 44% to 59%), with 17-point increases among independents (from 45% to 62%) and Democrats alike (from 55% to 72%).

Below is a list of reasons some have given for inflation right now. For each one, please indicate whether you believe it is a cause of inflation.

## Corporations being greedy and raising prices to make record profits



## Government spending



Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted January 25-January 29, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# Rising Corporate Profits and CEO Salaries Are Most Convincing on Corporations' Role in Price Hikes

Nearly half (45%) find a statement that "corporate profits and CEO salaries are at an all-time high, outpacing inflation" very convincing, while two in three independents (68% convincing) and Republicans (67%) each find it "very" or "somewhat convincing."

Below are some statements about corporations and their role in the prices consumers are paying in the United States. Please indicate how convincing you find each statement.



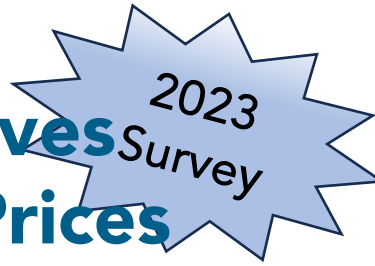
\*"Soft economic approvers/disapprovers" say they somewhat approve or somewhat disapprove of Biden's handling of the economy on the initial ask.

\*\*"Unfav to Biden and Trump" are those who are unfavorable to both Joe Biden and Donald Trump on separate asks.

Nationwide survey of 1,000 registered voters conducted January 25-January 29, 2024.

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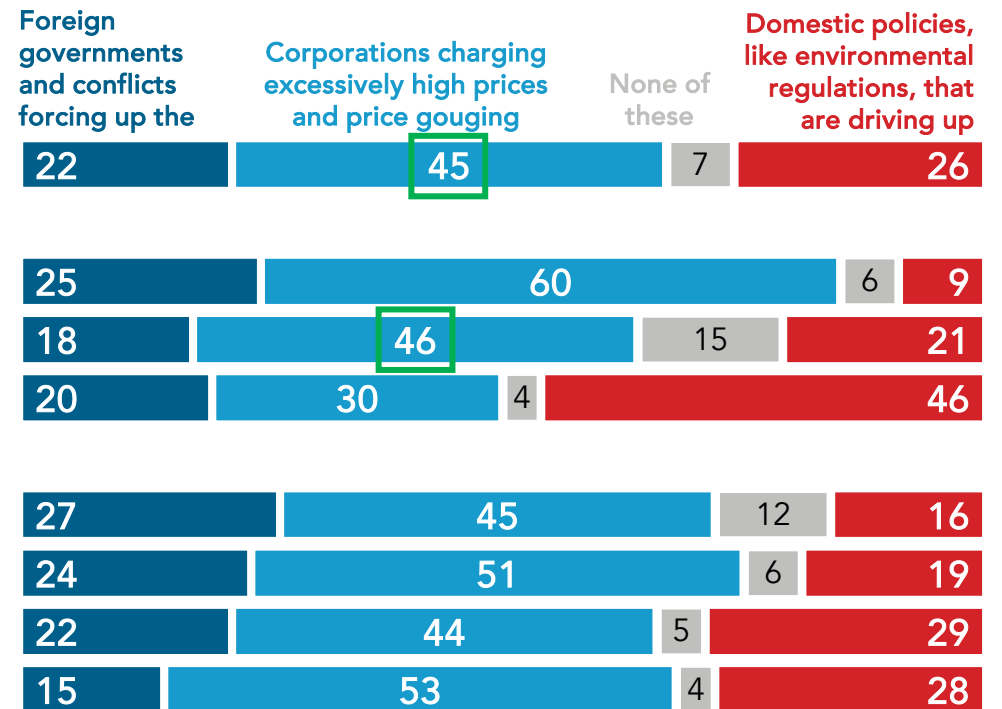
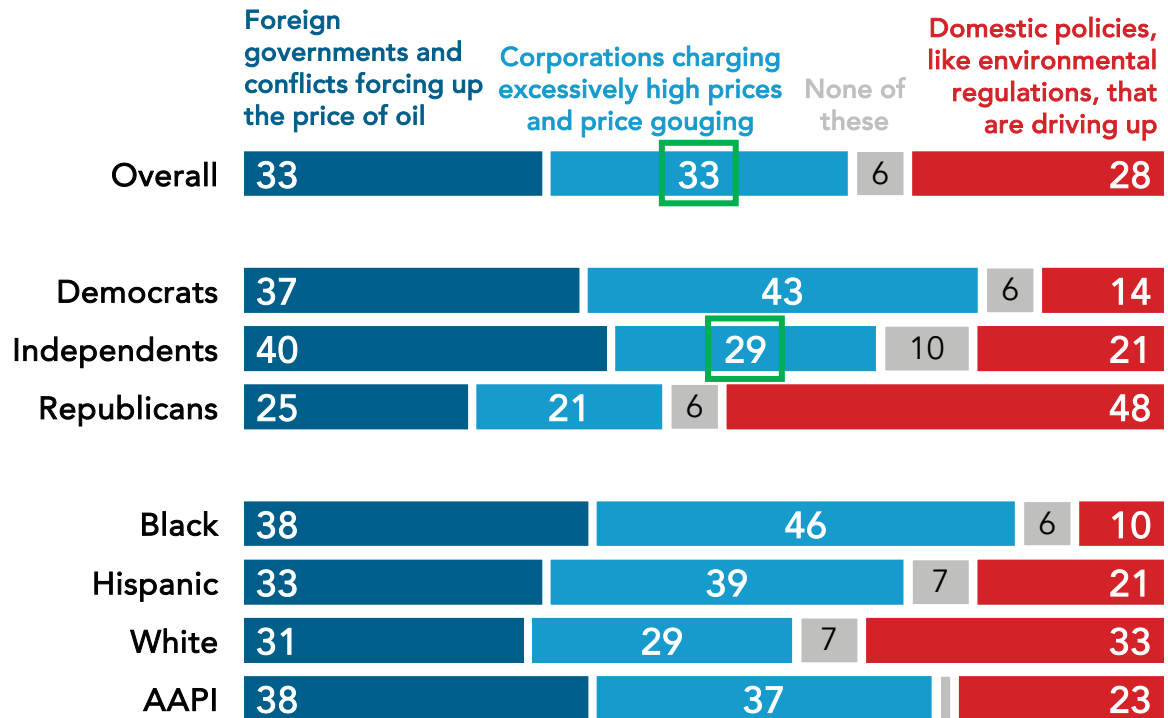
# Reminder: Talking About Record Gas Company Profits Drives Up the Share Who Blame Corporate Greed for High Gas Prices



One in three blame oil companies for high gas prices (33%), but that share rises to 45% when shown proof points about record-breaking profits oil companies have made.

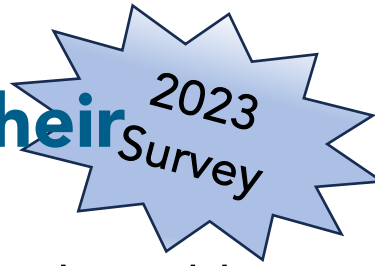
**(Split sample)** Gas prices have been at record highs in the last year. Who or what is more responsible for the high gas prices?

**(Split sample)** Gas prices have been at record highs in the last year. In the last year alone, Exxon made \$55.7 billion, a company record; Chevron made \$36.5 billion, doubling their 2021 profits; and Valero made \$11.6 billion, 866% higher than the previous year. Who or what is more responsible for the high gas prices?



Nationwide survey of 1,000 registered voters conducted February 23-February 27, 2023. For more info, visit [navigatorresearch.org](http://navigatorresearch.org).

# Americans Are Most Concerned That Corporations and Their CEOs & Executives Are Making Excessive Profits



Corporations making “too much in profits by excessively raising prices for Americans” is the top concern across party lines, while concerns about “price gouging and scam fees” are not as acute (26% concerned about this most overall).

- Among economically persuadable Americans\*, corporations making too much by raising prices on Americans is most concerning (42%).

## What concerns you the most about corporations these days?

		Dem	Ind	Rep	Econ. Persuadable*
They make too much in profits by excessively raising prices for Americans	38%	40	39	35	42
Their CEOs and executives make too much in salaries and bonuses	35	38	31	32	35
They're greedy	31	35	30	26	31
They're taking advantage of consumers	29	34	26	25	31
They cheat consumers with price gouging and scam fees	26	26	26	26	27

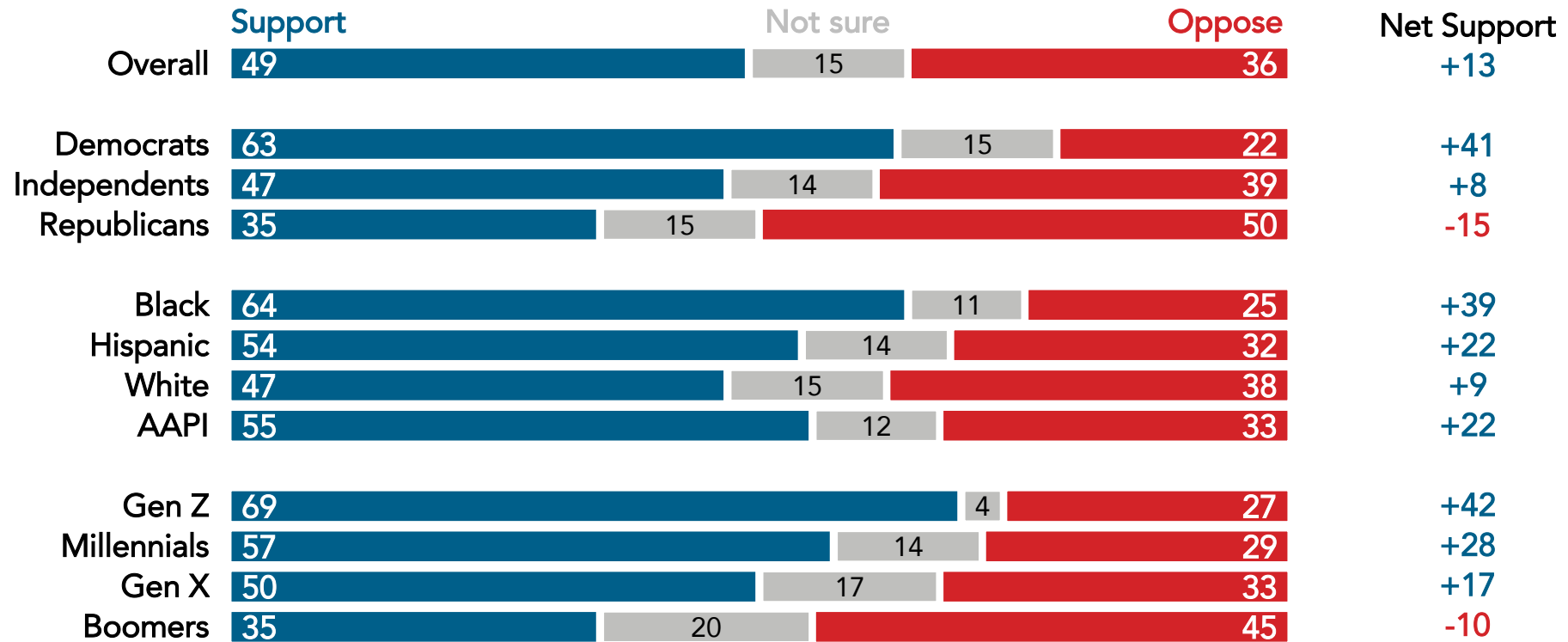
\*“Economically persuadable” are those who disapprove of Biden’s handling of the economy, but support Biden and Democrats’ Inflation Reduction Act, proposed Junk Fees Prevention Act, and proposed legislation to limit credit card late fees on separate questions. Nationwide survey of 1,000 registered voters conducted February 23-February 27, 2023. For more info, visit [navigatorresearch.org](http://navigatorresearch.org).

# Nearly Half of Americans Support a 32-Hour Workweek

Democrats (net +41 support) and Black Americans (net +39) most support the move, as do majorities or pluralities of every racial group.

- Gen Z is most supportive of the legislation (net +42), while Boomers are least supportive (net -10 support).

As you may or may not know, a member of Congress has recently introduced the **Thirty-Two Hour Workweek Act**, which would reduce the standard workweek from 40 hours to 32 hours. Do you support or oppose reducing the standard workweek from 40 hours to 32 hours?



Nationwide survey of 1,000 registered voters conducted January 25-January 29, 2024. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

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## About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

## About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,000 registered voters from January 25-January 29, 2024. 100 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

For Press inquiries contact:

[press@navigatorresearch.org](mailto:press@navigatorresearch.org)

To learn more about Navigator:

<http://navigatorresearch.org>

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