

U.S. Chamber of Commerce and Morning Consult Survey Key Points

Both students and the general population have most favorable impression of small business owners and entrepreneurs.

Students are more favorable to fortune 500 companies and large corporations by a 2-1 margin.

Students say business has more influence over their lives than government, while general population says the opposite.

When comparing net responses, populations disagree on role of business in society, with students slightly more likely to say role is to set higher ethical standards, rather than create jobs and grow economy.

By a 13-point margin, students more likely to say CEOs, business leaders have very positive impact on society as a whole.

When asked to choose the most important factor in determining a business's success, students say strategy, management is most important, while general population says profits.

When asked to choose most important factor in determining whether to work for a business, both populations say business ethics.

Methodology:

Morning Consult, on behalf of the U.S. Chamber of Commerce Foundation, conducted an online survey of:

- 600 MBA students from September 13 – 29, 2017; results from the full survey have a margin of error of +/- 4%
- 2,203 adults from September 14 – 17, 2017. Results from the full survey have a margin of error of +/- 2%