



2nd Annual HarrisX & Ragan CEO/Communicators Perceptions Survey Findings

November 2022



HarrisX / Ragan CEO-Communicators Perceptions Survey



Sample sizes:



HarrisX partnered with Ragan Communications to understand how CEOs and Communications leaders view each other's roles and responsibilities, what they value most, and when they believe responses to public policy issues are necessary.



The HarrisX / Ragan CEO-Communicators Perceptions Survey was born as a result. The survey was conducted online within the United States from **October 11-24** among **360 CEOs** and other high-ranking communications officials by HarrisX.



The overall sampling margin of error is plus or minus 5.2 percentage points.

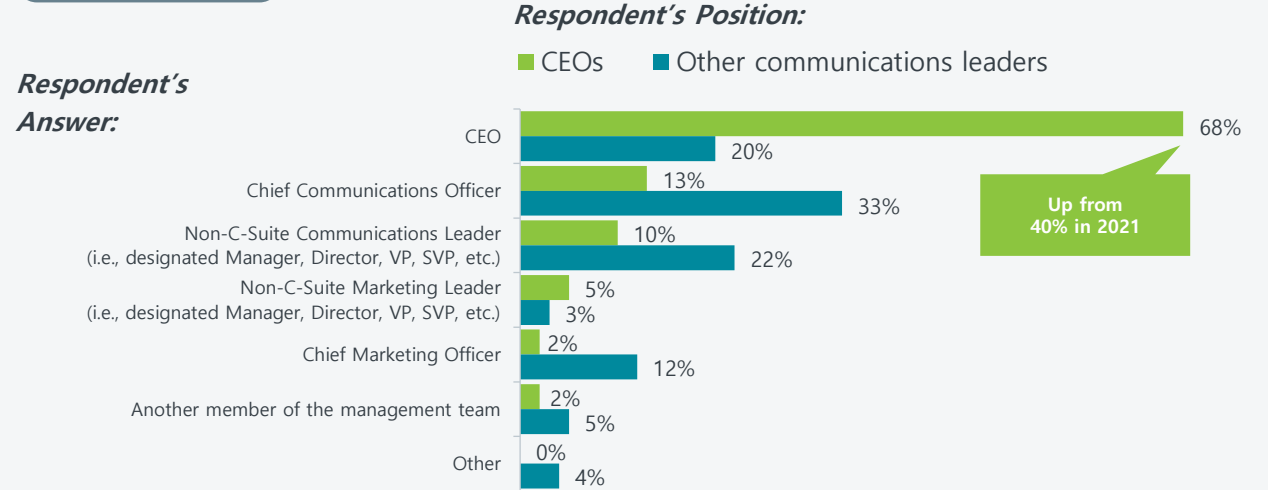
Perceptions of CEO Responsibilities

CEOs widely viewed themselves as responsible for overseeing communications within their organization, while many other communications leaders disagreed:

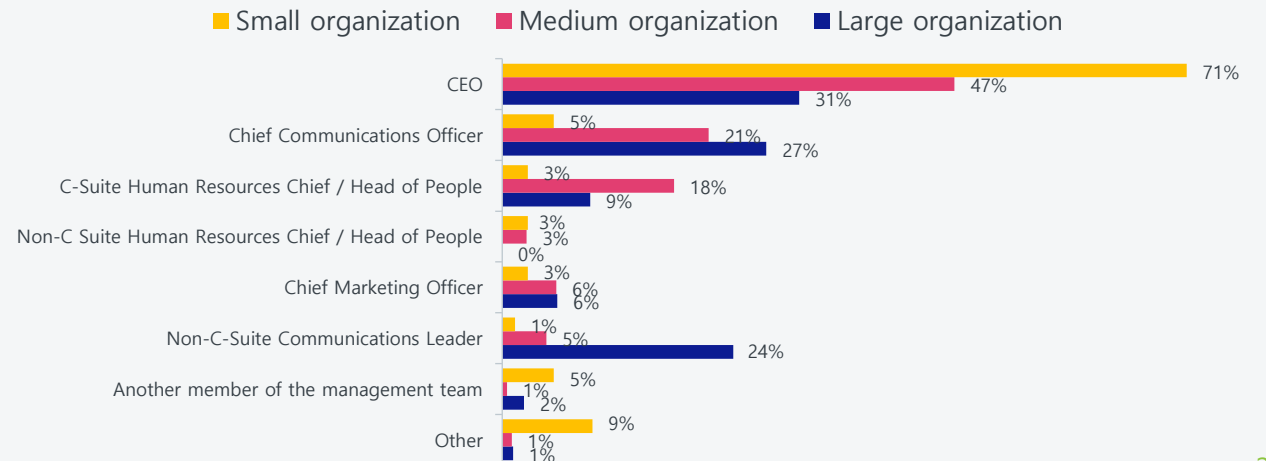
- **7 in 10** respondents from small companies reported their CEOs leading external (68%) and internal (71%) communications
- Far fewer other communications leaders (including Chief Marketing Officers, Chief Communications Officers, Presidents, and Vice Presidents) report CEOs leading external (20%) and internal (25%) comms efforts

Who Oversees External Communications within Your Organization

By Position:



By Organization Size:

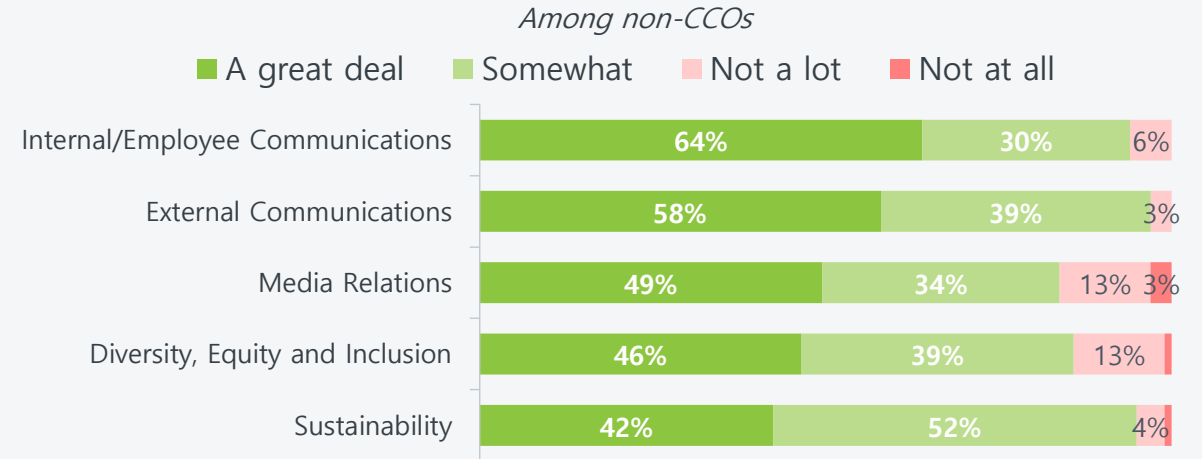


Trust Between CEOs and Other Communications Leaders

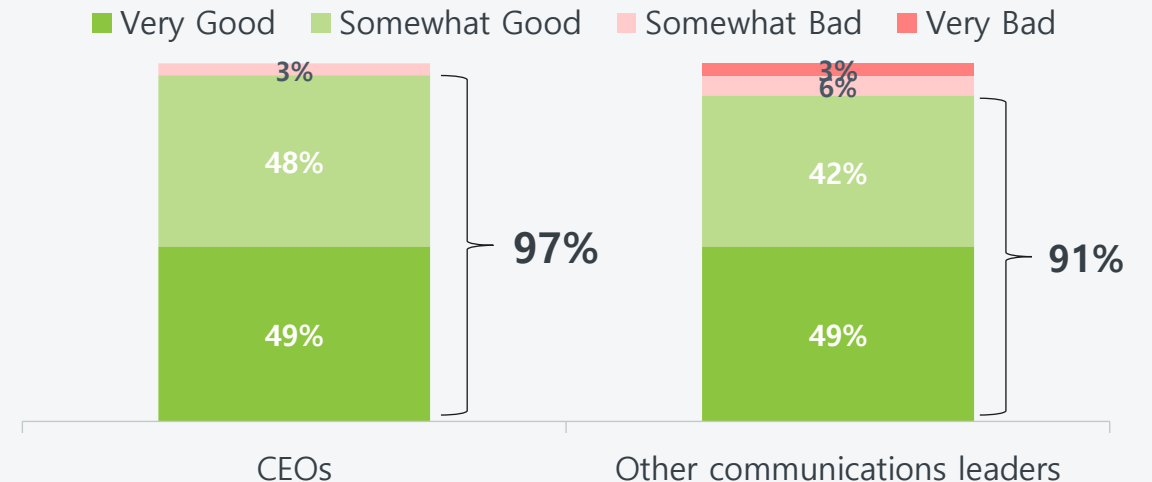
Communications leaders place high trust in CEOs for their abilities in various aspects of communications:

- Approximately **9 in 10** non-CEOs at least somewhat trust their CEOs with regards to internal/external communications, media relations, sustainability, and Diversity, Equity, and Inclusion (DE&I)
- **91%** of non-CEOs said their CEO has somewhat or very good judgment on when to take a public stand on a political issue

How much do you generally trust the judgment of each of the following leaders in your organization when it comes to...?



How would you rate your CEO's judgment on when to take a public stand on a political issue?



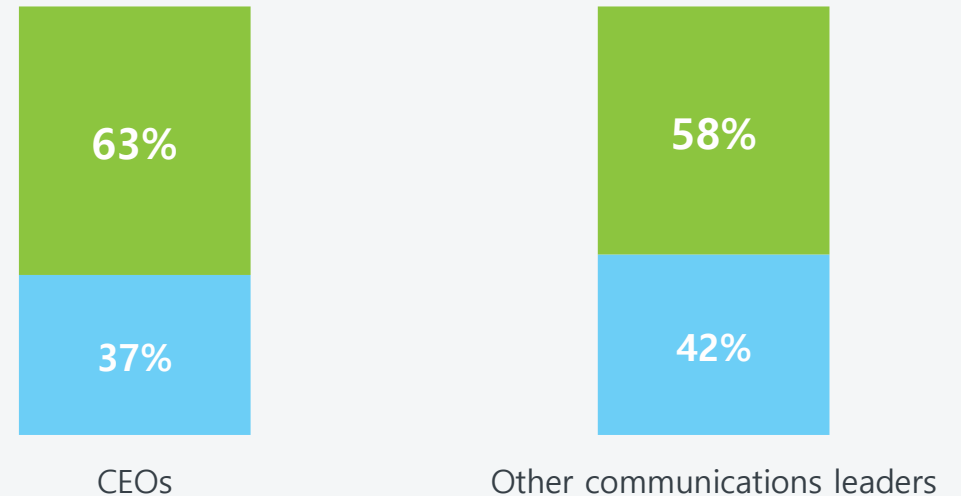
Leadership Taking Public Stands

Respondents showed strong support for taking public stands on social or political issues:

- Around **3 in 5** CEOs and other communications leaders believe that, generally speaking, organizations should take a stand on issues of public interest
- Similar proportions believe organizations should stand up for the rights of their employees, even when doing so harms revenue
- Between 80% and 90% agree that organizations have a responsibility to put pressure on the government when a policy will harm their community (88%), customers (87%), workers (86%), or profits (81%)

Should organizations take a stand on political and social issues, or should they avoid taking such positions?

- Organizations should take a stand on issues of public interest
- Organizations should avoid taking such positions



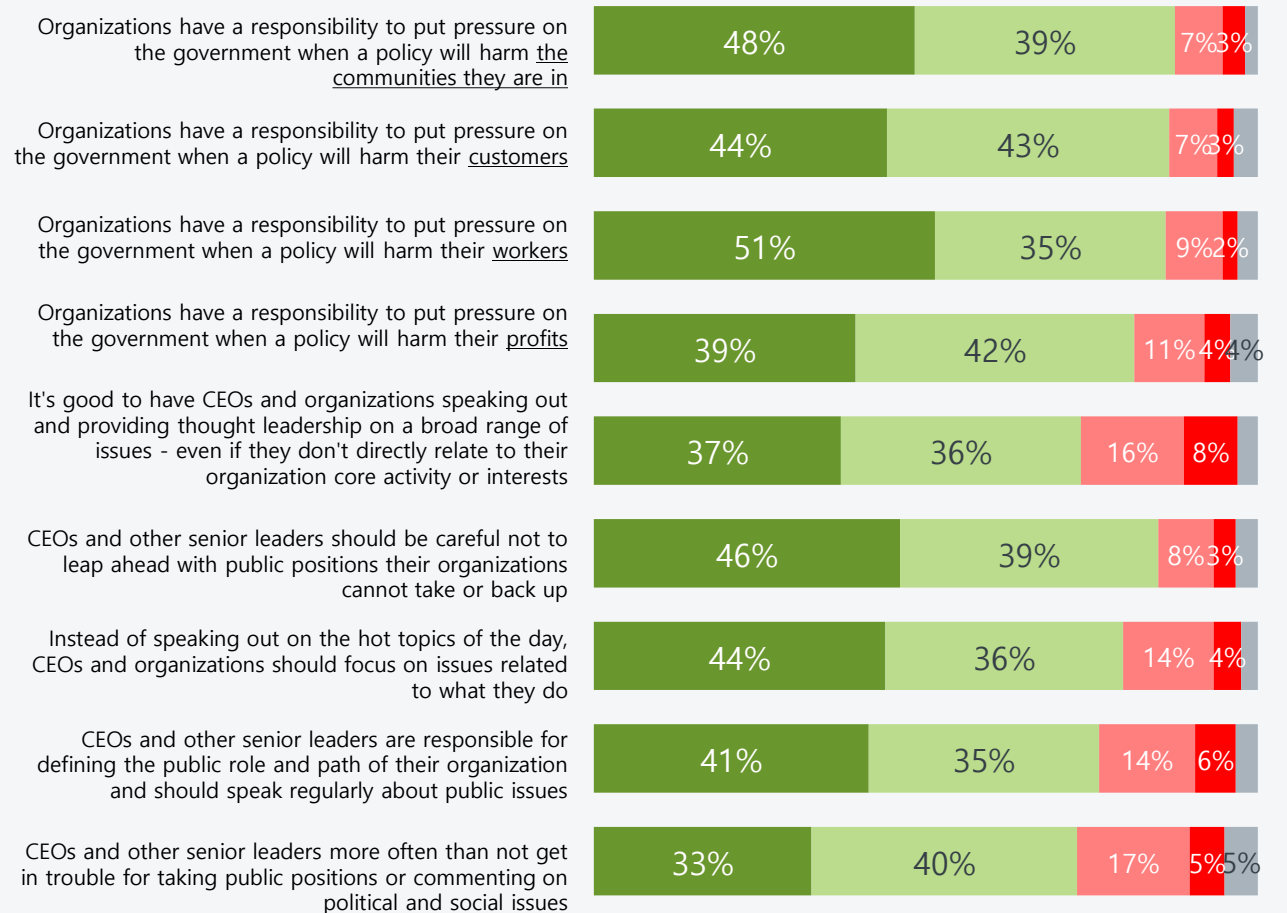
Leadership Taking Public Stands

However, leaders also supported exercising caution when taking a public stand:

- Similar proportions believe organizations should stand up for the rights of their employees, even when doing so harms revenue
- **85%** agreed that CEOs and other senior leaders should be careful not to leap ahead with public positions their organizations cannot take or back up
- **3 in 4** said that CEOs and other senior leaders more often than not get in trouble for taking public positions or commenting on political and social issues

Should organizations take a stand on political and social issues, or should they avoid taking such positions?

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know



Specific Public Issues

Majorities of respondents reported their organizations reacting to many public events through either a public position or internal communications:

- At least **6 in 10** respondents reported their organization taking a public position and/or providing internal communications related to COVID-19 vaccinations and restrictions, the Black Lives Matter movement, police violence/policing issues, and mass shootings

About HarrisX

HarrisX is a leading opinion research company that specializes in online polling, mixed-mode polling, and data analytics. The company has a thirteen-year history assessing public opinion and behavior in the public affairs, media, consumer technology, and telecom industries through syndicated and custom research services. In 2020 HarrisX ran the most accurate poll of the U.S. Presidential elections. HarrisX runs the Mobile Insights and Total Communication Surveys, the largest syndicated consumer insights trackers in the United States for the TMT space, which include over 60,000 monthly respondents; the Telephia (beta) metering application, which captures behavioral data; and HarrisX Overnight Poll, which delivers results of general population and voter surveys within 24 hours, looking at Americans' opinions on society, politics, technology and the economy. For more information visit: www.harrisx.com.

Which events has your organization commented on through internal communications or a public position?

