

# YouGov Survey: Traits in a CEO and Member of Congress

Sample 1000 U.S. Adult Citizens  
Conducted February 14 - 16, 2024  
Margin of Error ±3.7%

1. In your opinion, which three of the following traits are most desirable in a CEO? Please select a maximum of three.

Authentic	11%
Charismatic	9%
Compassionate	18%
Competent	38%
Mentally fit	25%
Honest	49%
Intelligent	48%
Willing to compromise	20%
A strong leader	57%
Likable	12%

2. In your opinion, which three of the following traits are least desirable in a CEO? Please select a maximum of three.

A bully	48%
A criminal	52%
Authoritarian	24%
Disrespectful	39%
Egotistical	27%
Elderly	10%
Divisive	18%
Impulsive	16%
Out of touch	30%
Forgetful	21%

3. In your opinion, which three of the following traits are most desirable in a member of Congress? Please select a maximum of three.

Authentic	17%
Charismatic	7%
Compassionate	22%
Competent	40%
Mentally fit	25%
Honest	55%
Intelligent	40%
Willing to compromise	34%
A strong leader	35%
Likable	8%

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4. In your opinion, which three of the following traits are least desirable in a member of congress? Please select a maximum of three.

A bully .....	34%
A criminal .....	52%
Authoritarian .....	22%
Disrespectful .....	31%
Egotistical .....	28%
Elderly .....	14%
Divisive .....	27%
Impulsive .....	14%
Out of touch .....	41%
Forgetful .....	19%

<b>Interviewing Dates</b>	February 14 - 16, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov’s opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent’s most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.065 to 4.831, with a mean of one and a standard deviation of 0.635.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.7% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	64 questions not reported.

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## 1. Most Preferred Traits in a CEO

In your opinion, which three of the following traits are most desirable in a CEO? Please select a maximum of three.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Authentic	11%	12%	11%	10%	12%	11%	13%	11%	13%	12%	*
Charismatic	9%	10%	8%	15%	10%	7%	4%	7%	13%	14%	*
Compassionate	18%	15%	21%	13%	22%	17%	19%	19%	17%	18%	*
Competent	38%	43%	34%	29%	34%	42%	47%	40%	27%	40%	*
Mentally fit	25%	25%	25%	25%	22%	26%	26%	24%	20%	29%	*
Honest	49%	46%	51%	44%	51%	50%	49%	50%	51%	39%	*
Intelligent	48%	49%	46%	53%	47%	47%	43%	48%	47%	39%	*
Willing to compromise	20%	18%	22%	15%	22%	23%	17%	19%	19%	28%	*
A strong leader	57%	57%	57%	51%	51%	63%	59%	59%	52%	52%	*
Likable	12%	10%	13%	13%	17%	6%	12%	12%	15%	9%	*
Unweighted N	(1,000)	(474)	(526)	(212)	(229)	(349)	(210)	(648)	(116)	(146)	(90)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Authentic	11%	11%	13%	10%	15%	10%	10%	12%	15%	14%	11%	11%	10%
Charismatic	9%	13%	7%	6%	11%	5%	6%	9%	15%	9%	9%	10%	6%
Compassionate	18%	23%	16%	15%	21%	13%	22%	15%	16%	17%	20%	15%	21%
Competent	38%	36%	38%	42%	41%	47%	33%	45%	44%	37%	39%	37%	41%
Mentally fit	25%	22%	27%	26%	25%	28%	25%	24%	22%	21%	22%	27%	27%
Honest	49%	50%	48%	48%	48%	47%	52%	51%	38%	49%	49%	48%	49%
Intelligent	48%	44%	50%	49%	47%	49%	44%	48%	61%	51%	47%	42%	54%
Willing to compromise	20%	23%	23%	12%	25%	10%	23%	23%	14%	19%	23%	17%	23%
A strong leader	57%	52%	48%	70%	50%	72%	58%	56%	54%	52%	60%	60%	51%
Likable	12%	11%	11%	14%	9%	10%	13%	7%	13%	16%	12%	13%	7%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,000)	(354)	(369)	(277)	(360)	(322)	(443)	(276)	(189)	(167)	(218)	(376)	(239)

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## 2. Least Desirable Traits in a CEO

In your opinion, which three of the following traits are least desirable in a CEO? Please select a maximum of three.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A bully	48%	43%	53%	48%	47%	46%	53%	48%	51%	45%	*
A criminal	52%	52%	52%	49%	50%	54%	54%	55%	46%	45%	*
Authoritarian	24%	25%	23%	17%	25%	22%	31%	24%	29%	19%	*
Disrespectful	39%	36%	43%	44%	41%	38%	35%	36%	57%	48%	*
Egotistical	27%	25%	28%	21%	30%	27%	28%	27%	18%	34%	*
Elderly	10%	12%	8%	9%	15%	9%	7%	10%	7%	12%	*
Divisive	18%	20%	16%	18%	15%	18%	20%	19%	19%	13%	*
Impulsive	16%	17%	14%	14%	20%	16%	12%	16%	11%	19%	*
Out of touch	30%	35%	26%	24%	29%	35%	31%	30%	24%	32%	*
Forgetful	21%	21%	21%	25%	15%	23%	20%	22%	18%	14%	*
Unweighted N	(1,000)	(474)	(526)	(212)	(229)	(349)	(210)	(648)	(116)	(146)	(90)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A bully	48%	53%	48%	43%	54%	43%	50%	49%	47%	52%	52%	42%	52%
A criminal	52%	50%	54%	51%	52%	48%	48%	56%	52%	53%	53%	51%	51%
Authoritarian	24%	28%	23%	20%	33%	18%	21%	26%	26%	23%	25%	23%	24%
Disrespectful	39%	36%	42%	40%	33%	39%	46%	34%	28%	40%	31%	46%	36%
Egotistical	27%	28%	24%	27%	32%	26%	30%	25%	27%	30%	29%	26%	24%
Elderly	10%	8%	7%	16%	7%	13%	9%	13%	9%	10%	13%	9%	9%
Divisive	18%	20%	17%	16%	21%	19%	16%	19%	24%	22%	19%	13%	21%
Impulsive	16%	17%	15%	15%	17%	17%	16%	15%	17%	13%	16%	17%	14%
Out of touch	30%	25%	34%	32%	27%	35%	28%	34%	31%	24%	30%	33%	30%
Forgetful	21%	15%	18%	30%	13%	30%	23%	16%	24%	14%	20%	24%	20%

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		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,000)	(354)	(369)	(277)	(360)	(322)	(443)	(276)	(189)	(167)	(218)	(376)	(239)

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### 3. Most Preferred Traits in Member of Congress

In your opinion, which three of the following traits are most desirable in a member of Congress? Please select a maximum of three.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Authentic	17%	19%	16%	18%	22%	17%	13%	17%	20%	22%	*
Charismatic	7%	8%	6%	13%	11%	3%	2%	5%	11%	15%	*
Compassionate	22%	18%	25%	23%	26%	24%	11%	20%	26%	23%	*
Competent	40%	43%	38%	31%	36%	43%	50%	43%	27%	37%	*
Mentally fit	25%	26%	24%	25%	26%	26%	23%	27%	19%	23%	*
Honest	55%	51%	58%	41%	52%	59%	64%	57%	52%	40%	*
Intelligent	40%	40%	39%	38%	35%	39%	47%	40%	35%	37%	*
Willing to compromise	34%	35%	34%	24%	29%	40%	41%	35%	28%	36%	*
A strong leader	35%	33%	37%	39%	31%	34%	37%	35%	35%	36%	*
Likable	8%	8%	9%	14%	11%	7%	2%	7%	13%	12%	*
Unweighted N	(1,000)	(474)	(526)	(212)	(229)	(349)	(210)	(648)	(116)	(146)	(90)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Authentic	17%	18%	15%	20%	17%	18%	15%	21%	21%	15%	21%	18%	15%
Charismatic	7%	10%	5%	6%	7%	6%	5%	9%	10%	10%	5%	8%	5%
Compassionate	22%	28%	22%	14%	30%	12%	25%	21%	18%	22%	24%	21%	20%
Competent	40%	37%	40%	43%	39%	49%	39%	38%	46%	38%	44%	38%	42%
Mentally fit	25%	20%	24%	32%	19%	34%	24%	29%	21%	27%	25%	25%	24%
Honest	55%	51%	55%	59%	54%	60%	58%	56%	52%	54%	54%	54%	57%
Intelligent	40%	39%	40%	41%	40%	43%	38%	37%	49%	36%	40%	39%	44%
Willing to compromise	34%	41%	36%	24%	46%	23%	34%	41%	27%	38%	35%	31%	35%
A strong leader	35%	32%	29%	46%	30%	40%	37%	32%	33%	28%	34%	36%	39%
Likable	8%	11%	7%	7%	9%	7%	10%	8%	7%	11%	7%	9%	5%

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## 4. Least Desirable Traits in Member of Congress

In your opinion, which three of the following traits are least desirable in a member of congress? Please select a maximum of three.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A bully	34%	29%	38%	31%	30%	39%	32%	34%	31%	31%	*
A criminal	52%	55%	48%	55%	45%	51%	57%	55%	44%	42%	*
Authoritarian	22%	27%	18%	21%	27%	24%	16%	21%	18%	30%	*
Disrespectful	31%	27%	35%	38%	34%	25%	30%	29%	40%	34%	*
Egotistical	28%	28%	29%	24%	24%	31%	32%	28%	36%	23%	*
Elderly	14%	15%	13%	12%	18%	11%	15%	13%	13%	20%	*
Divisive	27%	29%	25%	21%	21%	30%	33%	27%	21%	27%	*
Impulsive	14%	12%	16%	20%	16%	13%	9%	13%	14%	16%	*
Out of touch	41%	43%	40%	28%	40%	47%	45%	45%	26%	38%	*
Forgetful	19%	18%	21%	20%	16%	22%	19%	20%	19%	14%	*
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A criminal	52%	48%	50%	58%	49%	56%	51%	51%	51%	47%	51%	56%	49%
Authoritarian	22%	30%	22%	15%	31%	17%	18%	25%	26%	26%	21%	19%	27%
Disrespectful	31%	35%	31%	27%	28%	30%	38%	28%	19%	33%	31%	33%	27%
Egotistical	28%	33%	29%	23%	36%	27%	26%	31%	31%	33%	26%	30%	24%
Elderly	14%	10%	16%	16%	11%	14%	16%	15%	10%	9%	14%	15%	15%
Divisive	27%	30%	23%	28%	33%	28%	24%	30%	31%	26%	24%	24%	35%
Impulsive	14%	14%	14%	14%	12%	12%	15%	10%	16%	15%	14%	15%	12%
Out of touch	41%	34%	44%	46%	42%	49%	38%	49%	41%	38%	47%	39%	42%
Forgetful	19%	14%	14%	31%	11%	28%	21%	15%	22%	15%	21%	21%	18%

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<b>Interviewing Dates</b>	February 14 - 16, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.065 to 4.831, with a mean of one and a standard deviation of 0.635.
<b>Number of respondents</b>	1000
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<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	64 questions not reported.