In the run up to the 2020 national elections, which policy areas are capturing the attention of business leaders? How are they leading their organizations to address them proactively? Over 400 C-suite executives, including CEOs, CFOs, and COOs participated in PwC’s survey.

94% of C-suite executives are very actively looking to shape at least one policy area.

Top three policies that C-suite respondents are looking to shape:

- 69% Data Privacy
- 62% Health Coverage
- 61% Workforce

97% plan to increase their company’s lobbying efforts and budget to shape policy outcomes.

Stakeholder or organization that wields the most influence on policy:

- 24% US Federal Government
- 15% Industry Regulatory Body
- 15% US State Government

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