The work of the current White House Communications Team impacts the general public's perception of the public relations profession.
When asked about various aspects of the performance of the overall White House Communications Team, PR executives agreed that they...

- Constantly change their views/statements: 83.7%
- Distort the truth: 80.2%
- Purposefully lie: 63.5%
- Do their best despite the circumstances: 36.3%
- Work hard to explain the administration's policies: 32.0%
- Are treated unfairly by the media: 15.7%
- Are strategic in their approach: 13.3%
- Act like PR professionals: 11.6%
How would you rate the impact the individual team member’s work has on the image of the public relations profession? Percentage of respondents who chose “negative” or “very negative.”

- Sean Spicer: 90.7%
- Kellyanne Conway: 89.9%
- Sarah Huckabee Sanders: 56.5%
- Hope Hicks: 35%
- Michael Dubke: 31.2%
- Dan Scavino: 28.3%
If the current President of the United States invited you to join the White House Communications Team, would you accept his invitation for any of the following positions? Percentage that would not accept the position.

- Press Secretary: 89.4%
- Counselor: 79.4%
- Deputy Press Secretary: 89.5%
- Director of Communication: 83.6%
- Director of Strategic Communication: 82.8%
- Director of Social Media: 88.2%