

TO: Public Private Strategies Institute
FR: Morning Consult
DT: February 2024
RE: Survey Results

Prepared for Public Private Strategies Institute



Morning Consult ran a survey on behalf of the Public Private Strategies Institute among 2,574 consumers to understand what role businesses should have in protecting and upholding democracy, as well as their current concerns with democracy in the U.S. The survey finds that consumers are concerned about the state of democracy in the U.S. and want businesses to act to ensure that democratic institutions – like elections – remain protected.

The State of Democracy and the Economy

A robust democratic system is considered a key driver to a strong economy

- A strong majority (91%) of consumers say the existence of a well-functioning democracy is important to a strong economy – including 62% who *strongly agree*.
 - There is bipartisan agreement as well, 93% of Democrats and 91% of Republicans say that the existence of a well-functioning democracy is important to a strong economy.

Democrats and Republicans share concern about the state of democracy in the U.S.

- Over four-in-five (84%) consumers are concerned about the state of democracy in the U.S. – including 48% who are *very concerned*.
 - Both Democrats and Republicans are concerned, with 86% of Democrats and 82% of Republicans concerned about the state of democracy.

Businesses and Democracy

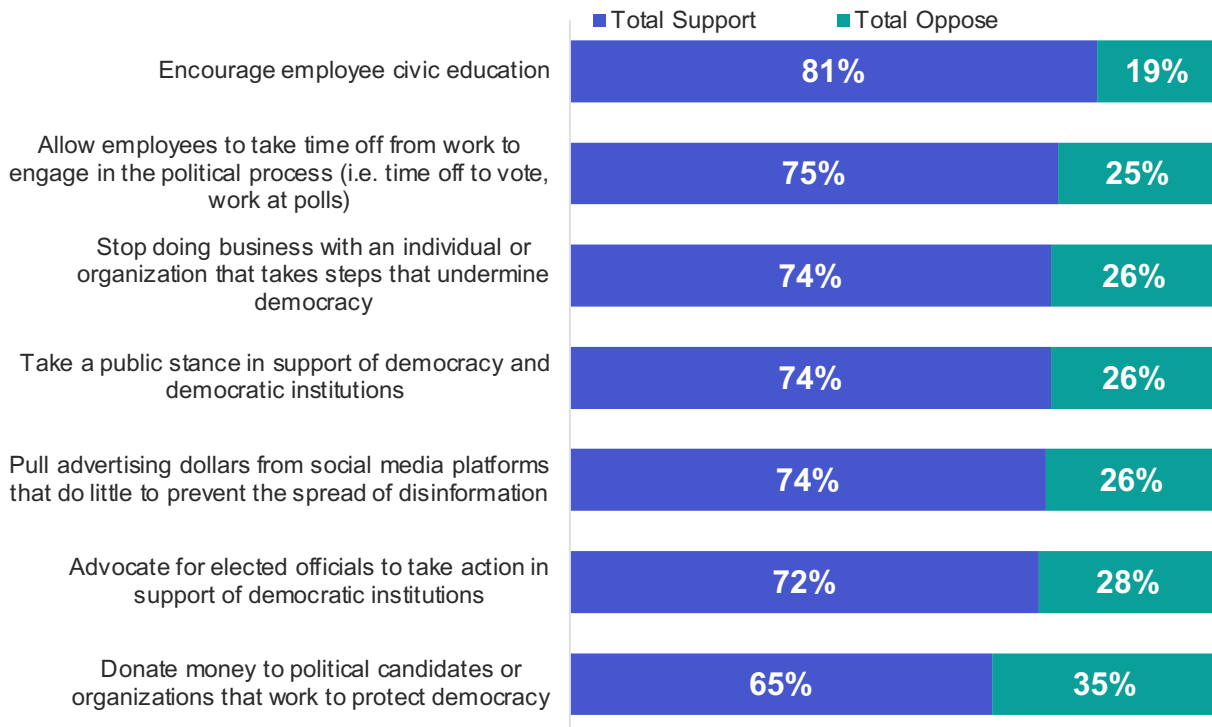
Most consumers believe businesses should act to help advance democracy

- Three-in-four (76%) consumers agree that businesses should act to ensure safe and fair elections – including nearly half who *strongly agree*.
- Similarly, consumers agree that businesses should speak out on these issues, with 72% of consumers agreeing that businesses should speak out publicly about threats to democracy and to protect democratic institutions.
- Consumers not only want businesses to speak out on democracy issues, but they also want them to act. Two-in-three consumers agree that they want businesses to influence public policy related to democracy at the federal level (67%) and in the states where their business is located (69%).



Most consumers advocate for the businesses where they work to promote employee civic engagement and to take action in support of democracy

- Four-in-five (81%) consumers support businesses where they work encouraging employee civic education. Similarly, three-in-four consumers support allowing employees to take time off of work to engage in the political process (75%), ceasing to do business with an individual organization that undermines democracy (74%), and for the business where they work to take a public stance in support of democracy and democratic institutions (74%).



**Percentages shown reflect those who have an opinion, do not know/no opinion responses are not shown*

This poll was conducted from December 29, 2023 - January 03, 2024, among a national sample of 2,574 adults (referred to as consumers in this memo). The interviews were conducted online and the data was weighted to approximate a target sample of adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.