

TO: The Business & Democracy Initiative
FR: Morning Consult
DT: May 2022
RE: Results for 2022 Poll Among
Business Leaders and Consumers

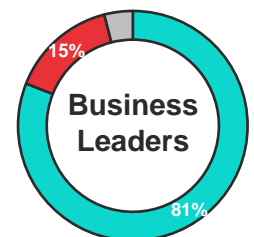


Morning Consult ran concurrent polls among 2,210 consumers and 404 business leaders on behalf of Public Private Strategies, the Black Economic Alliance, and the Leadership Now Project, focusing on how consumers and business leaders view democracy in the United States and what role businesses play in upholding the democratic process. The survey finds that business leaders see their businesses as important pieces in the democratic process and consumers want a larger role for businesses in this process. Consumers view businesses acting to uphold the democratic process in a positive light and businesses are more likely to attract and retain current and future employees if they take an active role in the democratic process.

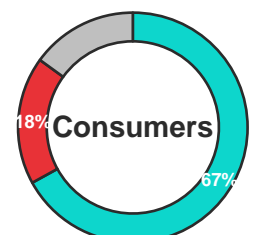
BUSINESSES WANT TO BE ACTIVE IN PROTECTING AMERICA'S DEMOCRACY AND CONSUMERS SUPPORT THEM

- The strong majority of business leaders say the existence of a well-functioning democracy is important to a strong economy (96%) and mostly helps their business or the business where they work (75%). Consumers agree with 87% who say the existence of a well-functioning democracy is important to a strong economy.
- Business leaders and consumers believe that businesses should have an active role in the democratic process.
 - Four-in-five (81%) business leaders agree that businesses should act to **ensure safe and fair elections** – 52% strongly agree. Consumers (60%) agree businesses should act to ensure safe and fair elections.
 - Four-in-five (80%) business leaders agree that businesses should act to **drive change or progress on protecting democratic institutions** – 46% strongly agree.
 - Three-in-four business leaders agree that businesses should **act to influence public policy related to democracy in the state(s) where their business is located** (78%) and **at the federal level** (75%) – 39% and 40% strongly agree, respectively.
 - Four-in-five (77%) business leaders agree that businesses **should speak out about threats to democracy** – 42% strongly agree.
 - Consumers also agree businesses should drive change or progress on important social issues (57%) and speak out publicly about cultural or social issues (55%).
- Consumers agree businesses that have declared a public commitment to improve the democratic process show a commitment to customers, employees, their values, and demonstrates that they have good corporate leadership.
 - Two-in-three (67%) consumers agree if a business declared a public commitment to improve the democratic process it indicates the **business cares about their customers**.
 - Two-in-three (64%) consumers agree if a business declared a public commitment to improve the democratic process it indicates the business **cares about their employees**.

Act To Ensure Safe and Fair Elections



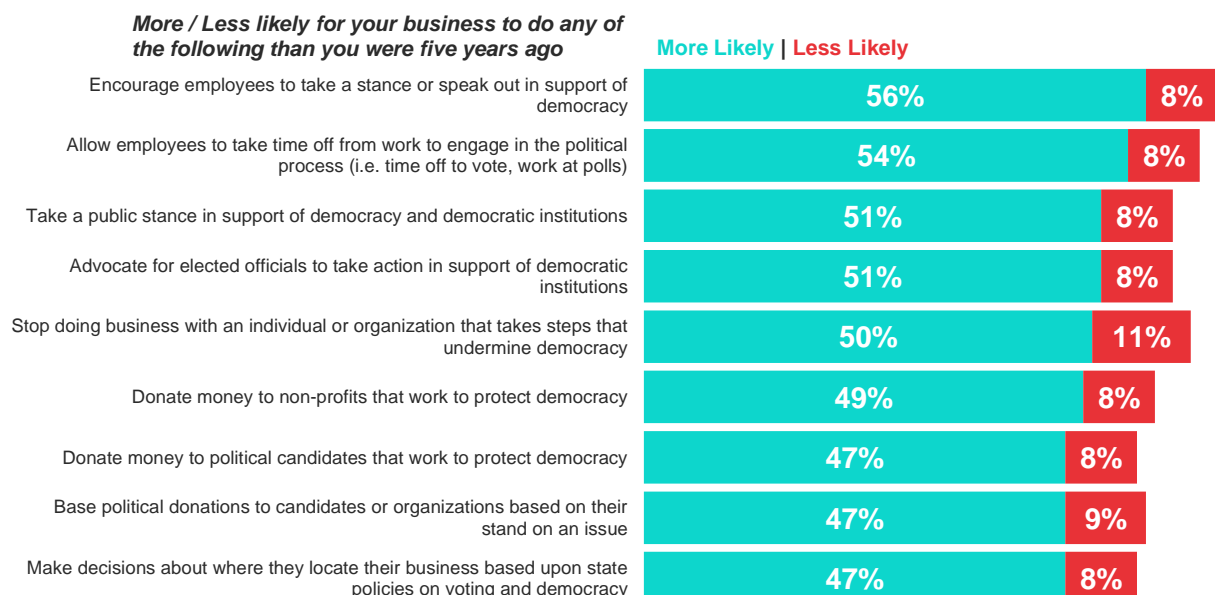
Cares About Their Consumers



- Consumers support for businesses' commitment to improve the democratic process covers all generations as well, with at least three-in-five (60%+) GenZ Millennial, GenX, and Baby Boomer consumers agreeing that businesses making a public commitment to improve the democratic process shows they care about their customers and employees, and that it demonstrates they have good corporate leadership.
- Nearly half (47%) of consumers say they are *more likely* to **remain at a job** if their employer participated in the democratic process, only 15% say they are *less likely* to remain at that job.
- Nearly half (45%) of consumers say they are *more likely* to **accept a job** if their employer or future employer participated in the democratic process, only 18% say they are *less likely* to remain at that job.
- Nearly half (48%) of consumers are more likely to buy a good or service from a business that allowed employees to take time off from work to engage in the political process (i.e. time off to vote, work at polls), 8% say they are less likely to buy a good or service from a business that does this.
- Two-in-five (42%) consumers are more likely to buy a good or service from a business that donated money to non-profits that work to protect democracy, 11% say they are less likely to buy a good or service from a business that does this.

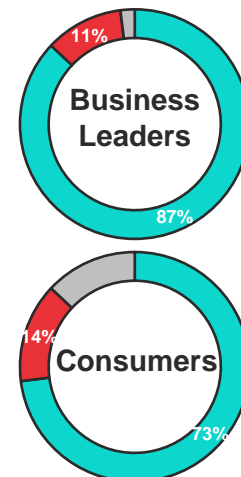
BUSINESS LEADERS ARE MORE LIKELY TO TAKE ACTION TO SUPPORT THE DEMOCRATIC PROCESS THAN THEY WERE FIVE YEARS AGO

- Nearly three-in-five (56%) of business leaders say their business is *more likely* than they were five years ago to encourage employees to take a stance or speak out in support of democracy – only 8% say they are less likely to do so than they were five years ago.
- Over half (54%) of business leaders say their business is more likely than they were five years ago to allow employees to take time off from work to engage in the political process (i.e. time off to vote, work at polls) – only 8% say they are less likely to do so than they were five years ago.
- Half (51%) of business leaders say their business is *more likely* than they were five years ago to take a public stance in support of democracy and democratic institutions – only 8% say they are less likely to do so than they were five years ago.



BUSINESS LEADERS AND CONSUMERS SAY RECENT VOTING LAWS ACROSS THE COUNTRY WILL HAVE AN IMPACT ON DEMOCRACY

- After reading a statement about recent voting laws and their impact on access to Early Voting and Vote by Mail, as well as potential laws to create processes to overturn election results or criminalize election officials, nearly **nine-in-ten (87%) business leaders** say these laws will have an impact on democracy in the United States, 50% say it will have a significant impact. Just 11% say it will not have much or any impact on democracy.
- After reading a statement about recent voting laws and their impact on access to Early Voting and Vote by Mail, as well as potential laws to create processes to overturn election results or criminalize election officials, **three-in-four (73%) consumers** say these laws will have an impact on democracy in the United States, 42% say it will have a significant impact. Only 14% say it will not have much or any impact on democracy.



CONCERNS ABOUT STATE OF DEMOCRACY IN THE WORLD

- Both business leaders and consumers say they are concerned about the health of democracy in both the United States (83% and 86%, respectively) and the world (89% and 85%, respectively).
- Majorities of business leaders (83%) and consumers (78%) say they support U.S. businesses halting business operations in Russia.
- Consumers and business leaders say they are more concerned about democratic institutions in the United States and globally when keeping in mind the Russian invasion of Ukraine.

% of Respondents Who Say They Are More Concerned About the Following In Light Of The Russian Invasion of Ukraine

	Business Leaders	Consumers
The United States Economy	81%	85%
The Global Economy	84%	84%
United States Democratic Institutions	73%	70%
Global Democratic Institutions	80%	76%

- Strong majority of business leaders (75%) say the existence of a well-functioning democracy mostly helps their business or the business where they work.

Consumer Methodology: This poll was conducted between April 26-April 28, 2022 among a sample of 2210 Adults. The interviews were conducted online and the data was weighted to approximate a target sample of consumers based on gender, age, race, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Business Leader Methodology: This poll was conducted between April 26-May 3, 2022 among a sample of 404 Business Leaders. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 5 percentage points.

Business Leaders Definition: Executive Level / C-Suite | Business Size 250+



Leadership Now
Project

BLACK ECONOMIC ALLIANCE
WORK • WAGES • WEALTH

PUBLIC PRIVATE STRATEGIES

MORNING CONSULT