Corporate Engagement in Politics

Verified Voter Omnibus Survey

N=1,043 Registered Voters With Oversamples to Achieve 468 Republican, 194 Black, and 121 Hispanic RVs

April 16 - April 23, 2021
Voters are Wary of Companies Taking Political Stances…

Q. In general, do you think that companies should take stances on political and social issues, or should they not take a stance one way or the other?

- They should take stances on political and social issues
- Unsure
- They should not take a stance one way or the other

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>GOP</th>
<th>IND</th>
<th>DEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>They should take stances on political and social issues</td>
<td>34%</td>
<td>17%</td>
<td>31%</td>
<td>54%</td>
</tr>
<tr>
<td>Unsure</td>
<td>21%</td>
<td>17%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>They should not take a stance one way or the other</td>
<td>45%</td>
<td>66%</td>
<td>46%</td>
<td>23%</td>
</tr>
</tbody>
</table>
...Even as Younger Voters & Nonwhites Say They Should

Q. In general, do you think that companies should take stances on political and social issues, or should they not take a stance one way or the other?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>They should take stances on political and social issues</th>
<th>Unsure</th>
<th>They should not take a stance one way or the other</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29</td>
<td>47%</td>
<td>21%</td>
<td>32%</td>
</tr>
<tr>
<td>30-39</td>
<td>42%</td>
<td>19%</td>
<td>39%</td>
</tr>
<tr>
<td>40-49</td>
<td>31%</td>
<td>22%</td>
<td>47%</td>
</tr>
<tr>
<td>50-64</td>
<td>28%</td>
<td>26%</td>
<td>45%</td>
</tr>
<tr>
<td>65+</td>
<td>31%</td>
<td>16%</td>
<td>54%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race</th>
<th>They should take stances on political and social issues</th>
<th>Unsure</th>
<th>They should not take a stance one way or the other</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>27%</td>
<td>22%</td>
<td>51%</td>
</tr>
<tr>
<td>Non-white</td>
<td>49%</td>
<td>20%</td>
<td>32%</td>
</tr>
</tbody>
</table>
Many Perceive Partisan Motivations

Q. Which of the following comes closest to your view, even if neither is exactly right? When businesses take stances on political and social issues they are...

- Trying to do the right thing regardless of partisanship
- Unsure
- Trying to advance the agenda of one party over the other

<table>
<thead>
<tr>
<th></th>
<th>Trying to do the right thing</th>
<th>Unsure</th>
<th>Trying to advance the agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>40%</td>
<td>20%</td>
<td>40%</td>
</tr>
<tr>
<td>GOP</td>
<td>23%</td>
<td>19%</td>
<td>58%</td>
</tr>
<tr>
<td>IND</td>
<td>43%</td>
<td>21%</td>
<td>37%</td>
</tr>
<tr>
<td>DEM</td>
<td>55%</td>
<td>19%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Echelon Insights
### Who Do Voters Trust? Small Business & Local Media, Not Sports, Tech, Wall Street, or Hollywood

Q. For each of the following groups, indicate how much you trust them to take positions on political and social issues that align with your values. I trust them...

<table>
<thead>
<tr>
<th>Group</th>
<th>A great deal/ Somewhat</th>
<th>Unsure</th>
<th>Not very much/ Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most small businesses</td>
<td>76%</td>
<td>6%</td>
<td>18%</td>
</tr>
<tr>
<td>Local news media</td>
<td>55%</td>
<td>5%</td>
<td>41%</td>
</tr>
<tr>
<td>National news media</td>
<td>44%</td>
<td>4%</td>
<td>52%</td>
</tr>
<tr>
<td>Tech companies</td>
<td>42%</td>
<td>7%</td>
<td>51%</td>
</tr>
<tr>
<td>Most big businesses</td>
<td>35%</td>
<td>6%</td>
<td>59%</td>
</tr>
<tr>
<td>Pro sports leagues</td>
<td>30%</td>
<td>7%</td>
<td>64%</td>
</tr>
<tr>
<td>Social media influencers</td>
<td>29%</td>
<td>6%</td>
<td>65%</td>
</tr>
<tr>
<td>Wall Street financial companies</td>
<td>28%</td>
<td>9%</td>
<td>64%</td>
</tr>
<tr>
<td>Hollywood celebrities</td>
<td>24%</td>
<td>5%</td>
<td>70%</td>
</tr>
</tbody>
</table>
**Voters Think Most Institutions Favor Liberals In Political Stances**

Q. When the following businesses or groups take stances on political and social issues, do you think those stances...

- Hollywood celebrities: Always/More often favor liberals 59%, Do not favor liberals or conservatives 15%, Always/More often favor conservatives 7%
- Social media influencers: 47%, 19%, 10%
- National news media: 46%, 25%, 11%
- Pro sports leagues: 44%, 20%, 10%
- Tech companies: 41%, 22%, 14%
- Local news media: 36%, 34%, 12%
- Most big businesses: 33%, 17%, 30%
- Wall Street financial companies: 28%, 20%, 32%
- Most small businesses: 18%, 34%, 25%

Note: "Unsure" responses not included
What's Missing? Trusted Institutions in the Middle

NET Perceived Ideological Lean Of Stances

High Trust/Ideologically Neutral

- More Liberal
- NET Perceived Ideological Lean Of Stances
- More Conservative

Hollywood celebrities
Social media influencers
Pro sports leagues
Tech companies
National news media
Local news media
Most big businesses
Most small businesses
Wall Street financial companies

Echelon Insights
How Can Companies Avoid Partisan Landmines?
### Many Ways to Engage Outside the Culture War

Q. If a business chooses to take a stance on political and social issues, would you support them taking each of the following stances, or not?

<table>
<thead>
<tr>
<th>Stance</th>
<th>Should take this stance</th>
<th>Unsure</th>
<th>Should not take this stance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting the U.S. military</td>
<td>69%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>Committing to hiring more military veterans</td>
<td>69%</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Committing to making their workforce more diverse</td>
<td>58%</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Speaking out in favor of a law that protects religious liberty</td>
<td>49%</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>Condemning the actions of the Chinese government</td>
<td>46%</td>
<td>32%</td>
<td>22%</td>
</tr>
<tr>
<td>Speaking out in favor of a law that protects LGBTQ rights</td>
<td>42%</td>
<td>24%</td>
<td>34%</td>
</tr>
<tr>
<td>Refusing to donate to elected officials who voted against certifying the election results</td>
<td>41%</td>
<td>26%</td>
<td>33%</td>
</tr>
<tr>
<td>Issuing a statement in support of Black Lives Matter protests</td>
<td>40%</td>
<td>19%</td>
<td>41%</td>
</tr>
<tr>
<td>Speaking out against the new Georgia voting law</td>
<td>37%</td>
<td>26%</td>
<td>38%</td>
</tr>
</tbody>
</table>
Many Ways to Engage That Aren’t Partisan

Q. If a business chooses to take a stance on political and social issues, would you support them taking each of the following stances, or not?

- Supporting the U.S. military
- Committing to hiring more military veterans
- Committing to making their workforce more diverse
- Speaking out in favor of a law that protects religious liberty
- Condemning the actions of the Chinese government
- Speaking out in favor of a law that protects LGBTQ rights
- Refusing to donate to elected officials who voted against certifying the election results
- Issuing a statement in support of Black Lives Matter protests
- Speaking out against the new Georgia voting law

% Should take this stance

<table>
<thead>
<tr>
<th>Stance</th>
<th>GOP</th>
<th>DEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting the U.S. military</td>
<td>69%</td>
<td>72%</td>
</tr>
<tr>
<td>Committing to hiring more military veterans</td>
<td>69%</td>
<td>71%</td>
</tr>
<tr>
<td>Committing to making their workforce more diverse</td>
<td>42%</td>
<td></td>
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<tr>
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<tr>
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<td></td>
<td>66%</td>
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<td>Issuing a statement in support of Black Lives Matter protests</td>
<td>26%</td>
<td>59%</td>
</tr>
<tr>
<td>Speaking out against the new Georgia voting law</td>
<td>12%</td>
<td>69%</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td>61%</td>
</tr>
</tbody>
</table>
More Say Companies Take Stances Because Of Fear Of Criticism

Q. When businesses do take stances on political and social issues, do you think that's primarily because...? Select up to two.

- They fear being criticized for not taking a stance: 39%
- They think it's good for the bottom line: 32%
- They think it's the right thing to do: 27%
- They think it's what the majority of their customers want: 25%
- They are going along with what other businesses are doing: 20%
- Their employees are urging them to do so: 10%
- None of the above: 13%
Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It’s the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.

By adding on to the Verified Voter Omnibus, you’ll receive:

- Hands-on assistance with drafting your questions
- Full topline and crosstabs with key political trends questions included
- A customized slide deck with your results

Contact omnibus@echeloninsights.com for more information.