



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

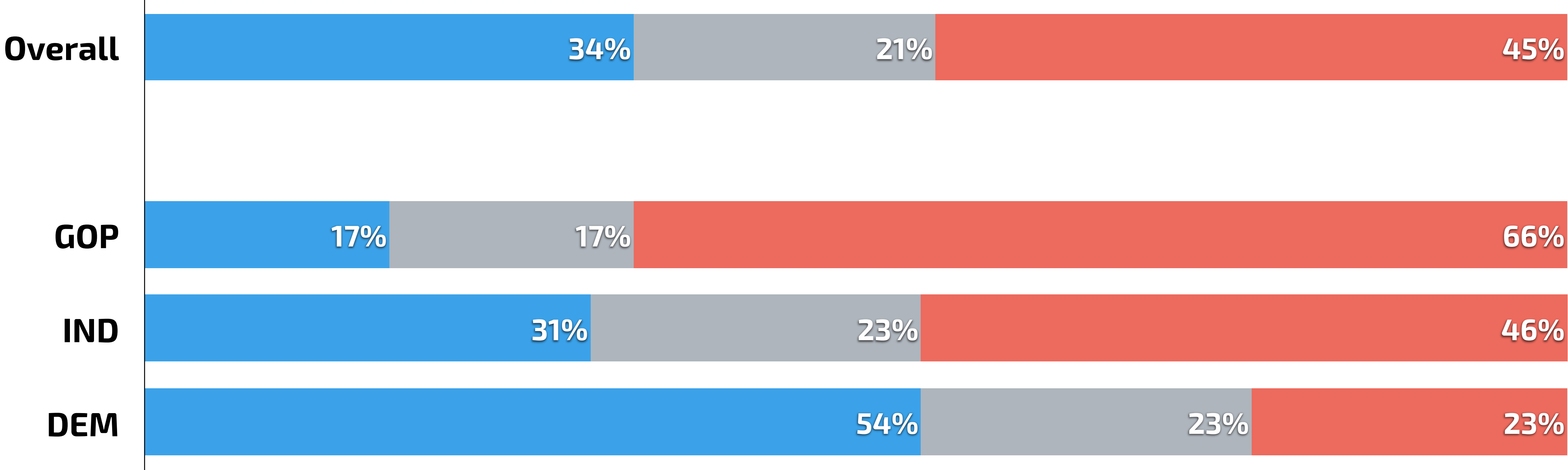
April 16 - April 23, 2021



Voters are Wary of Companies Taking Political Stances...

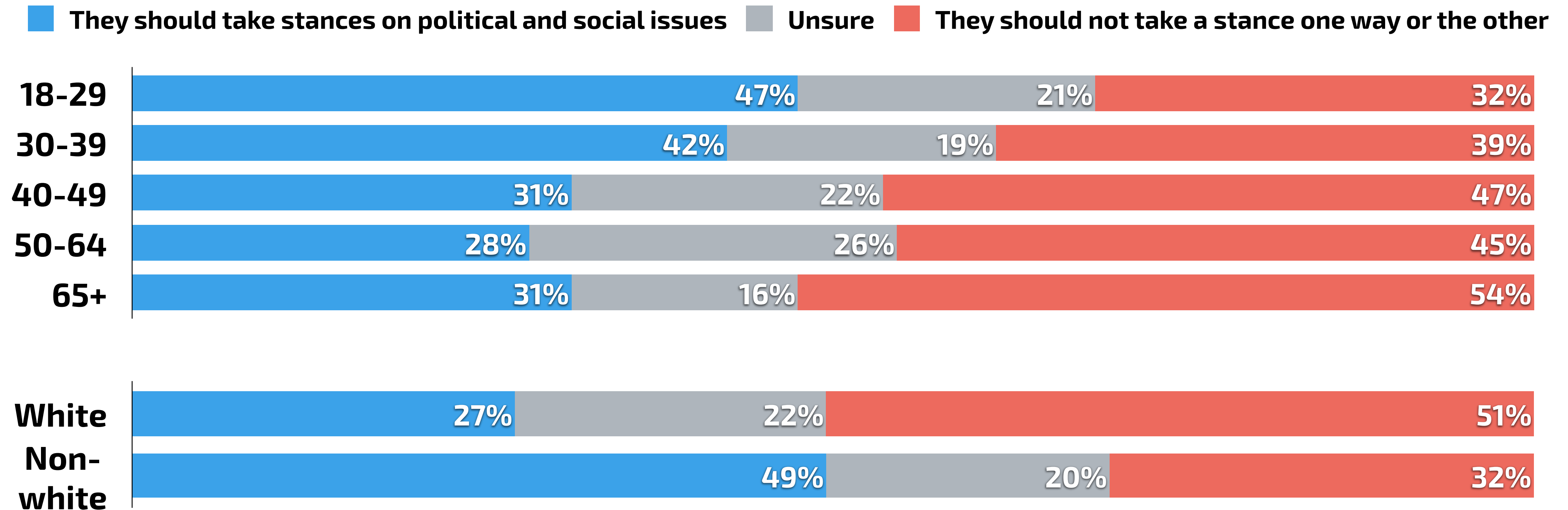
Q. In general, do you think that companies should take stances on political and social issues, or should they not take a stance one way or the other?

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



...Even as Younger Voters & Nonwhites Say They Should

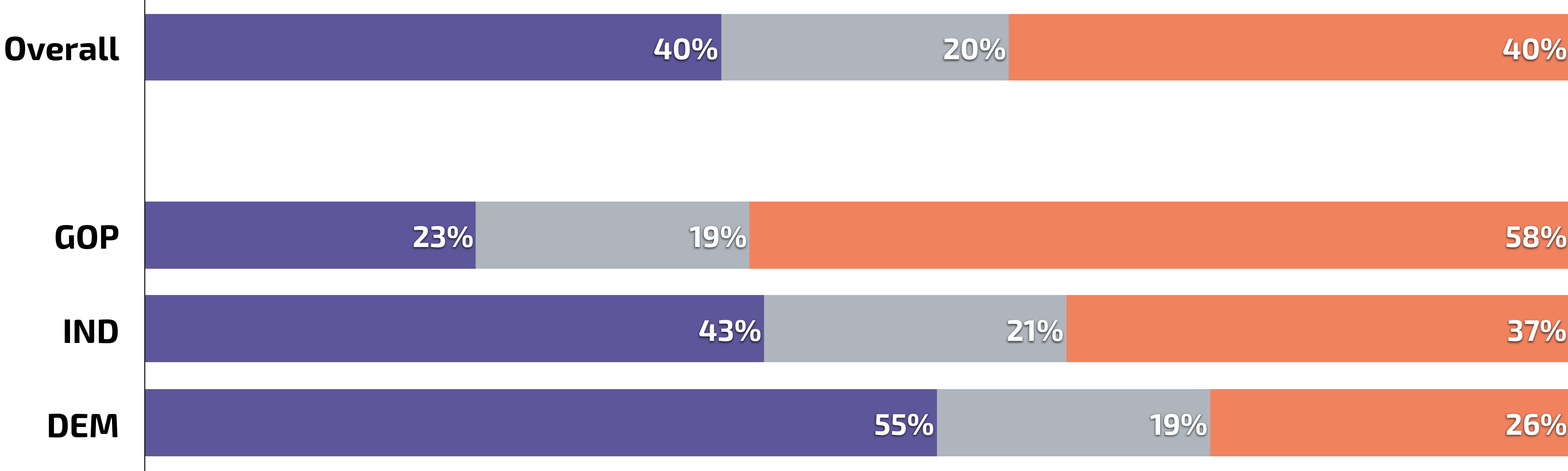
Q. In general, do you think that companies should take stances on political and social issues, or should they not take a stance one way or the other?



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...

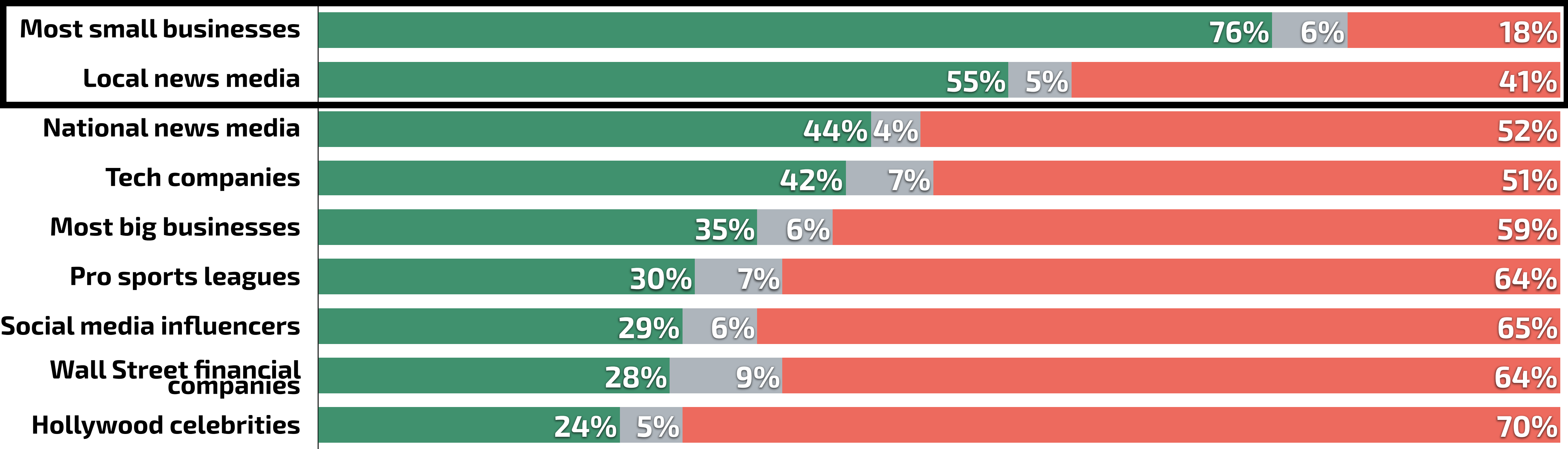
■ Trying to do the right thing regardless of partisanship ■ Unsure ■ Trying to advance the agenda of one party over the other



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

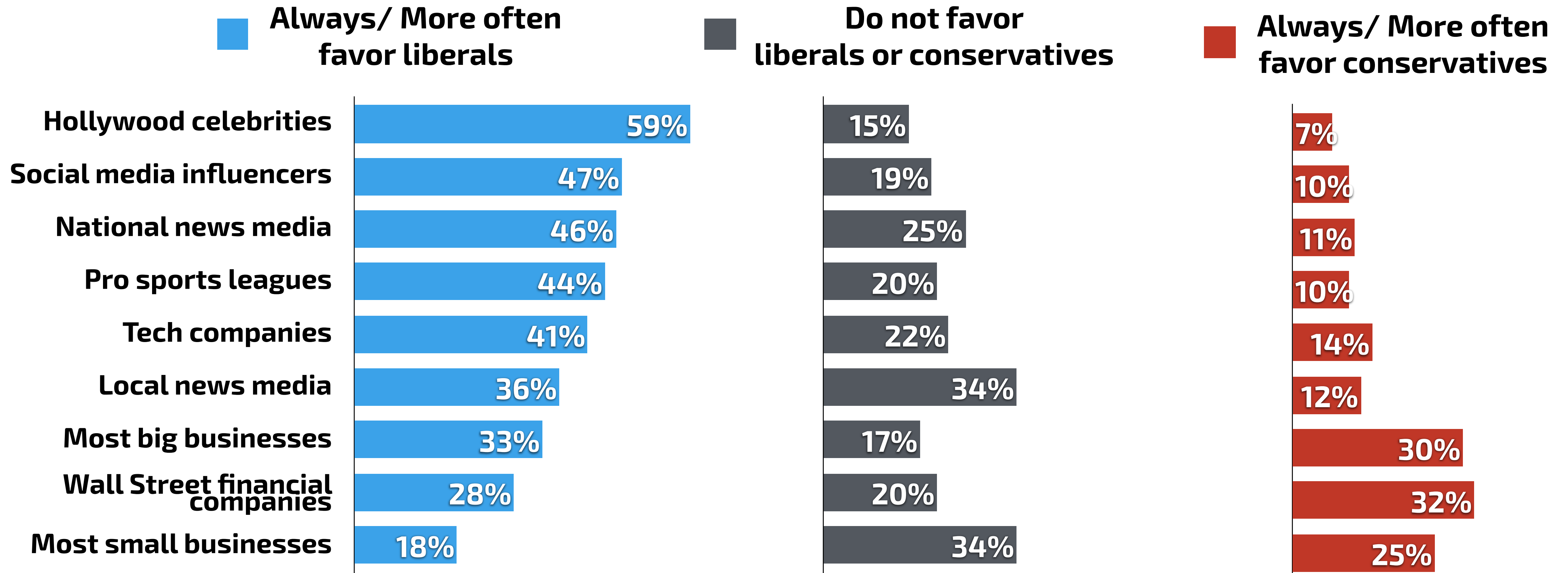
Q. For each of the following groups, indicate how much you trust them to take positions on political and social issues that align with your values. I trust them...

■ A great deal/ Somewhat
 ■ Unsure
 ■ Not very much/ Not at all



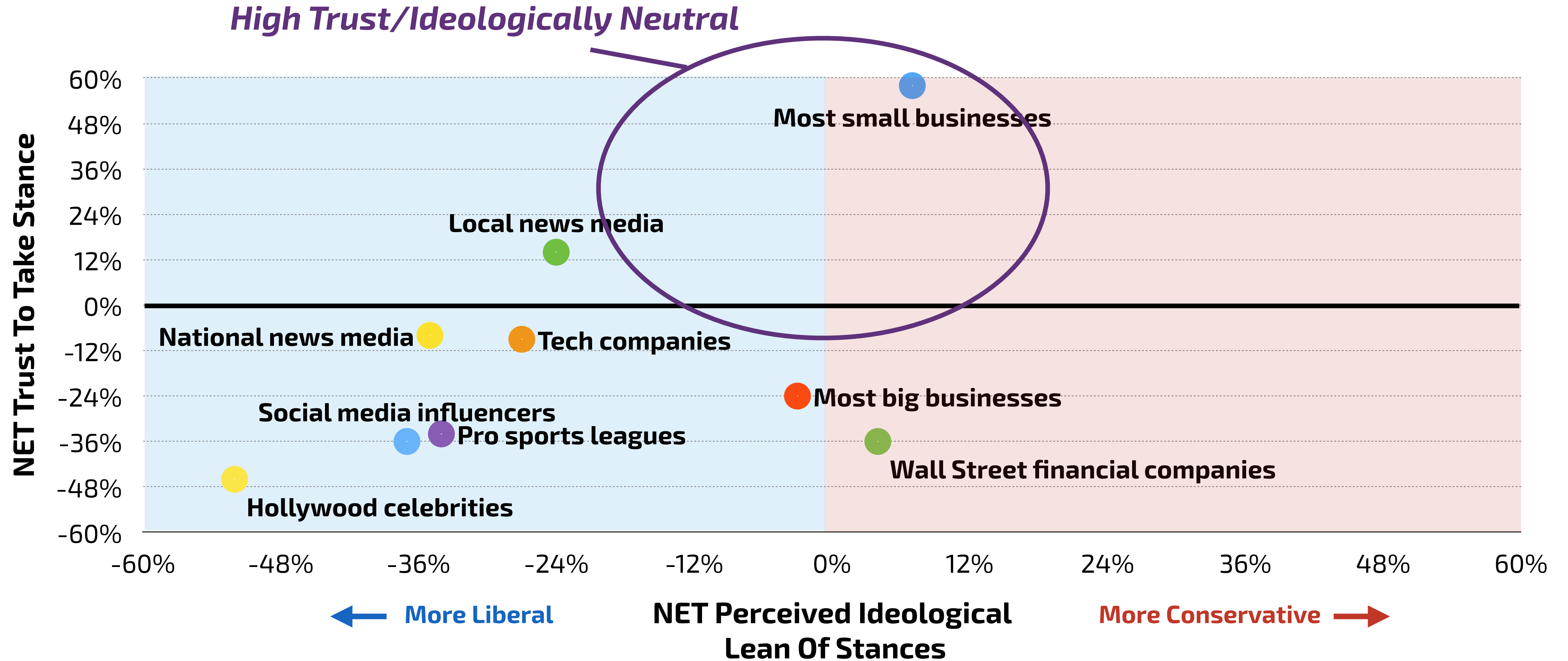
Voters Think Most Institutions Favor Liberals In Political Stances

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



Note: "Unsure" responses not included

What's Missing? Trusted Institutions in the Middle



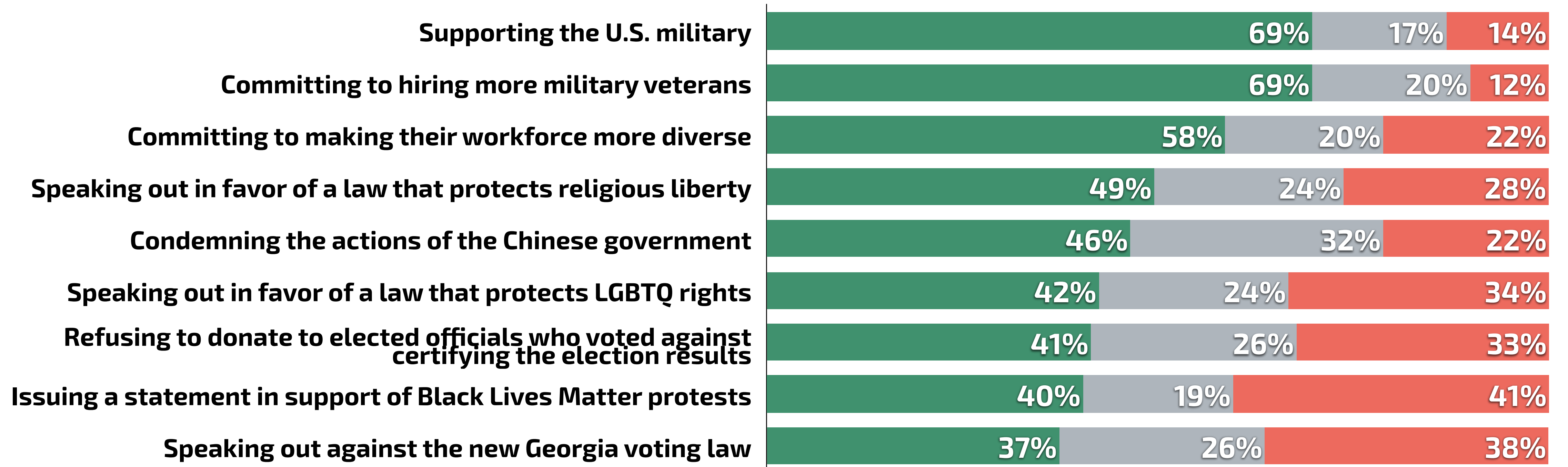
How Can Companies Avoid Partisan Landmines?



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?

■ Should take this stance ■ Unsure ■ Should not take this stance

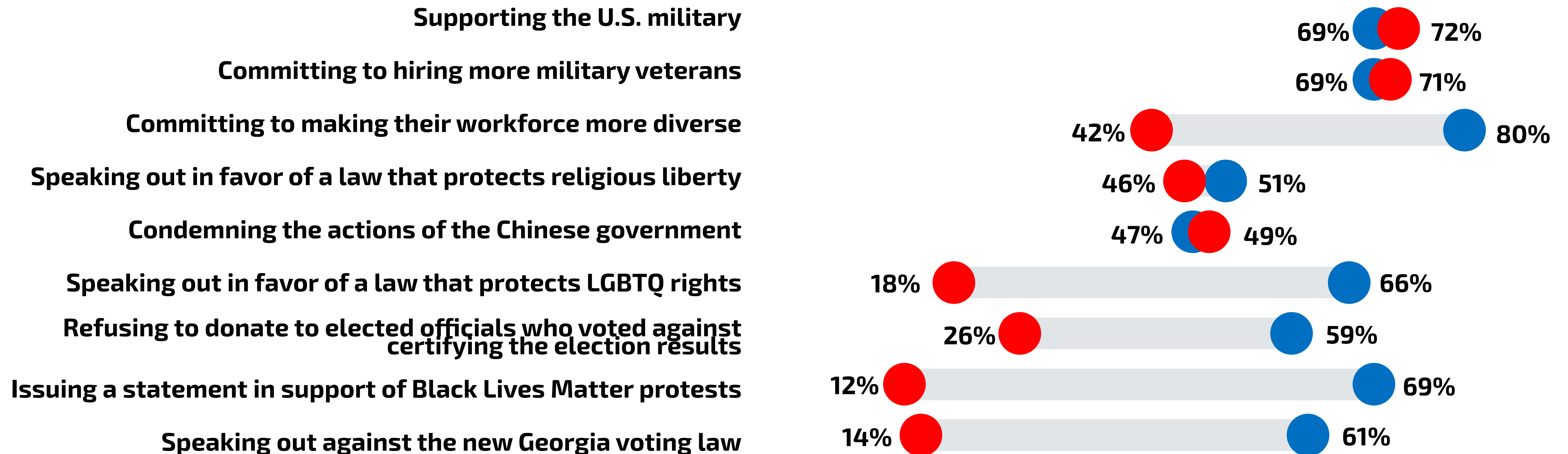


Many Ways to Engage That Aren't Partisan

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?

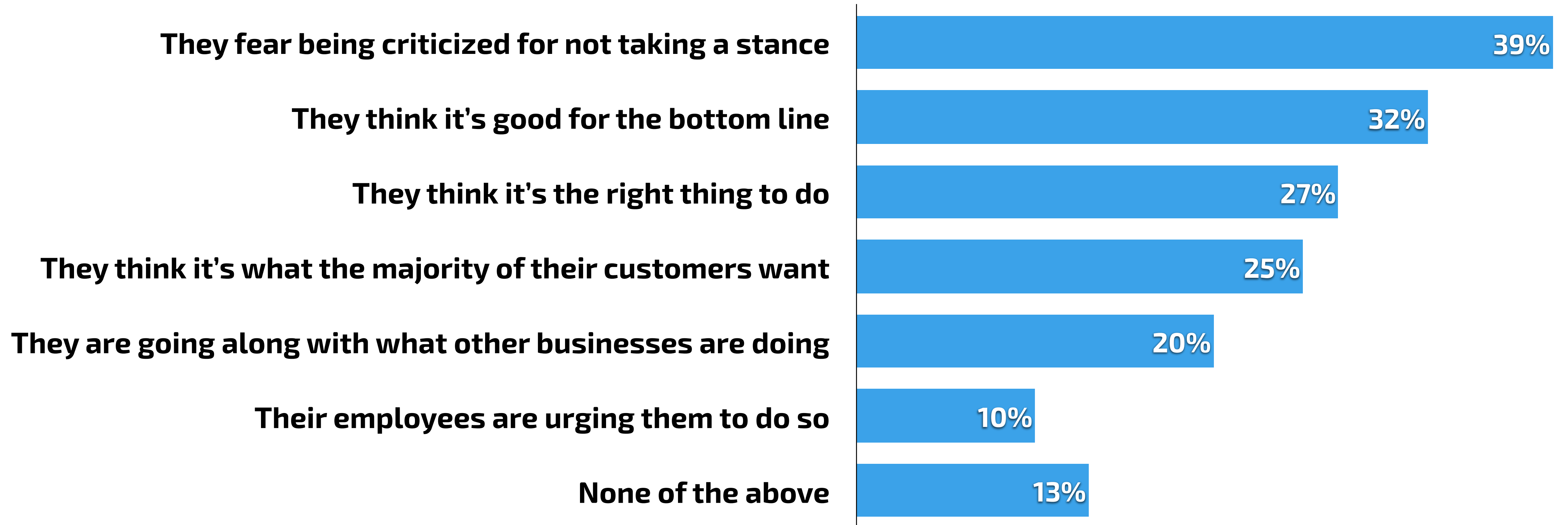
% Should take this stance

● GOP ● DEM



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.





Verified Voter Omnibus

Your questions answered by real voters

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.





ECHELON
INSIGHTS

