



AMERICANS SEE ROLE FOR COMPANIES IN SECURING VOTING ACCESS

New Polling Finds Widespread Agreement that Voting Rights Not a Partisan Issue

The Civic Responsibility Project, a nonprofit organization that researches the way businesses can strengthen our democracy, released new polling showing that Americans broadly support employer efforts to protect and promote pro-voter policies.

"In 2020, we saw thousands of companies across all sectors encourage employees and consumers to make their voices heard. This laid the groundwork for the civic engagement initiatives we're seeing now," said **Ashley Spillane**, founder of the Civic Responsibility Project. "Companies have internalized the responsibility they have to our democracy -- and Americans clearly support it. This polling is evidence that that support isn't going away any time soon."

The Civic Responsibility Project is a 501(c)(3) nonpartisan incubator and accelerator that supports nonprofits working with companies and business leaders to increase civic participation. We want to change the civic culture in the United States by helping brands create and implement programs that get their employees and consumers actively engaged in our democracy.

The Poll Results Showed

- **Americans are not divided on the importance of voting rights.** 94% of voters agree that making sure all eligible Americans can vote is not a partisan issue, but an American issue.
- **Americans see a role for companies in ensuring all eligible Americans can vote and register to vote.** Across partisan lines, majorities of voters agree that companies should stand against efforts that prevent their employees from exercising their fundamental right to vote.
- **Voters are willing to reward companies for taking a stance on voting policies.** 82% of Americans say they would be more favorable to a company if they supported policies to make it easier for Americans to vote and register to vote.
- **Voters broadly support companies encouraging their employees to vote and volunteer on Election Day.** Americans overwhelmingly support employer initiatives to encourage civic engagement, including changing work hours or remote working rules, providing resources about voting, offering paid time off to vote, and offering time off to volunteer on Election day.

"This polling confirms what these companies continue to hear from their employees and consumers," said **Mike Ward**, cofounder of the Civic Alliance. "Supporting greater voting access and making sure all eligible voters can cast their ballot is a priority for Americans."

Civic Alliance issued a joint statement signed by over 200+ CEOs on the importance of protecting and expanding voting access and supporting pro-voter outcomes. Businesses of all sizes and backgrounds signed on, including Twitter, Capital One, ViacomCBS and United Airlines.

TO: Interested Parties
FROM: Global Strategy Group
DATE: April 22, 2021
RE: Americans Support Corporate Action to Advance Voting Rights



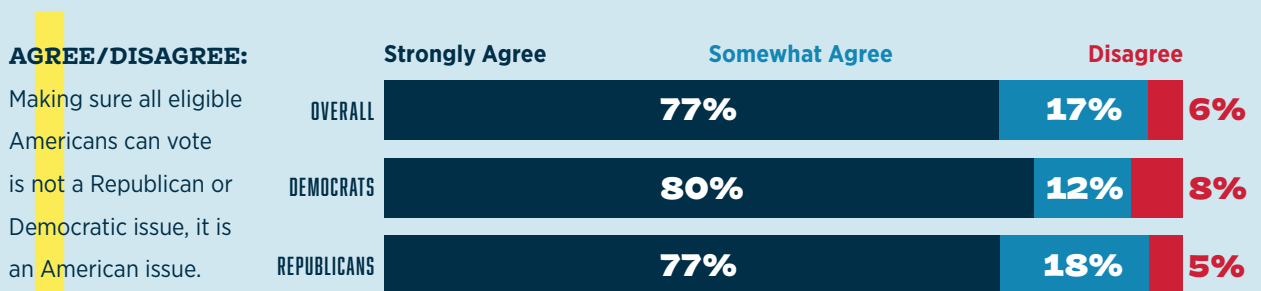
A new survey of 1,284 registered voters conducted from April 8–April 11, 2021 on behalf of the Civic Responsibility Project by Global Strategy Group finds that in an atmosphere of unprecedented action by companies to support Americans’ fundamental right to vote, there is broad and bipartisan support for companies taking a stand on this important issue.

On the heels of a robust public discourse on Georgia’s new voting rights law and in the face of similar legislation in Texas, Arizona, Florida, and Michigan, Americans are decidedly not divided on the importance of voting rights and are poised to reward companies who step out to ensure every American can access the right to vote.

KEY FINDINGS

The Cost of Staying Silent

- Voters expect companies to speak out on voting rights.**
 By a margin of more than two to one, voters agree that “companies can no longer afford to stay silent while states work to make it harder for people to vote” (68% agree/32% disagree), including a third of voters who strongly agree (36%).
- The right to vote is a basic, fundamental right.**
 98% of voters agree that “every eligible American should be able to access the right to vote,” including 87% who strongly agree. This includes more than three-quarters of all Democrats (92%) and Republicans (84%) who strongly agree.
- The right to vote is not partisan, it’s American.**
 94% of voters agree that “making sure all eligible Americans can vote is not a Republican or Democratic issue, it is an American issue.” Majorities of voters across partisan lines strongly agree with this statement:



The Reward for Speaking Out

- Corporate engagement on voting rights provides a boost for brand favorability.**

82% of Americans say they would be more favorable to a company if they supported policies to make it easier for Americans to vote and register to vote, including more than seven in ten Republicans (72% more favorable) and nine in ten Democrats (92%).]

- It's not a boycott, it's a buycott.**

Six in ten (61%) Americans say they would consider buying a product or using a service from a company that spoke out against restrictive voting laws.

- Case Study: Looking ahead to Texas and beyond.**

After reading American Airlines' response* to Texas' newly proposed voting legislation Senate Bill 7, 71% of voters say they agree with American's statement (including 52% of Republicans and 90% of Democrats) and 67% say it makes them more favorable to American Airlines. Among regular American Airlines customers, agreement is even higher (92% agree). 70% of voters (including at least 50% of Republicans and Democrats) say they would be "proud" to work for American Airlines after reading the statement.

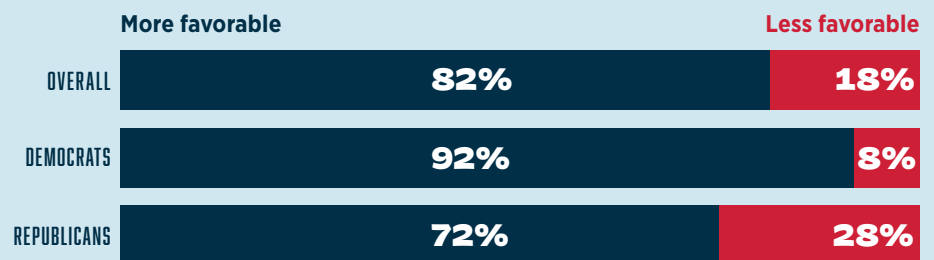
***STATEMENT FROM AMERICAN AIRLINES:**

Earlier this morning, the Texas State Senate passed legislation with provisions that limit voting access. To make American's stance clear: We are strongly opposed to this bill and others like it. As a Texas-based business, we must stand up for the rights of our team members and customers who call Texas home, and honor the sacrifices made by generations of Americans to protect and expand the right to vote.

Voting is the hallmark of our democracy, and is the foundation of our great country. We value the democratic process and believe every eligible American should be allowed to exercise their right to vote, no matter which political party or candidate they support.

We acknowledge how difficult this is for many who have fought to secure and exercise their constitutional right to vote. Any legislation dealing with how elections are conducted must ensure ballot integrity and security while making it easier to vote, not harder. At American, we believe we should break down barriers to diversity, equity and inclusion in our society – not create them.

Would you be more favorable or less favorable to a company who supported policies to make it easier for Americans to vote and register to vote?



Standing Up for Employees

- Voters want companies to fight for their employees' rights as Americans.**

Across partisan lines, majorities of voters agree that “companies should stand against efforts that prevent their employees from exercising their fundamental right to vote” (78% agree/22% disagree).

- Companies should make it easier for their employees to vote.**

It's not enough to simply talk the talk – what companies do internally is equally important. Voters support employers changing work hours or rules (91% excellent/good idea overall), providing resources about voting (89%), offering paid time off to vote (88%), and offering time off to volunteer (86%) to ensure more of their employees can vote. Despite broad support for these policies, less than a third of employed Americans say their own company has taken each of these actions.

VOTING PROPOSALS FOR COMPANIES TO TAKE VS. WHAT'S CURRENTLY OFFERED

