

CORPORATE POLITICAL STANCES

MARCH 2024

INSIGHT: TOP FIVE TAKEAWAYS ON TAKING A STANCE ON ISSUES.



When CEOs talk about social issues, people are paying attention.



Decrease in appetite for businesses to take a stand on current events and disagreement on when and if they should in the first place.



Contradiction on whether employers should take stands on current events. Employees feel supported when their company takes a stand but do not agree that companies should take stands in general.



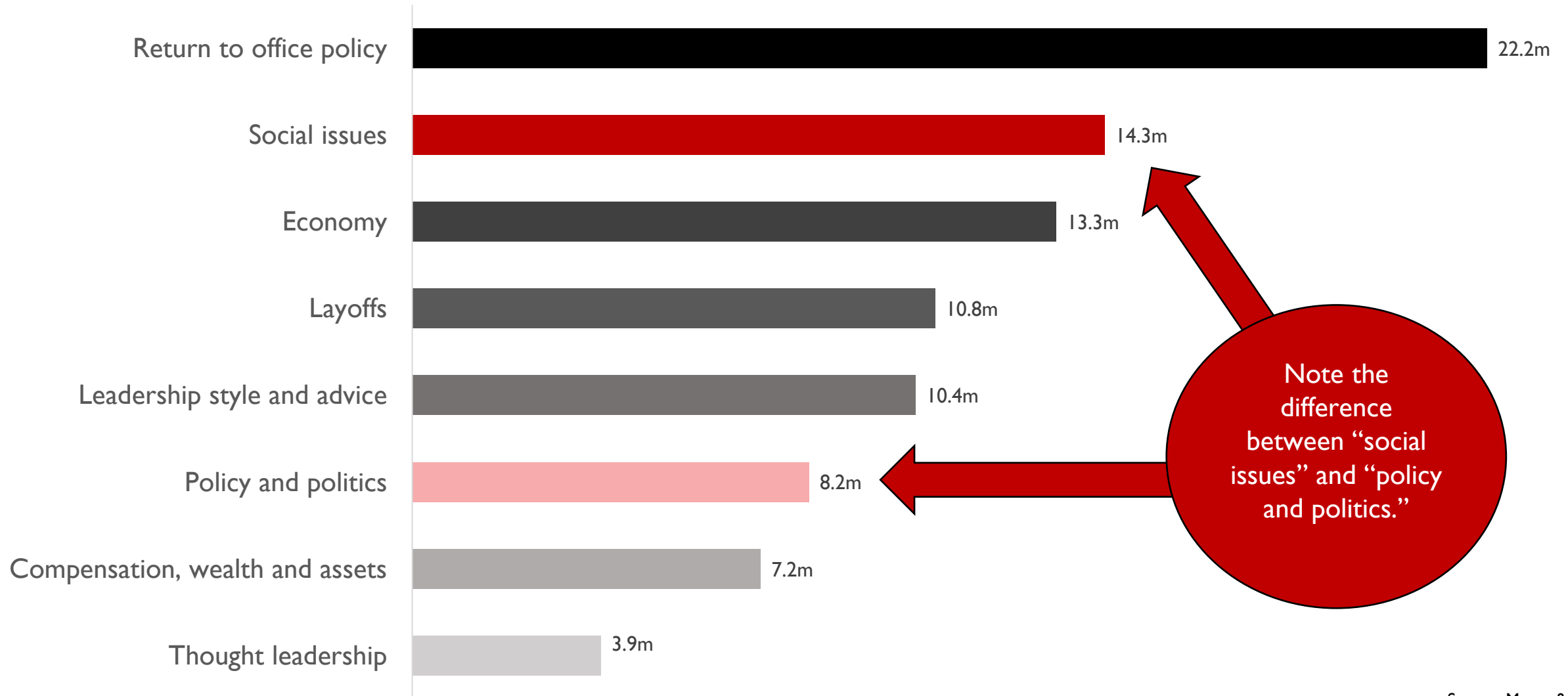
Most believe that there is a greater risk to taking public stances than there is a reward. Consumers are generally more likely to boycott than “buycott” based on a company’s politics.



Pluralities believe that CEOs should only take stands on issues that are directly related to their business. Stances on social issues must align with the values and background of the business.

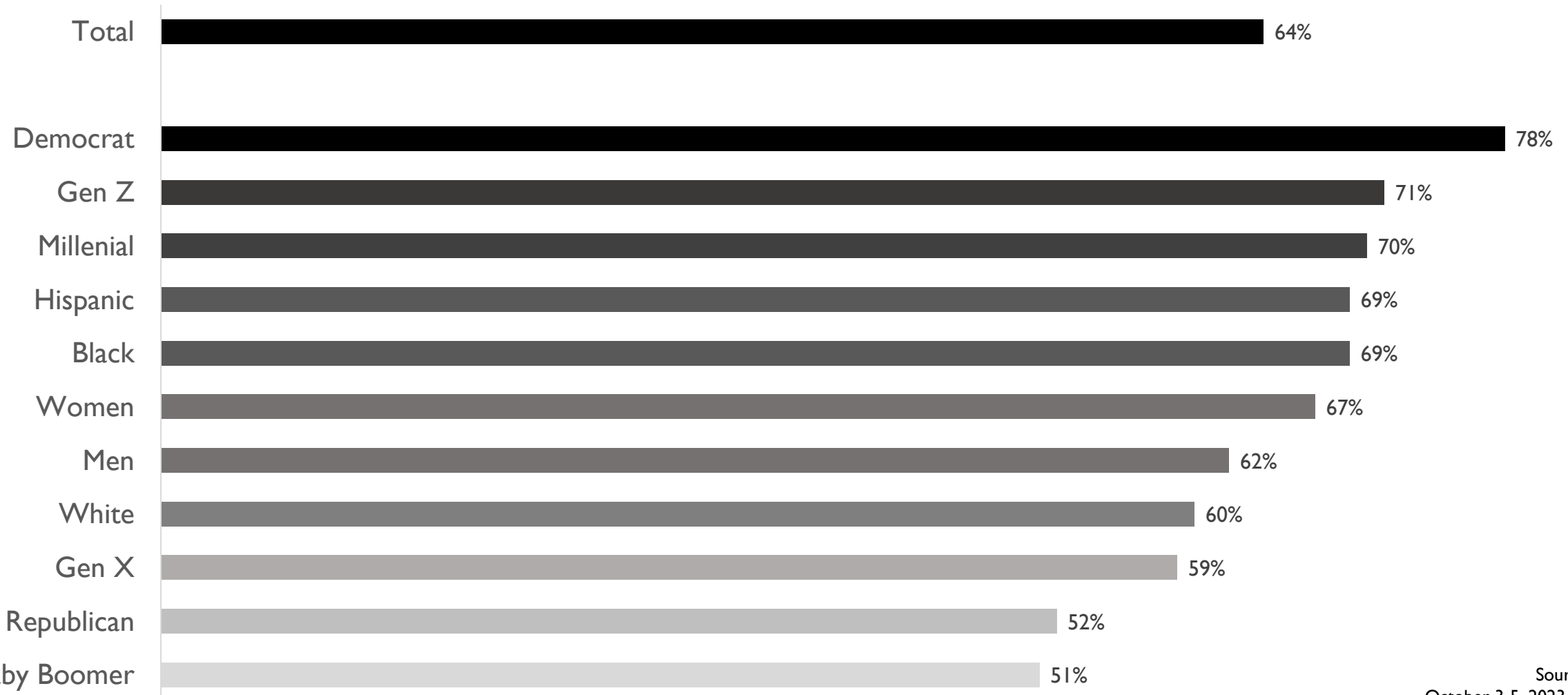
PEOPLE ARE LISTENING WHEN CEOS TALK ABOUT SOCIAL ISSUES.

Readership of CEO coverage by topic
Analysis of 9,200 articles written between Dec. 1 2022 and Nov. 20, 2023



MAJORITIES FEEL SUPPORTED WHEN EMPLOYER TAKES PUBLIC STANCE.

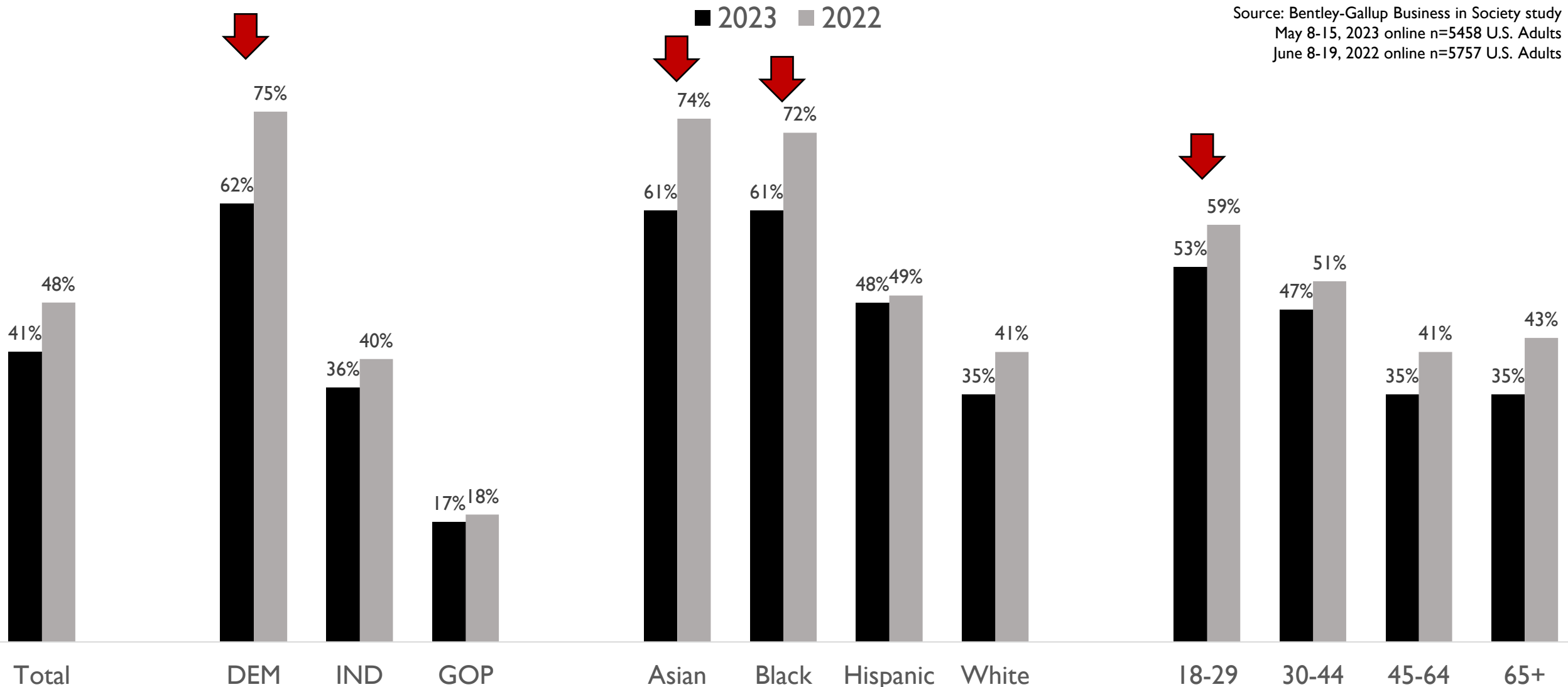
*I feel supported when my company takes a public stance on an issue I care about (e.g. abortion, immigration, LGBTQ rights).
(showing net agree)*



DECREASE IN BELIEF THAT BUSINESSES SHOULD TAKE PUBLIC STANCES.

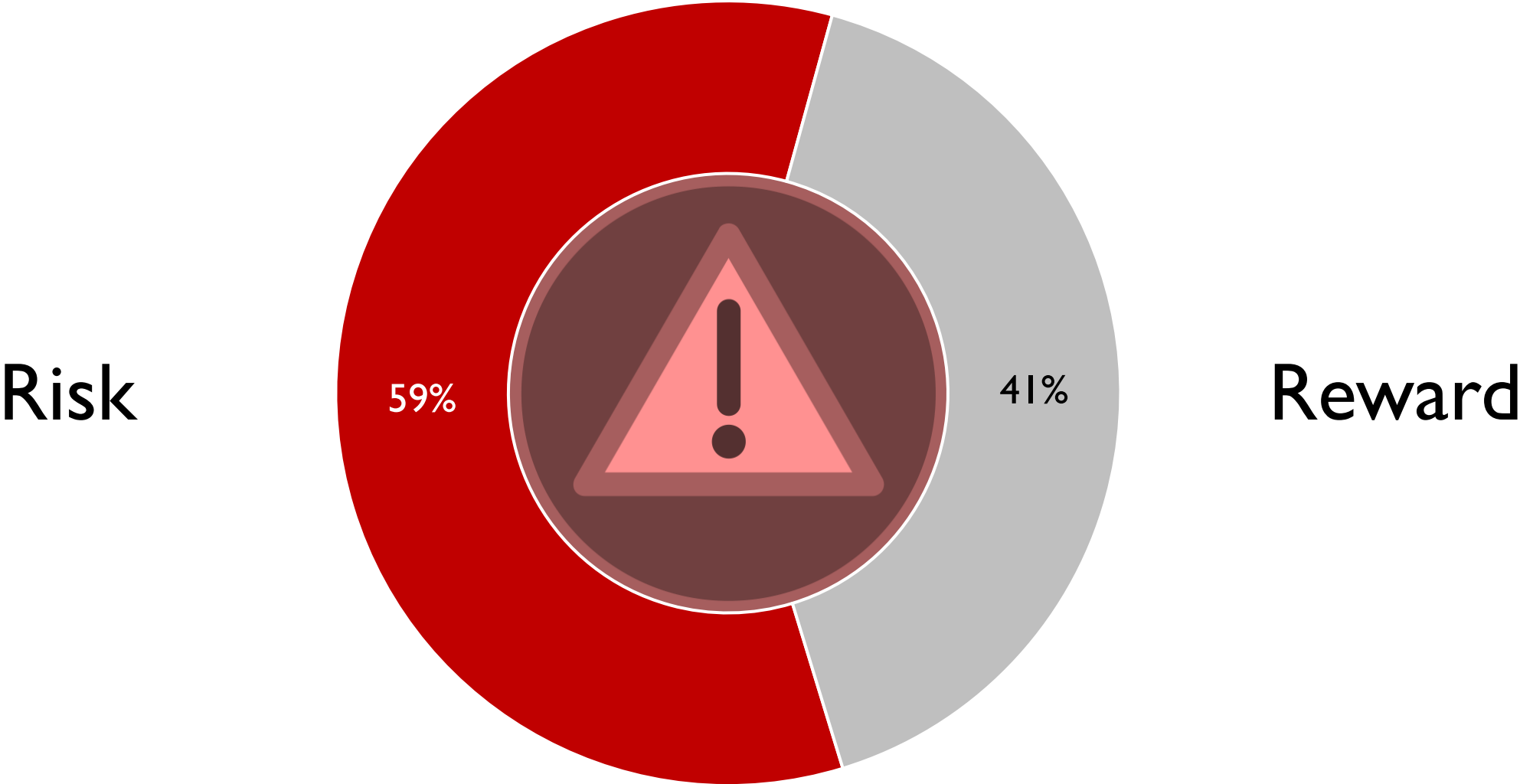
Do you think businesses, in general, should take a public stance on current events? (Showing “Yes”)

Source: Bentley-Gallup Business in Society study
May 8-15, 2023 online n=5458 U.S. Adults
June 8-19, 2022 online n=5757 U.S. Adults



WHEN SPEAKING OUT, MOST BELIEVE RISK OUTWEIGHTS REWARD.

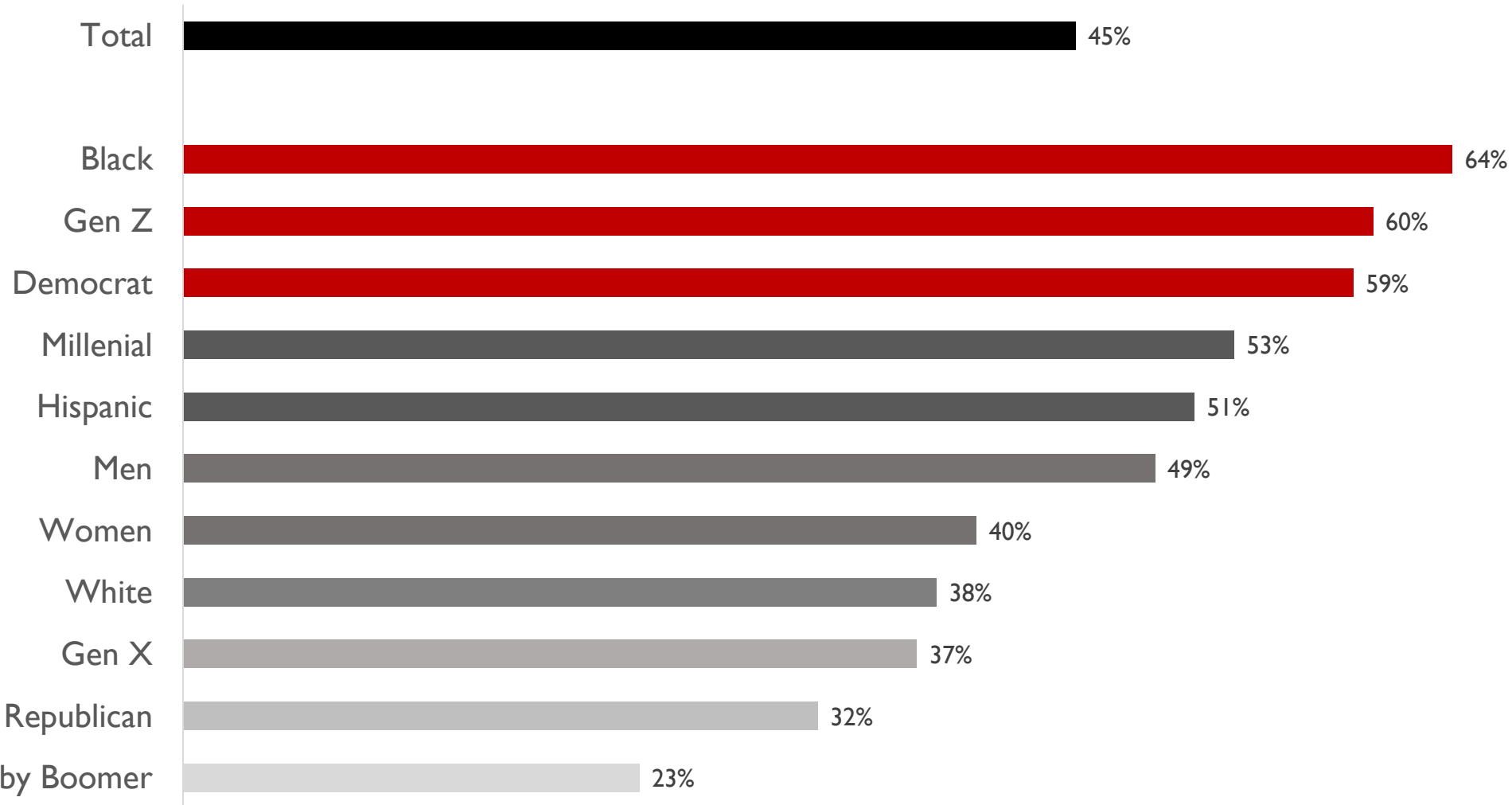
Is there generally more risk or reward to a CEO speaking out on social issues?



Source: Stagwell Weekly Consumer Sentiment Survey
February 10-12, 2023, n=1,996 U.S. adults

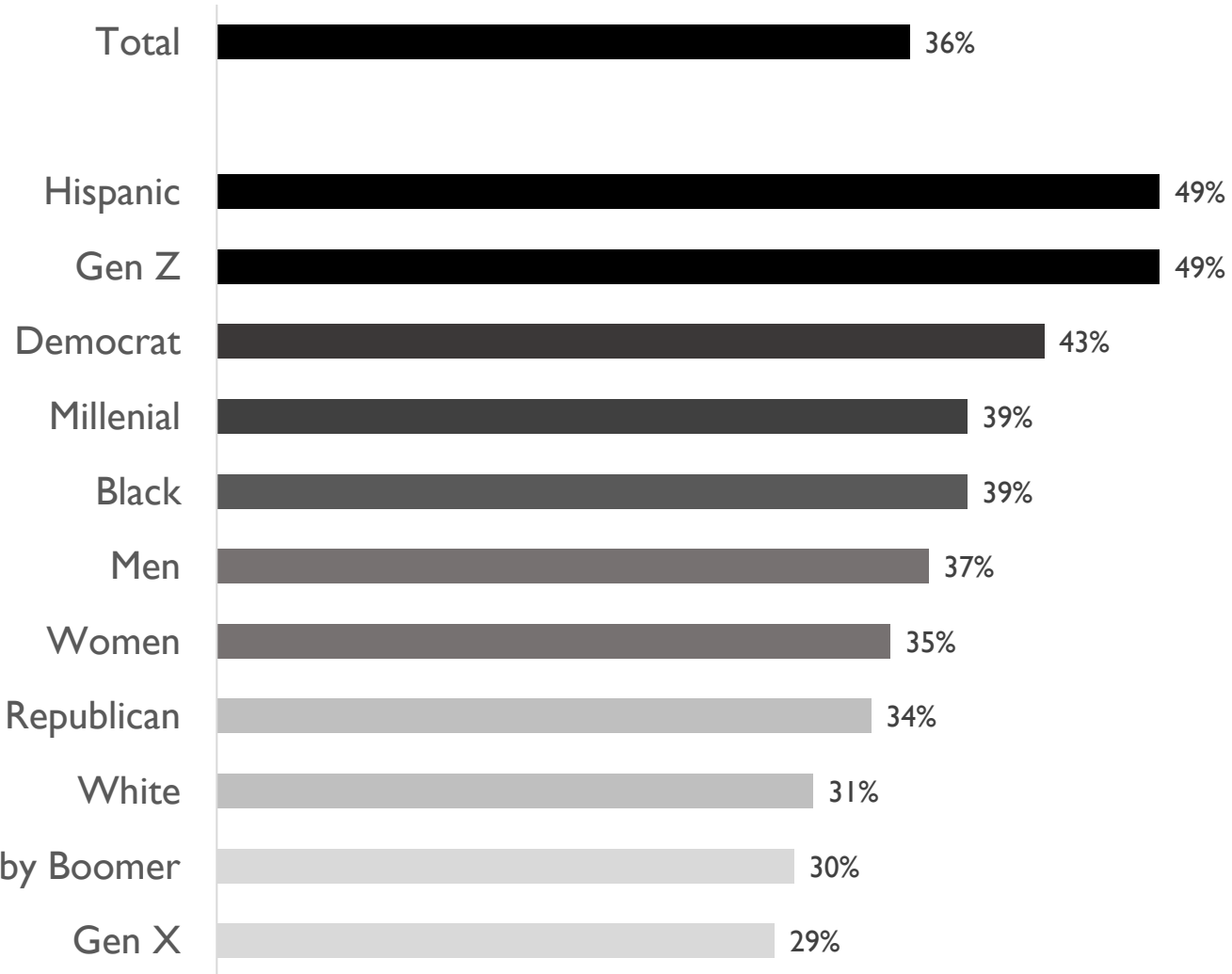
DISAGREEMENT ON EMPLOYERS TAKING PUBLIC STANCES IN GENERAL.

*Employers in general should take public stances on important current political issues (e.g. abortion, immigration, LGBTQ rights).
(showing net agree)*



CEO'S POLITICAL SUPPORT'S IMPACT ON EMPLOYEE RECRUITMENT.

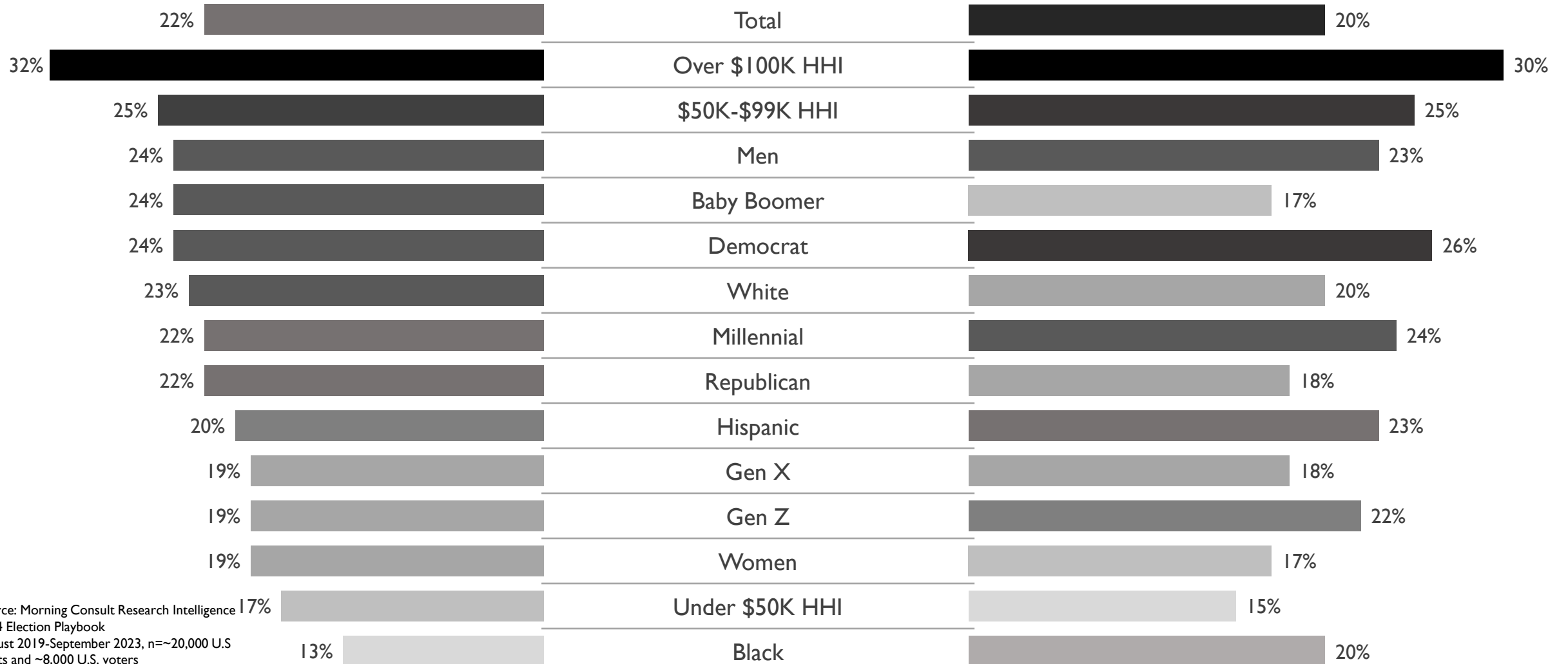
I would not apply to open roles at a company if the company's CEO supported a political candidate who I did not agree with.
(showing net agree)



IMPACT ON CONSUMER BEHAVIOR BASED ON PUBLIC STANCES.

Have **boycotted** a company over the past year for political reasons?

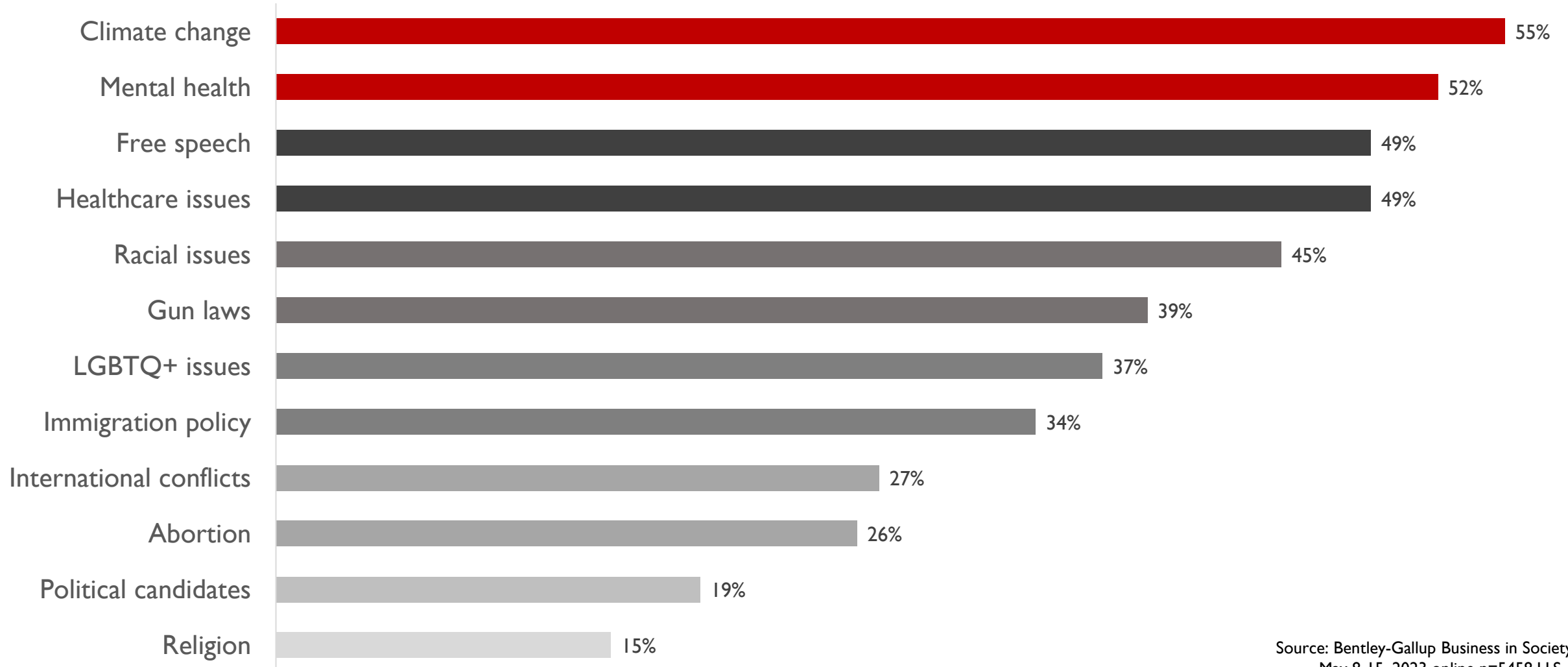
Have **“buycotted”** a company, or **spent money to support** a company over the past year for political reasons?



Source: Morning Consult Research Intelligence | 2024 Election Playbook
 August 2019-September 2023, n=~20,000 U.S. adults and ~8,000 U.S. voters

FEW TOPICS ON WHICH BUSINESSES SHOULD TAKE PUBLIC STANCE.

Do you think that business, in general, should take a public stance on subjects that have to do with the following? (Showing “Yes”)

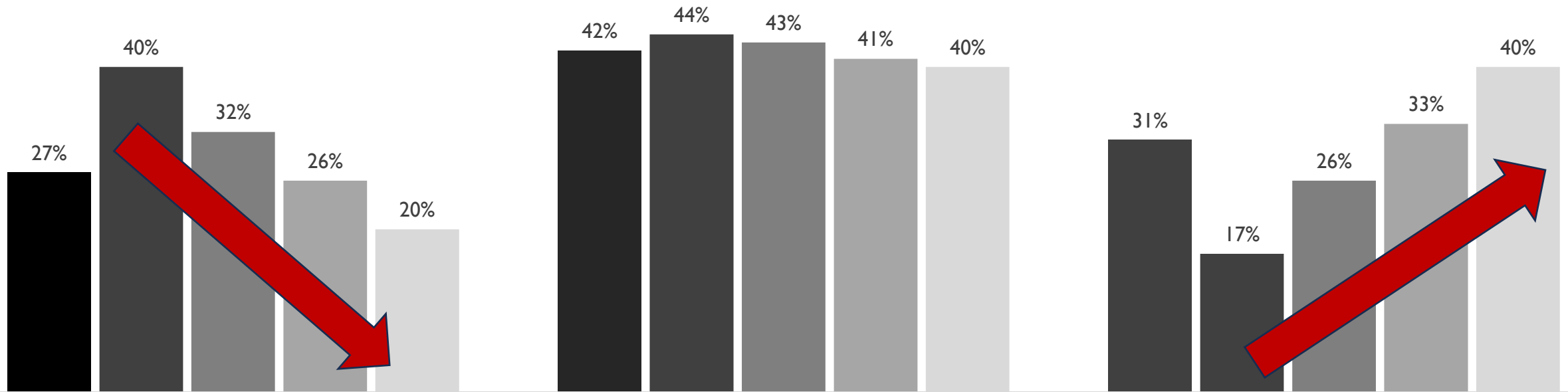


Source: Bentley-Gallup Business in Society study
May 8-15, 2023 online n=5458 U.S. Adults

SHOULD ONLY SPEAK OUT ON ISSUES RELATED TO BUSINESS.

Which of the following statements comes closer to your opinion?

■ Total ■ Gen Z ■ Millennials ■ Gen X ■ Baby Boomers

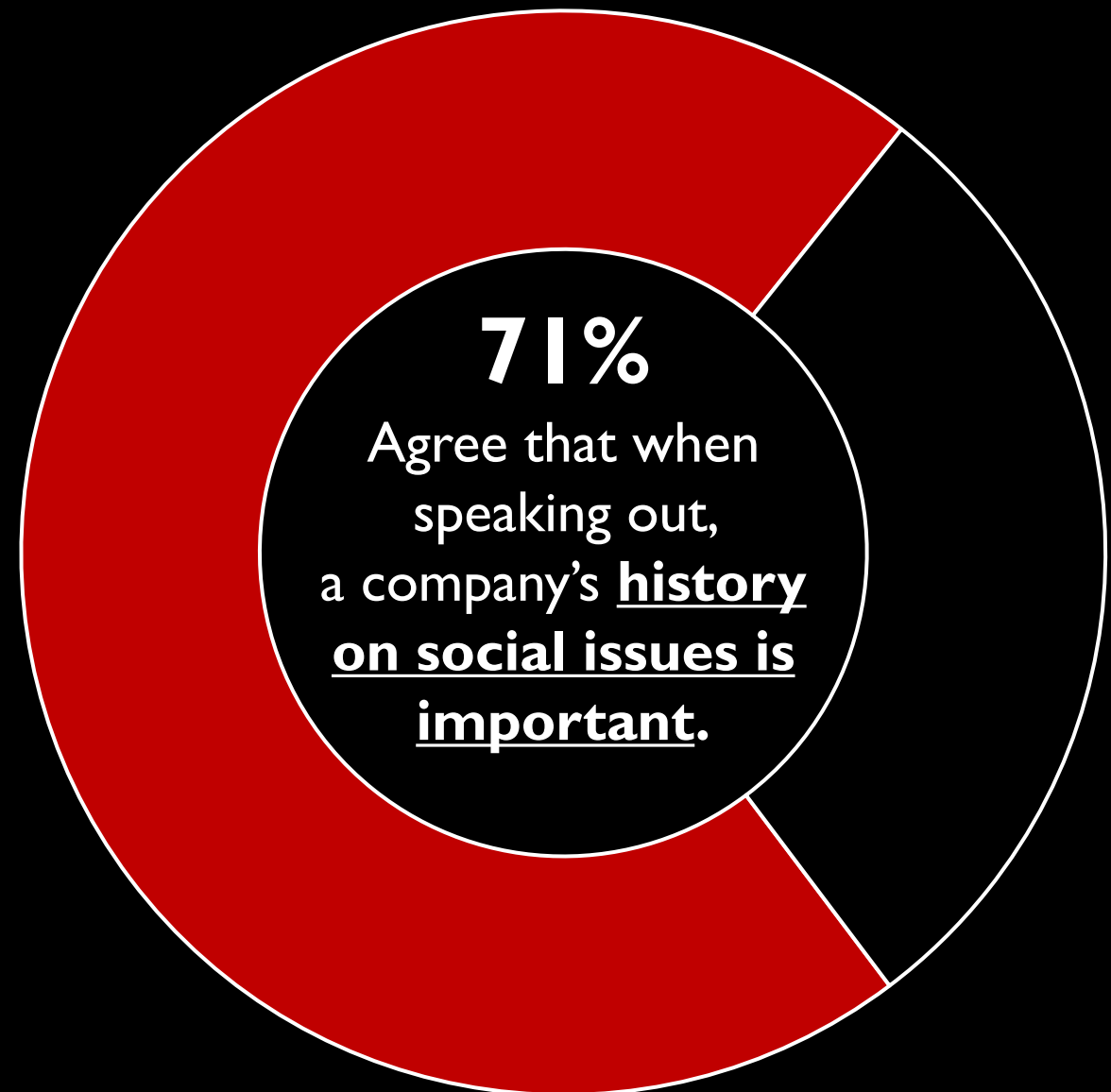
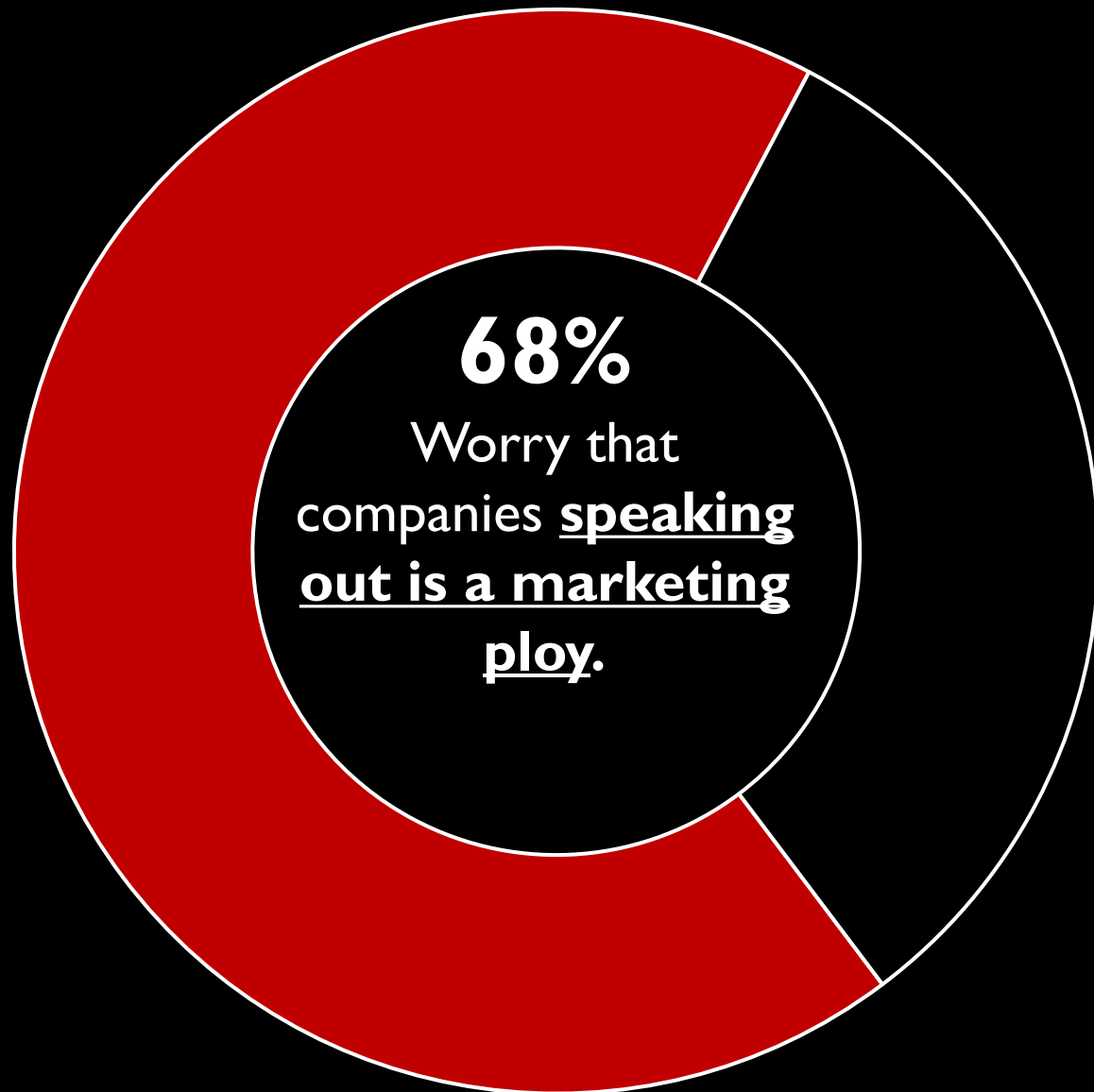


CEOs should communicate their position on or get involved in political, social, and/or cultural issues

CEOs should only make statements about or get involved in political, social and/or cultural issues directly related to their business

CEOs should focus on running their business and not get involved in political, social and/or cultural issues

TO APPEAR GENUINE COMPANIES MUST HAVE HISTORY ON ISSUES.



THANK YOU.
