



Voice of Workers: Political Engagement in 2024

This report emphasizes how economic concerns, workplace influences, and employer initiatives shape American workers' political engagement ahead of the 2024 election. It highlights key issues, voting behaviors, and trust in political messaging to understand the role of employers in civic participation.

Topline report





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Survey Question Mapping against research areas

Top Political & Economic Concerns –

Identify the leading issues shaping voter decisions in 2024 (e.g., inflation, wages, healthcare, job security).

Survey Mapping: Video Q1 (“most important issue”), economy/job security questions.

Job Security & Economic Perceptions –

Measure confidence in maintaining employment and satisfaction with economic conditions.

Survey Mapping: Job confidence Q15, “How do you feel about the economy?” (open-text).

Voting Behavior & Political Leanings –

Explore voting history, current party registration, voting intentions, and candidate leanings.

Survey Mapping: 2020 vote recall, party registration, vote intention/method.

Employer Role in Civic Participation –

Assess attitudes toward “Get Out the Vote” reminders, support for employer initiatives, and preferred communication channels.

Survey Mapping: GOTV questions, communication preference items, Video Q3.

Political Messaging from Business Groups –

Examine receptiveness to outreach from Chambers of Commerce & industry associations - compare trust in these sources vs. others.

Survey Mapping: Business group outreach exposure, trust ranking Q.27.

Attitudes Toward PACs & Campaign Finance –

Evaluate awareness of PACs, willingness to contribute, and beliefs about fairness and transparency in political donations.

Survey Mapping: PAC awareness, contribution likelihood, donation transparency, Video Q4.



Key Takeaways



High-Level Insights

- Overwhelming dissatisfaction with Congress – 84% unsatisfied vs. 16% satisfied
- 54% have heard of business PACs
- Strong reluctance to contribute – 81% unlikely vs. 19% likely
- 37% received political messages via email; only 29% via websites
- Business groups (Ranked 1) and news outlets (Ranked 2) or social media (Ranked 3) are trusted more than Political candidates (Ranked 4)
- 80% say business endorsements make them less likely to support a candidate
- Only 16% directly contribute to political campaigns
- 77% agree donations should be regulated, transparent, and limited
- 75% oppose PACs; only 25% support



Strategic Implications

- Strong skepticism toward PACs → need for transparency and accountability
- Endorsements are not persuasive → focus on issues, not candidates
- Low PAC contributions → reframe value proposition for employees/members
- Transparency and ethical practices → opportunity to differentiate and build trust

Cohort Segmentation



Voting patterns in the U.S. are shaped by cohort-specific factors such as age, gender, ethnicity, industry, income, and prior political alignment.

01

Demographics: Age (18–25 vs. 26–45), gender, ethnicity drive social and cultural issue priorities.

02

Employment & Industry: Sectoral divides (tech vs. manufacturing) influence on economic and regulatory preferences.

03

Political History & Party Registration: Past voting and party affiliation define core loyalties and mobilization strategies (2020 vote Democrat, Republican, 3rd party, non-voter).

04

Income Levels: Economic position determines sensitivity to taxes, healthcare, and cost-of-living issues (<\$50k, \$50–99k, \$100k+).

Expected Outcomes

- Surface the top economic and political concerns across workers.
- Assess levels of confidence in job security and the economy.
- Map political leanings and voting patterns across cohorts.
- Understand support for employer GOTV programs and communication preferences.
- Measure trust in business groups vs. traditional media.
- Clarify worker perspectives on PACs, transparency, and campaign finance.



Top Three Actionable Recommendations

01

Action: Employers should promote nonpartisan voter education and access programs.

- **Justification:** With **84% of employees dissatisfied with Congress** and only **16% contributing directly to campaigns**, many employees feel disengaged from the political process. Providing trusted, factual information can help employees feel empowered to vote without pressure.
- **Business Impact:** Offering resources such as voter registration assistance, time-off-to-vote policies, or neutral civic education can increase participation, demonstrate employer support for civic duty, and build employee trust without political bias.

02

Action: Companies should strengthen transparent communication channels for civic engagement.

- **Justification:** While **57% of employees receive political messages by email**, only **26% engage through websites**—showing reliance on direct, clear communication. Furthermore, **77% want donations to be regulated and transparent**.
- **Business Impact:** Creating a transparent, easy-to-access company portal or hub for election-related resources can improve trust, reduce scepticism toward endorsements (which **80% say make them less likely to support a candidate**), and encourage informed participation.

03

Action: Employers should partner with trusted community organizations to encourage voter turnout.

- **Justification:** Employees trust **political candidates (51%) and business groups (41%) more than news outlets (32%) or social media (31%)**. Leveraging this trust through partnerships with nonpartisan civic groups can help mobilize voter engagement.
- **Business Impact:** Collaboration with credible organizations (e.g., chambers of commerce, nonpartisan civic nonprofits) can provide legitimacy, boost turnout, and position the company as a responsible civic leader without the reputational risk of direct endorsements.



Key Questionnaire Gaps and Data Quality Issues

(Internal use only)

- The crucial questions are open-ended, and the corresponding data is not available to include in the report.
- The current version of the questionnaire does not fully address the survey objectives. It would be beneficial to add a couple of matrix questions with clear messages to capture valid quantitative data.
- A leakage was identified in the questionnaire design, which allowed “politically not at all involved” respondents into the main sections.
- The cross-tab data includes respondents aged 46+ (over 80 records), which is not relevant based on the qualified audience criteria.

**THANK
YOU!**