



2018
EMPLOYER TO EMPLOYEE
ENGAGEMENT STUDY

An Analysis of Employee-Voters and Employee-Advocates



BIPAC

FROM THE DESK OF BIPAC PRESIDENT & CEO JIM GERLACH



FORMER U.S. CONGRESSMAN FROM PENNSYLVANIA'S SIXTH CONGRESSIONAL DISTRICT (2003-2015)

I travel the country as the head of BIPAC speaking with employers and job creators about how they can best amplify their own advocacy voice through engaging their employees or other stakeholders. These employee-advocates are also employee-voters come election time, and most importantly, they are constituents to local, state, and U.S. elected officials.

An employer should never tell their employees how to vote, but employers can play an integral role as a good corporate citizen in helping to educate their employees about politics and policies; especially those that impact their job, company, or industry. With the trusted relationship that employers have with employees, they can play an outsized role in helping them become more informed employee-voters and advocates.

Employees, in fact, want to hear from their employer on elections and politics; and overwhelmingly find the information provided to them to be helpful when it's shared in a non-partisan and objective way. In BIPAC's 2018 Post-Election Survey of private sector employees nationwide, **61% of those individuals who received information from their employer said it made them more likely to vote.** And of those who received the non-partisan and objective information, **84% said it was very or somewhat helpful in deciding which candidate(s) to vote for in the election.**

BIPAC's 2018 Post-Election Report reinforces that employees at a company with an already established Employer-to-Employee (E2E) program are also:



Much more likely to agree their employer should be active in promoting public policy



Much more likely to rate information from their employer as credible



More likely to have voted in the 2018 election

In 1990, I won my first campaign for the Pennsylvania House of Representatives by just 23 votes out of 17,000 cast. I did this by knocking on over 10,000 doors and getting to know the needs of my suburban Philadelphia community. I would later successfully run for the Pennsylvania Senate and then the U.S. House of Representatives. What was true in 1990 remains true today. Candidates and legislators don't just want to hear from their constituents. They must **listen** to them to make sound decisions. And no better messenger exists to promote a company's economic prosperity than one of its employees: one who is an educated employee-voter and employee-advocate who knows his/her issues and what their impact is on the company and community.

This report highlights why employers engaging with their employees in the workplace is so important in determining whether pro-business candidates are elected and whether pro-prosperity policies are adopted. The results are in! And they highlight how your organization can recognize a great ROI by investing in E2E as a part of your government affairs strategy. If you'd like more information on how my team or I can assist you in managing an E2E program, please contact us at info@bipac.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Gerlach".

Jim Gerlach

E2E

EMPLOYER-TO-EMPLOYEE ENGAGEMENT

This report highlights how running an effective E2E program – i.e., a company or industry actively working to engage, educate, and motivate participation of employees in the electoral and legislative process – can dramatically and positively impact such participation both as employee-voters and as employee-advocates.

The 2018 survey data also shows that employee-voters want their employers to be active in promoting policy issues affecting their jobs. And, when employers do so, that engagement has a significant impact on employees' views on these issues and their conduct at the polls on Election Day.

METHODOLOGY

This report contains the results of a national online survey conducted immediately after the general election on November 7-9, 2018 by Moore Information among a representative sample of 2,109 employed adults in the United States, including 1,711 voters nationwide. Additionally, in order to further assess the effectiveness of E2E, 663 employees of a BIPAC company with an established E2E program participated in an online survey.

RESPONDENT PROFILE

A wide majority of employed adults surveyed in the national poll work full-time (**76%**) and roughly one-quarter (**24%**) work part-time, with **62%** employed in the private sector, **21%** in the public sector in a government-funded job, and **14%** are self-employed.

There are no significant differences in this profile between voters and non-voters.

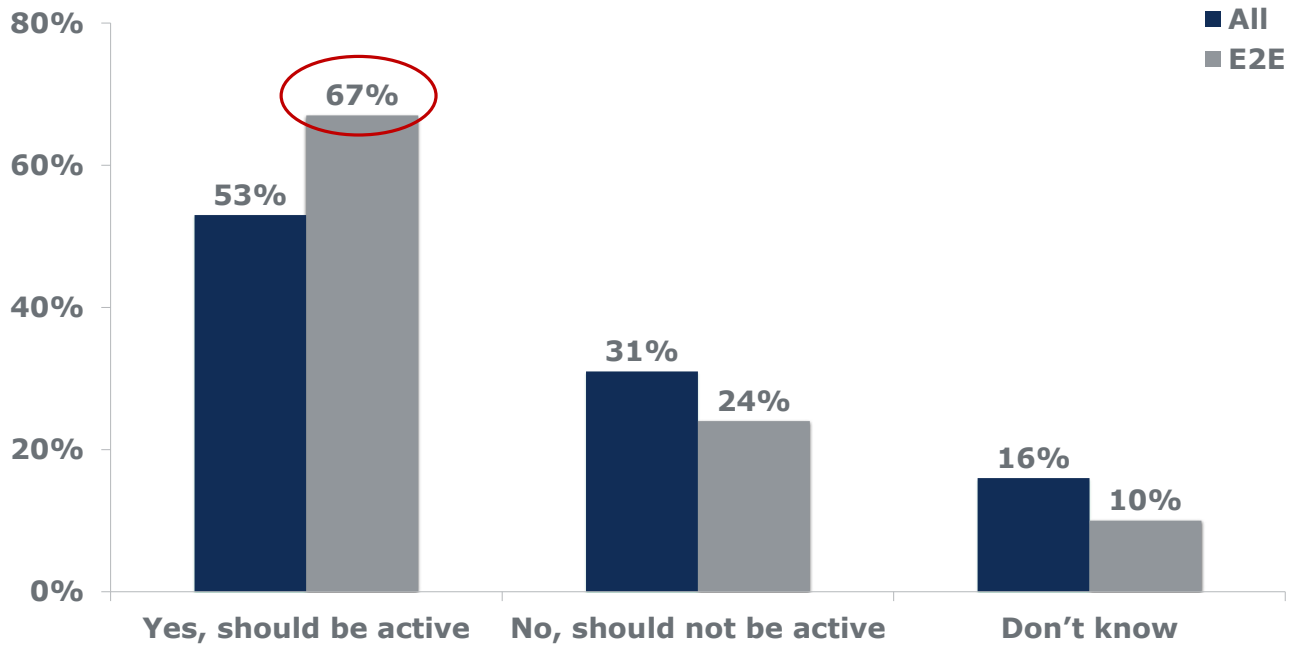
In the recent midterm election, more than four-in-five (**81%**) of the surveyed employee population report they voted on November 6th compared with **87%** who reported the same in 2016. Typically, mid-term election turnout is much lower than in presidential election years, however, this year the survey shows the same result as seen nationally – a record turnout.

A majority continue to vote at a polling place on Election Day (**53% today vs. 56% in 2016**), while **29%** voted early, in-person, at an early voting location, and **18%** voted early or absentee by mail.

FINDINGS AND RESULTS

#1: Most employees want their employer to be active in public policy formation. E2E employees believe more strongly that their employer ought to be active in public policy formation.

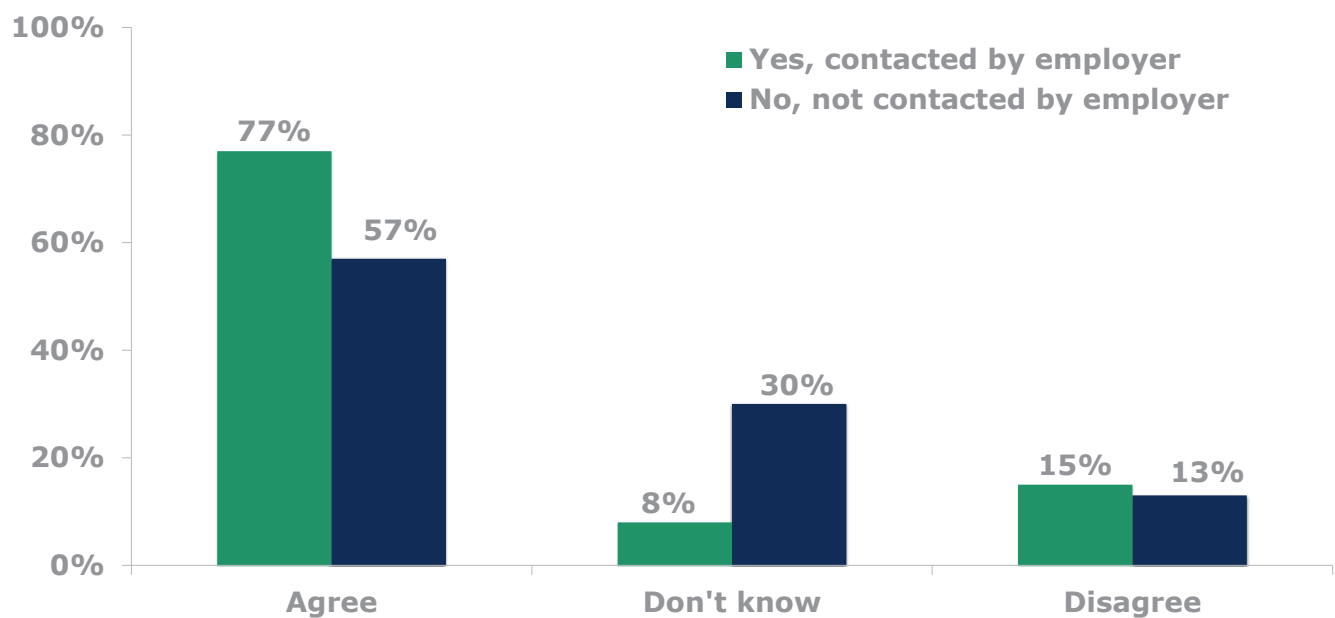
A majority of employees responding to the survey (**53%**) believe that their company management or an employer should be active in promoting public policies favorable to their industry and economic success. However, this jumps up to **67%** in the E2E company.





#2: Where employers did contact their employees about policy issues, a large majority of employees agreed with the employer's approach on policy.

Of those employers who made an effort to reach out to their employees, a strong **77%** agreed with the employer's policy approach in contrast to **57%** who agree without direct employer communication.

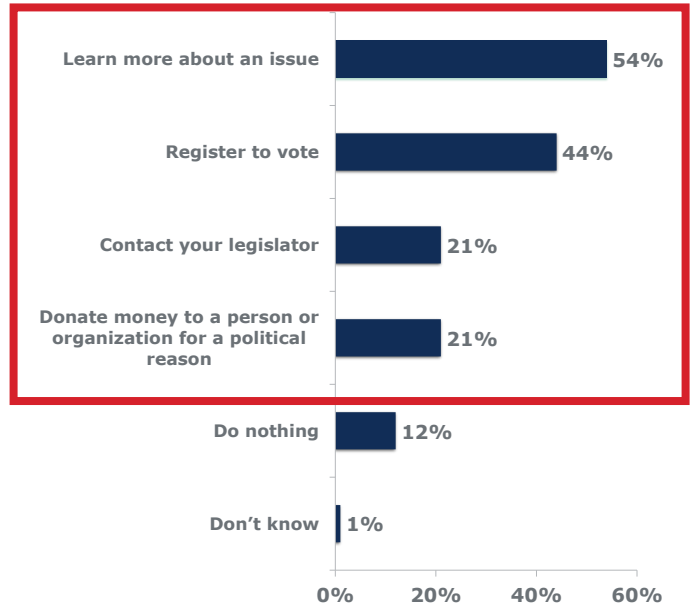
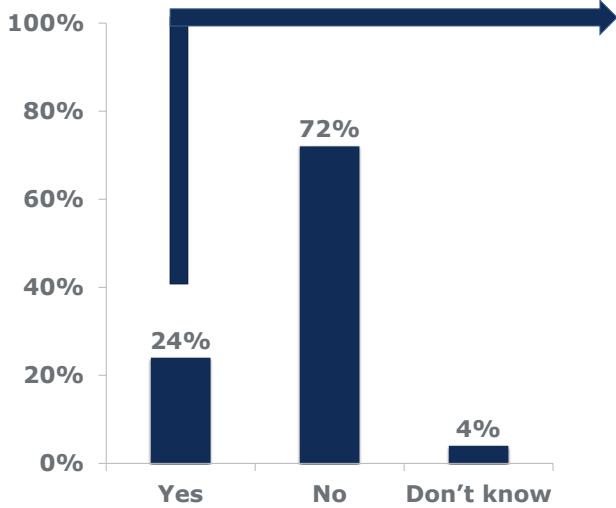


#3: Only 24% of general employee respondents report having received issue or election information from their employer in 2018. But for those that did, many took action:

- 54% were led to learn more about issues
- 44% were led to register to vote
- 21% were led to contact his/her legislator
- 21% were led to donate money to a person or organization for a political purpose

“Do you recall seeing, reading or hearing any information about politics and the elections as it relates to workplace issues from your employer or your employer’s representative?”

IF YES: “Thinking about the information provided to you by your employer or your employer’s representative, would you say this information led you to...”

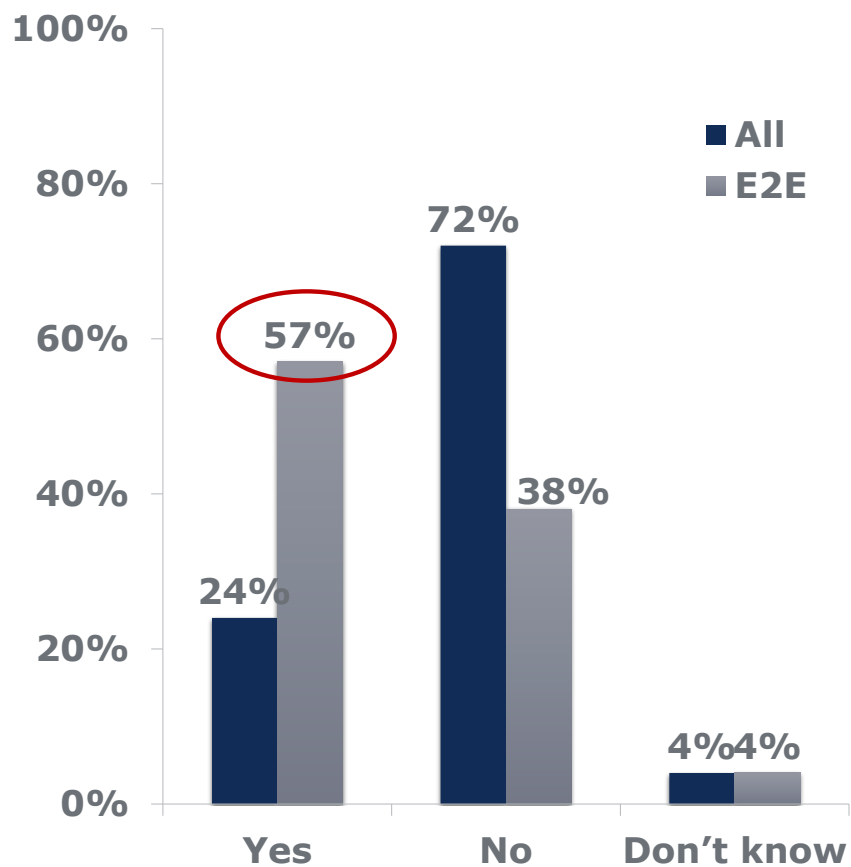




#4: A significantly larger group of E2E employees report receiving issue and election information from their employer than general employee respondents.

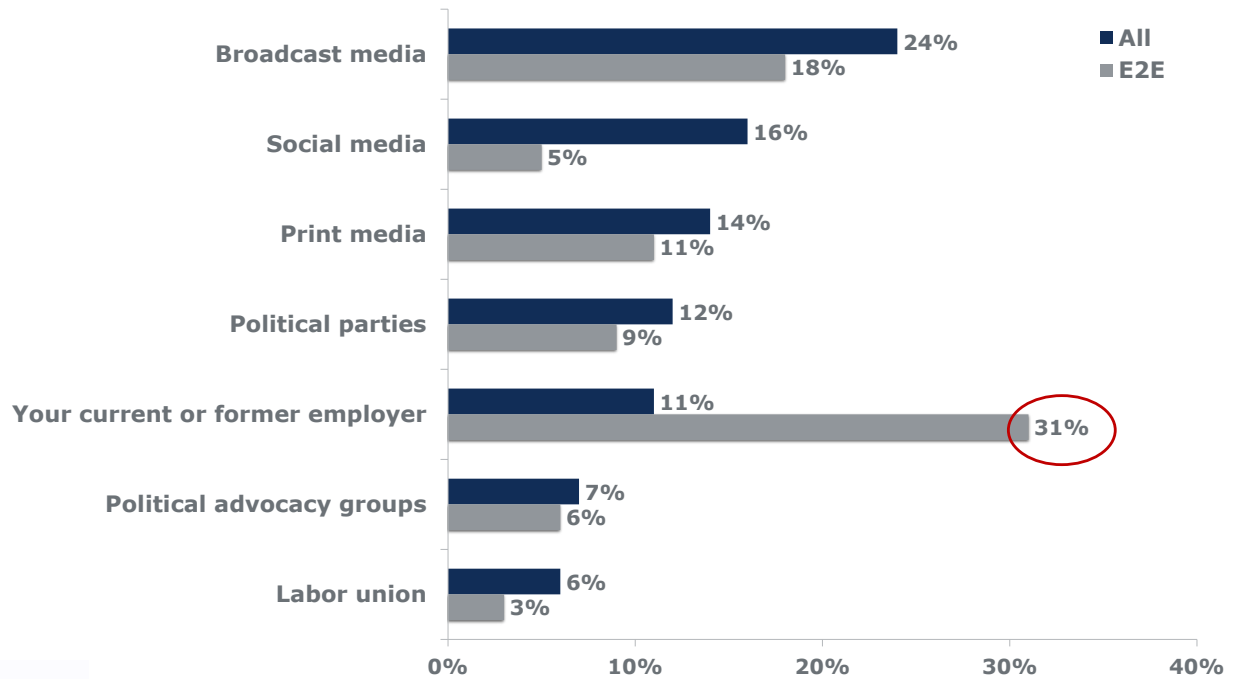
With an E2E company, those reporting receiving issue and election information from their employer jumps up to 57% - more than double the number of national survey employees receiving such information.

“Do you recall seeing, reading or hearing any information about politics and the elections as it relates to workplace issues from your employer or your employer’s representative?”



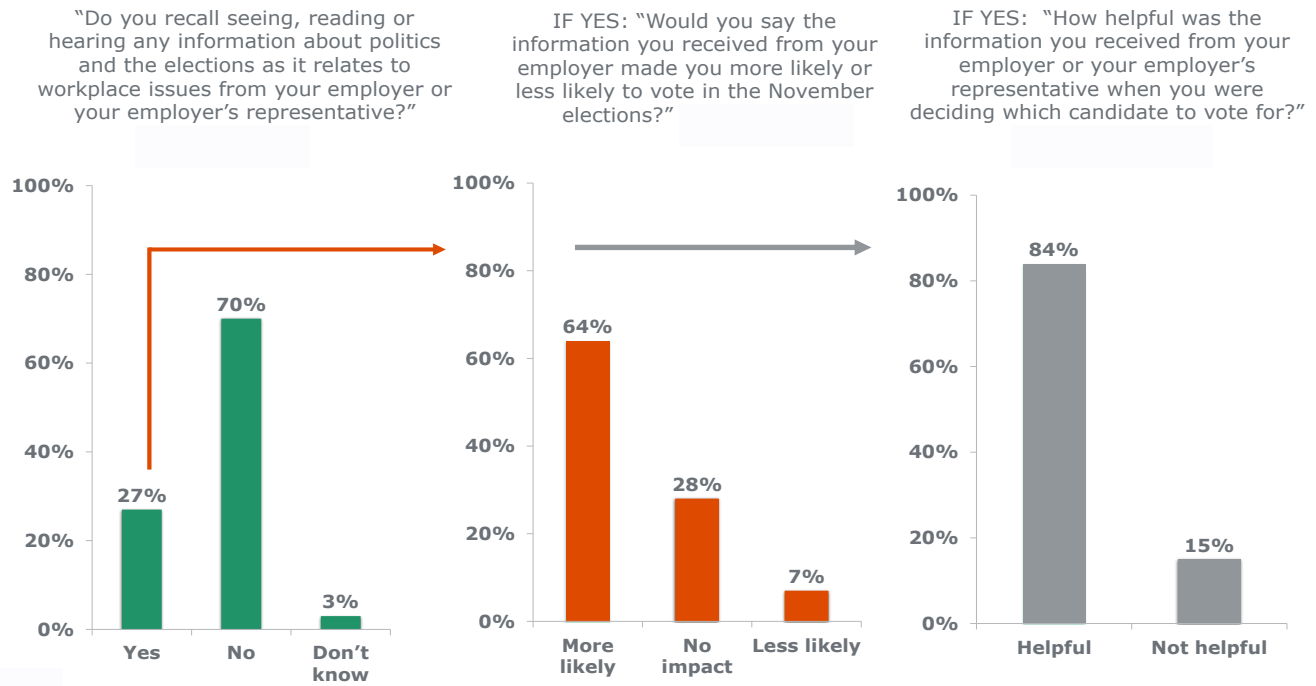
#5: E2E employees found their employer to be the most credible source of issue and election information compared to any other source of information.

Given the choice between broadcast, social and print media, political parties, political advocacy groups and labor unions, employees of an E2E company rated their employer as the most credible information source for political issues and elections - **31%**. This is in clear contrast to the national employee respondent result of **11%**. Significantly, an E2E company or business communicating and engaging employees on issues affecting their jobs and livelihood is viewed by their employees as having almost three times more credibility than the employers who don't regularly engage with their employees.



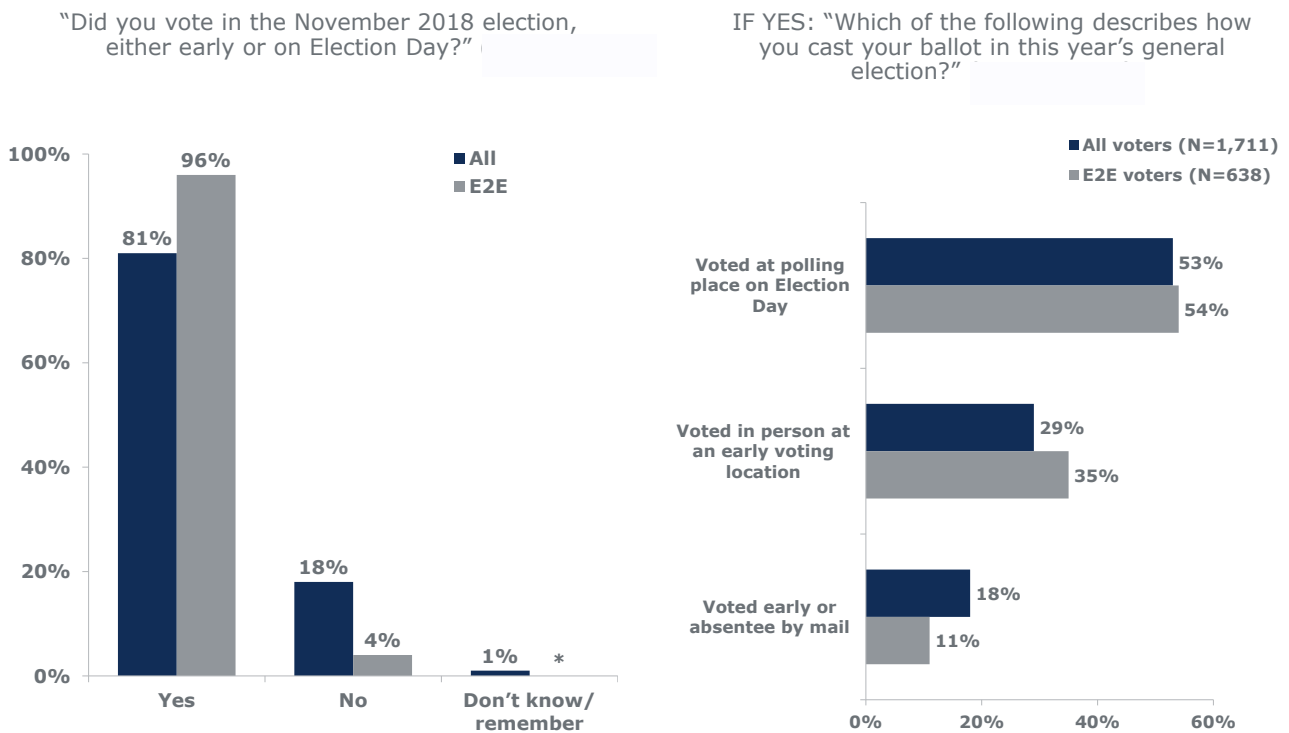
#6: Most employees who received issue and election information found it helpful in deciding who to vote for.

Of national employee voters, **27%** recalled getting information about politics and the election as it relates to workplace issues from their employer. Of that **27%**, **64%** found that information made them more likely to vote and **84%** found it helpful when deciding which candidate to vote for.



#7: E2E employee-voter turnout was substantially higher than general employee-voter turnout.

In short, E2E employees vote. Survey findings of the E2E company found that **96%** voted as compared to **81%** of employee-voters nationally.



* Less than one-half of one percent



AND YOUR EMPLOYEES CAN BE GREAT ADVOCATES!!

BIPAC INTERVIEW WITH BRAD FITCH

President & CEO, Congressional Management Foundation (CMF)

1. What is CMF's mission?

It is twofold. First, we are trying to improve operation and effectiveness of Congress through studies, research, and training to show

best practices. We also are a leading trainer of citizen advocates in the U.S. through our *Partnership for a More Perfect Union*. It's a citizen advocacy program where more than 70,000 Americans have participated in learning best practices for interacting with lawmakers – whether that means individual meetings, writing e-mails, engaging in social media, or any way that citizens can increase how their voice is heard in Washington.

2. CMF's studies demonstrate that outreach from constituents to Members of Congress have a very positive impact in influencing public policy decisions. How has your data changed over the years?

One of the phenomenons we've been tracking is the significant increase in the volume of communications. As an example: there's one congressional office that received 9,300 letters and e-mails from constituents in 2001. That same office received 124,000 in 2017. When that happens the mass e-mail communications are not getting through to the Member.

What we are seeing is Members or staff responding to this by increasingly relying on the growing importance of what we call, "grasstops." Those are individuals who have some sort of connection in a leadership way to an association, nonprofit, or company in the district or state. They have employees, managers, and customers in the district or state. Those are the people who are definitely getting their message through to Congress.

3. What are the most important ways a constituent can communicate his or her views on a policy issue?

In the 17 years that CMF has been doing surveys of congressional staff on effective interactions between lawmakers and citizens, the number one way has always been to influence a lawmaker is to schedule a meeting and go talk to the legislator face-to-face. It doesn't matter if the meetings are in the district or in the state. In fact, Members of Congress prefer the meetings to be held in the district office because they are less likely to be interrupted and they are more likely to be a higher quality interaction. That's always the number one way.

The second most valuable way is for the individual to either write an email where they individualize the communication as someone who is connected to the community or to engage in social media in some sort of substantive way reacting to something the Member said.

4. What about a legislator going on a site visit and meeting with a lot of constituents at once?

Legislators love going to facilities: the plant tour or even the office tour where they're able to interact with 10 or 20 employees - constituents to them or voters to them. They enjoy it much more. It's much more productive for that lawmaker to have a visual understanding of the impact that particular organization is having in the community.

Politicians are social animals. They don't like being stuck behind a desk in general. They like to be out in the community.

5) Does CMF have any advice to constituents who may be reluctant or shy to share his or her views with their legislator?

We recognize that interacting with lawmakers can be an intimidating thing and we get that, but it's actually easier to set up a meeting with a lawmaker than you think.

The first thing to do is get a couple of your friends to agree to go to the meeting with you. There is always strength and confidence in numbers so if you're running a small business if you go to the meeting with a couple of your managers - just a couple two or three - that's going to be more effective.

Second, every congressional office has a set system. When a phone call comes into the office and the constituent says I want a meeting between my managers, my customers, and a Member of Congress – what's the procedure? Every intern and staff assistant answering the phone knows what to do and it usually entails sending them to a section of the website that they have to fill out a form, sending in an old-fashioned fax, or putting in an e-mail to a special e-mail address to put in the request.

My best advice to offer is to be flexible - don't put down a particular date. I want you at 2:00 at my plant on Wednesday, January 13th. That's not going to work. What you do is give them some flexibility – sometime during the holiday period, sometime during the April recess - during those two weeks, or sometime in the next three months when you're in the district. That's what is going to drive the needle.

To learn more about the Congressional Management Foundation and the *Partnership for a More Perfect Union*, visit www.congressfoundation.org.

CONCLUSION

The goal of E2E isn't to tell employees how to vote or how to think. It works best when it is presented in an objective and unbiased way without any political ideology or a partisan bent. But you must also realize that if you're not speaking to your employees, they will be influenced by other voices. And those voices may be promoting ideas or policies that are not in the best interests of their jobs, company, or industry.

All businesses, no matter their size, have many tools in their toolbox to be on the offense and defense regarding legislation and regulations that could impact their top or bottom lines. E2E is one of those tools and, as demonstrated by our surveyed E2E company, conducting E2E as a part of your company's internal communications strategy unquestionably strengthens and propels your government affairs strategy and its goals.

BIPAC CASE STUDY

96% of a Company's Employees with an Established E2E Program Voted in 2018

Overview

As referenced throughout this report, for the first time in BIPAC's history of conducting surveys of employee-voters, a company member with a well established E2E program ran a parallel and nearly identical survey to all of their full-time and part-time employees. 663 employees of the company responded during the same period that the wider survey was in the field.

The results exemplify not just the benefits of E2E, but of running a highly effective E2E program. Objectively in all criteria, the results were highly favorable that the E2E program provides a ROI for the company and for the manufacturing industry at-large.

Credibility of Information Sources

Employees of the company found their employer to be the most credible information source on political issues and elections affecting their job, company, and industry – more so than broadcast media, print media, political parties, and other sources. **In fact, these employees found their employer to be three-times more credible than that of employee respondents nationally who received no information from their employer.**

Employer Role in Promoting Public Policy

When asked if the company management or an employer should be active in promoting public policies favorable to their industry and economic success, **21% more (67% vs 46%) of those employees from the company agreed with the statement than those employees who did not hear information from their employer.**

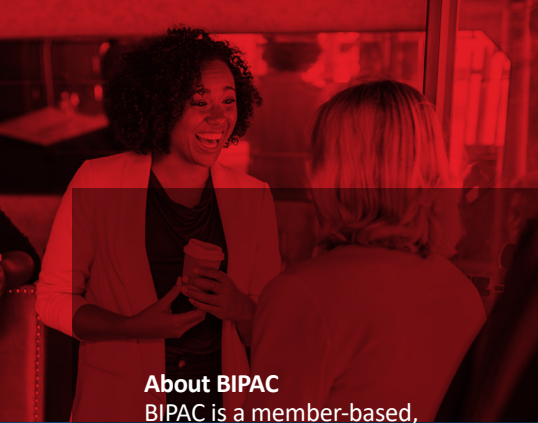
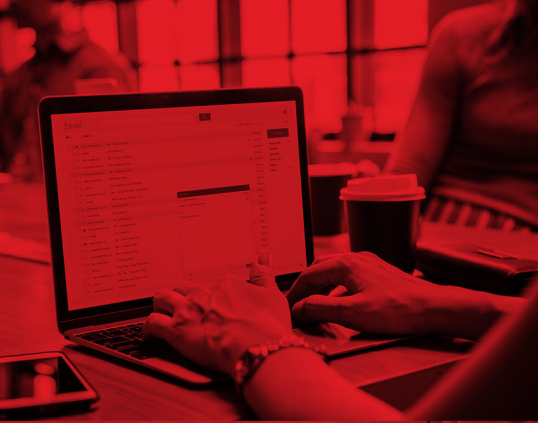
Voter Turnout

Good pro-jobs public policy doesn't happen in a vacuum. Politics and policy are two-sides of the same coin, therefore the first step in affecting good policy is to educate voters about the issues and candidates.

An employer should never tell their employees how to vote, but an employer should educate employees on where candidates stand on issues of importance to their company or industry. This is an important goal of E2E. Additionally, encouraging voter turnout is an objective.

96% of company employees reported they voted in the 2018 Midterm Election, which was 17% higher than the broader survey respondents who did not hear from their employer.

To learn more about how BIPAC can be of assistance to improve your E2E strategy or how we can set you up for success, please contact us at info@bipac.org.



About BIPAC

BIPAC is a member-based, bipartisan organization whose mission is as simple as it is vitally important — to help private sector employers EDUCATE and MOTIVATE employees to use their power as private citizens to get involved in the legislative and electoral processes to promote a pro-jobs agenda and foster the growth of American prosperity.

Contact us to learn more about how to implement or expand an employer-to-employee engagement strategy in your company, trade association, or organization.

Methodology of the Survey

This report contains the results of a national online survey conducted November 7-9, 2018 by Moore Information among a representative sample of 2,109 employed adults in the United States who participated in the 2018 midterm election. This includes 1,711 voters nationwide.



CONTACT US

Business-Industry Political Action Committee

1707 L Street NW, Suite 350
Washington, DC 20036

T: (202) 833-1880
E: info@bipac.org

Survey Conducted by:



MOORE INFORMATION
OPINION RESEARCH • STRATEGIC ANALYSIS

