



# BIPAC

The **engine** behind  
effective business  
grassroots engagement  
since 1963



MARKETING  
REPORT

BIPAC'S 2014  
EVALUATION

"One of the extremely valuable, must follow lessons is you have to adapt... Doing things the same old way in the current environment and with the current electorate isn't going to cut it anymore."

- Brad Dayspring  
NRSC Communications Director

Whether advocating an idea, a policy position, or for a particular political candidate, the rules for successful engagement are changing dramatically.

Americans are changing their information sources and platforms. Thus, increasing the number of communication platforms from which to choose how they get such information.

The evidence that emerges from BIPAC's fifth biennial market research report verifies these changes and confirms the American employer has significant advantages.

Educating, motivating, and activating the private sector workforce through tactical employer-to-employee communications continues to be the driving force of BIPAC's Prosperity Project (P2®). In addition, the core of employee habitual advocates grows with every election cycle, providing an increasingly potent constituency advocating for both prosperity policies and pro-prosperity policy makers.

## KEY FINDINGS

### BIPAC'S MARKETING REPORT



Employers are the most credible source of information on public policies and candidates that affects jobs, companies, or industries – greater than both political parties combined.



The majority of Americans want their employer to be active in promoting public policies and a majority tend to agree with their employer on public policy issues related to their interests.



Employees who received information from their employer react in predictable ways:

- They are more likely to research their industry and public policy issues,
- They are more likely to vote, and
- They are more likely to become habitual participants in the process or become civically engaged.



In 2014, the Internet was Americans' preferred source of issue and election related information.



Employers are a more credible source than both parties combined.

## INFORMATION FROM EMPLOYER

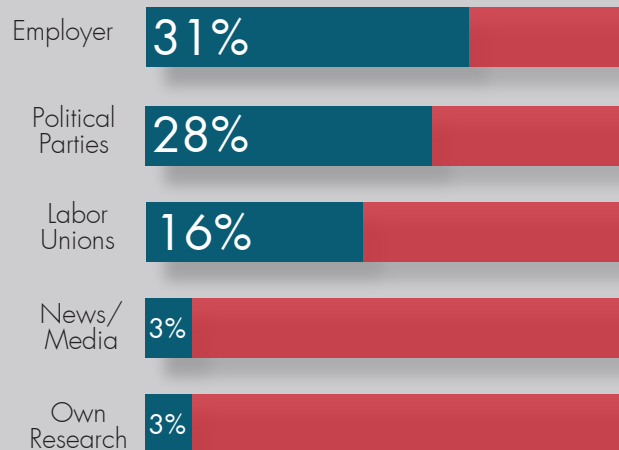
Today, current or former employers are the most credible source of information for an employee on political and public policy issues.

31% of survey respondents ranked their employer as the most credible. This was followed by 28% who ranked either political party highest and 16% who favor the credibility of organized labor unions.

The remaining 25% cite some other organization, but none was mentioned by more than 3% of voters.

*The credibility rating for employers is higher today than in past surveys.*

### Most Credible Information Sources\*



\*Other sources below 3%

## HISTORIC TRENDS

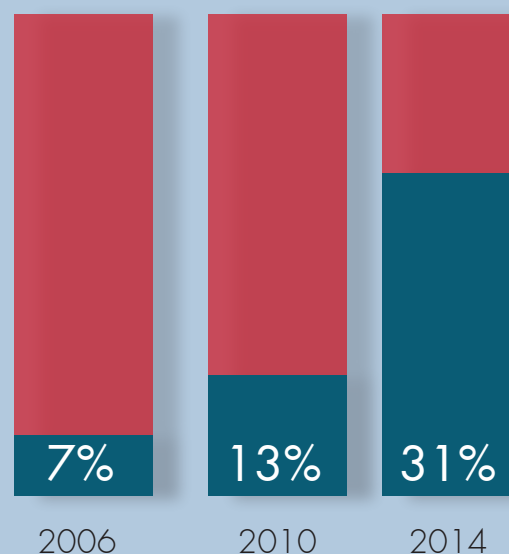
### Employer-to-Employee

Although we have made gains in E-to-E communication, still only one out of three employees is getting verifiable and trusted information about business issues that could impact their job, company, and industry.

Employees are hearing from a variety of sources and 30 second television commercials should not be the only content source for an employee to make his or her voting decisions.

The private sector voice as the engine of job creation and free enterprise should be heard. Communicating with, educating, and activating more private sector workers to participate in the political process has been and continues to be the driving force of the Prosperity Project.

### Employees who heard from their employers in Midterm years





"You never tell them how to vote, but you tell them where the candidates are on issues that matter to their employer."

- Greg Casey  
President & CEO, BIPAC  
*Bloomberg Businessweek*

## THE EMPLOYER'S ROLE IN PROMOTING PUBLIC POLICIES

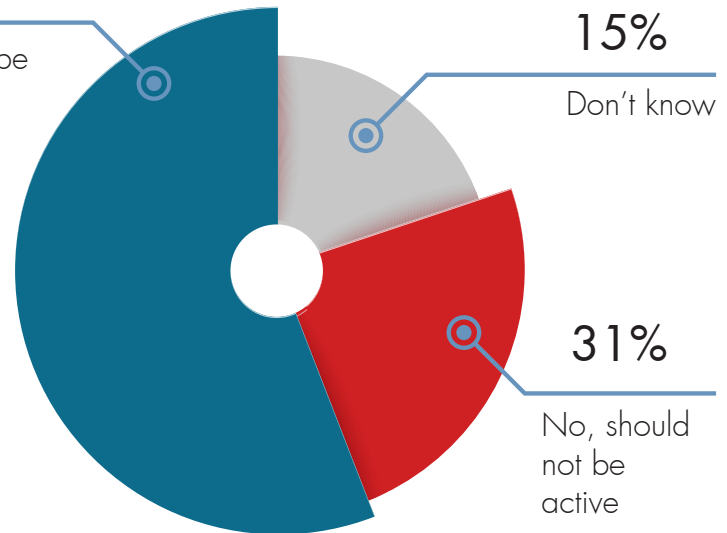
The majority of Americans want their employer to be active in promoting public policies and a majority tend to agree with their employer on public policy issues related to their interests.

Employees want to hear from their employer or a representative of their employer about political and public policy issues that would affect their job, company, and industry.

"Should company management or an employer be active in promoting public policies favorable to their industry and economic success, or not?"

53%

Yes, should be active



15%

Don't know

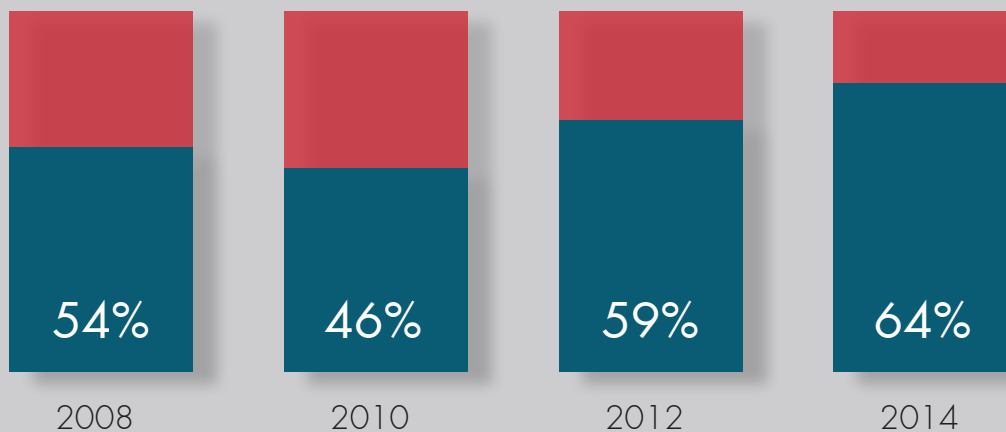
31%

No, should not be active

## HISTORIC TRENDS

### Employer's Approach To Public Policy

"Would you say you generally agree or disagree with your employer's approach to public policy issues affecting your industry or workplace?"



54%

2008

46%

2010

59%

2012

64%

2014

Agree



## EMPLOYEE REACTIONS TOWARDS RECEIPT OF INFORMATION

*Of those who heard from their employer in the last cycle – 63% found the information shared with them made them more likely to vote and 86% found the information helpful.*

Younger workers reacted more positively than older workers to political and policy information being shared with them. 70% of 18-34 year old employees found the information provided to them made them more likely to vote (7% higher than the average). And 91% of 18-34 voters and 90% of 35-44 voters found the information provided by their employer was helpful in making their voting decision.

For employees who heard from their employer during the 2014 Midterms, research shows the information shared motivated these workers to:

Learn More  
About an Issue

63%

Register to  
Vote

43%

Contact Their  
Legislator

20%

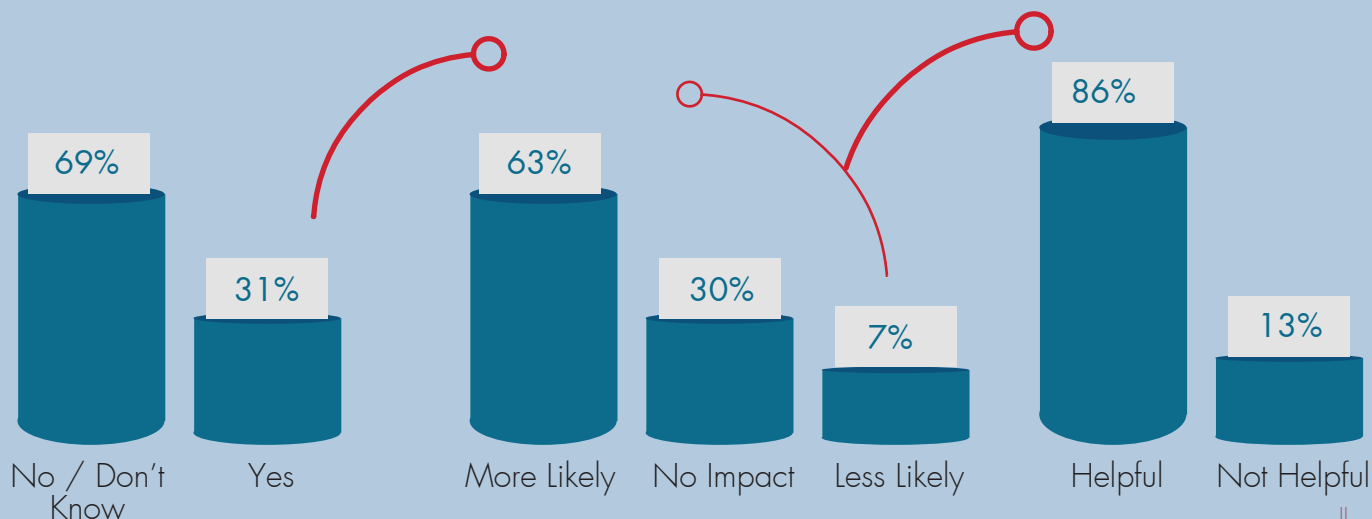
Donate Money  
to a Person or  
Organization for  
Political Reasons

17%

"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: "Would you say the information you received from your employer made you more likely or less likely to vote in the November elections?"

IF YES: "How helpful was the information you received from your employer or your employer's representative when you were deciding which way to vote?"





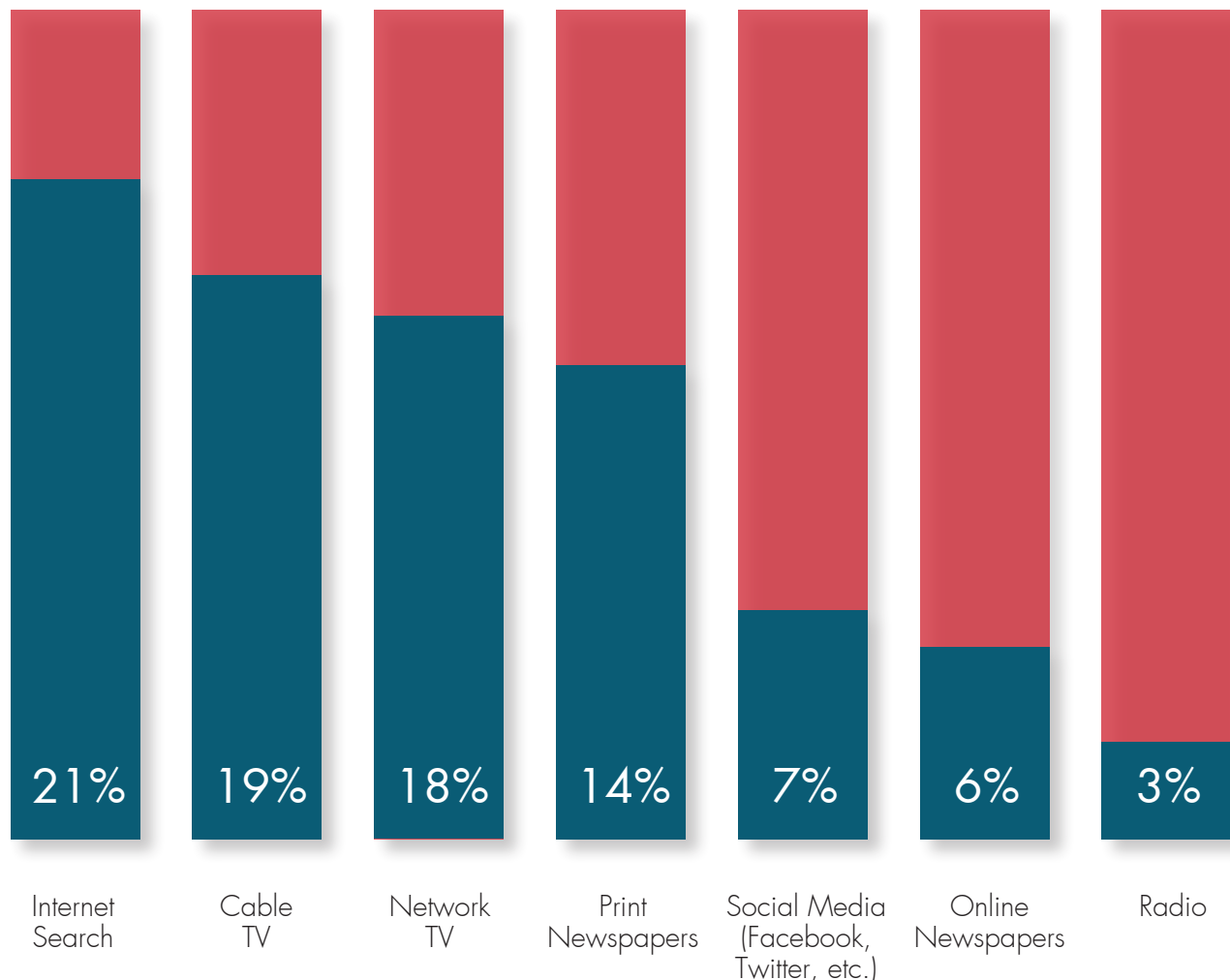


In 2014, Americans used the Internet as their preferred source of issue and election related information.

The 21st Century is the Information Age and P2's early adoption of Internet technology, in 2000, has positioned employers' grassroots advocacy websites to be a trusted source of online information. Employees not only live in an Information Age, it is an age of Information Self-Selection.

In October 2013, the average time spent each day on social media surpassed the average time spent watching TV for the first time ever. Potential voters are getting their information online and through these trusted digital personal networks from the friends, colleagues, and companies that they follow.

*For the first time since BIPAC began to conduct this survey, the Internet and online search emerged as the most dominant source of information used by employees for finding relevant content for making their political and public policy decisions. \**



# CONCLUSION

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Political campaigns and policy advocacy, like our society as a whole, are being profoundly changed by the Internet. Individuals' access to information is unparalleled and who they believe, where they get their information, and how that information affects how they act is increasingly dependent on the credibility of the messenger. Thus, the trust relationship between the messenger and potential voter is critical.

Employees strongly agree with their employers' approach to public policy and want their employer to actively promote it. When employers provide information about elections to their employees, those who recall such information find it helpful and are motivated to act in a civically responsible way. The BIPAC method of employer-to-employee communication, education, and activation is designed to mine that deep vein of employer credibility in a non-partisan way, and encourage ongoing civic participation.

During the 2014 election, employed voters assigned greater credibility to their employer than to both political parties combined! 63% of employees were more likely to vote in the November elections based on the information they received from their employer and 86% said the information was helpful in determining how they voted. This represents an increase in the role employer-provided information played in an employee's voting behavior.

Employer political communication isn't about Republicans versus Democrats, red voters versus blue voters, or even just elections. Employer to employee civic communication is about educating and activating those workers whose prosperity is directly affected by business and workplace issues of importance to them. Motivating more Americans to get involved in the political process fosters improved results and better policy outcomes.

The employer should never tell their employees how to vote, but they can be very effective messengers in educating and informing them about how both politics and public policy directly affect the markets and our system of free enterprise. When employers do engage their employees, the research is clear and compelling.

# CONTACT US

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BIPAC provides numerous opportunities for grassroots and political engagement for companies, trade associations, state business organizations, and individuals throughout the business community.

We strive to provide the greatest value for your investment, to raise your programming to new levels, and to provide connections and relationships that will last a lifetime.

Join us in our mission to help power business political success!

This report contained the results of a national online survey conducted by Moore Information November 5-6, 2014, among a representative sample of 1,608 registered voters in the United States who voted in the 2014 general election and are currently either employed or retired.