New Nationwide Survey Highlights Key Role of Employer Community in Activating Millions of Americans to Vote

BIPAC’s Prosperity Project Leads To More Engaged Workforce Ahead Of 2016

WASHINGTON, DC – As the important 2016 election cycle begins, a new nationwide survey of 2014 employee and retiree voters finds that for the first time America’s employers are playing a greater role than both the two major political parties, as well as labor unions, in providing credible information on issues and elections to voters and potential voters. Importantly, the survey of more than 1,600 registered voters, conducted by Moore Information and sponsored by the Business-Industry Political Action Committee (BIPAC), also found that employees who received information from their employer were more motivated to vote which has played a key role in the rising number of Americans that have participated in pre-Election Day voting.

“America works better when Americans vote and I’m very proud that our private sector business community is playing an increasingly important role in strengthening our democracy,” BIPAC President Greg Casey said today. “The research shows that more and more private sector employees not only want more information on public policy that affects their job, company and industry, but they are more engaged citizens both before and on Election Day as well.”

BIPAC’s 2014 post-election survey found that 31 percent of survey participants rated information from their current or former employer as credible, versus 28 percent from political parties and just 16 percent from labor unions. Among employees who heard from their employer about political or public policy activity affecting his or her job, the survey found they were 63 percent more likely to learn more about an issue, 43 percent more likely to register to vote 20 percent more likely to contact a legislator and 17 percent more likely to donate money to a person or organization for a political reason.

“Engaging America’s private sector employees isn’t a Republican or Democratic issue – it’s about educating and activating those workers whose prosperity is directly affected by the decisions being made in Washington and in state capitals across the country. A more engaged workforce means a stronger America and it’s critically important that everyone do their part to help ensure more Americans vote every year,” Casey concluded.
Since 2000, BIPAC’s Prosperity Project (P2®) has helped thousands of employers across the country become better advocates for their own business, public policy and political objectives. By working with these employers and offering technology to strengthen education, communication and activation, the P2® project has provided over 850 million employer-to-employee educational messages to help motivate and activate private sector workers to participate in the political process.

BACKGROUND:

Over the last 14 years, BIPAC identified the overwhelming credibility of employers as an information source and perfected the strategies and tools to deliver employer-to-employee messages. BIPAC’s focus on building employer advocacy muscle from the ground up, business by business, group by group, state by state, was evident in the outcomes of the 2014 elections and a testament to how far the organization has come:

- 31% of voters heard from their employer about policies and politics effecting their workplace, the highest ever, and a vast improvement over the roughly 5% when we started.
- 31% also viewed their employer as THE most credible source of information on “political issues and elections that directly affect or affected your job, company and industry.” Employer credibility now eclipses both political parties combined for the first time ever.

Since BIPAC created the Prosperity Project (P2®) in 2000, it has:

- Downloaded 12.6 million voter forms (voter registrations, early ballot requests, etc.),
- Sent 883 million messages to employee voters,
- Delivered just short of 10 million employee messages to policy makers since we began using P2® for such communication in 2003, 3.7 million of which occurred this election cycle alone,
- Grown from 50 P2® participating associations and companies in 2000 to over 7,300 in 2014, and
- Expanded from nine state-deployment partners in 2004 to 70 specific partners in 47 states.

To download the BIPAC report, please visit www.bipac.org/2014.

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About BIPAC

Since 1963, BIPAC has guided business through the political process. Today, BIPAC functions as the engine behind America’s largest grassroots business network assisting over 7,300 companies and
associations with communications to employee/retiree voters about elections, candidates, and issues.
Learn more at: http://www.bipac.org