WASHINGTON DC – Today, the Business-Industry Political Action Committee (BIPAC) released an analysis of Employer to Employee (E2E) engagement during the 2016 election cycle.

Data was collected from November 9-10, 2016 by Moore Information from a nationwide survey of 1,731 employed adults in the United States who participated in the general election.

The 2016 post-election survey finds employers with a slight edge over political parties or labor unions as being the most credible information source for employees on political issues and elections that affect jobs, companies, or industries. Nationally, 34% rate information from their employer as the most credible, 32% rate information from political parties the most credible, and just 14% report the same about information from labor unions.

Information received from employers also directly impacted employees’ motivation to participate in the election process. More than half (52%) of those who got information from their employer said it led them to register to vote and 55% said it led them to learn more about an issue. Most importantly, 65% said information for their employer made them more likely to vote and only 7% said it made them less likely to vote. Overall, among those who received information, 83% found the information helpful in deciding how to vote.

“Employee voters determine who policy makers are and employee advocates help determine the policies that they support,” said BIPAC President & CEO Jim Gerlach – a former U.S. Congressman for Pennsylvania’s Sixth Congressional District.

The results show that a large majority of employees (56%) believes their employer should be active in promoting policies favorable to their industry and economic success. But there are caveats: only 7% want to hear specifically about candidates while a plurality (32%) wants to know about issues affecting their job.

“This poll demonstrates that employers remain the most credible source of information and that replicates our findings from past surveys. And when you think about it, the reason is pretty simple. Employees really care about their jobs, they care about the success of their company and their industry. So they care about the information that is going tie their success, and that of their company, to what is happening in the public arena,” continued Gerlach.
Among employees who recalled seeing, reading, or hearing from their employer, 55% were motivated to learn more about an issue, 49% were motivated to register to vote, and 20% were motivated to donate money to a person or an organization for a political reason.

Citizen advocacy likewise is important to employers and employees because legislators want to meet and talk with their constituents. They want to learn more about issues from those constituents who live and work every day in that field. And they know the advocate, and his/her family, will be voters in that district or state in the next election. Employer to Employee (E2E) advocacy helps to educate these employee citizen advocates to make their voices heard by those elected officials who represent them and their economic interests.

Since 2000, BIPAC’s Prosperity Project (P2®) has helped employers across the country become better advocates for their own business, public policy, and political objectives. The goal of E2E isn’t to tell employees who they should vote for or how to think. It works best when it is presented in an objective and unbiased way without an ideological or partisan bent. But if employers are not speaking to their employees, BIPAC can guarantee that other voices are trying to influence them and that may not be in the best interests of their jobs of their company. The intention is to make informed voters and for legislators to hear directly from constituents on how they could be impacted – positively or negatively – by policy.

To download the BIPAC report, please visit www.bipac.org/2016.

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**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. Through Employer-to-Employee (E2E) engagement, our national network of member companies, trade associations, and state partners work to energize employees to be both advocates and informed voters to accomplish policy outcomes that lead to economic growth and opportunity, more jobs, and a stronger free-enterprise system. Learn more at www.bipac.org.