



# Pulse on America

July 2024

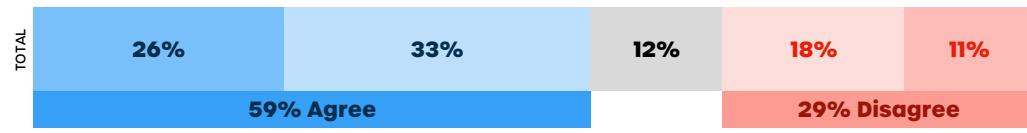
Election  
Matters  
=2024

Amid fears of a tumultuous election, Americans expect business to take a stand on protecting democracy – while remaining politically neutral.

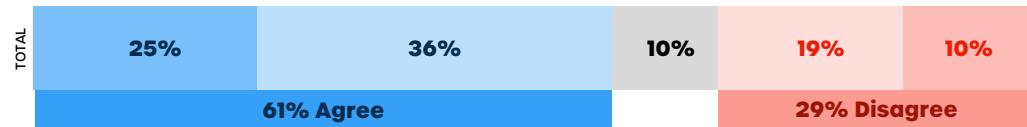
The Weber Shandwick Collective – including Weber Shandwick, Powell Tate and United Minds in partnership with KRC Research – surveyed American consumers and employees on the role of business in national elections. The findings shine a light on the shifting landscape of public opinion at the intersection of business and politics, especially amid fears of a tumultuous 2024 election.

Concerns around the state of democracy and the threat of political violence – even before the July 13 attack in Pennsylvania on former President Trump and his supporters – drive heightened expectations for business: Most Americans across political parties say they fear this election will undermine American democracy and the rule of law.

Agree/Disagree: I am fearful that this election will undermine American democracy and rule of law (Among U.S. adults)



Agree/Disagree: I am worried that this election will get violent (Among U.S. adults)



Strongly agree      Somewhat agree      Not sure      Somewhat disagree      Strongly disagree

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Across political parties and ideological lines, many say that business can and should serve as a stabilizing force:

Over two-thirds of both consumers and employees (69%) agree that American businesses must take a stand to protect democracy (80% Democrat/leaners, 62% Republican/leaners, 58% Independents; 77% among the left, 64% among the middle, 68% among the right).

Consumers



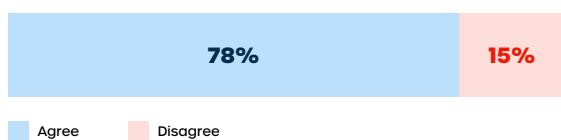
Employees





More than three-quarters (78% consumers, 77% employees) agree businesses should encourage a free and fair election, and a peaceful transfer of power (84% Democrat/leaners, 78% Republican/leaners, 67% Independents; 81% among the left and middle, 78% among the right).

Consumers



Employees



## But tension exists: American consumers and employees continue to expect businesses to be politically neutral.

As in the [March 2024 Pulse on America poll](#), an overwhelming majority of American consumers and employees expect neutrality from business this election cycle, with three-quarters (75% consumers, 74% employees) saying business should keep the workplace politically neutral.

Employees report that business leaders largely have not implemented the policies and guidelines employees recommend. Just 28 percent say that their employers have taken steps to keep the workplace politically neutral.

What actions, if any, should businesses and employers take during this presidential election year? (Among U.S. adults and employees) Which actions, if any, has your employer taken related to the 2024 presidential election? (Full- and part-time employees)	Should Take		Have Taken
	Consumers %	Employees %	Employees %
Keep the workplace politically neutral	75	74	28
Implement policies and guidelines for a civil workplace	73	72	19
Have contingency plans to manage and communicate around potential threats (e.g., misinformation, disruptions, cyber-attacks)	67	69	9
Fire employees who plot or commit acts of political violence	61	55	Not Asked
Prohibit political messages on work platforms, like email, Slack, Microsoft Teams, Google Chat, Zoom, etc.	58	59	18
Encourage employees to be informed and participate in the election	56	56	17
Have a policy for if and when a company should speak about political and social issues	55	57	11
Prohibit displaying or wearing political campaign messages, gear or swag in the workplace	55	55	8
Publicly denounce political violence	55	51	8
Issue guidelines for sharing political views on LinkedIn and other professional platforms	43	49	6
Make financial contributions to candidates, campaigns and/or Political Action Committees (PACs) that are consistent with corporate values	29	31	6
Sponsor or attend events at the Democratic and Republican conventions	25	29	6



In workplaces with policies intended to maintain civility, most employers are not disciplining employees for crossing their guidelines or rules.

**Employees at the organization where I work...**

(Among full- and part-time employees whose employer discourages or prohibits item)

Have been disciplined for wearing or displaying political messages while on the job



Have been disciplined for posting or sharing political messages while on work platforms like email, Slack, Microsoft Teams, Google Chat, Zoom, etc.



Yes     No     Don't Know

**Amid a national climate of incivility, workplaces generally remain civil and respectful. However, political issues are top-of-mind in the office and sometimes it gets heated.**

A vast majority of employees (85%) agree that the general tone in their place of work is civil and respectful. Over half (56%) report that people in their workplace talk about elections and a quarter (25%) have gotten into heated disagreements.

To what extent do you agree with the following statements? (Full- and part-time employees)	Agree
The general tone in my place of work is civil and respectful	85
People in my workplace respect different opinions on social and political issues	74
People in my workplace have conversations about elections	56
I feel comfortable talking about my political beliefs in the workplace	47
I have seen people in my workplace get into a heated political disagreement	34
I have gotten into a heated political disagreement at work	25

**Method:**

KRC Research conducted a survey among 1,007 U.S. adults, 18 years of age and over, from June 14 to 16, 2024. The survey, conducted online, is demographically representative of the U.S. adult population. Approximately half of the sample (459) are employed. This Pulse Poll is the 16th installment since March 2020.

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