

# Special Report

## Trust + The U.S. Election

01

Amid an environment of hyper-partisan tension, there is a bipartisan mandate for employers to be ready to respond if there is a prolonged and/or contested election, with 72% of employees agreeing. This mandate is stronger for those 18-34, with an 81% majority.

02

Employees want their employers to focus on a fair election process, but not weigh in on the outcome. Employers should be nonpartisan and allow employees to opt in to frequent communications.

03

The stakes are high. A full 38% of large company employees, and 47% of those ages 18-34, will consider engaging in protests if employers don't meet their expectations in their response. But there is also opportunity to earn trust, a moment to encourage employees to advocate on a company's behalf.

04

The mandate for business to speak *publicly* is limited. 61% of large company employees say that their employers will alienate employees by issuing a public statement on a delayed and/or contested election. And 67% of consumers agree, saying they'd prefer business not to weigh in publicly.

05

Our counsel on this moment is nuanced. When in doubt, stay true to your mission and values, listen to your employees, and remember that the opportunity to gain trust by reinforcing a fair and civil process is significant.