

Corporate Engagement on Social Issues Shifts Policymakers' Perceptions

As private sector engagement on social issues increases...

The Rise of the "Social" CEO

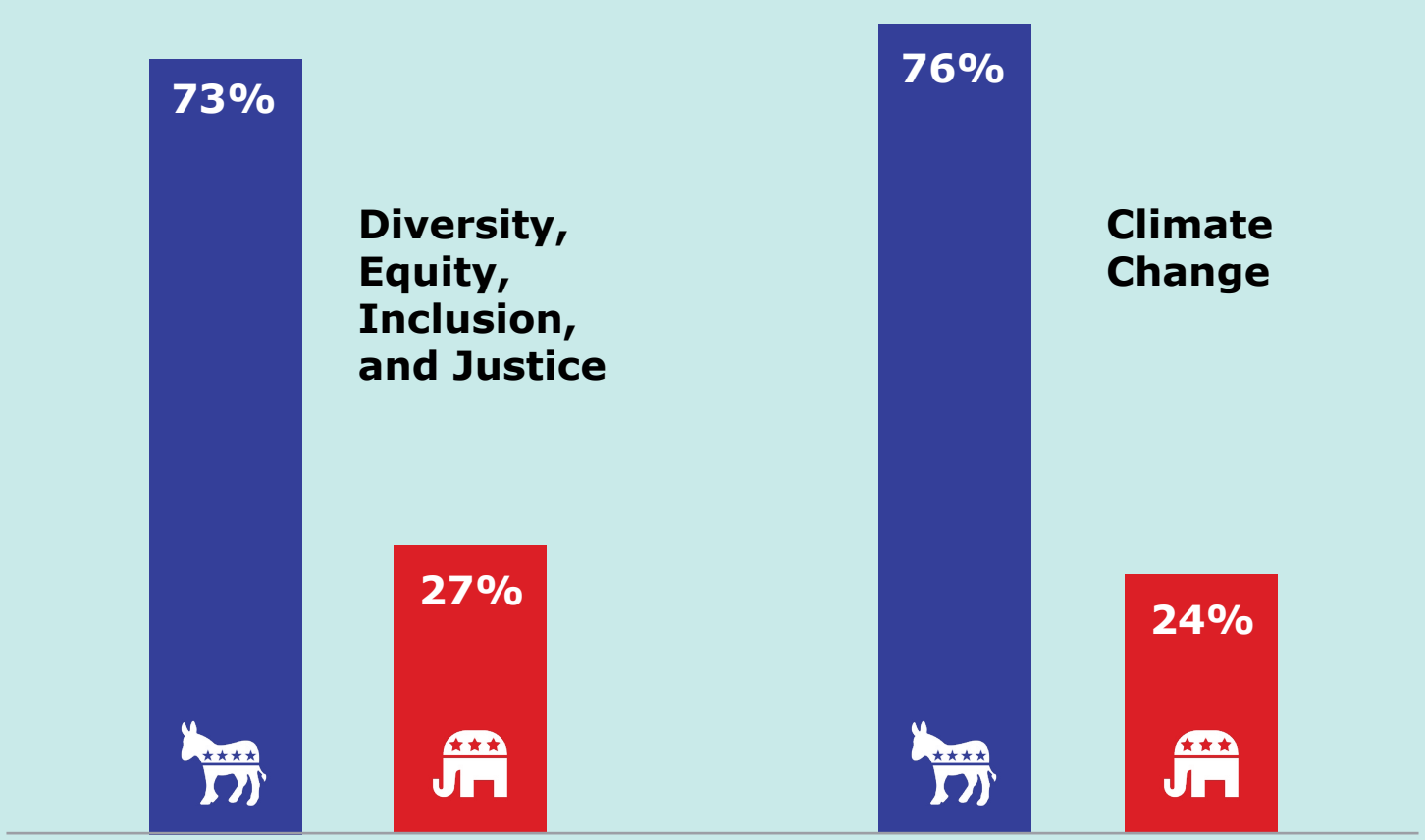
Private sector executives are facing pressure from employees, customers and other stakeholders to take public positions on social and political issues that up until this past year they have not engaged on.



...policymakers' opinions vary...

Party Views on Corporate Engagement Differ

Percentage of Democrats and Republicans that identified organizations' commitment to Diversity, Equity, Inclusion, and Justice and Climate Change efforts as "extremely" or "very" important.

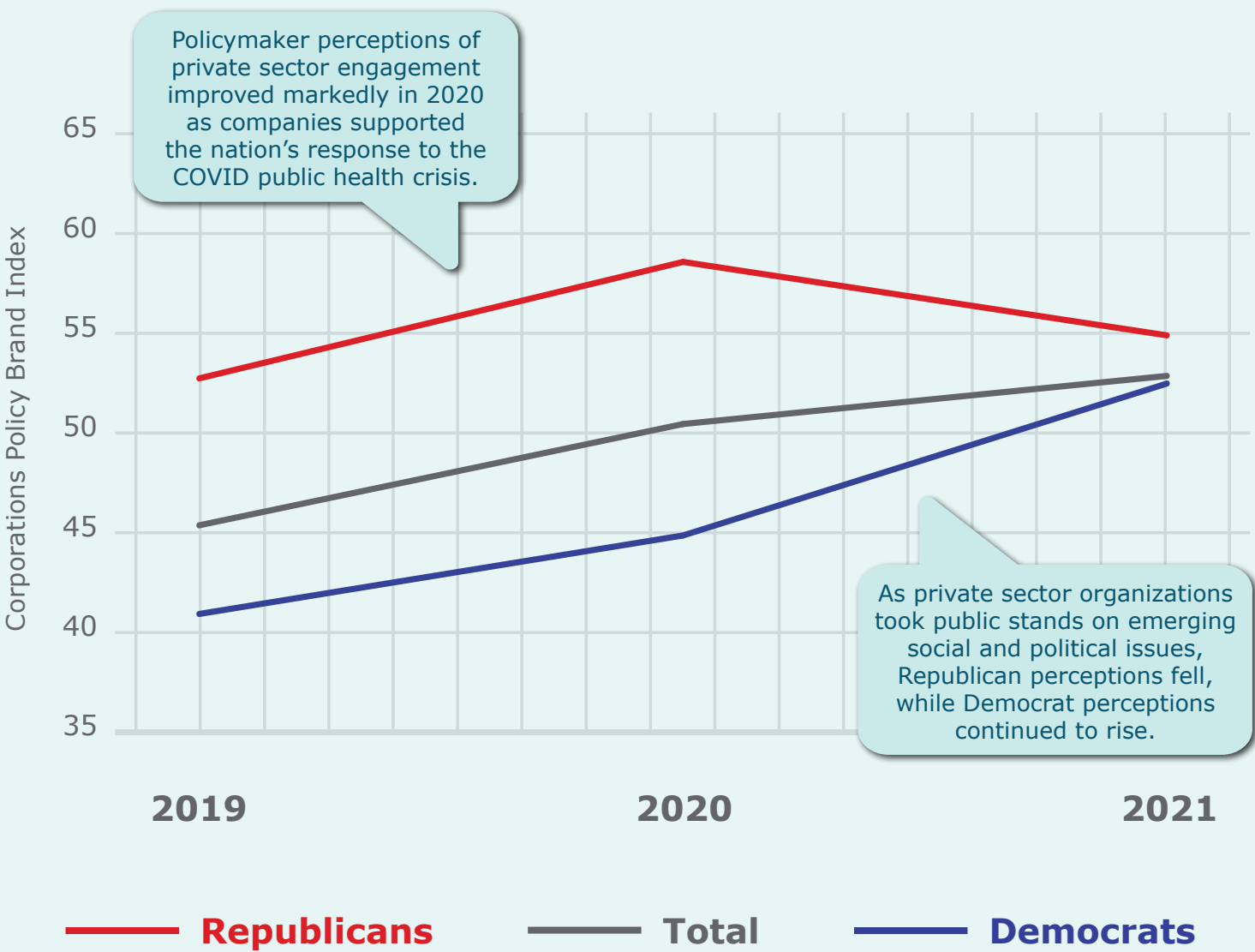


As you think about the organizations that you respect the most, how important is their commitment to Diversity, Equity, Inclusion, and Justice?

As you think about the organizations that you respect the most, how important is their commitment to climate change efforts?

...driving a shift in democratic and republican perceptions of private sector engagement.

Party Realignment of Policymakers' Perceptions of Corporations



Policymaker perceptions of private sector engagement improved markedly in 2020 as companies supported the nation's response to the COVID public health crisis.

As private sector organizations took public stands on emerging social and political issues, Republican perceptions fell, while Democrat perceptions continued to rise.

Strengthening Public-Private Partnerships

In our qualitative research study, we are digging deeper to identify the types of engagement from the private sector that policymakers across both sides of the aisle find helpful and unhelpful in light of the shifting set of issues that companies have been engaging on.

- What do you think comprises good corporate citizenship today? What about going forward?
- Which issues, if any, do you think they should refrain from publicly acknowledging or taking sides on?
- What are your expectations for companies and associations in terms of engagement on social and environmental issues?

