

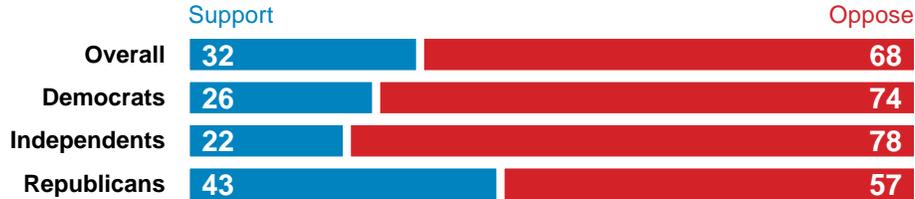
**To:** Interested Parties  
**From:** Global Strategy Group  
**Date:** December 13, 2021  
**Re:** Companies Risk Employee Backlash to Silence on January 6 Insurrection

As the first anniversary of January 6<sup>th</sup> approaches, new polling results indicate that large companies continue to face pressure from their workforces to unequivocally reject the insurrection, those who supported it, and public figures who refuse to acknowledge the results of the 2020 election. New results from an online survey of 1,000 private sector “white-collar” workers of large employers<sup>1</sup> indicate strong demands on employers to hold politicians who sympathize with the January 6<sup>th</sup> insurrection accountable.

**Key Findings:**

- **Employees strongly oppose the events of January 6<sup>th</sup>, 2021.** Opposition to the January 6<sup>th</sup> insurrection at the U.S. Capitol outweighs support by more than two to one among private sector employees (32% support / 68% oppose), including a near-majority of private sector employees (49%) who say they *strongly* oppose the protest. Opposition outweighs support among employees regardless of partisanship, with more than half of Republican private sector employees opposing the protest (43% support / 57% oppose).

*Question wording: Do you support or oppose the election protest at the United States Capitol on January 6<sup>th</sup>, 2021? (Among those who had heard anything about the protest, N=982)*



- **Publicly opposing January 6<sup>th</sup> has clear benefits for employers...** By a three to one margin, private sector employees say they would be more favorable to their employer if they knew they publicly opposed the January 6<sup>th</sup> protest (62% would be more favorable, including 39% who would be much more favorable / 19% would be less favorable).
- **...While supporting the insurrection or candidates who challenged the results of the 2020 election has clear negative consequences.** A majority of employees say they would be less favorable to their employer if they publicly supported the protest (30% more favorable / 55% less favorable, including 41% who would be much less favorable). A majority also say they would be

<sup>1</sup> To qualify to take the survey, participants had to meet the following criteria:

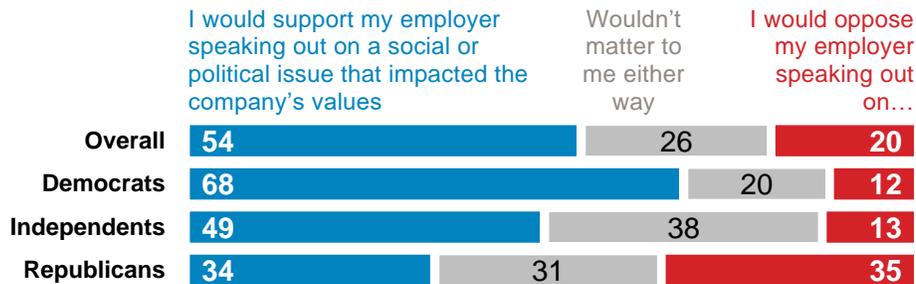
- Be employed full time at a company with 500 employees or more
- Identify their type of job as “white collar, like at a desk in an office”
- Work in the private sector

**About this poll:** Global Strategy Group conducted a telephone survey among 1,000 private sector employees between November 22<sup>nd</sup> and December 1<sup>st</sup>, 2021. The survey had a margin of error of +/-3.1%. Care has been taken to ensure the geographic and demographic divisions of private sector employees has been properly represented.

less favorable to their employer if they donated to a candidate who supported the protest (27% more favorable / 51% less favorable).

- Employees would be embarrassed to work for a company that donated to a candidate for office who did not acknowledge the results of the 2020 election.** Nearly two-thirds of public sector employees say that they would be “embarrassed” to work for a company that supported a candidate for office who refused to acknowledge the results of the 2020 presidential election (65% embarrassed / 35% proud).
- Employees’ strong feelings are driven by a belief that companies should live by their values.** An overwhelming majority of employees (92%) say their company has a mission and tries to live by it. As such, employees also support companies speaking out on social or political issues that impact the companies’ values by more than two to one (54% support / 20% oppose). This includes a third of self-identified Republican employees who would support their employer speaking out.

*Question wording: Which comes closer to your view...*



- Employees want to work for value- and purpose-driven companies.** More than nine in ten employees (92%) say their employer’s values are important to how satisfied they feel at work – up there with other important factors such as how employees are treated (98% important), the benefits and compensation they receive (98%), and their quality of life and work-life balance (97%). Eight in ten (79%) private sector employees also say that their company’s values and mission played a role in them deciding to work for them. This is particularly true among employees who identify as Black, Hispanic, or Asian American (82%), and among employees under 40 (82%).