

FACT SHEET: Business Implications of State Policies

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THE CHALLENGE

Businesses face increasing pressure to take action on social justice issues in the midst of ongoing crises such as climate change, racial inequality and fragmented state social policies in the U.S. At the same time, companies face headwinds from targeted efforts to derail corporate practices as well as increased scrutiny on commitments.

THE SOLUTION

BSR, in partnership with Morning Consult, for the third year in a row has conducted new research to help businesses understand and respond to these growing expectations. The report, [*Business Implications of State Social Policies: Navigating Talent & Consumer Trends on Social Justice Issues*](#), highlights how employers can lead on social justice to support consumers and workers navigating fragmented state policies. The findings reinforce the importance of addressing social justice through corporate policies to improve employee retention, consumer loyalty, and gain competitive advantages. Key findings from the survey on social sentiment include:

- **3 in 1 U.S. workers** prefer companies that actively promote social justice.
- **Consumers are 4 times** more likely to stay loyal to brands supporting social issues.
- **Issue Areas:** Gun violence and mass shootings (**78%**), voting rights and ballot access (**77%**), racial inequality and discrimination (**72%**), and caregiving and childcare support (**69%**) are top of mind for workers and consumers.

INSIGHTS AND OPPORTUNITIES FOR ACTION

Workers and consumers increasingly factor state social policies into decisions about where to live, work and what brands to support. Key findings include:

- **Workforce Sentiment Driven by State Policies**
 - Across policy areas, adults likely to relocate say they are **more likely** to move to states with social policies promoting social justice.
 - Adults are **10 times** more likely to prefer to live in states with paid family and medical leave.
 - By a **margin of 2:1**, workers want to be in states where abortion is legal and accessible.
 - **54%** of adults considered state policies when deciding whether to accept a job requiring relocation.

- **83%** of adults consider access to quality healthcare when deciding where to live, and 62% factor social policies into their relocation decisions.
- **Competitive Advantage by Upholding Commitments**
 - Companies that promote social justice through pay equity, diversity, and workplace policies are nearly **3 times** more likely to attract employees.
 - When state social policies conflict with employee expectations or sentiment, **64% of workers** expect employers to offset barriers by increasing benefits and **67%** expect more paid time off.
 - Over **60%** of adults agree that companies should promote DEI initiatives, even when facing external pressure to avoid these issues, with **less than 18%** disagreeing.
 - By a **5:1 margin**, employed adults say they would be more likely to work for a company that invests in local communities and promotes social justice.
- **Consumers Expect Corporate Action**
 - Consumers are **4 times** more likely to support companies that promote social justice.
 - **Nearly half (43%)** of consumers believe companies should take stronger action to promote social justice, particularly through workplace practices and community engagement, while only 10% think companies should scale back their efforts.
 - By a **4:1 ratio**, adults say they would feel more favorable toward a brand that promotes social justice compared to those who would feel less favorable

“Make sure that all employees are treated equally and have equal pay and opportunities.”

“Implement policies that protect employees & provide added benefits so they can take care of themselves and their families.”

“...clear statements on what they support so consumers can decide where to spend their money or work.”

“Partner with local organizations to help underserved communities, and talk to community members to understand their needs.”

AMONG ADULTS WHO SAY COMPANIES NEED TO DO MORE

METHODOLOGY

The research was conducted via an online poll of 2,204 U.S. adults by Morning Consult from August 2-4, 2024. The data was weighted to approximate a target sample based on age, gender, race, educational attainment, and region. The poll has a margin of error of ±2 percentage points. These insights provide actionable data for business leaders to reinforce their commitments to social justice while fostering inclusivity and long-term success.

A CALL TO ACTION FOR BUSINESS LEADERS

Businesses have a unique opportunity to lead on social justice and shape public policies that strengthen communities. The latest research underscores that, even in a fragmented policy environment, workers and consumers are counting on businesses to reflect their values and foster inclusive, equitable environments. Earlier

this year, BSR's [Center for Business and Social Justice](#) released [The Social Justice Guide for Business: Moving Beyond Crisis to Action](#), a free, downloadable resource for meaningful corporate engagement on social justice issues.

Connect to learn more about the research:

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ABOUT BSR

BSR is a global business network and consultancy dedicated to building a world where all people thrive on a healthy planet. Through insights and collaborations, BSR helps 300+ member companies scale their social impact efforts.

ABOUT MORNING CONSULT

Morning Consult is a global decision intelligence company that pairs proprietary high-frequency data with artificial intelligence, helping modern leaders make smarter decisions about what people think and how they will act.