

State Social Policies: Impact on Talent Mobility and Expectations for Businesses Across America

MARCH 2022

KEY FINDINGS

- Adults are taking social policies into consideration when thinking about relocating. Nearly all adults who accepted a professional opportunity in the past two years that required them to relocate considered social policies in their decision to move.
- Adults want to understand the social policies in a state before deciding to move there, with 71% agreeing social policies should be considered in a decision to move.
- By a 2:1 margin, employed adults would prefer to live in a state where abortion is legal and accessible than where it is illegal.
- Nearly half of employed adults say their company is already responding to social issues. 42% of employed respondents agree their company's response to social issues has an impact on their decision to stay with the organization.
- Adults agree most with companies responding to issues surrounding race, speaking out against voter restrictions, and cutting back on political donations to officials working to limit LGBTQ rights and abortion access.

This poll was conducted between March 5-March 7, 2022 among a sample of 2210 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

AGENDA

WORKER SENTIMENT & TALENT MOBILITY

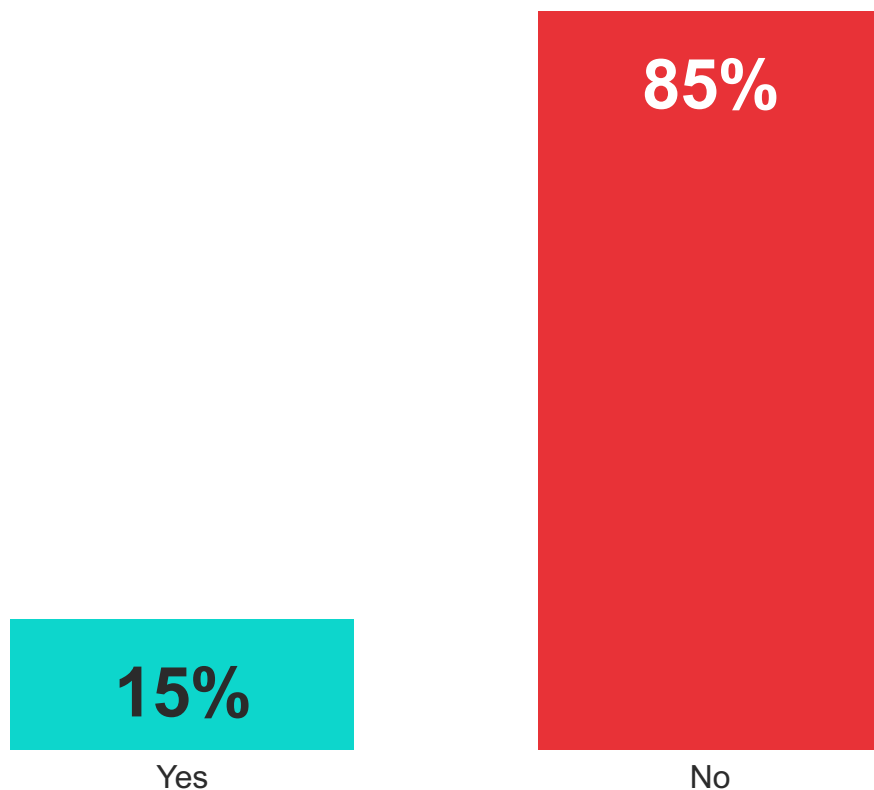
EXPECTATIONS FOR BUSINESS



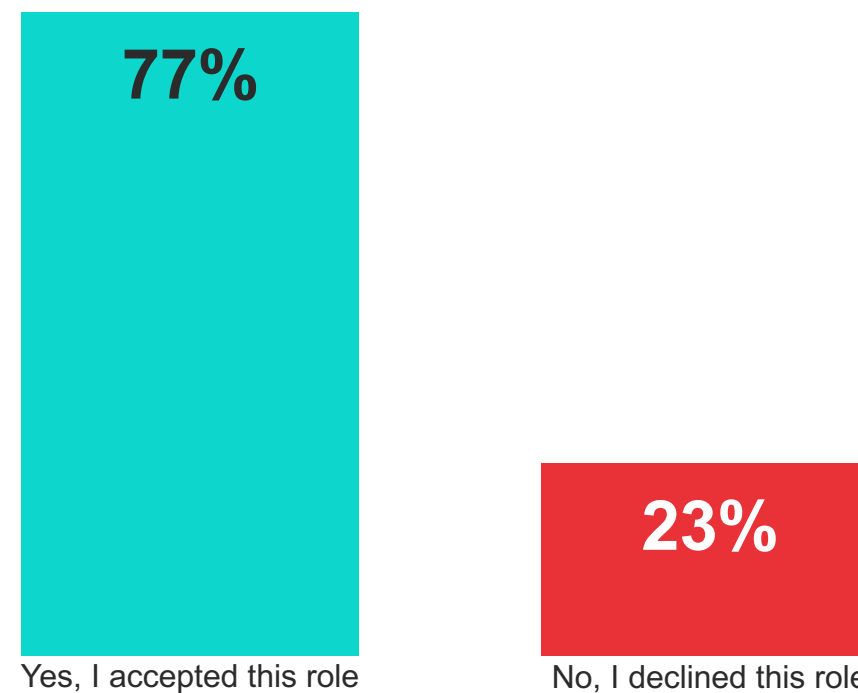
SOCIAL POLICY CONSIDERATIONS

Seventy-seven percent of respondents who received a professional opportunity in the past year that required them to relocate accepted the position.

In the past year, were you offered a compelling professional opportunity that required you to relocate to a different state?



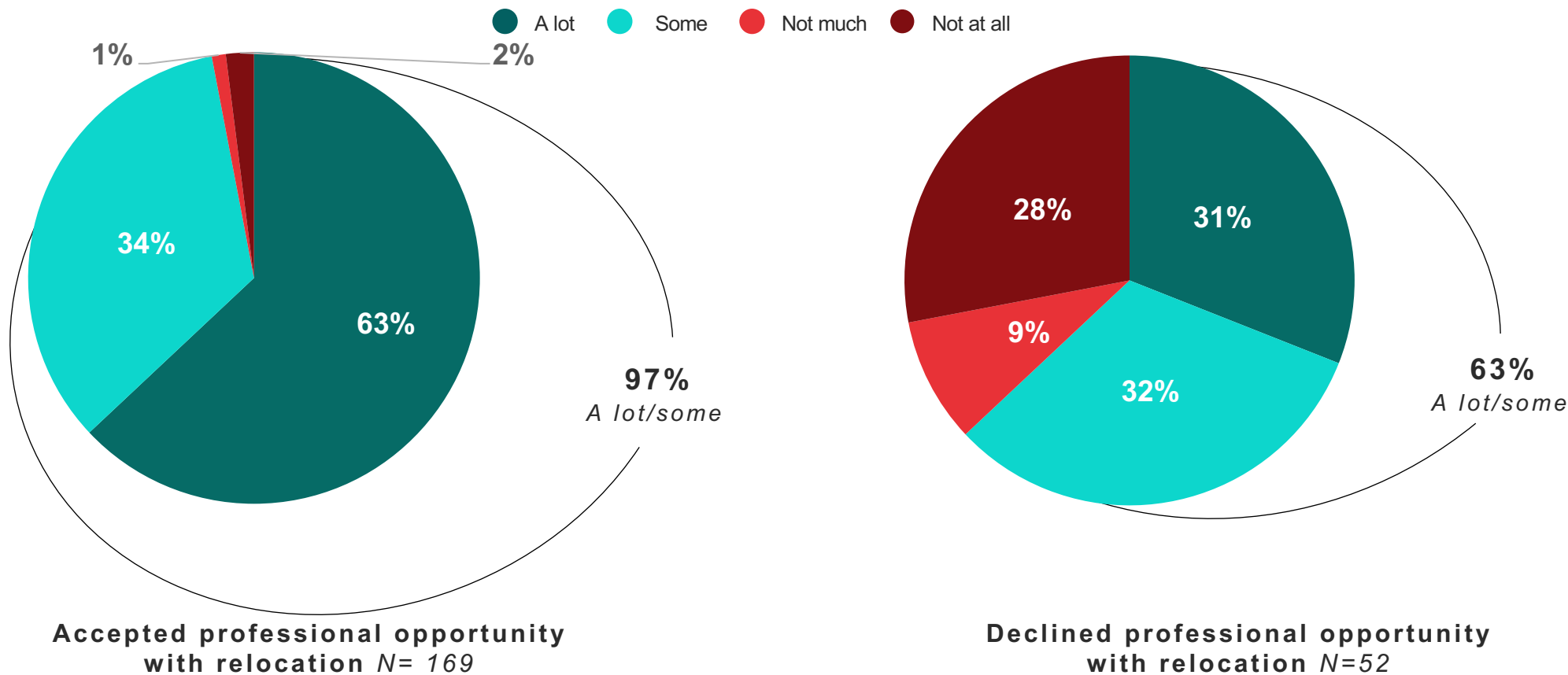
You indicated that in the past year you were offered a compelling professional opportunity that required you to relocate to a different state. Did you accept this role?



SOCIAL POLICY CONSIDERATIONS

Adults who accepted the professional opportunity nearly unanimously considered social policies in the state in their decision to relocate (97%). 63% of adults who declined the role also took social policies into consideration.

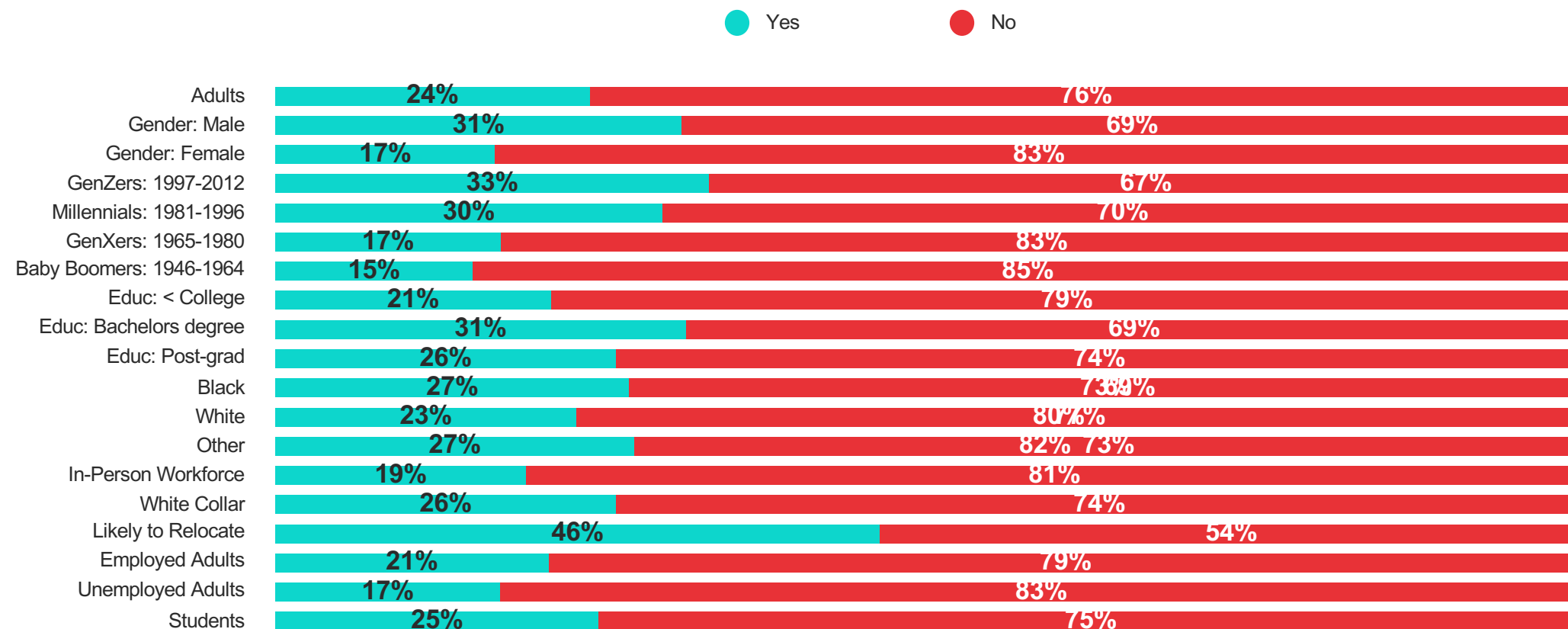
In your decision to accept this role, how much did you consider, if at all, social policies (i.e. COVID-19 measures, voting rights, abortion restrictions, etc.) in the state to which you relocated? In your decision to decline this role, how much did you consider social policies (i.e. COVID-19 measures, voting rights, abortion restrictions, etc.) in the state to which you were intended to relocate?



RELOCATION

Respondents most likely to relocate within the last year were men, GenZers, Millennials, and higher educated adults.

In the past year, were you looking to relocate to a different state?



SOCIAL POLICY CONSIDERATIONS

Roughly three-quarters of those likely to relocate also say social policies are important to consider in their decision to move.

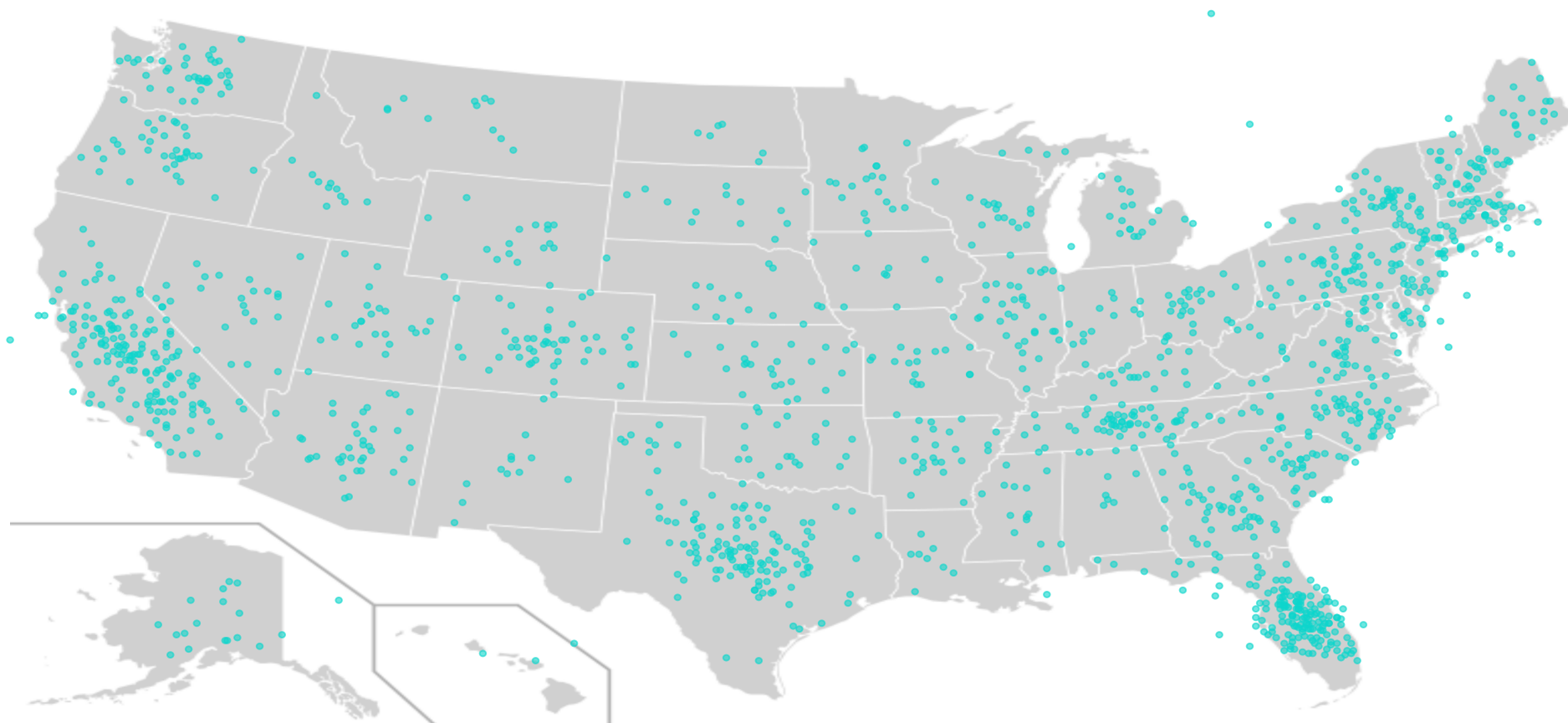
In thinking about moving to a different state, how important, if at all, are each of the following considerations? % *Total important*

	Cost of living	Political climate	Social policies	Economic outlook	Quality of local schools	Weather	Closeness (or distance) to family and friends	Transportation	Social aspects	Access to nature / green spaces	Size of town/city	Culture	Demographic makeup	Housing market
Adults	90%	60%	71%	84%	55%	81%	74%	66%	67%	79%	73%	65%	61%	89%
White Collar	90%	73%	76%	86%	59%	85%	77%	72%	75%	85%	81%	77%	69%	90%
In-person Workforce	91%	59%	71%	84%	54%	82%	75%	63%	67%	81%	78%	59%	58%	90%
Likely to Relocate	88%	66%	74%	84%	60%	81%	73%	74%	73%	82%	77%	69%	70%	88%
Employed Adults	89%	63%	72%	85%	57%	83%	74%	65%	68%	81%	76%	65%	62%	88%
Unemployed Adults	92%	58%	68%	81%	47%	82%	72%	62%	63%	74%	64%	62%	55%	88%
Students	96%	51%	71%	89%	65%	56%	66%	89%	55%	67%	58%	66%	67%	94%

SOCIAL POLICY CONSIDERATIONS

California, Texas, Florida, and New York stand out as hotspots for which the general population feels most comfortable living in when thinking about social policies.

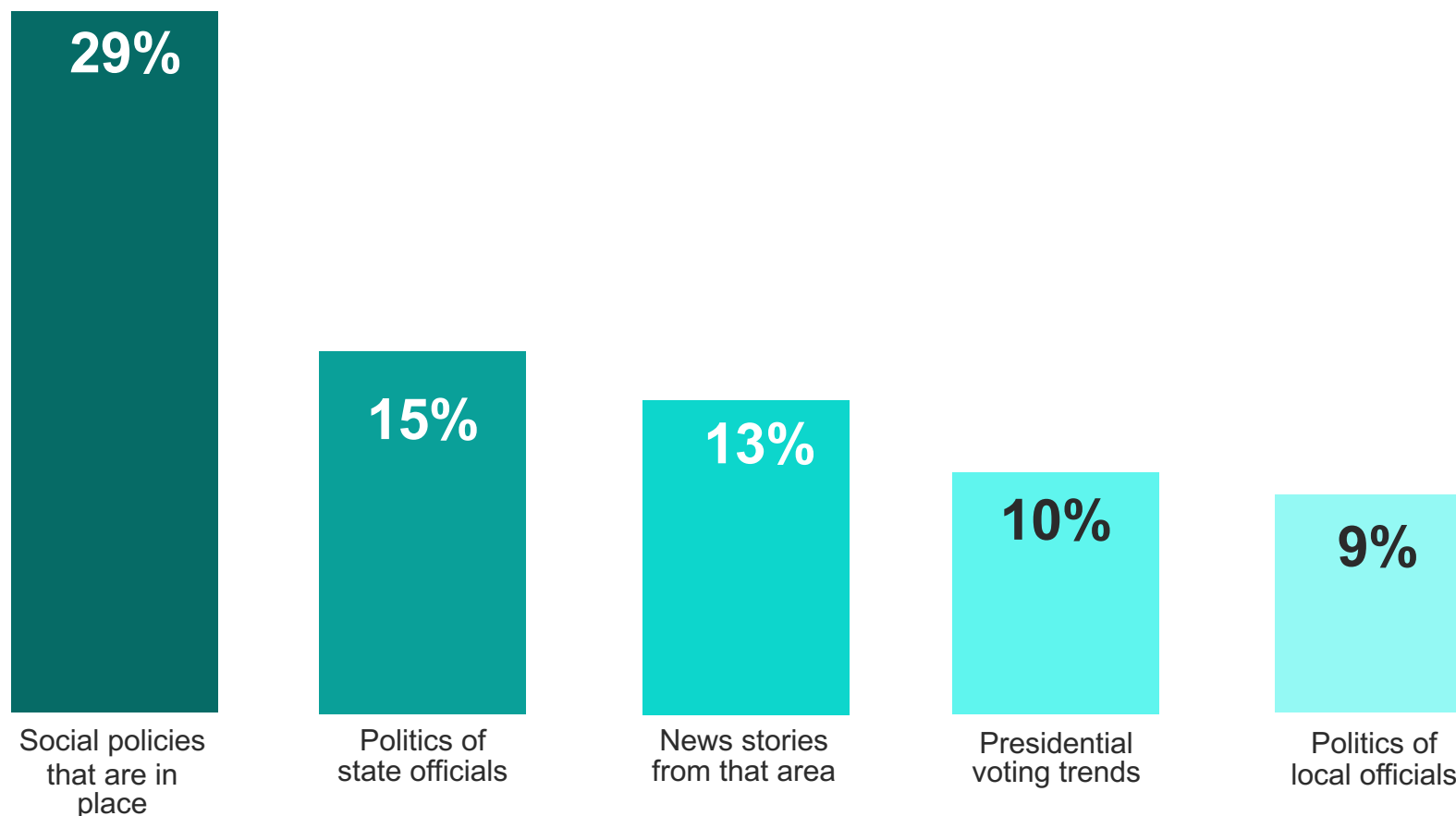
Thinking about different social policies in the U.S., if you were to relocate, where would you feel the most comfortable living? *Please select a spot on the map.*



SOCIAL POLICY CONSIDERATIONS

Adults agree social policies that are already in place are the best determinant to evaluate whether the politics of an area are compatible with their own.

Thinking about how you would evaluate whether the politics of an area are compatible with your own, which of the following would you consider the most important indicator?



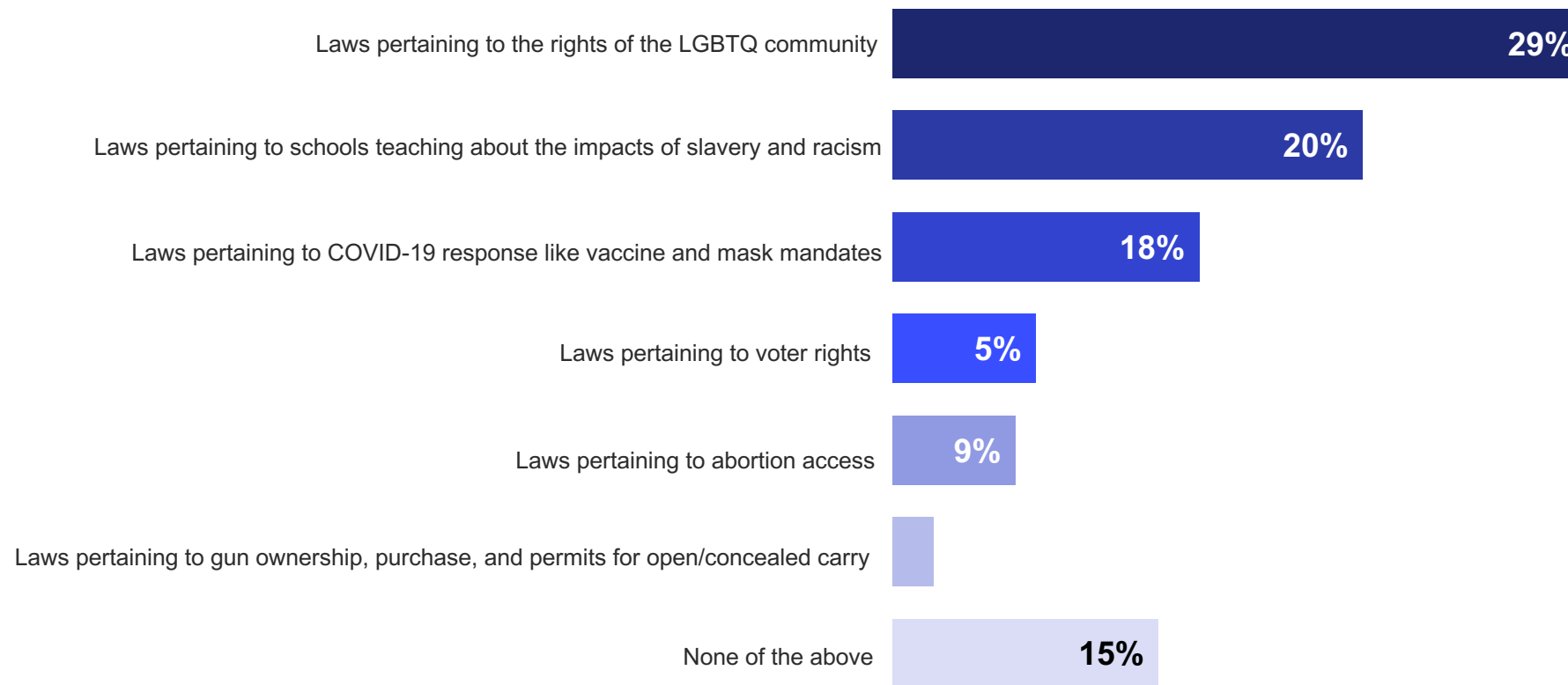
Don't know/No opinion: 24%

SOCIAL POLICY CONSIDERATIONS

Of all tested variables, students feel strongest that laws pertaining to the rights of the LGBTQ community in the place they live should align with their personal values.

Of the social issues listed below, which is most important to reflect your own personal values when thinking about where you live?

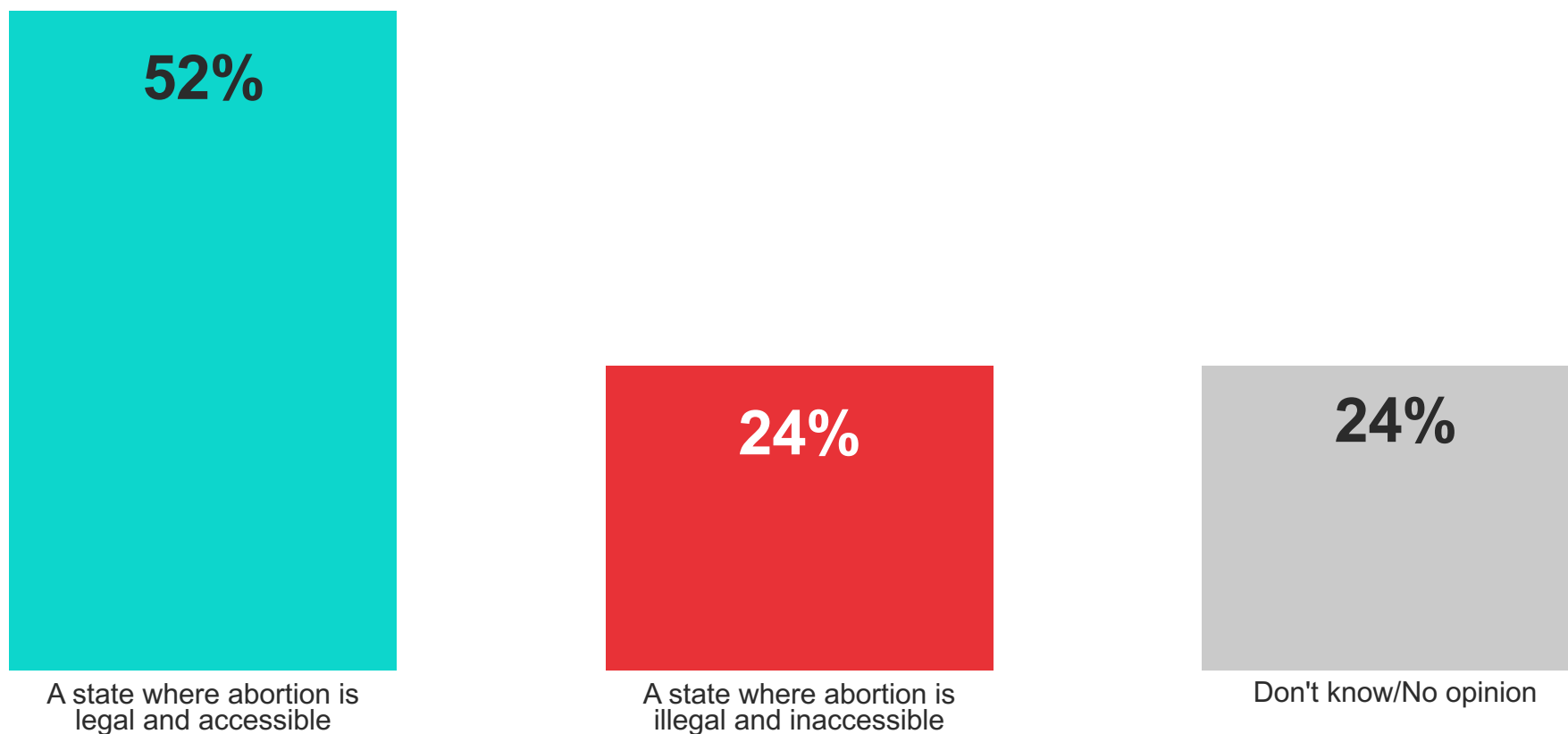
Among students



SOCIAL POLICY CONSIDERATIONS

By a 2:1 margin, employed adults would prefer to live in a state where abortion is legal and accessible than where it is illegal.

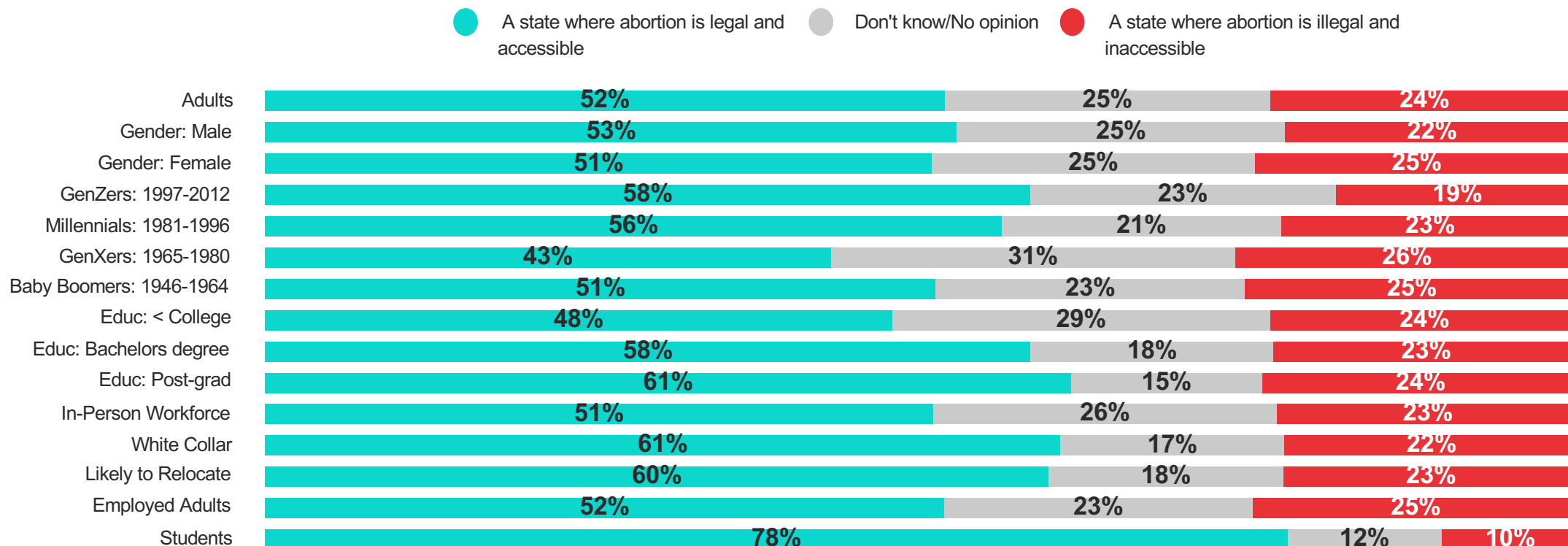
As you may know, the Supreme Court of the United States is considering overturning *Roe v. Wade* by this summer. This case established the constitutional right to abortion. If *Roe v. Wade* is overturned, approximately half of U.S. states would likely ban abortion. Which of the following, if any, would you prefer to live in?



SOCIAL POLICY CONSIDERATIONS

Across all demographics, adults prefer to live in a state where abortion is legal and accessible, especially higher educated adults.

As you may know, the Supreme Court of the United States is considering overturning *Roe v. Wade* by this summer. This case established the constitutional right to abortion. If *Roe v. Wade* is overturned, approximately half of U.S. states would likely ban abortion. Which of the following, if any, would you prefer to live in?



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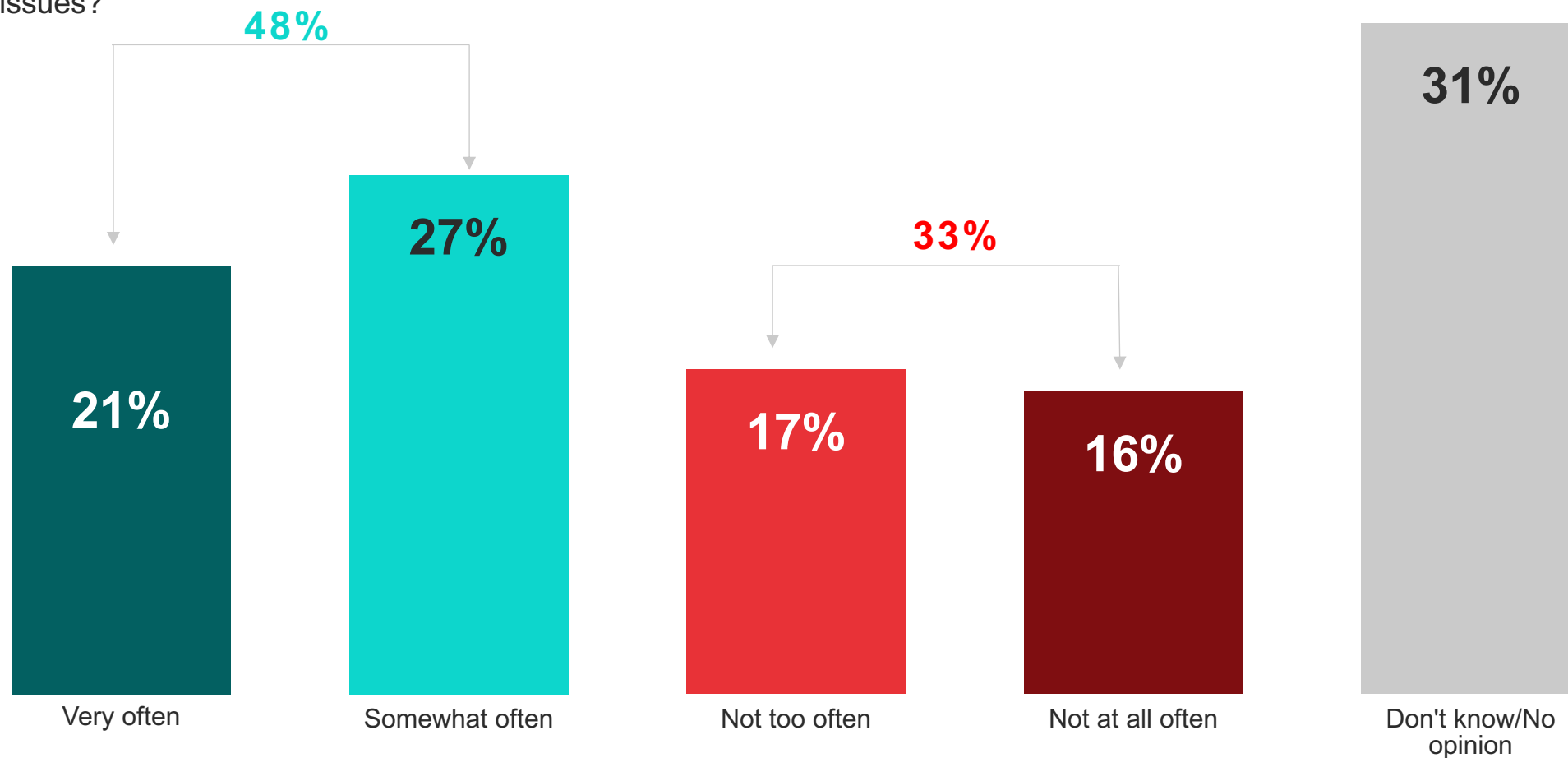
EXPECTATIONS FOR BUSINESS



CORPORATE RESPONSE

Nearly half (48%) of employed adults say their company responds to social issues often.

Regardless of if you believe companies should respond to social issues, how often, if at all, does your current employer respond to social issues?



Support for companies to respond to gun violence is strongest among GenZ and students and is disproportionately stronger among Black and Hispanic adults than White adults.

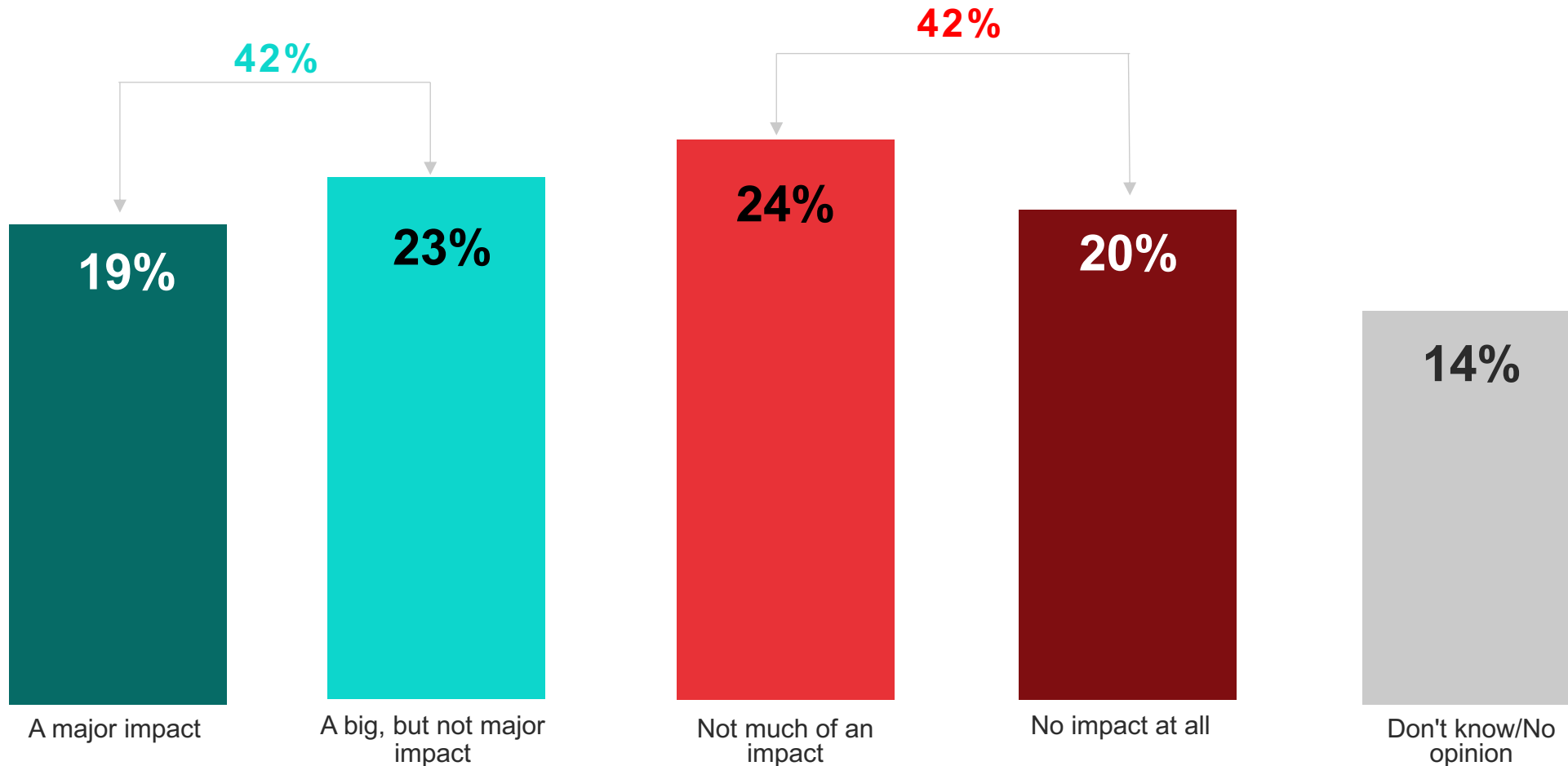
Of the social issues below, which of the following, if any, do you believe companies should respond to?

	Rights of the LGBTQ community	Gun violence	Abortion access	COVID-19 response like vaccine and mask mandates	Voter rights	Schools teaching about the impacts of slavery and racism
Adults	7%	13%	6%	27%	13%	11%
Ethnicity: White	8%	11%	6%	26%	13%	9%
Ethnicity: Black	7%	21%	3%	26%	14%	17%
Ethnicity: Hispanic	4%	17%	10%	26%	10%	15%
GenZers: 1997-2012	17%	23%	11%	17%	7%	10%
Millennials: 1981-1996	7%	9%	7%	28%	13%	14%
GenXers: 1965-1980	6%	12%	3%	28%	12%	8%
Baby Boomers: 1946-1964	4%	13%	3%	27%	19%	6%
Educ: < College	7%	15%	5%	26%	10%	10%
Educ: Bachelors degree	9%	8%	7%	28%	16%	12%
Educ: Post-grad	9%	7%	6%	31%	19%	10%
Employed Adults	7%	11%	6%	27%	14%	11%
Unemployed Adults	6%	18%	3%	26%	9%	9%
Students	16%	23%	10%	28%	4%	8%

None of the above: 24% Adults, 27% of Ethnicity: White, 13% of Ethnicity: Black, 18% of Ethnicity: Hispanic, 14% of GenZers, 22% of Millennials, 29% of GenXers, 29% of Baby Boomers, 27% of Educ: < College, 20% Educ: Bachelors Degree, 17% Educ: Post-grad, 24% Employed adults, 29% Unemployed Adults, 11% Students

Forty-two percent of employed adults agree their company's response to social issues has an impact on their decision to stay at the organization.

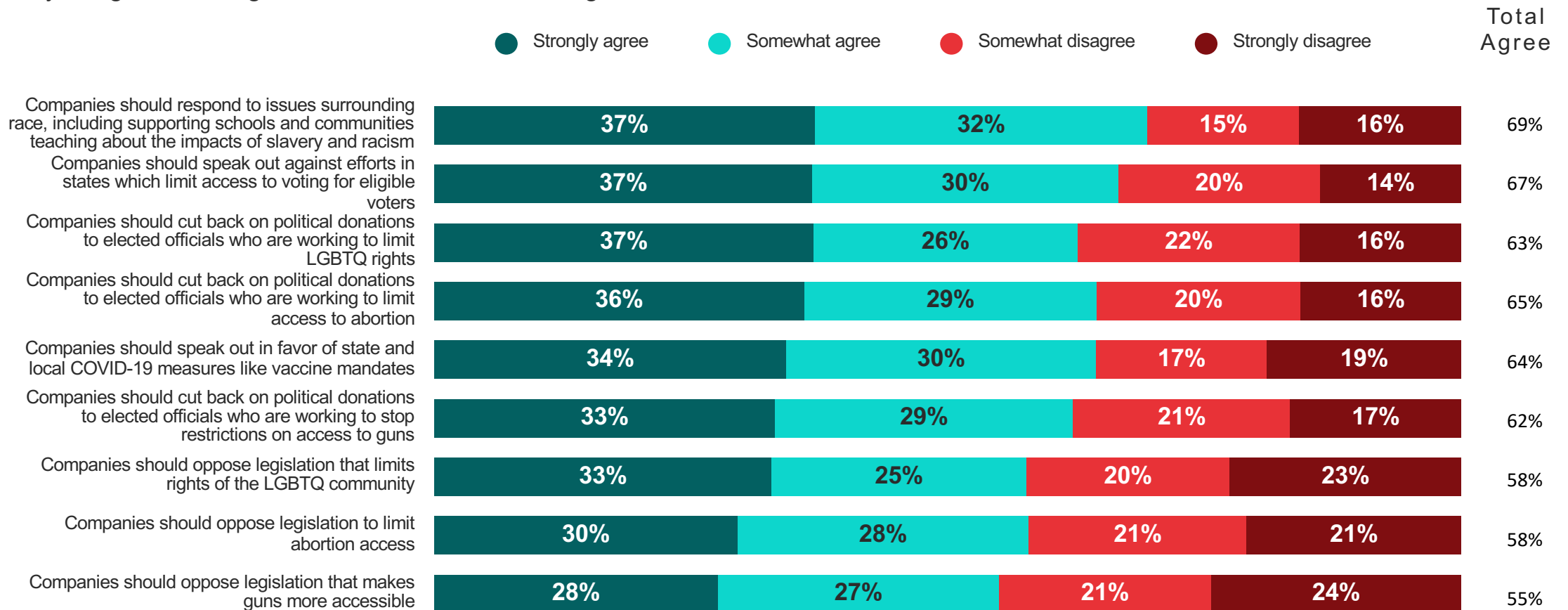
How much of an impact, if at all, does your company's response to social issues have on your decision to stay at the organization?



Employers range in size, from small to large.

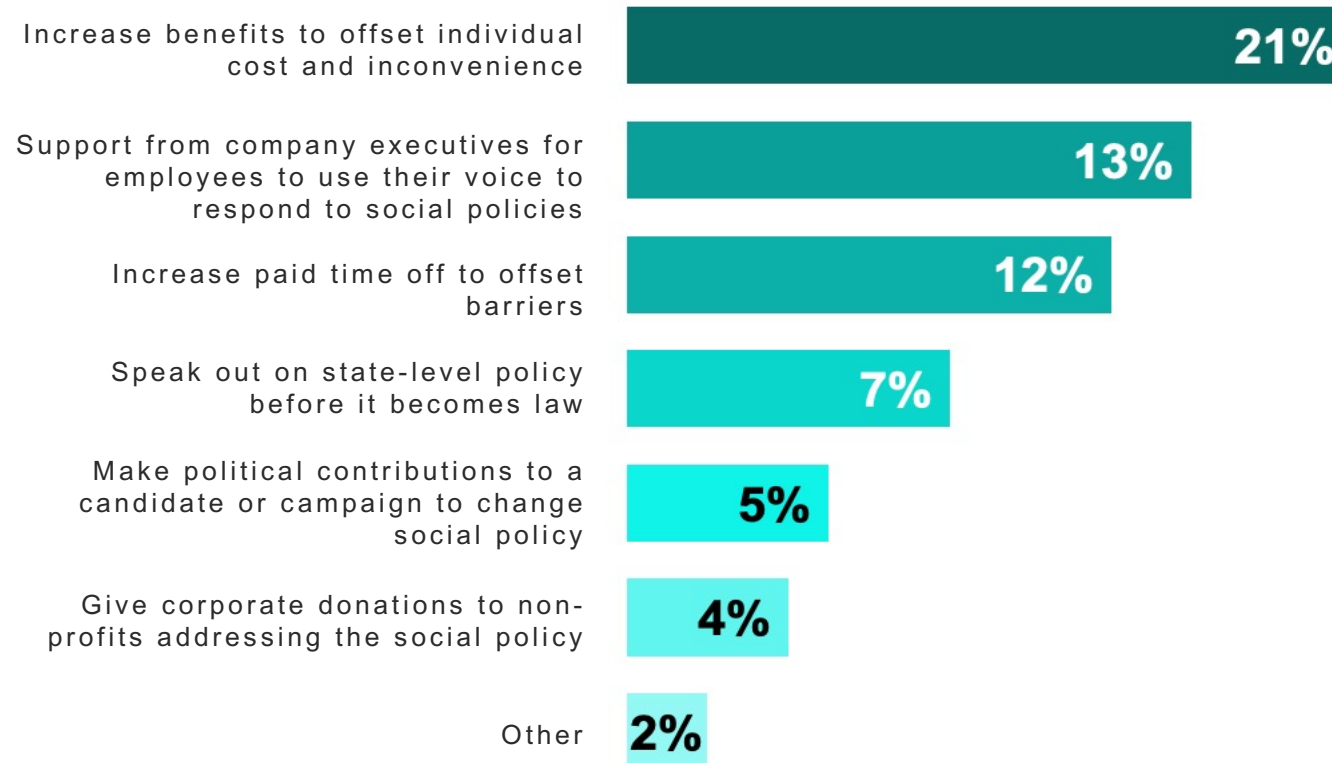
Adults agree most with companies responding to issues surrounding race, speaking out against voter restrictions, and cutting back on political donations to officials working to limit LGBTQ rights and abortion access.

Do you agree or disagree with each of the following statements?



When moving to a state with social policies that do not reflect their values, roughly one-in-five employed adults expect their employer to increase benefits to offset the individual and dependent cost and inconvenience.

If you moved to a state with social policies that do not reflect your own personal values, how, if at all, would you expect your employer to respond?



None of the above: 36%

Millennials and higher educated adults drive support for companies increasing benefits related to offset cost or inconvenience.

If you moved to a state with social policies that do not reflect your own personal values, how, if at all, would you expect your employer to respond?

	Increase benefits related to offset individual cost or inconvenience	Increase paid time off to offset barriers (i.e. time spent accessing healthcare, time spent voting, etc.)	Speak out on state-level policy before it becomes law	Make political contributions to a candidate or campaign to change social policy	Give corporate donations to non-profits addressing the social policy	Support from company executives for employees to use their voice to respond to social policies	Other
Adults	18%	12%	8%	5%	4%	14%	2%
GenZers: 1997-2012	16%	17%	4%	8%	4%	21%	0%
Millennials: 1981-1996	27%	12%	8%	4%	5%	11%	1%
GenXers: 1965-1980	12%	12%	8%	4%	4%	14%	3%
Baby Boomers: 1946-1964	8%	10%	8%	4%	3%	15%	5%
Educ: < College	14%	13%	8%	3%	4%	14%	2%
Educ: Bachelors degree	27%	11%	6%	6%	4%	14%	1%
Educ: Post-grad	23%	12%	7%	10%	6%	10%	2%
White Collar	23%	11%	8%	6%	4%	12%	1%
In-person Workforce	17%	12%	7%	6%	3%	12%	3%
Likely to Relocate	25%	14%	8%	6%	4%	15%	2%
Employed Adults	21%	12%	7%	5%	4%	13%	2%
Unemployed Adults	8%	9%	12%	2%	5%	15%	2%
Students	11%	23%	4%	5%	2%	18%	0%

None of the above: 38% Adults, 29% Genzers, 33% Millennials, 43% GenXers, 48% Baby Boomers, 42% Educ: < College, 31% Educ: Bachelors degree, 31% Educ: Post-grad, 34% White Collar, 40% In-person workforce, 26% Likely to Relocate, 36% Employed Adults, 46% Unemployed Adults, 38% Students

AGENDA

APPENDIX

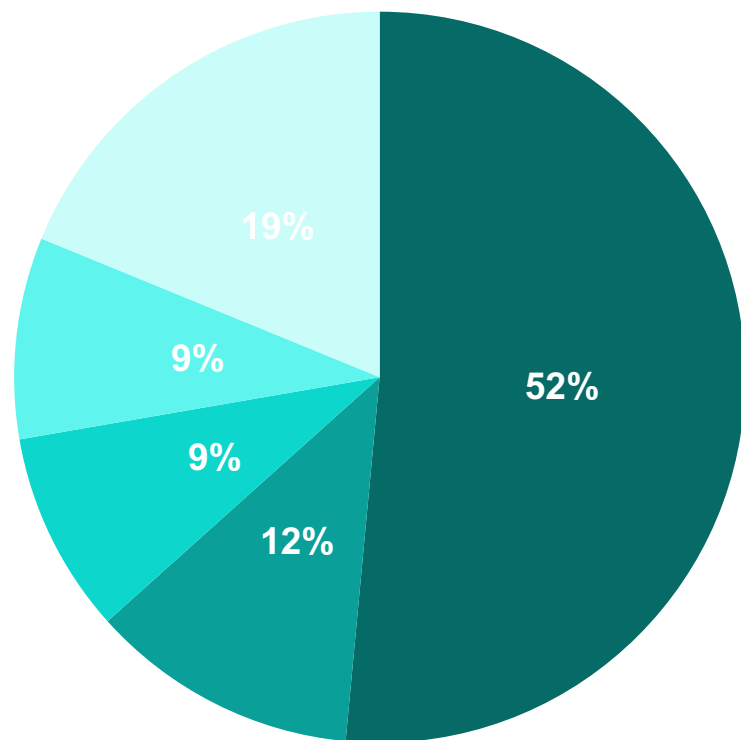


APPENDIX

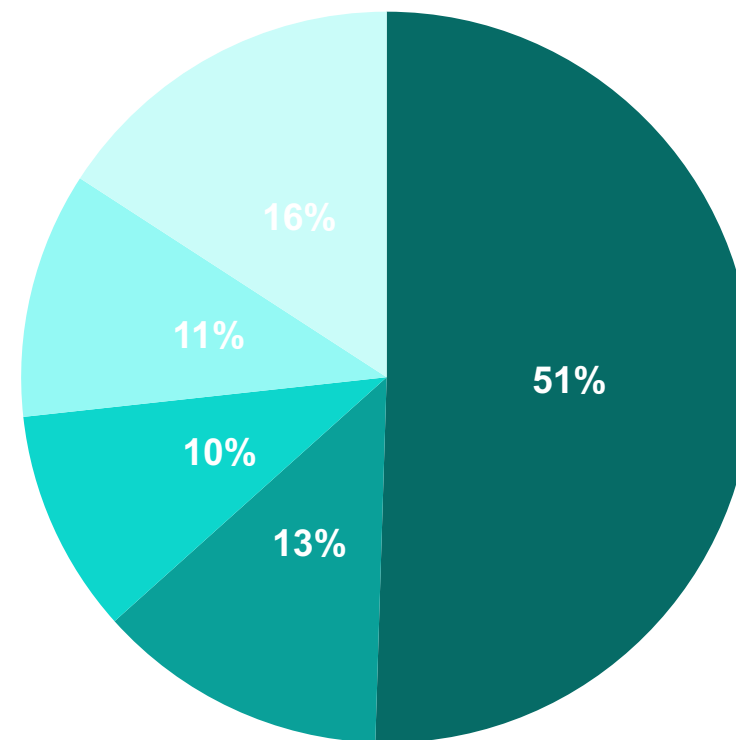
More than half of adults say their job is and will continue to be 100% in-person, meaning adults will continue to relocate for professional opportunities in the future.

Which of the following best describes how you do your current job? Which of the following best describes how you will do your job in the future?

● 100% in-person
 ● Mostly in-person, with some remote work
 ● About half in-person, half remote work
 ● Mostly remote work, with some in-person
 ● 100% remote work



Current workplace

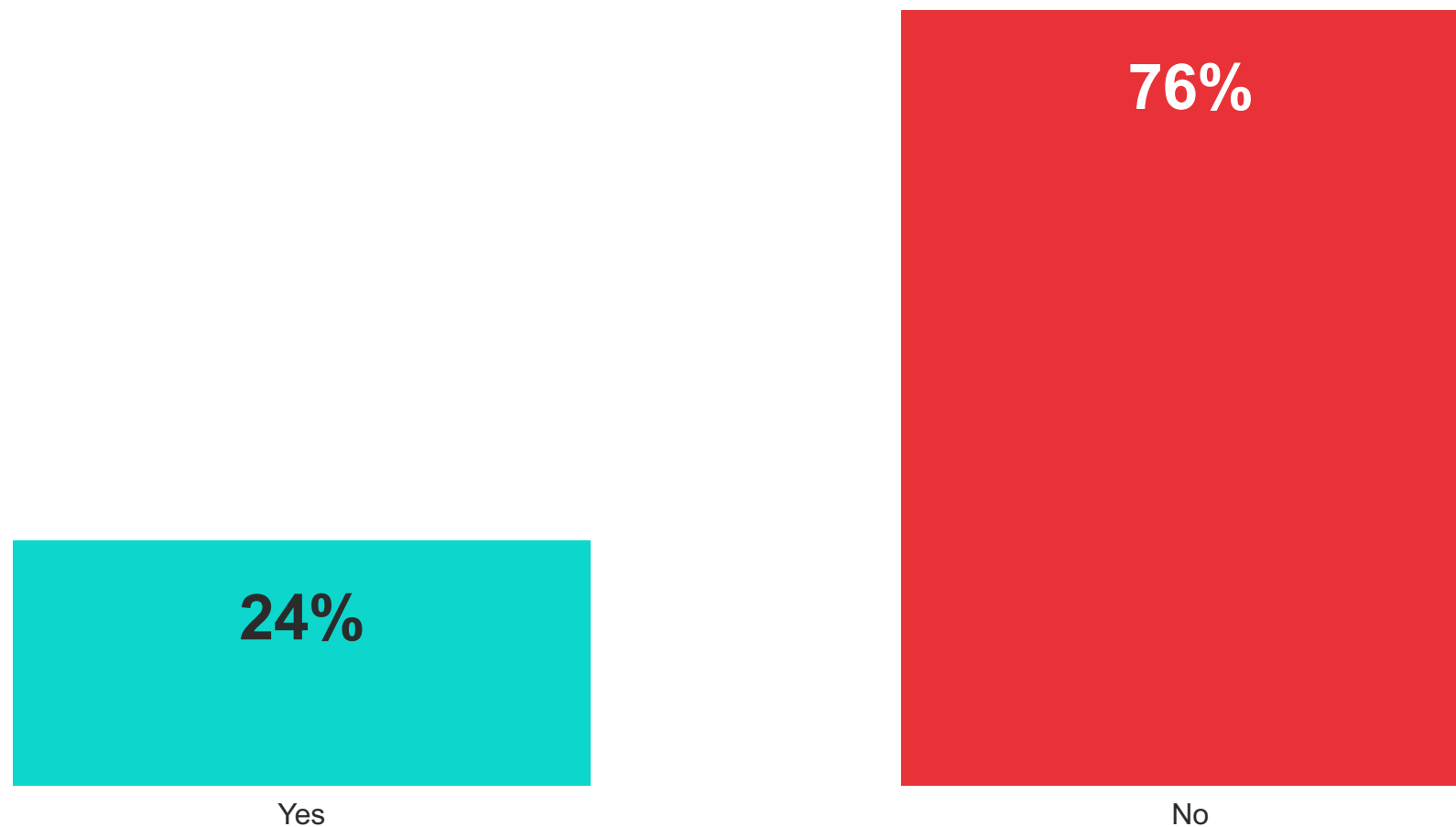


Future workplace

APPENDIX

Roughly a quarter of adults surveyed were looking to relocate to a new state in the past year, even amid a pandemic.

In the past year, were you looking to relocate to a different state?



Demographic Breakdown

Gender: Male	Gender: Female	Age: 18-34	Age: 35-44	Age: 45-64	Age: 65+	GenZers: 1997-2012	Millennials: 1981-1996	GenXers: 1965-1980	Baby Boomers: 1946-1964	PID: Dem (no lean)	PID: Ind (no lean)	PID: Rep (no lean)
761	739	582	314	532	73	201	609	451	232	662	433	405

Educ: < College	Educ: Bachelors degree	Educ: Post-grad	Income: Under 50k	Income: 50k-100k	Income: 100k+	Ethnicity: White	Ethnicity: Hispanic	Ethnicity: Black	Ethnicity: Other	Community: Urban	Community: Suburban	Community: Rural	4-Region: Northeast	4-Region: Midwest	4-Region: South	4-Region: West
981	346	173	665	521	314	1137	294	202	161	492	673	336	284	308	530	379

White Collar Demographic Breakdown

Gender: Male	Gender: Female	Age: 18-34	Age: 35-44	Age: 45-64	Age: 65+	GenZers: 1997-2012	Millennials: 1981-1996	GenXers: 1965-1980	Baby Boomers: 1946-1964	PID: Dem (no lean)	PID: Ind (no lean)	PID: Rep (no lean)
61%	39%	30%	25%	38%	6%	5%	45%	31%	18%	52%	20%	27%



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