Office Politics: When Do Employers Recruit their Workers into Politics?

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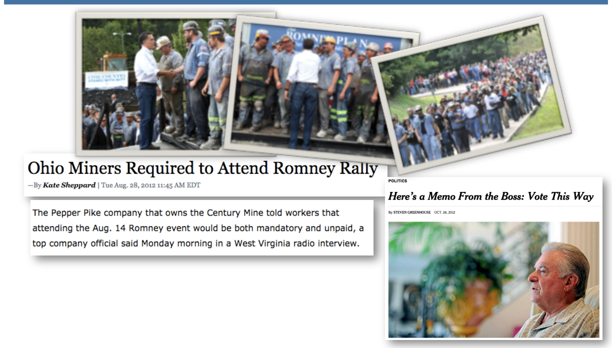
Motivation



- Employers are recruiting workers into politics, for instance, by encouraging workers to support particular candidates, issues, and parties.

Research Questions

- How many firms are recruiting their workers into politics? How many workers receive such messages?
- When and why do firms recruit their workers into politics?

The Theory

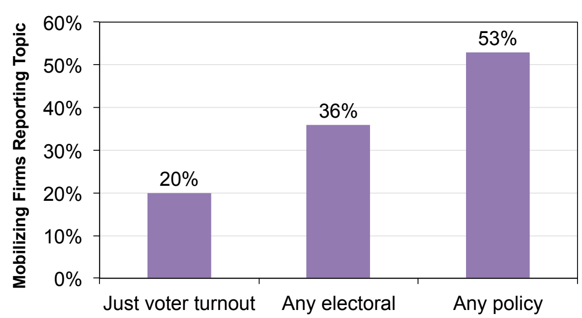
- Whether workers respond to managers' political requests depends on the balance of economic bargaining power between managers and employees
- With less bargaining power, workers will be more likely to respond to employer message to keep their jobs
- As a result, managers will mobilize more frequently when they have more bargaining power relative to employees

The Data

- No existing national surveys of employer political recruitment in the United States (e.g. not on ANES; GSS), so fielded original surveys of firms and workers
- *Worker survey*: RDD national telephone survey of 1,032 employees (SSRS Inc., April 2015)
- *Firm survey*: online survey of 513 top corporate managers (YouGov business panel, December 2014/January 2015)

Firm Survey Data

- 46% of managers in the firm survey reported some mobilization



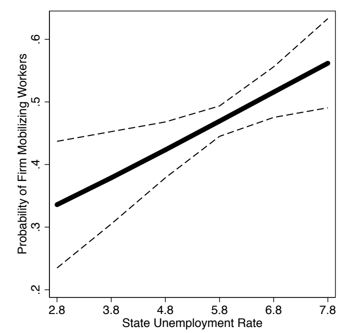
Worker Survey Data

- 25% of employees in the worker survey reported some mobilization
- 47% of contacted employees reported that they changed their behaviors and attitudes in response to the messages they received

Testing Economic Bargaining Power

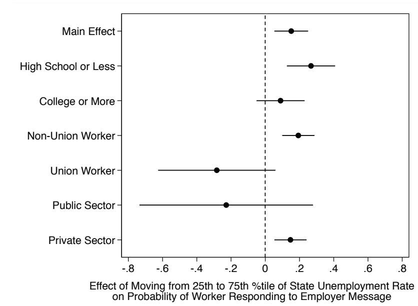
- Use unemployment as a measure of economic bargaining power; greater unemployment should lower worker bargaining power and raise firm bargaining power

Unemployment and Firm Mobilization



- Logistic regression, controls for regulatory burden, company size, other political activities, ownership, union presence, and NAICS sector; cluster SEs by sector

Unemployment and Worker Responses



- Logistic regression, controls for union membership, education, ideological alignment, age, gender, race, ethnicity, occupation, industry, frequency of employer messages, region and firm size; cluster SEs by state