

Leadership Now
Project

**Leadership Now Project:
MBA and Executives Survey and Modeling**

powered by





Agenda



Methodology

Universe Comparisons

Survey Results

Key Findings & Recap



CITIZEN DATA

Methodology:
for this project, we used industry best practices in our data collection techniques, and ran cutting-edge modeling to ensure accurate insights.

▶ **THE SCRAPE**

We gathered data on over 600,000 MBAs and business executives in the United States by scraping professional networking data on LinkedIn.*

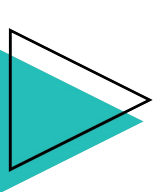
▶ **THE SURVEY**

After matching the LinkedIn universes to the nationwide consumer file, we surveyed a representative sample and asked them their views on democracy and various political reforms.

▶ **THE MODELS**

All Individuals in both universes were modeled across the entire electorate based on how they feel on the issues facing our country and the potential reforms.

*Note that there are 164M US-based profiles, and over 575M worldwide, on LinkedIn



How We Defined MBAs and Executives

MBAs:

Those whose profiles indicate they have an MBA or will be receiving an MBA

Executives:

Those whose job titles fit into one of the following:

- Chief Executive Officer
- Chief Operating Officer
- Chief Operations Officer
- Chief Marketing Officer
- Chief Development Officer
- Chief Technology Officer
- Chief Technical Officer
- Chief Financial Officer
- Human Resources Manager
- Human Resources Director
- Human Resources Executive
- President
- Senior Vice President
- Global Vice President
- Vice President
- Partner
- Principal
- General Manager
- Director



Scrape Procedure & Details.

- ▶ A national sample of over 600K combined MBAs and executives on LinkedIn were scraped using public profile data.
- ▶ The available scraped characteristics from LinkedIn are name, location, role, past roles, education, and latest school start/end dates.
- ▶ Our sampling procedure was stratified by state and metro area to ensure a representative composition of each group across the country.
- ▶ Roughly 20% of the individuals scraped matched onto our national voter file using the name and location fields scraped.



Surveying Procedure.

- ▶ After being matched to the national file, our final sampling frame included 68K MBAs and 74K executives.
- ▶ Within this sampling frame, we surveyed individuals through both landlines (IVR) and cell phones (Text to Web).
- ▶ Sample was balanced and weighted by age group, gender, and income group to ensure a representative balance.
- ▶ Fielding took place November 11-15, 2019 and collected 1,012 MBA responses and 1,006 executive responses.



Model Summary.

The survey data allows us to use machine learning and regression to predict out probabilities for the entire MBA and Executive universes, regardless of whether we actually connected with them.

Republican ID Model

Volunteer Model

Public Finance Support

Democratic ID Model

Donates Model

Strong Term Limit Support

Independent ID Model

Voting Difficult

Democracy Movement Support

Strong Govt Dissatisfaction

Elections Unfair

Democracy Issues More Important

Concerned about Democracy

Vote at Home Support

Social Media News Usage

Business Leader Responsibility

Ranked Choice Support



Agenda

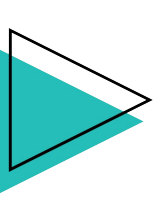
Methodology



Universe Comparisons

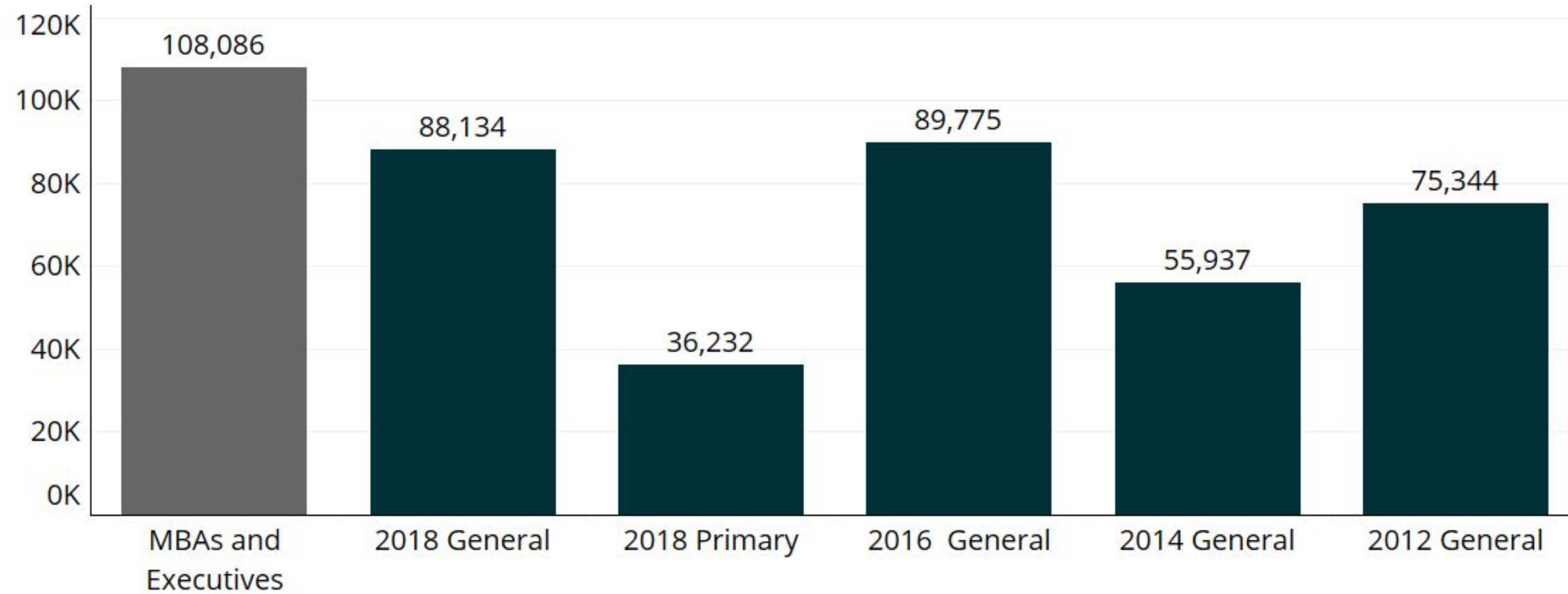
Survey Results

Key Findings & Recap



The scraped MBA and Executive aggregated audience

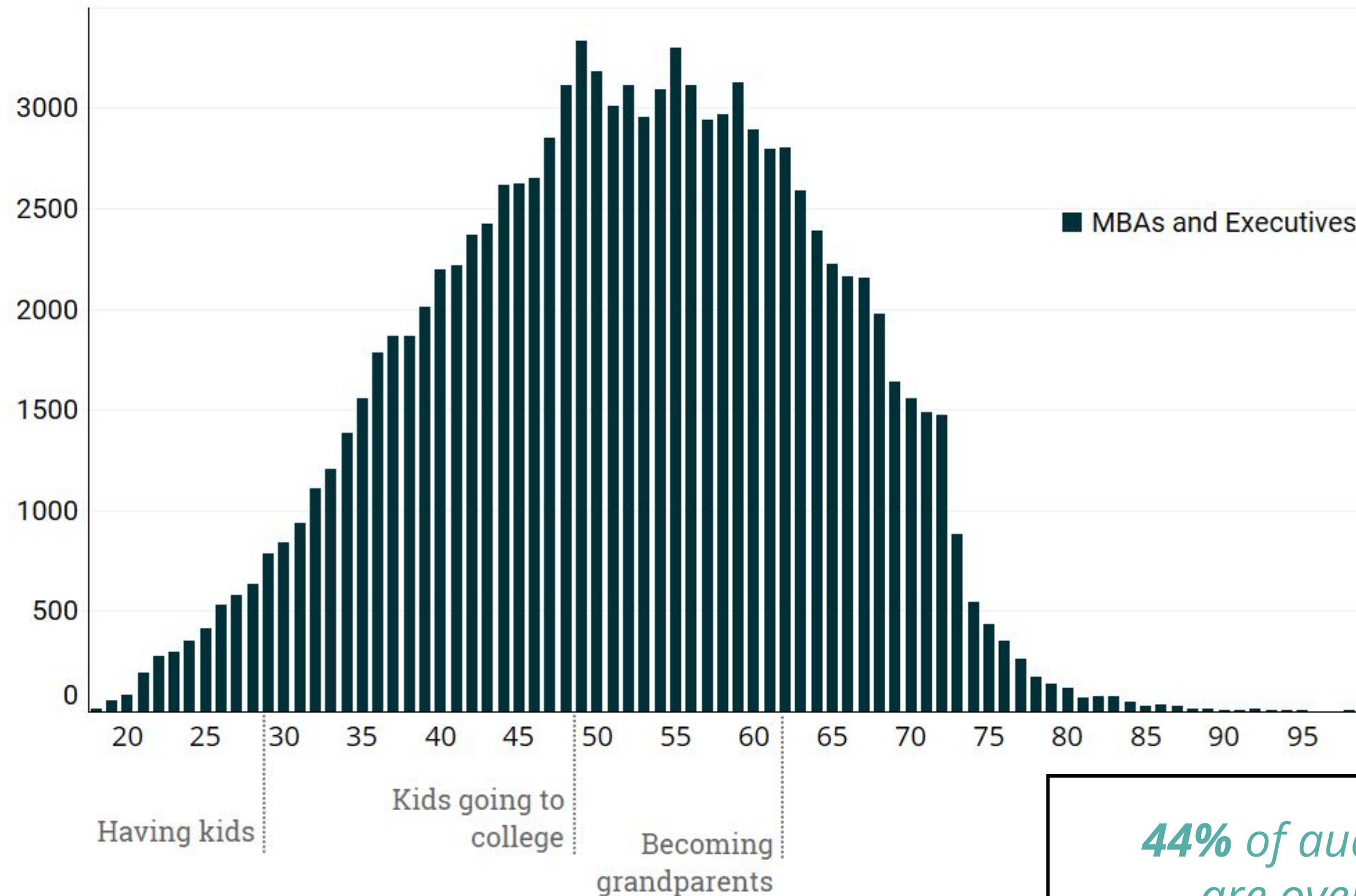
consists mostly of voters who tend to participate frequently in general elections, particularly 2016 and 2018.



In terms of age,

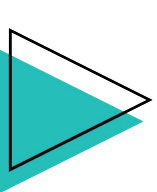
the ages of the those in the audience are weighted toward the middle-aged population.

Aggregated Audience: 108K Voters

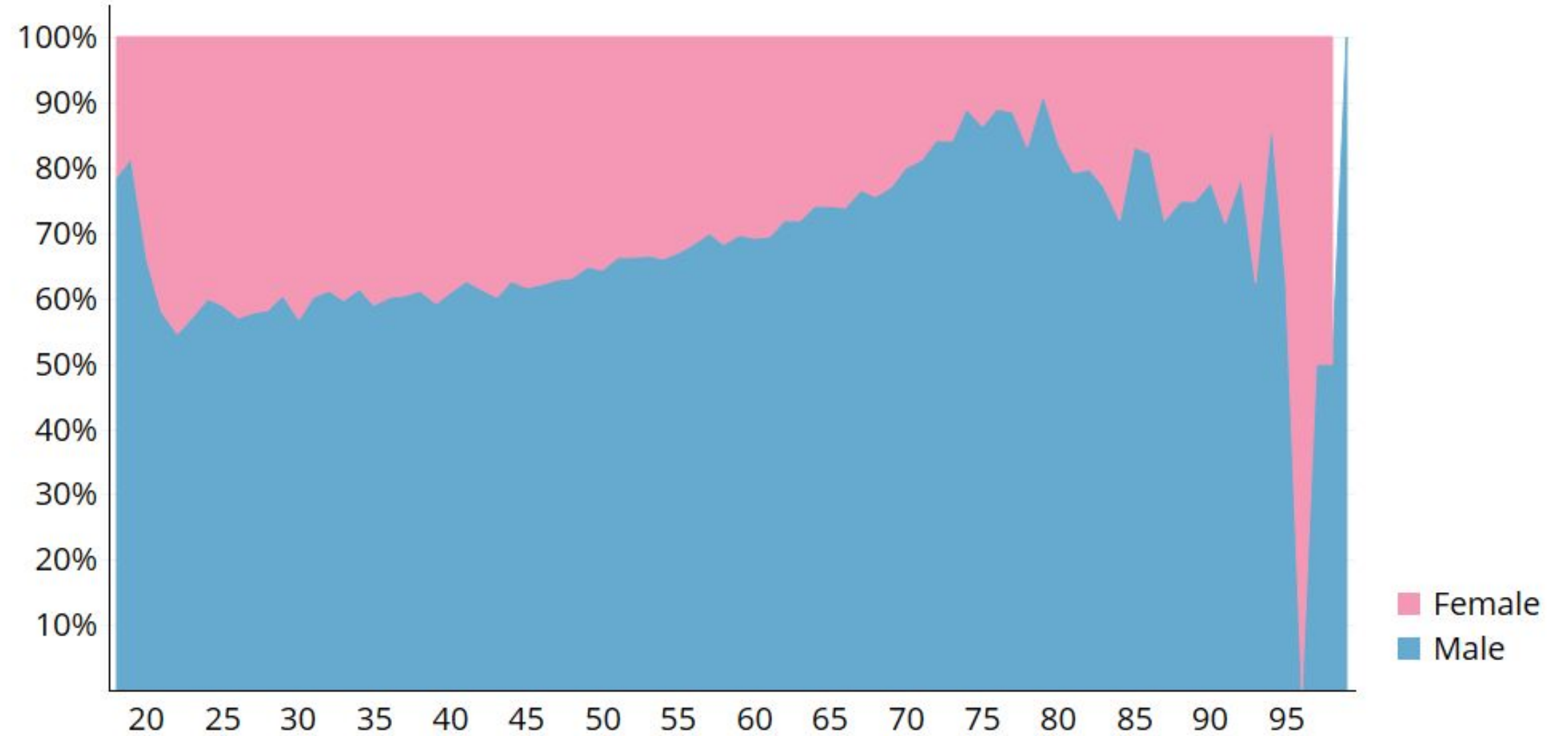
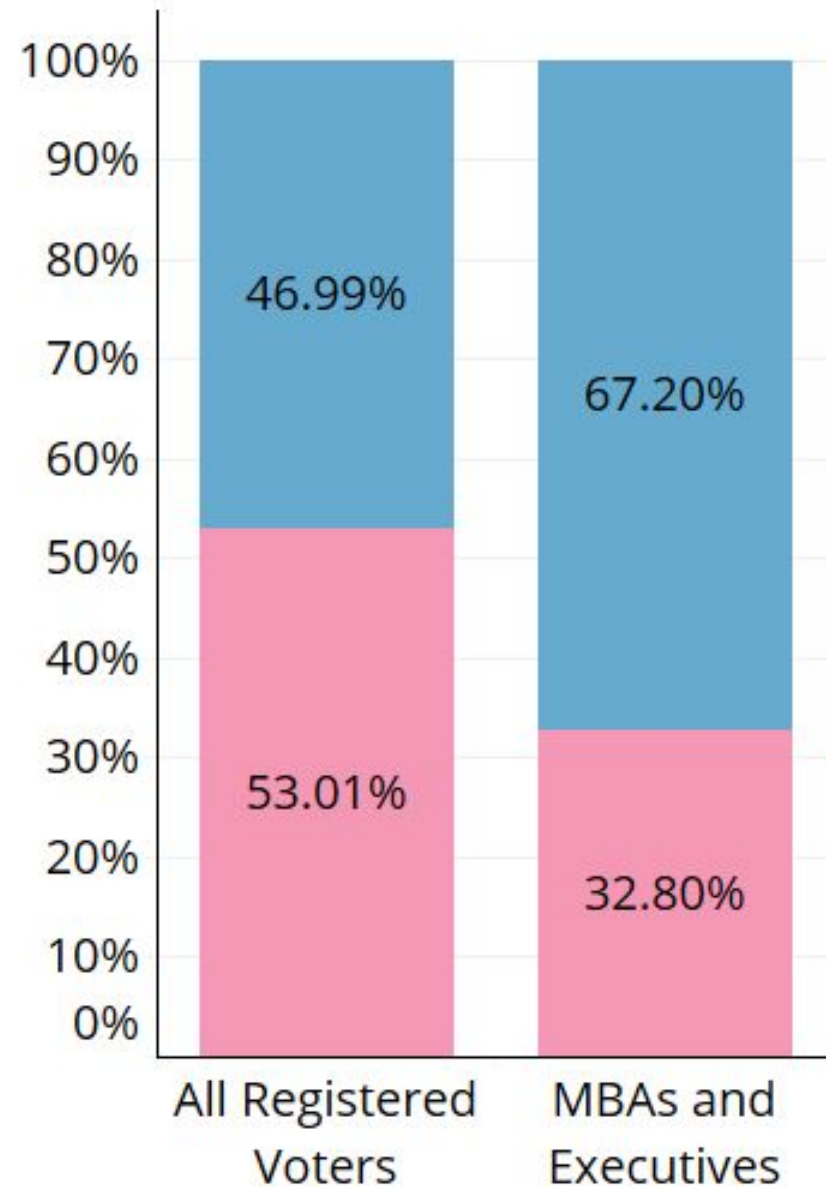


Audience
Average Age:
51

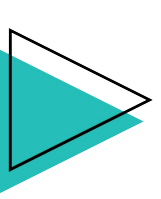
44% of audience members are over 55 years old



When we look closer at the audience, we can examine age and gender breakdowns...

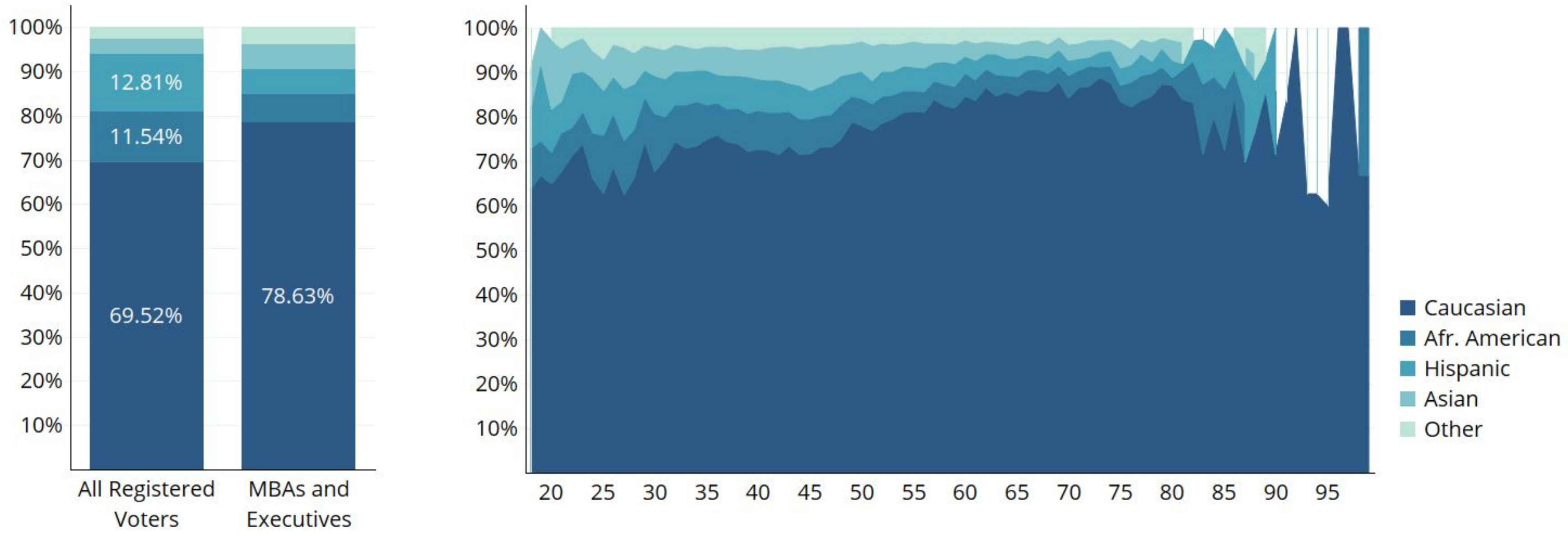


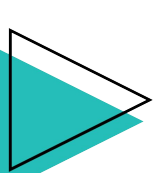
The aggregated audience is weighed strongly male across younger ages, with higher age groups being significantly more skewed.



...as well as breakdowns by ethnicity.

Compared to the rest of the nation's voters, the scraped MBA and Executive audience is more Caucasian. When broken out by age, the audience becomes less diverse in the higher age groups

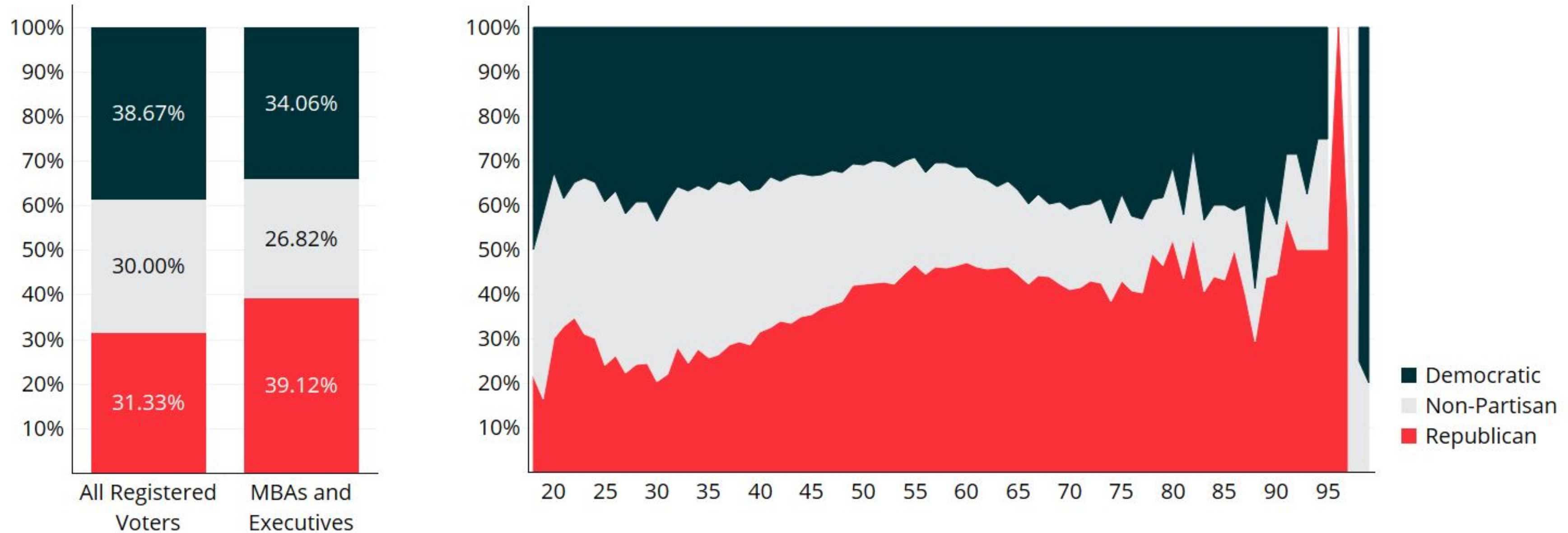




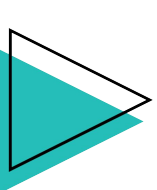
When we zoom in on party,

we see a higher proportion of Republicans overall, and the share of those who are Republican increases with age.

Aggregated Audience: 108K Voters



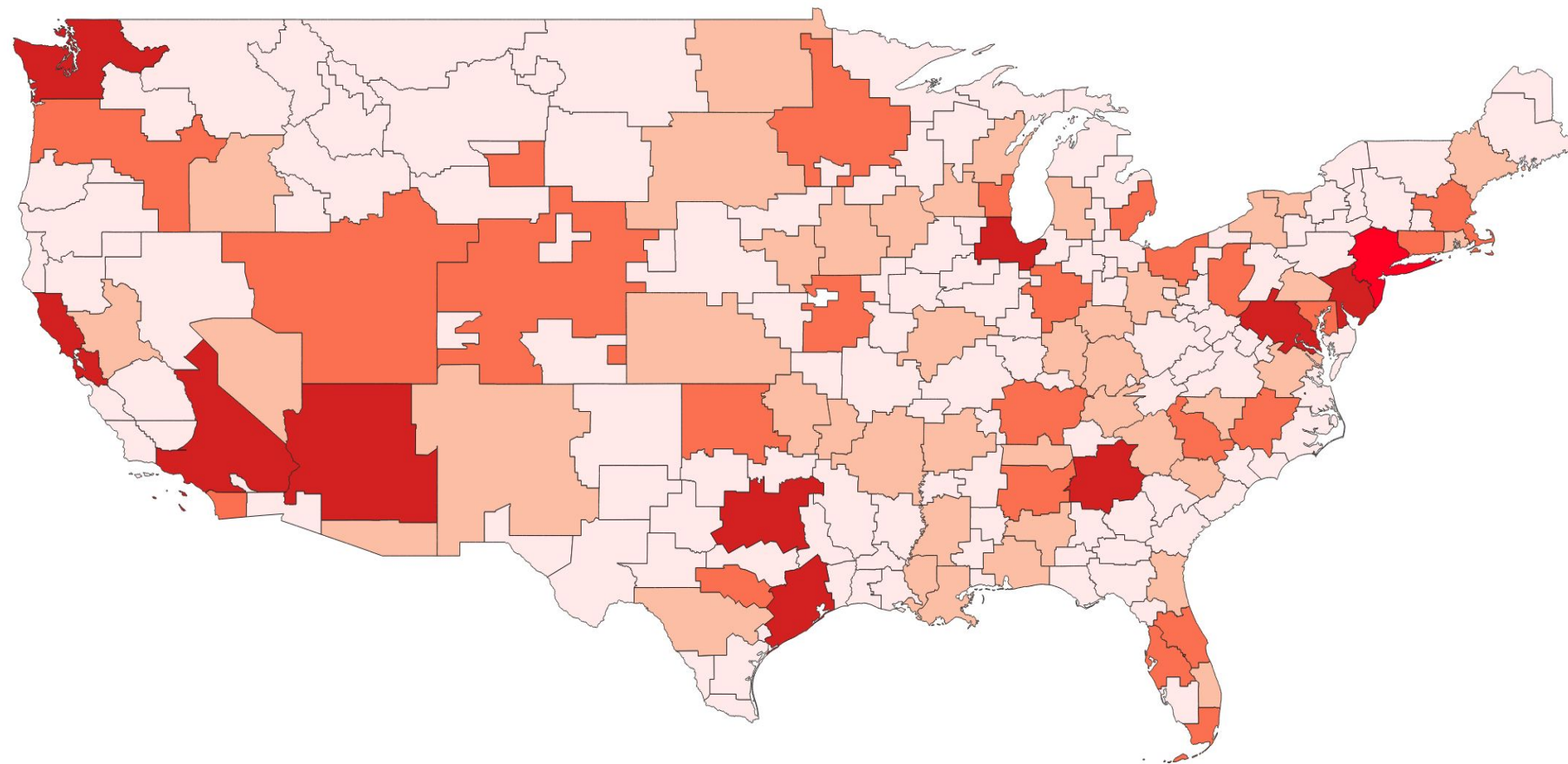
Republicans make up the most of those in the aggregated audience, at 39.1%. Democrats make up 34.1% of MBAs and Executives scraped. Non-partisans (including Independents) also constitute 26.8%. When compared to the rest of the nation, the audience leans slightly more Republican.



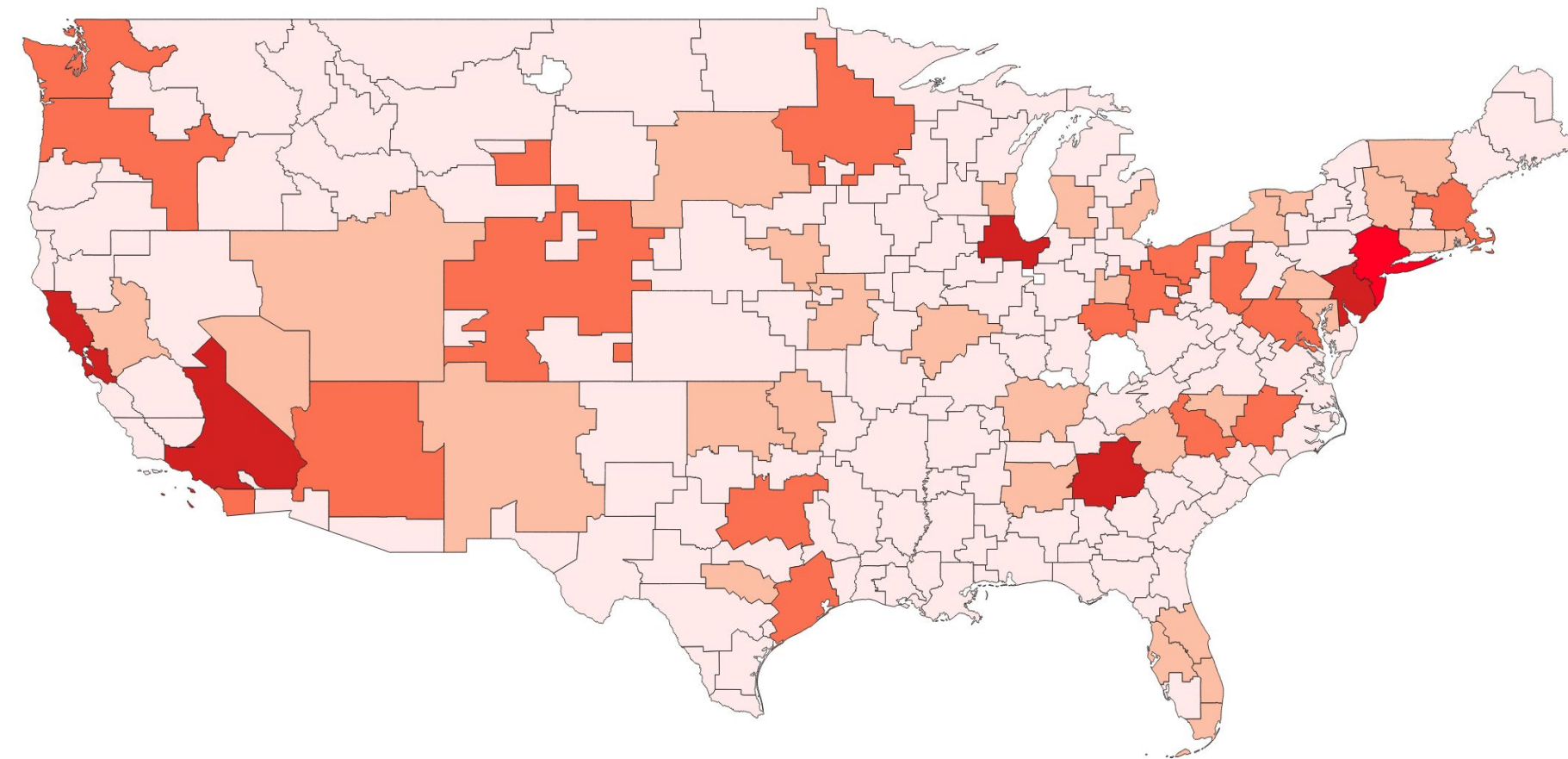
Geographically,

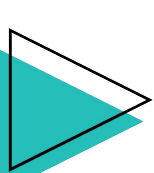
the matched MBA and executive universes are concentrated across the country, especially in business-heavy areas (cities).

Matched MBAs by DMA



Matched Executives by DMA

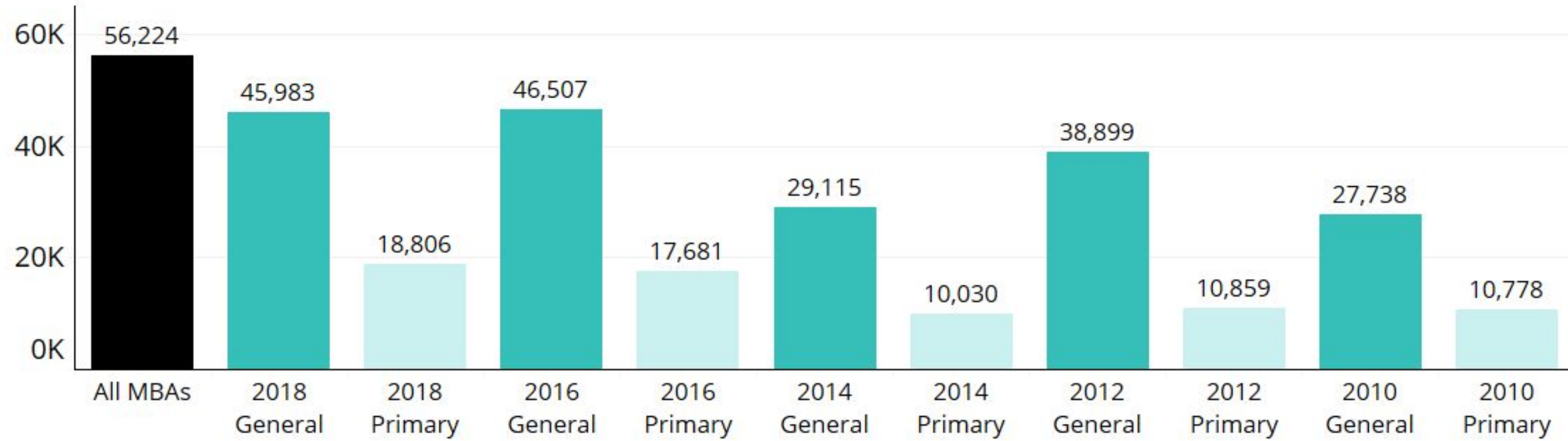




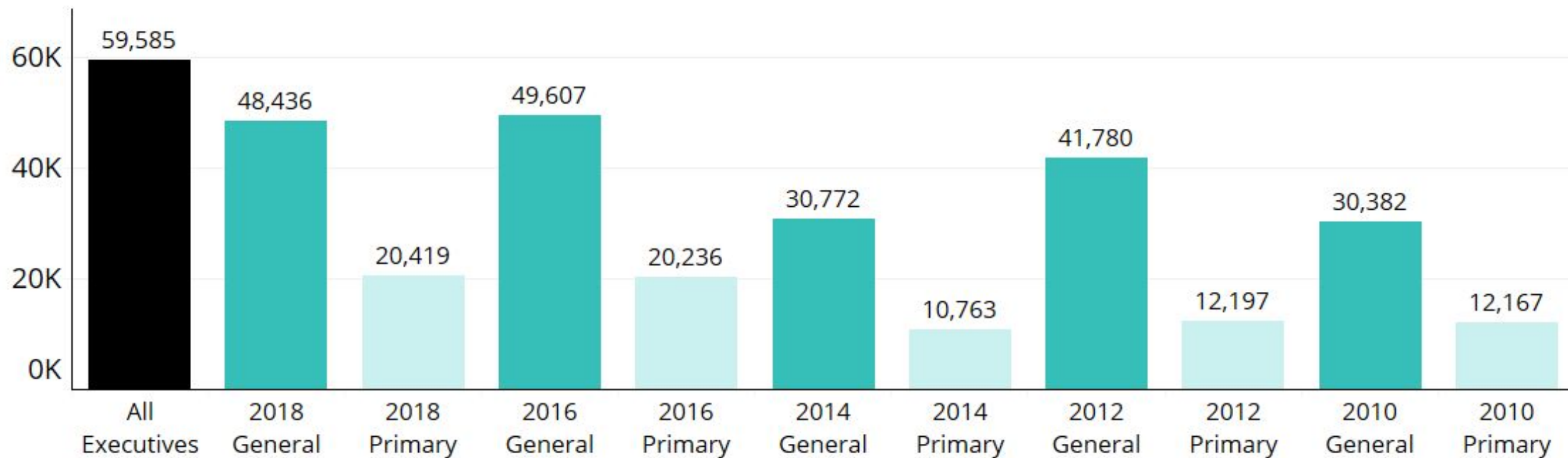
Those in the MBA and Executive audiences

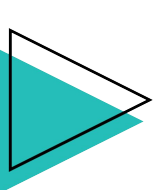
turn out frequently in general elections. When it comes to primaries, however, the Executives group turns out at a slightly higher rate than MBAs.

MBAs



Executives

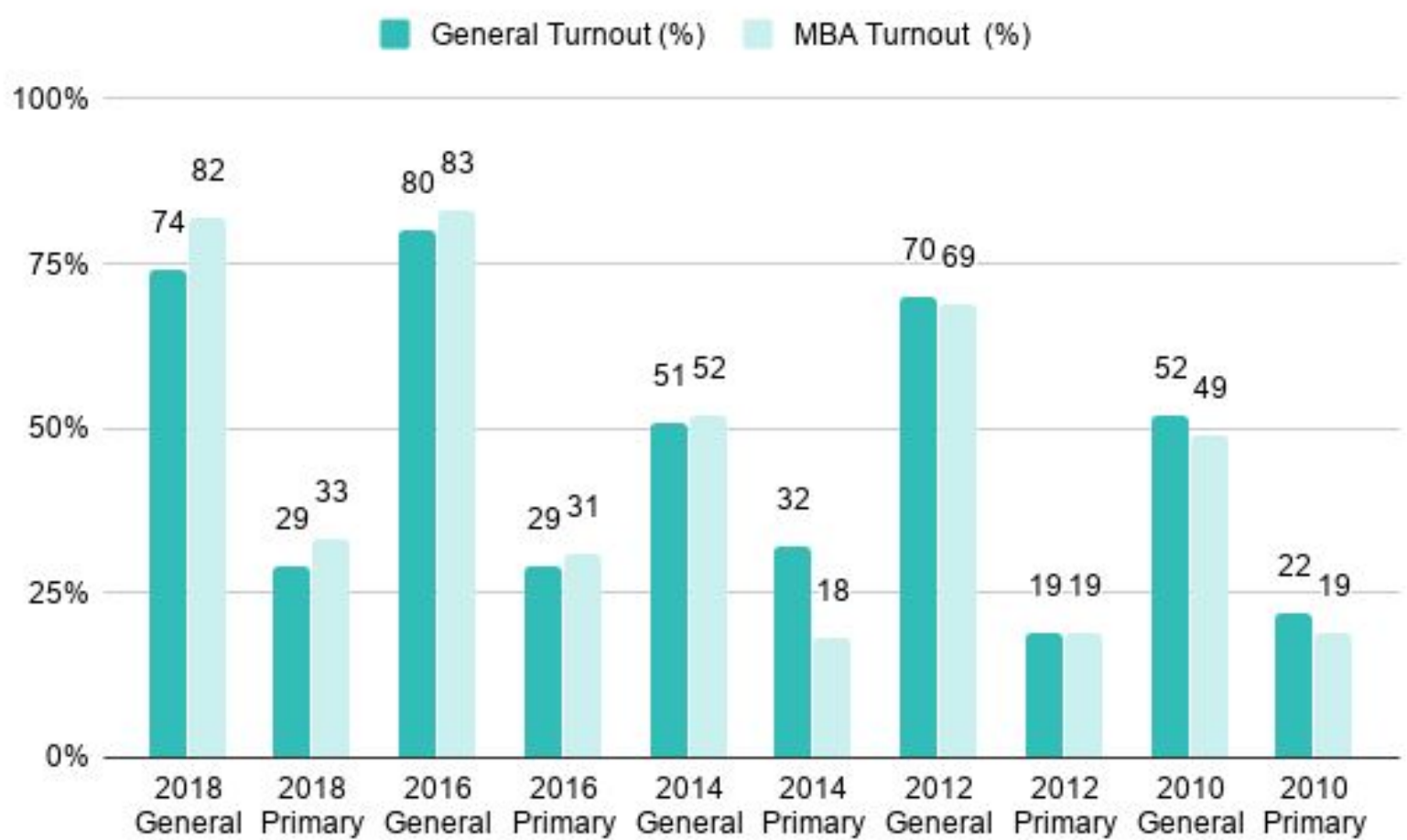




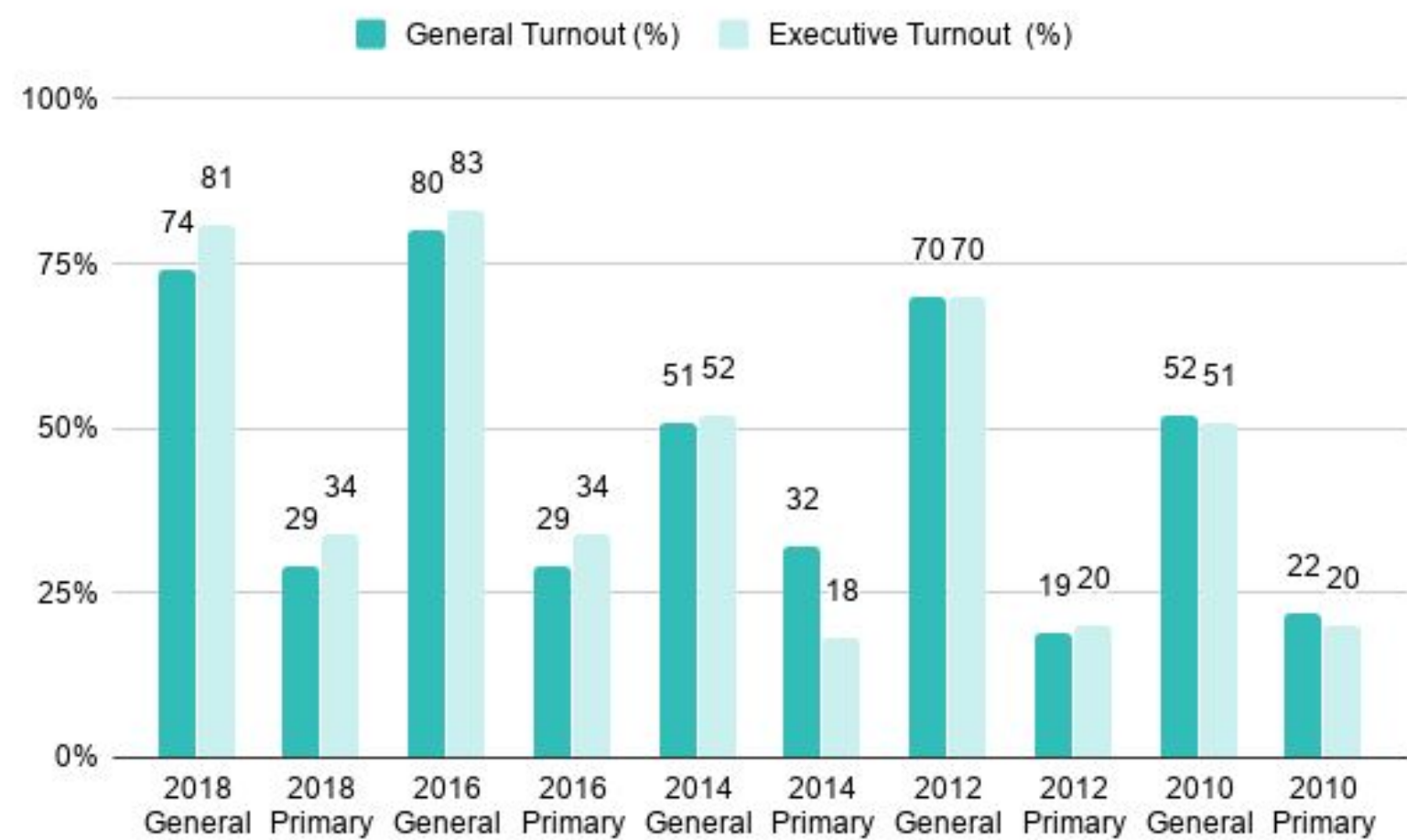
When compared to the general electorate turnout,

both MBAs and Executives generally turned out at slightly higher rates overall post-2014 General, but at slightly lower rates overall in the elections leading up.

MBAs



Executives



Note: Voter turnout is defined here as the number of individuals who voted over the number of individuals registered to vote



Agenda

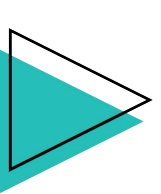
Methodology

Universe Comparisons



Survey Results

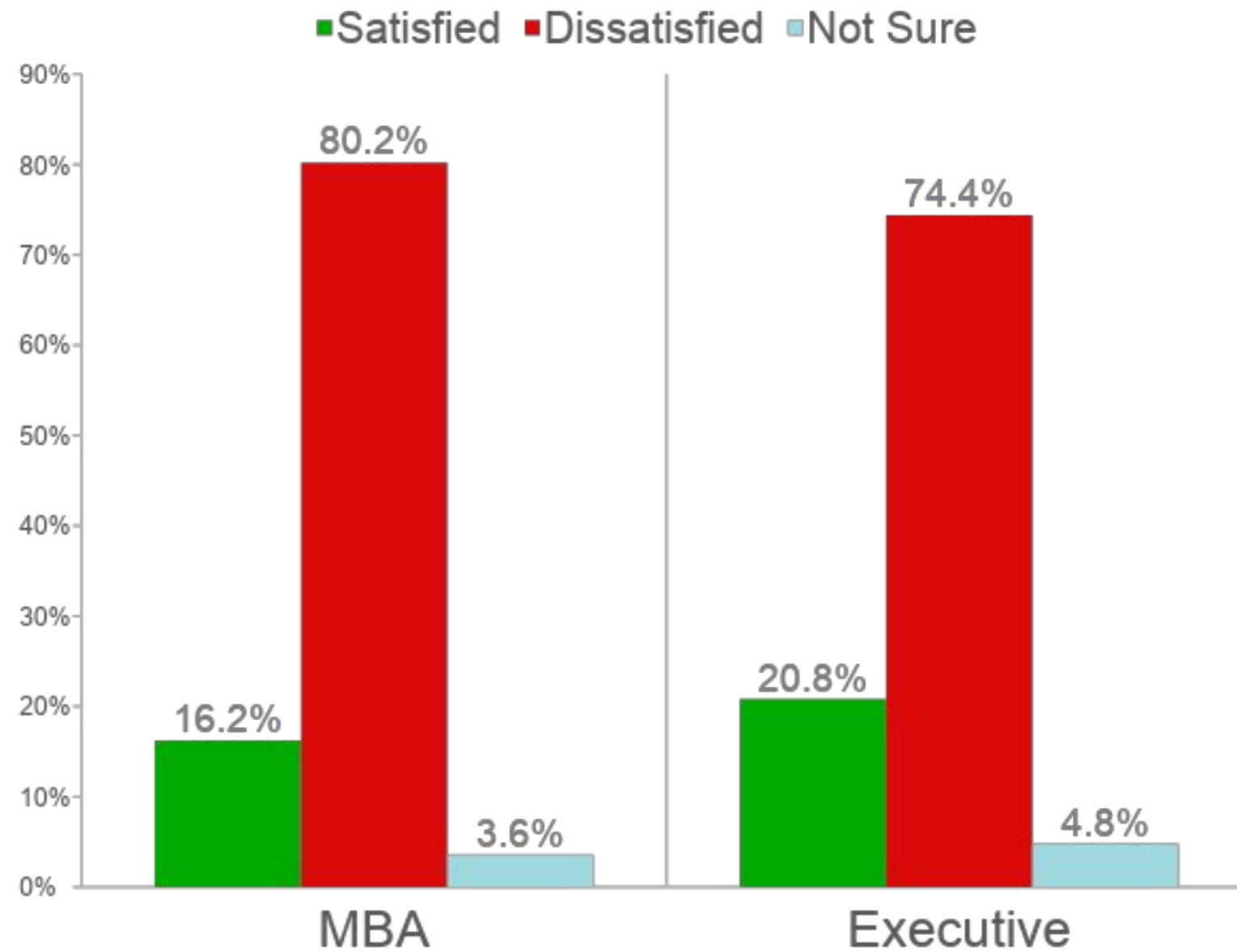
Key Findings & Recap



Government Satisfaction and Concern

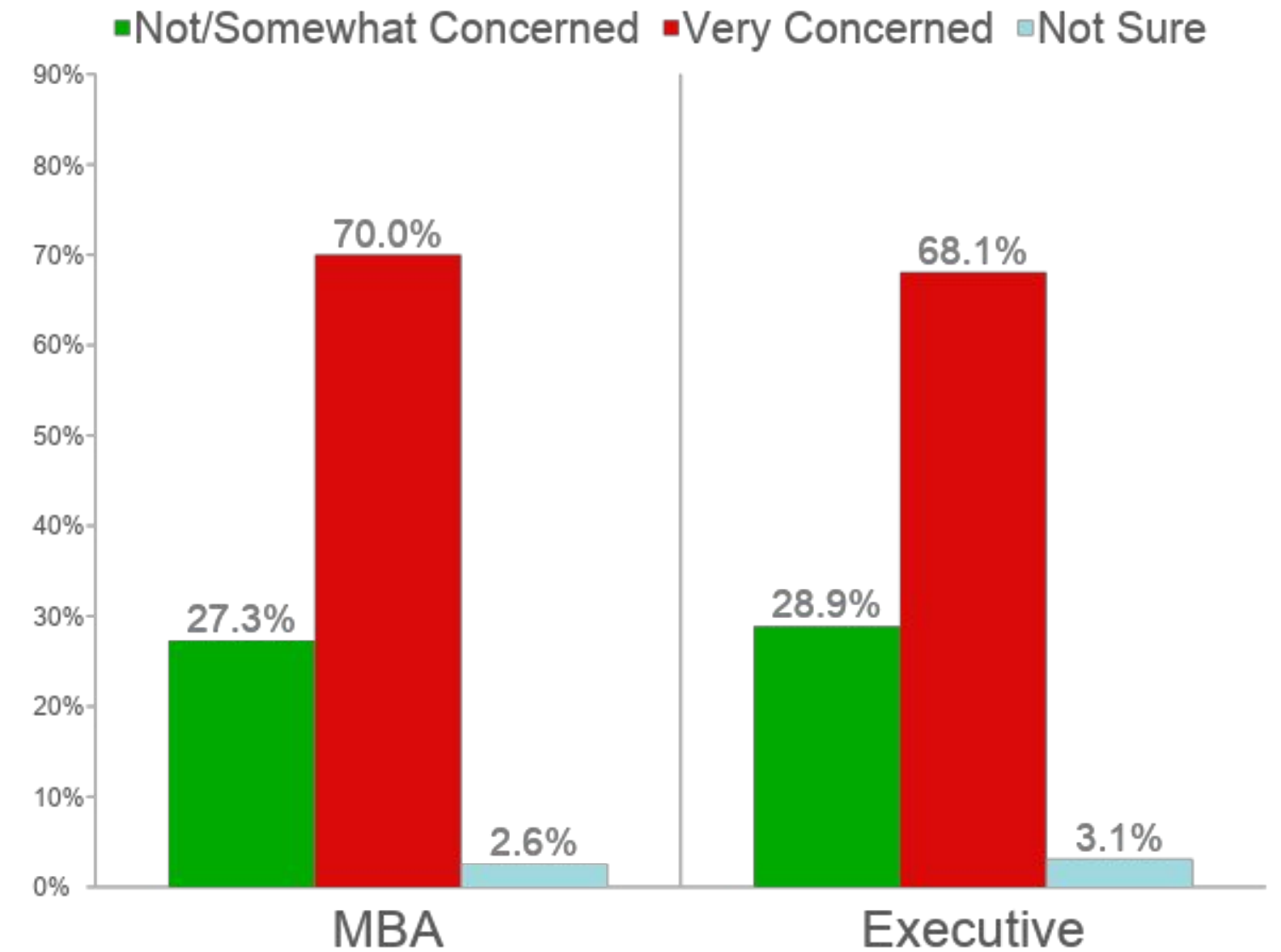
Question Text:

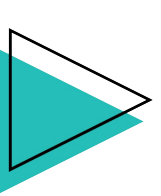
How satisfied are you with our federal government in Washington, DC?



Question Text:

In general, what is your level of concern about the state of our democracy?

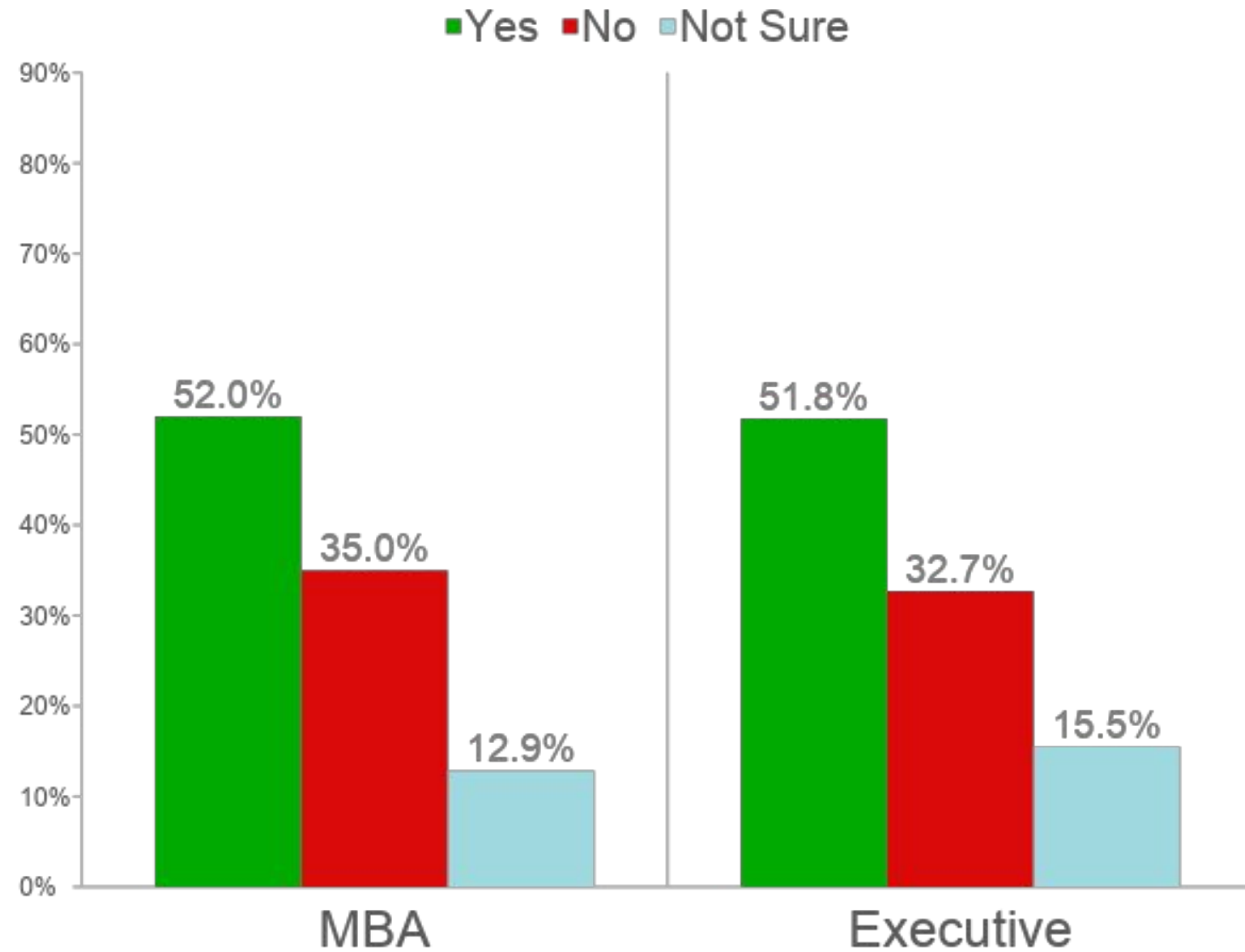




Role of Business Leaders and Fair Elections

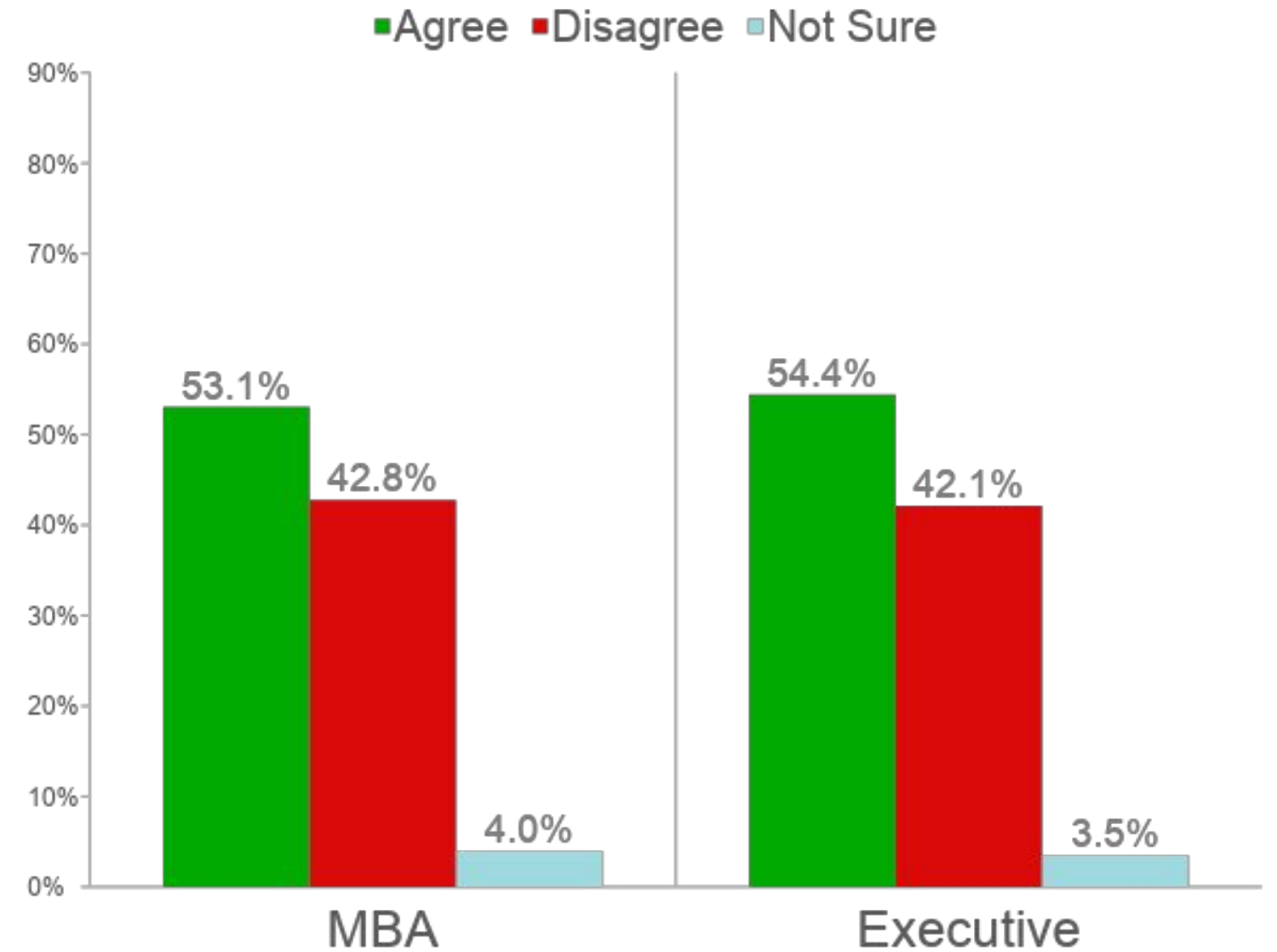
Question Text:

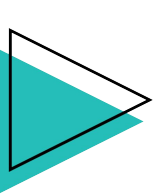
Do you believe business leaders in America have a responsibility to take action to fix the issues in our democracy?



Question Text:

Would you agree or disagree that the United States currently has fair elections in our political system?

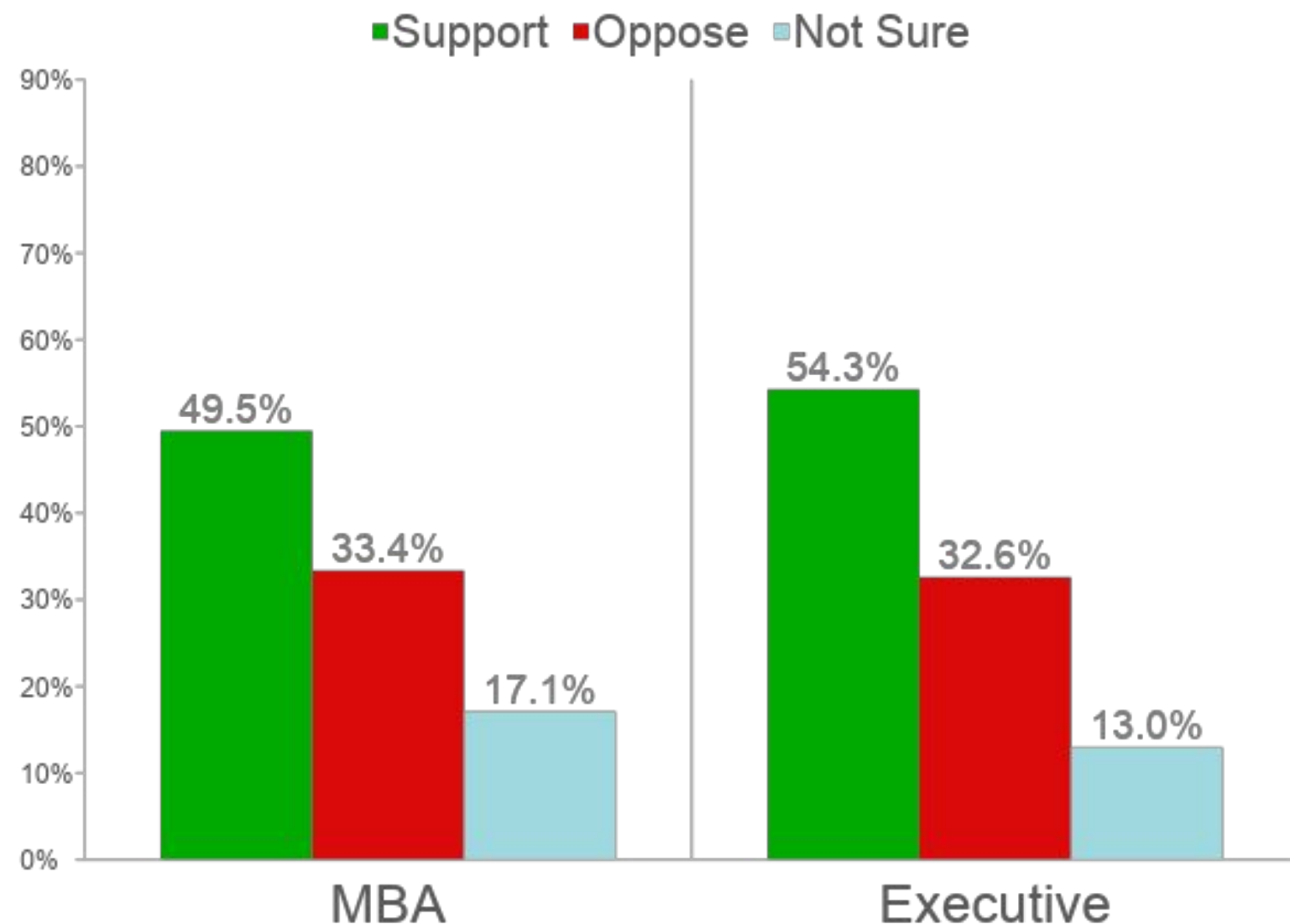




Support for Reforms: RCV and Vote at Home

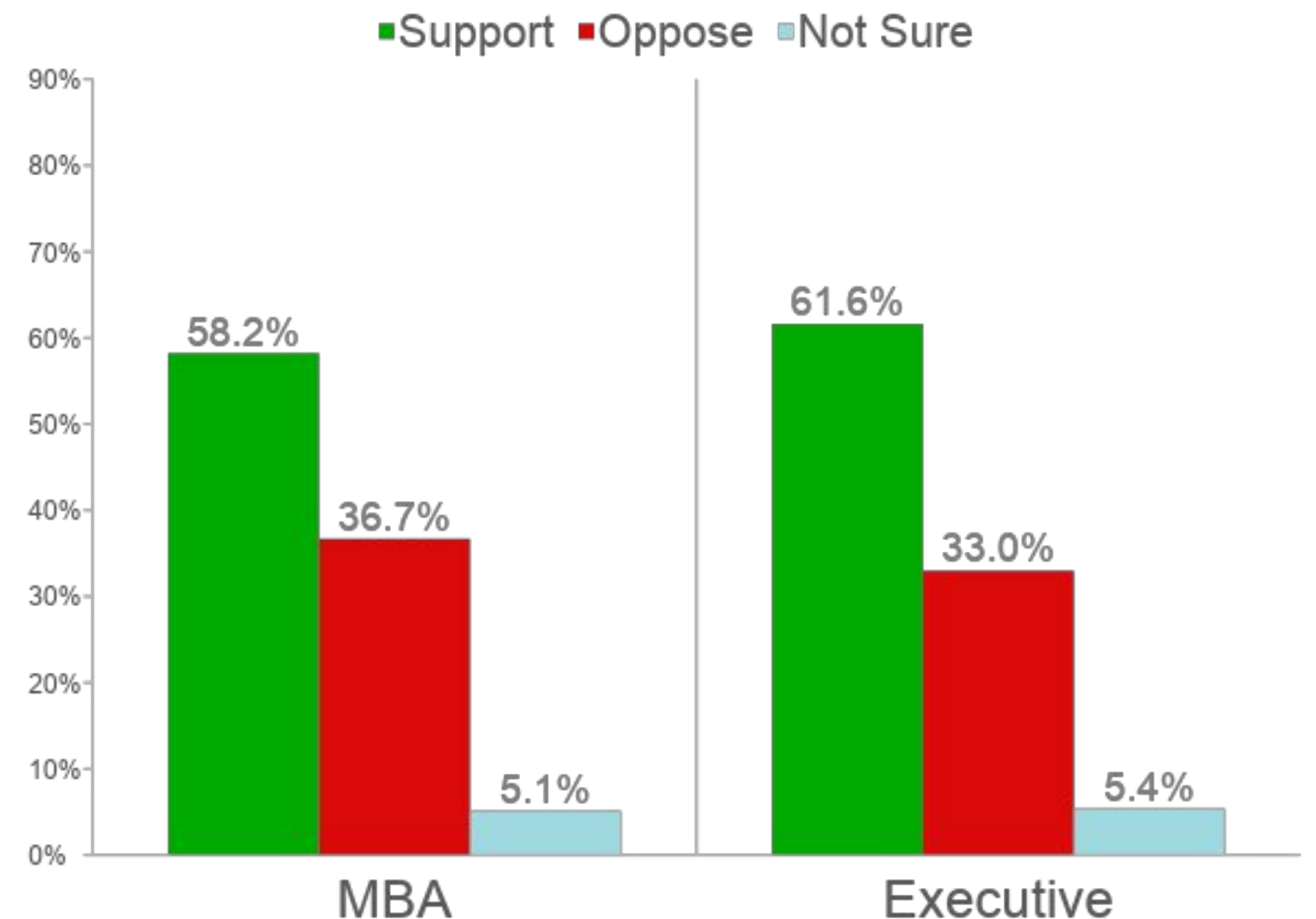
Question Text:

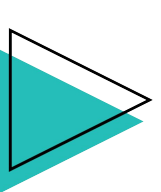
Would you support or oppose ranked choice voting, which gives voters the option to rank candidates in their order of preference so that candidates running for office have to earn support from the majority of people they represent?



Question Text:

Would you support or oppose voting at home, which allows voters to receive ballots in the mail and then choose whether they want to mail it in, drop it off, or cast in-person on Election Day?

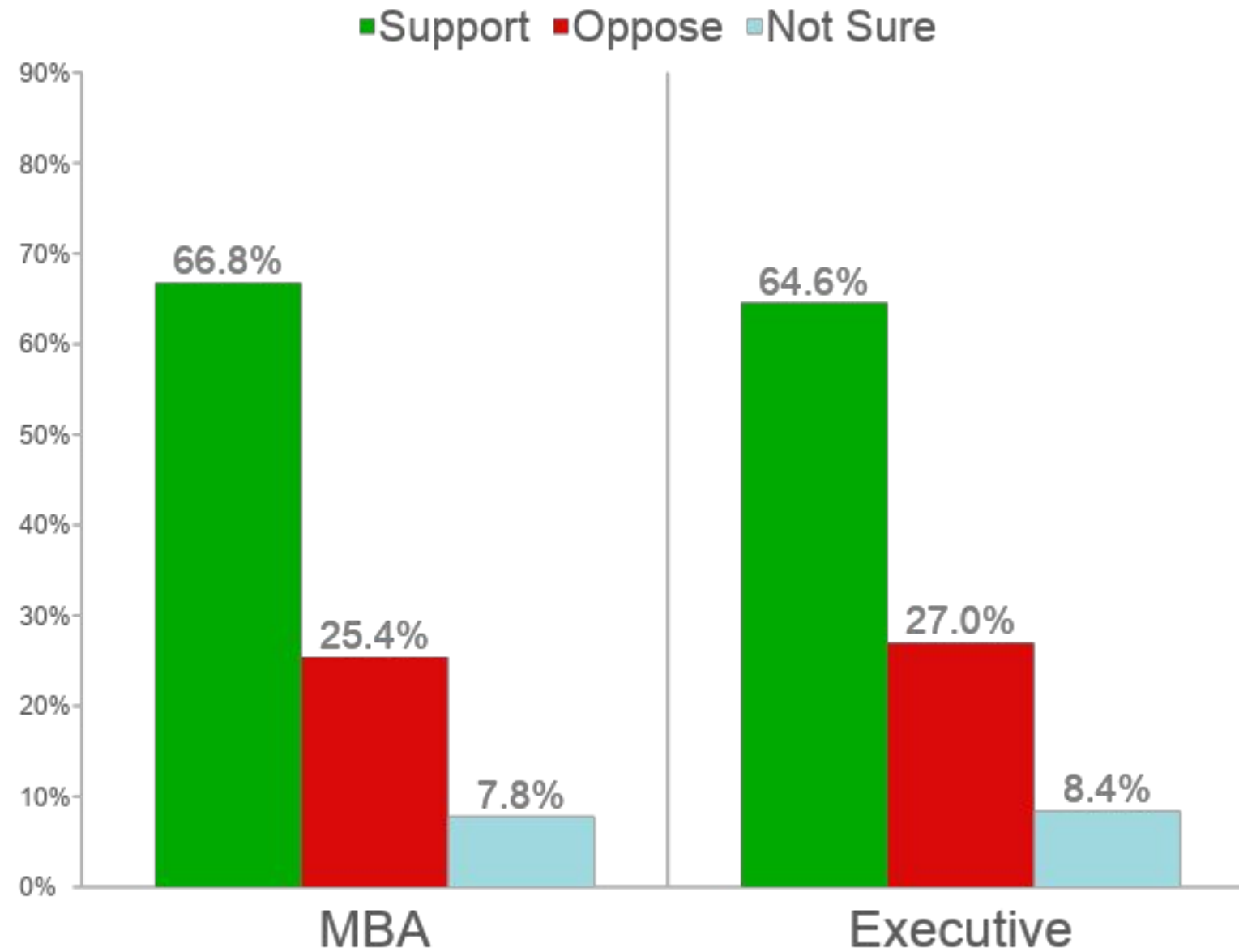




Support for Reforms: Public Financing and Term Limits

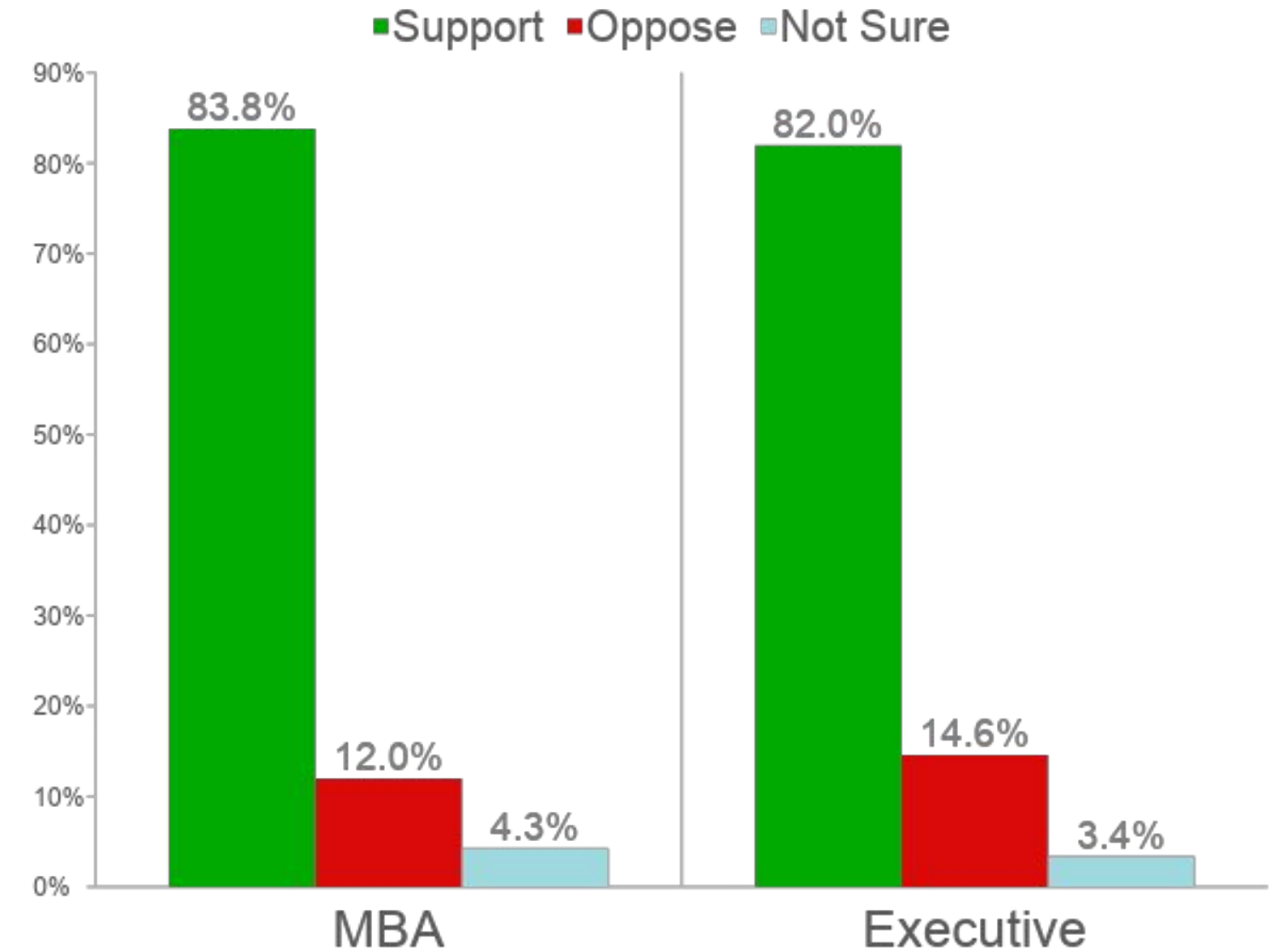
Question Text:

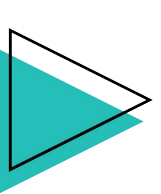
Do you support the creation of public financing options for elections that limit large donations and corporate donations to candidates?



Question Text:

Would you support or oppose term limits for Congress?

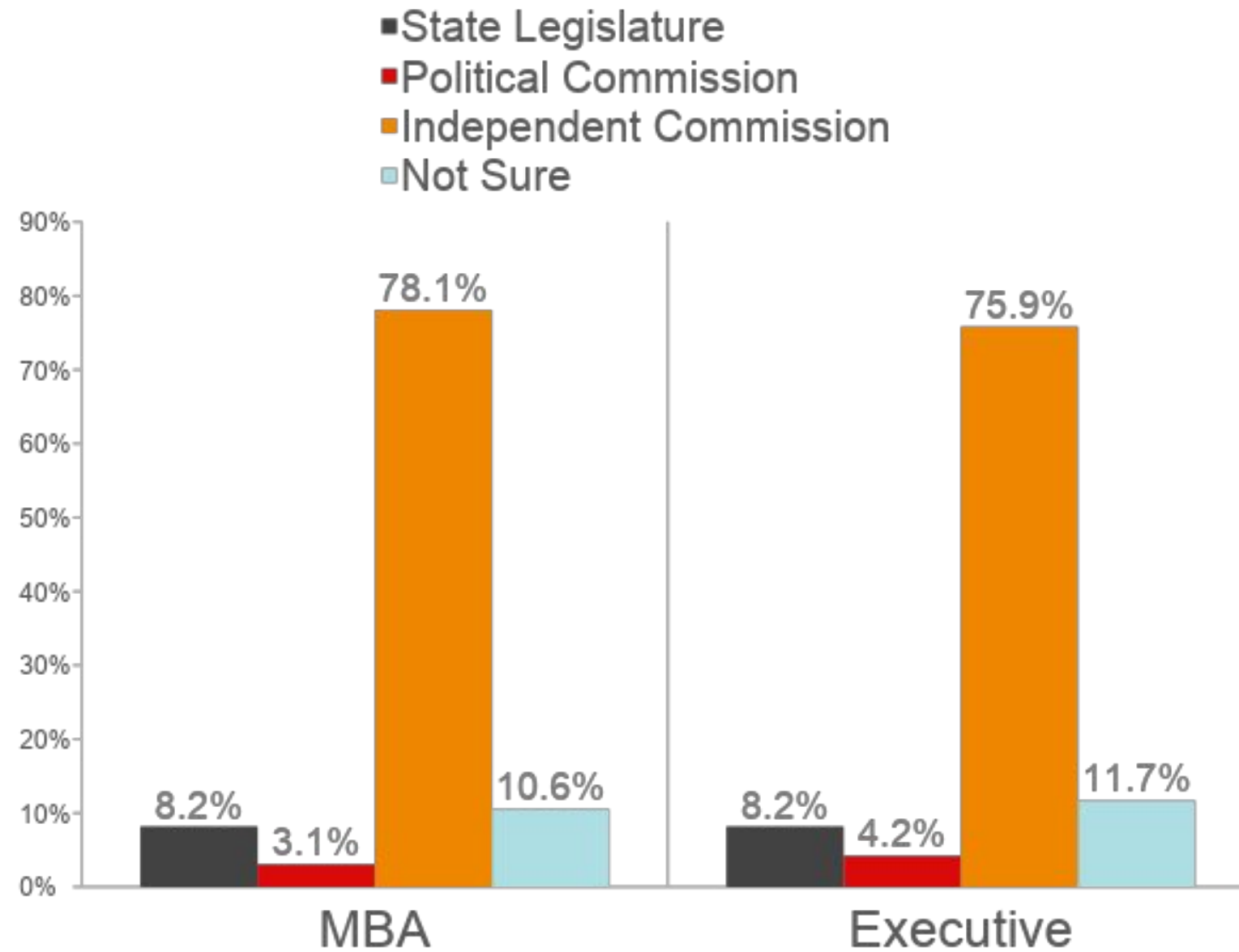




Support for Reforms: Redistricting and Importance

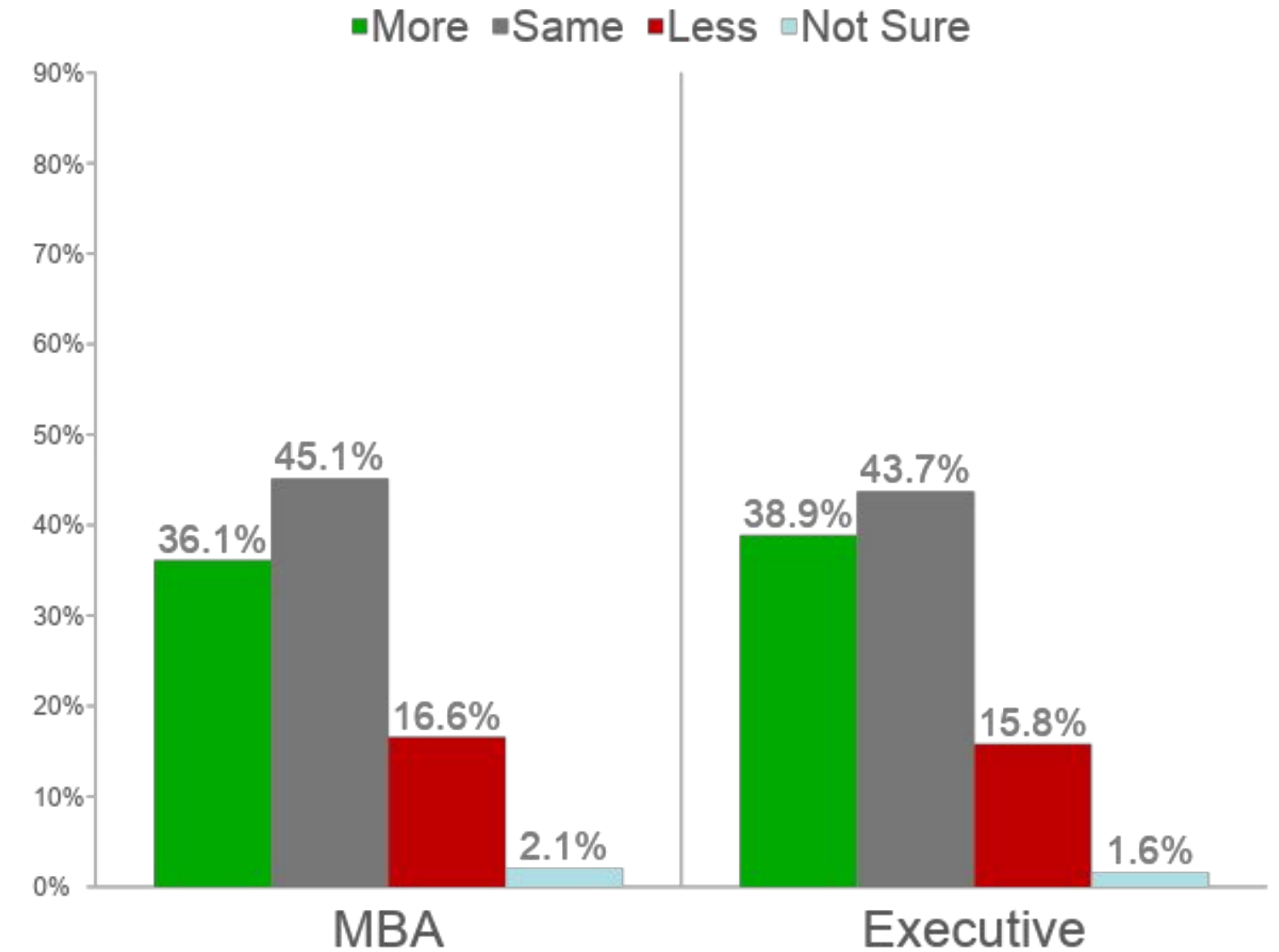
Question Text:

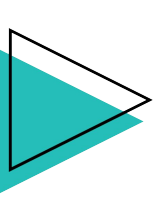
Which entity would you most trust to draw district boundaries?



Question Text:

Compared to other political issues [...] do you think these democracy reforms are more important, less important, or about the same?

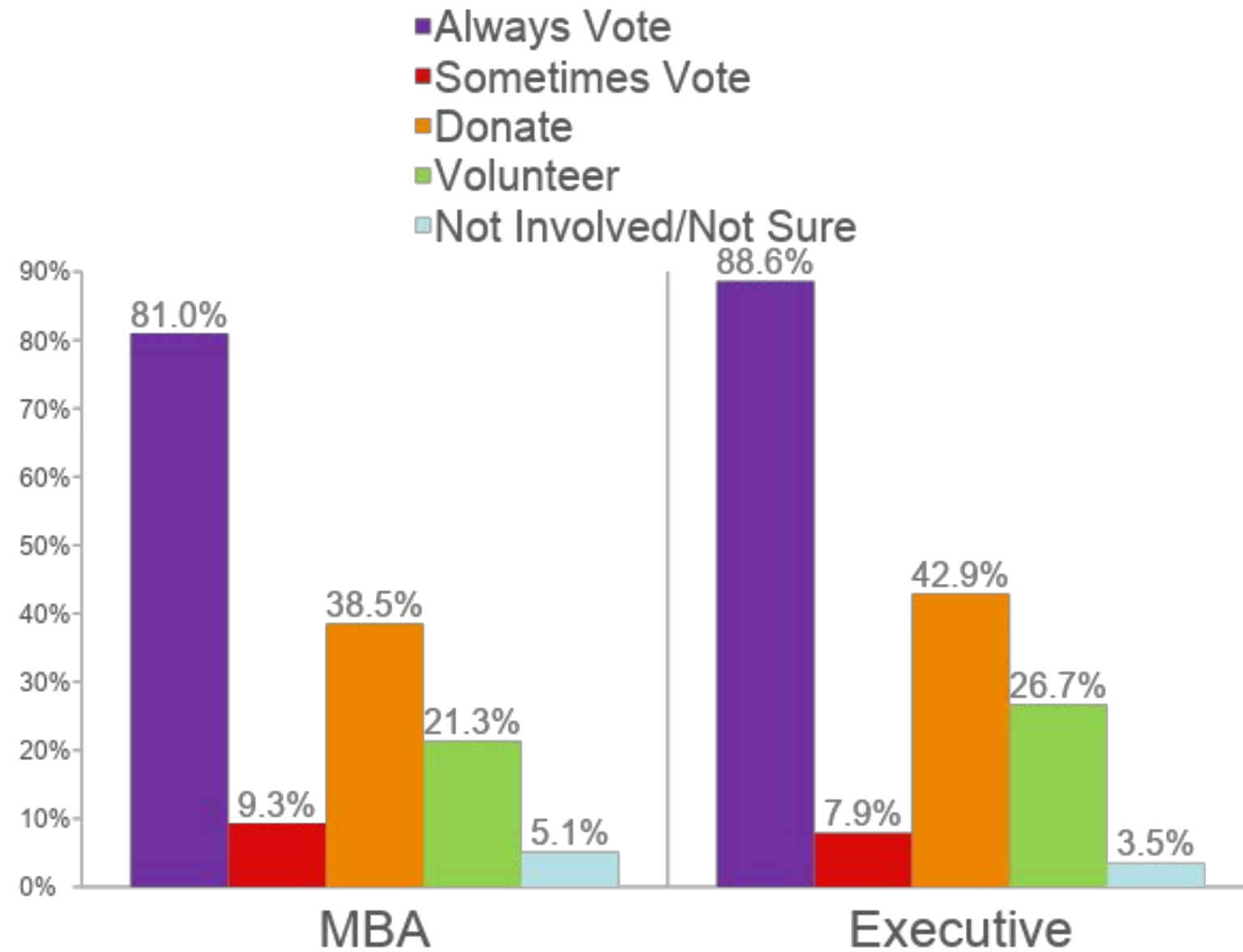




Level and Channels of Voter Engagement

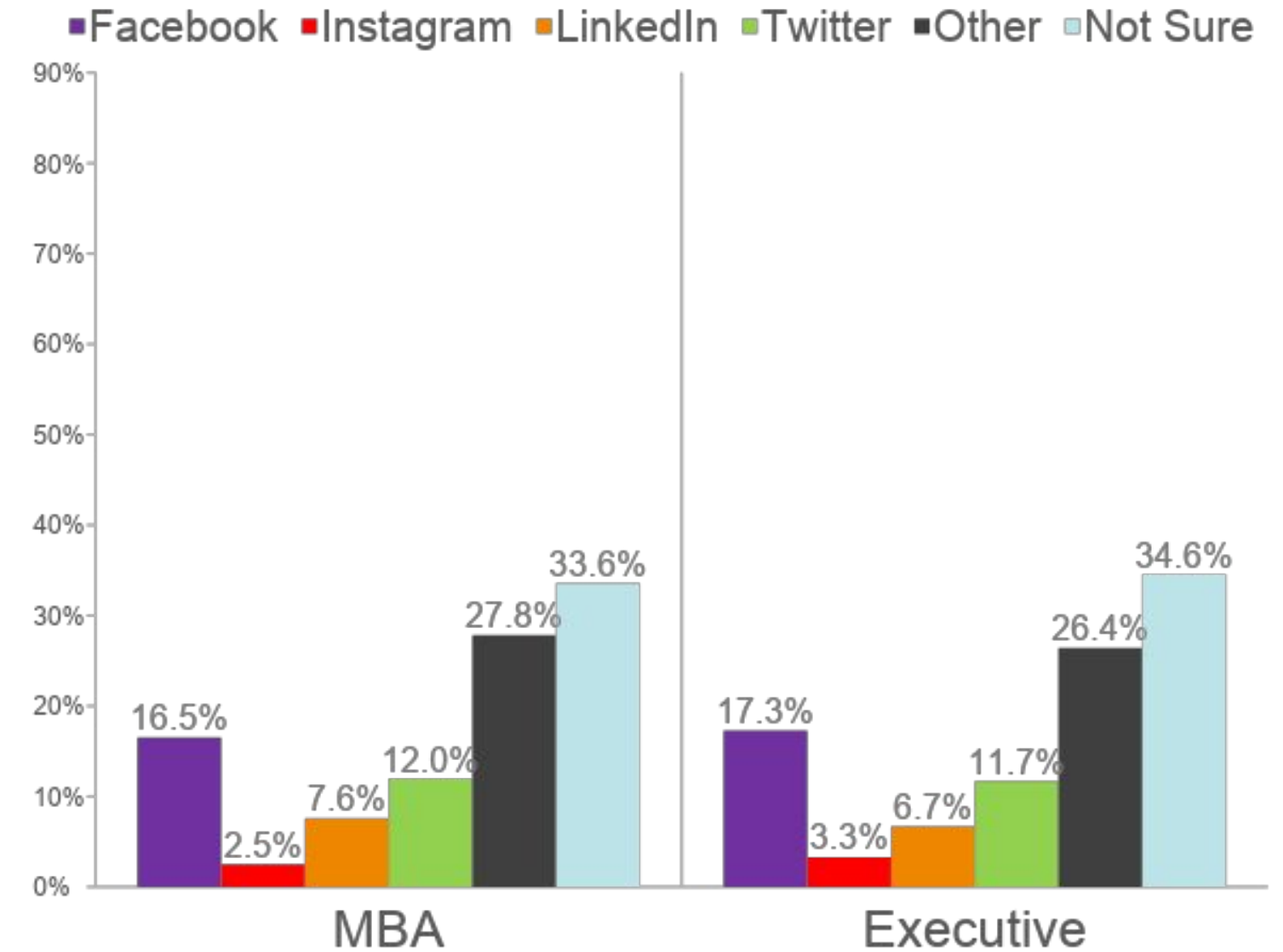
Question Text:

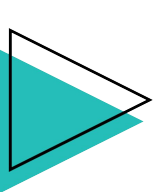
Which of the following best represents how involved you are in the political system?



Question Text:

Which social media platform do you use the most for news and politics?





General Population Comparisons

Question	MBA Support/Agree	Executives Support/Agree	General Population Important/Agree*
Term limits?	84%	82%	75%
RCV?	50%	54%	41%
Independent Commissions?	78%	76%	62%
Fair Elections?	53%	54%	54%
Difficult to Vote?	35%	37%	46%

**Based on Citizen internal polling. Reform questions of general population asked 1-10 scale on how important passing the reform is. Numbers display important to extremely important figures (8-10).*



Agenda

Overview

Universe Comparisons

Survey Results



Key Findings & Recap



Scraped universe key findings.

- ▶ **MBAs and Executives are skewed male and Caucasian.** These trends increase with age, which reflects the overall business and business school patterns of change over the past few decades.
- ▶ **They are slightly more Republican** than the general electorate, though are still a generally balanced group politically.
- ▶ **They tend to vote at high rates** in general elections, especially the past two.



Survey key findings.

- ▶ MBAs and Executives are **generally more concerned about our nation** and more pro-democracy reform than the general population.
- ▶ **Over half of those surveyed believe business leaders have a responsibility to help fix issues** in our democracy.
- ▶ **Most say these issues are at least as important as traditional policy issues** like immigration and abortion.
- ▶ There aren't large differences between the two groups, but **women with MBAs tend to be more Republican and slightly less pro-democracy reform** than males.
- ▶ As a whole, though, **women in both groups are more supportive of democracy reform than men.**



Unique insights.

- ▶ A majority of MBAs and Executives that are Democrats say the United States does not have fair elections and that it is at least somewhat difficult to vote, echoing national trends. Republicans overwhelmingly disagree.
- ▶ Democrats in business also are more likely to say that business leaders have a responsibility to take action in democracy, with 63% of MBAs and 64% of Executives saying so, compared to 48% and 49% of Republicans, respectively.
- ▶ Republicans, Democrats, and independents in business all strongly support independent commissions for redistricting, but there is a gap for all other democracy reform measures asked.



CITIZEN DATA