A hyperpolarized environment, diminished trust in our nation’s leaders, aging voting systems, and rapid advancement in AI technology present us with significant challenges ahead of the 2024 presidential elections.

Expand voting access by providing adequate time for early in-person voting and expanding opportunities for mail voting, with business playing a key role in providing trusted information on available processes.

Maintain nonpartisan administration of elections and encourage poll monitoring on a bipartisan basis. Support and retain experienced poll workers by expanding protections for election administrators.

Build resilience against disinformation through public-private collaboration on educating voters to identify deceptive practices and AI-generated media.

Source: Gallup 2022, The Conference Board, 2023