

How Companies are Responding after a Year of Crises

Meaningful Data, Public Perception and
the Reputation and Risk Impacts

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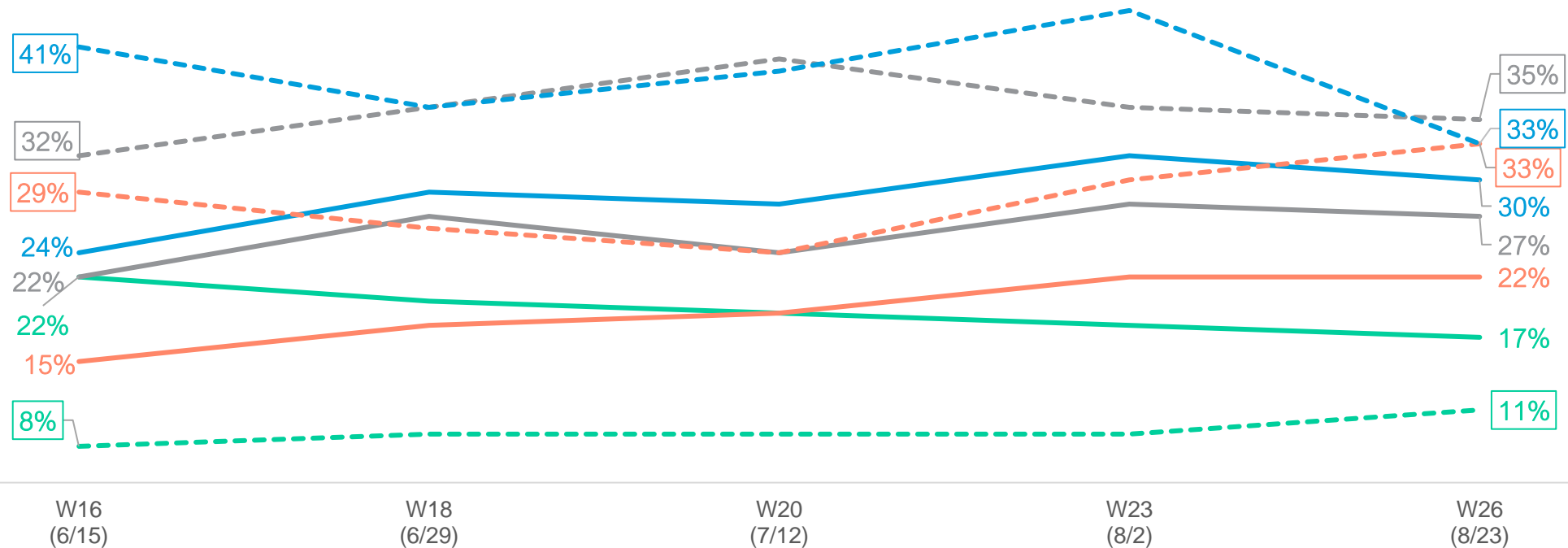




Black Americans are especially affected economically by the pandemic

As a result of the current pandemic, have you or your household been impacted financially in any of the following ways?

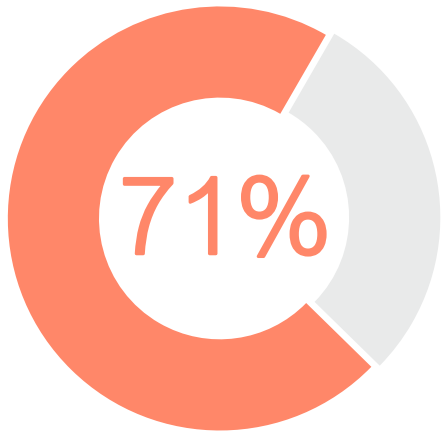
- White: I have not been impacted financially
- White: Provided financial support for a family member
- - - Black: I have not been impacted financially
- - - Black: Provided financial support for a family member
- White: Missed a bill payment
- White: Sought out new or additional sources of income
- - - Black: Missed a bill payment
- - - Black: Sought out new or additional sources of income





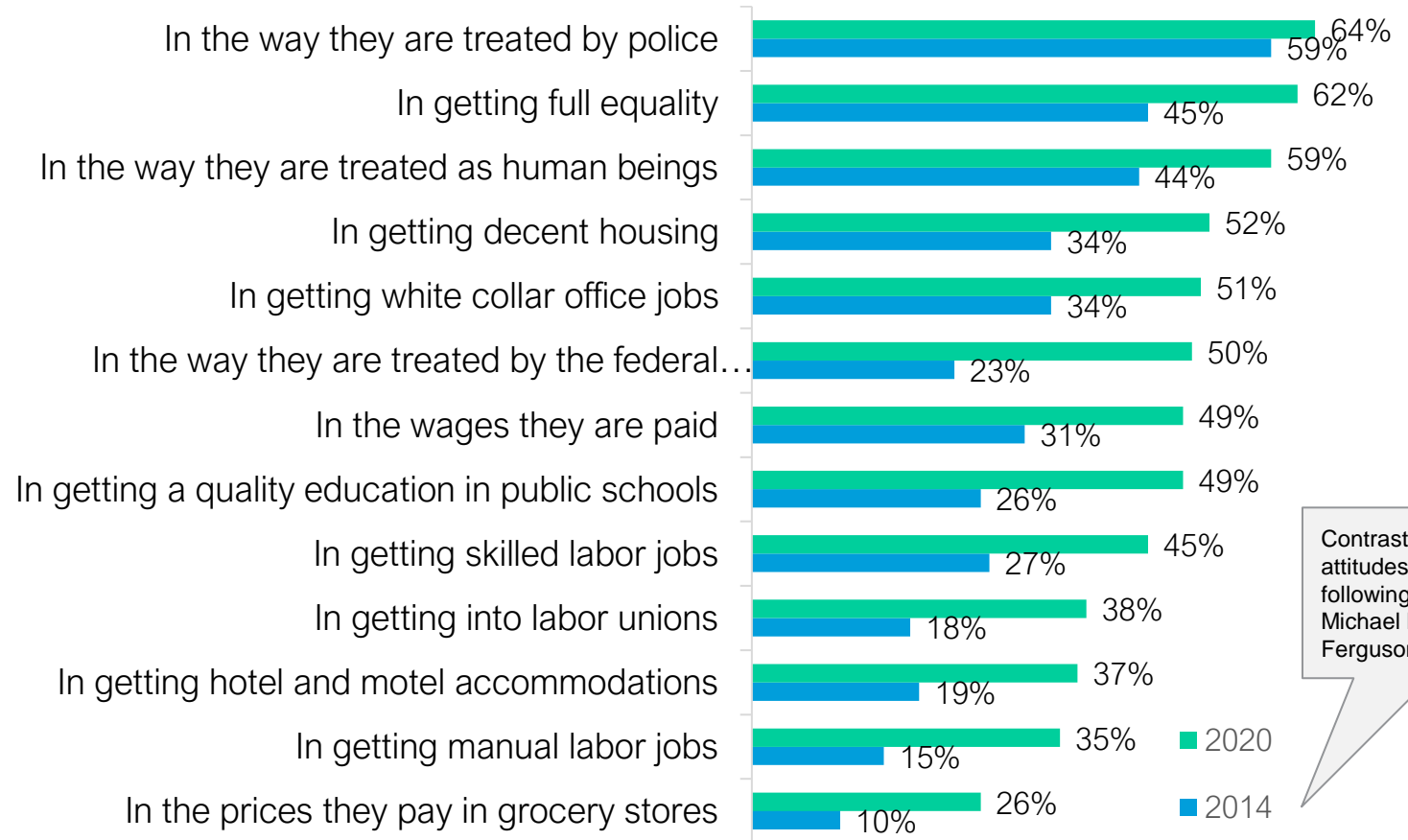
Americans more empathetic toward black community since Ferguson in 2014

Do you believe there is systematic racism in America?
% Yes



BASE: AGES 18+
Source: Harris Poll COVID-19 Tracker Wave 17, June 18-20, 2020

For each of the following, please indicate if you think black people are discriminated against in that area or not.



Contrasted with American attitudes immediately following the killing of Michael Brown in Ferguson Mo in 2014

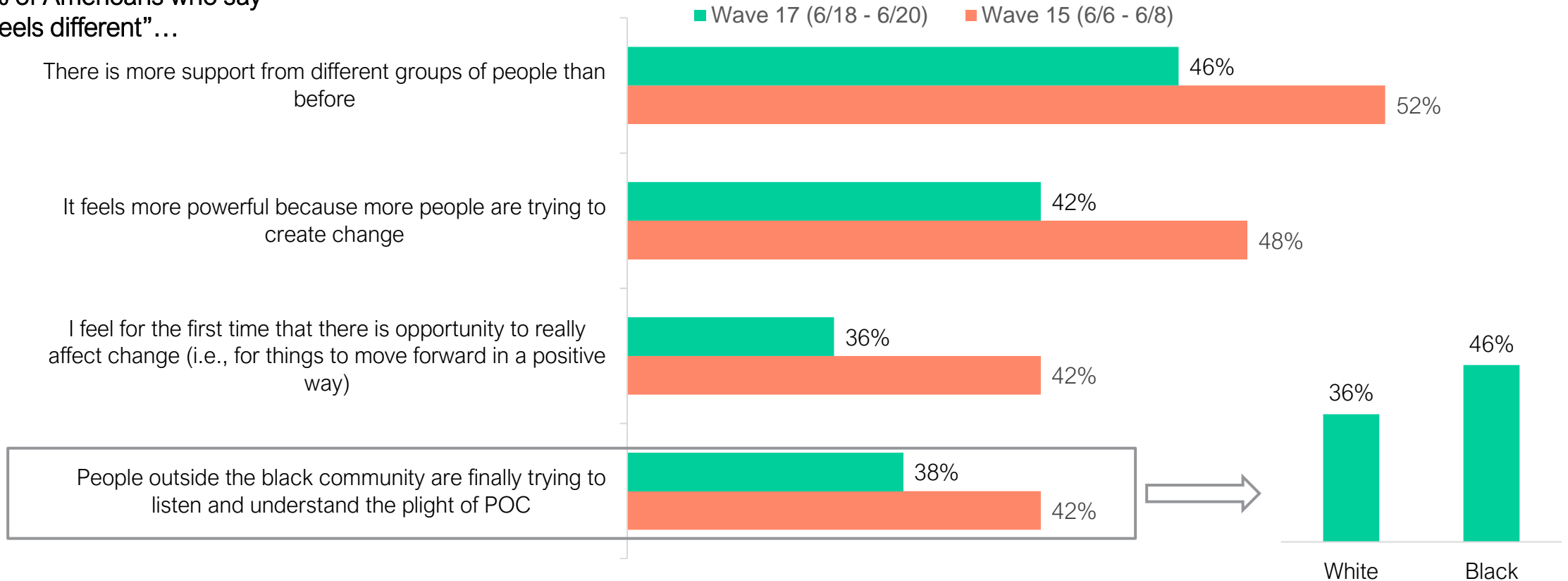
BASE: AGES 18+
Source: Harris Poll COVID-19 Tracker Wave 17, June 18-20, 2020



Americans say this time feels different: more support from diverse groups

Which of the following describes why you feel this moment in the racial equality movement "feels different"?

Of the 77% of Americans who say "this time feels different"...



BASE: AGES 18+
Source: Harris Poll COVID-19 Tracker Wave 17, June 18-20, 2020



A strong majority of Americans feel this is lowest point in nation's history

Is This The Lowest Point In History You Can Remember?
% Yes

2020



BASE: AGES 18+
Source: APA Civil Unrest Survey by The Harris Poll, June 2020

2019 and 2018



BASE: AGES 18+
Source: APA Annual Stress in America Survey by The Harris Poll, 2019; Annual Stress in America Survey by The Harris Poll, 2018

2017



BASE: AGES 18+
Source: APA Annual Stress in America Survey by The Harris Poll, 2017

65% of voters say country is on the wrong track in July 2020
Up from **58%** in May 2020 and **54%** in March 2020

BASE: AGES 18+
Source: Harvard CAPS Harris Poll, July 2020

Newsweek June 19, 2020

Most Americans Say This Is Lowest Point in U.S. History in Living Memory

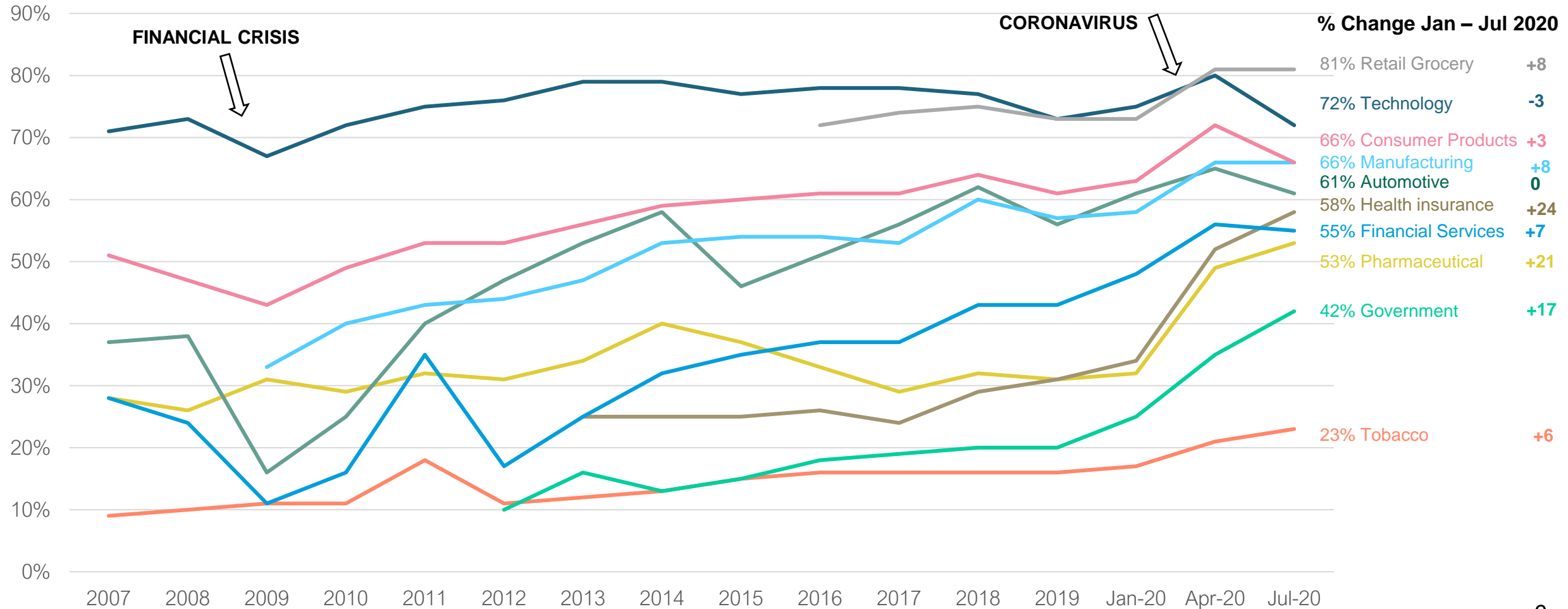
Newsweek June 23, 2020

Americans Who Think Country Is on the Right Track at Three-Year Low: Poll



In this crisis, companies seen as part of solution rather than the problem

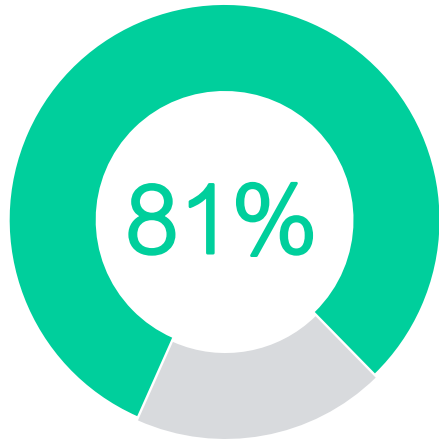
Select Industry Reputation Trends (% Positive Reputation; 5, 6, or 7 on a 7-point scale)





Americans want stability, direction; turn to companies with purpose, ethics

Large companies asked to step into the void of leadership



Agree that large companies with resources, infrastructure, advanced logistics are **even more vital now to America's future** than before the pandemic.

Corporate America more trustworthy/reliable than gov't



Trust companies more than the federal government to find solution on COVID-19 and racial equality.



Say companies were more reliable than the federal government in keeping America running during the COVID-19 pandemic and related shutdown.

Consumers look to companies to speak out on social issues

79% Feel a company's vision of the world is more important now than in past

79% Expect a company's leadership to respond to COVID-19 and racial inequality

81% Feel even if a company stumbles it's **important to see how they think** and what their intentions are

82% Would forgive a company for a **least trying to help**, even if they don't get it right (when speaking out)

72% Is **living up to their internal values** (when speaking out)

BASE: AGES 18+
Source: Harris Poll RQ

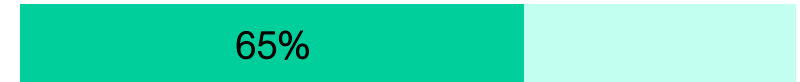
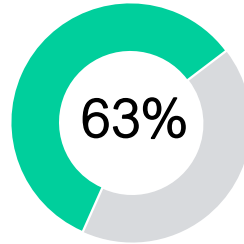


Majority of Americans feel companies addressing pandemic, not inclusivity

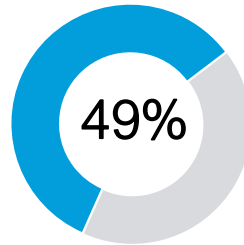
How much do you **feel you know** about how large companies are responding to...
(% great deal/a fair amount)

What proportion of large companies do you think are **on the right track** in how they are addressing...
(% most/many of them)

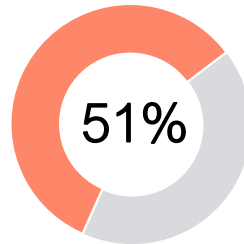
The COVID-19 pandemic



The economic security of their workforce



Racial injustice in this country



BASE: AGES 18+
Source: Harris Poll COVID-19 Tracker Wave 22, July 24-26, 2020