



Company Reputation amid COVID-19 and Black Lives Matter: Data from The Harris Poll

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Weathering the Storm of the Three Crises: Health, Economic and Social

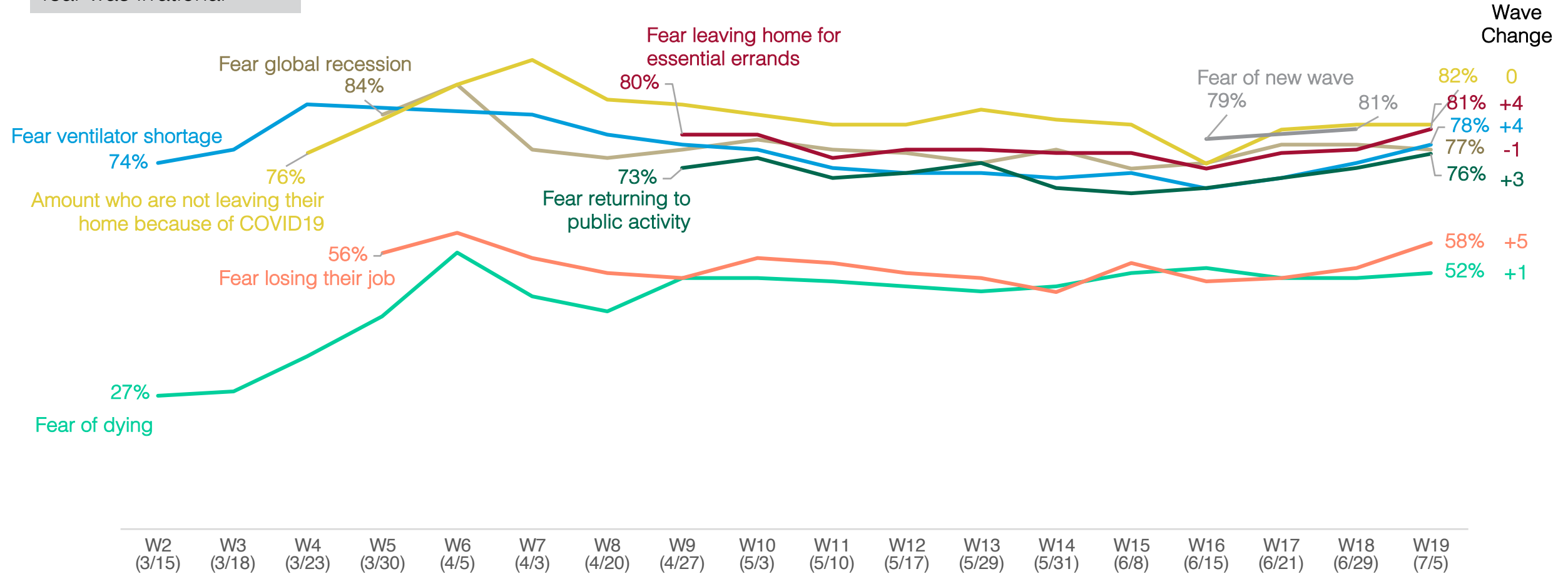


The Task For Business Leaders: Lifting The Curtain of Fear

54% thought national fear was irrational

Trended Fear Curves During COVID19

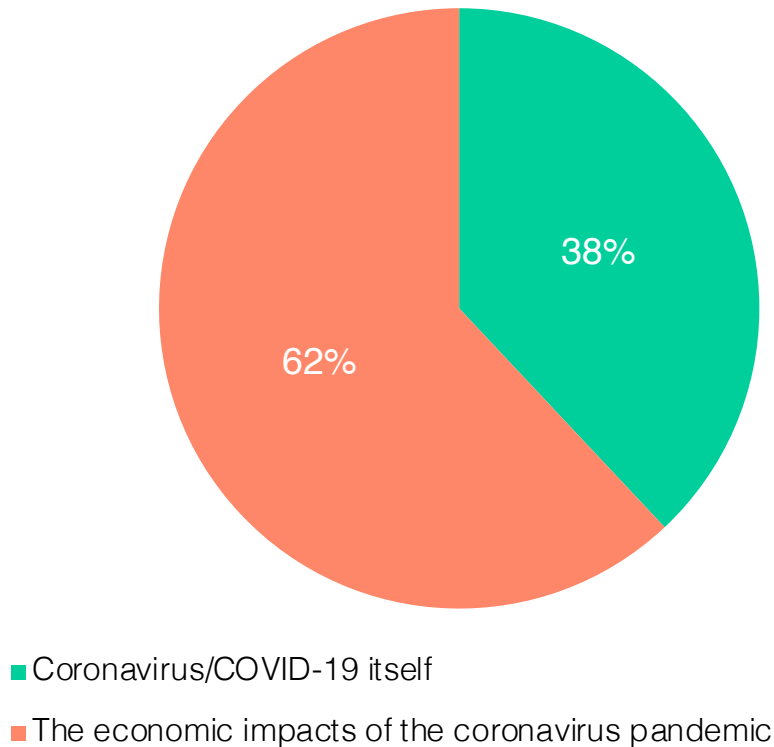
76% now think national fear is sensible



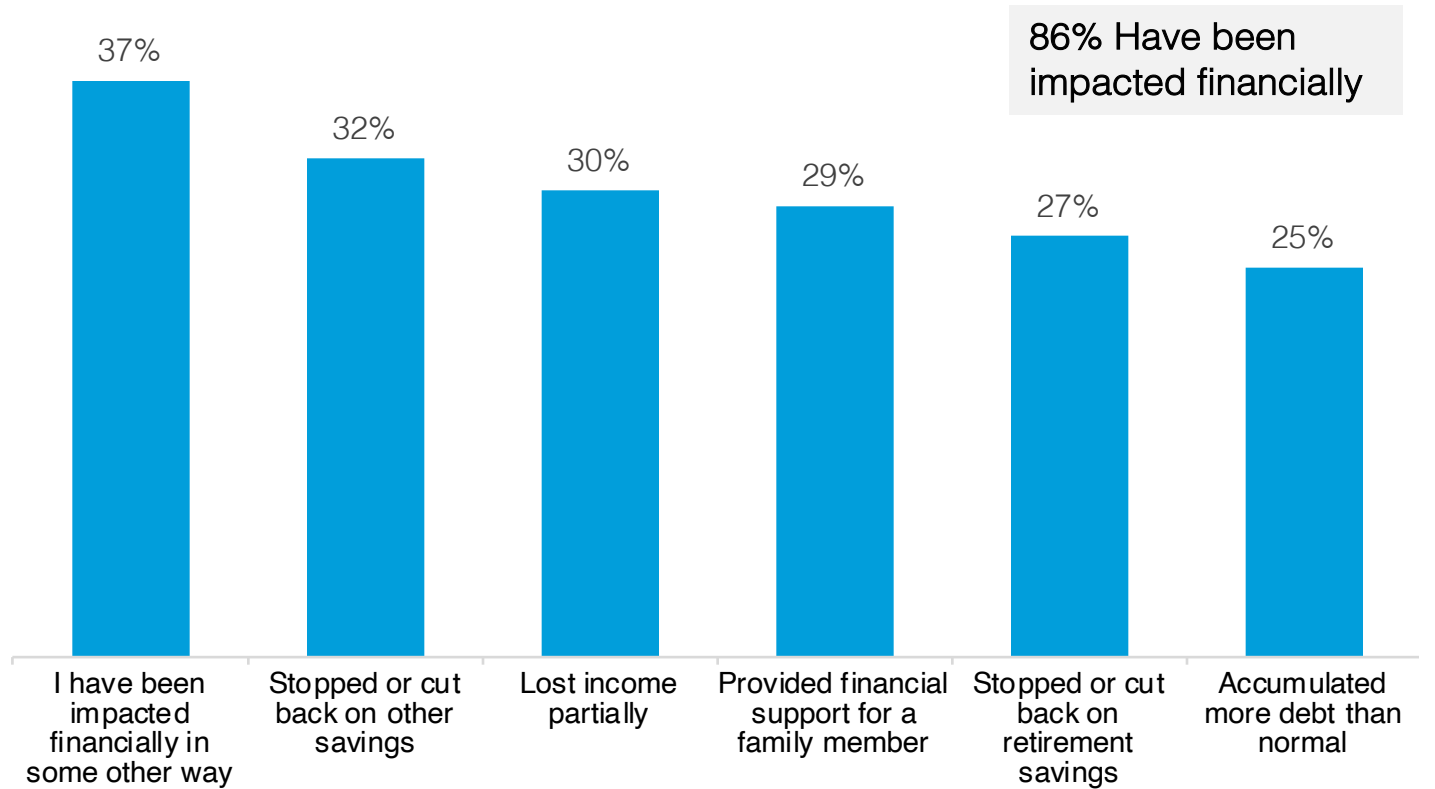


Americans Say Economic Impact Will Have a Bigger Effect Personally than the Virus Itself

Which do you think will have a bigger effect on you and your family?



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



Source: Harris Poll COVID19 Tracker Wave 19

BASE: GENERAL PUBLIC W19 (1957)

LI01 Which do you think will have a bigger effect on the life of you and your family?

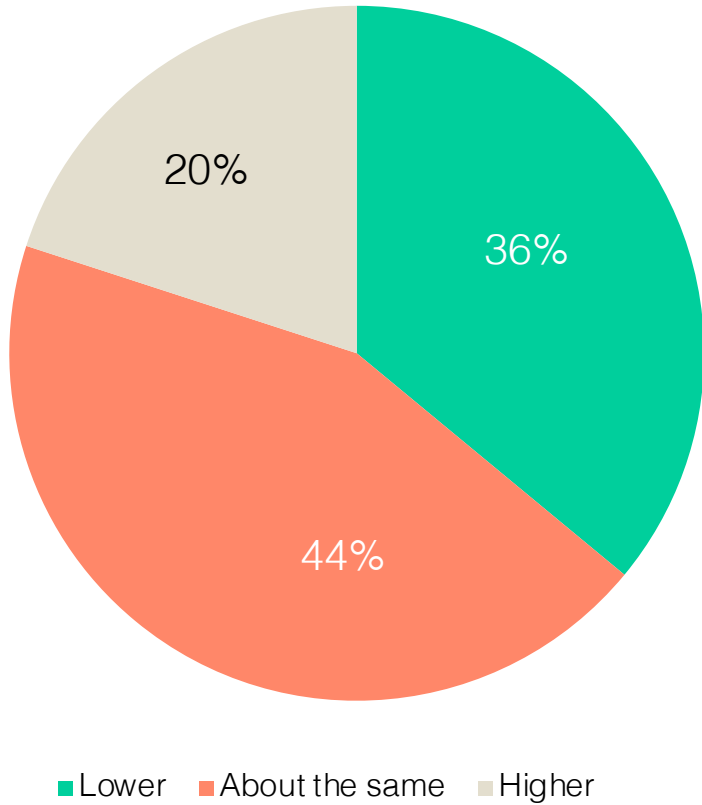
EMP05 As a result of the current pandemic, have you or your household been impacted financially in any of the following ways?

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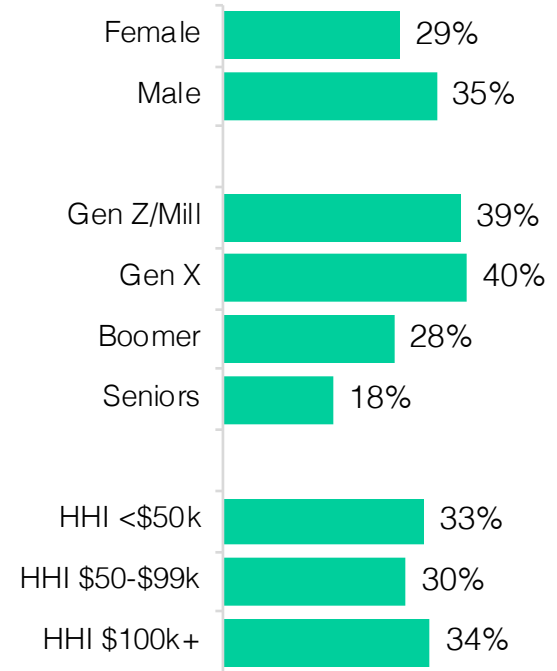


And Over a Third Expect Lower Income in 2020 and One-Quarter Are Seeking New Sources

Do you think your income in 2020 will be lower, higher or about the same as it was in 2019?



32% have sought out new/additional sources of income



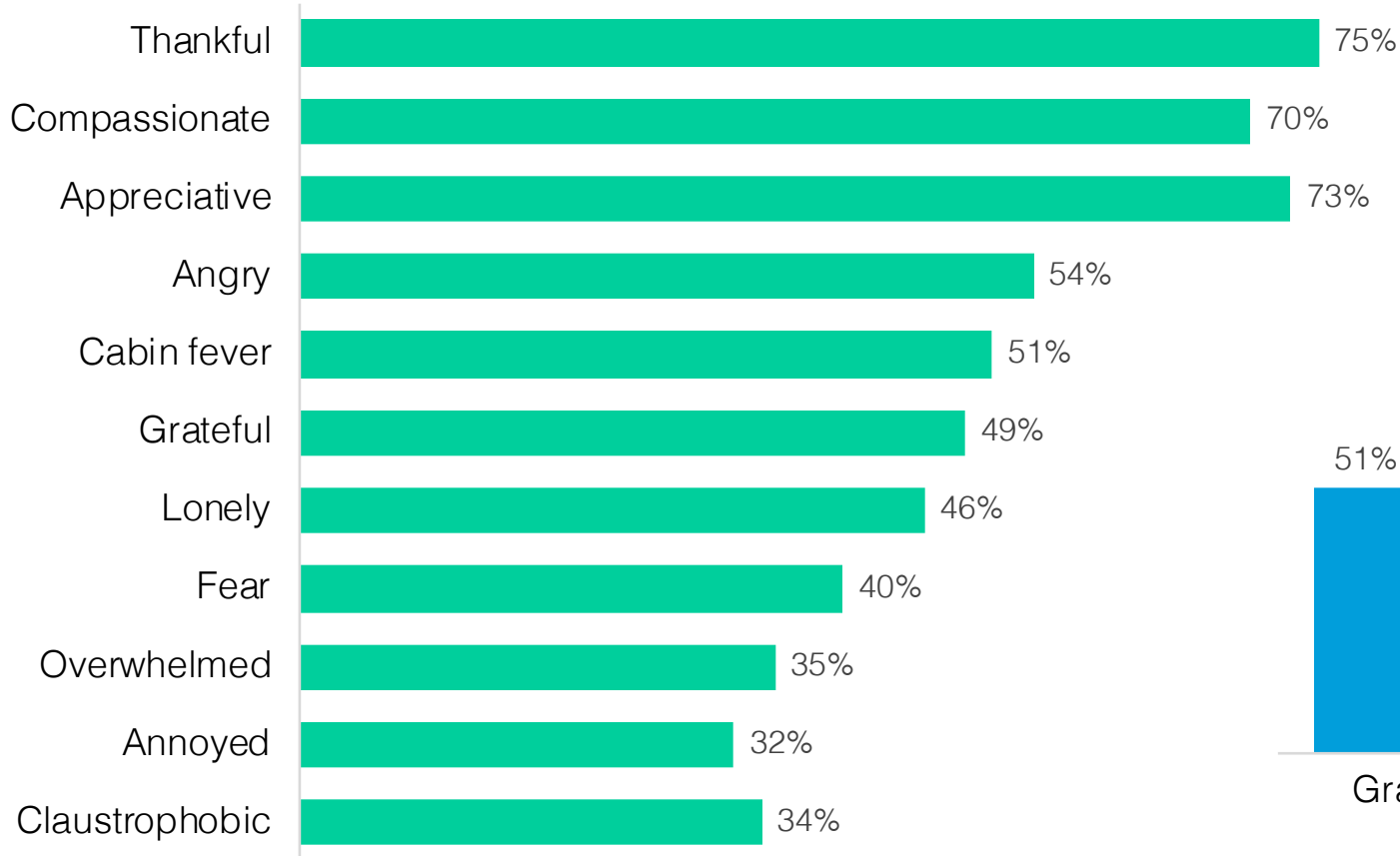
Source: Harris Poll COVID19 Tracker Wave 19
BASE: GENERAL PUBLIC W19 (1957)
Q9 Do you think your income in 2020 will be lower, higher or about the same as it was in 2019?
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*Statistically Significant Difference

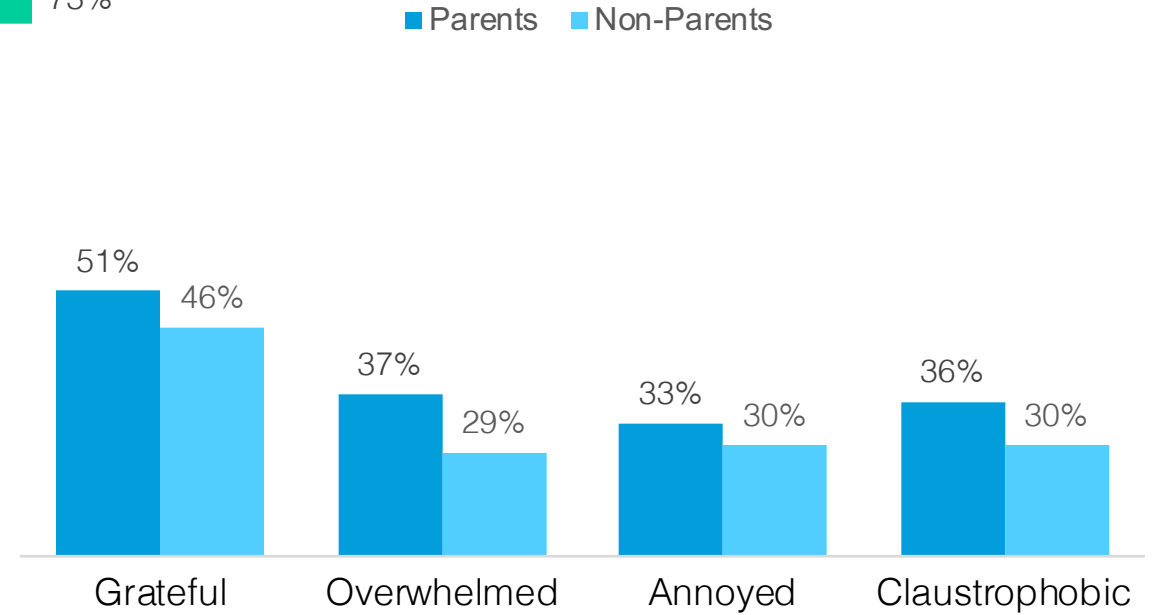


We Are Experiencing a Mix of Emotions During the Pandemic

Have you felt any of the following recently due to the COVID-19 pandemic?



* Especially Parents!

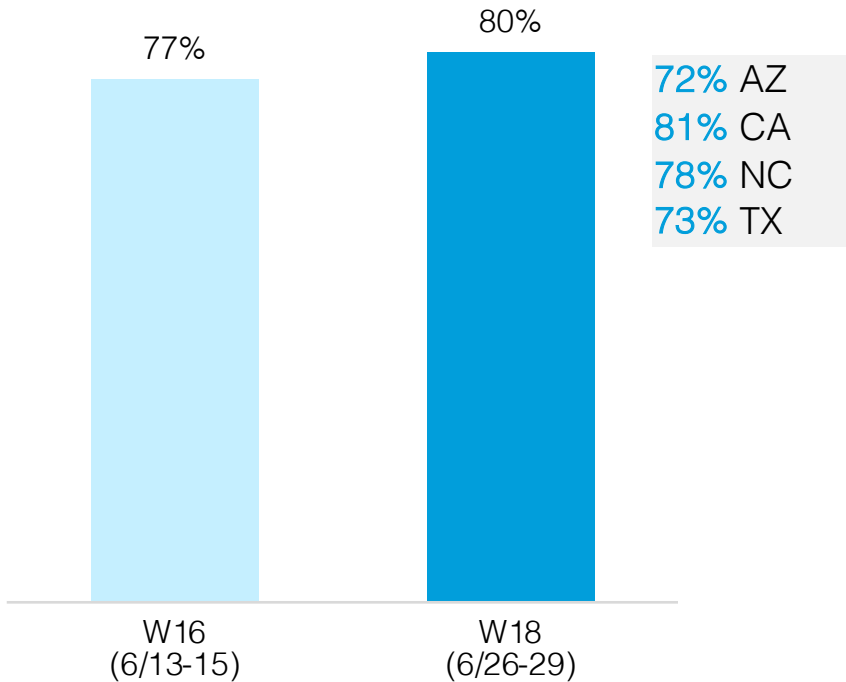




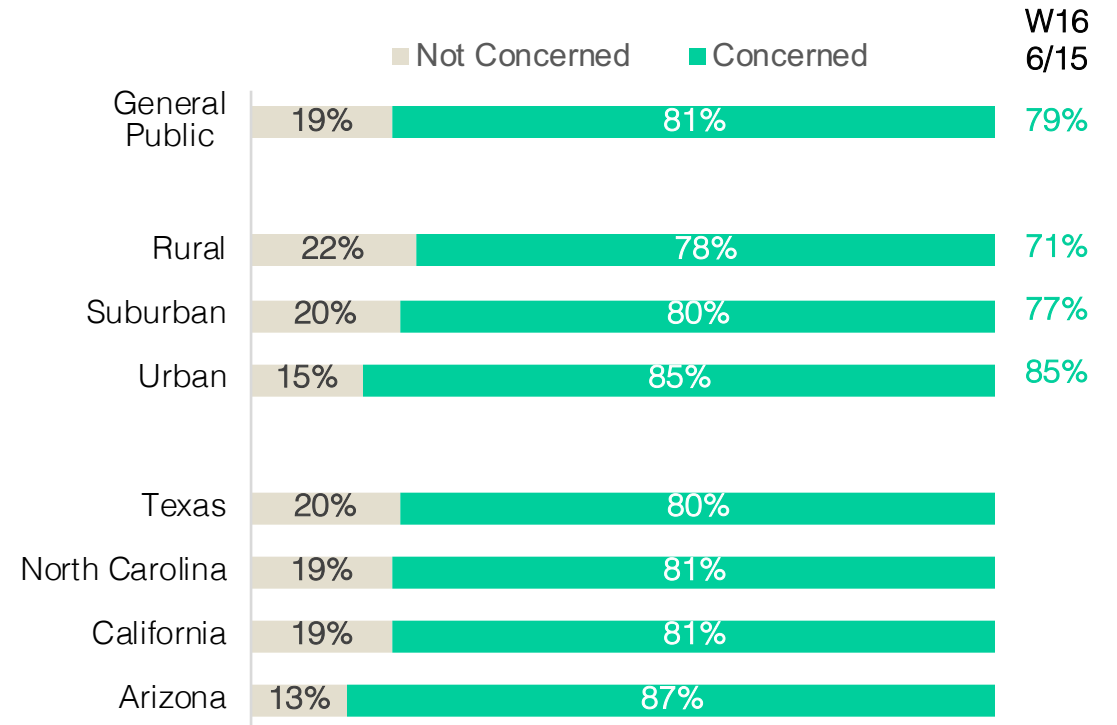
Majority Say Lockdowns Were Effective, but Many Are Concerned about a New Wave

How effective do you think the lockdowns (e.g., closing of non-essential business and stay-home orders) were in your area?

% Effective



How concerned are you of a new wave of COVID-19 outbreak in your area?

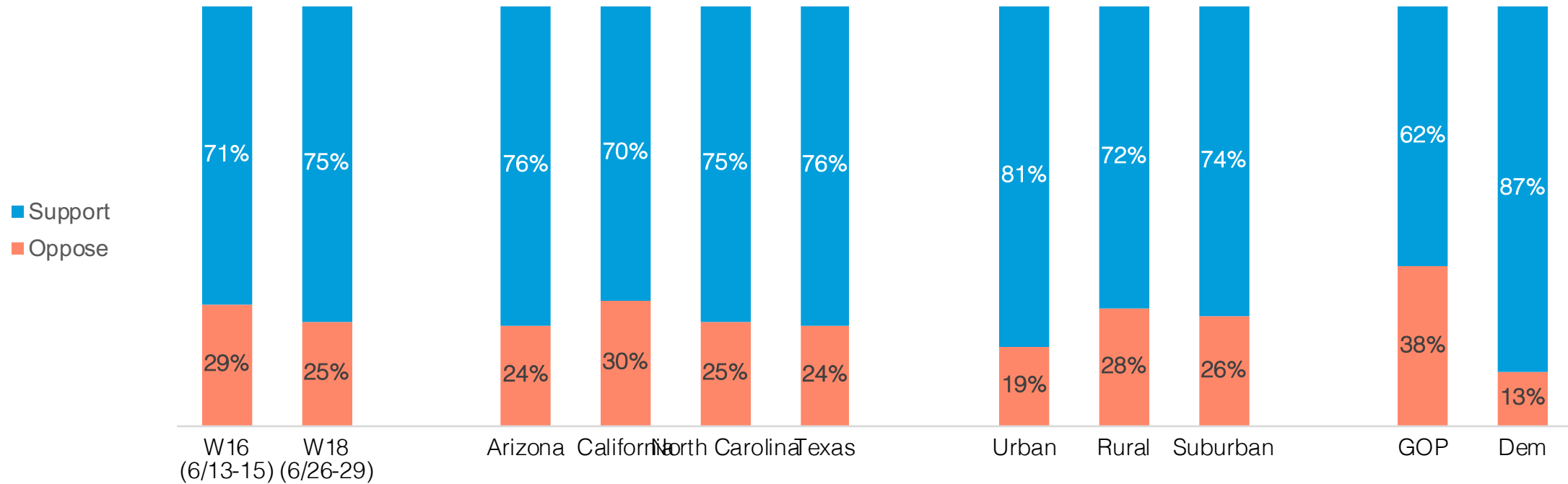


Source: Harris Poll COVID19 Tracker W18
 BASE: GENERAL PUBLIC W18 (3161); URBAN (1003); SUBURBAN (1449); RURAL (709); ARIZONA (116); CALIFORNIA (290); NORTH CAROLINA (162); TEXAS (290)
 COV03 How effective do you think the lockdowns (e.g., closing of non-essential business and stay-home orders) were in your area?
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Facing Uncertainty, Americans Are Taking a Practical Approach to the Future Living with COVID-19

If there was a surge of cases of COVID-19 in your state, would you support or oppose another lock down/a lock down?



Source: Harris Poll COVID19 Tracker W16

BASE: GENERAL PUBLIC W16 (1963); Urban (637); Rural (913); Suburban (413); GOP (679); Dem (671); ARIZONA (116); CALIFORNIA (290); NORTH CAROLINA (162); TEXAS (290)

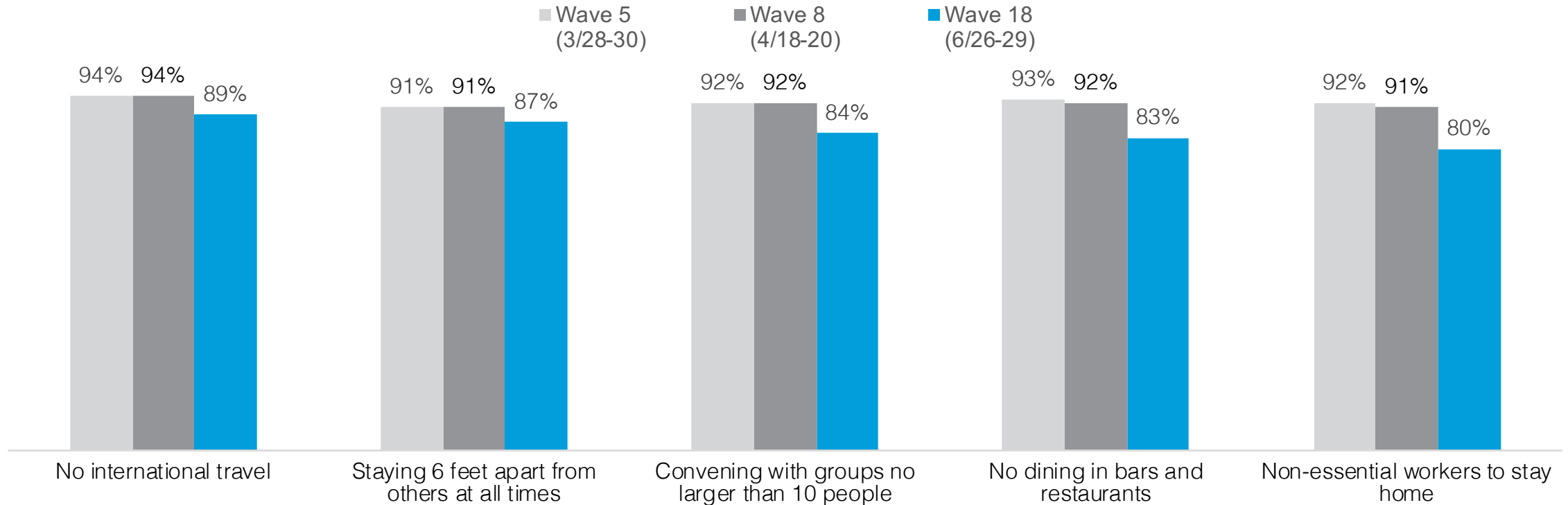
COV05 If there was a surge of cases of COVID-19 in your state, would you support or oppose another lock down/a lock down?

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But Willingness To Sacrifice for Mandated Restrictions Is Starting To Wane Across The Country

Would you obey the following mandated restrictions?
% Would Follow Restriction



Source: Harris Poll COVID19 Tracker Wave 16
BASE: GENERAL PUBLIC W5 (2016); W8 (2020); W18 (3161)
Q8 Would you obey the following mandated restrictions?
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Consumer Confidence Correlates with Distance and Familiarity

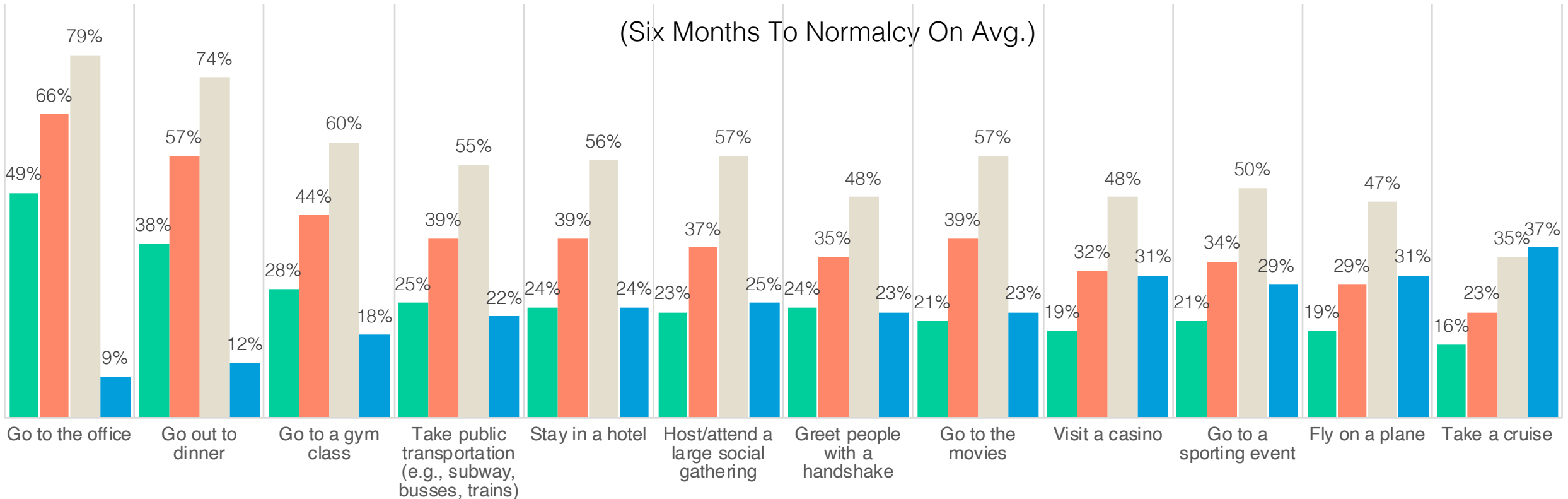
Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?



Poll: Two-Thirds Of Americans Won't Travel For At Least Three Months After COVID-19 Subsides

■ Immediately/1-30 days ■ up to 3 months ■ up to 6 months ■ 1 year or longer

(Six Months To Normalcy On Avg.)



Source: Harris Poll COVID19 Tracker Wave 19

BASE: GENERAL PUBLIC W19 (1957)

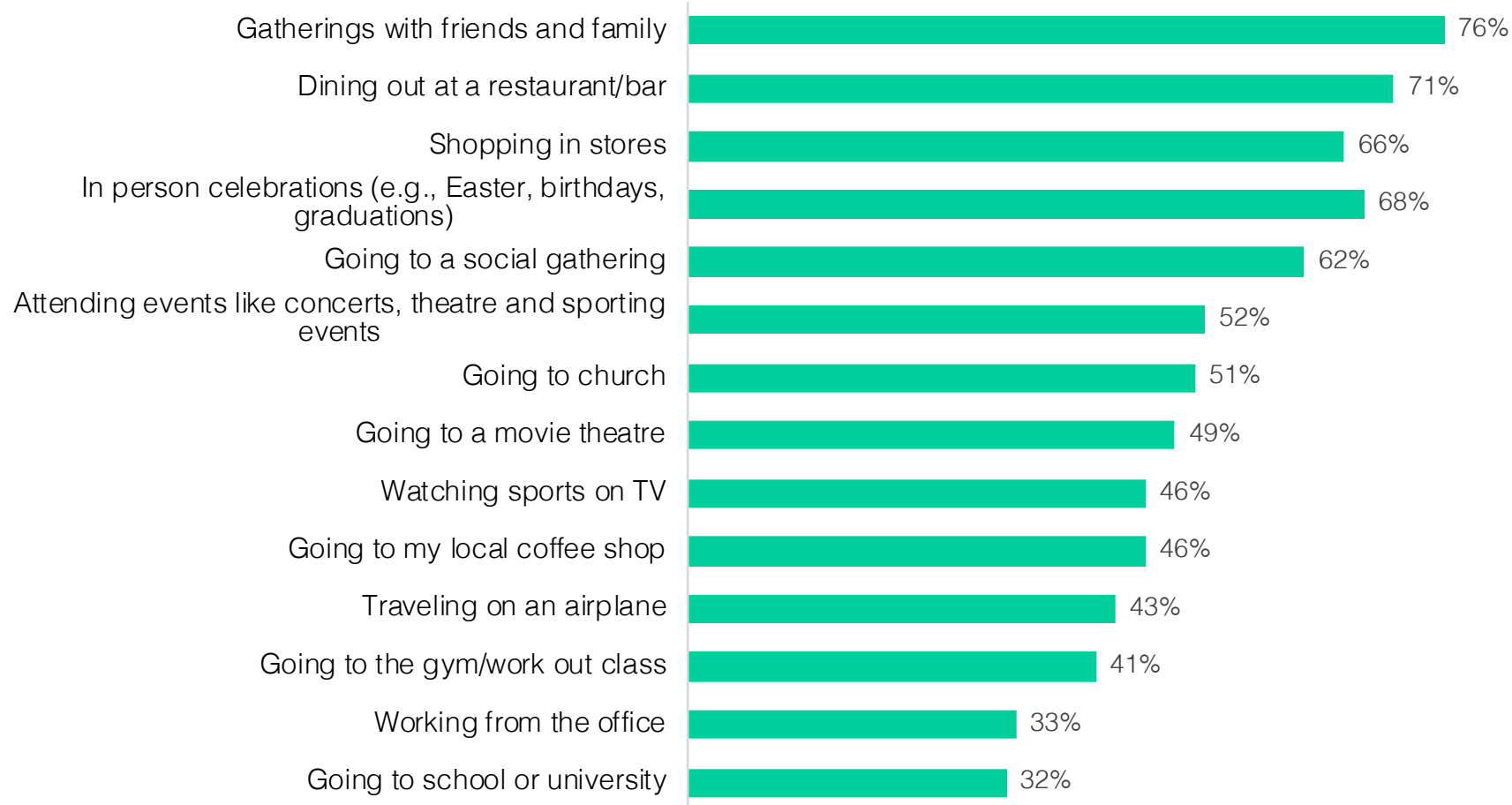
Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

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However, Americans Want Their Life Back

How much would you say you miss each of the following during this time of virus-related shutdowns?
% A lot/Somewhat



Source: Harris Poll COVID19 Tracker Wave 19

BASE: GENERAL PUBLIC W19 (1957)

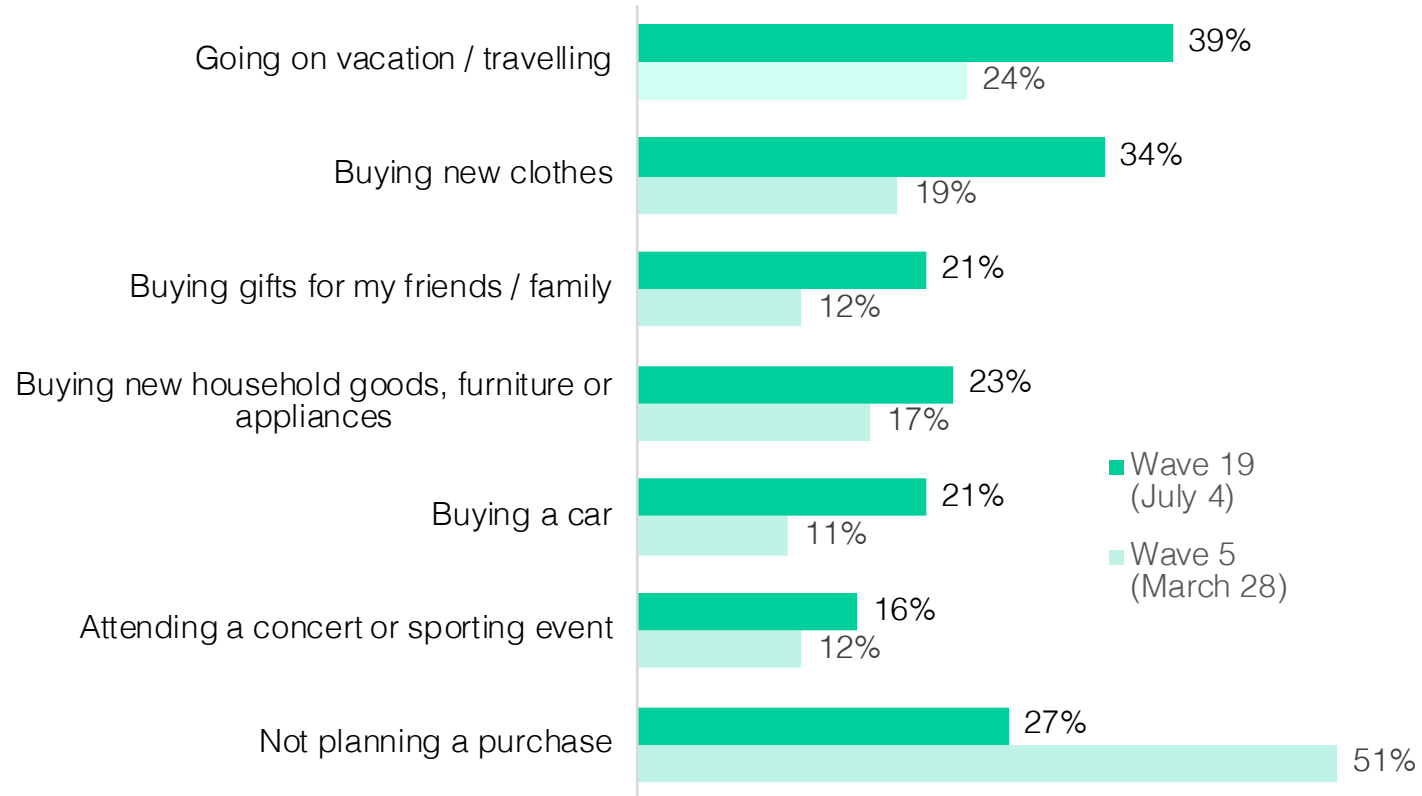
FR05 How much would you say you miss each of the following during this time of virus-related shutdowns?

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And Pent-Up Demand is Building Across Categories ('Revenge Spending')

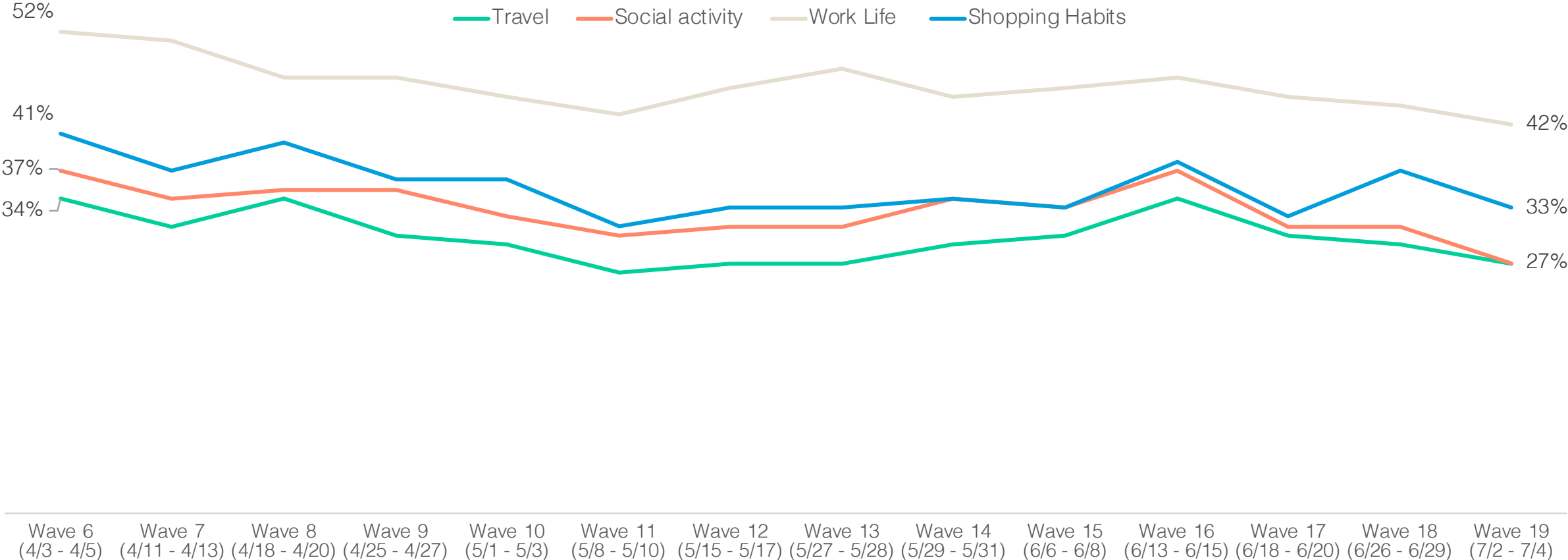
Major Purchases Planned Once Things Return To Normal





Returning To Life As it Was Before Feels Less Realistic; COVID-19 is Permanently Changing 'Normal'

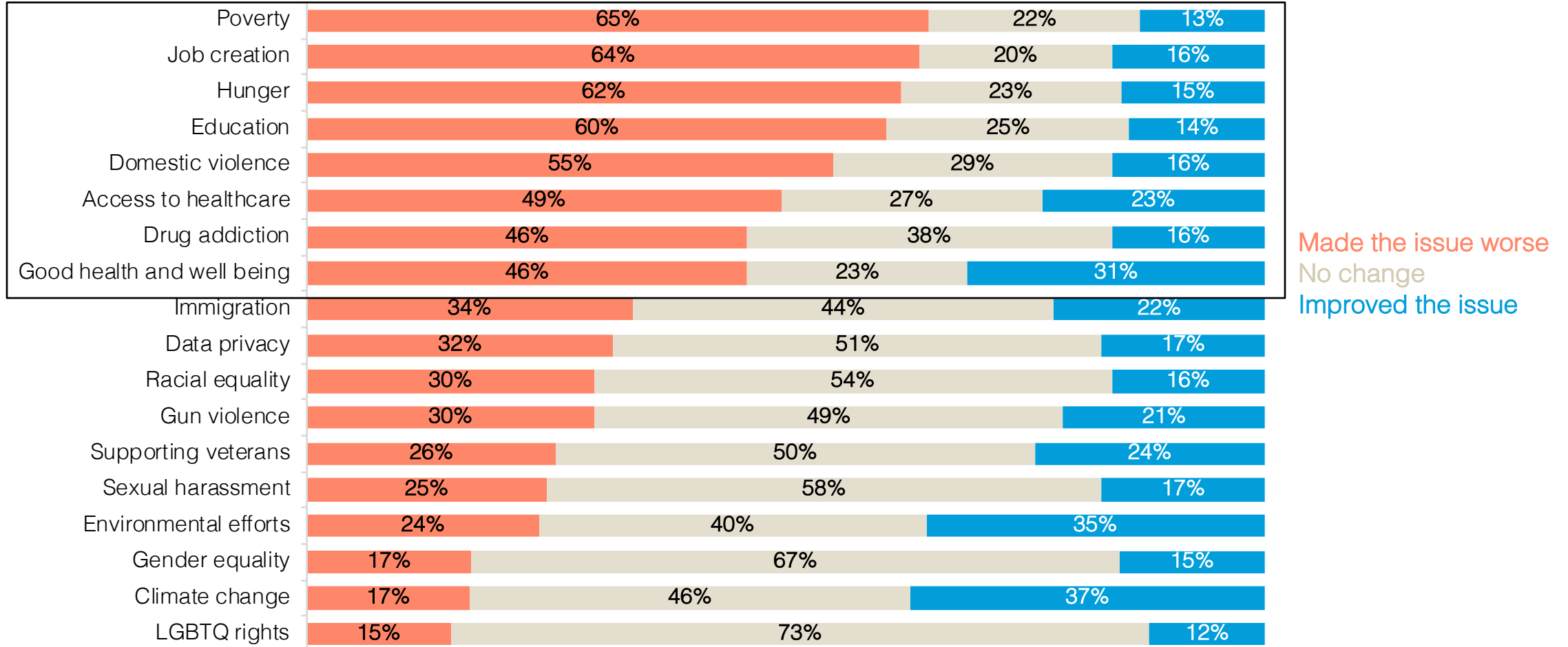
Once the pandemic is over, what do you think will be very different, somewhat different or mostly the same?
(% saying 'mostly the same' after COVID-19)





And Americans say the Pandemic Has Exacerbated Society's Most Devastating Inequalities

How do you think the pandemic has impacted the following issues?



Source: Harris Poll COVID19 Tracker Wave 13

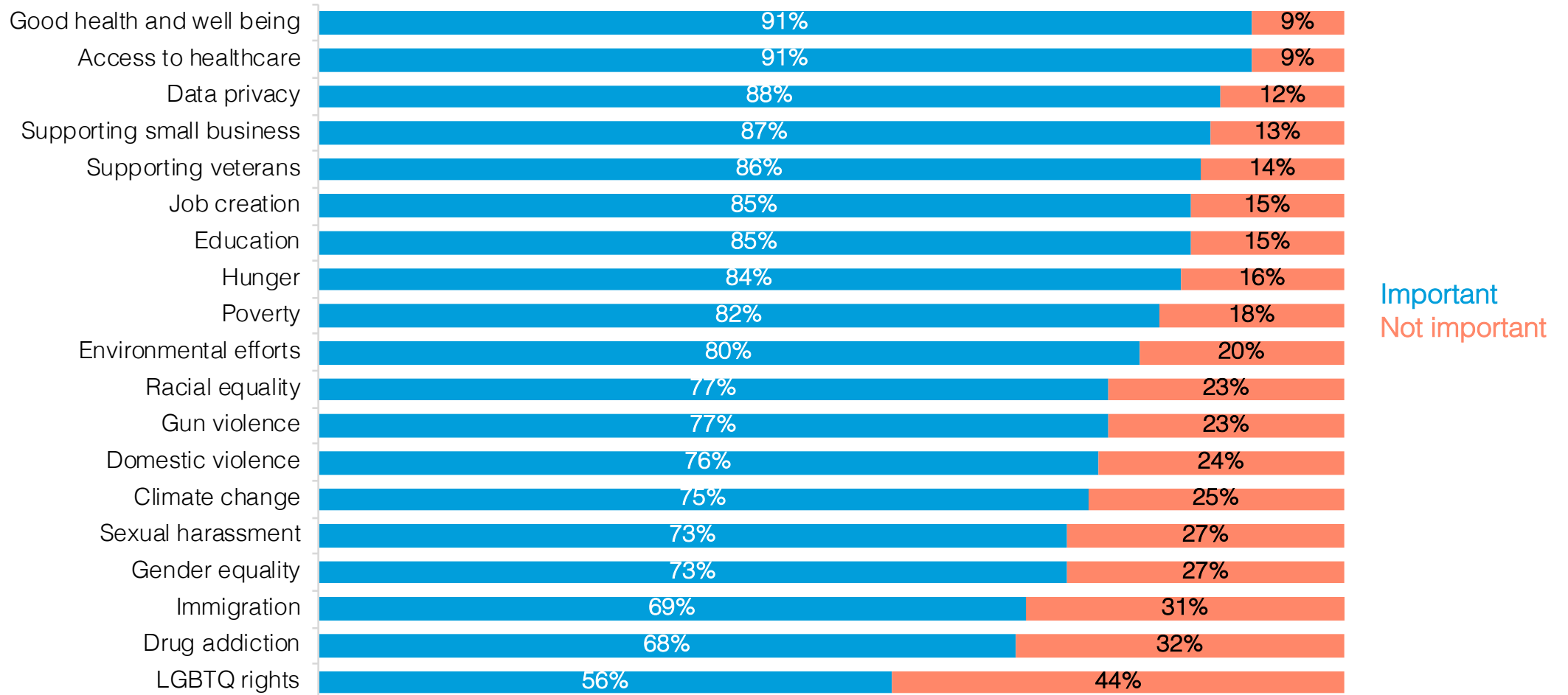
BASE: GENERAL PUBLIC (2032)

WAL11 How do you think the pandemic has impacted the following issues?
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COVID and BLM Has Reinforced Urgency On Issues Which Are Core To Thriving Livelihoods

Thinking about your life moving forward, how important are the following issues to you personally?



Source: Harris Poll COVID19 Tracker Wave 13

BASE: GENERAL PUBLIC (2032)

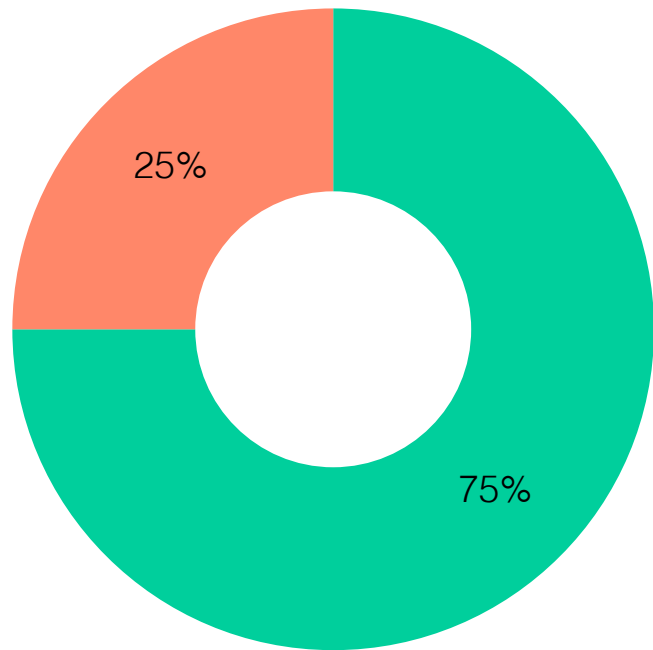
WAL12 Thinking about your life moving forward, how important are the following issues to you personally?

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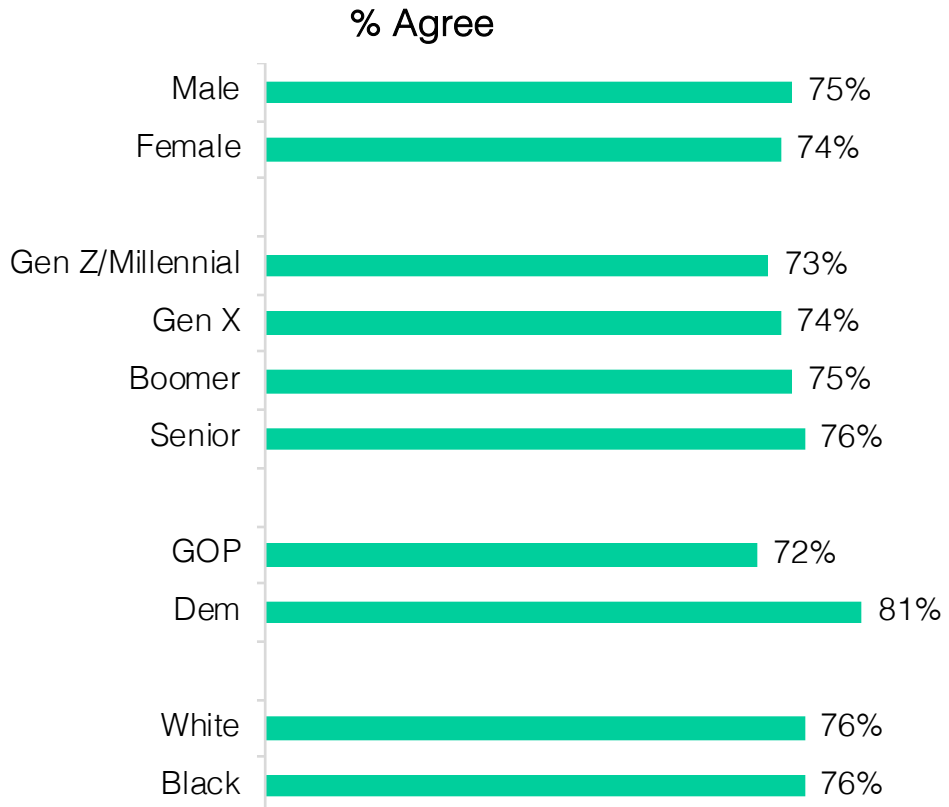


Critically, Americans Agree That This Time “Feels Different” in the Movement for Racial Equality

Would you say you agree or disagree that this moment in the racial equality movement “feels different” than it has in the past?



■ Agree ■ Disagree



Source: Harris Poll COVID19 Tracker Wave 15
BASE: GENERAL PUBLIC W15 (1969); GEN Z/MILL (673); GEN X (545); BOOMER (410); SENIOR (65+); DEM (691); GOP (651); WHITE (1486); BLACK (191)
RC4 Would you say you agree or disagree that this moment in the racial equality movement “feels different” than it has in the past?
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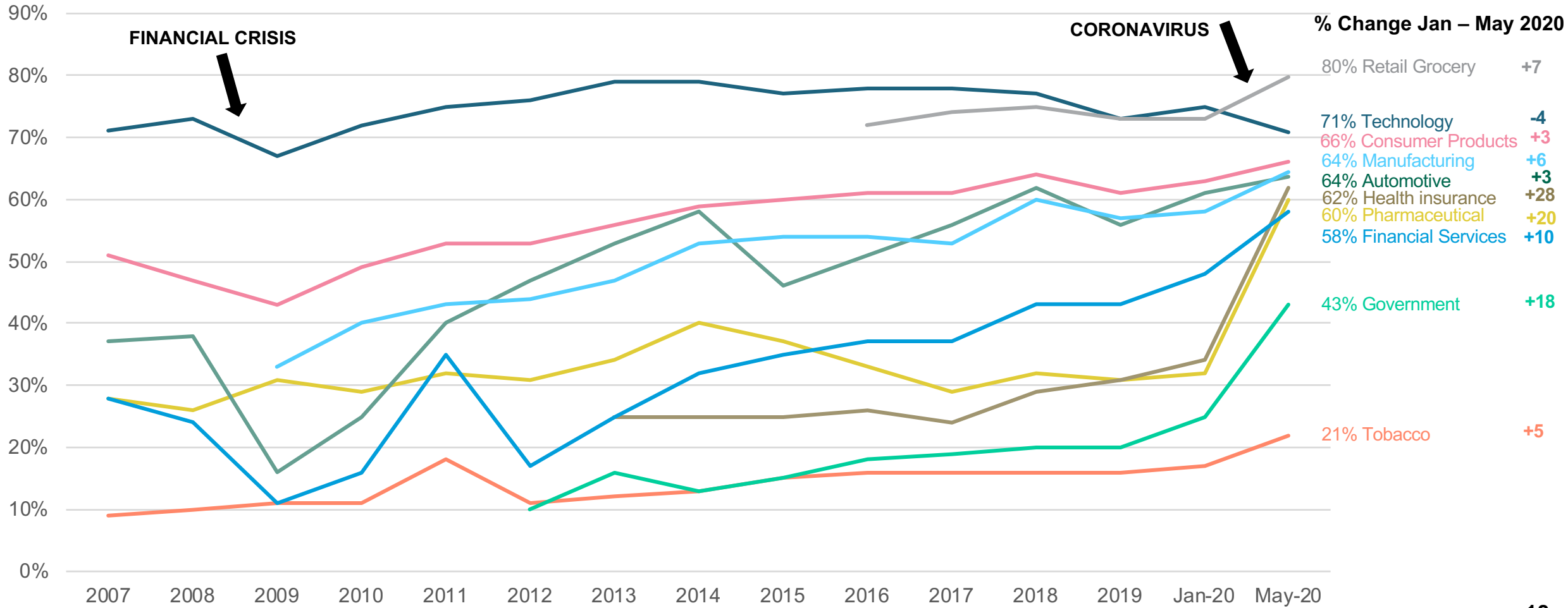
Where We Are: The Cycle of Responding, Re-Calibrating and Restarting

How we have changed and what we still need to overcome...



In The Last Crisis, Companies Were Part of The Problem ...

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

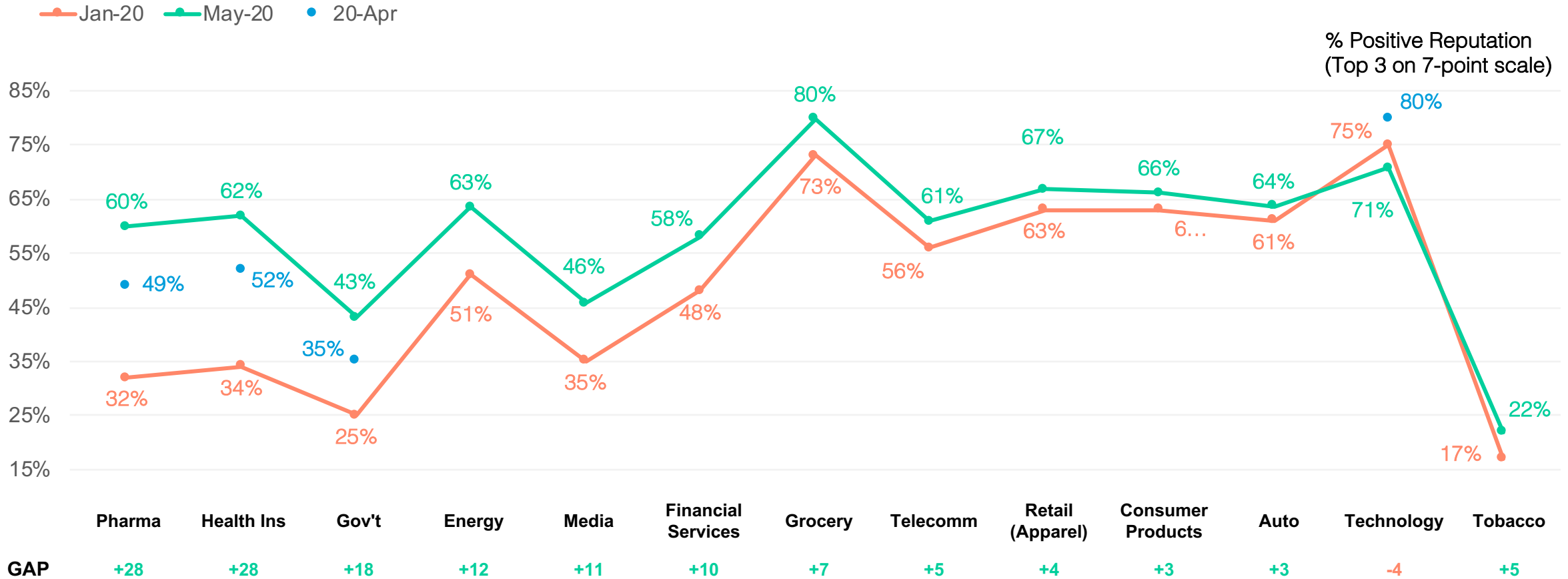


Base: All gen pop respondents (Jan: n=25,880, Apr: n=1,039) Q1314 For this question, we'd like you to think about industries in general. How would you rate the overall reputation of the following industries, where "1" means the industry has a "Very Bad" reputation and "7" means the industry has a "Very Good" reputation?



This Time, Companies Are Part of The Solution

How would you rate the overall reputation of the following industries?

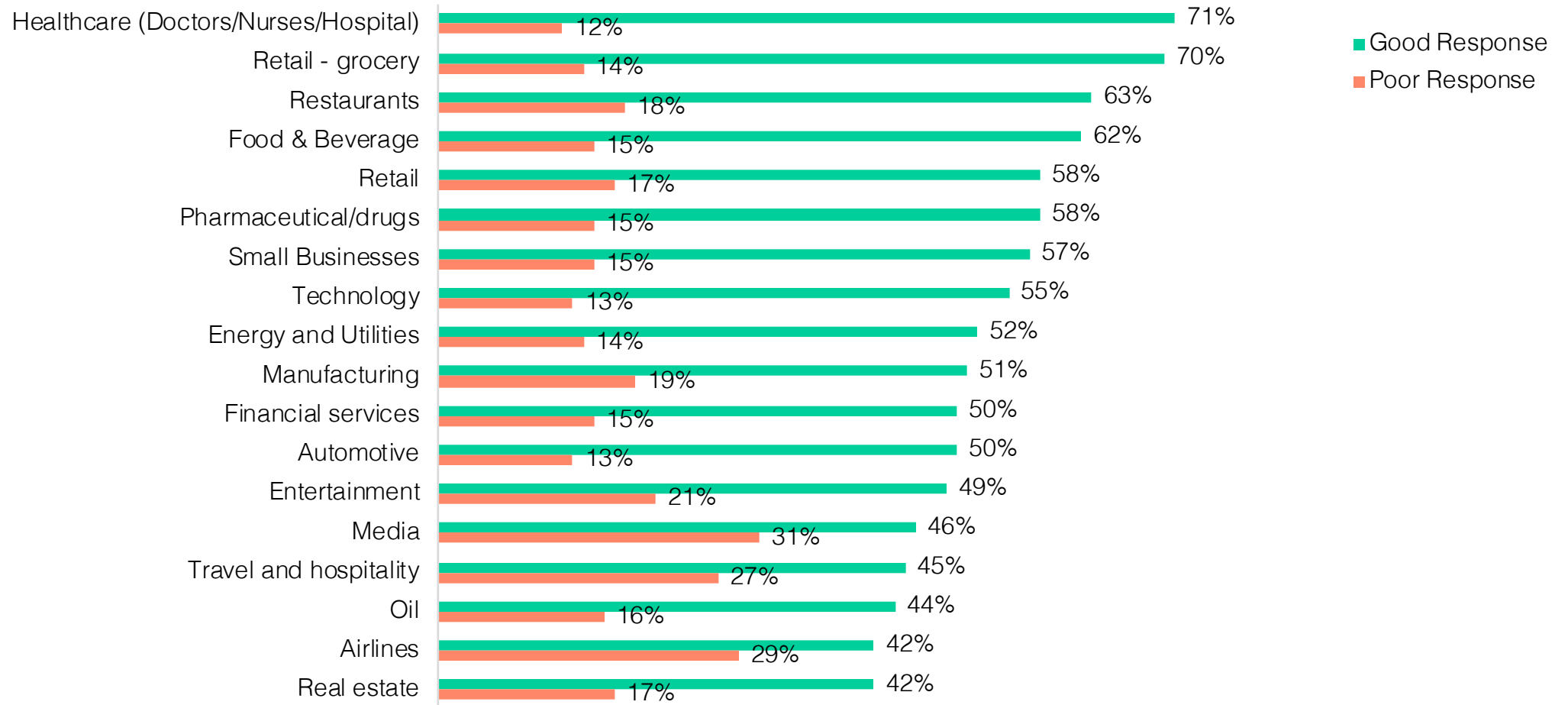


Base: All gen pop respondents (Jan 2020: n=25,880, April 2020: n=3,882) Q1314 For this question, we'd like you to think about industries in general. How would you rate the overall reputation of the following industries, where "1" means the industry has a "Very Bad" reputation and "7" means the industry has a "Very Good" reputation?



Corporate America Receives An Overall Positive Response to the Pandemic

Do you think that the **industry** has had a **good response** or a **poor response** to the coronavirus pandemic?



Source: Harris Poll COVID19 Tracker Wave 19

BASE: GENERAL PUBLIC W19 (1957)

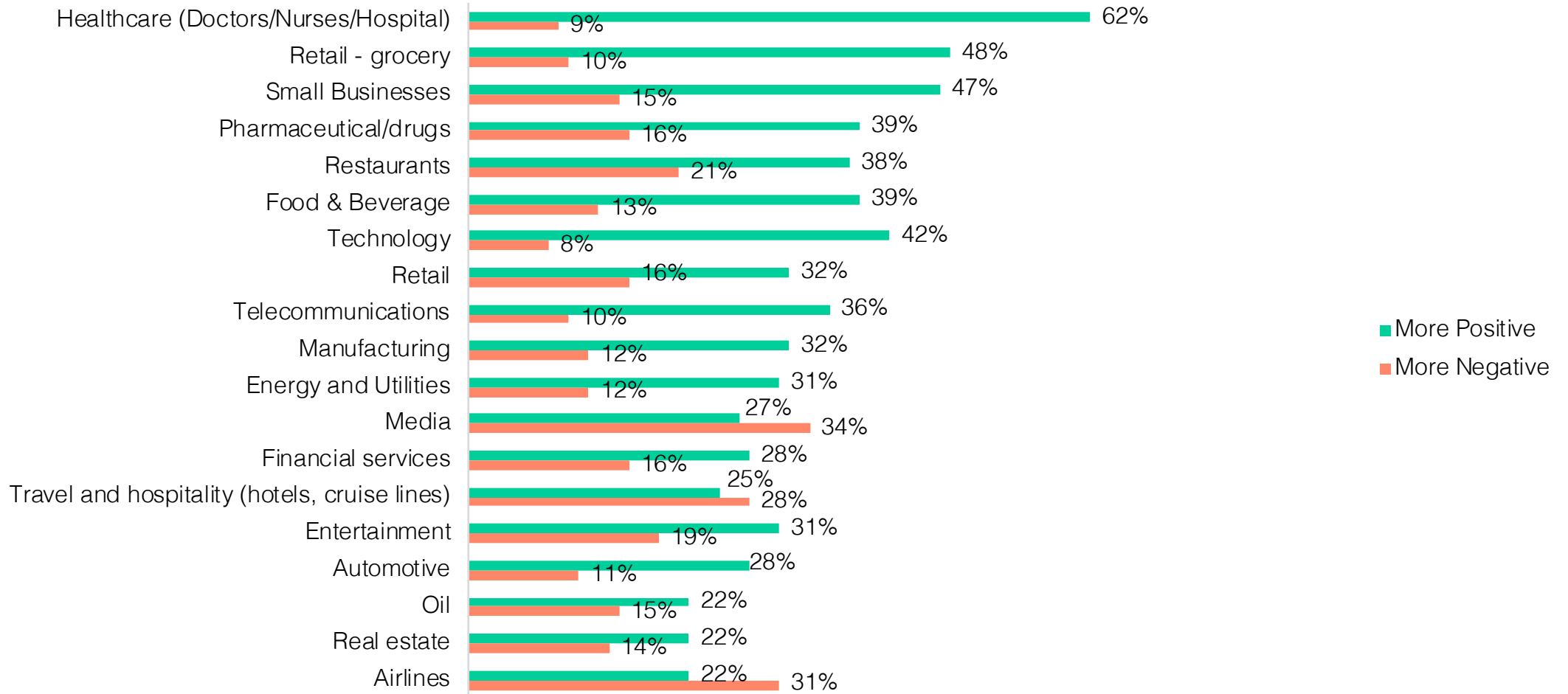
IND01 Do you think that the industry has had a good response or a poor response to the coronavirus pandemic?

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Creating a Resurgence in Positive Industry Impressions Since COVID19

How has your **view** of each of the following industries changed since the start of the coronavirus pandemic?



Source: Harris Poll COVID19 Tracker Wave 19
 BASE: GENERAL PUBLIC W19 (1957)

Q38 How has your view of each of the following industries changed since the start of the coronavirus pandemic?

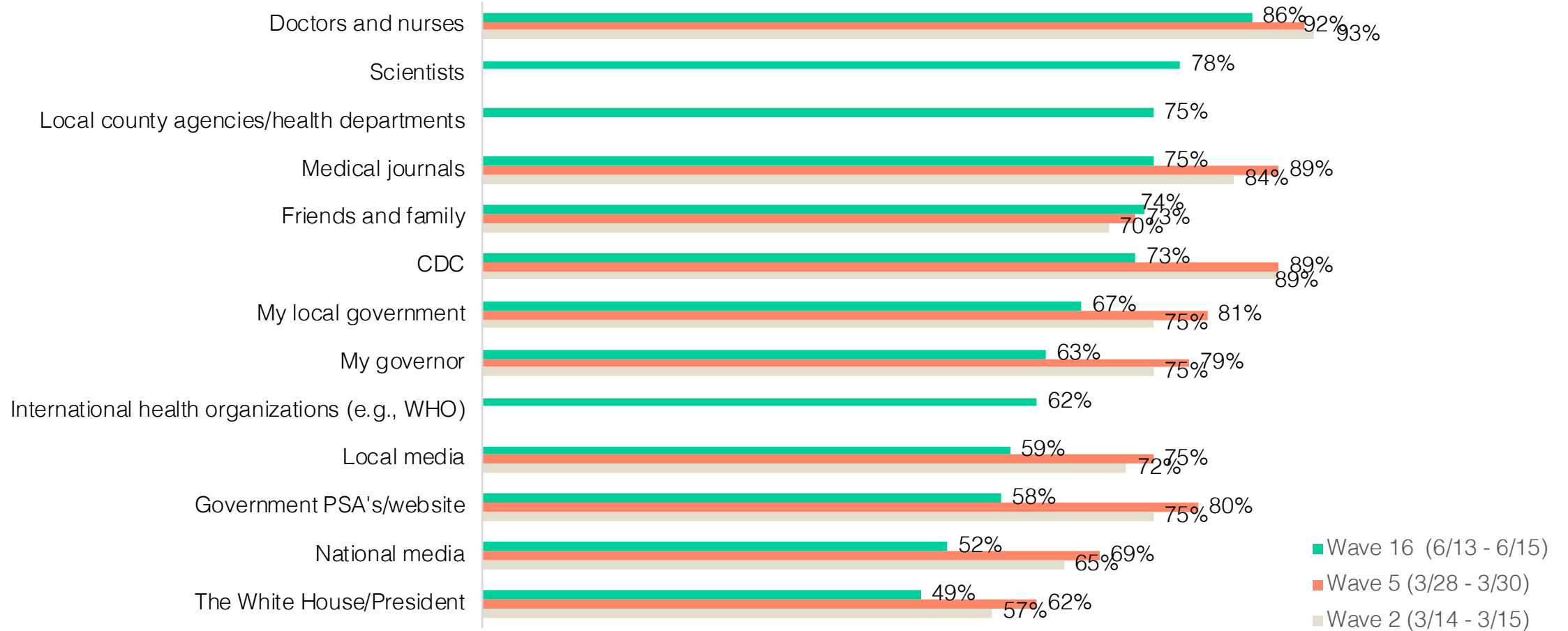
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And A Renewal of Trust In Science, and All Things Local Amid The Pandemic

How trustworthy do you think each of the following sources are to provide accurate information regarding the coronavirus outbreak?

Summary of Very + Somewhat trustworthy



Source: Harris Poll COVID19 Tracker Wave 19

BASE: GENERAL PUBLIC W19 (1957)

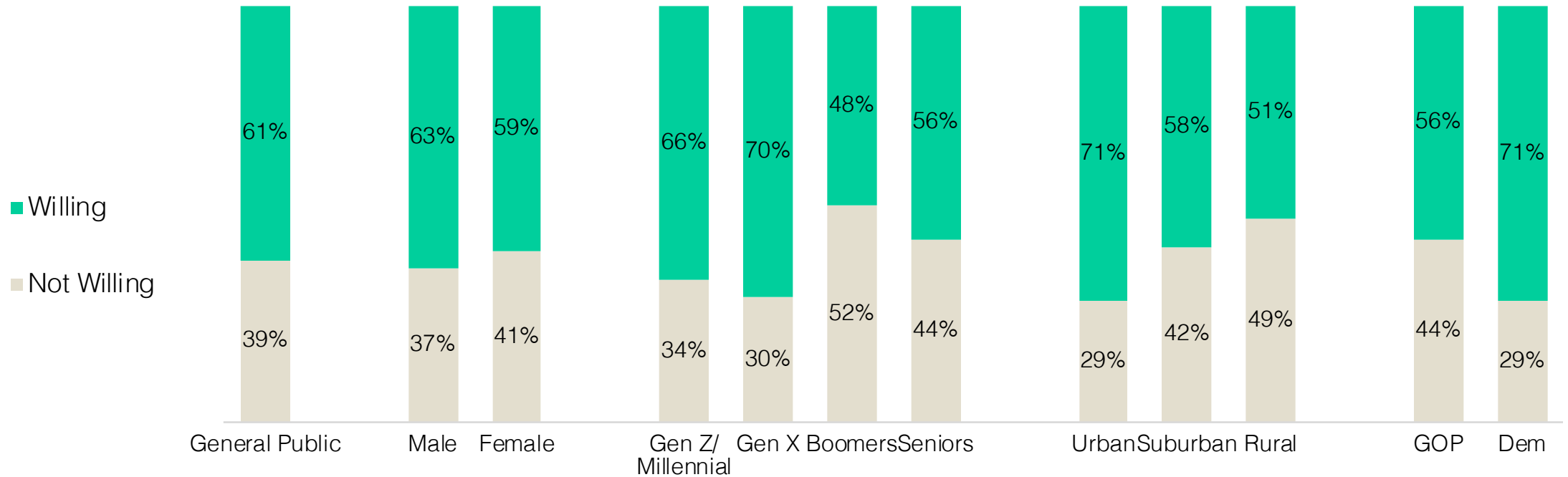
Q24. How trustworthy do you think each of the following sources are to provide accurate information regarding the coronavirus outbreak?

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Americans Are Willing to Trust Companies With Their Data to Fight the Pandemic

How willing are you to share your personal data and information with companies working to fight the COVID-19 pandemic?



Source: Harris Poll COVID19 Tracker Wave 13

BASE: GENERAL PUBLIC (2032)

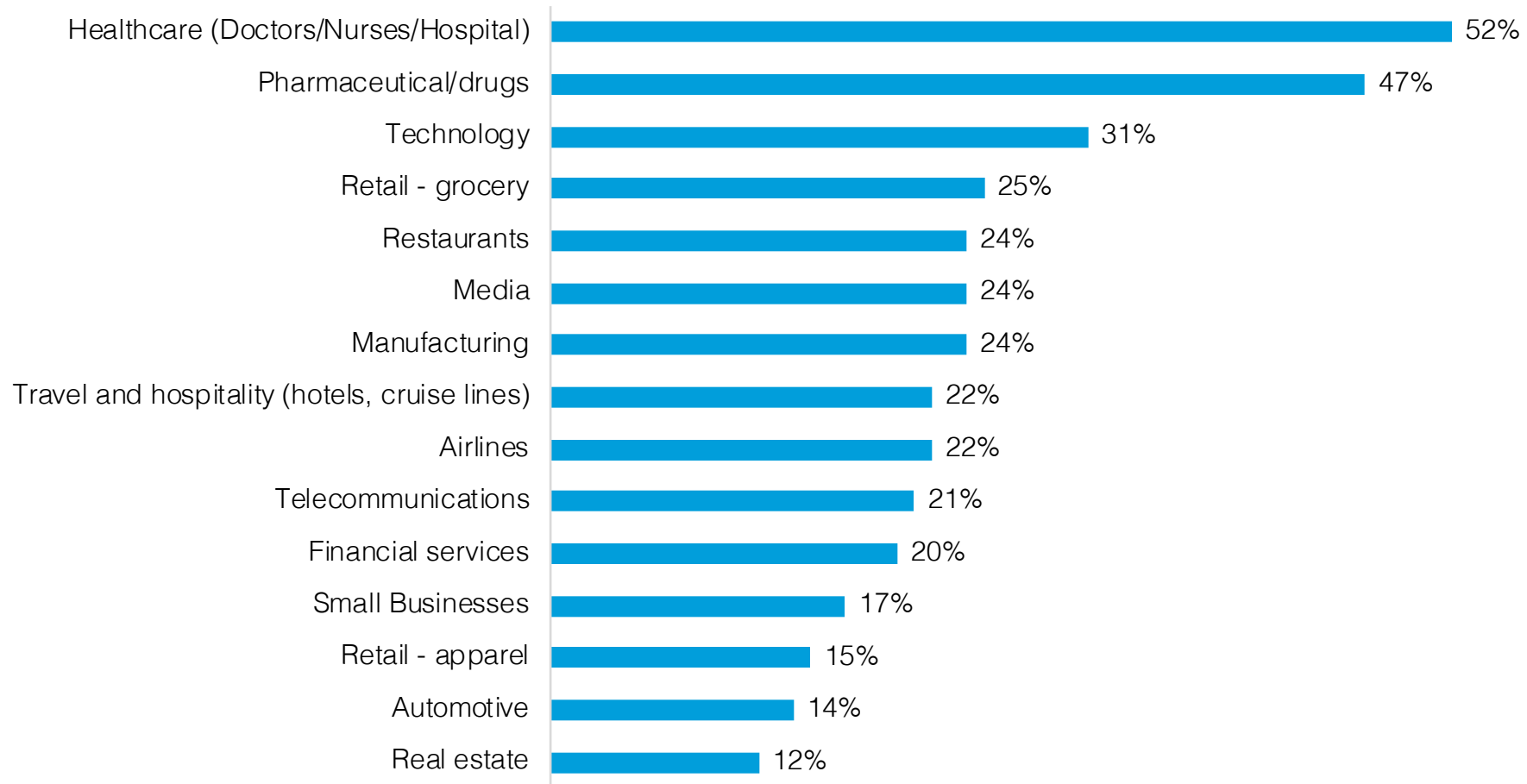
WAL14 How willing are you to share your personal data and information with companies working to fight the COVID19 pandemic?

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This is a Moment of Reputational Reappraisal In Safeguarding Society

Which of the following industries do you think **should provide solutions** during the Covid-19 outbreak?



Source: Harris Poll COVID19 Tracker Wave 19

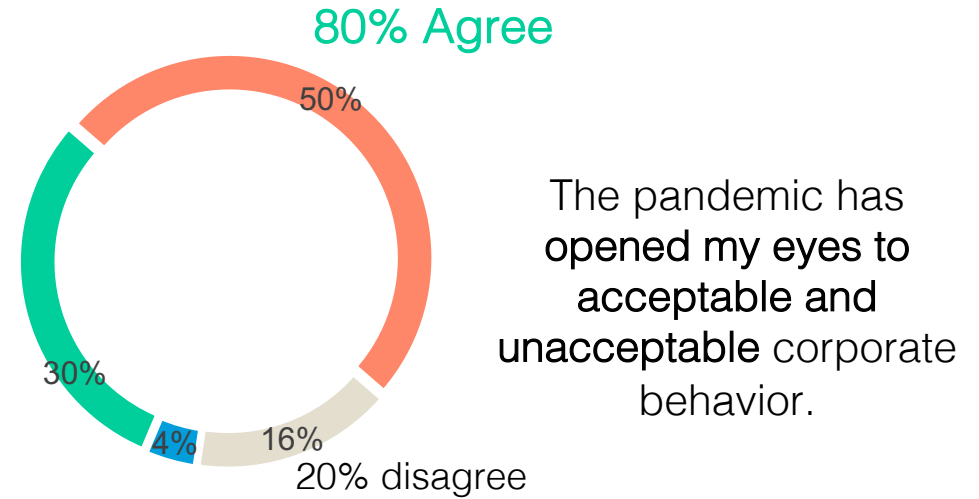
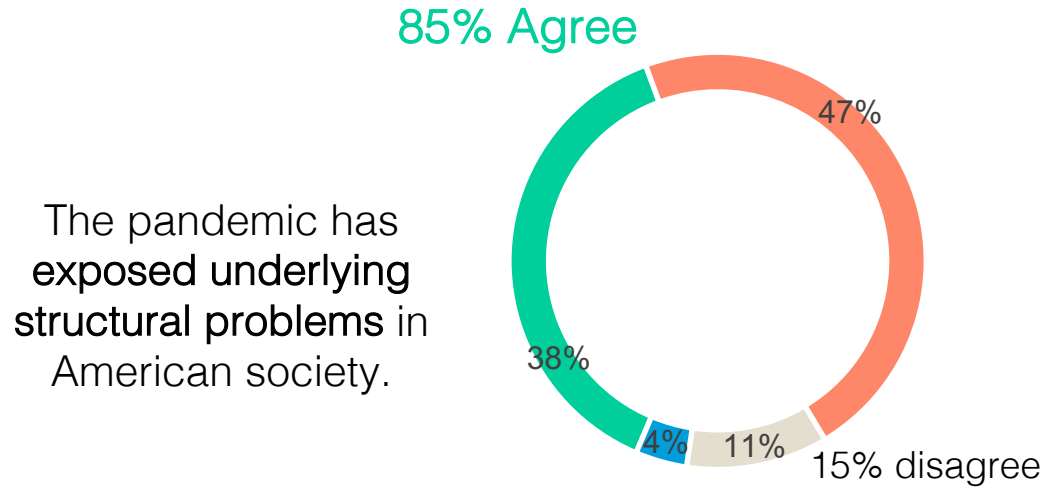
BASE: GENERAL PUBLIC W19 (1957)

Q43 Which of the following industries do you think should provide solutions during the Covid-19 outbreak? Please select all that apply.

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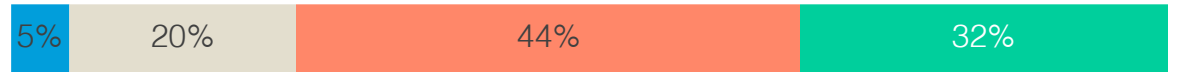
Americans Have Awakened to Fundamental Fissures in Society and Corporate Stewardship



I will remember the companies that **did the right thing** by their workers by ensuring their health and safety or doing their best to avoid layoffs



I will remember the companies that **took missteps** in their response to the COVID-19 pandemic long after it is over



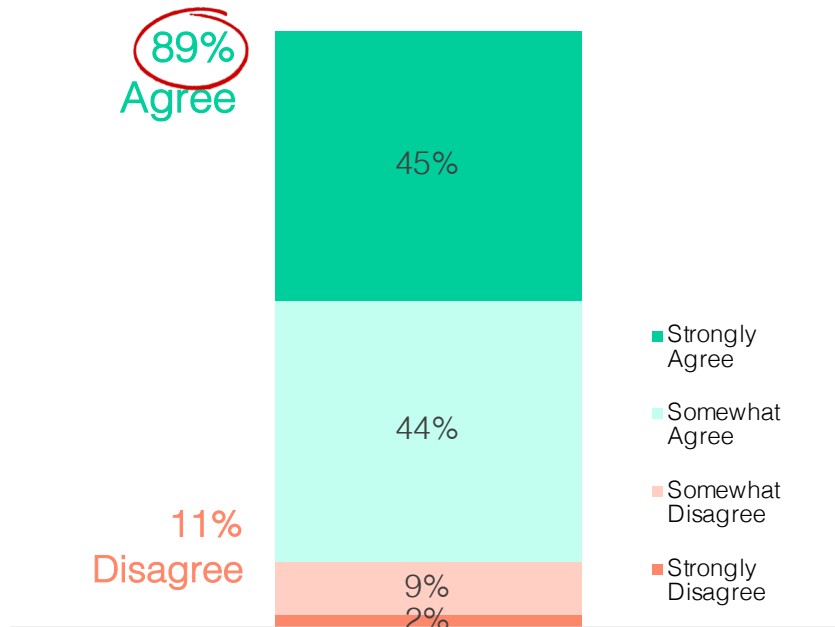
■ Strongly Disagree ■ Somewhat Disagree
■ Somewhat Agree ■ Strongly Agree

Source: Harris Poll/JUST Capital COVID-19 Survey
 BASE: ALL QUALIFIED RESPONDENTS (1005)
 Q3 How much do you agree or disagree with each of the following statements?



Main Street is Calling on Corporations To Commit To Doing Right... For All

“This is an opportunity for large companies to hit the “reset” button and focus on doing right by their workers, customers, community and the environment.”



Source: Harris Poll/Just Capital COVID-19 Survey
BASE: ALL QUALIFIED RESPONDENTS (1005)

Q8 For each of the following pairs of statements, please indicate which statement comes closer to your views.

Q3 How much do you agree or disagree with each of the following statements?

DealBook / Business & Policy

DEALBOOK NEWSLETTER

Respond, Reopen, Reset



A protest at an Amazon facility in Hawthorne, Calif. last month. Valerie Macon/Agence France-Press

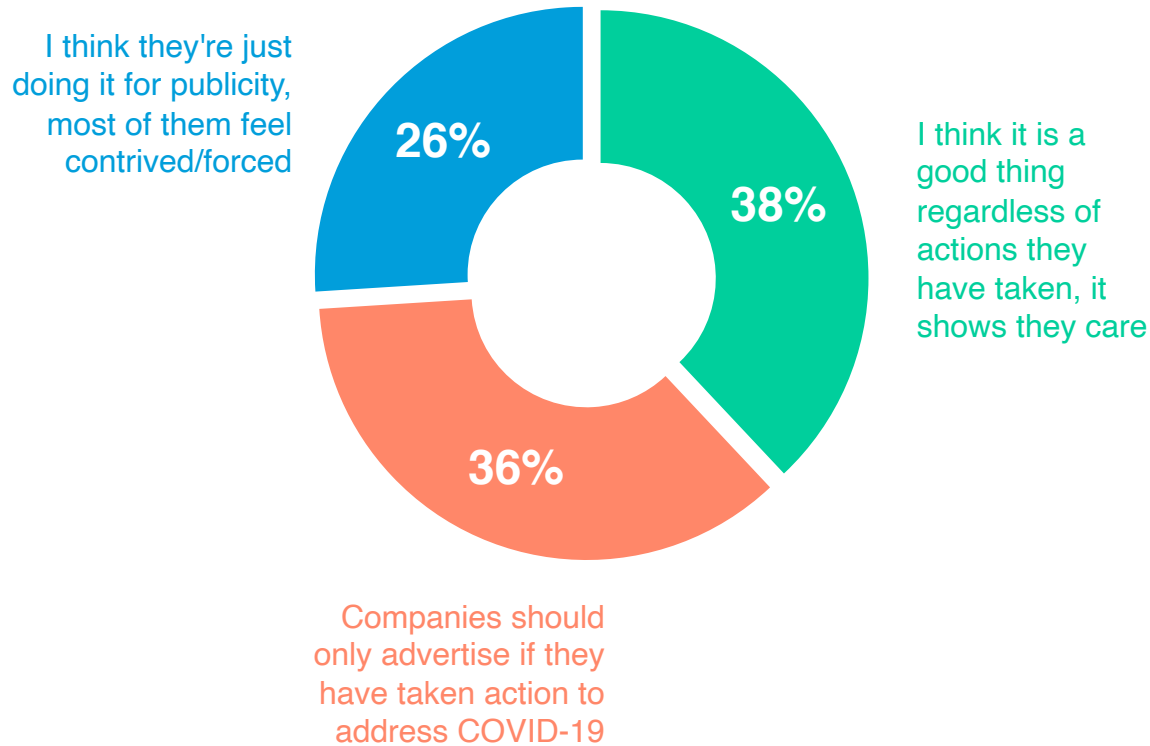
Things won't be the same

DealBook is the first to report on a new poll of Americans' economic priorities after the pandemic. [The survey by Just Capital](#), a nonprofit research group that tracks companies' social impact, and The Harris Poll found that few people are looking forward to a return to business as usual.

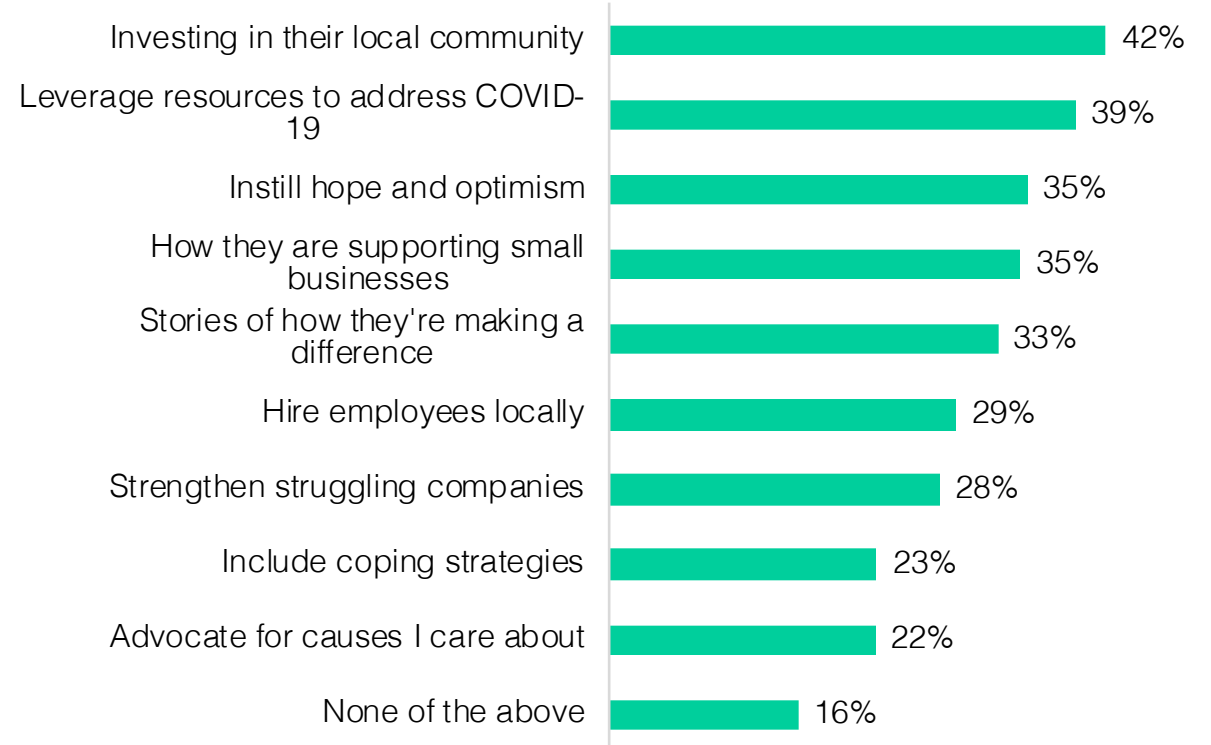


Where Companies Can Unite: Right Now, Americans Want Authenticity and Action

What is your opinion of companies who create advertisements about COVID-19?



Generally speaking, what kind of **message** do you find most **meaningful** from companies during the COVID-19 pandemic?



Source: Harris Poll COVID19 Tracker W16

BASE: GENERAL PUBLIC W16 (1963)

MED05 What is your opinion of companies who create advertisements about COVID-19?

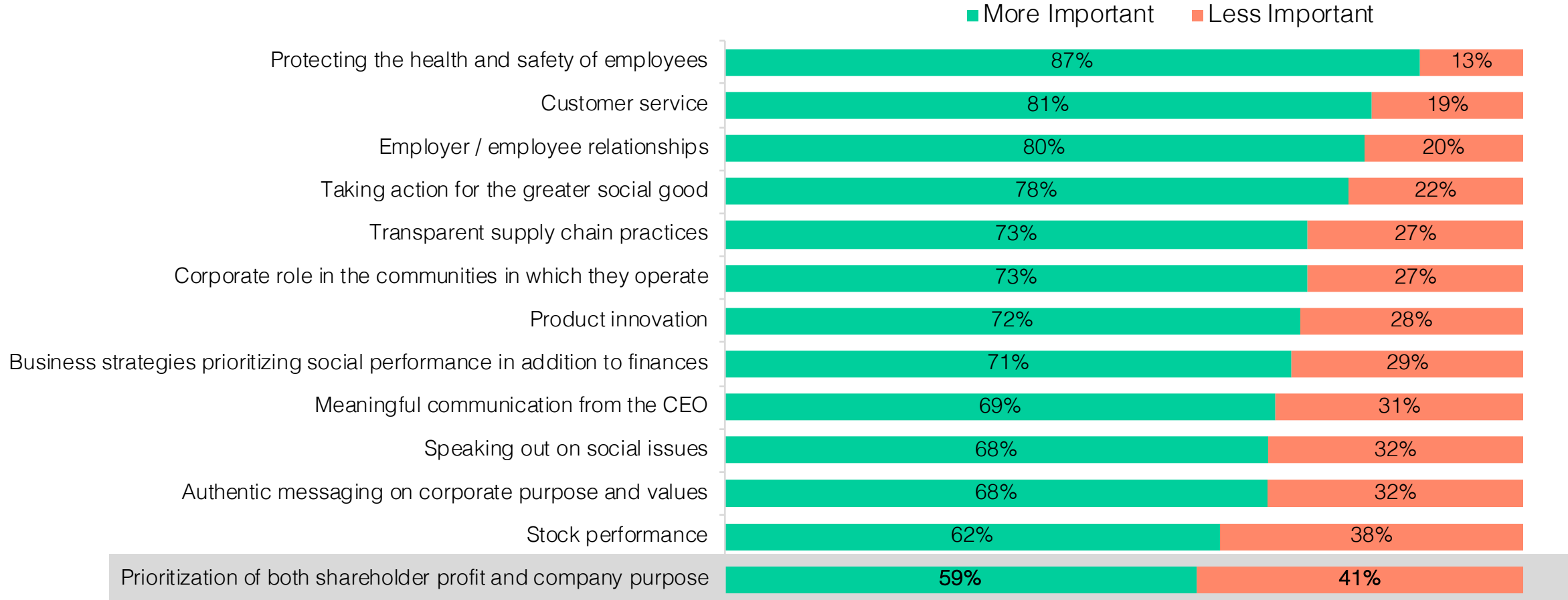
MT04 Generally speaking, what kind of message do you find most meaningful from companies during the COVID-19 pandemic? Please select all that apply.

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They Want Companies to Underscore Social Policies and Actions in the Context of Growth

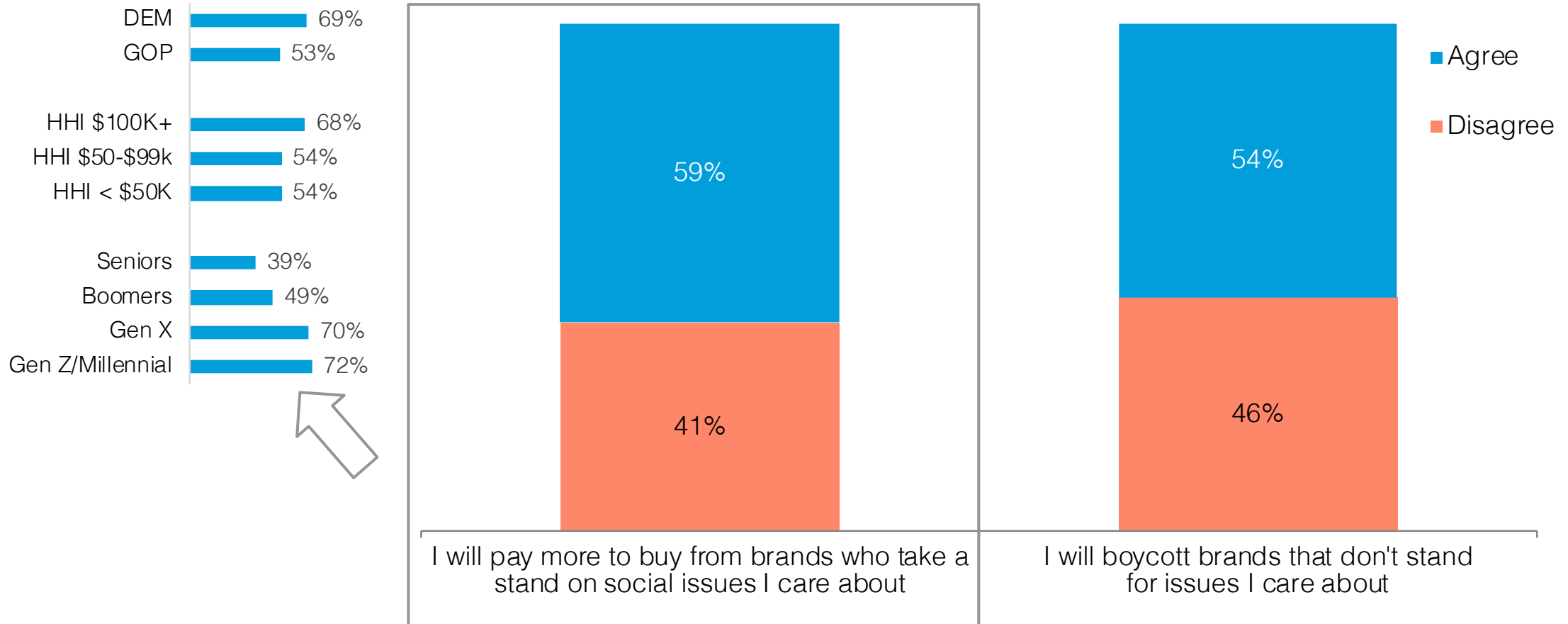
How important are each of the following today for corporate America?





A Majority of Americans Will Pay More to Buy From Brands That Take a Stand

How much do you agree or disagree with each of the following statements?



Source: Harris Poll COVID19 Tracker Wave 19

BASE: GENERAL PUBLIC W19 (1957)

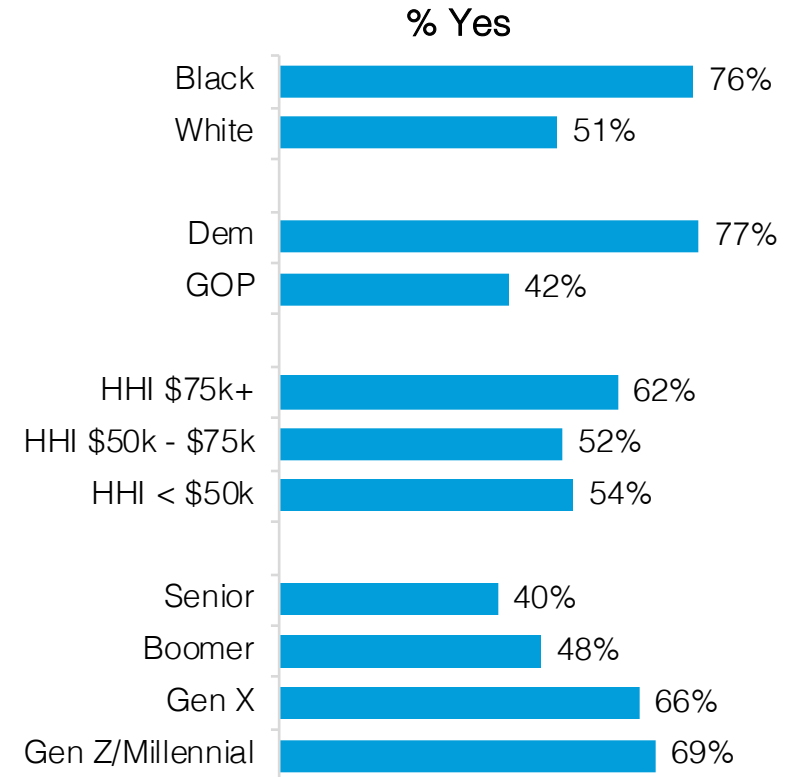
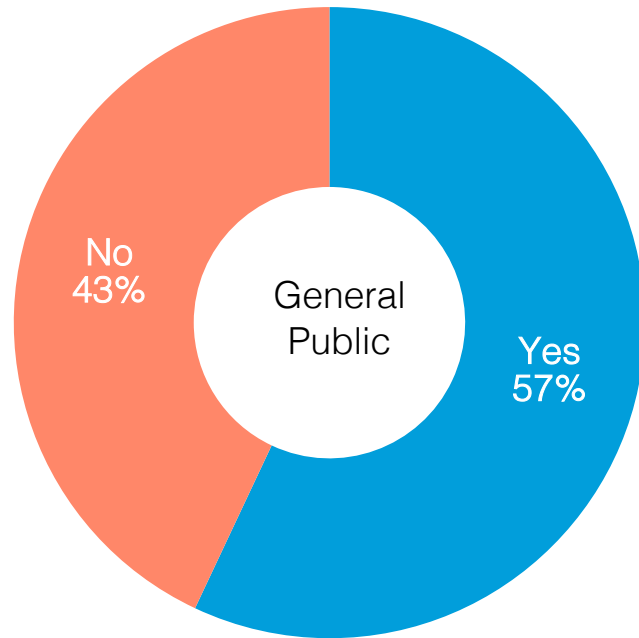
LN01. How much do you agree or disagree with each of the following statements?

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A Majority of Americans Say Companies Should Publicly Address BLM and Racial Inequality

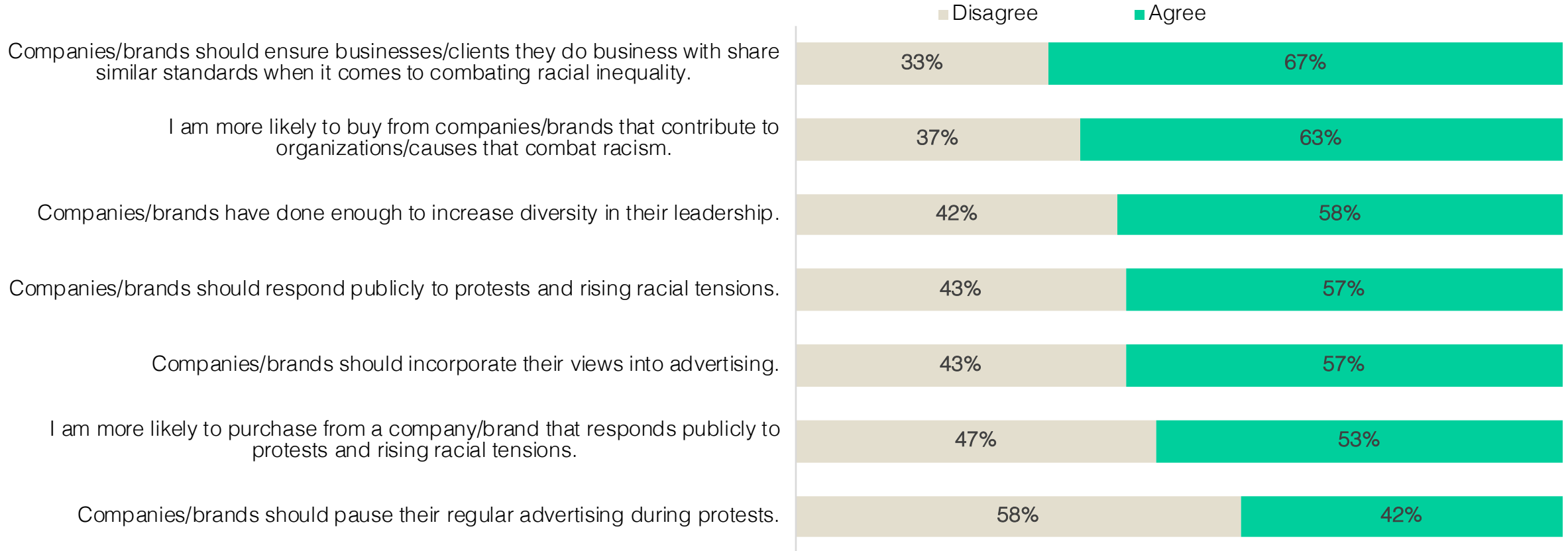
Do you believe companies should provide a public statement regarding black lives matter and racial inequality in America?





Critically, These Demands Extend To Doing Business With Partners That Share Same Standards and Values On Racial Equality

How much do you agree or disagree with each of the following statements?

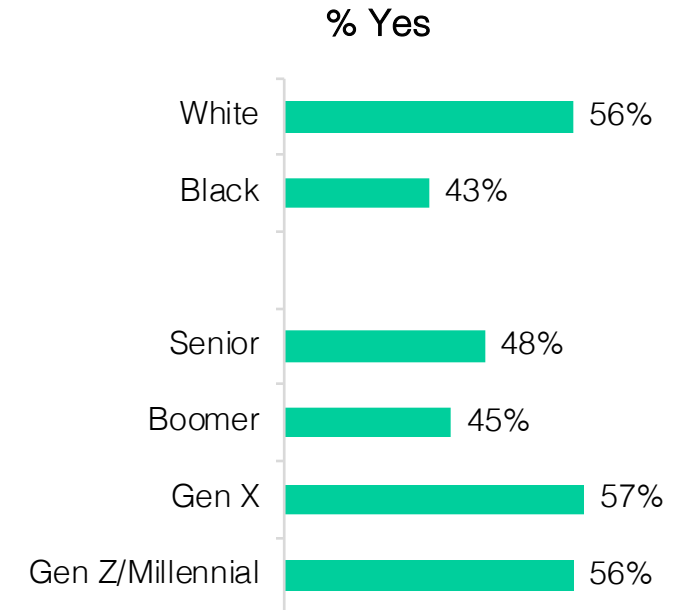
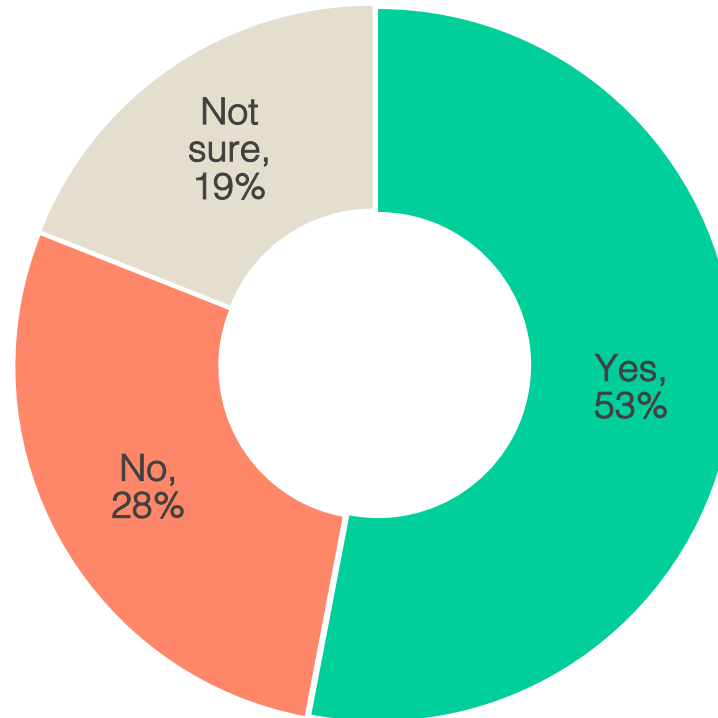


Source: Harris Poll COVID19 Tracker W16
BASE: GENERAL PUBLIC W16 (1963)
RC19 How much do you agree or disagree with each of the following statements?
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Half of Americans Say Their Workplace Has Made Meaningful Efforts to Address Racial Inequality

Has your place of employment made meaningful efforts internally to acknowledge and address racial inequality (e.g., making time and space for discussion, building dialogue between employees, discussing ways to create change toward racial inequality as a company)?



Source: Harris Poll COVID19 Tracker Wave 15

BASE: EMPLOYED W15 (1141)

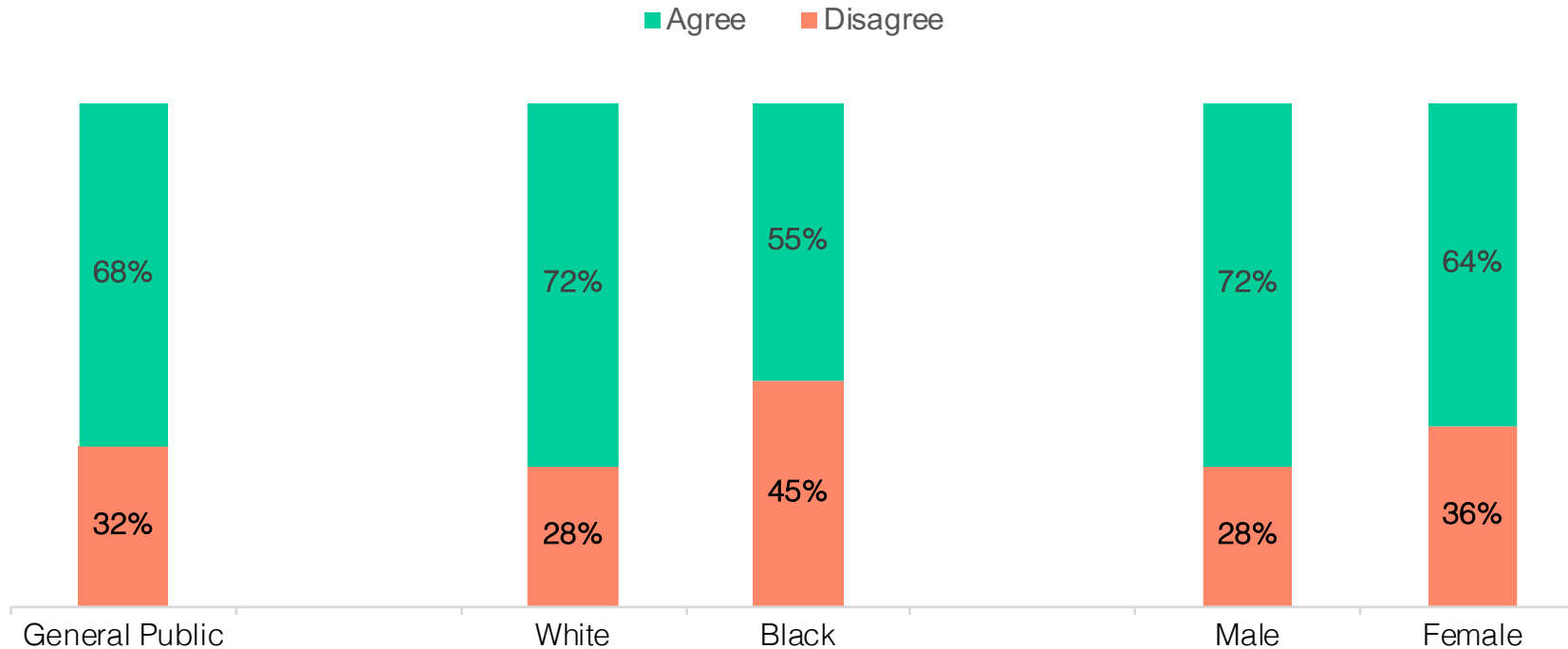
RC6 Has your place of employment made meaningful efforts internally to acknowledge and address racial inequality (e.g., making time and space for discussion, building dialogue between employees, discussing ways to create change toward racial inequality as a company)?

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But Black Americans Are Much Less Likely to Agree They Are Paid a Competitive Wage

Do you agree or disagree that you are paid a competitive wage given your skillset relative to your peers?

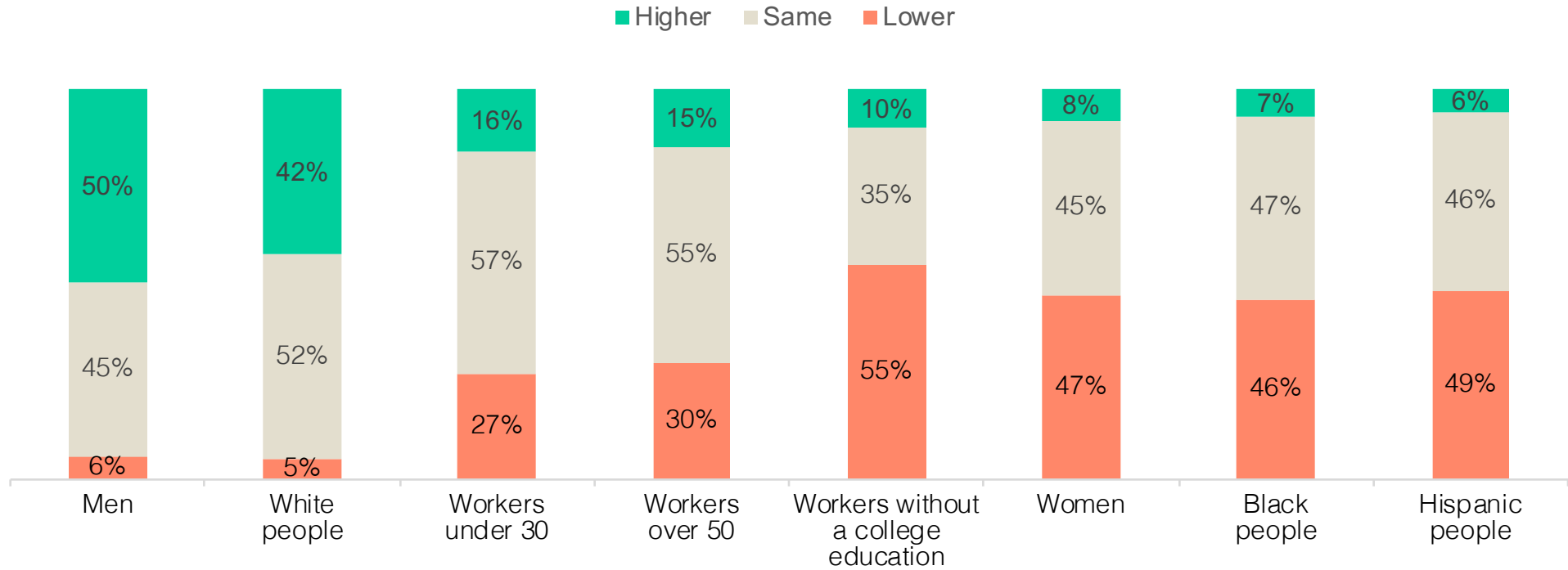


Source: Harris Poll COVID19 Tracker Wave 15
BASE: GENERAL PUBLIC W15 (1969); WHITE (1486); BLACK (191); MALE (884); FEMALE (1085)
WAG01 Do you agree or disagree that you are paid a competitive wage given your skillset relative to your peers?
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Nearly Half of Americans Say Black, Hispanic People Are Paid Lower Wages Than Their Peers

Generally speaking, for each of the following groups of people, do you believe that, on average, members of that group are paid a higher or lower wage given their skillset relative to their peers?



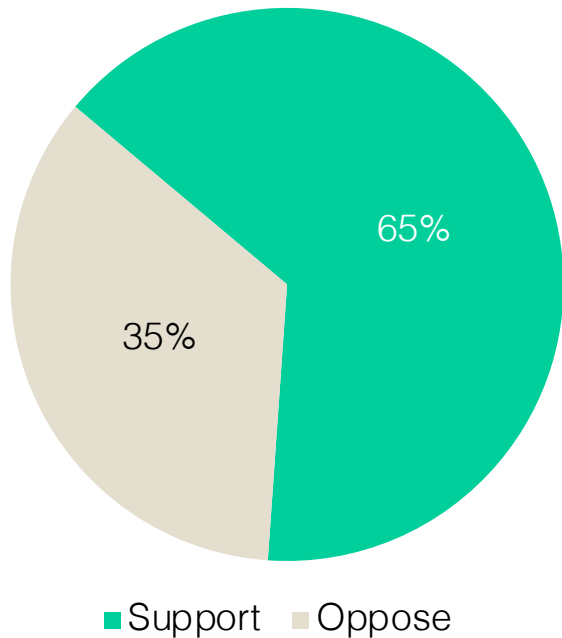
Source: Harris Poll COVID19 Tracker Wave 15
 BASE: GENERAL PUBLIC W15 (1969)

WAG02 Generally speaking, for each of the following groups of people, do you believe that, on average, members of that group are paid a higher or lower wage given their skillset relative to their peers?
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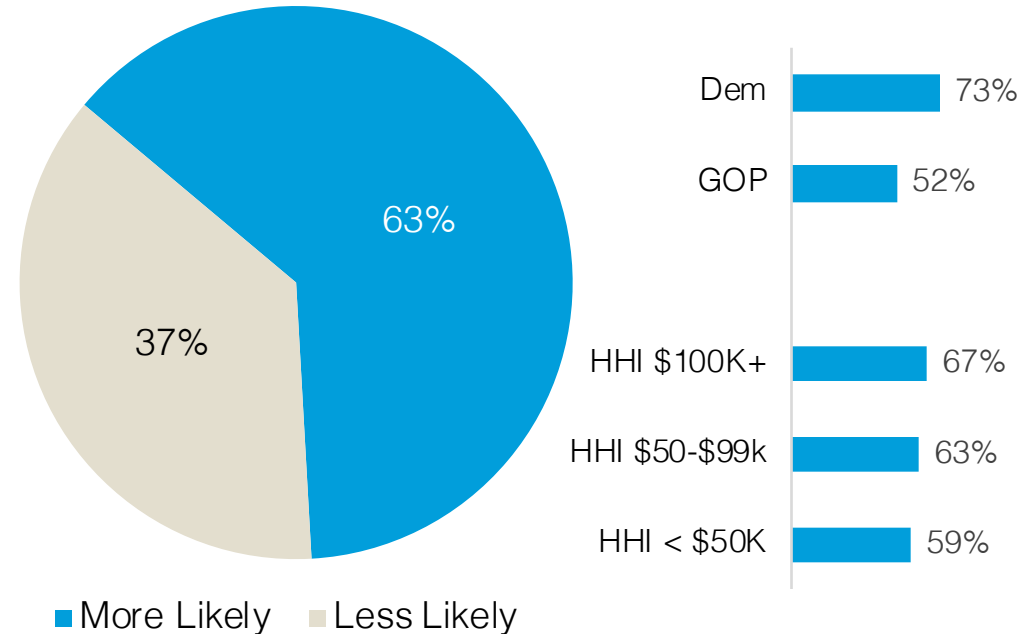


Two-Thirds Support the Facebook Boycotts and Are More Likely to Buy From Companies Taking Part

As you may have heard/read about, many advertisers are boycotting Facebook over its alleged laissez faire (i.e., lenient or lax) ad policy that some argue spread hate, division and misinformation. Do you support or oppose the recent social media boycotts?



Are you more or less likely to currently buy from a brand/company that has taken part in the recent social media boycotts?



Source: Harris Poll COVID19 Tracker Wave 19
BASE: GENERAL PUBLIC W19 (1957)

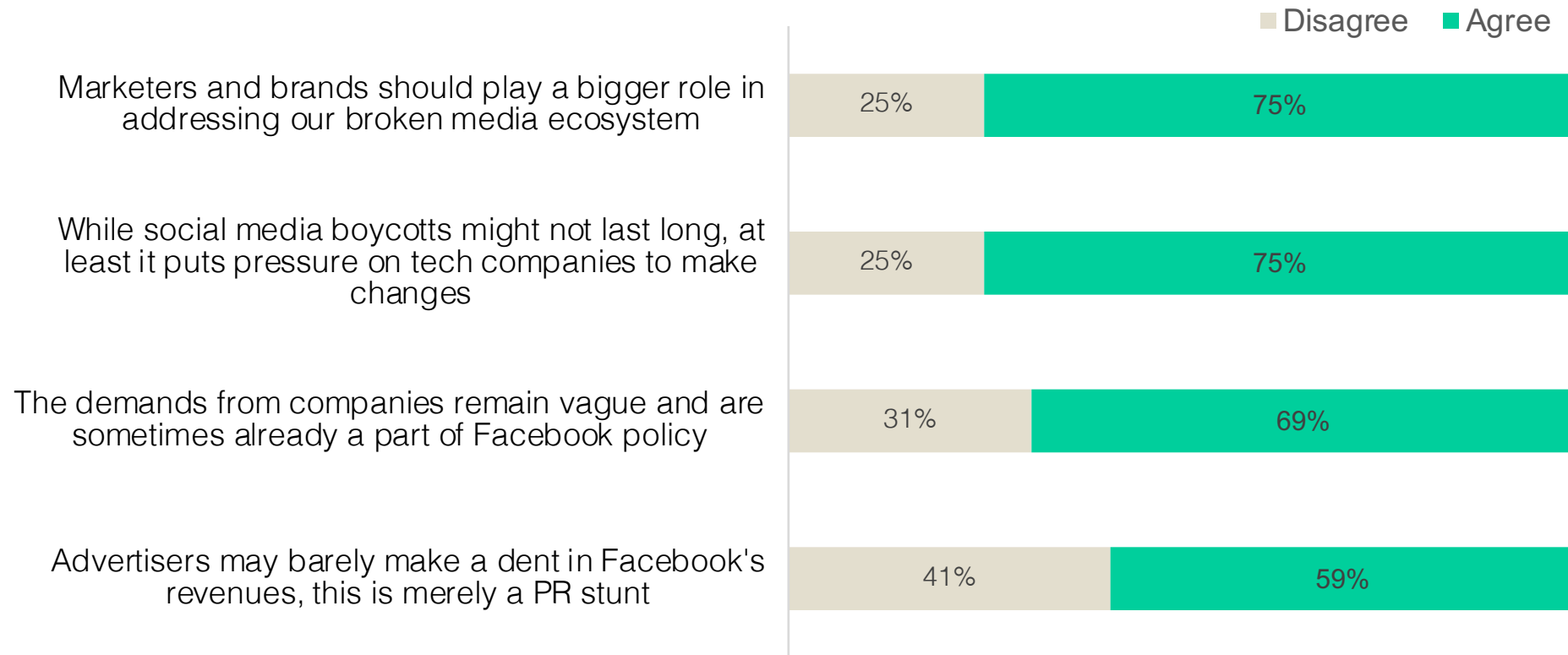
LN02. As you may have heard/read about, many advertisers are boycotting Facebook over its alleged laissez faire (i.e., lenient or lax) ad policy that some argue spread hate, division and misinformation. Do you support or oppose the recent social media boycotts?

LN04. Are you more or less likely to currently buy from a brand/company that has taken part in the recent social media boycotts?
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Agreement Is High for Companies to Play a Bigger Role, Pressure Tech Companies for Change

How much do you agree or disagree with each of the following statements in regards to the social media boycotts?



Source: Harris Poll COVID19 Tracker Wave 19

BASE: GENERAL PUBLIC W19 (1957)

LN05. How much do you agree or disagree with each of the following statements in regards to the social media boycotts?

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Discussion



Thank you!

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Implications – What we expect moving forward

Health:

Lifting the curtain of fear is the job of American business. The fear and anxiety is palpable and historic. We see data that shows America is in its worst period on one's own historical viewpoint. This is a public health crisis—both mental and physical—that tests the nation for most of us like no other time in our lifetimes. Lacking any consistent Federal policy, restoring consumer confidence and rebuilding the economy is on the shoulders of business. Americans are opening themselves to embracing facts, giving over their privacy and willing to follow orders to protect each other. Business must be in the business of alleviating fear by promising means of safety as consumers go about their lives, be it through technology, science, pharma or other means of protecting the public's health. As the E100 shows, business can assure stability, continuity and reliability in a way that lifts American confidence. And it can also dedicate itself to the health of its customers and employees. We believe that every company today is a healthcare company.

Economics:

There are two economies as a result of CV19. We see in our data, two thirds who see their income same or higher, vs one third (who are more apt to be young, female, people of color, and of lower income/education) who are affected disproportionately. But a myriad of different types of people in the minority are facing hardship. Understanding this is important in your serving your own customer base and the needs of your employees. Companies need customized responses to meet the economics of CV, while also understanding the demand will be robust or weaker depending on this dichotomy.



Implications – What we expect moving forward

Society:

The left is becoming the center on human issues, less so on history and tradition. Americans are by-and-large moving to progressive views on racial injustice, systemic racism and police reform while at the same time giving pause to ‘the canceling’ of American history (statues, flags, defunding police or changing brands that seem out of step with the times). Roughly two-thirds are supportive of both issues, reflecting the earnestness for social change that is fair and just and fear of losing American tradition, ideals and security. Companies well-positioned to wade into the former, but not the latter.

A company’s mission, vision and values should be their guide, not their politics. Companies must act on their ethical values which must accept and include a wide range of political, economic and cultural experiences. **And society wants corporations to show their ethics and morality to the marketplace.** Increasingly, people —especially young people—buy brands from companies they admire and believe to be ethical and accountable public servants. In our data, Americans want and expect business to get involved in solving social problems. And amid political dysfunction and gridlock, Corporate leaders are the new face of American politics by reclaiming the art of compromise, collaboration and empathy for the public good (provided they are inclusive and take on social issues that unite rather than divide).

Employees are now more important than customers when it comes to speaking out on social issues. It began with climate change and generational shifts. It was amplified by the collective vulnerability of COVID and the rise of cultural consciousness of racial injustice. Employees are forcing leaders to speak out and stake positions. And companies cannot simply ‘forfeit’ the subject. To not speak out is also speaking out. And risking loss of talent, for whom company reputation is now tied up into their own self-identity.

But companies must ‘walk their talk’ on social issues. This is about action vs. words and having one’s house in order in terms of board and senior executive representation, fostering an inclusive culture, hiring and promotion practices and not engaging in consumer discrimination.

Society wants to see your struggles. Given the enormous gaps in systemic practices that discriminate on the basis of color, gender, income and more—all companies, individuals and institutions are reflecting and adjusting. Companies must admit their shortcomings and set targets for growth on internal change the same way they set targets for growth in their financial forecasts.