

PORTER NOVELLI COVID-19 TRACKER: WAVE II

Purpose-Driven Data & Insights
for a Changing Landscape

Introducing the second Wave of the Porter Novelli COVID-19 Tracker. This benchmark data builds upon our initial report — giving a snapshot into how American perceptions of companies fighting the COVID-19 crisis continues to evolve.

RELIANCE ON COMPANIES INCREASES

Americans increasingly look to companies for both coronavirus relief and solutions

24%

The percentage of Americans that have more faith in business to solve this crisis increased nearly a quarter (24%) over the past two weeks

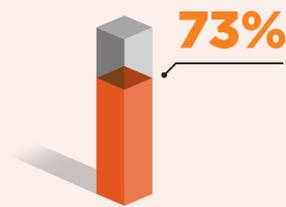


Have more faith in business to solve the coronavirus pandemic than other entities

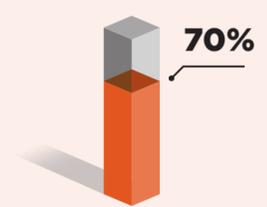


Believe business can create better/faster coronavirus solutions than government

ROLE OF BUSINESS CONTINUES TO SHIFT TOWARD PURPOSE



Moving forward after the pandemic, companies should prioritize the needs of all stakeholders, not just financial reward



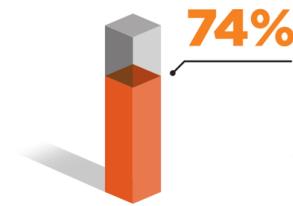
Think the coronavirus pandemic will force companies to act more responsibly in the long-term

AS BUSINESS STEPS UP, AMERICAN SENTIMENT RISES

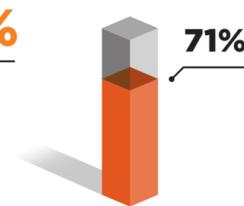
66%

Have a better opinion of business overall because of how they have stepped up during the pandemic

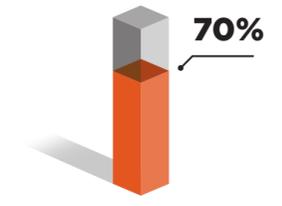
COMPANY REPUTATION REMAINS ON THE LINE



Will remember which companies stepped up to provide support when this is all over (Wave I 75%)



Will remember the companies that made bad decisions during the coronavirus pandemic (Wave I 73%)



Will stop buying products/services if they learned of a company's irresponsible or deceptive business practices during the pandemic (Wave I 71%)

AMERICANS LOOK TO COMPANIES TO TELL THEM WHAT THEY'RE DOING

71%

Feel better about companies that publicly announce what they are doing to provide support, but communicating through many channels is critical

55%

Are more likely to believe a company's coronavirus relief efforts are authentic if they hear about it from a third party

WHERE AMERICANS ARE LOOKING FOR INFORMATION ON COMPANY EFFORTS:

- | | |
|---|---|
| 49% Media stories or interviews | 11% Celebrities, politicians, social media influencers |
| 39% Social media | 10% Print mail, such as postcards or letters |
| 35% Advertisements | 7% On the product or its package/label |
| 31% The company's website | |
| 21% Email | |
| 15% In-store or from a company's employees | |

BOTTOM LINE: COMPANIES SHOULDN'T PUMP THE BRAKES ON PURPOSE

54%

Feel 'Purpose-driven' companies have fared better during the coronavirus pandemic

63%

Expect companies to continue efforts around social and environmental issues, even during the pandemic

METHODOLOGY

Porter Novelli fielded a PN View: 360 survey to gather people's insights regarding the coronavirus (COVID-19). The survey was fielded online using Engine's online CARAVAN® Omnibus survey in two waves, Wave 1 between April 1, 2020 to April 3, 2020 and Wave 2 between April 15, 2020 to April 17, 2020, and a total sample of 1,004 U.S. general market adults was collected. The data were weighted to U.S. Census population estimates and the margin of error is +/- 3.1% at a 95% confidence level.