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.

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

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

- 66% Will remember which companies stepped up to provide support when all was over (Wave I 75%)
- 74% Will remember the companies that made bad decisions during the coronavirus pandemic (Wave I 73%)
- 70% 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
Are more likely to believe a company’s coronavirus relief efforts are authentic if they hear about it from a third party.

- 71% Are more likely to believe a company’s coronavirus relief efforts are authentic if they hear about it from a third party.
- 55% Will remember which companies stepped up to provide support when this is all over (Wave I 75%)
- 50% Believe business can create better/faster coronavirus solutions than government
- 73% Moving forward, companies should prioritize the needs of all stakeholders, not just financial reward

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.

WHERE AMERICANS ARE LOOKING FOR INFORMATION ON COMPANY EFFORTS:

- 49% Media stories or interviews
- 33% Social media
- 33% Advertisements
- 31% The company’s website
- 10% In-store or from a company’s employees
- 11% Celebrities, politicians, social media influencers
- 10% Print mail, such as postcards or letters
- 7% On the product or its package/label

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.