

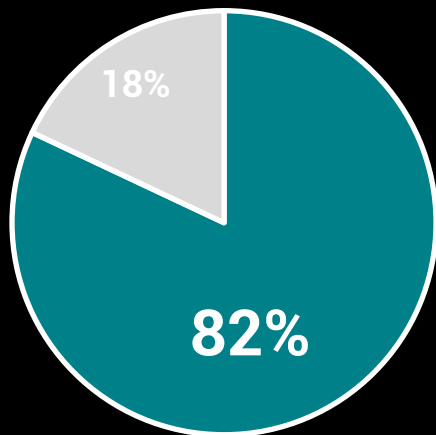
# Covid-19's Impact on Corporate Reputation

**Results from a Nationwide Survey of 1,000 Americans  
Fielded March 17-20, 2020**

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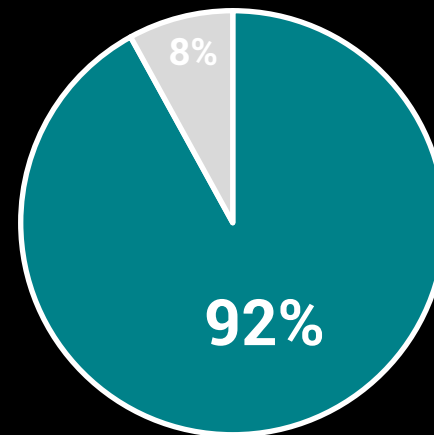
# Covid news awareness is high and seen as serious threat

## Seen, read, heard "a lot" about coronavirus



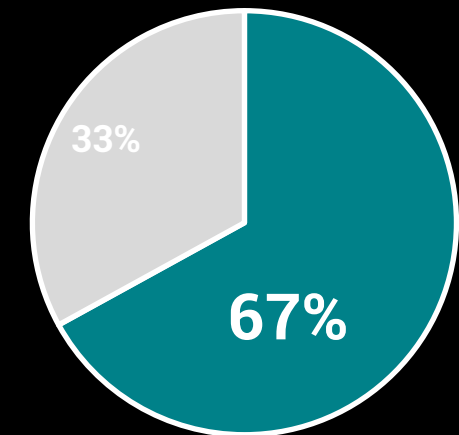
How much have you seen, read, or heard about the recent coronavirus (COVID-19)?

## Closely following news coronavirus



How closely, if at all, have you been following news about the coronavirus (COVID-19)?

## Believe it's a serious threat, not hype



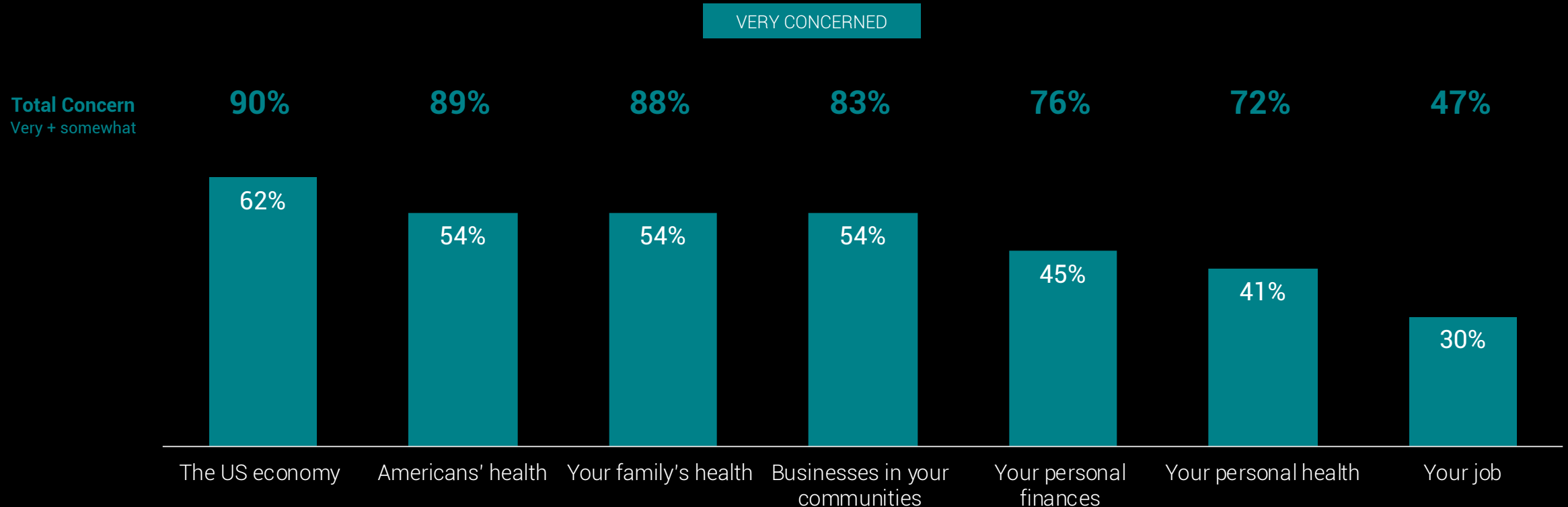
Which of the following statements comes closest to your view, even if neither fits perfectly?

*The coronavirus (COVID-19) is being hyped up by the media, government and companies and is not as serious as it's being portrayed.*

*Portrayals of the coronavirus (COVID-19) are not hype; it poses a serious threat to me and my family, the country, and the US economy*

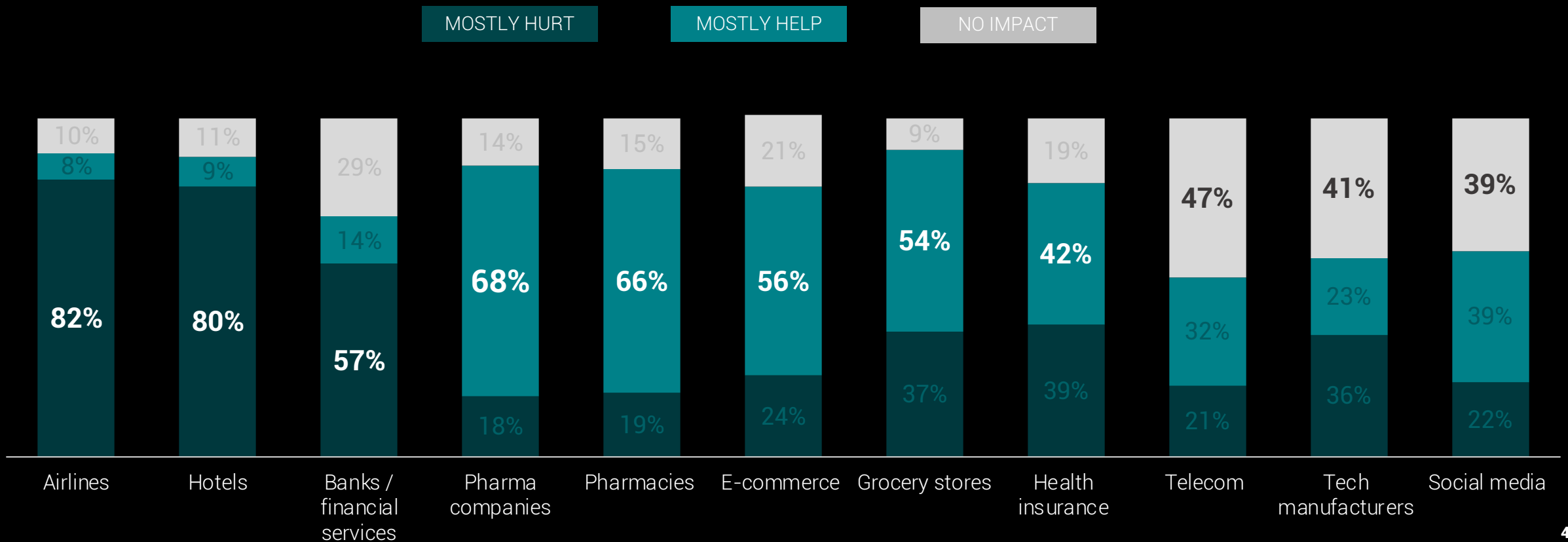
# Biggest concerns are impact to economy and others' health; less worried about their own finances, health and job

How concerned are you about impact of coronavirus (COVID-19) on the following:  
*Ranked by Very Concerned*



# Travel, finance perceived to take biggest hit; health, food, e-commerce will benefit; tech will be unaffected

Do you think the outbreak will mostly help or mostly hurt the following industries, or will it have no impact?





# Consumers want to see companies putting communities over profits

**85%** want companies to

- **Prioritize employees, customers and communities**, even if it means sacrificing profits.

*Which of the following statements comes closest to your view, even if neither fits perfectly?*

**7 in 10** think it's **very important** to

- **Compensate hourly workers** if they become sick, are quarantined or are otherwise negatively impacted and cannot work
- **Cancel travel, large gatherings and events** at the cost of near-term profits

*How important, if at all, are each of the following actions in addressing the coronavirus and its impact?*

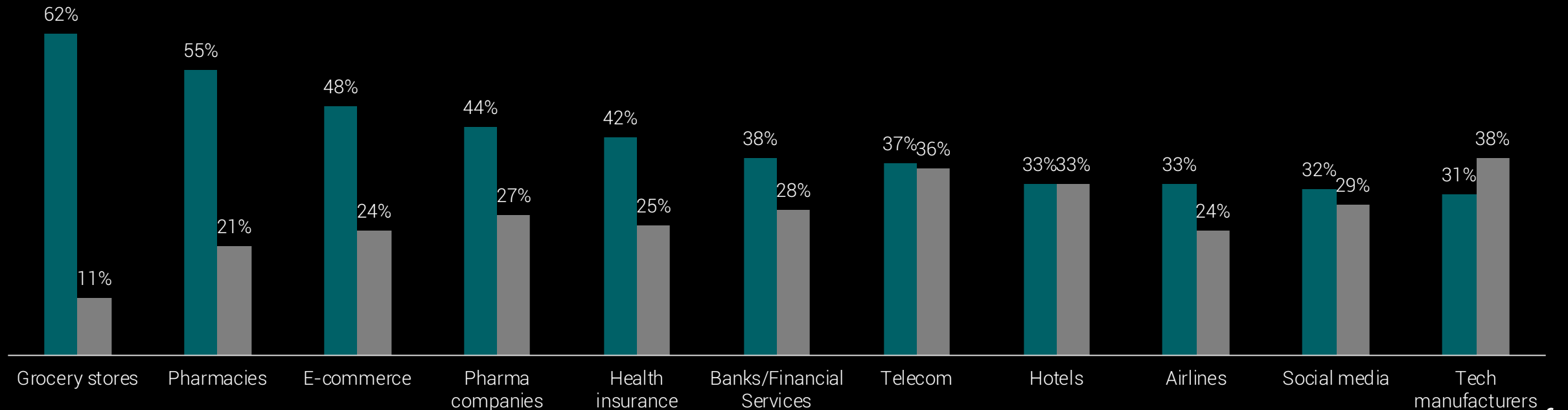
# Grocery stores, pharmacies receiving credit for helping customers during this time

Many unsure how tech/telecom, travel and social media are responding to their customers/users

In your opinion, how would you rate each of the following industries' response to helping their CUSTOMERS during the coronavirus (COVID-19) outbreak? *Ranked by Excellent + Good*

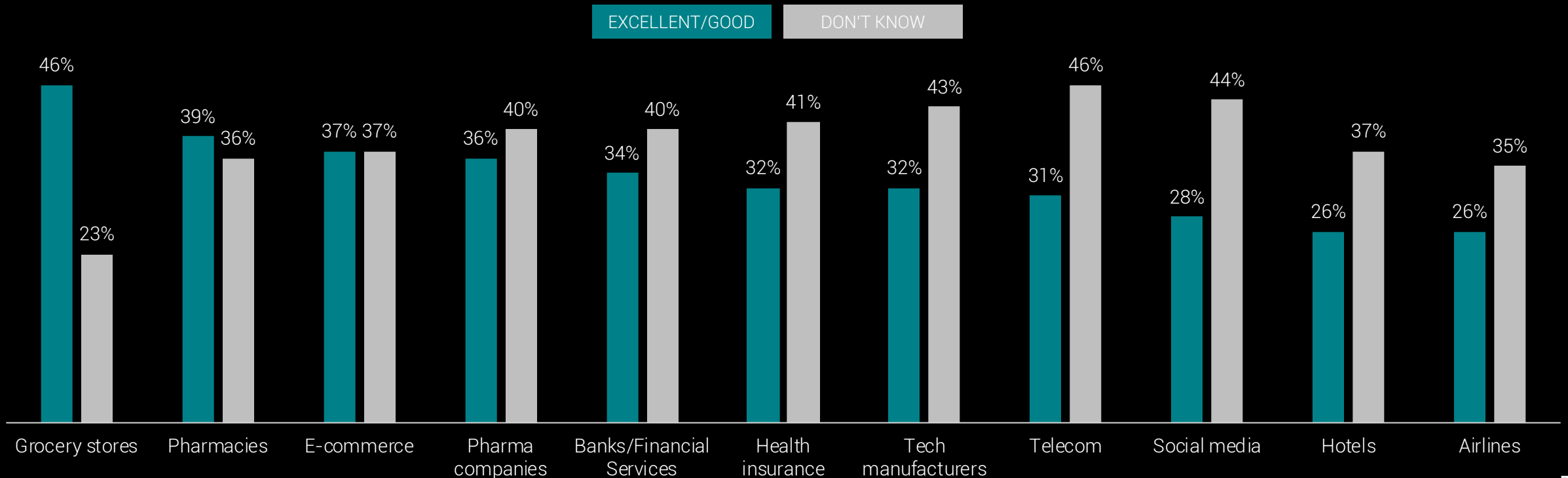
EXCELLENT/GOOD

DON'T KNOW



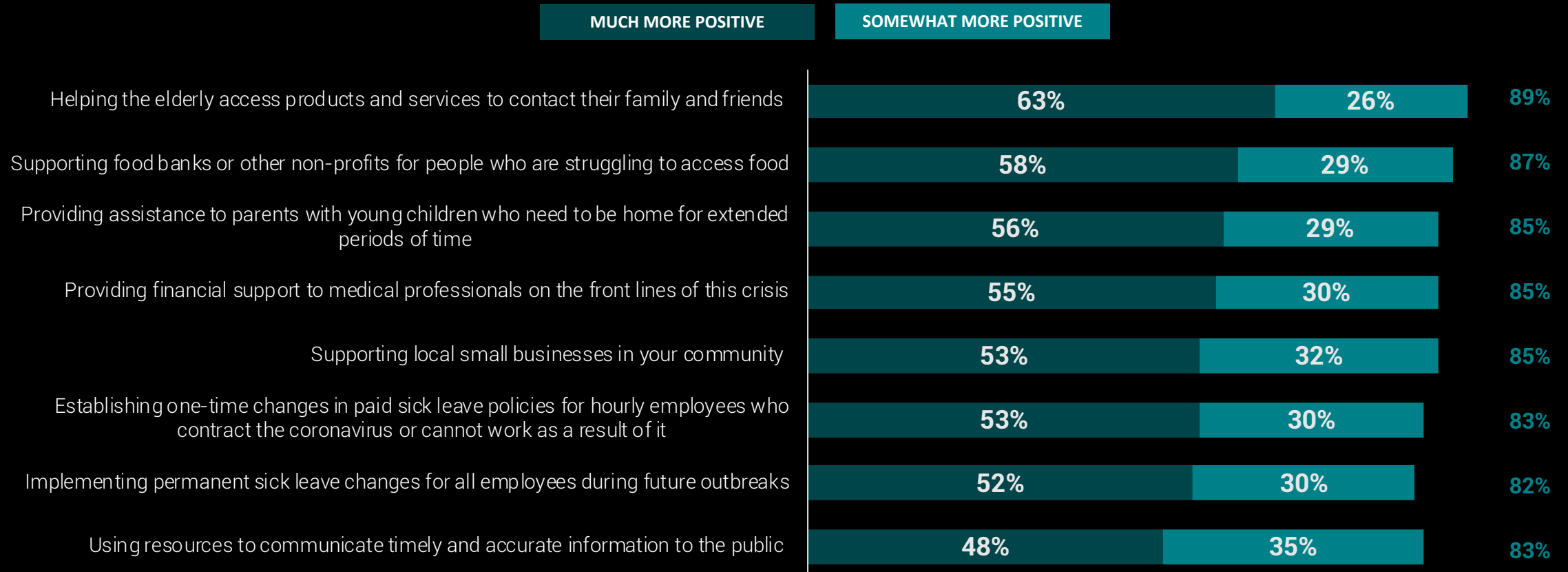
# Pluralities “don’t know” what companies across industries are doing for their employees

In your opinion, how would you rate each of the following industries’ response to helping their EMPLOYEES during the coronavirus (COVID-19) outbreak? *Ranked by Excellent + Good*



# Companies stepping in to help in a variety of ways improves perceptions

If a large corporation were to take these actions [in response to covid-19], would it make you more positive or more negative toward that business, or would it have no impact?

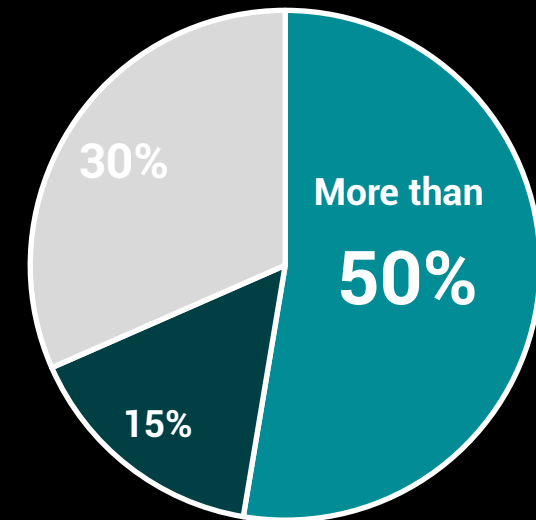




# Not offering paid sick leave can be detrimental reputationally and for a company's bottom line

More than half say they would be less likely to be a customer of companies across industries if they did not offer paid sick leave

If you were to learn that a company in the following industries **did not offer paid sick leave to its hourly employees**, would it make you more or less likely to be a customer there, or would it have no impact?



MORE LIKELY

LESS LIKELY

NO IMPACT

*Asked across 11 industries – scores ranged from 50%-57%*

# About Breakwater Strategy

# About Us

[Breakwater Strategy](#) is a strategic communications and insights consultancy dedicated to helping organizations navigate complex and consequential issues.

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## Shoot us a note.

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