

TRENDED CONSUMER OPINIONS

To Companies' Responses During COVID-19

This week's insights were collected Friday, May 15 - Sunday, May 17 (week 8) among a general population of n=300 U.S. consumers age 18+ and compared to the same data collected Friday, March 27 - Sunday March 29 (week 1).

When media talks, people listen.

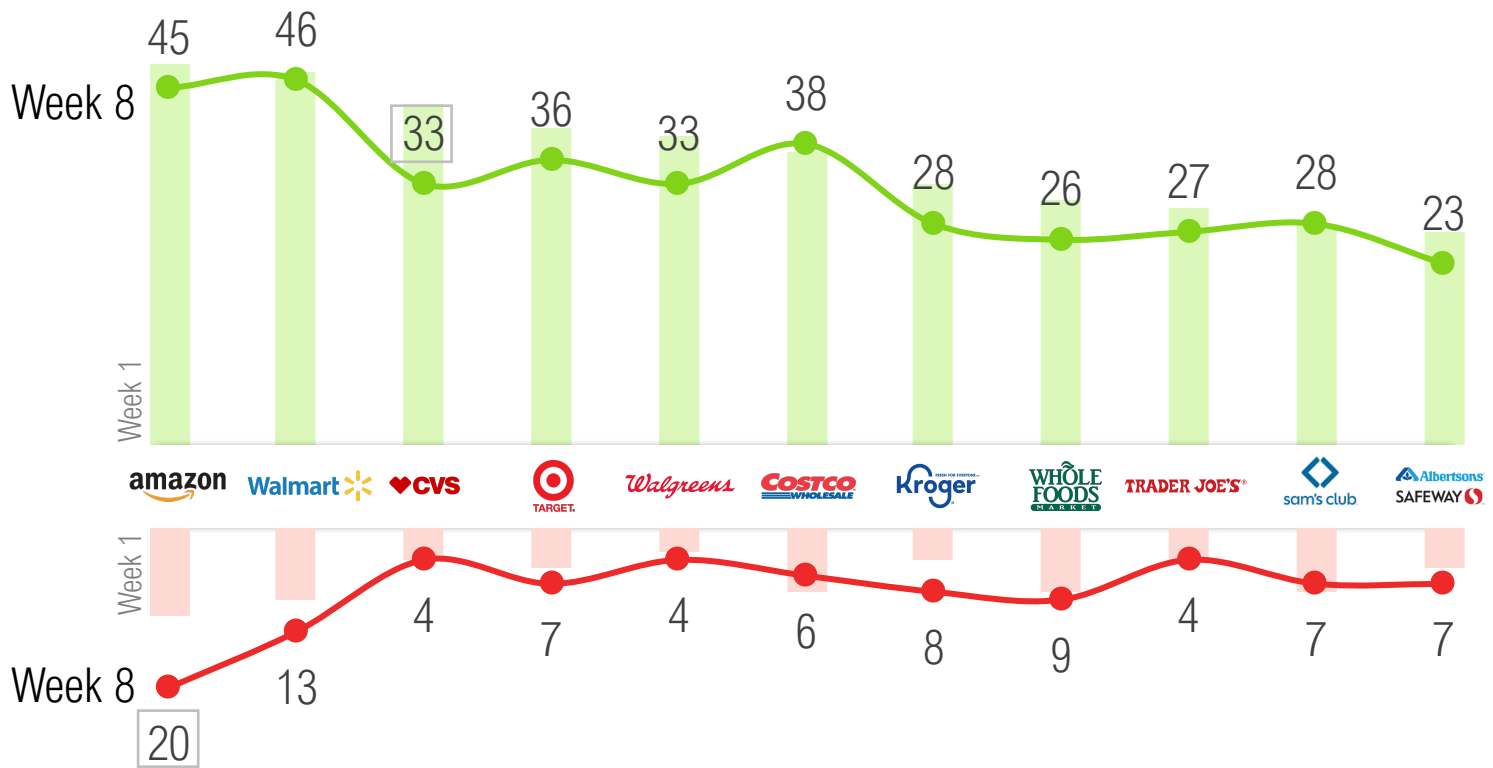
While most companies have experienced little to no change in opinions since the early stages of the pandemic (late March), companies with now *more negative* associations have recently been portrayed unfavorably in the press/media.

Company Opinion Based on Actions During COVID-19

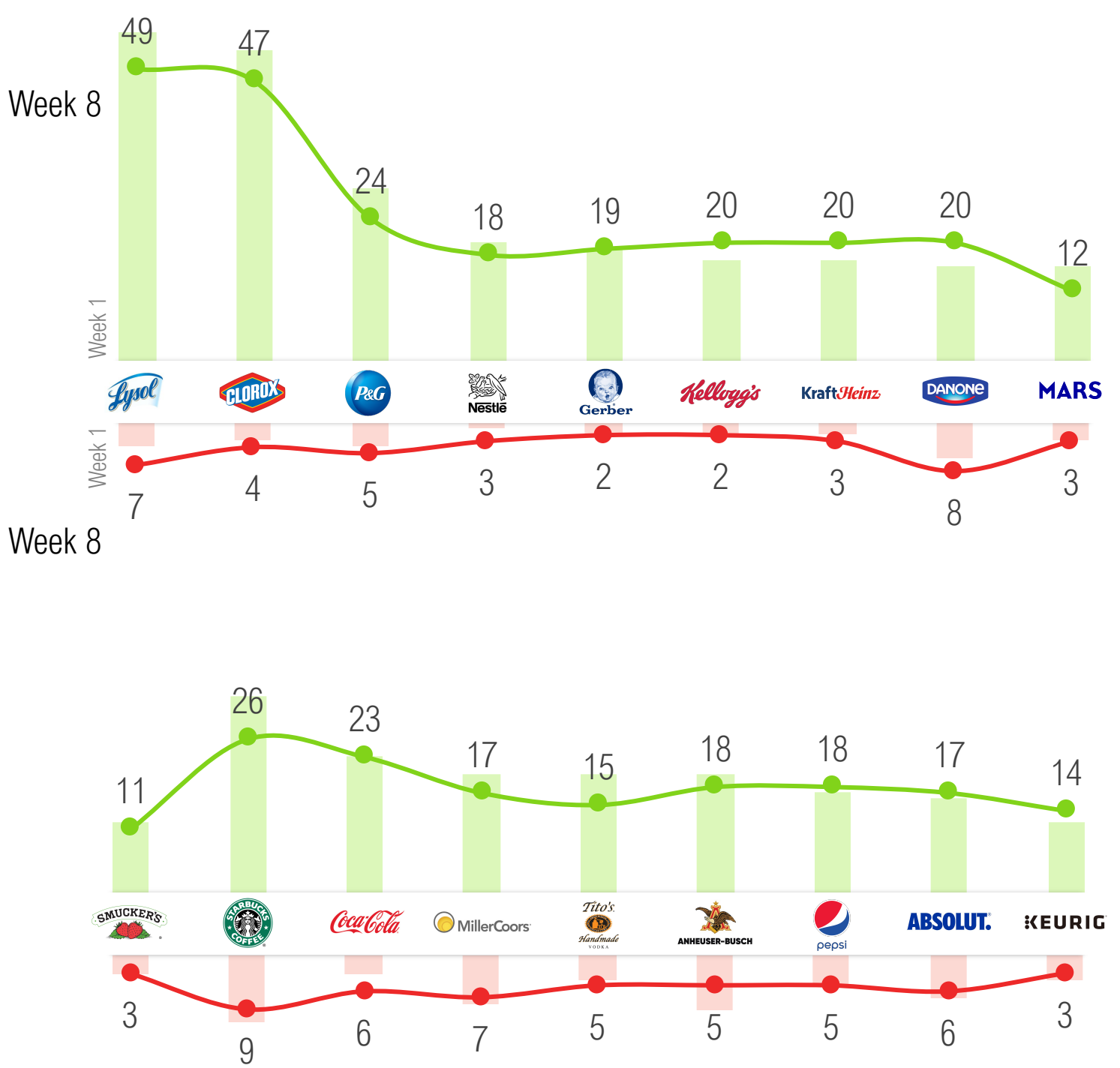
% More Positive % More Negative



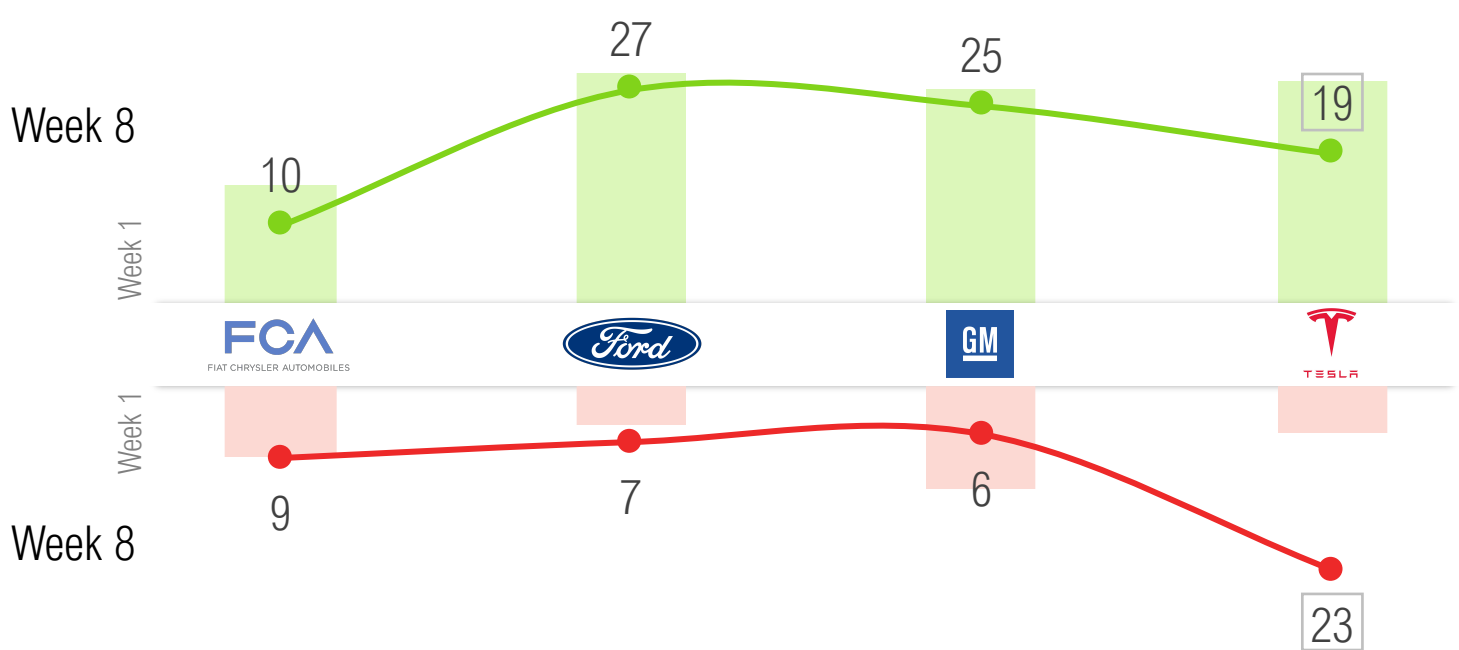
RETAILERS



CPG COMPANIES



AUTOMOTIVE



□ Indicates statistically significant change from late March - Wave 1.
 Base: Total (N=300) in each wave
 Q1: How has this company's response to the COVID-19 pandemic impacted your feelings toward the company? My feelings toward the company are... (5pt Scale)
 Reported among consumers familiar with the company