

CONSUMER RESPONSE

to Current Brand Action



OpinionRoute

Weekly Insights: Released April 2, 2020

What companies are connecting with consumers?

While top disinfectant manufacturers lead the way in positive recognition by consumers, retailers are getting more positive recognition in aggregate than CPG and automotive companies during this pandemic.

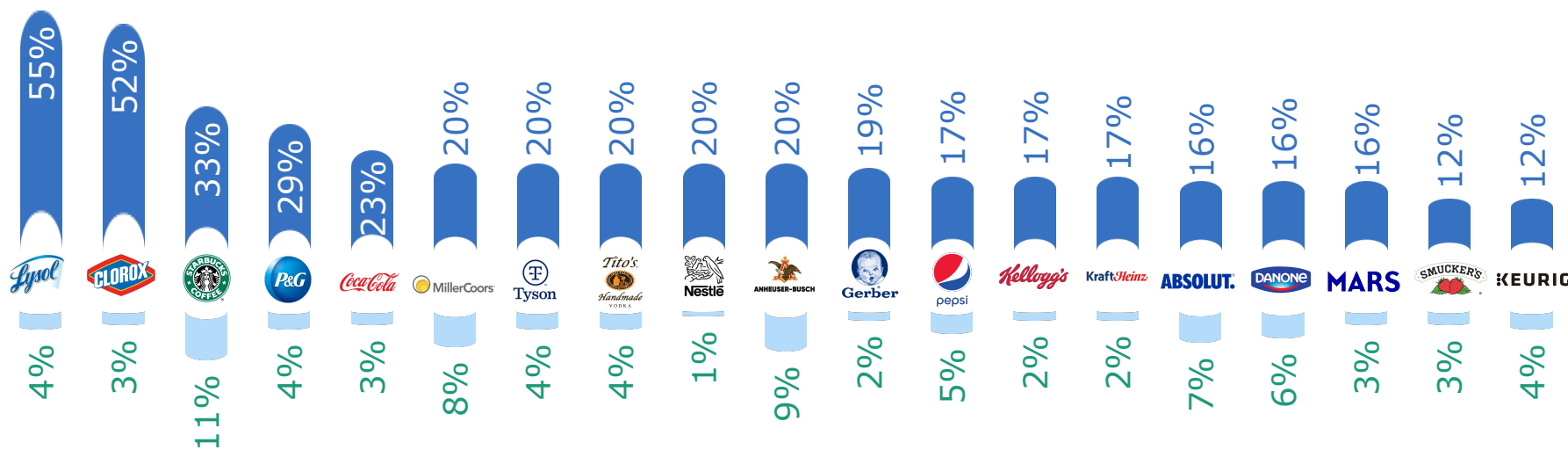
Company Opinion Based on Actions During COVID-19

■ % saying more positive
■ % saying more negative

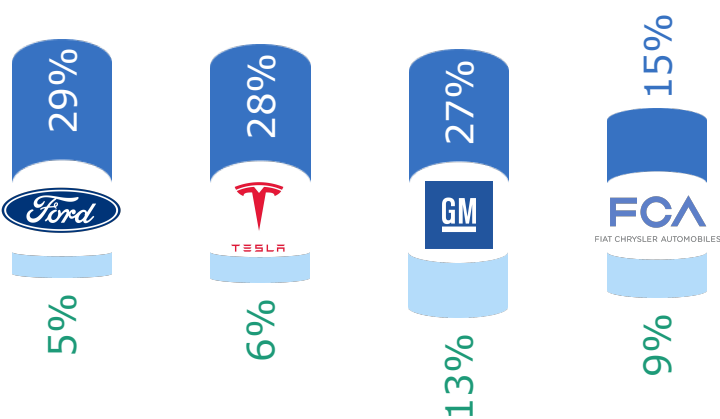
RETAILERS



CPG COMPANIES



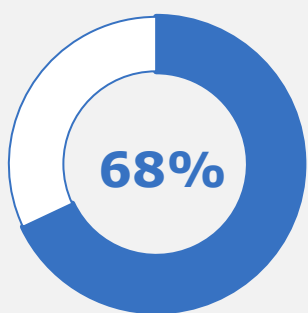
AUTOMOTIVE



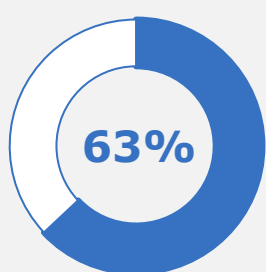
This week's insights were collected on Friday, March 27 - Sunday, March 29 among a general population of n=300 U.S. consumers age 18+.

What do consumers want to hear about during the pandemic?

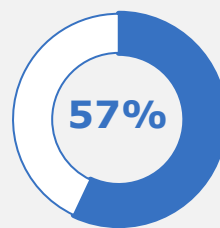
To make a positive impression, communications should highlight employee welfare and local community initiatives. Consumers want to know what is being done to support employees and the community to keep everyone safe and healthy in the midst of this pandemic.



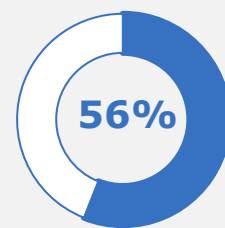
Treatment of employees



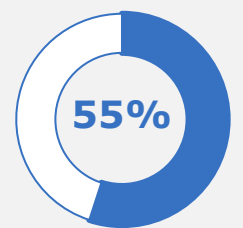
Support for local communities



Adjustments to production lines to alleviate medical supply shortage



Donations of goods/services



Assistance given to medical community

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 / Q2: And, what information would you like to hear from companies in response to the COVID-19 pandemic?