

PULSE POLL: SURVEY OF U.S. PUBLIC & EMPLOYEES

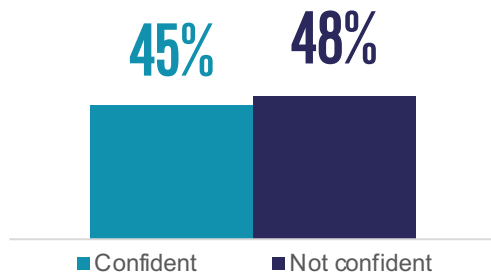
EVOLVING PERCEPTIONS & EXPECTATIONS IN THE COVID-19 ERA

SEPTEMBER 2020

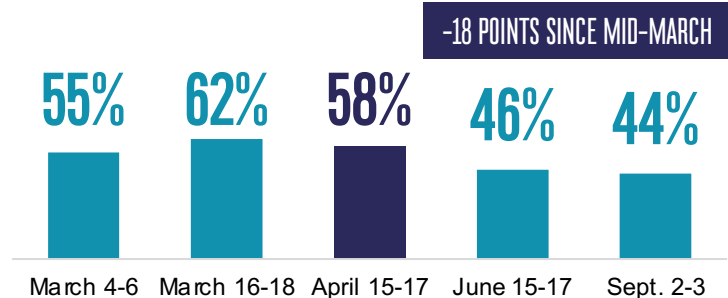
Weber Shandwick and KRC Research have been taking the pulse of American adults and employees to explore attitudes and issues surrounding recent crises—including the COVID-19 public health crisis, the accompanying economic crisis, and a series of crises that have brought to light racial injustice in our country. Since March, we have conducted five national surveys, each conducted online with a sample of ~1,000 adults drawn from a large national panel, are demographically representative of the U.S. adult population 18 years and older. Below are select findings from our latest poll, conducted September 2 to 3, 2020.

1 THE COLLISION OF CRISES HAVE ACCELERATED BOTH POLARIZATION AND A DECLINE IN CONFIDENCE IN GOVERNMENT INSTITUTIONS

CONFIDENCE U.S. HAS THE LEADERSHIP TO GUIDE THE NATION THROUGH PANDEMIC, UNEMPLOYMENT, AND RACIAL INEQUALITY

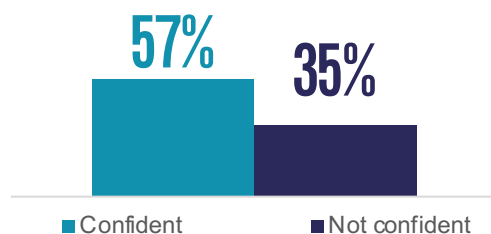


CONFIDENT THAT FEDERAL GOVERNMENT IS TAKING THE RIGHT ACTIONS TO STOP THE SPREAD OF CORONAVIRUS

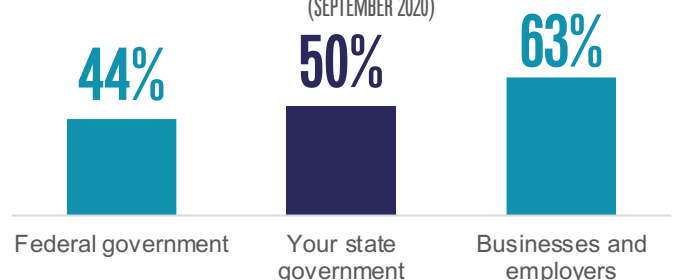


2 IN THIS CONTEXT, EMPLOYERS HAVE MAINTAINED A HIGH LEVEL OF CONFIDENCE AMONG CONSUMERS.

CONFIDENCE THAT BUSINESSES WILL OVERCOME THE CURRENT CRISIS AND REBOUND WITH JOBS & COMMERCE

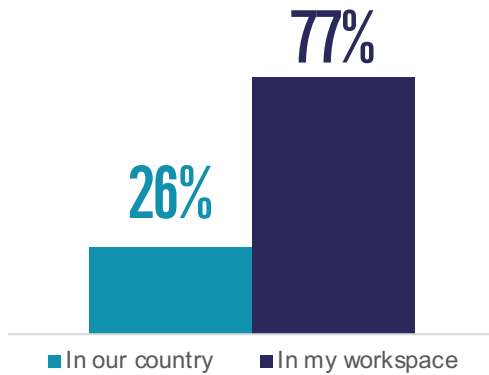


CONFIDENCE THAT GROUPS ARE TAKING THE RIGHT ACTIONS TO STOP THE SPREAD OF CORONAVIRUS (SEPTEMBER 2020)

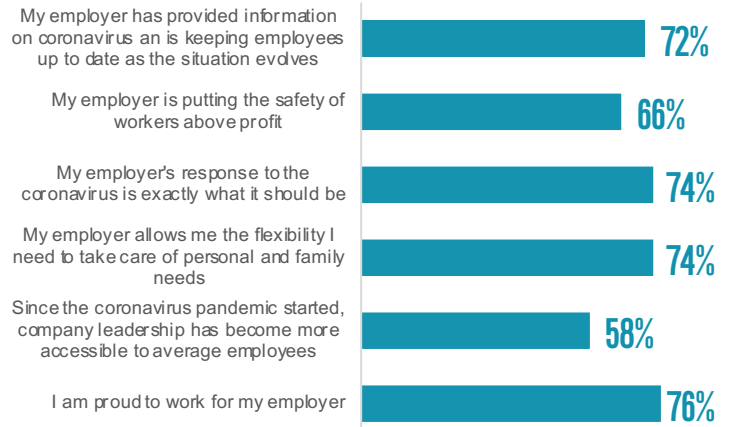


3 AMONG EMPLOYEES THE WORKPLACE REMAINS A HAVEN FROM SOCIETAL TENSIONS. EMPLOYERS HAVE MAINTAINED CONFIDENCE BOTH IN THE WAY THEY HAVE HANDLED THE PANDEMIC AND IN PRIORITIZING THE HEALTH OF EMPLOYEES AHEAD OF PROFITS.

PERCENT AGREE THE GENERAL TONE IS CIVIL & RESPECTFUL

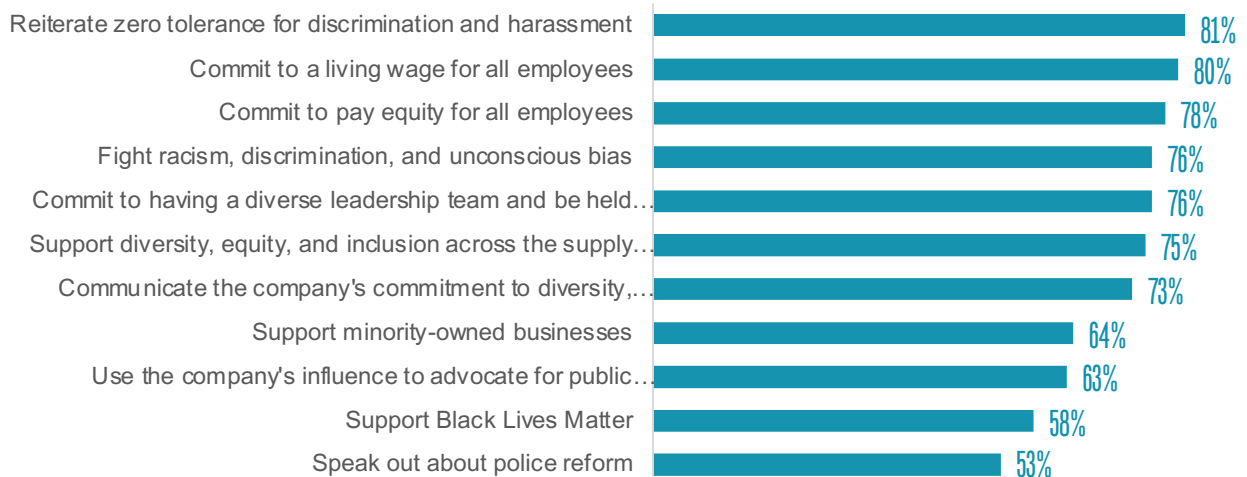


PERCENT EMPLOYEES AGREE...



4 BOTH CONSUMERS AND EMPLOYEES SEE AMERICAN BUSINESSES AS A FORCE FOR POSITIVE CHANGE. EMPLOYEES HAVE HIGH EXPECTATIONS FOR EMPLOYERS TO MAINTAIN CIVILITY AND ADDRESS INEQUITIES

ASKED OF EMPLOYEES: HOW IMPORTANT ARE EACH OF THE FOLLOWING FOR THE COMPANY YOU WORK FOR TO DO? (VERY OR SOMEWHAT IMPORTANT)



56% OF CONSUMERS AND 59% OF EMPLOYEES AGREE THAT AMERICAN BUSINESSES ARE INCREASINGLY A FORCE FOR POSITIVE CHANGE.

5 THE FUTURE OF WORK IS EVOLVING IN REAL TIME. AS REMOTE WORK IS EXTENDED FOR MANY, EMPLOYEES ARE CONTEMPLATING LIFESTYLE CHANGES WHICH WILL IMPACT THE EVOLVING WORKPLACE.

70% of those working from home say they work as productively at home, and

85% say they have the tools and resources they need.

47% of those still working at home are afraid their employer will bring people back to work before it is safe.

49% of employees are concerned about the future of the company where they work and their job there.

The pandemic has opened new possibilities for life changes among many employees.

39% PLAN NO CHANGES, BUT 61% PLAN A CHANGE:

27% plan to work home full-time in the future

20% plan to work from home at least part-time in the future

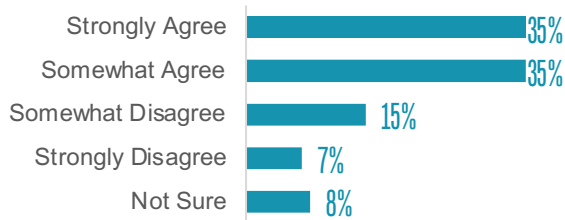
11% plan to change jobs

10% plan to move to a different area

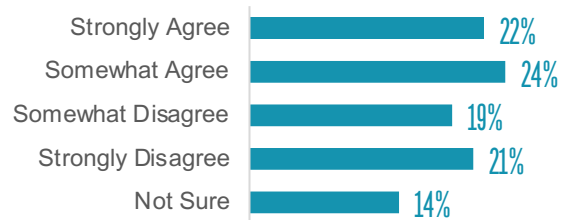
10% plan to move from full- to part-time

6 MOST FEEL EMPLOYERS HAVE CREATED A FAIR WORK ENVIRONMENT. BUT NEARLY HALF SAY EMPLOYERS DO NOT ALWAYS “WALK THE WALK,” OR LIVE UP TO THEIR VALUES. THE GAP BETWEEN COMMITMENTS TO RACIAL EQUITY AND ACTION CONTINUES TO BE AN AREA OF REPUTATIONAL RISK.

Employer has created a fair work environment where I can openly be myself and contribute to the company



Employer does not do what it says or “walk the walk” when it comes to diversity, equity, and inclusion



IMPLICATIONS

- + Approval of the way business has prioritized the health of employees above profits and handled the pandemic raises expectations of the role of business. Employers must live up to these higher expectations.
- + The workplace is a lifeline for many and the perception that employers provide a haven from the polarization around us will be tested as we navigate this contentious election period.
- + The pandemic has affected employee thinking and accelerated the future of work. Employees are contemplating lifestyle changes that will deeply affect the workplace. Employers need to anticipate and adapt.

For more information, please contact:

MICHO SPRING

Chair, Global Corporate Practice
President, Weber Shandwick New England
mpring@webershandwick.com

PAM JENKINS

President, Global Public Affairs
and Weber Shandwick South
pjenkins@webershandwick.com



/WeberShandwick



@WeberShandwick



/Company/WeberShandwick



/WeberShandwickGlobal



/webershandwick