



More important now for brands to demonstrate empathy amid the coronavirus pandemic

New Ipsos poll shows that how a brand responds to the pandemic will impact shopping intentions of more than half of Americans

Topline Findings

Washington, DC, May 14, 2020 – A recent Ipsos poll, conducted on behalf of PepsiCo Beverages North America, finds that Americans feel that society has become more empathetic and unified, but less free and secure, since mid-March. At the same time, Americans believe it is now more critical that brands demonstrate empathetic qualities and take action in order to maintain customer loyalty and support.

Detailed Findings

1. During the coronavirus pandemic, Americans see society as more empathetic and unified but less free and secure
 - The values of freedom, security, respect, opportunity, empathy, fairness, and unity are seen as important by virtually all Americans (91% or more), and at the same level importance to society as before the coronavirus pandemic.
 - Now, though, Americans feel society is less free (down 6 percentage points) and secure (down 4 percentage points) and more empathetic (up 7 percentage points) and unified (up 4 percentage points) than in March of this year.
2. Americans also see it as more important now for businesses to demonstrate empathetic qualities.
 - It is more important during these times for brands to show an understanding of customers as people (up 5 percentage points from March) and exhibit care for customers (up 4 percentage points).
 - Also of greater importance is for brands to take action on issues its customers care about (up 5 percentage points).
 - Nine in ten Americans continue to think that brands need to show empathy with actions and not just words, and 86% think that showing empathy is critical to creating greater loyalty.
3. A brand's response to the coronavirus has the potential to impact future customer behavior.
 - Around 2 in 3 Americans (68%) agree that how a brand responds to the coronavirus crisis will impact whether they engage with them in the future.
 - Eighty-one percent of Americans think that most brands have shown empathy in response to the crisis.
 - A majority (56%) feel the most empathetic way a company can communicate is by changing tones and topics in marketing and advertising to directly focus on addressing the crisis.

For full results, please refer to the following annotated questionnaire.





Full Annotated Questionnaire

- Thinking about what makes a society work, how important do you believe each of the following themes are?

Total Important Summary

	Wave 1, 3/13 (N=3,118)	Wave 2, 5/5 (N=2,084)
Freedom	97%	96%
Security	97%	96%
Respect	97%	97%
Opportunity	96%	95%
Empathy	94%	94%
Fairness	94%	95%
Unity	91%	93%

a. Empathy

	Wave 1	Wave 2
Very important	56%	57%
Somewhat important	37%	37%
Not very important	5%	5%
Not important at all	1%	1%
<i>Important (Net)</i>	<i>94%</i>	<i>94%</i>
<i>Not important (Net)</i>	<i>6%</i>	<i>6%</i>

b. Fairness

	Wave 1	Wave 2
Very important	64%	64%
Somewhat important	30%	31%
Not very important	5%	4%
Not important at all	1%	1%
<i>Important (Net)</i>	<i>94%</i>	<i>95%</i>
<i>Not important (Net)</i>	<i>6%</i>	<i>5%</i>

c. Freedom

	Wave 1	Wave 2
Very important	72%	72%
Somewhat important	25%	24%
Not very important	2%	3%
Not important at all	1%	1%
<i>Important (Net)</i>	<i>97%</i>	<i>96%</i>
<i>Not important (Net)</i>	<i>3%</i>	<i>4%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

d. Security

	Wave 1	Wave 2
Very important	64%	69%
Somewhat important	32%	28%
Not very important	3%	3%
Not important at all	1%	1%
<i>Important (Net)</i>	97%	96%
<i>Not important (Net)</i>	3%	4%

e. Opportunity

	Wave 1	Wave 2
Very important	57%	58%
Somewhat important	39%	37%
Not very important	3%	4%
Not important at all	1%	1%
<i>Important (Net)</i>	96%	95%
<i>Not important (Net)</i>	4%	5%

f. Respect

	Wave 1	Wave 2
Very important	75%	76%
Somewhat important	21%	21%
Not very important	2%	3%
Not important at all	1%	1%
<i>Important (Net)</i>	97%	97%
<i>Not important (Net)</i>	3%	3%

g. Unity

	Wave 1	Wave 2
Very important	49%	56%
Somewhat important	42%	37%
Not very important	7%	6%
Not important at all	1%	1%
<i>Important (Net)</i>	91%	93%
<i>Not important (Net)</i>	9%	7%





PUBLIC POLL FINDINGS AND METHODOLOGY

2. How well do you believe each of the following describes society in the U.S. today?

Total Describes Well Summary

	Wave 1	Wave 2
Offers opportunities	77%	71%
Free	76%	70%
Secure	63%	59%
Fair	51%	50%
Empathetic	43%	50%
Respectful	42%	45%
Unified	35%	39%

a. Empathetic

	Wave 1	Wave 2
Describes very well	10%	10%
Describes somewhat	33%	40%
Does not describe well	46%	38%
Does not describe at all	11%	11%
<i>Describes well (Net)</i>	<i>43%</i>	<i>50%</i>
<i>Does not describe well (Net)</i>	<i>57%</i>	<i>50%</i>

b. Fair

	Wave 1	Wave 2
Describes very well	11%	11%
Describes somewhat	40%	39%
Does not describe well	39%	38%
Does not describe at all	10%	12%
<i>Describes well (Net)</i>	<i>51%</i>	<i>50%</i>
<i>Does not describe well (Net)</i>	<i>49%</i>	<i>50%</i>

c. Free

	Wave 1	Wave 2
Describes very well	23%	22%
Describes somewhat	52%	48%
Does not describe well	19%	22%
Does not describe at all	5%	8%
<i>Describes well (Net)</i>	<i>76%</i>	<i>70%</i>
<i>Does not describe well (Net)</i>	<i>24%</i>	<i>30%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

d. Secure

	Wave 1	Wave 2
Describes very well	14%	12%
Describes somewhat	49%	46%
Does not describe well	30%	33%
Does not describe at all	7%	8%
<i>Describes well (Net)</i>	<i>63%</i>	<i>59%</i>
<i>Does not describe well (Net)</i>	<i>37%</i>	<i>41%</i>

e. Offers opportunities

	Wave 1	Wave 2
Describes very well	21%	19%
Describes somewhat	57%	53%
Does not describe well	18%	22%
Does not describe at all	5%	6%
<i>Describes well (Net)</i>	<i>77%</i>	<i>71%</i>
<i>Does not describe well (Net)</i>	<i>23%</i>	<i>29%</i>

f. Respectful

	Wave 1	Wave 2
Describes very well	12%	11%
Describes somewhat	29%	34%
Does not describe well	44%	40%
Does not describe at all	14%	14%
<i>Describes well (Net)</i>	<i>42%</i>	<i>45%</i>
<i>Does not describe well (Net)</i>	<i>58%</i>	<i>55%</i>

g. Unified

	Wave 1	Wave 2
Describes very well	9%	9%
Describes somewhat	26%	30%
Does not describe well	42%	38%
Does not describe at all	23%	22%
<i>Describes well (Net)</i>	<i>35%</i>	<i>39%</i>
<i>Does not describe well (Net)</i>	<i>65%</i>	<i>61%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

3. Now, thinking about brands, how important is it that they exhibit the following behaviors?

Total Important Summary

	Wave 1	Wave 2
Acknowledges when it is wrong	94%	94%
Treats me like a human being	93%	94%
Treats me with respect	93%	94%
Communicates in a transparent way	91%	93%
Is constantly thinking about new ways to improve itself/its products	90%	91%
Listens to me	89%	91%
Understands what I need to make my life easier	87%	89%
Cares about me	81%	85%
Shares my values	77%	79%
Is committed to diverse leadership	75%	75%
Takes action on issues I care about	74%	79%
Understands me as a person	73%	78%
Is made by people like me	66%	70%
Uses people like me in their communications (i.e. ads)	64%	64%

a. Treats me like a human being

	Wave 1	Wave 2
Very important	51%	56%
Somewhat important	42%	38%
Not very important	5%	5%
Not important at all	2%	1%
<i>Important (Net)</i>	<i>93%</i>	<i>94%</i>
<i>Not important (Net)</i>	<i>7%</i>	<i>6%</i>

b. Treats me with respect

	Wave 1	Wave 2
Very important	51%	57%
Somewhat important	42%	38%
Not very important	5%	4%
Not important at all	1%	2%
<i>Important (Net)</i>	<i>93%</i>	<i>94%</i>
<i>Not important (Net)</i>	<i>7%</i>	<i>6%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

c. Cares about me

	Wave 1	Wave 2
Very important	29%	37%
Somewhat important	52%	48%
Not very important	16%	13%
Not important at all	3%	2%
<i>Important (Net)</i>	<i>81%</i>	<i>85%</i>
<i>Not important (Net)</i>	<i>19%</i>	<i>15%</i>

d. Understands me as a person

	Wave 1	Wave 2
Very important	25%	30%
Somewhat important	48%	48%
Not very important	23%	18%
Not important at all	4%	4%
<i>Important (Net)</i>	<i>73%</i>	<i>78%</i>
<i>Not important (Net)</i>	<i>27%</i>	<i>22%</i>

e. Understands what I need to make my life easier

	Wave 1	Wave 2
Very important	32%	36%
Somewhat important	55%	53%
Not very important	11%	9%
Not important at all	2%	2%
<i>Important (Net)</i>	<i>87%</i>	<i>89%</i>
<i>Not important (Net)</i>	<i>13%</i>	<i>11%</i>

f. Listens to me

	Wave 1	Wave 2
Very important	36%	43%
Somewhat important	53%	48%
Not very important	9%	7%
Not important at all	2%	2%
<i>Important (Net)</i>	<i>89%</i>	<i>91%</i>
<i>Not important (Net)</i>	<i>11%</i>	<i>9%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

g. Is made by people like me

	Wave 1	Wave 2
Very important	21%	23%
Somewhat important	45%	46%
Not very important	27%	24%
Not important at all	7%	6%
<i>Important (Net)</i>	66%	70%
<i>Not important (Net)</i>	34%	30%

h. Acknowledges when it is wrong

	Wave 1	Wave 2
Very important	54%	59%
Somewhat important	40%	35%
Not very important	5%	4%
Not important at all	1%	2%
<i>Important (Net)</i>	94%	94%
<i>Not important (Net)</i>	6%	6%

i. Communicates in a transparent way

	Wave 1	Wave 2
Very important	44%	50%
Somewhat important	47%	43%
Not very important	7%	6%
Not important at all	2%	2%
<i>Important (Net)</i>	91%	93%
<i>Not important (Net)</i>	9%	7%

j. Shares my values

	Wave 1	Wave 2
Very important	24%	30%
Somewhat important	53%	50%
Not very important	19%	17%
Not important at all	4%	4%
<i>Important (Net)</i>	77%	79%
<i>Not important (Net)</i>	23%	21%





PUBLIC POLL FINDINGS AND METHODOLOGY

k. Uses people like me in their communications (i.e. ads)

	Wave 1	Wave 2
Very important	20%	22%
Somewhat important	44%	42%
Not very important	27%	28%
Not important at all	9%	9%
<i>Important (Net)</i>	64%	64%
<i>Not important (Net)</i>	36%	36%

l. Takes action on issues I care about

	Wave 1	Wave 2
Very important	25%	32%
Somewhat important	49%	47%
Not very important	21%	17%
Not important at all	5%	4%
<i>Important (Net)</i>	74%	79%
<i>Not important (Net)</i>	26%	21%

m. Is constantly thinking about new ways to improve itself/its products

	Wave 1	Wave 2
Very important	37%	41%
Somewhat important	53%	50%
Not very important	8%	7%
Not important at all	2%	2%
<i>Important (Net)</i>	90%	91%
<i>Not important (Net)</i>	10%	9%

n. Is committed to diverse leadership

	Wave 1	Wave 2
Very important	29%	30%
Somewhat important	46%	44%
Not very important	19%	19%
Not important at all	5%	6%
<i>Important (Net)</i>	75%	75%
<i>Not important (Net)</i>	25%	25%





PUBLIC POLL FINDINGS AND METHODOLOGY

4. Regarding your interactions with brands, which of the following characteristics best describe empathy in this context? Please select all that apply.

	Wave 1	Wave 2
Treats me with respect	55%	52%
Treats me like a human being	54%	50%
Listens to me	48%	43%
Acknowledges when it is wrong	44%	37%
Cares about me	40%	41%
Understands what I need to make my life easier	39%	32%
Understand me as a person	35%	33%
Communicates in a transparent way	35%	30%
Shares my values	29%	25%
Is constantly thinking about new ways to improve itself/its products	29%	22%
Takes action on issues I care about	27%	25%
Is committed to diverse leadership	18%	15%
Uses people like me in their communications (i.e. ads)	17%	14%
Is made by people like me	16%	14%
Other	1%	1%
None of the above	7%	8%





PUBLIC POLL FINDINGS AND METHODOLOGY

5. Please indicate how strongly you agree or disagree with the following statements.

Total Agree Summary

	Wave 1	Wave 2
Greater transparency on the part of brands will create greater trust	91%	90%
If brands want to show they are empathetic, they need to show it with actions not just words	91%	90%
If brands want to create greater loyalty, it's critical that they show greater empathy	85%	86%
Brands need to humanize themselves to connect with consumers	84%	85%
Today's consumers are holding brands to a higher standard	83%	82%
I have watched advertisements from brands that have really missed the mark	83%	81%
I know what I want. If brands want to get my attention, they need to listen harder	82%	83%
I have watched advertisements from brands where I know they are trying to reach me, but they really missed the mark	78%	78%
Brands are realizing the importance of demonstrating empathy	74%	75%
Brands need to cut the noise, too much communication is a turn off for consumers	73%	77%
Brands today feel like they have more personality	68%	66%
I have watched advertisements from brands that made me feel seen	61%	59%

a. If brands want to create greater loyalty, it's critical that they show greater empathy

	Wave 1	Wave 2
Strongly agree	30%	32%
Somewhat agree	55%	54%
Somewhat disagree	13%	11%
Strongly disagree	3%	2%
<i>Agree (Net)</i>	<i>85%</i>	<i>86%</i>
<i>Disagree (Net)</i>	<i>15%</i>	<i>14%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

b. Greater transparency on the part of brands will create greater trust

	Wave 1	Wave 2
Strongly agree	36%	41%
Somewhat agree	54%	49%
Somewhat disagree	8%	8%
Strongly disagree	2%	2%
<i>Agree (Net)</i>	<i>91%</i>	<i>90%</i>
<i>Disagree (Net)</i>	<i>9%</i>	<i>10%</i>

c. Brands need to cut the noise, too much communication is a turn off for consumers

	Wave 1	Wave 2
Strongly agree	23%	25%
Somewhat agree	50%	52%
Somewhat disagree	23%	20%
Strongly disagree	4%	3%
<i>Agree (Net)</i>	<i>73%</i>	<i>77%</i>
<i>Disagree (Net)</i>	<i>27%</i>	<i>23%</i>

d. Brands are realizing the importance of demonstrating empathy

	Wave 1	Wave 2
Strongly agree	18%	20%
Somewhat agree	56%	55%
Somewhat disagree	22%	22%
Strongly disagree	4%	4%
<i>Agree (Net)</i>	<i>74%</i>	<i>75%</i>
<i>Disagree (Net)</i>	<i>26%</i>	<i>25%</i>

e. Today's consumers are holding brands to a higher standard

	Wave 1	Wave 2
Strongly agree	30%	28%
Somewhat agree	53%	54%
Somewhat disagree	14%	15%
Strongly disagree	2%	3%
<i>Agree (Net)</i>	<i>83%</i>	<i>82%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>18%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

f. I have watched advertisements from brands that made me feel seen

	Wave 1	Wave 2
Strongly agree	13%	13%
Somewhat agree	48%	46%
Somewhat disagree	30%	32%
Strongly disagree	9%	9%
<i>Agree (Net)</i>	<i>61%</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>39%</i>	<i>41%</i>

g. I have watched advertisements from brands that have really missed the mark

	Wave 1	Wave 2
Strongly agree	34%	31%
Somewhat agree	49%	49%
Somewhat disagree	14%	16%
Strongly disagree	3%	4%
<i>Agree (Net)</i>	<i>83%</i>	<i>81%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>19%</i>

h. I have watched advertisements from brands where I know they are trying to reach me, but they really missed the mark

	Wave 1	Wave 2
Strongly agree	23%	23%
Somewhat agree	55%	55%
Somewhat disagree	18%	19%
Strongly disagree	4%	3%
<i>Agree (Net)</i>	<i>78%</i>	<i>78%</i>
<i>Disagree (Net)</i>	<i>22%</i>	<i>22%</i>

i. I know what I want. If brands want to get my attention, they need to listen harder

	Wave 1	Wave 2
Strongly agree	24%	27%
Somewhat agree	58%	57%
Somewhat disagree	16%	14%
Strongly disagree	2%	2%
<i>Agree (Net)</i>	<i>82%</i>	<i>83%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>17%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

j. If brands want to show they are empathetic, they need to show it with actions not just words

	Wave 1	Wave 2
Strongly agree	45%	49%
Somewhat agree	46%	42%
Somewhat disagree	7%	8%
Strongly disagree	2%	2%
<i>Agree (Net)</i>	91%	90%
<i>Disagree (Net)</i>	9%	10%

k. Brands today feel like they have more personality

	Wave 1	Wave 2
Strongly agree	15%	15%
Somewhat agree	53%	50%
Somewhat disagree	27%	29%
Strongly disagree	5%	5%
<i>Agree (Net)</i>	68%	66%
<i>Disagree (Net)</i>	32%	34%

l. Brands need to humanize themselves to connect with consumers

	Wave 1	Wave 2
Strongly agree	28%	32%
Somewhat agree	56%	53%
Somewhat disagree	12%	12%
Strongly disagree	3%	2%
<i>Agree (Net)</i>	84%	85%
<i>Disagree (Net)</i>	16%	15%

m. Today's brands are focused on making a real impact on society

	Wave 1	Wave 2
Strongly agree	-	14%
Somewhat agree	-	46%
Somewhat disagree	-	33%
Strongly disagree	-	7%
<i>Agree (Net)</i>	-	60%
<i>Disagree (Net)</i>	-	40%





PUBLIC POLL FINDINGS AND METHODOLOGY

6. Brands can integrate empathy into a variety of decisions, how important do you believe it is that brands use empathy in each of the following?

Total Important Summary

	Wave 1	Wave 2
Customer relations (i.e. customer service)	91%	91%
Product development or innovation (i.e. flavors, ingredients, or texture)	84%	82%
Product design (i.e. look and feel, functionality, or material used)	83%	82%
Partnerships with companies/organizations	73%	74%
TV/digital commercials	69%	72%
Social media posts	54%	60%
Celebrity/spokespeople identification	41%	42%

- a. Product development or innovation (i.e. flavors, ingredients, or texture)

	Wave 1	Wave 2
Very important	29%	30%
Somewhat important	55%	51%
Not very important	13%	15%
Not important at all	3%	3%
<i>Important (Net)</i>	<i>84%</i>	<i>82%</i>
<i>Not important (Net)</i>	<i>16%</i>	<i>18%</i>

- b. Product design (i.e. look and feel, functionality, or material used)

	Wave 1	Wave 2
Very important	30%	29%
Somewhat important	53%	52%
Not very important	14%	15%
Not important at all	3%	3%
<i>Important (Net)</i>	<i>83%</i>	<i>82%</i>
<i>Not important (Net)</i>	<i>17%</i>	<i>18%</i>

- c. TV/digital commercials

	Wave 1	Wave 2
Very important	19%	21%
Somewhat important	51%	50%
Not very important	24%	22%
Not important at all	7%	7%
<i>Important (Net)</i>	<i>69%</i>	<i>72%</i>
<i>Not important (Net)</i>	<i>31%</i>	<i>28%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

d. Social media posts

	Wave 1	Wave 2
Very important	16%	20%
Somewhat important	39%	40%
Not very important	30%	26%
Not important at all	16%	14%
<i>Important (Net)</i>	<i>54%</i>	<i>60%</i>
<i>Not important (Net)</i>	<i>46%</i>	<i>40%</i>

e. Customer relations (i.e. customer service)

	Wave 1	Wave 2
Very important	55%	56%
Somewhat important	36%	35%
Not very important	7%	7%
Not important at all	2%	2%
<i>Important (Net)</i>	<i>91%</i>	<i>91%</i>
<i>Not important (Net)</i>	<i>9%</i>	<i>9%</i>

f. Celebrity/spokespeople identification

	Wave 1	Wave 2
Very important	11%	14%
Somewhat important	30%	28%
Not very important	35%	33%
Not important at all	24%	24%
<i>Important (Net)</i>	<i>41%</i>	<i>42%</i>
<i>Not important (Net)</i>	<i>59%</i>	<i>58%</i>

g. Partnerships with companies/organizations

	Wave 1	Wave 2
Very important	20%	22%
Somewhat important	53%	52%
Not very important	22%	21%
Not important at all	5%	5%
<i>Important (Net)</i>	<i>73%</i>	<i>74%</i>
<i>Not important (Net)</i>	<i>27%</i>	<i>26%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

7. Please indicate how strongly you agree or disagree with the following statements.

Total Agree Summary

	Wave 2
Most brands have shown empathy in response to the coronavirus (COVID-19) outbreak	81%
The coronavirus (COVID-19) outbreak has made me believe empathy is more important than ever	79%
I have seen brand advertisements during the outbreak that have hit the mark	76%
My view on the importance of the empathy has not changed since the outbreak	74%
I have seen brand advertisements during the outbreak that have missed the mark	72%
How brands respond to the coronavirus crisis will impact whether I engage with them in the future	68%
I've appreciated the amount of brand communications I have received during the outbreak	64%
I've been frustrated with the amount of brand communications I have received during the outbreak	50%

a. The coronavirus (COVID-19) outbreak has made me believe empathy is more important than ever

	Wave 2
Strongly agree	32%
Somewhat agree	47%
Somewhat disagree	16%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>79%</i>
<i>Disagree (Net)</i>	<i>21%</i>

b. My view on the importance of the empathy has not changed since the outbreak

	Wave 2
Strongly agree	28%
Somewhat agree	46%
Somewhat disagree	21%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>26%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

c. Most brands have shown empathy in response to the coronavirus (COVID-19) outbreak

	Wave 2
Strongly agree	23%
Somewhat agree	58%
Somewhat disagree	15%
Strongly disagree	4%
<i>Agree (Net)</i>	<i>81%</i>
<i>Disagree (Net)</i>	<i>19%</i>

d. I've been frustrated with the amount of brand communications I have received during the outbreak

	Wave 2
Strongly agree	14%
Somewhat agree	36%
Somewhat disagree	41%
Strongly disagree	9%
<i>Agree (Net)</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>50%</i>

e. I've appreciated the amount of brand communications I have received during the outbreak

	Wave 2
Strongly agree	14%
Somewhat agree	50%
Somewhat disagree	28%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>36%</i>

f. I have seen brand advertisements during the outbreak that have missed the mark

	Wave 2
Strongly agree	21%
Somewhat agree	50%
Somewhat disagree	23%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>28%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

g. I have seen brand advertisements during the outbreak that have hit the mark

	Wave 2
Strongly agree	24%
Somewhat agree	53%
Somewhat disagree	18%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>76%</i>
<i>Disagree (Net)</i>	<i>24%</i>

h. How brands respond to the coronavirus crisis will impact whether I engage with them in the future

	Wave 2
Strongly agree	21%
Somewhat agree	46%
Somewhat disagree	24%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>32%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

8. Thinking about how brands can show empathy and your interactions with them during the time of the coronavirus (COVID-19) outbreak, how important is it that brands do the following?

Total Important Summary

	Wave 2
Provide salary and sick leave support to employees	93%
Manufacture essential resources (i.e. personal protective equipment, ventilators or masks)	91%
Help local businesses that are struggling as a result of the crisis	91%
Help people give back to those in need	90%
Provide transparency on how companies are keeping employees safe	90%
Donate to charities in need	89%
Donate to communities in need	89%
Waive and/or cut prices or fees for customers	89%
Cut leadership bonuses and/or salaries to retain the workforce	88%
Offer freelance or job opportunities to those who have been laid off or furloughed during the outbreak	87%
Provide useful resources to help people during stay-at-home orders (e.g. educational materials, recipes)	87%
Provide alternative ways for people to enjoy things they would normally do out of home/with others (e.g. restaurant/bar takeout services, online sports/fitness, gaming, e-learning, virtual tours, cooking classes)	87%
Lift people's spirits	86%
Provide free services or products to customers	83%
Help people connect with friends and family	83%
Revise advertisement and communications tone/style	80%
Join conversations with political leaders to determine the best path to get back to "normal"	78%
Send updates to customers about the company and its employees	76%
Provide a moment of escapism from it all	76%
Provide entertainment for people during stay-at-home orders	73%





PUBLIC POLL FINDINGS AND METHODOLOGY

a. Donate to charities in need

	Wave 2
Very important	43%
Somewhat important	46%
Not very important	9%
Not important at all	3%
<i>Important (Net)</i>	89%
<i>Not important (Net)</i>	11%

b. Donate to communities in need

	Wave 2
Very important	46%
Somewhat important	44%
Not very important	8%
Not important at all	3%
<i>Important (Net)</i>	89%
<i>Not important (Net)</i>	11%

c. Waive and/or cut prices or fees for customers

	Wave 2
Very important	43%
Somewhat important	46%
Not very important	9%
Not important at all	2%
<i>Important (Net)</i>	89%
<i>Not important (Net)</i>	11%

d. Provide free services or products to customers

	Wave 2
Very important	34%
Somewhat important	49%
Not very important	14%
Not important at all	3%
<i>Important (Net)</i>	83%
<i>Not important (Net)</i>	17%





PUBLIC POLL FINDINGS AND METHODOLOGY

e. Provide salary and sick leave support to employees

	Wave 2
Very important	56%
Somewhat important	37%
Not very important	5%
Not important at all	2%
<i>Important (Net)</i>	93%
<i>Not important (Net)</i>	7%

f. Cut leadership bonuses and/or salaries to retain the workforce

	Wave 2
Very important	52%
Somewhat important	36%
Not very important	9%
Not important at all	2%
<i>Important (Net)</i>	88%
<i>Not important (Net)</i>	12%

g. Manufacture essential resources (i.e. personal protective equipment, ventilators or masks)

	Wave 2
Very important	53%
Somewhat important	38%
Not very important	8%
Not important at all	2%
<i>Important (Net)</i>	91%
<i>Not important (Net)</i>	9%

h. Revise advertisement and communications tone/style

	Wave 2
Very important	28%
Somewhat important	51%
Not very important	17%
Not important at all	4%
<i>Important (Net)</i>	80%
<i>Not important (Net)</i>	20%





PUBLIC POLL FINDINGS AND METHODOLOGY

- i. Send updates to customers about the company and its employees

	Wave 2
Very important	30%
Somewhat important	46%
Not very important	19%
Not important at all	5%
<i>Important (Net)</i>	<i>76%</i>
<i>Not important (Net)</i>	<i>24%</i>

- j. Join conversations with political leaders to determine the best path to get back to “normal”

	Wave 2
Very important	31%
Somewhat important	47%
Not very important	17%
Not important at all	5%
<i>Important (Net)</i>	<i>78%</i>
<i>Not important (Net)</i>	<i>22%</i>

- k. Offer freelance or job opportunities to those who have been laid off or furloughed during the outbreak

	Wave 2
Very important	39%
Somewhat important	48%
Not very important	10%
Not important at all	3%
<i>Important (Net)</i>	<i>87%</i>
<i>Not important (Net)</i>	<i>13%</i>

- l. Provide entertainment for people during stay-at-home orders

	Wave 2
Very important	26%
Somewhat important	47%
Not very important	21%
Not important at all	6%
<i>Important (Net)</i>	<i>73%</i>
<i>Not important (Net)</i>	<i>27%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

m. Help people connect with friends and family

	Wave 2
Very important	37%
Somewhat important	46%
Not very important	14%
Not important at all	3%
<i>Important (Net)</i>	83%
<i>Not important (Net)</i>	17%

n. Help people give back to those in need

	Wave 2
Very important	45%
Somewhat important	44%
Not very important	8%
Not important at all	2%
<i>Important (Net)</i>	90%
<i>Not important (Net)</i>	10%

o. Provide useful resources to help people during stay-at-home orders (e.g. educational materials, recipes)

	Wave 2
Very important	39%
Somewhat important	47%
Not very important	11%
Not important at all	3%
<i>Important (Net)</i>	87%
<i>Not important (Net)</i>	13%

p. Provide transparency on how companies are keeping employees safe

	Wave 2
Very important	50%
Somewhat important	40%
Not very important	8%
Not important at all	2%
<i>Important (Net)</i>	90%
<i>Not important (Net)</i>	10%





PUBLIC POLL FINDINGS AND METHODOLOGY

- q. Provide alternative ways for people to enjoy things they would normally do out of home/with others (e.g. restaurant/bar takeout services, online sports/fitness, gaming, e-learning, virtual tours, cooking classes)

	Wave 2
Very important	36%
Somewhat important	51%
Not very important	10%
Not important at all	3%
<i>Important (Net)</i>	<i>87%</i>
<i>Not important (Net)</i>	<i>13%</i>

- r. Help local businesses that are struggling as a result of the crisis

	Wave 2
Very important	49%
Somewhat important	42%
Not very important	7%
Not important at all	2%
<i>Important (Net)</i>	<i>91%</i>
<i>Not important (Net)</i>	<i>9%</i>

- s. Lift people's spirits

	Wave 2
Very important	40%
Somewhat important	46%
Not very important	11%
Not important at all	3%
<i>Important (Net)</i>	<i>86%</i>
<i>Not important (Net)</i>	<i>14%</i>

- t. Provide a moment of escapism from it all

	Wave 2
Very important	26%
Somewhat important	50%
Not very important	20%
Not important at all	4%
<i>Important (Net)</i>	<i>76%</i>
<i>Not important (Net)</i>	<i>24%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

9. During the outbreak, which of the following tones do you think are appropriate for brands to use in their communications? Please select all that apply.

	Wave 2
Supportive	62%
Hopeful	57%
Comforting	55%
Empathetic	53%
Optimistic	50%
Uplifting	49%
Straightforward	46%
Down-to-earth	40%
Grateful	35%
Serious	24%
Humorous	19%
Emotional	19%
Fun	18%
Energized	17%
Amusing	14%
Nostalgic	10%
Laidback	9%
Celebratory	7%
Satirical	4%
Other	1%
None of the above	5%

10. During the coronavirus outbreak, which of the following do you feel shows the most empathy from brands when it comes to their communications? Please select only one.

	Wave 2
Brands change their regular communication tones and topics in marketing and advertising to directly focus on addressing the crisis	56%
Brands continue to operate as business as usual and communicate with consumers through marketing and advertising	28%
Brands stop all communications (via marketing and advertising) with consumers to support their employees	15%





PUBLIC POLL FINDINGS AND METHODOLOGY

11. When you've received communications from brands during the coronavirus outbreak that you would deem as empathetic, which of the following best describes how you feel towards those brands?

	Wave 2
I feel very trusting of the brand	26%
I feel slightly trusting of the brand	54%
I feel slightly skeptical of the brand	15%
I feel very skeptical of the brand	5%





About the Study

These are some of the findings of an Ipsos poll conducted between May 1-5, 2020, on behalf of PepsiCo Beverages North America. For this survey, a sample of 2,084 adults age 16+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The first wave of this poll was conducted between March 10-13, 2020, with a sample of roughly 3,118 adults age 16+ from the continental U.S., Alaska, and Hawaii who were interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.4 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=2,084$, $DEFF=1.5$, adjusted Confidence Interval= ± 3.9 percentage points).

The first wave of this poll also has a credibility interval of plus or minus 2.0 percentage points for all respondents.

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PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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