

CORPORATE RESPONSIBILITY

Ipsos Corporate Reputation

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Kathy Smith

April 2021



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GAME CHANGERS



Welcome to our webinar!

Today's presenters:



JASON MCGRATH
Senior Vice President
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Jason McGrath is Senior Vice President and US Leader of the Ipsos Corporate Reputation practice, as well as a member of the Ipsos Global Corporate Reputation leadership team.

He consults with corporate, government and NGO clients on reputation measurement and evaluation programs and serves as a trusted advisor providing strategic guidance to optimize clients' marketing, communications and stakeholder engagement programs for the greatest reputational impact.

Jason leads a team of research strategists, consultants and analysts across the US to ensure high quality, actionable reporting to Ipsos clients. He also drives greater collaboration and coordination between the US Corporate Reputation practice and the Ipsos Client Service organization, supporting new opportunities with current Ipsos clients.



KATHY SMITH
Senior Research Analyst
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Kathy Smith is a Senior Research Analyst with the Ipsos Corporate Reputation practice. Kathy's work on the reputation team has included the management of global qualitative and quantitative studies on behalf of large corporate clients and membership organizations. She has worked on several projects related to sustainability and corporate social responsibility. Kathy has degrees in Psychology and Sociology and Masters degrees in Sociology and Applied Quantitative Research.

Kathy leads and provides project support throughout the lifecycle of multiple corporate reputation programs, assisting in the development of research instruments and reports, as well as coordinating with clients and internal partners to ensure client success.

What attendees can expect today:



President Biden will mark 100 days in office on April 30. For companies still finding their footing in a changing political climate, Ipsos provides data and insights into four key questions corporate leaders are asking:

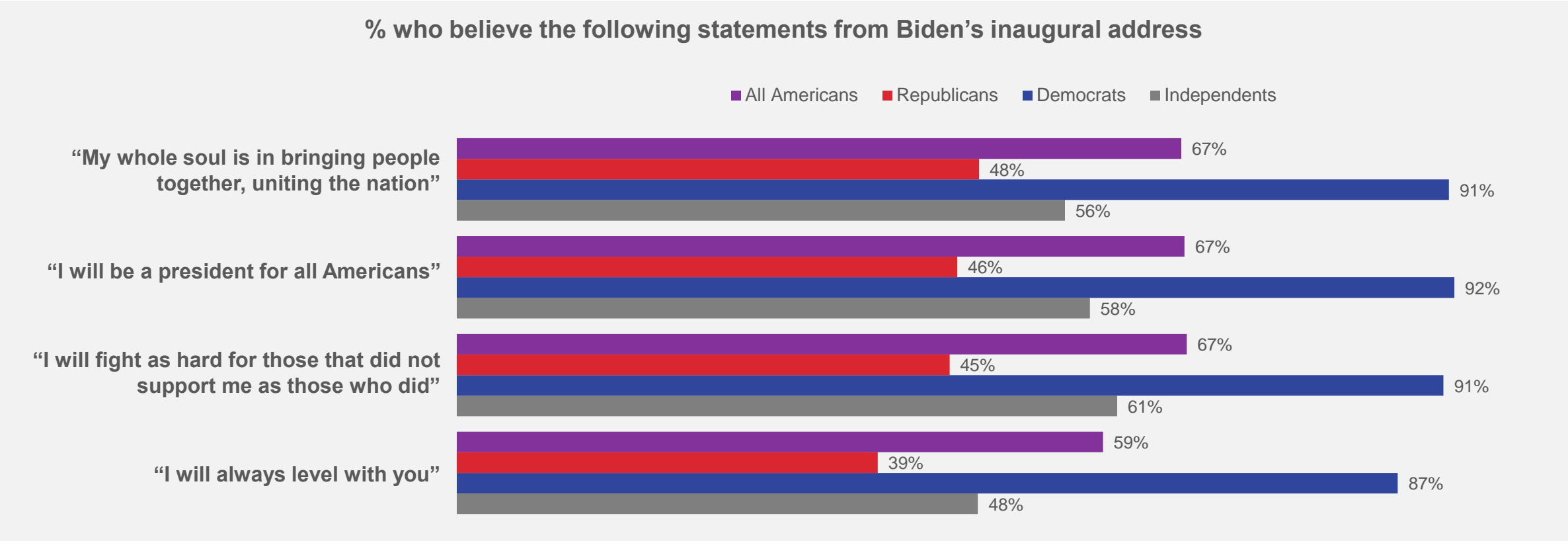
- In an era of polarization, how do Americans feel about partisanship?
- Are Americans more optimistic about politics and society in 2021?
- How do Americans feel about the role of government in a polarized era?
- Where are companies expected to weigh in on societal issues, and how can they act authentically and credibly?



Polarization and Divisiveness

1

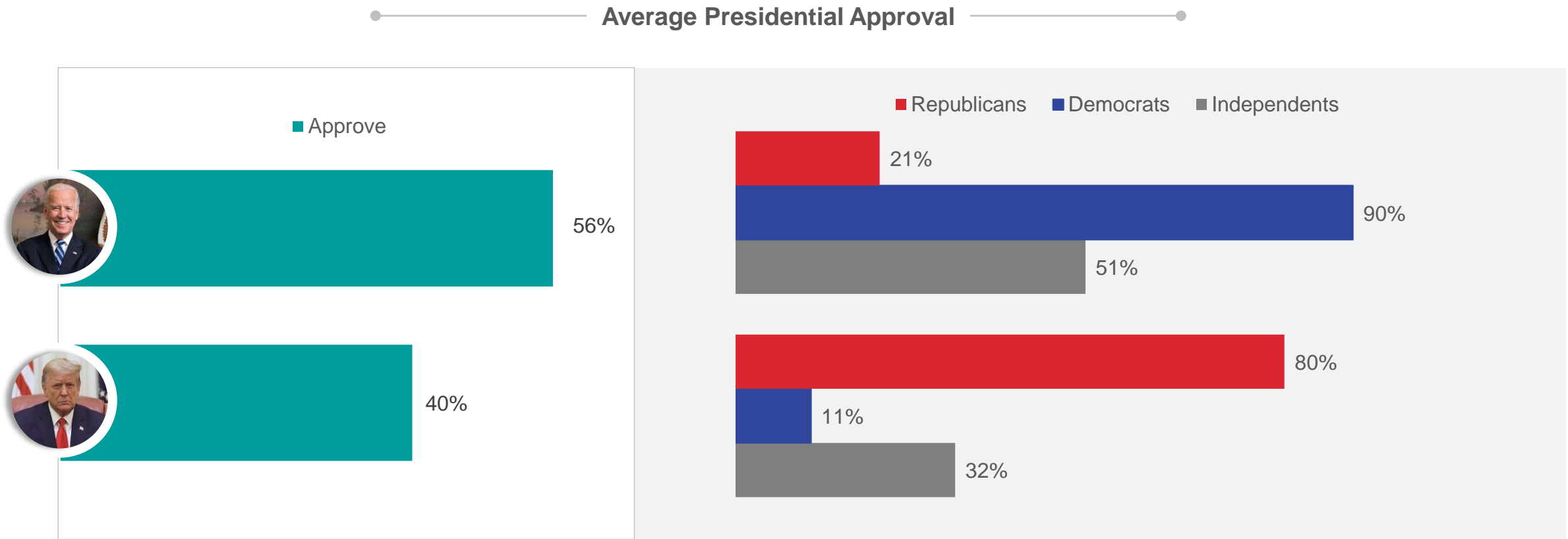
Optimism following Biden’s inaugural address, but still polarized



Source: Ipsos survey of 498 Americans, conducted January 20, 2021

Biden approval rating remains consistent, yet extreme polarization remains

President Biden’s approval rating is an average of 16 percentage points higher than Trump’s approval rating



Source: Reuters/Ipsos Core Political Tracker. Weekly N=1000+ Americans aged 18+

Majority of Americans agree that partisan fighting makes issues worse

54%

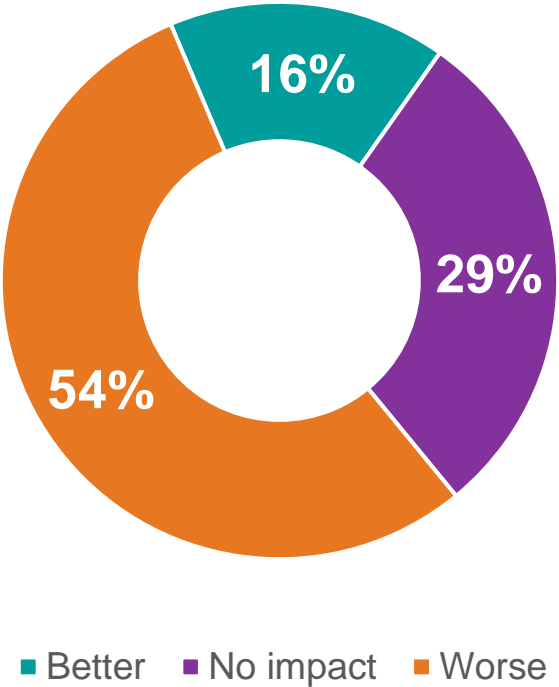
of Americans believe that partisan fighting makes the issues facing America worse

Top items made worse by partisan fighting:

Misinformation

Immigration

Economic recovery



Top items not impacted by partisan fighting:

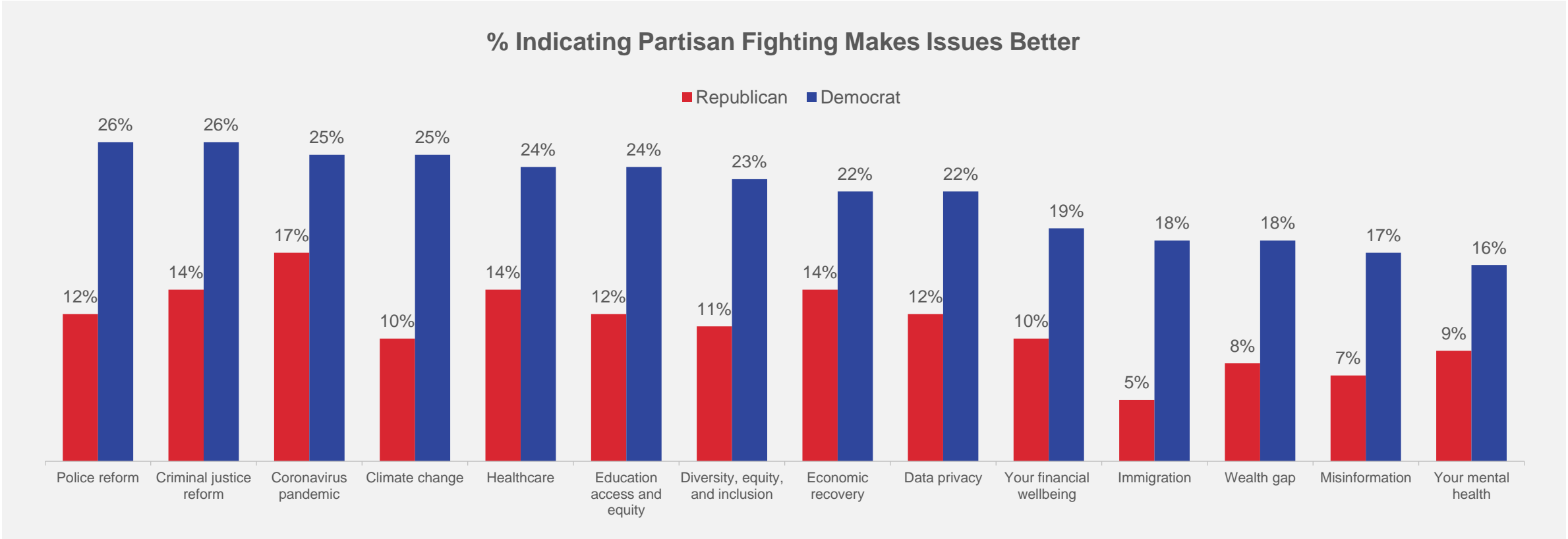
Your mental health

Your financial well-being

Data privacy

Source: Ipsos survey of 1005 Americans, conducted March 2-3, 2021
Thinking about each of the following items, do you believe political partisan fighting is making the issue better, making the issue worse, or does partisan fighting have no impact on the issue?

Democrats more likely to say partisan fighting makes issues better



Source: Ipsos survey of 1005 Americans, conducted March 2-3, 2021
Thinking about each of the following items, do you believe political partisan fighting is making the issue better, making the issue worse, or does partisan fighting have no impact on the issue? - % Better

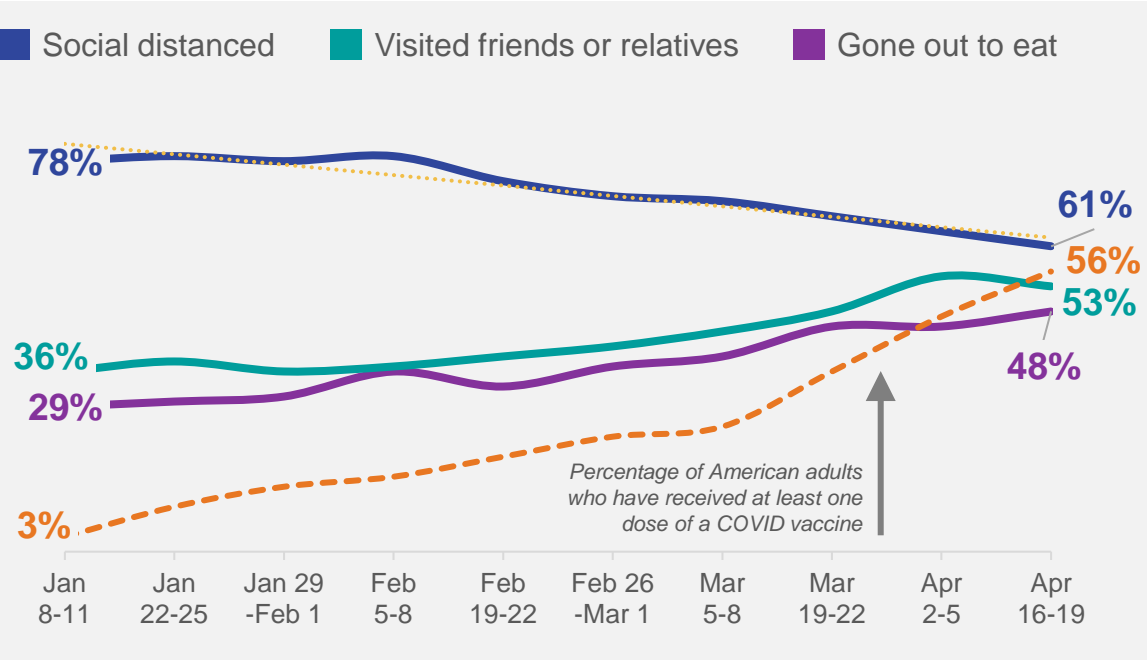
Post-Pandemic Optimism

2

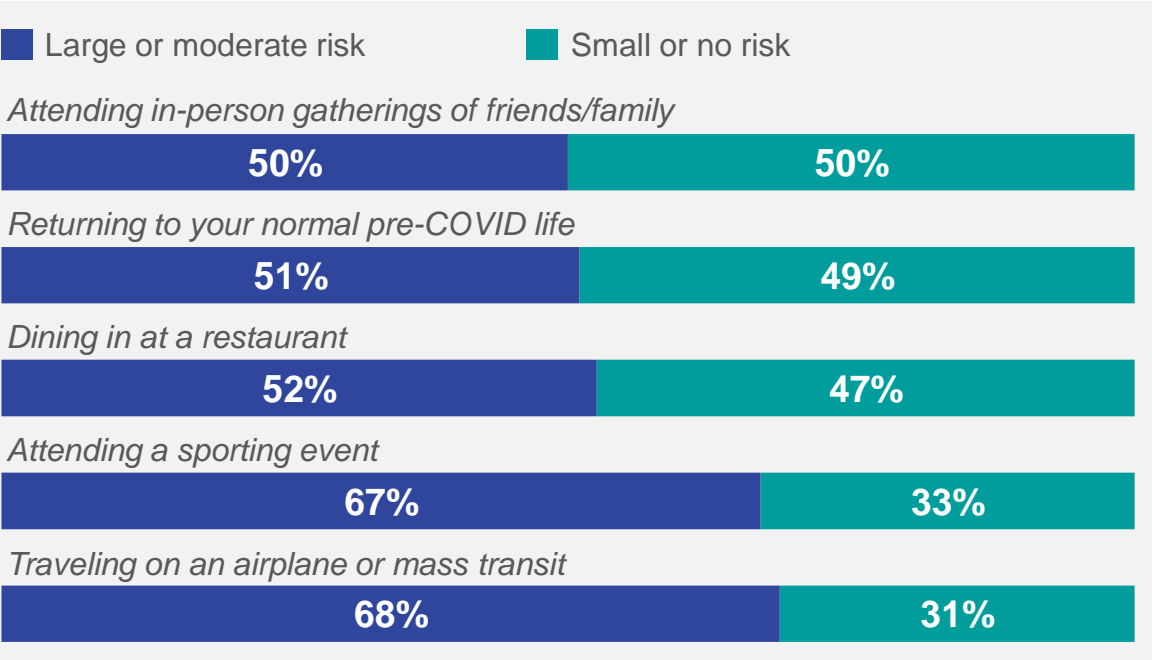
Americans getting back to their lives, not quite back to normal

As vaccination rate rises, more Americans are going out in public, and the perceived risk of “regular” activities is declining

Percentage of Americans who have _____ in the last week



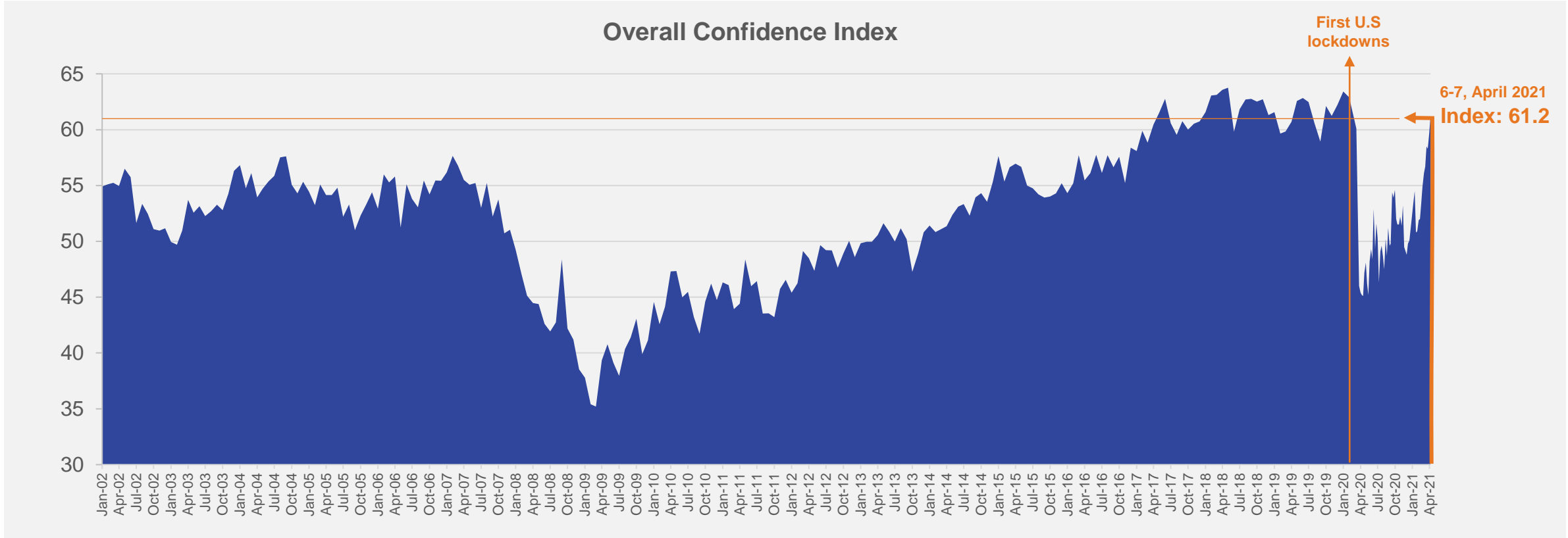
How much of a risk to your health and well-being do you think the following activities are right now?



Source: Axios/Ipsos Coronavirus Index conducted April 2-5, 2021, N=979 Americans ages 18+

Growing optimism evident in Consumer Confidence Index, surpassing pre-COVID levels

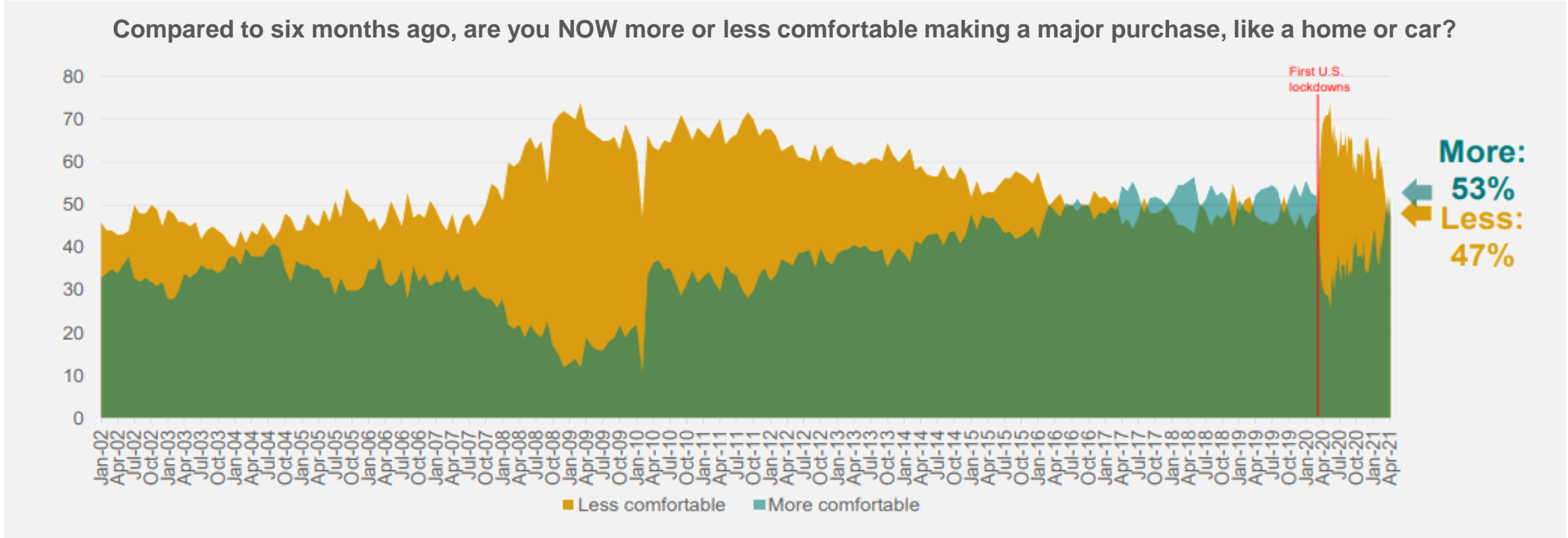
Forbes
ADVISOR



Source: Ipsos-Forbes Advisor U.S. Consumer Confidence Weekly Tracker, April 8, 2021

Majority of households now more comfortable making a major purchase vs. 6 months ago

Forbes
ADVISOR



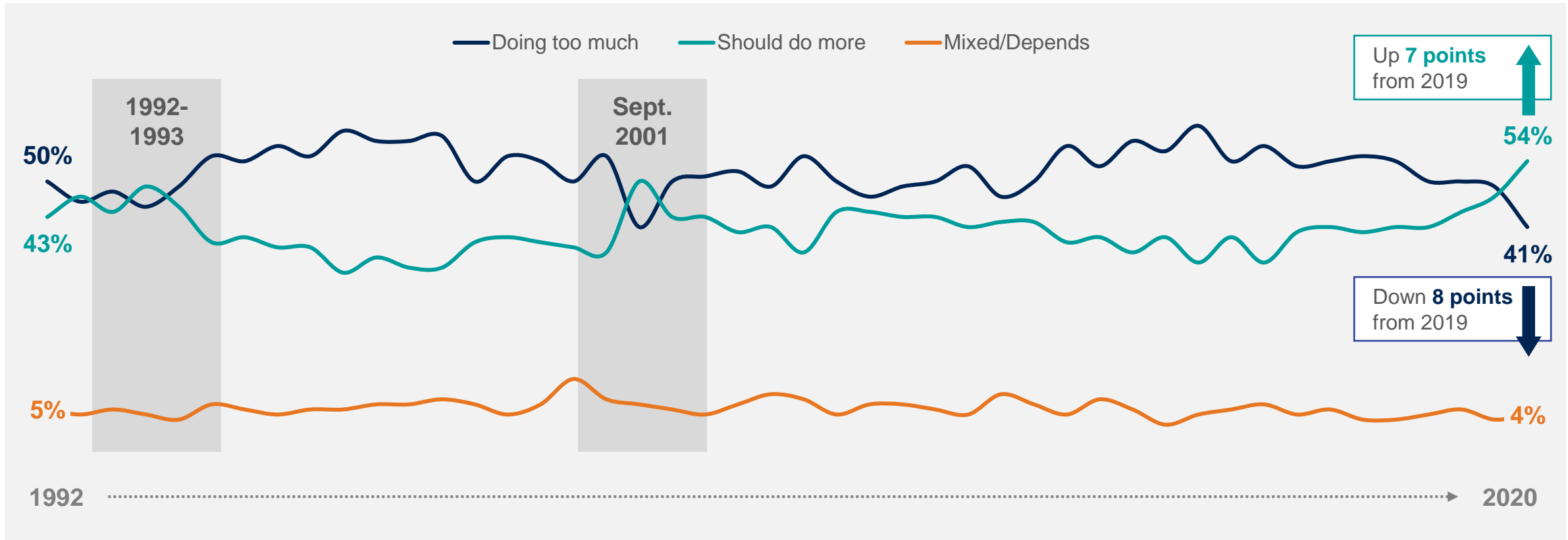
Source: Jan. 2002 – Feb. 2011 RBC CASH Index
March 2011 – Early March 2020 Monthly Refinitiv-Ipsos Primary Consumer Sentiment Index
March 25, 2020 to date Ipsos-Forbes Advisor U.S. Consumer Confidence Weekly Tracker

Government Intervention

3

Americans' support for government intervention at highest point since 9/11

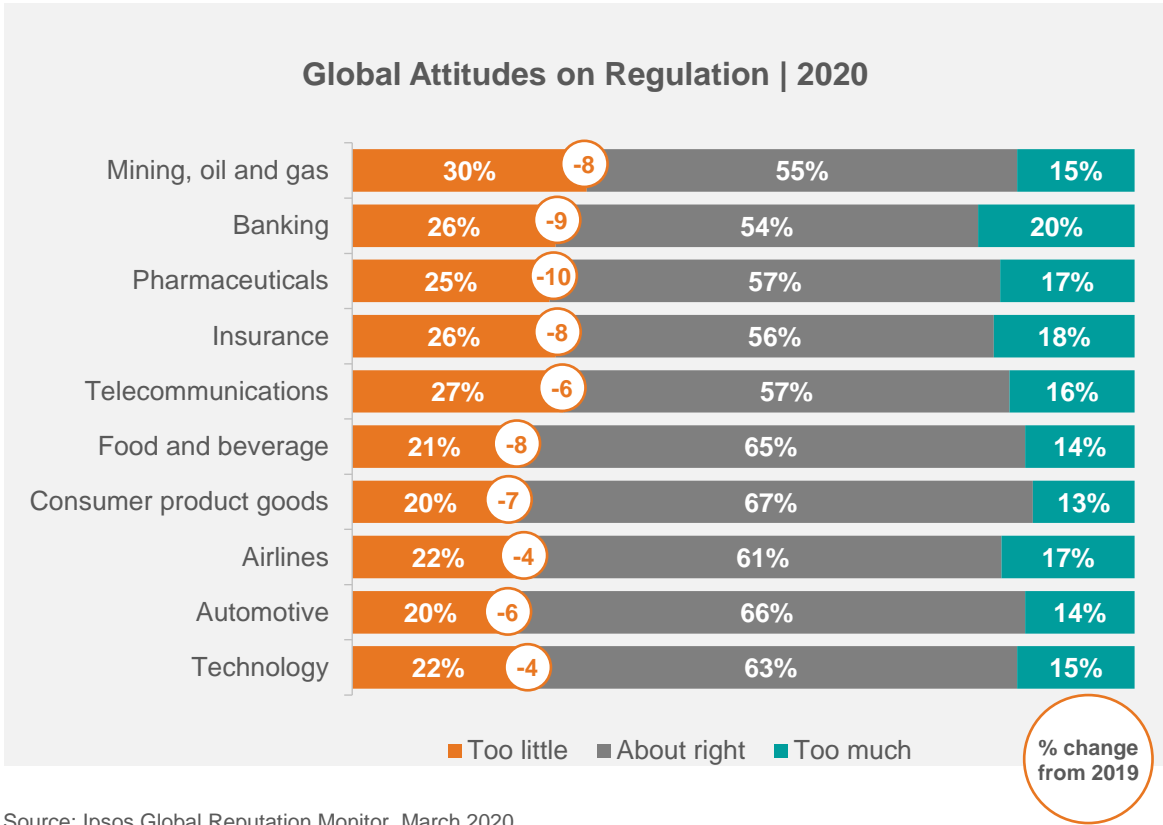
Some people think the government is trying to do too many things that should be left to individuals and businesses. Others think that government should do more to solve our country's problems. Which comes closer to your own view?



Source: Gallup

Desire to regulate decreased in early 2020, but likely to increase as we emerge from COVID

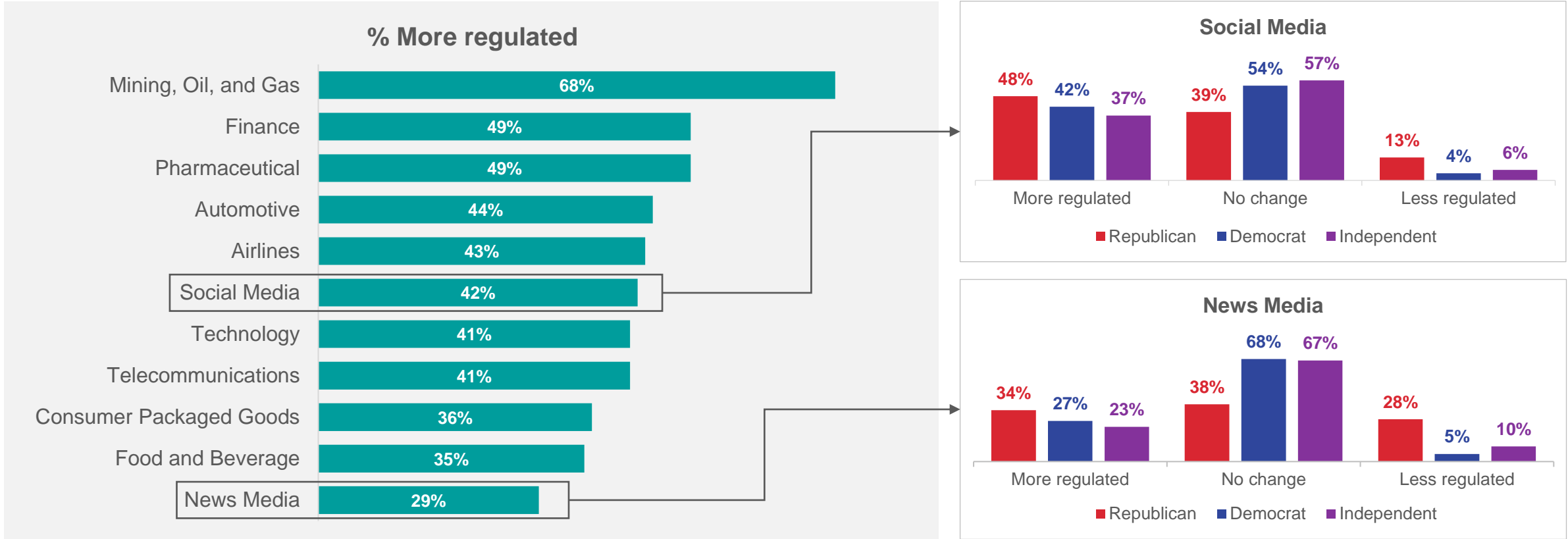
Desire to regulate has fallen across the board during the pandemic. People may feel that companies are sufficiently regulated given the economic circumstances, and are less supportive of additional regulation given the need to get the economy moving again. However, support for regulation remains high in North America



Source: Ipsos Global Reputation Monitor, March 2020

% "Too little regulation"					
	APAC	Europe	LATAM	Middle East/Africa	North America
	23%	45%	43%	27%	42%
	22%	43%	32%	25%	48%
	25%	46%	28%	19%	35%
	27%	41%	31%	25%	41%
	22%	37%	35%	25%	39%
	23%	35%	31%	25%	27%
	18%	32%	30%	25%	25%
	17%	29%	25%	21%	31%
	18%	32%	28%	19%	24%
	16%	33%	23%	17%	30%

Americans expect more regulation in mining, oil, gas, finance, and pharma



Source: Ipsos survey of 1005 Americans, conducted March 2-3, 2021
Under the new Biden administration, do you believe that the following industries will be more regulated, less regulated, or will there be no change?

Role of Business

4

Corporate communicators recognize the role of business

Is it the job of government, not business, to fix society's problems?

77%

Disagree

19%

Agree



Base: 137 Council members

“

*It can no longer be that we are just there to make money, **we have to have a legacy and we have to be able to answer the question, 'would the world be better or worse off without us?'***

Source: Ipsos Reputation Council 2020

Do too many businesses use the language of social purpose without committing to real change?

13%

Disagree

83%

Agree



Base: 134 Council members

“

*I think we might have got away with it in the past, if you think about it, but that is not going to happen as we move forward. People are going to be very discerning about **whether they think we are being authentic and ultimately trustworthy** and whether you will be able to build a reputation off that*

Essentials for corporate issue engagement



Authentic

- ✓ Utilizes business know-how to drive change
- ✓ In-line with corporate mission and brand



Credible

- ✓ Aligned with external realities
- ✓ Leverage partnerships when appropriate



Effective

- ✓ Generates goodwill among consumers, employees and public
- ✓ Creates social change
- ✓ Drives business sustainability
- ✓ Is measurable



**Countless companies
took action early in
the COVID pandemic
to shift production to
critical supplies**



**IT'S IN
ALL OUR
HANDS
TO MAKE A
DIFFERENCE**

Federal government is expected to lead on most issues, with significant individual responsibility required as well

When it comes to the following societal issues, who do you believe will take the lead in creating positive change regarding each issue?

	Large corporations	Small businesses	Federal government	State government	Local government	Non-profit organizations	People like you	Celebrities / influencers	Media / journalists
Economic recovery	9%	7%	44%	14%	6%	3%	15%	1%	1%
Coronavirus pandemic	3%	1%	50%	17%	7%	4%	14%	1%	3%
Criminal justice reform	2%	2%	39%	22%	11%	7%	15%	1%	2%
Police reform	2%	2%	26%	24%	23%	4%	17%	1%	1%
Immigration	2%	3%	60%	10%	5%	6%	12%	1%	2%
Healthcare	5%	3%	51%	12%	6%	8%	13%	0%	1%
Climate change	7%	3%	48%	7%	4%	8%	19%	2%	2%
Divisiveness	6%	3%	26%	9%	8%	6%	34%	3%	5%
Wealth gap	8%	8%	39%	9%	5%	5%	22%	1%	3%
Diversity, equity, and inclusion	7%	3%	27%	10%	9%	9%	29%	2%	3%
Education access and equity	2%	3%	31%	24%	15%	8%	16%	1%	1%
Data privacy	14%	5%	44%	9%	5%	5%	15%	1%	2%
Misinformation	5%	2%	24%	7%	5%	6%	26%	4%	22%

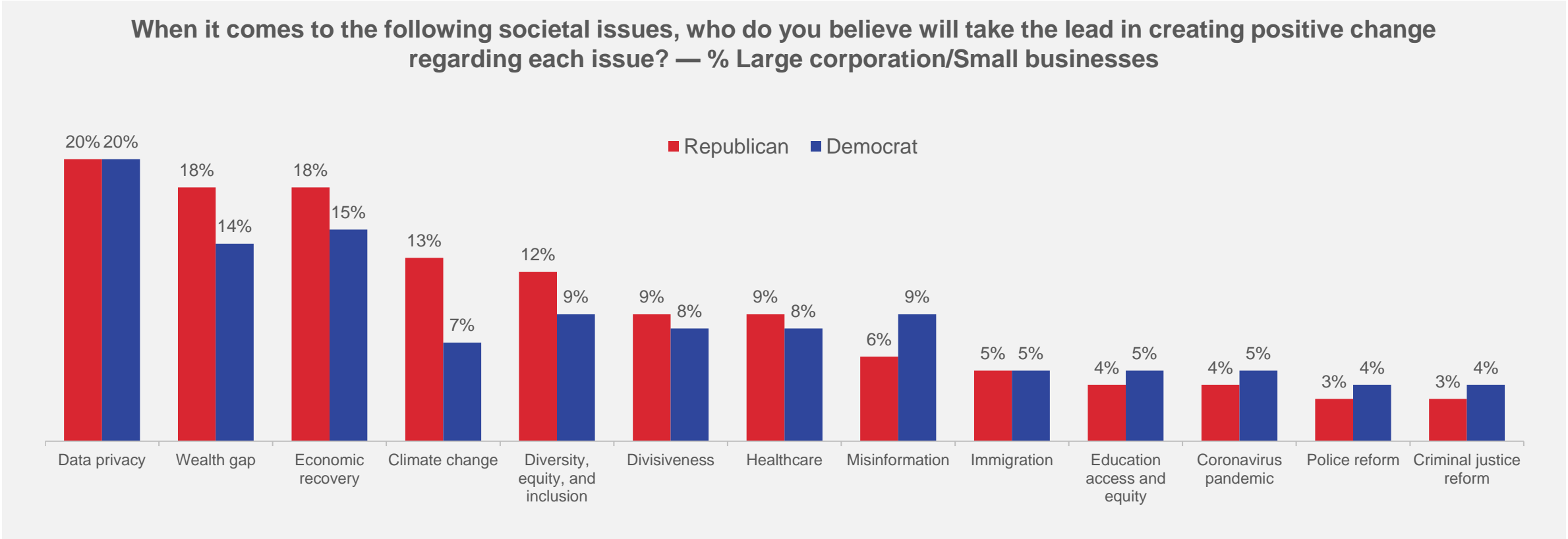
Source: Ipsos survey of 1005 Americans, conducted March 2-3, 2021

Leader

Second

Third

But there are certain areas where business has a key role to play – data privacy, wealth gap, recovery



Source: Ipsos survey of 1005 Americans, conducted March 2-3, 2021

During a summer of racial reckoning, some companies sought tangible change to core brands

The inside story behind Aunt Jemima's new name

BY BETH KOWITT

February 11, 2021 12:41 PM EST



Mars Food Announces the Uncle Ben's® Brand Will Change its Name to Ben's Original™

Rebrand includes new purpose: create opportunities that offer everyone a seat at the table

Significant corporate opposition to the Georgia voting law puts tax breaks at risk and leads to calls for boycotts

Hundreds of Companies Unite to Oppose Voting Limits, but Others Abstain

Amazon, Google, G.M. and Starbucks were among those joining the biggest show of solidarity by businesses over legislation in numerous states.



'21 All-Star Game, Draft moved from Atlanta

April 2nd, 2021

Anthony Castrovince

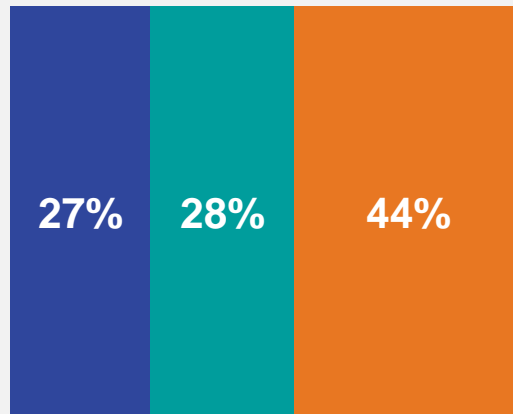
Share

Major League Baseball announced on Friday that it will relocate the 2021 All-Star Game and MLB Draft, originally scheduled to take place in Atlanta, to a to-be-determined location.

Businesses still have responsibility, despite expectation that widespread change depends on government

■ Agree more with Statement A
■ Neutral
■ Agree more with Statement B

A company's only responsibility is to their owners /shareholders/ customers – they exist primarily to provide a product or service and make a profit

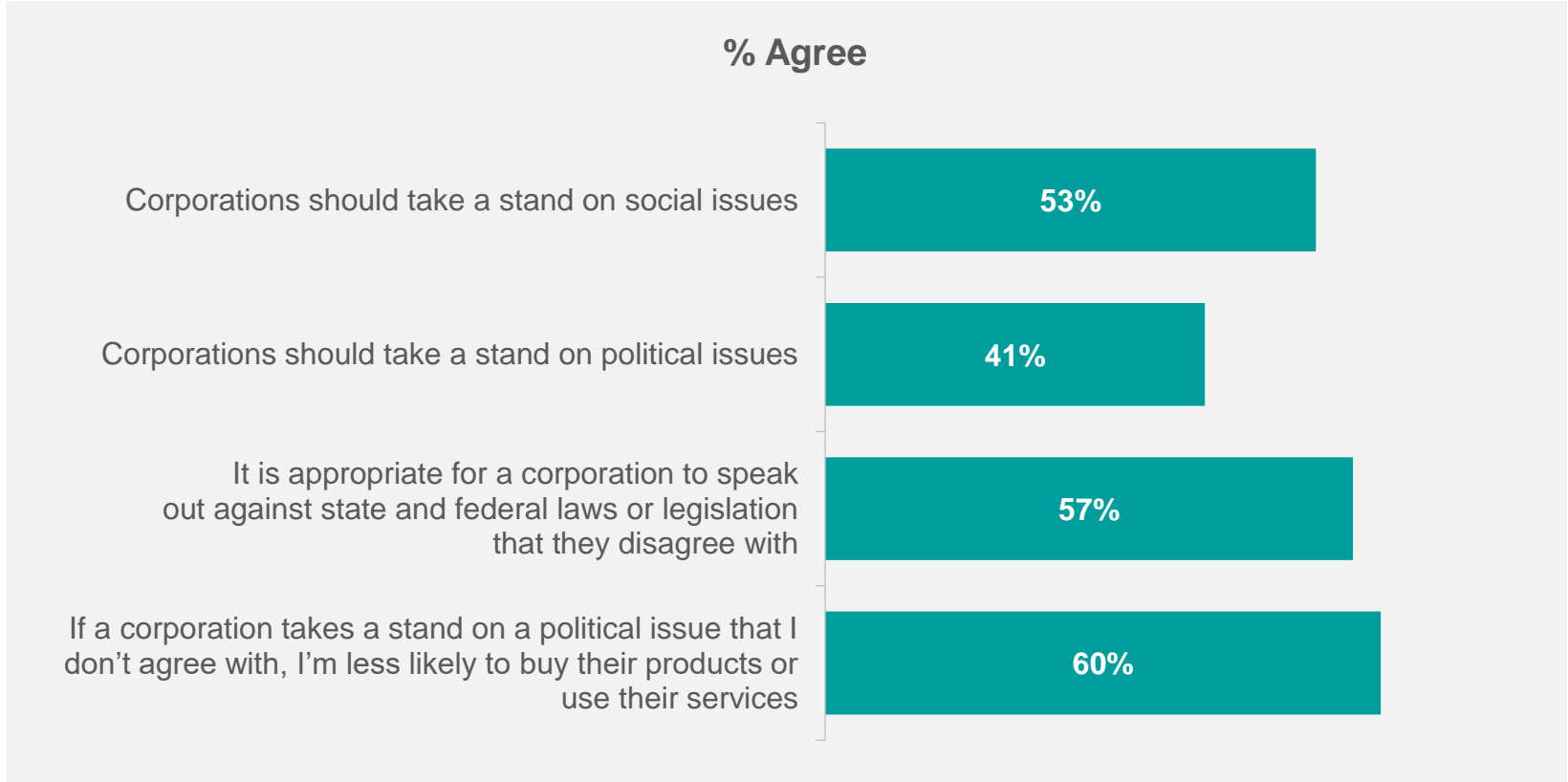


Companies have a responsibility to give back to society and act in a sustainable way

Source: Ipsos survey of 1005 Americans, conducted March 2-3, 2021
For each of the following sets of statements, please indicate which you agree with more...



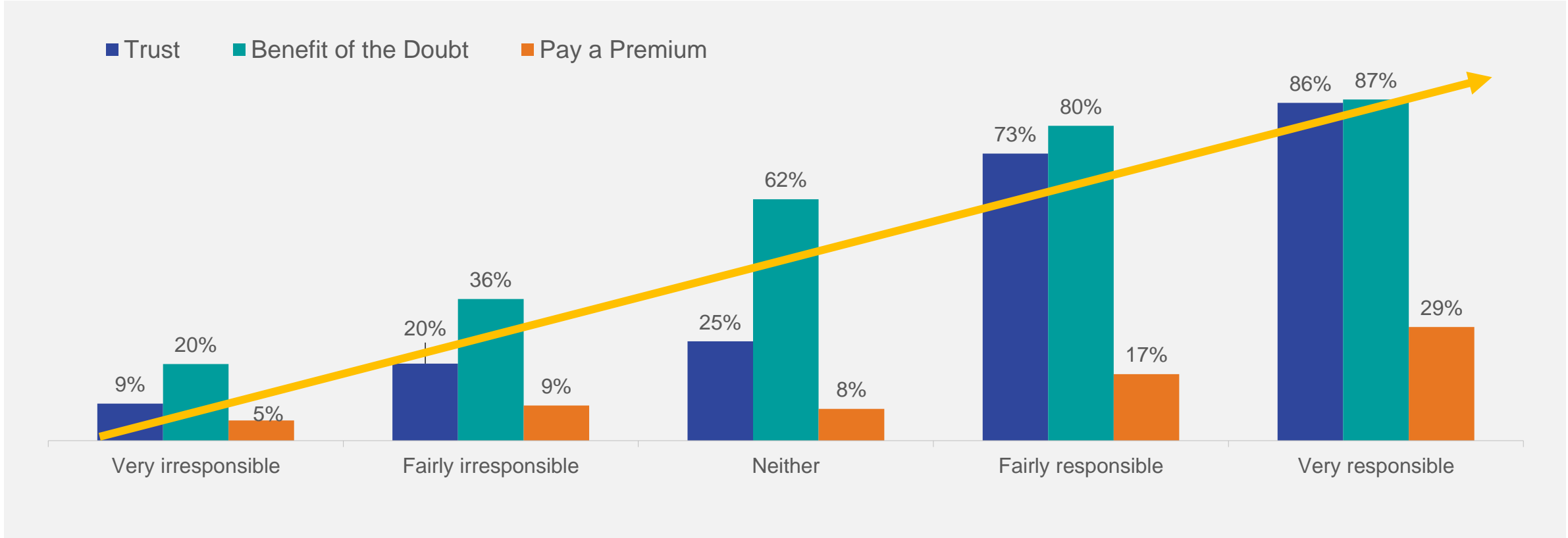
And there is latitude to take a stand on key issues, but there are inherent risks as well



Democrat	Republican
71%	35%
57%	25%
72%	45%
65%	59%

Source: Ipsos commercial tracker, Wave 26, of 1114 Americans, conducted April 13-14, 2021
To what extent do you agree or disagree with the following...

Being viewed responsibly is correlated with higher trust, greater benefit of the doubt and a willingness to pay a premium



Source: Ipsos Global Reputation Monitor, March 2020

Summary



- We are still in an era of extreme polarization and divisiveness, and common ground may remain elusive
- But there is significant optimism as vaccination rates increase and the light at the end of the tunnel grows brighter
- As the Biden administration begins to pivot to other legislative priorities, we expect to see greater regulatory focus on key industries
- While most view government as responsible for leading broad societal change, business has a key role and responsibility to act
- Authentic, credible and effective programs that address societal challenges yield tangible benefit for business — building trust, strengthening benefit of the doubt and leading to greater license to operate



Contact:

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