

Consumer Brands Association

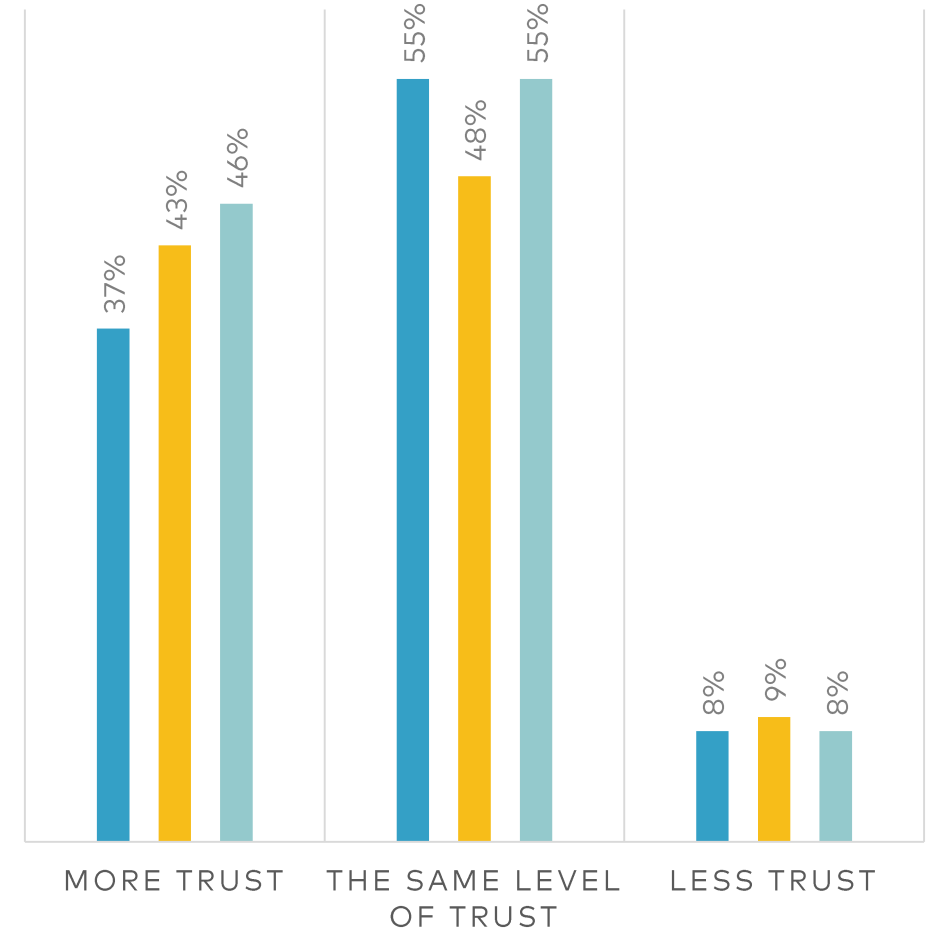
**CORONAVIRUS
SURVEY RESULTS:
WEEK 14**

Trust in the industry keeps rising, as it continues to deliver for Americans who depend on it

Trust in CPG is continuing to increase throughout the COVID-19 pandemic. When first asked, 37 percent said their trust in the industry had increased (shown in blue in the figure at right). On May 6, the survey revealed trust in the industry had grown to 43 percent (shown in yellow). On June 3, trust jumped again to 46 percent (shown in teal).

When asked what actions by companies have the greatest positive impact on trust during the COVID-19 pandemic, 33 percent agreed that ensuring the consistent delivery of high-demand products to protect against the virus was the biggest factor. Another 28 percent said that treating essential employees fairly had the greatest impact, followed by keeping the cost of products the same (16%), giving back to communities and people in need (15%) and sharing information with consumers (8%).

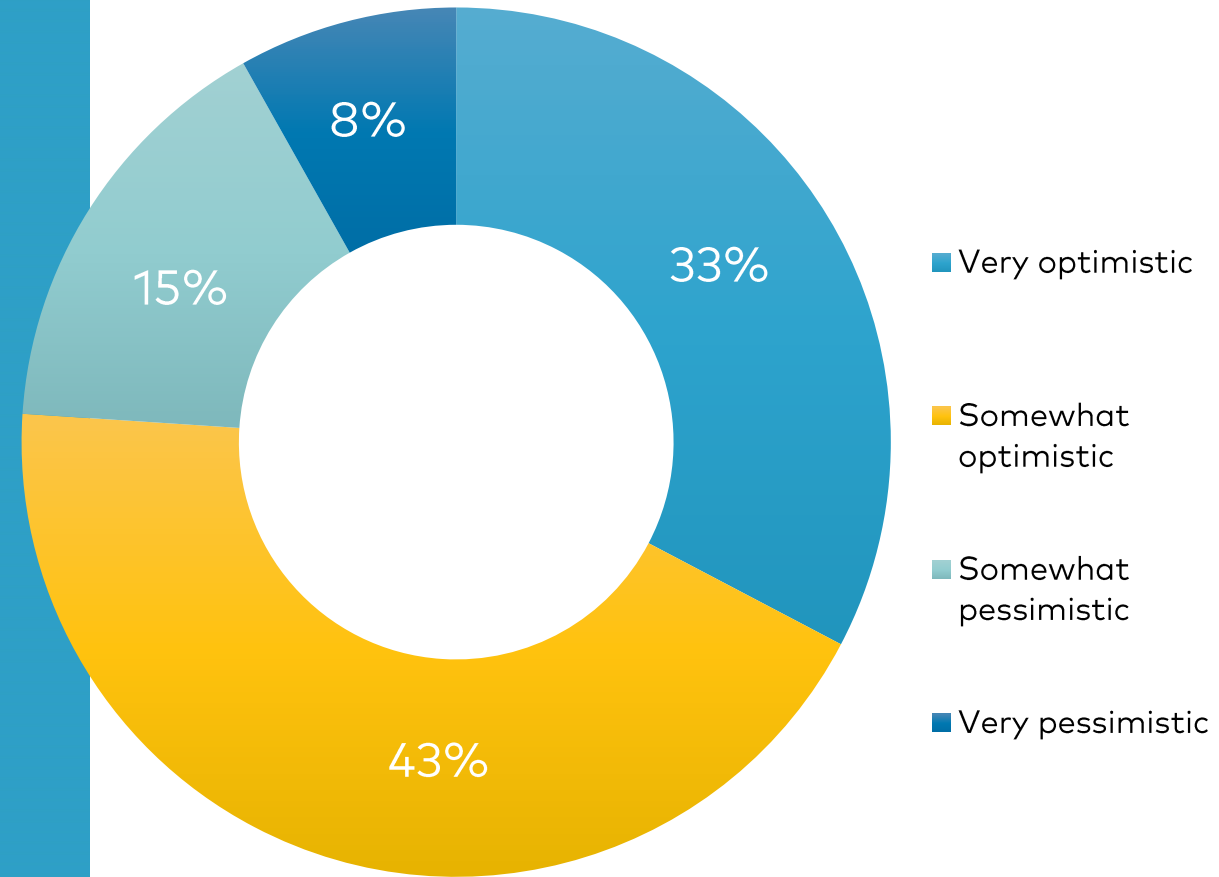
TRUST IN THE CPG INDUSTRY



Optimism continues to rise for most Americans

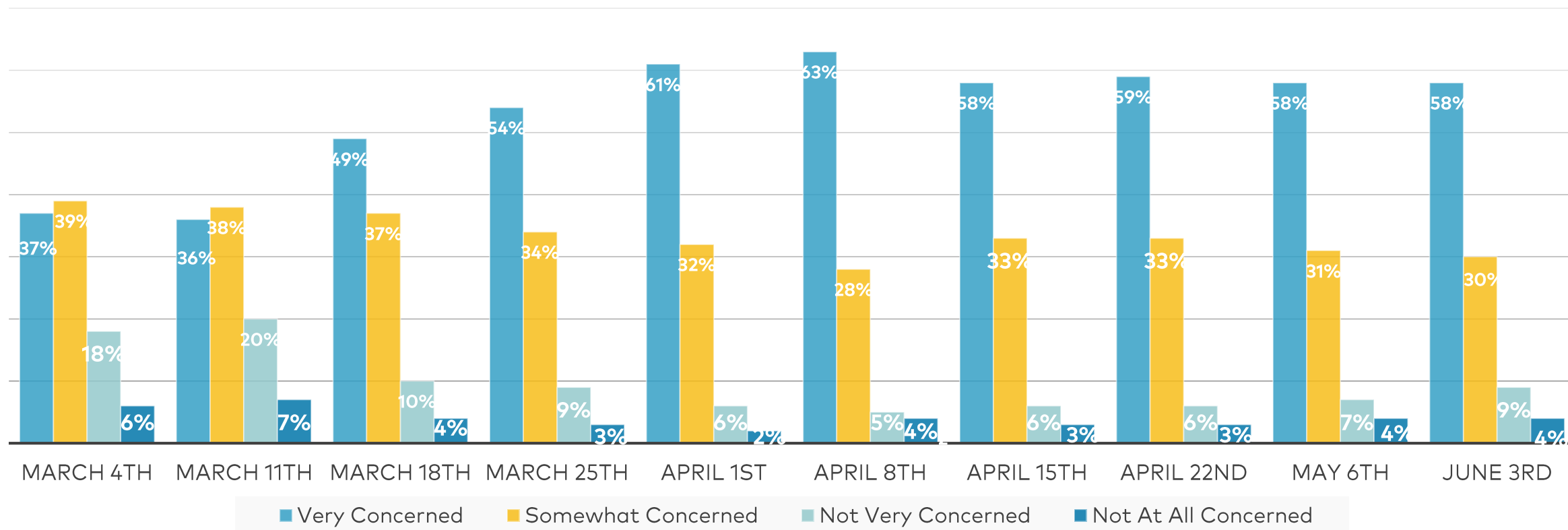
As many states continue into their reopening plans, optimism around the COVID-19 pandemic is on the rise. The vast majority of Americans say they are optimistic about the next six months and the United State's ability to find a treatment or vaccine, reopen the economy and resume normal activities.

FEELINGS ABOUT THE NEXT SIX MONTHS



General concern plateaus

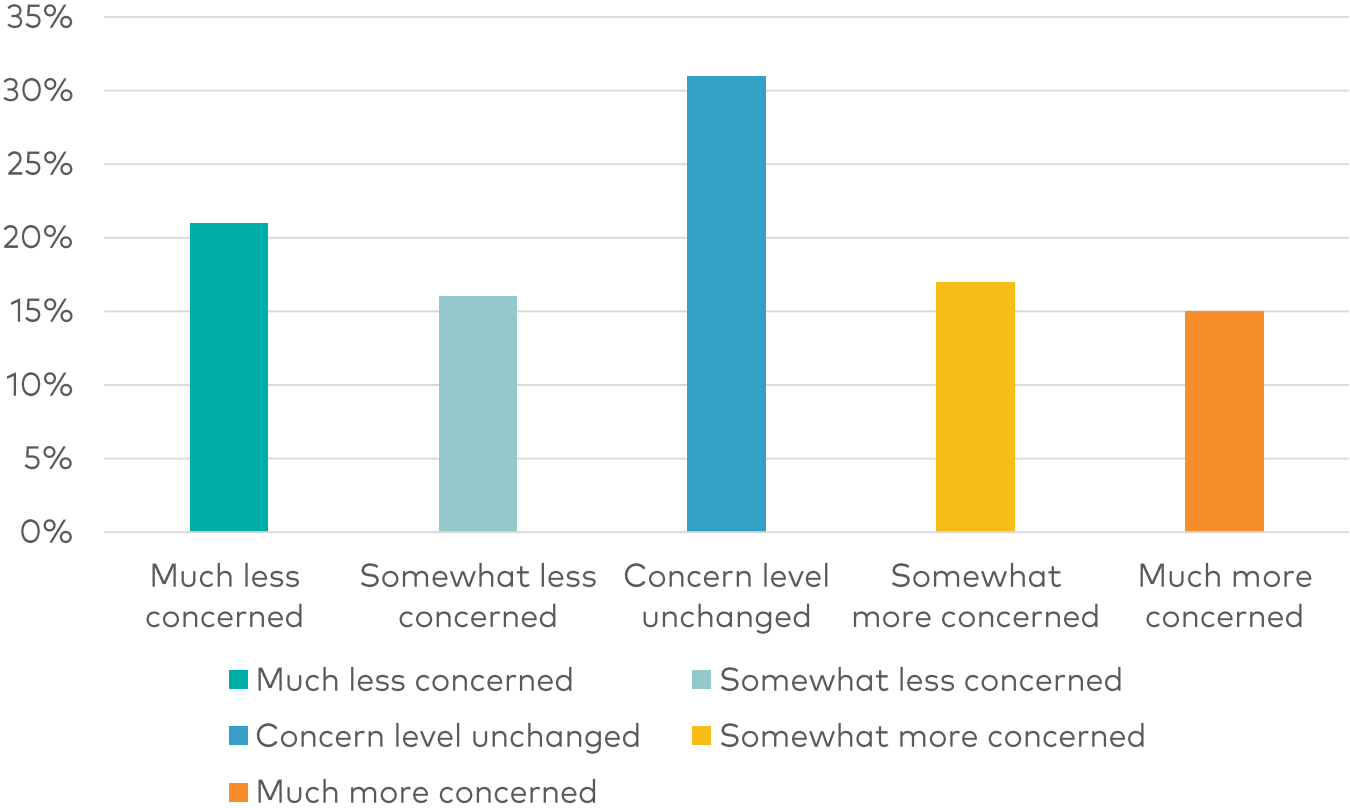
Though life may be returning to normal, concern about the virus is still high. The highest level of concern has remained stable since early May, with those who say they are "somewhat concerned" dipping slightly in recent weeks.



Protests shift national attention

The biggest change from the past four weeks hasn't come from the virus itself, but in the form of protests over racial injustice in response to the death of George Floyd. Thirty-seven percent of respondents said they were less concerned about COVID-19 as a result of the protests. However, 78 percent of Americans are concerned the recent events will cause an uptick in confirmed coronavirus cases.

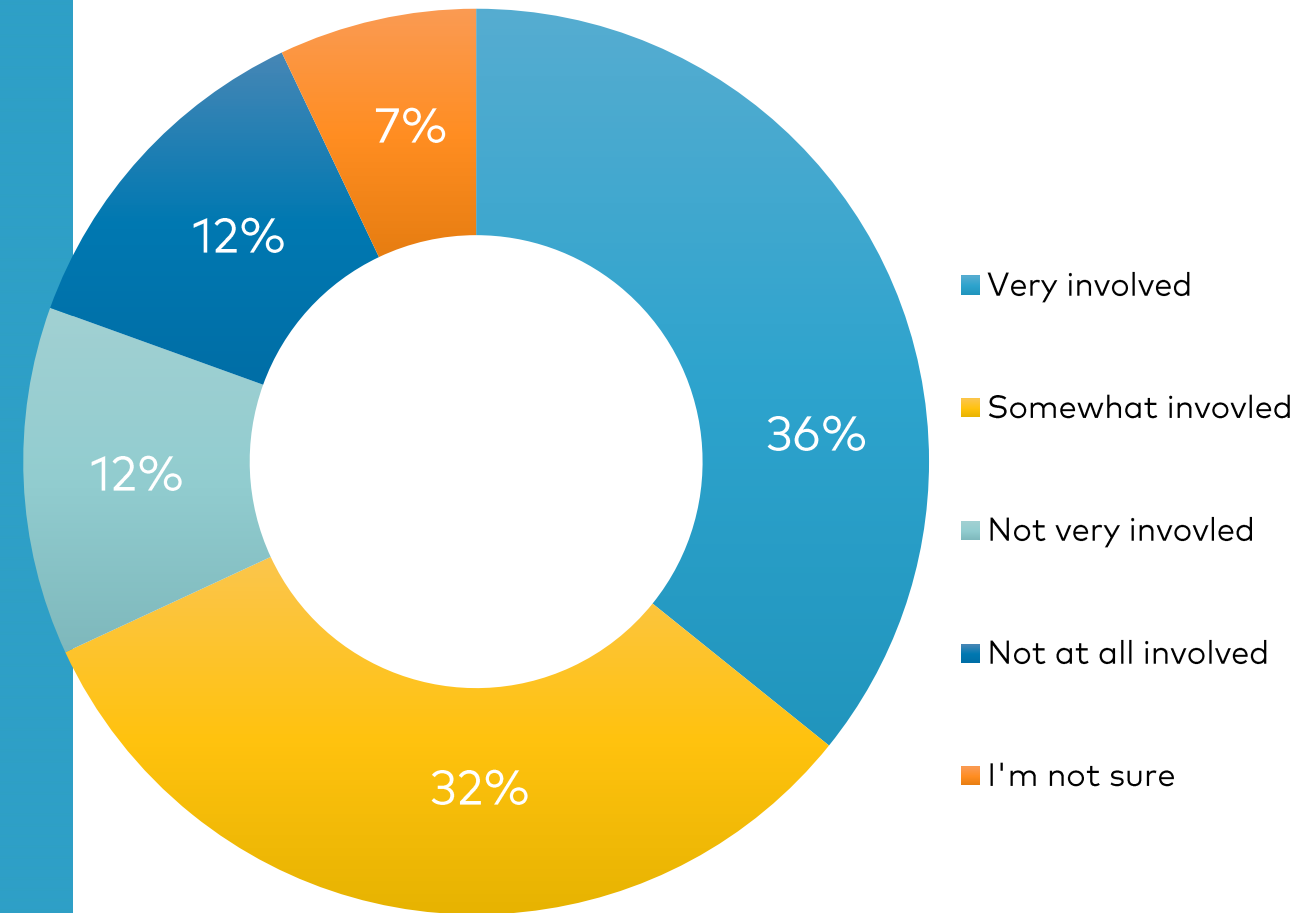
How Protests Have Affected COVID Concerns



Americans want social action from brands and companies

Following the movement in response to the death of George Floyd, the majority of Americans believe that brands should be using their platforms to engage in social justice issues, like the protests.

HOW INVOLVED SHOULD BRANDS BE IN ENGAGING ON SOCIAL JUSTICE ISSUES?

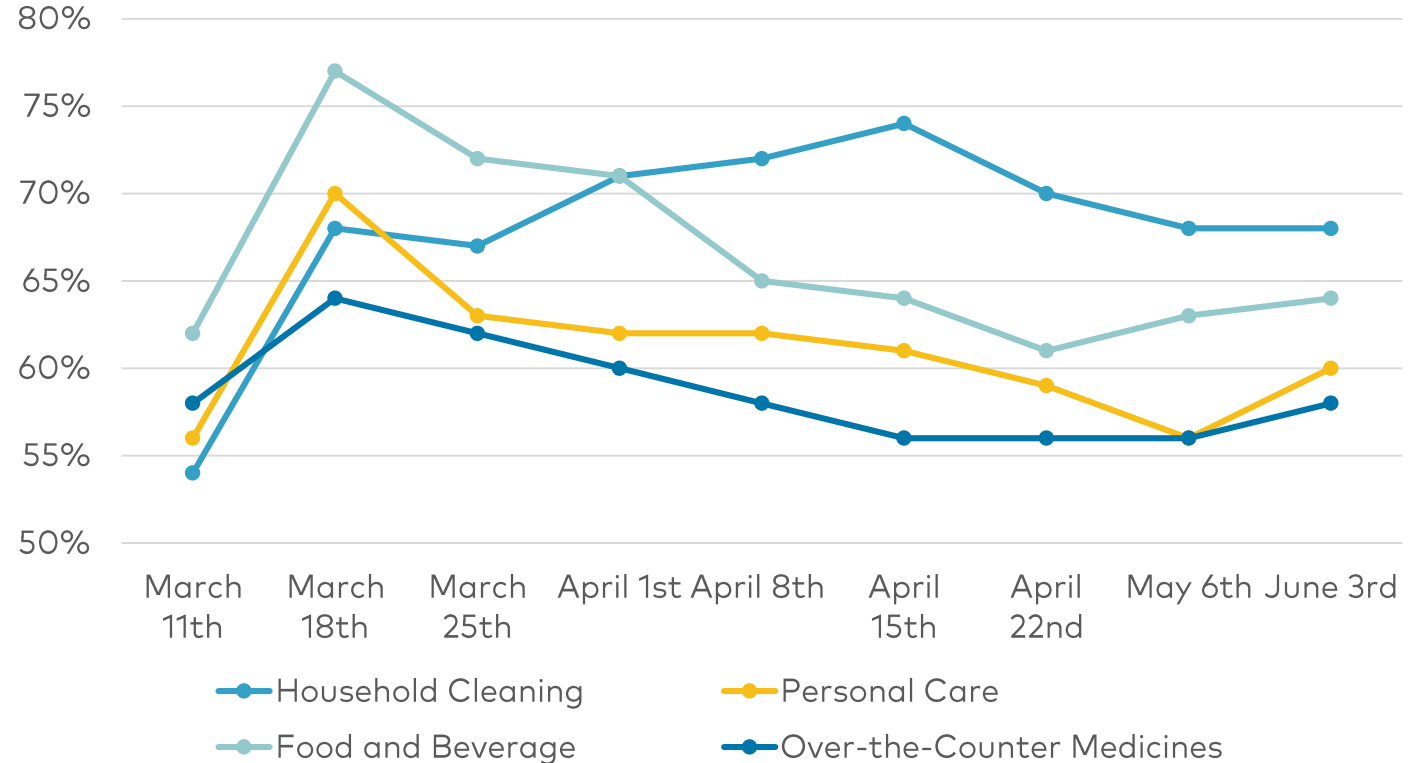


Concerns over household cleaning products hold steady, while other categories rise

Though much lower than its peak, access concerns over food and beverage products, personal care items and over-the-counter medicines all saw a slight increase in the last four weeks.

Concerns over finding household cleaning products remained stable as CPG manufacturers work overtime to restock essential products.

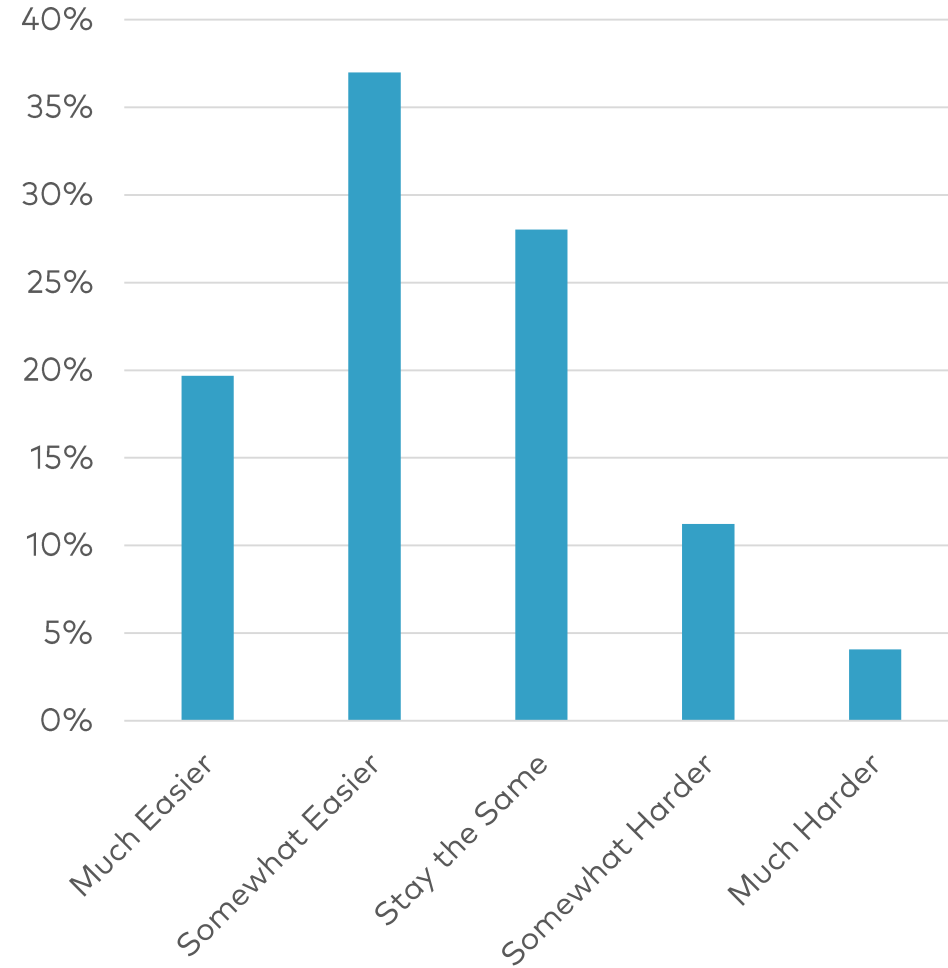
CONCERNED ABOUT ACCESS



57% of Americans feel that it will be easier to get high-demand products in the next month

While a majority of Americans are still concerned about access to CPG products, most also feel that the situation will alleviate over the next month.

EASE OF GETTING HIGH-DEMAND PRODUCTS IN NEXT MONTH



METHODOLOGY

Consumer Brands Association has conducted nine surveys of American adults (18+), with a margin of error of +/- 2.4%, powered by Toluna.

March 4: 604 adults

March 11: 709 adults

March 18: 711 adults

March 25: 926 adults

April 1: 1,453 adults

April 8: 1,018 adults

April 15: 1,020 adults

April 22: 1,128 adults

May 6: 1,225 adults

June 3: 1,006 adults

Powering every day.

