



**SURVEY: What Americans Want from Corporate America During  
the Response, Reopening, and Reset Phases of the Coronavirus Crisis**  
**A JUST Capital / Harris Poll Report**  
**FINAL TOPLINE & METHODOLOGY**  
**May 7-11, 2020**  
**N = 1,005**

**BASE: ALL QUALIFIED RESPONDENTS**

**Q1** How much do you feel you know about how large companies are responding to the coronavirus, or COVID-19, pandemic? By large companies, we mean those that employ thousands of people.

	Total
	n=1,005
<b>Bottom 2 NET</b>	<b>47%</b>
Nothing	10%
A little	37%
A fair amount	37%
A great deal	16%
<b>Top 2 NET</b>	<b>53%</b>

**BASE: ALL QUALIFIED RESPONDENTS**

**Q2** As far as you've seen, read, or heard about, what proportion of large companies do you think are on the right track in protecting the health, safety, and economic security of their workforce during the COVID-19 pandemic?

	Total
	n=1,005
<b>Bottom 2 NET</b>	<b>34%</b>
None of them	6%
A few of them	28%
Many of them	39%
Most of them	22%
<b>Top 2 NET</b>	<b>60%</b>
Not at all sure	6%

**BASE: ALL QUALIFIED RESPONDENTS**

**Q3** How much do you agree or disagree with each of the following statements?

	Total	
	n=1,005	
	Top 2 (Agree) NET	Strongly Agree
This is an opportunity for large companies to hit the "reset" button and focus on doing right by their workers, customers, community and the environment	89%	45%
The pandemic has exposed underlying structural problems in American society	85%	38%
I will remember the companies that did the right thing by their workers by ensuring their health and safety or doing their best to avoid layoffs	84%	41%
The government should impose stricter conditions of operation on companies or industries that get bailouts	81%	36%
The pandemic has opened my eyes to acceptable and unacceptable corporate behavior	80%	30%



I will remember the companies that took missteps in their response to the COVID-19 pandemic long after it is over	76%	32%
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**BASE: ALL QUALIFIED RESPONDENTS**

**Q4** What are some steps that large companies should be taking right now to avoid laying off all or part of their workforce for as long as possible? Please select all that apply.

	Total n=1,005
Reduce compensation for CEOs and other top executives	55%
Prioritize using government-provided relief funding to keep workers on the payroll	47%
Provide severance packages to staff who voluntarily resign to prevent layoffs	40%
Stop using company funds to buy back stock that boosts share price value	40%
Participate in work sharing or "short time compensation" programs that reduce hours and pay but also allow workers to collect unemployment benefits	37%
Participate in employee or worker sharing strategies with other companies that have job openings	32%
Cease paying dividends to shareholders for a period of time	28%
Institute a shorter work week at reduced pay	24%
Suspend employer matching of employee contributions to 401K plans	17%
Other	2%
None	11%

**BASE: ALL QUALIFIED RESPONDENTS**

**Q5** And if a company was unable to avoid laying off some or all of its workforce, what, if anything, could that company do to support its laid-off employees? Please select all that apply.

	Total n=1,005
Offer continued access to healthcare benefits for the duration of the pandemic	62%
Apply for support from government programs that cover some or all of workers' wages while the business has slowed down	56%
Help laid-off employees pay for critical expenses (food, housing, utilities) for a period of time	52%
Pay at least one week of severance for each year of service to workers	42%
Other	1%
Nothing	11%

**BASE: ALL QUALIFIED RESPONDENTS****Q9** If you had to choose between one of the two scenarios in each pair below, which would it be?

	Total
	n=1,005
Taking a cut in hours or pay rate, which enables a co-worker to keep their job (but also take a cut in hours or pay rate)	77%
Keeping my job at the same hours and pay rate, but a co-worker has to lose their job	23%
Keeping my job and taking a pay cut of 25-30%	68%
Losing my job but keeping my healthcare for the next 12 months	32%

**BASE: ALL QUALIFIED RESPONDENTS****Q6** Now that we are about two months into the COVID-19 pandemic in the U.S., how, if at all, have your views about the following issues changed?

	Total	
	n=1,005	
	Top 2 (Support) NET	Support <u>More Than</u> Before COVID-19
Businesses must pay their fair share of taxes to qualify for government relief if needed	83%	33%
Government aid to large companies during economic crises should be only used toward covering payroll and avoiding layoffs	81%	36%
Large companies should make every effort to reduce their impact on the environment	77%	23%
Large companies have a responsibility to positively contribute to their local communities by donating goods, services or funds where needed	76%	29%
Large companies should be required to have a certain threshold of cash reserves to use as a "safety net" in the event of a crisis	76%	29%
Large companies have a responsibility to do their part in protecting the democratic process and promote free and fair elections	75%	26%
Workers should have the right to engage in collective bargaining for workplace conditions such as higher pay, healthcare, and paid sick leave or time off, and worker safety	74%	24%
We need a minimum wage that covers the costs of basic expenses	74%	31%
Access to and provision of healthcare should not be dependent on one's employer or job	69%	24%





**VARIABLE BASE: EXPRESSED OPINION (did not select “not at all sure”)**

**Q7** Which of the following comes closest to your views on American capitalism?

	Total n=VARIABLE		
	Our current form of capitalism achieves this	We need a more evolved form of capitalism to achieve this	No form of capitalism can achieve this
Ensures the greater good of society [n=797]	25%	56%	19%
Produces the kind of society I want for the next generation [n=807]	29%	51%	20%
Works for the average American [n=811]	29%	54%	17%

**BASE: ALL QUALIFIED RESPONDENTS**

**Q8** For each of the following pairs of statements, please indicate which statement comes closer to your views.

	Total n=1,005
Large companies should prioritize the health and safety of people, even if it means taking a more cautious approach to re-opening.	76%
Large companies should prioritize the economy by re-opening as soon as possible, even if it means more people could get sick.	24%
I would rather experience financial strain than risk my health or the health of others by going back to work too soon.	69%
I would be happy to get back to work sooner, even if it means risking my health or the health of others.	31%
I would give up some of my privacy to companies that offer contact tracing to help me understand if I came into contact with someone who has COVID-19.	58%
It is not worth giving up my privacy to companies, even if it would help me understand if I came into contact with someone who has COVID-19.	42%
CEO pay cuts can be a significant means of cutting costs and could help prevent layoffs.	70%
CEO pay cuts are more of a symbolic gesture and won't do much to prevent worker layoffs.	30%
As a society, we need to use this as an opportunity to fix what's broken and find a better way of living.	68%
As a society, we need to return to normalcy and the way we lived before the pandemic.	32%





**BASE: ALL QUALIFIED RESPONDENTS**

**Q11** In what ways, if any, would you respond to companies that reverse policies that support workers (such as eliminating paid sick leave policies or lowering wages to pre-COVID-19 levels)? Please select all that apply.

	Total
	n=1,005
ANY (NET)	70%
Influencer (Sub-Net)	49%
Tell my friends and family to avoid buying the company's products/services	36%
Mention the company's missteps on social media (e.g., Twitter, Facebook, Instagram)	22%
Advocate publicly, such as signing a petition or attending a protest	18%
Boycott, or avoid buying the company's products/services	34%
Not consider that company in a future job search	32%
Stop investing, or sell off investments in that company	24%
Write a letter of protest or criticism to the company's management	17%
Other	*
None – I would not take any action against such companies.	30%

**BASE: ALL QUALIFIED RESPONDENTS**

**Q12** In what ways, if any, would you respond to companies that continue to provide policies that support workers (such as continuing to offer paid sick leave or increase wages)? Please select all that apply.

	Total
	n=1,005
ANY (NET)	74%
Influencer (Sub-Net)	48%
Tell my friends and family that they should buy the company's products/services	39%
Praise the company on social media (e.g., Twitter, Facebook, Instagram)	25%
Start purchasing, or purchase more of a company's product or services	47%
Start investing, or invest more in that company	24%
Invest in the company	20%
Actively seek out employment at that company	20%
Write a letter of praise to the company's management	16%
Other	*
None – I would not take any action in support of such companies.	26%



**BASE: ALL QUALIFIED RESPONDENTS**

**Q10** Many large companies have changed their policies in response to the COVID-19 pandemic. For each pair below, please select the one that comes closest to your view in completing the following statement.

12 months from now, companies should...	Total n=1,005
Continue to offer at least 14 days of paid sick leave to all employees including hourly and contract workers	70%
Go back to a more limited sick leave policy in place before the pandemic	30%
Keep in place higher hourly pay for frontline workers at essential businesses	67%
Go back to the lower hourly pay rate in place before the pandemic	33%
Hire back laid-off or furloughed workers after operations return to normal	88%
Hire a new workforce	12%
Continue to offer employees the flexibility to work from home (where applicable)	75%
Go back to an in-person workplace culture	25%
Continue to enforce safety and sanitation policies and processes across operations	75%
Return to safety and sanitation policies in place before the pandemic	25%
Implement adjusted hours of operation for some or all of its services or retail or branch locations (as needed)	55%
Return to the hours of operation in place before the pandemic	45%
Continue to provide measures to accommodate financially stressed customers, such as cutting prices or not charging late fees	72%
Revert to policies on missing or late payments that were in place before the pandemic	28%





**BASE: ALL QUALIFIED RESPONDENTS**

**Q13** Which of the following policy changes for workers, if any, do you think should be implemented in the long-term, even after the pandemic is over? Please select all that apply.

	<b>Total</b>
	<b>n=1,005</b>
ANY (NET)	90%
Increasing flexibility for employees to work from home / telecommute (where applicable)	53%
Providing healthcare coverage for all workers, including hourly and contract workers	52%
Providing paid sick leave to all workers, including hourly and contract workers	52%
Paying hourly and salaried workers a living wage (i.e. a wage that covers the local costs of basic needs in an area)	50%
Providing paid family and medical leave	47%
Giving workers a voice in the creation of workplace policies	40%
Extending unemployment benefits to freelance and contract workers	35%
Providing a stipend to fund childcare services	25%
Other	*
None – no long-term adjustments need to be made.	10%

**BASE: ALL QUALIFIED RESPONDENTS**

**Q14** Which group(s) do you think should be responsible for defining each of these worker policy changes going forward? Select all that apply in each row.

	<b>Total</b>			
	<b>n=1,005</b>			
	Federal government	State government	Employers	None of these
Providing paid sick leave to all workers, including hourly and contract workers	31%	30%	59%	10%
Extending unemployment benefits to freelance and contract workers	38%	46%	37%	15%
Paying hourly and salaried workers a living wage (i.e. a wage that covers the local costs of basic needs in an area)	33%	37%	54%	12%
Providing paid family and medical leave	32%	32%	55%	10%
Increasing flexibility for employees to work from home / telecommute (where applicable)	19%	26%	68%	8%
Providing healthcare coverage for all workers, including hourly and contract workers	39%	34%	51%	12%
Providing a stipend to fund childcare services	29%	33%	39%	21%
Giving workers a voice in the creation of workplace policies	21%	29%	63%	12%





**BASE: ALL QUALIFIED RESPONDENTS**

**Q15** Suppose you learned that a number of companies took government stimulus money and then used the money to pay out bonuses to executives, pay dividends to stockholders, and/or use the money to buy back their own stock to boost share value. What actions, if any, would you take? Please select all that apply.

	<b>Total</b>
	<b>n=1,005</b>
ANY (NET)	81%
Influencer (Sub-Net)	66%
Tell my friends and family to avoid buying the company's products/services	41%
Sign a petition against the company	30%
Contact a government representative	27%
Mention the company's missteps on social media (e.g., Twitter, Facebook, Instagram)	27%
Organize or attend a protest	14%
Boycott, or avoid buying the company's products/services	42%
Stop investing, or sell off investments in that company	32%
Not consider that company in a future job search	31%
Write a letter to the company's management	16%
Other	1%
None – I would not take any action against such companies.	19%

**BASE: ALL QUALIFIED RESPONDENTS**

**Q29** Which of the following best describes your employment status?

	<b>Total</b>
	<b>n=1,005</b>
<b>Employed NET</b>	<b>58%</b>
Employed full time	42%
Employed part time	9%
Self-employed full time	4%
Self-employed part time	4%
Not employed, but looking for work	7%
Not employed and not looking for work	3%
Not employed, unable to work due to a disability or illness	2%
Retired	23%
Student	3%
Stay-at-home spouse or partner	5%
<b>All others NET</b>	<b>42%</b>

**BASE: EMPLOYED (Q29/1-4)**

**Q16** You indicated that you are currently employed. Are you an essential worker, meaning you are still required to work outside your home during the coronavirus outbreak?

	<b>Total</b>
	<b>n=555</b>
Yes	53%
No	46%
Decline to answer	1%

**BASE: ALL QUALIFIED RESPONDENTS**







**Q17** Have you personally, or has someone in your household, experienced any of the following in the past 60 days? Please select all that apply in each column.

	<b>Total</b>	
	<b>n=1,005</b>	
	This has happened to me personally	This has happened to someone in my household
Laid off from a job	13%	16%
Furloughed from a job	14%	18%
Working on a reduced or staggered schedule	18%	14%
Given a zero-hour schedule	8%	11%
Taken a pay cut	14%	10%
Lost some kind of employee benefit	10%	11%
None of these	61%	63%

**BASE: EMPLOYED (Q29/1-4)**

**Q18** As a result of operational losses due to the COVID-19 pandemic, has your company/ employer done any of the following in the past 60 days? Please select all that apply.

	<b>Total</b>
	<b>n=555</b>
ANY (NET)	64%
Asked workers to come in on a reduced or staggered schedule	23%
Laid off a portion (or all) of the workforce	20%
Furloughed a portion (or all) of the workforce	19%
Asked executive staff to take pay cuts	14%
Cut other benefits	12%
Asked all staff to take pay cuts	12%
Given a zero-hour schedule to workers	11%
Cut employer match to 401K contributions	9%
Something else	2%
None	30%
Not sure	7%

**BASE: EMPLOYED (Q29/1-4) OR NOT EMPLOYED BUT ABLE TO WORK AND RECENTLY LAID OFF, FURLOUGHED, OR GIVEN ZERO-HOUR SCHED (Q29/5-6 AND Q17/1-2, 4)**

**Q19** [IF EMPLOYED (Q29/1-4), ASK: Has your company/employer asked; IF NOT EMPLOYED BUT ABLE TO WORK AND RECENTLY LAID OFF/FURLOUGHED (Q29/5-6 AND Q17/1-6), ASK: Before you were laid off, furloughed from your job, or given a zero-hour work schedule, did your employer ask] its workforce for input about proposed cost cutting measures to better weather the economic crisis?

	<b>Total</b>
	<b>n=594</b>
Yes	28%
No	62%
Decline to answer	10%





**BASE: EMPLOYED (Q29/1-4)**

**Q20** Would you say [IF EMPLOYED (Q29/1,2), INSERT “your employer is”; IF SELF-EMPLOYED (Q29/3,4), INSERT: “you are”] open to input about how to cut costs to better weather the economic crisis?

	<b>Total</b>
	<b>n=555</b>
Yes	47%
No	32%
Not sure	21%

**BASE: EMPLOYED EXCEPT SELF (Q29/1-2)**

**Q22** How much do you agree or disagree with the following statements about how your company/employer has been communicating during the pandemic?

<b>My organization...</b>	<b>Total</b>	
	<b>n=496</b>	
	<b>Top 2 (Agree) NET</b>	<b>Strongly Agree</b>
Genuinely cares about my wellbeing	75%	31%
Has been communicating honestly, openly, and clearly about COVID-19 and the steps they are taking to address the pandemic in our workplace	74%	34%
Has communicated a clear plan of action for the organization going forward	72%	27%
Has adequately informed us about the number of sick days, personal days, and other benefits available to deal with sickness, children at home, etc.	70%	25%
Has been communicating with the appropriate frequency and timeliness	69%	30%

**BASE: EMPLOYED EXCEPT SELF (Q29/1-2)**

**Q23** Compared to before the coronavirus pandemic, would you say you now feel more, less, or the same amount of solidarity with...?

	<b>Total</b>		
	<b>n=496</b>		
	<b>Top 2 (More) NET</b>	<b>Same</b>	<b>Bottom 2 (Less) NET</b>
My immediate manager	37%	48%	16%
My co-workers	33%	53%	14%
Hourly workers in my industry	33%	52%	15%
Hourly workers across industries	32%	50%	17%
Leadership/management at my company	32%	48%	19%

**BASE: ALL QUALIFIED RESPONDENTS**

**Q24** Have you, or has someone you know, tested positive for the novel coronavirus, COVID-19?

	<b>Total</b>
	<b>n=1,005</b>
I have tested positive for coronavirus	3%
I know someone who has tested positive for coronavirus	22%
I don't know anyone who has tested positive for coronavirus	72%
Decline to answer	5%

**BASE: ALL QUALIFIED RESPONDENTS**





**Q25** Have you ever worked for a large corporation? By “large corporation” we mean those that employ thousands of people. Working includes regular full-time employment, regular part-time employment, and/or work as an independent freelance contractor or consultant. Please select all that apply.

	Total
	n=1,005
I currently work for a large corporation	26%
I have worked for a large corporation in the past	38%
I have never worked for a large corporation	38%

**BASE: EMPLOYED (Q29/1-4) OR NOT EMPLOYED BUT ABLE TO WORK AND RECENTLY LAID OFF, FURLOUGHED, OR GIVEN ZERO-HOUR SCHED (Q29/5-6 AND Q17/1-2, 4)**

**Q26** [IF EMPLOYED (Q29/1-4), INSERT: You indicated that you are [INSERT EMPLOYMENT STATUS]; IF NOT EMPLOYED BUT ABLE TO WORK AND RECENTLY LAID OFF/FURLOUGHED (Q29/5-6 AND Q17/1-2), INSERT: You indicated that you were recently laid off, furloughed from your job, or given a zero-hour work schedule.]

Across all locations, approximately how many total employees [IF EMPLOYED: work for your company; IF NOT EMPLOYED: worked for your company before you and any other staff were laid off or furloughed]? If you are not sure, please provide your best estimate.

	Total
	n=594
<b>Bottom 2 (Less than 1,000) NET</b>	<b>52%</b>
1 to 99	31%
100 to 999	21%
1,000 to 4,999	16%
5,000 to 9,999	10%
10,000+	13%
<b>Top 2 (5,000+) NET</b>	<b>23%</b>
Not sure	8%

**BASE: EMPLOYED (Q29/1-4) OR NOT EMPLOYED BUT ABLE TO WORK AND RECENTLY LAID OFF, FURLOUGHED, OR GIVEN ZERO-HOUR SCHED (Q29/5-6 AND Q17/1-2, 4)**

**Q27** Which of the following best [IF EMPLOYED: describes; IF NOT EMPLOYED: described] your duties within your company or organization [IF NOT EMPLOYED (Q29/5-6 AND Q17/1-2): before you were laid off, furloughed, or given a zero-hour work schedule]?

	Total
	n=594
Senior management (C-levels to upper level manager involving coordination of organization, development of plans/goals for the organization, supervision of managers, etc.)	16%
Middle management (involves some management and supervision or coordination of other people or departments, etc.)	31%
Front line job within organization (directly involved with maintenance or production of products or providing services, such as sales, secretarial, bookkeeping, clerical, customer service, etc.)	23%
Individual contributor (middle or senior level position without management responsibilities)	30%





## Survey Methodology

Survey by JUST Capital. Methodology: Conducted by The Harris Poll, May 7-11, 2020 and based on 1,005 online interviews. Sample: National online adults ages 18 and older.

Respondents are selected among those who have agreed to participate in The Harris Poll surveys. The data is weighted to reflect the composition of the adult population. Results are weighted for age within gender, region, race/ethnicity, household income, education, employment, marital status, and size of household where necessary to align them with their actual proportions in the population. Propensity score weighting is also used to adjust for respondents' propensity to be online.

Because this survey uses an opt-in, non-probability sample based on those who agreed to participate in the online panel, no confidence intervals or margin-of-error estimates can be calculated.

