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Insight

# COVID-19

## Workforce Outlook:

Tracking company actions and worker attitudes during the outbreak

Wave 5



Brunswick Insight is conducting a weekly poll of U.S. workers to understand what actions companies are taking, how they're communicating to their employees, and how employees are reacting.

<b>Audience</b>	U.S. Workers (Age 18+) Census Representative
<b>Sample Size</b>	1,000 Respondents
<b>Data Collection Method</b>	Online
<b>Timing</b>	Wave 1: March 16, 2020 Wave 2: March 23, 2020 Wave 3: March 30, 2020 Wave 4: April 6, 2020 Wave 5: April 13, 2020



# Key Findings

1. There is a steady decrease in workers' confidence in businesses' preparedness to handle the crisis.
2. Most are sympathetic to walk-offs and believe they will be effective in motivating companies to reduce health risks.
3. Organizations are still missing an opportunity to take the steps that matter most to employees, both in terms of actions taken and the information they're providing.
4. Employees crave clarity on what the return to the workplace will look like, and when it comes to making that return a reality, employers are under-providing on PTO and childcare.
5. Dr. Fauci is viewed as the most prepared leader.

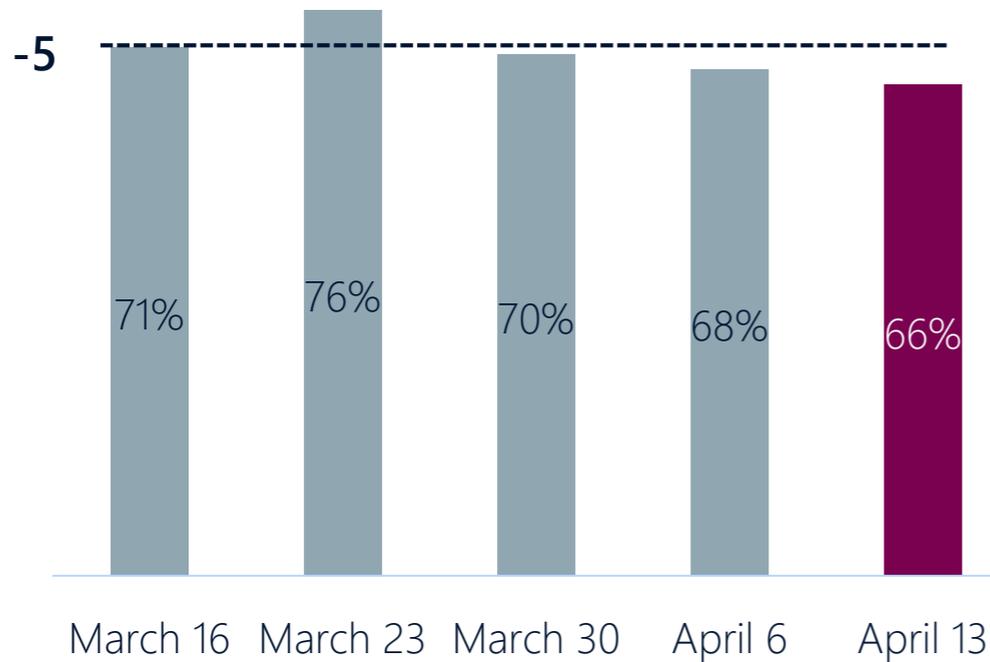


## Optimism Shrinking

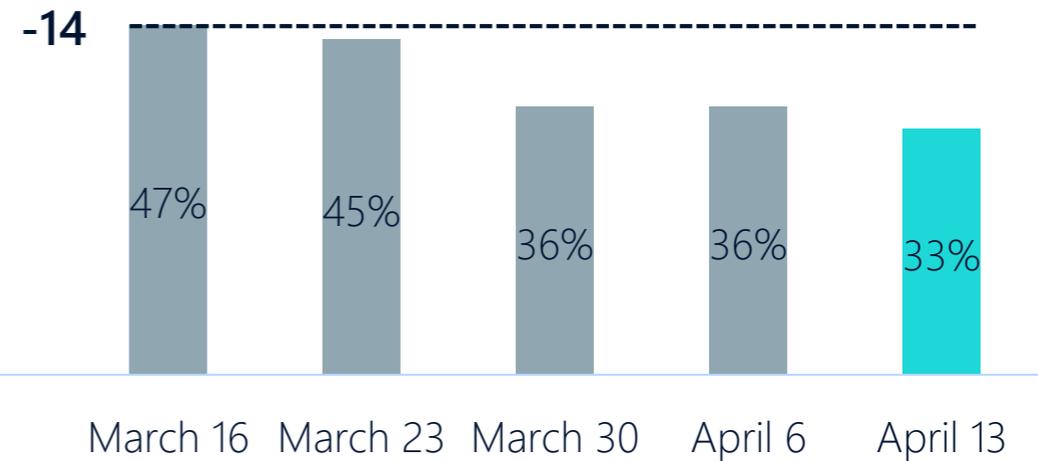
There continues to be a steady decrease in workers' confidence in businesses' preparedness to handle the crisis, both their own and US corporations as a whole.

### Total Prepared

How prepared is **your own organization** for the spread of coronavirus?



How prepared are **businesses in the United States** for the spread of coronavirus?





## Most Side With Employees Over Employers

Workers are supportive of employee walk-offs, and a majority believe they will be effective. Furloughed workers, democrats, women, and those that live in urban settings are more likely to pick the side of employees.

*How familiar are you with the following news stories?*

### Total Familiar

**87%**

U.S. coronavirus outbreak expected to peak this week

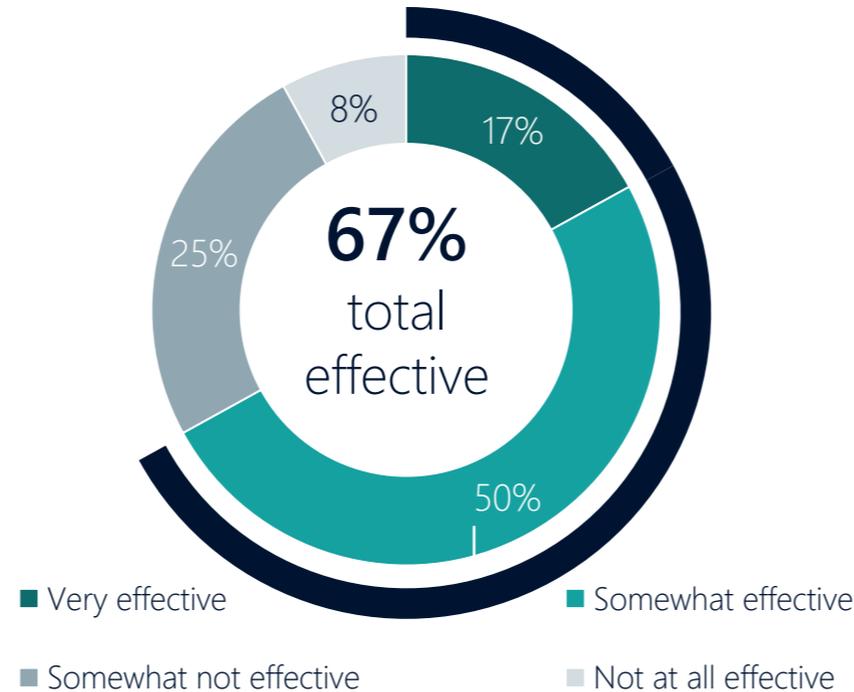
**84%**

U.S. officials hopeful about May 1 target date for reopening U.S.

**70%**

Workers across the U.S. walk off jobs due to health risks

*How effective do you think employee walk offs will be in motivating companies to reduce health risks for employees?*



*When you hear about employee walk offs due to COVID-19 health concerns, are you more likely to side with the employees or the company?*



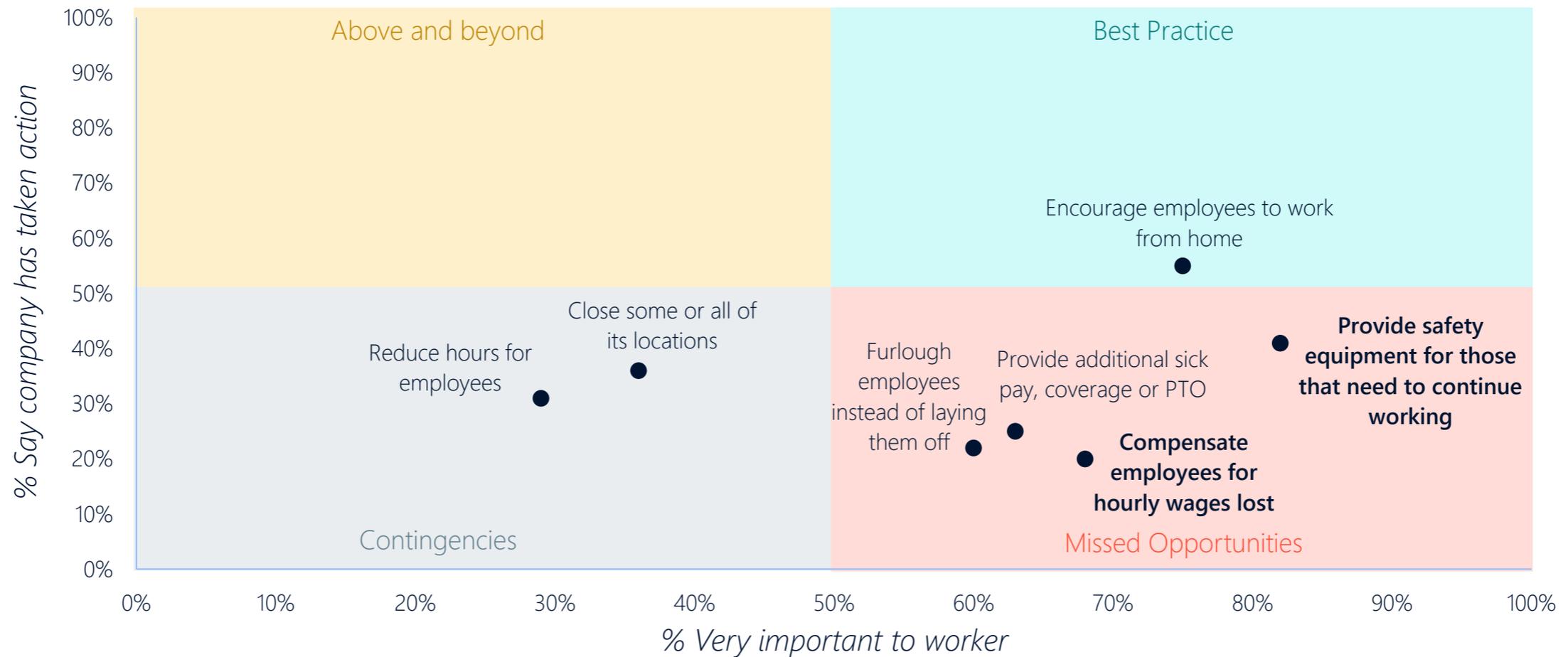
*% choosing the side of employees*

Furloughed	94%	Full and Part time	81%
Democrats	92%	Republicans	74%
Women	89%	Men	76%
Urban	87%	Rural	79%



## Leading the Defense

Months into the spread of coronavirus, organizations are still missing an opportunity to take the steps that matter most to employees, like compensating for lost wages and providing safety equipment to workers.



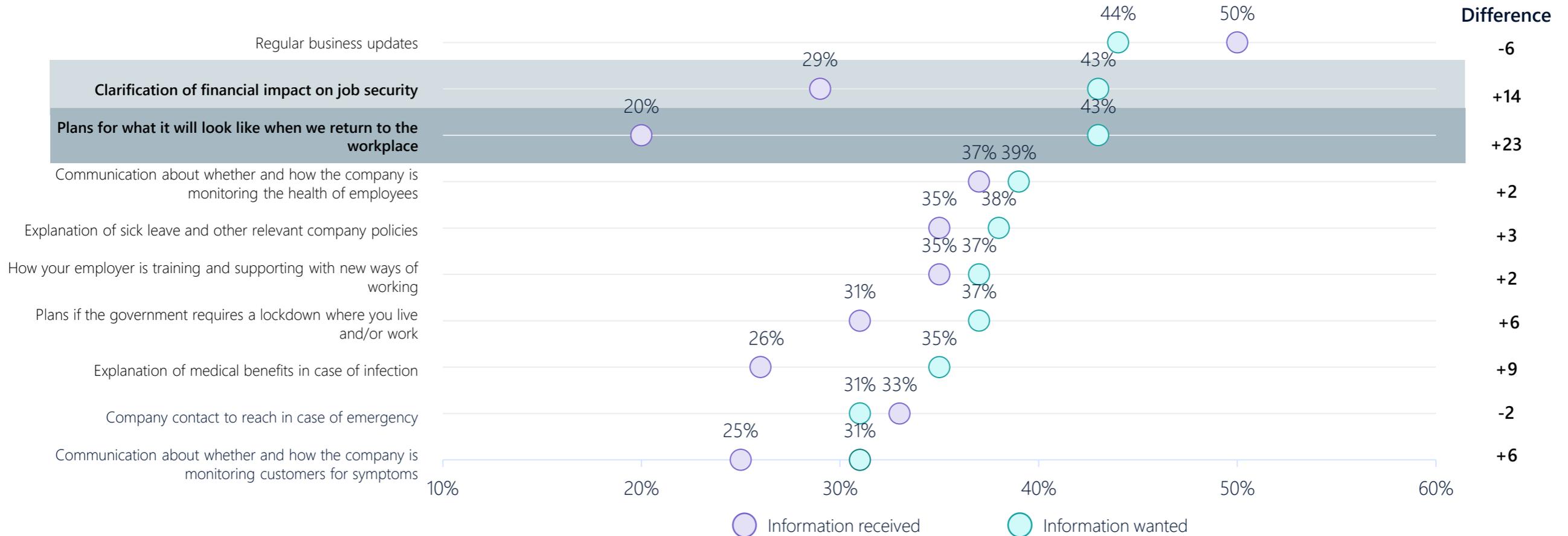
Q: Which of the following has your own company implemented in light of the spread of the novel coronavirus? Select all that apply.  
 Q: How important are each of the following for U.S. companies to implement to help stop the spread of coronavirus?



## Disconnect on What Information is Important

U.S. workers are eager to hear from their employers on plans for returning to the workplace.

*Information received vs. wanted*

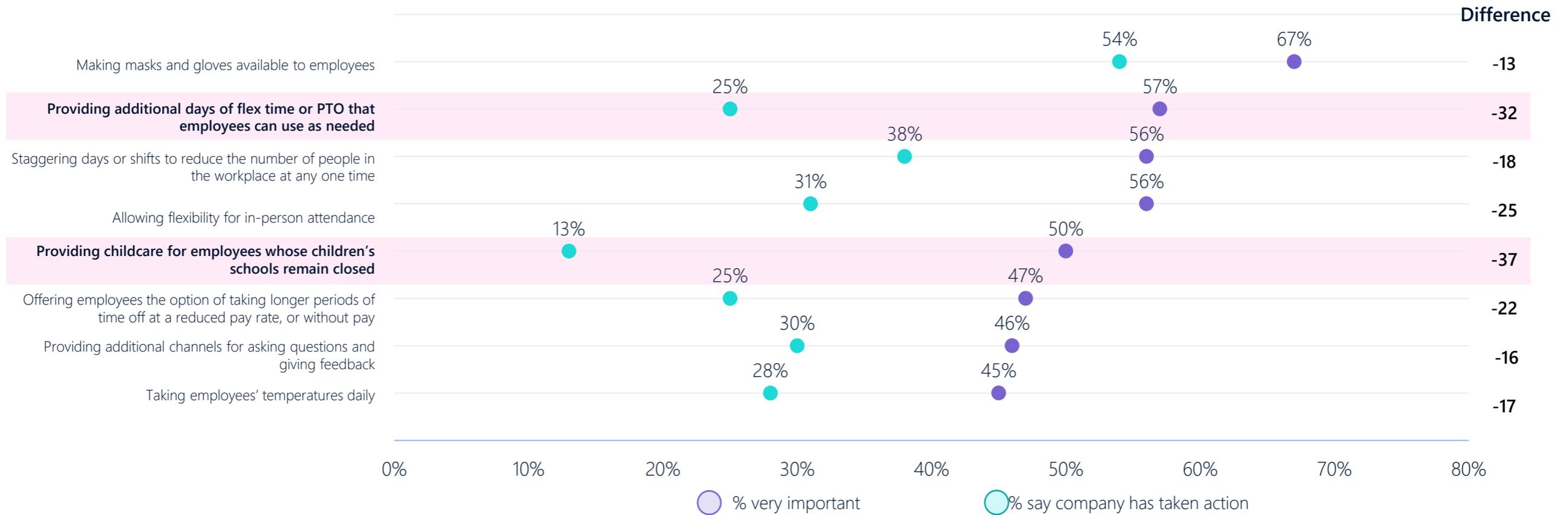


Q: Please select what types of information you have received from your employer and the types of information you would like to receive during the coronavirus pandemic. Select all that apply.



## What the Return Looks Like

Businesses are on the right track providing PPE, staggering shifts, and allowing flexibility, but need to do more to meet employees' expectations when it comes to providing additional PTO and childcare



Q: How important are each of the following for companies to implement when employees return to the workplace?

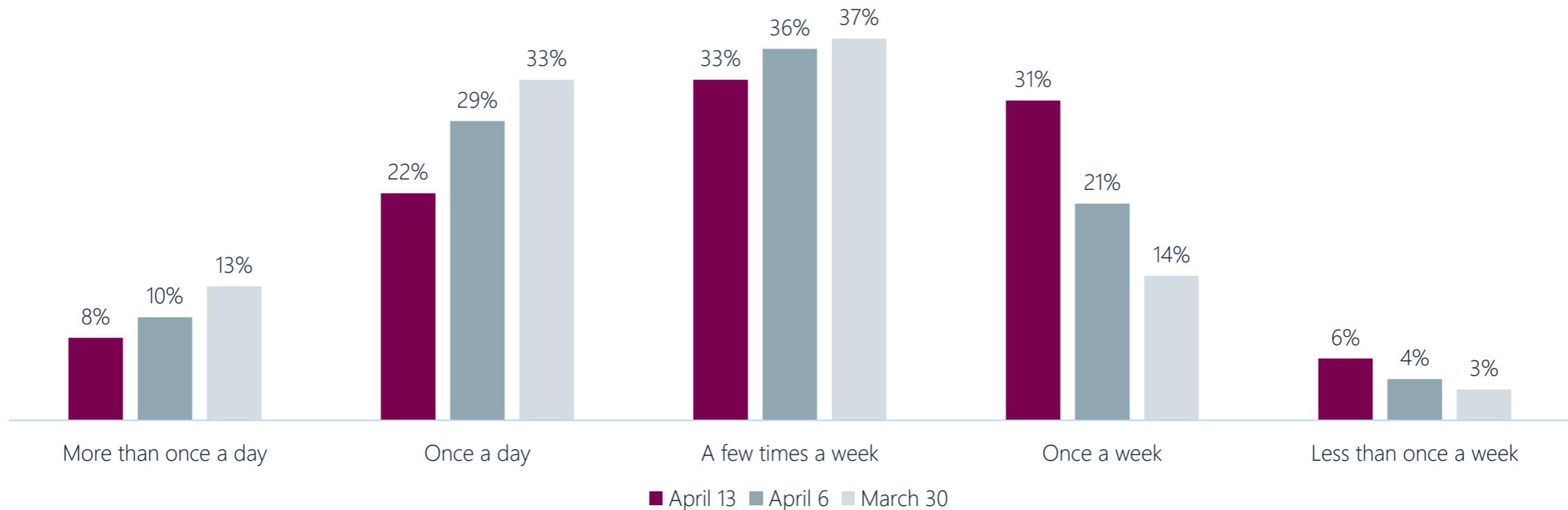
n=685



## Frequency of Updates

Workers now prefer to hear from their organization a few times a week or less, a major shift indicative of their adjustment to the “new normal.”

*How often would you like to hear from your organization during the coronavirus pandemic regarding company updates and procedures?*

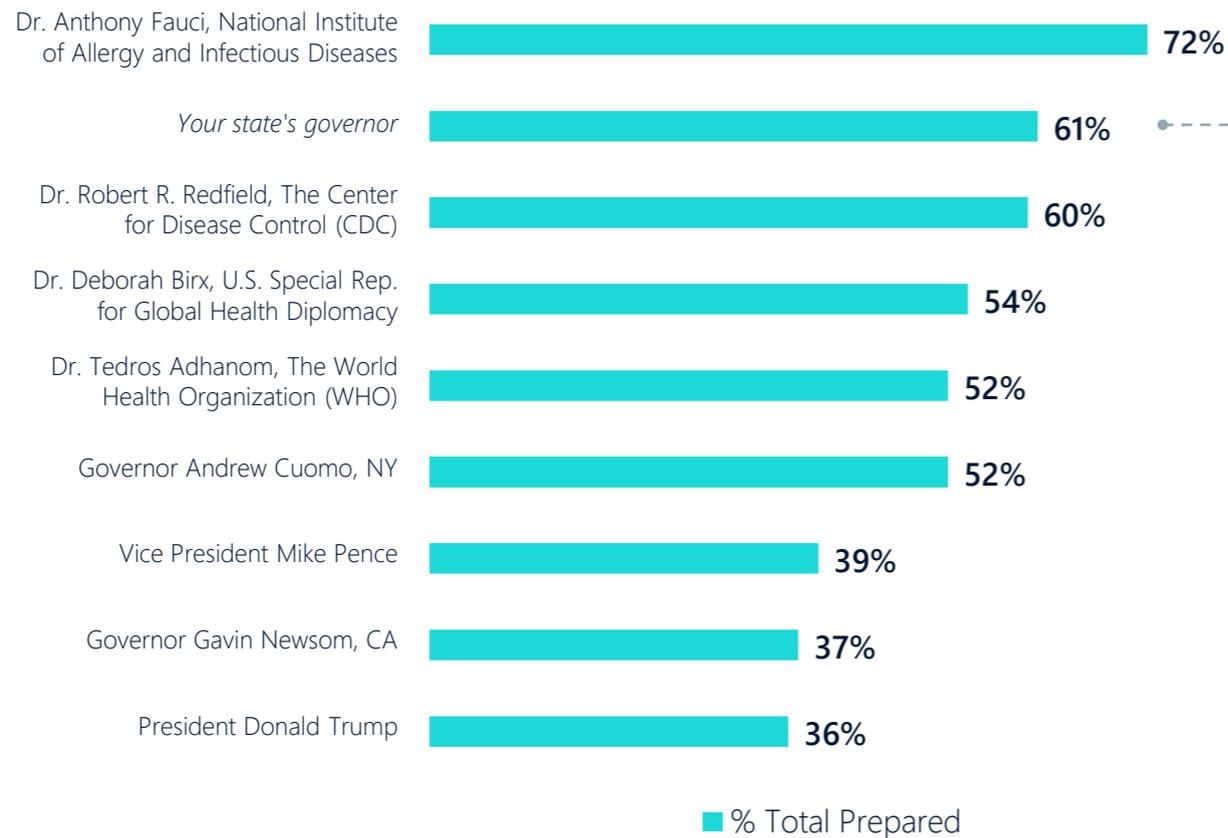




## Most Prepared Leaders

Dr. Fauci is viewed as the most prepared leader, closely followed by governors from the more populous states.

*How prepared are each of the following health agencies and individuals to help the United States handle the spread of coronavirus?*



*How prepared are other governors in the eyes of local workers?*

State	% Total Prepared (among local workers)
California	67%
New York	65%
Pennsylvania	65%
Texas	64%
Illinois	58%
Florida	43%

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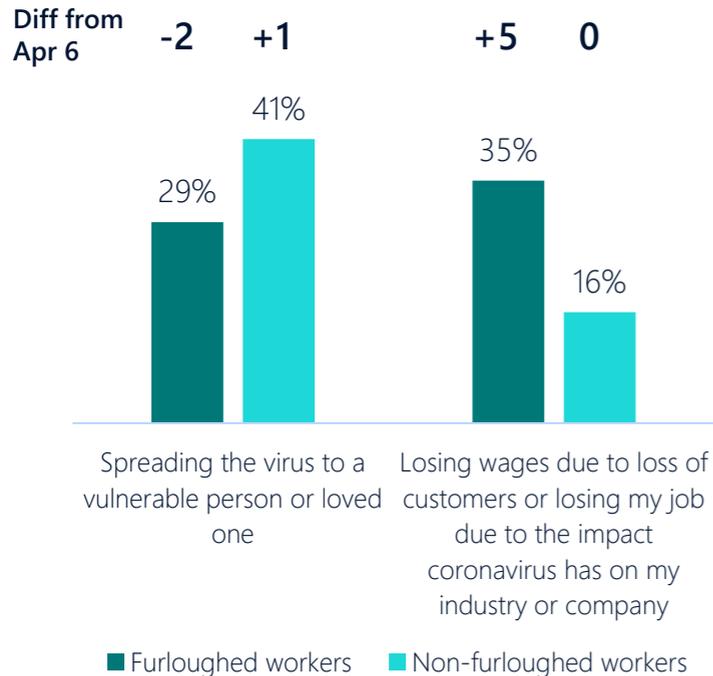
# Key Audience Breakdowns



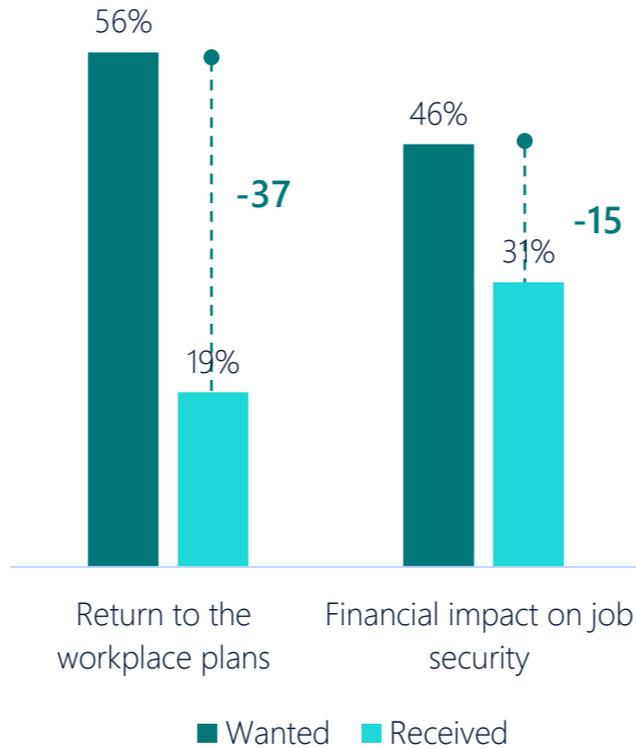
## Furloughed Workers

Furloughed workers are increasingly more concerned about their financials and want information to provide some clarity, and employers are doing a uniquely poor job communicating with this group.

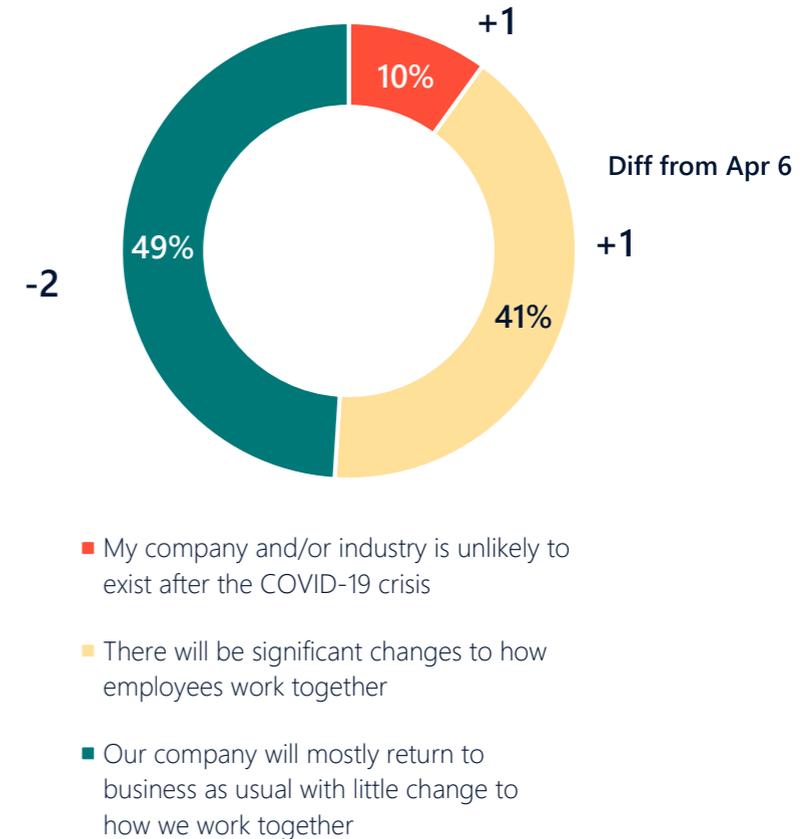
*Personal Life Concerns*  
(% concerned)



*Information Wanted vs. Received*



*Thinking into the future: Which statement do you agree with most?*



Q: What concerns you MOST about the spread of coronavirus when you think about your personal life?  
 Q: Please select what types of information you have received from your employer during the coronavirus pandemic. Select all that apply.  
 Q: Please select what types of information you would prefer to receive from your employer during the coronavirus pandemic. Select all that apply.

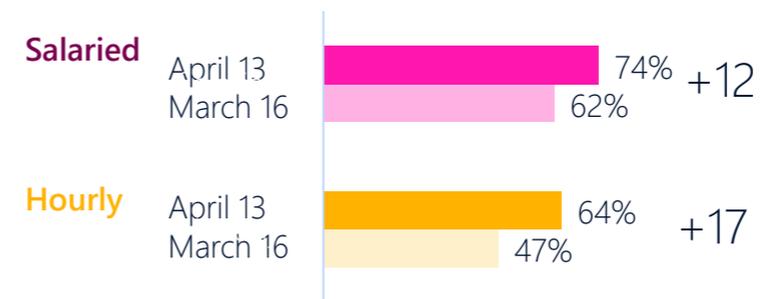


## Salaried vs Hourly Employees

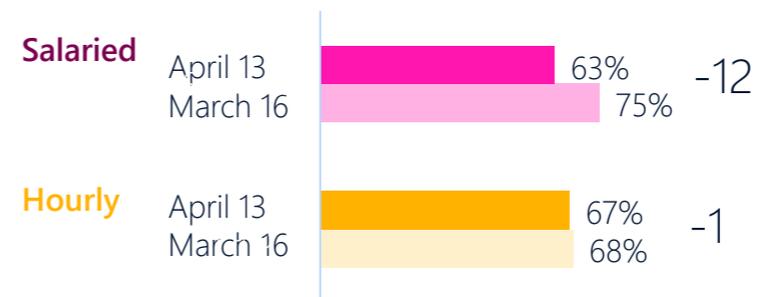
The gap between salaried and hourly workers has closed over the last month, but this is because salaried workers have become *increasingly* concerned. Although both groups are more satisfied with the communication they've received from employers, they are *less* likely to believe their organization is prepared for the virus.



### Satisfaction with Corporate Communications



### Total Prepared for the Spread of Coronavirus





## Union Workers

Union workers' high confidence in their organization continues to decline and they are less likely to believe their organization will return to business as usual when it is time to go back to work.

Union Workers

March 16: 32%  
-12

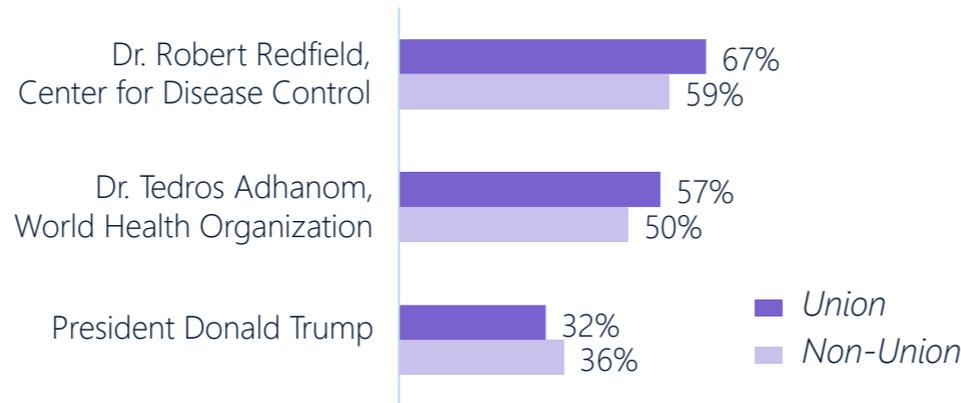


Non-Union Workers

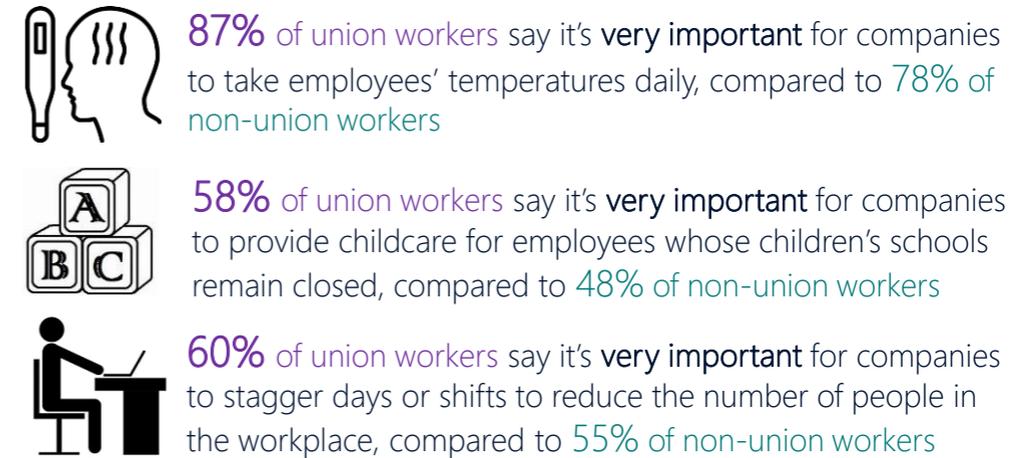
March 16: 22%  
-5



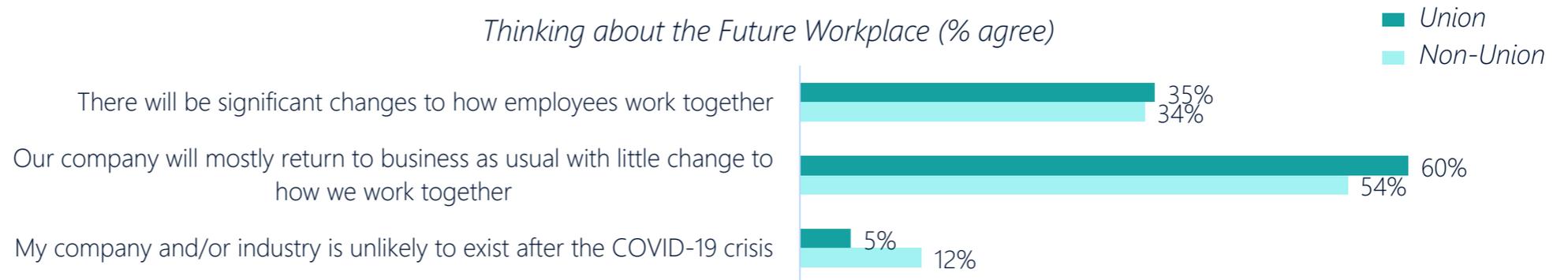
How prepared are each of the following health agencies or individuals to help the U.S. handle to spread of COVID-19?



How important are each of the following for companies to implement when employees return to the workplace?



Thinking about the Future Workplace (% agree)

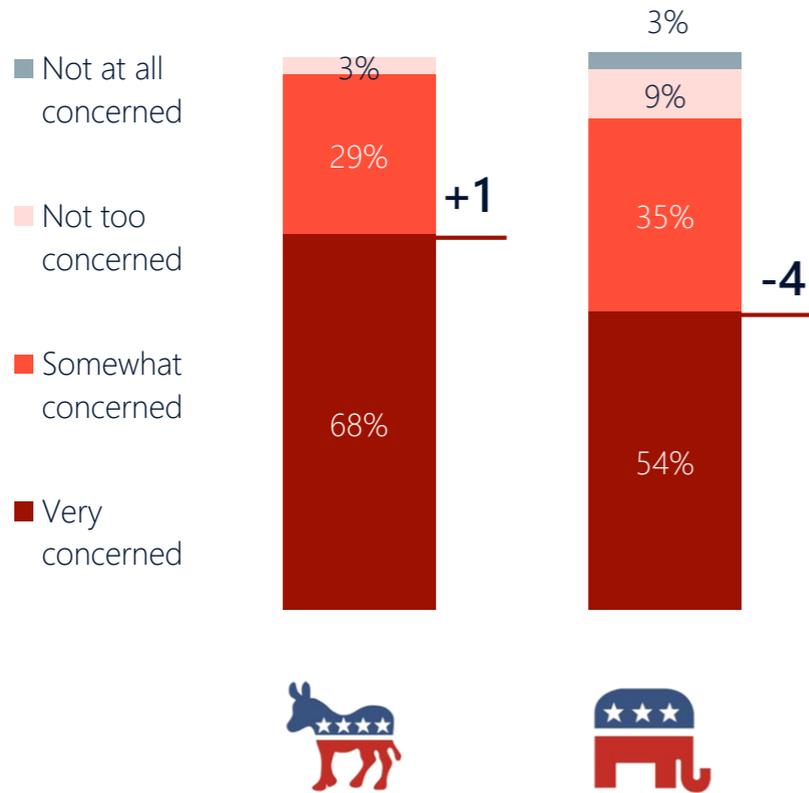




## Political Affiliation

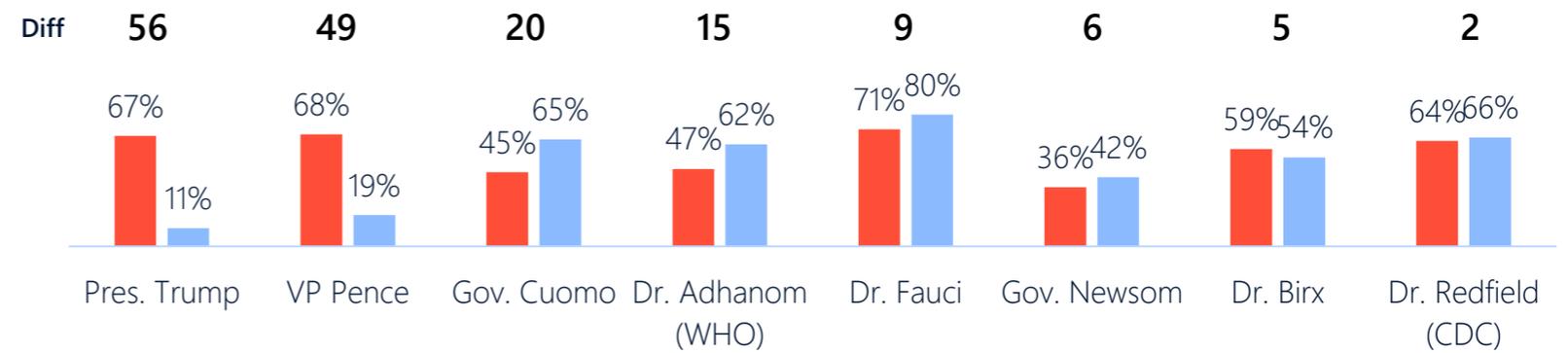
Concern has plateaued for both sides of the political spectrum, but Republicans are significantly less optimistic about working conditions going back to normal; Dr. Fauci is viewed as the most prepared regardless of political ideology, but Democrats are far more critical of this administrations' preparation.

Total Concern

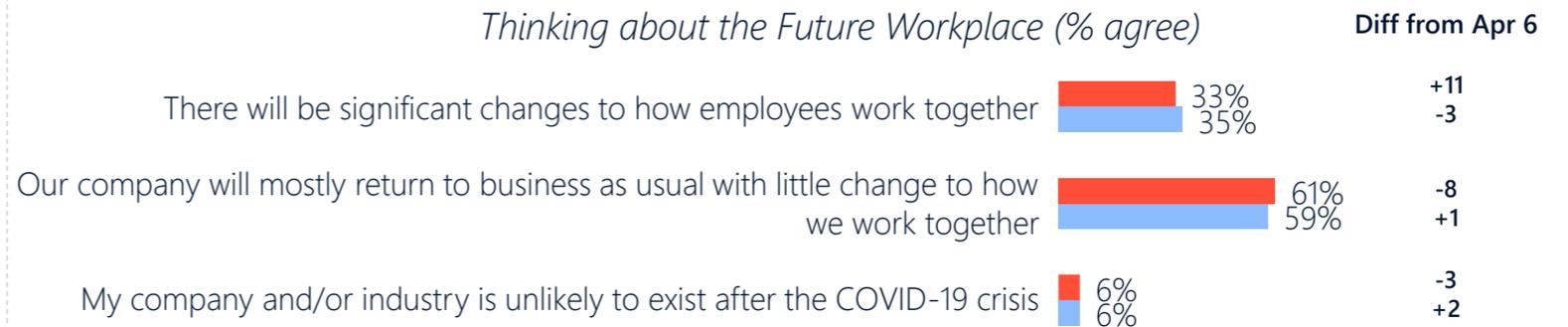


Increase is based on March 16 data

Total Prepared to Handle the Spread of Coronavirus



Thinking about the Future Workplace (% agree)



■ Republican ■ Democrat

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One firm.  
Globally.

Abu Dhabi  
Beijing  
Berlin  
Brussels  
Chicago  
Dallas

Dubai  
Frankfurt  
Hong Kong  
Johannesburg  
London  
Milan

Mumbai  
Munich  
New York  
Paris  
San Francisco  
Sao Paulo

Shanghai  
Singapore  
Stockholm  
Vienna  
Washington, D.C.