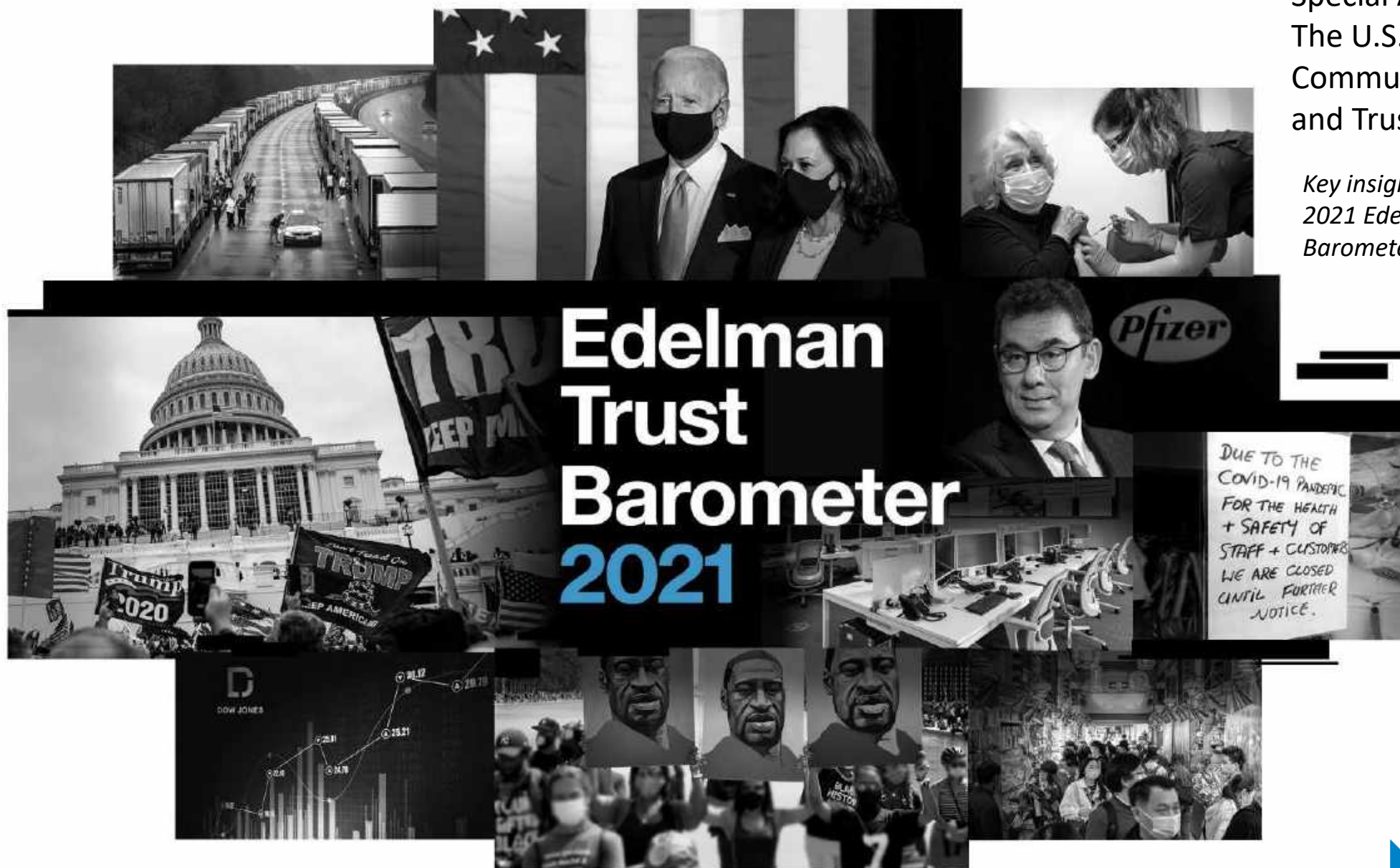


Special Analysis:
The U.S. Latinx
Community
and Trust

*Key insights from the
2021 Edelman Trust
Barometer*



This presentation incorporates key findings from the following 2021 Edelman Trust Barometer Reports:



[2021 Edelman Trust Barometer](#)

January 2021 global survey of 33,000+ respondents from 28 countries; includes multicultural oversample in the U.S.



[2021 Spring Update: A World in Trauma](#)

May 2021 global survey of 16,800+ respondents from 14 countries; includes multicultural oversample in the U.S.



[Special Report: Business and Racial Justice in America](#)

May 2021 survey of 2,000 Americans, plus a multicultural oversample.



[Special Report: Trust, The New Brand Equity](#)

June 2021 global survey of 14,000 respondents from 14 countries; includes multicultural oversample in the U.S.



[Special Report: The Belief-Driven Employee](#)

September 2021 global survey of 7,000 respondents from 7 countries; includes multicultural oversample in the U.S.

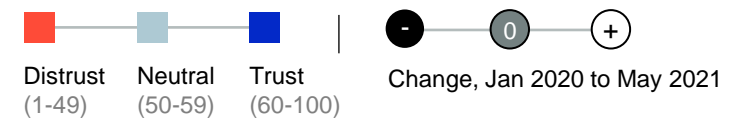
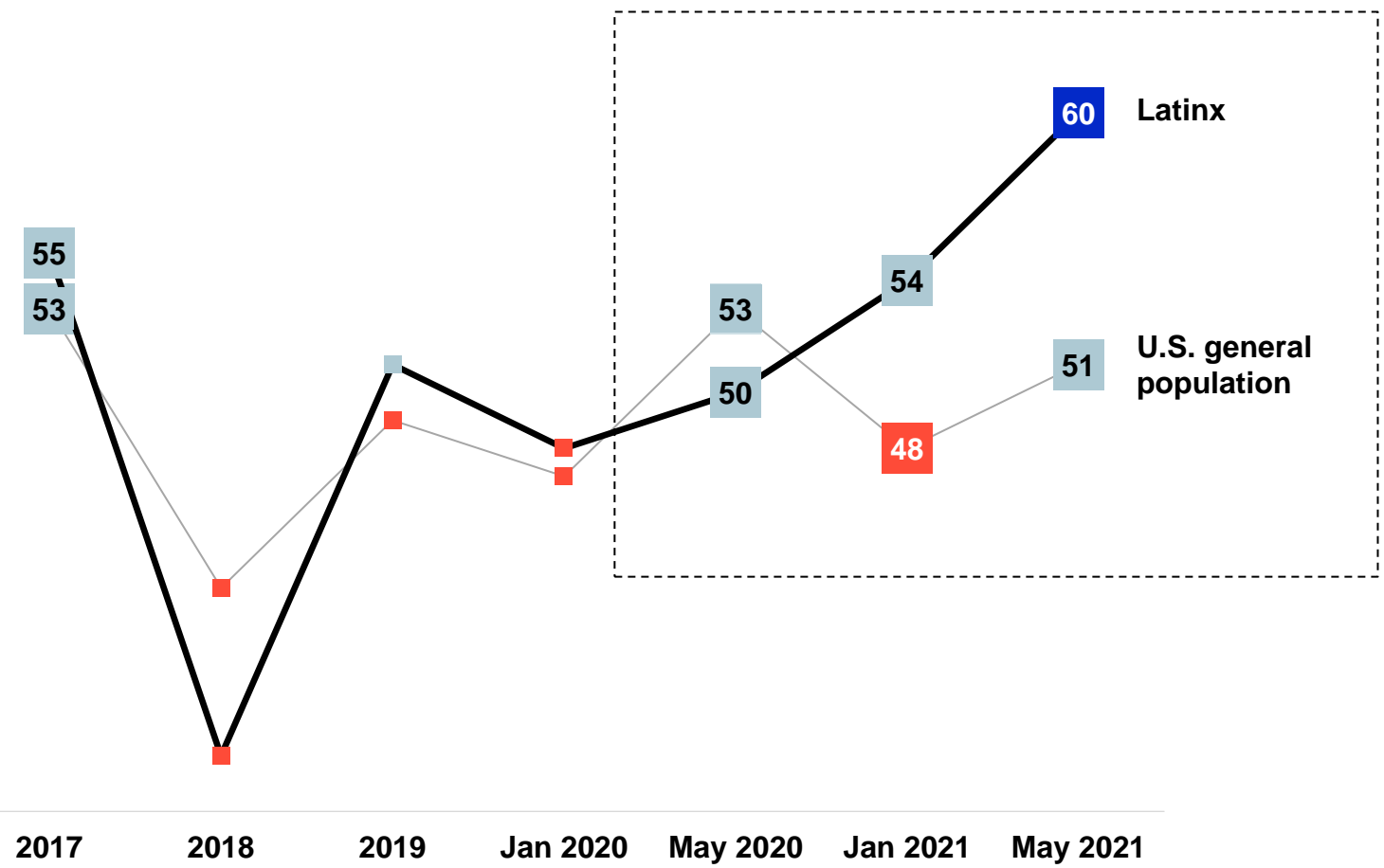
⊥

HIGH TRUST, HIGH OPTIMISM

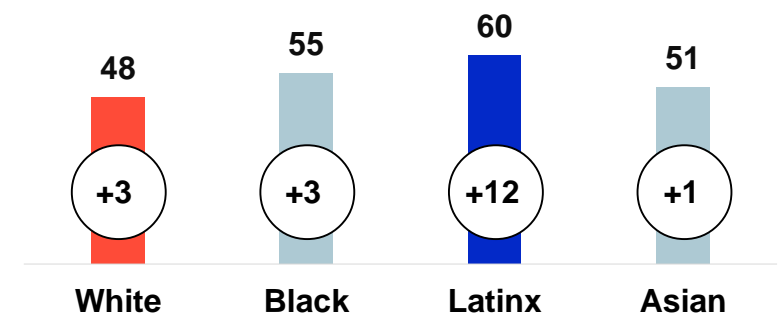
⊥

SINCE MAY 2020, LATINX TRUST OUTPACES THE U.S. GENERAL POPULATION

Trust Index



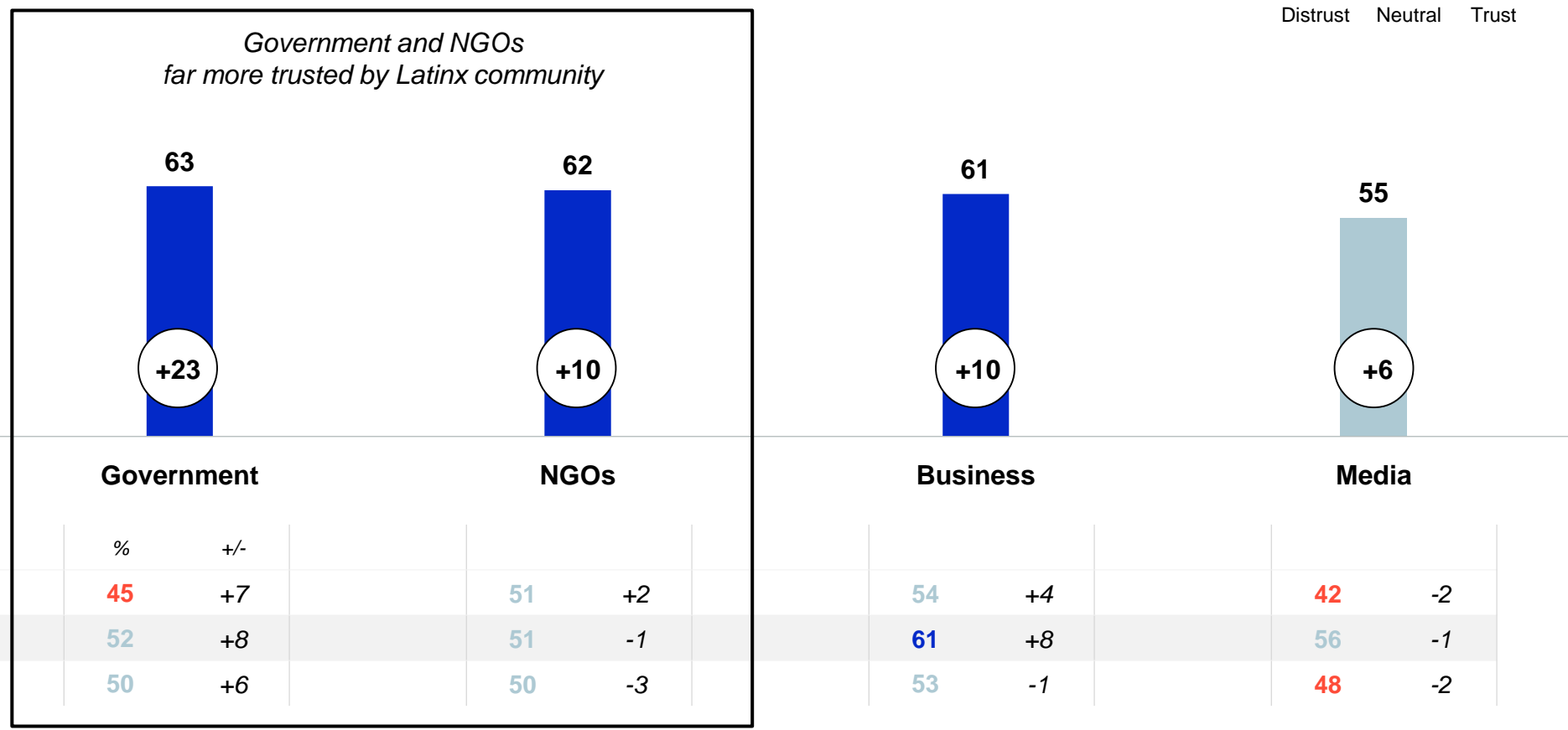
Trust Index, and change from January 2020 to May 2021



2021 Edelman Trust Barometer Spring Update: A World in Trauma. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, U.S., and among Non-Hispanic White, Black, Latinx and Asian populations.

LATINX COMMUNITY TRUSTS THREE OF FOUR INSTITUTIONS

Percent trust



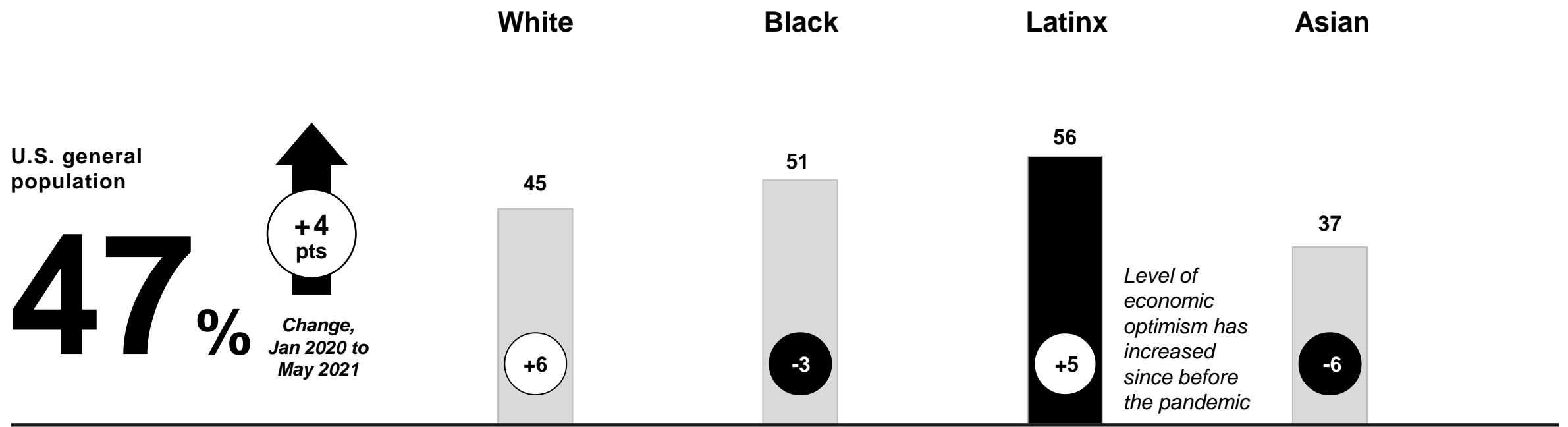
2021 Edelman Trust Barometer Spring Update: A World in Trauma. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. U.S., among Non-Hispanic White, Black, Latinx and Asian populations.

LATINX MOST OPTIMISTIC ABOUT THEIR ECONOMIC FUTURE

Percent who agree

Change, Jan 2020 to May 2021

Thinking about the economic prospects for myself and my family, we will be **better off in five years' time**



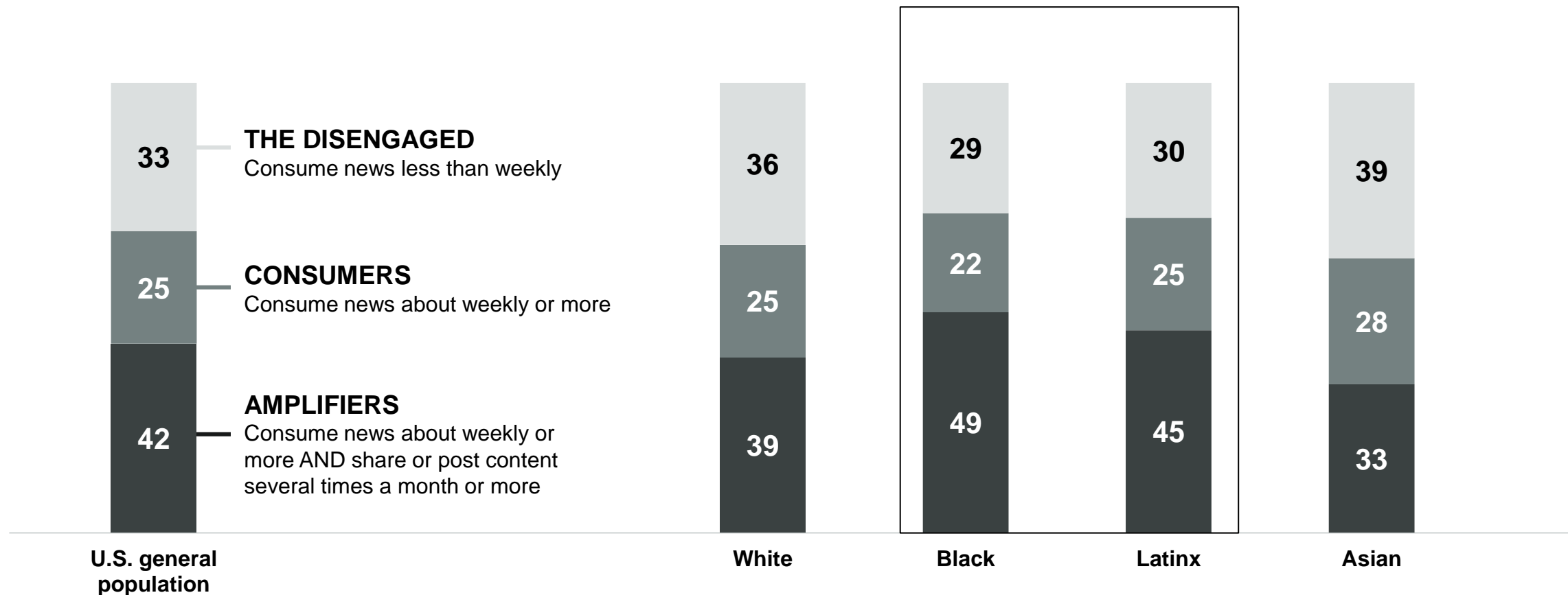
⌊

LATINX CONSUMERS: MAKING THEIR VOICES HEARD

⌋

LATINX AND BLACK COMMUNITIES MOST LIKELY TO AMPLIFY NEWS

How often do you engage in the following activities related to news and information?



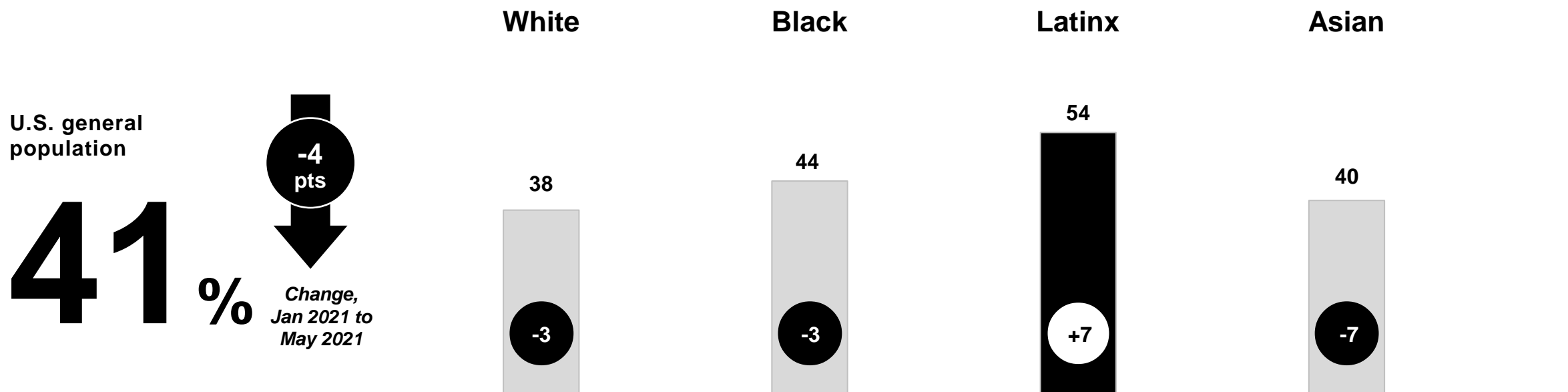
2021 Edelman Trust Barometer. News Engagement Scale, built from MED_SEG_OFT. How often do you engage in the following activities related to news and information? Indicate your answer using the 7-point scale below. General population, U.S., and among Non-Hispanic White, Black, Latinx and Asian populations. For details on how the News Engagement Scale was built, please refer to the Technical Appendix.

LATINX MOST LIKELY TO VOTE WITH THEIR WALLET

Percent agree

I believe that I can have a bigger influence on societal issues through my decisions regarding which brands to buy than my decisions regarding which politicians to vote for

Change, Jan 2021 to May 2021



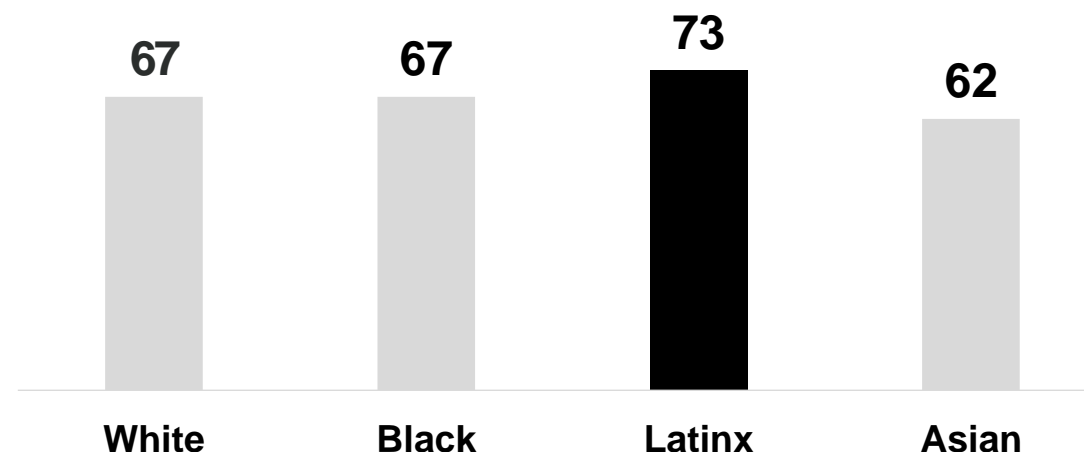
BRAND TRUST MATTERS MORE FOR LATINX CONSUMERS

Percent in the U.S. who say

U.S. general population

67%

It is **more important** for me to be able to trust the brands I buy or use today **than in the past**



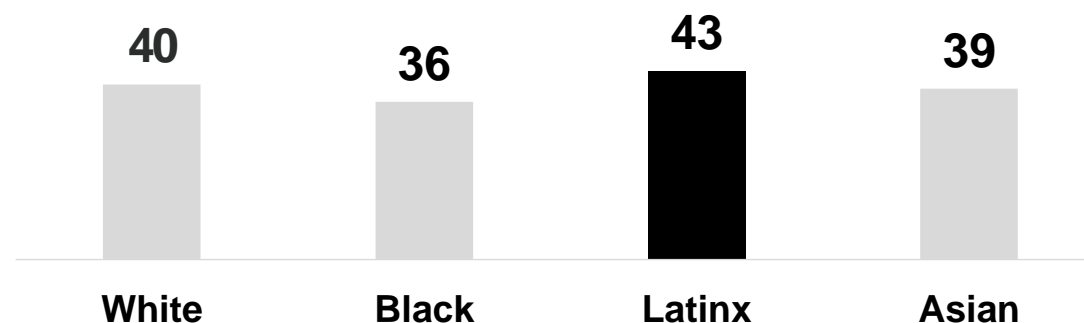
LATINX CONSUMERS NEED TO TRUST THE COMPANY BEHIND THEIR BRANDS

Percent who agree

U.S. general
population

39%

There are brands I love
but no longer buy
because I **do not trust**
the company that
owns the brand



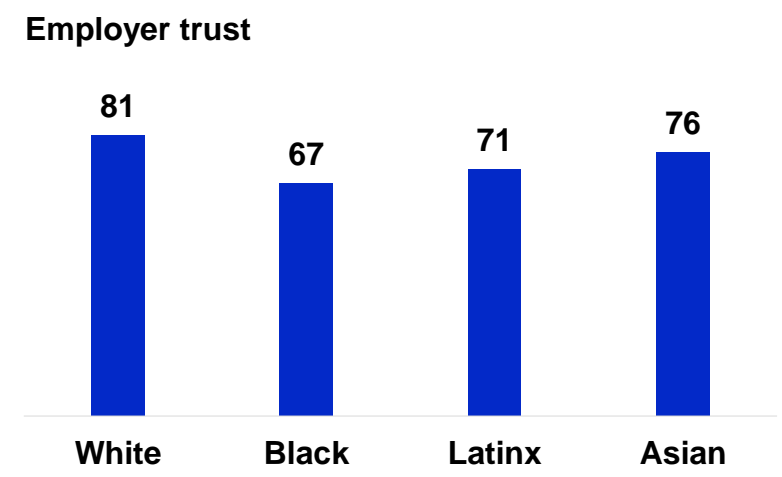
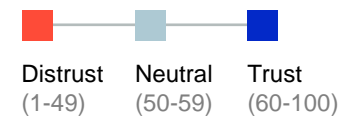
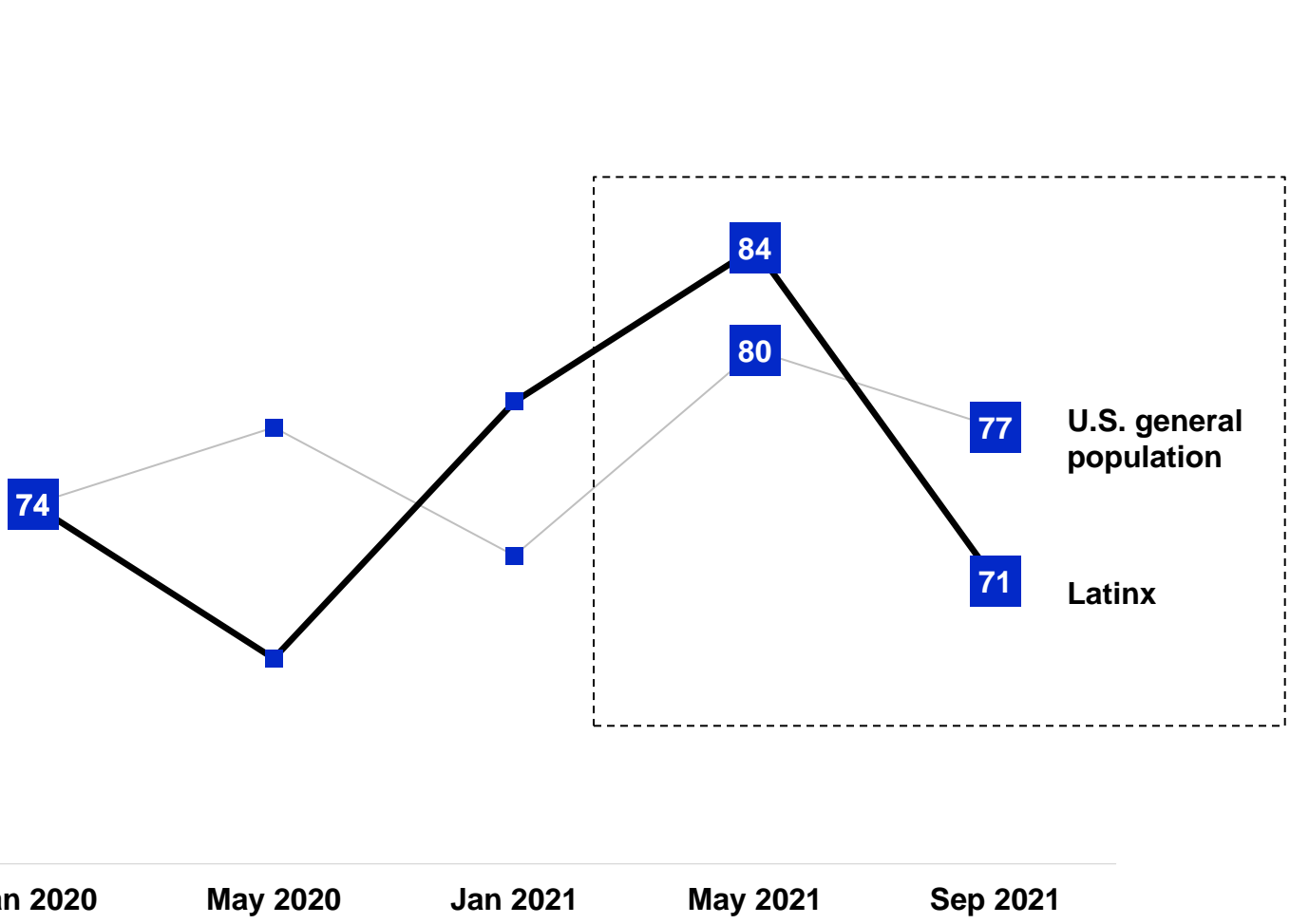
┆

HIGHER STAKES FOR EMPLOYER TRUST

┆

HIGH VOLATILITY IN LATINX EMPLOYER TRUST

Percent trust in my employer



2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. "Your employer" asked among those who are employed (Q43/1). U.S., and among Non-Hispanic White, Black, Latinx and Asian populations. All data is filtered to be among employees who work for an organization or corporation (Q43/1).

HIGHER JOB LOSS CONCERNS AMONG LATINX EMPLOYEES

Percent of employees in the U.S. who worry

	Latinx employees	All U.S. employees
Losing your job as a result of a looming recession	55	49
Automation and/or other innovations taking your job away	48	42
Cheaper foreign competitors driving companies like yours out of business	46	42
Not having the training and skills necessary to get a good paying job	44	44
Your job being moved to other countries where workers are paid less	40	41

2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worried. Question asked of half of the sample. U.S., and among the Latinx population. All data is filtered to be among employees who work for an organization or corporation (Q43/1).

NEARLY 7 IN 10 LATINX EMPLOYEES SAY WORKPLACE RACISM HAS DAMAGED THEIR EMPLOYER RELATIONSHIP

Percent of employees who agree

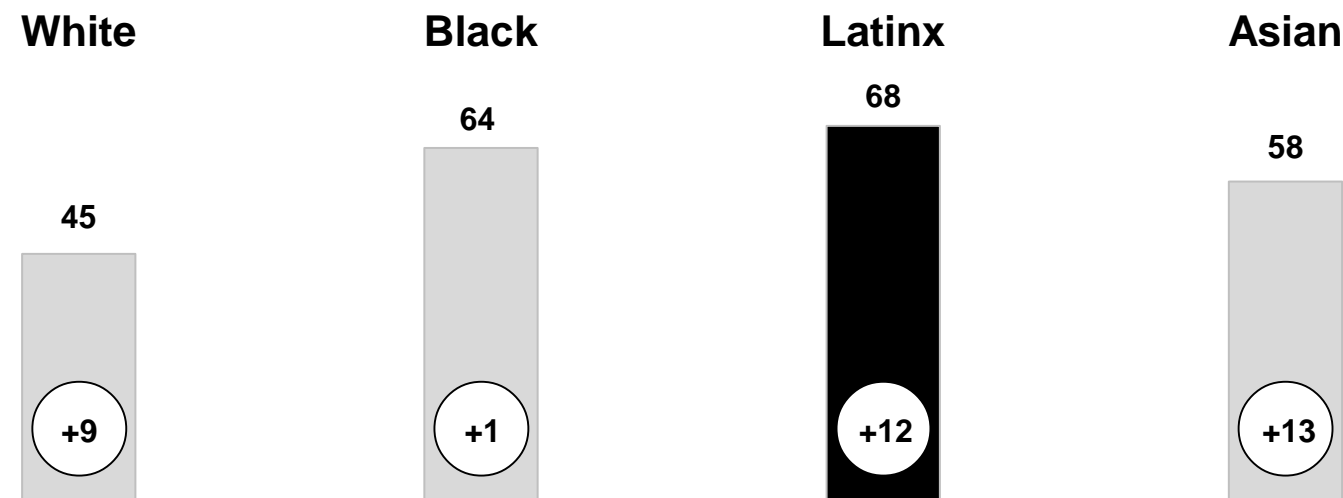
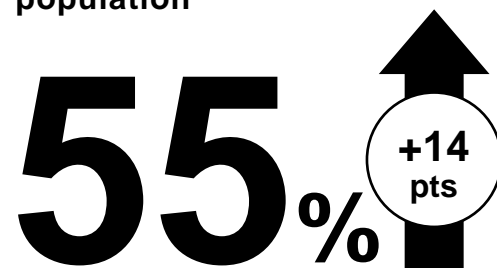
Racism in my workplace has damaged my relationship with my employer

Change, Aug 2020 to Apr 2021

Top three forms of damage to the employer relationship:

- Less trust
- Less loyalty
- Less advocacy

U.S. general population



2021 Edelman Trust Barometer Special Report: Business and Racial Justice in America. Q27. How does the presence of these forms of racism affect your relationship with your employer? Pick all that apply. Question asked of employees who have seen some form of racism at work (Q43/1 AND Q24/1-16; 18-20). General population, U.S., and among Non-Hispanic White, Black, Latinx and Asian populations. Data shown is rebased to be among all employees. "Advocacy" is a net of attributes 3 and 4; "Loyalty" is a net of attributes 5 and 6.

LATINX COMMUNITY EXPECT EMPLOYERS TO ENGAGE IN SOCIAL AND POLITICAL ISSUES

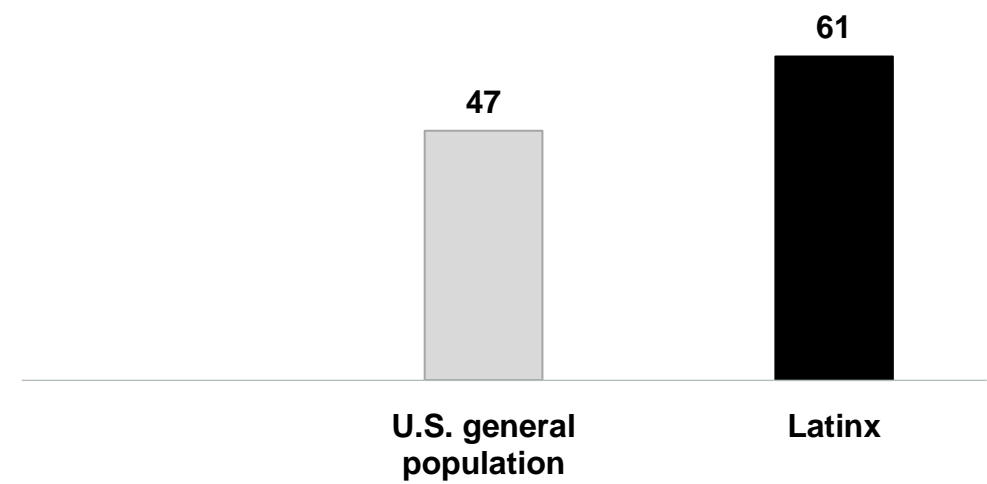
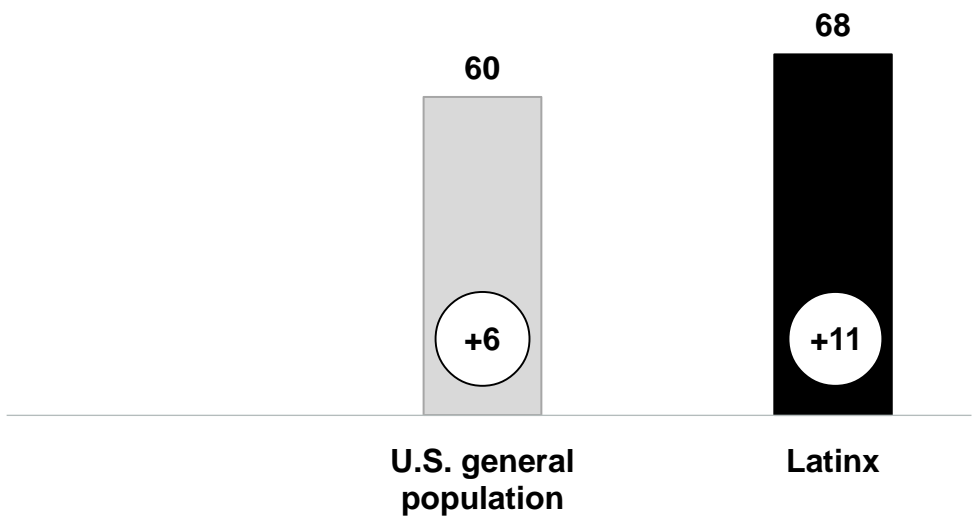
Percent agree

I look to my employer to be a **trustworthy source of information** about **social issues**

Our CEO is **not speaking out in public enough** about important **political issues**



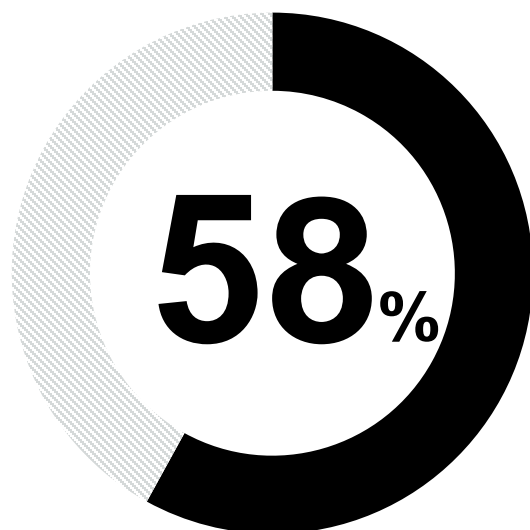
Change, Jan 2021 to May 2021



2021 Edelman Trust Barometer Spring Update: A World in Trauma. EMP_ENG. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. Question asked of those who are an employee (Q43/1). General population, U.S., and among the Latinx population.

6 IN 10 LATINX EMPLOYEES CHOOSE JOBS ON BELIEFS

Percent of employees in the U.S. who choose jobs based on their values and beliefs

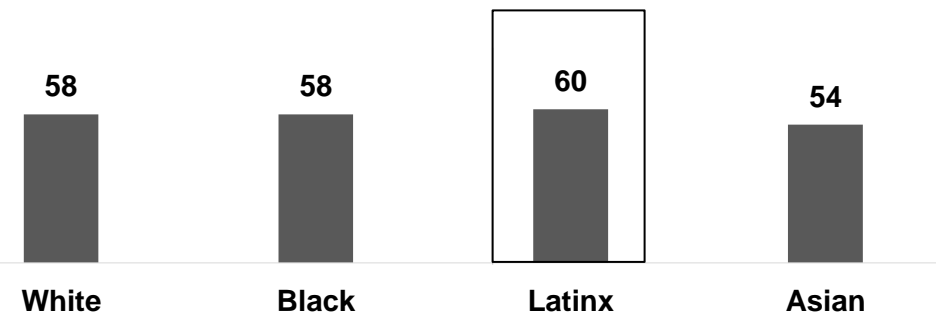


U.S.

Choose, leave, avoid or consider employers based on their values and beliefs

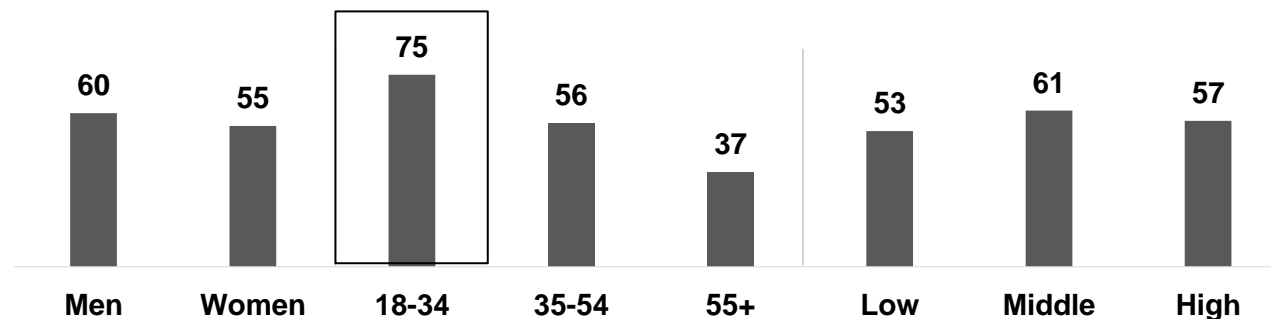
Ethnicities

Latinx most likely to choose jobs on beliefs across all races and ethnicities



Gender | Age | Income

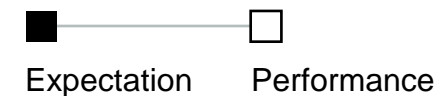
Young employees most likely to choose jobs on beliefs



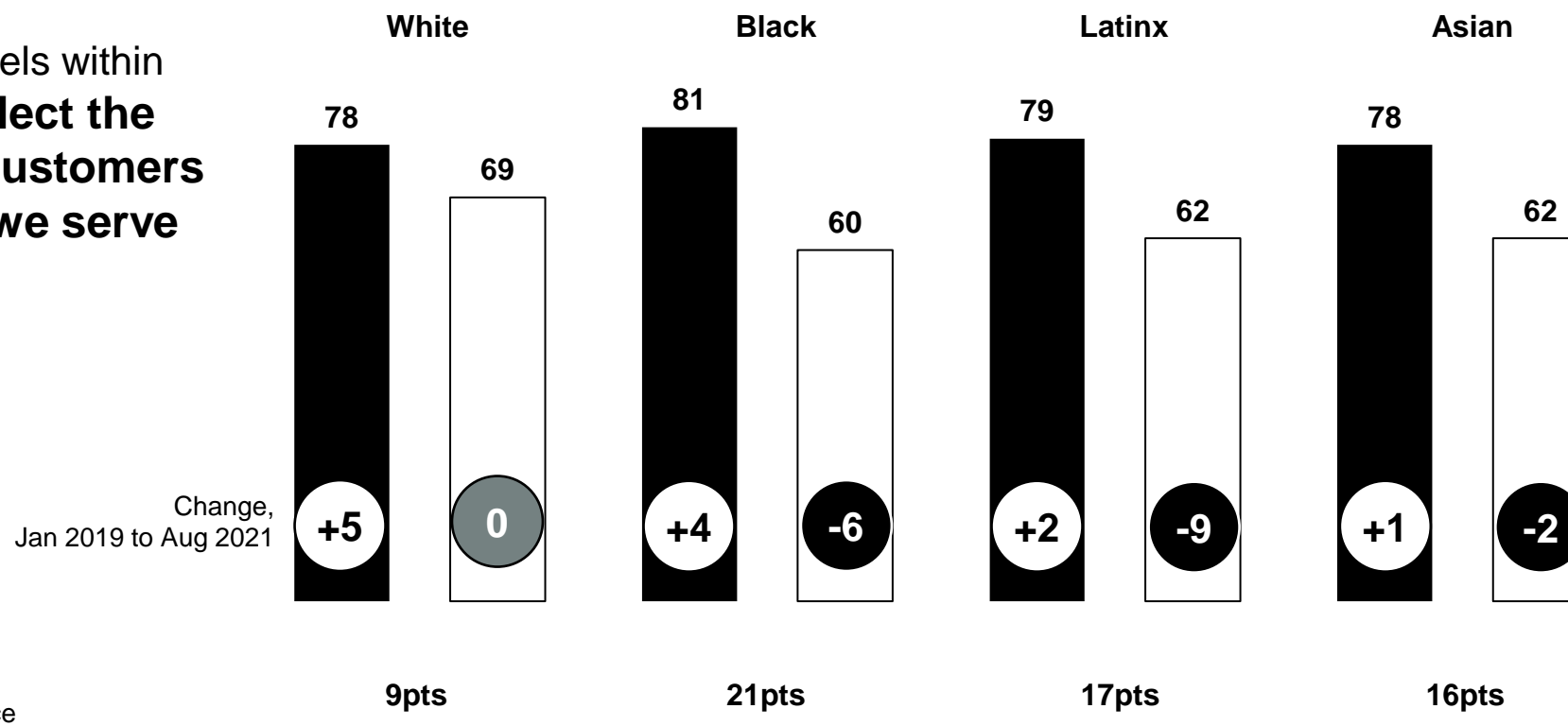
2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. Belief-driven employee segments. U.S., among Non-Hispanic White, Black, Latinx, and Asian populations, and by demographics. All data is filtered to be among employees who work for an organization or corporation (Q43/1). See Technical Appendix for a full explanation of how belief-driven employees were measured.

EMPLOYERS EXPECTED TO ACCELERATE COMMITMENTS TO DEI

Percent who say this is a strong expectation or a deal breaker when considering a job, and percent who agree their employer is performing well



Employees at all levels within the organization **reflect the diversity of the customers and community we serve**

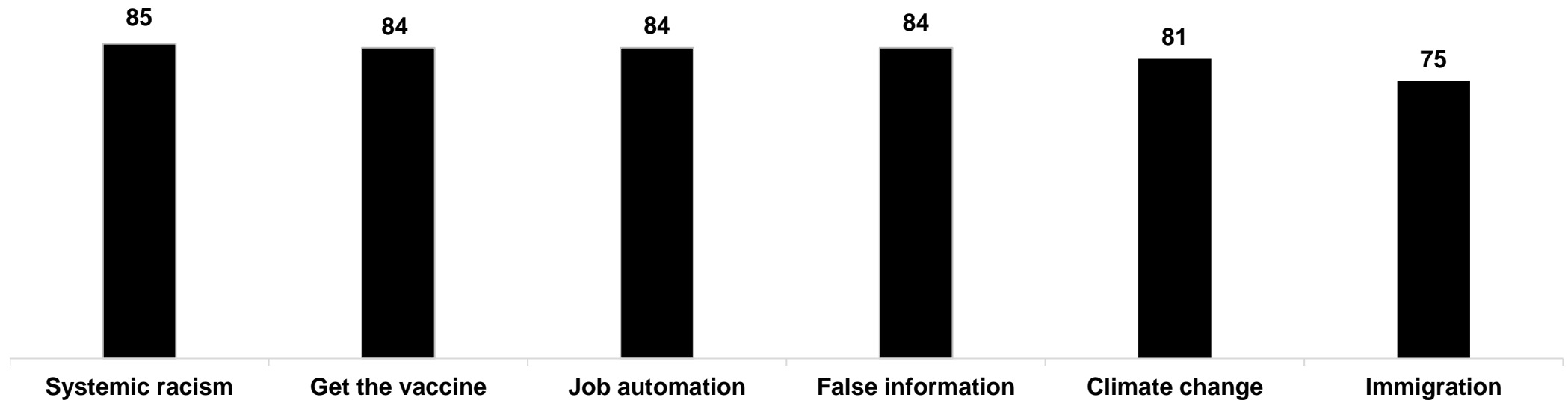


2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. EMP_IMP. When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there? Please indicate your answer to each item using the scale below. 3-point scale; top 2 box, important. EMP_VAL. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. Question asked of those who are an employee (Q43/1). U.S., among Non-Hispanic White, Black, Latinx, and Asian populations. All data is filtered to be among employees who work for an organization or corporation (Q43/1).

EMPLOYERS EXPECTED TO TAKE ACTION ACROSS ISSUES

Percent of Latinx employees who expect their employer to **take one or more actions** on each issue:

- *Make reliable information on this topic available*
- *Engage in dialogs and meetings with employees*
- *Take immediate and direct action on this issue*
- *Create a formal policy*
- *Have our CEO become publicly engaged*



2021 Edelman Trust Barometer Spring Update: A World in Trauma. EMP_EXP. For each of the issues listed below, please indicate which of the following you expect your employer to do in regards to that issue? Pick all that apply on a 6-point scale. Question asked of those who are an employee (Q43/1). U.S. Latinx population. Data shown is a net of codes 1-5 for each attribute.

WORKPLACE ACTIVISM BECOMES THE NORM

Percent of Latinx who will take action, in the U.S.

I will take action
to produce or motivate
urgently necessary changes
within my organization

Work within the system

Petition senior management to make changes

Suggest changes to direct manager or HR

Send internal comms to senior management



Take it public

Whistleblowing

Go on strike or work slow-down

Leak internal documents or emails

Social media campaign

Protest outside our offices or factories



74%

LATINX EMPLOYEES REWARD EMPLOYERS WITH THEIR COMMITMENT, LOYALTY AND ADVOCACY

Percent who agree

COMMITMENT

I do more than what's **expected** to help them succeed

74%

LOYALTY

I want to stay working for **this organization** for many years

67%

ADVOCACY

I would recommend our **products or services** to others

71%

BUILDING TRUST WITH THE LATINX COMMUNITY

1

Act on key Issues

Identify and engage on key issues relevant to your Latinx employees and consumers.

2

Engage the Latinx community

Ensure that products and/or services are addressing key needs/wants and invite Latinos to share their experience.

3

Empower employees

Latinos are a key engine of the U.S. workforce and employers must demonstrate their commitment.

4

Elevate Latinx voices

Amplify the voices of Latinx consumers, employees and influential voices.

⊥

TECHNICAL APPENDIX

T

HOW DID WE DEFINE THE NEWS ENGAGEMENT SEGMENTS?

The three news engagement segments shown on slide 22 of the global report (The Disengaged, Consumers, and Amplifiers) were defined based on two scales.

The first scale measured news consumption and the second measured sharing and posting of news content. Both scales were based on an average of two activities, rated on a seven-point scale of how often the respondent engaged in the activities. We used both scales together to determine three levels of overall news engagement.

We discovered that those who scored high on the posting/sharing scale were very unlikely to score low on the consumption scale, and those who scored low on the consumption scale were very unlikely to score high on the sharing/posting scale. As a result, despite there being four possible high/low combinations of the two scales, we chose to segment respondents into only three groups as defined below.

	Consumption	Sharing and Posting
The Disengaged	Less than weekly	Less than several times a month
Consumers	About weekly or more	Less than several times a month
Amplifiers	About weekly or more	Several times a month or more

News Consumption Scale Items

- Read, view or listen to news and information produced by major news organizations or publications at the original source
- Read news and information from major news organizations sent to me by others or pushed to me on a news feed, social network platform or application

News Content Sharing/Posting Scale Items

- Share or forward news items that I find to be interesting
- Create and post my own opinions or other news/information content on social media platforms or other online sites

Activity frequency scale response options

- I never do this
- I occasionally do this
- I do this several times a month
- I do this weekly
- I do this several times a week
- I do this daily
- I do this several times a day

HOW WE CALCULATED BELIEF-DRIVEN EMPLOYEES

Respondents were asked a series of questions regarding the role their values, opinions about social issues, and political beliefs played in their choice of employers. The Belief-Driven Employee (BDE) scale was created by averaging respondents' answers to the seven 9-pt agree/disagree scale items, shown in the table to the right.

- Non belief-driven employees were those that scored between 1 – 4.99 on the BDE scale, meaning on average they disagreed with these statements.
- Respondents who scored between 5.00 – 9.00 on the BDE scale were classified as belief-driven employees, meaning on average they saw themselves reflected at least to some extent in these statements

Respondents were asked:
Please indicate how much you agree or disagree with the following statements

1.	Even if an organization offers me a lot more money than I currently make, I will not work there if I disagree with the company's stand on important social issues
2.	I have taken a job with an organization for the sole reason that I appreciated its positions on controversial societal or political issues
3.	I have left a job at one organization and started working somewhere else because I liked the values of one organization more than the other
4.	I have strong opinions about many societal and political issues. The organizations that I choose to work for, and not work for, are one important way I express those opinions
5.	I have left my job at an organization solely because it remained silent on a societal or political issue that I believed it had an obligation to publicly address
6.	There are some industries or business sectors I would never work in regardless of how much money they would pay me because I think they are fundamentally immoral
7.	I am more interested in working for an organization that prides itself on its financial and marketplace success than one that prides itself on being one of the most socially responsible in its sector (reversed scored)