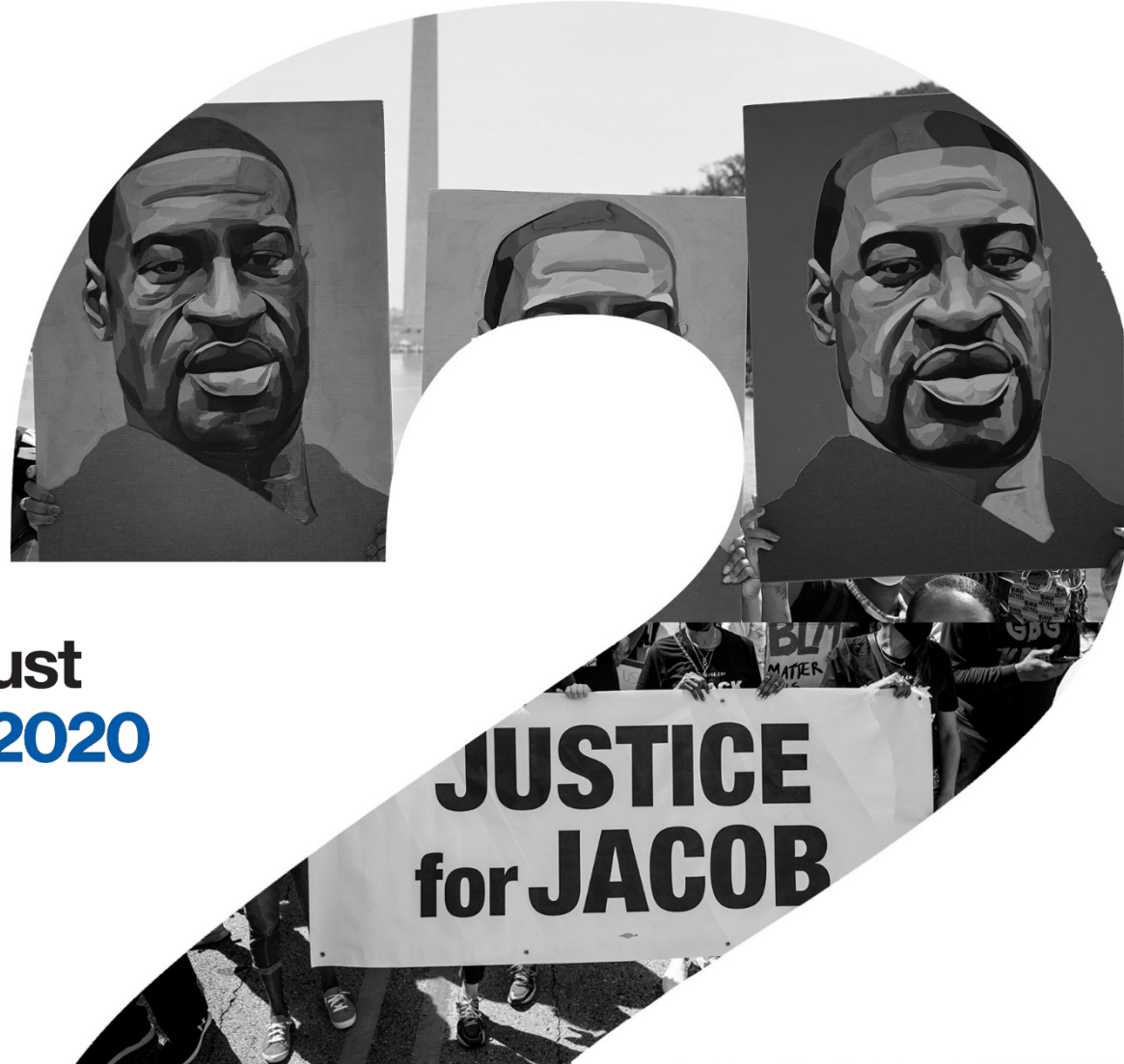
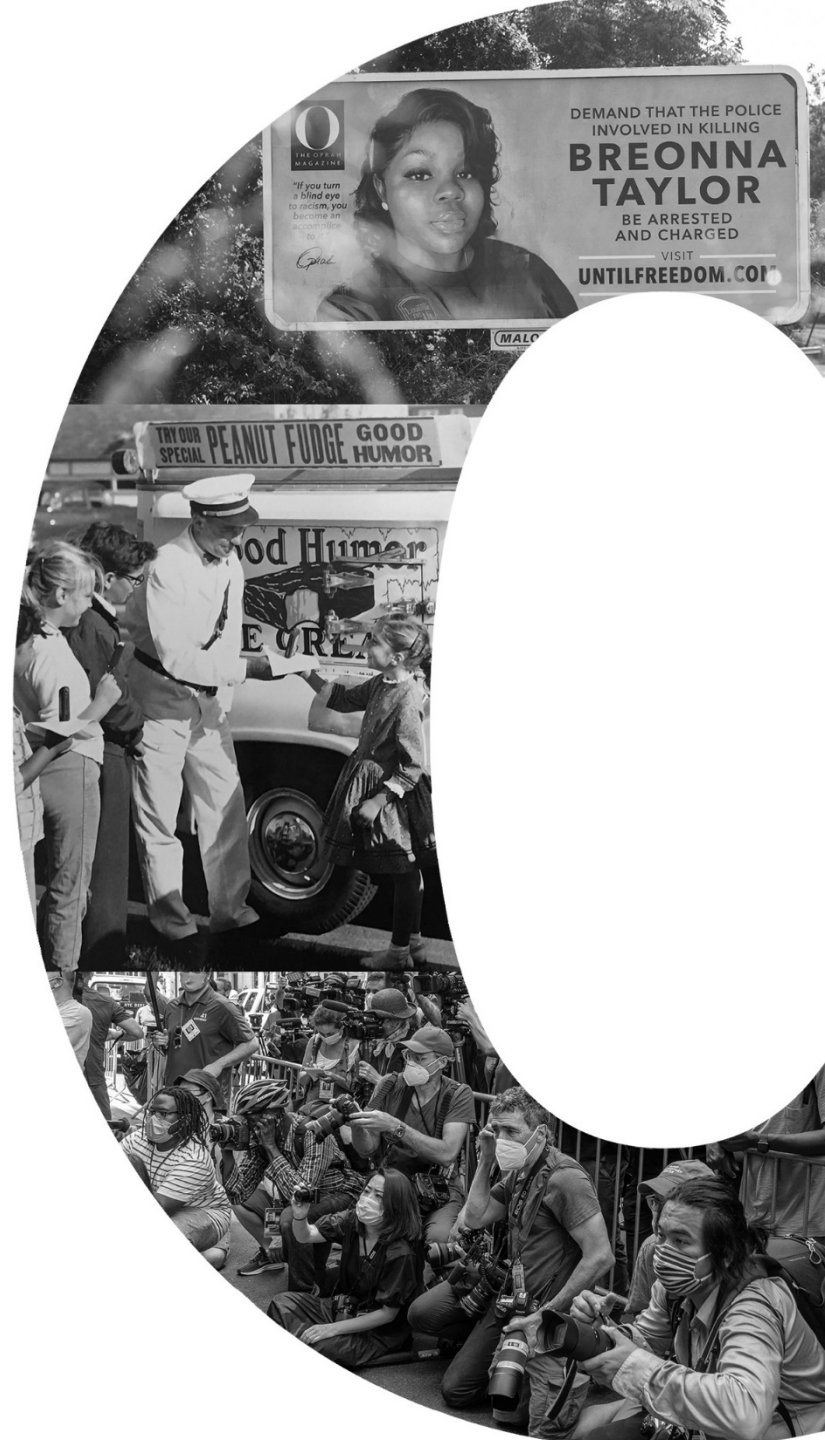


Special Report:
The Fight for Racial
Justice in America



Edelman Trust
Barometer 2020



2020 Edelman Trust Barometer Special Report

The Fight for Racial Justice in America

Fall Update

Fieldwork: August 14 – August 21, 2020

Additional fieldwork following the shooting
of Jacob Blake: August 28 – August 31, 2020

***All data shown in this report is from
the August 21 fieldwork unless
otherwise specified***

Margin of error

- U.S. total margin of error: +/- 2.2% (n=2,000)
- Ethnicity-specific data margin of error: Non-Hispanic White +/- 2.7% (n=1,281); all others +/- 4.4 (n=500)
- Ethnicity-specific data margin of error additional data: Non-Hispanic White +/- 3.0% (N=1,105); all others +/- 6.2% (N=250)

U.S. Online Survey

- 2,000 general population respondents, additional fieldwork (for some of the questions) following the shooting of Jacob Blake also among 2,000 general population respondents
- Additional oversample of racial and ethnic communities

	Aug 21 Fielding	Aug 31 Fielding
White	n=1,281	n=1,105
Black	n=500	n=250
Latinx	n=500	n=250
Asian American	n=500	n=250

- All data, including racial and ethnic oversample, is nationally representative based on age, region, gender, ethnicity

Demographic Composition of Aug. 21 Sample

Male	49%	White	61%	Republican	29%
Female	51%	Black	12%	Democrat	37%
		Latinx	17%	Independent	22%
18-34	30%	Asian American	6%		
35-54	33%				
55+	37%				

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RACISM IN AMERICA

T

Since June 2020

RACISM CONCERNS EASE SLIGHTLY BUT RAPIDLY RE-IGNITED

Percent who are very or extremely concerned

I am concerned about systemic racism and racial injustice in this country

First wave fielded 2 weeks after the death of George Floyd

After Jacob Blake shooting, majority once again very/extremely concerned

63

45

54

Jun 7

Aug 21

Aug 31

Since June 2020

CONTINUED EXPECTATION THAT BRANDS SPEAK OUT ON RACISM

Percent who believe

Brands should publicly speak out against systemic racism and racial injustice

More than 1 in 2 expected brands to speak out—even when concerns were lower

60

51

54

Jun 7

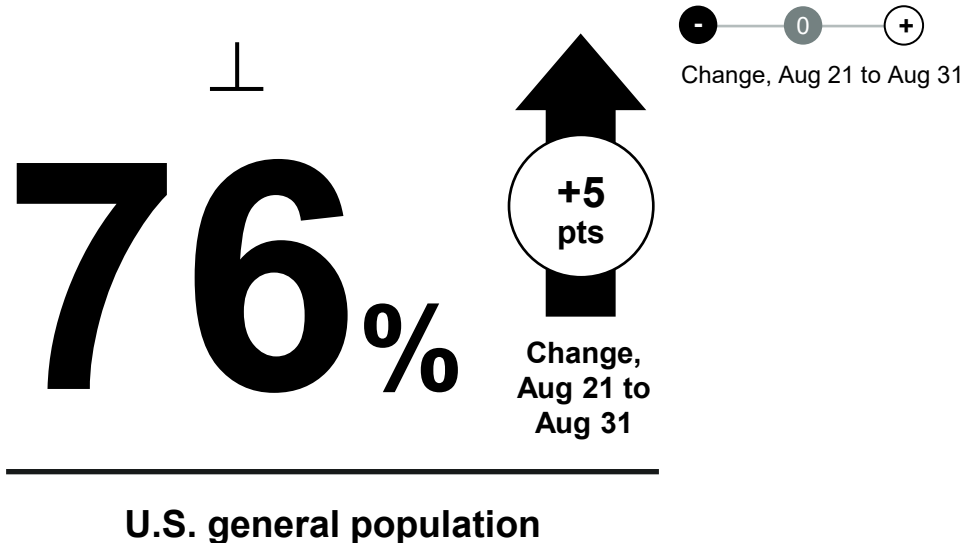
Aug 21

Aug 31

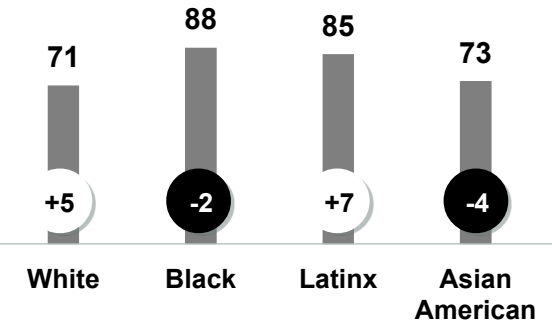
WIDESPREAD RECOGNITION OF SYSTEMIC RACISM INCREASES AFTER JACOB BLAKE SHOOTING

Percent who agree

I personally believe that **systemic racism and racial injustice exists in this country today**

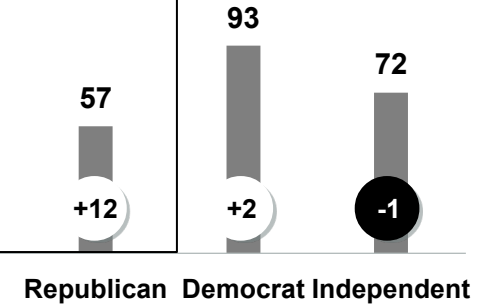


Communities



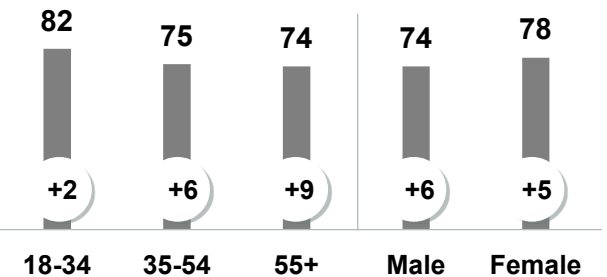
Political affiliation

Greatest increase among Republican respondents



Age and gender

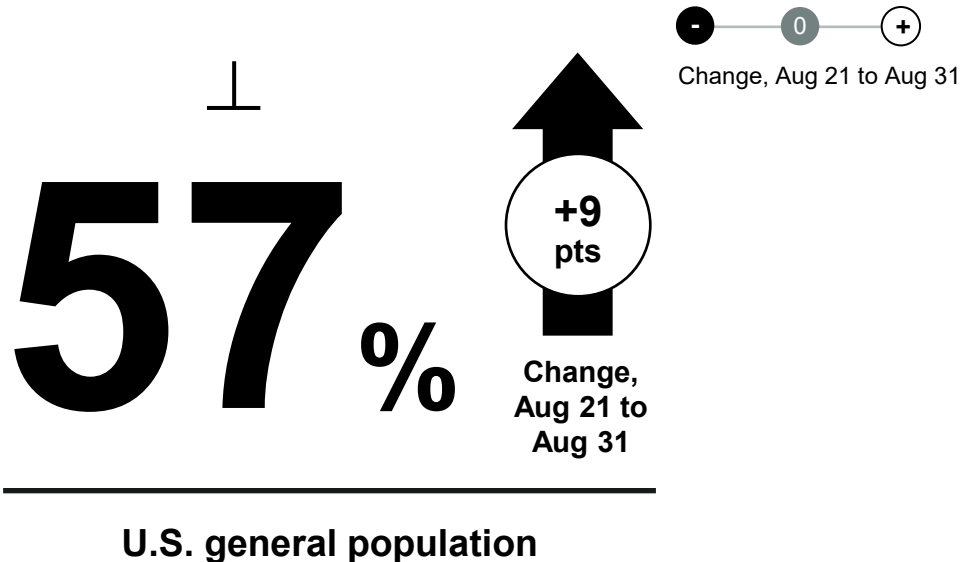
Age 18-34 far more likely to agree racial injustice exists; greatest increase among age 55+



SUPPORT FOR PROTESTS JUMPS AFTER JACOB BLAKE SHOOTING

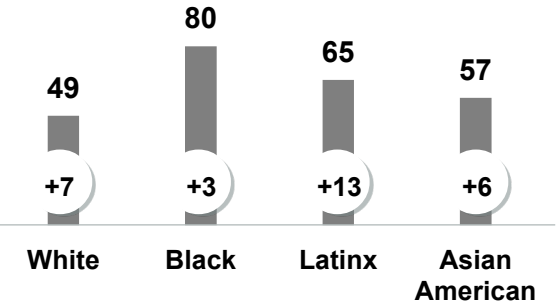
Percent who agree

Yes, I personally support the current nationwide protests and demonstrations against systemic racism and racial injustice



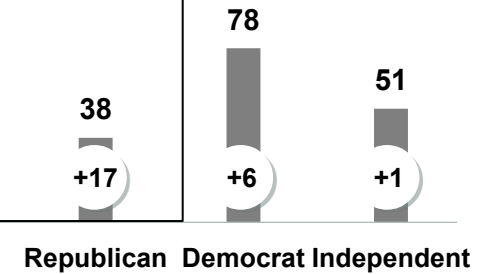
Communities

1 in 2 white respondents support the protests



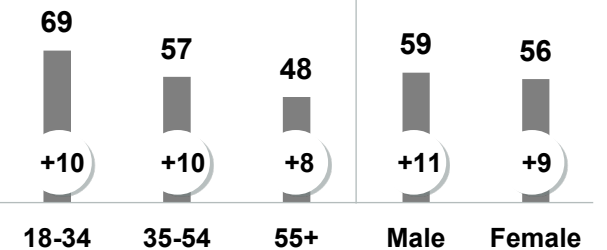
Political affiliation

Greatest increase among Republican respondents following the Kenosha shooting



Age and gender

Support for protests increases across generations and genders



MAJORITY SUPPORT BLACK LIVES MATTER MOVEMENT

Percent who agree, data collected August 31

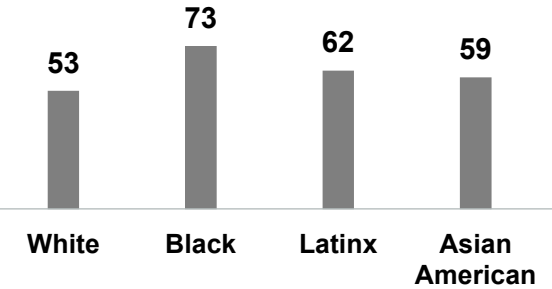
I support the mission and actions
of the Black Lives Matter movement

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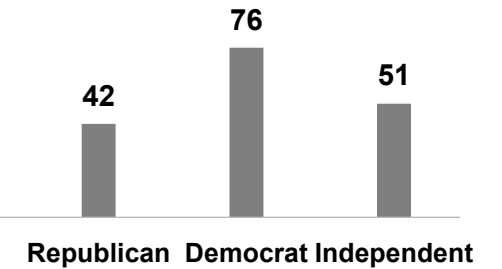
58%

U.S. general population

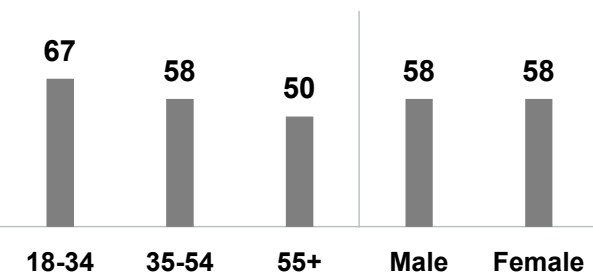
Communities



Political affiliation



Age and gender



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**INSTITUTIONS
NOT TRUSTED TO RESPOND**

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CALL FOR CHANGE NOT BEING HEARD

Percent who say voices calling for racial justice are being heard by government and business leaders

Government

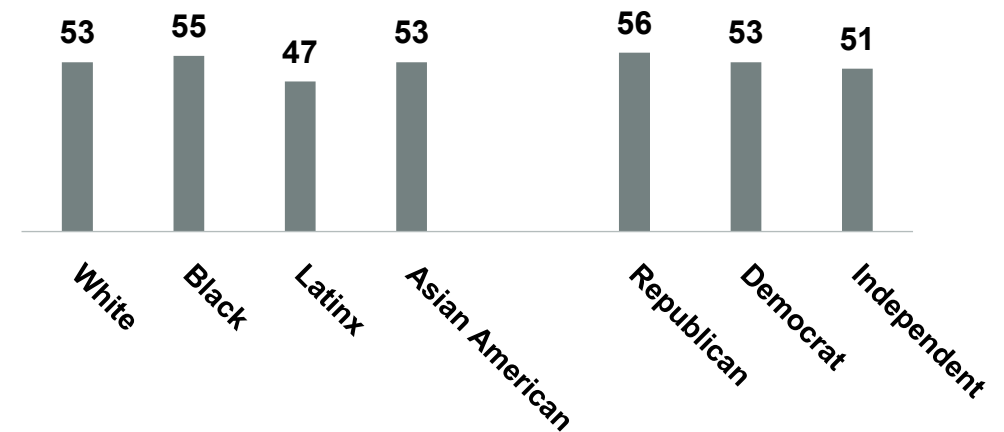
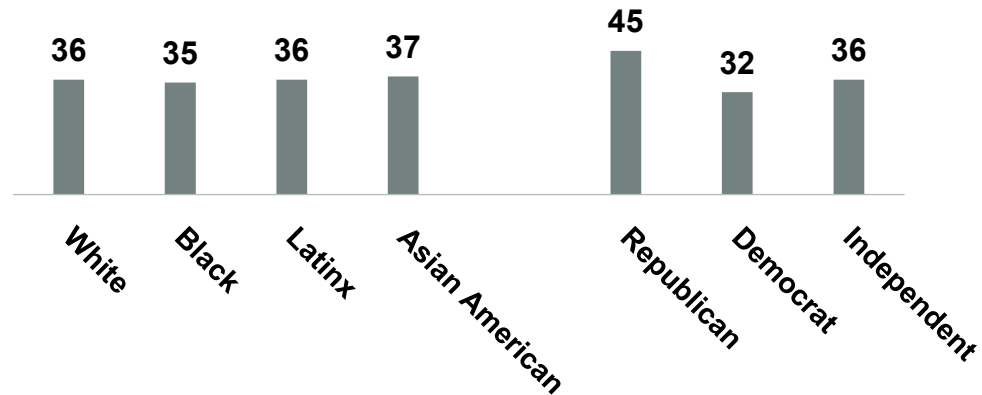
Business

U.S. general population

36%

U.S. general population

52%



BUSINESS SEEN AS FAILING TO ACT ON RACISM

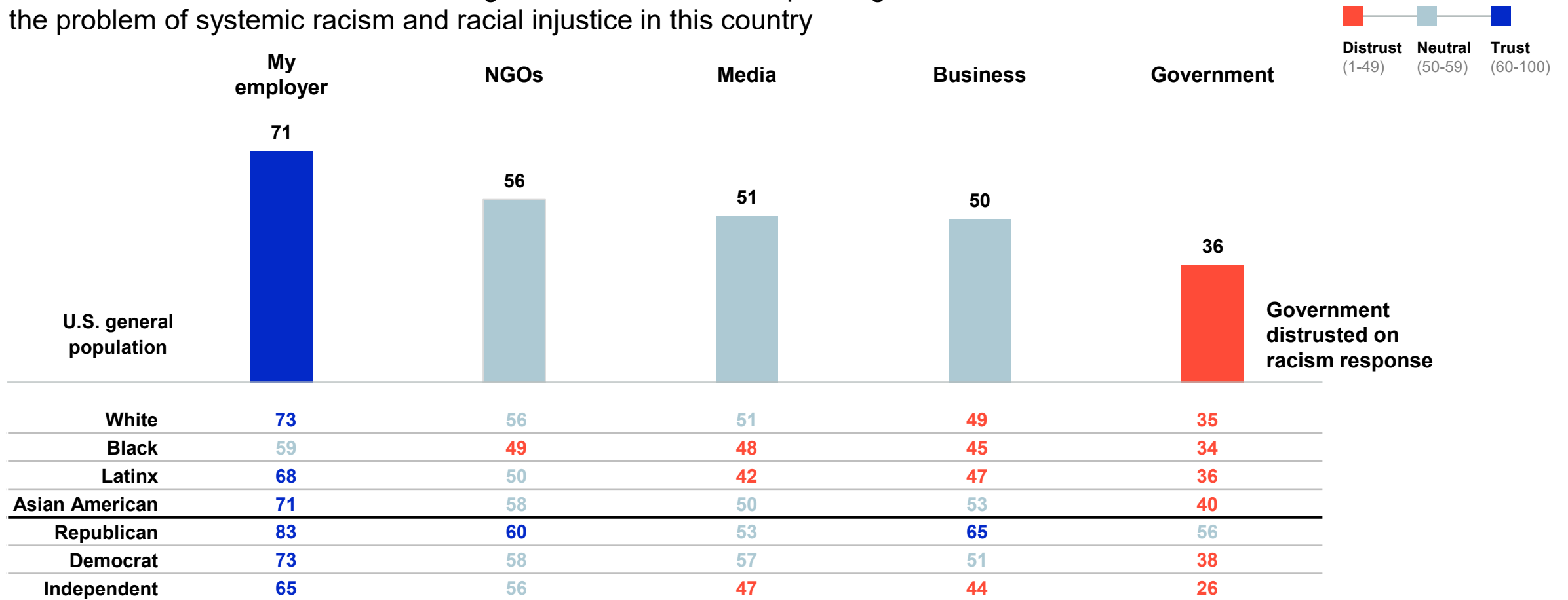
Percent who say each response to racial injustice by a corporation is important to earning or keeping their trust, percent who say corporations are performing well on this response, and the performance gap

Actions business must take in response to racial injustice	U.S. general population			White			Black			Latinx			Asian American		
	Importance	Performance	Performance Gap	Importance	Performance	Performance Gap	Importance	Performance	Performance Gap	Importance	Performance	Performance Gap	Importance	Performance	Performance Gap
Create change	52	25	-27	48	27	-21	69	24	-45	58	30	-28	59	26	-33
Educate and influence	53	28	-25	48	30	-18	69	28	-41	56	30	-26	60	31	-29
Get their own house in order	57	29	-28	54	32	-22	69	28	-37	59	32	-27	61	31	-30

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q20. In general, how important is it to earning or keeping your trust that corporations -- organizations or companies that engage in industrial and commercial activities, including producing and selling products and services -- do each of the following in response to systemic racism and racial injustice in this country? 6-point scale; top 3 box, important. Q22. How well do you feel corporations are currently doing each of the following in response to systemic racism and racial injustice in this country? 5-point scale; top 2 box, doing well. Each question asked of half of the sample. General population, U.S. and Non-Hispanic Whites, Blacks, Latinx and Asian American populations. "Get their own house in order" is an average of attributes 5,7-11; "Create change" is an average of attributes 4, 6, and 12; "Educate and influence" is an average of attributes 1-3.

MY EMPLOYER ONLY INSTITUTION TRUSTED TO RESPOND TO RACISM

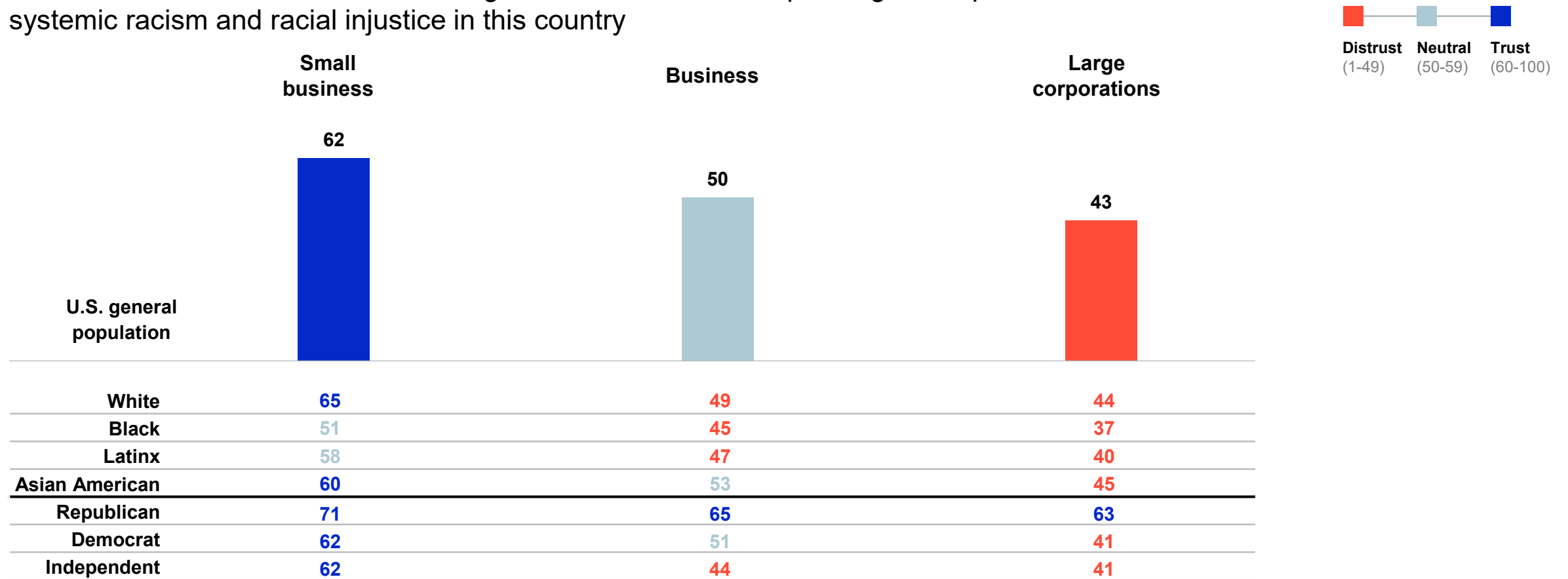
Percent who trust each to do what is right when it comes to responding to the problem of systemic racism and racial injustice in this country



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q7A. For each of the institutions and groups of people listed below, please indicate how much you trust them to do what is right when it comes to responding to the problem of systemic racism and racial injustice in this country. 9-point scale; top 4 box, trust. Question asked among those who believe systemic racism and racial injustice exists (Q7/1). General population, U.S., by political affiliation and among Non-Hispanic White, Black, Latinx and Asian American populations. “My employer” asked only of those that are employed (Q43/1).

LARGE CORPORATIONS DISTRUSTED ON RACISM RESPONSE

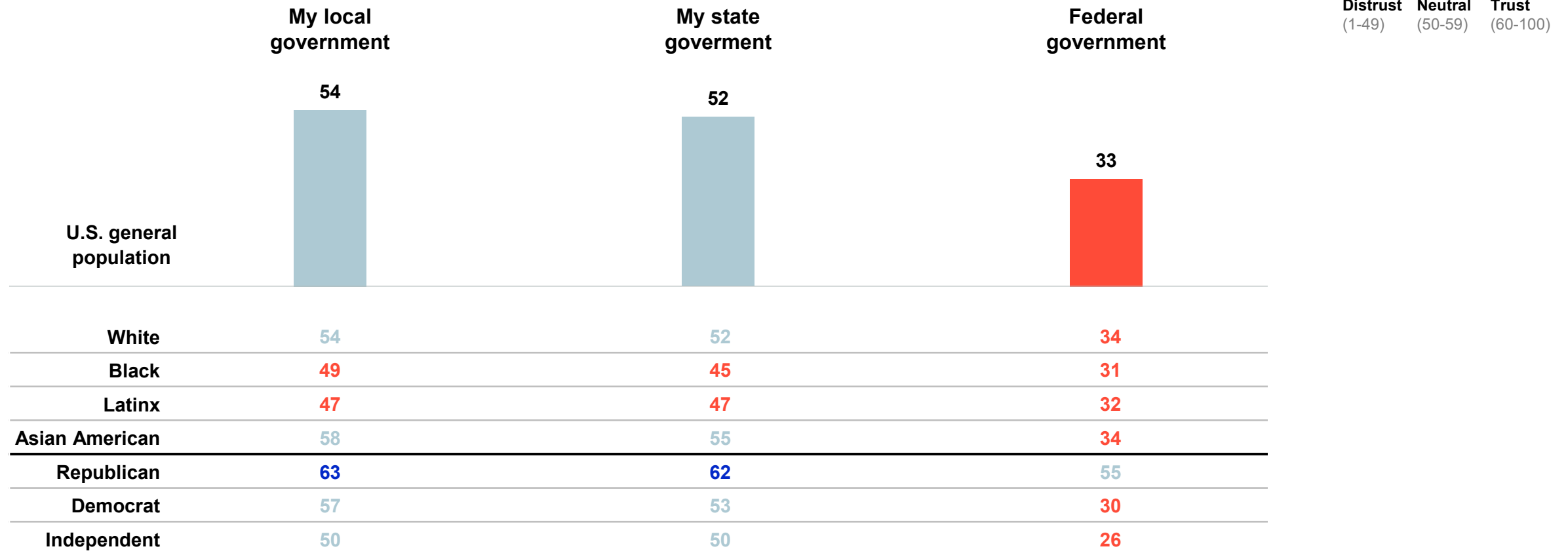
Percent who trust each to do what is right when it comes to responding to the problem of systemic racism and racial injustice in this country



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q7A. For each of the institutions and groups of people listed below, please indicate how much you trust them to do what is right when it comes to responding to the problem of systemic racism and racial injustice in this country. 9-point scale; top 4 box, trust. Question asked among those who believe systemic racism and racial injustice exists (Q7/1). General population, U.S., by political affiliation and among Non-Hispanic White, Black, Latinx and Asian American populations.

FEDERAL GOVERNMENT DISTRUSTED ON RACISM RESPONSE

Percent who trust each to do what is right when it comes to responding to the problem of systemic racism and racial injustice in this country



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q7A. For each of the institutions and groups of people listed below, please indicate how much you trust them to do what is right when it comes to responding to the problem of systemic racism and racial injustice in this country. 9-point scale; top 4 box, trust. Question asked among those who believe systemic racism and racial injustice exists (Q7/1). General population, U.S., by political affiliation and among Non-Hispanic White, Black, Latinx and Asian American populations.

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MEDIA SEEN AS FUELING RACISM

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LACK TRUSTED INFORMATION SOURCES

Percent who say each is a best place to get the truth about racism and how companies/institutions are responding



Change, Aug 21 to Aug 31

	U.S. general population	White	Black	Latinx	Asian American
No trustworthy information sources	-5 25	30	13	19	27
Advocacy organizations	+3 28	24	36	33	21
Activist organizations	+4 27	22	38	32	22
Major mainstream news organizations	+4 26	25	28	26	24
Social media	+7 22	19	31	29	22
Friends and family	+2 21	19	33	20	18
Online searches	+5 21	18	26	26	18
Media produced by and for people in my ethnic or racial community	+2 16	11	28	22	14
Official government sources	+1 15	14	15	17	19
Liberal media	N/A 13	11	13	13	10
Conservative media	-1 10	11	10	8	11

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q28. Which of the following information sources are the best places to go to get the truth about racism and racial injustice in this country, and how companies and institutions are responding to calls for change? Pick all that apply. General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

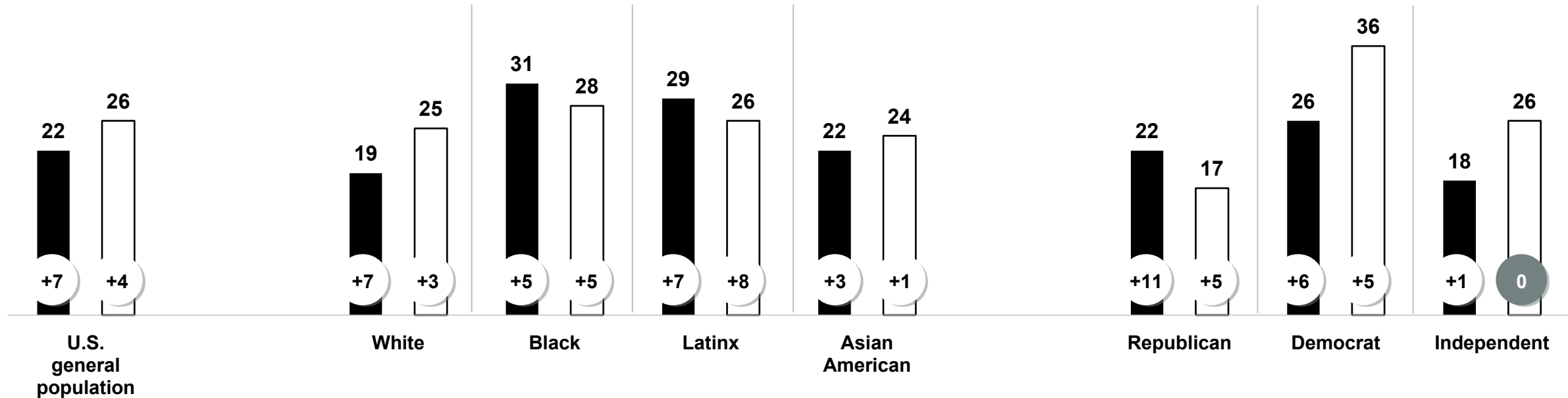
POST-KENOSHA, SOCIAL MEDIA AND MAINSTREAM MEDIA BATTLE FOR INCREASED ATTENTION

Percent who say each is a best place to get the truth about racism and how companies/institutions are responding

■ Social media □ Major mainstream news media



Change, Aug 21 to Aug 31



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q28. Which of the following information sources are the best places to go to get the truth about racism and racial injustice in this country, and how companies and institutions are responding to calls for change? Pick all that apply. General population, U.S., by political affiliation and among Non-Hispanic White, Black, Latinx and Asian American populations.

MEDIA SEEN AS STEREOTYPING PEOPLE OF COLOR

Percent who agree

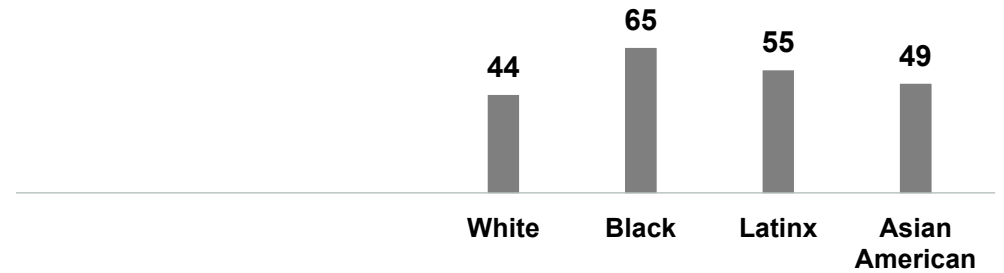
The **news media**, because of the stories it chooses to cover and not cover, **makes it more likely that other racial groups will see Blacks and Hispanics/Latinos in a negative light**

49%

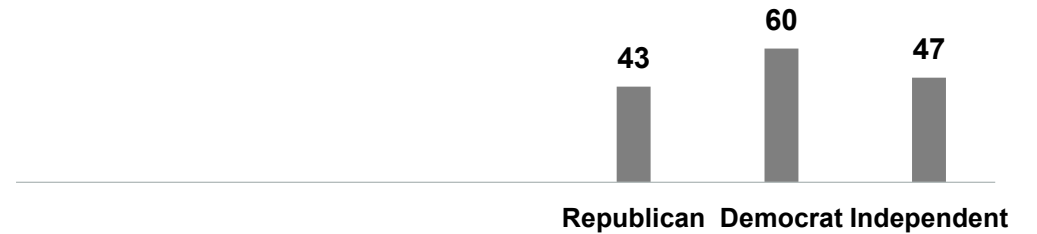
U.S. general population

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. MED_AGR_RACE. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means “strongly disagree” and nine means “strongly agree”. 9-point scale; top 4 box, agree. General population, U.S., by age, gender and political affiliation, and Non-Hispanic White, Black, Latinx, and Asian American populations.

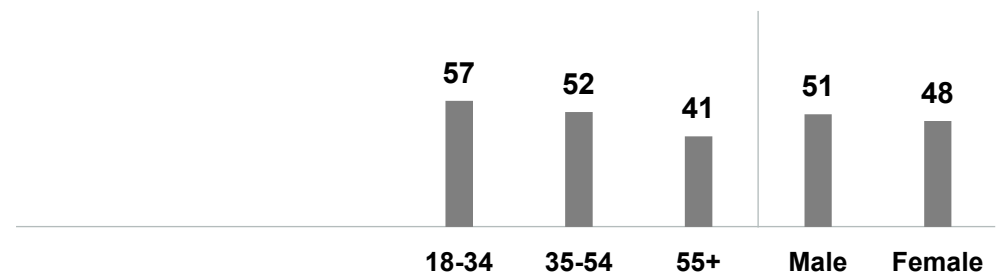
Communities



Political affiliation



Age and gender



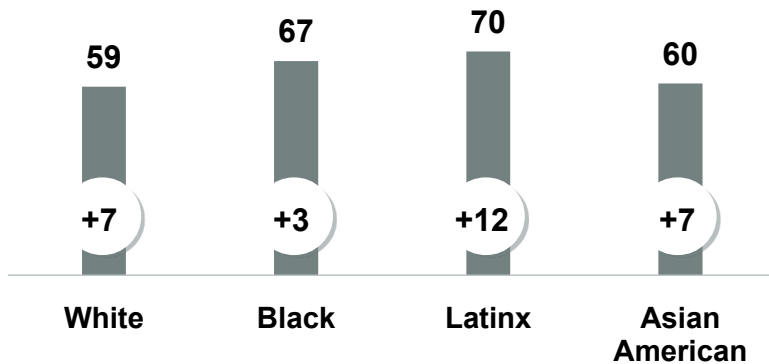
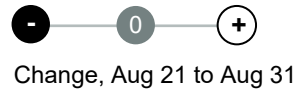
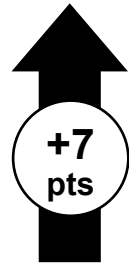
MEDIA SEEN AS FOCUSING ON VIOLENCE AT EXPENSE OF COVERING PEACEFUL DEMONSTRATIONS AND ROOT CAUSES

Percent who agree

In covering the demonstrations against racial injustice, the news media focuses far too much on the rioting and not enough on the peaceful protests

U.S. general population

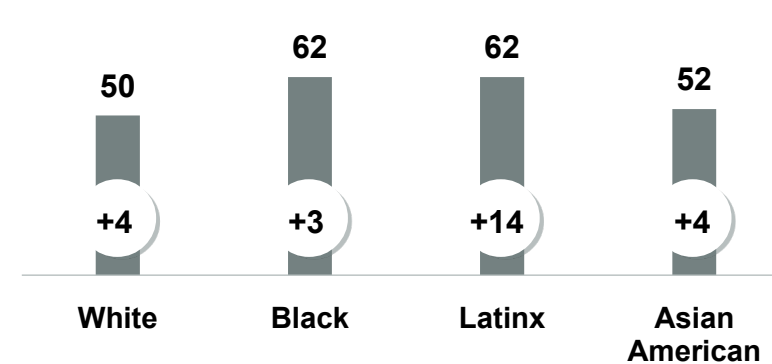
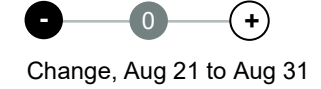
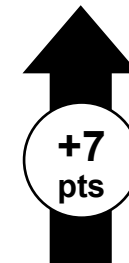
62%



There has **not been sufficient focus** in the news media on the underlying issues that sparked the current protests against racial injustice

U.S. general population

54%



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. MED_AGR_RACE. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. General population, U.S. and Non-Hispanic White, Black, Latinx, and Asian American populations.

ATHLETES OBLIGATED TO USE THEIR CELEBRITY STATUS TO SPOTLIGHT RACISM

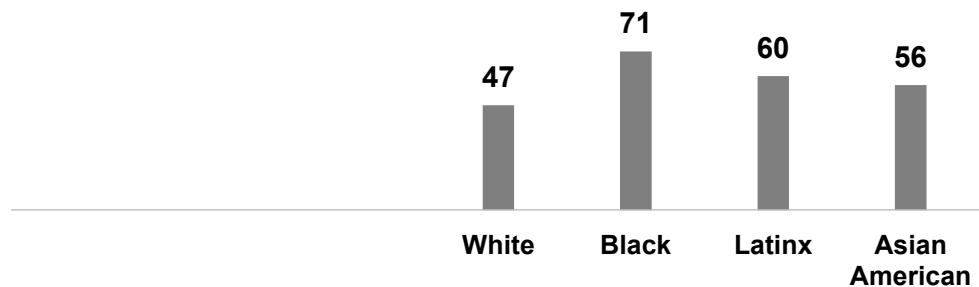
Percent who agree, data collected August 31

Professional athletes and celebrities have an obligation to use their status and influence to focus attention on the issue of systemic racism even if that means refusing to play or perform

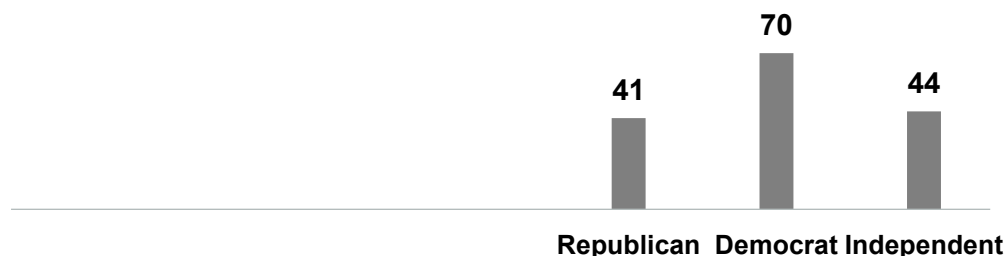
53%

U.S. general population

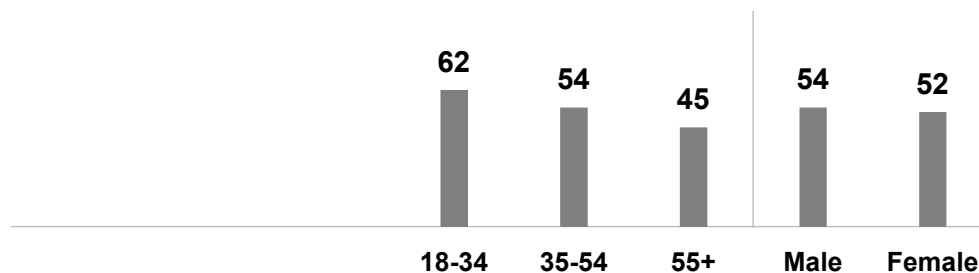
Communities



Political affiliation

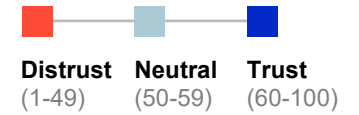


Age and gender



PEERS AND EXPERTS MOST TRUSTED SPOKESPEOPLE ON RACIAL INJUSTICE

Percent who trust each to tell the truth about racial injustice, data collected August 31



	U.S. general population	White	Black	Latinx	Asian American
My friends and family	67	65	79	64	62
Social scientists and experts on race	63	61	64	68	63
Teachers and educators	59	57	60	60	57
Heads of advocacy/activist organizations	57	52	73	64	53
My Chief D&I Officer	56	55	47	58	57
Black journalists	55	52	71	56	49
My HR leader	55	56	50	55	54
My CEO	53	56	45	49	51
Journalists in general	50	47	56	48	49
Religious leaders	49	50	54	42	44
Democrat leaders	48	44	60	48	44
Local police officials	46	52	34	43	46
Local government officials	44	44	44	45	48
Celebrities and famous athletes	42	37	60	42	41
White journalists	42	42	42	38	41
A topic expert influencer	40	37	51	46	45
Federal government officials	36	37	35	33	39
A well-known influencer	34	31	43	36	37
Republican leaders	33	38	26	26	35
Company CEOs	32	32	34	32	40

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q34. Please indicate how much you trust each of the following sources to tell the truth about racism and racial injustice in this country. 9-point scale; top 4 box, trust. General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations. "My CEO," "My HR leader," and "My chief D&I officer" were only asked of those who are employed (Q43/1).

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**BRANDS AND CORPORATIONS
EQUALLY EXPECTED TO
RESPOND TO RACISM**

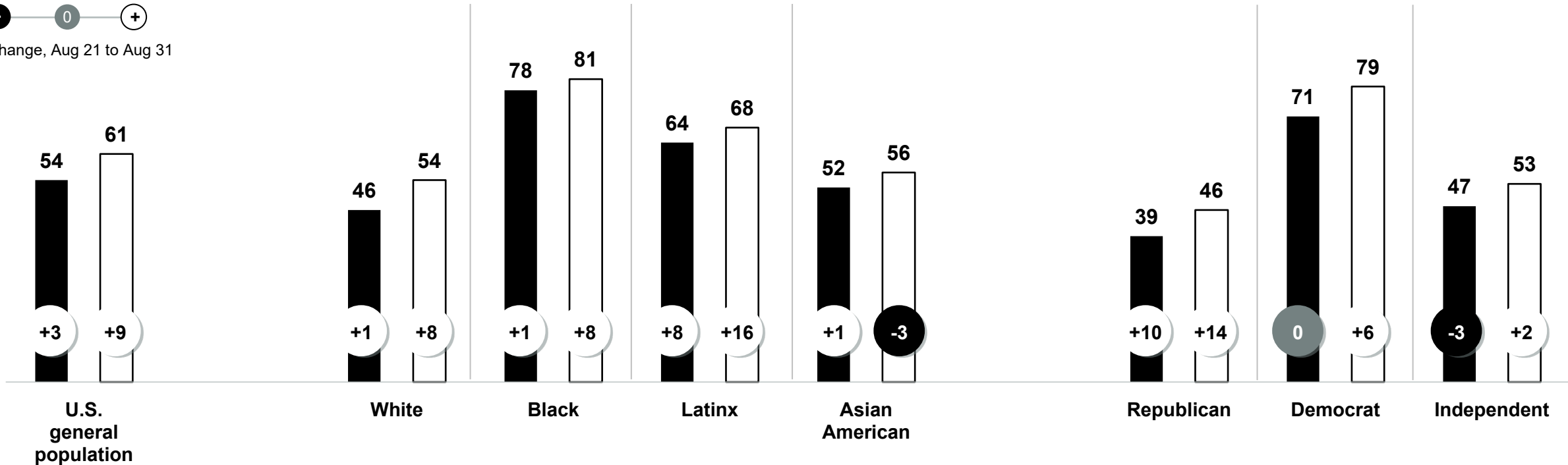
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BRANDS AND CORPORATIONS BOTH EXPECTED TO TAKE A STAND ON RACISM

Percent who believe brands and corporations should publicly speak out against systemic racism and racial injustice

■ Brands □ Corporations

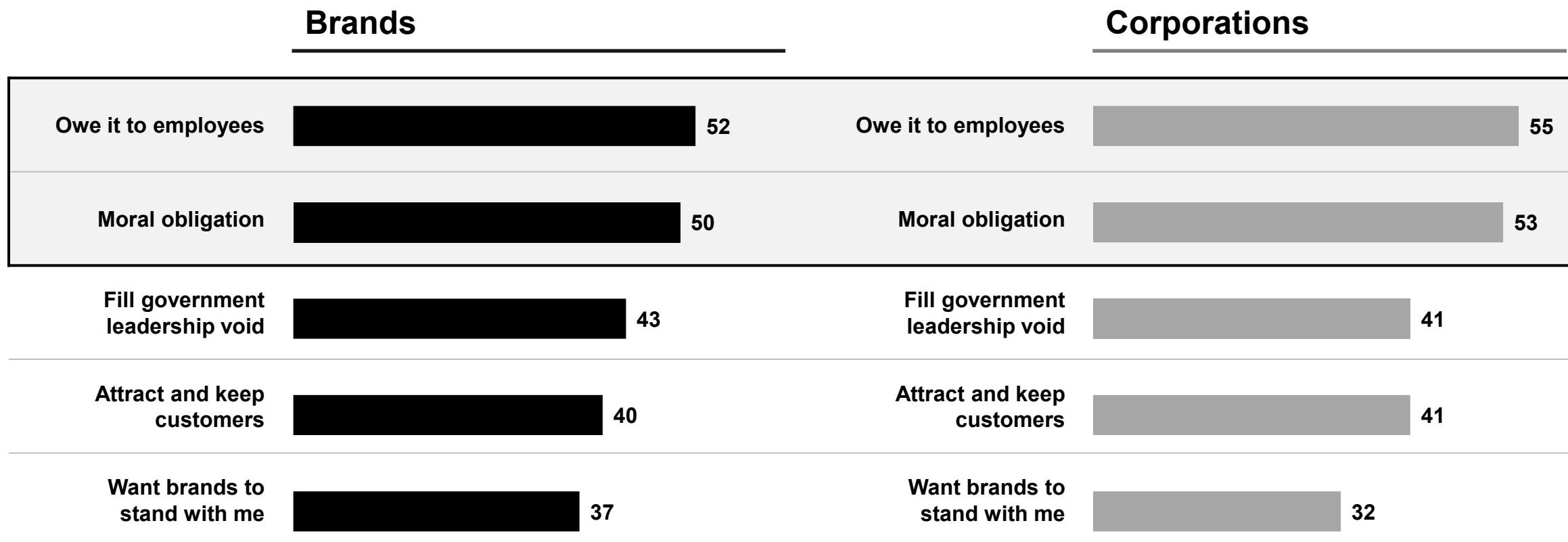
● - 0 +
Change, Aug 21 to Aug 31



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q16/Q17. Do you believe that [brands -- the specific products and services people buy and use / corporations -- organizations or companies -- that engage in industrial and commercial activities, including producing and selling products and services] -- should publicly speak out against systemic racism and racial injustice? Each question asked of half of the sample. General population, U.S., by political affiliation and among Non-Hispanic White, Black, Latinx and Asian American populations.

BRANDS AND CORPORATIONS BOTH SEEN AS OBLIGATED TO EMPLOYEES TO ADDRESS RACISM

Of those who agree brands and corporations should publicly speak out on racial injustice, top five reasons why brands and corporations must do so

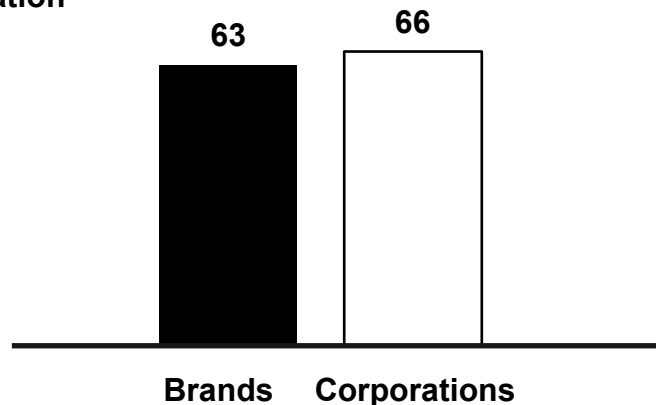


BRANDS AND COMPANIES BOTH EXPECTED TO SPEAK OUT AGAINST VIOLENCE

Percent who believe brands/companies should speak out against destruction of property or harm against protesters, data collected August 31

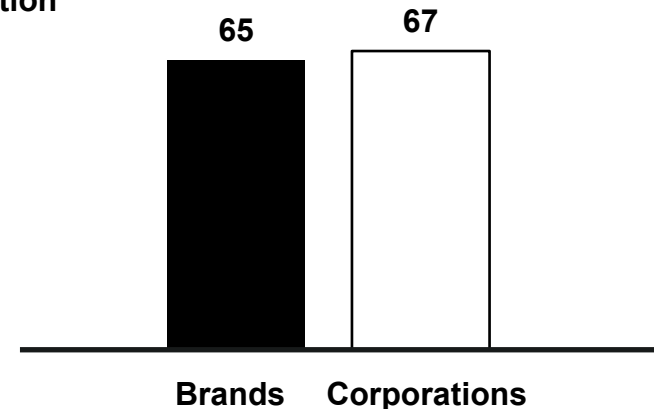
Brands and companies should publicly speak out against the **stealing and property destruction surrounding** the current protests and demonstrations against systemic racism and racial injustice

U.S. general population



Brands and companies should publicly speak out against the **violence being inflicted on those participating in the protests** and demonstrations against systemic racism and racial injustice

U.S. general population

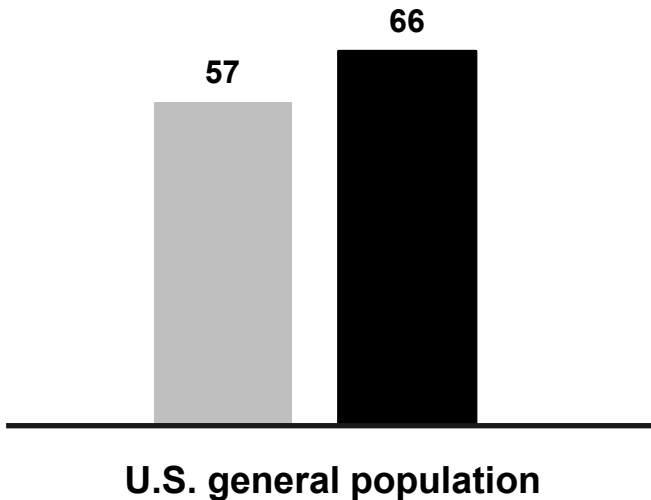


2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q30/Q31. Do you believe that [brands/corporations] should publicly speak out against the stealing and property destruction surrounding the current protests and demonstrations against systemic racism and racial injustice? Q32/Q33. Do you believe that [brands/corporations] should publicly speak out against the violence and bodily harm being inflicted on those participating in the current protests and demonstrations against systemic racism and racial injustice? General population, U.S.

CALL FOR BUSINESS TO PROTECT PROTESTERS EVEN GREATER THAN SUPPORT OF PROTESTS

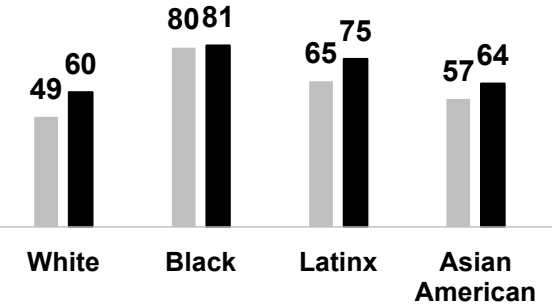
Percent who personally support the protests, and who believe brands/companies should speak out in defense of the protesters, data collected August 31

I personally support the protests
 Brands/companies should defend the protesters against harm



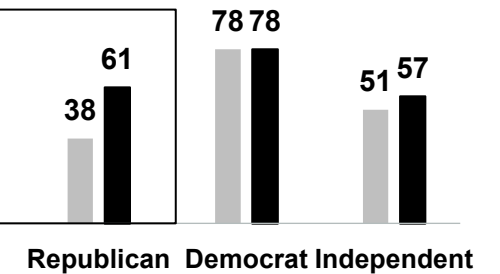
Communities

Majority of all communities agree protesters should be defended

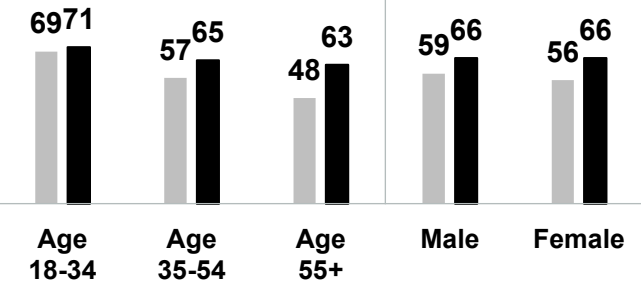


Political affiliation

Even those who do not personally support the protests believe business should take a stand against harming protesters



Age and gender



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q10. Do you personally support the current nationwide protests and demonstrations against systemic racism and racial injustice? Q32/Q33. Do you believe that [brands/corporations] should publicly speak out against the violence and bodily harm being inflicted on those participating in the current protests and demonstrations against systemic racism and racial injustice? General population, U.S., by age, gender and political affiliation, and among Non-Hispanic White, Black, Latinx and Asian American populations. "Brands/companies should defend the protesters against harm" is an average of Q32/1 and Q33/1.

LACK OF CONCRETE ACTION UNDERCUTS CREDIBILITY

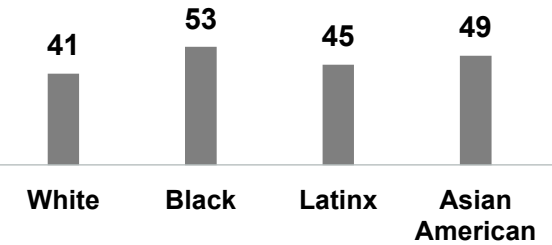
Percent who agree

With few exceptions, the **business community has done very little in the way of concrete actions** to address systemic racism in our country

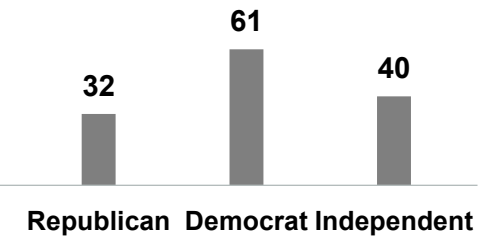
44%

U.S. general population

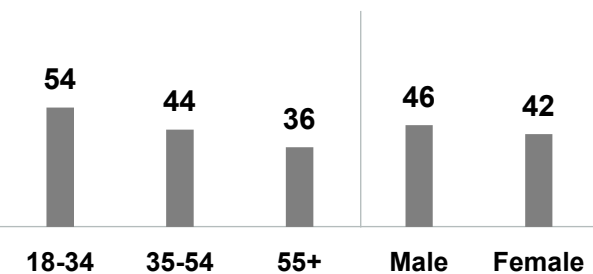
Communities



Political affiliation



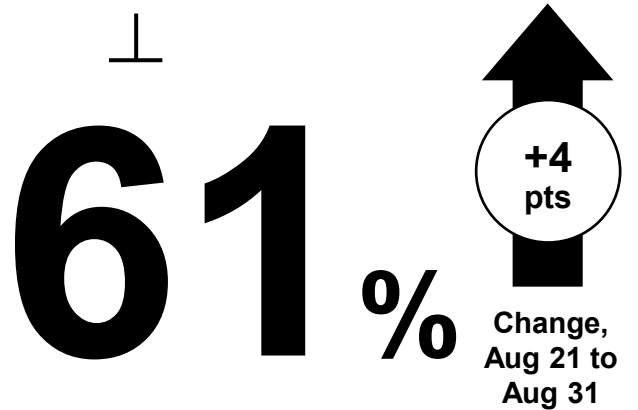
Age and gender



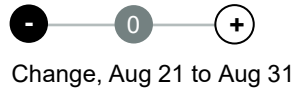
WORDS WITHOUT ACTION DISMISSED AS EXPLOITATIVE

Percent who agree

Brands and companies that issue a statement in support of racial equality **need to follow it up with concrete action to avoid being seen by me as exploitative** or as opportunists

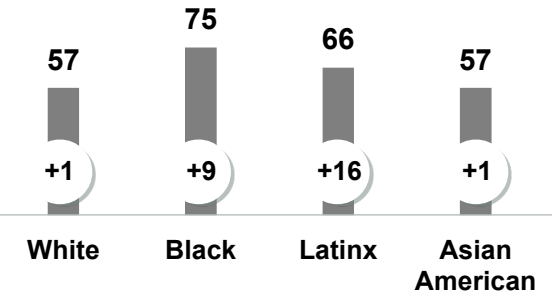


U.S. general population

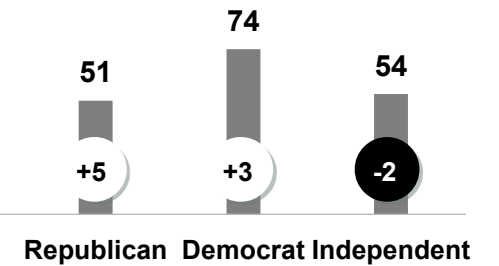


Communities

Words without action seen as exploitative by more of the Black and Latinx communities following a crisis

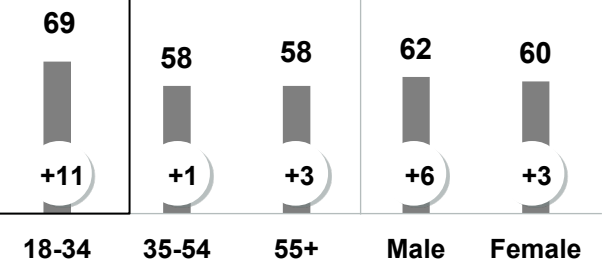


Political affiliation



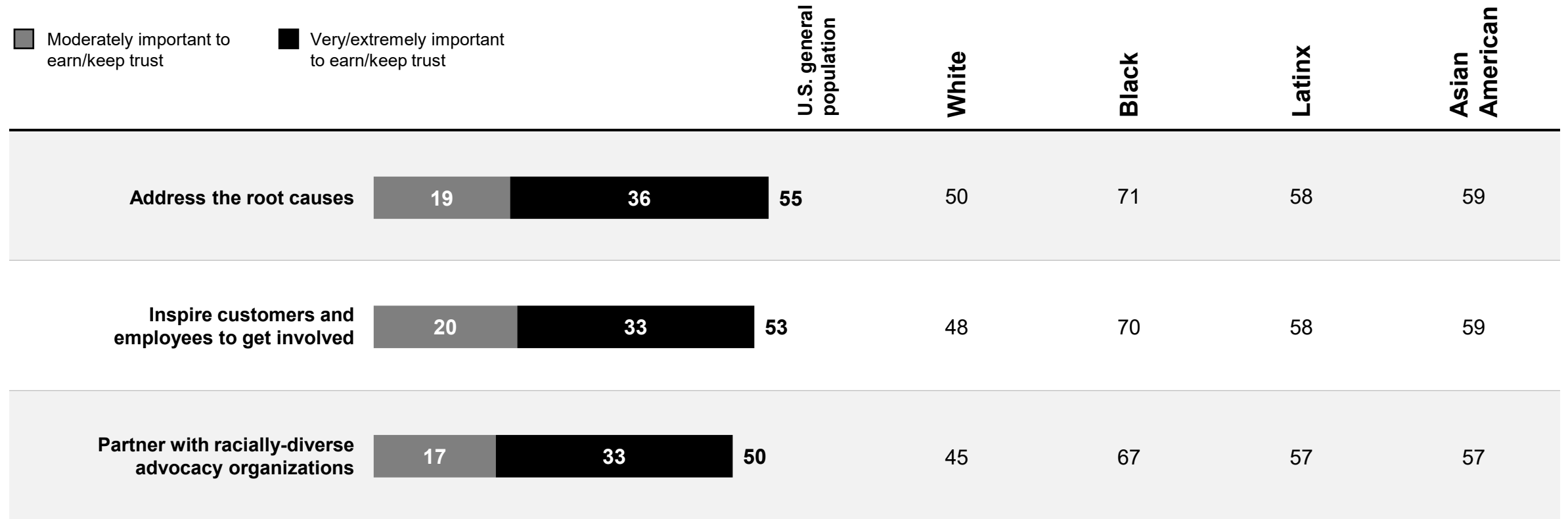
Age and gender

Words without action seen as exploitative by more young adults following a crisis



BUSINESS MUST ACT TO CREATE CHANGE

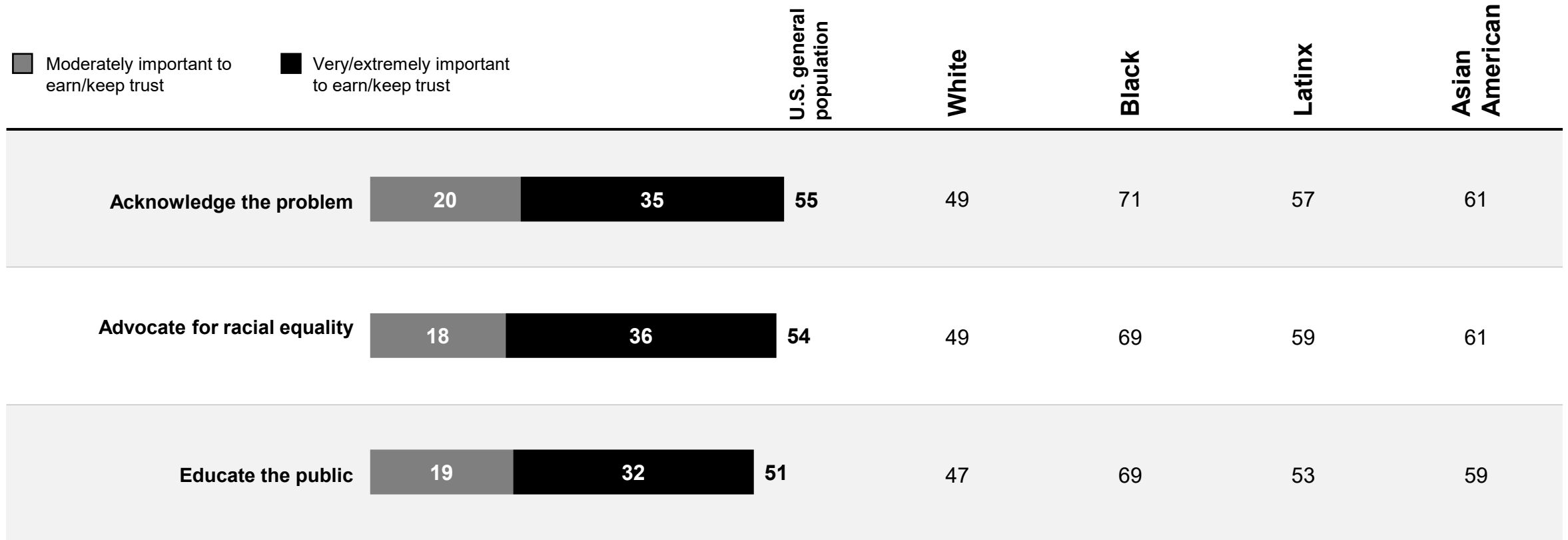
Percent who say each response to racial injustice by a corporation is important to earning or keeping their trust



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q20. In general, how important is it to earning or keeping your trust that corporations -- organizations or companies that engage in industrial and commercial activities, including producing and selling products and services -- do each of the following in response to systemic racism and racial injustice in this country? 6-point scale; code 4, moderately important; codes 5 and 6, very/extremely important. Question asked of half of the sample. General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

BUSINESS MUST ACT TO EDUCATE AND INFLUENCE CHANGE

Percent who say each response to racial injustice by a corporation is important to earning or keeping their trust



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q20. In general, how important is it to earning or keeping your trust that corporations -- organizations or companies that engage in industrial and commercial activities, including producing and selling products and services -- do each of the following in response to systemic racism and racial injustice in this country? 6-point scale; code 4, moderately important; codes 5 and 6, very/extremely important. Question asked of half of the sample. General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

BUSINESS MUST ACT TO GET ITS OWN HOUSE IN ORDER

Percent who say each response to racial injustice by corporation is important to earning or keeping their trust



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q20. In general, how important is it to earning or keeping your trust that corporations -- organizations or companies that engage in industrial and commercial activities, including producing and selling products and services -- do each of the following in response to systemic racism and racial injustice in this country? 6-point scale; code 4, moderately important; codes 5 and 6, very/extremely important. Question asked of half of the sample. General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

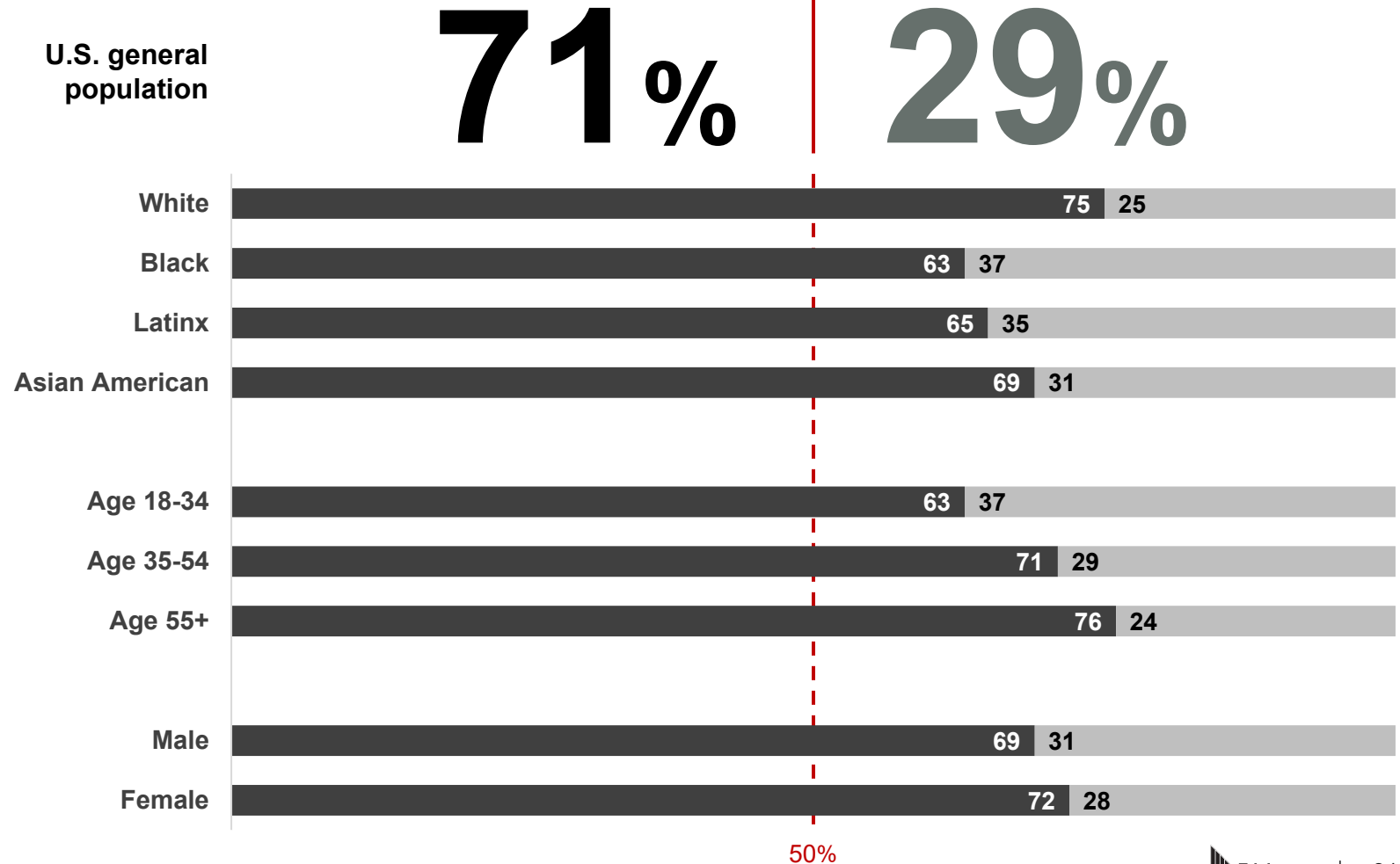
CEOS SEEN AS HINDERED BY INABILITY TO SEE RACISM

Which do you agree with more?

The biggest challenge in solving the problem of racism in business is that **most CEOs** and other business leaders are **incapable of recognizing the racism that exists all around them**, including within their own organizations

OR

The biggest challenge in solving the problem of racism and racial injustice in business is that **most CEOs** and other business leaders **are themselves deeply racist**



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. IDEAL. You are about to see a series of two choices. Please choose the one that you agree with more. General population, U.S., by age, gender, and among Non-Hispanic White, Black, Latinx and Asian American populations.

CEOS EXPECTED TO BE PROACTIVELY ANTI-RACIST

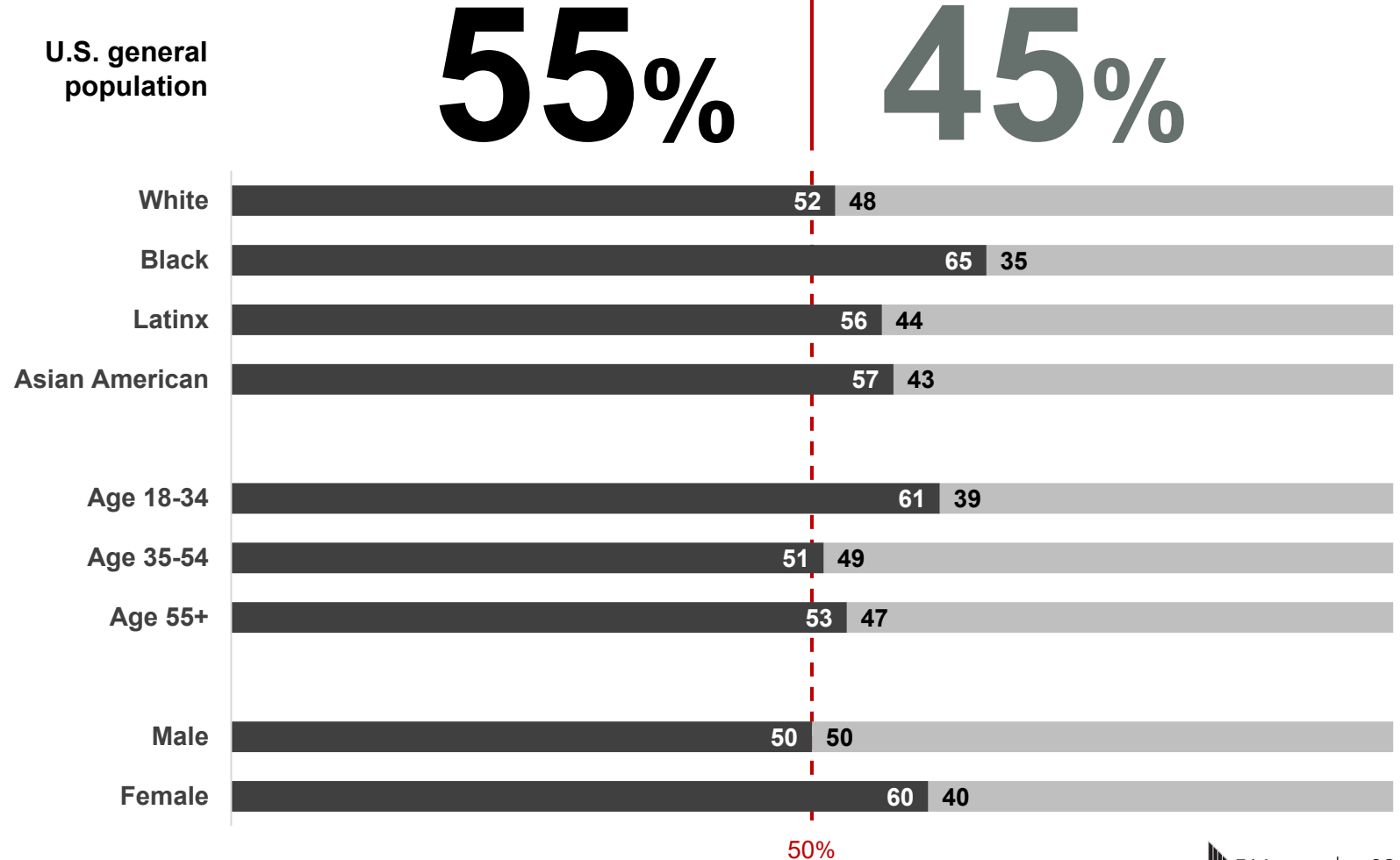
Which do you agree with more?

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. IDEAL. You are about to see a series of two choices. Please choose the one that you agree with more. General population, U.S., by age, gender, and among Non-Hispanic White, Black, Latinx and Asian American populations.

CEOs and other business leaders have a responsibility to be **anti-racist**, meaning they not only address the racism within themselves and their own organization, but also condemn and take action against the racist words and actions of others

OR

CEOs and other business leaders have a responsibility to be **non-racist**, meaning they understand and address the racism within themselves and their own organization



⊥

**EMPLOYERS:
YOUR WORK IS JUST BEGINNING**

⊥

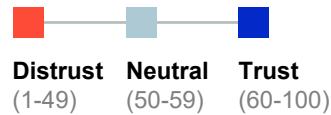
MY EMPLOYER TRUSTED TO ADDRESS SOCIETAL RACISM

Percent trust

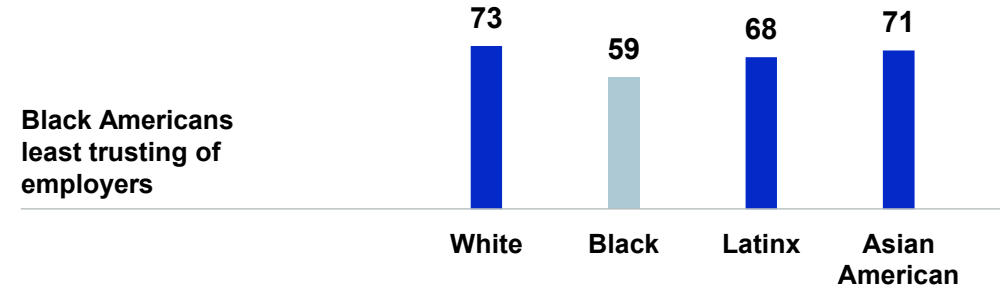
I trust **my employer** to do what is right when it comes to **responding to the problem of systemic racism and racial injustice in this country**



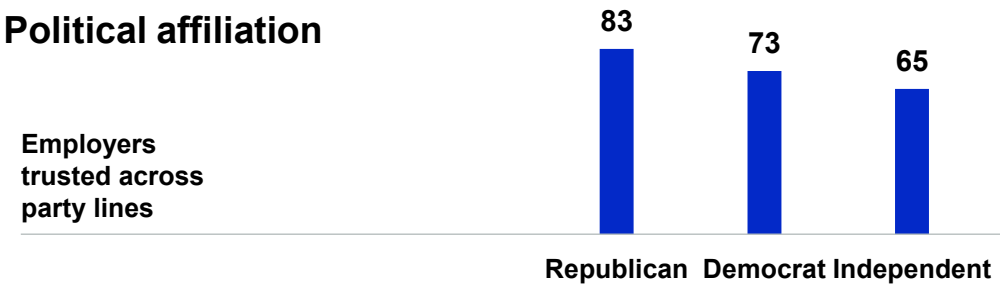
U.S. general population



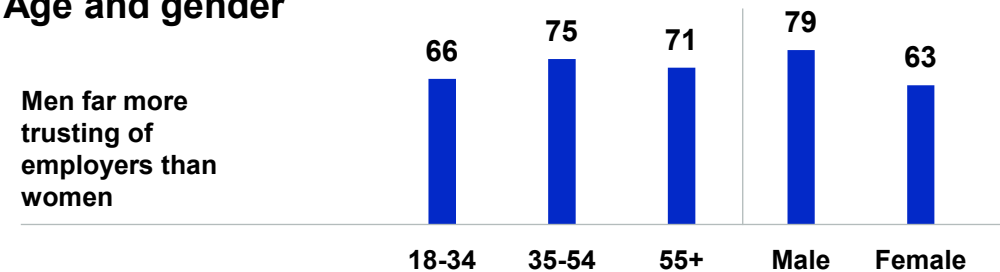
Communities



Political affiliation



Age and gender



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q7A. For each of the institutions and groups of people listed below, please indicate how much you trust them to do what is right when it comes to responding to the problem of systemic racism and racial injustice in this country. 9-point scale; top 4 box, trust. Question asked among those who believe systemic racism and racial injustice exists (Q7/1). General population, U.S., by age, gender and political affiliation, and among Non-Hispanic White, Black, Latinx and Asian American populations. Attribute asked of those who are an employee (Q43/1).

MY EMPLOYER HAS A LOT OF WORK TO DO TO ADDRESS RACISM AT WORK

Percent who see some form of racism within the organization they work for

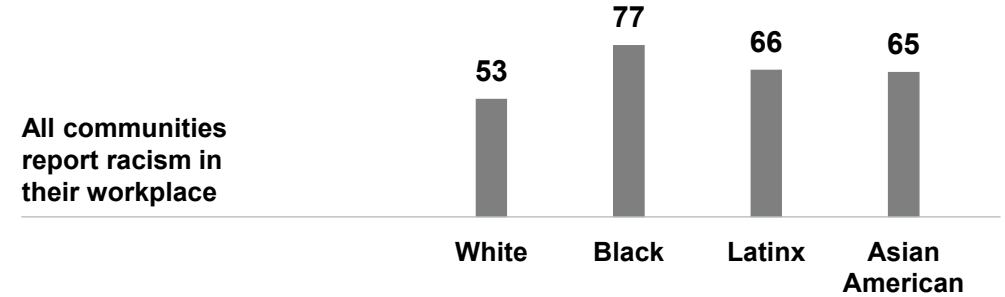
I see **some amount of racism** within the organization I work for

⊥
58%

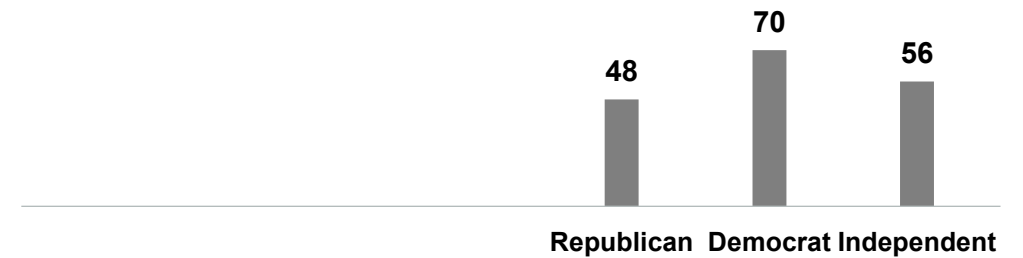
U.S. general population

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q24. Within the organization you work for, what forms of racism, if any, do you currently see? Pick all that apply. Question asked among those that are an employee (Q43/1). General population, U.S., by age, gender and political affiliation, and among Non-Hispanic White, Black, Latinx and Asian American populations.

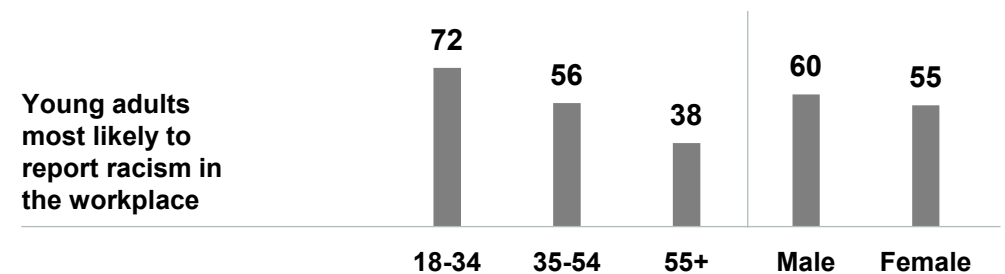
Communities



Political affiliation



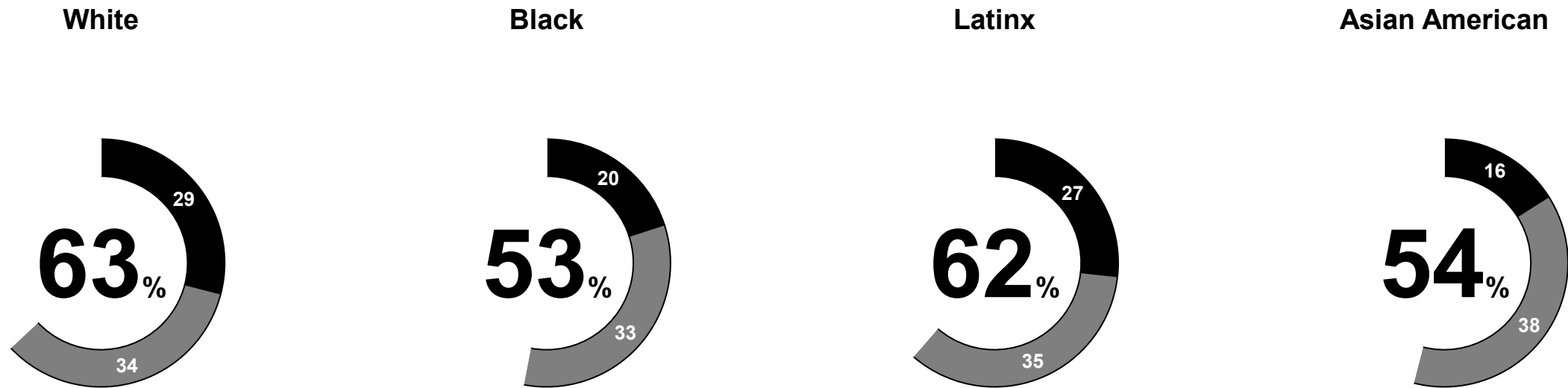
Age and gender



MAJORITY RECOGNIZE EMPLOYER PROGRESS IN REDRESSING RACISM AT WORK

Percent of those who feel that the organization they work for is making progress in redressing racism

■ Yes, some ■ Yes, a lot



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q26. Do you feel that the organization you work for is making any progress in redressing these forms of racism that you are currently seeing? Question asked among employees who said they see forms of racism in the organization they work for (Q43/1 AND Q24/ANY 1-16). General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

WORK TO BE DONE ON INCLUSION AND CULTURE

Percent who see each type of racism within their employer organization

		U.S. general population	White	Black	Latinx	Asian American
Lack of employee diversity	43		39	56	47	44
Racist workplace culture	29		26	41	34	32
Unequal compensation	17		14	30	25	19
Fails to take a stand on societal racism or racially-diverse issues	13		11	20	16	14

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q24. Within the organization you work for, what forms of racism, if any, do you currently see? Pick all that apply. Question asked among those that are an employee (Q43/1). General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations. "Lack of employee diversity" is a net of attributes 1-5; "Racist workplace culture" is a net of 9, 12-14; "Unequal compensation" is a net of 6,11; "Fails to take a stand on societal racism or racially-diverse issues" is a net of 10,15.

COMMUNICATE THE VALUE OF DIVERSITY INITIATIVES

Percent who agree

I am worried that **I will personally lose out on job opportunities** because of employers' efforts to increase the percentage of Blacks/Latinx in leadership positions and within their workforce in general

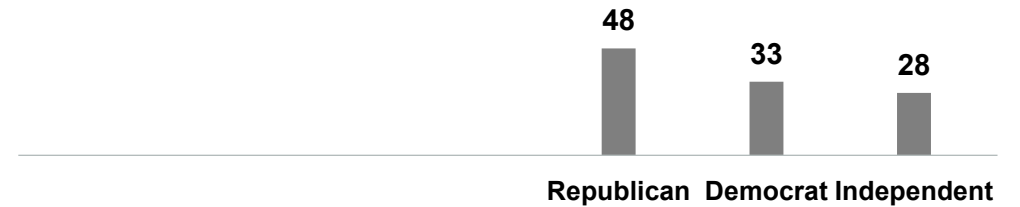
35%

U.S. general population

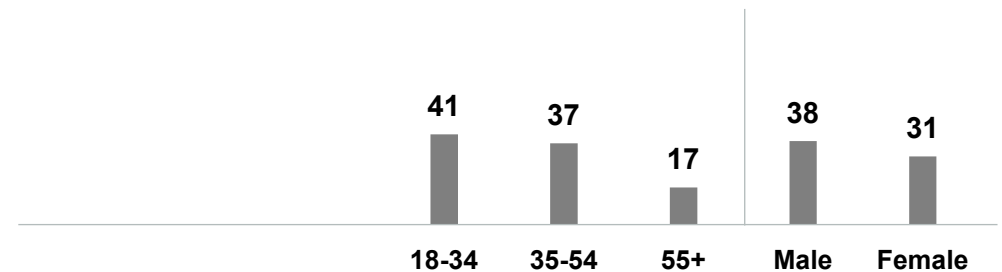
Communities



Political affiliation



Age and gender



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q23. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, U.S., by age, gender and political affiliation, and among Non-Hispanic White, Black, Latinx and Asian American populations. Attribute asked of those who are employed, unemployed or a student (Q206/1-3;5).

ALLOW EMPLOYEES TO MAKE THEIR VOICES HEARD

Percent who agree, data collected August 31

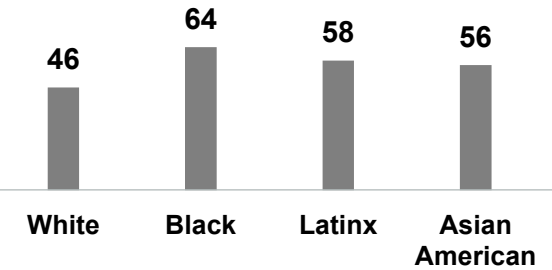
Employees have a right to protest on the job against systemic racism in this country

⊥

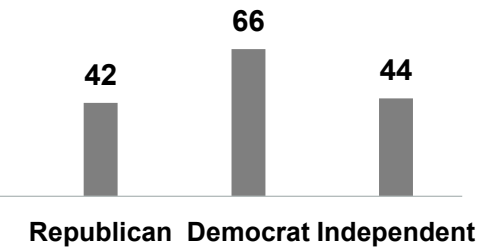
52%

U.S. general population

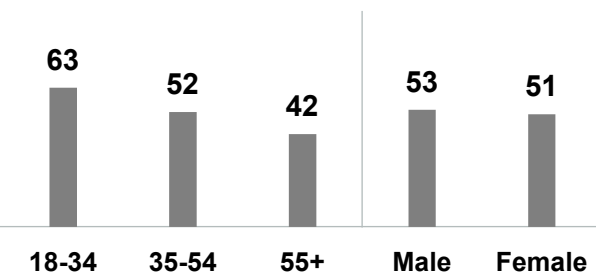
Communities



Political affiliation



Age and gender



⌊

FIGHTING RACISM: MORE THAN A BOTTOM-LINE ISSUE FOR BUSINESS

⌋

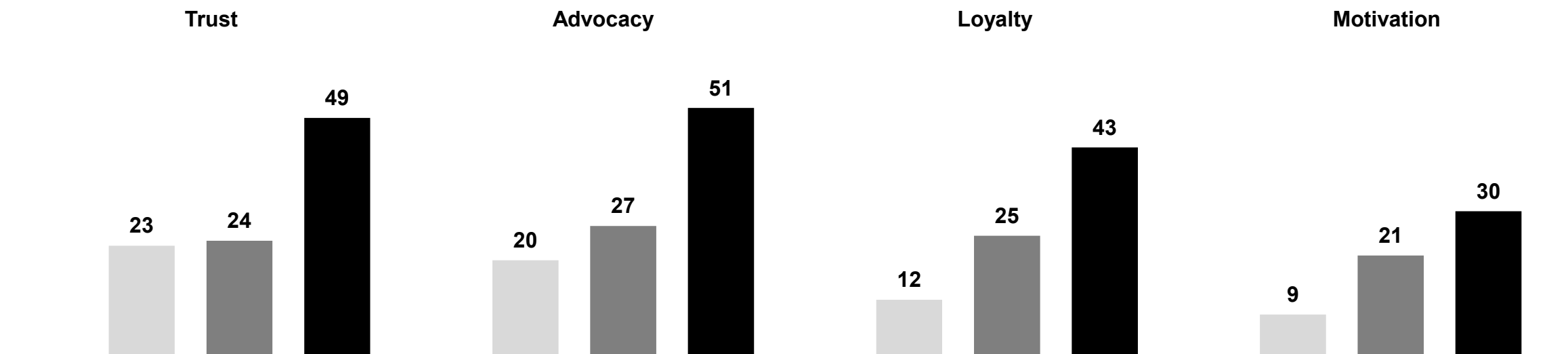
THE MORE RACIST THE WORKPLACE, THE MORE HARM TO THE EMPLOYER-EMPLOYEE RELATIONSHIP

Number of different types of racism seen in the workplace, and percent of employees who say their relationship with their employer has been affected in each way

The more workplace racism, the more harm to employer-employee relationship

Number of types of racism seen in the workplace

One
 Two-to-three
 Four or more



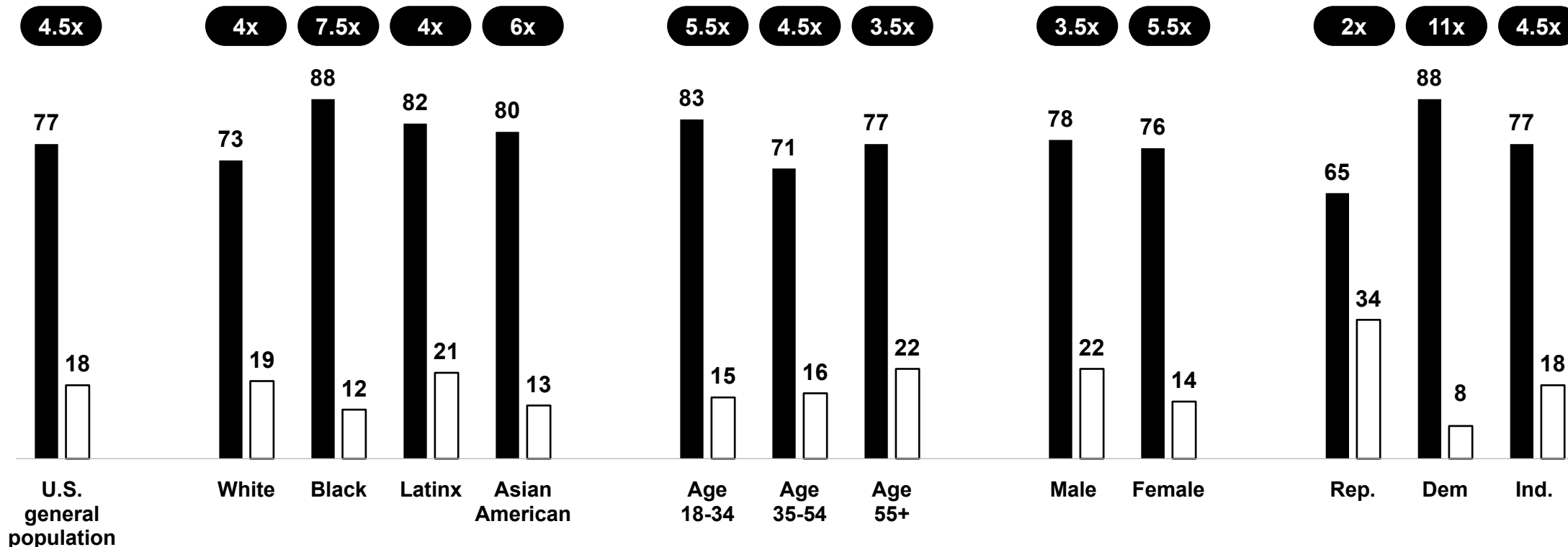
2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q27. How does the presence of these forms of racism affect your relationship with your employer? Pick all that apply. Question shown to those who are an employee and have seen a form of racism within their organization (Q43/1 AND Q24/ANY 1-16). General population, U.S., by how many forms of racism employees are seeing in their workplace (Q24 AND Q43/1). "Advocacy" is a net of attributes 3 and 4; "Loyalty" is a net of attributes 5 and 6.

CORPORATIONS THAT TAKE A STAND FAR MORE LIKELY TO GAIN TRUST THAN LOSE IT

Percent who say actions taken by corporations in response to racial injustice would result in trust gain or trust loss

■ Corporations would earn/keep my trust □ Corporations would lose my trust

Difference, opportunity to gain trust vs risk of trust loss



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q20. In general, how important is it to earning or keeping your trust that corporations -- organizations or companies that engage in industrial and commercial activities, including producing and selling products and services -- do each of the following in response to systemic racism and racial injustice in this country? 6-point scale; top 3 box, important; code 1, doing this would lose my trust. Question asked of half of the sample. General population, U.S., by age, gender and political affiliation, and among Non-Hispanic White, Black, Latinx and Asian American populations. Data shown is a net of attributes 2-13.

BRANDS SEEN AS DOING WELL IN ADDRESSING RACIAL ISSUES ARE 3X MORE TRUSTED

Edelman Brand Trust Score for brands rated as doing well in addressing racism and for brands rated as not doing well

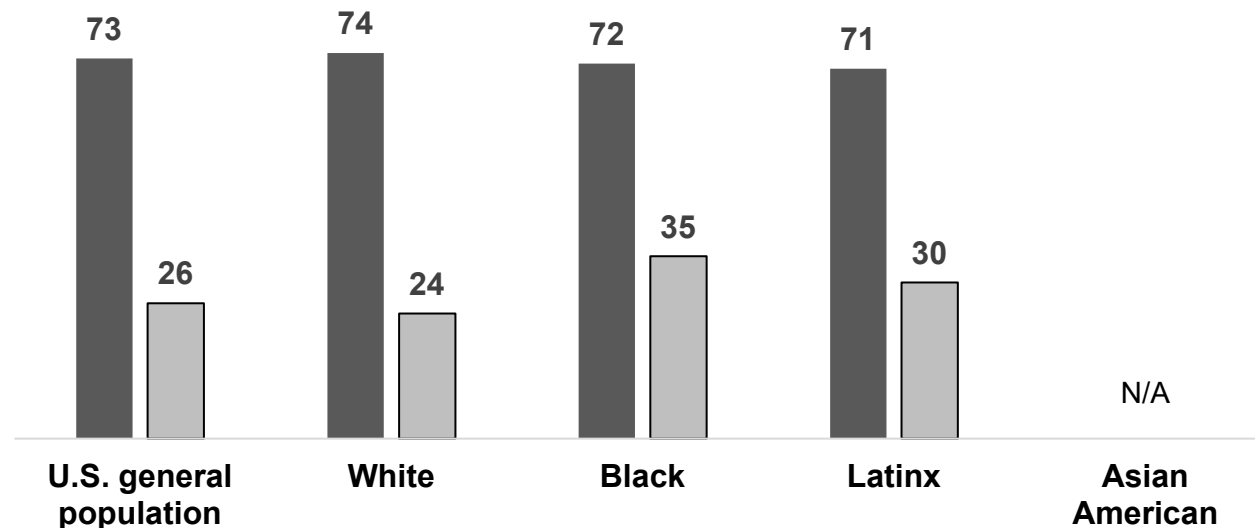
The Edelman Brand Trust Score

is a KPI metric that is calculated by subtracting distrusters (1-4) from high trusters (7-9). Scores can range from -100 to 100.

A dynamic representation of a brand's trust capital, the Edelman Brand Trust Score can be **benchmarked**, compared to a brand's **competitive set**, and **tracked** over time.

Edelman Brand Trust Score among...

■ Brands doing well ■ Brands not doing well

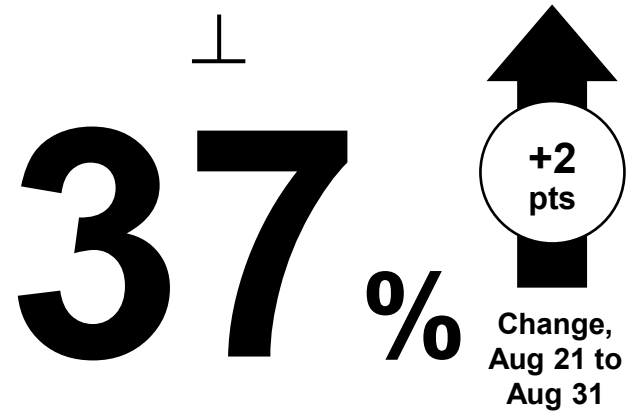


2020 Edelman Brand Trust Management Tracking Study. ETMB1. Please indicate how much you trust each brand. 9-point scale; top 3 box, high trust; bottom 4 box, low trust. ETMB16. How well are each of the following brands currently doing when it comes to addressing the problem of systemic racism and racial inequality in the world? 6-point scale; top 2 box, doing well; bottom 3 box/don't know; not doing well. Average of 50 brands across 10 sectors. General population, U.S and among Non-Hispanic White, Black and Latinx populations. The Edelman Brand Trust Score is the difference between high trust and low trust (top 3 box minus bottom 4 box).

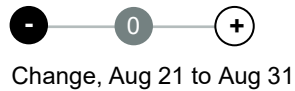
A BRAND'S TRACK RECORD ON RACIAL JUSTICE LEADS TO BUYING OR BOYCOTTS

Percent who agree

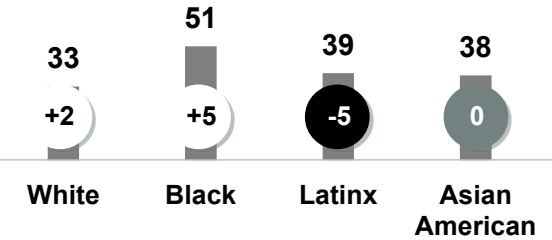
I have attempted to **convince other people to start or stop using a brand** based on how well the brand is doing on **helping to address racial inequality**



U.S. general population

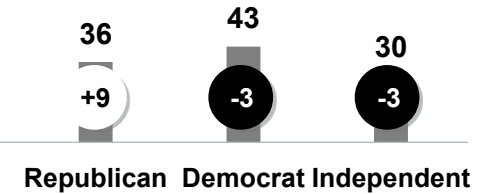


Communities



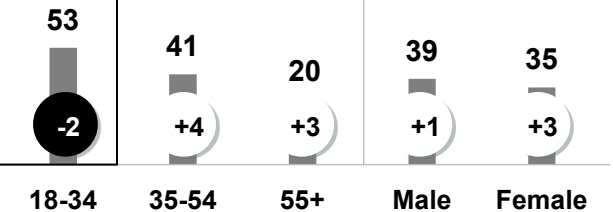
Political affiliation

Greatest increase in advocacy or boycotts among Republican respondents



Age and gender

Majority of young adults advocate for/against brands based on its racial justice stand

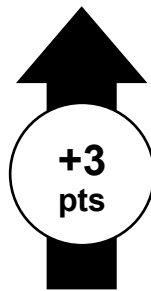


A BRAND'S RESPONSE TO RACISM INFLUENCES PURCHASE INTENT

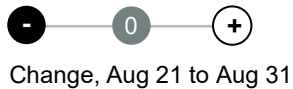
Percent who agree

How well a brand responds to the protests against systemic racism and calls for racial justice will have a huge impact on my likelihood to buy that brand in the future

48%

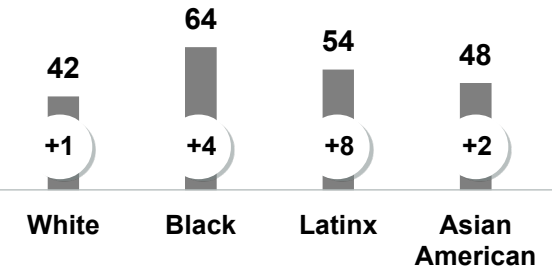


Change, Aug 21 to Aug 31



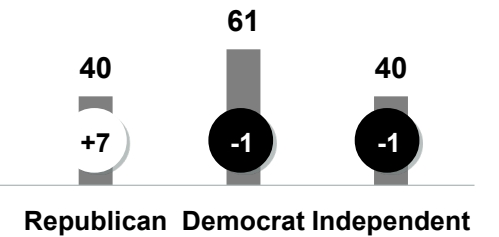
U.S. general population

Communities



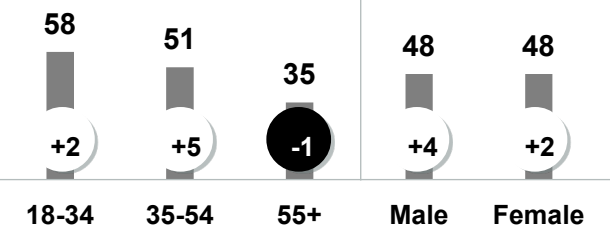
Political affiliation

Greatest increase in impact on purchase intent among Republican respondents



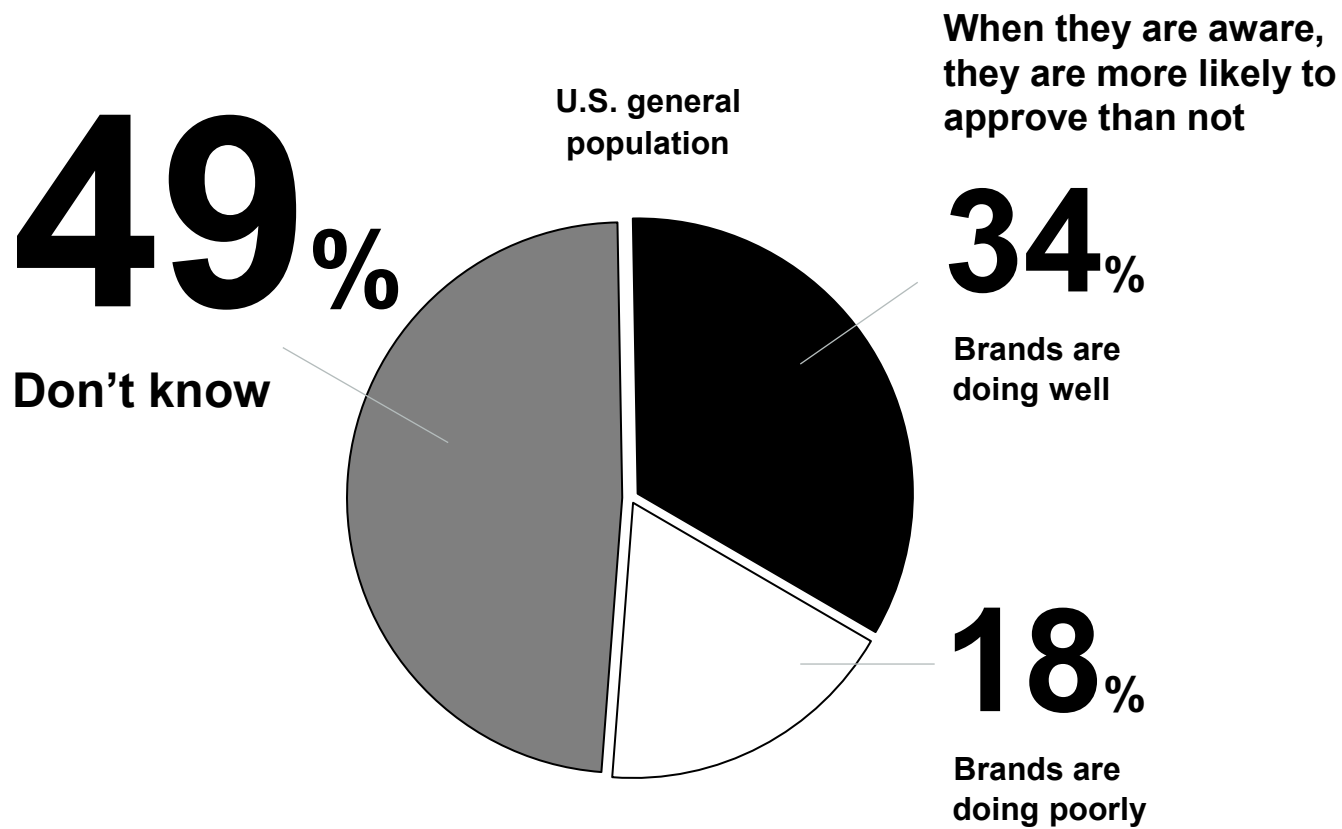
Age and gender

Greatest impact on purchase intent among young consumers



NEARLY 1 IN 2 UNAWARE OF A BRAND'S ACTIONS TO ADDRESS RACISM

Percent who rate brands activities to address the problem of systemic racism and racial inequality in the world



	Don't know	Doing well	Doing poorly
White	50	34	16
Black	56	27	17
Latinx	43	38	19
Asian American	N/A	N/A	N/A

RACIAL JUSTICE IN AMERICA: A BUSINESS IMPERATIVE

1.

Anti-racism is a long-term expectation for business

The public has lost trust in government on this issue, leaving business to step into the void. Black Americans in particular have higher expectations for business to create change – and are more disappointed by the results.

- For leaders, it's critical to examine what happens after the statement of support – and acknowledge anti-racism as a long-term journey.
- For business, obligations include hiring, retaining, and promoting employees; partnering effectively with community organizations; and adapting supply chains and vendor purchasing behavior toward full racial representation.

2.

CEOs must partner to gain credibility

The only spokespeople trusted on the topic of racial justice are peers, subject matter experts, activists and advocacy groups. For employees, CHROs and D&I officers are trusted at higher rates than CEOs.

- To resonate in their communications internally and externally, CEOs must find trusted, third-party advocates.

3.

Marketers have a role to play in dismantling racist tropes

Marketers can take a lesson from the media: Without a critical eye toward your imagery and stories, you can unintentionally perpetuate racism.

- The next era of brand storytelling means taking an active role in dismantling unconscious bias. Marketers have large budgets and a vital role to play.
- Remember that the extent of anti-racism demonstrated in your marketing also impacts your reputation among employees and other stakeholders.

4.

This is first and foremost about Black Americans

Black Americans trust all institutions at lower rates than their peers of other ethnicities. For business, it bears repeating that police brutality is primarily an issue of white supremacy and its relationship to Black Americans.

- While the focus is on Black Americans, business must also remember that racism has been and remains a reality for Hispanics, Asians and other minority groups, who also deserve our resolve and support.

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Appendix Additional Data

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BLACK AMERICANS MOST LIKELY TO HAVE PERSONALLY EXPERIENCED RACISM

Percent who agree

I, or someone in my family has **personally experienced racism**

White

25%

18-34	29
35-54	26
55+	20

Black

75%

18-34	76
35-54	73
55+	76

Latinx

58%

18-34	65
35-54	60
55+	41

Asian American

56%

18-34	64
35-54	56
55+	49

LOWEST TRUST IN INFORMATION SOURCES AMONG RACISM DENIERS

Percent who say each is a best places to get the truth about racism and how companies/institutions are responding

	U.S. general population	Believe racism exists (71%)	Don't believe racism exists (29%)	Gap
No trustworthy information sources	30	21	49	28
Advocacy organizations	25	32	6	-26
Activist organizations	23	31	4	-27
Major mainstream news organizations	22	28	7	-21
Friends and family	19	22	13	-9
Online searches	16	19	9	-10
Social media	15	19	5	-14
Media produced by and for my ethnic or racial community	14	18	3	-15
Official government sources	14	15	11	-4
Conservative media	11	8	20	12

2020 Edelman Trust Barometer Special Report: Racial Justice in America, Fall Update. Q28. Which of the following information sources are the best places to go to get the truth about racism and racial injustice in this country, and how companies and institutions are responding to calls for change? Pick all that apply. General population, U.S. cut by those who believe and don't believe in racism (Q7).

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RACISM AND COMPANIES

T

REASON TO SPEAK OUT ON RACISM SHIFTS FROM MORAL OBLIGATION TO EMPLOYEE OBLIGATION

Of those who agree brands and corporations should publicly speak out on racial injustice, percent who say each is a reason they must do so

	U.S. general population		White		Black		Latinx		Asian American	
	Jun 7	Aug 21	Jun 7	Aug 21	Jun 7	Aug 21	Jun 7	Aug 21	Jun 7	Aug 21
Owe it to employees	#2	#1	#2	#2	#2	#1	#2	#1	#3	#1
Moral obligation	#1	#2	#1	#1	#1	#2	#3	#3	#1	#2
Attract and keep customers	#5	#4	#5	#4	#5	#3	#4	#2	#4	#4
Fill government leadership void	#3	#3	#3	#3	#4	#5	#1	#5	#2	#3
Want brands to stand with me	#4	#5	#4	#5	#2	#4	#4	#4	#5	#5

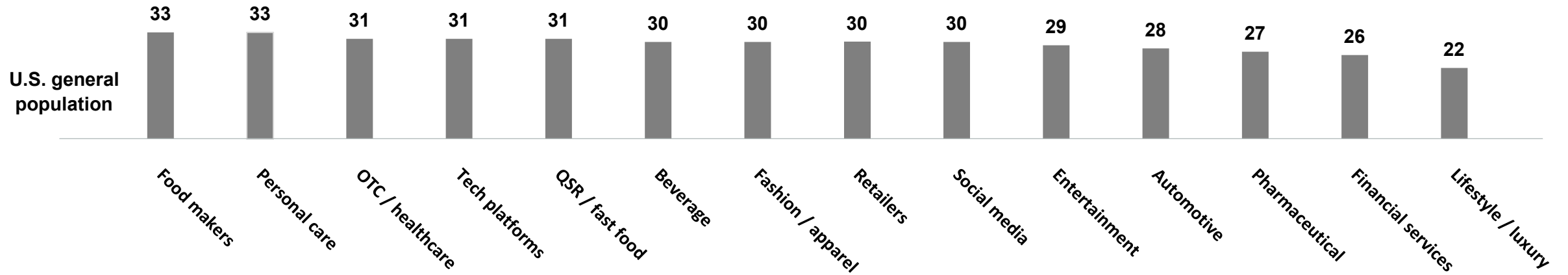
#1	Jun 7
#1	Aug 21

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q18/19. Why do you believe that [brands/corporations] should publicly speak out against systemic racism and racial injustice? Pick all that apply. Question asked of those who believe that brands and corporations should publicly speak out against racism (Q16/1 OR Q17/1). General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

BUSINESS NOT PERFORMING WELL ADDRESSING RACISM ACROSS INDUSTRY SECTORS

Percent who say each sector is performing well or very well when it comes to addressing the problem of systemic racism and racial inequality in their industry

White	31	30	28	30	29	28	28	30	26	28	28	26	25	22
Black	37	36	33	30	39	29	30	32	39	31	27	26	23	25
Latinx	38	41	34	40	40	38	39	32	34	33	32	37	35	27
Asian American	33	32	31	33	28	31	30	34	33	29	30	34	28	22



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q15. How well are each of the following industry sectors currently doing when it comes to addressing the problem of systemic racism and racial inequality in their industry? 6-point scale; top 2 box, doing well. General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

BUSINESS SEEN AS FAILING TO ACT ON RACISM

Percent who say each response to racial injustice by a corporation is important to earning or keeping their trust, percent who say corporations are performing well on this response, and the performance gap

Actions business must take to address racism	U.S. general population			White			Black			Latinx			Asian American		
	Imp	Per	Gap	Imp	Per	Gap	Imp	Per	Gap	Imp	Per	Gap	Imp	Per	Gap
Create change	52	25	-27	48	27	-21	69	24	-45	58	30	-28	59	26	-33
Address the root causes	54	24	-30	50	27	-23	71	25	-46	58	26	-32	60	28	-32
Inspire customers and employees to get involved	53	25	-28	48	27	-21	70	26	-44	59	31	-28	59	27	-32
Partner with racially-diverse advocacy organizations	50	25	-25	45	27	-18	67	22	-45	56	32	-24	57	22	-35
Educate and influence	53	28	-25	48	30	-18	69	28	-41	56	30	-26	60	31	-29
Acknowledge the problem	54	30	-24	49	32	-17	70	30	-40	57	32	-25	61	34	-27
Advocate for racial equality	54	28	-26	50	30	-20	69	26	-43	59	32	-27	61	29	-32
Educate the public	51	25	-26	46	27	-19	69	27	-42	53	26	-27	59	29	-30
Get house in order	57	29	-28	54	32	-22	69	28	-41	59	32	-27	61	31	-30
Establish zero-tolerance policies towards racism	61	29	-32	58	32	-26	69	27	-42	64	34	-30	62	31	-31
Ensure all levels of the organization are racially representative	59	25	-34	56	28	-28	68	27	-41	60	27	-33	61	25	-36
Remove racist symbols, language, products, traditions or images	56	32	-24	53	35	-18	69	32	-37	59	31	-28	64	34	-30
Make products accessible and suitable to all communities	55	30	-25	52	32	-20	69	25	-44	56	33	-23	63	33	-30
Reflect the full diversity of the country in their communications	55	27	-28	53	29	-24	70	28	-42	57	33	-24	59	31	-28
Make an ongoing commitment to diversity	55	32	-23	52	34	-18	71	28	-43	59	31	-28	59	32	-27

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q20. In general, how important is it to earning or keeping your trust that corporations -- organizations or companies that engage in industrial and commercial activities, including producing and selling products and services -- do each of the following in response to systemic racism and racial injustice in this country? 6-point scale; top 3 box, important. Q22. How well do you feel corporations are currently doing each of the following in response to systemic racism and racial injustice in this country? 5-point scale; top 2 box, doing well. Each question asked of half of the sample. General population, U.S. and Non-Hispanic Whites, Blacks, Latinx and Asian American populations. "Get house in order" is an average of attributes 5,7-11; "Create change" is an average of attributes 4, 6, and 12; "Educate and influence" is an average of attributes 1-3.

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RACISM AND EMPLOYERS

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BLACK AMERICANS MOST LIKELY TO HAVE PERSONALLY EXPERIENCED RACISM AT WORK

Percent who agree

I, or someone in my family has **personally experienced racism in the workplace**

White

17%

18-34	21
35-54	17
55+	14

Black

62%

18-34	61
35-54	59
55+	66

Latinx

45%

18-34	52
35-54	48
55+	22

Asian American

35%

18-34	45
35-54	36
55+	24

TYPES OF RACISM IN THE WORKPLACE

Percent who see some form of racism within the organization they work for

	U.S. general population	White	Black	Latinx	Asian American
I do not see any evidence of racism within the organization I work for	42	47	23	34	35
Lack of Employee Diversity Net	42	39	58	50	43
A lack of diversity among the executive leadership team	20	19	29	20	23
A lack of diversity among managers and supervisors	19	18	24	20	21
A lack of diversity on the board of directors	18	18	28	21	23
Our workforce in general is not racially representative of the country as a whole	15	14	16	13	14
We do not have enough Black or Hispanic/Latino-owned businesses as suppliers and consultants	8	7	17	12	11
Racist Workplace Culture Net	29	26	41	34	32
There are micro-aggressions. For example, people make assumptions about others based on their race, say positive things about known racists, tell insensitive jokes, lack cultural awareness, or use language that is racially insensitive.	15	14	20	17	17
Blacks and Hispanics/Latinos are not made to feel included and welcome	10	9	20	13	8
The organization allows people who are clearly racist to continue to work there	9	9	16	14	10
The organization maintains traditions, uses imagery, or venerates public figures or past leaders that are racist	7	5	6	8	12
Unequal Compensation Net	17	14	30	25	19
Pay inequality. Black and Hispanic/Latino workers get paid less for doing the same job.	10	9	22	16	12
The organization's employee assistance programs and other benefits are more focused on meeting the needs of its white employees than the needs of its Black and Hispanic/Latino employees	9	7	12	13	10
Fail to Take a Stand on Societal Racism or Racially-Diverse Issues Net	13	11	20	16	14
The organization uses, or supports with marketing dollars, media companies and social media platforms that either espouse racist ideas themselves or fail to adequately prevent and control the posting or publication of hate speech by others	8	7	12	9	10
The organization's involvement in the community and in social issues is skewed towards initiatives that serve the needs of whites more than other racial or ethnic communities	7	6	12	9	6
(Not in a net)					
There is little or no investment in leadership-skills training, mentoring, sponsorship, or internship programs to help the career development of Black and Hispanic/Latino employees	10	8	16	17	13
I see other forms of racism not listed above	6	5	10	6	10
We do not make our products or services equally available or useful to all racial or ethnic communities	6	6	8	5	9

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q24. Within the organization you work for, what forms of racism, if any, do you currently see? Pick all that apply. Question asked among those who are employees (Q43/1). General population, U.S. and Non-Hispanic White, Black, Latinx, and Asian American populations. "Lack of Employee Diversity" is a net of r1-5; "Racist Workplace Culture" is a net of r9,12-14; "Unequal Compensation" is a net of r6 and r11; "Fail to Take a Stand on Societal Racism or Racially-Diverse Issues" is a net of r10 and r15.

EMPLOYERS EXPECTED TO BE CULTURALLY-AWARE, NOT COLOR-BLIND

Which do you agree with more?

Our goal as a society should be that employers become **culturally-aware**, meaning that they become able to have courageous conversations about race and race-relations while acknowledging and celebrating the diversity within their workforce

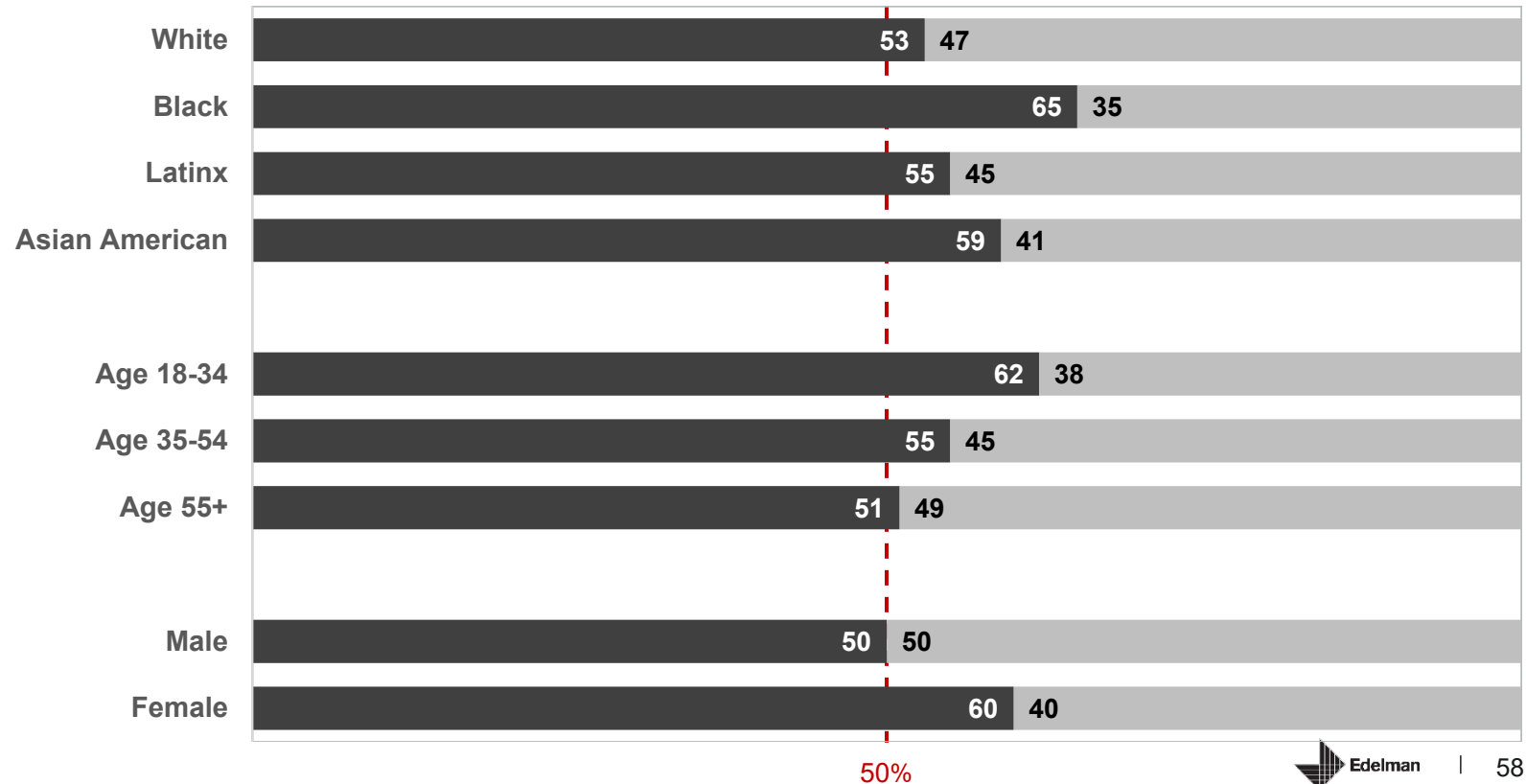
OR

Our goal as a society should be that employers become **color blind**, meaning that they become able to look at their employees and not consider nor even particularly notice the color of their skin

55%

45%

U.S. general population



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. IDEAL. You are about to see a series of two choices. Please choose the one that you agree with more. General population, U.S., by age and among Non-Hispanic White, Black, Latinx and Asian American populations.

THE MORE RACIST THE WORKPLACE, THE MORE HARM TO THE EMPLOYER-EMPLOYEE RELATIONSHIP

Number of different types of racism seen in the workplace, and percent of employees who say their relationship with their employer has been affected in each way

Impact on employer-employee relationship	1 type	2 to 3 types	4 or more types
Motivation	9	21	30
It reduces my motivation to do my best work	9	21	30
Trust	23	24	49
It reduces my trust in the organization	23	24	49
Advocacy	20	27	51
It makes me less likely to recommend our products or services to others	11	15	29
It makes me less likely to recommend the organization as a good place to work	10	16	37
Loyalty	12	25	43
I have started looking for another job	6	12	24
If I get another job offer, it increases the likelihood that I will take it	8	19	32
It leads me to say negative things about the organization on social media	5	12	21
It has moved me to agitate for change within the organization by finding ways to put pressure on management to address these issues	3	18	29
It has not affected my relationship with my employer in any meaningful way even though I may not like what I am seeing	43	29	14

2020 Edelman Trust Barometer Special Report: The Fight for 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 shown to those who are an employee and have seen a form of racism within their organization (Q43/1 AND Q24/ANY 1-16). General population, U.S., by how many forms of racism employees are seeing in their workplace (Q24 AND Q43/1). "Advocacy" is a net of attributes 3 and 4; "Loyalty" is a net of attributes 5 and 6.











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RACISM AND BRANDS

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BRANDS FAILING TO ADDRESS RACISM ACROSS EVERY CATEGORY


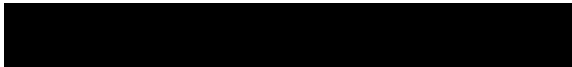



Percent who believe the brands measured in each category are doing well in addressing racism

		U.S. general population	White	Black	Latinx
Entertainment		41	41	39	40
Lifestyle/Luxury		37	38	26	36
Retail		37	37	26	39
Food & Bev		36	36	31	36
Fast-Food Restaurants		35	35	30	40
Tech		35	34	30	40
OTC Healthcare		34	35	23	34
Personal Care		29	28	23	38
Auto		28	28	23	37
Financial Services		27	28	18	37

*Asian American data not available

BRANDS SEEN AS OBLIGATED TO EMPLOYEES TO ADDRESS RACISM

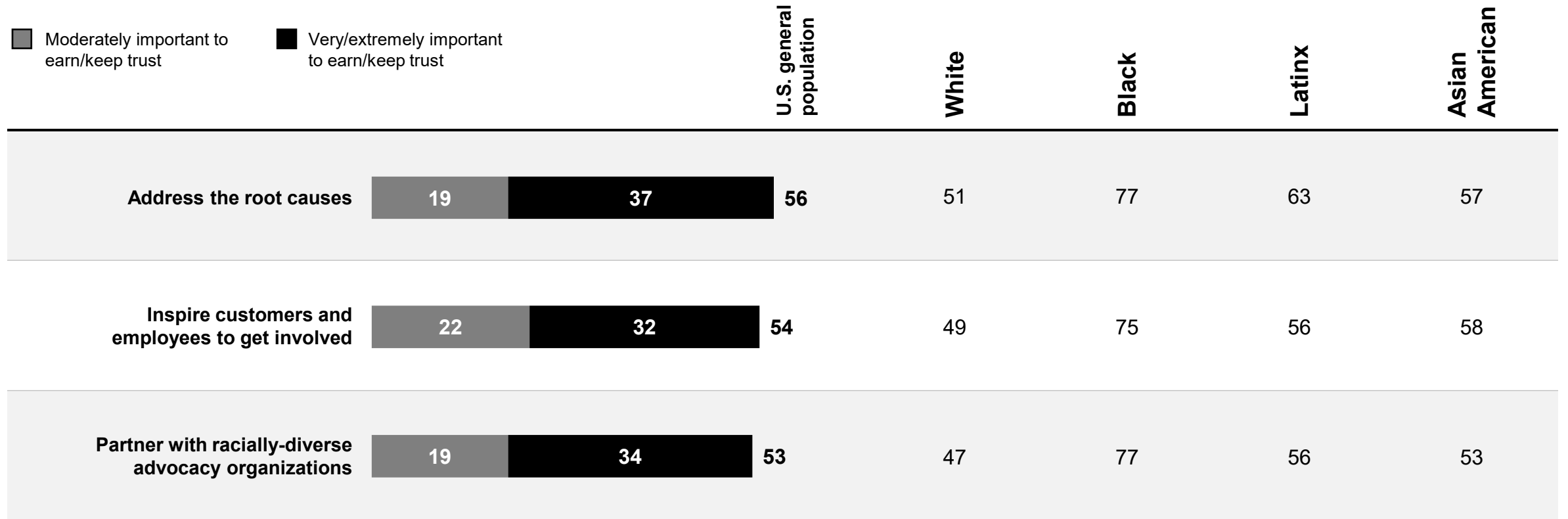
Of those who agree brands should publicly speak out on racial injustice, percent who say each is a reason brands must do so

		U.S. general population	White	Black	Latinx	Asian American
Owe it to employees		52	50	58	51	46
Moral obligation		50	49	58	43	43
Fill government leadership void		43	45	43	34	47
Attract and keep customers		40	40	49	46	39
Want brands to stand with me		37	31	45	43	36

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q18. Why do you believe that brands should publicly speak out against systemic racism and racial injustice? Pick all that apply. Question asked among those that believe brands should publicly speak out against racism (Q16/1). General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

BRANDS MUST ACT TO CREATE CHANGE

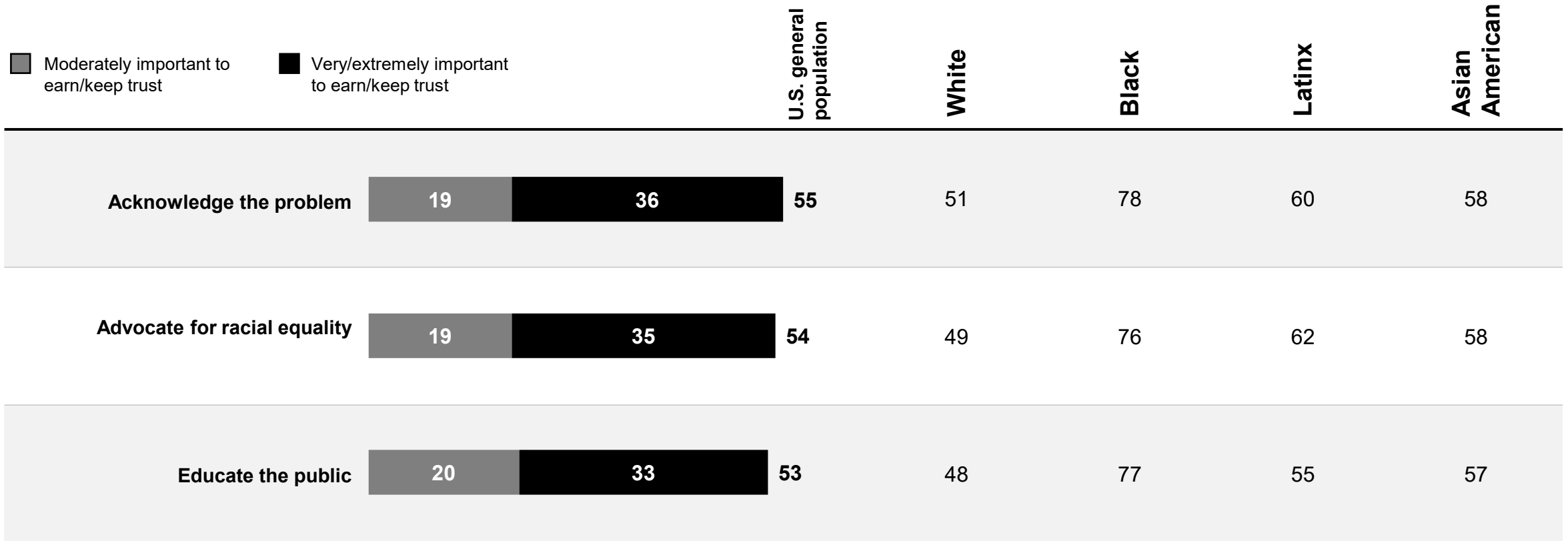
Percent who say each response to racial injustice by a brand is important to earning or keeping their trust



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q29. In general, how important is it to earning or keeping your trust that brands -- the specific products and services people buy and use -- do each of the following in response to systemic racism and racial injustice in this country? 6-point scale; code 4, moderately important; codes 5 and 6, very/extremely important. Question asked of half of the sample. General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

BRANDS MUST ACT TO EDUCATE AND INFLUENCE CHANGE

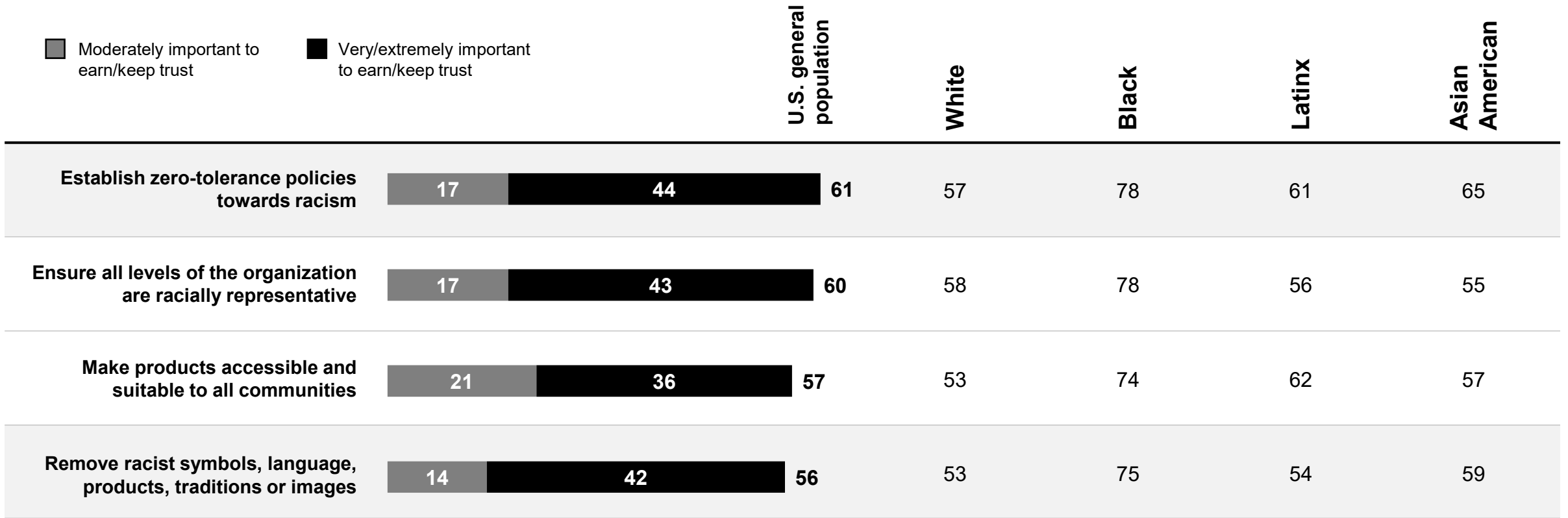
Percent who say each response to racial injustice by a brand is important to earning or keeping their trust



2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q29. In general, how important is it to earning or keeping your trust that brands -- the specific products and services people buy and use -- do each of the following in response to systemic racism and racial injustice in this country? 6-point scale; code 4, moderately important; codes 5 and 6, very/extremely important. Question asked of half of the sample. General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

BRANDS MUST ACT TO CREATE CHANGE

Percent who say each response to racial injustice by a brand is important to earning or keeping their trust



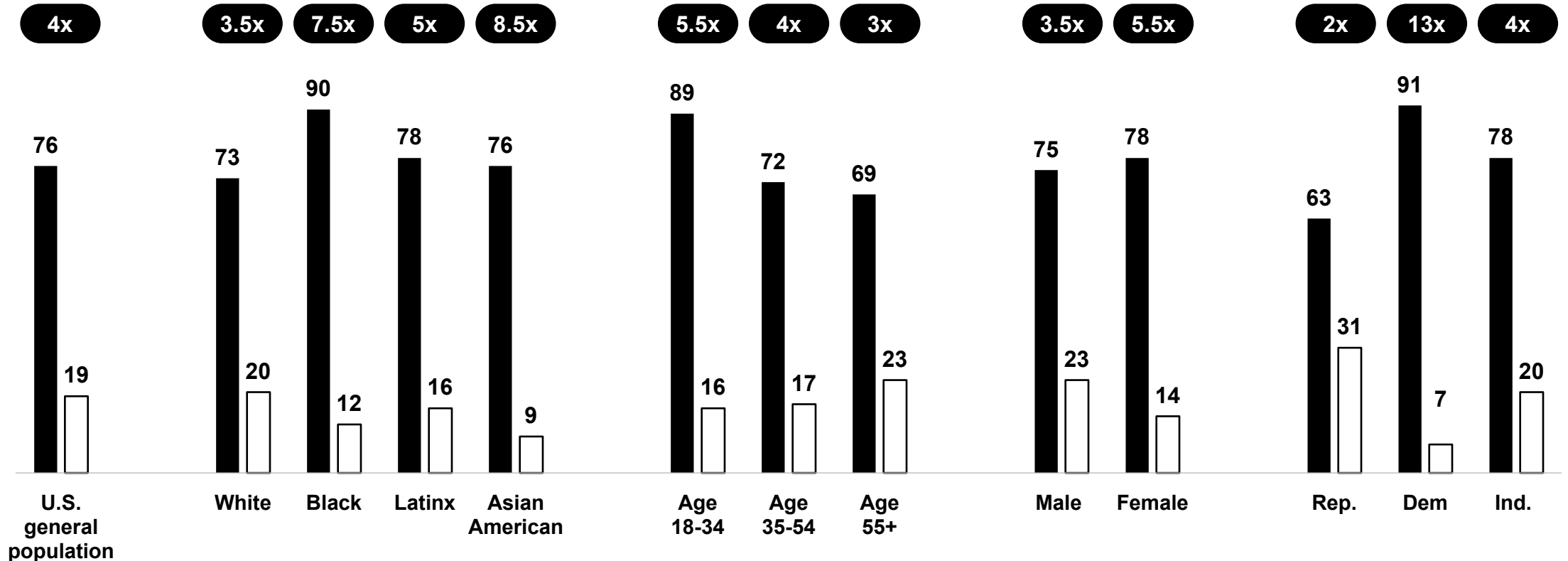
2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q29. In general, how important is it to earning or keeping your trust that brands -- the specific products and services people buy and use -- do each of the following in response to systemic racism and racial injustice in this country? 6-point scale; code 4, moderately important; codes 5 and 6, very/extremely important. Question asked of half of the sample. General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

BRANDS THAT TAKE A STAND FAR MORE LIKELY TO GAIN TRUST THAN LOSE IT

Percent who say actions taken by brands in response to racial injustice would result in trust gain or trust loss

■ Brand would earn/keep my trust □ Brand would lose my trust

Difference, opportunity to gain trust vs risk of trust loss

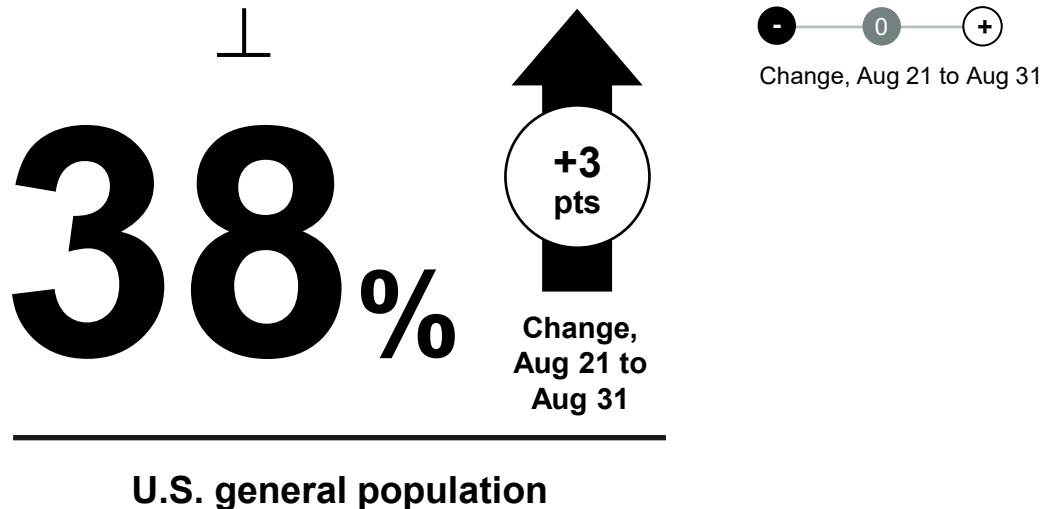


2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q29. In general, how important is it to earning or keeping your trust that brands -- the specific products and services people buy and use -- do each of the following in response to systemic racism and racial injustice in this country? 6-point scale; top 3 box, important; code 1, doing this would lose my trust. Question asked of half of the sample. General population, U.S., by age, gender and political affiliation and among Non-Hispanic White, Black, Latinx and Asian American populations. Data shown is a net of attributes 2-13.

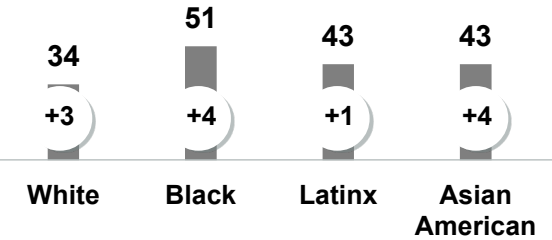
PEOPLE WILL BUY OR BOYCOTT BASED ON A BRAND'S RESPONSE TO RACIAL JUSTICE PROTESTS

Percent who agree

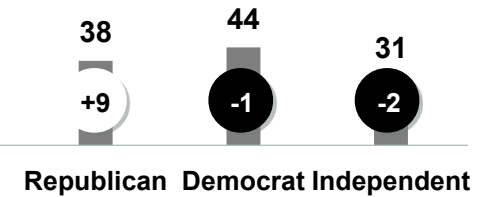
I have recently **started or stopped using a new brand** because of the way they have responded to the protests against systemic racism and calls for racial justice



Communities

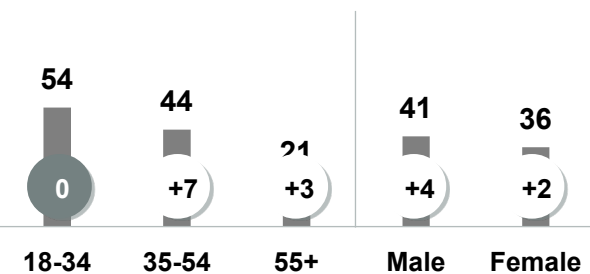


Political affiliation



Age and gender

Majority age 18-34 buy or boycott brands based on racial justice stand

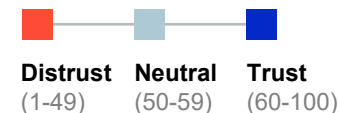


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TRUSTED SPOKESPEOPLE

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PEERS AND EXPERTS MOST TRUSTED SPOKESPEOPLE ON RACIAL INJUSTICE



Percent who trust, data collected August 31

	U.S. general population	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
My friends and family	67	65	69	67	69	66	73	71	62
Social scientists and experts on race	63	68	63	59	63	63	55	76	58
Teachers and educators	59	62	60	55	62	56	56	69	53
Heads of advocacy/activist organizations	57	68	57	50	56	59	43	75	50
My Chief D&I Officer	56	60	57	42	60	50	62	57	49
Black journalists	55	62	56	50	56	55	44	72	49
My HR leader	55	59	58	39	60	49	66	54	46
My CEO	53	55	57	41	57	49	64	53	46
Journalists in general	50	51	53	46	54	45	43	64	44
Religious leaders	49	46	51	49	54	44	61	47	47
Democrat leaders	48	50	49	46	50	46	35	71	37
Local police officials	46	44	52	43	55	38	70	38	43
Local government officials	44	46	48	40	50	39	52	47	41
Celebrities and famous athletes	42	48	45	35	45	40	39	54	35
White journalists	42	44	48	36	49	36	46	48	37
A topic expert influencer	40	55	44	25	41	40	38	47	33
Federal government officials	36	42	41	25	40	31	51	33	31
A well-known influencer	34	40	41	22	39	29	38	39	26
Republican leaders	33	36	40	24	40	25	63	21	26
Company CEOs	32	37	39	21	39	25	41	33	28

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q34. Please indicate how much you trust each of the following sources to tell the truth about racism and racial injustice in this country. 9-point scale; top 4 box, trust. General population, U.S., by age, gender and political affiliation. "My CEO", "My chief D&I officer", and "My HR leader" asked of those who are an employee.

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TECHNICAL APPENDIX

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ACTIONS FOR BRANDS AND CORPORATIONS (FULL TEXT)

Do nothing: I do not want or expect to get involved in social issues

Create change

Inspire and offer opportunities for customers and employees to get involved in creating positive racial change in their communities: Energize people to get personally involved in addressing racial injustice and give them opportunities to become engaged in racial-equality-related programs and initiatives hosted or sponsored by the brand **[Inspire customers and employees to get involved]**

Invest in addressing the root causes of racial inequality: Contribute resources to causes and develop programs focused on improving educational opportunities for all, equalizing access to high-quality jobs and job training, and rehabilitating economically depressed neighborhoods **[Address the root causes]**

Partner with racially-diverse community advocacy organizations to drive change: Work directly with community organizations dedicated to supporting the advancement of Blacks and Hispanics/Latinos **[Partner with racially-diverse advocacy organizations]**

Educate and influence

Acknowledge the problem of systemic racism: Issue public statements in support of the need to directly address systemic racism and racial inequality in this country **[Acknowledge the problem]**

Advocate for racial equality: Use their power and influence to generate social and government support for social change, new policies, and programs designed to redress racial injustice **[Advocate for racial equality]**

Educate the public about the problem of racial injustice: Inform people about the magnitude of the problem of racism and racial inequality in this country and what individuals can do to help address the issue **[Educate the public]**

Get house in order

Ensure their communications reflect the full diversity of the country: Eliminate racial bias in their choice of spokespeople and commercial actors, and ensure their depictions and images of daily life include representations of the diverse realities of people of different races **[Reflect the full diversity of the country in their communications]**

Get their own house in order when it comes to racial equality: Take the steps necessary to ensure that their workforce at all levels of the organization, including the leadership team and board of directors, as well as their suppliers and contractors, are racially representative of the country as a whole **[Ensure all levels of the organization are racially representative]**

Ensure the accessibility and suitability of their products and services to all racial and ethnic communities: Develop products that serve the unique needs and preferences of different racial/ethnic communities, and make it a priority to fully serve diverse consumers **[Make products accessible and suitable to all communities]**

Make an ongoing commitment to diversity: Institute, fully fund, and give executive-level support to long-term programs and policies designed to ensure that their organization operates both internally and externally in a racially conscious and sensitive manner **[Make an ongoing commitment to diversity]**

Remove from their organization any racist symbols, language, products, traditions, images, and homages to past leaders who espoused racist views: Weed out racism throughout the organization wherever it may be, even if it means severing some ties to the past or eliminating some long-established products and traditions **[Remove racist symbols, language, products, traditions or images]**

Establish and adhere to zero-tolerance policies towards racism: Fire employees, ban customers/clients, and end relationships with suppliers or partners that use racist language or express support for racist ideas and organizations **[Establish zero-tolerance policies towards racism]**