



BREAKING

U.S. Surpasses One Million Covid-19 Deaths



Edelman Trust Barometer 2022



EXPECTATIONS FOR BUSINESS: MORE PRESSURE TO ACT, MORE ISSUES TO ADDRESS

From the Edelman Trust Barometer...

March 2020	May 2020	September 2021	November 2021	November 2021
COVID-19 pandemic	Racial justice	Employee activism	ESG	Climate change
Business must act to protect employees and the community	Taking a stand on racial justice seen as moral and societal obligation for brands	Employees expect opportunities for social impact through their job	Investors subject ESG to the same scrutiny as operational and financial considerations	Brands should bear the burden of making environmentally-friendly products affordable
<i>Trust and the Coronavirus</i>	<i>Brands and Racial Justice</i>	<i>The Belief-Driven Employee</i>	<i>Institutional Investors</i>	<i>Climate Change</i>
				

2022 EDELMAN TRUST BAROMETER SPECIAL REPORT:

THE GEOPOLITICAL BUSINESS

Methodology

14-market global data margin of error:

Full sample +/- 0.8% (n=14,000); half-sample +/- 1.2% (n=7,000).

Country-specific data margin of error:

Full sample +/- 3.1% (n=1,000); half-sample +/- 4.4% (n=500).

Online survey

Fieldwork conducted: April 26 – May 2, 2022;
The U.S. was fielded from April 26 – May 10, 2022

14

countries

14,000

respondents

1,000

respondents/country

All data is nationally representative based on age, region and gender

Unless otherwise indicated, global averages include all countries surveyed.
Due to the sensitive nature of some questions, certain data was prevented from being collected in China.
When this occurs an average of 13 countries is shown.

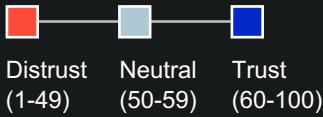
- Brazil
- Canada
- China
- France
- Germany
- India
- Japan
- Mexico
- Saudi Arabia
- S. Africa
- S. Korea
- UAE
- UK
- U.S.



**AMIDST UKRAINE CRISIS,
TRUST RISES IN WEST**

JANUARY TO MAY 2022: LARGE TRUST GAINS IN UK, U.S. AND GERMANY

Trust Index



2022 Edelman Trust Barometer Special Report: The Geopolitical Business. 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, 14-mkt avg.

Jan 2022 General population

56	Global 14
83	China
76	UAE
74	India
72	Saudi Arabia
59	Mexico
54	Canada
51	Brazil
50	France
48	S. Africa
46	Germany
44	UK
43	U.S.
42	S. Korea
40	Japan



May 2022 General population

57	Global 14	
80	China	-3
76	India	+2
75	UAE	-1
71	Saudi Arabia	-1
60	Mexico	+1
55	Canada	+1
53	Brazil	+2
52	France	+2
50	Germany	+4
50	UK	+6
49	S. Africa	+1
49	U.S.	+6
44	S. Korea	+2
41	Japan	+1



Biggest gains:

UK	+6
U.S.	+6
Germany	+4

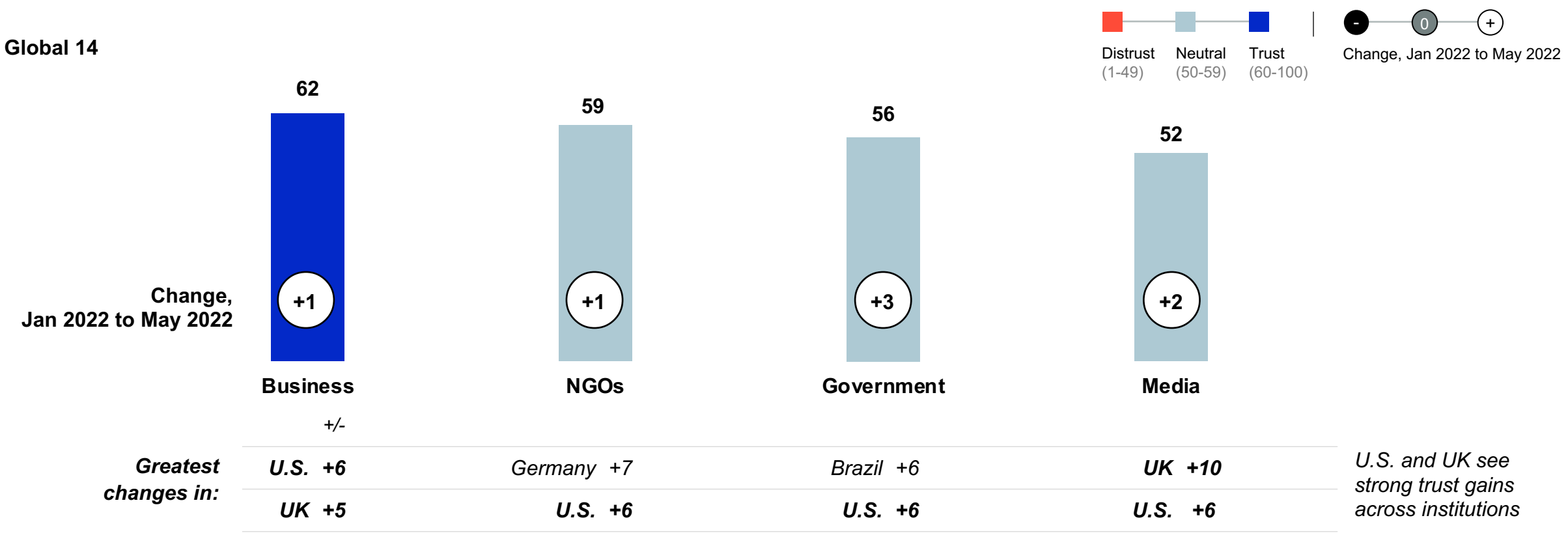
Biggest decline:

China	-3
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JANUARY TO MAY 2022:
GOVERNMENT GAINS, BUSINESS STILL MOST TRUSTED

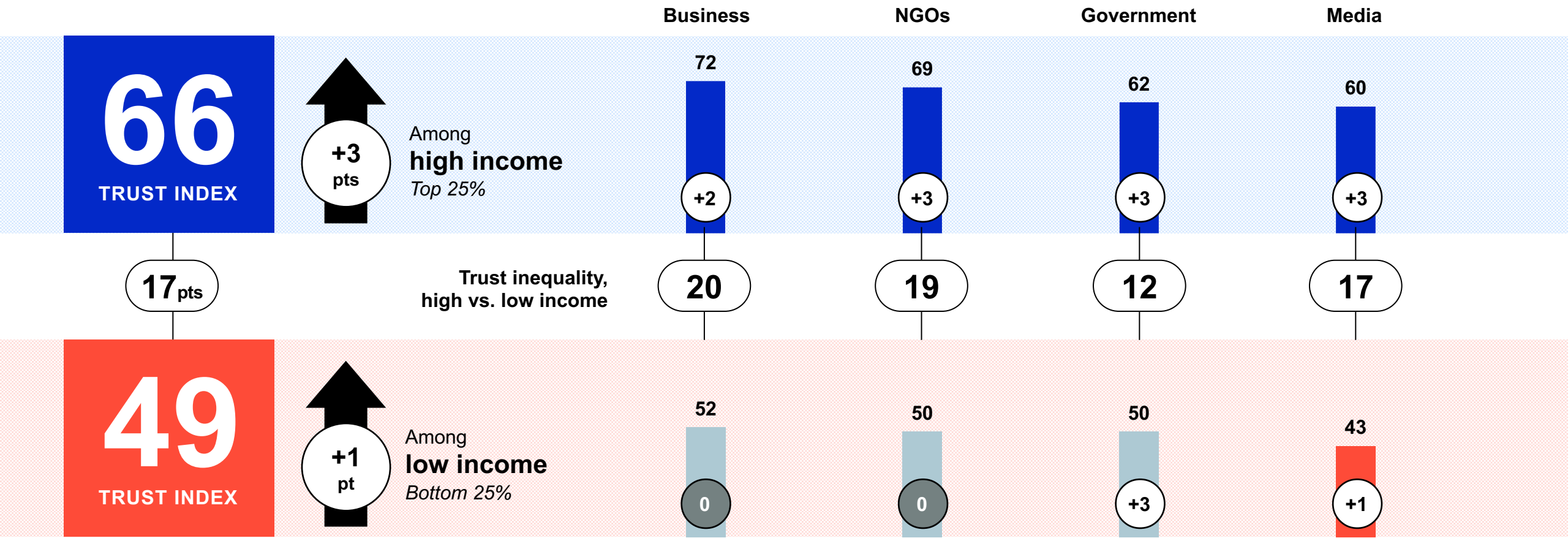
Percent trust

Global 14



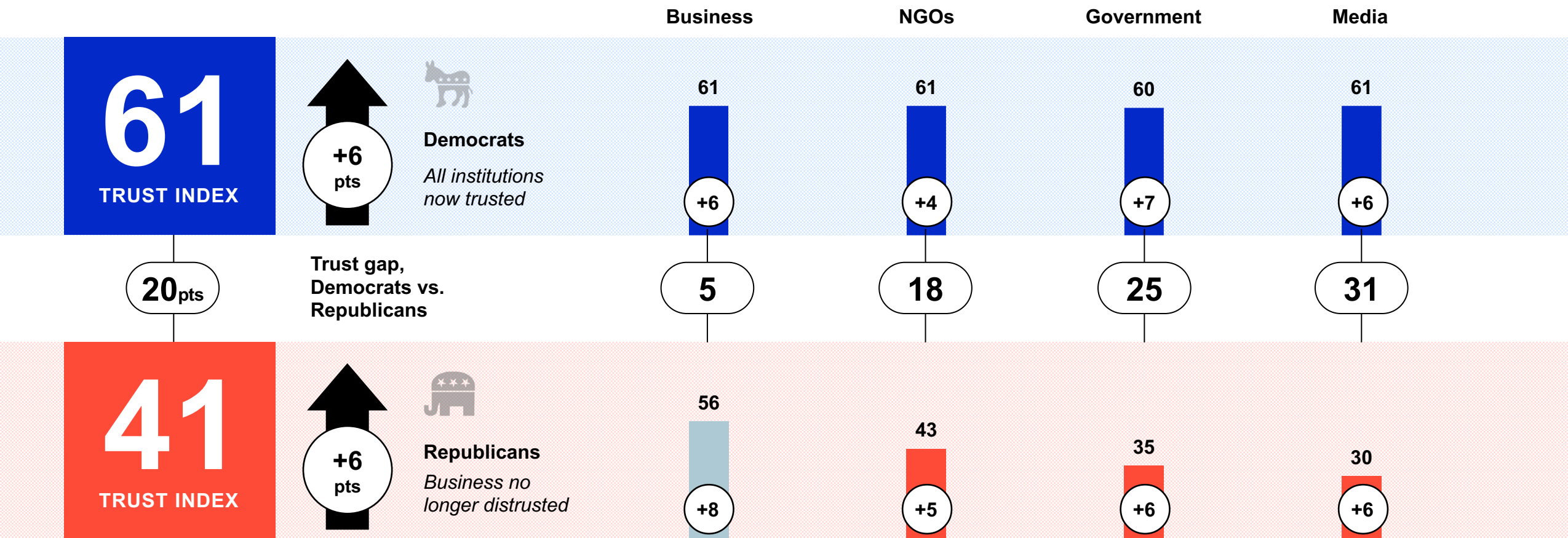
JANUARY TO MAY 2022: TRUST RISES AMONG THOSE WITH HIGH INCOME, INCOME-BASED TRUST DIVIDE WIDENS

Percent trust



JANUARY TO MAY 2022: U.S. TRUST RISES ACROSS INSTITUTIONS AND PARTY LINES

Percent trust, in the U.S.



2022 Edelman Trust Barometer Special Report: The Geopolitical Business. 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., by political affiliation.



UKRAINE CRISIS: A NEW TEST FOR BUSINESS

NEARLY 1 IN 2 BUY OR BOYCOTT BRANDS BASED ON UKRAINE RESPONSE

Percent who say

I have **altered my behavior toward a brand or company** based how it has responded to Russia's invasion of Ukraine

Global 13

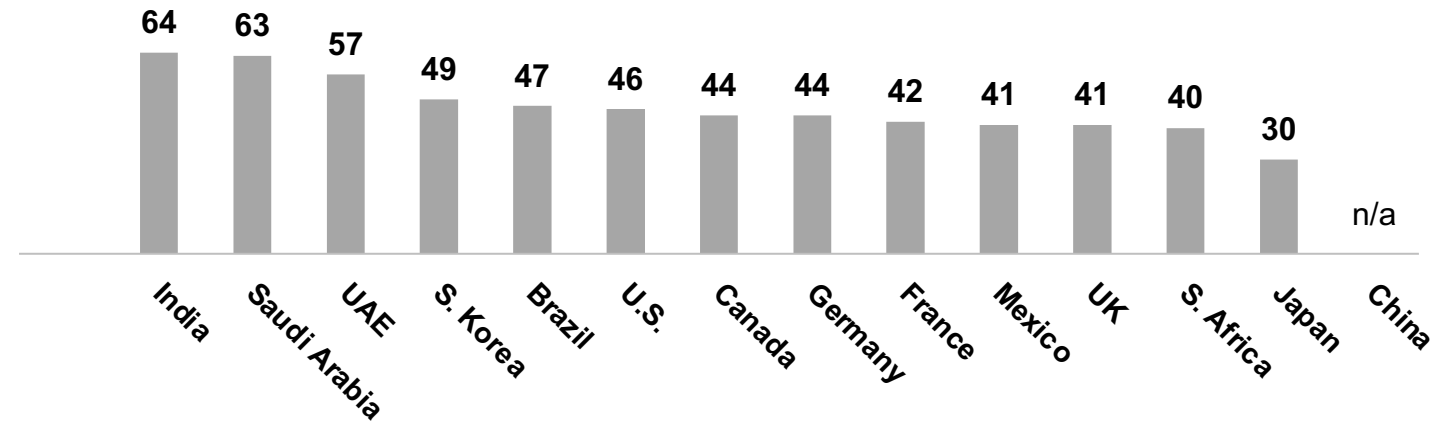
47 (net)
%

Changed behaviors:

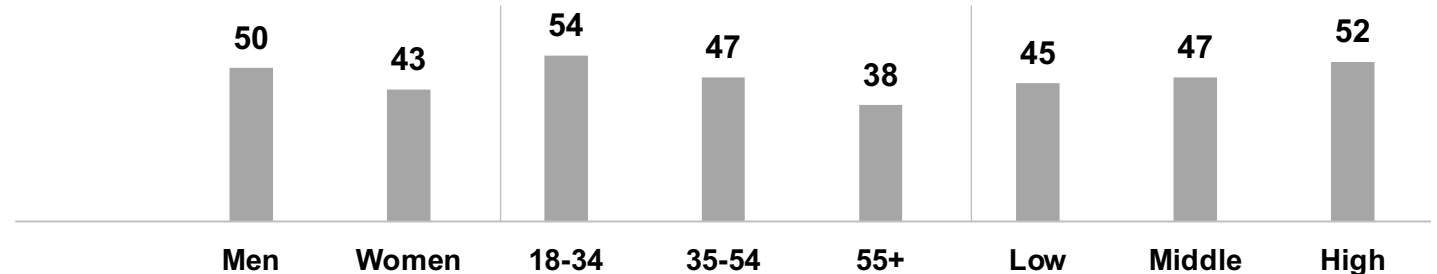
Started or stopped **buying** a brand

Encourage others to stop buying a brand

Markets



Gender | Age | Income



LESS EMPLOYEE LOYALTY AND ADVOCACY WHEN UKRAINE RESPONSE FALLS SHORT

Percent of employees who agree with each statement, among those who say their employer is or is not doing well in meeting their expectations

Loyalty

Employer advocacy

My employer is....



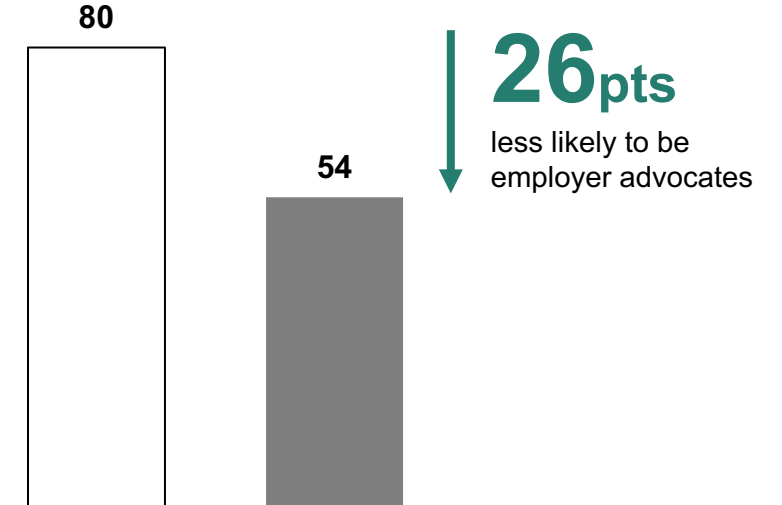
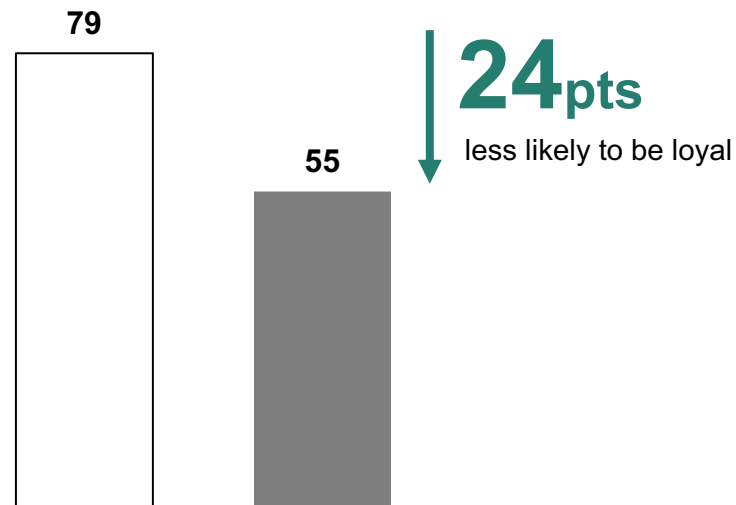
Doing well

NOT doing well

in meeting my expectations for how it should respond to the **Ukraine conflict**

I want to stay working for my employer for many years

I would recommend my employer as an employer to others



2022 Edelman Trust Barometer Special Report: The Geopolitical Business. 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 to those who are an employee of an organization (Q43/1). RUS_SANC_APP. Overall, how well is your employer doing in meeting your expectations for how it should be responding to the Russian invasion of Ukraine? 5-point scale; codes 1-3,99, not doing well; top 2 box, doing well. Question asked to those who are an employee of an organization (Q43/1). General population, 13-mkt avg. Data not collected in China for RUS_SANC_APP.

TRUST IN COMPANIES AT STAKE BASED ON RESPONSE TO THE UKRAINE CONFLICT

Percent who say each company response to the Ukraine conflict would affect their trust in each way



MORE TRUST FOR TAKING ACTION

If a company...	Net, likelihood to increase vs. decrease my trust
ceases business in Russia; protects safety of ex-employees	+31_{pts}
temporarily suspends business in Russia	+27
Supports humanitarian efforts with no further action	+10



LESS TRUST FOR NOT TAKING ACTION

If a company...	Net, likelihood to increase vs. decrease my trust
carries on doing business in Russia	-38_{pts}
makes a statement in support of Ukraine with no further action	-20
no new investments in Russia, but maintains current operations	-15

2022 Edelman Trust Barometer Special Report: The Geopolitical Business. UKE_TRST. Different companies have responded in different ways to Russia's invasion of Ukraine. What effect would each of the following behaviors have on your trust in a company that has responded in this way to the Russian invasion? 6-point scale; bottom 3 box, decrease or eliminate trust; top 2 box, increase trust. General population, 13-mkt avg. Data not collected in China. Data is showing the difference between those who say each would increase vs decrease or eliminate trust. For the full question text, please refer to the appendix.



**CALL FOR BUSINESS ACTION
NOW EXTENDS TO GEOPOLITICS**

NEARLY 6 IN 10 WANT BUSINESS TO ADD GEOPOLITICAL ISSUES TO ITS AGENDA

On average, percent who say

*Each is a **business responsibility**:*

Economic responsibilities

*Create jobs
Provide safe and reliable products
Drive innovation
Grow the economy
Wealth creation*

Societal responsibilities

*Provide training to employees
Support local communities
Provide trustworthy information
Address climate change, pollution, poverty,
and food/water insecurity
Address discrimination, wage inequality,
healthcare, and education
Promote cooperation across political differences*

Geopolitical responsibilities

*Cultivate admiration for our country's values
Punish countries that violate human rights and
international law*

85%

77%

59%

2022 Edelman Trust Barometer Special Report: The Geopolitical Business. CORP_ROLE. Do you consider each of the following to be a primary, secondary, or not a responsibility of business? 3-point scale; code 1, primary; code 2, secondary. Sum of codes 1 and 2. General population, 14-mkt avg. "Economic responsibilities" is an average of attributes 1-2, 4-6. "Societal responsibilities" is an average of attributes 3, 7, 9-11, and 13. "Geopolitical responsibilities" is an average of attributes 12 and 14. Attributes under each responsibility grouping shown in rank order. For the full question text, please refer to the appendix.

BUSINESS EXPECTED TO ACT IN RESPONSE TO AN UNPROVOKED INVASION

Percent who say

When a country engages in an **unprovoked invasion** of another country, **I expect companies** that have business interests in that country **to respond** in one or more ways

Global 14

95%
(net)

Business expected to take one or more of these actions:

Publicly speak out against this behavior	32
Apply political or economic pressure	28
Combat misinformation and provide trustworthy information	28
Cease new business investments	25
Terminate business activities	23
Business should carry on as usual	5

2022 Edelman Trust Barometer Special Report: The Geopolitical Business. BUS_RESP. For each of the following scenarios, please indicate how you feel corporations that have business interests in the countries or markets involved should respond. Pick all that apply. General population, 14-mkt avg. Data on the left is a net of codes 1-5. For the full question text, please refer to the appendix.

BUSINESS ACTION EXPECTED ON GEOPOLITICS BEYOND ACTIVE CONFLICTS

Percent who say they would expect companies to respond in one or more ways if they have business interests in a country with one of these scenarios

If a country has...

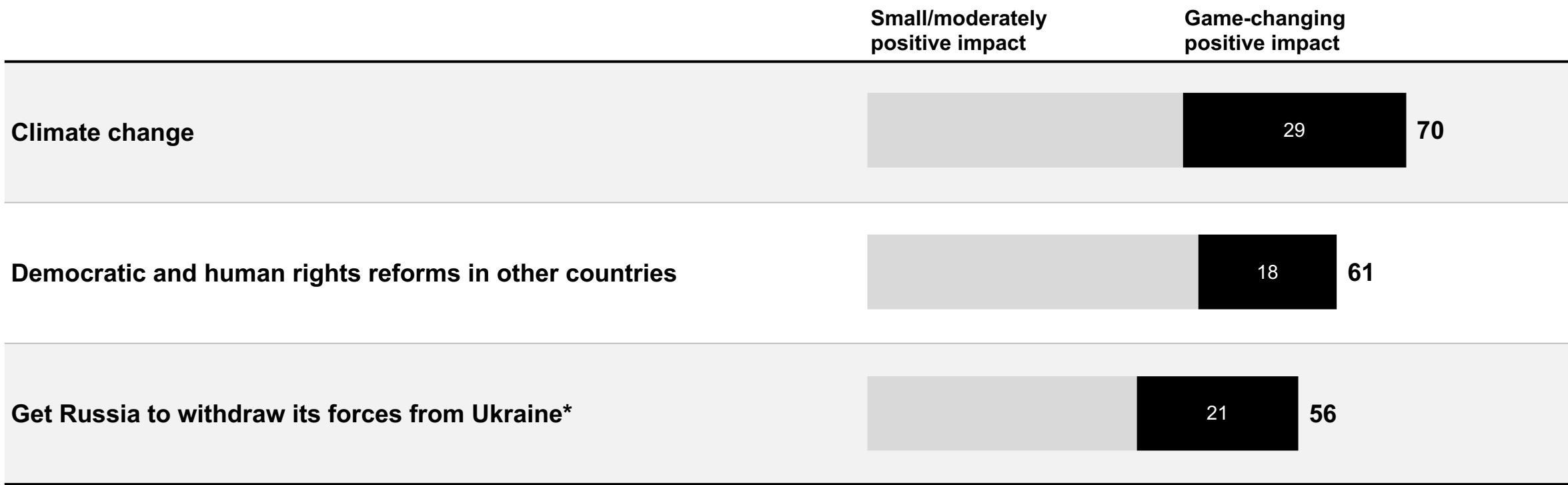
A repressive government	Abusive labor practices	Inadequate environmental protections	
95%	97%	94%	I expect business to take one or more of these actions (net)
34	39	32	Publicly speak out against this behavior
30	29	31	Apply political or economic pressure
29	26	30	Combat misinformation and provide trustworthy information
23	24	24	Cease new business investments
18	22	14	Terminate business activities
5	3	6	<i>Business should carry on as usual</i>

2022 Edelman Trust Barometer Special Report: The Geopolitical Business. BUS_RESP. For each of the following scenarios, please indicate how you feel corporations that have business interests in the countries or markets involved should respond. Pick all that apply. General population, 14-mkt avg. Data on the top row is a net of codes 1-5. For the full question text, please refer to the appendix.

BUSINESS SEEN AS HAVING POWER TO INFLUENCE GEOPOLITICS

Percent who say

If business devoted significant time and effort into addressing each issue, it could have a positive impact on...



BUSINESS EXPECTED TO DRAW A LINE IN THE SAND

Majority in 13 of 14 markets

Which do you agree with more?

Global 14

62%

Businesses have **a moral responsibility to set limits** on what is acceptable and pull out of countries that operate beyond them

or -----

Because all countries engage in immoral behavior, such behavior is **not a viable criterion for whether it is acceptable** to do business in a particular country

Majority in 10 of 14 markets

Which do you agree with more?

Global 14

55%

Businesses that fail to condemn and punish a country's behavior express **implicit approval of that behavior**

or -----

Businesses that condemn a country's behavior are **guilty of imposing their own sense of morality** on a culture they may not understand

A large, light gray, stylized number '22' serves as a background for the text. The '2's are thick and rounded, with a modern, sans-serif feel.

THE GEOPOLITICAL CEO

CEOS EXPECTED TO LEAD— NOT WAIT FOR GOVERNMENT TO ACT

Percent who agree

CEOs should proactively curtail business activities in countries that...

**...commit human rights
abuses** *rather than waiting for
government to impose sanctions*

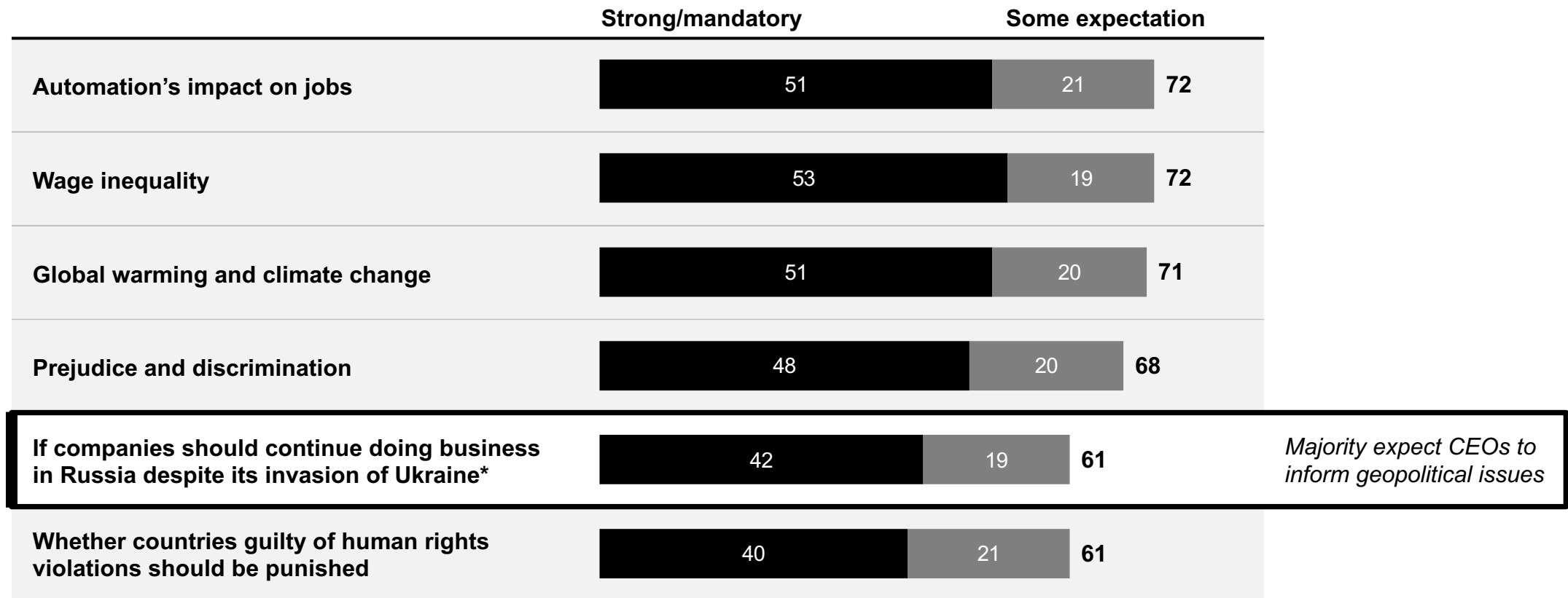
64%

**...threaten our national
security** *rather than waiting for
government to impose sanctions*

62%

CEOS EXPECTED TO SHAPE POLICY ON SOCIETAL AND GEOPOLITICAL ISSUES

Percent who expect CEOs to inform and shape conversations and policy debates about each issue

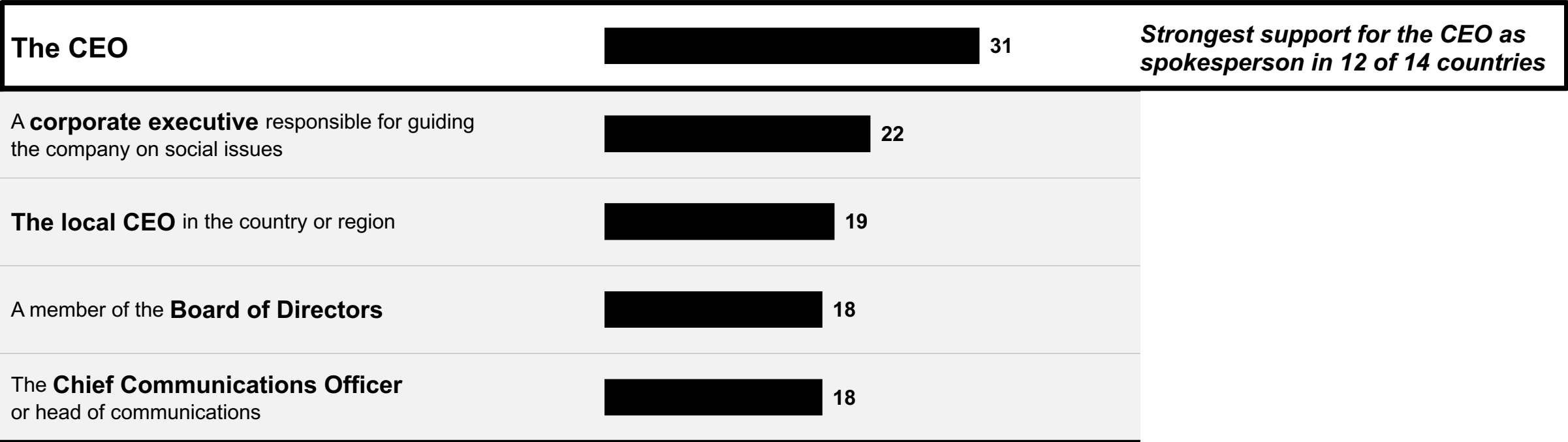


2022 Edelman Trust Barometer Special Report: The Geopolitical Business. CEO_RSP. For each of the following topics, please indicate to what degree corporate CEOs should be held responsible for directly helping to inform and shape ongoing conversations and policy debates. 5-point scale; top 2 box, strong/mandatory; code 3, some expectation. Question asked of half of the sample. General population, 13-mkt avg. * Attribute not asked in China. For the full question text, please refer to the appendix.

CEO MUST BE FRONTLINE COMMUNICATOR ON SOCIAL AND GEOPOLITICAL ISSUES

Percent who say

A company should use the following spokesperson to communicate **its response to a contentious social or geopolitical issue**



GEOPOLITICS AND THE STAKES FOR BUSINESS

1

**Geopolitics is
here to stay**

*Geopolitics now front and
center for CEOs, with a
prominent place on the
business agenda*

2

**Societal issues
at the fore**

*Business must continue to
prioritize societal issues and
close the income-based
trust divide*

3

**Economic growth
and financial stability
still the core remit**

*Business must mitigate
against impact of economic
downturn on society*

4

**CEOs must lead
from the front**

*CEOs expected to be the
face of company policies
and actions on geopolitics*

Special Report:
Business and
Racial Justice in
America



Edelman Trust Barometer 2022



2022 Edelman Trust Barometer Special Report

Business and Racial Justice in America

Fieldwork: April 19 – April 25, 2022

Fieldwork for other data cited:

April 2021: collected between April 19 and 26, 2021

May 2022*: collected between May 17 and 20, 2022, the week following the May 14 Tops grocery store shooting in Buffalo, NY

*Note: the sample sizes collected in May vary from those in the rest of this report.

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=1,283); Black, Hispanic, and Asian +/- 4.4% (n=500)

U.S. Online Survey

- 2,000 general population respondents
- All data is nationally representative based on age, region, gender, ethnicity
- Racial and ethnic segments

White	n=1,283
Black	n=500
Hispanic	n=500
Asian**	n=500

- All racial and ethnic segments are nationally representative based on age, region and gender

**Asian includes Native Hawaiian and Pacific Islanders

Demographic Composition

Northeast	19%	Male	49%	Republican	28%
Midwest	23%	Female	51%	Democrat	44%
South	36%			Ind./Third-party	23%
West	22%	18-34	29%		
		35-54	34%		
		55+	37%		



**EMPLOYERS FAIL TO
HEED GROWING CALL
FOR RACIAL JUSTICE**

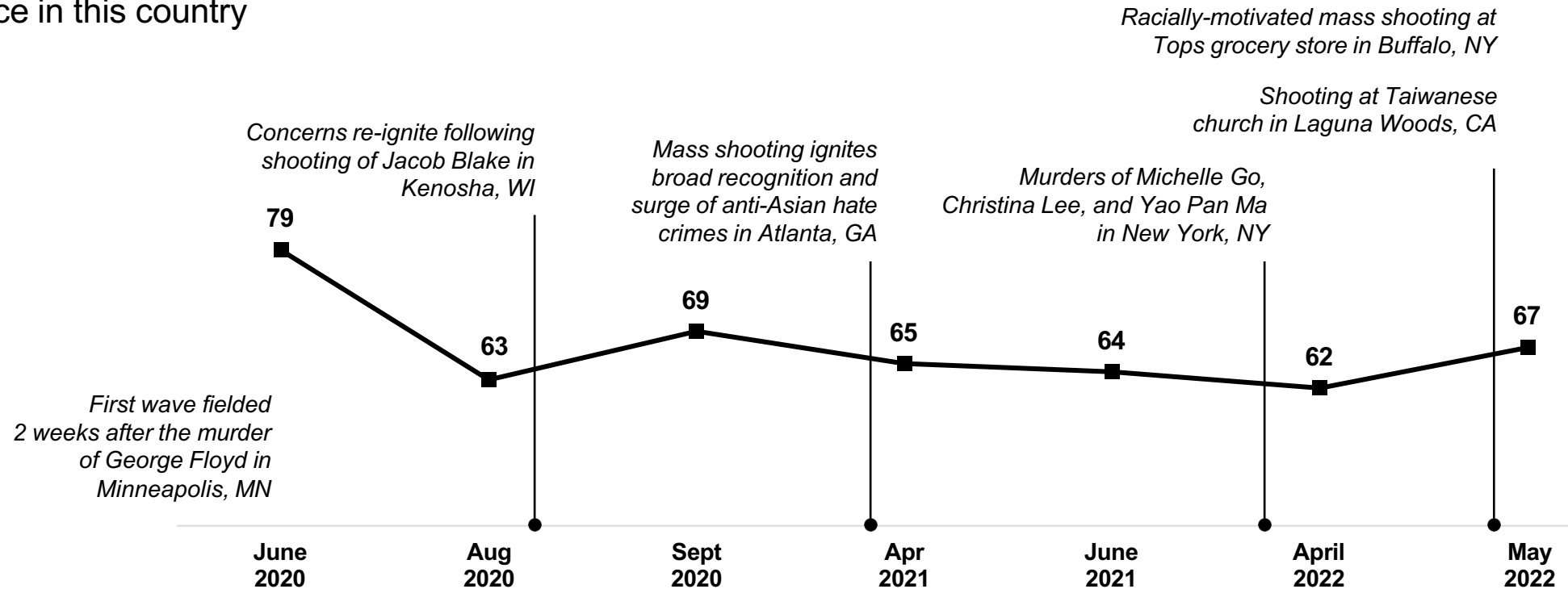
2020 – 2022:

AMERICA IN A STATE OF CONSTANT ELEVATED ANXIETY OVER RACISM

Percent who say

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

U.S. general population



2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. Q1. How concerned are you about systemic racism and racial injustice in this country? 7-point scale. General population, U.S. Data is a sum of codes 5-7. May 2022 data came from a separate flash poll conducted between May 17 and 20, 2022.

MAY 2022: RACISM FEARS SURGE ACROSS COMMUNITIES FOLLOWING RACIALLY-MOTIVATED VIOLENCE

Percent who say



May 14, 2022

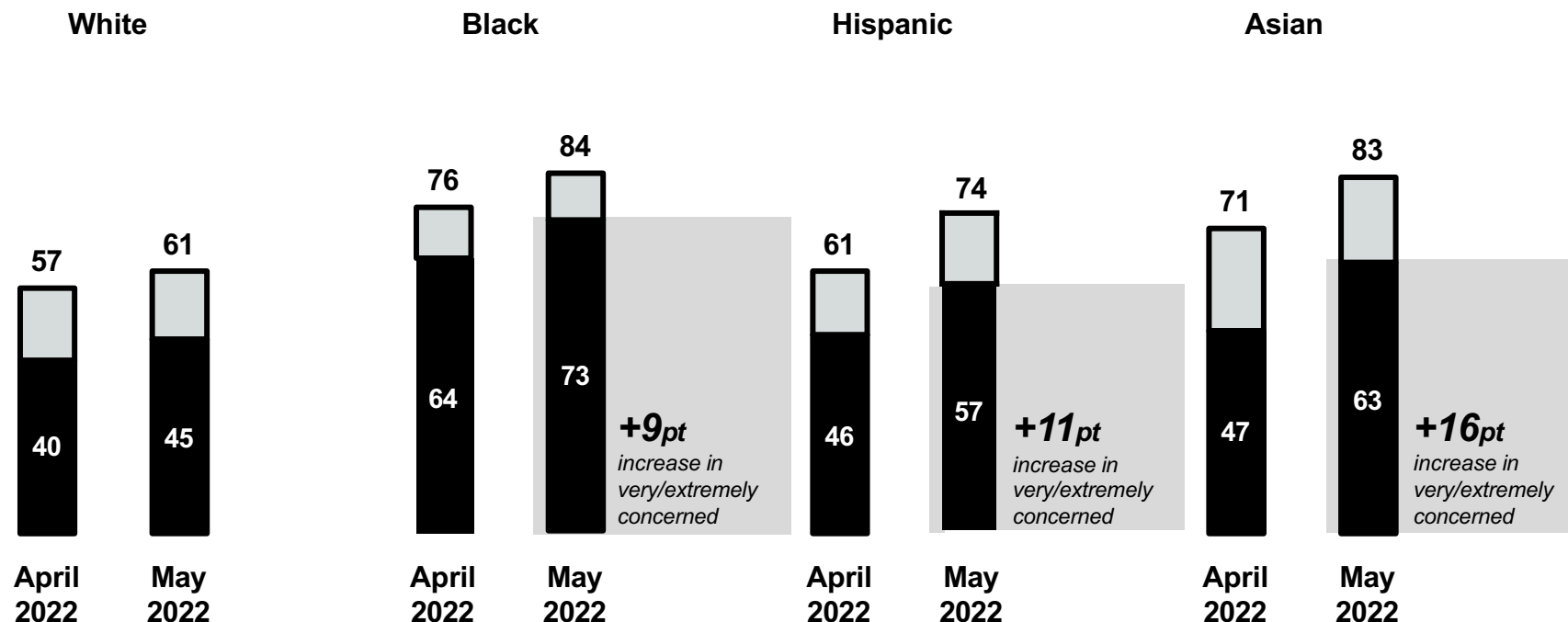
Mass shooting at Tops grocery store in Buffalo, NY

May 15, 2022

Shooting at Taiwanese church in Laguna Woods, CA

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

 Percent who are **concerned**
 Percent who are **very/extremely concerned**

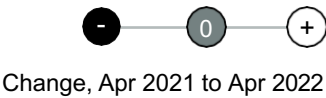


2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. Q1. How concerned are you about systemic racism and racial injustice in this country? 7-point scale; code 5, concerned; top 2 box, very/extremely concerned. U.S., among Non-Hispanic White, Black, Hispanic and Asian populations. May 2022 data came from a separate flash poll conducted between May 17 and 20, 2022.

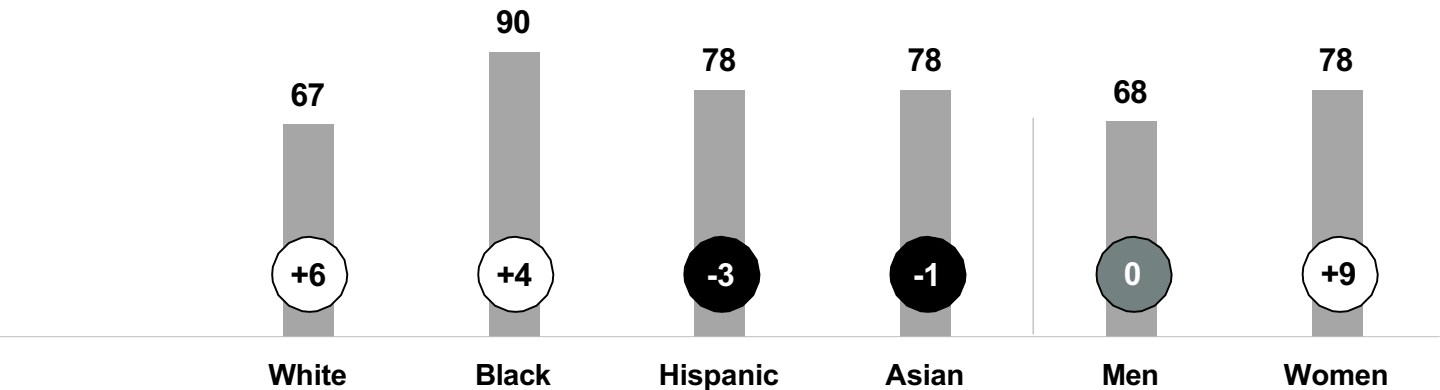
RECOGNITION OF RACIAL INJUSTICE GROWS ACROSS DEMOGRAPHICS

Percent who say

I believe **systemic racism**
and **racial injustice**
exist in this country



Communities | Gender

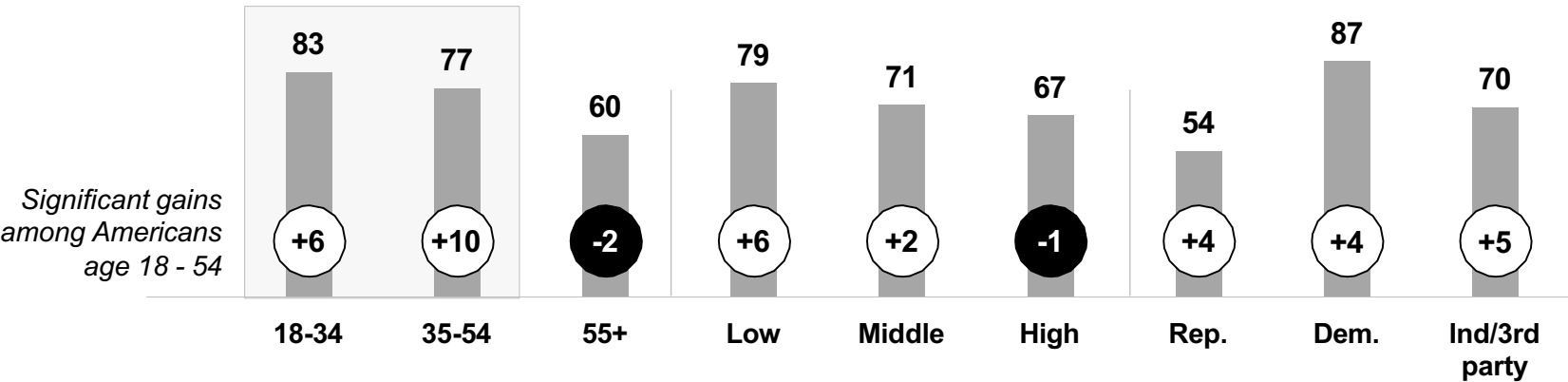


U.S. general population

73%



Age | Income | Political affiliation



2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. Q7. Do you personally believe that systemic racism and racial injustice exists in this country today? General population, U.S., and by demographics, and among Non-Hispanic White, Black, Hispanic and Asian populations.

MAJORITY OF AMERICANS AGES 18 TO 54 NOW IN THE FIGHT FOR RACIAL JUSTICE

Percent who say they have done each in response to racism in this country

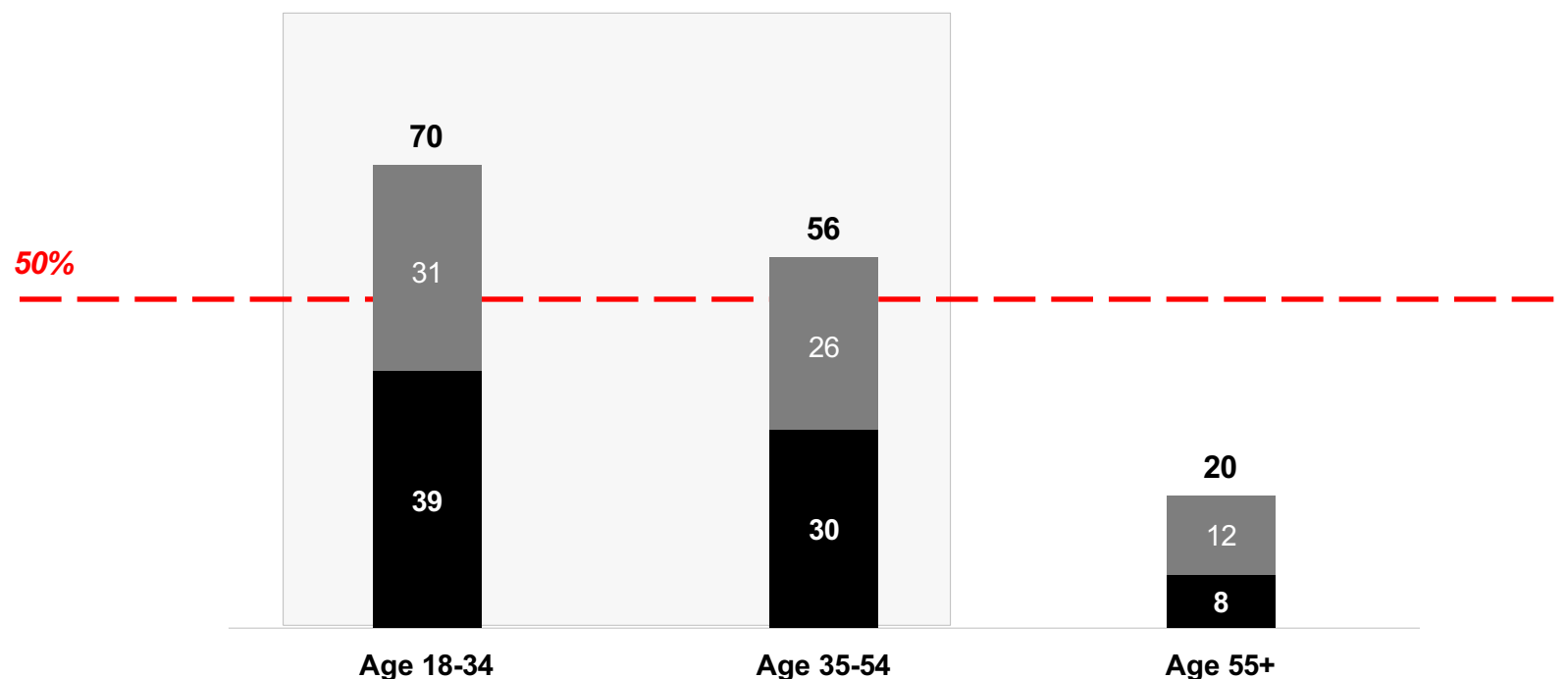
I have **advocated** or **acted** against racism

Advocates only

- Supported product boycotts
- Posted anti-racist content
- Signed petitions to support anti-racist initiatives
- “Liked” or reposted anti-racist content

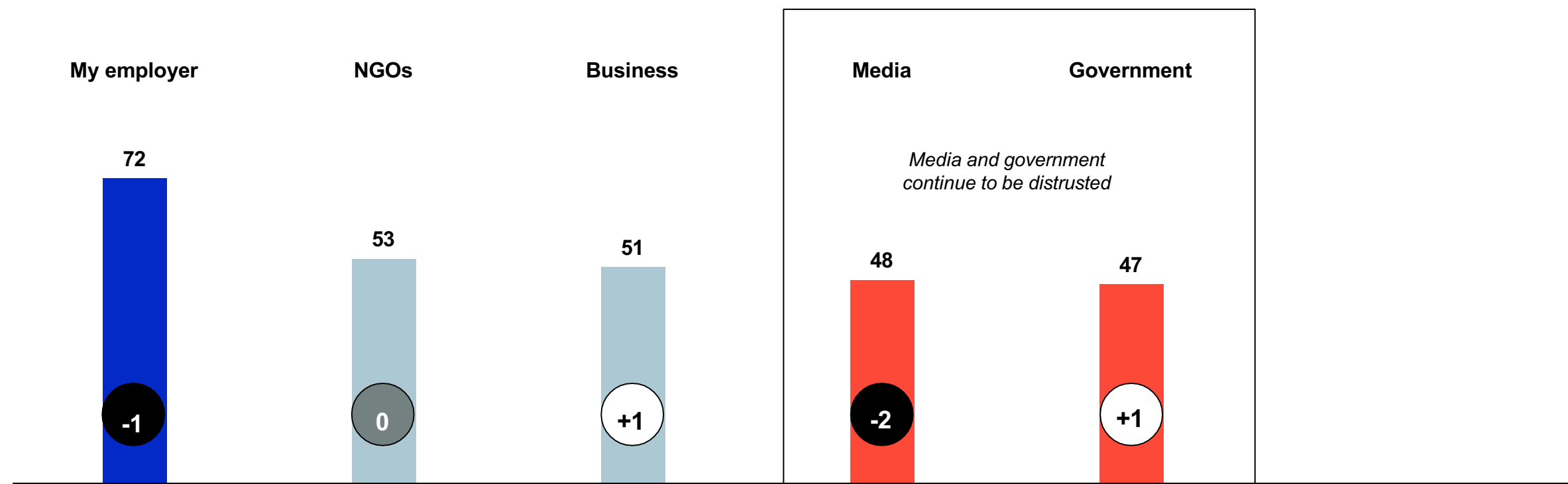
Activists

- Attended public protests
- Communicated with political or business leaders
- Campaigned for political candidates
- Volunteered with organizations fighting racism



MY EMPLOYER REMAINS ONLY INSTITUTION TRUSTED ON RACISM RESPONSE

Among those who believe racism exists, percent who trust each to do what is right when it comes to responding to systemic racism and racial injustice in this country



2022 Edelman Trust Barometer Special Report: Business and 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. General population, U.S. "My employer" only shown to those who are an employee of an organization (Q43/1). Data is filtered to be among those who say they personally believe that systemic racism and racial injustice exists in this country today (Q7/1).



RACIAL JUSTICE AT WORK: EMPLOYEES RAISE THE STAKES

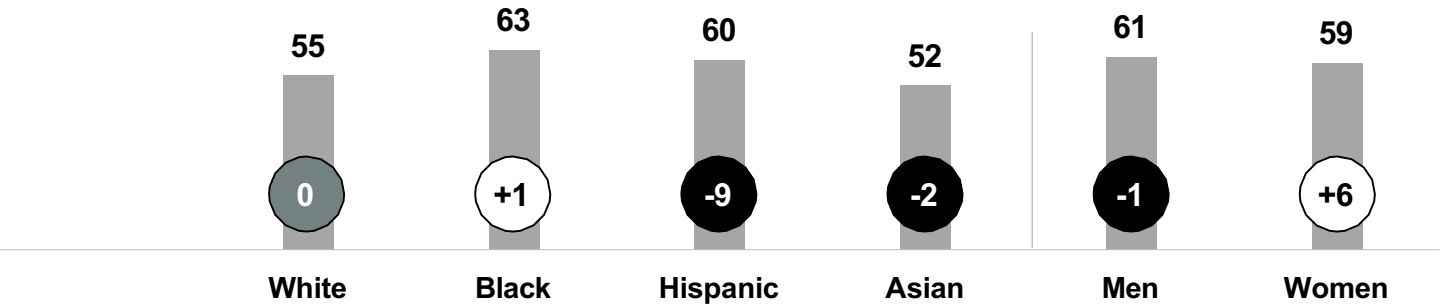
EMPLOYEES CHOOSE OR LEAVE JOBS OVER THEIR EMPLOYER’S RACISM RESPONSE

Change, Apr 2021 to Apr 2022

Percent of employees who agree

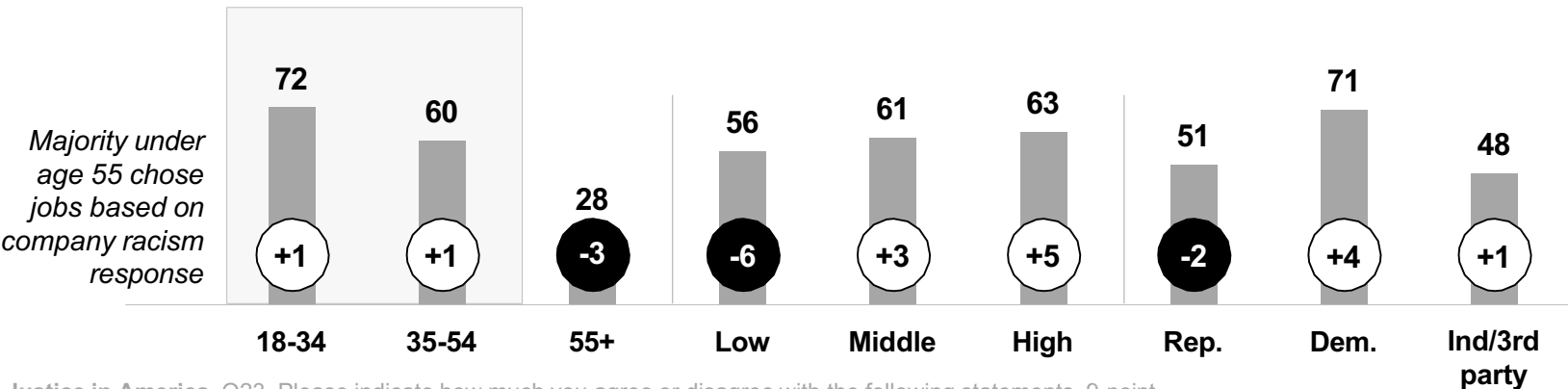
Communities | Gender

I would not work for an organization that fails to speak out against racial injustice, or **I have left a job in the last year** because the organization has failed to address racism



U.S. employees

Age | Income | Political affiliation



2022 Edelman Trust Barometer Special Report: Business and 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., and by demographics, and among Non-Hispanic White, Black, Hispanic and Asian populations. Data is filtered to be among those who are an employee of an organization (Q43/1). Data is a net of attributes 3, 20, and 21.

MORE EMPLOYEE LOYALTY, ADVOCACY, AND COMMITMENT WITH MEANINGFUL PROGRESS ON RACIAL JUSTICE

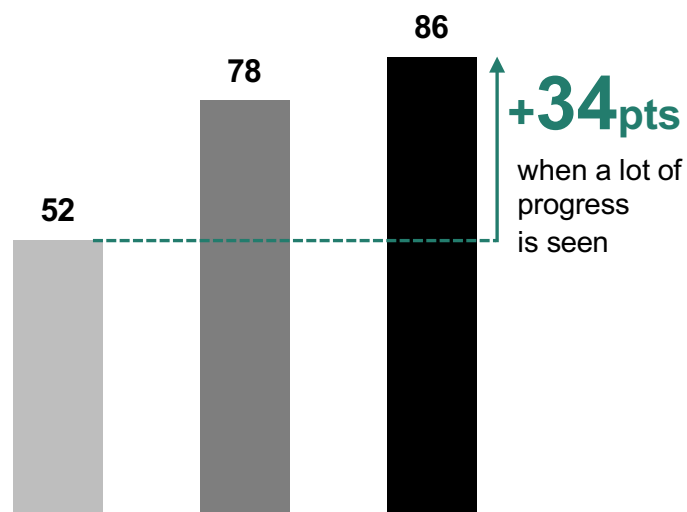
Percent of employees who agree with each statement, across amount of progress seen

How much meaningful progress has your employer made addressing racism and racial inequities in the workplace?

None Some A lot

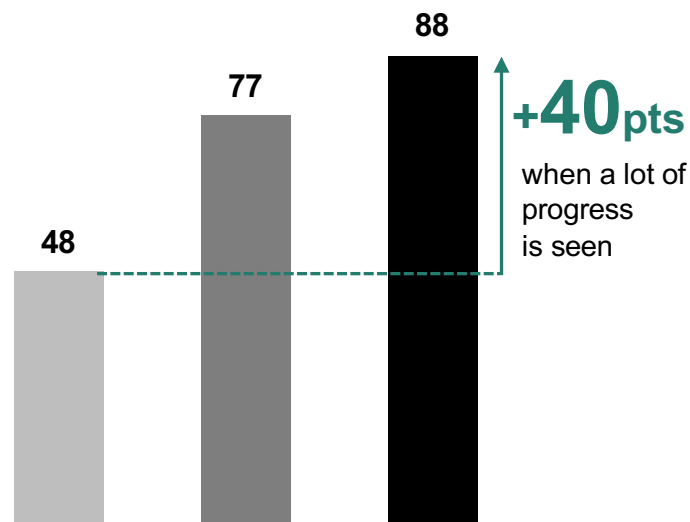
LOYALTY

I want to stay working for my employer for many years



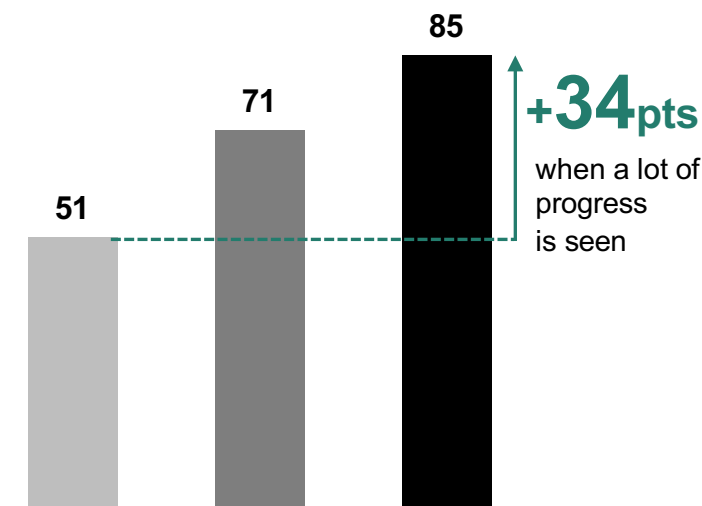
EMPLOYER ADVOCACY

I would recommend my employer as an employer to others



COMMITMENT

I do more than what is expected to help my employer succeed



2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. 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 of an organization (Q43/1). "Loyalty" is attribute 1; "Advocacy" is attribute 3; "Commitment" is an average of attributes 4-6. General population, U.S., among those who see a lot of progress (WORK_PROG/1), some progress (WORK_PROG/2) or no progress (WORK_PROG/3-4).

A large, faint, light gray number '22' is centered in the background of the image.

**EMPLOYERS FAIL TO
LIVE UP TO THEIR PROMISES**

LESS THAN 1 IN 4 EMPLOYEES REPORT A WORKPLACE FREE OF RACISM

Percent of employees who say this is true of their organization

	U.S. employees	White	Black	Hispanic	Asian
My work environment is free of microaggressions	<div></div> 24	23	23	24	25
We are free of racist traditions/people	<div></div> 23	22	22	25	20

2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. IDEAL_WRKPL. Which of the following, if any, are true of the organization you work for? Question asked of those who are an employee of an organization (Q43/1). General population, U.S., and among Non-Hispanic White, Black, Hispanic and Asian populations. For the full question text, please refer to the appendix.

LESS THAN 1 IN 4 EMPLOYEES REPORT A REPRESENTATIVE WORKPLACE

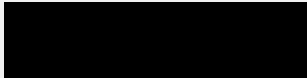
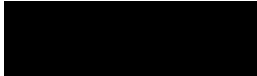
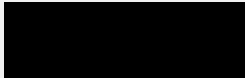
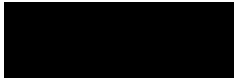
Percent of employees who say this is true of their organization

	U.S. employees	White	Black	Hispanic	Asian
Our workforce is racially representative	 23	24	22	22	29
Mid-level managers are racially representative	 19	18	20	19	17
We have diverse suppliers	 19	14	22	27	22
Our executive leadership team is racially representative	 16	15	17	18	13
Our Board of Directors is racially representative	 14	10	14	16	11

2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. IDEAL_WRKPL. Which of the following, if any, are true of the organization you work for? Question asked of those who are an employee of an organization (Q43/1). General population, U.S., and among Non-Hispanic White, Black, Hispanic and Asian populations. For the full question text, please refer to the appendix.

ONLY 1 IN 4 CAN COUNT ON THEIR EMPLOYER FOR EQUITY AND INCLUSION

Percent of employees who say this is true of their organization

	U.S. employees	White	Black	Hispanic	Asian
Pay equity across employees	 25	25	25	29	21
Programs for career development of racially diverse employees	 21	18	22	25	19
Community initiatives that serve the needs of all racial and ethnic communities	 20	20	19	21	19
Employee assistance programs for diverse employees	 19	19	18	19	18

2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. IDEAL_WRKPL. Which of the following, if any, are true of the organization you work for?
Question asked of those who are an employee of an organization (Q43/1). General population, U.S., and among Non-Hispanic White, Black, Hispanic and Asian populations. For the full question text, please refer to the appendix.

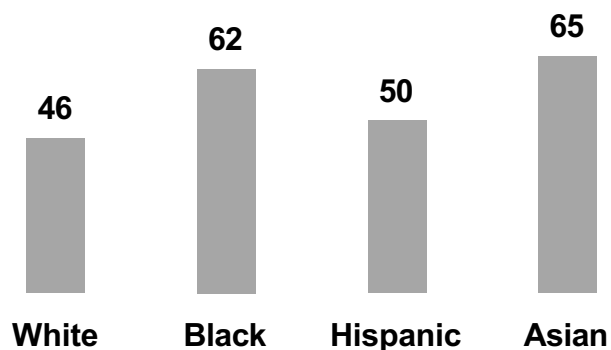
LACK OF DEI LEADERSHIP IMPEDES EMPLOYER PROGRESS ON RACISM

Percent of employees who say

I do not see my company making much progress addressing racism and racial inequity in the workplace

U.S. employees

52%



Among those that don't see much progress, top 5 reasons why (shown in rank order)

No one is tasked with leading DEI initiatives

Too many employees worry DEI initiatives would exclude them

Executives do not prioritize eliminating racial inequities

Executives do not see racism as a problem

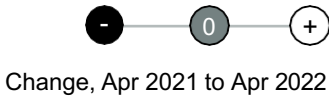
No one has called for DEI

2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. WORK_PROG. Do you feel that the organization you work for is making meaningful progress when it comes to addressing racism and racial inequities in your workplace? 5-point scale; codes 2-4; not much or any progress. Question asked to those who are an employee of an organization (Q43/1). General population, U.S., and among Non-Hispanic White, Black, Hispanic and Asian populations. WHY_NO_ACT. You said that you are not seeing any or much meaningful progress from the organization you work for when it comes to addressing racism and racial inequities. Why do you feel your organization is not making much or any progress? Pick all that apply. Question asked to those who are not seeing a lot of meaningful progress (WORK_PROG/2-4). General population, U.S. Data on the right is in rank order, showing the top 5, with ties broken by nearest decimal place. "None of the above" is excluded from the ranking. For the full question text, please refer to the appendix.

HEAD OF DEI LACKS CREDIBILITY; NO SINGLE VOICE TRUSTED

Percent of employees who say

I trust each to tell me the truth about racism, diversity, equity and inclusion within my organization



Highest agreement among each community

	U.S. employees	White	Black	Hispanic	Asian
I do not trust anyone in the organization	+3 26	28	26	26	32
My racially diverse co-workers	+1 28	26	33	28	33
My direct boss/supervisor	-1 27	27	22	28	24
Head of HR	+1 24	24	22	24	21
The CEO	+2 24	27	19	23	15
Racially diverse executives	0 20	20	21	20	14
Head of DEI	-3 18	19	20	16	19

2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. VOICES. Which of the following people do you trust to tell you the truth about racism, diversity, equity and inclusion matters within the organization you work for? Pick all that apply. Question asked of those who are an employee of an organization (Q43/1). General population, U.S., and among Non-Hispanic White, Black, Hispanic and Asian populations.

ONLY 4 IN 10 AGREE DEI INITIATIVES BENEFIT ALL EMPLOYEES

Percent who say each group benefits from workplace diversity, equity and inclusion initiatives

	U.S. general population		White	Black	Hispanic	Asian
All employees	<div></div> 38		39	40	37	48
Black employees	<div></div> 21		20	23	20	17
Hispanic employees	<div></div> 14		12	13	20	11
Asian employees	<div></div> 12		11	10	11	14
White employees	<div></div> 9		9	12	10	7
No one. I do not feel anyone benefits	<div></div> 19		22	15	13	15



**RACISM AT WORK:
AN URGENT NEED FOR
LEADERSHIP AND ACTION**

THE FIGHT FOR RACIAL JUSTICE: COMPANIES MUST KEEP THE PROMISES THEY'VE MADE

Percent who say

I believe **companies** are not
living up to the promises they
have made to address racism
within their organization and
the country

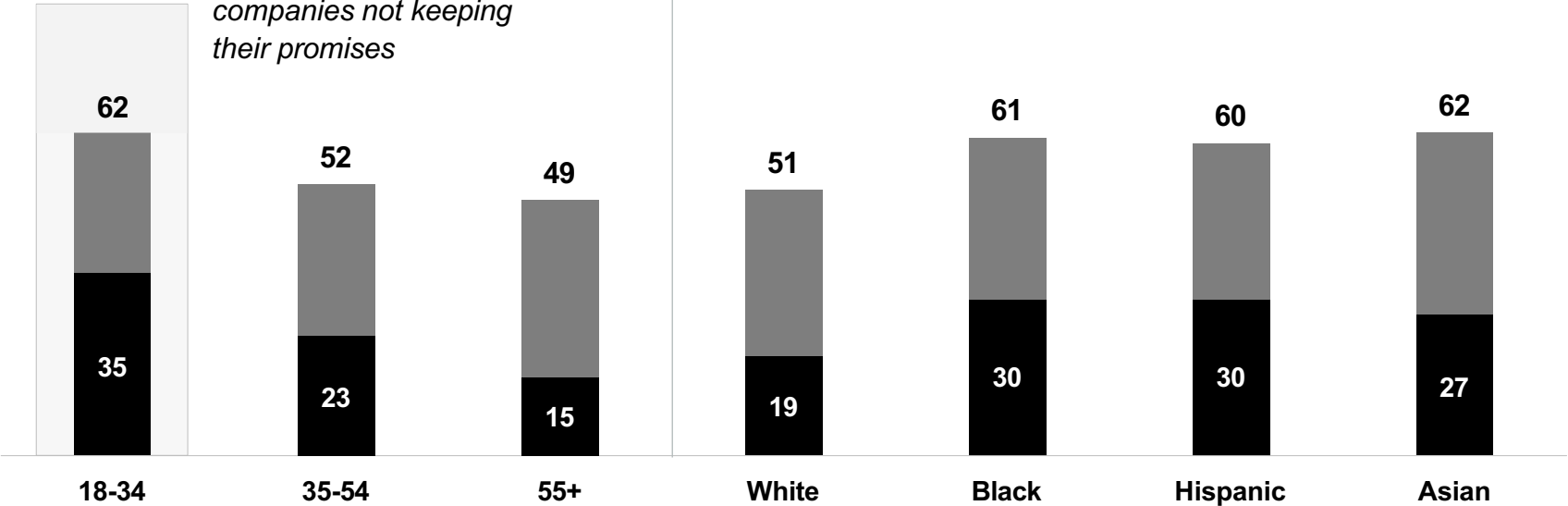
Age | Communities

Among ages 18–34,
6 in 10 believe
companies not keeping
their promises

Majority across communities

Companies are doing **mediocre**

Companies are **failing/doing poorly**



GET EDUCATED AND LEAD DEI EFFORTS

Percent who say

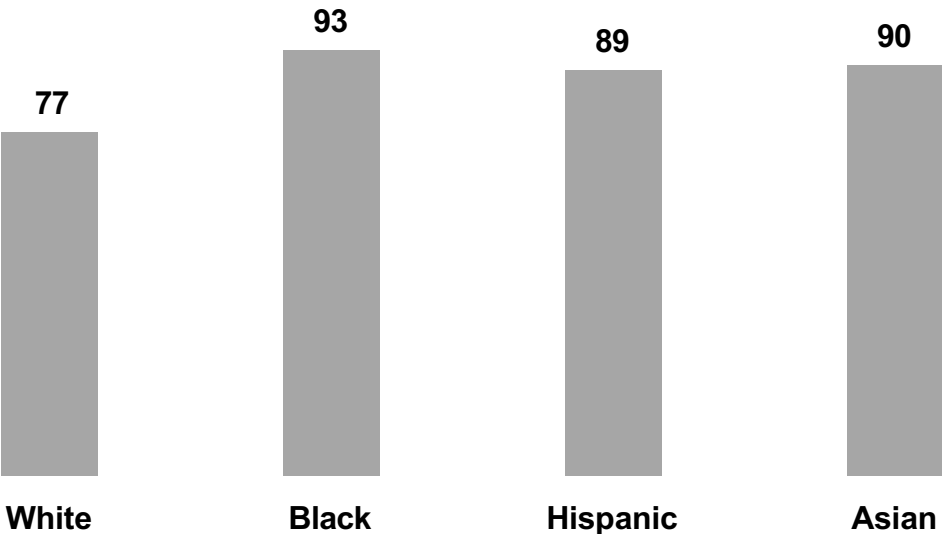
I expect CEOs to do something in response to systemic racism and racial injustice

Top 5 actions CEOs expected to take:

- Institute a **policy of zero tolerance** of racism
- Educate themselves** on issues that impact communities
- Ensure their **workforce at all levels is representative** of the country as a whole
- Ensure there is **diversity on the company's board**
- Foster the **career growth** of Black, Hispanic and Asian employees

U.S. general population

82%



EQUITY AMONG URGENT ISSUES FOR CEOS TO ADDRESS

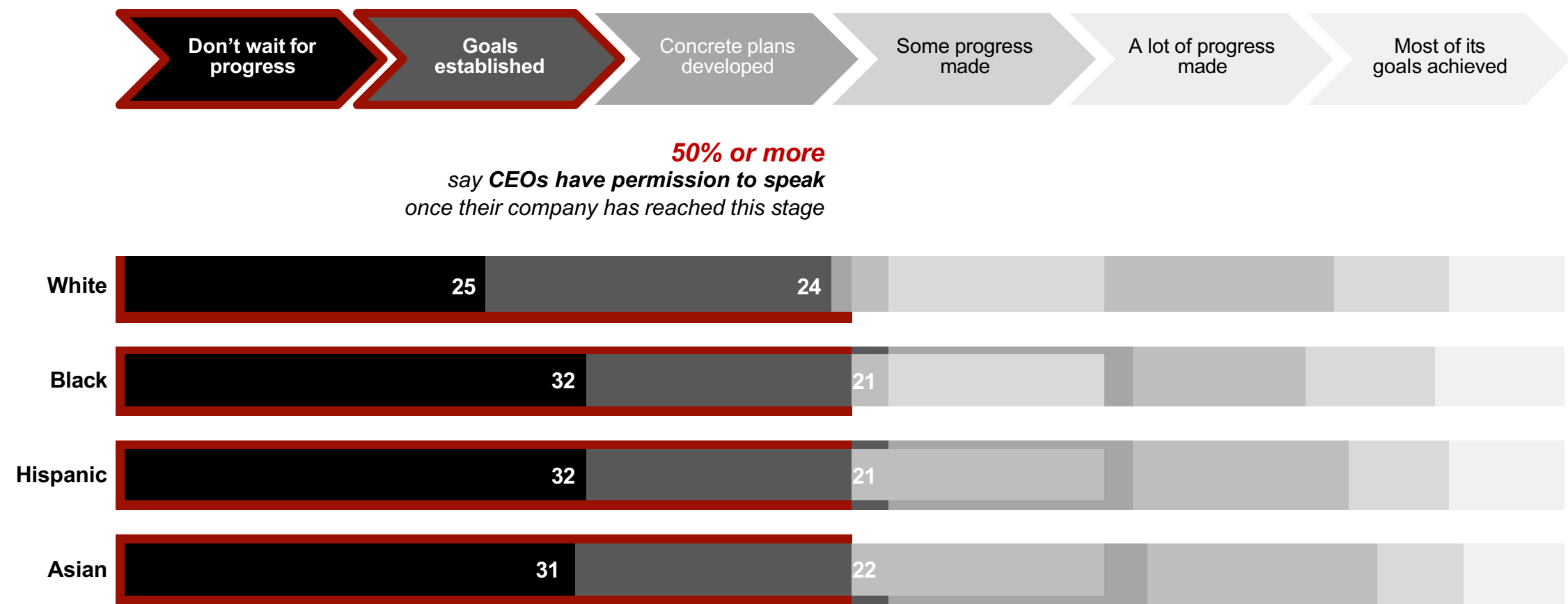
Percent who **expect** CEOs to inform and shape conversations and policy debates about each issue

	Strong/ mandatory	Some expectation	White	Black	Hispanic	Asian
Wage inequality	45	67	66	76	71	75
Technology and automation's impact on jobs	38	63	61	70	66	69
Prejudice and discrimination	41	62	57	73	69	71
Global warming and climate change	40	61	56	68	66	69
Whether companies should continue doing business in Russia	40	61	59	63	62	70
Systemic racism and racial injustice	41	60	56	76	66	68
Gender inequality	38	59	54	70	69	69
Immigration	31	54	49	63	64	53
LGBTQIA+ rights	32	53	49	66	58	60

2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. CEO_RSP. For each of the following topics, please indicate to what degree corporate CEOs should be held responsible for directly helping to inform and shape ongoing conversations and policy debates. 5-point scale; top 2 box, strong/mandatory; code 3, some expectation. Question asked of half of the sample. General population, U.S., and among Non-Hispanic White, Black, Hispanic and Asian populations.

CEOS: DON'T WAIT FOR PROGRESS TO TAKE A STAND

Percent who say: **Before a CEO speaks out on racism,**
how far along should their own company be in achieving racial equity and diversity goals?



BUSINESS AND THE FIGHT FOR RACIAL JUSTICE: FROM WORDS TO MEANINGFUL ACTION

1

Action earns trust

The majority of Americans under age 55 will support or avoid companies and employers based on their racism response and culture of inclusion.

2

Empower and embed DEI across operations

Employers must set clear DEI commitments, allocate resources, and provide support, access and visibility to DEI leaders.

3

CEOs must show personal commitment

The CEO must set the tone and demonstrate a personal commitment to get educated about systemic racism, and to create accountability and action.

4

Drive structural and cultural change

Go beyond the words to show measurable progress on representation, create an inclusive workplace culture and enforce zero tolerance of discrimination.