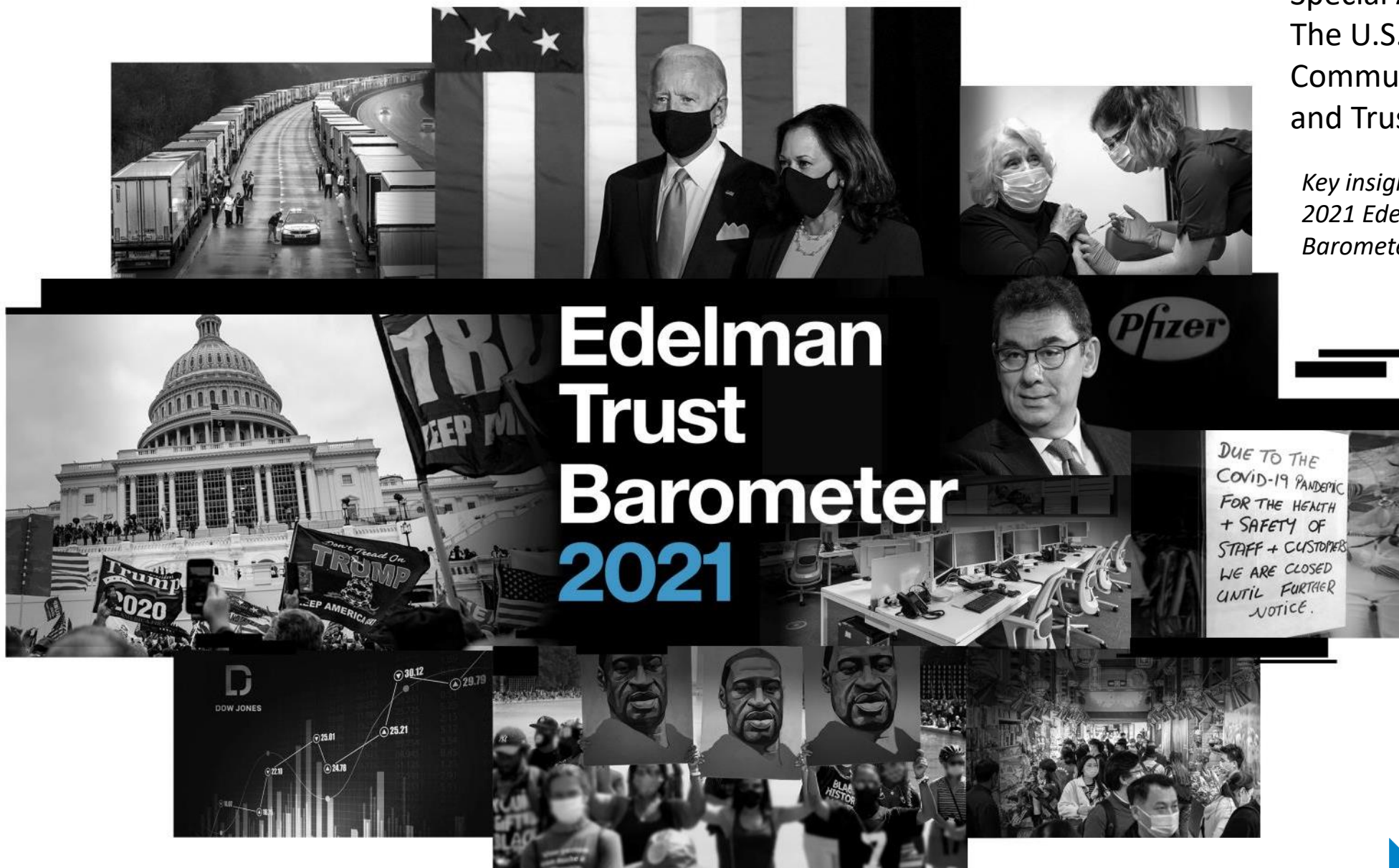


Special Analysis:
The U.S. Latinx
Community
and Trust

*Key insights from the
2021 Edelman Trust
Barometer*



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



[2021 Edelman Trust Barometer](#)

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



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

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



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

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



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

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

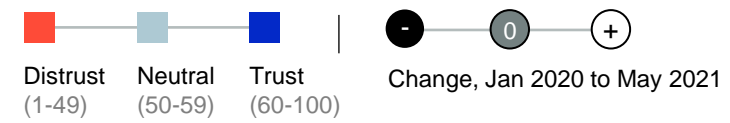
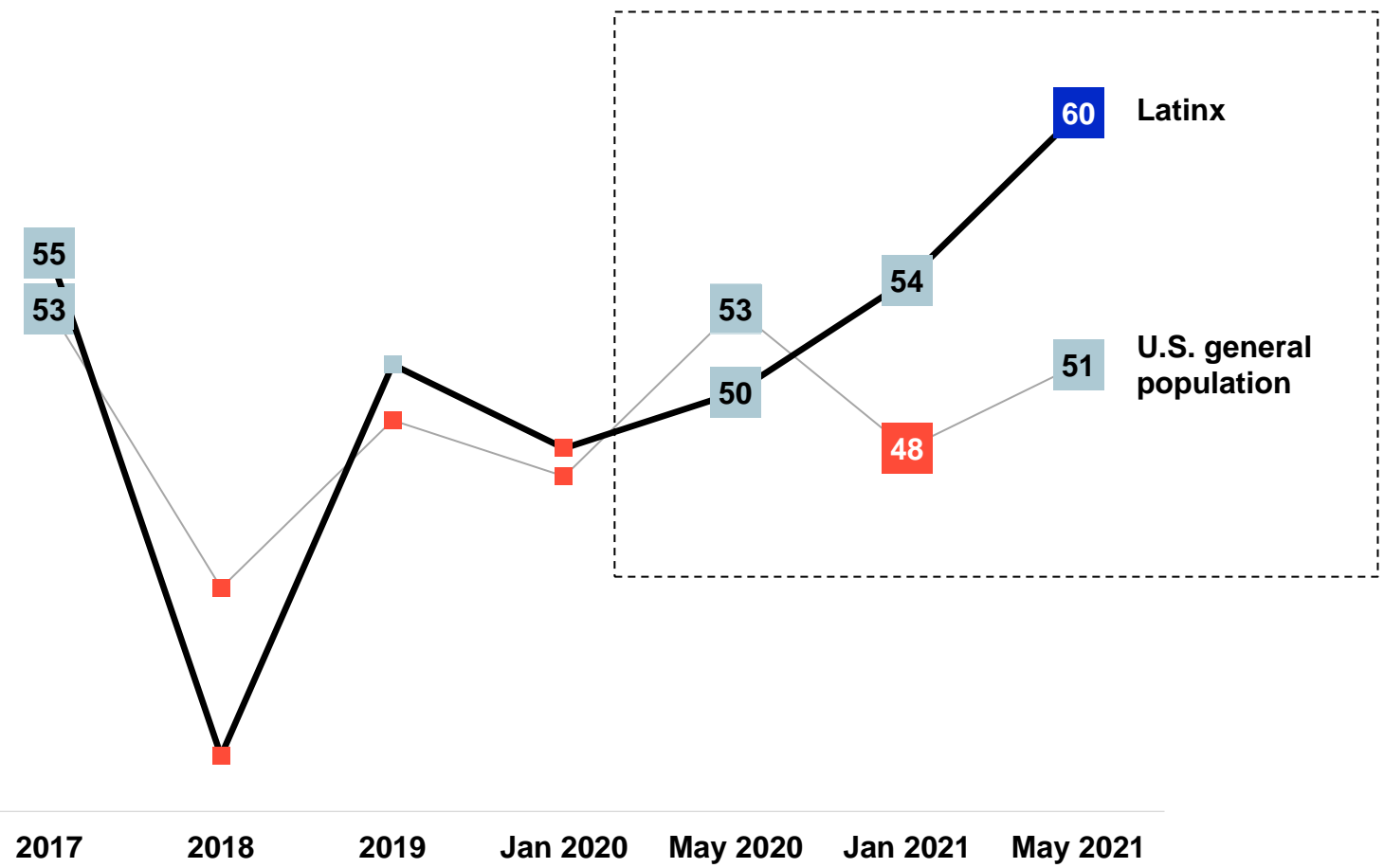


[Special Report: The Belief-Driven Employee](#)

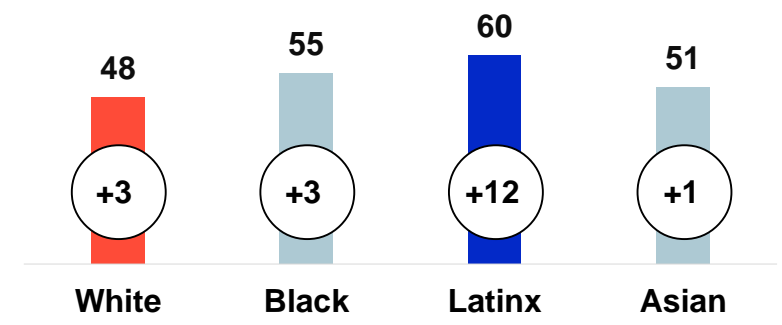
September 2021 global survey of 7,000 respondents from 7 countries; includes multicultural oversample in the U.S.

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

Trust Index



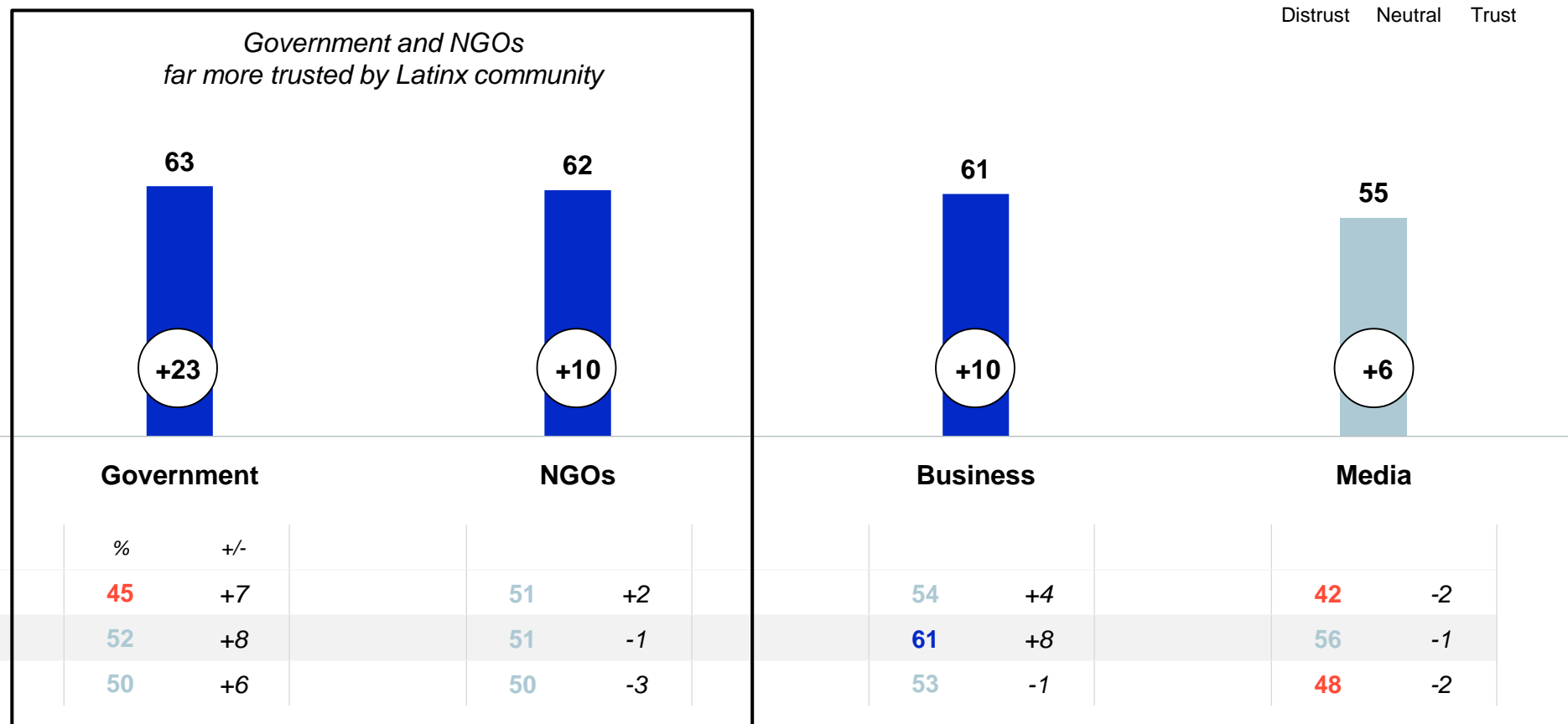
Trust Index, and change from January 2020 to May 2021



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

LATINX COMMUNITY TRUSTS THREE OF FOUR INSTITUTIONS

Percent trust



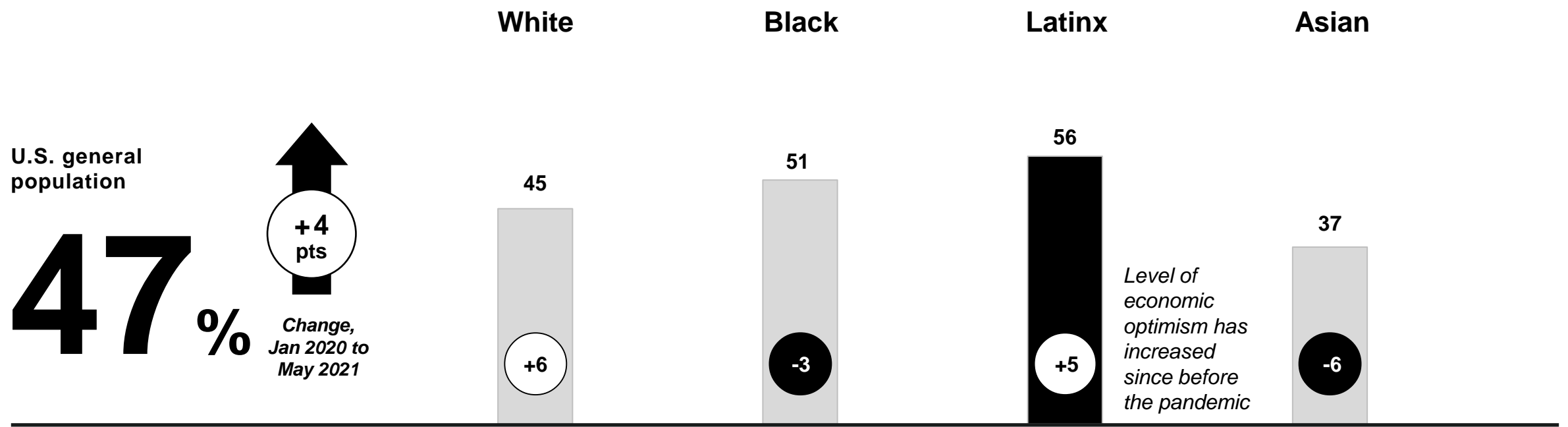
2021 Edelman Trust Barometer Spring Update: A World in Trauma. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. U.S., among Non-Hispanic White, Black, Latinx and Asian populations.

LATINX MOST OPTIMISTIC ABOUT THEIR ECONOMIC FUTURE

Percent who agree

Change, Jan 2020 to May 2021

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

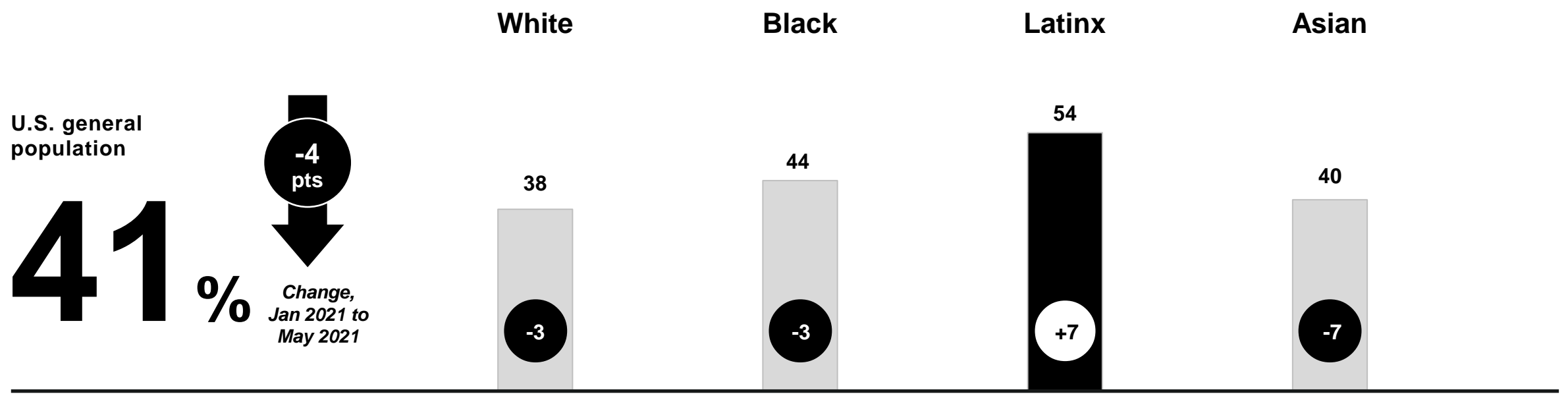


LATINX MOST LIKELY TO VOTE WITH THEIR WALLET

Percent agree

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

Change, Jan 2021 to May 2021



2021 Edelman Trust Barometer Spring Update: A World in Trauma. SOC_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, U.S., and among Non-Hispanic White, Black, Latinx and Asian populations.

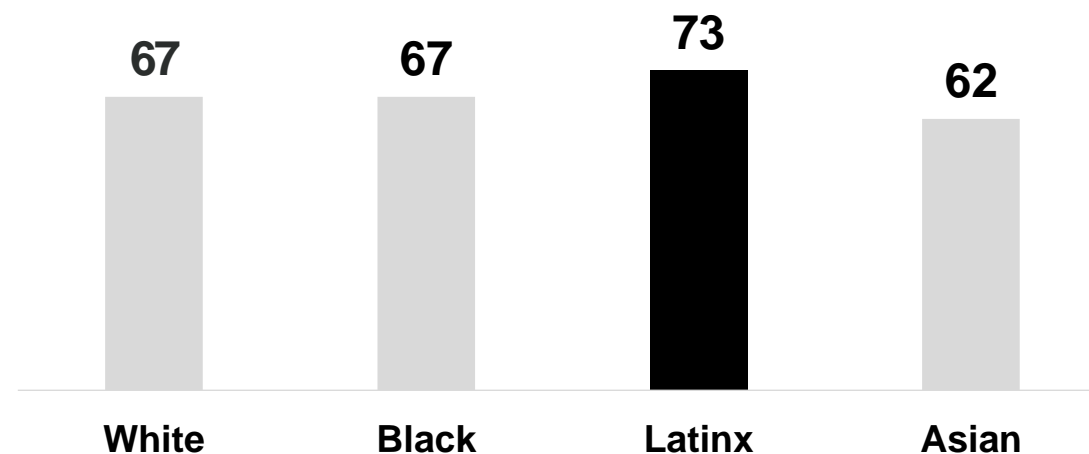
BRAND TRUST MATTERS MORE FOR LATINX CONSUMERS

Percent in the U.S. who say

U.S. general population

67%

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



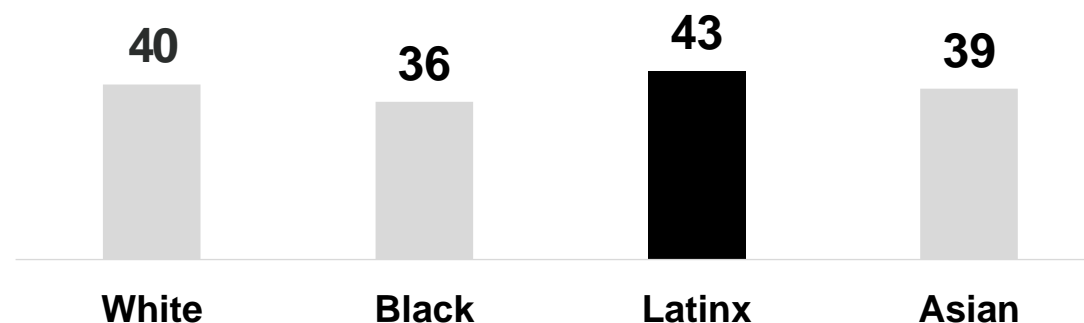
LATINX CONSUMERS NEED TO TRUST THE COMPANY BEHIND THEIR BRANDS

Percent who agree

U.S. general
population

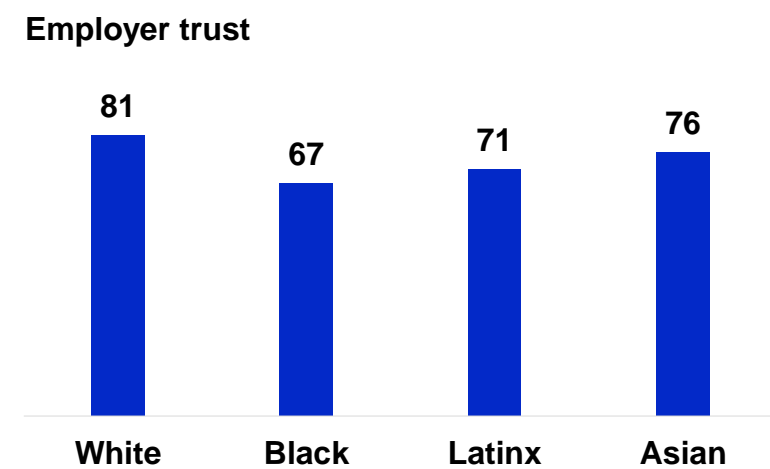
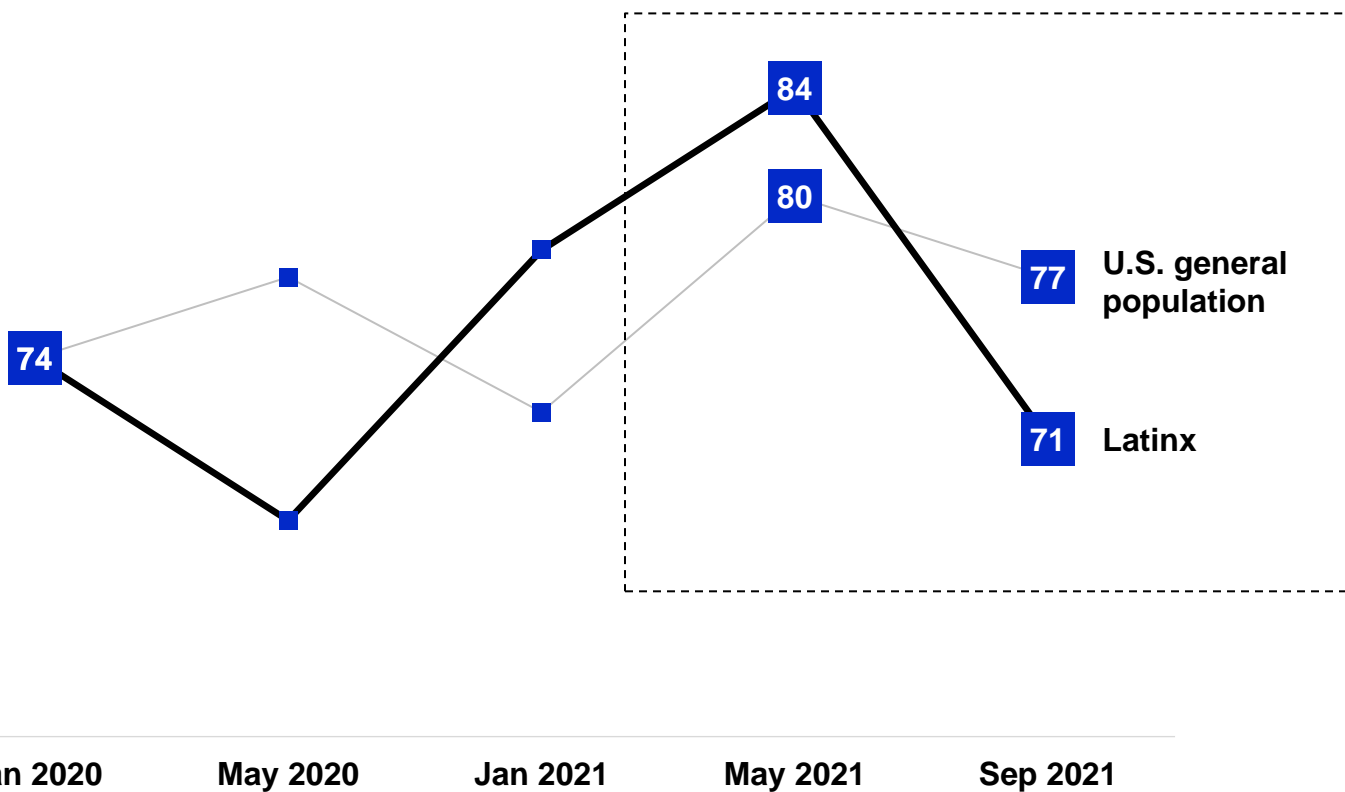
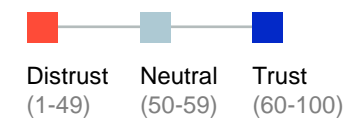
39%

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



HIGH VOLATILITY IN LATINX EMPLOYER TRUST

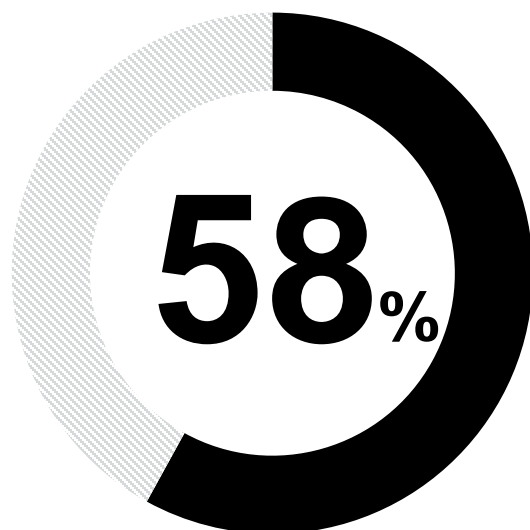
Percent trust in my employer



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

6 IN 10 LATINX EMPLOYEES CHOOSE JOBS ON BELIEFS

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

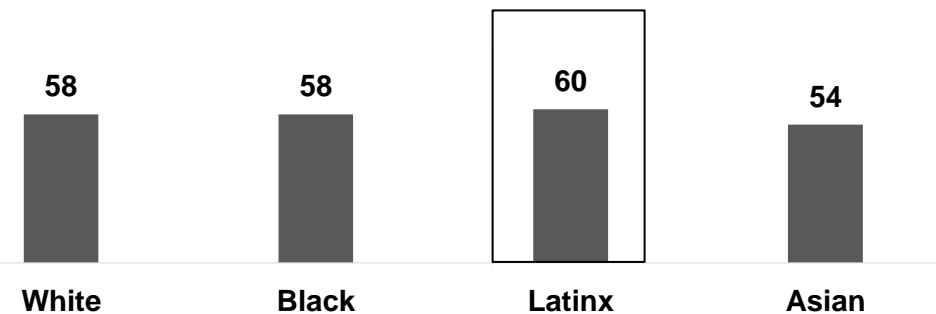


U.S.

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

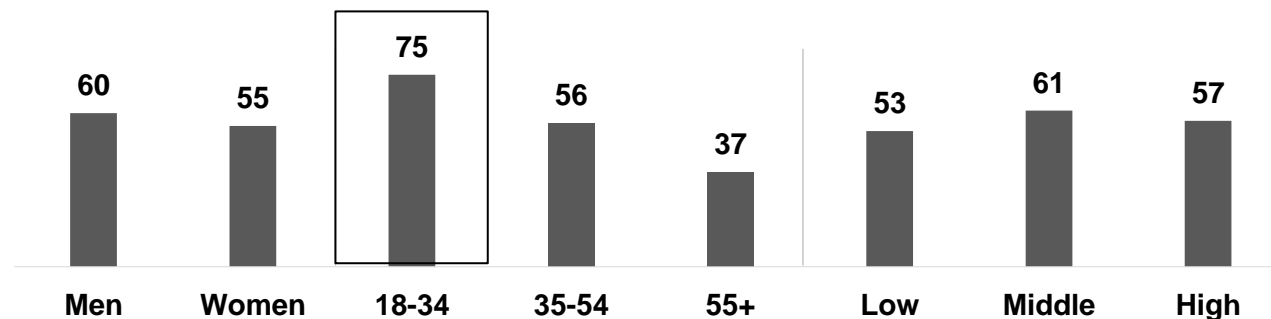
Ethnicities

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



Gender | Age | Income

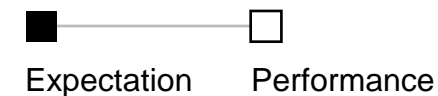
Young employees most likely to choose jobs on beliefs



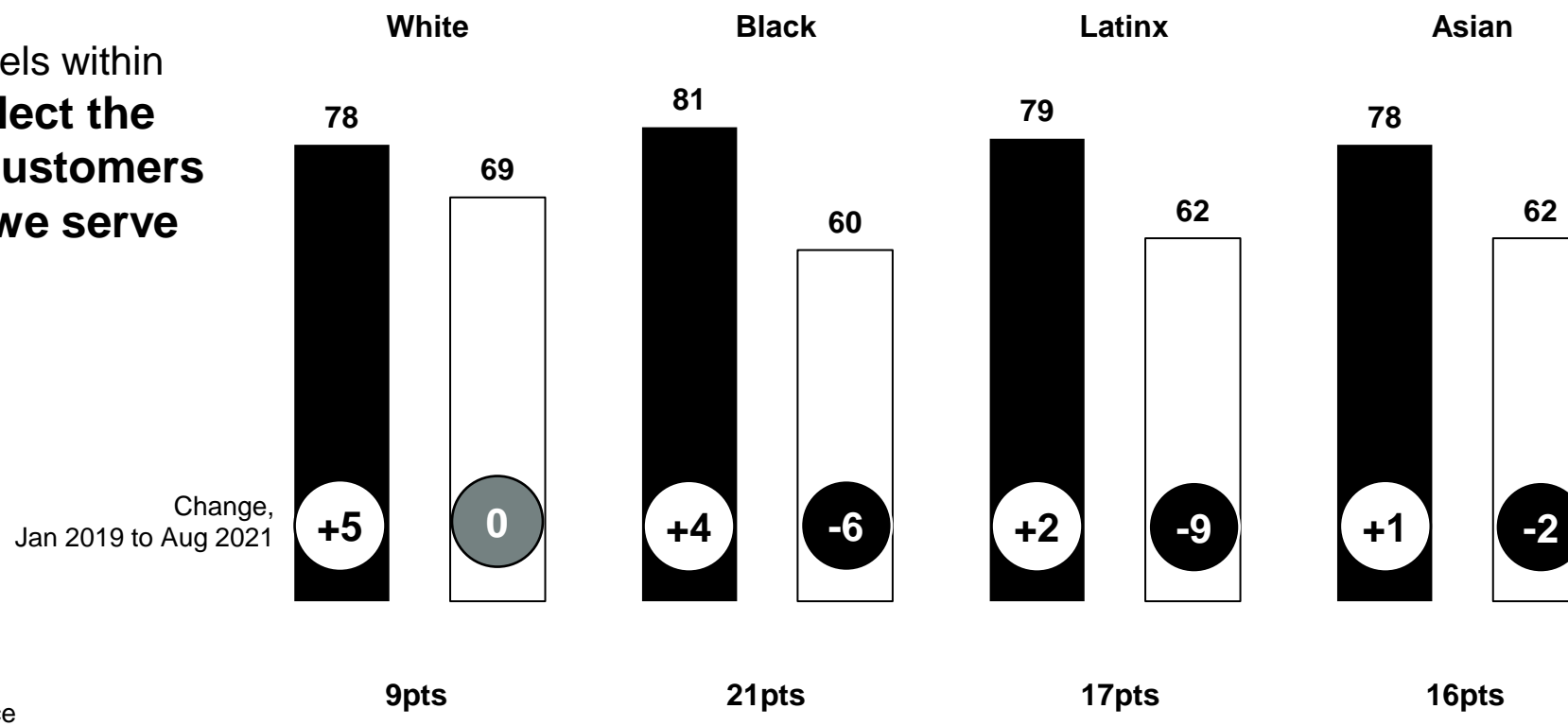
2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. Belief-driven employee segments. U.S., among Non-Hispanic White, Black, Latinx, and Asian populations, and by demographics. All data is filtered to be among employees who work for an organization or corporation (Q43/1). See Technical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

EMPLOYERS EXPECTED TO ACCELERATE COMMITMENTS TO DEI

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



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



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

WORKPLACE ACTIVISM BECOMES THE NORM

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

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

Work within the system

- Petition senior management to make changes*
- Suggest changes to direct manager or HR*
- Send internal comms to senior management*



Take it public

- Whistleblowing*
- Go on strike or work slow-down*
- Leak internal documents or emails*
- Social media campaign*
- Protest outside our offices or factories*



74%

LATINX EMPLOYEES REWARD EMPLOYERS WITH THEIR COMMITMENT, LOYALTY AND ADVOCACY

Percent of Latinx employees who agree

COMMITMENT

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

74%

LOYALTY

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

67%

ADVOCACY

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

71%

BUILDING TRUST WITH THE LATINX COMMUNITY

1

Act on key Issues

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

2

Engage the Latinx community

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

3

Empower employees

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

4

Elevate Latinx voices

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