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.
2021 Edelman Trust Barometer Spring Update: A World in Trauma

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

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.

Trust Index


55 53 50 48 51

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

Government and NGOs far more trusted by Latinx community

<table>
<thead>
<tr>
<th>Institute</th>
<th>Latinx</th>
<th>White</th>
<th>Black</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>63 (+23)</td>
<td>45 (+7)</td>
<td>52 (+8)</td>
<td>50 (+6)</td>
</tr>
<tr>
<td>NGOs</td>
<td>62 (+10)</td>
<td>51 (+2)</td>
<td>51 (-1)</td>
<td>50 (-3)</td>
</tr>
<tr>
<td>Business</td>
<td>61 (+10)</td>
<td>54 (+4)</td>
<td>61 (+8)</td>
<td>53 (-1)</td>
</tr>
<tr>
<td>Media</td>
<td>55 (+6)</td>
<td>42 (-2)</td>
<td>56 (-1)</td>
<td>48 (-2)</td>
</tr>
</tbody>
</table>

Change, Jan 2020 to May 2021
- Trust: +
- Neutral: 0
- Distrust: -
### LATINX MOST OPTIMISTIC ABOUT THEIR ECONOMIC FUTURE

Percent who agree

<table>
<thead>
<tr>
<th>Population</th>
<th>Level of Optimism</th>
<th>Change, Jan 2020 to May 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. general</td>
<td>47%</td>
<td>+4 pts</td>
</tr>
<tr>
<td>White</td>
<td>45%</td>
<td>+6</td>
</tr>
<tr>
<td>Black</td>
<td>51%</td>
<td>-3</td>
</tr>
<tr>
<td>Latinx</td>
<td>56%</td>
<td>+5</td>
</tr>
<tr>
<td>Asian</td>
<td>37%</td>
<td>-6</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Group</th>
<th>Percent Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. general</td>
<td>41%</td>
</tr>
<tr>
<td>White</td>
<td>38</td>
</tr>
<tr>
<td>Black</td>
<td>44</td>
</tr>
<tr>
<td>Latinx</td>
<td>54</td>
</tr>
<tr>
<td>Asian</td>
<td>40</td>
</tr>
</tbody>
</table>

Change, Jan 2021 to May 2021

-4 pts

-3

+7

-7

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

67% for me to be able to trust the brands I buy or use today than in the past

<table>
<thead>
<tr>
<th></th>
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<th>Black</th>
<th>Latinx</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent</td>
<td>67</td>
<td>67</td>
<td>73</td>
<td>62</td>
</tr>
</tbody>
</table>

2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity. Is it more important to you to be able to trust the brands you buy or use today than it was in the past? Question asked of those who said it’s at least a little important to be able to trust the brands they buy or use (Q100/2-5). General population, U.S., and among Non-Hispanic White, Black, Latinx and Asian populations.
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

<table>
<thead>
<tr>
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<th>Black</th>
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<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>40</td>
<td>36</td>
<td>43</td>
<td>39</td>
</tr>
</tbody>
</table>

2021 Edelman Trust Barometer Special Report: Trust, The New Brand Equity. Individual product brands are often produced by big corporations that own many different brands. When it comes to product brands versus the corporations that own them, 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.
HIGH VOLATILITY IN LATINX EMPLOYER TRUST

Percent trust in my employer

<table>
<thead>
<tr>
<th></th>
<th>Jan 2020</th>
<th>May 2020</th>
<th>Jan 2021</th>
<th>May 2021</th>
<th>Sep 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latinx</td>
<td>74</td>
<td></td>
<td></td>
<td></td>
<td>71</td>
</tr>
<tr>
<td>U.S. general population</td>
<td>80</td>
<td></td>
<td></td>
<td></td>
<td>77</td>
</tr>
<tr>
<td>Employer trust</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>81</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>67</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Latinx</td>
<td>71</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td>76</td>
<td></td>
<td></td>
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</tbody>
</table>

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

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

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

U.S.

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

Young employees most likely to choose jobs on beliefs

Gender | Age | Income

Men | Women | 18-34 | 35-54 | 55+ | Low | Middle | High

60 | 55 | 75 | 56 | 37 | 53 | 61 | 57

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

Performance gap, expectation vs. performance

<table>
<thead>
<tr>
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<th>Latinx</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expectation</td>
<td>78</td>
<td>81</td>
<td>79</td>
<td>78</td>
</tr>
<tr>
<td>Performance</td>
<td>69</td>
<td>60</td>
<td>62</td>
<td>62</td>
</tr>
</tbody>
</table>

Change, Jan 2019 to Aug 2021

- White: +5
- Black: +4
- Latinx: -6
- Asian: +2

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

74%

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

51

43
LATINX EMPLOYEES REWARD EMPLOYERS WITH THEIR COMMITMENT, LOYALTY AND ADVOCACY

Percent of Latinx employees who agree

<table>
<thead>
<tr>
<th>COMMITMENT</th>
<th>LOYALTY</th>
<th>ADVOCACY</th>
</tr>
</thead>
<tbody>
<tr>
<td>I do more than what’s expected to help them succeed</td>
<td>I want to stay working for this organization for many years</td>
<td>I would recommend our products or services to others</td>
</tr>
</tbody>
</table>

74%  
67%  
71%

2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. EMP_ENG. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. Question asked of those who are an employee (Q43/1). U.S. Latinx population. All data is filtered to be among employees who work for an organization or corporation (Q43/1).
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.