

Special Analysis:
Trust and the
U.S. Hispanic
Community



Edelman Trust Barometer 2022



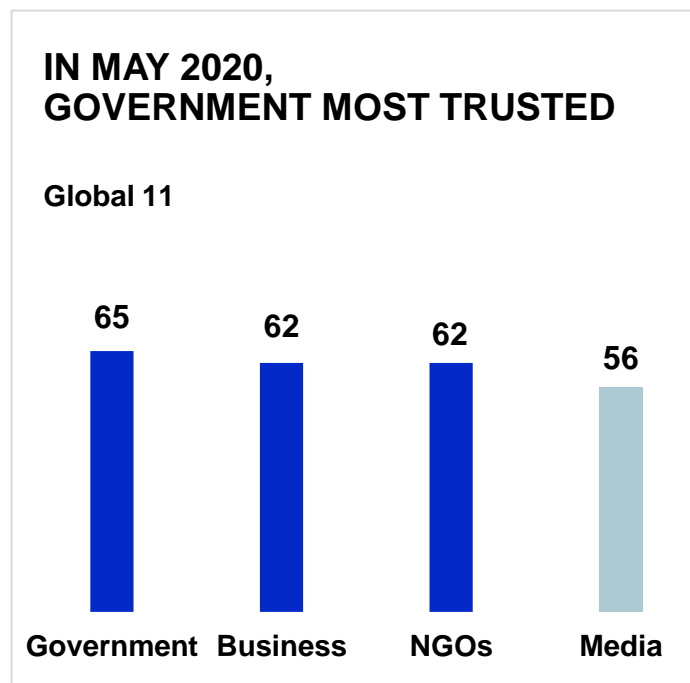
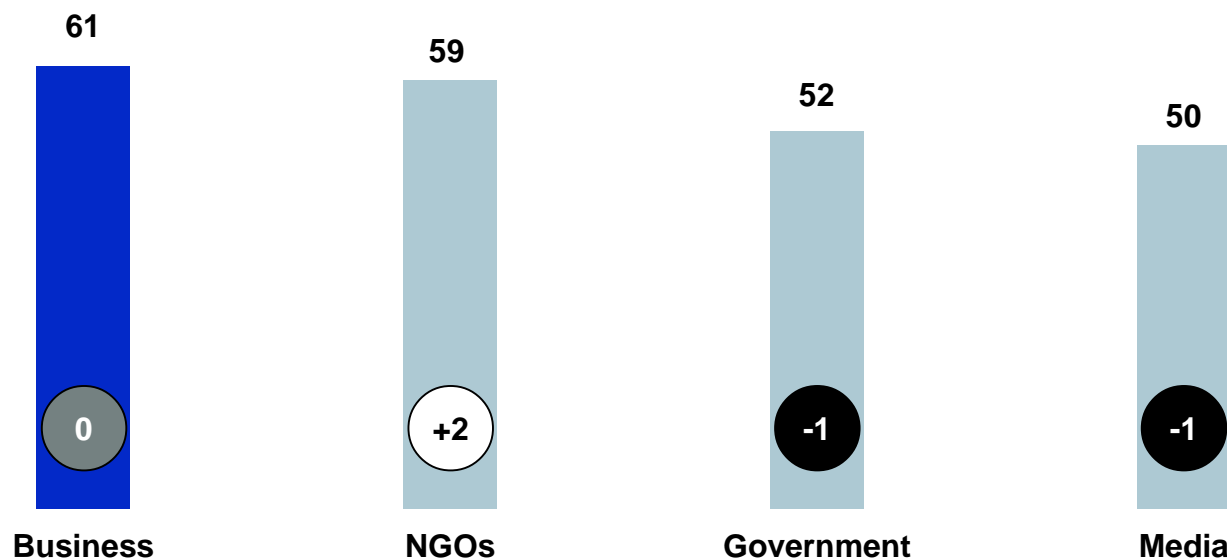
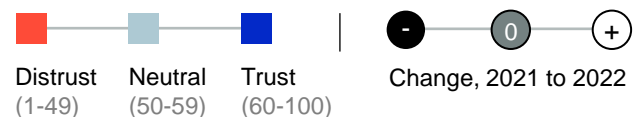


**IN A DIVIDED WORLD,
BUSINESS MOST TRUSTED**

TRUST DECLINES FOR GOVERNMENT AND MEDIA; BUSINESS STILL ONLY TRUSTED INSTITUTION

Percent trust

Global 27



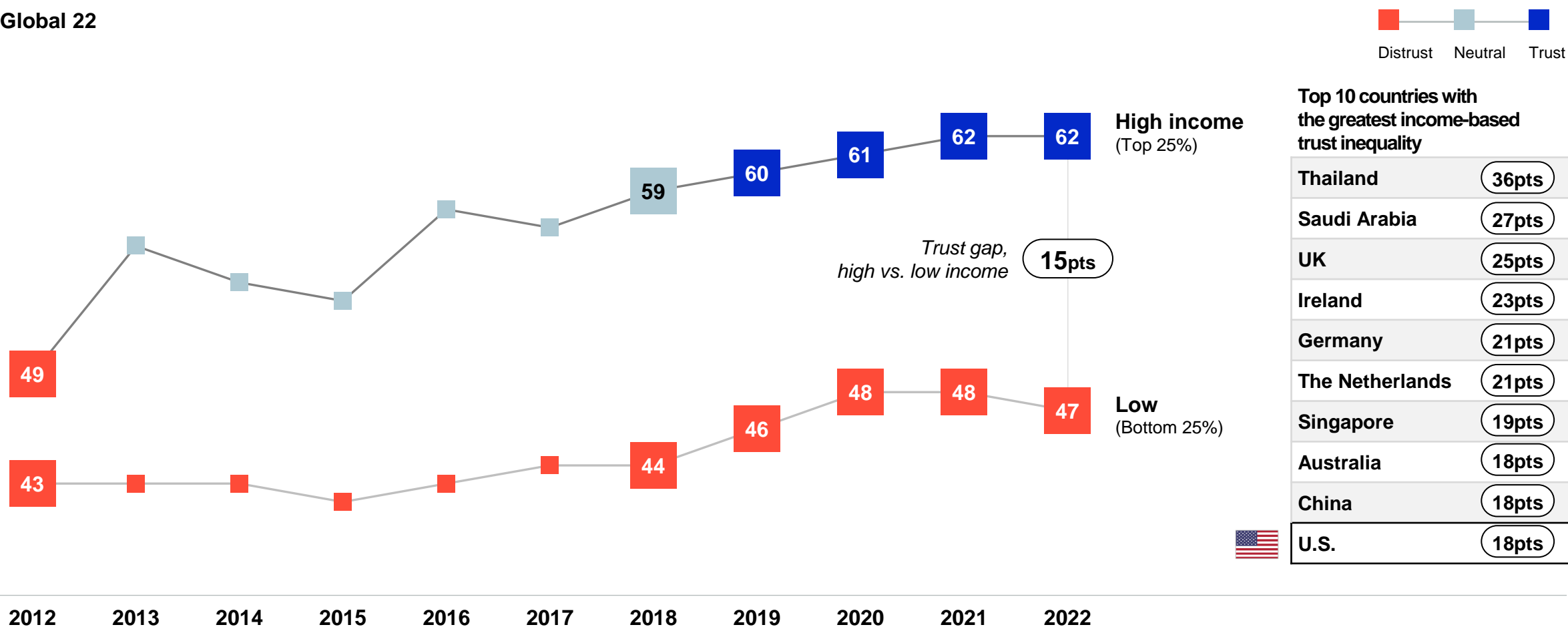
2022 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

2020 Edelman Trust Barometer Spring Update. 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, 11-mkt avg.


RECORD TRUST GAP BETWEEN HIGH AND LOW INCOME

Trust Index

Global 22



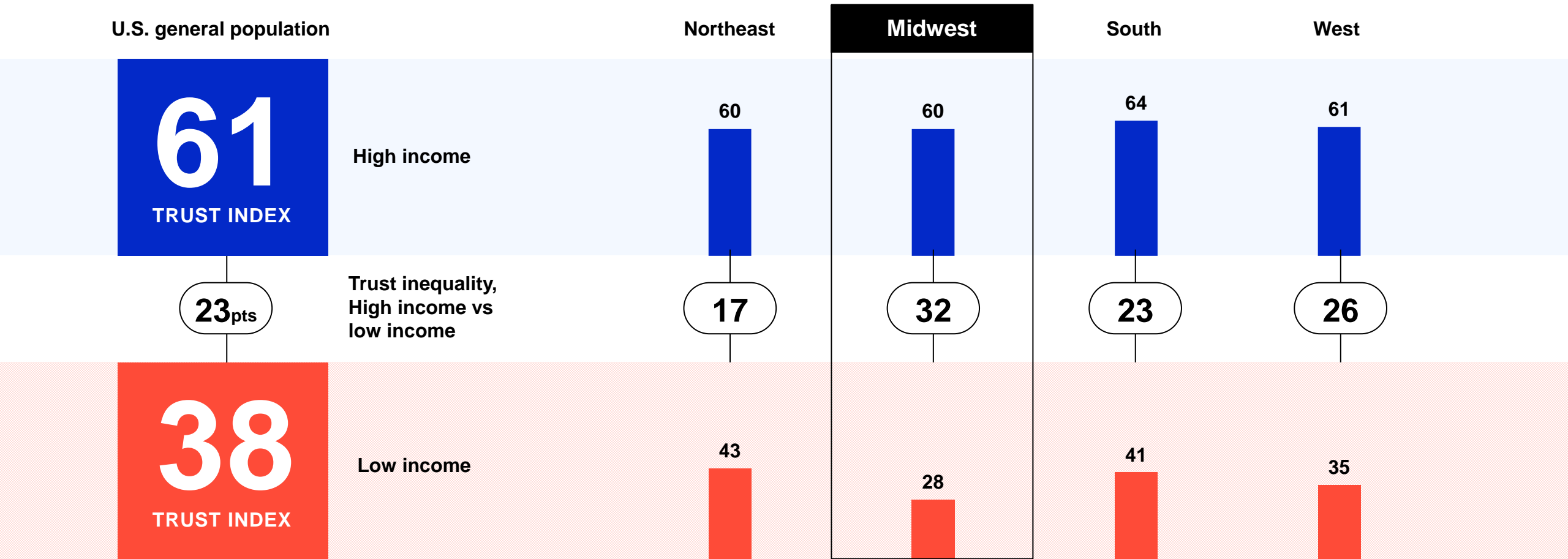
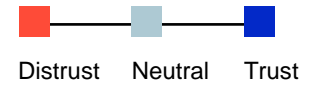
Top 10 countries with the greatest income-based trust inequality


| | |
|--|-------|
| Thailand | 36pts |
| Saudi Arabia | 27pts |
| UK | 25pts |
| Ireland | 23pts |
| Germany | 21pts |
| The Netherlands | 21pts |
| Singapore | 19pts |
| Australia | 18pts |
| China | 18pts |
|  U.S. | 18pts |

2022 Edelman Trust Barometer. 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, 22-mkt avg., by income.

U.S. INCOME-BASED TRUST INEQUALITY MOST EXTREME IN THE MIDWEST

Percent trust, in the U.S.

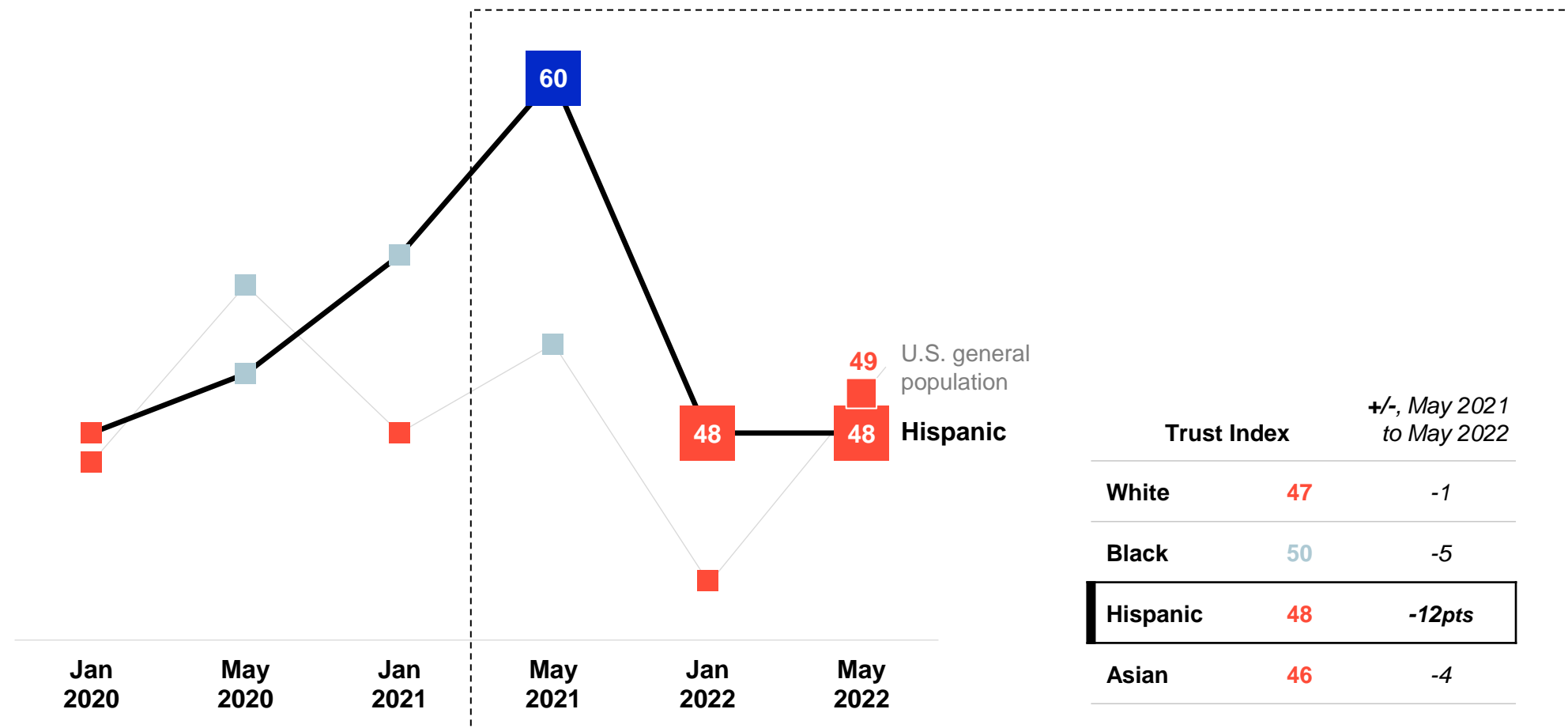
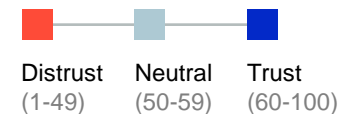




**U.S. HISPANIC TRUST DECLINES
AMIDST FALLING OPTIMISM**

SINCE MAY 2021, STEEP TRUST DECLINE AMONG U.S. HISPANIC COMMUNITY

Trust Index

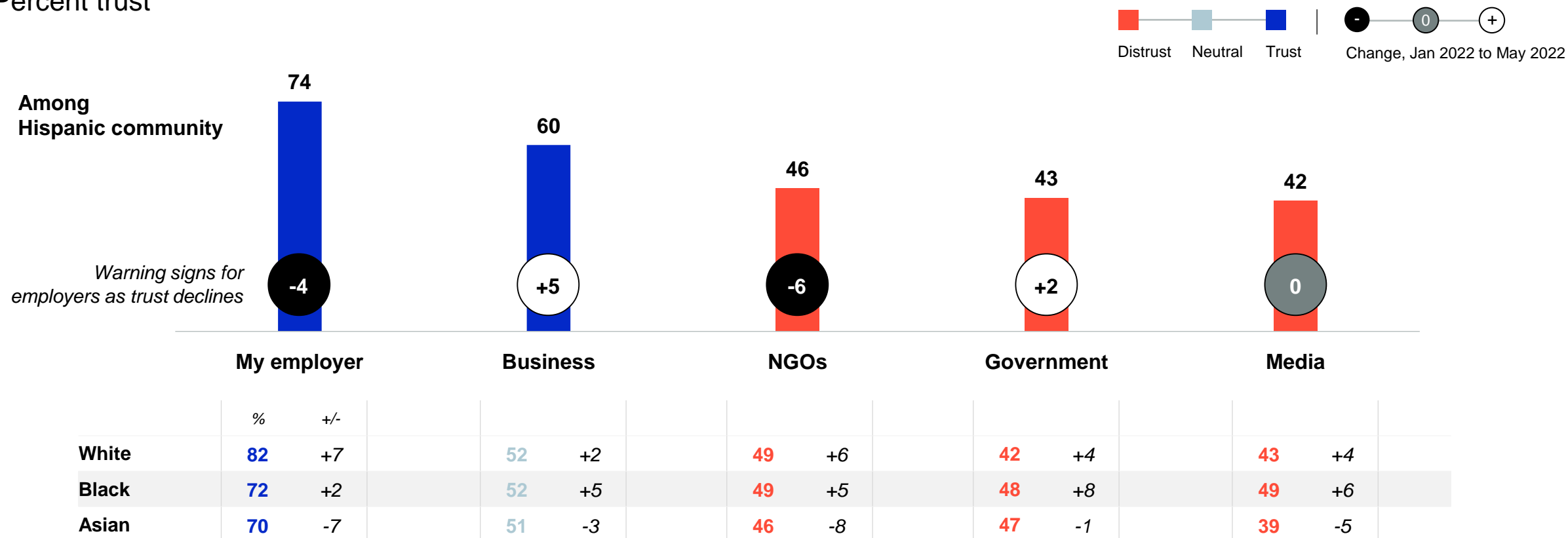


| | Trust Index | +/-, May 2021 to May 2022 |
|-----------------|-------------|---------------------------|
| White | 47 | -1 |
| Black | 50 | -5 |
| Hispanic | 48 | -12pts |
| Asian | 46 | -4 |

2022 Edelman Trust Barometer May Update. 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.

MAY 2022: MY EMPLOYER AND BUSINESS ONLY TRUSTED INSTITUTIONS AMONG U.S. HISPANIC COMMUNITY

Percent trust



2022 Edelman Trust Barometer May Update. 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, Hispanic, and Asian populations. "My employer" only shown to those who are an employee of an organization (Q43/1).

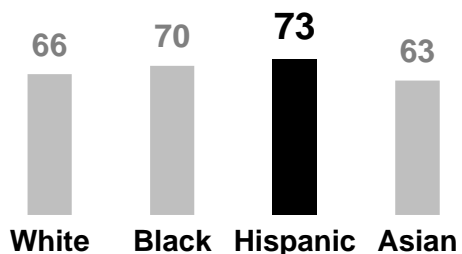
HISPANICS MOST FEARFUL OF JOB LOSS

Percent of employees who worry

I am worried about
losing my job (net)

U.S. employees

66%



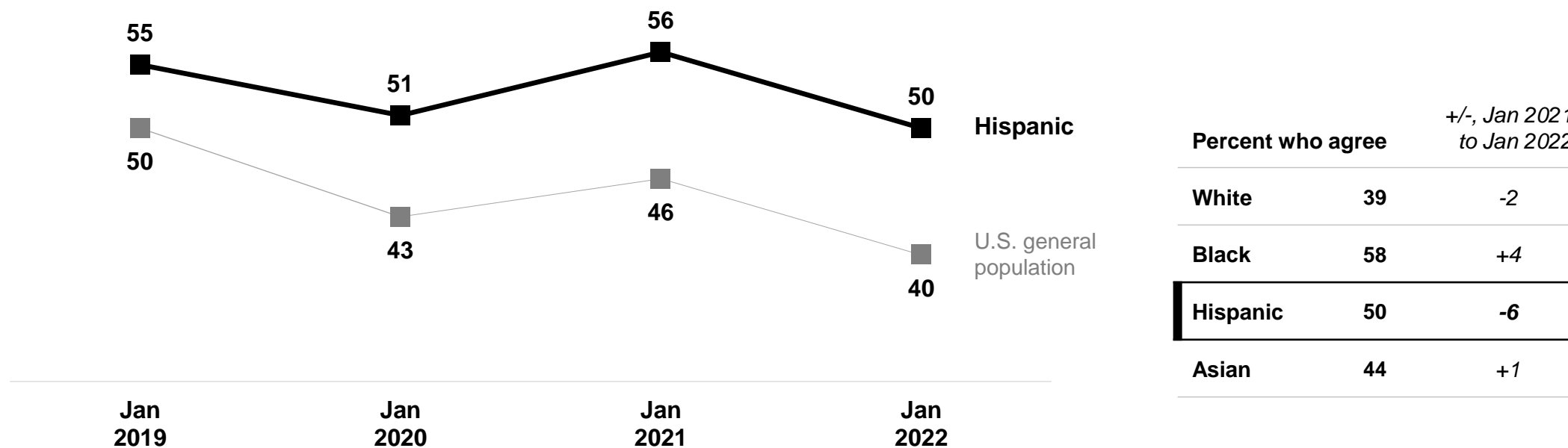
| | White | Black | Hispanic | Asian |
|---|-------|-------|-----------|-------|
| Looming recession 41 | 41 | 45 | 48 | 38 |
| Lack of training and skills 39 | 38 | 39 | 46 | 36 |
| Freelance and gig-economy 38 | 38 | 41 | 42 | 35 |
| International trade conflicts 36 | 36 | 40 | 44 | 32 |
| Automation 34 | 33 | 36 | 39 | 30 |
| Cheaper foreign competitors 33 | 35 | 35 | 38 | 28 |
| Offshoring 30 | 31 | 33 | 36 | 29 |

2022 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. General population, U.S., and among Non-Hispanic White, Black, Hispanic, and Asian populations. Job loss attributes asked of those who are an employee of an organization (Q43/1). Job loss is a net of attributes 1-3, 5, and 22-24.

ECONOMIC OPTIMISM DECLINES TO ALL TIME LOW AMONG HISPANIC COMMUNITY

Percent who believe they and their families will be better off in five years' time

My family and I will be better off
in five years' time



A large, light gray, stylized number '22' is centered in the background of the image. The numbers are thick and rounded, with a slight shadow effect. The text 'MOUNTING EXPECTATIONS FOR EMPLOYERS' is overlaid on the left side of the '22' in white, bold, uppercase letters.

**MOUNTING EXPECTATIONS
FOR EMPLOYERS**

3 IN 4 HISPANIC EMPLOYEES EXPECT THEIR JOBS TO BRING SOCIETAL IMPACT

Average percent who say each is a strong expectation or deal breaker when considering a job

Career advancement

Among Hispanic employees

87%^{Avg}

Individual expectations, in rank order

- Competitive wages
- Training programs
- Valuable work experiences
- Opportunities to move up

Personal empowerment

84%^{Avg}

- Regular, truthful communication
- Easy for employees to give input
- Employees reflect customer diversity
- CEO embodies the values of the organization
- Include employees in the planning process

Societal impact

75%^{Avg}

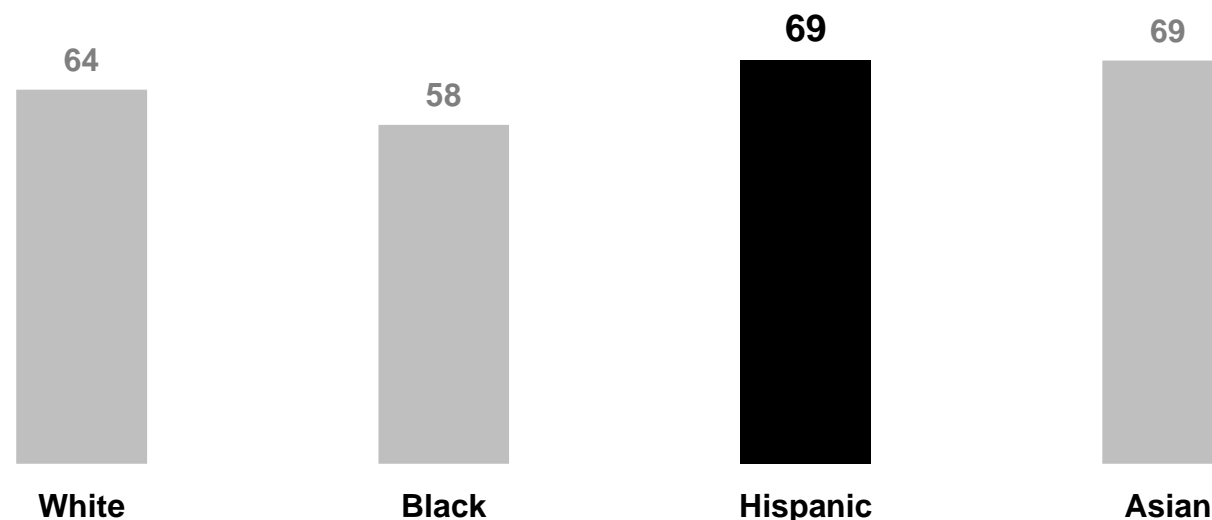
- Business reflects my values
- Meaningful work that shapes society
- Has a greater purpose
- Opportunities to address social problems
- Stops specific business practices if employees object
- CEO addresses controversial issues I care about

2022 Edelman Trust Barometer Special Report: Trust in the Workplace. 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? 3-point scale; top 2 box, important. Question asked of those who are an employee of an organization (Q43/1). U.S. among Hispanic population. "Career advancement" is an average of attributes 1-4; "Personal empowerment" is an average of attributes 5-6, 8-11; "Societal impact" is an average of attributes 12-17. For the full question text, please refer to the appendix.

NEARLY 7 IN 10 HISPANICS SEE EMPLOYER PROGRESS ON DEI IN THE WORKPLACE

Percent who say their employer is doing well on each of the following

Making meaningful progress towards addressing diversity, equity and inclusion issues in the workplace

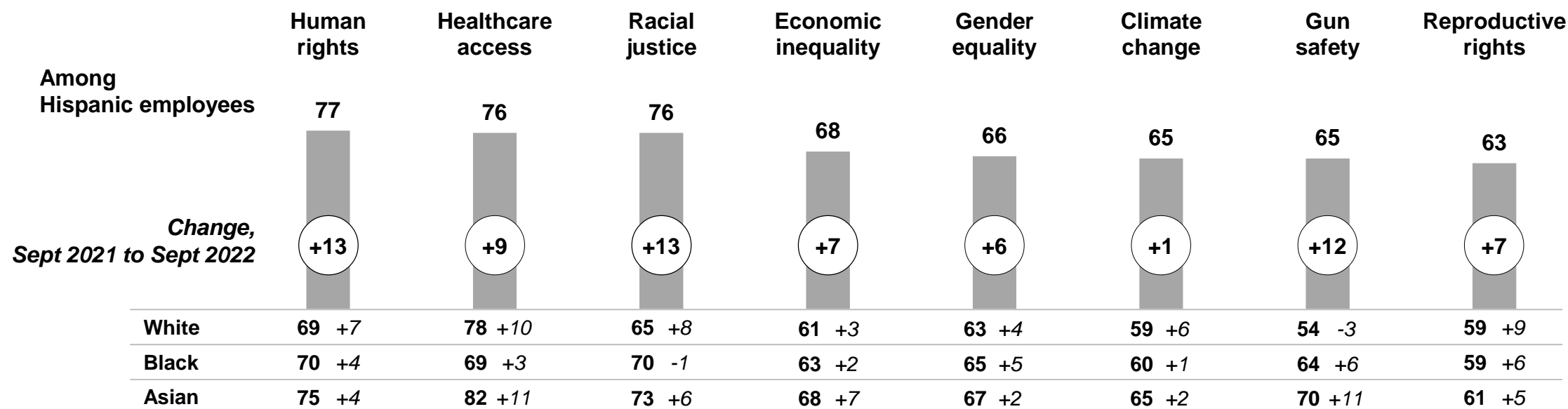


2022 Edelman Trust Barometer Special Report: Trust in the Workplace. PER_EMP. How well do you believe your employer is currently doing each of the following? Please indicate your answer using the 5-point scale below. Codes 4-5, doing well. U.S., among Non-Hispanic White, Black, Hispanic, and Asian populations. Data shown is filtered to be those who are an employee of an organization (Q43/1).

EMPLOYER ENGAGEMENT ACROSS SOCIETAL ISSUES BECOMES MORE IMPORTANT TO HISPANIC JOB SEEKERS

Percent of employees who say

I am more likely to work for a company
if the organization were to publicly support addressing each of the following



2022 Edelman Trust Barometer Special Report: Trust in the Workplace. EMP_RISK. If a company/organization were to publicly support and demonstrate a commitment to each of the following, how would that impact your likelihood of working for that company/organization? 5-point scale; top 2 box, more likely to work. Question asked of half the sample. U.S., among Non-Hispanic White, Black, Hispanic, and Asian populations. All data is filtered to be among employees who work for an organization or corporation (Q43/1).

A large, stylized number '22' is rendered in a light gray color, serving as a background for the text. The '2's are thick and rounded, with a distinct cutout in the middle of each digit.

ACTION BUILDS TRUST

BUSINESS AGENDA NOW INCLUDES SOCIETAL AND GEOPOLITICAL ISSUES

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; sum of codes 1 and 2, primary and secondary. 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.

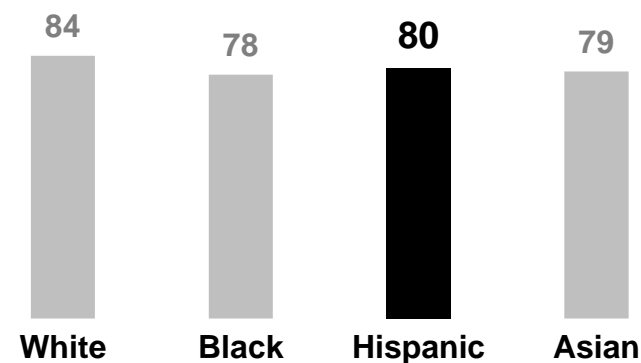
SOCIETAL ISSUES AS MUCH A BUSINESS RESPONSIBILITY AS ECONOMIC ISSUES FOR LATINOS

On average, percent who say

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

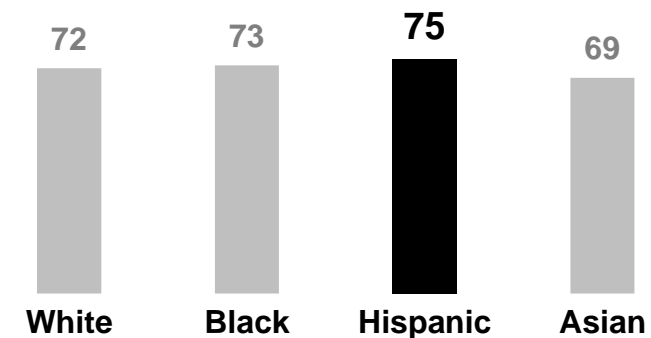
Economic responsibilities

- 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*



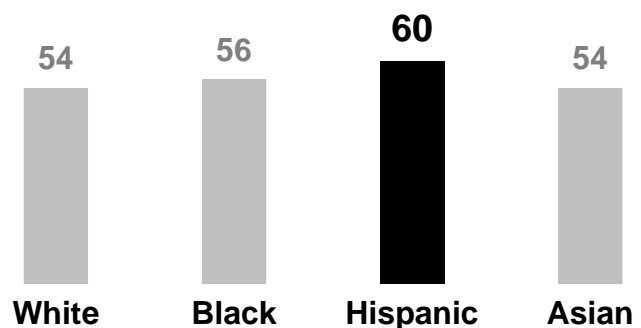
2022 Edelman Trust Barometer Special Report: The Geopolitical Business. CORP_ROLE. Do you consider each of the following to be a primary, secondary, or not a responsibility of business? 3-point scale; code 1, primary; code 2, secondary. Sum of codes 1 and 2. U.S., among Non-Hispanic White, Black, Hispanic, and Asian populations. "Economic responsibilities" is an average of attributes 1-2, 4-6. "Societal responsibilities" is an average of attributes 3, 7, 9-11, and 13. For the full question text, please refer to the appendix.

HISPANIC COMMUNITY TURN THEIR BELIEFS INTO CONSUMER AND INVESTOR ACTION

Percent who agree, in the U.S.

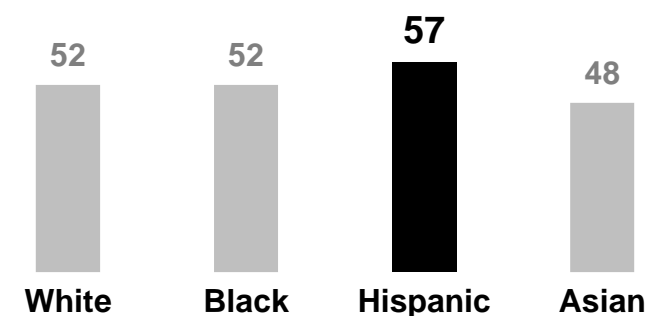
Buy or advocate for brands

based on their beliefs and values



Invest

based on their beliefs and values



2022 Edelman Trust Barometer. Belief-driven consumer, employee, and investor segments. U.S., among Non-Hispanic White, Black, Hispanic, and Asian populations. Investor data is only among those who sell stocks, bonds, or mutual funds as a standalone or employer-sponsored investment (INVESTOR/1). See Technical Appendix for a full explanation of how belief-driven consumers, employees, and investors were measured.

REGAINING THE TRUST AND OPTIMISM OF THE LATINO COMMUNITY

1

Commit to a sustained focus on the Hispanic community

Tap into values authentic to the Latino community, and maintain engagement throughout the year.

2

Ensure representation at all levels of the organization

Employers must make meaningful progress on DEI goals and ensure representation at all levels of the organization.

3

Address the root causes of job loss and economic fears

Invest in training and re-skilling programs to keep Hispanic employee skills competitive and assuage job loss fears.

4

Demonstrate a commitment to meaningful societal change

Work with the Hispanic community to create action on long term societal change.