

Special Report:  
Brands and Racial  
Justice in America

## Edelman Trust Barometer 2020



# 2019 EARNED BRAND: PEOPLE ARE BUYING BASED ON A BRAND'S STAND

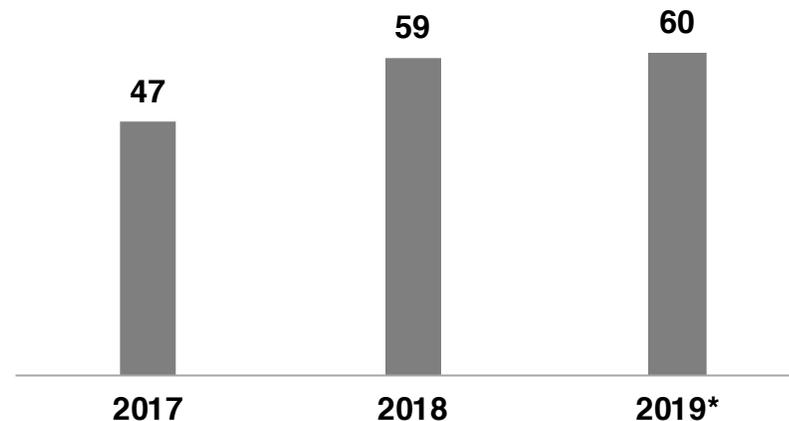
Percent who are buying on belief

## Belief-driven buyers:

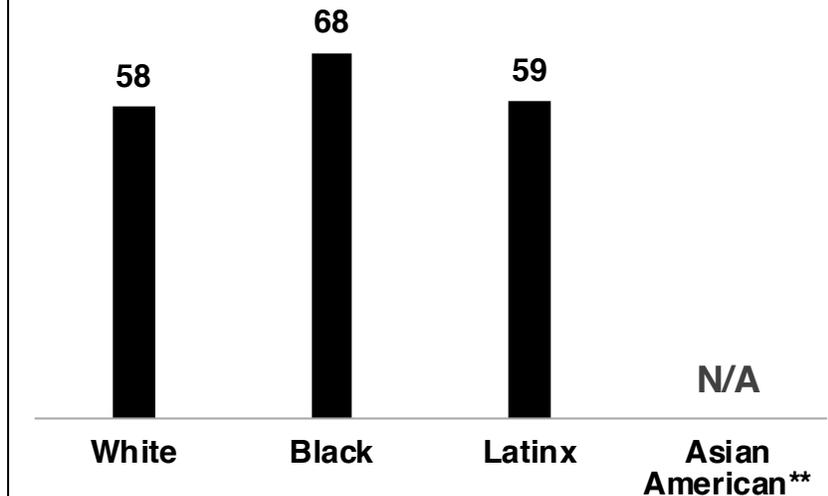
- choose
- switch
- avoid
- boycott

a brand based on its stand on societal issues

## Buying on belief now the new normal



## Black Americans most likely to buy based on a brand's stand



2018 Edelman Earned Brand. Belief-driven buying segments. U.S. Belief-driven buyers choose, switch, avoid or boycott a brand based on its stand on societal issues.

\*2019 Edelman Trust Barometer Special Report: In Brands We Trust? Mobile Survey. Belief-driven buying segments. U.S. and among Non-Hispanic White, Black, and Latinx populations.

\*\*Asian American population has too low of a base size to report out.

# Brands and Racial Justice in America

## Margin of error

- U.S. total margin of error: +/- 2.2% (N=2,000)
- Ethnicity-specific data margin of error: Non-Hispanic White +/- 2.8% (N=1,222); all others +/- 6.2% (N=250)

## U.S. Online Survey

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

White n=1,222

Black n=235

Latinx n=243

Asian American n=246

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

## Timing of Fieldwork: June 5 – June 7, 2020

⊥

# **RACISM IN AMERICA: SILENCE IS NOT AN OPTION**

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# MAJORITY CONCERNED ABOUT RACISM IN AMERICA

Percent who are concerned

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

63%

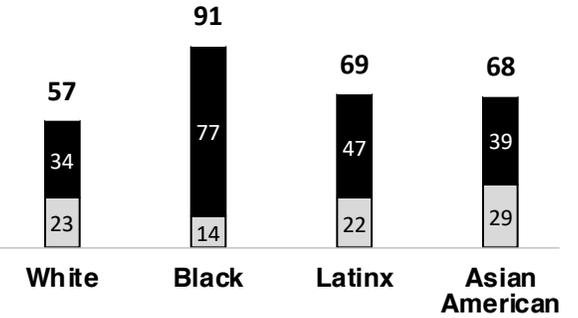
Extremely concerned  
Very concerned



U.S. general population

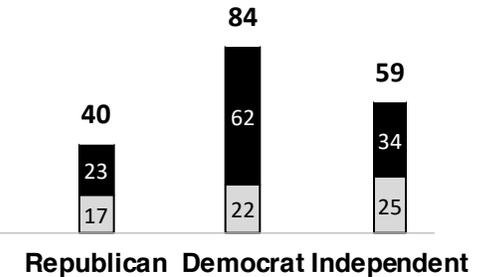
## Communities

Majority of White Americans also very/extremely concerned



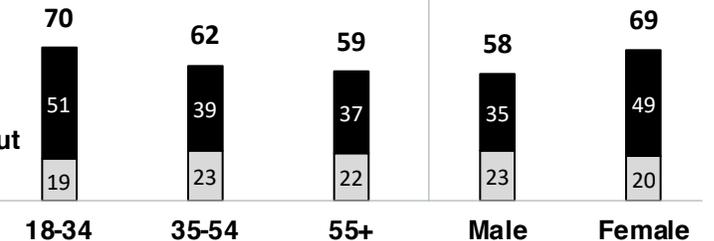
## Political affiliation

Political divide: Republican voters less concerned about racism



## Age and gender

Age 18-34 and women most concerned about racism



2020 Edelman Trust Barometer Special Report: Brands and Racial Justice in America. Q1. How concerned are you about systemic racism and racial injustice in this country? 7-point scale; code 6, very concerned; code 7, extremely concerned. General population, U.S., by age, gender and political affiliation, and among Non-Hispanic White, Black, Latinx and Asian American populations.

# PEOPLE WILL BUY OR BOYCOTT BASED ON A BRAND'S RESPONSE TO CURRENT PROTESTS

Percent who agree

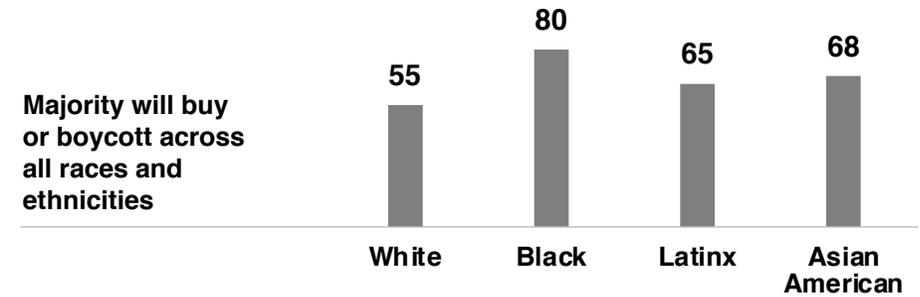
**How a brand responds** over the next several weeks to the protests against racial injustice **will influence whether I buy or boycott them in the future**

⊥  
**60%**

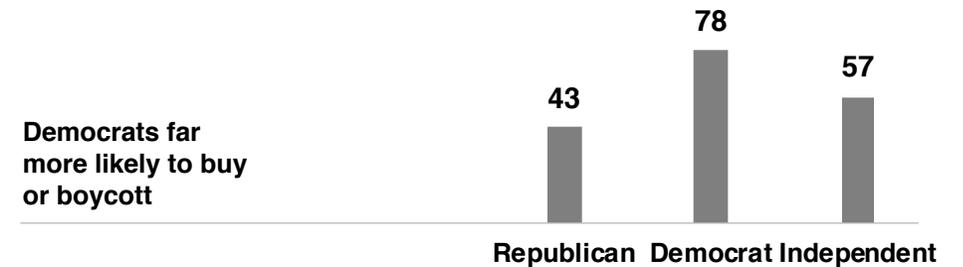
U.S. general population

2020 Edelman Trust Barometer Special Report: Brands and Racial Justice in America. Q5. 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. Data shown is a net of attributes 1 and 2.

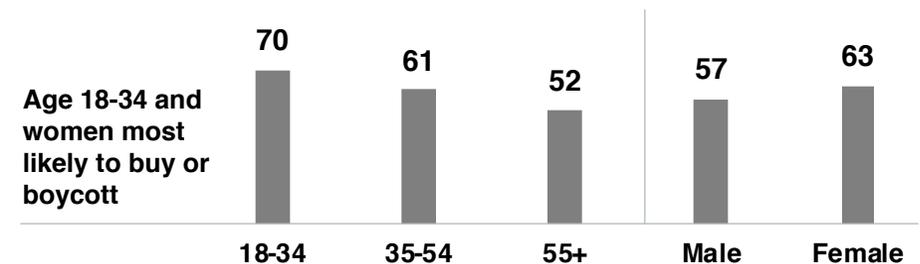
## Communities



## Political affiliation



## Age and gender



# BRANDS EXPECTED TO TAKE A STAND ON RACIAL INJUSTICE

Percent who agree

Brands should publicly speak out on **systemic racism** and racial injustice following the death of George Floyd and other recent racially motivated attacks on blacks

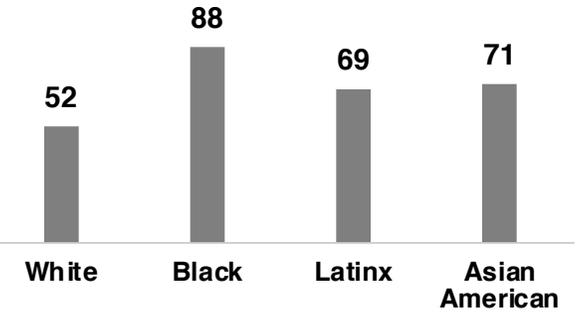
⊥  
**60%**

U.S. general population

2020 Edelman Trust Barometer Special Report: Brands and Racial Justice in America. Q2. Do you believe that brands should publicly speak out against systemic racism and racial injustice following the death of George Floyd and other recent racially motivated attacks on Blacks? "Yes". General population, U.S., by age, gender and political affiliation, and among Non-Hispanic White, Black, Latinx and Asian American populations.

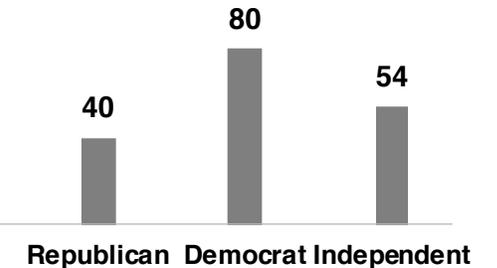
## Communities

Highest desire for brands to take a stand among Black Americans



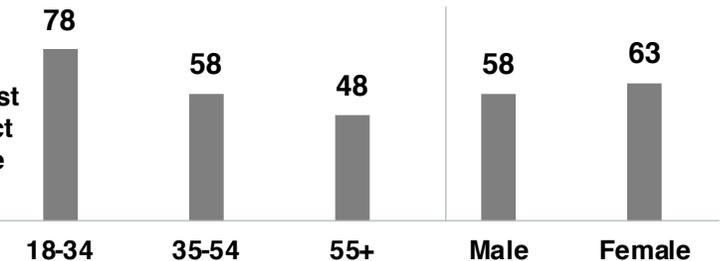
## Political affiliation

Democrats twice as likely as Republicans to expect brands to take a stand



## Age and gender

Age 18-34 most likely to expect brands to take a stand



# TAKING A STAND ON RACIAL JUSTICE SEEN AS MORAL AND SOCIETAL OBLIGATION FOR BRANDS

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

	General population	White	Black	Latinx	Asian American
Moral obligation	56	59	58	45	70
Owe it to employees	52	53	54	53	49
Fill government leadership void	50	48	49	57	53
Want brands to stand with me	41	37	54	41	38
Attract and keep customers	39	36	46	41	42

2020 Edelman Trust Barometer Special Report: Brands and Racial Justice in America. Q3. Why do you believe that brands and companies should publicly speak out against systemic racism and racial injustice following the death of George Floyd and other recent racially motivated attacks on Blacks? Pick all that apply. Question asked of those who believe brands should speak out against racism and racial injustice (Q2/1). General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

# AGE 35+ MORE LIKELY TO SEE MORAL/SOCIETAL OBLIGATION; AGE 18-34 WANT BRANDS TO STAND WITH THEM

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

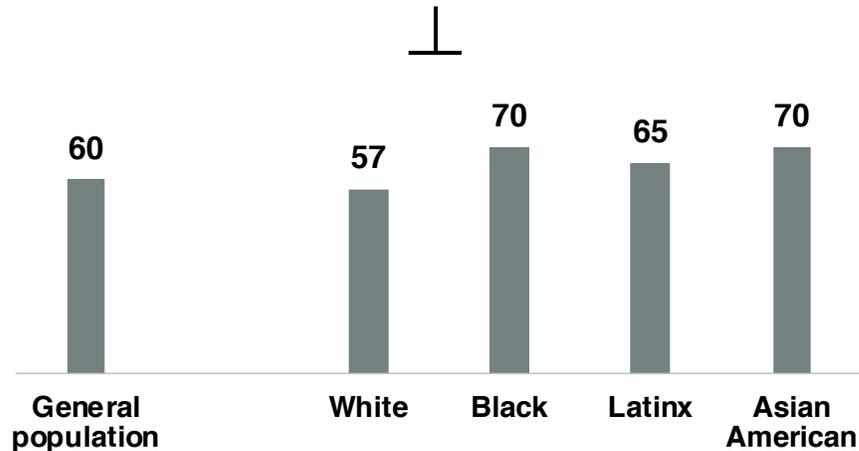
	General population	Age 18-34	Age 35-54	Age 55+	Male	Female
Moral obligation	56	44	58	69	58	54
Owe it to employees	52	48	50	57	53	50
Fill government leadership void	50	43	50	61	51	50
Want brands to stand with me	41	44	38	40	40	41
Attract and keep customers	39	38	43	36	41	37

2020 Edelman Trust Barometer Special Report: Brands and Racial Justice in America. Q3. Why do you believe that brands and companies should publicly speak out against systemic racism and racial injustice following the death of George Floyd and other recent racially motivated attacks on Blacks? Pick all that apply. Question asked of those who believe brands should speak out against racism and racial injustice (Q2/1). General population, U.S., and by age and gender.

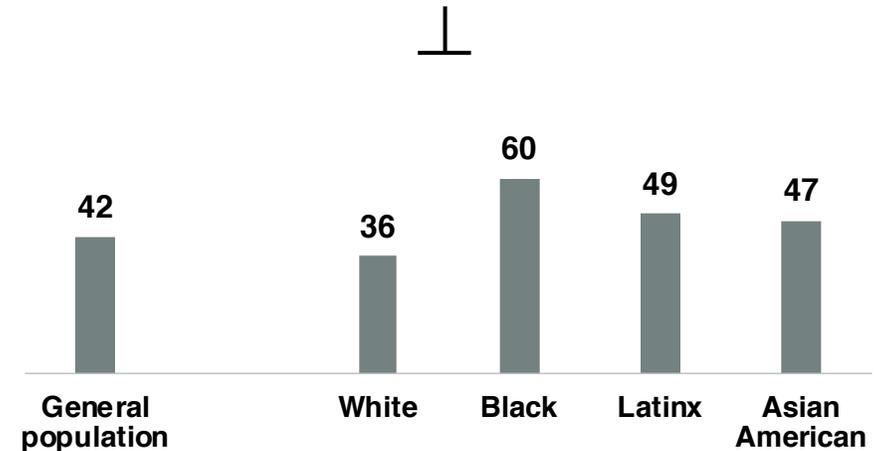
# EMPLOYEES CHOOSING JOBS BASED ON RACIAL JUSTICE

Percent who agree

An inclusive work culture with a strong diversity program is **critically important to attracting and retaining someone like me as an employee**



**I would not work for an organization that fails to speak out publicly** at this time to support the need to address racial inequality in this country

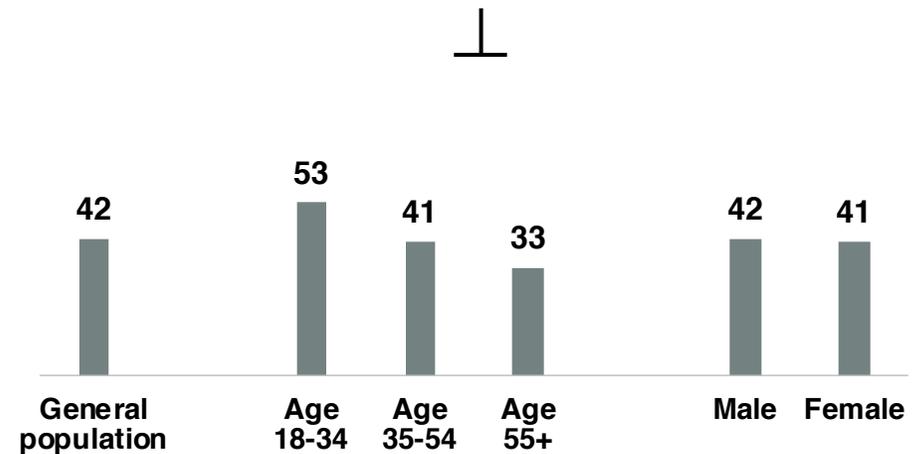
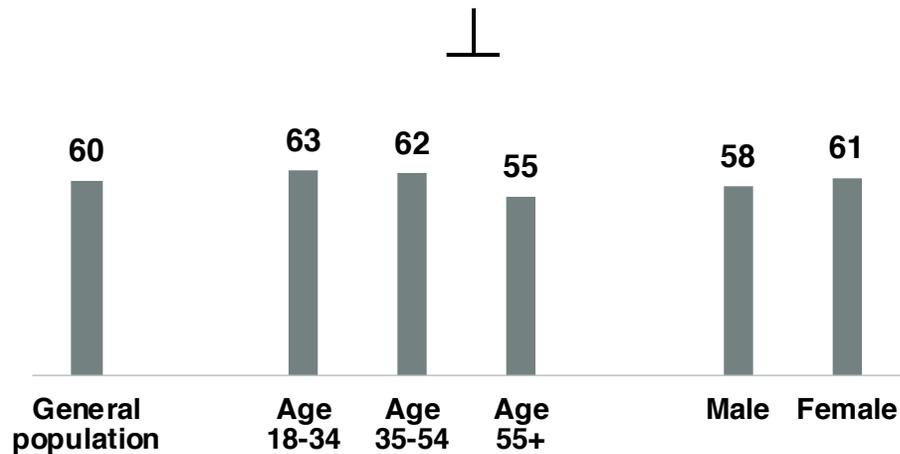


# YOUNG EMPLOYEES MOST FOCUSED ON WORKPLACE DIVERSITY AND PUBLIC ACTIVISM FOR RACIAL JUSTICE

Percent who agree

An inclusive work culture with a strong diversity program is **critically important to attracting and retaining someone like me as an employee**

I would not work for an organization that fails to speak out publicly at this time to support the need to address racial inequality in this country



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**TALK IS NOT ENOUGH**

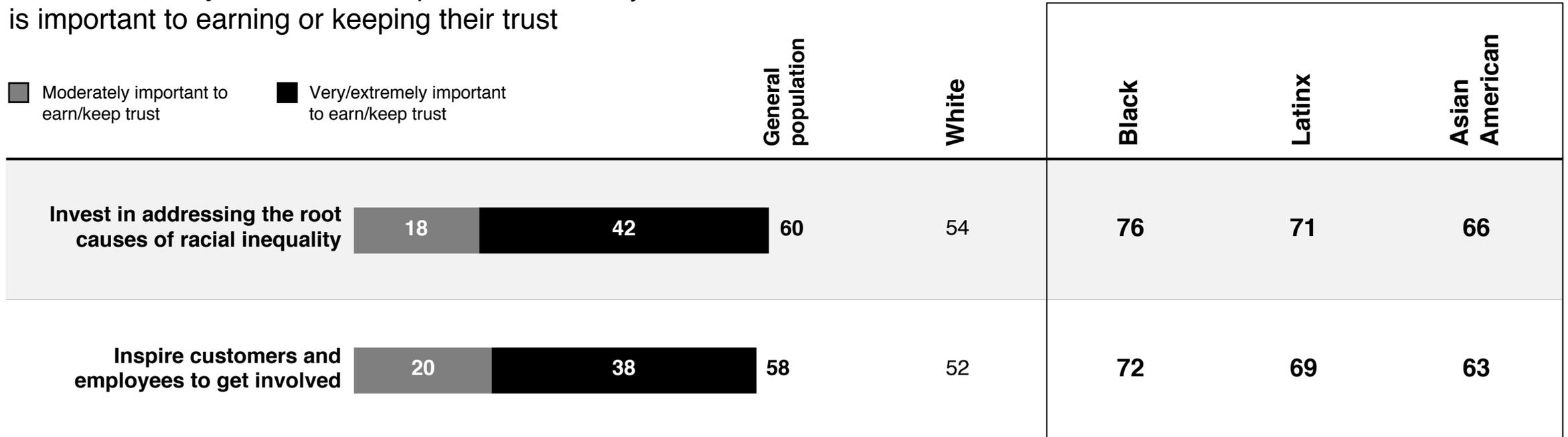
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# BRANDS MUST ACT TO CREATE CHANGE

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

Moderately important to earn/keep trust
  Very/extremely important to earn/keep trust

Communities of color have a stronger point of view on how brands must act to earn and keep their trust

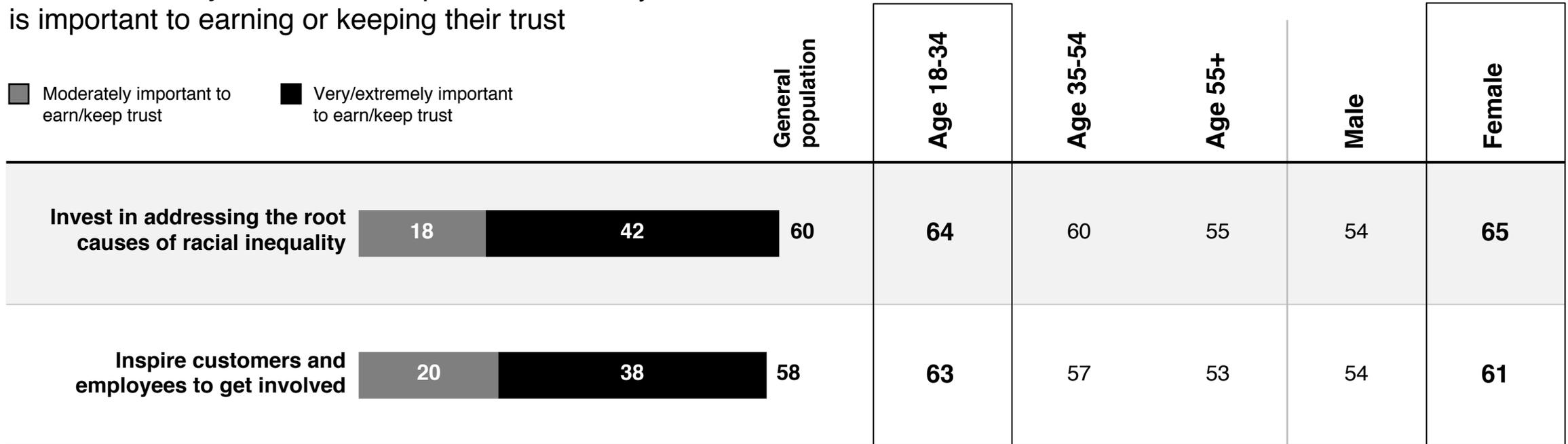


2020 Edelman Trust Barometer Special Report: Brands and Racial Justice in America. Q4. In general, how important is it to earning or keeping your trust that brands or companies do each of the following in response to systemic racism and racial injustice following the death of George Floyd and other recent racially motivated attacks on Blacks? 6-point scale; code 4, moderately important; codes 5 and 6, very/extremely important. General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

# BRANDS MUST ACT TO CREATE CHANGE

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

Age 18-34 and women have a stronger point of view on how brands must act to earn and keep their trust

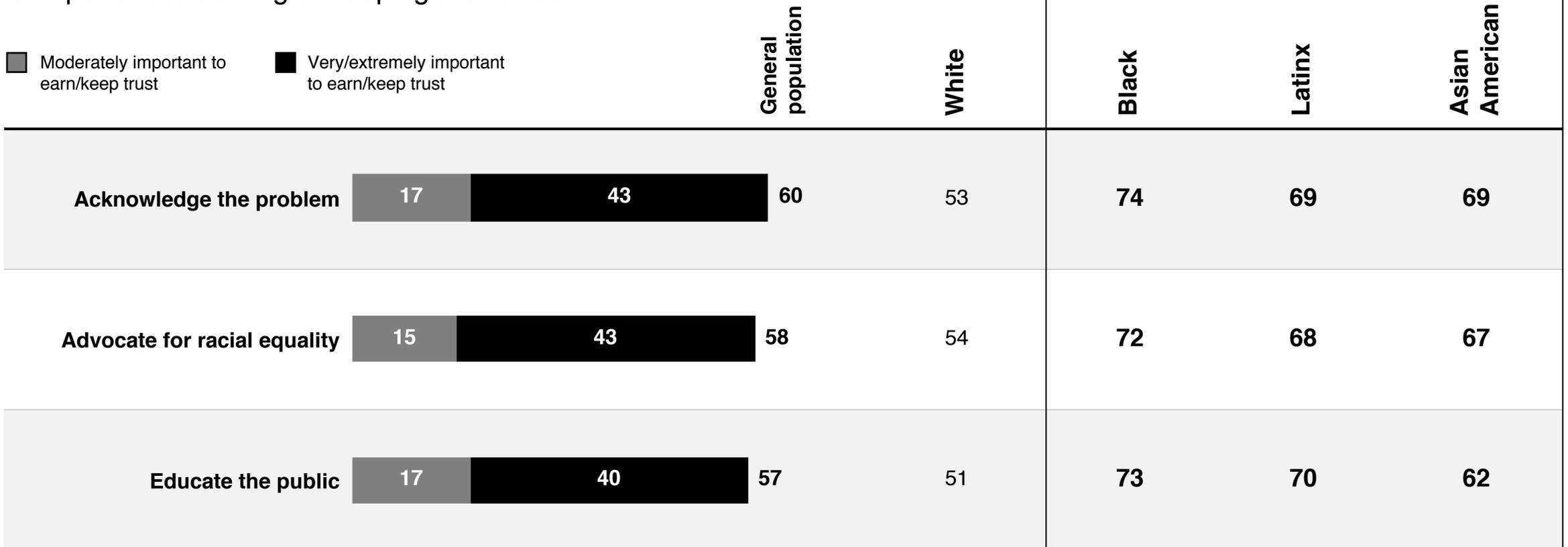


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# BRANDS MUST ACT TO EDUCATE AND INFLUENCE

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

Communities of color have a stronger point of view on how brands must act to earn and keep their trust

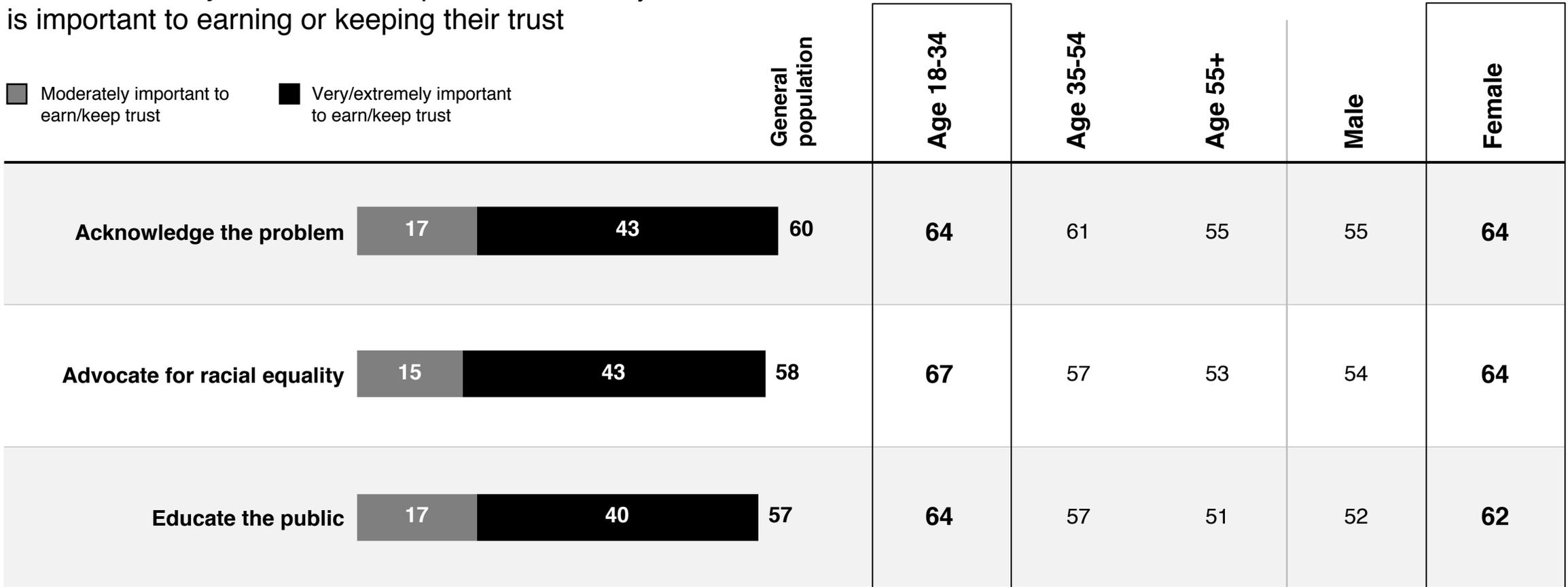


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Age 18-34 and women have a stronger point of view on how brands must act to earn and keep their trust



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# BRANDS MUST ACT TO GET THEIR OWN HOUSE IN ORDER

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

Moderately important to earn/keep trust
  Very/extremely important to earn/keep trust

Communities of color have a stronger point of view on how brands must act to earn and keep their trust

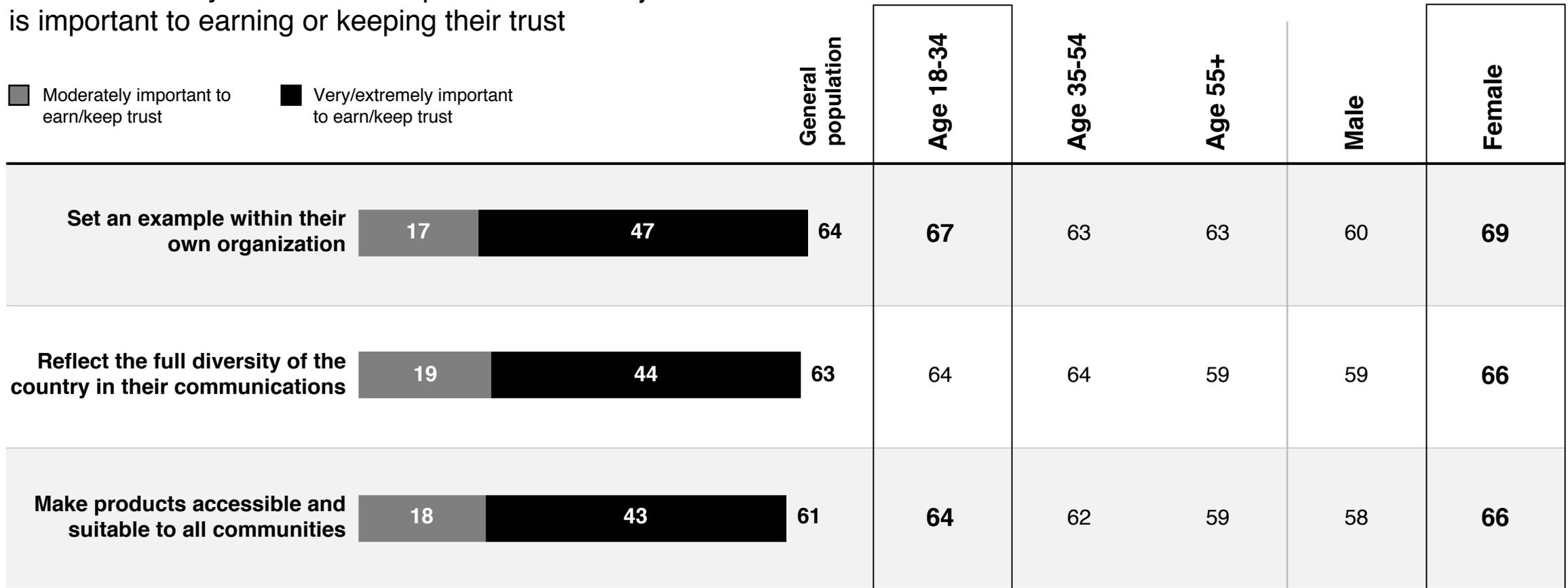
	General population		White	Black	Latinx	Asian American	
Set an example within their own organization	17	47	64	59	76	72	72
Reflect the full diversity of the country in their communications	19	44	63	57	76	70	72
Make products accessible and suitable to all communities	18	43	61	57	73	70	72

2020 Edelman Trust Barometer Special Report: Brands and Racial Justice in America. Q4. In general, how important is it to earning or keeping your trust that brands or companies do each of the following in response to systemic racism and racial injustice following the death of George Floyd and other recent racially motivated attacks on Blacks? 6-point scale; code 4, moderately important; codes 5 and 6, very/extremely important. General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

# BRANDS MUST ACT TO GET THEIR OWN HOUSE IN ORDER

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

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# PERFORMATIVE ACTIVISM SEEN AS EXPLOITATIVE

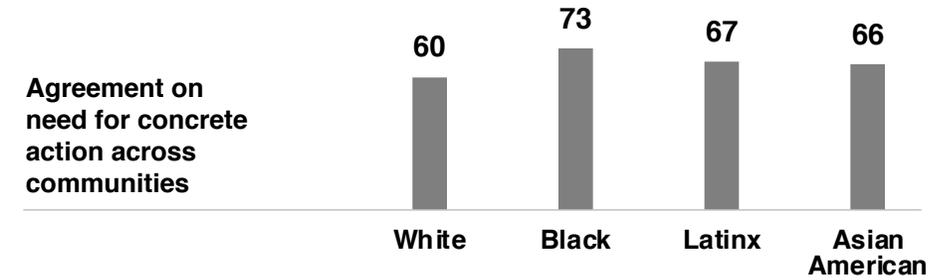
Percent who agree

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

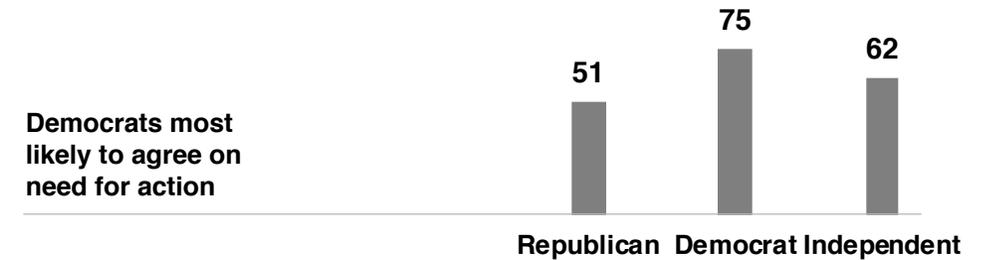
⊥  
**63%**

U.S. general population

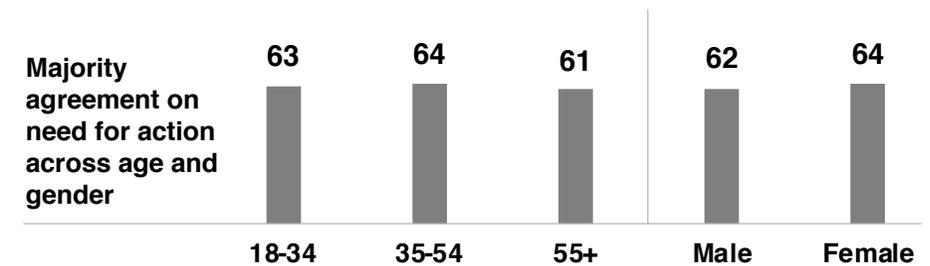
## Communities



## Political affiliation



## Age and gender



⊥

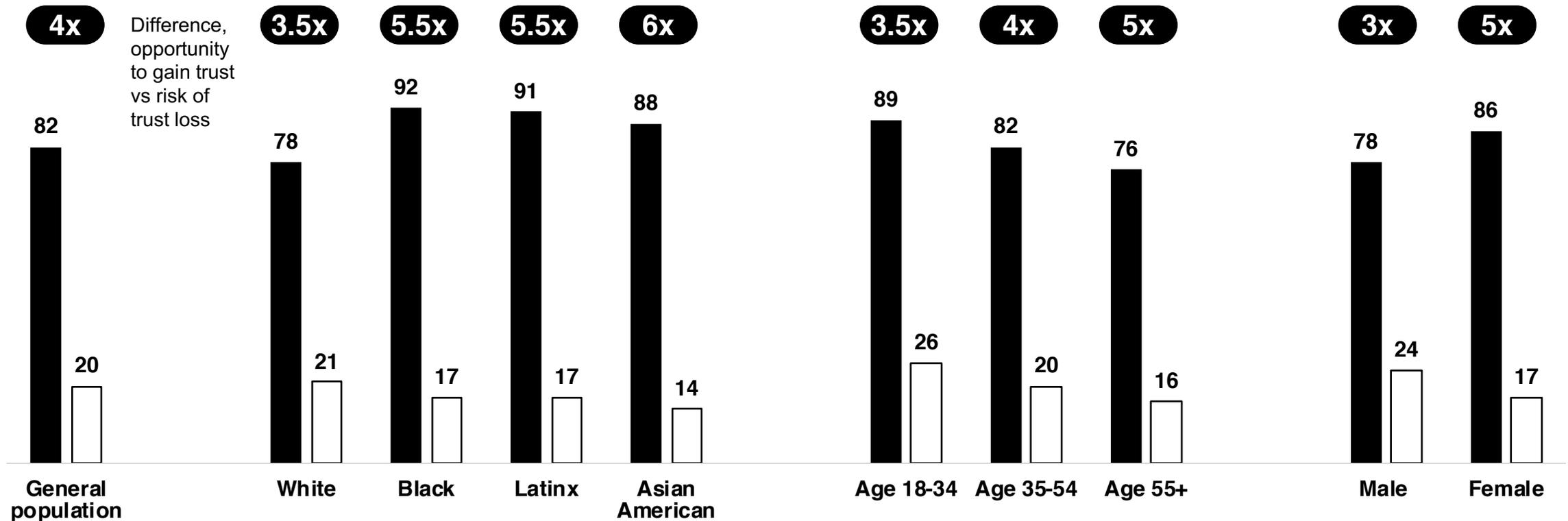
# TRUST IMPLICATIONS FOR BRANDS

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

Percent who say brand actions in response to racial injustice would result in trust gain or trust loss

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

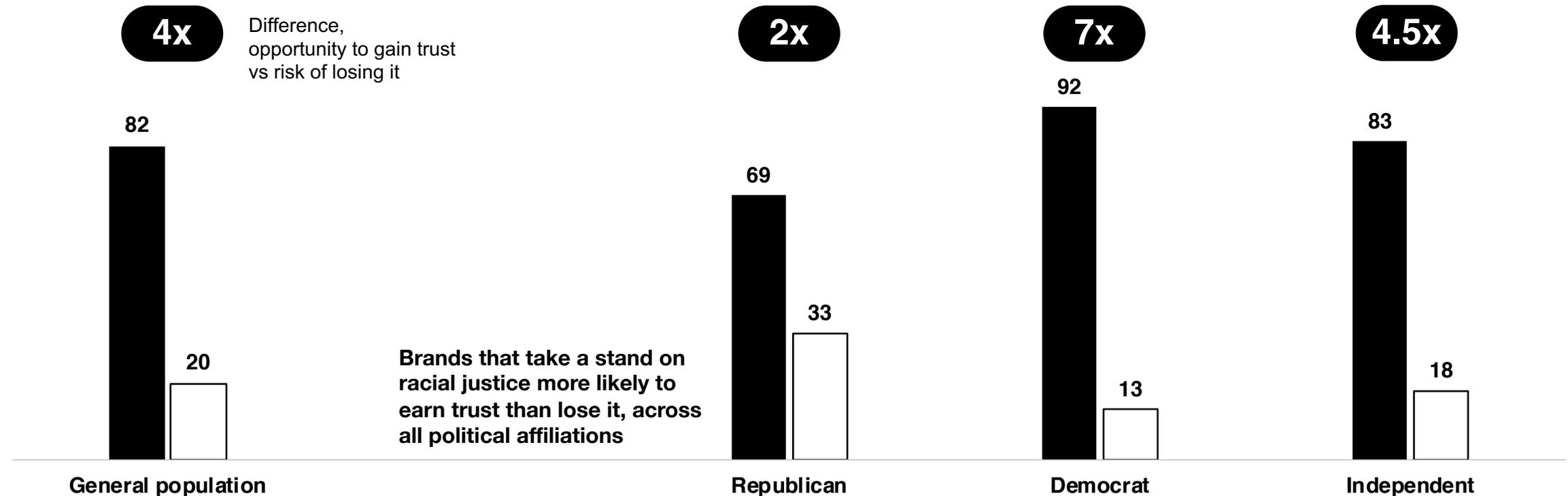


2020 Edelman Trust Barometer Special Report: Brands and Racial Justice in America. Q4. In general, how important is it to earning or keeping your trust that brands or companies do each of the following in response to systemic racism and racial injustice following the death of George Floyd and other recent racially motivated attacks on Blacks? 6-point scale; top 3 box, important; code 1, doing this would lose my trust. General population, U.S., by age and gender, and among Non-Hispanic White, Black, Latinx and Asian American populations. Data shown is a net of attributes 2-9.

# BRANDS THAT TAKE A STAND MORE LIKELY TO GAIN TRUST—EVEN ACROSS POLITICAL DIVIDE

Percent who say brand actions in response to racial injustice would result in trust gain or trust loss

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



# PEOPLE ADVOCATE FOR OR AGAINST BRANDS BASED ON THEIR STAND ON RACIAL JUSTICE

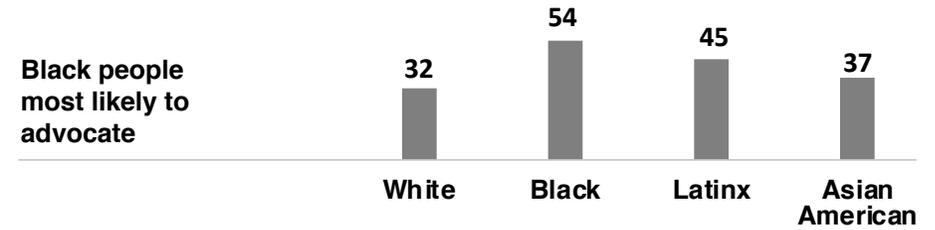
Percent who agree

I have attempted to **convince other people to start or stop using a brand** based on the brands' stand on addressing racial inequality issues

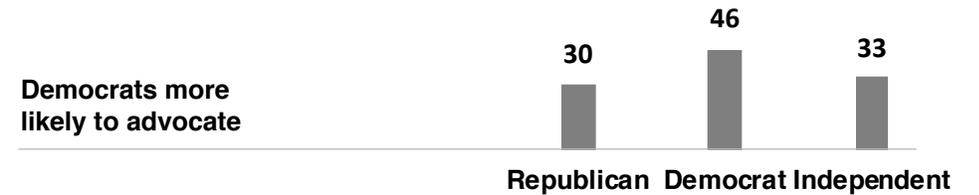
⊥  
**37%**

U.S. general population

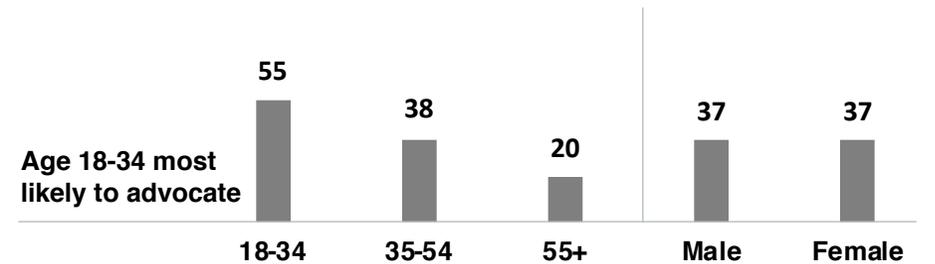
## Communities



## Political affiliation



## Age and gender



# PEERS MOST INFLUENTIAL IN SHAPING VIEWS ON RACISM

Black and Latinx communities  
far more likely to be influenced  
by peers and social media

Percent who say each source has been most influential in shaping their current views on racism and racial injustice

	General population	White	Black	Latinx	Asian American
My friends and family	41	38	53	46	37
Mainstream news organizations	37	38	33	32	41
Social media	32	28	42	43	36
Advocacy organizations	23	21	35	26	19
Online searches I have done on this topic	20	18	22	27	21
Media or my ethnic/racial community	15	10	28	23	20

2020 Edelman Trust Barometer Special Report: Brands and Racial Justice in America. Q6. Which of the following information sources have been influential in determining your current views regarding the severity and nature of racism and racial injustice in this country? Pick all that apply. General population, U.S. and Non-Hispanic White, Black, Latinx and Asian American populations.

# PEERS MOST INFLUENTIAL IN SHAPING VIEWS ON RACISM

Age 18-34 and women more likely to rely on peers and social media

Percent who say each source has been most influential in shaping their current views on racism and racial injustice

	General population	Age 18-34	Age 35-54	Age 55+	Male	Female
My friends and family	41	47	39	39	37	45
Mainstream news organizations	37	26	35	47	37	36
Social media	32	52	31	17	27	37
Advocacy organizations	23	30	19	21	20	26
Online searches I have done on this topic	20	27	23	12	19	21
Media or my ethnic/racial community	15	19	15	11	13	16

# BRANDS AND RACIAL JUSTICE IN AMERICA: A UNIVERSAL DEMAND FOR SYSTEMIC CHANGE

**1.**

**Use your power  
and influence to  
create change**

**2.**

**Advocate and  
educate**

**3.**

**Get your own  
house in order**

**4.**

**Consumers will  
judge a brand's  
response with  
their wallet**