Methodology

Online Survey in 27 Markets

33,000+ respondents total

All fieldwork was conducted between October 19 and November 16, 2018

- Non-Hispanic White Americans
- Oversample of Black Americans
- Latinx oversample
- Asian American oversample

General Online Population

1,150 respondents per market

Ages 18+

All slides show general online population data unless otherwise noted

Informed Public

500 respondents in U.S. and China; 200 in all other markets

Represents 16% of total global population

Must meet 4 criteria

- Ages 25-64
- College-educated
- In top 25% of household income per age group in each market
- Report significant media consumption and engagement in public policy and business news

Mass Population

All population not including informed public

Represents 84% of total global population

2019 Focus on Employer-Employee Relationship

55% of global general population are full- or part-time employees (but not self-employed)

Oversample of employees of multinational companies; 500 respondents per market

27-market global data margin of error: General population +/- 0.6% (N=31,050), informed public +/- 1.3% (N=6,000), mass population +/- 0.6% (26,000+), half-sample global general online population +/- 0.8 (N=15,525).

Market-specific data margin of error: General population +/- 2.9 (N=1,150), informed public +/- 6.9% (N=min 200, varies by market, China and U.S. +/- 4.4% (N=500), mass population +/- 3.0 to 3.6 (N =min 739, varies by market).

Employee MOE: 27-market = +/- 0.8% (N=16,944)
Market-specific = +/- 3.2 to 4.6% (N=min 446, varies by market)
Percent trust

**NO CONSENSUS ON MOST TRUSTED INSTITUTION**

2019 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 using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. Non-Hispanic White, Black, Latinx and Asian American populations.
FEARS OF JOB LOSS HIGHEST FOR LATINX COMMUNITY

Percent of employees across each race/ethnic population who worry about job loss due to each issue

**Automation** and/or other innovations taking your job away

Not having the **training** and skills necessary to get a good paying job

<table>
<thead>
<tr>
<th>Race/Ethnic Group</th>
<th>Automation</th>
<th>Not Having Training</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>44</td>
<td>50</td>
</tr>
<tr>
<td>Black</td>
<td>44</td>
<td>57</td>
</tr>
<tr>
<td>Latinx</td>
<td>54</td>
<td>62</td>
</tr>
<tr>
<td>Asian</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>

**Latinx community most concerned about impact of automation**

**Black and Latinx communities more concerned about access to training**

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2019 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? Please indicate your answer using a nine-point scale where one means “I do not worry about this at all” and nine means “I am extremely worried about this”. 9-point scale; top 4 box, worried. Question asked of half of the sample. Attributes shown to those who are an employee, but do not run their own business (Q43/1 AND NOT Q28/7). Employees among the Non-Hispanic White, Black, Latinx and Asian American populations.
COMMUNITIES OF COLOR BELIEVE THE SYSTEM IS FAILING THEM

Percent in the U.S. who agree the system is...

<table>
<thead>
<tr>
<th>White</th>
<th>Black</th>
<th>Latinx</th>
<th>Asian American</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Working for me</td>
<td>Not sure</td>
<td>Failing me</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>30</td>
<td>12</td>
<td>15</td>
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<tr>
<td>30</td>
<td>15</td>
<td>29</td>
<td>29</td>
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<tr>
<td>49</td>
<td>57</td>
<td>56</td>
<td>41</td>
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<tr>
<td>49</td>
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</tbody>
</table>

Change, 2017 - 2019

+11  -1  -10  +1  -6  +6  +1  -9  +8  +7  +2  -8

2019 Edelman Trust Barometer. “System failing” measure. For full details on how the “system failing” measure was calculated, please refer to the Technical Appendix. Non-Hispanic White, Black, Latinx and Asian American populations.
Making Change Happen
66% of U.S. employees agree

It's critically important for my CEO to respond to challenging times

- Industry issues
- Political events
- National crisis
- Employee-driven issues

Of the top 5 occasions, employees mostly agree on:

- "when there is major news or an event that affects our industry or sector,"
- "when there is a major social or political event that affects our country,"
- "when there is a crisis in the country,"
- "when employees demand that the CEO publicly take a stand on an important issue."

2019 Edelman Trust Barometer. CEO DIR. On which of the following occasions do you believe it is critically important to hear directly from the CEO or head of the organization you work for? Pick all that apply. Question asked of those who are an employee, but do not run their own business (Q43/1 AND NOT Q28/7). General population employees, U.S. and employees among the Non-Hispanic White, Black, Latinx and Asian American populations. Data shown is a net of "when there is major news or an event that affects our industry or sector," "when there is a major social or political event that affects our country," "when there is a crisis in the country," and "when employees demand that the CEO publicly take a stand on an important issue."

Community with highest agreement
### EDELMAN TRUST BAROMETER SPECIAL REPORT: IN BRANDS WE TRUST

**LATINX COMMUNITY LOOKING FOR LEADERSHIP FROM BRANDS**

<table>
<thead>
<tr>
<th>Statement</th>
<th>White</th>
<th>Black</th>
<th>Latinx</th>
<th>Asian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brands have better ideas for solving our country’s problems than government</td>
<td>28</td>
<td>39</td>
<td>41</td>
<td>38</td>
</tr>
<tr>
<td>Brands can do more to solve social ills than government</td>
<td>40</td>
<td>46</td>
<td>50</td>
<td>44</td>
</tr>
<tr>
<td>It is easier for people to get brands to address social problems than to get government to take action</td>
<td>42</td>
<td>50</td>
<td>53</td>
<td>51</td>
</tr>
</tbody>
</table>

2019 Edelman Trust Barometer Special Report: In Brands We Trust? Q17. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. U.S. and U.S. ethnic segments.
U.S. EMPLOYEE EXPECTATIONS NOW INCLUDE SOCIETAL CHANGE

Percent of employees across each race/ethnic population who expect each from a prospective employer

**Job Opportunity**
My employer offers wage growth, training, career growth and work which I find interesting & fulfilling

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<th>White</th>
<th>Black</th>
<th>Latinx</th>
<th>Asian American</th>
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</thead>
<tbody>
<tr>
<td>Occupation</td>
<td>81</td>
<td>79</td>
<td>85</td>
<td>78</td>
</tr>
</tbody>
</table>

**Personal Empowerment**
I know what is going on, I am part of the planning process, and I have a voice in key decisions; the culture is values-driven and inclusive

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<tr>
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<th>White</th>
<th>Black</th>
<th>Latinx</th>
<th>Asian American</th>
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</thead>
<tbody>
<tr>
<td>Empowerment</td>
<td>80</td>
<td>75</td>
<td>79</td>
<td>76</td>
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</tbody>
</table>

**Shared Action**
My employer has a greater purpose, and my work has a meaningful societal impact

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<thead>
<tr>
<th></th>
<th>White</th>
<th>Black</th>
<th>Latinx</th>
<th>Asian American</th>
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</thead>
<tbody>
<tr>
<td>Shared Action</td>
<td>66</td>
<td>63</td>
<td>72</td>
<td>66</td>
</tr>
</tbody>
</table>

2019 Edelman Trust Barometer. 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? Question asked of those who are an employee, but do not run their own business (Q43/1 AND NOT Q28/7). Employees among the Non-Hispanic White, Black, Latinx and Asian American populations. Buckets are the sum of the average of codes 1 & 2 for the items that make up each dimension. For details on the full list of items that went into each of the three dimensions, please refer to the Technical Appendix.
MASSIVE RISE IN NEWS ENGAGEMENT; LATINX AND ASIAN COMMUNITIES LEAD THE CHARGE

How often do you engage in the following activities related to news and information?

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>Black</th>
<th>Latinx</th>
<th>Asian American</th>
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</thead>
<tbody>
<tr>
<td>AMPLIFIERS</td>
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<tr>
<td>Consume news about weekly or more AND share or post content several times a month or more</td>
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<td>2018</td>
<td>45</td>
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<td>2019</td>
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<td>36</td>
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<td>25</td>
<td>23</td>
<td>29</td>
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</tbody>
</table>

Total increase in news engagement

- **White**: +16 pts
- **Black**: +15 pts
- **Latinx**: +21 pts
- **Asian American**: +21 pts

2019 Edelman Trust Barometer. News Engagement Scale, built from MED_SEG_OFT. How often do you engage in the following activities related to news and information? Indicate your answer using the 7-point scale below. Question asked of half of the sample. Non-Hispanic White, Black, Latinx and Asian American populations, by gender. For details on how the News Engagement Scale was built, please refer to the Technical Appendix.
Lessons Learned

Message4Leaders
TRUST AT WORK:
THE NEW EMPLOYER-EMPLOYEE CONTRACT

1. Lead Change
- Be aspirational
- Promote a diverse workforce
- Train the workforce of the future

2. Empower Employees
- Activate diverse voices
- Create opportunities for shared action
- Empower them with information

3. Start at Home
- Improve societal conditions in the communities where you operate
- Commit to causes and organizations important to your employees

4. CEO Leadership
- Live your values
- Engage directly
- Be visible and show a personal commitment, inside and outside the organization