Edelman Trust Barometer 2020

Special Report

The Fight for Racial Justice in America

01

Don't forget: This is about Black America.

80% of Black Americans say that business must speak out against systemic racism, versus 66% of Latinx and 54% of Asian Americans. And Black Americans don't trust any institution to respond to the problem.

02

Jacob Blake's shooting has catalyzed awareness.

76% of Americans now personally believe that systemic racism and racial injustice exists in this country, up 5 points since Jacob Blake's shooting and the protests in Kenosha. The greatest increases are for Republicans and those 55+.

03

Support for the protests has entered the mainstream.

57% support current protests against racial injustice, up 9% since Jacob Blake's shooting. This increase is particularly acute among Republicans, whose support for the protests rose 17%.

04

The media is seen as fueling racism.

62% say that, in covering the demonstrations against racial injustice, the news media has focused on rioting at the expense of peaceful protests.

05

For government, low marks and mistrust.

Only 36% trust say that government is hearing the call for racial justice – a stat that's consistent across ethnic groups. The federal government ranks lowest among institutions trusted to respond to racism.

06

Employees & employers: A growing social mandate.

While "my employer" is the most trusted institution in the response to systemic racism (71%), the majority of Americans (58%) say they observe racism in their corporations. For Black Americans, this more acute at 77%.

07

A gap between expectations and delivery.

While 55% of Americans expect CEOs to be actively anti-racist, 44% believe that the business community has "done very little" to address systemic racism.

08

For business, challenge and opportunity.

The majority of Americans say it's critical for business to establish zero-tolerance policies towards racism, ensure all levels of staff are racially representative, and remove racist symbols and traditions.

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