

Special Report:
Business and
Racial Justice in
America



Edelman Trust Barometer 2022



2022 Edelman Trust Barometer Special Report

Business and Racial Justice in America

Fieldwork: April 19 – April 25, 2022

Fieldwork for other data cited:

April 2021: collected between April 19 and 26, 2021

May 2022*: collected between May 17 and 20, 2022, the week following the May 14 Tops grocery store shooting in Buffalo, NY

*Note: the sample sizes collected in May vary from those in the rest of this report.

Margin of error:

- U.S. total margin of error: +/- 2.2% (n=2,000)
- Ethnicity-specific data margin of error: Non-Hispanic White +/- 2.7% (n=1,283); Black, Hispanic, and Asian +/- 4.4% (n=500)

U.S. Online Survey

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

White	n=1,283
Black	n=500
Hispanic	n=500
Asian**	n=500

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

**Asian includes Native Hawaiian and Pacific Islanders

Demographic Composition

Northeast	19%	Male	49%	Republican	28%
Midwest	23%	Female	51%	Democrat	44%
South	36%			Ind./Third-party	23%
West	22%	18-34	29%		
		35-54	34%		
		55+	37%		



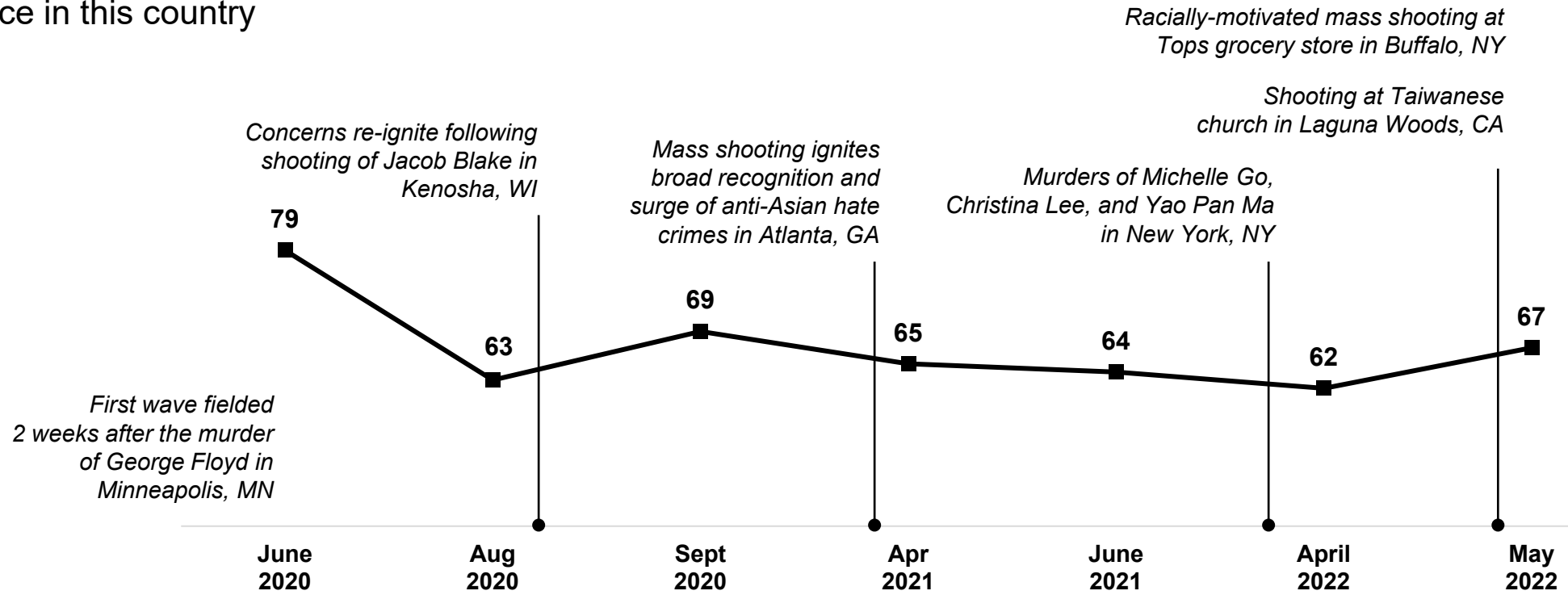
**EMPLOYERS FAIL TO
HEED GROWING CALL
FOR RACIAL JUSTICE**

2020 – 2022: AMERICA IN A STATE OF CONSTANT ELEVATED ANXIETY OVER RACISM

Percent who say

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

U.S. general population



2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. Q1. How concerned are you about systemic racism and racial injustice in this country? 7-point scale. General population, U.S. Data is a sum of codes 5-7. May 2022 data came from a separate flash poll conducted between May 17 and 20, 2022.

MAY 2022: RACISM FEARS SURGE ACROSS COMMUNITIES FOLLOWING RACIALLY-MOTIVATED VIOLENCE

Percent who say

May 14, 2022

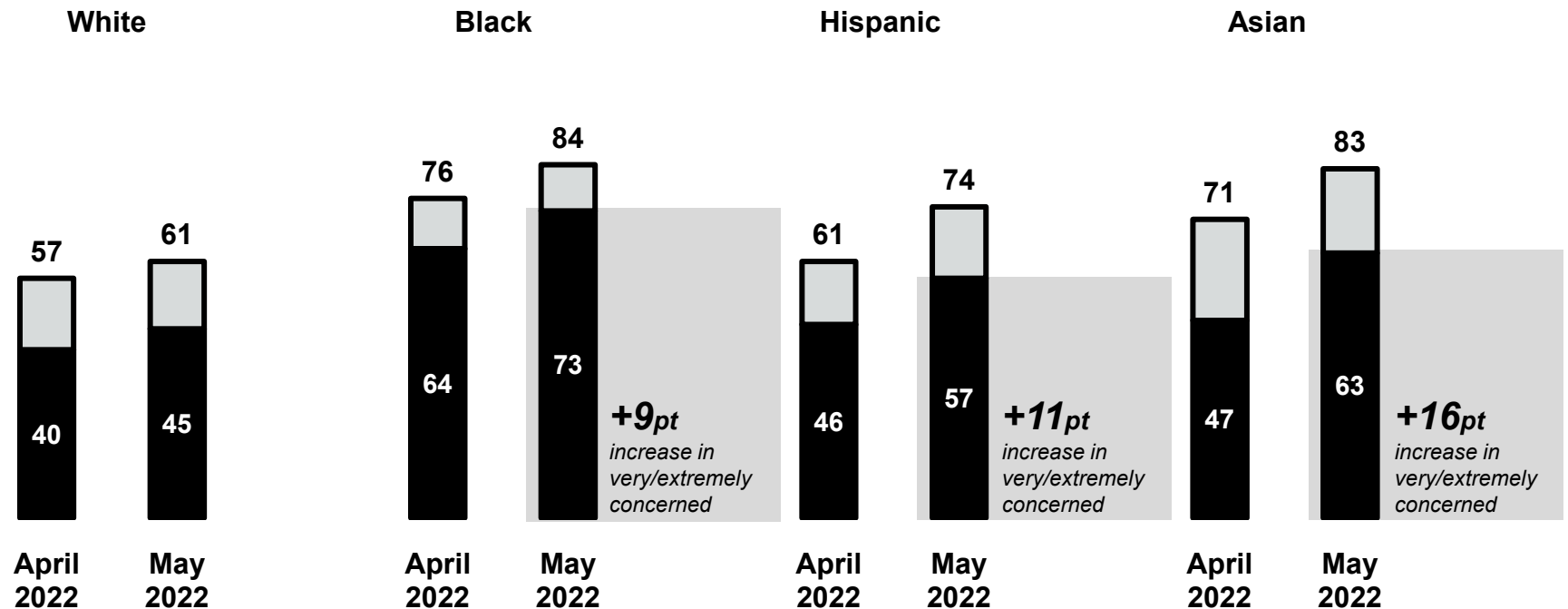
Mass shooting at Tops grocery store in Buffalo, NY

May 15, 2022

Shooting at Taiwanese church in Laguna Woods, CA

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

■ Percent who are **concerned**
■ Percent who are **very/extremely concerned**



2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. Q1. How concerned are you about systemic racism and racial injustice in this country? 7-point scale; code 5, concerned; top 2 box, very/extremely concerned. U.S., among Non-Hispanic White, Black, Hispanic and Asian populations. May 2022 data came from a separate flash poll conducted between May 17 and 20, 2022.

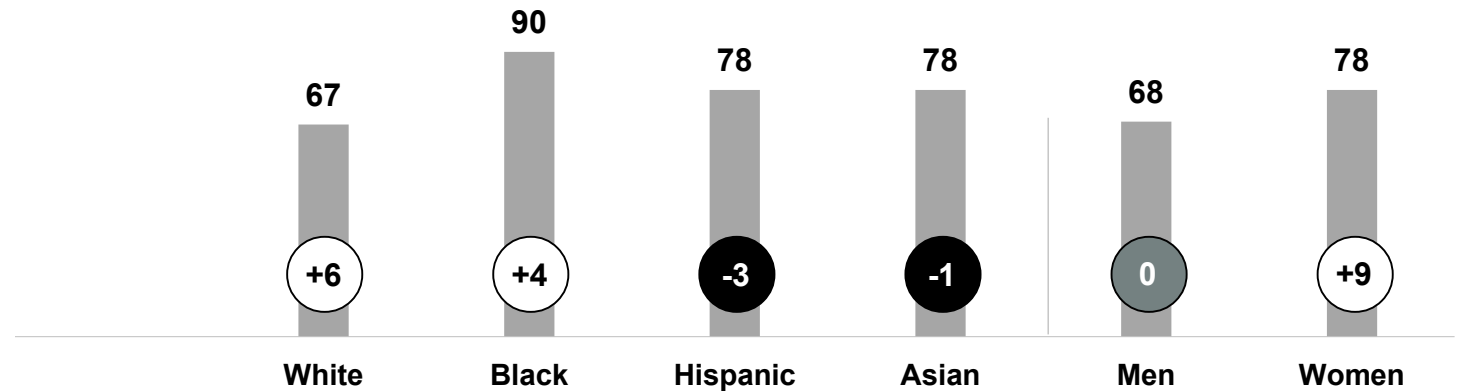
RECOGNITION OF RACIAL INJUSTICE GROWS ACROSS DEMOGRAPHICS

Percent who say

I believe **systemic racism** and **racial injustice** exist in this country

Change, Apr 2021 to Apr 2022

Communities | Gender

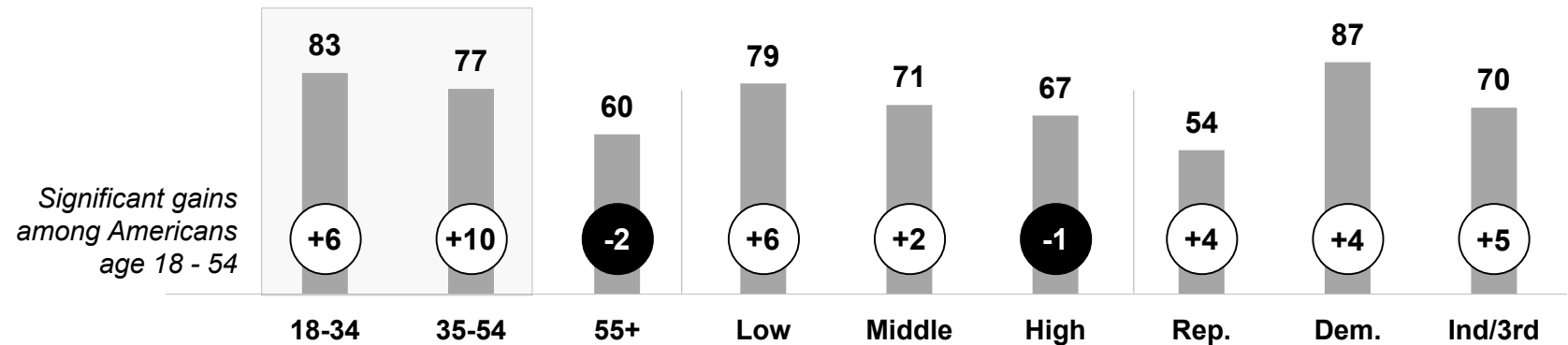


U.S. general population

73%



Age | Income | Political affiliation



Significant gains among Americans age 18 - 54

MAJORITY OF AMERICANS AGES 18 TO 54 NOW IN THE FIGHT FOR RACIAL JUSTICE

Percent who say they have done each in response to racism in this country

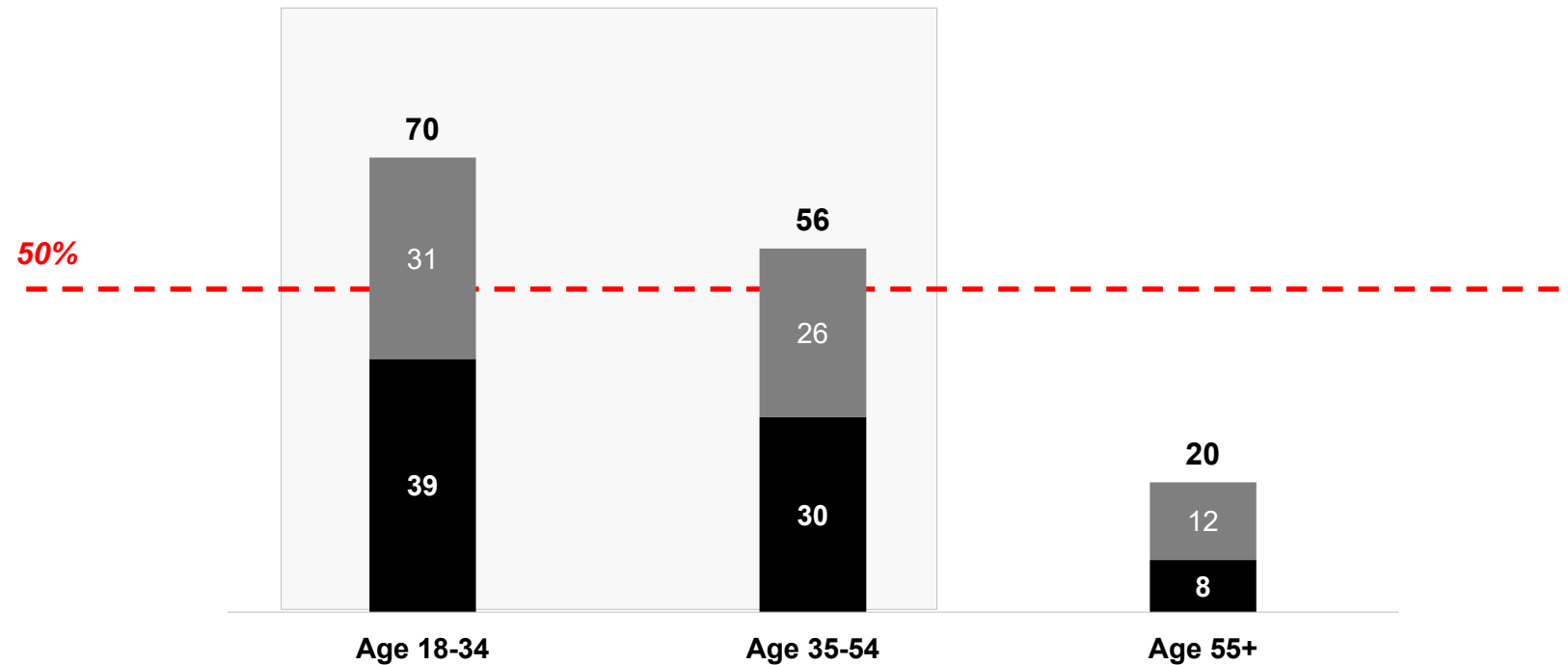
I have **advocated** or **acted** against racism

Advocates only

- Supported product boycotts
- Posted anti-racist content
- Signed petitions to support anti-racist initiatives
- “Liked” or reposted anti-racist content

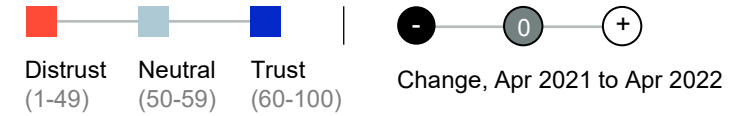
Activists

- Attended public protests
- Communicated with political or business leaders
- Campaigned for political candidates
- Volunteered with organizations fighting racism



MY EMPLOYER REMAINS ONLY INSTITUTION TRUSTED ON RACISM RESPONSE

Among those who believe racism exists, percent who trust each to do what is right when it comes to responding to systemic racism and racial injustice in this country



My employer

72



NGOs

53



Business

51



Media

48



Government

47

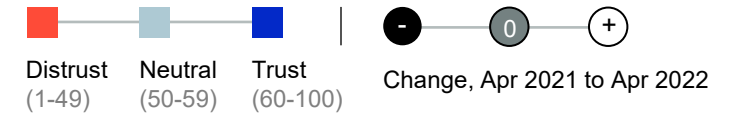


Media and government continue to be distrusted

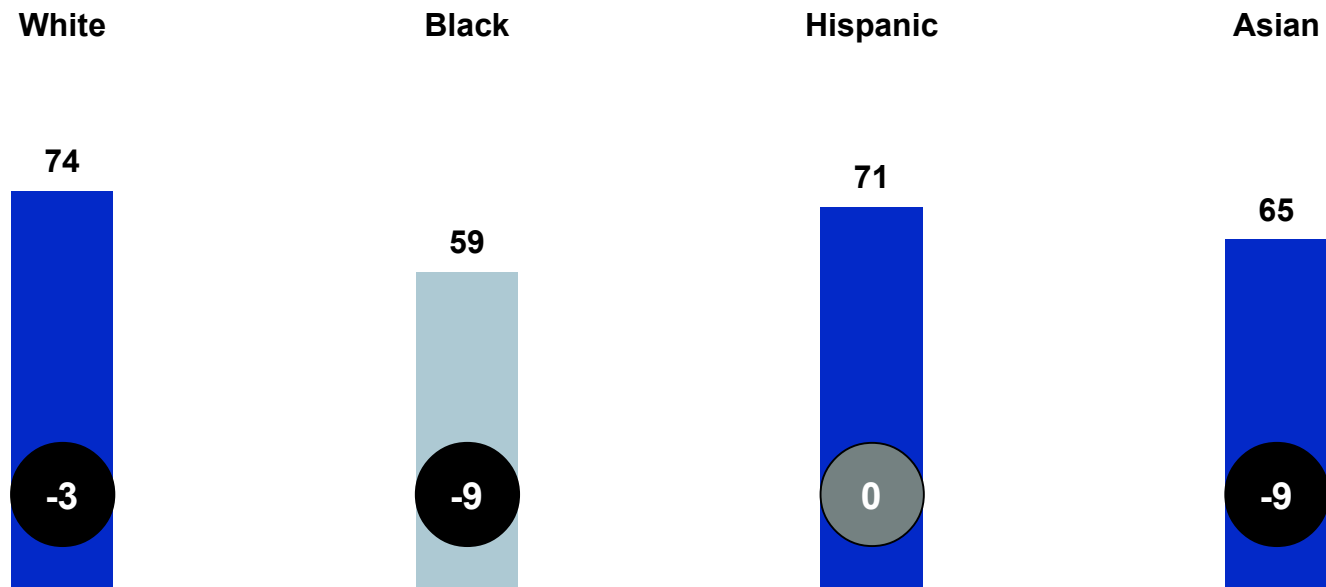
2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. Q7A. For each of the institutions and groups of people listed below, please indicate how much you trust them to do what is right when it comes to responding to the problem of systemic racism and racial injustice in this country. 9-point scale; top 4 box, trust. General population, U.S. "My employer" only shown to those who are an employee of an organization (Q43/1). Data is filtered to be among those who say they personally believe that systemic racism and racial injustice exists in this country today (Q7/1).

TRUST IN EMPLOYER RACISM RESPONSE FALLS; GREATEST DECLINE AMONG BLACK AND ASIAN COMMUNITY

Among those who believe racism exists, percent of employees who say



I trust **my employer** to do what is right when it comes to responding to systemic racism and racial injustice in this country



2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. Q7A. For each of the institutions and groups of people listed below, please indicate how much you trust them to do what is right when it comes to responding to the problem of systemic racism and racial injustice in this country. 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). Data is filtered to be among those who say they personally believe that systemic racism and racial injustice exists in this country today (Q7/1).



**RACIAL JUSTICE AT WORK:
EMPLOYEES RAISE THE STAKES**

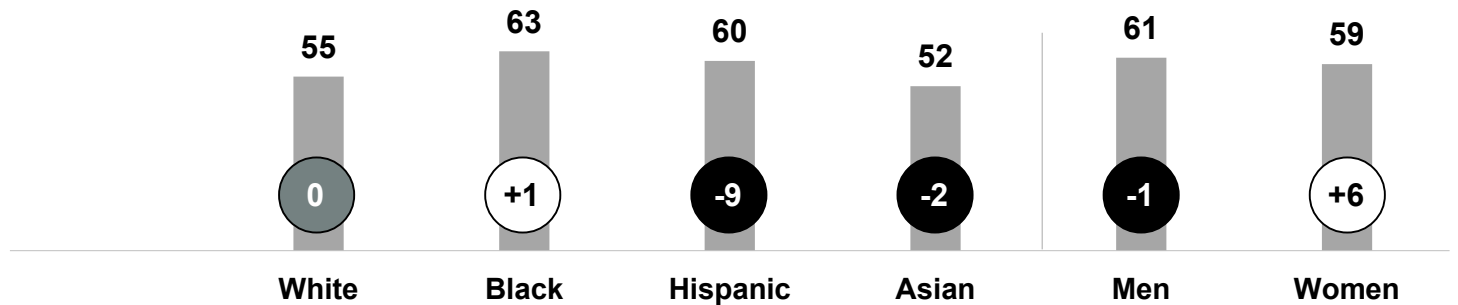
EMPLOYEES CHOOSE OR LEAVE JOBS OVER THEIR EMPLOYER'S RACISM RESPONSE

Change, Apr 2021 to Apr 2022

Percent of employees who agree

Communities | Gender

I would not work for an organization that fails to speak out against racial injustice, or **I have left a job in the last year** because the organization has failed to address racism

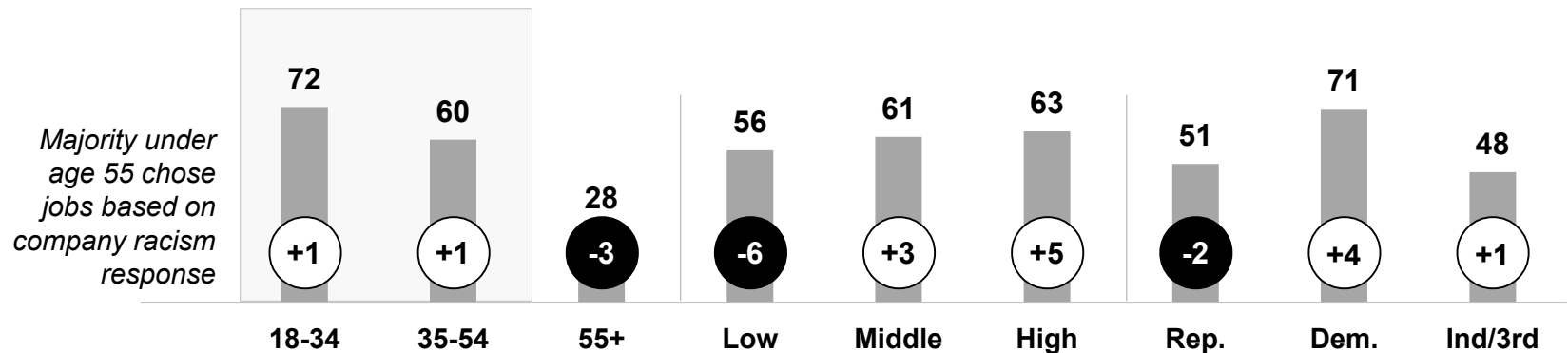


U.S. employees

60%



Age | Income | Political affiliation

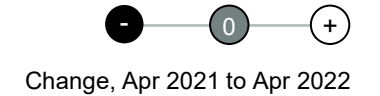


2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. Q23. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, U.S., and by demographics, and among Non-Hispanic White, Black, Hispanic and Asian populations. Data is filtered to be among those who are an employee of an organization (Q43/1). Data is a net of attributes 3, 20, and 21.

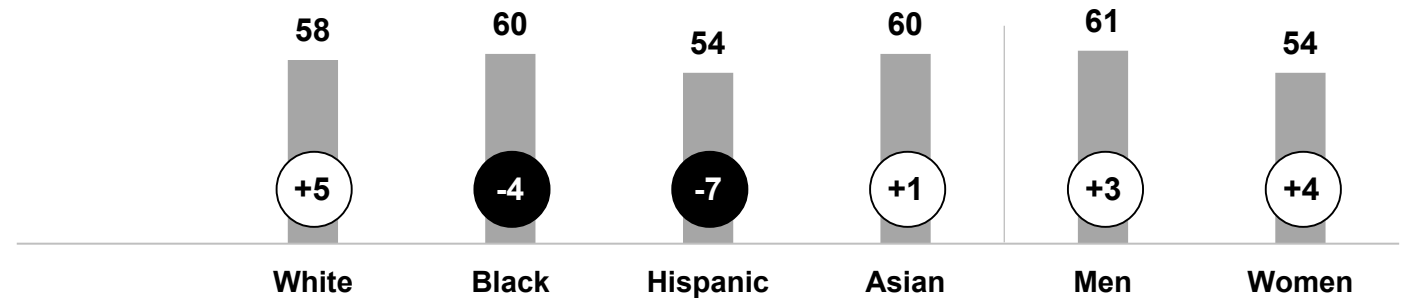
INCLUSIVE CULTURE NOW CRITICAL TO TALENT ACQUISITION AND RETENTION

Percent of employees who agree

An **inclusive work culture** with a strong and well-supported diversity program is critically important to **attract and retain someone like me as an employee**



Communities | Gender

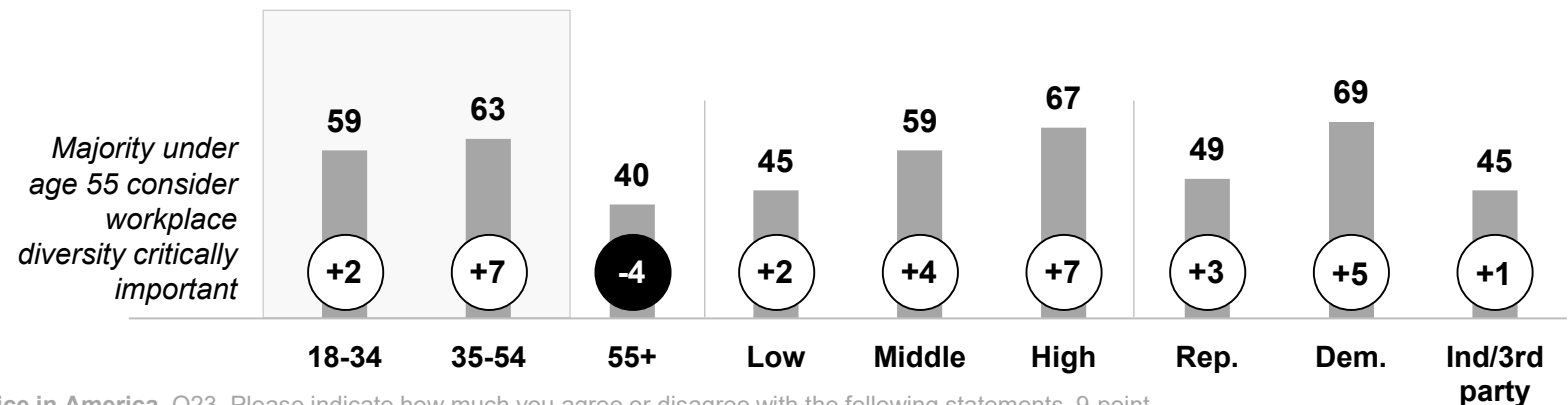


U.S. general population

58%



Age | Income | Political affiliation



2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. Q23. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, U.S., and by demographics, and among Non-Hispanic White, Black, Hispanic and Asian populations. Data is filtered to be among those who are an employee of an organization (Q43/1).

MORE EMPLOYEE LOYALTY, ADVOCACY, AND COMMITMENT WITH MEANINGFUL PROGRESS ON RACIAL JUSTICE

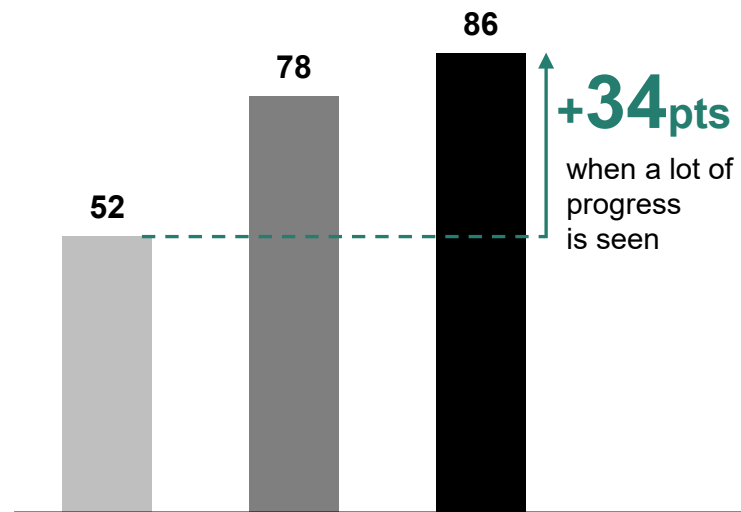
Percent of employees who agree with each statement, across amount of progress seen

How much meaningful progress has your employer made addressing racism and racial inequities in the workplace?



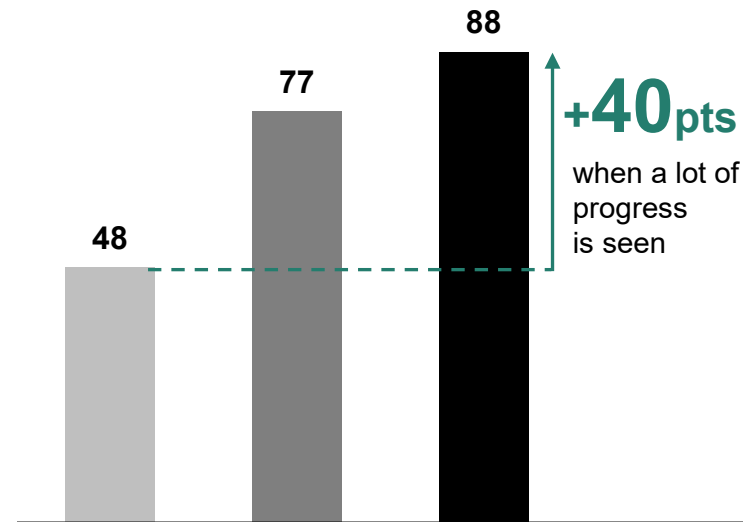
LOYALTY

I want to stay working for my employer for many years



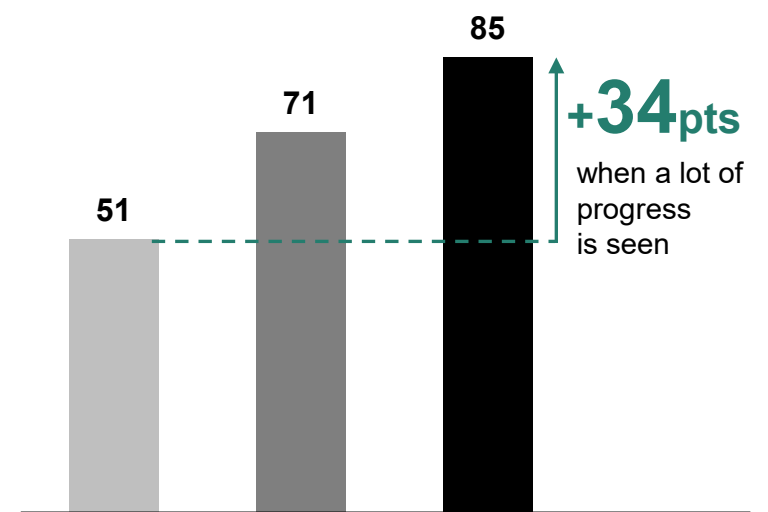
EMPLOYER ADVOCACY

I would recommend my employer as an employer to others



COMMITMENT

I do more than what is expected to help my employer succeed



2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. 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 of an organization (Q43/1). “Loyalty” is attribute 1; “Advocacy” is attribute 3; “Commitment” is an average of attributes 4-6. General population, U.S., among those who see a lot progress (WORK_PROG/1), some progress (WORK_PROG/2) or no progress (WORK_PROG/3-4).



**EMPLOYERS FAIL TO
LIVE UP TO THEIR PROMISES**

LESS THAN 1 IN 4 EMPLOYEES REPORT A WORKPLACE FREE OF RACISM

Percent of employees who say this is true of their organization

	U.S. employees	White	Black	Hispanic	Asian
My work environment is free of microaggressions	24	23	23	24	25
We are free of racist traditions/people	23	22	22	25	20

2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. IDEAL_WRKPL. Which of the following, if any, are true of the organization you work for? Question asked of those who are an employee of an organization (Q43/1). General population, U.S., and among Non-Hispanic White, Black, Hispanic and Asian populations. For the full question text, please refer to the appendix.

LESS THAN 1 IN 4 EMPLOYEES REPORT A REPRESENTATIVE WORKPLACE





Percent of employees who say this is true of their organization

	U.S. employees	White	Black	Hispanic	Asian
Our workforce is racially representative	 23	24	22	22	29
Mid-level managers are racially representative	 19	18	20	19	17
We have diverse suppliers	 19	14	22	27	22
Our executive leadership team is racially representative	 16	15	17	18	13
Our Board of Directors is racially representative	 14	10	14	16	11

2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. IDEAL_WRKPL. Which of the following, if any, are true of the organization you work for? Question asked of those who are an employee of an organization (Q43/1). General population, U.S., and among Non-Hispanic White, Black, Hispanic and Asian populations. For the full question text, please refer to the appendix.

ONLY 1 IN 4 CAN COUNT ON THEIR EMPLOYER FOR EQUITY AND INCLUSION

Percent of employees who say this is true of their organization

	U.S. employees	White	Black	Hispanic	Asian
Pay equity across employees	 25	25	25	29	21
Programs for career development of racially diverse employees	 21	18	22	25	19
Community initiatives that serve the needs of all racial and ethnic communities	 20	20	19	21	19
Employee assistance programs for diverse employees	 19	19	18	19	18

2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. IDEAL_WRKPL. Which of the following, if any, are true of the organization you work for? Question asked of those who are an employee of an organization (Q43/1). General population, U.S., and among Non-Hispanic White, Black, Hispanic and Asian populations. For the full question text, please refer to the appendix.

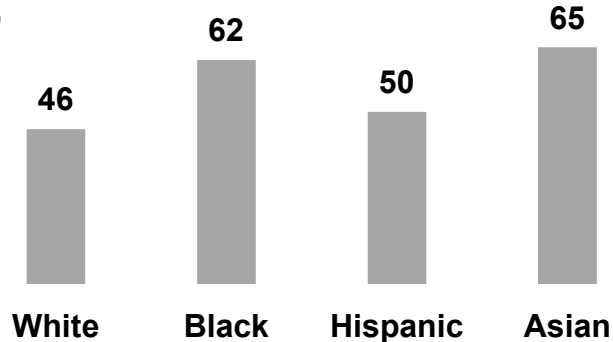
LACK OF DEI LEADERSHIP IMPEDES EMPLOYER PROGRESS ON RACISM

Percent of employees who say

I do not see my company making much progress addressing racism and racial inequity in the workplace

U.S. employees

52%



Among those that don't see much progress, top 5 reasons why (shown in rank order)

No one is tasked with leading DEI initiatives

Too many employees worry DEI initiatives would exclude them

Executives do not prioritize eliminating racial inequities

Executives do not see racism as a problem

No one has called for DEI

2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. WORK_PROG. Do you feel that the organization you work for is making meaningful progress when it comes to addressing racism and racial inequities in your workplace? 5-point scale; codes 2-4; not much or any progress. Question asked to those who are an employee of an organization (Q43/1). General population, U.S., and among Non-Hispanic White, Black, Hispanic and Asian populations. WHY_NO_ACT. You said that you are not seeing any or much meaningful progress from the organization you work for when it comes to addressing racism and racial inequities. Why do you feel your organization is not making much or any progress? Pick all that apply. Question asked to those who are not seeing a lot of meaningful progress (WORK_PROG/2-4). General population, U.S. Data on the right is in rank order, showing the top 5, with ties broken by nearest decimal place. "None of the above" is excluded from the ranking. For the full question text, please refer to the appendix.

HEAD OF DEI LACKS CREDIBILITY; NO SINGLE VOICE TRUSTED

Percent of employees who say

I trust each to tell me the truth about racism, diversity, equity and inclusion within my organization



Change, Apr 2021 to Apr 2022

Highest agreement among each community

	U.S. employees	White	Black	Hispanic	Asian
I do not trust anyone in the organization	+3 26	28	26	26	32
My racially diverse co-workers	+1 28	26	33	28	33
My direct boss/supervisor	-1 27	27	22	28	24
Head of HR	+1 24	24	22	24	21
The CEO	+2 24	27	19	23	15
Racially diverse executives	0 20	20	21	20	14
Head of DEI	-3 18	19	20	16	19

2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. VOICES. Which of the following people do you trust to tell you the truth about racism, diversity, equity and inclusion matters within the organization you work for? Pick all that apply. Question asked of those who are an employee of an organization (Q43/1). General population, U.S., and among Non-Hispanic White, Black, Hispanic and Asian populations.

ONLY 4 IN 10 AGREE DEI INITIATIVES BENEFIT ALL EMPLOYEES

Percent who say each group benefits from workplace diversity, equity and inclusion initiatives

	U.S. general population	White	Black	Hispanic	Asian
All employees	38	39	40	37	48
Black employees	21	20	23	20	17
Hispanic employees	14	12	13	20	11
Asian employees	12	11	10	11	14
White employees	9	9	12	10	7
No one. I do not feel anyone benefits	19	22	15	13	15

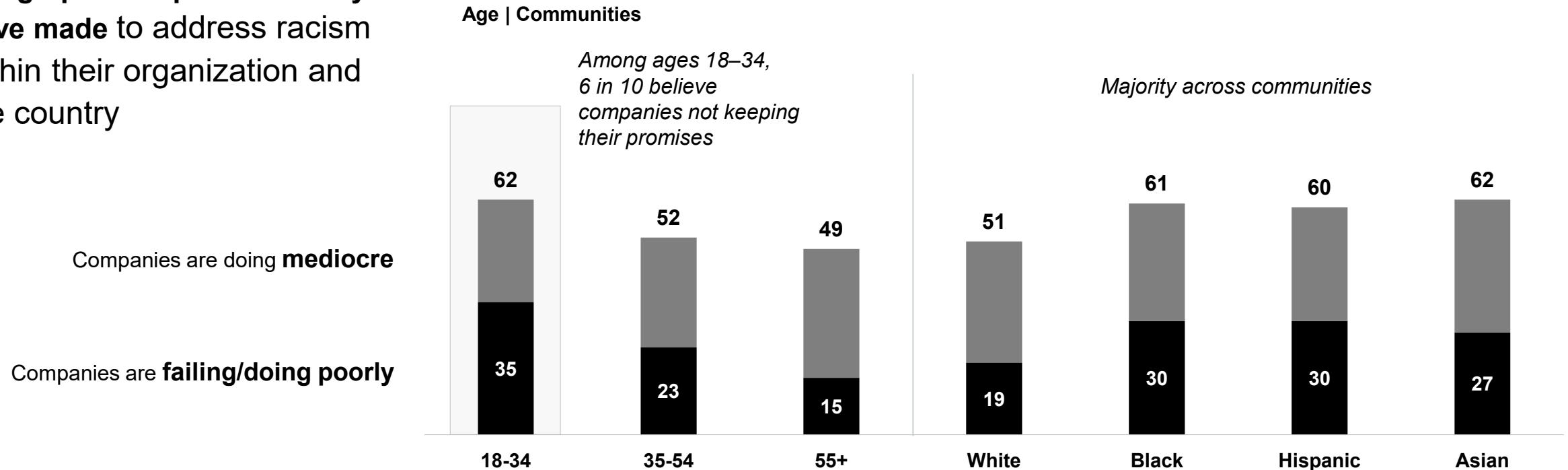


**RACISM AT WORK:
AN URGENT NEED FOR
LEADERSHIP AND ACTION**

THE FIGHT FOR RACIAL JUSTICE: COMPANIES MUST KEEP THE PROMISES THEY'VE MADE

Percent who say

I believe companies are not living up to the promises they have made to address racism within their organization and the country



2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. MEET_EXP. How well do you believe companies are doing at living up to the promises and commitments they have made to address racism both within their own organizations as well as in the country? 5-point scale; bottom 2 box, failing; code 3, mediocre. General population, U.S., and by demographics, and among Non-Hispanic White, Black, Hispanic and Asian populations.

CEOS EXPECTED TO GET EDUCATED AND LEAD DEI EFFORTS

Percent who say

I expect CEOs to do something in response to systemic racism and racial injustice

Top 5 actions CEOs expected to take:

Institute a policy of zero tolerance of racism

Educate themselves on issues that impact communities

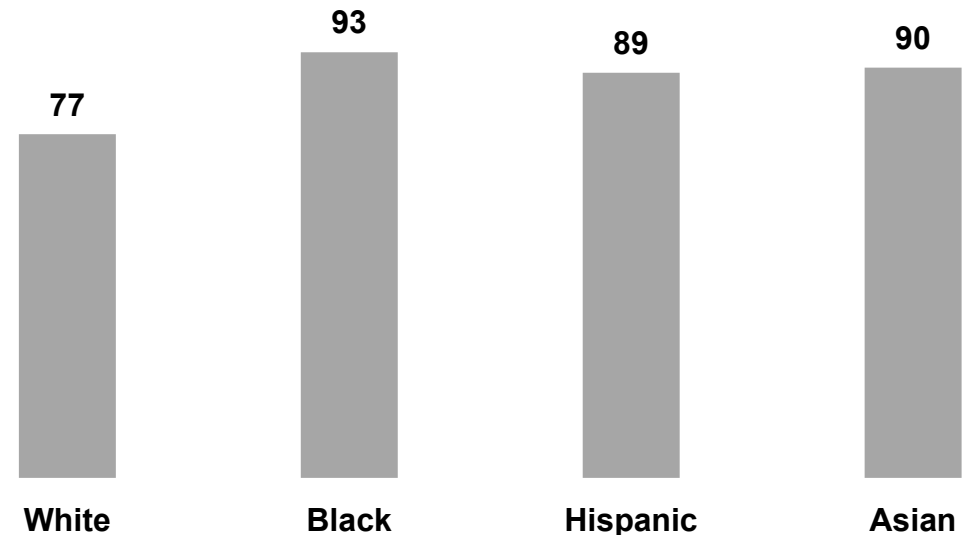
Ensure their workforce at all levels is representative of the country as a whole

Ensure there is diversity on the company's board

Foster the career growth of Black, Hispanic and Asian employees

U.S. general population

82%



EQUITY AMONG URGENT ISSUES FOR CEOS TO ADDRESS

Percent who **expect** CEOs to inform and shape conversations and policy debates about each issue

	Strong/ mandatory	Some expectation	White	Black	Hispanic	Asian
Wage inequality	45	67	66	76	71	75
Technology and automation's impact on jobs	38	63	61	70	66	69
Prejudice and discrimination	41	62	57	73	69	71
Global warming and climate change	40	61	56	68	66	69
Whether companies should continue doing business in Russia	40	61	59	63	62	70
Systemic racism and racial injustice	41	60	56	76	66	68
Gender inequality	38	59	54	70	69	69
Immigration	31	54	49	63	64	53
LGBTQIA+ rights	32	53	49	66	58	60

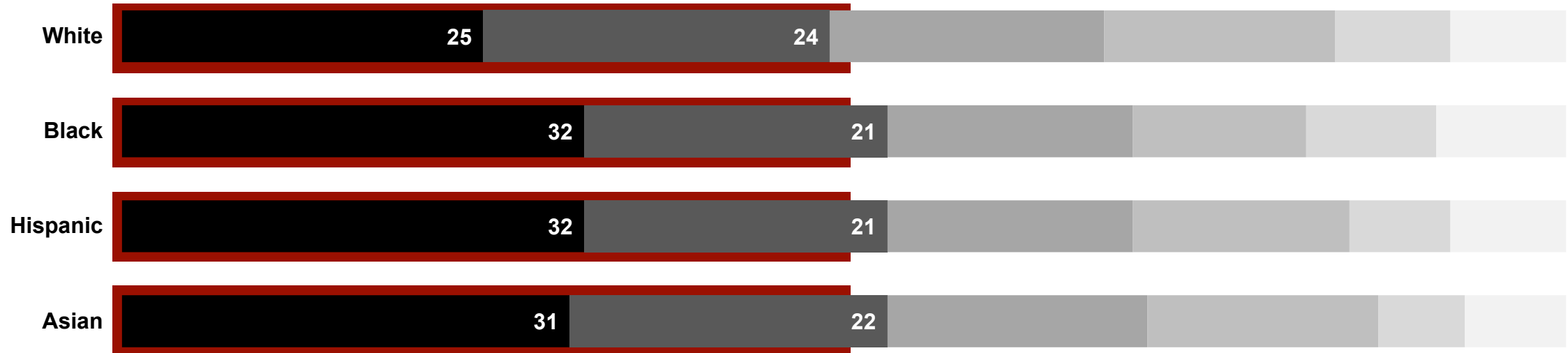
2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. CEO_RSP. For each of the following topics, please indicate to what degree corporate CEOs should be held responsible for directly helping to inform and shape ongoing conversations and policy debates. 5-point scale; top 2 box, strong/mandatory; code 3, some expectation. Question asked of half of the sample. General population, U.S., and among Non-Hispanic White, Black, Hispanic and Asian populations.

CEOS: DON'T WAIT FOR PROGRESS TO TAKE A STAND

Percent who say: **Before a CEO speaks out on racism,**
how far along should their own company be in achieving racial equity and diversity goals?



50% or more
 say **CEOs have permission to speak**
 once their company has reached this stage



2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. HOU_ORD. Before a CEO speaks out on the issue of racism in this country, how far along should their organization be in achieving its own racial equity- and diversity-related goals? U.S., among Non-Hispanic White, Black, Hispanic and Asian populations. Data is rebased to exclude those that said, "a CEO should NOT publicly speak out on this issue..."

BUSINESS AND THE FIGHT FOR RACIAL JUSTICE: FROM WORDS TO MEANINGFUL ACTION

1

Action earns trust

The majority of Americans under age 55 will support or avoid companies and employers based on their racism response and culture of inclusion.

2

Empower and embed DEI across operations

Employers must set clear DEI commitments, allocate resources, and provide support, access and visibility to DEI leaders.

3

CEOs must show personal commitment

The CEO must set the tone and demonstrate a personal commitment to get educated about systemic racism, and to create accountability and action.

4

Drive structural and cultural change

Go beyond the words to show measurable progress on representation, create an inclusive workplace culture and enforce zero tolerance of discrimination.



SUPPLEMENTAL DATA

TRUST IN INSTITUTIONS TO RESPOND TO RACISM

Among those who believe racism exists, percent who trust each to do what is right when it comes to responding to systemic racism and racial injustice in this country



+/- Apr 2021 to Apr 2022

	U.S. GP		Communities				Gender		Region				Location			Age			Income			Political Affiliation																								
	White	Black	Hispanic	Asian	Men	Women	Northeast	Midwest	South	West	Urban	Suburban	Rural	18 - 34	35 - 54	55+	Low	Middle	High	Rep.	Dem.	3 rd party/ Ind																								
	%	+/-																																												
My Employer	72	-1	74	-3	59	-9	71	0	65	-9	78	-3	66	+1	72	-4	71	-2	72	+1	73	-1	75	n/a	64	n/a	-	-	70	+1	75	-4	-	-	61	-4	73	+2	83	+3	83	+9	71	-4	65	-2
NGOs	53	0	53	-1	43	-7	48	-9	53	-6	61	+1	47	0	56	+1	48	-1	55	+2	53	-3	61	n/a	46	n/a	45	n/a	51	-1	58	-4	50	+5	44	+1	55	+4	69	+1	54	+3	61	+2	41	-3
Business	51	+1	52	0	42	-6	47	-3	47	-4	59	+2	45	+2	52	+2	49	+3	52	+1	51	0	61	n/a	42	n/a	47	n/a	49	0	56	-1	48	+5	42	+5	53	+4	66	-1	58	+3	55	+1	42	+3
Media	48	-2	47	-3	38	-14	41	-11	46	-1	56	-1	42	-1	48	-5	44	0	48	-3	52	+2	59	n/a	38	n/a	38	n/a	45	-3	53	-4	45	0	40	-1	49	+3	62	-4	45	+3	57	-3	33	-3
Government	47	+1	47	0	37	-7	44	-3	42	-4	54	0	42	+3	48	0	43	-3	49	+3	48	+3	58	n/a	38	n/a	39	n/a	49	0	49	-5	44	+7	37	0	51	+5	59	0	49	+2	55	+1	34	+3

2022 Edelman Trust Barometer Special Report: Business and Racial Justice in America. Q7A. For each of the institutions and groups of people listed below, please indicate how much you trust them to do what is right when it comes to responding to the problem of systemic racism and racial injustice in this country. 9-point scale; top 4 box, trust. General population, U.S., and by demographics, and among Non-Hispanic White, Black, Hispanic and Asian populations. "My employer" only shown to those who are an employee of an organization (Q43/1). Data is filtered to be among those who say they personally believe that systemic racism and racial injustice exists in this country today (Q7/1).

ACTIVISM AND ADVOCACY ACROSS DEMOGRAPHICS

Percent who say they have done each in response to racism in this country

I have **advocated** or **acted** against racism

	U.S. GP	Communities				Gender		Region				Location			Age			Income			Political Affiliation		
		White	Black	Hispanic	Asian	Men	Women	Northeast	Midwest	South	West	Urban	Suburban	Rural	18 - 34	35 - 54	55+	Low	Middle	High	Rep.	Dem.	3 rd party/Ind
		%																					
Advocate	23	20	31	29	31	17	27	18	18	26	25	24	23	19	31	26	12	29	20	19	15	28	24
Activist	25	19	31	33	19	27	23	27	20	25	28	39	16	10	39	30	8	19	28	28	17	34	19
Total	48	39	62	62	50	44	50	45	38	51	53	63	39	29	70	56	20	48	48	47	32	62	43

APPENDIX



2022 EDELMAN TRUST BAROMETER SPECIAL REPORT: BUSINESS AND RACIAL JUSTICE

HOW WE SEGMENTED RESPONDENTS INTO RACISM RESPONSE GROUPS

For this analysis, we took the possible responses from a question which asked respondents: “**There are many things that a person might do to help address the racism problem in this country. Which of the following, if any, have you done in response to racism in this country?**”

The possible answer choices are shown on the right, along with how those answers were categorized. The answer choices shown underneath **denier** and **on the sideline** are exclusive, meaning that if a respondent chooses one of these responses, they can’t choose anything else.

Respondents qualify as an **advocate against racism** if they answer yes to any of the four advocacy choices, but none of the activist items. If a respondent answers yes to any of the **activist** items, they qualify as an activist against racism, whether or not they also qualify as an advocate.

Possible categories respondents could fall into:

1. Denier:
 - I do not believe racism is a problem in this country, so I have not personally done anything to address or fight it
 - I do not believe that racism is a problem in this country, and I have engaged in counter protests against people or organizations that have attempted to characterize the U.S. as a racist country.
2. On the sideline
 - I believe racism is a problem, but I have not personally done anything to address or fight it.
3. Advocate actions:
 - I have supported and participated in product and business boycotts in response to a company’s racist behavior or racist policies
 - I have signed petitions to support specific actions and initiatives aimed at addressing racism
 - I have “liked” or reposted content on social media that calls attention to or discusses the problem of racism
 - I have donated money to groups that are committed to ending racism
4. Activist actions:
 - I have attended public protests or marches to oppose racist behavior, incidents, or policies
 - I have communicated directly to political or business leaders about what I want or expect them to do to address racism
 - I have campaigned for political candidates that share my views regarding the importance of ending racism
 - I have volunteered with organizations that are committed to fighting racism

2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED WORKPLACE DESCRIPTIONS

IDEAL_WRKPL. Which of the following, if any, are true of the organization you work for?

Shortened	Full
My work environment is free of microaggressions	The working environment is free of micro-aggressions (e.g., making assumptions about others based on their race, telling insensitive jokes)
We are free of racist traditions/people	We are free of racist traditions and racist imagery, and have publicly disavowed any of our past leaders or spokespeople who were racist
Our workforce is racially representative	Our workforce is racially representative of the country as a whole
Mid-level managers are racially representative	Mid-level managers and supervisors are racially representative of the country as a whole
We have diverse suppliers	We have a significant number of Hispanic/Latino, Black, or Asian American-owned businesses as suppliers or consultants
Our executive leadership team is racially representative	Our executive leadership team is racially representative of the country as a whole
Our Board of Directors is racially representative	Our Board of Directors is racially representative of the country as a whole

2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED WORKPLACE DESCRIPTIONS

IDEAL_WRKPL. Which of the following, if any, are true of the organization you work for?

Shortened	Full
Pay equity across employees	There is pay equity across White, Hispanic/Latino, Black, and Asian American employees
Programs for career development of racially diverse employees	There is leadership-skills training, mentoring, sponsorships, or internship programs to help the career development of racially diverse employees
Community initiatives that serve the needs of all racial and ethnic communities	Our involvement in the community and in social issues includes initiatives that serve the needs of all racial/ethnic communities
Employee assistance programs for diverse employees	We have employee assistance programs and other benefits that are focused on meeting the needs of our Hispanic/Latino, Black, and Asian American employees

2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED

REASONS FOR LACK OF DEI LEADERSHIP

WHY_NO_ACT. You said that you are not seeing any or much meaningful progress from the organization you work for when it comes to addressing racism and racial inequities. Why do you feel your organization is not making much or any progress? Pick all that apply.

Shortened	Full
No one is tasked with leading DEI initiatives	No one in the organization is tasked with leading diversity, equity and inclusion initiatives
Too many employees worry DEI initiatives would exclude them	Too many employees worry that diversity, equity, and inclusion initiatives would exclude them from advancement opportunities
Executives do not prioritize eliminating racial inequities	The CEO and other executive leaders do not prioritize racism and eliminating racial inequities within the organization as an issue
Executives do not see racism as a problem	The CEO and other executive leaders do not see racism and racial inequity as problems within the organization
No one has called for DEI	Our employees have not explicitly or forcefully called for initiatives around diversity, equity and inclusion

2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED

CEO EXPECTATIONS IN RESPONSE TO RACISM

WCEO_RESP. Which of the following things do you believe that CEOs must do in response to the systemic racism and racial injustice in this country? Pick all that apply

Shortened	Full
Institute a policy of zero tolerance of racism	Institute a policy of zero tolerance of racism within their organization
Educate themselves on issues that impact communities	Educate themselves on the issues that impact the Black, Asian American, and Hispanic/Latino communities in this country
Ensure their workforce at all levels is representative of the country as a whole	Ensure that their workforce at all levels is racially representative of the country as a whole
Ensure there is diversity on the company's board	Ensure that there is ethnic diversity on the company's board of directors
Foster the career growth of Black, Hispanic and Asian employees	Establish programs within the workplace to foster the growth and career development of Black, Hispanic/Latino and Asian American employees

1. **Colleagues Having Meeting In Boardroom:** *iStock/Prostock-Studio via Getty Images*
2. **Buffalo Community Continues To Grieve In Aftermath Of Racially Motivated Mass Shooting That Killed 10 People:** *Spencer Platt via Getty Images*
3. **Asylum Seekers In Yuma, Arizona:** *Katie McTiernan/Anadolu Agency via Getty Images*
4. **Rally In New York's Chinatown Protests Violence Against Asian Americans:** *Spencer Platt via Getty Images*
5. **Memorial Grows For Doctor Killed In Southern California Church Shooting:** *Mario Tama via Getty Images*
6. **Students Protest As CA School District Considers Ban On Critical Race Theory:** *Leonard Ortiz/MediaNews Group/Orange County Register via Getty Images*
7. **March On Washington To Protest Police Brutality:** *Drew Angerer via Getty Images*
8. **President Biden Delivers Remarks On Ketanji Brown Jackson's Confirmation To Supreme Court:** *Anna Money maker via Getty Images*

On The Cover

