

Special Report  
**Business & Racial  
Justice in Canada**



# Edelman Trust Barometer 2021



## 2021 Edelman Trust Barometer Special Report

# Business and Racial Justice in Canada

Fieldwork: May 13 – May 19, 2021

### Canada Online Survey

- 2,000+ respondents
- All data is nationally representative based on age, region, and gender
- Includes a boost sample of n=200+ respondents from Indigenous or First Nations communities
- Racial and ethnic segments

Caucasian	n=1434
Asian*	n=259
Indigenous	n=229
South Asian	n=85
Black	n=78

### Demographic Composition

Ontario	39%	Male	50%	Liberal	35%
West	32%	Female	50%	Conservative	22%
Quebec	23%			NDP	15%
Atlantic	6%	18-34	28%		
Northern	<1%	35-54	33%		
		55+	39%		

\*Includes Southeast Asian and East Asian

Margin of error:

- Canada total margin of error: +/- 2.2% (n=2,000)

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**A LACK OF SYSTEMIC CHANGE**

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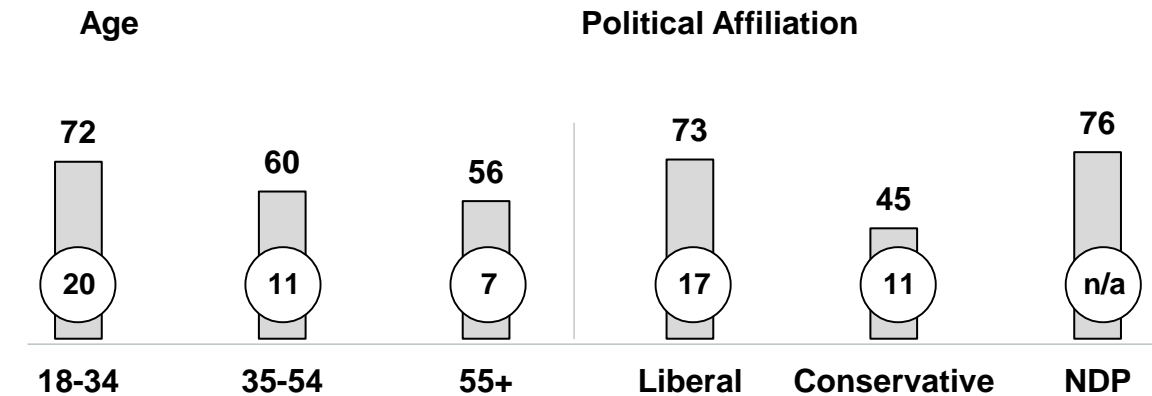
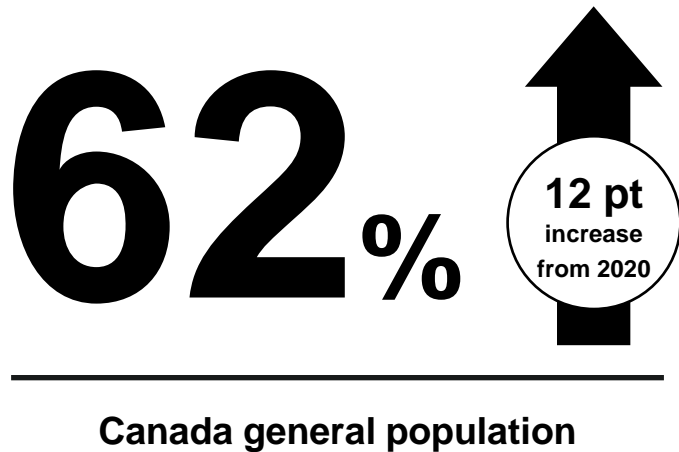
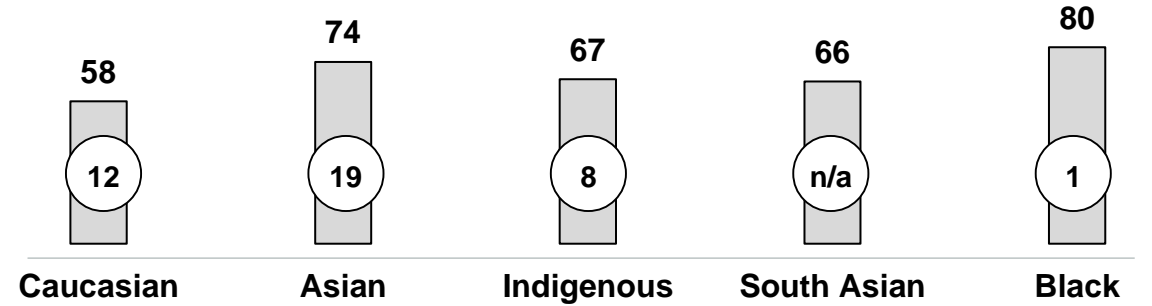
# RACISM IS A GROWING CONCERN AMONG THE MAJORITY OF CANADIANS

Per cent who are concerned



Change, June 2020 to May 2021

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



Available tracking data is shown

2021 Edelman Trust Barometer Special Report: Business and Racial Justice in Canada. Q1. How concerned are you about systemic racism and racial injustice in this country? 7-point scale; code 5, concerned; code 6, very concerned; code 7, extremely concerned. General population, Canada, by ethnicity, age and political affiliation. "Very/extremely concerned" is a sum of codes 6 and 7.

# A NATION DIVIDED: RACIST INDIVIDUALS OR A RACIST SYSTEM?

Which do you agree with more?

2021 Edelman Trust Barometer Special Report: Business and Racial Justice in Canada. IDEAL. You are about to see a series of two choices. Please choose the one that you agree with more. General population, Canada, by ethnicity and age.

The biggest challenge in solving the problem of racial injustice in this country is **changing a system** that is racist

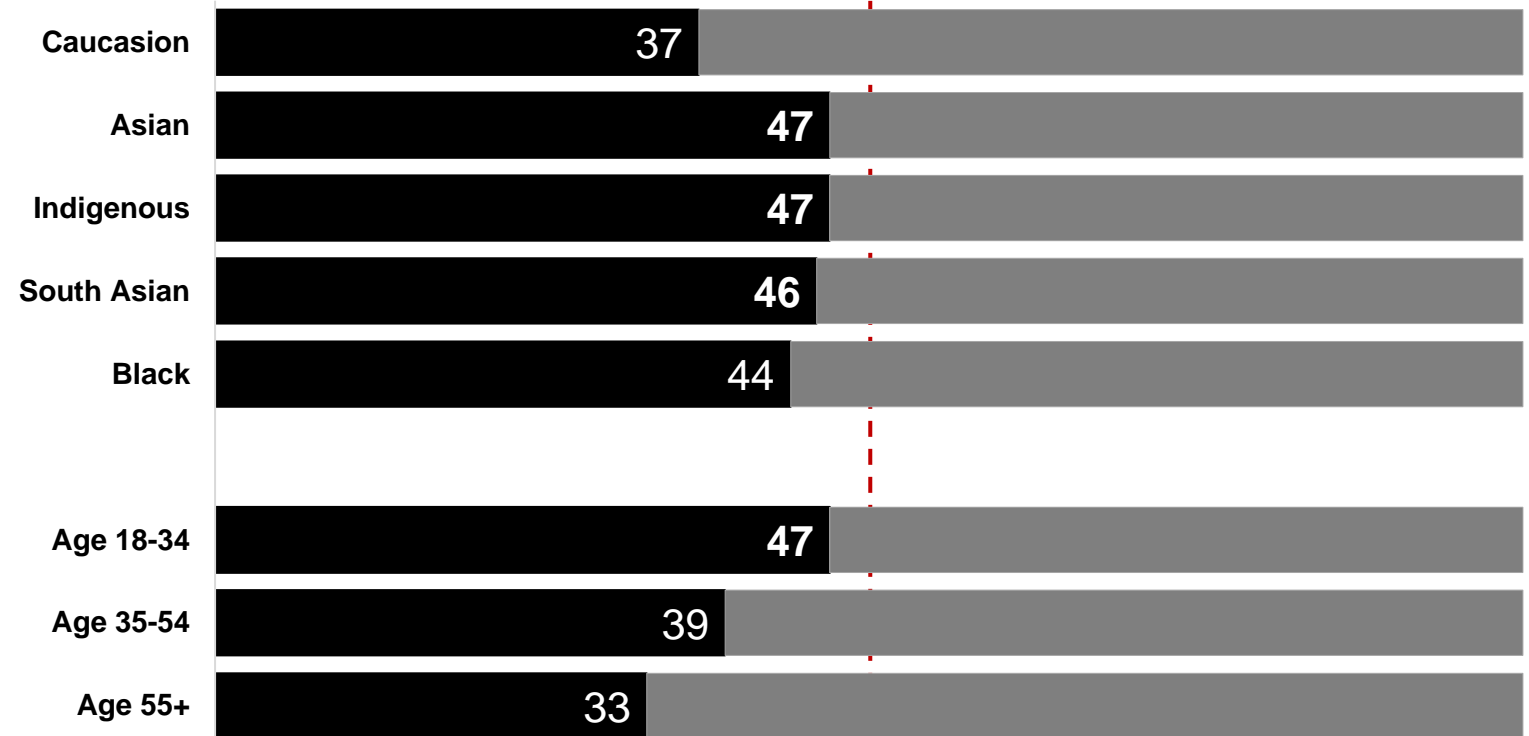
OR

The biggest challenge in solving the problem of racial injustice is **changing the attitudes of people** who are racist

Canada  
general  
population

39%

61%

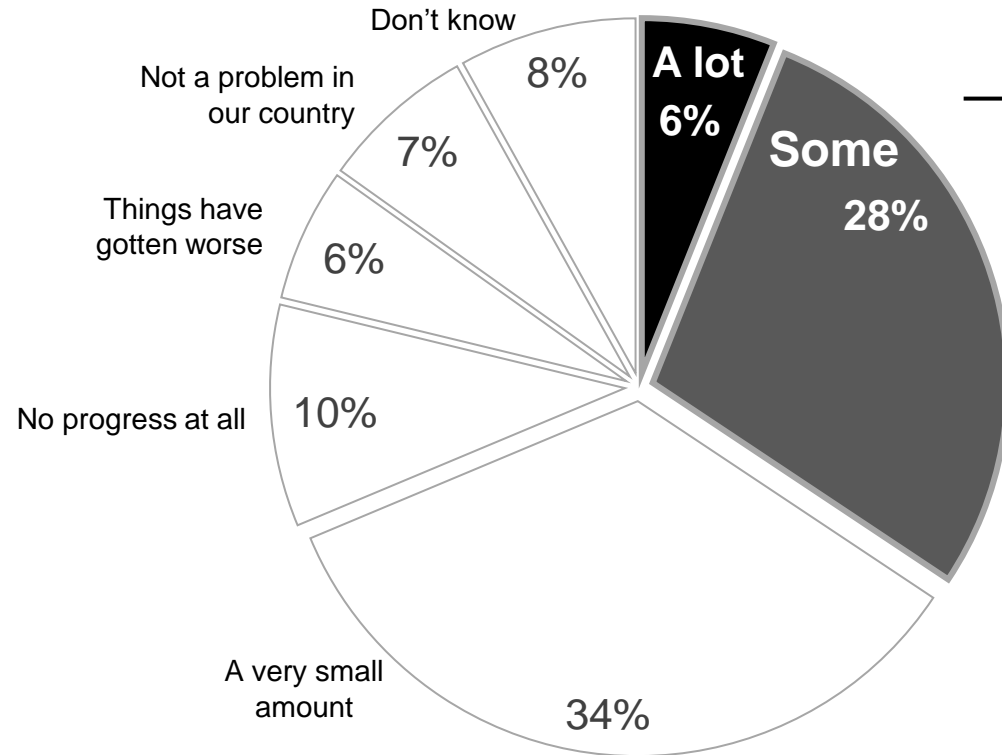


50%

# CANADA FALLS SHORT ON MAKING PROGRESS ON RACIAL JUSTICE OVER THE LAST YEAR

Per cent who say

How much **progress** do you feel **the country** has made over the past year in addressing systemic racism and racial injustice?



## Some or a lot of progress

Canada general population

**34%**

Caucasian	34%
Asian	30%
Indigenous	23%
South Asian	37%
Black	45%

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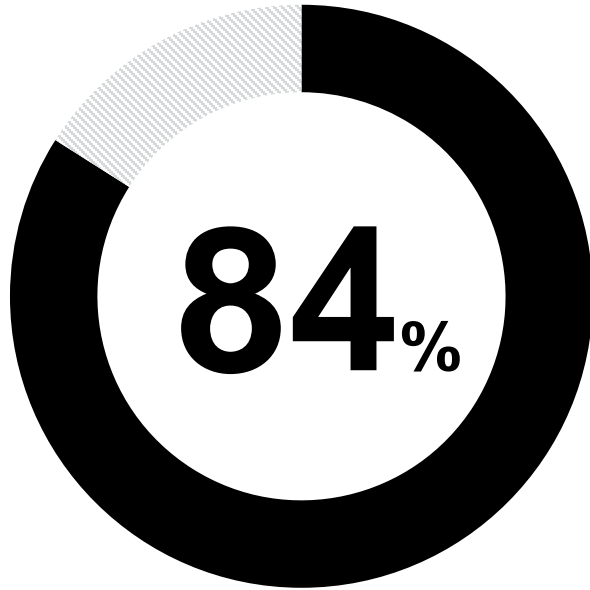
# A RECKONING FOR BUSINESS

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# MAJORITY OF CANADIANS EXPECT CEOS TO ACT; ZERO TOLERANCE FOR RACISM AT WORK

Per cent who believe that CEOs must do each action in response to systemic racism and racial injustice

Per cent who expect  
**CEOs to do something**



Top 5 expected actions,  
Canada general population

	Canada	Caucasian	Asian	Indigenous	South Asian	Black
Institute a policy of <b>zero tolerance</b> of racism within their organization	53	55	48	66	43	38
Ensure that there is <b>ethnic diversity on the company's board</b>	37	37	40	54	34	34
Ensure that their workforce at all levels is <b>racially represented</b>	36	36	37	43	37	39
Establish <b>programs within the workplace</b> to foster <b>growth</b> and <b>career development of racially diverse employees</b>	35	35	35	44	34	43
Give <b>ongoing support</b> to organizations, laws and initiatives aimed at <b>protecting and enhancing the voting rights of all citizens</b>	31	31	31	40	35	27

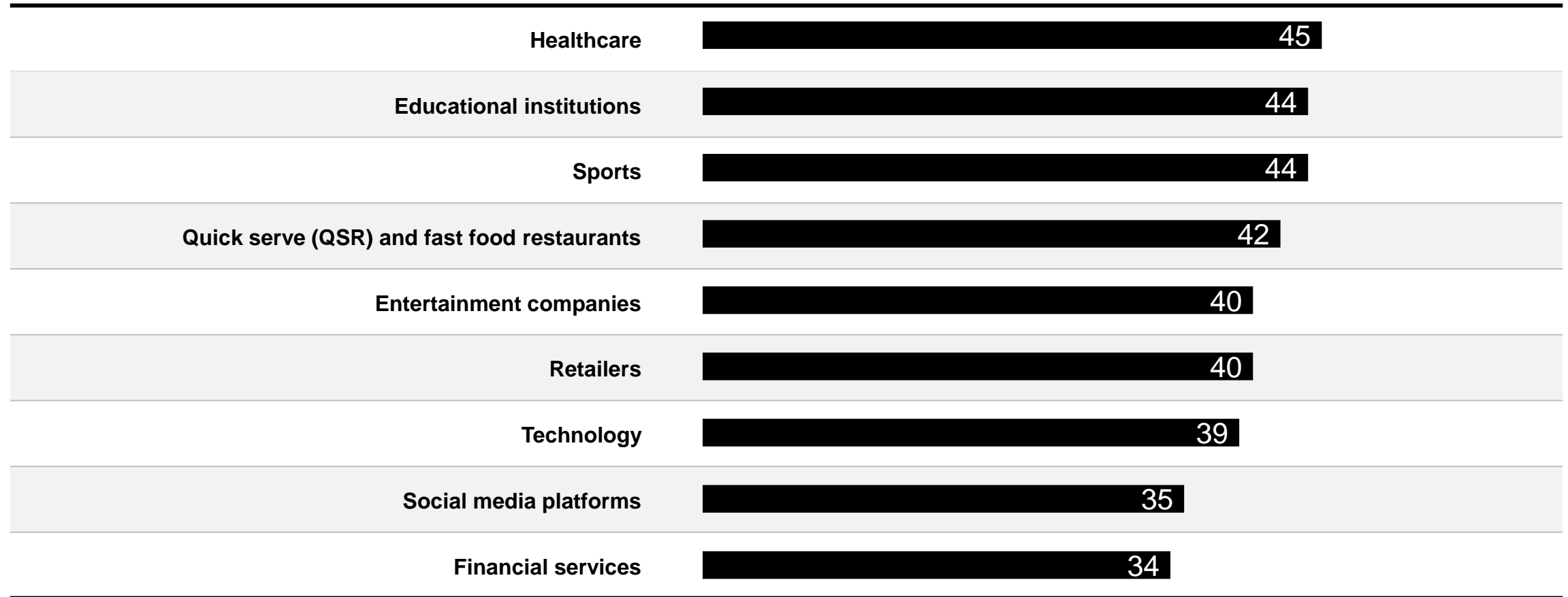
**Indigenous respondents most concerned about having their voices heard and acted upon**



# NO SECTOR SEEN AS DOING WELL ON RACIAL JUSTICE BY THE MAJORITY OF THE POPULATION

Per cent who say each sector is doing well in addressing racism

Canada general population



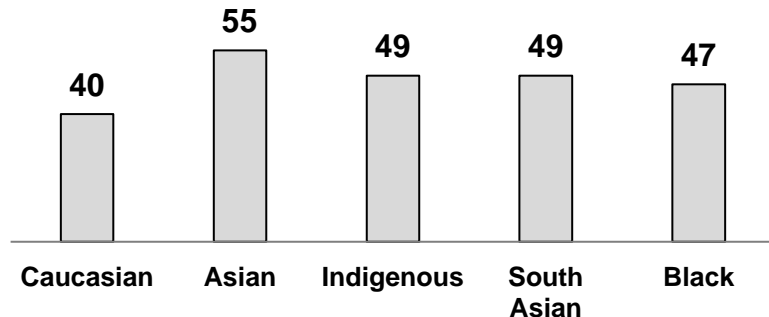
# BUSINESS FALLS SHORT ON CONCRETE ACTION AND SYSTEMIC CHANGE

Per cent who agree

With few exceptions, the **business community has done very little in the way of concrete actions** to address systemic racism in our country

Canada

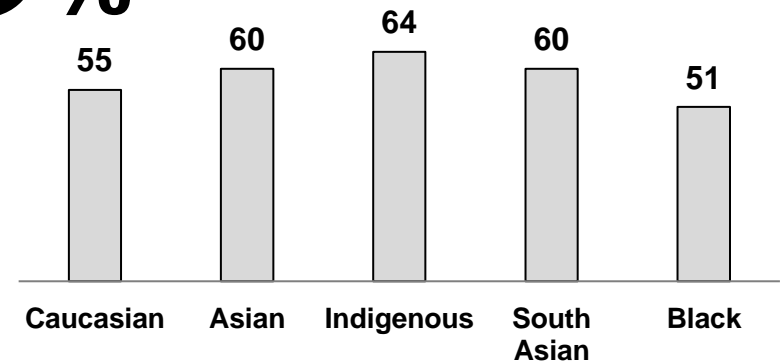
# 43%



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

Canada

# 56%



# NEARLY ONE-THIRD OF CANADIANS BUY AND BOYCOTT OVER BRAND RACISM RESPONSE

Per cent who agree

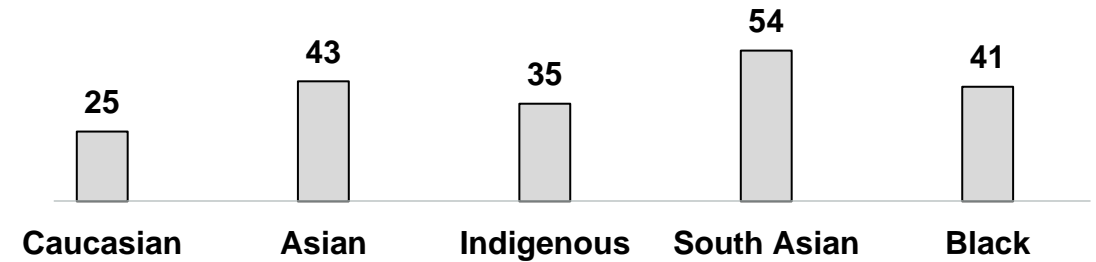
Within the past year, I have **started or stopped using a new brand** because of its response to the protests against systemic racism and calls for racial justice

# 30%

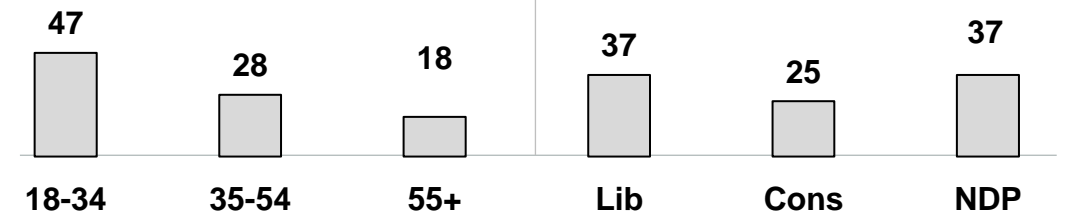
Canada general population

*Around half of South Asian Canadians and 18–34-year-old Canadians buy and boycott over brand racism response*

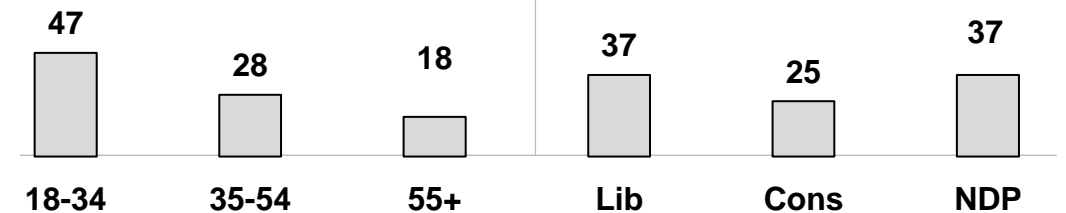
Communities



Age



Political Affiliation



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# A WARNING FOR EMPLOYERS

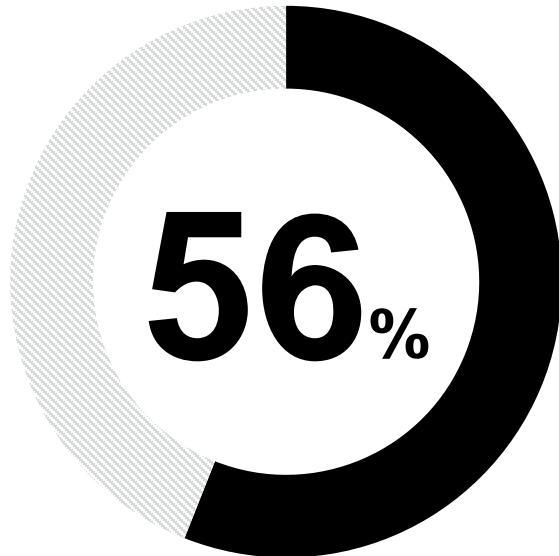
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# THE MAJORITY OF CANADIANS WITNESS OR EXPERIENCE RACISM WITHIN THE ORGANIZATION THEY WORK FOR

Per cent who report seeing each type of racism at their employer

○ Highest concern within each community

Per cent who agree there is **evidence of racism** within the organization they work for



	Canada general population	Caucasian	Asian	Indigenous	Black
Lack of diversity among executive leadership team	18	15	26	24	22
Lack of diversity among managers and supervisors	15	12	22	21	28
Lack of diversity on the board of directors	14	12	20	20	29
There are micro-aggressions	13	10	16	22	33

Available subgroup data shown (n>50)

2021 Edelman Trust Barometer Special Report: Business and Racial Justice in Canada. Q24. Within the organization you work for, what forms of racism, if any, do you currently see? Pick all that apply. Question asked of those who are employed (Q43/1). General population, Canada, by ethnicity. "Inclusive workplace culture" is a net of attributes 7,9,12-14; "Diversity" is a net of attributes 1-4; "Bias in customer engagement" is a net of attributes 5,8,10, and 15; "Bias in employee pay" is a net of attributes 6, and 11. Data on the left is a net of attributes 1-19.

# 2 IN 5 CANADIANS SAY WORKPLACE RACISM HAS DAMAGED THEIR EMPLOYER RELATIONSHIP

Per cent of employees who agree

**Racism** in my workplace has damaged my relationship with my employer

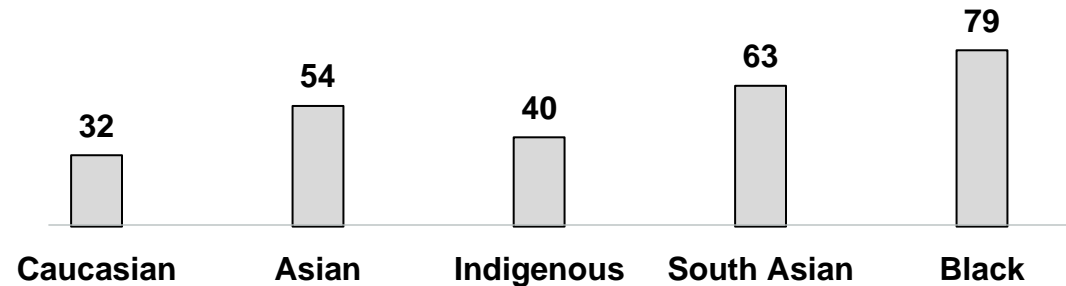
Top three forms of damage to the employer relationship:

- Less trust
- Less loyalty
- Less advocacy

**41%**

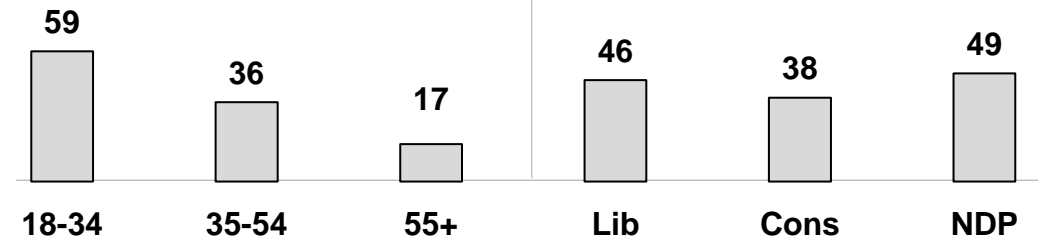
Canada general population

Communities

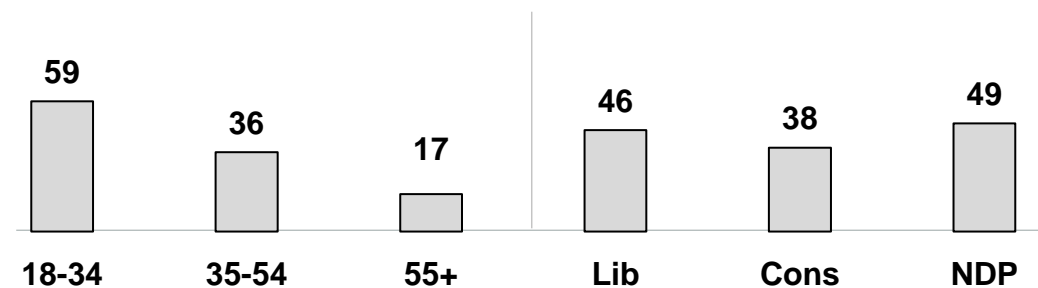


Nearly 4 in 5 Black Canadians say workplace racism has damaged their employer relationship

Age



Political Affiliation



2021 Edelman Trust Barometer Special Report: Business and Racial Justice in Canada. Q27. How does the presence of these forms of racism affect your relationship with your employer? Pick all that apply. Question asked of employees who have seen some form of racism at work (Q43/1 AND Q24/1-16; 18-20). General population, Canada, by ethnicity, age and political affiliation. Data shown is rebased to be among all employees. "Advocacy" is a net of attributes 3 and 4; "Loyalty" is a net of attributes 5 and 6.

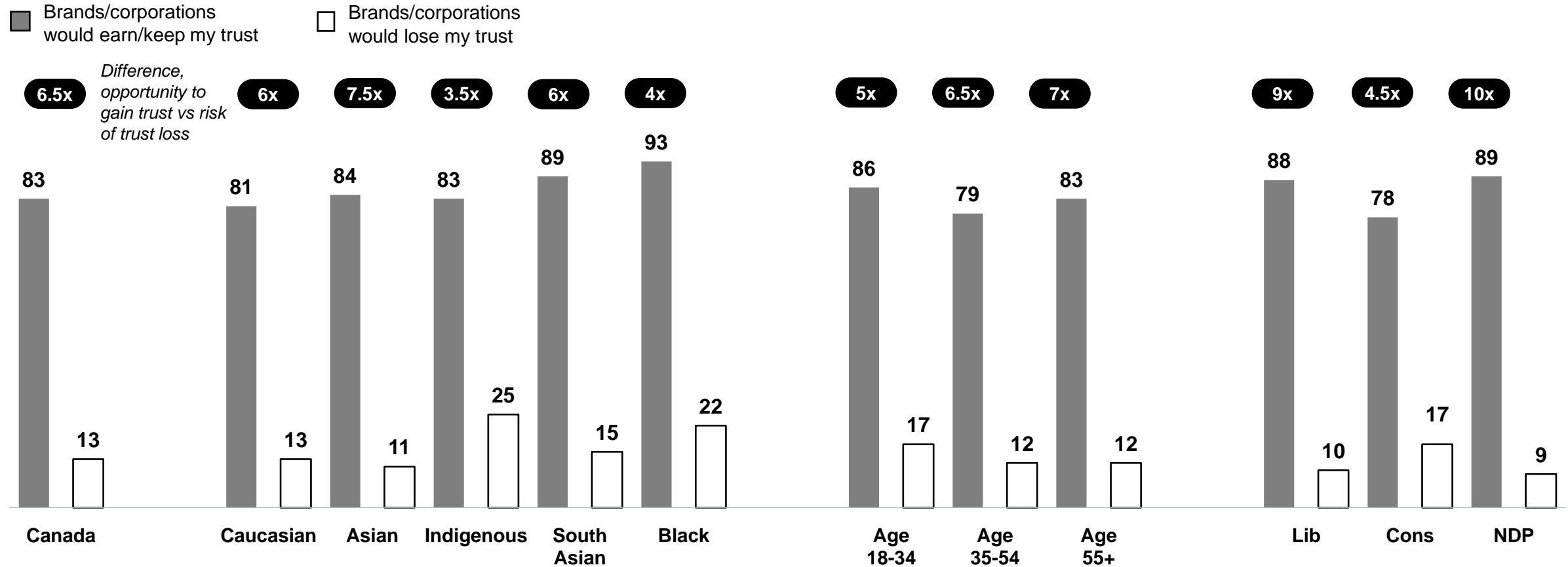
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**FOR BUSINESS, HARD WORK  
AHEAD**

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

Per cent who say actions taken by brands/corporations in response to racial injustice would result in trust gain or trust loss

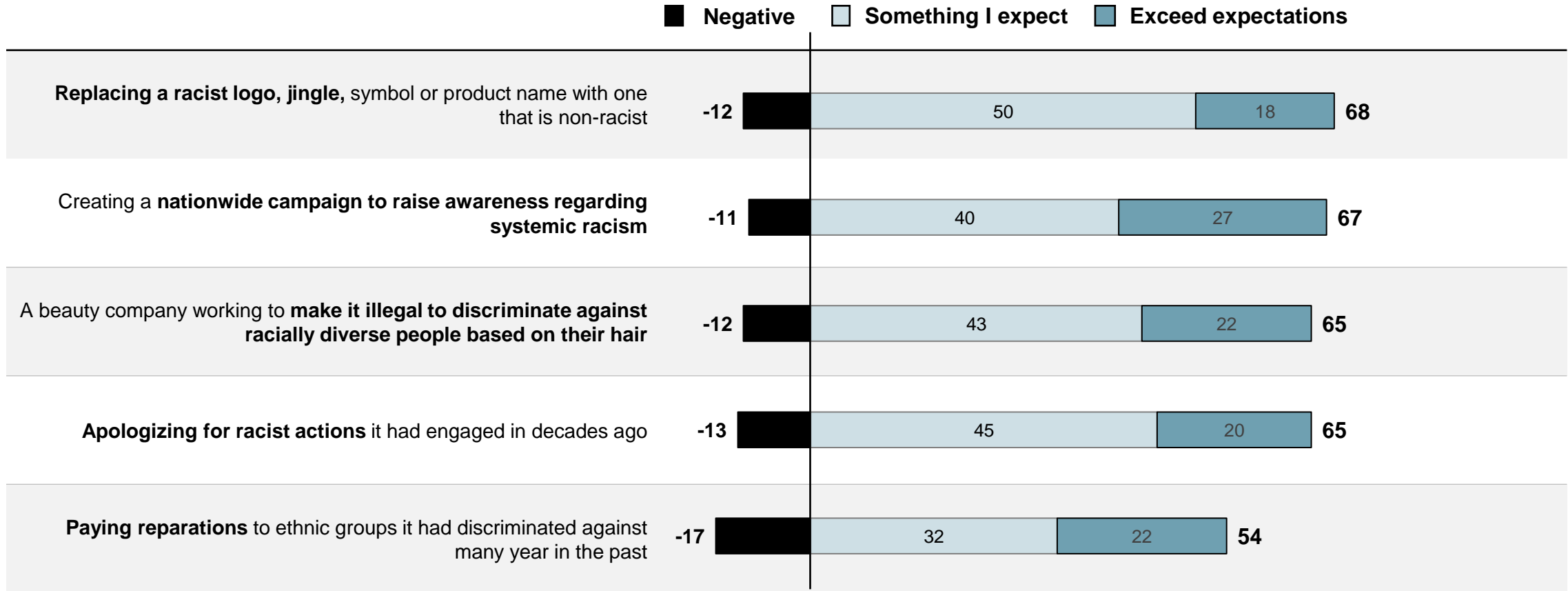


2021 Edelman Trust Barometer Special Report: Business and Racial Justice in Canada. Q29/Q20. In general, how important is it to earning or keeping your trust that [brands – the specific products and services people buy and use / corporations -- organizations or companies that engage in industrial and commercial activities, including producing and selling products and services] - do each of the following in response to systemic racism and racial injustice in this country? 6-point scale; top 3 box, important; code 1, doing this would lose my trust. Each question asked of half of the sample. General population, Canada, by ethnicity, age and political affiliation. Data shown is a net of attributes 2-13.



# REPUTATION GAINS FOR COMPANIES THAT GET THEIR HOUSE IN ORDER

Per cent who say that they would view each action by a company as...



2021 Edelman Trust Barometer Special Report: Business and Racial Justice in Canada. EXTRA\_CREDIT. For each of the following actions a company could take to address racism, please indicate whether the action would lead you to see the company as going beyond your expectations when it comes to addressing racism, whether the action is something you would expect every company to do, or whether the action is something that would negatively impact your opinion of the company. 3-point scale; code 1, exceed expectations; code 2, something I expect; code 3, doing this will negatively impact my opinion. General population, Canada “Replacing a racist logo, jingle” is an average of attributes 1 and 2.

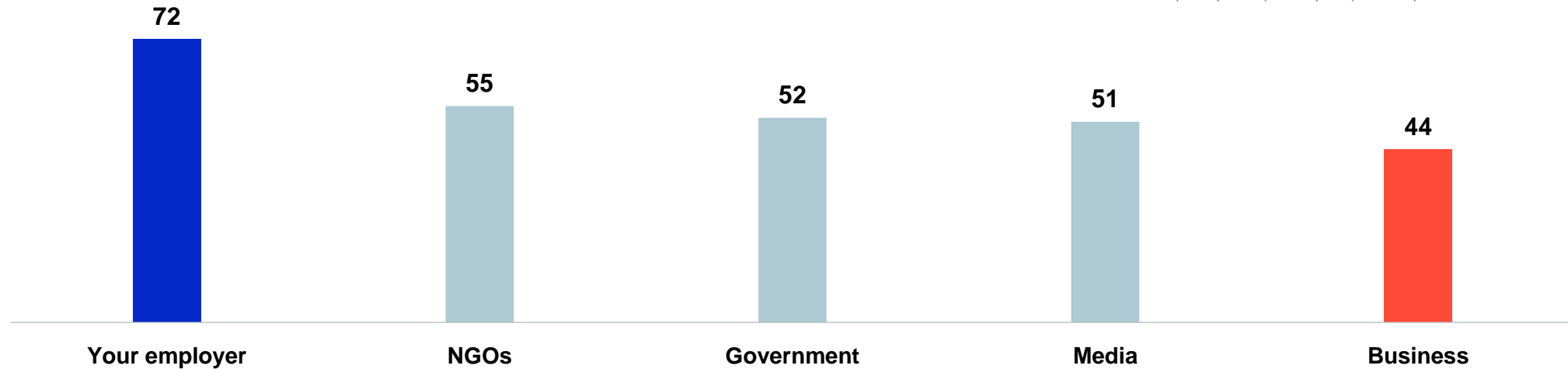
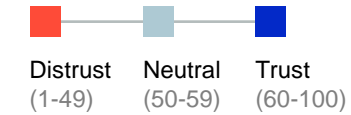
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# THE OPPORTUNITY AHEAD FOR EMPLOYERS

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# MY EMPLOYER ONLY INSTITUTION TRUSTED WITH RACISM RESPONSE

Per cent who trust each institution to do what is right when it comes to racism

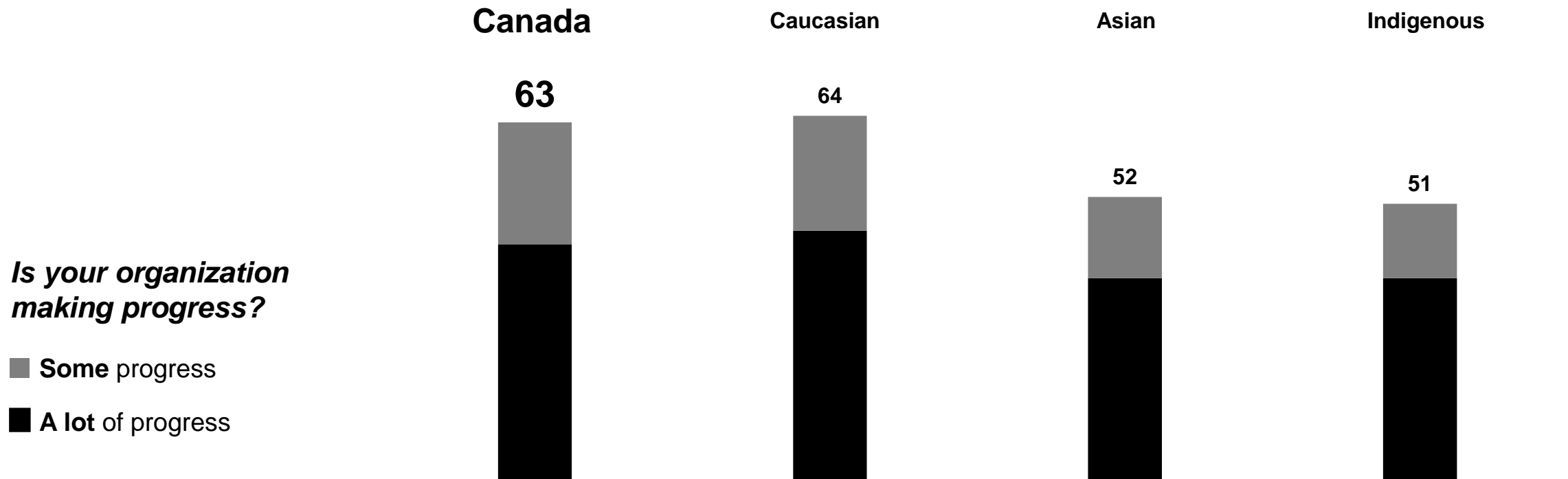


	Your employer	NGOs	Government	Media	Business
Caucasian	74	54	51	50	43
Asian	73	56	51	53	46
Indigenous	65	40	30	25	23
South Asian	-	62	68	56	55
Black	71	62	51	58	44
Liberal	78	62	64	60	51
Conservative	71	52	46	46	48
NDP	66	52	43	44	34

2021 Edelman Trust Barometer Special Report: Business and Racial Justice in Canada. 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. Question asked among those who believe systemic racism and racial injustice exists (Q7/1). General population, Canada, by ethnicity and political affiliation. "Your employer" only asked to those who are an employee (Q43/1).

# EMPLOYERS HAVE AN OPPORTUNITY TO DO BETTER IN REDRESSING RACISM

Per cent who feel their employer is making progress in redressing racism at their workplace



Available subgroup data shown (n>50)

2021 Edelman Trust Barometer Special Report: Business and Racial Justice in Canada. Q26. Do you feel that the organization you work for is making any progress in redressing these forms of racism that you are currently seeing? Question asked of employees who have seen some form of racism at work (Q43/1 AND Q24/1-16; 18-20). General population, Canada, by ethnicity.

# RACIAL JUSTICE IN CANADA: FROM SMALL STEPS TO SYSTEMIC CHANGE

1

## The stakes intensify

*Businesses that fail to address racism will lose customers and employees. Meaningful, long-term effort to drive systemic change is crucial.*

2

## A C-suite imperative

*The majority of consumers support CEOs taking on an expanded role to lead change within and outside their organization.*

3

## Progress on Diversity, short on Equity and Inclusion

*Systemic change requires sustained work across the organization's culture, operations and business model.*

4

## Brands must move beyond campaigns

*Brands must demonstrate their commitment through substantive efforts to educate, advocate and drive change.*

5

## It will not be a "one size fits all" approach

*Racialized communities, younger Canadians and Indigenous Peoples are much more attuned than other Canadians to the burden of racial injustice and racism.*

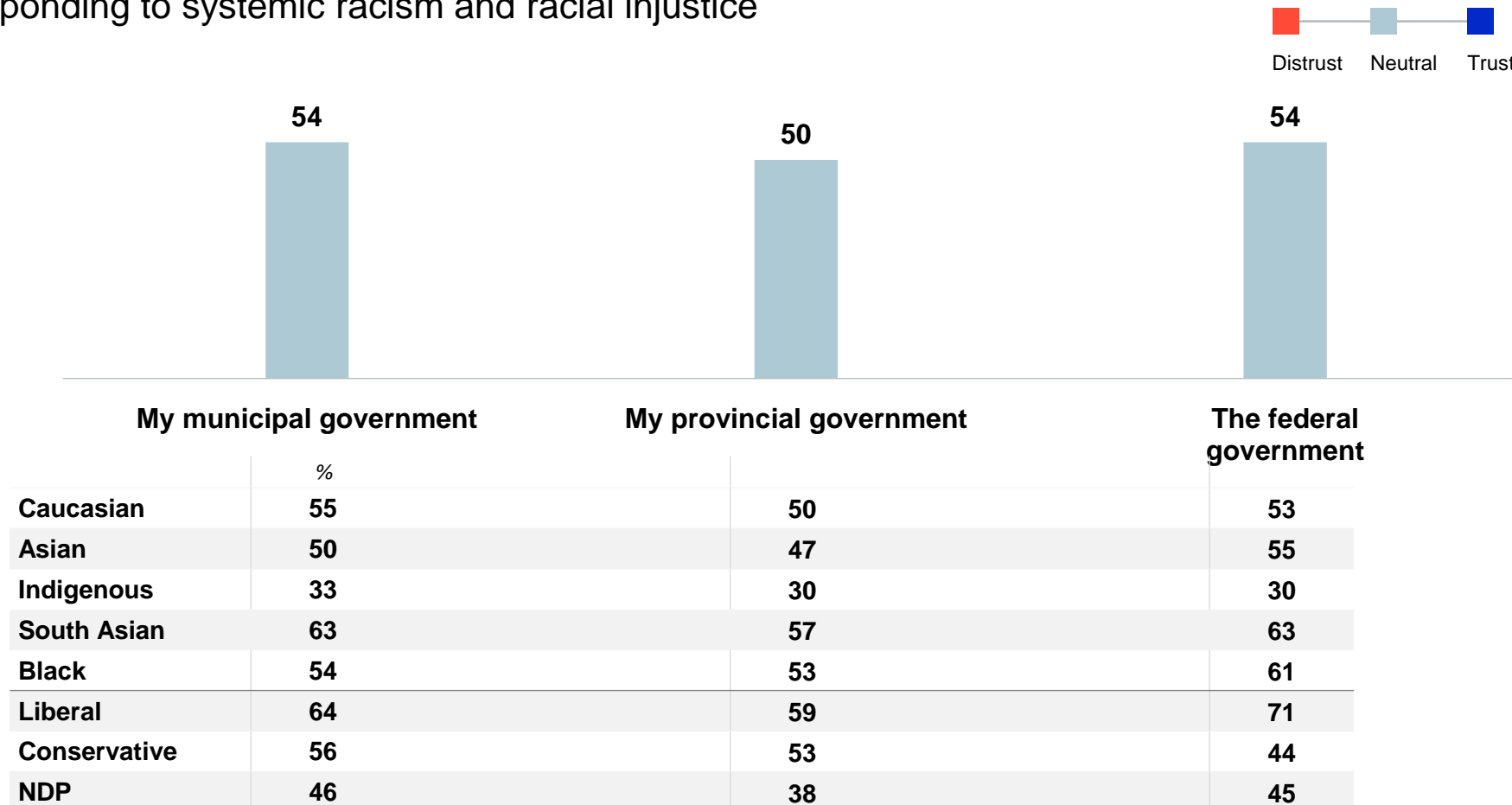
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# **SUPPLEMENTAL DATA: RACISM CONCERNS AND TRUST**

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# ALL LEVELS OF GOVERNMENT ARE SEEN AS NEUTRAL IN THEIR RACISM RESPONSE

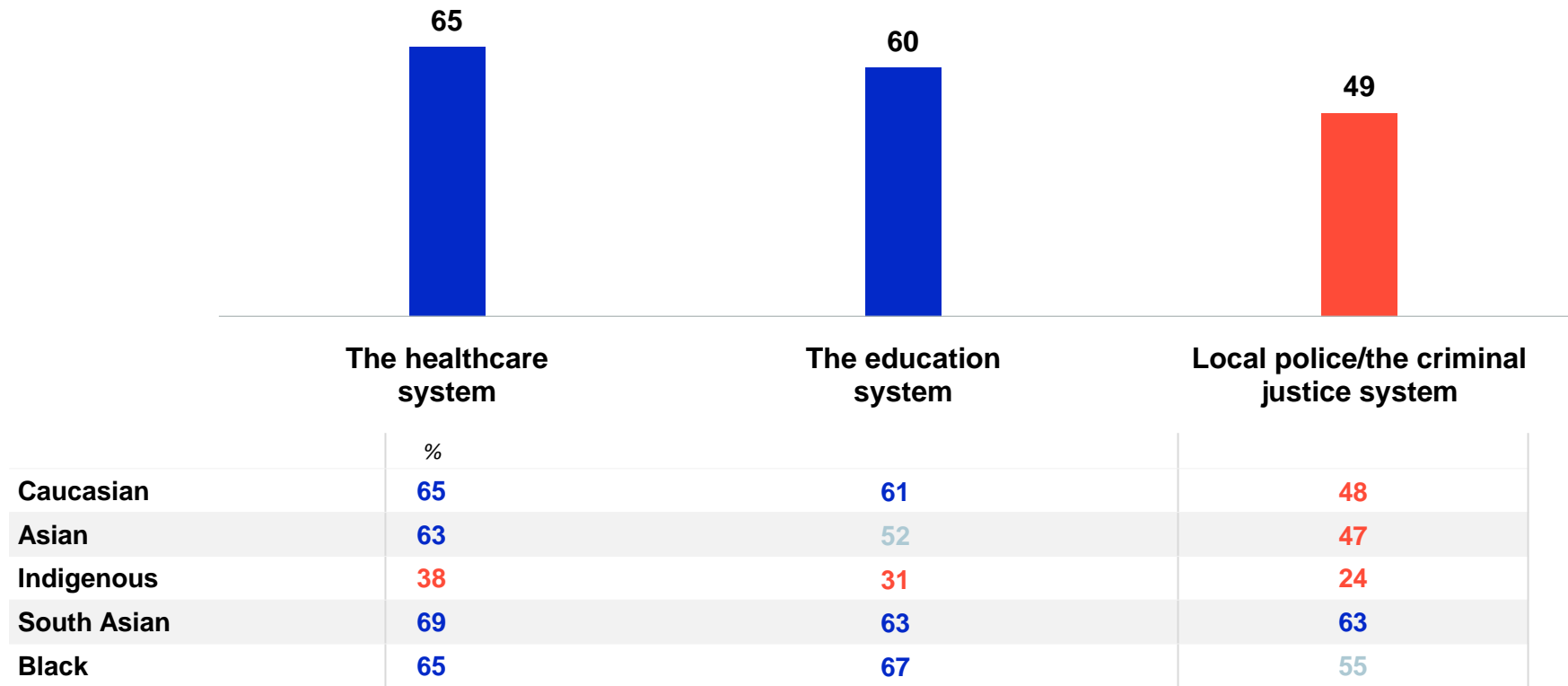
Per cent who trust each institution to do what is right when it comes to responding to systemic racism and racial injustice



2021 Edelman Trust Barometer Special Report: Business and Racial Justice in Canada. 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. Question asked among those who believe systemic racism and racial injustice exists (Q7/1). General population, Canada, by ethnicity and political affiliation.

# LOCAL POLICE / JUSTICE SYSTEM NOT TRUSTED WITH RACISM RESPONSE

Per cent who trust each institution to do what is right when it comes to responding to systemic racism and racial injustice



2021 Edelman Trust Barometer Special Report: Business and Racial Justice in Canada. 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. Question asked among those who believe systemic racism and racial injustice exists (Q7/1). General population, Canada, by ethnicity. "Local police/the criminal justice system" is an average of attributes 21 and 22.