

U.S. Worker Views of Corporate Statements and Actions on Race

June 2020

In the wake of the killing of George Floyd, Brunswick Insight conducted two waves of polling among U.S. workers to understand their opinions and perceptions of companies speaking out on racial discrimination in America, what actions companies should take, and their concerns surrounding the protests.

Methodology:

- **Wave 1:** online survey conducted June 1, 2020 among 1,192 U.S. workers; included oversample of black workers (n=292)
- **Wave 2:** online survey conducted June 8, 2020 among 1,316 U.S. workers; included oversample of black workers (n=316)
- MOE \pm 3%



'Black lives matter': Facebook, Netflix, Peloton and other companies take a stand as protests sweep America

The New York Times
Corporate Voices Get Behind 'Black Lives Matter' Cause

BAZAAR

Glossier offers grants to black-owned businesses in support of #BlackLivesMatter

FORTUNE

Citigroup, Netflix, and Microsoft among companies making statements in support of Black lives and justice

Forbes

Corporate Donations Tracker: Here Are The Companies Giving Millions To Anti-Racism Efforts

BUSINESS INSIDER

Major brands and retailers join the 'Blackout Tuesday' movement with some closing stores and urging employees to protest peacefully

THE WALL STREET JOURNAL.

What CEOs Said About George Floyd's Death

A look at what the leaders at 35 big companies from Facebook to Bank of America said in response to the killing and recent protests

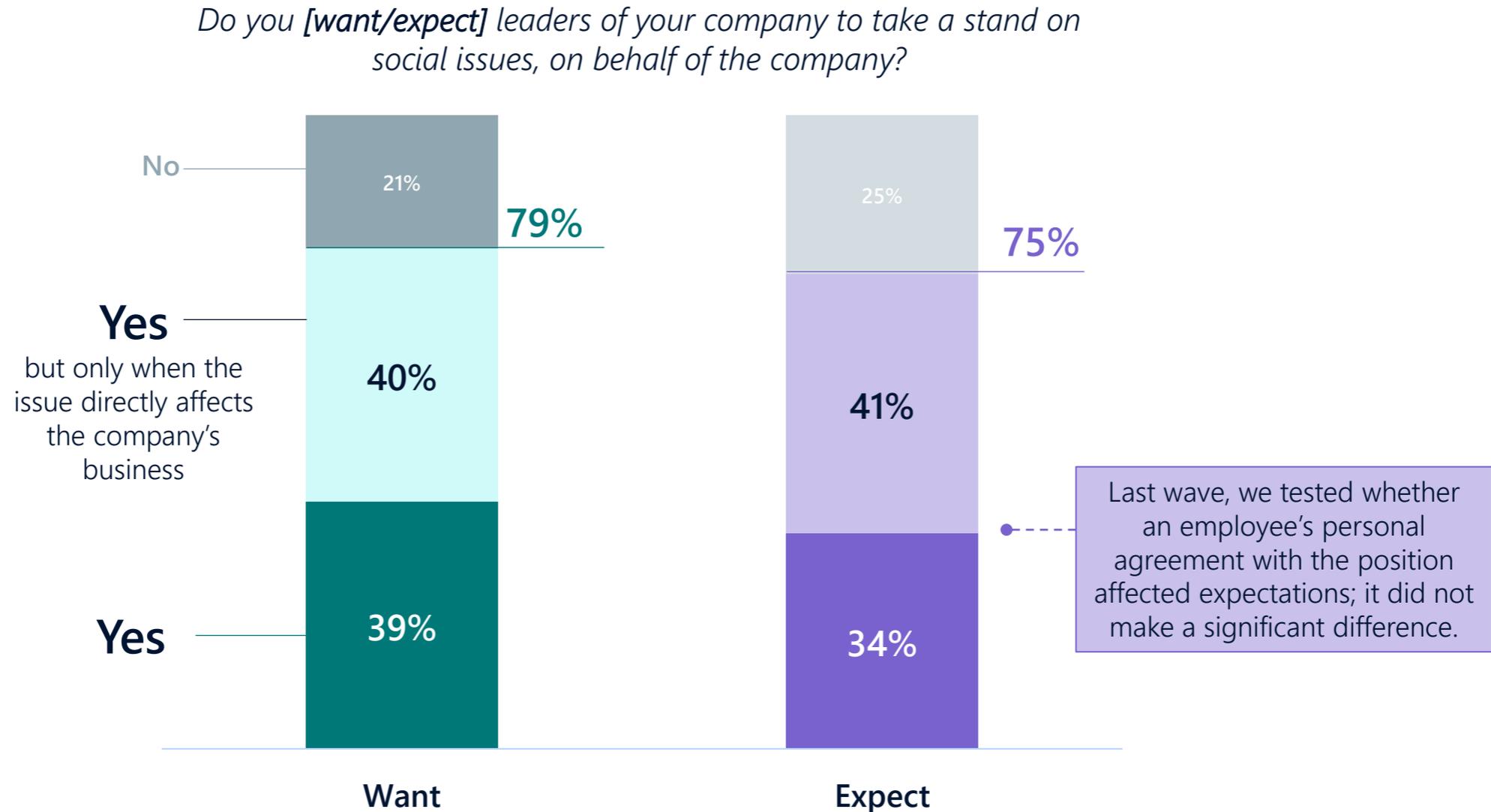
Key Findings

How are U.S. workers viewing the statements and actions of companies?

1. U.S. workers are very aware of the corporate statements being put out in support for racial justice. Most expect and want their company's leaders to take a stand on social issues.
2. However, only one-third of workers note that their organization has issued a statement. So far, most of those statements have met or exceeded expectations. For companies who have not yet issued a statement, the data suggests that it is not too late and that there is far more to gain than to lose.
3. The conversation about race in America is not expected to fade. Companies should continue planning for how they will tangibly contribute beyond statements and monetary donations.

Workers Want and Expect Leaders to Take a Stand

More than three-fourths of U.S. workers expect and want their company's leaders to take a stand on social issues, with more than a third stating that it does not even have to be directly related to their business.



Workers Want and Expect Leaders to Take a Stand

Black and Latinx workers in the U.S. are even more likely to want to hear from their company's leadership, which emphasizes the need for outreach and engagement among certain segments of an organization's workforce.

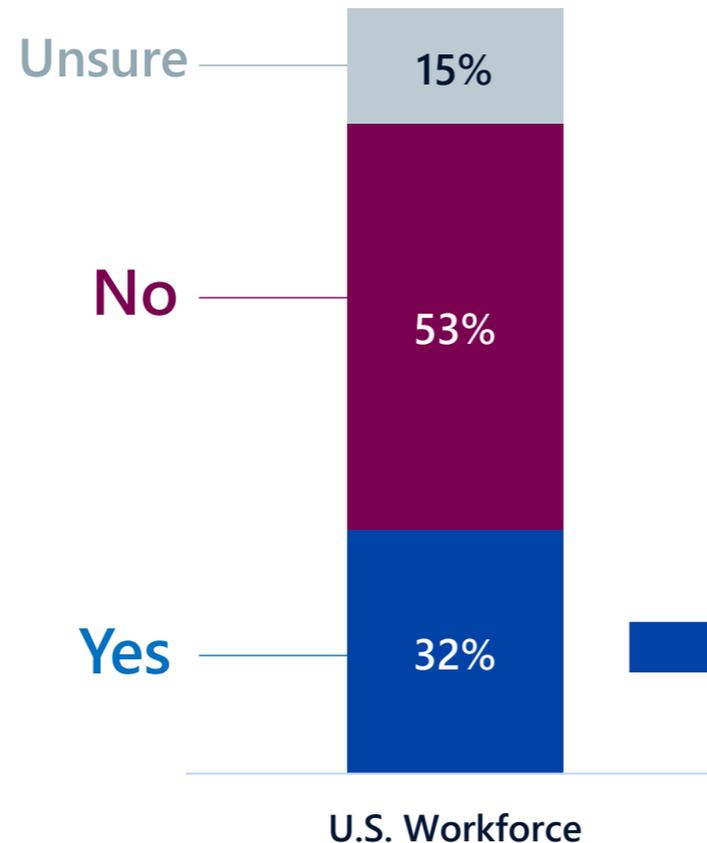
*Do you **want** leaders of your company to take a stand on social issues, on behalf of the company?*



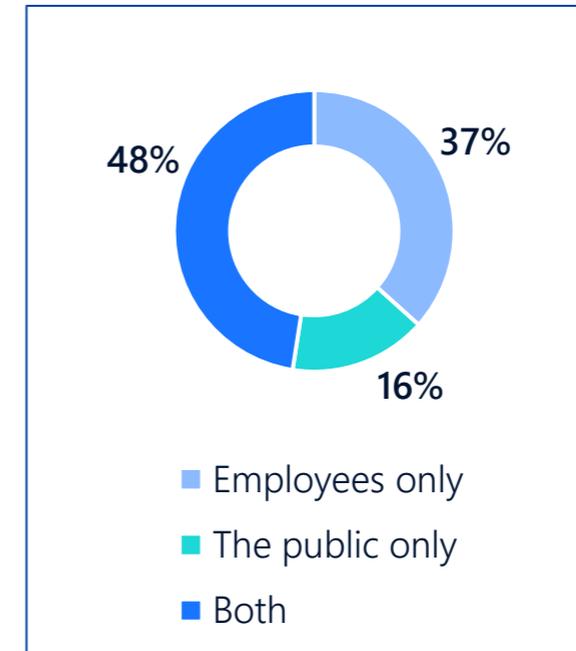
Falling Short of Expectations

Only about a third of U.S. workers state that their organization has issued a statement. Given that many argue now that racial injustice, and all forms of inequality, impact all people and are therefore issues that directly affect every company who has employees, many organizations are falling well short of expectations.

Has your company issued a statement regarding George Floyd's death and/or continued racial discrimination in America?



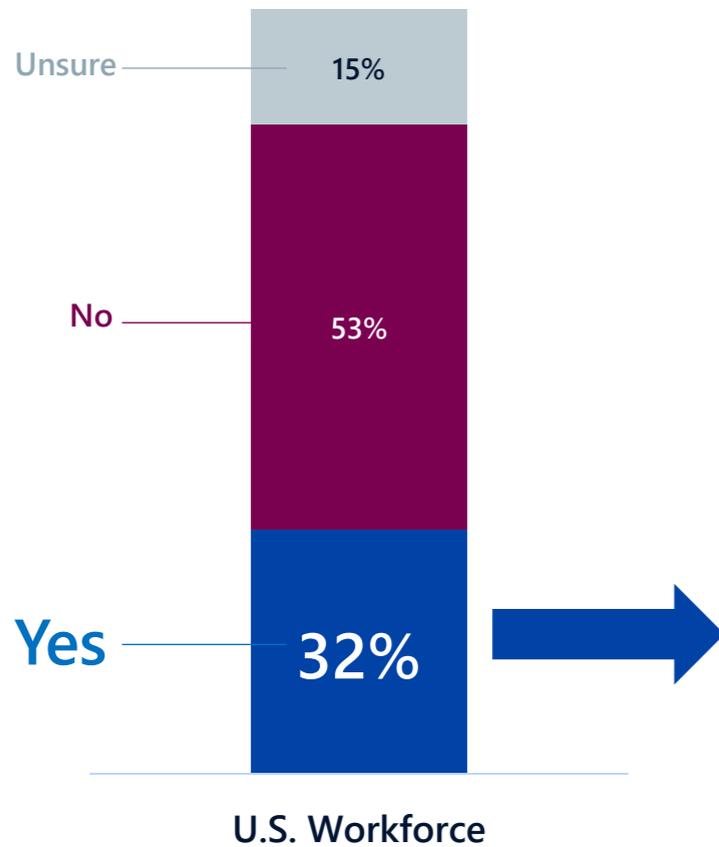
Released to employees, the public, or both?



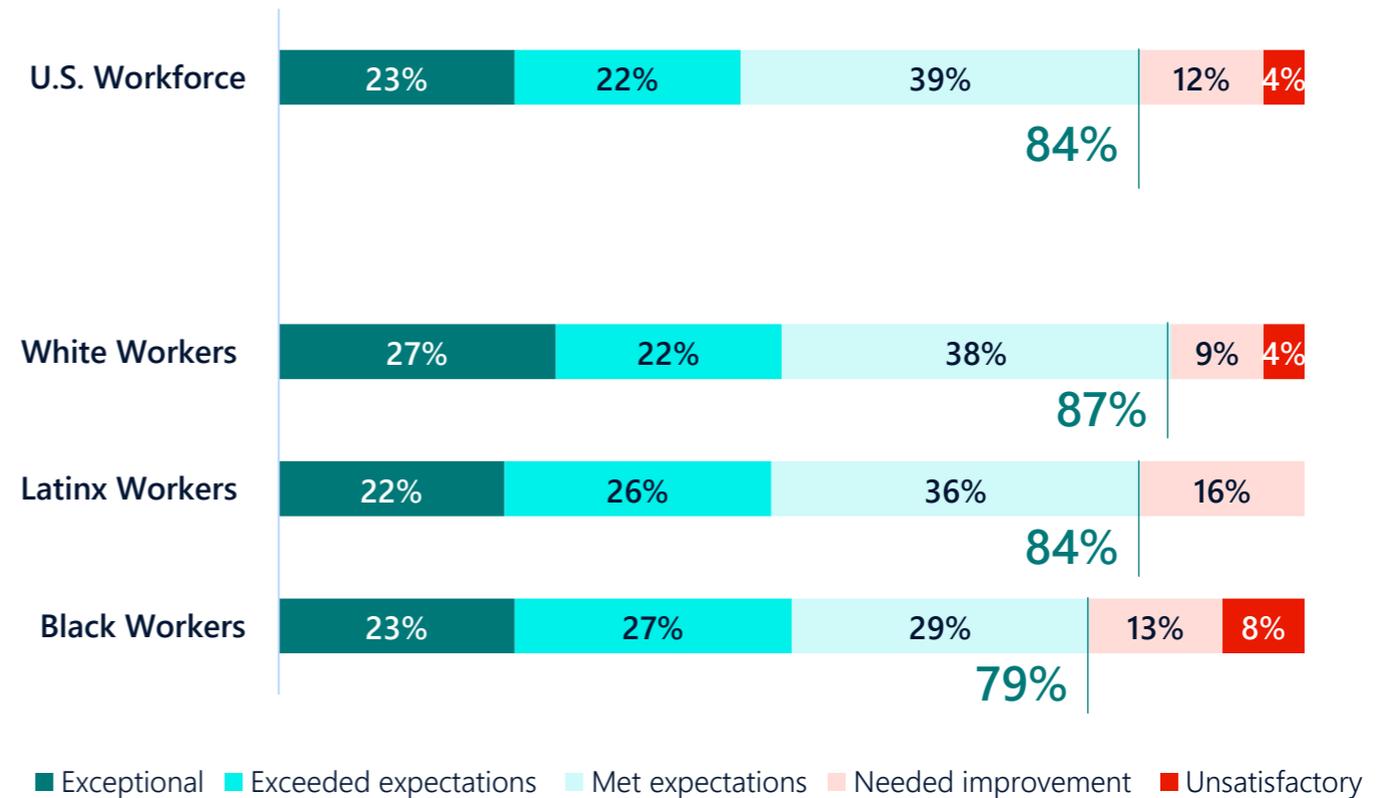
Statements of Solidarity Viewed Positively

U.S. workers largely had their expectations met with the statements issued by their company, and about half of Black workers stated that the statement met or exceeded expectations.

Has your company issued a statement regarding George Floyd's death and/or continued racial discrimination in America?



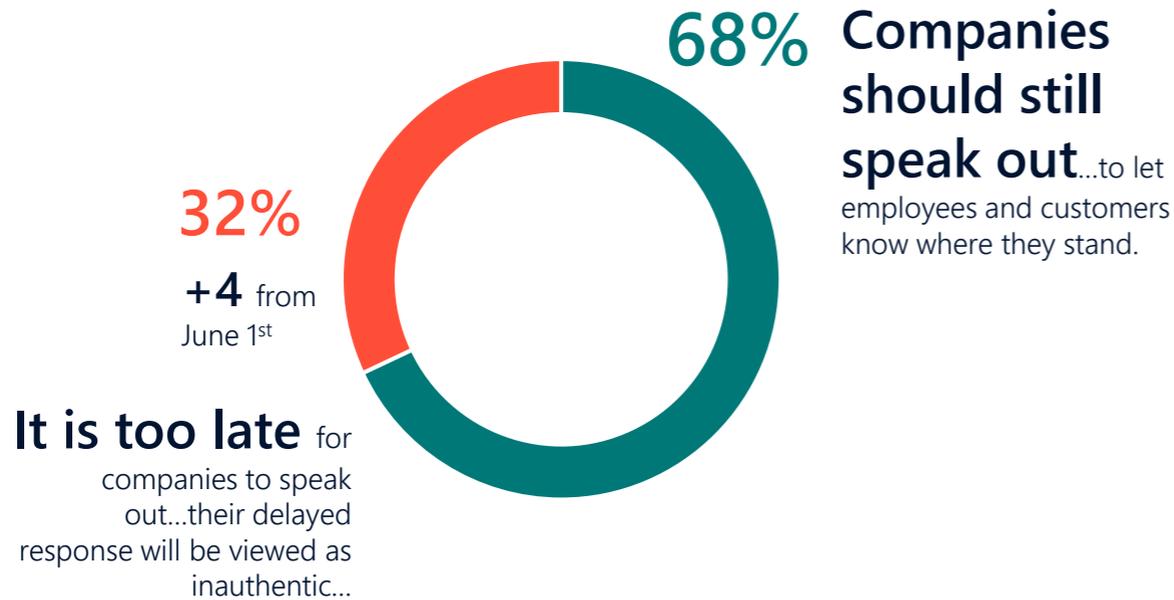
How would you rate your company's statement regarding George Floyd's death and/or continued racial discrimination in America?



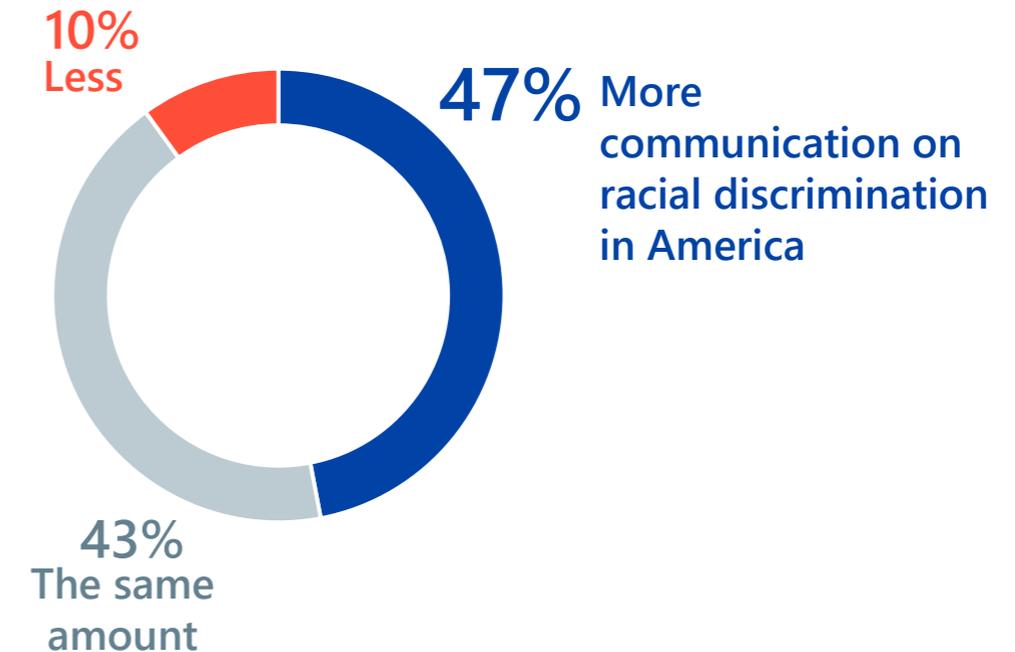
Conversation is Here to Stay

As of mid-June 2020, U.S. workers believe it's not too late to speak out about George Floyd's death and the current protests. Almost half expect conversations around race to increase. Companies should work toward a long-term plan for how they will be part of the ongoing conversations and solutions.

Which statement comes closer to your view when thinking about companies who have not spoken out about George Floyd's death and the current protests?



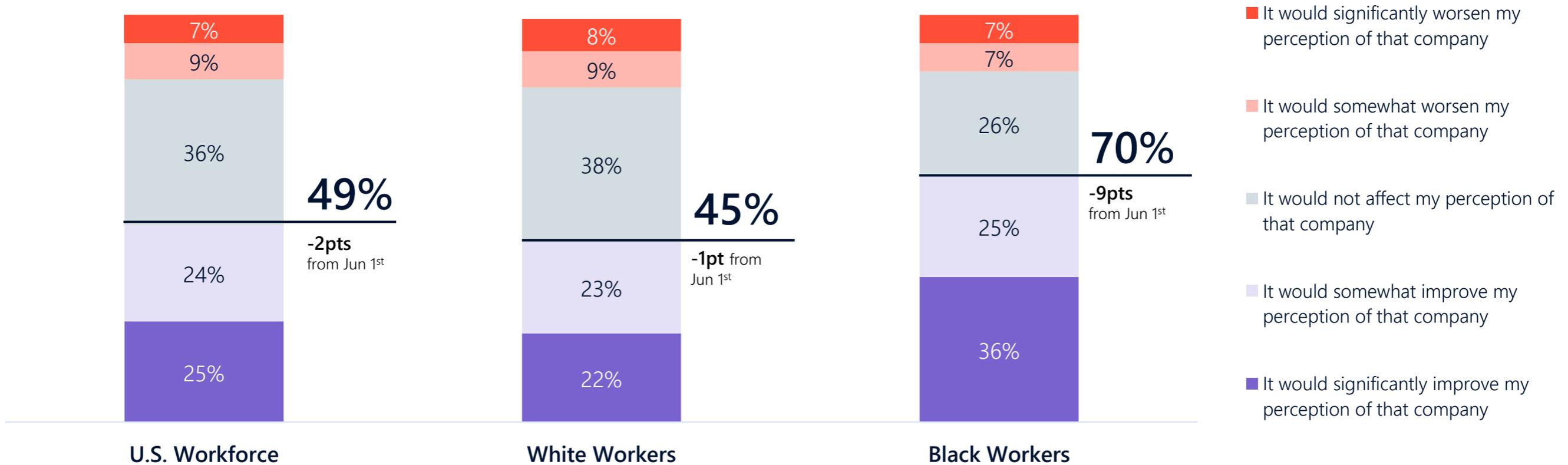
Going forward do you expect more, less, or the same amount of communication on racial discrimination in America?



Statements of Solidarity Viewed Positively

Making a statement is much more likely to improve perceptions of a company than to worsen it, especially among Black workers. However, there has been a dip among Black workers who would view the company more positively, suggesting companies should act quickly before statements appear obligatory.

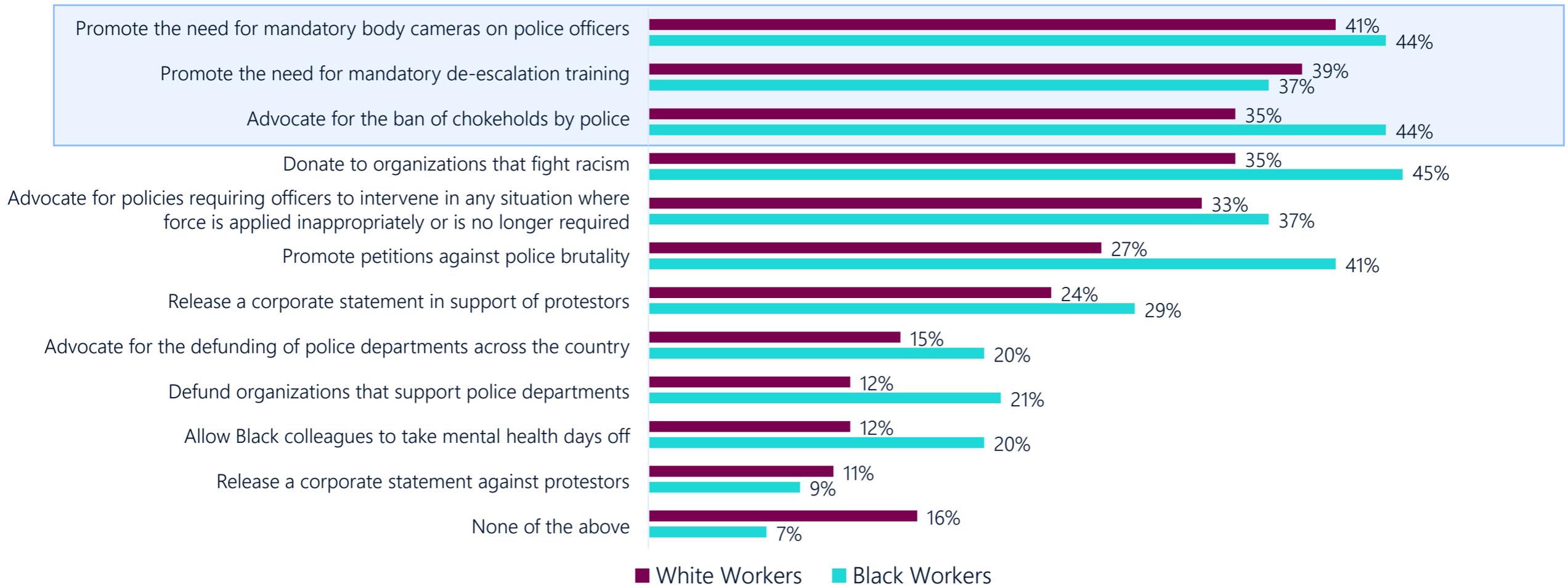
If you learned that a company had issued a statement expressing solidarity with the protestors, how would it affect your perception of that company?



Desire for More Than Monetary Donations

Since last week, the preferred actions desired from companies have shifted. Now, more U.S. workers, regardless of race, want to see companies support more direct policies that aim to prevent violence by police.

In light of George Floyd's death and continued racial discrimination in America, which actions do you believe companies should take?

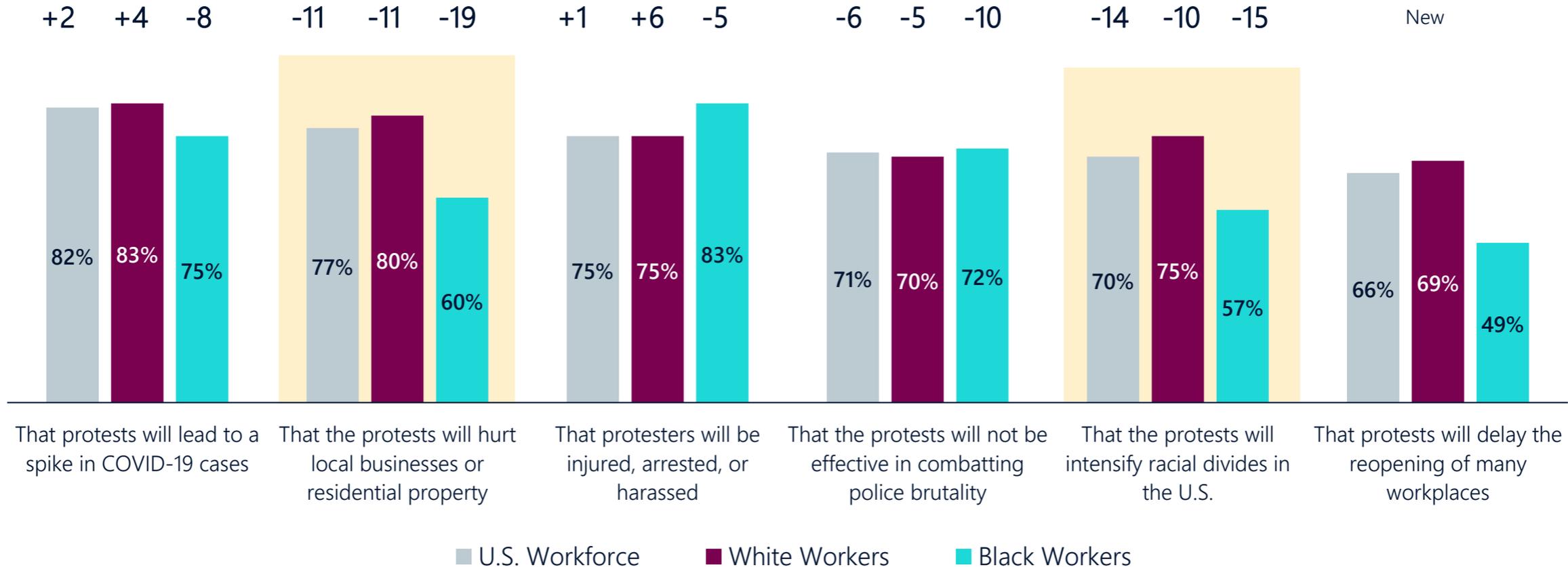


Popular Concerns Decrease in Intensity

Many of the top concerns we have seen discussed in traditional and social media, such as property damage and creating racial divides, have lessened considerably week over week among both white and Black workers.

How concerned you are about each of the following potential downsides of the protests?

(% total concerned)



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