

# Edelman Trust Barometer 2020

SPECIAL REPORT:

## BRANDS AMIDST CRISIS

# BRANDS AMIDST CRISIS

## 8-market online survey

Brazil, Canada, China, France, Germany, India, UK and U.S.

- All data is nationally representative based on age, region, gender and additionally in the UK and U.S. by race/ethnicity
- 8,000+ respondents (1,000+ per market)

**Timing of Fieldwork: October 24 - October 30, 2020**

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## 3-market qualitative study

India, UK and U.S.

- All respondents reflect a diverse set of demographic backgrounds across age, region, gender and issues they care about. They are motivated by the actions that brands are taking to tackle issues in society and tend to have a belief-driven buyer mindset.
- Participants filled in an online diary over the course of a weekend and then took part in an online forum discussion with others from their market.
- 30 respondents (10 per market)

**Timing of Fieldwork: October 30 – November 2, 2020**

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Margin of error

- 8-market average data +/- 1.1% (n=8,000)
- Market-specific data +/- 3.1% (n=1,000)

# AMIDST CRISIS, PEOPLE TURNING TO BRANDS THEY TRUST

Percent who agree

In this time of crisis, I am turning more and more to the **brands that I am absolutely sure that I can trust**

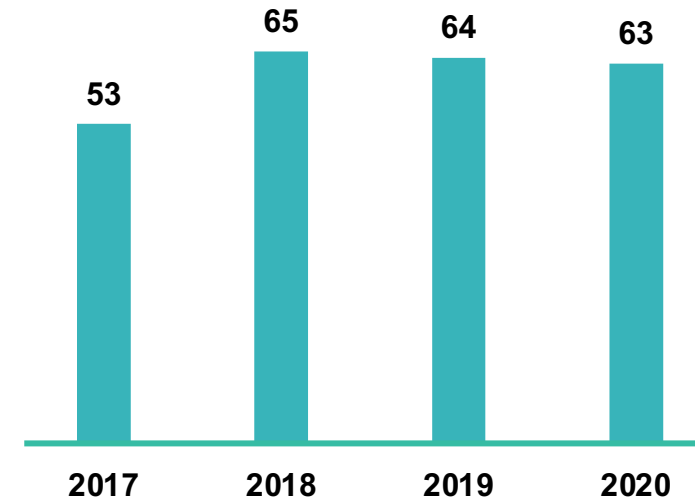
⊥  
**60%**

Global 12

# BELIEF-DRIVEN BUYING REMAINS THE NORM

Percent who choose, switch, avoid or boycott a brand based on its stand on societal issues

Global 7\*



2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus. Q2. Please indicate how much you agree or disagree with the following statements about brands and how they are responding to the current coronavirus pandemic. 9-point scale; top 4 box, agree. Question shown to those who have heard of the virus (Q1/1). 12-mkt avg. Data collected between March 23 and March 26, 2020.

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. Belief-driven buying segments. General population, 7-mkt avg. Belief-driven buyers choose, switch, avoid or boycott a brand based on its stand on societal issues.

# ESSENTIAL ROLE FOR BRANDS TO HELP IN CRISES

## PANDEMIC FIGHT

2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus

Percent who agree

**Our country will not make it** through this crisis without **brands playing a critical role** in addressing the challenges we face

⊥

62%

## SYSTEMIC RACISM

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice

Percent in the U.S. who believe

**Brands should publicly speak out** against systemic racism and racial injustice

⊥

54%

2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus. Q2. Please indicate how much you agree or disagree with the following statements about brands and how they are responding to the current coronavirus pandemic. 9-point scale; top 4 box, agree. Question shown to those who have heard of the virus (Q1/1). 12-mkt avg. Data collected between March 23 and March 26, 2020.

2020 Edelman Trust Barometer Special Report: The Fight for Racial Justice in America. Q16. Do you believe that brands -- the specific products and services people buy and use -- should publicly speak out against systemic racism and racial injustice? Question asked of half of the sample. General population, U.S.

# PEOPLE BUYING BRANDS OVER THEIR RESPONSE TO CRISES

Percent who agree, and change from April to June 2020

I have recently **started using a new brand** because of the innovative or compassionate way they have responded to the virus outbreak

Global 11

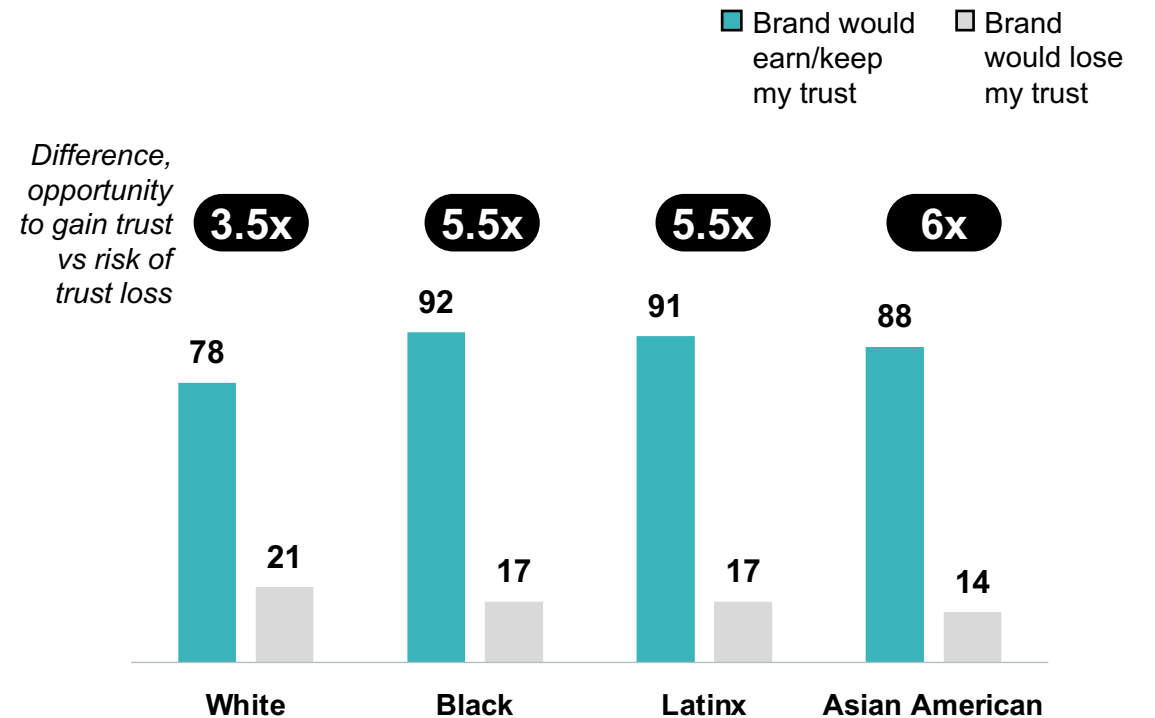
**44%**



Change, Apr 2020 to Jun 2020

# BRAND RESPONSE MORE LIKELY TO GAIN TRUST THAN LOSE IT

Percent who say brand actions in response to racial injustice would result in trust gain or trust loss

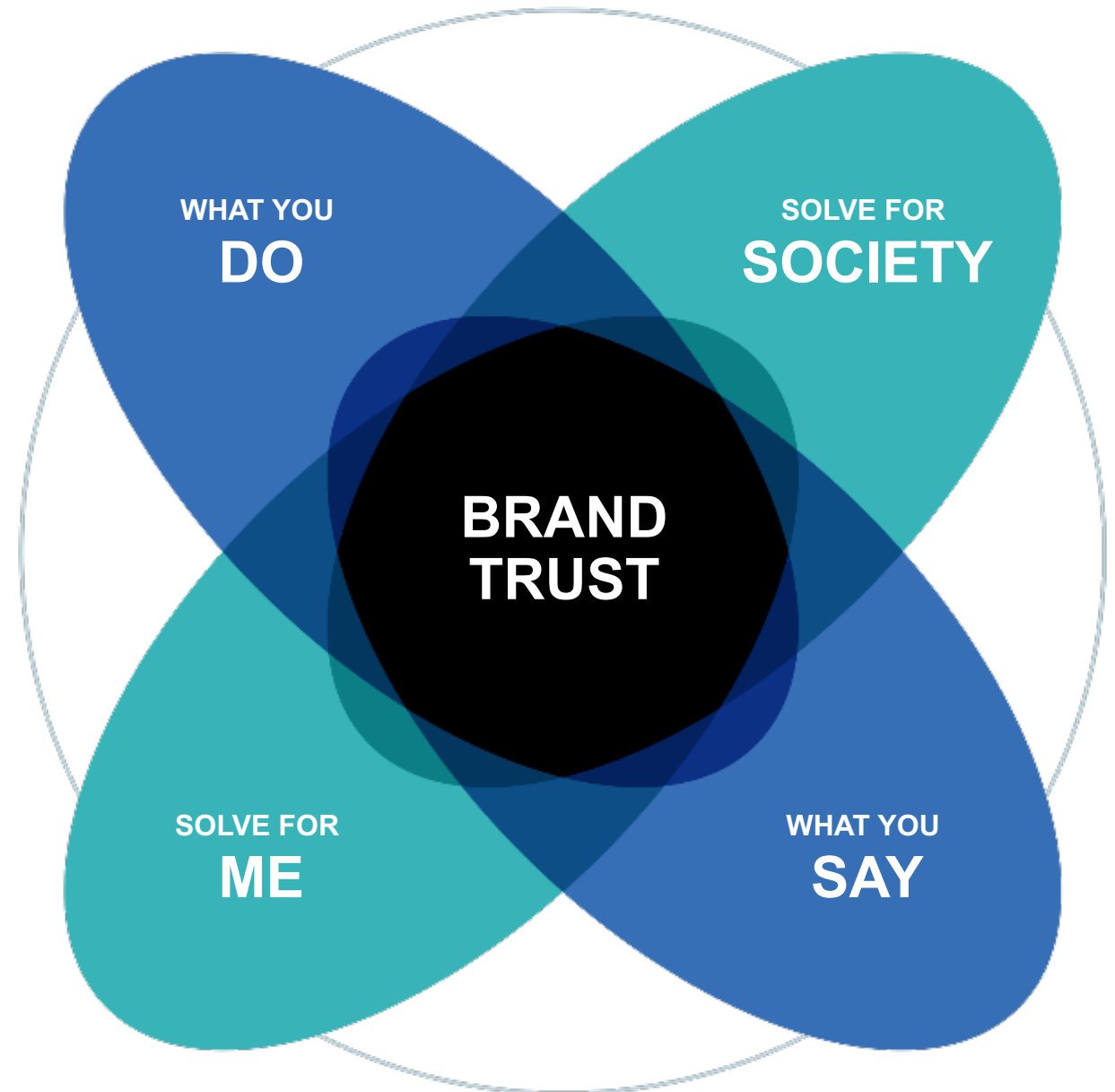


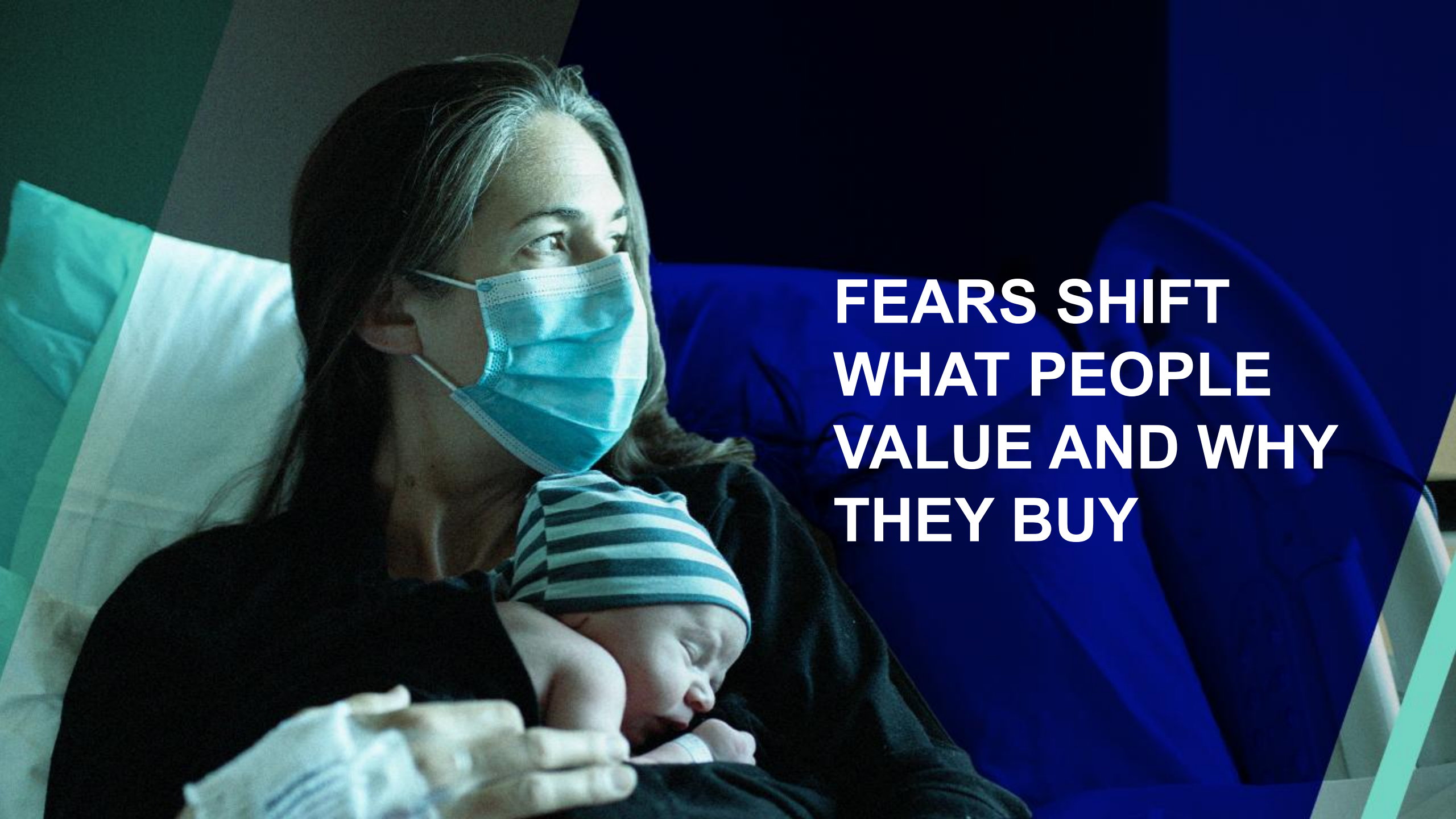
2020 Edelman Trust Barometer Special Report: Brand Trust. CV2\_Q2. Please indicate how much you agree or disagree with the following statements about brands and how they are responding to the current coronavirus pandemic. 9-point scale; top 4 box, agree. General population, 11-mkt avg.

2020 Edelman Trust Barometer Special Report: Brands and Racial Justice in America. Q4. In general, how important is it to earning or keeping your trust that brands or companies do each of the following in response to systemic racism and racial injustice following the death of George Floyd and other recent racially motivated attacks on Blacks? 6-point scale; top 3 box, important; code 1, doing this would lose my trust. General population, U.S., among Non-Hispanic White, Black, Latinx and Asian American populations. Data shown is a net of attributes 2-9.

**BRANDS ARE TRUSTED FOR THEIR ABILITY, INTEGRITY, DEPENDABILITY, PURPOSE AND CONNECTION TO CONSUMERS' SELF.**

**TO EARN THAT TRUST, BRANDS MUST LIVE AT THE INTERSECTION OF PERSONAL & SOCIETAL NEEDS, AND WORDS & ACTIONS.**





**FEARS SHIFT  
WHAT PEOPLE  
VALUE AND WHY  
THEY BUY**

# PEOPLE MORE FEARFUL

*Change in each concern  
since the start of the year...*

	<b>Net change</b>	<b>Bigger concern</b>	<b>Less of a concern</b>
Me and my family's <b>physical health</b>	<b>+ 36</b>	52	16
What <b>the future</b> will be like for me and my family	<b>+ 34</b>	50	16
My children getting the <b>education</b> they need	<b>+ 27</b>	50	23
Me and my family's <b>mental health</b>	<b>+ 27</b>	45	18
Violence and <b>civil unrest</b>	<b>+ 27</b>	45	18
<b>Climate change's</b> growing impact	<b>+ 23</b>	43	20
Not being able to determine <b>what is true</b>	<b>+ 21</b>	40	19
<b>Finding happiness</b> in life	<b>+ 18</b>	38	20

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. FEAR\_INC. For each of the following potential areas of worry or concern, please indicate whether each has become a bigger concern to you, less of a concern to you, or has stayed at the same level of concern to you since the start of this year. 3-point scale; code 1, bigger concern; code 2, less of a concern. General population, 8-mkt avg. Data is the difference between bigger concern and less of a concern.



# SHIFT IN VALUES: SECURITY, FAMILY, HAPPINESS ALL MATTER MORE

“ My values and priorities in life have changed, as at the start of the year I wanted to get promoted and progress in my career. And now that’s not as important to me as I’m just happy to still have a job and be able to provide for myself and my family.



Zach  
18-34, Office Worker

Change in importance  
since the start of the year...

	Net change	More Important	Less Important
Protecting my family	+ 42	55	13
Spending time with loved ones	+ 38	52	14
Making smart purchasing decisions	+ 36	50	14
Finding joy and happiness	+ 33	47	14
Being in control of my future	+ 30	45	15
Becoming the best person I can be	+ 27	42	15
Helping other people	+ 24	40	16
Working to make the world a better place	+ 22	39	17

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. VALUES\_INC. Thinking about how important various things are in your life, please indicate whether each of the following has become more important to you, less important to you, or has stayed at the same level of importance to you since the start of this year. 3-point scale; code 1, more important; code 2, less important. General population, 8-mkt avg. Data is the difference between more important and less important.

# CHANGING VALUES SHIFT BUYING CRITERIA: IMAGE MATTERS LESS

Net change in importance as a purchasing criteria

*Whether...*

Owning and using the brand communicates that **I am successful**

**-11 pt** ▼

The brand communicates that I am a **taste maker or trend setter**

**-9 pt** ▼

I associate the brand with **excitement and adventure**

**-5 pt** ▼

# CHANGING VALUES SHIFT BUYING CRITERIA: BRAND SAFETY, VALUE, PURPOSE MATTER MORE

Net change in importance as a purchasing criteria

*Whether...*

The brands products and services put **consumer safety first**

Gives me **value for the money**

**Cares more about people than profit**

**+31**  **pt**

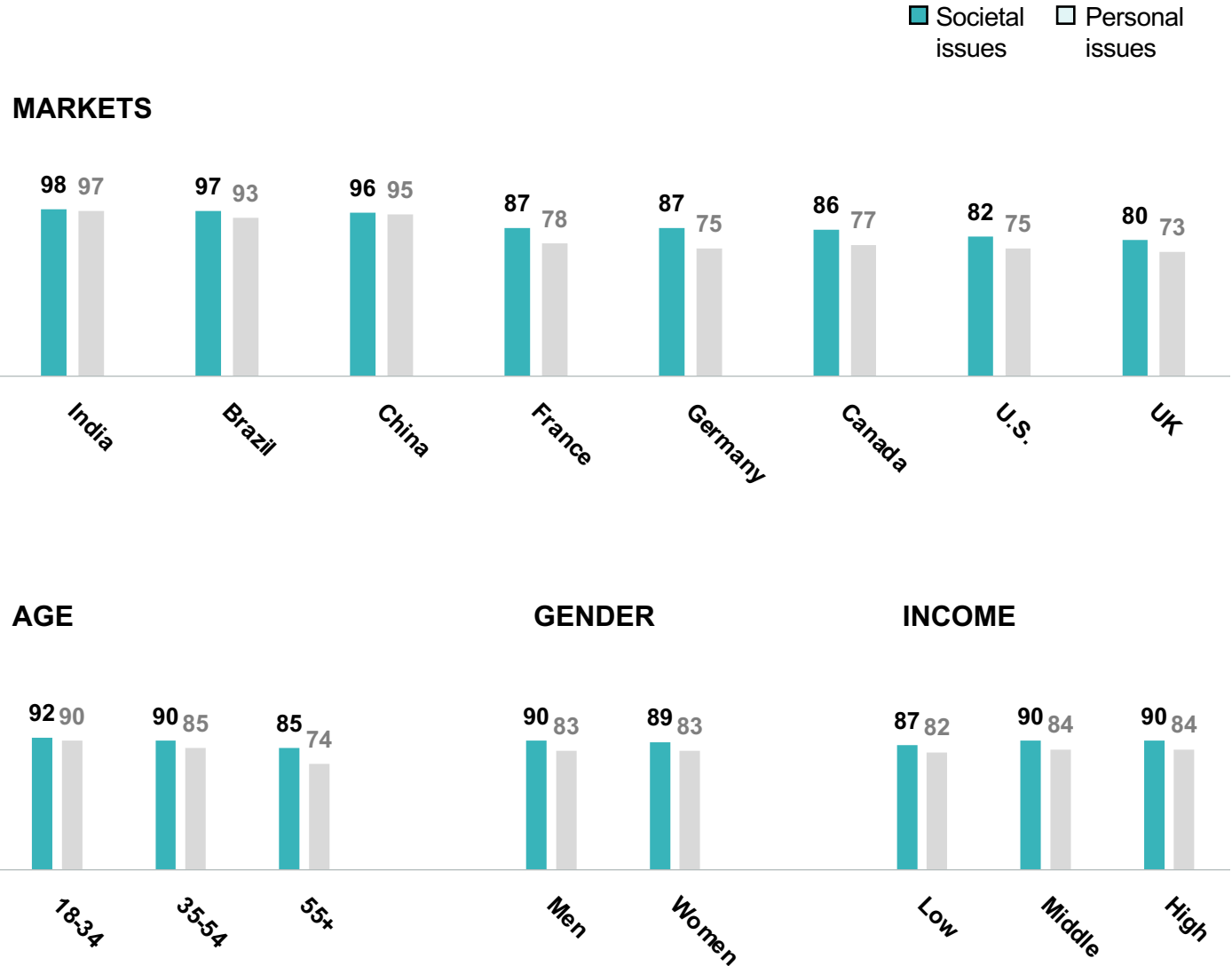
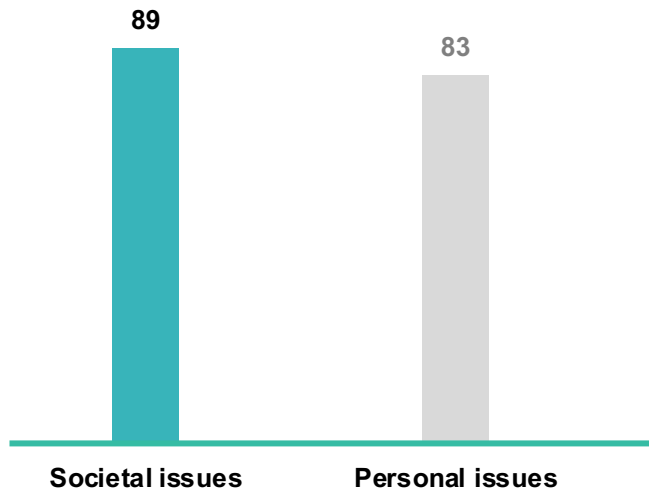
**+32**  **pt**

**+26**  **pt**

# BRANDS EXPECTED TO SOLVE BOTH SOCIETAL AND PERSONAL PROBLEMS

Percent who want brands to address one or more societal and personal issues

Global 8



2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. SOC\_ISSUES. In regards to which of the following societal issues that your country may be facing do you feel that brands, using their creativity, resources and influence, could be helpful in driving meaningful progress and creating new solutions? Select all that apply. PER\_ISSUES. In regards to which of the following personal challenges you may be facing do you feel that brands, using their creativity, resources and influence, could be helpful in driving meaningful progress and creating new solutions in your life? Select all that apply. General population, 8-mkt avg, and by age, gender, and income. Data the difference between 100 and none of the above.

**TIME IS NOW  
FOR BRANDS TO  
ACTIVATE THEIR  
TRUST & POWER  
TO HELP**



# BRAND TRUST RANKS AS A TOP PURCHASE CRITERIA

Percent who rate each as critical or important when deciding which brands to buy or use

	Total	Critical deal breaker	Important to have
It offers a good value for the money	90	39	51
It offers the best quality	90	34	55
<b>I trust it</b>	<b>88</b>	<b>34</b>	<b>54</b>
It has a good reputation	85	26	58
It is convenient to find, buy and use	84	27	58
It offers high quality customer service	84	28	56
I love it	80	26	54
It has as small of a negative impact on the environment as possible	76	23	53
It is innovative, introducing new products, features, services and new ways of doing business	72	20	51
It actively supports a cause or speaks out on social issues I care about	66	18	49
It has a unique design that stands out from its competitors	65	17	48
Owning or using it says something positive about me. It reflects well on me.	63	18	45

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. TRUST\_IMP. When it comes to brands in general that you will or will not buy or use, categorize each of the following attributes based on whether it is a critical deal breaker, important to have, or merely a nice to have. Please base your answers, using the scale below, on your actual purchase behavior and not what you would do in a perfect world. 3-point scale; code 1, critical deal breaker; code 2, important to have. General population, 8-mkt avg. Total is a net of "critical deal breaker" and "important to have".

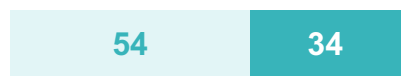
# BRAND TRUST MATTERS ACROSS COUNTRIES AND DEMOGRAPHICS

Percent who rate each as critical or important when deciding which brands to buy or use

## Whether or not I trust the brand is important or critical

# 88%

□ Important to have    ■ Critical deal breaker



Global 8



2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. TRUST\_IMP. When it comes to brands in general that you will or will not buy or use, categorize each of the following attributes based on whether it is a critical deal breaker, important to have, or merely a nice to have. Please base your answers, using the scale below, on your actual purchase behavior and not what you would do in a perfect world. 3-point scale; code 1, critical deal breaker; code 2, important to have. General population, 8-mkt avg, and by age, gender, and income.

# BRAND TRUST NOW MORE IMPORTANT TO BUYING

Net change in importance  
as a purchasing criteria

Whether I can  
trust the brand

**+28**  **pt**

*Global 8, importance*

## MARKETS

Brazil	Canada	India	UK	U.S.	Germany	France	China
+55	+29	+28	+27	+24	+23	+21	+17

## AGE

18-24	35-54	55+
+28	+25	+30

## GENDER

Men	Women
+28	+28

## INCOME

Low	Mid	High
+30	+27	+28



# BRANDS THAT HELP ARE MORE TRUSTED

## Edelman Brand Trust Score

### The Edelman Brand Trust Score

is a KPI metric that is calculated by subtracting distrusters from high trustors. Scores can range from -100 to 100.

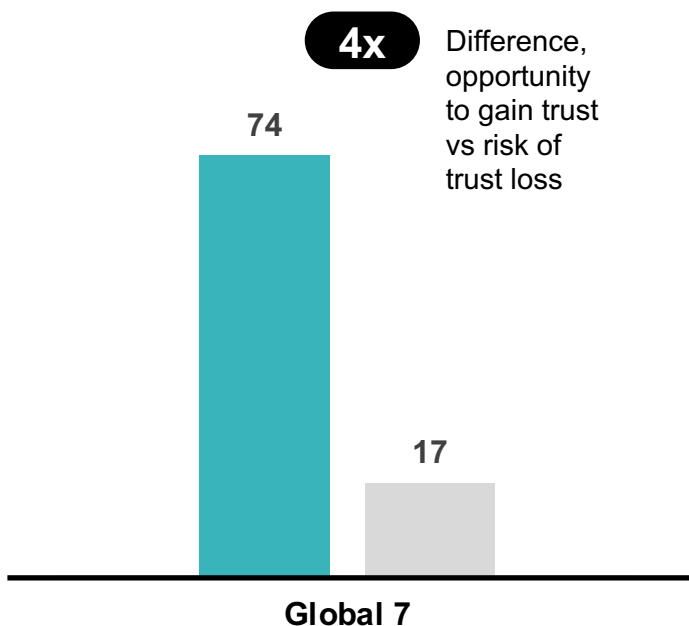
A dynamic representation of a brand's trust capital, the Edelman Brand Trust Score can be **benchmarked**, compared to a brand's **competitive set**, and **tracked** over time.

The research has found that brand trust is based on five dimensions:

- Ability
- Integrity
- Dependability
- Purpose
- Self

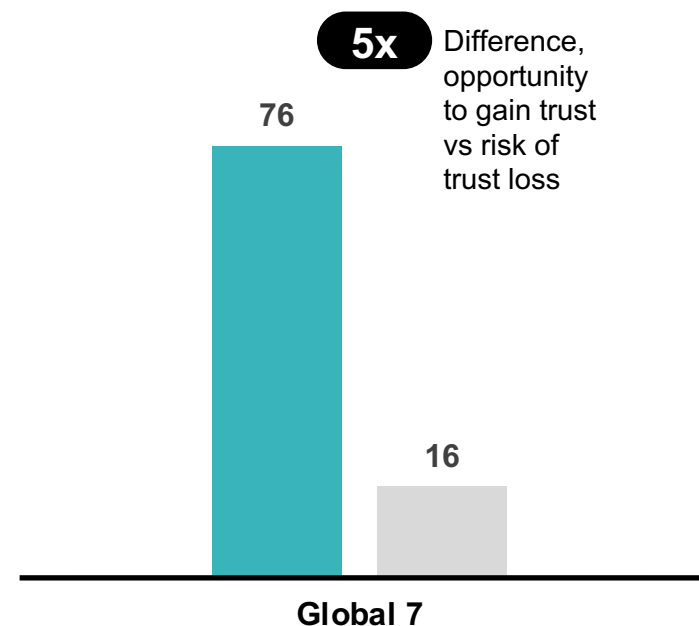
### Alleviating fears or uplifting people

■ Brands are doing this    ■ Brands are not doing this



### Addressing uncertainty

■ Brands are doing this    ■ Brands are not doing this



# BRAND TRUST EARNS MORE ENGAGEMENT, LOYALTY AND ADVOCACY

Percent who will take one or more of these actions on behalf of a brand, among respondents with various levels of trust in the brand



2020 Edelman Trust Barometer Special Report: Brand Trust. TRU\_KPI. Continuing to think about the same brand, which of the following statements accurately describe how you feel about that brand? Select all that apply. "Engagement" is a net of attributes 7 and 8; "Loyalty" is a net of attributes 1-3; "Advocacy" is a net of attributes 4-6. General population, 11-mkt avg, by low trusters, and high trusters at TRU\_BRAND. Please indicate how much you trust this brand using a 9-point scale where one means that you "do not trust it at all" and nine means that you "trust it a great deal". 9-point scale; bottom 3 box, low trust; top 3 box, high trust. Questions asked of those who could name a brand for the scenario they were assigned to (BRAND\_OE). Data shown is in aggregate across all four scenarios.

HOW-TO FOR BRANDS  
**1. ACT TO  
EASE FEARS**



# BRANDS SEEN AS MORE EFFECTIVE, CREATIVE AND RESPONSIVE THAN GOVERNMENT

Percent who agree

In many cases, brands can do more to solve social ills than governments

⊥

55%

Brands have better ideas for solving our country's problems than government

⊥

48%

It is easier for people to get brands to address social problems than to get government to take action to change things for the better

⊥

55%

# ONLY 3 IN 10 SAY BRANDS EXCEL IN SOLVING PROBLEMS

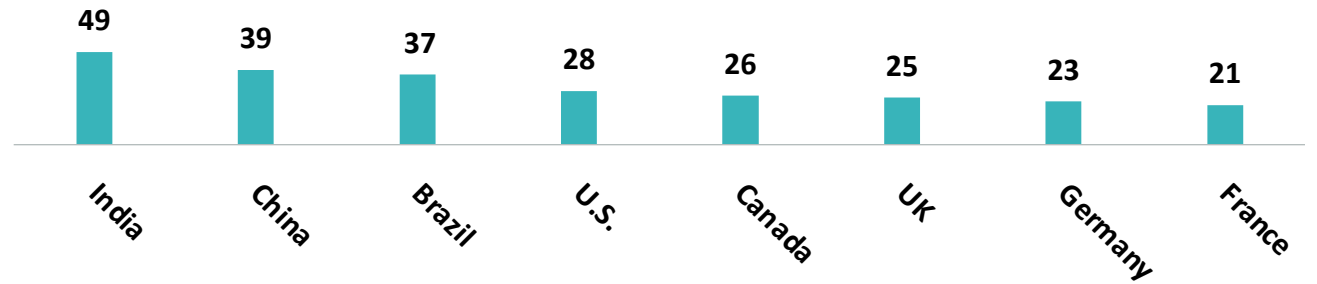
Percent who say

The **brands I use** are doing an **excellent job** in helping the country and its people meet the challenges it is currently facing

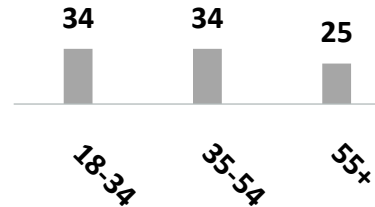
31%

Global 8

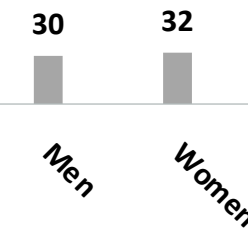
## MARKETS



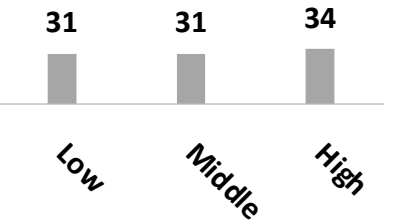
## AGE



## GENDER



## INCOME




2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. CRISIS\_RESP1/CRISIS\_RESP2. [The country is/People are] facing many challenges these days due to the current pandemic and other crises. In order to meet those challenges, we need to rely on our societal institutions to provide help and support. Which, if any, of the institutions listed below do you believe are doing an excellent job in helping [the country/helping you] meet the challenges it is currently facing? Select all that apply. Questions asked of half of the sample. General population, 8-mkt avg, and by age, gender, and income. "All of the above" added to each response. Data is an average of CRISIS\_RESP1 and CRISIS\_RESP2.

# TO BUILD TRUST, ACTIONS OVER WORDS

Which would be more effective in increasing your trust in a brand?

“ The company must **invest in the issue** in a comprehensive manner, meaning **going beyond making donations or running a one-time ad campaign.** ”

 Tarunbir  
18-34, IT Professional

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. BRAND\_CHOICE2. You are about to see a series of two choices. For each pair, we want you to select the one that would be more effective in increasing your trust in a brand. General population, 8-mkt avg.

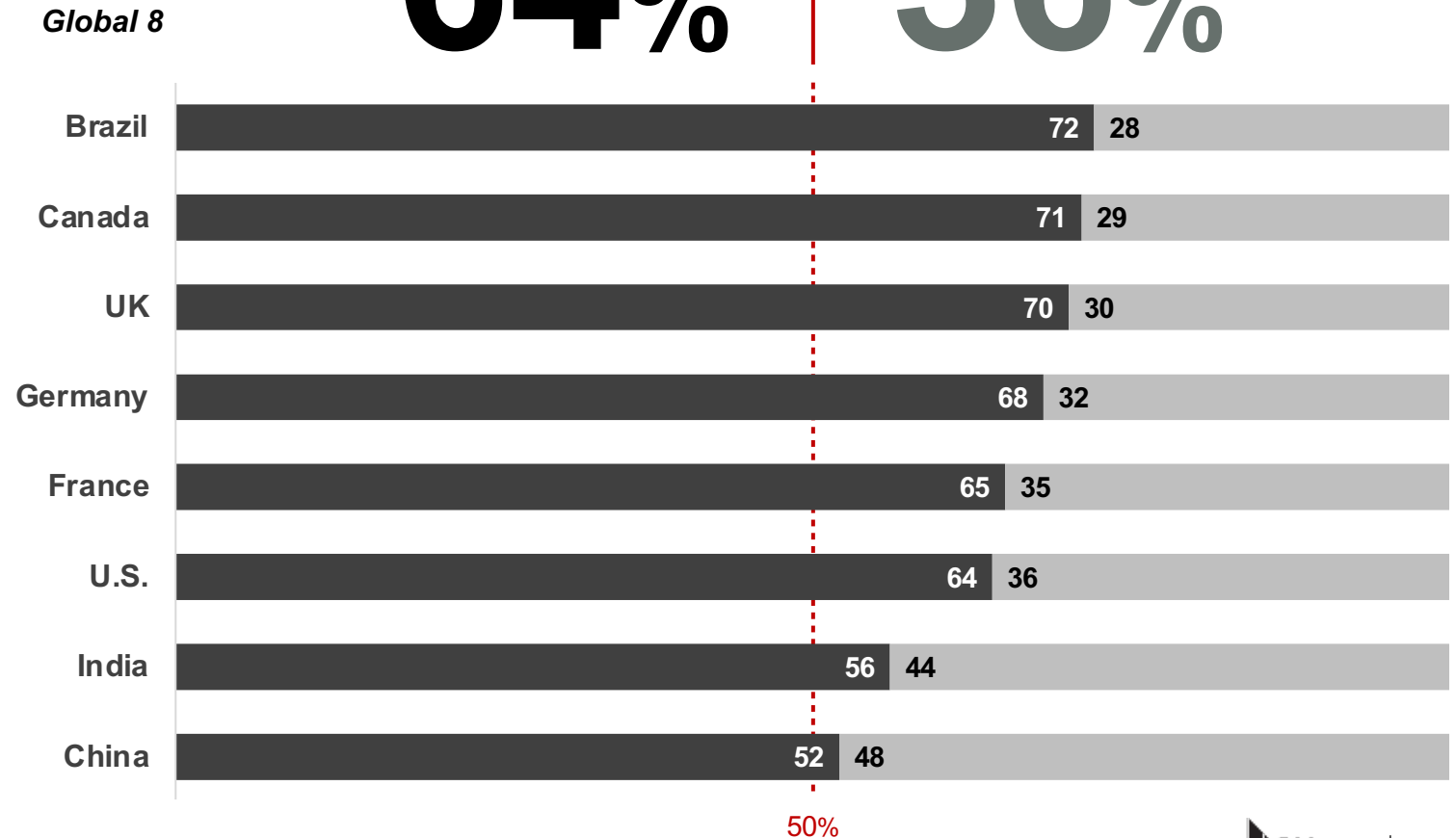
A brand **taking actions** that help workers and local communities in times of crisis

OR

A brand **making a public promise and issuing communications** about what it intends to do to help workers and local communities in times of crisis

64%

36%



# TO EASE FEARS SUPPORT ME, SUPPORT MY COMMUNITY

Brand actions for addressing personal challenges

Support me

68%

**Potential  
actions in  
rank order**

- Provide reliable information about COVID-19 and other serious issues
- Be empathetic to customers and their hardships
- Make it easier for people to work from home
- Offer employee training programs
- Keep children occupied when they are stuck at home

Support my  
community

63%

- Donate supplies to schools, hospitals, relief agencies
- Develop better ways to educate children
- Support organizations that address violence, unrest, protest
- Celebrate inclusivity, diversity
- Help facilitate free and fair elections

# BOLSTER FINANCIAL AND PERSONAL SECURITY, OFFER MOMENTS OF JOY

Brand actions for addressing personal challenges

Solve our economic challenges

55%

*Potential actions in rank order*

- Protect the financial security of employees, suppliers
- Offer free, discounted products
- Forgive people's debts

Ensure our health and safety

52%

- Ensure employees have free access to COVID-19 vaccines
- Encourage people to wear masks, social distance, vaccinate
- Keep the transportation system safe

Provide moments of joy

49%

- Help me live my best life right now
- Facilitate personal connections
- Help people celebrate the holidays
- Sponsor and provide entertainment to the public

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. PER\_ISSUES\_SOLVE. You just indicated that there is at least one personal challenge that you are facing where you believe that brands could be helpful to you. What in particular do you believe that brands could do to be helpful to you in addressing the personal challenges you indicated above? Select all that apply. Question asked of half of the sample that feel that brands can help with their personal challenges. General population, 8-mkt avg. "Solve our economic challenges" is a net of attributes 1-3; "Ensure our health and safety" is a net of attributes 11,12, and 17; "Provide moments of joy" is a net of attributes 7, 10, 15, and 16.




HOW-TO FOR BRANDS  
**2. STRIKE THE  
RIGHT TONE**



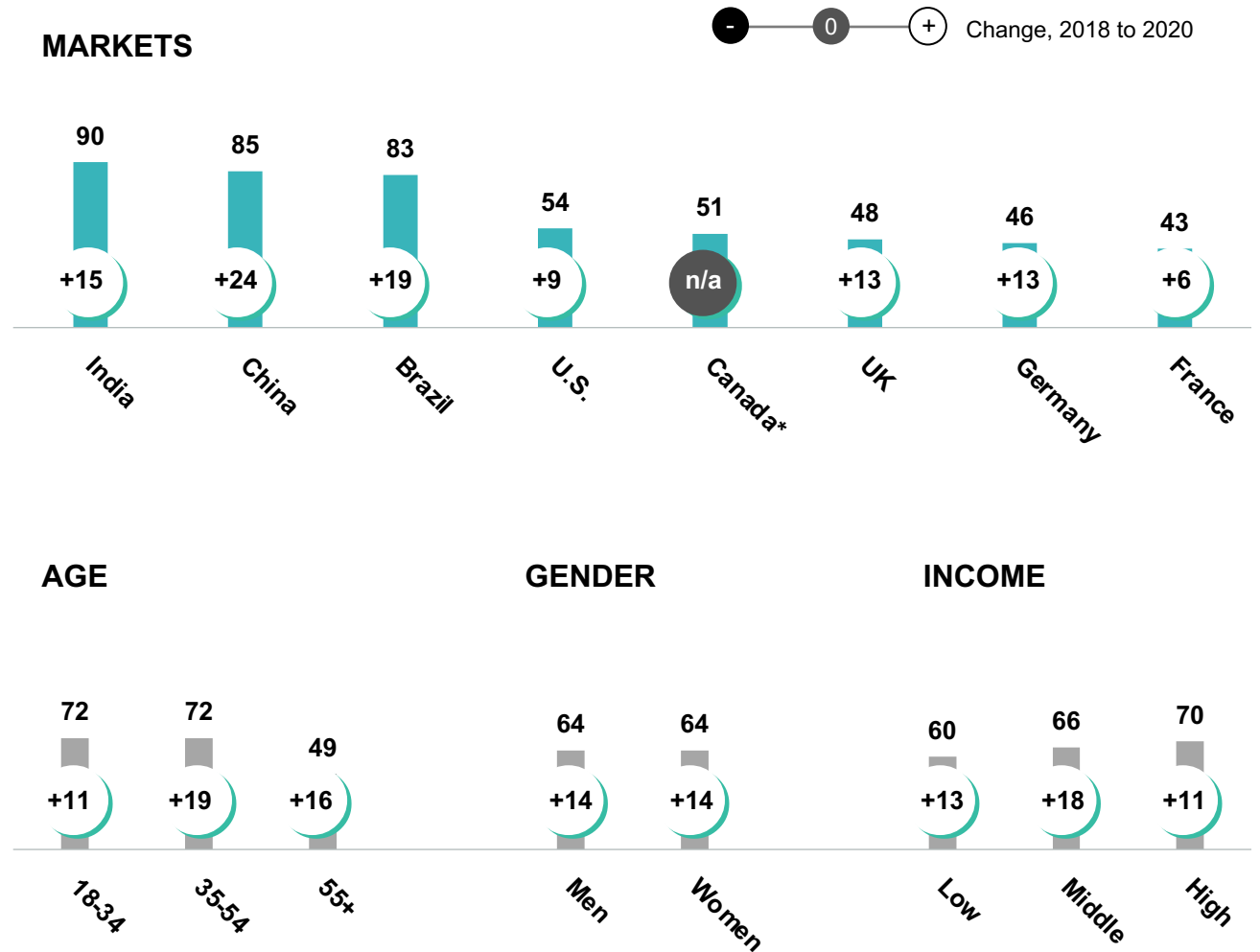
# 2 IN 3 ARE PAYING MORE ATTENTION TO WHAT BRANDS HAVE TO SAY

Percent who pay attention to advertising and other marketing communications from brands

**64%**  **+14 pts**  
 Change, 2018 to 2020  
 pay attention

Global 7\*

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. Q71. In general, how much do you pay attention to advertising and other marketing communications from brands? 9-point scale; top 4 box, pay attention. General population, 7-mkt avg, and by age, gender, and income. \*Tracking data not available for Canada.



# PEOPLE SEEING MORE TRUSTWASHING FROM BRANDS

Percent who agree

Too many brands are using important societal and political issues simply as a marketing ploy to sell more of their product

**62%** Change, 2017 to 2020  
 +2 pts

Global 8



# NOT THE RIGHT TIME FOR THE HARD SELL

Which best describes how you feel?

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. BRAND\_CHOICE. You are about to see a series of two choices. For each pair, we want you to select the one that best describes what you believe or how you feel. General population, 8-mkt avg.

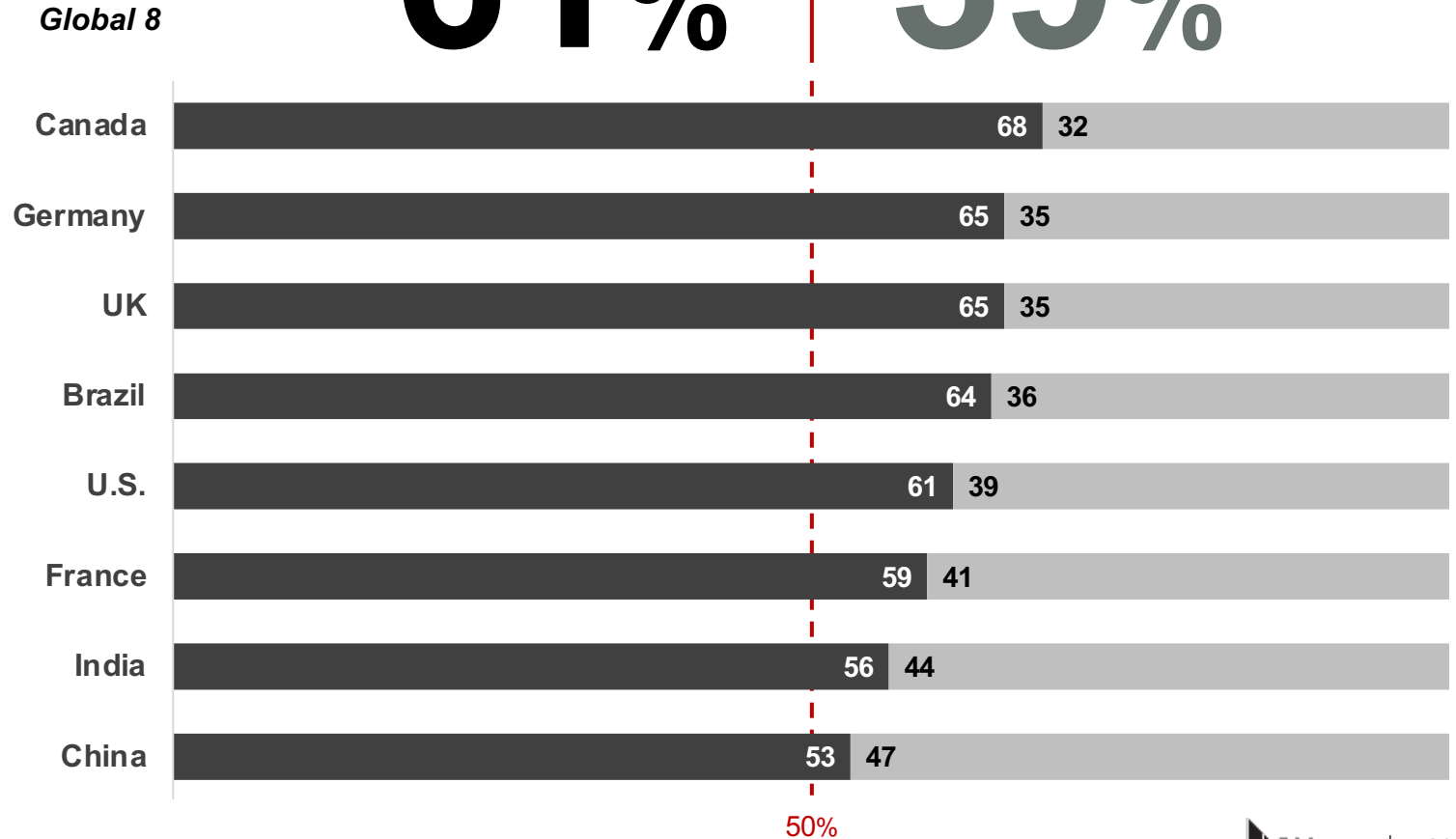
Brands should **think about public safety first**, being thoughtful when it comes to encouraging people to return to stores, restaurants, and other public venues as soon as lockdown orders are lifted

61%

OR

Brands should **help jump start the economic recovery**, encouraging people to return to stores, restaurants, and other public venues as soon as lockdown orders are lifted

39%



# NOT THE RIGHT TIME FOR A BIG CELEBRATION

Which best describes how you feel?

“Yes, of course, **humor and levity are valuable** as we struggle through these dark days and weeks - but ... **I'm more concerned about - and interested in - brands' ability and willingness to tackle the big issues.**”



**Barbara**  
50-64, Epidemiologist

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. BRAND\_CHOICE. You are about to see a series of two choices. For each pair, we want you to select the one that best describes what you believe or how you feel. General population, 8-mkt avg.

I want brands to **downplay the holidays this year**, striking a more restrained and subdued tone given the hardships many are suffering

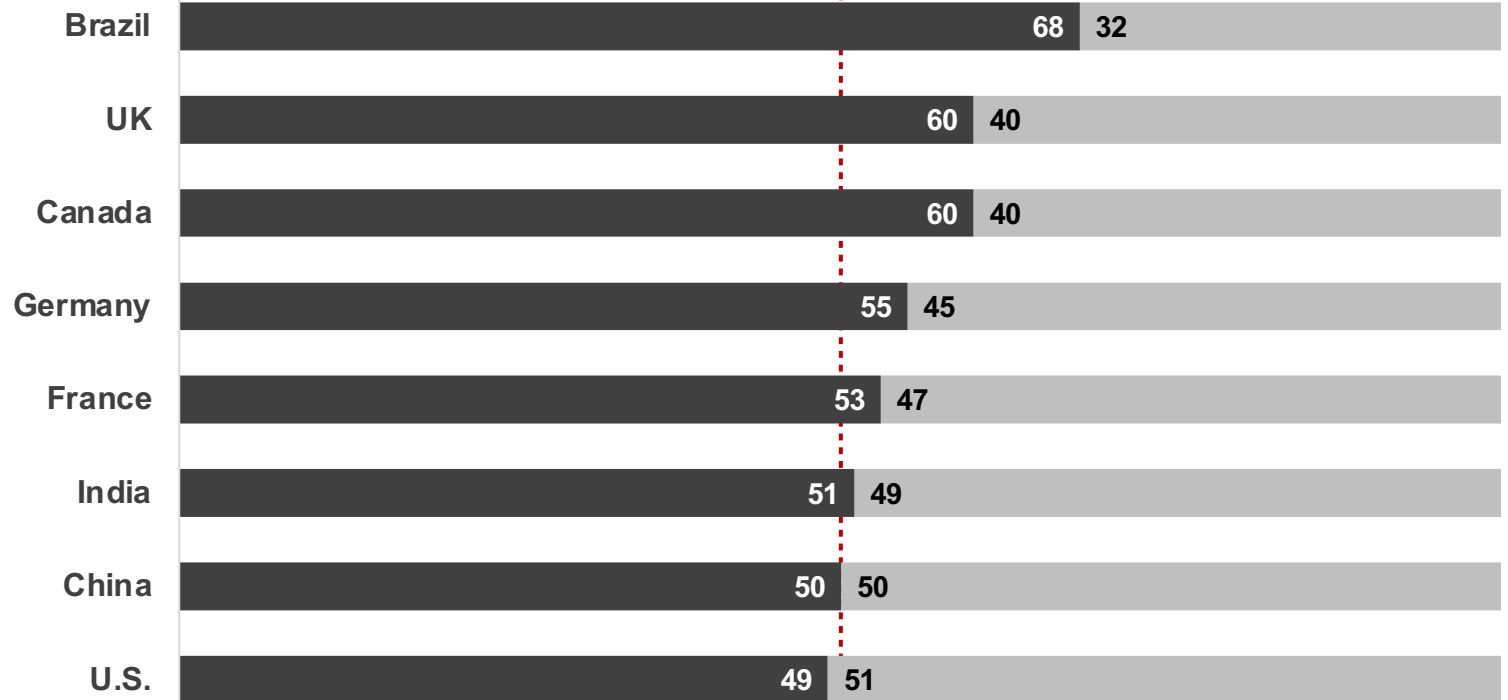
OR

I want brands to **make a big deal about the holidays this year**, doing everything they can to get people into a celebratory frame of mind

56%

44%

Global 8



50%

# DEMONSTRATE AWARENESS OF PANDEMIC CHALLENGES

Percent who agree

Brands have a responsibility to **display proper social distancing and mask-wearing behaviors in their marketing** and advertising

⊥  
**69%**

Which best describes how you feel?

Brands should only talk about their products in ways that **show they are aware of the crisis and the impact it is having on people's lives**

**54%**

OR

Brands should **keep marketing and advertising their products in the same way they did** before the pandemic

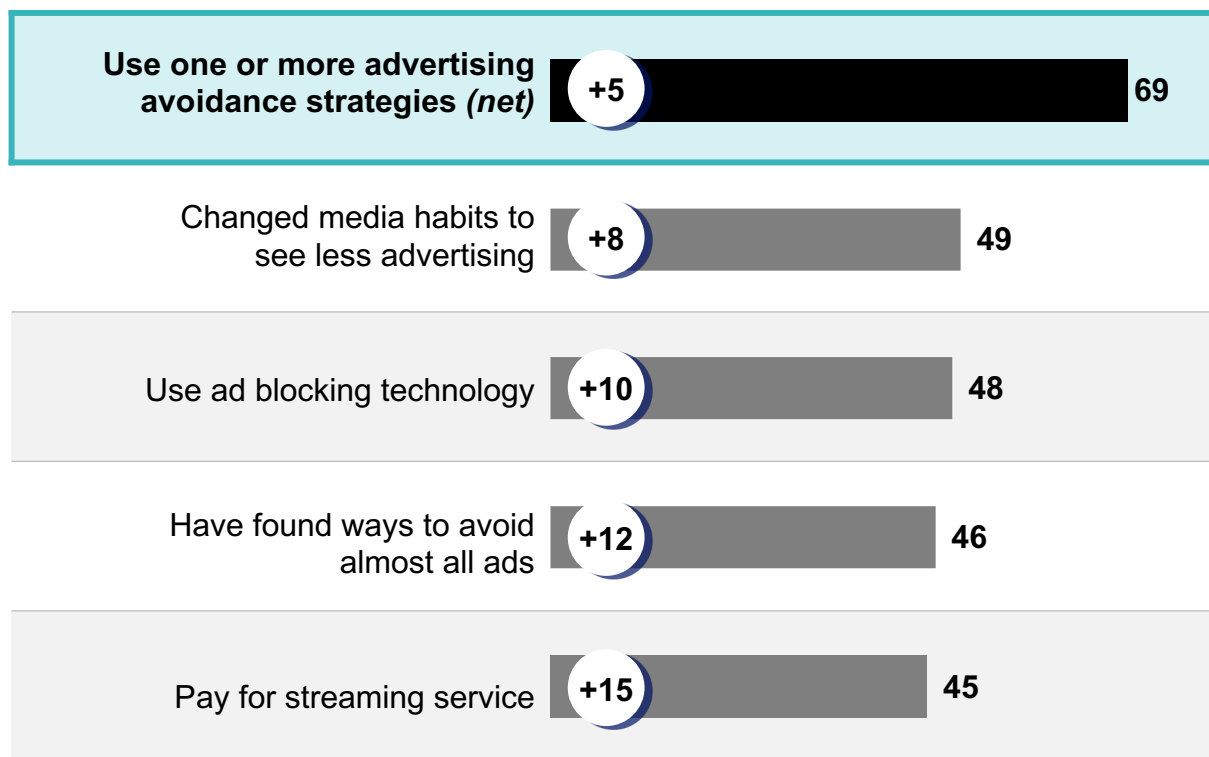
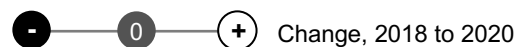
**46%**



HOW-TO FOR BRANDS  
**3. EASE FEARS  
THROUGH  
TRUSTED  
CHANNELS &  
VOICES**

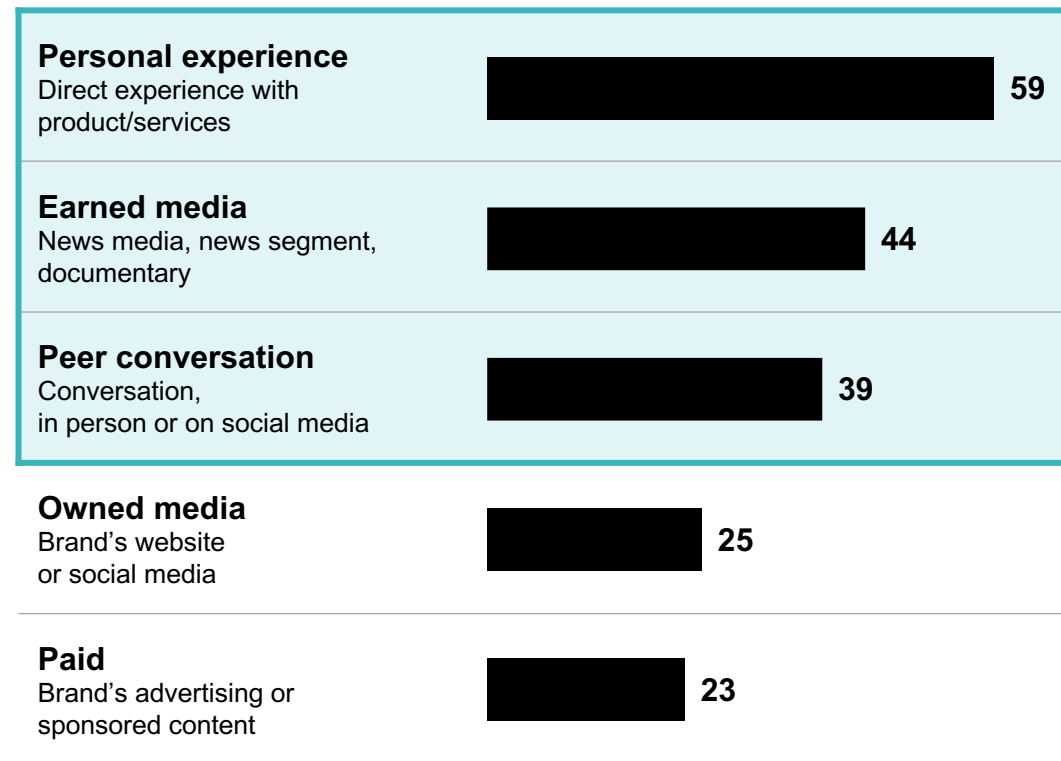
# NEARLY 7 IN 10 AVOIDING ADVERTISING

Percent who agree



# EARNED IS THE BATTLEGROUND FOR TRUST

Percent who say each led to a trust gain in a brand



2020 Edelman Trust Barometer Special Report: Brand Trust. Q70. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, 8-mkt avg. "Advertising avoidance" is a net of attributes 9, 10, 11, and 12. TRU\_GND\_SRC. What led you to gain trust in this particular brand? Select all that apply. Question asked among those that gained trust in a specific brand within the past year (TRU\_GND/1). General population, 11-mkt avg. "Earned media" is net of attributes 1-3; "Peer conversation" is a net of attributes 7 and 10.



# TELL YOUR BRAND STORY THROUGH FRIENDS, FAMILY AND PEERS

Percent who heard information from each source

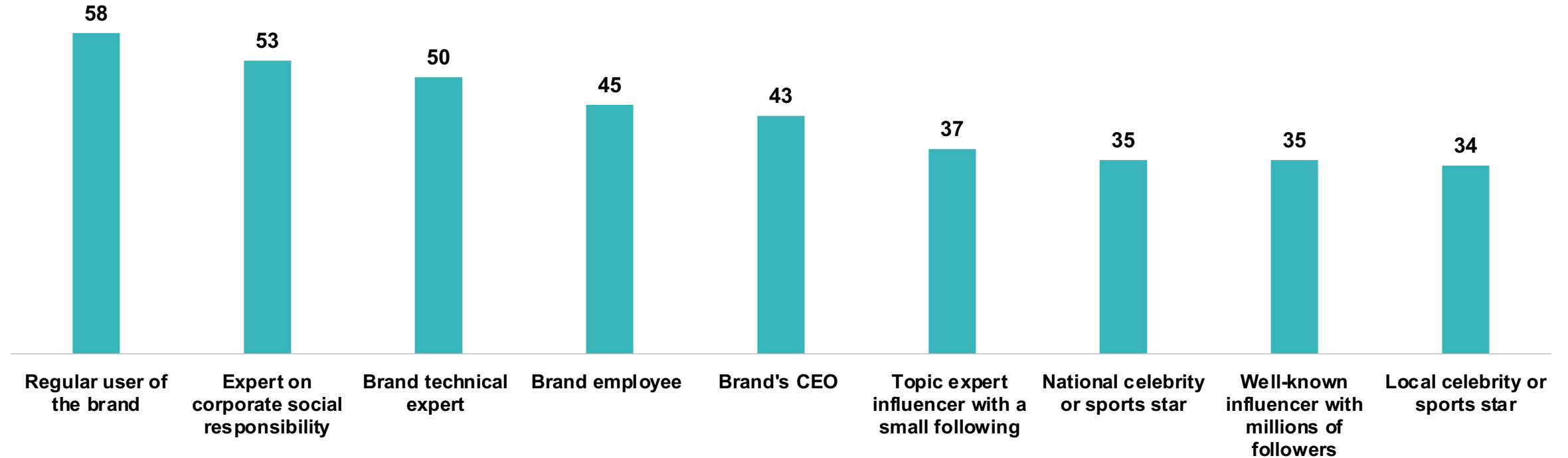
2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. CARE. Thinking back over the past year, have you seen or heard anything about a brand that made you really believe that the brand was doing something that would help ease your biggest fears and concerns from any of the following sources of information? Select all that apply. General population, 8-mkt avg.

Made me really believe the brand was doing something to **help ease my fears**



# TAP PEERS AND EXPERTS AS SPOKESPEOPLE

Percent who agree each spokesperson is credible related to what a brand is doing to address their fears and concerns



# WEAR YOUR VALUES ON YOUR LABEL

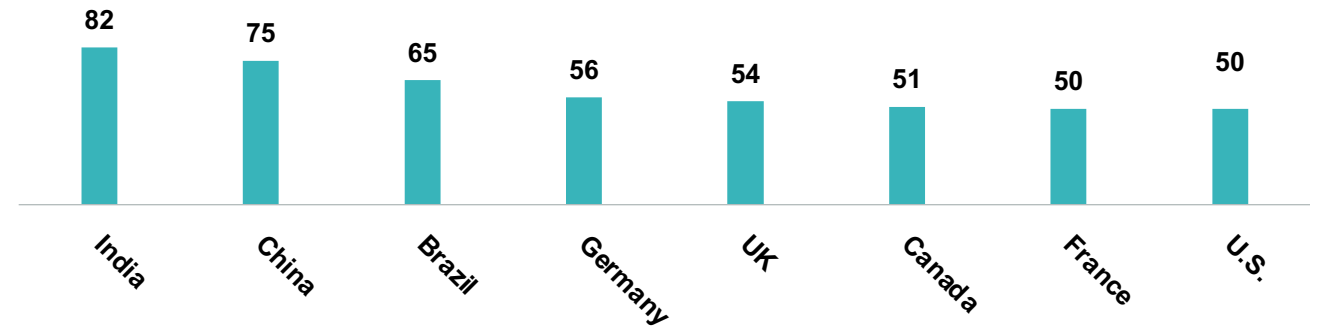
Percent who agree

**Brands should make it easier for me to see what their values and positions on important issues are** when I am about to make a purchase

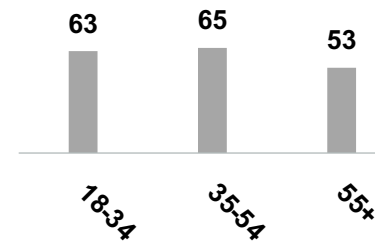
⊥  
**60%**

Global 8

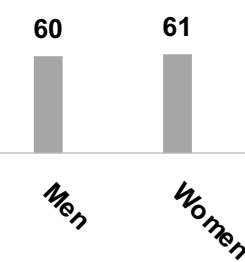
## MARKETS



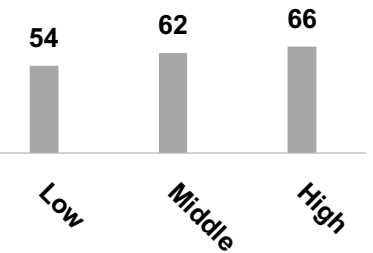
## AGE



## GENDER



## INCOME



# HOW BRANDS EARN TRUST AMIDST CRISIS

1

Recognize values shift to personal safety, economic security, quality of life

2

Reset your marketing approach with action at the core

3

Change your tone and message to reflect the present moment

4

Ease fears through expert voices and credible peer channels

”

**Some men see things as they are  
and say why. I dream things that  
never were and say why not.**

— George Bernard Shaw

# **SUPPLEMENTAL DATA**

# SOCIETAL PROBLEMS BRANDS MUST SOLVE: CLIMATE CHANGE, PANDEMIC CHALLENGES AND POVERTY

Societal issues that brands are expected to address

		Brazil	Canada	China	France	Germany	India	UK	U.S.
Climate change/environmental	42	51	47	28	40	52	43	42	36
Pandemic economic challenges	39	48	43	36	31	34	43	38	36
Pandemic health challenges	38	49	41	32	32	33	44	38	36
Pandemic employment challenges	38	52	39	33	29	33	42	37	35
Poverty	37	58	43	16	40	36	36	36	31
Job loss due to automation	35	49	39	25	32	32	37	33	30
Cybersecurity and data privacy	34	42	36	30	32	32	37	34	31
Pandemic educational challenges	33	47	32	30	24	28	40	31	31
Systemic racism, injustice, discrimination	33	51	39	21	34	24	31	32	34
Fake news, misinformation	33	47	33	28	27	26	42	30	33
Unifying people despite political differences	32	46	31	32	21	29	36	28	31
Government corruption	27	49	29	13	22	23	33	24	28
Helping big cities	25	36	22	28	18	17	34	23	25
Immigration policy	23	25	23	9	26	24	22	23	28
Election participation and integrity	21	30	23	15	14	15	28	17	28

# PERSONAL PROBLEMS BRANDS MUST SOLVE: SAFETY, OPTIMISM ABOUT FUTURE, RELIABLE INFORMATION

Personal challenges brands are expected to address

		Brazil	Canada	China	France	Germany	India	UK	U.S.
Keep my family safe from the virus	39	52	43	31	37	33	43	40	37
Help me stay positive about the future	38	53	37	35	33	34	45	34	31
Help me find trustworthy information	36	51	37	37	29	30	41	34	31
Help my children keep up with school despite the pandemic	35	48	30	35	31	26	33	34	34
Keep my family safe from crime, violence	33	47	31	28	32	27	39	29	30
Help my family pay bills, stay fed and housed	32	47	34	29	32	23	35	27	27
Keep my family occupied, sane during the pandemic	31	40	31	37	22	22	42	28	29
Help me stay employed through the pandemic	30	40	29	28	27	25	32	33	27
Help my family enjoy the holidays despite pandemic	30	34	33	31	23	24	38	27	29
Keep my job skills up to date	29	36	25	32	23	24	37	31	24
Help me overcome isolation and loneliness	29	40	29	25	23	24	37	27	25
Help me safely get to work	29	51	26	31	25	19	35	22	22
Help ease my childcare challenges	26	34	26	20	21	18	31	25	24
Help me deal with discrimination, prejudice, racism	26	43	22	22	19	20	32	22	26



# PEOPLE MORE FEARFUL

## Net change in concern by market

	Global 8	Brazil	Canada	China	France	Germany	India	UK	U.S.
Me and my family's physical health	+36	+55	+37	+23	+36	+39	+27	+37	+30
What the future will be like for me and my family	+34	+63	+39	+13	+33	+30	+23	+39	+32
Me and my family's mental health	+27	+49	+32	+15	+21	+31	+22	+31	+21
My children being able to get the education they need	+27	+60	+31	+22	+24	+18	+10	+31	+24
Violence and general civil unrest taking over the streets	+27	+52	+27	-4	+33	+34	+18	+24	+34
Climate change's growing impact	+23	+51	+20	+9	+23	+22	+26	+15	+15
Being an informed, engaged citizen	+22	+45	+25	+13	+16	+9	+24	+19	+25
Not being able to determine what is true	+21	+47	+22	+6	+17	+16	+19	+21	+16
Finding happiness in life	+18	+30	+18	+17	+16	+17	+21	+18	+12
Feeling safe going to and from work	+16	+51	+13	+15	+12	+3	+12	+11	+16
Being able to pay my bills	+14	+49	+14	+7	+14	+2	+10	+7	+4
Maintaining strong emotional connections to other people	+13	+21	+19	+5	+5	+15	+13	+16	+12
Losing everything that I have built and accomplished	+11	+34	+13	0	+13	-1	+11	+10	+8
Building up my self-esteem and self-confidence	+10	+35	+3	+8	+4	0	+21	+4	+1
Losing my job	+10	+38	+10	+7	+11	-2	+10	+13	+3
Being the victim of violence because of my opinions	+8	+42	-3	-2	+13	+1	+13	-5	+8
Maintaining ties to the people in my community	+7	+20	+7	+5	0	+15	+9	+1	0
The lack of interesting new experiences and stimulation in my life	+7	+30	+10	-8	-6	+1	+9	+11	+7
The holidays this year will be lonely, depressing, or dreary	+5	+20	+11	-2	-3	+3	+2	+7	+5
Me or someone in my family experiencing racism or discrimination	+2	+28	-5	-4	+1	-5	+8	-6	0

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. FEAR\_INC. For each of the following potential areas of worry or concern, please indicate whether each has become a bigger concern to you, less of a concern to you, or has stayed at the same level of concern to you since the start of this year. 3-point scale; code 1, bigger concern; code 2, less of a concern. General population, 8-mkt avg. Data is the difference between bigger concern and less of a concern.

# PEOPLE MORE FEARFUL

Net change in concern by demos

	Global 8	18-34	35-54	55+	Male	Female	Low Income	Middle Income	High Income
Me and my family's physical health	+36	+33	+32	+42	+33	+38	+39	+34	+35
What the future will be like for me and my family	+34	+32	+31	+37	+31	+37	+36	+33	+31
Me and my family's mental health	+27	+30	+28	+25	+23	+32	+29	+27	+26
My children being able to get the education they need	+27	+29	+26	+26	+20	+34	+31	+24	+29
Violence and general civil unrest taking over the streets	+27	+19	+22	+41	+26	+29	+28	+27	+25
Climate change's growing impact	+23	+24	+20	+25	+20	+25	+22	+22	+24
Being an informed, engaged citizen	+22	+21	+21	+25	+23	+22	+20	+21	+24
Not being able to determine what is true	+21	+22	+17	+22	+19	+22	+23	+20	+19
Finding happiness in life	+18	+25	+18	+14	+15	+23	+21	+19	+18
Feeling safe going to and from work	+16	+20	+15	+11	+12	+21	+16	+17	+16
Being able to pay my bills	+14	+22	+17	+2	+7	+20	+24	+11	+7
Maintaining strong emotional connections to other people	+13	+15	+12	+13	+9	+18	+10	+12	+16
Losing everything that I have built and accomplished	+11	+15	+13	+5	+8	+15	+16	+11	+6
Building up my self-esteem and self-confidence	+10	+19	+13	-2	+6	+14	+14	+9	+6
Losing my job	+10	+14	+12	+1	+6	+15	+17	+10	+7
Being the victim of violence because of my opinions	+8	+14	+8	+4	+5	+12	+11	+7	+8
Maintaining ties to the people in my community	+7	+9	+5	+7	+6	+9	+7	+5	+11
The lack of interesting new experiences and stimulation in my life	+7	+17	+5	0	+4	+10	+7	+5	+9
The holidays this year will be lonely, depressing, or dreary	+5	+9	+5	+3	+2	+8	+4	+4	+10
Me or someone in my family experiencing racism or discrimination	+2	+10	+2	-4	-1	+5	+5	+1	0

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. FEAR\_INC. For each of the following potential areas of worry or concern, please indicate whether each has become a bigger concern to you, less of a concern to you, or has stayed at the same level of concern to you since the start of this year. 3-point scale; code 1, bigger concern; code 2, less of a concern. General population, 8-mkt avg, and by age, gender, and income. Data is the difference between bigger concern and less of a concern.

# SHIFT IN VALUES: SECURITY, FAMILY, HAPPINESS ALL MATTER MORE

Net change in importance by market

	Global 8	Brazil	Canada	China	France	Germany	India	UK	U.S.
Protecting myself and my family	+42	+71	+43	+19	+45	+40	+35	+43	+39
Spending time with family and loved ones	+38	+60	+41	+17	+38	+39	+32	+46	+35
Making smart purchasing decisions	+36	+66	+41	+20	+30	+27	+35	+37	+33
Finding joy and happiness in my life	+33	+59	+32	+21	+31	+29	+28	+33	+26
Being in control of my future	+30	+56	+32	+15	+28	+24	+28	+31	+29
Becoming the best person I can be	+27	+62	+24	+15	+18	+10	+32	+24	+27
Freeing myself from fear and worry	+25	+49	+28	+9	+21	+24	+22	+29	+22
Helping other people	+24	+52	+25	+9	+15	+16	+31	+26	+24
Working to make the world a better place	+22	+52	+18	+12	+16	+9	+32	+15	+20
Close connections to other people	+21	+31	+22	+11	+16	+21	+23	+25	+21
Achieving personal success	+12	+45	+3	+14	+4	-5	+27	-1	+7
Enjoying luxuries and the finer things in life	-10	-7	-22	-2	-10	-20	+3	-16	-10

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. VALUES\_INC. Thinking about how important various things are in your life, please indicate whether each of the following has become more important to you, less important to you, or has stayed at the same level of importance to you since the start of this year. 3-point scale; code 1, more important; code 2, less important. General population, 8-mkt avg. Data is the difference between more important and less important.

# SHIFT IN VALUES: SECURITY, FAMILY, HAPPINESS ALL MATTER MORE

Net change in importance by demos

	Global 8	18-34	35-54	55+	Male	Female	Low Income	Middle Income	High Income
Protecting myself and my family	+42	+39	+39	+47	+38	+45	+41	+42	+39
Spending time with family and loved ones	+38	+36	+35	+45	+35	+42	+41	+37	+38
Making smart purchasing decisions	+36	+36	+37	+34	+31	+40	+41	+33	+34
Finding joy and happiness in my life	+33	+36	+30	+32	+28	+37	+37	+30	+31
Being in control of my future	+30	+33	+31	+27	+26	+35	+35	+27	+30
Becoming the best person I can be	+27	+36	+26	+19	+22	+30	+33	+23	+25
Freeing myself from fear and worry	+25	+28	+26	+23	+20	+31	+31	+24	+22
Helping other people	+24	+31	+21	+23	+22	+27	+27	+24	+24
Working to make the world a better place	+22	+29	+20	+17	+18	+25	+27	+19	+23
Close connections to other people	+21	+23	+19	+22	+19	+24	+19	+21	+23
Achieving personal success	+12	+34	+12	-9	+10	+14	+19	+10	+8
Enjoying luxuries and the finer things in life	-10	+3	-9	-24	-10	-11	-8	-11	-9

2020 Edelman Trust Barometer Special Report: Brands Amidst Crisis. VALUES\_INC. Thinking about how important various things are in your life, please indicate whether each of the following has become more important to you, less important to you, or has stayed at the same level of importance to you since the start of this year. 3-point scale; code 1, more important; code 2, less important. General population, 8-mkt avg, and by age, gender, and income. Data is the difference between more important and less important.

# SHIFTING BUYING CRITERIA ACROSS MARKETS

Net change in importance as a purchasing criteria by market

	Global 8	Brazil	Canada	China	France	Germany	India	UK	U.S.
<b>MAKING SMART PURCHASING DECISIONS</b>									
Whether the brand gives me value for the money	+32	+58	+36	+17	+28	+27	+31	+36	+29
Whether the brand makes good quality products and services	+30	+59	+33	+16	+28	+14	+30	+30	+28
Whether I can trust the brand	+28	+55	+29	+17	+21	+23	+28	+27	+24
Whether the brand is truthful and transparent in its communication	+27	+52	+26	+20	+21	+22	+30	+22	+21
Whether the brand keeps its promises even when something goes wrong	+27	+51	+28	+19	+19	+19	+26	+28	+24
Whether the brand does right by its customers	+26	+55	+30	+13	+18	+14	+26	+29	+26
Whether the brand offers great customer service	+26	+59	+26	+23	+20	+18	+28	+20	+20
Whether the brand does what is right by its employees	+25	+54	+26	+11	+26	+14	+21	+23	+21
Whether the brand innovates and adapts to what people really need today	+25	+53	+24	+16	+20	+18	+28	+20	+20
Whether the brand consistently behaves in an ethical way	+22	+49	+22	+14	+17	+12	+22	+15	+18
Whether the brand is made in this country	+22	+26	+32	+6	+32	+20	+18	+15	+20
Whether the brand is convenient to find, buy and use	+21	+38	+25	+12	+11	+9	+25	+25	+21
Whether the brand has a good reputation	+19	+49	+18	+18	+12	+10	+24	+15	+12
<b>PROTECTING MYSELF AND MY FAMILY</b>									
Whether the brand's products and services put consumer safety first	+31	+63	+37	+17	+29	+19	+30	+27	+23
<b>HELPING OTHER PEOPLE AND SUPPORTING GOOD CAUSES</b>									
Whether the brand cares more about people than profit	+26	+53	+29	+13	+27	+21	+26	+24	+19
Whether the brand does what it takes to have a positive impact on the environment	+25	+52	+24	+16	+23	+21	+33	+18	+15
Whether the brand is committed to diversity and has eliminated ethnic and gender bias in its hiring and promotion practices and in its products and marketing	+18	+41	+15	+10	+17	+10	+28	+11	+18
Whether the brand champions values and beliefs that matter to people	+17	+39	+13	+16	+16	+15	+19	+9	+13
Whether the brand gets involved in social issues and addresses societal problems that I care about	+15	+42	+8	+11	+16	+17	+19	+6	+4

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# SHIFTING BUYING CRITERIA ACROSS MARKETS

Net change in importance as a purchasing criteria by market

	Global 8	Brazil	Canada	China	France	Germany	India	UK	U.S.
<b>ACHIEVING PERSONAL SUCCESS AND ENJOYING THE FINER THINGS IN LIFE</b>									
Whether owning and using the brand communicates that I am a taste maker or trend setter	-9	7	-22	1	-8	-21	6	-20	-13
Whether owning and using the brand communicates that I am successful	-11	-4	-23	-3	-12	-22	12	-22	-15
<b>FINDING JOY AND HAPPINESS IN MY LIFE</b>									
Whether I associate the brand with my life during happier times	+9	+30	0	+12	+8	0	+13	+2	+3
Whether the brand introduces some entertainment and humor into my life	+8	+30	+7	+2	+11	-1	+11	+6	+3
Whether the brand is relevant to my culture and my interests	+8	+29	0	+8	+10	0	+18	-2	0
Whether the brand creates stories and experiences that are worth my time	+7	+33	-3	+8	+3	+1	+14	-3	+1
Whether I associate the brand with excitement and adventure	-5	+13	-14	-8	-6	-19	+11	-14	-9
<b>FREEING MYSELF FROM FEAR AND WORRY</b>									
Whether the brand helps to ease my fears and concerns regarding what is happening or might soon happen to me and my family	+20	+39	+13	+14	+22	+12	+30	+15	+11
Whether the brand helps to ease my fears and concerns regarding what is happening in the world	+16	+36	+9	+11	+15	+14	+26	+11	+6
<b>BEING IN CONTROL OF MY FUTURE</b>									
Whether the brand helps me stay positive and optimistic about the future	+20	+43	+14	+16	+17	+15	+25	+15	+12
Whether using the brand makes me feel confident, able, and more in control of my life	+13	+33	+4	+12	+4	+6	+25	+7	+10
<b>BECOMING THE BEST PERSON I CAN BE</b>									
Whether the brand is healthy or good for me	+31	+56	+34	+23	+25	+25	+30	+26	+28
Whether the brand is a good fit with who I am as a person	+10	+31	+9	+6	+8	+1	+19	+3	+7
Whether the brand helps me build up my self-esteem and self-confidence	+9	+39	-3	+14	+7	-1	+22	-2	-3
<b>CLOSE CONNECTIONS AND SPENDING TIME WITH FAMILY</b>									
Whether the brand helps me and my family and loved ones spend quality time together	+19	+46	+12	+14	+16	+10	+20	+20	+14
Whether the brand helps me establish and maintain close connections to other people	+10	+30	+1	+6	+6	+7	+20	+7	+1

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# SHIFTING BUYING CRITERIA ACROSS DEMOGRAPHICS

Net change in importance as a purchasing criteria by demographics

	Global 8	18-34	35-54	55+	Male	Female	Low Income	Middle Income	High Income
<b>MAKING SMART PURCHASING DECISIONS</b>									
Whether the brand gives me value for the money	+32	+30	+29	+38	+33	+33	+37	+31	+30
Whether the brand makes good quality products and services	+30	+28	+29	+32	+30	+29	+30	+30	+30
Whether I can trust the brand	+28	+28	+25	+30	+28	+28	+30	+27	+28
Whether the brand is truthful and transparent in its communication	+27	+26	+24	+30	+26	+27	+27	+26	+28
Whether the brand keeps its promises even when something goes wrong	+27	+26	+24	+31	+26	+27	+25	+28	+28
Whether the brand does right by its customers	+26	+25	+24	+30	+25	+28	+28	+25	+28
Whether the brand offers great customer service	+26	+25	+24	+31	+28	+26	+29	+25	+27
Whether the brand does what is right by its employees	+25	+25	+23	+26	+22	+27	+24	+25	+24
Whether the brand innovates and adapts to what people really need today	+25	+23	+23	+28	+24	+25	+26	+24	+24
Whether the brand consistently behaves in an ethical way	+22	+23	+19	+22	+20	+23	+21	+21	+23
Whether the brand is made in this country	+22	+14	+17	+31	+20	+22	+22	+22	+19
Whether the brand is convenient to find, buy and use	+21	+23	+19	+21	+18	+24	+20	+21	+22
Whether the brand has a good reputation	+19	+20	+20	+20	+20	+19	+22	+20	+17
<b>PROTECTING MYSELF AND MY FAMILY</b>									
Whether the brand's products and services put consumer safety first	+31	+29	+27	+36	+29	+33	+32	+30	+30
<b>HELPING OTHER PEOPLE AND SUPPORTING GOOD CAUSES</b>									
Whether the brand cares more about people than profit	+26	+26	+23	+30	+26	+27	+27	+27	+26
Whether the brand does what it takes to have a positive impact on the environment	+25	+25	+24	+26	+24	+26	+25	+27	+23
Whether the brand is committed to diversity and has eliminated ethnic and gender bias in its hiring and promotion practices and in its products and marketing	+18	+28	+17	+13	+14	+22	+21	+19	+17
Whether the brand champions values and beliefs that matter to people	+17	+20	+17	+15	+16	+20	+17	+18	+19
Whether the brand gets involved in social issues and addresses societal problems that I care about	+15	+20	+15	+11	+13	+17	+16	+14	+16

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# SHIFTING BUYING CRITERIA ACROSS DEMOGRAPHICS

Net change in importance as a purchasing criteria by demographics

	Global 8	18-34	35-54	55+	Male	Female	Low Income	Middle Income	High Income
<b>ACHIEVING PERSONAL SUCCESS AND ENJOYING THE FINER THINGS IN LIFE</b>									
Whether owning and using the brand communicates that I am a taste maker or trend setter	-9	+1	-3	-24	-10	-7	-7	-10	-7
Whether owning and using the brand communicates that I am successful	-11	+2	-7	-28	-13	-10	-11	-12	-11
<b>FINDING JOY AND HAPPINESS IN MY LIFE</b>									
Whether I associate the brand with my life during happier times	+9	+15	+11	0	+8	+10	+9	+8	+9
Whether the brand introduces some entertainment and humor into my life	+8	+15	+12	0	+9	+9	+9	+9	+11
Whether the brand is relevant to my culture and my interests	+8	+14	+8	+2	+5	+10	+10	+6	+11
Whether the brand creates stories and experiences that are worth my time	+7	+16	+9	-4	+5	+9	+9	+6	+7
Whether I associate the brand with excitement and adventure	-5	+6	-2	-20	-6	-5	-5	-7	-4
<b>FREEING MYSELF FROM FEAR AND WORRY</b>									
Whether the brand helps to ease my fears and concerns regarding what is happening or might soon happen to me and my family	+20	+24	+19	+16	+18	+21	+21	+20	+16
Whether the brand helps to ease my fears and concerns regarding what is happening in the world	+16	+19	+15	+13	+11	+20	+17	+16	+15
<b>BEING IN CONTROL OF MY FUTURE</b>									
Whether the brand helps me stay positive and optimistic about the future	+20	+23	+19	+16	+19	+20	+20	+20	+19
Whether using the brand makes me feel confident, able, and more in control of my life	+13	+22	+13	+5	+10	+15	+17	+11	+12
<b>BECOMING THE BEST PERSON I CAN BE</b>									
Whether the brand is healthy or good for me	+31	+29	+28	+35	+31	+31	+32	+30	+32
Whether the brand is a good fit with who I am as a person	+10	+17	+10	+5	+9	+12	+14	+10	+10
Whether the brand helps me build up my self-esteem and self-confidence	+9	+19	+13	-3	+6	+12	+14	+8	+9
<b>CLOSE CONNECTIONS AND SPENDING TIME WITH FAMILY</b>									
Whether the brand helps me and my family and loved ones spend quality time together	+19	+20	+19	+17	+18	+20	+19	+20	+20
Whether the brand helps me establish and maintain close connections to other people	+10	+14	+11	+3	+7	+12	+9	+10	+8

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⊥

# **APPENDIX: FULL QUESTION TEXT**

T

# FULL TEXT FOR PERSONAL FEARS

Abbreviation	Full text
Me and my family's physical health	Me and my family's physical health
What the future will be like for me and my family	What the future will be like for me and my family
My children being able to get the education they need	My children being able to get the education they need
Me and my family's mental health	Me and my family's mental health
Violence and general civil unrest taking over the streets	Violence and general civil unrest taking over the streets
Climate change's growing impact	Climate change's growing impact on where I live and how it might negatively affect my life and/or the lives of my children in the future
Not being able to determine what is true	Not being able to determine what is true or not about things that are important to my health, well-being and future
Being an informed, engaged citizen	Being an informed, engaged citizen and doing my part to make sure our country is led by smart people of high moral character
Feeling safe going to and from work	Feeling safe going to and from work
Finding happiness in life	Finding happiness in life
Losing my job	Losing my job
Being able to pay my bills	Being able to pay my bills
Losing everything that I have built and accomplished	Losing everything that I have built and accomplished in my life
Maintaining strong emotional connections to other people	Maintaining strong emotional connections to other people
The lack of interesting new experiences and stimulation in my life	The lack of interesting new experiences and stimulation in my life
Building up my self-esteem and self-confidence	Building up my self-esteem and self-confidence
The holidays this year will be lonely, depressing, or dreary	The holidays this year will be lonely, depressing, or dreary
Maintaining ties to the people in my community	Maintaining ties to the people in my community
Being the victim of violence because of my opinions	Being the victim of violence because I am expressing opinions that are different from what others believe
Me or someone in my family experiencing racism or discrimination	Me or someone in my family experiencing racism or discrimination

# FULL TEXT FOR SHIFTING VALUES

Abbreviation	Full text
Enjoying luxuries and the finer things in life	Enjoying luxuries and the finer things in life
Achieving personal success	Achieving personal success
Close connections to other people	Establishing and maintaining close connections to other people
Freeing myself from fear and worry	Freeing myself from fear and worry
Working to make the world a better place	Supporting good causes and working to make the world a better place
Helping other people	Helping other people
Being in control of my future	Being in control of my future
Becoming the best person I can be	Becoming the best person I can be
Making smart purchasing decisions	Being careful with my money and making smart purchasing decisions
Finding joy and happiness in my life	Finding joy and happiness in my life
Spending time with family and loved ones	Spending time with family and loved ones
Protecting myself and my family	Protecting myself and my family

# FULL TEXT FOR SOCIETAL CHALLENGES BRANDS SHOULD ADDRESS

Abbreviation	Full text
Climate change/environmental	Climate change and environmental degradation
Pandemic economic challenges	How our country is responding to the economic challenges of the pandemic
Pandemic health challenges	How our country is responding to the health challenges of the pandemic
Pandemic employment challenges	How our country is responding to the employment challenges of the pandemic
Poverty	Poverty
Job loss due to automation	Job loss due to technology and automation
Cybersecurity and data privacy	Cybersecurity and data privacy
Pandemic educational challenges	How our country is responding to the educational challenges of the pandemic
Systemic racism, injustice, discrimination	Systemic racism, injustice, and discrimination
Fake news, misinformation	Fake news, misinformation, and false information in the media
Unifying people despite political differences	Unifying people and getting them to accept and respect each other despite their political differences
Government corruption	Government corruption
Helping big cities	Helping big cities that are struggling as people move to cheaper and less congested parts of the country
Immigration policy	Immigration policy
Election participation and integrity	Election participation and integrity

# FULL TEXT FOR PERSONAL CHALLENGES THAT BRANDS SHOULD ADDRESS

Abbreviation	Full text
Help my children keep up with school despite the pandemic	Making sure that my children are keeping up with their education despite pandemic-related disruptions in schooling
Keep my family safe from the virus	Keeping me and my family safe from the virus
Help me stay employed through the pandemic	Helping me stay employed through the pandemic
Keep my job skills up to date	Keeping my job skills up to date and relevant so that I continue to be employable
Help ease my childcare challenges	Helping to ease my childcare challenges
Help me stay positive about the future	Helping me stay positive and optimistic about the future
Help me find trustworthy information	Being able to find the reliable and trustworthy information I need to make good decisions
Keep my family safe from crime, violence	Keeping me and my family safe from crime and violence
Keep my family occupied, sane during the pandemic	Giving me new ideas about how to keep myself and my family occupied and sane during the pandemic
Help my family pay bills, stay fed and housed	Being able to pay my bills and keep my family fed and housed
Help my family enjoy the holidays despite pandemic	Finding ways for me and my family to enjoy the holidays as much as possible given current constraints on travel and social gatherings
Help me overcome isolation and loneliness	Helping me overcome feelings of isolation and loneliness
Help me safely get to work	Being able to safely get back and forth from work
Help me deal with discrimination, prejudice, racism	Dealing with the discrimination, prejudice, or racism I experience

# FULL TEXT FOR BRAND ACTIONS TO ADDRESS PERSONAL CHALLENGES

Abbreviation	Full text
Protect the jobs and financial security of employees, suppliers	Do everything they can to protect the jobs and financial security of their employees and their suppliers
Provide reliable about COVID-19 and other serious issues	Make reliable, fact-checked information about COVID-19 and other serious issues our country is facing freely available on their websites and social media feeds
Donate supplies to schools, hospitals, relief agencies	Donate supplies and equipment to schools, hospitals, and relief agencies
Ensure employees have free access to COVID-19 vaccines	Ensure their employees have free access to any COVID-19 vaccines
Be empathetic to customers and their hardships	Be empathetic toward their customers and the hardships they are facing
Make it easier for people to work from home	Make it easier for people to work productively from home
Offer free, discounted products	Offer their products and services for free or at discounted prices to people who have lost their jobs or received large pay cuts
Encourage people to wear masks, social distance, vaccinate	Finance advertising that encourages people to wear masks, social distance and take the vaccine once it becomes available
Offer employee training programs	Offer training programs to keep their employee's skills up to date
Develop better ways to educate children	Develop more and better ways to educate children who can no longer attend schools full time in person
Help me live my best life right now	Help me to live my best life right now
Support organizations that address violence, unrest, protest	Support with money and resources organizations and causes that are addressing the root causes of violence, unrest, and protest in this country
Forgive people's debts	Forgive the debts of people who have lost their jobs or received large pay cuts
Facilitate connections between people	Facilitate connections between people
Keep the transportation system safe	Develop more and better ways to keep the transportation system safe
Keep children occupied when they are stuck at home	Develop activities and diversions to keep children occupied during the day when they are stuck at home
Celebrate inclusivity, diversity	Manifest and celebrate inclusivity and diversity in all aspects of their business
Help facilitate free and fair elections	Help facilitate free and fair elections
Help people celebrate the holidays	Go all out in creating the holiday spirit and in helping people celebrate
Sponsor and provide entertainment to the public	Sponsor and provide entertainment to the public

# EDELMAN TRUST BAROMETER SPECIAL REPORT: BRANDS AMIDST CRISIS

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