

Edelman Trust Barometer 2022

BUSINESS AND RACIAL JUSTICE

TOP SIX FINDINGS

01

Racism fears have surged across communities.

Over the past month, the number of Black Americans saying they are “very” or “extremely” concerned about systemic racism and racial injustice has grown by 9 percentage points, to 73%. For Asian Americans, the increase is 16 percentage points, to 63%.

02

Recognition of racial injustice has grown across demographics.

73% of Americans say they believe systemic racism and racial injustice exist (a 5 percentage point increase since April 2021). And the majority of Americans 18-54 say they have acted or advocated against racism.

03

Americans believe companies aren’t living up to their promises.

Over half (54%) of U.S. respondents believe that companies aren’t living up to the promises they’ve made to address racism, with nearly a quarter (24%) saying explicitly that Corporate America is “failing/doing poorly”.

04

CEOs have a specific role to play.

82% expect CEOs to act in response to systemic racism and racial injustice, and 60% expect CEOs to inform and shape policy debates about systemic racism and racial injustice.

05

Trust in employers’ response to systemic racism has decreased.

In the past year, Black and Asian communities have each seen a 9-point drop in employer trust. Still, my employer remains the only institution trusted on the response to systemic racism among the U.S. general population.

06

Less than 1 in 4 report a workplace free of racism.

Only 1 in 4 can count on their employer for equity and inclusion and 60% of employees say they choose or leave jobs over their employer’s racism response. Meanwhile just 18% trust their head of diversity, equity & inclusion to tell the truth about racism within their organization.

