

2023 Edelman Trust Barometer

Special Report: Trust at Work

Top 10

01 My employer stands above on Trust

My employer has the highest trust level, as compared to the four other major institutions measured, at 79 percent. It also ranks as the most competent and ethical institution.

02 Expectations for employers

Employees say that career advancement (83 percent on average), personal empowerment (80 percent on average), and societal impact (71 percent on average) are all strong expectations or dealbreakers when considering a job.

03 Employees want a work-life reset

Sixty-seven percent of employees say that they are reevaluating how they spend their time because of everything that has happened over the past few years. And 72 percent say it's more important than ever that employers rethink what work means to employees.

04 Young employees are redefining work for all generations

Ninety-three percent of employees say that they have been influenced by their coworkers in their twenties on topics like work-life boundaries, desire for career success, and openness to new technologies at work.

05 Employees want to partner with employers on change

Eighty-one percent of employees say they expect it to be easy for them to give input, and they want to be included in the planning process. Since 2021, employees are 7 percentage points more likely to say that they will work with their employers on changes within the organization, rather than taking grievances public.

06 The employer as a communicator

Employees say that communications from their employer is more believable than those from government or media. More employees are sharing and posting content about their employers weekly or more often.

07 Different workplace realities for deskless workers vs. executives

Executives are more likely to say their employer is doing well on keeping partisan politics out of the workplace than deskless workers are. Fewer deskless workers say their employer is doing well on reducing the climate impact of their business operations and addressing DEI issues in the workplace than executives.

08 Distrust of deskless workers leads them to distrust management

When deskless workers do not feel trusted by executive management, their manager, CEO, and Head of HR fall into distrust.

09 Employees want to work for organizations that are committed to action on societal issues

Employees say they are more likely to work for a company that publicly addresses issues like human rights, healthcare access, climate change, racial justice, and union formation.

10 Less talk, more action

U.S. Republican and Independent employees are wary of CEOs speaking out publicly about controversial issues, but they want to see that the organization has a greater purpose and that the CEO's actions embody the organization's values.

To learn more about the Edelman Trust Barometer, visit www.edelman.com/trust/2023/trust-barometer #TrustBarometer

All data is based on a representative sample of employees.

