

2024 Edelman Trust Barometer

Special Report: Business and Racial Justice

TOP 10

01 Most people in the U.S. are concerned about racism

Sixty-seven percent are concerned about systemic racism and racial injustice in the U.S.

02 The amount of people in the U.S. who have experienced racism is rising

Since September 2020, the percentage of respondents who say they or someone in their families have experienced racism has jumped 9 points (from 41 percent to 50 percent).

03 People are worried about politicians and technology sowing division

People's fear of forces that may divide our country – like politicians spreading hateful messages, social media promoting divisive content, and AI generating racist misinformation – are on par with existential fears – like inflation and nuclear war.

04 Institutions fall short of expectations in addressing racial injustice

There is a 31-point gap between how many people say the government is doing well at addressing racism (23 percent) versus how many people expect it to take the lead (54 percent), and there is an 8-point gap for media.

05 Of all institutions, only "My Employer" is trusted to respond to racism

"My Employer" is seen as the institution doing the best at responding to systemic racism (62 percent agree it is doing well) and is the only institution trusted to address racism (71 percent trust).

06 Workplace diversity, equity, and inclusion is in demand

People see diversity, equity, and inclusion initiatives in the workplace as a top-three most effective way to address racism, and twice as many people say that their feelings about DEI programs in the workplace have become more positive than more negative in the past 3-5 years.

07 Workplace DEI programs attract and keep employees across backgrounds

Sixty percent of people say an inclusive work culture with a well-supported diversity program is critical to attracting and retaining them as an employee, back to its June 2020 level and up 9 points from June 2022. This significant increase is shared across most demographics.

08 Companies are expected to recommit to, not retreat from, DEI

Seventy-six percent say that companies should address the criticism when DEI initiatives are attacked internally or externally, defending the work and inviting conversation.

09 Organizations can earn buy-in on DEI programs by amplifying employee voices

Peers (46 percent), racially diverse coworkers (35 percent), and managers/supervisors (33 percent) are more trusted by employees to tell the truth about racism, diversity, equity, and inclusion in their organization than executives.

10 Brands have the potential – and expectation – to address racism inside and beyond their organizations

Seventy-six percent of people in the U.S. say that when organizations have diverse workforces, they better connect with the public – including by building trust, appealing to diverse customers, and being less likely to make decisions that worsen racial injustice.

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

All data is based on a U.S. general population sample unless otherwise noted.

