

2024 Edelman Trust Barometer

Special Report: Trust at Work



2024 Edelman Trust Barometer Special Report: Trust at Work

Online survey of employees in its 4th year

Fieldwork conducted: July 19 – July 25, 2024



Brazil China Germany India Japan UAE* UK U.S.

Data collected is representative of employees across ages, gender, and regions within each market. We defined the employee population as anyone who is employed full- or part-time, regardless if they are self employed or work for an organization. The data shown in this report is a subset of the sample collected, containing only those that are employed by an organization.

**The sample size varies by country from 999 to 1,001.
 7-market global data margin of error: +/- 1.5 percentage points (n=6,999)
 Country-specific data margin of error: +/- 4.1 percentage points (varies by country based on sample size, n=999 to n=1,001)
 Margin of error is calculated at the 99% confidence level

Statistical significance



Indicates a mathematically significant change in data that can be attributed to a profound change rather than chance.

All indicated year-over-year significant changes were determined using a t-test set at a 99%+ confidence level.

Job Levels

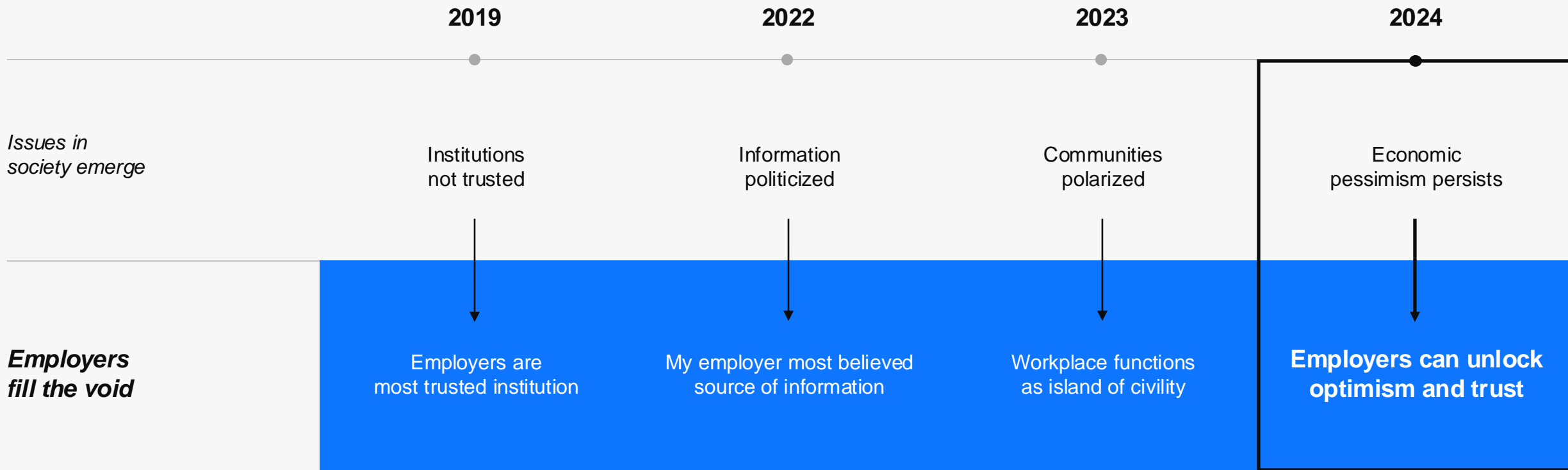
- Associates (38%)**
Entry level and experienced non-manager
- Mid-Level (46%)**
Associate manager to senior VP
- Executives (12%)**
Executive director to CEO

For more details on the margin of error, job level, global averages, country-specific sample information, or to see the full text for any shortened statements, please see the Technical Appendix.

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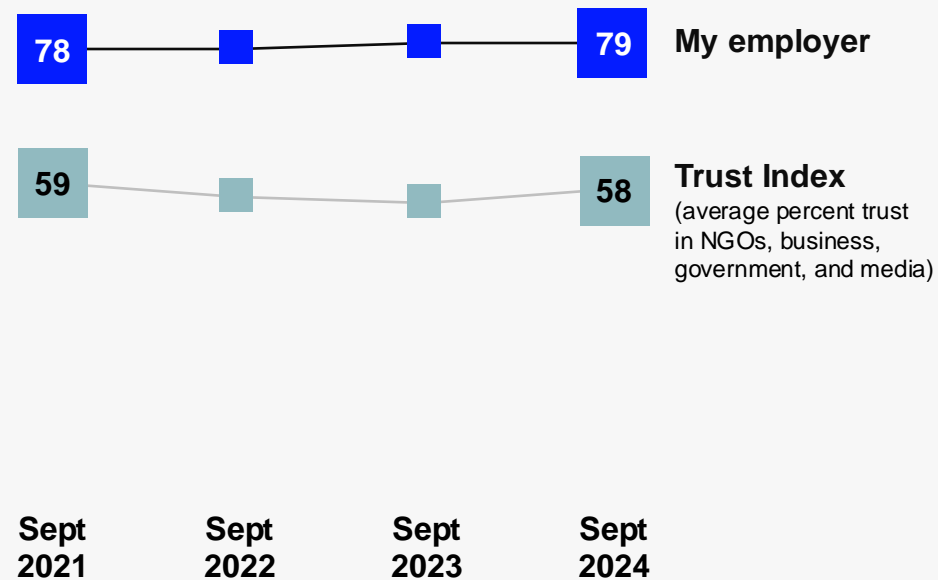
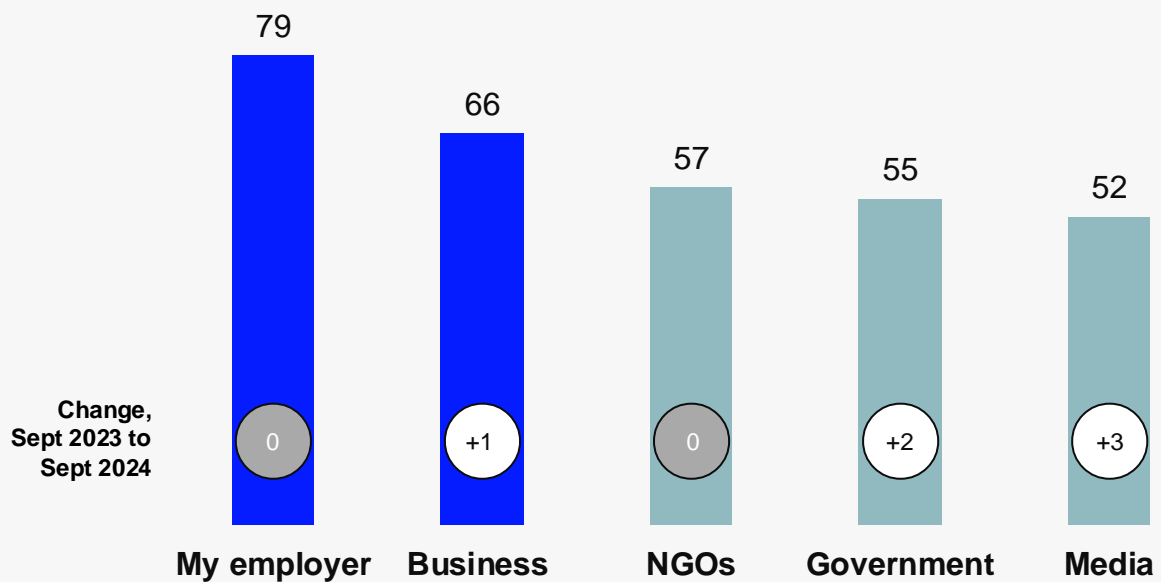
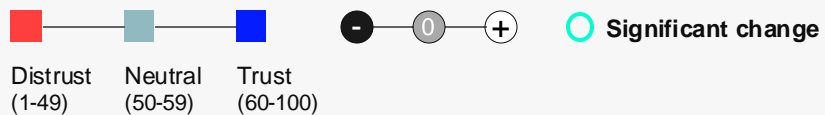
2019 to 2024: The Critical Role of Employers in Society Grows



Employers Continue to Be More Trusted than Other Institutions

Percent of employees who trust

GLOBAL 7



2024 Edelman Trust Barometer Special Report: Trust at Work. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Some attributes asked of half the sample. 7-mkt avg. 2024 data is filtered among block A respondents. All data is filtered to be among employees who work for an organization or corporation (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

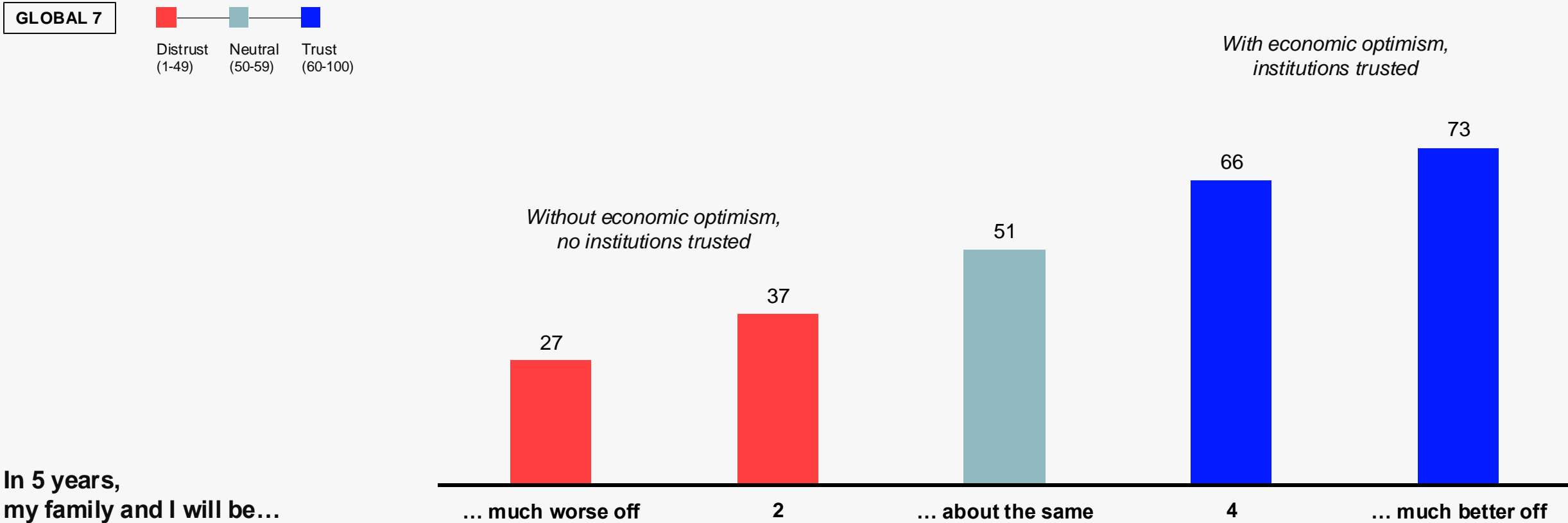


Lack of Economic Optimism Undermines Motivation



Trust in Institutions Depends on Economic Optimism

Trust Index, among employees who do not and do believe they and their families will be better off in 5 years



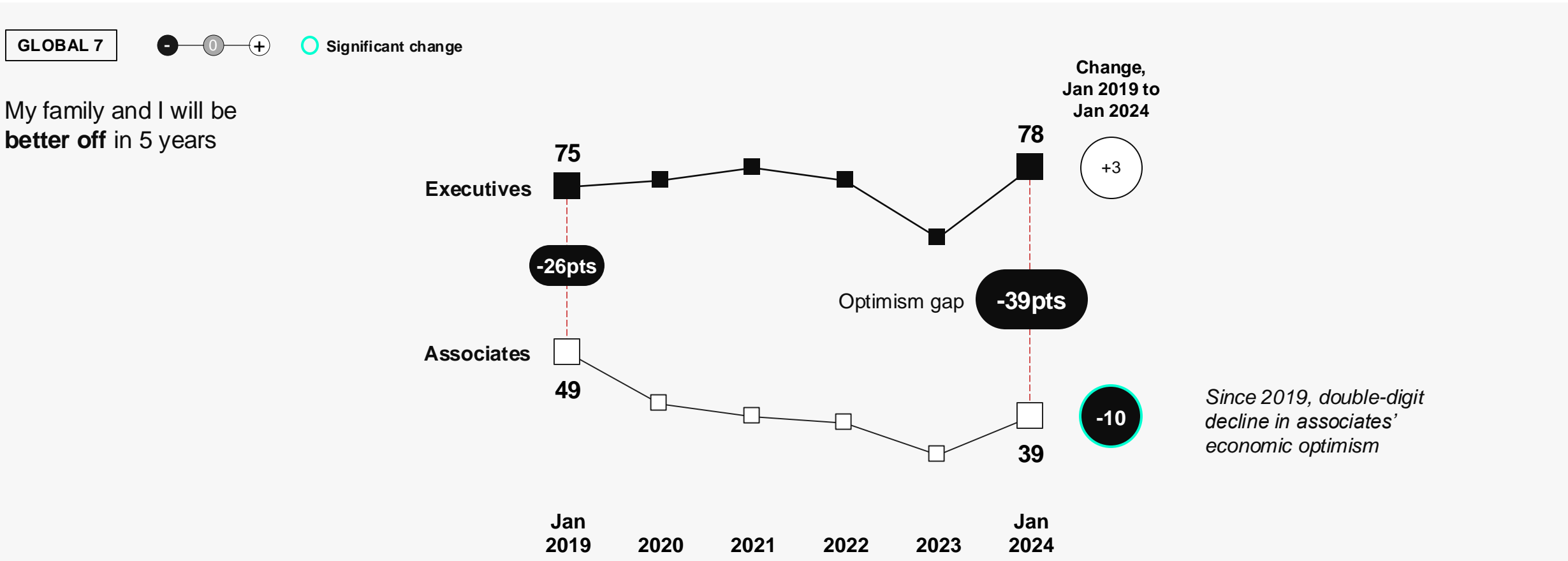
In 5 years, my family and I will be...

2024 Edelman Trust Barometer Special Report: Trust at Work. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. 7-mkt avg. by economic optimism. CNG_FUT. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? 5-pt scale. All data is filtered among block A respondents. All data is filtered to be among employees who work for an organization or corporation (Q43/1).



Economic Optimism Gap Between Executives and Associates Worsens

Percent of employees who say, from January 2019 - 2024



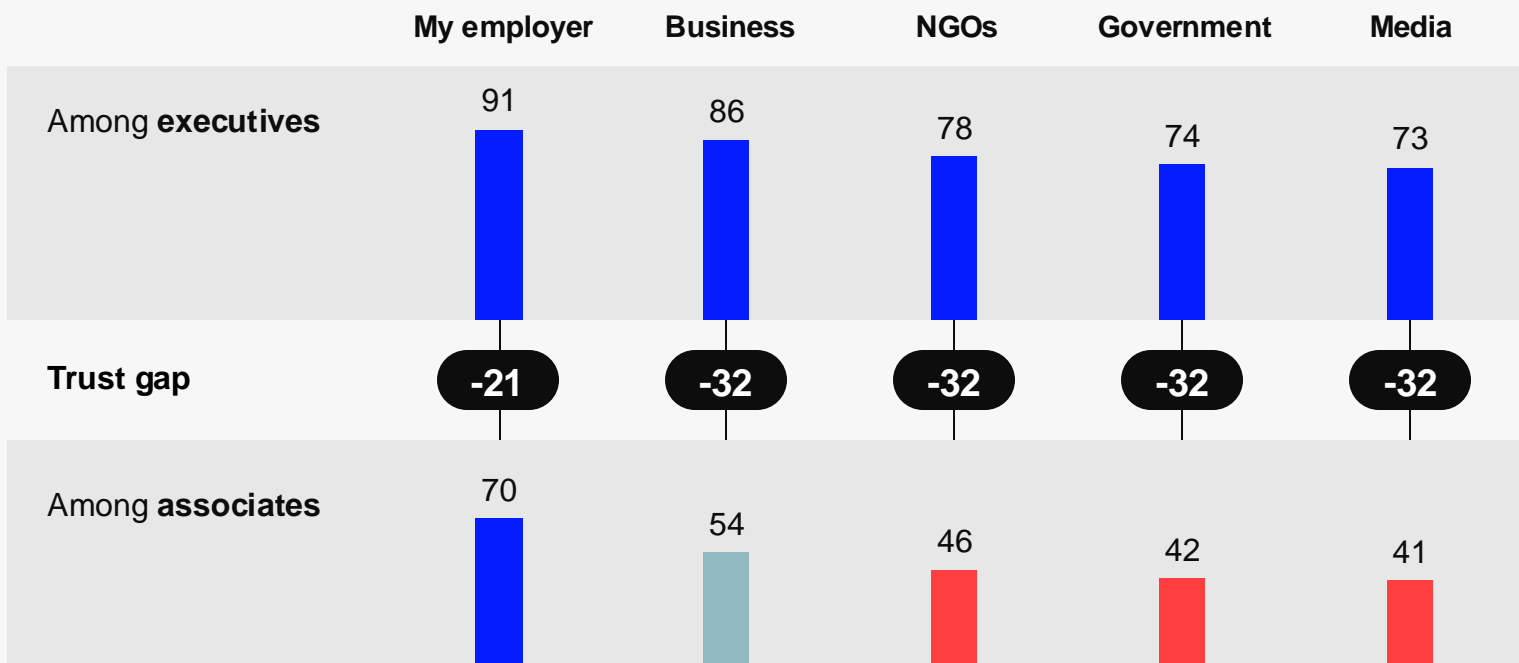
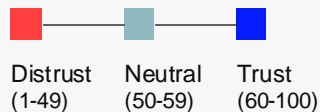
2024 Edelman Trust Barometer. CNG_FUT. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? 5-pt scale; top 2 box, better off. General population, 7-mkt avg., by executives (Q421/1-2) and associates (Q421/6-7). All data is filtered to be among employees who work for an organization or corporation (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



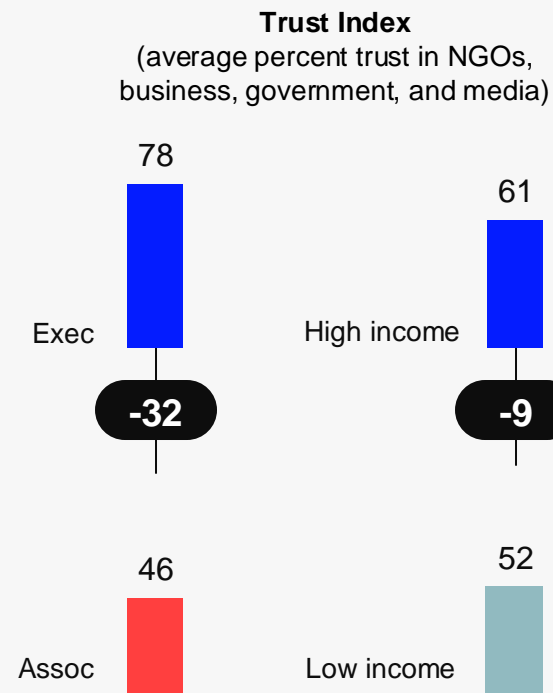
Trust Gap: Associates Far Less Trusting than Executives

Percent of employees who trust

GLOBAL 7



Trust Varies by Job Level More Than Income



2024 Edelman Trust Barometer Special Report: Trust at Work. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Some attributes asked of half the sample. 7-mkt avg., by executives (Q421/1-2) and associates (Q421/6-7) and income. All data is filtered among block A respondents. All data is filtered to be among employees who work for an organization or corporation (Q43/1).

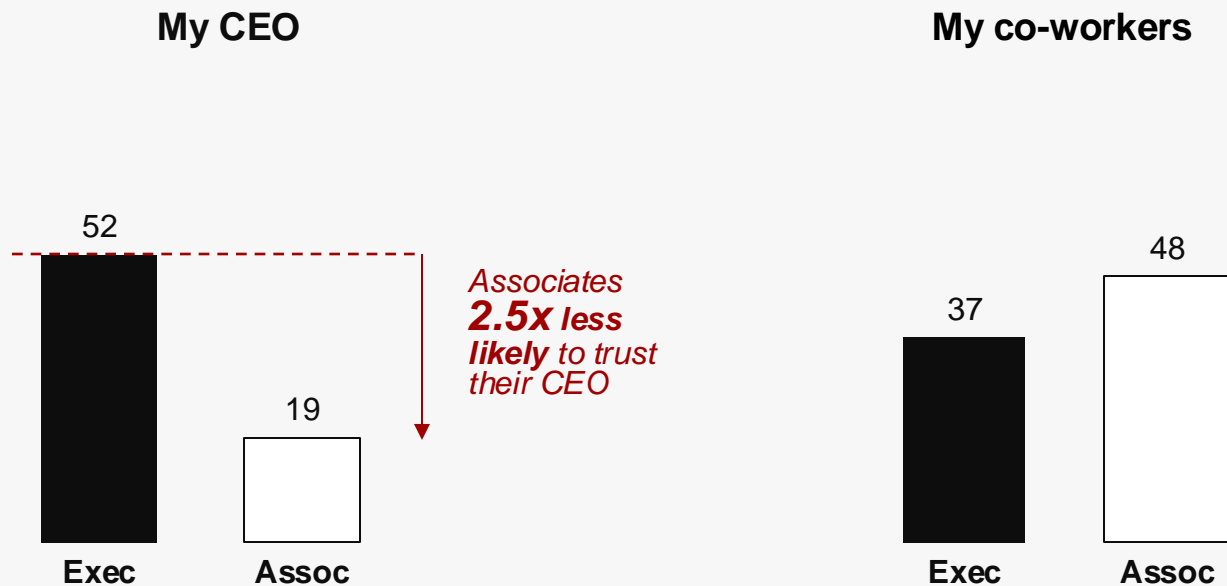


Executives Trust Their CEO to Tell the Truth, Associates Prefer Co-Workers

Percent of employees who say

GLOBAL 7

I trust the following people to tell the truth within my organization



2024 Edelman Trust Barometer Special Report: Trust at Work. WRK_VOICES. Which of the following people do you trust to tell you the truth about what is happening within the organization you work for? Select all that apply. Question asked of half the sample. 7-mkt avg., by executives (Q421/1-2) and associates (Q421/6-7). The multiplier is rounded to the nearest .5. All data is filtered to be among employees who work for an organization or corporation (Q43/1).



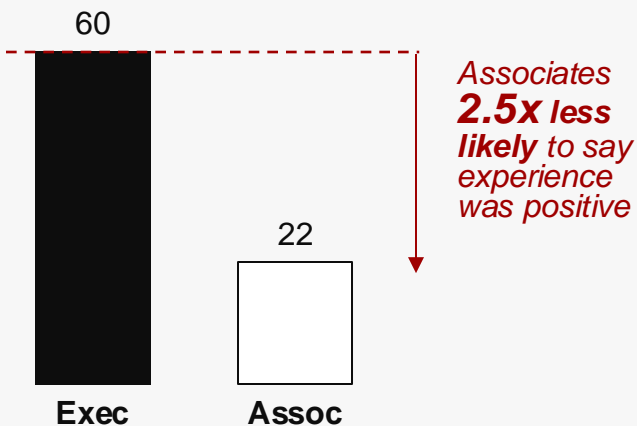
Associates Disadvantaged by Transformation and Artificial Intelligence Implementation

Percent of employees who say

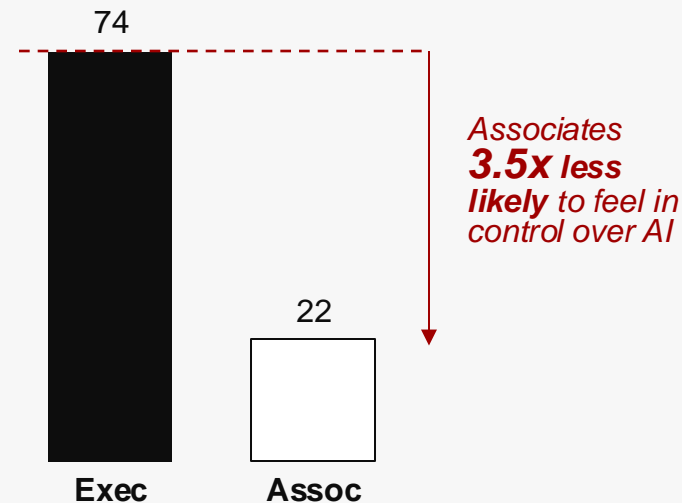
GLOBAL 7

My organization has recently gone through a transformation (26%)

and my overall experience was **very good**



Employees like me have a lot of control over how artificial intelligence affects me and my job



2024 Edelman Trust Barometer Special Report: Trust at Work. TRANS_EXP. Overall, how would you rate your personal experience of the transformation? 5-pt scale; code 5, very good. Question asked among those who have been through a transformation in the past five years (TRANS_YN/1). JOB_TEC_INF_AI. How much influence or control do you feel employees like you have over how Artificial intelligence such as machine learning, natural language processing, and generative AI is used in your workplace in ways that have an impact on you or your job? 5-pt scale; top 2 box, a lot or complete control. 7-mkt avg. The multiplier is rounded to the nearest .5. All data is filtered to be among employees who work for an organization or corporation (Q43/1).

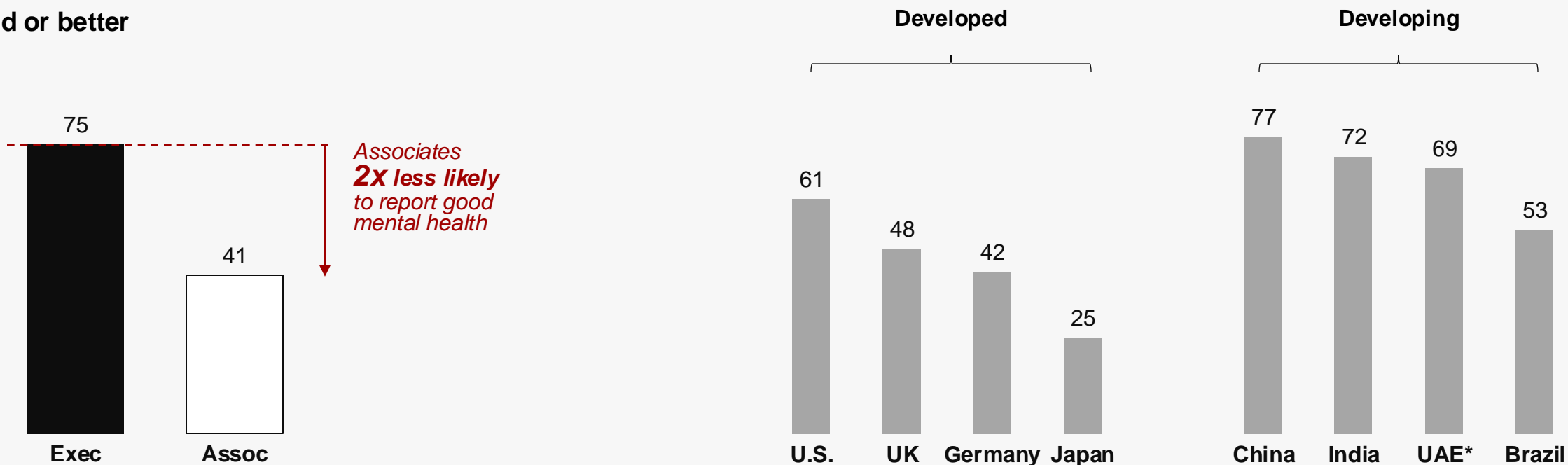


On Mental Health, Massive Disparities Across Job Levels and Regions

Percent of employees who say

GLOBAL 7

My mental health is very good or better



2024 Edelman Trust Barometer Special Report: Trust at Work. MENT_HEA_ALL. How would you describe your overall mental health? 7-point scale; top 3 box, very good or better. 7-mkt avg. and by executives (Q421/1-2) and associates (Q421/6-7). The multiplier is rounded to the nearest .5. Question asked of those who are an employee of an organization (Q43/1). *UAE not included in the global average.

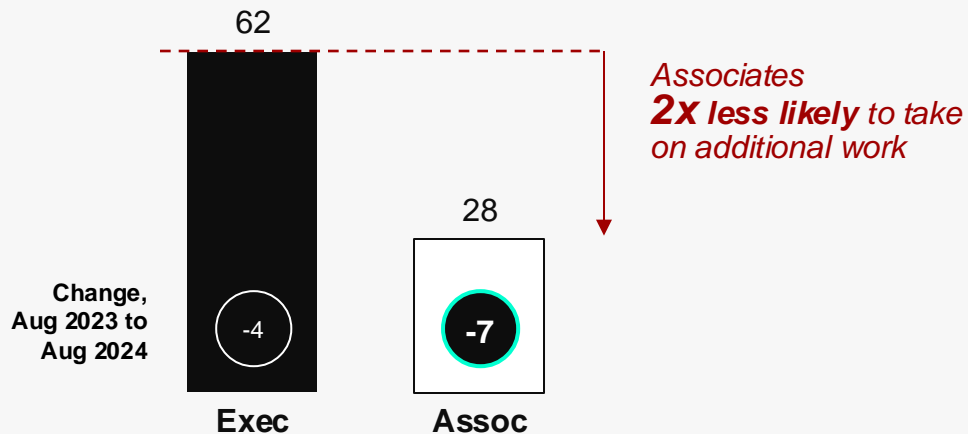


Significant Drop in Associates' Willingness to Take on Additional Work

Percent of employees who say

GLOBAL 7 - 0 + Significant change

Even if my pay didn't increase,
I would be **willing to take on additional work**
to demonstrate my value



2024 Edelman Trust Barometer Special Report: Trust at Work. WRK_STRESS. To what extent do you agree or disagree with the following statements? 9-point scale; top 4 box, agree. Question asked of half the sample. 7-mkt avg., by executives (Q421/1-2) and associates (Q421/6-7). The multiplier is rounded to the nearest .5. All data is filtered to be among employees who work for an organization or corporation (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Economic Optimism Unlocks Employee Engagement



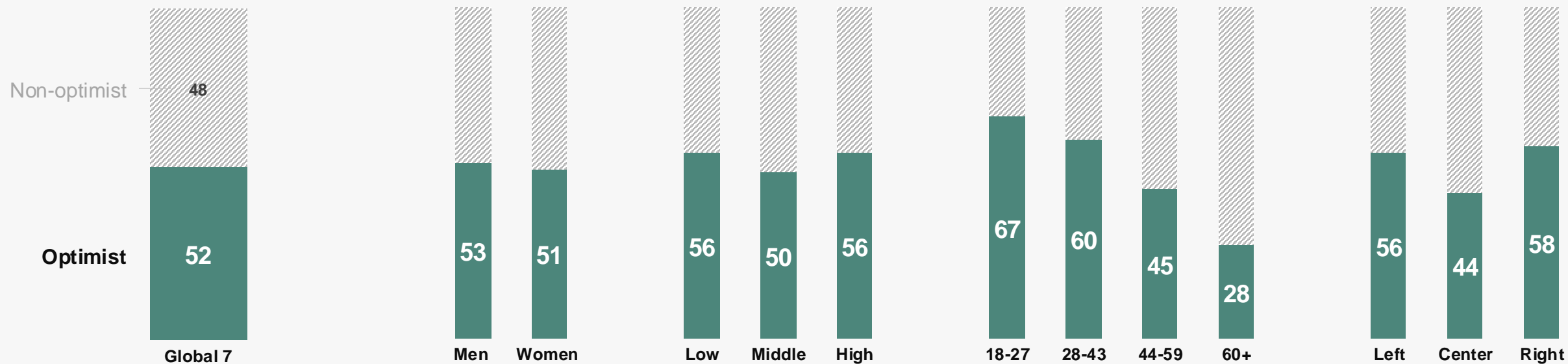
For Economic Optimism, Income Doesn't Matter, But Age Does

Percent of employees who say

GLOBAL 7

Gender | Income | Age | Political leaning†

My family and I will be **better off** in 5 years



2024 Edelman Trust Barometer Special Report: Trust at Work. CNG_FUT. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? 5-pt scale; codes 3-6, non-optimist; codes 1-2, optimist. 7-mkt avg., and by demographic. †Political leaning is not asked in China; the Left, Center, and Right segments reflect a 6-mkt avg. All data is filtered to be among employees who work for an organization or corporation (Q43/1).



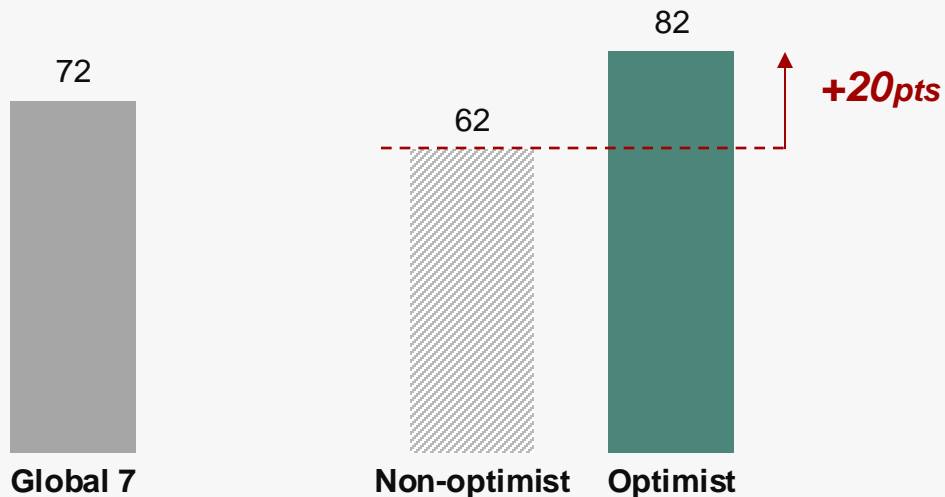
With Economic Optimism, Employees Put in Discretionary Effort

Percent of employees who agree, among those who do not and do believe they and their families will be better off in 5 years

GLOBAL 7

Discretionary Effort

I do more than what's expected to help my employer succeed



Motivation

I feel motivated to perform at my best



2024 Edelman Trust Barometer Special Report: Trust at Work. EMP_ENG. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. 7-mkt avg., and by non-optimist (CNG_FUT/3-6) and optimist (CNG_FUT/1-2). All data is filtered to be among employees who work for an organization or corporation (Q43/1).



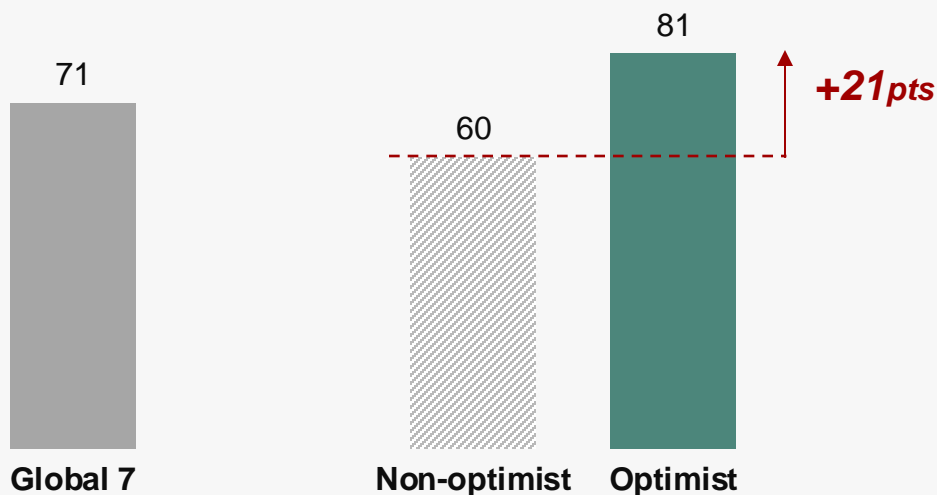
With Economic Optimism, Employer Advocacy and Loyalty Increase

Percent of employees who agree, among those who do not and do believe they and their families will be better off in 5 years

GLOBAL 7

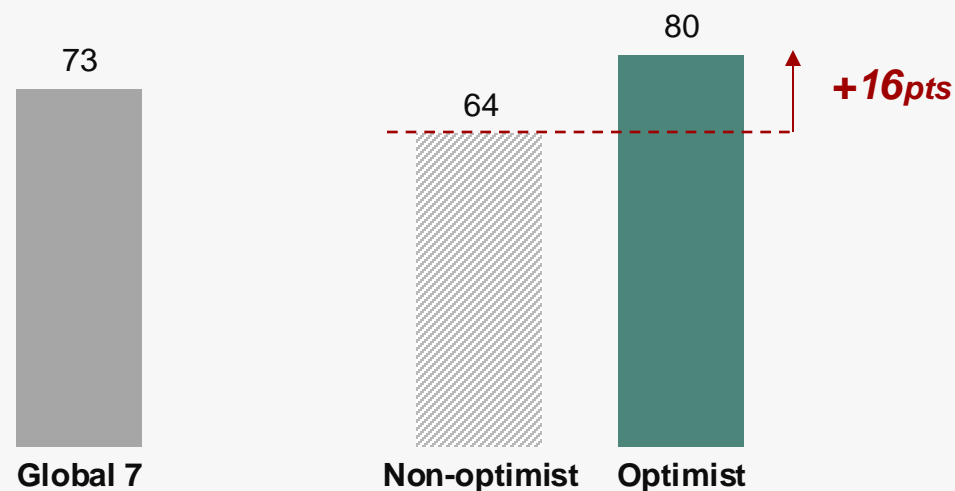
Employer Advocacy

I recommend this organization as an employer to others



Employer Loyalty

I want to stay working for this organization for many years

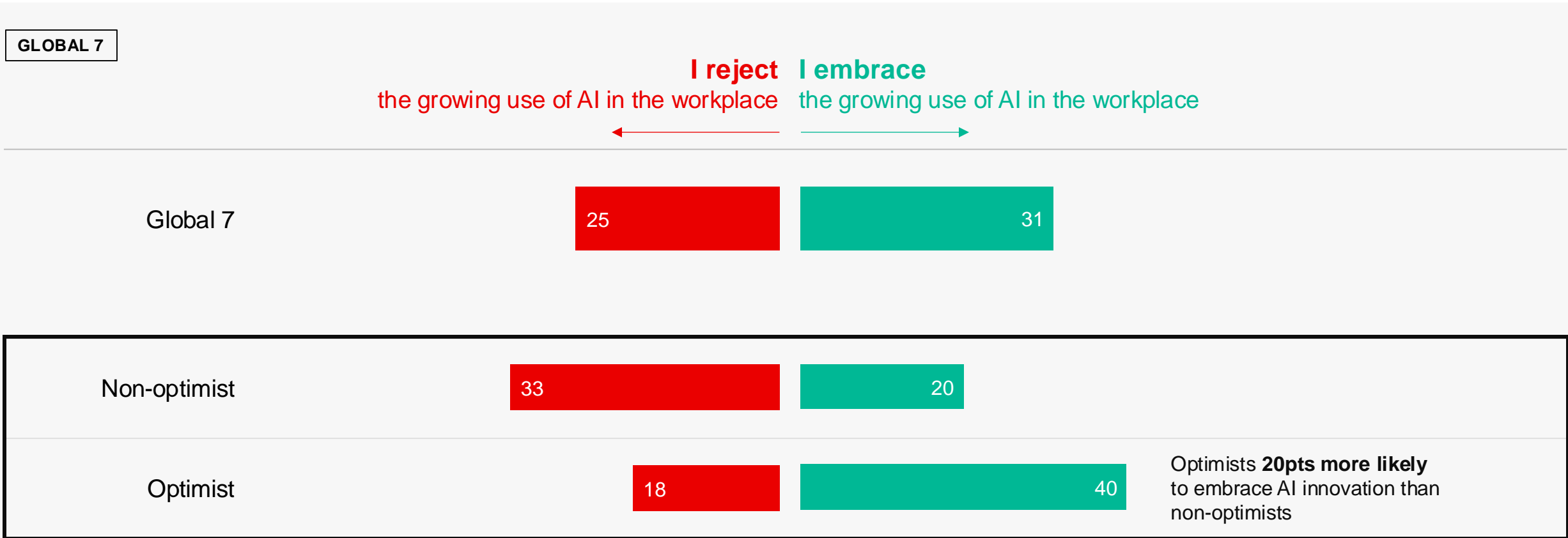


2024 Edelman Trust Barometer Special Report: Trust at Work. EMP_ENG. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. 7-mkt avg., and by non-optimist (CNG_FUT/3-6) and optimist (CNG_FUT/1-2). All data is filtered to be among employees who work for an organization or corporation (Q43/1).



With Economic Optimism, Artificial Intelligence in the Workplace Much More Accepted

Percent of employees who say, among those who do not and do believe they and their families will be better off in 5 years



2024 Edelman Trust Barometer Special Report: Trust at Work. EMP_TEC_COM_AI. How would you characterize your feelings about the growing use of artificial intelligence such as machine learning, natural language processing, and generative AI in the workplace? Question asked of half the sample. 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. 7-mkt avg., and by non-optimist (CNG_FUT/3-6) and optimist (CNG_FUT/1-2). All data is filtered to be among employees who work for an organization or corporation (Q43/1).



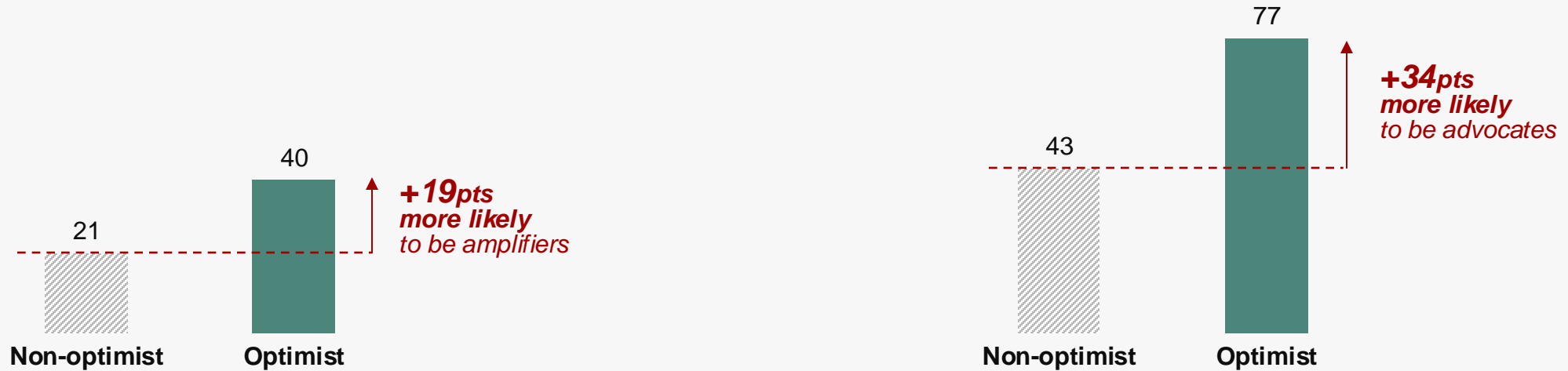
With Economic Optimism, Your Employees Speak on Your Behalf

Percent of employees who say, among those who do not and do believe they and their families will be better off in 5 years

GLOBAL 7

I post my own content about my employer on social media **weekly or more...**

...and most of what I say is **positive**



2024 Edelman Trust Barometer Special Report: Trust at Work. MED_JOB_OFT. How often do you engage in the following activities related to posting and forwarding news and information about the organization you work for? 7-point scale; codes 4-7, weekly or more. Question asked of half the sample. POS_NEG_AMP. You just indicated that you create and post your opinions and other content about your employer on social media platforms or on other online sites several times a month or more. How would you describe the positivity or negativity of those posts? Question filtered among those who answered 'weekly or more' to MED_JOB_OFTr2. 7-mkt avg., by non-optimist (CNG_FUT/ 3-6) and optimist (CNG_FUT/1-2). All data is filtered to be among employees who work for an organization or corporation (Q43/1).



How to Close the Economic Optimism Gap



Through Career Pathing, Impact, and Agency, Employers Can Close the Economic Optimism Gap

Drivers of economic optimism: factors that increase the likelihood that associates believe they and their family will be better off in 5 years

GLOBAL 7

If associates feel like they have...

Career pathing

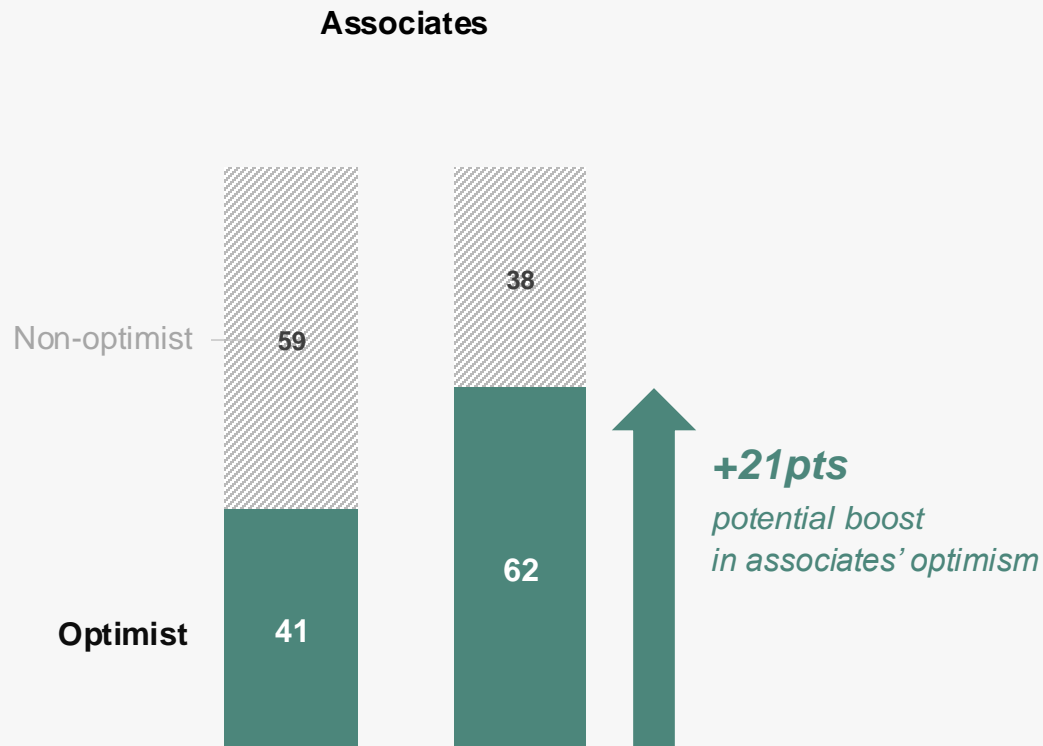
I can move up in the organization and build trusting relationships with those senior to me

Impact

My employer respects a range of political views and strives to make society better

Agency

I'm included in planning and have control over AI implementation



To Attract Talent, Solve for Sustainable Employment

Percent of employees who say

GLOBAL 7

This is a **strong expectation or dealbreaker** when considering a job

Fair Pay

The employer ensures wages keep up with the cost of living

87%

Future-Facing Skills

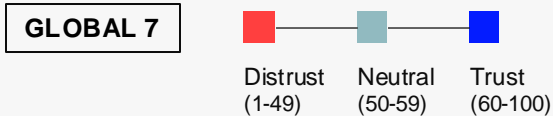
The employer offers training to keep skills up to date

82%



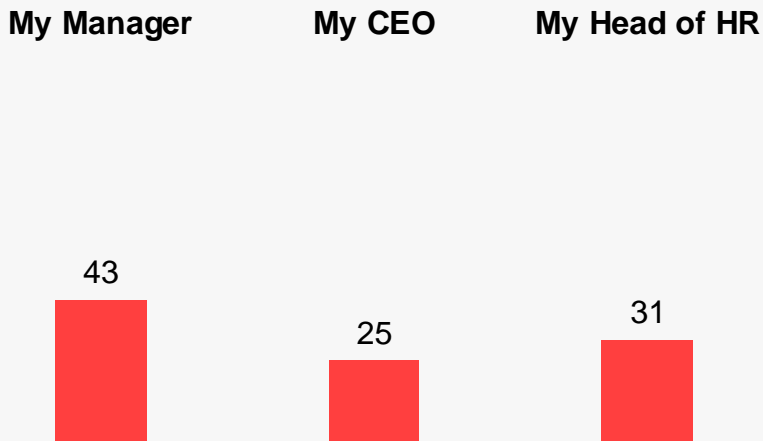
To Gain Their Trust, Put Your Trust in Employees

Percent of employees who say



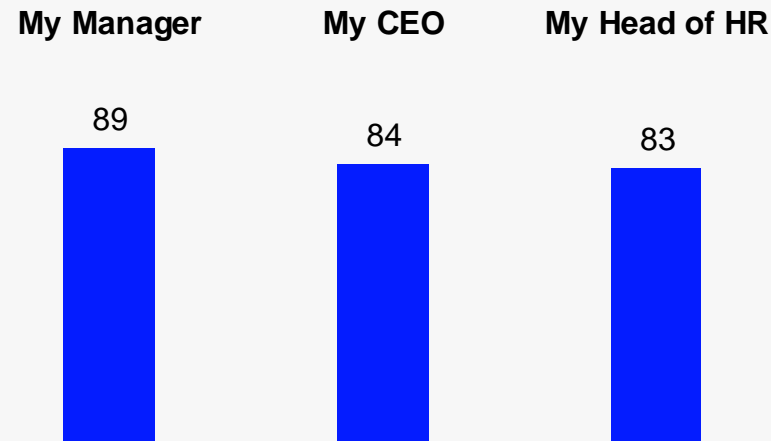
I feel executive management **does not trust me** (27%)

and I trust...



I feel executive management **trusts me** (73%)

and I trust...



2024 Edelman Trust Barometer Special Report: Trust at Work. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. 7-mkt avg., by those who feel trusted by executive management (TRU_MEr4/6-9) and those who feel executive management does not trust me (TRU_MEr4/1-5). TRU_ME. Below is a list of people. For each one, please indicate how much you feel trusted by them. 9-point scale; top 4 box, feel trusted; codes 1-5, don't feel trusted. Question asked of half the sample. All data is filtered to be among employees who work for an organization or corporation (Q43/1).

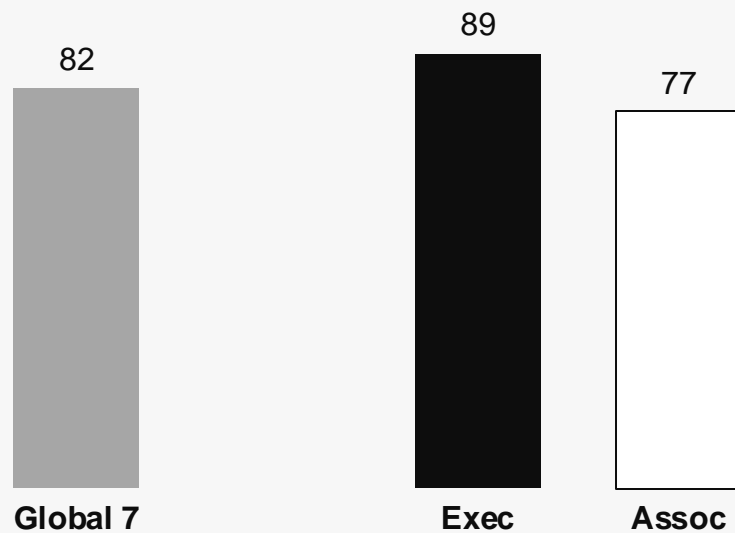


Listen to Their Voices: Both Executives and Associates Want Their Opinions Heard

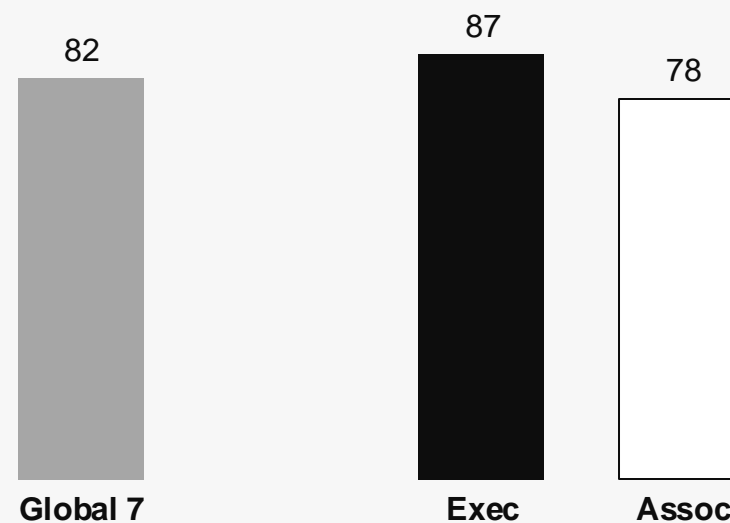
Percent of employees who say this is a **strong expectation or dealbreaker** when considering a job

GLOBAL 7

I want to be **able to give input**
and feedback **to management**



I want to feel **free to share my opinion**
even if it differs from my **boss**

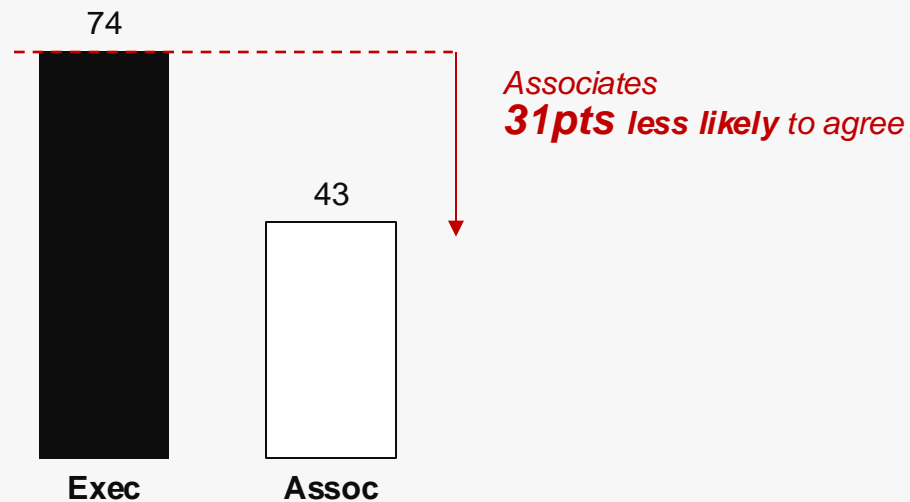


Respect a Range of Views on Issues

Percent of employees who agree

GLOBAL 7

My employer respects ideological diversity, ensuring that there is a representative mix of both politically right and left leaning employees



Help Employees Make an Impact

Average percent of employees who say

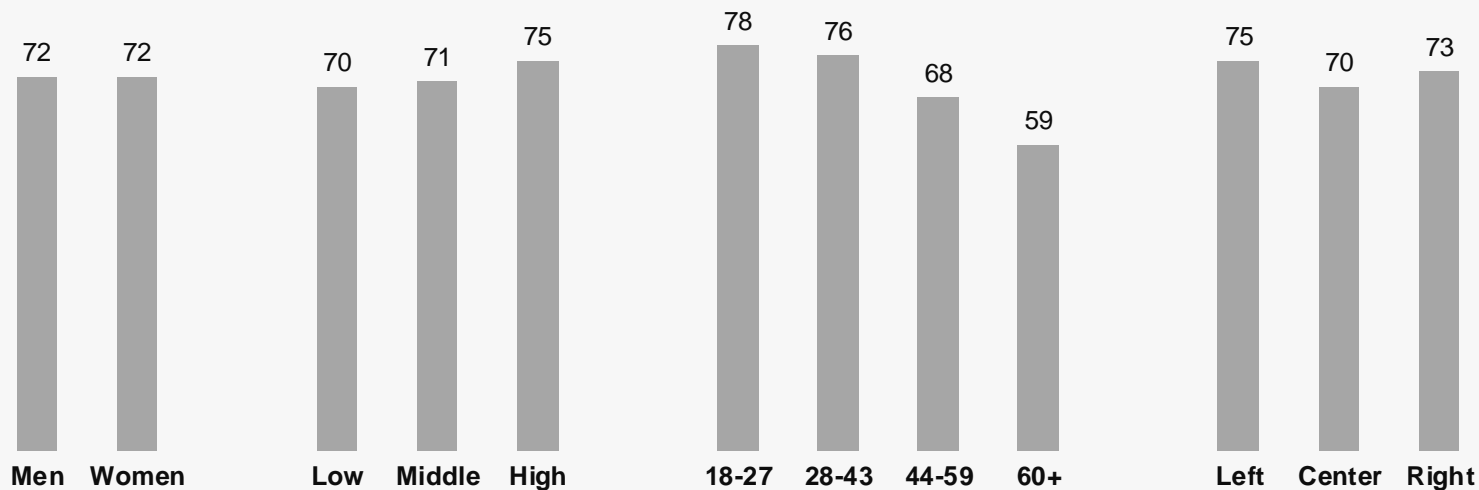
GLOBAL 7

Whether or not the job gives me an impact
is a strong expectation or dealbreaker when
considering a job (avg)

Opportunity to do meaningful work
Opportunity to help address social problems

72%

Gender | Income | Age | Political leaning†



2024 Edelman Trust Barometer Special Report: Trust at Work. EMP_IMP. When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there? 3-point scale; top 2 box, important. 7-mkt avg., and by demographic. Data is an average of attributes 12 and 16. All data is filtered to be among employees who work for an organization or corporation (Q43/1). †Political leaning is not asked in China; the Left, Center, and Right segments reflect a 6-mkt avg.



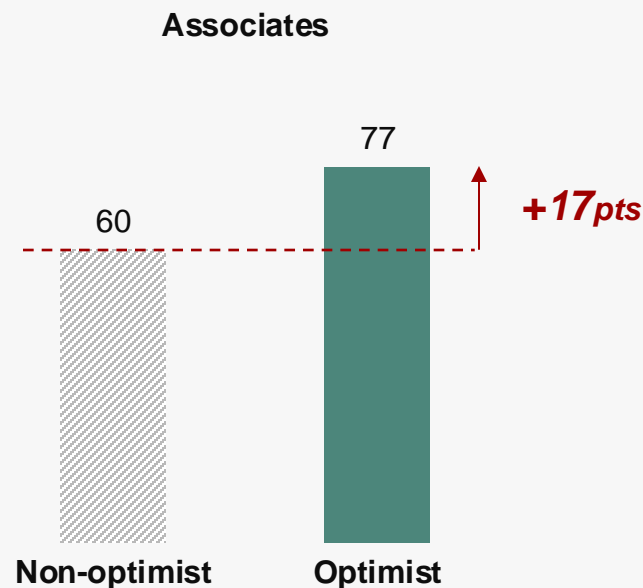
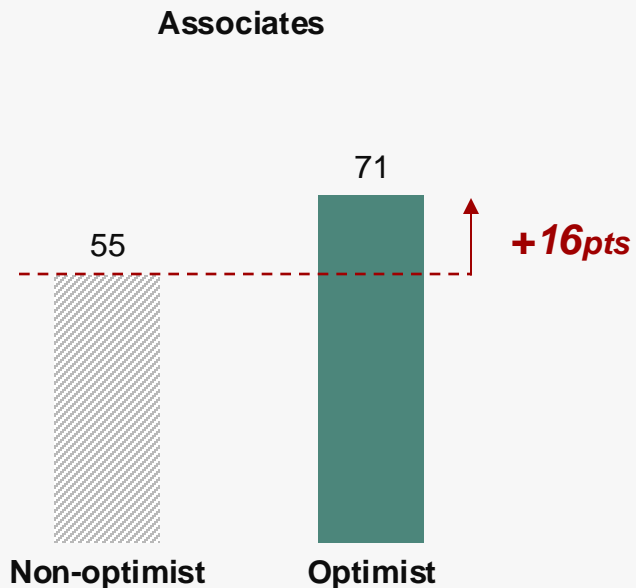
With Economic Optimism, Associates More Likely to Work Hard and Recommend Your Products

Percent of employees who agree

GLOBAL 7

I do more than what's expected to help my employer succeed

I recommend our products and services to others



2024 Edelman Trust Barometer Special Report: Trust at Work. EMP_ENG. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. 7-mkt avg., by associates (Q421/6-7) who are non-optimist (CNG_FUT/3-6) vs. optimist (CNG_FUT/1-2). All data is filtered to be among employees who work for an organization or corporation (Q43/1).



My Employer, My Impact

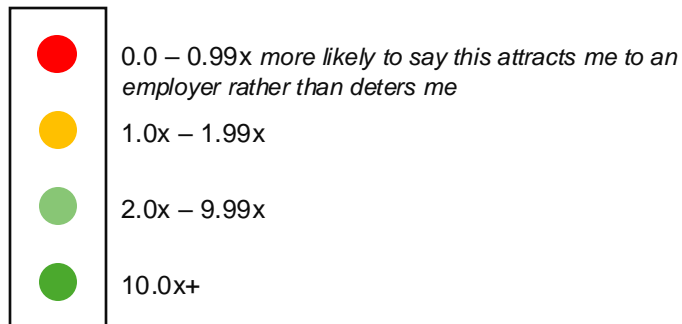


Demand for Employer Action Across Political Divides

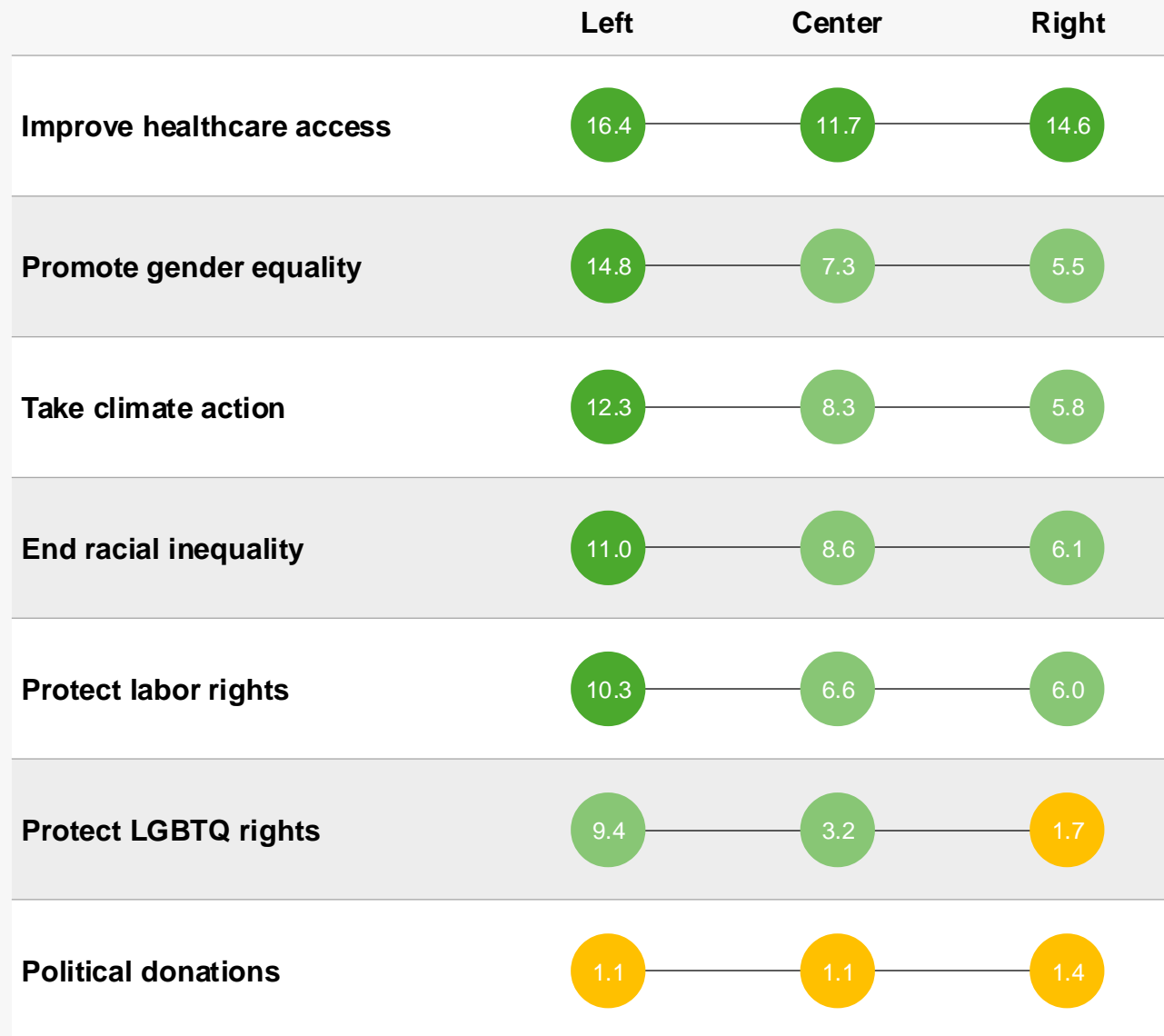
Multiplier analysis: comparing percent of employees who say they are more vs less likely to **work for a company** if it were to **publicly demonstrate a commitment to each issue**

GLOBAL 6 excl China

Multiplier strength:



2024 Edelman Trust Barometer Special Report: Trust at Work. EMP_RISK. If a company were to publicly support and demonstrate a commitment to each of the following, how would that impact your likelihood of working for that company? 5-point scale; codes 1-2, less likely; codes 4-5, more likely to work. Question asked of half the sample. 6-mkt avg., by political leaning. Political leaning is not asked in China. All data is filtered to be among employees who work for an organization or corporation (Q43/1). This graphic is based on a multiplier analysis, measuring the percent who say employees would be more likely vs less likely to work for a company if it were to publicly demonstrate a commitment to each issue.



To Many Employees, Who They Work For Reflects Their Political Views

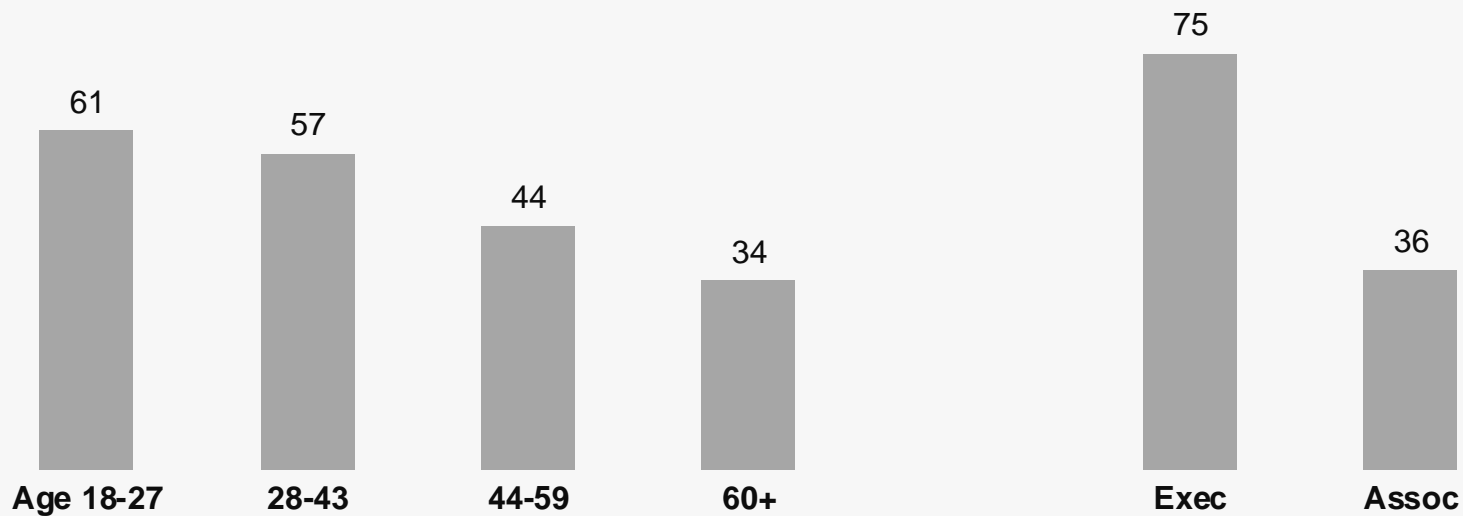
Percent of employees who agree

GLOBAL 7

I choose, avoid, or leave employers based on my politics

- I've taken a job solely due to its stance on issues
- I express my opinions on issues through my employer
- I've left a job because it remained silent
- I will not work for a CEO who supports a political party I disapprove of
- I will only work for an organization where most employees share my politics

3 in 4 executives are politically driven employees



2024 Edelman Trust Barometer Special Report: Trust at Work. PDE. Politics-driven employee scale. 7-mkt avg., by age and executives (Q421/1-2) and associates (Q421/6-7). All data is filtered to be among employees who work for an organization or corporation (Q43/1). Please refer to the technical appendix for full details on how the scale was calculated.



To Your Employees, What You Say Carries More Weight Than Media or Government

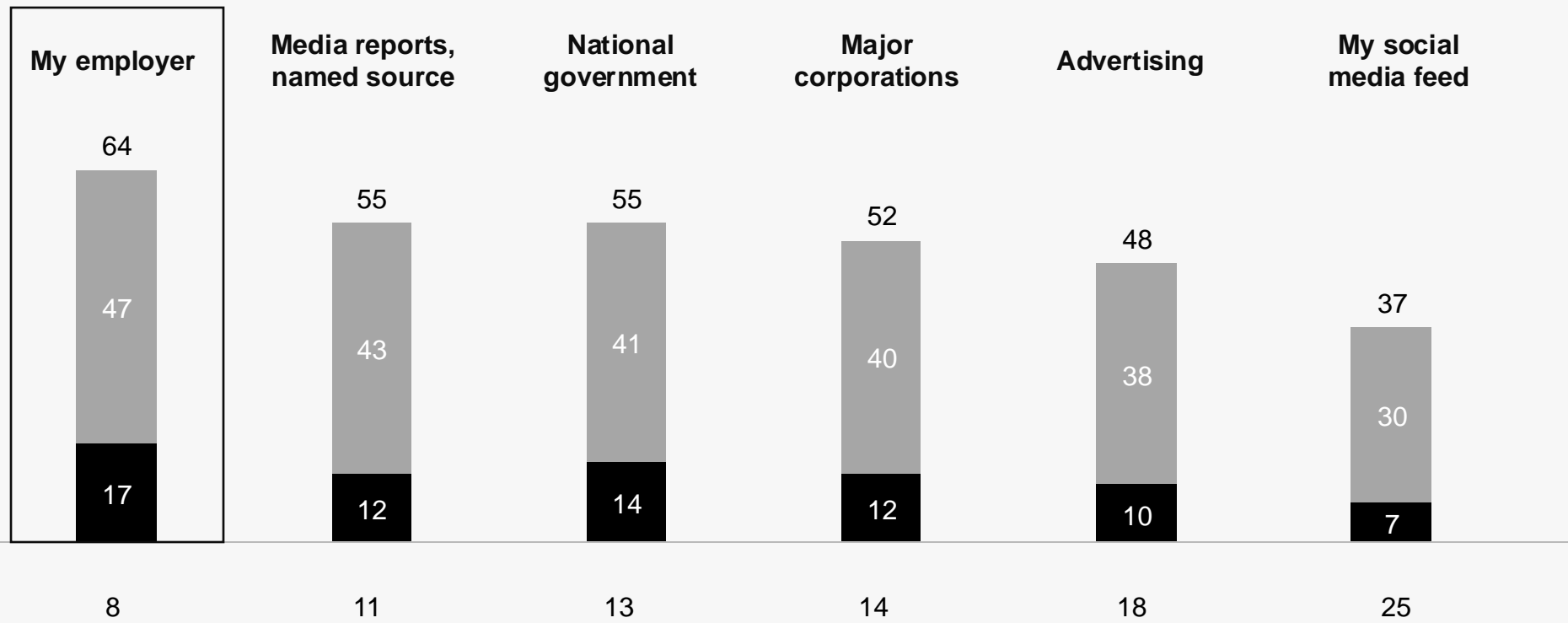
Percent of employees who believe information from each source automatically, or after seeing it twice or less

GLOBAL 7

Communications from...

Nr. of times they need to see information repeated before believing it:

- Once or twice
- If I see it here, I will automatically assume it is true



I will never believe it is true if this is the only place I see it

2024 Edelman Trust Barometer Special Report: Trust at Work. HEAR_TIME1. When you see a new piece of information or a news story in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true? Question asked of half the sample. "Once or twice" is a net of codes 2 and 3. 7-mkt avg. All data is filtered to be among employees who work for an organization or corporation (Q43/1).



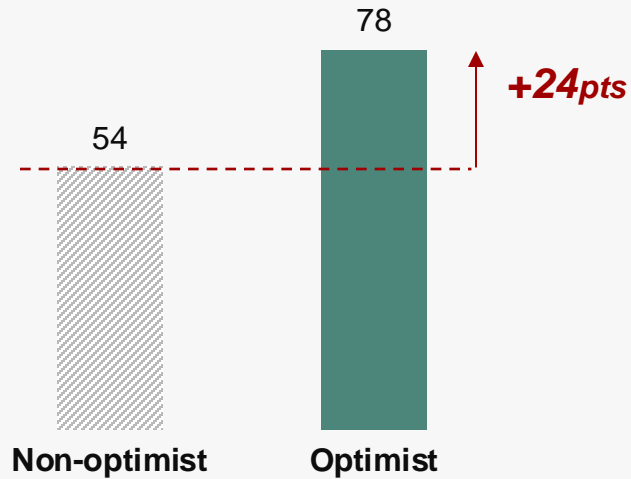
With Economic Optimism, Civic Attitudes Surge

Percent of employees who say, among those who do not and do believe they and their families will be better off in 5 years

GLOBAL 7

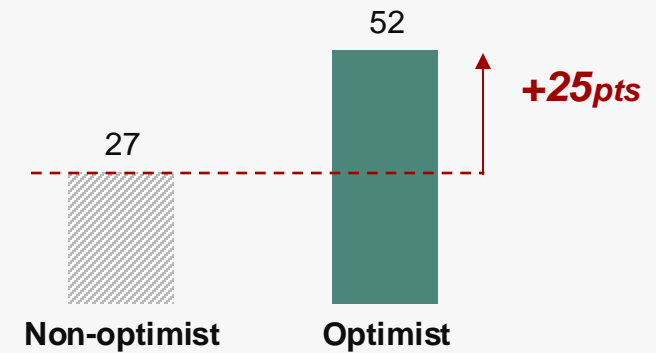
January 2023

I am willing to make personal sacrifices for the greater good of our country



January 2024

My country will be able to work through ideological divisions



2023 Edelman Trust Barometer. SOC_FAB_MAN. How true is each of the following statements about yourself or your country? For each one, please rate how true you believe that statement is using a nine-point scale. 9-pt scale; top 4 box, true. General population, 7-mkt avg. and by non-optimist (CNG_FUT/3-6) and optimist (CNG_FUT/1-2). All data is filtered to be among employees who work for an organization or corporation (Q43/1).

2024 Edelman Trust Barometer. POL_PROG. How likely or unlikely do you think it is that your country will be able to work through or overcome its ideological divisions and lack of agreement on key issues and challenges? 8-pt scale; top 3 box, likely. General population, 7-mkt avg. and by non-optimist (CNG_FUT/3-6) and optimist (CNG_FUT/1-2). All data is filtered to be among employees who work for an organization or corporation (Q43/1).



2024 Edelman Trust Barometer Special Report: Trust at Work

Employers Can Unlock Economic Optimism

1

Close the economic optimism gap

Employees at the bottom of the organizational hierarchy have half the economic optimism of those at the top. When that gap is closed, associates are more likely to invest discretionary effort into their work.

2

Upskill to unlock economic optimism

Many employees feel displaced by technological and organizational transformations. Highlight the opportunities disruption creates by incorporating flexible skill development into career pathing.

3

Act, don't talk

A top driver of economic optimism among employees is feeling like their organization strives to positively impact society. When employees feel like leaders act on their behalf, they are more optimistic and engaged in their work.

4

Through employers, build trust in institutions

When work helps people feel economically optimistic, they are more willing to prioritize the greater good. Employers should feel empowered to address societal challenges by improving the workplace experience.

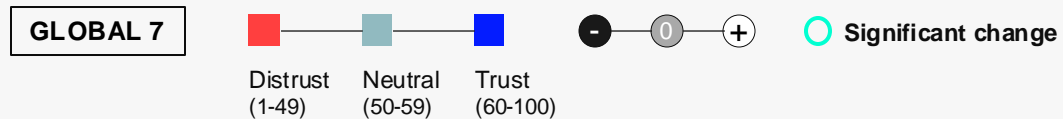


Supplemental Data



Employers Trusted Across Countries & Demographics

Percent of employees who say

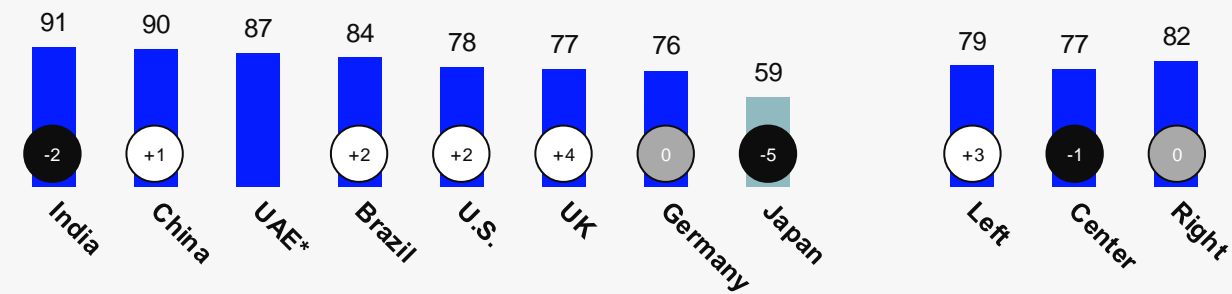


I trust my employer to **do what is right**

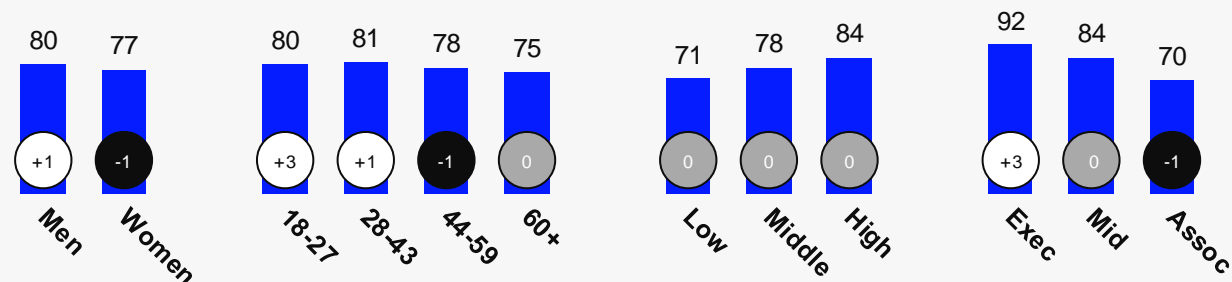


Change, Sept 2023 to Sept 2024

Countries | Political-leaning†



Gender | Age | Income | Job level

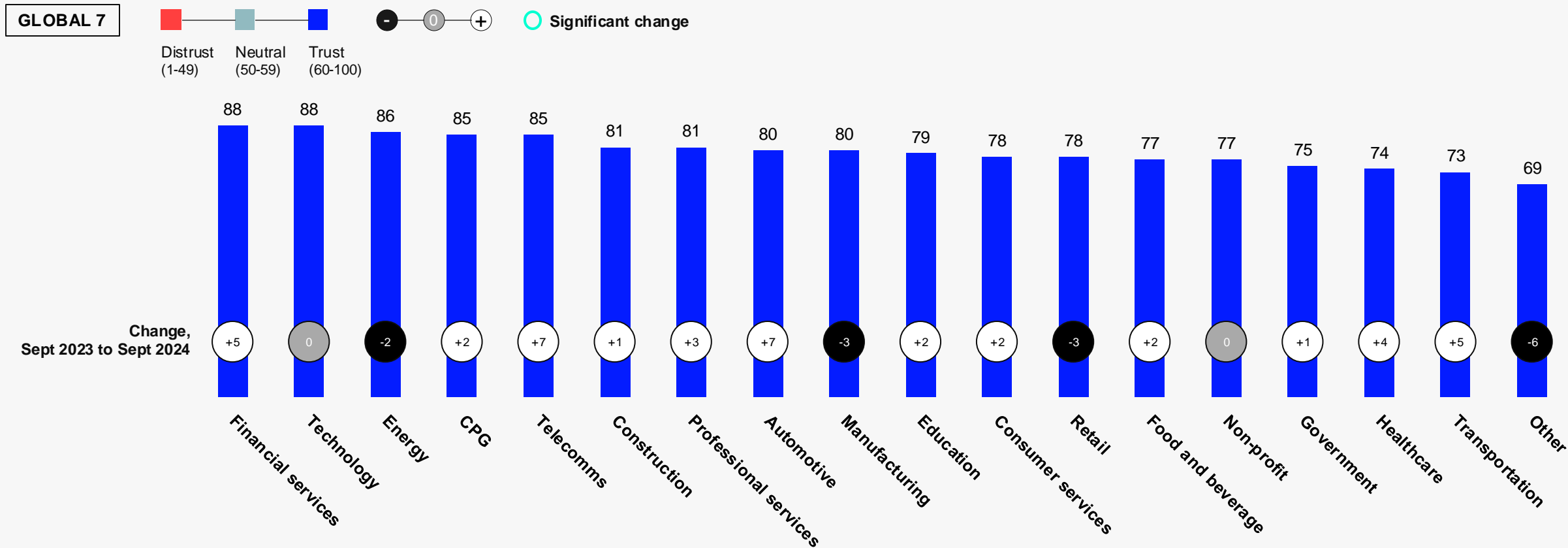


2024 Edelman Trust Barometer Special Report: Trust at Work. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. 7-mkt avg., and by demographics. All data is filtered to be among employees who work for an organization or corporation (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. †Political leaning is not asked in China; the Left, Center, and Right segments reflect a 6-mkt avg. *UAE not included in the global average.



Employers Remain Trusted Across Sectors

Percent trust in 'My employer', by those employed in each sector

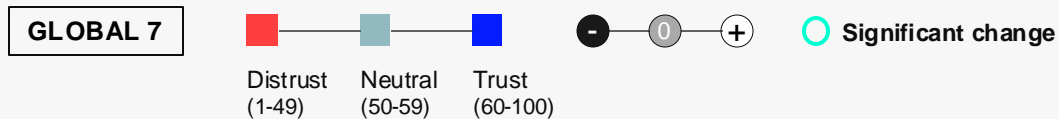


2024 Edelman Trust Barometer Special Report: Trust at Work. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. 7-mkt avg. by those employed in each sector (Q420). All data is filtered to be among employees who work for an organization or corporation (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Trust in Labor Unions: Strong Increase in the UK; Most Trusted Among Left and Younger Generations

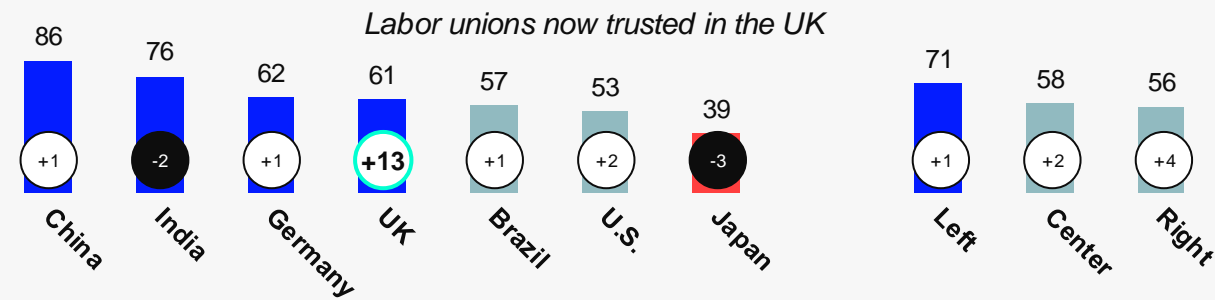
Percent of employees who say



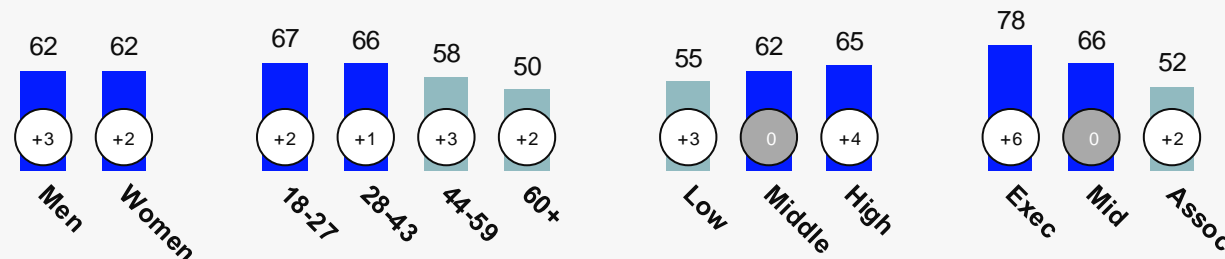
I trust labor unions to **do what is right**



Countries* | Political-leaning†



Gender | Age | Income | Job level



2024 Edelman Trust Barometer Special Report: Trust at Work. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. 7-mkt avg., and by demographics. All data is filtered to be among employees who work for an organization or corporation (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. †Political leaning is not asked in China; the Left, Center, and Right segments reflect a 6-mkt avg. *Question not asked in the UAE.



Employers Still Need to Rethink What Work Means to Us

Percent of employees who agree

GLOBAL 7 0 + - ○ Significant change

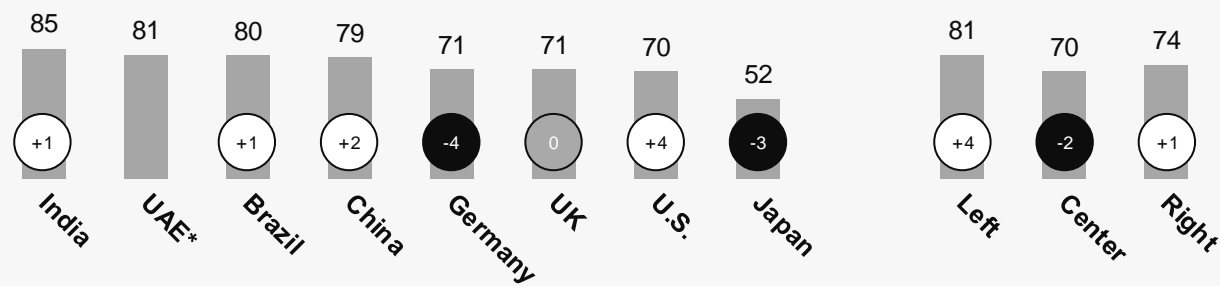
It is more important than ever that **employers rethink what work means** to employees

72%

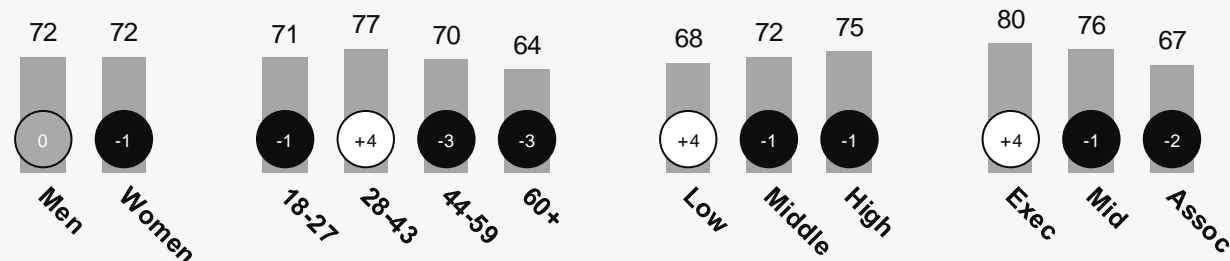
0 pts

Change, Sept 2023 to Sept 2024

Countries | Political-leaning†



Gender | Age | Income | Job level



2024 Edelman Trust Barometer Special Report: Trust at Work. CNG_ATT. To what extent do you agree or disagree with the following statements? 9-point scale; top 4 box, agree. Question asked of half the sample. 7-mkt avg., and by demographics. All data is filtered to be among employees who work for an organization or corporation (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. †Political leaning is not asked in China; the Left, Center, and Right segments reflect a 6-mkt avg. *UAE not included in the global average.



1 in 4 Employees Have Experienced a Workplace Transformation

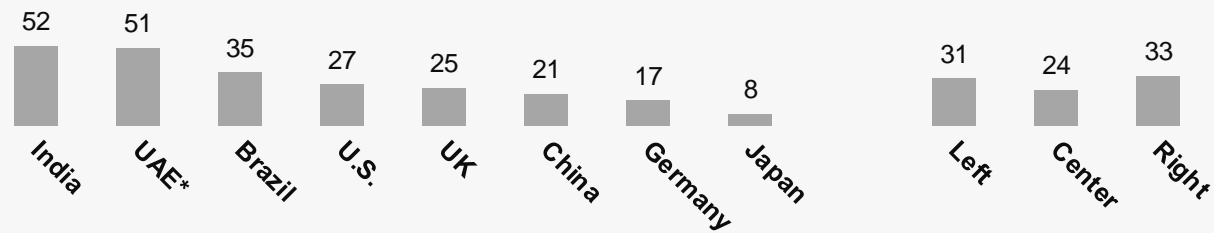
Percent of employees who say

GLOBAL 7

My organization has recently gone through a transformation

26%

Countries | Political-leaning†



Gender | Age | Income | Job level



2024 Edelman Trust Barometer Special Report: Trust at Work. TRANS_YN. Has any organization you have worked for in the past five years undergone a major change or transformation? Code 1, yes. 7-mkt avg., and by demographics. All data is filtered to be among employees who work for an organization or corporation (Q43/1). †Political leaning is not asked in China; the Left, Center, and Right segments reflect a 6-mkt avg. *UAE not included in the global average.



Associates Least Likely to Have Positive Experiences of Workplace Transformations

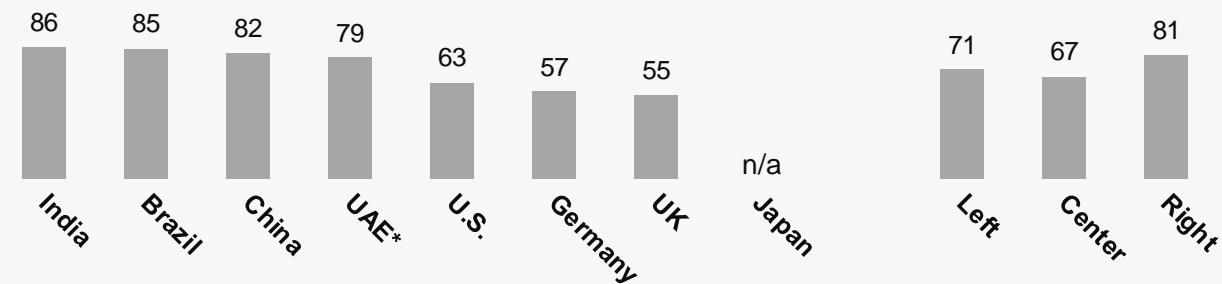
Among those who work for an organization that has **undergone a recent transformation (26%)**, percent who say

GLOBAL 7

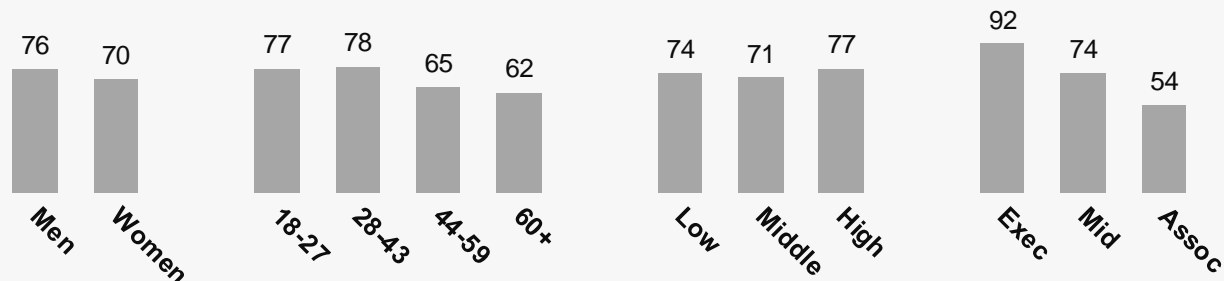
My overall experience was **very good**

73%

Countries | Political-leaning†



Gender | Age | Income | Job level



2024 Edelman Trust Barometer Special Report: Trust at Work. TRANS_EXP. Overall, how would you rate your personal experience of the transformation? 5-pt scale; top 2 box, good or better. 7-mkt avg., and by demographics. Question asked to those who have worked for an organization that underwent a transformation within the last 5 years (TRANS_YN/Yes). All data is filtered to be among employees who work for an organization or corporation (Q43/1). *UAE not included in the global average. Base size is too low to report data in Japan (less than 100).



Technical Appendix



Sample Targets Explained: Determining the Employee Sample

We conducted a nine-year historical analysis using data collected from the Edelman Trust Barometer (2016 - 2024) and Special Report: May Updates (2021 - 2022) to establish sample targets representative of each market's employee population.*

We looked at the natural fallout of employees in each market since 2016 across key demographics: Gender, age, region, and ethnicity or nationality (where applicable). We then averaged the natural fallout percentages across years for each demographic subgroup (for example, men versus women) to determine the targets for each market.

**We defined the employee population as anyone who is employed full- or part-time, regardless if they are self employed or work for an organization. The data shown in this report is a subset of the sample collected, containing only those that are employed by an organization.*



2024 Edelman Trust Barometer Special Report: Trust at Work

Sample Size, Quotas and Margin of Error

Country	Weighted Sample Size (Reported)	Unweighted Sample Size (Reported)	Margin of Error – Total Reported Sample ¹	Margin of Error – Half Reported Sample ²	Quotas Set On ³
Global 7	6,437	6,439	+/- 1.6 percentage points total sample	+/- 2.2 percentage points half sample	Quotas set at the market level
Brazil	852	850	+/- 4.4 pct pts. total sample	+/- 6.2 pct pts. half sample	Age, Gender, Region
China ⁴	907	910	+/- 4.3 pct pts. total sample	+/- 6.0 pct pts. half sample	
Germany	960	960	+/- 4.2 pct pts. total sample	+/- 5.9 pct pts. half sample	
India	851	850	+/- 4.4 pct pts. total sample	+/- 6.2 pct pts. half sample	
Japan	965	967	+/- 4.1 pct pts. total sample	+/- 5.9 pct pts. half sample	
UAE ⁵	900	902	+/- 4.3 pct pts. total sample	+/- 6.1 pct pts. half sample	
UK	965	965	+/- 4.1 pct pts. total sample	+/- 5.9 pct pts. half sample	
U.S.	938	937	+/- 4.2 pct pts. total sample	+/- 5.9 pct pts. half sample	

1. Margin of error is calculated on the unweighted sample sizes reported, at the 99% confidence level.

2. Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.

3. There were additional quotas on ethnicity in the UK and U.S., and on nationality in the UAE.

4. All data collected in China is from the mainland. Regions of Greater China were not surveyed.

5. UAE is excluded from the Global average. It will be included once it has been in the survey for two consecutive years and meet standards for inclusion, such as consistent ability to achieve quota targets and sample composition year-over-year.



2024 Edelman Trust Barometer Special Report: Trust at Work

Countries Included in the Various Global Averages

8 countries surveyed	Global 7 average	Global 6 Excludes China
	Used for current year averages and tracking to 2019	Used for current year averages; excludes sensitive countries ¹
Brazil	Brazil	Brazil
China	China	----
Germany	Germany	Germany
India	India	India
Japan	Japan	Japan
UAE	----	----
UK	UK	UK
U.S.	U.S.	U.S.

1. Because some of the content we ask is deemed politically or culturally sensitive there are several countries where we take special precautions in order to avoid putting our respondents, or ourselves, in a position to break any local laws. We work closely with our sample partner and its legal team to identify which questions, and in what countries, we should refrain from asking. Certain data included in this report was not collected in China and is indicated in the global average note of relevant slides. UAE was also excluded from a subset of questions or attributes and those instances are noted in the footnote of relevant slides.



2024 Edelman Trust Barometer Special Report: Trust at Work

Survey Languages Used and Internet Penetration by Country

	Languages	Internet Penetration*
Global	-	-
Brazil	Portuguese	81%
China	Simplified Chinese	76%
Germany	German	92%
India	Localized English	46%
Japan	Japanese	83%
UAE	Localized English, Arabic	100%
UK	Localized English	97%
U.S.	English, Localized Spanish	92%

**Data source: [Individuals using the Internet \(% of population\) | Data \(worldbank.org\)](#) as of June 11, 2024

Due to disproportionate access to internet in countries with lower internet penetration, the online sample in those countries tends to skew younger, urban, and more affluent.



2024 Edelman Trust Barometer Special Report: Trust at Work

Organization Level Composition

Respondents were asked:

Q421. Which of the following best describes your position or level within your company or organization? *Please select one response.*

Shortened	Full
Executive Level	<ol style="list-style-type: none"> 1. Senior executive level (CEO, President, etc.) 2. Executive level (General Manager, Executive Vice President, Executive Director, etc.)
Mid-Level	<ol style="list-style-type: none"> 3. Upper-level management (Senior Vice President, Vice President, Senior Director, etc.) 4. Mid-level management (Director, Senior Manager, etc.) 5. Lower-level management (Supervisor, Associate Manager, etc.)
Associate Level	<ol style="list-style-type: none"> 6. Experienced (Non-manager) 7. Entry level

Respondents who answered a 1 or 2 are considered “Executive Level”, those who answered 3, 4, or 5 are considered “Mid-Level”, and those who said a 6 or 7 are considered “Associate Level.”

Respondents who answered “Other” or “Don’t know/refused” are not included in the job level segments.



Job Level Demographic Breakdown

Percent of employees who are...

GLOBAL 7

	Executive	Mid-level	Associate
Market			
Global 7	12%	46%	38%
Brazil	16%	14%	12%
China	15%	19%	10%
Germany	7%	11%	22%
India	25%	19%	4%
Japan	4%	11%	21%
UK	13%	14%	16%
U.S.	20%	12%	15%

	Executive	Mid-level	Associate
Gender			
Men	61%	61%	44%
Women	39%	39%	56%
Age			
18-27	15%	13%	15%
28-43	58%	42%	36%
44-59	22%	34%	34%
60+	6%	11%	15%

	Executive	Mid-level	Associate
Income			
Low	5%	8%	19%
Middle	33%	47%	58%
High	61%	44%	23%

2024 Edelman Trust Barometer Special Report: Trust at Work. QA. Please tell us the country or region where you currently reside. S6. What is your gender? S15. What is your current age? S8. Thinking about your annual household income in 2023, which of the following categories best describes your total household income that year? 7-mkt avg., by executives (Q421/1-2), mid-levels (Q421/3-5) and associates (Q421/6-7). All data is filtered to be among employees who work for an organization or corporation (Q43/1).



2024 Edelman Trust Barometer Special Report: Trust at Work

How We Defined Economic Optimists and Non-optimists

Respondents were asked to rate how economically well off they will be in five years' time, compared to today. The specific question used to measure their level of economic optimism about the future is shown to the right. Based on their answer, respondents were assigned to one of the two economic optimism mindset groups described below:

- **Optimists:** respondents who believe they will be somewhat or much better off than today. (Codes: 1-2).
- **Non-optimists:** respondents who believe they will be about the same, or worse off than today, or are not sure. (Codes: 3-6).

Question that defined to economic optimism mindset

LEVEL OF OPTIMISM

Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time?

1. Much better off than today

2. Somewhat better off than today

3. About the same as today

4. Worse off than today

5. Much worse off than today

6. Not sure / Don't know



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Drivers Analysis: How We Calculated the Potential Increase in the Percentage of Optimists

The drivers of increased likelihood to be an economic optimist among associates were identified using a discrete choice analysis in which economic optimism was the outcome variable. The drivers included in the analysis were only shown to half of the sample. For this reason, our starting sample for the analysis included approximately half of the associates (n=1,204).

The full text of the question used to measure economic optimism is shown on the previous slide. The predictor items used in the model are shown to the right. These items encompassed three key dimensions that our preliminary analyses indicated were important in generating optimism: 1) career pathing, 2) impact, 3) agency.

The coefficient column in the table at the right represents the increased likelihood that someone identifies as an economic optimist if they meet the criteria described, holding all other variables constant. Items with coefficients that were not significant at the $p < .05$ level were dropped from the analysis and are not displayed here.

To estimate the potential increase in the percentage of optimists associated with the drivers being fully realized, we first determined the percentage of people who did *not* select or did not qualify on each variable. That data is displayed in the **% unrealized agreement** column. That percentage was then multiplied by the marginal effect (or the associated increased likelihood to be an optimist) shown in the **coefficient** column, which yielded the unrealized potential gain in the percentage of optimists associated with each item as shown in the **Optimism Lift Potential** column. The percentage point lifts for the 6 drivers were added together for a cumulative total gain of 24 percentage points.

Drivers	Question Text and Scoring	Coefficient	% Unrealized Agreement	Optimism Lift Potential
Career pathing	WRK_CHOICE_FEEL. To what extent are you satisfied or dissatisfied with the following aspects of your current working situation? Please use the scale below to indicate your level of satisfaction. "My ability to build trusting relationships with those senior to me." 5-point scale; codes 4-5 = satisfied	8.8%	33	2.9
	EMP_VAL. Please indicate how much you agree or disagree with the following: "My employer provides me with many opportunities to move up within the organization." 9-point scale; codes 6-9 = agree	8.5%	55	4.7
Impact	EMP_VAL. Please indicate how much you agree or disagree with the following: "My employer respects ideological diversity, ensuring that there is a representative mix of both politically right and left leaning employees in the organization." 9-point scale; codes 6-9 = agree	8.6%	57	4.9
	TRU_3D_EMP. To what extent do you agree with the following statements about the organization you currently work for? "It strives to have a positive impact on society." 7-point scale; codes 5-7 = agree	8.1%	27	2.2
Agency	EMP_VAL. Please indicate how much you agree or disagree with the following: "My organization includes employees in the planning and strategy development process." 9-point scale; codes 6-9 = agree	6.7%	54	3.7
	JOB_TEC_INF_AI. How much influence or control do you feel employees like you have over how Artificial intelligence such as machine learning, natural language processing, and generative AI is used in your workplace in ways that have an impact on you or your job? 5-point scale; codes 3-5 = moderate to complete control	5.9%	48	2.8
Total gain				21



2024 Edelman Trust Barometer Special Report: Trust at Work

How We Calculated Politically Driven Employees

Respondents were asked a series of questions regarding the role their political beliefs play when evaluating whether they want to work at an organization. The Politically Driven Employee (PDE) scale was created by averaging respondents' answers to the five 9-point agree/disagree scale items shown in the table to the right.

- Nonpolitically driven employees were those that scored between 1 – 4.99 on the PDE scale, meaning on average they disagreed with these statements.
- Respondents who scored between 5.00 – 9.00 on the PDE scale were classified as politically driven employees.

Respondents were asked:

Please indicate how much you agree or disagree with the following statements

1	I have taken a job with an organization for the sole reason that I appreciated its positions on controversial societal or political issues
2	I have strong opinions about many societal and political issues. The organizations that I choose to work for, and not work for, are one important way I express those opinions.
3	I have left my job at an organization solely because it remained silent on a societal or political issue that I believed it had an obligation to publicly address
4	Even if an organization offers me a lot more money than I currently make, I will not work there if the CEO publicly supports a political party that I believe is moving the country in the wrong direction
5	I will only work for an organization where the majority of their employees share my political views



2019 to 2024: The Critical Role of Employers in Society Grows Citations

	2019	2022	2023	2024
<i>Issues in society emerge</i>			2023 Edelman Trust Barometer	2024 Edelman Trust Barometer
<i>Employers fill the void</i>	2019 Edelman Trust Barometer	2022 Edelman Trust Barometer	2023 Edelman Trust Barometer Special Report: Trust at Work	2024 Edelman Trust Barometer Special Report: Trust at Work



**Full Question
Text**



2024 Edelman Trust Barometer Special Report: Trust at Work

Full Text for Answer Choices Abbreviated

Significant Drop in Associates' Willingness to Take on Additional Work

WRK_STRESS: To what extent do you agree or disagree with the following statements?

Shortened	Full
Even if my pay didn't increase, I would be willing to take on additional work to demonstrate my value	I would be willing to take on additional work even if my pay didn't increase to demonstrate my value and loyalty to my employer



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Full Text for Answer Choices Abbreviated

Solve for Sustainable Employment

EMP_IMP: When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there?

Shortened	Full
My employer ensures wages keep up with the cost of living	They ensure that their employees' wages keep up with increases in the cost of living over time
My employer offers training to keep skills up to date	They offer training programs to help keep their skills up-to-date



2024 Edelman Trust Barometer Special Report: Trust at Work

Full Text for Answer Choices Abbreviated

Listen to Their Voices: Both Execs and Associates Want Opinions Heard

EMP_IMP: When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there?

Shortened	Full
I want to be able to give input and feedback to management	They make it easy for employees to give input and feedback to management
I want to feel free to share my opinion even if it differs from my boss	I feel free to share my opinion even if it differs from my boss'



2024 Edelman Trust Barometer Special Report: Trust at Work

Full Text for Answer Choices Abbreviated

Help Employees Make an Impact

EMP_IMP: When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there?

Shortened	Full
Opportunity to do meaningful work	I would have the opportunity to do work that will shape the future of society in some meaningful way
Opportunity to help address social problems	There are opportunities within my job to engage in activities that help address social problems or support the local community



2024 Edelman Trust Barometer Special Report: Trust at Work

Full Text for Answer Choices Abbreviated

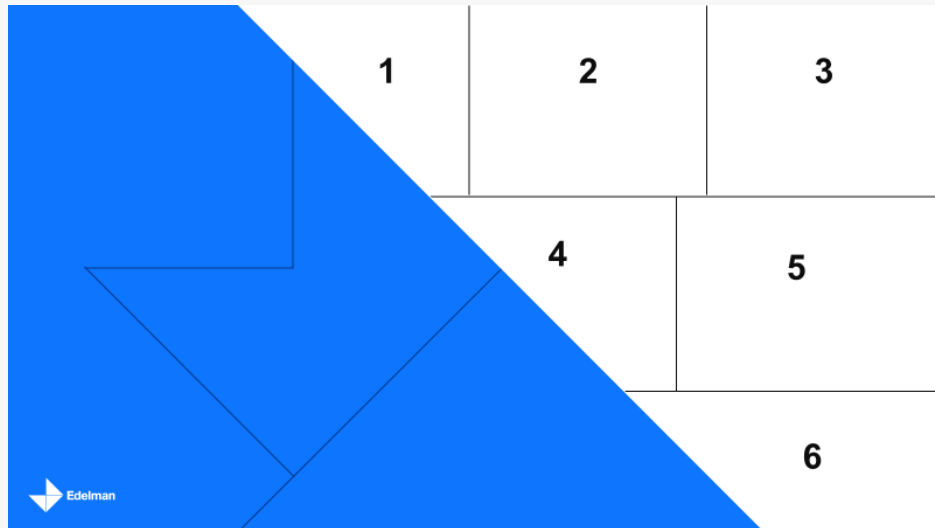
Appetite for Employer Action Across Political Divides

EMP_RISK: If a company/organization were to publicly support and demonstrate a commitment to each of the following, how would that impact your likelihood of working for that company/organization?

Shortened	Full
Improve healthcare access	Improving access to healthcare
Promote gender equality	Promoting gender equality
Take climate action	Taking action to combat climate change and environmental degradation
End racial inequality	Ending racism and racial inequality
Protect labor rights	Protecting workers' rights to form unions and organize
Protect LGBTQ rights	Expanding and protecting LGBTQ rights
Political donations	Donating money to the political party that they believe will pass laws and enact policies that will help the organization



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