

2024 Edelman Trust Barometer

Special Report: Trust at Work

TOP 10

01

"My employer" more trusted than all other institutions

Seventy-nine percent of employees surveyed globally say they trust "my employer." The only other institution in trust territory, among employees globally, is business (66 percent), while trust levels are neutral for NGOs (57 percent), government (55 percent) and media (52 percent).

02

There is a massive gap between executives' and associates' economic optimism

As of January 2024, 78 percent of executive-level employees say they and their families will be better off in five years, whereas only 39 percent of associates (entry level or experienced non-managers) have economic optimism.

03

In the workplace, less economic optimism means less trust

Levels of trust correlate with levels of economic optimism: Associates are on average 32 points less trusting of institutions (Trust Index of 46) than executives are (Trust Index of 78).

04

Employees with economic optimism are more engaged at work

Economic optimists are 20 points more likely than economic non-optimists to take on more work than is expected of them and 21 points more likely to advocate for their employer.

05

Economic optimism among employees impacts society writ large

As of January 2024, economic optimists are 25 points more likely than economic non-optimists to believe their country will be able to work through ideological divisions.

06

It's not just economic optimism and trust: Associates feel left behind at work in other ways

Executives are over 2.5 times more likely than associates to trust their CEOs to tell the truth about what is happening within their organization, while associates are more likely to trust their coworkers on this. Associates are nearly 3.5 times less likely than executives to feel in control over how AI is used in their workplaces in ways that impact them.

07

Employers have the power to close the economic optimism gap

Economic optimism among associates would potentially increase 21 points (from 41 to 62 percent) if they feel like they can develop their careers, work for an employer that strives to make society better, and have agency over strategic decisions and the implementation of technology like AI.

08

Trusting employees earns trust for employers

When employees feel executive management does not trust them, they do not trust their CEO (25 percent trust), their manager (43 percent), or their head of HR (31 percent).

09

Workers expect employer action on political issues

Employees on the left, center, and right politically are more likely to say that if a company were to publicly demonstrate a commitment to issues like healthcare access, gender equality, and climate action, it would make them more likely – not less likely – to work there.

10

Employers are the most believable information source for employees

Sixty-four percent of employees believe information from their employer automatically or after seeing it repeated once or twice – nearly 10 points more than information from media or government.