

2023 Edelman Trust Barometer

Special Analysis: Trust at Work Across U.S. Divides

Top Findings

01

My Employer most trusted in U.S.

In the U.S., there is a 32-point gap between how much employees trust their employer (76 percent) and their average trust in business, NGOs, government, and media (44 percent). “My employer” is the most trusted institution in all U.S. regions.

02

Among U.S. labor union members, trust in unions is on par with employer trust

Seventy-seven percent of U.S. union workers trust their employer and 72 percent trust labor/trade unions. And while 76 percent of non-union workers trust their employer, only 46 percent trust labor/trade unions.

03

U.S. employees bring societal issues to work

One in two U.S. employees say they frequently engage in conversations with their coworkers about important societal issues. That’s consistent across regions.

04

U.S. workers divided on CEOs speaking out about societal issues

Fifty-one percent of employees say that when considering a job, they expect the CEO to speak publicly about controversial issues they care about – down 10 points from last year.

05

Consensus across U.S. for employer purpose and values

Over 60 percent of Republicans, Democrats, and Independents say the following are strong expectations or dealbreakers when considering a job: the organization has a greater purpose, the CEO’s actions embody the organization’s values, and employee diversity is representative of the customers or community.

06

Executive disconnect on issues of racism in the workplace

Executives are 42 points more likely than associate employees to say their organization is making a lot of meaningful progress on addressing racism and racial inequities in the workplace. Associates are more likely than executives to see the benefits of having a diverse workforce.

07

Consensus on employer action across societal issues

Employees say they are up to 10.5 times more likely to work for a company or organization if it were to publicly support and demonstrate a commitment to issues like racial justice (5.5x more likely), human rights (10.5x more likely) and healthcare access (9x more likely).

08

Employer media is most believable

Communications from “my employer” are more believable than those from the national government, media reports, or major corporations. That’s true among Republicans, Democrats, and Independents.