

2024 Edelman Trust Barometer

Special Report:
Business and Racial Justice



2024 Edelman Trust Barometer Special Report: Business and Racial Justice

Methodology

Annual online survey in its 5th year

Fieldwork conducted in the U.S. from May 9 – May 24, 2024

3,200+

Total respondents in the U.S.

General population sample

All general population data is nationally representative based on **age, gender, region, and race/ethnicity.**

Racial & ethnic community sample

Additional ANHPI, Black, and Hispanic respondents were collected using an oversample. All racial and ethnic community data is nationally representative within each community based on **age, gender, and region.**

Asian, Native Hawaiian, and Pacific Islanders (ANHPI)	n=566
Black	n=777
Hispanic and Latino/a/e (Hispanic)	n=603
White	n=1,144

ANHPI, Black, and White sample groups comprise non-Hispanic respondents only.

Statistical significance

 Significant change

Indicates a statistically meaningful difference or change in the data that is unlikely to be due to chance or a random fluctuation.

All indicated year-over-year significant changes were determined using a t-test set at a 95%+ confidence level.

Shortened question text

Throughout the report, question text has been edited for readability.

Date labels

Whenever tracking data is shown, the month and year labels reference the date that data was released.

General population data margin of error: +/- 2.2 percentage points (based on sample size n=2,001)
Racial and ethnic community data margin of error: ANHPI +/- 4.1 percentage points; Black +/- 3.5 percentage points; Hispanic +/- 4.0 percentage points; White +/- 2.9 percentage points
Margin of error is calculated at the 95% confidence level.

For more details on methodology and demographics, or to see the full text for any shortened statements, please see the Technical Appendix.

All content in this report is property of the Edelman Trust Institute.



Since 2020, Call for Racial Justice Still Unanswered

June 2020

Reckoning on race in America

After the murder of George Floyd, 79% of Americans report concerns over systemic racism and racial injustice in the country

*2020 Special Report:
Business and Racial Justice in America*

May 2021

Problem overlooked by media

One in two say the media falls short on reporting about the root causes of racism in America

*2021 Special Report:
Business and Racial Justice in America*

June 2022

Lack of trustworthy voices

For employees in the U.S., no single voice at their employer is trusted to tell the truth about racism and DEI in the workplace

*2022 Special Report:
Business and Racial Justice*

May 2023

Little progress, deep divisions

Growing majority in U.S. say little to no progress being made on racism, or country is backsliding; 8 in 10 say country can't agree on solutions

*2023 Special Report:
Business and Racial Justice*



Since 2020, Sharp Rise in Personal Experiences of Racism

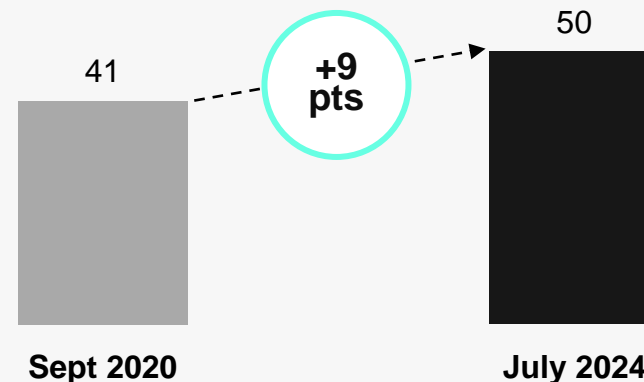
Percent in the U.S. who say

— 0 — + Significant change

I am concerned about **systemic racism and racial injustice in this country**

67%

I or someone in my family **have experienced racism** (net)



2024 Edelman Trust Barometer Special Report: Business and Racial Justice. Q1. How concerned are you about systemic racism and racial injustice in this country? 7-point scale; top 3 box, concerned. Q8. Have you personally, or someone in your family, ever experienced racism? Q9. Have you personally, or someone in your family, ever experienced racism in the workplace? Data shown is a net of Q8/code 1, yes, and Q9/code 1, yes. General population, U.S. Year-to-year changes were tested for significance using a t-test set at the 95%+ confidence level.



Failure of Leadership on Racial Justice

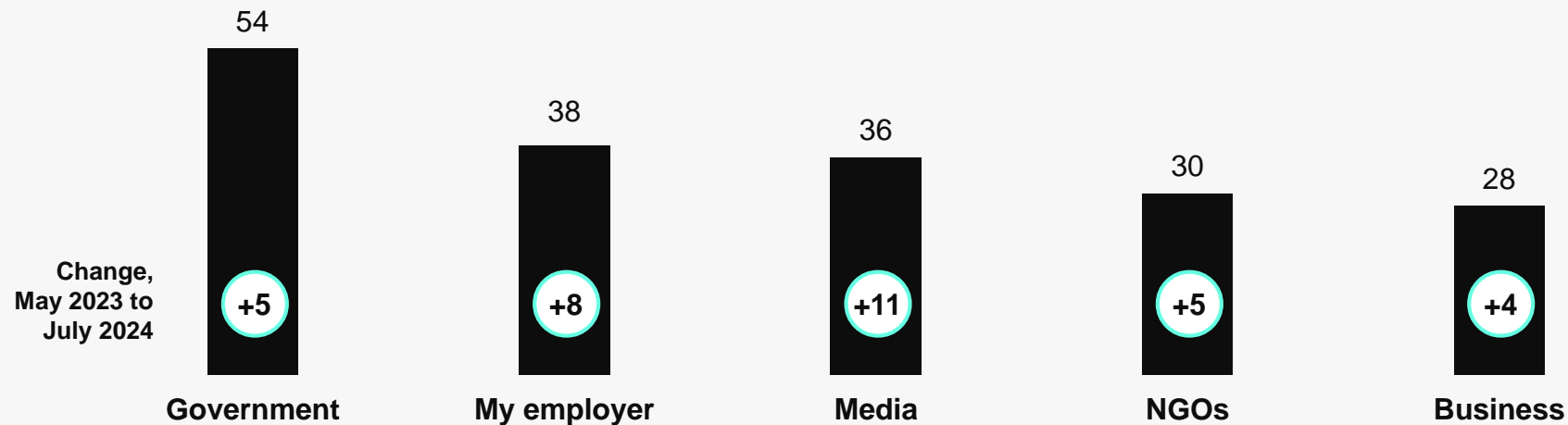


Across Institutions, Growing Expectation for Racial Justice Leadership

Percent in the U.S. who say, in addressing racism in this country...

● ○ + ○ Significant change

I expect each institution to **take the lead**



2024 Edelman Trust Barometer Special Report: Business and Racial Justice. INST_LEAD. When it comes to providing solutions for, and driving positive change in, the problem of racism in this country, please indicate which, if any, of the institutions and groups of people below you feel should be taking a leading role, playing a supporting role, or not be actively engaged at all. 3-point scale; code 3, expected to lead. Question asked of half the sample. General population, U.S. "My employer" asked among those who are employed by an organization (Q43/1). Year-to-year changes were tested for significance using a t-test set at the 95%+ confidence level.

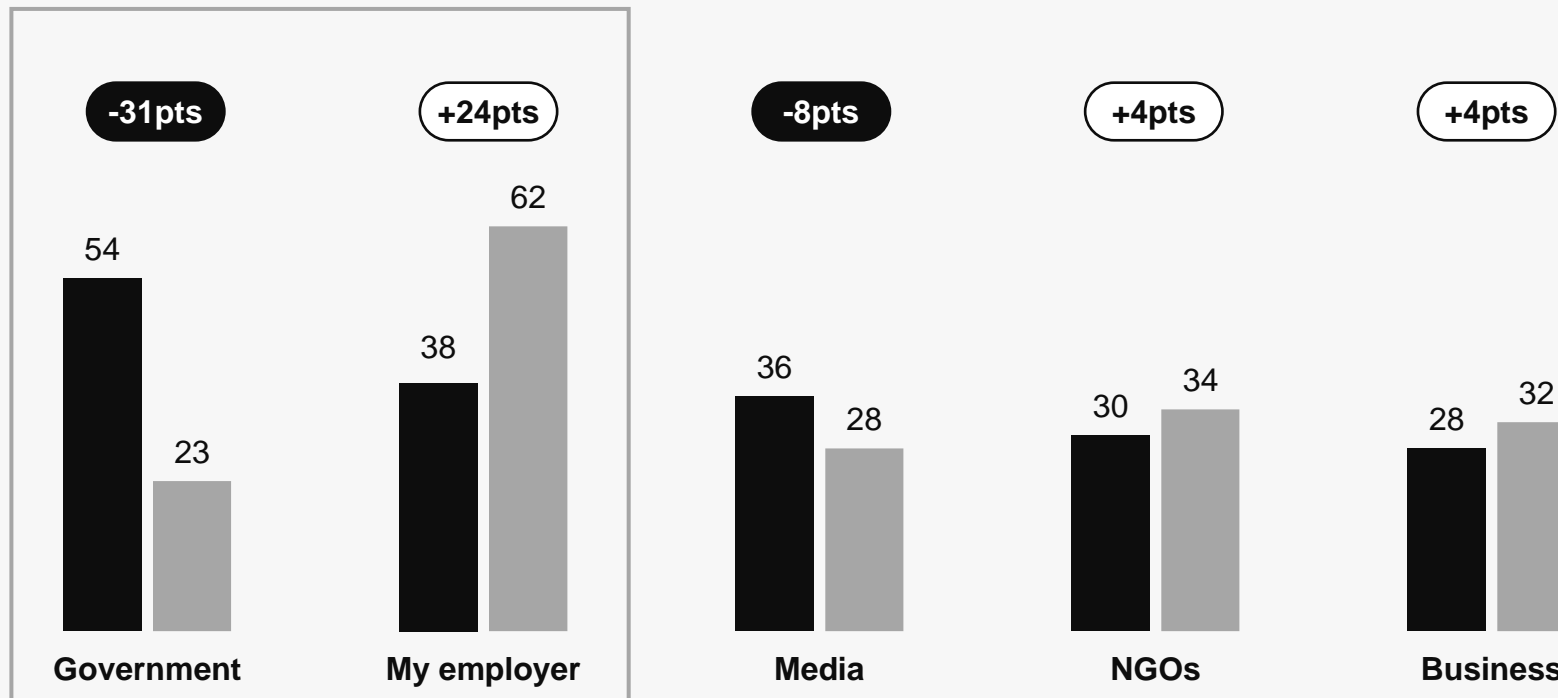


Government Fails to Meet Expectation to Lead, My Employer Exceeds

Percent in the U.S. who say, in addressing racism in this country...

■ I expect this institution to take the lead
 ■ This institution is doing well

Gap, doing well vs expectation



2024 Edelman Trust Barometer Special Report: Business and Racial Justice. INST_LEAD. When it comes to providing solutions for, and driving positive change in, the problem of racism in this country, please indicate which, if any, of the institutions and groups of people below you feel should be taking a leading role, playing a supporting role, or not be actively engaged at all. 3-point scale; code 3, expected to lead. Question asked of half the sample. INST_PERF. How well are each of the following institutions currently doing when it comes to responding to the problem of systemic racism and racial injustice in this country? 5-point scale; codes 4-5, doing well. Question asked of half the sample. General population, U.S. "My employer" asked among those who are employed by an organization (Q43/1).



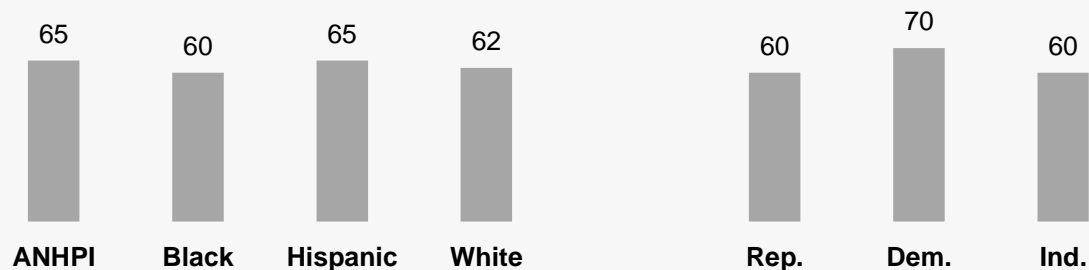
2 in 3 Say the Way Politicians Use Language Undermines Progress

Percent in the U.S. who agree

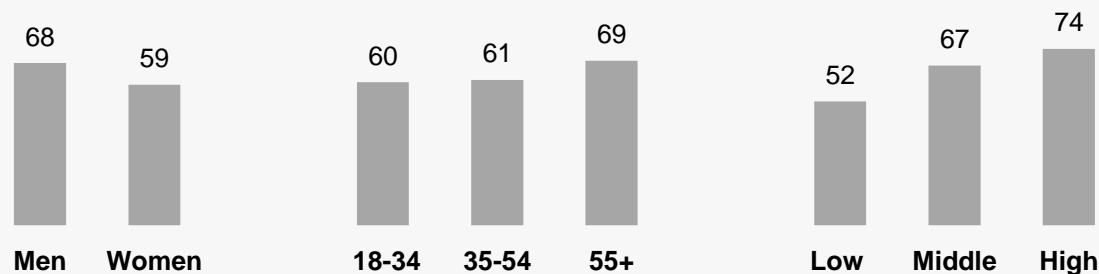
Politicians turn positive or neutral words into insults to undermine constructive discussions about racism

64%

Communities* | Political affiliation



Gender | Age | Income

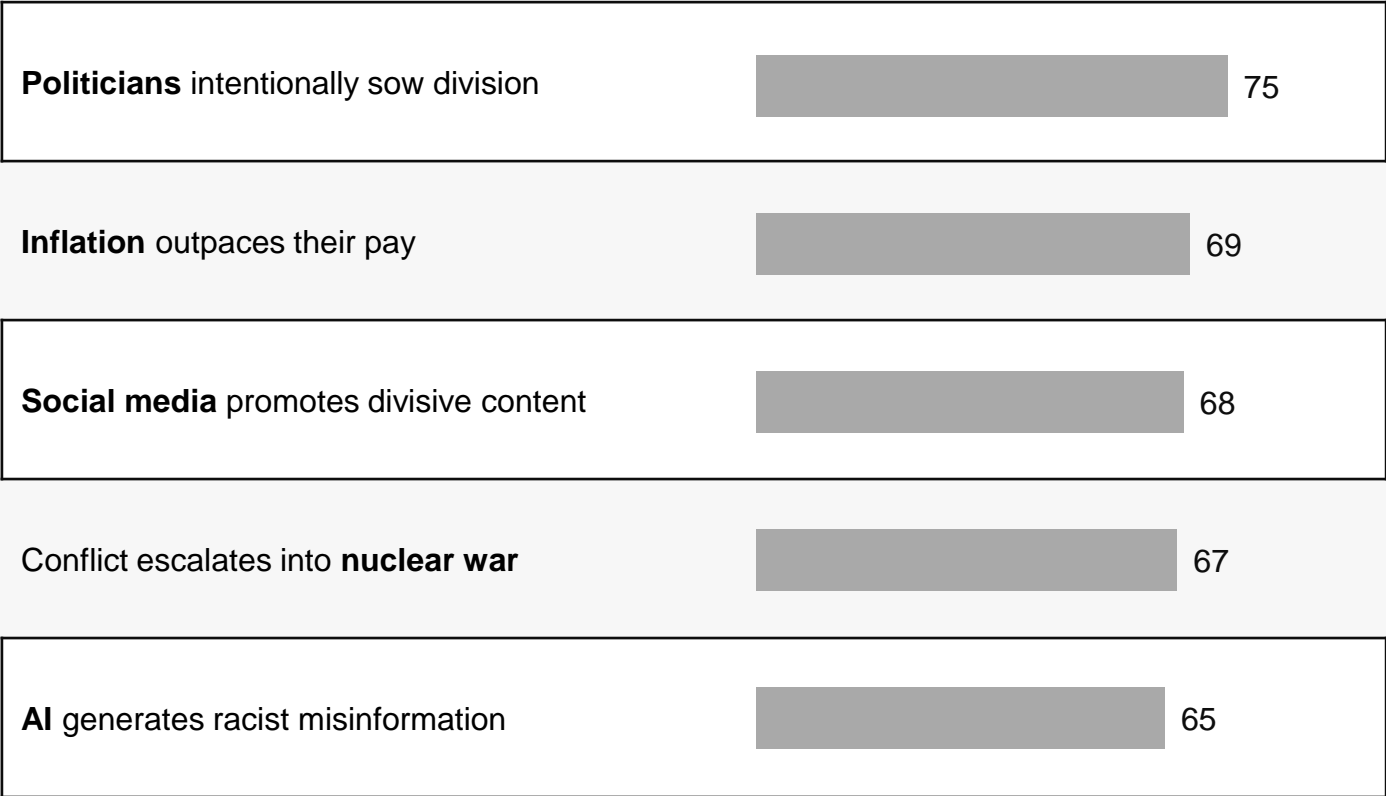


2024 Edelman Trust Barometer Special Report: Business and Racial Justice. RAC_AWR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, U.S., and by demographics, and by non-Hispanic ANHPI, non-Hispanic Black, Hispanic, and non-Hispanic White populations. *Communities data reflects the racial and ethnic community sample, which is separate from the general population sample. For more details regarding the samples and demographic proportions within each, please refer to the Technical Appendix.



Major Fears: Most Worry Politicians and Technology Inflame Division

Percent in the U.S. who worry that ...



2024 Edelman Trust Barometer Special Report: Business and Racial Justice. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worried. Question asked of half the sample. General population, U.S.



Institutional Failure Felt Across Backgrounds

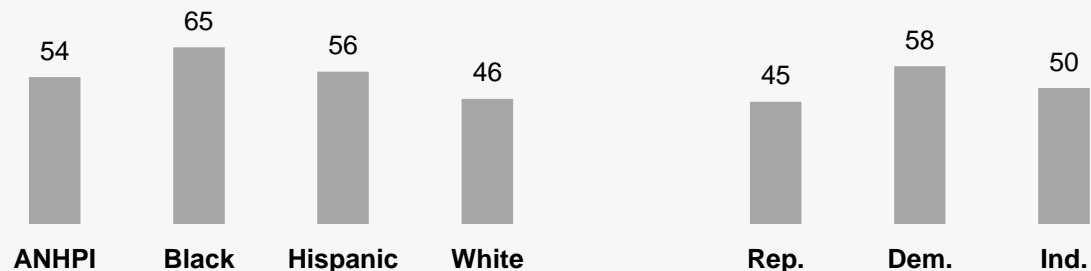
Percent in the U.S. who say

The system makes it harder for me to achieve my goals based on my **gender, political views, race, religion, and/or sexual orientation** (net)

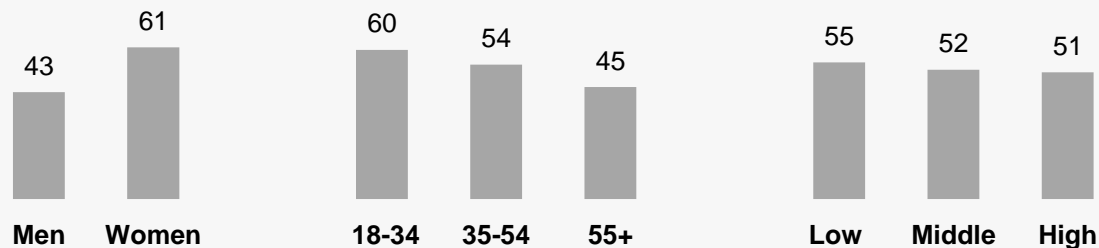
52%

Nearly 2 in 3 women, young people report systemic barriers

Communities* | Political affiliation



Gender | Age | Income



2024 Edelman Trust Barometer Special Report: Business and Racial Justice. MAIN_MARG_BRJ. Is the system in your favor, or is it against you? For each of the following aspects of your personal identity, please indicate whether you feel like the system makes it easier or harder for you to achieve your goals because of this. 3-point scale; code 1, system makes it harder. Data shown is a net of all respondents who said code 1 to at least one item (attributes 1-5). General population, U.S., and by demographics, and by non-Hispanic ANHPI, non-Hispanic Black, Hispanic, and non-Hispanic White populations. *Communities data reflects the racial and ethnic community sample, which is separate from the general population sample. For more details regarding the samples and demographic proportions within each, please refer to the Technical Appendix.



Since 2020, Business Does Worse Job of Connecting With People

Percent in the U.S. who say

— 0 + Significant change

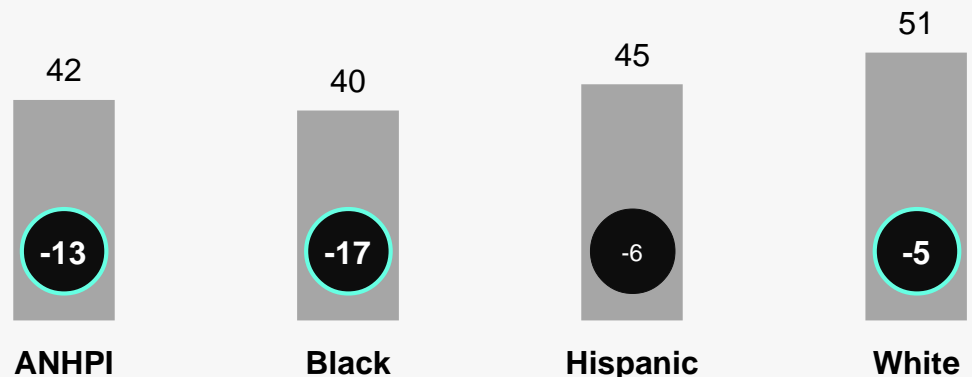
I believe businesses serve the interests of my racial community well

47%

-8 pts

Change, June 2020 to July 2024

Double-digit declines among Asian and Black communities

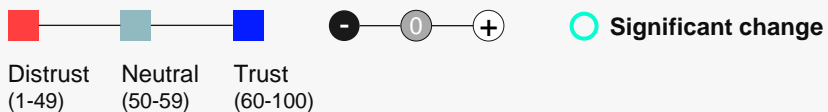


2024 Edelman Trust Barometer Special Report: Business and Racial Justice. Q5. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, U.S., and by non-Hispanic ANHPI, non-Hispanic Black, Hispanic, and non-Hispanic White populations. Communities data reflects the racial and ethnic community sample, which is separate from the general population sample. For more details regarding the samples and demographic proportions within each, please refer to the Technical Appendix. Year-to-year changes were tested for significance using a t-test set at the 95%+ confidence level.

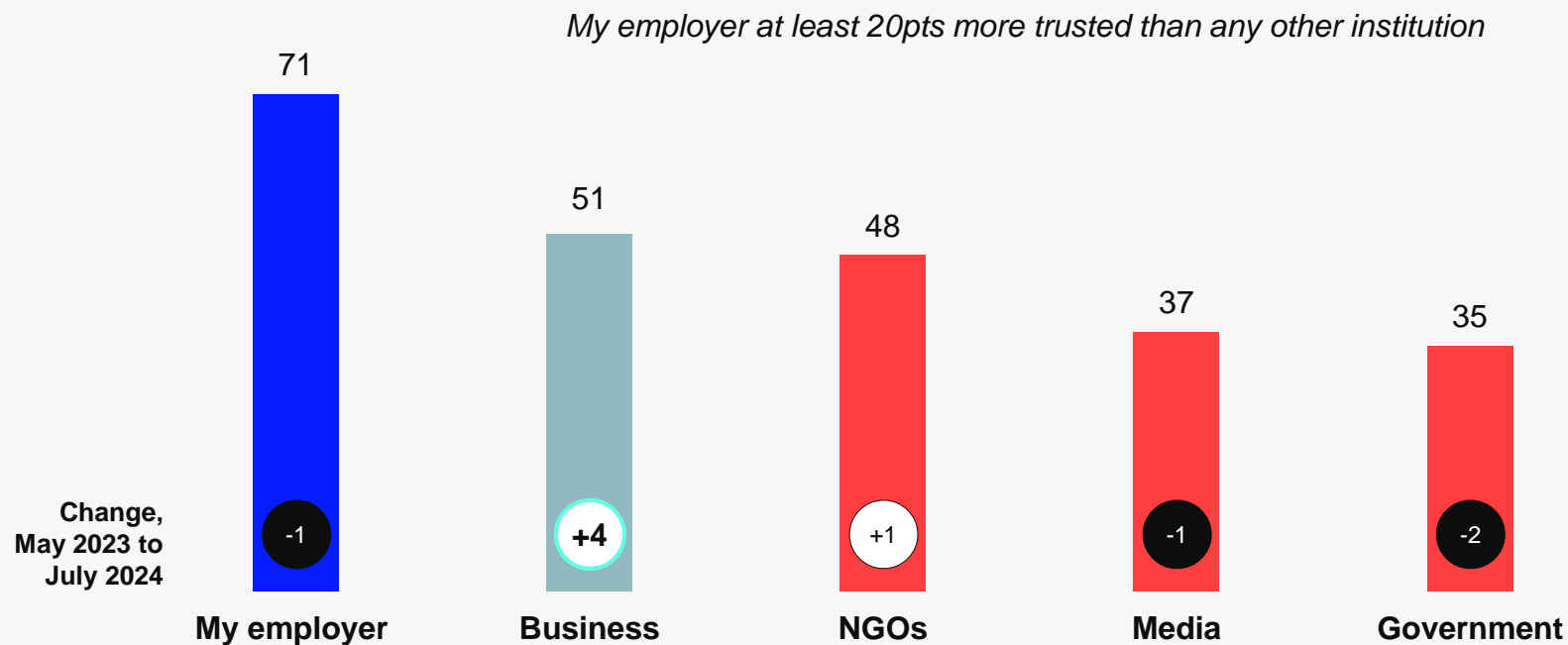


Only My Employer Trusted to Address Racism in U.S.

Percent trust, in the U.S.



I trust each to do what is right when it comes to responding to systemic racism and racial injustice in this country



2024 Edelman Trust Barometer Special Report: Business and Racial Justice. Q7A. For each of the institutions and groups of people listed below, please indicate how much you trust them to do what is right when it comes to responding to the problem of systemic racism and racial injustice in this country. 9-point scale; top 4 box, trust. General population, U.S. "Your employer" only shown to those who are an employee of an organization (Q43/1). Year-to-year changes were tested for significance using a t-test set at the 95%+ confidence level.



Recommit, Don't Retreat

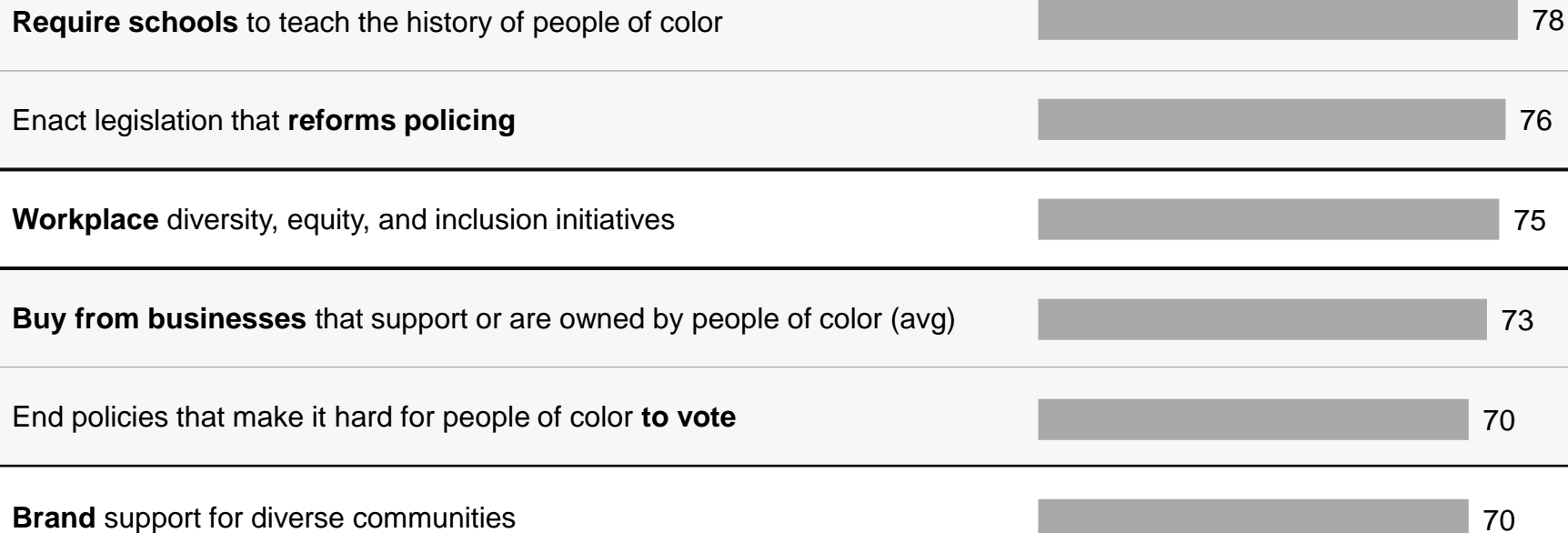


Workplaces Initiatives and Brand Actions Among Top Methods to Address Racism

Percent in the U.S. who say

This is an **effective way** to address racism

Top 6 of 15

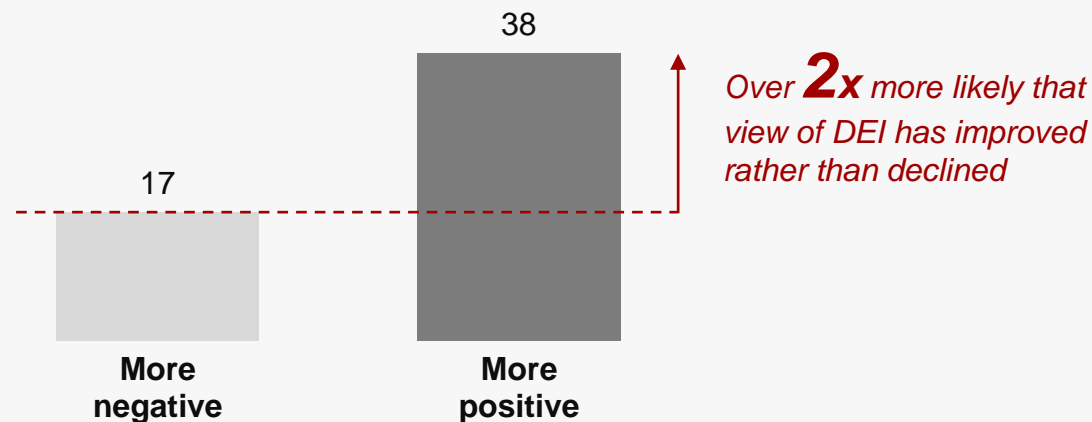


DEI Programs More Welcome Today, Not Less

Percent in the U.S. who say

In the past 3-5 years,

My feelings about formal diversity, equity, and inclusion programs in the workplace **have become...**

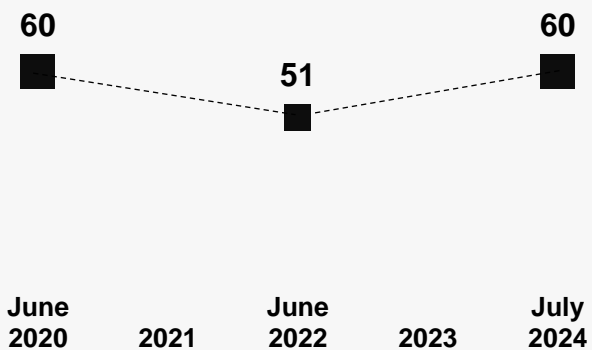


Employee Demand for Diversity Programs Back to a 2020 High

Percent in the U.S. who agree

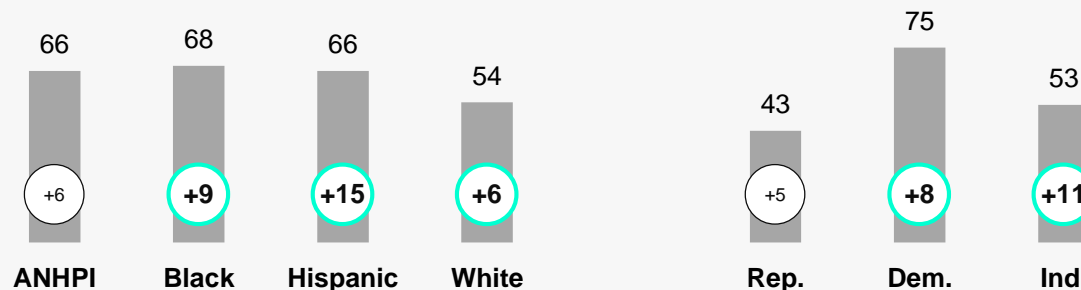
○ Significant change

An inclusive work culture with a well-supported diversity program is critical to attracting and retaining me as an employee

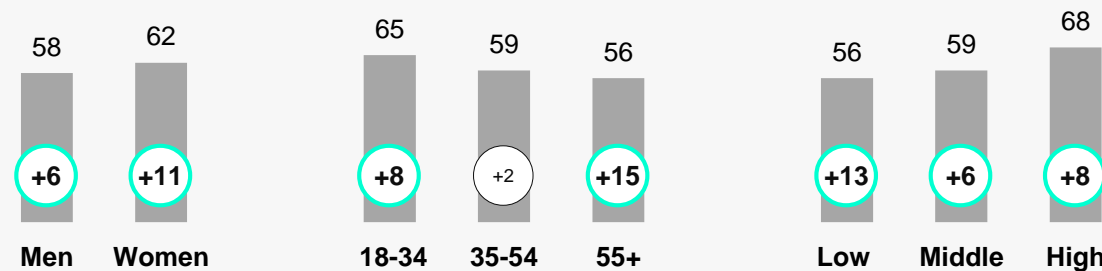


+9 pts
Change, June 2022 to July 2024

Communities* | Political affiliation



Gender | Age | Income



2024 Edelman Trust Barometer Special Report: Business and Racial Justice. Q23. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, U.S., and by demographics, and by non-Hispanic ANHPI, non-Hispanic Black, Hispanic, and non-Hispanic White populations. *Communities data reflects the racial and ethnic community sample, which is separate from the general population sample. For more details regarding the samples and demographic proportions within each, please refer to the Technical Appendix. Year-to-year changes were tested for significance using a t-test set at the 95%+ confidence level.

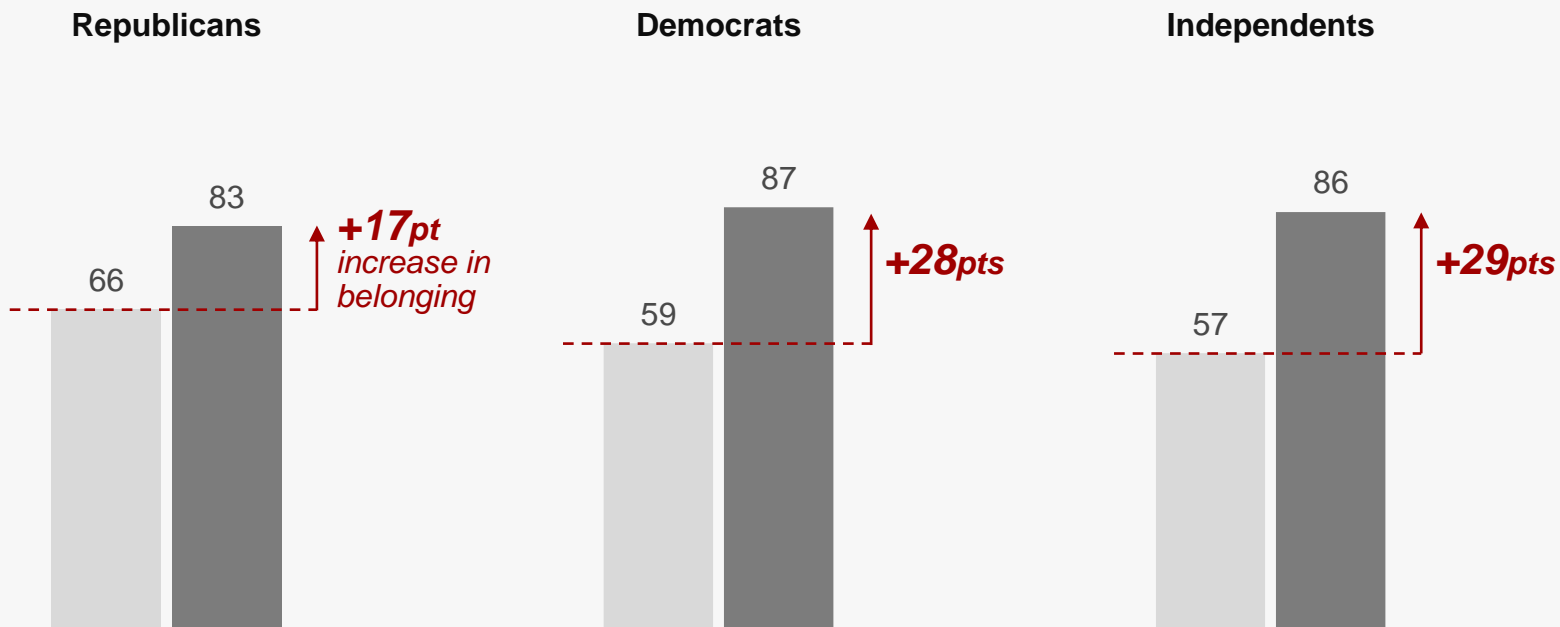


Across Political Lines, More DEI Initiatives Foster Increased Belonging

Percent of employees in the U.S. who feel they **fit in** and are part of a community at work (avg)

Among those who say their employer has

Fewer DEI initiatives (0-7)
 More DEI initiatives (8-16)



2024 Edelman Trust Barometer Special Report: Business and Racial Justice. EMP_ENG. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. Question only shown to those who are employed by an organization (Q43/1). Data shown is an average of attributes 32 and 35. General population, U.S., by political affiliation, among those who say their employer has fewer DEI initiatives (DEI_MAT/code 1, yes, at up to 7 items) or many DEI initiatives (DEI_MAT/code 1, yes, at 8 or more items). For more details on this analysis, please see the Technical Appendix.

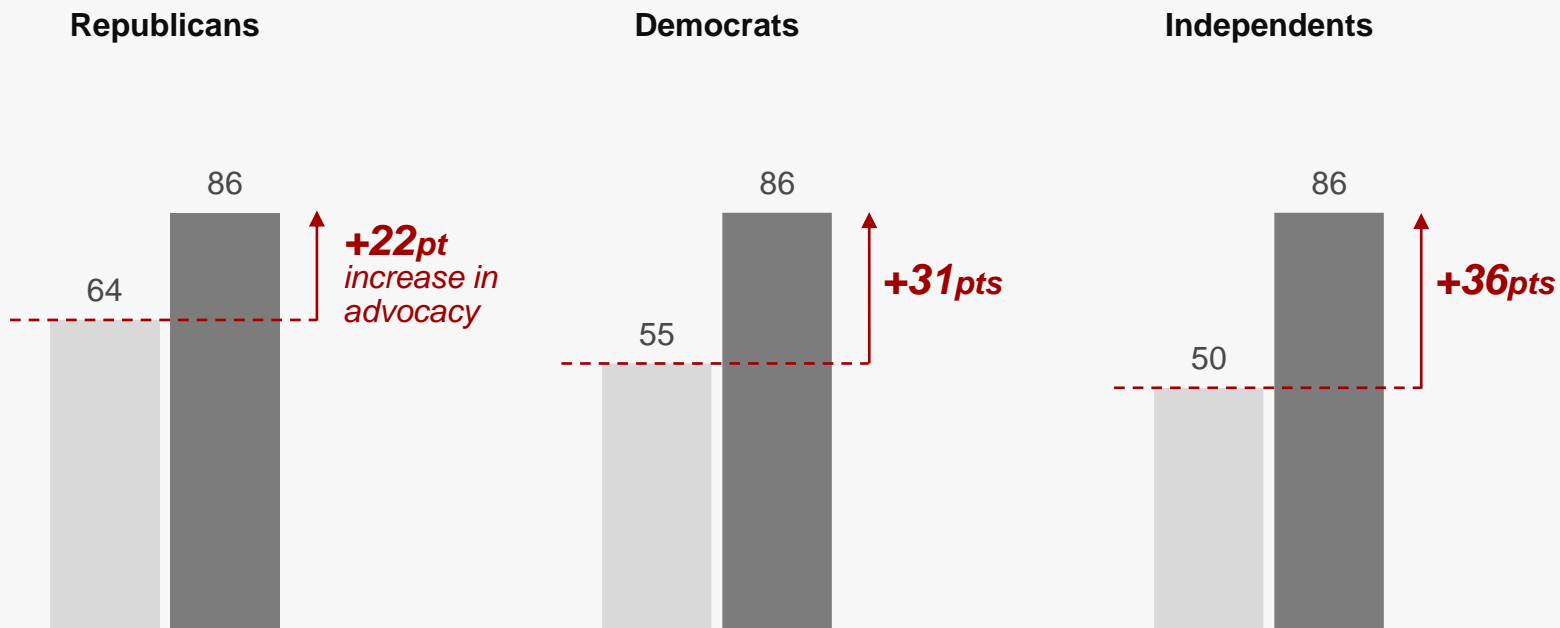


Across Political Lines, More DEI Initiatives Lead to Increased Advocacy

Percent of employees in the U.S. who would **recommend** their organization as an employer

Among those who say their employer has

Fewer DEI initiatives (0-7) **More** DEI initiatives (8-16)



2024 Edelman Trust Barometer Special Report: Business and Racial Justice. EMP_ENG. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. Question only shown to those who are employed by an organization (Q43/1). General population, U.S., by political affiliation, among those who say their employer has fewer DEI initiatives (DEI_MAT/code 1, yes, at up to 7 items) or many DEI initiatives (DEI_MAT/code 1, yes, at 8 or more items). For more details on this analysis, please see the Technical Appendix.



Brand Trust at Stake



Diverse Workforces Better Connect with Customers and Communities

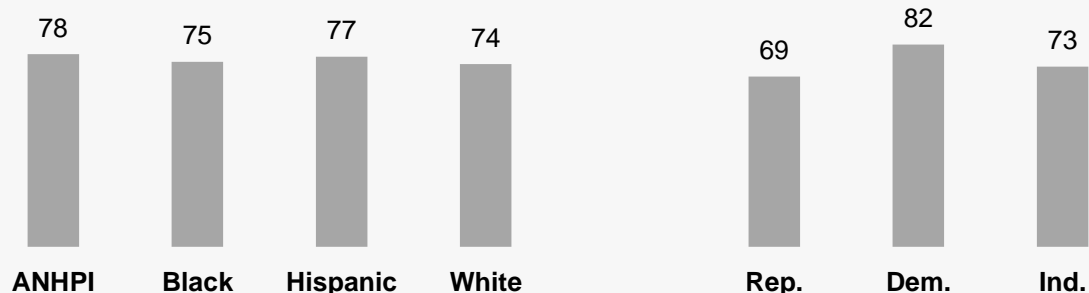
Percent in the U.S. who say

When organizations have diverse workforces, they **better connect with the public** (net):

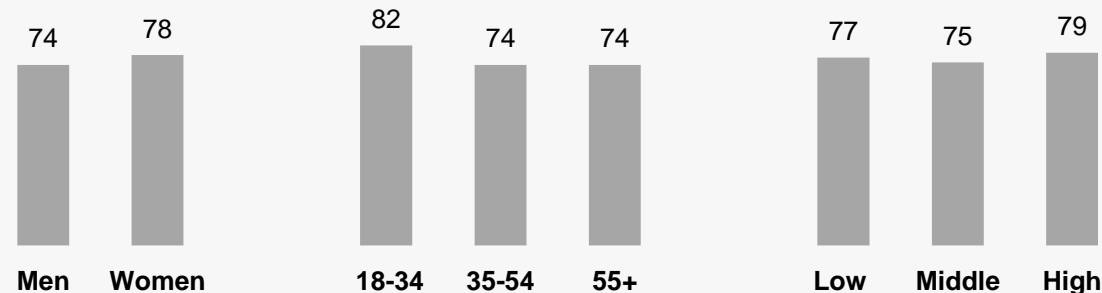
- *Build trust with community and customers*
- *Products appeal to diverse customers*
- *Less likely to make decisions that worsen racial injustice*

76%

Communities* | Political affiliation



Gender | Age | Income



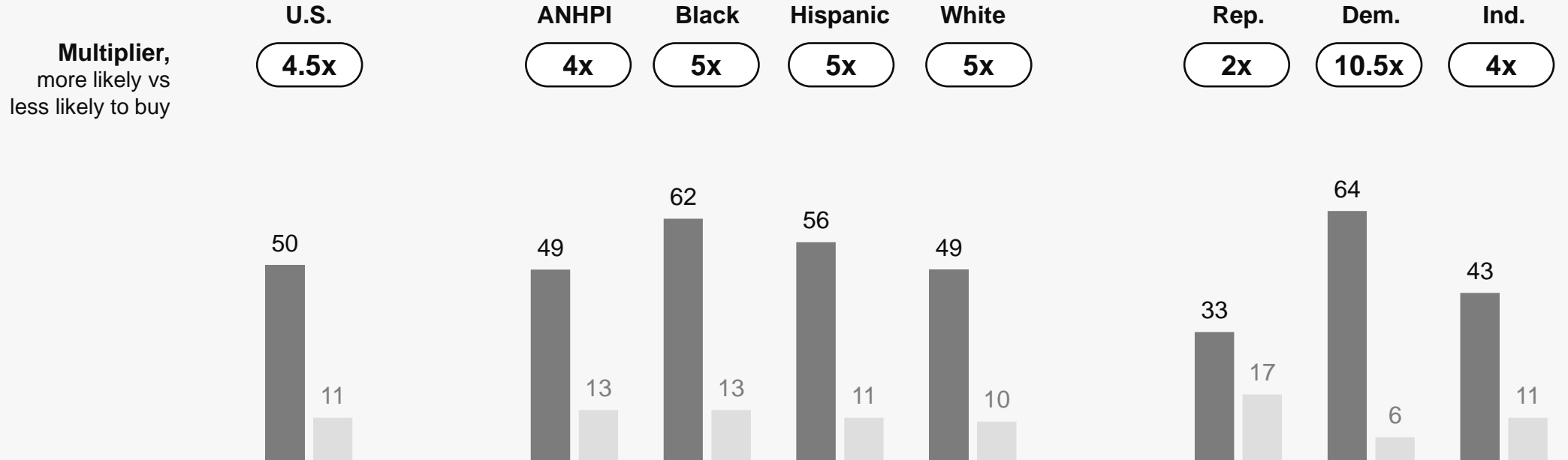
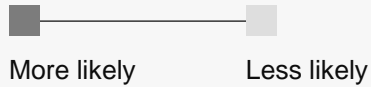
2024 Edelman Trust Barometer Special Report: Business and Racial Justice. DIV_BENE. In many organizations, the workforce is made up of employees who come from a diverse range of backgrounds, genders, physical abilities, and sexual orientations. In what ways, if any, do you feel organizations benefit from having a diverse workforce? Select all that apply. Data shown is a net of items 5, 6, 9, and 10. General population, U.S., and by demographics, and by non-Hispanic ANHPI, non-Hispanic Black, Hispanic, and non-Hispanic White populations. *Communities data reflects the racial and ethnic community sample, which is separate from the general population sample. For more details regarding the samples and demographic proportions within each, please refer to the Technical Appendix.



Brands That Address Systemic Racism Resonate With Consumers

Percent in the U.S. who say

I am **more likely**, not less, to buy brands that commit to **ending racism and racial inequality**



2024 Edelman Trust Barometer Special Report: Brands and Politics. RISK. If a brand were to publicly support and demonstrate a commitment to each of the following, how would that impact your likelihood of buying or using that brand? 4-point scale; code 4, more likely; codes 1-2, less likely. Multipliers are rounded to the nearest 0.5. Question asked of half the sample. General population, U.S. (base: n1,001), and by political affiliation; and by non-Hispanic ANHPI (base: n425), non-Hispanic Black (base: n549), Hispanic (base: n442), and non-Hispanic White (base: n619) populations. Data collected between April 13 – April 24, 2024.



Consumers Will Rally For Brands That Address Systemic Racism

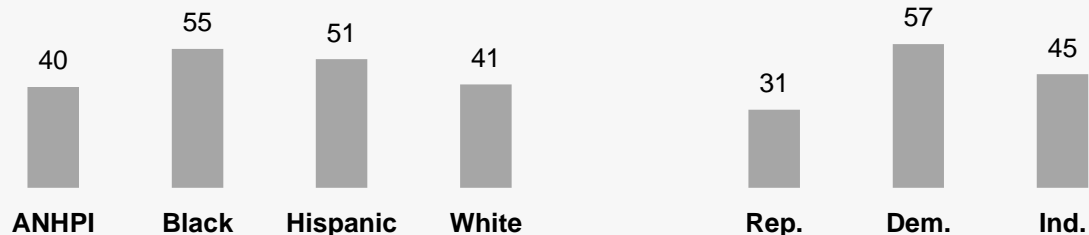
Percent in the U.S. who say

I will stay loyal on behalf of a brand that is meaningfully addressing racism vs one that is not (net):

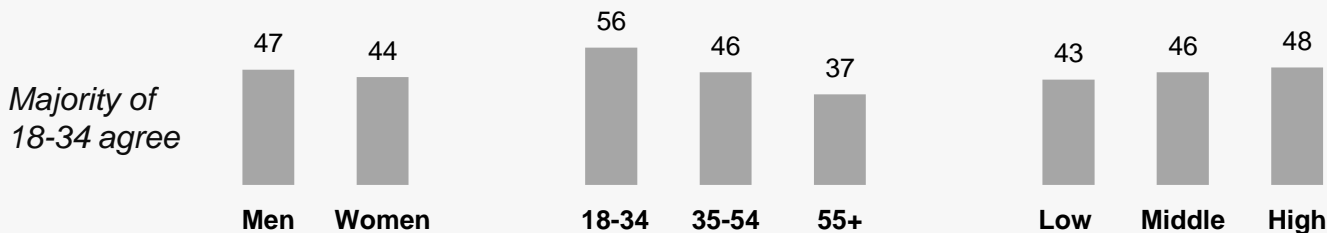
- Do not shop around for other brands
- Even if it raises its prices
- Even if others accuse it of wrongdoing

46%

Communities* | Political affiliation



Gender | Age | Income

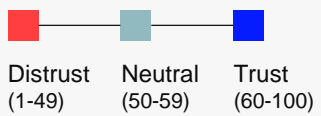


2024 Edelman Trust Barometer Special Report: Business and Racial Justice. BRD_KPI_RAC. What would you be more willing to do on behalf of a brand that was taking meaningful action to combat systemic racism and racial inequity versus one that was not taking any actions at all to combat racism? Select all that apply. Question asked of half the sample. Data is a net of attributes 2, 6, and 7. General population, U.S., and by demographics, and by non-Hispanic ANHPI, non-Hispanic Black, Hispanic, and non-Hispanic White populations. *Communities data reflects the racial and ethnic community sample, which is separate from the general population sample. For more details regarding the samples and demographic proportions within each, please refer to the Technical Appendix.

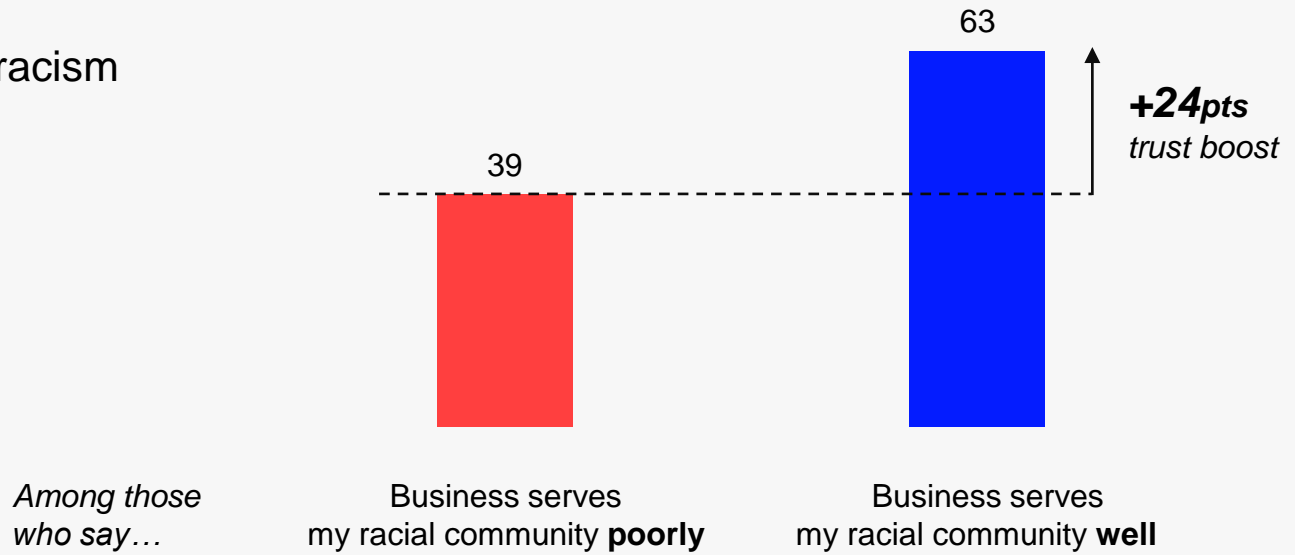


When Companies Elevate Diverse Communities, They Are More Trusted on Racial Justice

Percent in the U.S. who say



I trust business to do what is right
when it comes to responding to systemic racism



2024 Edelman Trust Barometer Special Report: Business and Racial Justice. Q7A. For each of the institutions and groups of people listed below, please indicate how much you trust them to do what is right when it comes to responding to the problem of systemic racism and racial injustice in this country. 9-point scale; top 4 box, trust. General population, U.S., among those who agree businesses in general serve the needs and interests of their racial community well (Q5r8/6-9) and those who disagree that businesses in general serve the needs and interests of their racial community well (Q5r8/1-4).



Answer the Call



When DEI Programs Are Criticized: Defend the Work, Invite the Conversation

Percent in the U.S. who say

When DEI initiatives are attacked internally or externally, **companies should address the criticism** (net)

76%

Top actions:

- #1 **Demonstrate** positive impacts
- #2 Consider **incorporating critiques**
- #3 **Defend** itself by using facts
- #4 Invite meaningful **dialogue**
- #5 Encourage **employees** to speak up
- #6 Call critics' **motives** into question
- #7 Encourage **customers** to speak up
- #8 Take **legal** action



To Gain Support: Show Business Results

— 0 —+ Significant change

Which do you agree with more?

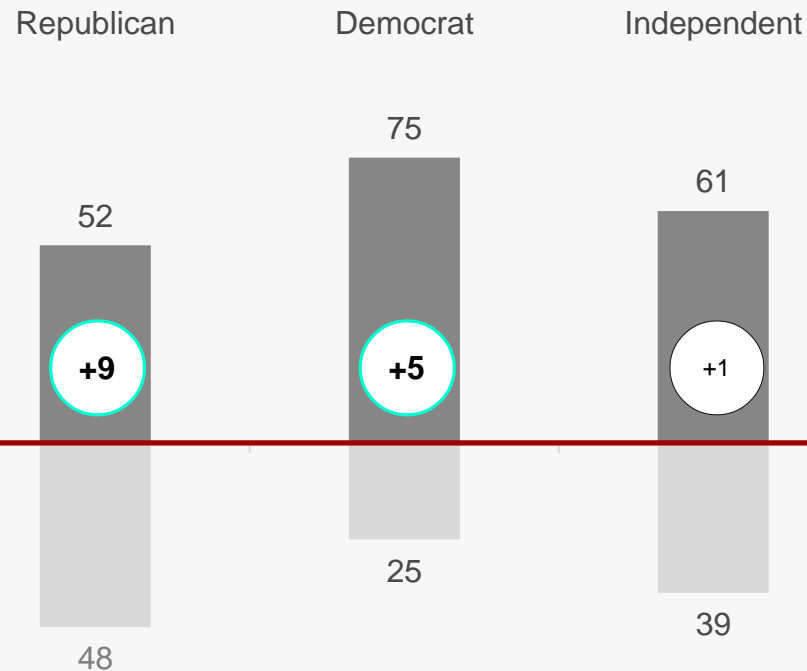
Organizations leverage DEI initiatives to improve **business outcomes**

--- or ---

Organizations leverage DEI initiatives to push a **political agenda**

64%

+4 pts
Change, May 2023 to July 2024



To Show You're Authentic: Invite Input from Across the Organization

Percent in the U.S. who say

I would believe a company's diversity, equity, and inclusion initiatives are sincere and authentic if they...

Top 5 of 10

Let people **voice concerns** about them 44

Show they **align to a set of values** 38

Let people **contribute to their development** 38

Correct **DEI misinformation** 36

Collaborate with experts to develop them 36

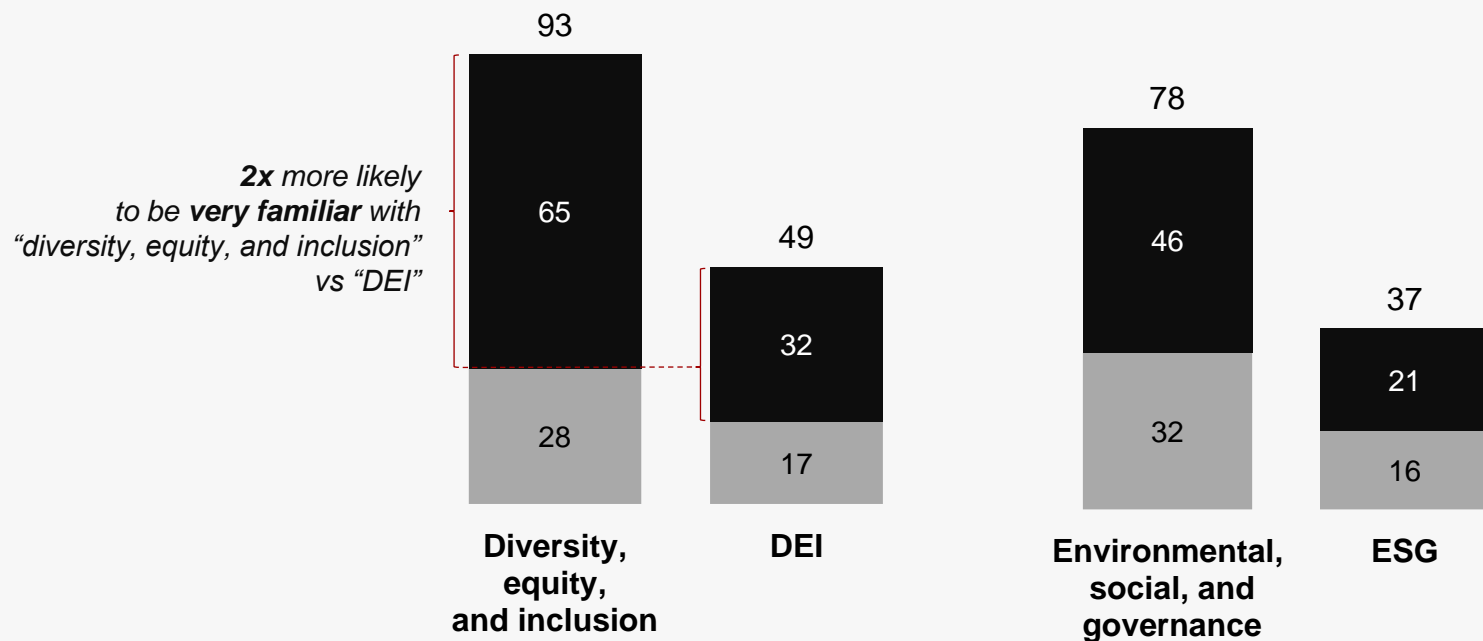


To Establish Common Understanding: Use Plain Language, Not Jargon

Percent in the U.S. who say

I am **familiar** with each term

- Very/extremely familiar
- Somewhat familiar



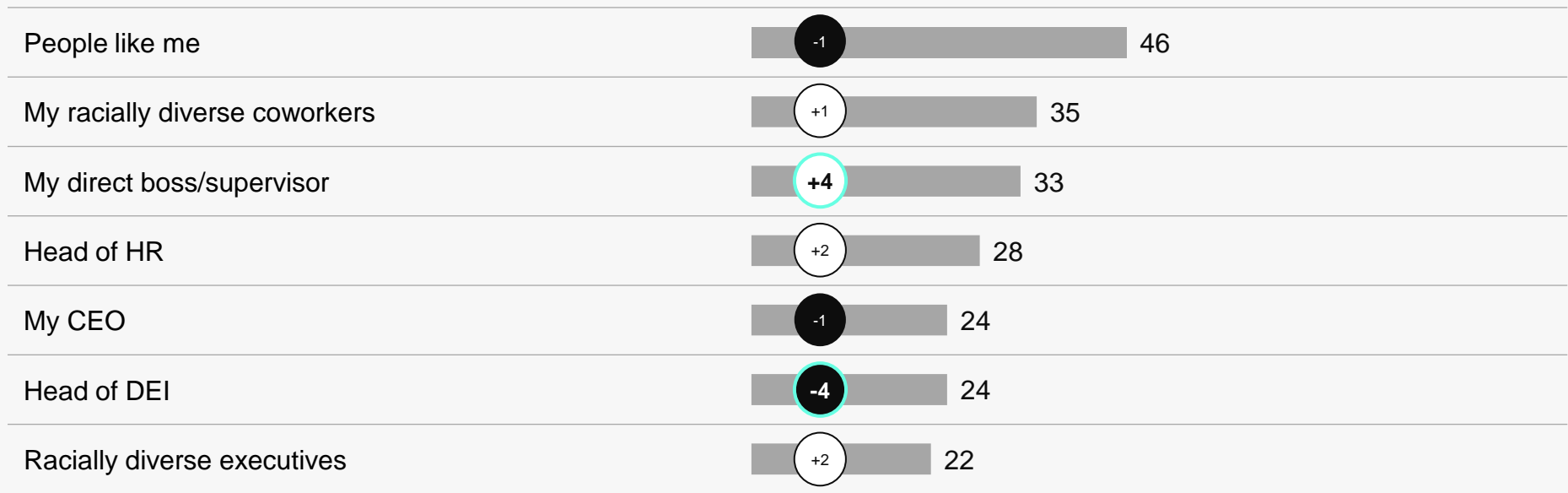
To Build Trust: Communicate Through Colleagues, Not Just Executives

Percent of employees in the U.S. who say

● ○ + Change, May 2023 to July 2024 ○ Significant change

I trust each to tell the truth about racism, diversity, equity and inclusion matters **within my organization**

Top 7 of 9



Peers more trusted to tell the truth on racism at work than organizational leaders

2024 Edelman Trust Barometer Special Report: Business and Racial Justice. VOICES. Which of the following people do you trust to tell you the truth about racism, diversity, equity and inclusion matters within the organization you work for? Select all that apply. Question only shown to those who are employed by an organization (Q43/1). Top 7 of 9 items are shown in rank order with rank broken by decimal. General population, U.S. Year-to-year changes were tested for significance using a t-test set at the 95%+ confidence level.

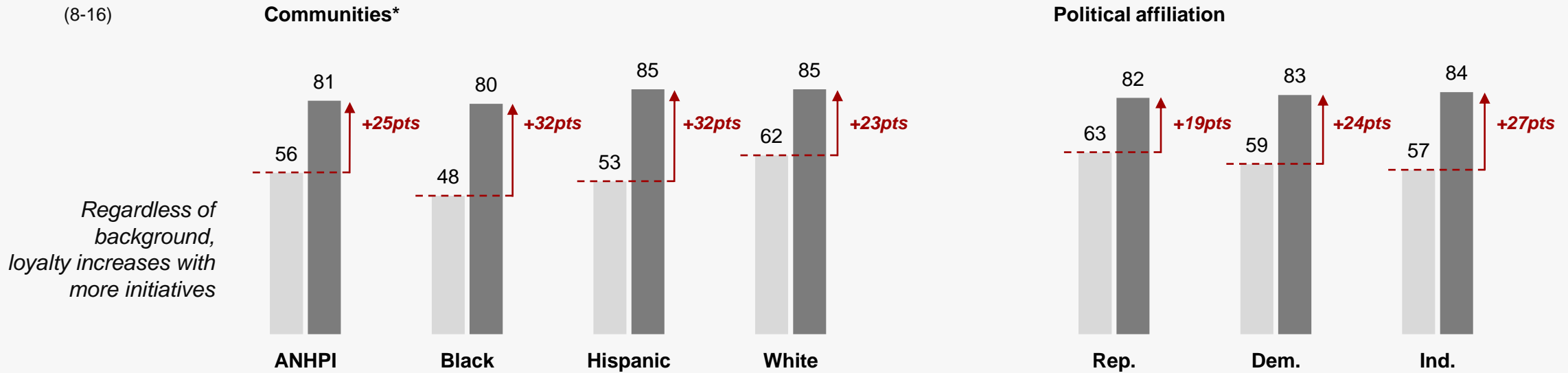


To Earn Long-Term Employee Loyalty: Invest in DEI

Percent of employees in the U.S. who want to **stay working for their organization for many years**

Among those who say their employer has

Fewer DEI initiatives (0-7) **More** DEI initiatives (8-16)



2024 Edelman Trust Barometer Special Report: Business and Racial Justice. EMP_ENG. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. Question only shown to those who are employed by an organization (Q43/1). General population, U.S., by political affiliation and by non-Hispanic ANHPI, non-Hispanic Black, Hispanic, and non-Hispanic White populations, among those who say their employer has fewer DEI initiatives (DEL_MAT/code 1, yes, at up to 7 items) or many DEI initiatives (DEL_MAT/code 1, yes, at 8 or more items). For more details on this analysis, please see the Technical Appendix. *Communities data reflects the racial and ethnic community sample, which is separate from the general population sample. For more details regarding the samples and demographic proportions within each, please refer to the Technical Appendix.



Special Report: Business and Racial Justice

Lead with Confidence, Courage, and Clarity

1

Trust is local

My employer is more trusted than other institutions on racism. Colleagues are more trusted than executives to tell the truth at work. Build from this foundation of local trust to create lasting change.

2

Invest in and involve your people

DEI programs benefit employees across all backgrounds. Create systems and processes to invite concerns into the conversation.

3

Reflect and reach the community

Trust is built when brands elevate the communities they serve. Representation yields business impact.

4

Stay the course

Loyalty to employers increases with a robust DEI infrastructure. Among employees and the public, there's demand to follow through on commitments.



Supplemental Data



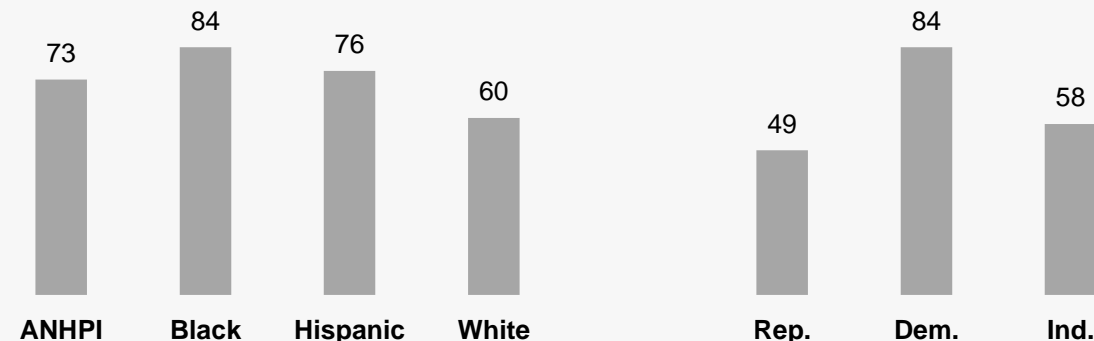
Widespread Concern About Systemic Racism Persists

Percent in the U.S. who agree

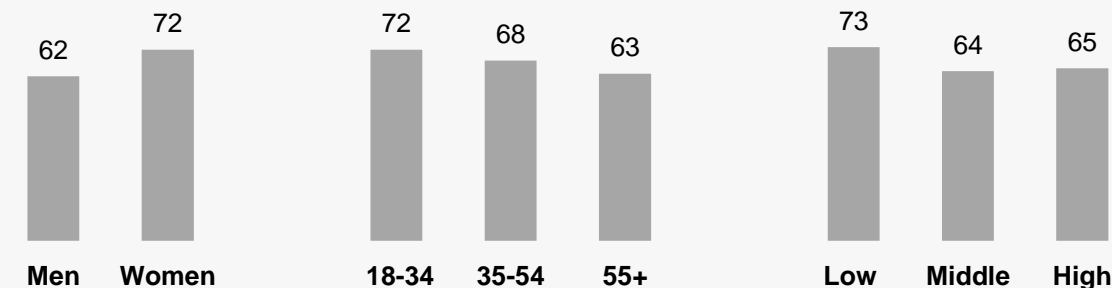
I am concerned about **systemic racism and racial injustice in this country**

67%

Communities* | Political affiliation



Gender | Age | Income



2024 Edelman Trust Barometer Special Report: Business and Racial Justice. Q1. How concerned are you about systemic racism and racial injustice in this country? 7-point scale; top 3 box, concerned. General population, U.S., and by demographics, and by non-Hispanic ANHPI, non-Hispanic Black, Hispanic, and non-Hispanic White populations. *Communities data reflects the racial and ethnic community sample, which is separate from the general population sample. For more details regarding the samples and demographic proportions within each, please refer to the Technical Appendix.

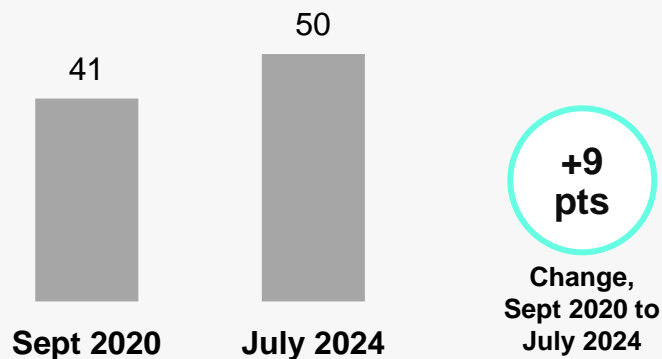


Since 2020, Personal Experiences of Racism Have Grown

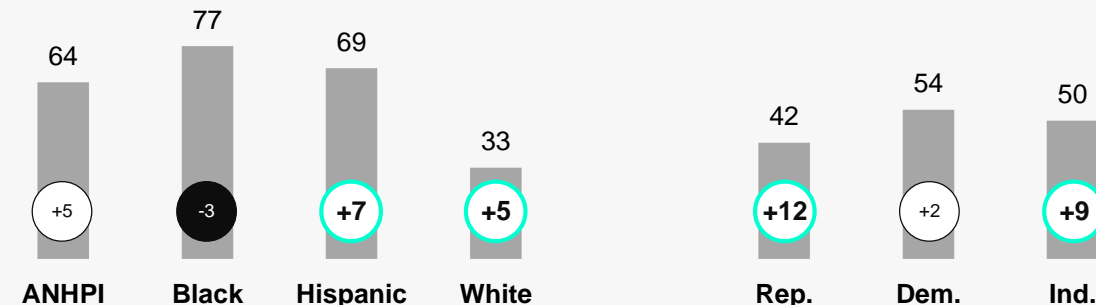
Percent in the U.S. who say

● 0 ● + ○ Significant change

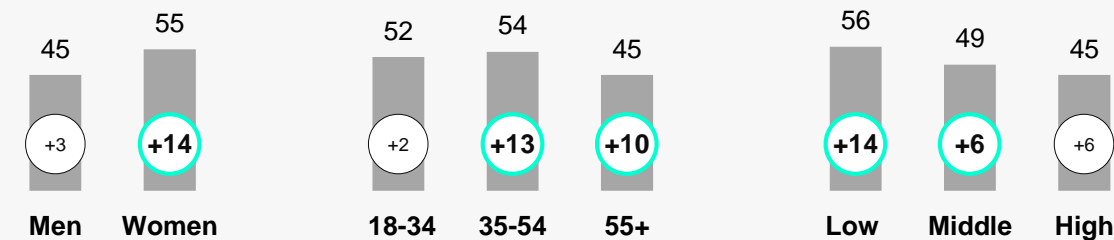
I or someone in my family have experienced racism (net)



Communities* | Political affiliation



Gender | Age | Income



2024 Edelman Trust Barometer Special Report: Business and Racial Justice. Q8. Have you personally, or someone in your family, ever experienced racism? Q9. Have you personally, or someone in your family, ever experienced racism in the workplace? Data shown is a net of Q8/code 1, yes, and Q9/code 1, yes. General population, U.S., and by demographics, and by non-Hispanic ANHPI, non-Hispanic Black, Hispanic, and non-Hispanic White populations. *Communities data reflects the racial and ethnic community sample, which is separate from the general population sample. For more details regarding the samples and demographic proportions within each, please refer to the Technical Appendix. Year-to-year changes were tested for significance using a t-test set at the 95%+ confidence level.



Major Fears: Most Worry Politicians and Technology Inflame Division

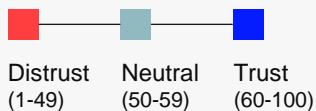
Percent who worry that...

	U.S.	ANHPI	Black	Hispanic	White	Republican	Democrat	Independent
Politicians intentionally sow division	75	77	68	74	75	73	80	73
Inflation outpaces their pay	69	70	65	76	68	71	69	67
Social media promotes divisive content	68	69	58	69	69	68	72	69
Conflict escalates into nuclear war	67	70	61	72	66	65	72	63
AI generates racist misinformation	65	64	65	65	66	59	71	66



Only My Employer Trusted to Address Racism in U.S.

Percent trust



I trust each to do what is right
when it comes to responding to systemic racism and racial injustice in this country

Significant change*
+/- May 2023 to July 2024

	U.S.		ANHPI		Black		Hispanic		White	
	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
Your employer (<i>among employees</i>)	71	-1	74	+6	71	+9*	69	-3	75	-2
Business	51	+4*	52	+5	48	+2	51	-1	52	+4
NGOs	48	+1	54	-2	46	+1	53	+3	45	-2
Media	37	-1	41	+2	42	+4	40	-3	35	-2
Government	35	-2	46	+4	39	+2	40	-2	32	-4*

2024 Edelman Trust Barometer Special Report: Business and Racial Justice. Q7A. For each of the institutions and groups of people listed below, please indicate how much you trust them to do what is right when it comes to responding to the problem of systemic racism and racial injustice in this country. 9-point scale; top 4 box, trust. General population, U.S., and by non-Hispanic ANHPI, non-Hispanic Black, Hispanic, and non-Hispanic White populations. Communities data reflects the racial and ethnic community sample, which is separate from the general population sample. For more details regarding the samples and demographic proportions within each, please refer to the Technical Appendix. "Your employer" only shown to those who are an employee of an organization (Q43/1). Year-to-year changes were tested for significance using a t-test set at the 95%+ confidence level.



Workplaces Initiatives and Brand Actions Among Top Methods to Address Racism

Percent who say

This is an **effective way** to address racism

<i>Top 6 of 15</i>	U.S.	ANHPI	Black	Hispanic	White	Republican	Democrat	Independent
Require schools to teach the history of people of color	78	81	80	82	76	67	87	77
Enact legislation that reforms policing	76	76	80	79	72	66	85	74
Workplace diversity, equity, and inclusion initiatives	75	79	81	79	71	64	87	68
Buy from businesses that support or are owned by people of color (avg)	73	71	80	79	69	61	85	69
End policies that make it hard for people of color to vote	70	71	76	75	66	52	82	70
Brand support for diverse communities	70	75	76	80	65	57	81	67

2024 Edelman Trust Barometer Special Report: Business and Racial Justice. EQAL_SLIDE. There are many measures that can be used to address racism and historical racial injustices against people of color. We want to know whether you feel various measures to address racism are generally effective or not. 5-point scale; codes 3-5, somewhat effective or more. Question asked of half the sample. Top 6 of 15 items are shown in rank order with rank broken by decimal. "Buy from businesses that support or are owned by people of color" is an average of attributes 10 and 17. General population, U.S., and by political affiliation and by non-Hispanic ANHPI, non-Hispanic Black, Hispanic, and non-Hispanic White populations. Communities data reflects the racial and ethnic community sample, which is separate from the general population sample. For more details regarding the samples and demographic proportions within each, please refer to the Technical Appendix.



To Show You're Authentic: Invite Input from Across the Organization

Percent who say

I would believe a company's diversity, equity, and inclusion initiatives are sincere and authentic if they...

<i>Top 5 of 10</i>	U.S.	ANHPI	Black	Hispanic	White	Republican	Democrat	Independent
Let people voice concerns about them	44	45	45	43	44	32	51	44
Show they align to a set of values	38	36	40	35	36	28	45	38
Let people contribute to their development	38	37	39	39	36	29	44	35
Correct DEI misinformation	36	37	40	36	34	29	42	34
Collaborate with experts to develop them	36	34	41	38	36	24	45	36



To Build Trust: Communicate Through Colleagues, Not Just Executives

Percent of employees who say

I trust each to tell the truth about racism, diversity, equity and inclusion matters **within my organization**

	Significant change* +/- May 2023 to July 2024															
	U.S.		ANHPI		Black		Hispanic		White		Republican		Democrat		Independent	
<i>Top 7 of 9</i>	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-	%	+/-
People like me	46	-1	46	-2	53	+4	51	+6	46	+2	51	+8	46	-3	45	-4
My racially diverse co-workers	35	+1	33	-6	36	+1	36	+4	38	+5	33	+5	36	0	34	-2
My direct boss/supervisor	33	+4*	29	+2	29	+7	31	+5	35	+5	37	+12*	31	0	35	+7
Head of HR	28	+2	24	-8*	26	+5	31	+4	27	0	30	+4	29	+2	22	-2
My CEO	24	-1	22	-1	20	+1	24	0	26	-1	29	+8	26	-3	19	-2
Head of DEI	24	-4*	21	-9*	22	-3	26	-2	25	-2	25	+2	26	-10*	17	-2
Racially diverse executives	22	+2	20	+1	23	+9*	22	+2	21	0	23	+6	24	+1	18	-1

2024 Edelman Trust Barometer Special Report: Business and Racial Justice. VOICES. Which of the following people do you trust to tell you the truth about racism, diversity, equity and inclusion matters within the organization you work for? Select all that apply. Question only shown to those who are employed by an organization (Q43/1). Top 7 of 9 sources are shown in rank order with rank broken by decimal. General population, U.S., and by political affiliation and by non-Hispanic ANHPI, non-Hispanic Black, Hispanic, and non-Hispanic White populations. Communities data reflects the racial and ethnic community sample, which is separate from the general population sample. For more details regarding the samples and demographic proportions within each, please refer to the Technical Appendix. Year-to-year changes were tested for significance using a t-test set at the 95%+ confidence level.



Technical Appendix



2024 Edelman Trust Barometer Special Report: Business and Racial Justice

U.S. General Population Sample – Demographic Composition

Gender	
Men	49%
Women	50%
Other	1%
Region	
Northeast	17%
Midwest	21%
South	38%
West	24%

Age	
18-34	30%
35-54	33%
55+	38%
Race and ethnicity	
ANHPI	6%
Black	12%
Hispanic	19%
White	58%
Other	5%

Political Affiliation*	
Republican	25%
Democrat	42%
Independent	27%
Other	6%

Notes:

Percentages shown are weighted.

Percentages may not add to 100% due to rounding.

*Political affiliation is neither targeted nor weighted in the general population sample.



2024 Edelman Trust Barometer Special Report: Business and Racial Justice

U.S. Racial and Ethnic Community Sample – Demographic Composition

In addition to having a nationally representative sample of the U.S. general population, we collected a sample of 500 respondents in each of three racial and ethnic communities:

- Asian American, Native Hawaiian and Pacific Islanders (ANHPI)
- Black
- Hispanic and Latino/a/e (Hispanic)

To create the White sample group, respondents were taken from the general population sample. The ANHPI, Black, and White samples are comprised of non-Hispanic respondents.

Each community segment was weighted on gender, age, and region to be representative of that community's population.

This process ensures a robust and comparative sample across all four racial and ethnic community segments.

Due to this, the four segments combined or averaged together will not match the U.S. general population sample data reported. They should be treated as four separate audiences.

	ANHPI	Black	Hispanic	White
Sample size	n566	n777	n603	n1,144
Men	47%	47%	50%	49%
Women	53%	53%	49%	50%
18-34	31%	33%	38%	26%
35-54	38%	34%	38%	34%
55+	31%	33%	24%	40%
Northeast	20%	16%	14%	19%
Midwest	12%	18%	10%	26%
South	24%	58%	39%	35%
West	44%	9%	38%	20%

Notes:

Percentages shown are weighted.

Percentages may not add to 100% due to rounding.



2024 Edelman Trust Barometer Special Report: Business and Racial Justice

Other Referenced Editions of Special Reports on Business and Racial Justice

<i>Data label in this report:</i>		June 2020	September 2020	May 2021	June 2022	May 2023	July 2024
Report title		Special Report: Brands and Racial Justice in America	Special Report: The Fight for Racial Justice in America	Special Report: Business and Racial Justice in America	Special Report: Business and Racial Justice	Special Report: Business and Racial Justice	Special Report: Business and Racial Justice
Release date		June 2020	September 2020	May 2021	June 2022	May 2023	July 2024
Fielding dates		June 5 – June 7, 2020	August 14 – August 21, 2020	April 19 – April 26, 2021	April 19 – April 25, 2022	April 4 – April 12, 2023	May 9 – May 24, 2024
Sample size (unweighted)	General population	n2,016	n2,000	n2,000	n1,765	n2,000	n2001
	Communities	n249 ANHPI n235 Black n243 Hispanic n1,222 White	n488 ANHPI n545 Black n437 Hispanic n1,281 White	n504 ANHPI n455 Black n704 Hispanic n1,159 White	n516 ANHPI n632 Black n708 Hispanic n1,283 White	n500 ANHPI n500 Black n500 Hispanic n1,196 White	n566 ANHPI n777 Black n603 Hispanic n1,144 White



Data Analysis Explained:

Employer DEI Initiatives

Respondents who indicated they were an employee of an organization were asked to identify if each item in a list of diversity, equity, and inclusion initiatives is present at their organization or not. They were shown a list of 16 items and for each one selected either “yes, this is true of the organization I work for,” “no, this is not true of the organization I work for,” or “don’t know/not sure.”

The average number of initiatives on which a respondent responded affirmatively, indicating their organization does have the initiative, is 8.02.

For our analysis, we separated respondents by the number of initiatives they acknowledged are present at their organization:

- **Fewer** DEI initiatives (selected “yes” at 0-7 items)
- **More** DEI initiatives (selected “yes” at 8-16 items)

The average number of initiatives among respondents in the “fewer” group was 3.81. The average number among those in the “more” group was 11.84.

Initiatives, ranked by percent who said this is true of their organization (high to low)

There are outlets and resources available to employees who need to report incidents of prejudice, discrimination, or harassment that happen in the workplace

What employees get paid is in no way influenced by their gender, race, ethnicity, or religion

My organization considers diversity, equity, and inclusion to be a core value

When it comes to race, gender, and ethnicity, our executive leadership team is diverse

The organization has explicit goals around attracting and retaining talent from a range of diverse backgrounds

Leaders openly talk about and participate in diversity, equity, and inclusion conversations

The CEO has stated a commitment to fostering diversity and inclusivity

Employees are offered implicit bias trainings and education

When it comes to race, gender, and ethnicity, our board of directors is diverse

I have access to groups where I can engage with employees who share my background or experiences, such as Employee Resource Groups

There is a person or team dedicated to achieving our organization’s diversity, equity, and inclusion goals

Employees are informed about the progress made against diversity, equity, and inclusion goals

There are mentorship programs that offer support, guidance, and professional development for employees from underrepresented groups

The organization produces annual reports about the progress it is making on diversity, equity, and inclusion goals

There is a Chief Diversity, Equity, and Inclusion Officer who reports directly to the CEO

The organization conducts pay-equity audits



**Full
Question
Text**



2024 Edelman Trust Barometer Special Report: Business and Racial Justice
Full Text For Answer Choices Abbreviated

2 in 3 Say the Way Politicians Use Language Undermines Progress

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

Shortened

Full

Politicians turn positive or neutral words into insults to undermine constructive discussions about racism

Some politicians are taking positive or neutral words and turning them into insults or negatives as a way of undermining attempts to have constructive discussions about race and racism in this country



2024 Edelman Trust Barometer Special Report: Business and Racial Justice

Full Text For Answer Choices Abbreviated

Major Fears: Most Worry Politicians and Technology Inflammation Division

POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following?

Shortened	Full
Politicians intentionally sow division	Politicians intentionally trying to sow division by spreading hateful and divisive messages
Inflation outpaces my pay	Your pay increases not keeping up with the inflation rate causing you to lose ground financially
Social media promotes divisive content	Social media companies promoting content that deliberately inflames differences and division
Conflict escalates into nuclear war	International conflicts escalating into nuclear war
AI generates racist misinformation	Information generated by artificial intelligence creating and reinforcing misinformation and conspiracies related to race



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Full Text For Answer Choices Abbreviated

Since 2020, Business Does Worse Job of Connecting With People

Q5. Please indicate how much you agree or disagree with the following statements.

Shortened	Full
I believe businesses serve the interests of my racial community well	I believe that businesses in general serve the needs and interests of my racial community well



2024 Edelman Trust Barometer Special Report: Business and Racial Justice

Full Text For Answer Choices Abbreviated

Workplaces Initiatives and Brand Actions Among Top Methods to Address Racism

EQAL_SLIDE. There are many measures that can be used to address racism and historical racial injustices against people of color. We want to know whether you feel various measures to address racism are generally effective or not.

Shortened	Full
Require schools to teach the history of people of color	Requiring that schools teach the complete history of people of color in the U.S.
Enact legislation that reforms policing	Enacting legislation that reforms policing, such as holding individual officers accountable when they act with reckless disregard
Workplace diversity, equity, and inclusion initiatives	Having diversity, equity, and inclusion initiatives in the workplace
Buy from businesses that support or are owned by people of color (avg)	Buying from, promoting, and being loyal to businesses owned by people of color Buying from, promoting, and being loyal to businesses that directly support and elevate people of color
End policies that make it hard for people of color to vote	Ending laws or policies that make it harder for people of color to vote, such as voter ID laws, restrictions on mail-in ballots, and the reduction of voting sites
Brand support for diverse communities	Brands using their advertising and communication resources to elevate and support diverse communities and promote inclusivity



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Full Text For Answer Choices Abbreviated

Employee Demand for Diversity Programs Back to a 2020 High

Q23. Please indicate how much you agree or disagree with the following statements.

Shortened

Full

An inclusive work culture with a well-supported diversity program is critical to attracting and retaining me as an employee

An inclusive work culture with a strong and well-supported diversity program is critically important to an organization being able to attract and retain someone like me as an employee



2024 Edelman Trust Barometer Special Report: Business and Racial Justice

Full Text For Answer Choices Abbreviated

Diverse Workforces Better Connect with Customers and Communities

DIV_BENE. In many organizations, the workforce is made up of employees who come from a diverse range of backgrounds, genders, physical abilities, and sexual orientations. In what ways, if any, do you feel organizations benefit from having a diverse workforce?

Shortened	Full
Build trust with community and customers	More effectively build trust with customers and clients More effectively build trust with the community
Products appeal to diverse customers	Better ability to create products, services, and marketing that appeal to more customers and clients
Less likely to make decisions that worsen racial injustice	Less likely to engage in practices or make decisions that contribute to the problem of racism and systemic injustice in this country



2024 Edelman Trust Barometer Special Report: Business and Racial Justice

Full Text For Answer Choices Abbreviated

Consumers Will Rally For Brands That Address Systemic Racism

BRD_KPI_RAC. What would you be more willing to do on behalf of a brand that was taking meaningful action to combat systemic racism and racial inequity versus one that was not taking any actions at all to combat racism?

Shortened

Full

Do not shop around for other brands

Stay loyal to the brand, and not be actively shopping around for other brands with the same product

Even if it raises its prices

Continue buying from the brand even if they raise their prices

Even if others accuse it of wrongdoing

Stay loyal to the brand even if I hear others accuse it of wrongdoing



2024 Edelman Trust Barometer Special Report: Business and Racial Justice

Full Text For Answer Choices Abbreviated

When DEI Programs Are Criticized: Defend the Work, Invite the Conversation

DEI_RESP. If a company is attacked for its diversity, equity, and inclusion initiatives, how should it respond?

Shortened	Full
Demonstrate positive impacts	Demonstrate the positive impacts of the diversity, equity, and inclusion initiatives
Consider incorporating critiques	Take the criticism seriously and consider whether it should make changes to its diversity, equity and inclusion programs and policies
Defend itself by using facts	Defend itself by using facts to prove the critic(s) wrong
Invite meaningful dialogue	Invite the critic(s) to engage in meaningful and constructive dialogue about their criticisms
Encourage employees to speak up	Encourage its employees to speak up and defend it
Call critics' motives into question	Call into question the motives or agenda of the critic(s)
Encourage customers to speak up	Encourage its customers to speak up and defend it
Take legal action	Take legal action to protect the company's diversity, equity, and inclusion initiatives



2024 Edelman Trust Barometer Special Report: Business and Racial Justice

Full Text For Answer Choices Abbreviated

To Gain Support: Show Business Results

DEFSr1. You are about to see a series of two choices. Please choose the one that you agree with more.

Shortened	Full
Organizations leverage DEI initiatives to improve business outcomes	Organizations that have initiatives to promote diversity, equity, and inclusion are working towards fostering belonging to improve business outcomes
Organizations leverage DEI initiatives to push a political agenda	Organizations that have initiatives to promote diversity, equity, and inclusion are only trying to push a political or social agenda



2024 Edelman Trust Barometer Special Report: Business and Racial Justice

Full Text For Answer Choices Abbreviated

To Show You're Authentic: Invite Input from Across the Organization

DEI_ENG_HOW. When creating initiatives and strategies around diversity, equity, and inclusion, which of the below, if any, would indicate to you that an organization was being authentic and sincere in their efforts?

Shortened	Full
Let people voice concerns about them	Ensuring that people have an outlet to voice their concerns and opinions about their diversity, equity, and inclusion programs without fear of retribution
Show they align to a set of values	Showing how their diversity, equity, and inclusion initiatives align to a consistent set of values that they have championed over time
Let people contribute to their development	Giving people a way to contribute to the development and implementation of their diversity, equity, and inclusion programs
Correct DEI misinformation	Correcting misinformation and assumptions that are in the public discourse around diversity, equity, and inclusion
Collaborate with experts to develop them	Collaborating with experts and leaders of communities of color when developing their diversity, equity, and inclusion initiatives and strategies



2024 Edelman Trust Barometer Special Report: Business and Racial Justice

Full Text For Answer Choices Abbreviated

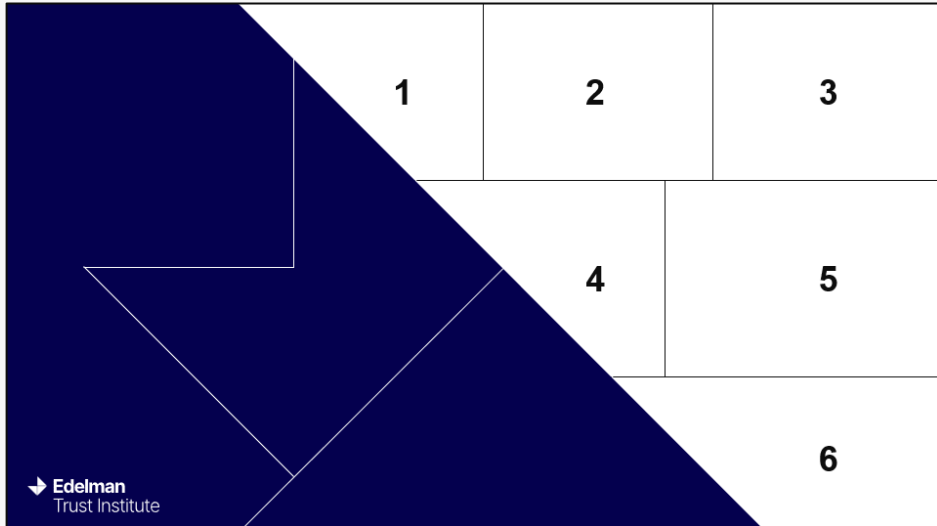
To Build Trust: Communicate Through Colleagues, Not Just Executives

VOICES. Which of the following people do you trust to tell you the truth about racism, diversity, equity and inclusion matters within the organization you work for?

Shortened	Full
People like me	People like me
My racially diverse coworkers	My racially diverse co-workers
My direct boss/supervisor	My direct boss or supervisor
Head of HR	The head of Human Resources
My CEO	The CEO
Head of DEI	The head of diversity, equity and inclusion
Racially diverse executives	High-ranking racially diverse executives



Cover Image Credits



1. Voter enters a polling location during the Texas primary elections on March 5, 2024 in Round Rock, Texas: *Suzanne Cordeiro/AFP via Getty Images*
2. Baltimore Mayor Brandon Scott speaks at a news conference on the collapsed Francis Scott Key Bridge on March 27, 2024 in Baltimore, Maryland: *Anna Moneymaker/Getty Images*
3. Jessica Alba and Arian Simone speak onstage during the Third Annual Fearless Venture Capital Summit at Atlanta Symphony Hall on August 18, 2023 in Atlanta, Georgia: *Paras Griffin/Getty Images*
4. Diverse Team Engaged in Business Strategy Meeting - Stock Photo: *AzmanL/E+ via Getty Images*
5. Students and others march through Harvard University in support of Affirmative Action after the Supreme Court ruling on July 1, 2023 in Cambridge, Massachusetts: *Scott Eisen/Getty Images*
6. Aliyah Boston #7 and Caitlin Clark #22 of the Indiana Fever celebrate after defeating the Chicago Sky in the game at Gainbridge Fieldhouse on June 01, 2024 in Indianapolis, Indiana: *Andy Lyons/Getty Images*

