2023 Edelman Trust Barometer

Methodology

Annual online survey in its 23rd year
Fieldwork conducted: Nov 1 – Nov 28, 2022

28
Countries

32,000+
Respondents

1,150+/-
Respondents per country**

Global averages
These vary based on the number of countries surveyed each year:

**To protect the stability of the global average, Sweden will not be included in the average until there are at least two years of recent data

GLOBAL 27
Excludes China and Thailand

The sensitive nature of the question prevented this data from being collected in these countries

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

For more details on global averages and country-specific methodology, please refer to the Technical Appendix

---

Argentina
Australia
Brazil
Canada
China

Colombia
France
Germany
India
Indonesia

Ireland
Italy
Japan
Kenya
Malaysia

Mexico
Nigeria
Saudi Arabia
Singapore
S. Africa

S. Korea
Spain
*Sweden
Thailand
The Netherlands

UAE
UK
U.S.

Russia, part of the Edelman Trust Barometer from 2007 to 2022, was not included in this wave

**The sample size varies by country from 1,082 to 1,500.
27-market global data margin of error: General population +/- 0.6 percentage points (n=31,171)
Country-specific data margin of error: General population +/- 2.5 to 3.0 percentage points (varies by country based on sample size, n=1,082 to n=1,500)
Status of Trust
Global, Business Only Trusted Institution

Percent trust

Globally, Business Only Trusted Institution

Percent trust

GLOBAL 26 excludes France

Distrust (1-49) Neutral (50-59) Trust (60-100) Significant change

Globally, Business Only Trusted Institution

Percent trust

GLOBAL 26 excludes France

Distrust (1-49) Neutral (50-59) Trust (60-100) Significant change

Least-trusting countries for each institution

Business

Spain 49
Japan 47
S. Korea 38

NGOs

*Sweden 44
Germany 41
Japan 38

Government

Japan 33
S. Africa 22
Argentina 20

Media

UK 37
Japan 34
S. Korea 27

Due to a translation inconsistency, the France data was removed from this slide. For more details contact the Trust Barometer research team.
In Japan, No Institution Trusted

Percent trust, in Japan

Distrust (1-49) Neutral (50-59) Trust (60-100)

-1 -3 -1 -3

Change, 2022 to 2023

Business 47

Least-trusting countries for each institution

Spain 49 Japan 47 S. Korea 38

*Sweden 44 Germany 41 Japan 38

38

34

Government 33

Change, 2022 to 2023

UK 37 Japan 34 S. Korea 27

Japan 33 S. Africa 22 Argentina 20

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. General population, Japan. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.
Institutional Leaders Distrusted

Percent trust, in Japan

<table>
<thead>
<tr>
<th>Group</th>
<th>2022 Trust</th>
<th>2023 Trust</th>
<th>Change, 2022-2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government leaders</td>
<td>22</td>
<td>27</td>
<td>-6</td>
</tr>
<tr>
<td>Journalists</td>
<td>35</td>
<td>42</td>
<td>+7</td>
</tr>
<tr>
<td>CEOs</td>
<td>44</td>
<td>46</td>
<td>+2</td>
</tr>
<tr>
<td>Citizens of my country</td>
<td>42</td>
<td>47</td>
<td>+5</td>
</tr>
<tr>
<td>My neighbors</td>
<td>44</td>
<td>46</td>
<td>+2</td>
</tr>
<tr>
<td>My CEO</td>
<td>44</td>
<td>46</td>
<td>+2</td>
</tr>
<tr>
<td>People in my local community</td>
<td>44</td>
<td>46</td>
<td>+2</td>
</tr>
<tr>
<td>Scientists</td>
<td>58</td>
<td>60</td>
<td>+2</td>
</tr>
<tr>
<td>My coworkers</td>
<td>n/a</td>
<td>47</td>
<td>+8</td>
</tr>
</tbody>
</table>
Distrust Breeds Polarization
Polarization Most Severe When Deep Divisions Become Entrenched

Divided

- My country is very/extremely divided...
- I see deep divisions, and I don’t think we’ll ever get past them
- I see deep divisions, but I think they might be addressable
- I see few deep divisions

Entrenched

- ... and I do not feel these divisions can be overcome
Six Countries Severely Polarized

2023 Edelman Trust Barometer. POL_DEG. Using the scale below, please indicate how divided on key societal issues you believe your country is today. 5-point scale; top 2 box, very/extremely divided. 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-point scale; codes 2-5, divisions can’t be overcome. General population, by market. Data for “entrenched” is POL_PROG/2-5 filtered by those who feel their country is very/extremely divided (POL_DEG/4-5). All data is rebased to exclude those that said, “don’t know.”

... and I do not feel these divisions can be overcome

Argentina
Australia
Brazil
Canada
China
Colombia
France
Germany
India
Indonesia
Ireland
Italy
Japan
Kenya
Malaysia
Mexico
Nigeria
S. Africa
S. Korea
S. Africa
Singapore
Saudi Arabia
Sweden
Thailand
The Netherlands
UAE
U.S.
U.K.
Spain
Thailand
The Netherlands
UAE
U.S.
UK
Spain

Entrenched

Divided

My country is very/extremely divided...
Four Forces That Lead To Polarization

Economic Anxieties
Economic optimism is collapsing around the world, with 24 of 28 countries seeing all-time lows in the number of people who think their families will be better off in five years.

Institutional Imbalance
Business is now the sole institution seen as competent and ethical; government is viewed as unethical and incompetent. Business is under pressure to step into the void left by government.

Mass-Class Divide
People in the top quartile of income live in a different trust reality than those in the bottom quartile, with 20+ point gaps in Thailand, the United States, and Saudi Arabia.

The Battle for Truth
A shared media environment has given way to echo chambers, making it harder to collaboratively solve problems. Media is not trusted, with especially low trust in social media.
Economic Optimism Collapses

Percent who say

My family and I will be better off in five years

2019 2023

GLOBAL 24
-10 pts

Change, 2022 to 2023

-6 -6 -7 -9 -10 -10 -11 -11 -12 -12 -13 -15 -15 -15 -9 -9 -10 -10 -10 -10 -10 -10 -10 -10 -10 -10 -10 -10 -10 -10 -10 -10

24 of 28 countries at all-time lows

Developed countries

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-point scale; top 2 box, better off. General population, 24-mkt avg. *Sweden is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.
Personal Anxieties On Par With Existential Fears

Percent who worry about each, in Japan

<table>
<thead>
<tr>
<th>Personal economic fears</th>
<th>Existential societal fears</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job loss (net)</td>
<td>Energy shortages</td>
</tr>
<tr>
<td>82</td>
<td>80</td>
</tr>
<tr>
<td>Inflation</td>
<td>Climate change</td>
</tr>
<tr>
<td>75</td>
<td>77</td>
</tr>
<tr>
<td>Food shortages</td>
<td>Nuclear war</td>
</tr>
<tr>
<td>74</td>
<td>50</td>
</tr>
</tbody>
</table>

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, worry. Some attributes asked of half of the sample. General population, Japan. Job loss asked of those who are an employee of an organization (Q43/1). Job loss is a net of attributes 1-3, 5, and 22-24.
Institutions Out of Balance: Government Far Less Trusted than Business

Percent trust, and the percentage-point difference between trust in business vs government

<table>
<thead>
<tr>
<th>Institution</th>
<th>Trust in Business</th>
<th>Trust in Government</th>
<th>Trust Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global 26</td>
<td>62</td>
<td>50</td>
<td>12</td>
</tr>
<tr>
<td>S. Africa</td>
<td>62</td>
<td>22</td>
<td>40</td>
</tr>
<tr>
<td>Argentina</td>
<td>52</td>
<td>66</td>
<td>12</td>
</tr>
<tr>
<td>Nigeria</td>
<td>52</td>
<td>68</td>
<td>12</td>
</tr>
<tr>
<td>Colombia</td>
<td>56</td>
<td>43</td>
<td>12</td>
</tr>
<tr>
<td>Kenya</td>
<td>43</td>
<td>40</td>
<td>12</td>
</tr>
<tr>
<td>Brazil</td>
<td>48</td>
<td>47</td>
<td>12</td>
</tr>
<tr>
<td>Mexico</td>
<td>47</td>
<td>33</td>
<td>12</td>
</tr>
<tr>
<td>Thailand</td>
<td>54</td>
<td>54</td>
<td>0</td>
</tr>
<tr>
<td>Japan</td>
<td>54</td>
<td>54</td>
<td>0</td>
</tr>
<tr>
<td>Malaysia</td>
<td>49</td>
<td>36</td>
<td>12</td>
</tr>
<tr>
<td>Spain</td>
<td>49</td>
<td>36</td>
<td>12</td>
</tr>
<tr>
<td>UK</td>
<td>50</td>
<td>42</td>
<td>12</td>
</tr>
<tr>
<td>U.S.</td>
<td>50</td>
<td>46</td>
<td>12</td>
</tr>
<tr>
<td>Italy</td>
<td>51</td>
<td>51</td>
<td>0</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>47</td>
<td>57</td>
<td>12</td>
</tr>
<tr>
<td>Australia</td>
<td>46</td>
<td>47</td>
<td>12</td>
</tr>
<tr>
<td>Indonesia</td>
<td>43</td>
<td>45</td>
<td>12</td>
</tr>
<tr>
<td>Ireland</td>
<td>40</td>
<td>45</td>
<td>12</td>
</tr>
<tr>
<td>India</td>
<td>35</td>
<td>36</td>
<td>12</td>
</tr>
<tr>
<td>S. Korea</td>
<td>38</td>
<td>34</td>
<td>12</td>
</tr>
<tr>
<td>Germany</td>
<td>34</td>
<td>37</td>
<td>12</td>
</tr>
<tr>
<td>Canada</td>
<td>33</td>
<td>33</td>
<td>0</td>
</tr>
<tr>
<td>Sweden</td>
<td>34</td>
<td>34</td>
<td>0</td>
</tr>
<tr>
<td>China</td>
<td>22</td>
<td>22</td>
<td>0</td>
</tr>
<tr>
<td>UAE</td>
<td>19</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>19</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>Singapore</td>
<td>18</td>
<td>18</td>
<td>0</td>
</tr>
</tbody>
</table>

In Japan, double-digit trust advantage for business.

Due to a translation inconsistency, the France data was removed from this slide. For more details contact the Trust Barometer research team.
Mass-Class Divide: Income-Based Inequality Creates Two Trust Realities

Trust Index
(average percent trust in NGOs, business, government, and media)

Distrust (1-49) Neutral (50-59) Trust (60-100)

Greatest income-based trust inequality in:

Thailand 37pts
U.S. 23pts
Saudi Arabia 20pts
China 19pts
Japan 19pts
UAE 19pts

2023 Edelman Trust Barometer
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. General population, 26-mkt avg., by income. *Sweden is not included in the global average. Due to a translation inconsistency, the France data was removed from this slide. For more details contact the Trust Barometer research team.

Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.
Divisive Forces Exploit and Intensify Our Differences

Percent who say, in Japan

These groups are

<table>
<thead>
<tr>
<th>Hostile foreign governments</th>
<th>Rich and powerful</th>
<th>Journalists</th>
<th>Government leaders</th>
<th>NGO leaders</th>
<th>Teachers</th>
<th>Business leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>63</td>
<td>55</td>
<td>41</td>
<td>38</td>
<td>23</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>17</td>
<td>18</td>
<td>31</td>
<td>37</td>
<td>41</td>
<td>49</td>
<td>47</td>
</tr>
</tbody>
</table>

NGO leaders, teachers, and business leaders more likely to be seen as unifiers

2023 Edelman Trust Barometer. PROB_PLP. Ideological differences will always exist among people, but there are some groups of people that are perhaps making things worse than they might otherwise be by fueling divisions and fomenting a lack of civility between people who hold different views. In contrast, there are some groups of people that are perhaps making things better than they might otherwise be by working to foster cooperation between people who hold different views. In thinking about each group of people listed below, please specify where you think they fall on the scale between being a unifying force in society and being a dividing force. 11-point scale; codes 7-11, a dividing source in society; codes 1-5, a unifying source in society. Some attributes asked of half of the sample. General population, Japan.
The lack of civility and mutual respect today is the worst I have ever seen.

The social fabric that once held this country together has grown too weak to serve as a foundation for unity and common purpose.

65%  39%  62%  56%
Ideology Becomes Identity: Few Would Help, Live, or Work With the Other Side

Among those who feel strongly about an issue, percent who say

If a person strongly disagreed with me or my point of view, I would …

Help them if they were in need

- 30%
- 21%

Be willing to live in the same neighborhood

- 20%
- 8%

Be willing to have them as a coworker

- 20%
- 7%
Government and Media Fuel Cycle of Distrust, Seen as Sources of Misleading Information

Percent who say, in Japan

These institutions are

<table>
<thead>
<tr>
<th>Institution</th>
<th>False or Misleading</th>
<th>Trustworthy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>48</td>
<td>33</td>
</tr>
<tr>
<td>Media</td>
<td>45</td>
<td>33</td>
</tr>
<tr>
<td>NGOs</td>
<td>49</td>
<td>23</td>
</tr>
<tr>
<td>Business</td>
<td>50</td>
<td>22</td>
</tr>
</tbody>
</table>

INS, PER_DIM. In thinking about why you do or do not trust [institution], please specify where you think they fall on the scale between the two opposing descriptions. 11-point scale; top 5 box, positive; bottom 5 box, negative. Media and NGOs shown to half of the sample. General population, Japan.
Great Expectations, Heightened Risk for Business
Trust at Home Does Not Guarantee Trust Abroad
In Japan, Foreign Trust is Greater than Domestic Trust

Percent trust in companies headquartered in each country

<table>
<thead>
<tr>
<th>Country</th>
<th>Foreign Trust</th>
<th>Domestic Trust</th>
<th>Trust Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>32</td>
<td>90</td>
<td>-58</td>
</tr>
<tr>
<td>India</td>
<td>34</td>
<td>89</td>
<td>-55</td>
</tr>
<tr>
<td>S. Korea</td>
<td>48</td>
<td>55</td>
<td>-7</td>
</tr>
<tr>
<td>U.S.</td>
<td>55</td>
<td>65</td>
<td>-10</td>
</tr>
<tr>
<td>France</td>
<td>58</td>
<td>59</td>
<td>-1</td>
</tr>
<tr>
<td>UK</td>
<td>59</td>
<td>62</td>
<td>-3</td>
</tr>
<tr>
<td>Japan</td>
<td>61</td>
<td>62</td>
<td>7</td>
</tr>
<tr>
<td>Germany</td>
<td>63</td>
<td>62</td>
<td>1</td>
</tr>
<tr>
<td>Canada</td>
<td>67</td>
<td>74</td>
<td>-7</td>
</tr>
</tbody>
</table>

China and India face massive trust deficits abroad

Distrust (1-49) Neutral (50-59) Trust (60-100)

Global 26

2023 Edelman Trust Barometer. TRU_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 26-mkt avg., excluding country being rated for “foreign trust”, and by market for “domestic trust”.
In Japan, My Employer Trusted

Percent trust

<table>
<thead>
<tr>
<th>Institution</th>
<th>2022</th>
<th>2023</th>
<th>Change, 2022 to 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>92</td>
<td>47</td>
<td>+5</td>
</tr>
<tr>
<td>NGOs</td>
<td>91</td>
<td>38</td>
<td>+3</td>
</tr>
<tr>
<td>Media</td>
<td>90</td>
<td>34</td>
<td>+6</td>
</tr>
<tr>
<td>Government</td>
<td>86</td>
<td>33</td>
<td>+3</td>
</tr>
</tbody>
</table>

**Change, 2022 to 2023**

<table>
<thead>
<tr>
<th>Country</th>
<th>2022</th>
<th>2023</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>92</td>
<td>54</td>
<td>+3</td>
</tr>
<tr>
<td>S. Korea</td>
<td>86</td>
<td>68</td>
<td>+2</td>
</tr>
</tbody>
</table>

Significant change

2023 Edelman Trust Barometer. 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. General population, by market. “Your employer” only shown to those who are an employee of an organization (Q43/1). “Sweden is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.”
Want More Societal Engagement from Business, Not Less

Percent who say, in Japan

On addressing each societal issue, business is

<table>
<thead>
<tr>
<th>Issue</th>
<th>Multiplier</th>
<th>Not Doing Enough</th>
<th>Overstepping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Inequality</td>
<td>31x</td>
<td>62</td>
<td>2</td>
</tr>
<tr>
<td>Energy Shortages</td>
<td>22x</td>
<td>66</td>
<td>3</td>
</tr>
<tr>
<td>Trustworthy Information</td>
<td>18.5x</td>
<td>55</td>
<td>3</td>
</tr>
<tr>
<td>Climate Change</td>
<td>16x</td>
<td>63</td>
<td>4</td>
</tr>
<tr>
<td>Healthcare Access</td>
<td>14.5x</td>
<td>44</td>
<td>3</td>
</tr>
<tr>
<td>Workforce Reskilling</td>
<td>12.5x</td>
<td>50</td>
<td>4</td>
</tr>
</tbody>
</table>
Navigating a Polarized World
In Japan, CEOs Most Expected To Act on Employees, Climate, and the Wealth Gap

Percent who say, in Japan

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treatment of employees</td>
<td>93</td>
</tr>
<tr>
<td>Climate change</td>
<td>83</td>
</tr>
<tr>
<td>Wealth gap</td>
<td>79</td>
</tr>
<tr>
<td>Discrimination</td>
<td>77</td>
</tr>
<tr>
<td>Immigration</td>
<td>73</td>
</tr>
</tbody>
</table>
Best Societal Outcomes When Government and Business Work Together

Percent who say, in Japan

<table>
<thead>
<tr>
<th>Approach most likely to result in constructive action</th>
<th>34</th>
<th>22</th>
<th>17</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government and business working in partnership</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Both working independently</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government only working alone</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business only working alone</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Averaged across climate change, discrimination, immigration, employee treatment, and income inequality.

For each of the societal issues listed below, please indicate which of the following is the most likely to result in your country being able to work through any ideological divisions that exist regarding the issue and take constructive action to address it. 5-point scale; code 5, government and business working in partnership; code 2, government and business working independently; code 3, government working alone; code 4, business working alone. Question asked of half of the sample. General population, Japan. Data is rebased to exclude those that said, “don’t know” and is showing an average of five issues.
Science Insulates Business Action from Politicization

Among the 30% who say it is possible for a business to address societal issues without being seen as politicized, percent who say, in Japan:

To avoid being seen as politically motivated when taking a stand:

- Base actions on science: 42%
- Link actions to staying competitive: 32%
- Be a trustworthy information source: 30%
- Act on same values over time: 27%
- Base actions on country laws: 26%
Brands celebrating what brings us together and emphasizing our common interest would strengthen the social fabric

68%
# Improve Economic Optimism: Invest in Fair Compensation, Local Communities, Skills Training

Percent who say, in Japan

### CEOs are obligated to …

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay a fair wage</td>
<td>81</td>
</tr>
<tr>
<td>Ensure their home community is safe and thriving</td>
<td>76</td>
</tr>
<tr>
<td>Retrain employees</td>
<td>72</td>
</tr>
<tr>
<td>Pay fair corporate taxes</td>
<td>63</td>
</tr>
</tbody>
</table>
Navigating a Polarized World

1. Business must continue to lead
   As the most trusted institution, business holds the mantle of greater expectation and responsibility. Leverage your comparative advantage to inform debate and deliver solutions across climate, diversity and inclusion, and skill training.

2. Collaborate with government
   The best results come when business and government work together, not independently. Build consensus and collaborate on policies and standards to deliver results that push us toward a more just, secure, and thriving society.

3. Restore economic optimism
   A grim economic view is both a driver and outcome of polarization. Invest in fair compensation, training, and local communities to address the mass-class divide and the cycle of polarization.

4. Advocate for the truth
   Business has an essential role to play in the information ecosystem. Be a source of reliable information, promote civil discourse, and hold false information sources accountable through corrective messaging, reinvestment, and other action.