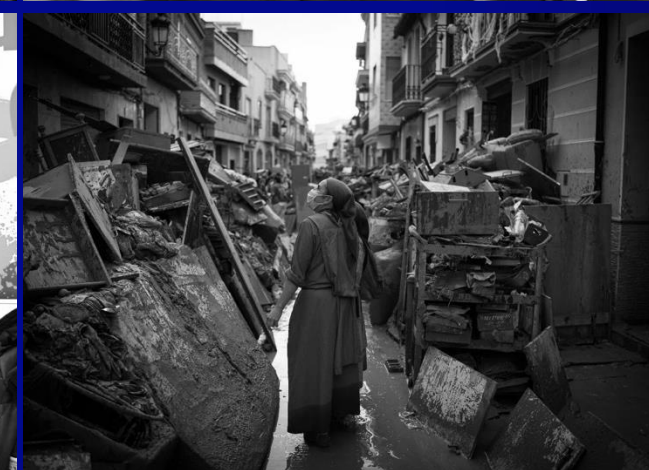


# 2025 Edelman Trust Barometer

Trust and the Crisis of Grievance  
Japan Report

Edelman  
Trust Institute

25  
YEARS  
Edelman  
Trust  
Barometer



# 25 Years: World Events Put Trust Under Pressure

## 2003

**Iraq Invasion**  
Trust in government declines in U.S.



## 2011

**Fukushima disaster**  
Earthquake and tsunami triggered catastrophic reactor meltdown



## 2020

**COVID-19 Pandemic**  
Business tied, then surpassed NGOs as most trusted institution



## 1999

**Battle of Seattle**  
WTO protests inspire first Edelman Trust Barometer; NGOs found to be most trusted institution

## 2008

**Financial Crisis**  
Trust in banks crashes

## 2016

**Populism Powers Brexit**  
Trust inequality grows, trust in media declines

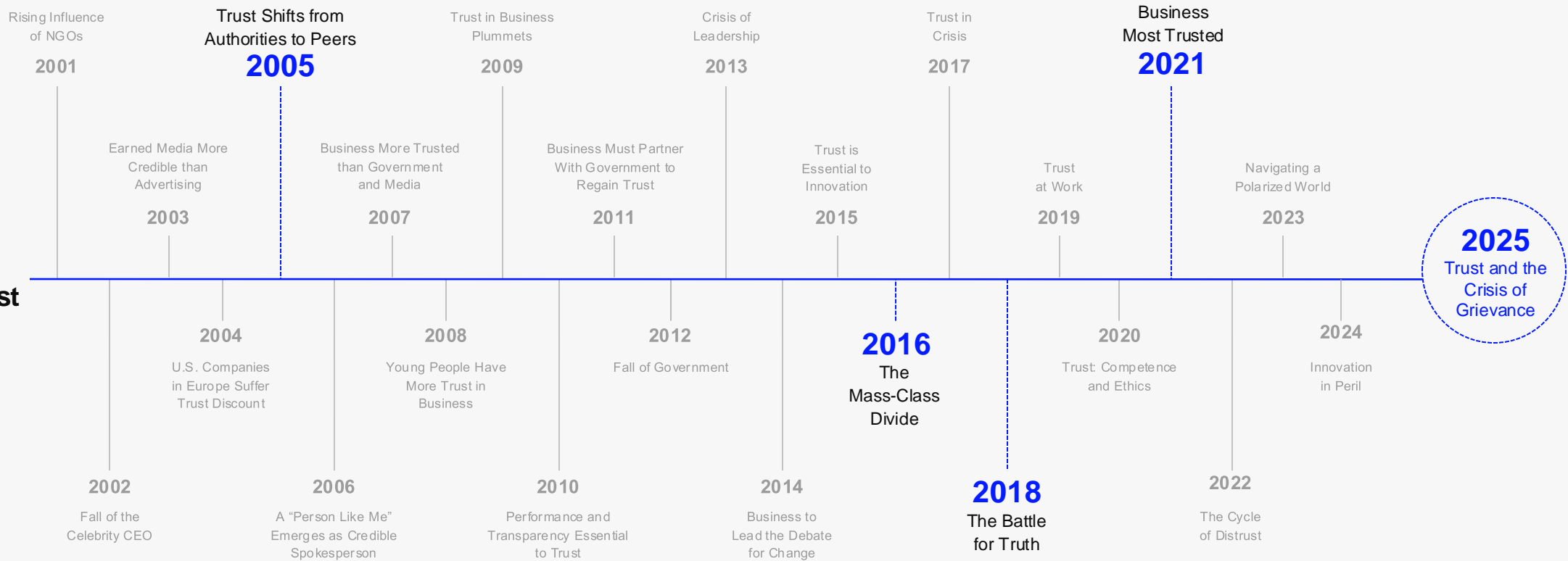
## 2022

**Invasion of Ukraine**  
Geopolitical conflicts spark brand boycotts



# A Generation of Institutional Failures Erupts Into Grievance

**25** Years of Trust




# 2025 Edelman Trust Barometer

## Methodology

### Annual online survey in its 25th year

Fieldwork conducted: Oct 25 – Nov 16, 2024



|           |           |   |              |           |      |
|-----------|-----------|---|--------------|-----------|------|
| Argentina | Colombia  | Ireland   | Mexico       | S. Africa | UAE  |
| Australia | France    | Italy   | Netherlands  | S. Korea  | UK   |
| Brazil    | Germany   | <b>Japan</b>  | Nigeria      | Spain     | U.S. |
| Canada**  | India     | Kenya   | Saudi Arabia | Sweden    |      |
| China     | Indonesia | Malaysia  | Singapore    | Thailand  |      |

Data collected is representative of the general population across age, gender, region and ethnicity/nationality (where applicable) within each country.

\*The sample size varies by country, from 1,150 to 2,124.

28-market global data margin of error: General population +/- 0.7 percentage points (n=33,194). Country-specific data margin of error: General population +/- 2.8 to 3.8 percentage points (varies by country based on sample size, n=1,150 to n=2,124). Margin of error is calculated at the 99% confidence level.

\*\*Respondents in Canada who took the survey in French were recontacted between December 12 and 17, 2024 to address a translation issue affecting some questions.

### Global averages

Unless otherwise indicated, global averages are composed of all 28 countries surveyed.

### 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 99%+ confidence level.

### Shortened question text

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

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

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





# Institutional Failures Push Us to the Brink



# Trust Index 2024 to 2025: Elections Fail to Improve Trust

## Trust Index

(average percent trust in business, government, media, NGOs)



Countries with national elections or changes in government leadership in the past year^

**Only 2 of these 13 countries** see a significant trust change from 2024 to 2025  
*Argentina +9\**  
*S. Africa +4\**

**2025 Edelman Trust Barometer.** The Trust Index is the average percent trust in business, government, media, and NGOs. 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, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. ^For more information about countries, dates, and events included, please see the Technical Appendix.

### 2024 General population

|           |                  |
|-----------|------------------|
| <b>56</b> | <b>Global 28</b> |
| <b>79</b> | China            |
| <b>75</b> | India            |
| <b>74</b> | UAE              |
| <b>73</b> | Indonesia        |
| <b>72</b> | Saudi Arabia     |
| <b>70</b> | Thailand         |
| <b>68</b> | Malaysia         |
| <b>66</b> | Singapore        |
| <b>64</b> | Kenya            |
| <b>61</b> | Nigeria          |
| <b>59</b> | Mexico           |
| <b>56</b> | Netherlands      |
| <b>53</b> | Brazil           |
| <b>53</b> | Canada           |
| <b>51</b> | Australia        |
| <b>50</b> | Italy            |
| <b>49</b> | S. Africa        |
| <b>49</b> | Sweden           |
| <b>47</b> | Colombia         |
| <b>47</b> | France           |
| <b>47</b> | Ireland          |
| <b>46</b> | Spain            |
| <b>46</b> | U.S.             |
| <b>45</b> | Germany          |
| <b>43</b> | S. Korea         |
| <b>39</b> | Argentina        |
| <b>39</b> | Japan            |
| <b>39</b> | UK               |

### 2025 General population

|   |                  |
|---|------------------|
| <b>56</b>                                     | <b>Global 28</b> |
| <input checked="" type="checkbox"/> <b>77</b> | China            |
| <input checked="" type="checkbox"/> <b>76</b> | Indonesia        |
| <input checked="" type="checkbox"/> <b>75</b> | India            |
| <b>72</b>                                     | UAE              |
| <b>71</b>                                     | Saudi Arabia     |
| <b>66</b>                                     | Malaysia         |
| <input checked="" type="checkbox"/> <b>66</b> | Thailand         |
| <b>65</b>                                     | Nigeria          |
| <b>65</b>                                     | Singapore        |
| <b>63</b>                                     | Kenya            |
| <input checked="" type="checkbox"/> <b>57</b> | Mexico           |
| <input checked="" type="checkbox"/> <b>57</b> | Netherlands      |
| <input checked="" type="checkbox"/> <b>53</b> | <b>S. Africa</b> |
| <b>52</b>                                     | Canada           |
| <b>51</b>                                     | Brazil           |
| <b>50</b>                                     | Italy            |
| <b>50</b>                                     | Sweden           |
| <b>49</b>                                     | Australia        |
| <b>49</b>                                     | Colombia         |
| <input checked="" type="checkbox"/> <b>48</b> | <b>Argentina</b> |
| <input checked="" type="checkbox"/> <b>48</b> | France           |
| <b>48</b>                                     | Ireland          |
| <input checked="" type="checkbox"/> <b>47</b> | U.S.             |
| <b>44</b>                                     | Spain            |
| <input checked="" type="checkbox"/> <b>43</b> | UK               |
| <input checked="" type="checkbox"/> <b>41</b> | Germany          |
| <input checked="" type="checkbox"/> <b>41</b> | S. Korea         |
| <input checked="" type="checkbox"/> <b>37</b> | Japan            |

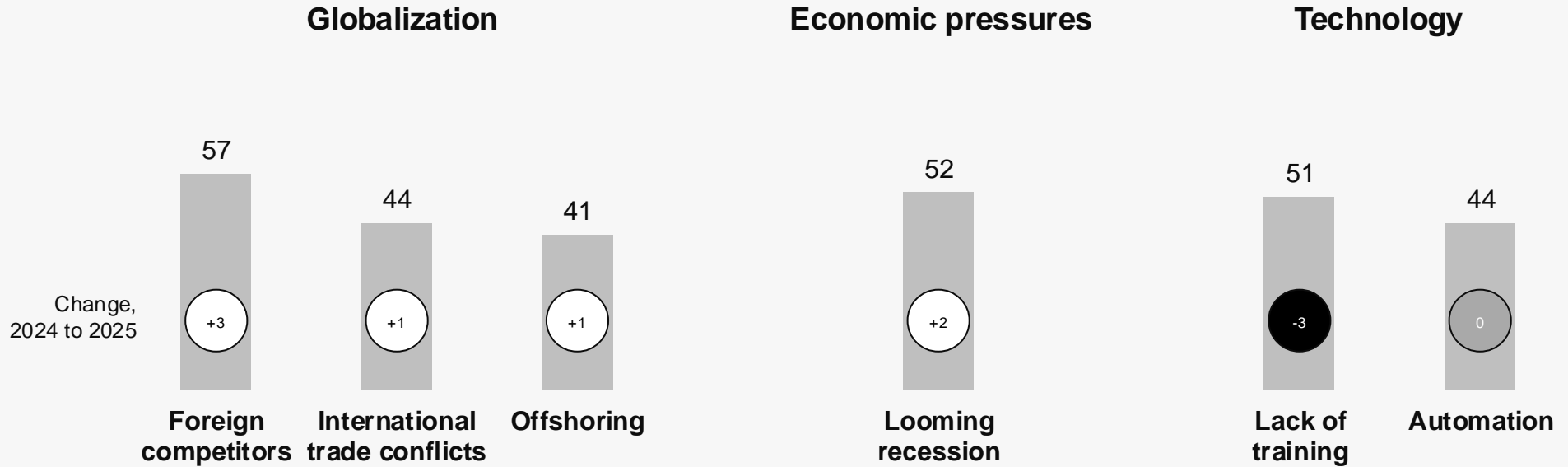


# Globalization, Economic, and Technology Fears Threaten Job Insecurity

Percent of employees who worry, in Japan

○ Significant change

My **job security** is threatened by...

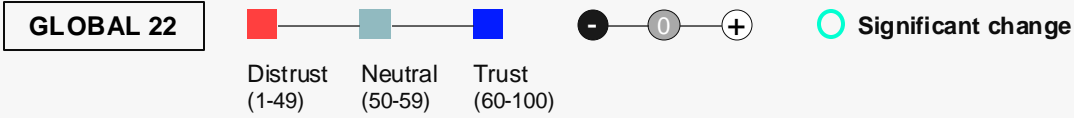


● 2025 Edelman Trust Barometer. POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Attributes only asked of those who are an employee of an organization (Q43/1). General population, Japan. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

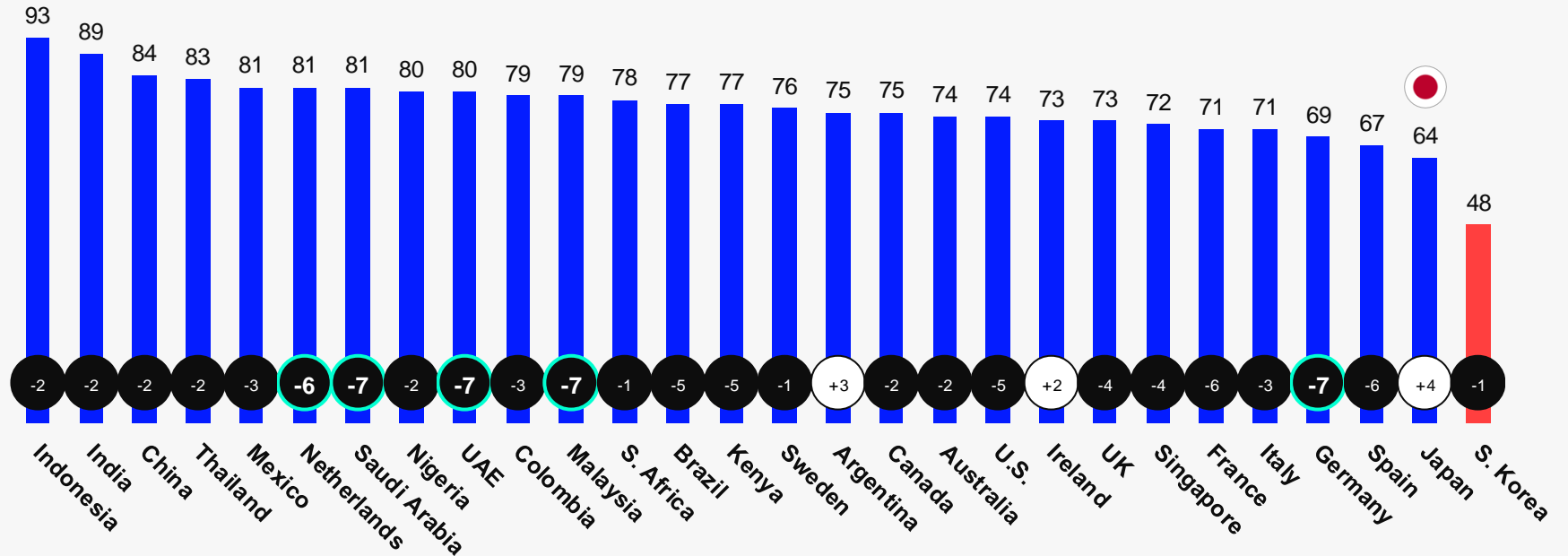
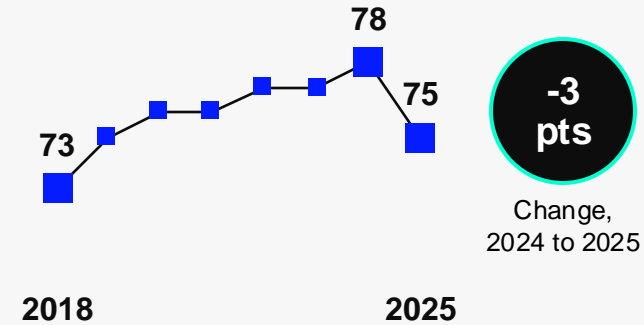


# Unprecedented Global Decline for Employer Trust

Percent of employees who trust



I trust my employer to do what is right



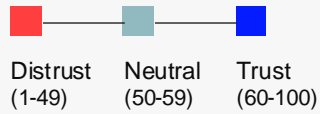
2025 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 22-mkt avg. Attribute only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Respondents in Canada who took the survey in French were recontacted between December 12 and 17, 2024 to address a translation issue affecting this question. For more details, please see the Technical Appendix.

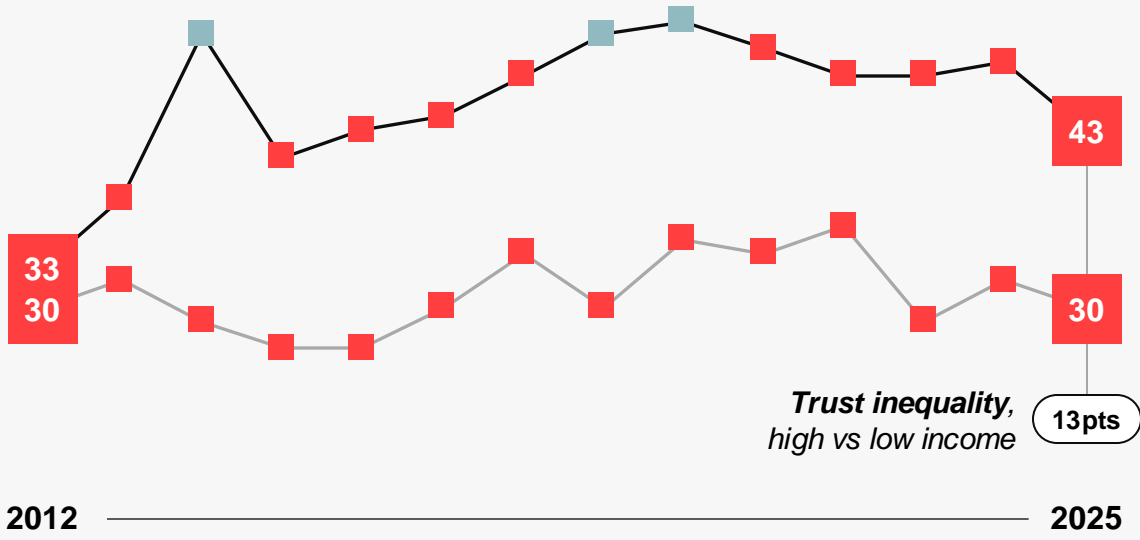


# Since 2012, Trust Gap Widens Between High and Low Income

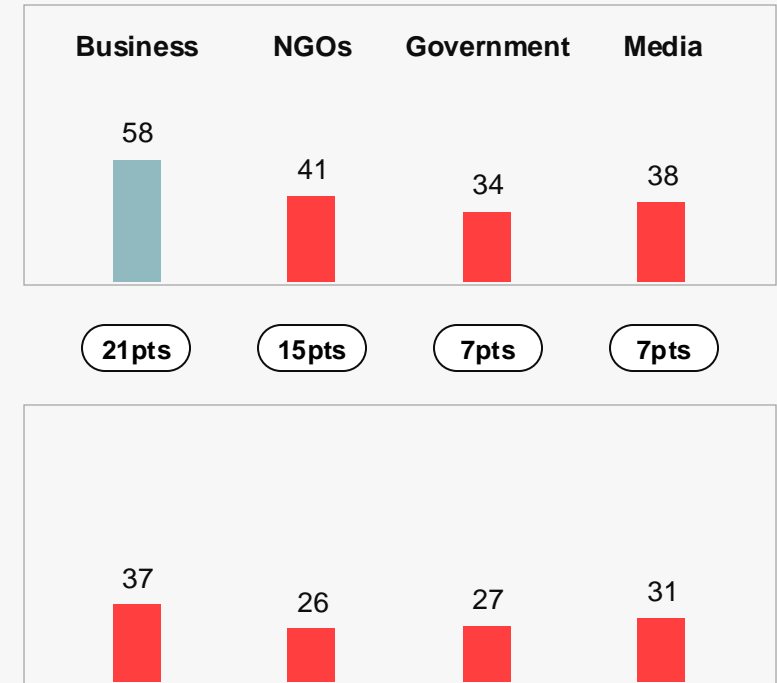
Percent trust, in Japan



**Trust Index**  
(avg of business, government, media, NGOs)



*Largest trust inequality for business*



2025 Edelman Trust Barometer. The Trust Index is the average percent trust in business, government, media, and NGOs. 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, by income. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.

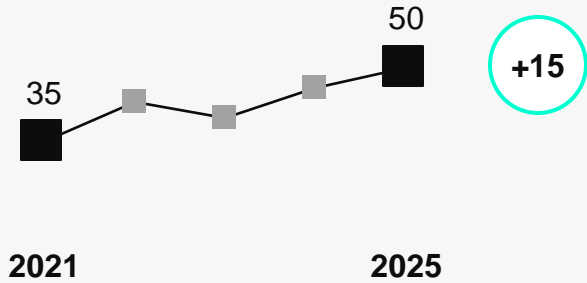


# Fear That Leaders Lie to Us at All-Time High

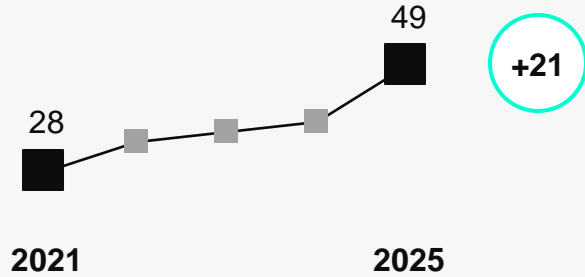
Percent who worry, in Japan

● ○ + Change, 2021 to 2025 ○ Significant change

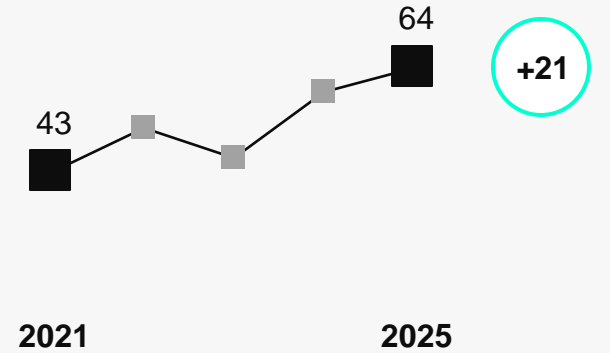
## Government leaders



## Business leaders



## Journalists and reporters



***purposefully* mislead people**  
by saying things they know are false or gross exaggerations

● 2025 Edelman Trust Barometer. 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, worry. Attributes asked of half the sample. General population, Japan. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. The all-time highs and lows analysis comprised countries with at least five waves of data collection.



# Convinced the Wealthy Take More Than Their Fair Share

Percent who agree, in Japan

The wealthy  
don't pay their fair share of taxes

**57%**

The wealthy's selfishness  
causes many of our problems

**47%**



# In Japan, 1 in 3 See Hostile Activism as a Viable Means to Drive Change

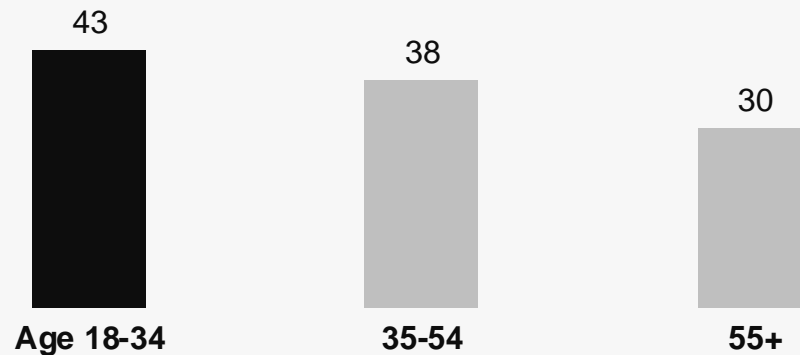
Percent who say, in Japan

## I approve of hostile activism to drive change:

- *Attack people online (18%)*
- *Intentionally spread disinformation (22%)*
- *Threaten or commit violence (18%)*
- *Damage public or private property (20%)*

Over 4 in 10 young adults approve of hostile activism

# 35% (net)



2025 Edelman Trust Barometer. CNG\_MECH. Which actions would you approve of as ways to bring about societal changes you felt would give you and your family a better future? For each of the potential ways to bring about change listed below, pick the statement which best describes how you would feel if someone did this. 4-point scale, codes 3-4, approve. Question asked of half the sample. General population, Japan, and by age. The "Hostile Activism" data is a net percentage of attributes 7-10, meaning the percentage of respondents who approved of one or more of the four items shown.



# A Crisis of Grievance



# Our Future in Peril: We Lack Optimism For The Next Generation

Percent who say

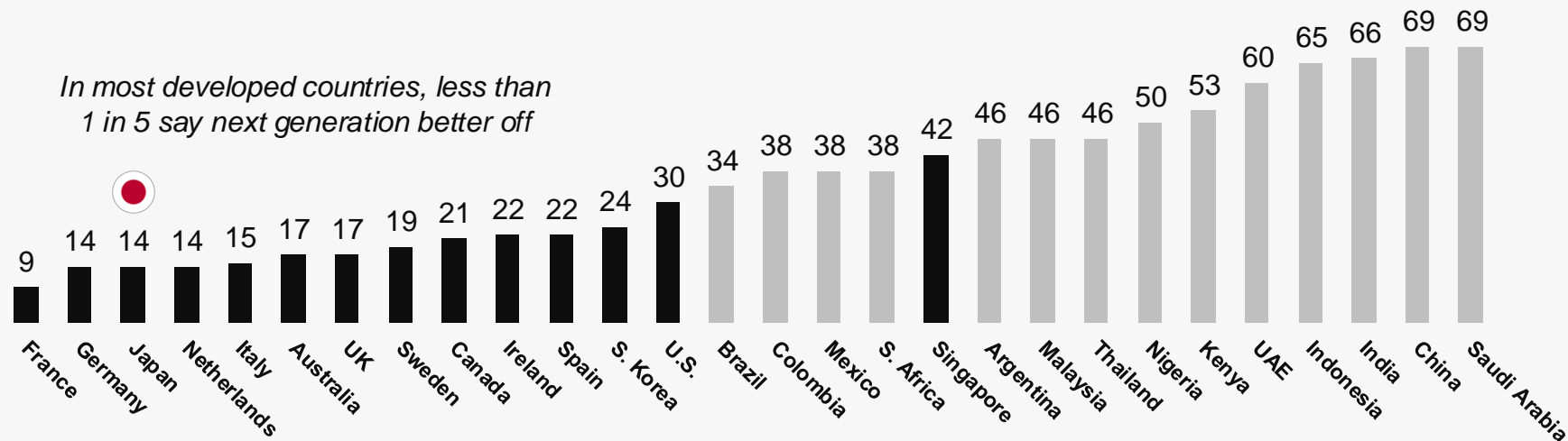
GLOBAL 28  Developed countries

Compared to today,  
the next generation will be better off

ONLY

36%

*In most developed countries, less than 1 in 5 say next generation better off*

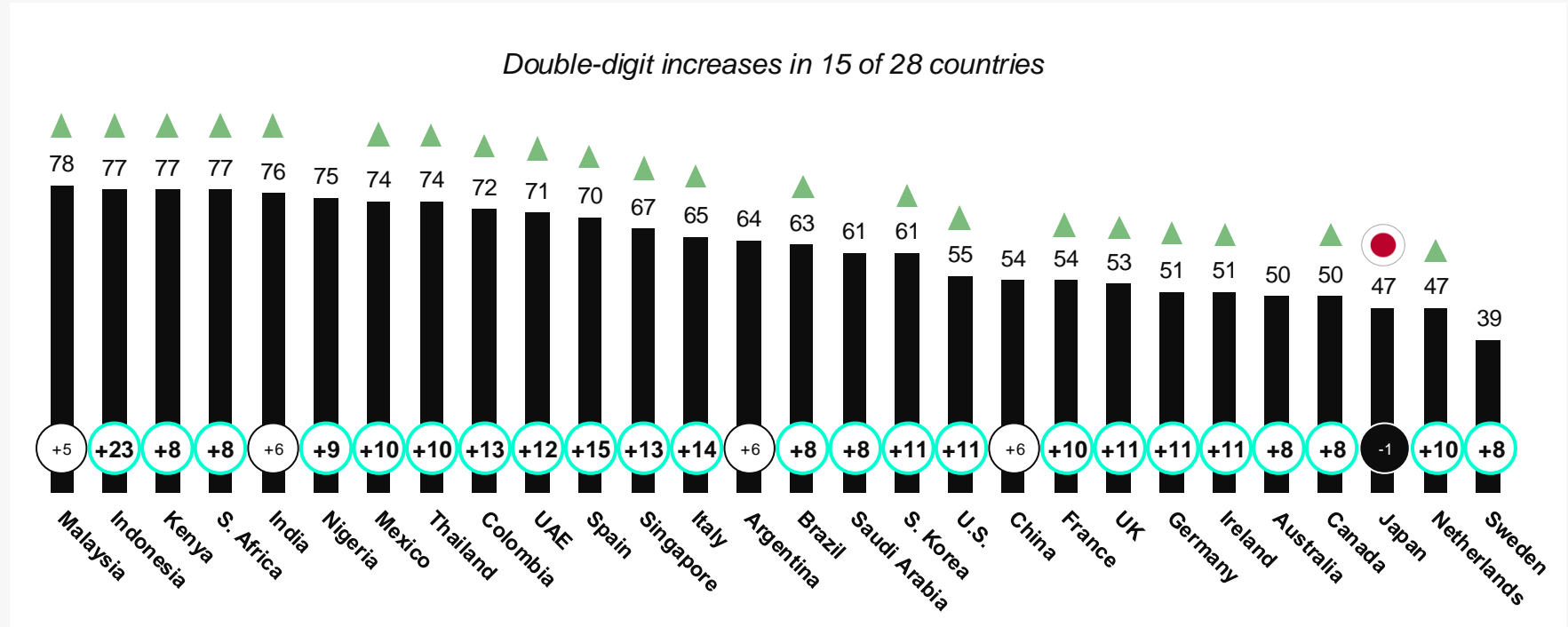
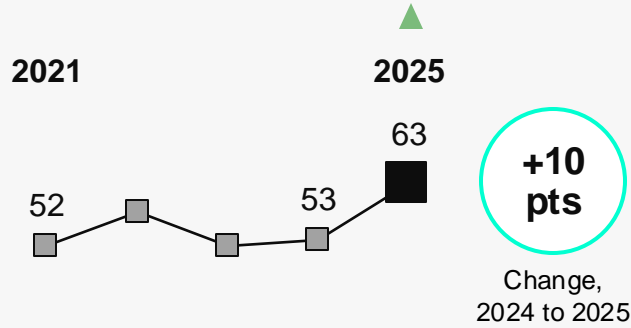


# Fear of Being Discriminated Against Surges to All-Time High

Percent who say

GLOBAL 26    ● ○ ●    ○ Significant change    ▲ ▼ All-time highs and lows

I worry about experiencing prejudice, discrimination, or racism



2025 Edelman Trust Barometer. 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, worry. Attribute asked of half the sample. General population, 26-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. The all-time highs and lows analysis comprised countries with at least five waves of data collection, therefore Nigeria and Sweden were not included.





# 6 in 10 Hold Grievances Against Business, Government, and the Rich

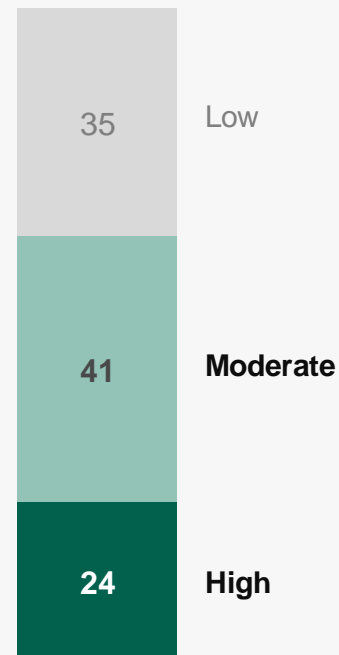
Percent who hold a low, moderate, or high sense of grievance, in Japan

## I hold a sense of grievance because:

- *Business and government serve select few*
- *Business and government actions hurt me*
- *The system favors the rich*
- *The rich are getting richer*

My sense of grievance is moderate or higher

**65%**



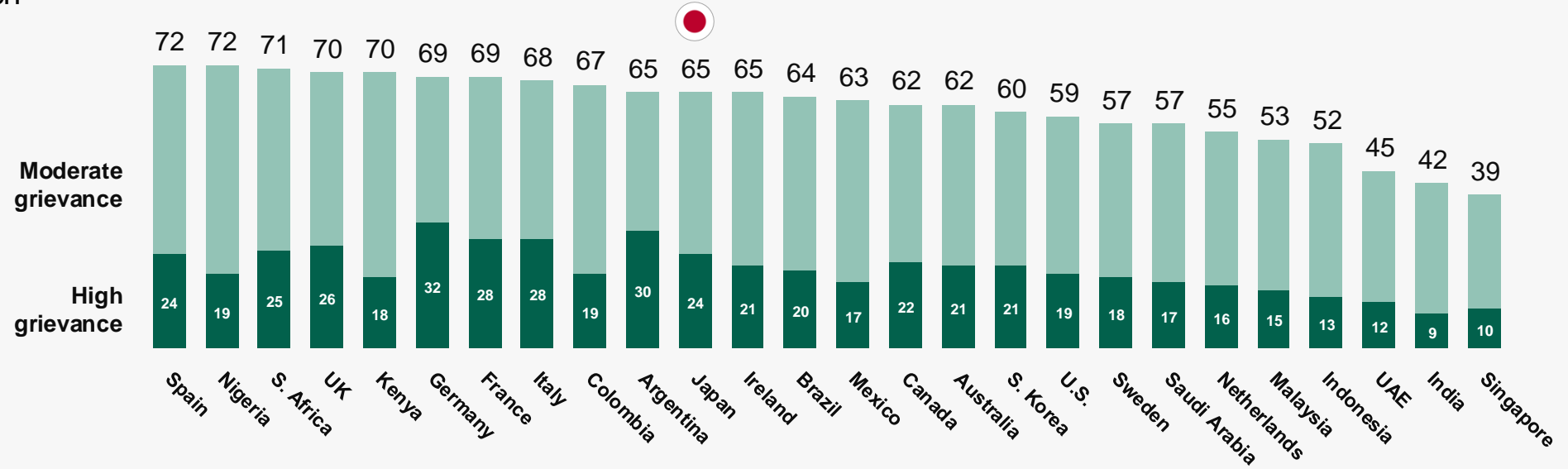
# Majorities Hold Grievances in Nearly All Countries Measured

Percent who say, by sense of grievance

GLOBAL 26 excl. China, Thailand

**My sense of grievance against business, government, and the rich is moderate or higher**

Majority hold moderate or higher grievance in 23 of 26 countries



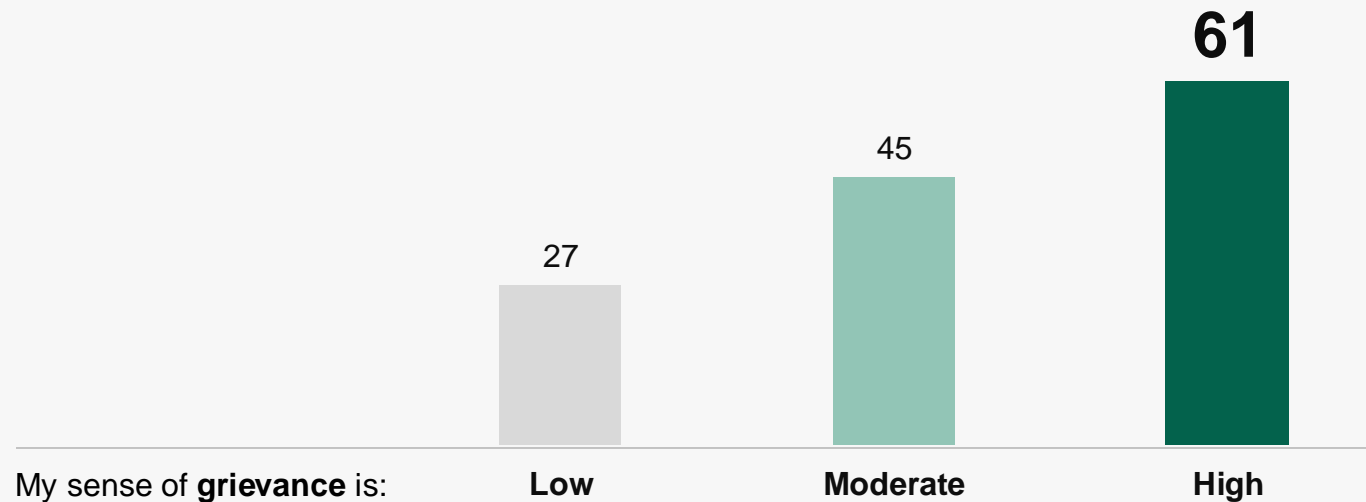
2025 Edelman Trust Barometer. Sense of Grievance scale. General population, 26-mkt avg. Certain data included in the scale was not collected in China or Thailand. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.



# Your Gain is My Loss: Grievance Instills a Zero-Sum Mindset

Percent who say, by sense of grievance, in Japan

I have a **zero-sum mindset**:  
 What helps people who don't share  
 my politics comes at a cost to me

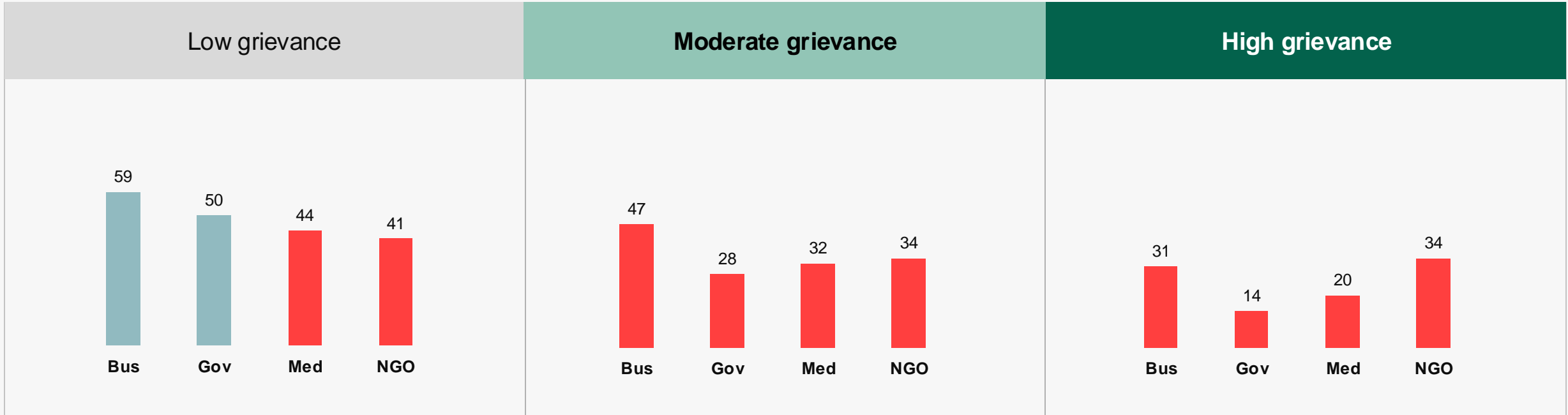
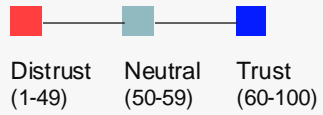


**Social contract at risk:**  
 With high grievance,  
 over 2x more likely to have a  
 zero-sum mindset  
 than low grievance



# Grievance Imposes a Trust Penalty

Percent trust, by sense of grievance, in Japan

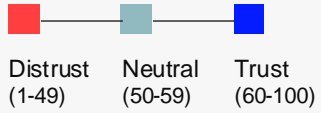


2025 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Japan, by Sense of Grievance scale. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix. "Bus" represents Business, "Gov" represents Government, "NGO" represents NGOs, and "Med" represents Media.

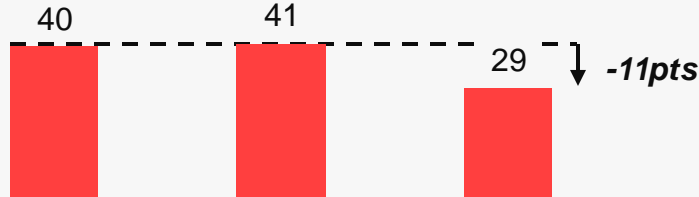


# With Greater Grievance, More Suspicious of Artificial Intelligence

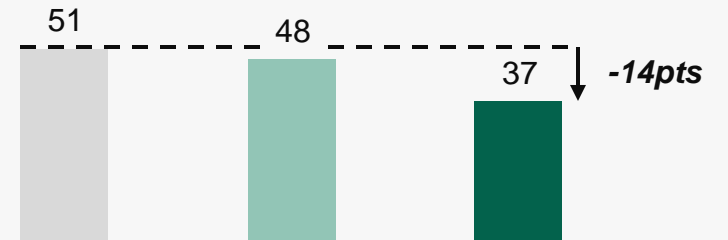
Percent who say, by sense of grievance, in Japan



I trust artificial intelligence



I am comfortable with the use of AI by business



My sense of grievance is:

Low

Moderate

High

Low

Moderate

High

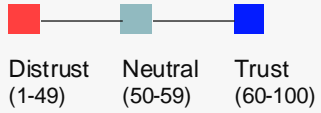


2025 Edelman Trust Barometer. TEC\_TRU\_AI. How much do you trust the below technology? 9-point scale; top 4 box, trust. Question asked of half the sample. AI\_INT\_KPI. For each of the following institutions, please indicate whether their general use of artificial intelligence such as machine learning, natural language processing, and generative AI is something you are comfortable with or something you are concerned about. 5-point scale; top 2 box, comfortable. Question asked of half the sample. General population, Japan, by Sense of Grievance scale. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.

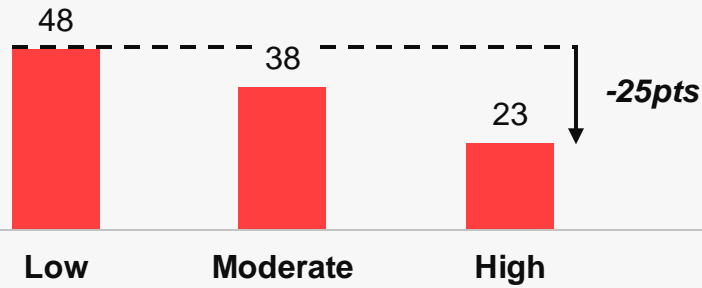


# With Greater Grievance, Trust in Business Leaders Erodes

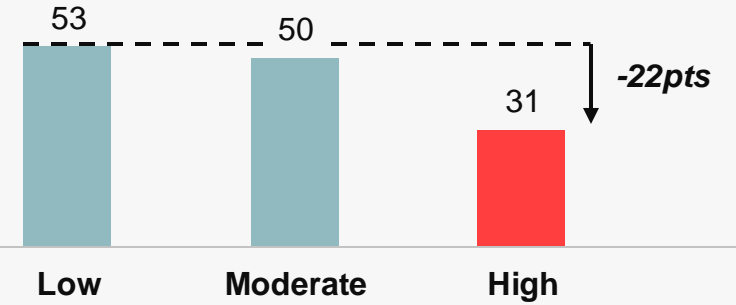
Percent who say, by sense of grievance, in Japan



## I trust CEOs in general



## I trust my CEO (among employees)



My sense of grievance is:

Low

Moderate

High

Low

Moderate

High



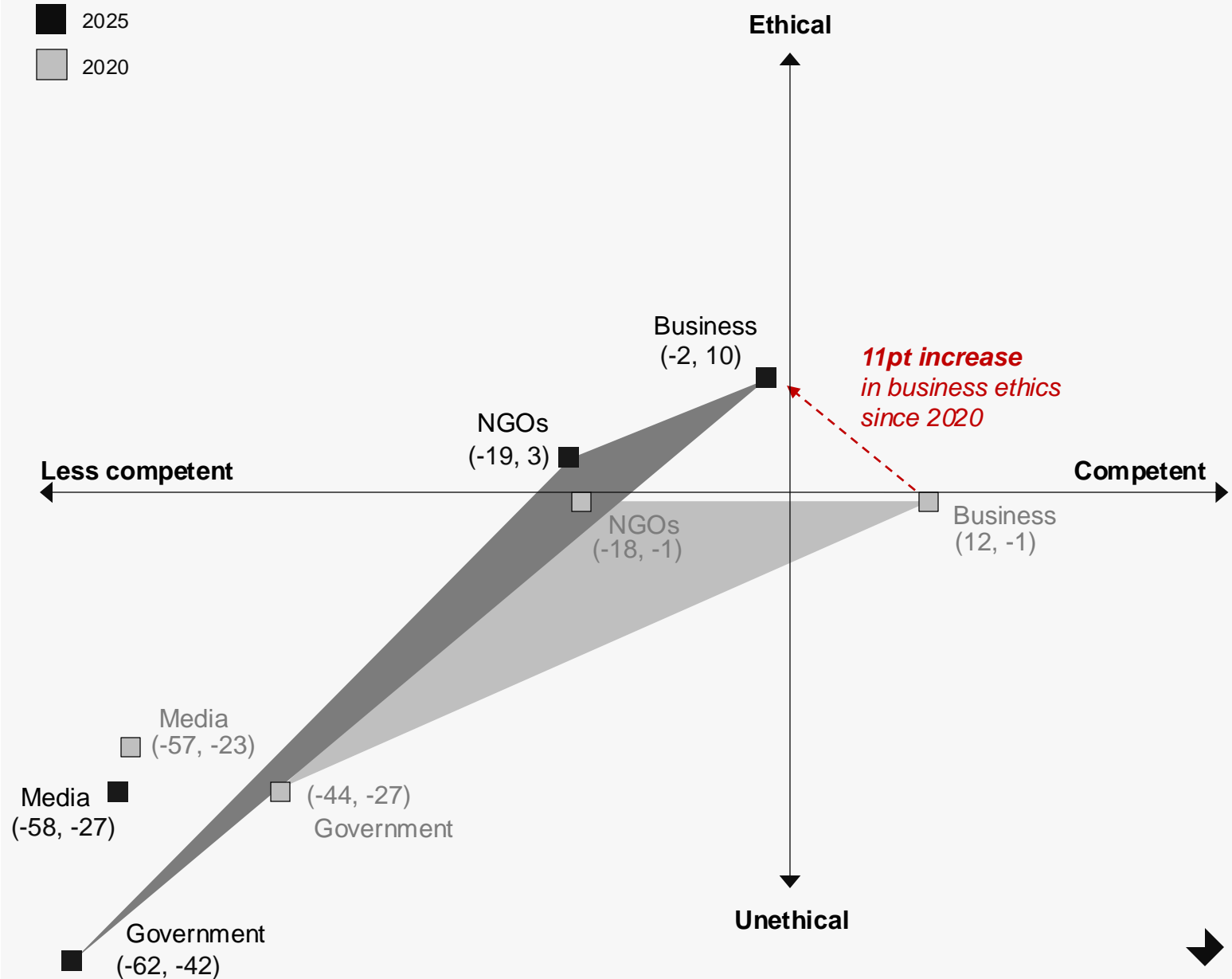


# Business Amid the Crisis of Grievance



# In Japan, Business Seen as Most Competent and Ethical

(Competence score, net ethical score)

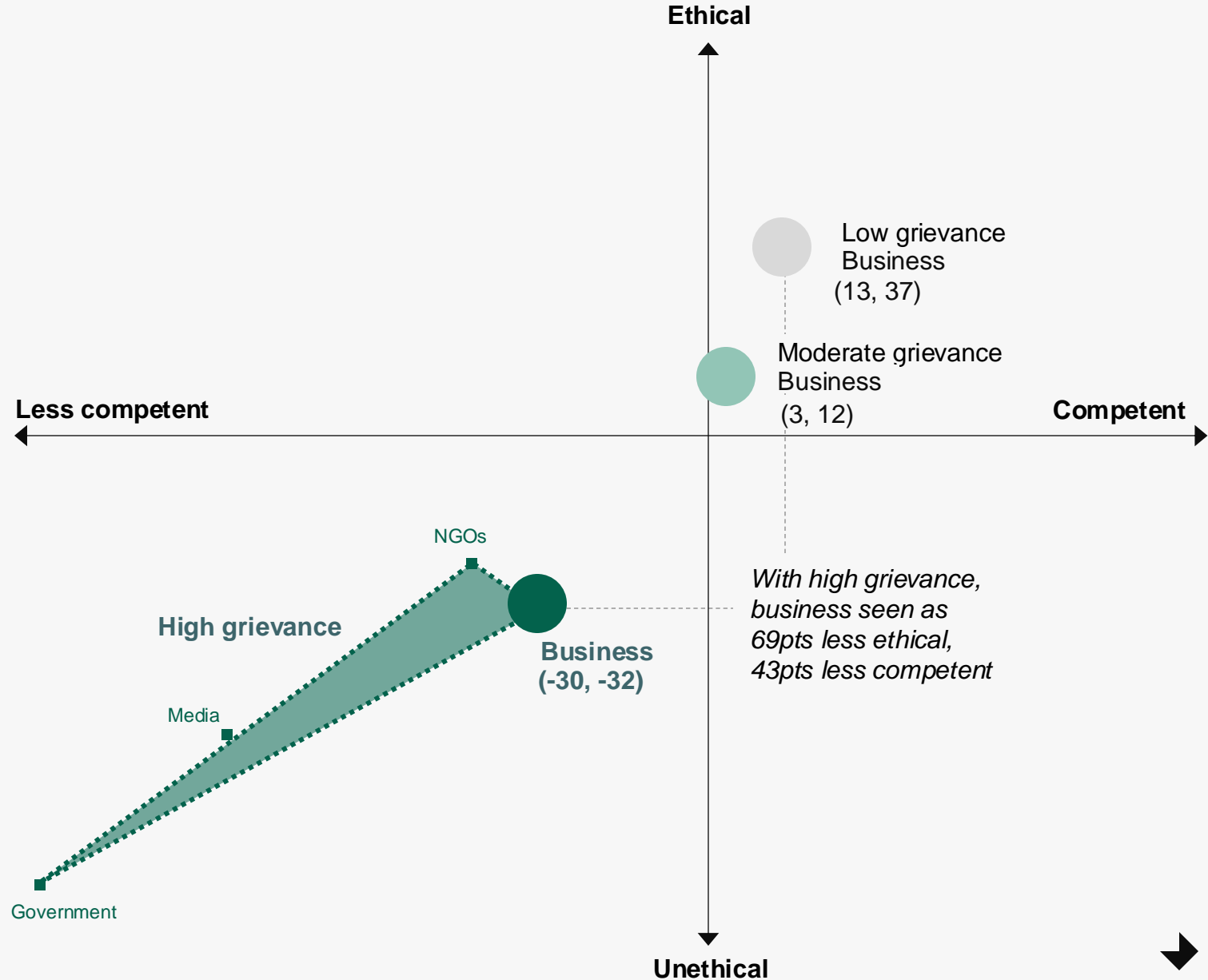


**2025 Edelman Trust Barometer.** The ethical scores are averages of nets based on [INS]\_PER\_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU\_3D\_[INS]/1. Media and NGOs were only asked of half the sample. General population, Japan. For full details regarding how this data was calculated and plotted, please see the Technical Appendix



# In Japan, Grievance Undermines Belief in Business Competence and Ethics

(Competence score, net ethical score),  
by sense of grievance



**2025 Edelman Trust Barometer.** The ethical scores are averages of nets based on [INS]\_PER\_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU\_3D\_[INS]/1. Media and NGOs were only asked of half the sample. General population, Japan, by Sense of Grievance scale.

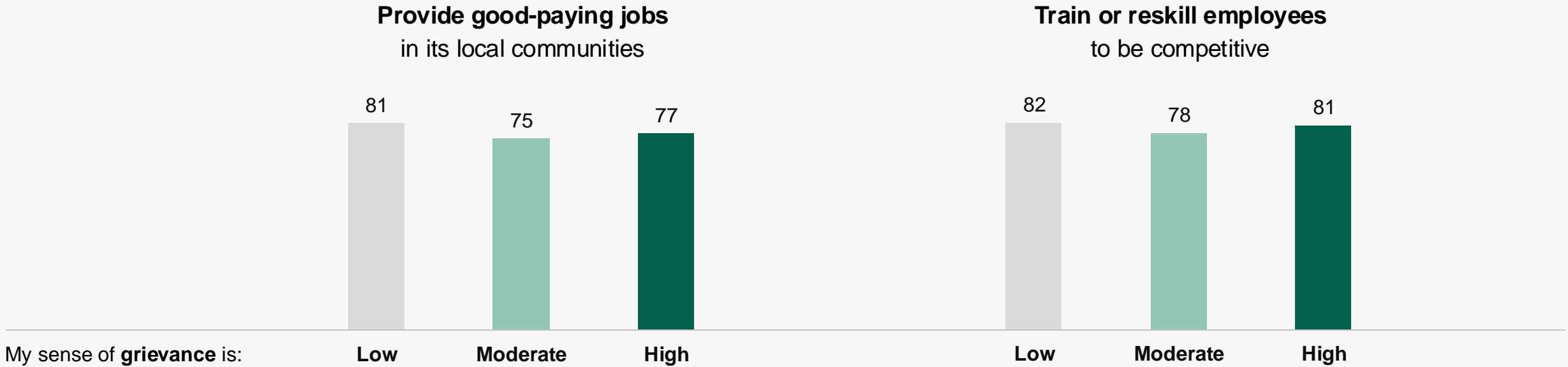
For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

Note: The net ethical scores for Business and Government comprise an attribute (“[Institution] serves select few”) that is part of the grievance mindset definition. For more details, please see the Technical Appendix.

# Business: Empower Us with Well-Paid Jobs and Skills for the Future

Percent who say, by sense of grievance, in Japan

To ensure a better future, **business is obligated to...**



2025 Edelman Trust Barometer. BUS\_EXP\_FUT. How obligated do you believe business is to do each of the following in order to help us achieve a better future? 5-point scale; top 3 box, business is obligated to do this. Question asked of half the sample. General population, Japan, by Sense of Grievance scale. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.



# Grievance Demands *More* Action from Business, Not Less

Percent who say, by sense of grievance, in Japan

Business is not going far enough to address each issue:

Low grievance
  Moderate grievance
  High grievance

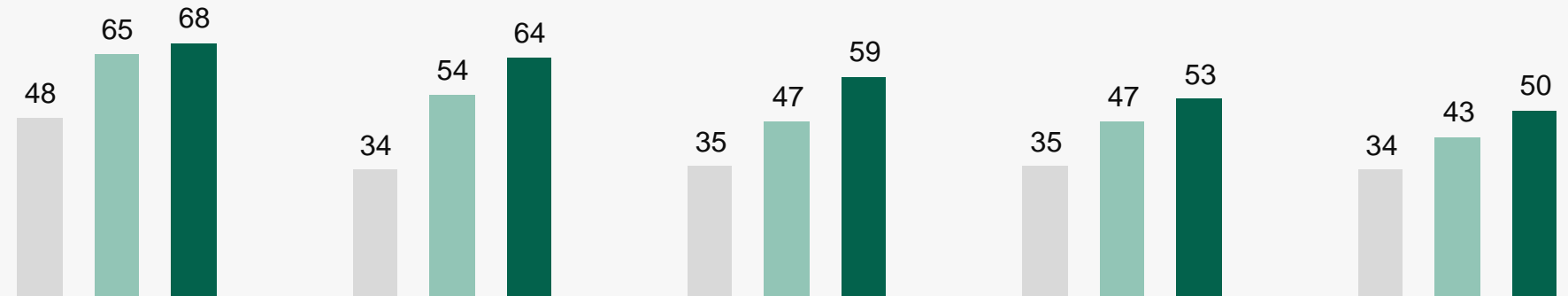
Climate change

Affordability

Misinformation

Discrimination

Retraining



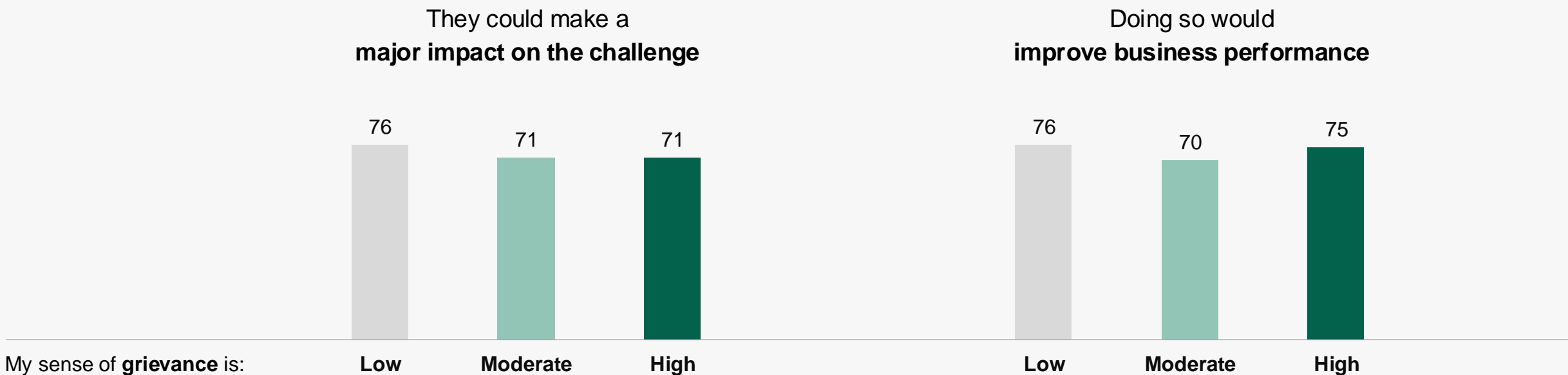
2025 Edelman Trust Barometer. BUS\_BND. Think about business as an institution, and its current level of engagement in addressing societal needs and issues. When it comes to each of the following areas, please indicate if you think business is going too far and overstepping what it should be doing, is doing just the right amount in regard to this activity, or is not going far enough in its actions and should be doing more. 3-point scale; code 3, business is not going far enough. Question asked of half the sample. General population, Japan, by Sense of Grievance scale. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.



# CEOs Have Permission To Act When They Can Make a Difference and Improve Performance

Percent who say, by sense of grievance, in Japan

CEOs are justified in addressing a societal issue if...



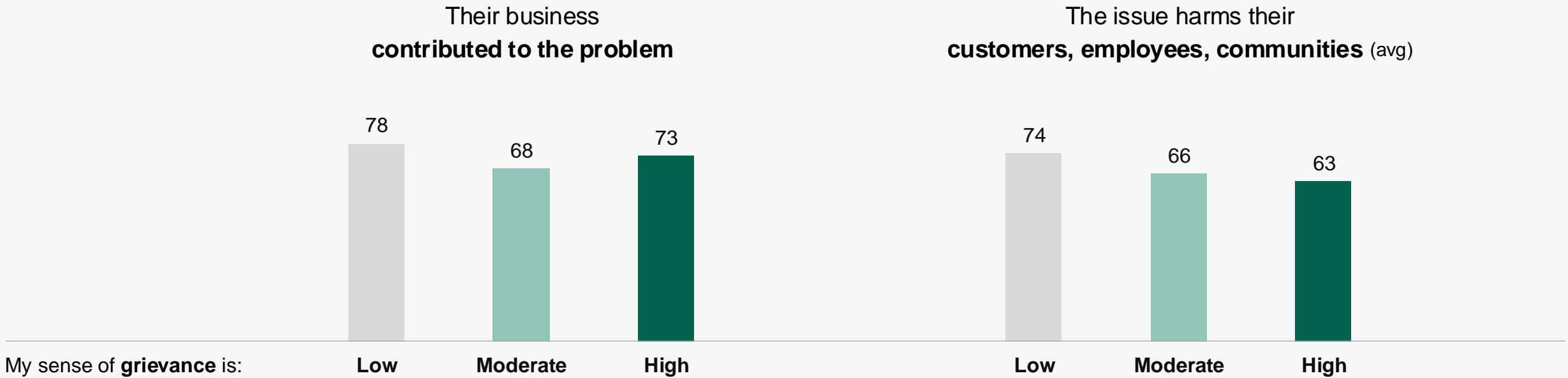
2025 Edelman Trust Barometer. BUS\_JUS. There are many social and societal challenges in the world today. Some of these challenges may be ones that you feel CEOs, as business leaders, are justified in addressing, and others you may feel are matters that business leaders should avoid or have no special reason to get involved in. How strong a justification do you feel each of the following is for a CEO to engage in addressing a particular social or societal issue in their role as the leader of a business? 5-point scale; top 3 box, moderately strong justification or more. Question asked of half the sample. General population, Japan, by Sense of Grievance scale. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.



# CEOs Have Permission To Act To Fix Problems They Caused and Protect Their Stakeholders

Percent who say, by sense of grievance, in Japan

CEOs are justified in addressing a societal issue if...



2025 Edelman Trust Barometer. BUS\_JUS. There are many social and societal challenges in the world today. Some of these challenges may be ones that you feel CEOs, as business leaders, are justified in addressing, and others you may feel are matters that business leaders should avoid or have no special reason to get involved in. How strong a justification do you feel each of the following is for a CEO to engage in addressing a particular social or societal issue in their role as the leader of a business? 5-point scale; top 3 box, moderately strong justification or more. Question asked of half the sample. General population, Japan, by Sense of Grievance scale. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.

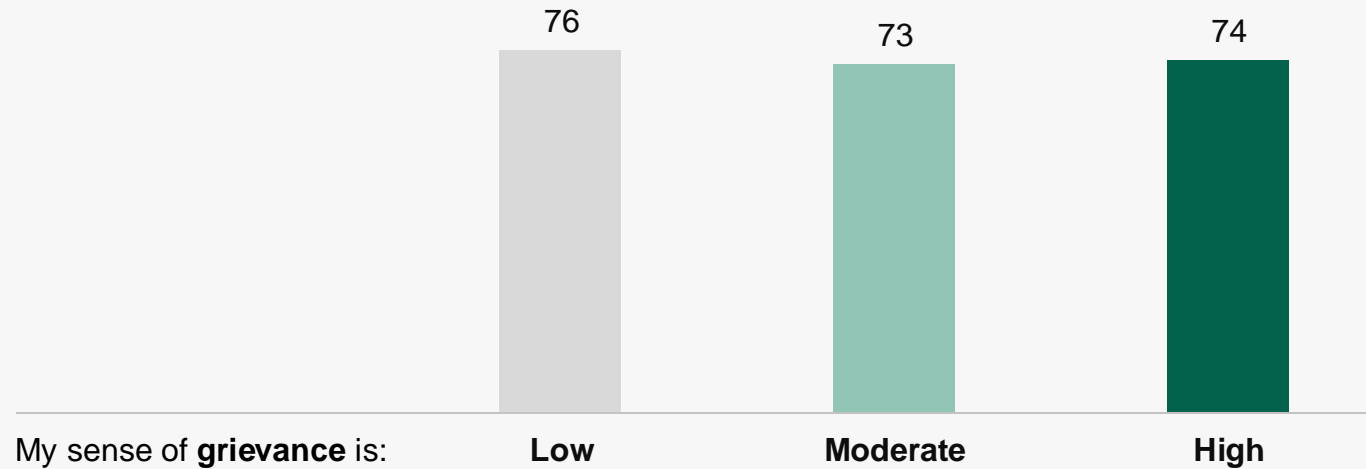


# Employers: Keep Grievances From Undermining Collaboration at Work

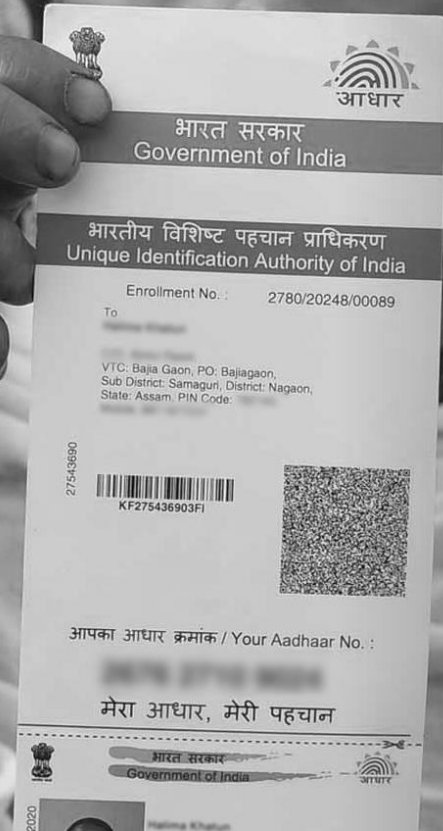
Percent who say, by sense of grievance, in Japan

To ensure a better future,  
**business is obligated to...**

**Nurture workplace civility**  
to facilitate discussions about contentious issues



# All Institutions Must Work To Rebuild Trust



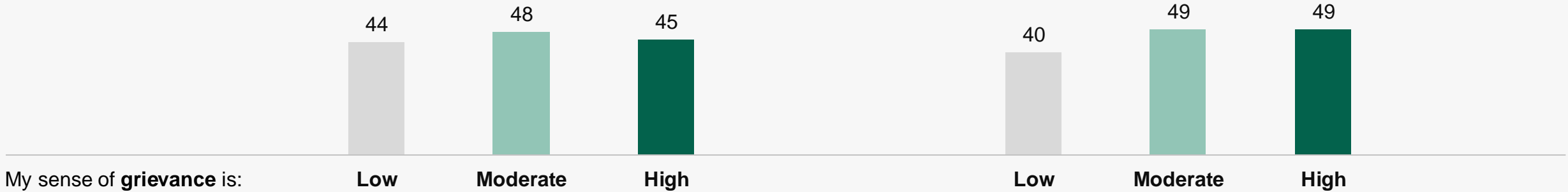
# Government: Deliver Results That Benefit Me

Percent who say, by sense of grievance, in Japan

Government leaders earn legitimate authority when they...

Have a  
positive impact on my life

Understand what  
people like me need and want



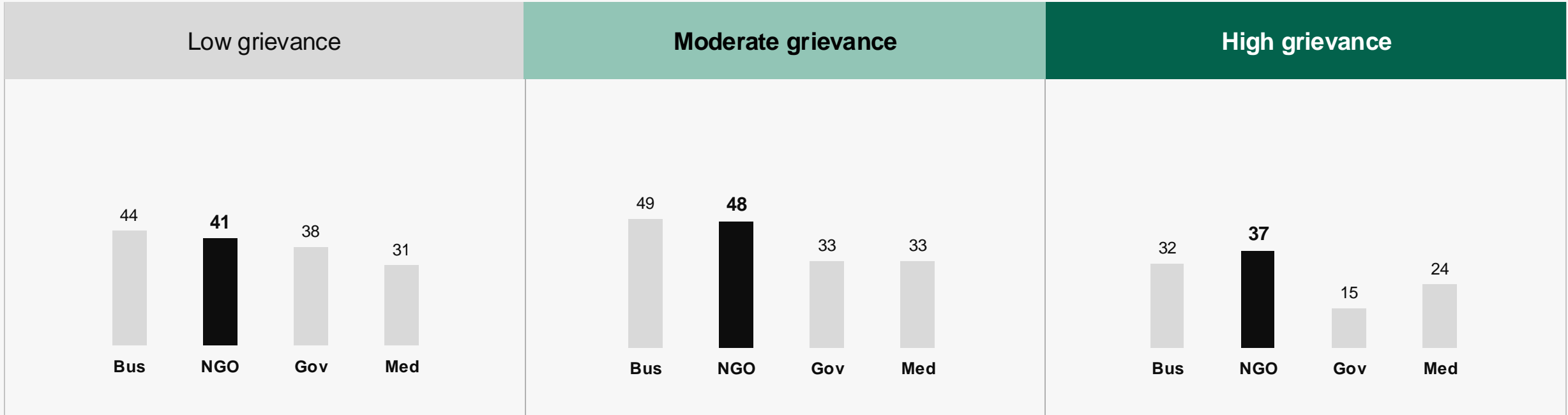
2025 Edelman Trust Barometer. LEG\_GOV. Governments create, enact, and enforce laws and policies. Some of these laws and policies you might support, while others you might not. How important is each of the following in making you see government leaders as legitimate authorities, such that you are willing to accept and abide by the laws and policies they enact, whether you fully agree with them or not? 9-point scale; top 4 box, important. Question asked of half the sample. General population, Japan, by Sense of Grievance scale. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.



# NGOs: Fight Divisiveness and Repair the Social Fabric

Percent trust, by sense of grievance, in Japan

This institution is a **unifying force that brings people together**:



2025 Edelman Trust Barometer. [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. Media and NGOs were only asked of half the sample. General population, Japan, by Sense of Grievance scale. For full details regarding how this data was calculated and plotted, please see the Technical Appendix. "Bus" represents Business, "Gov" represents Government, "NGO" represents NGOs, and "Med" represents Media.



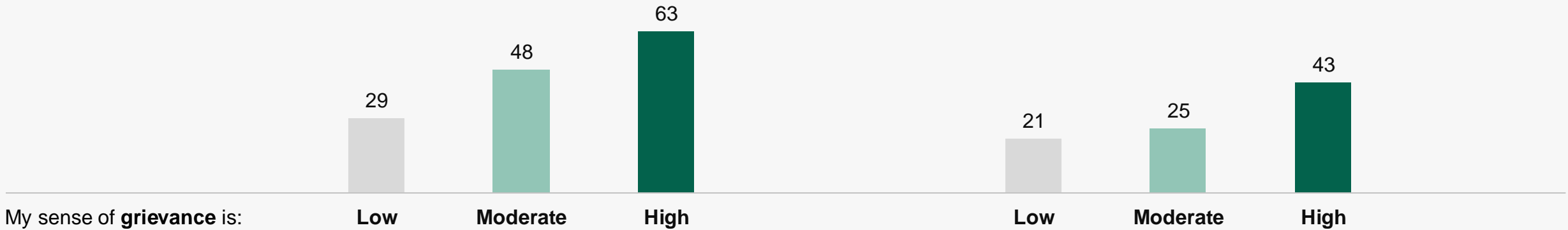
# Media: Put the Facts First

Percent who agree, by sense of grievance, in Japan

## News organizations would rather...

Attract a big audience than  
tell people what they need to know

Support an ideology than  
inform the public



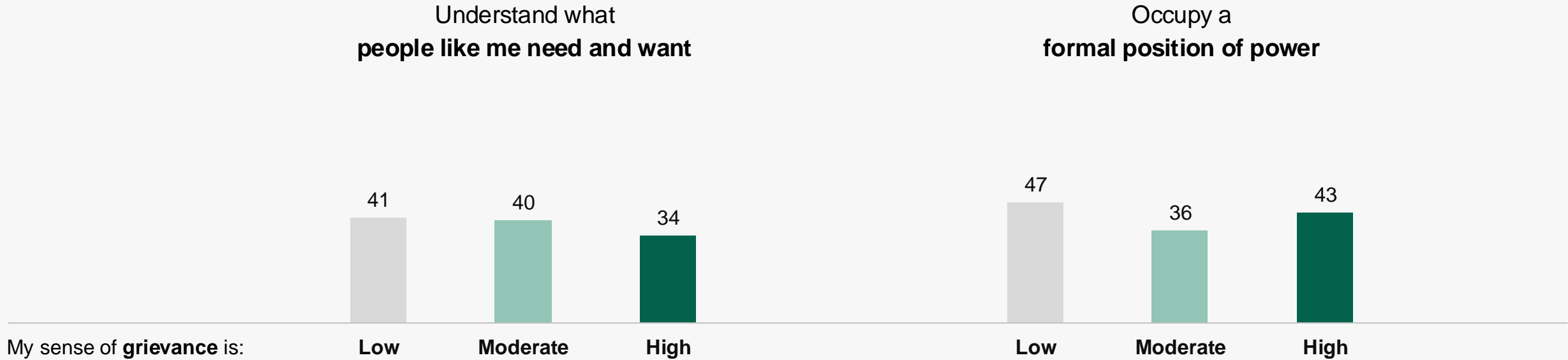
2025 Edelman Trust Barometer. ATT\_MED\_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, Japan, by Sense of Grievance scale. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.




# To Earn Influence, Compassion Matters as Much as Formal Position

Percent who say, by sense of grievance, in Japan

You will earn legitimate influence with me if you...



 2025 Edelman Trust Barometer. LEG\_INF. There are many people who share information, recommendations, and their opinions in an attempt to influence the views and behavior of people like you or people in positions of power and authority. Some of these people you might consider to be legitimate sources of influence and expertise, while others you might not. How important is each of the following in making you see someone as a legitimate influence or expert, such that you willingly give them influence on your life decisions and you would be comfortable with them influencing the views and behaviors of people in positions of power and authority? 9-point scale; top 4 box, important. Question asked of half the sample. General population, Japan, by Sense of Grievance scale. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.

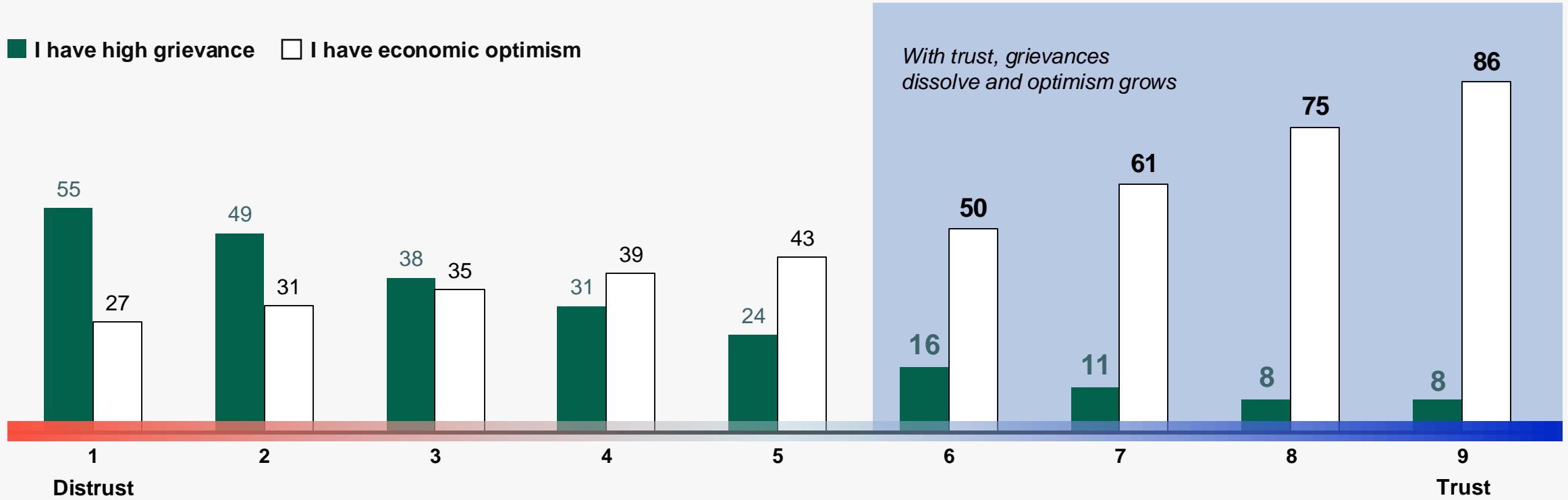


# When Trust Increases, Economic Optimism Overpowers Grievance

Among those with different levels of trust, percent with a high sense of grievance and percent with personal economic optimism

GLOBAL 26 excl. China, Thailand

■ I have high grievance □ I have economic optimism



2025 Edelman Trust Barometer. Sense of Grievance scale. 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; codes 1-2, better off. General population, 26-mkt avg., by average level of trust across the four institutions of business, government, media and NGOs. Certain data included in the Sense of Grievance scale was not collected in China or Thailand. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.



# Restoring Trust and Building Optimism Amid the Crisis of Grievance

## 1

### Grievances must be addressed

---

The institutional failures of the last 25 years have produced grievances around the world, stifling growth and innovation in turn. To lead through this crisis, understand the economic realities of your stakeholders, champion shared interests, and create opportunities for optimism.

## 2

### Business has a license to act

---

Those with a higher sense of grievance are more likely to believe that business is not doing enough to address societal issues. To navigate these expectations, understand where you have obligations, act on behalf of your stakeholders, and advocate for your organization.

## 3

### Business can't act alone

---

Business, government, media, and NGOs must work together to address the root causes of grievance and enable trust, growth, and prosperity. Invest in local communities, quality information, and job skills. Deliver results that benefit everyone fairly.

## 4

### With trust, optimism overpowers grievance

---

When institutions can't be trusted to do what is right, grievances fester and outlooks darken. To dissipate grievance and increase optimism, prioritize and rebuild trust across your organization and local communities.

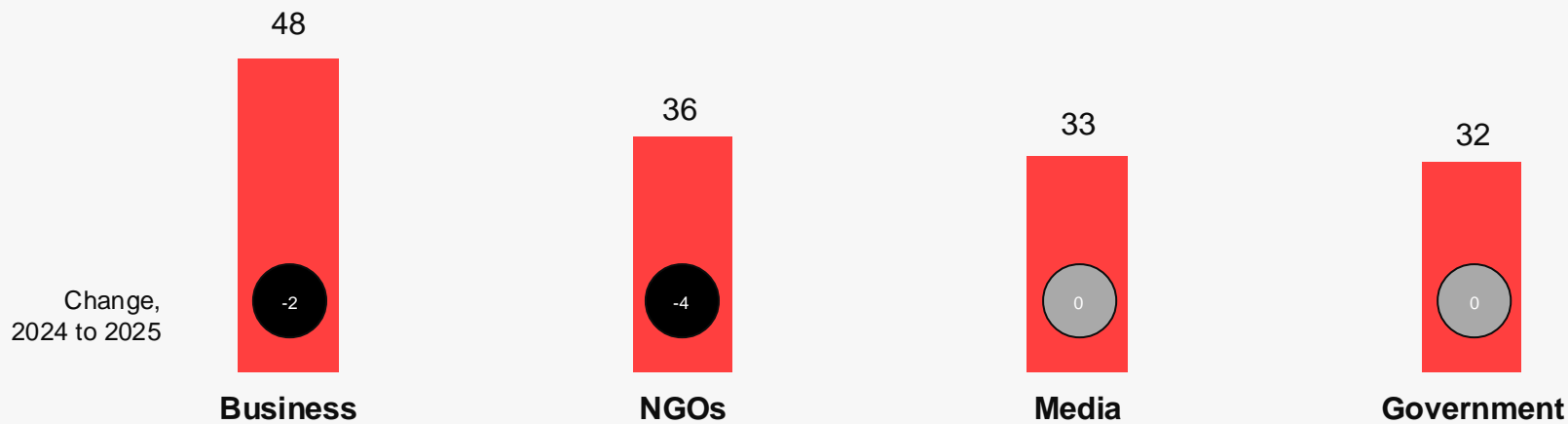
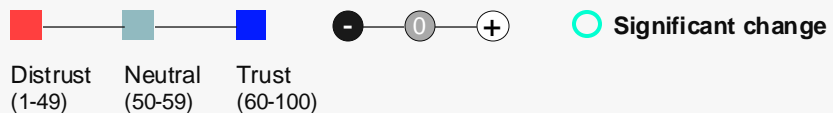


# Supplemental Data



# Business Remains Most Trusted Institution

Percent trust, in Japan



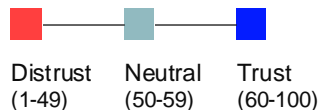
2025 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Japan. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Trust Inequality: Low Income Far Less Trusting Than High Income

## Trust Index

(average percent trust in business, government, media, NGOs)



*Double-digit trust inequality in 22 countries, one fewer than 2024*

2025 Edelman Trust Barometer. The Trust Index is the average percent trust in business, government, media, and NGOs. 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, 28-mkt avg., by income. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.

### 2025 High income (top 25%)

| Score | Country      |
|-------|--------------|
| 62    | Global 28    |
| 86    | Indonesia    |
| 84    | Saudi Arabia |
| 83    | China        |
| 80    | India        |
| 80    | UAE          |
| 79    | Thailand     |
| 73    | Singapore    |
| 71    | Malaysia     |
| 69    | Nigeria      |
| 68    | Kenya        |
| 65    | Mexico       |
| 64    | Netherlands  |
| 59    | Brazil       |
| 59    | S. Africa    |
| 57    | France       |
| 56    | Ireland      |
| 55    | Canada       |
| 55    | Italy        |
| 54    | Sweden       |
| 54    | U.S.         |
| 53    | Australia    |
| 52    | Colombia     |
| 50    | Argentina    |
| 50    | Spain        |
| 49    | S. Korea     |
| 48    | UK           |
| 47    | Germany      |
| 43    | Japan        |

### 2025 Low income (bottom 25%)

| Score | Country      |
|-------|--------------|
| 50    | Global 28    |
| 73    | China        |
| 69    | Indonesia    |
| 65    | India        |
| 63    | Saudi Arabia |
| 60    | Malaysia     |
| 60    | Nigeria      |
| 60    | UAE          |
| 59    | Kenya        |
| 57    | Singapore    |
| 55    | Thailand     |
| 50    | Netherlands  |
| 49    | Canada       |
| 49    | S. Africa    |
| 47    | Mexico       |
| 44    | Australia    |
| 44    | Colombia     |
| 44    | Sweden       |
| 43    | Brazil       |
| 43    | France       |
| 43    | Ireland      |
| 43    | Italy        |
| 42    | Argentina    |
| 41    | U.S.         |
| 39    | Spain        |
| 37    | Germany      |
| 37    | UK           |
| 35    | S. Korea     |
| 30    | Japan        |

### Greatest income-based trust inequality in:

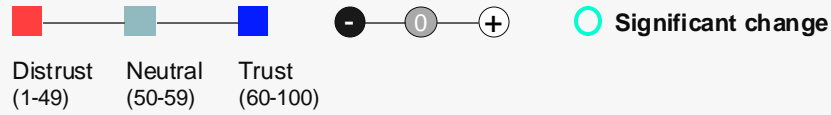
|              |        |
|--------------|--------|
| Thailand     | 24 pts |
| Saudi Arabia | 21 pts |
| UAE          | 20 pts |
| Mexico       | 18 pts |
| Indonesia    | 17 pts |



# Business Trusted in 15 of 28 Countries Measured

Percent trust in business

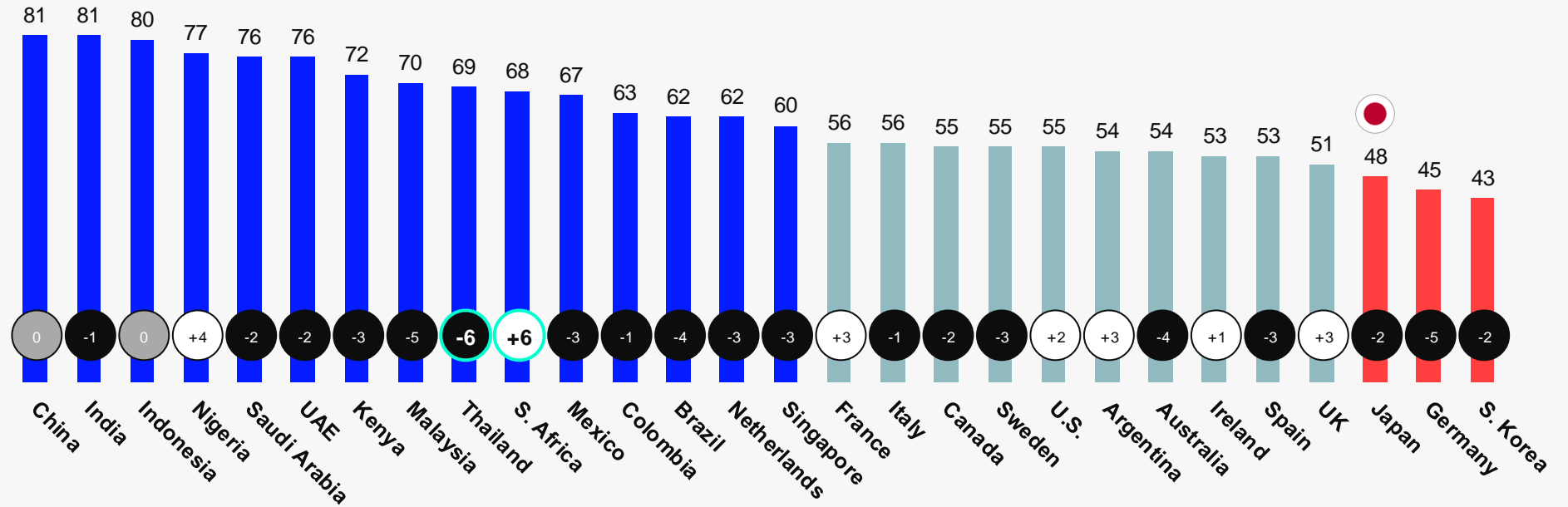
GLOBAL 28



62

-1 pt

Change, 2024 to 2025



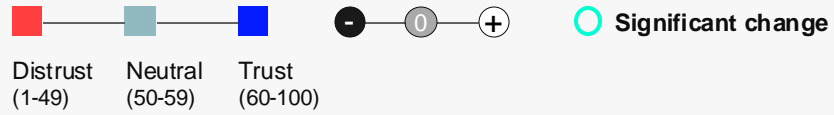
2025 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# NGOs Trusted in 11 of 28 Countries Measured

Percent trust in NGOs

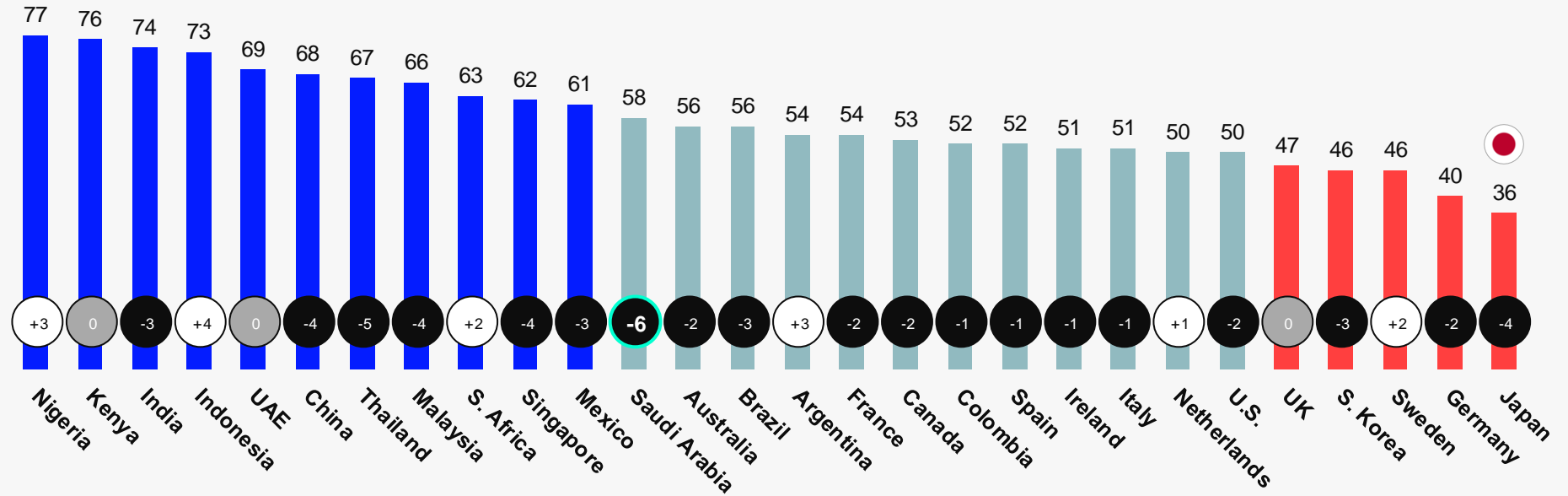
GLOBAL 28



58

-1 pt

Change, 2024 to 2025

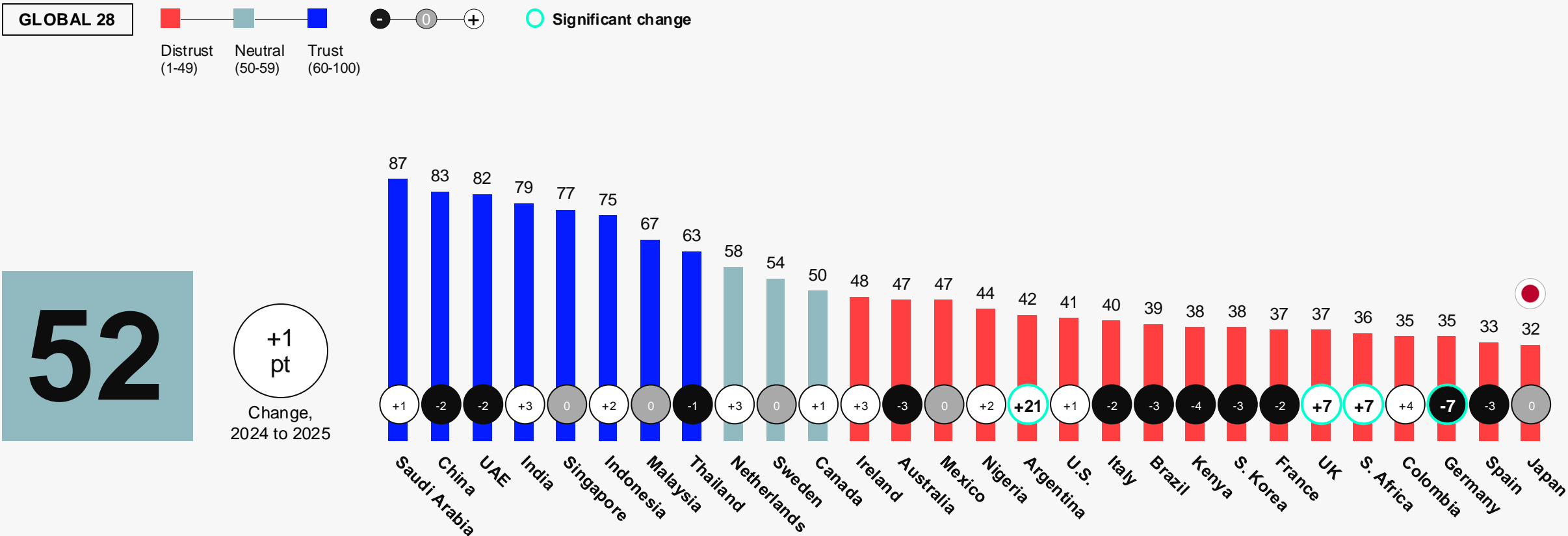


2025 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Government Distrusted in 17 of 28 Countries Measured

Percent trust in government



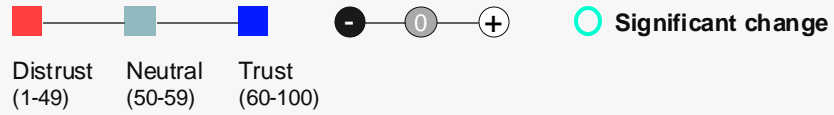
2025 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Media Distrusted in 14 of 28 Countries Measured

Percent trust in media

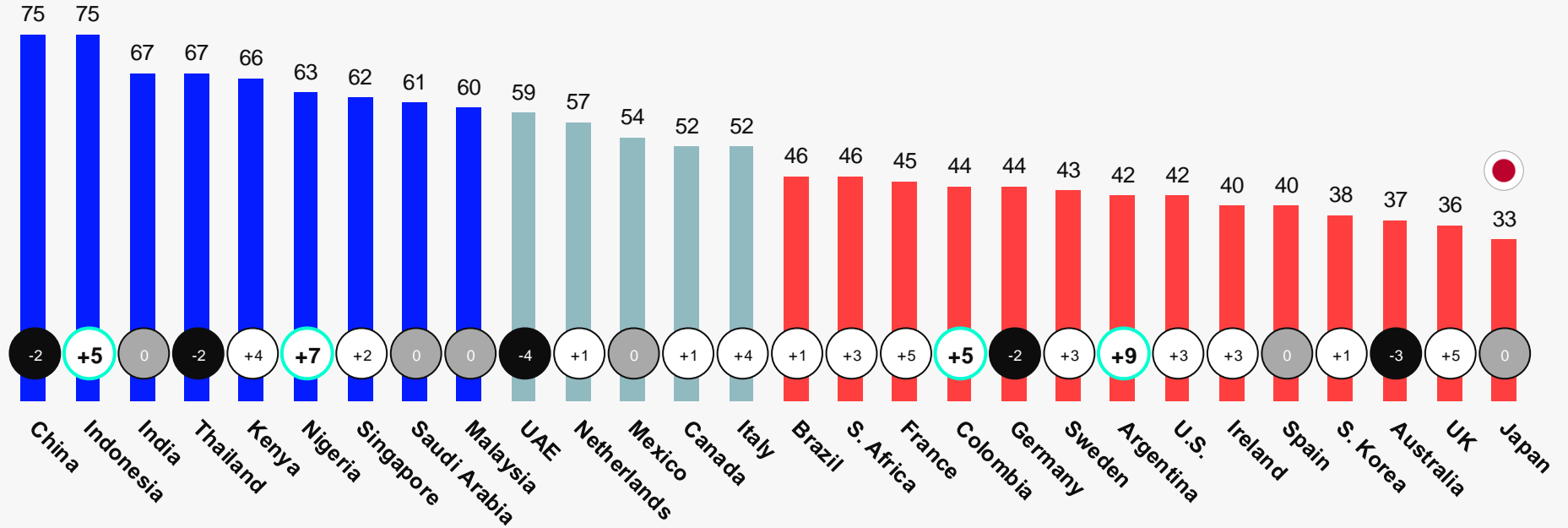
GLOBAL 28



52

+2 pts

Change, 2024 to 2025



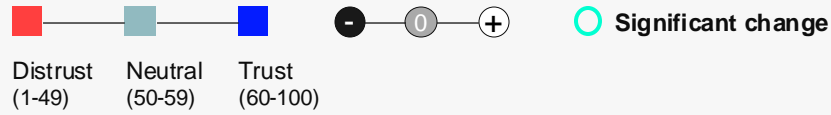
2025 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# United Nations Trusted in 10 of 28 Countries Measured

Percent trust in the United Nations

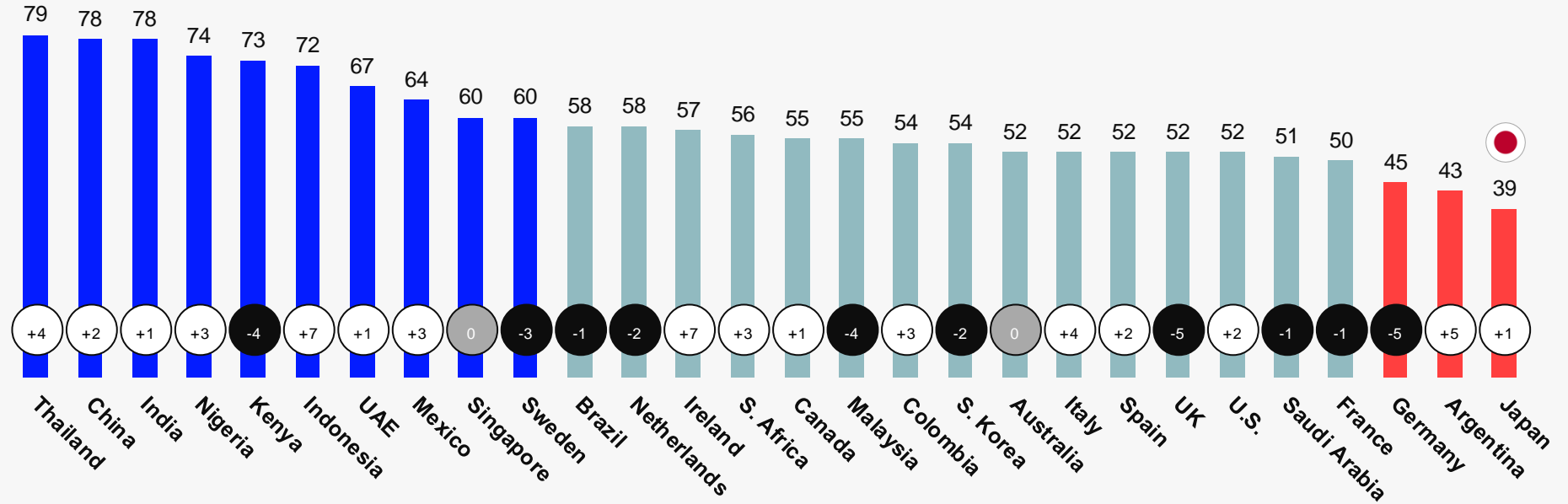
GLOBAL 28



58

0  
pts

Change,  
2024 to 2025



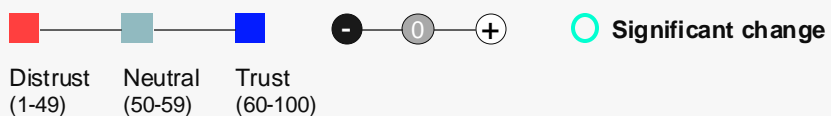
2025 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# The European Union Trusted in Only 8 of 28 Countries Measured

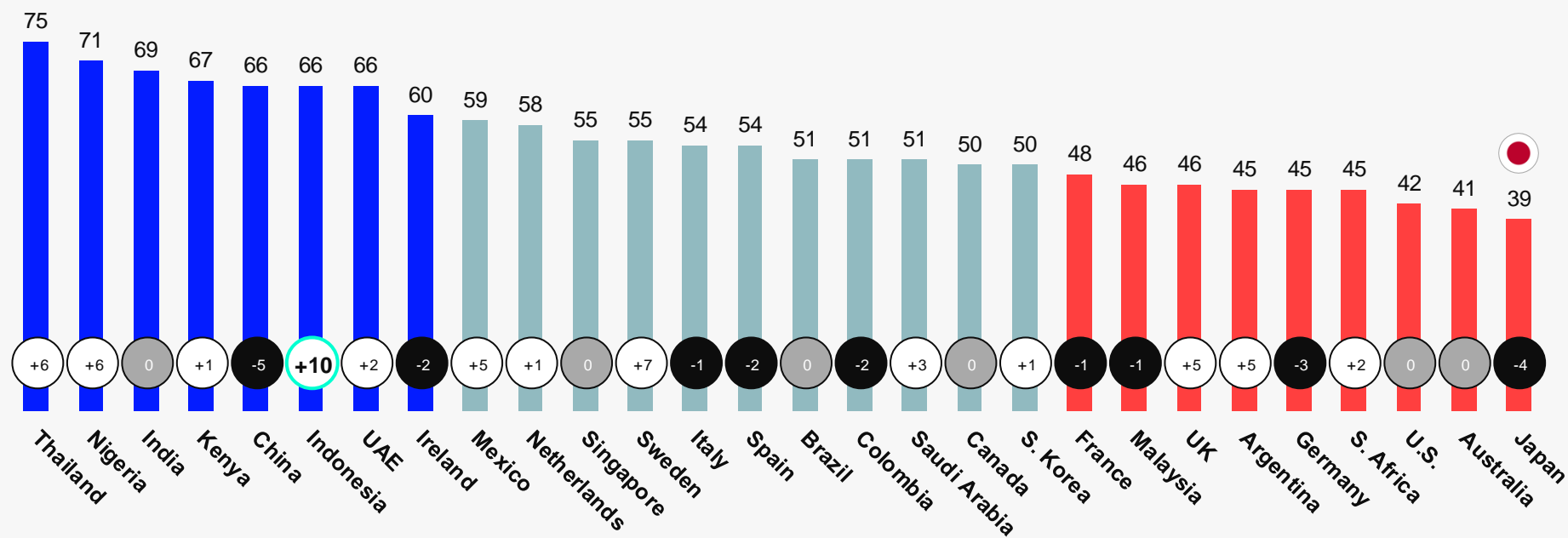
Percent trust in the European Union

GLOBAL 28



54

+1 pt  
Change, 2024 to 2025

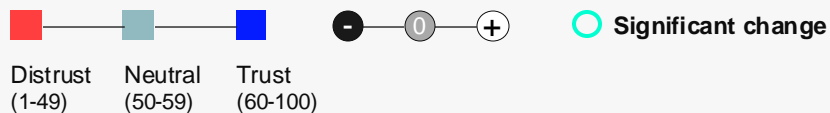


2025 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

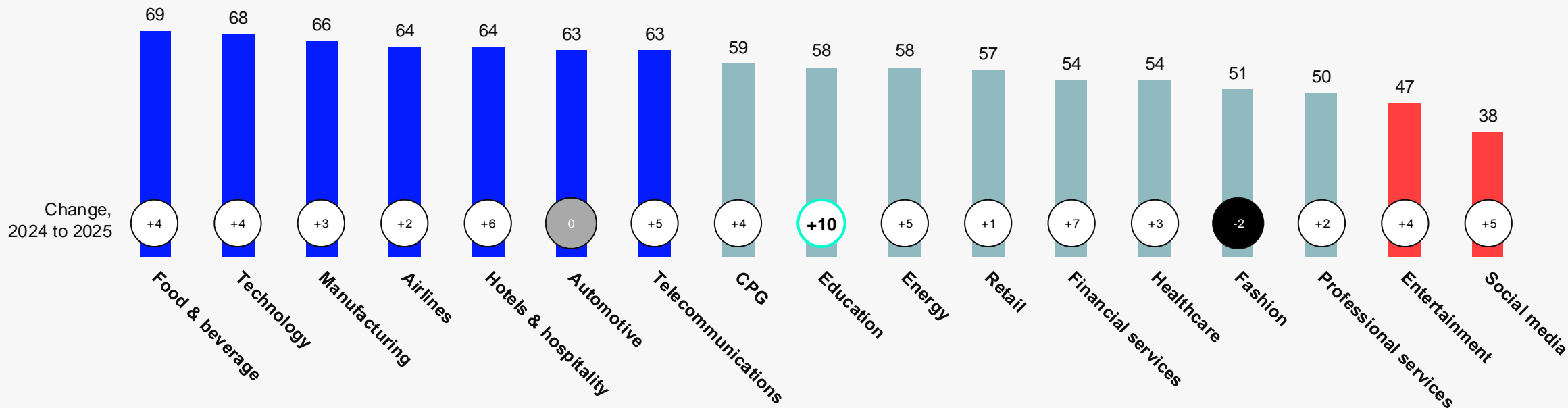


# Trust in Industry Sectors: 10 of 17 Sectors Measured Not Trusted in Japan

Percent trust, in Japan



*Education is the only sector with significant trust growth*

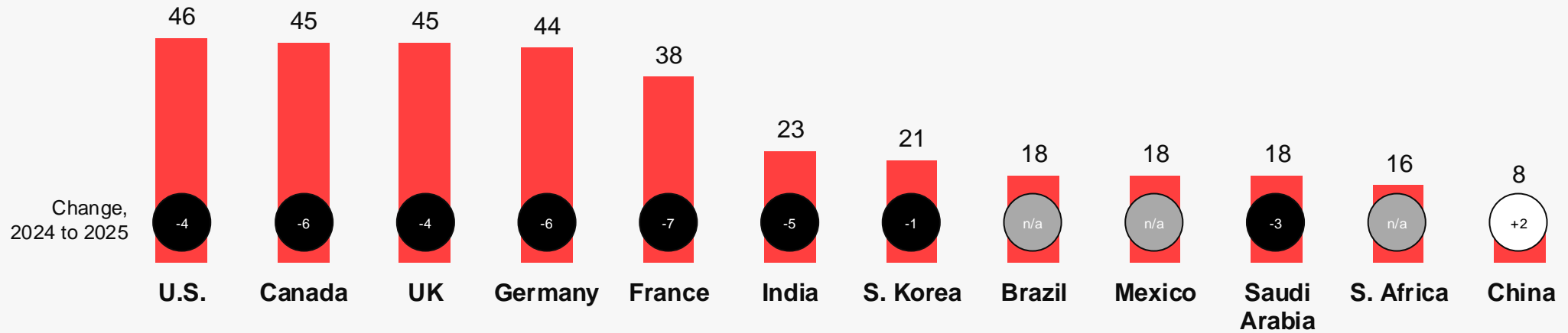
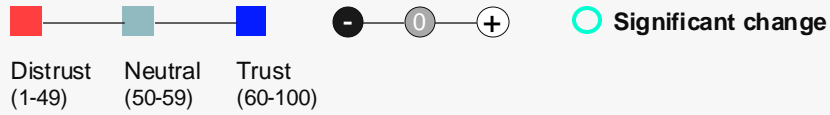


2025 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, Japan. Yearover-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# No Companies Headquartered in Foreign Countries Trusted

Percent trust in companies headquartered in each country, among those in Japan

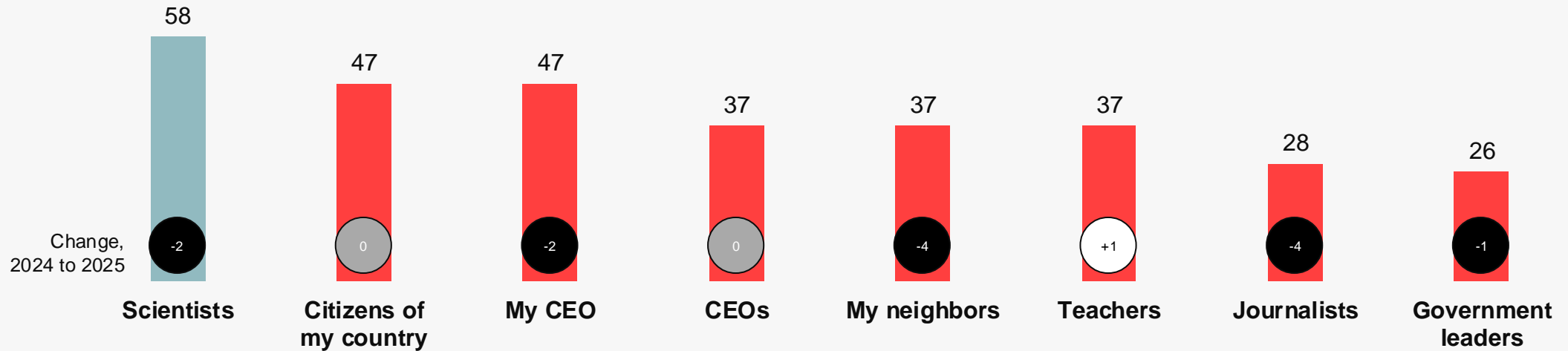
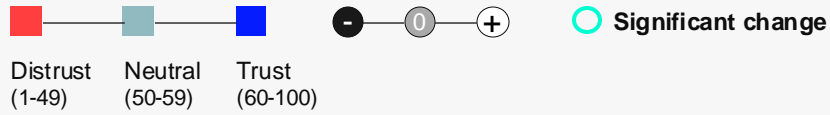


2025 Edelman Trust Barometer. TRU\_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, Japan. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Scientists Trusted More Than Institutional Leaders

Percent trust to do what is right, in Japan

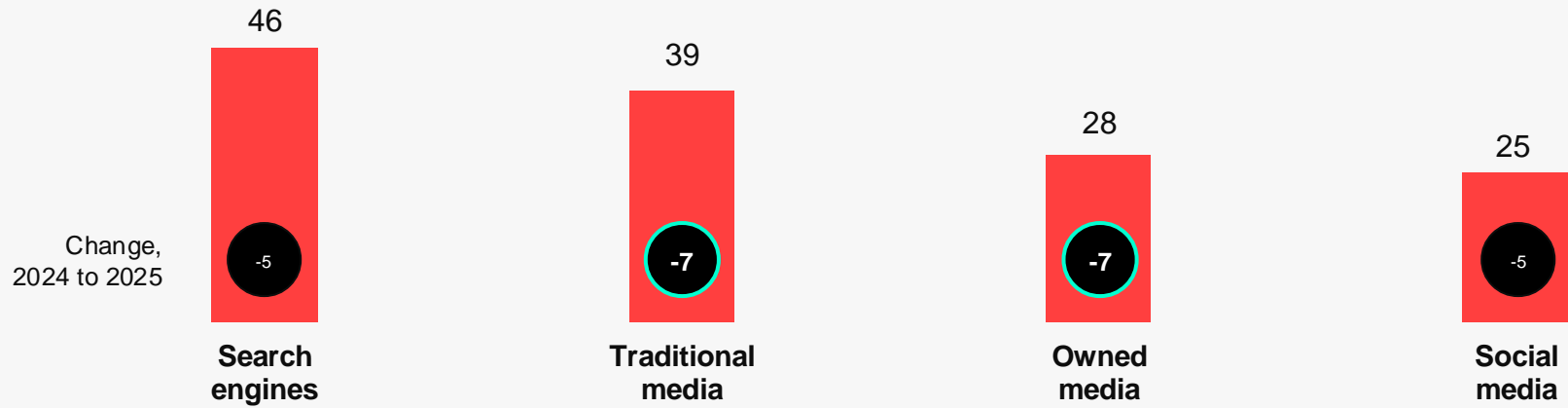
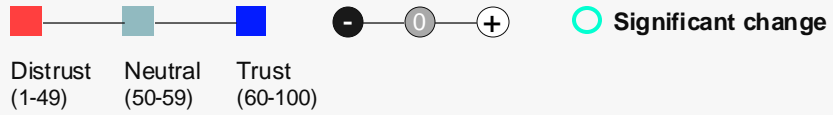


● 2025 Edelman Trust Barometer. TRU\_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Some attributes shown to half the sample. General population, Japan. "My CEO" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# All News Sources Distrusted

Percent trust in each media source for general news and information, in Japan



2025 Edelman Trust Barometer. COM\_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 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.



# Majority Concern Over Credibility of News Sources

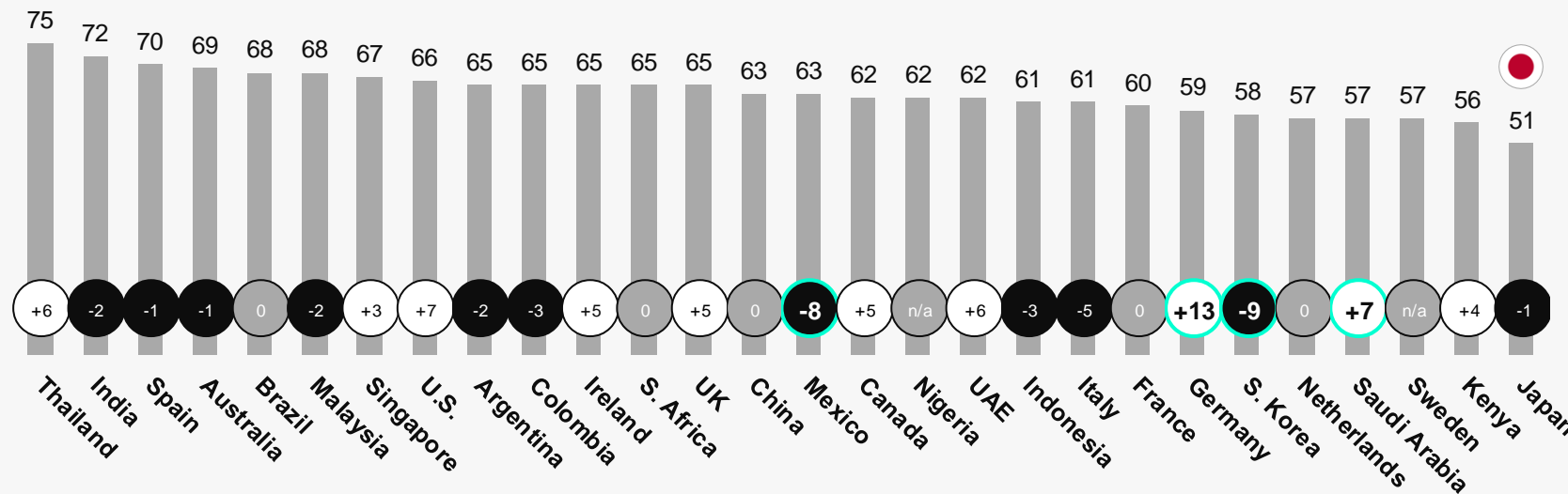
Percent who agree

GLOBAL 26     Significant change

It is becoming harder to tell if news is from **respected media** or an **individual trying to deceive people**

# 63%

0 pts  
Change, 2021 to 2025



2025 Edelman Trust Barometer. ATT\_MED\_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 26-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Technical Appendix



2025 Edelman Trust Barometer: The Sample

# Countries Included in Each Global Average

| Country                | Weighted Sample Size <sup>1</sup> | Unweighted Sample Size | Margin of Error <sup>2</sup> – Total Sample | Margin of Error – Half Sample         | Quotas Set On <sup>3</sup>      |
|------------------------|-----------------------------------|------------------------|---|---------------------------------------|---------------------------------|
| Global 28 <sup>4</sup> | 32,200                            | 33,194                 | +/- 0.7 percentage points total sample      | +/- 1.0 percentage points half sample | Quotas set at the country level |
| Argentina              | 1,150                             | 1,151                  | +/- 3.8 pct pts. total sample               | +/- 5.4 pct pts. half sample          | Age, Gender, Region             |
| Australia              | 1,150                             | 1,153                  |   |                                       |                                 |
| Brazil                 | 1,150                             | 1,151                  |   |                                       |                                 |
| Canada                 | 1,150                             | 2,124                  | +/- 2.8 pct pts. total sample               | +/- 4.0 pct pts. half sample          |                                 |
| China <sup>5</sup>     | 1,150                             | 1,150                  | +/- 3.8 pct pts. total sample               | +/- 5.4 pct pts. half sample          |                                 |
| Colombia               | 1,150                             | 1,150                  |   |                                       |                                 |
| France                 | 1,150                             | 1,152                  |   |                                       |                                 |
| Germany                | 1,150                             | 1,150                  |   |                                       |                                 |
| India                  | 1,150                             | 1,150                  |   |                                       |                                 |
| Indonesia              | 1,150                             | 1,150                  |   |                                       |                                 |
| Ireland                | 1,150                             | 1,150                  |   |                                       |                                 |
| Italy                  | 1,150                             | 1,150                  |   |                                       |                                 |
| Japan                  | 1,150                             | 1,150                  |   |                                       |                                 |
| Kenya                  | 1,150                             | 1,152                  |   |                                       |                                 |
| Malaysia               | 1,150                             | 1,153                  |   |                                       |                                 |
| Mexico                 | 1,150                             | 1,151                  |   |                                       |                                 |
| Netherlands            | 1,150                             | 1,150                  |   |                                       |                                 |
| Nigeria                | 1,150                             | 1,152                  |   |                                       |                                 |
| Saudi Arabia           | 1,150                             | 1,152                  |   |                                       |                                 |
| Singapore              | 1,150                             | 1,150                  |   |                                       |                                 |
| S. Africa              | 1,150                             | 1,150                  |   |                                       |                                 |
| S. Korea               | 1,150                             | 1,150                  |   |                                       |                                 |
| Spain                  | 1,150                             | 1,150                  |   |                                       |                                 |
| Sweden                 | 1,150                             | 1,150                  |   |                                       |                                 |
| Thailand               | 1,150                             | 1,150                  |   |                                       |                                 |
| UAE                    | 1,150                             | 1,152                  |   |                                       |                                 |
| UK                     | 1,150                             | 1,151                  |   |                                       |                                 |
| U.S.                   | 1,150                             | 1,150                  |   |                                       |                                 |

1. Data reported on slides is weighted to the same total base size to ensure each country has an equal effect on the global average. Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.
2. Margin of error is calculated on the unweighted sample sizes, utilizing a 99% confidence interval.
3. There were additional quotas on ethnicity in the UK and U.S., and on nationality in Saudi Arabia and the UAE.
4. The "global average" indicates the average result of all the countries where data was collected. As mentioned above, there has been no adjustment made to the population size relative to each country and the global average is not intended to suggest a total result of the entire global population.
5. All data collected in China is from the mainland. Regions of Greater China were not surveyed.



2025 Edelman Trust Barometer: The Sample

## Additional Fielding in Canada

Respondents in Canada have the option to take the survey in English or in French. For those who selected French, due to a translation error, a few questions were shown in English instead.

To address this, and ensure each respondent was able to answer the full survey in their preferred language, all Canadian respondents who took the survey in French were re-contacted between December 12 and 17, 2024 to answer French language versions of the impacted questions, as well as associated questions used for comparing or segmenting data. This new data replaced the original data collected in the dataset at those impacted questions.

French-selecting respondents who did not participate in the recontact were removed from the final data set. All data was then re-weighted to be nationally representative of gender, age, and region in Canada.

To summarize:

- All Canada data among English-selecting respondents is from the original fielding wave of Oct 25 – Nov 12.
- Canada data among French-selecting respondents at the impacted questions is from the recontact fielding wave of Dec 12 – 17.
- Canada data among French-selecting respondents at all other questions is from the original fielding wave of Oct 25 – Nov 12.
- Each Canada respondent who selected French and is present in the final dataset took both waves of the survey, so the sample is consistent across questions.

Any impacted data is indicated in the footnote of the slide.



2025 Edelman Trust Barometer: The Sample

# Global Averages: Current Year and Historical Tracking

|                                | Global 28   | Tracking Average Global 26       | Tracking Average Global 22       | Tracking Average Global 21       |
|--------------------------------|---|----------------------------------|----------------------------------|----------------------------------|
| <b>All countries surveyed:</b> | Used for <b>current year averages</b> and <b>tracking to 2024</b> | Used for <b>tracking to 2021</b> | Used for <b>tracking to 2018</b> | Used for <b>tracking to 2012</b> |
| Argentina                      | Argentina   | Argentina                        | Argentina                        | Argentina                        |
| Australia                      | Australia   | Australia                        | Australia                        | Australia                        |
| Brazil                         | Brazil  | Brazil                           | Brazil                           | Brazil                           |
| Canada                         | Canada  | Canada                           | Canada                           | Canada                           |
| China                          | China   | China                            | China                            | China                            |
| Colombia                       | Colombia  | Colombia                         | ----                             | ----                             |
| France                         | France  | France                           | France                           | France                           |
| Germany                        | Germany   | Germany                          | Germany                          | Germany                          |
| India                          | India   | India                            | India                            | India                            |
| Indonesia                      | Indonesia   | Indonesia                        | Indonesia                        | Indonesia                        |
| Ireland                        | Ireland   | Ireland                          | Ireland                          | Ireland                          |
| Italy                          | Italy   | Italy                            | Italy                            | Italy                            |
| Japan                          | Japan   | Japan                            | Japan                            | Japan                            |
| Kenya                          | Kenya   | Kenya                            | ----                             | ----                             |
| Malaysia                       | Malaysia  | Malaysia                         | Malaysia                         | Malaysia                         |
| Mexico                         | Mexico  | Mexico                           | Mexico                           | Mexico                           |
| Netherlands                    | Netherlands   | Netherlands                      | Netherlands                      | Netherlands                      |
| Nigeria                        | Nigeria   | ----                             | ----                             | ----                             |
| Saudi Arabia                   | Saudi Arabia  | Saudi Arabia                     | ----                             | ----                             |
| Singapore                      | Singapore   | Singapore                        | Singapore                        | Singapore                        |
| S. Africa                      | S. Africa   | S. Africa                        | ----                             | ----                             |
| S. Korea                       | S. Korea  | S. Korea                         | S. Korea                         | S. Korea                         |
| Spain                          | Spain   | Spain                            | Spain                            | Spain                            |
| Sweden                         | Sweden  | ----                             | ----                             | ----                             |
| Thailand                       | Thailand  | Thailand                         | ----                             | ----                             |
| UAE                            | UAE   | UAE                              | UAE                              | UAE                              |
| UK                             | UK  | UK                               | UK                               | UK                               |
| U.S.                           | U.S.  | U.S.                             | U.S.                             | U.S.                             |



2025 Edelman Trust Barometer: The Sample

# Global Averages: Special Averages

|                                | Sensitive Markets<br>Global 26  | Sensitive Markets, Translation Exclusion<br>Global 24   | Tracking Markets, Sensitive Markets, Translation<br>Exclusion<br>Global 20   |
|--------------------------------|---|---|--|
| <b>All countries surveyed:</b> | Used for <b>current year averages</b> ; excludes sensitive countries <sup>1</sup> | Used for <b>current year averages</b> ; excludes sensitive countries <sup>1</sup> ; excludes countries impacted by translation inconsistencies <sup>2</sup> | Used for <b>tracking to 2020</b> ; excludes sensitive countries <sup>1</sup> ; excludes countries impacted by translation inconsistencies <sup>2</sup> |
| Argentina                      | Argentina   | Argentina   | Argentina  |
| Australia                      | Australia   | Australia   | Australia  |
| Brazil                         | Brazil  | Brazil  | Brazil   |
| Canada                         | Canada  | Canada  | Canada   |
| China                          | ----  | ----  | ----   |
| Colombia                       | Colombia  | Colombia  | Colombia   |
| France                         | France  | France  | ----   |
| Germany                        | Germany   | Germany   | Germany  |
| India                          | India   | India   | India  |
| Indonesia                      | Indonesia   | Indonesia   | Indonesia  |
| Ireland                        | Ireland   | Ireland   | Ireland  |
| Italy                          | Italy   | Italy   | Italy  |
| Japan                          | Japan   | Japan   | Japan  |
| Kenya                          | Kenya   | Kenya   | Kenya  |
| Malaysia                       | Malaysia  | Malaysia  | Malaysia   |
| Mexico                         | Mexico  | Mexico  | Mexico   |
| Netherlands                    | Netherlands   | Netherlands   | Netherlands  |
| Nigeria                        | Nigeria   | Nigeria   | ----   |
| Saudi Arabia                   | Saudi Arabia  | ----  | ----   |
| Singapore                      | Singapore   | Singapore   | Singapore  |
| S. Africa                      | S. Africa   | S. Africa   | S. Africa  |
| S. Korea                       | S. Korea  | S. Korea  | ----   |
| Spain                          | Spain   | Spain   | Spain  |
| Sweden                         | Sweden  | Sweden  | ----   |
| Thailand                       | ----  | ----  | ----   |
| UAE                            | UAE   | ----  | ----   |
| UK                             | UK  | UK  | UK   |
| U.S.                           | U.S.  | U.S.  | U.S.   |

1. Because some of the content we ask is deemed politically 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. The countries where we removed certain questions and/or answer options in the survey are noted in the labels on the slide.

2. Due to a translation inconsistency regarding the measure of competence or ethics in the four main institutions in France, Saudi Arabia, South Korea, and UAE, the data for those countries was removed from the relevant analyses.



2025 Edelman Trust Barometer: The Sample

# Survey Languages Used and Internet Penetration by Country

|                  | Languages                          | Internet Penetration* |
|------------------|------------------------------------|-----------------------|
| <b>Global</b>    | -                                  | -                     |
| <b>Argentina</b> | Localized Spanish                  | 89%                   |
| <b>Australia</b> | Localized English                  | 95%                   |
| <b>Brazil</b>    | Portuguese                         | 84%                   |
| <b>Canada</b>    | Localized English, Canadian French | 94%                   |
| <b>China</b>     | Simplified Chinese                 | 77%                   |
| <b>Colombia</b>  | Localized Spanish                  | 73%                   |
| <b>France</b>    | Localized French                   | 87%                   |
| <b>Germany</b>   | German                             | 92%                   |
| <b>India</b>     | Localized English, Hindi           | 43%                   |

|                     | Languages                                 | Internet Penetration* |
|---------------------|---|-----------------------|
| <b>Indonesia</b>    | Indonesian                                | 69%                   |
| <b>Ireland</b>      | Localized English                         | 96%                   |
| <b>Italy</b>        | Italian                                   | 87%                   |
| <b>Japan</b>        | Japanese                                  | 85%                   |
| <b>Kenya</b>        | Localized English                         | 41%                   |
| <b>Malaysia</b>     | Malay                                     | 98%                   |
| <b>Mexico</b>       | Localized Spanish                         | 81%                   |
| <b>Netherlands</b>  | Localized English, Dutch                  | 97%                   |
| <b>Nigeria</b>      | Localized English                         | 35%                   |
| <b>Saudi Arabia</b> | Localized English, Modern Standard Arabic | 100%                  |

|                  | Languages                                 | Internet Penetration* |
|------------------|---|-----------------------|
| <b>Singapore</b> | Localized English, Simplified Chinese     | 94%                   |
| <b>S. Africa</b> | Localized English, Afrikaans              | 75%                   |
| <b>S. Korea</b>  | Korean                                    | 97%                   |
| <b>Spain</b>     | Localized Spanish                         | 95%                   |
| <b>Sweden</b>    | Localized English, Swedish                | 96%                   |
| <b>Thailand</b>  | Thai                                      | 90%                   |
| <b>UAE</b>       | Localized English, Modern Standard Arabic | 100%                  |
| <b>UK</b>        | Localized English                         | 95%                   |
| <b>U.S.</b>      | English, Localized Spanish                | 97%                   |

\*Data source: [Individuals using the Internet \(% of population\) | Data \(worldbank.org\)](#) as of January 17, 2025.

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.



2025 Edelman Trust Barometer: Data Analysis in Detail

## Countries With National Elections or Changes in Government Leadership

To understand the impact that a change in government leadership has on trust, we identified the countries in our study that had an election or other government leadership change between the survey fielding dates for the 2024 Trust Barometer (Nov 3 – Nov 22, 2023) and the 2025 Trust Barometer (Oct 25 – Nov 16, 2024). Elections or other government leadership changes were defined as a national election, the collapse of coalition, or the appointment of a new prime minister.

The full list of countries included in the analysis, referenced on pg. 6 of the 2025 Global Report, is shown in the table at right

|                    | Date of change       | Description of change                        |
|--------------------|----------------------|--|
| <b>Argentina</b>   | November 2023        | Run-off Election                             |
| <b>France</b>      | June, September 2024 | Election; Collapse of leadership coalition   |
| <b>Germany</b>     | November 2024        | Collapse of leadership coalition             |
| <b>India</b>       | April to June 2024   | Election                                     |
| <b>Indonesia</b>   | February 2024        | Election                                     |
| <b>Japan</b>       | October 2024         | Election                                     |
| <b>Mexico</b>      | June 2024            | Election                                     |
| <b>Netherlands</b> | November 2023        | Election after cabinet collapse in July 2023 |
| <b>S. Africa</b>   | May 2024             | Election                                     |
| <b>S. Korea</b>    | April 2024           | Election                                     |
| <b>Thailand</b>    | August 2024          | New Prime Minister appointment               |
| <b>UK</b>          | July 2024            | Election                                     |
| <b>U.S.</b>        | November 2024        | Election                                     |



## 2025 Edelman Trust Barometer: Data Analysis in Detail

# How We Measured Grievance

The sense of grievance segmentation was created by dividing respondents into three distinct groups based on their agreement with a number of statements. The specific statements were chosen for their ability to reflect a respondent’s sense of unfairness and personal harm caused by institutions, specifically business and government, and by the wealthy:

- **Government\*** actions hurt me and serve the few rather than the many
- **Business** actions hurt me and serve the few rather than the many
- **The wealthy** benefit from an unfair system, which is biased in favor of the rich, while regular people struggle to pay their bills

The full language of the statements used in the scale are shown in the table shown to the right. The three segments—low, moderate, and high grievance— were created based on the number of statements they agreed with:

- **Low Grievance:** agreed with 0 to 2 statements
- **Moderate Grievance:** agreed with 3 or 4 statements
- **High Grievance:** agreed with 5 or all 6 statements

| Items              | Question text  |   |
|--------------------|--|---|
| <b>Government</b>  | <b>GOV_PER_DIM.</b> In thinking about why you do or do not trust <b>government in general</b> , please specify where you think it falls on the scale between the two opposing descriptions. (Please use the slider to indicate where you think government in general falls between the two extreme end points of each scale.)<br><i>Statement below shown in bold on left side, bottom 5 box (codes 1-5)</i> |   |
|                    | <b>Serves the interests of only certain groups of people</b>   | Serves the interests of everyone equally and fairly   |
|                    | <b>Overall, its actions are hurting my quality of life</b>   | Overall, its actions are improving my quality of life |
| <b>Business</b>    | <b>BUS_PER_DIM.</b> In thinking about why you do or do not trust <b>business</b> , please specify where you think it falls on the scale between the two opposing descriptions. (Please use the slider to indicate where you think business falls between the two extreme end points of each scale.)<br><i>Statement below shown in bold on left side, bottom 5 box (codes 1-5)</i>                           |   |
|                    | <b>Serves the interests of only certain groups of people</b>   | Serves the interests of everyone equally and fairly   |
|                    | <b>Overall, its actions are hurting my quality of life</b>   | Overall, its actions are improving my quality of life |
| <b>The wealthy</b> | <b>POP_MDC.</b> Below is a list of statements. For each one, please rate how true you believe that statement is using a nine-point scale where one means it is “not at all true” and nine means it is “completely true”. (Please select one response for each.)<br><i>Agree, top 4 box (codes 6-9)</i>   |   |
|                    | As regular people struggle just to pay their bills, the elites are getting richer than they deserve  |   |
|                    | The system is biased against regular people and in favor of the rich and powerful  |   |

\*Questions related to government were not asked in China or Thailand. These markets are not represented in the grievance scale.



2025 Edelman Trust Barometer: Data Analysis in Detail

## How We Plotted the Institutional Competence and Ethics Scores

We define trust as the combination of competence and ethics. The report features a chart depicting how competent and ethical each of the institutions are rated to be. Here's how we calculated each score.

**The competence score (the x-axis of the plot):** An institution's competence score is a net of the top 3 box (AGREE) minus the bottom 3 box (DISAGREE) responses to the question "To what extent do you agree with the following statement? *[INSTITUTION]* in general is good at what it does". The resulting net score was then subtracted by 50, which means that for an institution to qualify as competent, it would require a net difference of 51 points or more in its percentage of top 3-box ratings versus its bottom 3-box ratings. This ensures that an institution could not be considered competent unless there is a majority who rate it as such.

**The net ethical score (the y-axis of the plot):** The ethics dimension is defined by four separate items. For each item, a net score was calculated by taking the top 5 box percentage representing a positive ethical perception minus the bottom 5 box percentage representing a negative ethical perception. The y-axis value is an average across those 4 net scores. Scores higher than zero indicate an institution that is perceived as ethical.

### Respondents were asked:

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. *(Please use the slider to indicate where you think [INSTITUTION] falls between the two extreme end points of each scale.)*

| Dimension      | Ethical Perception                                 | Unethical Perception                                  |
|----------------|--|---|
| Purpose-Driven | Highly effective agents of positive change         | Completely ineffective agents of positive change      |
| Honest         | Honest and fair                                    | Corrupt and biased                                    |
| Vision         | Have a vision for the future that I believe in     | Do not have a vision for the future that I believe in |
| Fairness       | Serve the interests of everyone equally and fairly | Serve the interests of only certain groups of people  |



2025 Edelman Trust Barometer: Data Analysis in Detail

# How We Validated the Analysis of Ethics Scores Across the Grievance Segments

The ethics dimension for government and business share a variable with the scale used to create the grievance segments, raising the question of whether it was valid to compare institutional ethics scores across these segments (see pg. 25 of the 2025 Global Report).

To ensure the validity of measuring ethics data among different grievance segments, we compared the ethics scores for the institutions with and without the shared fairness attribute.

| Dimension | Ethical  | Unethical  |
|-----------|--|--|
| Fairness  | Serve the interests of everyone equally and fairly | Serve the interests of only certain groups of people |

As seen in the analysis shown to the right, removing this attribute resulted in very similar ethics scores for each of the institutions, and did not materially change the findings of the analysis. Because of the similarity between the ethics calculations including and excluding the fairness item, we used the full version of the ethics scale for the competence and ethics analysis by grievance segments in order to maintain consistency with the ethics scores shown in other parts of the report.

| Comparing ethics data including and excluding the fairness dimension |               |                    |                |                          |
|--|---------------|--------------------|----------------|--------------------------|
| Ethics scores  | Low Grievance | Moderate Grievance | High Grievance | Gap between low and high |
| Government ethics <b>excluding</b> fairness                          | 33            | -24                | -68            | -101                     |
| Government ethics <b>including</b> fairness                          | 37            | -30                | -75            | -112                     |
| Media ethics <b>excluding</b> fairness                               | 24            | -4                 | -36            | -60                      |
| Media ethics <b>including</b> fairness                               | 25            | -9                 | -41            | -66                      |
| Business ethics <b>excluding</b> fairness                            | 43            | 29                 | -18            | -61                      |
| Business ethics <b>including</b> fairness                            | 44            | 19                 | -36            | -80                      |
| NGO ethics <b>excluding</b> fairness                                 | 35            | 23                 | 6              | -29                      |
| NGO ethics <b>including</b> fairness                                 | 34            | 17                 | -2             | -36                      |



2025 Edelman Trust Barometer: Data Analysis in Detail

# How We Calculated Respondent Trust Levels

To examine the effect of trust on grievance and personal economic optimism (shown on pg. 36 of the 2025 Global Report), we segmented respondents into nine levels based on their average level of trust.

The average was calculated by taking the respondent’s average score on a scale of one to nine across each of the four institutions:

- Government in general
- Media in general
- Business in general
- Non-governmental organizations (NGOs)

If a respondent answered “don’t know” to one of the four institutions, that institution was left out of the average. For example, if a respondent said “don’t know” regarding trust in government, the average was calculated based on their ratings of media, business, and NGOs. If a respondent said “don’t know” across all four institutions, they were left out of this analysis.

The table to the right shows the fallout of respondents based on their average score across the institutions.

| Trust scores and fallout   |         |                 |               |
|--|---------|-----------------|---------------|
| <p><b>TRU_INS.</b> Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”.</p> |         |                 |               |
| Trust level  | Fallout | Unweighted base | Weighted base |
| 1. Do not trust them at all  | 1%      | 360             | 350           |
| 2.   | 3%      | 1022            | 1003          |
| 3.   | 7%      | 2150            | 2097          |
| 4.   | 12%     | 3641            | 3537          |
| 5.   | 19%     | 5978            | 5774          |
| 6.   | 22%     | 6698            | 6499          |
| 7.   | 20%     | 6159            | 5990          |
| 8.   | 11%     | 3558            | 3376          |
| 9. Trust them a great deal   | 4%      | 1300            | 1249          |
| 99. Don't know   | n/a     | n/a             | n/a           |



# Full Text for Shortened Answer Choices



2025 Edelman Trust Barometer:  
Full Text for Shortened Answer Choices

# Globalization, Economic, and Technology Fears Worsen Job Insecurity

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 text                | Full text   |
|-------------------------------|---|
| International trade conflicts | International conflicts about trade policies and tariffs hurting the company you work for |
| Foreign competitors           | Cheaper foreign competitors driving companies like yours out of business                  |
| Offshoring                    | Your job being moved to other countries where workers are paid less                       |
| Looming recession             | Losing your job as a result of a looming recession  |
| Automation                    | Automation and/or other innovations taking your job away                                  |
| Lack of training              | Not having the training and skills necessary to get good paying jobs                      |



2025 Edelman Trust Barometer:  
Full Text for Shortened Answer Choices

# Majority Convinced the Wealthy Take More Than Their Fair Share

WEA\_AGR. How much do you agree or disagree with the following statements?

| Shortened text  | Full text  |
|---|--|
| The wealthy don't pay their fair share of taxes       | The wealthy are not currently paying their fair share of taxes                                 |
| The wealthy's selfishness causes many of our problems | The selfishness of the wealthiest people in this country is the source of many of our problems |



2025 Edelman Trust Barometer:  
Full Text for Shortened Answer Choices

## 4 in 10 See Hostile Activism as a Viable Means to Drive Change

CNG\_MECH. Which actions would you approve of as ways to bring about societal changes you felt would give you and your family a better future? For each of the potential ways to bring about change listed below, pick the statement which best describes how you would feel if someone did this.

| Shortened text                      | Full text  |
|-------------------------------------|--|
| Attack people online                | Engage in online personal attacks against individuals who you see as standing in the way of the change you want to see                       |
| Intentionally spread disinformation | Create or share exaggerated or even false online content to influence public opinion   |
| Threaten or commit violence         | Threaten or engage in physical violence against the institutions or groups that you see as standing in the way of the change you want to see |
| Damage public or private property   | Damage or destroy public and/or private property to bring attention to the change you want to see  |



2025 Edelman Trust Barometer:  
Full Text for Shortened Answer Choices

## Your Gain is My Loss: Grievance Instills a Zero-Sum Mindset

POL\_AFF. Please specify where your feelings about people in your country who have different political beliefs than you fall on the scale between the two opposing descriptions.

| Shortened text  | Full text   |
|---|---|
| What helps people who don't share my politics comes at a cost to me | What furthers their interests comes at the cost of mine |



2025 Edelman Trust Barometer:  
Full Text for Shortened Answer Choices

## Business: Empower Us with Well-Paid Jobs and Skills for the Future

BUS\_EXP\_FUT. How obligated do you believe business is to do each of the following in order to help us achieve a better future?

| Shortened text                                    | Full text  |
|---|--|
| Provide good-paying jobs in its local communities | Provide good-paying jobs to people in the communities in which it operates |
| Train or reskill employees to be competitive      | Train or reskill employees to be competitive in this economic environment  |



2025 Edelman Trust Barometer:  
Full Text for Shortened Answer Choices

## Grievance Demands More Action from Business, Not Less

BUS\_BND. Think about business as an institution, and its current level of engagement in addressing societal needs and issues. When it comes to each of the following areas, please indicate if you think business is going too far and overstepping what it should be doing, is doing just the right amount in regard to this activity, or is not going far enough in its actions and should be doing more.

| Shortened text | Full text  |
|----------------|--|
| Affordability  | Making everyday things that people need, like food and energy, more affordable   |
| Climate change | Addressing climate change  |
| Retraining     | Doing the workforce reskilling and retraining necessary to keep people employable whose jobs are being eliminated or greatly altered by automation and artificial intelligence |
| Misinformation | Controlling the malicious spreading of misleading and false information and ensuring the availability of trustworthy information   |
| Discrimination | Addressing systemic injustice and discrimination in this country based on race, gender, religion, or sexual orientation  |



2025 Edelman Trust Barometer:  
Full Text for Shortened Answer Choices

# CEOs Have Permission to Act When They Can Make a Difference and Improve Performance

BUS\_JUS. There are many social and societal challenges in the world today. Some of these challenges may be ones that you feel CEOs, as business leaders, are justified in addressing, and others you may feel are matters that business leaders should avoid or have no special reason to get involved in. How strong a justification do you feel each of the following is for a CEO to engage in addressing a particular social or societal issue in their role as the leader of a business?

| Shortened text                                  | Full text  |
|---|--|
| They could make a major impact on the challenge | The CEO and their business could potentially have a significant positive impact on the social problem or societal challenge                      |
| Doing so would improve business performance     | Addressing the social problem or societal challenge would lead to a significant improvement in the performance and profits of the CEO's business |



2025 Edelman Trust Barometer:  
Full Text for Shortened Answer Choices

# CEOs Have Permission to Act To Fix Problems They Caused and Protect Their Stakeholders

BUS\_JUS. There are many social and societal challenges in the world today. Some of these challenges may be ones that you feel CEOs, as business leaders, are justified in addressing, and others you may feel are matters that business leaders should avoid or have no special reason to get involved in. How strong a justification do you feel each of the following is for a CEO to engage in addressing a particular social or societal issue in their role as the leader of a business?

| Shortened text  | Full text  |
|---|--|
| Their business contributed to the problem                     | The CEO's business significantly contributed to causing or worsening the social problem or societal challenge            |
|   | The CEO's customers are negatively impacted by the social problem or societal challenge                                  |
| The issue harms their customers, employees, communities (avg) | The CEO's workforce is negatively impacted by the social problem or societal challenge                                   |
|   | The communities in which the CEO's business operates are negatively impacted by the social problem or societal challenge |



2025 Edelman Trust Barometer:  
Full Text for Shortened Answer Choices

## Employers: Keep Grievances From Undermining Collaboration at Work

BUS\_EXP\_FUT. How obligated do you believe business is to do each of the following in order to help us achieve a better future?

| Shortened text  | Full text   |
|---|---|
| Nurture workplace civility to facilitate discussions about contentious issues | Have CEOs create and nurture an environment of civility and mutual respect in the workplace where people can have constructive discussions about contentious issues |



2025 Edelman Trust Barometer:  
Full Text for Shortened Answer Choices

## Government: Deliver Results That Benefit Me

LEG\_GOV. Governments create, enact, and enforce laws and policies. Some of these laws and policies you might support, while others you might not. How important is each of the following in making you see government leaders as legitimate authorities, such that you are willing to accept and abide by the laws and policies they enact, whether you fully agree with them or not?

| Shortened text                               | Full text  |
|--|--|
| Have a positive impact on my life            | The decisions they make have a positive impact on my life  |
| Understand what people like me need and want | They know and understand what people like me need and want |



2025 Edelman Trust Barometer:  
Full Text for Shortened Answer Choices

## Media: Put the Facts First

ATT\_MED\_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means “strongly disagree” and nine means “strongly agree”.

| Shortened text   | Full text   |
|--|---|
| Attract a big audience than tell people what they need to know | Most news organizations are more concerned with attracting a big audience than they are about telling people what they need to know                                       |
| Support an ideology than inform the public                     | Most news organizations are more concerned with supporting an ideology or political position than they are with informing the public about what is happening in the world |



2025 Edelman Trust Barometer:  
Full Text for Shortened Answer Choices

## Influence is Earned Through Compassion, Not Power

LEG\_INF. There are many people who share information, recommendations, and their opinions in an attempt to influence the views and behavior of people like you or people in positions of power and authority. Some of these people you might consider to be legitimate sources of influence and expertise, while others you might not. How important is each of the following in making you see someone as a legitimate influence or expert, such that you willingly give them influence on your life decisions and you would be comfortable with them influencing the views and behaviors of people in positions of power and authority?

| Shortened text                               | Full text   |
|--|---|
| Understand what people like me need and want | They know and understand what people like me need and want      |
| Occupy a formal position of power            | They occupy a formal position of power and authority in society |



2025 Edelman Trust Barometer:  
Full Text for Shortened Answer Choices

## Majority Concern Over Credibility of News Sources

ATT\_MED\_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means “strongly disagree” and nine means “strongly agree”.

| Shortened text  | Full text  |
|---|--|
| It is becoming harder to tell if news is from respected media or an individual trying to deceive people | It is becoming harder to tell if a piece of news was produced by a respected media organization or by an individual attempting to deceive people |



|  |   |   |
|--|---|---|
|  | 1 | 2 |
|  | 3 | 4 |
|  | 5 | 6 |

|   |
|---|
| 7 |
|---|

|   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|

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3. Members of the Korean Confederation of Trade Unions hold placards reading "Step down Yoon Suk Yeol who led the insurrection!" with a picture of Yoon during a rally calling for the impeachment of President Yoon Suk Yeol in front of the ruling People Power Party headquarters in Seoul on December 6, 2024: *JUNG YEON-JE/AFP via Getty Images*
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5. European Union flag in front of the Big Ben, Brexit EU: *luaeva via Adobe Stock*
6. Domestic caretaker Jim Johnson, 32, takes a breath of fresh air and feels the rain on his face outside the paramedic's entrance of the triage area in the emergency department of Blackpool Victoria Hospital on June 17, 2020 in Blackpool, United Kingdom: *Lynsey Addario/Getty Images*
7. A Ukrainian soldier with a machine gun in his hands rides along a dirt road on a Challenger-2 tank on August 3, 2023 in Ukraine: *Serhii Mykhalchuk/Global Images Ukraine via Getty Images*



# 2025 Edelman Trust Barometer Team

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