

2025 Edelman Trust Barometer

Trust and the Crisis of Grievance
Canada Report



25 Years: World Events Put Trust Under Pressure

2003

Iraq Invasion
Trust in government declines in U.S.



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

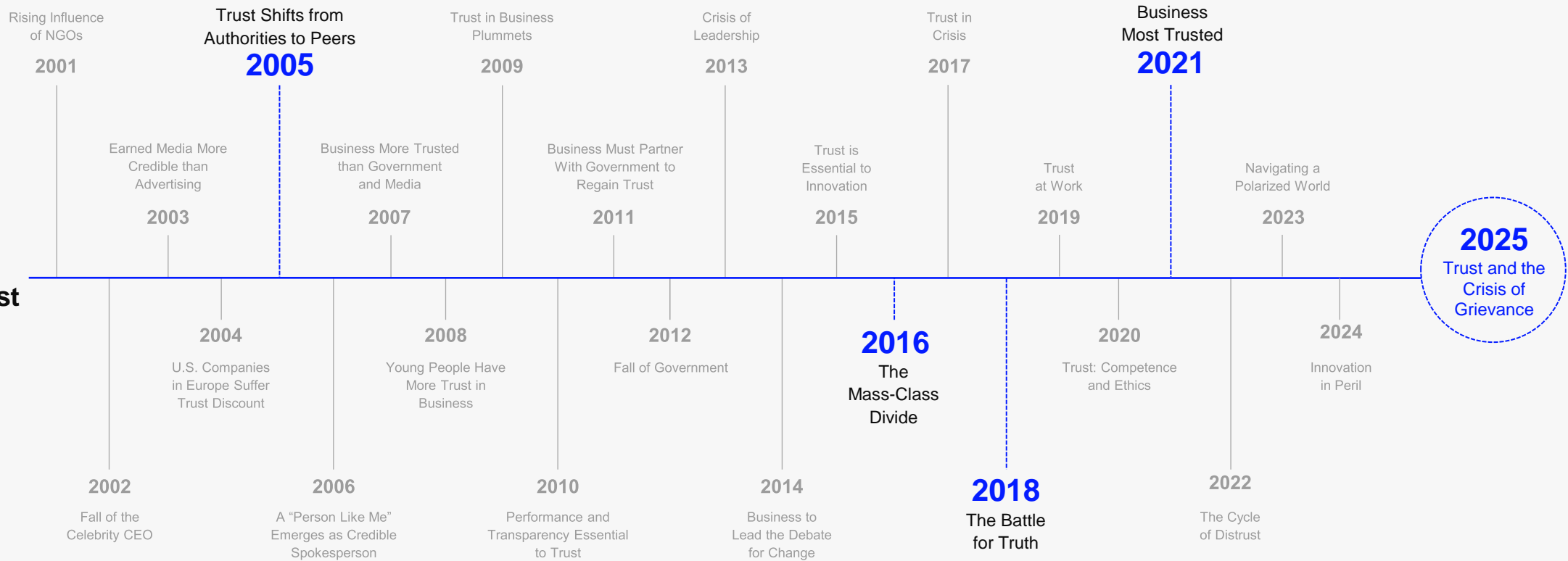
2020

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



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

28
Countries

33,000+
Respondents

1,150+/-
Respondents per country*

2,124
Respondents in Canada**

Argentina	Colombia	Ireland	Mexico	S. Africa	UAE
Australia	France	Italy	Netherlands	S. Korea	UK
Brazil	Germany	Japan	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.

**Canada data margin of error: +/- 2.8 percentage points.

***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.

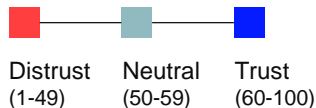
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Trust Index 2024 to 2025: Global Stability of Trust

Trust Index

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



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

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

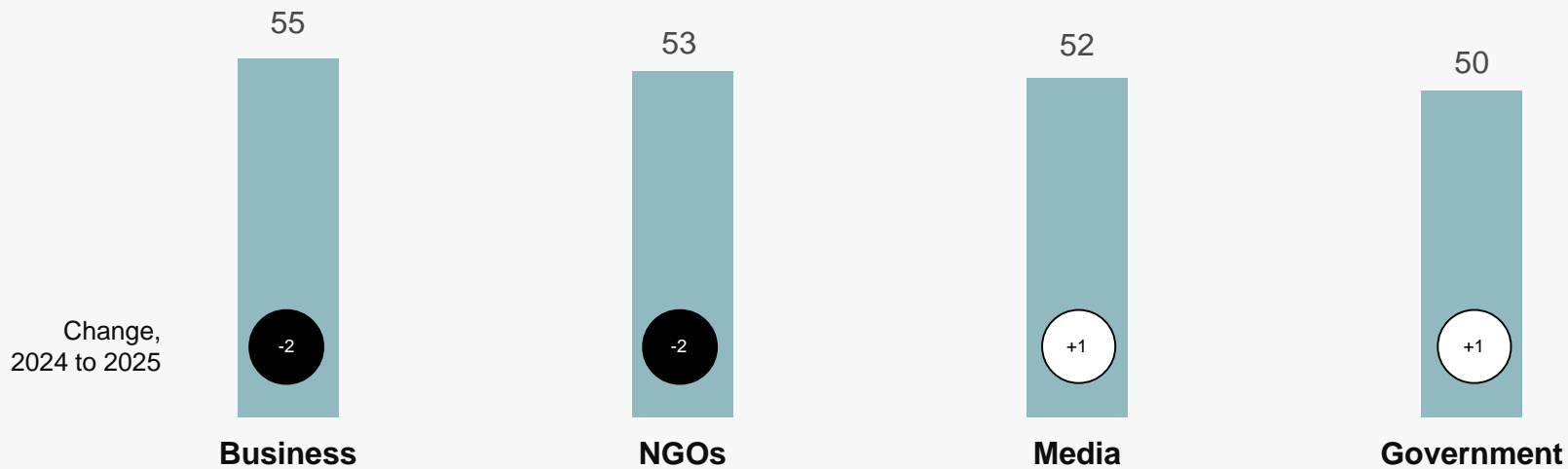
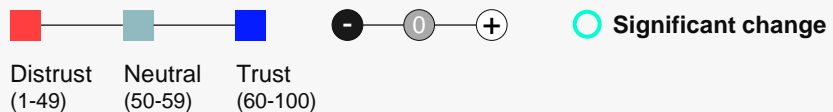
2025 General population

56	Global 28
77	China
76	Indonesia
75	India
72	UAE
71	Saudi Arabia
66	Malaysia
66	Thailand
65	Nigeria
65	Singapore
63	Kenya
57	Mexico
57	Netherlands
53	S. Africa
52	Canada 🇨🇦
51	Brazil
50	Italy
50	Sweden
49	Australia
49	Colombia
48	Argentina
48	France
48	Ireland
47	U.S.
44	Spain
43	UK
41	Germany
41	S. Korea
37	Japan



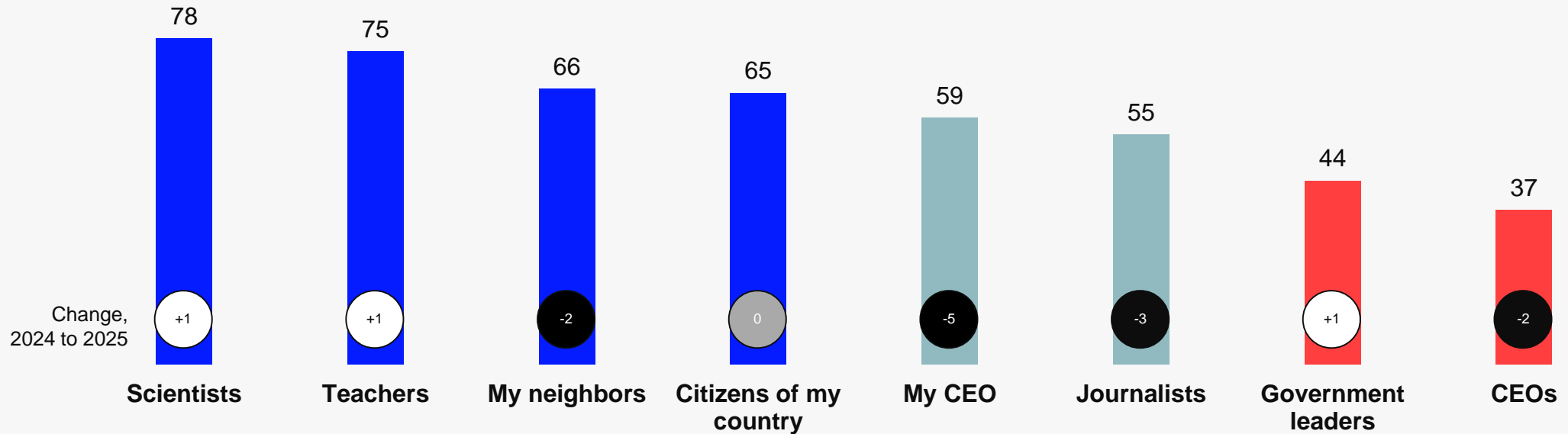
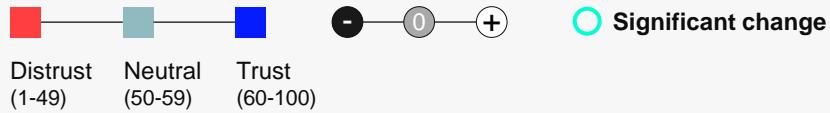
Business Remains Most Trusted Institution

Percent trust, in Canada



Scientists and Teachers Trusted More Than Institutional Leaders

Percent trust to do what is right, in Canada



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, Canada. "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.

Respondents in Canada who took the survey in French were recontacted between December 12 and 17, 2024 to address a translation issue affecting "My CEO," "Citizens of my country," and "My neighbors." For more details, please see the Technical Appendix.



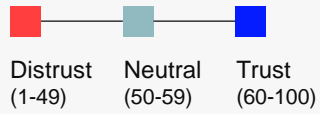


Financial Pressure Pushes Us to the Brink

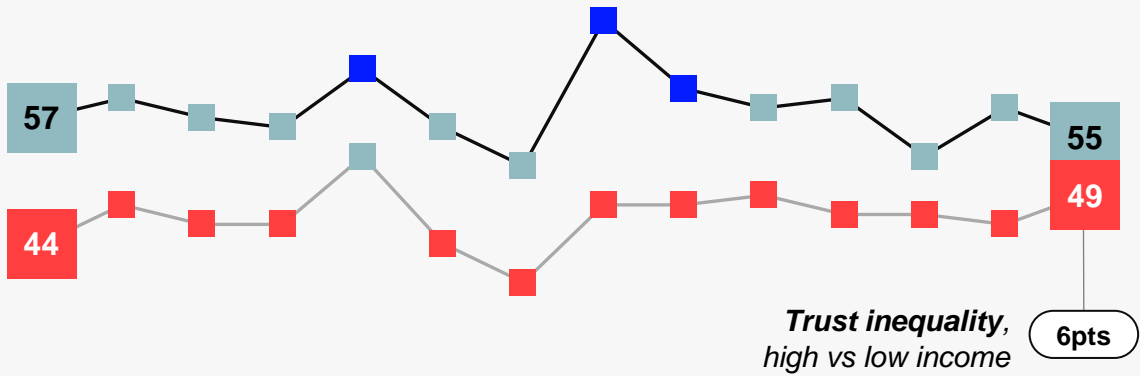


Income Differences are Lower in Canada

Percent trust, in Canada

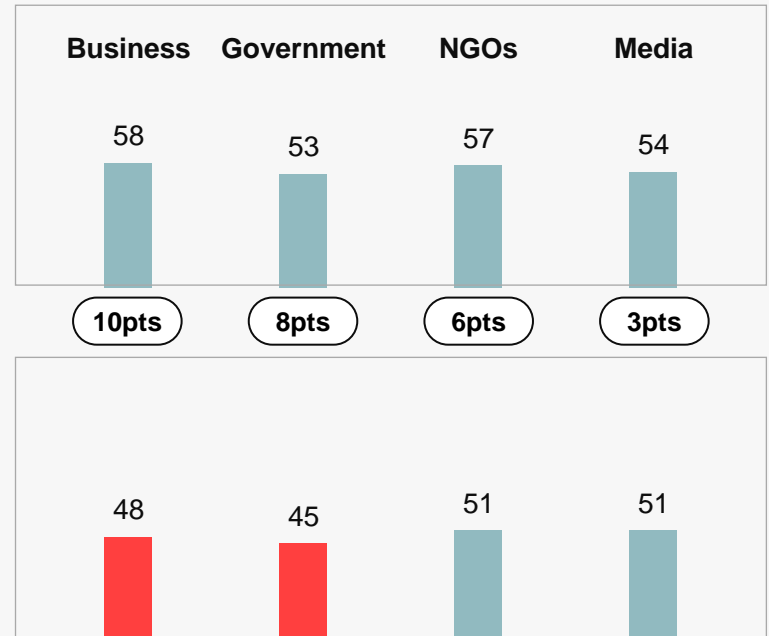


Trust Index
(avg of business, government, media, NGOs)



High income
Top 25%

Low income
Bottom 25%



2012

2025



Majority Convinced the Wealthy Take More Than Their Fair Share

Percent who agree, in Canada

The wealthy
don't pay their fair share of taxes

73%

The wealthy's selfishness
causes many of our problems

61%

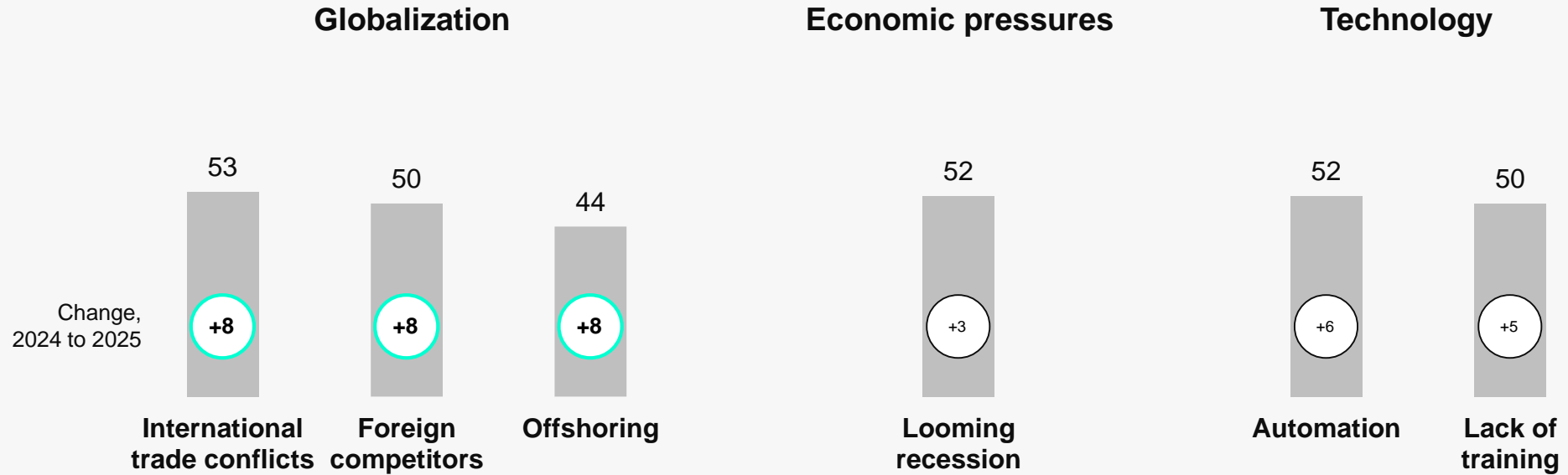


In Canada, Rising Geopolitical Fears Worsen Job Insecurity

Percent of employees who worry, in Canada

○ 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, Canada. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



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

Percent who say

GLOBAL 28 ■ Developed countries

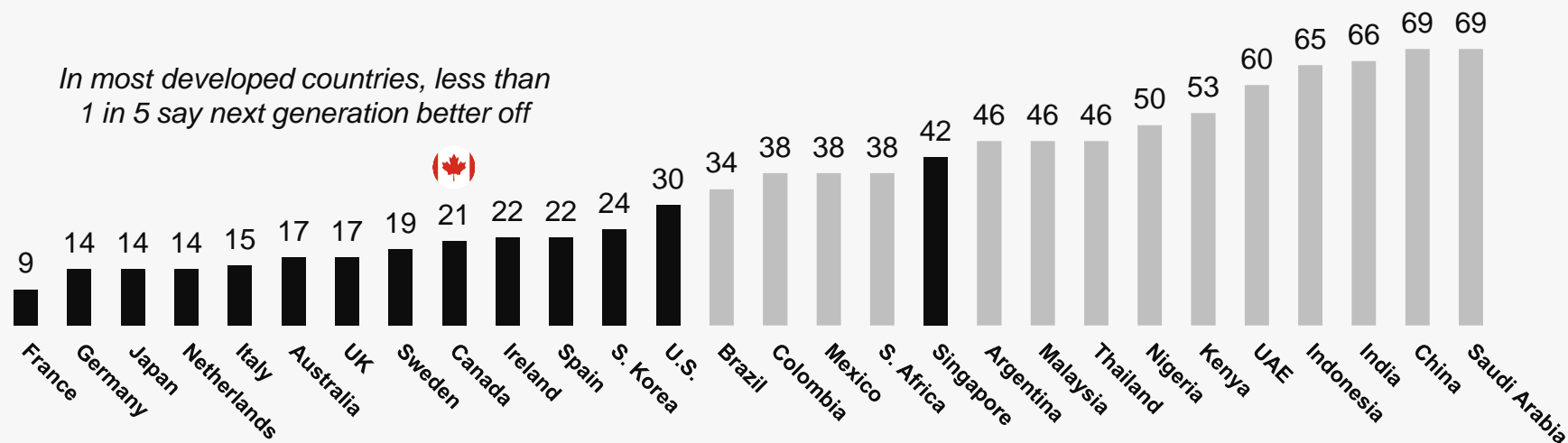
Compared to today,
the **next generation will be better off**

🇨🇦 Age, in Canada

18-34	35-54	55+
28	21	17

ONLY
36%

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



2025 Edelman Trust Barometer. BET_FUT. How do you think the state of things in your country will be for the next generation compared to how things are in your country today? 5-point scale; top 2 box, better. Question asked of half the sample. General population, 28-mkt avg.



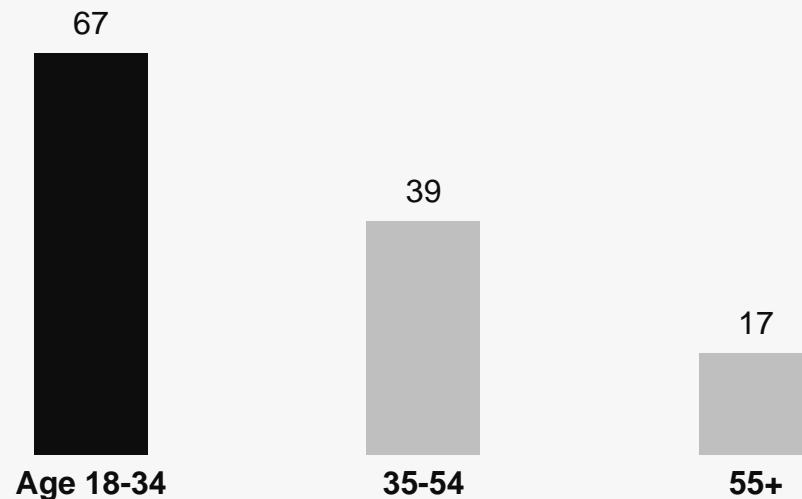
Nearly 7 in 10 Young Adults in Canada See Hostile Activism as a Viable Means to Drive Change

Percent who say, in Canada

I approve of hostile activism to drive change:

- *Attack people online (24%)*
- *Intentionally spread disinformation (24%)*
- *Threaten or commit violence (20%)*
- *Damage public or private property (24%)*

38% (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, Canada, 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 Leadership

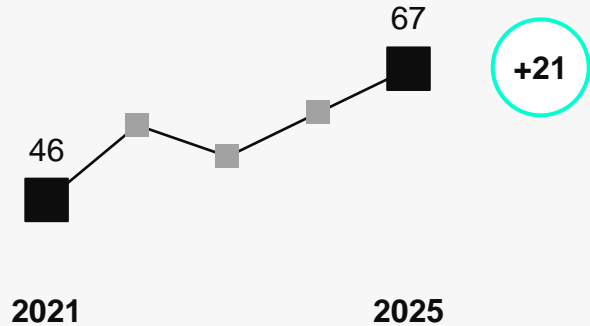


Fear That Leaders Lie to Us at All-Time High

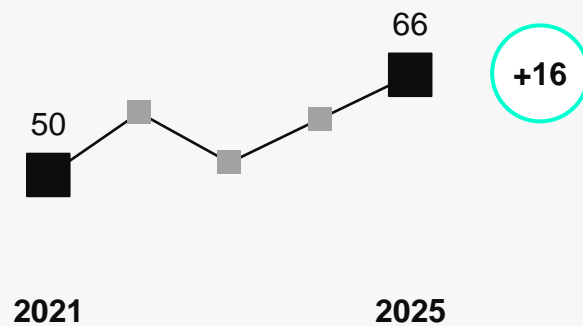
Percent who worry, in Canada

● ○ + Change, 2021 to 2025 ○ Significant change

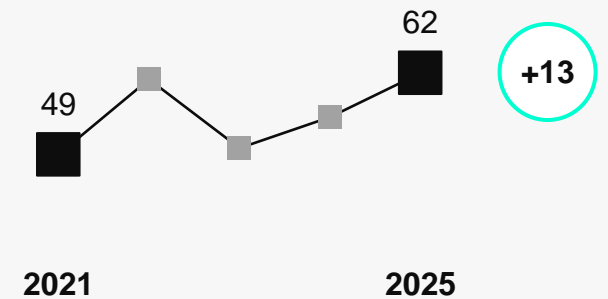
Government leaders



Business leaders



Journalists and reporters



***purposely* 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, Canada. 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.



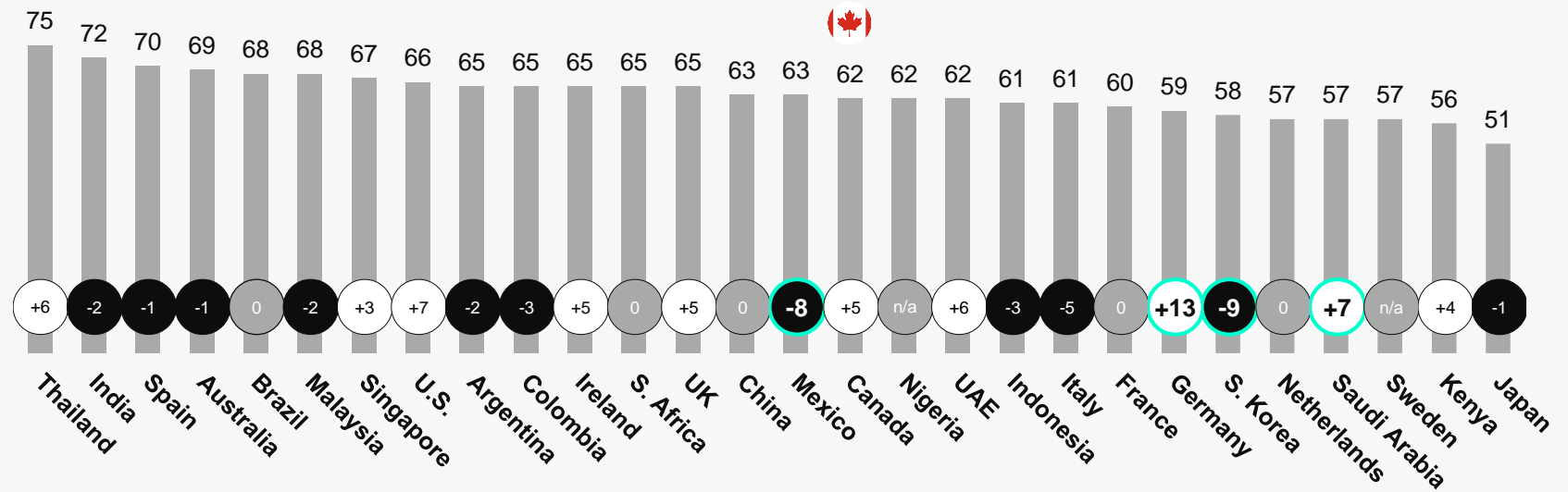
Majority Concern Over Credibility of News Sources

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%
Change, 2021 to 2025
0 pts

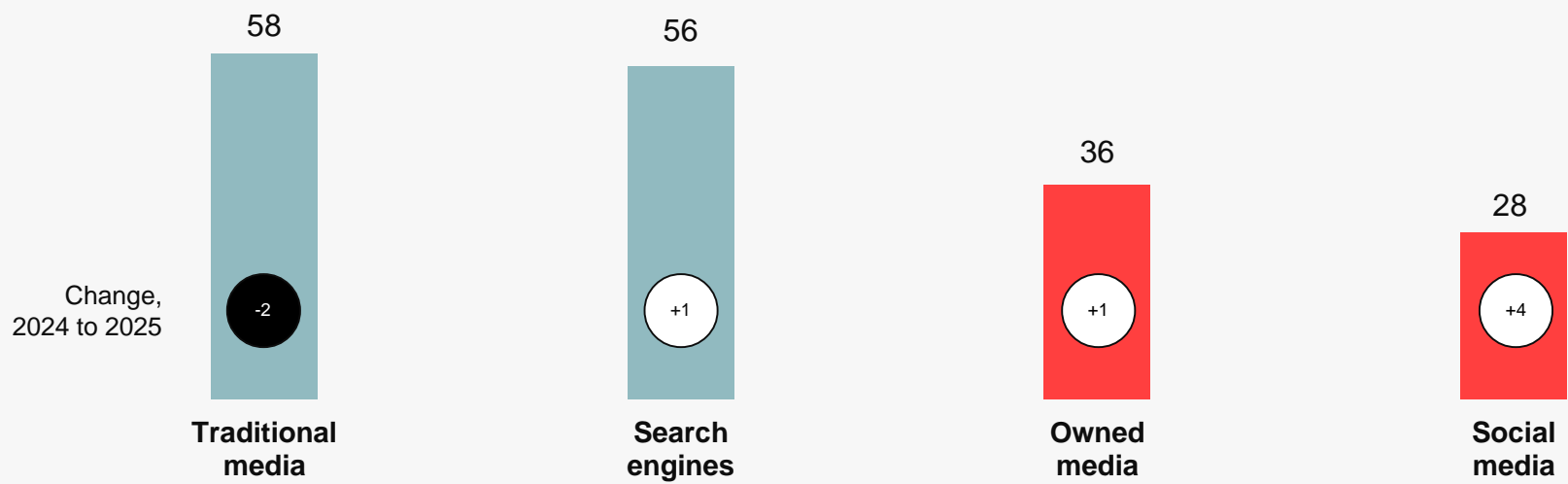
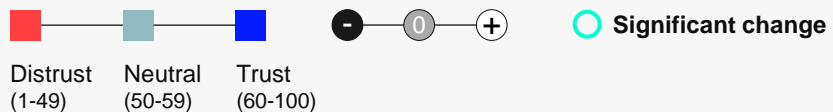


2025 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 26-mkt avg. Year-over-year changes were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



In Canada, No News Sources Trusted

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



A Crisis of Grievance

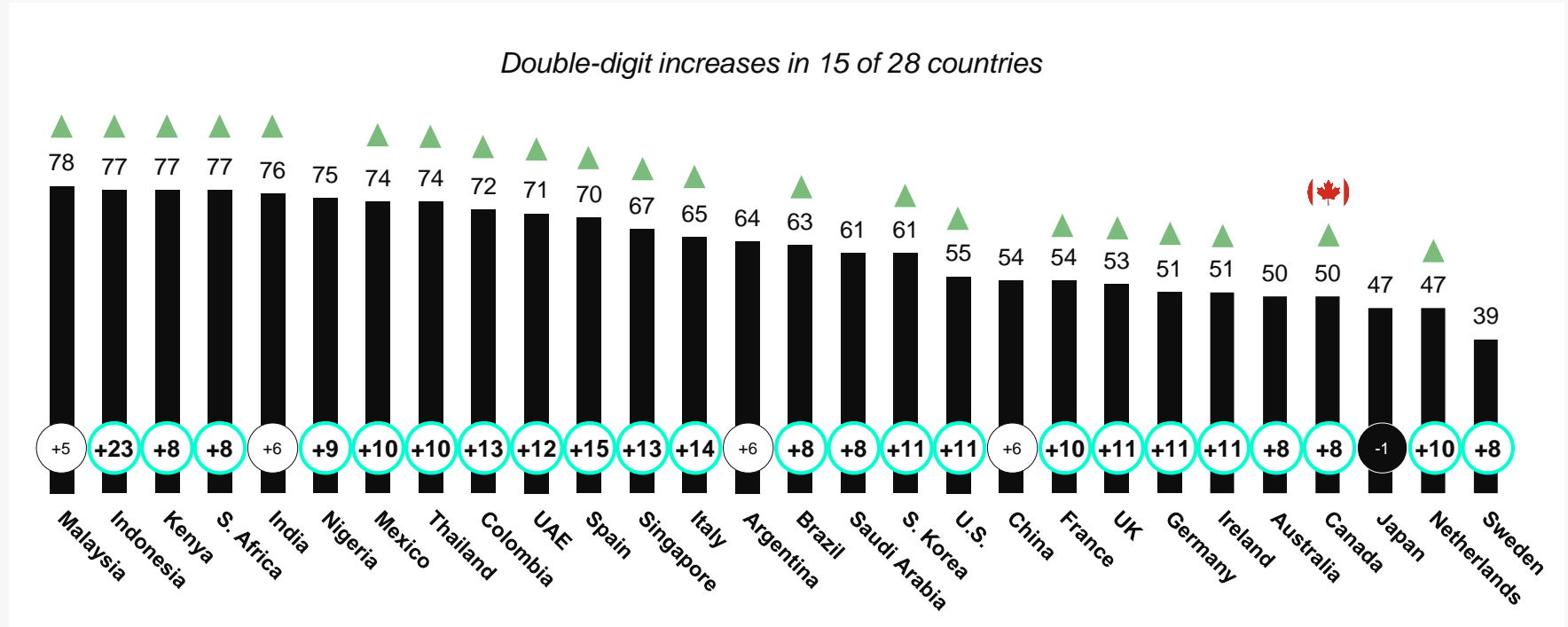
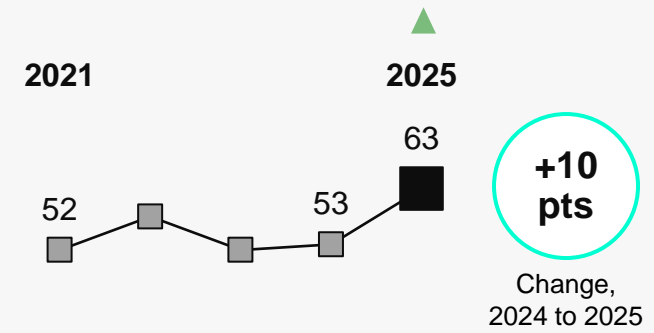


Fear of Being Discriminated Against Surges to All-Time High

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.

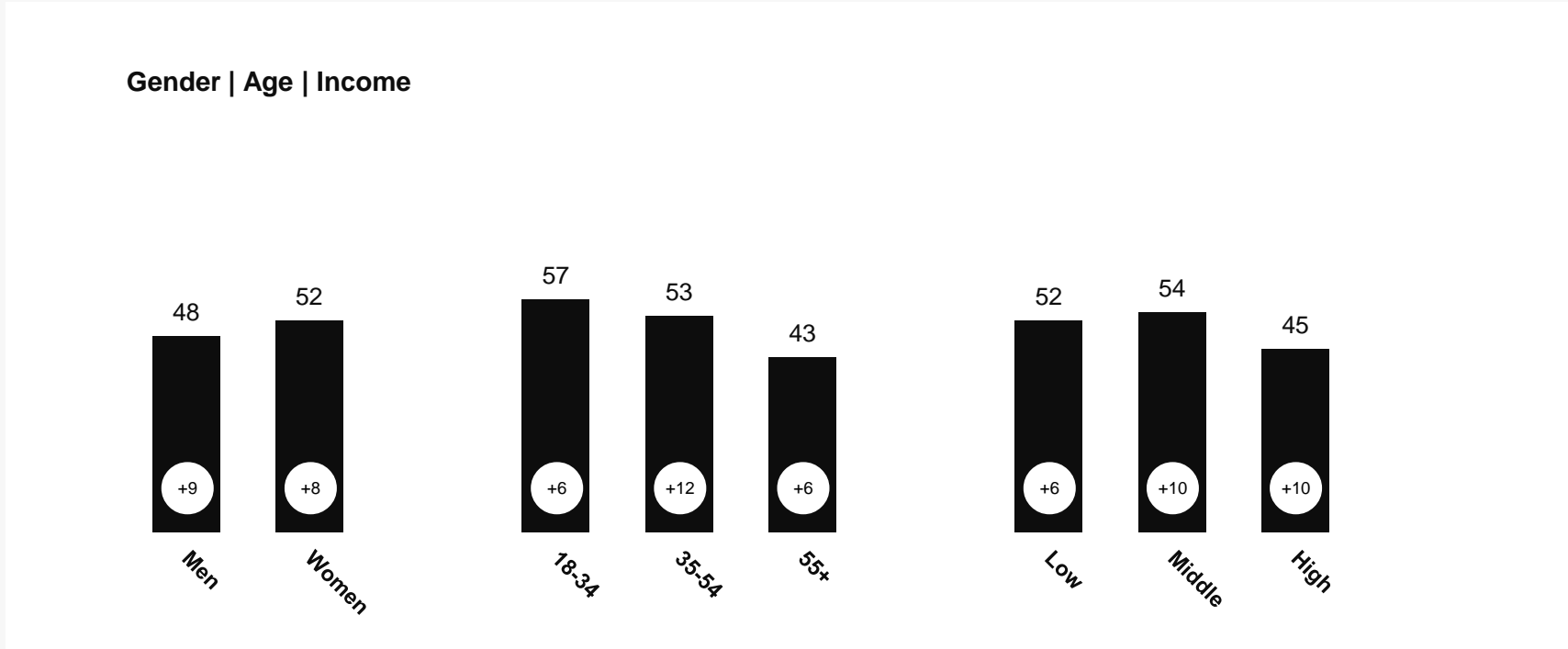
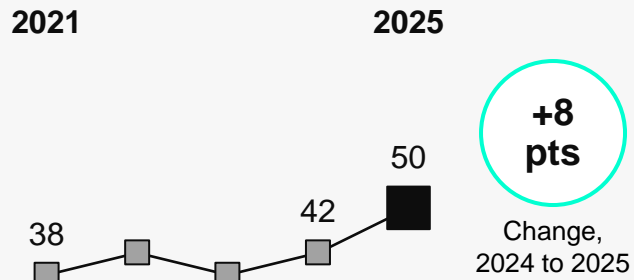


Across Most Demographics, 1 in 2 Canadians Fear Being Discriminated Against

Percent who say, in Canada

● ○ ● + Significant change

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, Canada, and by gender, age, and income. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



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

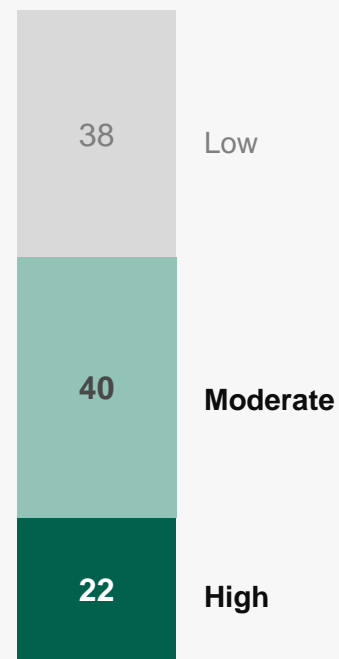
Percent who hold a low, moderate, or high sense of grievance, in Canada

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

62%



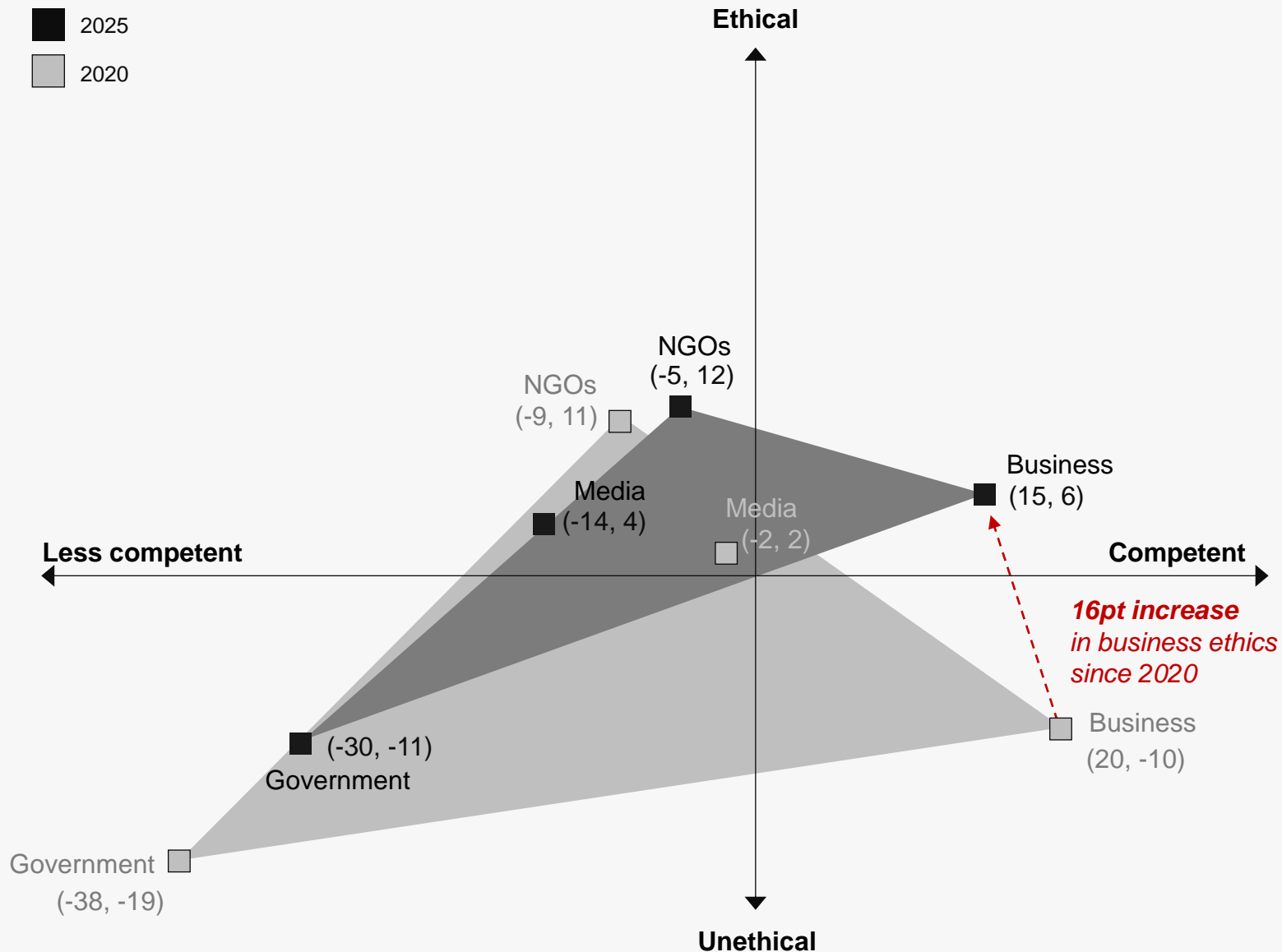



Business Amid the Crisis of Grievance



In Canada, Only Business Seen as Both 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, Canada.

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

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.

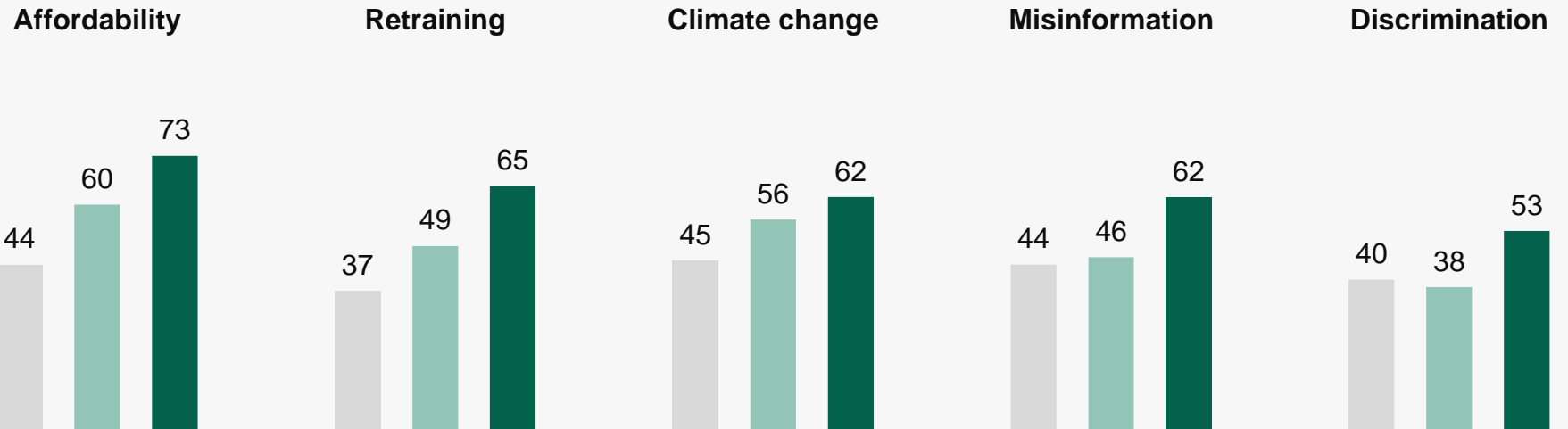


Grievance Demands *More* Action from Business, Not Less

Percent who say, by sense of grievance, in Canada

Business is not going far enough to address each issue:

Low grievance
 Moderate grievance
 High grievance



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, Canada, by Sense of Grievance scale. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.




Business: A Roadmap for Action

Percent who say, by sense of grievance, in Canada

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

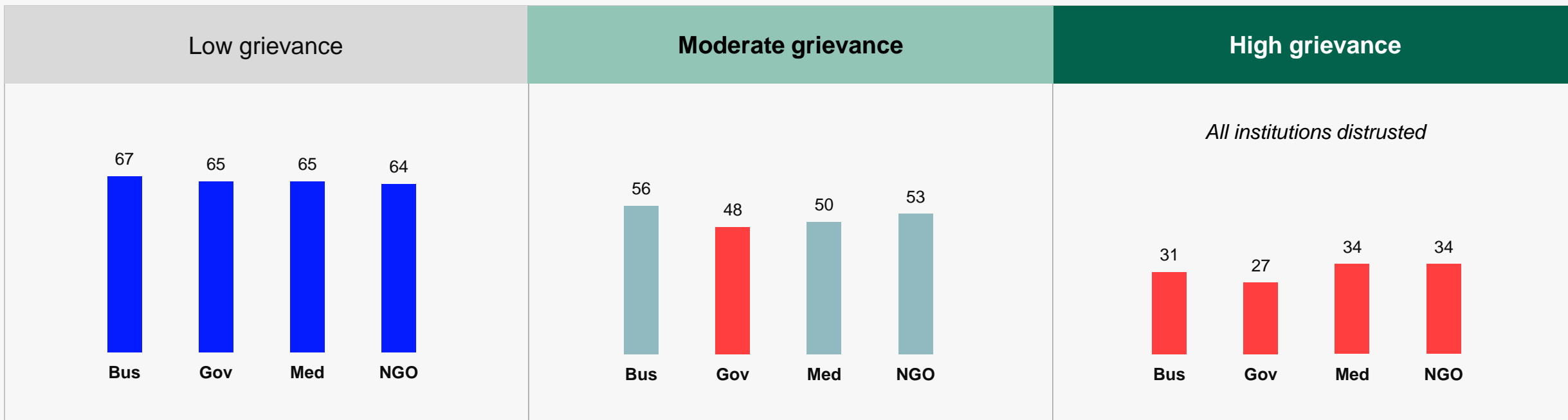
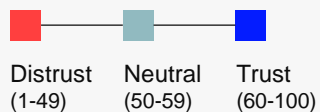


 2025 Edelman Trust Barometer. BUS_EXP_FUT. How obligated do you believe business is to do each of the following in order to help us achieve a better future? 5-point scale; top 3 box, business is obligated to do this. Question asked of half the sample. General population, Canada, by Sense of Grievance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



Grievance Imposes a Trust Penalty

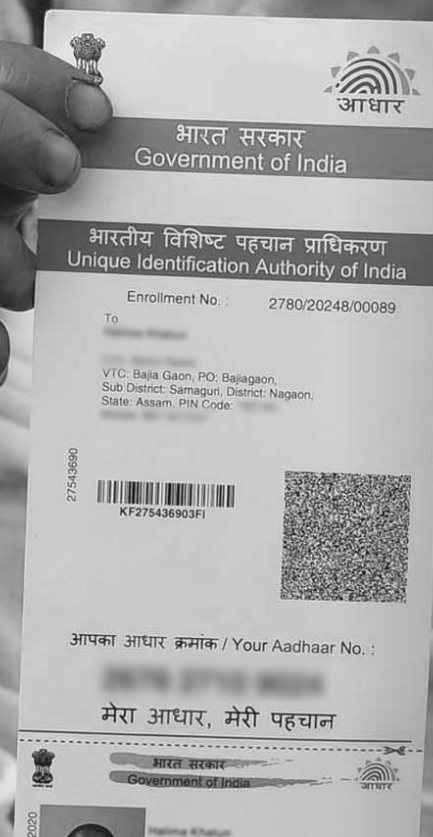
Percent trust, by sense of grievance, in Canada



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, Canada, 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.



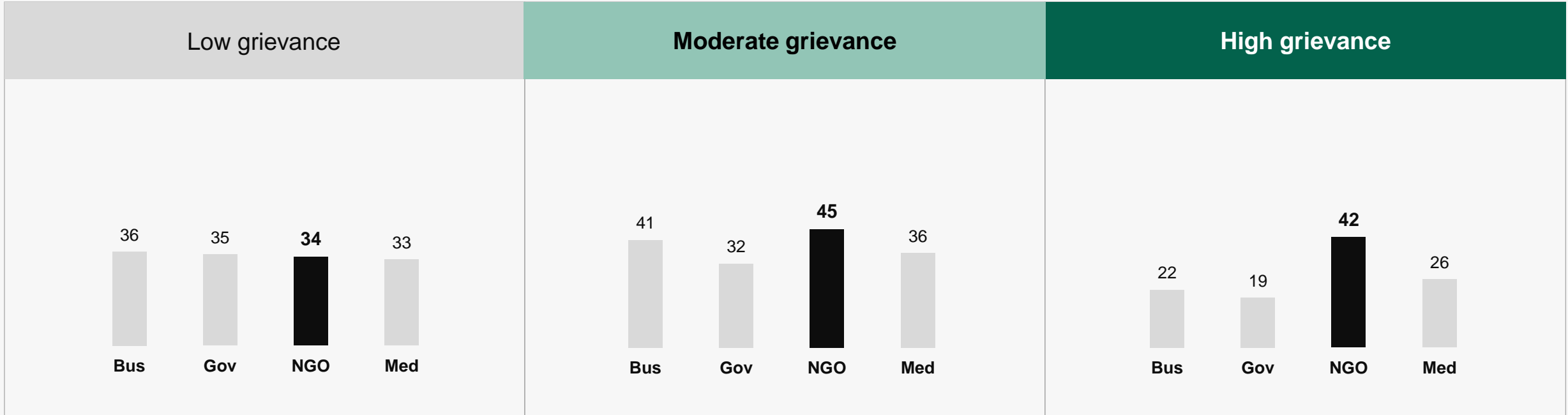
All Institutions Must Work To Rebuild Trust



NGOs: Fight Divisiveness and Repair the Social Fabric

Percent trust, by sense of grievance, in Canada

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



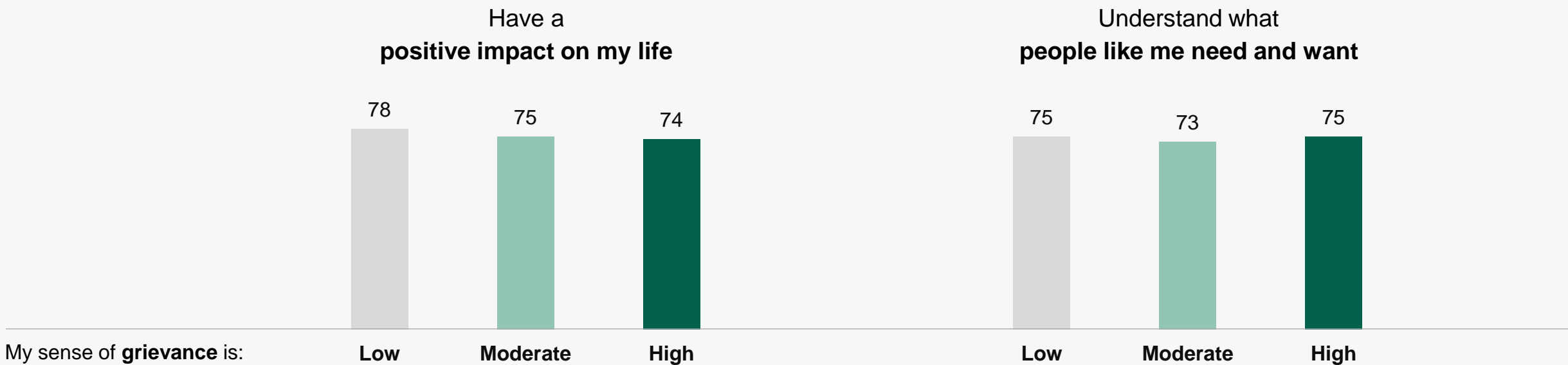
2025 Edelman Trust Barometer. [INS]_PER_DIM. In thinking about why you do or do not trust [INSTITUTION], please specify where you think they fall on the scale between the two opposing descriptions. 11-point scale; top 5 box, positive. Media and NGOs were only asked of half the sample. General population, Canada, 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.




Government: Deliver Results That Benefit Me

Percent who say, by sense of grievance, in Canada

Government leaders earn legitimate authority when they...



 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, Canada, by Sense of Grievance scale. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.



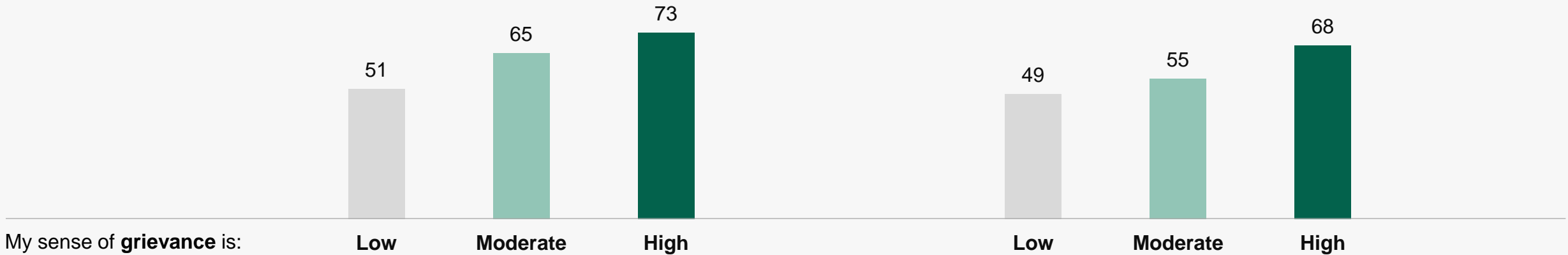
Media: Put the Facts First


Percent who agree, by sense of grievance, in Canada

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, Canada, by Sense of Grievance scale. 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 – even if partially hidden – must be addressed

The institutional failures of the last 25 years have produced grievances, even if they are not necessarily on public display across Canada. To lead through this crisis, understand the economic realities of your stakeholders, champion shared interests, and create opportunities for optimism.

2

Business must act; and act on values

It's easy to lead with values when times are good, but real leadership is proven in uncertainty. Leaders must align their values, beliefs, and behaviors consistently to reinforce trust. It's not enough to say you stand for something; you have to live it in ways people can see.

3

Multiple truths can coexist through collaboration

While your direct goals might differ from that of other organizations or institutions, there remain some societal objectives shared by all, and all must work together to address the root causes of grievance in a way that goes beyond divisions: invest in local communities, quality information, and job skills.

4

Trust is built on Competence and Ethics

When institutions can't be trusted to do what is right, grievances fester and outlooks darken. To dissipate grievance and increase optimism, lead with Competence (Technical abilities) and Ethics (Savoir-vivre). A leader able to showcase and use both will build trust naturally.



Technical Appendix



2025 Edelman Trust Barometer: The Sample

Sample Size, Quotas and Margin of Error

Country	Weighted Sample Size ¹	Unweighted Sample Size	Margin of Error ² – Total Sample	Margin of Error – Half Sample	Quotas Set On ³
Global 28 ⁴	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 ⁵	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
All countries surveyed:	Used for current year averages and tracking to 2024	Used for tracking to 2021	Used for tracking to 2018	Used for tracking to 2012
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 Global 26	Sensitive Markets, Translation Exclusion Global 24	Tracking Markets, Sensitive Markets, Translation Exclusion Global 20
All countries surveyed:	Used for current year averages ; excludes sensitive countries ¹	Used for current year averages ; excludes sensitive countries ¹ ; excludes countries impacted by translation inconsistencies ²	Used for tracking to 2020 ; excludes sensitive countries ¹ ; excludes countries impacted by translation inconsistencies ²
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*
Global	-	-
Argentina	Localized Spanish	89%
Australia	Localized English	95%
Brazil	Portuguese	84%
Canada	Localized English, Canadian French	94%
China	Simplified Chinese	77%
Colombia	Localized Spanish	73%
France	Localized French	87%
Germany	German	92%
India	Localized English, Hindi	43%

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

	Languages	Internet Penetration*
Singapore	Localized English, Simplified Chinese	94%
S. Africa	Localized English, Afrikaans	75%
S. Korea	Korean	97%
Spain	Localized Spanish	95%
Sweden	Localized English, Swedish	96%
Thailand	Thai	90%
UAE	Localized English, Modern Standard Arabic	100%
UK	Localized English	95%
U.S.	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
Argentina	November 2023	Run-off Election
France	June, September 2024	Election; Collapse of leadership coalition
Germany	November 2024	Collapse of leadership coalition
India	April to June 2024	Election
Indonesia	February 2024	Election
Japan	October 2024	Election
Mexico	June 2024	Election
Netherlands	November 2023	Election after cabinet collapse in July 2023
S. Africa	May 2024	Election
S. Korea	April 2024	Election
Thailand	August 2024	New Prime Minister appointment
UK	July 2024	Election
U.S.	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	
Government	GOV_PER_DIM. In thinking about why you do or do not trust government in general , 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.) <i>Statement below shown in bold on left side, bottom 5 box (codes 1-5)</i>	
	Serves the interests of only certain groups of people	Serves the interests of everyone equally and fairly
	Overall, its actions are hurting my quality of life	Overall, its actions are improving my quality of life
Business	BUS_PER_DIM. In thinking about why you do or do not trust business , 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.) <i>Statement below shown in bold on left side, bottom 5 box (codes 1-5)</i>	
	Serves the interests of only certain groups of people	Serves the interests of everyone equally and fairly
	Overall, its actions are hurting my quality of life	Overall, its actions are improving my quality of life
The wealthy	POP_MDC. 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.) <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 excluding fairness	33	-24	-68	-101
Government ethics including fairness	37	-30	-75	-112
Media ethics excluding fairness	24	-4	-36	-60
Media ethics including fairness	25	-9	-41	-66
Business ethics excluding fairness	43	29	-18	-61
Business ethics including fairness	44	19	-36	-80
NGO ethics excluding fairness	35	23	6	-29
NGO ethics including 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>TRU_INS. 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

What helps people who don't share my politics comes at a cost to me

Full text

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

Nurture workplace civility to facilitate discussions about contentious issues

Full text

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

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

Full text

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
---	---	---	---	---	---

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1. **Activists gesture as they demonstrate in the Central Business District against an alarming rise in murders of young women in Nairobi on January 27, 2024:** *TONY KARUMBA/AFP via Getty Images*
2. **U.S. former President and 2024 Republican presidential candidate Donald Trump applauds as he arrives for the second day of the 2024 Republican National Convention at the Fiserv Forum in Milwaukee, Wisconsin, July 16, 2024:** *ANGELA WEISS/AFP via Getty Images*
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*
4. **Consequences of flooding caused by the DANA occur in cities near Valencia, Spain, on November 7, 2024:** *Pau Venteo/NurPhoto via Getty Images*
5. **Demonstrators held up a banner calling to Tax extreme wealth outside the 2024 Labour Party Conference on the 23rd of September 2024 in Liverpool, United Kingdom:** *Andrew Aitchison/In pictures via Getty Images*
6. **Voters wait in a queue at a polling station to cast votes during the Samaguri assembly constituency bypoll in Nagaon district, Assam, India, on November 13, 2024:** *Anuwar Hazarika/NurPhoto via Getty Images*
7. **(Divider Image) Commuters cross London Bridge on October 15, 2024 in London, England:** *Dan Kitwood/Getty Images*

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1. **Protesters hold signs while standing a few blocks away from the World Trade Organization (WTO), November 29, 1999:** *Daniel Sheehan/Liaison Agency/Newsmakers*
2. **Operation Iraqi Freedom - Day 21: U.S. Troops Enter Central Baghdad and Topple Statue Of Saddam Hussein On April 9, 2003 in Baghdad, Iraq:** *Gilles BASSIGNAC/Gamma-Rapho via Getty Images*
3. **A broker looks at his screens at Frankfurt's stock exchange on September 15, 2008, as the German stock exchange went down 4.6 percent in the afternoon in the wake of US investment banking giant Lehman Brothers filing for bankruptcy:** *THOMAS LOHNES/DDP/AFP via Getty Images*
4. **European Union flag in front of the Big Ben, Brexit EU:** *Juaeva via Adobe Stock*
5. **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*
6. **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*



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