2023 Edelman Trust Barometer

Navigating a Polarized World

Explore the

Methodology

The 2023 Edelman Trust Barometer is the firm's 23rd annual trust and credibility survey. The research was produced by the Edelman Trust Institute and consisted of 30-minute online interviews conducted between November 1st and November 28th, 2022. The 2023 Edelman Trust Barometer online survey sampled more than 32,000 respondents across 28 countries.

Learn More

Social fabric weakens amid deepening divisions

ic anxiety,
hip has brought us to
where we are today — deeply and dangerously polarized.

- Business is the only institution seen as competent and ethical.
- Fifty-three percent of respondents globally say that their countries are more divided today than in the past.
- CEOs are obligated to improve economic optimism and hold divisive forces accountable.

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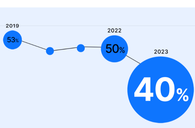
Economic optimism collapses

People now fear for their economic future without a trust safety net. Only 40% of respondents say they and their families will be better off in five years, a 10-point decline from 2022.



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Distrust breeds polarization

Very few would help, live near, or work with someone who disagreed with their point of view:

Only
would help them if they were in need.

Only **11%**
would be willing to live in the same neighborhood.

Only **11%**
would be willing to have them as a coworker.

Great expectations result in heightened risk for business

Evon among those who see their country as polarized, my employer is the only trusted institution.

While people want business to do more on social issues, it risks being politicized when engaging on contentious issues.

Insights

ARTICLE
Navigating A Polarized World

January 15, 2022
Without intervention, we will see a continued move from a crisis of institutional trust to a crisis ...

ARTICLE
Business: An Unshakable Force In A Polarized World

January 15, 2023
Over the past three years, four institutions — business, media, government and NGOs — have been prof...

ARTICLE
Rebuilding Trust Demands Articulating A Credible Vision For The Future

January 20, 2023
At its core, trust is forward-looking. It's hard to trust if you don't know where you're going....

SEE MORE INSIGHTS

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The Way Forward

1. Business is expected to act
As the most trusted institution, business should leverage its comparative advantage to inform debate and deliver solutions on climate, DEI, and skill training.

2. Collaborate with government
Business and government can build consensus and collaborate to deliver results that push us towards a more just, secure, and thriving society.

3. Restore economic optimism
Invest in fair compensation, training, and local communities to address the mass-class divide and the cycle of polarization.

4. Advocate for the truth
Be a source of reliable information, promote civil discourse, and hold false information sources accountable.

The Trust 10

01 Business is seen as competent and ethical

02 Institutional imbalance

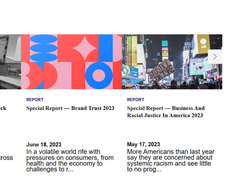
03 Mass class divide on trust

DOWNLOAD TOP 10

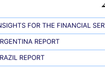
Explore the findings DOWNLOAD REPORT

Watch our launch event

On Wednesday, January 18, 2023 we launched the 2023 Edelman Trust Barometer Report: Our panelists included **David Miliband**, the President & CEO, International Rescue Committee; **Rt. Hon. Helen Clark**, former Prime Minister of New Zealand & Former Administrator of UNDP; **Yoshito Hori**, the Founder & President, GLOBIS University; Founding Partner, GLOBIS Capital Partners; **Hanneke Faber**, President, Nutrition, Unilever; **Jane Sun**, CEO, Trip.com Group; **Lorenzo Simonelli**, Chairman & CEO, Baker Hughes and **Richard Edelman**, CEO of Edelman; and moderator **Thorold Barker**, of The Wall Street Journal, Editor, EMEA.



Special Reports



REPORT
Special Report — Trust And Climate Change 2023

November 15, 2023
The realities of climate change are evident with more frequent and devastating weather events impact...

REPORT
Special Report — Trust At Work 2023

September 6, 2023
The meaning of work has shifted, and employees across generational divides are demanding a reset....

REPORT
Special Report — Brand Trust 2023

June 18, 2023
In a volatile world rife with pressures on consumers, from health and the economy to challenges to r...

REPORT
Special Report — Business And Racial Justice In America 2023

May 17, 2023
More Americans than last year say they are concerned about systemic racism and see little to no prog...

2023 Country & Sector Reports

- INSIGHTS FOR THE FINANCIAL SERVICES SECTOR
- ARGENTINA REPORT
- BRAZIL REPORT
- CHINA REPORT
- EUROPE REPORT
- GERMANY REPORT
- INDONESIA REPORT
- ITALY REPORT
- KENYA REPORT
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What does this mean for your business?

Please reach out to learn more about the Edelman Trust Barometer.

CONTACT US

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