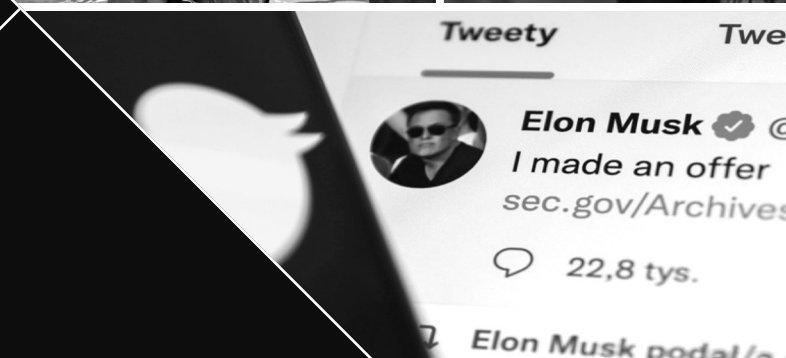# 2023
Edelman
Trust
Barometer

France Report

Edelman

2023 Edelman Trust Barometer

Methodology

Annual online survey in its 23rd year

Fieldwork conducted: Nov 1 – Nov 28, 2022

28
Countries

32,000+
Respondents

1,150+/-
Respondents per country**

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

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

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

Global averages

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

GLOBAL 27

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

GLOBAL 25 Excludes China and Thailand

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

Statistical significance

◯ **Significant change**

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

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

Due to a translation inconsistency, the France data measuring trust in government, as well as competence and ethics was removed from certain slides. For more details contact the Trust Barometer research team

February 2023 Update:
Impact on Trust in Government Data

Trust in government: *les autorités en général* vs *le gouvernement en général*

The France translation of the Trust Barometer questionnaire has inconsistently used both terms when measuring trust in government as an institution (TRU_INS):

2005-2020: Trust was measured using the term "*le gouvernement en général*" ("government in general")

May 2020-2023: Due to a translation error, the term was changed to "*les autorités en général*" ("the authorities in general") in the Spring of 2020, and was used consistently from then on
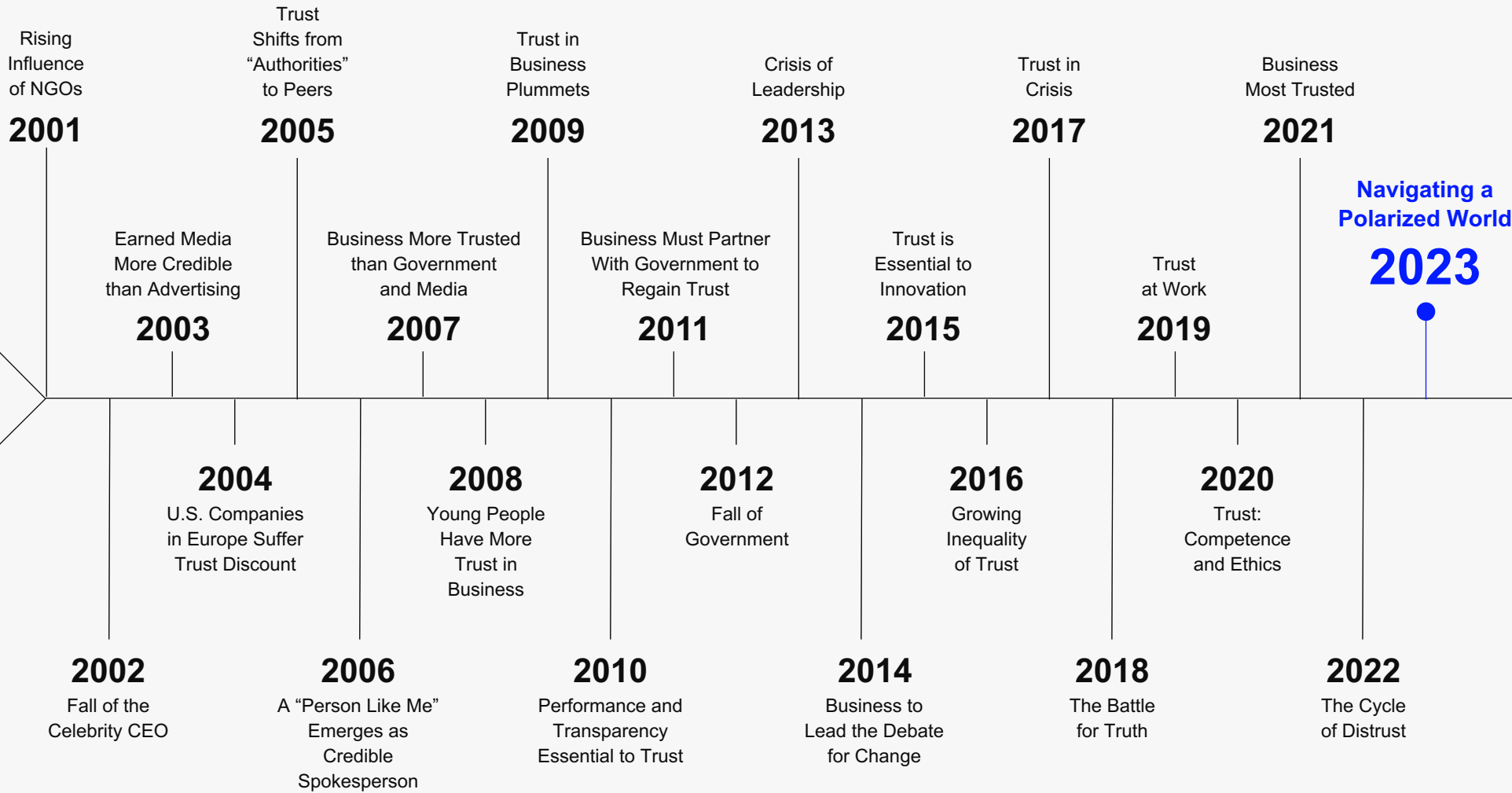
February 3-6 2023 flash poll: Online poll of 1000 respondents tested the difference between trust in "*les autorités en général*" vs "*le gouvernement en général*"

The February 2023 supplementary poll confirms that, while there are some similarities in the associations French speakers make with these terms, they are not interchangeable. Therefore, the translation inconsistency compromises the ability to trend the data for trust in government across questionnaires with different translations.

We have removed the data collected measuring "*les autorités en général*" from our data series. This report features data measuring *"le gouvernement en général"* from the February 2023 flash poll unless otherwise noted.

23 Years of Trust

Rising
Influence
of NGOs
2001

Earned Media
More Credible
than Advertising
2003

2002
Fall of the
Celebrity CEO

2004
U.S. Companies
in Europe Suffer
Trust Discount

Trust
Shifts from
"Authorities"
to Peers
2005

2006
A "Person Like Me"
Emerges as
Credible
Spokesperson

Business More Trusted
than Government
and Media
2007

2008
Young People
Have More
Trust in
Business

Trust in
Business
Plummets
2009

2010
Performance and
Transparency
Essential to Trust

Business Must Partner
With Government to
Regain Trust
2011

2012
Fall of
Government

Crisis of
Leadership
2013

2014
Business to
Lead the Debate
for Change

Trust is
Essential to
Innovation
2015

2016
Growing
Inequality
of Trust

Trust in
Crisis
2017

2018
The Battle
for Truth

Trust
at Work
2019

2020
Trust:
Competence
and Ethics

Business
Most Trusted
2021

2022
The Cycle
of Distrust

**Navigating a
Polarized World
2023**

Four Forces That Lead To Polarization

Economic Anxieties

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

Institutional Imbalance

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

Mass-Class Divide

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

The Battle for Truth

A shared media environment has given way to echo chambers, making it harder to collaboratively solve problems. Media is not trusted, with especially low trust in social media.
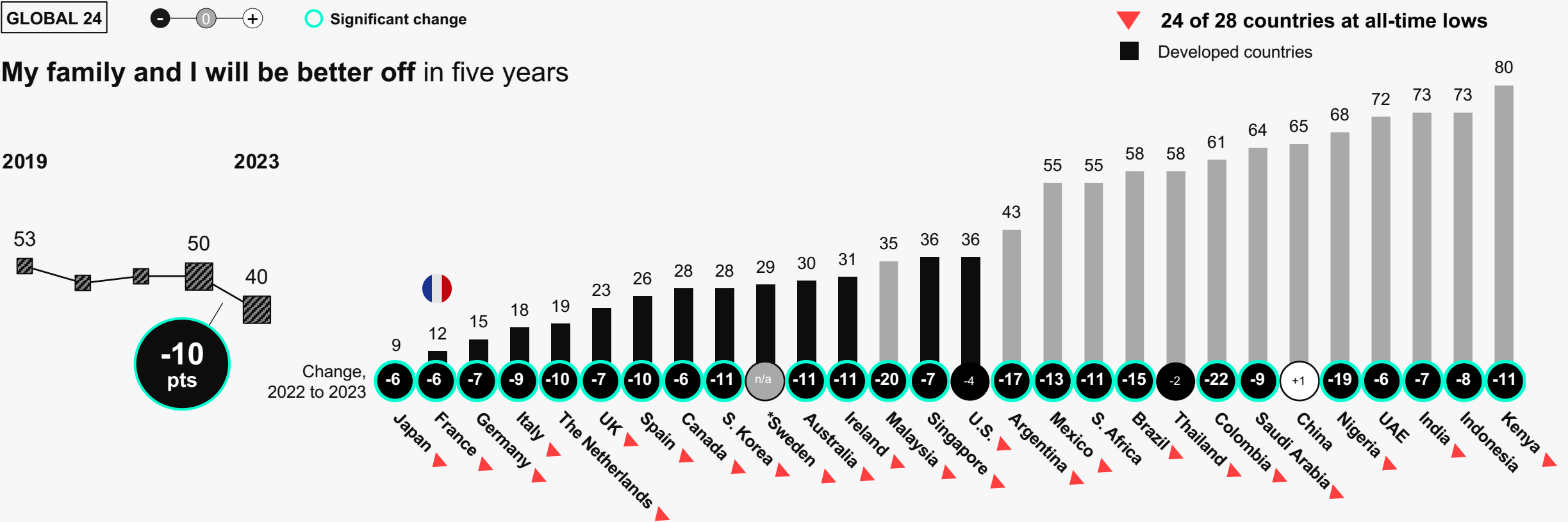
Facing Economic Fears Without a Trust Safety Net

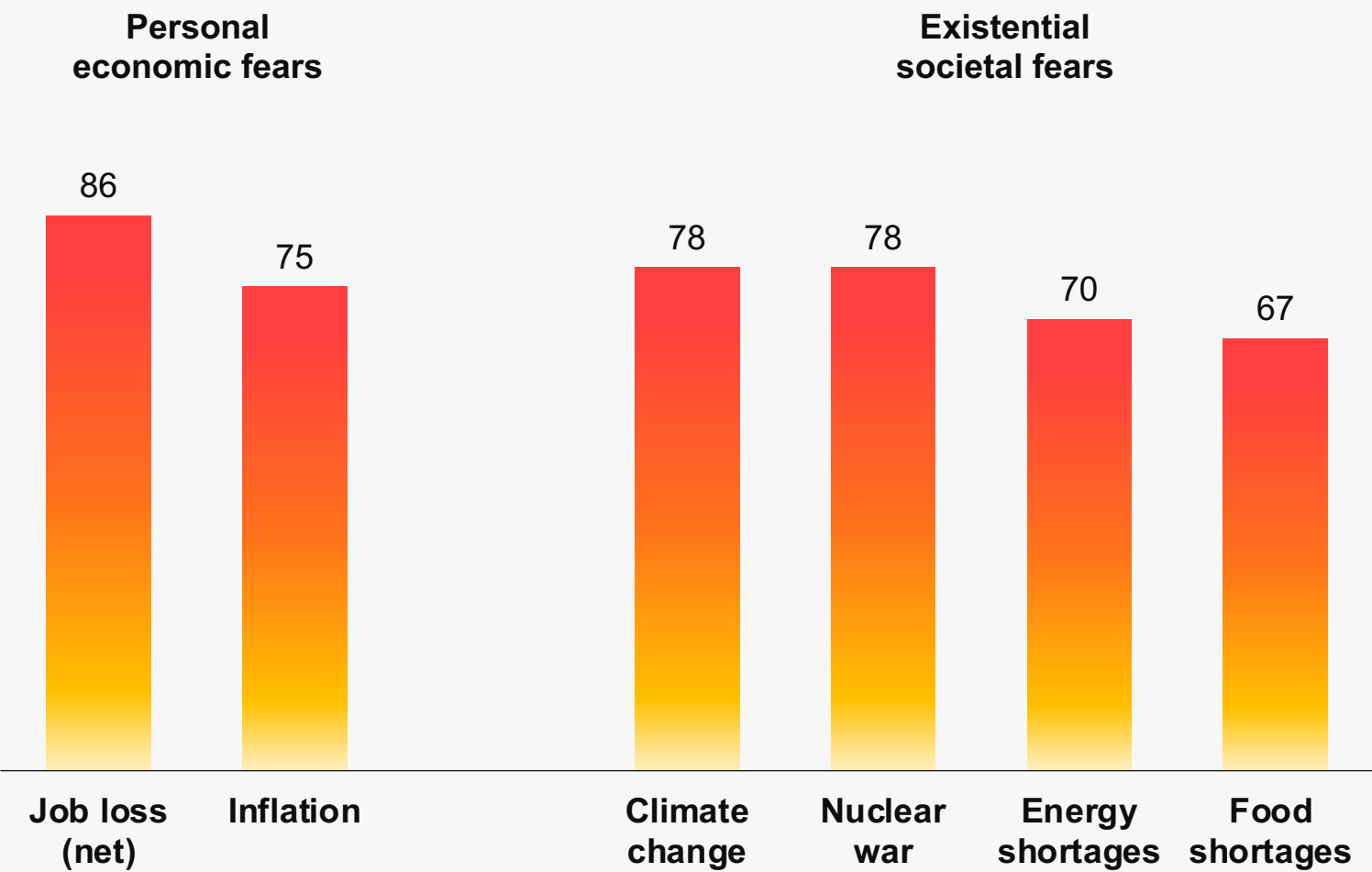# Economic Optimism Collapses

Percent who say

GLOBAL 24 ⊖—○—⊕   ○ Significant change

▼ **24 of 28 countries at all-time lows**

■ Developed countries

My family and I will be better off in five years

2019   **2023**

53   50   40

-10 pts

Change, 2022 to 2023

Country	2023 Value	Change 2022 to 2023
Japan	9	-6
France	12	-6
Germany	15	-7
Italy	18	-9
The Netherlands	19	-10
UK	23	-7
Spain	26	-10
Canada	28	-6
S. Korea	28	-11
*Sweden	29	n/a
Australia	30	-11
Ireland	31	-11
Malaysia	35	-20
Singapore	36	-7
U.S.	36	-4
Argentina	43	-17
Mexico	55	-13
S. Africa	55	-11
Brazil	58	-15
Thailand	58	-2
Colombia	61	-22
Saudi Arabia	64	-9
China	65	+1
Nigeria	68	-19
UAE	72	-6
India	73	-7
Indonesia	73	-8
Kenya	80	-11

Personal Anxieties On Par With Existential Fears

Percent who worry about each, in France

Personal economic fears

Existential societal fears

Job loss (net)	Inflation	Climate change	Nuclear war	Energy shortages	Food shortages
86	75	78	78	70	67

Feb 23 Poll: In France, Authorities More Trusted Than Government

Percent trust

Distrust
(1-49)

Neutral
(50-59)

Trust
(60-100)

*Trust in the "authorities" 12pts higher
than trust in "government"*

49	37	51	48	36
The Authorities	**Government**	**Business**	**NGOs**	**Media**
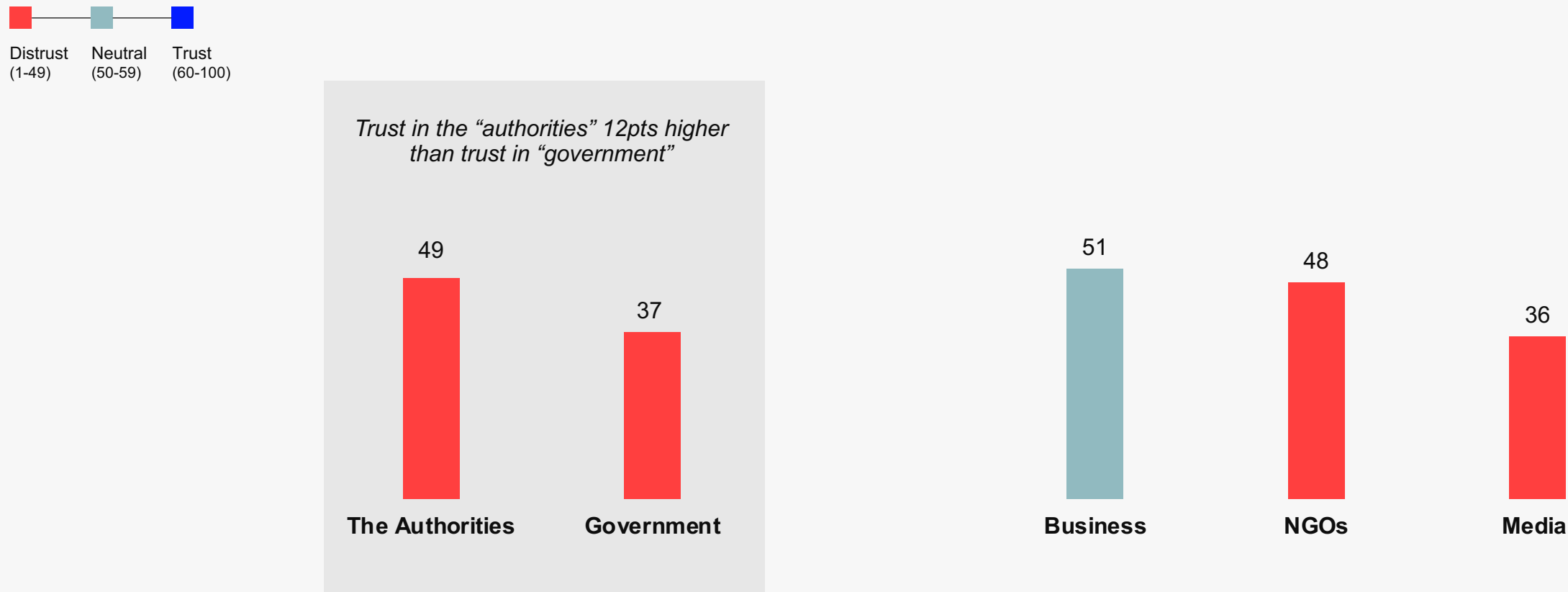
Government Less Trusted than Business

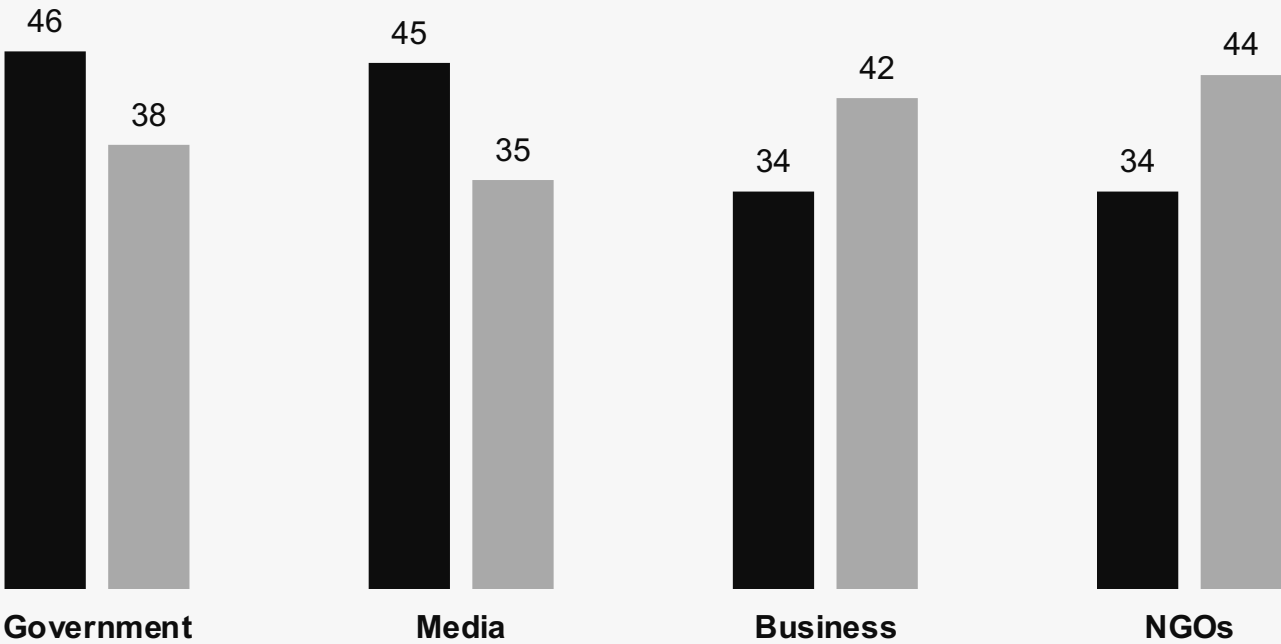Percent trust, and the percentage-point difference between trust in business vs government

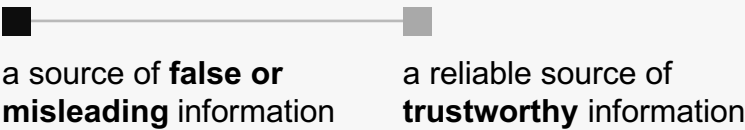Distrust (1-49) — Neutral (50-59) — Trust (60-100)

France Poll
(Feb 2023)

14pts

Business 51
Government 37

Trust gap

	Global 26	S. Africa	Argentina	Nigeria	Colombia	Kenya	Brazil	Mexico	Thailand	Japan	Malaysia	Spain	UK	U.S.	Italy	The Netherlands	Australia	Indonesia	Ireland	India	S. Korea	Germany	Canada	*Sweden	China	UAE	Saudi Arabia	Singapore
Trust gap	12 pts	40	32	31	28	28	24	24	15	14	14	13	13	13	11	10	9	7	5	4	4	3	1	-3	-5	-8	-10	-14
Trust in business	62	62	52	66	68	71	64	71	71	47	68	49	50	55	57	61	54	83	52	80	38	50	52	54	84	78	73	62
Trust in government	50	22	20	35	40	43	40	47	56	33	54	36	37	42	46	51	45	76	47	76	34	47	51	57	89	86	83	76

Government and Media Fuel Cycle of Distrust, Seen as Sources of Misleading Information

Percent who say, in France

These institutions are

■———————————————————■

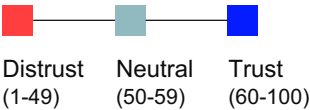a source of **false or misleading** information

a reliable source of **trustworthy** information

	Government	Media	Business	NGOs
false or misleading	46	45	34	34
trustworthy	38	35	42	44

Institutional Leaders Distrusted

Percent trust, in France

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

– 0 +

Significant change

Citizens of my country distrusted in France

	CEOs	Journalists	Government leaders	Citizens of my country	My CEO	People in my local community	My neighbors	Scientists	My coworkers
Value	31	34	42	46	53	56	58	68	69
Change, 2022 to 2023	-4	+2	-1	+6	0	+1	n/a	+1	+5
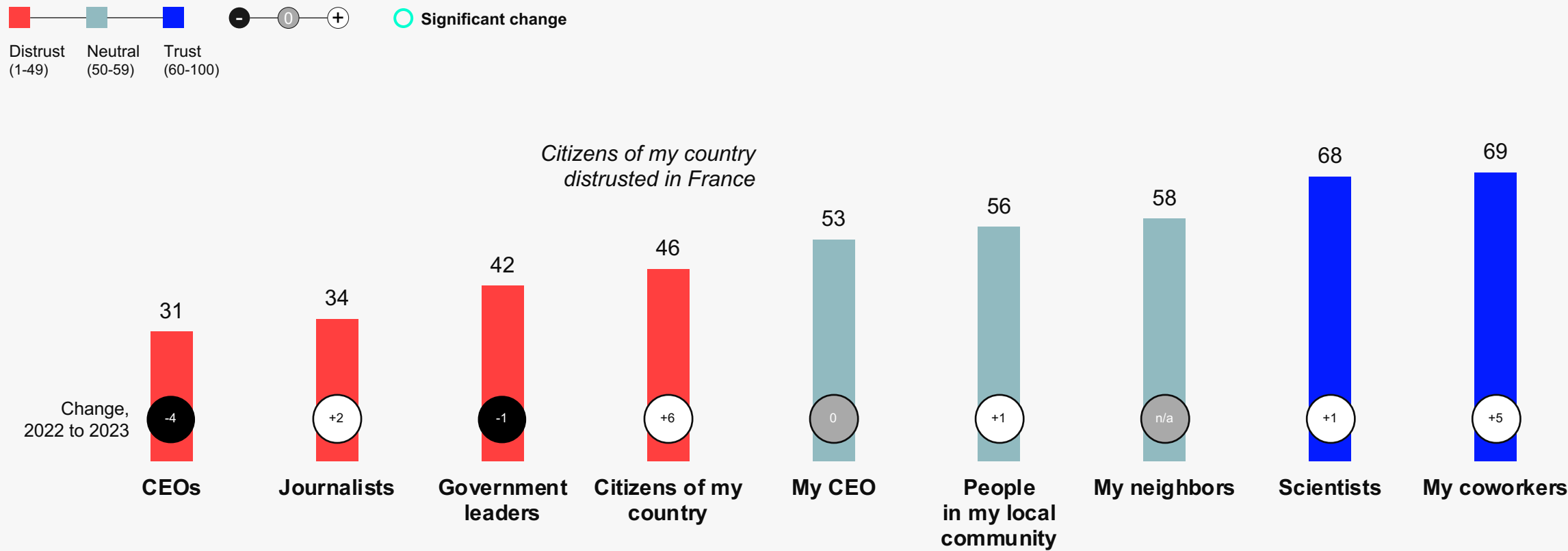
Mass-Class Divide: Income-Based Inequality Creates Two Trust Realities

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

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

2023
High income (top 25%)

64	**Global 26**
90	China
85	Thailand
84	Saudi Arabia
82	Indonesia
82	UAE
76	India
73	Singapore
70	Kenya
66	Malaysia
64	Mexico
63	U.S.
62	Nigeria
62	The Netherlands
60	Germany
60	Ireland
59	Italy
56	Brazil
54	Australia
54	Colombia
53	Canada
52	S. Africa
52	*Sweden
51	UK
49	Spain
48	Japan
47	Argentina
44	S. Korea

2023
Low income (bottom 25%)

49	**Global 26**
71	China
70	India
68	Indonesia
64	Saudi Arabia
63	Kenya
63	UAE
56	Mexico
56	Nigeria
55	Malaysia
55	Singapore
48	Brazil
48	Thailand
47	Canada
46	Italy
46	The Netherlands
44	Colombia
43	Australia
42	Germany
42	Ireland
41	S. Africa
41	*Sweden
40	Spain
40	U.S.
37	Argentina
35	UK
29	Japan
29	S. Korea

15pts trust inequality globally; double-digits in 20 of 27 countries

Greatest income-based trust inequality in:

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

France Poll
(Feb 2023)

High	Low
54	32

Trust at Home Does Not Guarantee Trust Abroad

Percent trust in companies headquartered in each country
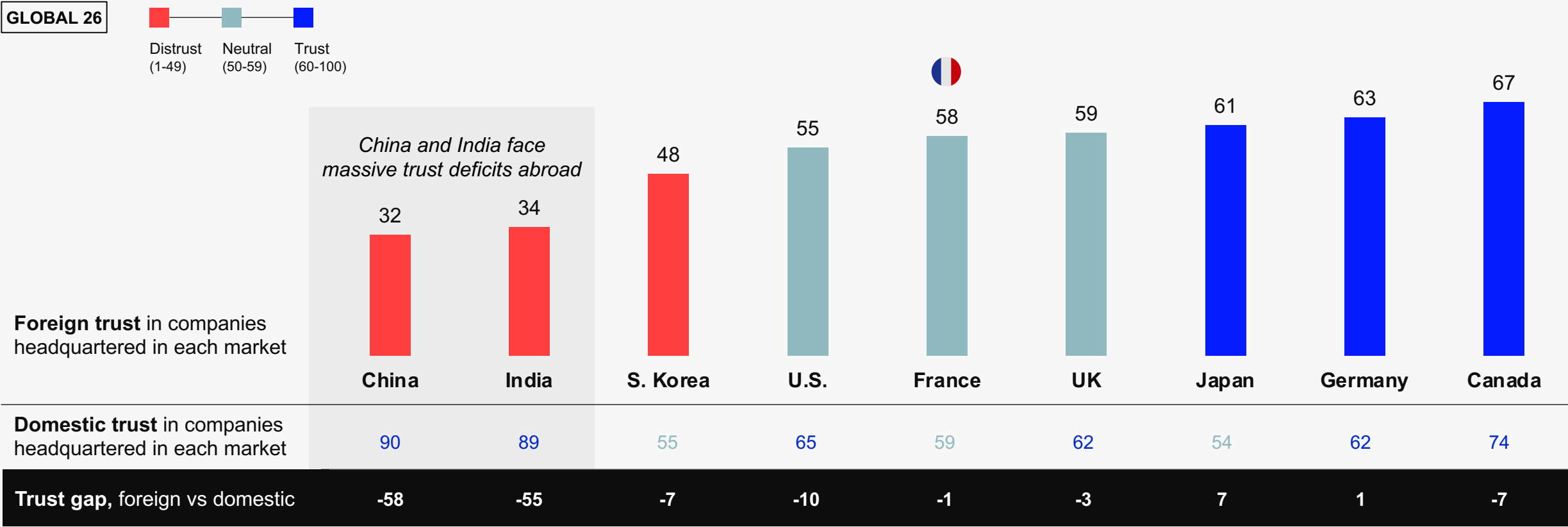
GLOBAL 26		
Distrust (1-49)	Neutral (50-59)	Trust (60-100)

China and India face massive trust deficits abroad

Foreign trust in companies headquartered in each market

	China	India	S. Korea	U.S.	France	UK	Japan	Germany	Canada
	32	34	48	55	58	59	61	63	67
Domestic trust in companies headquartered in each market	90	89	55	65	59	62	54	62	74
Trust gap, foreign vs domestic	-58	-55	-7	-10	-1	-3	7	1	-7

Distrust Breeds Polarization

Polarization Most Severe When Deep Divisions Become Entrenched

Divided
My country is very/extremely divided…

Severely polarized
I see deep divisions, and I don't think we'll ever get past them

Moderately polarized
I see deep divisions but I think they might be addressable

Less polarized
I see few deep divisions

Entrenched
… and I do not feel these divisions can be overcome

Six Countries Severely Polarized

Severely polarized

In danger of severe polarization

Divided
My country is very/extremely divided…

Entrenched
… and I do not feel these divisions can be overcome

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

Drivers Of Polarization: Distrust, Weak Social Fabric, Unfairness

Distrust in government
+++

Lack of shared identity
+++

Systemic unfairness
++

Economic pessimism
+

Societal fears
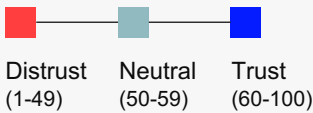+

Distrust in media
+

Size of impact on respondent's perception of polarization

+ Less than .20   **++** .20 to .30   **+++** More than .30

Only significant drivers of polarization are shown
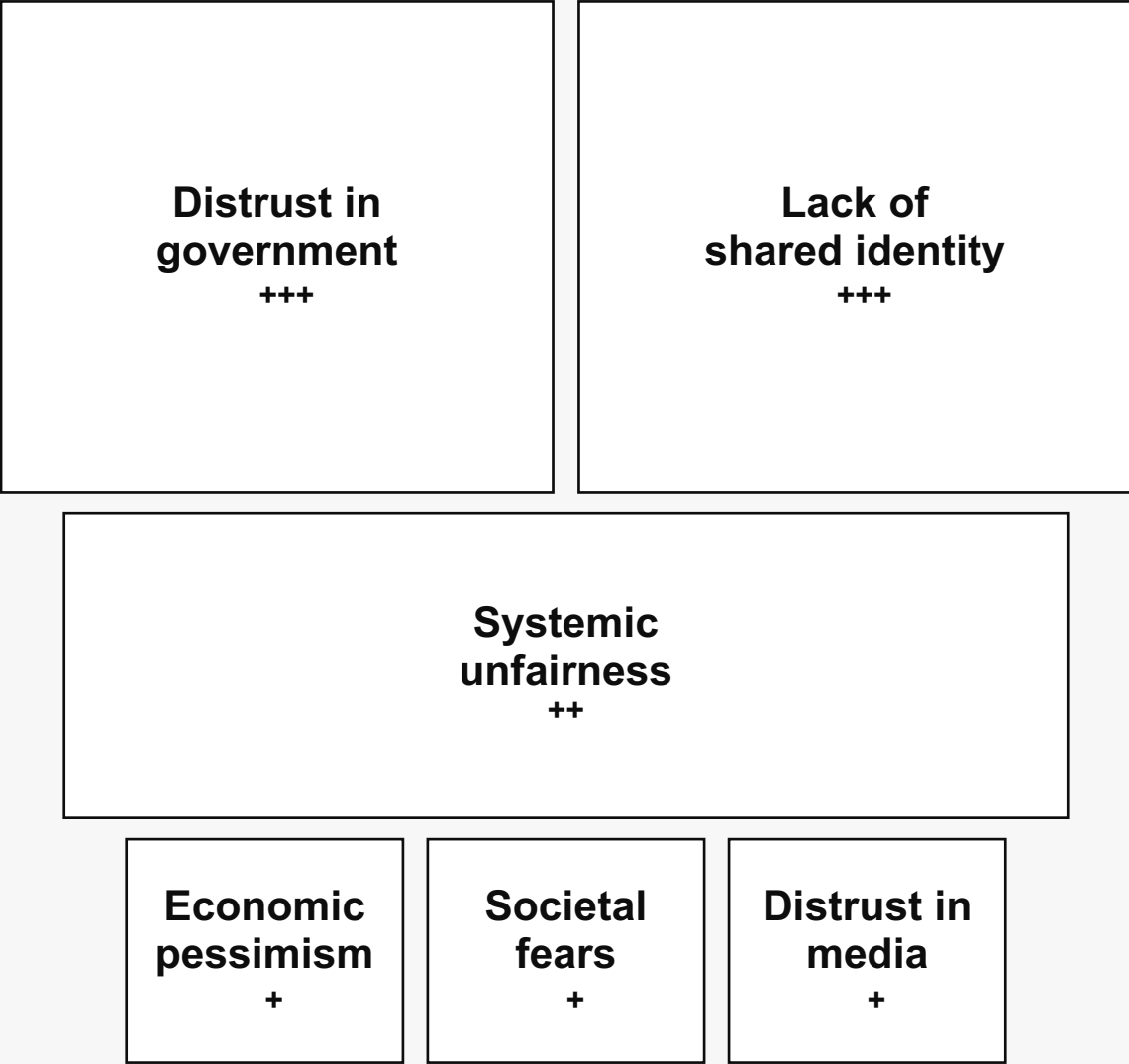
Both Cause and Consequence: Polarization Itself Leads to Further Distrust

Percent trust among those who say

GLOBAL 26 excludes France

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

My country is …
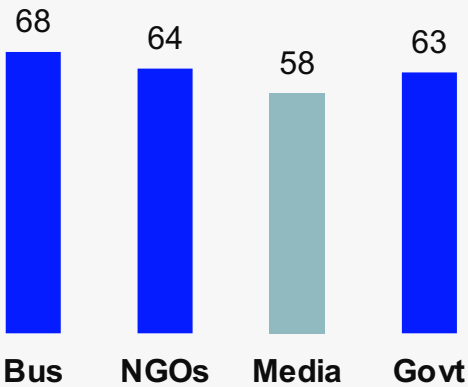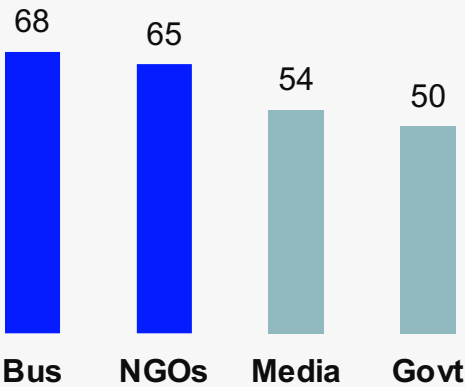
... **not very divided**	... **divided,** not entrenched	... **polarized:** divisions are entrenched

When we see our country as polarized, we don't trust
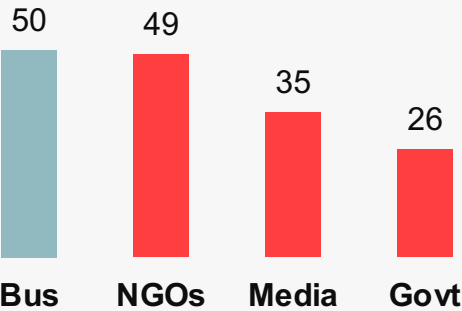
... not very divided

Bus	NGOs	Media	Govt
68	64	58	63

... divided, not entrenched

Bus	NGOs	Media	Govt
68	65	54	50

... polarized: divisions are entrenched

Bus	NGOs	Media	Govt
50	49	35	26

More Divided Today Than in the Past

Percent who say

Our country is **more divided today** than in the past

GLOBAL 25 Excludes China and Thailand

53%

Majority in 15 of 26 countries agree
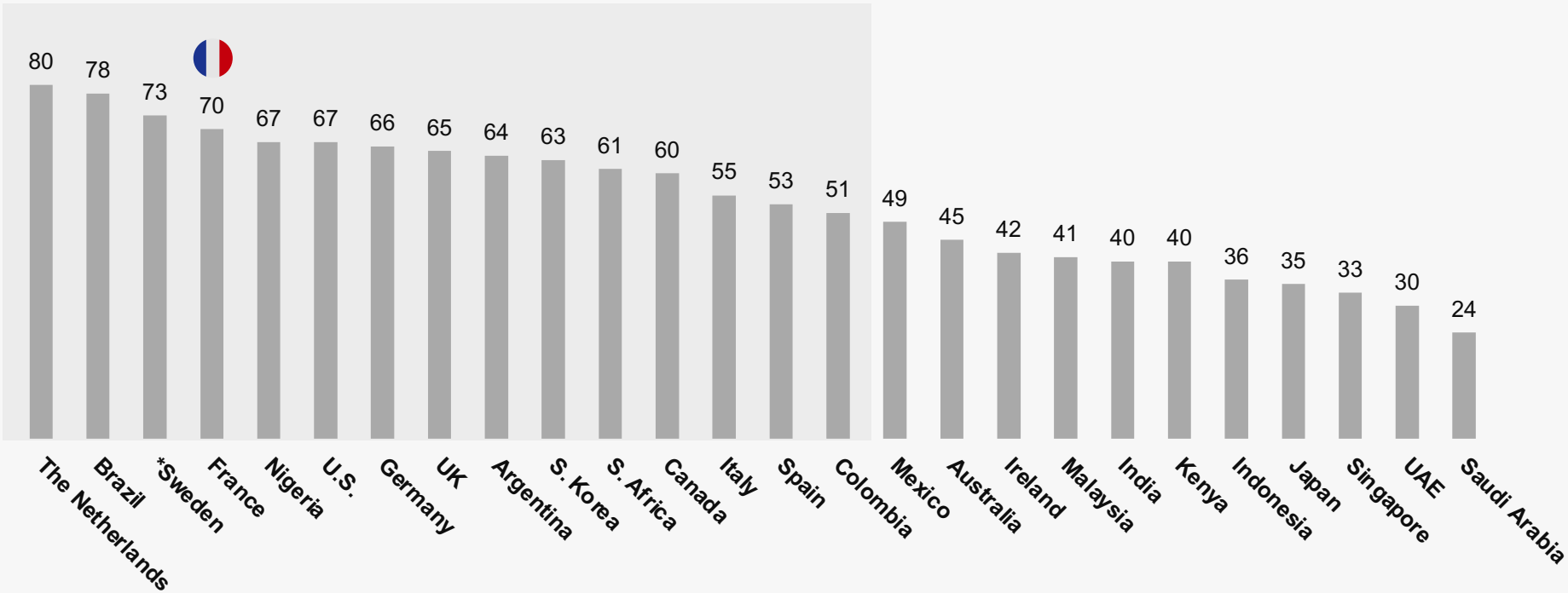
Country	Value
The Netherlands	80
Brazil	78
*Sweden	73
France	70
Nigeria	67
U.S.	67
Germany	66
UK	65
Argentina	64
S. Korea	63
S. Africa	61
Canada	60
Italy	55
Spain	53
Colombia	51
Mexico	49
Australia	45
Ireland	42
Malaysia	41
India	40
Kenya	40
Indonesia	36
Japan	35
Singapore	33
UAE	30
Saudi Arabia	24

Divisive Forces Exploit and Intensify Our Differences

Percent who say, in France

These groups are

■——————————————■ *a unifying force*
a dividing force   **a unifying force**
that pulls people apart   that brings people together

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

	Rich and powerful	Hostile foreign governments	Journalists	Government leaders	Business leaders	NGO leaders	Teachers
a dividing force	71	63	50	43	37	36	22
a unifying force	12	18	25	31	33	41	57

In France, Social Fabric Deteriorates

Percent who say, in France

The lack of civility and mutual respect today is the **worst I have ever seen**

78%

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

71%

Ideology Becomes Identity: Few Would Help, Live, or Work With the Other Side

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

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

Help them
if they were in need

16%

Be willing to live in
the same neighborhood

14%

Be willing to have them
as a coworker

11%

Polarization Worsens Fears

Among those who say their country is divided on
key issues, percent who say, in France

If our divisions are not addressed,
this is likely to be a consequence

Top 5 of 13:

#1	Violence in the streets

#2	Worsening of prejudice and discrimination

#3	Inability to address our societal challenges

#4	Government gridlock

#5	Loss of our country's influence

Great Expectations, Heightened Risk for Business

In France, Only Business Seen as Competent and Ethical; Sustains Rise in Ethics for Third Year

(Competence score, net ethical score)

■ Feb 2023

□ 2020

Ethical

NGOs (-6, 19) ■

Business (8, 12) ■

□ Jan 2023

Less competent ← → Competent

2022

2020 to Feb 2023:
+29pts **in ethics**

2021

□ (17, -17)

Media ■ (-43, -18)

* X Y

-60 -20

■ Government

Unethical
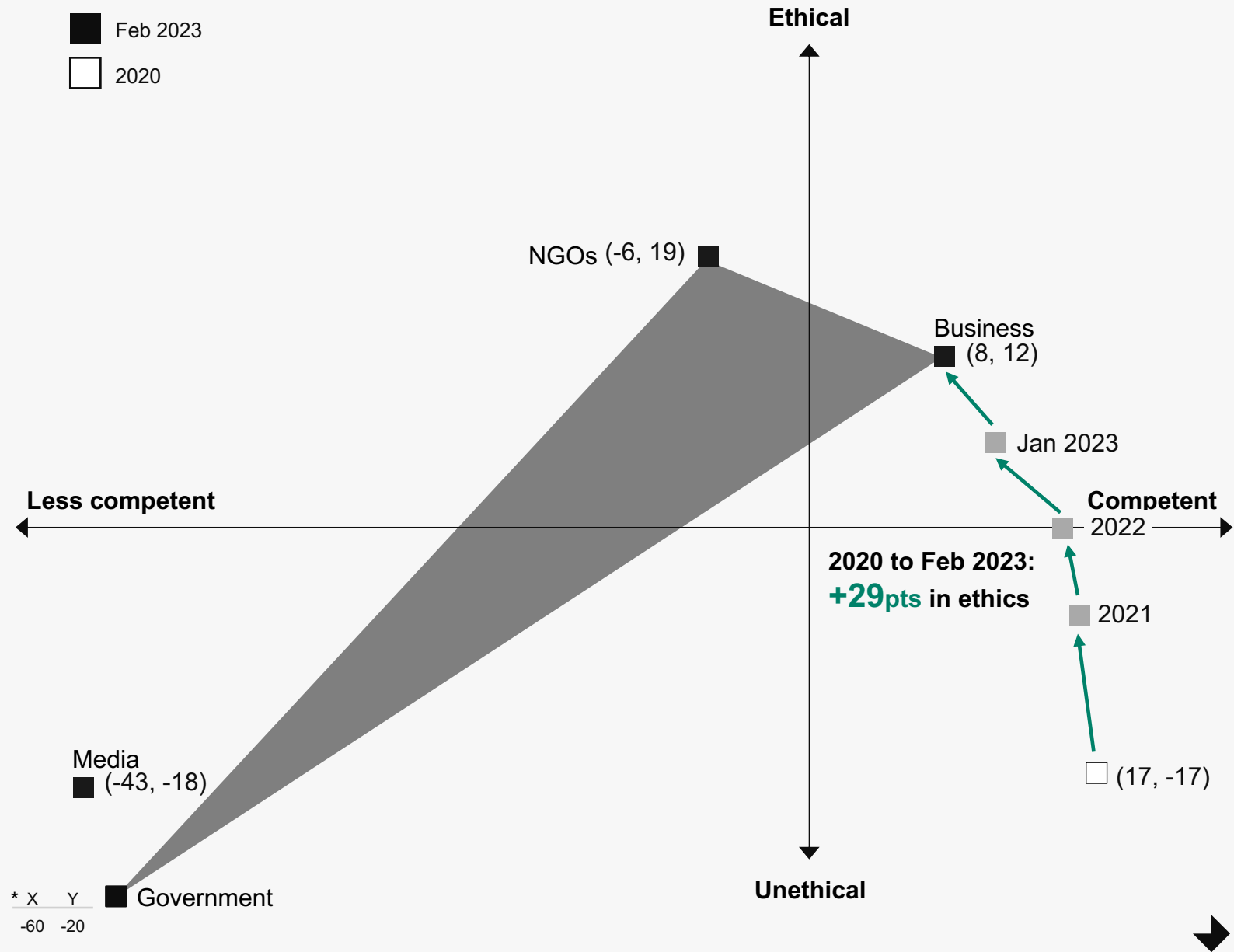
In France, My Employer Trusted

Percent trust

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

− 0 +

○ Significant change
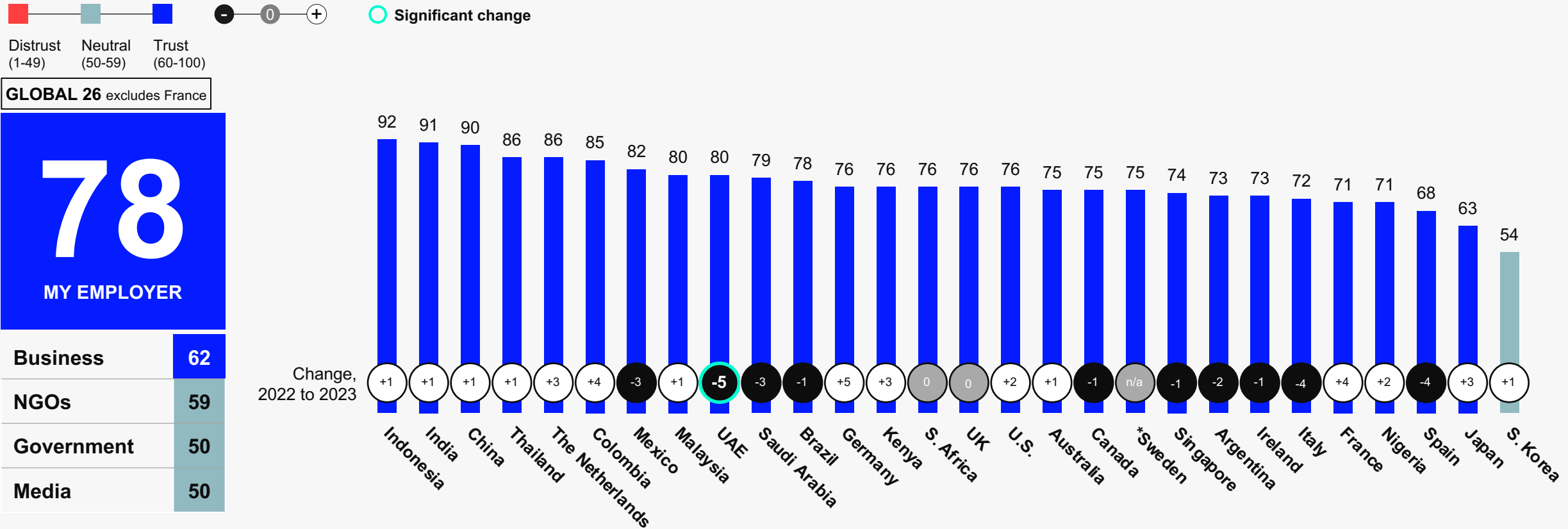
GLOBAL 26 excludes France

78
MY EMPLOYER

Business	62
NGOs	59
Government	50
Media	50

	Indonesia	India	China	Thailand	The Netherlands	Colombia	Mexico	Malaysia	UAE	Saudi Arabia	Brazil	Germany	Kenya	S. Africa	UK	U.S.	Australia	Canada	*Sweden	Singapore	Argentina	Ireland	Italy	France	Nigeria	Spain	Japan	S. Korea
Percent	92	91	90	86	86	85	82	80	80	79	78	76	76	76	76	76	75	75	75	74	73	73	72	71	71	68	63	54
Change, 2022 to 2023	+1	+1	+1	+1	+3	+4	-3	+1	-5	-3	-1	+5	+3	0	0	+2	+1	-1	n/a	-1	-2	-1	-4	+4	+2	-4	+3	+1

2023 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 26-mkt avg. "Your employer" only shown to those who are an employee of an organization (Q43/1). *Sweden is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Due to a translation inconsistency, the France data was removed from the global data. For more details contact the Trust Barometer research team.

Among Those Who Feel Polarized, Employer Is Only Trusted Institution

Percent trust among those who say their country is …

GLOBAL 26 excludes France

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

	not very divided	divided, not entrenched	polarized: divisions are entrenched
My employer	81	82	69
Business	68	68	50
NGOs	64	65	49
Government	63	50	26
Media	58	54	35

Consumers and Employees Pressure Business to Stand Up for Them

Percent who say

2022 Edelman Trust Barometer Special Report:
The New Cascade of Influence

I buy or advocate for brands based on my beliefs and values

France 🇫🇷

57%

2022 Edelman Trust Barometer Special Report:
Trust In the Workplace

Having societal impact is a strong expectation or deal breaker when considering a job (avg)

GLOBAL 7

Among employees

69%

Business reflects my values
Has a greater purpose
Meaningful work that shapes society
Opportunities to address social problems
Stops specific business practices if employees object
CEO addresses controversial issues I care about

In France, Want More Societal Engagement from Business, Not Less

Percent who say, in France

On addressing each **societal issue**, business is

■ ──────── ■
not doing enough   overstepping

	Climate change	Economic inequality	Healthcare access	Energy shortages	Trustworthy information	Workforce reskilling
Multiplier not doing enough vs overstepping	12.5x	11.5x	10x	7.5x	7x	6x
not doing enough	62	57	50	54	49	52
overstepping	5	5	5	7	7	9
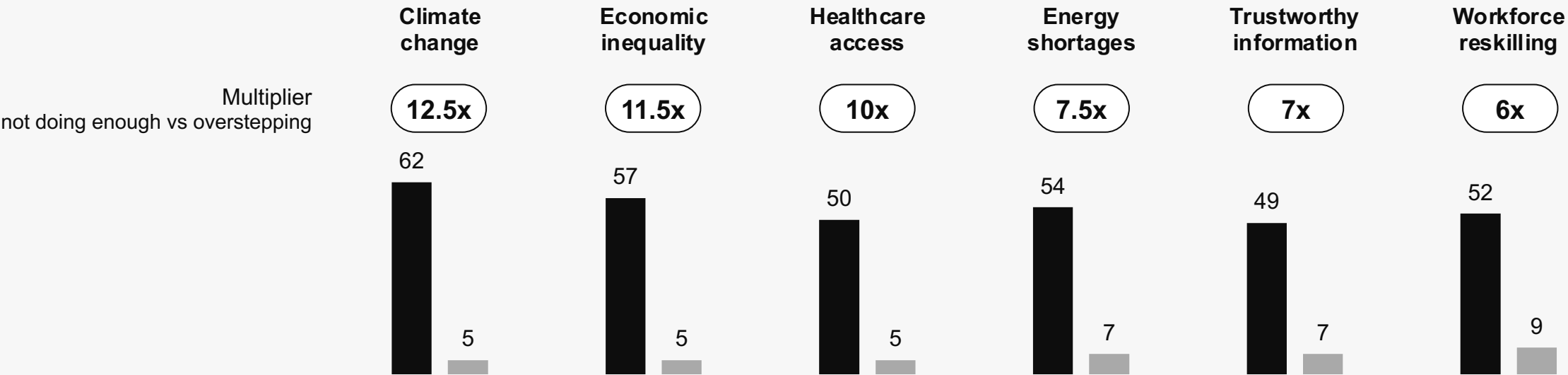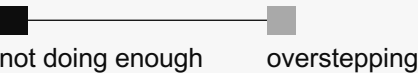
Societal Engagement Puts Business at Risk of Being Politicized

Percent who agree

I think **business can avoid being political** when it addresses contentious societal issues

At risk of becoming severely polarized

Severely polarized

Less than majority agree in 19 of 28 countries
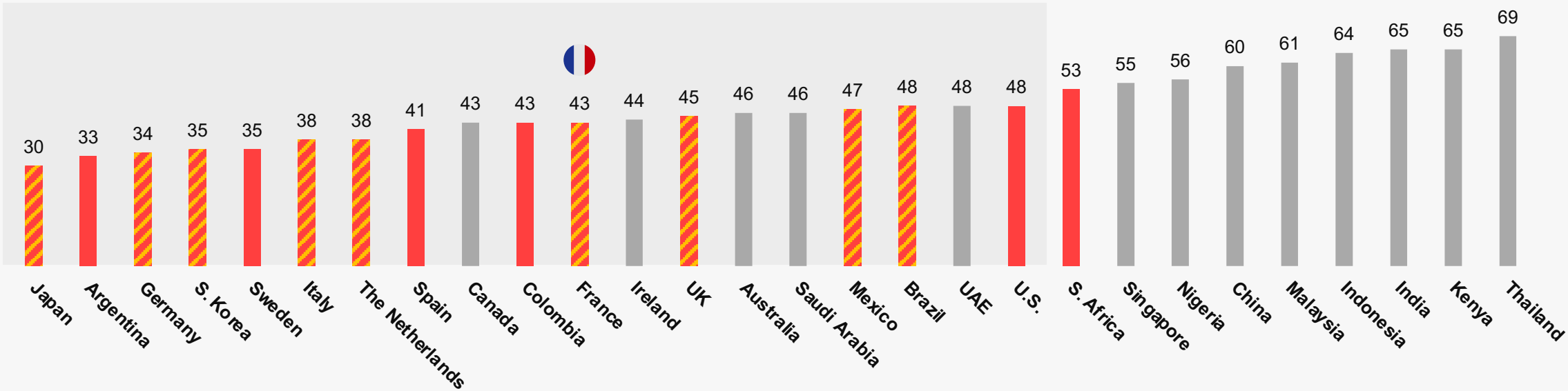
Japan	Argentina	Germany	S. Korea	Sweden	Italy	The Netherlands	Spain	Canada	Colombia	France	Ireland	UK	Australia	Saudi Arabia	Mexico	Brazil	UAE	U.S.	S. Africa	Singapore	Nigeria	China	Malaysia	Indonesia	India	Kenya	Thailand
30	33	34	35	35	38	38	41	43	43	43	44	45	46	46	47	48	48	48	53	55	56	60	61	64	65	65	69

Navigating a Polarized World

In France, CEOs Most Expected To Act on Employees, Climate, and Wealth Gap

Percent who say, in France

I expect CEOs to take a public stand on this issue:

Issue	Percent
Treatment of employees	89
Climate change	82
Wealth gap	78
Discrimination	70
Immigration	61

Best Societal Outcomes When Government and Business Work Together

Percent who say, in France

Approach most likely to result in **constructive action**

averaged across climate change, discrimination, immigration,
employee treatment, and income inequality

	Government and business working in **partnership**	Both working **independently**	**Government only** working alone	**Business only** working alone
	41	21	18	10

4x more likely to yield optimal results from partnership than business alone

2023 Edelman Trust Barometer. GOV_VS_BUS1. For each of the societal issues listed below, please indicate which of the following is the most likely to result in your country being able to work through any ideological divisions that exist regarding the issue and take constructive action to address it. 5-point scale; code 5, government and business working in partnership; code 2, government and business working independently; code 3, government working alone; code 4, business working alone. Question asked of half of the sample. General population, France. Data is rebased to exclude those that said, "don't know" and is showing an average of five issues.

Trustworthy Information Insulates Business Action from Politicization

Among the 43% who say it is possible for a business to address societal
issues without being seen as politicized, percent who say, in France

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

Base actions on science 39

Be a trustworthy information source 39

Act on same values over time 37

Link actions to employee demands 37

Don't align with only one political party 35
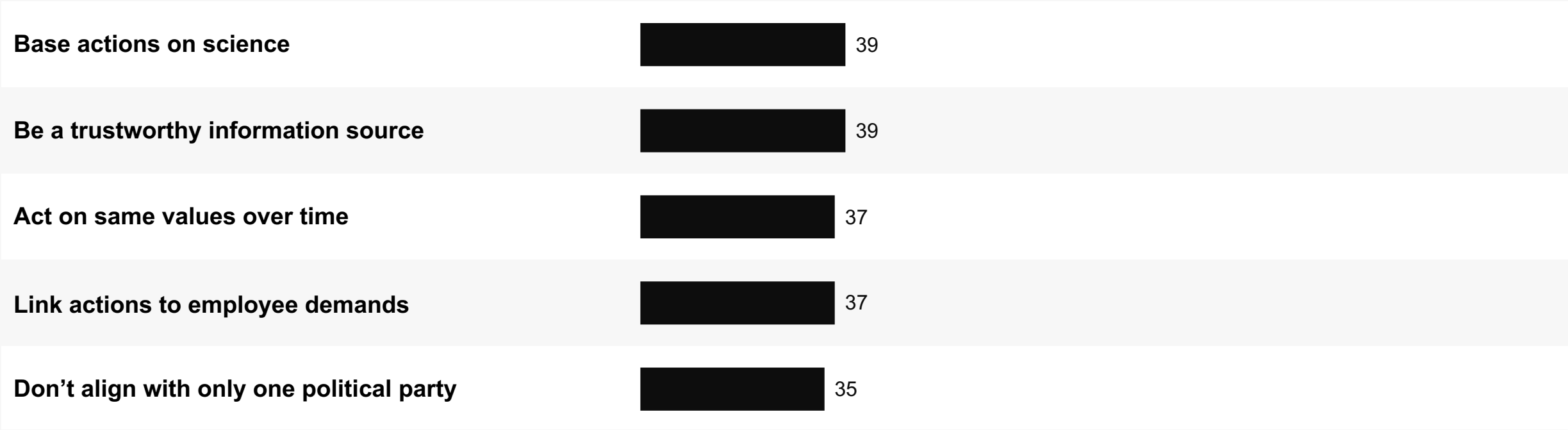
Improve Economic Optimism:
Invest in Fair Compensation, Skills Training, Local Communities

Percent who say, in France

CEOs are obligated to …

Pay a fair wage   76

Retrain employees   74

Ensure their home community is safe and thriving   72

Pay fair corporate taxes   71

Use the Power of Brands To Create a Shared Identity

Percent who say

Brands celebrating what brings us together and emphasizing
our common interest would strengthen the social fabric

GLOBAL 27

68%

Kenya	Indonesia	Colombia	India	Mexico	Nigeria	Brazil	Saudi Arabia	S. Africa	Spain	UAE	Malaysia	Thailand	Argentina	China	Singapore	Ireland	S. Korea	U.S.	Australia	Italy	Canada	UK	The Netherlands	France	*Sweden	Germany	Japan
83	80	78	77	77	77	76	76	75	75	75	74	74	73	69	69	65	64	63	61	61	60	60	57	50	49	48	45

Hold Divisive Forces Accountable

Percent who say, in France

I believe CEOs are obligated to …

Companies could strengthen
the social fabric if they

Defend facts and **expose questionable
science** used to justify bad social policy

Pull advertising money from
platforms that spread misinformation

Support politicians and media that
build consensus and cooperation (avg)

69%

58%

56%

Navigating a Polarized World

1

Business must continue to lead

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

2

Collaborate with government

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

3

Restore economic optimism

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

4

Advocate for the truth

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

Supplemental Data

Trust Index: Trust Stable Amid Economic Headwinds

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

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

○ Significant change
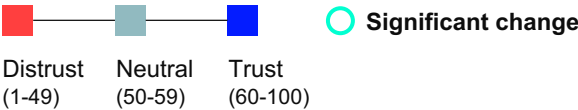
2023 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. *Sweden is not included in the global average.

Due to a translation inconsistency, the France data was removed from the global data. For more details contact the Trust Barometer research team.

2023 Edelman Trust Barometer France Flash Poll. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, France.

2022 General population		2023 General population	
57	Global 26	55	Global 26
83	China	83	China
76	UAE	75	Indonesia
75	Indonesia	74	UAE
74	India	73	India
72	Saudi Arabia	71	Saudi Arabia
66	Malaysia	66	Singapore
66	Singapore	66	Thailand
66	Thailand	63	Kenya
60	Kenya	62	Malaysia
59	Mexico	61	Mexico
57	The Netherlands	56	Nigeria
56	Nigeria	54	The Netherlands
54	Canada	53	Brazil
53	Australia	52	Canada
53	Italy	51	Colombia
51	Brazil	50	Italy
51	Ireland	48	Australia
48	Colombia	48	Ireland
48	S. Africa	48	U.S.
46	Germany	47	S. Africa
45	Argentina	46	Germany
45	Spain	44	Spain
44	UK	43	UK
43	U.S.	42	Argentina
42	S. Korea	38	Japan
40	Japan	36	S. Korea

Change, 2022 to 2023
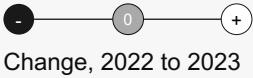
Biggest gainers:

U.S.	+5
Colombia	+3
Kenya	+3

Biggest losers:

S. Korea	-6
Australia	-5
Malaysia	-4

France Poll (Feb 2023)

43

Trust in Business Declines in 15, Gains in 8 of 27 Countries

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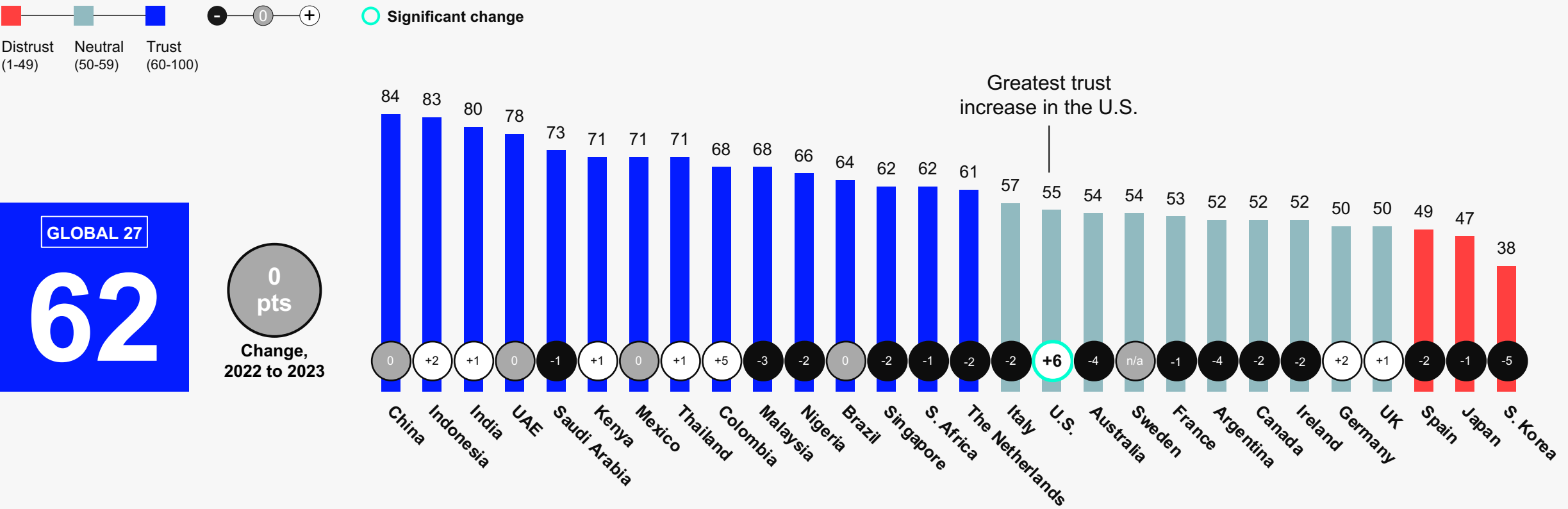
Distrust (1-49) — Neutral (50-59) — Trust (60-100)

− 0 +

◯ **Significant change**

GLOBAL 27

62

0 pts Change, 2022 to 2023

Country	Percent trust	Change
China	84	0
Indonesia	83	+2
India	80	+1
UAE	78	0
Saudi Arabia	73	-1
Kenya	71	+1
Mexico	71	0
Thailand	71	+1
Colombia	68	+5
Malaysia	68	-3
Nigeria	66	-2
Brazil	64	0
Singapore	62	-2
S. Africa	62	-1
The Netherlands	61	-2
Italy	57	-2
U.S.	55	+6
Australia	54	-4
Sweden	54	n/a
France	53	-1
Argentina	52	-4
Canada	52	-2
Ireland	52	-2
Germany	50	+2
UK	50	+1
Spain	49	-2
Japan	47	-1
S. Korea	38	-5

Greatest trust increase in the U.S. (U.S. +6)

Trust in NGOs Declines in 17, Gains in 6 of 27 Countries

Percent trust

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

− 0 +

○ **Significant change**

GLOBAL 27
59

-1 pt ▼ Change, 2022 to 2023

Country	Trust	Change
China	78	+1
Kenya	76	+3
India	74	-4
Nigeria	71	+2
UAE	70	-3
Indonesia	69	-1
Malaysia	69	-1
Mexico	68	0
Thailand	68	+1
Saudi Arabia	66	-1
Singapore	65	-3
S. Africa	61	-2
Brazil	60	0
Colombia	57	-2
Argentina	56	-4
France	55	0
Australia	53	-5
Canada	53	-2
Spain	53	0
Ireland	51	-4
U.S.	50	+5
Italy	49	-5
The Netherlands	47	-2
UK	47	-1
S. Korea	46	-2
*Sweden	44	n/a
Germany	41	+1
Japan	38	-3

Trust in Government Declines in 14, Gains in 10 of 26 Countries

Percent trust

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

− 0 +

◯ **Significant change**

GLOBAL 26

50

-1 pt ▼

Change, 2022 to 2023

France Poll (Feb 2023)

37

Country	Value	Change
China	89	-2
UAE	86	-1
Saudi Arabia	83	+1
India	76	+2
Indonesia	76	0
Singapore	76	+2
*Sweden	57	n/a
Thailand	56	-4
Malaysia	54	-8
Canada	51	-2
The Netherlands	51	-7
Germany	47	0
Ireland	47	-2
Mexico	47	+4
Italy	46	-3
Australia	45	-7
Kenya	43	+4
U.S.	42	+3
Brazil	40	+6
Colombia	40	+8
UK	37	-5
Spain	36	+2
Nigeria	35	+1
S. Korea	34	-8
Japan	33	-3
S. Africa	22	-4
Argentina	20	-2

2023 Edelman Trust Barometer. TRU_INS. [GOVERNMENT] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 26-mkt avg. *Sweden is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. Due to a translation inconsistency, the France data was removed from the global data. For more details, refer to the Technical Appendix or contact the Trust Barometer research team.

2023 Edelman Trust Barometer France Flash Poll. 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, France.

Trust in Media Declines in 16, Gains in 6 of 27 Countries

Percent trust

Legend:
- Distrust (1-49) — red
- Neutral (50-59) — light blue
- Trust (60-100) — blue
- − 0 +
- ◯ Significant change

GLOBAL 27: 50

-1 pt — Change, 2022 to 2023 ▼

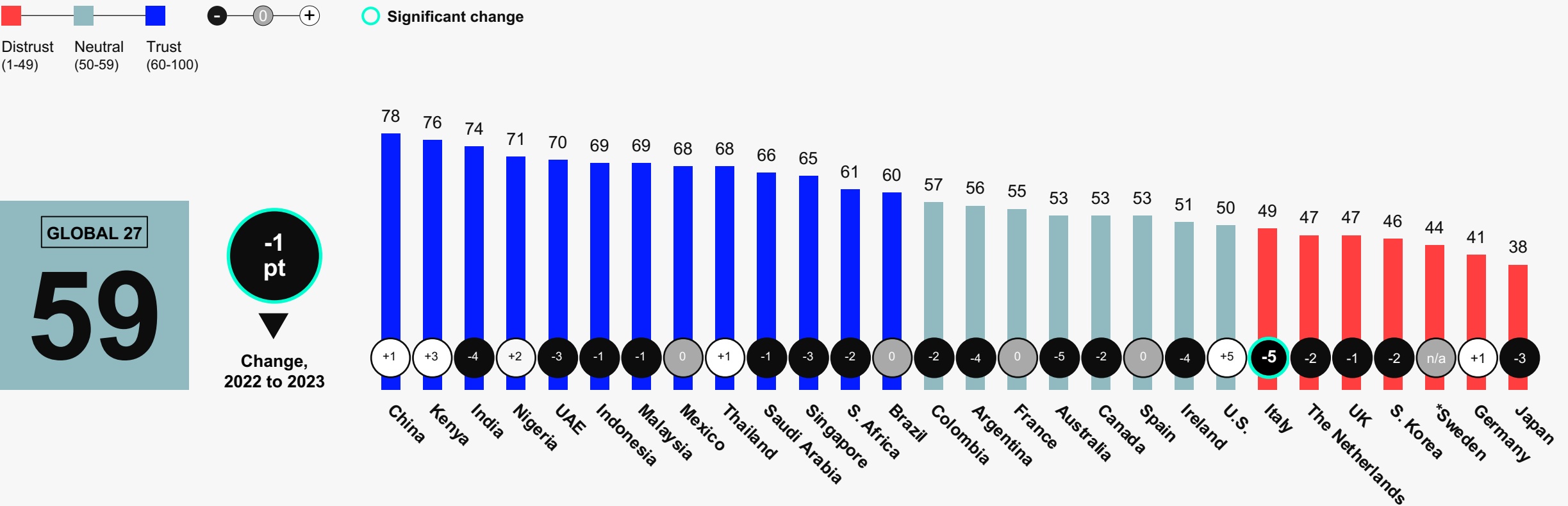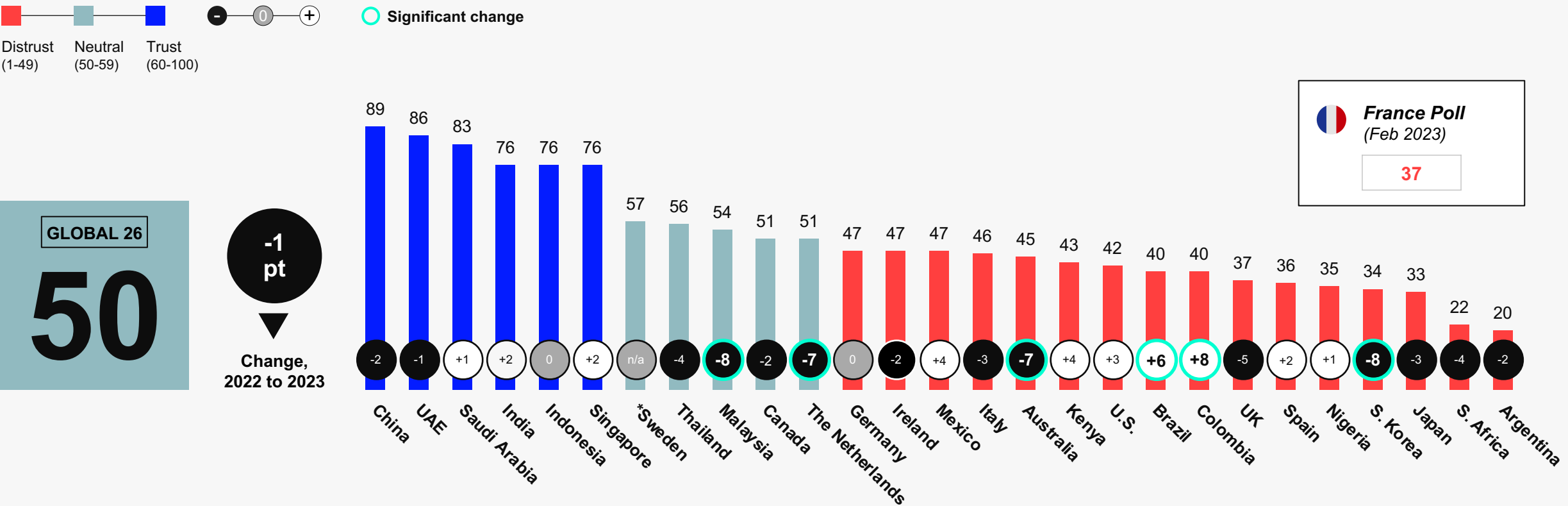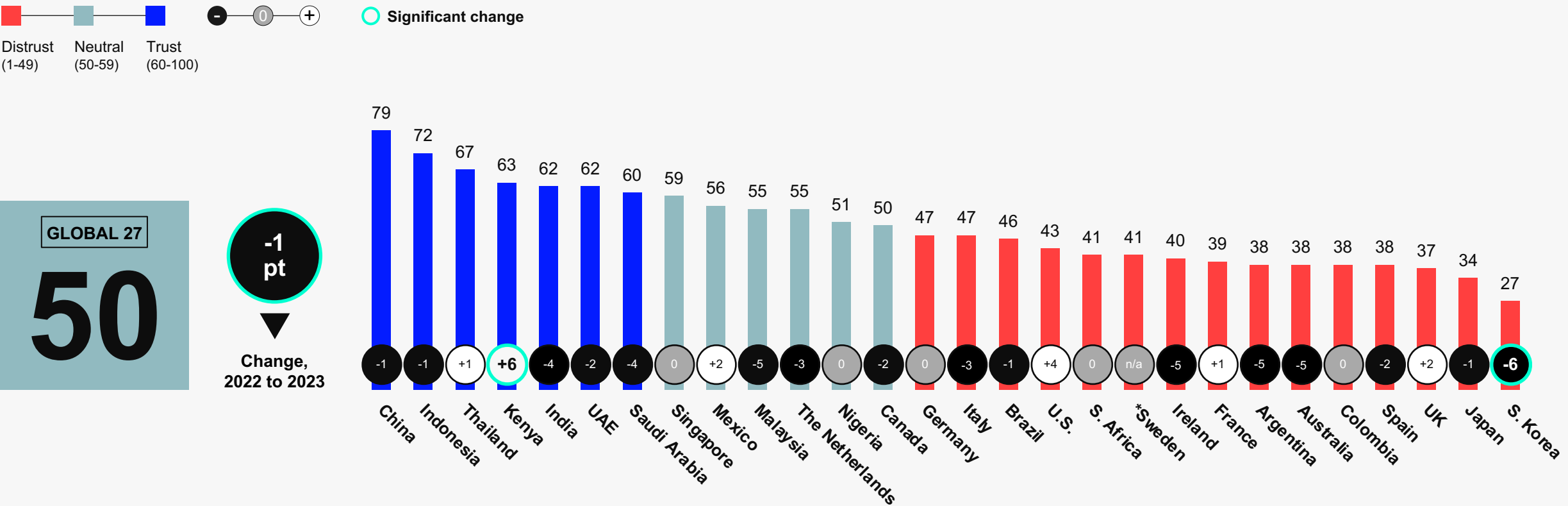| Country	Percent trust	Change 2022 to 2023
China	79	-1
Indonesia	72	-1
Thailand	67	+1
Kenya	63	+6 (significant)
India	62	-4
UAE	62	-2
Saudi Arabia	60	-4
Singapore	59	0
Mexico	56	+2
Malaysia	55	-5
The Netherlands	55	-3
Nigeria	51	0
Canada	50	-2
Germany	47	0
Italy	47	-3
Brazil	46	-1
U.S.	43	+4
S. Africa	41	0
*Sweden	41	n/a
Ireland	40	-5
France	39	+1
Argentina	38	-5
Australia	38	-5
Colombia	38	0
Spain	38	-2
UK	37	+2
Japan	34	-1
S. Korea	27	-6 (significant)

2023 Edelman Trust Barometer. TRU_INS. [MEDIA] 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, 27-mkt avg. *Sweden is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Note: in S. Korea, the term used for Media means "News media".

Healthcare and Hotels & Hospitality Only Industry Sectors Trusted in France

Percent trust, in France

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

⊖ — 0 — ⊕   ◯ **Significant change**

	Healthcare	Hotels & hospitality	Technology	Manufacturing	Education	Entertainment	Retail	Food & beverage	Telecommunications	Professional services	CPG	Airlines	Automotive	Energy	Fashion	Financial services	Social media
Percent trust	66	60	59	58	57	54	54	53	53	52	50	49	49	47	44	41	26
Change, 2022 to 2023	+3	n/a	-2	-2	-2	-3	-2	0	+4	-3	0	n/a	+1	0	+2	+1	+4
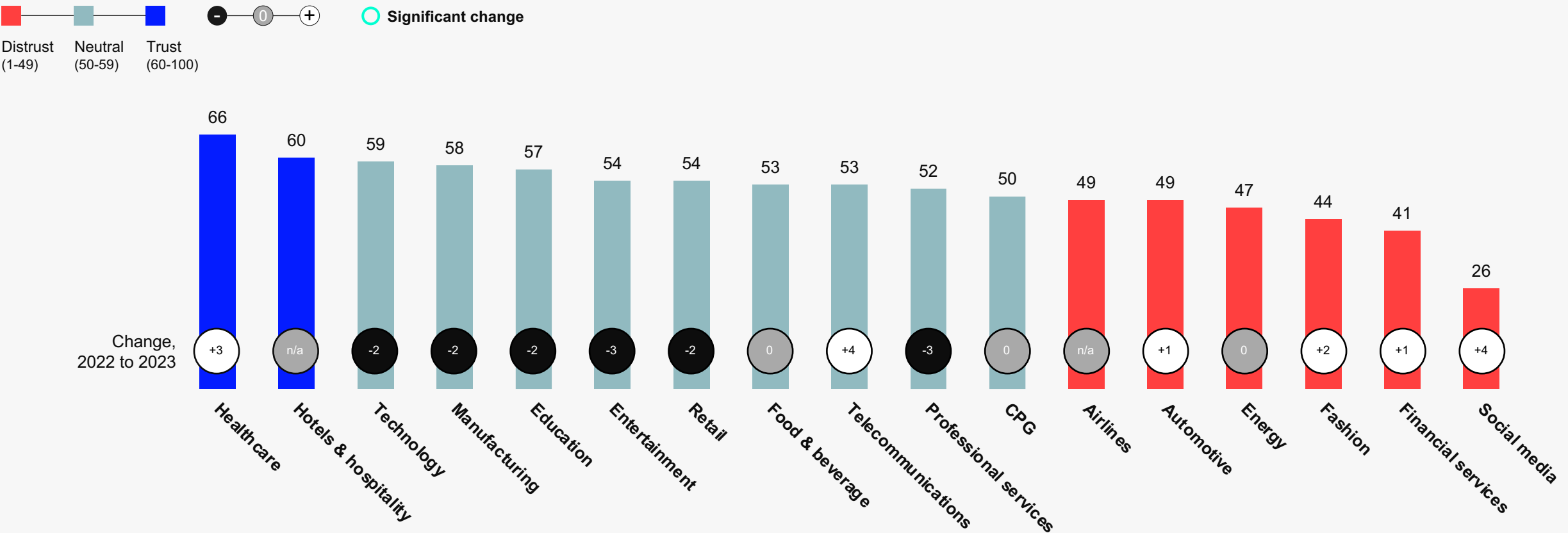
In France, Family-Owned Businesses Most Trusted

Percent who trust each type of business to do what is right, in France

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

− 0 +

◯ **Significant change**

70	50	49	34
-2	0	0	-2
Family-owned	**Privately-held**	**State-owned**	**Publicly-traded**

Change, 2022 to 2023
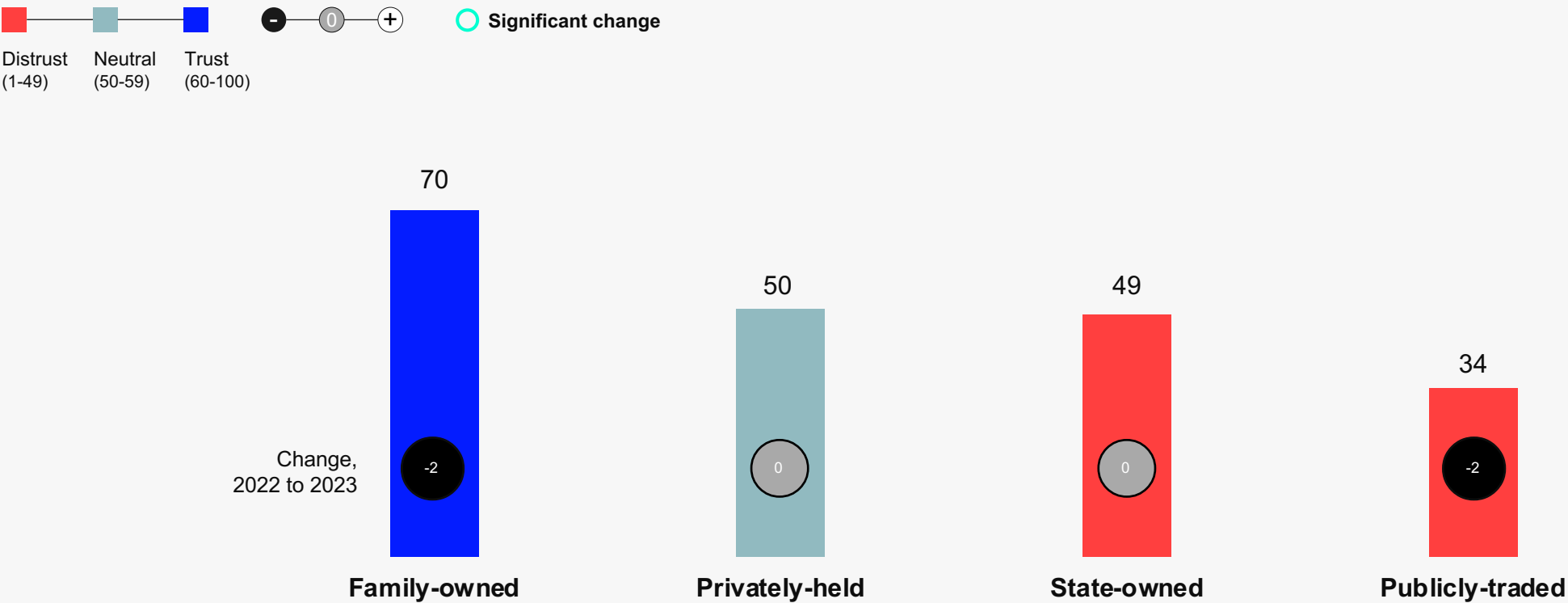
In France, WHO Most Trusted Multinational Organization

Percent trust, in France

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

−   0   +

○ **Significant change**

62

53

49

Change, 2022 to 2023   +2   +7   -1

The World Health Organization   **The European Union**   **The United Nations**
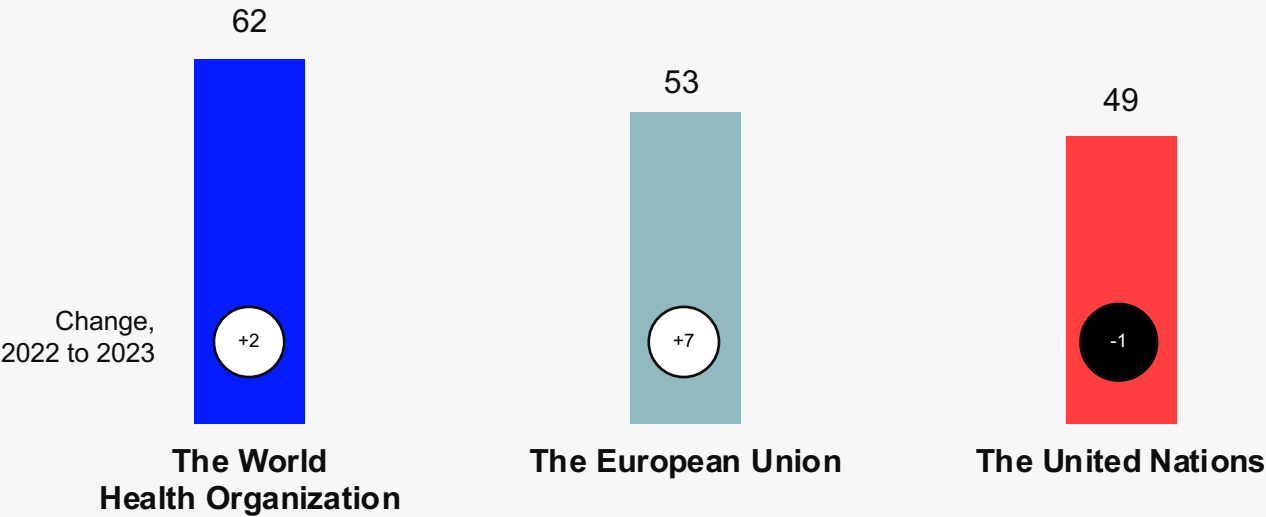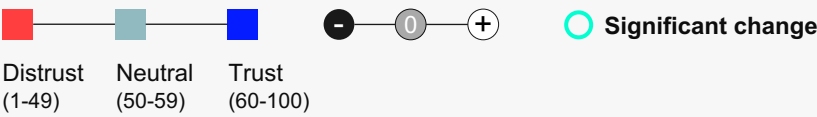
Trust in the European Union Increases in 11 of 27 Countries

Percent trust

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

○ Significant change

| GLOBAL 27 | 56 |

Change, 2022 to 2023: 0 pts

Country	Value	Change
China	73	+2
Thailand	72	-2
Kenya	71	+5
Indonesia	70	-5
India	69	-3
UAE	67	-2
Nigeria	66	+1
Ireland	63	-4
Mexico	60	-1
Saudi Arabia	60	-3
Spain	60	+4
Colombia	58	+3
Italy	57	-3
Brazil	56	-3
*Sweden	56	n/a
Singapore	55	+4
The Netherlands	54	-4
France	53	+7
Malaysia	51	-6
S. Korea	50	-1
Germany	47	+3
Canada	45	0
UK	45	+6
Argentina	44	-9
U.S.	44	+7
S. Africa	40	+1
Australia	38	-1
Japan	35	-3

Trust in the World Health Organization Increases in 15 of 27 Countries

Percent trust

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

− | 0 | +

◯ **Significant change**

GLOBAL 27

67

0 pts

Change, 2022 to 2023

Country	Value	Change
India	85	+5
Indonesia	85	+1
Thailand	84	+4
China	83	-4
UAE	82	+4
Kenya	81	+4
Nigeria	78	+1
Mexico	73	+1
Malaysia	72	-1
Saudi Arabia	71	-4
Ireland	70	-5
Singapore	69	-2
Brazil	68	-1
*Sweden	68	n/a
The Netherlands	68	-4
UK	65	+1
Canada	63	+2
Italy	63	-3
Colombia	62	+2
France	62	+2
S. Africa	61	+7
Spain	60	-1
Germany	59	+3
Australia	57	0
U.S.	57	+8
S. Korea	55	+1
Argentina	54	-2
Japan	38	0

Trust in the United Nations Decreases in 21 of 27 Countries

Percent trust

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

○ **Significant change**

GLOBAL 27
59
-3 pts
Change, 2022 to 2023

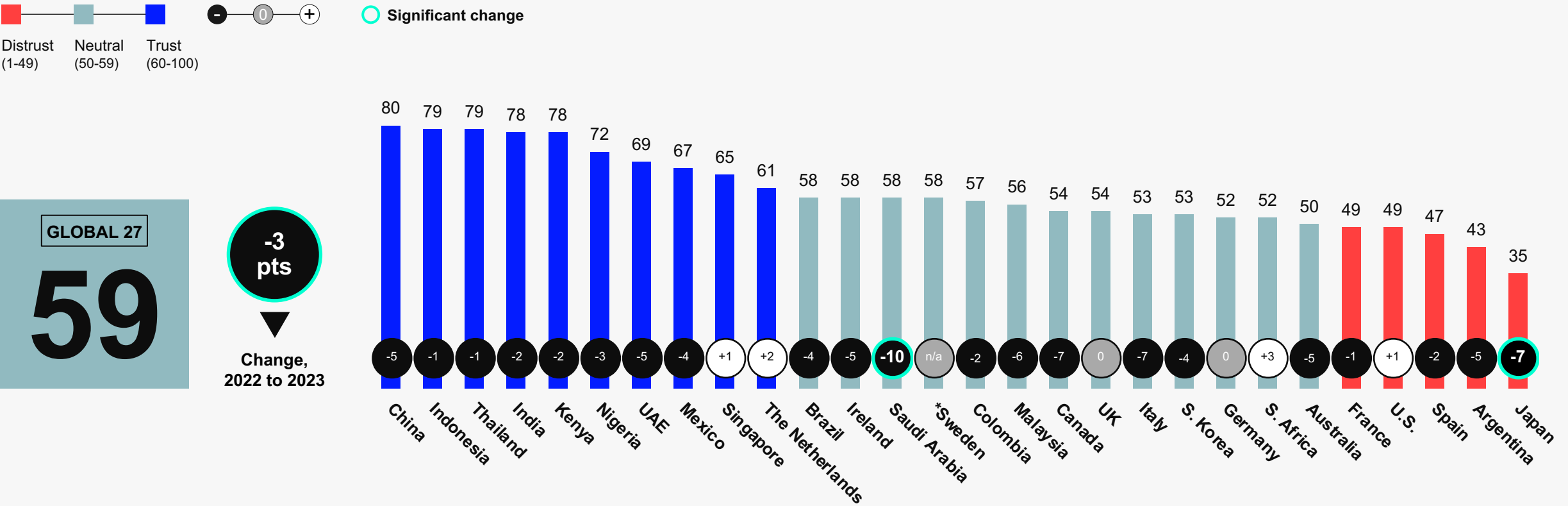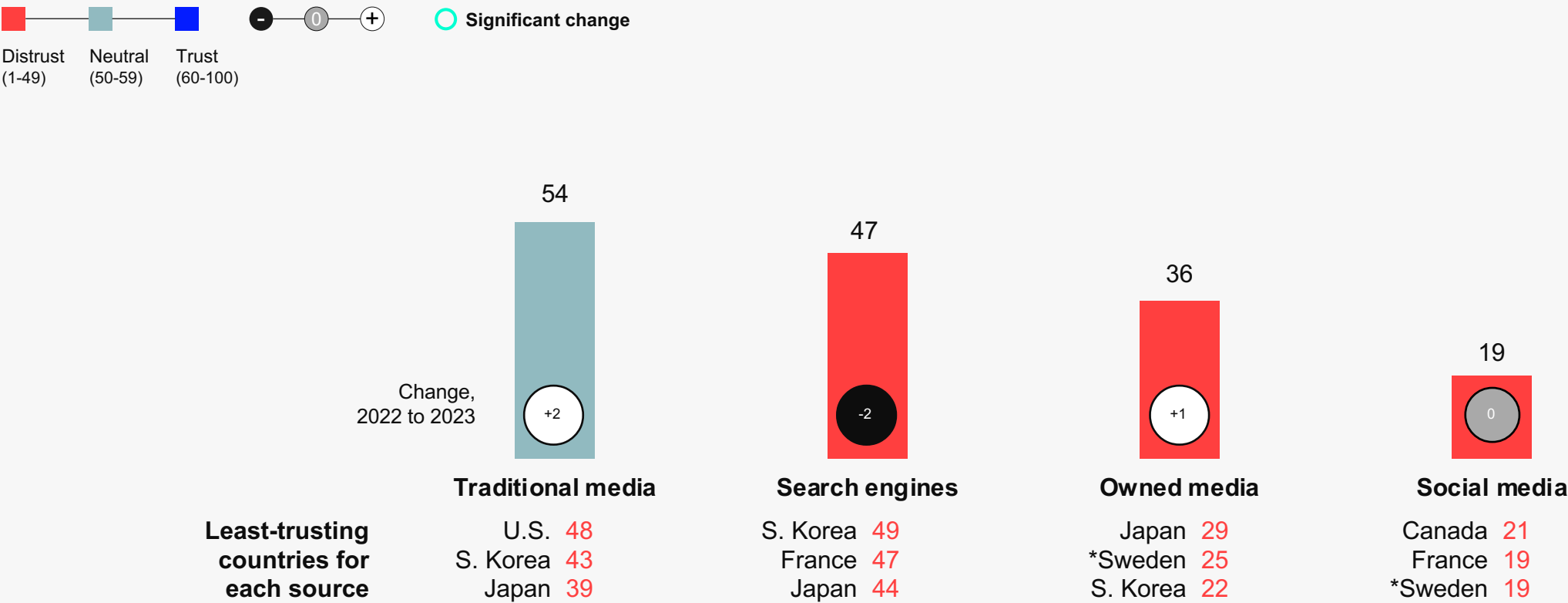| Country	Percent	Change
China	80	-5
Indonesia	79	-1
Thailand	79	-1
India	78	-2
Kenya	78	-2
Nigeria	72	-3
UAE	69	-5
Mexico	67	-4
Singapore	65	+1
The Netherlands	61	+2
Brazil	58	-4
Ireland	58	-5
Saudi Arabia	58	-10
*Sweden	58	n/a
Colombia	57	-2
Malaysia	56	-6
Canada	54	-7
UK	54	0
Italy	53	-7
S. Korea	53	-4
Germany	52	0
S. Africa	52	+3
Australia	50	-5
France	49	-1
U.S.	49	+1
Spain	47	-2
Argentina	43	-5
Japan	35	-7

2023 Edelman Trust Barometer. TRU_INS. [THE UNITED NATIONS] 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 of the sample. General population, 27-mkt avg. *Sweden is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

No News Sources Trusted in France

Percent trust, in France

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

− 0 +

◯ Significant change

Change, 2022 to 2023

	Traditional media	Search engines	Owned media	Social media
Value	54	47	36	19
Change	+2	-2	+1	0

Least-trusting countries for each source

Traditional media	Search engines	Owned media	Social media
U.S. 48	S. Korea 49	Japan 29	Canada 21
S. Korea 43	France 47	*Sweden 25	France 19
Japan 39	Japan 44	S. Korea 22	*Sweden 19

Technical Appendix

2023 Edelman Trust Barometer: Sample

Sample Size, Quotas and Margin of Error

Market	Weighed Sample Size[1]	Unweighted Sample Size	Margin of Error – Total Sample[2]	Margin of Error – Half Sample[2]	Quotas Set On[3]
Global 27	31,050	31,171	+/- 0.6 percentage points total sample	+/- 0.8 percentage points half sample	Quotas set at the market level
Argentina	1,150	1,120			
Australia	1,150	1,152	+/- 2.9 pct pts. total sample	+/- 4.1 pct pts. half sample	
Brazil	1,150	1,150			
Canada	1,150	1,500	+/- 2.5 pct pts. total sample	+/- 3.6 pct pts. half sample	
China[4]	1,150	1,149			
Colombia	1,150	1,151			
France	1,150	1,151			
Germany	1,150	1,150			
India	1,150	1,145			
Indonesia	1,150	1,118			
Ireland	1,150	1,150	+/- 2.9 pct pts. total sample	+/- 4.1 pct pts. half sample	
Italy	1,150	1,151			
Japan	1,150	1,150			
Kenya	1,150	1,150			Age, Gender, Region
Malaysia	1,150	1,120			
Mexico	1,150	1,150			
Nigeria	1,150	1,142			
Saudi Arabia	1,150	1,082	+/- 3.0 pct pts. total sample	+/- 4.2 pct pts. half sample	
Singapore	1,150	1,135			
S. Africa	1,150	1,153			
S. Korea	1,150	1,150			
Spain	1,150	1,150			
Sweden	1,150	1,150	+/- 2.9 pct pts. total sample	+/- 4.1 pct pts. half sample	
Thailand	1,150	1,133			
The Netherlands	1,150	1,142			
UAE	1,150	1,143			
UK	1,150	1,150			
U.S.	1,150	1,134			

1. Data reported on slides is weighted to the same total base size to ensure each market has an equal effect on the global total. 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 collected.
3. There were additional quotas on ethnicity in the UK and U.S., and on nationality in the UAE and Saudi Arabia.
4. All data collected in China is from the mainland. Regions of Greater China were not surveyed.

2023 Edelman Trust Barometer: Sample

Countries Included in the Various Global Averages

28 countries surveyed	Global 27 average	Global 26 Excludes France	Global 25 Excludes China and Thailand	Global 24 Excludes China and Thailand	Global 24
	Used for current year averages and tracking to 2022	Used for current year averages; excludes France[2]	Used for tracking to 2022; excludes sensitive markets[1]	Used for tracking to 2020; excludes sensitive markets[1]	Used for tracking to 2019
Argentina	Argentina	Argentina	Argentina	Argentina	Argentina
Australia	Australia	Australia	Australia	Australia	Australia
Brazil	Brazil	Brazil	Brazil	Brazil	Brazil
Canada	Canada	Canada	Canada	Canada	Canada
China	China	China	-----	-----	China
Colombia	Colombia	Colombia	Colombia	Colombia	Colombia
France	France	-----	France	France	France
Germany	Germany	Germany	Germany	Germany	Germany
India	India	India	India	India	India
Indonesia	Indonesia	Indonesia	Indonesia	Indonesia	Indonesia
Ireland	Ireland	Ireland	Ireland	Ireland	Ireland
Italy	Italy	Italy	Italy	Italy	Italy
Japan	Japan	Japan	Japan	Japan	Japan
Kenya	Kenya	Kenya	Kenya	Kenya	-----
Malaysia	Malaysia	Malaysia	Malaysia	Malaysia	Malaysia
Mexico	Mexico	Mexico	Mexico	Mexico	Mexico
Nigeria	Nigeria	Nigeria	Nigeria	-----	-----
Saudi Arabia	Saudi Arabia	Saudi Arabia	Saudi Arabia	Saudi Arabia	Saudi Arabia
Singapore	Singapore	Singapore	Singapore	Singapore	Singapore
S. Africa	S. Africa	S. Africa	S. Africa	S. Africa	S. Africa
S. Korea	S. Korea	S. Korea	S. Korea	S. Korea	S. Korea
Spain	Spain	Spain	Spain	Spain	Spain
Sweden	-----	-----	-----	-----	-----
Thailand	Thailand	Thailand	-----	-----	-----
The Netherlands	The Netherlands	The Netherlands	The Netherlands	The Netherlands	The Netherlands
UAE	UAE	UAE	UAE	UAE	UAE
UK	UK	UK	UK	UK	UK
U.S.	U.S.	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 two countries where we removed questions and/or answer options were China and Thailand.

2. Due to a translation inconsistency, the France data was removed from the global data. For more details contact the Trust Barometer research team.

2023 Edelman Trust Barometer: Sample

Survey Languages Used and Internet Penetration by Country

	Languages	Internet Penetration*		Languages	Internet Penetration*		Languages	Internet Penetration*
Global	-	87%	**Indonesia**	Indonesian	76%	**S. Africa**	Localized English, Afrikaans	63%
Argentina	Localized Spanish	91%	**Ireland**	Localized English	89%	**S. Korea**	Korean	97%
Australia	Localized English	89%	**Italy**	Italian	91%	**Spain**	Spanish	92%
Brazil	Portuguese	83%	**Kenya**	Localized English	84%	**Sweden**	Localized English, Swedish	97%
Canada	Localized English, Canadian French	93%	**Japan**	Japanese	93%	**Thailand**	Thai	88%
China	Simplified Chinese	70%	**Malaysia**	Malay	94%	**The Netherlands**	Localized English, Dutch	95%
Colombia	Localized Spanish	83%	**Mexico**	Localized Spanish	77%	**UAE**	Localized English, Arabic	100%
France	French	92%	**Nigeria**	Localized English	68%	**UK**	Localized English	95%
Germany	German	94%	**Saudi Arabia**	Localized English, Arabic	89%	**U.S.**	English, Localized Spanish	94%
India	Localized English, Hindi	60%	**Singapore**	Localized English, Simplified Chinese	92%			

Data Analyses Explained:

How We Plotted Countries by Polarization Levels

To visualize country-level polarization, we plotted countries based on the percentage of respondents in each country who see deep divisions and feel those divisions are entrenched.

Depth of Division forms the y-axis. A country's Division score is the percent who believe their country is very/extremely divided, using **POL_DEG**.*

POL_DEG. Using the scale below, please indicate how divided on key societal issues you believe your country is today. 5-point scale; top 2 box = very/extremely divided.

A country's Entrenchment score is on the x-axis. It's the percent who do not believe that their country will be able to work through its divisions, using **POL_PROG**. This score was measured *only among respondents who believe their country is very/extremely divided* (**POL_DEG**/4-5).

POL_PROG. How likely or unlikely do you think it is that your country will be able to work through or overcome its ideological divisions and lack of agreement on key issues and challenges? 8-point scale; codes 2-5 = unlikely/neutral, among POL_DEG/4-5 = Entrenched

The table to the right shows each country's Division and Entrenchment score, as well as the total Polarization score. Cut-points were then determined that would allow us to group countries based their level of polarization.The first step in the cut-point determination process was to look for natural gaps in the scores. We then further tested these cut-points by profiling countries in each of the 4 resulting groupings to make sure that they displayed differences along key polarization-related dimensions. The final cut points used to characterize a country's level of Polarization is shown below.

🟥 **Severely polarized**: sum of 130 or higher

🟧 **In danger of severe polarization**: sum between 115 to 129

🟨 **Moderately polarized**: sum between 80 to 114

⬜ **Not polarized**: sum less than 80

*Division score was calculated using a rebased POL_DEG excluding respondents who selected "don't know."

Country	Division (y-axis)	Entrenchment (x-axis)	Polarization score (sum)	
Argentina	87	77	164	🟥
Colombia	74	62	136	🟥
U.S.	67	66	133	🟥
Spain	56	77	133	🟥
S. Africa	61	71	132	🟥
Sweden	51	79	130	🟥
Japan	47	75	122	🟧
Italy	41	79	120	🟧
Brazil	65	55	120	🟧
UK	50	69	119	🟧
The Netherlands	43	75	118	🟧
France	51	66	117	🟧
Mexico	52	65	117	🟧
S. Korea	55	61	116	🟧
Germany	41	75	116	🟧
Australia	35	74	109	🟨
Canada	38	71	109	🟨
Thailand	48	50	98	🟨
Nigeria	49	49	98	🟨
Ireland	32	64	96	🟨
Kenya	39	47	86	🟨
India	35	36	71	⬜
UAE	18	48	66	⬜
Singapore	18	46	64	⬜
Saudi Arabia	18	43	61	⬜
China	14	45	59	⬜
Malaysia	28	27	55	⬜
Indonesia	11	44	55	⬜

Data Analyses Explained:

How We Defined Polarization Groups

To measure perceptions of societal polarization, we asked two questions, shown at the right. First, we measured the degree of perceived division on key societal issues within each country. Then, among only those who reported their country is very or extremely divided, we measured respondents' belief that their country can work through Based on their responses to these two questions, respondents were assigned to one of the three groups described here:

- **Not very divided** *(code 0):* respondents who say their country isn't very divided (POL_DEG/1-3).

- **Divided, not entrenched** *(code 1)***:** respondents who see their country as very or extremely divided (POL_DEG/4-5), but believe these divisions <u>can be</u> overcome or are not an issue (POL_PROG/1, 6-8)*.*

- **Polarized: our divisions are entrenched** *(code 2):* **:** respondents who see their country as very or extremely divided (POL_DEG/4-5), AND who also believe these divisions <u>can not be</u> overcome (POL_PROG/2-5)*.*

These categories also defined a three-point polarization scale which was used as the outcome variable in a linear regression we used to identify the drivers of perceptions of polarization as detailed on the regression page.

Questions related to polarization
POL_DEG: Using the scale below, please indicate how divided on key societal issues you believe your country is today.
1. Not at all divided
2. A little divided
3. Somewhat divided
4. Very divided
5. Extremely divided
99. Don't know / Not sure
POL_PROG: How likely or unlikely do you think it is that your country will be able to work through or overcome its ideological divisions and lack of agreement on key issues and challenges?
1. Ideological divisions and a lack of agreement on key issues are not a problem in this country
2. It will **never happen**
3. Very unlikely
4. Unlikely
5. Neither likely nor unlikely
6. Likely
7. Very likely
8. It will **definitely happen**
99. Don't know / Not sure

2023 Edelman Trust Barometer Global Report
How We Calculated the Determinants of Polarization

We also wanted to know what leads to polarization. We found that distrust, identity, unfairness, and pessimism were significant drivers.

The factors depicted in the report are significant drivers of polarization as determined by a linear regression. Polarization refers to the 3-pt scale described on the polarization definition slide. The full model, depicted below, accounts for 17.71% of the observed variance in polarization scores.

Polarization= (0.2351)+(.3380)DistrustInGovernment+(.3068)LackOfSharedIdentity+(.2478)SystemInequality +(.1465)EconomicPessimism+(.1431)SocietalFears+(.1062)DistrustInMedia

The coefficient listed next to each factor indicates the increase in the polarization score associated with that factor being present, holding all other factors constant. This standardized value allowed us to rank the importance of each predictor variable and determine what factors drive polarization the most. All coefficients were significant at a p<.001 level.

Drivers	Coefficient
Distrust in government	.3380
Lack of shared identity	.3068
Systemic unfairness	.2478
Economic pessimism	.1465
Societal fears	.1431
Distrust in media	.1062
Constant	.2351

Drivers	Question text and scoring
Distrust in government	**TRU_INS.** [GOVERNMENT] 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". *9-point scale; bottom 4 box = **distrust in government***
Lack of shared identity	**SOC_FAB_STR.** How true is each of the following statements regarding the current situation in your country? 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". *9-point scale; (r1,3,6,7), average score between 1-5 = **lack of shared identity***
Systemic unfairness	**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". *9-point scale; (r2,3,18*,19*), average score of 6 or greater = **systemic unfairness*** **reverse scored*
Economic pessimism	**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? Select one response. *5-point scale, codes 4,5 = **economic pessimism***
Societal fears	**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? Please indicate your answer using a nine-point scale where one means "I do not worry about this at all" and nine means "I am extremely worried about this". *9-point scale; top 4 box at a majority of items (r14, 27, 43, 30, 31, 32, 33) = **societal fears***
Distrust in media	**TRU_INS.** [MEDIA] 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". *9-point scale; bottom 4 box = **distrust in media***

Data Analyses Explained:
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 institution 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

2023 Edelman Trust Barometer: Analyses
How We Calculated Belief-Driven Buyers

In the June 2022 Edelman Trust Barometer Special Report: The New Cascade of Influence, respondents were asked a series of questions regarding the role their values, opinions about social issues, and political beliefs played in their purchasing decisions. The Belief-Driven Buyer (BDB) scale was created by averaging respondents' answers to the seven 9-pt agree/disagree scale items, shown in the table to the right.

- Non-belief-driven buyers were those that scored between 1 – 4.99 on the BDB scale, meaning on average they disagreed with these statements.

- Respondents who scored between 5.00 – 9.00 on the BDB scale were classified as belief-driven buyers, meaning on average they saw themselves reflected at least to some extent in these statements

Respondents were asked:

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

1.	Even if a company makes the product that I like most, I will not buy it if I disagree with the company's stand on important social issues
2.	If a brand offers the best price on a product, I will buy it even if I disagree with the company's stand on controversial social or political issues
3.	I have bought a brand for the first time for the sole reason that I appreciated its position on a controversial societal or political issue
4.	I have stopped buying one brand and started buying another because I liked the politics of one more than the other
5.	I have strong opinions about many societal and political issues. The brands I choose to buy and not buy are one important way I express those opinions.
6.	I have stopped buying a brand solely because it remained silent on a controversial societal or political issue that I believed it had an obligation to publicly address

Full question text

2023 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Personal Economic and Societal Fears

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? Please indicate your answer using a nine-point scale where one means "I do not worry about this at all" and nine means "I am extremely worried about this".

Shortened	Full
Job loss (net)	Automation and/or other innovations taking your job away Your job being moved to other countries where workers are paid less Cheaper foreign competitors driving companies like yours out of business Not having the training and skills necessary to get a good paying job International conflicts about trade policies and tariffs hurting the company you work for Losing your job as a result of a looming recession Permanent jobs with benefits being replaced by freelance, gig-economy or short-term jobs that do not offer benefits
Inflation	Your pay increases not keeping up with the inflation rate causing you to lose ground financially
Climate change	Climate change leading to drought, rising sea levels and other natural disasters
Nuclear war	International conflicts escalating into nuclear war
Food shortages	Food shortages leading to hoarding, riots, and hunger
Energy shortages	An energy shortage that makes it difficult for you to heat your home, power your appliances, or keep your car fueled

2023 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Polarization Fears

NAT_POL_CONS. What do you see as the likely consequences of these divisions
within your country if they are not addressed?

Shortened	Full
Worsening prejudice and discrimination	The worsening of prejudice and discrimination
Slower economic development	Our rate of economic development will slow, and we will not be well positioned for future prosperity
Violence in the streets	Violence in the streets
Inability to address societal challenges	An inability to adequately address our societal challenges
I will suffer financially	I will suffer financially
End of our democracy	The end of our democracy
Government gridlock	Paralysis of the government and an inability to get any legislation passed
Lack of cooperation with authorities	Increased lack of cooperation with the recommendations and guidance of national authorities
Disruptions in the workplace	Disruptions in the workplace due to disputes between groups of employees
Loss of our country's influence	Our country will lose its influence in the world
Greater personal safety risk	My personal safety will be at greater risk
Damaged personal relationships	My relationship with some of my friends and family members will be further damaged
Lost career opportunities	I will lose advancement opportunities at work

2023 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Business Engagement on Societal Issues

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	Full
Climate change	Addressing climate change
Economic inequality	Redressing economic inequality, narrowing the opportunity gaps between the richest and poorest in this country, and lifting people out of poverty
Energy shortages	Addressing global energy shortages and increasing energy costs
Healthcare access	Increasing access to good quality healthcare
Trustworthy information	Controlling the malicious spreading of misleading and false information and ensuring the availability of trustworthy information
Workforce reskilling	Doing the workforce reskilling and retraining necessary to keep people employable whose jobs are being eliminated or greatly altered by automation and artificial intelligence

2023 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Expectations for CEOs on Societal Issues

CEO_ISS_EXP. For each of the following issues,
please indicate what you expect CEOs to do.

Shortened	Full
Treatment of workers	Treatment of workers
Climate change	Climate change
Discrimination	Discrimination and the treatment of minority groups
Wealth gap	How to address the gap between the rich and poor
Immigration	Immigration, refugees, and guest workers

2023 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Business Can Avoid Being Seen As Politically Motivated

ENG_ISS_HOW. You just said that it is possible for a business to engage in addressing contentious societal issues in ways that you would not consider to be political or politically motivated. Which of the following would be ways that a company could do that?

Shortened	Full
Be a trustworthy information source	Be a trustworthy information source regarding an issue but don't take sides
Base actions on science	Show that their actions are based on generally agreed upon facts or well-established scientific evidence
Don't align with only one political party	Show how their engagement on societal issues over time does not consistently align with one political party or another
Act on same values over time	Tie their actions to a set of values that they have consistently supported over time
Link actions to staying competitive	Link their actions to the needs of their business and their ability to stay competitive in the marketplace
Have politically representative leadership	Have a leadership team that spans the political continuum from liberal to conservative
Link actions to employee demands	Link their actions to demands being made on them by their employees
Link actions to customer demands	Link their actions to demands being made on them by their customers
Base actions on country laws	Show that their actions are required by the laws in the countries where they do business

2023 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

CEO Obligations

CEO_PLAY_BK. How obligated do you believe CEOs are
to take the following actions?

| Shortened	Full
Pay a fair wage	Pay a fair wage to all employees and work to ensure that their suppliers are doing the same
Ensure their home community is safe and thriving	Work to ensure that the community in which their organization is headquartered is safe, strong, and thriving
Pay fair corporate taxes	Make sure that their organization pays its fair share of local taxes to help fund government programs meant to improve the education system, increase access to good quality healthcare, expand public services, and provide job retraining to displaced workers
Retrain employees	Retrain workers whose jobs are eliminated due to technology and automation
Defend facts and expose questionable science used to justify bad social policy	Defend facts and expose questionable or fraudulent science being used to justify bad law or social policy
Pull advertising money from platforms that spread misinformation	Pull the organization's advertising money out of media platforms and news outlets that do not adequately control the spread of misinformation

2023 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Business Strengthening the Social Fabric

POL_SOL. How important do you feel each of the following would be to increasing civility among people in your country and strengthening the social fabric that binds people together?

Shortened	Full
Support politicians and media that build consensus and cooperation (avg)	Companies using their power and influence to get politicians to engage in consensus building and cooperation Companies spending their advertising money on media channels and news programs that emphasize cooperation, moderation, and consensus building, and not on those which worsen divisions among different groups of people and support extreme positions
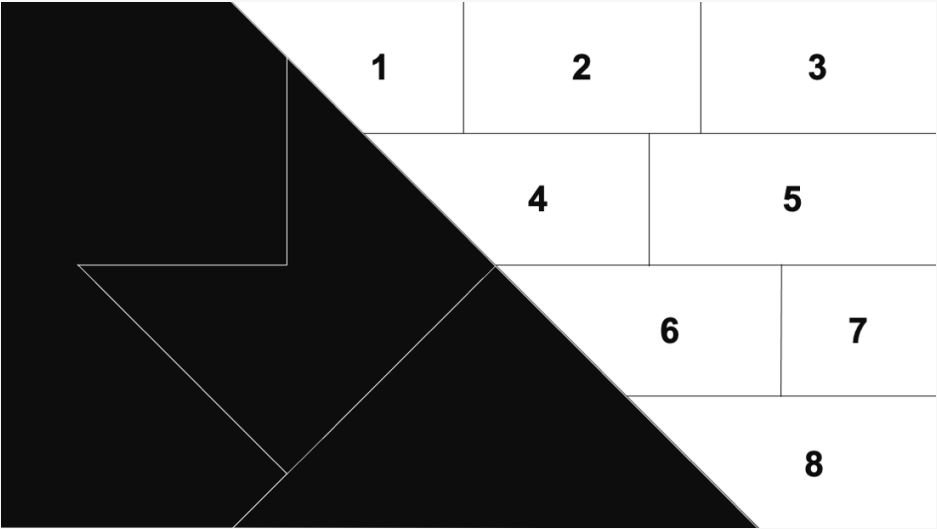
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1. **The Queen Visits Drapers' Hall in London For Luncheon On The 70th Anniversary Of Her Majesty's Admission To The Freedom Of The Company:** *Chris Jackson - WPA Poolp via Getty Images*

2. **Supporters Of Brazilian Former President Jair Bolsonaro Invade Planalto Presidential Palace On Jan 8 In Brazil:** *Sergio Lima/ AFP via Getty Images*

3. **Ukrainian President Volodymyr Zelensky During A Join Press Conference With UN Secretary-General in Kyiv, Ukraine:** *Sergei Supinsky/ AFP via Getty Images*

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8. **Health Workers Wear Protective Suits As They Disinfect An Area Outside A Barricaded Community in China:** *Kevin Frayer via Getty Images*

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Slide 4 Four Forces That Lead To Polarization

Economic Anxieties: *Don't Pay UK protest Over Rising Fuel Bills in London, England: Guy Smallman via Getty Images*

Institutional Imbalance: *U.S. Capital building: Douglas Rissing via iStock/Getty Images; Low angle of high-rise buildings in Toronto, Canada: Sean Pollock via Unsplash*

Mass-Class Divide: *Activists' Groups, The Poor People's Campaign And Low-Wage Workers' Assembly March On Wall Street: Michael M. Santiago via Getty Images*

The Battle for Truth: *Woman reading news on smartphone and laptop in Thailand: Oatawa via iStock/ Getty Images*

Slide 5 Facing Economic Fears Without a Trust Safety Net
Woman Checking Her Bill At The Supermarket in Serbia: LordHenriVoton via Getty Images

Slide 14 Distrust Breeds Polarization
Supporters of Brazilian former President Jair Bolsonaro invade Planalto Presidential Palace on Jan 8 in Brazil: Sergio Lima / AFP via Getty Images

Slide 25 Great Expectations, Heightened Risk for Business
Activists of Trinamool Congress in Kolkata, India display banners and slogans against government policies Dibyangshu sarkar / AFP via Getty Images

Slide 31 Navigating a Polarized World
Volunteers picking up plastics at lakeshore in Germany: Maskot via Getty Images

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