



2023 Edelman Trust Barometer

UAE Report



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Methodology

Annual online survey in its 23rd year

Fieldwork conducted: Nov 1 – Nov 28, 2022



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



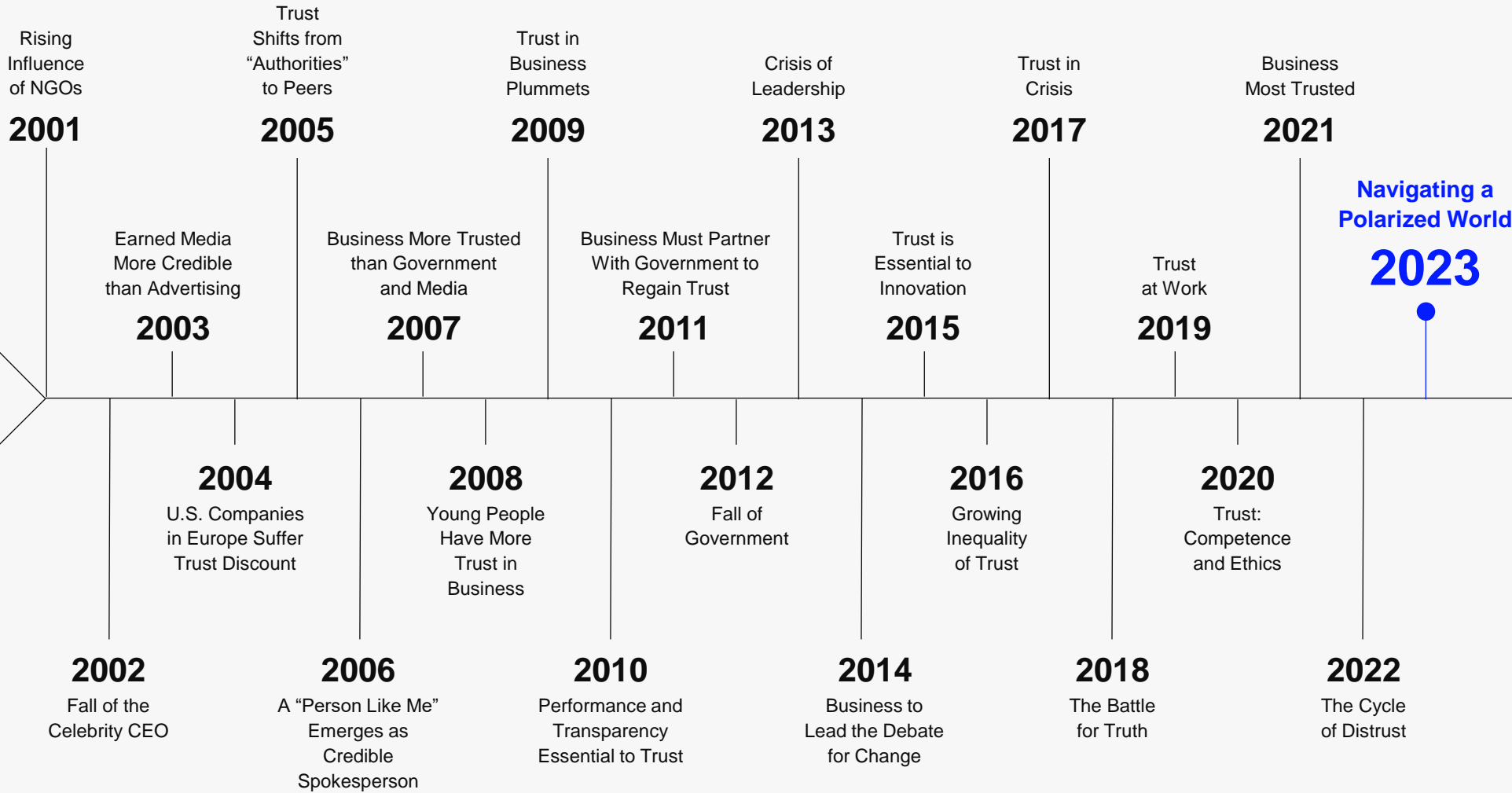
All indicated year-over-year significant changes were determined using a t-test set at a 99%+ confidence level

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



23 Years of Trust



Why Trust matters?

Trusted organizations are better prepared against risk, more resilient in the face of crisis, and better equipped to unlock the full potential of their corporate, consumer and employer brand across all their audiences.

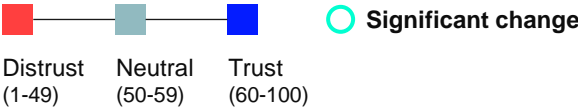


Trust Index: Trust Remains High in the UAE, and Stable Globally Despite Economic Headwinds

UAE consistently ranked as highly trusted country

Trust Index

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

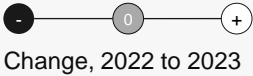


2023 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 26-mkt avg. *Sweden is not included in the global average.

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

2023 General population

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



Biggest gainers:

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

Biggest losers:

S. Korea	-6
Australia	-5
Malaysia	-4



Navigating A Polarized World



Forces That Lead To Global 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.

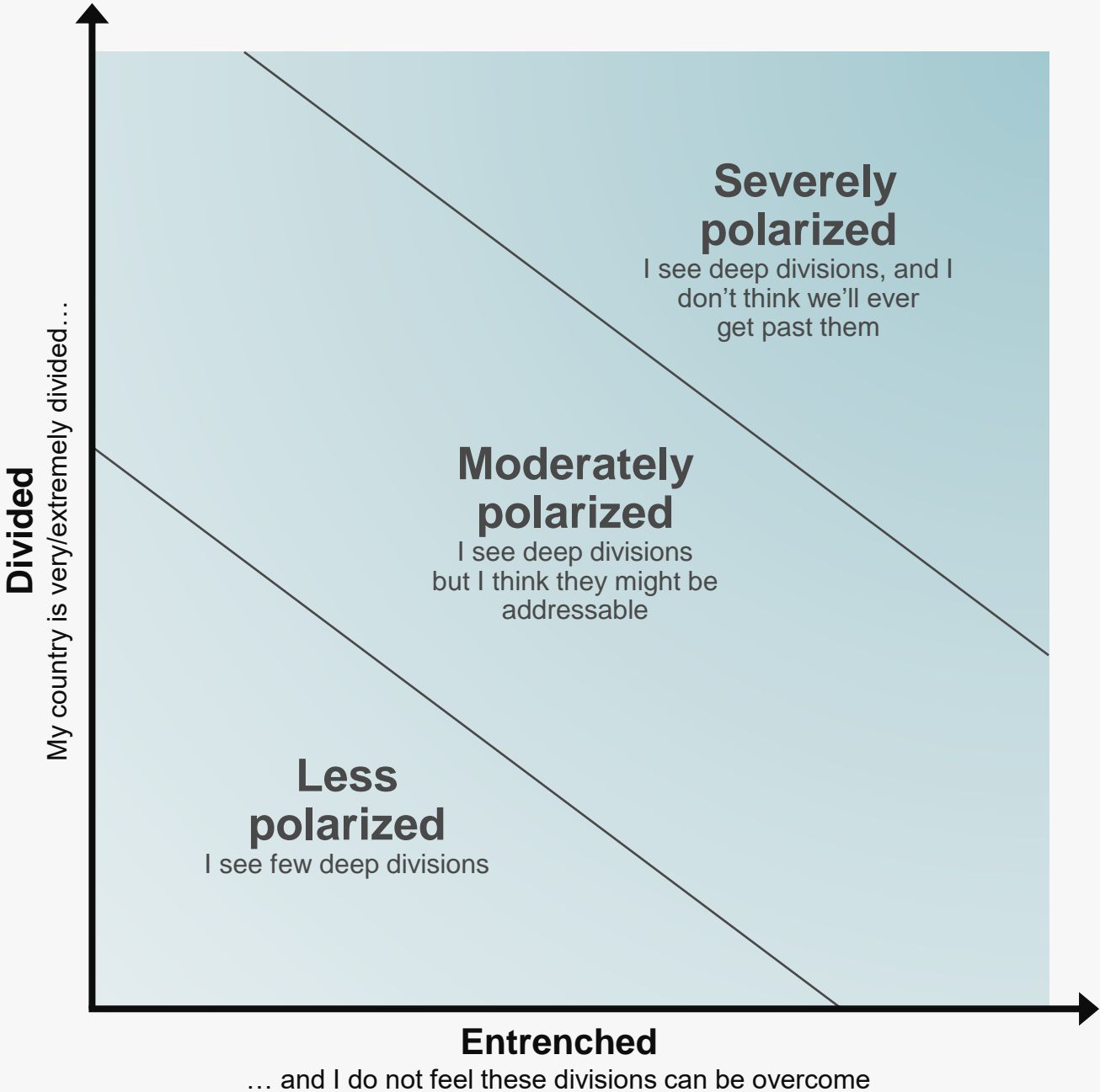
The Battle for Truth



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.



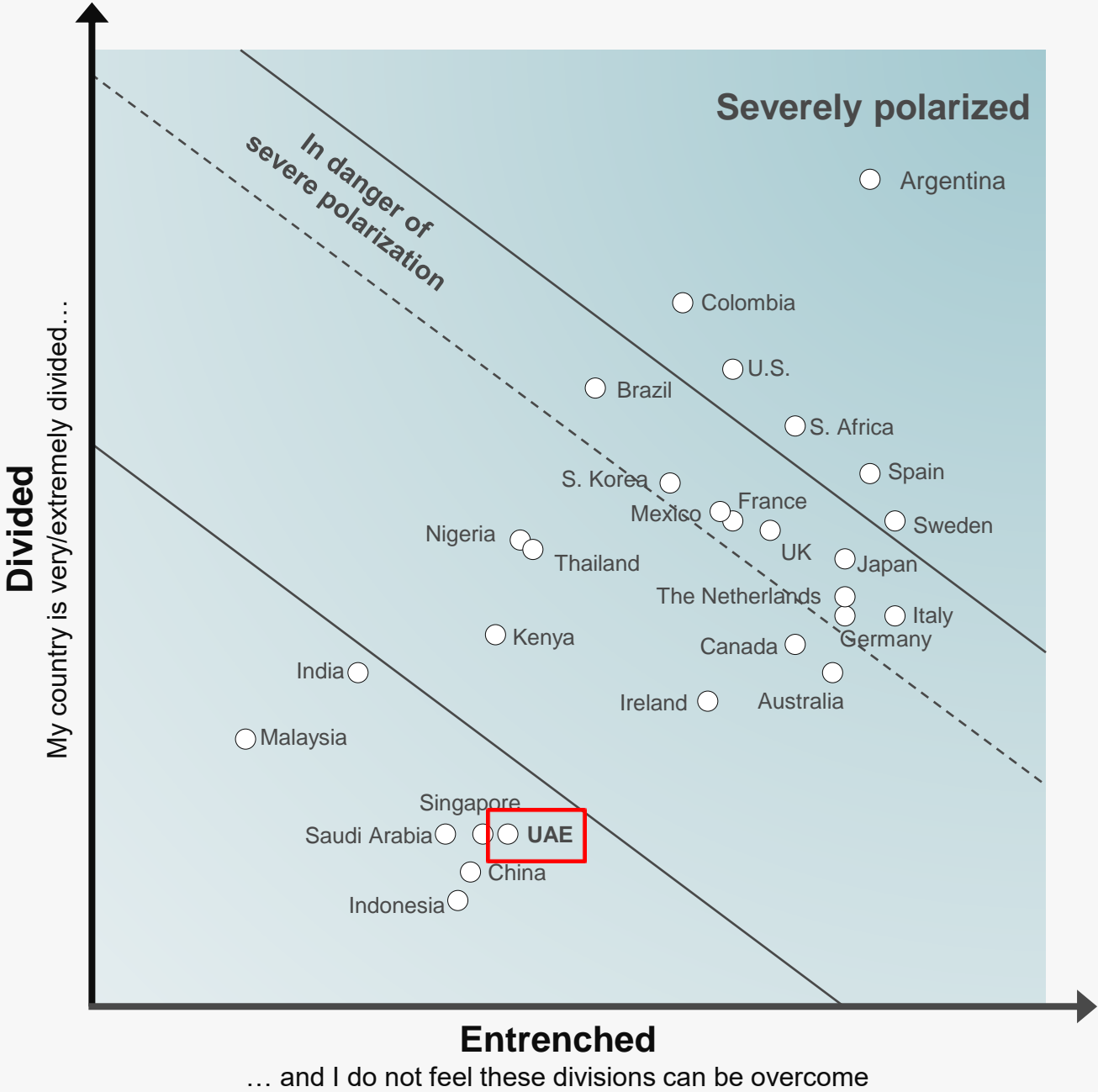
Polarization Most Severe When Deep Divisions Become Entrenched



UAE A Highly Unified Country

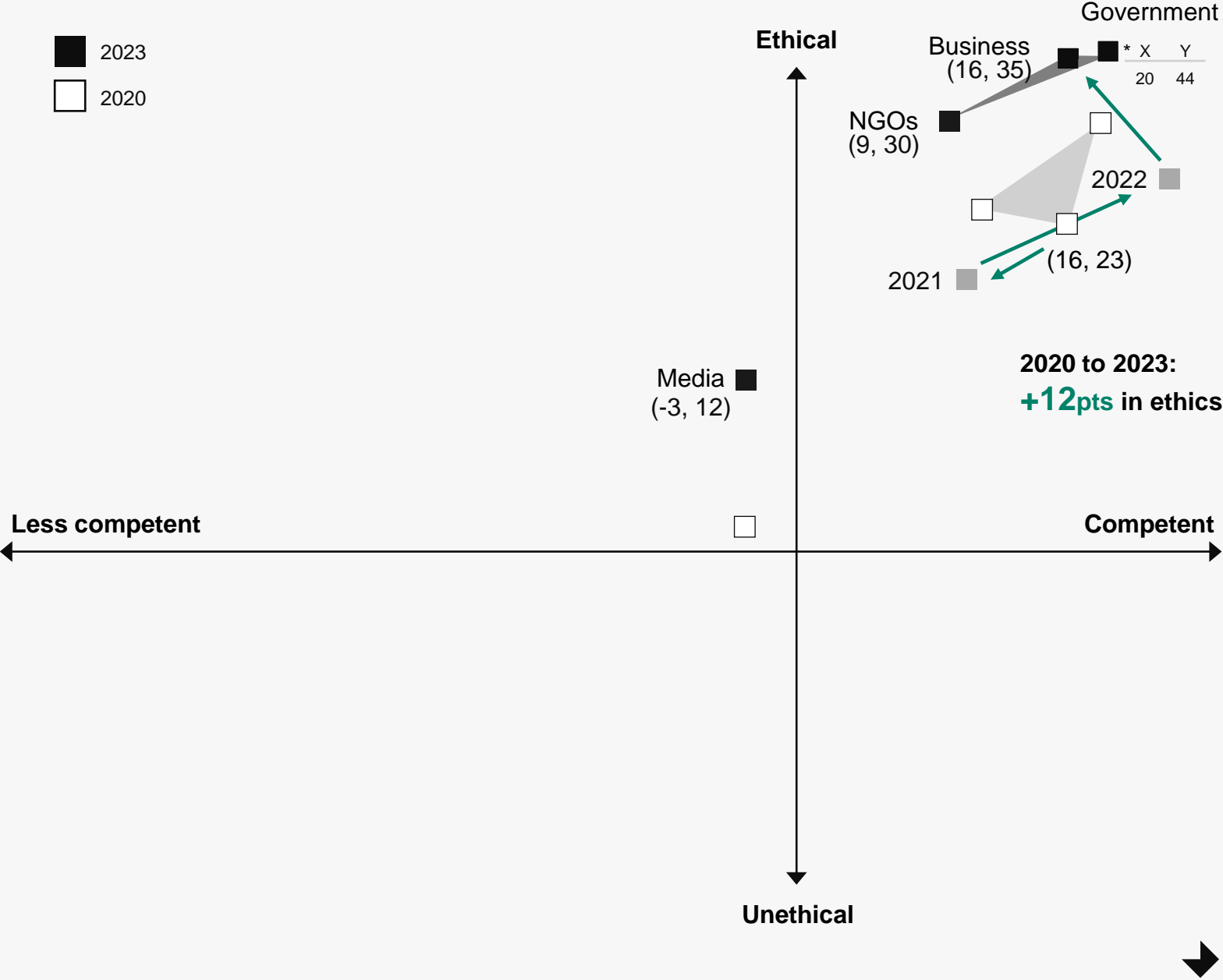



2023 Edelman Trust Barometer. POL_DEG. Using the scale below, please indicate how divided on key societal issues you believe your country is today. 5-point scale; top 2 box, very/extremely divided. POL_PROG. How likely or unlikely do you think it is that your country will be able to work through or overcome its ideological divisions and lack of agreement on key issues and challenges? 8-point scale; codes 2-5, divisions can't be overcome. General population, by market. Data for "entrenched" is POL_PROG/2-5 filtered by those who feel their country is very/extremely divided (POL_DEG/4-5). All data is rebased to exclude those that said, "don't know."



In the UAE, Business, Government and NGOs are Seen As Competent and Ethical


(Competence score, net ethical score)

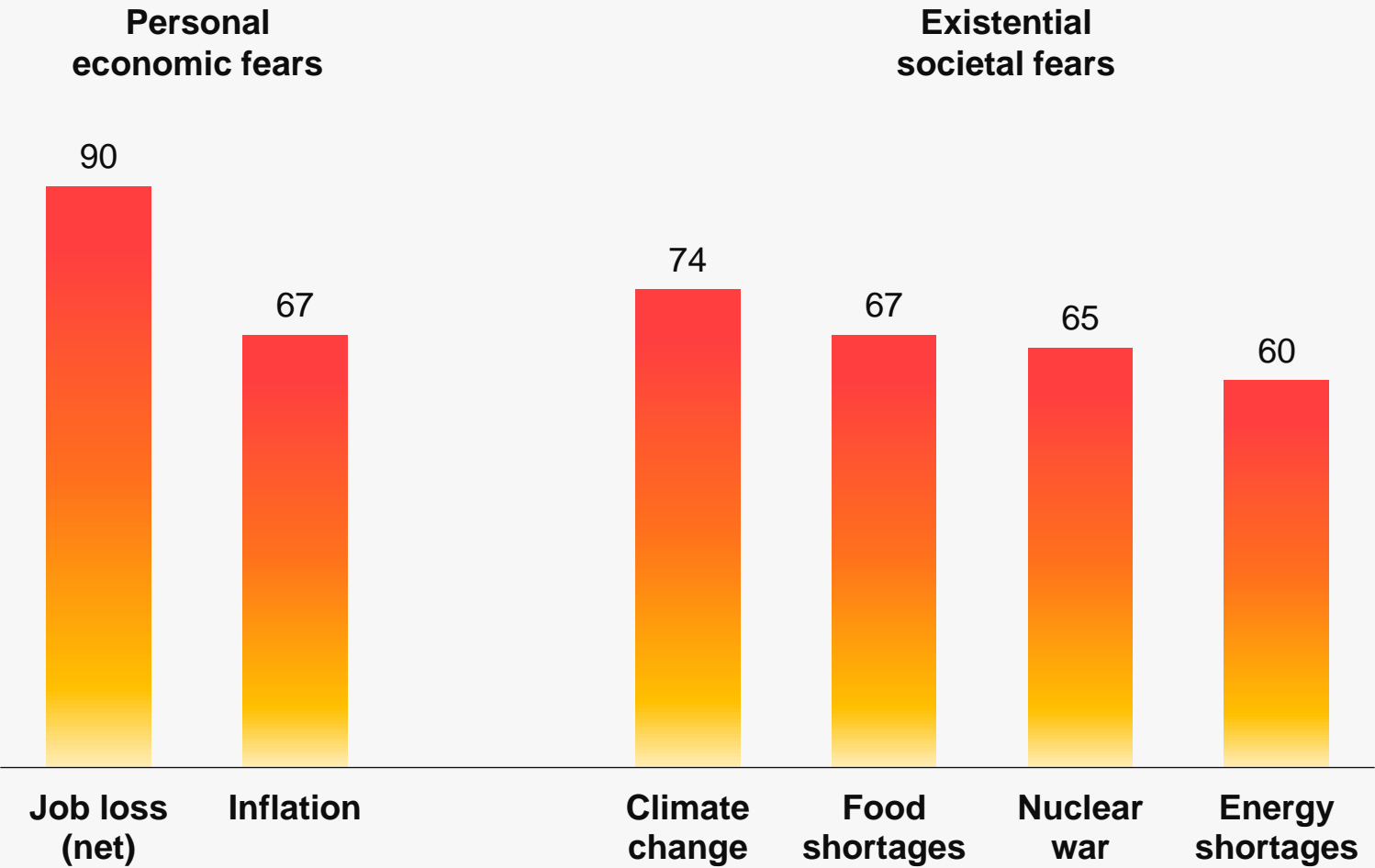


 **2023 Edelman Trust Barometer.** The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Government and Media were only asked of half of the sample. The competence score is a net based on TRU_3D_[INS]/1. Government and Media were only asked of half of the sample. General population, UAE. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

When Prompted, People Made Clear They Think About...

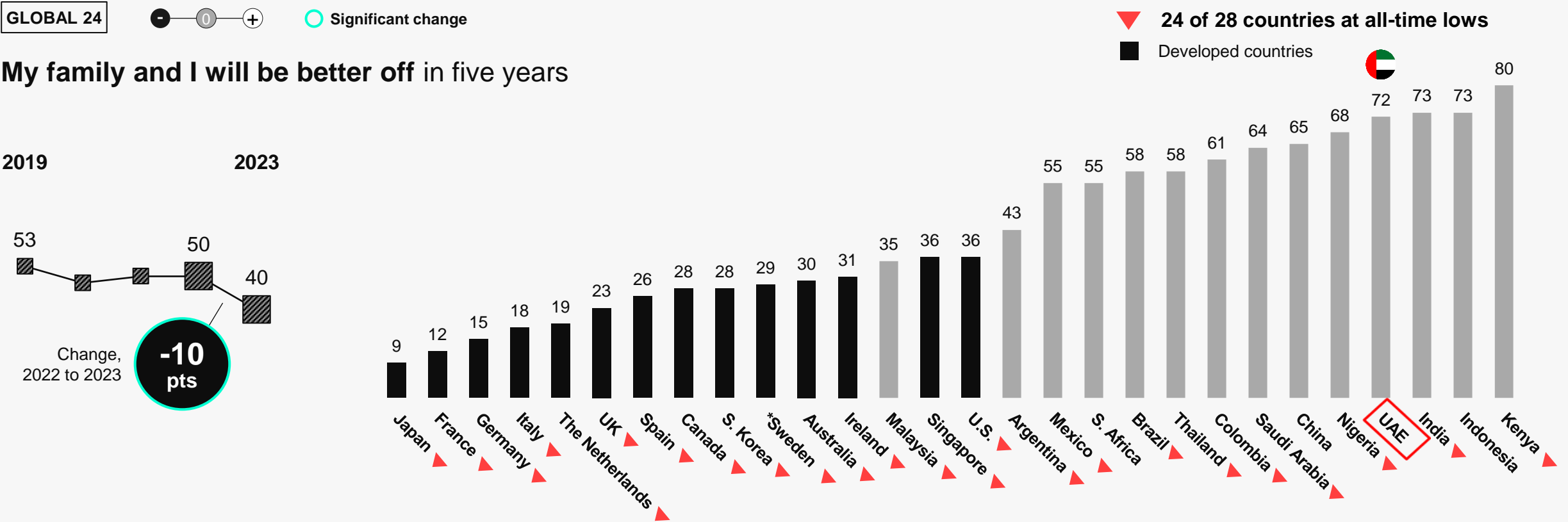
Percent in the UAE

 2023 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. Some attributes asked of half of the sample. General population, UAE. Job loss asked of those who are an employee of an organization (Q43/1). Job loss is a net of attributes 1-3, 5, and 22-24.



UAE Rank High Amongst Economic Optimism

Percent who say

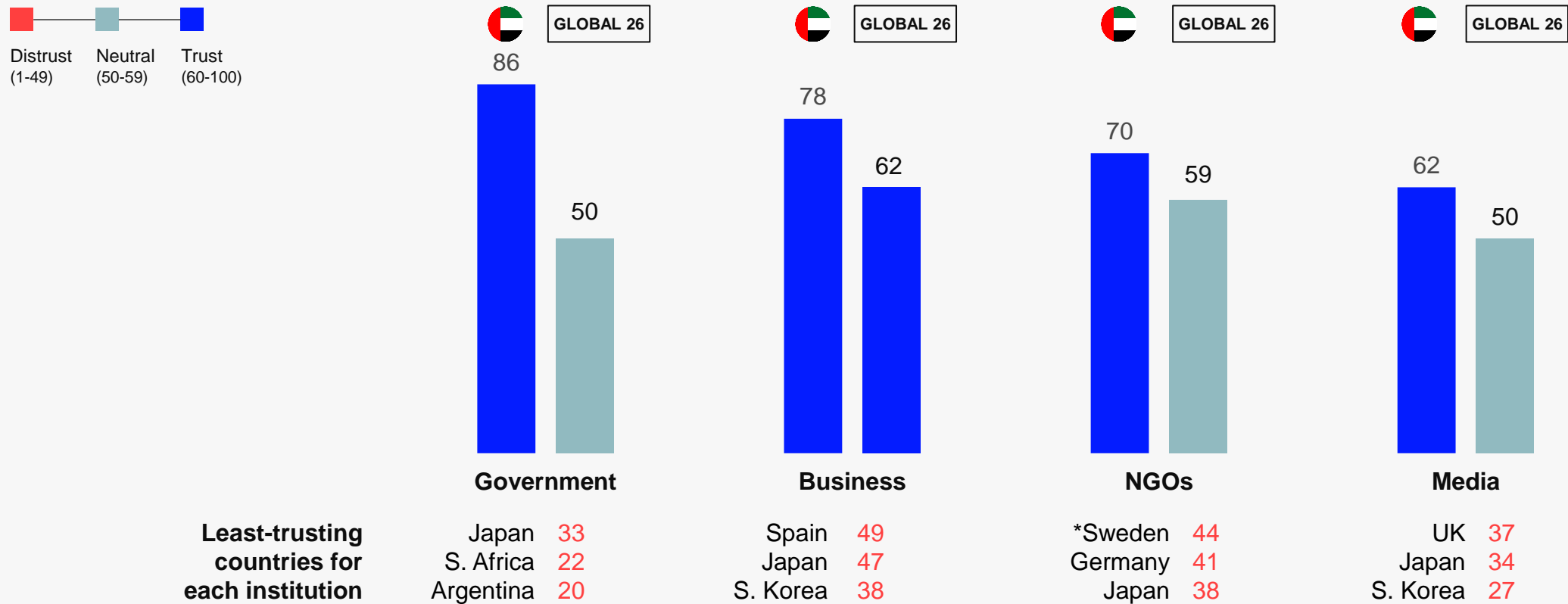


2023 Edelman Trust Barometer. CNG_FUT. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? 5-point scale; top 2 box, better off. General population, 24-mkt avg. *Sweden is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



In the UAE, All Institutions Trusted

Percent trust



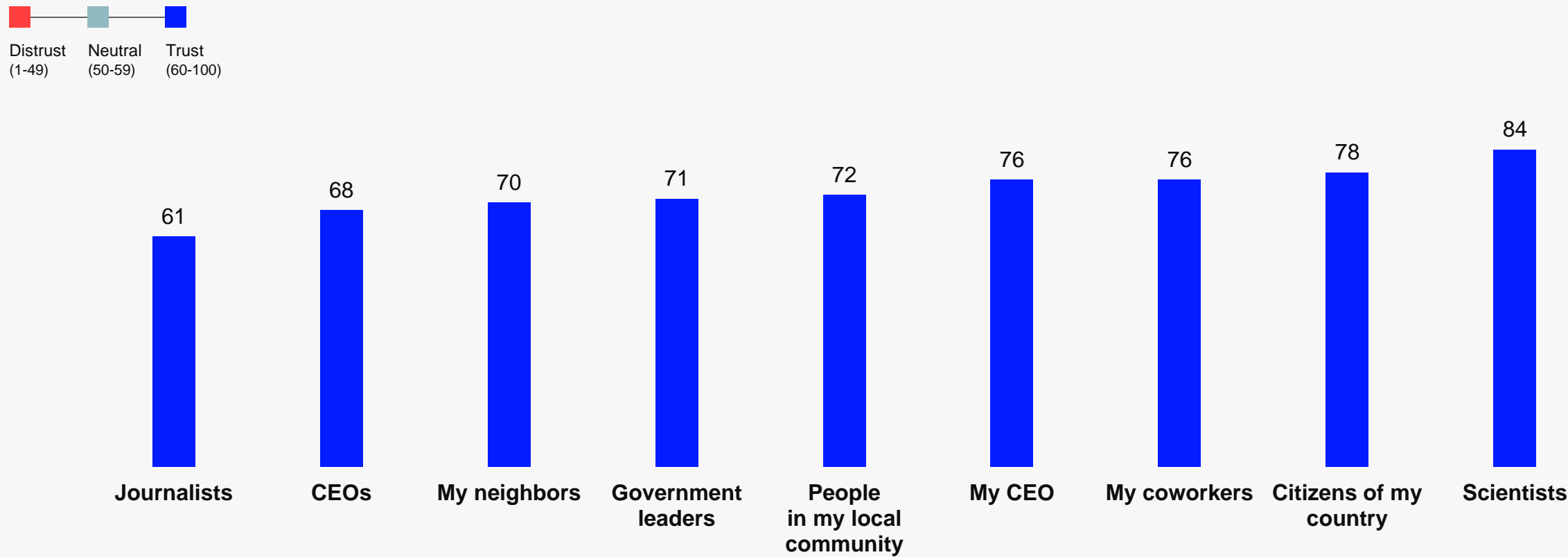
2023 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 26-mkt avg and UAE. *Sweden is not included in the global average.

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



In the UAE, Institutional Leaders Trusted

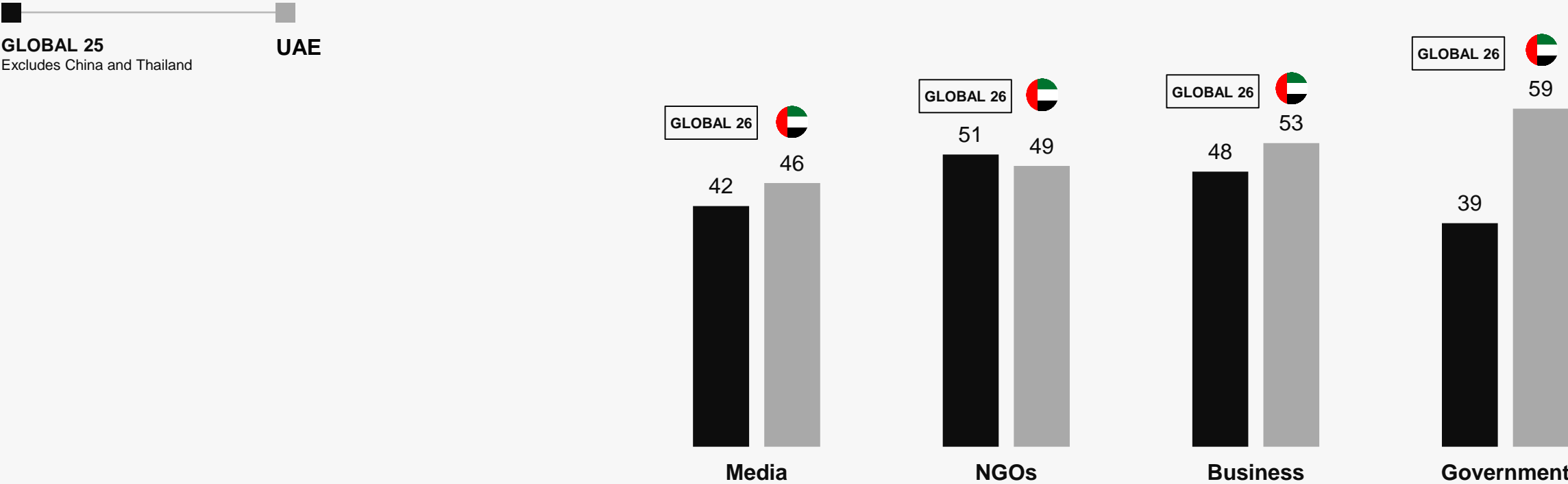
Percent trust, in the UAE



Institutions Seen as Reliable Sources of Information in the UAE

Percent who say

These institutions are a reliable source of **trustworthy** information



2023 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; bottom 5 box, negative. Media and NGOs shown to half of the sample. General population, UAE, 25-mkt avg. Data not collected in China and Thailand.



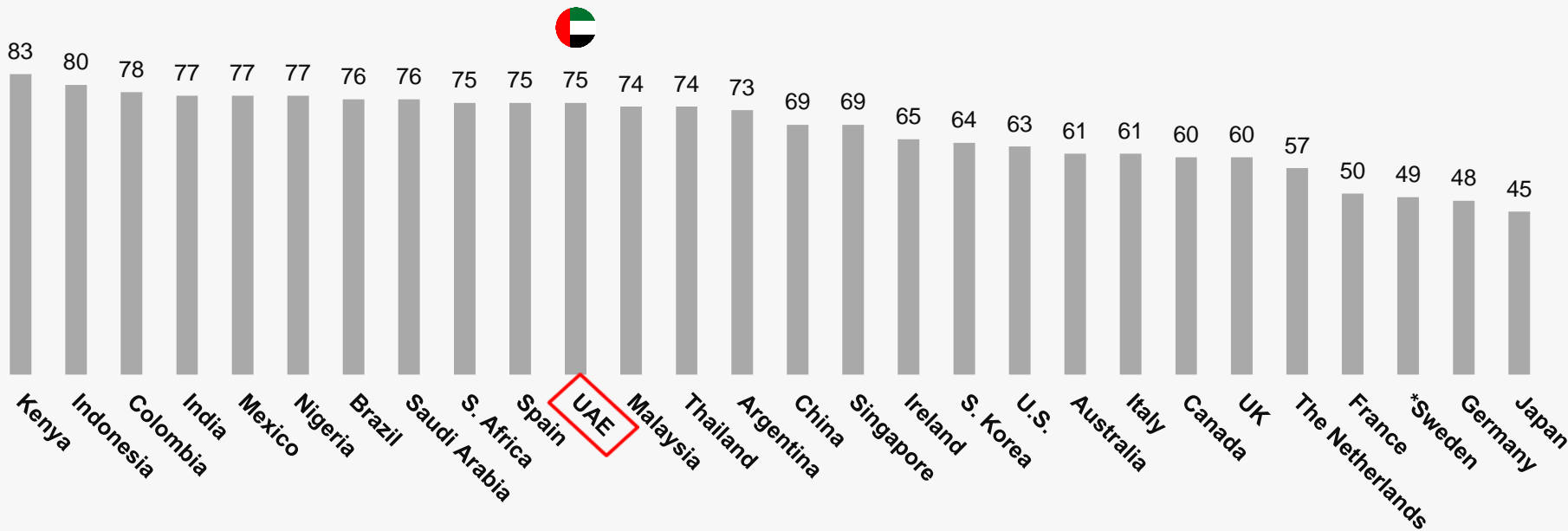
The Power of Brands Create a Shared Identity

Percent who say

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

GLOBAL 27

68%



2023 Edelman Trust Barometer. 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? 6-point scale; top 3 box, help strengthen the social fabric. Attributes shown to half of the sample. General population, 27-mkt avg. *Sweden is not included in the global average.



Expectations for Business and CEOs



In the UAE, CEOs Most Expected To Act on Employees, Discrimination, and Climate

Percent who say, in the UAE

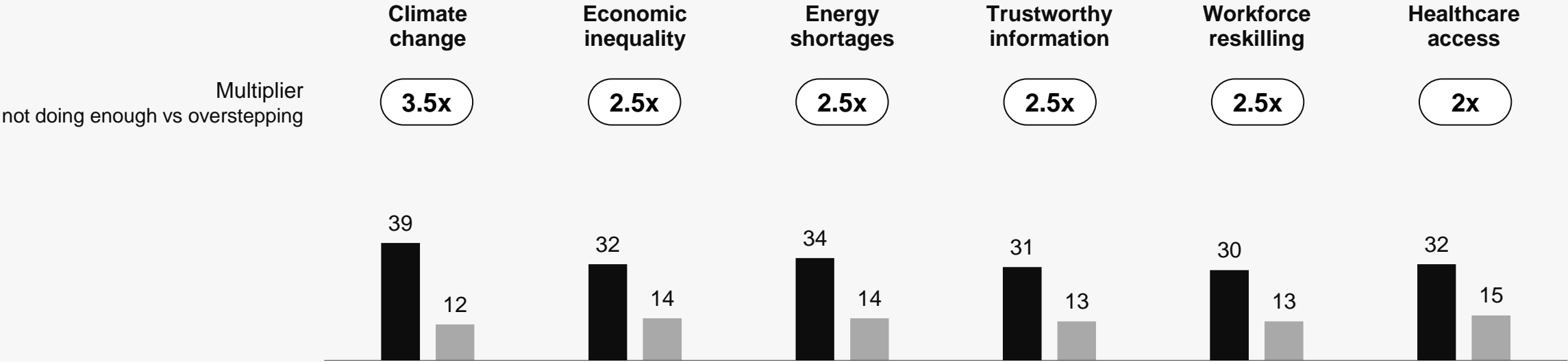
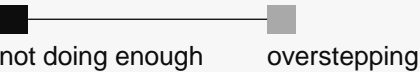
I expect CEOs to take a public stand on this issue:



Want More Societal Engagement from Business, Not Less

Percent who say, in the UAE

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



**ACTION LEADS TO
TRUST**



Navigating a Polarized World

1

Maintain economic optimism

Maintain the high economic optimism seen in the UAE through collaboration, and by acting competently and ethically.

2

Advocate for truth

Institutions have an essential role to play in the information ecosystem. Be a source of reliable information, and hold false information sources accountable through corrective messaging, reinvestment, and other action.

3

Business must continue to contribute

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

4

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 secure and thriving society.



END

