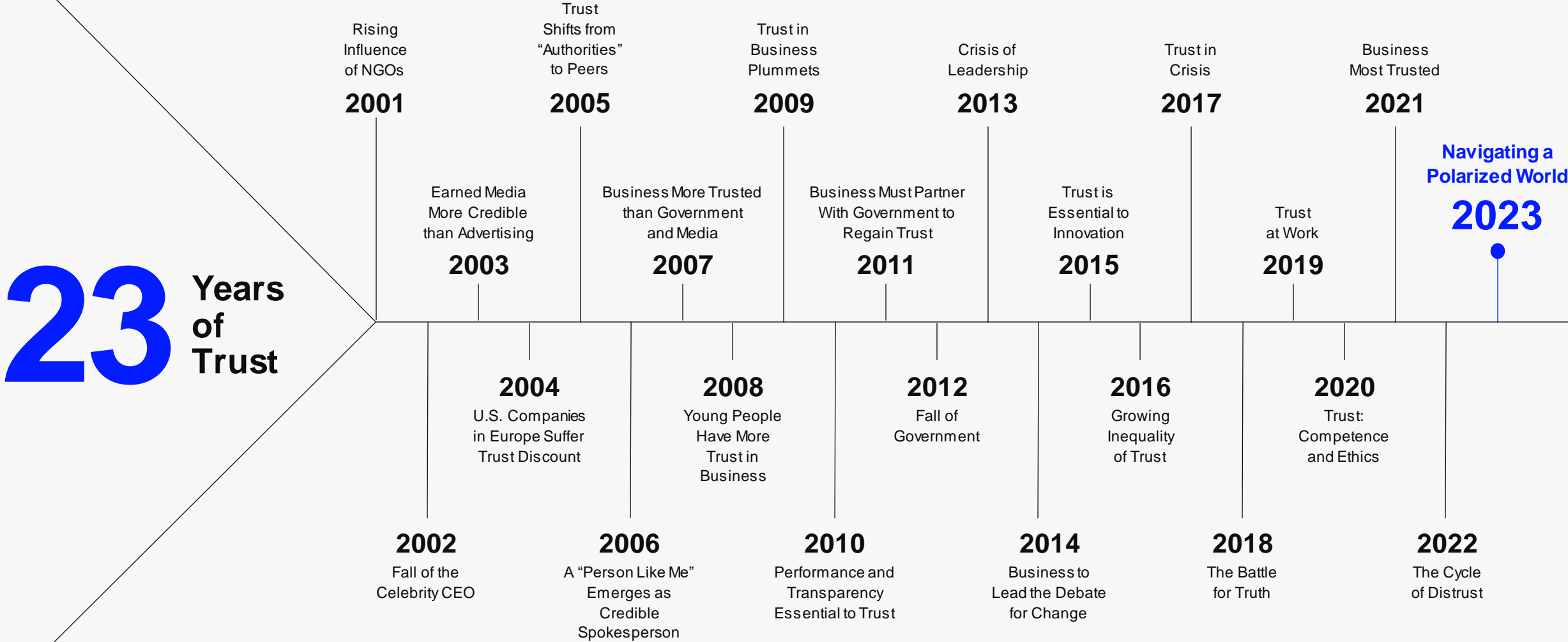


# 2023 Edelman Trust Barometer

India Report



23 Years of Trust



28 Countries

32,000+ Respondents

1,150+/- Respondents per country\*\*

Fieldwork conducted: Nov 1 – Nov 28, 2022



# Four Forces That Lead To Polarization Globally

## 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.

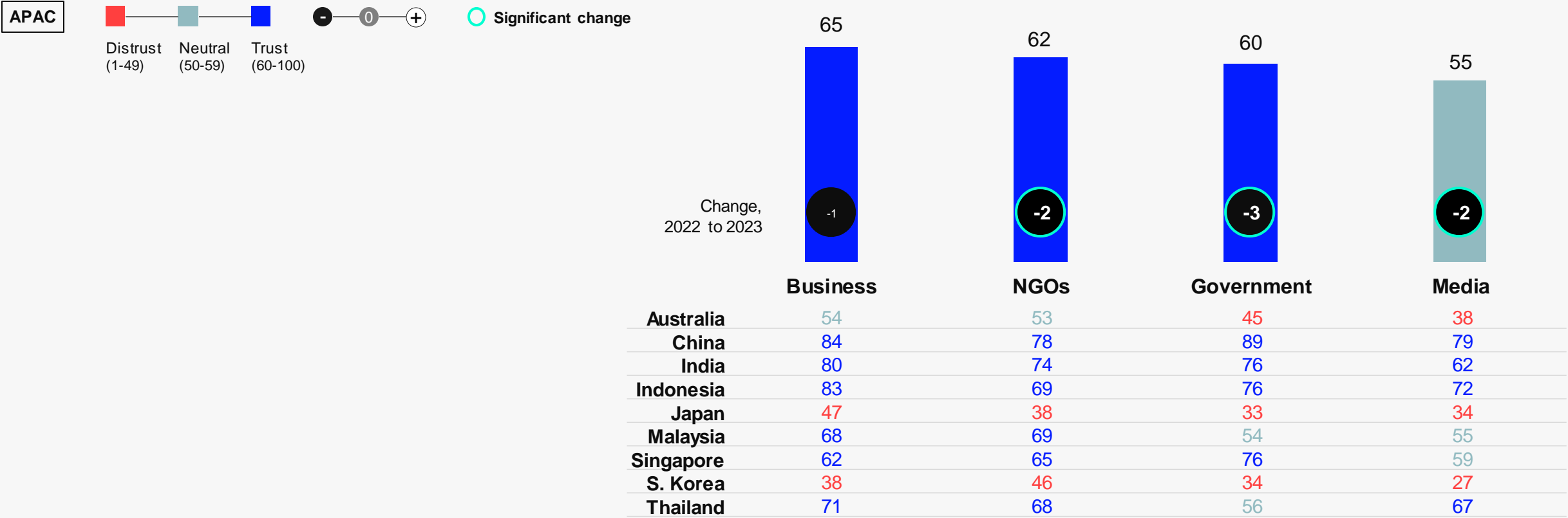


# Mapping Trust in the APAC Region



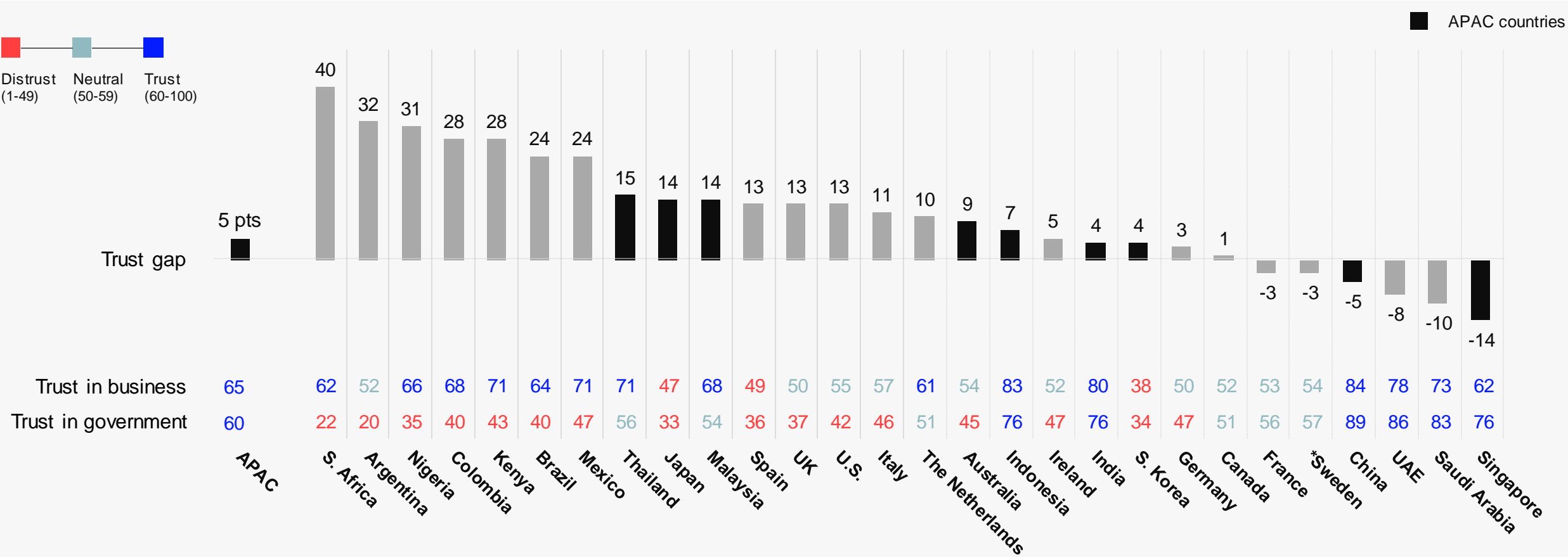
# Diversity of APAC Reflects in Trust Levels

Percent trust, in APAC



# Institutions Out of Balance: Globally Government Far Less Trusted than Business

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



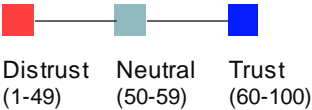
2023 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, APAC region and by market. \*Sweden is not included in the global average.



# Mass-Class Divide: Income-Based Inequality Creates Two Trust Realities

## Trust Index

(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, 27-mkt avg., by income. \*Sweden is not included in the global average.

Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.

### 2023 High income (top 25%)

64	Global 27
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	France
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 27
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	France
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 21 of 28 countries

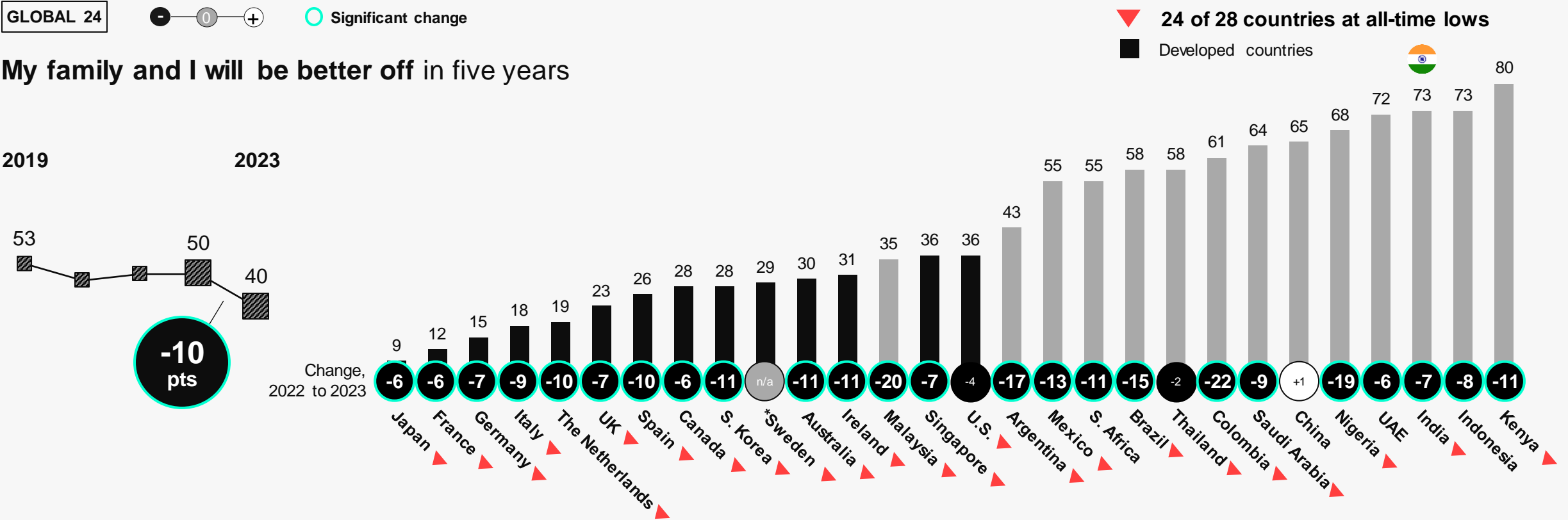
### Greatest income-based trust inequality in APAC:

Thailand	37pts
China	19pts
Japan	19pts
Singapore	18pts
South Korea	15pts
Indonesia	14pts
Australia	11pts
Malaysia	11pts
India	6 pts



# Economic Optimism Collapses Globally, But Remains High In India

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.



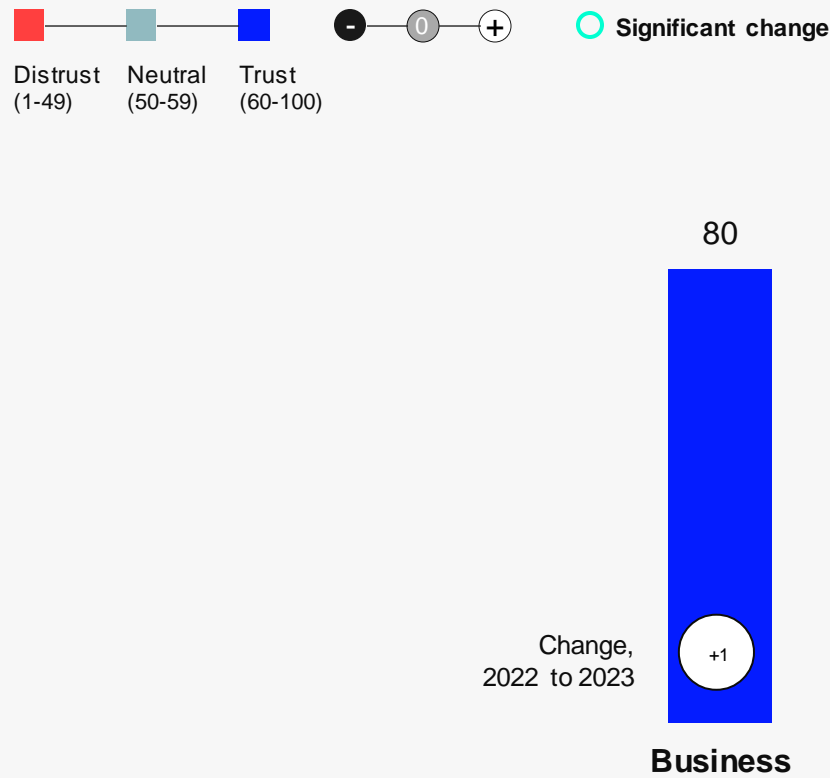


# Reaffirming Economic Optimism in India



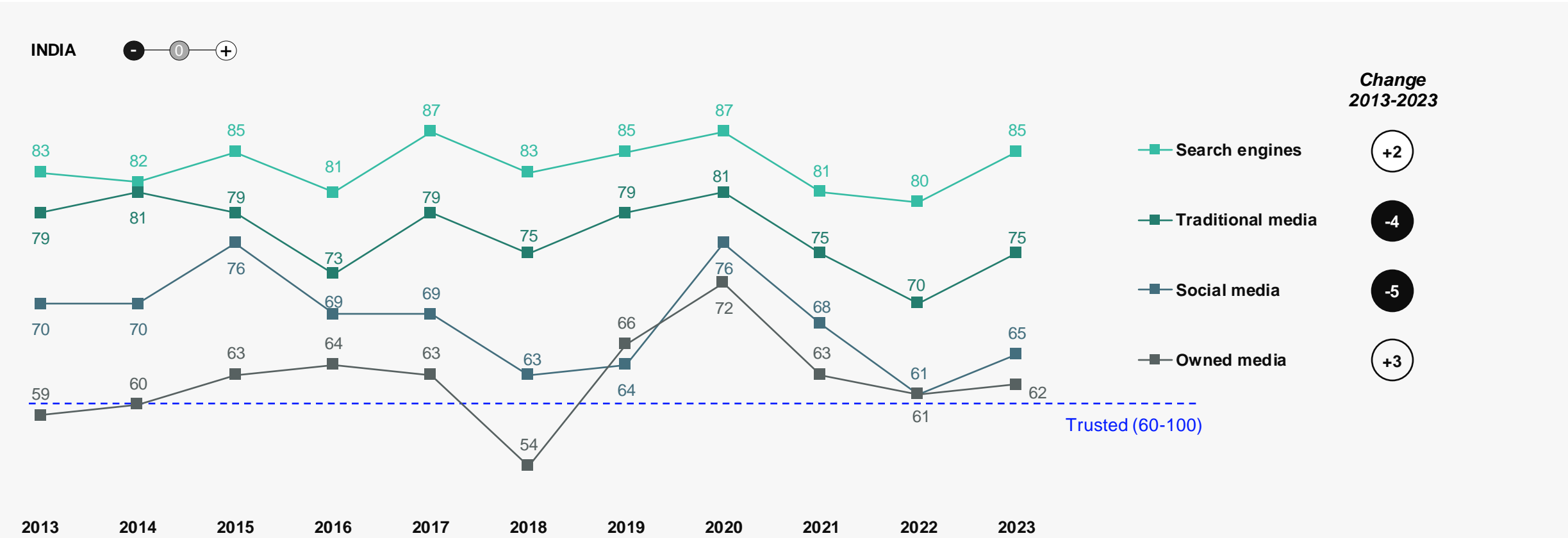
# In India, Relatively High Levels of Trust, Business Continues to Lead

Percent trust, in India



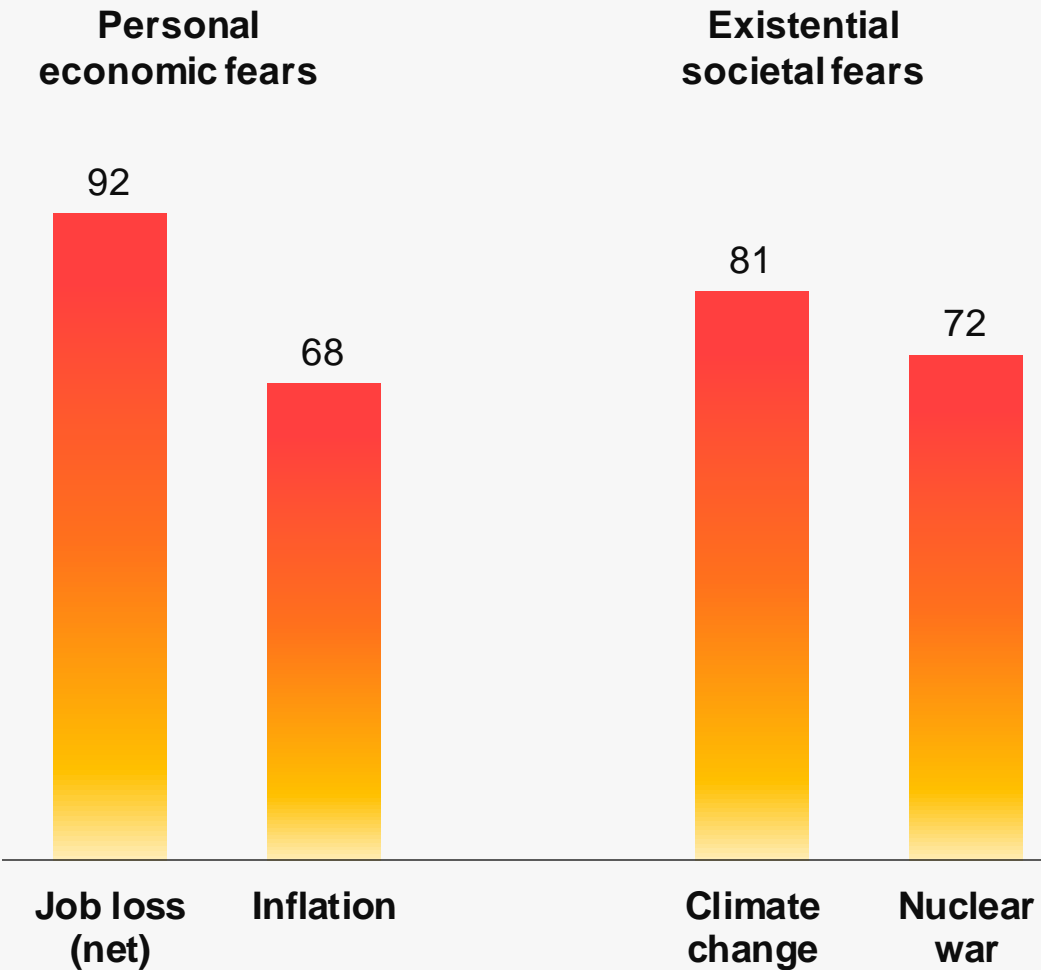
# Trust In News Source Are Up


Percent trust in each source for general news and information, in India



# Personal Anxieties On Par With Existential Fears

Percent who worry about each, in India

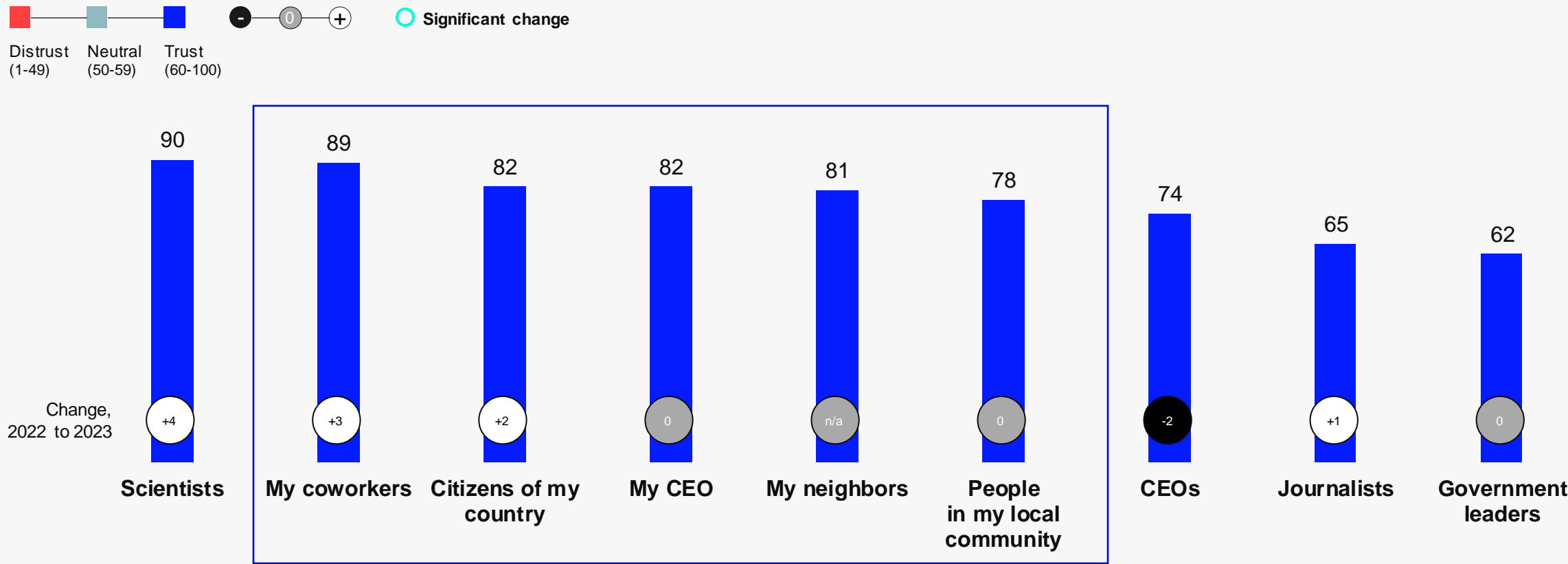


 2023 Edelman Trust Barometer. POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Some attributes asked of half of the sample. General population, India. 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.



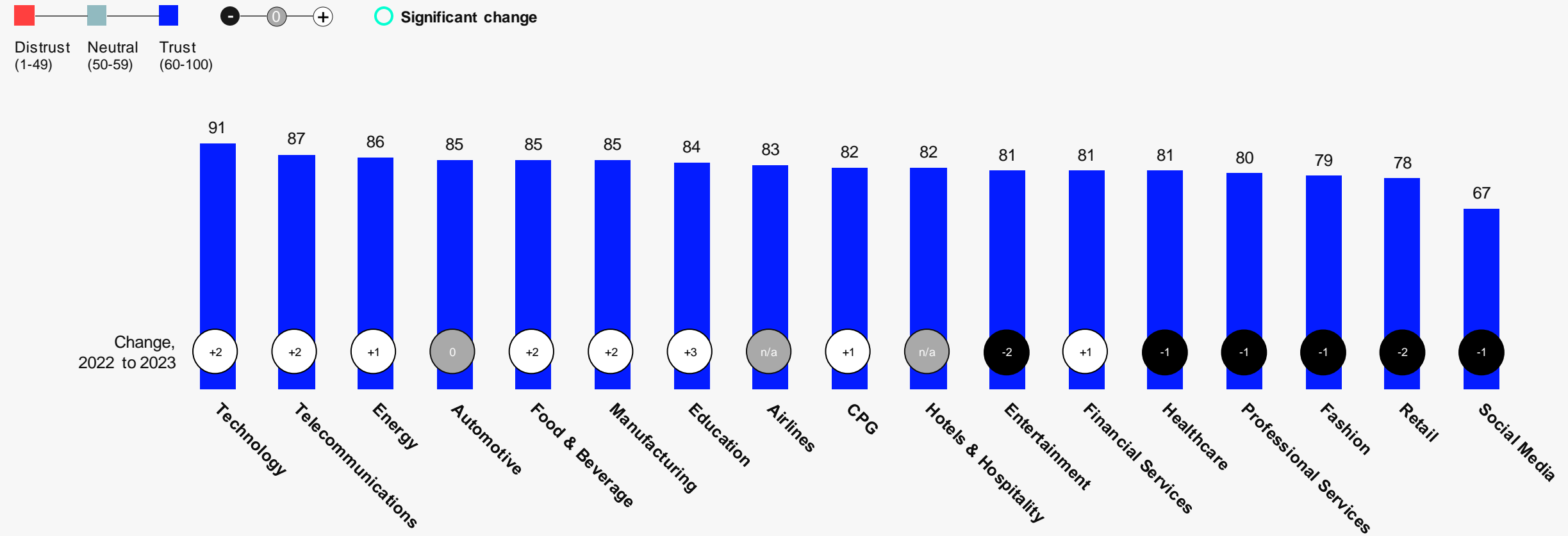
# Circles of Trust Become More Local

Percent trust, in India



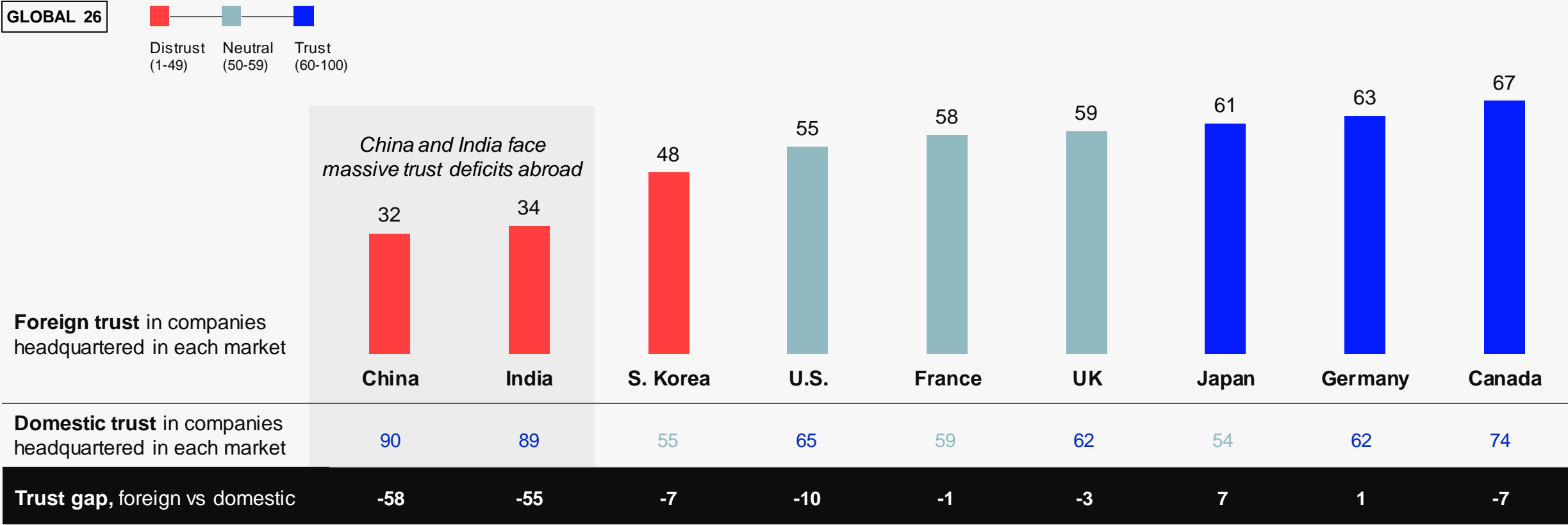
# Despite Headwinds, Industry Sectors Are Still Trusted In India

Percent trust, in India



# Trust at Home Does Not Guarantee Trust Abroad

Percent trust in companies headquartered in each country



2023 Edelman Trust Barometer. TRU\_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 26-mkt avg., excluding country being rated for "foreign trust", and by market for "domestic trust".

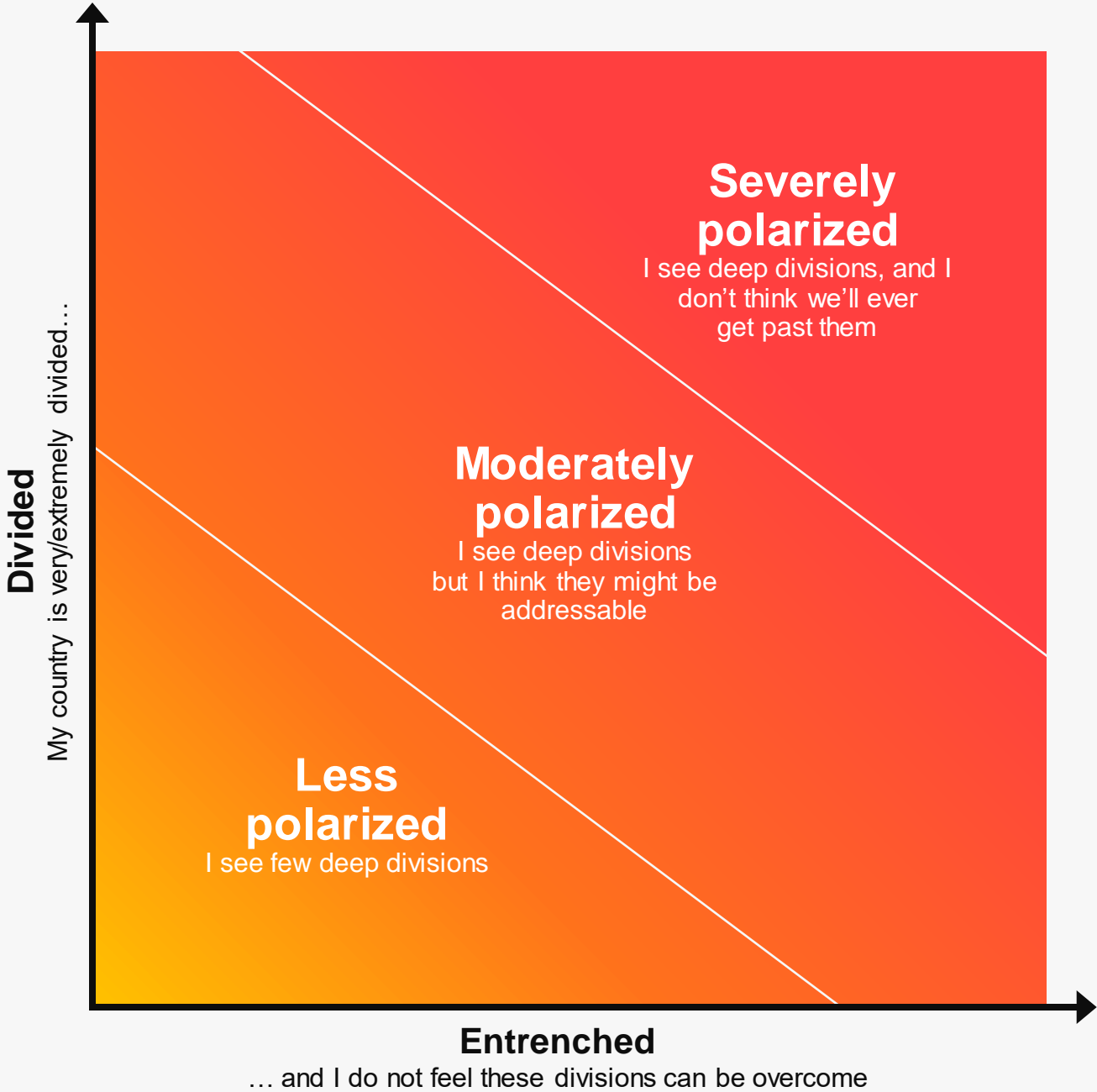




# Factors That Feed Polarization



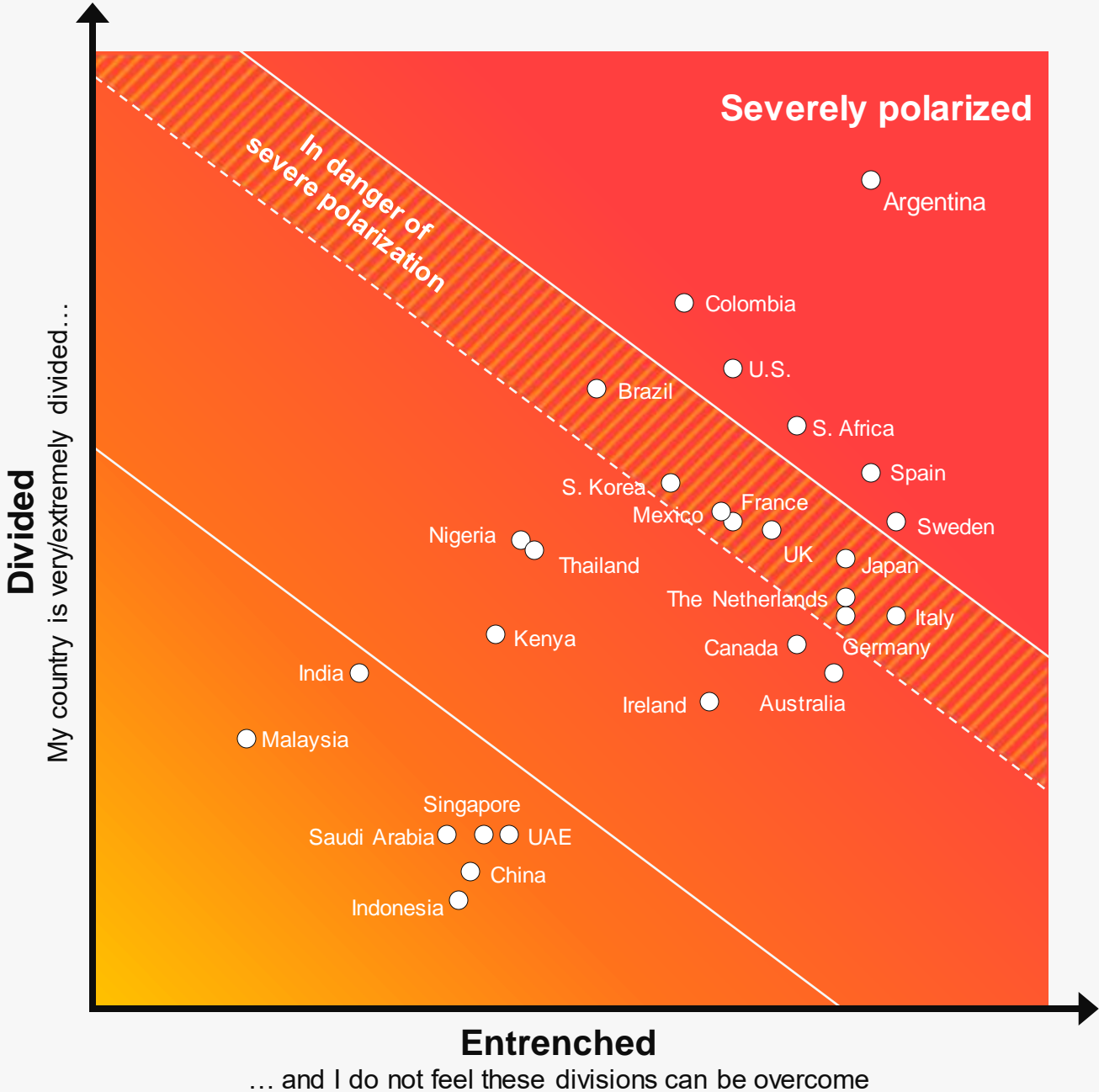
# Polarization Most Severe When Deep Divisions Become Entrenched



# Indians Do Not Consider Our Country To Be Polarized



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."



# Despite Perceptions Of Unity, Diversity Needs To Be Promoted

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

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

**Help them**  
if they were in need

42%

Be willing to live in  
**the same neighborhood**

26%

Be willing to have them  
**as a coworker**

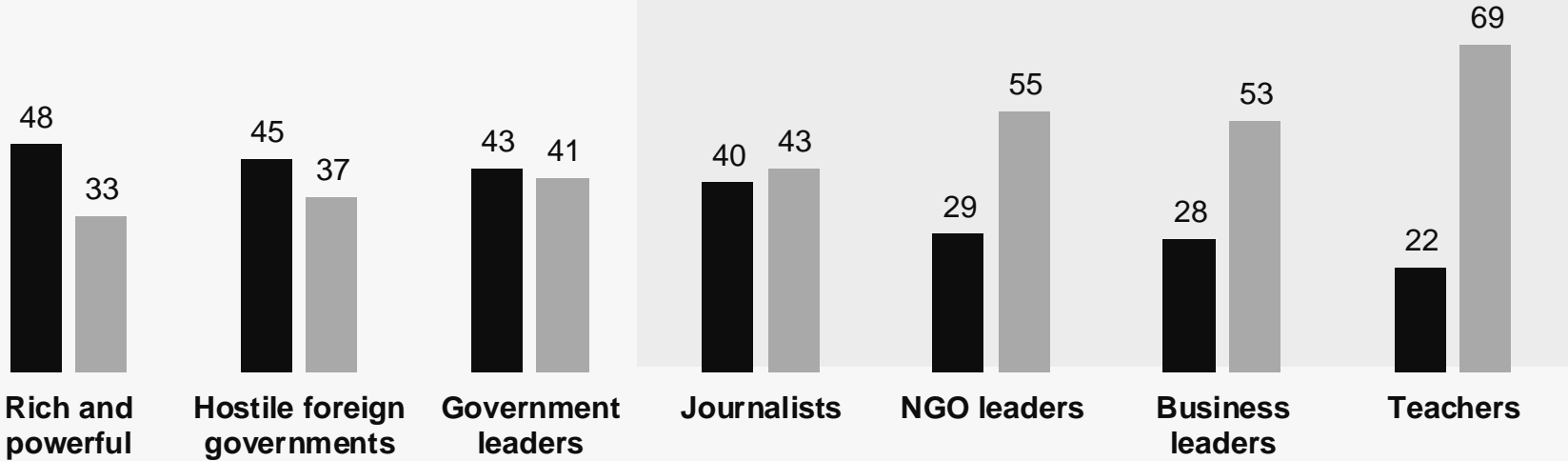
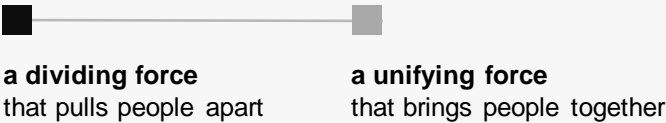
30%



# Business & NGOs Seen As Unifiers

Percent who say, in India

These groups are



2023 Edelman Trust Barometer. PROB\_PLP. Ideological differences will always exist among people, but there are some groups of people that are perhaps making things worse than they might otherwise be by fueling divisions and fomenting a lack of civility between people who hold different views. In contrast, there are some groups of people that are perhaps making things better than they might otherwise be by working to foster cooperation between people who hold different views. In thinking about each group of people listed below, please specify where you think they fall on the scale between being a unifying force in society and being a dividing force. 11-point scale; codes 1-5, a dividing source in society; codes 7-11, a unifying source in society. Some attributes asked of half of the sample. General population, India.



# Great Expectations, Heightened Risk for Business



# Organisations Increasingly Expected to Match Individual’s Value Systems

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

India

69%

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)

India

Among employees

86%

- 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



2022 Edelman Trust Barometer Special Report: The New Cascade of Influence. Belief-driven consumers. General population, India. Please see the Technical Appendix for full explanation of how belief-driven consumers were measured.  
2022 Edelman Trust Barometer Special Report: Trust in the Workplace. EMP\_IMP. When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there? 3-point scale; top 2 box, important. India. All data is filtered to be among employees who work for an organization or corporation (Q43/1). "Societal impact" is an average of attributes 12-17.

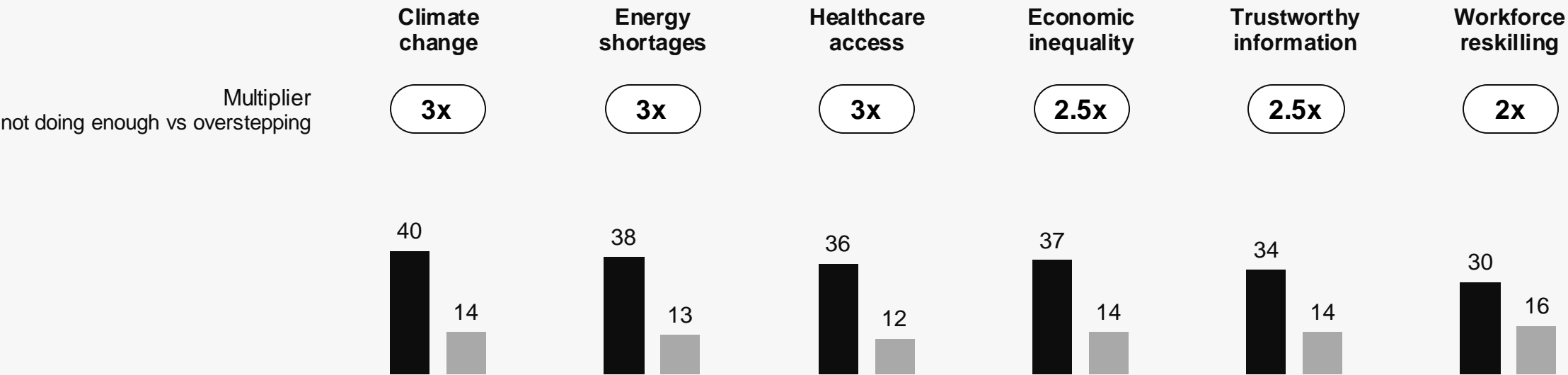
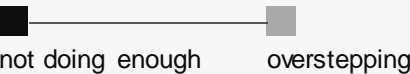




# Business Expected to Play a Greater Role in Solving Societal Issues

Percent who say, in India


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




# Business Needs to Focus on Policy, Not Politics

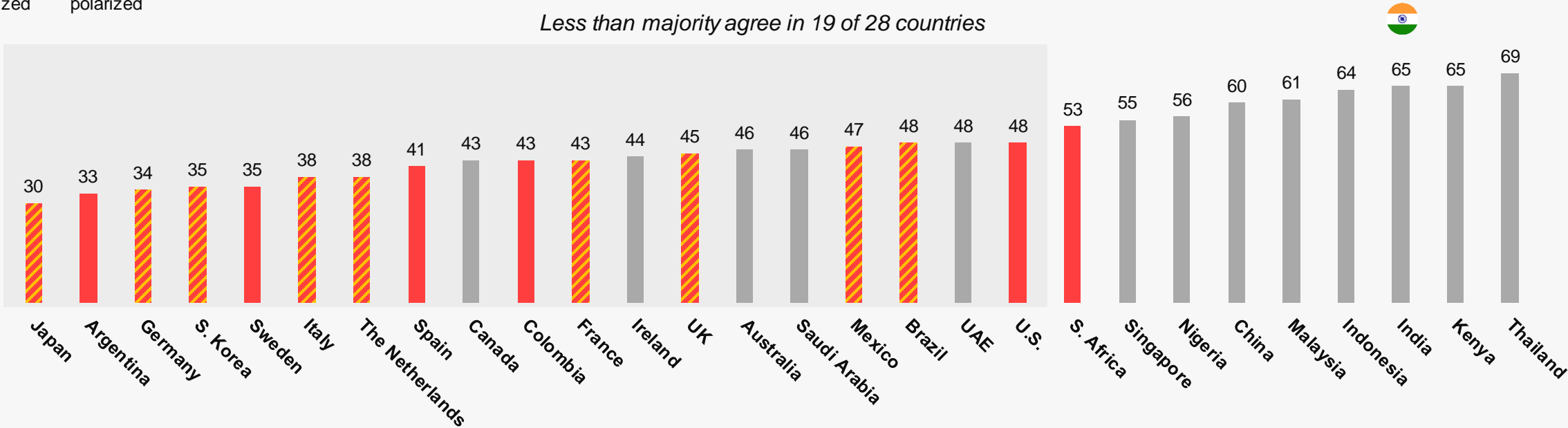
Percent who agree

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



# Navigating a Polarized World



# Improve Economic Optimism: Invest in Fair Compensation, Local Communities, Skills Training

Percent who say, in India

CEOs are obligated to ...



# In India, CEOs Most Expected To Act on Employees, Climate, and the Wealth Gap

Percent who say, in India

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



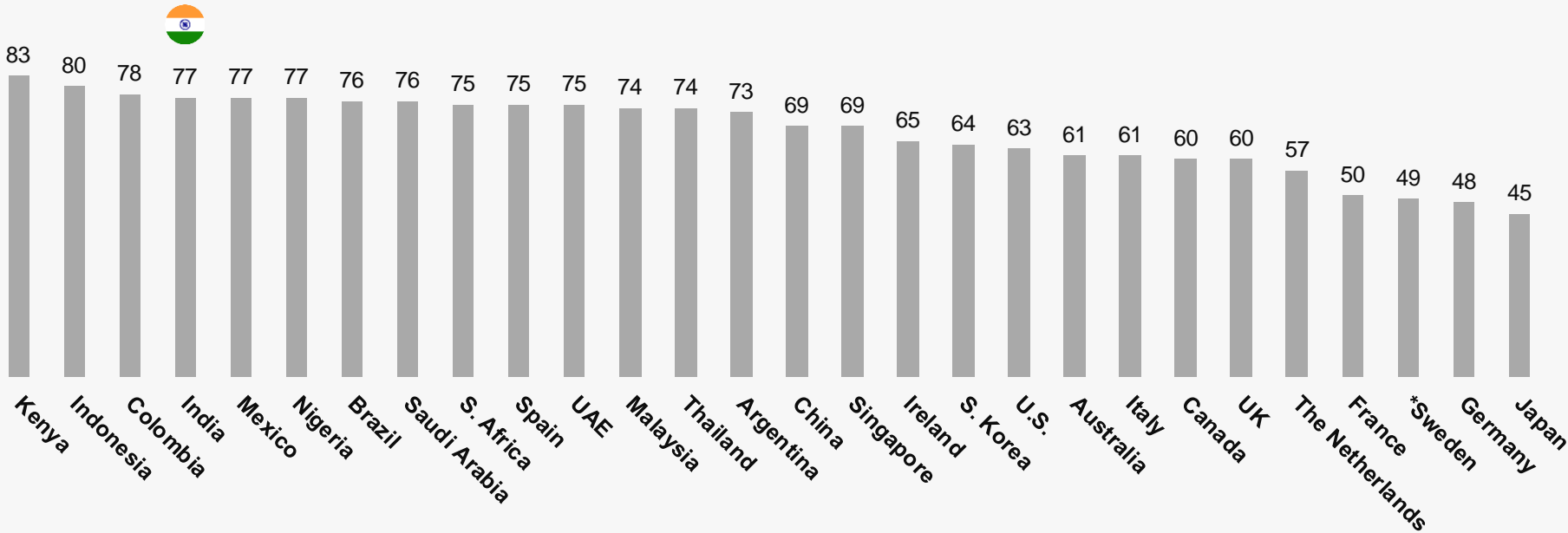
# Use the Power of Brands To Create a Shared Identity

Percent who say

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

GLOBAL 27

68%



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.



# Building Trust in a Polarized World

## 1

### **Business must continue to lead**

As the most trusted institution, 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

### **Play a collaborative role**

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

### **Reaffirm economic optimism**

Keep India future ready, ahead of the game. Invest in fair compensation, training, and local communities to address the mass-class divide and the cycle of polarization.

## 4

### **Provide reliable information**

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.





# 2023 Edelman Trust Barometer

India Report

