

2023 Edelman Trust Barometer

South Africa Edition

Top 10

01 Business and NGOs are trusted

Again, business and NGOs are the only trusted institutions in South Africa, with media and government in a state of distrust.

02 Institutional Imbalance

In South Africa, there is a 40-point gap between trust in business and trust in government. This represents the largest gap of all countries surveyed.

03 Trust remains local

My CEO and coworkers are the most trusted, while government leaders and journalists are least trusted in South Africa.

04 Distrust breeds polarisation

South Africa is one of six countries that is severely polarised, meaning respondents see deep divisions in their country and do not feel they can be overcome.

05 Government leaders are seen as dividing

73% of South Africans believe government leaders are a dividing force in society.

06 Polarisation worsens fears

Among those who say their country is divided on key issues, believe these divisions could lead to violence, lack of economic growth and worsening of prejudice if not addressed in South Africa.

07 Ideology becomes identity

Among those who feel strongly about an issue, 21% of South Africans would be willing to have someone who strongly disagreed with their point of view as a co-worker.

08 CEOs are expected to act

In South Africa, respondents expect CEOs to take a stand on treatment of employees, discrimination, climate change, wealth gap, and immigration as their top issues.

09 Government and Business should work together

Government and business working in partnership are seen as six times more likely to yield results than business working alone.

10 Use brands to create shared identity

75% of South African respondents believe that brands celebrating what brings people together can strengthen the social fabric.