

2023 Edelman Trust Barometer

Top 10

01 Business is seen as competent and ethical

Business has increased its global ethics score for the third straight year, rising 20 points since 2020. It is the only institution viewed as both competent and ethical.

02 Institutional imbalance

Globally, there is an 11-point gap between trust in business and trust in government: Sixty-two percent trust business while only 51 percent trust government.

03 Mass-class divide in trust

Those in the top quartile of income are more trusting than those considered low income (bottom quartile). A 16-point trust inequality exists in the UK.

04 Economic optimism collapses

Twenty-three percent of UK respondents believe they and their families will be better off in five years - a 7-point decline from 2022.

05 Polarisation is most severe when divisions become entrenched

Based on that understanding, the UK is in danger of severe polarisation.

06 Social fabric weakens amid deepening divisions

Sixty-two percent globally say the social fabric that once held their country together has grown too weak to serve as a foundation for unity.

07 Ideology becomes identity

Few people say they would help, live near or work with someone who strongly disagrees with their point of view on an issue they feel strongly about.

08 People want business to do more

People say business should do more, not less, to address issues like climate change, economic inequality and workforce reskilling.

09 Business is at risk of appearing politicised when addressing societal issues

Less than a majority in 19 of 28 countries agree business can avoid being political when engaging on contentious societal issues.

10 Battle for truth: Business should hold divisive forces accountable

An average of sixty-four percent globally say companies supporting politicians and media outlets that build consensus could help to increase civility and strengthen the social fabric.

To learn more about the Edelman Trust Barometer, visit www.edelman.com/trust/2023/trust-barometer #TrustBarometer

All data is based on general population sample unless otherwise noted.

