**2023 Edelman Trust Barometer**

**Methodology**

**Annual online survey in its 23rd year**

Fieldwork conducted: Nov 1 – Nov 28, 2022

<table>
<thead>
<tr>
<th>Countries</th>
<th>Respondents</th>
<th>Respondents per country**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>28</td>
<td>32,000+</td>
</tr>
<tr>
<td>Australia</td>
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<td>32,000+</td>
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<tr>
<td>Canada</td>
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<td>UK</td>
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<td>U.S.</td>
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<tr>
<td>UAE</td>
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<td>32,000+</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>28</td>
<td>32,000+</td>
</tr>
</tbody>
</table>
| Russia, part of the Edelman Trust Barometer from 2007 to 2022, was not included in this wave

**Global averages**

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

- 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.

**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.
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.
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

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.”
Drivers Of Polarization: Distrust, Weak Social Fabric, Unfairness

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

- Distrust in government  +++
- Lack of shared identity  +++
- Systemic unfairness  ++
- Economic pessimism  +
- Societal fears  +
- Distrust in media  +

2023 Edelman Trust Barometer. Regression analysis conducted on several questions. For a full explanation of how this data was calculated, please see the Technical Appendix.
Both Cause and Consequence: Polarization Itself Leads to Further Distrust

Percent trust among those who say

My country is ...

... not very divided

... divided, not entrenched

... polarized: divisions are entrenched

When we see our country as polarized, we don't trust
Best Societal Outcomes When Government and Business Work Together

Percent who say

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

- 41

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

Both working independently

- 21

Government only working alone

- 16

Business only working alone

- 10

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, 25-mkt avg. Data not collected in China and Thailand. Data is rebased to exclude those that said, “don’t know” and is showing an average of five issues.
Polarization Worsens Fears

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

GLOBAL 25 Excludes China and Thailand

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

Top 5 of 13:

#1 Worsening prejudice and discrimination  
#2 Slower economic development  
#3 Violence in the streets  
#4 Inability to address societal challenges  
#5 I will suffer financially
Trust
Is the Safety Net Facing Economic Fears
My family and I will be better off in five years

Change, 2022 to 2023

GLOBAL 24

24 of 28 countries at all-time lows

Developed countries

My family and I will be better off in five years

Percent who say

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 China, All Institutions Trusted

Percent trust, in China

- **Government**: 89
- **Business**: 84
- **Media**: 79
- **NGOs**: 78

**Least-trusting countries for each institution**
- **Government**: Japan 33, S. Africa 22, Argentina 20
- **Business**: Spain 49, Japan 47, S. Korea 38
- **Media**: UK 37, Japan 34, S. Korea 27
- **NGOs**: *Sweden 44, Germany 41, Japan 38

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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, China. Year-over-year changes were tested for significance using a t-test at the 99%+ confidence level.
In China, All Leaders Trusted

Percent trust, in China

<table>
<thead>
<tr>
<th>Group</th>
<th>2022 Trust</th>
<th>2023 Trust</th>
<th>Change, 2022 to 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journalists</td>
<td>76</td>
<td>77</td>
<td>-1</td>
</tr>
<tr>
<td>People in my local community</td>
<td>80</td>
<td>81</td>
<td>-1</td>
</tr>
<tr>
<td>My neighbors</td>
<td>81</td>
<td>82</td>
<td>-1</td>
</tr>
<tr>
<td>CEOs</td>
<td>82</td>
<td>84</td>
<td>-1</td>
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<tr>
<td>Citizens of my country</td>
<td>84</td>
<td>85</td>
<td>0</td>
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<tr>
<td>My coworkers</td>
<td>85</td>
<td>85</td>
<td>-5</td>
</tr>
<tr>
<td>Government leaders</td>
<td>85</td>
<td>86</td>
<td>+1</td>
</tr>
<tr>
<td>Scientists</td>
<td>85</td>
<td>86</td>
<td>+1</td>
</tr>
</tbody>
</table>

Change, 2022 to 2023:
- Distrust (1-49)
- Neutral (50-59)
- Trust (60-100)

Significant change: +1

2023 Edelman Trust Barometer. TRU, PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Some attributes asked of half of the sample. General population, China. "My coworkers" and "my CEO" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.
Smallest Gap Among High Trust Markets

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

In China, both government and business trusted

<table>
<thead>
<tr>
<th>Institution</th>
<th>Trust in Business</th>
<th>Trust in Government</th>
<th>Trust Gap</th>
</tr>
</thead>
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<tr>
<td>Global 27</td>
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<td>51</td>
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<td>S. Africa</td>
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<td>15</td>
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<td>Turkey</td>
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<td>U.S.</td>
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<td>Australia</td>
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<td>Ireland</td>
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<td>S. Korea</td>
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<tr>
<td>Singapore</td>
<td>76</td>
<td>47</td>
<td>-14</td>
</tr>
</tbody>
</table>

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, 27-mkt avg. *Sweden is not included in the global average.
Trust Index: Trust Stable Amid Economic Headwinds

2023 Edelman Trust Barometer

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 on a 9-point scale; top 4 box, trust. General population, 27-mkt avg. *Sweden is not included in the global average.

Change, 2022 to 2023

Biggest gainers:
U.S. +5
Colombia +3
Kenya +3

Biggest losers:
S. Korea -6
Australia -5
Malaysia -4

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

2023 General population

Global 27

2022

China
83
UAE
76
Indonesia
75
India
74
Saudi Arabia
72
Malaysia
66
Singapore
66
Thailand
66
Kenya
60
Mexico
59
The Netherlands
57
Nigeria
56
Canada
54
Australia
53
Italy
53
Brazil
51
Ireland
51
France
50
Brazil
51
Ireland
51
France
50
U.S.
48
S. Africa
48
Germany
46
Argentina
45
Spain
45
UK
44
U.S.
43
S. Korea
42
Japan
40

2023

Global 27

China
83
Indonesia
75
UAE
74
India
73
Saudi Arabia
71
Singapore
66
Thailand
66
Kenya
63
Malaysia
62
Mexico
61
Nigeria
56
The Netherlands
54
Brazil
53
Canada
52
Colombia
51
France
51
Australia
50
U.S.
48
S. Korea
48
Japan
40

Global

2023

China
83
Indonesia
75
UAE
74
India
73
Saudi Arabia
71
Singapore
66
Thailand
66
Kenya
63
Malaysia
62
Mexico
61
Nigeria
56
The Netherlands
54
Brazil
53
Canada
52
Colombia
51
France
51
Australia
50
U.S.
48
S. Korea
48
Japan
40

Global

2022

China
83
UAE
76
Indonesia
75
India
74
Saudi Arabia
72
Malaysia
66
Singapore
66
Thailand
66
Kenya
60
Mexico
59
The Netherlands
57
Nigeria
56
Canada
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Australia
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Italy
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Brazil
51
Ireland
51
France
50
Brazil
51
Ireland
51
France
50
U.S.
48
S. Africa
48
Germany
46
Argentina
45
Spain
45
UK
44
U.S.
43
S. Korea
42
Japan
40

Global
China - U.S. Trust Divergence Remains Large

Percent trust

TRUST INDEX

DIVERGING TRUST IN BRAND CHINA VS BRAND U.S. ABROAD
Percent trust, 26-market averages*

China

35pts

32% trust companies headquartered in China (+0pts)

U.S.

+5

55% trust companies headquartered in the U.S. (+0pts)

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, China and the U.S. 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. *does not include home country rating. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.
## Trust at Home Does Not Guarantee Trust Abroad

Percent trust in companies headquartered in each country

<table>
<thead>
<tr>
<th>Country</th>
<th>Foreign trust</th>
<th>Domestic trust</th>
<th>Trust gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>32</td>
<td>90</td>
<td>-58</td>
</tr>
<tr>
<td>India</td>
<td>34</td>
<td>89</td>
<td>-55</td>
</tr>
<tr>
<td>S. Korea</td>
<td>48</td>
<td>55</td>
<td>-7</td>
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</tr>
<tr>
<td>Canada</td>
<td>67</td>
<td>74</td>
<td>-7</td>
</tr>
</tbody>
</table>

### China and India face massive trust deficits abroad

- Foreign trust: 32 (China), 34 (India)
- Domestic trust: 90 (China), 89 (India)

Trust gap: -58 (China), -55 (India)

---

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”.

Divisive Forces Exploit and Intensify Our Differences

Percent who say, in China

These groups are

<table>
<thead>
<tr>
<th></th>
<th>a dividing force</th>
<th>a unifying force</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hostile foreign</td>
<td>51</td>
<td>39</td>
</tr>
<tr>
<td>governments</td>
<td>47</td>
<td>39</td>
</tr>
<tr>
<td>Rich and powerful</td>
<td>33</td>
<td>53</td>
</tr>
<tr>
<td>NGO leaders</td>
<td>31</td>
<td>58</td>
</tr>
<tr>
<td>Business leaders</td>
<td>26</td>
<td>64</td>
</tr>
<tr>
<td>Teachers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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 7-11, a dividing source in society; codes 1-5, a unifying source in society. Some attributes asked of half of the sample. General population, China. "Government leaders" and "Journalists" not collected in China.
Mass-Class Divide: Income-Based Inequality Creates Two Trust Realities

## Trust Index

<table>
<thead>
<tr>
<th>Trust Level</th>
<th>Percent Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distrust</td>
<td>1-49</td>
</tr>
<tr>
<td>Neutral</td>
<td>50-59</td>
</tr>
<tr>
<td>Trust</td>
<td>60-100</td>
</tr>
</tbody>
</table>

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.

### Global 27

<table>
<thead>
<tr>
<th>Country</th>
<th>Trust Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>64</td>
</tr>
<tr>
<td>Thailand</td>
<td>85</td>
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<td>Saudi Arabia</td>
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<td>Singapore</td>
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</tr>
<tr>
<td>S. Africa</td>
<td>52</td>
</tr>
<tr>
<td>*Sweden</td>
<td>52</td>
</tr>
<tr>
<td>UK</td>
<td>51</td>
</tr>
<tr>
<td>Spain</td>
<td>49</td>
</tr>
<tr>
<td>Japan</td>
<td>48</td>
</tr>
<tr>
<td>Argentina</td>
<td>47</td>
</tr>
<tr>
<td>S. Korea</td>
<td>44</td>
</tr>
</tbody>
</table>

### 2023 High income (top 25%)

<table>
<thead>
<tr>
<th>Country</th>
<th>Trust Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>90</td>
</tr>
<tr>
<td>Thailand</td>
<td>85</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>84</td>
</tr>
<tr>
<td>Indonesia</td>
<td>82</td>
</tr>
<tr>
<td>UAE</td>
<td>82</td>
</tr>
<tr>
<td>India</td>
<td>76</td>
</tr>
<tr>
<td>Singapore</td>
<td>73</td>
</tr>
<tr>
<td>Kenya</td>
<td>70</td>
</tr>
<tr>
<td>Malaysia</td>
<td>66</td>
</tr>
<tr>
<td>Mexico</td>
<td>64</td>
</tr>
<tr>
<td>U.S.</td>
<td>63</td>
</tr>
<tr>
<td>Nigeria</td>
<td>62</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>62</td>
</tr>
<tr>
<td>France</td>
<td>60</td>
</tr>
<tr>
<td>Germany</td>
<td>60</td>
</tr>
<tr>
<td>Ireland</td>
<td>60</td>
</tr>
<tr>
<td>Italy</td>
<td>59</td>
</tr>
<tr>
<td>Brazil</td>
<td>56</td>
</tr>
<tr>
<td>Australia</td>
<td>54</td>
</tr>
<tr>
<td>Colombia</td>
<td>54</td>
</tr>
<tr>
<td>Canada</td>
<td>53</td>
</tr>
<tr>
<td>S. Africa</td>
<td>52</td>
</tr>
<tr>
<td>*Sweden</td>
<td>52</td>
</tr>
<tr>
<td>UK</td>
<td>51</td>
</tr>
<tr>
<td>Spain</td>
<td>49</td>
</tr>
<tr>
<td>Japan</td>
<td>48</td>
</tr>
<tr>
<td>Argentina</td>
<td>47</td>
</tr>
<tr>
<td>S. Korea</td>
<td>44</td>
</tr>
</tbody>
</table>

### 2023 Low income (bottom 25%)

<table>
<thead>
<tr>
<th>Country</th>
<th>Trust Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>71</td>
</tr>
<tr>
<td>India</td>
<td>70</td>
</tr>
<tr>
<td>Indonesia</td>
<td>68</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>64</td>
</tr>
<tr>
<td>Kenya</td>
<td>63</td>
</tr>
<tr>
<td>UAE</td>
<td>63</td>
</tr>
<tr>
<td>Mexico</td>
<td>56</td>
</tr>
<tr>
<td>Nigeria</td>
<td>56</td>
</tr>
<tr>
<td>Malaysia</td>
<td>55</td>
</tr>
<tr>
<td>Singapore</td>
<td>55</td>
</tr>
<tr>
<td>Brazil</td>
<td>48</td>
</tr>
<tr>
<td>Thailand</td>
<td>48</td>
</tr>
<tr>
<td>Canada</td>
<td>47</td>
</tr>
<tr>
<td>France</td>
<td>46</td>
</tr>
<tr>
<td>Italy</td>
<td>46</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>46</td>
</tr>
<tr>
<td>Colombia</td>
<td>44</td>
</tr>
<tr>
<td>Australia</td>
<td>43</td>
</tr>
<tr>
<td>Germany</td>
<td>42</td>
</tr>
<tr>
<td>Ireland</td>
<td>41</td>
</tr>
<tr>
<td>S. Africa</td>
<td>41</td>
</tr>
<tr>
<td>*Sweden</td>
<td>40</td>
</tr>
<tr>
<td>Spain</td>
<td>40</td>
</tr>
<tr>
<td>U.S.</td>
<td>37</td>
</tr>
<tr>
<td>Argentina</td>
<td>35</td>
</tr>
<tr>
<td>UK</td>
<td>35</td>
</tr>
<tr>
<td>Japan</td>
<td>29</td>
</tr>
<tr>
<td>S. Korea</td>
<td>29</td>
</tr>
</tbody>
</table>

15pts trust inequality globally; double-digits in 21 of 28 countries

### Greatest income-based trust inequality in:

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

*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.*
Personal Anxieties On Par With Existential Fears

Percent who worry about each, in China

- **Job loss (net):** 85%
- **Inflation:** 66%
- **Climate change:** 69%
- **Nuclear war:** 63%
- **Energy shortages:** 58%
- **Food shortages:** 58%

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? A 9-point scale; top 4 box, worry. Some attributes asked of half of the sample. General population, China. 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.
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 China

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

- **Help them** if they were in need
- **Be willing to live in the same neighborhood**
- **Be willing to have them as a coworker**

32% 19% 20%

---

2023 Edelman Trust Barometer. ISS_DIFCONS. Thinking about the issue you just selected, which of the following describes how you would feel about, or act towards, a person who strongly disagreed with your position or point of view on that issue? Pick all that apply. Question asked among those who feel strongly about an issue (PERS_ISS/1-5). General population, China.
Great Expectations, Heightened Risk for Business
In China, Seven-Point Increase in Business Ethics Since 2020

(Competence score, net ethical score)

<table>
<thead>
<tr>
<th></th>
<th>Business</th>
<th>NGOs</th>
<th>Change, 2020 to 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competence score</td>
<td>31</td>
<td>26</td>
<td>-8</td>
</tr>
<tr>
<td>Net ethical score</td>
<td>47</td>
<td>40</td>
<td>-1</td>
</tr>
</tbody>
</table>

Change, 2020 to 2023

The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. The competence score is a net based on TRU_3D_[INS]/1. General population, China. For full details regarding how this data was calculated and plotted, please see the Technical Appendix. Government and Media not collected in China.
In China, My Employer Trusted

Percent trust

<table>
<thead>
<tr>
<th>Institution</th>
<th>2022</th>
<th>2023</th>
<th>Change, 2022 to 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>89</td>
<td>89</td>
<td>+1</td>
</tr>
<tr>
<td>Business</td>
<td>84</td>
<td>84</td>
<td>+1</td>
</tr>
<tr>
<td>Media</td>
<td>79</td>
<td>79</td>
<td>+1</td>
</tr>
<tr>
<td>NGOs</td>
<td>78</td>
<td>78</td>
<td>+1</td>
</tr>
</tbody>
</table>

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

Significant change

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, by market. "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.
Want More Societal Engagement from Business, Not Less

Percent who say, in China

On addressing each societal issue, business is

- Climate change: 44 not doing enough, 11 overstepping
- Energy shortages: 40 not doing enough, 10 overstepping
- Healthcare access: 41 not doing enough, 10 overstepping
- Economic inequality: 41 not doing enough, 12 overstepping
- Workforce reskilling: 40 not doing enough, 13 overstepping
- Trustworthy information: 35 not doing enough, 14 overstepping

Multiplier not doing enough vs overstepping:
- Climate change: 4x
- Energy shortages: 4x
- Healthcare access: 4x
- Economic inequality: 3.5x
- Workforce reskilling: 3x
- Trustworthy information: 2.5x
Navigating a Polarized World
Hold Divisive Forces Accountable

Percent who say, in China

I believe CEOs are obligated to …

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

Companies could strengthen the social fabric if they

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

82%

66%

---

2023 Edelman Trust Barometer. CEO_PLAY_BK. How obligated do you believe CEOs are to take the following actions? 5-point scale; top 3 box, obligated. Attributes shown to half of the sample. 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, China. “When companies support politicians and media outlets that build consensus” is an average of attributes 2 and 9.
In China, CEOs Most Expected To Act on Employees, Climate, and Discrimination

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percent Who Say</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climate change</td>
<td>79</td>
</tr>
<tr>
<td>Discrimination</td>
<td>79</td>
</tr>
<tr>
<td>Treatment of employees</td>
<td>79</td>
</tr>
<tr>
<td>Wealth gap</td>
<td>74</td>
</tr>
<tr>
<td>Immigration</td>
<td>72</td>
</tr>
</tbody>
</table>

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

2023 Edelman Trust Barometer, CEO_ISS_EXP. For each of the following issues, please indicate what you expect CEOs to do. 3-point scale; code 1, publicly take a stand; code 2, take a stand and use resources. Question asked of half of the sample. General population, China. Data is rebased to exclude those that said, “don’t know,” and showing the sum of codes 1 and 2.
## Improve Economic Optimism: Invest in Fair Compensation, Local Communities, Skills Training

Percent who say, in China

<table>
<thead>
<tr>
<th>Action</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay a fair wage</td>
<td>87</td>
</tr>
<tr>
<td>Ensure their home community is safe and thriving</td>
<td>85</td>
</tr>
<tr>
<td>Retrain employees</td>
<td>83</td>
</tr>
<tr>
<td>Pay fair corporate taxes</td>
<td>75</td>
</tr>
</tbody>
</table>
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

68%

GLOBAL 27

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.
In China, Consumers and Employees Pressure Business to Stand Up for Them

Percent who say, in China

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

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

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)

Among employees

89% 72%

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, China. 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. China. All data is filtered to be among employees who work for an organization or corporation (Q63/1). "Societal impact" is an average of attributes 12-17.
Navigating 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 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.
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