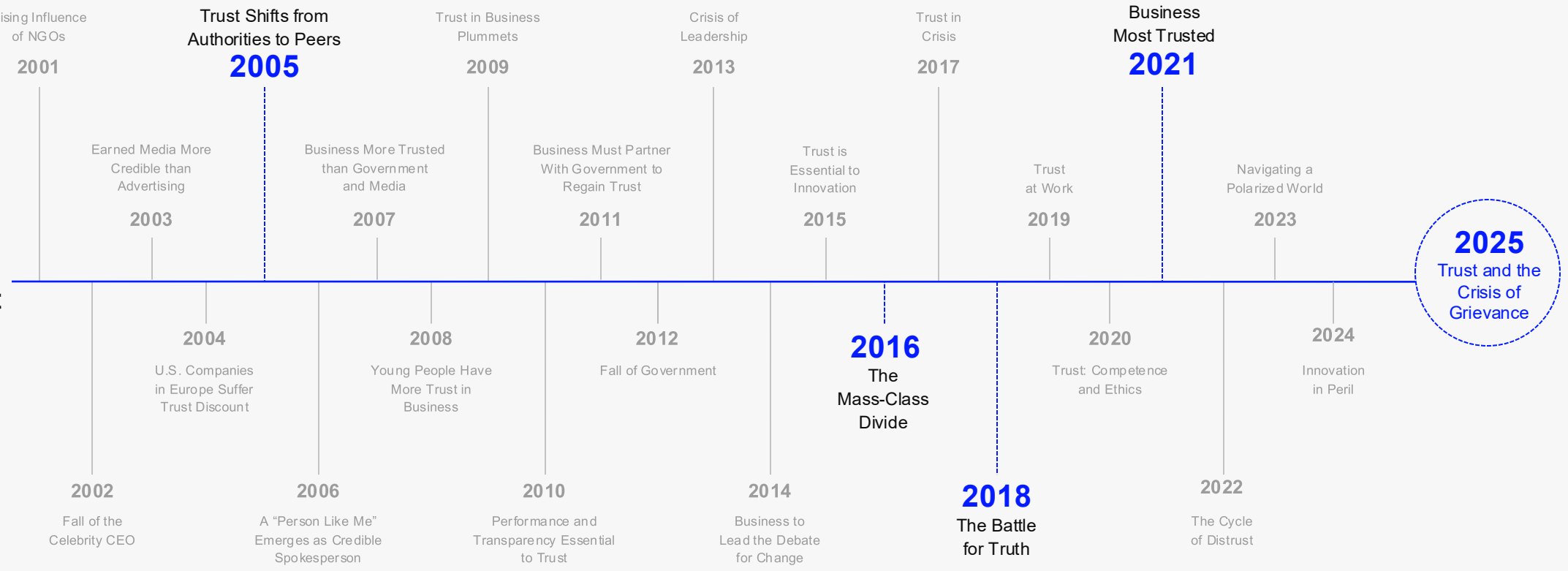
2025 Edelman Trust Barometer

Trust and the Crisis of Grievance
Insights for Financial Services Sector

Edelman Trust Institute | 25 YEARS Edelman Trust Barometer

A Generation of Institutional Failures Erupts Into Grievance

25 Years of Trust



2025 Edelman Trust Barometer

Methodology

Annual online survey in its 25th year

Fieldwork conducted: Oct 25 – Nov 16, 2024

28
Countries

33,000+
Respondents

1,150+/-
Respondents per country*

Argentina	Colombia	Ireland	Mexico	S. Africa	UAE
Australia	France	Italy	Netherlands	S. Korea	UK
Brazil	Germany	Japan	Nigeria	Spain	U.S.
Canada**	India	Kenya	Saudi Arabia	Sweden	
China	Indonesia	Malaysia	Singapore	Thailand	

Data collected is representative of the general population across age, gender, region and ethnicity/nationality (where applicable) within each country.

*The sample size varies by country, from 1,150 to 2,124.

28-market global data margin of error: General population +/- 0.7 percentage points (n=33,194). Country-specific data margin of error: General population +/- 2.8 to 3.8 percentage points (varies by country based on sample size, n=1,150 to n=2,124). Margin of error is calculated at the 99% confidence level.

**Respondents in Canada who took the survey in French were recontacted between December 12 and 17, 2024 to address a translation issue affecting some questions.

Global averages

Unless otherwise indicated, global averages are composed of all 28 countries surveyed.

Statistical significance

Significant change

Indicates a statistically meaningful difference or change in the data that is unlikely to be due to chance or a random fluctuation.

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

Shortened question text

Throughout the report, question text has been edited for readability.

For more details on the margin of error, global averages, country-specific sample information, or to see the full text for any shortened statements, please see the Technical Appendix.

All content in this report are the property of the Edelman Trust Institute.

Institutional Failures Push Us to the Brink

Trust Inequality: Low Income Far Less Trusting Than High Income

Trust Index

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

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

Double-digit trust inequality in 22 countries, one fewer than 2024

2025 High income (top 25%)

62	Global 28
86	Indonesia
84	Saudi Arabia
83	China
80	India
80	UAE
79	Thailand
73	Singapore
71	Malaysia
69	Nigeria
68	Kenya
65	Mexico
64	Netherlands
59	Brazil
59	S. Africa
57	France
56	Ireland
55	Canada
55	Italy
54	Sweden
54	U.S.
53	Australia
52	Colombia
50	Argentina
50	Spain
49	S. Korea
48	UK
47	Germany
43	Japan

2025 Low income (bottom 25%)

50	Global 28
73	China
69	Indonesia
65	India
63	Saudi Arabia
60	Malaysia
60	Nigeria
60	UAE
59	Kenya
57	Singapore
55	Thailand
50	Netherlands
49	Canada
49	S. Africa
47	Mexico
44	Australia
44	Colombia
44	Sweden
43	Brazil
43	France
43	Ireland
43	Italy
42	Argentina
41	U.S.
39	Spain
37	Germany
37	UK
35	S. Korea
30	Japan

Greatest income-based trust inequality in:

Thailand	24pts
Saudi Arabia	21pts
UAE	20pts
Mexico	18pts
Indonesia	17pts

2025 Edelman Trust Barometer. The Trust Index is the average percent trust in business, government, media, and NGOs. 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, 28-mkt avg., by income. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.

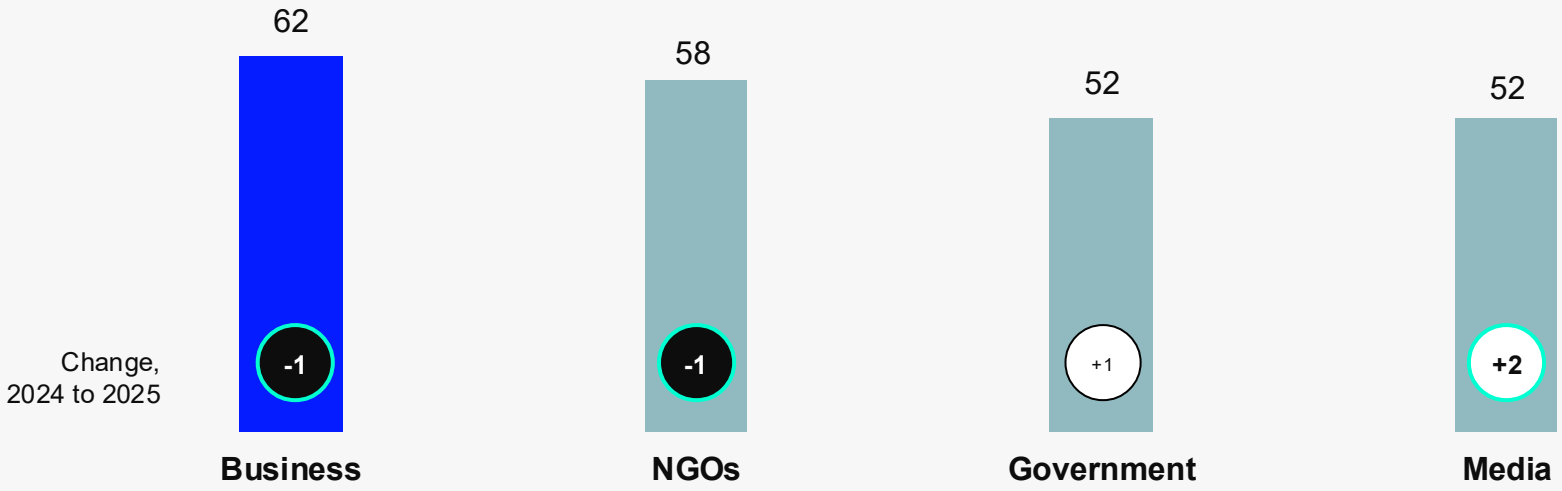
Business Remains Most Trusted Institution

Percent trust

GLOBAL 28

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

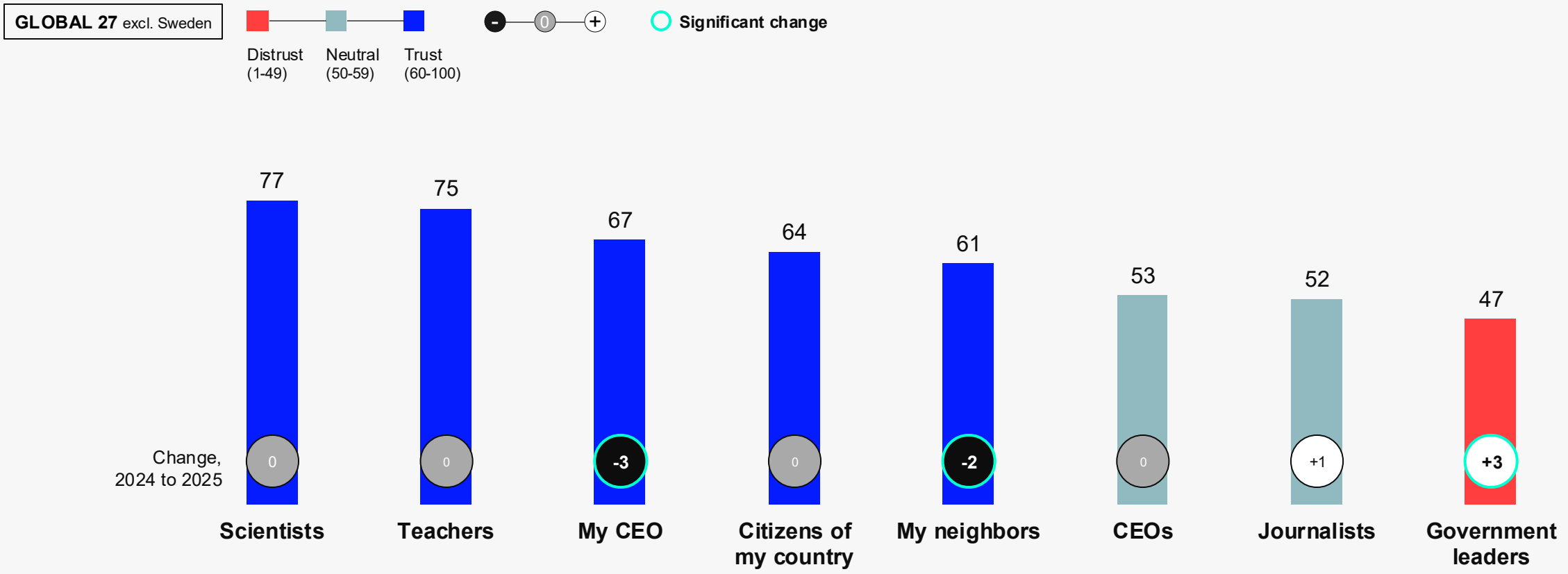
Significant change



2025 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, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Scientists and Teachers Trusted More Than Institutional Leaders

Percent trust to do what is right

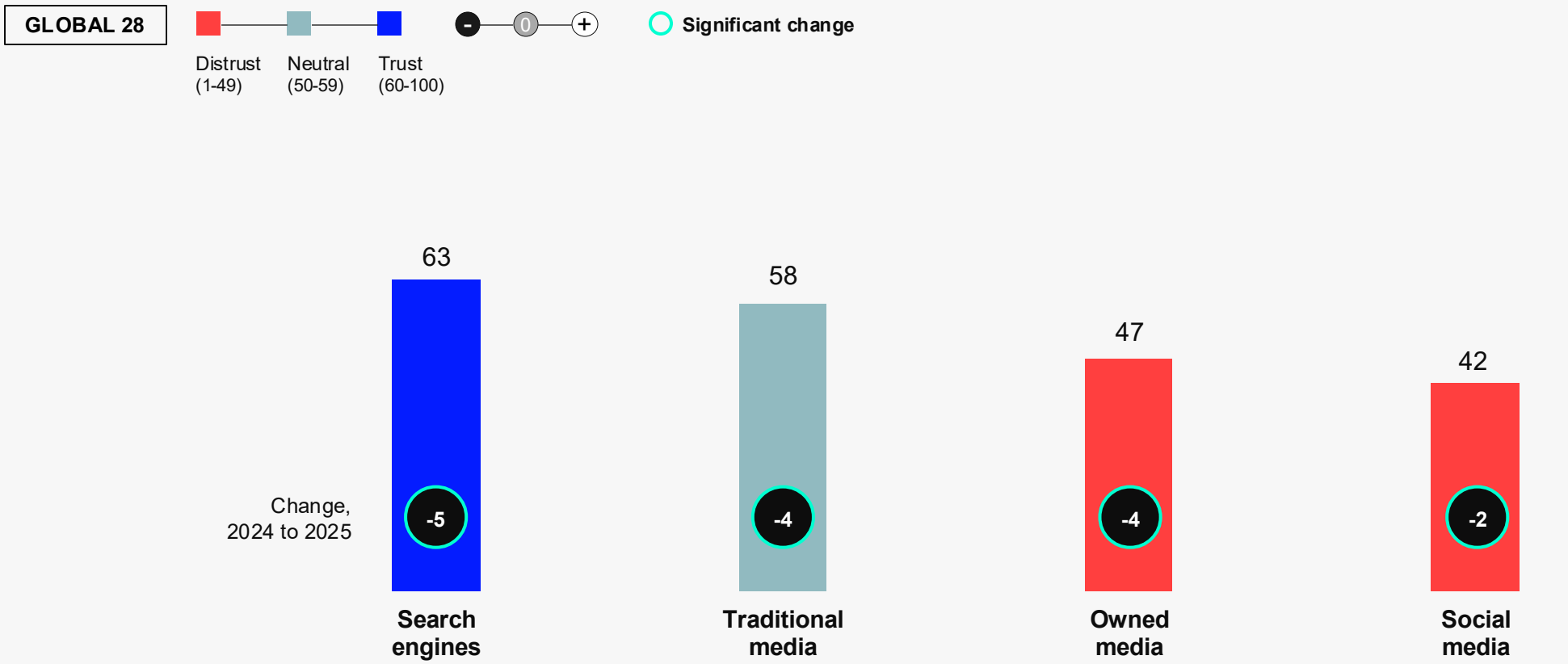


2025 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Some attributes shown to half the sample. General population, 27-mkt avg. "My CEO" only shown to those who are an employee of an organization (Q43/1). Due to a translation inconsistency in Sweden, it has been excluded from this analysis. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Respondents in Canada who took the survey in French were recontacted between December 12 and 17, 2024 to address a translation issue affecting "My CEO," "Citizens of my country," and "My neighbors." For more details, please see the Technical Appendix.

Trust in All News Sources Declines

Percent trust in each media source for general news and information



2025 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Majority Concern Over Credibility of News Sources

Percent who agree

GLOBAL 26

- 0 +

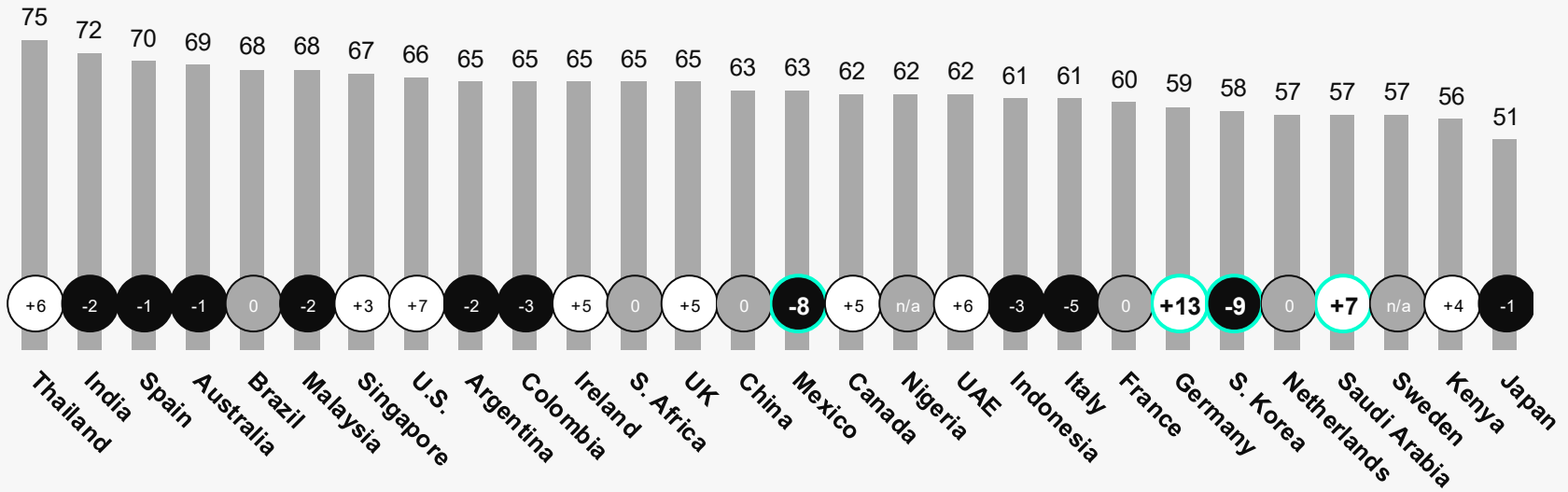
Significant change

It is becoming harder to tell if news is from **respected media** or an **individual trying to deceive people**

63%

0 pts

Change, 2021 to 2025



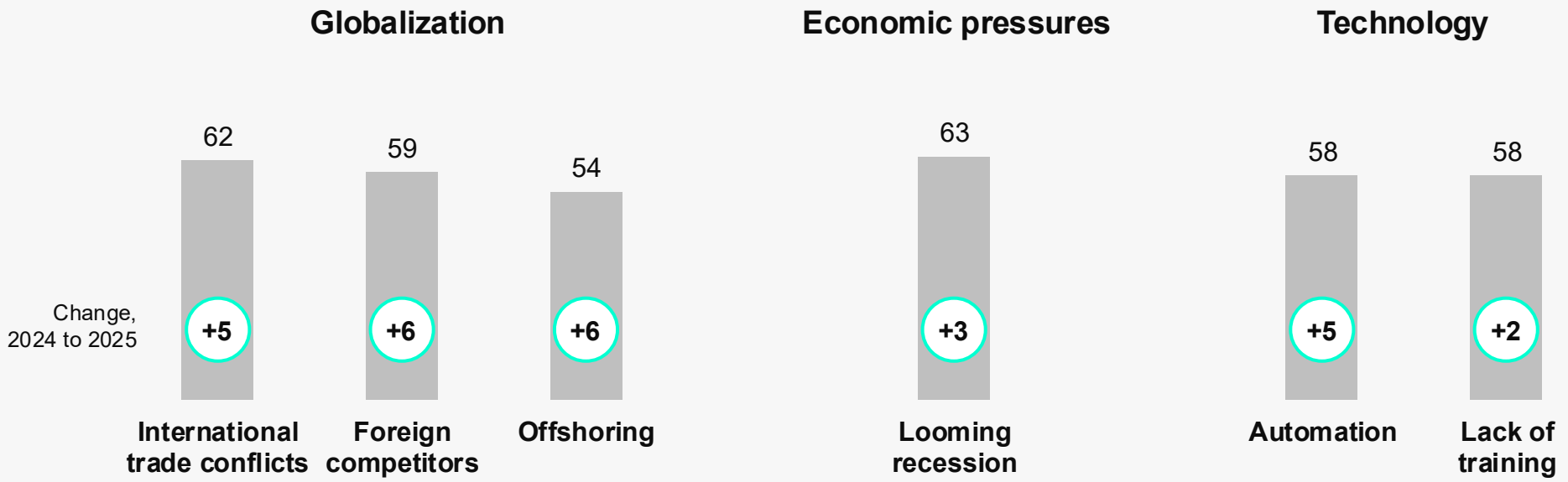
2025 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 26-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Globalization, Economic, and Technology Fears Worsen Job Insecurity

Percent of employees who worry

GLOBAL 28 — (-) 0 (+) — Significant change

My **job security** is threatened by…



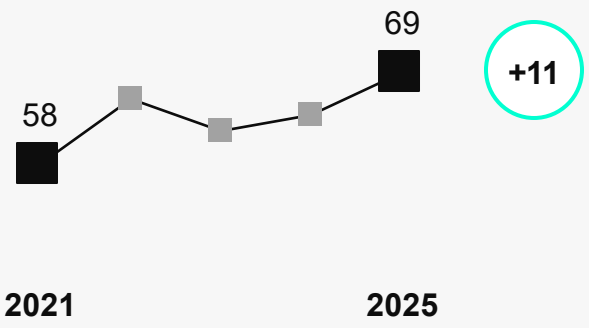
2025 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Attributes only asked of those who are an employee of an organization (Q43/1). General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Fear That Leaders Lie to Us at All-Time High

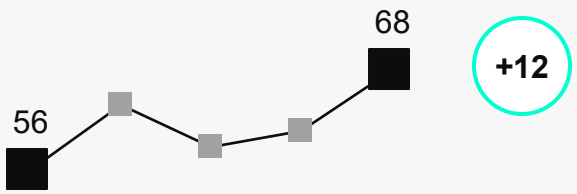
Percent who worry

GLOBAL 26 — Change, 2021 to 2025 — Significant change

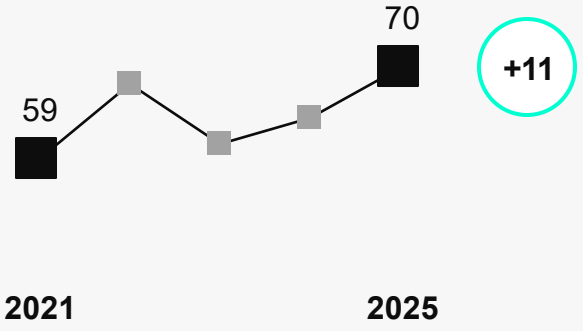
Government leaders



Business leaders



Journalists and reporters

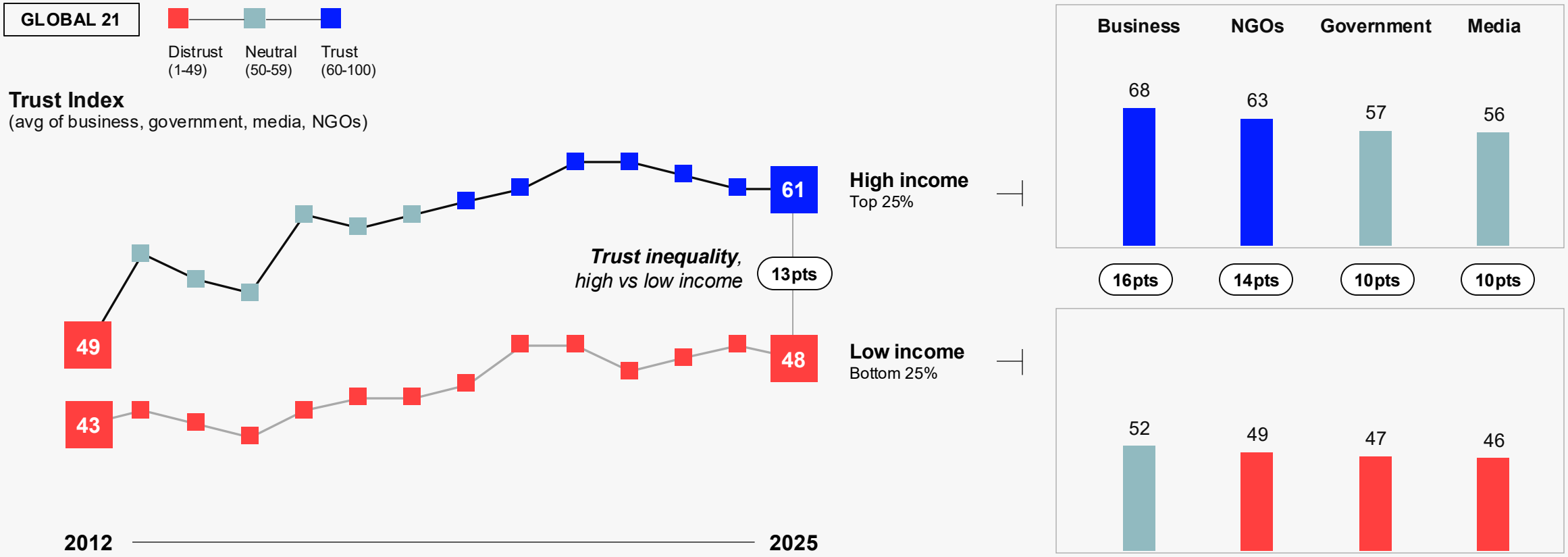


***purposely* mislead people**
by saying things they know are false or gross exaggerations

2025 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. Attributes asked of half the sample. General population, 26-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. The all-time highs and lows analysis comprised countries with at least five waves of data collection.

Low Income Mired in Distrust

Percent trust



2025 Edelman Trust Barometer. The Trust Index is the average percent trust in business, government, media, and NGOs. 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, 21-mkt avg., by income. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.

Due to a translation inconsistency in France, the 2021-2023 Trust Index scores have been imputed using a model. For more details, please see the Technical Appendix.

Our Future in Peril: We Lack Optimism For The Next Generation

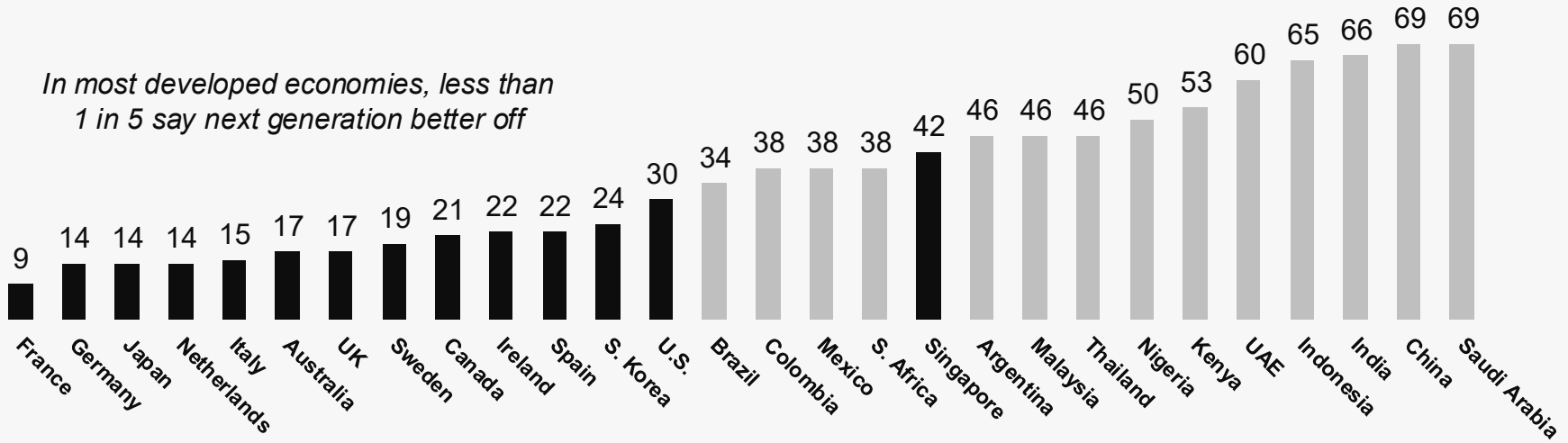
Percent who say

GLOBAL 28 ■ Developed countries

Compared to today,
the **next generation will be better off**

ONLY

36%



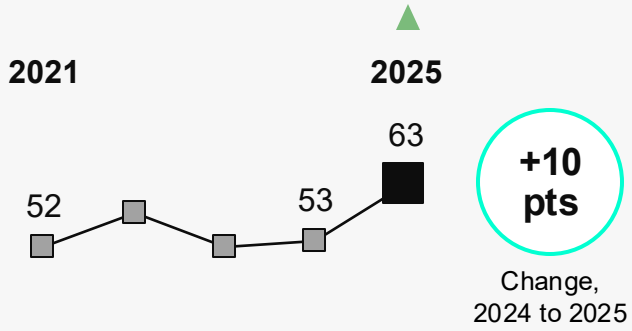
2025 Edelman Trust Barometer. BET_FUT. How do you think the state of things in your country will be for the next generation compared to how things are in your country today? 5-point scale; top 2 box, better. Question asked of half the sample. General population, 28-mkt avg.

Fear of Being Discriminated Against Surges to All-Time High

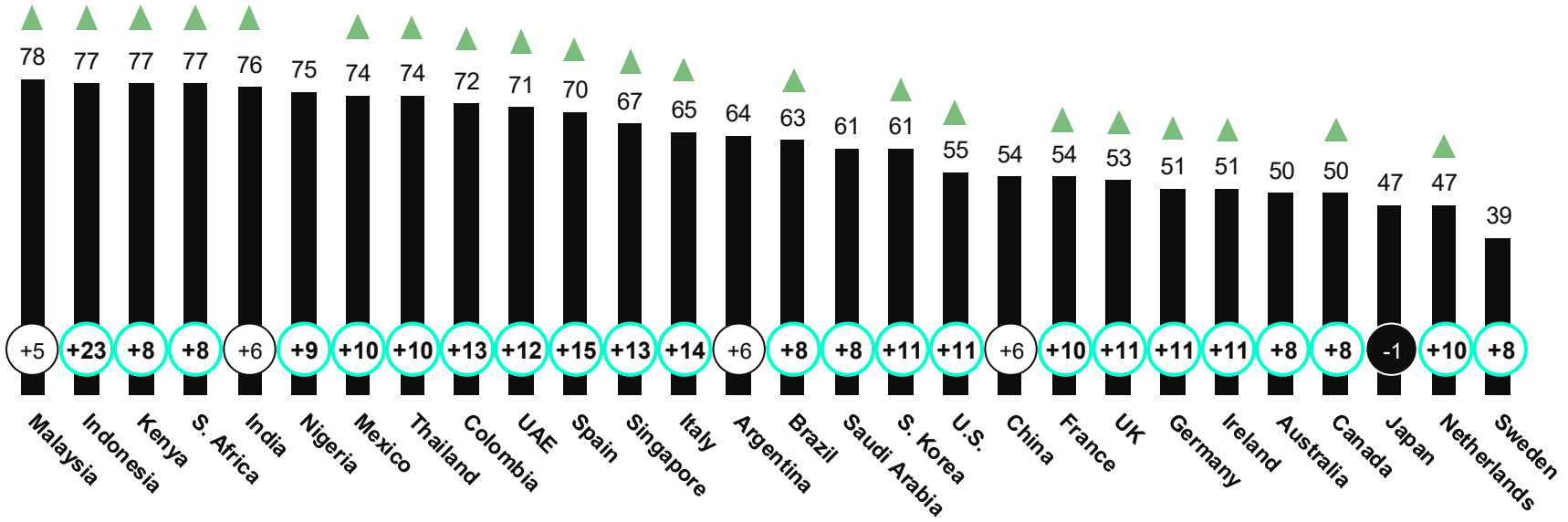
Percent who say

GLOBAL 26 | - 0 + | Significant change | All-time highs and lows

I worry about experiencing **prejudice, discrimination, or racism**



Double-digit increases in 15 of 28 countries



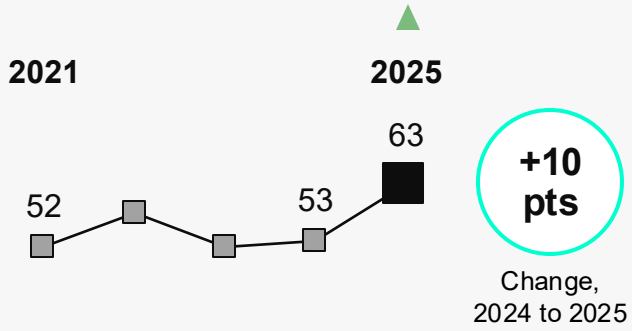
2025 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Attribute asked of half the sample. General population, 26-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. The all-time highs and lows analysis comprised countries with at least five waves of data collection, therefore Nigeria and Sweden were not included.

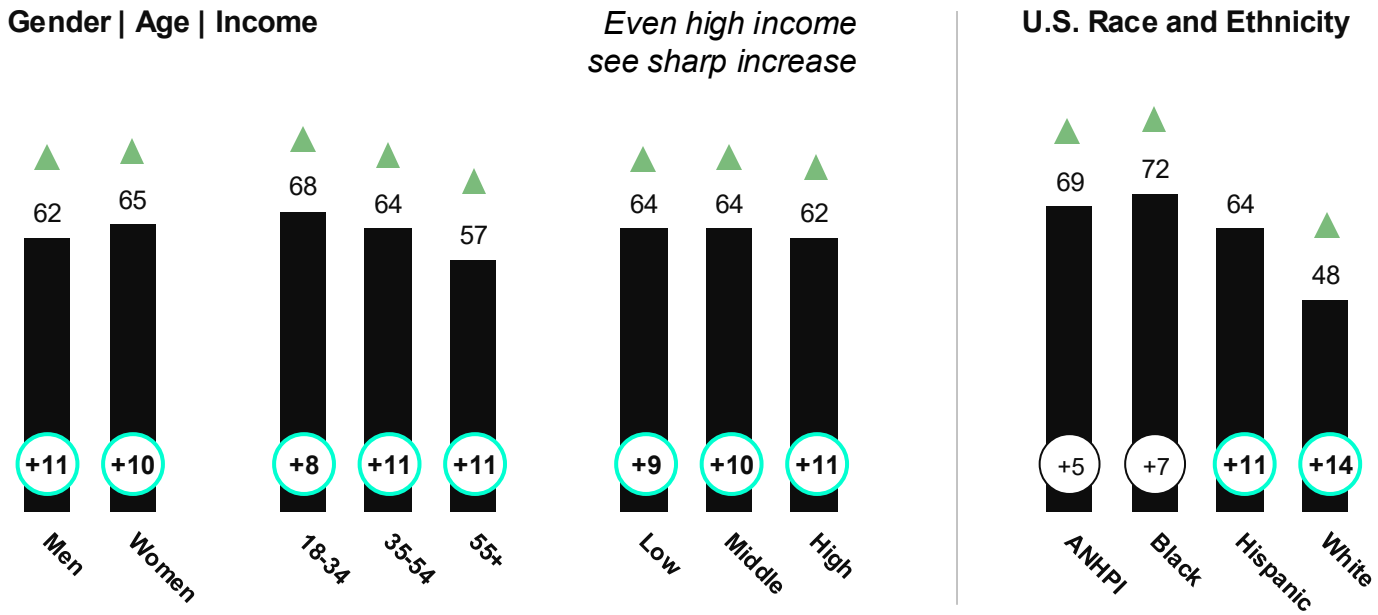
Fear of Being Discriminated Against Surges Across Demographics

Percent who say

GLOBAL 26 | - 0 + | Significant change | All-time highs and lows

I worry about experiencing **prejudice, discrimination, or racism**





4 in 10 See Hostile Activism as a Viable Means to Drive Change

Percent who say

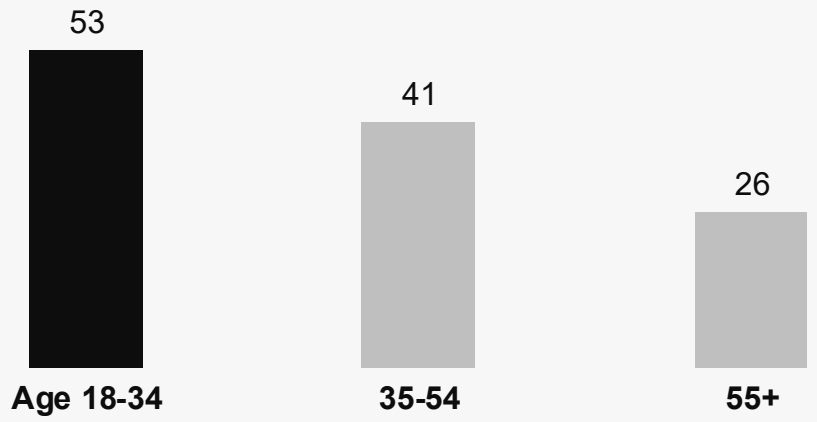
GLOBAL 28

I approve of hostile activism to drive change:

- *Attack people online (27%)*
- *Intentionally spread disinformation (25%)*
- *Threaten or commit violence (23%)*
- *Damage public or private property (23%)*

40% (net)

Over 1 in 2 young adults approve of hostile activism



2025 Edelman Trust Barometer. CNG_MECH. Which actions would you approve of as ways to bring about societal changes you felt would give you and your family a better future? For each of the potential ways to bring about change listed below, pick the statement which best describes how you would feel if someone did this. 4-point scale, codes 3-4, approve. Question asked of half the sample. General population, 28-mkt avg., and by age. The "Hostile Activism" data is a net percentage of attributes 7-10, meaning the percentage of respondents who approved of one or more of the four items shown.

6 in 10 Hold Grievances Against Business, Government, and the Rich

Percent who hold a low, moderate, or high sense of grievance

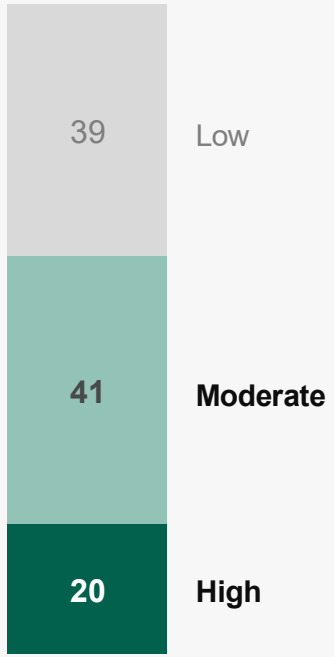
GLOBAL 26 excl. China, Thailand

I hold a sense of grievance because:

- *Business and government serve select few*
- *Business and government actions hurt me*
- *The system favors the rich*
- *The rich are getting richer*

My sense of grievance
is **moderate or higher**

61%



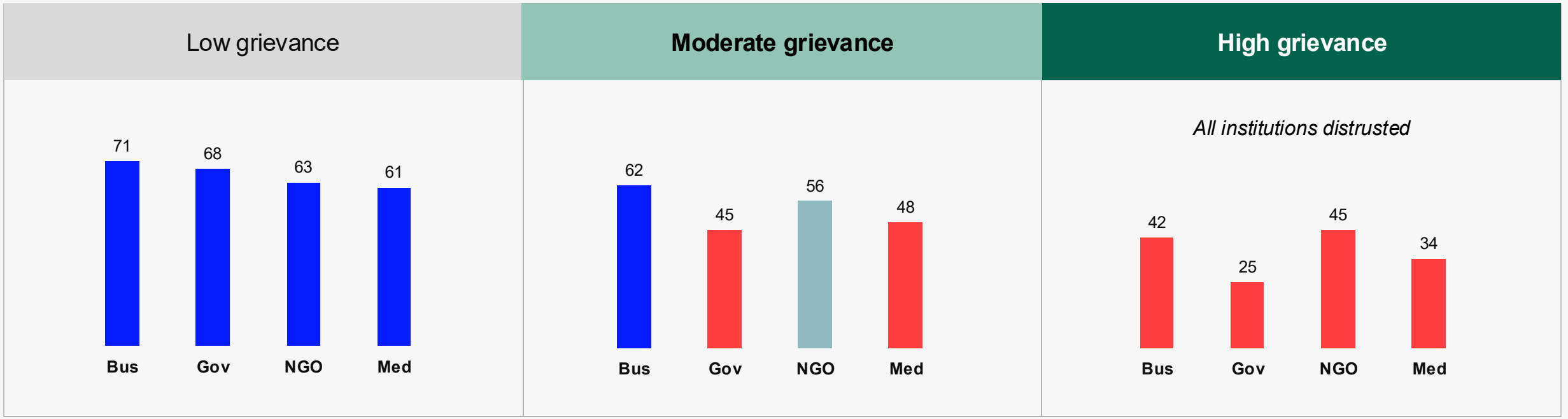
2025 Edelman Trust Barometer. Sense of Grievance scale. General population, 26-mkt avg. Certain data included in the scale was not collected in China or Thailand. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.

Grievance Imposes a Trust Penalty

Percent trust, by sense of grievance

GLOBAL 26 excl. China, Thailand

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

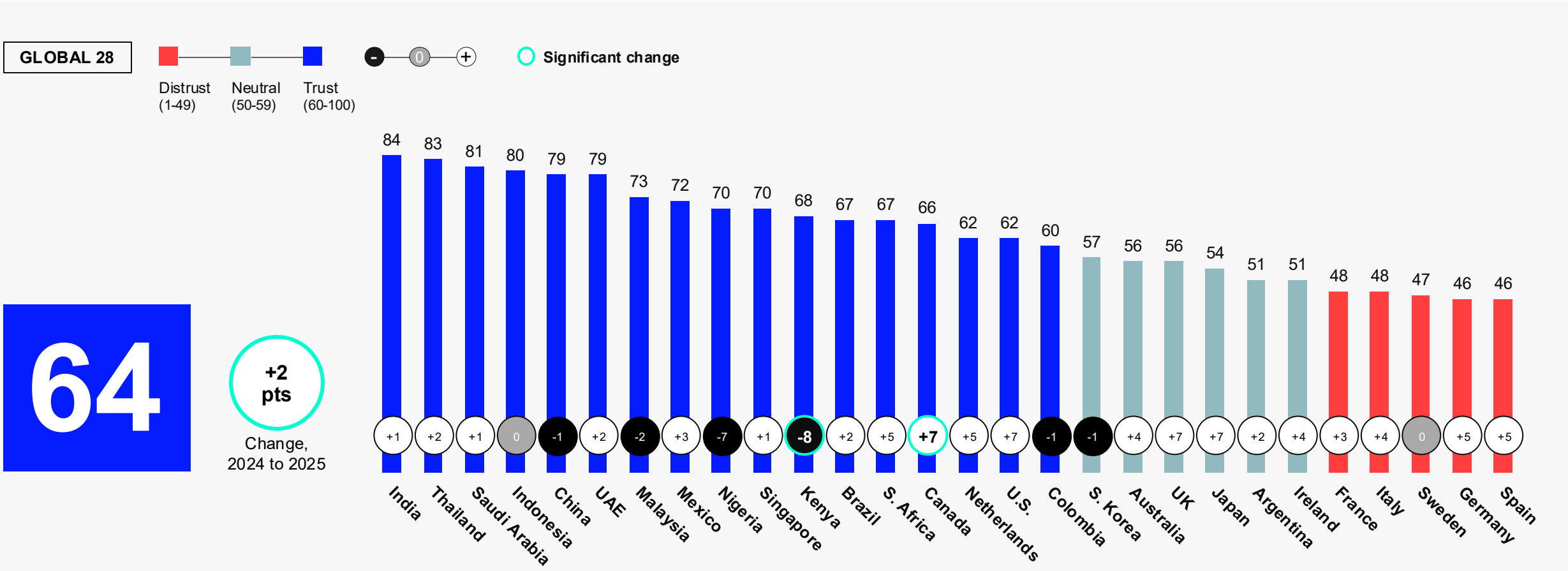


2025 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 26-mkt avg., by Sense of Grievance scale. Certain data included in the scale was not collected in China or Thailand. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix. "Bus" represents Business, "Gov" represents Government, "NGO" represents NGOs, and "Med" represents Media.

Trust in Financial Services

Financial Services Sector Trusted in 17 of 28 Countries

Percent trust in companies within the financial services sector



2025 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Less Trust in Financial Services Among Low Income and Political Left

Percent trust in companies within the financial services sector

GLOBAL 28

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

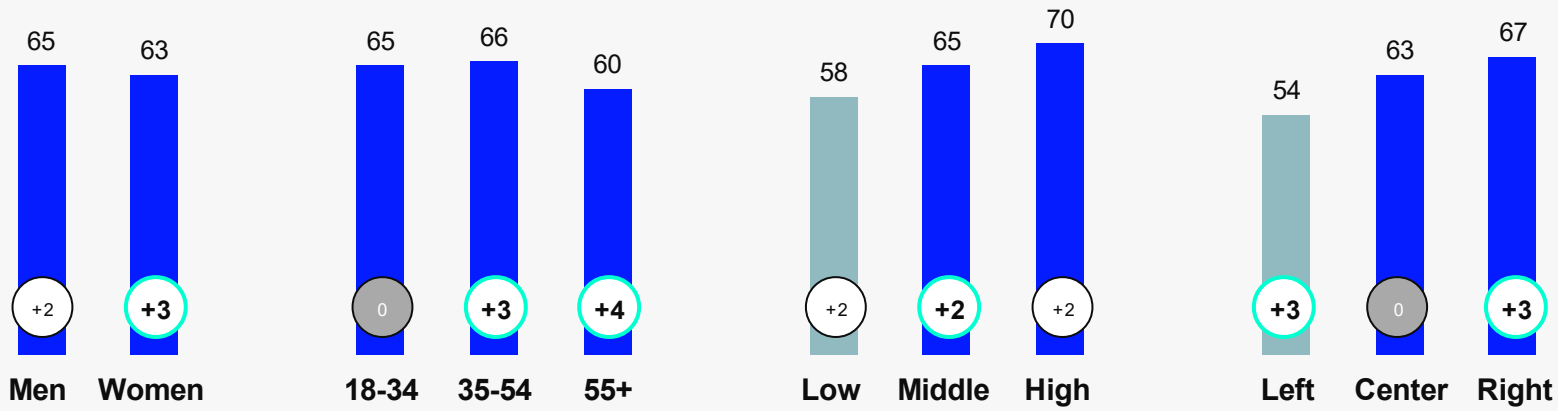
Significant change

64

+2 pts

Change, 2024 to 2025

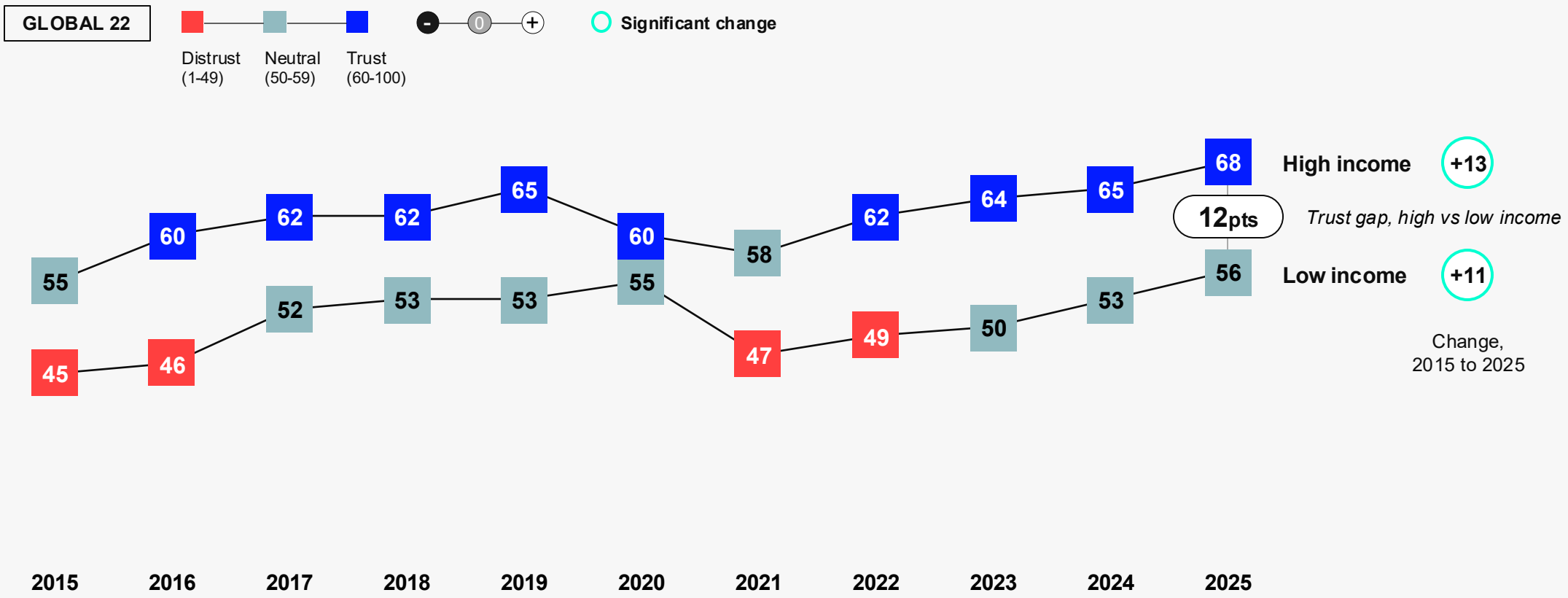
Gender | Age | Income | *Politics



2025 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg. and by demographics. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. *Political leaning is not asked in China, Saudi Arabia, Thailand or the UAE.

Income Trust Gap Persists for Financial Services Sector

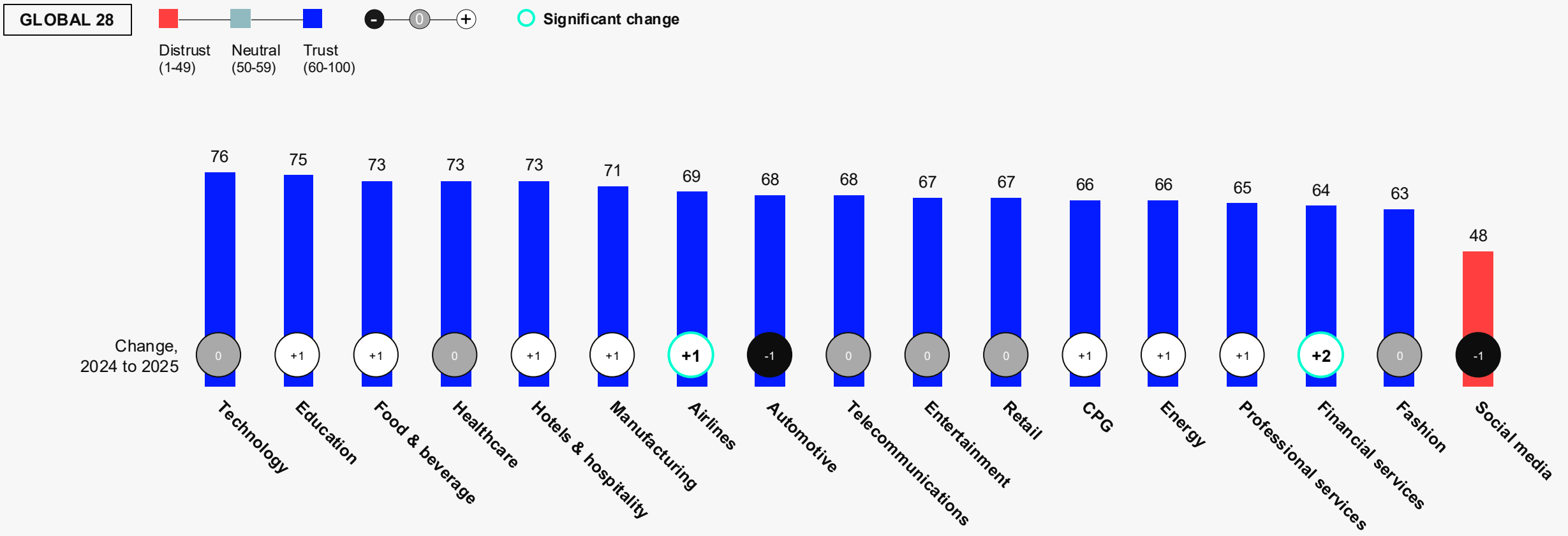
Percent trust in companies within the financial services sector



2025 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 22-mkt avg., by income. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Most Industry Sectors Remain Trusted

Percent trust



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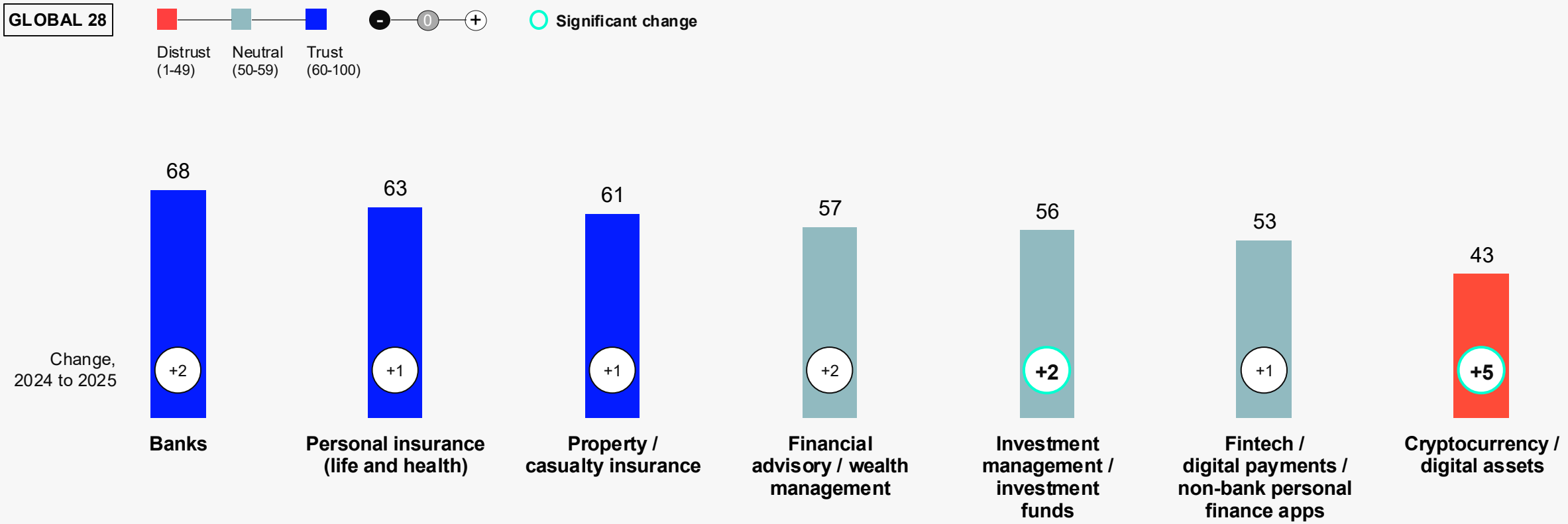
Trust in Financial Services Subsectors

Percent trust in companies within each financial services subsector



2025 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Trust in Financial Services Subsectors: 10-Year Trend

Percent trust in companies within each financial services subsector

GLOBAL 22

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

* Significant change

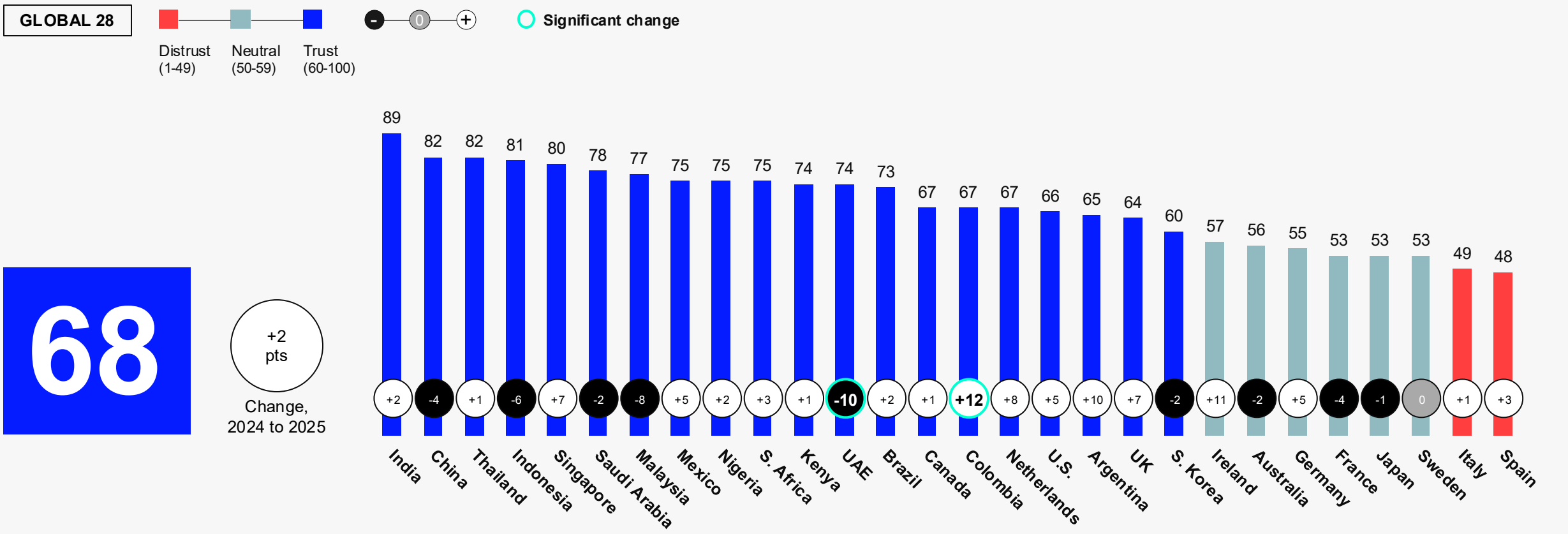
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	10yr change
Banks	52	58	59	-	63	59	57	59	62	65	67	+15*
Personal insurance (life and health)	-	-	-	-	-	59	56	60	58	61	61	-
Property / casualty insurance	-	-	-	-	-	56	53	57	54	59	59	-
Financial advisory / wealth management	47	50	51	-	55	54	49	52	50	53	55	+8*
Investment management / investment funds	-	-	-	-	-	-	-	-	48	52	54	-
Fintech / digital payments / non-bank personal finance apps	-	-	-	-	-	-	-	-	47	49	50	-
Cryptocurrency / digital assets	-	-	-	-	-	-	38	38	33	35	40	-

2025 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 22-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Financial Services Subsector:

Traditional Banks Trusted in 20 of 28 Countries

Percent trust in companies within the banking subsector



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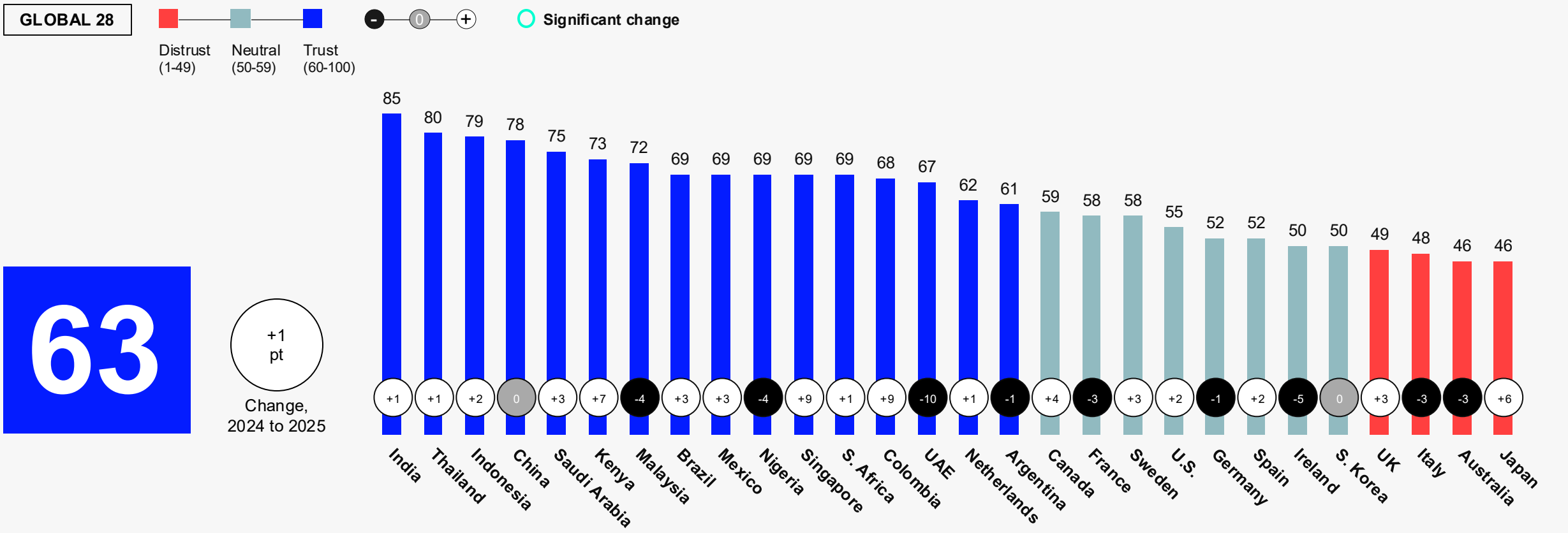
Financial Services Subsector:

Life and Health Insurance Companies Trusted in 16 of 28 Countries

Percent trust in companies within the personal insurance (life and health) subsector

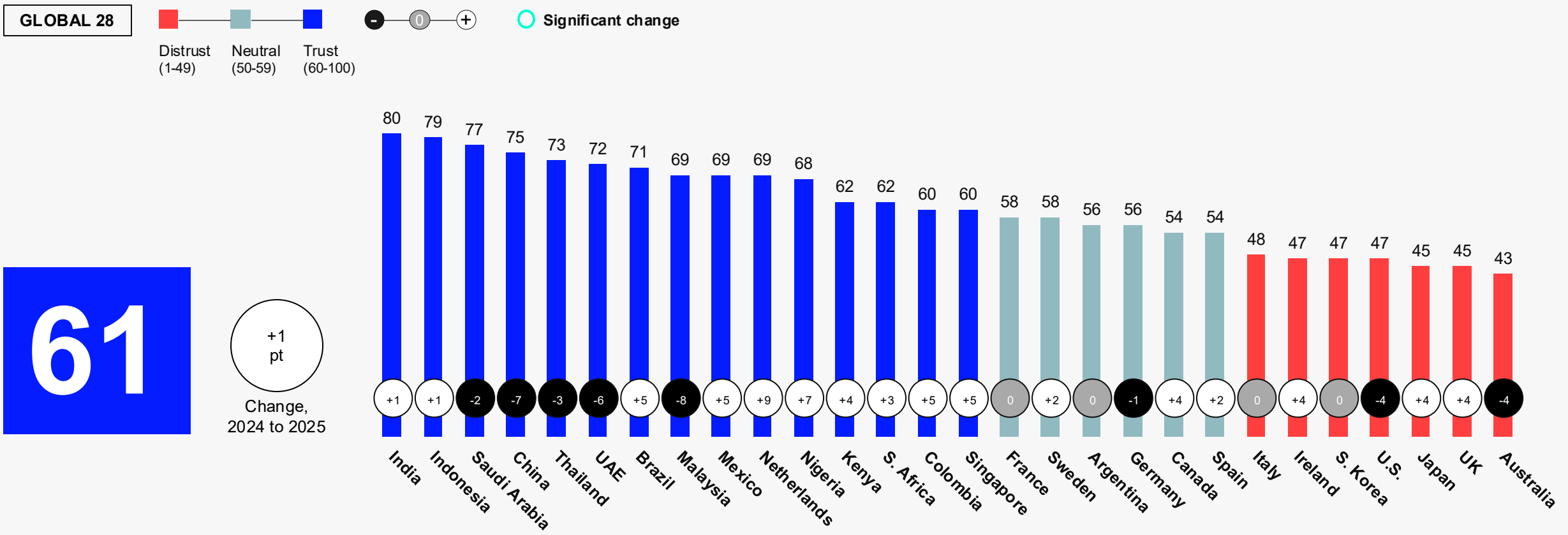


2025 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Financial Services Subsector:

Property/Casualty Insurance Companies (Home/Auto) Trusted in 15 of 28 Countries

Percent trust in companies within the property/casualty insurance subsector

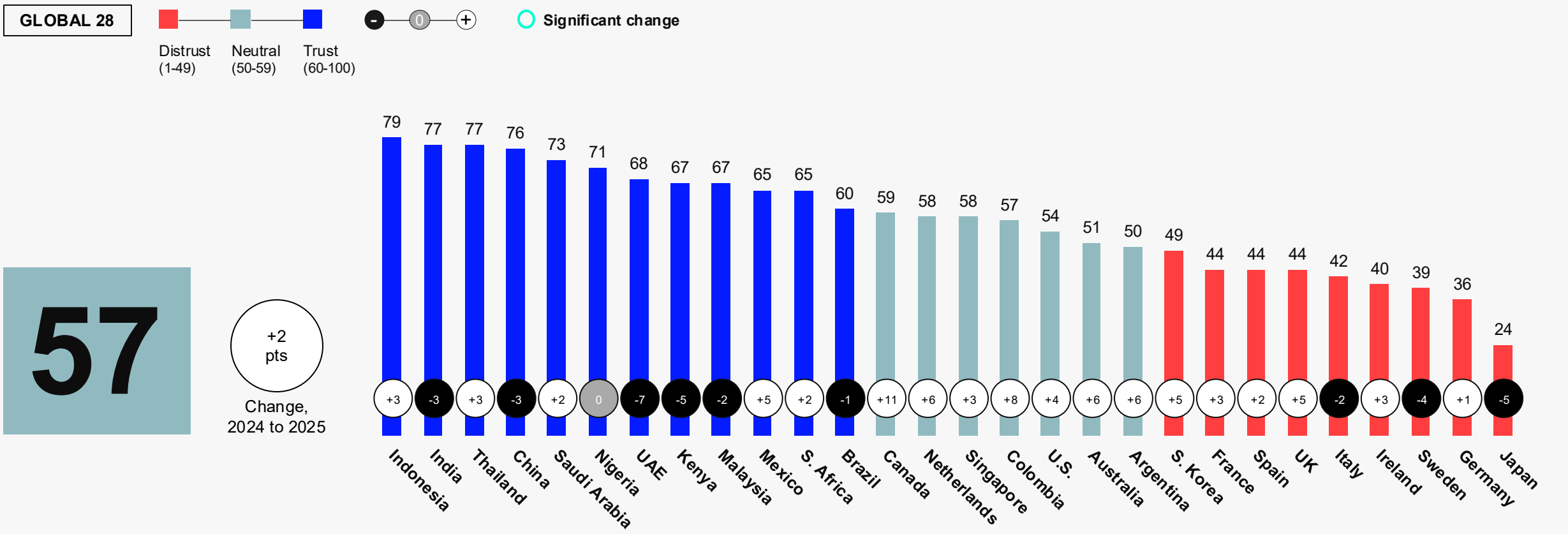


2025 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Financial Services Subsector:

Financial Advisory/Wealth Management Companies Not Trusted in 16 of 28 Countries

Percent trust in companies within the financial advisory/wealth management subsector

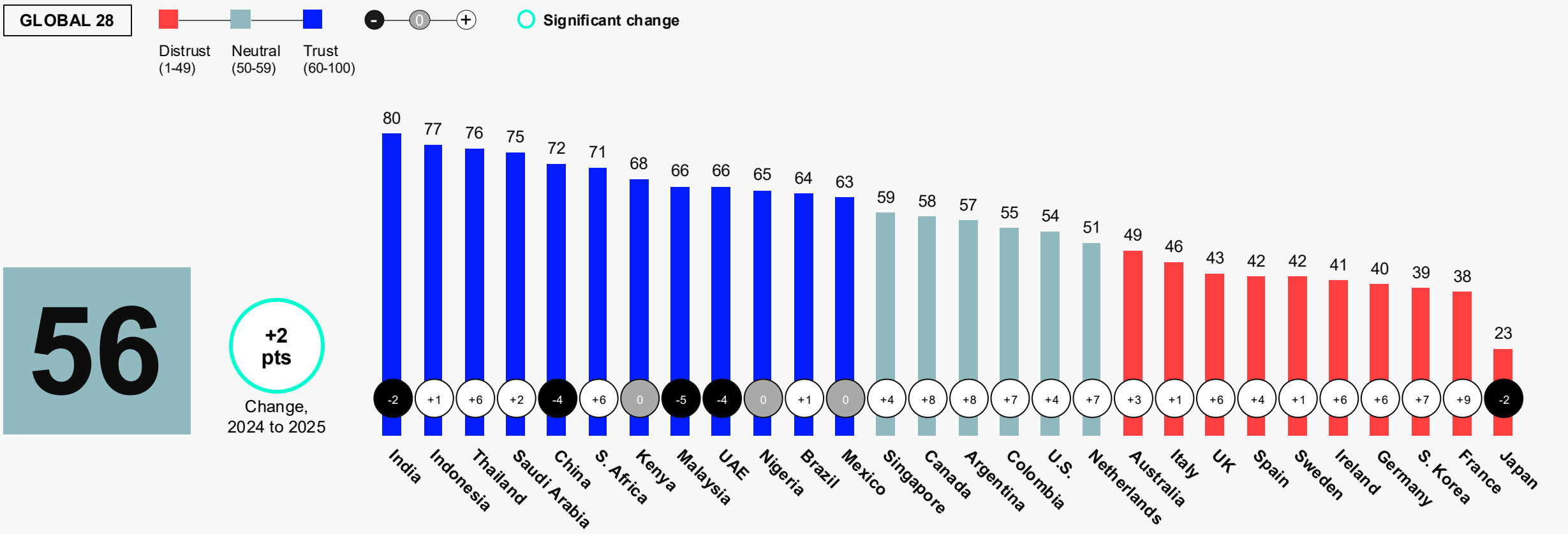


2025 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Financial Services Subsector:

Investment Management/Investment Fund Companies Not Trusted in 16 of 28 Countries

Percent trust in companies within the investment management/investment funds subsector

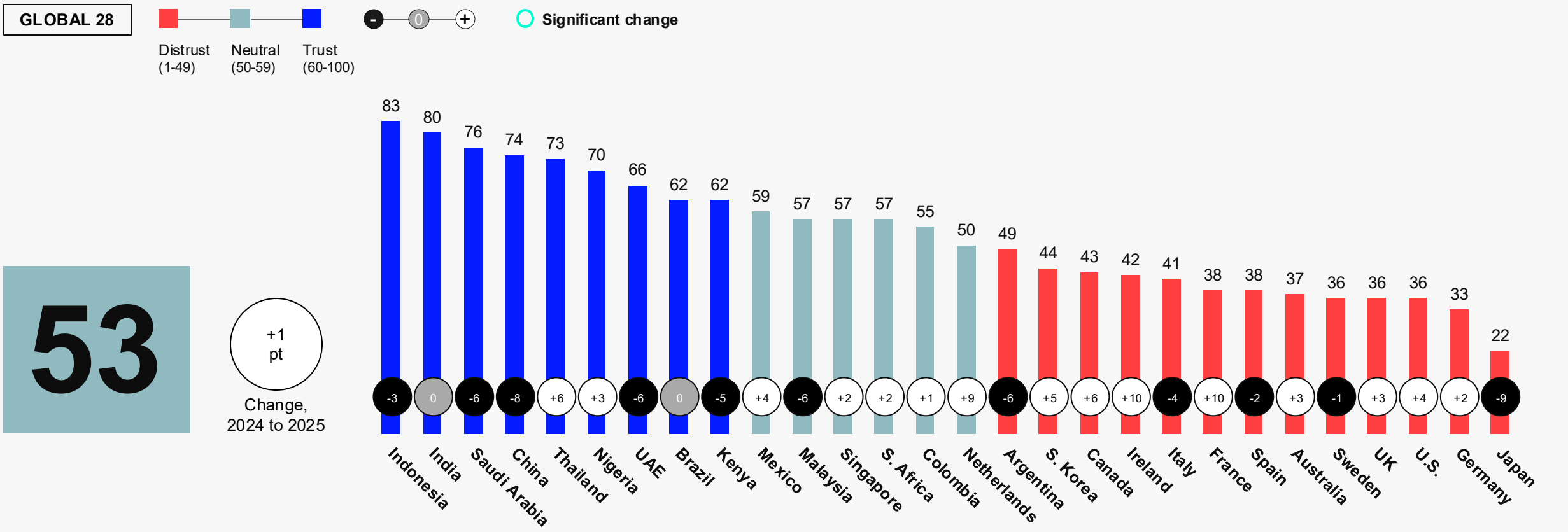


2025 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Financial Services Subsector:

Financial Technology/Digital Payment/Non-Bank App Companies Not Trusted in 19 of 28 Countries

Percent trust in companies within the fintech/digital payments/non-bank personal finance apps subsector

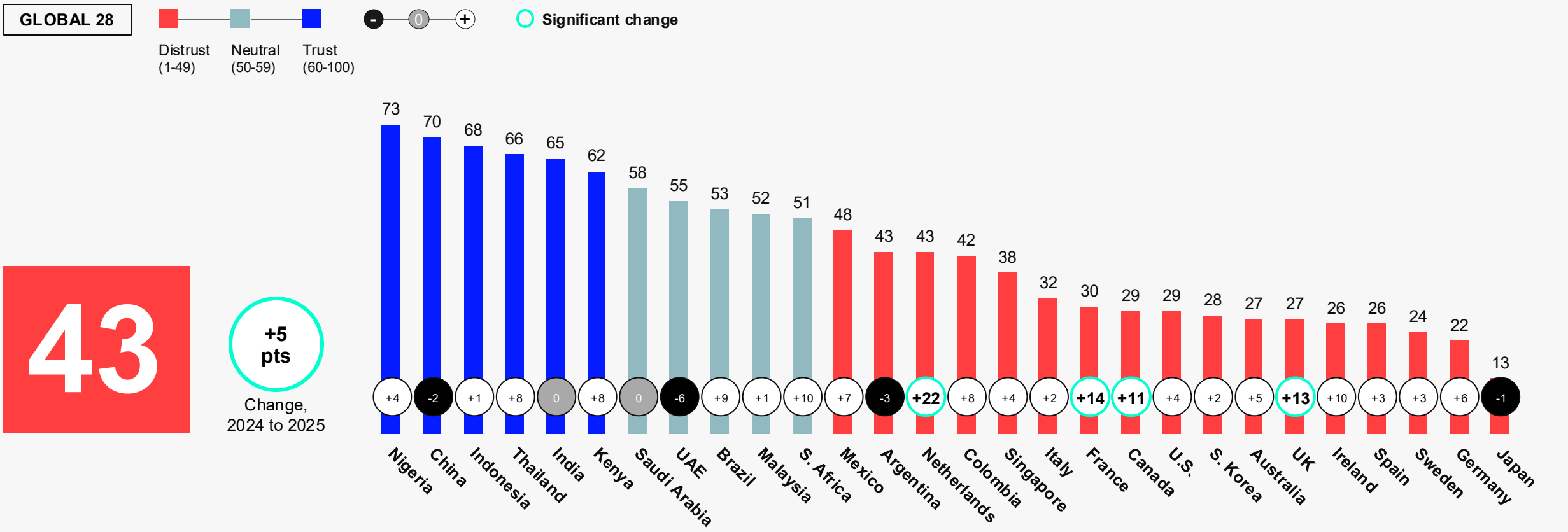


2025 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Financial Services Subsector:

Cryptocurrency/Digital Assets Companies Distrusted in 17 of 28 Countries

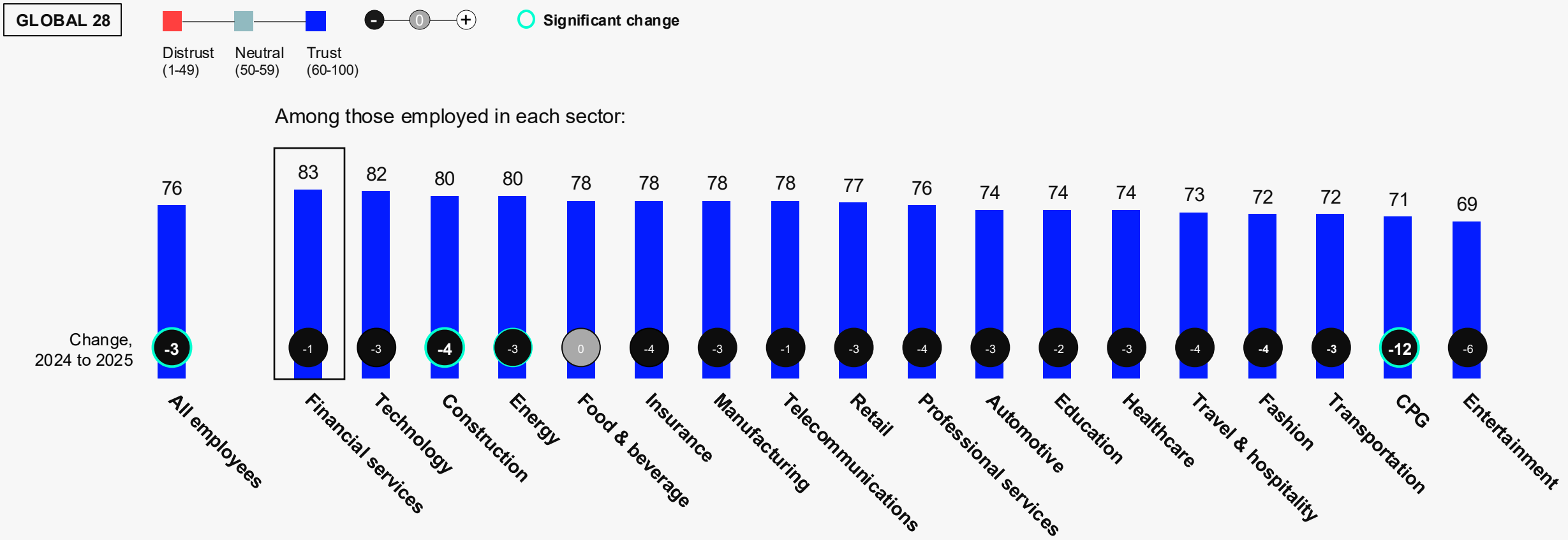
Percent trust in companies within the cryptocurrency/digital assets subsector



2025 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Financial Services Employees Most Trusting of Their Employer

Percent trust in my employer, among employees in each sector



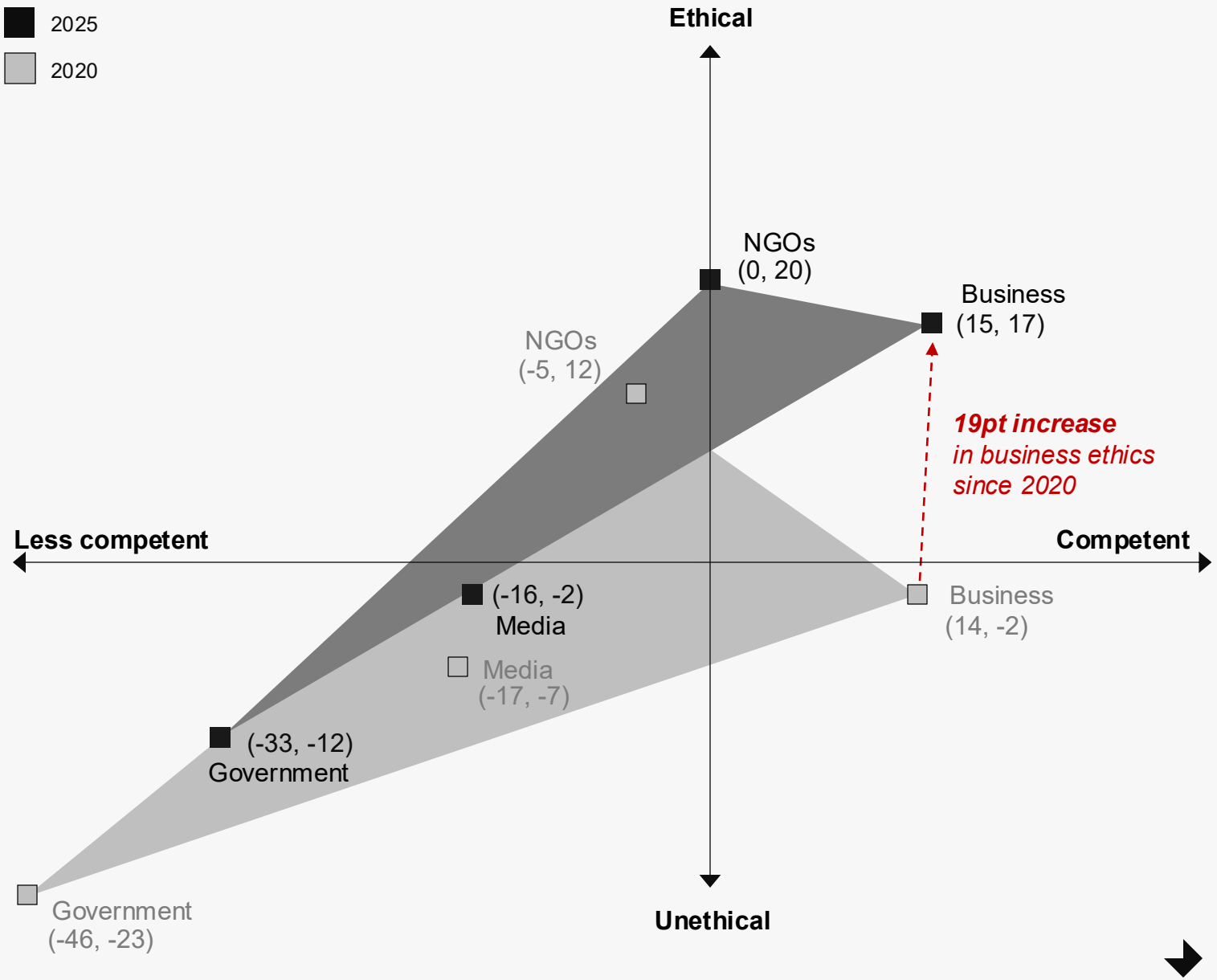
2025 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg., among employees in each sector (Q420). "My employer" only shown to those who 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.

Business Amid the Crisis of Grievance

Only Business Seen as Both Competent and Ethical

(Competence score, net ethical score)

GLOBAL 20 excl. China, France, Saudi Arabia, S. Korea, Thailand, UAE



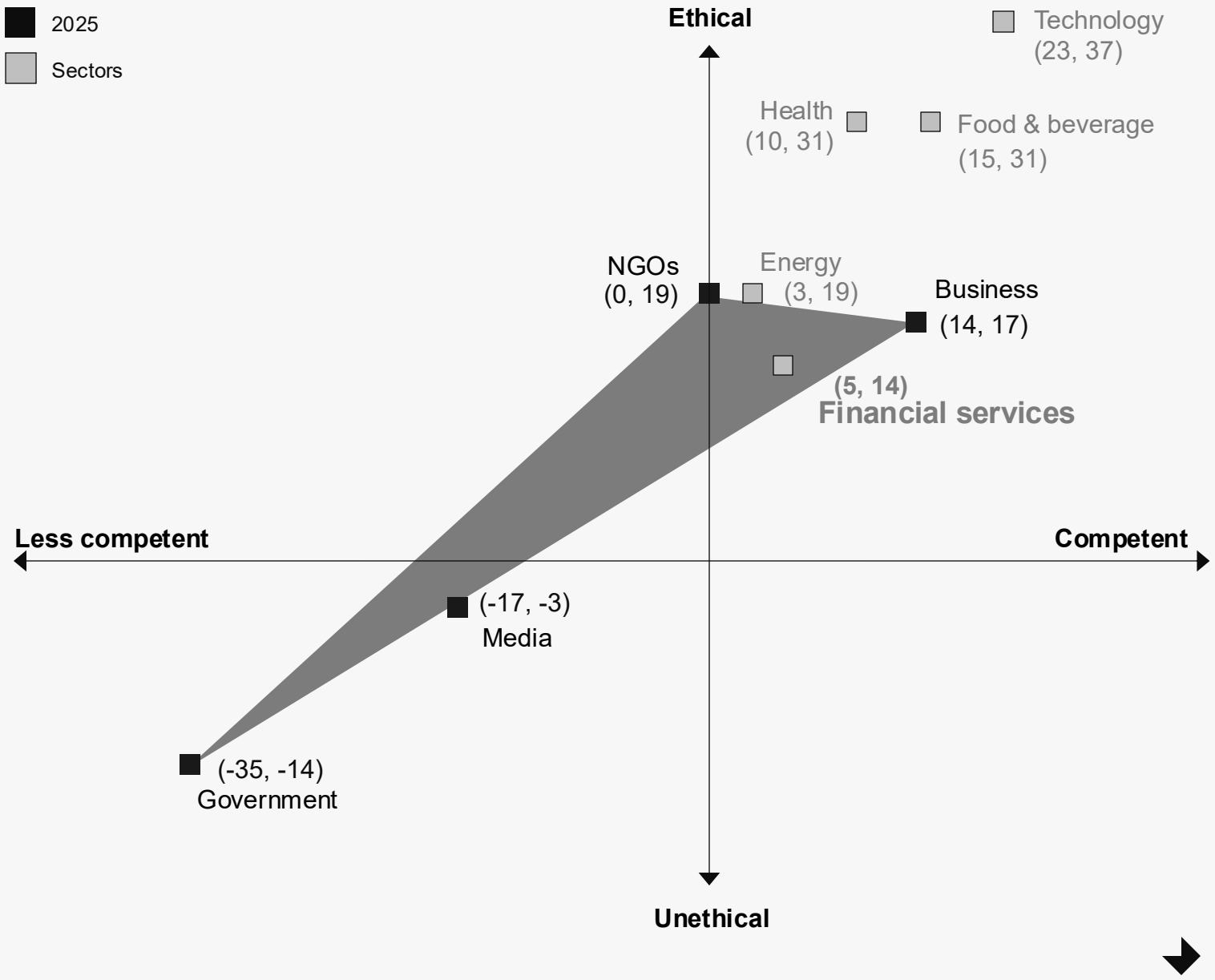
2025 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Media and NGOs were only asked of half the sample.
The competence score is a net based on TRU_3D_[INS]/1. Media and NGOs were only asked of half the sample. General population, 20-mkt avg.
Data not collected in China and Thailand; Due to a translation inconsistency in France, Saudi Arabia, S. Korea and UAE, they have been excluded from this analysis. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

Respondents in Canada who took the survey in French were recontacted between December 12 and 17, 2024 to address a translation issue affecting this question. For more details, please see the Technical Appendix.

Financial Services Seen as Less Competent and Ethical Than Business in General

(Competence score, net ethical score)

GLOBAL 24 excl. China, Saudi Arabia, Thailand, UAE



2025 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Media and NGOs were only asked of half the sample. Sectors were only asked of one-fifth of the sample. The competence score is a net based on TRU_3D_[INS]/1. Media and NGOs were only asked of half the sample. Sectors were only asked of one-fifth of the sample. General population, 24-mkt avg.

Data not collected in China and Thailand; Due to a translation inconsistency in Saudi Arabia and UAE, they have been excluded from this analysis. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

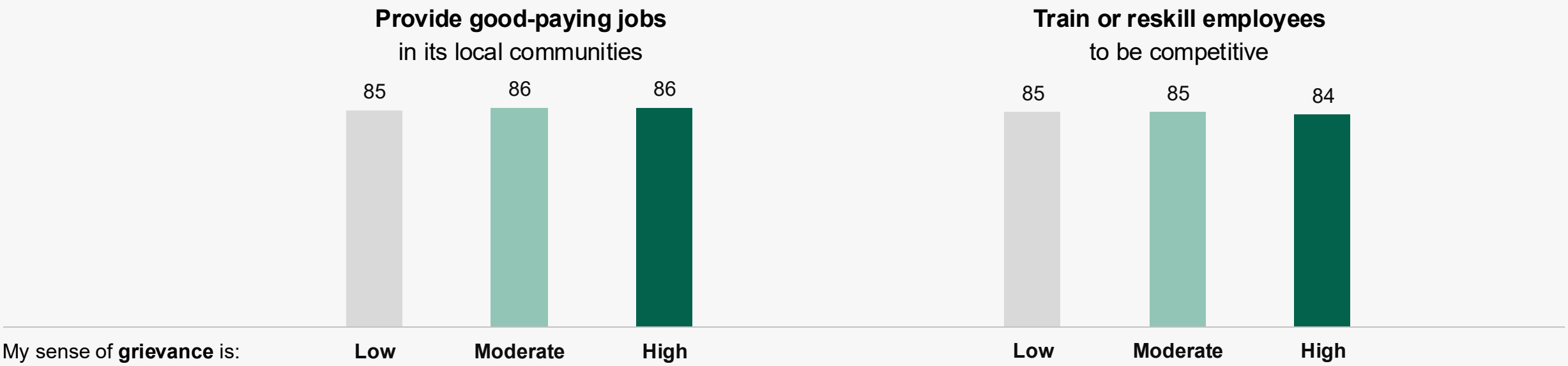
Respondents in Canada who took the survey in French were recontacted between December 12 and 17, 2024 to address a translation issue affecting this question. For more details, please see the Technical Appendix.

Business: Empower Us with Well-Paid Jobs and Skills for the Future

Percent who say, by sense of grievance

GLOBAL 26 excl. China, Thailand

To ensure a better future,
business is obligated to…



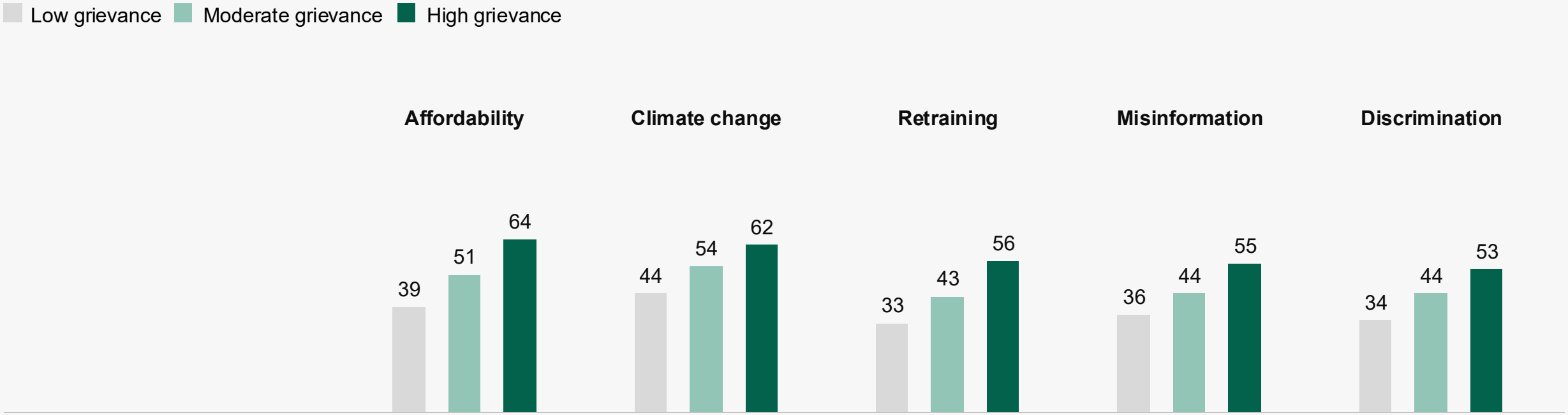
2025 Edelman Trust Barometer. BUS_EXP_FUT. How obligated do you believe business is to do each of the following in order to help us achieve a better future? 5-point scale; top 3 box, business is obligated to do this. Question asked of half the sample. General population, 26-mkt avg., by Sense of Grievance scale. Certain data included in the scale was not collected in China or Thailand. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.

Grievance Demands *More* Action from Business, Not Less

Percent who say, by sense of grievance

GLOBAL 26 excl. China, Thailand

Business is <u>not going far enough</u> to address each issue:



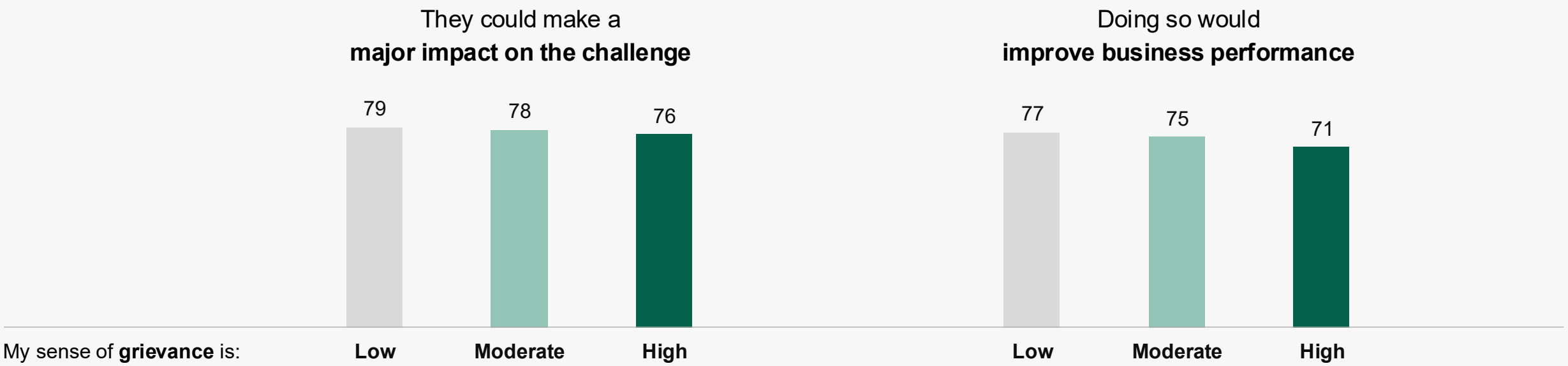
2025 Edelman Trust Barometer. BUS_BND. Think about business as an institution, and its current level of engagement in addressing societal needs and issues. When it comes to each of the following areas, please indicate if you think business is going too far and overstepping what it should be doing, is doing just the right amount in regard to this activity, or is not going far enough in its actions and should be doing more. 3-point scale; code 3, business is not going far enough. Question asked of half the sample. General population, 26-mkt avg., by Sense of Grievance scale. Certain data included in the scale was not collected in China or Thailand. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.

CEOs Have Permission To Act When They Can Make a Difference and Improve Performance

Percent who say, by sense of grievance

GLOBAL 26 excl. China, Thailand

CEOs are justified in addressing a societal issue if…



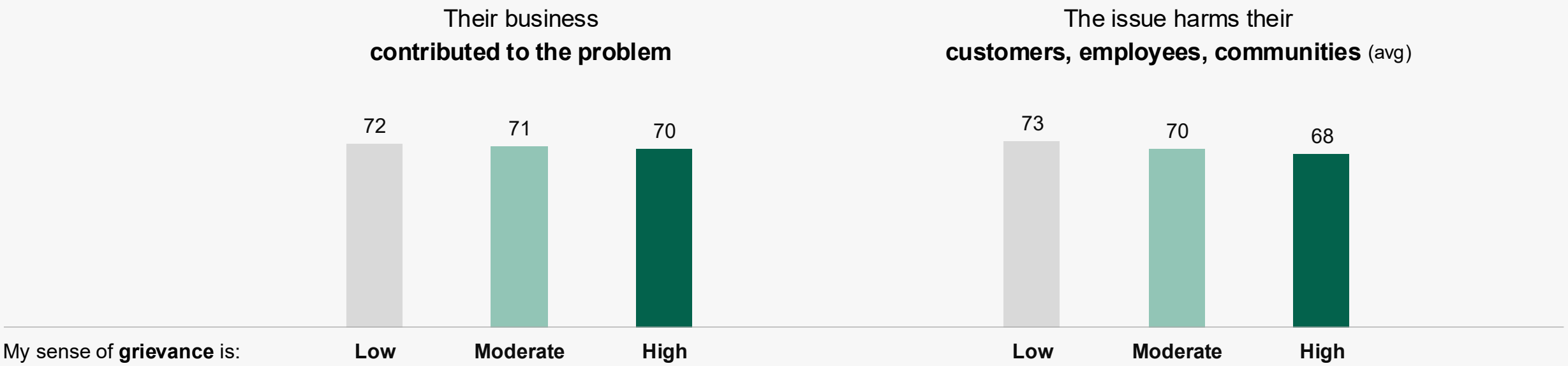
2025 Edelman Trust Barometer. BUS_JUS. There are many social and societal challenges in the world today. Some of these challenges may be ones that you feel CEOs, as business leaders, are justified in addressing, and others you may feel are matters that business leaders should avoid or have no special reason to get involved in. How strong a justification do you feel each of the following is for a CEO to engage in addressing a particular social or societal issue in their role as the leader of a business? 5-point scale; top 3 box, moderately strong justification or more. Question asked of half the sample. General population, 26-mkt avg., by Sense of Grievance scale. Certain data included in the scale was not collected in China or Thailand. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.

CEOs Have Permission To Act To Fix Problems They Caused and Protect Their Stakeholders

Percent who say, by sense of grievance

GLOBAL 26 excl. China, Thailand

CEOs are justified in addressing a societal issue if…



2025 Edelman Trust Barometer. BUS_JUS. There are many social and societal challenges in the world today. Some of these challenges may be ones that you feel CEOs, as business leaders, are justified in addressing, and others you may feel are matters that business leaders should avoid or have no special reason to get involved in. How strong a justification do you feel each of the following is for a CEO to engage in addressing a particular social or societal issue in their role as the leader of a business? 5-point scale; top 3 box, moderately strong justification or more. Question asked of half the sample. General population, 26-mkt avg., by Sense of Grievance scale. Certain data included in the scale was not collected in China or Thailand. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix. Data shown on the right is an average of attributes 5-7.

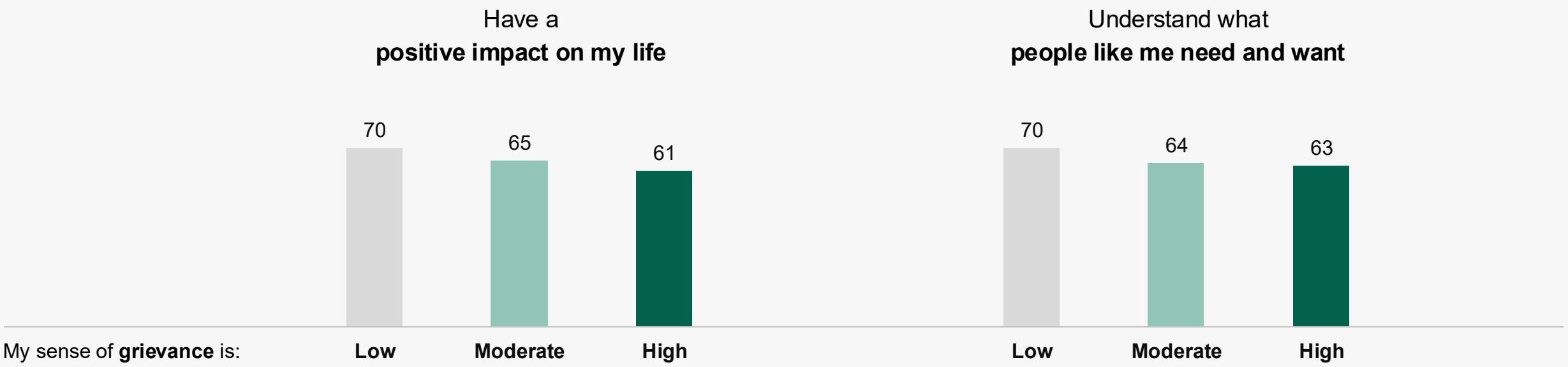
All Institutions Must Work To Rebuild Trust

Government: Deliver Results That Benefit Me

Percent who say, by sense of grievance

GLOBAL 26 excl. China, Thailand

Government leaders earn legitimate authority when they…



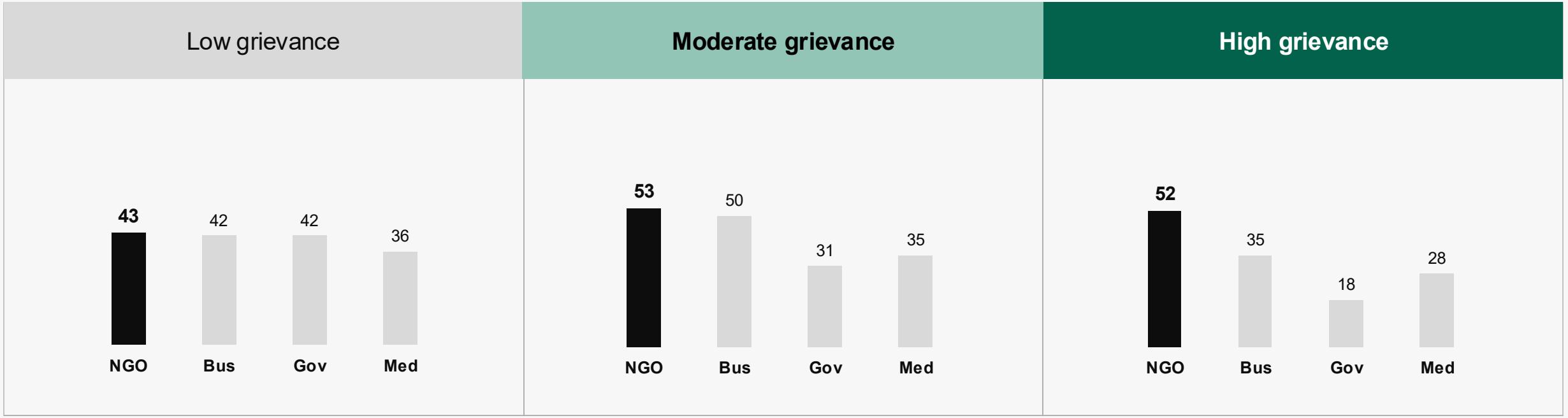
2025 Edelman Trust Barometer. LEG_GOV. Governments create, enact, and enforce laws and policies. Some of these laws and policies you might support, while others you might not. How important is each of the following in making you see government leaders as legitimate authorities, such that you are willing to accept and abide by the laws and policies they enact, whether you fully agree with them or not? 9-point scale; top 4 box, important. Question asked of half the sample. General population, 26-mkt avg., by Sense of Grievance scale. Certain data included in the scale was not collected in China or Thailand. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.

NGOs: Fight Divisiveness and Repair the Social Fabric

Percent who say, by sense of grievance

GLOBAL 24 excl. China, Saudi Arabia, Thailand, UAE

This institution is a **unifying force that brings people together**:



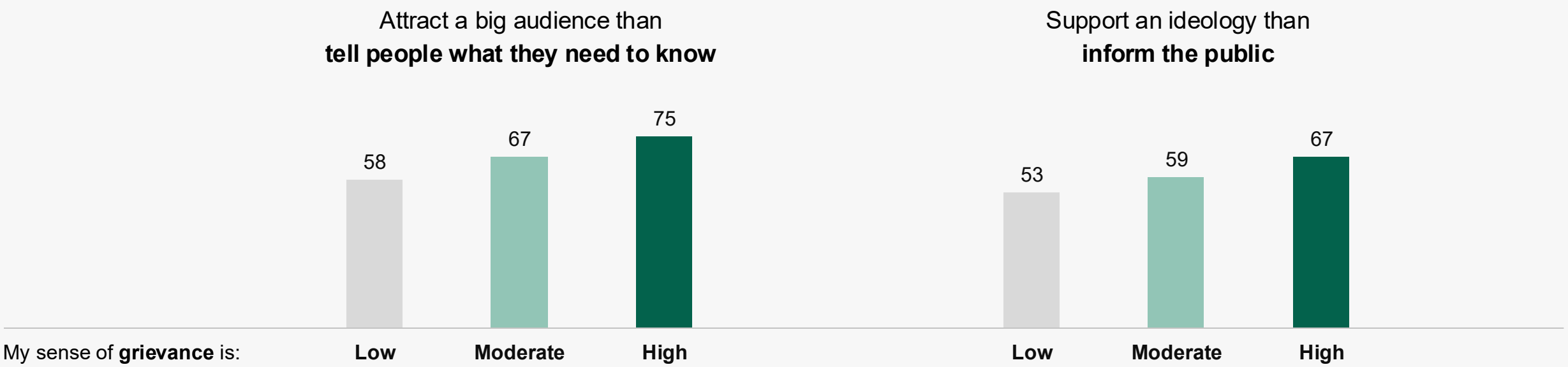
2025 Edelman Trust Barometer. [INS]_PER_DIM. In thinking about why you do or do not trust [INSTITUTION], please specify where you think they fall on the scale between the two opposing descriptions. 11-point scale; top 5 box, positive. Media and NGOs were only asked of half the sample. General population, 24-mkt avg., by Sense of Grievance scale. Data not collected in China and Thailand; Due to a translation inconsistency in Saudi Arabia and UAE, they have been excluded from this analysis. For full details regarding how this data was calculated and plotted, please see the Technical Appendix. "Bus" represents Business, "Gov" represents Government, "NGO" represents NGOs, and "Med" represents Media.

Media: Put the Facts First

Percent who agree, by sense of grievance

GLOBAL 26 excl. China, Thailand

News organizations would rather…



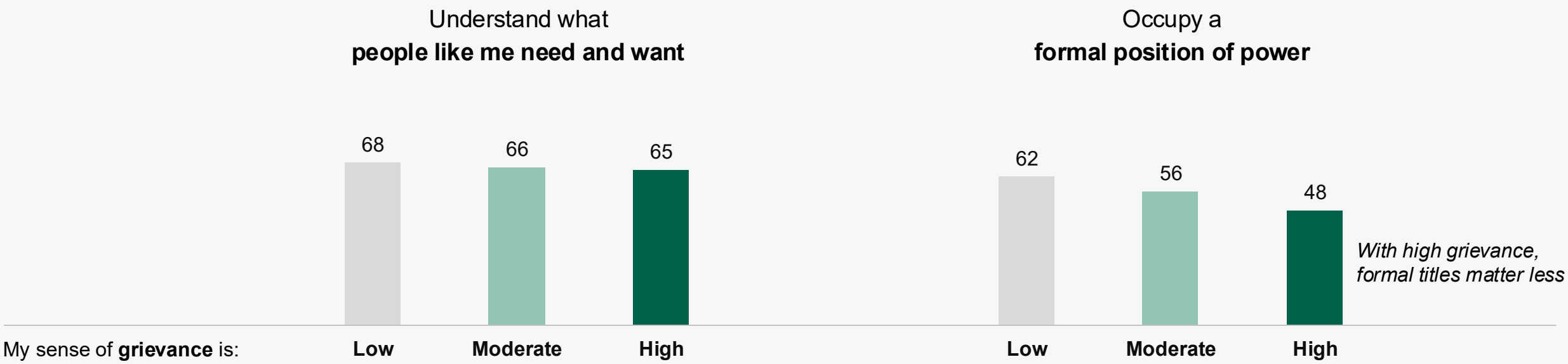
2025 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 26-mkt avg., by Sense of Grievance scale. Certain data included in the scale was not collected in China or Thailand. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.

Influence is Earned Through Compassion, Not Power

Percent who say, by sense of grievance

GLOBAL 26 excl. China, Thailand

You will earn legitimate influence with me if you…

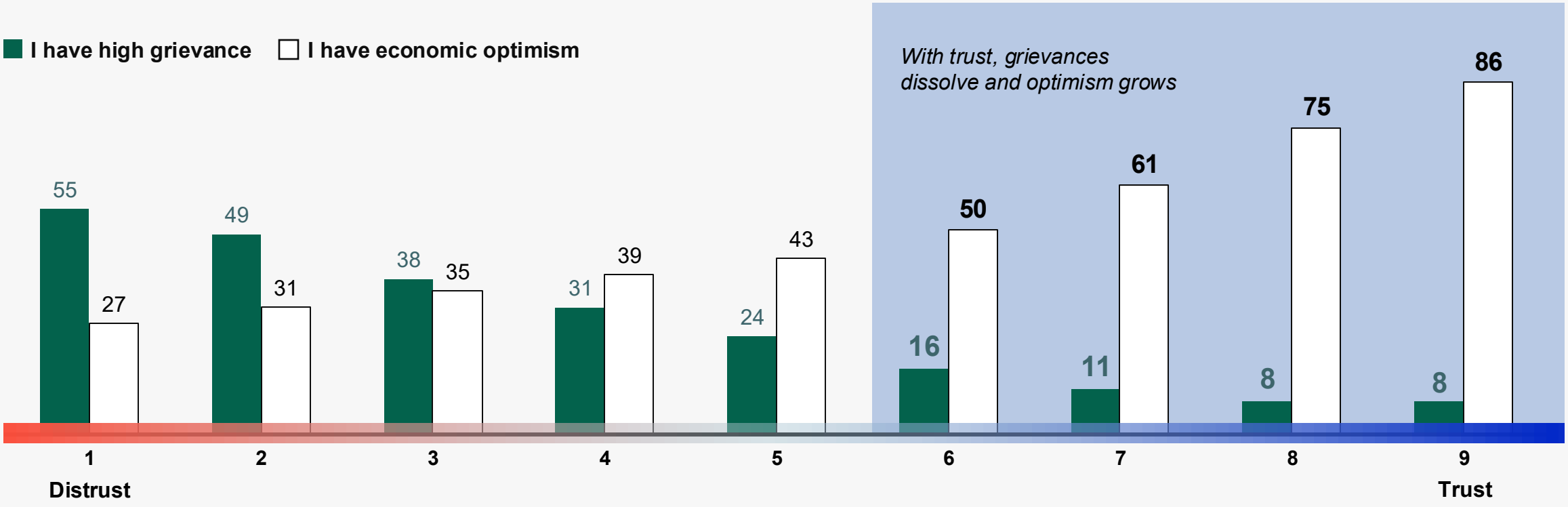


2025 Edelman Trust Barometer. LEG_INF. There are many people who share information, recommendations, and their opinions in an attempt to influence the views and behavior of people like you or people in positions of power and authority. Some of these people you might consider to be legitimate sources of influence and expertise, while others you might not. How important is each of the following in making you see someone as a legitimate influence or expert, such that you willingly give them influence on your life decisions and you would be comfortable with them influencing the views and behaviors of people in positions of power and authority? 9-point scale; top 4 box, important. Question asked of half the sample. General population, 26-mkt avg., by Sense of Grievance scale. Certain data included in the scale was not collected in China or Thailand. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.

When Trust Increases, Economic Optimism Overpowers Grievance

Among those with different levels of trust,
percent with a high sense of grievance and percent with personal economic optimism

GLOBAL 26 excl. China, Thailand



2025 Edelman Trust Barometer. Sense of Grievance scale. 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; codes 1-2, better off. General population, 26-mkt avg., by average level of trust across the four institutions of business, government, media and NGOs. Certain data included in the Sense of Grievance scale was not collected in China or Thailand. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.

Restoring Trust and Building Optimism Amid the Crisis of Grievance

1

Grievances must be addressed

The institutional failures of the last 25 years have produced grievances around the world, stifling growth and innovation in turn. To lead through this crisis, understand the economic realities of your stakeholders, champion shared interests, and create opportunities for optimism.

2

Business has a license to act

Those with a higher sense of grievance are more likely to believe that business is not doing enough to address societal issues. To navigate these expectations, understand where you have obligations, act on behalf of your stakeholders, and advocate for your organization.

3

Business can't act alone

Business, government, media, and NGOs must work together to address the root causes of grievance and enable trust, growth, and prosperity. Invest in local communities, quality information, and job skills. Deliver results that benefit everyone fairly.

4

With trust, optimism overpowers grievance

When institutions can't be trusted to do what is right, grievances fester and outlooks darken. To dissipate grievance and increase optimism, prioritize and rebuild trust across your organization and local communities.

Thank you