

2025 Edelman Trust Barometer

Global Report: The Financial Services Edition

Top 10 Findings

01 Financial Services Remains in the Trusted Category

Trust in Financial Services rose two points globally in 2025 to 64%. However, the sector still ranks toward the lower end of the 17 sectors surveyed.

02 Financial Services is Trusted in 17 of 28 Countries Surveyed

The largest trust gain occurred in Canada, while the biggest drop was in Kenya. Japan and the UK moved out of the distrusted category into the neutral category.

03 US and Canada Return to Trusted Category

The US (62%) and Canada (66%) returned to the trusted category. For the US, it's the first time Financial Services has been trusted since 2017, and for Canada, the first time since 2019.

04 Income-based Trust Gap in Financial Services Persists Globally

The gap between high income individuals (top 25%) and low income (bottom 25%) is 12 points with high income well in the trusted category (68%) and low income in the neutral category (56%).

05 Low Income Far Less Trusting of Institutions Than High Income

There is double-digit trust inequality in 22 of 28 countries based on trust across business, government, media and NGOs. The largest trust gaps are in Thailand (24 pts), Saudi Arabia (21 pts), and UAE (20 pts), compared to US (13 pts) and UK (11 pts).

06 Less Trust in Financial Services Among Low Income and Left-Leaning

While trust is high and near equal between men and women and across age groups, trust is in the neutral category globally among low income respondents and those with left-leaning political views.

07 Banking Remains the Most Trusted Subsector

Despite ups and downs, trust in Banking has netted a sharp 15-point rise since 2015 and has been the most trusted subsector since 2023.

08 Insurance Categories are Trusted Globally

Property/Casualty and Life/Health remain trusted according to the 28-market global average.

09 Crypto/Digital Assets Trust Up 5 Points, Still Distrusted

Trust in Crypto/Digital assets notched the greatest growth among Financial Services subsectors but still remains deep in the distrusted category.

10 Employees Still Trust their Financial Services Employer

Since 2018, Financial Services employees have been among the most trusting of their employer, and today they are THE most trusting. Maintaining trust among employee ambassadors is critical for business in times of uncertainty.

To learn more about the Edelman Trust Barometer, visit [#TrustBarometer](https://www.edelman.com/trust/2025/trust-barometer)

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

