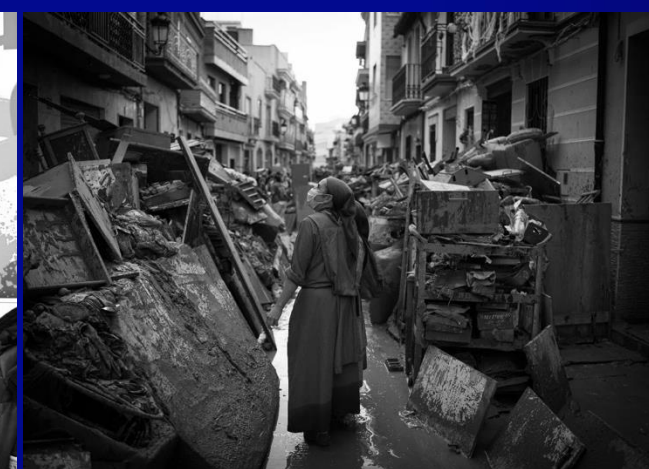


# 2025 Edelman Trust Barometer

Global and UAE Report  
A Difference in Trust

Edelman  
Trust Institute

25  
YEARS  
Edelman  
Trust  
Barometer



# 2025 Edelman Trust Barometer

## Methodology

### Annual online survey in its 25th year

Fieldwork conducted: Oct 25 – Nov 16, 2024



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

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.



# 25 Years: World Events Put Trust Under Pressure

## 2003

**Iraq Invasion**  
Trust in government declines in U.S.



## 1999

**Battle of Seattle**  
WTO protests inspire first Edelman Trust Barometer; NGOs found to be most trusted institution

## 2008

**Financial Crisis**  
Trust in banks crashes

## 2016

**Populism Powers Brexit**  
Trust inequality grows, trust in media declines

## 2020

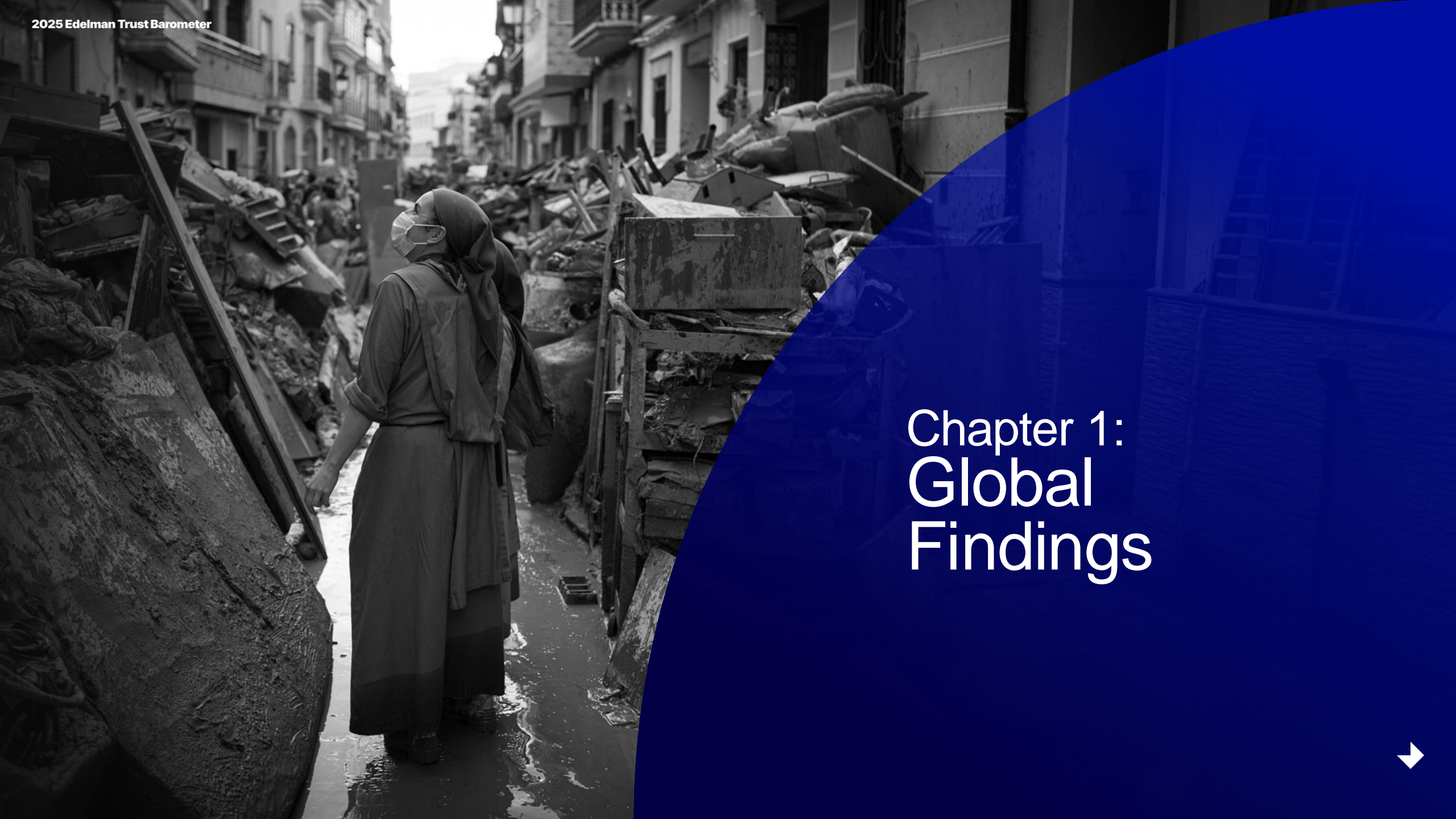
**COVID-19 Pandemic**  
Business tied, then surpassed NGOs as most trusted institution

## 2022

**Invasion of Ukraine**  
Geopolitical conflicts spark brand boycotts







# Chapter 1: Global Findings



# Trust Index 2024 to 2025: Trust in the UAE Remains High

## Trust Index

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



Countries with national elections or changes in government leadership in the past year^

---

**Only 2 of these 13 countries** see a significant trust change from 2024 to 2025  
*Argentina +9\**  
*S. Africa +4\**

**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. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. ^For more information about countries, dates, and events included, please see the Technical Appendix.

### 2024 General population

<b>56</b>	<b>Global 28</b>
<b>79</b>	China
<b>75</b>	India
<b>74</b>	UAE
<b>73</b>	Indonesia
<b>72</b>	Saudi Arabia
<b>70</b>	Thailand
<b>68</b>	Malaysia
<b>66</b>	Singapore
<b>64</b>	Kenya
<b>61</b>	Nigeria
<b>59</b>	Mexico
<b>56</b>	Netherlands
<b>53</b>	Brazil
<b>53</b>	Canada
<b>51</b>	Australia
<b>50</b>	Italy
<b>49</b>	S. Africa
<b>49</b>	Sweden
<b>47</b>	Colombia
<b>47</b>	France
<b>47</b>	Ireland
<b>46</b>	Spain
<b>46</b>	U.S.
<b>45</b>	Germany
<b>43</b>	S. Korea
<b>39</b>	Argentina
<b>39</b>	Japan
<b>39</b>	UK

### 2025 General population

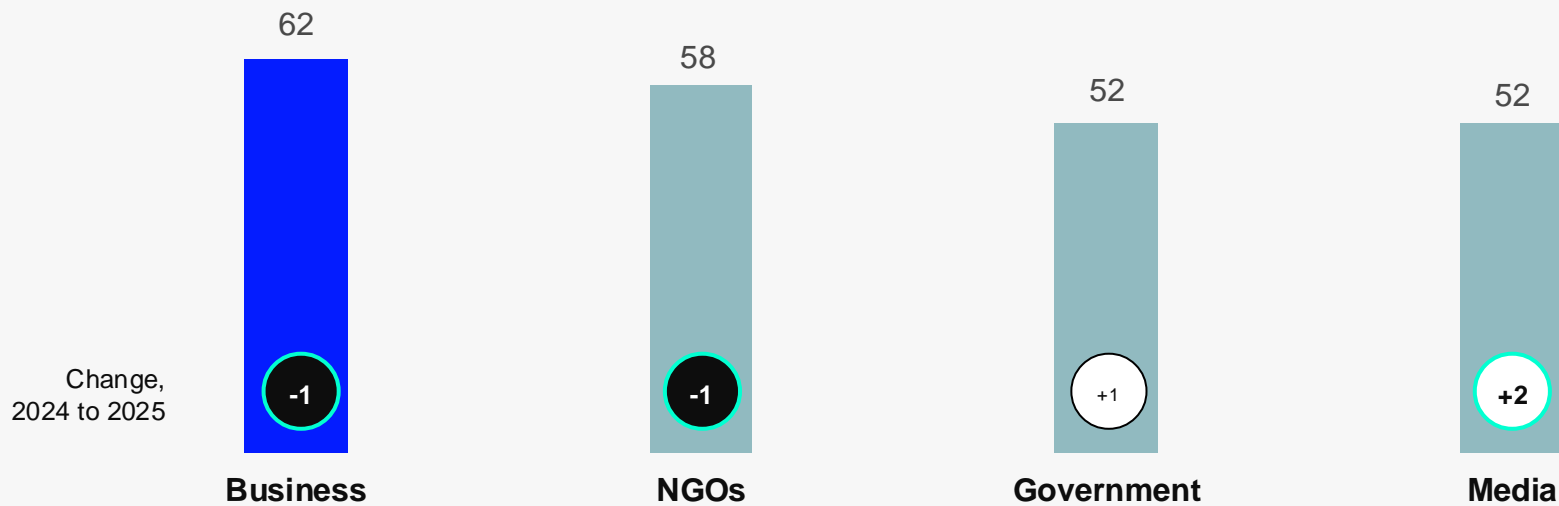
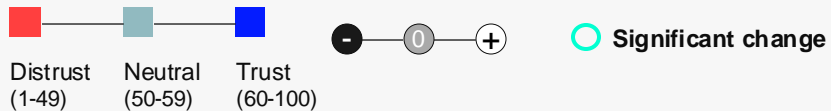
<b>56</b>	<b>Global 28</b>
<input checked="" type="checkbox"/> <b>77</b>	China
<input checked="" type="checkbox"/> <b>76</b>	Indonesia
<input checked="" type="checkbox"/> <b>75</b>	India
<b>72</b>	UAE
<b>71</b>	Saudi Arabia
<b>66</b>	Malaysia
<input checked="" type="checkbox"/> <b>66</b>	Thailand
<b>65</b>	Nigeria
<b>65</b>	Singapore
<b>63</b>	Kenya
<input checked="" type="checkbox"/> <b>57</b>	Mexico
<input checked="" type="checkbox"/> <b>57</b>	Netherlands
<input checked="" type="checkbox"/> <b>53</b>	<b>S. Africa</b>
<b>52</b>	Canada
<b>51</b>	Brazil
<b>50</b>	Italy
<b>50</b>	Sweden
<b>49</b>	Australia
<b>49</b>	Colombia
<input checked="" type="checkbox"/> <b>48</b>	<b>Argentina</b>
<input checked="" type="checkbox"/> <b>48</b>	France
<b>48</b>	Ireland
<input checked="" type="checkbox"/> <b>47</b>	U.S.
<b>44</b>	Spain
<input checked="" type="checkbox"/> <b>43</b>	UK
<input checked="" type="checkbox"/> <b>41</b>	Germany
<input checked="" type="checkbox"/> <b>41</b>	S. Korea
<input checked="" type="checkbox"/> <b>37</b>	Japan



# Business is the Only Trusted Institution Globally

Percent trust

GLOBAL 28

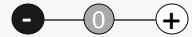



2025 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

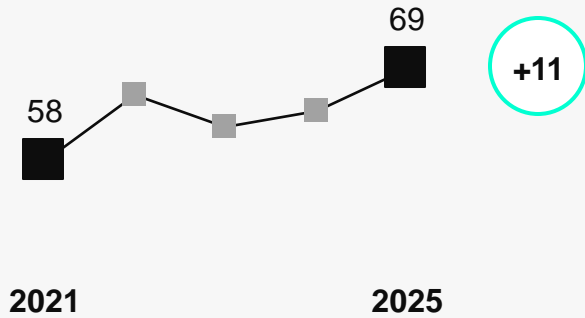


# Globally, Fear That Leaders Lie at All-Time High

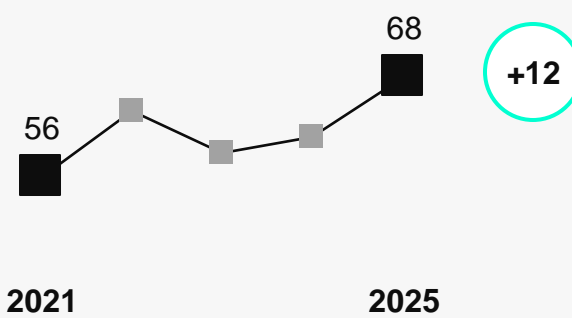
Percent who worry

GLOBAL 26  Change, 2021 to 2025  Significant change

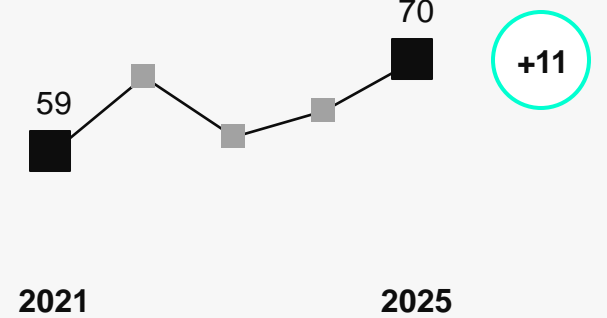
## Government leaders



## Business leaders



## Journalists and reporters



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



# Majority Convinced the Wealthy Take More Than Their Fair Share Globally

Percent who agree

GLOBAL 28

The wealthy  
don't pay their fair share of taxes

67%

The wealthy's selfishness  
causes many of our problems

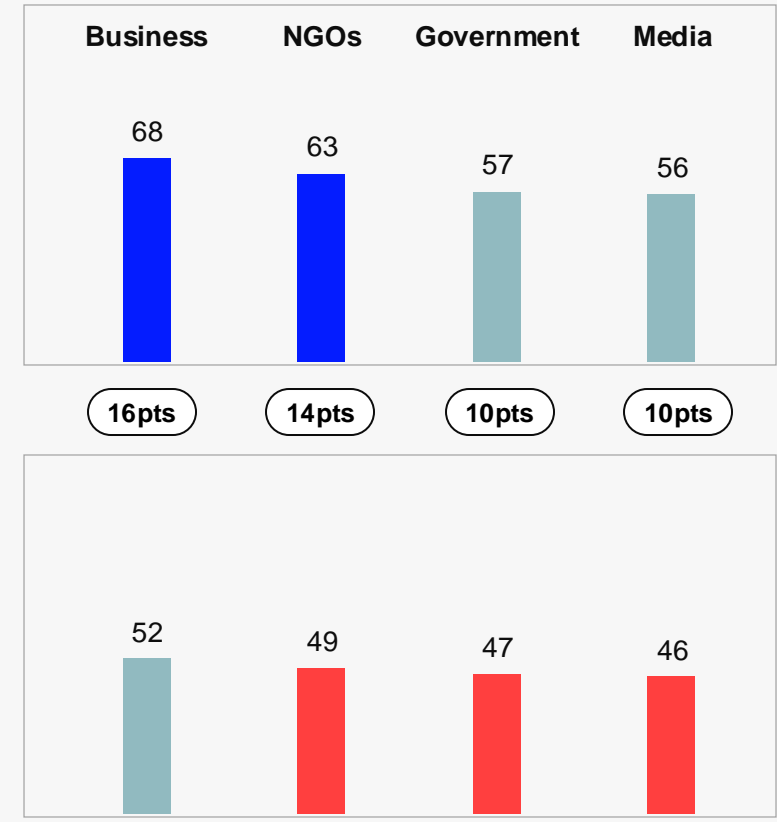
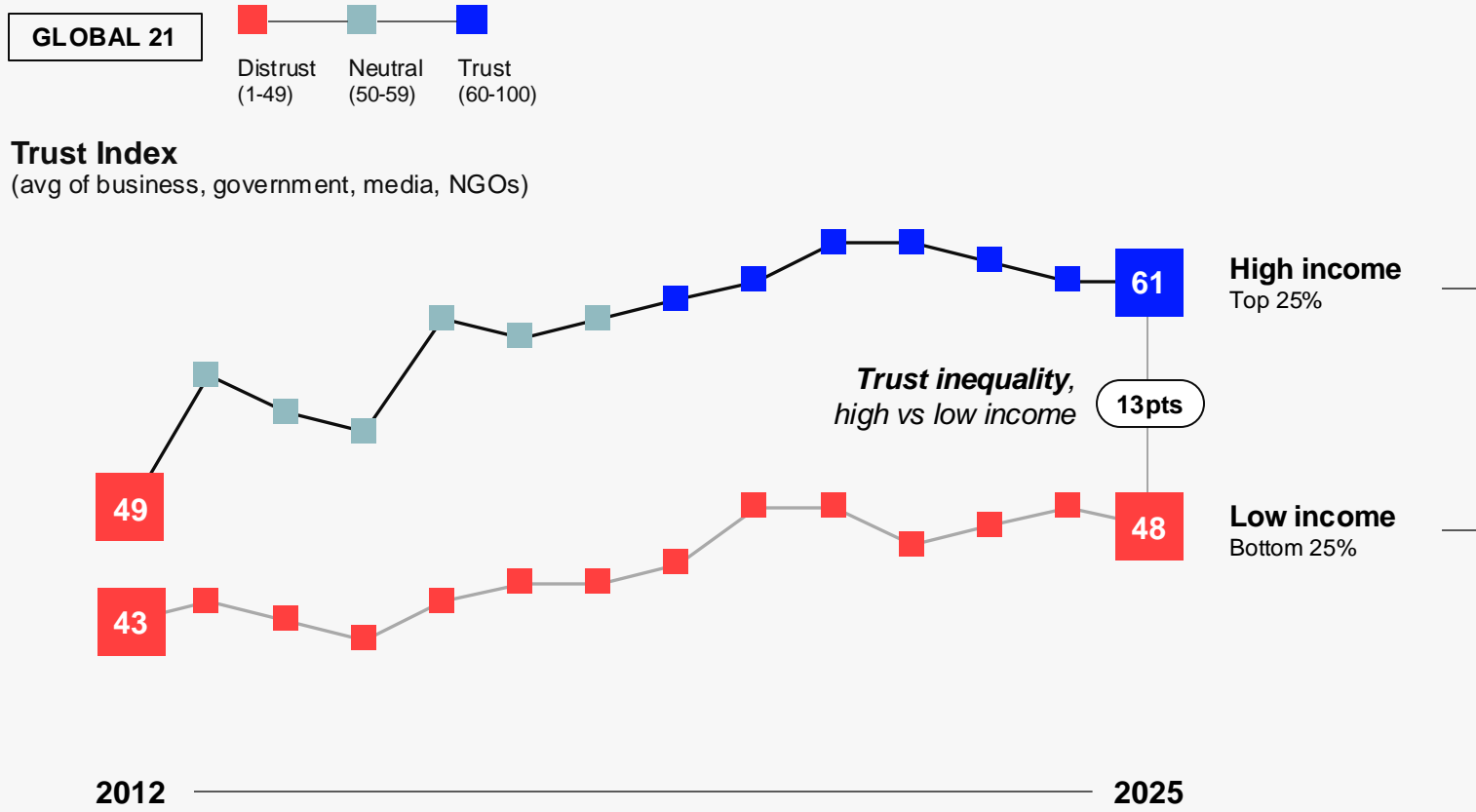
65%





# Global 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.



# Globally, People Lack Optimism For The Next Generation

Percent who say

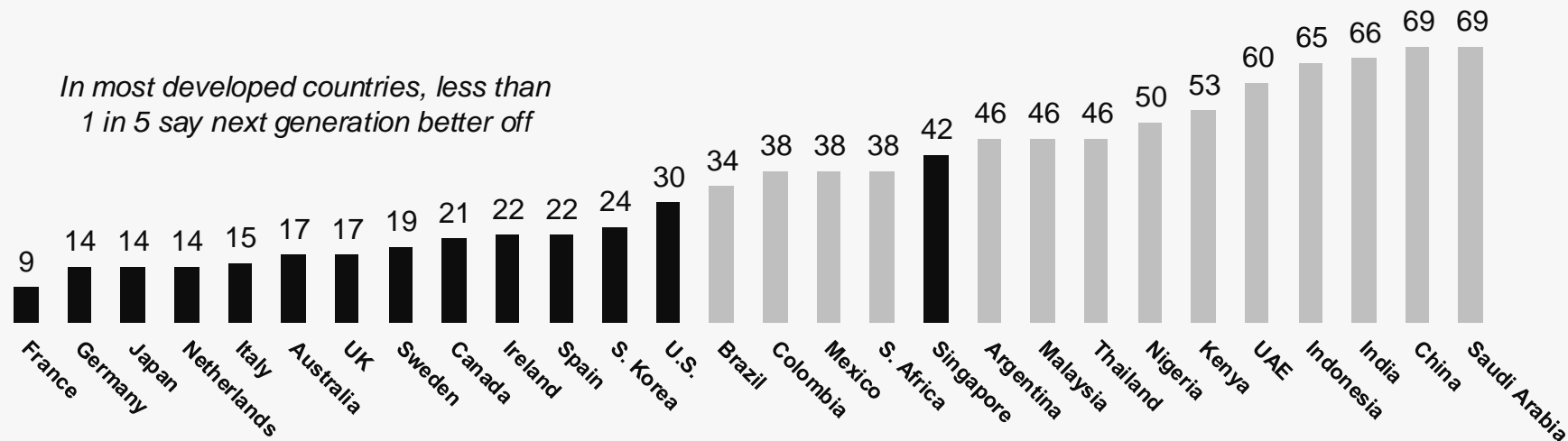
GLOBAL 28  Developed countries

Compared to today,  
the next generation will be better off

ONLY

36%

*In most developed countries, less than 1 in 5 say next generation better off*



# People See Activism as a Way to Drive Change Globally

Percent who say

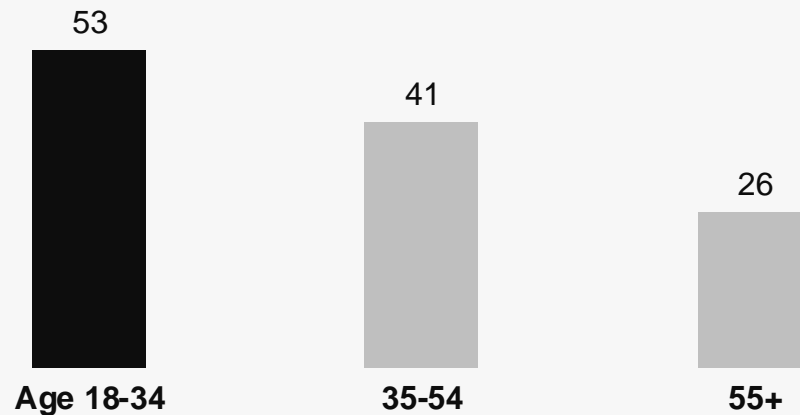
GLOBAL 28

## I approve of 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.

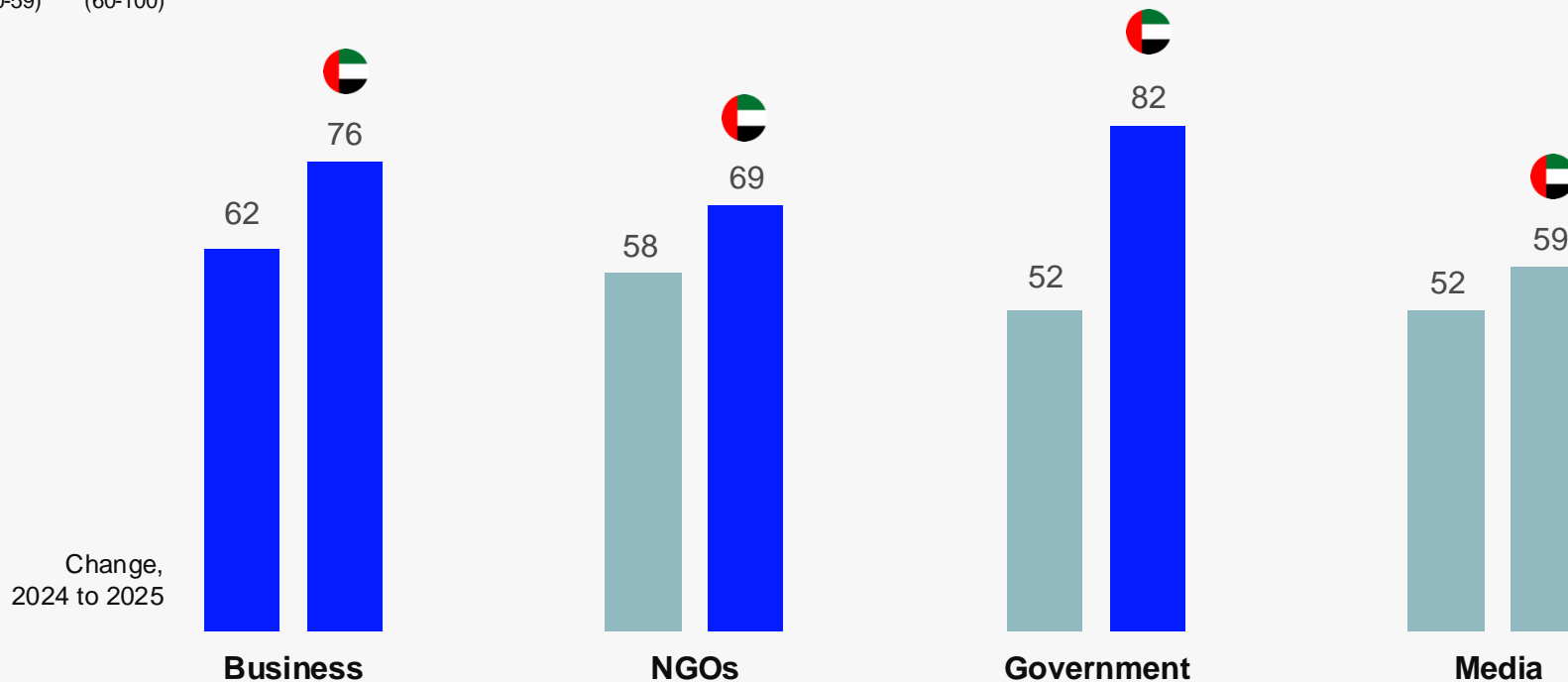


# Chapter 2: Solid Foundation of Trust in the UAE



# In the UAE, Government Remains Most Trusted Institution

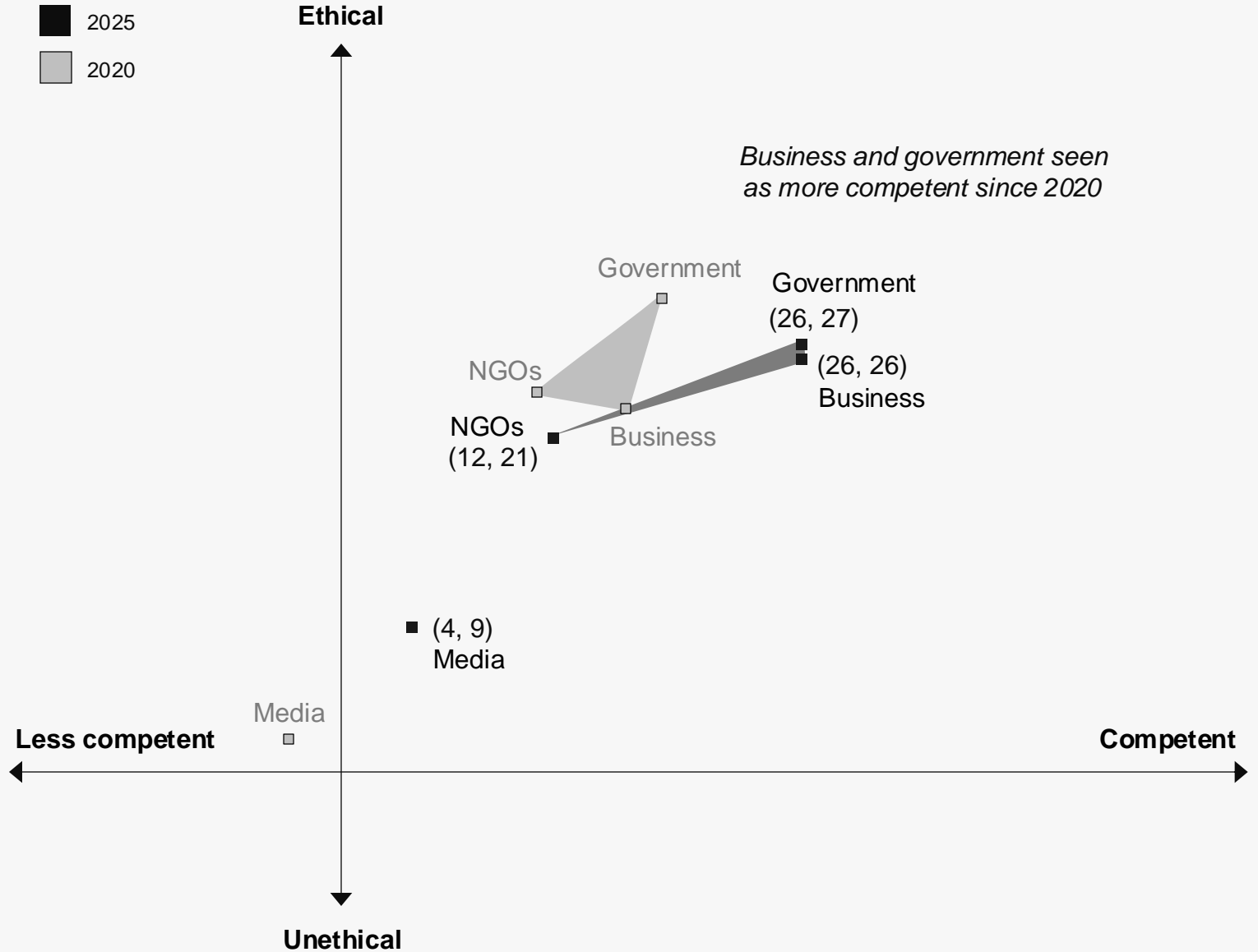
Percent trust





# In UAE, All Institutions Seen as Competent and Ethical

(Competence score, net ethical score)



**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, UAE.

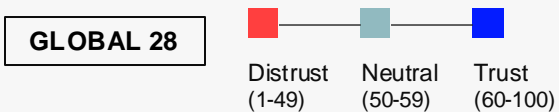
For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

Data collected between December 11-17, 2024 as part of a separate study from the 2025 Edelman Trust Barometer. For more details, please reach out to the Edelman Trust Institute.



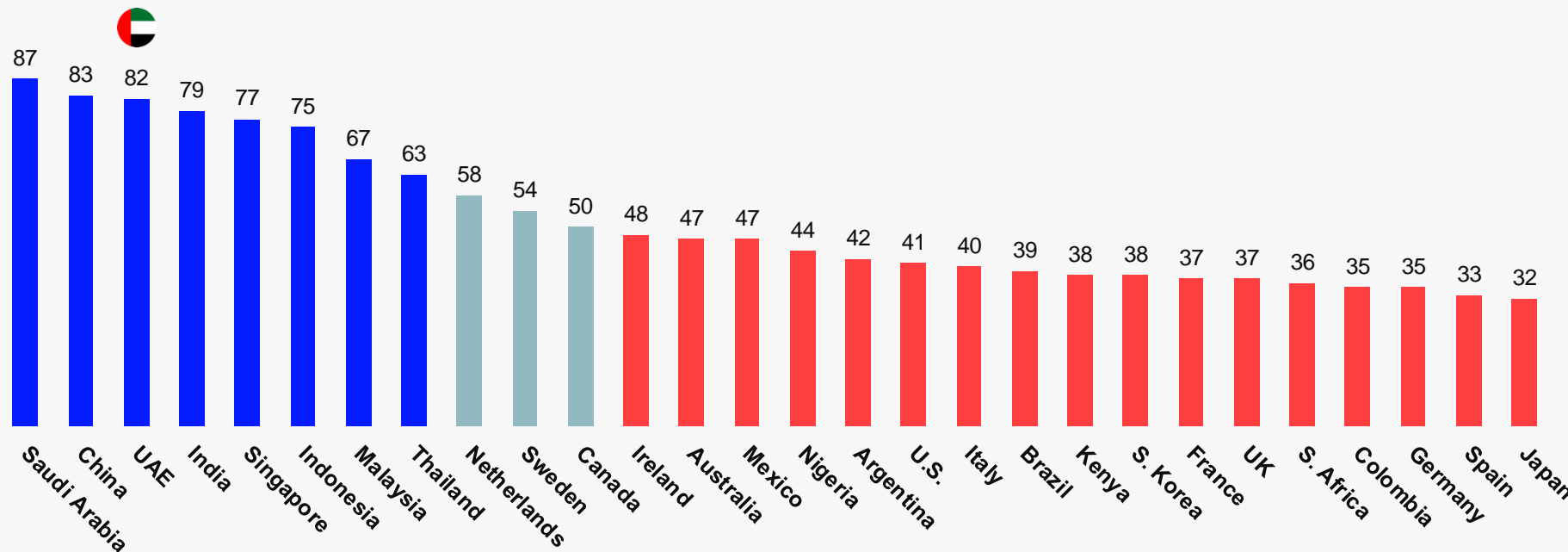
# In Fact, UAE Among the Few Countries Who Trust Government

Percent trust in government



**52**

**+1 pt**  
Change, 2024 to 2025

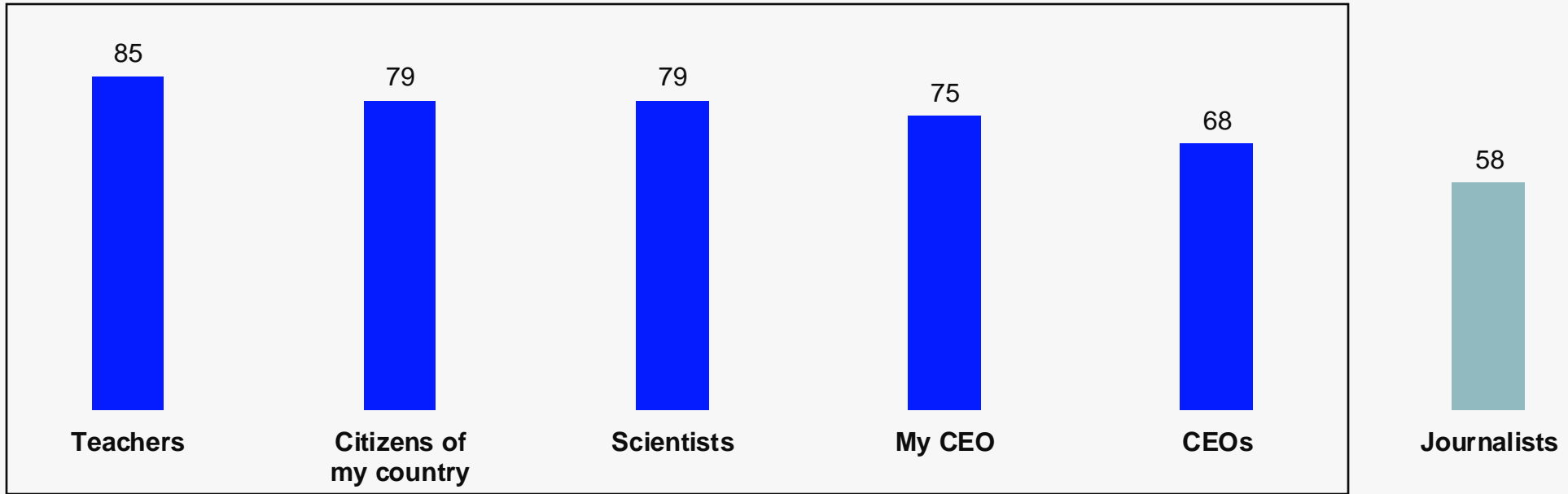
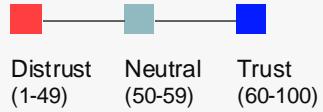


2025 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



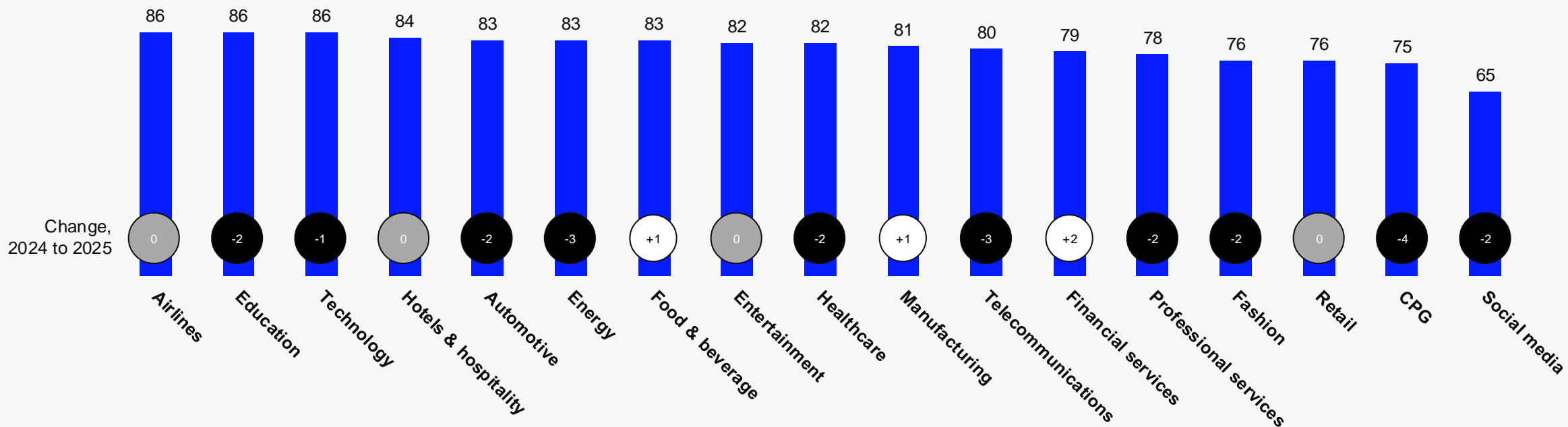
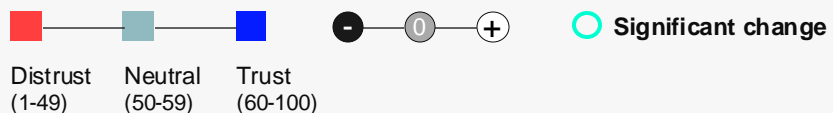
# Outside of Government, Most Professionals and Societal Influencers are Trusted in the UAE

Percent trust to do what is right, in the UAE



# All Industry Sectors Remain Trusted in the UAE

Percent trust, in the UAE



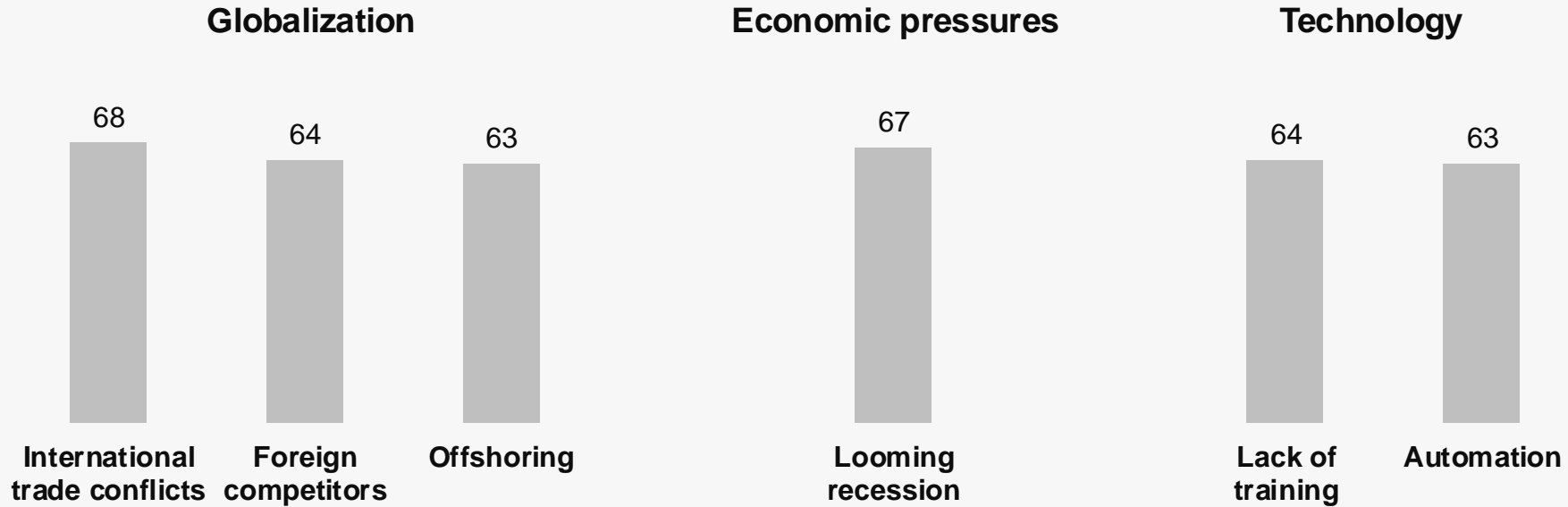
2025 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, UAE. Yearover-year changes were tested for significance using a t-test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



# When Prompted, People Make Clear They Worry About...

Percent of employees who worry, in the UAE

My **job security** is threatened by...





# People Question Credibility of News Sources

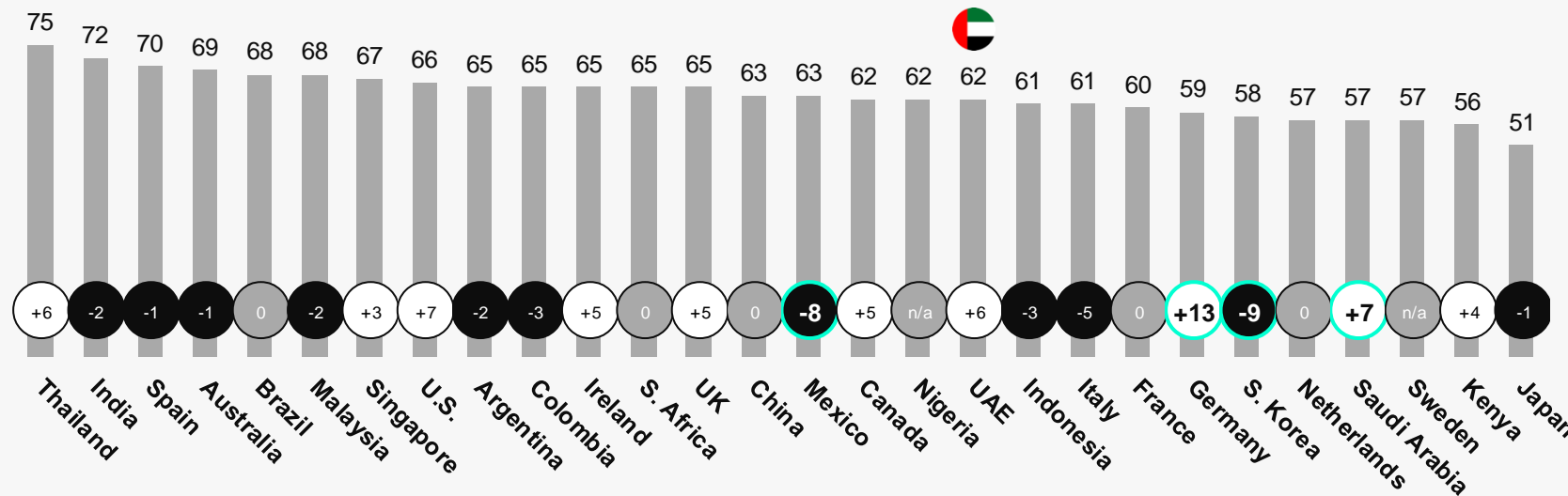
Percent who agree

GLOBAL 26     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

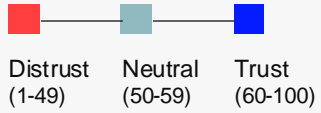


2025 Edelman Trust Barometer. ATT\_MED\_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 26-mkt avg. Year-over-year changes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



# In UAE, Majority Trust Artificial Intelligence

Percent who say, in the UAE



I trust artificial intelligence



I am comfortable with the use of AI by business



# People in the UAE Are Optimistic About the Next Generation's Future

Percent who say

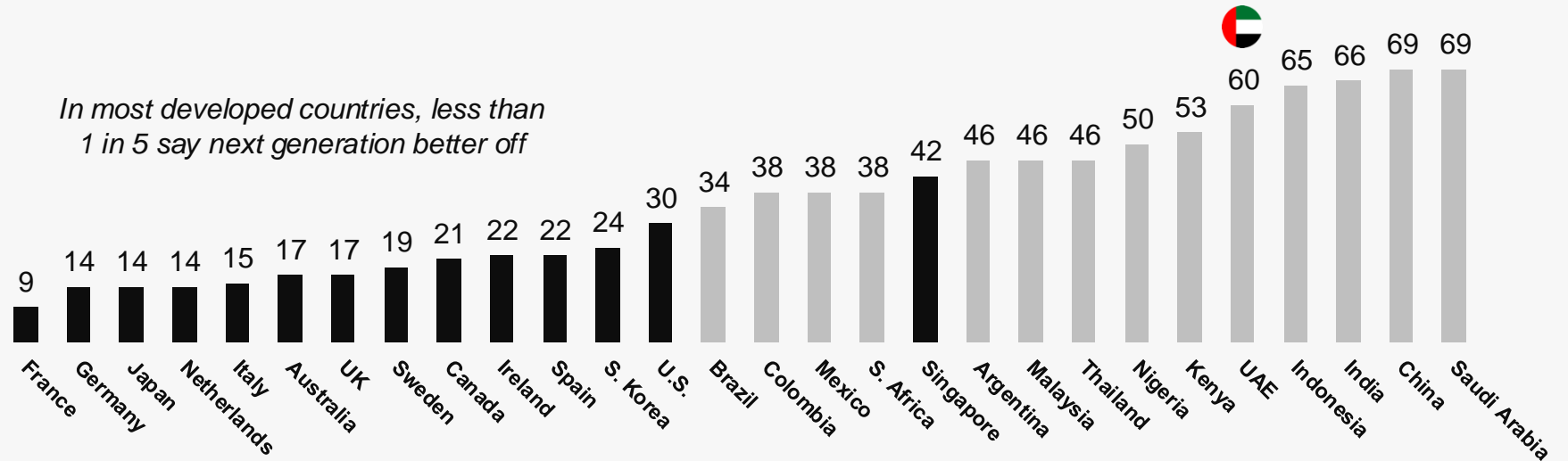
GLOBAL 28 ■ Developed countries

Compared to today,  
the next generation will be better off

ONLY

# 36%

*In most developed countries, less than 1 in 5 say next generation better off*



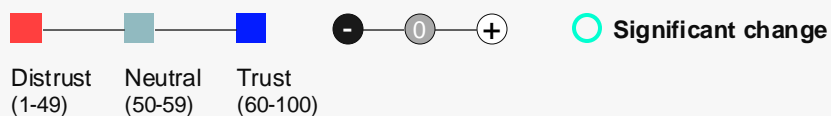
2025 Edelman Trust Barometer. BET\_FUT. How do you think the state of things in your country will be for the next generation compared to how things are in your country today? 5-point scale; top 2 box, better. Question asked of half the sample. General population, 28-mkt avg.



# The UAE Believes in International Bodies (1): United Nations Trusted in 10 of 28 Countries Measured, Including the UAE

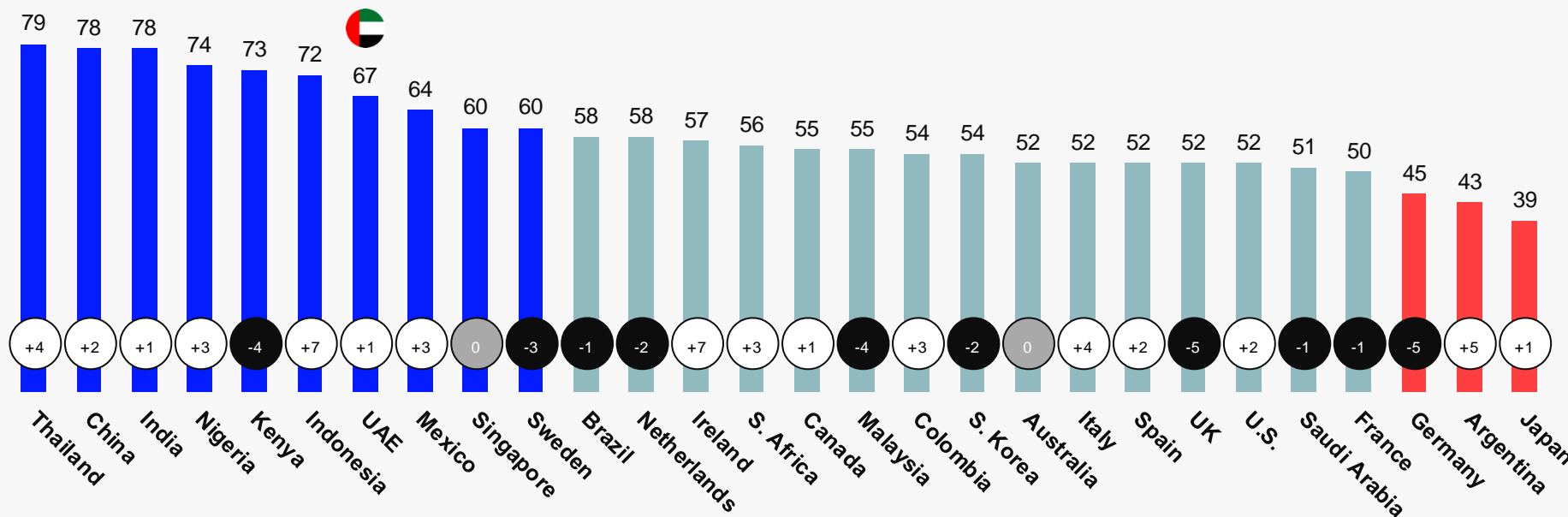
Percent Trust in the United Nations

GLOBAL 28



**58**

0 pts  
Change, 2024 to 2025

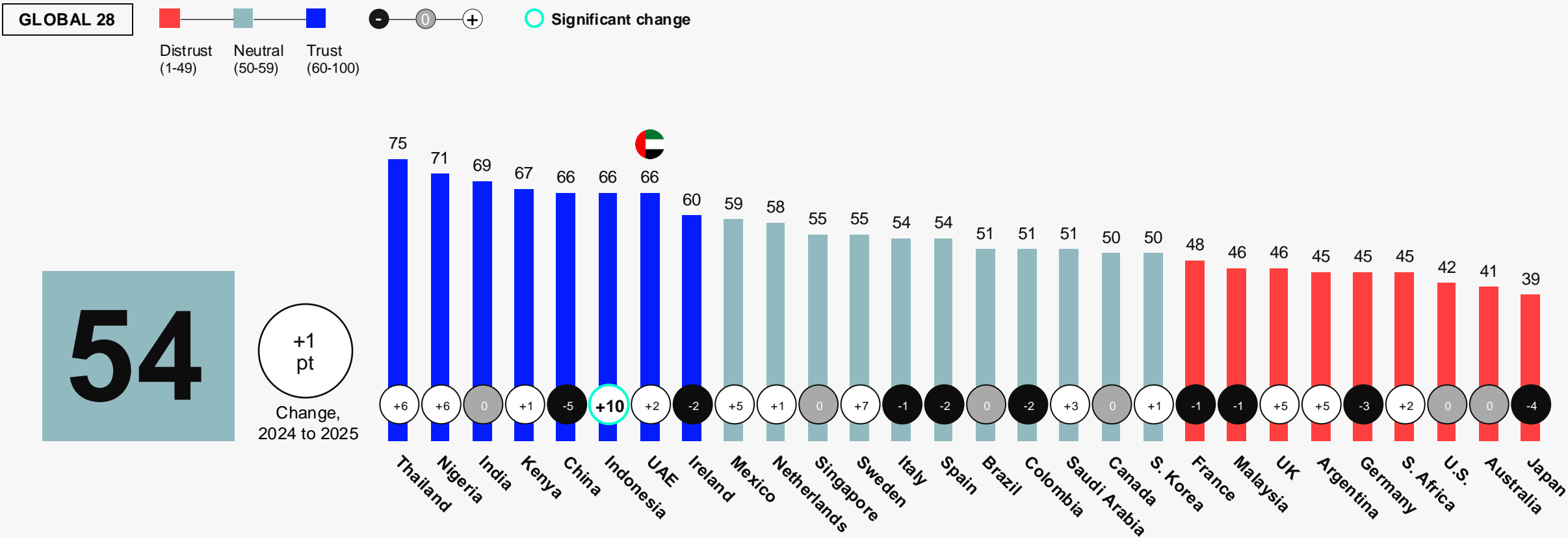


2025 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# The UAE Believes in International Bodies (2): The European Union Trusted in Only 8 of 28 Countries Measured, Including the UAE

Percent Trust in the European Union



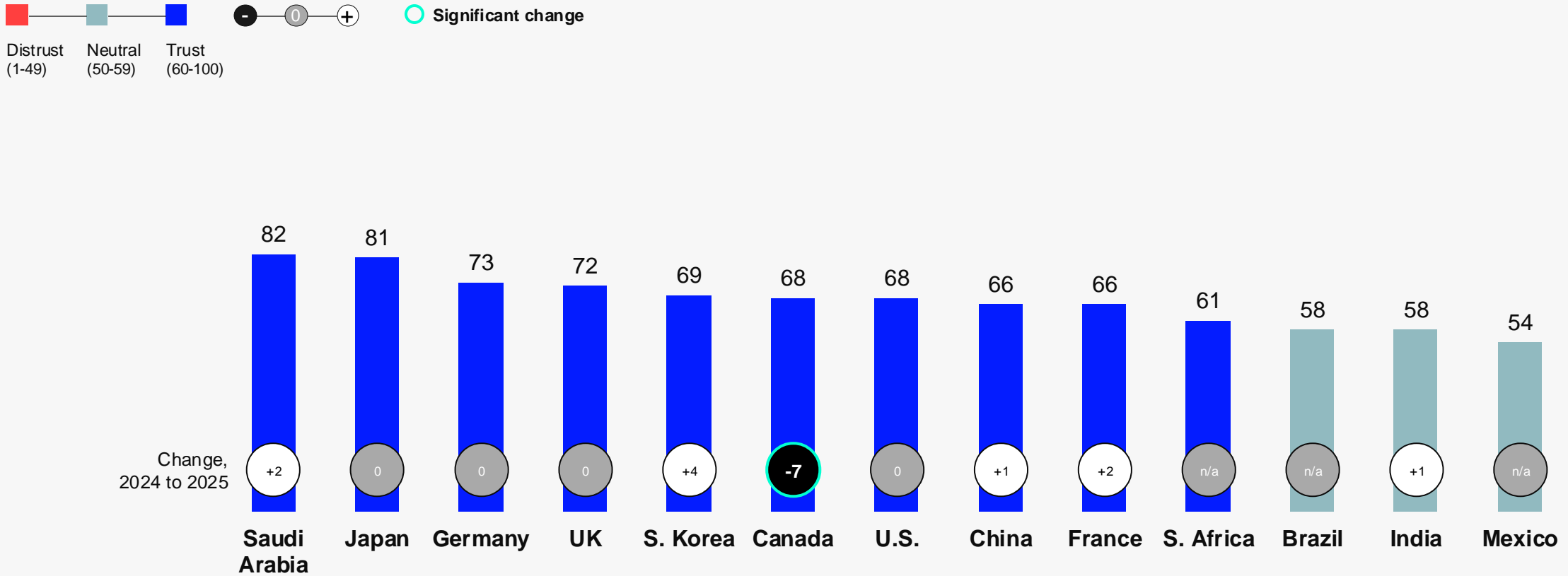
2025 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.





# The UAE Trusts in International Businesses (3)

Percent trust in companies headquartered in foreign countries, among those in the UAE



2025 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 the sample. General population, UAE. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# What Global Institutions Must Do To Rebuild Trust



# Restoring Trust and Building Optimism Globally

## 1

### Create opportunities for optimism

---

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

## 2

### Business has a license to act

---

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

## 3

### Business can't act alone

---

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



Thank  
You

