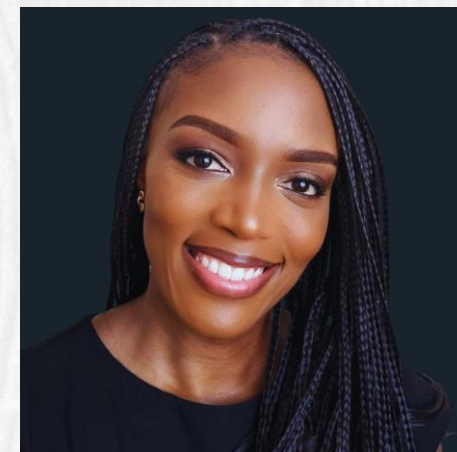


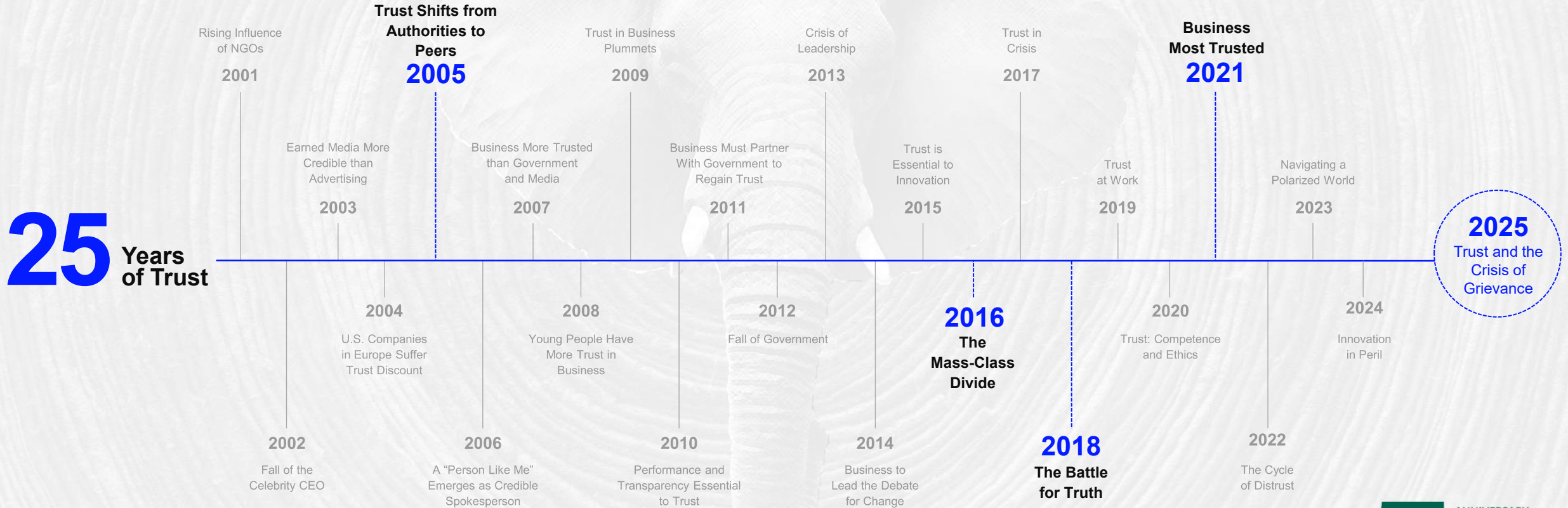
# 2025 Edelman Trust Barometer

**Trust and the Crisis of Grievance**  
Insights for the Technology Sector



**Corazon Sefu Wandimi**  
MD – Kenya, Edelman

# A Generation of Institutional Failures Erupts Into Grievance





# 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.



# Institutional Failures Push Us to the Brink

# Trust Index 2024 to 2025: Elections Fail to Improve Trust

## 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\**

### 2024 General population

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

### 2025 General population

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

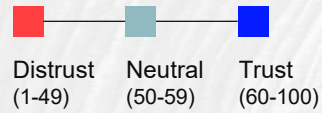
2025 Edelman Trust Barometer. The Trust Index is the average percent trust in business, government, media, and NGOs. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt 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.



# Low Income Mired in Distrust

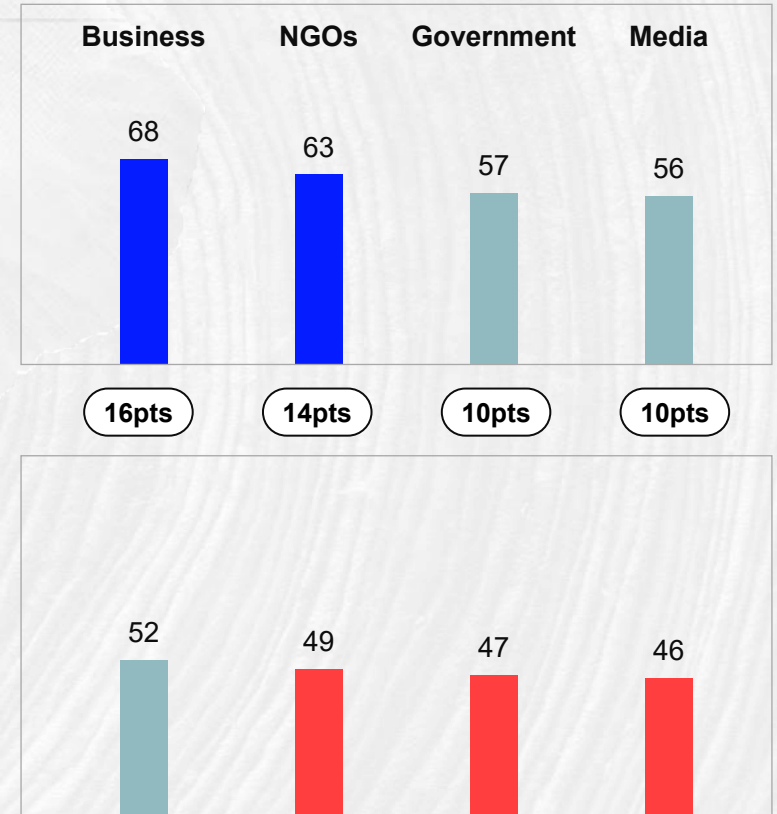
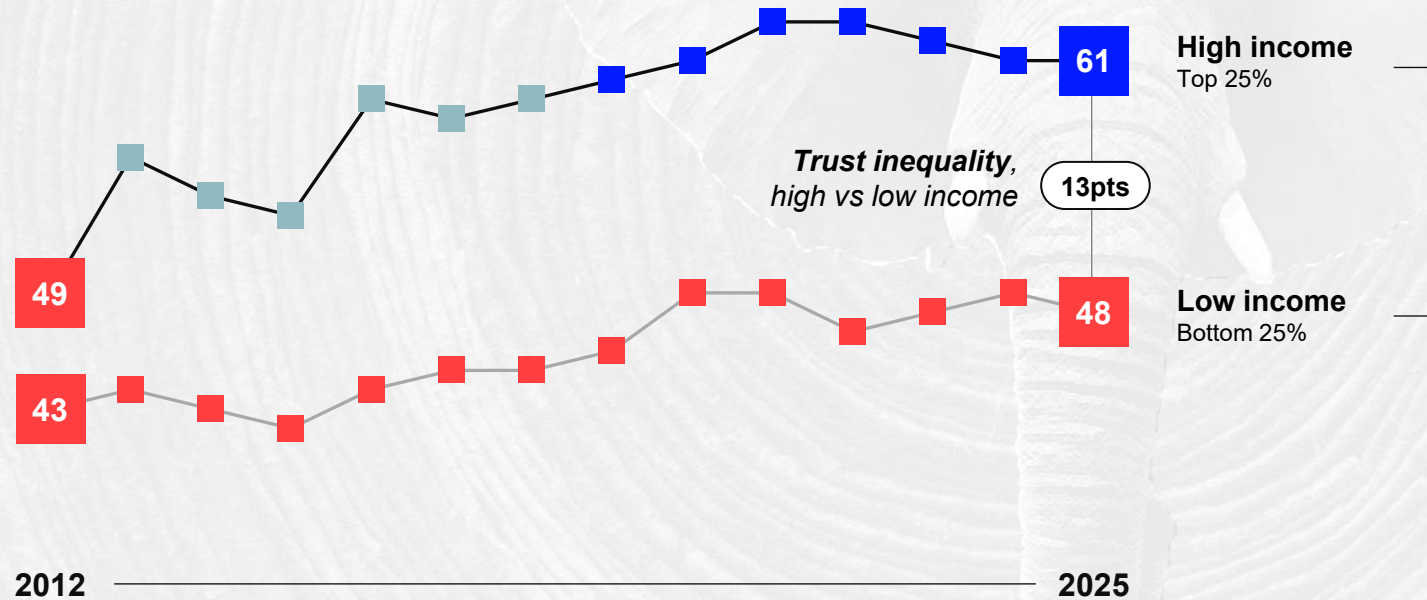
Percent trust

GLOBAL 21



## Trust Index

(avg of business, government, media, NGOs)





# Tech-Related Societal Fears Have Increased Since 2021

Percent who say

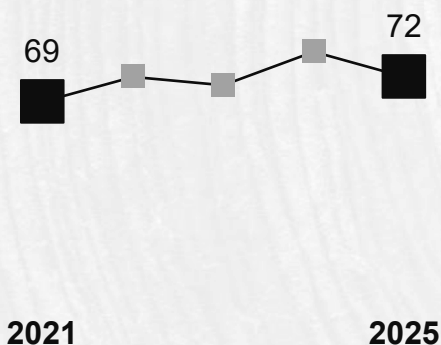
GLOBAL 26

—●—○—+ Change, 2024 to 2025

○ Significant change

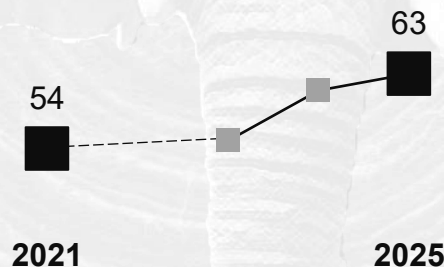
I worry about...

## Cyber Attacks



+3

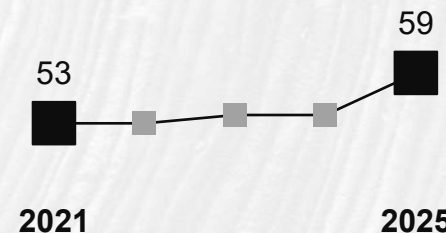
## Information War



+9

## Job Loss to Automation

(Among employees)



+6



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

Percent who say

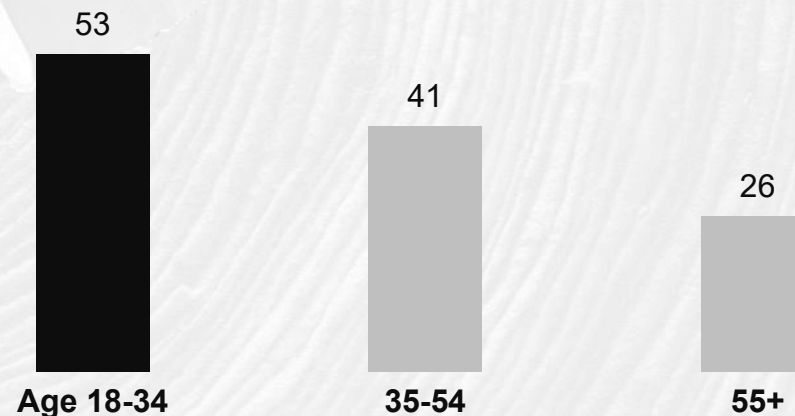
GLOBAL 28

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





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

Percent who say

GLOBAL 28

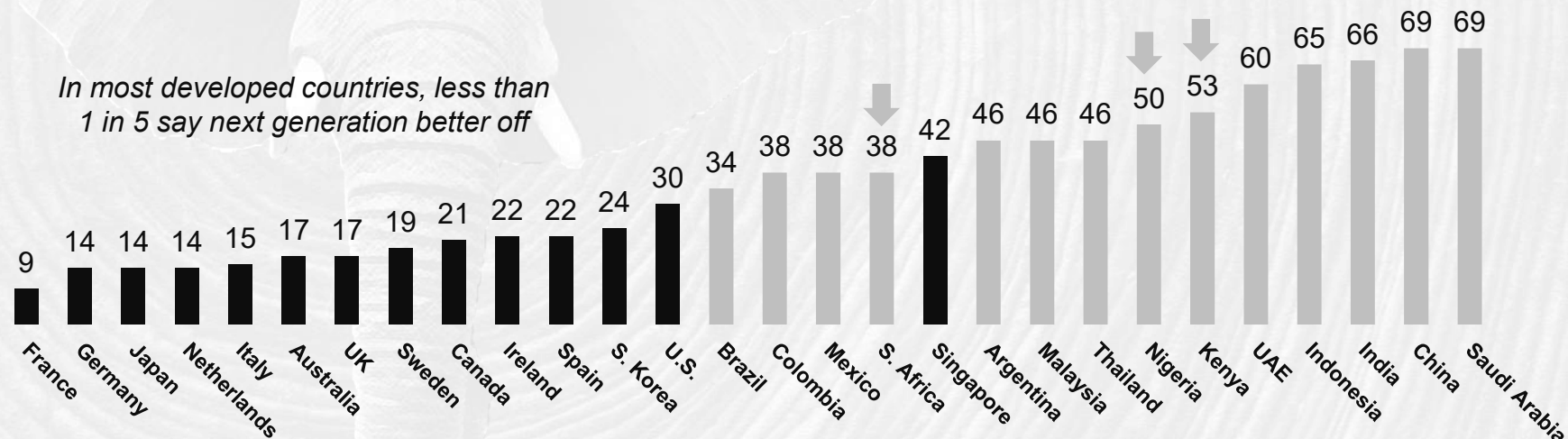
■ Developed countries

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

ONLY

36%

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

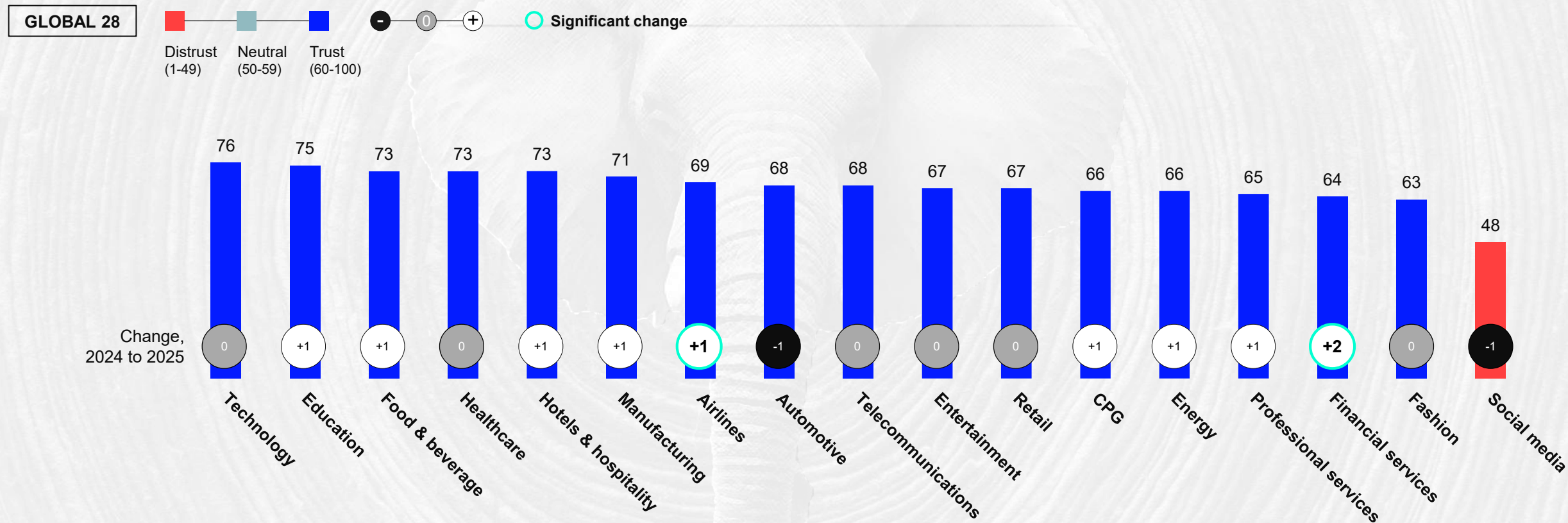


# Trust In The Technology Sector



# Most Industry Sectors Remain Trusted

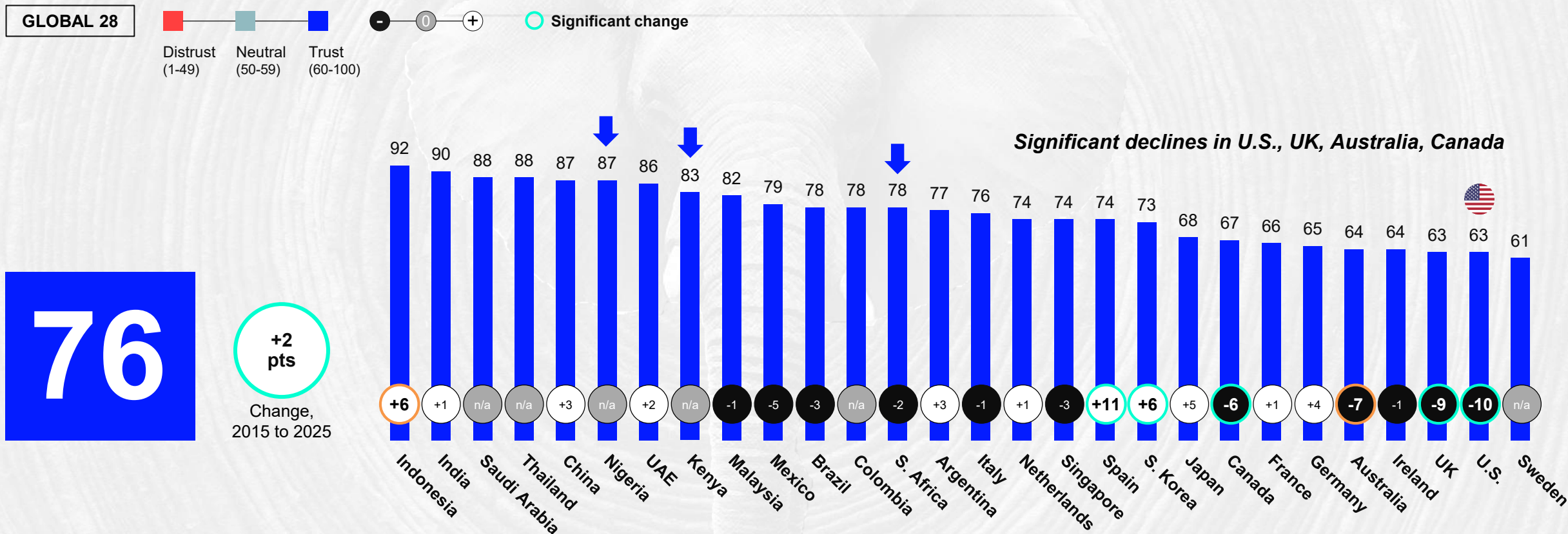
Percent trust





# 10-Year Trend: Majority Trust Tech Companies to Do What is Right

Percent trust in companies within the technology sector

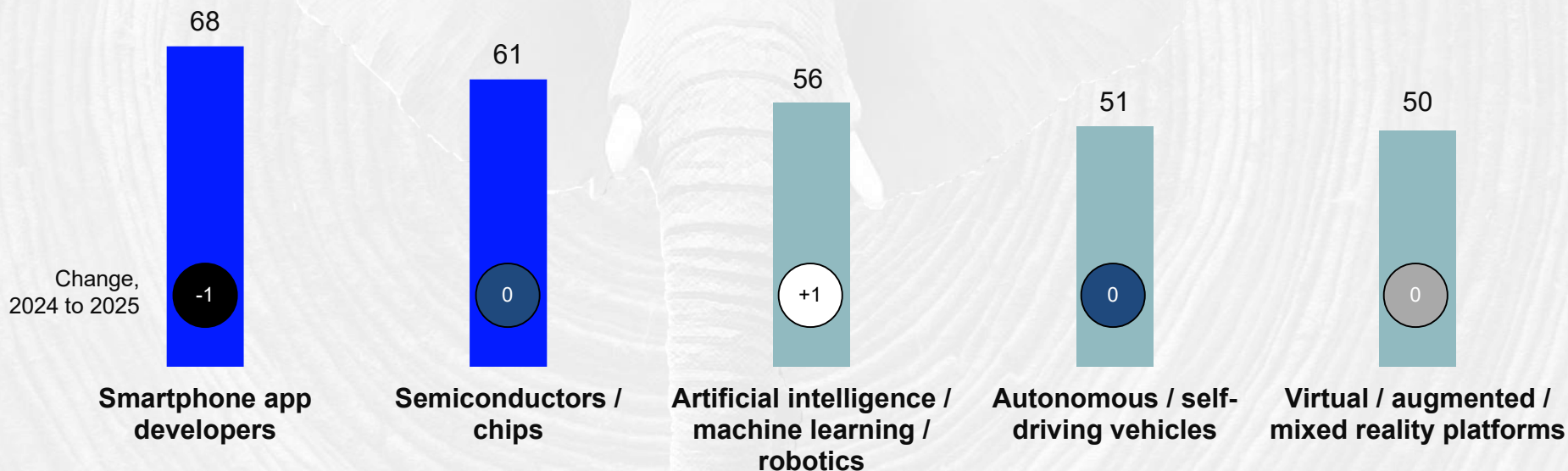
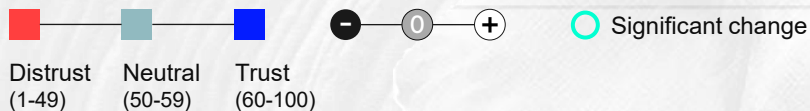




# Trust in Technology Subsectors: No Subsector Distrusted

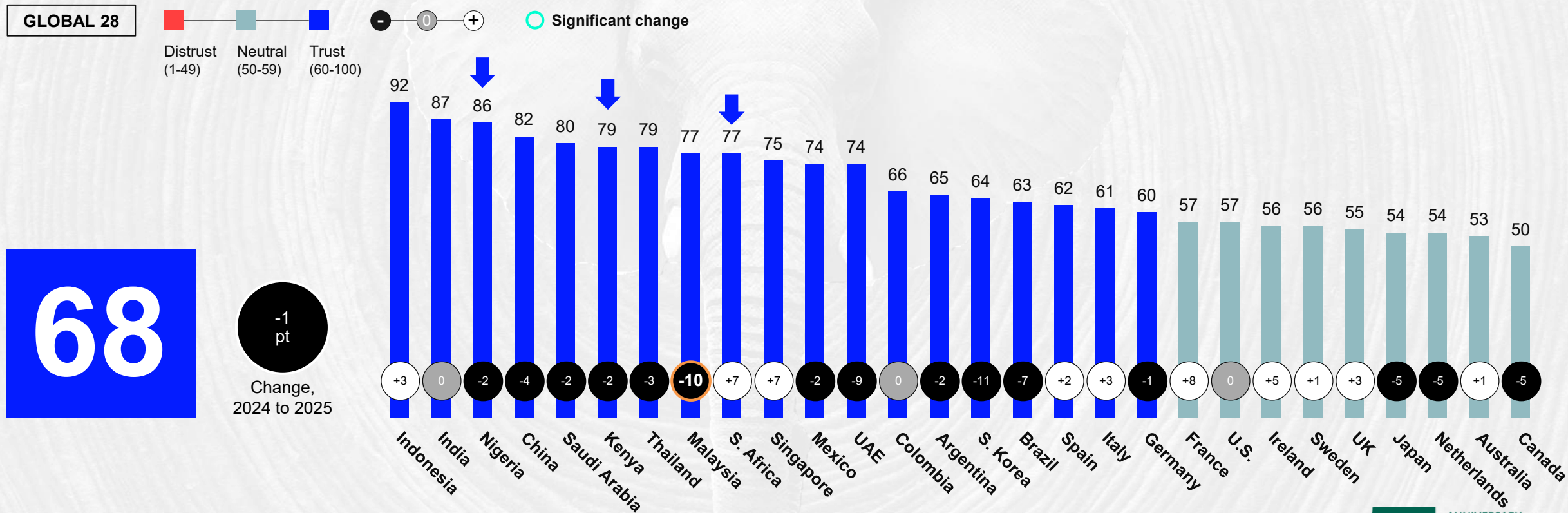
Percent trust in companies within each technology subsector

GLOBAL 28



# Technology Subsector: Smartphone App Development Companies Trusted in 19 of 28 Countries

Percent trust in companies within the mobile or smartphone application development subsector

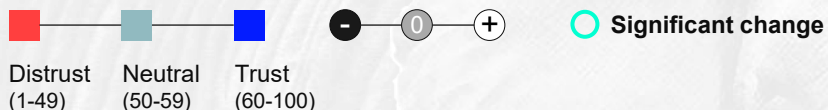




# Technology Subsector: Semiconductor/Chip Companies Trusted in 14 of 28 Countries

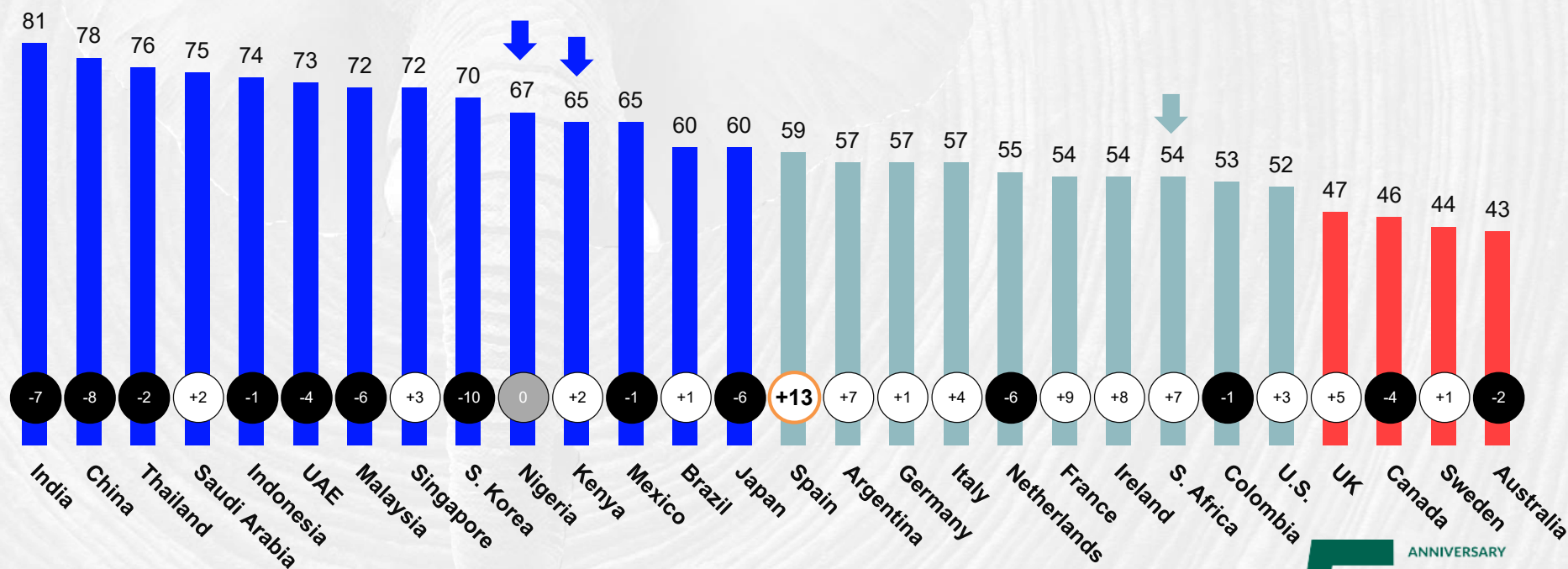
Percent trust in companies within the semiconductor/chip subsector

GLOBAL 28



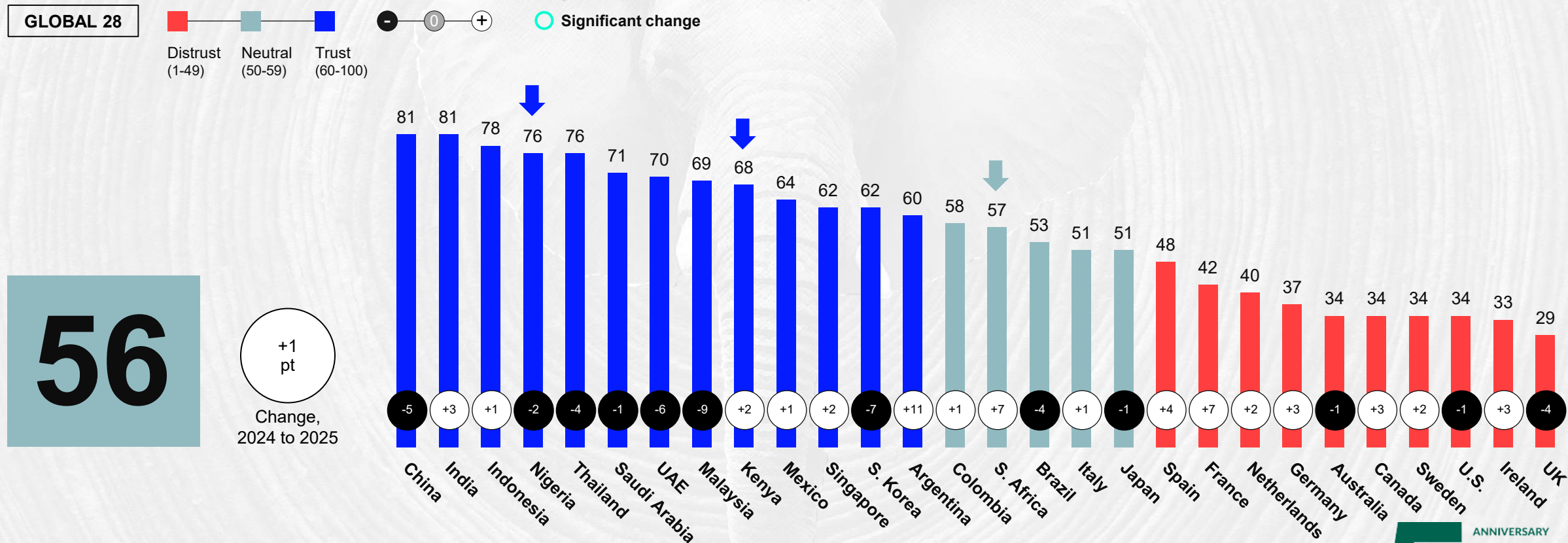
61

0 pts  
Change,  
2024 to 2025



# Technology Subsector: AI/Robotics Companies Trusted in 13 of 28 Countries

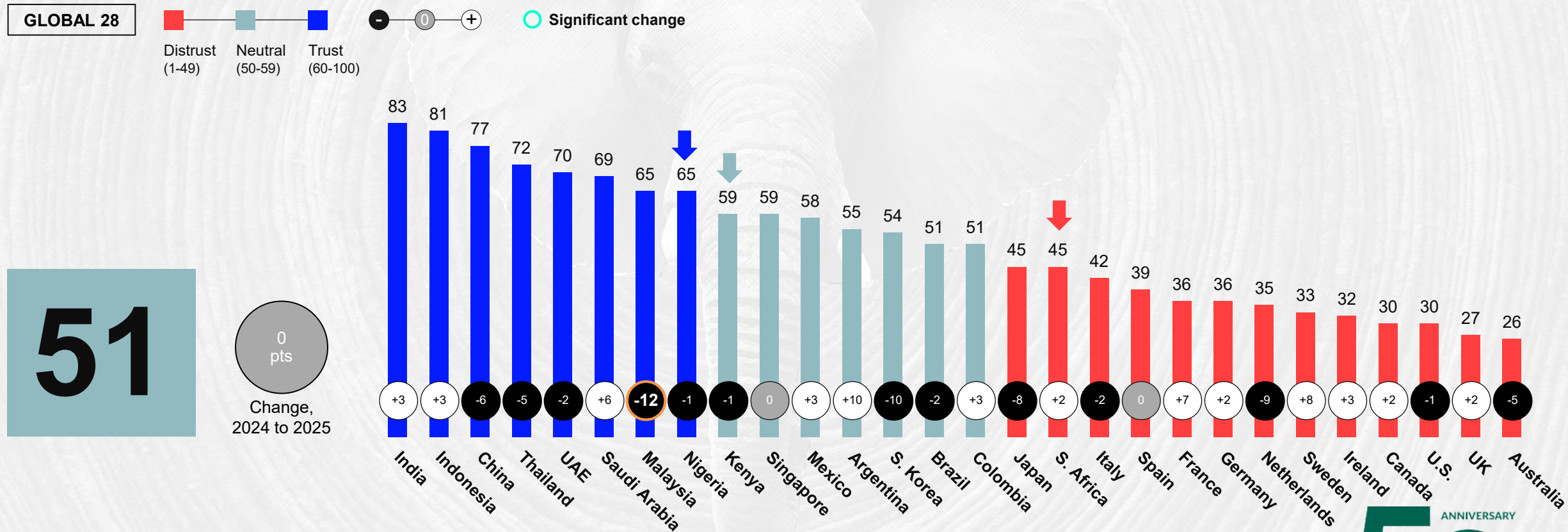
Percent trust in companies within the artificial intelligence/machine learning/robotics subsector





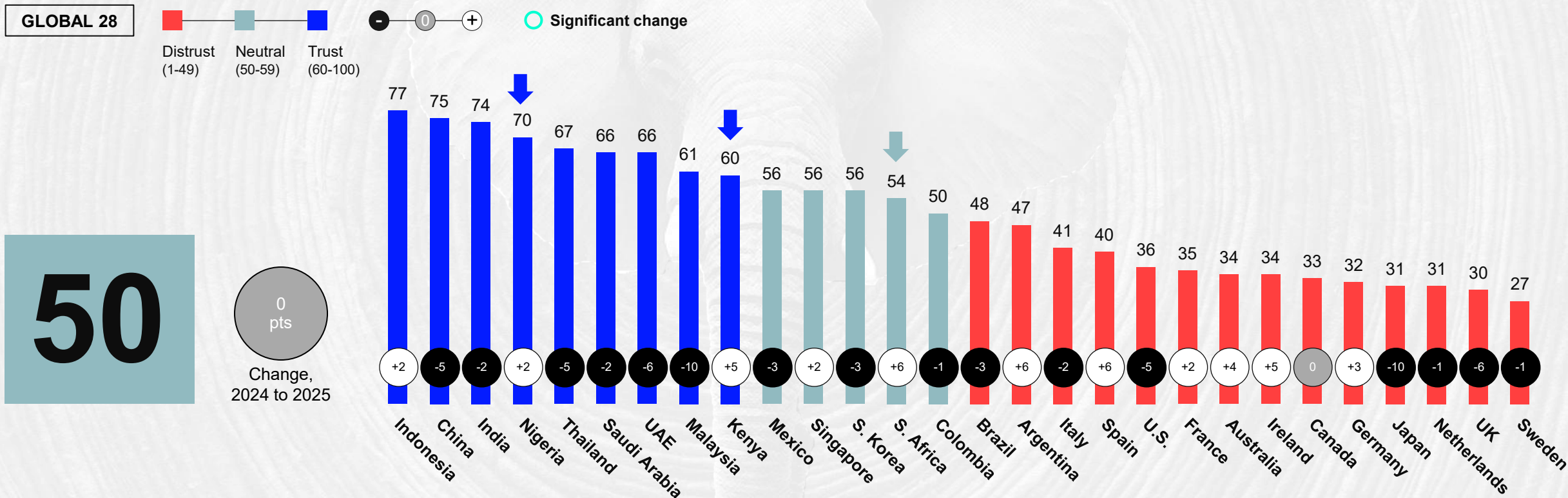
# Technology Subsector: Autonomous Vehicle Companies Trusted in 8 of 28 Countries

Percent trust in companies within the autonomous/self-driving vehicles subsector



# Technology Subsector: Virtual Reality Companies Trusted in 9 of 28 Countries

Percent trust in companies within the virtual/augmented/mixed reality platforms subsector





# Skepticism of Artificial Intelligence Increases

# Trust in Artificial Intelligence is Higher in Developing World Than Developed

Percent who say

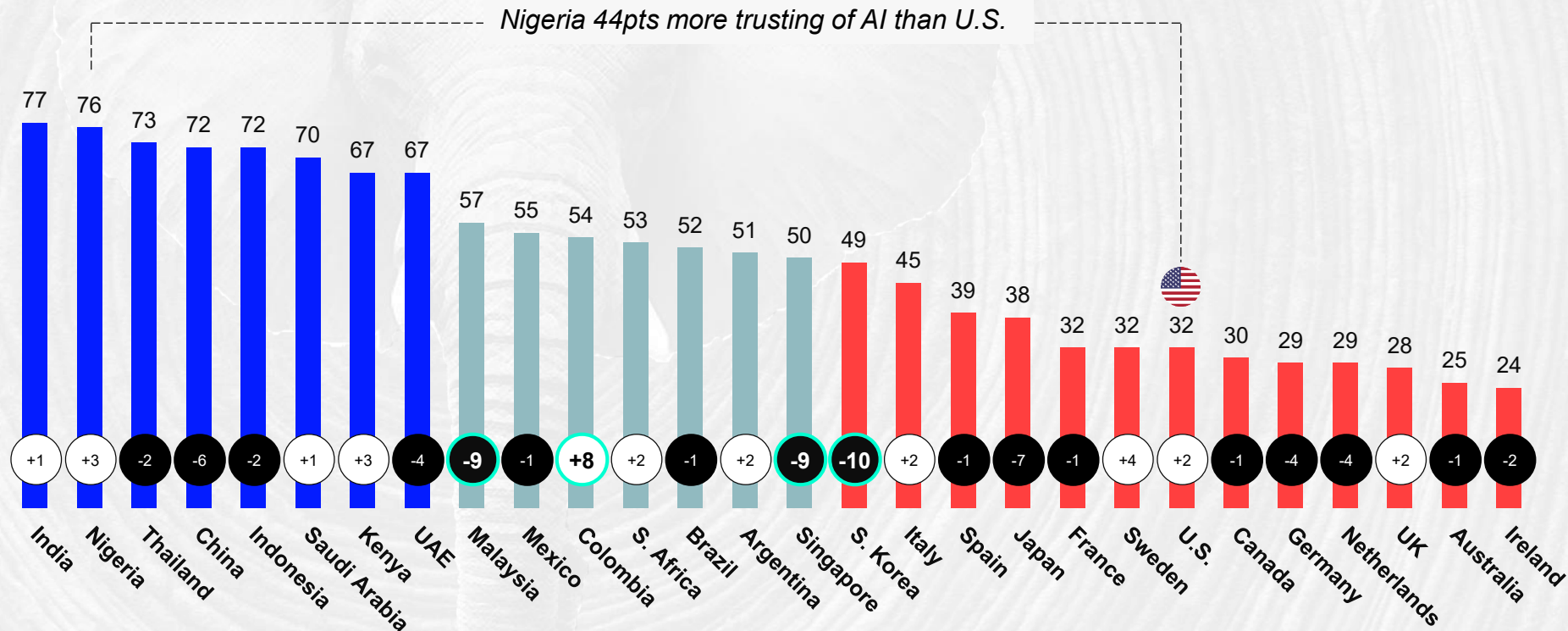
GLOBAL 28



I trust artificial intelligence

49

-1 pt  
Change, 2024 to 2025





# Trust in Artificial Intelligence Varies Across Demographics

Percent who say

GLOBAL 28

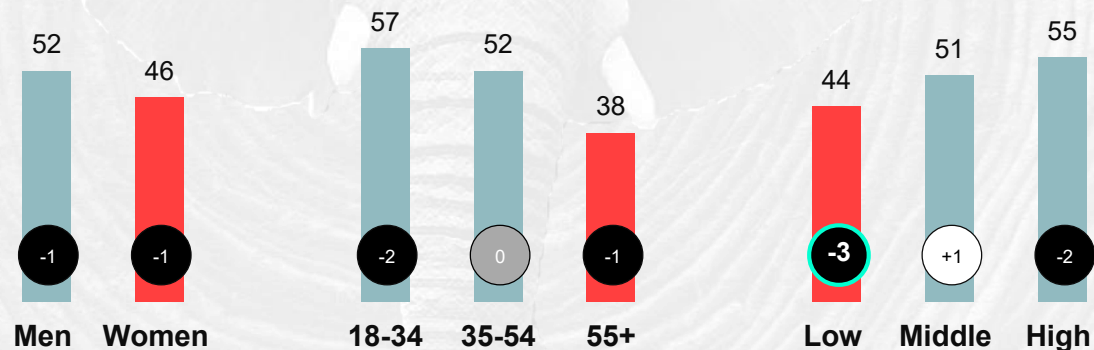


I trust artificial intelligence

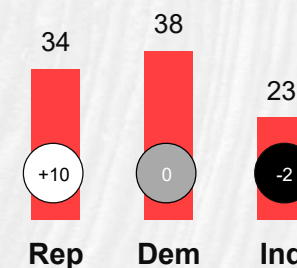
49

-1 pt  
Change, 2024 to 2025

Gender | Age | Income



U.S. Politics



# Nearly 1 in 2 Skeptical of Business Use of Artificial Intelligence

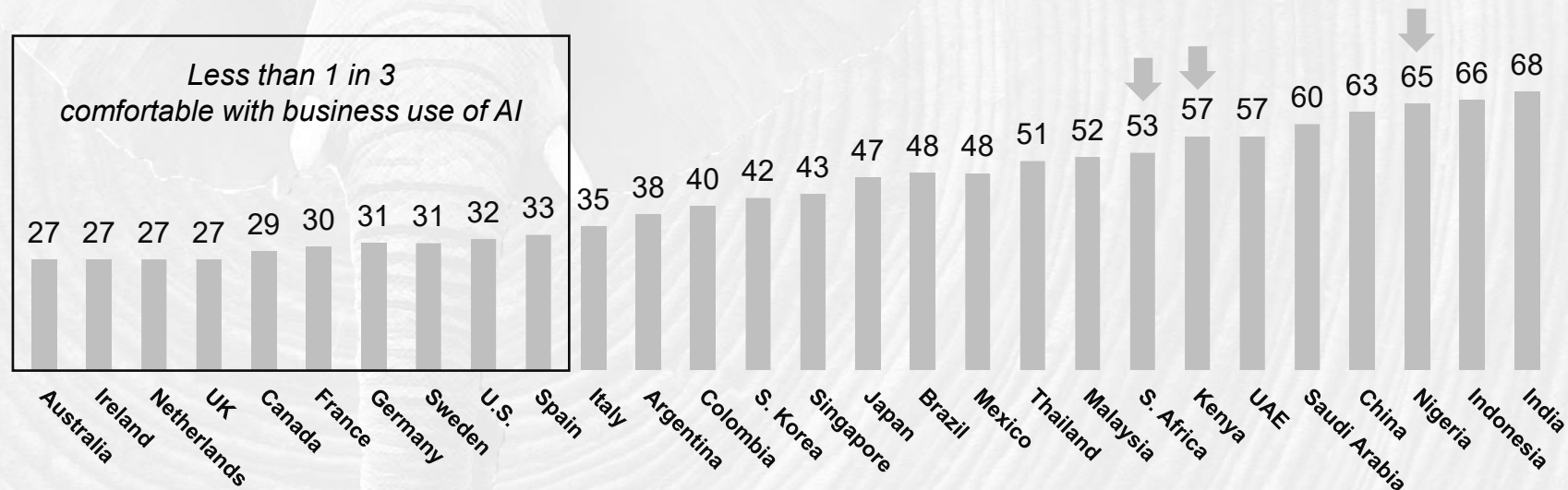
Percent who say

GLOBAL 28

I am comfortable with business using AI

ONLY

44%





# Younger Adults and Higher Income More Comfortable with Business Use of AI

Percent who say

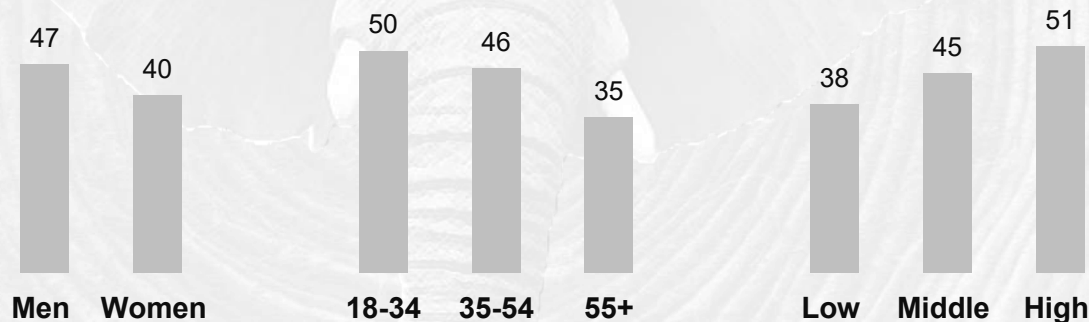
GLOBAL 28

I am comfortable with business using AI

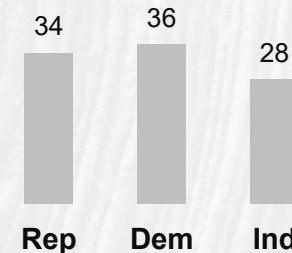
ONLY

44%

Gender | Age | Income



U.S. Politics



# Enthusiasm for Use of Artificial Intelligence Declines

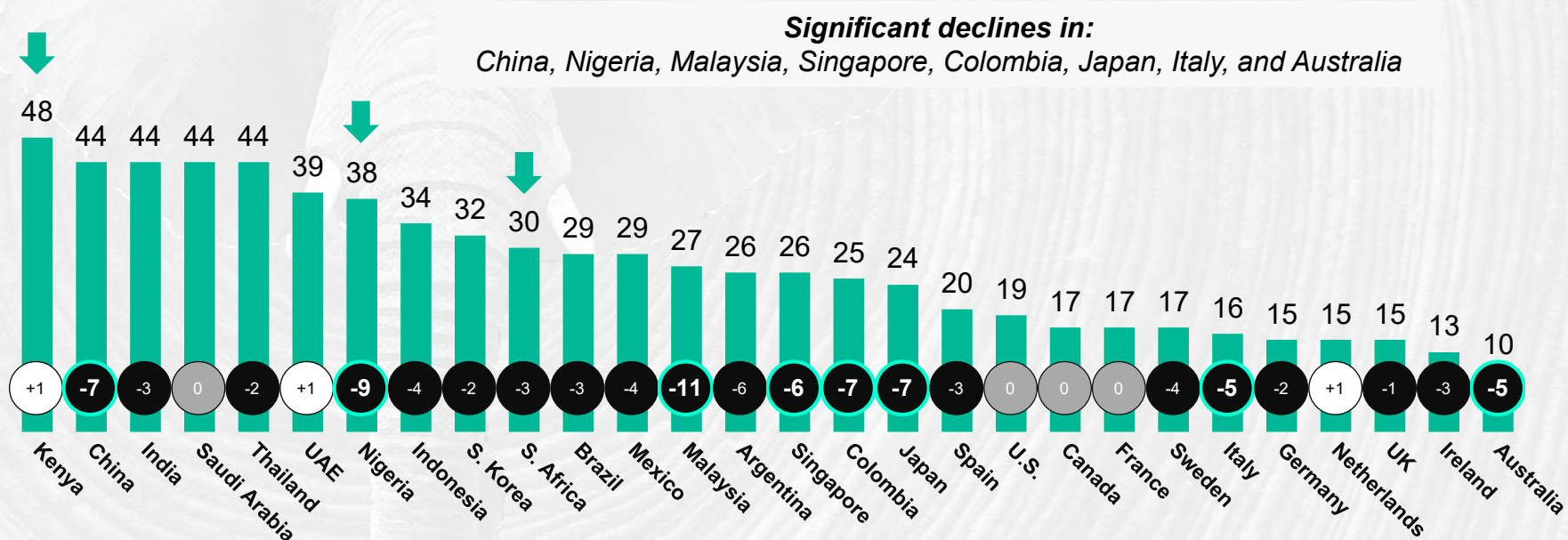
Percent who say

GLOBAL 28

I embrace the growing use of AI

27%

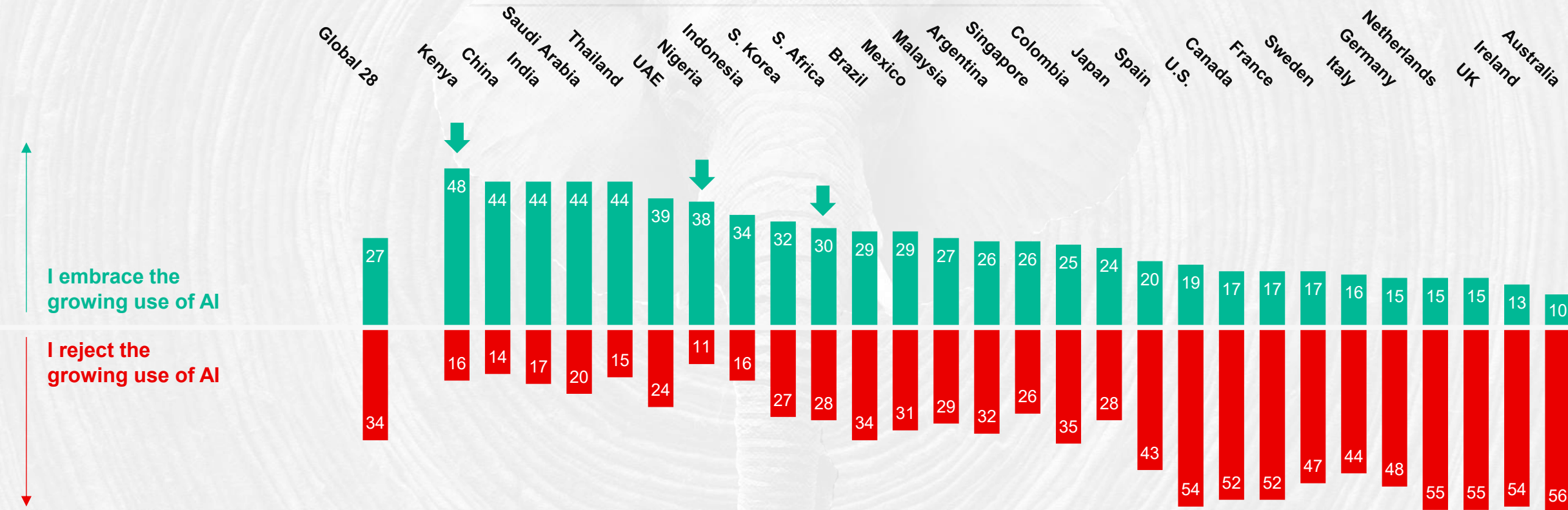
-3 pts  
Change, 2024 to 2025





# More Likely to Reject, not Embrace AI

Percent who say



# Insights for the Technology Sector: The AI Trust Imperative

## Top Findings

1

### The majority globally trust the tech sector to do what is right

Globally, 76 percent of people trust the technology sector to do what is right. But over the last decade, tech trust in key markets has declined significantly, most notably in the U.S., where it is down from 73 percent in 2015 to 63 percent in 2025.

2

### Tech-related societal fears are on the rise

Fifty-nine percent of employees fear losing their jobs to automation, up 6 points since 2021, and 63 percent of respondents worry about foreign countries waging an information war, up 9 points since 2021 –both at the highest levels recorded. More than 7 in 10 fear cyberattacks and hackers.

3

### Trust in AI is higher in the developing world than the developed

Globally, 49 percent trust artificial intelligence as a technology. However, there are wide splits as AI trust varies dramatically by country. While 76 percent of Nigerian respondents trust AI, only 32 percent of Americans do.

4

### AI companies are less trusted than other tech sub-sectors

Globally, 56 percent trust artificial intelligence companies. That slots AI in the middle of tech sub-sectors; app developers (68 percent) and semiconductors (61 percent) are more trusted than AI, while autonomous vehicles (51 percent) and virtual reality (50 percent) companies are less trusted.



# Insights for the Technology Sector: The AI Trust Imperative

## Top Findings

5

### Trust in AI varies by demographic

Globally, AI is most trusted by younger adults (57 percent), and those with high income (55 percent). Men trust AI more than women (52 percent vs 46 percent).

6

### Enthusiasm for use of AI has declined

Just 27 percent globally embrace the growing use of artificial intelligence, down 3 points since last year, while 34 percent reject it. In the U.S., 19 percent embrace AI while the majority, 54 percent, reject it.

7

### Tech sector has opportunity to lead in rebuilding trust

Globally, tech companies are seen as more competent and more ethical than other sectors measured. With a net competence score of 23 and a net ethical score of 37, tech is ahead of food and beverage(15, 31); health (10, 31); energy(3, 19); and financial services (5, 14).The industry must turn this trust advantage into leadership.

