

2025 Edelman Trust Barometer

Global and UAE Report
A Difference in 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.



25 Years: World Events Put Trust Under Pressure

2003

Iraq Invasion
Trust in government declines in U.S.



2016

Populism Powers Brexit
Trust inequality grows, trust in media declines



2022

Invasion of Ukraine
Geopolitical conflicts spark brand boycotts



1999

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

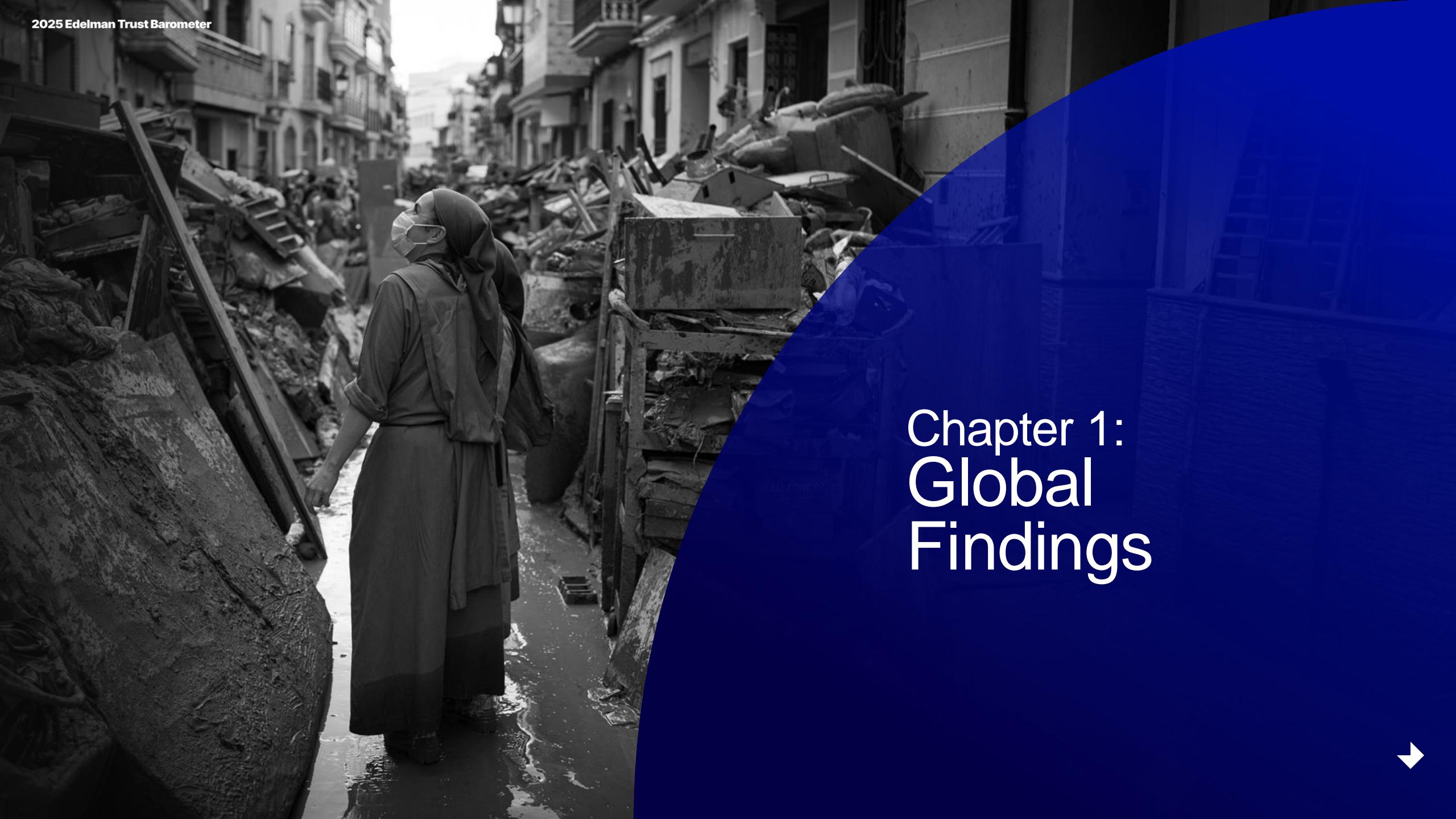
2008

Financial Crisis
Trust in banks crashes

2020

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





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)



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

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

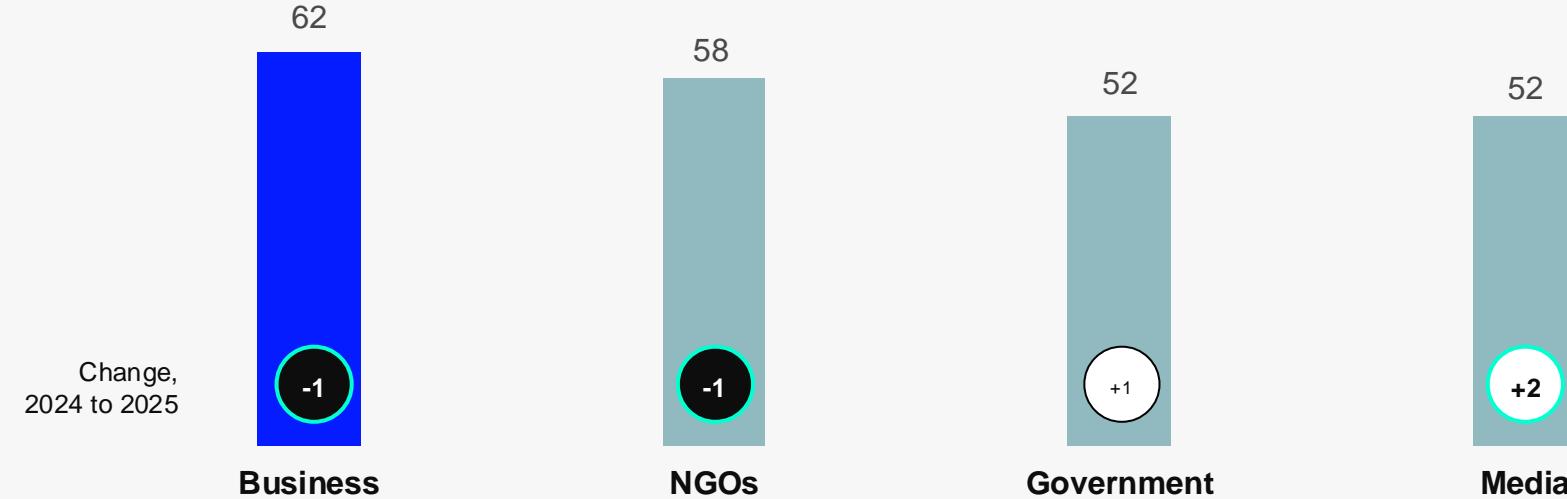
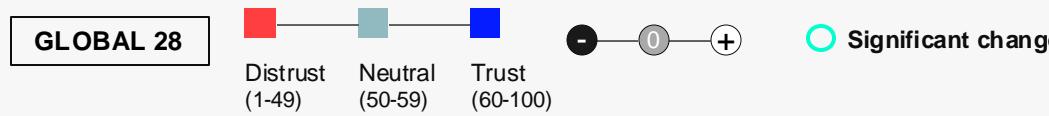
56 Global 28

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



Business is the Only Trusted Institution Globally

Percent trust



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

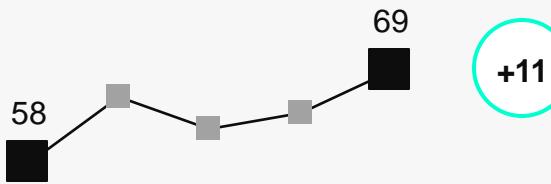
GLOBAL 26



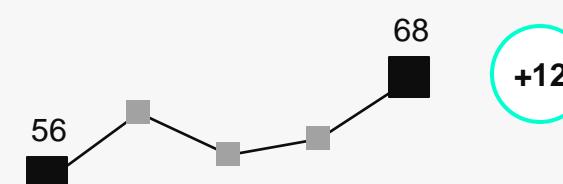
Change, 2021 to 2025

● Significant change

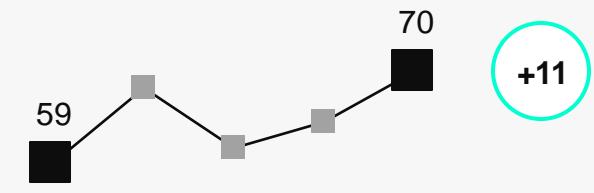
Government leaders



Business leaders



Journalists and reporters



purposely 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 %

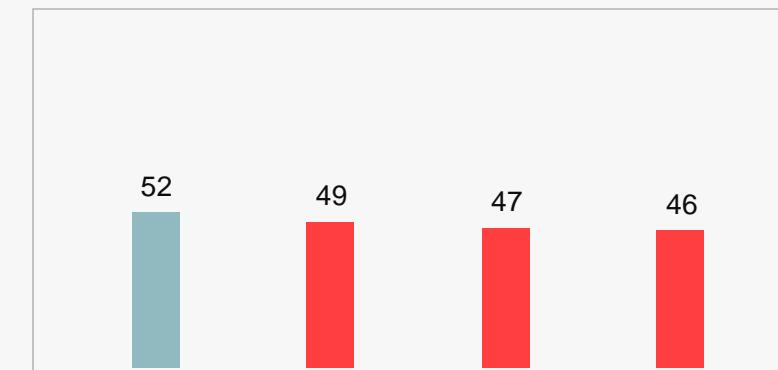
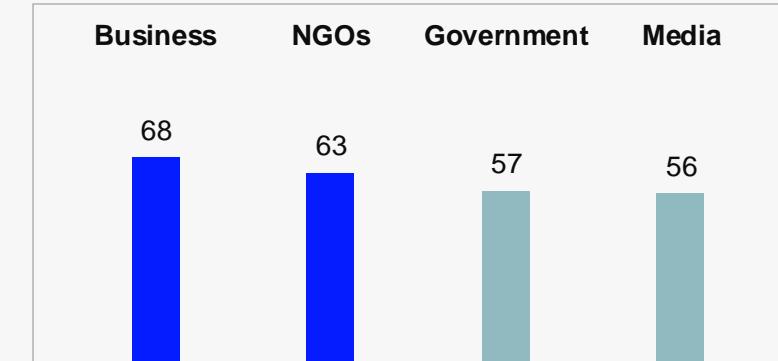
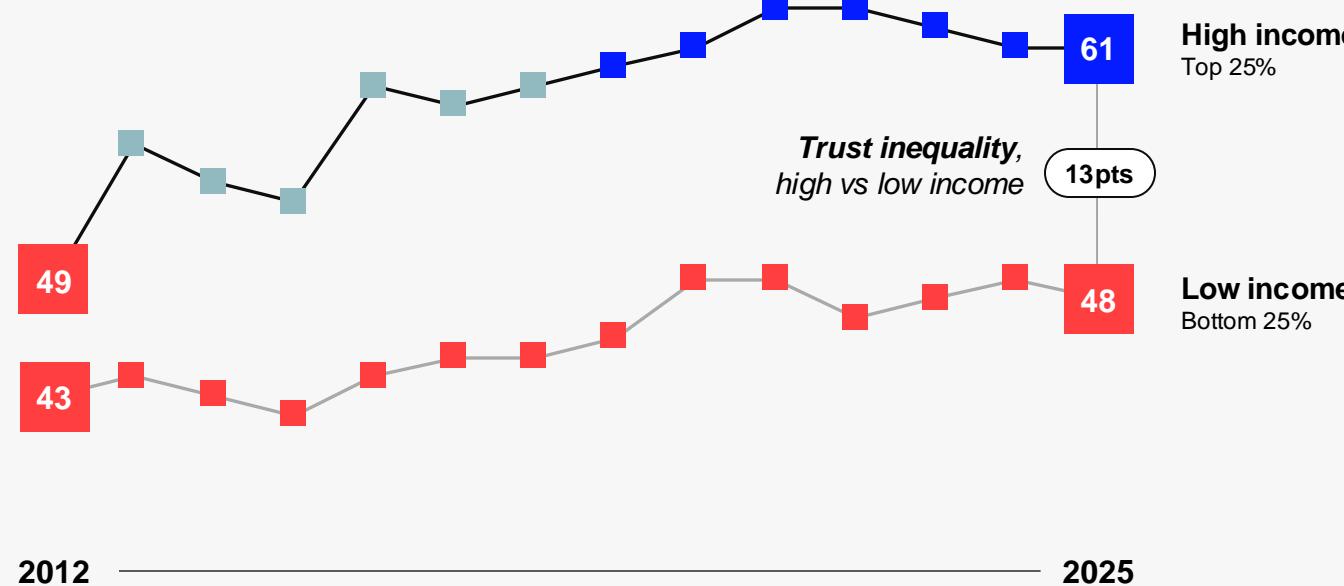


Global Low Income Mired in Distrust

Percent trust



Trust Index
(avg of business, government, media, NGOs)



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

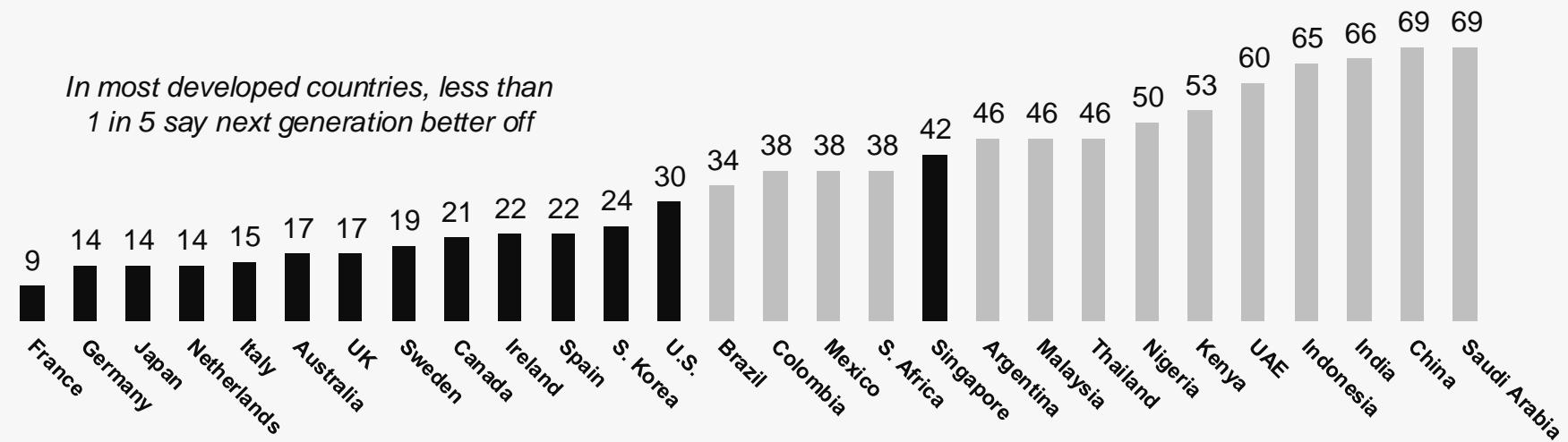
Percent who say

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

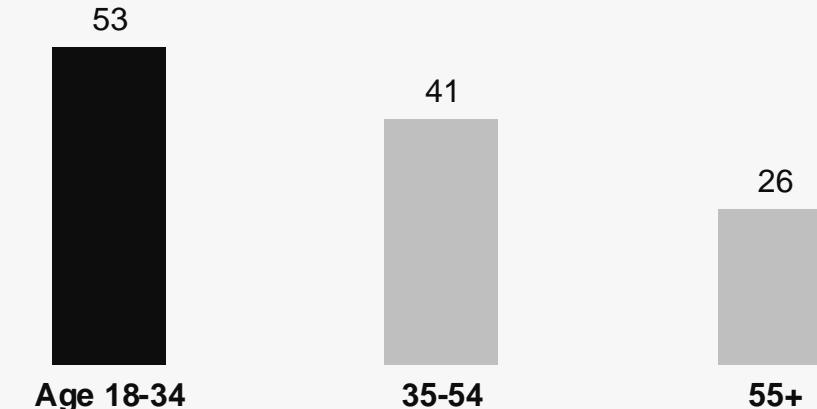
GLOBAL 28

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*

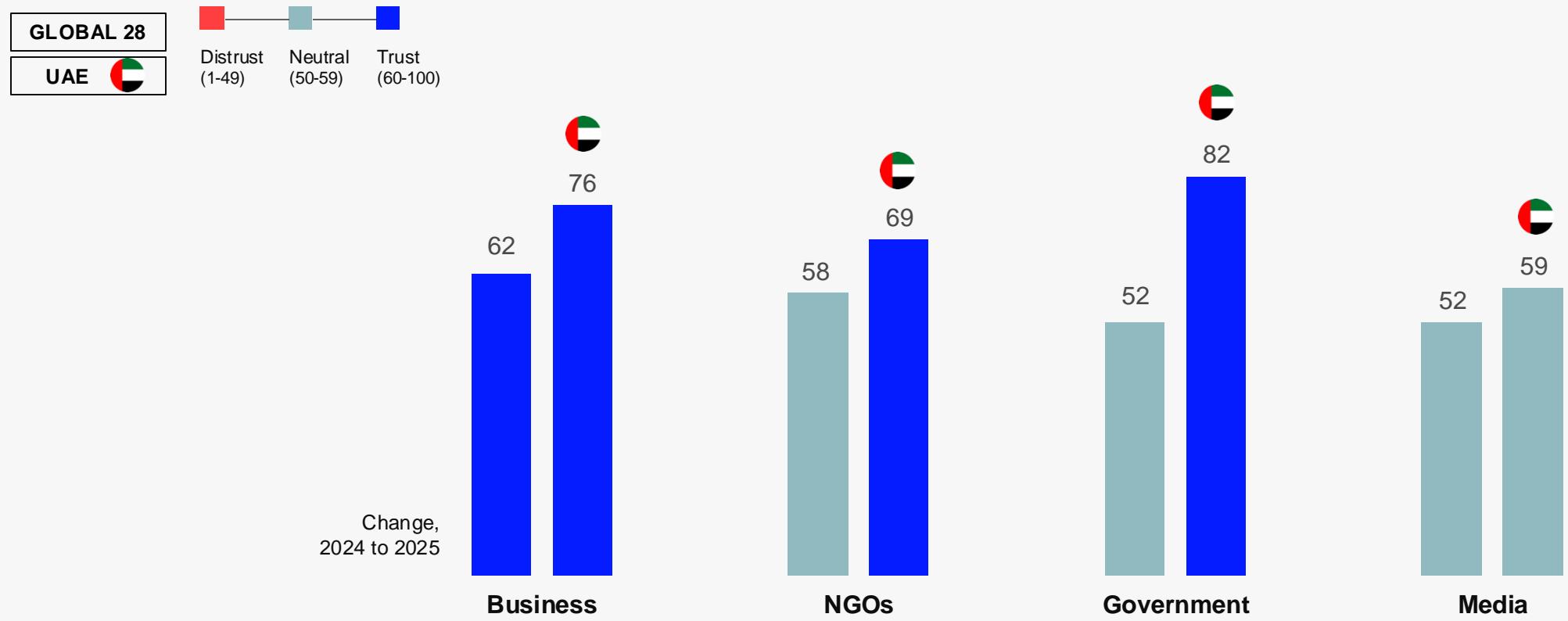


Chapter 2: Solid Foundation of Trust in the UAE



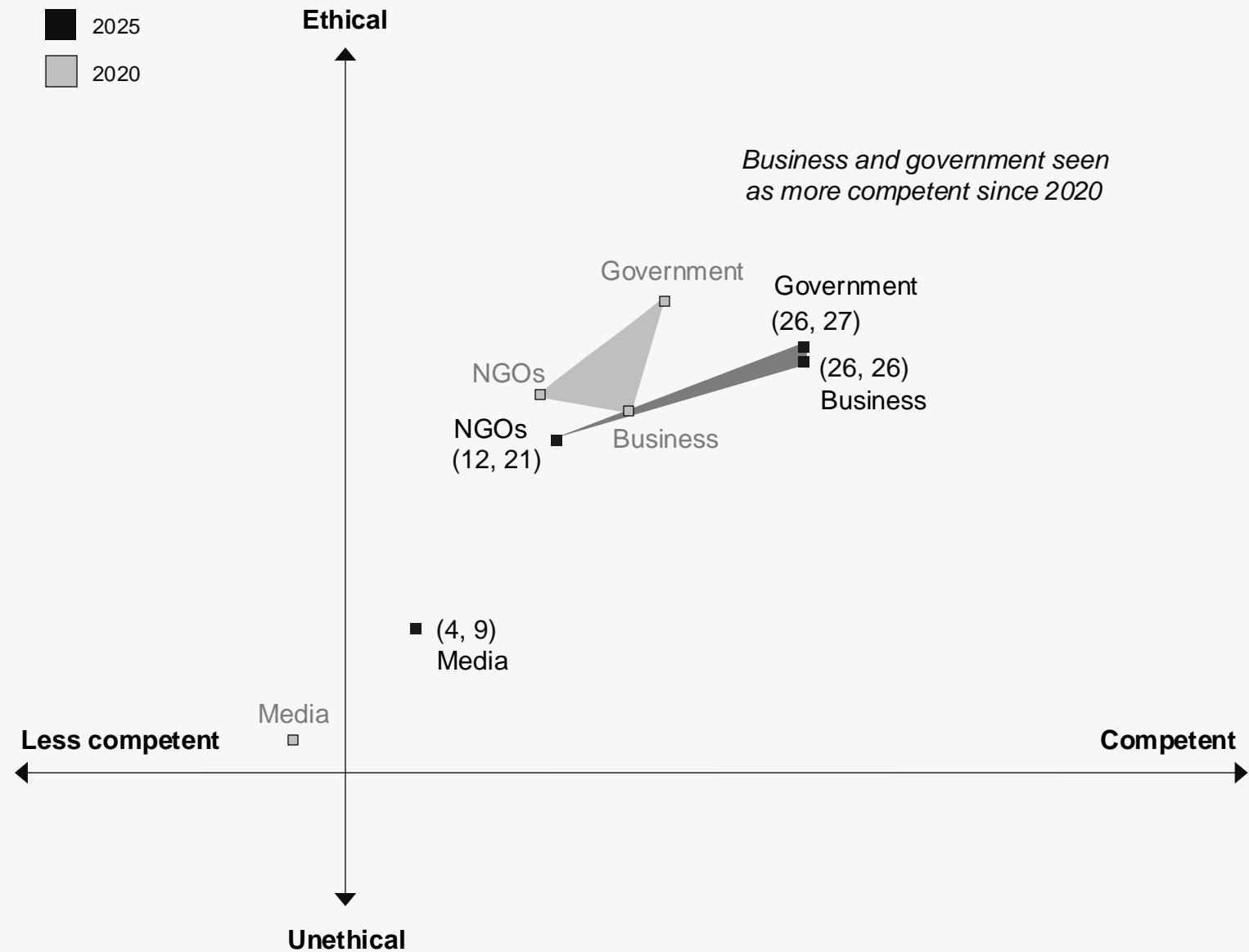
In the UAE, Government Remains Most Trusted Institution

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_DIM1-4. 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

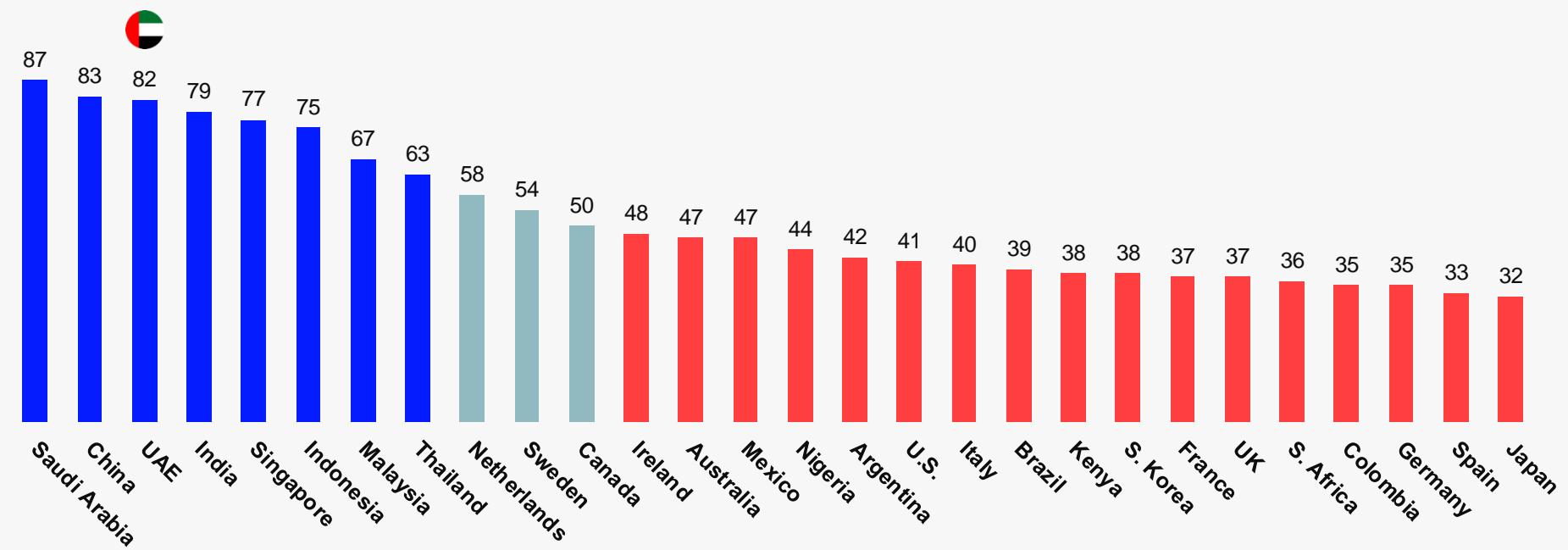
Percent trust in government

GLOBAL 28

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

52

+1 pt
Change,
2024 to 2025



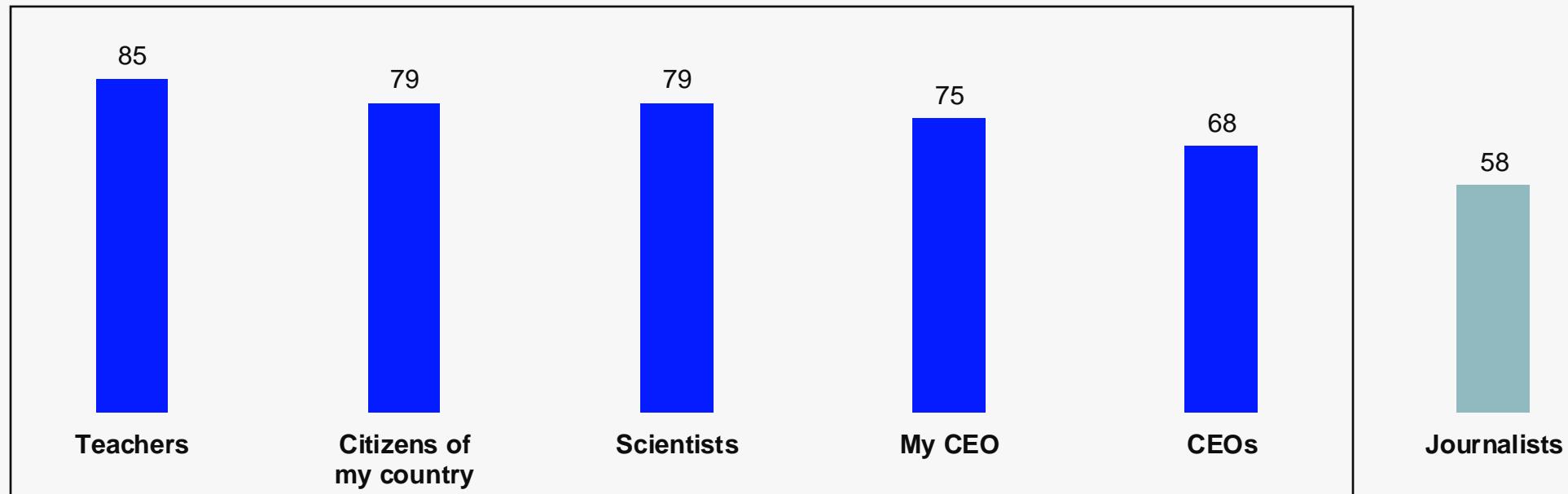
2025 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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

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

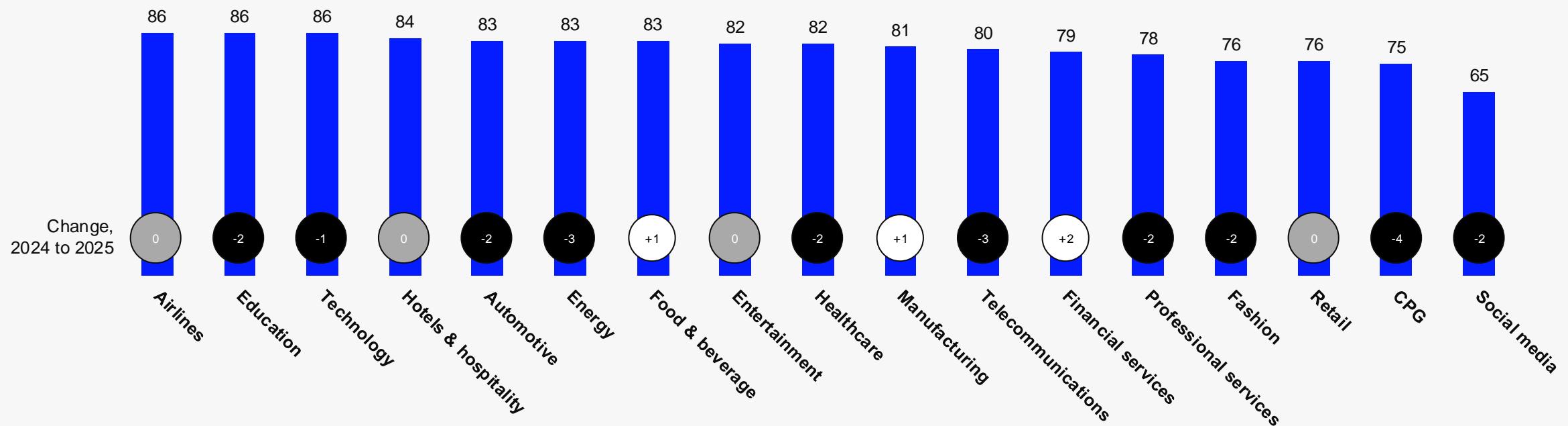
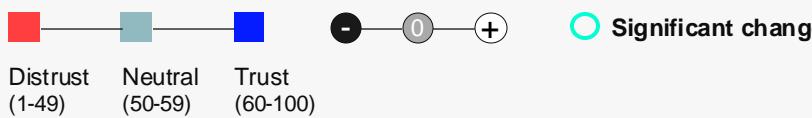


2025 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Some attributes shown to half the sample. General population, UAE. "My CEO" only shown to those who are an employee of an organization (Q43/1).



All Industry Sectors Remain Trusted in the UAE

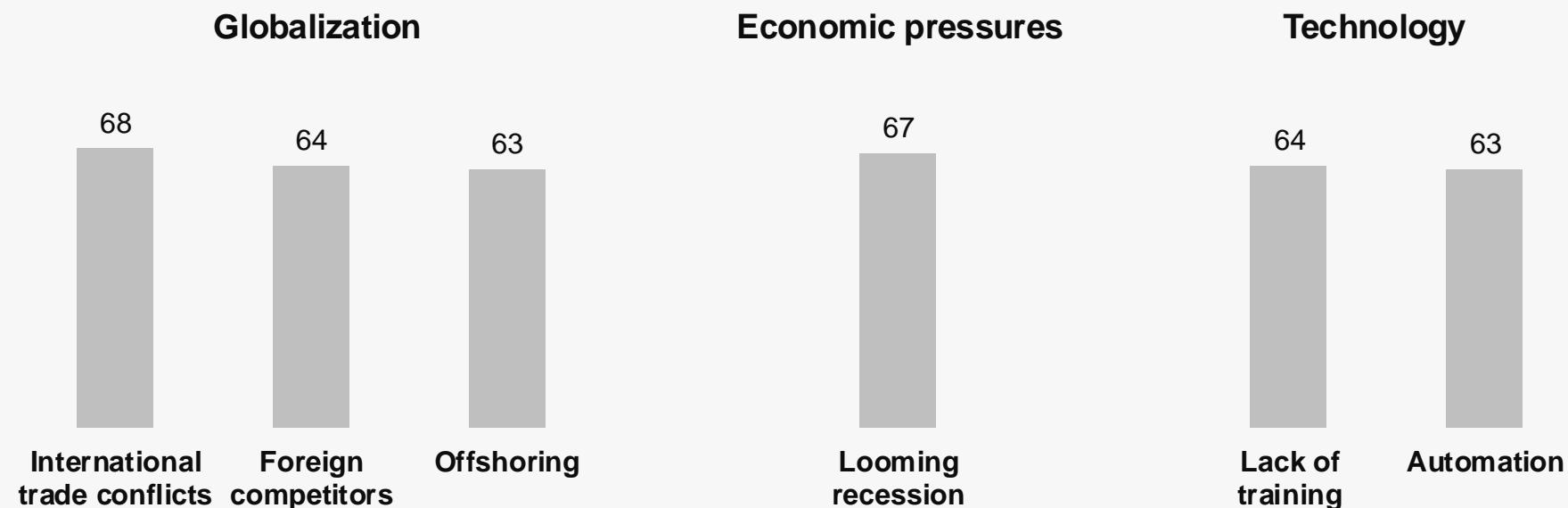
Percent trust, in the UAE



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



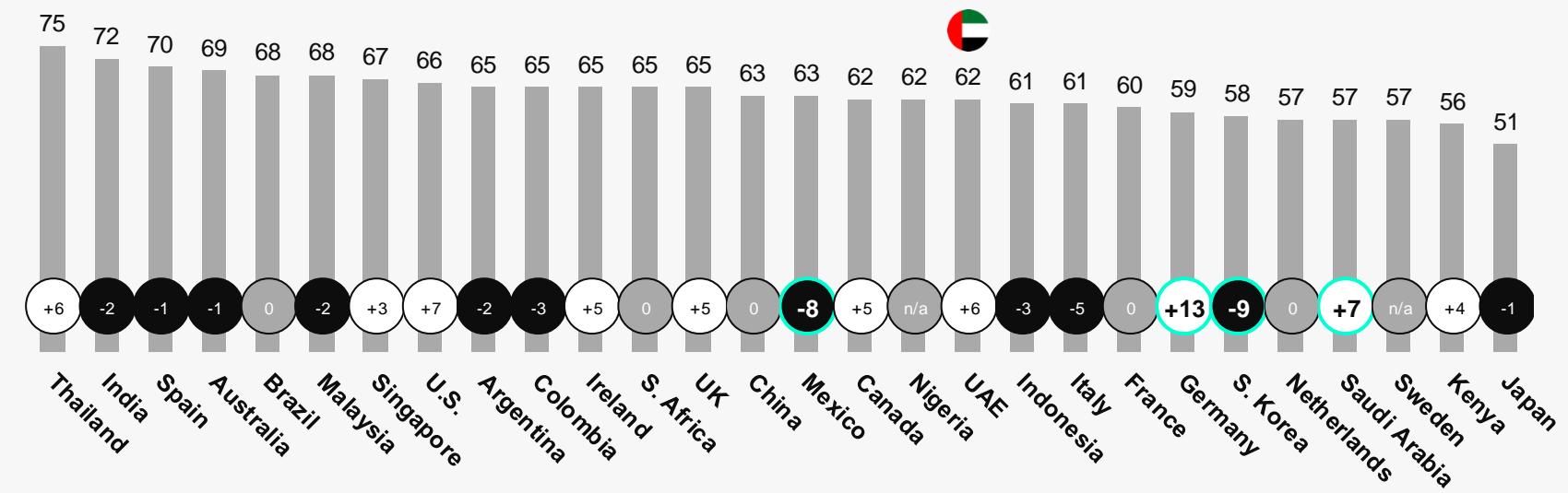
Significant change

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

63%

Change,
2021 to 2025

0
pts



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

67

I am comfortable with
the use of AI by business

57 %



2025 Edelman Trust Barometer. TEC_TRU_AI. How much do you trust the below technology? 9-point scale; top 4 box, trust. Question asked of half the sample. AI_INT_KPI. For each of the following institutions, please indicate whether their general use of artificial intelligence such as machine learning, natural language processing, and generative AI is something you are comfortable with or something you are concerned about. 5-point scale; top 2 box, comfortable. Question asked of half the sample. General population, UAE.



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

Percent who say

1

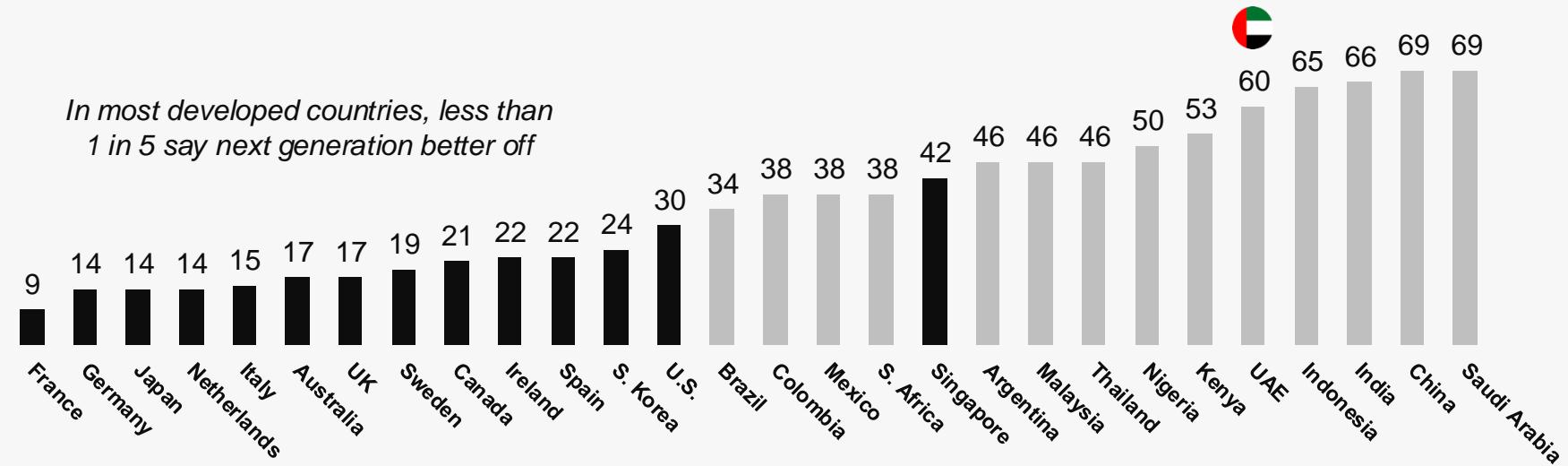
GLOBAL 28

■ Developed countries

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

ONLY
36%

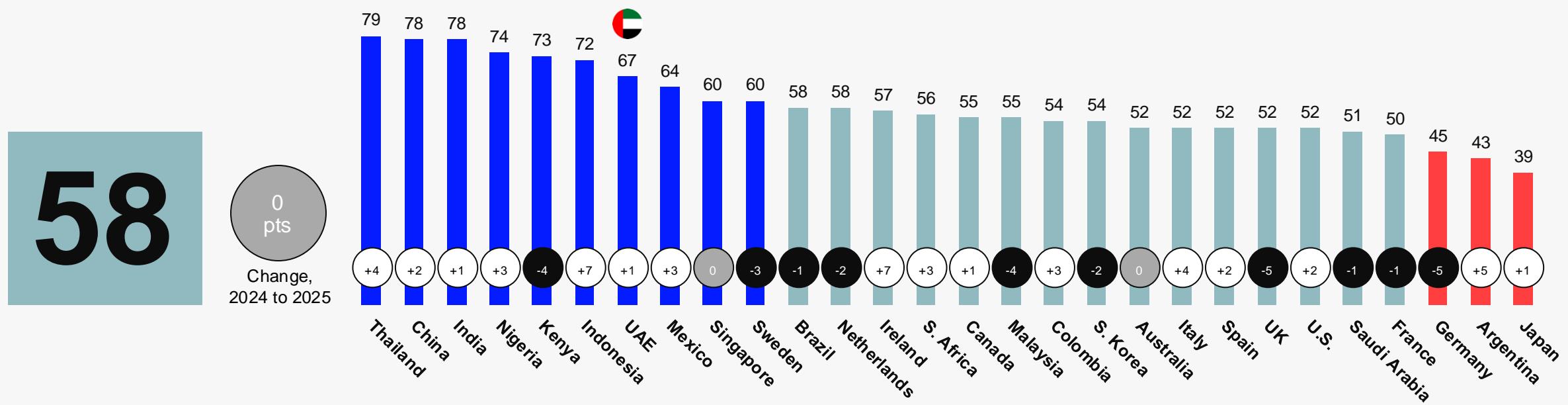
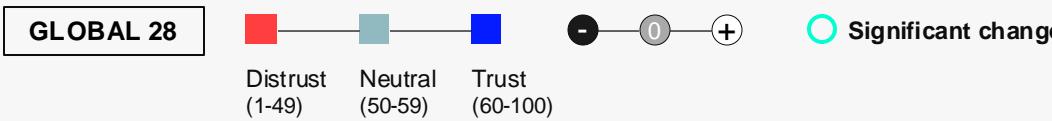
*In most developed countries, less than
1 in 5 say next generation better off*



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



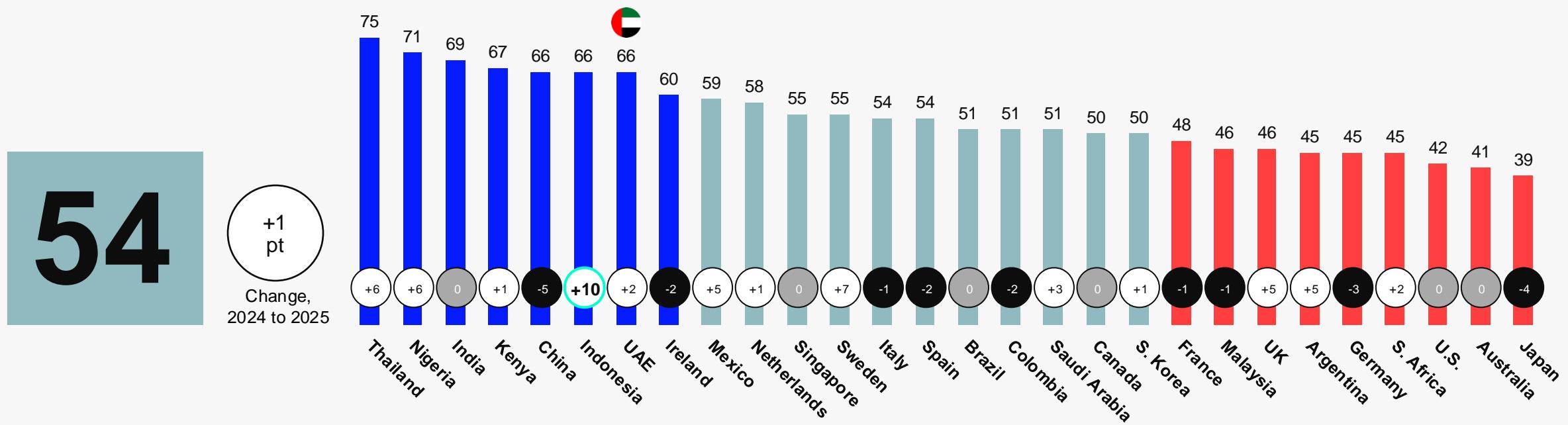
2025 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance 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

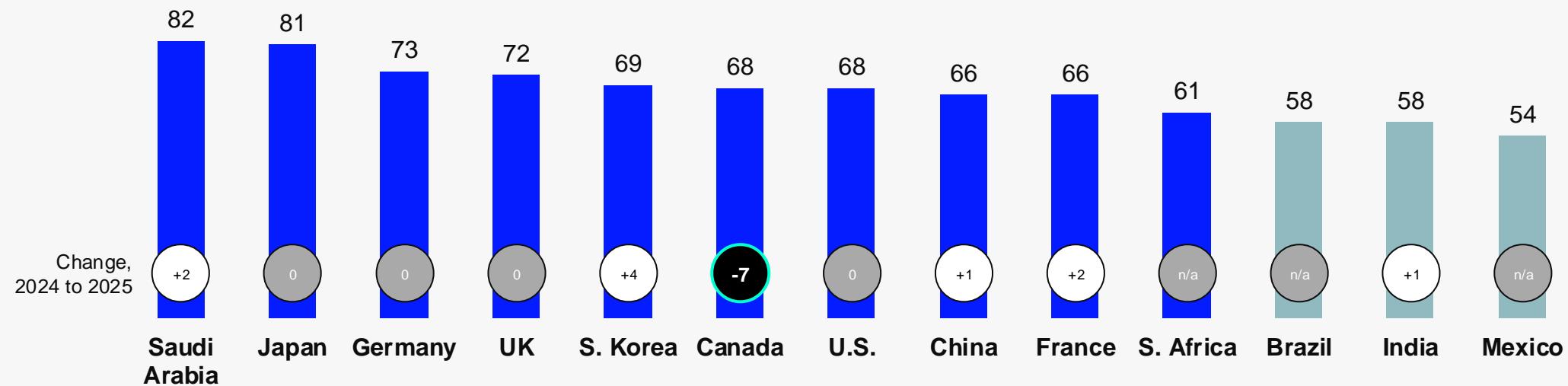
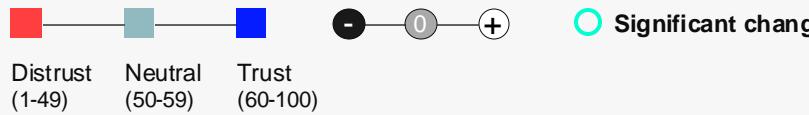


2025 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance 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

