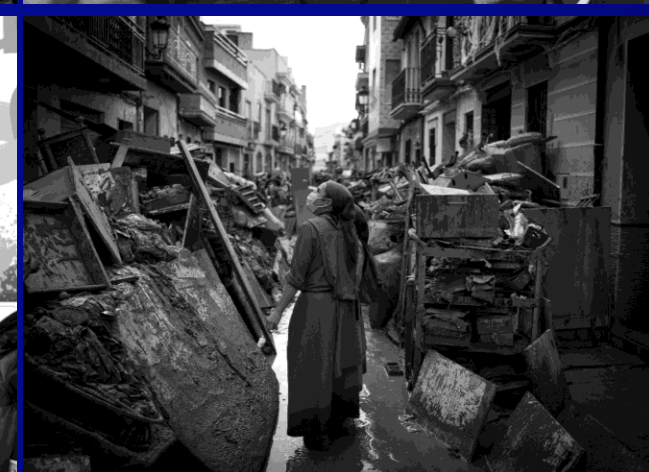


2025 Edelman Trust Barometer

De la polarización al descontento social:
restaurando la erosión de la confianza
Informe España



2025 Edelman Trust Barometer

Metodología

25º Edición de la encuesta online anual

Trabajo de campo realizado entre: 25 Oct – 16 Nov de 2024

28 Países

33,000+ Encuestados

1,150+/- Encuestados por país*

Argentina	Colombia	Irlanda	México	Sudáfrica	EAU
Australia	Francia	Italia	Países Bajos	Corea del Sur	Reino Unido
Brasil	Alemania	Japón	Nigeria	España 	EE.UU.
Canadá**	India	Kenia	Arabia Saudí	Suecia	
China	Indonesia	Malasia	Singapur	Tailandia	

Los datos recopilados son representativos de la población general en términos de edad, género, región y etnia/nacionalidad (cuando corresponda) dentro de cada país.

*El tamaño de la muestra varía por país, desde 1,150 hasta 2,124 encuestados.

Margen de error de los datos globales en 28 mercados: Población general +/- 0,7 puntos porcentuales (n=33.194). Margen de error de los datos específicos por país: Población general +/- 2,8 a 3,8 puntos porcentuales (varía según el país en función del tamaño de la muestra, n=1.150 a n=2.124). El margen de error se calcula con un nivel de confianza del 99%.

**Los encuestados en Canadá que realizaron la encuesta en francés fueron recontactados entre el 12 y el 17 de diciembre de 2024 para abordar un problema de traducción que afectaba a algunas preguntas..

Promedios globales

Salvo que se indique lo contrario, la media global se calcula sobre la base de los 28 países.

Relevancia estadística

    Cambio significativo

Señala una diferencia o cambio estadísticamente significativo en los datos, lo que indica que es poco probable que se deba al azar o a fluctuaciones aleatorias.

Todos los cambios significativos año tras año fueron determinados utilizando una prueba “t” con un nivel de confianza del 99% o superior.

Edición de preguntas

A lo largo del informe, el texto de las preguntas ha sido editado para mejorar la legibilidad.

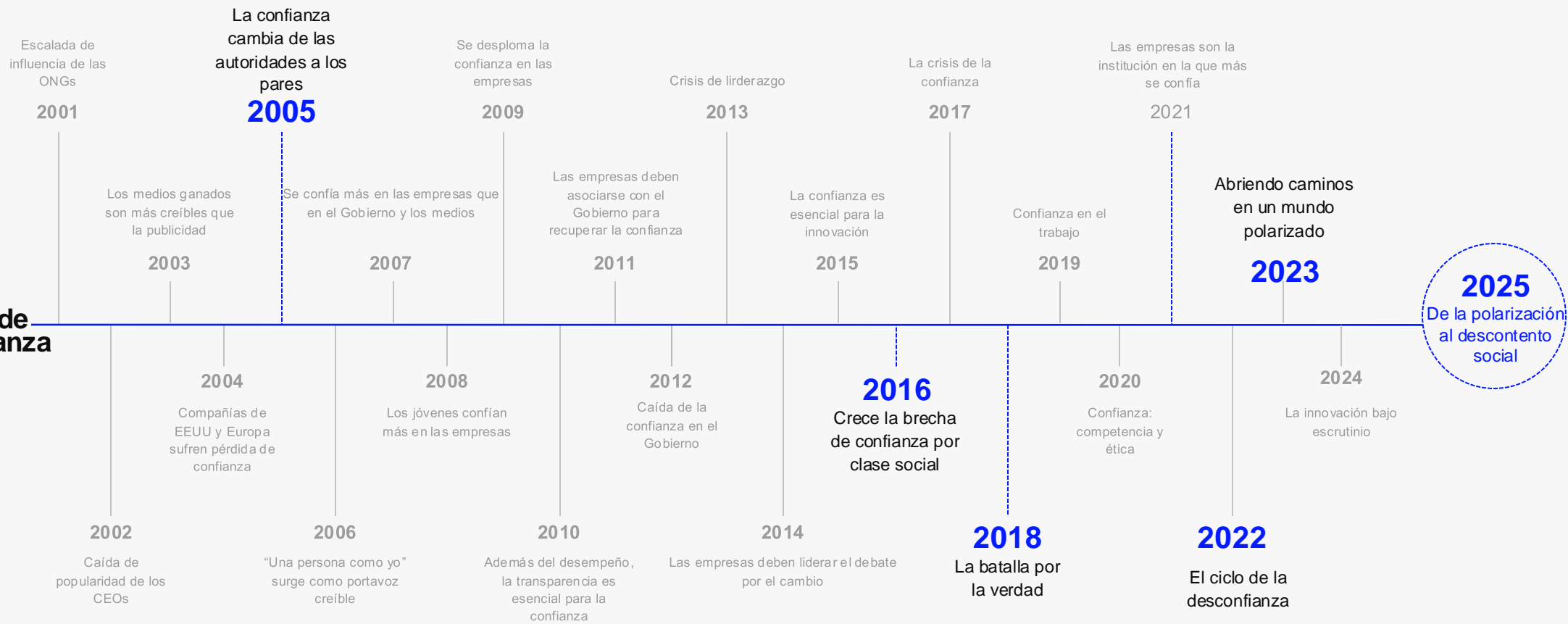
Para más detalles sobre el margen de error, promedios globales, información específica por país o para ver el texto completo de cualquier declaración abreviada, consulte el Apéndice Técnico.

Todos los contenidos de este informe son propiedad del Edelman Trust Institute.



De la polarización y al descontento social

25 Años de Confianza





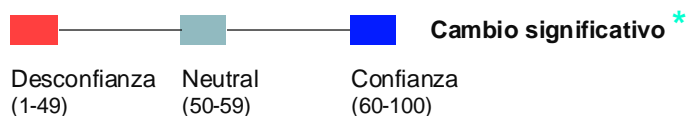
El descenso de la confianza en España



Índice de confianza 2024 - 2025: El panorama global de confianza se mantiene


Índice de Confianza

(media de confianza en las empresas, el gobierno, los medios de comunicación y las ONG.)



2025 Edelman Trust Barometer. Barómetro de Confianza Edelman 2025. El Índice de Confianza es el porcentaje promedio de confianza en las empresas, el gobierno, los medios de comunicación y las ONG. TRU_INS. A continuación, se presenta una lista de instituciones. Para cada una, indique cuánto confía en que esa institución haga lo correcto. Escala de 9 puntos; los 4 valores superiores indican confianza. Población general, promedio de 28 mercados. Los cambios interanuales fueron sometidos a pruebas de significación utilizando una prueba t con un nivel de confianza del 99% o superior. ^Para más información sobre los países, fechas y eventos incluidos, consulte el Apéndice Técnico.

2024 Población general

56	Global 28
79	China
75	India
74	EAU
73	Indonesia
72	Arabia Saudí
70	Tailandia
68	Malasia
66	Singapur
64	Kenia
61	Nigeria
59	México
56	Países Bajos
53	Brasil
53	Canadá
51	Australia
50	Italia
49	Sudáfrica
49	Suecia
47	Colombia
47	Francia
47	Irlanda
46	España 
46	EE.UU
45	Alemania
43	Corea del Sur
39	Argentina
39	Japón
39	Reino Unido

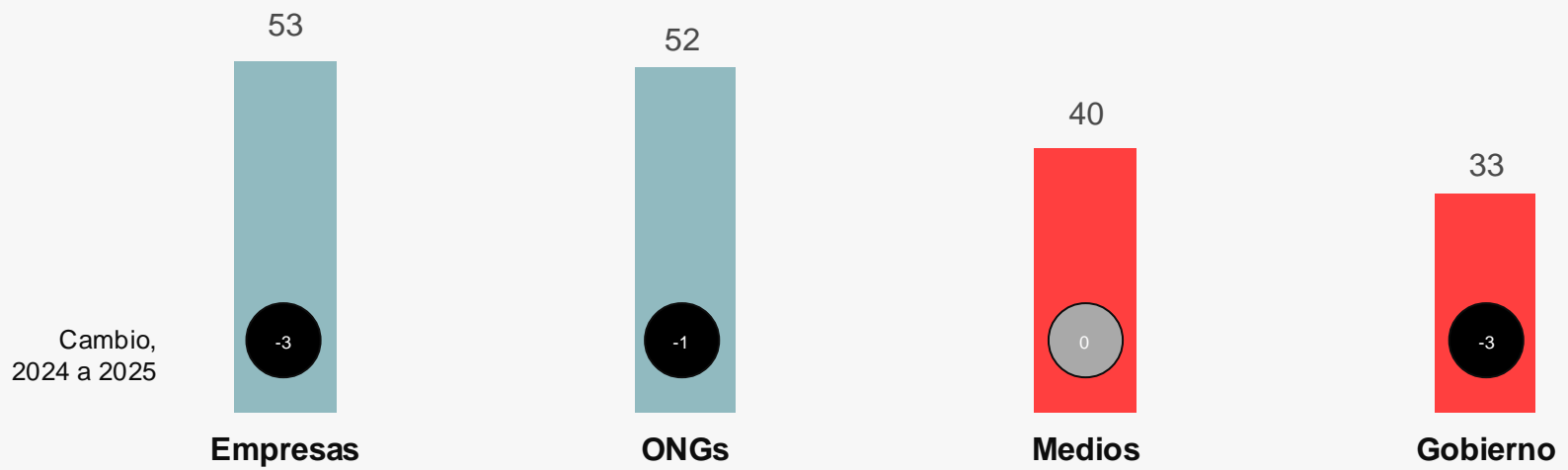
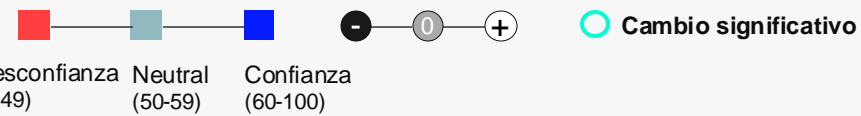
2025 Población general

56	Global 28
77	China
76	Indonesia
75	India
72	EAU
71	Arabia Saudí
66	Malasia
66	Tailandia
65	Nigeria
65	Singapur
63	Kenia
57	México
57	Países Bajos
53	Sudáfrica
52	Canadá
51	Brasil
50	Italia
50	Suecia
49	Australia
49	Colombia
48	Argentina
48	Francia
48	Irlanda
47	EE.UU
44	España 
43	Reino Unido
41	Alemania
41	Corea del Sur
37	Japón



Cae la confianza, pero las empresas siguen siendo la institución en la que más se confía

Porcentaje de confianza en España

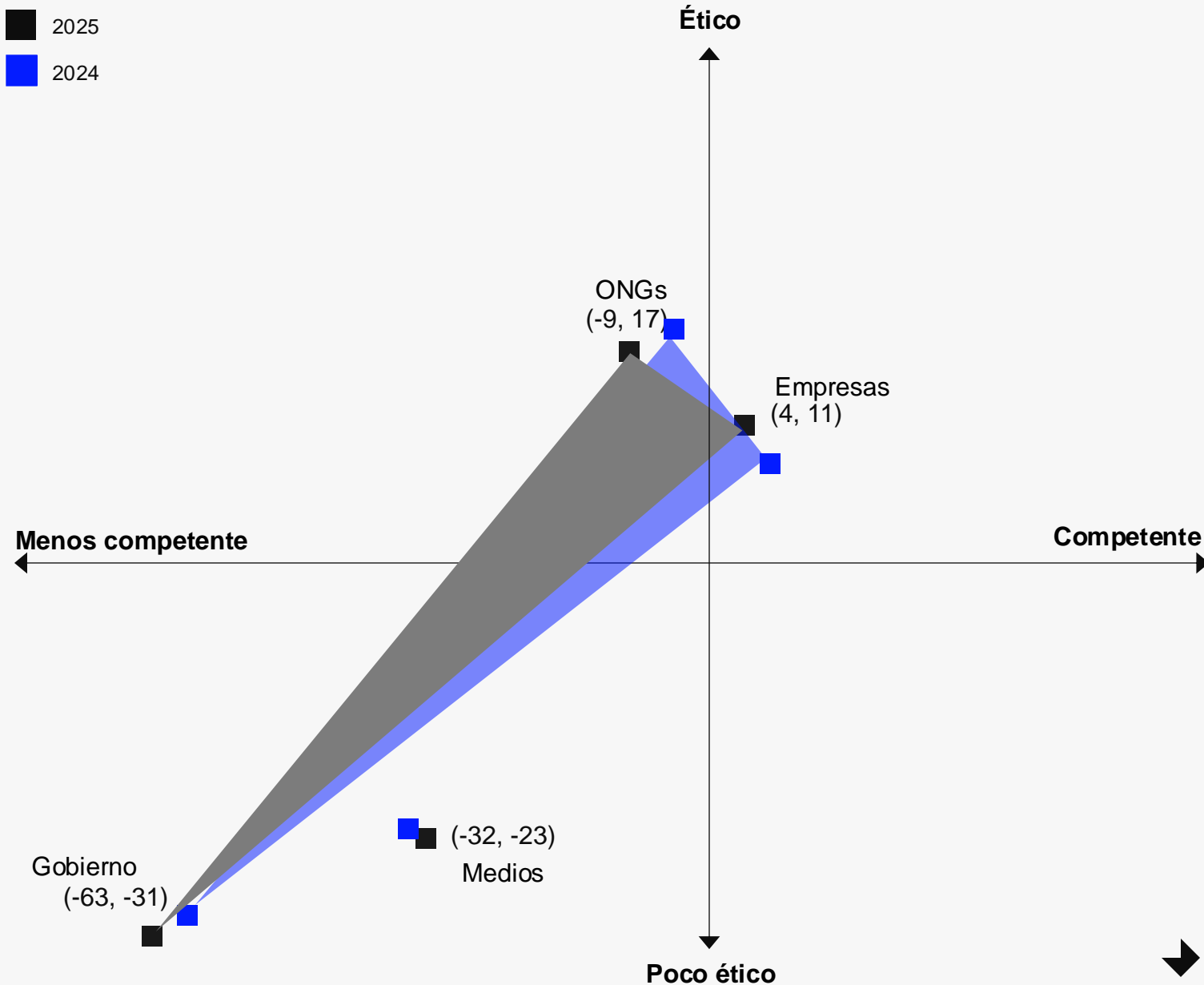



2025 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Spain. Year-over-year changes were tested for significance using a t-test set at the 99%+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



En España, solo las empresas son percibidas tanto competentes como éticas

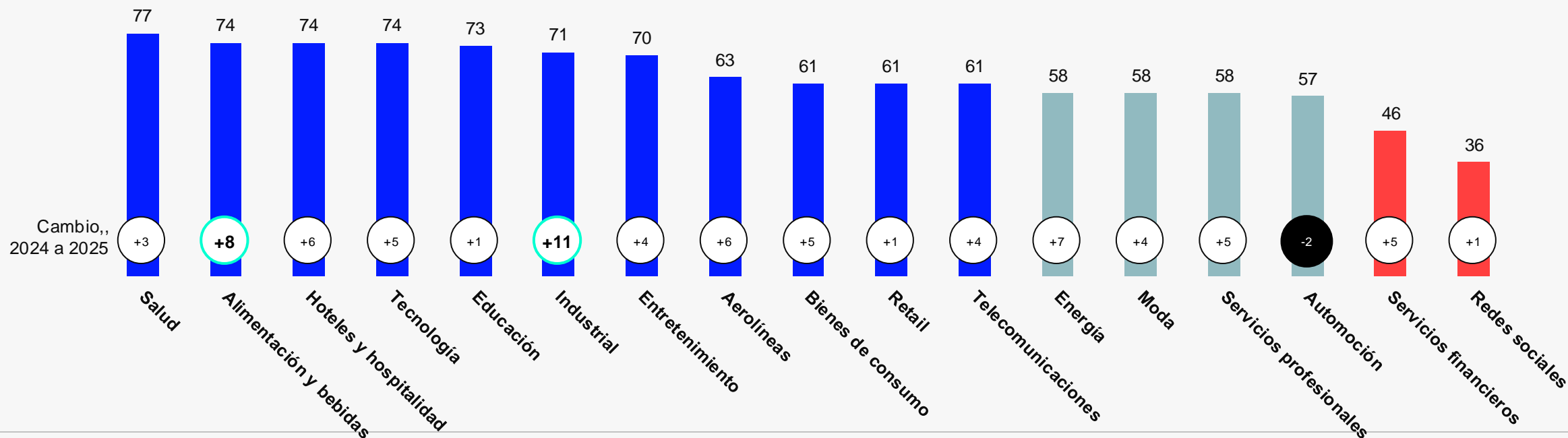
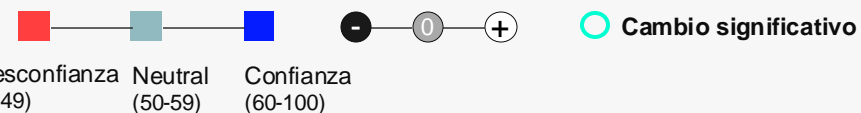
(Puntuación de competencia, puntuación neta de ética)



 2025 Edelman Trust Barometer. Las puntuaciones de ética son promedios de los valores netos basados en [INS]_PER_DIM/1-4. Los medios de comunicación y las ONG solo se preguntaron a la mitad de la muestra. La puntuación de competencia es un valor neto basado en TRU_3D_[INS]/1. Los medios de comunicación y las ONG solo se preguntaron a la mitad de la muestra. Población general, España. Para obtener más detalles sobre cómo se calcularon y representaron estos datos, consulte el Apéndice Técnico.

Se confía en las empresas de la mayoría de los sectores

Porcentaje de confianza, en España

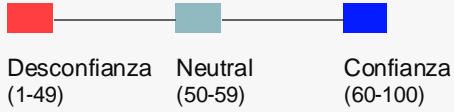


2025 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, Spain. Yearover-year changes were tested for significance using a t-test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



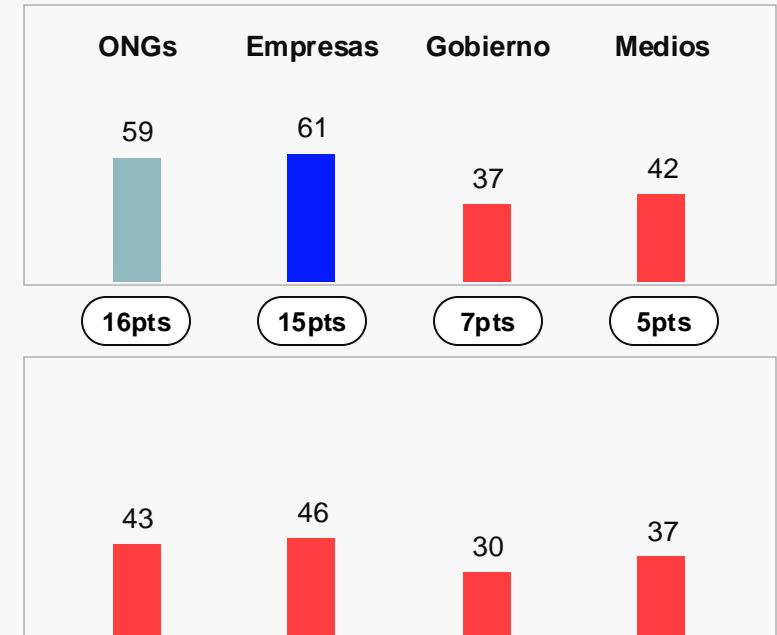
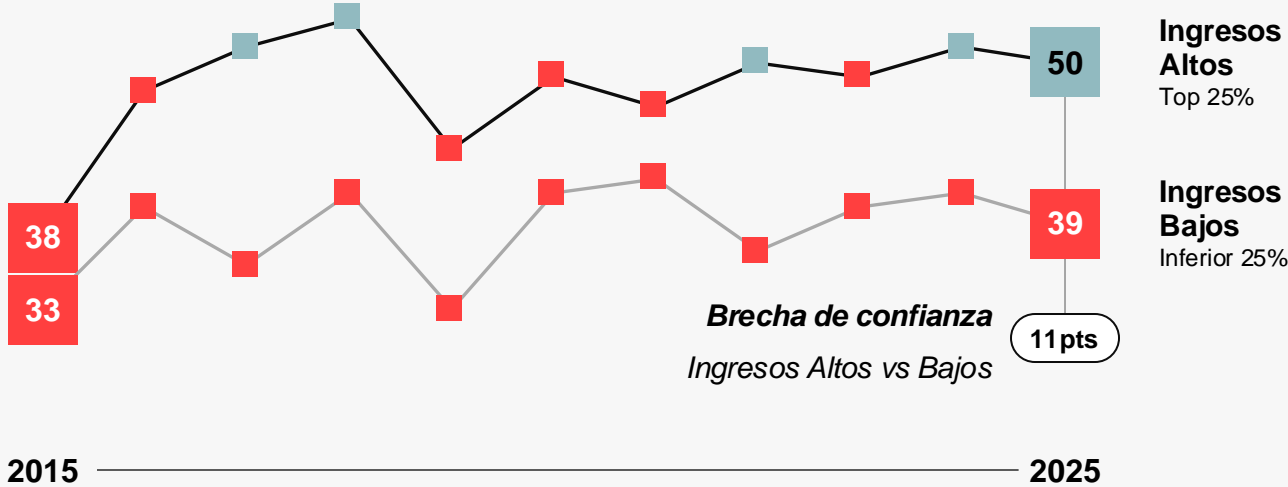
Crece la brecha de confianza entre ingresos altos y bajos

Porcentaje de confianza, en España



Índice de Confianza

(porcentaje promedio de confianza en las empresas, el gobierno, los medios de comunicación y las ONG.)



2025 Edelman Trust Barometer. El Índice de Confianza es el porcentaje promedio de confianza en las empresas, el gobierno, los medios de comunicación y las ONG. TRU_INS. A continuación, se presenta una lista de instituciones. Para cada una, indique cuánto confía en que esa institución haga lo correcto. Escala de 9 puntos; los 4 valores superiores indican confianza. Población general, España, por nivel de ingresos. Los cuartiles de ingresos se determinaron por separado para cada país según la distribución de los ingresos familiares entre los encuestados de ese país.



Cualquier tiempo futuro será peor: sin optimismo para la próxima generación

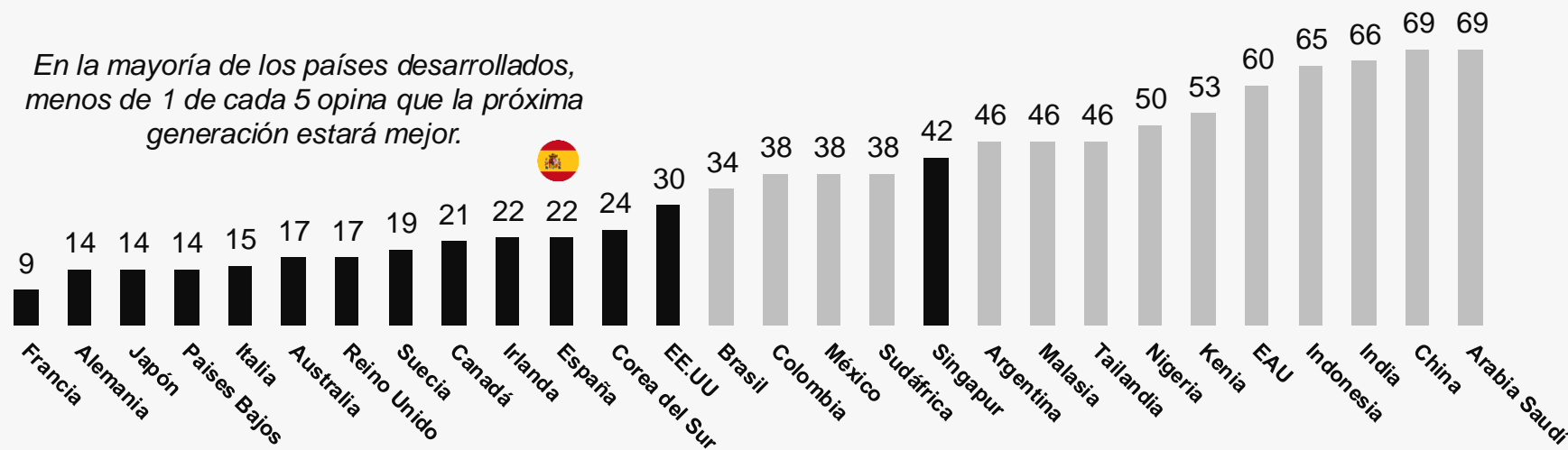
Porcentaje que dice

GLOBAL 28 ■ Países desarrollados

Comparado con el presente,
la próxima generación estará mejor

Sólo
22%

En la mayoría de los países desarrollados, menos de 1 de cada 5 opina que la próxima generación estará mejor.



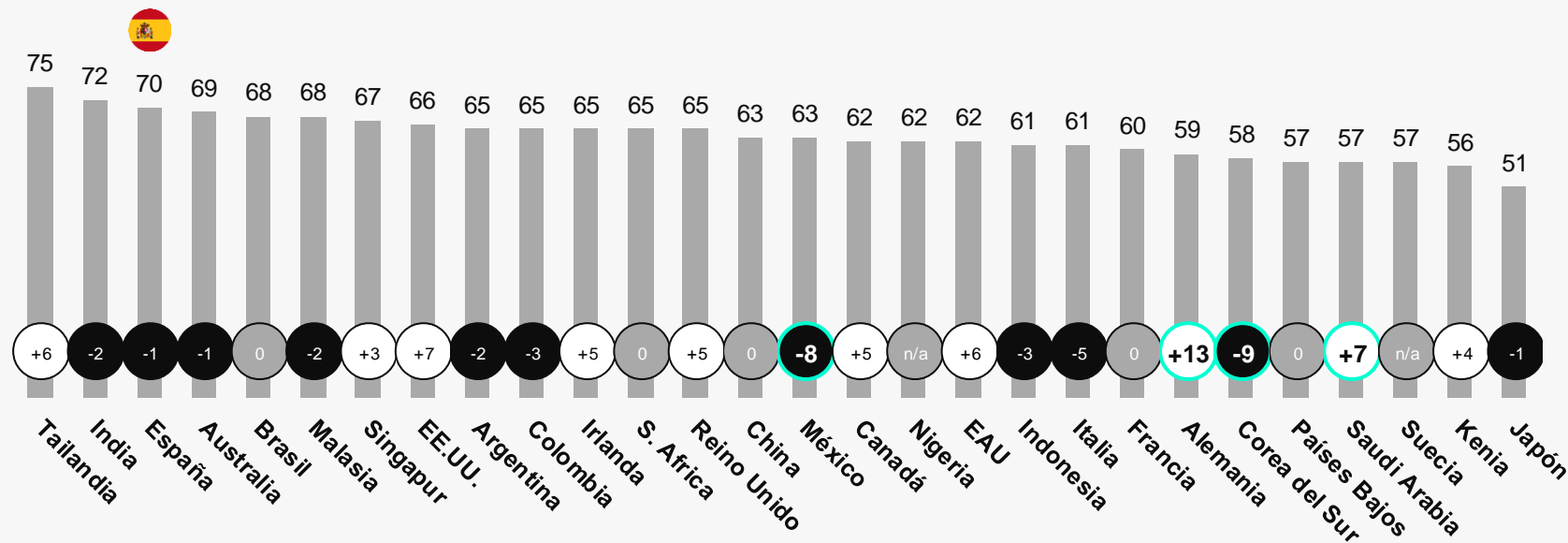
A la mayoría le preocupa la credibilidad de las fuentes de información

Porcentaje que está de acuerdo

GLOBAL 26 ● ○ + ○ Cambio significativo

Cada vez es más difícil distinguir si una noticia proviene de un **medio creíble** o de **alguien intentando engañar** a la gente

70%





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.

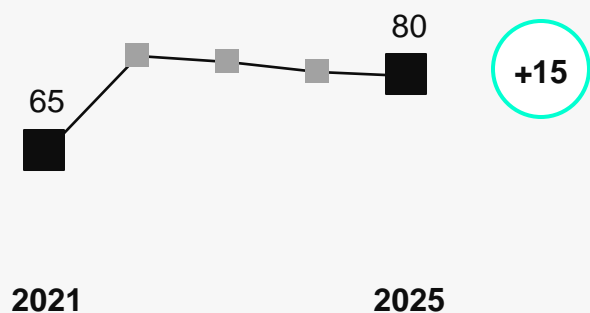


Desde 2021, aumenta el temor a que los líderes nos mientan

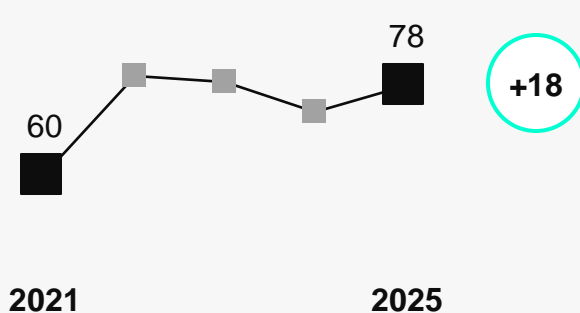
Porcentaje de personas que se preocupan, en España

 Cambio, 2021 a 2025
  Cambio significativo

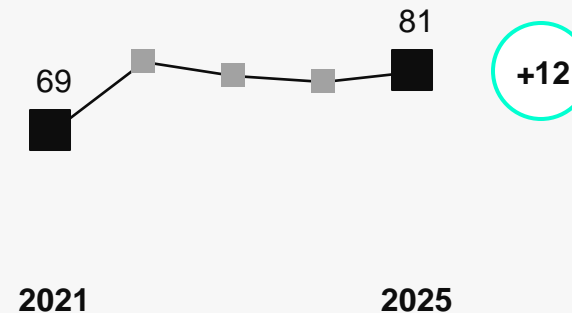
Líderes de Gobierno



Líderes de Empresas (CEOs)



Periodistas



Engañen *deliberadamente* a las personas
Diciendo cosas que saben que son falsas o exageraciones extremas.

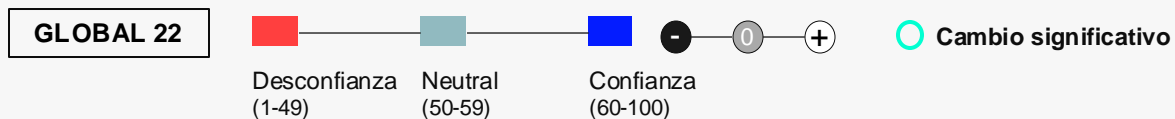


2025 Edelman Trust Barometer. POP_EMO. Algunas personas dicen que se preocupan por muchas cosas, mientras que otras dicen que tienen pocas preocupaciones. Nos interesa saber qué le preocupa. Específicamente, ¿cuánto le preocupa cada uno de los siguientes aspectos? Escala de 9 puntos; los 4 valores superiores indican preocupación. Los atributos se preguntaron a la mitad de la muestra. Población general, España. Los cambios interanuales fueron sometidos a pruebas de significación utilizando una prueba t con un nivel de confianza del 99% o superior. El análisis de máximos y mínimos históricos incluyó países con al menos cinco oleadas de recopilación de datos.

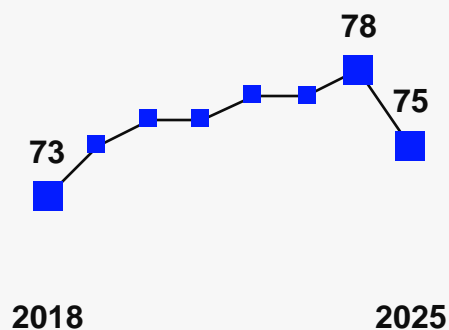


Incluso, por primera vez, la confianza en Mi Empleador desciende a nivel global

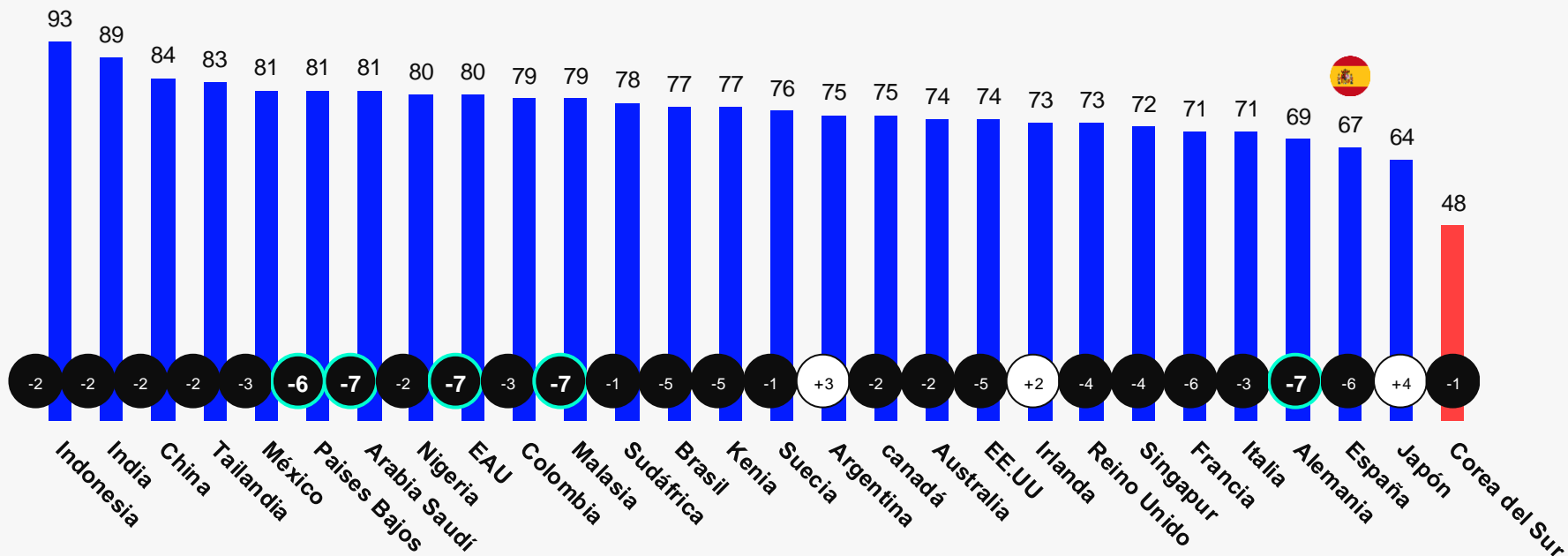
Porcentaje de trabajadores que confían



Confío en que **mi empleador** haga lo correcto.



-3 pts
Cambio, 2024 a 2025



2025 Edelman Trust Barometer. TRU_INS. A continuación, se presenta una lista de instituciones. Para cada una, indique cuánto confía en que esa institución haga lo correcto. Escala de 9 puntos; los 4 valores superiores indican confianza. Población general, promedio de 22 mercados. Este atributo solo se mostró a quienes son empleados de una organización (Q43/1). Los cambios interanuales fueron sometidos a pruebas de significación utilizando una prueba t con un nivel de confianza del 99% o superior.

Los encuestados en Canadá que realizaron la encuesta en francés fueron recontactados entre el 12 y el 17 de diciembre de 2024 para abordar un problema de traducción que afectaba esta pregunta. Para más detalles, consulte el Apéndice Técnico.

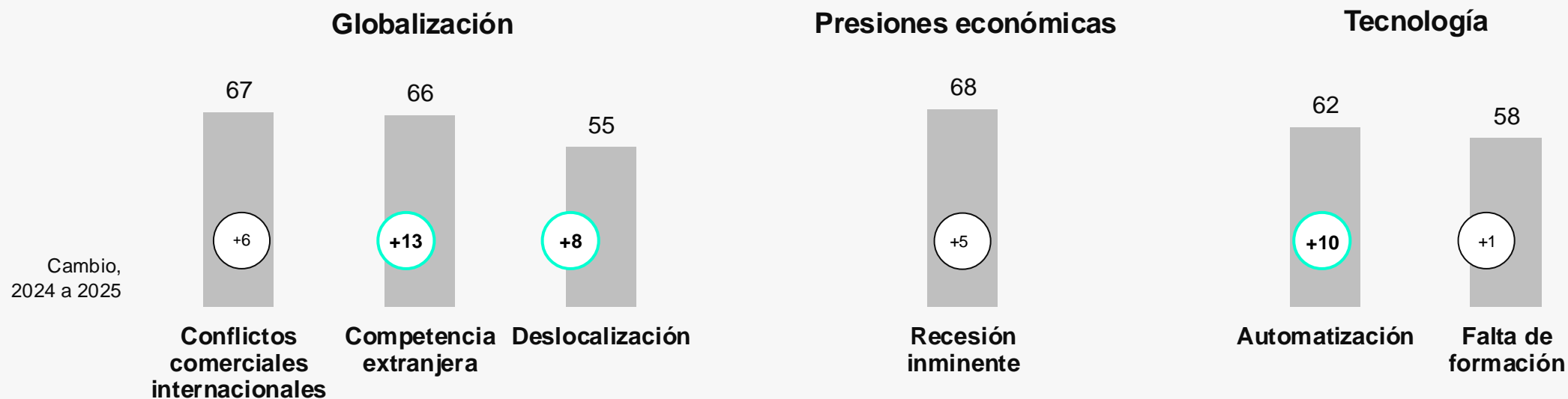


Al mismo tiempo, aumentan los temores geopolíticos y a la automatización, agravando la inseguridad laboral

Porcentaje de empleados que se preocupan, en España.

● 0 ● + ○ Cambio significativo

Mi **seguridad en el trabajo** está amenazada por...



2025 Edelman Trust Barometer. POP_EMO. Algunas personas dicen que se preocupan por muchas cosas, mientras que otras dicen que tienen pocas preocupaciones. Nos interesa saber qué le preocupa. Específicamente, ¿cuánto le preocupa cada uno de los siguientes aspectos? Escala de 9 puntos; los 4 valores superiores indican preocupación. Los atributos solo se preguntaron a quienes son empleados de una organización (Q43/1). Población general, España. Los cambios interanuales fueron sometidos a pruebas de significación utilizando una prueba t con un nivel de confianza del 99% o superior.



Descontento y confianza



España a la cabeza de un descontento predominante en casi todos los países analizados

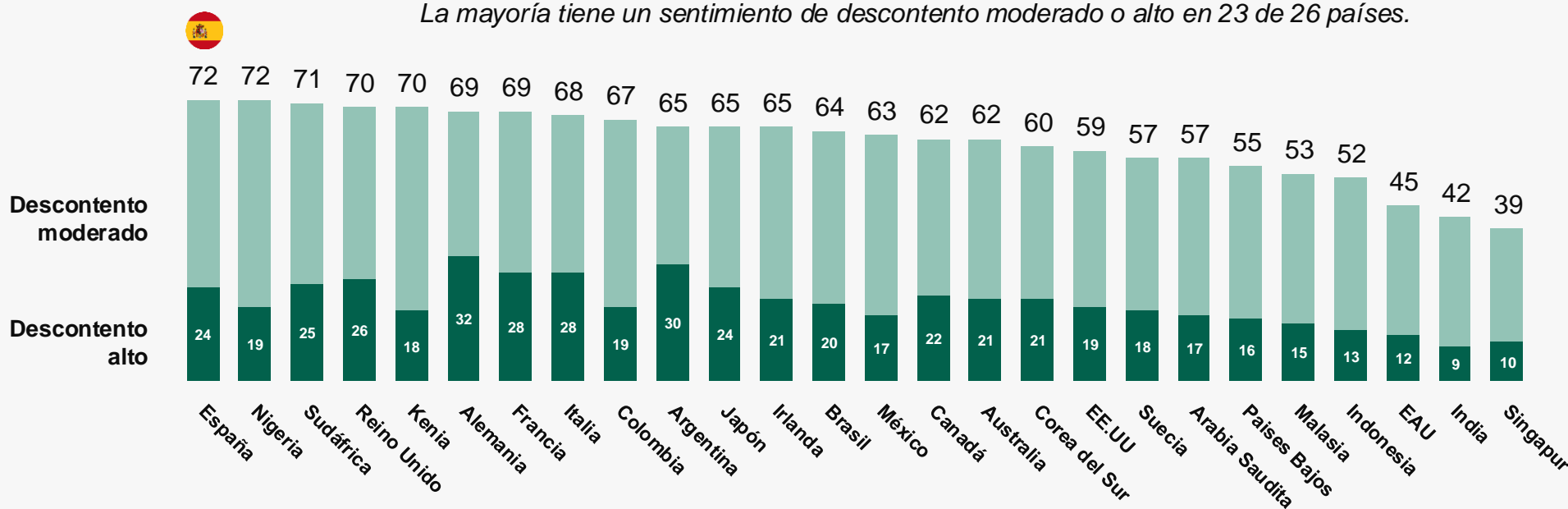
Porcentaje de personas que afirma, según el sentimiento de descontento

GLOBAL 26 excl. China, Tailandia

Mi sentimiento de descontento contra las empresas, el gobierno y los ricos **es moderado o alto.**

- Las empresas y el gobierno sirven solo a unos pocos.
- Las acciones de las empresas y el gobierno me perjudican.
- El sistema favorece a los ricos.
- Los ricos se están haciendo más ricos.

La mayoría tiene un sentimiento de descontento moderado o alto en 23 de 26 países.



La mayoría está convencida de que los ricos acaparan más de lo que les corresponde

Porcentaje de personas que están de acuerdo, en España.

Los ricos
no pagan su parte justa de impuestos.

66%

El egoísmo de los ricos
causa muchos de nuestros problemas.

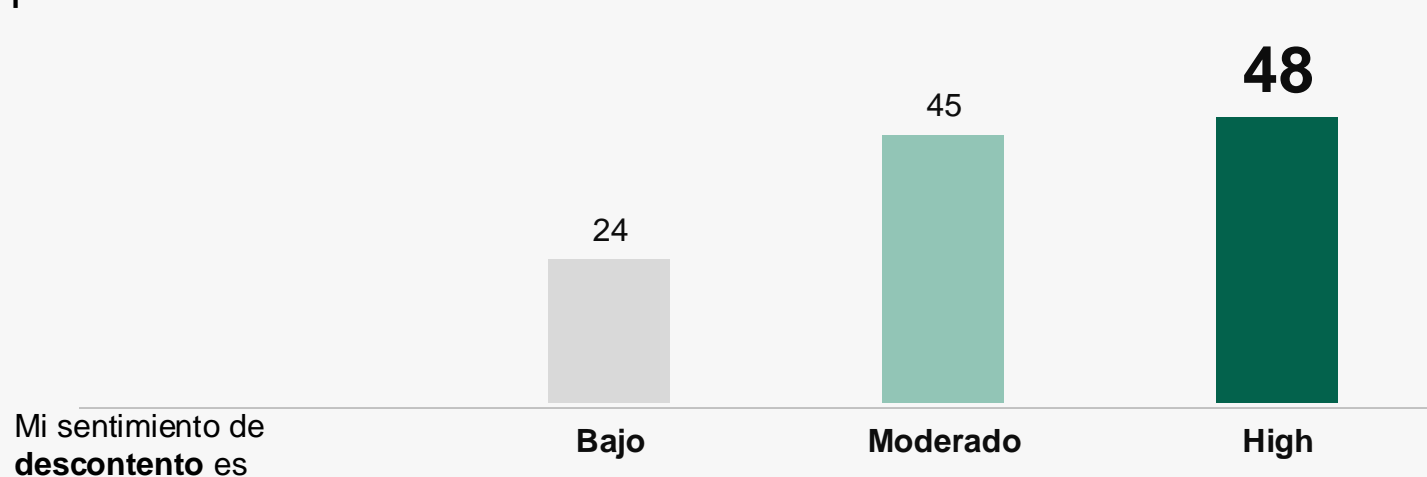
61%



‘Tu ganancia es mi pérdida’: el descontento genera una mentalidad de suma cero

Porcentaje de personas que afirma, según el sentimiento de descontento, en España

Lo que beneficia a las personas que no comparten mi **visión política** tiene un coste para mí.



El contrato social está en riesgo:

Con descontento, es 2 veces más probable tener una mentalidad de suma cero, comparado con aquellos con un bajo descontento.

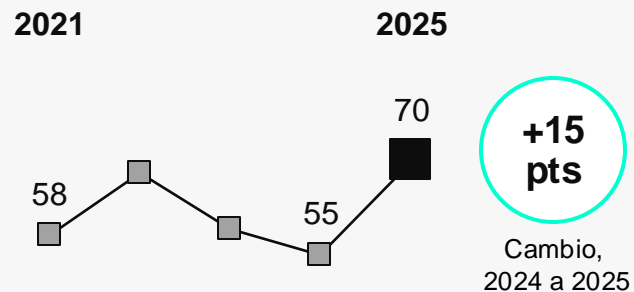


Y el temor a sufrir discriminación aumenta en todos los grupos demográficos, también por ingresos

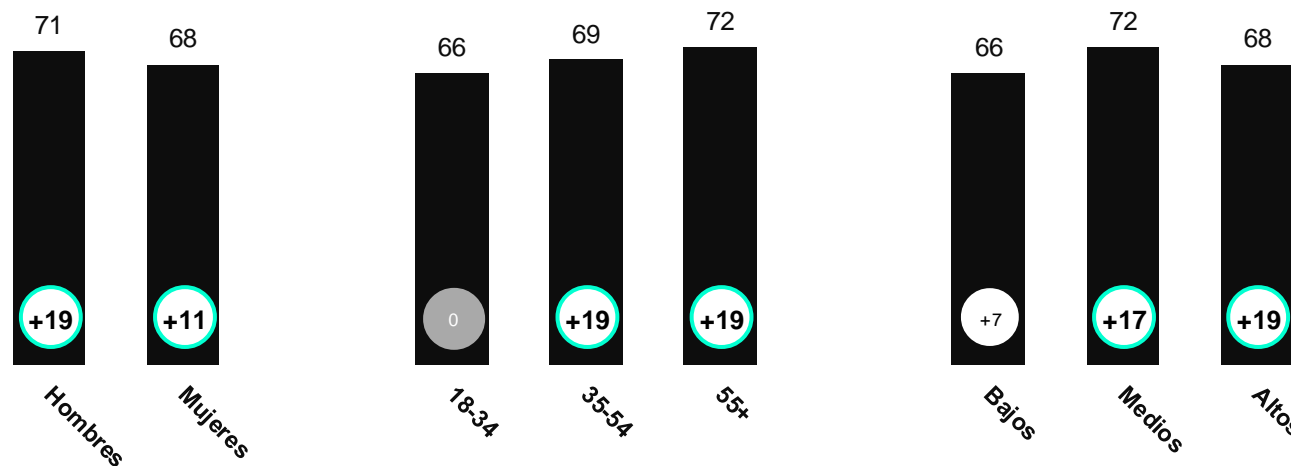
Porcentaje de personas que afirma, en España

● 0 ● + ○ Cambio significativo

Me preocupa ser víctima de prejuicios, discriminación o racismo



Género | Edad | Ingresos



Incluso los ingresos altos experimentan un fuerte aumento



2025 Edelman Trust Barometer. POP_EMO. Algunas personas dicen que se preocupan por muchas cosas, mientras que otras dicen que tienen pocas preocupaciones. Nos interesa saber qué le preocupa. Específicamente, ¿cuánto le preocupa cada uno de los siguientes aspectos? Escala de 9 puntos; los 4 valores superiores indican preocupación. Atributo preguntado a la mitad de la muestra. Población general, España, y segmentado por género, edad e ingresos. Los cambios interanuales fueron sometidos a pruebas de significación utilizando una prueba t con un nivel de confianza del 99% o superior.



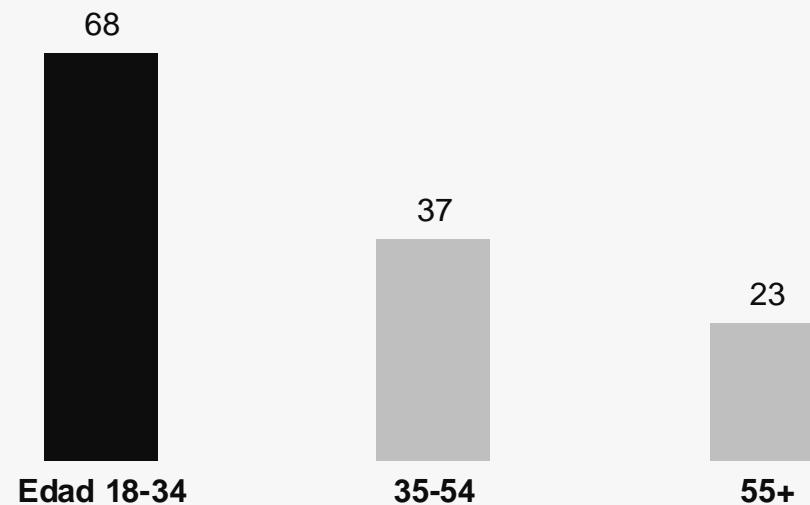
En este contexto, casi 7 de cada 10 adultos jóvenes en España consideran el activismo hostil como un medio viable para impulsar el cambio

Porcentaje de personas que lo afirman, en España

Apruebo el activismo hostil para impulsar el cambio:

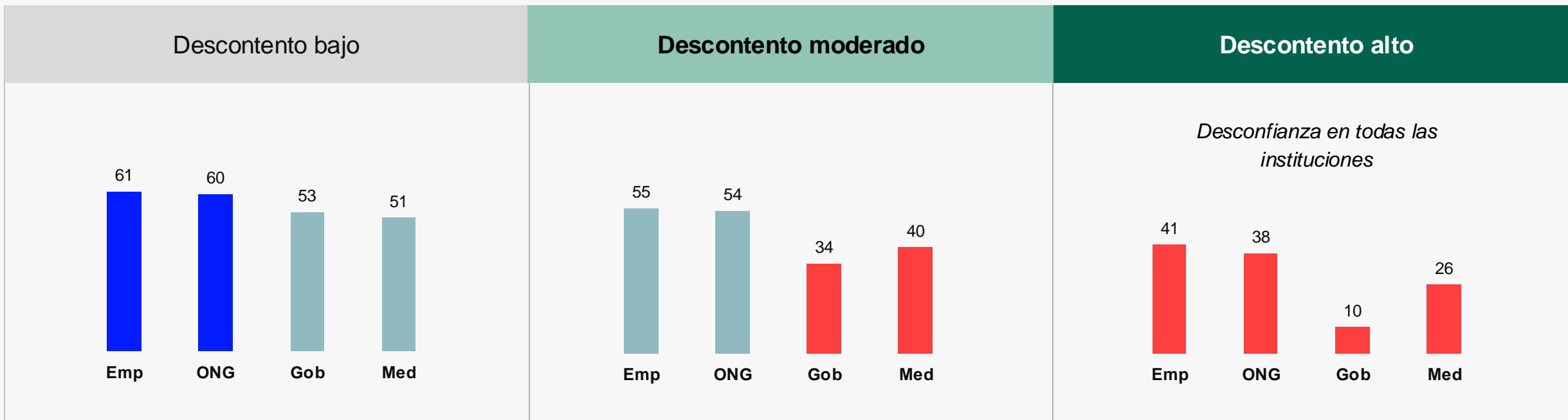
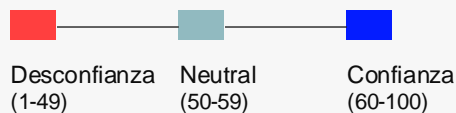
- *Atacar a personas online (22%)*
- *Difundir desinformación intencionadamente (22%)*
- *Amenazar o cometer actos de violencia (22%)*
- *Dañar propiedad pública o privada (21%)*

38% (neto)



El descontento penaliza a la confianza: a más descontento, menos se confía

Porcentaje de confianza, según el sentimiento de descontento, en España.

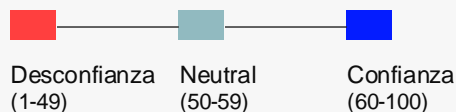


2025 Edelman Trust Barometer. TRU_INS. A continuación, se presenta una lista de instituciones. Para cada una, indique cuánto confía en que esa institución haga lo correcto. Escala de 9 puntos; los 4 valores superiores indican confianza. Población general, España, segmentado por la escala de Sentimiento de Descontento. Para una explicación completa sobre cómo se desarrolló la escala de Sentimiento de Descontento, consulte el Apéndice Técnico. "Emp" representa Empresas, "Gob" representa Gobierno, "ONG" representa ONG y "Med" representa Medios de Comunicación.

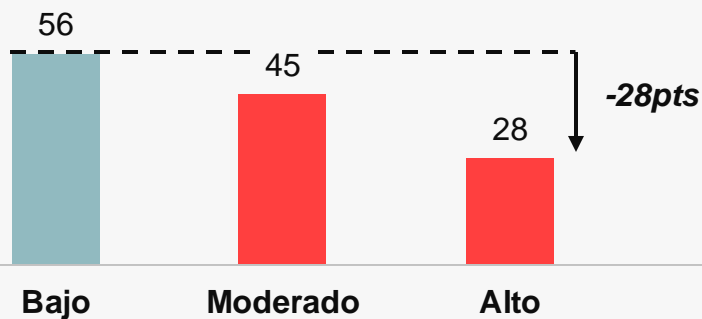


A mayor descontento, también menor confianza en los líderes empresariales

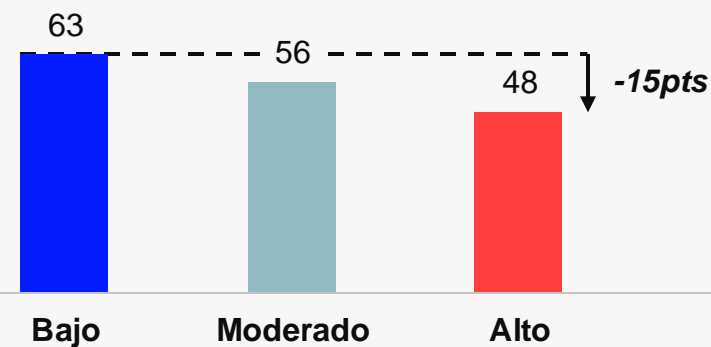
Porcentaje de personas que afirma, según el sentimiento de descontento, en España



Confío en los CEOs en general



Confío en mi CEO (entre empleados)



Mi sentimiento de descontento es:

Bajo

Moderado

Alto

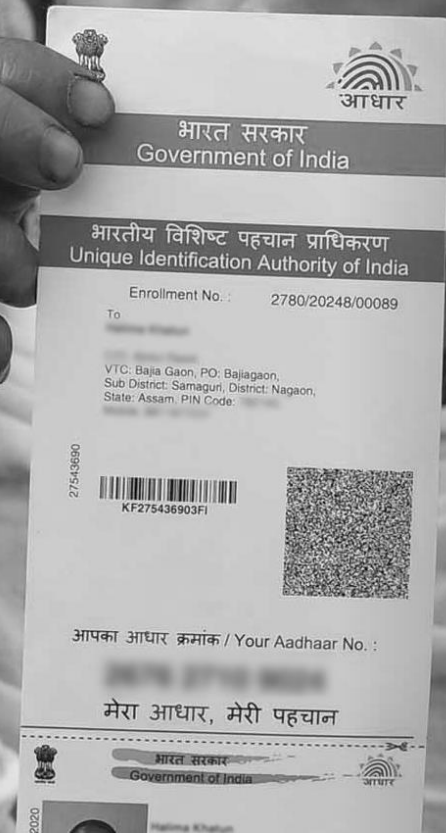
Bajo

Moderado

Alto



Restaurar el equilibrio. El rol institucional

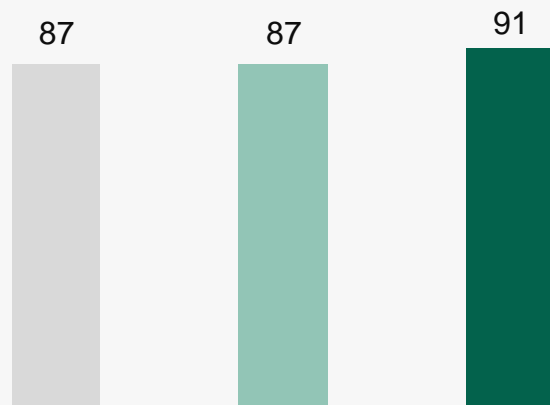


De las empresas, se espera que empoderen a las personas con empleos bien remunerados y habilidades para el futuro

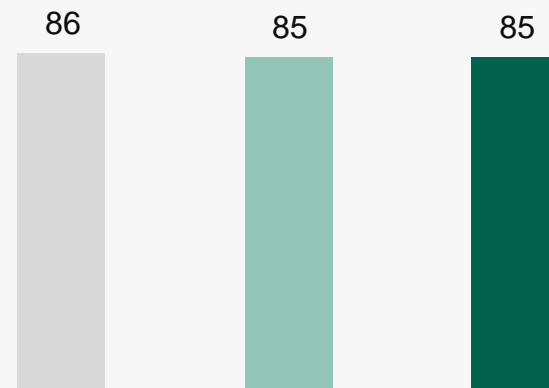
Porcentaje de personas que afirma, según el sentimiento de descontento, en España.

Para garantizar un futuro mejor, **las empresas están obligadas a...**

Ofrecer empleos bien remunerados en sus comunidades locales



Capacitar o entrenar a los empleados para que sean competitivos.



Mi sentimiento de descontento es

Bajo

Moderado

Alto

Bajo

Moderado

Alto



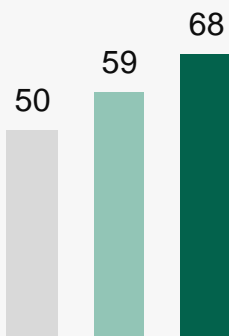
El descontento exige más acción por parte de las empresas

Porcentaje de personas que afirma, según el sentimiento de descontento, en España.

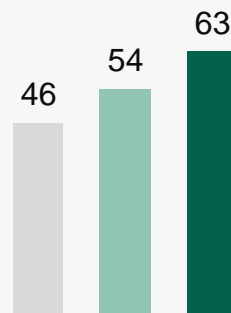
Las empresas **no están haciendo lo suficiente** para abordar estos problemas:

■ Descontento bajo ■ Descontento moderado ■ Descontento alto

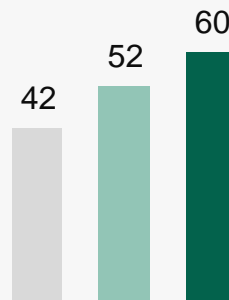
Cambio climático



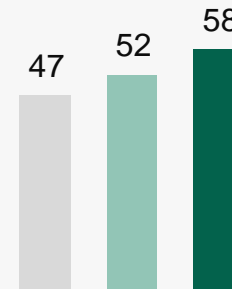
Coste de la vida



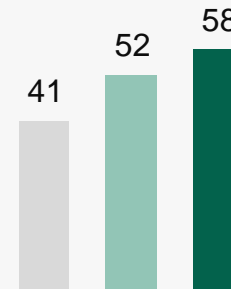
Recapitación laboral



Discriminación



Desinformación



2025 Edelman Trust Barometer. BUS_BND. Piense en las empresas como una institución y en su nivel actual de compromiso para abordar las necesidades y problemas sociales. En cada una de las siguientes áreas, indique si cree que las empresas están yendo demasiado lejos y excediéndose en lo que deberían hacer, si están haciendo lo justo en relación con esta actividad o si no están haciendo lo suficiente y deberían hacer más. Escala de 3 puntos; código 3 indica que las empresas no están haciendo lo suficiente. Pregunta realizada a la mitad de la muestra. Población general, España, segmentado por la escala de Descontento. Para una explicación completa sobre cómo se desarrolló la escala de Descontento, consulte el Apéndice Técnico.



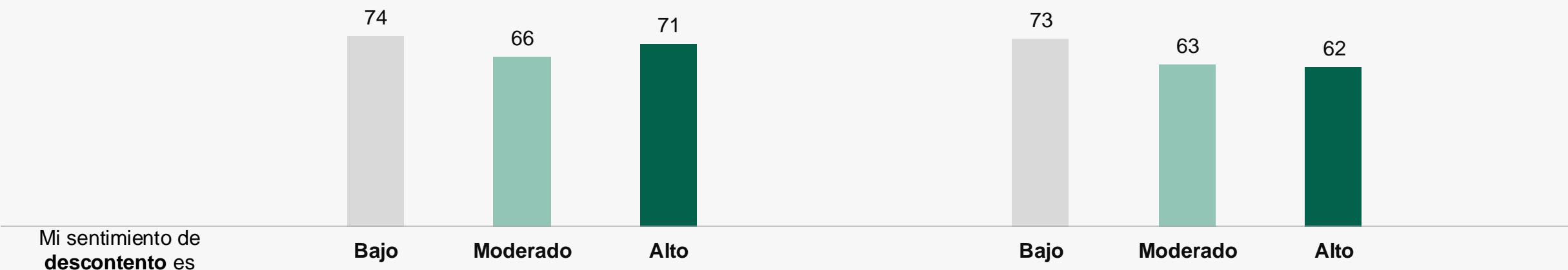
Los CEOs tienen licencia para actuar si pueden generar verdadero impacto

Porcentaje de personas que afirma, según el sentimiento de descontento, en España

Está justificado que los CEOs aborden un problema social si...

Su empresa contribuyó al problema.

El problema perjudica a sus clientes, empleados o comunidades.



2025 Edelman Trust Barometer. BUS_JUS. En el mundo actual, existen muchos desafíos sociales y comunitarios. Algunos de estos desafíos pueden ser aquellos en los que considera que los CEOs, como líderes empresariales, están justificados para intervenir, mientras que otros pueden ser asuntos en los que cree que los líderes empresariales deberían evitar involucrarse o en los que no tienen una razón especial para participar. ¿Qué tan fuerte cree que es cada una de las siguientes justificaciones para que un CEO aborde un problema social o comunitario en su rol como líder de una empresa? Escala de 5 puntos; los 3 valores superiores indican una justificación moderadamente fuerte o mayor. Pregunta realizada a la mitad de la muestra. Población general, España, segmentado por la escala de Descontento. Para una explicación completa sobre cómo se desarrolló la escala de Descontento, consulte el Apéndice Técnico.



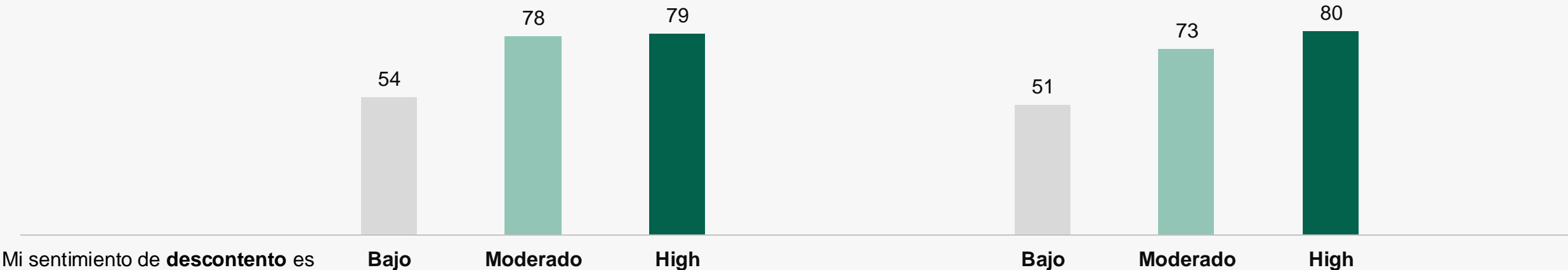
De los medios de comunicación, se espera que hagan honor a la verdad

Porcentaje de personas que está de acuerdo, según el sentimiento de descontento, en España

Los medios prefieren...

Atraer grandes audiencias en lugar de decirle a la gente lo que necesita saber.

Respaldar una ideología en lugar de informar al público.



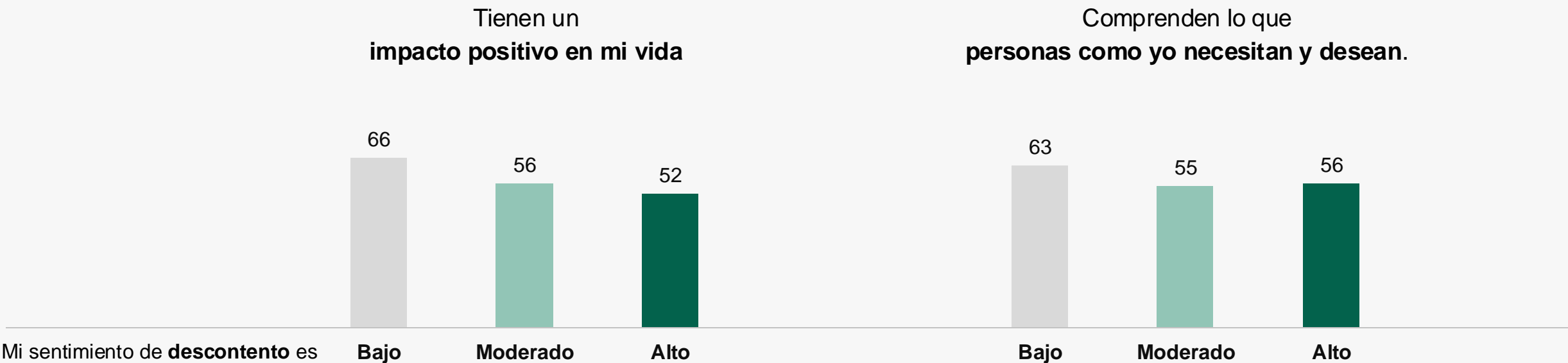
2025 Edelman Trust Barometer. ATT_MED_AGR. A continuación, se presenta una lista de afirmaciones. Para cada una, indique en qué medida está de acuerdo o en desacuerdo utilizando una escala de nueve puntos. Escala de 9 puntos; los 4 valores superiores indican acuerdo. Pregunta realizada a la mitad de la muestra. Población general, España, segmentado por la escala de Descontento. Para una explicación completa sobre cómo se desarrolló la escala de Descontento, consulte el Apéndice Técnico.




Del gobierno, se espera que beneficie a las personas

Porcentaje de personas que afirma, según el sentimiento de descontento, en España

Los líderes gubernamentales se ganan mi respeto a su autoridad cuando...



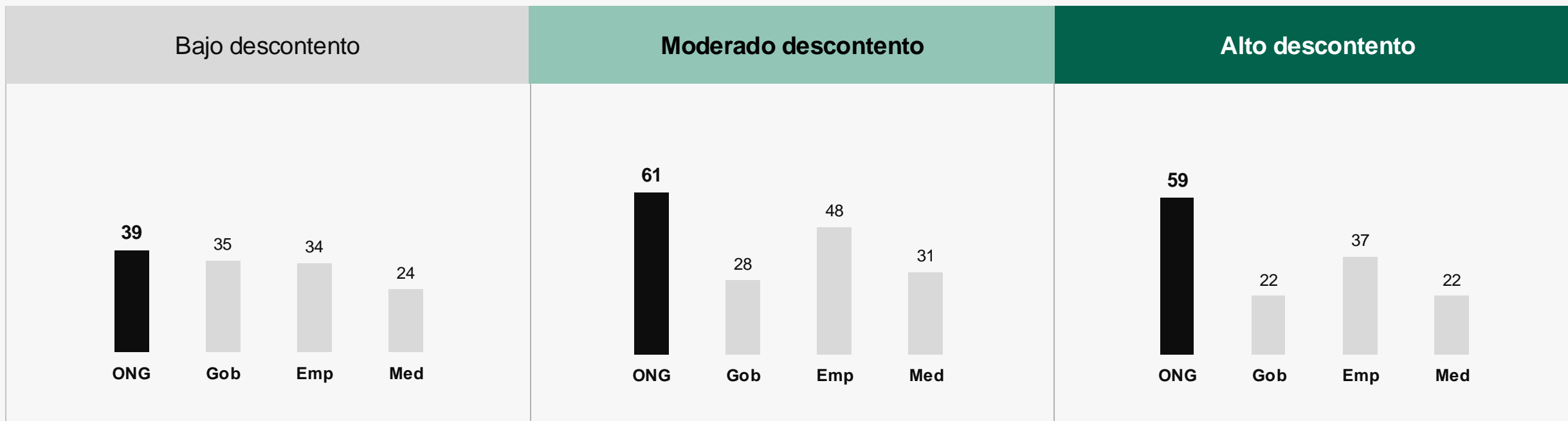
 2025 Edelman Trust Barometer. LEG_GOV. Los gobiernos crean, promulgan y hacen cumplir leyes y políticas. Algunas de estas leyes y políticas pueden contar con su apoyo, mientras que otras no. ¿Qué tan importante es cada uno de los siguientes factores para que perciba a los líderes gubernamentales como autoridades legítimas, hasta el punto de estar dispuesto a aceptar y cumplir las leyes y políticas que establecen, incluso si no está completamente de acuerdo con ellas? Escala de 9 puntos; los 4 valores superiores indican importancia. Pregunta realizada a la mitad de la muestra. Población general, España, segmentado por la escala de Descontento. Para una explicación completa sobre cómo se desarrolló la escala de Descontento, consulte el Apéndice Técnico.



De las ONGs, se espera que luchen contra la división y reparen el tejido social

Porcentaje de confianza, según el sentimiento de descontento, en España

Esta institución es una **fuerza unificadora que reúne a las personas.**



2025 Edelman Trust Barometer. [INS]_PER_DIM. Al pensar en por qué confía o no en [INSTITUCIÓN], especifique dónde cree que se sitúa en la escala entre las dos descripciones opuestas. Escala de 11 puntos; los 5 valores superiores indican una percepción positiva. Los medios de comunicación y las ONG solo fueron preguntados a la mitad de la muestra. Población general, España, segmentado por la escala de Descontento. Para obtener detalles completos sobre cómo se calcularon y representaron estos datos, consulte el Apéndice Técnico. "Emp" representa Empresas, "Gob" representa Gobierno, "ONG" representa ONG y "Med" representa Medios de Comunicación.

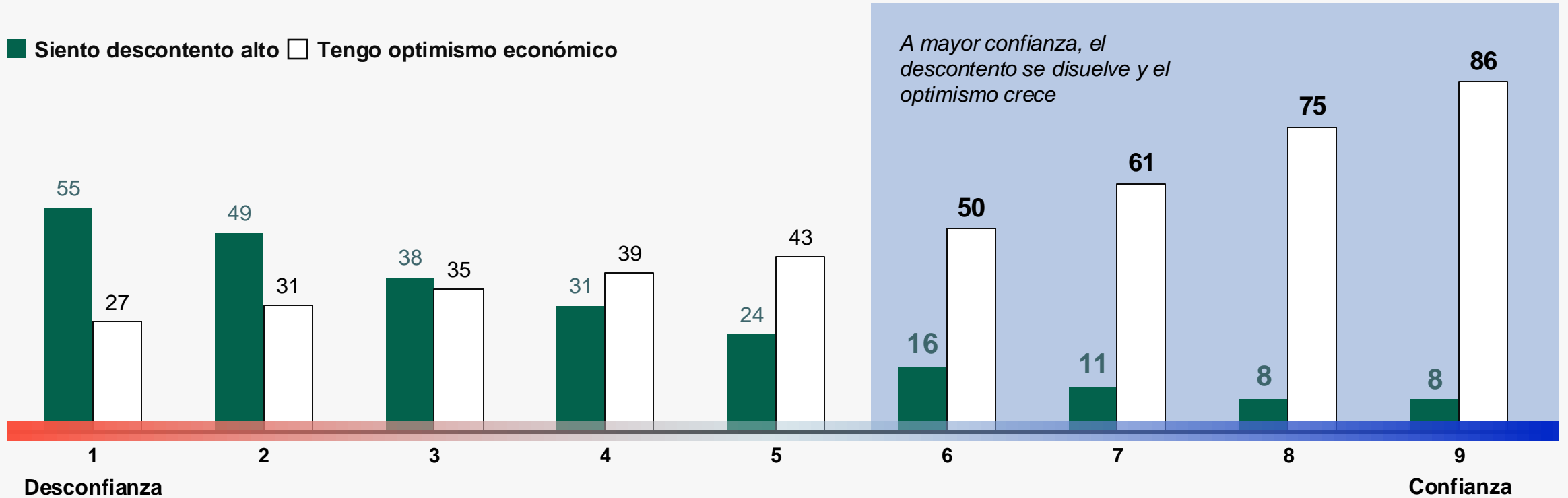


Cuando la confianza aumenta, el optimismo económico supera al descontento

Según el nivel de confianza,
porcentaje de sentimiento de descontento alto y porcentaje de optimismo económico personal

GLOBAL 26 excl. China, Tailandia

■ Siento descontento alto □ Tengo optimismo económico



Restaurar la confianza y fomentar el optimismo en medio de la crisis de descontento

1

Abordar el descontento desde la escucha

Para liderar en un momento de descontento social, los líderes deben ser capaces de salir de sus burbujas de información y escuchar lo que late en el ambiente, actuando donde sea lícito hacerlo: comprender las realidades económicas de los diferentes grupos de interés, defender los intereses compartidos y crear oportunidades para el optimismo.

2

Las empresas deben actuar donde corresponde

Aquellos con un mayor sentimiento de descontento son más propensos a creer que las empresas no están haciendo lo suficiente para abordar los problemas sociales. Para gestionar estas expectativas, es fundamental comprender el contexto, identificar dónde existen obligaciones y actuar en nombre de los grupos de interés.

3

Las empresas no pueden actuar solas

Las empresas, el gobierno, los medios de comunicación y las ONG deben trabajar juntos para abordar las causas fundamentales del descontento y fomentar la confianza, el crecimiento y la prosperidad. Es esencial invertir en las comunidades locales, en información de calidad y en el desarrollo de habilidades laborales. Además, deben garantizar resultados que beneficien a todos de manera justa.

4

Con confianza, el optimismo supera al descontento

Cuando no se puede confiar en las instituciones para que hagan lo correcto, el descontento se agrava y las perspectivas se oscurecen. Para reducir el descontento y aumentar el optimismo, es fundamental priorizar y reconstruir la confianza dentro de su organización y en las comunidades locales.



Technical Appendix



2025 Edelman Trust Barometer: The Sample

Countries Included in Each Global Average

Country	Weighted Sample Size ¹	Unweighted Sample Size	Margin of Error ² – Total Sample	Margin of Error – Half Sample	Quotas Set On ³
Global 28 ⁴	32,200	33,194	+/- 0.7 percentage points total sample	+/- 1.0 percentage points half sample	Quotas set at the country level
Argentina	1,150	1,151	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	Age, Gender, Region
Australia	1,150	1,153			
Brazil	1,150	1,151			
Canada	1,150	2,124	+/- 2.8 pct pts. total sample	+/- 4.0 pct pts. half sample	
China ⁵	1,150	1,150	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Colombia	1,150	1,150			
France	1,150	1,152			
Germany	1,150	1,150			
India	1,150	1,150			
Indonesia	1,150	1,150			
Ireland	1,150	1,150			
Italy	1,150	1,150			
Japan	1,150	1,150			
Kenya	1,150	1,152			
Malaysia	1,150	1,153			
Mexico	1,150	1,151			
Netherlands	1,150	1,150			
Nigeria	1,150	1,152			
Saudi Arabia	1,150	1,152			
Singapore	1,150	1,150			
S. Africa	1,150	1,150			
S. Korea	1,150	1,150			
Spain	1,150	1,150			
Sweden	1,150	1,150			
Thailand	1,150	1,150			
UAE	1,150	1,152			
UK	1,150	1,151			
U.S.	1,150	1,150			

1. Data reported on slides is weighted to the same total base size to ensure each country has an equal effect on the global average. Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.
2. Margin of error is calculated on the unweighted sample sizes, utilizing a 99% confidence interval.
3. There were additional quotas on ethnicity in the UK and U.S., and on nationality in Saudi Arabia and the UAE.
4. The "global average" indicates the average result of all the countries where data was collected. As mentioned above, there has been no adjustment made to the population size relative to each country and the global average is not intended to suggest a total result of the entire global population.
5. All data collected in China is from the mainland. Regions of Greater China were not surveyed.



2025 Edelman Trust Barometer: The Sample

Additional Fielding in Canada

Respondents in Canada have the option to take the survey in English or in French. For those who selected French, due to a translation error, a few questions were shown in English instead.

To address this, and ensure each respondent was able to answer the full survey in their preferred language, all Canadian respondents who took the survey in French were re-contacted between December 12 and 17, 2024 to answer French language versions of the impacted questions, as well as associated questions used for comparing or segmenting data. This new data replaced the original data collected in the dataset at those impacted questions.

French-selecting respondents who did not participate in the recontact were removed from the final data set. All data was then re-weighted to be nationally representative of gender, age, and region in Canada.

To summarize:

- All Canada data among English-selecting respondents is from the original fielding wave of Oct 25 – Nov 12.
- Canada data among French-selecting respondents at the impacted questions is from the recontact fielding wave of Dec 12 – 17.
- Canada data among French-selecting respondents at all other questions is from the original fielding wave of Oct 25 – Nov 12.
- Each Canada respondent who selected French and is present in the final dataset took both waves of the survey, so the sample is consistent across questions.

Any impacted data is indicated in the footnote of the slide.



2025 Edelman Trust Barometer: The Sample

Global Averages: Current Year and Historical Tracking

	Global 28	Tracking Average Global 26	Tracking Average Global 22	Tracking Average Global 21
All countries surveyed:	Used for current year averages and tracking to 2024	Used for tracking to 2021	Used for tracking to 2018	Used for tracking to 2012
Argentina	Argentina	Argentina	Argentina	Argentina
Australia	Australia	Australia	Australia	Australia
Brazil	Brazil	Brazil	Brazil	Brazil
Canada	Canada	Canada	Canada	Canada
China	China	China	China	China
Colombia	Colombia	Colombia	----	----
France	France	France	France	France
Germany	Germany	Germany	Germany	Germany
India	India	India	India	India
Indonesia	Indonesia	Indonesia	Indonesia	Indonesia
Ireland	Ireland	Ireland	Ireland	Ireland
Italy	Italy	Italy	Italy	Italy
Japan	Japan	Japan	Japan	Japan
Kenya	Kenya	Kenya	----	----
Malaysia	Malaysia	Malaysia	Malaysia	Malaysia
Mexico	Mexico	Mexico	Mexico	Mexico
Netherlands	Netherlands	Netherlands	Netherlands	Netherlands
Nigeria	Nigeria	----	----	----
Saudi Arabia	Saudi Arabia	Saudi Arabia	----	----
Singapore	Singapore	Singapore	Singapore	Singapore
S. Africa	S. Africa	S. Africa	----	----
S. Korea	S. Korea	S. Korea	S. Korea	S. Korea
Spain	Spain	Spain	Spain	Spain
Sweden	Sweden	----	----	----
Thailand	Thailand	Thailand	----	----
UAE	UAE	UAE	UAE	UAE
UK	UK	UK	UK	UK
U.S.	U.S.	U.S.	U.S.	U.S.



2025 Edelman Trust Barometer: The Sample

Global Averages: Special Averages

	Sensitive Markets Global 26	Sensitive Markets, Translation Exclusion Global 24	Tracking Markets, Sensitive Markets, Translation Exclusion Global 20
All countries surveyed:	Used for current year averages ; excludes sensitive countries ¹	Used for current year averages ; excludes sensitive countries ¹ ; excludes countries impacted by translation inconsistencies ²	Used for tracking to 2020 ; excludes sensitive countries ¹ ; excludes countries impacted by translation inconsistencies ²
Argentina	Argentina	Argentina	Argentina
Australia	Australia	Australia	Australia
Brazil	Brazil	Brazil	Brazil
Canada	Canada	Canada	Canada
China	----	----	----
Colombia	Colombia	Colombia	Colombia
France	France	France	----
Germany	Germany	Germany	Germany
India	India	India	India
Indonesia	Indonesia	Indonesia	Indonesia
Ireland	Ireland	Ireland	Ireland
Italy	Italy	Italy	Italy
Japan	Japan	Japan	Japan
Kenya	Kenya	Kenya	Kenya
Malaysia	Malaysia	Malaysia	Malaysia
Mexico	Mexico	Mexico	Mexico
Netherlands	Netherlands	Netherlands	Netherlands
Nigeria	Nigeria	Nigeria	----
Saudi Arabia	Saudi Arabia	----	----
Singapore	Singapore	Singapore	Singapore
S. Africa	S. Africa	S. Africa	S. Africa
S. Korea	S. Korea	S. Korea	----
Spain	Spain	Spain	Spain
Sweden	Sweden	Sweden	----
Thailand	----	----	----
UAE	UAE	----	----
UK	UK	UK	UK
U.S.	U.S.	U.S.	U.S.

1. Because some of the content we ask is deemed politically sensitive, there are several countries where we take special precautions in order to avoid putting our respondents, or ourselves, in a position to break any local laws. We work closely with our sample partner and its legal team to identify which questions, and in what countries, we should refrain from asking. The countries where we removed certain questions and/or answer options in the survey are noted in the labels on the slide.

2. Due to a translation inconsistency regarding the measure of competence or ethics in the four main institutions in France, Saudi Arabia, South Korea, and UAE, the data for those countries was removed from the relevant analyses.



2025 Edelman Trust Barometer: The Sample

Survey Languages Used and Internet Penetration by Country

	Languages	Internet Penetration*
Global	-	-
Argentina	Localized Spanish	89%
Australia	Localized English	95%
Brazil	Portuguese	84%
Canada	Localized English, Canadian French	94%
China	Simplified Chinese	77%
Colombia	Localized Spanish	73%
France	Localized French	87%
Germany	German	92%
India	Localized English, Hindi	43%

	Languages	Internet Penetration*
Indonesia	Indonesian	69%
Ireland	Localized English	96%
Italy	Italian	87%
Japan	Japanese	85%
Kenya	Localized English	41%
Malaysia	Malay	98%
Mexico	Localized Spanish	81%
Netherlands	Localized English, Dutch	97%
Nigeria	Localized English	35%
Saudi Arabia	Localized English, Modern Standard Arabic	100%

	Languages	Internet Penetration*
Singapore	Localized English, Simplified Chinese	94%
S. Africa	Localized English, Afrikaans	75%
S. Korea	Korean	97%
Spain	Localized Spanish	95%
Sweden	Localized English, Swedish	96%
Thailand	Thai	90%
UAE	Localized English, Modern Standard Arabic	100%
UK	Localized English	95%
U.S.	English, Localized Spanish	97%

*Data source: [Individuals using the Internet \(% of population\) | Data \(worldbank.org\)](#) as of January 17, 2025.

Due to disproportionate access to internet in countries with lower internet penetration, the online sample in those countries tends to skew younger, urban, and more affluent.



2025 Edelman Trust Barometer: Data Analysis in Detail

Countries With National Elections or Changes in Government Leadership

To understand the impact that a change in government leadership has on trust, we identified the countries in our study that had an election or other government leadership change between the survey fielding dates for the 2024 Trust Barometer (Nov 3 – Nov 22, 2023) and the 2025 Trust Barometer (Oct 25 – Nov 16, 2024). Elections or other government leadership changes were defined as a national election, the collapse of coalition, or the appointment of a new prime minister.

The full list of countries included in the analysis, referenced on pg. 6 of the 2025 Global Report, is shown in the table at right

	Date of change	Description of change
Argentina	November 2023	Run-off Election
France	June, September 2024	Election; Collapse of leadership coalition
Germany	November 2024	Collapse of leadership coalition
India	April to June 2024	Election
Indonesia	February 2024	Election
Japan	October 2024	Election
Mexico	June 2024	Election
Netherlands	November 2023	Election after cabinet collapse in July 2023
S. Africa	May 2024	Election
S. Korea	April 2024	Election
Thailand	August 2024	New Prime Minister appointment
UK	July 2024	Election
U.S.	November 2024	Election



2025 Edelman Trust Barometer: Data Analysis in Detail

How We Measured Grievance

The sense of grievance segmentation was created by dividing respondents into three distinct groups based on their agreement with a number of statements. The specific statements were chosen for their ability to reflect a respondent’s sense of unfairness and personal harm caused by institutions, specifically business and government, and by the wealthy:

- **Government*** actions hurt me and serve the few rather than the many
- **Business** actions hurt me and serve the few rather than the many
- **The wealthy** benefit from an unfair system, which is biased in favor of the rich, while regular people struggle to pay their bills

The full language of the statements used in the scale are shown in the table shown to the right. The three segments—low, moderate, and high grievance— were created based on the number of statements they agreed with:

- **Low Grievance:** agreed with 0 to 2 statements
- **Moderate Grievance:** agreed with 3 or 4 statements
- **High Grievance:** agreed with 5 or all 6 statements

Items	Question text	
Government	GOV_PER_DIM. In thinking about why you do or do not trust government in general , please specify where you think it falls on the scale between the two opposing descriptions. (Please use the slider to indicate where you think government in general falls between the two extreme end points of each scale.) <i>Statement below shown in bold on left side, bottom 5 box (codes 1-5)</i>	
	Serves the interests of only certain groups of people	Serves the interests of everyone equally and fairly
	Overall, its actions are hurting my quality of life	Overall, its actions are improving my quality of life
Business	BUS_PER_DIM. In thinking about why you do or do not trust business , please specify where you think it falls on the scale between the two opposing descriptions. (Please use the slider to indicate where you think business falls between the two extreme end points of each scale.) <i>Statement below shown in bold on left side, bottom 5 box (codes 1-5)</i>	
	Serves the interests of only certain groups of people	Serves the interests of everyone equally and fairly
	Overall, its actions are hurting my quality of life	Overall, its actions are improving my quality of life
The wealthy	POP_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is using a nine-point scale where one means it is “not at all true” and nine means it is “completely true”. (Please select one response for each.) <i>Agree, top 4 box (codes 6-9)</i>	
	As regular people struggle just to pay their bills, the elites are getting richer than they deserve	
	The system is biased against regular people and in favor of the rich and powerful	

*Questions related to government were not asked in China or Thailand. These markets are not represented in the grievance scale.



2025 Edelman Trust Barometer: Data Analysis in Detail

How We Plotted the Institutional Competence and Ethics Scores

We define trust as the combination of competence and ethics. The report features a chart depicting how competent and ethical each of the institutions are rated to be. Here's how we calculated each score.

The competence score (the x-axis of the plot): An institution's competence score is a net of the top 3 box (AGREE) minus the bottom 3 box (DISAGREE) responses to the question "To what extent do you agree with the following statement? *[INSTITUTION]* in general is good at what it does". The resulting net score was then subtracted by 50, which means that for an institution to qualify as competent, it would require a net difference of 51 points or more in its percentage of top 3-box ratings versus its bottom 3-box ratings. This ensures that an institution could not be considered competent unless there is a majority who rate it as such.

The net ethical score (the y-axis of the plot): The ethics dimension is defined by four separate items. For each item, a net score was calculated by taking the top 5 box percentage representing a positive ethical perception minus the bottom 5 box percentage representing a negative ethical perception. The y-axis value is an average across those 4 net scores. Scores higher than zero indicate an institution that is perceived as ethical.

Respondents were asked:

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. *(Please use the slider to indicate where you think [INSTITUTION] falls between the two extreme end points of each scale.)*

Dimension	Ethical Perception	Unethical Perception
Purpose-Driven	Highly effective agents of positive change	Completely ineffective agents of positive change
Honest	Honest and fair	Corrupt and biased
Vision	Have a vision for the future that I believe in	Do not have a vision for the future that I believe in
Fairness	Serve the interests of everyone equally and fairly	Serve the interests of only certain groups of people



2025 Edelman Trust Barometer: Data Analysis in Detail

How We Validated the Analysis of Ethics Scores Across the Grievance Segments

The ethics dimension for government and business share a variable with the scale used to create the grievance segments, raising the question of whether it was valid to compare institutional ethics scores across these segments (see pg. 25 of the 2025 Global Report).

To ensure the validity of measuring ethics data among different grievance segments, we compared the ethics scores for the institutions with and without the shared fairness attribute.

Dimension	Ethical	Unethical
Fairness	Serve the interests of everyone equally and fairly	Serve the interests of only certain groups of people

As seen in the analysis shown to the right, removing this attribute resulted in very similar ethics scores for each of the institutions, and did not materially change the findings of the analysis. Because of the similarity between the ethics calculations including and excluding the fairness item, we used the full version of the ethics scale for the competence and ethics analysis by grievance segments in order to maintain consistency with the ethics scores shown in other parts of the report.

Comparing ethics data including and excluding the fairness dimension				
Ethics scores	Low Grievance	Moderate Grievance	High Grievance	Gap between low and high
Government ethics excluding fairness	33	-24	-68	-101
Government ethics including fairness	37	-30	-75	-112
Media ethics excluding fairness	24	-4	-36	-60
Media ethics including fairness	25	-9	-41	-66
Business ethics excluding fairness	43	29	-18	-61
Business ethics including fairness	44	19	-36	-80
NGO ethics excluding fairness	35	23	6	-29
NGO ethics including fairness	34	17	-2	-36



2025 Edelman Trust Barometer: Data Analysis in Detail

How We Calculated Respondent Trust Levels

To examine the effect of trust on grievance and personal economic optimism (shown on pg. 36 of the 2025 Global Report), we segmented respondents into nine levels based on their average level of trust.

The average was calculated by taking the respondent’s average score on a scale of one to nine across each of the four institutions:

- Government in general
- Media in general
- Business in general
- Non-governmental organizations (NGOs)

If a respondent answered “don’t know” to one of the four institutions, that institution was left out of the average. For example, if a respondent said “don’t know” regarding trust in government, the average was calculated based on their ratings of media, business, and NGOs. If a respondent said “don’t know” across all four institutions, they were left out of this analysis.

The table to the right shows the fallout of respondents based on their average score across the institutions.

Trust scores and fallout			
TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”.			
Trust level	Fallout	Unweighted base	Weighted base
1. Do not trust them at all	1%	360	350
2.	3%	1022	1003
3.	7%	2150	2097
4.	12%	3641	3537
5.	19%	5978	5774
6.	22%	6698	6499
7.	20%	6159	5990
8.	11%	3558	3376
9. Trust them a great deal	4%	1300	1249
99. Don't know	n/a	n/a	n/a



Full Text for Shortened Answer Choices



2025 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Globalization, Economic, and Technology Fears Worsen Job Insecurity

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?

Shortened text	Full text
International trade conflicts	International conflicts about trade policies and tariffs hurting the company you work for
Foreign competitors	Cheaper foreign competitors driving companies like yours out of business
Offshoring	Your job being moved to other countries where workers are paid less
Looming recession	Losing your job as a result of a looming recession
Automation	Automation and/or other innovations taking your job away
Lack of training	Not having the training and skills necessary to get good paying jobs



2025 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Majority Convinced the Wealthy Take More Than Their Fair Share

WEA_AGR. How much do you agree or disagree with the following statements?

Shortened text	Full text
The wealthy don't pay their fair share of taxes	The wealthy are not currently paying their fair share of taxes
The wealthy's selfishness causes many of our problems	The selfishness of the wealthiest people in this country is the source of many of our problems



2025 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

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

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.

Shortened text	Full text
Attack people online	Engage in online personal attacks against individuals who you see as standing in the way of the change you want to see
Intentionally spread disinformation	Create or share exaggerated or even false online content to influence public opinion
Threaten or commit violence	Threaten or engage in physical violence against the institutions or groups that you see as standing in the way of the change you want to see
Damage public or private property	Damage or destroy public and/or private property to bring attention to the change you want to see



2025 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Your Gain is My Loss: Grievance Instills a Zero-Sum Mindset

POL_AFF. Please specify where your feelings about people in your country who have different political beliefs than you fall on the scale between the two opposing descriptions.

Shortened text	Full text
What helps people who don't share my politics comes at a cost to me	What furthers their interests comes at the cost of mine



2025 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

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

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?

Shortened text	Full text
Provide good-paying jobs in its local communities	Provide good-paying jobs to people in the communities in which it operates
Train or reskill employees to be competitive	Train or reskill employees to be competitive in this economic environment



2025 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Grievance Demands More Action from Business, Not Less

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.

Shortened text	Full text
Affordability	Making everyday things that people need, like food and energy, more affordable
Climate change	Addressing climate change
Retraining	Doing the workforce reskilling and retraining necessary to keep people employable whose jobs are being eliminated or greatly altered by automation and artificial intelligence
Misinformation	Controlling the malicious spreading of misleading and false information and ensuring the availability of trustworthy information
Discrimination	Addressing systemic injustice and discrimination in this country based on race, gender, religion, or sexual orientation



2025 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

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

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?

Shortened text	Full text
They could make a major impact on the challenge	The CEO and their business could potentially have a significant positive impact on the social problem or societal challenge
Doing so would improve business performance	Addressing the social problem or societal challenge would lead to a significant improvement in the performance and profits of the CEO's business



2025 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

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

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?

Shortened text	Full text
Their business contributed to the problem	The CEO's business significantly contributed to causing or worsening the social problem or societal challenge
	The CEO's customers are negatively impacted by the social problem or societal challenge
The issue harms their customers, employees, communities (avg)	The CEO's workforce is negatively impacted by the social problem or societal challenge
	The communities in which the CEO's business operates are negatively impacted by the social problem or societal challenge



2025 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Employers: Keep Grievances From Undermining Collaboration at Work

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?

Shortened text	Full text
Nurture workplace civility to facilitate discussions about contentious issues	Have CEOs create and nurture an environment of civility and mutual respect in the workplace where people can have constructive discussions about contentious issues



2025 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Government: Deliver Results That Benefit Me

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?

Shortened text	Full text
Have a positive impact on my life	The decisions they make have a positive impact on my life
Understand what people like me need and want	They know and understand what people like me need and want



2025 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Media: Put the Facts First

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 where one means “strongly disagree” and nine means “strongly agree”.

Shortened text	Full text
Attract a big audience than tell people what they need to know	Most news organizations are more concerned with attracting a big audience than they are about telling people what they need to know
Support an ideology than inform the public	Most news organizations are more concerned with supporting an ideology or political position than they are with informing the public about what is happening in the world



2025 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Influence is Earned Through Compassion, Not Power

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?

Shortened text	Full text
Understand what people like me need and want	They know and understand what people like me need and want
Occupy a formal position of power	They occupy a formal position of power and authority in society



2025 Edelman Trust Barometer:
Full Text for Shortened Answer Choices

Majority Concern Over Credibility of News Sources

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 where one means “strongly disagree” and nine means “strongly agree”.

Shortened text	Full text
It is becoming harder to tell if news is from respected media or an individual trying to deceive people	It is becoming harder to tell if a piece of news was produced by a respected media organization or by an individual attempting to deceive people



	1	2
	3	4
	5	6

7

1	2	3	4	5	6
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Cover & Divider Image Credits

1. Activists gesture as they demonstrate in the Central Business District against an alarming rise in murders of young women in Nairobi on January 27, 2024: *TONY KARUMBA/AFP via Getty Images*
2. U.S. former President and 2024 Republican presidential candidate Donald Trump applauds as he arrives for the second day of the 2024 Republican National Convention at the Fiserv Forum in Milwaukee, Wisconsin, July 16, 2024: *ANGELA WEISS/AFP via Getty Images*
3. Members of the Korean Confederation of Trade Unions hold placards reading "Step down Yoon Suk Yeol who led the insurrection!" with a picture of Yoon during a rally calling for the impeachment of President Yoon Suk Yeol in front of the ruling People Power Party headquarters in Seoul on December 6, 2024: *JUNG YEON-JE/AFP via Getty Images*
4. Consequences of flooding caused by the DANA occur in cities near Valencia, Spain, on November 7, 2024: *Pau Venteo/NurPhoto via Getty Images*
5. Demonstrators held up a banner calling to Tax extreme wealth outside the 2024 Labour Party Conference on the 23rd of September 2024 in Liverpool, United Kingdom: *Andrew Aitchison/In pictures via Getty Images*
6. Voters wait in a queue at a polling station to cast votes during the Samaguri assembly constituency bypoll in Nagaon district, Assam, India, on November 13, 2024: *Anuwar Hazarika/NurPhoto via Getty Images*
7. (Divider Image) Commuters cross London Bridge on October 15, 2024 in London, England: *Dan Kitwood/Getty Images*

Timeline Image Credits

1. Protesters hold signs while standing a few blocks away from the World Trade Organization (WTO), November 29, 1999: *Daniel Sheehan/Liaison Agency/Newsmakers*
2. Operation Iraqi Freedom - Day 21: U.S. Troops Enter Central Baghdad and Topple Statue Of Saddam Hussein On April 9, 2003 in Baghdad, Iraq: *Gilles BASSIGNAC/Gamma-Rapho via Getty Images*
3. A broker looks at his screens at Frankfurt's stock exchange on September 15, 2008, as the German stock exchange went down 4.6 percent in the afternoon in the wake of US investment banking giant Lehman Brothers filing for bankruptcy: *THOMAS LOHNES/DDP/AFP via Getty Images*
4. European Union flag in front of the Big Ben, Brexit EU: *luaeva via Adobe Stock*
5. Domestic caretaker Jim Johnson, 32, takes a breath of fresh air and feels the rain on his face outside the paramedic's entrance of the triage area in the emergency department of Blackpool Victoria Hospital on June 17, 2020 in Blackpool, United Kingdom: *Lynsey Addario/Getty Images*
6. A Ukrainian soldier with a machine gun in his hands rides along a dirt road on a Challenger-2 tank on August 3, 2023 in Ukraine: *Serhii Mykhalchuk/Global Images Ukraine via Getty Images*



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