

# 2025 Edelman Trust Barometer

Trust and the Crisis of Grievance  
India Report



# 25 Years: World Events Put Trust Under Pressure

## 2003

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



## 1999

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

## 2008

**Financial Crisis**  
Trust in banks crashes

## 2020

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

## 2024

**Innovation in Peril**  
Rapid innovation offers promise of a new era



# 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**	<b>India</b> 	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.







# Trust In Institutions Suffers In APAC



# Trust Index 2024 to 2025: Elections Fail to Shift 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\**

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

### 2024 General population

<b>56</b>	<b>Global 28</b>	<b>63</b>	<b>APAC 9</b>
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

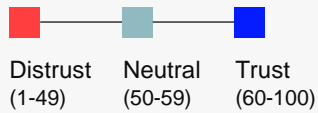
<b>56</b>	<b>Global 28</b>	<b>61</b>	<b>APAC 9</b>
77	China	<input checked="" type="checkbox"/>	
76	Indonesia	<input checked="" type="checkbox"/>	
75	India		
72	UAE		
71	Saudi Arabia		
66	Malaysia	<input checked="" type="checkbox"/>	
66	Thailand		
65	Nigeria		
65	Singapore		
63	Kenya		
57	Mexico	<input checked="" type="checkbox"/>	
57	Netherlands	<input checked="" type="checkbox"/>	
53	<b>S. Africa</b>	<input checked="" type="checkbox"/>	
52	Canada		
51	Brazil		
50	Italy		
50	Sweden		
49	Australia		
49	Colombia		
48	<b>Argentina</b>	<input checked="" type="checkbox"/>	
48	France	<input checked="" type="checkbox"/>	
48	Ireland		
47	U.S.	<input checked="" type="checkbox"/>	
44	Spain		
43	UK	<input checked="" type="checkbox"/>	
41	Germany	<input checked="" type="checkbox"/>	
41	S. Korea	<input checked="" type="checkbox"/>	
37	Japan	<input checked="" type="checkbox"/>	



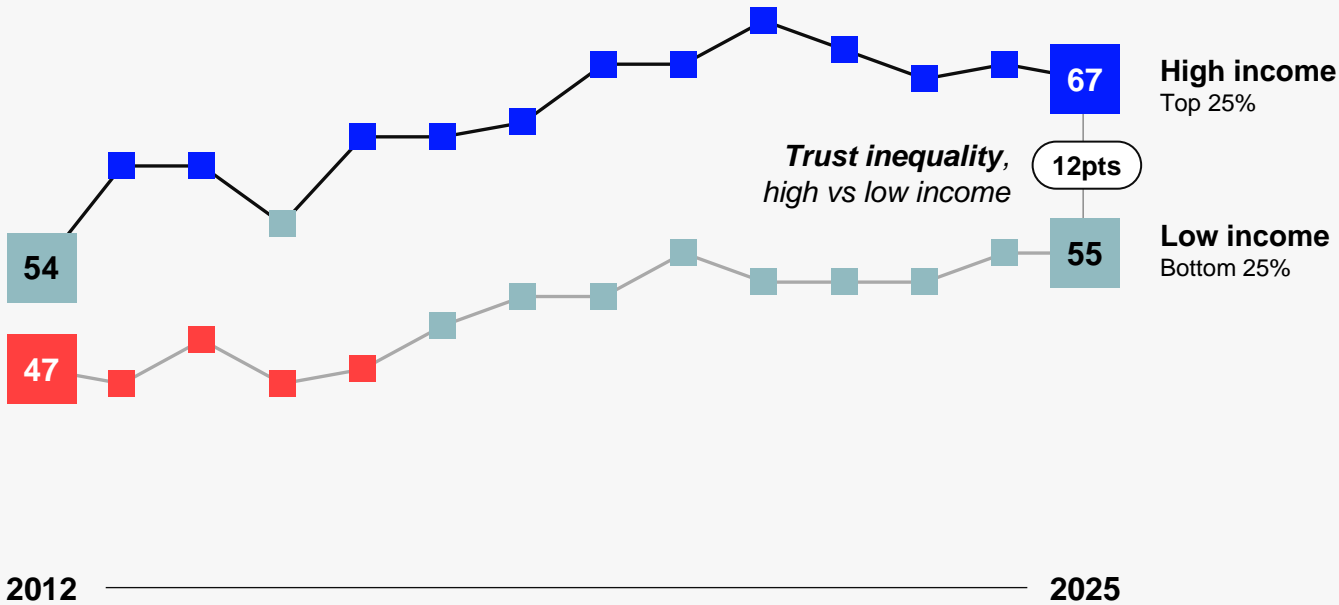
# Low Income Consistently Less Trusting than High Income

Percent trust

APAC 8 excl. TH



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



## 2025 trust inequality, high vs low income

APAC	
*Thailand	24pts
Indonesia	17
Singapore	16
India	15
S. Korea	14
Japan	13
Malaysia	11
China	10
Australia	9
<b>Global 28</b>	<b>12pts</b>

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, APAC excluding Thailand, by income. Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country. \*Thailand excluded from 2012-2025 trend lines because it was first added to the Trust Barometer in 2020.

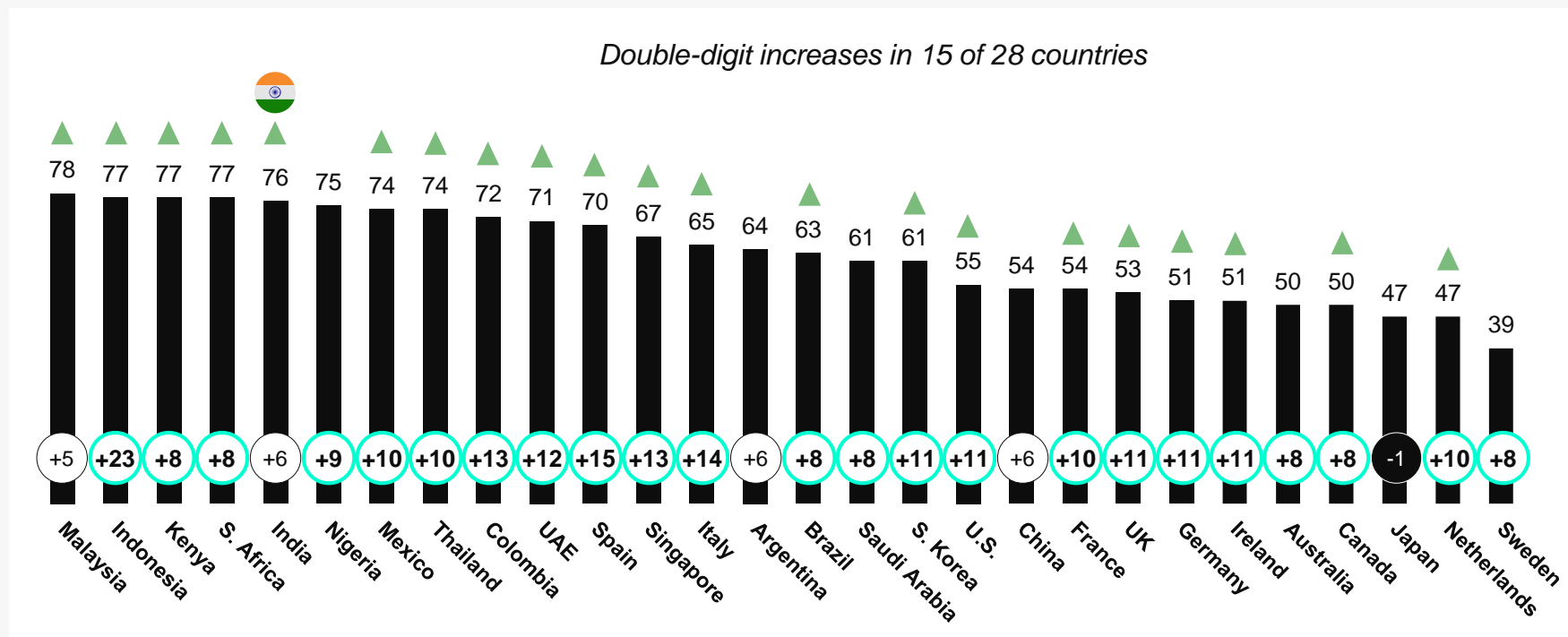
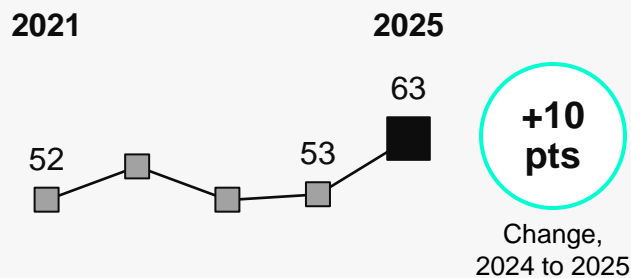


# Fear of Being Discriminated Against Surges to All-Time High

Percent who say

**GLOBAL 26**       All-time highs and lows

I worry about experiencing prejudice, discrimination, or racism



2025 Edelman Trust Barometer. 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? 9-point scale; top 4 box, worry. Attribute 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. The all-time highs and lows analysis comprised countries with at least five waves of data collection, therefore Nigeria and Sweden were not included.



# Majority Convinced the Wealthy Take More Than Their Fair Share

Percent who agree

APAC 9

The wealthy don't pay their fair share of taxes

66%

		%	
APAC	Highest	IN	74
	Median	MY	69
	Lowest	JP	57
Global 28		67	

The wealthy's selfishness causes many of our problems

67%

		%	
APAC	Highest	TH	80
	Median	CN	69
	Lowest	JP	47
Global 28		65	





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

Percent who say

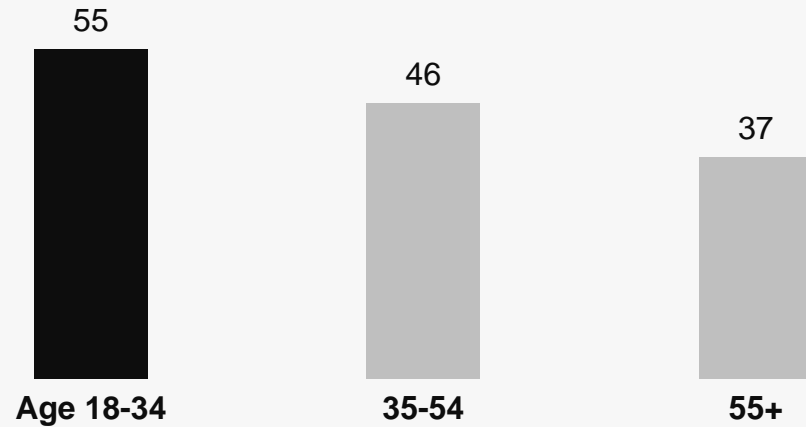
APAC 9

**I approve of hostile activism to drive change:**

- *Attack people online (31%)*
- *Intentionally spread disinformation (32%)*
- *Threaten or commit violence (28%)*
- *Damage public or private property (29%)*

**46%** (net)

*Over 1 in 2 young adults approve of hostile activism*



2025 Edelman Trust Barometer. CNG\_MECH. Which actions would you approve of as ways to bring about societal changes you felt would give you and your family a better future? For each of the potential ways to bring about change listed below, pick the statement which best describes how you would feel if someone did this. 4-point scale, codes 3-4, approve. Question asked of half the sample. General population, APAC, and by age. The "Hostile Activism" data is a net percentage of attributes 7-10, meaning the percentage of respondents who approved of one or more of the four items shown.



# Many Demand More Action from Business

Percent who say

APAC 9

Business is not going far enough to address each issue:

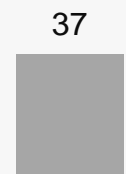
Climate change

Affordability

Misinformation

Retraining

Discrimination



APAC	Highest	JP 60	AU 58	JP 47	KR 48	JP 45
	Median	ID 47	CH 42	SG 38	SG 38	SG 37
	Lowest	TH 40	IN 33	TH 33	IN 30	IN 30
Global 28		51	48	43	42	42

2025 Edelman Trust Barometer. 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. 3-point scale; code 3, business is not going far enough. Question asked of half the sample. General population, APAC; highest, median, and lowest country within APAC region; and 28-mkt avg. Ties broken by decimal.



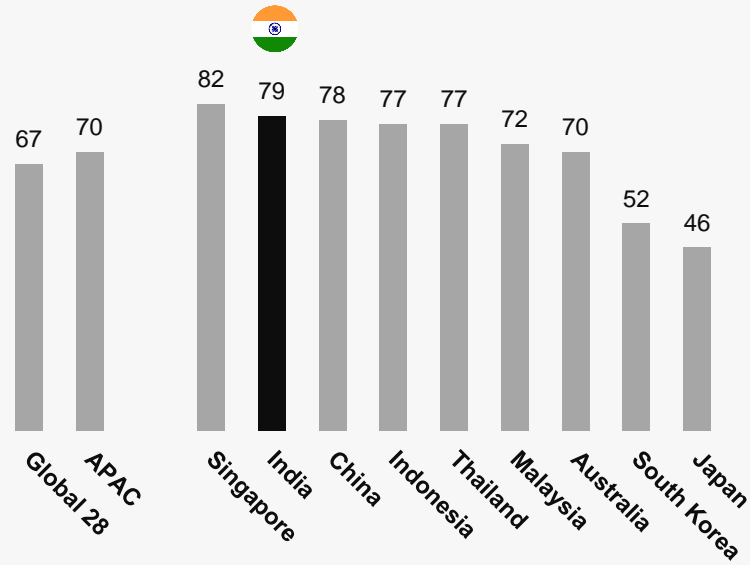
# Government Expected To Deliver Results That Benefit Me

Percent who say

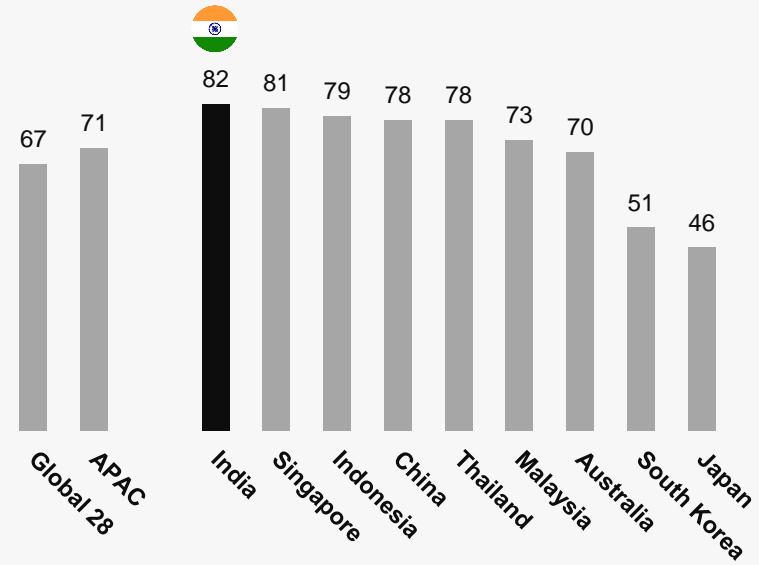
APAC 9

## Government leaders earn legitimate authority when they...

Have a positive impact on my life



Understand what people like me need and want



2025 Edelman Trust Barometer. 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? 9-point scale; top 4 box, important. Question asked of half the sample. General population, 28-mkt avg and APAC.

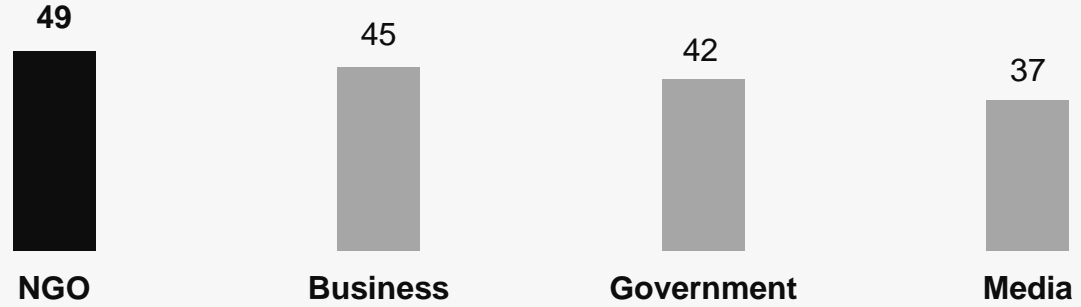


# NGOs: Fight Divisiveness and Repair the Social Fabric

Percent who say

APAC 7 excl. CH and TH

This institution is a **unifying force that brings people together**:



		%			
APAC	Highest	MY 54	ID 54	SG 58	ID 52
	Median	KR 48	SG 43	IN 44	IN 40
	Lowest	JP 43	KR 39	KR 26	KR 23
Global 26 excl. CH, TH		48	44	33	34

2025 Edelman Trust Barometer. [INS]\_PER\_DIM. 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. 11-point scale; top 5 box, positive. Media and NGOs were only asked of half the sample. General population, APAC excluding China and Thailand; highest, median, and lowest country within APAC region; and 26-mkt avg. Ties broken by decimal. Data not collected in China and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix. "Bus" represents Business, "Gov" represents Government, "NGO" represents NGOs, and "Med" represents Media.



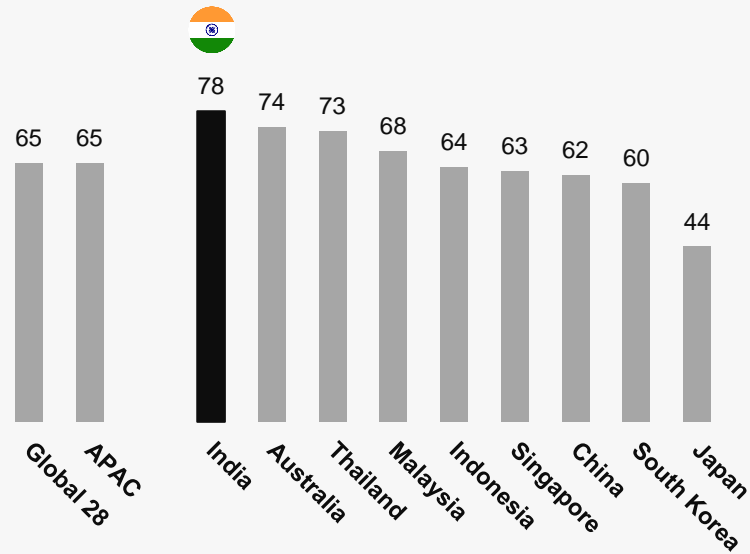
# Media: Put the Facts First

Percent who agree

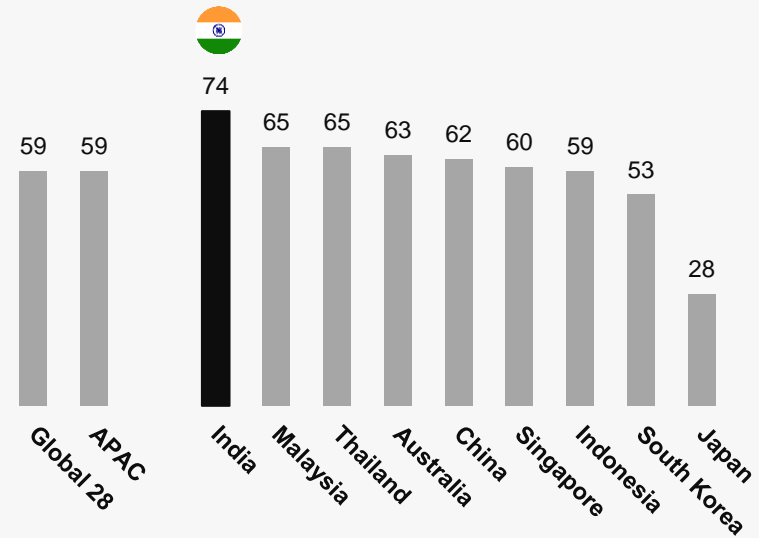
APAC 9

## News organizations would rather...

Attract a big audience than  
tell people what they need to know



Support an ideology than  
inform the public



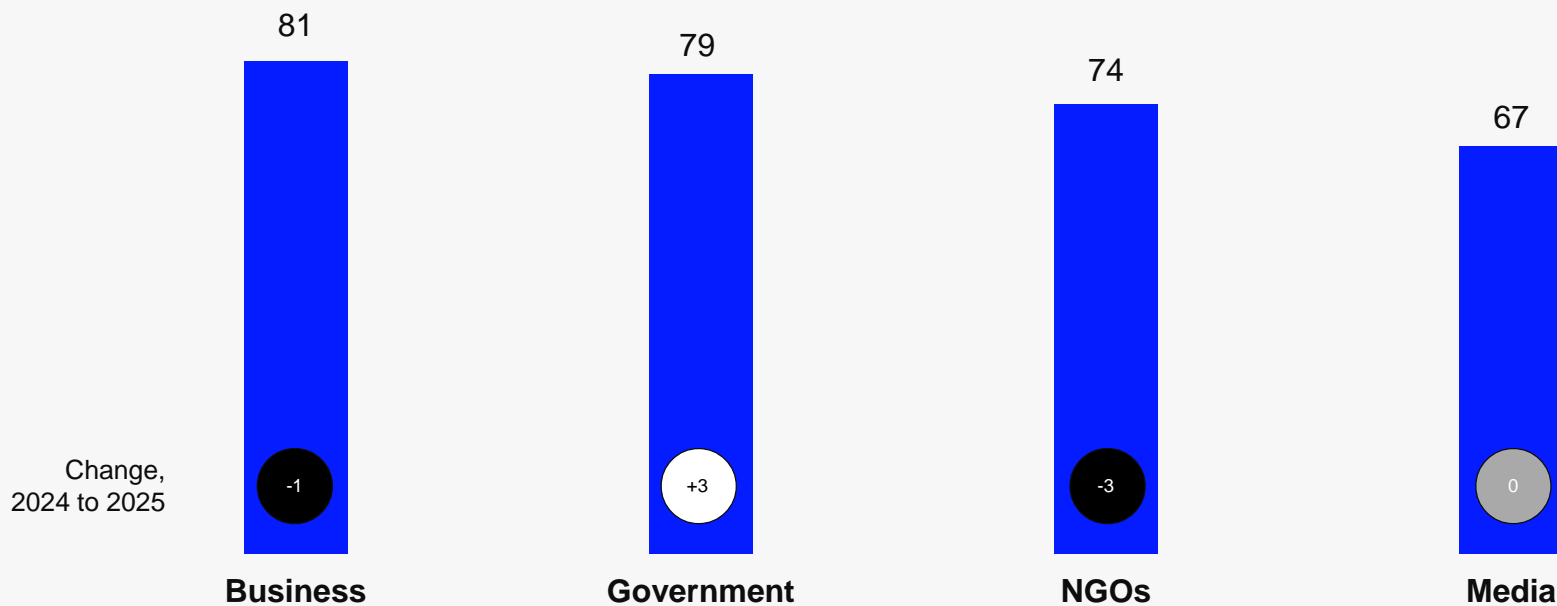
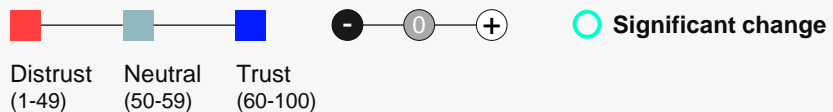


# India Remains a Trusting Nation



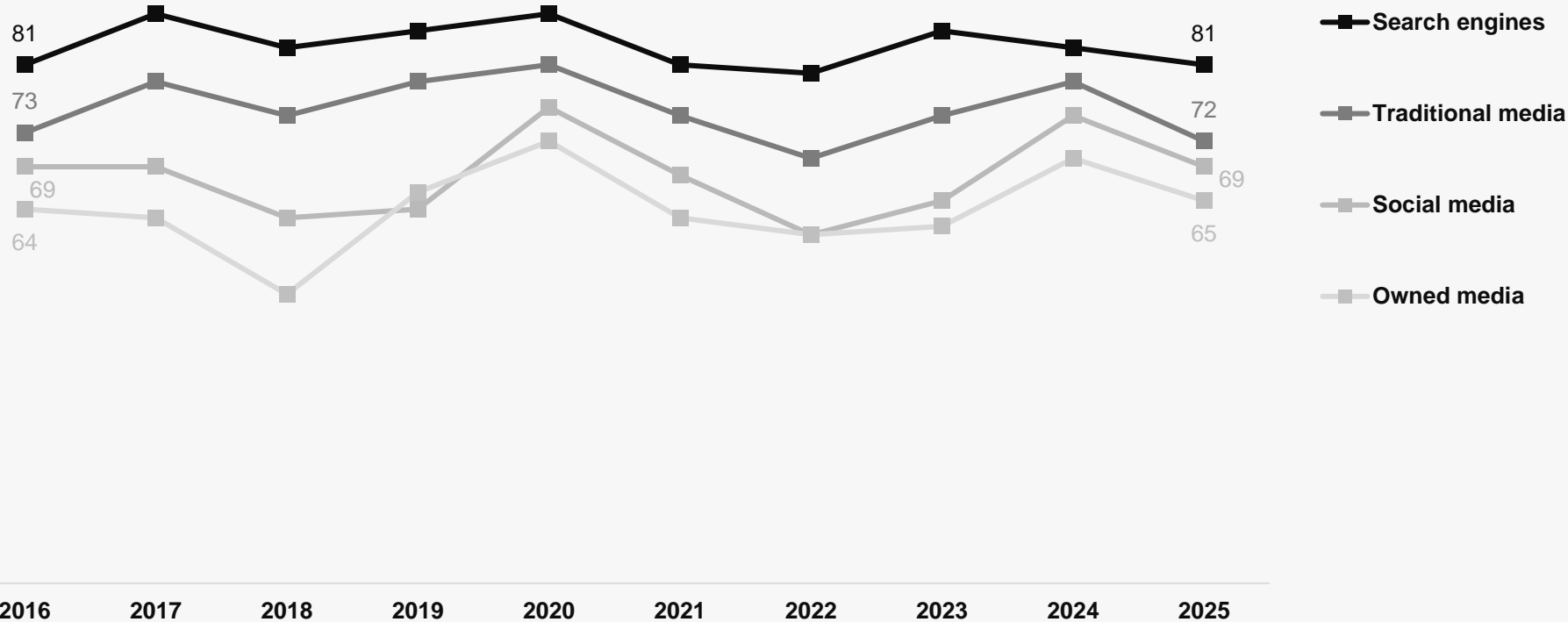
# Business Remains Most Trusted Institution

Percent trust, in India



# Among Respondents in India, Trust in News Sources Dips

Percent trust in each source for general news and information, in India



# Majority Concerned Over Credibility of News Sources

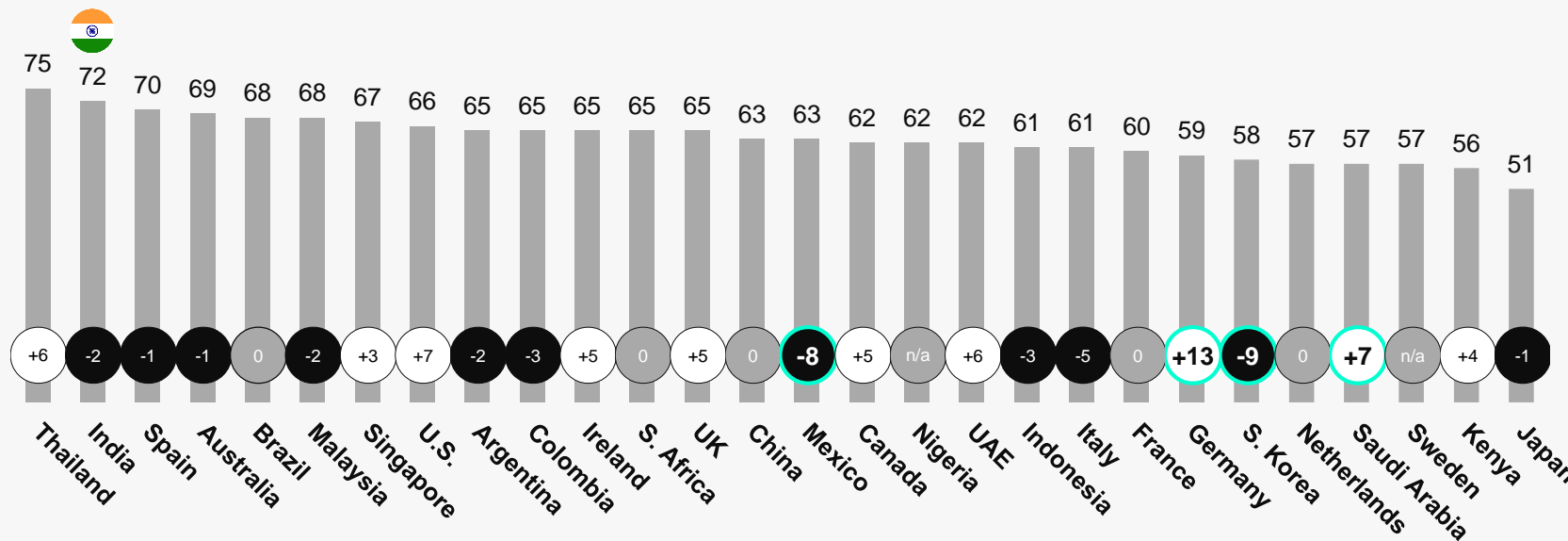
Percent who agree

GLOBAL 26 - 0 + ○ Significant change

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

# 63%

0 pts  
Change, 2021 to 2025

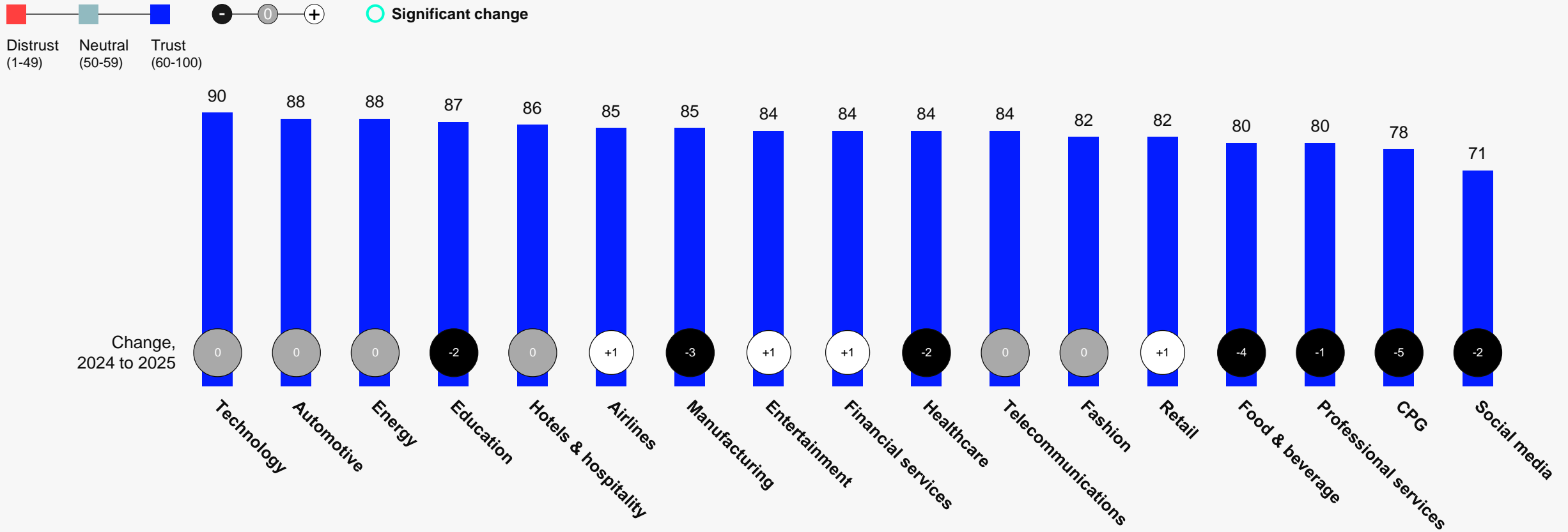


2025 Edelman Trust Barometer. ATT\_MED\_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 26-mkt avg. Year-over-year changes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



# All Industry Sectors Remain Trusted

Percent trust, in India



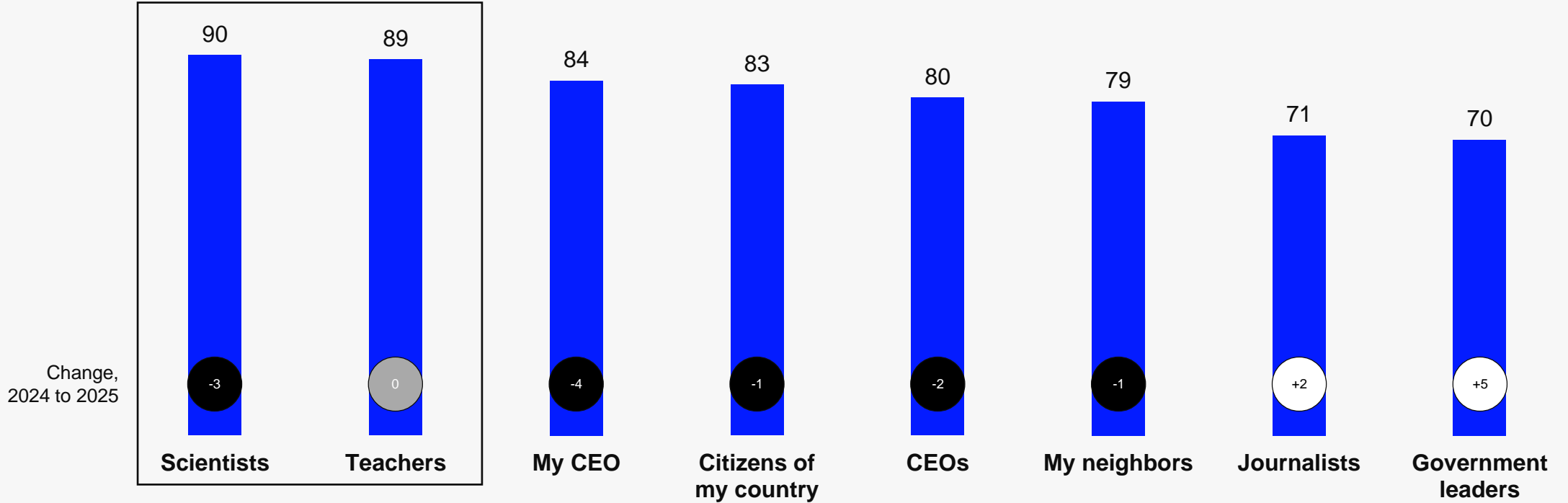
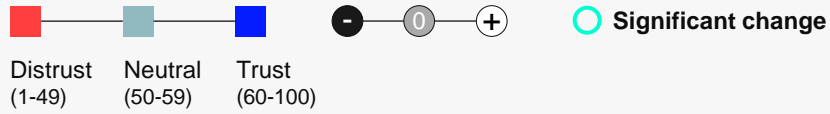
2025 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, India. Year-over-year changes were tested for significance using a t-test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





# Scientists and Teachers Trusted More Than Institutional Leaders

Percent trust to do what is right, in India

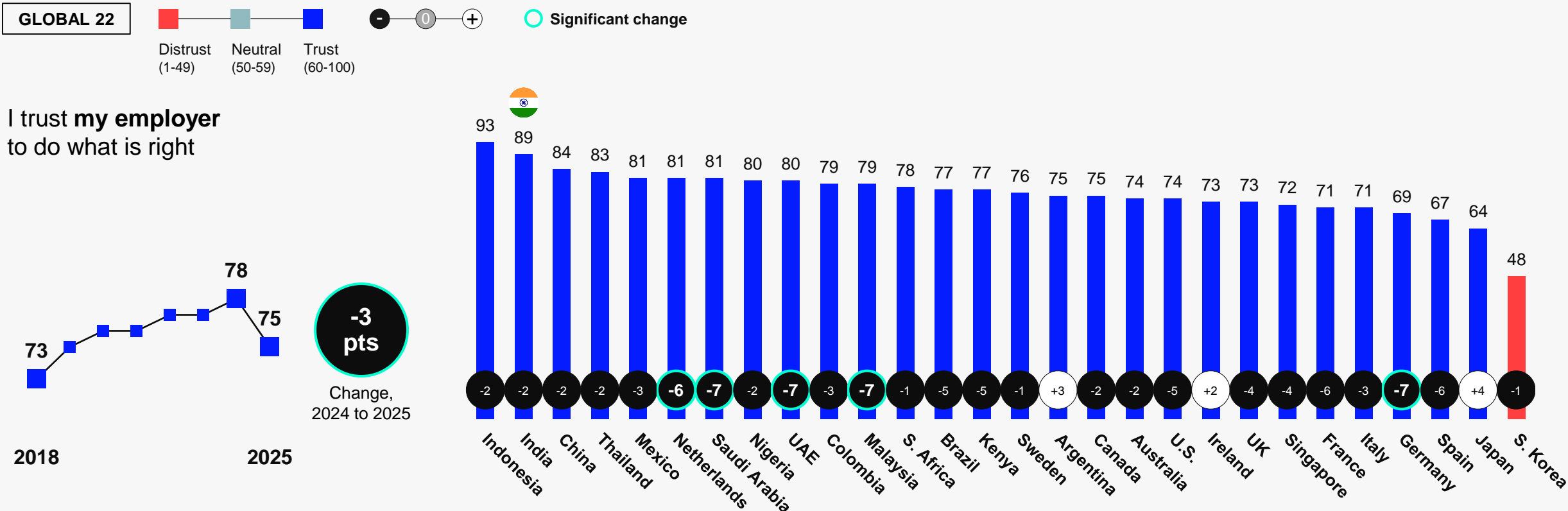


**2025 Edelman Trust Barometer.** TRU\_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Some attributes shown to half the sample. General population, India. "My CEO" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Despite Unprecedented Global Decline, Employer Trust High In India

Percent of employees who trust



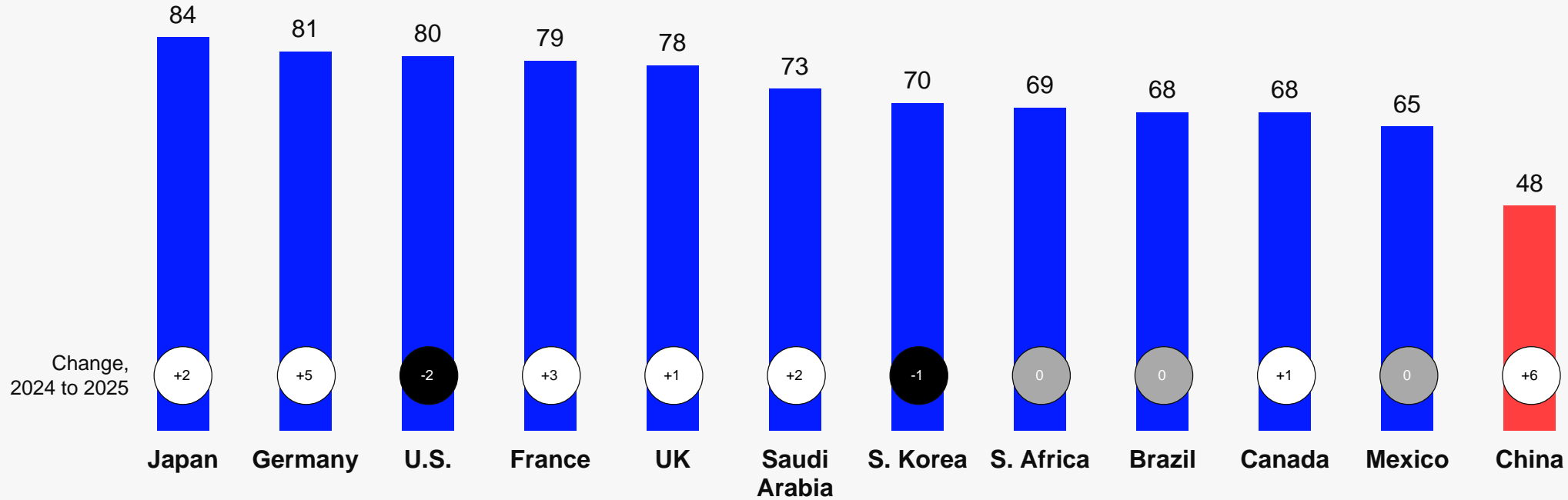
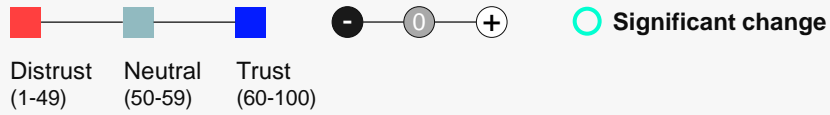
2025 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 22-mkt avg. Attribute only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set 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 this question. For more details, please see the Technical Appendix.



# Trust And Geopolitics Inextricably Linked

Percent trust in companies headquartered in each country, among those in India



**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, India. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.





# Impact of Grievance on Trust in Business



# Job Security Is Of Increasing Concern

Percent of employees who worry, in India

○ Significant change

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



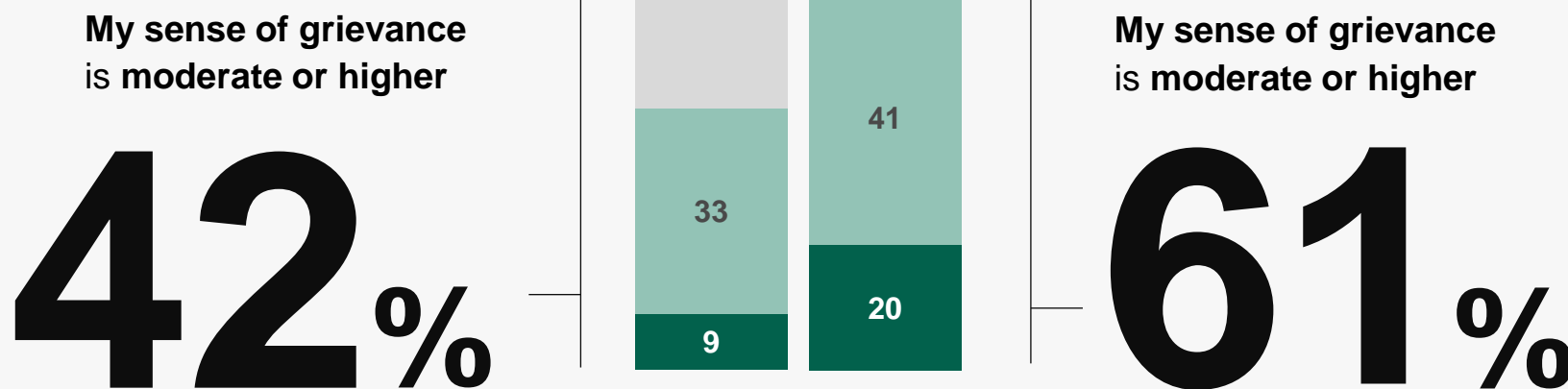
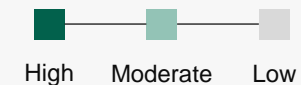


# Sense Of Grievance That Needs To Be Addressed

Percent who hold a low, moderate, or high sense of grievance

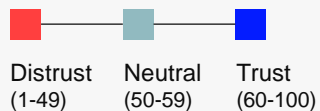
## I hold a sense of grievance because:

- *Business and government serve select few*
- *Business and government actions hurt me*
- *The system favors the rich*
- *The rich are getting richer*

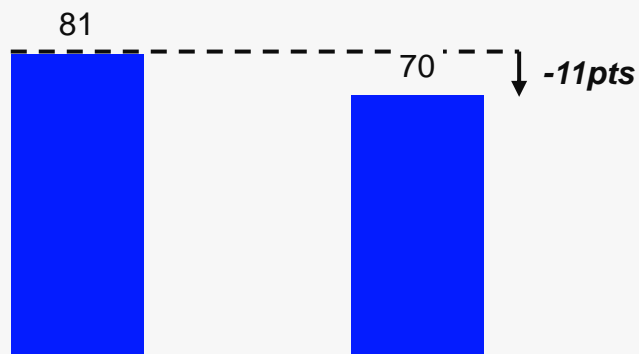


# With Greater Grievance, More Suspicious of Artificial Intelligence

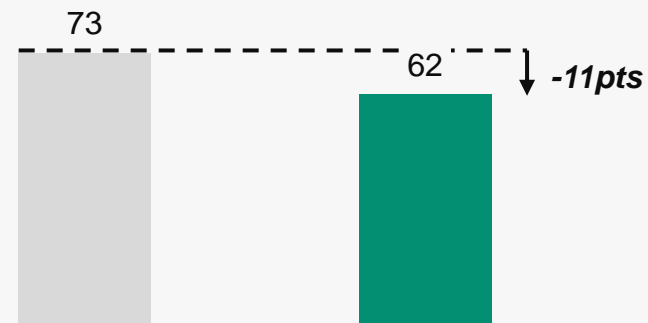
Percent who say, by sense of grievance, in India



I trust artificial intelligence



I am comfortable with the use of AI by business



My sense of grievance is:

Low

Moderate or higher

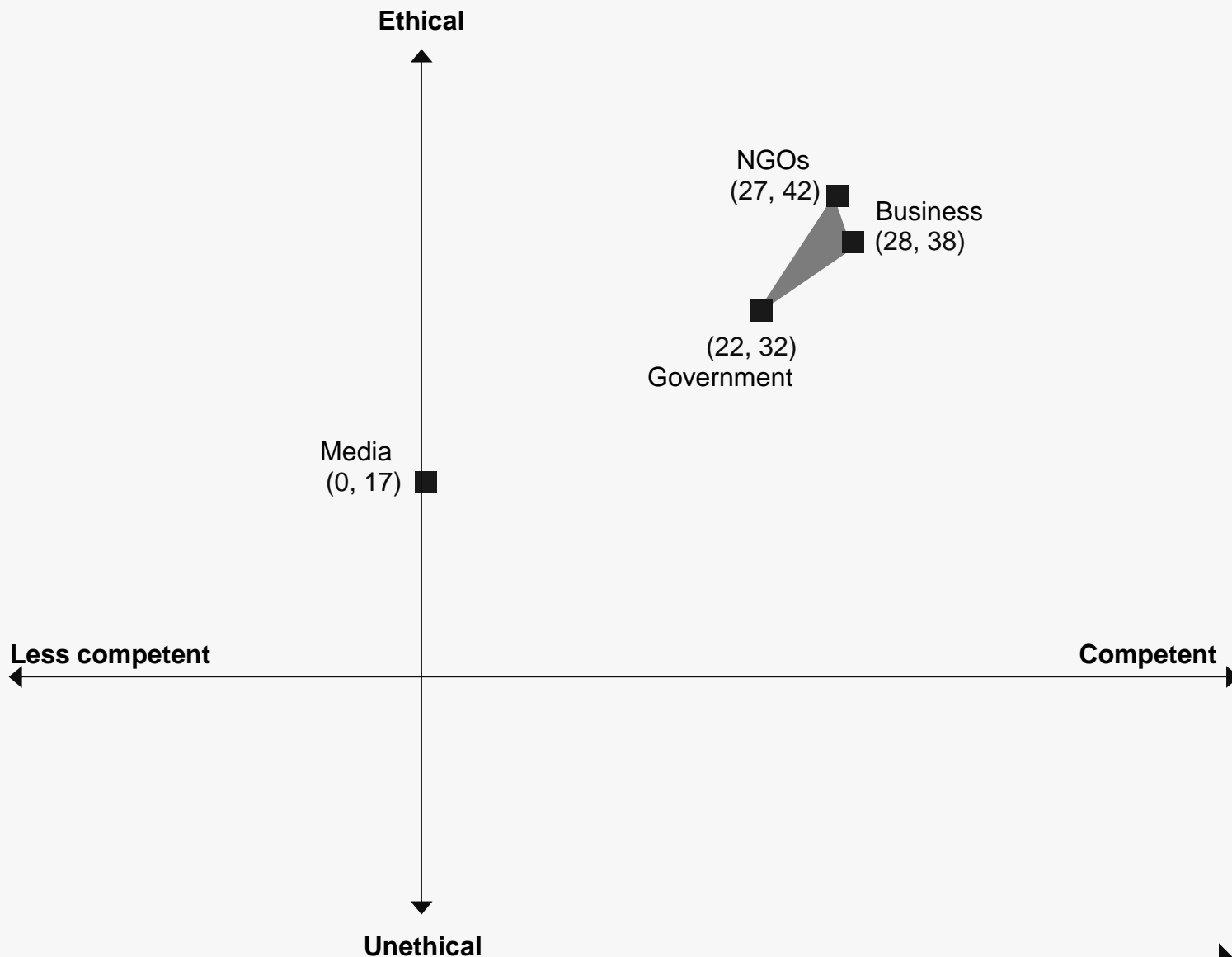
Low


Moderate or higher



# In India, Business Seen as Most Competent; NGOs as Most Ethical

(Competence score, net ethical score)




 **2025 Edelman Trust Barometer.** The ethical scores are averages of nets based on [INS]\_PER\_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU\_3D\_[INS]/1. Media and NGOs were only asked of half the sample. General population, India.  
For full details regarding how this data was calculated and plotted, please see the Technical Appendix.



# In India, Grievance Undermines Belief in Business Competence and Ethics

(Competence score, net ethical score),  
by sense of grievance



 **2025 Edelman Trust Barometer.** The ethical scores are averages of nets based on [INS]\_PER\_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU\_3D\_[INS]/1. Media and NGOs were only asked of half the sample. General population, India, by Sense of Grievance scale.

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

Note: The net ethical scores for Business and Government comprise an attribute (“[Institution] serves select few”) that is part of the grievance mindset definition. For more details, please see the Technical Appendix.



# What Should Business do to Maintain Trust Leadership





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

Percent who say, by sense of grievance, in India

To ensure a better future, **business is obligated to...**



2025 Edelman Trust Barometer. 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? 5-point scale; top 3 box, business is obligated to do this. Question asked of half the sample. General population, India, by Sense of Grievance scale. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.



# CEOs Have Permission To Act...

Percent who say, in India

When They Can Make a Difference and Improve **Performance**

To Fix Problems They Caused and **Protect** Their Stakeholders

They could make a **major impact on the challenge**

Doing so would **improve business performance**

Their business **contributed to the problem**

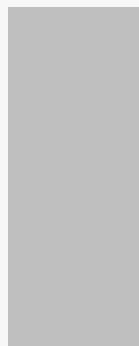
The issue harms their **customers, employees, communities (avg)**

88

87

80

78



2025 Edelman Trust Barometer. 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? 5-point scale; top 3 box, moderately strong justification or more. Question asked of half the sample. General population, India. Data shown on the right is an average of attributes 5-7.

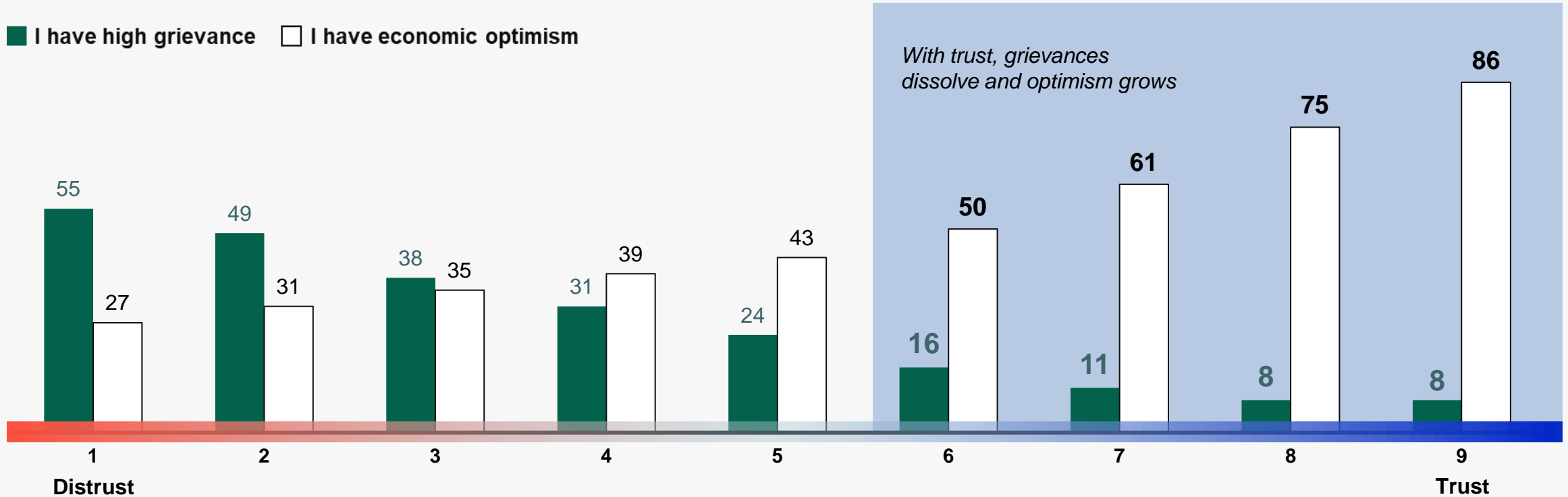


# When Trust Increases, Economic Optimism Overpowers Grievance

Among those with different levels of trust, percent with a high sense of grievance and percent with personal economic optimism

GLOBAL 26 excl. China, Thailand

■ I have high grievance □ I have economic optimism



2025 Edelman Trust Barometer. Sense of Grievance scale. CNG\_FUT. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? 5-point scale; codes 1-2, better off. General population, 26-mkt avg., by average level of trust across the four institutions of business, government, media and NGOs. Certain data included in the Sense of Grievance scale was not collected in China or Thailand. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.



# Restoring Trust and Building Optimism Amid the Crisis of Grievance

## 1

### Fears & concerns must be addressed

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While India has remained a trusting nation, there exists grievances despite a general sense of optimism about the next generation. To address fears and concerns, understand the economic realities of your stakeholders, champion shared interests, and create opportunities for optimism.

## 2

### Business has a license to act

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Even as business continues to benefit from public trust, it now faces growing scrutiny to deliver on broader societal expectations. This calls for clarity on commitments, decisive action for stakeholders, and confident advocacy for its role in society.

## 3

### Business can't act alone

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

## 4

### With trust, optimism overpowers grievance

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To dissipate grievance and increase optimism, prioritize and rebuild trust across your organization and local communities.



