

2023 Edelman Trust Barometer

Special Report: Trust and Climate Change

Top Findings

01 Climate crisis universally recognized as climate change becomes more personal

Ninety-three percent of respondents say they believe that climate change poses a serious and imminent threat to the planet, as most respondents say the weather has gotten more extreme where they live over the past few years, and they worry climate change will make life difficult and unpleasant for them and their family.

02 Climate trust falls across institutions, countries & individuals

While business is the most trusted institution in general, only 49 percent trust business to do what is right on climate change. Most countries surveyed are internationally distrusted on climate. And now only experts and peers are trusted to tell the truth when it comes to climate change.

03 Few are optimistic that climate challenges can be overcome

Seventy-seven percent say they are worried about climate change, but 22 percent say that they are also hopeful that we can overcome its challenges. The other 55 percent of those who are worried feel pessimistic.

04 With optimism comes support for action

Climate optimists are more likely to say treaties, like the Paris Agreement, will help address climate change, they are more likely to have put pressure on family and friends to live more climate-friendly lives, and they are more likely to have contacted government officials urging them to enact climate policies.

05 Climate optimism increases as trust increases

When NGOs, business, government, and media are on average distrusted on climate, a lower percentage of respondents say they are climate optimists.

06 Prioritizing profits over planet

Among the 65 percent who say companies are not doing well at living up to their climate promises, the number one reason is because they are too focused on short-term profit.

07 Widespread desire for more climate-friendly lifestyles

Sixty-seven percent of respondents say there is a meaningful gap between how climate-friendly their lifestyle is and how climate-friendly they would like to be. Among those who recognize that gap, 8 in 10 say they see cost as a top barrier to living the greener lifestyle they want.

08 Top drivers of climate optimism

The best ways to convert climate pessimists to optimists include having trust in institutions on climate, believing companies will keep their climate commitments, seeing climate progress and news that gives them hope, believing solutions will provide a personal and societal benefit and believing climate-friendly lifestyles are attractive.

To learn more about the Edelman Trust Barometer, visit www.edelman.com/trust/2023/trust-barometer #TrustBarometer

All data is based on general population sample unless otherwise noted.

