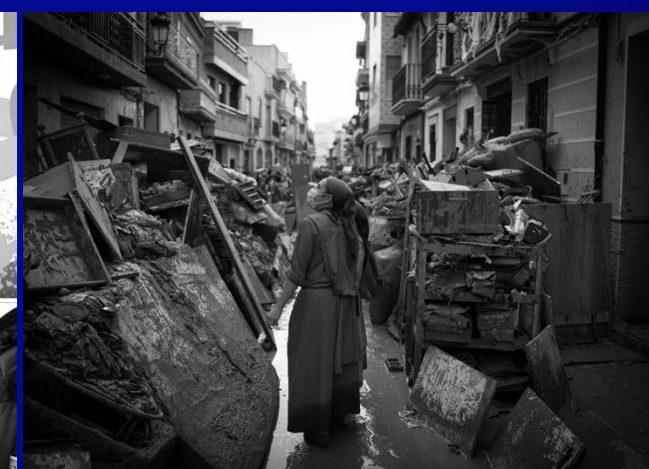


# 2025 Edelman Trust Barometer

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

Edelman  
Trust Institute

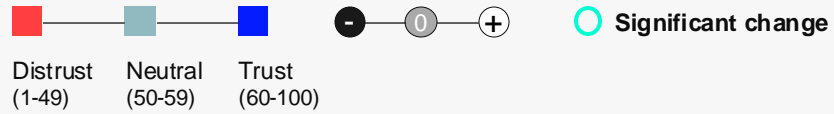
25  
YEARS  
Edelman  
Trust  
Barometer



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

Percent trust in companies within the technology sector

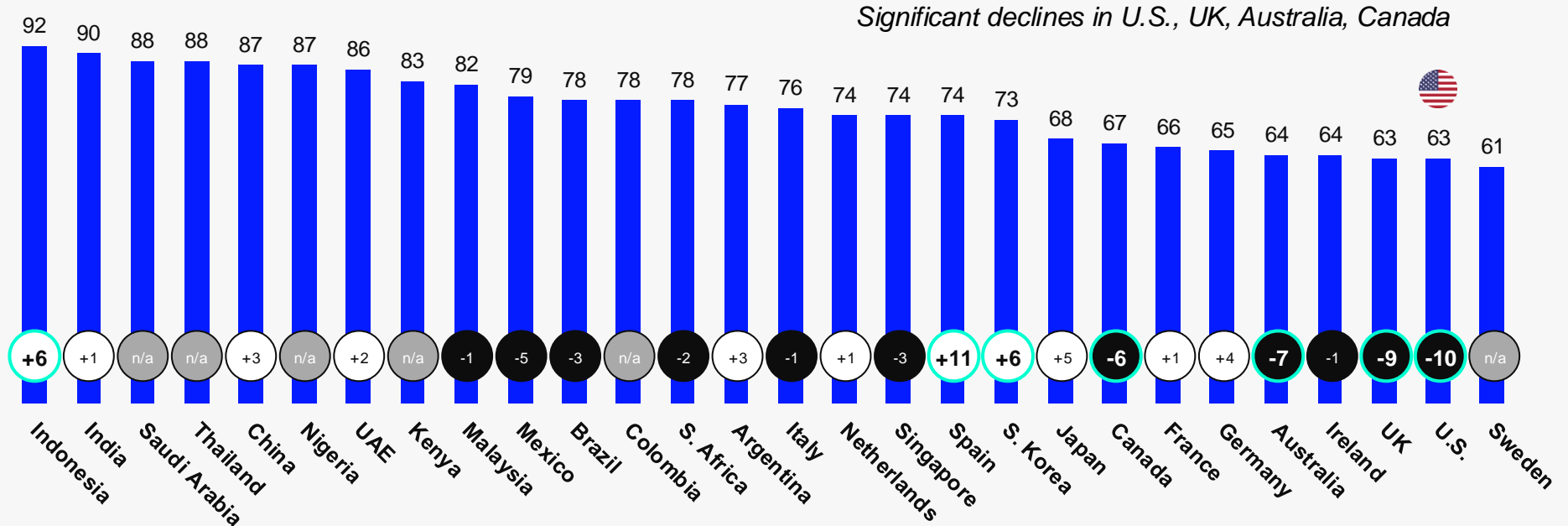
GLOBAL 28



76

+2 pts

Change, 2015 to 2025



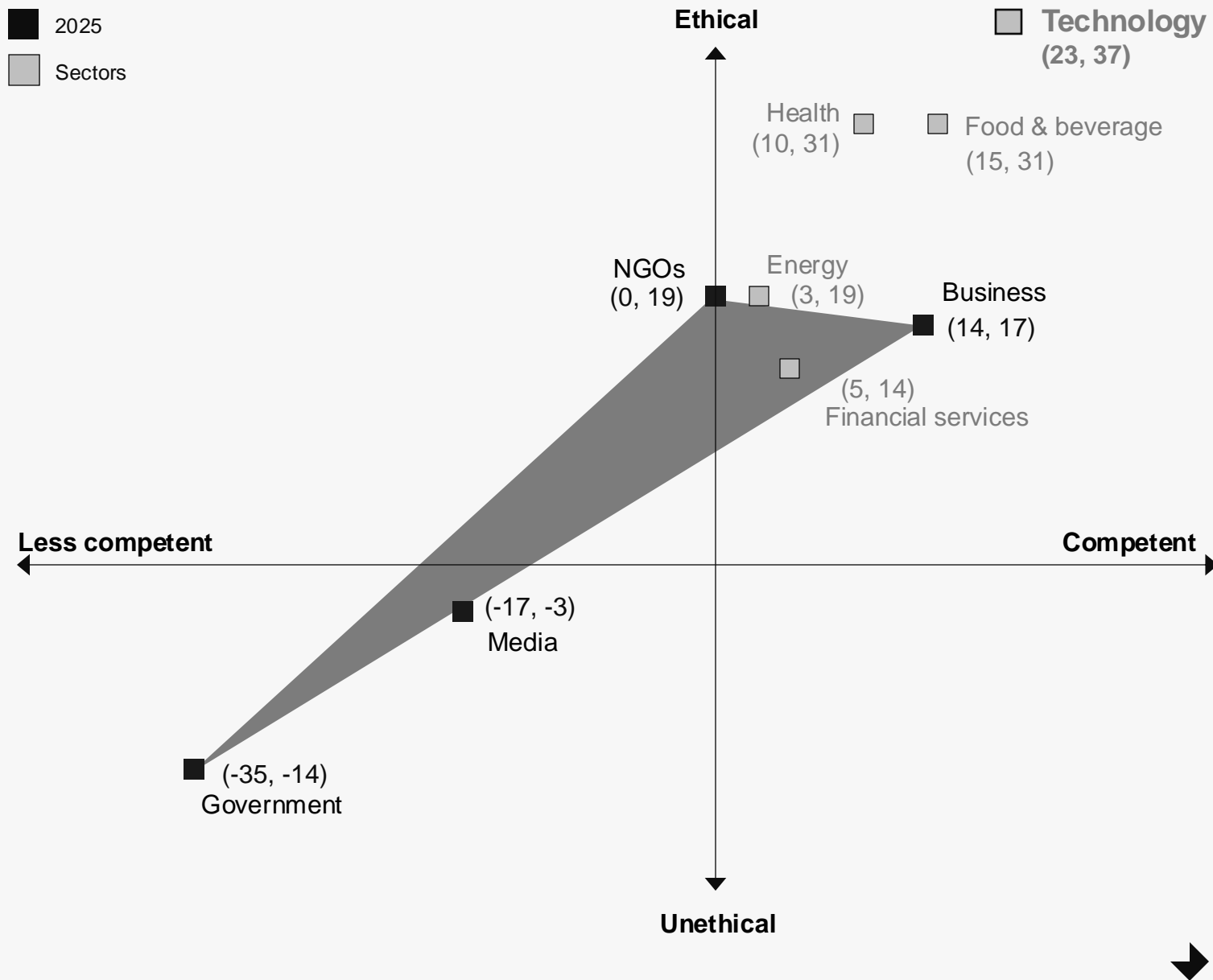
2025 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Tech Sector Seen as More Ethical and Competent Than Business in General

(Competence score, net ethical score)

**GLOBAL 24** excl. China, Saudi Arabia, Thailand, UAE



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, 24-mkt avg.

Data not collected in China and Thailand; Due to a translation inconsistency in Saudi Arabia and UAE, they have been excluded from this analysis. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

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.



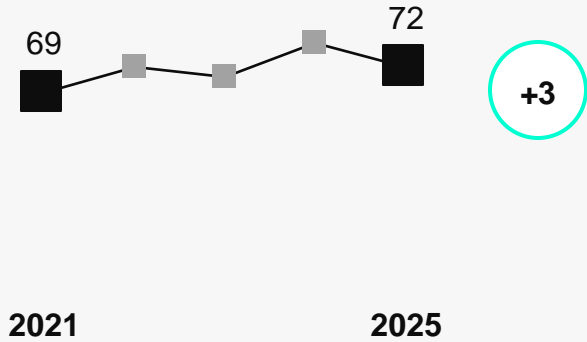
# Tech-Related Societal Fears Have Increased Since 2021

Percent who say

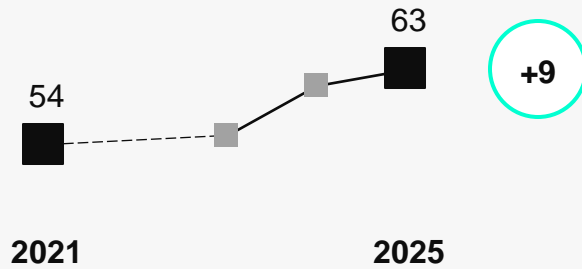
**GLOBAL 26**    - 0 + Change, 2024 to 2025    Significant change

I worry about...

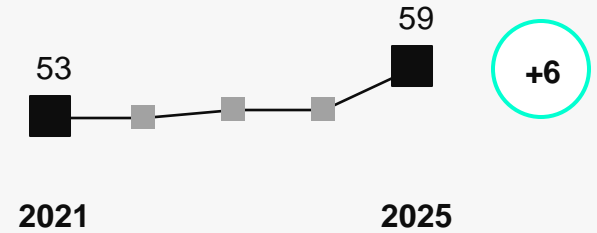
## Cyber Attacks



## Information War



## Job Loss to Automation (Among employees)

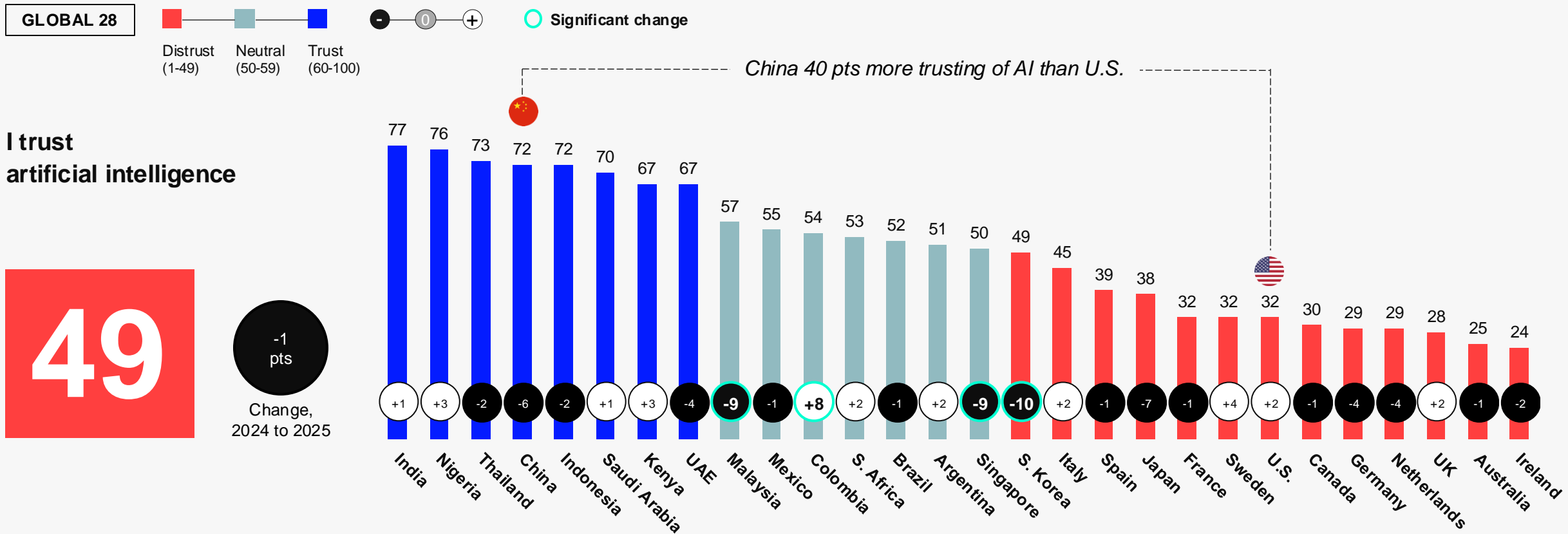


2025 Edelman Trust Barometer. POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. "Job loss due to automation" only asked of those who are an employee of an organization (Q43/1). Some attributes only asked to 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.



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

Percent who say

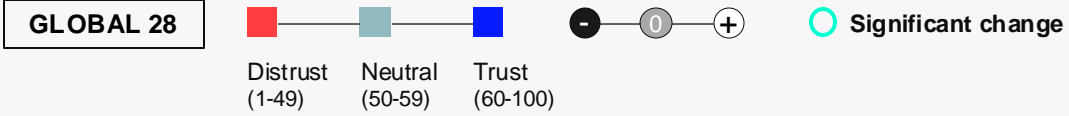


2025 Edelman Trust Barometer. TEC\_TRU\_AI. How much do you trust the below technology? 9-pt scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

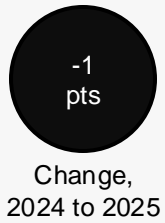


# Trust in Artificial Intelligence Varies Across Demographics

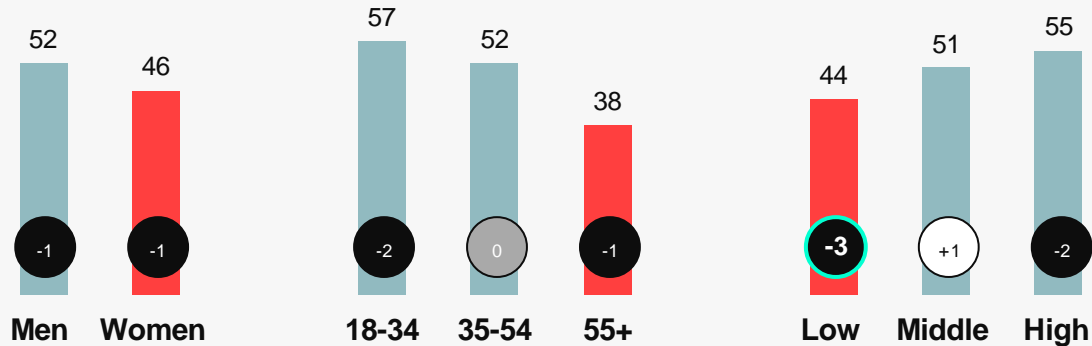
Percent who say



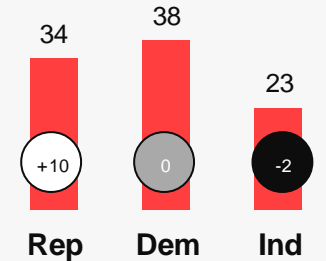
## I trust artificial intelligence



### Gender | Age | Income



### U.S. Politics

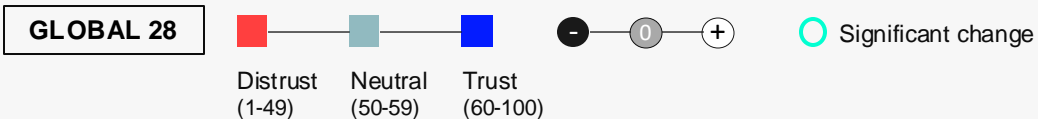


2025 Edelman Trust Barometer. TEC\_TRU\_AI. How much do you trust the below technology? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg., and by gender, age, income, and U.S. Non-Hispanic White, Black, Hispanic, and ANHPI communities. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

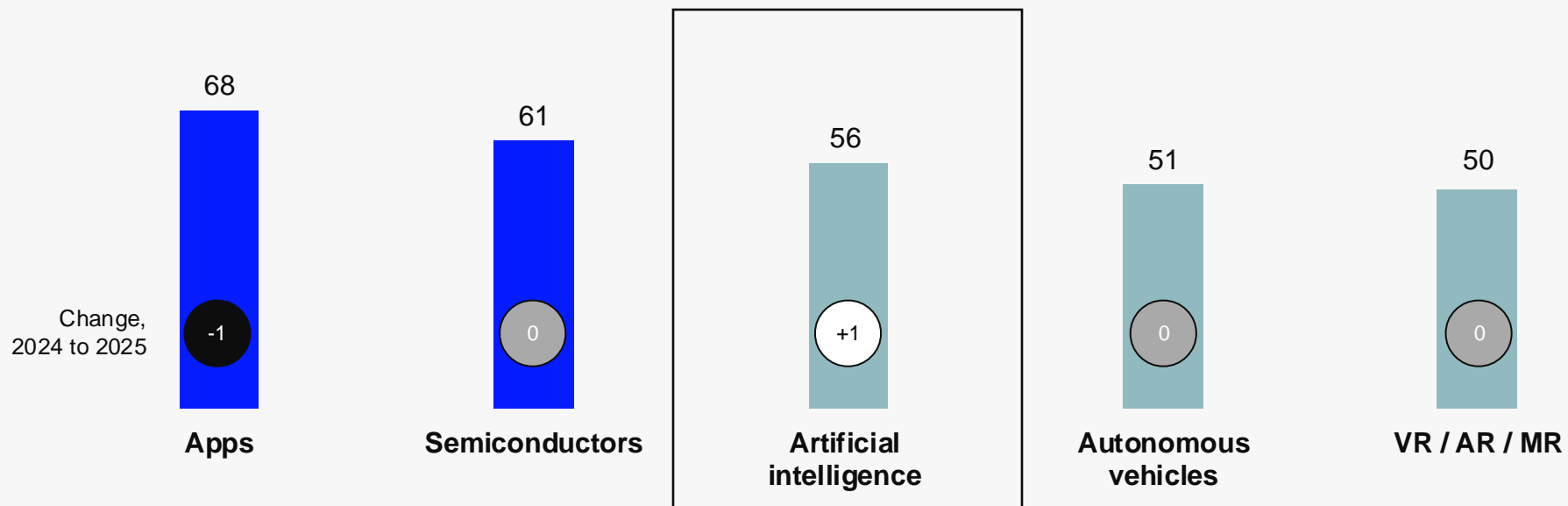


# Trust in Companies within Technology Subsectors: AI Companies Less Trusted Than App and Semiconductor Developers

Percent who say



I trust companies within each sector



2025 Edelman Trust Barometer. TRU\_SUB\_TEC. Now thinking about specific sectors within the technology industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



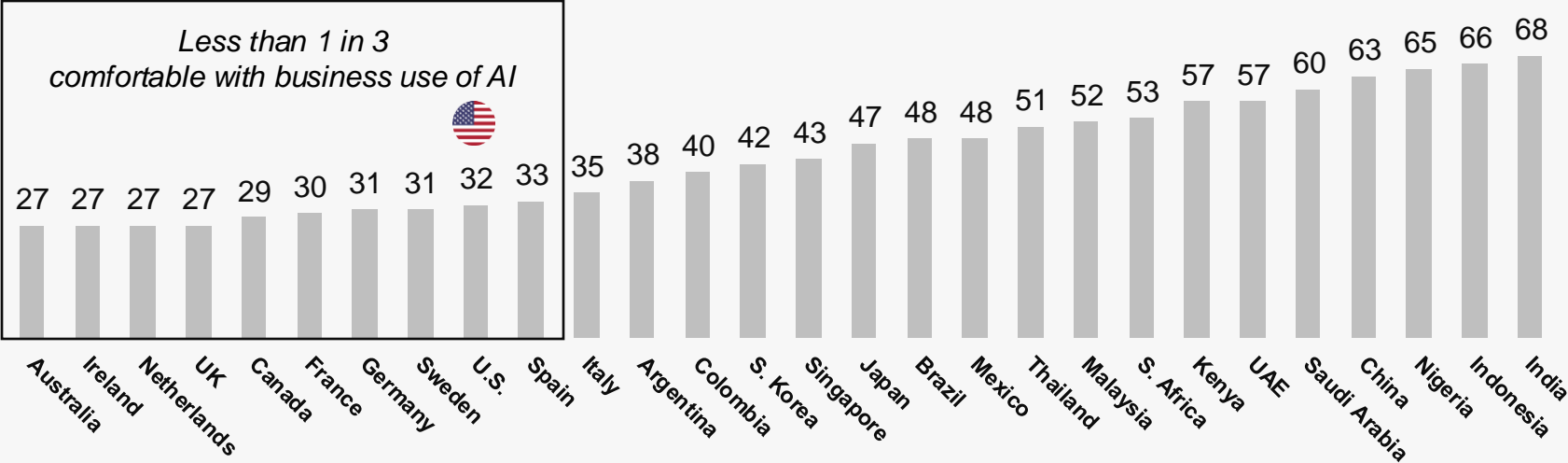
# Nearly 1 in 2 Skeptical of Business Use of Artificial Intelligence

Percent who say

GLOBAL 28

I am comfortable with business using AI

**ONLY**  
**44%**



2025 Edelman Trust Barometer. AI\_INT\_KPI. For each of the following institutions, please indicate whether their general use of artificial intelligence such as machine learning, natural language processing, and generative AI is something you are comfortable with or something you are concerned about. 5-pt scale; top 2 box, comfortable. Question asked of half the sample. General population, 28mkt avg.





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

Percent who say

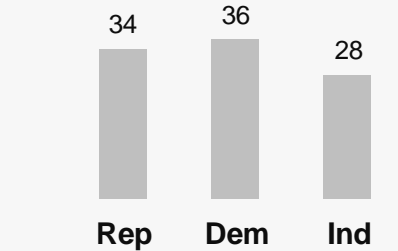
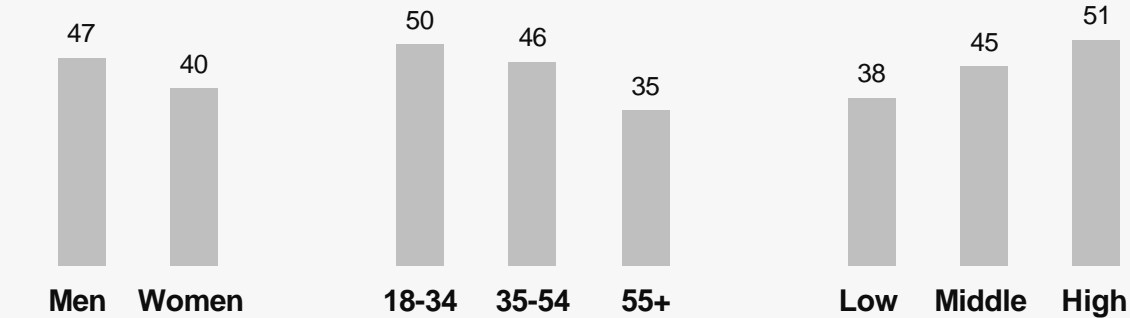
GLOBAL 28

I am comfortable with business using AI

Gender | Age | Income

U.S. Politics 

**ONLY**  
**44%**



2025 Edelman Trust Barometer. AI\_INT\_KPI. For each of the following institutions, please indicate whether their general use of artificial intelligence such as machine learning, natural language processing, and generative AI is something you are comfortable with or something you are concerned about. 5-pt scale; top 2 box, comfortable. Question asked of half the sample. General population, 28mkt avg., and by gender, age, income, and U.S. Non-Hispanic White, Black, Hispanic, and ANHPI communities.



# Enthusiasm for Use of Artificial Intelligence Declines

Percent who say

GLOBAL 28

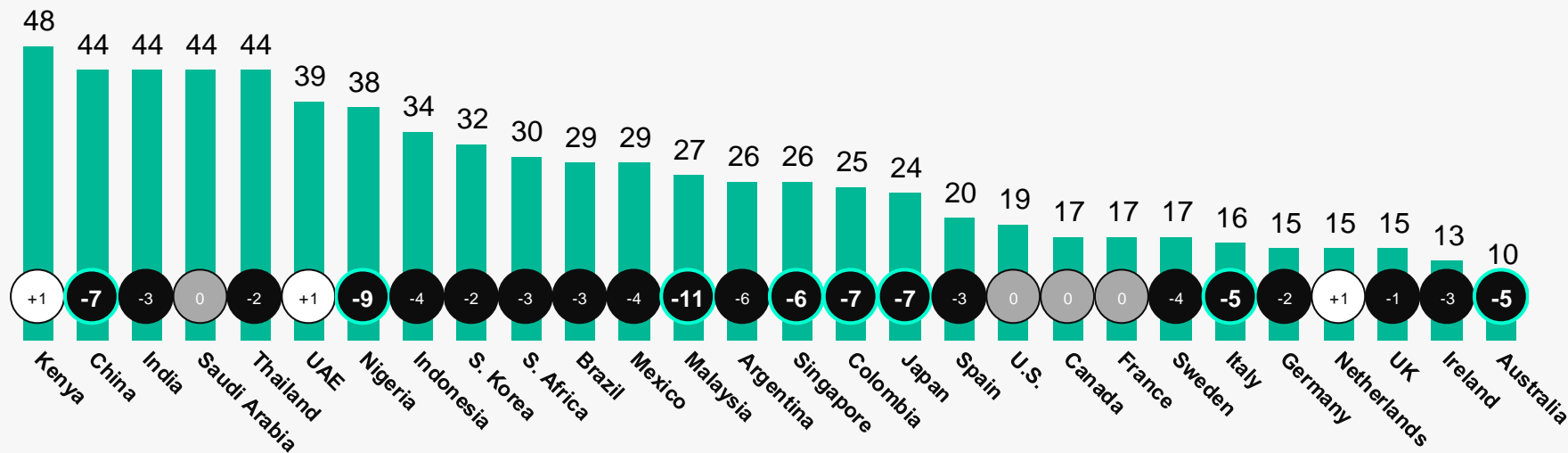
I embrace the growing use of AI

27%

-3 pts

Change, 2024 to 2025

Significant declines in China, Nigeria, Malaysia, Singapore, Colombia, Japan, Italy, and Australia



2025 Edelman Trust Barometer. CHG\_TEC\_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

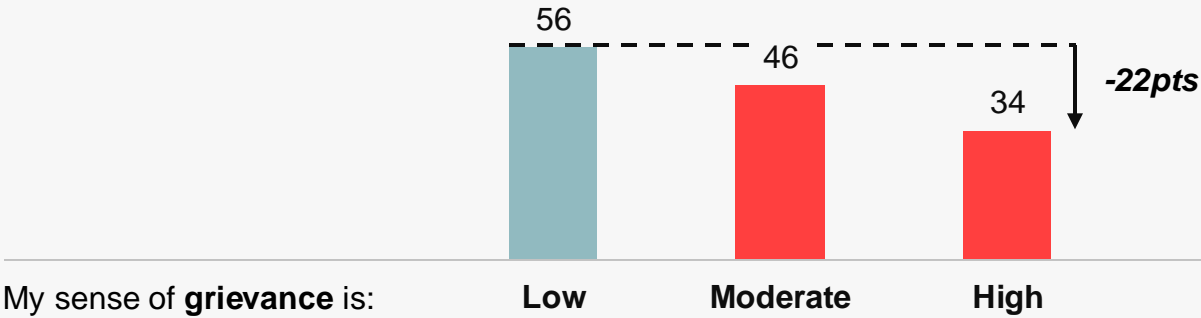


# Grievance Deepens Distrust of Artificial Intelligence

Percent who say, by sense of grievance



I trust artificial intelligence



I am comfortable with the use of AI by business



2025 Edelman Trust Barometer. TEC\_TRU\_AI. How much do you trust the below technology? 9-point scale; top 4 box, trust. Question asked of half the sample. AI\_NT\_KPI. For each of the following institutions, please indicate whether their general use of artificial intelligence such as machine learning, natural language processing, and generative AI is something you are comfortable with or something you are concerned about. 5-point scale; top 2 box, comfortable. Question asked of half the sample. General population, 26-mkt avg., by Sense of Grievance scale. Certain data included in the 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.

