

# 2025 Edelman Trust Barometer

Global Report: Trust and the Crisis of Grievance

## UK Top 10 Findings

### 01 Majority hold grievances against government, business, and the rich

In the UK, 70 percent of respondents have a moderate or high sense of grievance. "Grievance" is defined by a belief that government and business make their lives harder and serve narrow interests, and that wealthy people benefit unfairly from this system while regular people struggle.

### 02 Widespread grievance erodes trust

In the UK, business remains the most trusted institution at 51 percent trust and is still seen as both ethical and competent. Those with a high sense of grievance distrust all four institutions (business, government, media, and NGOs).

### 03 Fears of globalisation, a looming recession, and technology disruption drive job insecurity

Employees in the UK - along with many around the world - worry about losing their jobs because of these macroeconomic forces, with the top fear being international trade conflicts hurting their employer (50 percent).

### 04 Fear of discrimination surges

Globally, nearly two thirds of respondents worry about experiencing prejudice, discrimination, or racism. In the UK, it's one in two respondents who worry - up 11 points in the last year. While concerning, the UK is not an outlier; we have seen double-digit growth in this sentiment in 15 of the 28 markets surveyed.

### 05 Majority lack optimism for the next generation

Only 36 percent of respondents globally believe that things will be better for the next generation. In the UK, that number drops to only 17 percent, slightly behind Sweden (19 percent), Canada (21 percent), and Ireland (22 percent). Italy, the Netherlands, Germany, Japan, and France are even less optimistic.

### 06 Low income mired in distrust

Those in the bottom income quartile in the UK have a Trust Index of 37 (average percent trust in business, government, media, and NGOs), which is 11 points lower than the Trust Index among those in the top income quartile. The trust gap between lower income and higher income respondents is 15 points for business - bigger than the gap for the other three institutions.

### 07 One in three approve of "hostile activism" in the UK

One in three see hostile activism as an appropriate form of driving change, approving of one or more of the following actions: attacking people online, intentionally spreading disinformation, threatening or committing violence, and damaging public or private property. This sentiment is most prevalent among UK respondents aged 18-34 (61 percent approve of at least one of these).

### 08 High sense of grievance puts pressure on business

The greater the grievance, the greater the expectation. Those with a high sense of grievance in the UK want to see business do more, not less, on areas like affordability, climate change, job retraining, misinformation, and discrimination.

### 09 CEOs: Take action where you can make a difference and improve performance

In the UK, CEOs are justified in the eyes of consumers in addressing a societal issue if: it harms their stakeholders; if they could have a major positive impact; if it would improve their business's performance; or if their business contributed to the problem.

### 10 Business cannot do it alone: all institutions must help build trust to address grievance

All institutions have an opportunity together to deliver results that benefit everyone fairly, repair the social fabric, advocate for trustworthy information, and rebuild economic optimism.

To learn more about the Edelman Trust Barometer, visit [www.edelman.com/trust/2025/trust-barometer](http://www.edelman.com/trust/2025/trust-barometer) #TrustBarometer

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

