



2023 Edelman Trust Barometer

Top 10

01 Business is seen as competent and ethical

Business has increased its ethics score for the third straight year, rising 12 points since 2020. Business is the only one trusted among the 4 core institutions, with 61 percent of respondents trusting business.

02 Institutional imbalance

Nationally, there is a 10-point gap between trust in business and trust in government: Sixty-one percent trust business while only 51 percent trust government.

03 Mass-class divide in trust

Those in the top quartile of income are more trusting than those considered low income (bottom quartile). Double-digit trust inequality exists in 21 of 28 countries surveyed, including the Netherlands.

04 Economic optimism collapses

Only nineteen percent of Dutch respondents say they and their families will be better off in five years — a 10-point decline from 2022.

05 Polarization is most severe when divisions become entrenched

Based on that understanding, six countries surveyed are severely polarized, and nine — including the Netherlands — are at risk of severe polarization.

06 Social fabric weakens amid deepening divisions

Sixty-three percent say that the social fabric that once held our country together has grown too weak to serve as a foundation for unity.

07 Ideology becomes identity

Few people say they would help, live near or work with someone who strongly disagrees with their point of view on an issue they feel strongly about.

08 People want business to do more

People say business should do more, not less, to address issues like climate change, economic inequality and workforce reskilling.

09 Business is at risk of appearing politicized when addressing societal issues

Just thirty-eight percent of the Dutch agree business can avoid being political when engaging on contentious societal issues.

10 Battle for truth: Business should hold divisive forces accountable

An average of fifty-two percent say companies supporting politicians and media outlets that build consensus could help to increase civility and strengthen the social fabric.