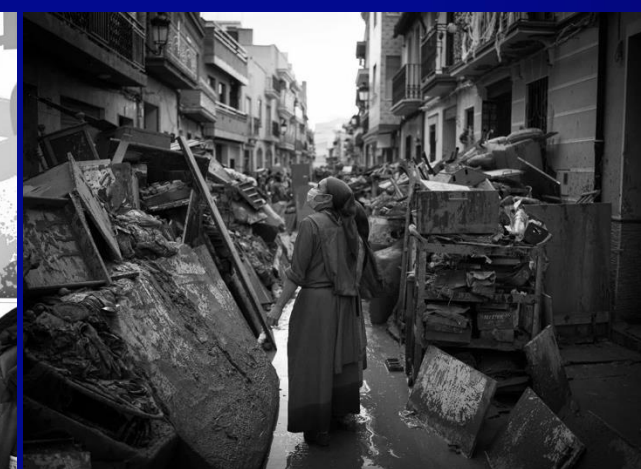


2025 Edelman Trust Barometer

Trust and the Crisis of Grievance
Italy 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

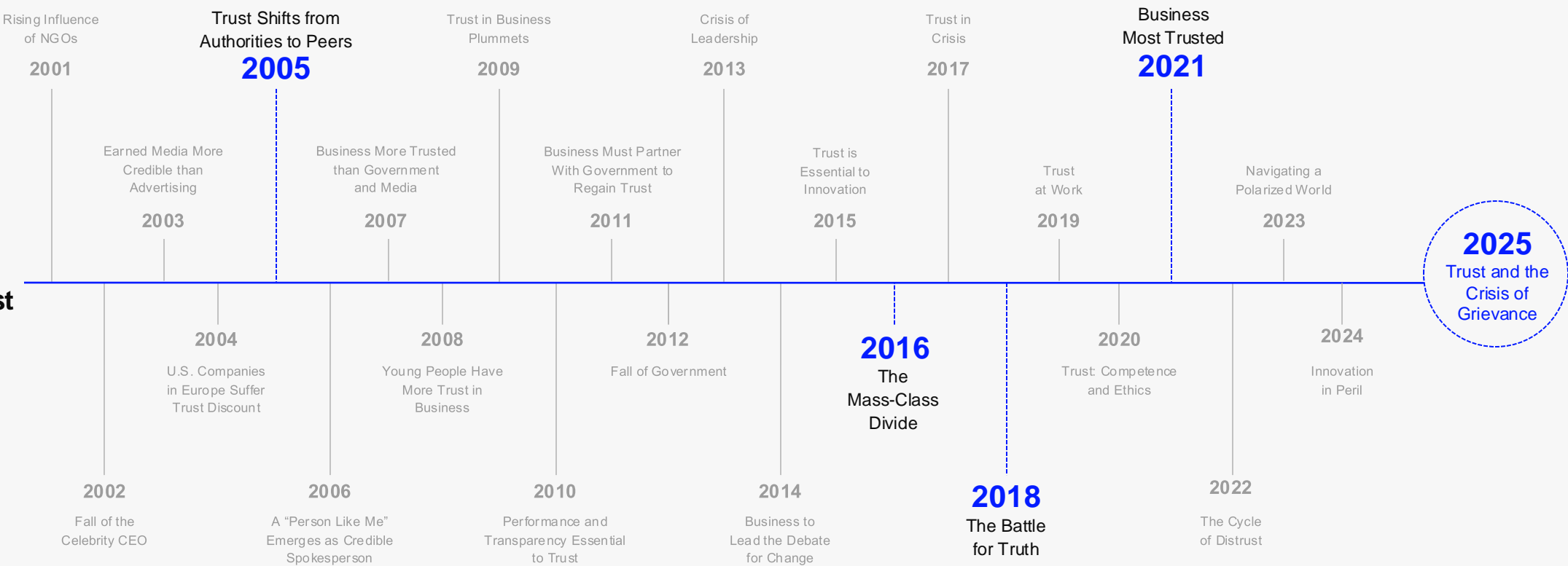
2022

Invasion of Ukraine
Geopolitical conflicts spark brand boycotts



A Generation of Institutional Failures Erupts Into Grievance

25 Years of Trust




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**	India	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

0

+

Significant change

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.





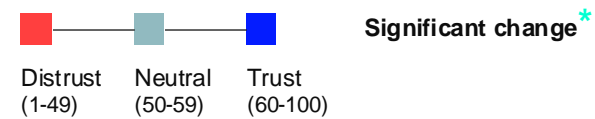
Institutional Failures Push Us to the Brink



Trust Index 2024 to 2025: Elections Fail to Improve 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. 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

56	Global 28
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

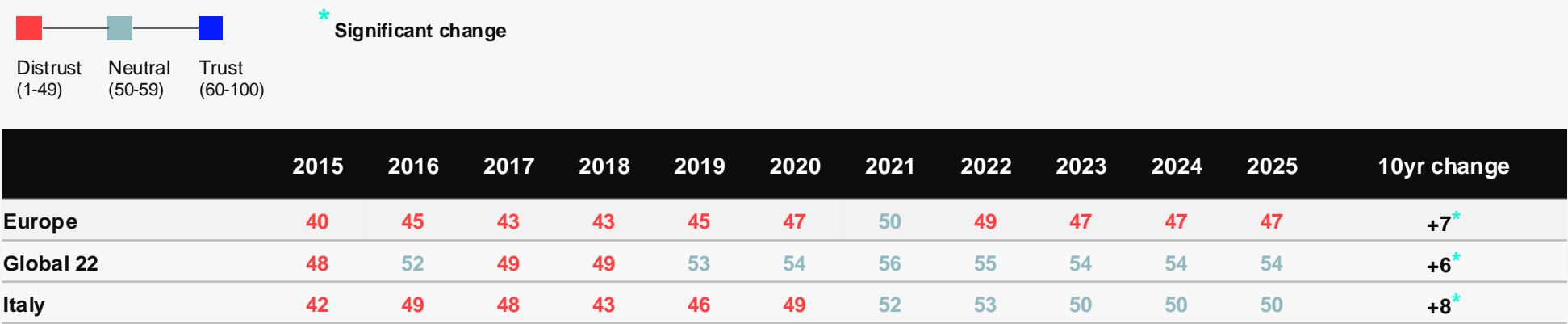
2025 General population

<input type="checkbox"/>	56	Global 28
<input type="checkbox"/>	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
<input checked="" type="checkbox"/>	57	Mexico
<input checked="" type="checkbox"/>	57	Netherlands
<input checked="" type="checkbox"/>	53	S. Africa
	52	Canada
	51	Brazil
	50	Italy 
	50	Sweden
	49	Australia
	49	Colombia
<input checked="" type="checkbox"/>	48	Argentina
<input checked="" type="checkbox"/>	48	France
	48	Ireland
<input checked="" type="checkbox"/>	47	U.S.
	44	Spain
<input checked="" type="checkbox"/>	43	UK
<input checked="" type="checkbox"/>	41	Germany
<input checked="" type="checkbox"/>	41	S. Korea
<input checked="" type="checkbox"/>	37	Japan



Trust Index: 10-Year Trend

Trust Index (average percent trust in NGOs, business, government, and media)



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, 22-mkt avg., Europe, Italy.

Due to a translation inconsistency in France, the 2021-2023 Trust Index scores have been imputed using a model. For more details, please see the Technical Appendix.



Percent trust, in Italy



Majority Convinced the Wealthy Take More Than Their Fair Share

Percent who agree, in Italy

The wealthy
don't pay their fair share of taxes

76%

The wealthy's selfishness
causes many of our problems

72%

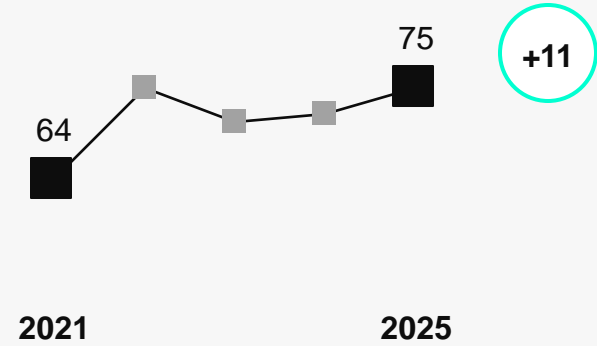


Fear That Leaders Lie to Us at All-Time High

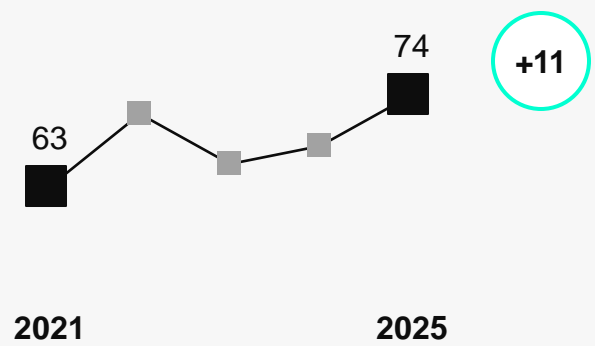
Percent who worry, in Italy

Change, 2021 to 2025 Significant change

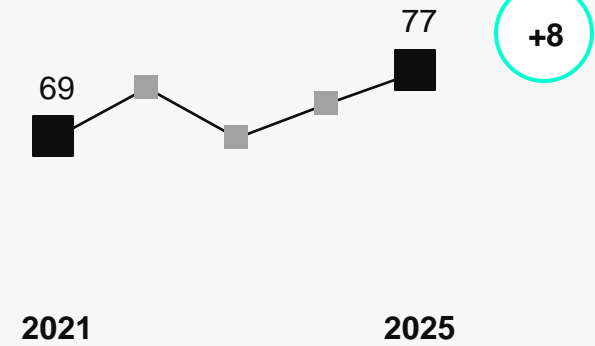
Government leaders



Business leaders



Journalists and reporters



purposely mislead people
by saying things they know are false or gross exaggerations

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

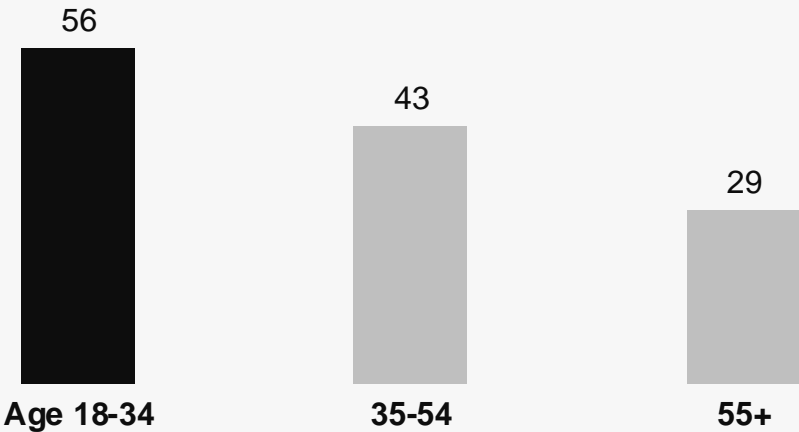
Percent who say, in Italy

I approve of hostile activism to drive change:

- Attack people online (28%)
- Intentionally spread disinformation (23%)
- Threaten or commit violence (19%)
- Damage public or private property (19%)

39% (net)

Over 1 in 2 young adults approve of hostile activism



Our Future in Peril: We Lack Optimism For The Next Generation

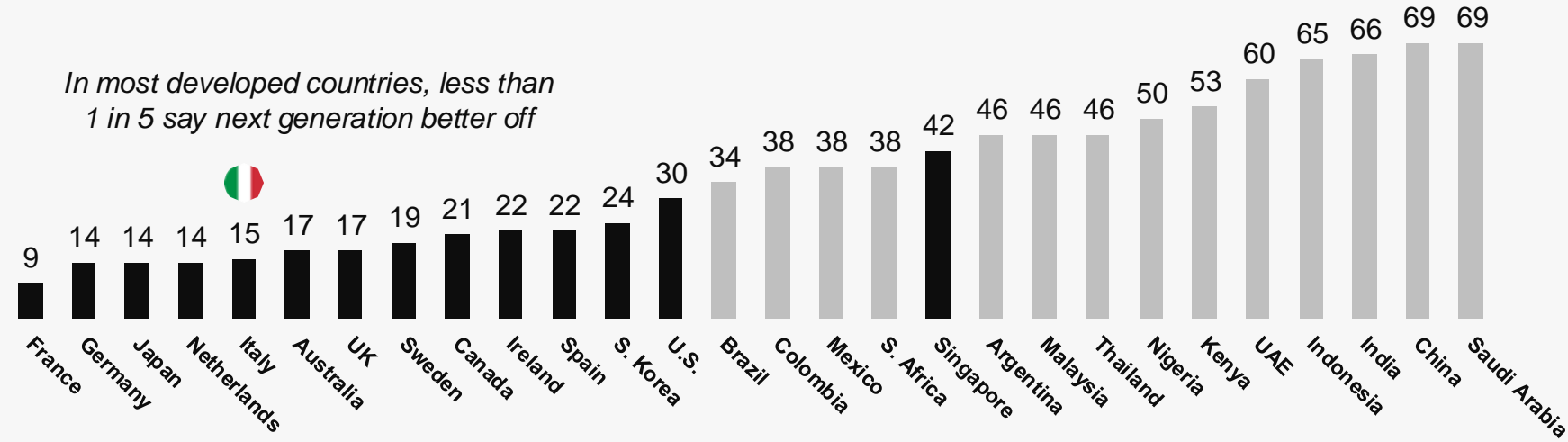
Percent who say

GLOBAL 28 ■ Developed countries

Compared to today,
the next generation will be better off

ONLY
36%

*In most developed countries, less than
1 in 5 say next generation better off*

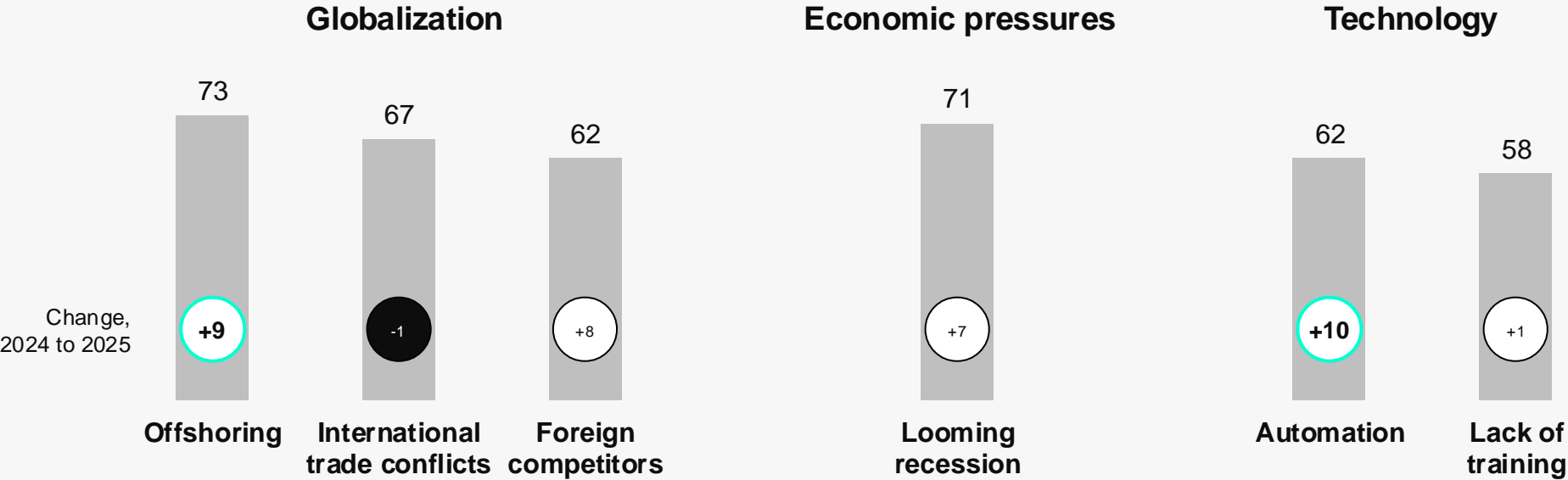


Globalization, Economic, and Technology Fears Worsen Job Insecurity

Percent of employees who worry, in Italy

● ● ● Significant change

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

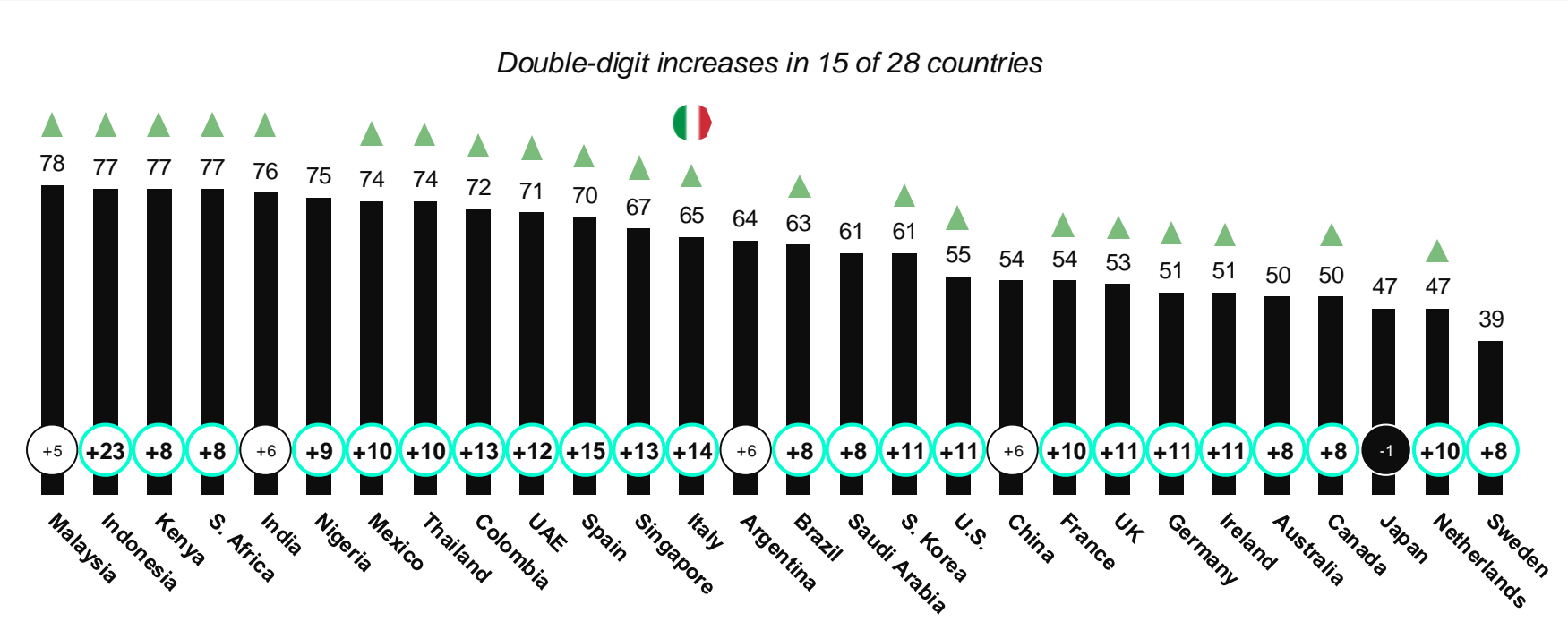
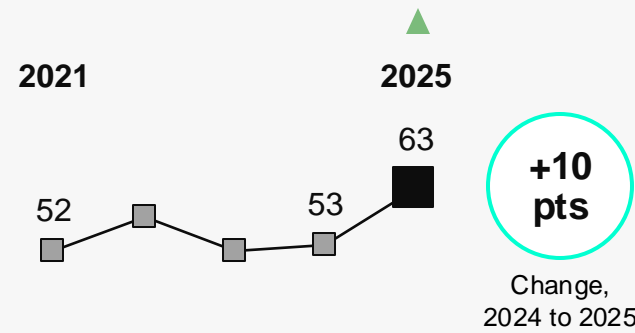


Fear of Being Discriminated Against Surges to All-Time High

Percent who say



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.

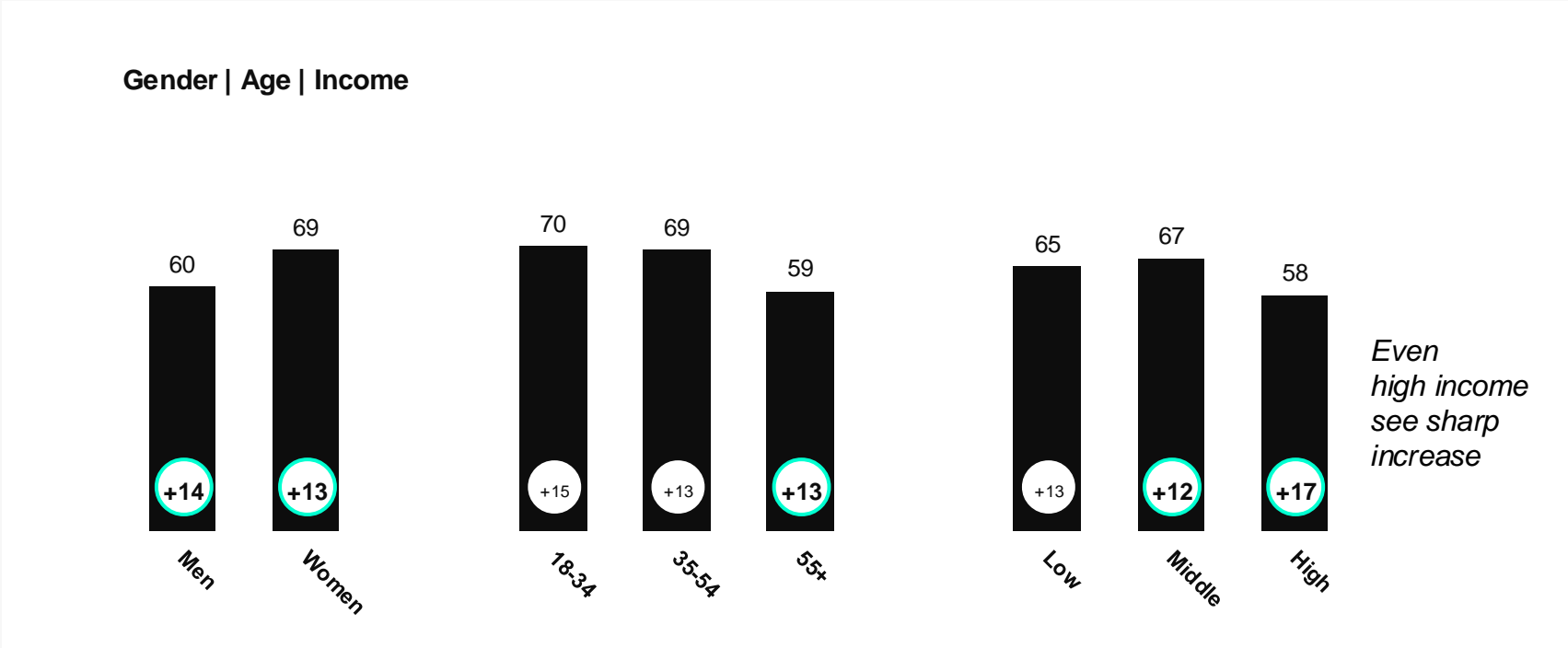
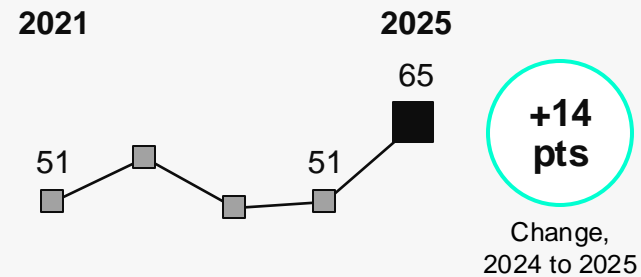


Fear of Being Discriminated Against Surges Across Demographics

Percent who say, in Italy

— 0 — + Significant change

I worry about experiencing prejudice, discrimination, or racism



Fear of Being Discriminated Against Surges Across Demographics

Percent who say

GLOBAL 26

-

0

+

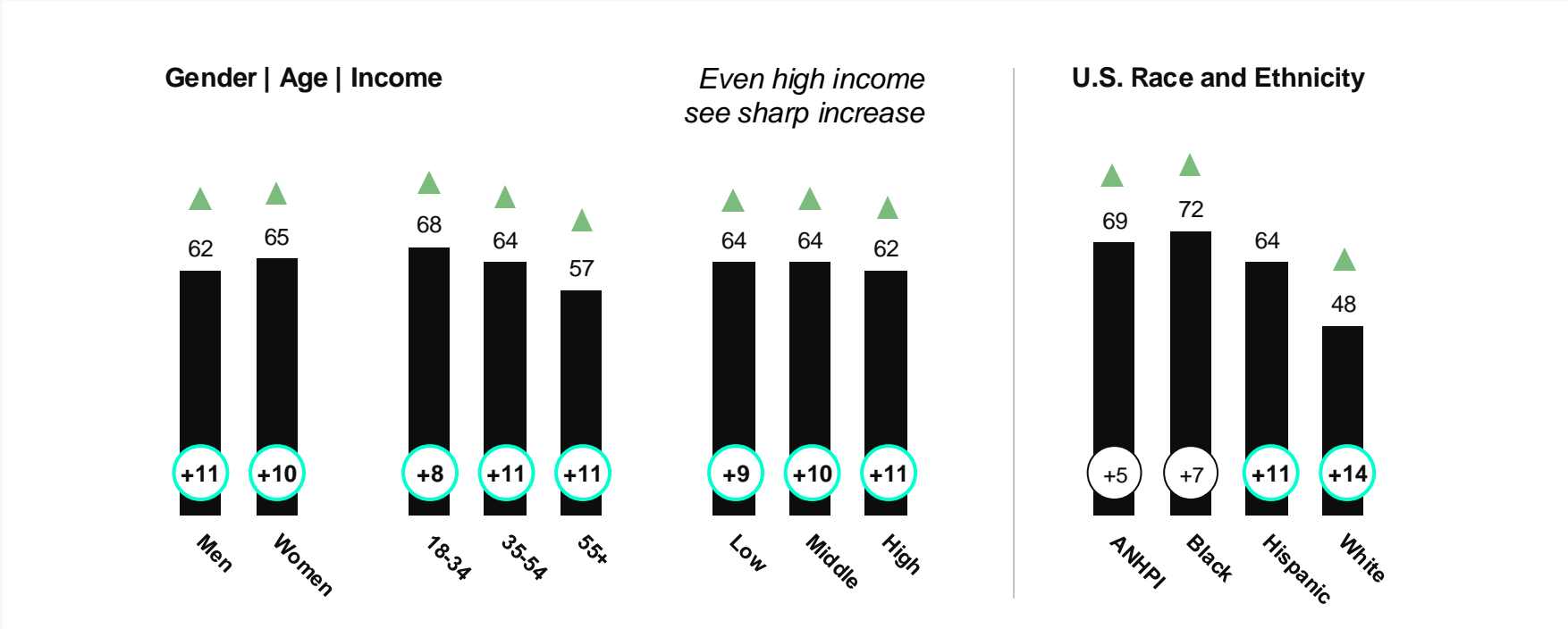
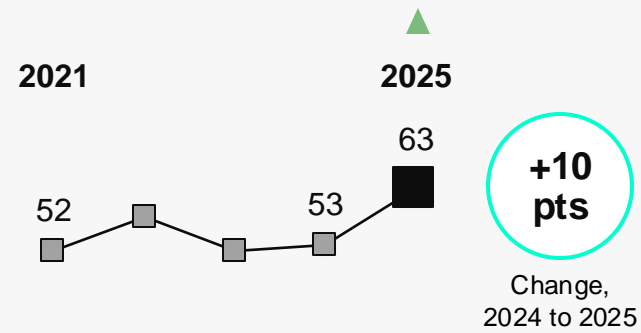
Significant change

▲

▼

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., 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.



A Crisis of Grievance



Nearly 7 in 10 Hold Grievances Against Business, Government, and the Rich

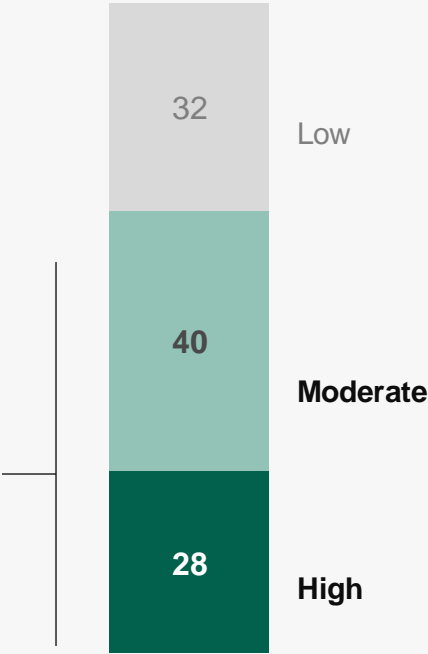
Percent who hold a low, moderate, or high sense of grievance, in Italy

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*

My sense of grievance is moderate or higher

68%



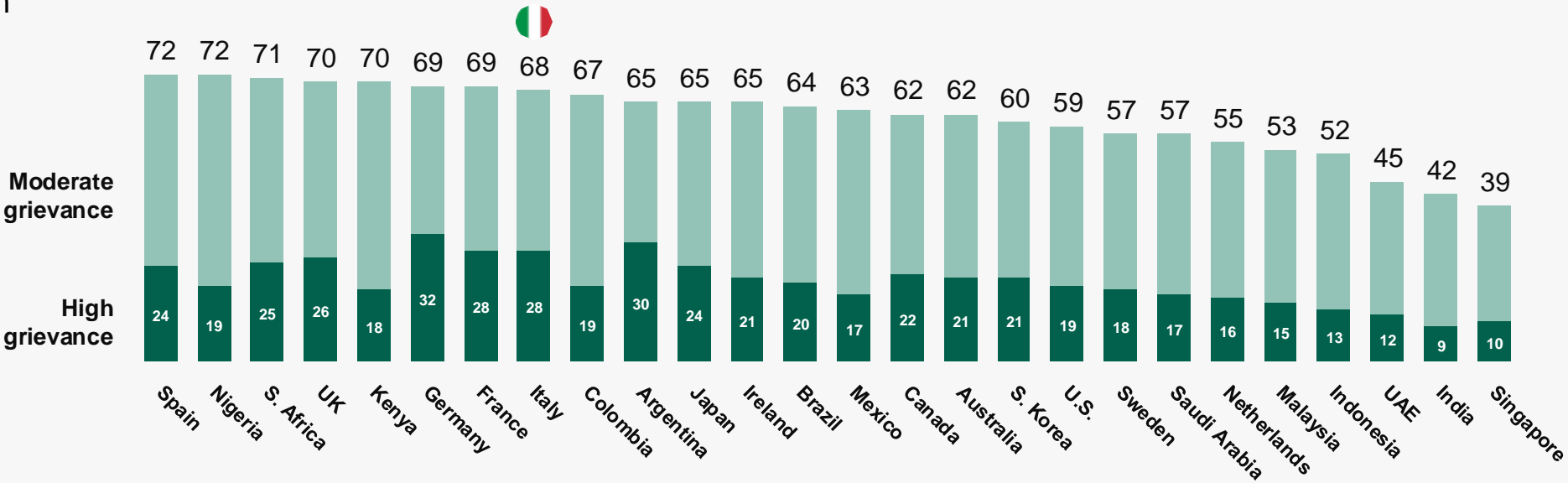
Majorities Hold Grievances in Nearly All Countries Measured

Percent who say, by sense of grievance

GLOBAL 26 excl. China, Thailand

My sense of grievance against business, government, and the rich is moderate or higher

Majority hold moderate or higher grievance in 23 of 26 countries



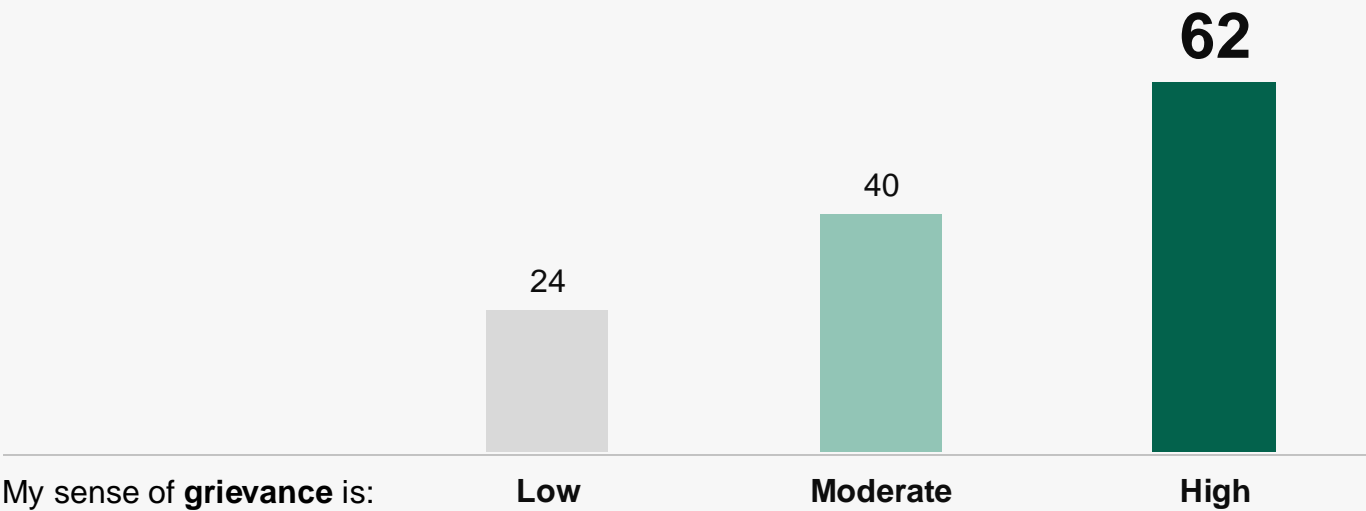
2025 Edelman Trust Barometer. Sense of Grievance scale. General population, 26-mkt avg. Certain data included in the scale was not collected in China or Thailand. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix.



Your Gain is My Loss: Grievance Instills a Zero-Sum Mindset

Percent who say, by sense of grievance, in Italy

I have a **zero-sum mindset**:
What helps people who don't share
my politics comes at a cost to me



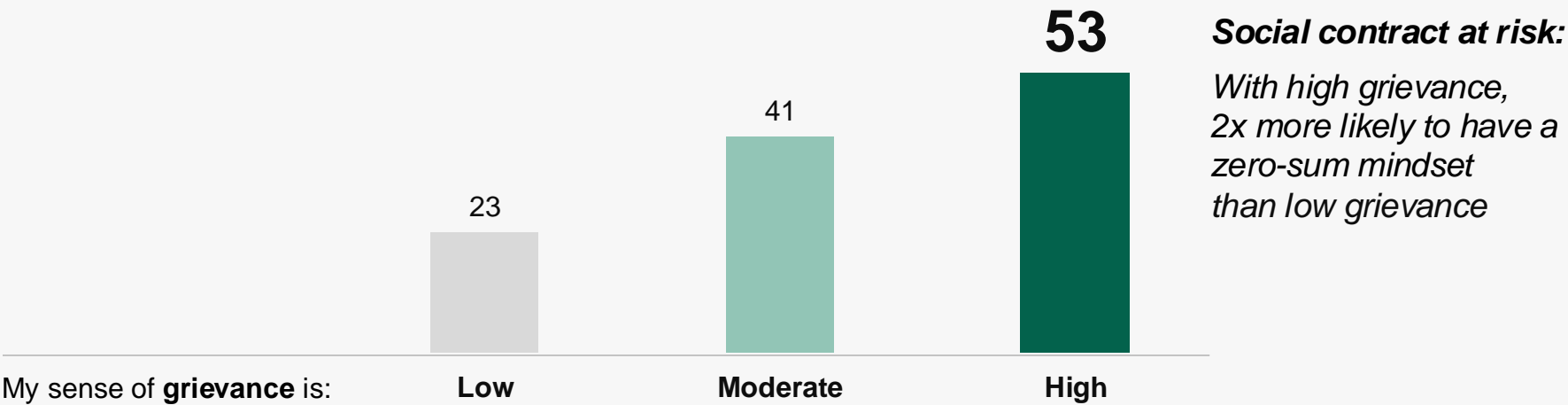
Social contract at risk:
*With high grievance,
over 2x more likely to have a
zero-sum mindset
than low grievance*

Your Gain is My Loss: Grievance Instills a Zero-Sum Mindset

Percent who say, by sense of grievance

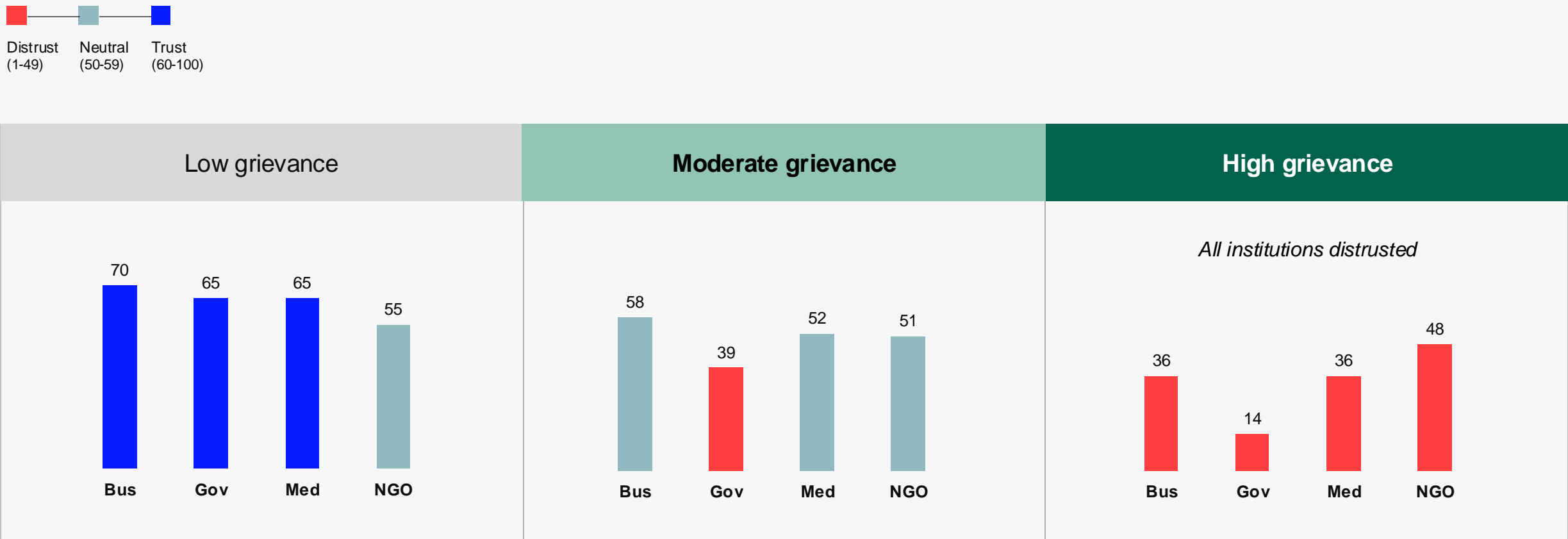
GLOBAL 26 excl. China, Thailand

I have a **zero-sum mindset**:
What helps people who don't share
my politics comes at a cost to me



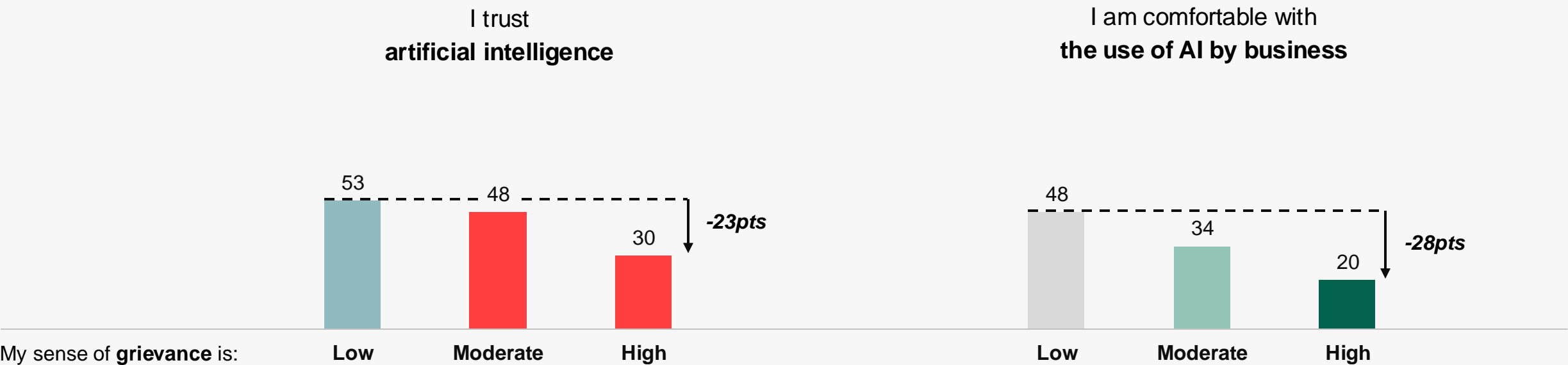
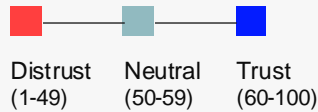
Grievance Imposes a Trust Penalty

Percent trust, by sense of grievance, in Italy



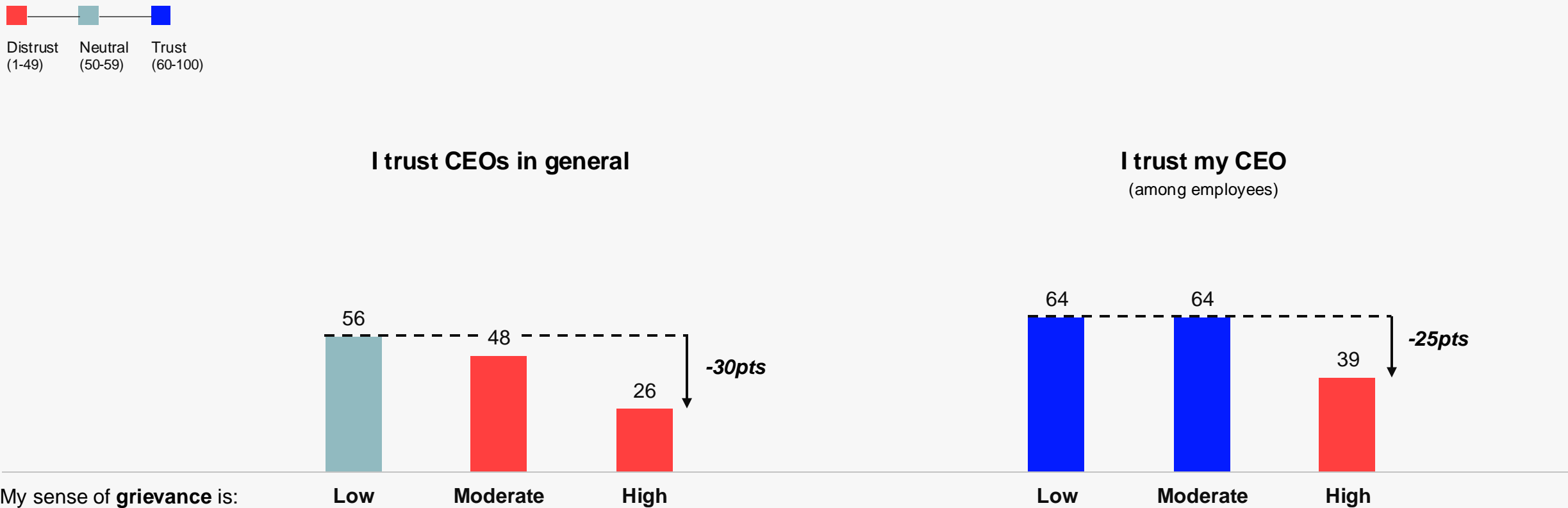
With Greater Grievance, More Suspicious of Artificial Intelligence


Percent who say, by sense of grievance, in Italy



With Greater Grievance, Trust in Business Leaders Erodes

Percent who say, by sense of grievance, in Italy



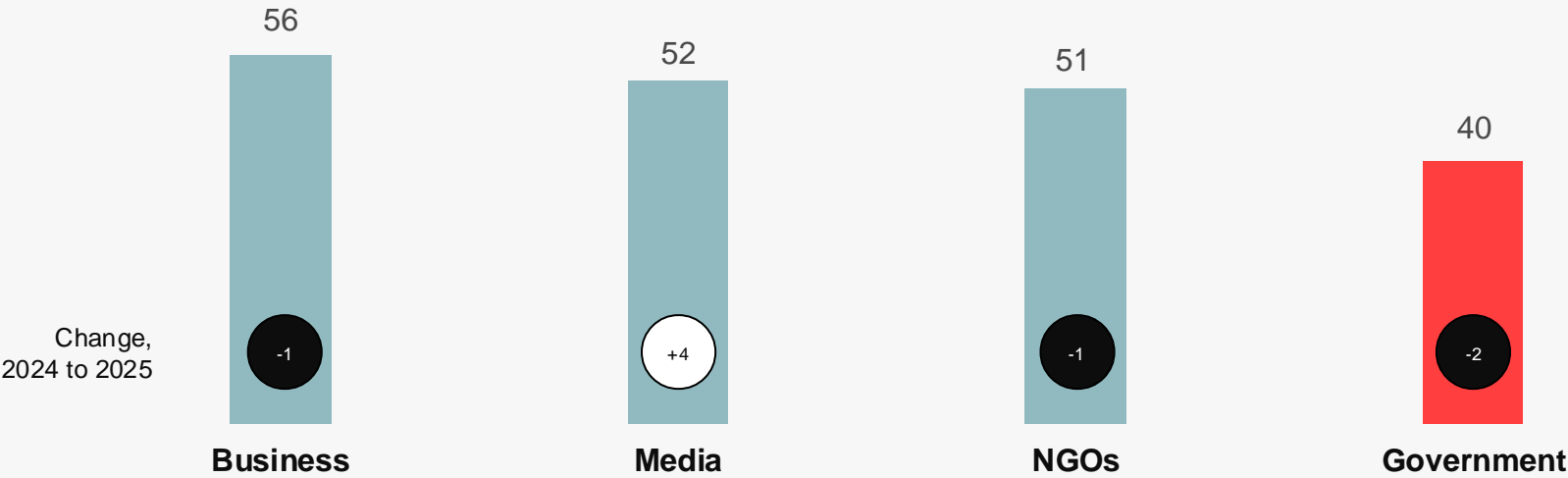
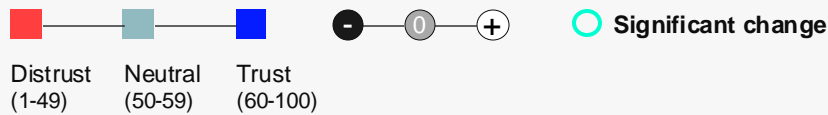


Business Amid the Crisis of Grievance



Business Remains Most Trusted Institution

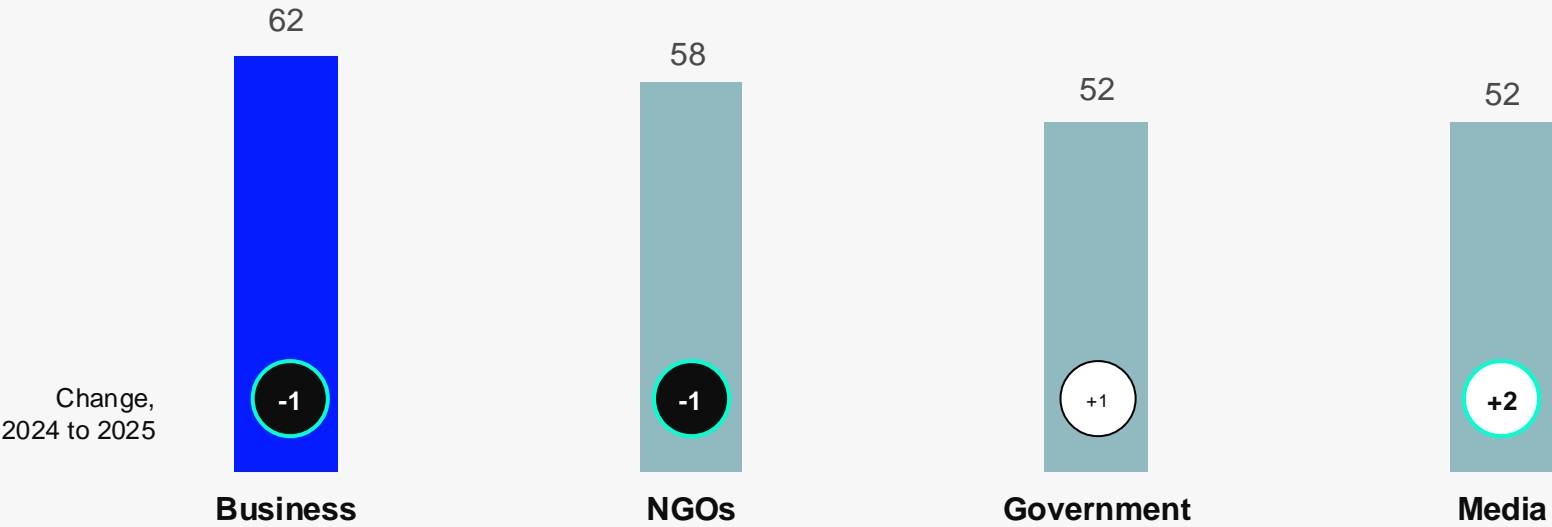
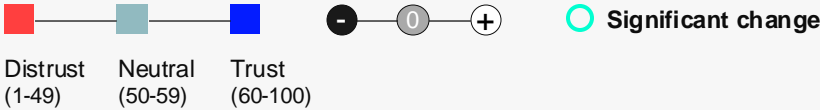
Percent trust, in Italy



Business Remains Most Trusted Institution

Percent trust

GLOBAL 28

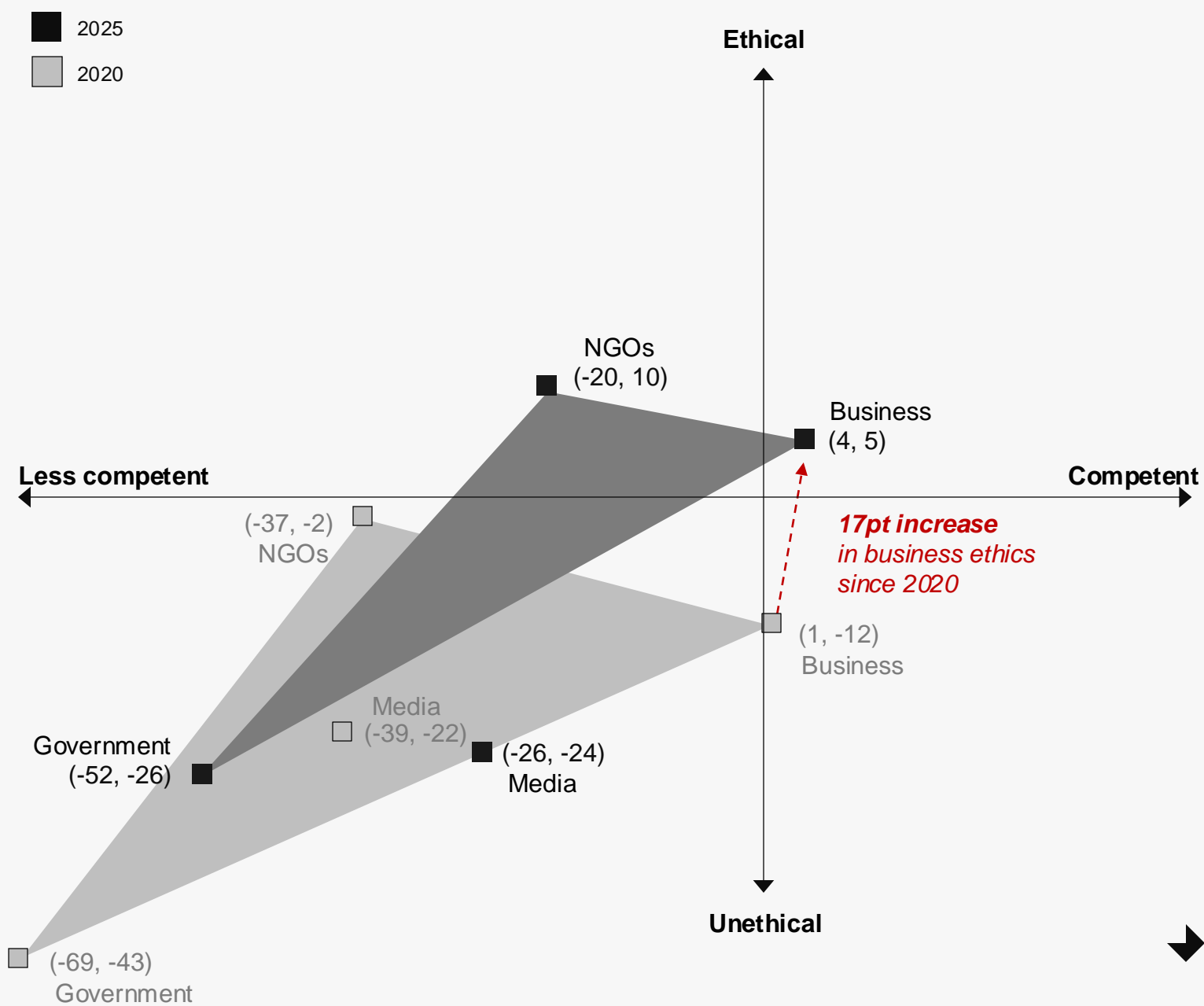



2025 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



In Italy, Only Business Seen as Both Competent and Ethical


(Competence score, net ethical score)



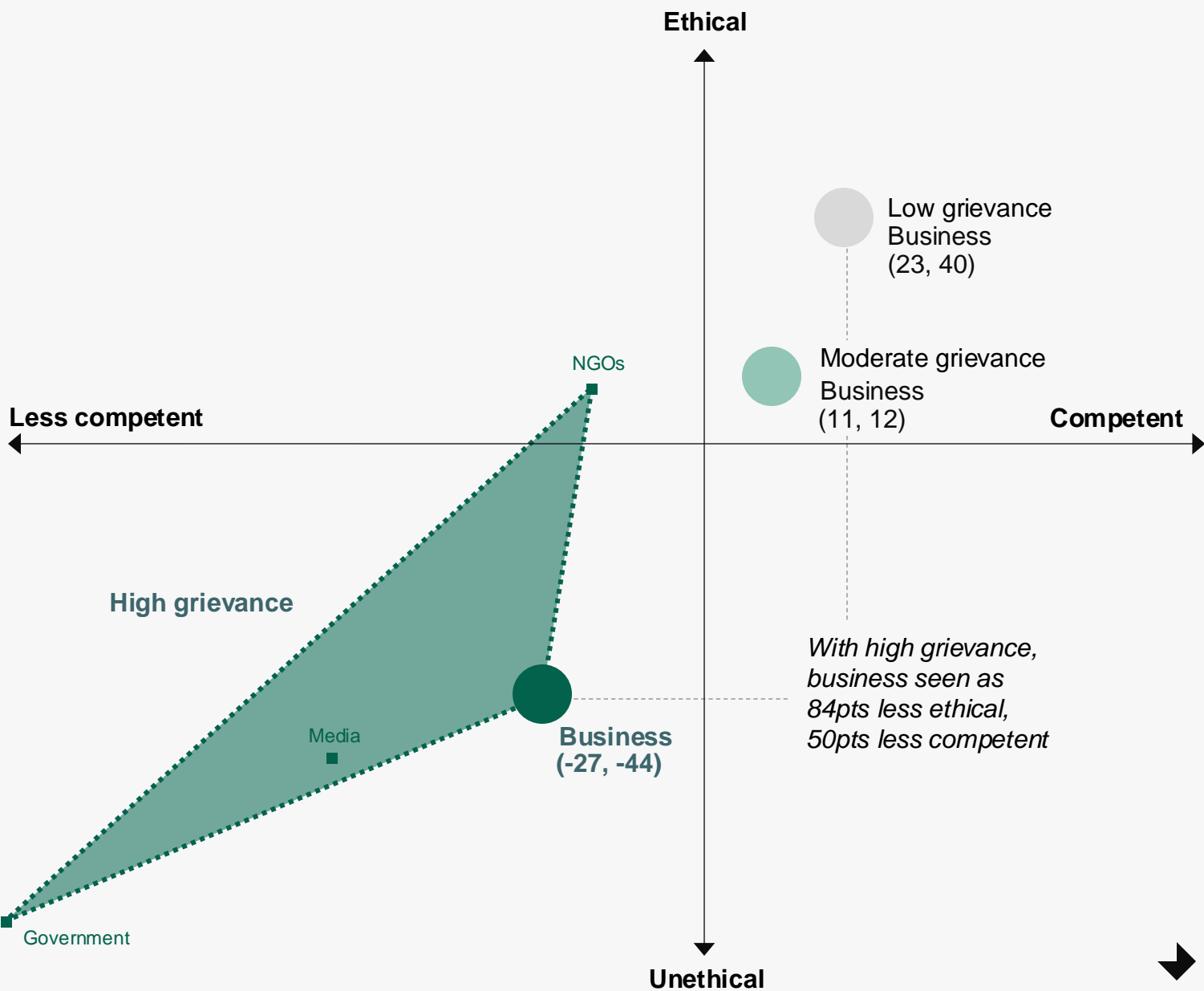
 **2025 Edelman Trust Barometer.** The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU_3D_[INS]/1. Media and NGOs were only asked of half the sample. General population, Italy. For full details regarding how this data was calculated and plotted, please see the Technical Appendix

In Italy, 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, Italy, by Sense of Grievance scale. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

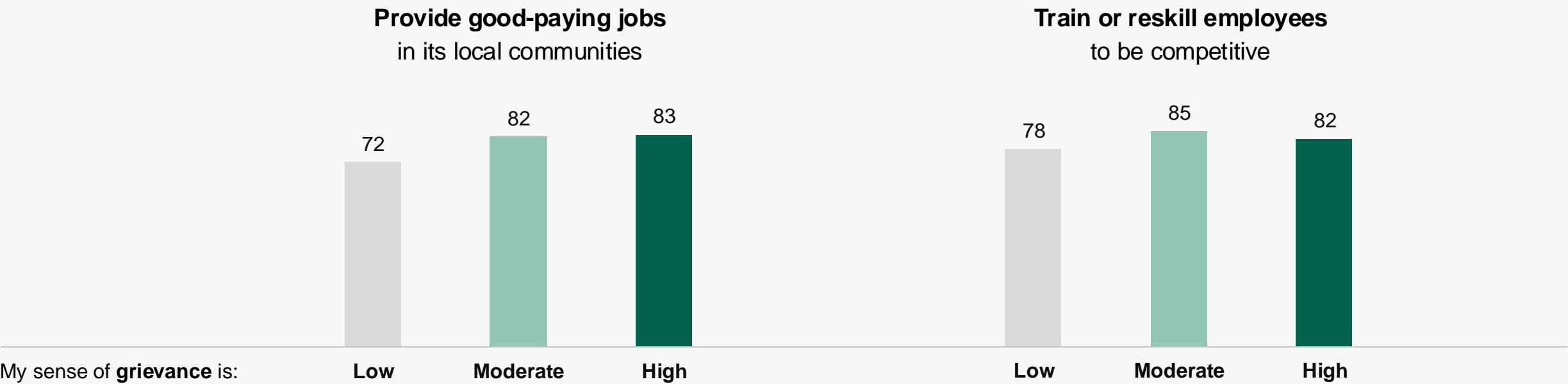
Note: The net ethical scores for Business and Government comprise an attribute (“[Institution] serves select few”) that is part of the grievance mindset definition. For more details, please see the Technical Appendix.



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

Percent who say, by sense of grievance, in Italy

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

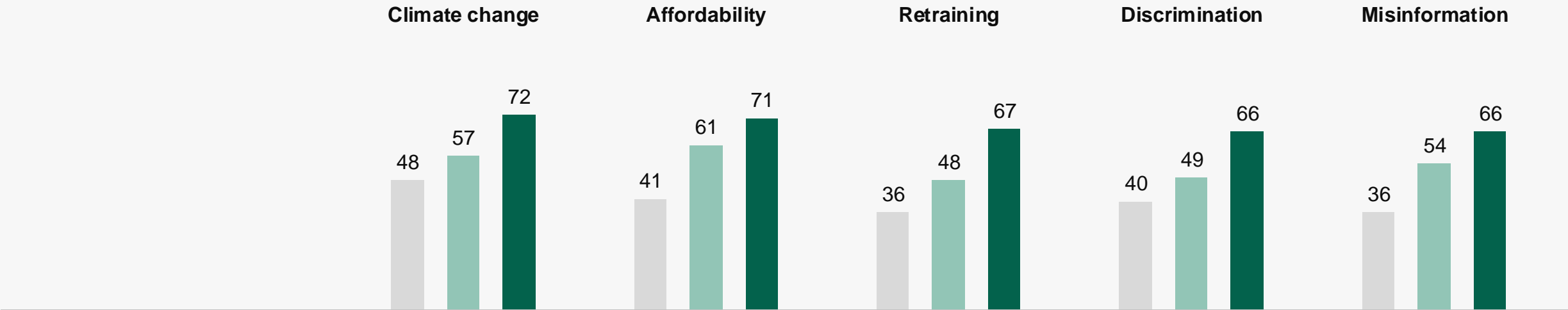




Grievance Demands *More* Action from Business, Not Less

Percent who say, by sense of grievance, in Italy

Business is not going far enough to address each issue:

Low grievance Moderate grievance High grievance



 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, Italy, by Sense of Grievance scale. For a full explanation of how the Sense of Grievance scale was developed, please see the Technical Appendix. 

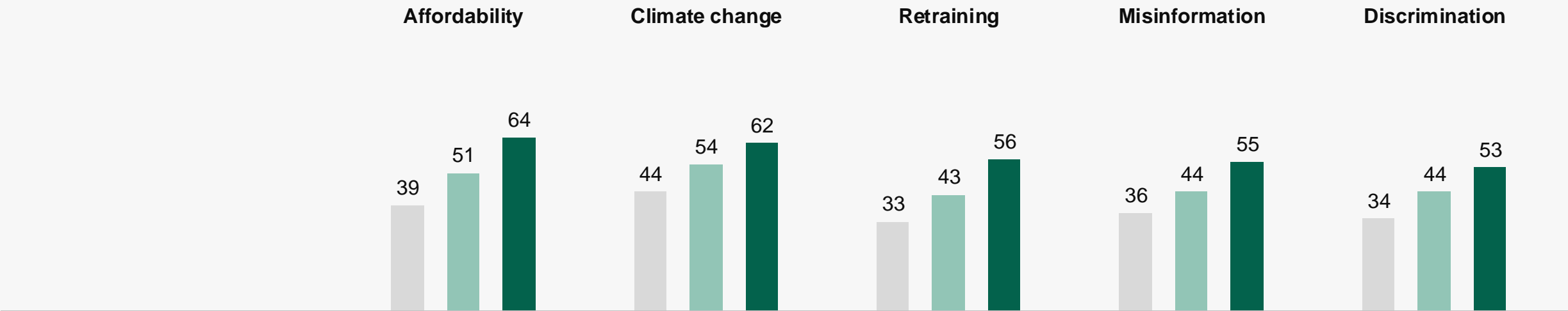
Grievance Demands *More* Action from Business, Not Less

Percent who say, by sense of grievance

GLOBAL 26 excl. China, Thailand

Business is not going far enough to address each issue:

Low grievance Moderate grievance High grievance



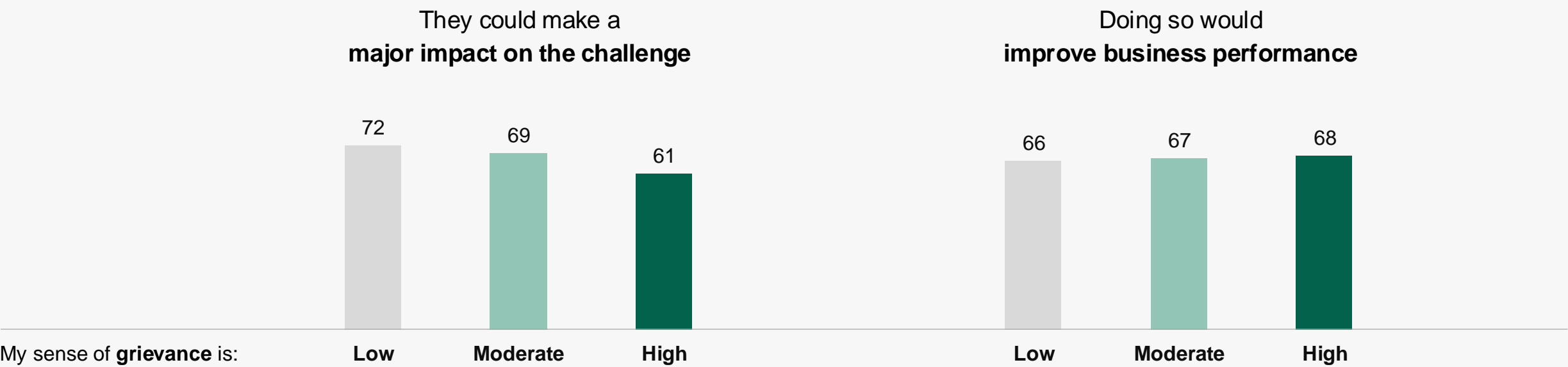
2025 Edelman Trust Barometer. BUS_BND. Think about business as an institution, and its current level of engagement in addressing societal needs and issues. When it comes to each of the following areas, please indicate if you think business is going too far and overstepping what it should be doing, is 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, 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.



CEOs Have Permission To Act When They Can Make a Difference and Improve Performance

Percent who say, by sense of grievance, in Italy

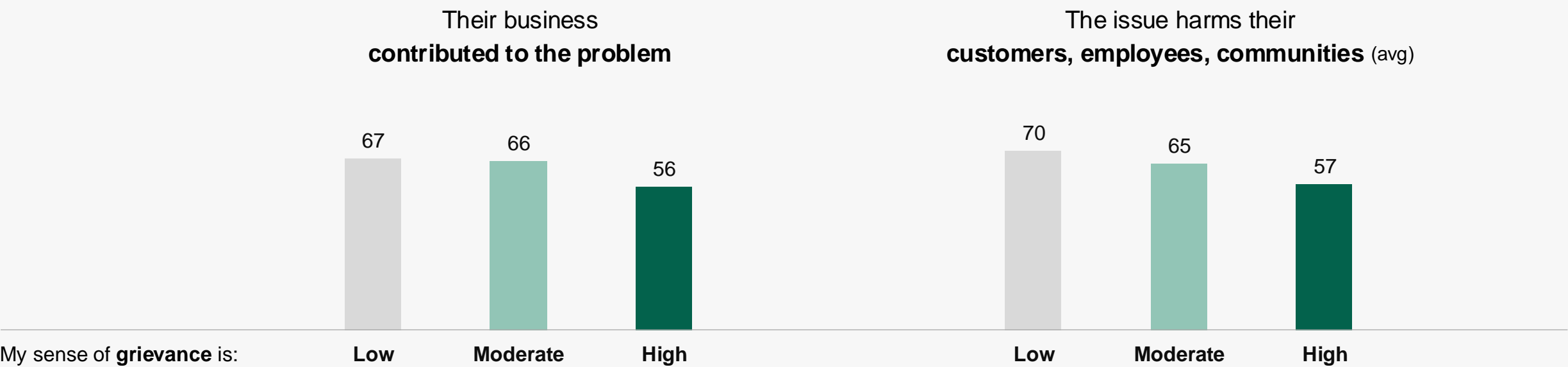
CEOs are justified in addressing a societal issue if...



CEOs Have Permission To Act To Fix Problems They Caused and Protect Their Stakeholders

Percent who say, by sense of grievance, in Italy

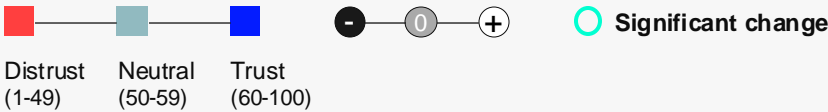
CEOs are justified in addressing a societal issue if...



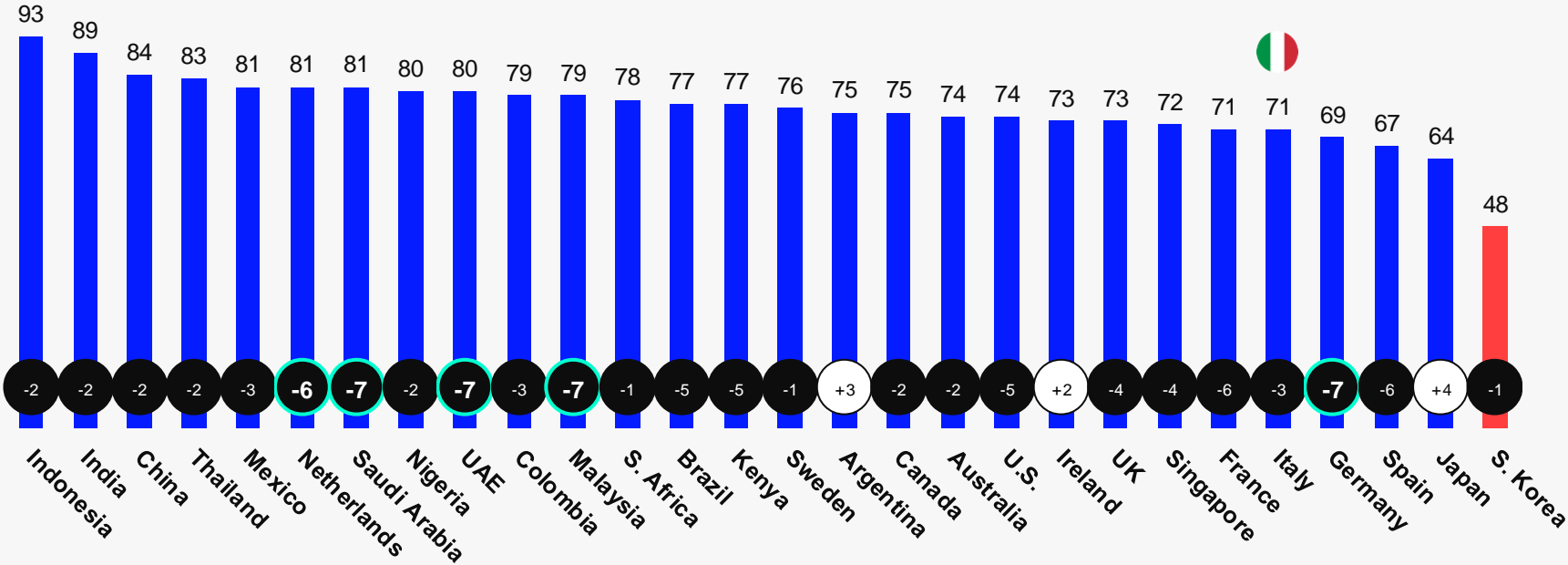
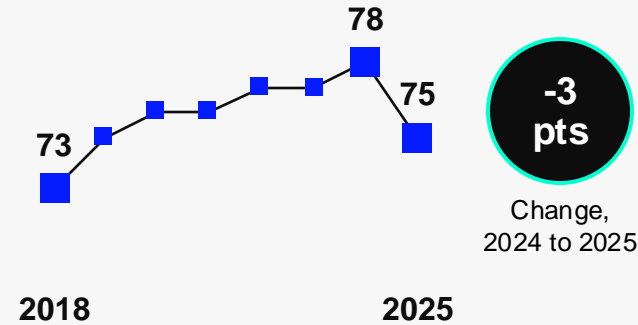
Unprecedented Global Decline for Employer Trust

Percent of employees who trust

GLOBAL 22



I trust my employer to do what is right



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.



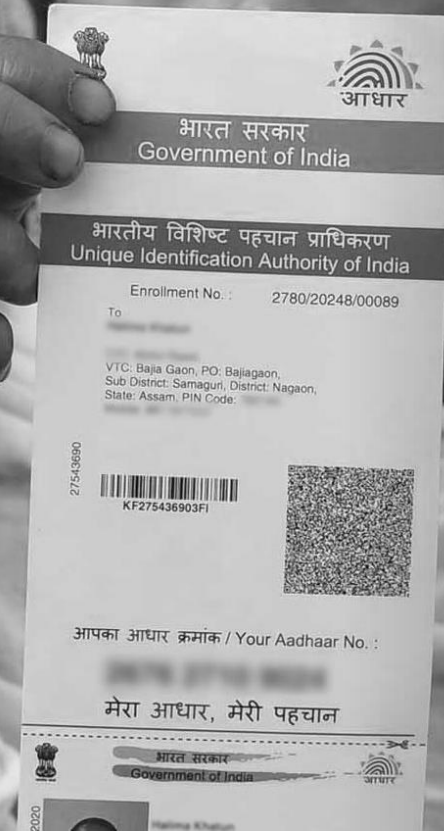
Employers: Keep Grievances From Undermining Collaboration at Work

Percent who say, by sense of grievance, in Italy

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



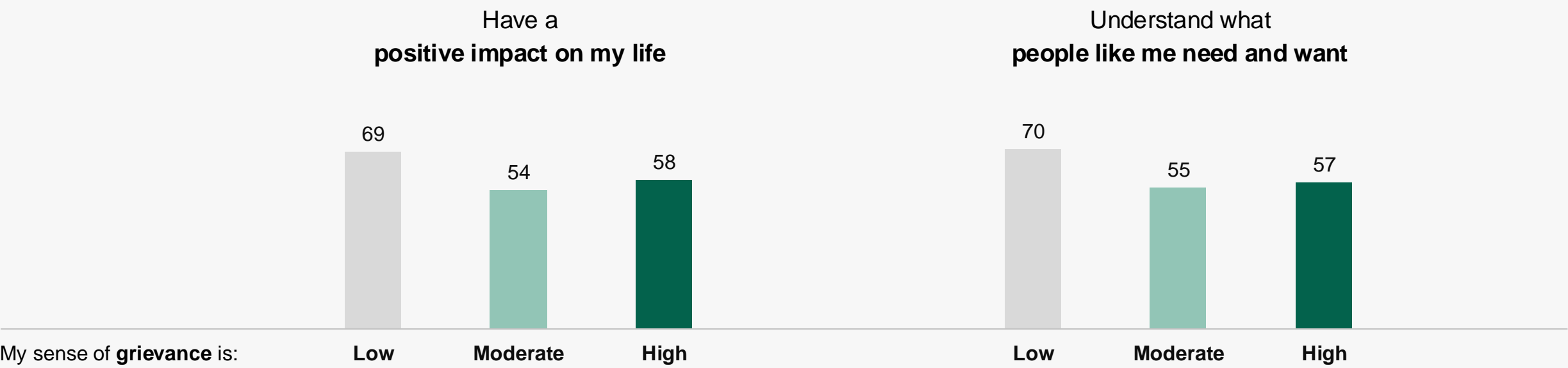
All Institutions Must Work To Rebuild Trust



Government: Deliver Results That Benefit Me

Percent who say, by sense of grievance, in Italy

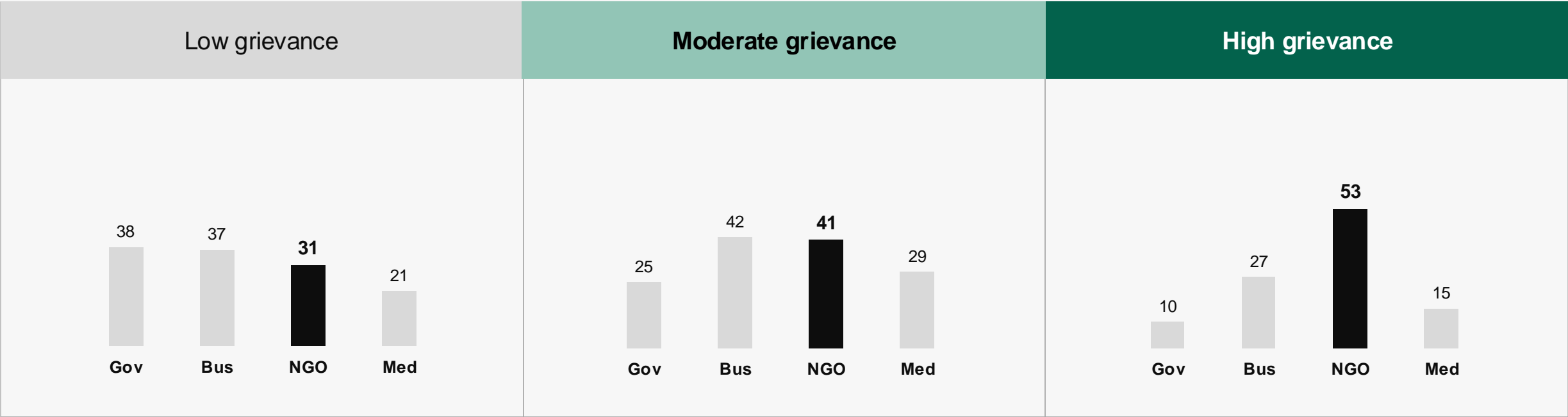
Government leaders earn legitimate authority when they...




NGOs: Fight Divisiveness and Repair the Social Fabric


Percent who say, by sense of grievance, in Italy

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





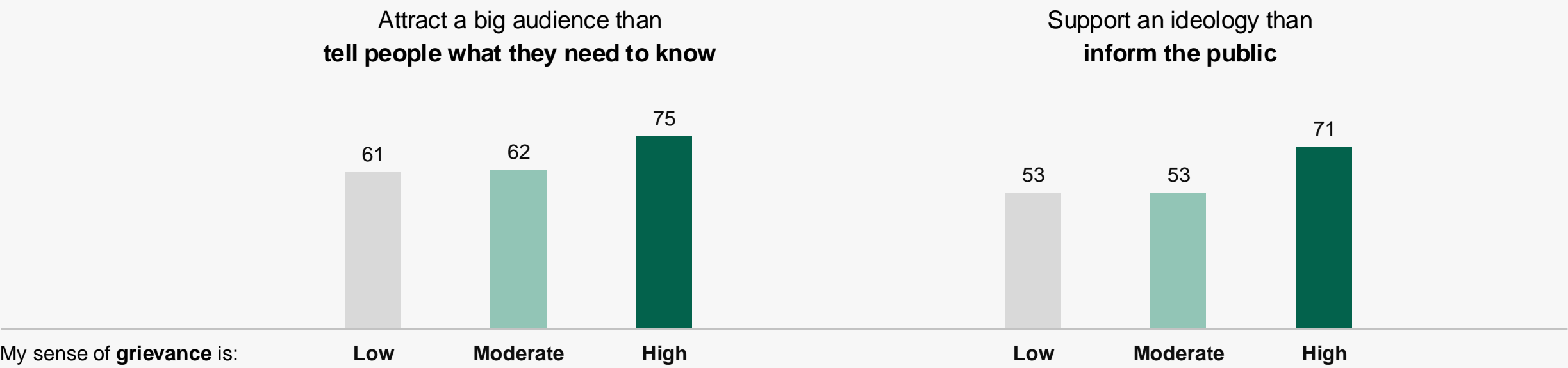
2025 Edelman Trust Barometer. [INS]_PER_DIM. In thinking about why you do or do not trust [INSTITUTION], please specify where you think they fall on the scale between the two opposing descriptions. 11-point scale; top 5 box, positive. Media and NGOs were only asked of half the sample. General population, Italy, by Sense of Grievance scale. 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, by sense of grievance, in Italy

News organizations would rather...



Majority Concern Over Credibility of News Sources

Percent who agree

GLOBAL 26

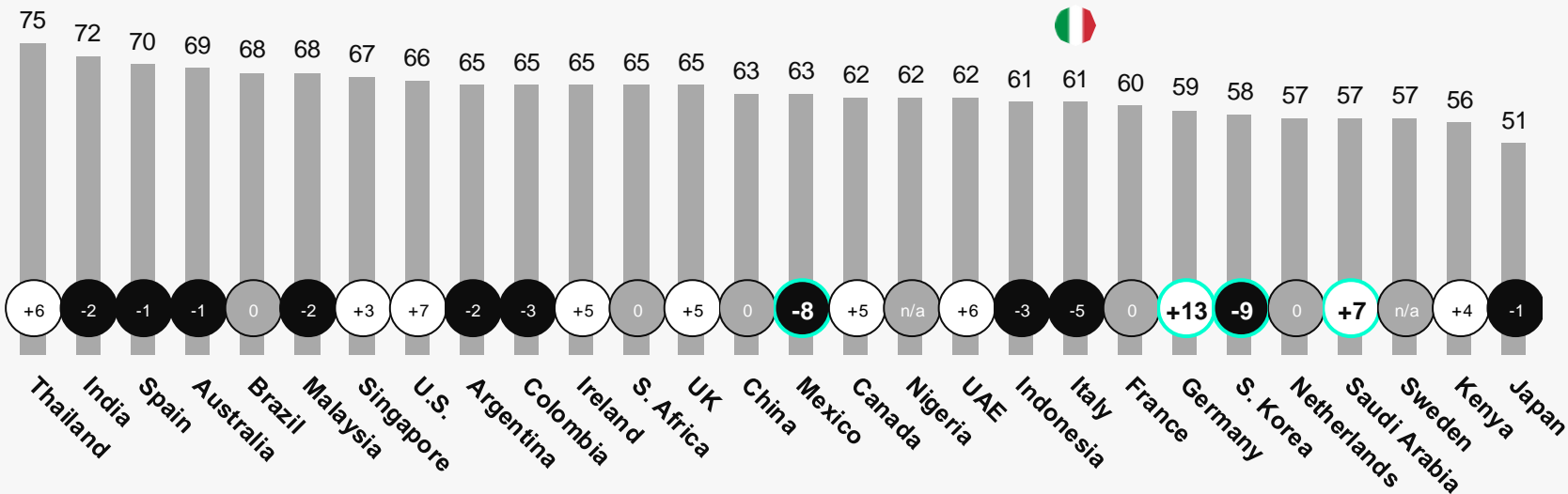
-

0

+

Significant change

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

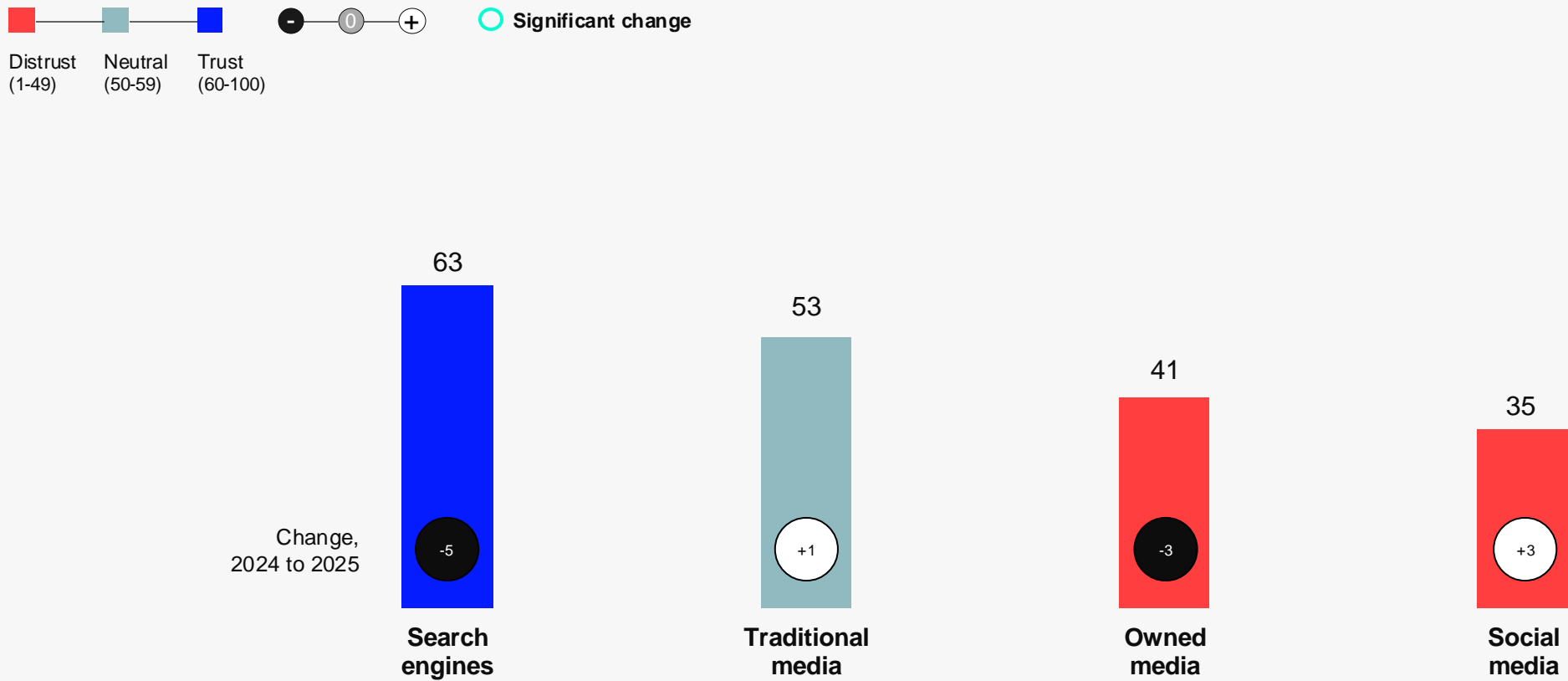


2025 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 26-mkt avg. Year-over-year changes were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



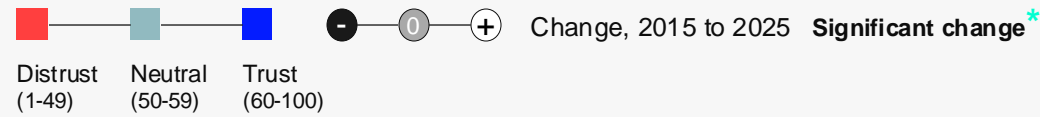
In Italy, Search Engines More Trusted Than Traditional Media

Percent trust in each media source for general news and information, in Italy



10-Year Trend: Trust in Media Sources in Italy

Percent trust in each media source for general news and information, in Italy



	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	10yr change
Search engines	68	70	73	69	69	65	59	62	63	68	63	-5
Traditional media	56	61	65	66	69	65	52	54	53	52	53	-3
Owned media	46	53	53	47	53	49	34	37	37	44	41	-5
Social media	48	44	43	37	36	33	30	27	31	32	35	-13*



10-Year Trend: Trust in Media Sources in Europe

Percent trust in each media source for general news and information, in Europe



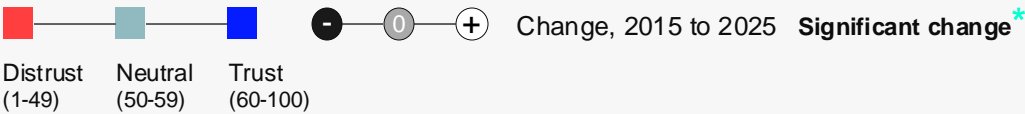
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	10yr change
Search engines	57	60	61	55	58	55	49	53	54	61	55	-2
Traditional media	55	57	58	65	65	63	53	57	58	59	55	0
Owned media	39	46	42	35	45	43	34	38	39	44	40	+1
Social media	37	37	34	31	33	29	24	25	26	26	27	-10*



10-Year Trend: Trust in Media Sources Globally

Percent trust in each media source for general news and information

GLOBAL 21 Excluding Brazil



	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	10yr change
Search engines	63	64	65	61	65	62	56	59	61	66	61	-2*
Traditional media	58	59	58	64	66	62	54	58	58	62	57	-1
Owned media	44	48	45	41	49	47	41	44	44	49	45	+1
Social media	46	45	42	40	43	40	35	36	38	41	39	-7*

2025 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 21-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In Brazil, the translation for "Search engines" was updated in 2024. This change means the 2024 and 2025 data cannot be compared to data from previous years. Brazil has been removed from this analysis for all items to ensure a consistent global average is shown.

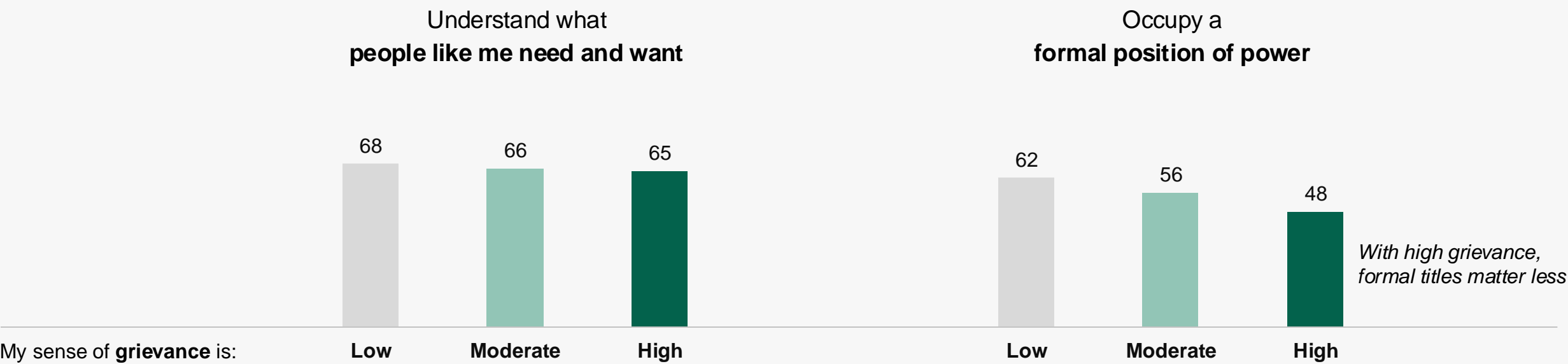


Influence is Earned Through Compassion, Not Power

Percent who say, by sense of grievance

GLOBAL 26 excl. China, Thailand

You will earn legitimate influence with me if you...



2025 Edelman Trust Barometer. LEG_INF. There are many people who share information, recommendations, and their opinions in an attempt to influence the views and behavior of people like you or people in positions of power and authority. Some of these people you might consider to be legitimate sources of influence and expertise, while others you might not. How important is each of the following in making you see someone as a legitimate influence or expert, such that you willingly give them influence on your life decisions and you would be comfortable with them influencing the views and behaviors of people in positions of power and authority? 9-point scale; top 4 box, important. 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.

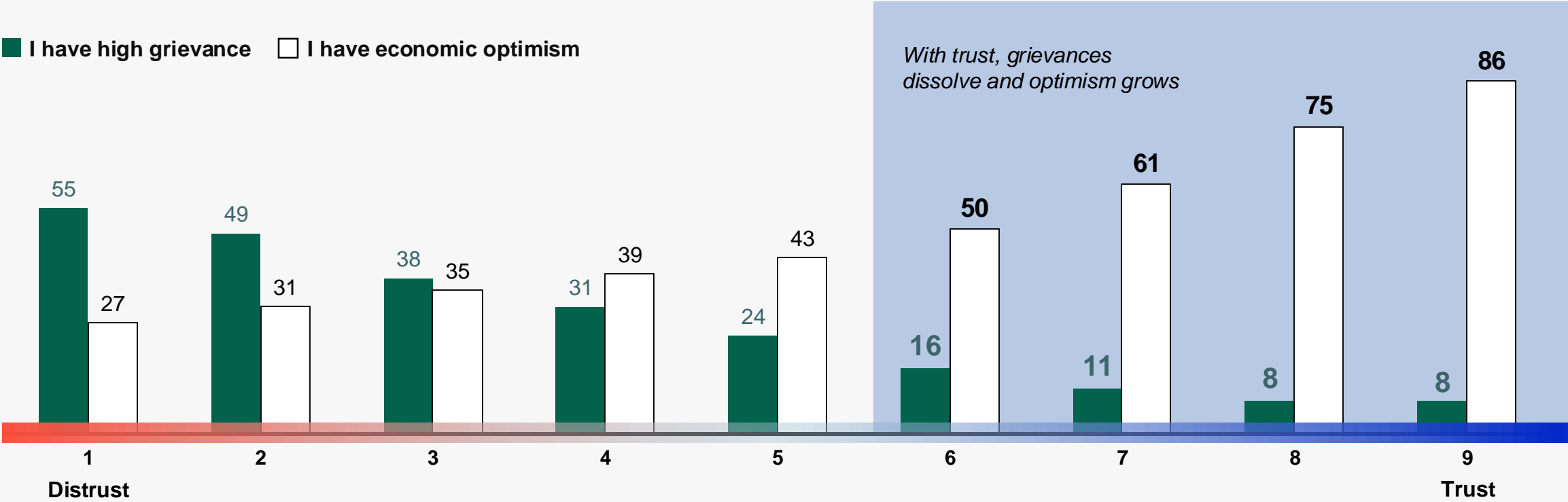


When Trust Increases, Economic Optimism Overpowers Grievance

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

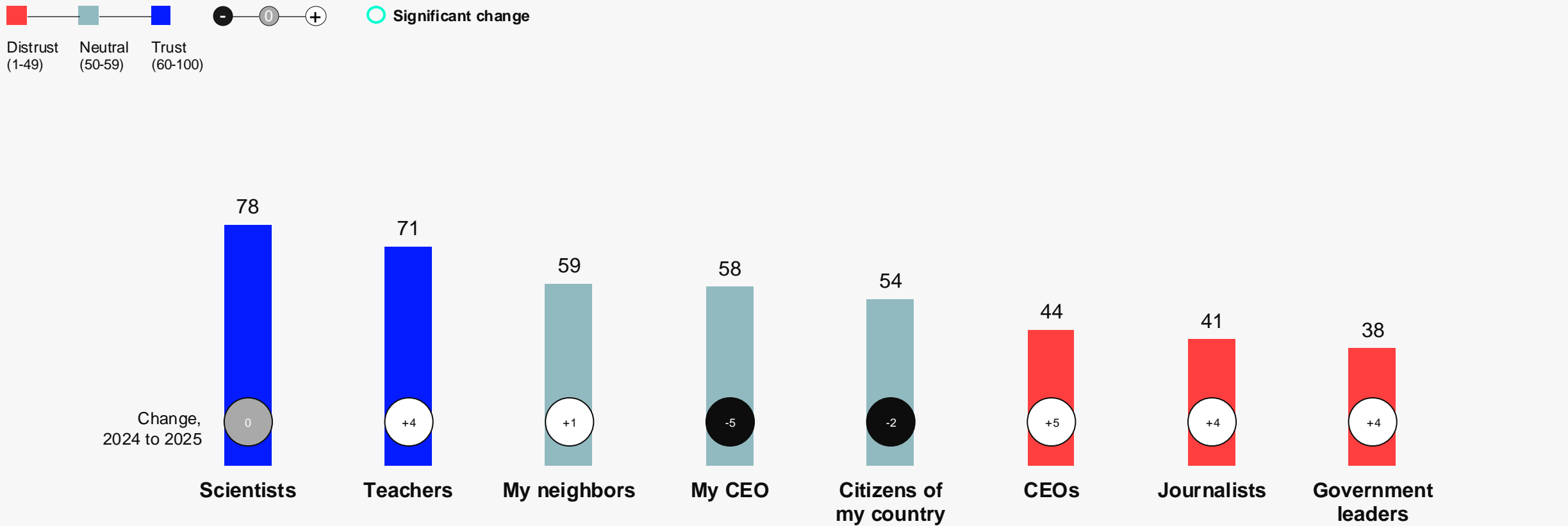



2025 Edelman Trust Barometer. Sense of Grievance scale. CNG_FUT. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? 5-point scale; codes 1-2, better off. General population, 26-mkt avg., by average level of trust 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.



Scientists and Teachers Trusted More Than Institutional Leaders

Percent trust to do what is right, in Italy

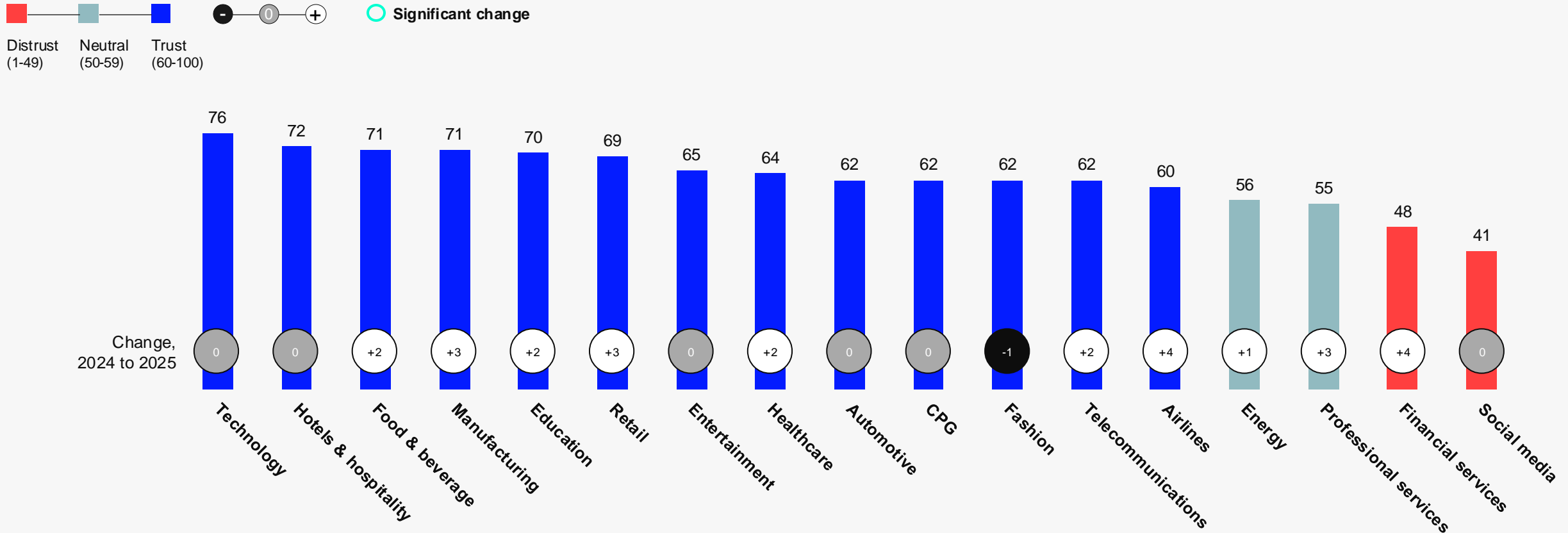


 2025 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Some attributes shown to half the sample. General population, Italy. "My CEO" only shown to those who 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.



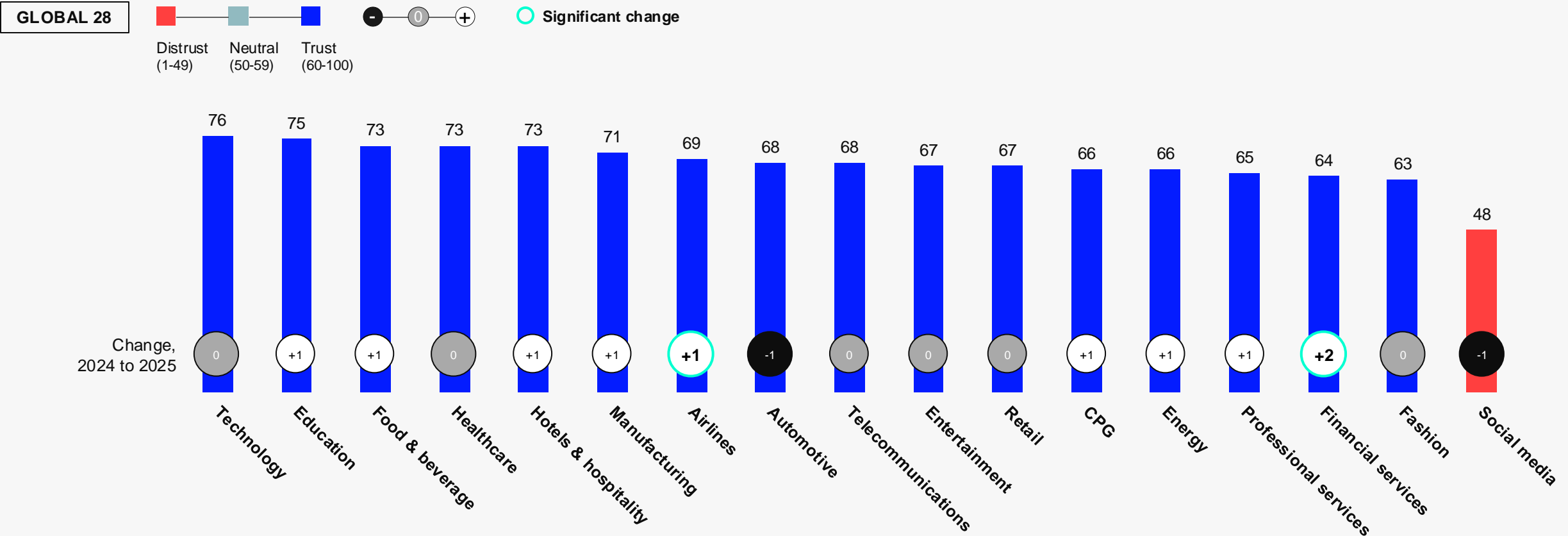
Most Industry Sectors Remain Trusted

Percent trust, in Italy



Most Industry Sectors Remain Trusted

Percent trust



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.

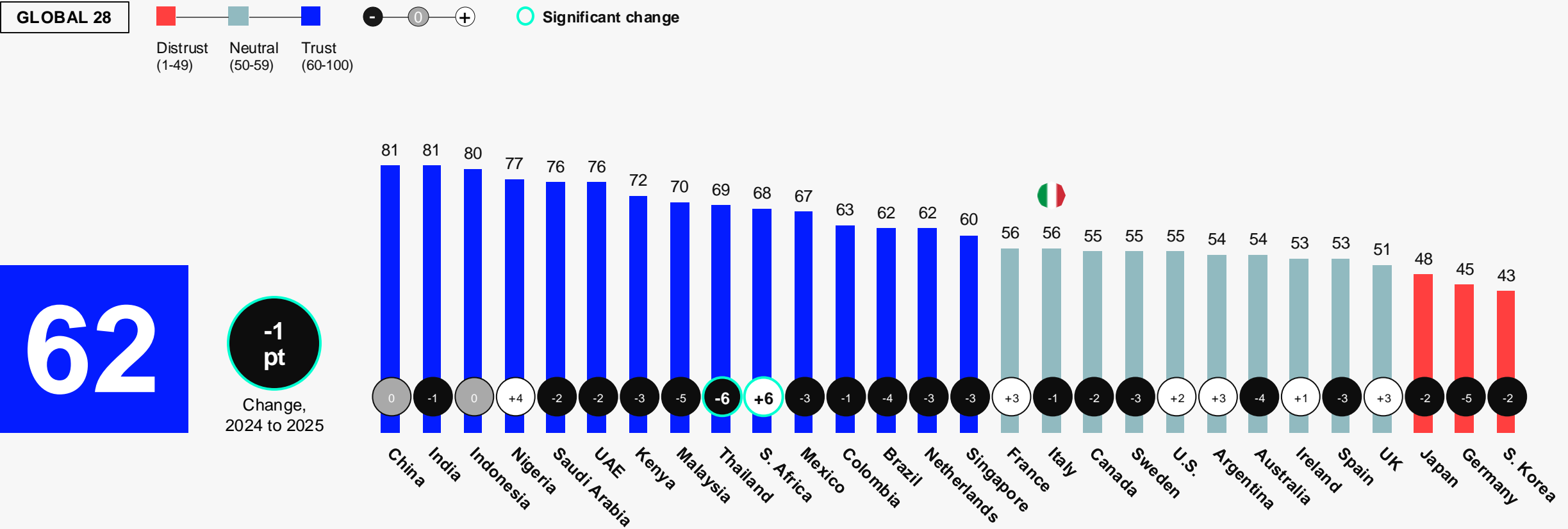


Supplemental Data



Business Trusted in 15 of 28 Countries Measured

Percent trust in business

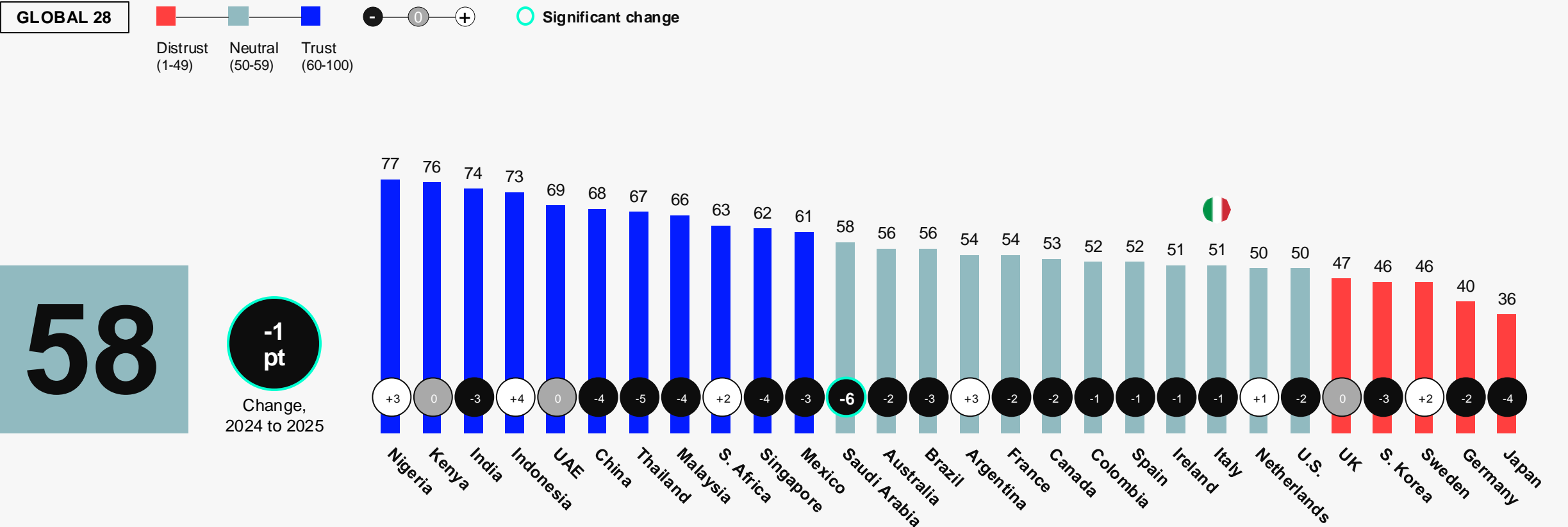


2025 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



NGOs Trusted in 11 of 28 Countries Measured

Percent trust in NGOs

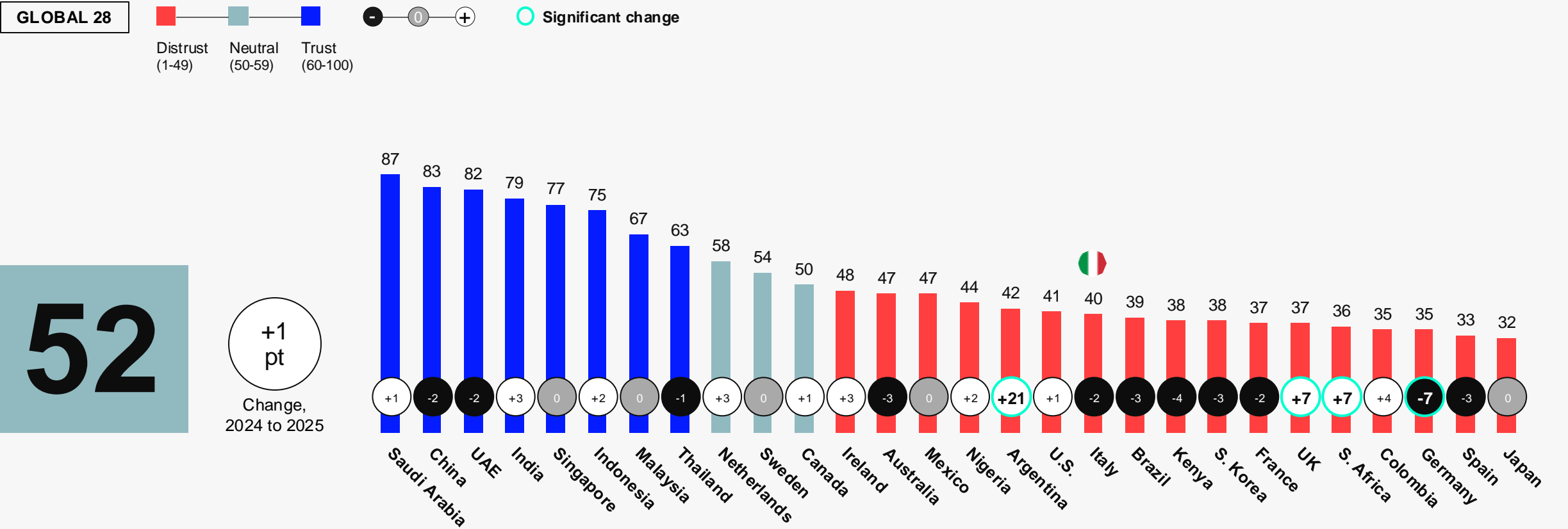


2025 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Government Distrusted in 17 of 28 Countries Measured

Percent trust in government

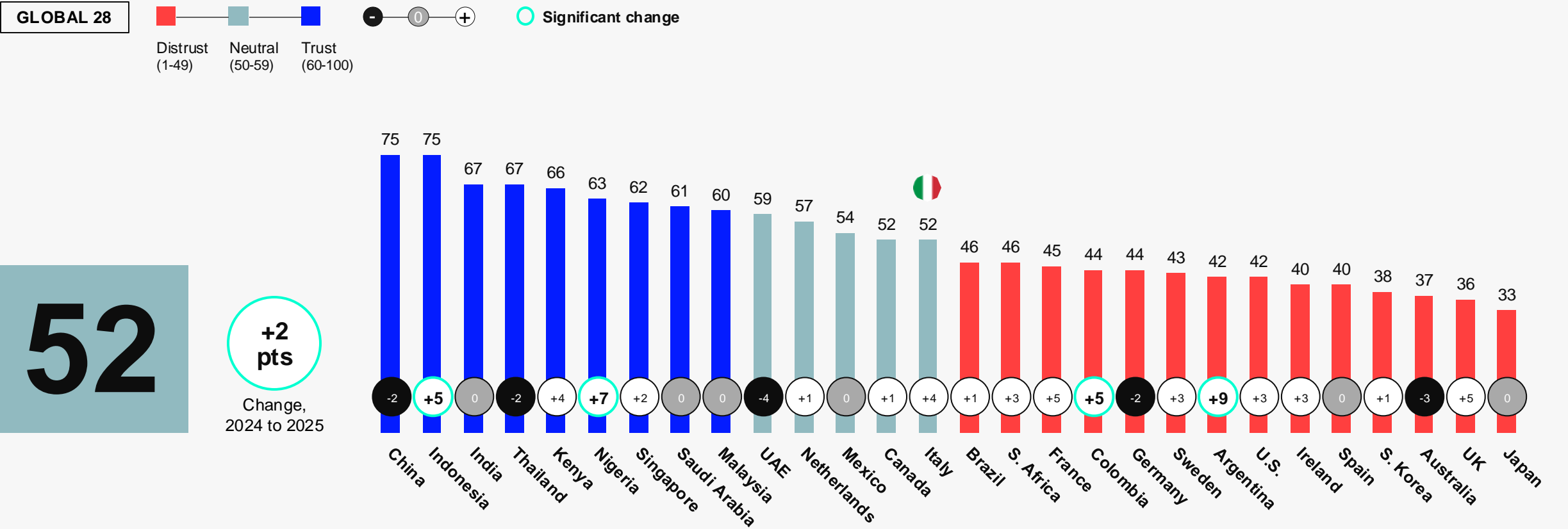


2025 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Media Distrusted in 14 of 28 Countries Measured

Percent trust in media

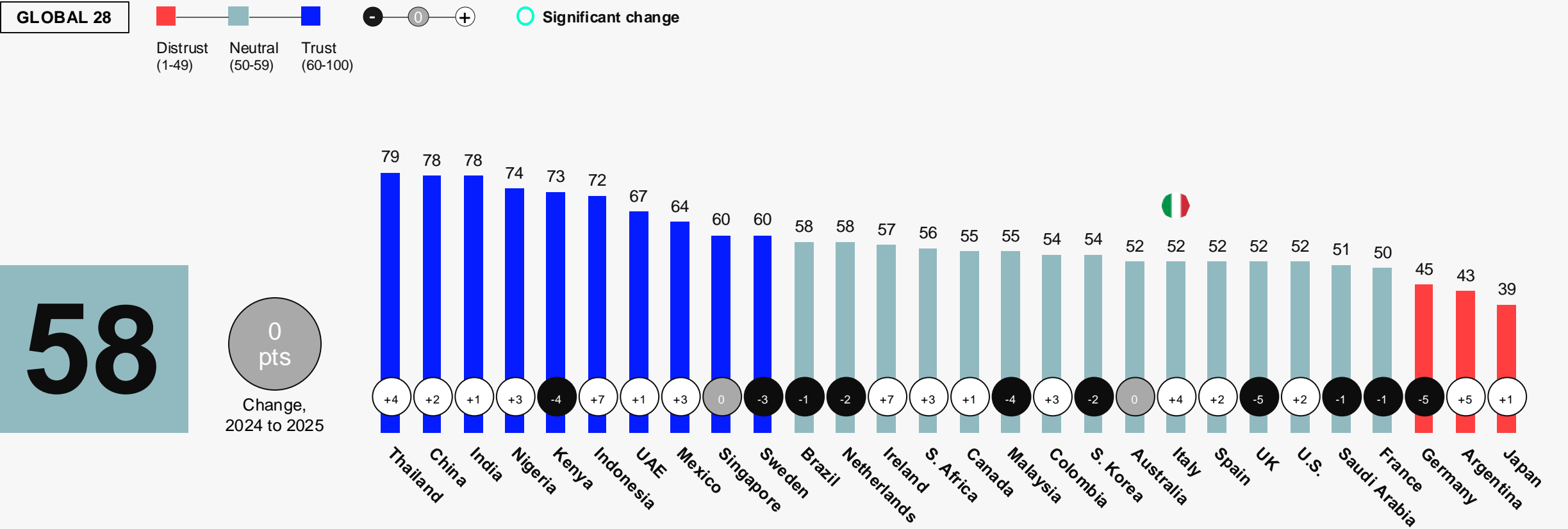


2025 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



United Nations Trusted in 10 of 28 Countries Measured

Percent trust in the United Nations

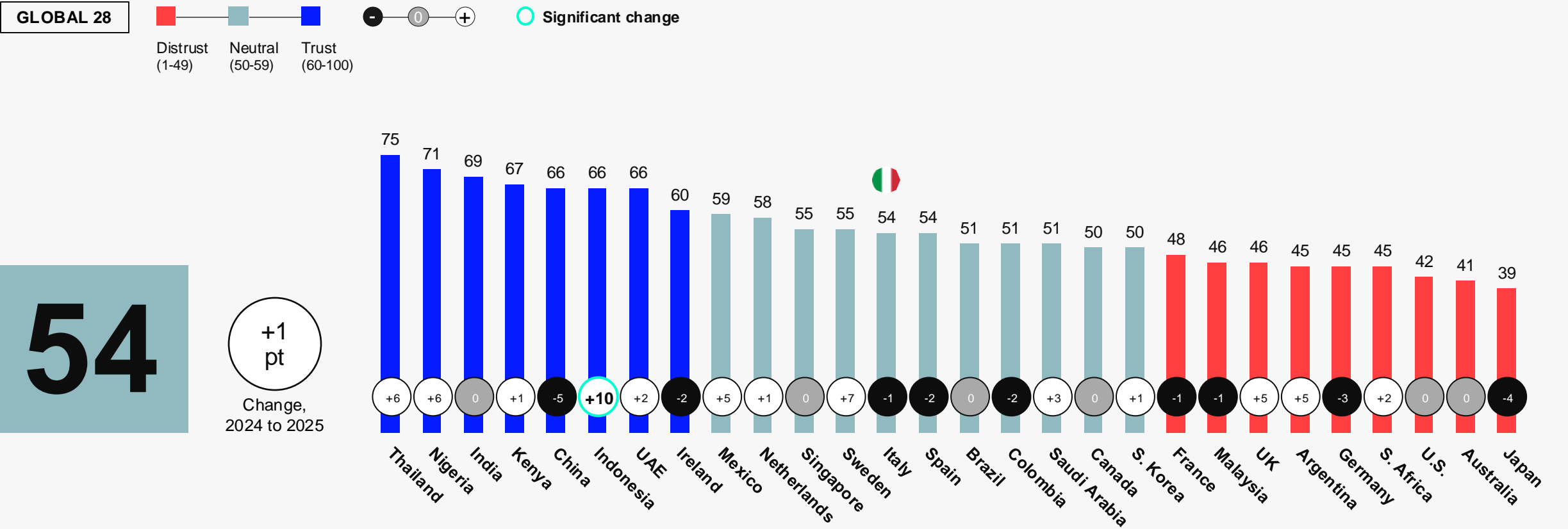


2025 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



The European Union Trusted in Only 8 of 28 Countries Measured

Percent trust in the European Union



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. Attribute 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.



Restoring Trust and Building Optimism Amid the Crisis of Grievance

1 Grievances must be addressed

The institutional failures of the last 25 years have produced grievances around the world, stifling growth and innovation in turn. To lead through this crisis, understand the economic realities of your stakeholders, champion shared interests, and create opportunities for optimism.

2 Business has a license to act

Those with a higher sense of grievance are more likely to believe that business is not doing enough to address societal issues. To navigate these expectations, understand where you have obligations, act on behalf of your stakeholders, and advocate for your organization.

3 Business can't act alone

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

When institutions can't be trusted to do what is right, grievances fester and outlooks darken. To dissipate grievance and increase optimism, prioritize and rebuild trust across your organization and local communities.

