Edelman Trust Barometer
Kenya Report
# 2023 Edelman Trust Barometer

## Methodology

### Annual online survey in its 23rd year

Fieldwork conducted: Nov 1 – Nov 28, 2022

<table>
<thead>
<tr>
<th>Countries</th>
<th>Respondents</th>
<th>Respondents per country**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Australia</td>
<td>32,000+</td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Canada</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>China</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Colombia</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>France</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Germany</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Ireland</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Italy</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Japan</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Kenya</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Malaysia</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Mexico</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Nigeria</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Singapore</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>S. Africa</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>S. Korea</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Spain</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Singapore</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>S. Africa</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>UAE</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>UK</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>U.S.</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
</tbody>
</table>
| Russia, part of the Edelman Trust Barometer from 2007 to 2022, was not included in this wave

**The sample size varies by country from 1,082 to 1,500.
27-market global data margin of error: General population +/- 0.6 percentage points (n=31,171)
Country-specific data margin of error: General population +/- 2.5 to 3.0 percentage points (varies by country based on sample size, n=1,082 to n=1,500)

### Global averages

These vary based on the number of countries surveyed each year:

- To protect the stability of the global average, Sweden will not be included in the average until there are at least two years of recent data.

### Statistical significance

All indicated year-over-year significant changes were determined using a t-test set at a 99%+ confidence level.

For more details on global averages and country-specific methodology, please refer to the Technical Appendix.

Due to a translation inconsistency, the France data measuring trust in government, as well as competence and ethics was removed from certain slides. For more details contact the Trust Barometer research team.
Rising Influence of NGOs

Trust in Business Plummets

Trust is Essential to Innovation

Trust at Work

Trust in Crisis

Business Most Trusted

Earned Media More Credible than Advertising

Business More Trusted than Government and Media

Trust is Essential to Innovation

Trust is Essential to Innovation

U.S. Companies in Europe Suffer Trust Discount

Young People Have More Trust in Business

Fall of Government

Growing Inequality of Trust

Trust: Competence and Ethics

Fall of the Celebrity CEO

A “Person Like Me” Emerges as Credible Spokesperson

Performance and Transparency Essential to Trust

Business to Lead the Debate for Change

The Battle for Truth

The Cycle of Distrust

Navigating a Polarized World

23 Years of Trust
Four Forces That Lead To Polarization

Economic Anxieties

Economic optimism is collapsing around the world, with 24 of 28 countries seeing all-time lows in the number of people who think their families will be better off in five years.

Institutional Imbalance

Business is now the sole institution seen as competent and ethical; government is viewed as unethical and incompetent. Business is under pressure to step into the void left by government.

Mass-Class Divide

People in the top quartile of income live in a different trust reality than those in the bottom quartile, with 20+ point gaps in Thailand, the United States, and Saudi Arabia.

The Battle for Truth

A shared media environment has given way to echo chambers, making it harder to collaboratively solve problems. Media is not trusted, with especially low trust in social media.
Facing Economic Fears Without a Trust Safety Net
Economic Optimism Collapses Globally

Percent who say

My family and I will be better off in five years

Change, 2022 to 2023

GLOBAL 24  
Significant change

24 of 28 countries at all-time lows

Developed countries

2019  
2023

GLOBAL 24

-10 pts

-10
-6
-6
-9
-7
-6
-10
-6
-11
-11
-20
-7
-17
-13
-11
-11
-22
-9
-19
-6
-7
-8
-11

Japan
France
Germany
Italy
The Netherlands
Spain
Canada
S. Korea
Sweden
Australia
Malaysia
Singapore
U.S.
Argentina
Mexico
South Africa
Brazil
Thailand
Colombia
Saudi Arabia
China
Nigeria
UAE
India
Indonesia

2023 Edelman Trust Barometer. 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; top 2 box, better off. General population, 24-mkt avg. *Sweden is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.
In Kenya, Trust in 11 of 15 Industry Sectors Falls

Percent trust, in Kenya

Change, 2022 to 2023

- Technology: -2
- Education: -3
- Automotive: -2
- Airlines: na
- Telecommunications: +6
- Energy: -5
- Food & Beverage: na
- Hotels & Hospitality: -3
- Fashion: -1
- Entertainment: -1
- Healthcare: +4
- Financial Services: -12
- Manufacturing: -8
- Professional Services: -6
- Retail: +1
- CPG: -8
- Social Media: -8

Distrust (1-49), Neutral (50-59), Trust (60-100)

Significant change

2023 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. Industries shown to half of the sample. General population, Kenya. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.
Personal Anxieties On Par With Existential Fears

Percent who worry about each, in Kenya

<table>
<thead>
<tr>
<th>Personal economic fears</th>
<th>Existential societal fears</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job loss (net)</td>
<td>Food shortages</td>
</tr>
<tr>
<td>Inflation</td>
<td>Climate change</td>
</tr>
<tr>
<td>97</td>
<td>Nuclear war</td>
</tr>
<tr>
<td>82</td>
<td>Energy shortages</td>
</tr>
</tbody>
</table>

Job loss is a net of attributes 1-3, 5, and 22-24.
In Kenya, Government Is Least Trusted Institution

Percent trust, in Kenya

Least-trusting countries for each institution

- **NGOs**
  - *Sweden* 44
  - Germany 41
  - Japan 38

- **Business**
  - Spain 49
  - Japan 47
  - S. Korea 38

- **Media**
  - UK 37
  - Japan 34
  - S. Korea 27

- **Government**
  - Japan 33
  - S. Africa 22
  - Argentina 20

Change, 2022 to 2023

- **NGOs** +3
- **Business** +1
- **Media** +6
- **Government** +4

Distrust (1-49)  Neutral (50-59)  Trust (60-100)

*Significant change

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2023 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, Kenya. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.
Institutions Out of Balance: Government Far Less Trusted than Business

Percent trust, and the percentage-point difference between trust in business vs government

In Kenya, double-digit trust advantage for business

Due to a translation inconsistency, the France data was removed from this slide. For more details contact the Trust Barometer research team.
These institutions are

- Government: 42% false or misleading, 43% trustworthy
- Media: 26% false or misleading, 61% trustworthy
- Business: 21% false or misleading, 58% trustworthy
- NGOs: 13% false or misleading, 76% trustworthy

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; bottom 5 box, negative. Media and NGOs shown to half of the sample. General population, Kenya.
Scientists, Coworkers & My CEO Most Trusted

Percent trust, in Kenya

<table>
<thead>
<tr>
<th>Group</th>
<th>Trust (60-100)</th>
<th>Distrust (1-49)</th>
<th>Neutral (50-59)</th>
<th>Change, 2022 to 2023</th>
<th>Significant change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government leaders</td>
<td>27</td>
<td>52</td>
<td>0</td>
<td>+8</td>
<td>Significant change</td>
</tr>
<tr>
<td>CEOs</td>
<td>54</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-4</td>
</tr>
<tr>
<td>Citizens of my country</td>
<td>57</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-4</td>
</tr>
<tr>
<td>People in my local community</td>
<td>58</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>n/a</td>
</tr>
<tr>
<td>Journalists</td>
<td>60</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>My neighbors</td>
<td>64</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-3</td>
</tr>
<tr>
<td>My CEO</td>
<td>67</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-1</td>
</tr>
<tr>
<td>My coworkers</td>
<td>70</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>+6</td>
</tr>
<tr>
<td>Scientists</td>
<td></td>
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</tr>
</tbody>
</table>

2023 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 asked of half of the sample. General population, Kenya. “My coworkers” and “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.
Mass-Class Divide: Income-Based Inequality Creates Two Trust Realities

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

<table>
<thead>
<tr>
<th>Distrust (1-49)</th>
<th>Neutral (50-59)</th>
<th>Trust (60-100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>64</td>
<td>90</td>
<td>85</td>
</tr>
<tr>
<td>84</td>
<td>82</td>
<td>82</td>
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<tr>
<td>76</td>
<td>73</td>
<td>70</td>
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<td>66</td>
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<td>35</td>
<td>35</td>
</tr>
<tr>
<td>35</td>
<td>29</td>
<td>29</td>
</tr>
</tbody>
</table>

2023 High income (top 25%)

- Global 26
- China (90)
- Thailand (85)
- Saudi Arabia (84)
- Indonesia (82)
- UAE (82)
- India (76)
- Singapore (73)
- Kenya (70)
- Malaysia (66)
- Mexico (64)
- U.S. (63)
- Nigeria (62)
- The Netherlands (62)
- Germany (60)
- Ireland (60)
- Italy (59)
- Brazil (56)
- Australia (54)
- Colombia (54)
- Canada (53)
- S. Africa (52)
- *Sweden (52)
- UK (51)
- Spain (49)
- Japan (48)
- Argentina (47)
- S. Korea (44)

2023 Low income (bottom 25%)

- Global 26
- China (71)
- India (70)
- Indonesia (68)
- Saudi Arabia (64)
- Kenya (63)
- UAE (63)
- Mexico (56)
- Nigeria (56)
- Malaysia (55)
- Singapore (55)
- Brazil (48)
- Thailand (48)
- Canada (47)
- Italy (46)
- The Netherlands (46)
- Colombia (44)
- Australia (43)
- Germany (42)
- Ireland (42)
- S. Africa (41)
- *Sweden (41)
- Spain (40)
- U.S. (40)
- Argentina (37)
- UK (35)
- Japan (29)
- S. Korea (29)

Greatest income-based trust inequality in:

- Thailand 37pts
- U.S. 23pts
- Saudi Arabia 20pts
- China 19pts
- Japan 19pts
- UAE 19pts

15pts trust inequality globally; double-digits in 20 of 27 countries

Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.
Trust at Home Does Not Guarantee Trust Abroad

Percent trust in companies headquartered in each country

China and India face massive trust deficits abroad

Foreign trust in companies headquartered in each market

<table>
<thead>
<tr>
<th>Country</th>
<th>Foreign Trust</th>
<th>Domestic Trust</th>
<th>Trust Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>32</td>
<td>90</td>
<td>-58</td>
</tr>
<tr>
<td>India</td>
<td>34</td>
<td>89</td>
<td>-55</td>
</tr>
<tr>
<td>S. Korea</td>
<td>48</td>
<td>65</td>
<td>-17</td>
</tr>
<tr>
<td>U.S.</td>
<td>55</td>
<td>65</td>
<td>-10</td>
</tr>
<tr>
<td>France</td>
<td>58</td>
<td>59</td>
<td>-1</td>
</tr>
<tr>
<td>UK</td>
<td>61</td>
<td>62</td>
<td>1</td>
</tr>
<tr>
<td>Japan</td>
<td>63</td>
<td>62</td>
<td>1</td>
</tr>
<tr>
<td>Germany</td>
<td>67</td>
<td>74</td>
<td>7</td>
</tr>
</tbody>
</table>

Trust gap, foreign vs domestic

-58, -55, -7, -10, -1, -3, 7, 1, -7

2023 Edelman Trust Barometer, TRU_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 25-mikt avg., excluding country being rated for “foreign trust”, and by market for “domestic trust.”
Distrust Breeds Polarization
Polarization Most Severe When Deep Divisions Become Entrenched

- **Severely polarized**: I see deep divisions, and I don’t think we’ll ever get past them.
- **Moderately polarized**: I see deep divisions but I think they might be addressable.
- **Less polarized**: I see few deep divisions.

My country is very/extremely divided… and I do not feel these divisions can be overcome.
Six Countries Severely Polarized

2023 Edelman Trust Barometer. POL_DEG. Using the scale below, please indicate how divided on key societal issues you believe your country is today. 5-point scale; top 2 box, very/extremely divided. POL_PROG. How likely or unlikely do you think it is that your country will be able to work through or overcome its ideological divisions and lack of agreement on key issues and challenges? 8-point scale; codes 2-5, divisions can’t be overcome. General population, by market. Data for “entrenched” is POL_PROG/2-5 filtered by those who feel their country is very/extremely divided (POL_DEG/4-5). All data is rebased to exclude those that said, “don’t know.”
Drivers Of Polarization: Distrust, Weak Social Fabric, Unfairness

Size of impact on respondent's perception of polarization
+ Less than .20  ++ .20 to .30  +++ More than .30

Only significant drivers of polarization are shown

- Distrust in government (+++)
- Lack of shared identity (+++)
- Systemic unfairness (++)
- Economic pessimism (+)
- Societal fears (+)
- Distrust in media (+)
Both Cause and Consequence: Polarization Itself Leads to Further Distrust

Percent trust among those who say

My country is …

... not very divided

... divided, not entrenched

... polarized: divisions are entrenched

When we see our country as polarized, we don’t trust

Due to a translation inconsistency, the France data was removed from the global data. For more details contact the Trust Barometer research team.
Our country is more divided today than in the past

Majority in 15 of 26 countries agree

GLOBAL 25 Excludes China and Thailand

53%
Divisive Forces Exploit and Intensify Our Differences

Percent who say, in Kenya

These groups are

<table>
<thead>
<tr>
<th>a dividing force that pulls people apart</th>
<th>a unifying force that brings people together</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hostile foreign governments</td>
<td>64</td>
</tr>
<tr>
<td>Rich and powerful</td>
<td>61</td>
</tr>
<tr>
<td>Government leaders</td>
<td>49</td>
</tr>
<tr>
<td>Journalists</td>
<td>58</td>
</tr>
<tr>
<td>Business leaders</td>
<td>61</td>
</tr>
<tr>
<td>NGO leaders</td>
<td>72</td>
</tr>
<tr>
<td>Teachers</td>
<td>79</td>
</tr>
</tbody>
</table>

Business leaders, NGO leaders, and teachers more likely to be seen as unifiers

2023 Edelman Trust Barometer. PROB_PLP. Ideological differences will always exist among people, but there are some groups of people that are perhaps making things worse than they might otherwise be by fueling divisions and tormenting a lack of civility between people who hold different views. In contrast, there are some groups of people that are perhaps making things better than they might otherwise be by working to foster cooperation between people who hold different views. In thinking about each group of people listed below, please specify where you think they fall on the scale between being a unifying force in society and being a dividing force. 11-point scale; codes 7-11, a dividing force in society; codes 1-5, a unifying force in society. Some attributes asked of half of the sample. General population, Kenya.
In Kenya, Social Fabric Weakens

Percent who say, in Kenya

The lack of civility and mutual respect today is the worst I have ever seen

The social fabric that once held this country together has grown too weak to serve as a foundation for unity and common purpose

55% 62%
Ideology Becomes Identity: Few Would Live or Work With the Other Side

Among those who feel strongly about an issue, percent who say, in Kenya

If a person strongly disagreed with me or my point of view, I would …

Help them if they were in need

Be willing to live in the same neighborhood

Be willing to have them as a coworker

35%

23%

22%
Polarization Worsens Fears

Among those who say their country is divided on key issues, percent who say, in Kenya

If our divisions are not addressed, this is likely to be a consequence

Top 5 of 13:

- **#1** Slower economic development
- **#2** Inability to address societal challenges
- **#3** Worsening prejudice and discrimination
- **#4** Lack of cooperation with authorities
- **#5** Violence in the streets

*Economic consequence*
Great Expectations, Heightened Risk for Business
In Kenya, Business, NGOs and Media Seen As Competent and Ethical
(Competence score, net ethical score)

2023 Edelman Trust Barometer. The ethical scores are averages of nets based on \([\text{INS}]_{\text{PER}, \text{DIM}/1-4}\). Government and Media were only asked of half of the sample. The competence score is a net based on \([\text{TRU}, 3D, \text{INS}]/1\). Government and Media were only asked of half of the sample. General population, Kenya. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

*Coordinates provided for reference: government points not shown to scale
In Kenya, My Employer Trusted

Percent trust

Kenya

76
MY EMPLOYER

In Kenya, My Employer Trusted

Percent trust

Kenya

76
MY EMPLOYER

2023 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, by market. “Your employer” only shown to those who are an employee of an organization (Q43/1). *Sweden is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.
Among Those Who Feel Polarized, Employer Is Only Trusted Institution

Percent trust among those who say their country is …

GLOBAL 26 excludes France

- **Distrust (1-49)**
- **Neutral (50-59)**
- **Trust (60-100)**

<table>
<thead>
<tr>
<th>Institution</th>
<th>My employer</th>
<th>Business</th>
<th>NGOs</th>
<th>Government</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>not very divided</strong></td>
<td>81</td>
<td>68</td>
<td>64</td>
<td>63</td>
<td>58</td>
</tr>
<tr>
<td><strong>divided, not entrenched</strong></td>
<td>82</td>
<td>68</td>
<td>65</td>
<td>50</td>
<td>54</td>
</tr>
<tr>
<td><strong>polarized: divisions are entrenched</strong></td>
<td>69</td>
<td></td>
<td></td>
<td>50</td>
<td>35</td>
</tr>
</tbody>
</table>

2023 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, 26-mkt avg. “Your employer” only shown to those who are an employee of an organization (Q43/1).

Due to a translation inconsistency, the France data was removed from the global data. For more details contact the Trust Barometer research team.
Consumers and Employees Pressure Business to Stand Up for Them

Percent who say

I buy or advocate for brands based on my beliefs and values

2022 Edelman Trust Barometer Special Report: The New Cascade of Influence
Belief-driven consumers. General population, 14-mkt avg. Please see the Technical Appendix for full explanation of how belief-driven consumers were measured.

GLOBAL 14

63

2022 Edelman Trust Barometer Special Report: Trust In the Workplace

Having societal impact is a strong expectation or deal breaker when considering a job (avg)

GLOBAL 7

Among employees

69

Business reflects my values
Has a greater purpose
Meaningful work that shapes society
Opportunities to address social problems
Stops specific business practices if employees object
CEO addresses controversial issues I care about

2022 Edelman Trust Barometer Special Report: Trust In the Workplace. EMP. IMP. When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there? 3-point scale; top 2 box, important. 7-mkt avg. All data is filtered to be among employees who work for an organization or corporation (Q43/1). "Societal impact" is an average of attributes 12-17.
Want More Societal Engagement from Business, Not Less

Percent who say, in Kenya

On addressing each societal issue, business is

<table>
<thead>
<tr>
<th>Issue</th>
<th>Multiplier</th>
<th>not doing enough vs overstepping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climate change</td>
<td>7x</td>
<td>49:7</td>
</tr>
<tr>
<td>Healthcare access</td>
<td>6x</td>
<td>48:8</td>
</tr>
<tr>
<td>Economic inequality</td>
<td>5x</td>
<td>46:9</td>
</tr>
<tr>
<td>Energy shortages</td>
<td>5x</td>
<td>46:9</td>
</tr>
<tr>
<td>Trustworthy information</td>
<td>4x</td>
<td>42:10</td>
</tr>
<tr>
<td>Workforce reskilling</td>
<td>4x</td>
<td>39:10</td>
</tr>
</tbody>
</table>

Multiplier not doing enough vs overstepping

2023 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, “not doing enough”; code 1, “overstepping”. General population, Kenya. The multipliers are rounded to the nearest .5.
I think **business can avoid being political** when it addresses contentious societal issues

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[Bar chart showing the percent of people who agree that business can avoid being political when addressing contentious societal issues. The chart indicates that less than majority agree in 19 of 28 countries.]
Navigating a Polarized World
In Kenya, CEOs Most Expected To Act on Employees, Discrimination and Wealth Gap

Percent who say, in Kenya

I expect CEOs to take a public stand on this issue:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percent (Code 1 + Code 2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treatment of employees</td>
<td>91</td>
</tr>
<tr>
<td>Discrimination</td>
<td>89</td>
</tr>
<tr>
<td>Wealth gap</td>
<td>84</td>
</tr>
<tr>
<td>Climate change</td>
<td>83</td>
</tr>
<tr>
<td>Immigration</td>
<td>78</td>
</tr>
</tbody>
</table>

---

2023 Edelman Trust Barometer, CEO_ISS_EXP. For each of the following issues, please indicate what you expect CEOs to do. 3-point scale: code 1, publicly take a stand; code 2, take a stand and use resources. Question asked of half of the sample. General population, Kenya. Data is rebased to exclude those that said, “don’t know,” and showing the sum of codes 1 and 2.
Best Societal Outcomes When Government and Business Work Together

Percent who say, in Kenya

Approach most likely to result in **constructive action**
averaged across climate change, discrimination, immigration, employee treatment, and income inequality

<table>
<thead>
<tr>
<th>Government and business working in partnership</th>
<th>Both working independently</th>
<th>Government only working alone</th>
<th>Business only working alone</th>
</tr>
</thead>
<tbody>
<tr>
<td>58</td>
<td>17</td>
<td>10</td>
<td>7</td>
</tr>
</tbody>
</table>

8x more likely to yield optimal results from partnership than business alone

---

2023 Edelman Trust Barometer. GOV_VS_BUS1. For each of the societal issues listed below, please indicate which of the following is the most likely to result in your country being able to work through any ideological divisions that exist regarding the issue and take constructive action to address it. 5-point scale; code 5, government and business working in partnership; code 2, government and business working independently; code 3, government working alone; code 4, business working alone. Question asked of half of the sample. General population, Kenya. Data is rebased to exclude those that said, “don’t know” and is showing an average of five issues.
Trustworthy Information Insulates Business Action from Politicization

Among the 65% who say it is possible for a business to address societal issues without being seen as politicized, percent who say, in Kenya

To avoid being seen as politically motivated when taking a stand:

- Be a trustworthy information source: 60%
- Don’t align with only one political party: 52%
- Refuse to bend to political pressure: 50%
- Base actions on science: 48%
- Act on same values over time: 44%
**Improve Economic Optimism:**
Invest in Fair Compensation, Local Communities, Paying Taxes

Percent who say, in Kenya

CEOs are obligated to …

<table>
<thead>
<tr>
<th>Action</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay a fair wage</td>
<td>87</td>
</tr>
<tr>
<td>Ensure their home community is safe and thriving</td>
<td>84</td>
</tr>
<tr>
<td>Pay fair corporate taxes</td>
<td>83</td>
</tr>
<tr>
<td>Retrain employees</td>
<td>72</td>
</tr>
</tbody>
</table>
Brands celebrating what brings us together and emphasizing our common interest would strengthen the social fabric.

68%
## Hold Divisive Forces Accountable

Percent who say, in Kenya

<table>
<thead>
<tr>
<th>I believe CEOs are obligated to ...</th>
<th>Companies could strengthen the social fabric if they ...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Defend facts and <strong>expose questionable science</strong> used to justify bad social policy</td>
<td>Pull advertising money from platforms that spread misinformation</td>
</tr>
<tr>
<td><strong>82%</strong></td>
<td><strong>76%</strong></td>
</tr>
<tr>
<td>Support politicians and media that build consensus and cooperation (avg)</td>
<td><strong>76%</strong></td>
</tr>
</tbody>
</table>
Navigating a Polarized World

1. Business must continue to lead
   As the most trusted institution, business holds the mantle of greater expectation and responsibility. Leverage your comparative advantage to inform debate and deliver solutions across climate, diversity and inclusion, and skill training.

2. Collaborate with government
   The best results come when business and government work together, not independently. Build consensus and collaborate on policies and standards to deliver results that push us toward a more just, secure, and thriving society.

3. Restore economic optimism
   A grim economic view is both a driver and outcome of polarization. Invest in fair compensation, training, and local communities to address the mass-class divide and the cycle of polarization.

4. Advocate for the truth
   Business has an essential role to play in the information ecosystem. Be a source of reliable information, promote civil discourse, and hold false information sources accountable through corrective messaging, reinvestment, and other action.
Thank You