

2023 Edelman Trust Barometer

Kenya Edition

Top 10

01 Business and NGOs are trusted

NGO (76%) and business (71%) are the most trusted institutions in Kenya followed by media (63%) and government (43%).

02 Economic optimism declines

With economic optimism collapsing around the world, 80% of Kenyans believe their families will be better off in five years, a drop of 11 pts from 2022.

03 Division is more prevalent now

40% of Kenyans believe the country is more divided today than in the past.

04 Unifying Forces

Teachers, NGO leaders and business leaders are seen as a unifying force that brings people together.

05 CEOs should take a public stand

Most Kenyans expect CEOs to take a public stand on prominent issues including the treatment of employees (91%), discrimination (89%), the wealth gap (84%), climate change (83%), and immigration (78%).

06 Hold divisive forces accountable

76% of Kenyans believe CEOs are obligated to pull advertising money from platforms that spread misinformation.

07 Use brands to create shared identity

Kenya has the highest percentage of respondents (83%) of all 28 countries surveyed who agree that brands celebrating what brings us together and emphasizing our common interest would strengthen the social fabric in the country.

08 Institutional Imbalance

In Kenya, there is a 28-point gap between trust in business and trust in government.

09 Collaborate with Government

On average, 58% of Kenyans surveyed believe that the best societal outcomes will emerge when business works in partnership with government.

10 Avoid being political

65% of Kenyans surveyed say it's possible for business to engage in addressing contentious societal issues without being political.