

2025 Edelman Trust Barometer

Kenya Report: Trust & the Crisis of Grievance

Top 10 Findings

01 NGOs retain top ranking

NGOs continue to be the most trusted institution in Kenya, with 76% trust, followed by business at 72% and media at 66%. This indicates a consistent preference for organizations perceived as serving the public good.

02 Government trust on the decline

Trust in government stands at 38%, marking a 4pt decline from the previous year. A decline in government trust is observed across all income brackets, reinforcing a growing skepticism towards government as an institution.

03 High distrust in government leaders

A staggering 80% of Kenyans worry that government leaders intentionally mislead the public by making false claims or exaggerated statements, pointing to deep-seated concerns about transparency and accountability.

04 Public grievances against key institutions

7 in 10 Kenyans have a moderate or high sense of grievance, they feel that both business and government make their lives harder and serve narrow interests, and wealthy people benefit unfairly from the system while regular people struggle.

05 Concerns over wealth inequality

61% of Kenyans believe that the wealthy do not contribute their fair share in taxes, potentially exacerbating feelings of economic injustice and fueling skepticism towards both business and government.

06 Bleak outlook for future generations

Only 53% of Kenyans think that the next generation will be better off compared to today, highlighting economic and social anxieties that could shape future trust dynamics.

07 Trust in Artificial Intelligence

67% of Kenyans express trust in artificial intelligence, reflecting an openness to innovation.

08 Rising concerns over misinformation

56% of Kenyans say it is becoming harder to distinguish between legitimate news sources and sources providing misleading information, signaling an urgent need for trusted journalism and media literacy.

09 Support for hostile activism

Nearly 1 in 2 Kenyans (46%) approve of hostile activism (approving of one or more of the following actions: online attacks, intentionally spreading disinformation, threatening or committing violence, or even property damage) as a valid means of pushing for change.

10 Influence earned through compassion, not power

69% of Kenyans believe that legitimate influence comes from understanding people's needs and wants rather than merely holding a formal position of power (55%)—shaping expectations for leaders across business, government, and society.

To learn more about the Edelman Trust Barometer, Visit www.edelman.com/trust/2025/trust-barometer #TrustBarometer
All data is based on general population samples unless otherwise noted

