

2025 Edelman Trust Barometer

Nigeria: Trust and the Crisis of Grievance

Top 10 Findings

- 01

Trust for institutions modestly improves:

Nigeria’s trust index – average trust across business, government, media, NGOs – has increased to 65, up 4 points from the previous year.
- 02

Fear of discrimination rises:

The fear of being discriminated against through prejudice, discrimination, or racism grew by 9 points, reaching 75%.
- 03

Discrimination against men:

The fear was particularly marked among men which rose to 74% - an 11-point increase from the previous year, and those with high income at 85%, recording a 22-point increase.
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Public holds grievances against institutions and rich:

Over 7 in 10 Nigerians have a moderate or higher sense of grievance against Business, Government, and the Rich.
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Concerns over wealth inequalities:

A majority of Nigerians, 74%, say “the wealthy’s selfishness causes many of our problems”, while 62% say the wealthy don’t pay their fair share of taxes.
- 06

Institutional leaders intentionally misleading:

Over 7 in 10 Nigerians worry about government officials, business leaders, and journalists intentionally misleading the public.
- 07

Support for hostile activism:

Over half the Nigerian population (52%) view hostile activism – including attacking people online, spreading disinformation, threatening violence, and/or damaging property – as a viable method to drive change.
- 08

Foreign competition and automation fears rise:

Employee concerns over job loss due to foreign competition have escalated, rising by nine points from the previous year to reach 67%. Automation-driven job security fears have also surged by eight points, now standing at 70% among employees, signaling growing apprehension about job displacement and job security.
- 09

CEOs have permission to act:

For those with a high sense of grievance, 89% believe CEOs are justified in addressing a societal challenge if they could make a major positive impact on it, and 80% say a CEO is justified in addressing an issue if it would improve business performance.
- 10

A better future on the horizon:

Nigerians are more optimistic than their global counterparts, with 50% believing that compared to today, future generations will be better off.