

2023 Edelman Trust Barometer

Italy Report



2023 Edelman Trust Barometer

Methodology

Annual online survey in its 23rd year

Fieldwork conducted: Nov 1 – Nov 28, 2022

28


Countries

32,000+

Respondents

1,150+/-

Respondents per country**

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

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:

GLOBAL 27

*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

GLOBAL 25 Excludes China and Thailand

The sensitive nature of the question prevented this data from being collected in these countries

Statistical significance

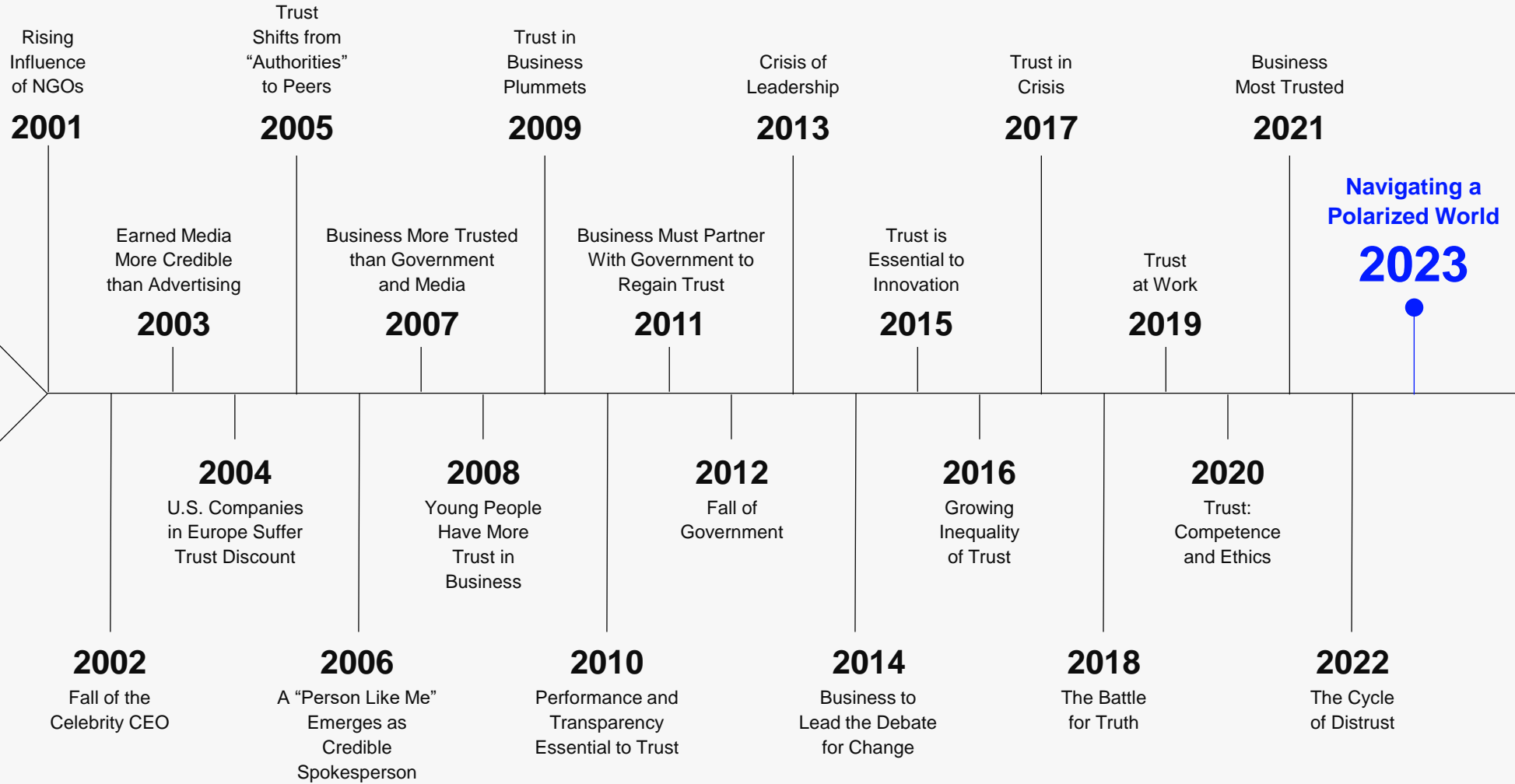
 **Significant change**

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



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.

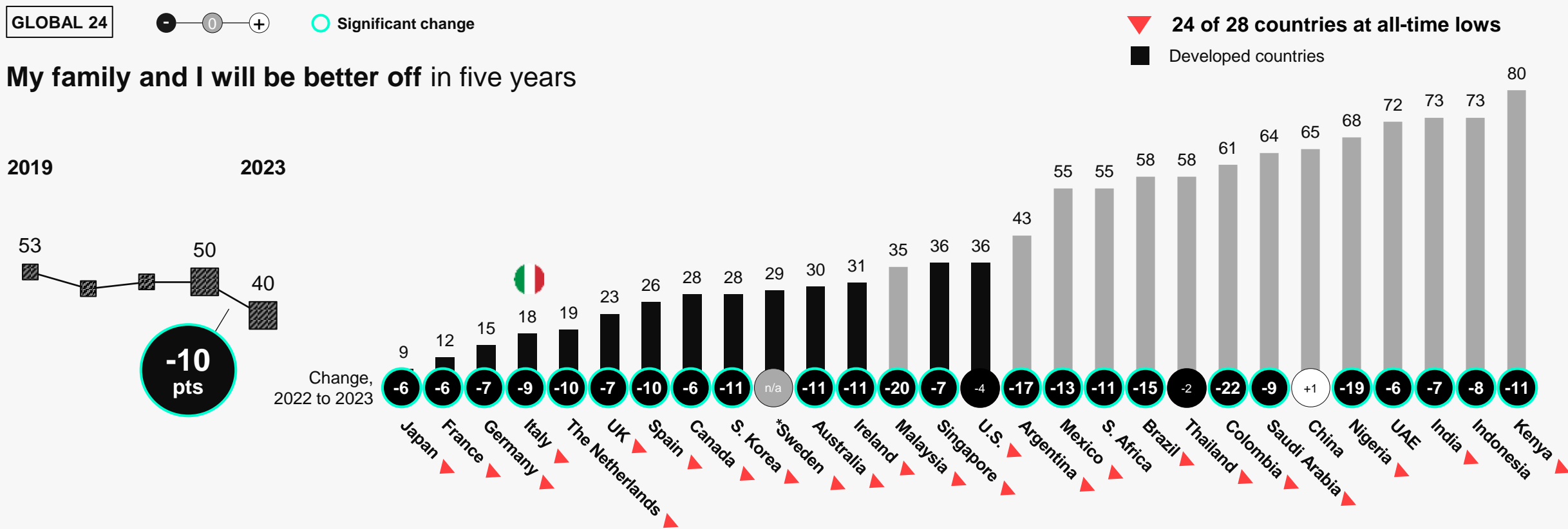


Facing Economic Fears Without a Trust Safety Net



Economic Optimism Collapses

Percent who say



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.

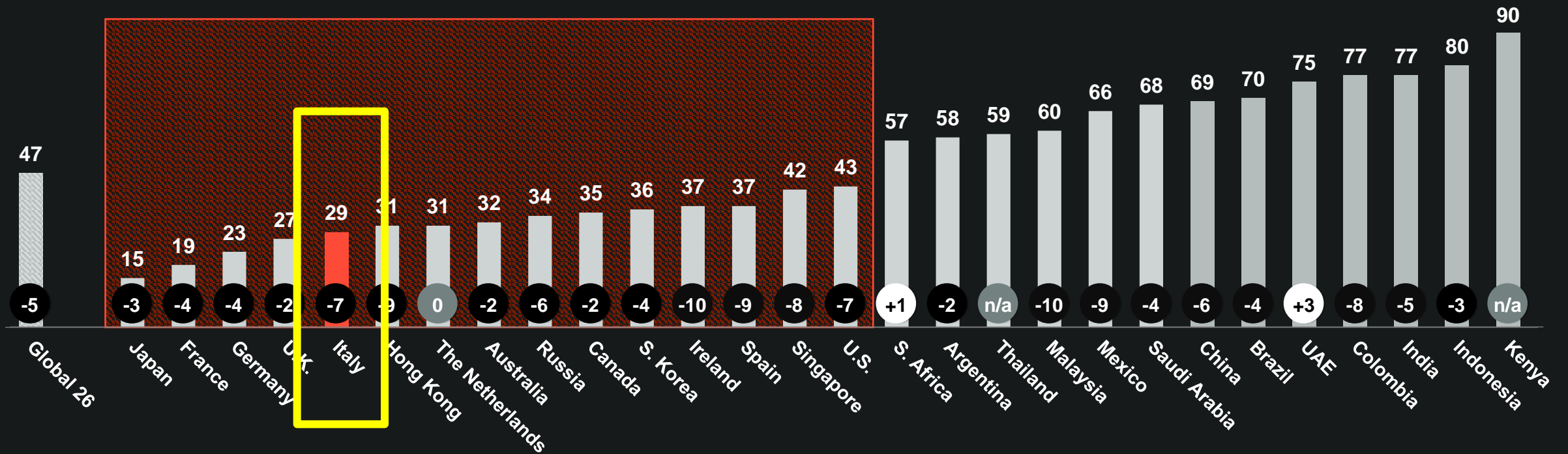


PESSIMISTIC ABOUT ECONOMIC PROSPECTS

Percent who believe they and their families will be better off in five years' time

○ 0 ○ Change, 2019 to 2020

Majority pessimistic in 15 of 28 markets



2020 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, 26-mkt avg.

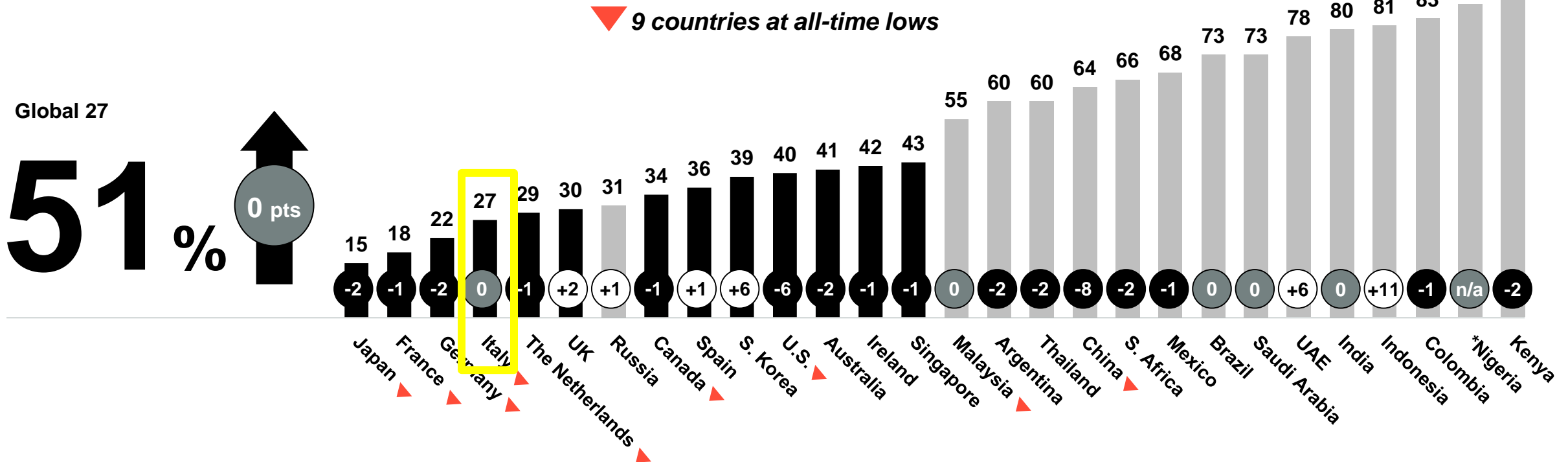
DEVELOPED COUNTRIES LACK ECONOMIC OPTIMISM

Percent who believe they and their families will be better off in five years' time

■ Developed countries

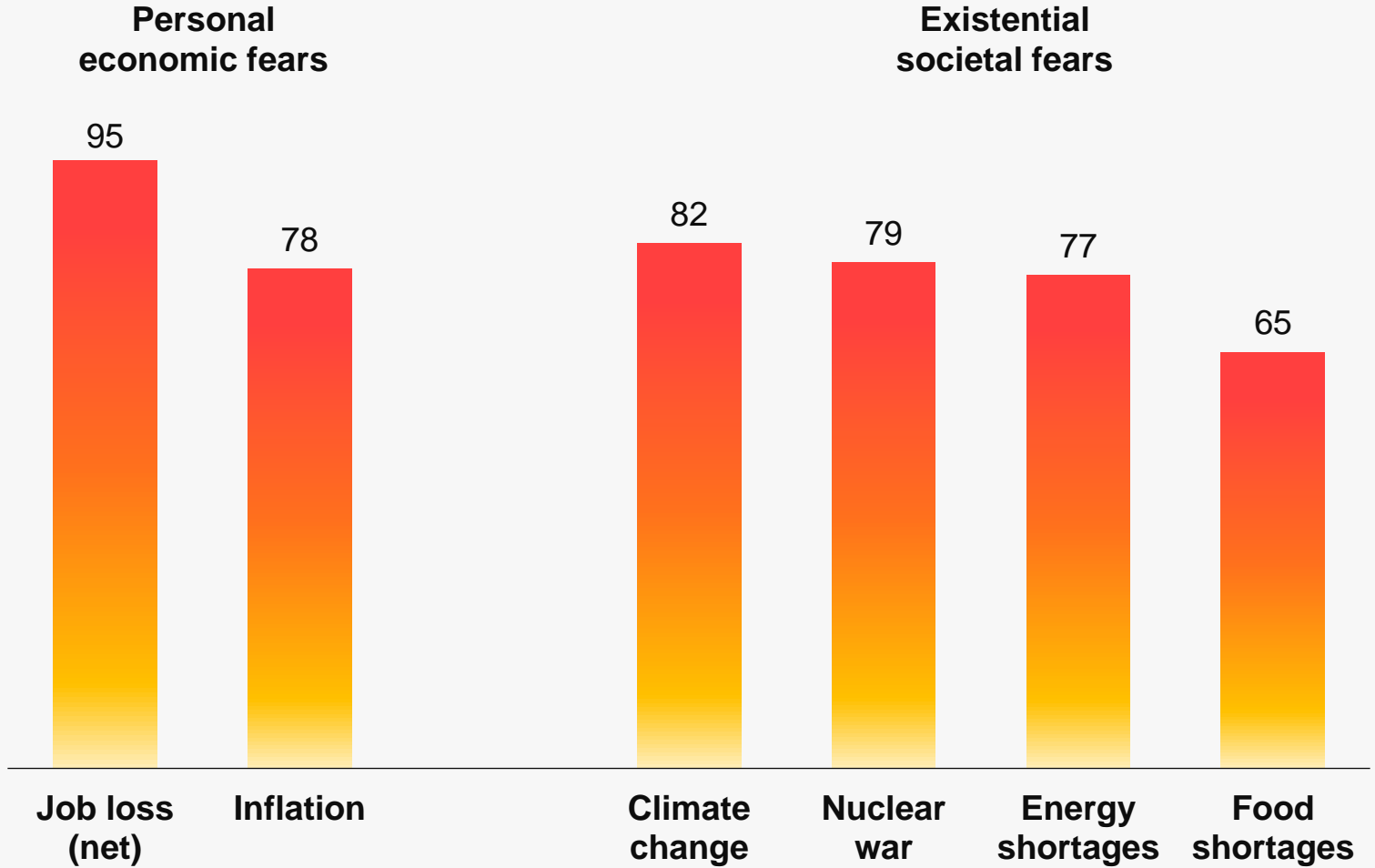
● 0 ● + Change, 2021 to 2022

My family and I will be better off
in five years' time



Personal Anxieties On Par With Existential Fears

Percent who worry about each, in Italy

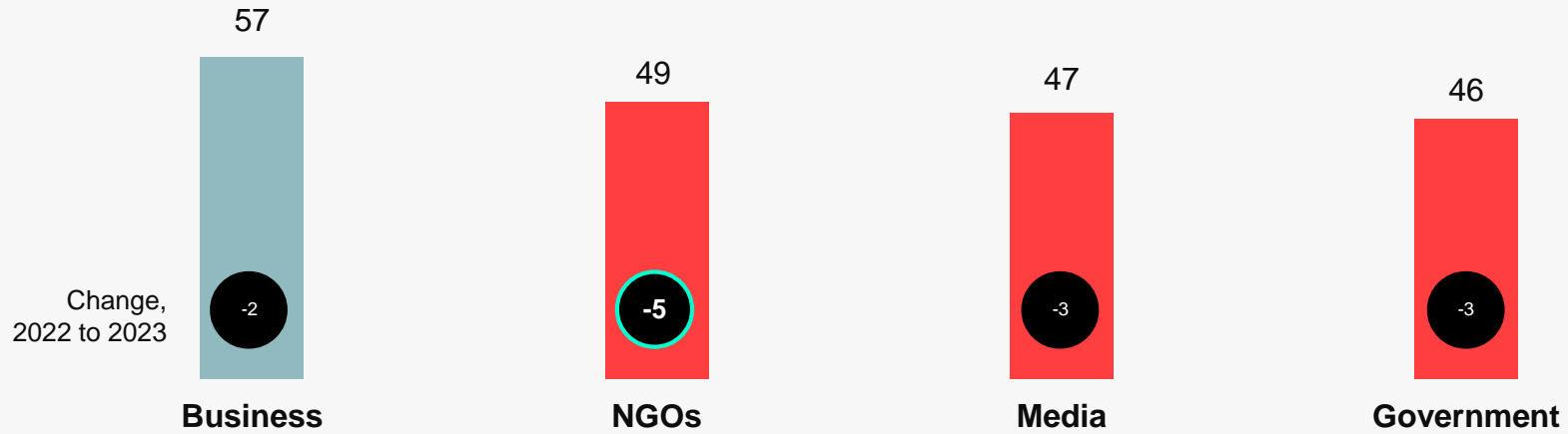
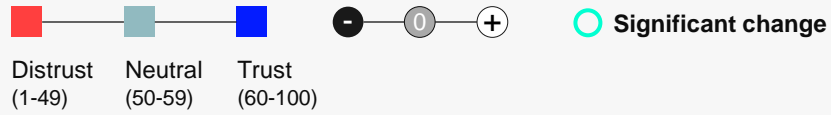


2023 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Some attributes asked of half of the sample. General population, Italy. Job loss asked of those who are an employee of an organization (Q43/1). Job loss is a net of attributes 1-3, 5, and 22-24.



In Italy, No Institutions Trusted

Percent trust, in Italy



Least-trusting countries for each institution

- Spain 49
- Japan 47
- S. Korea 38

- *Sweden 44
- Germany 41
- Japan 38

- UK 37
- Japan 34
- S. Korea 27

- Japan 33
- S. Africa 22
- Argentina 20

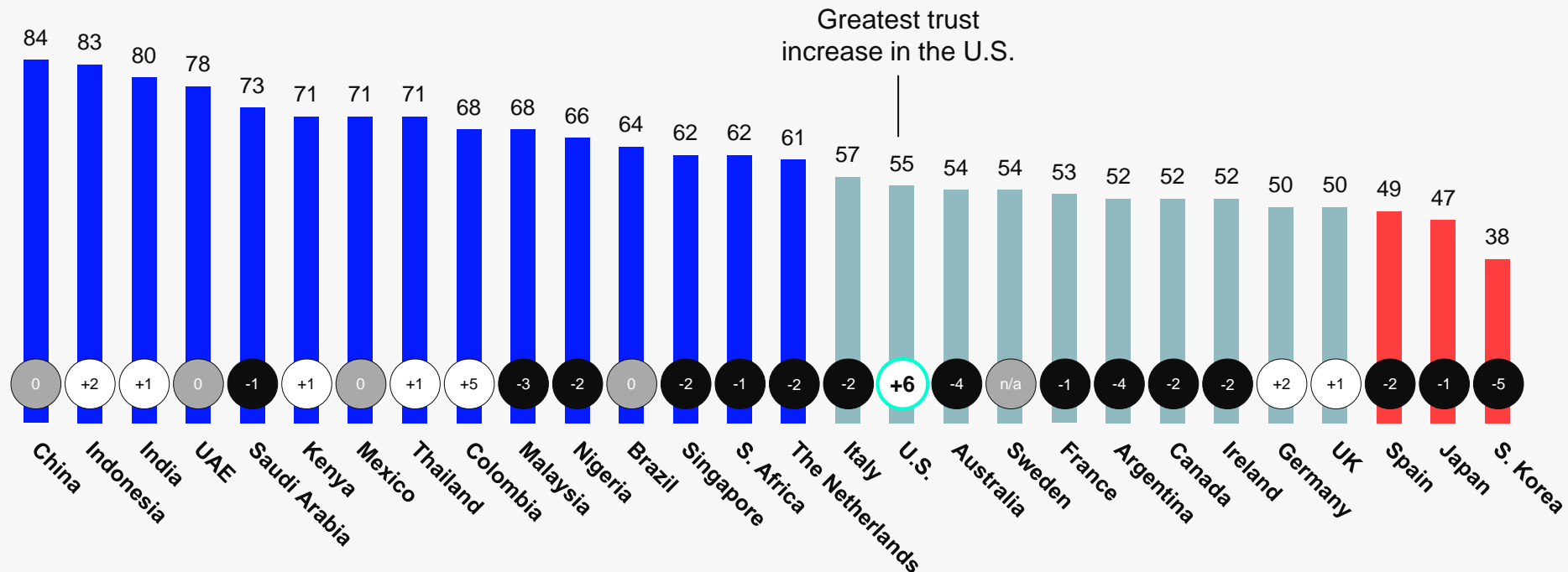
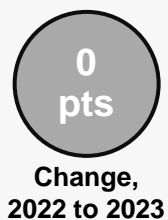
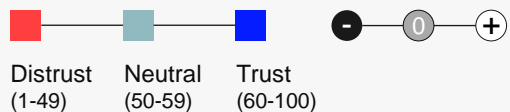


2023 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Italy. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Trust in Business Declines in 15, Gains in 8 of 27 Countries

Percent trust

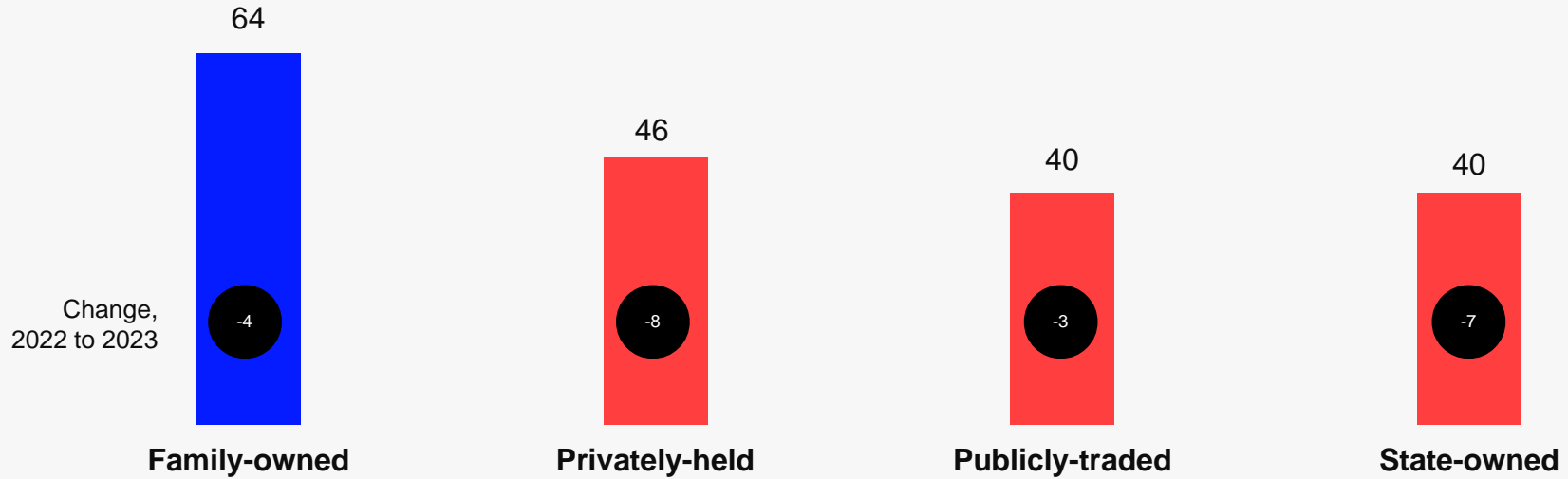
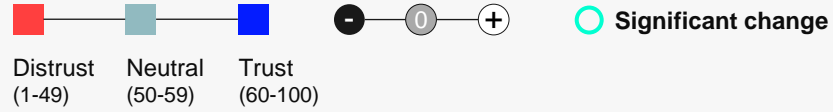


2023 Edelman Trust Barometer. TRU_INS. [BUSINESS] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. *Sweden is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



In Italy, Family-Owned Businesses Only Trusted Business Type

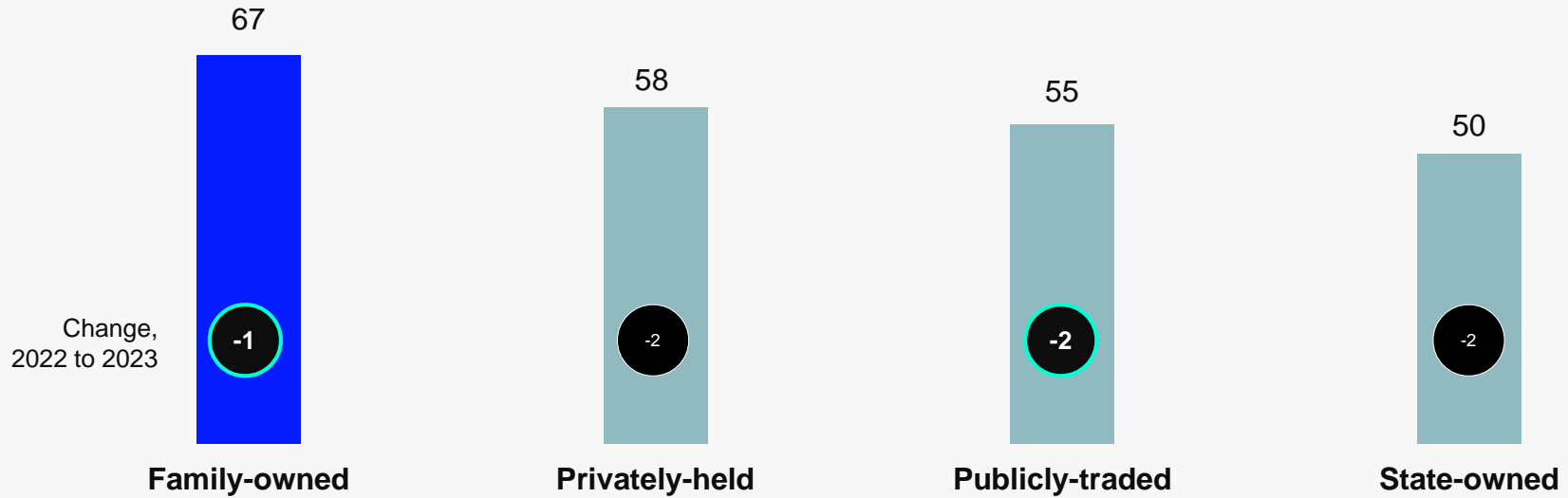
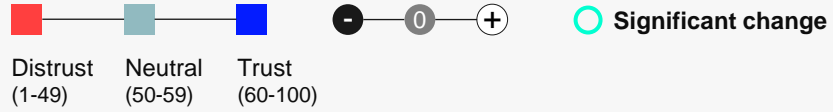
Percent who trust each type of business to do what is right, in Italy



Family-Owned Businesses Most Trusted

Percent who trust each type of business to do what is right

GLOBAL 27

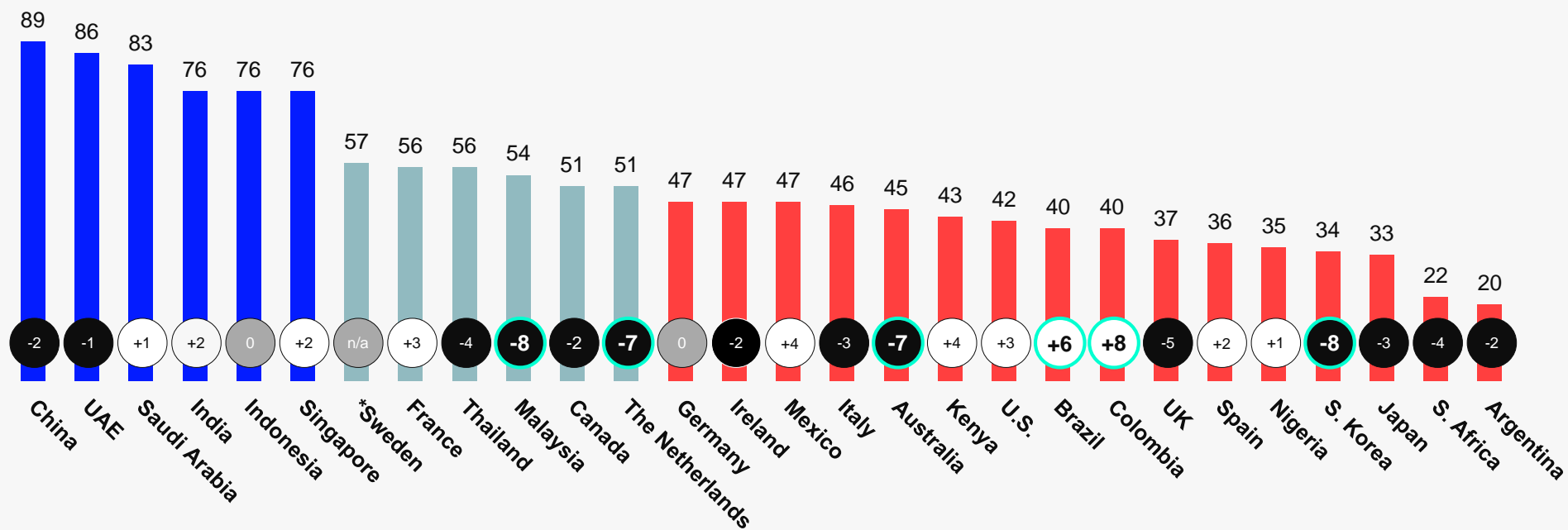
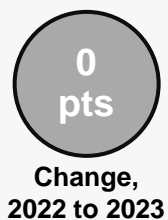
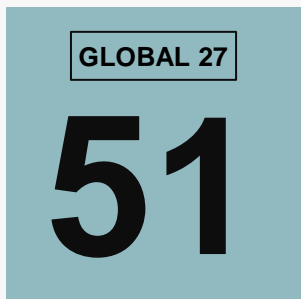
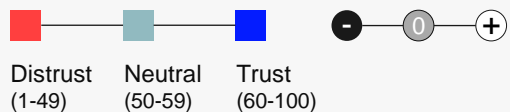


2023 Edelman Trust Barometer. TRU_ORG. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 27-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Trust in Government Declines in 14, Gains in 11 of 27 Countries

Percent trust

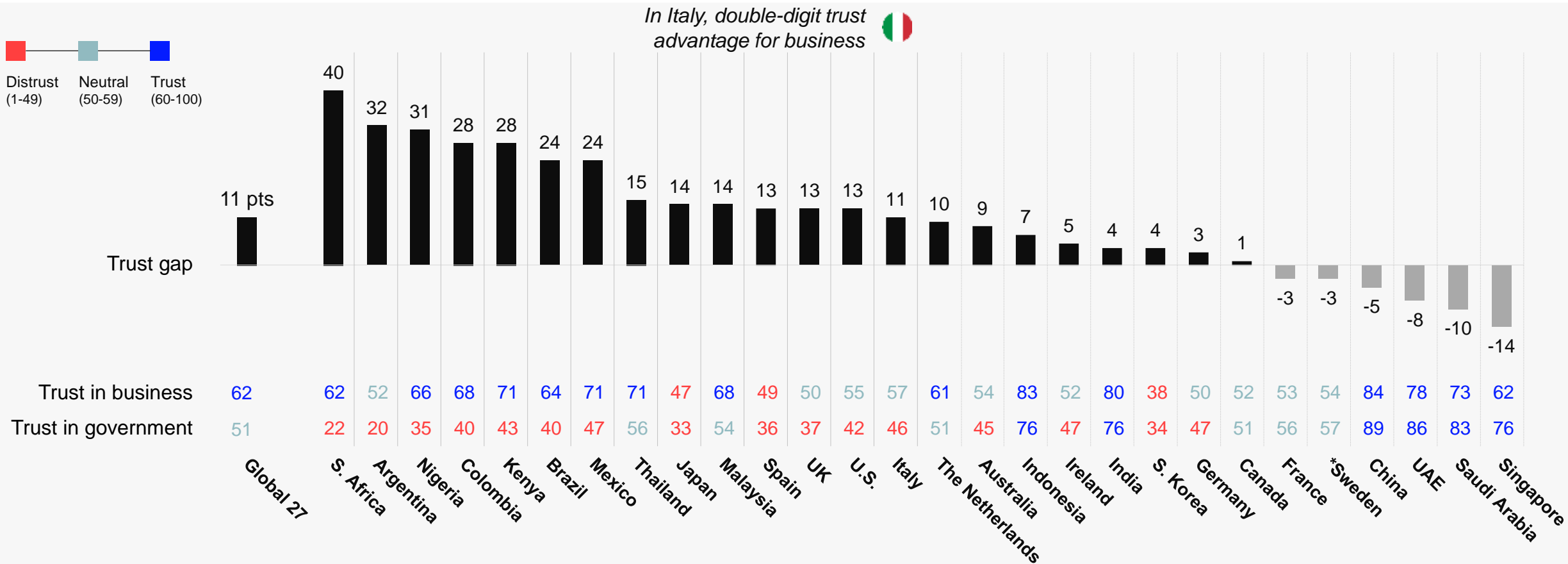


2023 Edelman Trust Barometer. TRU_INS. [GOVERNMENT] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. *Sweden is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Institutions Out of Balance: Government Far Less Trusted than Business

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



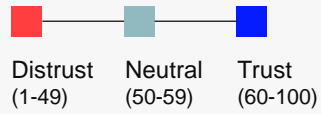
2023 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. *Sweden is not included in the global average.



Trust in Institutions: 10 Year Trend

Percent trust, in Italy

ITALY

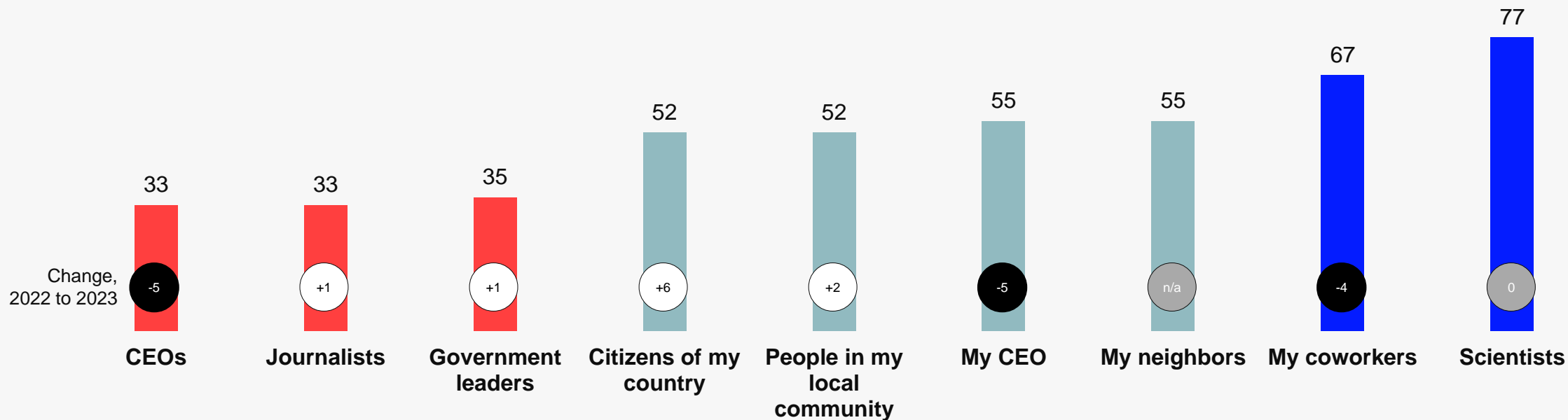
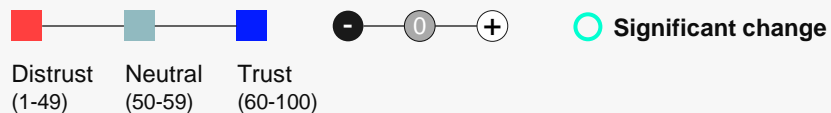


	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	10yr change
Business	45	49	48	57	55	54	53	57	59	59	57	+12
NGOs	51	54	53	58	59	46	44	49	48	54	49	-2
Media	45	43	41	50	48	45	45	49	50	50	47	+2
Government	21	18	27	30	31	27	43	41	51	49	46	+25



Institutional Leaders Distrusted

Percent trust, in Italy

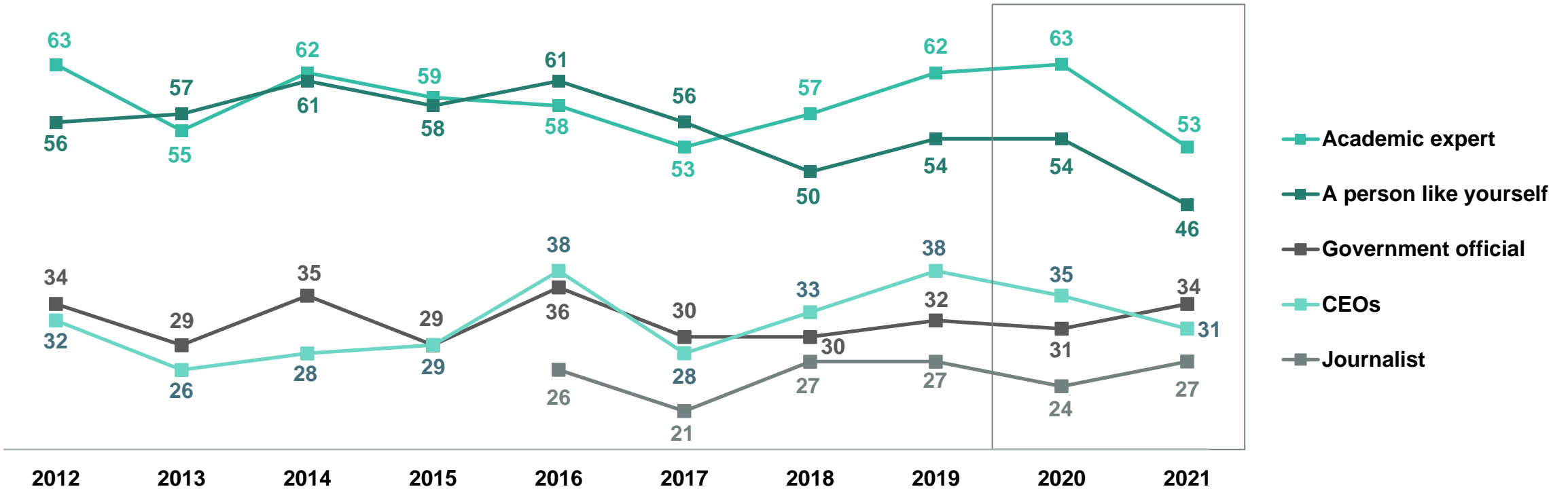


2023 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Some attributes asked of half of the sample. General population, Italy. "My coworkers" and "my CEO" only 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.



SPOKESPEOPLE CREDIBILITY OVER TIME

Percent who rate each as very/extremely credible as a source of information about a company, in Italy

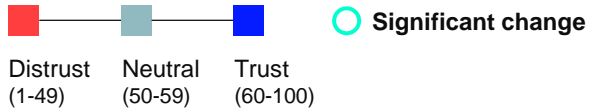


2021 Edelman Trust Barometer. CRE_PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be--extremely credible, very credible, somewhat credible, or not credible at all? 4-point scale; top 2 box, credible. Question asked of half of the sample. General population, Italy.

Trust Index: Trust Stable Amid Economic Headwinds

Trust Index

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



2023 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. 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, 27-mkt avg. *Sweden is not included in the global average.

2022 General population

2022	Global 27
56	China
83	UAE
76	Indonesia
75	India
74	Saudi Arabia
72	Malaysia
66	Singapore
66	Thailand
66	Kenya
60	Mexico
59	The Netherlands
57	Nigeria
56	Canada
54	Australia
53	Italy
51	Brazil
51	Ireland
50	France
48	Colombia
48	S. Africa
46	Germany
45	Argentina
45	Spain
44	UK
43	U.S.
42	S. Korea
40	Japan

2023 General population

2023	Global 27
56	China
83	Indonesia
75	UAE
74	India
73	Saudi Arabia
71	Singapore
66	Thailand
66	Kenya
63	Malaysia
62	Mexico
61	Nigeria
56	The Netherlands
54	Brazil
53	Canada
52	Australia
51	Colombia
51	France
50	Italy
48	Australia
48	Ireland
48	U.S.
47	S. Africa
46	Germany
44	Spain
44	UK
43	UK
42	Argentina
38	Japan
36	S. Korea



Biggest gainers:

U.S.	+5
Colombia	+3
Kenya	+3

Biggest losers:

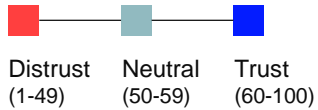
S. Korea	-6
Australia	-5
Malaysia	-4



Mass-Class Divide: Income-Based Inequality Creates Two Trust Realities

Trust Index

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



2023 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. 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, 27-mkt avg., by income. *Sweden is not included in the global average.

Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.

2023 High income (top 25%)

64	Global 27
90	China
85	Thailand
84	Saudi Arabia
82	Indonesia
82	UAE
76	India
73	Singapore
70	Kenya
66	Malaysia
64	Mexico
63	U.S.
62	Nigeria
62	The Netherlands
60	France
60	Germany
60	Ireland
59	Italy
56	Brazil
54	Australia
54	Colombia
53	Canada
52	S. Africa
52	*Sweden
51	UK
49	Spain
48	Japan
47	Argentina
44	S. Korea

2023 Low income (bottom 25%)

49	Global 27
71	China
70	India
68	Indonesia
64	Saudi Arabia
63	Kenya
63	UAE
56	Mexico
56	Nigeria
55	Malaysia
55	Singapore
48	Brazil
48	Thailand
47	Canada
46	France
46	Italy
46	The Netherlands
44	Colombia
43	Australia
42	Germany
42	Ireland
41	S. Africa
41	*Sweden
40	Spain
40	U.S.
37	Argentina
35	UK
29	Japan
29	S. Korea

15pts trust inequality globally;
double-digits in 21 of 28 countries

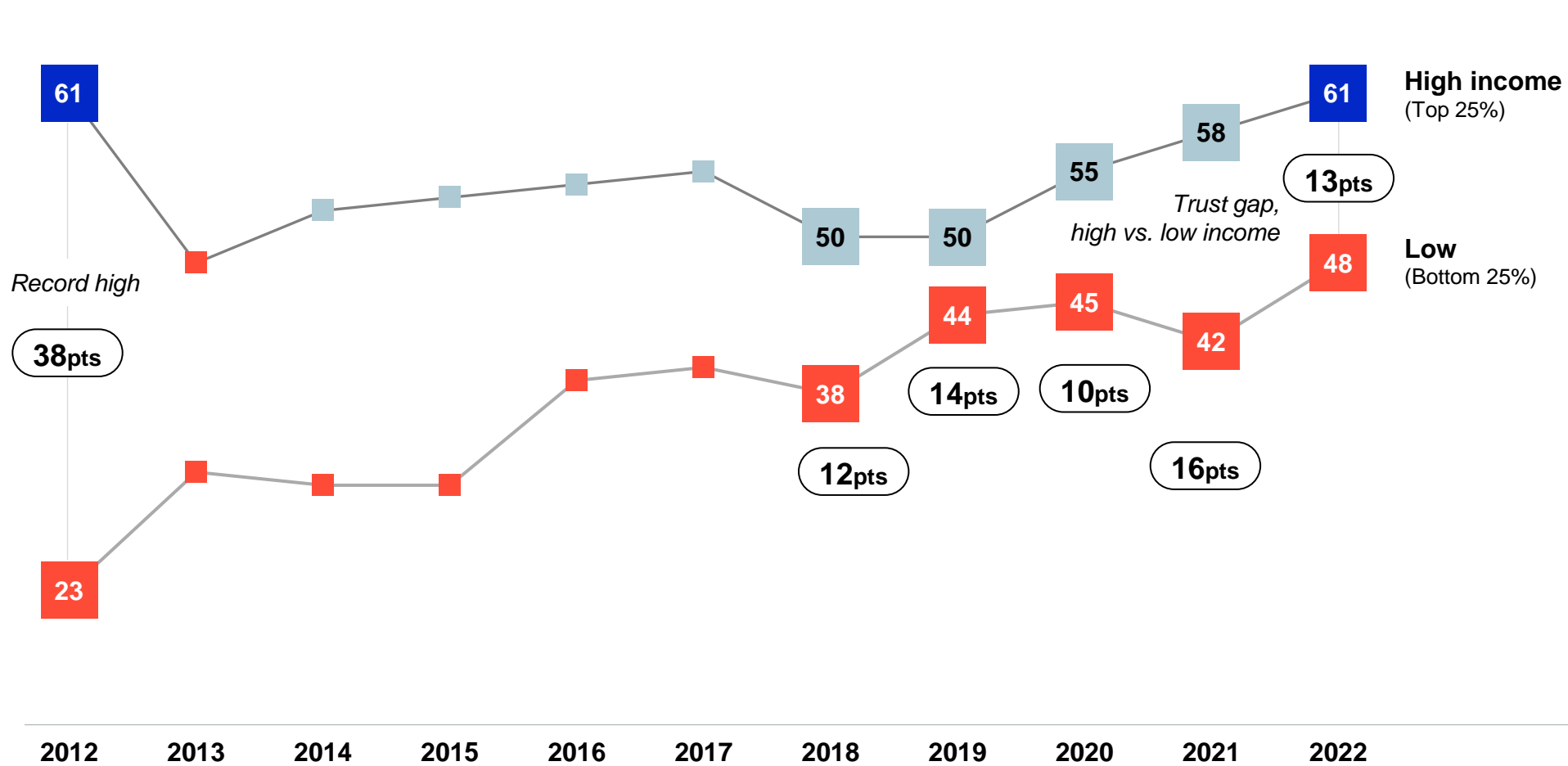
Greatest income-based trust inequality in:

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



CONTINUED TRUST INEQUALITY IN ITALY

Trust Index, in Italy



Countries with the greatest income-based trust inequality

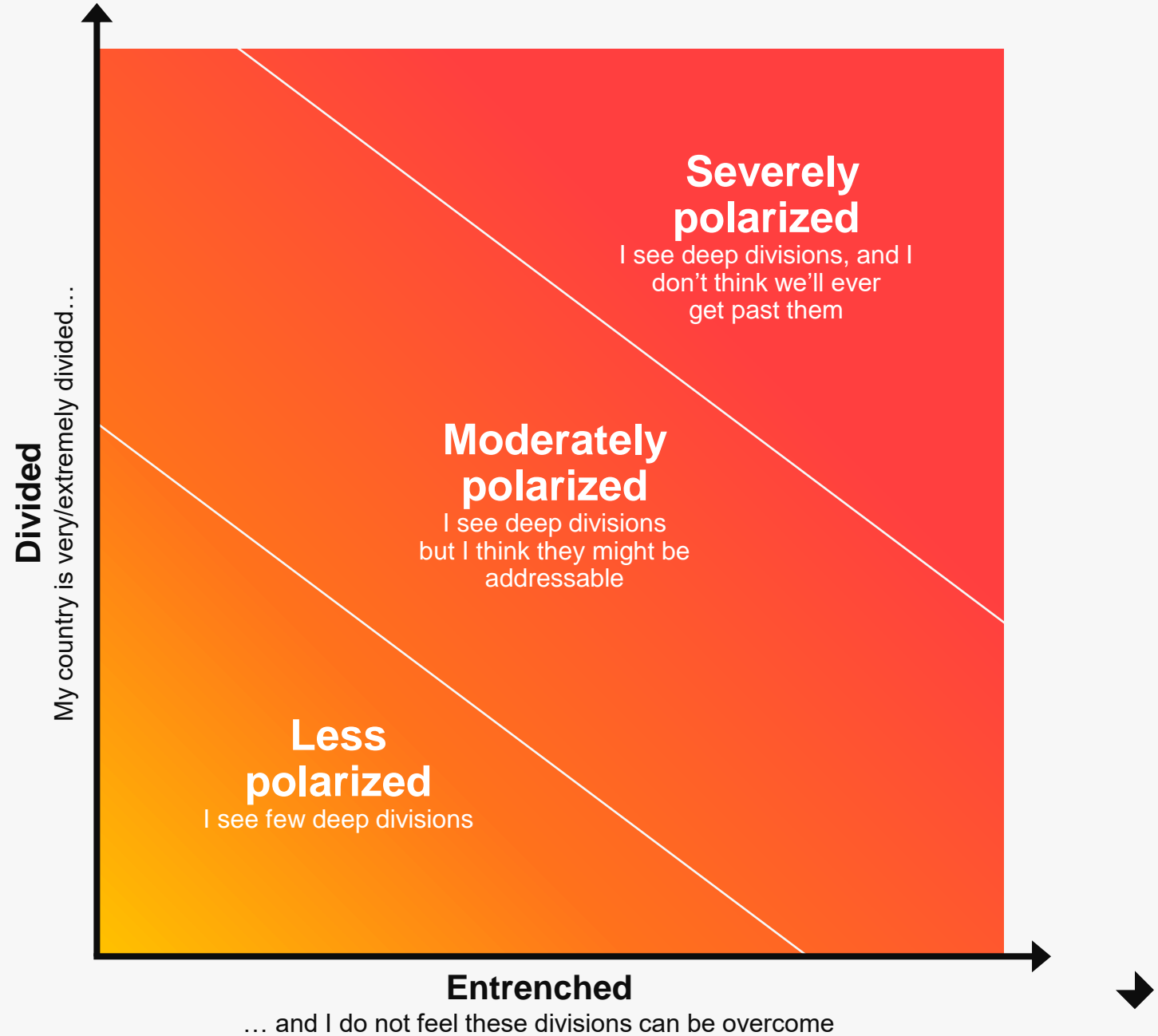
Thailand	36pts
Saudi Arabia	27pts
UK	25pts
Ireland	23pts
Germany	21pts
The Netherlands	21pts

2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. 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, Italy, by income.

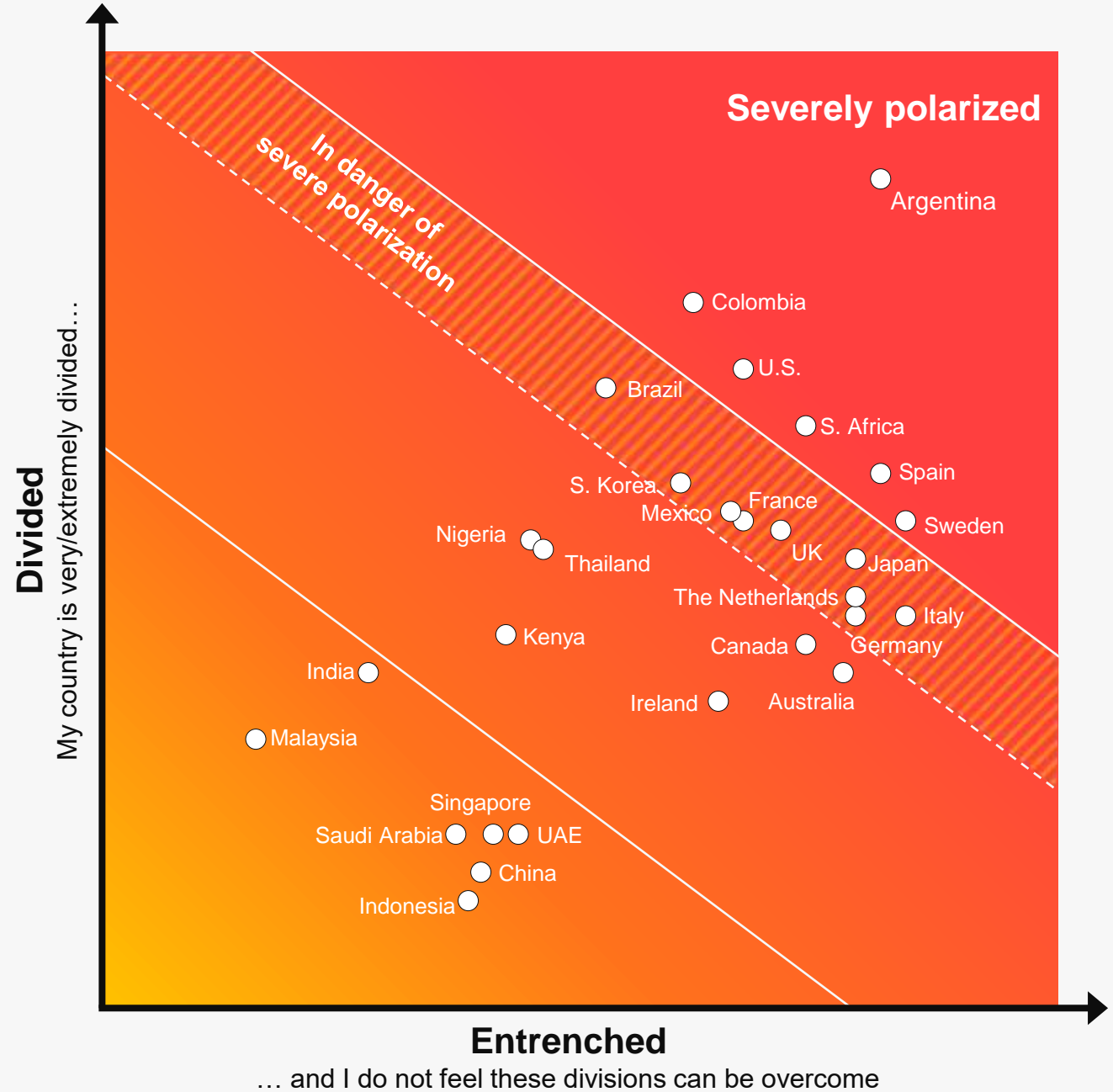
Distrust Breeds Polarization



Polarization Most Severe When Deep Divisions Become Entrenched

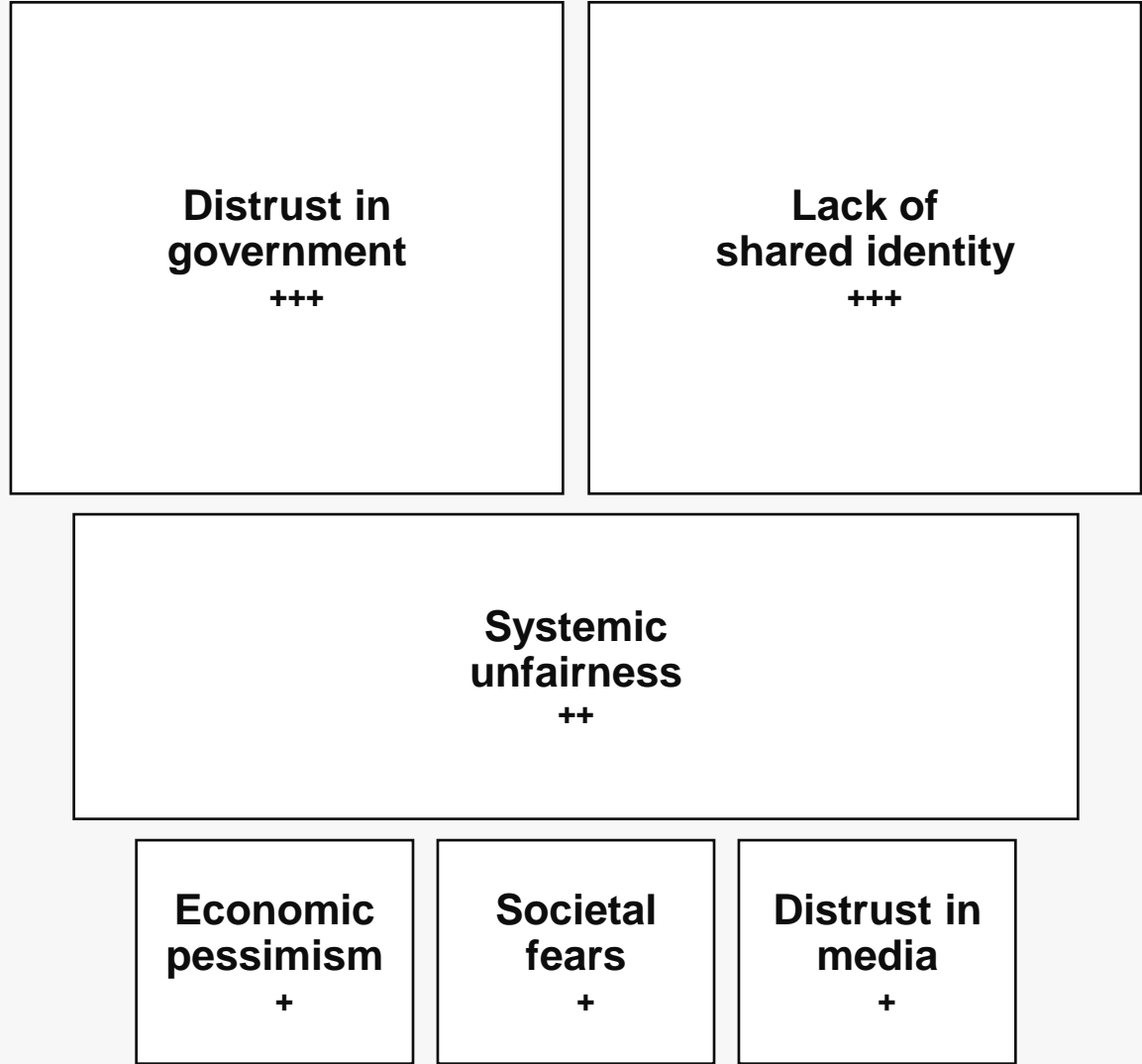


Six Countries Severely Polarized



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



More Divided Today Than in the Past

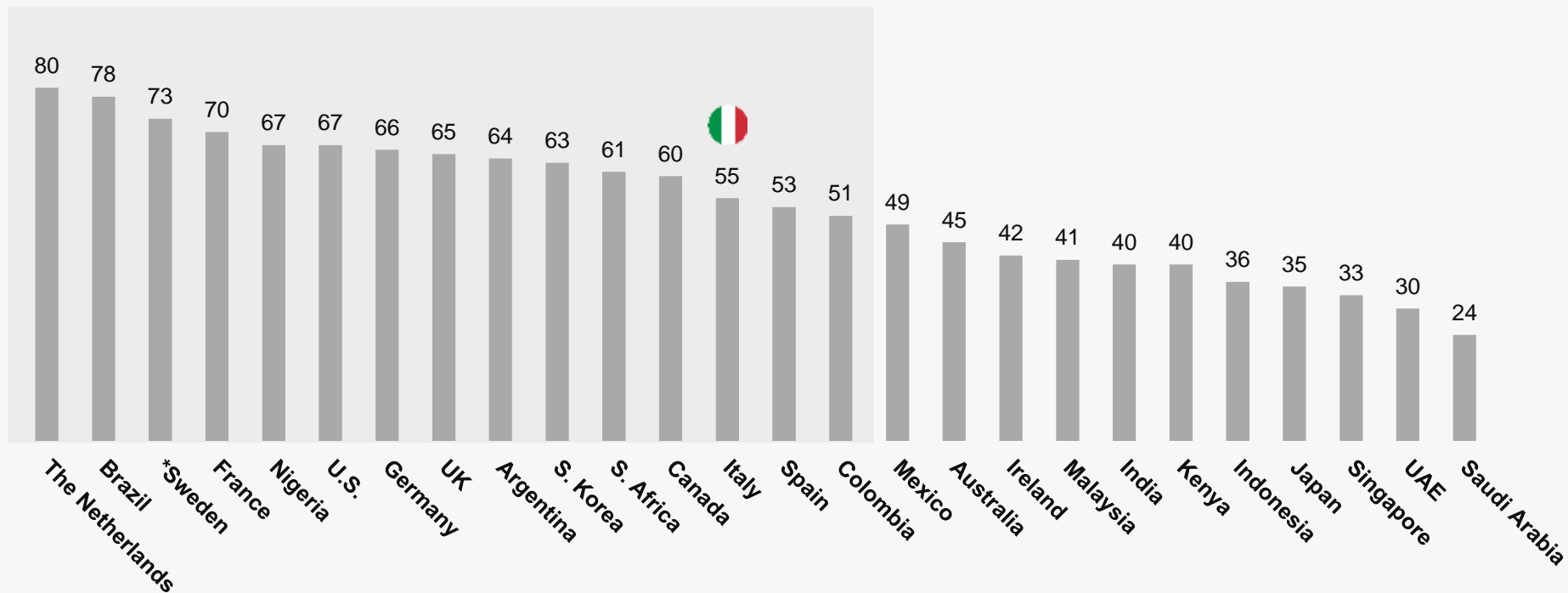
Percent who say

Our country is **more divided today** than in the past

Majority in 15 of 26 countries agree

GLOBAL 25 Excludes China and Thailand

53%



2023 Edelman Trust Barometer. NAT_POL. Which of the following is the most accurate description of the situation in your country today? General population, 25-mkt avg. Data not collected in China and Thailand. *Sweden is not included in the global average.



Ideology Becomes Identity: Few Would Help, Live, or Work With the Other Side

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

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

Help them
if they were in need

24%

Be willing to live in
the same neighborhood

13%

Be willing to have them
as a coworker

13%



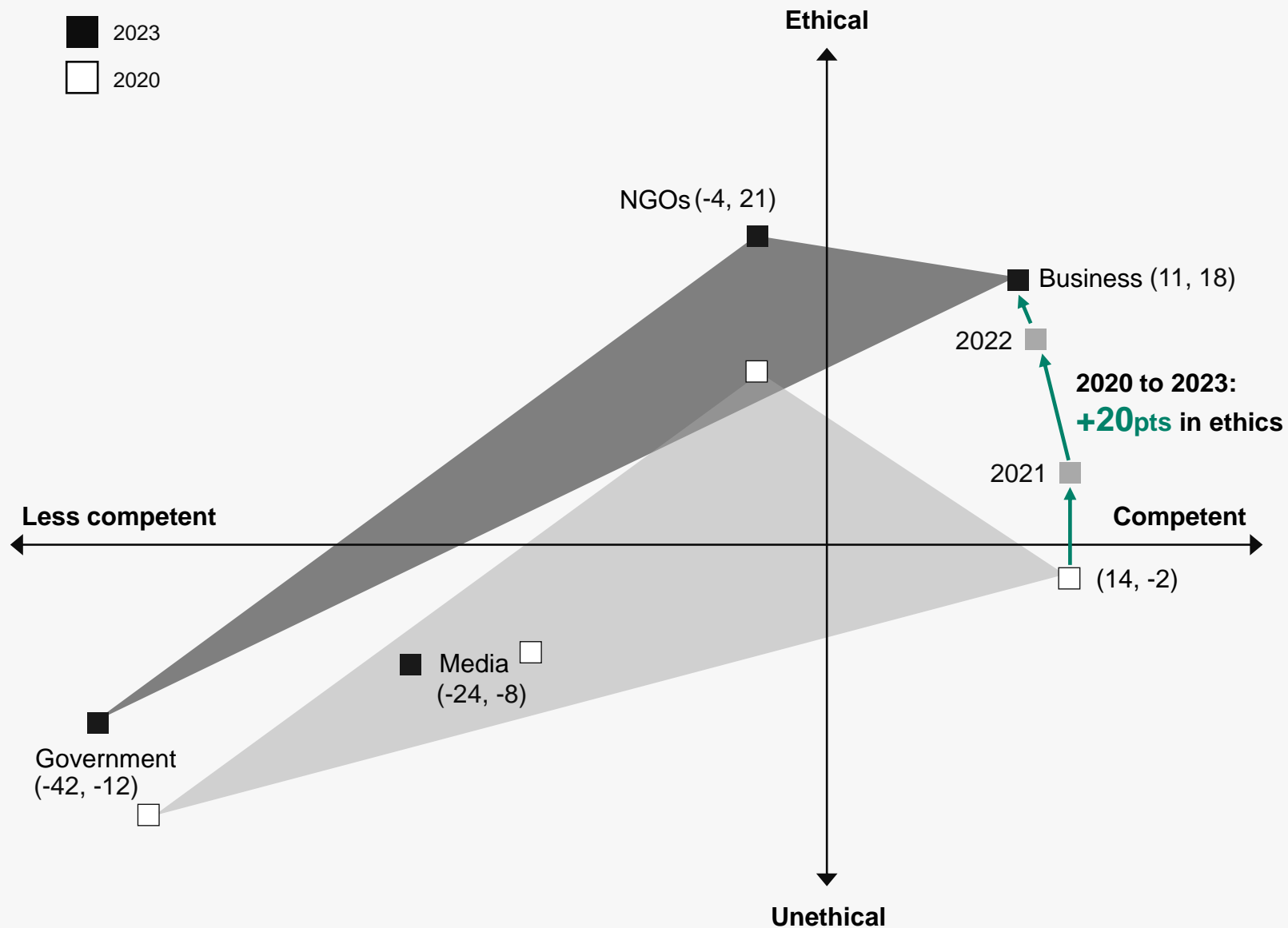
Great Expectations, Heightened Risk for Business



Only Business is Competent and Ethical, Sustains Rise in Ethics for Third Year

(Competence score, net ethical score)

GLOBAL 24 Excludes China and Thailand

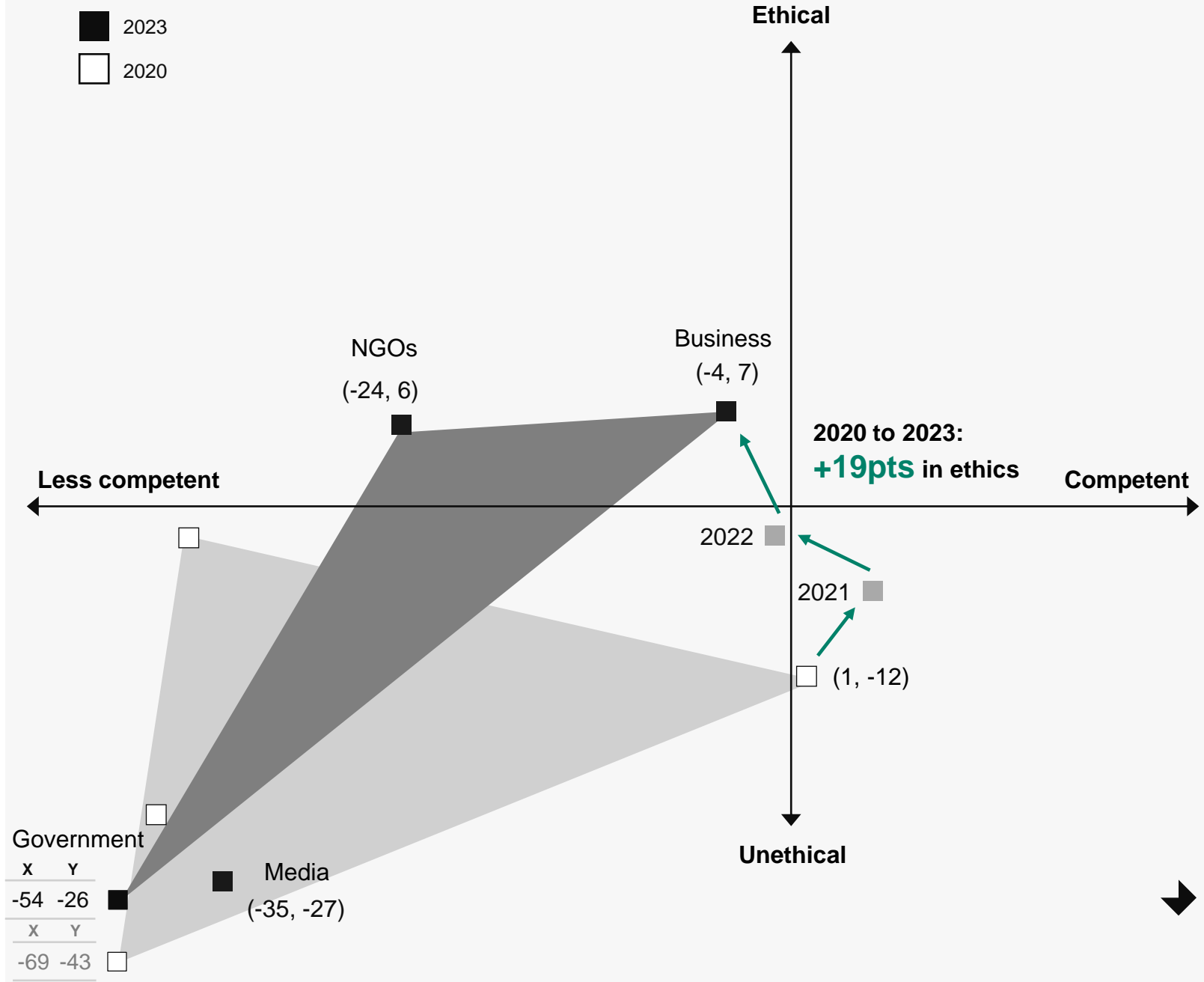


2023 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Government and Media were only asked of half of the sample. The competence score is a net based on TRU_3D_[INS]/1. Government and Media were only asked of half of the sample. General population, 24-mkt avg. Data not collected in China and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.



In Italy, No Institution Seen As Competent and Ethical

(Competence score, net ethical score)

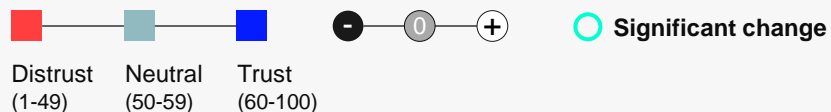


2023 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Government and Media were only asked of half of the sample. The competence score is a net based on TRU_3D_[INS]/1. Government and Media were only asked of half of the sample. General population, Italy. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.



In Italy, My Employer Trusted

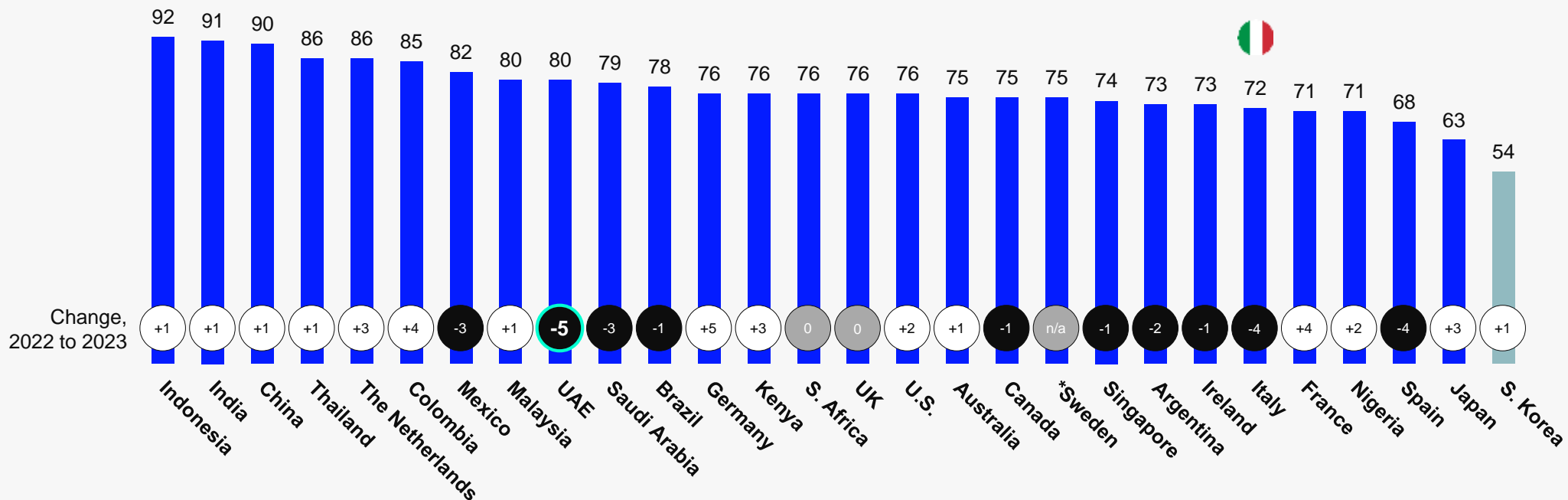
Percent trust



Italy



Business	57
NGOs	49
Media	47
Government	46



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.

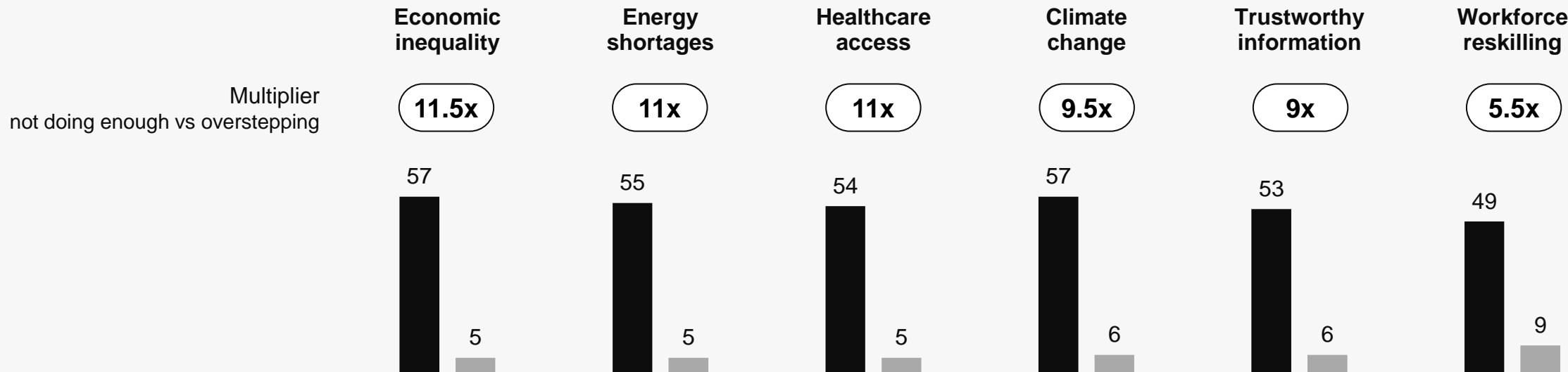


Want More Societal Engagement from Business, Not Less

Percent who say, in Italy

On addressing each **societal issue**, business is

■ not doing enough ■ 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, Italy. The multipliers are rounded to the nearest .5.



Navigating a Polarized World



Best Societal Outcomes When Government and Business Work Together

Percent who say, in Italy

Approach most likely to result in **constructive action**

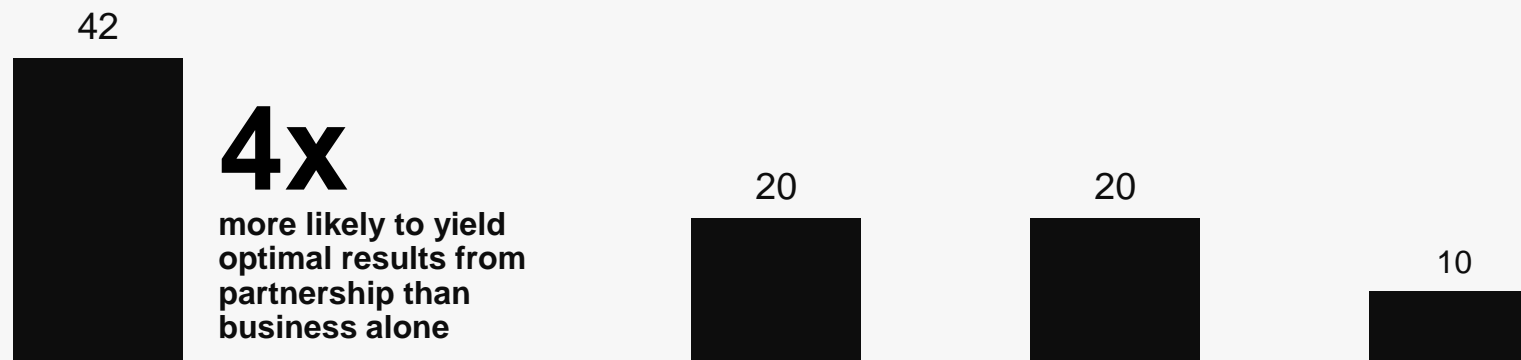
averaged across climate change, discrimination, immigration, employee treatment, and income inequality

Government and business working in **partnership**

Both working **independently**

Government only working alone

Business only working alone

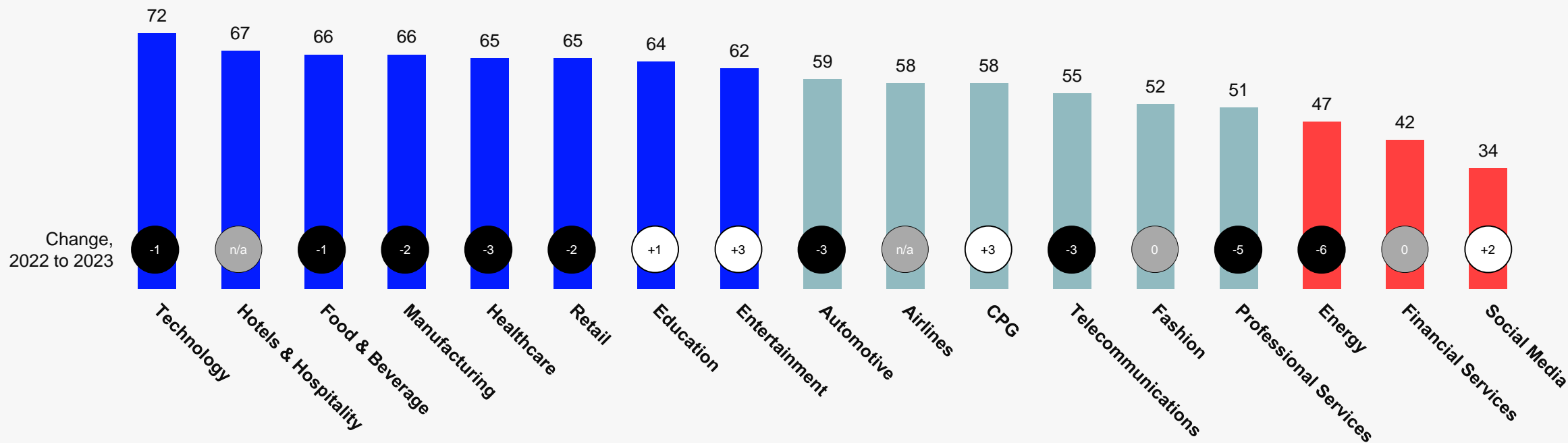
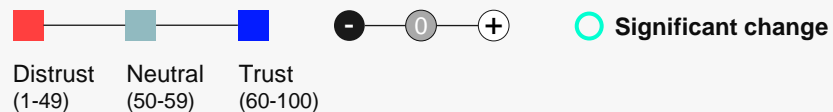


2023 Edelman Trust Barometer. GOV_VS_BUS1. For each of the societal issues listed below, please indicate which of the following is the most likely to result in your country being able to work through any ideological divisions that exist regarding the issue and take constructive action to address it. 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, Italy. Data is rebased to exclude those that said, "don't know" and is showing an average of five issues.



In Italy, Trust Declines in 9 of 15 Industry Sectors

Percent trust, in Italy



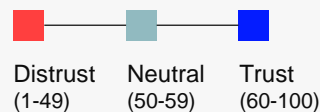
2023 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, Italy. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Trust in Industry Sectors: 10 Year Trend

Percent trust, in Italy

ITALY

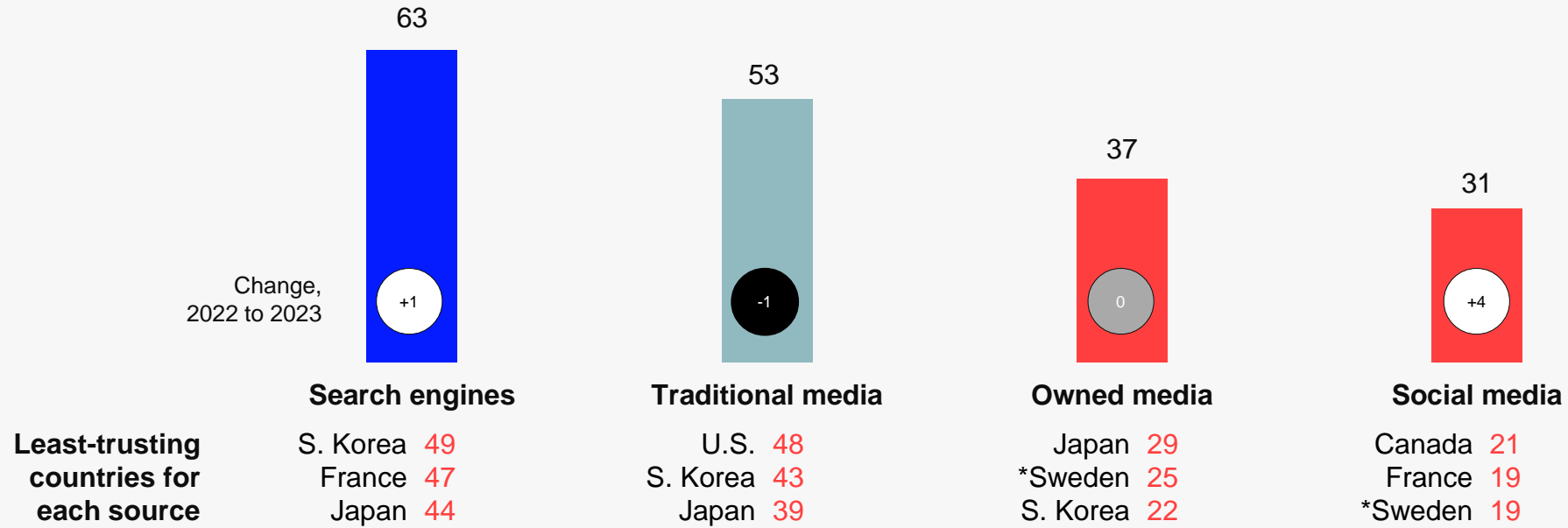
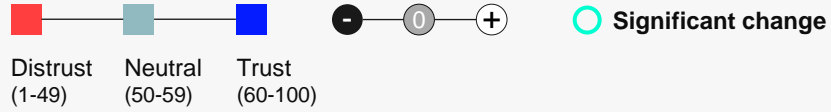


	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	10yr change
Technology	72	78	77	78	79	78	78	70	69	73	72	0
Food & beverage	59	63	64	64	64	62	65	62	65	67	66	+7
Manufacturing	-	-	-	70	73	70	76	71	64	68	66	-
Healthcare	-	-	-	50	54	57	59	61	66	68	65	-
Retail	-	-	-	73	72	74	75	70	64	67	65	-
Education	-	-	-	60	63	61	63	60	58	63	64	-
Entertainment	58	66	66	64	65	66	68	64	59	59	62	+4
Automotive	54	63	64	54	63	58	66	61	57	62	59	+5
CPG	55	58	59	57	62	60	62	59	61	55	58	+3
Telecommunications	53	57	60	60	62	57	61	56	58	58	55	+2
Fashion	-	-	-	65	67	66	70	64	57	52	52	-
Professional services	-	-	-	56	61	65	60	57	53	56	51	-
Energy	49	54	56	56	59	62	62	57	54	53	47	-2
Financial services	26	32	36	40	41	43	41	41	42	42	42	+16
Social media	-	-	-	-	-	-	-	-	36	32	34	-



In Italy, Search Engines Only Trusted News Source

Percent trust, in Italy



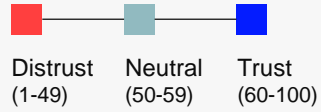
2023 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Italy. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Trust in News Sources: 10 Year Trend

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

ITALY



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	10yr change
Search engines	61	66	68	70	73	69	69	65	59	62	63	+2
Traditional media	51	55	56	61	65	66	69	65	52	54	53	+2
Owned media	38	45	46	53	53	47	53	49	34	37	37	-1
Social media	45	47	48	44	43	37	36	33	30	27	31	-14



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.

