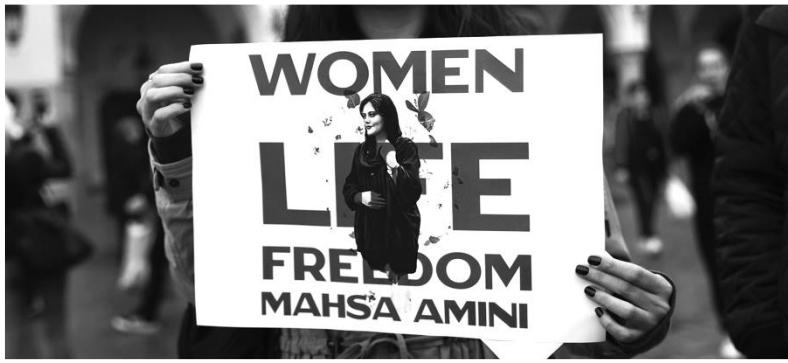
2023 Edelman Trust Barometer

Informe España



Edelman

2023 Edelman Trust Barometer

Metodología

Encuesta online anual 2023

Estudio realizado del 1 al 28 de noviembre de 2022

28
Países

32,000+
Encuestados

1,150+/-
Encuestados por país

Argentina	Colombia	Irlanda	México	Corea del Sur	Emiratos Árabes
Australia	Francia	Italia	Nigeria	**España**	Reino Unido
Brasil	Alemania	Japón	Arabia Saudí	*Suecia	EE.UU
Canadá	India	Kenia	Singapur	Tailandia	
China	Indonesia	Malasia	Sudáfrica	Países Bajos	

Rusia, parte del Edelman Trust Barometer desde 2007 a 2022, no ha sido incluido en este estudio

Promedios globales

Pueden variar en función del número de países encuestados cada año:

GLOBAL 27

Para proteger la estabilidad de la media global, Suecia no será incluida en la media hasta que haya al menos dos años de datos recientes

GLOBAL 25 Excluidas China y Tailandia

Cuando la sensibilidad de la pregunta impide obtener datos de estos países en concreto

Relevancia estadística

- 0 +

Cambio significativo

Todos los cambios significativos interanuales se determinaron mediante una prueba T con un nivel de confianza superior al 99%

Para más detalles sobre la media global y la metodología especifica empleada, por favor, consulte el Apéndice Técnico

El tamaño de la muestra varía por país desde 1.082 hasta 1.500.
Margen de error global en 27 países: población general +/- 0.6 puntos porcentuales (n=31, 171)
Margen de error específico por país: población general +/- 2.5 a 3.0 puntos porcentuales (varía por país según el tamaño de la muestra n=1.082 a n=1.500)

23 años del Trust

2001 — Escalada de influencia de las ONGs

2002 — Caída de popularidad de los CEOs

2003 — Los medios ganados son más creíbles que la publicidad

2004 — Compañías de EEUU y Europa sufren pérdida de confianza

2005 — La confianza cambia de las autoridades a los pares

2006 — "Una persona como yo" surge como portavoz creíble

2007 — Se confía más en las empresas que en el Gobierno y los medios

2008 — Los jóvenes confían más en las empresas

2009 — Se desploma la confianza en las empresas

2010 — Además del desempeño, la transparencia es esencial para la confianza

2011 — Las empresas deben asociarse con el Gobierno para recuperar la confianza

2012 — Caída de la confianza en el Gobierno

2013 — Crisis de liredazgo

2014 — Las empresas deben liderar el debate por el cambio

2015 — La confianza es esencial para la innovación

2016 — Crece la brecha de confianza

2017 — La crisis de la confianza

2018 — La batalla por la verdad

2019 — Confianza en el trabajo

2020 — Confianza: competencia y ética

2021 — Las empresas son la institución en la que más se confía

2022 — El ciclo de la desconfianza
Por 1ª vez, empresas vistas como éticas y, además, competentes

2023 — **Abriendo caminos en un mundo polarizado**

Las fuentes de desconfianza que están influyendo en la polarización

Ansiedad económica

1

El optimismo económico internacional se desploma, con 24 de 28 países registrando mínimos históricos en el número de personas que creen que sus familias estarán mejor en cinco años.

Desequilibrio institucional

2

Una brecha de confianza creciente y enquistada entre las instituciones sitúa a las empresas bajo la presión de rellenar el vacío de liderazgo dejado por los gobiernos.

División de clases

3

Aquellos en el cuartil superior de ingresos viven en una realidad de confianza diferente a los que se encuentran en el cuartil de ingresos inferiores.

La batalla por la verdad

4

Vivimos en burbujas informativas que dificultan el encuentro entre visiones distintas, y no sabemos en qué fuente de información confiar: desconfiamos de los medios de comunicación, y especialmente de las redes sociales.

Afrontando la ansiedad económica sin una red de confianza

El optimismo económico se desploma

Porcentaje que afirma

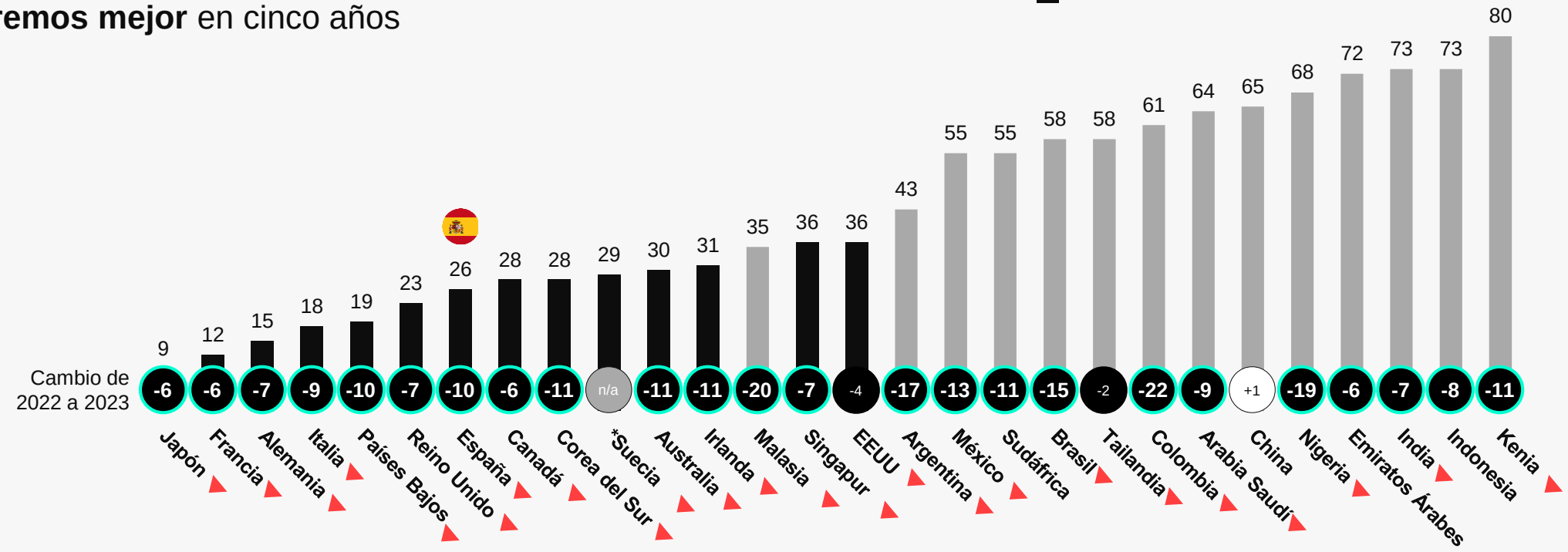
GLOBAL 24

Cambios significativos

24 de 28 países en mínimos históricos

Países desarrollados

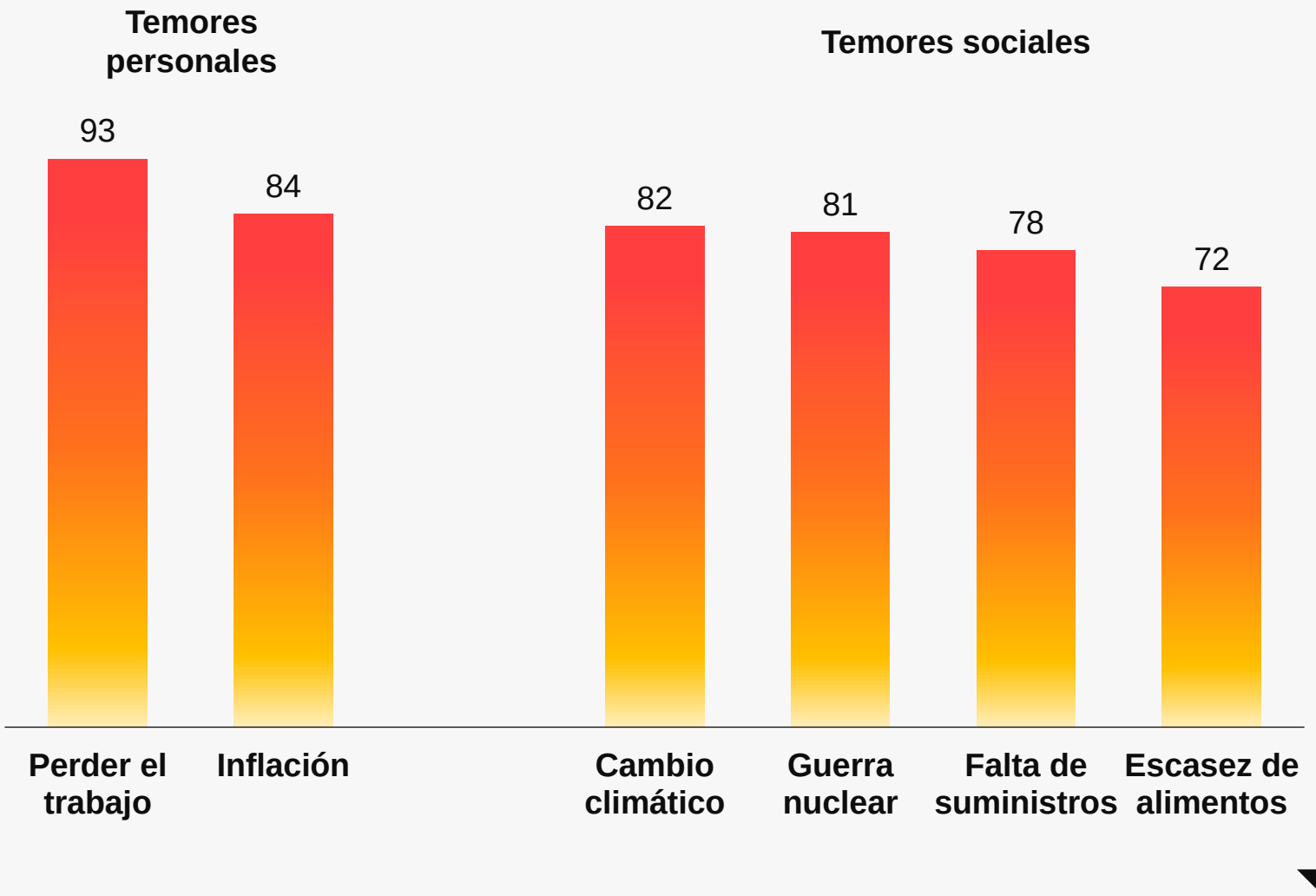
Mi familia y yo estaremos mejor en cinco años



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.

Los temores son ahora más personales y más existenciales

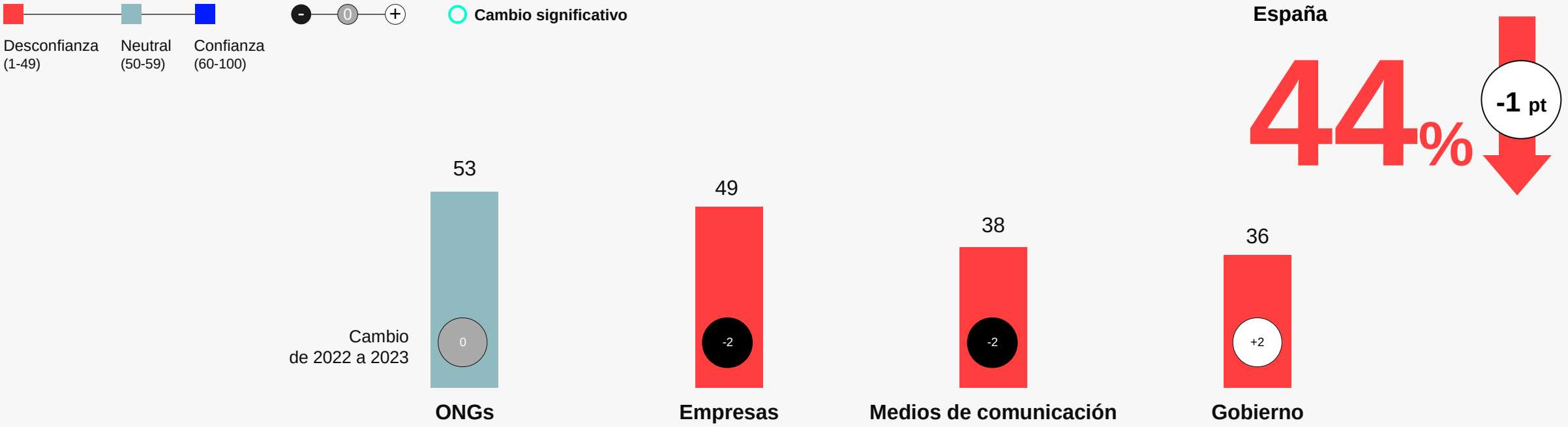
Porcentaje que se preocupa por cada uno, en España



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, Spain. 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.

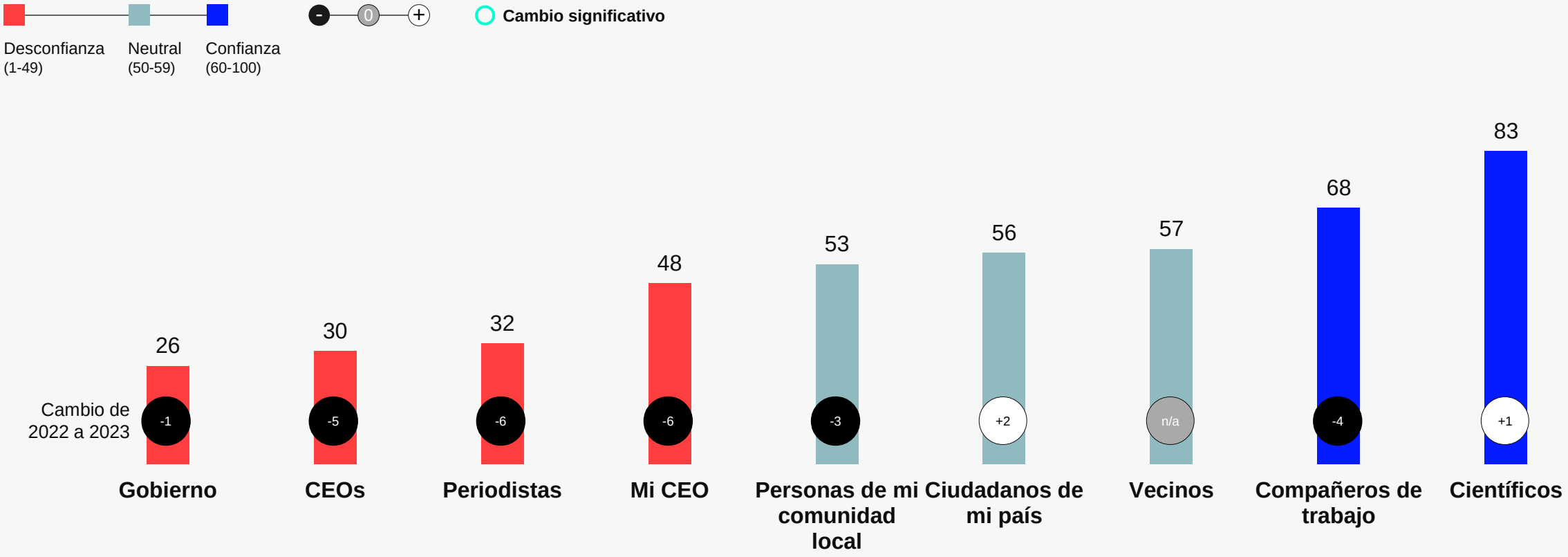
Y ante esta situación, no se confía en que ninguna institución haga lo correcto

Porcentaje de confianza en España



Cambio de tendencia: desciende la confianza en todos los líderes institucionales

Porcentaje de confianza en España

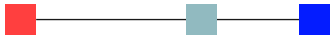


2023 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Some attributes asked of half of the sample. General population, Spain. "My coworkers" and "my CEO" only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

Se mantiene la brecha de confianza en relación a la desigualdad económica en España

Índice de confianza

(porcentaje medio de confianza en ONGs, empresas, Gobierno y medios de comunicación)



Desconfianza (1-49) | Neutral (50-59) | Confianza (60-100)

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 Ingresos altos (25% superior)

64	**Global 27**
90	China
85	Tailandia
84	Arabia Saudí
82	Indonesia
82	Emiratos Árabes
76	India
73	Singapur
70	Kenia
66	Malasia
64	México
63	EEUU
62	Nigeria
62	Países Bajos
60	Francia
60	Alemania
60	Irlanda
59	Italia
56	Brasil
54	Australia
54	Colombia
53	Canadá
52	Sudáfrica
52	*Suecia
51	Reino Unido
49	**España**
48	Japón
47	Argentina
44	Corea del Sur

2023 Ingresos bajos (25% inferior)

49	**Global 27**
71	China
70	India
68	Indonesia
64	Arabia Saudí
63	Kenia
63	Emiratos Árabes
56	México
56	Nigeria
55	Malasia
55	Singapur
48	Brasil
48	Tailandia
47	Canadá
46	Francia
46	Italia
46	Países Bajos
44	Colombia
43	Australia
42	Alemania
42	Irlanda
41	Sudáfrica
41	*Suecia
40	**España**
40	EEUU
37	Argentina
35	Reino Unido
29	Japón
29	Corea del Sur

***9 puntos de brecha de confianza en España**; 15 puntos de desigualdad en la confianza global; doble dígito en 21 de 28 países*

Mayor desigualdad de confianza basada en los ingresos en:

Alemania	**18pts**
Italia	**13pts**
Francia	**14pts**
Reino Unido	**16pts**

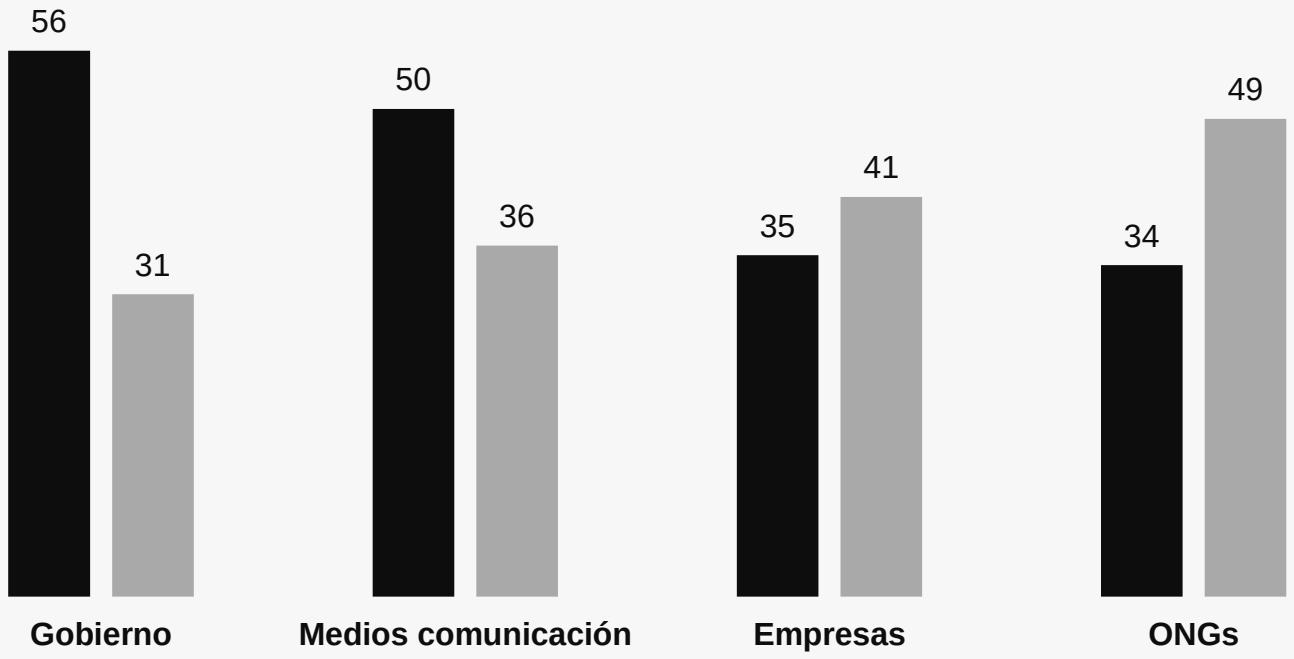
El discurso polarizado también arrastra a los medios: se percibe que Gobierno y medios contribuyen a la desinformación

Porcentaje que afirma, en España

Estas instituciones son

una fuente de **información falsa o desinformación**

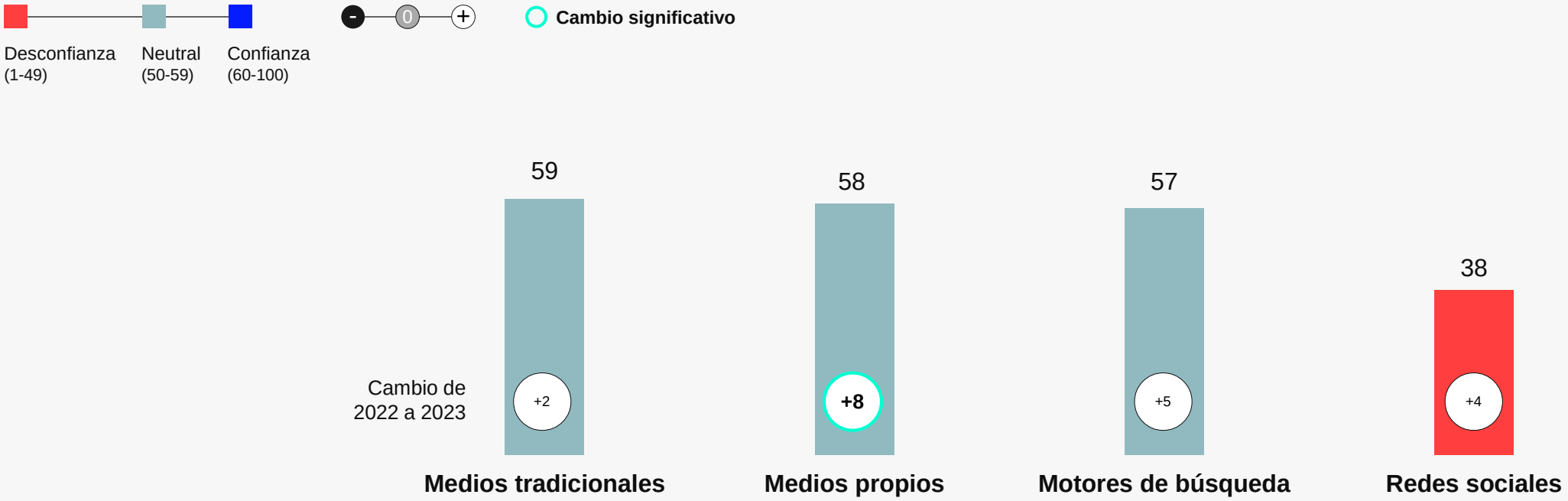
una fuente de información **de confianza**



2023 Edelman Trust Barometer. [INS]_PER_DIM. 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, Spain.

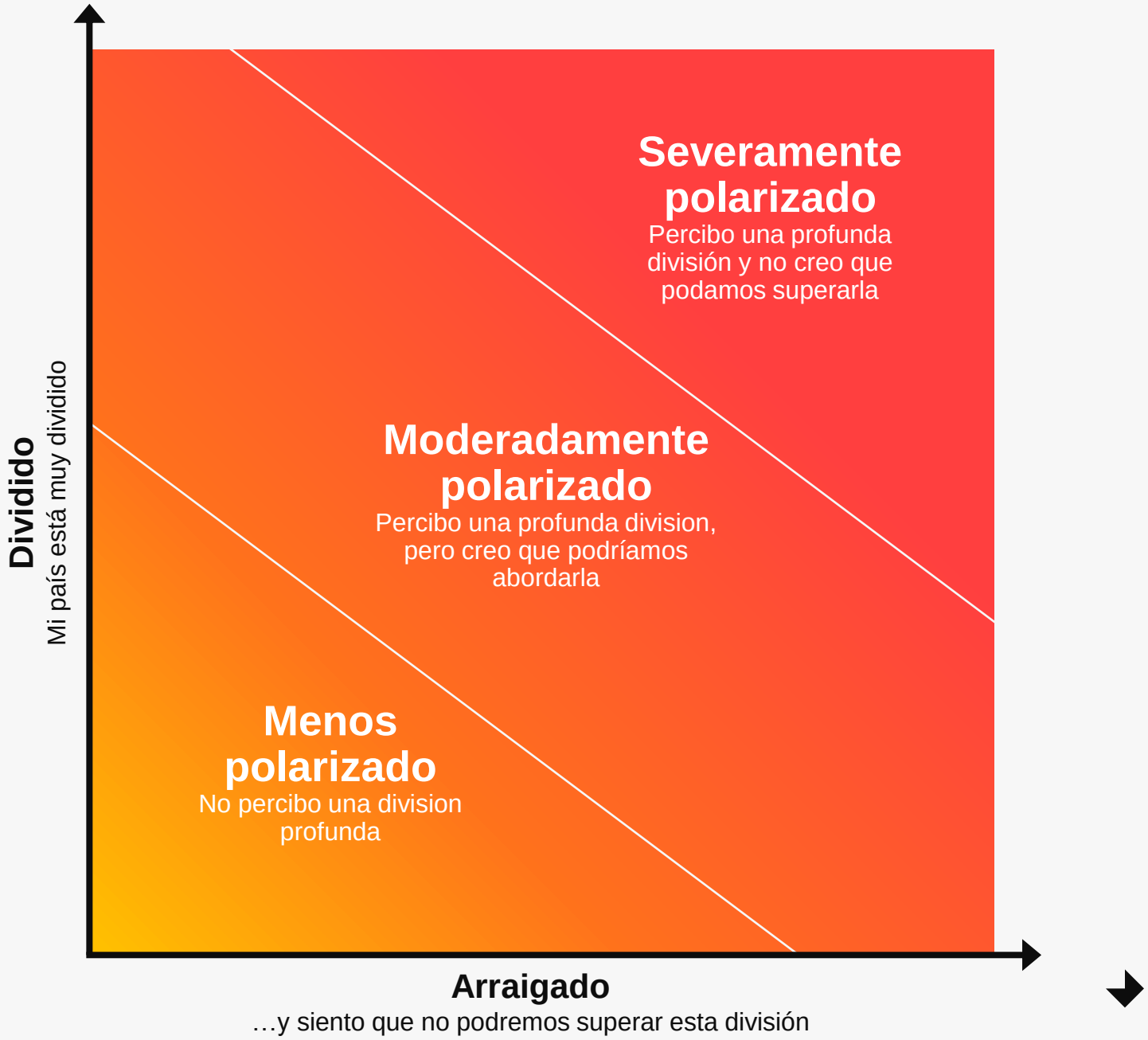
A pesar de ello, hay buenas noticias: en España, confiamos en casi todas las fuentes de información

Porcentaje de confianza en España



Desconfianza y polarización se retroalimentan

La polarización es más grave cuando la división está más arraigada



Causa y consecuencia: La propia polarización genera más desconfianza

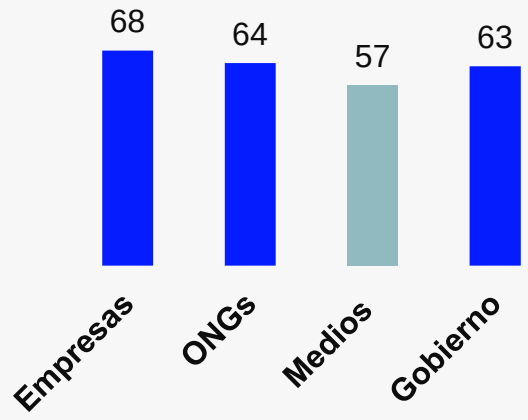
Porcentaje de confianza entre aquellos que afirman que

GLOBAL 27

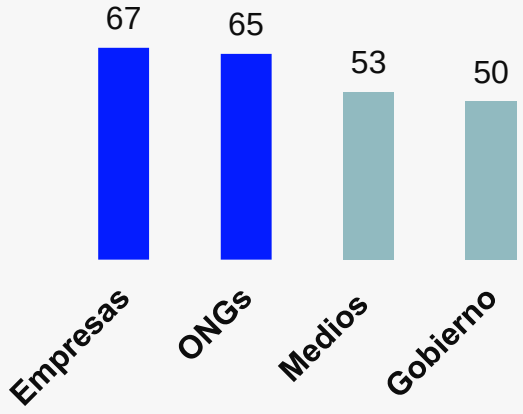
Desconfianza (1-49) | Neutral (50-59) | Confianza (60-100)

Mi país está…

… no muy dividido

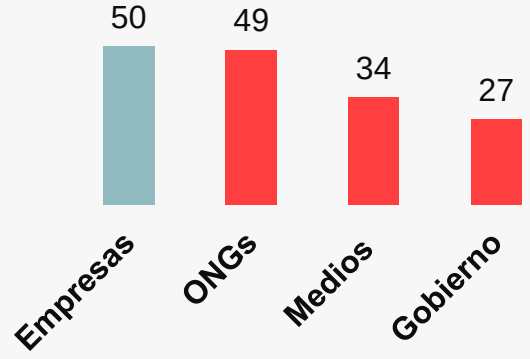


… hay división, pero no está arraigada



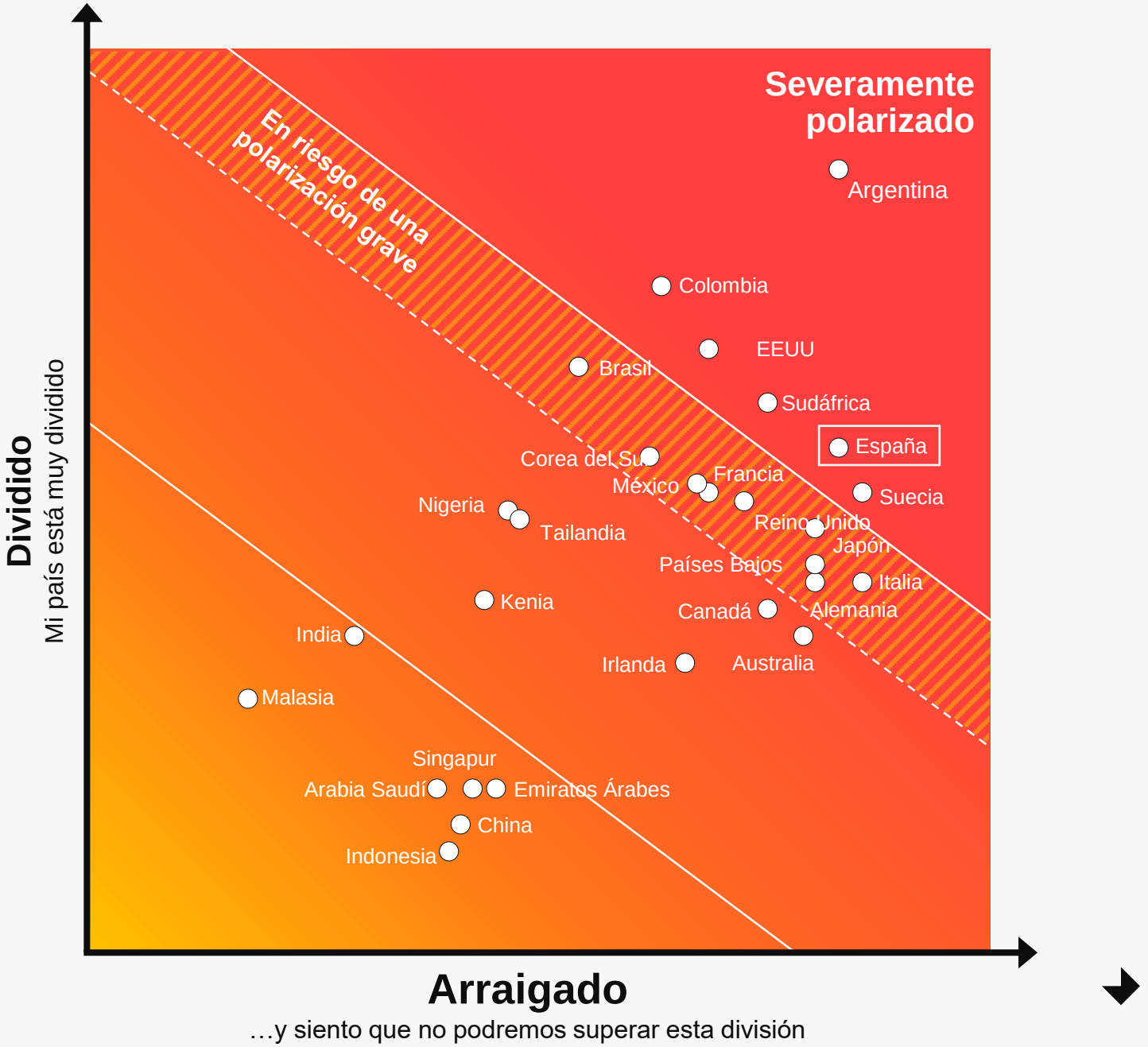
… polarizado: la división está arraigada

Cuando vemos nuestro país tan polarizado, no confiamos



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., by perceived level of division. For more information on how these segments are defined, please refer to the Technical Appendix.

Seis países con una polarización severa



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."

En España, el tejido social se debilita

Porcentaje que afirma

La falta de civismo y respeto mutuo que existe hoy es el peor que he visto nunca

73%

El tejido social que mantiene unido a un país está demasiado debilitado y ya no sirve de base para la unidad y el propósito común

66%

La ideología se convierte en identidad: pocos ayudarían, vivirían o trabajarían con *el otro bando*

Entre los que tienen una opinión firme sobre un tema, porcentaje que afirma, en España

Si una persona estuviera en total desacuerdo conmigo o con mi punto de vista, le...

Ayudaría si lo necesita

26%

Estaría dispuesto a vivir en **el mismo vecindario**

21%

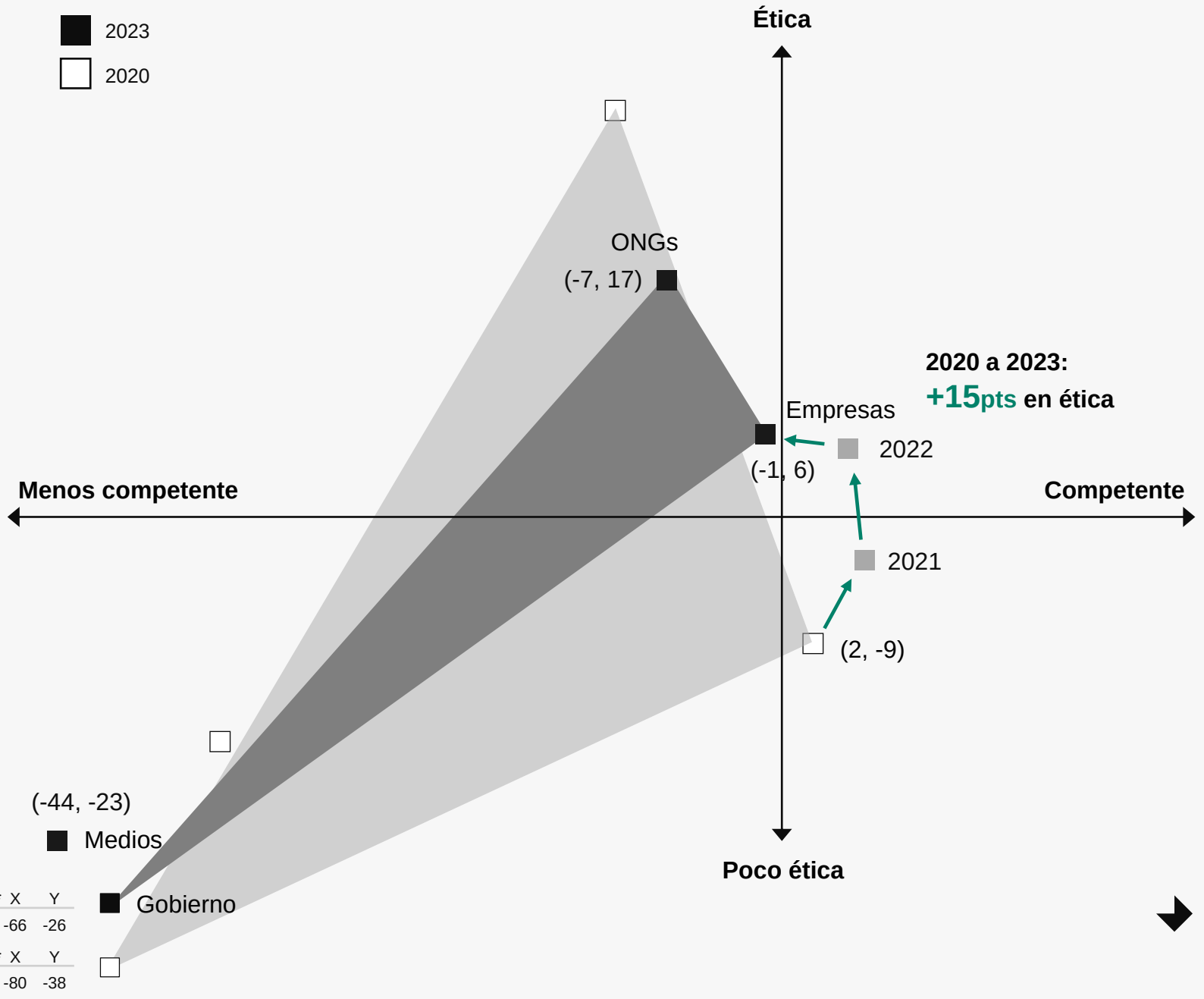
Estaría dispuesto a tenerle como **compañero de trabajo**

20%

Mayor exigencia y nuevas oportunidades para las empresas

En España, ninguna institución es considerada competente y ética

(puntuación competencia, puntuación ética neta)

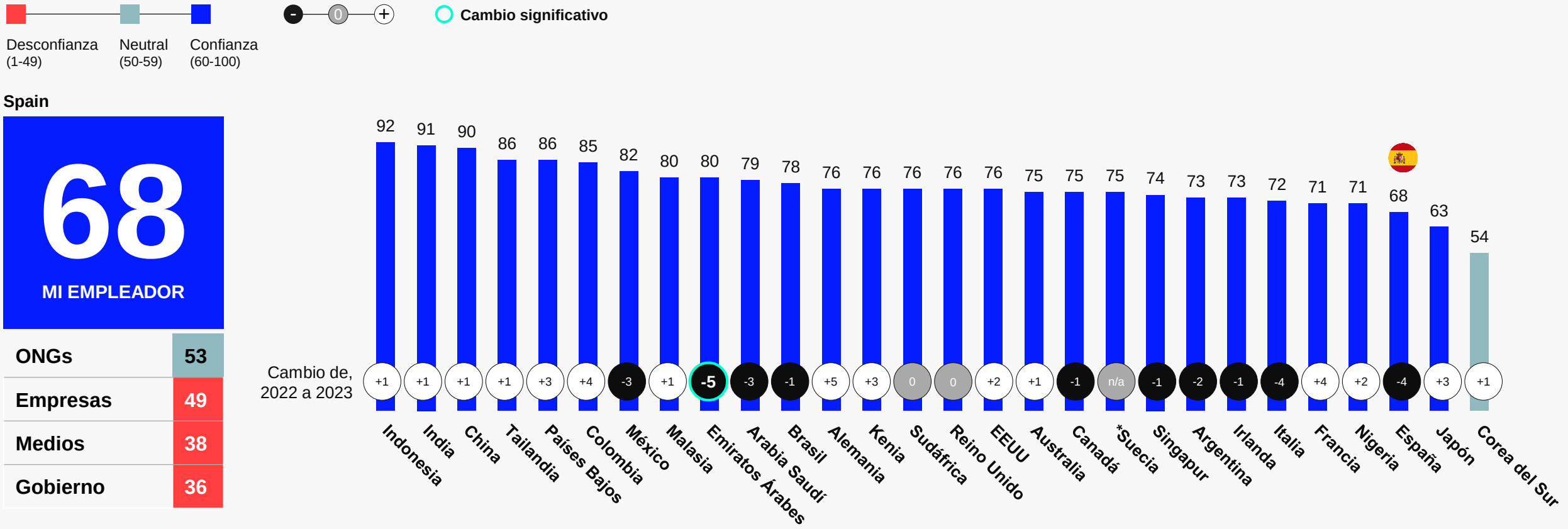


2023 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Government and Media were only asked of half of the sample. The competence score is a net based on TRU_3D_[INS]/1. Government and Media were only asked of half of the sample. General population, Spain. For 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

En España, se sigue confiando en ‘mi empleador’ a pesar de descender

Porcentaje de confianza

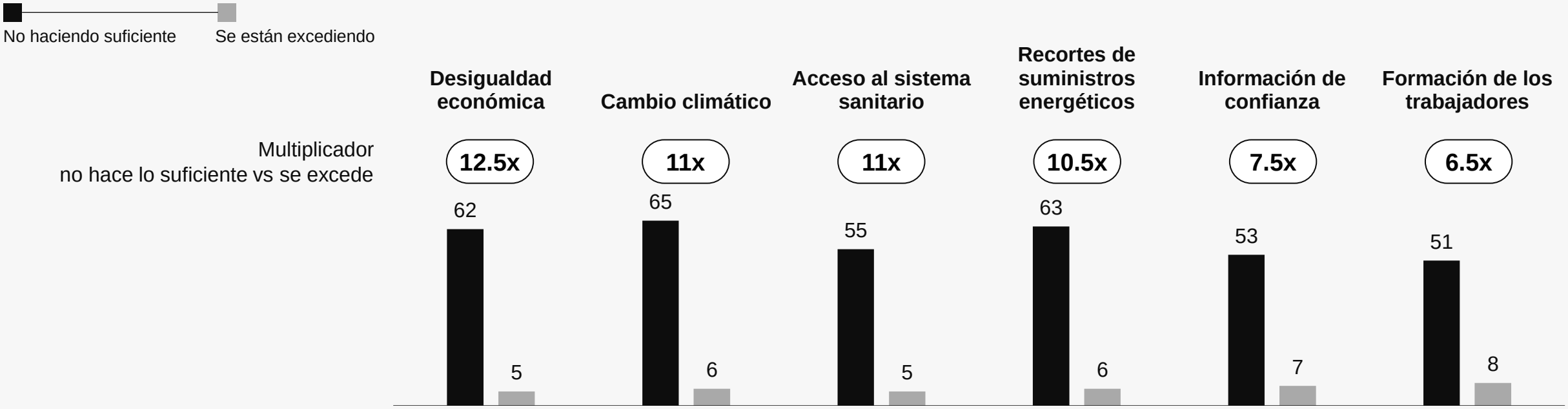


2023 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, by market. “Your employer” only shown to those who are an employee of an organization (Q43/1). *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.

Se demanda más compromiso social a las empresas, no menos

Porcentaje que afirma, en España

Al abordar cada una de estas **preocupaciones sociales**, las empresas están



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, Spain. The multipliers are rounded to the nearest .5.

En España, se espera de los CEOs que velen por los trabajadores, el clima y la discriminación

Porcentaje que afirma, en España

Espero que los CEOs se posicionen públicamente sobre:

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, Spain. Data is rebased to exclude those that said, “don’t know,” and showing the sum of codes 1 and 2.

Mejorar el optimismo económico: invirtiendo en salarios justos, comunidades locales y la formación de aptitudes

Porcentaje que afirman, en España

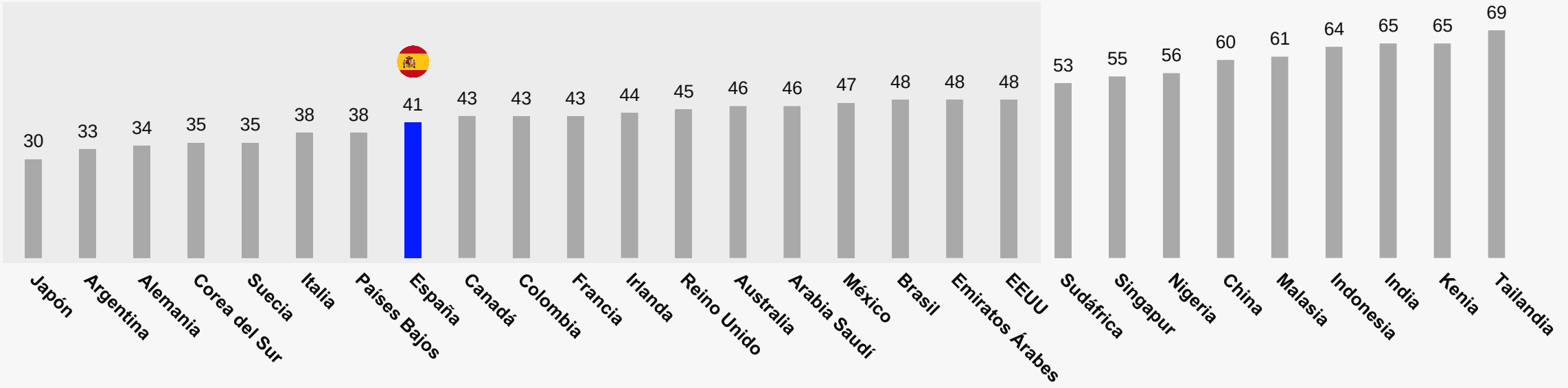
Los CEOs están obligados a…

2023 Edelman Trust Barometer. CEO_PLAY_BK. How obligated do you believe CEOs are to take the following actions? 5-point scale; top 3 box, obligated. Attributes shown to half of the sample. General population, Spain.

El compromiso social pone a las empresas en riesgo de estar politizadas

Porcentaje que afirma

Creo que las empresas **pueden evitar la politización** cuando abordan los asuntos sociales más controvertidos



2023 Edelman Trust Barometer. ENG_ISS. Do you agree or disagree with the following statement: It is possible for a business to engage in addressing contentious societal issues in ways that I would not consider to be political or politically motivated. 9-point scale; top 4 box, agree. General population, 27-mkt avg.

La información de confianza aísla la acción empresarial de la politización

Entre el 41% que afirma que es posible que las empresas aborden los retos sociales sin ser percibidas como politizadas, porcentaje que afirman, en España

Para evitar ser percibidos como políticamente posicionadas al defender una postura:

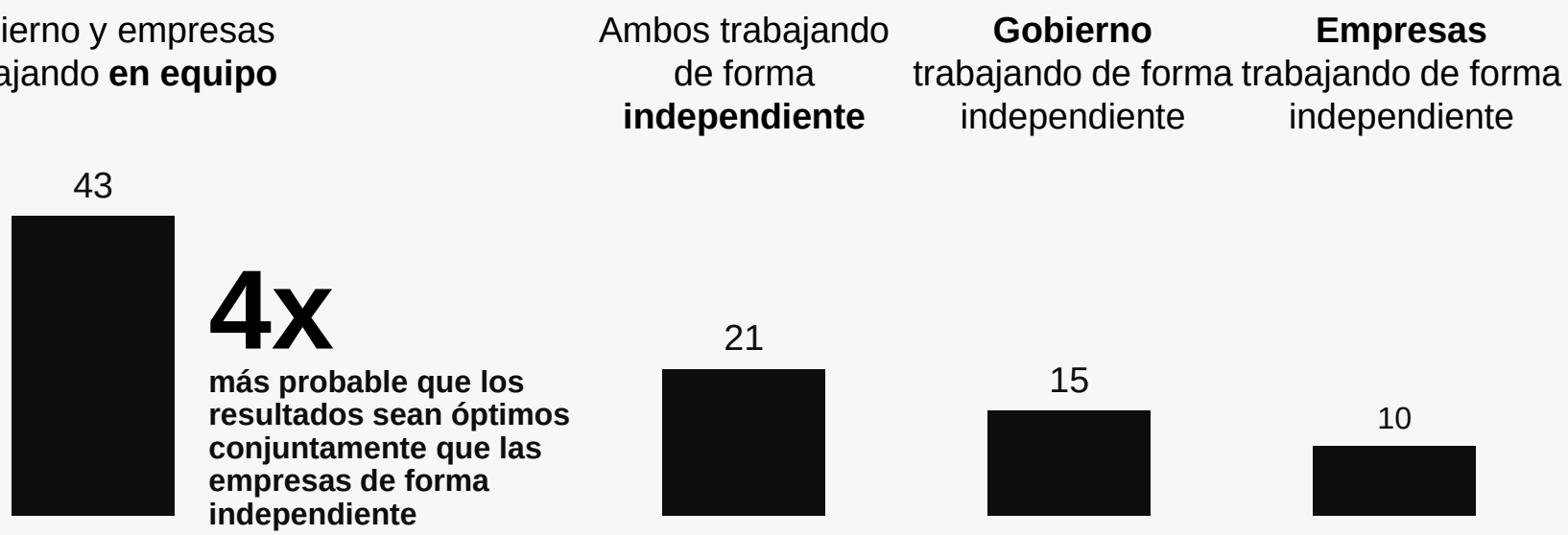
2023 Edelman Trust Barometer. ENG_ISS_HOW. You just said that it is possible for a business to engage in addressing contentious societal issues in ways that you would not consider to be political or politically motivated. Which of the following would be ways that a company could do that? Pick all that apply. Question asked among those who said it is possible for a business to engage in addressing issues that would not be considered political (ENG_ISS/6-9). General population, Spain.

Los resultados sociales serían mejores si Gobierno y empresas trabajan en equipo

Porcentaje que afirma, en España

El enfoque con más probabilidades de obtener un **resultado constructivo**

Promedio entre cambio climático, discriminación, inmigración, trato a los empleados y desigualdad económica



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, Spain. Data is rebased to exclude those that said, "don't know" and is showing an average of five issues.

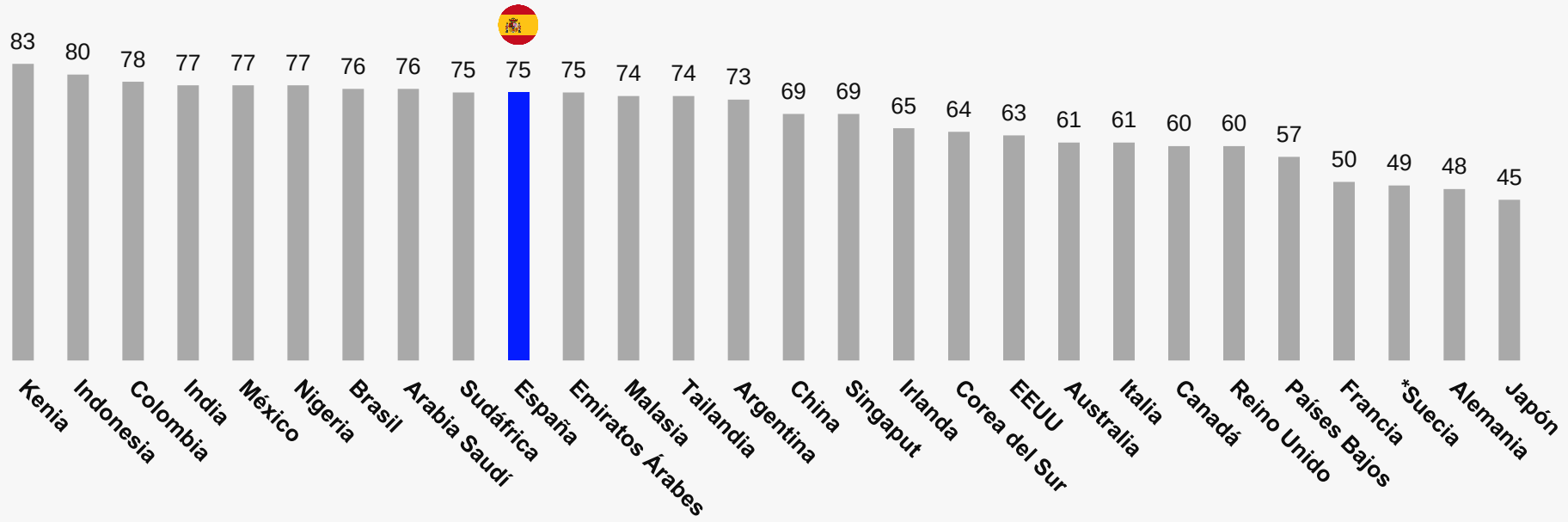
Utilizando el poder de la comunicación para crear una identidad compartida

Porcentaje que afirma

Si las marcas celebraran lo que nos une y pusieran de relieve el interés común, esto reforzaría el tejido social

GLOBAL 27

68%



2023 Edelman Trust Barometer. POL_SOL. How important do you feel each of the following would be to increasing civility among people in your country and strengthening the social fabric that binds people together? 6-point scale; top 3 box, help strengthen the social fabric. Attributes shown to half of the sample. General population, 27-mkt avg. *Sweden is not included in the global average.

Abriendo caminos en un mundo polarizado

1

Las empresas deben continuar liderando

Existe un mayor nivel de expectativas y responsabilidad sobre las empresas. Éstas deben informar el debate y aportar soluciones en materia de clima, diversidad e inclusión y formación profesional.

2

Colaborar con el Gobierno

Los mejores resultados se obtienen de un trabajo colaborativo entre Gobierno y empresas. Éstas deben construir consenso y colaborar en políticas y normas para conseguir resultados que nos acerquen a una sociedad más justa, segura y próspera.

3

Restaurar el optimismo económico

Esta perspectiva económica pesimista es causa y consecuencia de la polarización. Las empresas deben invertir en salarios justos, formación y comunidades locales para abordar la división de clases y el círculo vicioso de la polarización.

4

Promover la verdad

Las empresas tienen un rol esencial en el ecosistema de la información. Deben ser una fuente fiable, promover un discurso cívico y trabajar en contra de las fuentes de información falsas, invirtiendo en corregir sus mensajes, reinversión y otras acciones.

Technical Appendix

2023 Edelman Trust Barometer: Sample

Sample Size, Quotas and Margin of Error

Market	Weighed Sample Size[1]	Unweighted Sample Size	Margin of Error – Total Sample[2]	Margin of Error – Half Sample[2]	Quotas Set On[3]
Global 27	31,050	31,171	+/- 0.6 percentage points total sample	+/- 0.8 percentage points half sample	Quotas set at the market level
Argentina	1,150	1,120			
Australia	1,150	1,152	+/- 2.9 pct pts. total sample	+/- 4.1 pct pts. half sample	
Brazil	1,150	1,150			
Canada	1,150	1,500	+/- 2.5 pct pts. total sample	+/- 3.6 pct pts. half sample	
China[4]	1,150	1,149			
Colombia	1,150	1,151			
France	1,150	1,151			
Germany	1,150	1,150			
India	1,150	1,145			
Indonesia	1,150	1,118			
Ireland	1,150	1,150	+/- 2.9 pct pts. total sample	+/- 4.1 pct pts. half sample	
Italy	1,150	1,151			
Japan	1,150	1,150			
Kenya	1,150	1,150			
Malaysia	1,150	1,120			Age, Gender, Region
Mexico	1,150	1,150			
Nigeria	1,150	1,142			
Saudi Arabia	1,150	1,082	+/- 3.0 pct pts. total sample	+/- 4.2 pct pts. half sample	
Singapore	1,150	1,135			
S. Africa	1,150	1,153			
S. Korea	1,150	1,150			
Spain	1,150	1,150			
Sweden	1,150	1,150	+/- 2.9 pct pts. total sample	+/- 4.1 pct pts. half sample	
Thailand	1,150	1,133			
The Netherlands	1,150	1,142			
UAE	1,150	1,143			
UK	1,150	1,150			
U.S.	1,150	1,134			

1. Data reported on slides is weighted to the same total base size to ensure each market has an equal effect on the global total. Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.
2. Margin of error is calculated on the unweighted sample sizes collected.
3. There were additional quotas on ethnicity in the UK and U.S., and on nationality in the UAE and Saudi Arabia.
4. All data collected in China is from the mainland. Regions of Greater China were not surveyed.

2023 Edelman Trust Barometer: Sample

Countries Included in the Various Global Averages

28 countries surveyed	Global 27 average	Global 25 Excludes China and Thailand	Global 24 Excludes China and Thailand	Global 24
	Used for current year averages and tracking to 2022	Used for tracking to 2022; excludes sensitive markets[1]	Used for tracking to 2020; excludes sensitive markets[1]	Used for tracking to 2019
Argentina	Argentina	Argentina	Argentina	Argentina
Australia	Australia	Australia	Australia	Australia
Brazil	Brazil	Brazil	Brazil	Brazil
Canada	Canada	Canada	Canada	Canada
China	China	-----	-----	China
Colombia	Colombia	Colombia	Colombia	Colombia
France	France	France	France	France
Germany	Germany	Germany	Germany	Germany
India	India	India	India	India
Indonesia	Indonesia	Indonesia	Indonesia	Indonesia
Ireland	Ireland	Ireland	Ireland	Ireland
Italy	Italy	Italy	Italy	Italy
Japan	Japan	Japan	Japan	Japan
Kenya	Kenya	Kenya	Kenya	-----
Malaysia	Malaysia	Malaysia	Malaysia	Malaysia
Mexico	Mexico	Mexico	Mexico	Mexico
Nigeria	Nigeria	Nigeria	-----	-----
Saudi Arabia	Saudi Arabia	Saudi Arabia	Saudi Arabia	Saudi Arabia
Singapore	Singapore	Singapore	Singapore	Singapore
S. Africa	S. Africa	S. Africa	S. Africa	S. Africa
S. Korea	S. Korea	S. Korea	S. Korea	S. Korea
Spain	Spain	Spain	Spain	Spain
Sweden	-----	-----	-----	-----
Thailand	Thailand	-----	-----	-----
The Netherlands	The Netherlands	The Netherlands	The Netherlands	The Netherlands
UAE	UAE	UAE	UAE	UAE
UK	UK	UK	UK	UK
U.S.	U.S.	U.S.	U.S.	U.S.

1. Because some of the content we ask is deemed politically sensitive there are several countries where we take special precautions in order to avoid putting our respondents, or ourselves, in a position to break any local laws. We work closely with our sample partner and its legal team to identify which questions, and in what countries, we should refrain from asking. The two countries where we removed questions and/or answer options were China and Thailand.

2023 Edelman Trust Barometer: Sample

Survey Languages Used and Internet Penetration by Country

	Languages	Internet Penetration*		Languages	Internet Penetration*		Languages	Internet Penetration*
Global	-	87%	**Indonesia**	Indonesian	76%	**S. Africa**	Localized English, Afrikaans	63%
Argentina	Localized Spanish	91%	**Ireland**	Localized English	89%	**S. Korea**	Korean	97%
Australia	Localized English	89%	**Italy**	Italian	91%	**Spain**	Spanish	92%
Brazil	Portuguese	83%	**Kenya**	Localized English	84%	**Sweden**	Localized English, Swedish	97%
Canada	Localized English, Canadian French	93%	**Japan**	Japanese	93%	**Thailand**	Thai	88%
China	Simplified Chinese	70%	**Malaysia**	Malay	94%	**The Netherlands**	Localized English, Dutch	95%
Colombia	Localized Spanish	83%	**Mexico**	Localized Spanish	77%	**UAE**	Localized English, Arabic	100%
France	French	92%	**Nigeria**	Localized English	68%	**UK**	Localized English	95%
Germany	German	94%	**Saudi Arabia**	Localized English, Arabic	89%	**U.S.**	English, Localized Spanish	94%
India	Localized English, Hindi	60%	**Singapore**	Localized English, Simplified Chinese	92%			

*Data source: http://www.internetworldstats.com/stats.htm as of 1/5/23

Data Analyses Explained:

How We Plotted Countries by Polarization Levels

To visualize country-level polarization, we plotted countries based on the percentage of respondents in each country who see deep divisions and feel those divisions are entrenched.

Depth of Division forms the y-axis. A country's Division score is the percent who believe their country is very/extremely divided, using **POL_DEG**.*

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.*

A country's Entrenchment score is on the x-axis. It's the percent who do not believe that their country will be able to work through its divisions, using **POL_PROG**. This score was measured *only among respondents who believe their country is very/extremely divided* (**POL_DEG**/4-5).

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 = unlikely/neutral, among POL_DEG/4-5 = Entrenched

The table to the right shows each country's Division and Entrenchment score, as well as the total Polarization score. Cut-points were then determined that would allow us to group countries based their level of polarization.The first step in the cut-point determination process was to look for natural gaps in the scores. We then further tested these cut-points by profiling countries in each of the 4 resulting groupings to make sure that they displayed differences along key polarization-related dimensions. The final cut points used to characterize a country's level of Polarization is shown below.

- **Severely polarized**: sum of 130 or higher
- **In danger of severe polarization**: sum between 115 to 129
- **Moderately polarized**: sum between 80 to 114
- **Not polarized**: sum less than 80

*Division score was calculated using a rebased POL_DEG excluding respondents who selected "don't know."

Country	Division (y-axis)	Entrenchment (x-axis)	Polarization score (sum)
Argentina	87	77	164
Colombia	74	62	136
U.S.	67	66	133
Spain	56	77	133
S. Africa	61	71	132
Sweden	51	79	130
Japan	47	75	122
Italy	41	79	120
Brazil	65	55	120
UK	50	69	119
The Netherlands	43	75	118
France	51	66	117
Mexico	52	65	117
S. Korea	55	61	116
Germany	41	75	116
Australia	35	74	109
Canada	38	71	109
Thailand	48	50	98
Nigeria	49	49	98
Ireland	32	64	96
Kenya	39	47	86
India	35	36	71
UAE	18	48	66
Singapore	18	46	64
Saudi Arabia	18	43	61
China	14	45	59
Malaysia	28	27	55
Indonesia	11	44	55

Data Analyses Explained:

How We Defined Polarization Groups

To measure perceptions of societal polarization, we asked two questions, shown at the right. First, we measured the degree of perceived division on key societal issues within each country. Then, among only those who reported their country is very or extremely divided, we measured respondents' belief that their country can work through Based on their responses to these two questions, respondents were assigned to one of the three groups described here:

- **Not very divided *(code 0):*** respondents who say their country isn't very divided (POL_DEG/1-3).
- **Divided, not entrenched *(code 1)*:** respondents who see their country as very or extremely divided (POL_DEG/4-5), but believe these divisions can be overcome or are not an issue (POL_PROG/1, 6-8).
- **Polarized: our divisions are entrenched *(code 2):* :** respondents who see their country as very or extremely divided (POL_DEG/4-5), AND who also believe these divisions can not be overcome (POL_PROG/2-5).

These categories also defined a three-point polarization scale which was used as the outcome variable in a linear regression we used to identify the drivers of perceptions of polarization as detailed on the regression page.

Questions related to polarization
POL_DEG: Using the scale below, please indicate how divided on key societal issues you believe your country is today.
1. Not at all divided
2. A little divided
3. Somewhat divided
4. Very divided
5. Extremely divided
99. Don't know / Not sure
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?
1. Ideological divisions and a lack of agreement on key issues are not a problem in this country
2. It will **never happen**
3. Very unlikely
4. Unlikely
5. Neither likely nor unlikely
6. Likely
7. Very likely
8. It will **definitely happen**
99. Don't know / Not sure

2023 Edelman Trust Barometer Global Report

How We Calculated the Determinants of Polarization

We also wanted to know what leads to polarization. We found that distrust, identity, unfairness, and pessimism were significant drivers.

The factors depicted in the report are significant drivers of polarization as determined by a linear regression. Polarization refers to the 3-pt scale described on the polarization definition slide. The full model, depicted below, accounts for 17.71% of the observed variance in polarization scores.

Polarization= (0.2351)+(.3380)DistrustInGovernment+(.3068)LackOfSharedIdentity+(.2478)SystemInequality +(.1465)EconomicPessimism+(.1431)SocietalFears+(.1062)DistrustInMedia

The coefficient listed next to each factor indicates the increase in the polarization score associated with that factor being present, holding all other factors constant. This standardized value allowed us to rank the importance of each predictor variable and determine what factors drive polarization the most. All coefficients were significant at a p<.001 level.

Drivers	Coefficient
Distrust in government	.3380
Lack of shared identity	.3068
Systemic unfairness	.2478
Economic pessimism	.1465
Societal fears	.1431
Distrust in media	.1062
Constant	.2351

Drivers	Question text and scoring
Distrust in government	**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 using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. *9-point scale; bottom 4 box =* ***distrust in government***
Lack of shared identity	**SOC_FAB_STR.** How true is each of the following statements regarding the current situation in your country? For each one, please rate how true you believe that statement is using a nine-point scale where one means it is “not at all true” and nine means it is “completely true”. *9-point scale; (r1,3,6,7), average score between 1-5* ***= lack of shared identity***
Systemic unfairness	**POP_MDC.** Below is a list of statements. For each one, please rate how true you believe that statement is using a nine-point scale where one means it is “not at all true” and nine means it is “completely true”. *9-point scale; (r2,3,18*,19*), average score of 6 or greater* ***= systemic unfairness*** **reverse scored*
Economic pessimism	**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? Select one response. *5-point scale, codes 4,5 =* ***economic pessimism***
Societal fears	**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? Please indicate your answer using a nine-point scale where one means “I do not worry about this at all” and nine means “I am extremely worried about this”. *9-point scale; top 4 box at a majority of items (r14, 27, 43, 30, 31, 32, 33) =* ***societal fears***
Distrust in media	**TRU_INS.** [MEDIA] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. *9-point scale; bottom 4 box =* ***distrust in media***

Data Analyses Explained:

How We Plotted the Institutional Competence and Ethics Scores

We define trust as the combination of competence and ethics. The report features a chart depicting how competent and ethical each of the institution are rated to be. Here's how we calculated each score**.**

The competence score (the x-axis of the plot): An institution's competence score is a net of the top 3 box (AGREE) minus the bottom 3 box (DISAGREE) responses to the question "To what extent do you agree with the following statement? *[INSTITUTION] in general is good at what it does*". The resulting net score was then subtracted by 50, which means that for an institution to qualify as competent, it would require a net difference of 51 points or more in its percentage of top 3-box ratings versus its bottom 3-box ratings. This ensures that an institution could not be considered competent unless there is a majority who rate it as such.

The net ethical score (the y-axis of the plot): The ethics dimension is defined by four separate items. For each item, a net score was calculated by taking the top 5 box percentage representing a positive ethical perception minus the bottom 5 box percentage representing a negative ethical perception. The y-axis value is an average across those 4 net scores. Scores higher than zero indicate an institution that is perceived as ethical.

Respondents were asked:

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. *(Please use the slider to indicate where you think [INSTITUTION] falls between the two extreme end points of each scale.)*

Dimension	Ethical Perception	Unethical Perception
Purpose-Driven	Highly effective agents of positive change	Completely ineffective agents of positive change
Honest	Honest and fair	Corrupt and biased
Vision	Have a vision for the future that I believe in	Do not have a vision for the future that I believe in
Fairness	Serve the interests of everyone equally and fairly	Serve the interests of only certain groups of people

2023 Edelman Trust Barometer: Analyses

How We Calculated Belief-Driven Buyers

In the June 2022 Edelman Trust Barometer Special Report: The New Cascade of Influence, respondents were asked a series of questions regarding the role their values, opinions about social issues, and political beliefs played in their purchasing decisions. The Belief-Driven Buyer (BDB) scale was created by averaging respondents' answers to the seven 9-pt agree/disagree scale items, shown in the table to the right.

- Non-belief-driven buyers were those that scored between 1 – 4.99 on the BDB scale, meaning on average they disagreed with these statements.
- Respondents who scored between 5.00 – 9.00 on the BDB scale were classified as belief-driven buyers, meaning on average they saw themselves reflected at least to some extent in these statements

Respondents were asked:

Please indicate how much you agree or disagree with the following statements

1.	Even if a company makes the product that I like most, I will not buy it if I disagree with the company's stand on important social issues
2.	If a brand offers the best price on a product, I will buy it even if I disagree with the company's stand on controversial social or political issues
3.	I have bought a brand for the first time for the sole reason that I appreciated its position on a controversial societal or political issue
4.	I have stopped buying one brand and started buying another because I liked the politics of one more than the other
5.	I have strong opinions about many societal and political issues. The brands I choose to buy and not buy are one important way I express those opinions.
6.	I have stopped buying a brand solely because it remained silent on a controversial societal or political issue that I believed it had an obligation to publicly address

2023 Edelman Trust Barometer Team

EDELMAN TRUST INSTITUTE

Executive Director, Thought Leadership	**Tonia E. Ries** tonia.ries@edelman.com
Thought Leadership Research	**David M. Bersoff, Ph.D.** david.bersoff@edelmandxi.com **Theresa Peterson, M.A.**
Research Analysis and Operations	**Cody Armstrong** **Abbey Derse** **Rosie Delk** **Claire Ritzmann** **Catherine Aumiller**
Data and Analytics	**John Zamites** **Kiera Cooke**
Narrative and Content Strategy	**Drake Baer** **Esther Choi** **Chloe Buckley** **Brooke Walker**
Edelman Trust Institute Leadership, Partnerships and Content Teams	**Justin Blake** **Ellie Smith** **Caitlin Semo** **Susannah Ferris**

ADVISORS

Executive Advisors	**Richard Edelman** **Kirsty Graham** **Dave Samson**
DXI Research Advisor	**Antoine Harary**

MARKETING

Marketing	**Vanessa Pymble** **Mike Bush** **Polly Mingledorff** **Ryann Gastwirth** **Kayley Goff** **Pamela Blandon** **Heather Daniels-Gontier** **Romain Maradan**
Design	**John Plecha** **Megan Gilbert** **Han Xu**

TRUST BAROMETER SPAIN

	madrid@edelman.com

GRACIAS