



Edelman Trust Barometer 2022



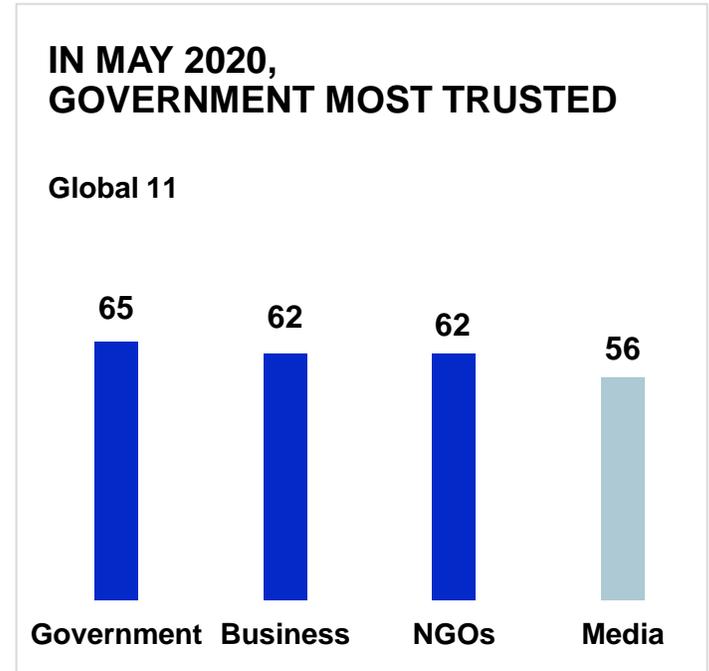
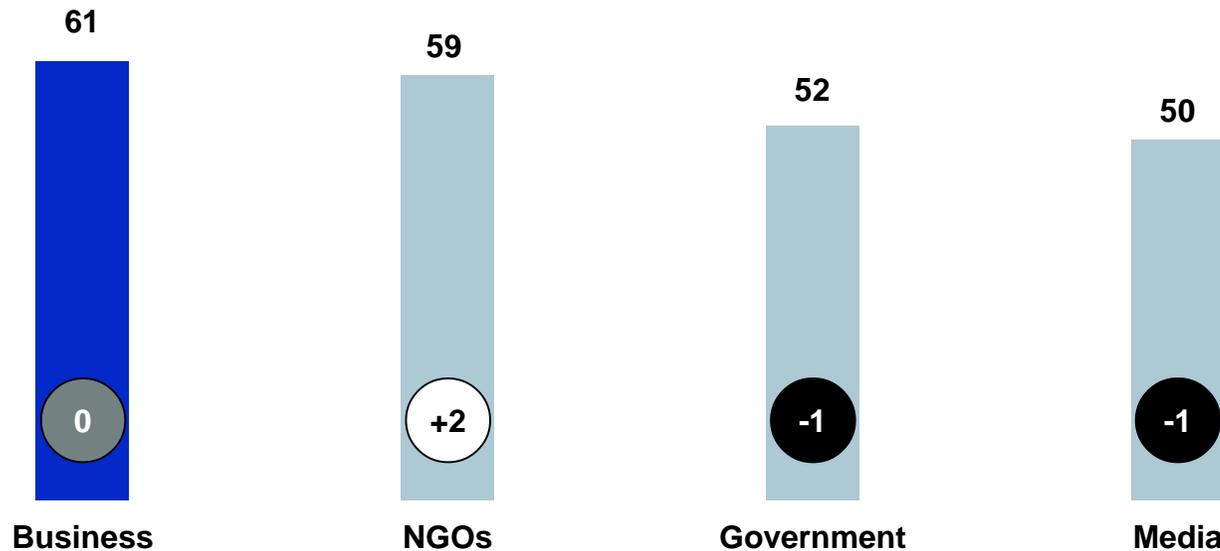


A CYCLE OF DISTRUST

TRUST DECLINES FOR GOVERNMENT AND MEDIA; BUSINESS STILL ONLY TRUSTED INSTITUTION

Percent trust

Global 27



2022 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.

2020 Edelman Trust Barometer Spring Update. 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, 11-mkt avg.

FAKE NEWS CONCERNS AT ALL-TIME HIGHS

Percent who agree

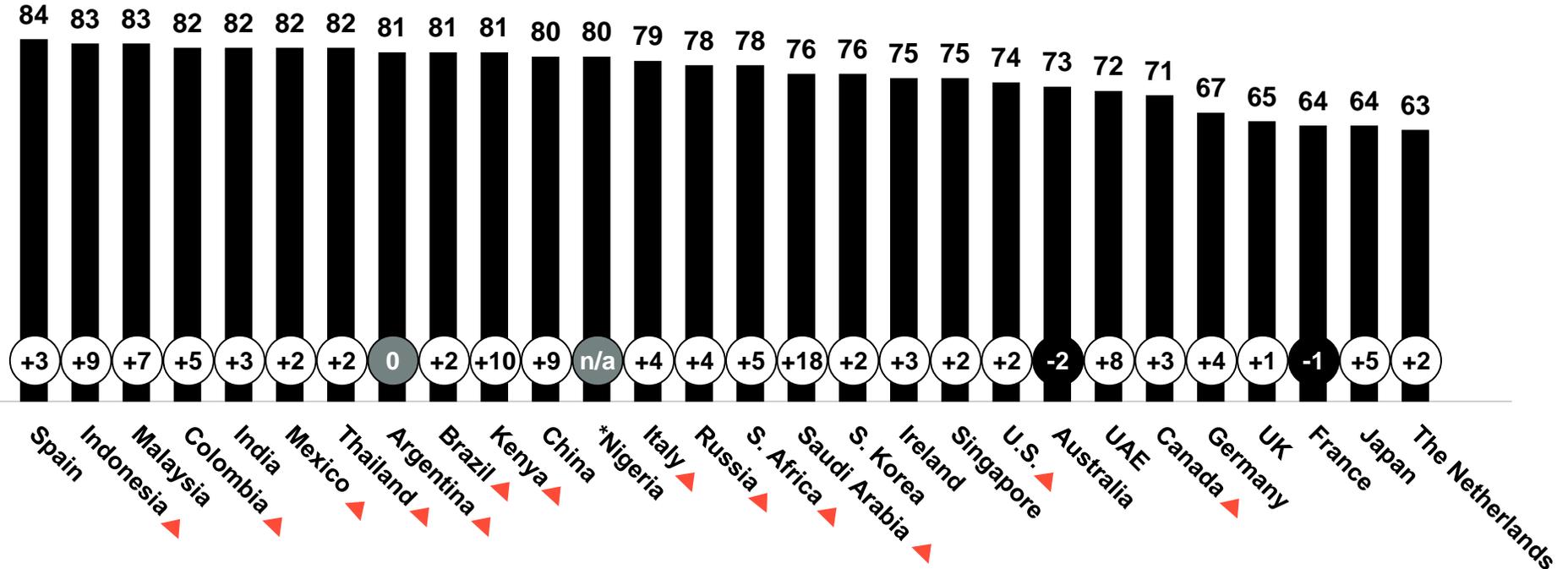


Change, 2021 to 2022

▲ All-time high in 13 of 27 countries

I worry about **false information or fake news** being used as a weapon

Global 27



2022 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 27-mkt avg. *Nigeria is not included in the global average

GOVERNMENT NOT SEEN AS ABLE TO SOLVE SOCIETAL PROBLEMS

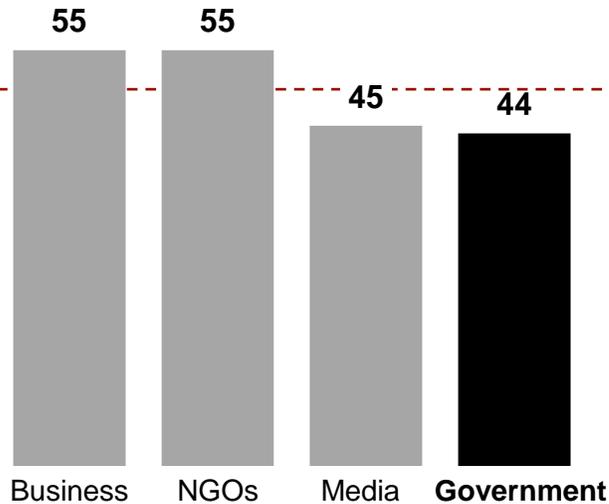
Percent who say each is a strength of institutions

Take a leadership role

Coordinate cross-institutional efforts to solve societal problems

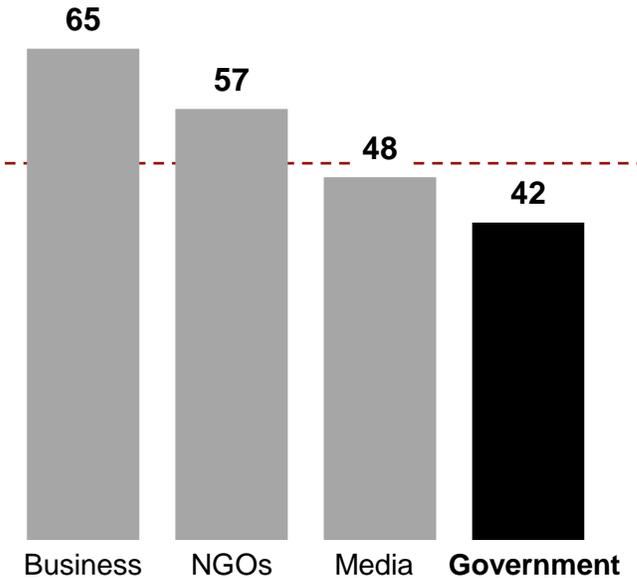
Majority do not see as strength

50%



Get results

Successfully execute plans and strategies that yield results



SPRING 2021: INSTITUTIONS FAILING TO ADDRESS EXISTENTIAL CHALLENGES

Percent who say

Global 13

Not asked in China

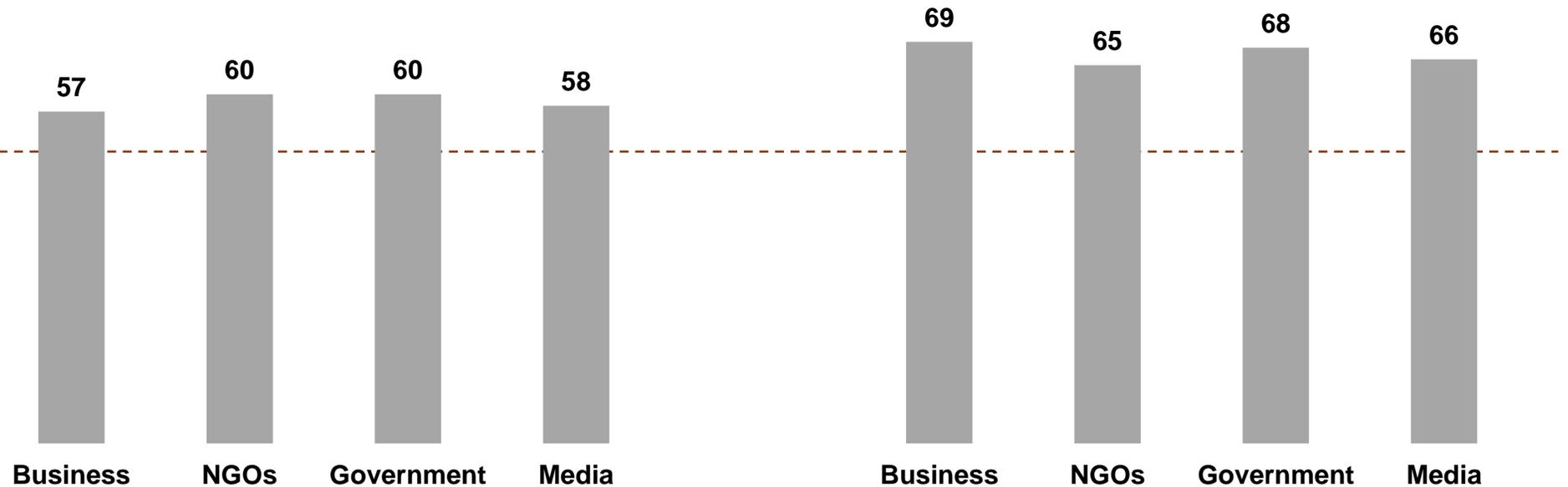
Institutions are ***not*** doing well on ...

• ... their **pandemic response**

• ... **climate change solutions**

Majority say each is ***not doing well***

50%

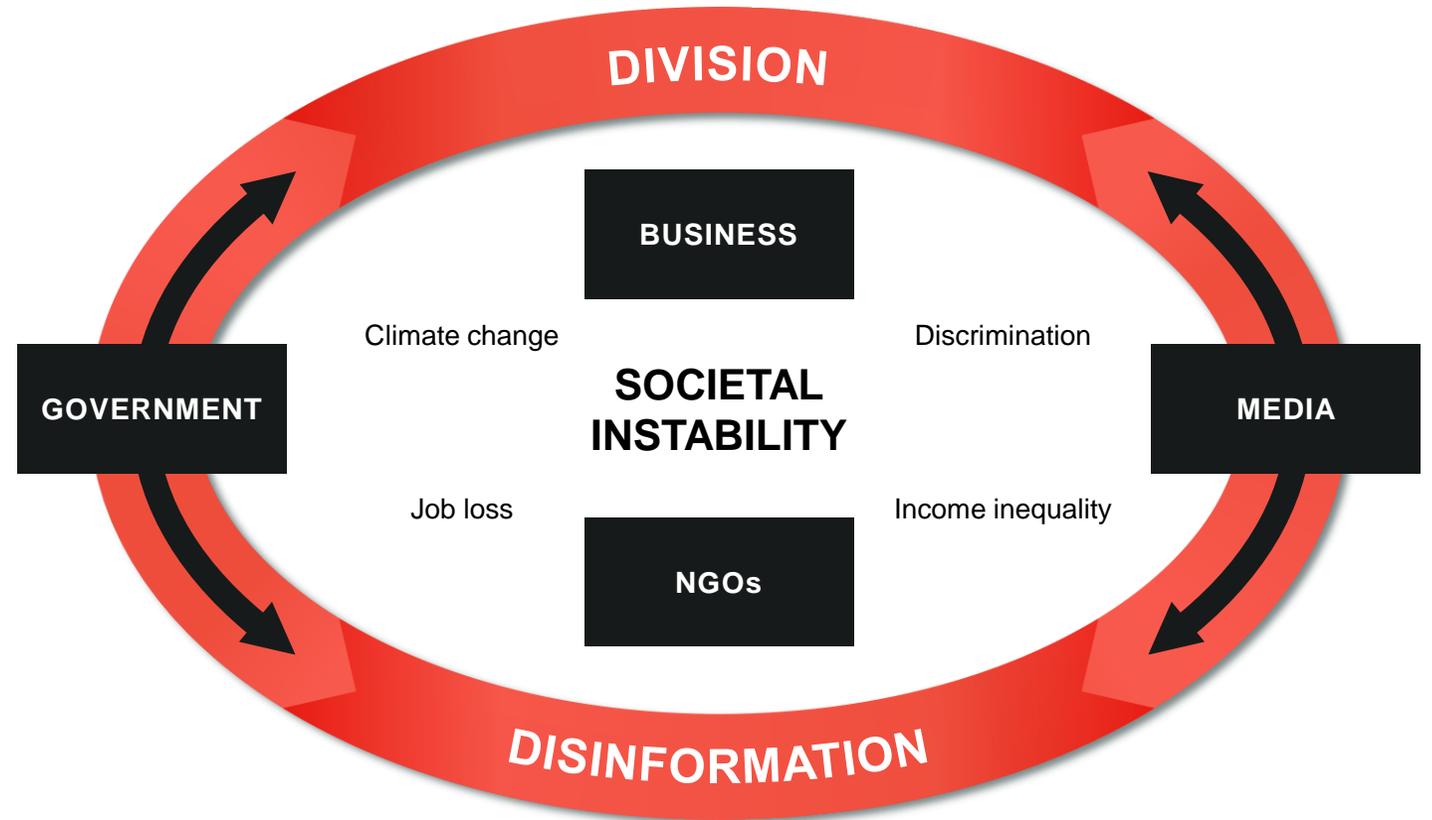


• 2021 Edelman Trust Barometer Spring Update: A World in Trauma. PER_[INS]. How well do you feel [institution] is currently doing each of the following? 5-point scale; 1-3,99, not doing well. Question asked of half of the sample. General population, 13-mkt avg. Data not collected in China.

CYCLE OF DISTRUST THREATENS SOCIETAL STABILITY

Government and media feed cycle of division and disinformation for votes and clicks

NGOs and business pressured to take on societal problems beyond their abilities





FAILURE OF LEADERSHIP MAKES DISTRUST THE DEFAULT

BETRAYED
BY MY
GOVERNMENT

BETRAYED
BY MY
GOVERNMENT

BETRAYED
BY MY
GOVERNMENT

BETRAYED

Crime of the
century
Failure to act
on climate

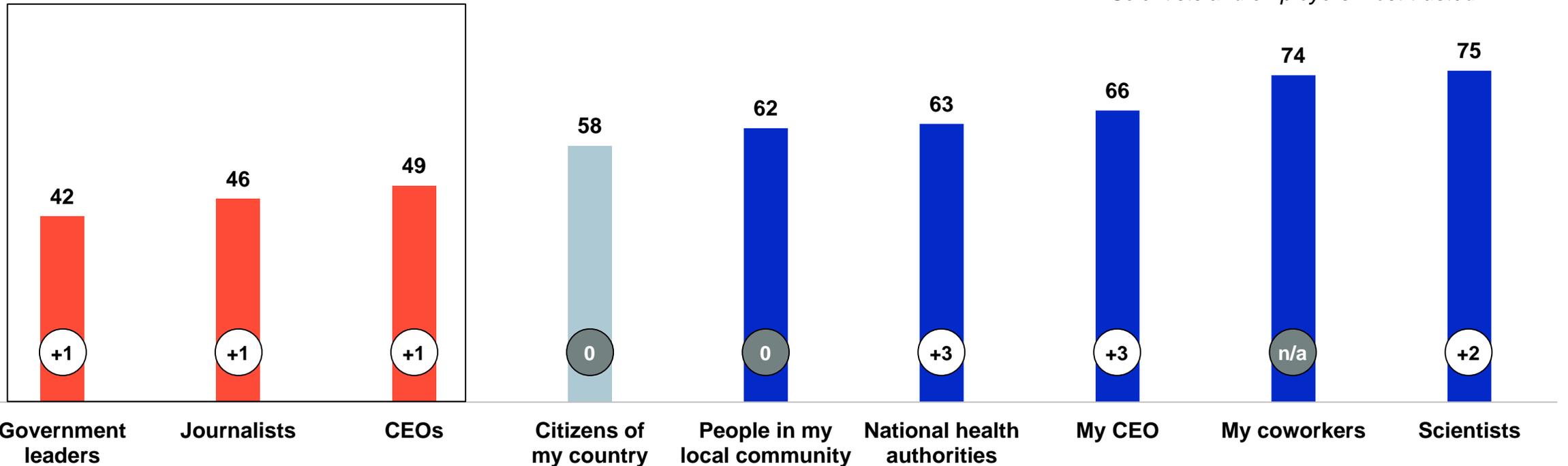
BETRAYED

RA
ROU

GO

SOCIETAL LEADERS NOT TRUSTED

Percent trust

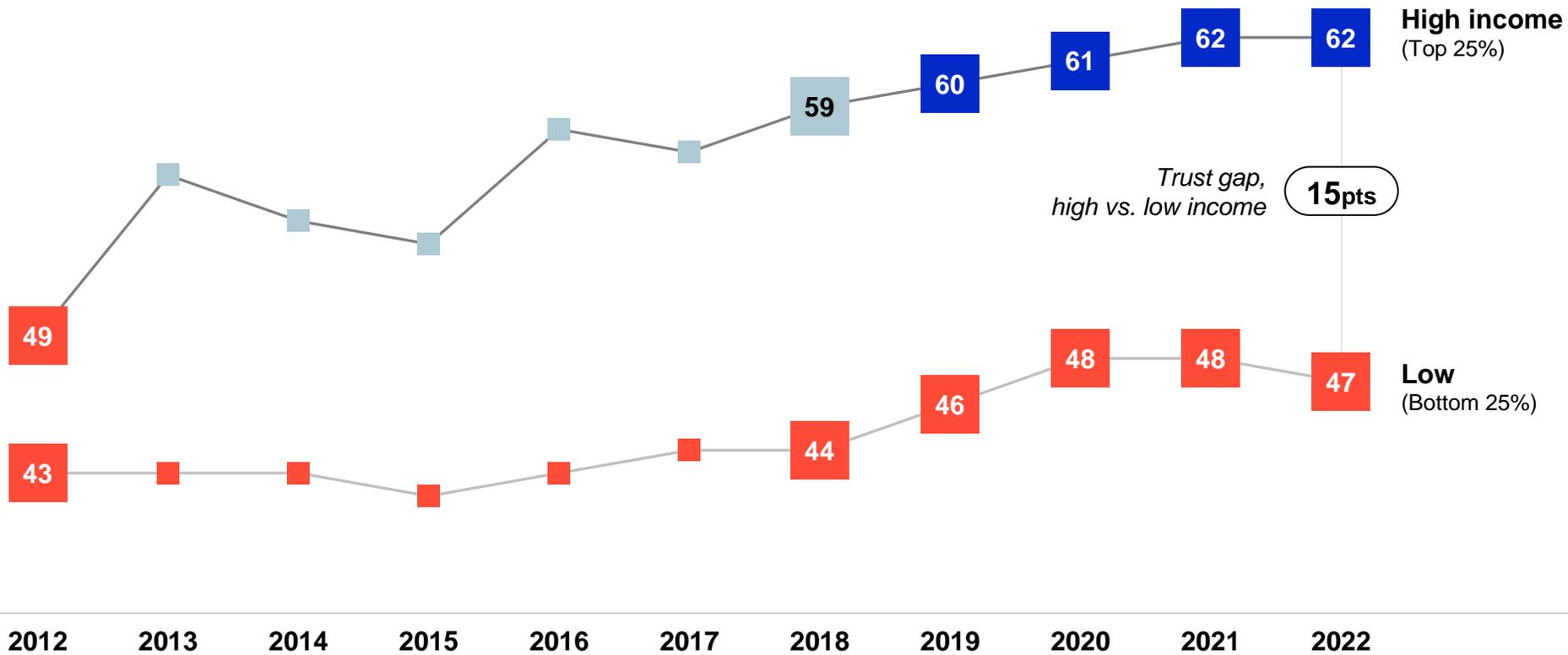


2022 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. 9-point scale; top 4 box, trust. Some attributes asked of half the sample. General population, 27-mkt avg. “My coworkers” and “my CEO” only shown to those who are an employee of an organization (Q43/1).

RECORD TRUST GAP BETWEEN HIGH AND LOW INCOME

Trust Index

Global 22



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, 22-mkt avg., by income.

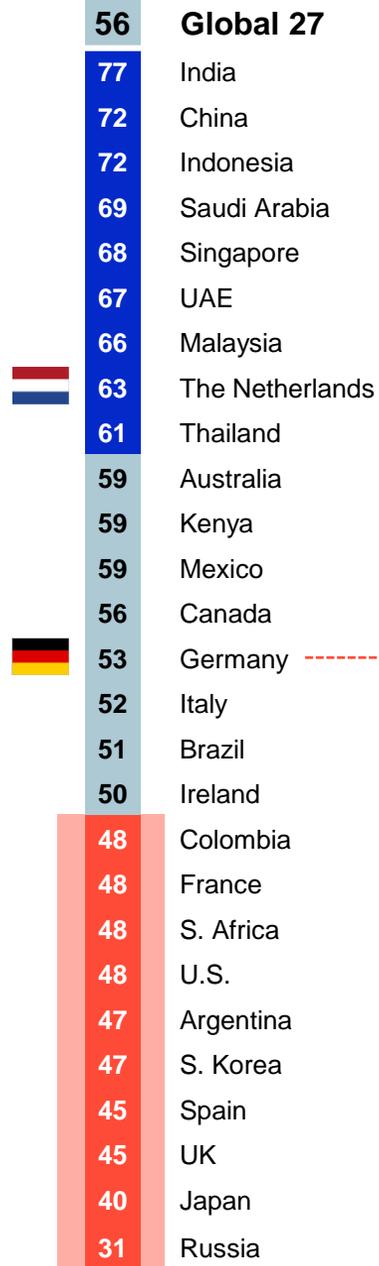
TRUST FALLS IN DEMOCRACIES

Trust Index

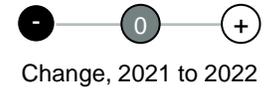


2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

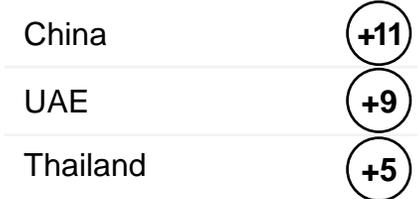
2021 General population



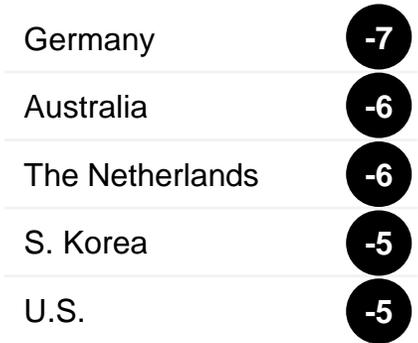
2022 General population



Biggest gainers:



Biggest losers:



U.S. Trust Index has declined 10 pts since 2017



**SOCIETAL LEADERSHIP NOW
A CORE BUSINESS FUNCTION**

ALL STAKEHOLDERS HOLD BUSINESS ACCOUNTABLE

Percent who agree

Global 27

58%

**Buy or advocate
for brands**
based on their beliefs
and values

60%

**Choose a place
to work**
based on their beliefs
and values

64%

Invest
based on their
beliefs and values

Global 7

Source: 2021 Edelman Trust Barometer
Special Report: Institutional Investors

88%

of institutional investors
subject ESG to the same scrutiny
as operational and financial
considerations

2022 Edelman Trust Barometer. Belief-driven consumer, employee, and investor segments. General population, 27-mkt avg. Employee data is filtered to be among employees of an organization (Q43/1). Investor data is only among those who sell stocks, bonds, or mutual funds as a standalone or employer-sponsored investment (INVESTOR/1). See Technical Appendix for a full explanation of how belief-driven consumers, employees, and investors were measured.

2021 Edelman Trust Barometer Special Report: Institutional Investors. Q7. Please indicate the extent to which you agree or disagree with the following statements regarding shareholder activism. 4-point scale; top 2 box, agree. 7-mkt avg.

MY EMPLOYER TRUSTED AROUND THE WORLD

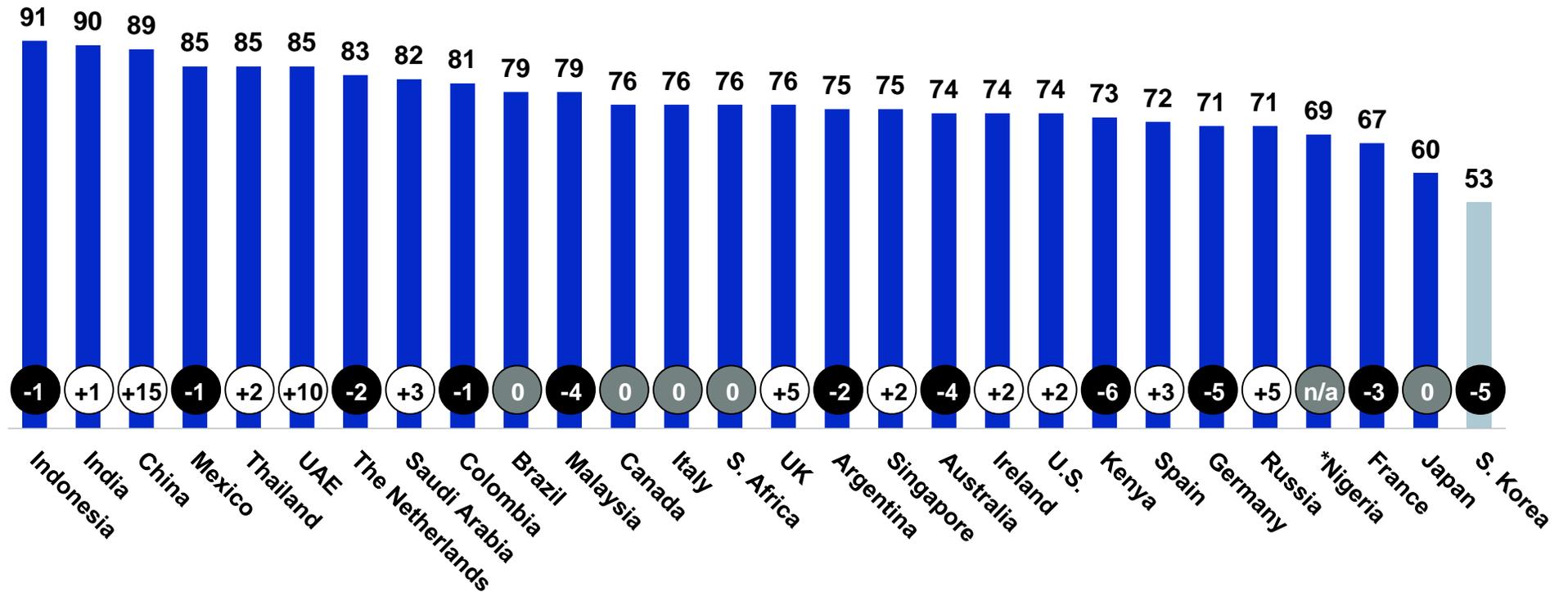
Percent trust



Global 27



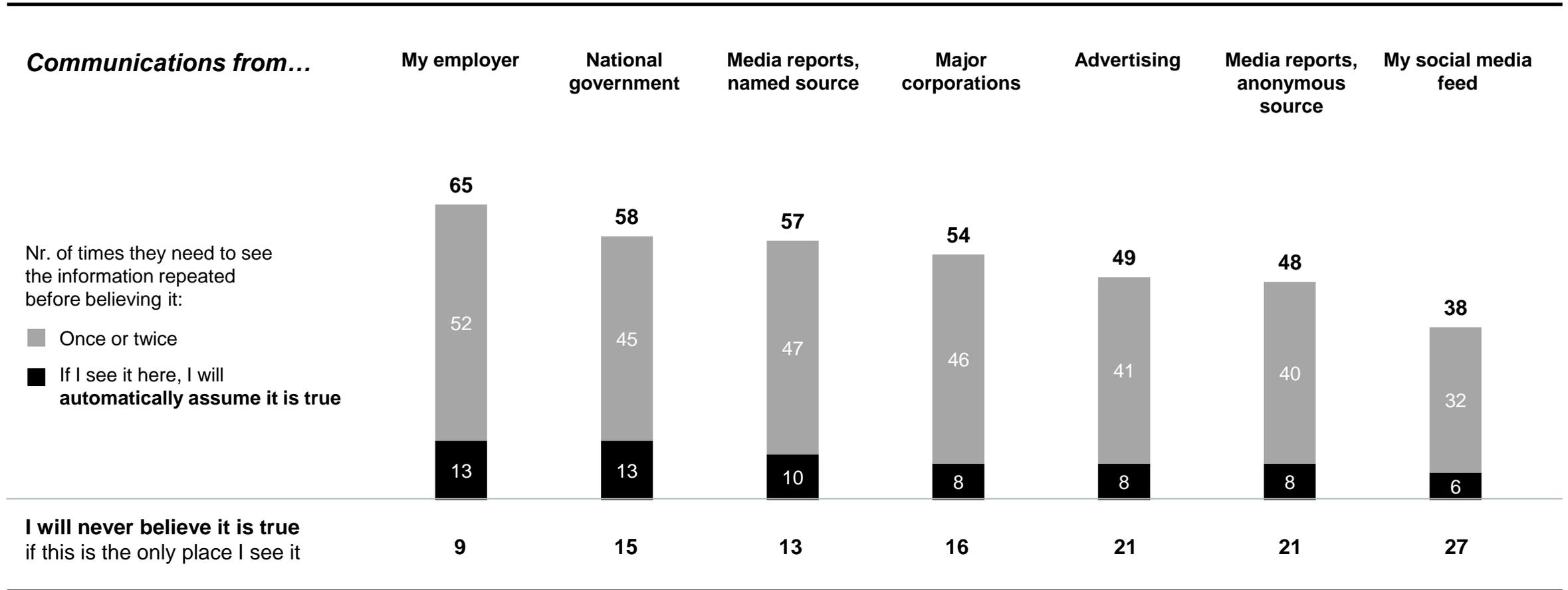
Business	61
NGOs	59
Government	52
Media	50



2022 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. "Your employer" only shown to those who are an employee of an organization (Q43/1). *Nigeria is not included in the global average

MY EMPLOYER MEDIA MOST BELIEVABLE

Percent who believe information from each source automatically, or after seeing it twice or less



2022 Edelman Trust Barometer. HEAR_TIME1. When you see a new piece of information or a news story in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true? Question asked of half of the sample. "Once or twice" is a sum of codes 2 and 3. General population, 27-mkt avg. "Employer communications" only shown to those who are an employee of an organization (Q43/1).

CEOS EXPECTED TO BE THE FACE OF CHANGE

Percent who say

CEOs should be personally visible

when discussing public policy with external stakeholders or work their company has done to benefit society

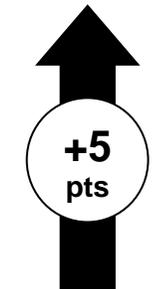
Global 27

81 (net) %

When considering a job, I expect the CEO to speak publicly about **controversial social and political issues that I care about**

Global 25,
Among employees

60 %

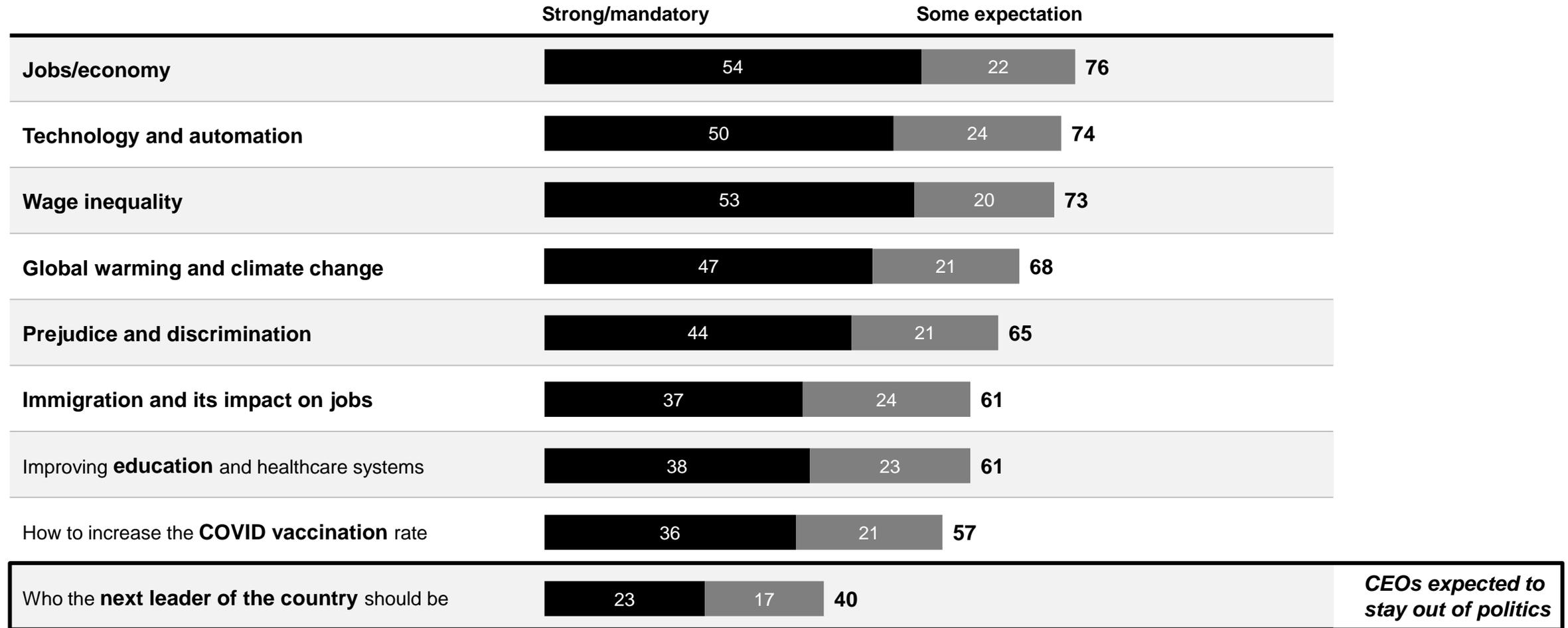


Change,
2019 to 2022

2022 Edelman Trust Barometer. CEO_VIS. How visible do you think a CEO should personally be in these different types of business situations? 9-point scale; top 4 box, visible. Question asked of half of the sample. General population, 27-mkt avg. Data shown is a net of attributes 2 and 10. EMP_IMP. When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there? 3-point scale; top 2 box, important. Question asked of those who are an employee of an organization (Q43/1). General population, 25-mkt avg.

CEOS EXPECTED TO INFORM POLICY, NOT POLITICS

Percent who expect CEOs to inform and shape conversations and policy debates about each issue



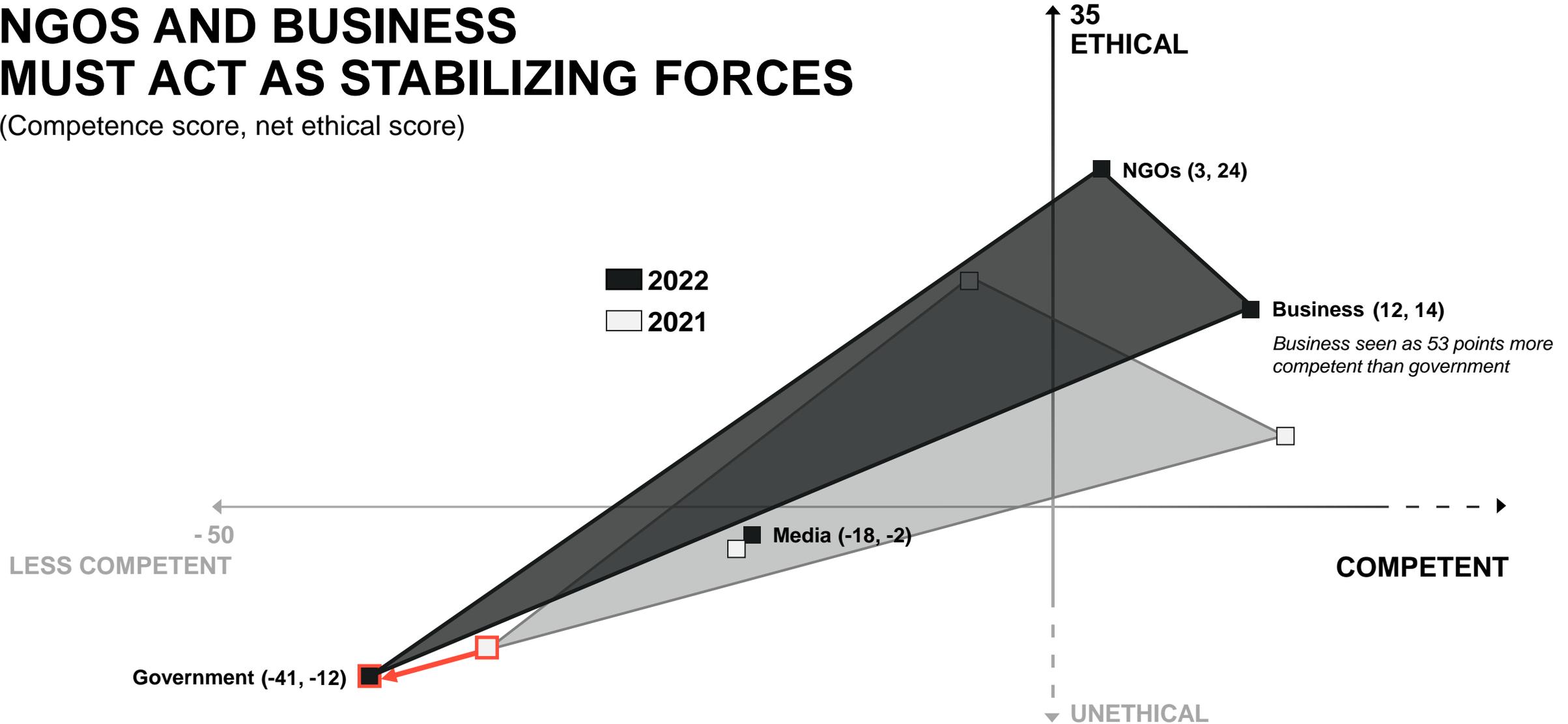
2022 Edelman Trust Barometer. CEO_RSP. For each of the following topics, please indicate to what degree corporate CEOs should be held responsible for directly helping to inform and shape ongoing conversations and policy debates. 5-point scale; codes 4-5, strong/mandatory; code 3, some expectation. Question asked of half the sample. General population, 27-mkt avg. "Improving education and healthcare" is an average of attributes 9 and 10. "Jobs/economy" is an average of attributes 11 and 12.



**BREAKING THE
CYCLE OF DISTRUST**

NGOS AND BUSINESS MUST ACT AS STABILIZING FORCES

(Competence score, net ethical score)



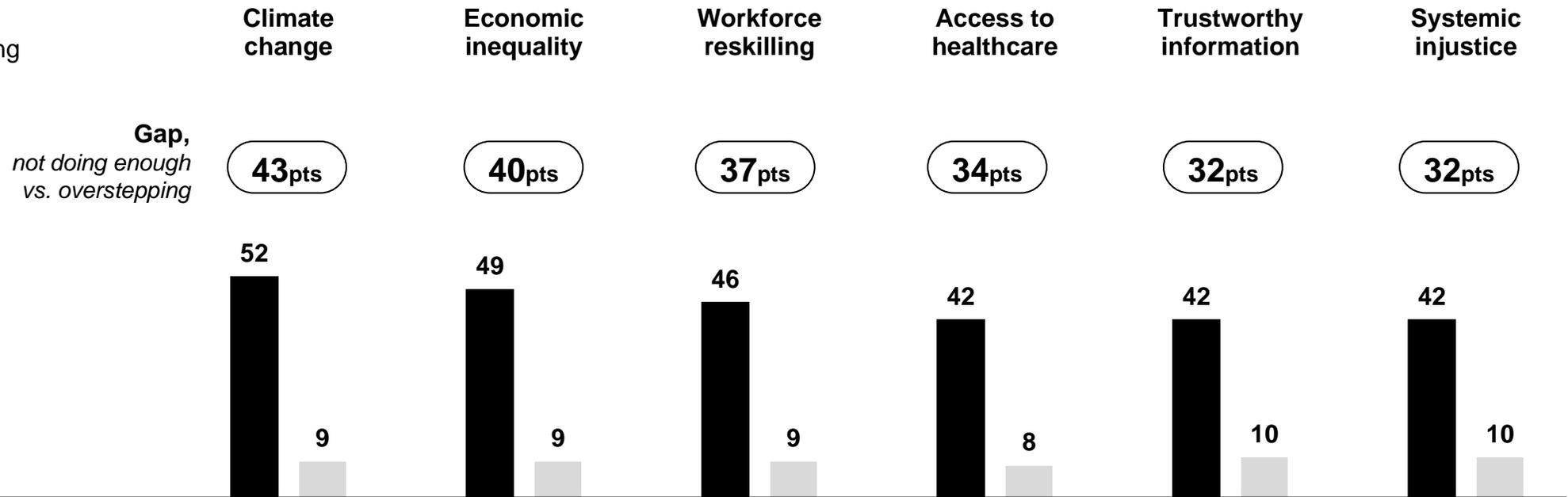
2022 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Question asked of half of the sample. The competence score is a net based on TRU_3D_[INS]/1. Depending on the question it was either asked of the full of half the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

WANT MORE, NOT LESS, BUSINESS ENGAGEMENT ON SOCIETAL ISSUES

Percent who say

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

■ not doing enough
□ overstepping



2022 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, 27-mkt avg.

BUSINESS AND NGOS SEEN AS COMPETENT AND EFFECTIVE DRIVERS OF POSITIVE CHANGE

- Net ethical scores in detail

	Business Net score	NGOs Net score	Government Net score	Media Net score	
Effective	29pts	30	-7	9	vs Highly effective agent of positive change Completely ineffective agent of positive change
Visionary	19	22	-10	-5	vs Has vision for the future I believe in Does not have a vision for the future I believe in
Fair	-7	11	-19	-12	vs Serves the interests of everyone equally and fairly Serve the interests of only certain groups of people

*Watchout for business:
negative score for fairness*

BUSINESS NEEDS TO DEMONSTRATE TANGIBLE ACTION

Percent who agree, in the UK

I am **tired** of hearing commitments from businesses **without any action**

⊥
55%

I want to **hear more** about what businesses **are doing** to positively impact society

⊥
53%

Businesses are **genuinely trying** to improve the impact they have on society

⊥
35%



RESTORING TRUST IS KEY TO SOCIETAL STABILITY

Business societal role is here to stay

People want more business leadership, not less.

Demonstrate tangible progress

Restore belief in society's ability to build a better future: show the system works.

Leadership must focus on long-term thinking

Solutions over divisiveness; long-term thinking over short-term gain.

Every institution must provide trustworthy information

Clear, consistent, fact-based information is critical to breaking the cycle of distrust.

