UK Supplement
#TrustBarometer

Edelman Trust Barometer 2020

Edelman

20th ANNUAL EDELMAN TRUST BAROMETER

Methodology

Online survey in 28 markets

34,000+ respondents total

All fieldwork was conducted between October 19 and November 18, 2019

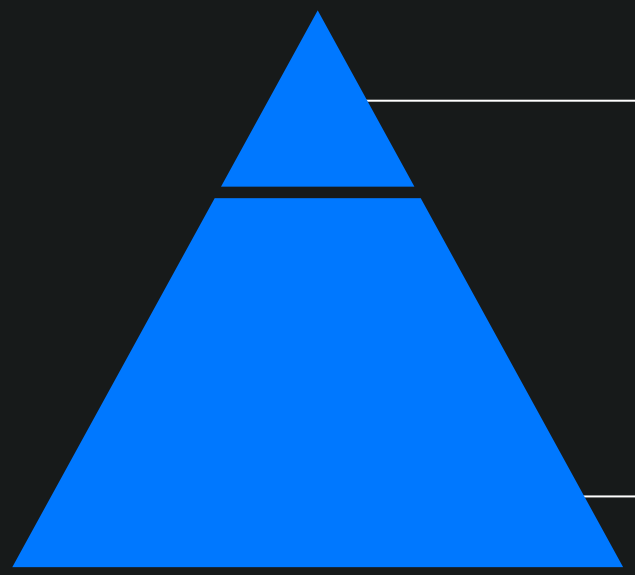
28-market global data margin of error: General population +/- 0.6% (N=32,200), informed public +/- 1.2% (N=6,200), mass population +/- 0.6% (26,000+), half-sample global general online population +/- 0.8% (N=16,100).

Market-specific data margin of error: General population +/- 2.9% (N=1,150), informed public +/- 6.9% (N = min 200, varies by market), China and U.S. +/- 4.4% (N=500), mass population +/- 3.0% to 3.6% (N =min 736, varies by market).

Gen Z MOE: 28-market = +/- 1.5% (N=4,310)
Market-specific = +/- 5.3 to 10.5% (N=min 88, varies by market).

General Online Population

1,150 respondents per market | Ages **18+** | All slides show general online population data unless otherwise noted



2020 Gen Z oversample

250 respondents age **18-24** per market

Informed Public

500 respondents in U.S. and China; **200** in all other markets

Represents **17%** of total global population

Must meet 4 criteria

- Ages **25-64**
- College-educated
- In top **25%** of household income per age group in each market
- Report significant media consumption and engagement in public policy and business news

Mass Population

All population not including informed public

Represents **83%** of total global population

2020 UK TRUST SUPPLEMENT

Methodology

Online Survey in the UK

All fieldwork was conducted between 19 December 2019 and 6 January 2020

Total sample size: 2,351

JAN This symbol denotes UK data from the UK supplementary survey

General Population

- **2,000** respondents
- Ages **18+**
- Nationally representative of the UK population in terms of gender, age, and region
- All slides show General Population unless otherwise noted

High Net Worth

- Boost of **100** respondents
- Annual household income of **£100,000**
- Non-property assets of **£650,000+**

Low Income Households

- Boost of **250** respondents
- Annual household income of **£15,000** or less

TRUST INEQUALITY SPREADS

TRUST INEQUALITY SETS NEW RECORDS

Trust Index

Mass population 14 points less trusting

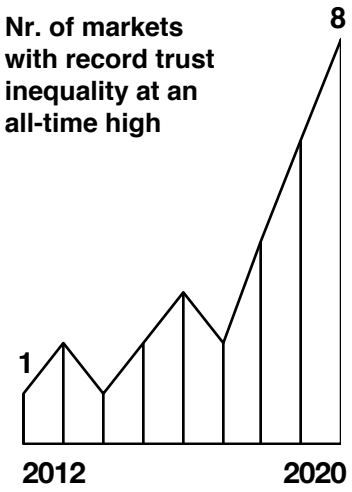
23 markets with double-digit trust gaps

	2020 Informed public	2020 Mass population	Trust gap
	Global 28	**Global 28**	14
90	China	77	13
87	India	74	13
82	Indonesia	70	12
80	Saudi Arabia	64	11
78	Thailand	62	16
75	UAE	60	11
71	Mexico	59	21
71	Singapore	58	10
68	Australia	58	13
68	Malaysia	57	10
67	Canada	56	2
67	The Netherlands	52	10
64	Germany	51	16
64	Italy	49	11
63	France	49	5
62	Colombia	49	1
60	Argentina	48	12
60	Brazil	48	16
60	Ireland	45	23
59	Spain	45	8
58	Kenya	44	20
57	U.K.	44	5
54	Hong Kong	43	17
53	Japan	42	21
53	U.S.	42	11
50	S. Korea	42	17
49	S. Africa	39	18
41	Russia	27	14

Distrust (1-49) **Neutral** (50-59) **Trust** (60-100)

Record trust inequality

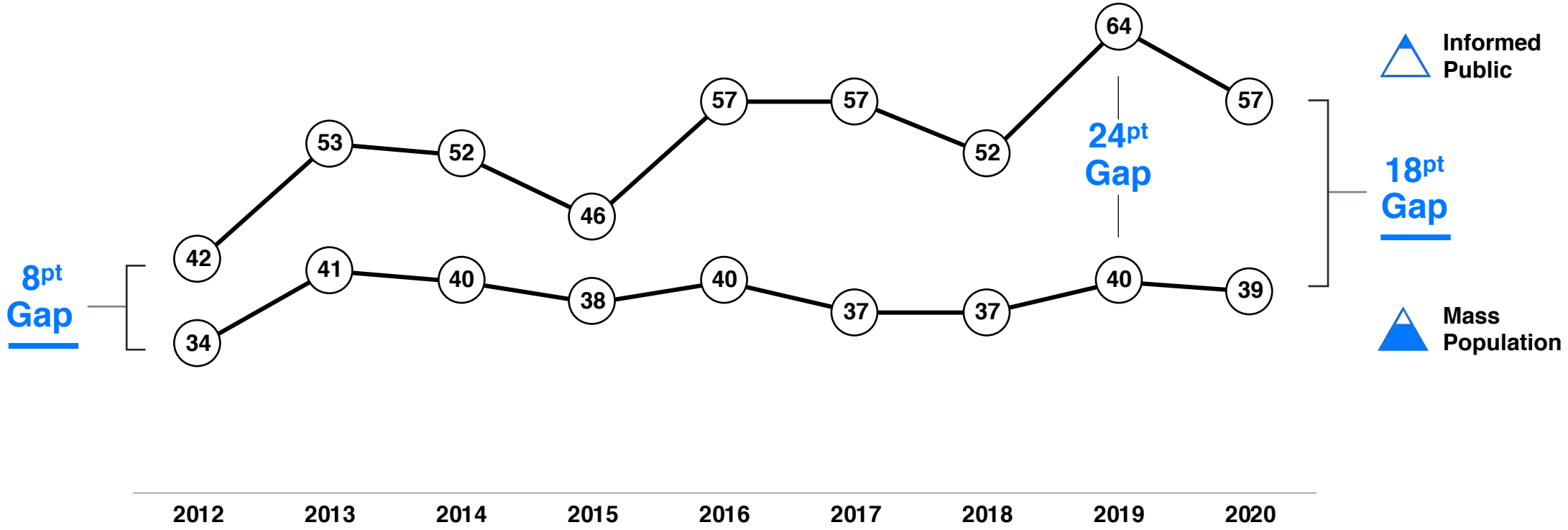
Nr. of markets with record trust inequality at an all-time high



2020 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. Informed public and mass population, 28-mkt avg.

INFORMED PUBLIC DISTRUST SHRINKS UK TRUST GAP

Trust Index



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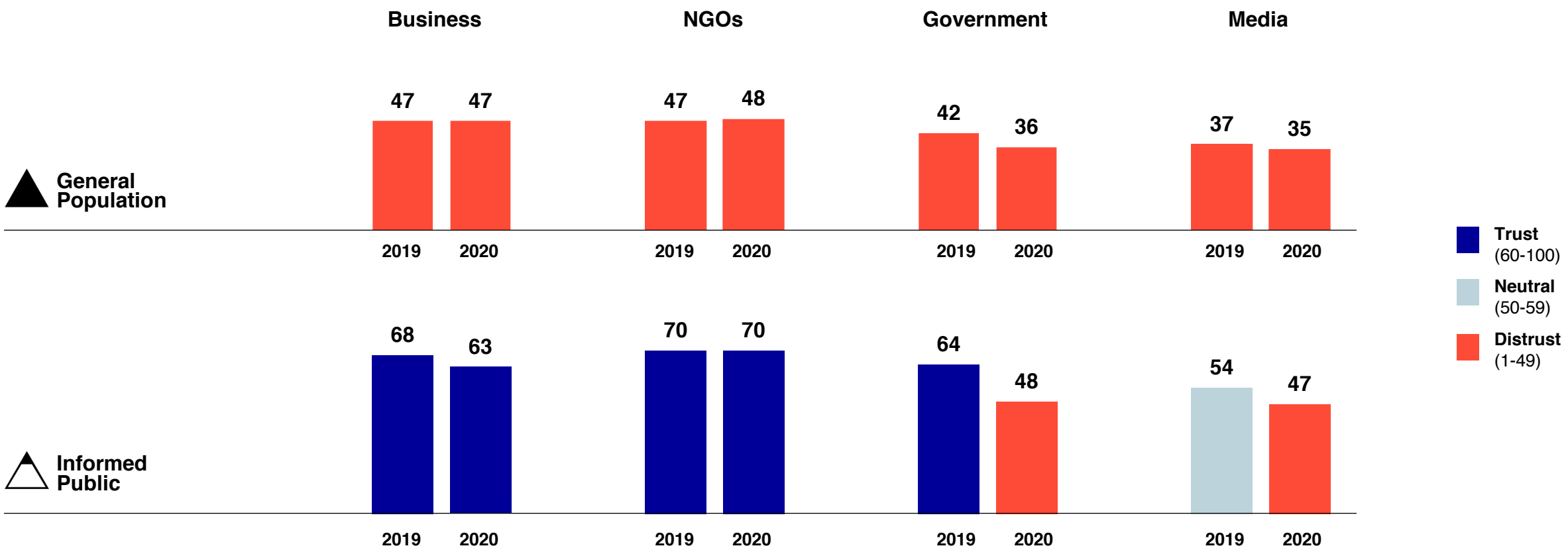
INCREASING OPTIMISM DESPITE UNCERTAINTY

UK INFORMED PUBLIC LOSE TRUST

Percent trust in each institution

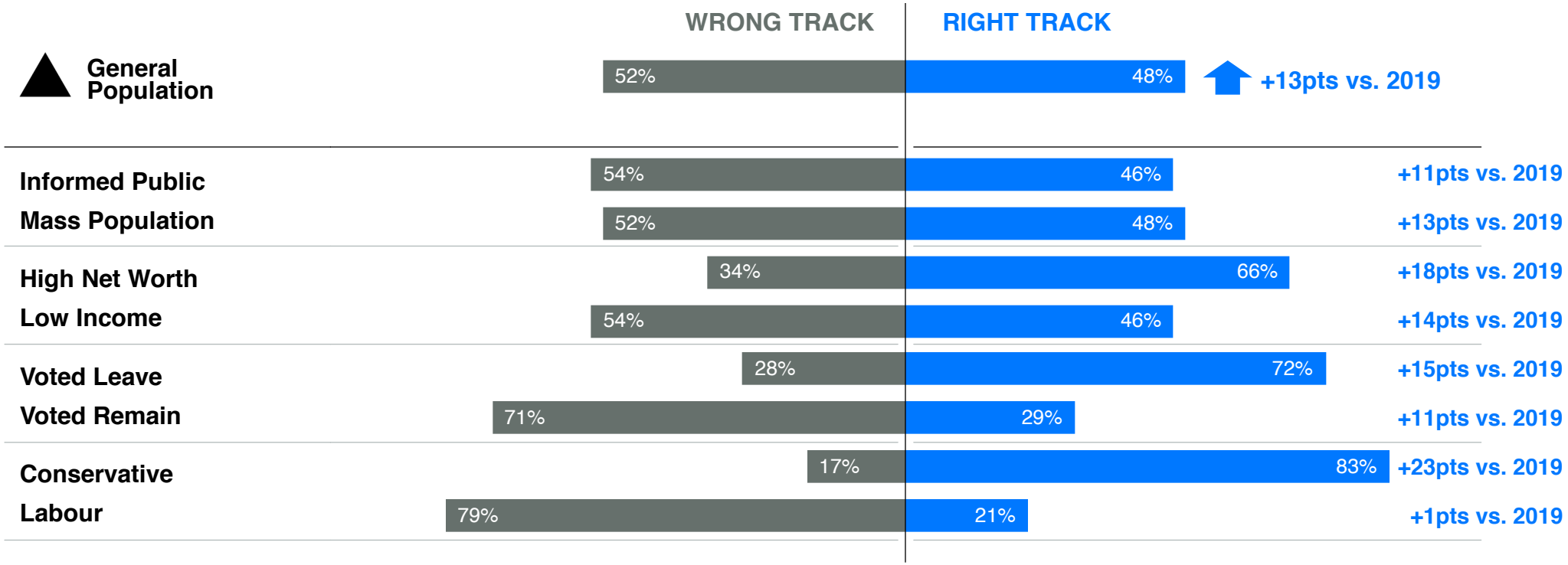


2020 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population and informed public, UK.

THE PUBLIC INCREASINGLY CONVINCED THE UK IS ON THE RIGHT TRACK

JAN

Add tracking data for this

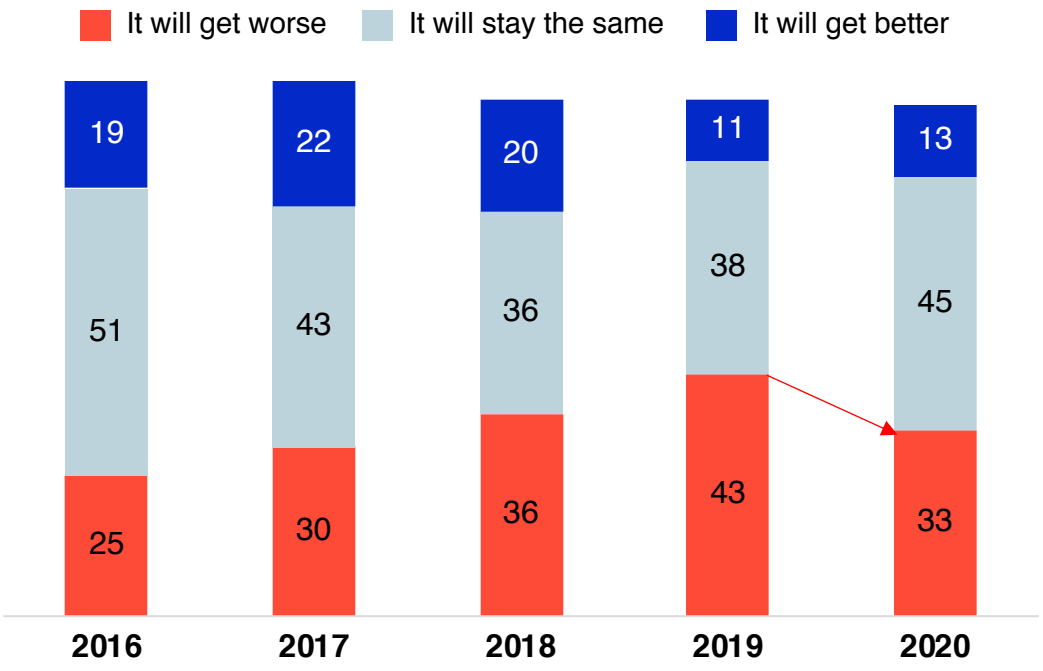


2020 Edelman Trust Barometer UK Supplement. Q2: Do you feel the UK as a country is on the right track, or on the wrong track? Base UK: General Population (n=2,000), Those who say they voted leave (n=798), Those who say they voted remain (n=870), Those who say they voted Conservative in the 12th December election (n=671), Those who say they voted Labour in the 12th December election (n=486), Informed Public (n=250), Mass Population (n=1,750), High Net Worth (n=148), Low Income Households (n=526)

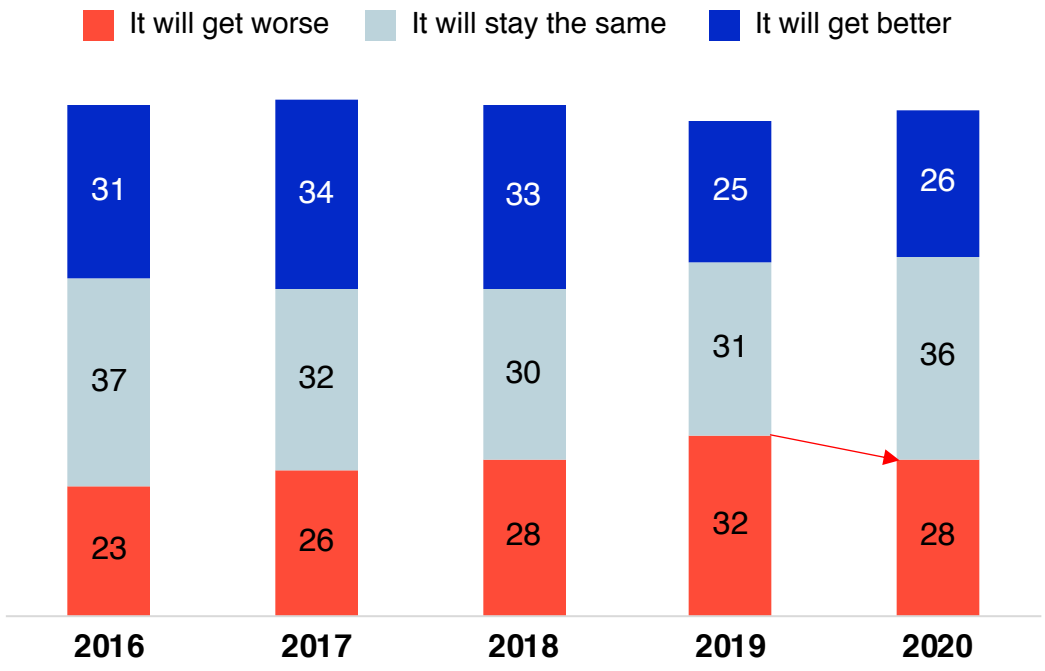
CONCERNS AROUND STANDARD OF LIVING AND ECONOMIC PROSPECTS SHRINK

JAN

CHANGE IN STANDARD OF LIVING OVER
THE NEXT YEAR



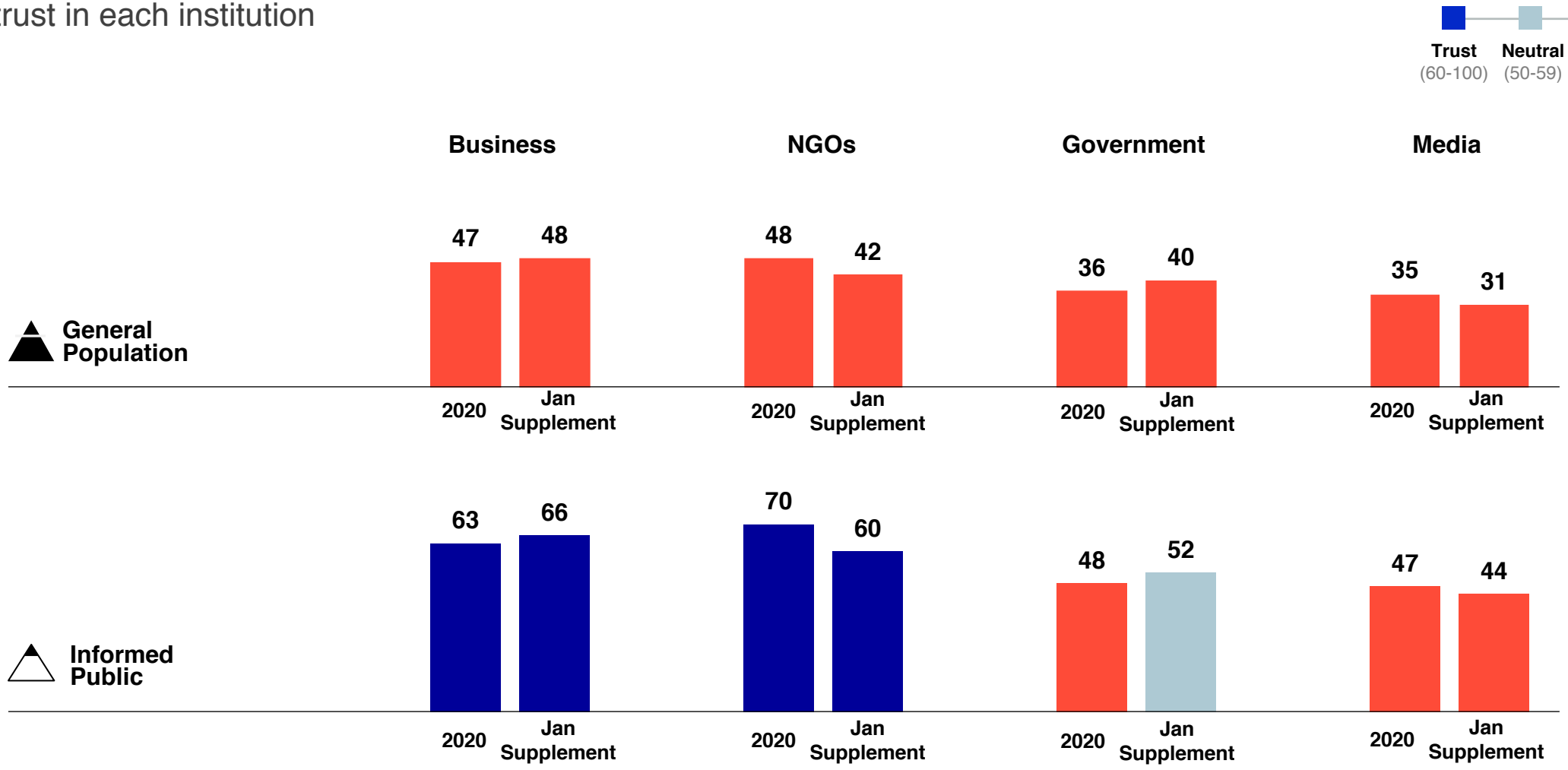
CHANGE IN ECONOMIC PROSPECTS OVER
THE NEXT 5 YEARS



2020 Edelman Trust Barometer UK Supplement. Q9. Do you feel your standard of living in terms of your level of wealth, comfort and access to material goods and necessities will get better, get worse or stay the same over the course of 2020? Q10. 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? Base: 2016 UK General Population (n=1,000), 2017 UK General Population (n=1,150), 2018 UK General Population (n=2,000), 2019 UK General Population (n=2,000), 2020 UK General Population (n=2,000)

POST-ELECTION INCREASE IN TRUST IN GOVERNMENT

Percent trust in each institution



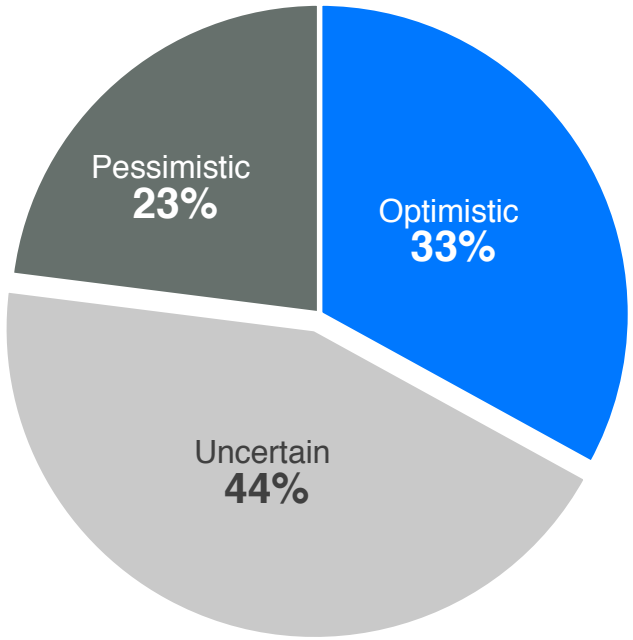
2020 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population and informed public, UK.
2020 Edelman Trust Barometer UK Supplement General population, U.K (n=2,000), Informed Public (250)

HOWEVER, PEOPLE ARE UNCERTAIN ABOUT THE UK'S FUTURE

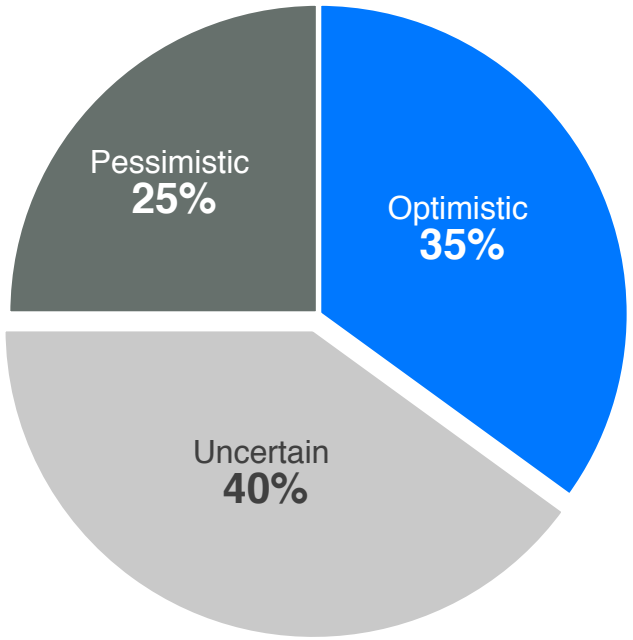
Describe your outlook on the UK's future

JAN

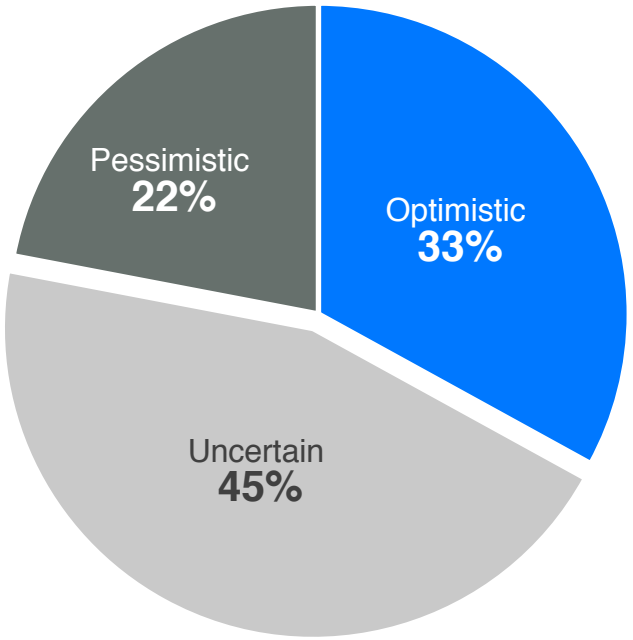
General Population



Informed Public



Mass Population

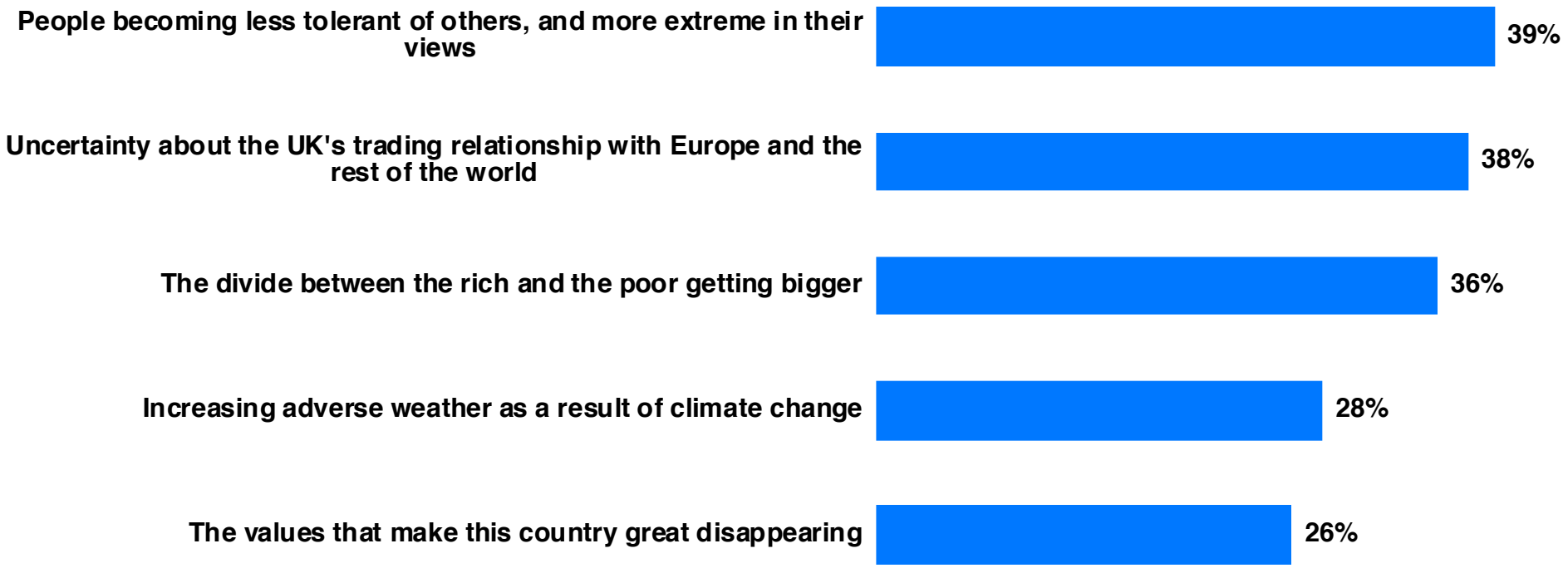


2020 Edelman Trust Barometer UK Supplement. Q3. And which of the following describes your outlook on the UK's future? Base: 2020 UK General Population (n=2,000), Informed Public (250)

BRITS MOST CONCERNED ABOUT DECLINING TOLERANCE AND INCREASING EXTREMISM

JAN

Five biggest concerns about the future of the UK



2020 Edelman Trust Barometer UK Supplement Q8. What are your biggest concerns about the future of the UK? [Top 3] Base UK: General Population (n=2,000)

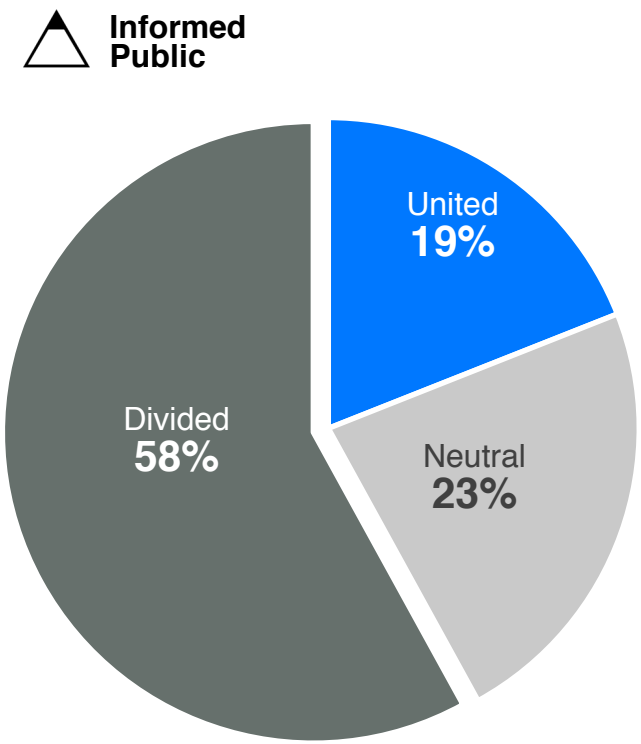
MORE ALIGNED THAN WE THINK

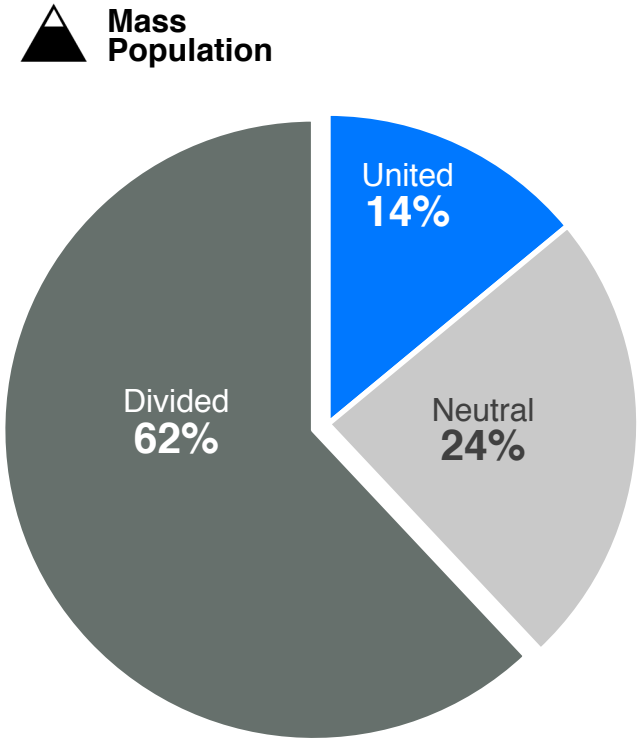
THE MAJORITY THINK THE PUBLIC ARE DIVIDED ON KEY ISSUES FACING THE UK

JAN

61%

Say people are **divided on the key issues** facing the UK today



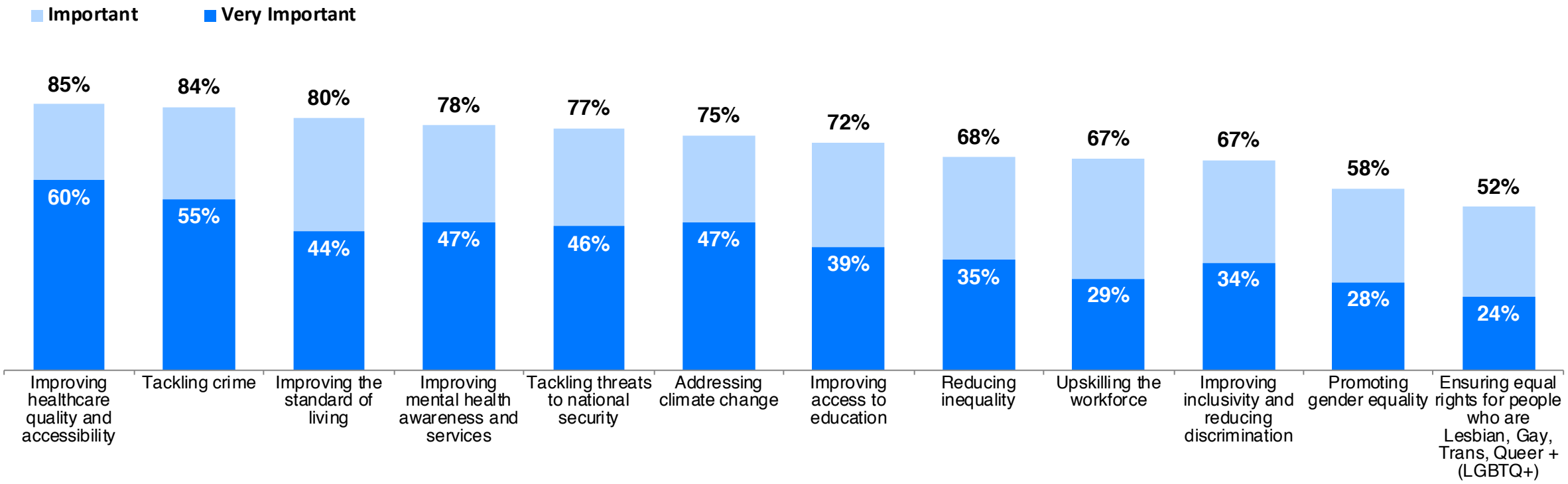


2020 Edelman Trust Barometer UK Supplement. Q4. Thinking about the key issues the UK is facing today, please select which statement best describes your opinion? People are divided on the key issues the UK is facing [Bottom/Top 3 Box]. Base: 2020 UK General Population (n=2,000), Informed Public (n=250), Mass Population (n=1,750), High Net Worth (n=148), Low Income Households (n=526)

HOWEVER BRITS ARE IN FACT UNITED ON THE ISSUES THAT MATTER MOST – IMPROVING HEALTHCARE & TACKLING CRIME

JAN

Percent who say each of the following issues are important to them personally



2020 Edelman Trust Barometer UK Supplement Q11. How important are each of the following issues to you personally? [Top 4 Box, Important] [Top 2 Box: Very important]
Base UK: General Population (n=2,000)

BRITS SHARE THEIR DISSATISFACTION WITH PROGRESS ON KEY ISSUES

JAN

1 in 2

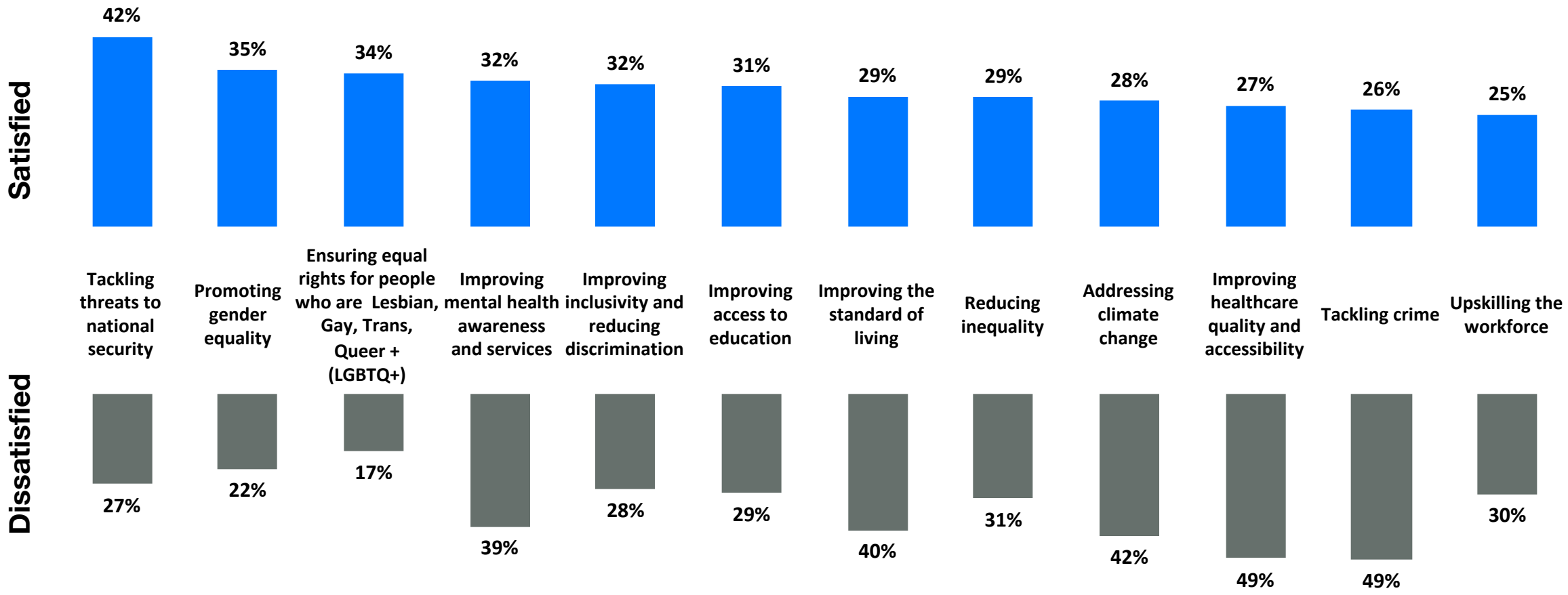
unsatisfied with progress **on tackling crime** (49%)

unsatisfied with progress on **improving healthcare quality & accessibility** (49%)

2020 Edelman Trust Barometer UK Supplement. Q12. How satisfied or unsatisfied are you about the progress the UK has made on each of the following in the last two years? Improving healthcare quality and accessibility; Tackling crime [Bottom 2 Box, Not Satisfied] Base: 2020 UK General Population (n=2,000)

BRITS SHARE THEIR DISSATISFACTION WITH PROGRESS ON KEY ISSUES

JAN



2020 Edelman Trust Barometer UK Supplement. Q12. How satisfied or unsatisfied are you about the progress the UK has made on each of the following in the last two years? [Bottom 2 Box, Not Satisfied] [Top 2 Box, Satisfied] Base: 2020 UK General Population (n=2,000)

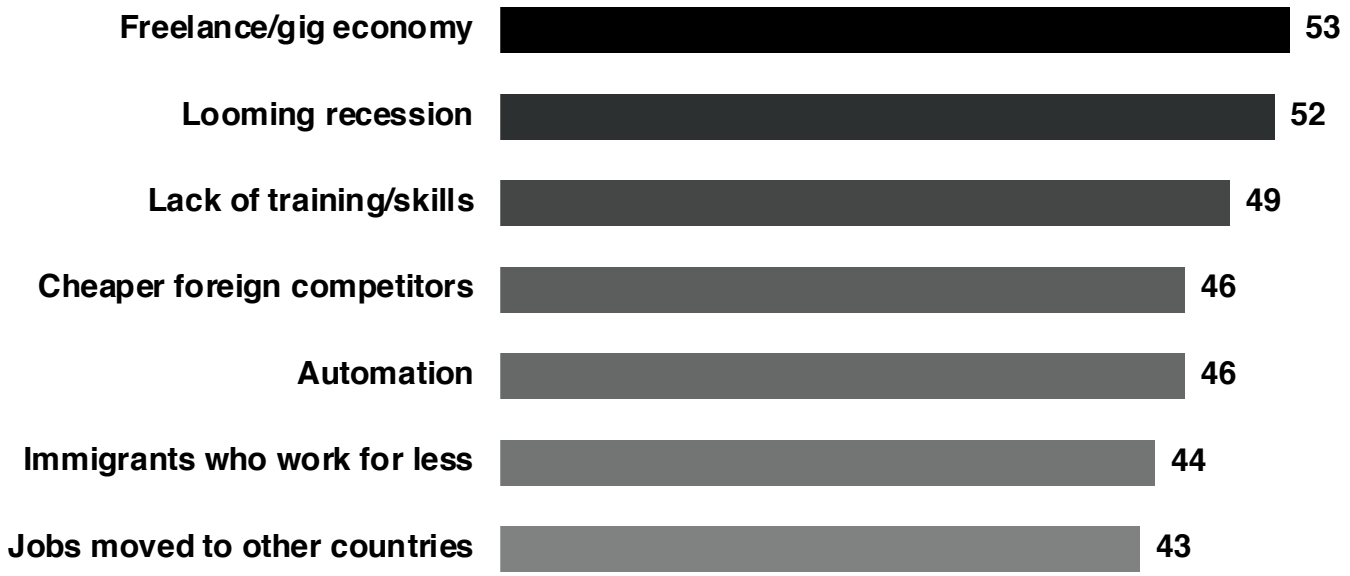
UNPREPARED FOR THE FUTURE

THREE QUARTERS OF WORKERS WORRY ABOUT LOSING THEIR JOBS

Percent of employees who worry about job loss due to each issue

I worry about **losing my job** due to one or more of these issues.

75%



2020 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, worried. Job loss net = codes 1,2,3,4,5,23,24. Base: UK General Population, filtered by employees (Q43/1) (n=585)

BRITS WORRY TECHNOLOGY IS OUT OF CONTROL

Percent who agree

The pace of change in technology is **too fast**

60%

I worry technology will make it impossible to know if **what people are seeing or hearing is real**

67%

Government **does not understand emerging technologies** enough to regulate them effectively

72%

2020 Edelman Trust Barometer. CNG_POC. For the statements below, please think about the pace of development and change in society today and select the response that most accurately represents your opinion. 9-point scale; top 4 box, fast. Base: UK general population, question asked of half the sample (n=575)
ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement. 9-point scale; top 4 box, agree. Base: UK general population, question asked of half the sample (n=575)
PER_GOV. How well do you feel the government is currently doing each of the following? 5-point scale; bottom 3 box, not doing well (data excludes DK responses)
Base: UK general population, question asked of half the sample (n=435).

WORRY ABOUT QUALITY INFORMATION

Percent who agree

The media I use are **contaminated with untrustworthy information**

52%

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

72%

+4 pts

Change, 2018 to 2020

2020 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. 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, UK.

LEADERS & POLITICIANS CREATING NOT CURING ROBLEMS

PEOPLE QUESTION IF POLITICIANS ARE ACTING IN THE COUNTRY'S BEST INTERESTS

Percent who agree

Politicians are **undermining British institutions** for their own political gain

61%

Politicians are making **things in this country worse**

57%

2020 Edelman Trust Barometer UK Supplement. Q28. Thinking about how politicians and political parties behave in the UK today, please select where your opinion falls on the scale between the two opposing descriptions? [7 point scale, 1,2,3] UK General Population (n=2,000)

BRITS STILL DON'T FEEL THAT THEIR VIEWS ARE REPRESENTED IN BRITISH POLITICS

JAN

45%

Feel **their views are not represented** in British politics

My views are…

Not represented at all	**15%**
Not very represented	**30%**
Somewhat represented	**35%**
Well represented	**9%**

2020 Edelman Trust Barometer UK Supplement. Q5: To what extent do you feel your views are represented in British politics today? [Bottom 2 Box, Not represented] Base UK: General Population (n=2,000)

PRIME MINISTER WINS THE TRUST BATTLE

Percent who trust each political leader to do what is right

JAN

Boris Johnson

41%

Jeremy Corbyn

26%

2020 Edelman Trust Barometer UK Supplement. Q21. Please indicate how much you trust the following political leaders to do what is right?
Base UK: General Population (n=2,000)

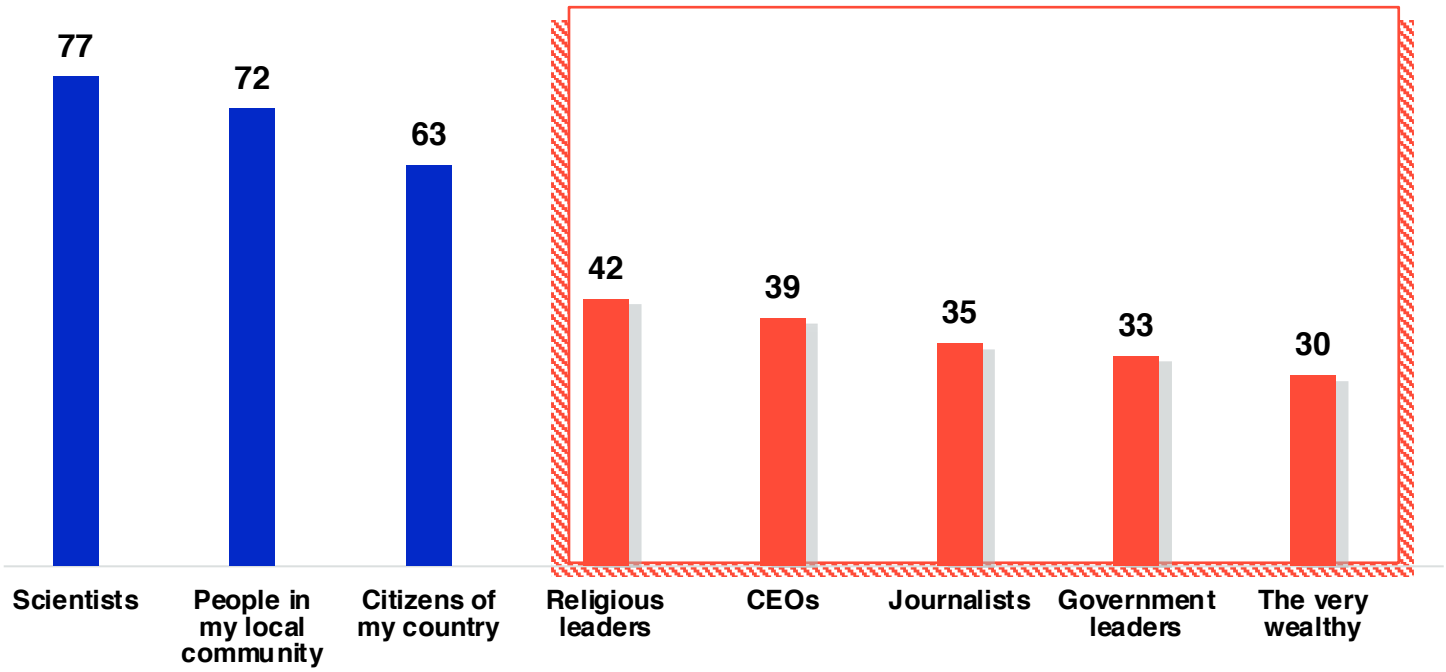
SOCIETAL LEADERS NOT TRUSTED TO ADDRESS CHALLENGES

Trust Neutral Distrust

> I do not have confidence that our current leaders will be able to successfully **address our country's challenges.**

73%

Percent trust to do what is right



2020 Edelman Trust Barometer. POP_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is. 9-point scale; top 4 box. Base: UK general population (n=1,150)
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. Base: UK general population, question asked of half the sample (n=575).

MANY BELIEVE POLITICS IS HAMPERING SOCIAL PROGRESS

JAN

Only

29%

Believe politicians are **genuinely invested** in solving societal issues

55%

Believe national issues would be best resolved by **putting political differences aside**

67%

Say the way politicians act today is **making society more divided**

2020 Edelman Trust Barometer UK Supplement. Q22: Thinking about how politicians treat issues of public policy, to what extent do you agree or disagree with each of the following? politicians are genuinely invested in solving societal issues; politicians are purposely using public policy issues to create an environment of fear that they can exploit for political gain [Top 4 Box: Agree]. Q4. Thinking about the key issues the UK is facing today, please select which statement best describes your opinion? National issues will be best resolved by putting aside political differences [Bottom 3 Box]. Q28. Thinking about how politicians and political parties behave in the UK today, please select where your opinion falls on the scale between the two opposing descriptions? [Bottom 3 Box] Base UK: General Population (n=2,000)

POLITICAL MOTIVATIONS ARE UNDER SUSPICION

JAN

60%

Believe politicians are **purposely using public policy issues to create an environment of fear** that they can exploit for political gain

Voted leave:	58%	**Informed Public**	69%
Voted remain:	66%	**Mass Population:**	59%
Conservative:	55%	**High Net Worth:**	66%
Labour:	68%	**Low Income Households:**	52%

2020 Edelman Trust Barometer UK Supplement. Q22: Thinking about how politicians treat issues of public policy, to what extent do you agree or disagree with each of the following? politicians are genuinely invested in solving societal issues; politicians are purposely using public policy issues to create an environment of fear that they can exploit for political gain [Top 4 Box: Agree]. Base UK: General Population (n=2,000), Those who say they voted leave (n=798), Those who say they voted remain (n=870), Those who say they voted Conservative in the 12th December election (n=671), Those who say they voted Labour in the 12th December election (n=486), Informed Public (n=250), Mass Population (n=1,750), High Net Worth (n=148), Low Income Households (n=526)

POLITICIANS' BEHAVIOUR IS THROWING DEMOCRACY INTO QUESTION

2 in 3 JAN

say the way politicians behave **undermines trust in government** *(66%)*

Informed Public: 58%

3 in 5 JAN

feel political parties are **behaving in a way that undermines democracy** *(61%)*

Informed Public: 60%

3 in 5

believe democracy is **losing its effectiveness** as a form of government *(60%)*

Informed Public: 69%

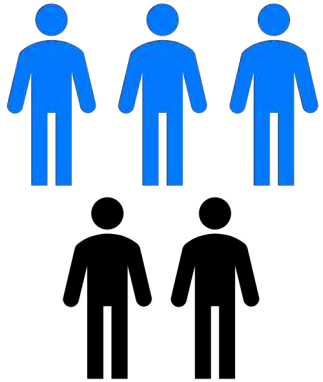
2020 Edelman Trust Barometer UK Supplement. Q28. Thinking about how politicians and political parties behave in the UK today, please select where your opinion falls on the scale between the two opposing descriptions? [Top 3 box] Base: 2020 UK General Population (n=2,000), Informed public (n=250)
2020 Edelman Trust Barometer. TMA_SIE_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box.
Base: UK General population, question asked of half the sample (n=575), and Informed public (n=100)

HOWEVER, POLITICAL MISCONDUCT IS BECOMING THE NORM

JAN

3 in 5

Agree politicians have become more likely to lie or mislead the British public *(56%)*



Voted leave:	52%	**Informed Public**	58%
Voted remain:	63%	**Mass Population:**	55%
Conservative:	49%	**High Net Worth:**	59%
Labour:	62%	**Low Income Households:**	51%

2020 Edelman Trust Barometer UK Supplement. Q23. Over the past few years, do you think politicians have become more or less likely to lie or mislead the British public?
Base: 2020 UK General Population (n=2,000), Those who say they voted leave (n=798), Those who say they voted remain (n=870), Those who say they voted Conservative in the 12th December election (n=671), Those who say they voted Labour in the 12th December election (n=486), Informed Public (n=250), Mass Population (n=1,750), High Net Worth (n=148), Low Income Households (n=526)

MANY BELIEVE POLITICIANS ARE EXPLOITING SOCIETAL ISSUES

JAN

2 in 3

Politicians are **exploiting societal issues** mainly to attack their political opponents (67%)

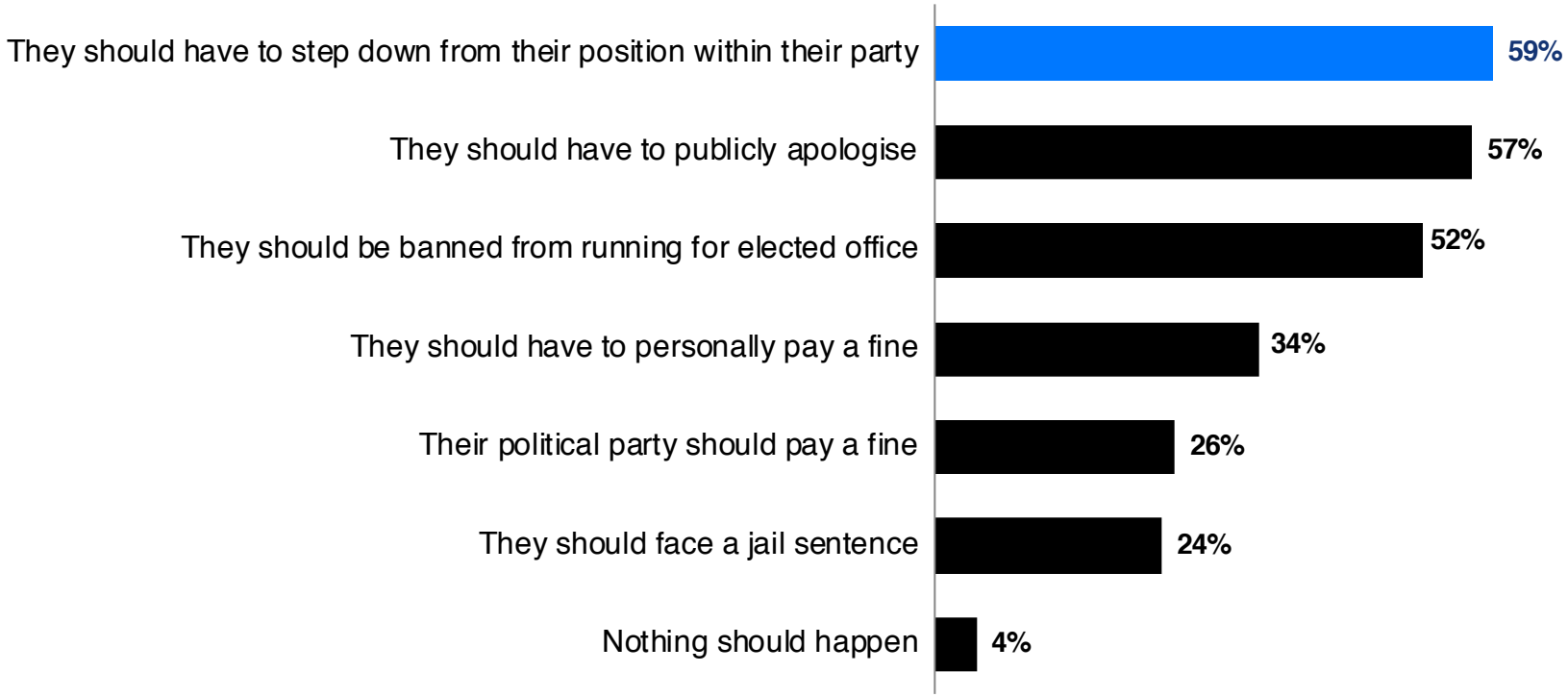
Voted leave:	68%	**Informed Public**	76%
Voted remain:	71%	**Mass Population:**	66%
Conservative:	64%	**High Net Worth:**	77%
Labour:	73%	**Low Income Households:**	62%

2020 Edelman Trust Barometer UK Supplement. Q22: Thinking about how politicians treat issues of public policy, to what extent do you agree or disagree with each of the following? Base: 2020 UK General Population (n=2,000), Those who say they voted leave (n=798), Those who say they voted remain (n=870), Those who say they voted Conservative in the 12th December election (n=671), Those who say they voted Labour in the 12th December election (n=486), Informed Public (n=250), Mass Population (n=1,750), High Net Worth (n=148), Low Income Households (n=526)

STRONG CONSEQUENCES ARE EXPECTED FOR THOSE CAUGHT LYING

JAN

If a politician is caught lying…



2020 Edelman Trust Barometer UK Supplement. Q26. If a politician is caught lying to the British public, what should happen? Base: 2020 UK General Population (n=2,000)

YET MANY ARE COMFORTABLE WITH LYING TO ACHIEVE THEIR OWN AGENDA

JAN

48%

Believe it is **okay for politicians to lie** in certain circumstances

% agree it would be okay to lie…	General Population	Informed Public	Mass Population
For national security reasons	37%	44%	36%
To protect Britain's reputation	24%	34%	23%
To encourage action on a cause I care about e.g. climate change	21%	32%	20%
To raise money for a cause I care about	20%	30%	18%
To get Brexit done	20%	28%	18%
To get the political party you support elected	17%	28%	15%
To stop Brexit	17%	23%	16%

2020 Edelman Trust Barometer UK Supplement. Q23. Would it be okay for a politician to lie, exaggerate, or mislead the British public to achieve any of the following?
Base: 2020 UK General Population (n=2,000), Mass population (n=1,750), Informed Public (250)

FOR MANY, PARTY LOYALTY UNAFFECTED BY LIES

JAN

3 in 10

Say if their preferred political leader was caught lying it would make **no difference** to their party voting intention (28%)

Likelihood to vote for party again in future if leader caught lying

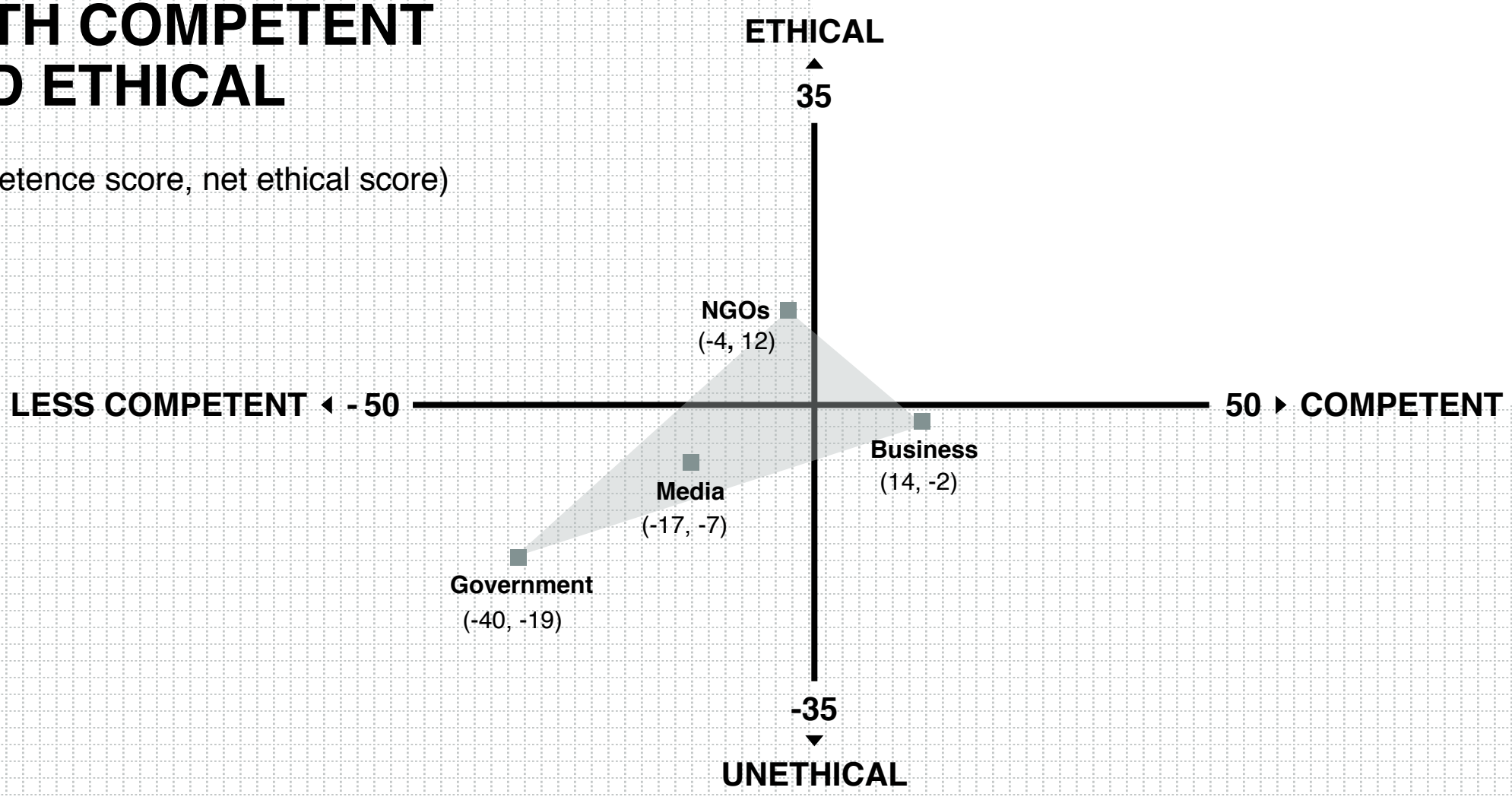
I would not vote for their party again in future	10%	**65%**
A lot less likely	26%	
A little less likely	28%	
No difference	*28%*	
A little more likely	5%	
A lot more likely	2%	

2020 Edelman Trust Barometer UK Supplement. Q27: If your preferred political leader was caught lying, how likely would you be to vote for their party in future?
Base: 2020 UK General Population (n=2,000)

INSTITUTIONS FALLING SHORT

NO INSTITUTION SEEN AS BOTH COMPETENT AND ETHICAL

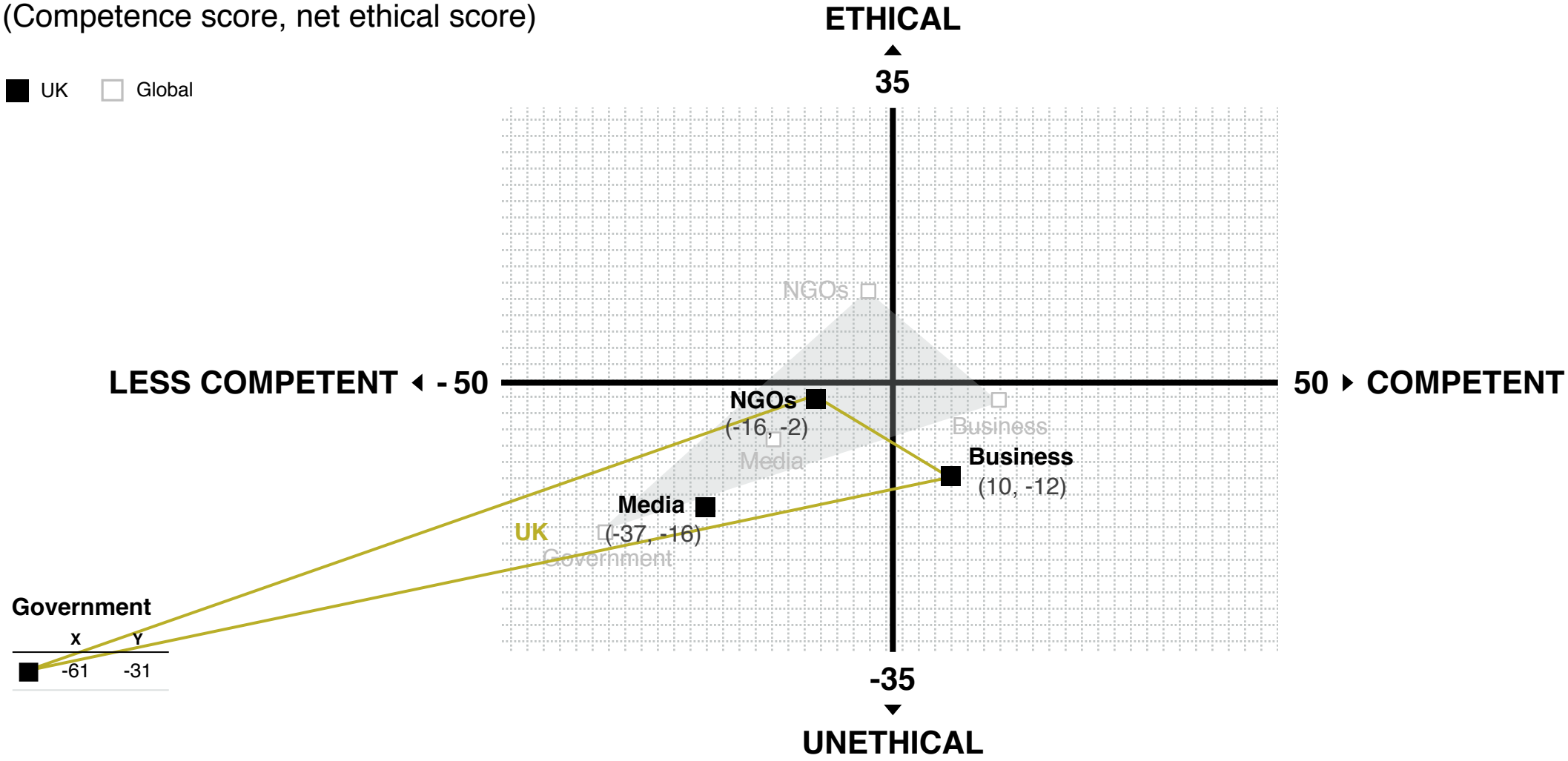
(Competence score, net ethical score)



2020 Edelman Trust Barometer. The ethical scores are averages of nets based on [INSTITUTION]_PER_DIM r1-r4. Question asked of half of the sample. The competence score is a net based on TRU_3D _[INSTITUTION] r1. Depending on the question it was either asked of the full of half the sample. General population, 25-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.

ONLY BUSINESS SEEN AS COMPETENT IN THE UK

(Competence score, net ethical score)



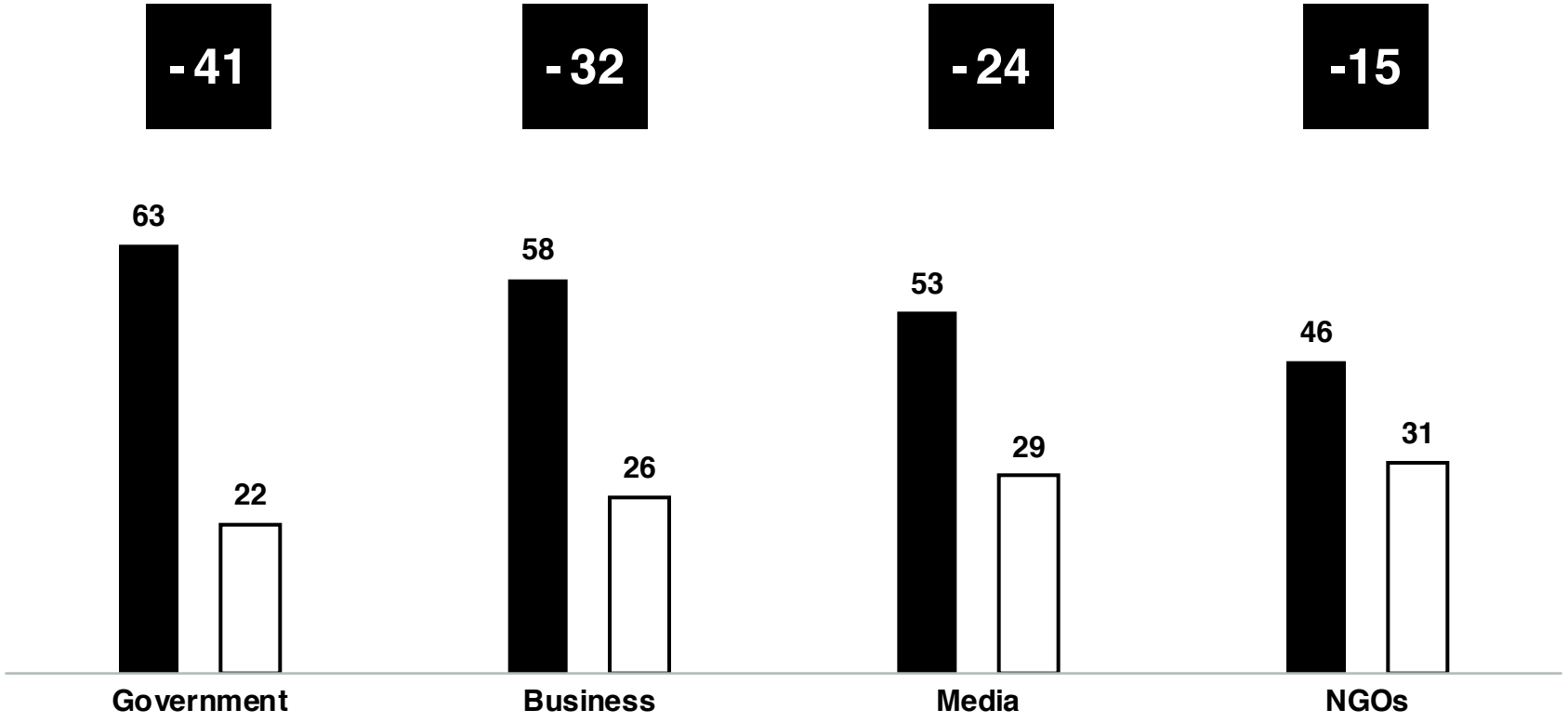
2020 Edelman Trust Barometer. The ethical scores are averages of nets based on [INSTITUTION]_PER_DIM r1-r4. Question asked of half of the sample. The competence score is a net based on TRU_3D _[INSTITUTION] r1. Depending on the question it was either asked of the full of half the sample. General population, 25-mkt avg and UK. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

INSTITUTIONS SEEN AS UNFAIR

Percent who cite each as a reason they trust or distrust each institution

This institution…
- Is purpose-driven
- Is honest
- Has vision
- **Is fair**

Serves the **interests of only the few** — Serves the **interests of everyone equally and fairly**



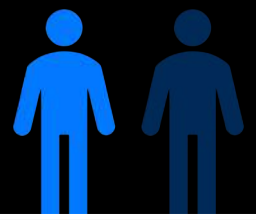
2020 Edelman Trust Barometer. Net scores represent positive responses minus negative responses to the following questions: [INSTITUTION]_PER_DIM. In thinking about why you do or do not trust [institution], please specify where you think they fall on the scale between the two opposing descriptions. 11-point scale; top 5 box, positive; bottom 5 box, negative. Question asked of half of the sample.

Base: UK General Population, question asked of half the sample - Government (n=580), Business (n=578), Media (n=569), NGOs (n=573)

CAPITALISM IS UNDER FIRE

1 in 2

Believe capitalism as it exists today does more harm than good in the world *(53%)*



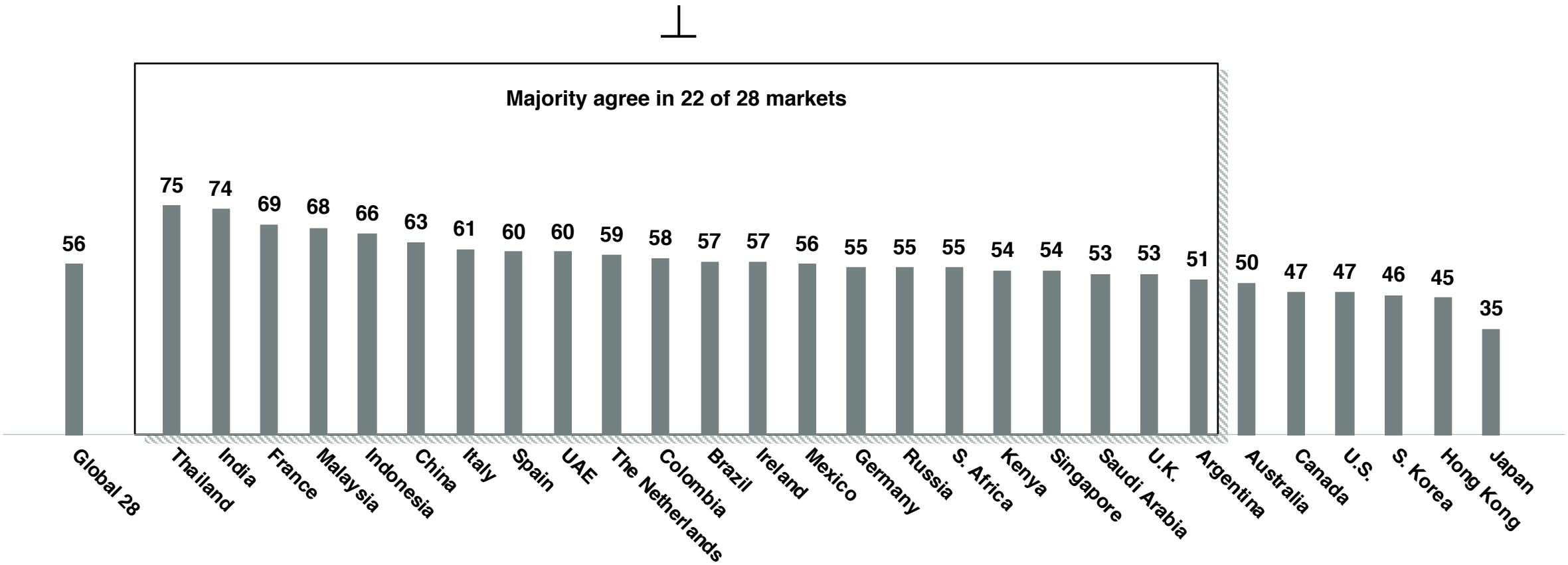
Informed Public: 63%

2020 Edelman Trust Barometer. TMA_SIE_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half of the sample. UK General population, question asked of half the sample (n=575), and Informed public (n=100)

CAPITALISM IN QUESTION AROUND THE WORLD

Percent who agree

Capitalism as it exists today **does more harm than good in the world**



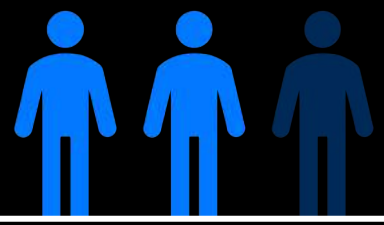
2020 Edelman Trust Barometer. TMA_SIE_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, 28-mkt avg.

A CALL TO ARMS

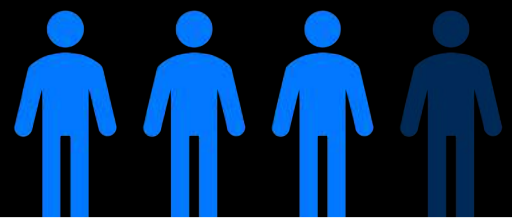
THE BRITISH PUBLIC SEE THE FATE OF BUSINESS AND GOVERNMENT AS INTRINSICALLY LINKED

JAN

2 in 3 agree the fates of business and government are fundamentally linked *(67%)*



3 in 4 agree government and business should be collaborating to solve social issues *(77%)*

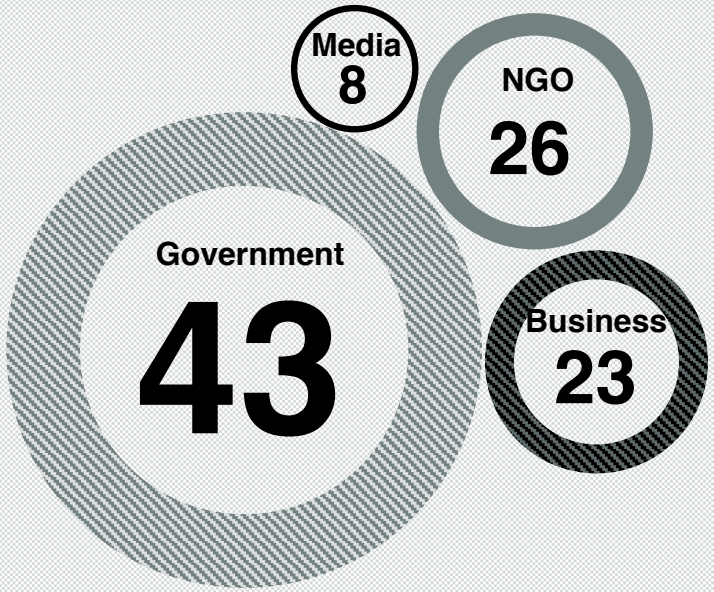


2020 Edelman Trust Barometer UK Supplement. Q17. Thinking about the interaction between business and government in the UK, please select the statement which best reflects your opinion? The fates of business and government are fundamentally linked, The success of businesses in the UK and government are independent of each other; Government and business should be collaborating to solve social issues, Businesses and government should act independently to solve social issues.
Base UK: General Population (n=2,000)

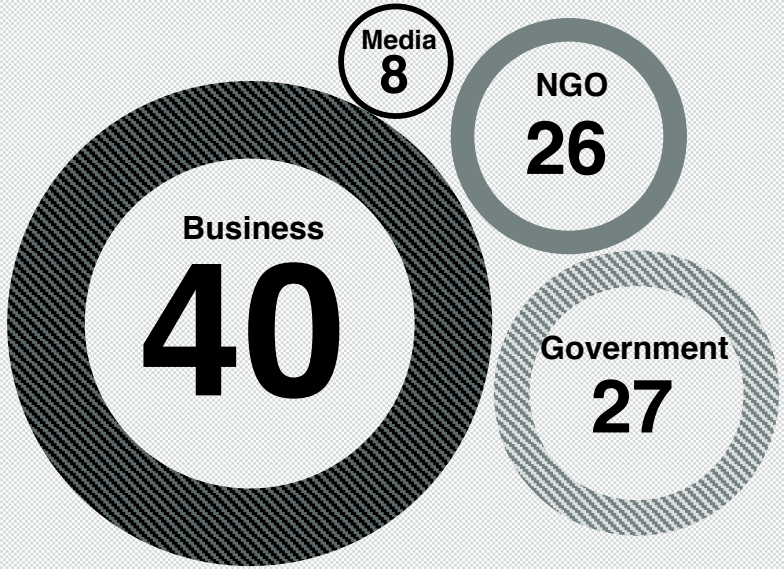
PARTNERSHIP BETWEEN BUSINESS AND GOVERNMENT ESSENTIAL ON JOBS

Percent who say each institution is the one they trust most to address each challenge

Protect workers in the **gig economy**



Workforce retraining necessary as a result of automation



2020 Edelman Trust Barometer. INS_ADD. For each of the challenges described below, please indicate whether you trust business, government, media or NGOs the most to address that challenge and develop workable solutions. Base: UK General Population, question asked of half the sample (n=575)

ADDRESS GREATEST FAILURES TO IMPROVE TRUST IN THE UK

Percent in the UK who think each institution is doing well/very well on the issue

NGOs	
Transparency about funding	24
Expose corruption	24
Avoid becoming politicized	25
Community-level problems	27
Partner with government	**27**

Business	
Partner with NGOs	**26**
Partner with government	**27**
Contribute to communities	29
Sustainable business practices	30
Jobs that pay a decent wage	30

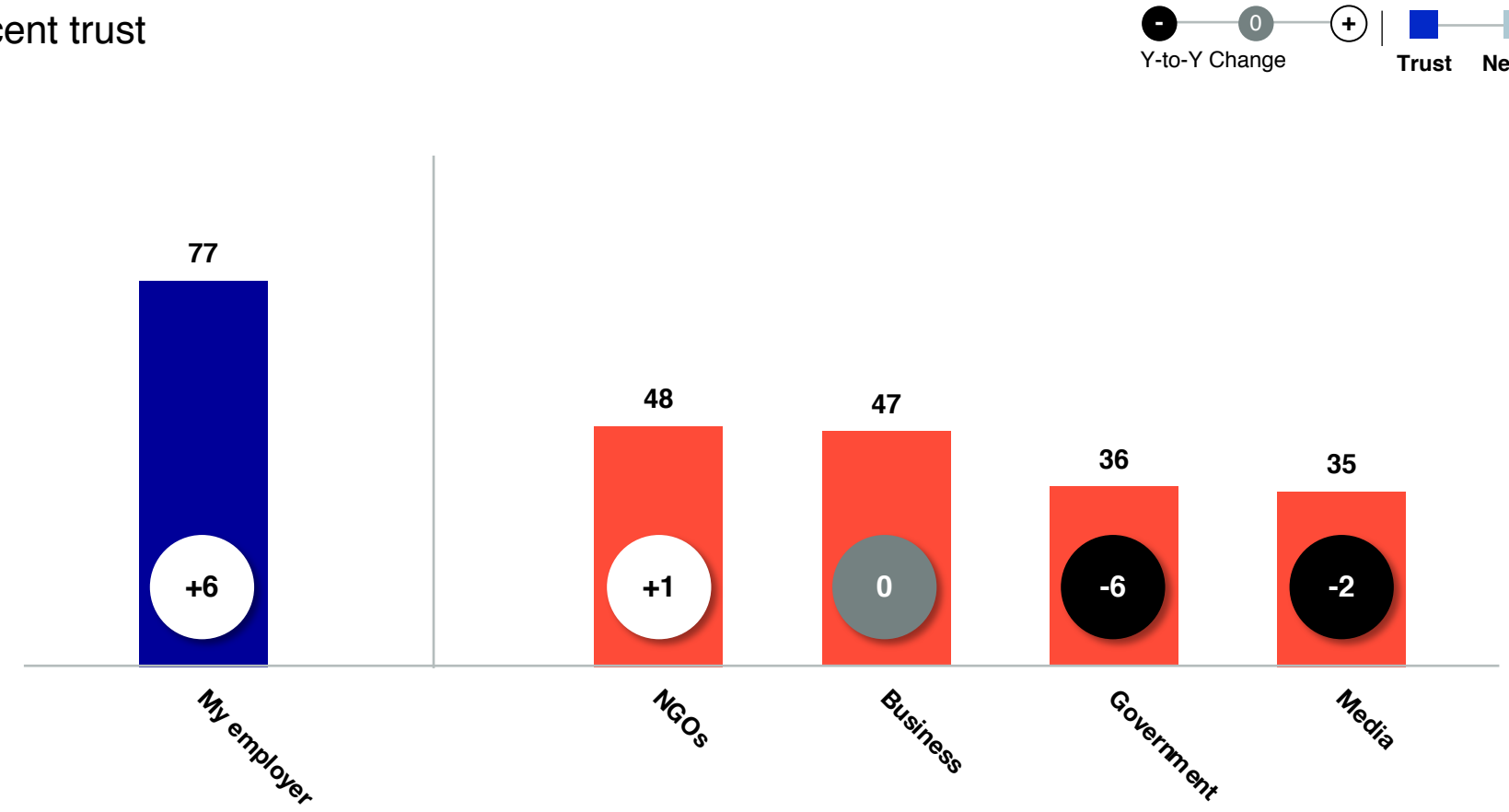
Government	
Reduce partisanship	15
Community-level problems	19
Partner with NGOs	**22**
Social services for the poor	23
Safe and modern infrastructure	23

Media	
Being objective	22
Keep social media clean	24
Differentiate opinion and fact	27
Important vs sensationalized	28
Information quality	28

2020 Edelman Trust Barometer. PER_[INSTITUTION]. How well do you feel [institution] is currently doing each of the following? 5-point scale; top 2 box, doing well. Question asked of half of the sample. General population, UK. Data not collected in China, Russia and Thailand.

TRUST IS LOCAL:
“MY EMPLOYER” MOST TRUSTED RELATIONSHIP

Percent trust



2020 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. “Your employer” asked of those who are an employee (Q43/1). UK General population (n=1,150)

TRUST IS LOCAL:
EMPLOYEES EXPECT TO BE PARTNERS IN CHANGE

Percent of employees who expect each from a prospective employer

62%

Opportunity to **shape the future** of society

64%

Employees **included in planning**

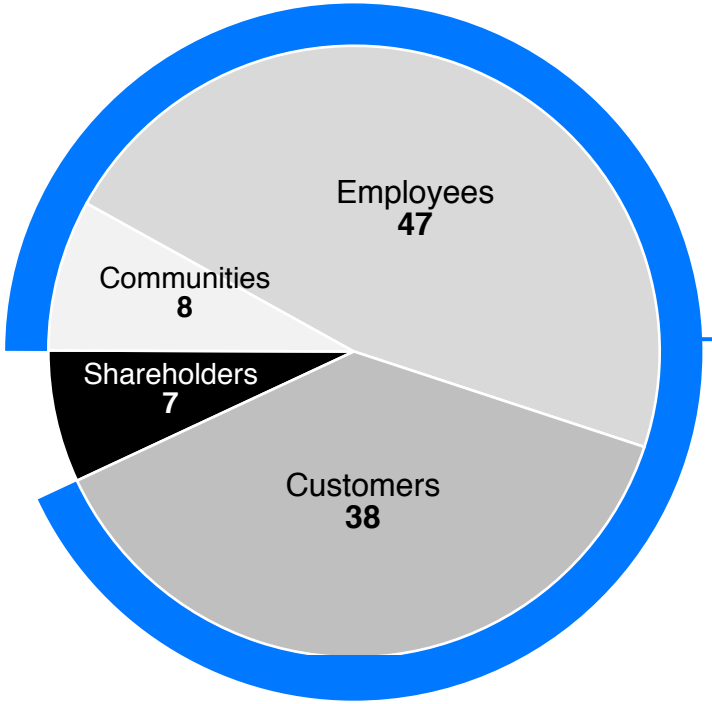
62%

Organisation has a **sense of purpose**

2020 Edelman Trust Barometer. 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; sum of codes 1 and 2, important. Question asked of those who are an employee (Q43/1), UK.

SERVE THE INTERESTS OF ALL STAKEHOLDERS

Percent who ranked each group as most important



93%

stakeholders are most important to long-term company success

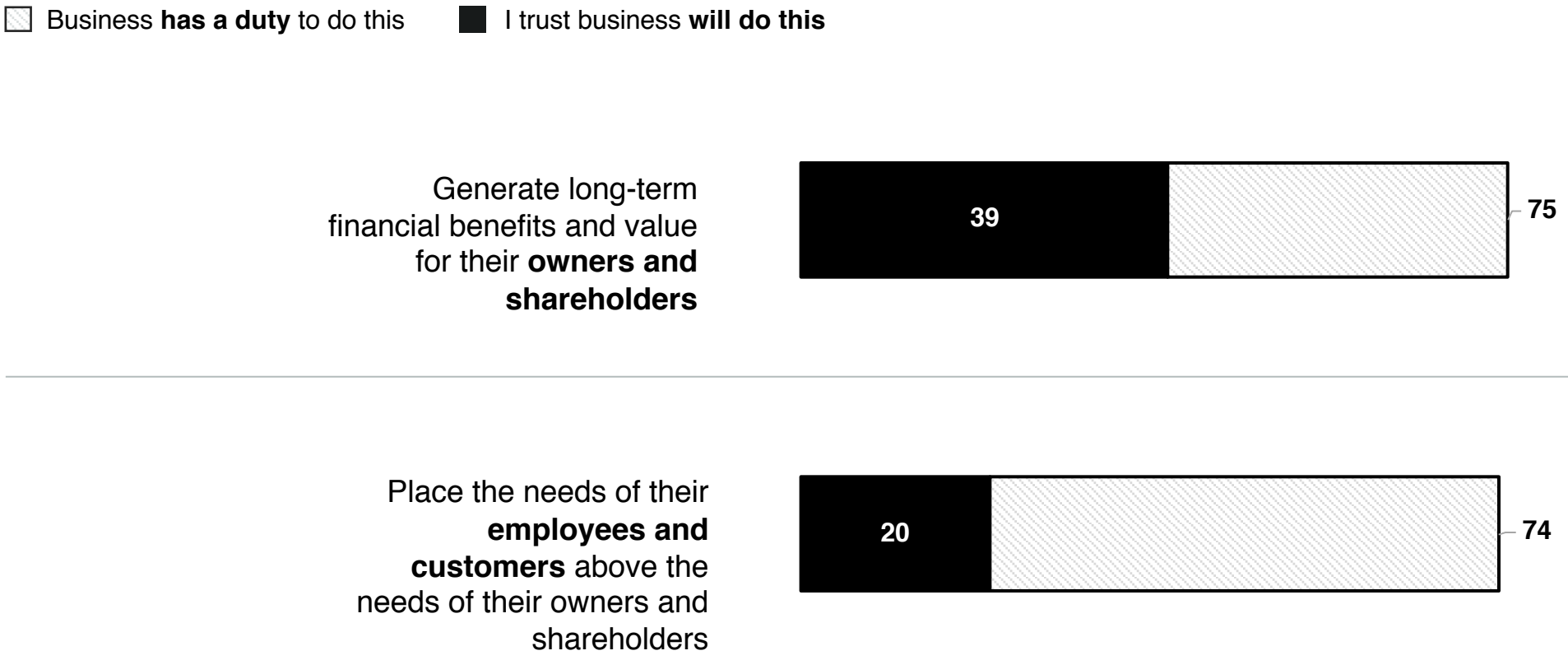
66%

a company can take actions that both increase profits and improve conditions in communities where it operates

2020 Edelman Trust Barometer. PPL_RNK. Please rank the following four groups of people in terms of their importance to a company achieving long-term success. Give the most important group a rank of 1 and the least important a rank of 4. Stakeholders is a net of “Communities,” “Customers,” and “Employees”.
Base: UK General Population (n=1,150)
TMA_SIE_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree.
Base: UK General Population, question asked of half the sample (n=575)

BUSINESS FALLING SHORT ON DUTIES TO STAKEHOLDERS

Percent who agree

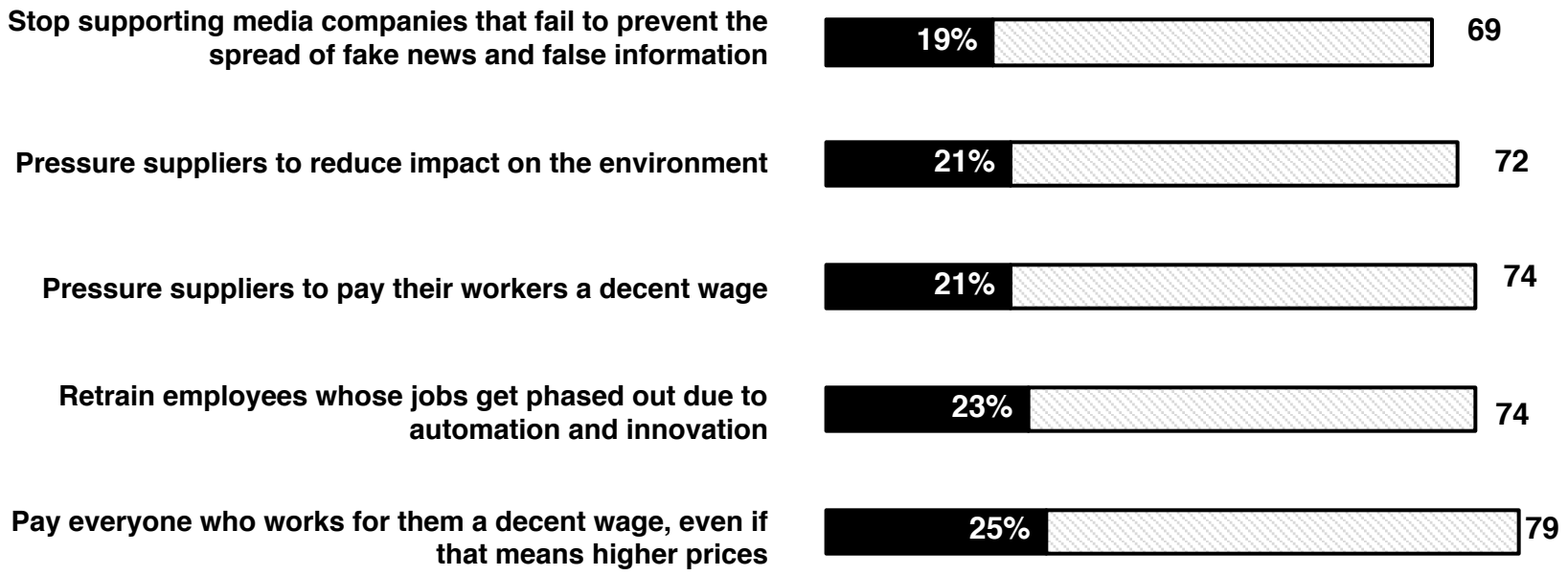


2020 Edelman Trust Barometer. CMP_DUT. For each of the actions below, please indicate whether you believe that this is something that companies have a duty to do, but you do/do not trust that they will ever follow through and consistently do it. 3-point scale; sum of codes 2 and 3, have a duty; code 3, have a duty and are trusted. General population, UK.

BUSINESS IS FALLING SHORT ON THEIR DUTIES

Percent who agree, ordered by trust shortfall

Business **has a duty** to do this I trust business **will do this**

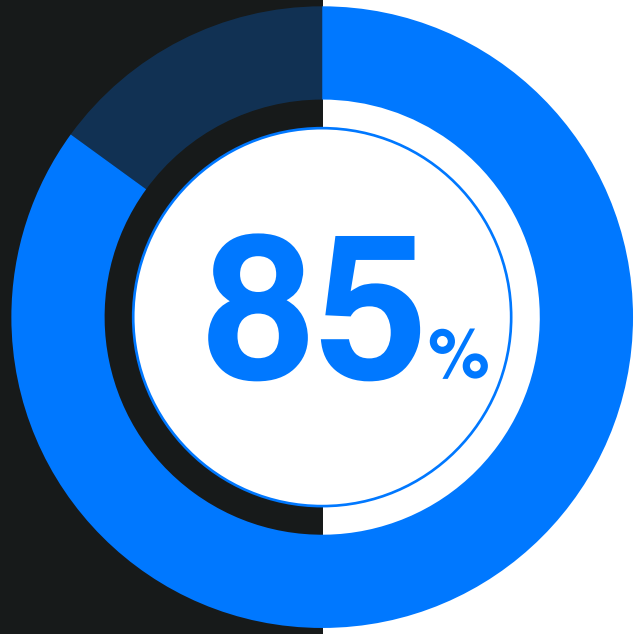


2020 Edelman Trust Barometer. CMP_DUT. For each of the actions below, please indicate whether you believe that this is something that companies have a duty to do, but you do/do not trust that they will ever follow through and consistently do it. 3-point scale; sum of codes 2 and 3, have a duty; code 3, have a duty and are trusted. General population, UK.

SET A COURSE FOR THE FUTURE

It is important that my employer's CEO speak out on one or more of these issues

Percent who agree



Training for jobs of the future	77
Automation's impact on jobs	72
Ethical use of tech	72
Income inequality	72
Diversity	70
Climate change	67
Immigration	58

2020 Edelman Trust Barometer. CEO_ISS How important is it to you that the CEO or head of the organization you work for speaks out publicly about each of the following issues? 9-point scale; top 4 box, important. Issues is a net of codes 1-7. Base: UK General Population, filtered by employees (Q43/1) (n=585)

THE PATH FORWARD

Do the right thing

The public don't want vague commitments; they want tangible action

Partner

Government and business must collaborate to solve the UK's biggest challenges

Lead

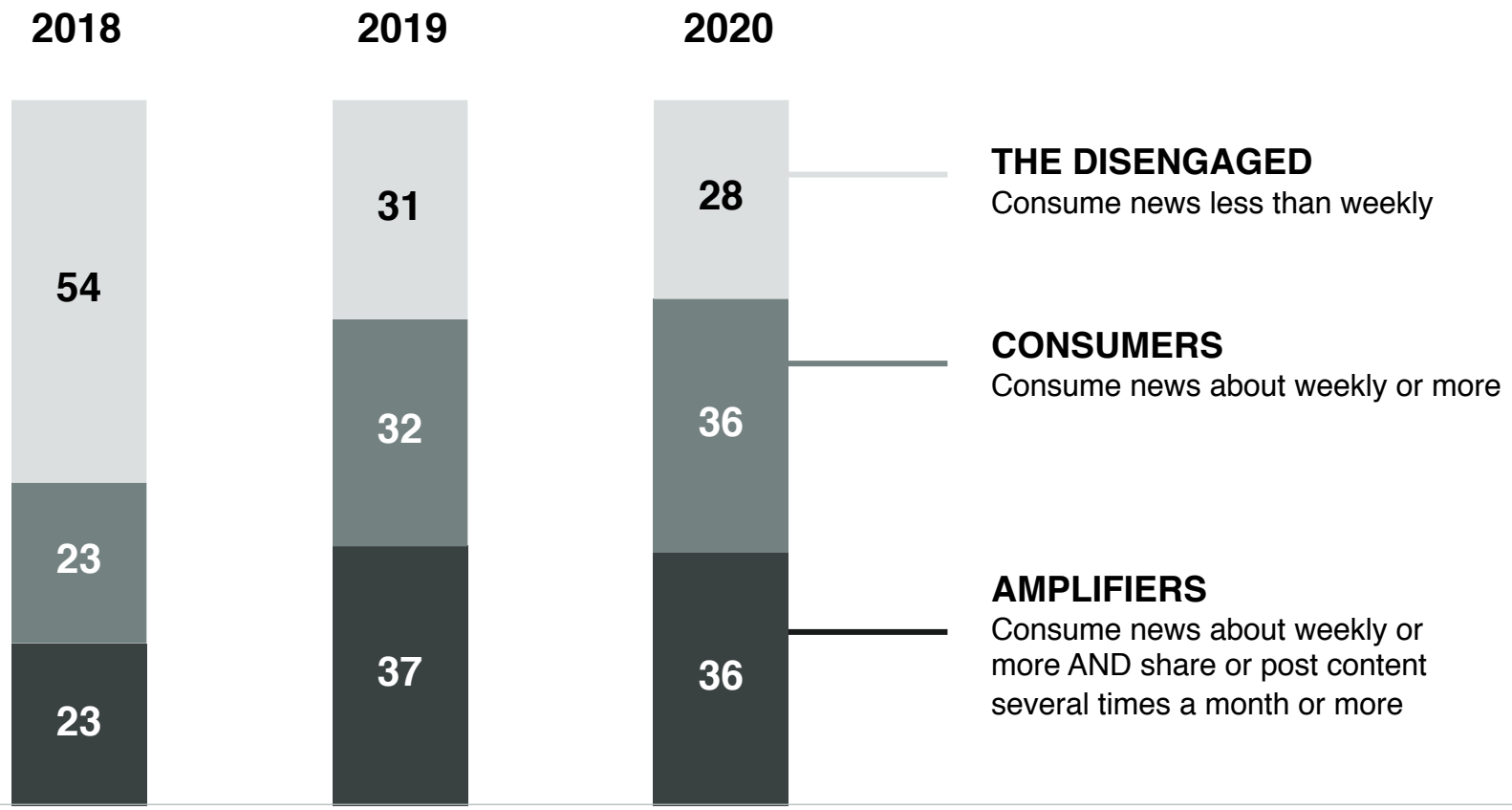
Embrace difficult change and demonstrate true leadership

THANK YOU

SUPPLEMENTAL DATA

CONTINUED ENGAGEMENT WITH NEWS

How often do you engage in the following activities related to news and information?
In the UK



2020 Edelman Trust Barometer. News Engagement Scale, built from MED_SEG_OFT. How often do you engage in the following activities related to news and information? Indicate your answer using the 7-point scale below. General population, UK. For details on how the News Engagement Scale was built, please refer to the Technical Appendix.

DEMOGRAPHIC PROFILE OF EACH NEWS ENGAGEMENT SEGMENT

Distrust | Neutral | Trust

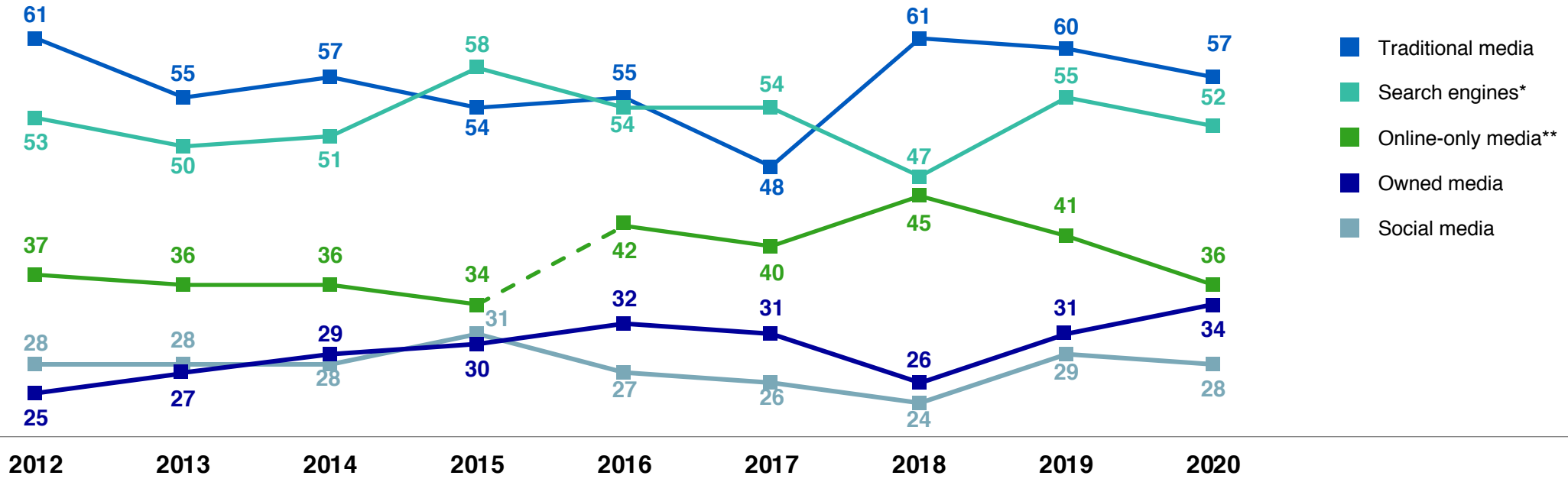
	Trust Index	Age	Gender	Education	Income
THE DISENGAGED Consume news less than weekly	28 TRUST INDEX	18-34: 26 35-54: 31 55+: 43	Female: 62 Male: 38	Less than college: 70 College+: 29	Low: 24 Middle: 58 High: 18
CONSUMERS Consume news about weekly or more	40 TRUST INDEX	18-34: 16 35-54: 29 55+: 55	Female: 45 Male: 55	Less than college: 54 College+: 46	Low: 14 Middle: 52 High: 34
AMPLIFIERS Consume news about weekly or more AND share or post content several times a month or more	54 TRUST INDEX	18-34: 38 35-54: 43 55+: 19	Female: 47 Male: 53	Less than college: 46 College+: 54	Low: 13 Middle: 47 High: 40

2020 Edelman Trust Barometer. The Trust Index is an average of a market's trust in the institutions of government, business, media and NGOs. S15. What is your current age? S6. Are you male or female? S7. What is the last grade in school you completed? S8. Thinking about your annual household income in 2018, which of the following categories best describes your total household income that year? General population, U.K., by the News Engagement Scale.

For details on how the News Engagement Scale was built, please refer to the Technical Appendix.

TRADITIONAL MEDIA MOST TRUSTED

Percent trust in each source for general news and information

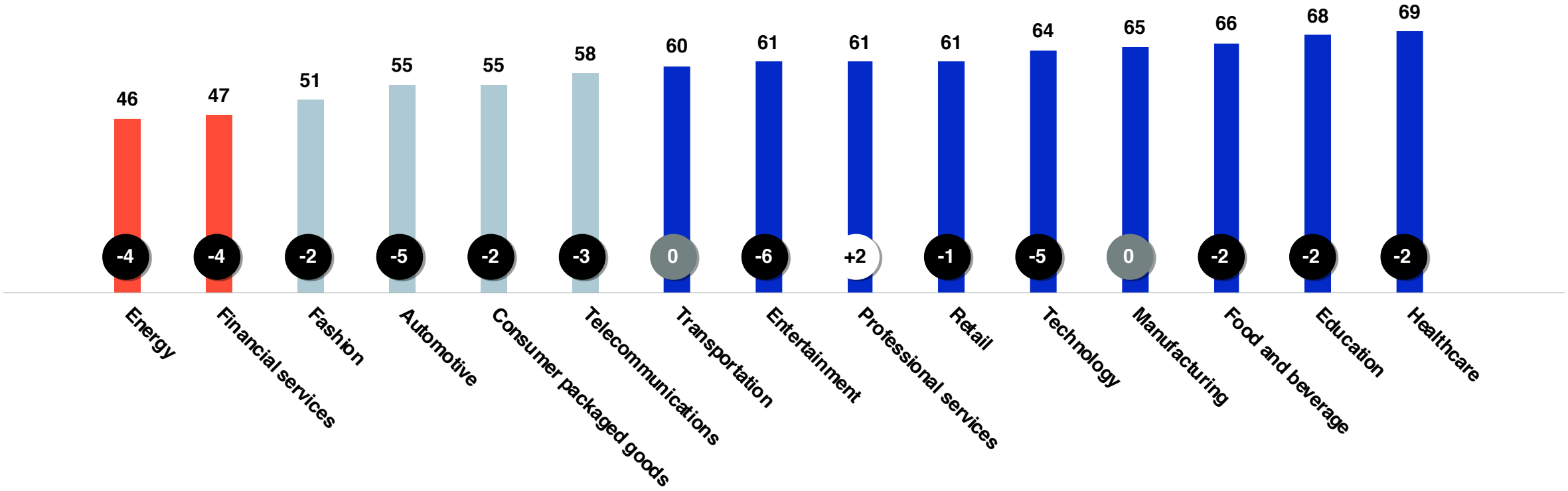


2019 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? Question asked of half of the sample. General population, U.K.

*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."
**From 2012-2015, "Hybrid Media" was included as a media type. In 2016, this was changed to "Online-Only media."

TRUST DECLINES ACROSS MOST SECTORS, LED BY ENTERTAINMENT, TECHNOLOGY, AND AUTOMOTIVE

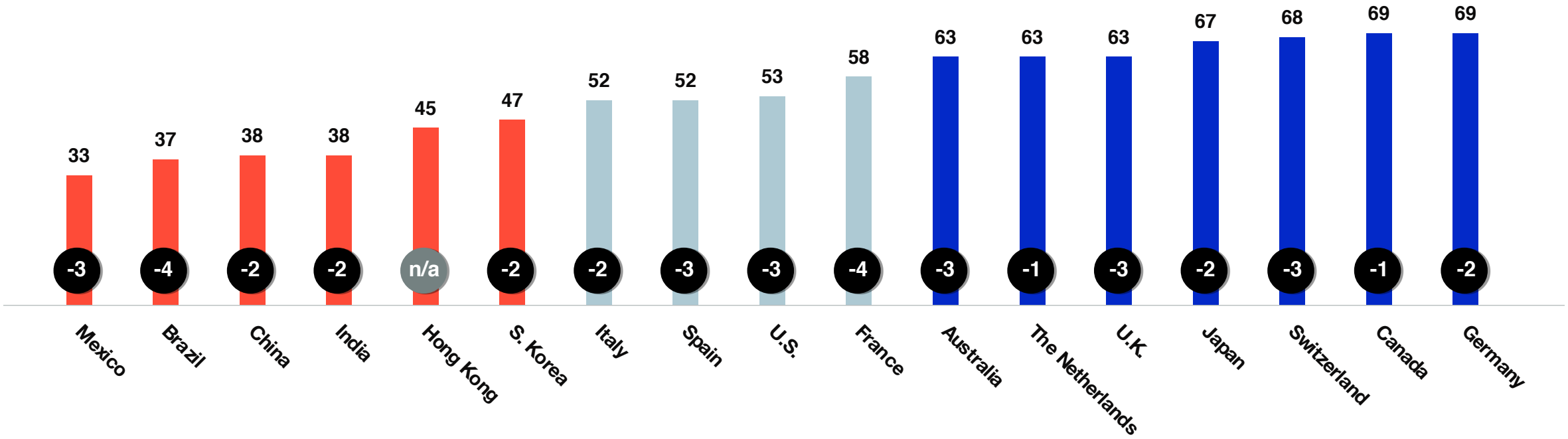
Percent trust in each sector in the UK



2020 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, UK.

TRUST DECLINES FOR ALL COUNTRY BRANDS

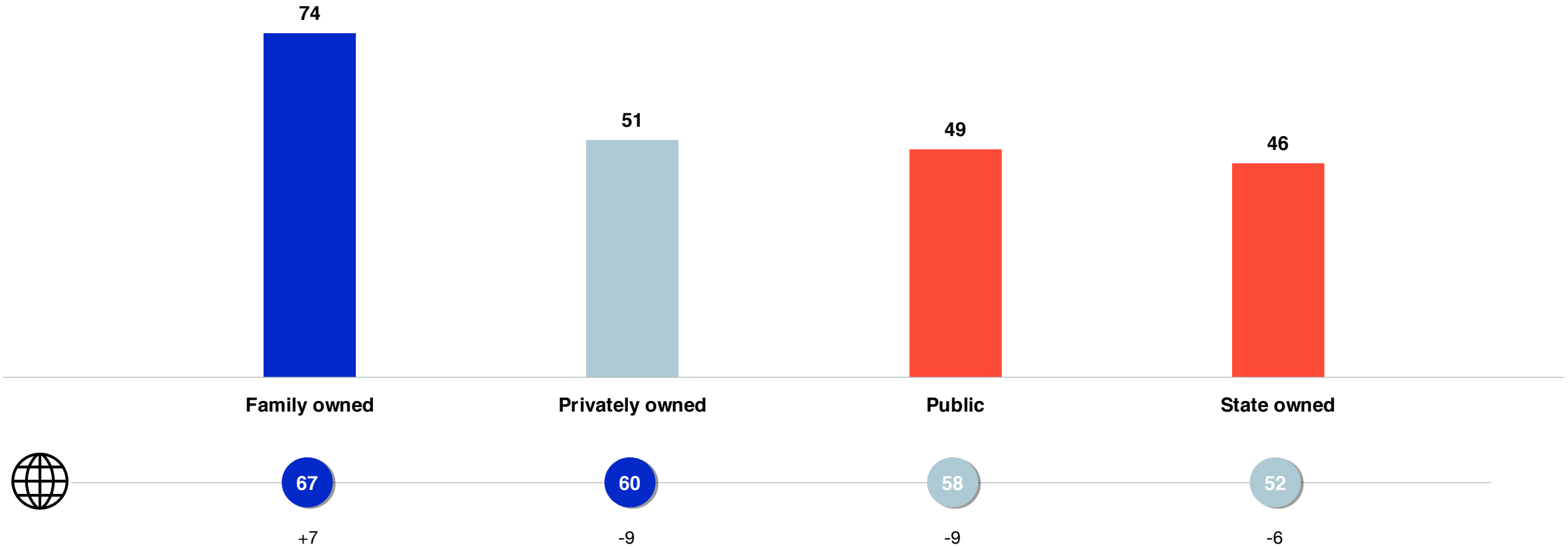
Trust in companies headquartered in each market



2020 Edelman Trust Barometer. TRU_NAT. Now we would like to focus on global companies headquartered in specific countries. Please indicate how much you trust global companies headquartered in the following countries to do what is right. 9-point scale; top 4 box, trust. Markets shown to half of the sample. General population, 26-mkt avg.

FAMILY BUSINESS MOST TRUSTED

Percent trust in each type of business



2020 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, UK vs. Global 28-mkt avg.

TRUST ESSENTIAL FOR FUTURE SUCCESS

20 years of Edelman research on trust

- 2M+ respondents
- 400+ companies
- 80k employee reviews
- Interviews with 50+ business leaders
- 23M measures of trust
- Review of 150+ academic articles and 80+ models of trust
- Trust and stock price analysis for 80 companies

Trust matters to…

Consumers

Trusted companies have **stronger consumer buyers and advocates**

Employees

Trust **drives workplace recommendations**

Regulators

Trusted companies have **greater license to operate**

Investors

Trusted companies are more likely to **receive institutional investment**

Resilience against risk

Trusted companies are **more resilient in the face of crisis**

The market

Trusted companies' stock **outperform their respective sectors**

Media coverage

Trusted companies are **more immune to the media cycle**