



Edelman Trust Barometer 2022

2022 EDELMAN TRUST BAROMETER

Methodology

27-market global data margin of error: General population +/- 0.6% (n=31,050); half-sample global general online population +/- 0.8% (n=15,525).
Country-specific data margin of error: General population +/- 2.9% (n=1,150); half-sample +/- 4.1% (n=575).

Annual online survey in its 22nd year

Fieldwork conducted: Nov 1 – Nov 24, 2021

28

countries

36,000+

respondents

1,150+

respondents/country

GLOBAL AVERAGES vary based on the number of countries surveyed each year:

GLOBAL 27 does not include Nigeria*

GLOBAL 22 does not include Colombia, Kenya, Nigeria, Saudi Arabia, S. Africa and Thailand

GLOBAL 24 Not asked in China, Russia, Thailand

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

Other global averages detailed in technical appendix

**To prevent skewing the global results, Nigeria is not included in any global averages because the online population is not representative of the true population*

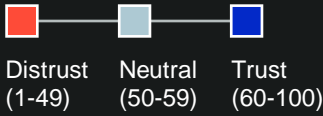
Argentina
Australia
Brazil
Canada
China
Colombia
France
Germany
India
Indonesia
Ireland
Italy
Japan
Kenya
Malaysia
Mexico
Nigeria
Russia
Saudi Arabia
Singapore
S. Africa
S. Korea
Spain
Thailand
The Netherlands
UAE
UK
U.S.

22 YEARS OF TRUST

'01	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11
Rising Influence of NGOs	Fall of the Celebrity CEO	Earned Media More Credible Than Advertising	U.S. Companies in Europe Suffer Trust Discount	Trust Shifts from "Authorities" to Peers	A "Person Like Me" Emerges as Credible Spokesperson	Business More Trusted Than Government and Media	Young People Have More Trust in Business	Trust in Business Plummets	Performance and Transparency Essential to Trust	Business Must Partner With Government to Regain Trust
'12	'13	'14	'15	'16	'17	'18	'19	'20	'21	'22
Fall of Government	Crisis of Leadership	Business to Lead the Debate for Change	Trust is Essential to Innovation	Growing Inequality of Trust	Trust in Crisis	The Battle for Truth	Trust at Work	Trust: Competence and Ethics	Business Most Trusted	The Cycle of Distrust

TRUST IN INDIA REMAINS STABLE

Trust Index



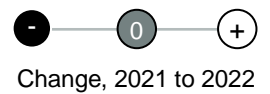
2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt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

2021 General population

56	Global 27
77	India
72	China
72	Indonesia
69	Saudi Arabia
68	Singapore
67	UAE
66	Malaysia
63	The Netherlands
61	Thailand
59	Australia
59	Kenya
59	Mexico
56	Canada
53	Germany
52	Italy
51	Brazil
50	Ireland
48	Colombia
48	France
48	S. Africa
48	U.S.
47	Argentina
47	S. Korea
45	Spain
45	UK
40	Japan
31	Russia

2022 General population

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



Biggest gainers:

China	+11
UAE	+9
Thailand	+5

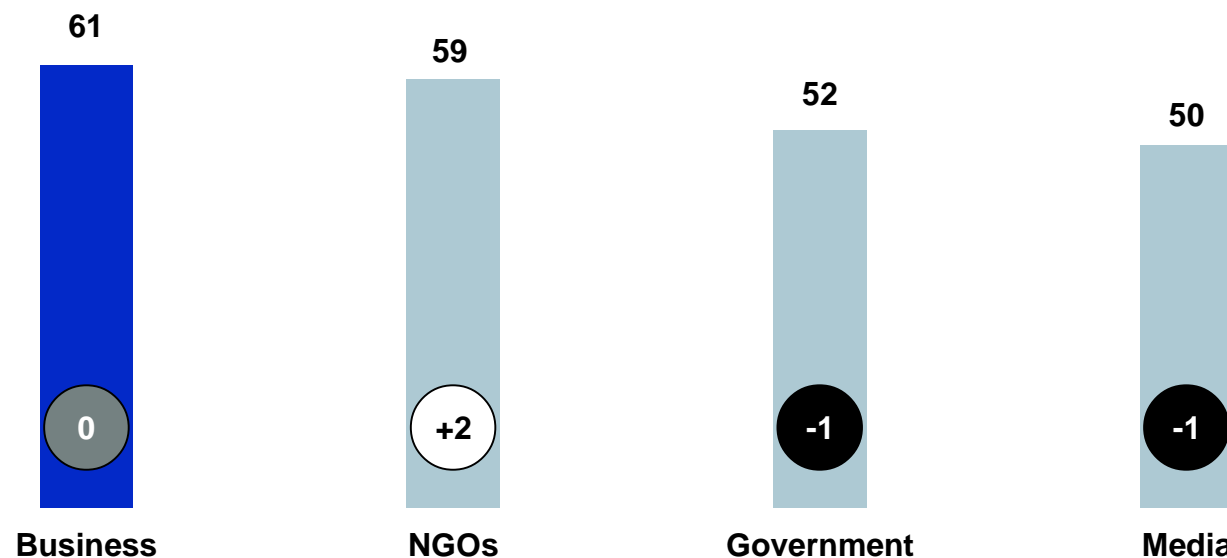
Biggest losers:

Germany	-7
Australia	-6
The Netherlands	-6
S. Korea	-5
U.S.	-5

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

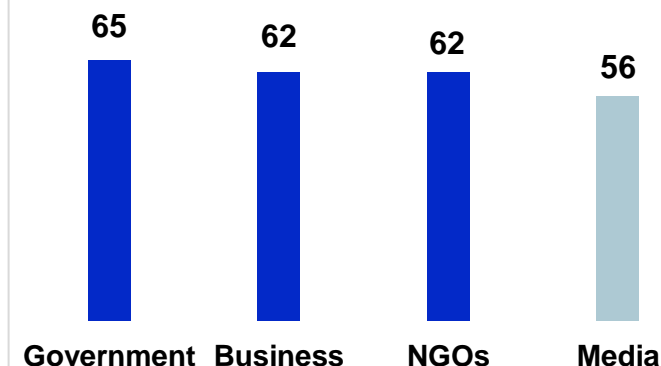
Percent trust

Global 27



IN MAY 2020, GOVERNMENT MOST TRUSTED

Global 11

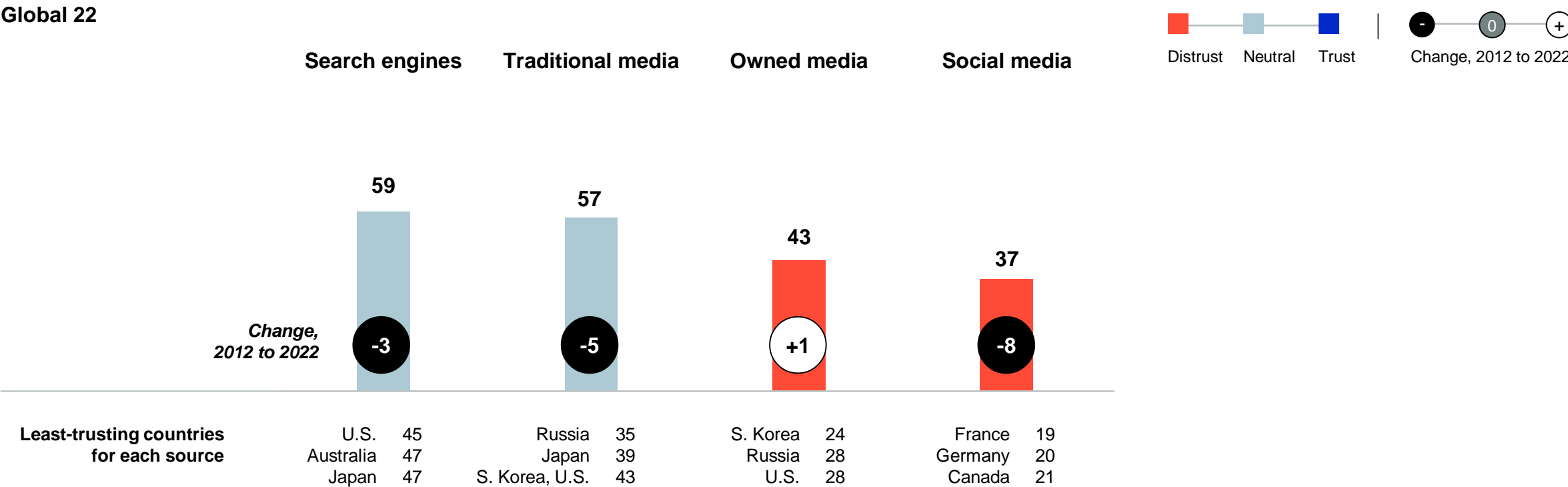


2022 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

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.

NEWS SOURCES FAIL TO FIX THEIR TRUST PROBLEM

Percent trust



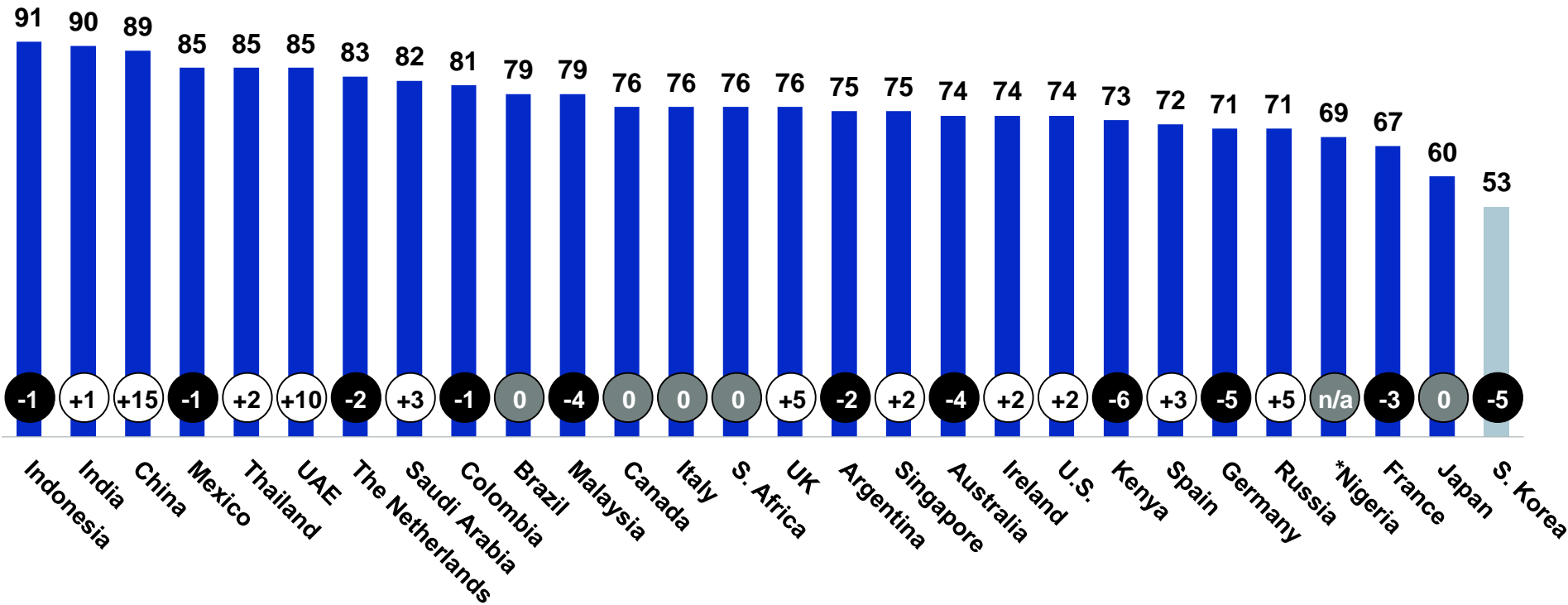
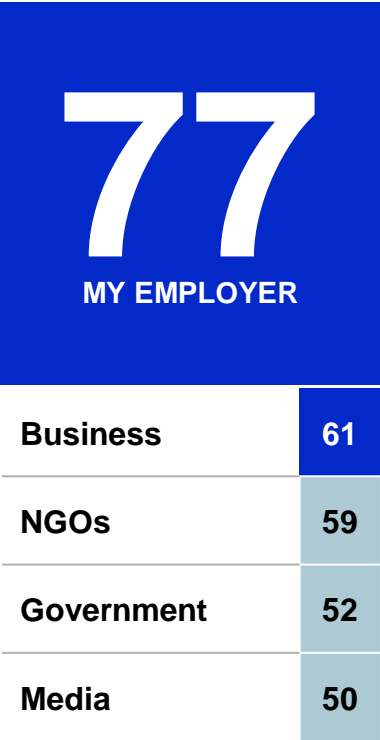
2022 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 22-mkt avg.
*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

MY EMPLOYER TRUSTED AROUND THE WORLD

Percent trust



Global 27



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

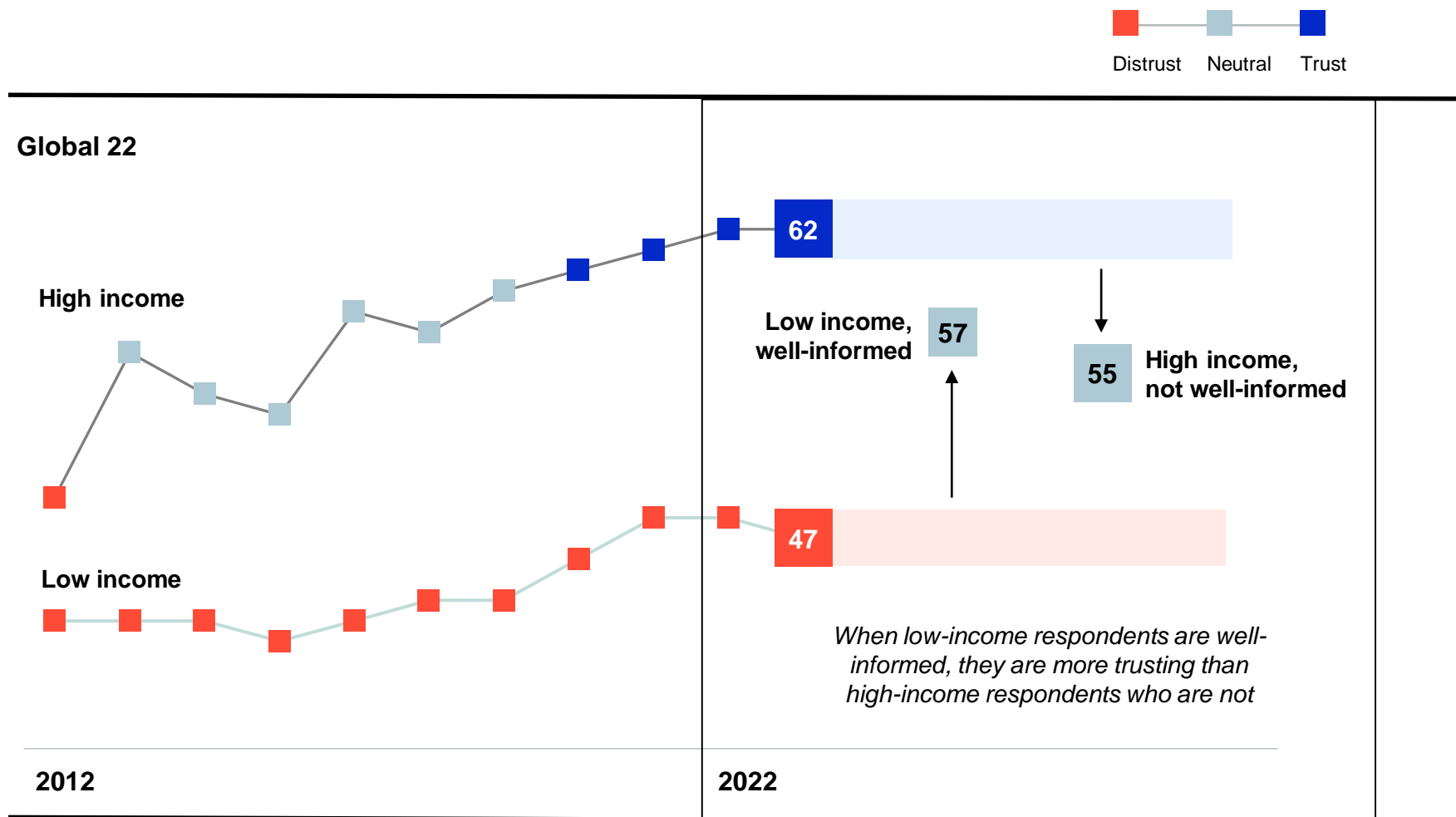
Net ethical scores in detail

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

Watchout for business:
negative score for fairness

GOOD INFORMATION CAN HELP CLOSE THE SOCIETAL DIVIDE

Trust Index



Well-informed

regularly do the following:

Follow news regularly

- ☐ Consult 3+ news sources daily
- ☐ Read business and/or public policy news

Seek quality information

- ☐ Consult news sources with which they disagree
- ☐ Check information against multiple sources

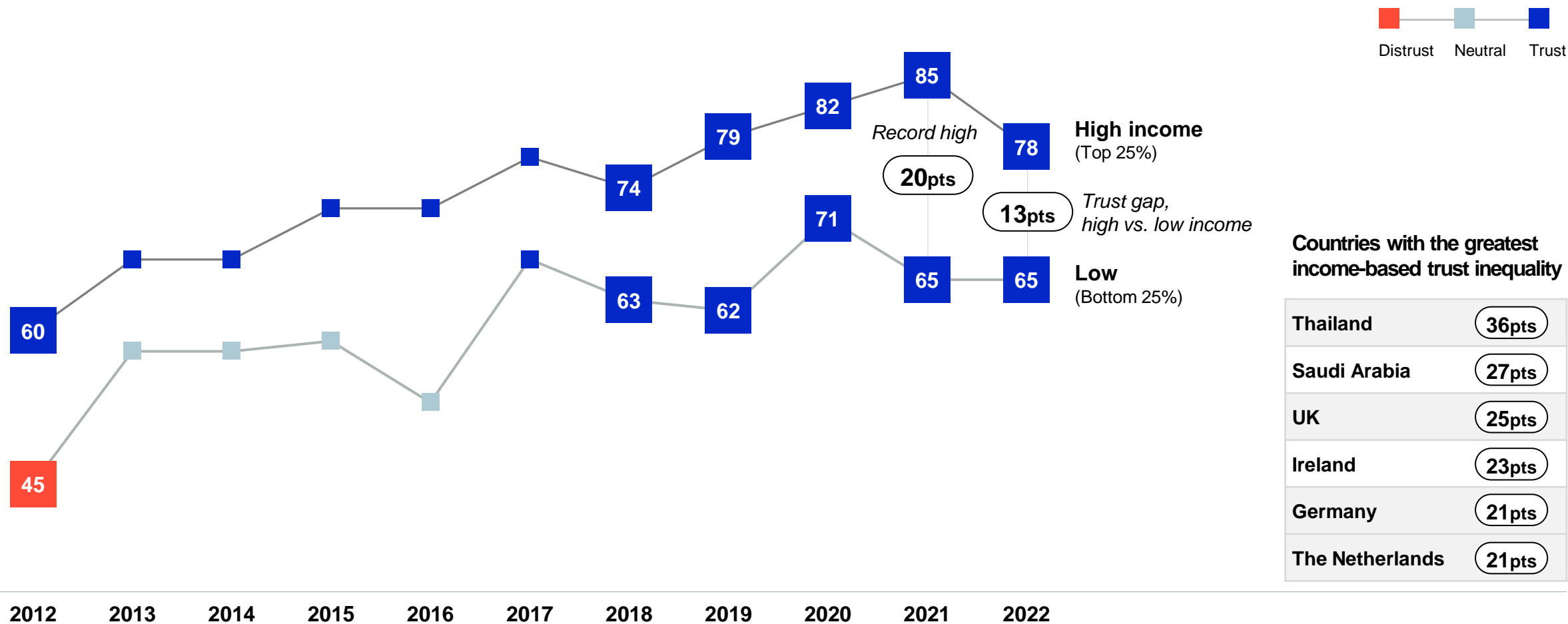
2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 22-mkt avg., by income. Media Consumption scale. General population, 22-mkt avg., by income. For full details on how the Well-Informed Scale was built, please refer to the Technical Appendix.



INDIA FINDINGS

CONTINUED TRUST GAP BETWEEN HIGH AND LOW INCOME

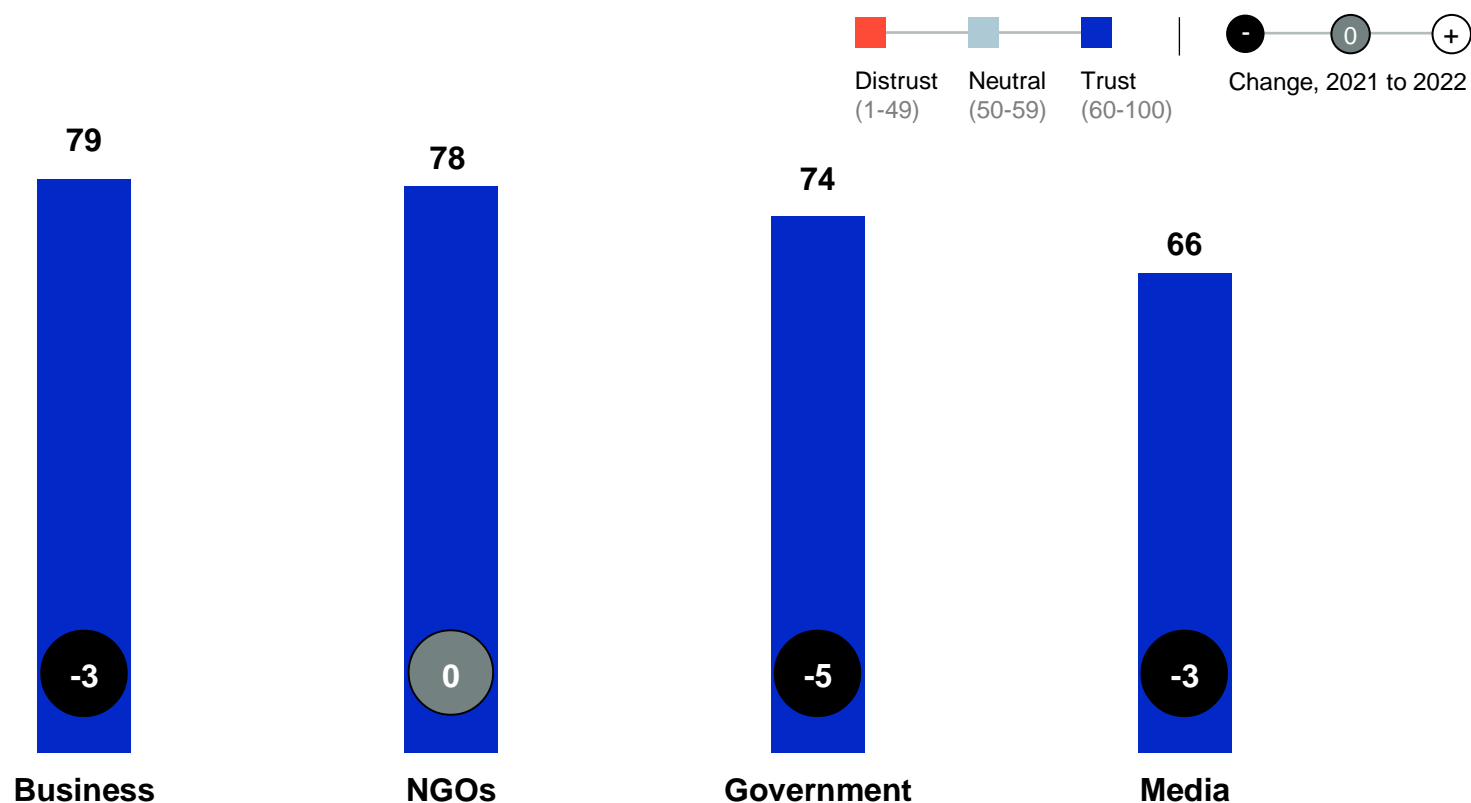
Trust Index in India



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, India, by income.

ALL INSTITUTIONS TRUSTED IN INDIA IN SPITE OF DECLINES IN THE LAST YEAR

Percent trust, in India



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, India.

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, India.

A black and white photograph of a person holding a Sony video camera with a large lens. A large, semi-transparent number '2' is overlaid on the image. The text 'INFORMATION AT CENTRE OF DISTRUST' is written in white, bold, sans-serif capital letters across the middle of the image.

INFORMATION AT CENTRE OF DISTRUST

FAKE NEWS CONCERNS AT AN ALL-TIME HIGH

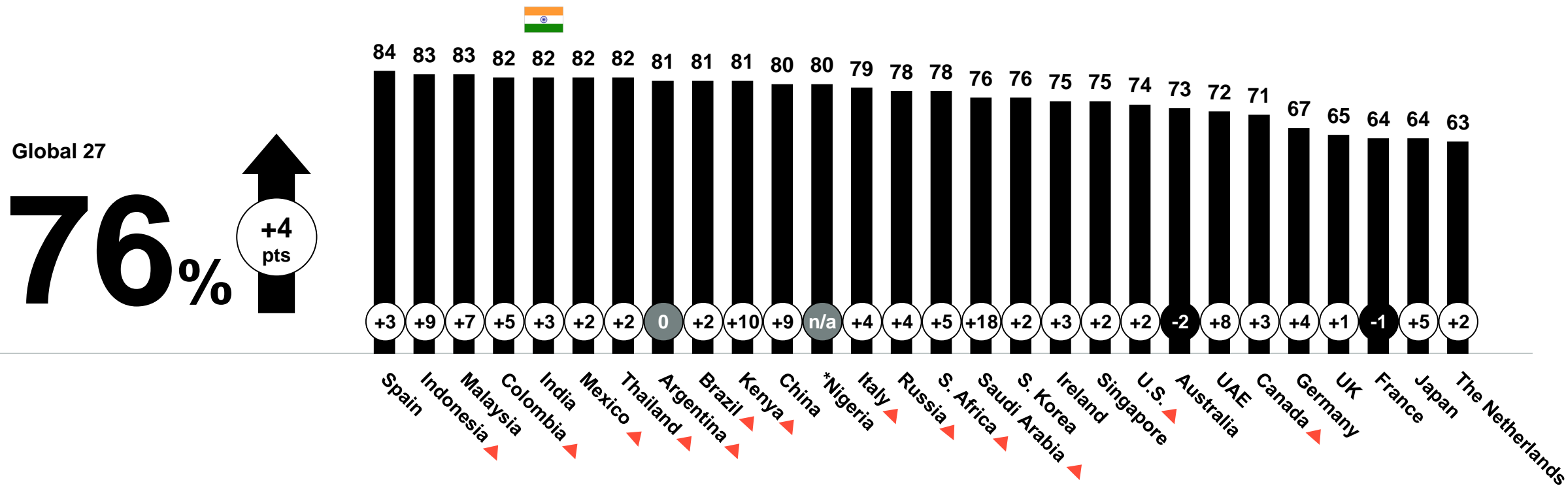
Percent who agree



Change, 2021 to 2022

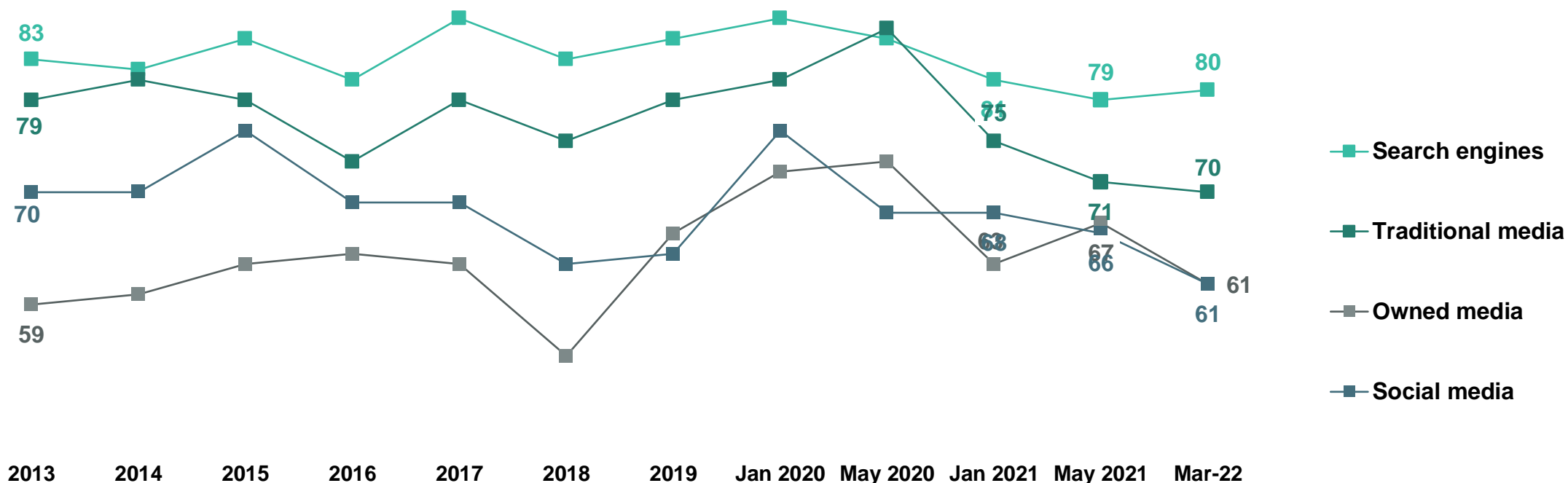
▲ All-time high in 13 of 27 countries

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



TRUST IN TRADITIONAL AND SOCIAL MEDIA UNDER PRESSURE

Percent trust, in India



2022 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, India.

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

MEDIA NOT SEEN AS A UNIFYING FORCE

Percent who say, in India

These institutions are...



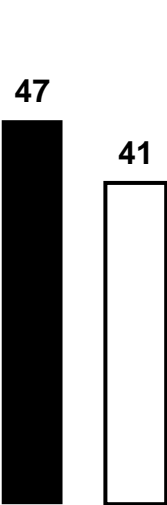
Gap,
difference between
unifying force vs.
dividing force

-6pts

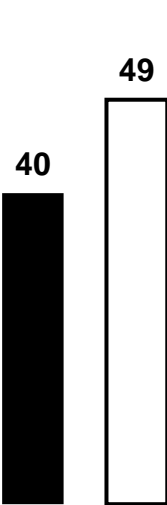
9pts

16pts

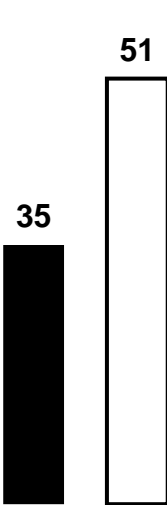
16pts



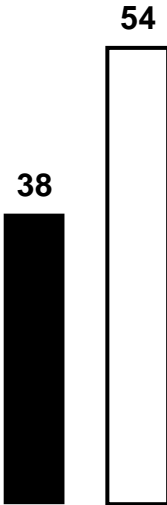
Media



Government



Business



NGOs

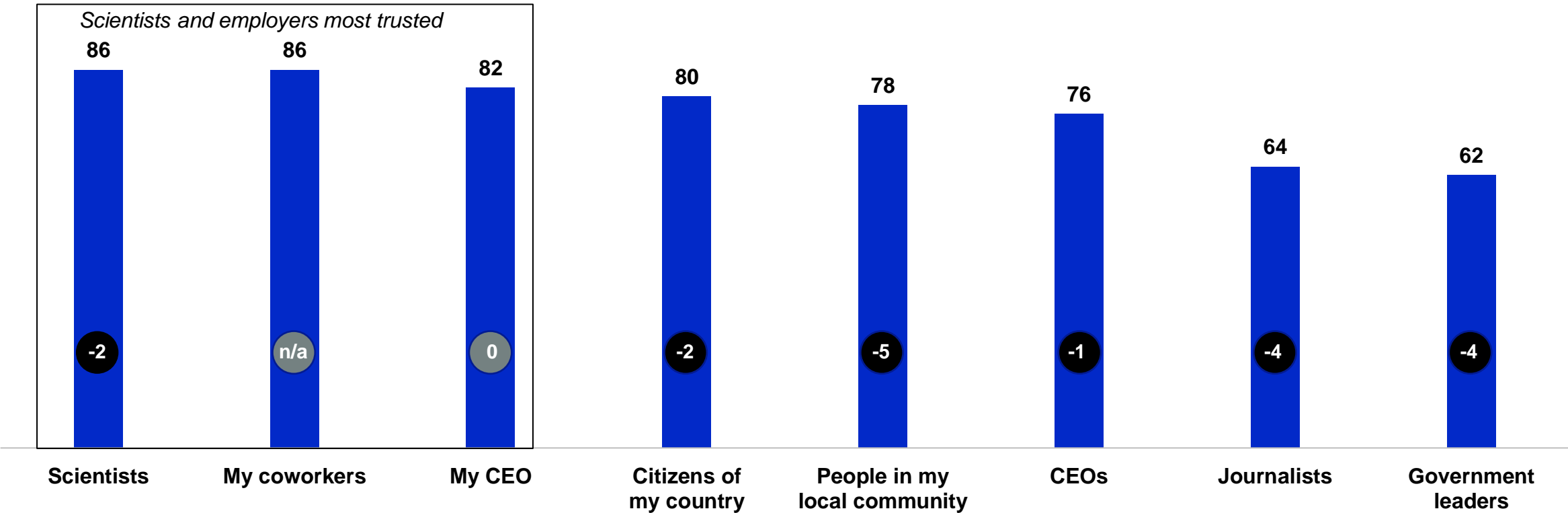




TRUST LANDSCAPE FOR BUSINESS

EMPLOYERS MOST TRUSTED TO DO WHAT IS RIGHT

Percent trust, in India

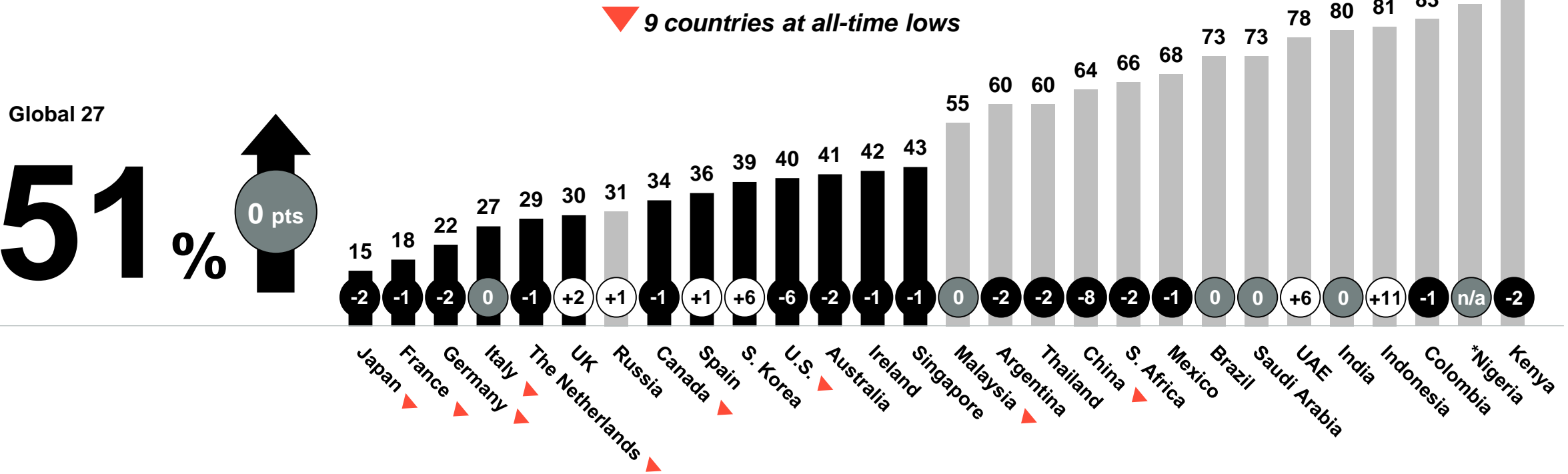


ECONOMIC OPTIMISM REMAINS STABLE IN INDIA

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

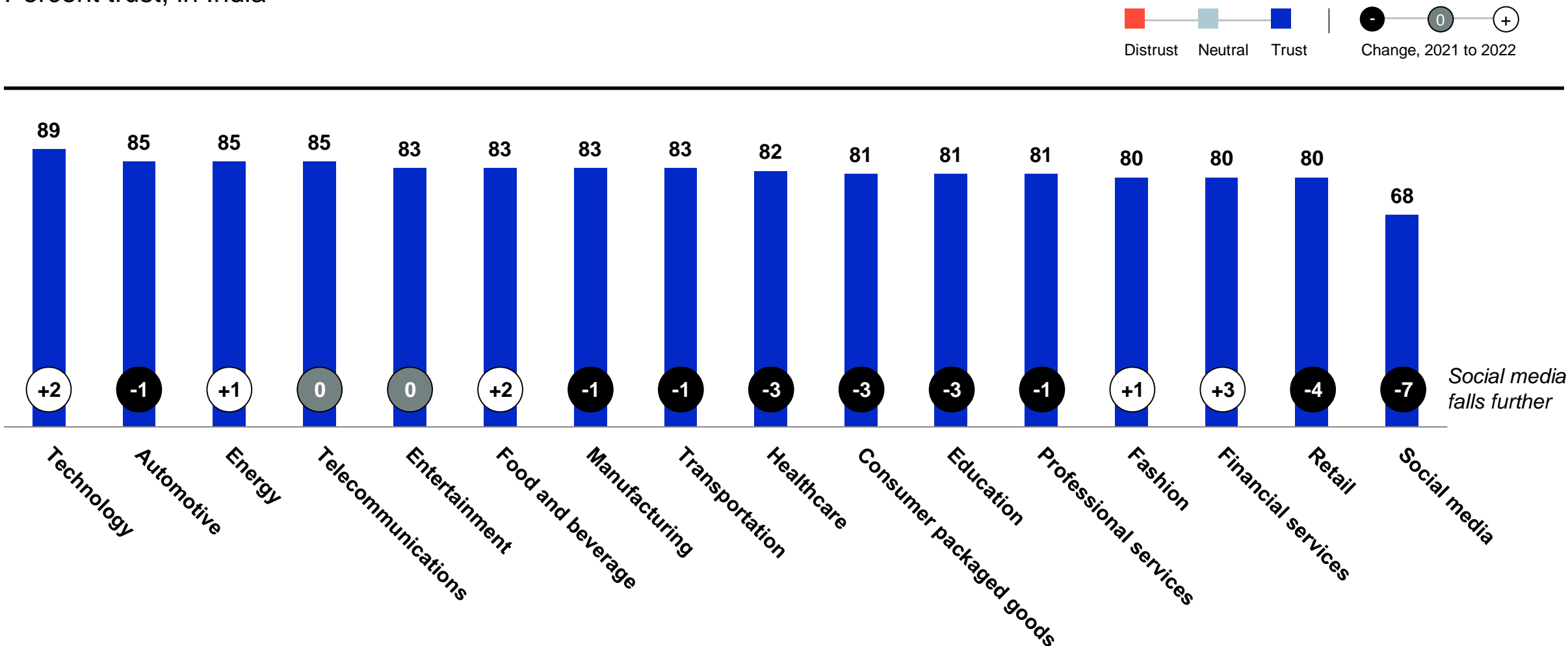
Developed countries 0 Change, 2021 to 2022

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



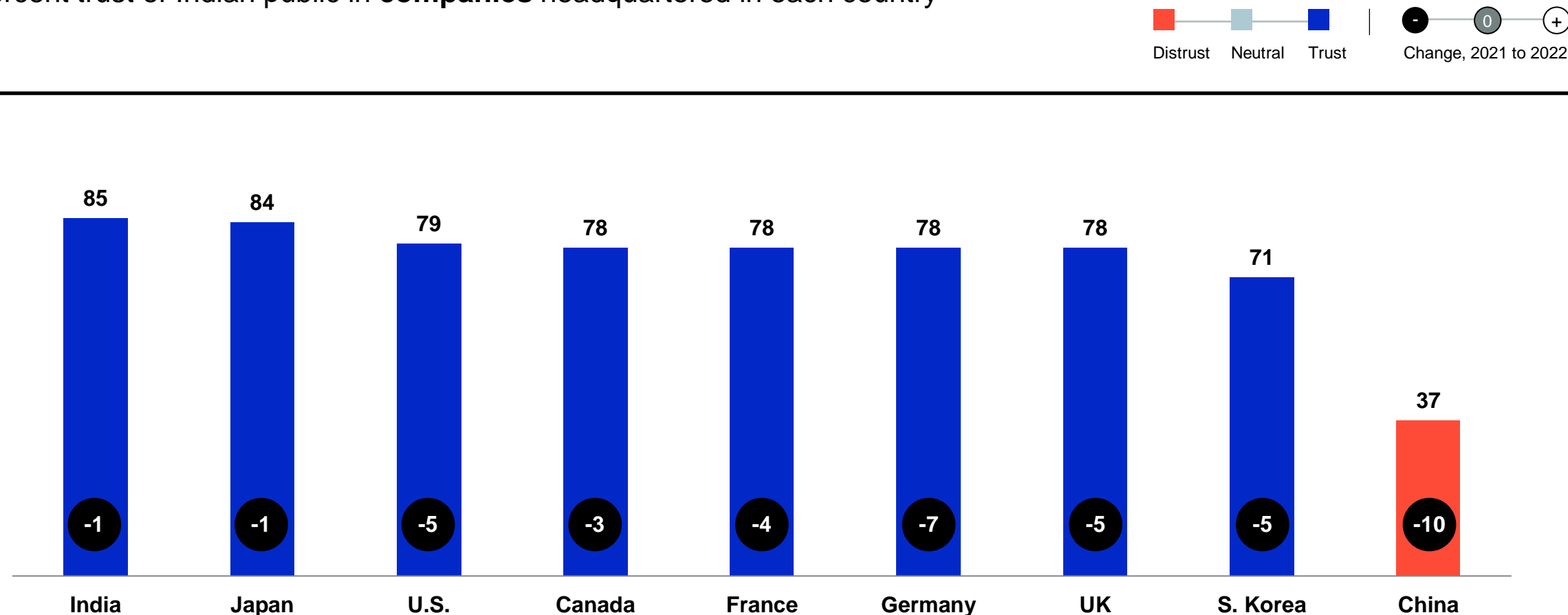
TRUST IN TECHNOLOGY REBOUNDS, SOCIAL MEDIA SLIPS

Percent trust, in India



TRUST IN ALL COUNTRY BRANDS DECLINE

Percent trust of Indian public in **companies** headquartered in each country



An aerial, black-and-white photograph of a cityscape. A large, multi-lane bridge with concrete pillars spans across the lower half of the image. The city is densely packed with buildings of various heights. A large, semi-transparent number '2' is overlaid on the image, with the text 'ROLE OF BUSINESS IN FILLING THE TRUST GAP' centered within its left loop.

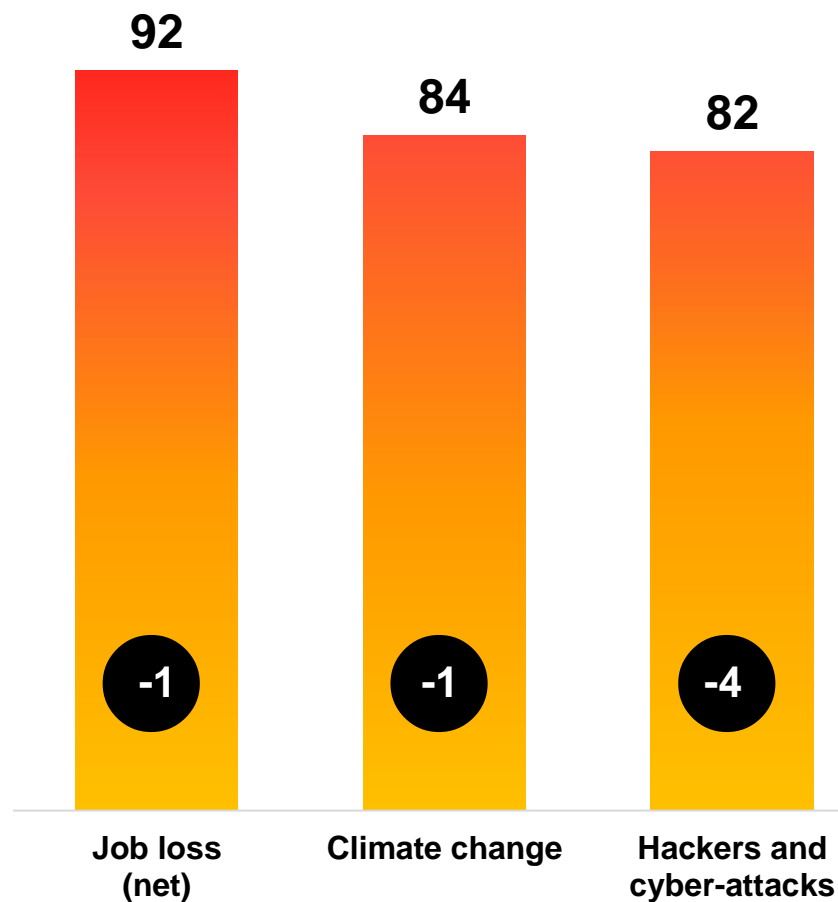
ROLE OF BUSINESS IN FILLING THE TRUST GAP

TOP 3 SOCIETAL FEARS PERSIST IN INDIA

2022 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. Non-job loss attributes shown to half of the sample. General population, India. 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.

Percent who worry about each, in India

Change, 2021 to 2022



INSTITUTIONS SEEN AS ABLE TO SOLVE SOCIETAL PROBLEMS

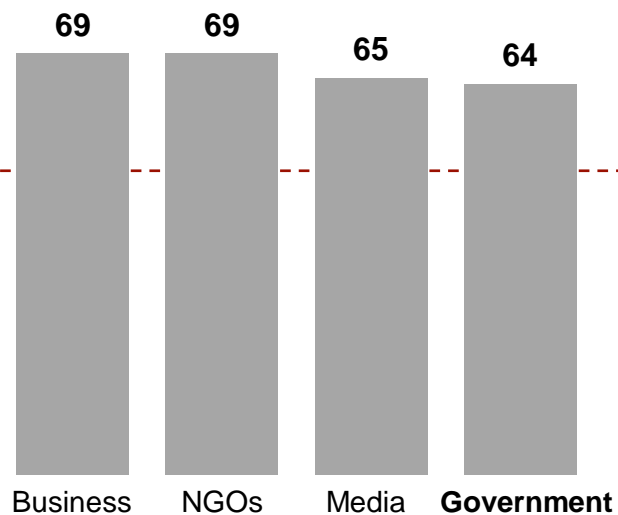
Percent who say each is a strength of institutions, in India

Take a leadership role

*Coordinate cross-institutional efforts
to solve societal problems*

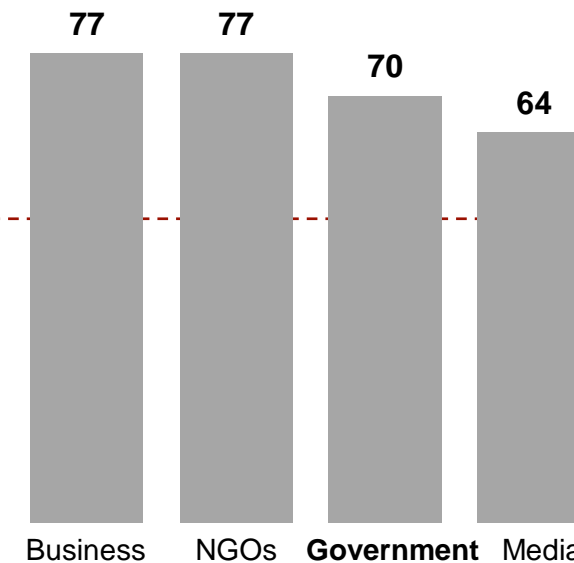
Majority do not
see as strength

50%



Get results

*Successfully execute plans and strategies
that yield results*



BUSINESS SEEN TO HAVE BIGGEST ROLE IN SOLVING SOCIETAL PROBLEMS

Percent who agree

In India

71%

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

77%

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

75%

Invest
based on their
beliefs and values

Global 7

Source: 2021 Edelman Trust Barometer
Special Report: Institutional Investors

88%

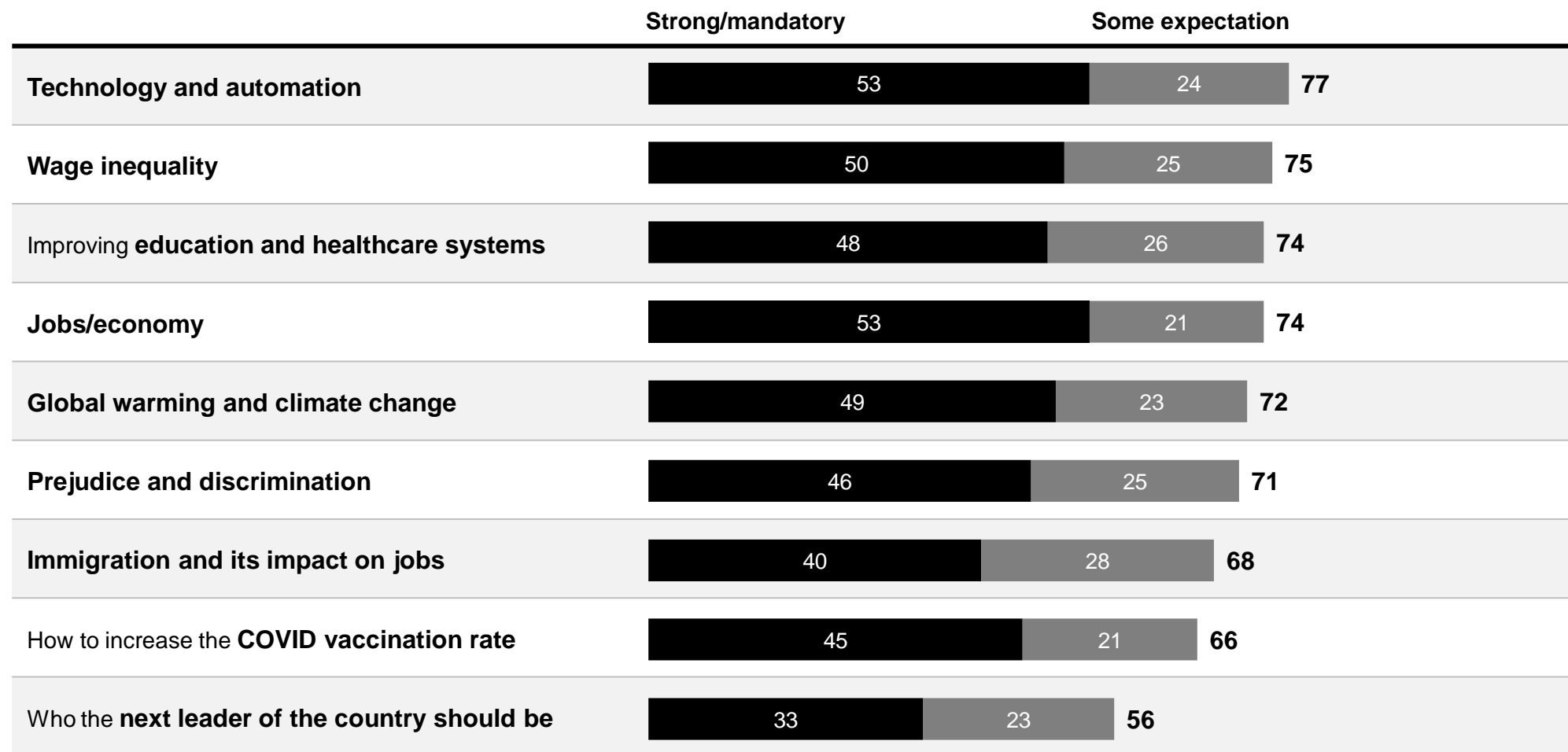
of **institutional investors**
subject ESG to the same scrutiny
as operational and financial
considerations

2022 Edelman Trust Barometer. Belief-driven consumer, employee, and investor segments. General population, India. 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.

CEOS EXPECTED TO INFORM POLICY, NOT POLITICS

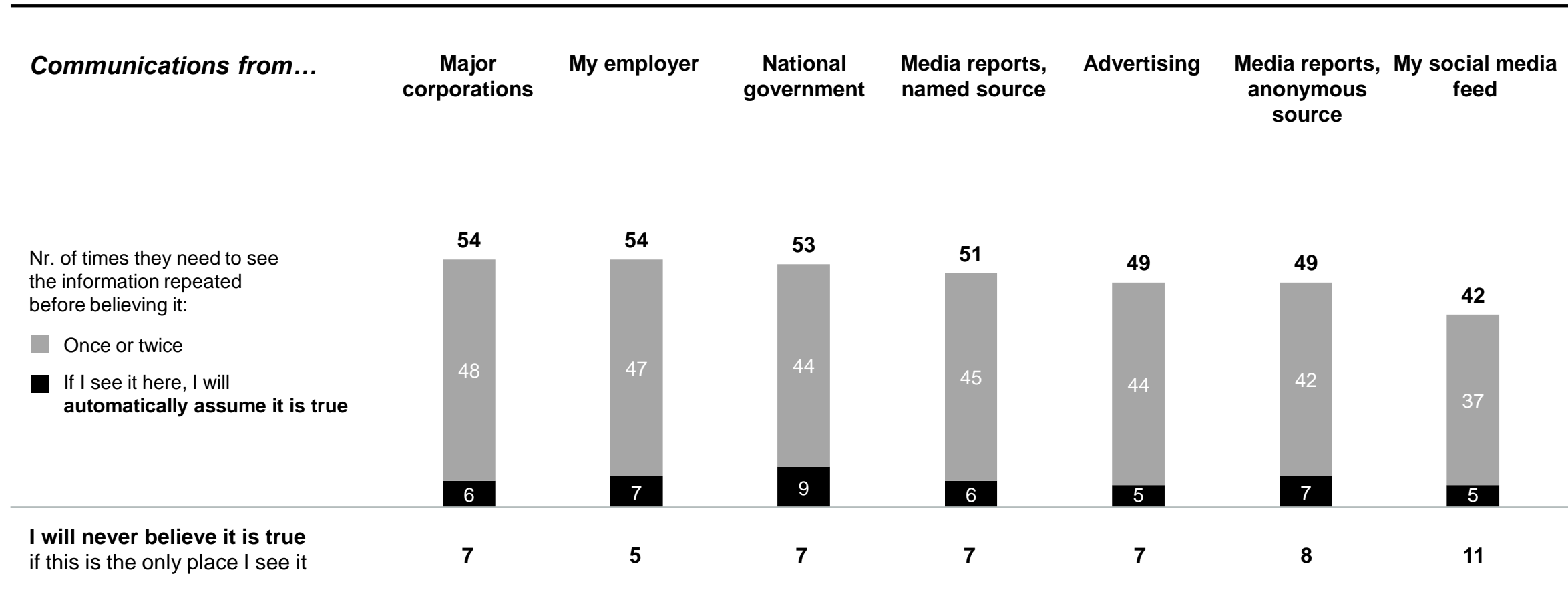
Percent who expect CEOs to **inform and shape conversations and policy debates** about each issue, in India



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, India. "Improving education and healthcare" is an average of attributes 9 and 10. "Jobs/economy" is an average of attributes 11 and 12.

IN INDIA, MY EMPLOYER AMONG MOST BELIEVABLE INFORMATION SOURCES

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



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, India. "Employer communications" only shown to those who are an employee of an organization (Q43/1).



FACTORS THAT WILL HELP REGAIN TRUST

INFORMATION QUALITY NOW MOST POWERFUL TRUST BUILDER ACROSS INSTITUTIONS GLOBALLY

Potential trust gain associated with doing each well (top 5)

Business	% pt gain	NGOs	% pt gain	Government	% pt gain	Media	% pt gain
Information quality	3.0	Information quality	3.2	Information quality	6.1	Information quality	6.6
Hold others accountable	2.5	Exert power effectively	2.4	Take a leadership role	3.7	Communication and transparency	3.2
Communication and transparency	2.3	Work with other institutions and organizations	2.3	Exert power effectively	3.5	Exert power effectively	2.5
Exert power effectively	2.1	Take a leadership role	2.1	Long-term thinking and planning	3.2	Change management	2.2
Get results	1.8	Change management	2.0	Hold others accountable	3.2	Hold others accountable	2.0

2022 Edelman Trust Barometer. Regression analysis. CMP_ARE_[INS]. Thinking about [institution] as they are today, please indicate whether you consider each of the following dimensions to be one of their areas of strength or weakness. 5-point scale; top 2 box, strength. Question asked of half of the sample. 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, 24-mkt avg. For a full explanation of how this data was calculated, please see the Technical Appendix. Data not collected in China, Thailand and Russia for CMP_ARE_[INS].

KEY INSTITUTIONS HAVE WELL-DEFINED ROLES & EXPECTATIONS IN RESTORING TRUST

1

Business is trusted to deliver

People want more business leadership, not less.

2

Leaders must engage more, shape policy

CEOs need to provide solutions; long-term thinking over short-term gain.

Leverage the trust capital of CEOs among employees

3

Internal communication is as critical as external communication

Trust is more localized

Your employees can be your biggest ambassadors

4

Provide trustworthy information, consistently

Clear, consistent, fact-based information is critical to restoring trust across owned & earned channels.