



2022年《爱德曼全球信任度调查报告》

调查方法

第22次年度调查

调查时间：2021年11月1日-24日

28

个国家

36,000+

位受访者

1,150+

位受访者/国家

全球均值因每年受调查国家数量而异：

全球27国不包括尼日利亚*

全球22国不包括哥伦比亚、肯尼亚、尼日利亚、沙特阿拉伯、南非和泰国

全球24国 未调查中国、俄罗斯、泰国

出于问题敏感性，无法在上述市场收集相关数据。

其他全球均值详见技术附录

*为避免歪曲全球性调查结果，尼日利亚不包括在任何全球均值中，因为其线上受访者无法代表真实群体

阿根廷
澳大利亚
巴西
加拿大
中国
哥伦比亚
法国
德国
印度
印度尼西亚
爱尔兰
意大利
日本
肯尼亚
马来西亚
墨西哥
尼日利亚
俄罗斯
沙特阿拉伯
新加坡
南非
韩国
西班牙
泰国
荷兰
阿联酋
英国
美国

各国调查数据误差范围：普通受访者+/- 2.9% (n=1,150)；半数受访者样本量+/- 4.1% (受访者人数=575)。

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.

二十二年信任度调查回顾

'01	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11
NGO的信任度上升	明星CEO的信任度下降	口碑比广告更具可信度	美国企业在欧遭受信任危机	信任从“权威”向“同行”转变	“像我一样的人”逐渐成为可信的发言人	企业较政府及媒体更具信任度	有影响力的年轻人对于企业更为信任	企业需与政府合作重获信任	信任成为企业经营中不可或缺的一部分	权威人士信任度上升
'12	'13	'14	'15	'16	'17	'18	'19	'20	'21	'22
政府信任度降低	领导者信任危机	企业引导变革	信任对于创新至关重要	信任失衡加剧	信任危机	真相之战	信任与就业	信任：能力与道德规范	信息之“疫”	打破失信循环

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	Breaking the Cycle of Distrust

打破 失信循环

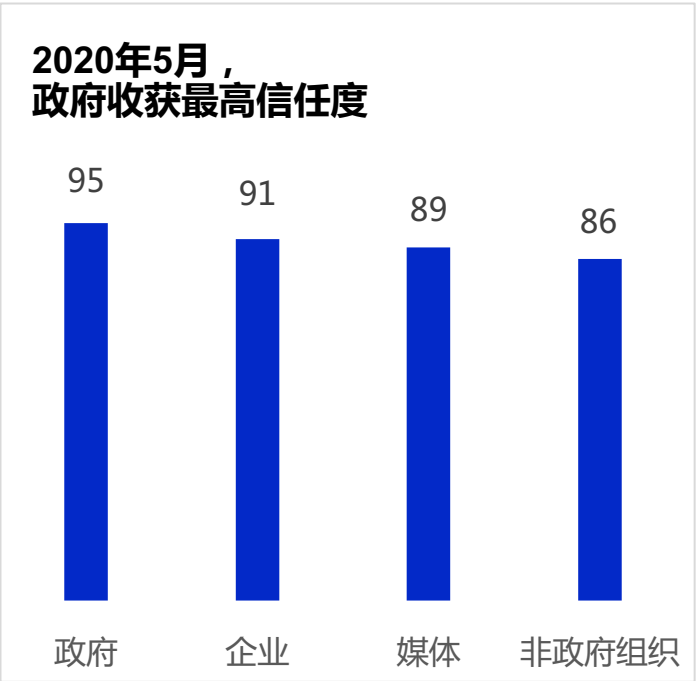
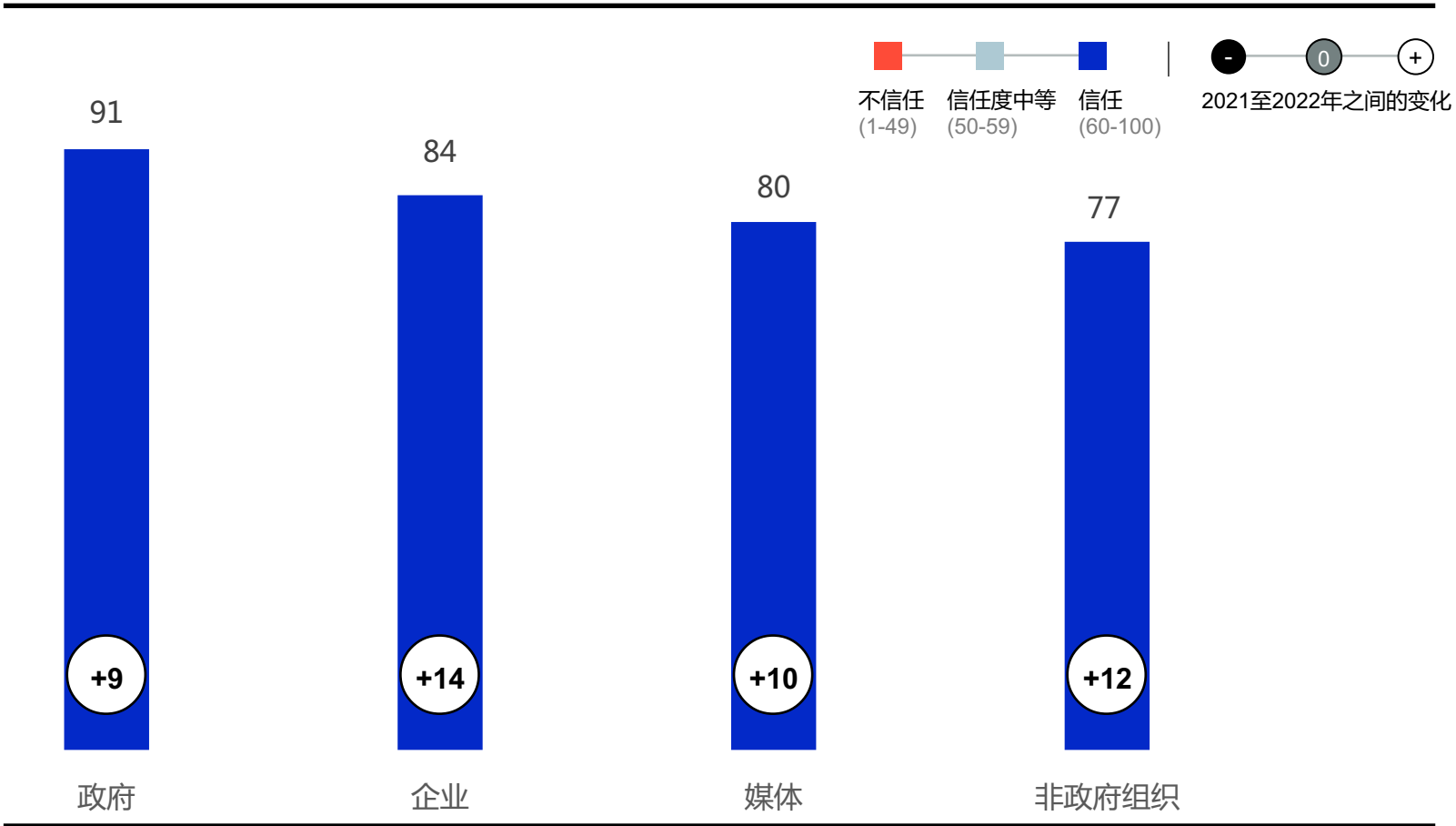




BREAKING THE CYCLE OF DISTRUST

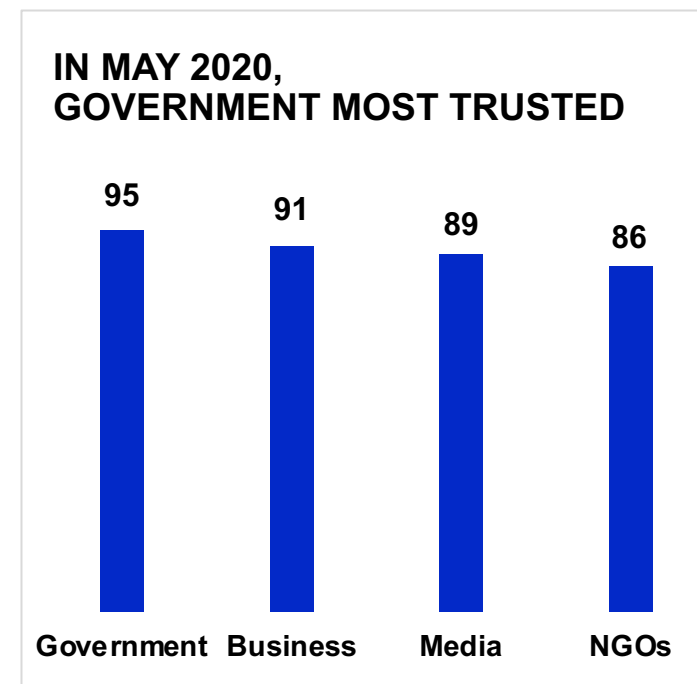
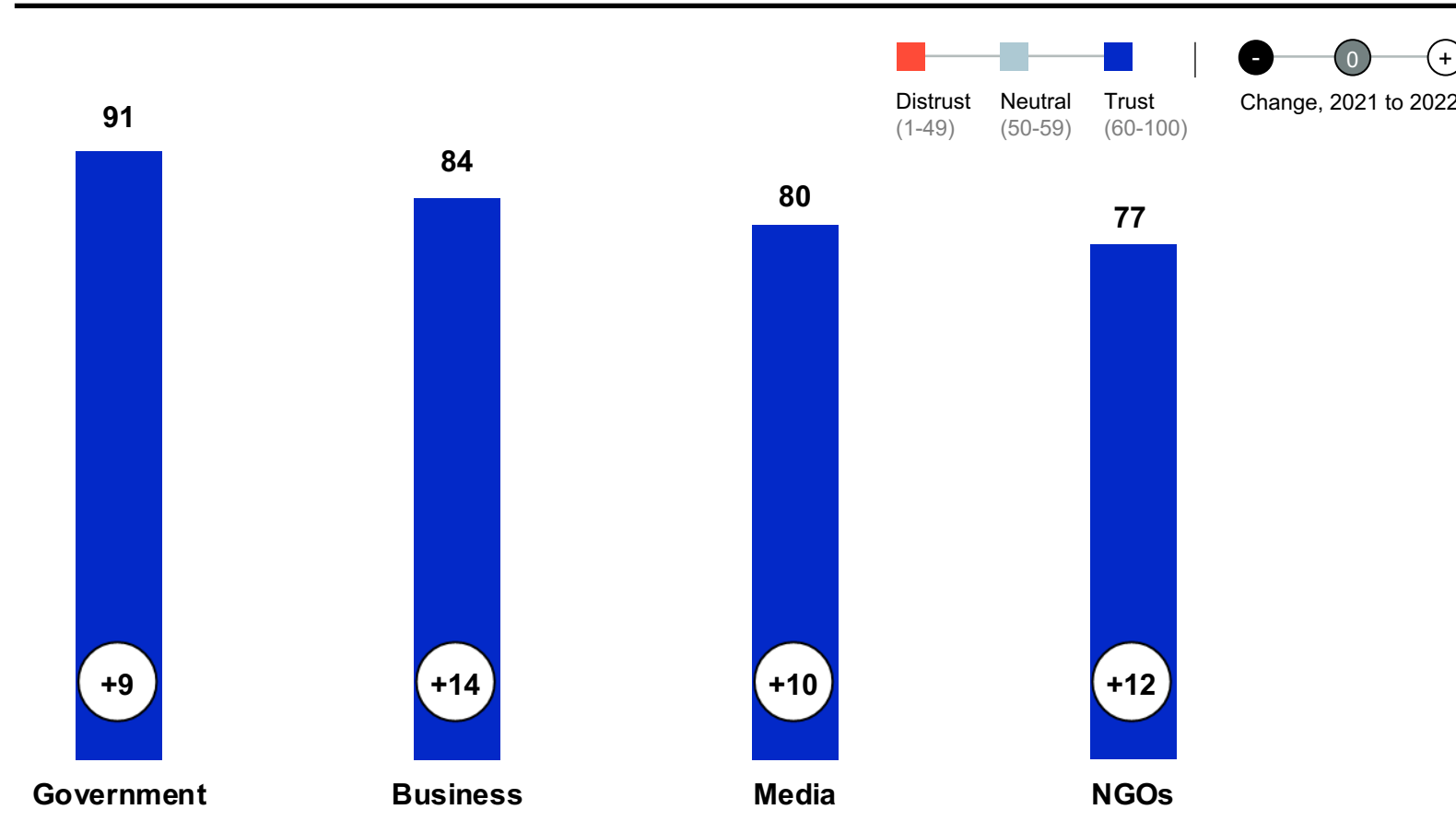
中国民众对四类机构的信任度均有增长

中国受访者的信任度占比



TRUST INCREASES ACROSS INSTITUTIONS

Percent trust, in China

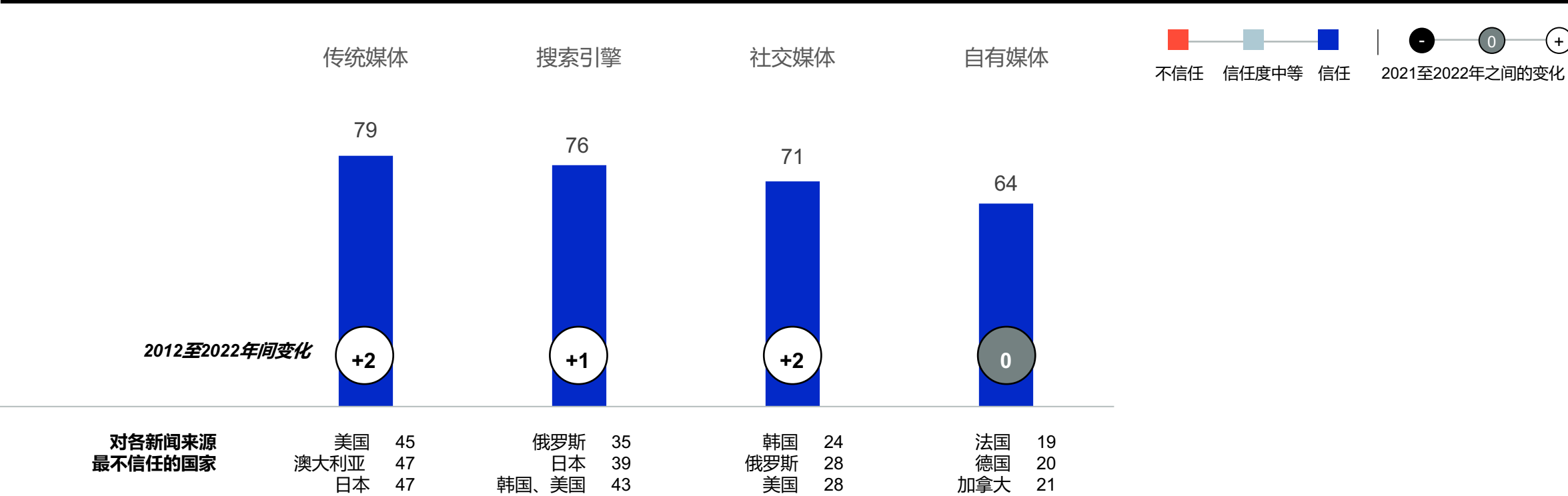


2022 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, China.

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, China.

四大新闻来源均受信任

中国受访者的信任度占比

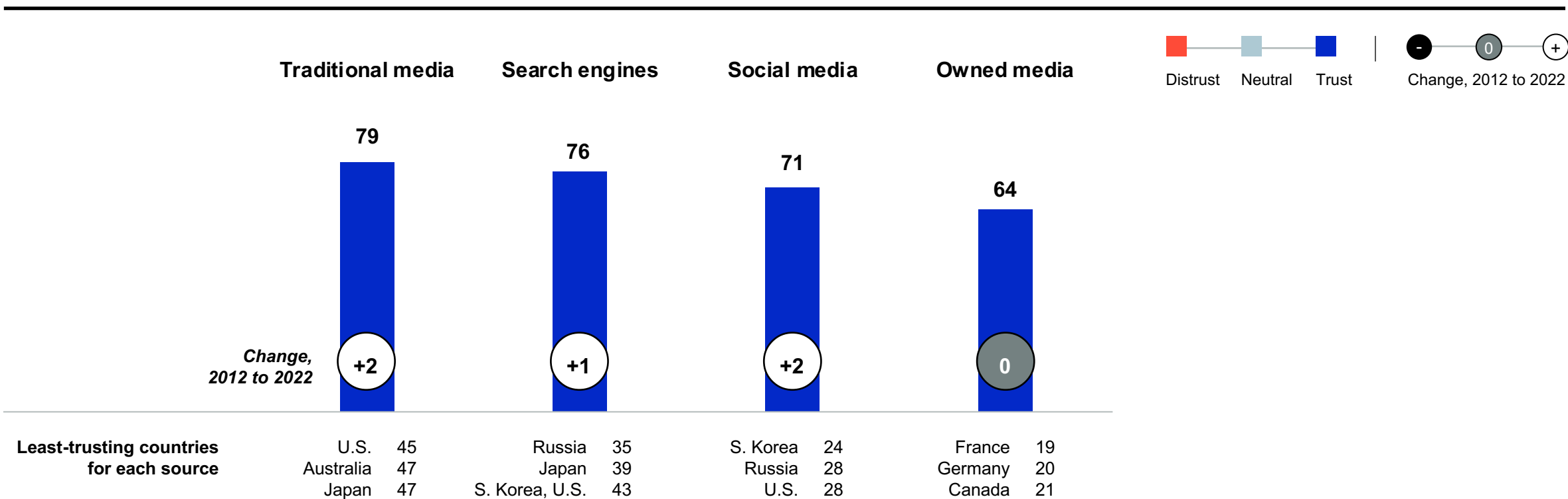


2022年《爱德曼全球信任度调查报告》COM_MCL.在寻找一般新闻和信息时，您对其各类来源的信任程度如何？9分制：选前4项为信任。半样本法调查受访。数据来源于对中国普通受访者的调查。

*从2012至2015年，“在线搜索引擎”被列为媒体类型。2016年，该类别更改为“搜索引擎”。

ALL NEWS SOURCES TRUSTED IN CHINA

Percent trust, in China



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, China.

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

企业和非政府组织有能力促进社会的积极变化

中国受访者的评分净值

	企业 净分数	非政府组织 净分数	
能力	60	55	VS 高效的社会进步推动者 无效的社会进步推动者
远见	44	46	VS 具备我所相信的未来愿景 不具备我所相信的未来愿景
公平	46	46	VS 平等公正地服务于每个人的利益 仅为某些群体的利益服务

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

Net ethical scores in detail, in China

	Business Net score	NGOs Net score	
Effective	60pts	55	<div>Highly effective agent of positive change</div> <div>vs</div> <div>Completely ineffective agent of positive change</div>
Visionary	44	46	<div>Has vision for the future I believe in</div> <div>vs</div> <div>Does not have a vision for the future I believe in</div>
Fair	46	46	<div>Serves the interests of everyone equally and fairly</div> <div>vs</div> <div>Serve the interests of only certain groups of people</div>



企业和非政府组织有助于凝聚社会力量

持两种观点的中国受访者占比

这些机构是.....



分化社会的力量

凝聚社会的力量

差异，
凝聚力量与分化力量
占比差异

36分

63

27

企业

37分

64

27

非政府组织



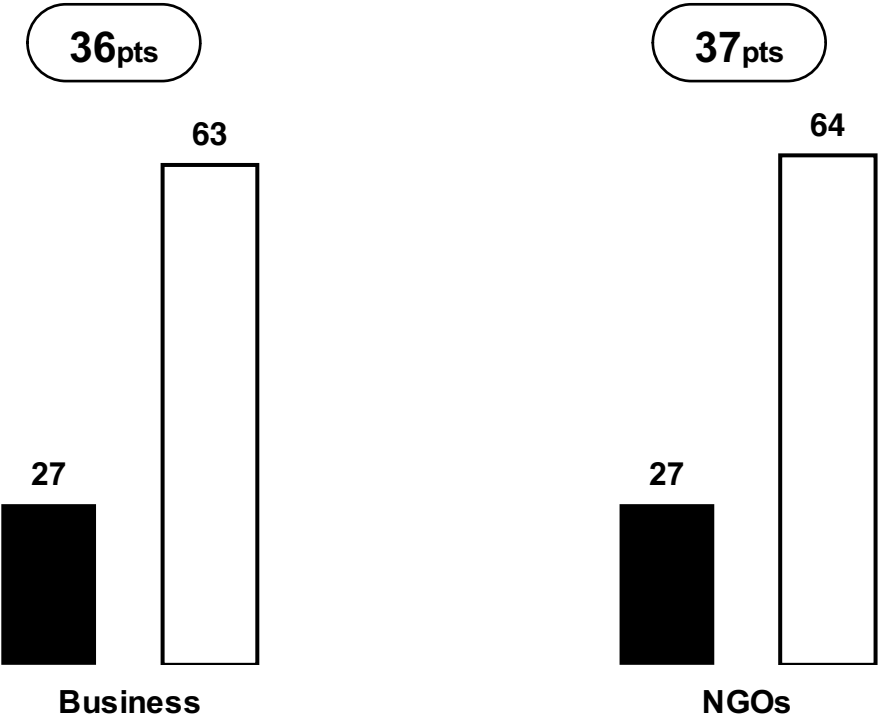
BUSINESS AND NGOS SEEN AS UNIFYING

Percent who say, in China

These institutions are...

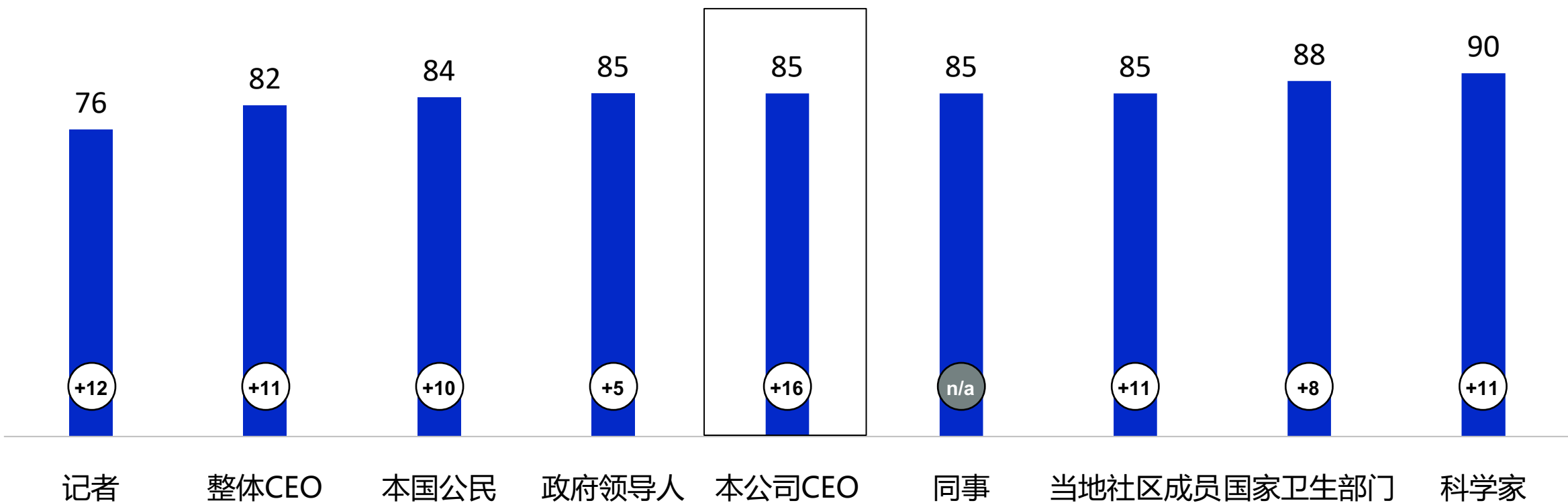


*Gap,
difference between
unifying force vs.
dividing force*



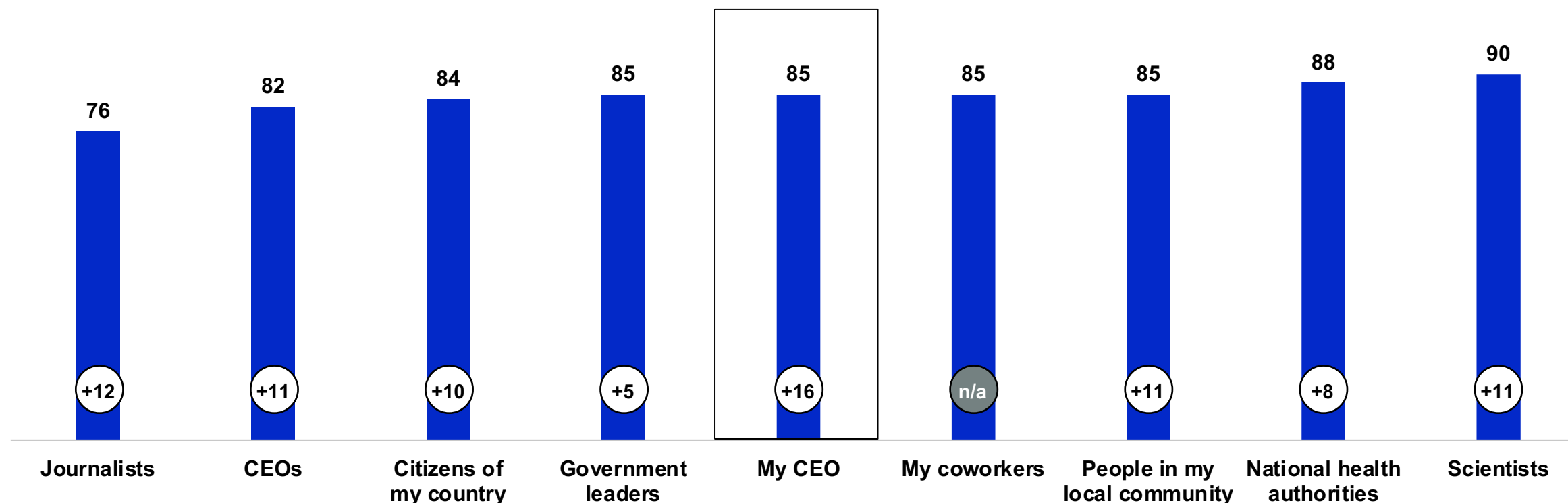
科学家最受信任，对雇主的CEO信任度提升最快

中国受访者的信任度占比



SCIENTISTS MOST TRUSTED; BIGGEST TRUST GAIN FOR MY EMPLOYER CEO

Percent trust, in China



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, China. “My coworkers” and “my CEO” only shown to those who are an employee of an organization (Q43/1).



社会领导力
成为企业的核心业务职能

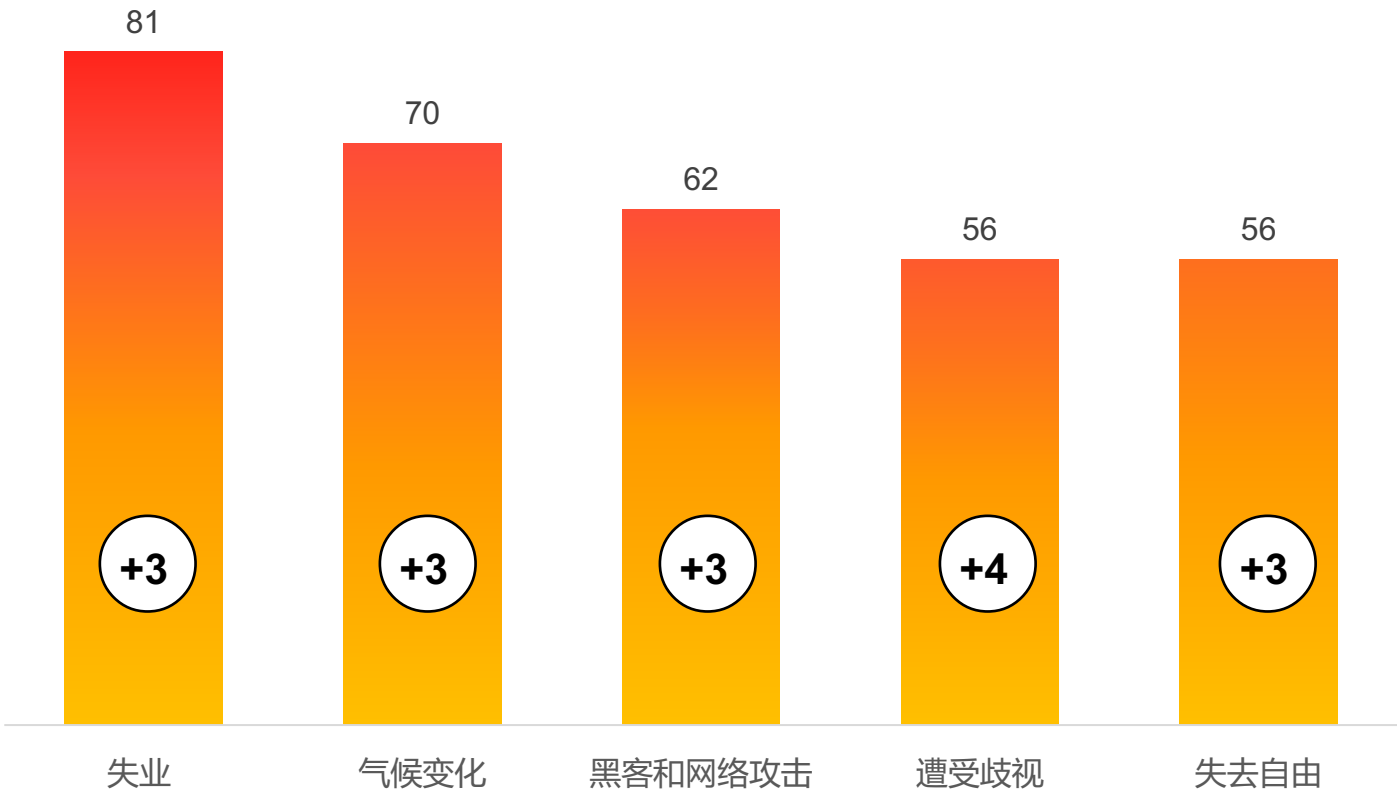
An aerial photograph of a solar farm in a desert. Large solar panels are laid out in rows on the sandy ground. A large, dark, semi-transparent circular shadow is cast over the center of the image, likely from the camera or a nearby structure. Two workers in hard hats are visible near the bottom right, working on the panels. The text "SOCIETAL LEADERSHIP NOW A CORE BUSINESS FUNCTION" is overlaid in white, bold, sans-serif font across the middle of the image.

SOCIETAL LEADERSHIP NOW A CORE BUSINESS FUNCTION

对社会问题的忧虑情绪有所加剧

对不同社会问题表示担忧的中国受访者占比

● — 0 — ●
2021至2022年之间的变化

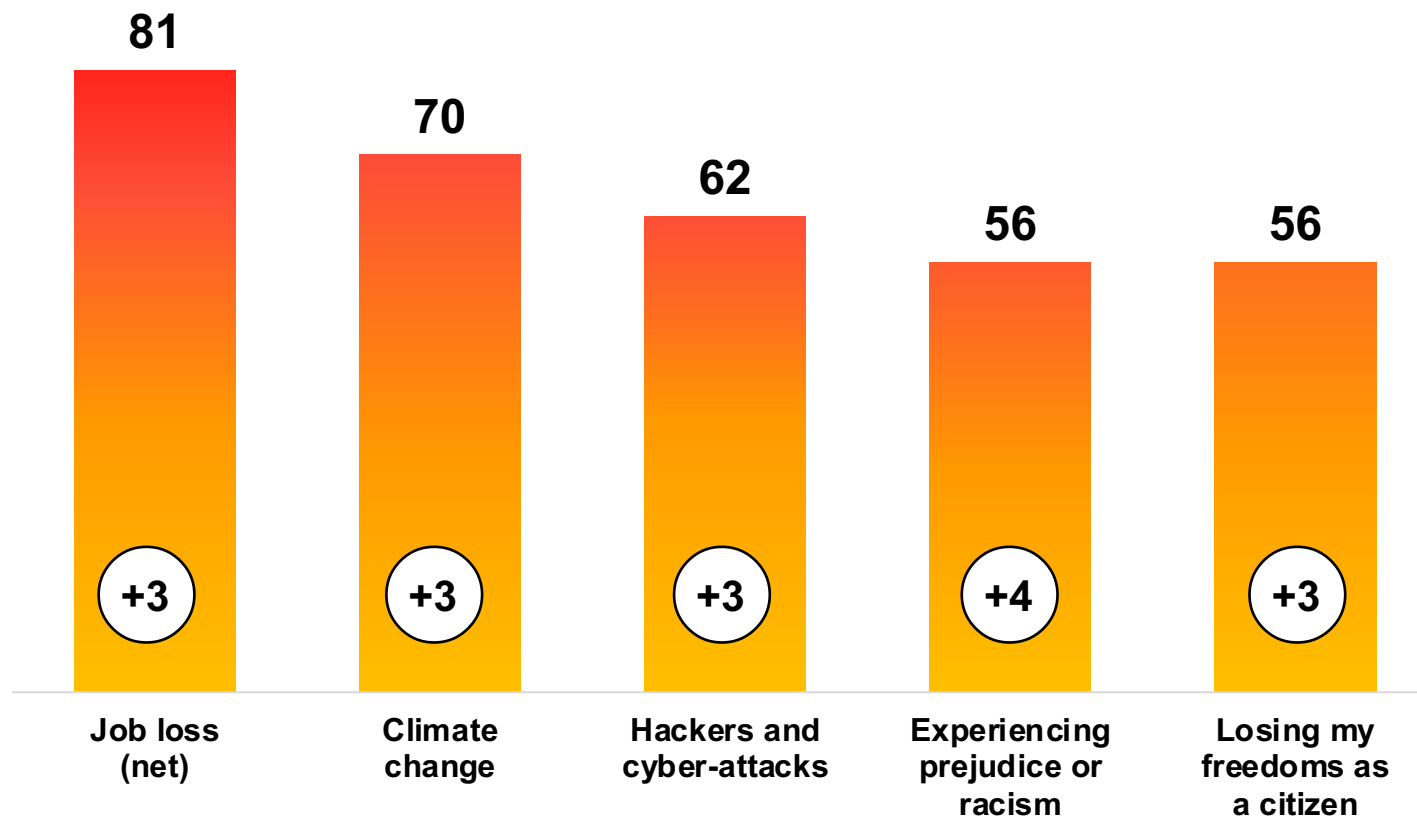


2022年《爱德曼全球信任度调查报告》POP_EMO.有些人忧心忡忡，有些人无忧无虑。我们关注您所担心的事情。具体而言，您对以下各项的担心程度如何？9分制：选前4分表示担心。非失业类属性向一半样本显示。数据来源于对中国普通受访者的调查。失业选项仅限企业职员 (Q43/1)。失业选项是属性1-3、5以及22-24的净值。

SOCIETAL FEARS ON THE RISE

Percent who worry about each, in China

Change, 2021 to 2022



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, China. 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.

各利益相关方均希望企业具备价值观担当

认同以下说法的受访者占比

中国

90%

购买或推荐
价值观相合的产品

89%

选择就业
价值观相合的雇主

86%

投资
价值观相合的标的

全球7国

来源：2021年《爱德曼全球信任度调查报告》专题报告：投资机构

88%

投资机构对ESG的关注度，与财务和运营状况同样重视

2022年《爱德曼全球信任度调查报告》信仰驱动的消费者、职员和投资者群体。数据来源于对中国普通受访者的调查。职员数据仅限公司职员(Q43/1)。投资者数据仅限作为独立或雇主赞助的投资机构出售股票、债券或共同基金的人员(INVESTOR/1)。关于信仰驱动的消费者、职员和投资者的衡量方式，参见“技术附录”的完整解释。
2021年《爱德曼全球信任度调查报告》专题报告：投资机构。Q7.请描述您对以下股东行为准则的同意或不同意程度。4分制：选前2分表示同意。7个市场均值。

ALL STAKEHOLDERS HOLD BUSINESS ACCOUNTABLE

Percent who agree

In China

90%

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

89%

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

86%

Invest
based on their
beliefs and values

Global 7

Source: 2021 Edelman Trust Barometer
Special Report: Institutional Investors

88%

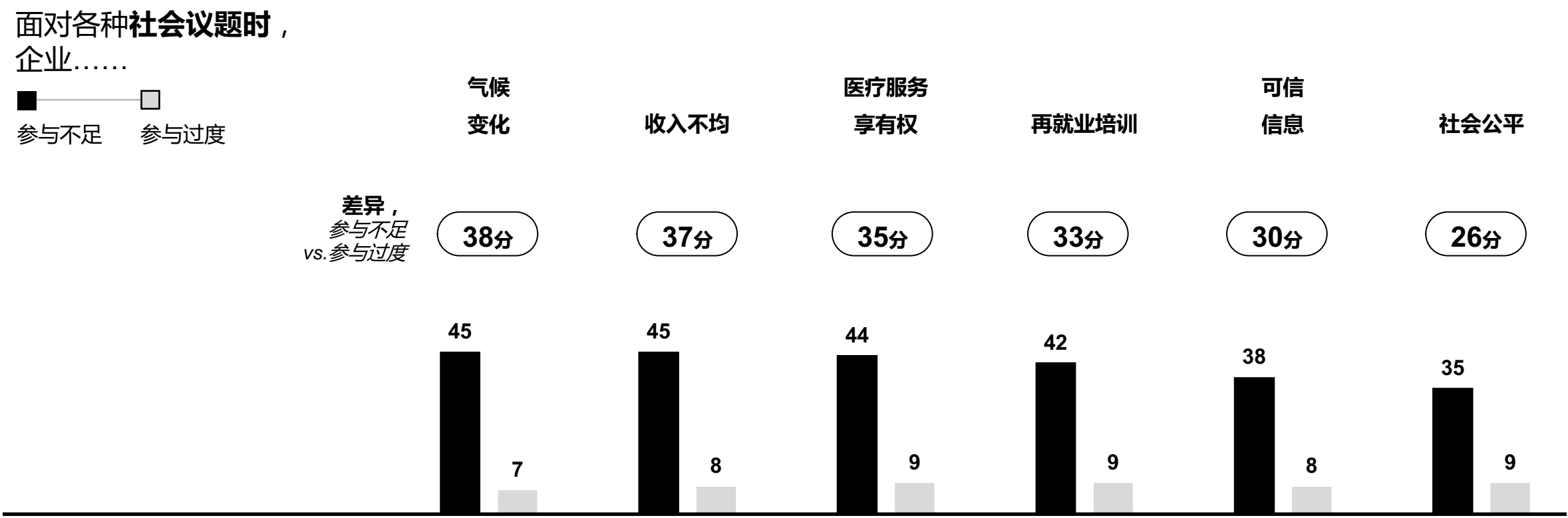
of **institutional investors**
subject ESG to the same scrutiny
as operational and financial
considerations

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

企业应当更积极参与社会议题

持两种观点的中国受访者占比



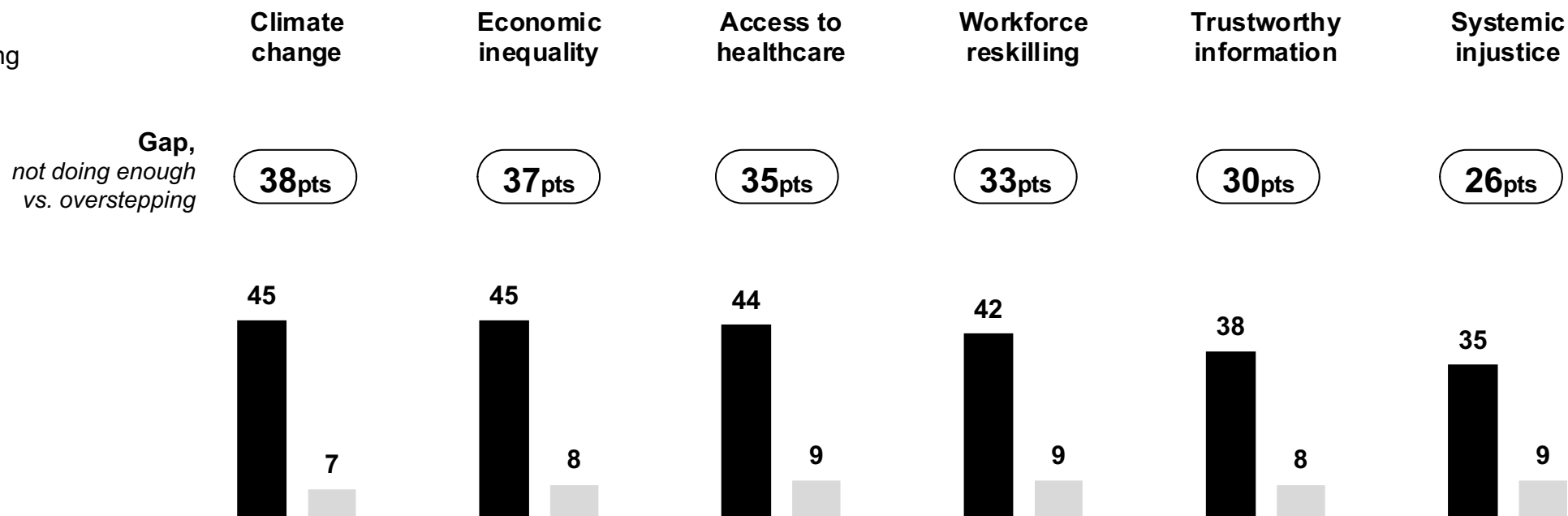
2022年《爱德曼全球信任度调查报告》BUS_BND.考虑企业作为机构对满足社会需求、解决社会问题的参与程度，针对以下各项，您认为企业做得过多、恰到好处，还是有所欠缺。3分制：3分表示“参与不足”；1分表示“参与过度”。数据来源于对中国普通受访者的调查。

WANT MORE, NOT LESS, BUSINESS ENGAGEMENT ON SOCIETAL ISSUES

Percent who say, in China

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

■ — ■
not doing enough overstepping



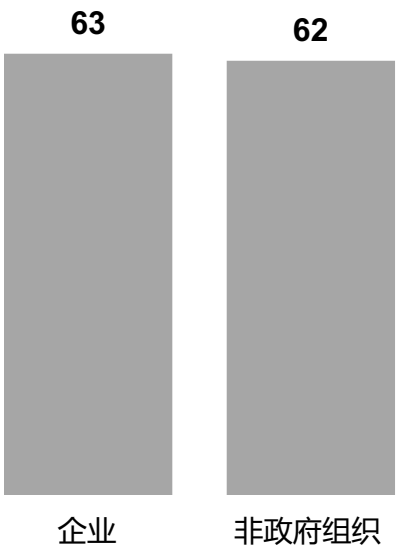
2022 Edelman Trust Barometer. BUS_BND. Think about business as an institution, and its current level of engagement in addressing societal needs and issues. When it comes to each of the following areas, please indicate if you think business is going too far and overstepping what it should be doing, is 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, China.

在社会议题上，企业和非政府组织可更有作为

认同以下选项是该类机构优势的中国受访者占比

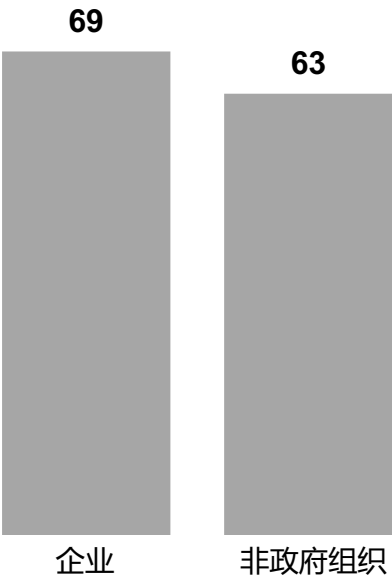
领导作用

跨组织协调工作
解决社会问题



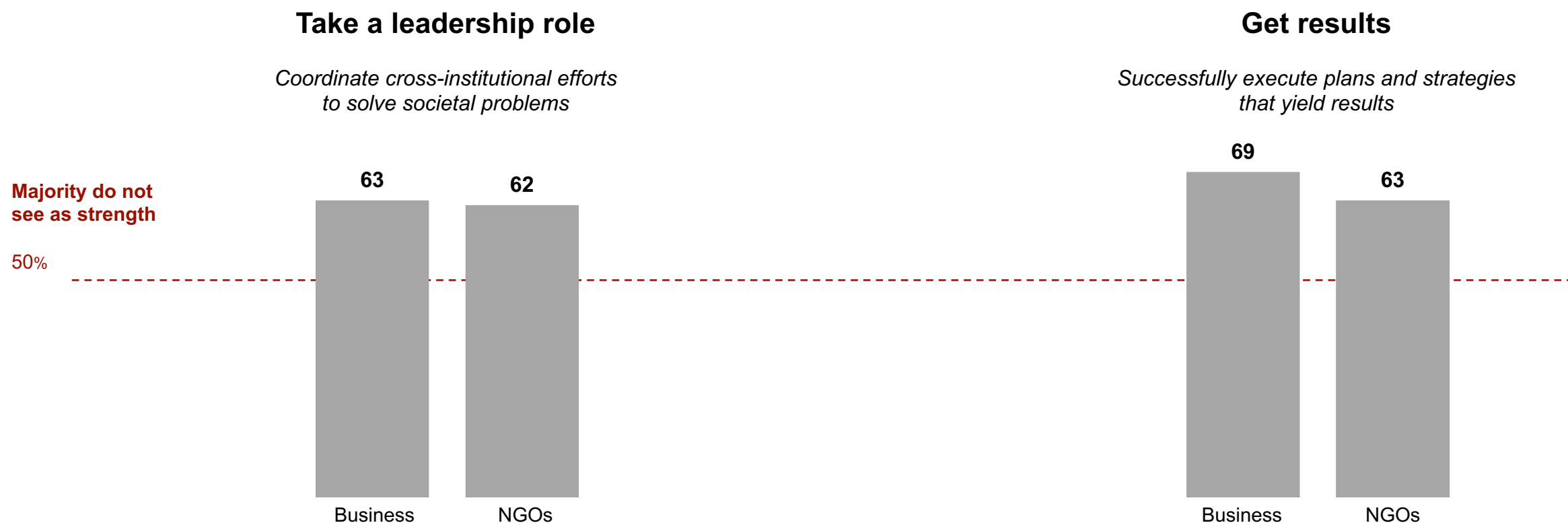
取得成果

成功执行有效的计划和战略



BUSINESS AND NGOS SEEN AS CAPABLE OF LEADING AND GETTING RESULTS

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



“我的雇主” 在全球范围内均受信任

受访者的信任度占比

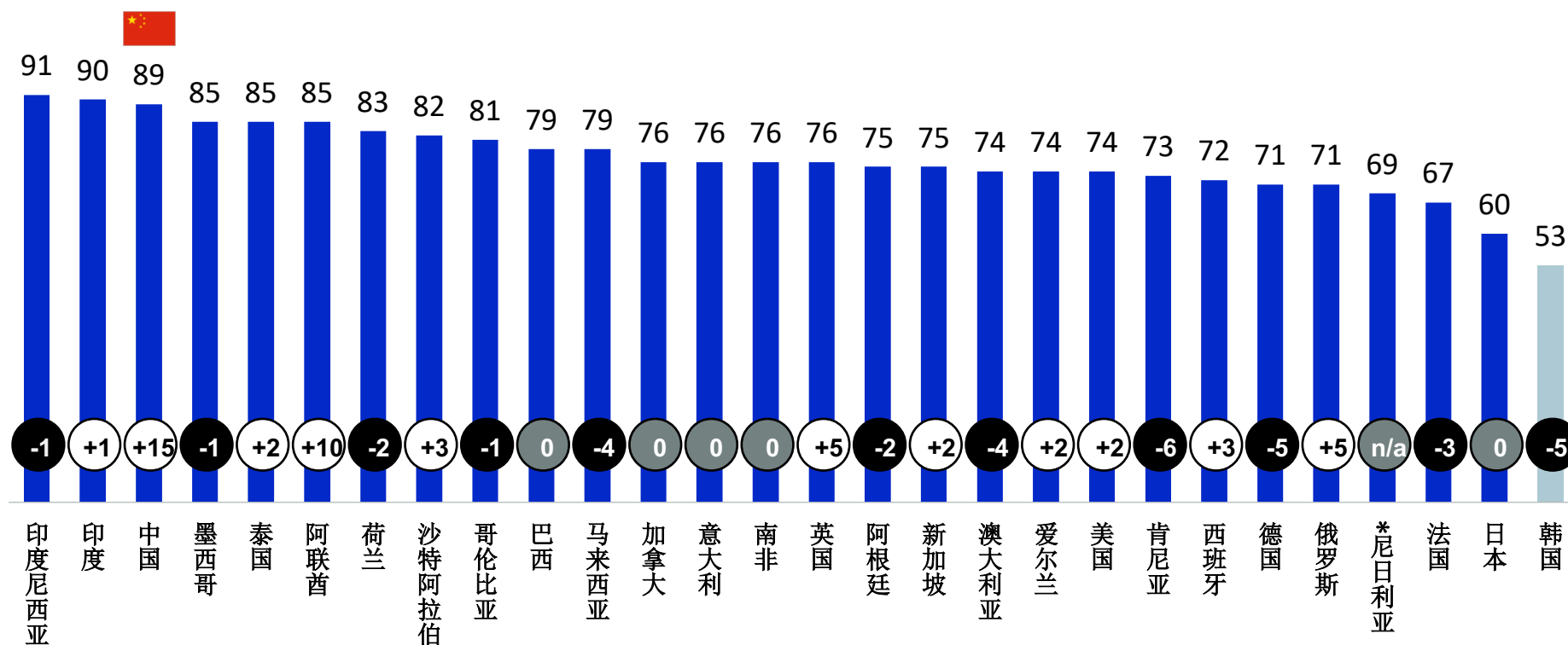


中国

89

我的雇主

政府	91
企业	84
媒体	80
非政府组织	77



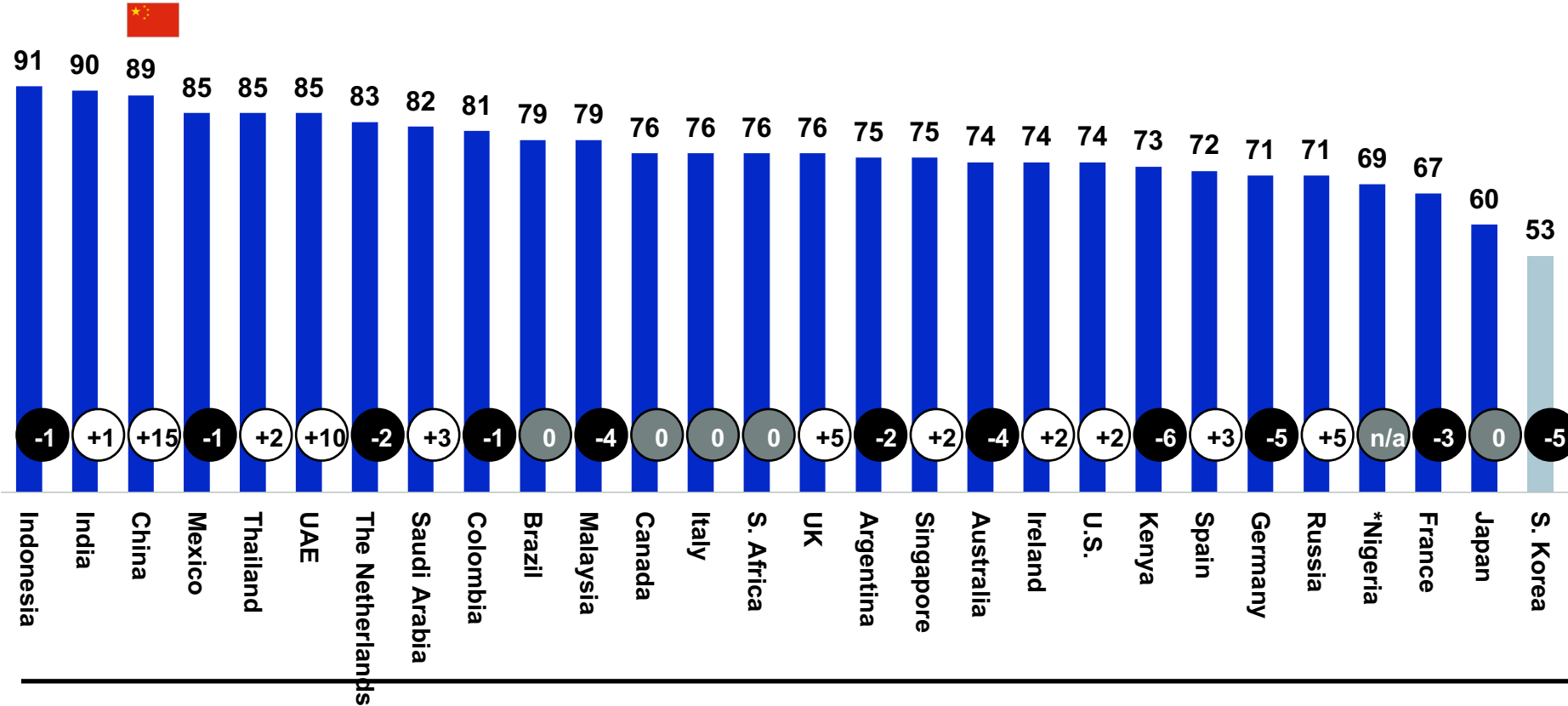
2022年《爱德曼全球信任度调查报告》TRU_INS.对于以下各机构，请用1-9分描述您多信任该机构会做正确的事情。9分制：选前4分表示信任。数据来源于对各市场普通受访者的调查。“雇主”仅限公司职员 (Q43/1)。*尼日利亚不包括在全球均值中。

MY EMPLOYER TRUSTED AROUND THE WORLD

Percent trust



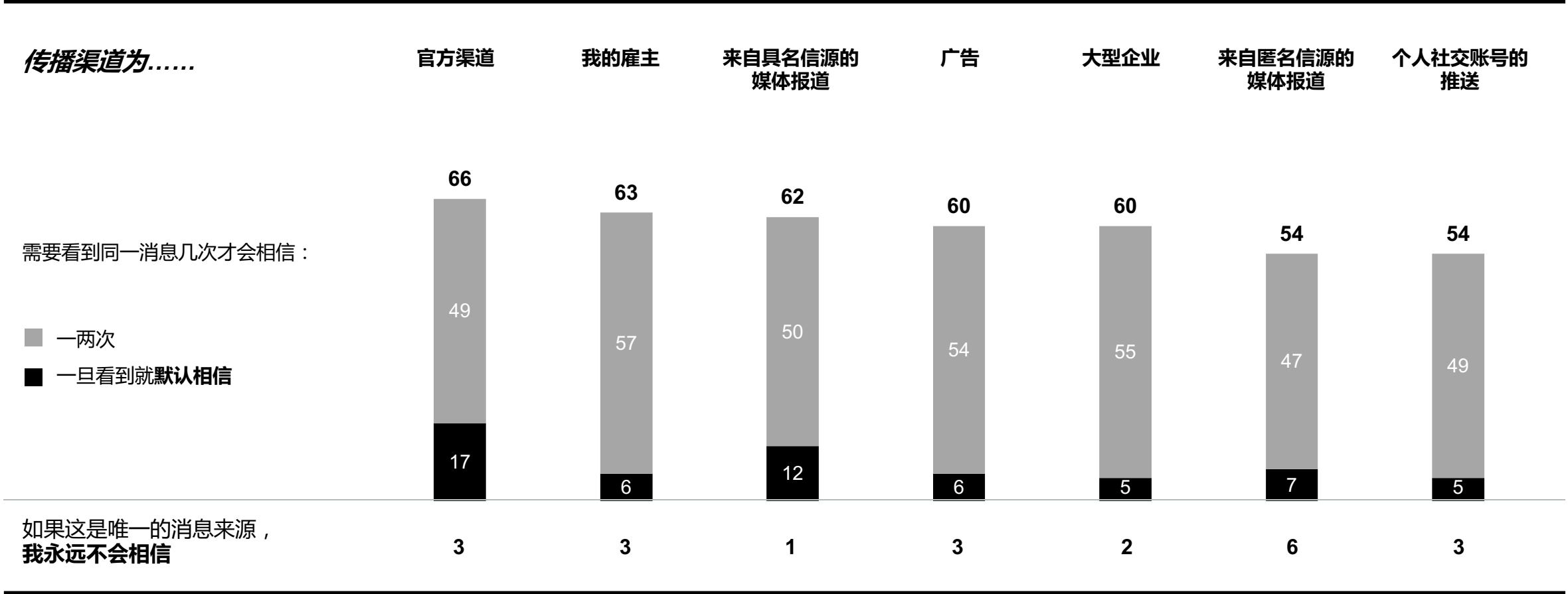
China



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

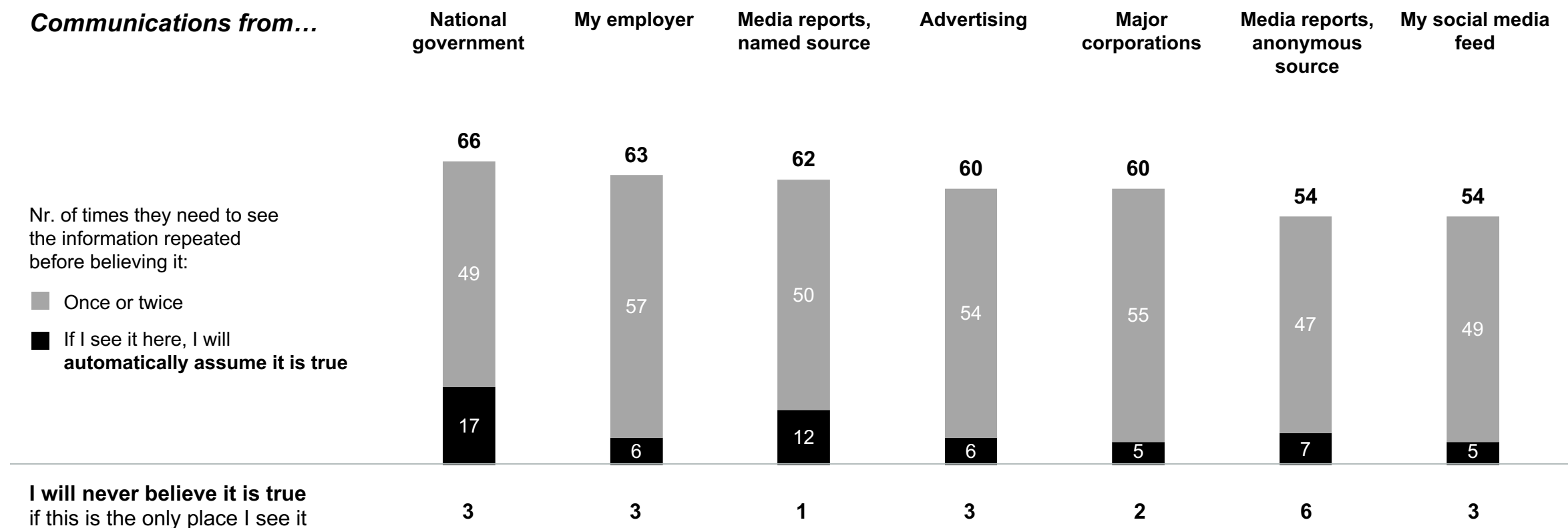
对雇主渠道的信息信任度仅次于官方渠道

默认相信以下来源的信息，或看到不超过两次就相信的中国受访者占比



AFTER NATIONAL GOVERNMENT, MY EMPLOYER MOST CREDIBLE

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



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

CEO应成为推动社会进步的代言人

认同以下说法的受访者占比

在与外部利益相关方讨论公共政策或展现公司的社会贡献时，**CEO应亲自出面**

中国

94%
(净值)

在选择工作时，我会考虑CEO是否能公开谈论**我所关心的有争论的社会和时政问题**

雇员占比

75%



2019至2022年间变化

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

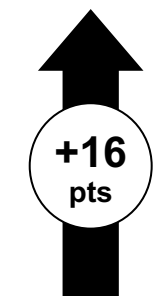
China

94%
(net)

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

Among employees

75%

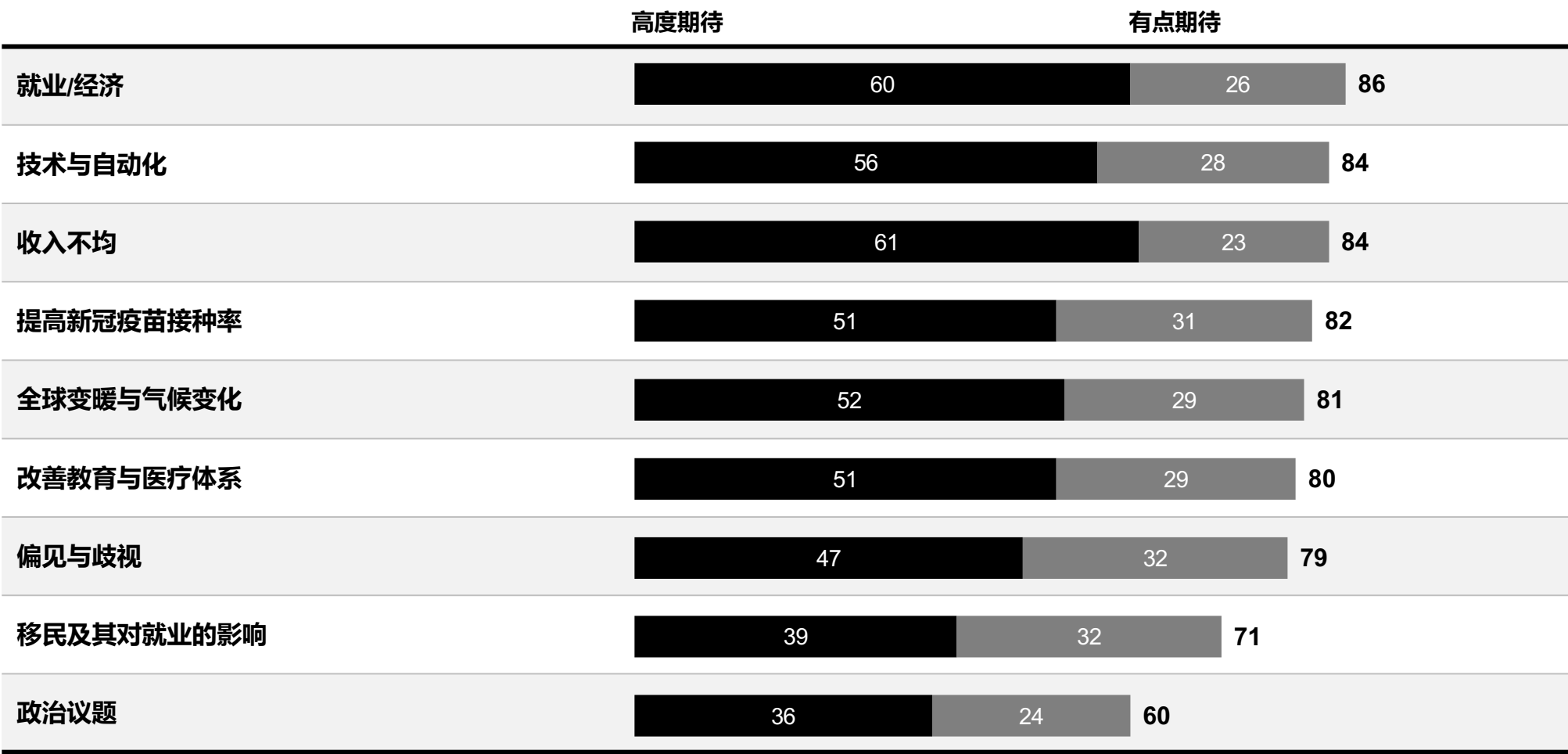


Change,
2019 to 2022

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. 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, China.

CEO应积极支持社会政策的推进

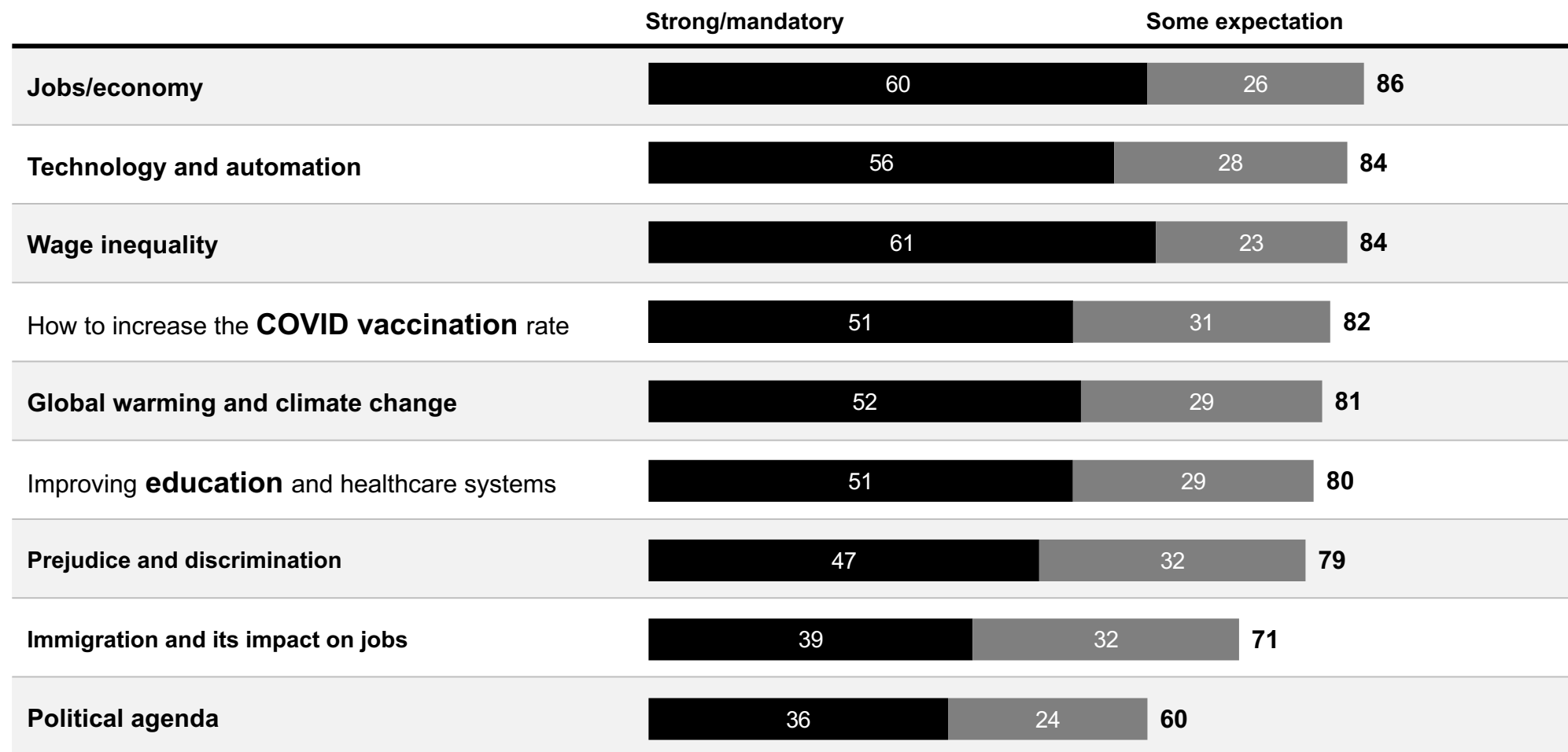
期待CEO能支持并推动持续对话和政策讨论的中国受访者占比



2022年《爱德曼全球信任度调查报告》CEO_RSP.对于以下各项议题，请指出企业CEO应承担多大的责任来直接协助支持和推动持续的对话和政策讨论。5分制：4-5分，高度责任/义务；3分，一般责任。半样本法调查受访。数据来源于对中国普通受访者的调查。“改善教育和医疗”是属性9和10的均值。“就业/经济”是属性11和12的均值。

CEOS EXPECTED TO INFORM POLICY, NOT POLITICS

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



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



东风压倒西风



**“EAST WIND PREVAILS
OVER THE WEST WIND”**

西方国家民众的信任度在下降

信任度指数



来源：《2022年度爱德曼信任度调查》
“信任度指数”是一个国家/地区的民众对其政府、企业、媒体和非政府组织（NGO）的信任度平均值。
对于以下机构，请用1-9分的分值表明你的信任程度。前四项表述信任；
本数据来源于对全球27个国家和地区的普通线上受访者的调查。

2021 全体受访者



2022 全体受访者



涨幅最大的国家：



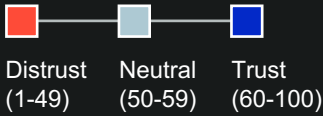
降幅最大的国家：



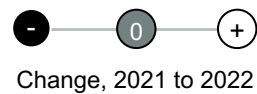
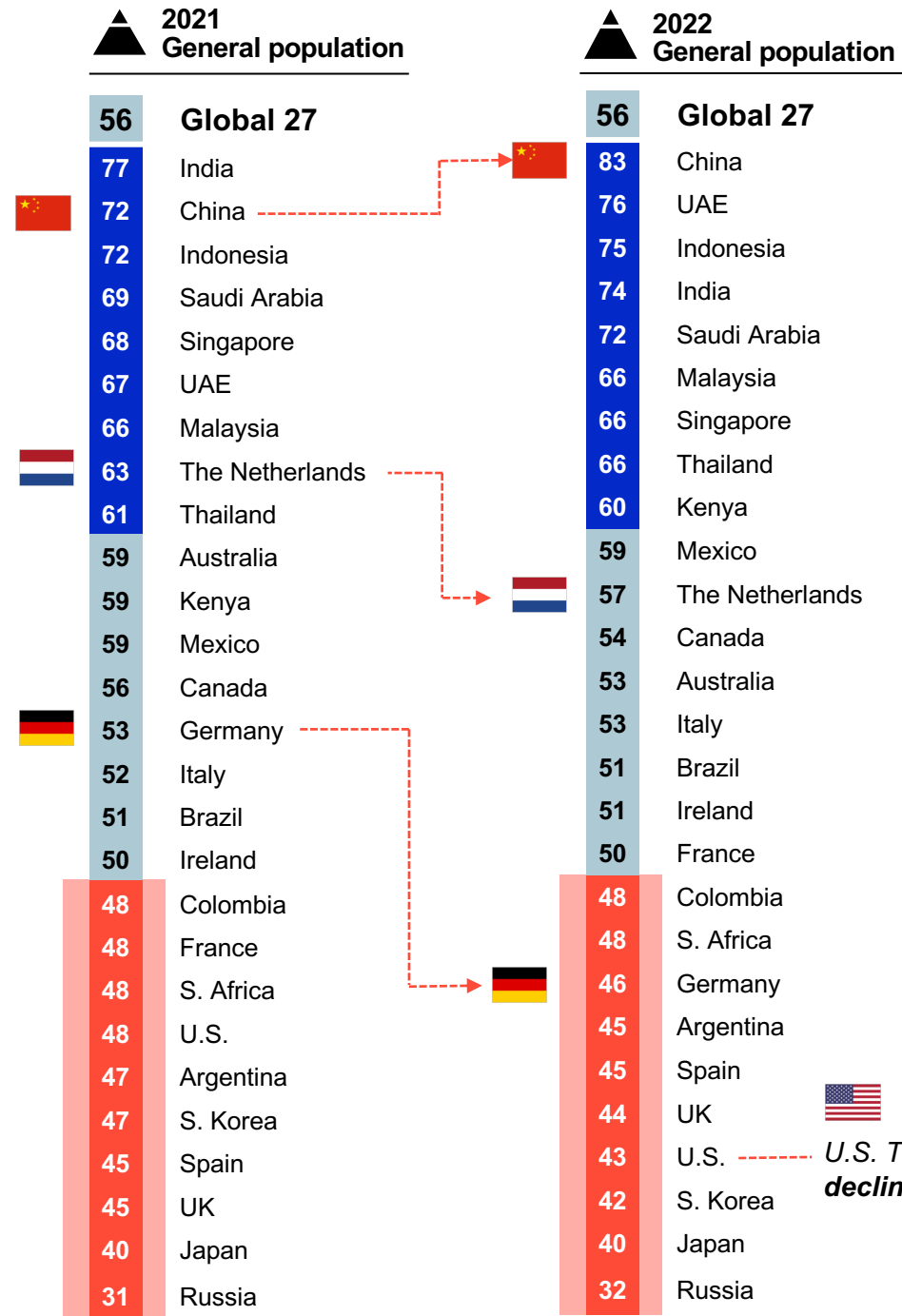
美国信任度指数
自2017年以来已下降10分

TRUST FALLS IN WESTERN 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.



Biggest gainers:	
China	+11
UAE	+9
Thailand	+5
Biggest losers:	
Germany	-7
Australia	-6
The Netherlands	-6
S. Korea	-5
U.S.	-5

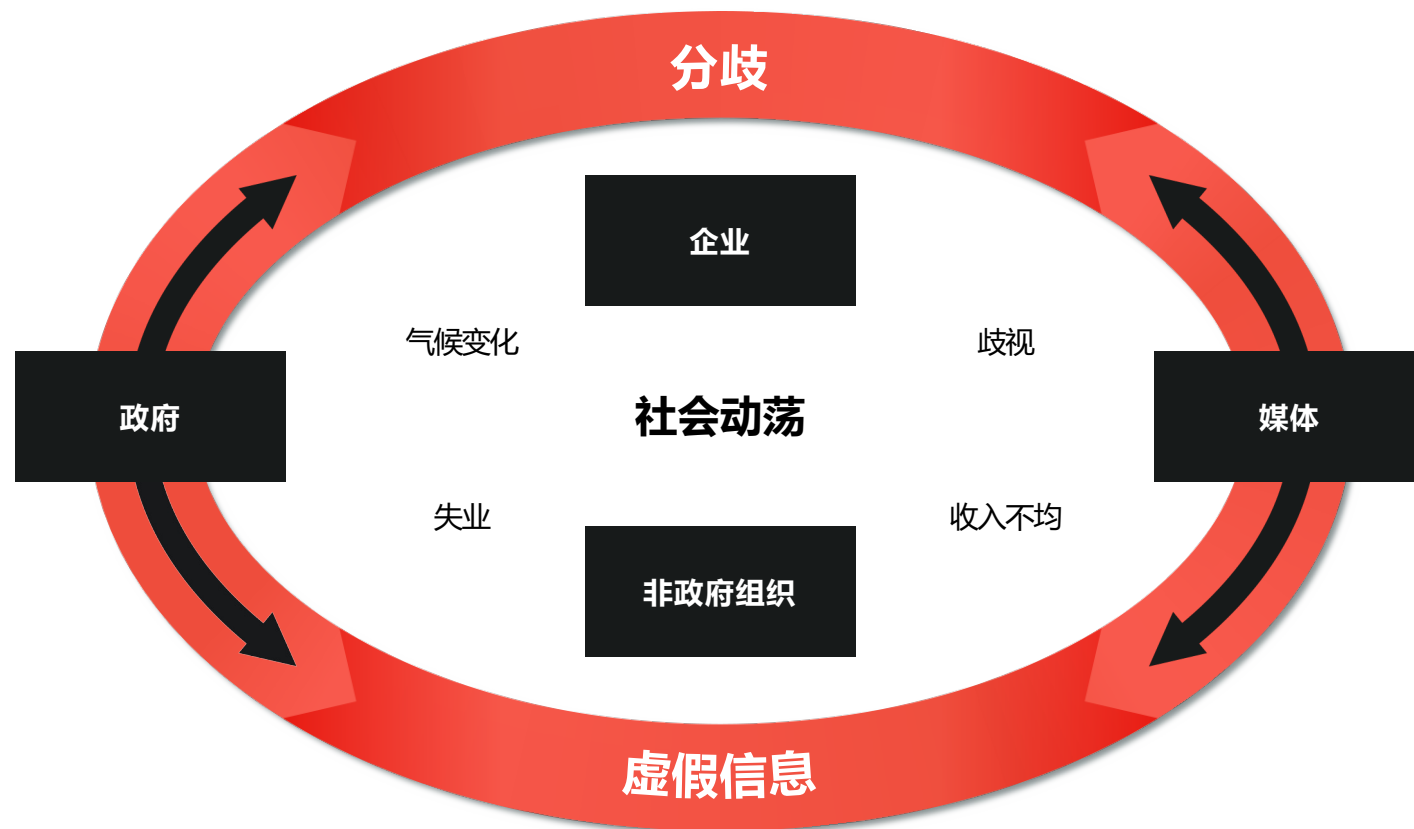


U.S. Trust Index has declined 10 pts since 2017

失信循环， 动摇西方国家的社会稳定

政府和媒体为获得选票和关注度制造分歧和虚假信息

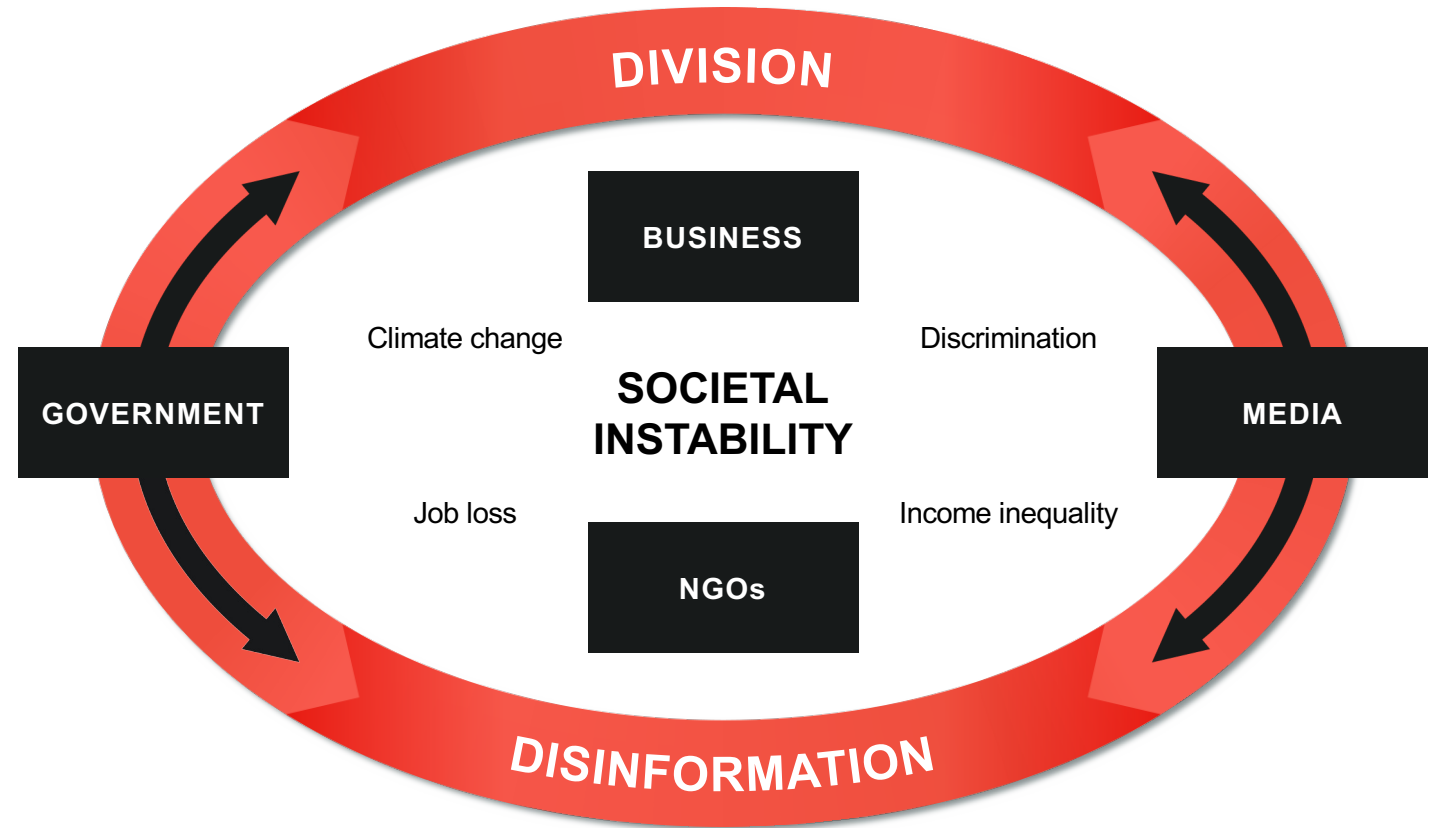
非政府组织和企业迫于压力，不得不面对超出其能力范围的社会问题



CYCLE OF DISTRUST THREATENS WESTERN 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

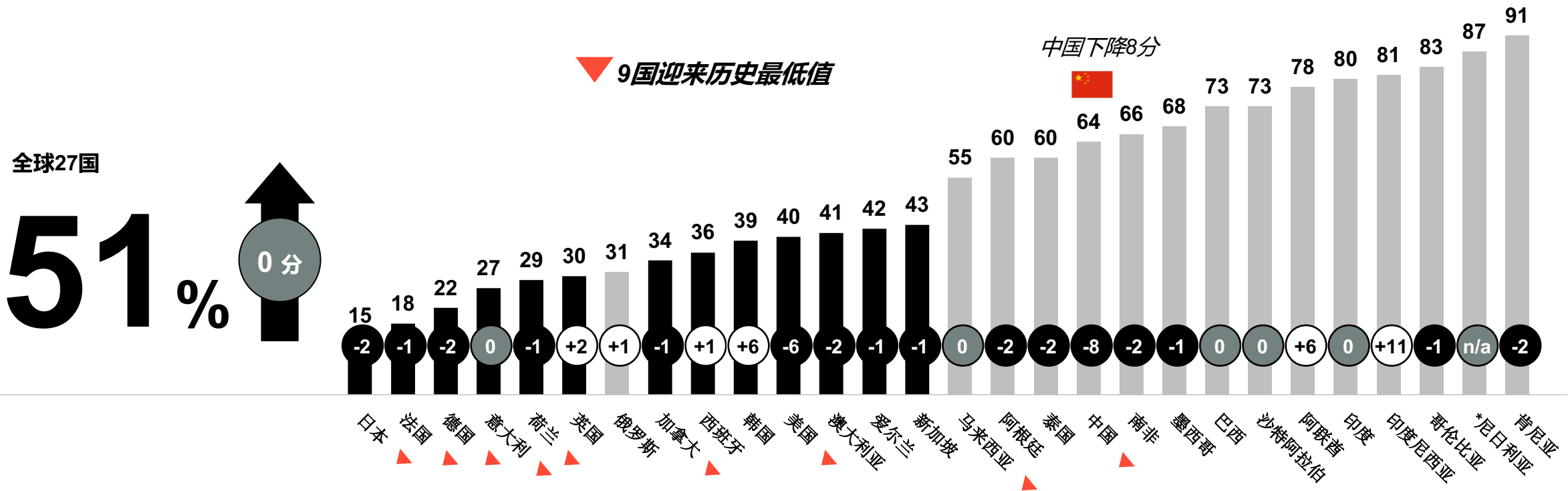


发达国家民众对经济前景态度不乐观

认为自身及其家庭状况将在未来五年有所改善的受访者占比



我和我的家人将在未来五年过得更好

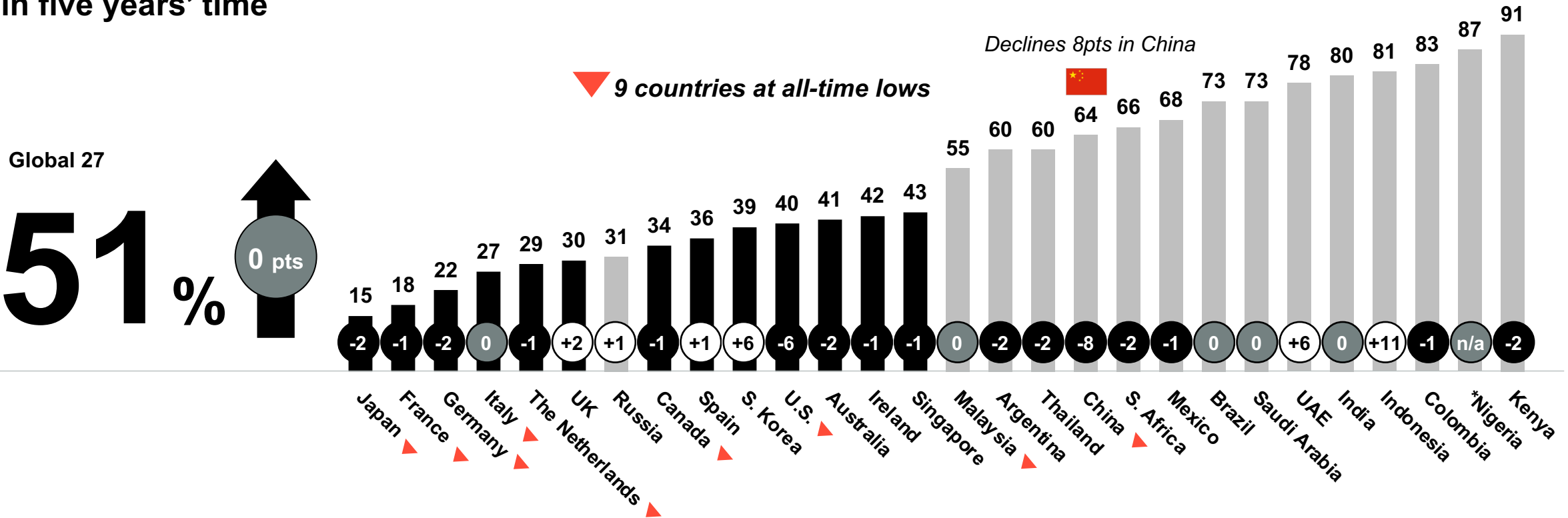


DEVELOPED COUNTRIES LACK ECONOMIC OPTIMISM

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

■ Developed countries ● 0 Change, 2021 to 2022

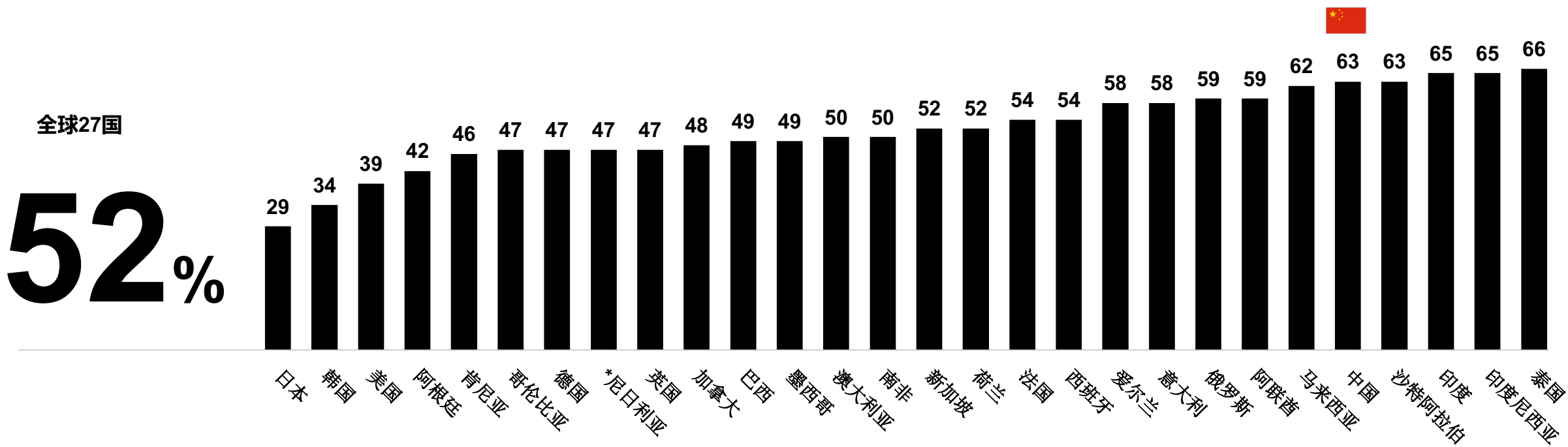
My family and I will be better off
in five years' time



对资本主义制度开始质疑

认同以下说法的受访者占比

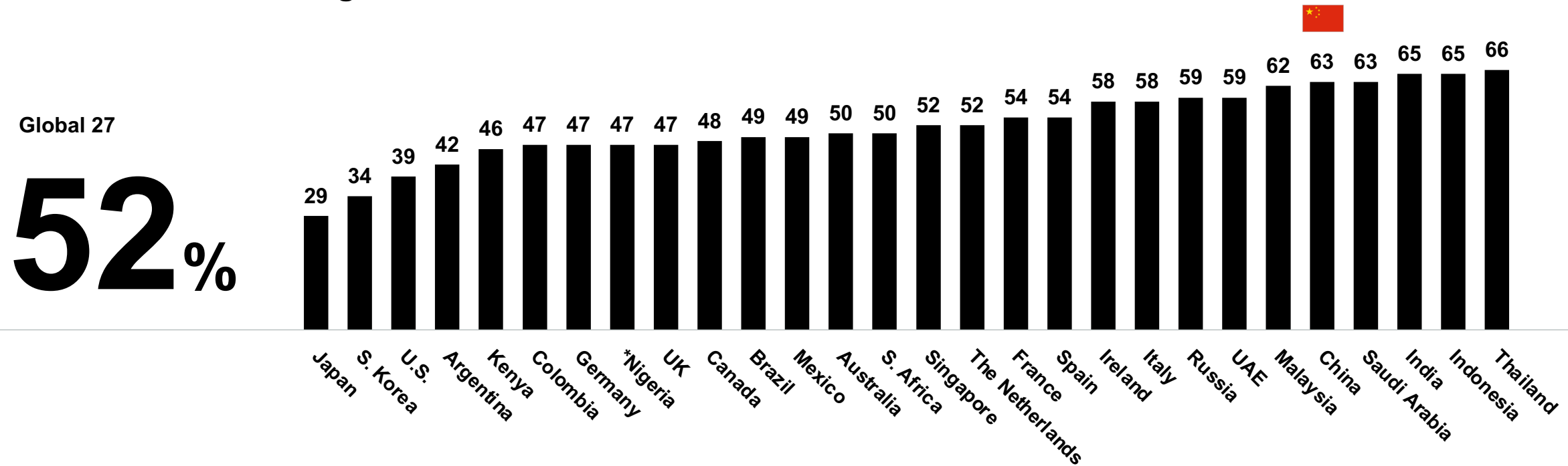
如今的资本主义**对全世界而言弊大于利**



QUESTIONS ABOUT TODAY'S CAPITALISM

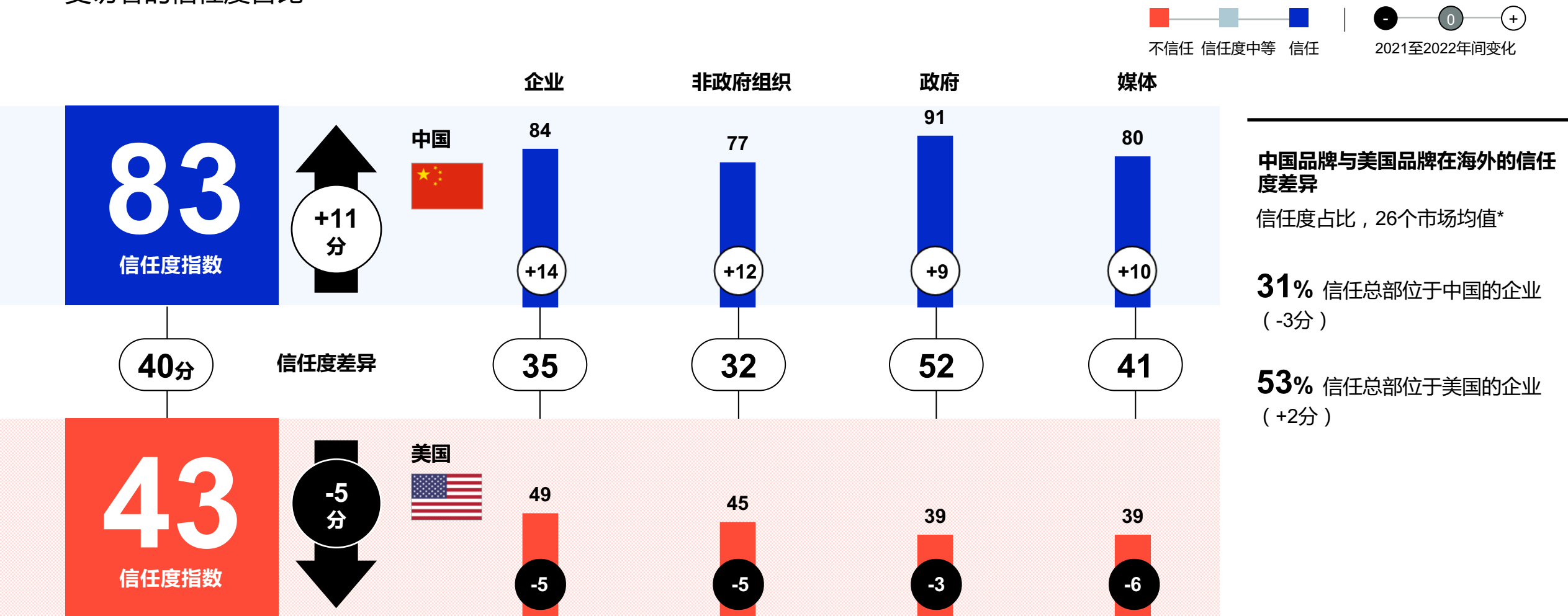
Percent who agree

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



中美信任度差异创历史新高

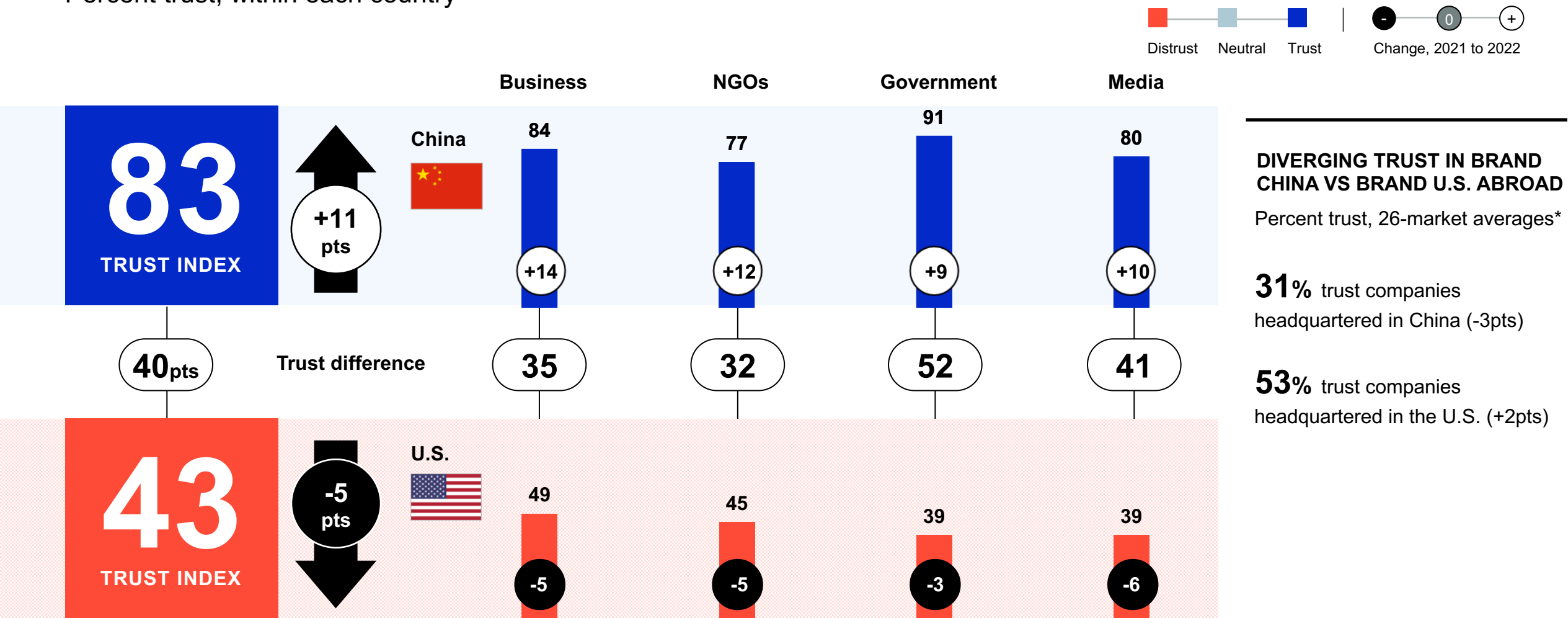
受访者的信任度占比



2022年《爱德曼全球信任度调查报告》“信任度指数”是一个国家/地区的民众对其政府、企业、媒体和非政府组织（NGO）的信任度平均值。请用1-9分的分值表明你的信任程度。前四项表述信任；数据来源于对中国和美国普通受访者的调查。TRU_NAT. 现在我们将目光聚焦总部位于特定市场的全球企业。请描述您对于总部设于以下市场的全球企业会做正确事情的信任度。9分制；前4项表示信任。半样本法调查受访。本数据来源于对全球26个国家和地区的普通线上受访者的调查。*不包括对母国的评分

CHINA-U.S. TRUST DIVERGENCE WIDENS TO ALL-TIME HIGH

Percent trust, within each country



DIVERGING TRUST IN BRAND CHINA VS BRAND U.S. ABROAD

Percent trust, 26-market averages*

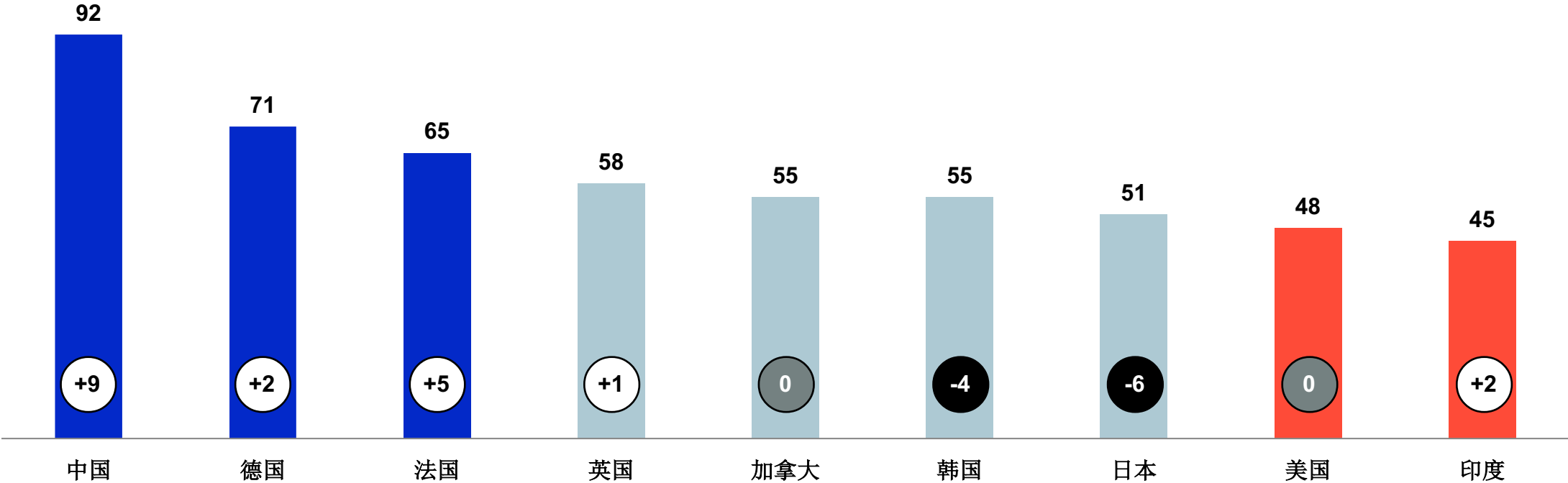
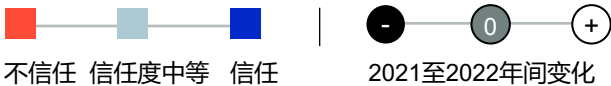
31% trust companies headquartered in China (-3pts)

53% trust companies headquartered in the U.S. (+2pts)

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, China and U.S. TRU_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 26-mkt avg. *does not include home country rating.

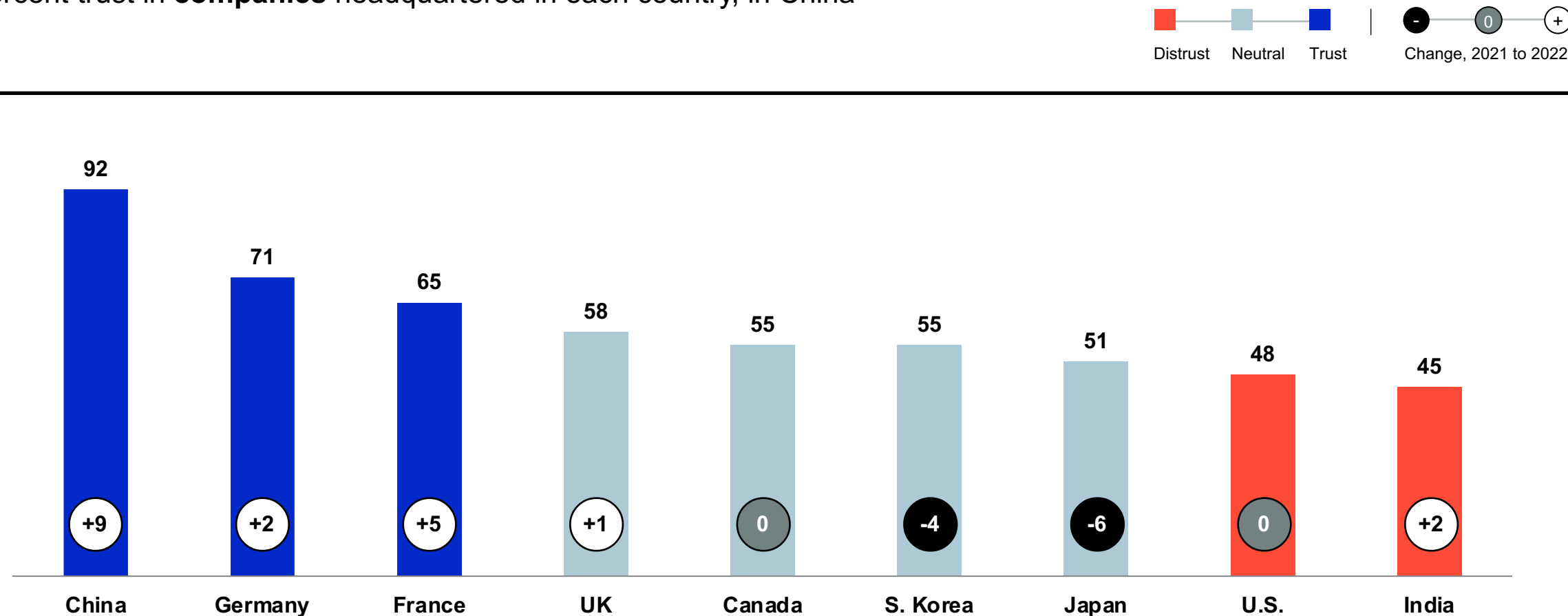
民众对跨国企业品牌的信任参差不齐

中国受访者对总部位于以下各国的企业的信任度占比



SOME WINNERS, SOME LOSERS

Percent trust in **companies** headquartered in each country, in China





一起，信未来



**TOGETHER,
SHAPE A MORE TRUSTFUL
FUTURE**

民众对虚假新闻的担忧创历史新高

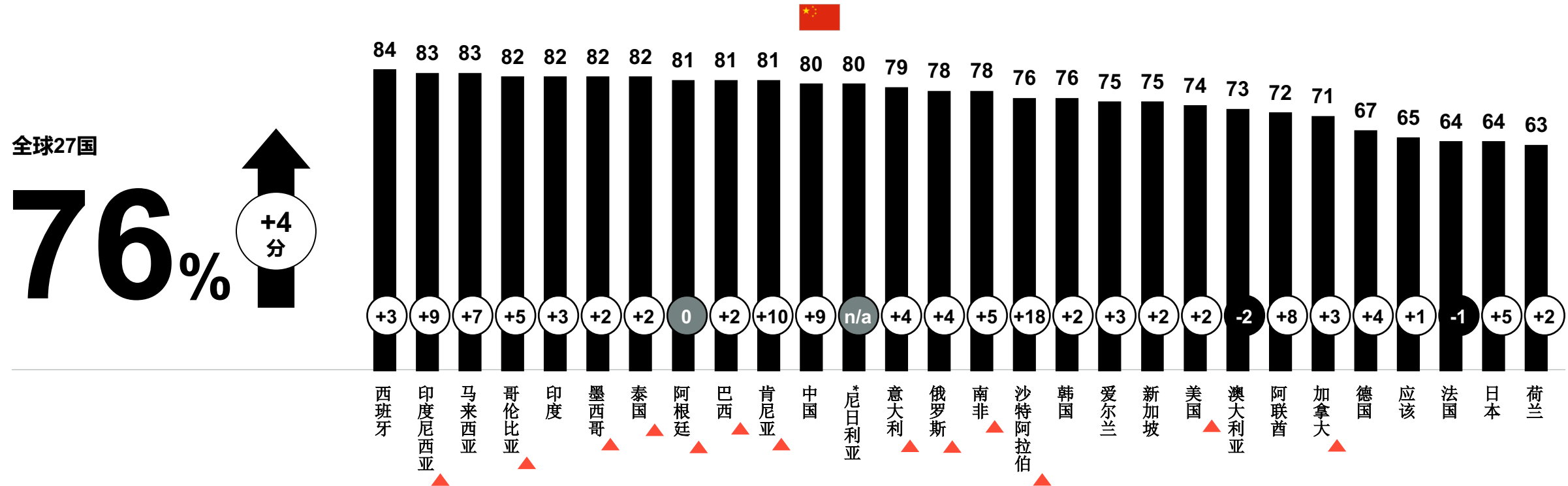
认同以上说法的受访者占比



2021至2022年间变化

我担心**虚假信息或假新闻**被当做武器使用

▲ 27国中有13个国家达到历史最高值



2022年《爱德曼全球信任度调查报告》ATT_MED_AGR.对于以下各说法，请用1-9分描述您多同意或不同意该说法，1分表示“强烈反对”9分表示“强烈同意”。共9分；前4项表示同意。半样本法调查受访。本数据来源于对全球27个国家和地区的普通线上受访者的调查。*尼日利亚不包括在全球均值中

FAKE NEWS CONCERNS AT ALL-TIME HIGHS

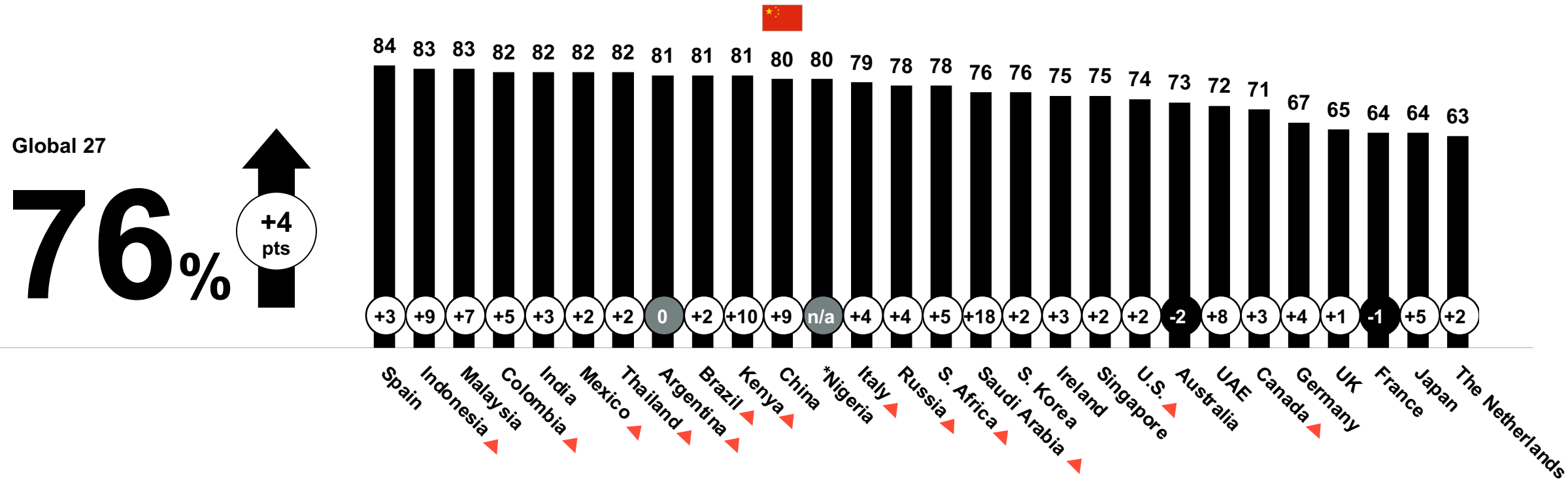
Percent who agree



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



三成公众默认“不相信”，担忧难以开展建设性讨论

您更认可哪种说法？

30%

我倾向于始于不信任，直到有证据表明其可信

VS.

我倾向于始于信任，直到有证据表明其不可信

认同以下说法的受访者占比

民众缺乏与持不同意见者开展建设性讨论的能力

59%



NEARLY 1 IN 3 DEFAULT TO DISTRUST: CONCERNS ABOUT BASIS FOR CONSTRUCTIVE DEBATE

Which are you more likely to believe?

30%

My tendency is to distrust until
I see evidence that something is trustworthy

VS.

My tendency is to trust until I see evidence
that something is untrustworthy

Percent who agree

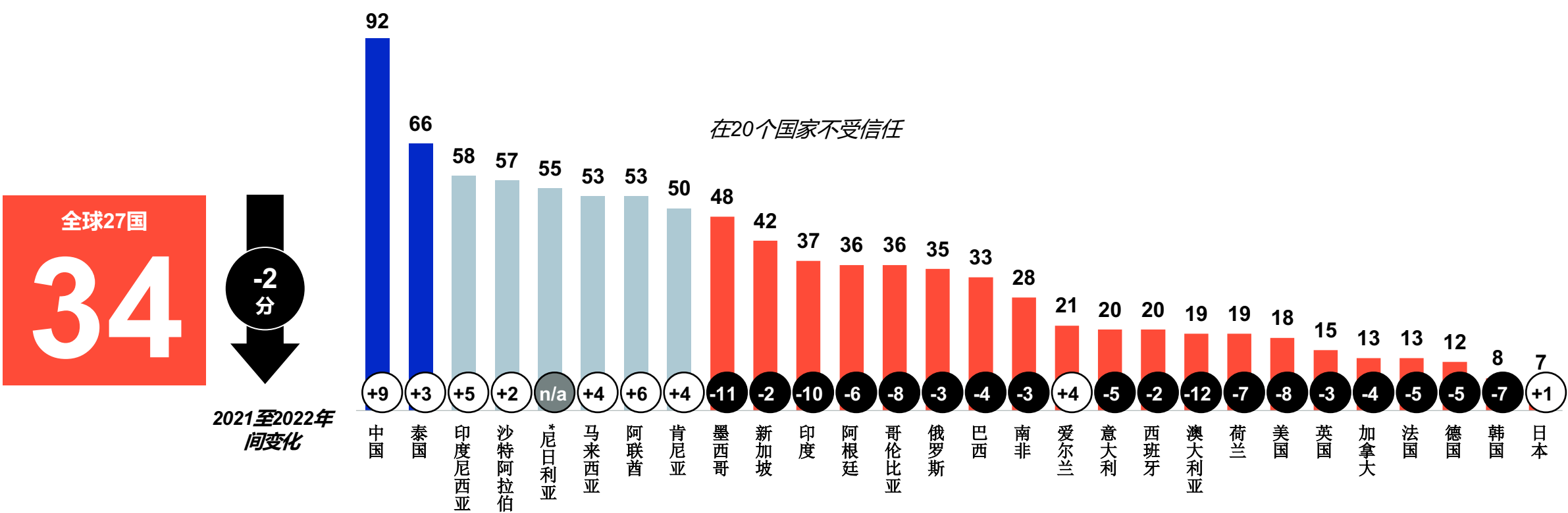
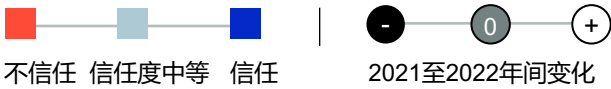
People in this country **lack the ability to have
constructive and civil debates** about issues
they disagree on

59%

2022 Edelman Trust Barometer. TRU_CHOICE. You are about to see two choices. We want you to choose the one that best describes you and your beliefs. Question asked of half of the sample. 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; top 4 box, true. Question asked of half of the sample. General population, China.

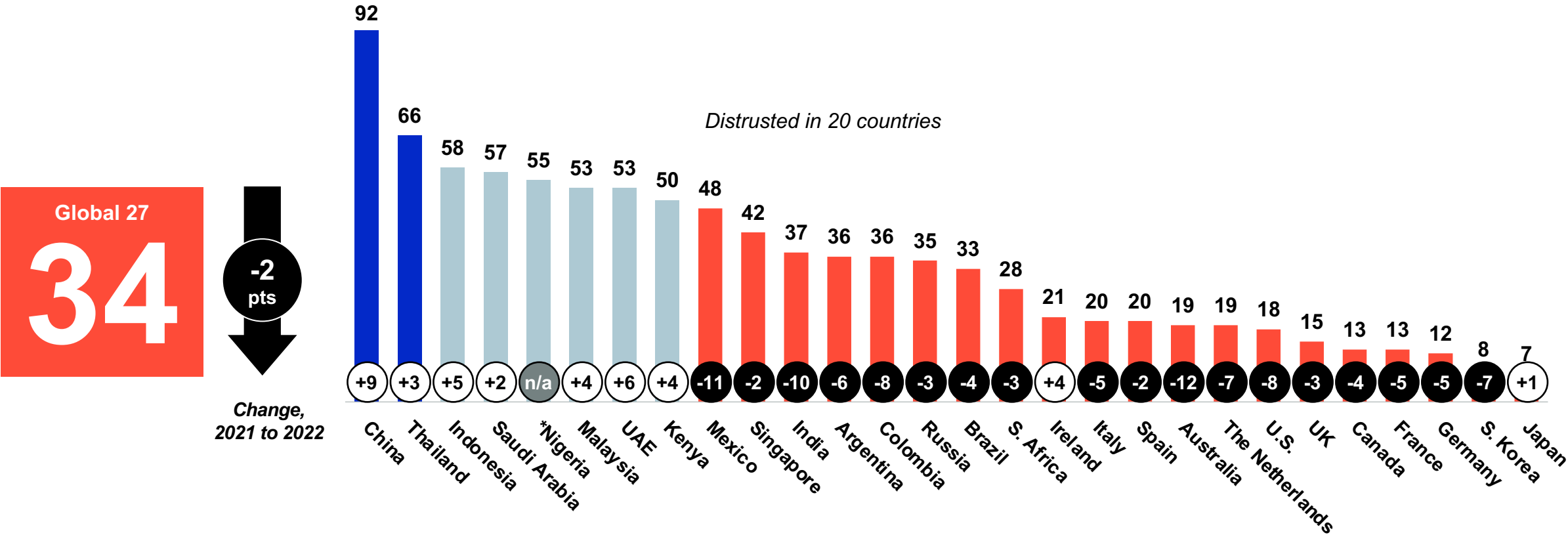
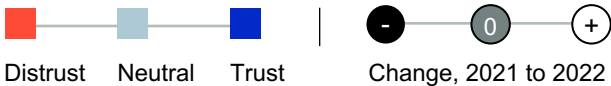
三分之二的受访国家对中国品牌的信任度下降

对总部位于中国的企业的信任度占比



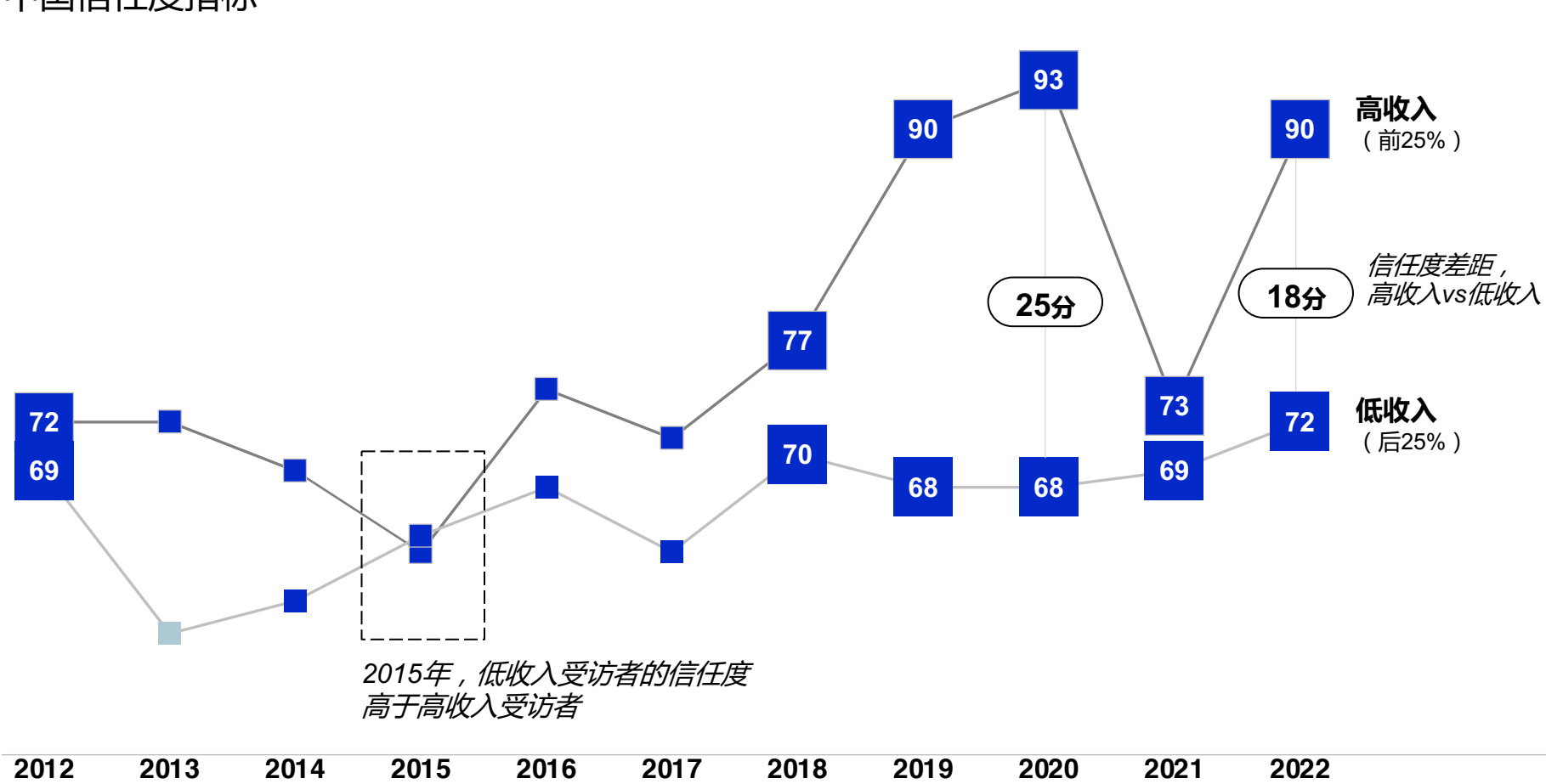
TRUST IN BRAND CHINA DECLINES IN 18, GAINS IN 9 OF 27 COUNTRIES

Percent trust in **companies** headquartered in China



低收入与高收入人群的信任失衡回升至两位数

中国信任度指标

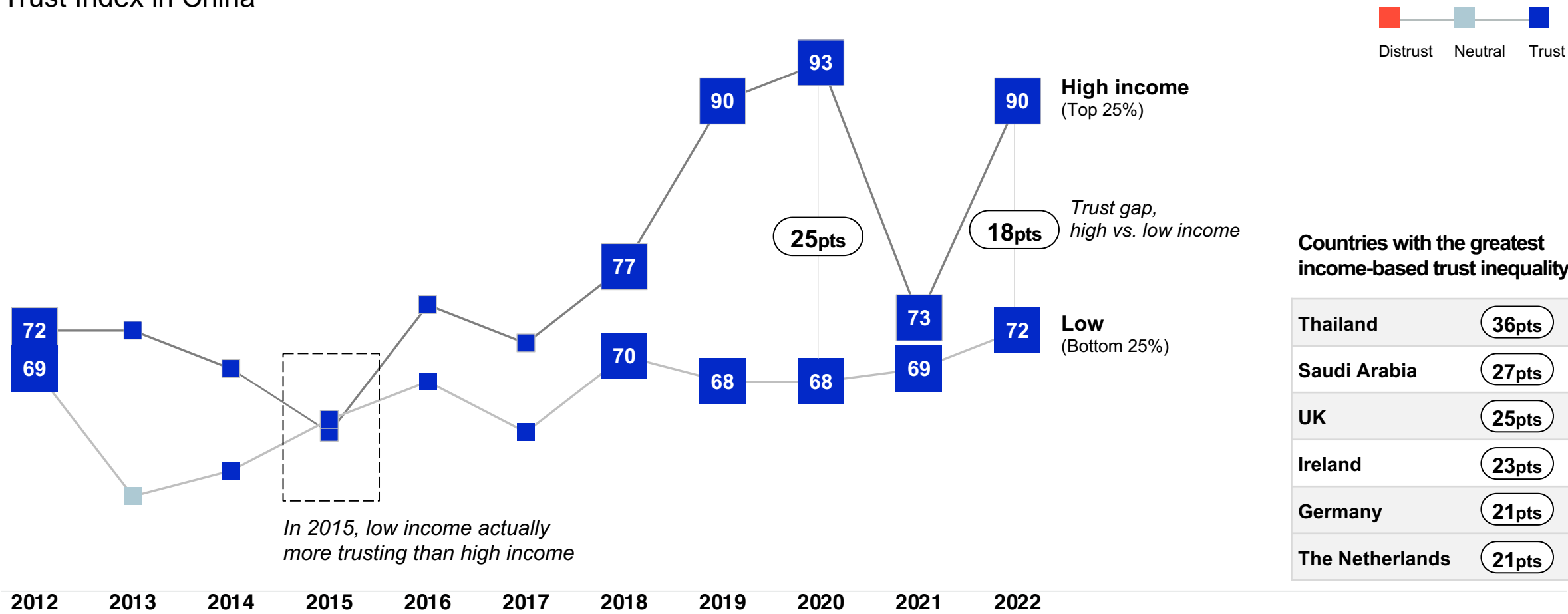


按收入划分的信任度差距最大的国家

泰国	36分
沙特阿拉伯	27分
英国	25分
爱尔兰	23分
德国	21分
荷兰	21分

TRUST GAP BETWEEN LOW AND HIGH INCOME RETURNS TO DOUBLE-DIGITS

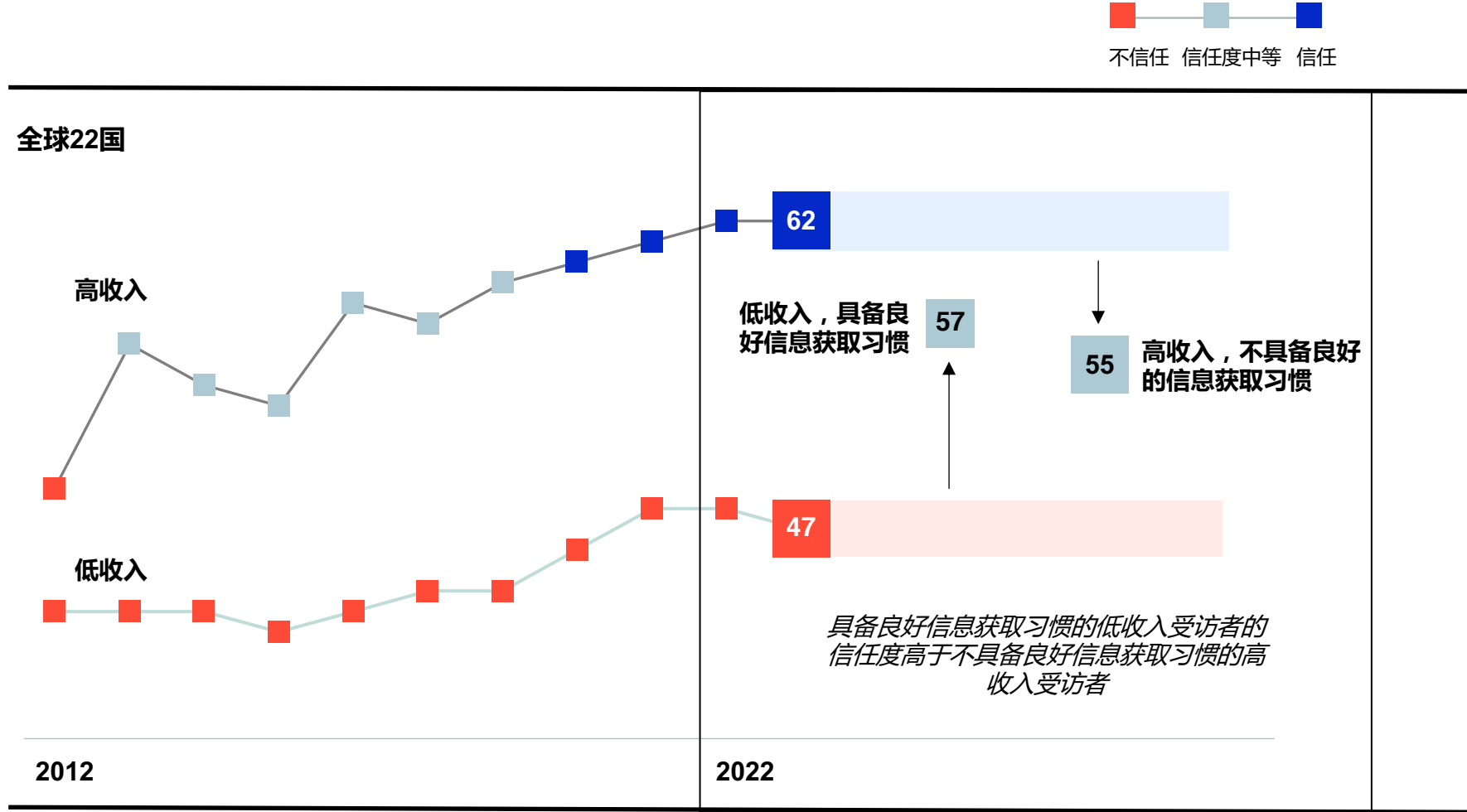
Trust Index in China



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, China, by income.

良好的信息素养有助于缓解信任失衡

信任度指标

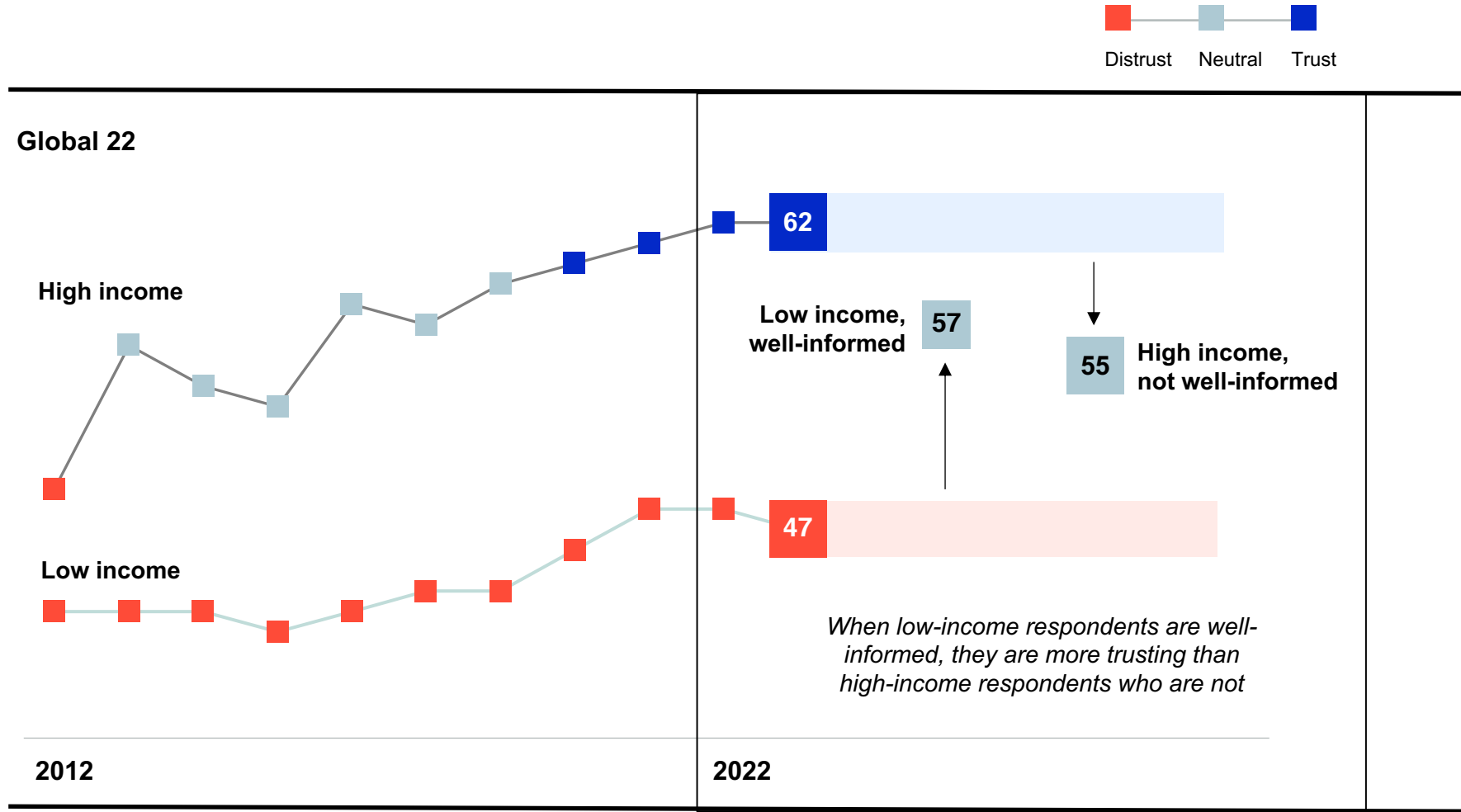


具备良好的信息获取习惯人群习惯于：

- 定期了解新闻动态
 - 每日了解来自3个以上来源的新闻
 - 阅读商业和/或公共政策新闻
- 寻求高质量信息
 - 参考持反对观点的新闻来源
 - 对照多个来源检查信息真实性

GOOD INFORMATION CAN HELP CLOSE THE SOCIETAL DIVIDE

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, 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.

优质信息成为各类机构最有力的建设信任的工具

有助于获得信任的因素（前5名）

企业	% pt 涨幅	非政府组织	% pt 涨幅	政府	% pt 涨幅	媒体	% pt 涨幅
优质信息	3.0	优质信息	3.2	优质信息	6.1	优质信息	6.6
问责	2.5	有效发挥力量	2.4	扮演领导角色	3.7	沟通和透明度	3.2
沟通和透明度	2.3	与其他机构和组织合作	2.3	有效发挥力量	3.5	有效发挥力量	2.5
有效发挥力量	2.1	扮演领导角色	2.1	长远的思考和规划	3.2	变革管理	2.2
取得成果	1.8	变革管理	2.0	问责	3.2	问责	2.0

INFORMATION QUALITY NOW MOST POWERFUL TRUST BUILDER ACROSS INSTITUTIONS

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].

重塑信任，共同推进社会稳定

企业将继续保持其社会角色

民众希望企业发挥更大的领导力

展示切实的进展

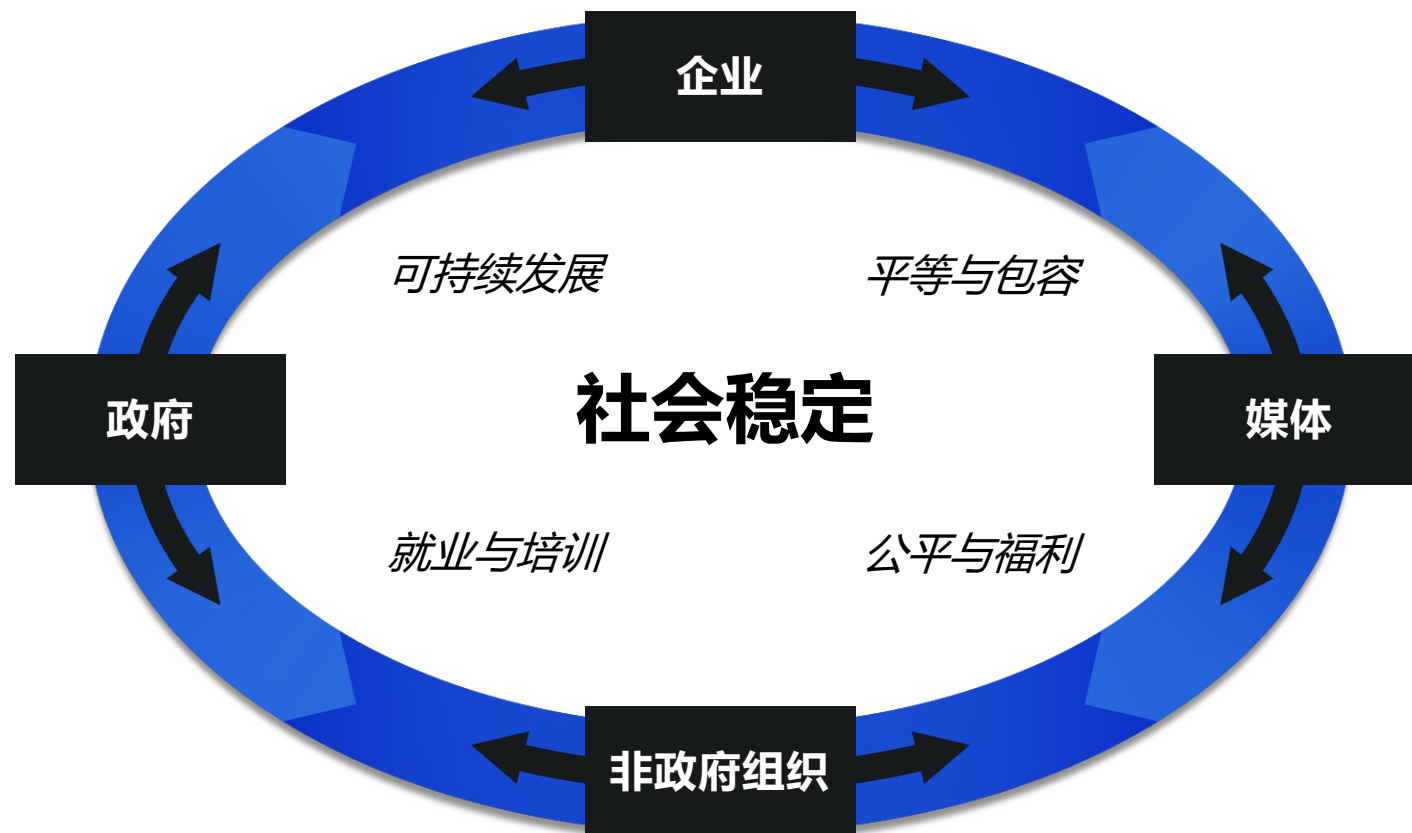
重塑对社会建设更美好未来的信心：展示体系的有效性。

领导层面须关注长远的思考

解决方案而非分歧；长期思维而非短期利益。

所有机构均须提供可信信息

清晰、一致、基于事实的信息是打破恶“信”循环的关键。



RESTORING TRUST IS KEY TO SOCIETAL STABILITY

Business societal role is here to stay

People want more business leadership, not less.

Demonstrate tangible progress

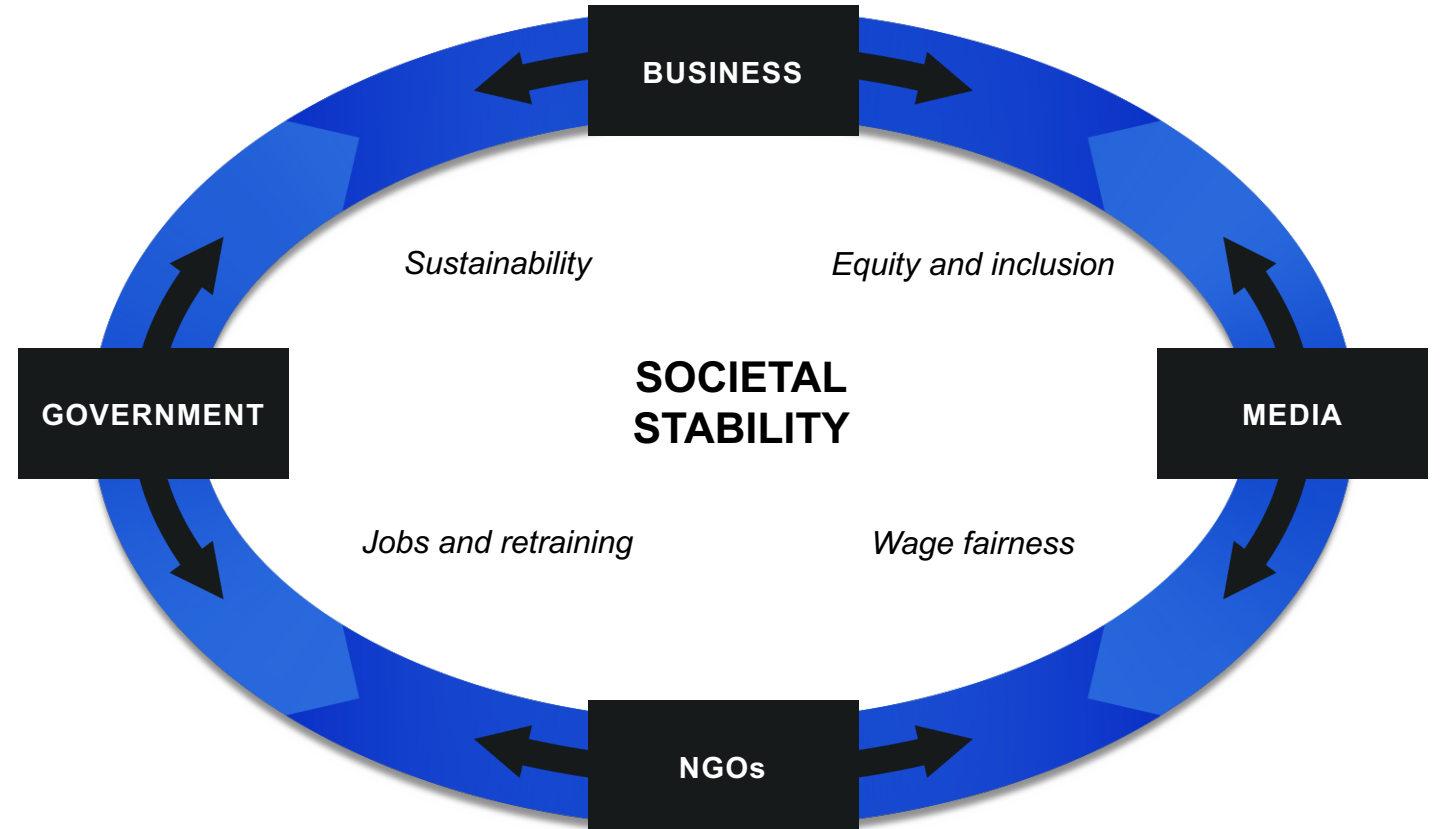
Restore belief in society's ability to build a better future: show the system works.

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.



共同探讨信任相关话题，欢迎联络：

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