



# 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 22<sup>nd</sup> 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

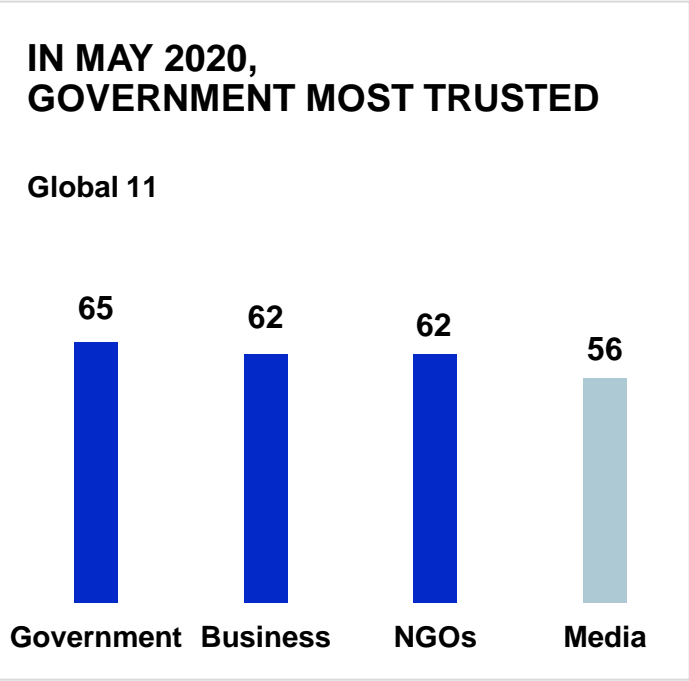
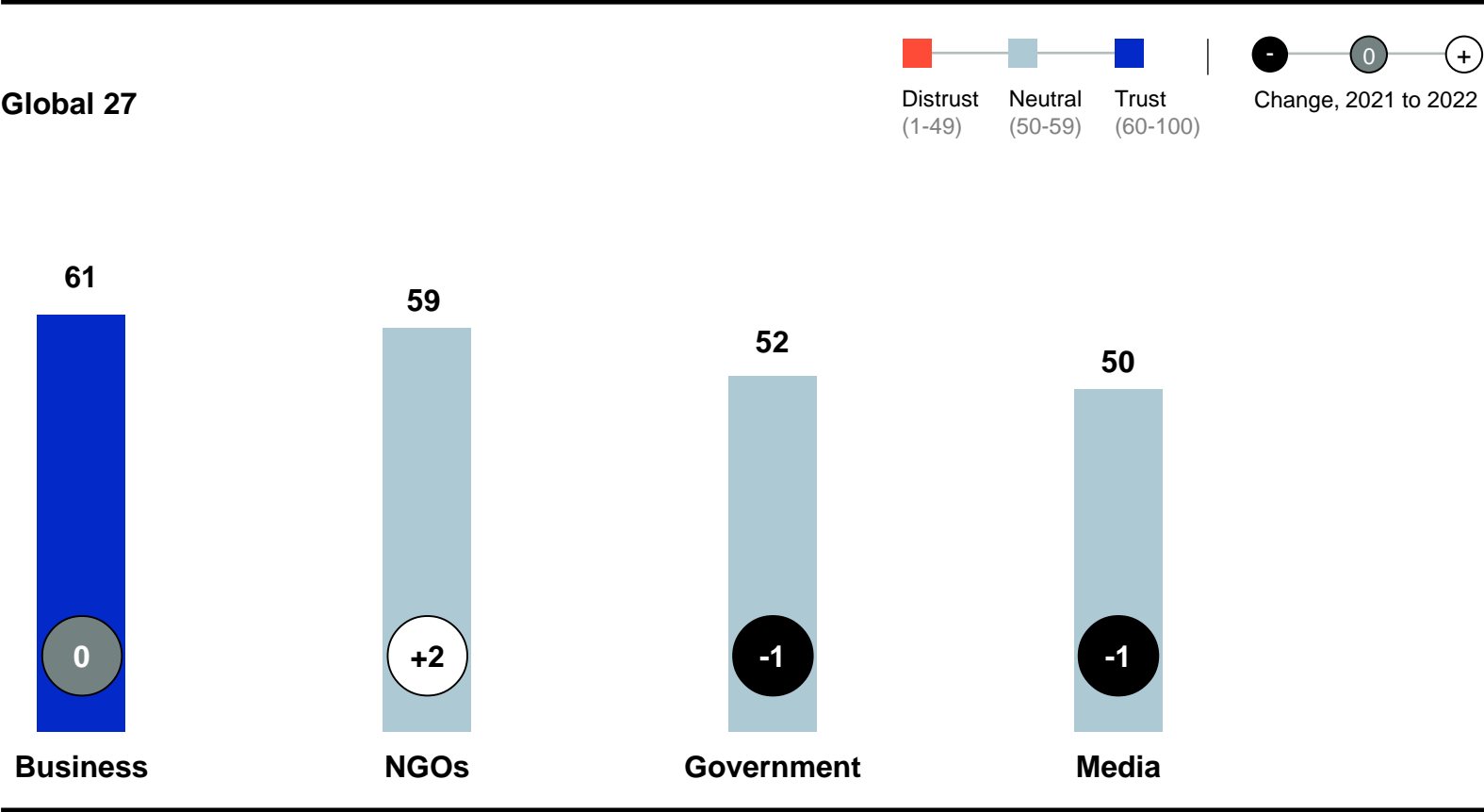
'01	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11
Rising Influence of NGOs	Fall of the Celebrity CEO	Earned Media More Credible Than Advertising	U.S. Companies in Europe Suffer Trust Discount	Trust Shifts from "Authorities" to Peers	A "Person Like Me" Emerges as Credible Spokesperson	Business More Trusted 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	<b>The Cycle of Distrust</b>

A large, light gray, stylized number '22' serves as a background for the text. The digits are thick and rounded, with a modern, sans-serif feel. The first '2' has a slightly curved top and a straight bottom, while the second '2' is more fluid and cursive-like, with a curved bottom. The text 'STATUS OF TRUST' is centered horizontally and partially overlaps the middle of the '22'.

**STATUS OF TRUST**

# Globally, Trust Declines for Government and Media; Business Still Only Trusted Institution

Percent trust

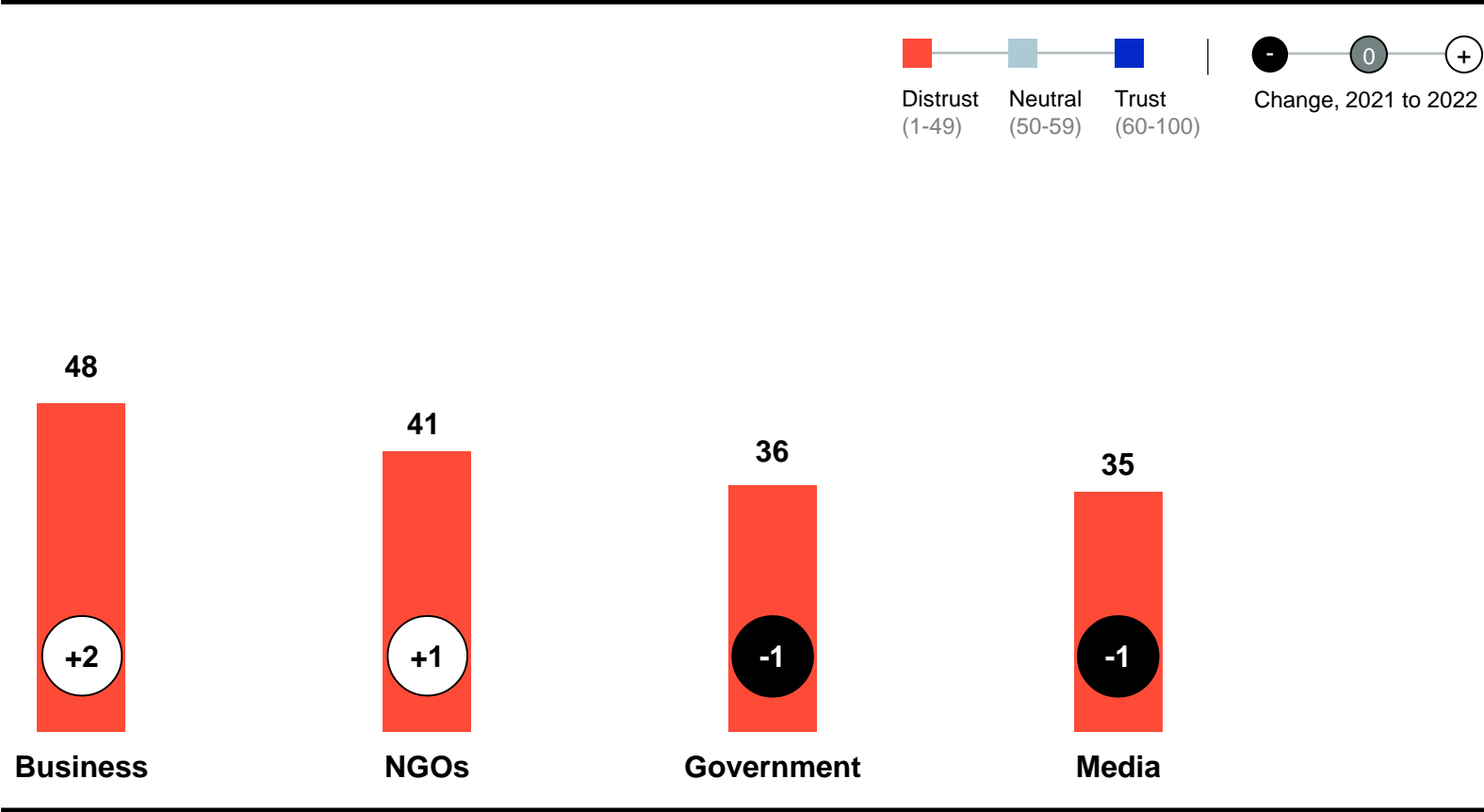


2022 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

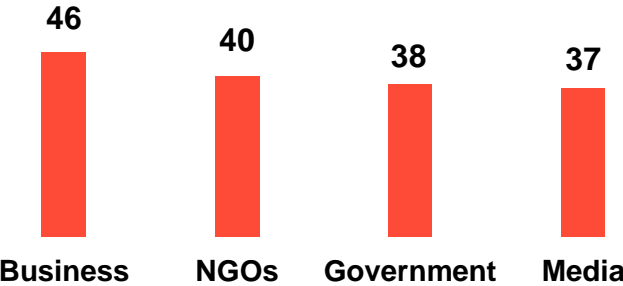
2020 Edelman Trust Barometer Spring Update. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 11-mkt avg.

# MODEST TRUST DECLINES FOR GOVERNMENT AND MEDIA; NO INSTITUTION TRUSTED IN JAPAN

Percent trust, in Japan



IN MAY 2020,  
NO INSTITUTION TRUSTED

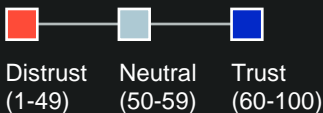


2022 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Japan.

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, Japan.

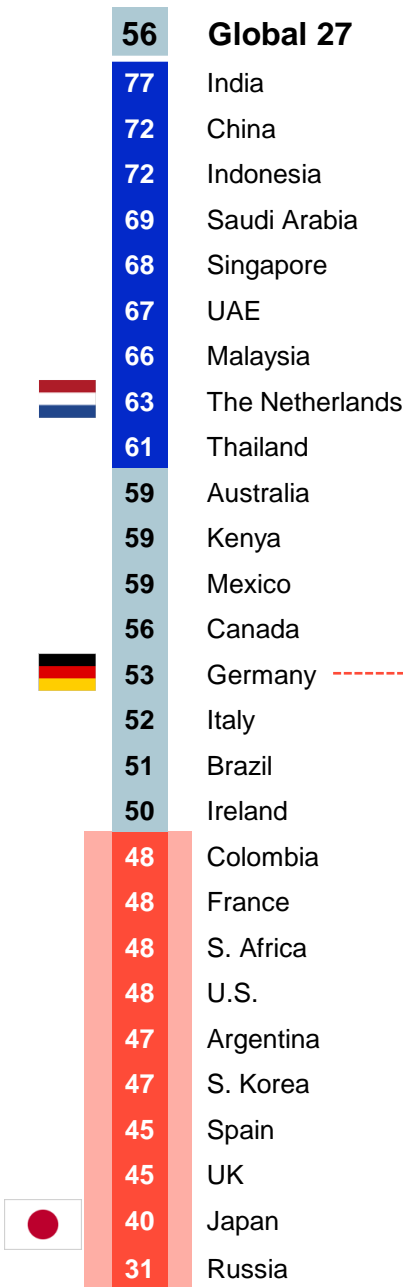
# TRUST FALLS IN DEMOCRACIES

## Trust Index

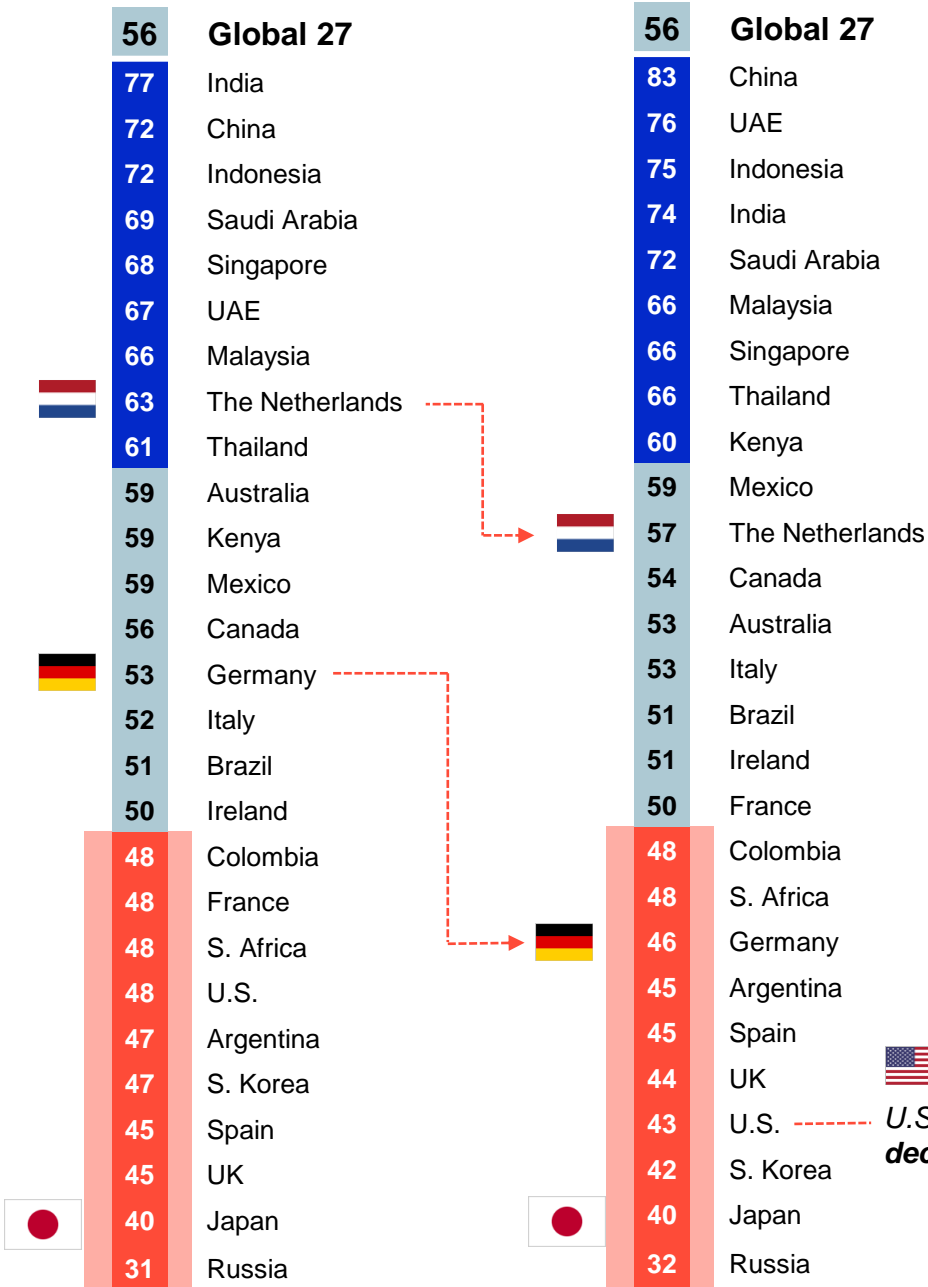


**2022 Edelman Trust Barometer.** The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population,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

### 2021 General population



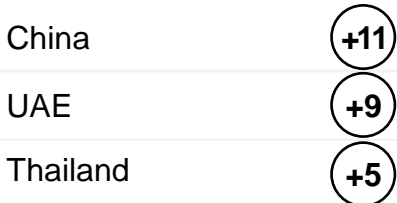
### 2022 General population



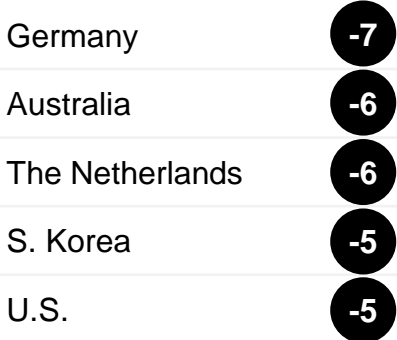
U.S. Trust Index has declined 10 pts since 2017



### Biggest gainers:



### Biggest losers:

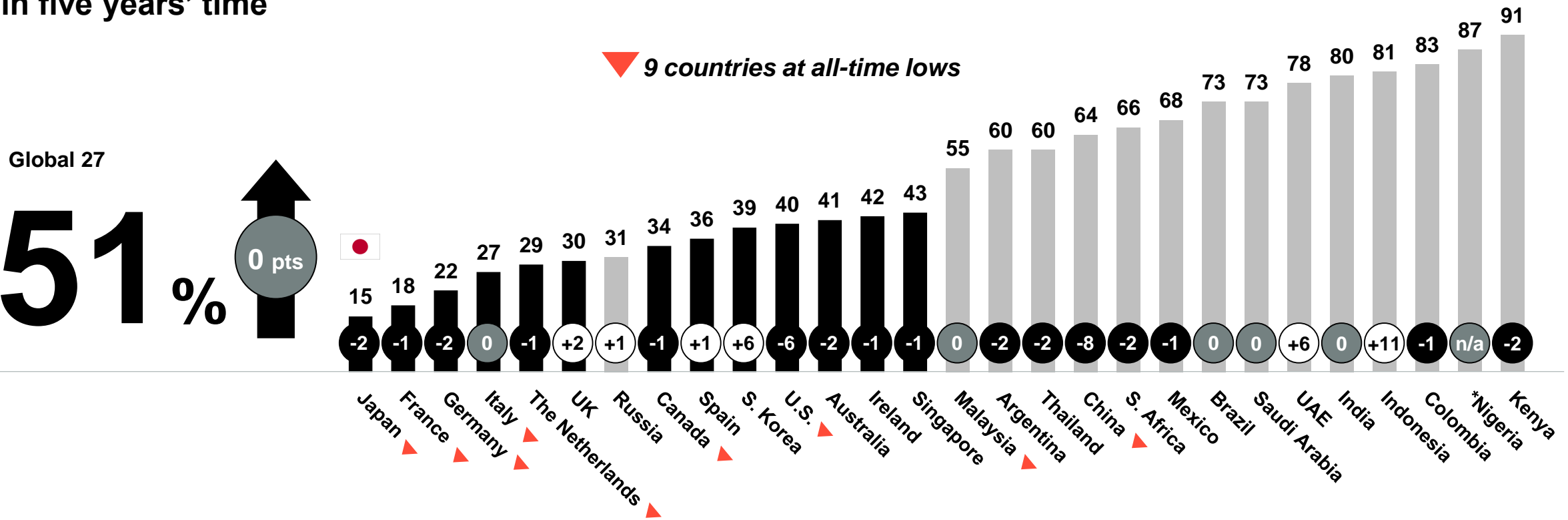


# DEVELOPED COUNTRIES LACK ECONOMIC OPTIMISM

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







# IN JAPAN, NEARLY 1 IN 3 QUESTION TODAY'S CAPITALISM

Percent who agree

---



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

 **52%**  **29%**

---

---


**Centrally-managed economies do a better job** than free-market economies


 **33%**  **19%**

---

# DISTRUST IS THE DEFAULT: NO BASIS FOR PEACEFUL DEBATE

Which are you more likely to believe?

  
**59%**

  
**75%**


**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

  
**64%**

  
**58%**

 **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, 27-mkt avg., and Japan.

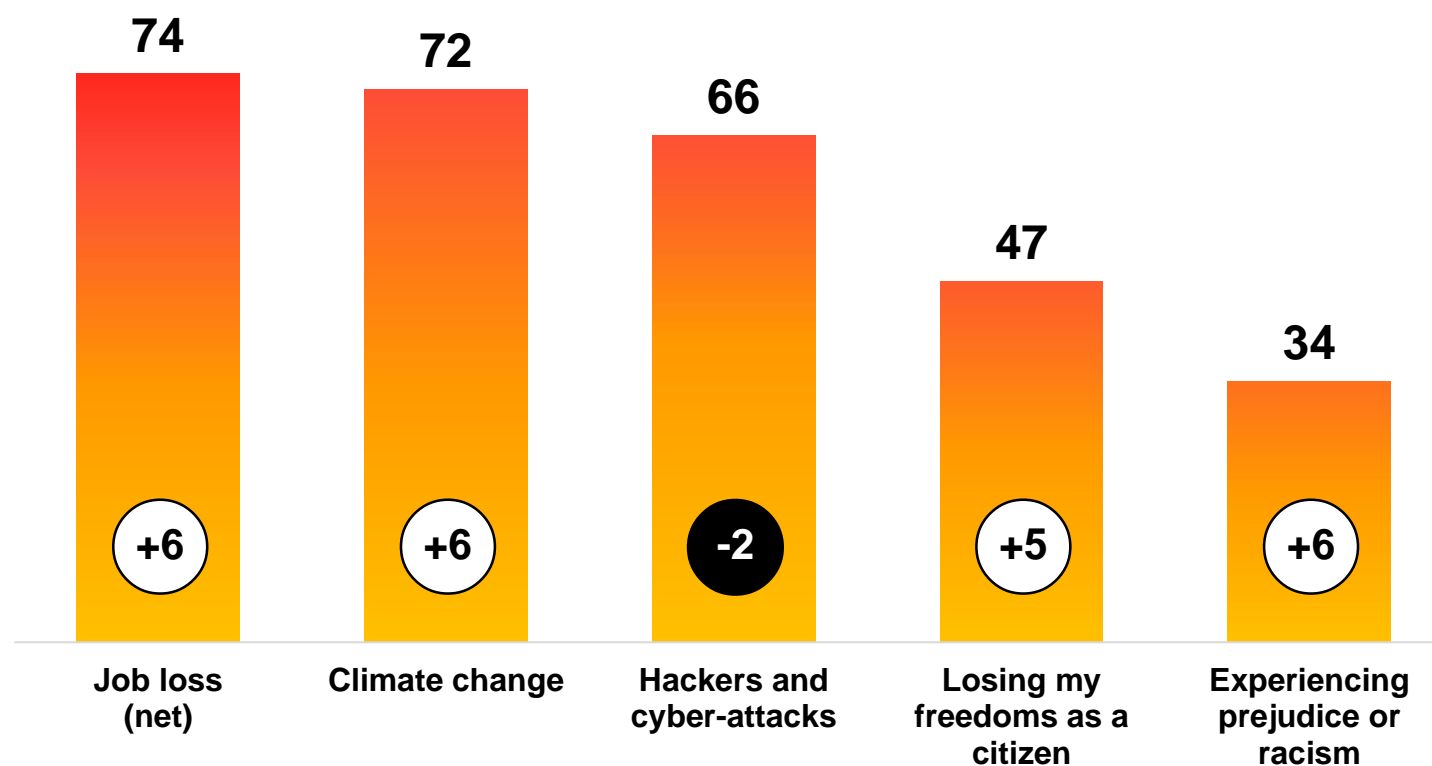


**DRIVERS OF DISTRUST**

# SOCIETAL FEARS RISE IN JAPAN

Percent who worry about each, in Japan

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, Japan. 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.

# FAKE NEWS CONCERNS AT ALL-TIME HIGHS

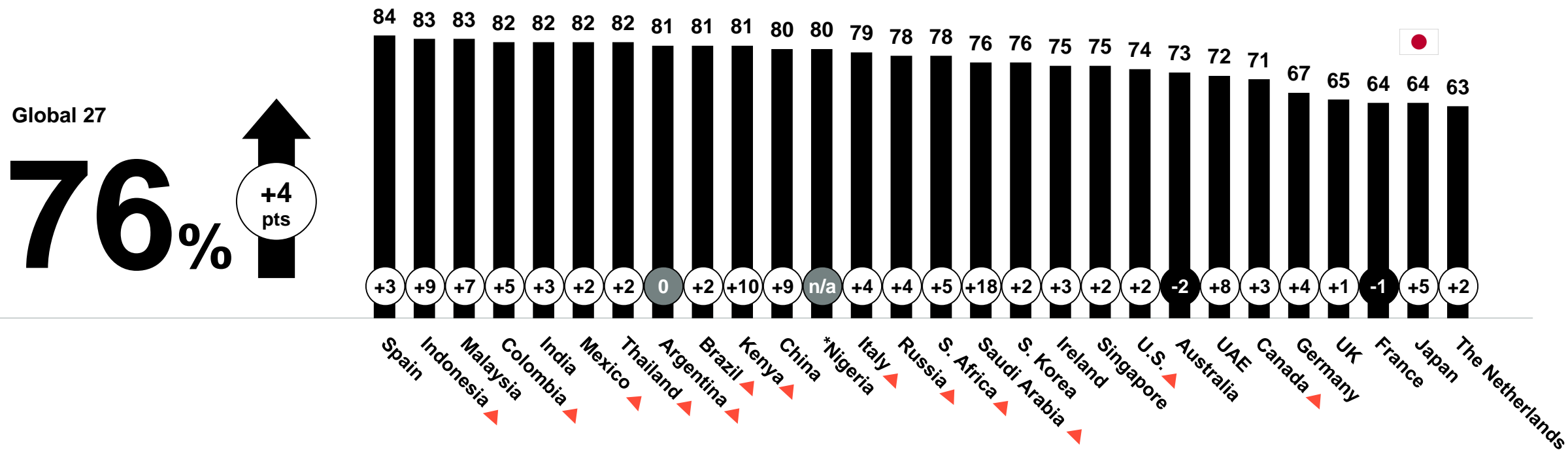
Percent who agree



Change, 2021 to 2022

▲ All-time high in 13 of 27 countries

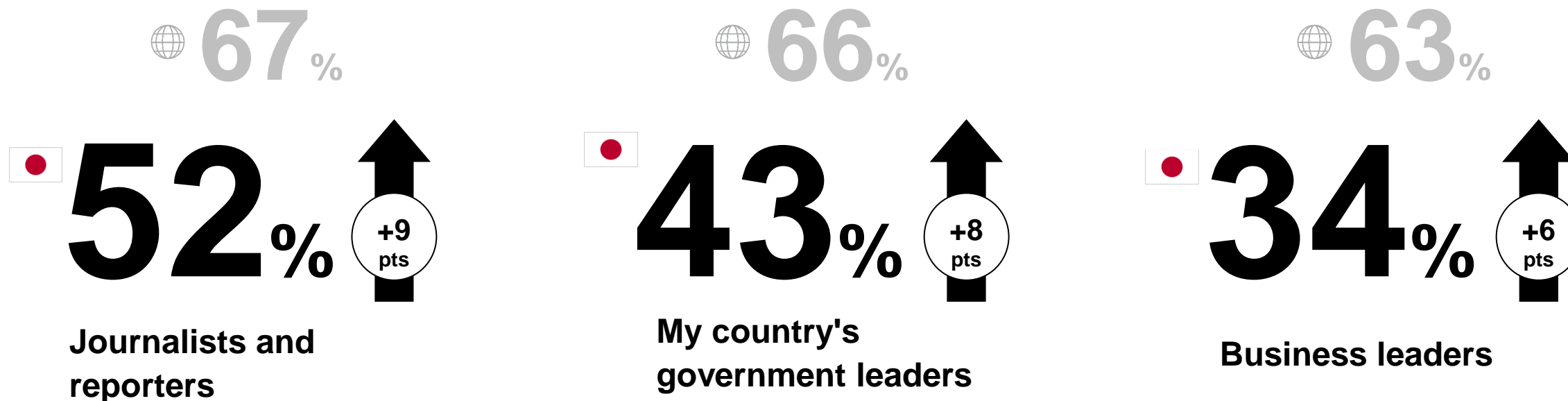
I worry about **false information or fake news** being used as a weapon



# MORE CONVINCED WE'RE BEING LIED TO BY SOCIETAL LEADERS

Percent who worry

Change, 2021 to 2022



are **purposely trying to mislead people** by saying things they know are false or gross exaggerations

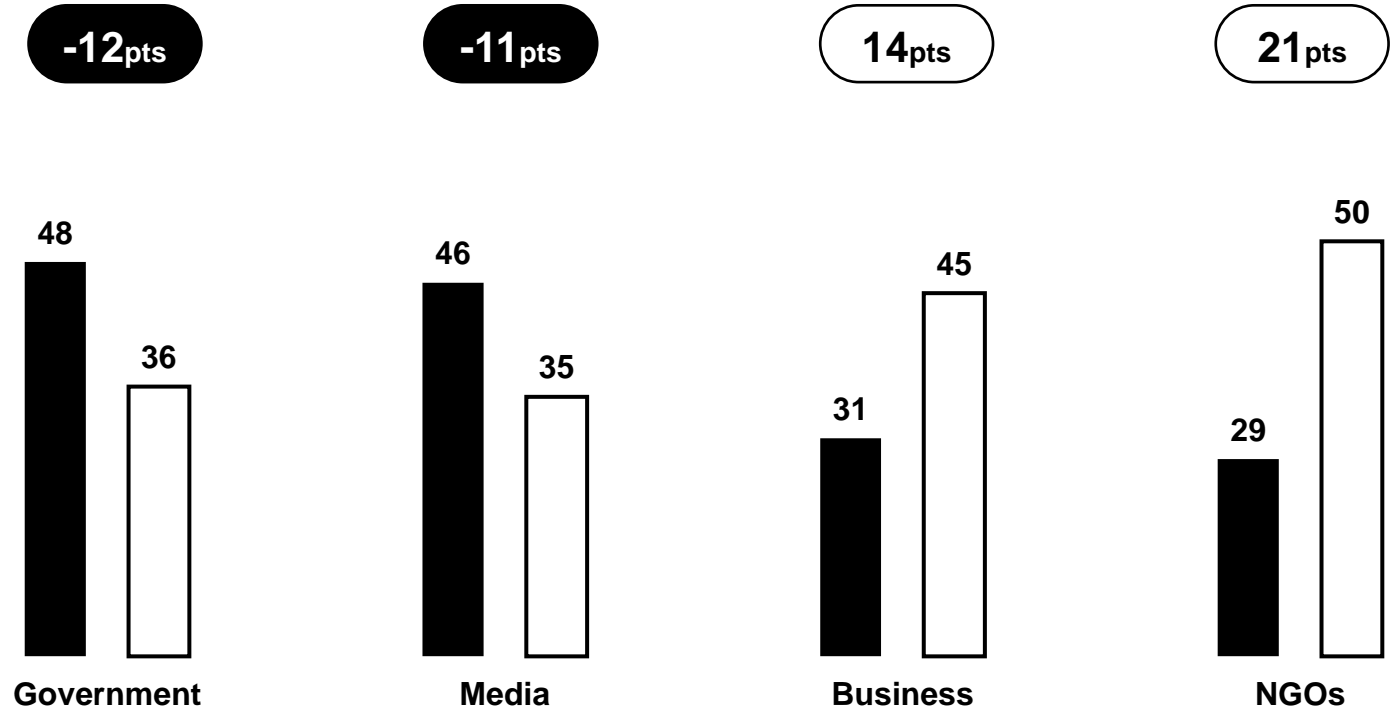
# GLOBALLY, GOVERNMENT AND MEDIA SEEN AS DIVISIVE

Percent who say

These institutions are...



Gap,  
 difference between  
 unifying force vs.  
 dividing force



# IN JAPAN, MEDIA SEEN AS DIVISIVE; GOVERNMENT NOT SEEN AS UNIFYING FORCE IN SOCIETY

Percent who say, in Japan

These institutions are...



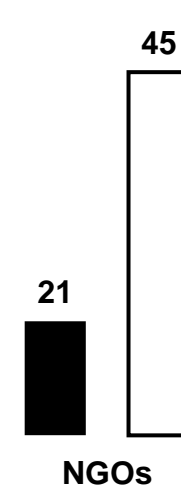
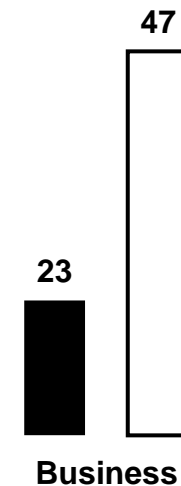
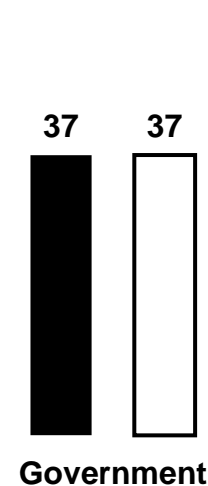
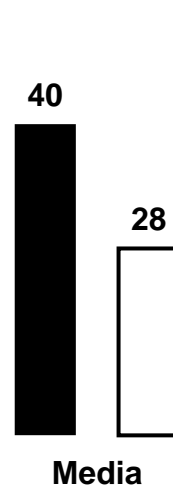
*Gap,  
difference between  
unifying force vs.  
dividing force*

**-12pts**

**0pts**

**24pts**

**24pts**





# GOVERNMENT NOT SEEN AS ABLE TO SOLVE SOCIETAL PROBLEMS

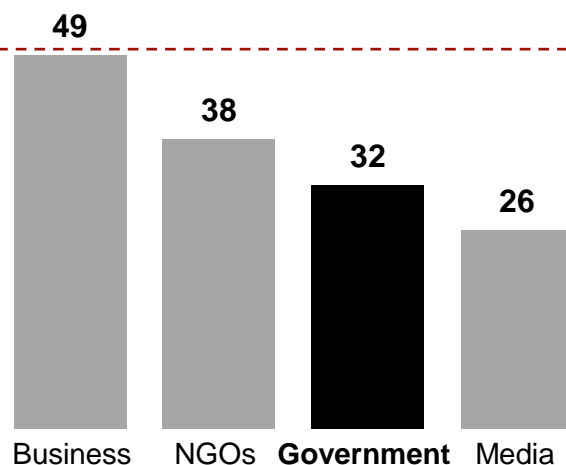
Percent who say each is a strength of institutions, in Japan

## Take a leadership role

*Coordinate cross-institutional efforts  
to solve societal problems*

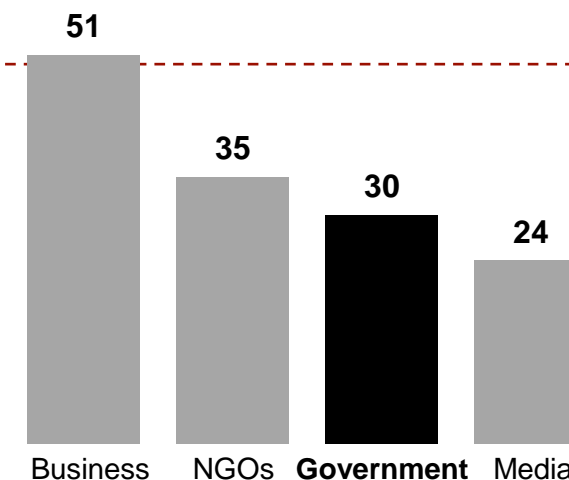
Majority do not  
see as strength

50%



## Get results

*Successfully execute plans and strategies  
that yield results*







# **SOCIETAL LEADERSHIP NOW A CORE BUSINESS FUNCTION**



# ALL STAKEHOLDERS HOLD BUSINESS ACCOUNTABLE

Percent who agree



49%

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



44%

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



47%

**Invest**  
based on their  
beliefs and values



58%



60%



64%

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., and Japan. 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.

# WANT MORE, NOT LESS, BUSINESS ENGAGEMENT ON SOCIETAL ISSUES

Percent who say, in Japan

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



not doing  
enough

overstepping

Gap,  
not doing enough  
vs. overstepping

Economic  
inequality

Climate  
change

Trustworthy  
information

Workforce  
reskilling

Systemic  
injustice

Access to  
healthcare

63pts

60pts

57pts

50pts

49pts

43pts

65

64

60

52

52

46

2

4

3

2

3

3

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, Japan.

# CEOS EXPECTED TO BE THE FACE OF CHANGE

Percent who say



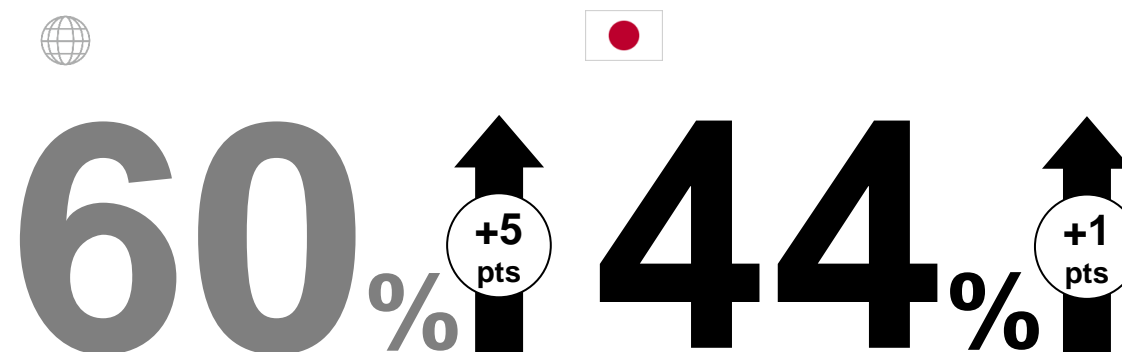
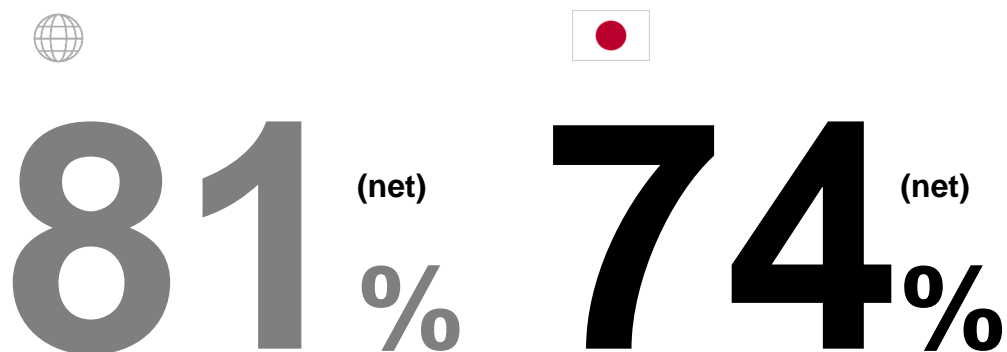
Change, 2019 to 2022

## CEOs should be personally visible

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

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

Among employees



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., and Japan. 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., and Japan.

A large, light gray, stylized number '22' serves as a background element, centered horizontally and partially obscured by the main text.

# THE ROLE OF INFORMATION

# INFORMATION QUALITY NOW MOST POWERFUL TRUST BUILDER ACROSS INSTITUTIONS

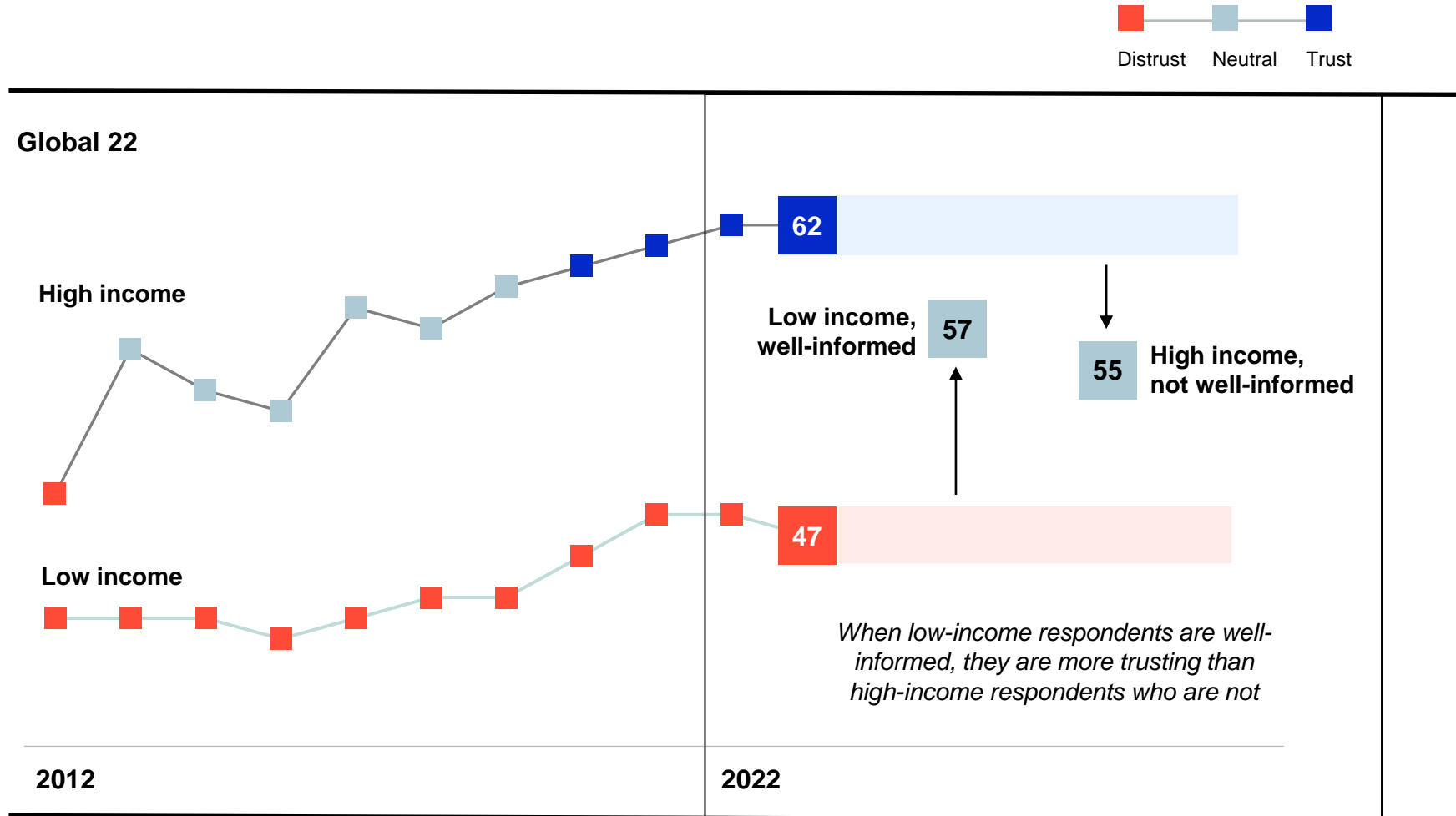
Potential trust gain associated with doing each well (top 5)

Business	% pt gain	NGOs	% pt gain	Government	% pt gain	Media	% pt gain
<b>Information quality</b>	<b>3.0</b>	<b>Information quality</b>	<b>3.2</b>	<b>Information quality</b>	<b>6.1</b>	<b>Information quality</b>	<b>6.6</b>
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].

# 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

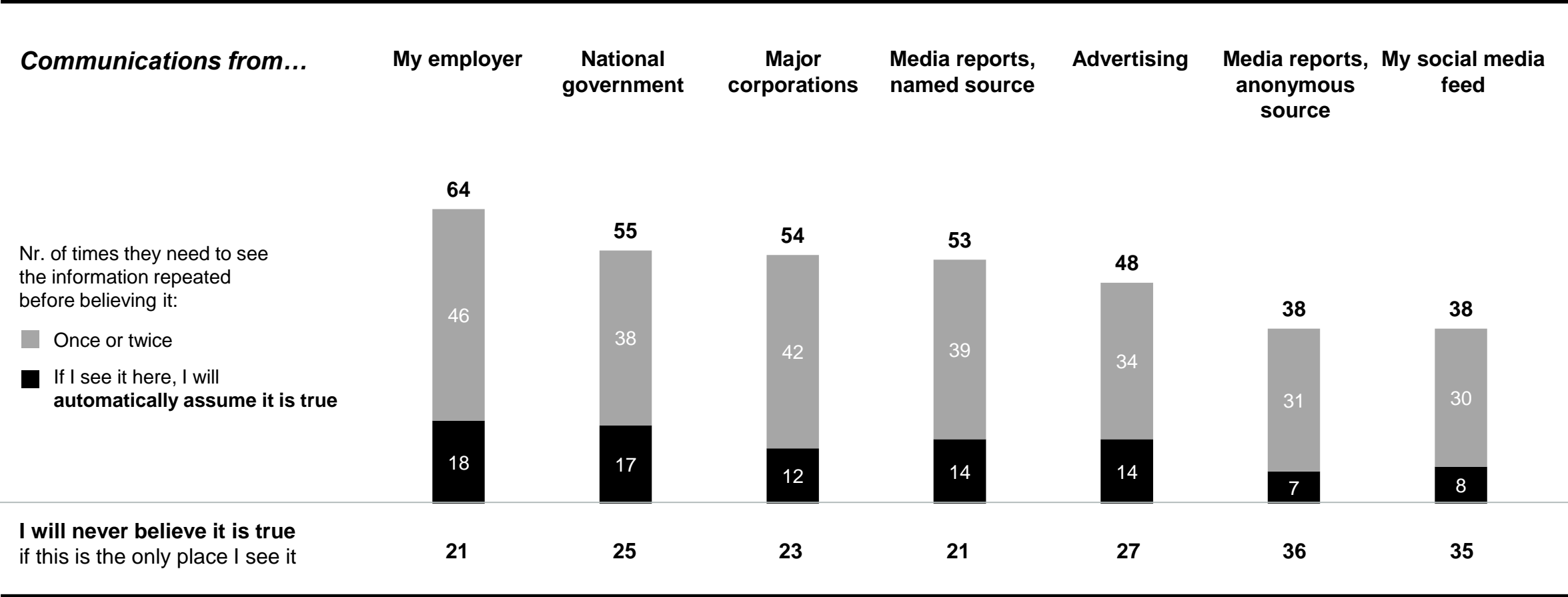
- ☐ Consult news sources with which they disagree
- ☐ Check information against multiple sources

**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.



# MY EMPLOYER MEDIA MOST BELIEVABLE

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



# RESTORING TRUST IS KEY TO SOCIETAL STABILITY

1

**Business societal role  
is here to stay**

*People want more business  
leadership, not less.*

2

**Demonstrate tangible  
progress**

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

3

**Leadership must  
focus on  
long-term thinking**

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

4

**Every institution must  
provide trustworthy  
information**

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