



# 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 22<sup>nd</sup> year

Fieldwork conducted: Nov 1 – Nov 24, 2021

28

countries

36,000+

respondents

1,150+

respondents/country

1,500

in Canada

**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

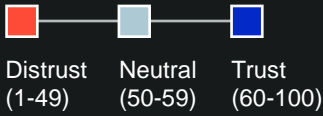
*Other global averages detailed in technical appendix*

*\*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.

# TRUST IN CANADA REMAINS STABLE

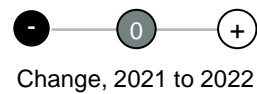
## Trust Index



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	YoY Change
56	Global 27	0
83	China	+11
76	UAE	+9
75	Indonesia	+3
74	India	-3
72	Saudi Arabia	+3
66	Malaysia	0
66	Singapore	-2
66	Thailand	+5
60	Kenya	+1
59	Mexico	0
57	The Netherlands	-6
54	Canada	-2
53	Australia	-6
53	Italy	+1
51	Brazil	0
51	Ireland	+1
50	France	+2
48	Colombia	0
48	S. Africa	0
46	Germany	-7
45	Argentina	-2
45	Spain	0
44	UK	-1
43	U.S.	-5
42	S. Korea	-5
40	Japan	0
32	Russia	+1



### Biggest gainers:

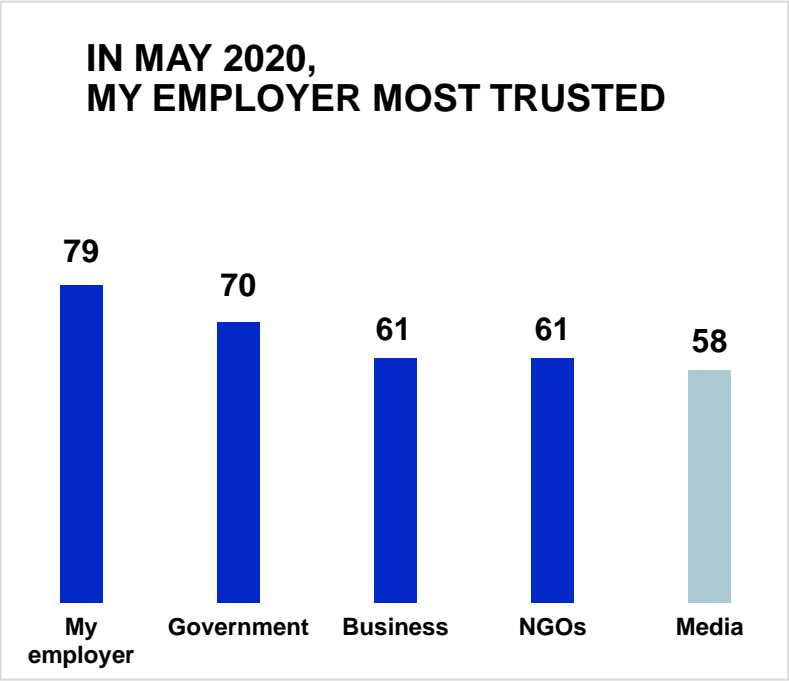
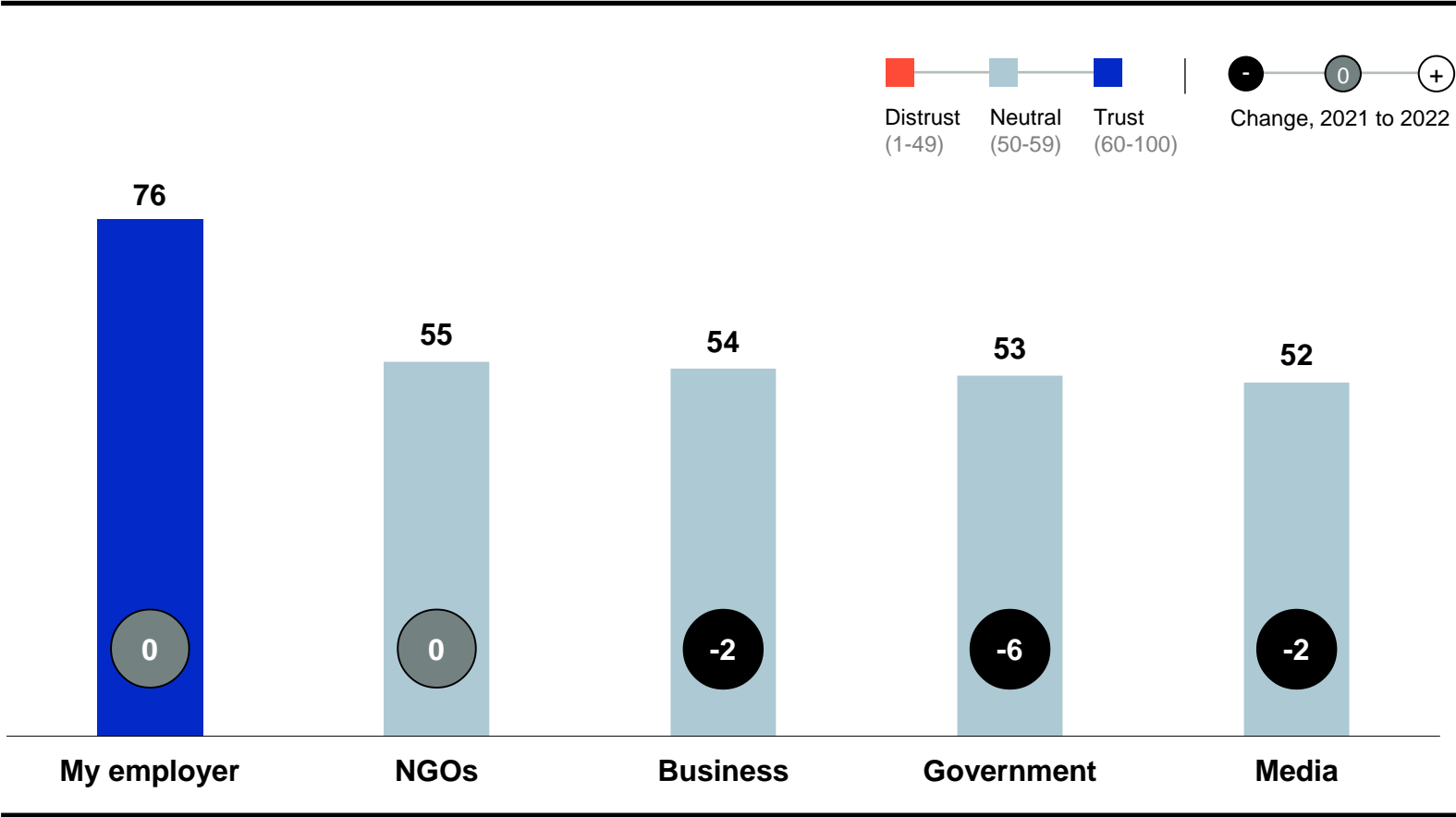
China	+11
UAE	+9
Thailand	+5

### Biggest losers:

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

# MY EMPLOYER ONLY TRUSTED INSTITUTION

Per cent trust, in Canada



**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, Canada. "Your employer" only shown to those who are an employee of an organization (Q43/1).

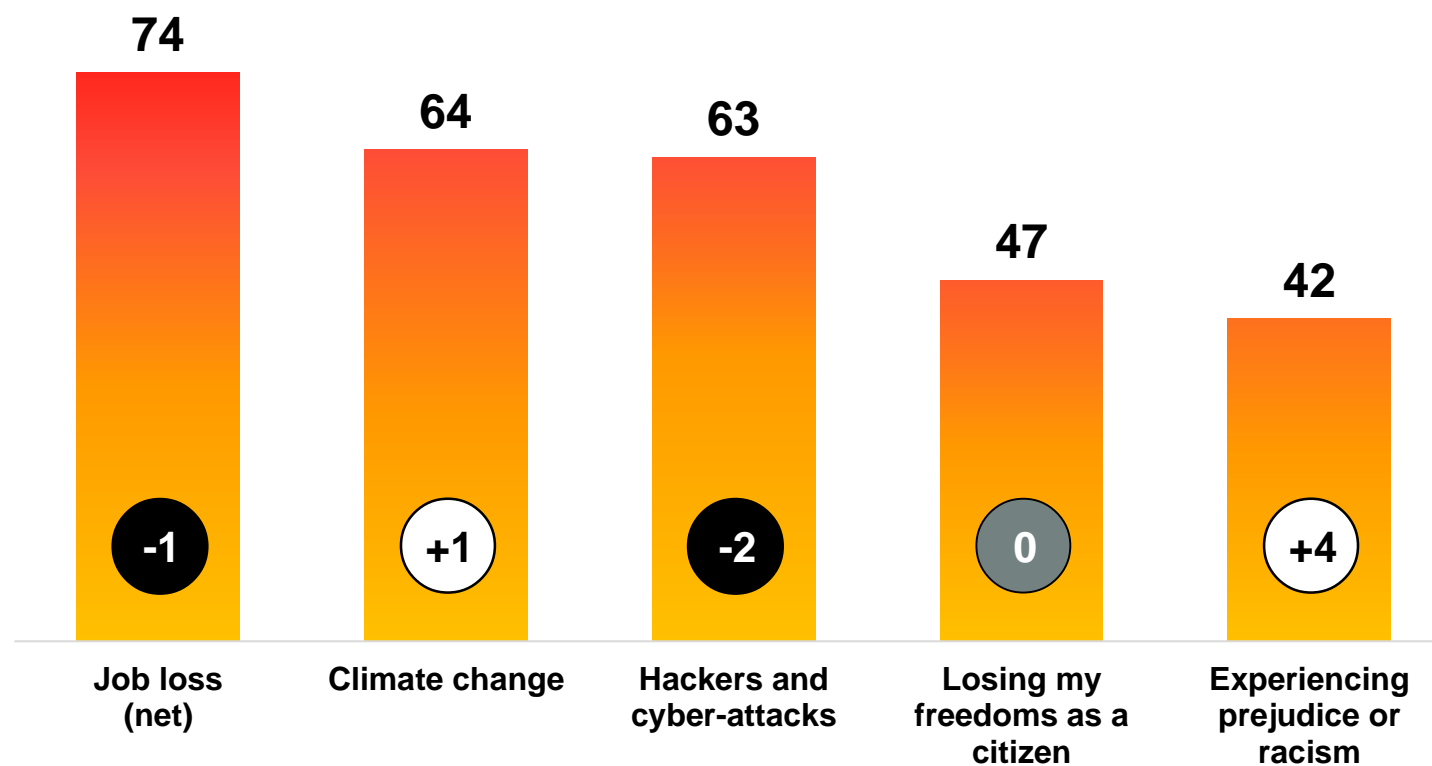
**2020 Edelman Trust Barometer Spring Update.** TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Canada. "Your employer" only shown to those who are an employee of an organization (Q43/1).



# PERSISTENT SOCIETAL FEARS IN CANADA

Per cent who worry about each, in Canada

● — 0 — ●  
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, Canada. 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.

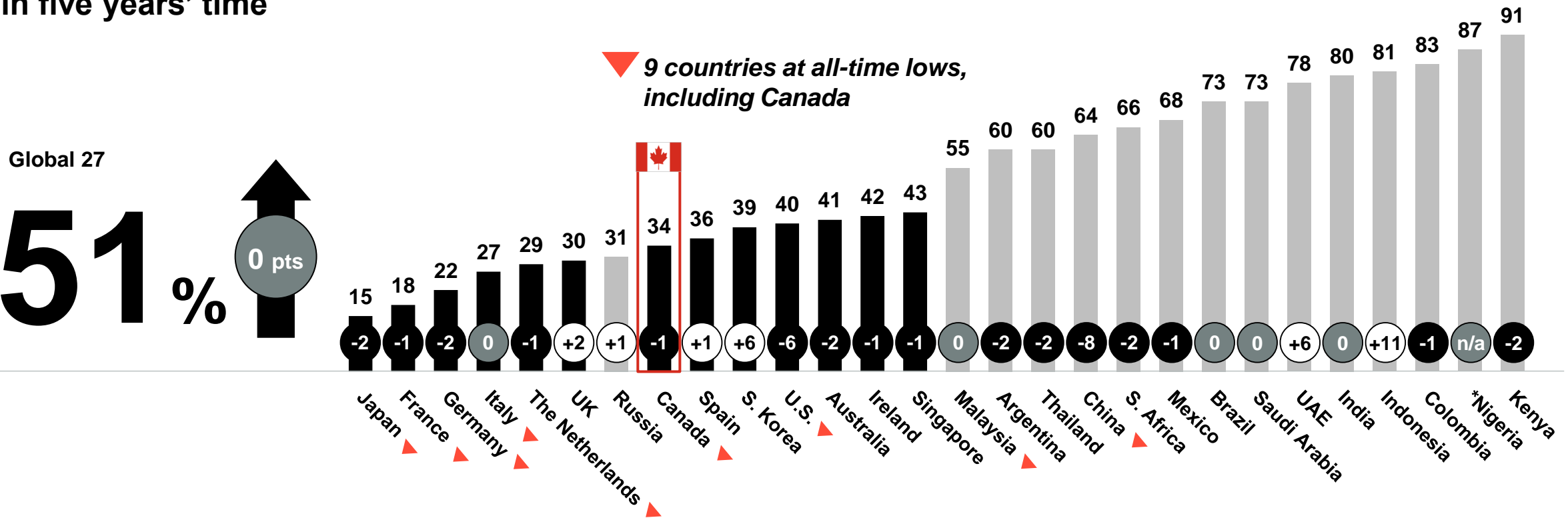


# DEVELOPED COUNTRIES LACK ECONOMIC OPTIMISM

Per cent 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



# QUESTIONS ABOUT TODAY'S CAPITALISM

Per cent who agree, in Canada

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

48%

Global 27	52%
U.S.	39%

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

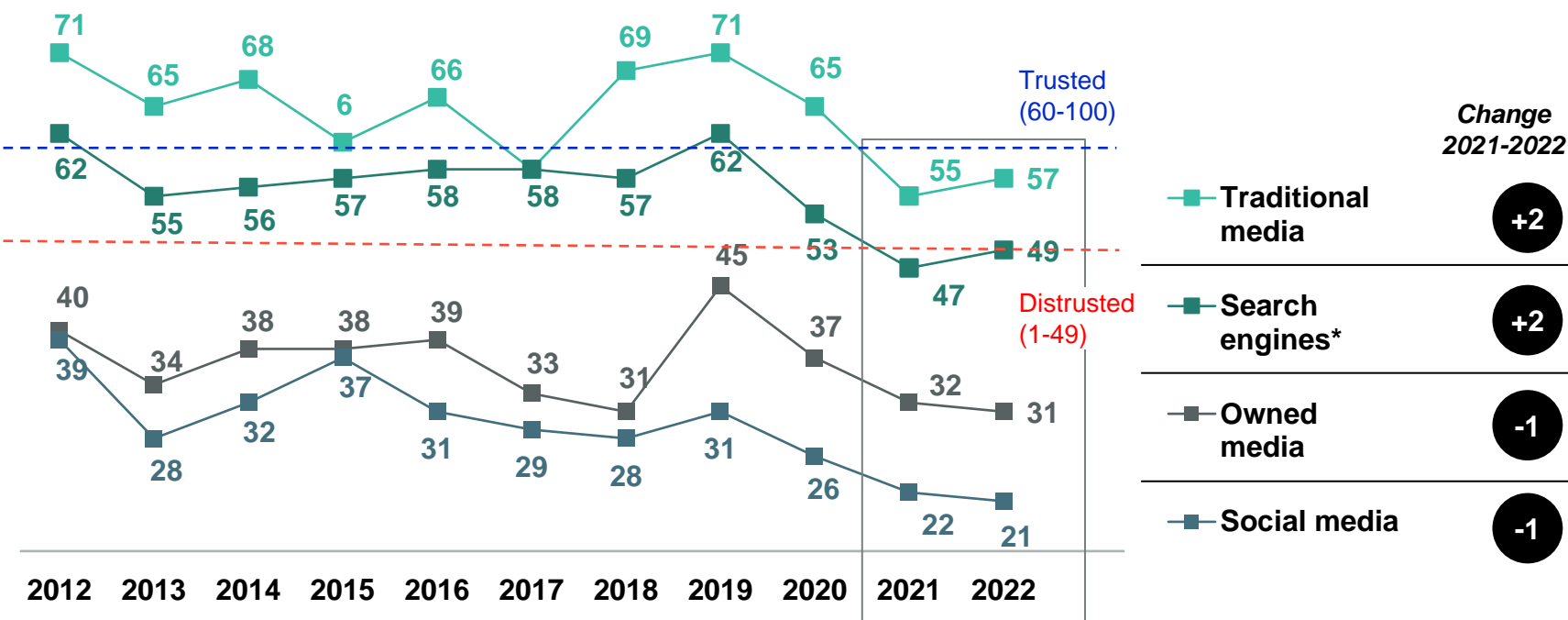
31%

Global 21	33%
U.S.	29%



# TRUST IN SOCIAL HITS NEW LOW

Per cent trust in each source for general news and information, in Canada



Per cent who agree, in Canada  
I worry about **false information or fake news** being used as a weapon

71% +3 pts

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. ATT\_MED\_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means “strongly disagree” and nine means “strongly agree”. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, Canada.\*From 2012-2015, “Online Search Engines” were included as a media type. In 2016, this was changed to “Search Engines.”



# INCREASING CONCERNS THAT THEY ARE BEING MISLED BY SOCIETAL LEADERS

Per cent who worry, in Canada

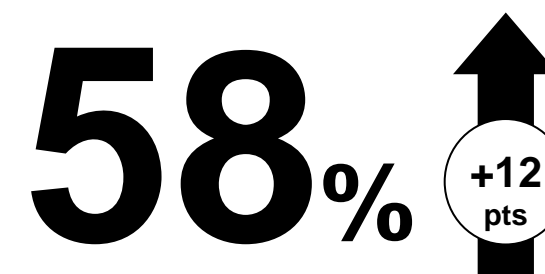
Change, 2021 to 2022



Journalists and reporters



Business leaders



My country's government leaders

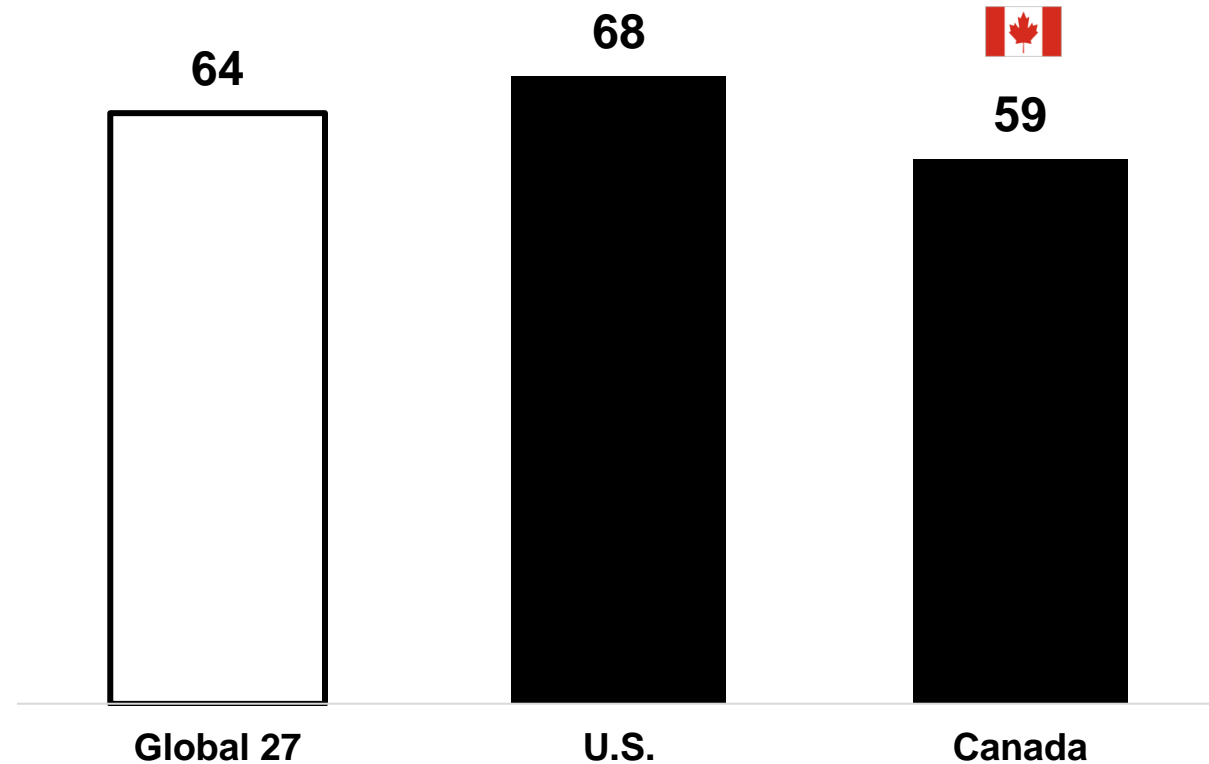
are **purposely trying to mislead people** by saying things they know are false or gross exaggerations

# SOCIETAL TENSION AMIDST LACK OF CIVIL DEBATE

2022 Edelman Trust Barometer. 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., Canada and U.S.

Per cent who agree

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

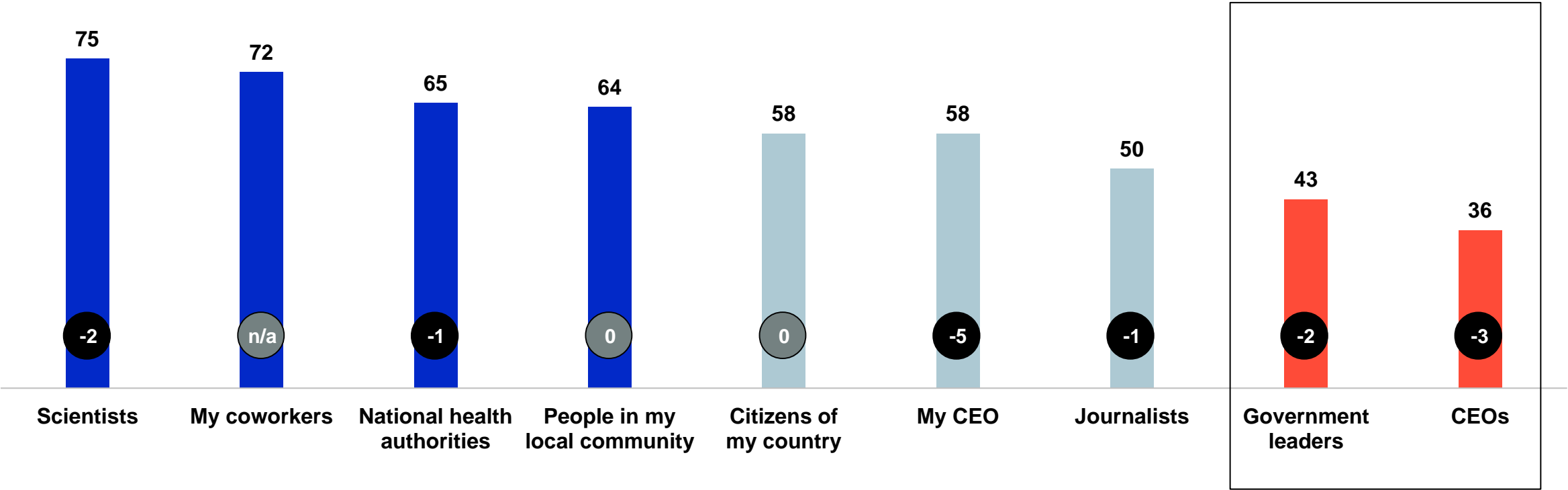


# SOCIETAL LEADERS DISTRUSTED

Per cent trust, in Canada



Scientists and employers most trusted







# THE MANDATE FOR BUSINESS



# ALL STAKEHOLDERS HOLD BUSINESS ACCOUNTABLE

Per cent who agree

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In Canada

56%

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

55%

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

43%

**Invest**  
based on their  
beliefs and values

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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

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

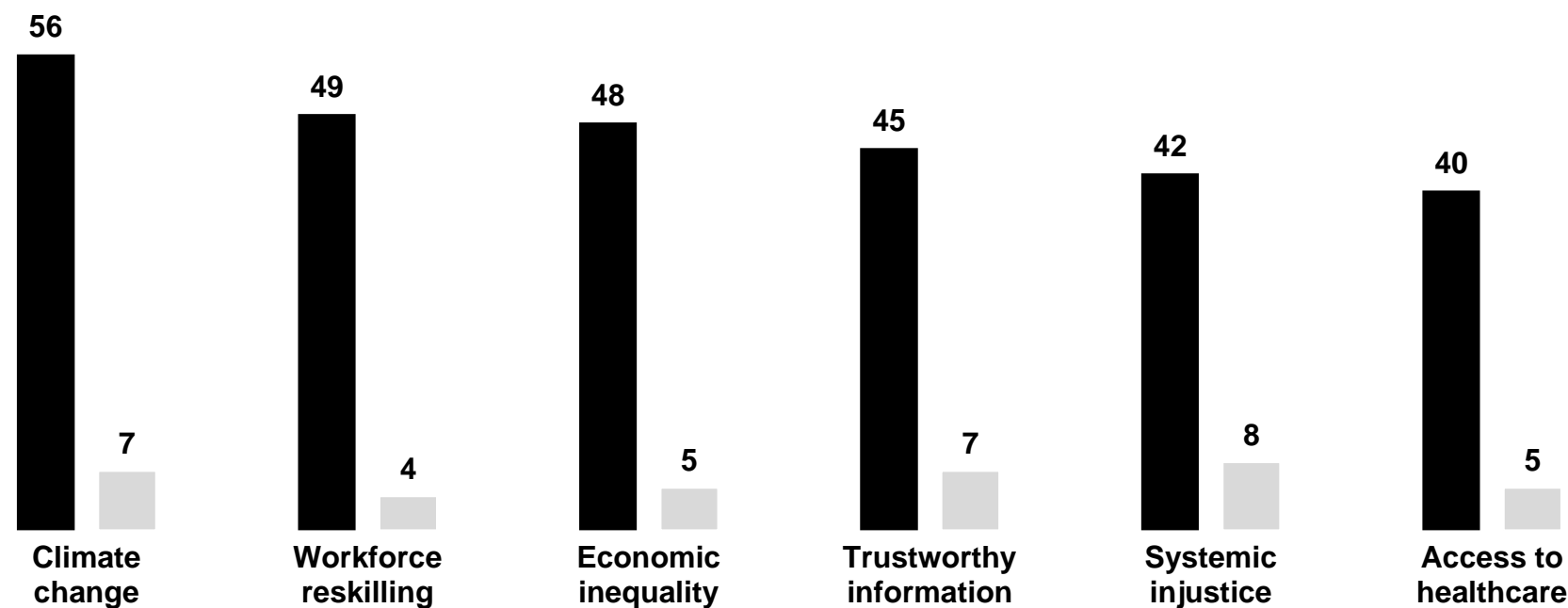
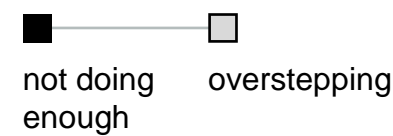
2021 Edelman Trust Barometer Special Report: Institutional Investors. Q7. Please indicate the extent to which you agree or disagree with the following statements regarding shareholder activism. 4-point scale; top 2 box, agree. 7-mkt avg.



# BUSINESS SEEN AS NOT DOING ENOUGH ON SOCIETAL ISSUES

Per cent who say, in Canada

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



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, Canada.

# CEOS EXPECTED TO BE THE FACE OF CHANGE

Per cent who say

## CEOs should be personally visible

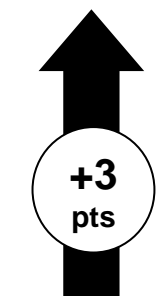
when discussing public policy with external stakeholders or work their company has done to benefit society

78%  
(net)

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

Among employees

54%

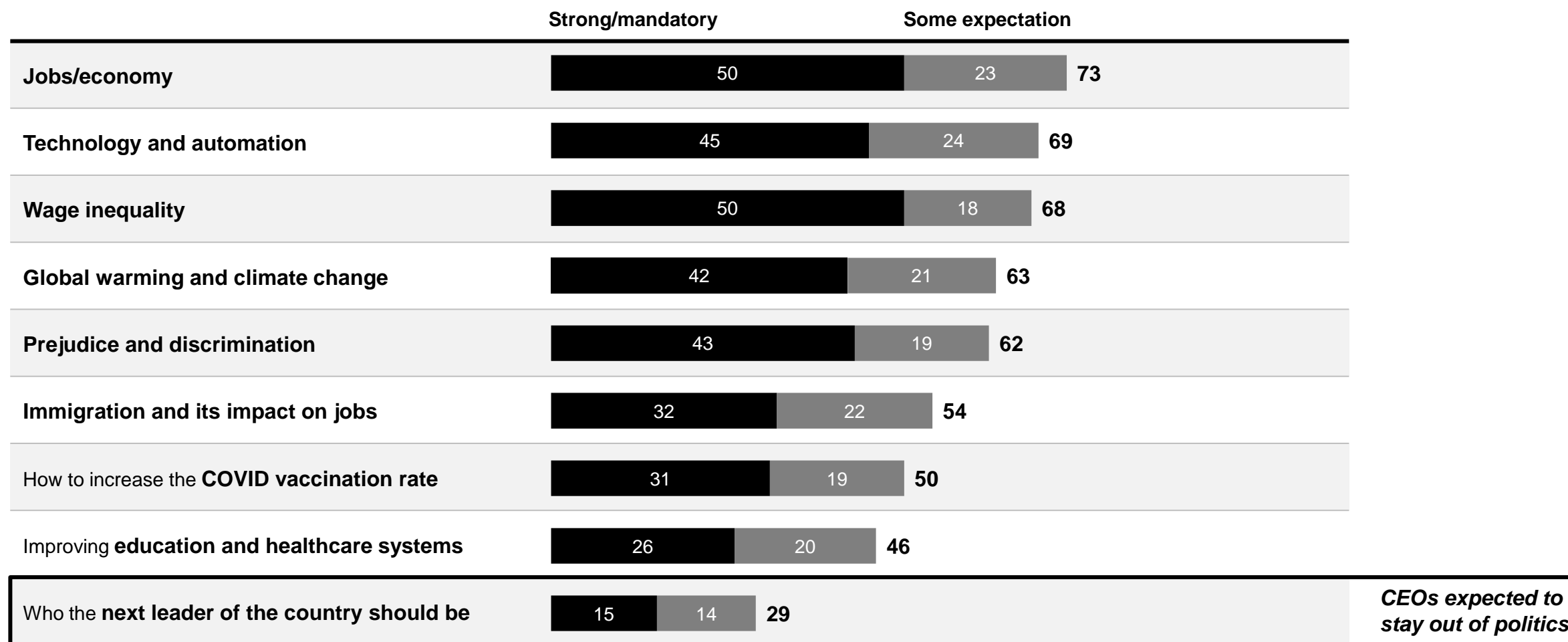


Change,  
2019 to 2022

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, Canada.

# CEOS EXPECTED TO INFORM POLICY, NOT POLITICS

Per cent who expect CEOs to **inform and shape conversations and policy debates** about each issue, in Canada

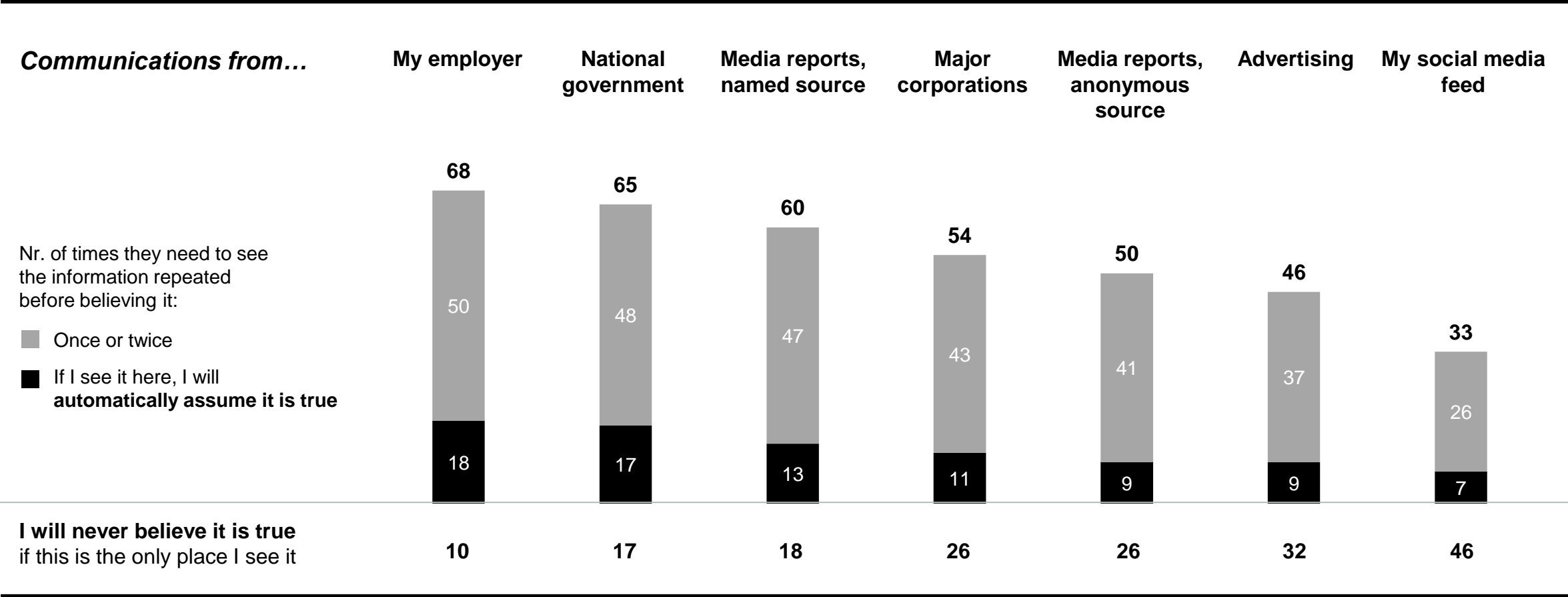


2022 Edelman Trust Barometer. CEO\_RSP. For each of the following topics, please indicate to what degree corporate CEOs should be held responsible for directly helping to inform and shape ongoing conversations and policy debates. 5-point scale; codes 4-5, strong/mandatory; code 3, some expectation. Question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



# MY EMPLOYER COMMUNICATIONS MOST BELIEVABLE

Per cent who believe information from each source automatically, or after seeing it twice or less, in Canada



# BUSINESS HAS AN OBLIGATION TO GUARD TRUTH AND INFORMATION

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 building trust.*

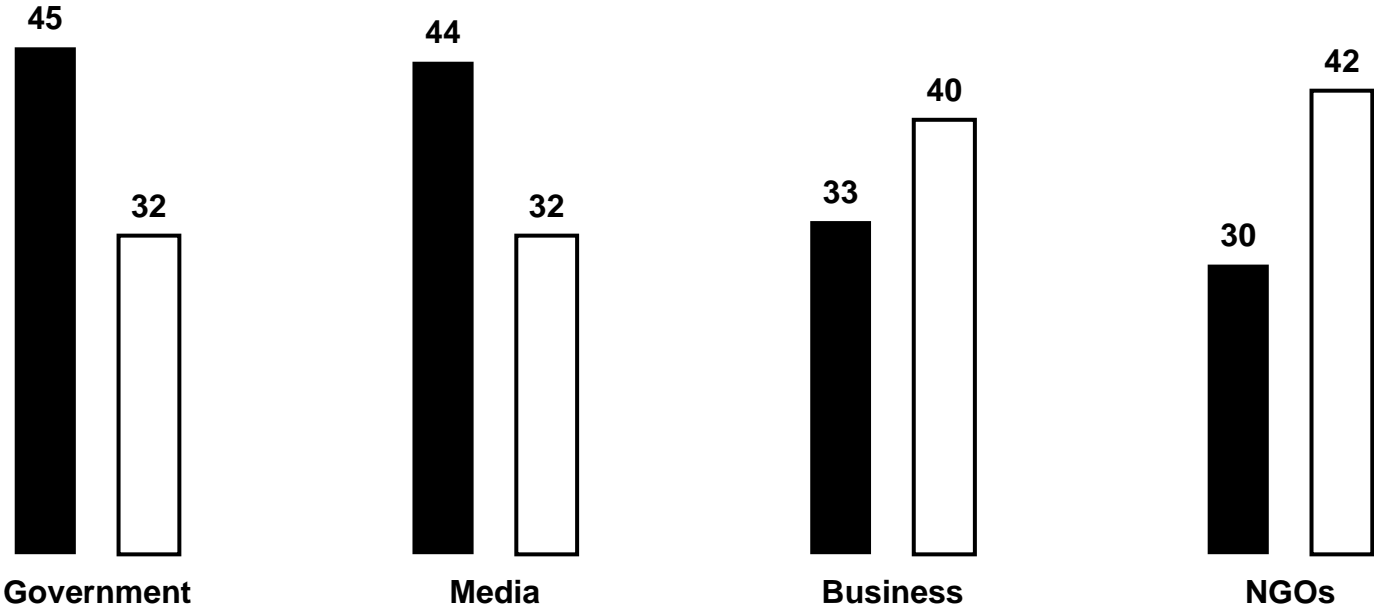


**ADDITIONAL DATA**

# GOVERNMENT AND MEDIA SEEN AS DIVISIVE

Per cent who say, in Canada

These institutions are...



# CIRCLES OF TRUST BECOME MORE LOCAL

Per cent who say each has increased or decreased during the pandemic, in Canada

## ▼ LESS TRUST FOR OUTSIDERS

My trust in...	Net change	increased	decreased
people from other countries	-18	9	27
people who live in other states, provinces, or regions	-13	11	24

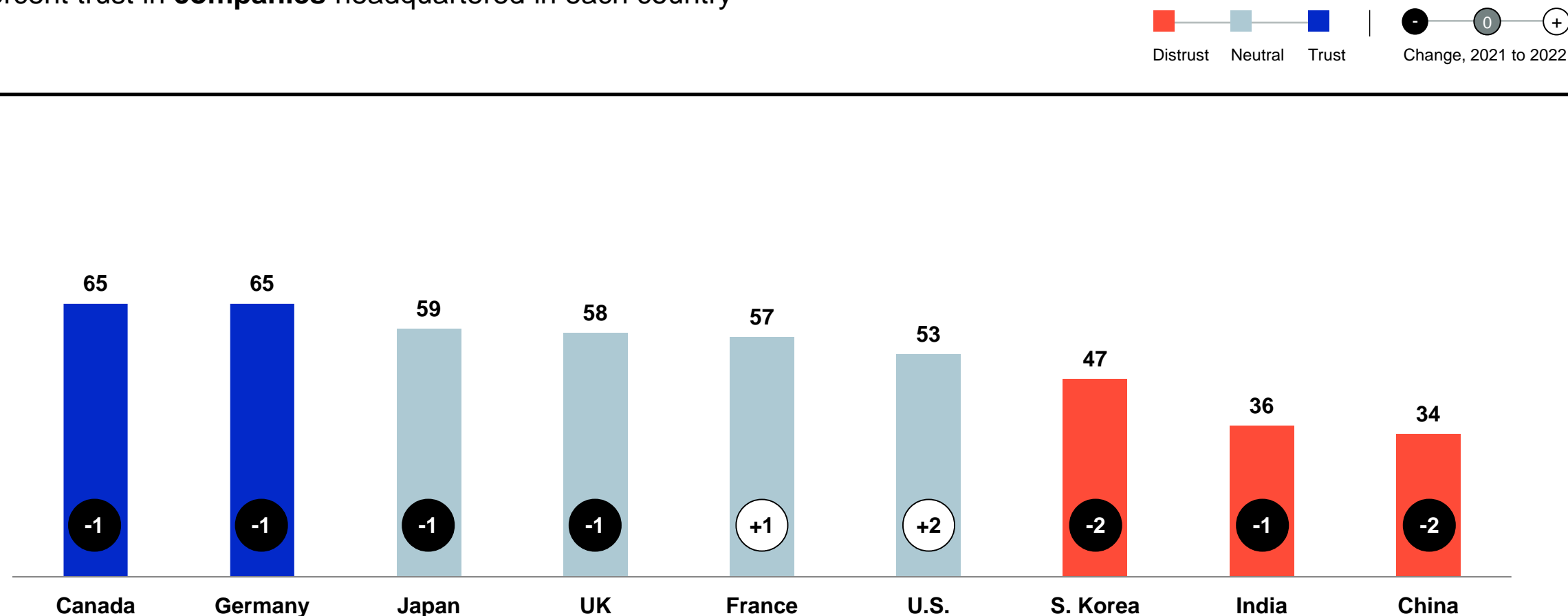
## ▲ CLOSER BONDS WITH NEIGHBORS AND COWORKERS

How close I feel...	Net change	increased	decreased
to my coworkers	+2	20	18
to my neighbors	+2	18	16



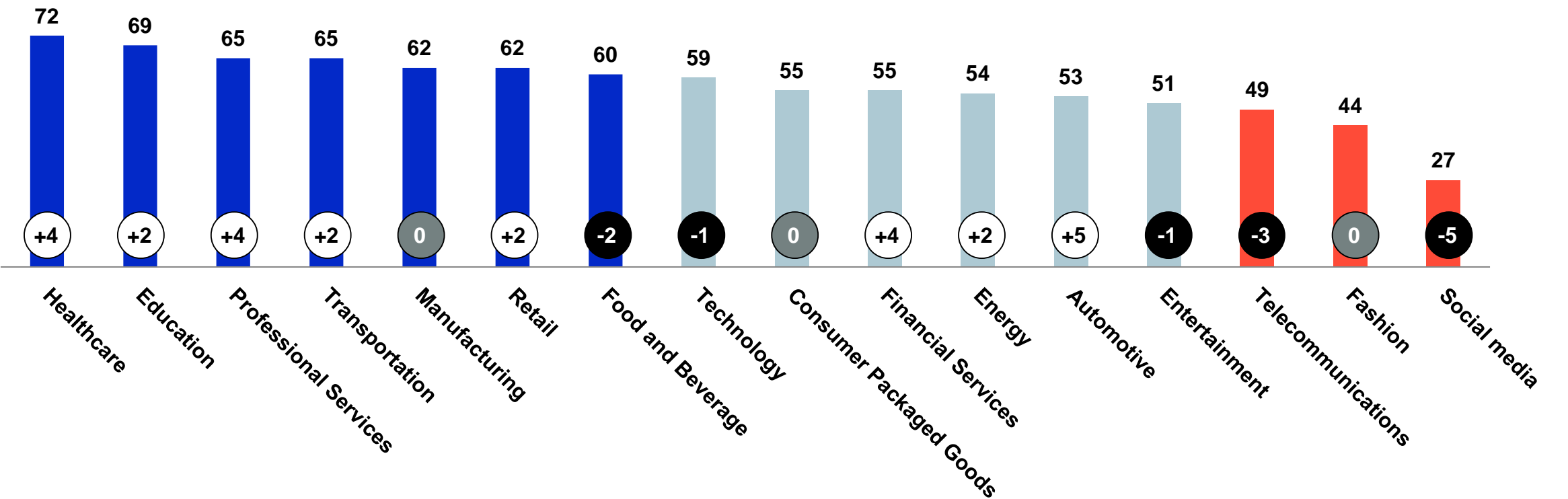
# TRUST IN MOST COUNTRY BRANDS DECLINES

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



# SOCIAL MEDIA MOST DISTRUSTED AND FALLS FURTHER

Per cent trust, in Canada





# **TECHNICAL APPENDIX**



# 2022 EDELMAN TRUST BAROMETER: ANALYSES

## HOW WE CALCULATED BELIEF-DRIVEN BUYERS

Respondents were asked a series of questions regarding the role their values, opinions about social issues, and political beliefs played in their purchasing decisions. The Belief-Driven Buyer (BDB) scale was created by averaging respondents' answers to the seven 9-pt agree/disagree scale items, shown in the table to the right.

- Non belief-driven buyers were those that scored between 1 – 4.99 on the BDB scale, meaning on average they disagreed with these statements.
- Respondents who scored between 5.00 – 9.00 on the BDB scale were classified as belief-driven buyers, meaning on average they saw themselves reflected at least to some extent in these statements

**Respondents were asked:**  
Please indicate how much you agree or disagree with the following statements



1.	Even if a company makes the product that I like most, I will not buy it if I disagree with the company's stand on important social issues
2.	If a brand offers the best price on a product, I will buy it even if I disagree with the company's stand on controversial social or political issues
3.	I have bought a brand for the first time for the sole reason that I appreciated its position on a controversial societal or political issue
4.	I have stopped buying one brand and started buying another because I liked the politics of one more than the other
5.	I have strong opinions about many societal and political issues. The brands I choose to buy and not buy are one important way I express those opinions.
6.	I have stopped buying a brand solely because it remained silent on a controversial societal or political issue that I believed it had an obligation to publicly address

# 2022 EDELMAN TRUST BAROMETER: ANALYSES

## HOW WE CALCULATED BELIEF-DRIVEN EMPLOYEES

Respondents were asked a series of questions regarding the role their values, opinions about social issues, and political beliefs played in their choice of employers. The Belief-Driven Employee (BDE) scale was created by averaging respondents' answers to the seven 9-pt agree/disagree scale items, shown in the table to the right.

- Non belief-driven employees were those that scored between 1 – 4.99 on the BDE scale, meaning on average they disagreed with these statements.
- Respondents who scored between 5.00 – 9.00 on the BDE scale were classified as belief-driven employees, meaning on average they saw themselves reflected at least to some extent in these statements

**Respondents were asked:**  
Please indicate how much you agree or disagree with the following statements



1.	Even if an organization offers me a lot more money than I currently make, I will not work there if I disagree with the company's stand on important social issues
2.	I have taken a job with an organization for the sole reason that I appreciated its positions on controversial societal or political issues
3.	I have left a job at one organization and started working somewhere else because I liked the values of one organization more than the other
4.	I have strong opinions about many societal and political issues. The organizations that I choose to work for, and not work for, are one important way I express those opinions
5.	I have left my job at an organization solely because it remained silent on a societal or political issue that I believed it had an obligation to publicly address
6.	There are some industries or business sectors I would never work in regardless of how much money they would pay me because I think they are fundamentally immoral
7.	I am more interested in working for an organization that prides itself on its financial and marketplace success than one that prides itself on being one of the most socially responsible in its sector (reversed scored)

# 2022 EDELMAN TRUST BAROMETER: ANALYSES

## HOW WE CALCULATED BELIEF-DRIVEN INVESTORS

Respondents were asked a series of questions regarding the role their values, opinions about social issues, and political beliefs played in their investment decisions. The Belief-Driven Investor (BDI) scale was created by averaging respondents' answers to the seven 9-pt agree/disagree scale items, shown in the table to the right.

- Non belief-driven investors were those that scored between 1 – 4.99 on the BDI scale, meaning on average they disagreed with these statements.
- Respondents who scored between 5.00 – 9.00 on the BDI scale were classified as belief-driven investors, meaning on average they saw themselves reflected at least to some extent in these statements

**Respondents were asked:**  
Please indicate how much you agree or disagree with the following statements



1.	Even if an investment is showing strong, long-term growth, I will not buy it if it means I would be putting money into companies that do not reflect my personal values
2.	If an investment has a history of strong returns, I will buy it even if it means putting my money into companies that take stands on controversial social or political issues that I disagree with
3.	I have bought an investment for the sole reason that it allowed me to own stock in a company or in companies that I felt shared my values
4.	I have strong opinions about many societal and political issues. The companies and funds I choose to invest in or not is one important way I express those opinions.
5.	I have sold my shares of stock or in a mutual fund solely because one or more of the companies that were a part of that investment remained silent on a controversial societal or political issue that I believed they had an obligation to publicly address
6.	I have participated in campaigns aimed at getting organizations to sell off their holdings in industries or types of businesses that I consider to be bad for society or the planet

# 2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED

## SOCIETAL FEARS

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? Please indicate your answer using a nine-point scale where one means “I do not worry about this at all” and nine means “I am extremely worried about this”.

Shortened	Full
Job loss (net)	Automation and/or other innovations taking your job away Your job being moved to other countries where workers are paid less Cheaper foreign competitors driving companies like yours out of business Not having the training and skills necessary to get a good paying job
Climate change	Climate change leading to drought, rising sea levels and other natural disasters
Hackers and cyber-attacks	Hackers, cyber-attacks and cyber-terrorism
Losing my freedom as a citizen	Losing some of the rights and freedoms you have as a citizen of this country
Experiencing prejudice or racism	Experiencing prejudice, discrimination, or racism

# 2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED

## EXPECTATIONS FOR CEOS

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.

Shortened	Full
Jobs/economy	Creating new, well-paying jobs How to strengthen and grow the economy
Technology and automation	Technology and automation's impact on jobs
Wage inequality	Wage inequality
Global warming and climate change	Global warming and climate change
Prejudice and discrimination	Prejudice and discrimination
Immigration and its impact on jobs	Immigration and its impact on jobs
Improving education and healthcare systems	Improving the healthcare system Improving the education system
How to increase the COVID vaccination rate	How to increase the COVID vaccination rate
Who the next leader of the country should be	Who the next leader of the country should be

# 2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED

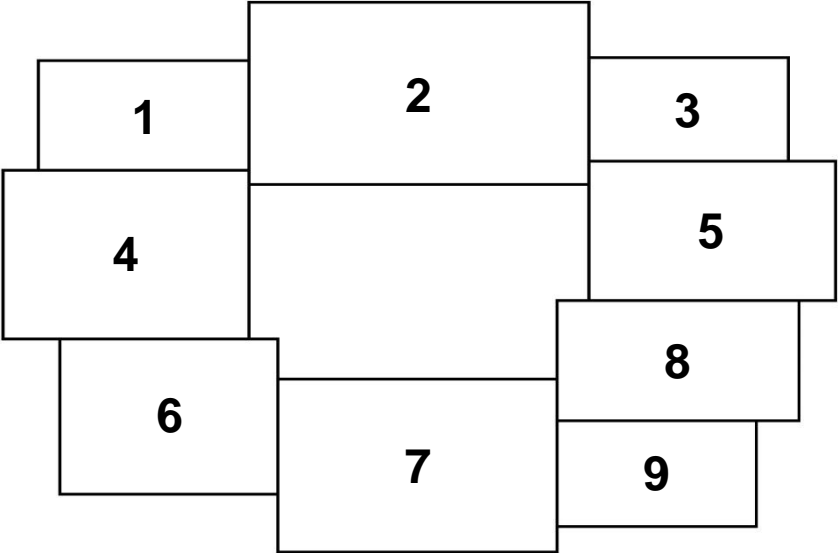
## SOCIETAL ISSUES

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.

Shortened	Full
Climate change	Addressing climate change
Economic inequality	Redressing economic inequality, narrowing the opportunity gaps between the richest and poorest in this country, and lifting people out of poverty
Workforce reskilling	Doing the workforce reskilling and retraining necessary to keep people employable whose jobs are being eliminated or greatly altered by automation and artificial intelligence
Access to healthcare	Increasing access to good quality healthcare
Trustworthy information	Controlling the malicious spreading of misleading and false information and ensuring the availability of trustworthy information
Systemic injustice	Addressing systemic injustice and discrimination in this country based on race, gender, religion, or sexual orientation

# COVER IMAGE CREDITS

- 1. **New German Government Official Transfer:** *Sean Gallup via Getty Images*
- 2. **Residential Schools:** *Shawn Goldberg/SOPA Images/LightRocket via Getty Images*
- 3. **Jeff Bezos' Blue Origin New Shepard Space Vehicle Flies The Billionaire And Other Passengers To Space:** *Joe Raedle via Getty Images*
- 4. **Defaced Mural Of Marcus Rashford Repaired By The Artist In Manchester:** *Christopher Furlong via Getty Images*
- 5. **The "Changci" Ship Blocking The Suez Canal Repaired Set Sail:** *Zhang Jingang/ Costfoto/Barcroft Media via Getty Images*
- 6. **Scene of Beijing ahead of 2022 Winter Olympics:** *Kyodo News vis Getty Images*
- 7. **Trump Protest at Capitol:** *Bill Clark/CQ-Roll Call, Inc via Getty Images*
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- 9. **Topshot-Greece-Fire:** *Angelos Tzortzinis/AFP via Getty Images*



# DIVIDER IMAGE CREDITS

## Slide 12 The Mandate For Business

*Employees install new solar panels at the Kalyon Energy's Karapinar Solar Power Plant on December 02, 2021 in Karapinar, Turkey: Chris McGrath/Getty Images*

## Slide 19 Additional Data

*A photographer takes a picture as World Health Organization (WHO) Director-General Tedros Adhanom Ghebreyesus (on screen) speaks during a press conference on December 20, 2021 at the WHO headquarters in Geneva: Fabrice Coffrini/AFP via Getty Images*