21st ANNUAL EDELMAN TRUST BAROMETER

Methodology

Online survey in 28 countries*

33,000+ respondents

2021 Edelman Trust Barometer fieldwork conducted from October 19 to November 18, 2020

The 2021 Trust Barometer 27-market global averages (for the general population, mass population and informed public) do not include Nigeria

27-market global data margin of error: General population +/- 0.6% (N=31,050); informed public +/- 1.3% (N=6,000); mass population +/- 0.6% (N=25,050+); half-sample global general online population +/- 0.8% (N=15,525).
Country-specific data margin of error: General population +/- 2.9% (N=1,150); informed public +/- 6.9% (N=min 200, varies by country), except for China and U.S. +/- 4.4% (N=500) and Nigeria +/- 9.8% (N=100); mass population +/- 3.0% to 3.6% (N=min 736, varies by country), except for Nigeria +/- 2.9% (N=1,125).

U.S. Post-Election Supplement margin of error: +/- 2.5% (N=1,500).
U.S. Post-Election Supplement ethnicity-specific data margin of error: Non-Hispanic White +/- 3.3% (N=894); all others +/- 4.0 (N=607).
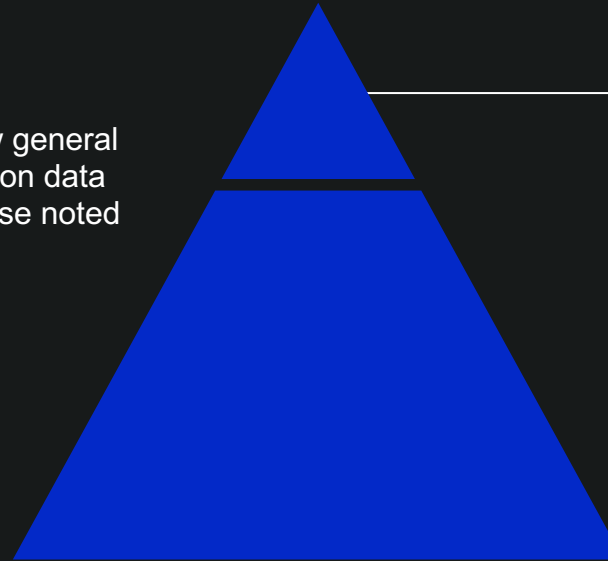
General Online Population

1,150
respondents per country

Ages
18+

All slides show general online population data unless otherwise noted

Informed Public

500 respondents in U.S. and China;
100 respondents in Nigeria;
200 in all other countries

Represents **17%** of total global population

Must meet 4 criteria:

‣ Age **25-64**

‣ College-educated

‣ In top **25%** of household income per age group in each country

‣ Report significant engagement in public policy and business news

Mass Population

All population not including informed public

Represents **83%** of total global population

U.S. Post-Election Supplement
1,500 U.S. respondents, fielded December 14 to 18, 2020

2021 UK TRUST SUPPLEMENT

Methodology

Online Survey in the UK

All fieldwork was conducted between 3 – 12 February 2021

Total sample size: 3,040

| JAN | This symbol denotes UK data from the Jan supplementary survey |

| FEB | This symbol denotes UK data from the Feb supplementary survey |

General Population

- **2,000** respondents

- Ages **18+**

- Nationally representative of the UK population in terms of gender, age, and region

- All slides show General Population unless otherwise noted

Northern Ireland

- Boost of 179* respondents to create total sample size of **232**

Scotland

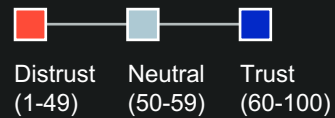- Boost of 441* respondents to create total sample size of **601**

Wales

- Boost of 401* respondents to create total sample size of **502**

* Northern Ireland, Scotland and Wales boost samples were weighted in order that gender and age were nationally representative

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TRUST INEQUALITY SPREADS FURTHER

Trust Index

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

Mass population 16 points less trusting

2021 Informed public

Score	Country
68	Global 27
86	India
86	Saudi Arabia
83	Indonesia
82	China
79	The Netherlands
79	UAE
78	Malaysia
77	Australia
76	Singapore
75	Thailand
66	Italy
66	Mexico
65	France
65	Kenya
65	S. Africa
64	Canada
63	Ireland
62	Brazil
62	Germany
62	U.S.
59	Colombia
59	S. Korea
59	UK
57	Spain
56	Argentina
52	Japan
52	Nigeria*
41	Russia

2021 Mass population | Trust gap

Score	Country	Trust gap
52	Global 27	16
68	China	14
68	Indonesia	▶ 15
67	India	▶ 19
67	Saudi Arabia	19
66	Singapore	10
65	UAE	14
63	Malaysia	▶ 15
62	The Netherlands	▶ 17
58	Kenya	7
56	Mexico	10
56	Thailand	19
55	Australia	22
55	Canada	9
52	Germany	10
51	Italy	15
49	Nigeria*	3
48	Ireland	15
47	Brazil	▶ 15
46	Colombia	13
45	France	20
44	Argentina	12
44	S. Africa	21
44	Spain	13
44	U.S.	18
43	S. Korea	16
43	UK	16
39	Japan	13
28	Russia	13

▶ **Record trust inequality**

DOUBLE-DIGIT TRUST INEQUALITY IN RECORD NUMBER OF COUNTRIES
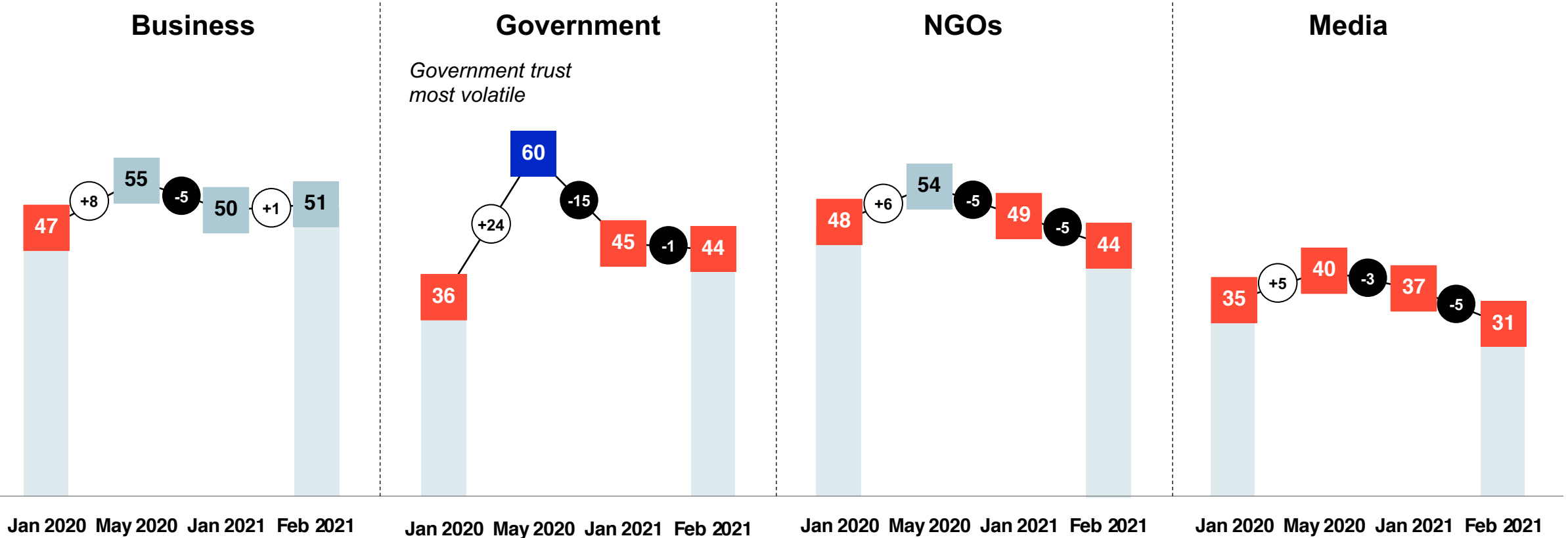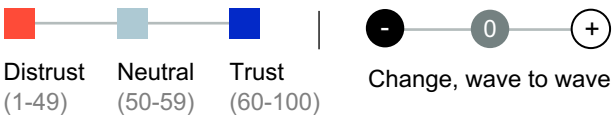
Nr. of countries with double-digit trust inequality

Global 22 — 21

7

2012 — 2021

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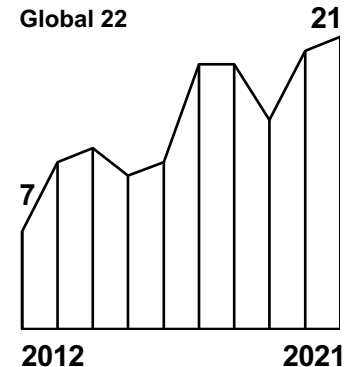
SPRING 2020 TRUST BUBBLE DEFLATES

SPRING TRUST BUBBLE BURSTS; BIGGEST LOSS FOR GOVERNMENT

Percent trust, in the UK

Distrust (1-49) · Neutral (50-59) · Trust (60-100) | Change, wave to wave (- · 0 · +)

Business

Jan 2020	May 2020	Jan 2021	Feb 2021
47	55	50	51

+8, -5, +1

Government

Government trust most volatile

Jan 2020	May 2020	Jan 2021	Feb 2021
36	60	45	44

+24, -15, -1

NGOs

Jan 2020	May 2020	Jan 2021	Feb 2021
48	54	49	44

+6, -5, -5

Media

Jan 2020	May 2020	Jan 2021	Feb 2021
35	40	37	31

+5, -3, -5

THE INTEGRITY OF THE UNION ITSELF IS UNDER THREAT

Percent agree

The nations that make up the UK are becoming **more divided**

75%

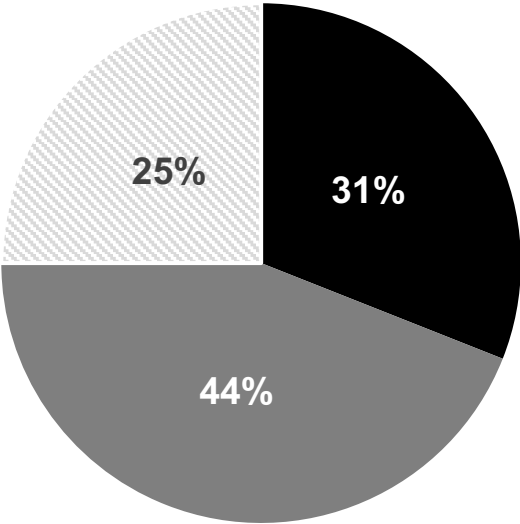|	
Scotland	82
Northern Ireland	78
England	74
Wales	73

FEW THINK THE BREXIT DEAL WAS GOOD FOR THE UK

Percent who say the Brexit deal was good for the UK

Don't know:
Leave: 25%
Remain: 19%

25%

31%

44%

■ Good ■ Bad ⬚ Don't know

A good deal

England	33
Wales	26
Scotland	25
Northern Ireland	21

Leave	58
Remain	13

2021 UK Trust Supplement. QX3: Do you think the Brexit deal was good or bad for the UK? 3-point scale; top box, good deal. General population, UK and boosted Scotland, Wales and Northern Ireland samples.

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PANDEMIC FUELS WIDESPREAD CONCERNS ABOUT UK'S FUTURE

THE PANDEMIC HAS NEGATIVELY AFFECTED PEOPLE'S LIVES

Percent who are say the pandemic has had a negative impact on the following

A negative impact

A very negative impact

68
48
Ability to spend time with family/friends

55
23
Personal freedom and rights

50
18
Mental health and wellbeing

38
9
Physical health

36
12
Job security

35
11
Financial security

34
13
Future job prospects

23
8
Ability to pay rent or mortgage

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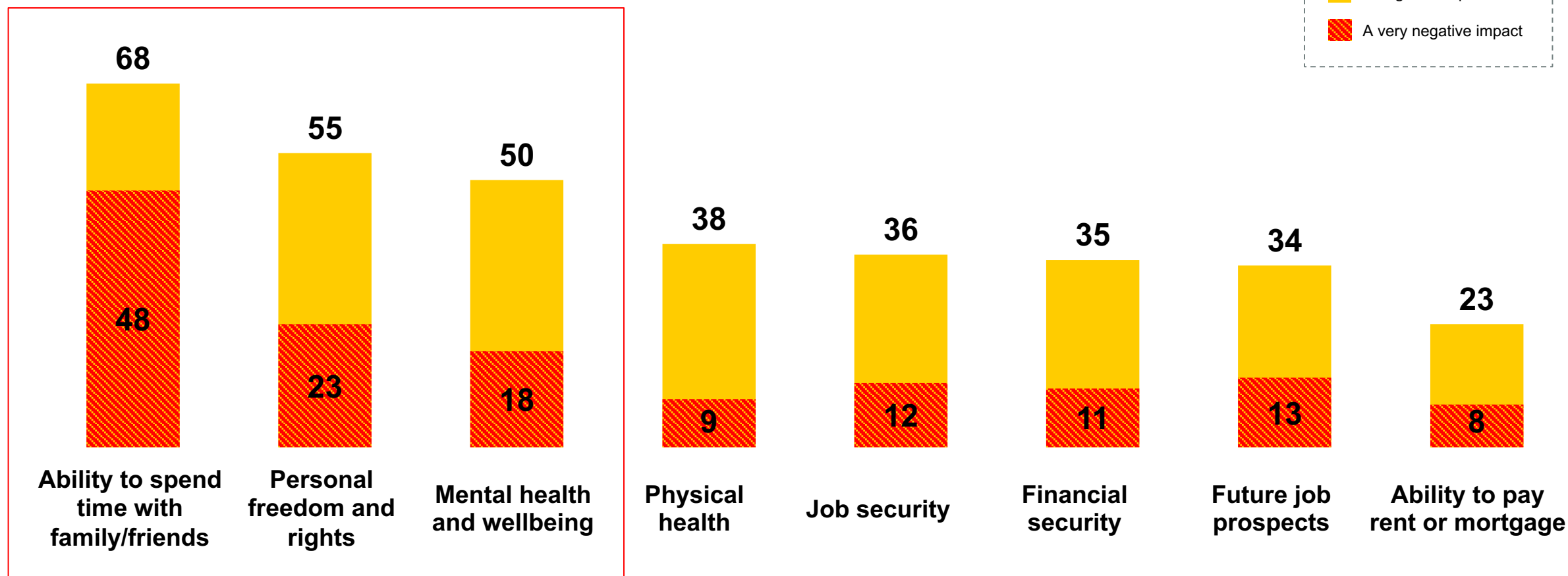
THE GOVERNMENT'S HANDLING OF PANDEMIC FUELS CONCERN ABOUT THE FUTURE OF THE UK

Percent who agree

46%

Said the UK Government's handling of the pandemic had a **negative impact** on their view of the UK

	Scotland	60%
	Wales	53%
	Northern Ireland	51%
	England	44%

2021 UK Trust Supplement. QY4. What impact, if any, has each of the following had on your views of the United Kingdom? 5-point scale; top 2 box, negative. General population, UK and boosted Scotland, Wales and Northern Ireland samples

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THE PANDEMIC HAS HIGHLIGHTED NATIONAL DIVISIONS WITHIN THE UK

Percent who agree
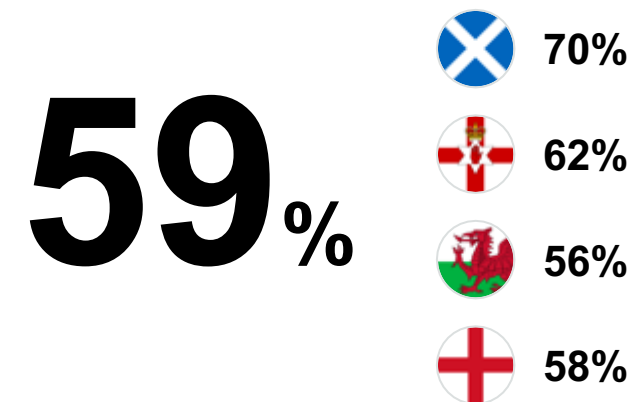
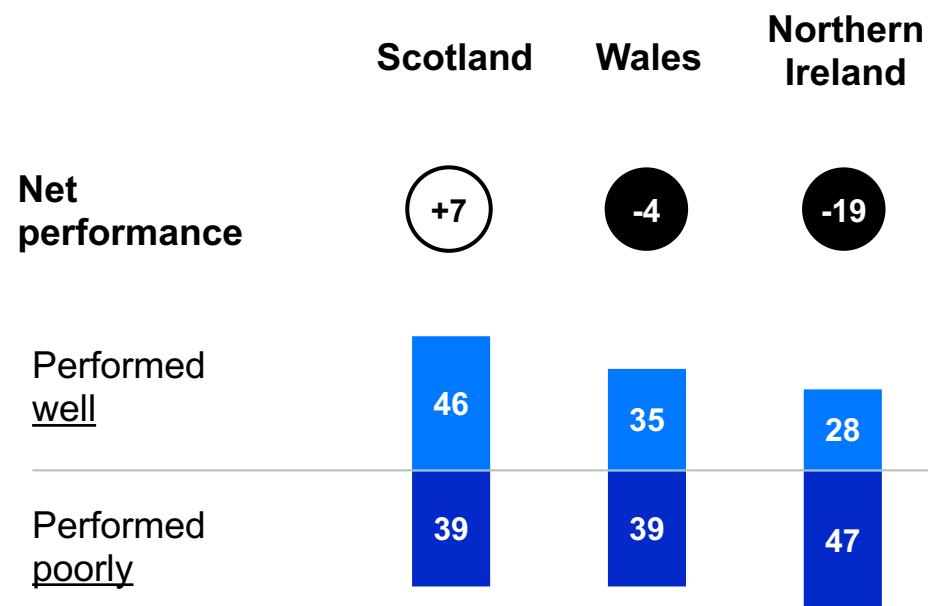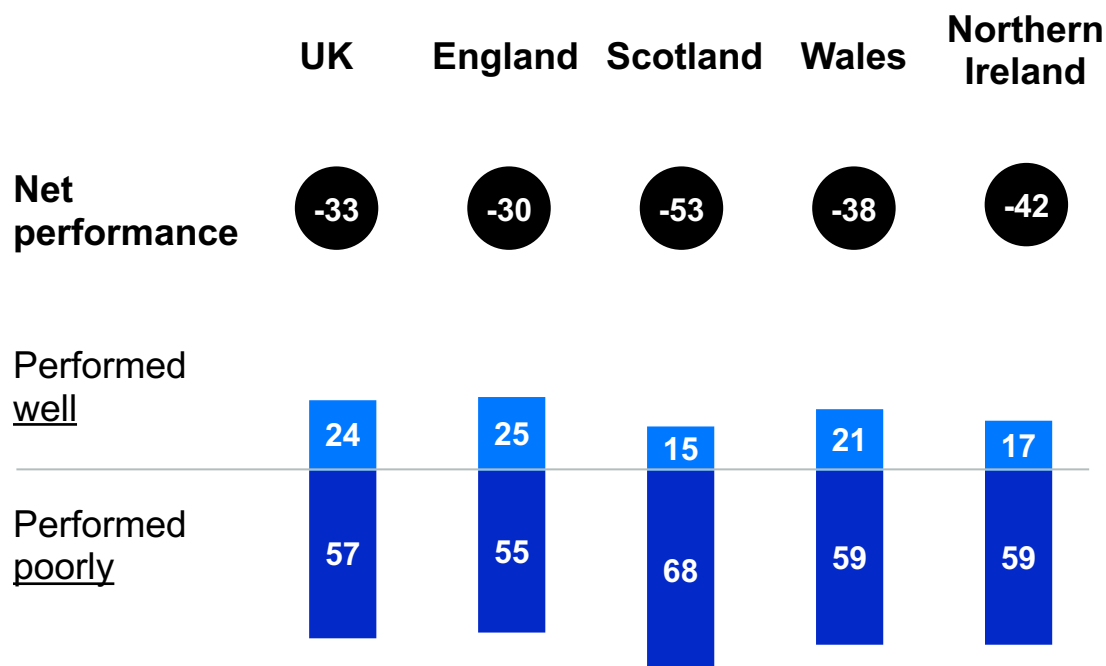|		
The COVID-19 pandemic has made me realise **how divided** the countries of the UK are	There is **a decreasing feeling** of national unity	The COVID-19 pandemic has made the **break-up of the UK** more likely
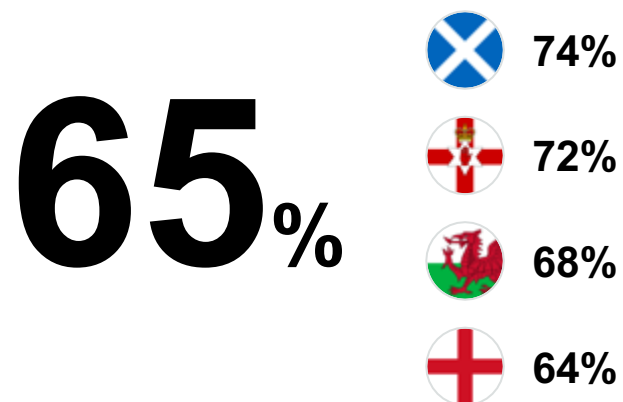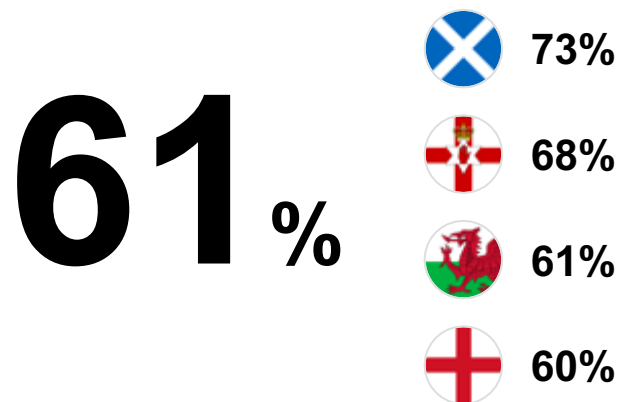
65%
- 74%
- 72%
- 68%
- 64%

61%
- 73%
- 68%
- 61%
- 60%

59%
- 70%
- 62%
- 56%
- 58%

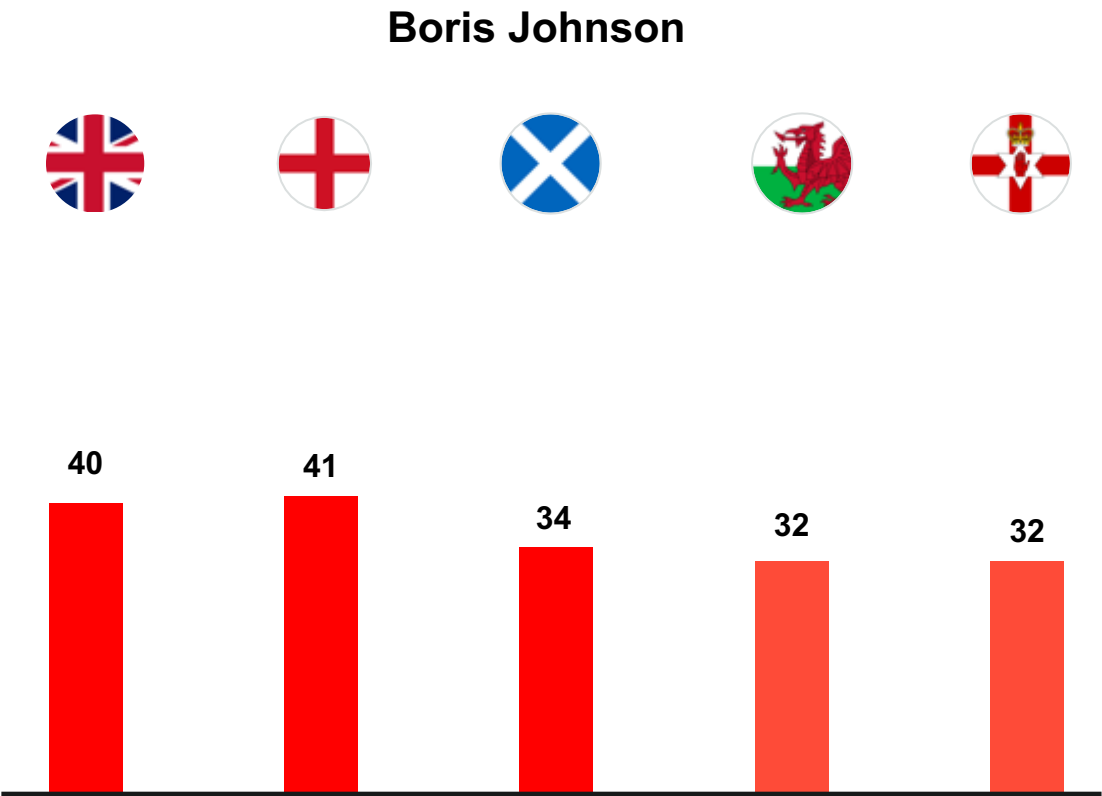# DEVOLVED GOVERNMENTS PERCEIVED TO HAVE PERFORMED BETTER

Percent who believe **the UK Government** has performed well or poorly in their response to the pandemic

Percent who believe **their devolved government** has performed well or poorly in their response to the pandemic

	UK	England	Scotland	Wales	Northern Ireland
Net performance	-33	-30	-53	-38	-42
Performed well	24	25	15	21	17
Performed poorly	57	55	68	59	59

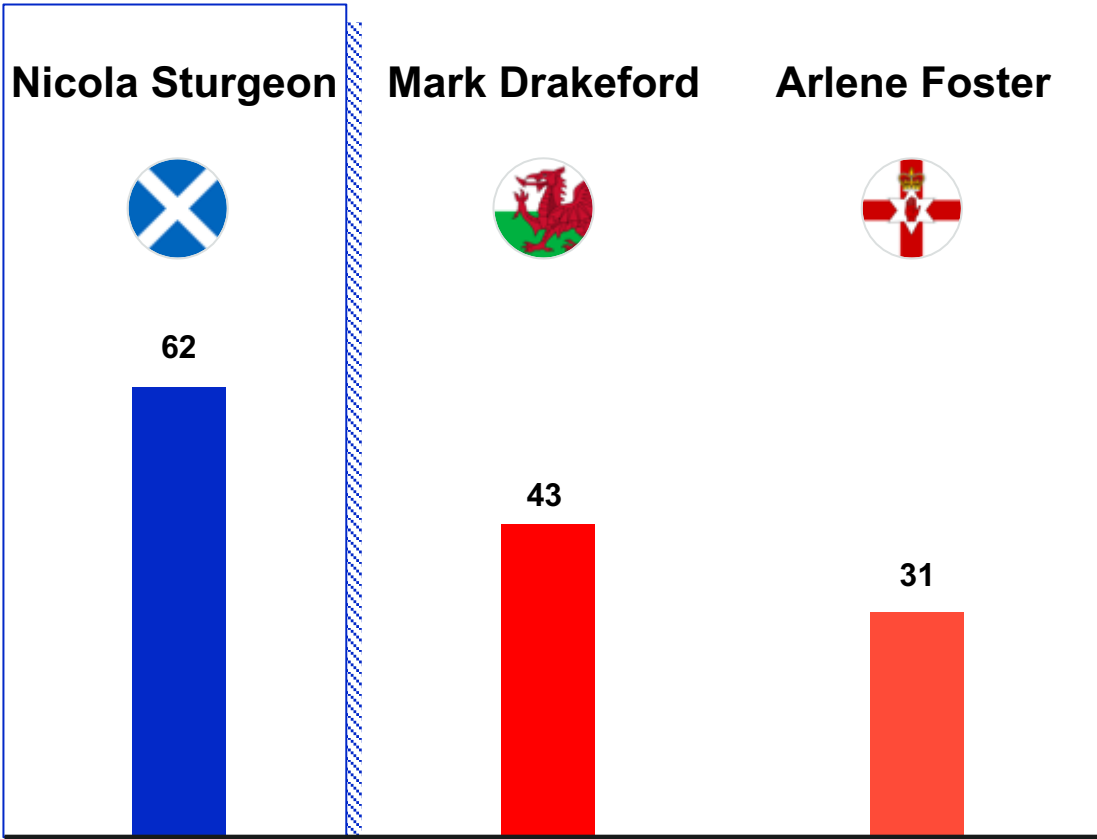|	Scotland	Wales	Northern Ireland
Net performance	+7	-4	-19
Performed well	46	35	28
Performed poorly	39	39	47

LOCAL LEADERS EARN HIGHER LEVELS TRUST

Percent trust in Boris Johnson

Percent of each nation's population who trust their government leader

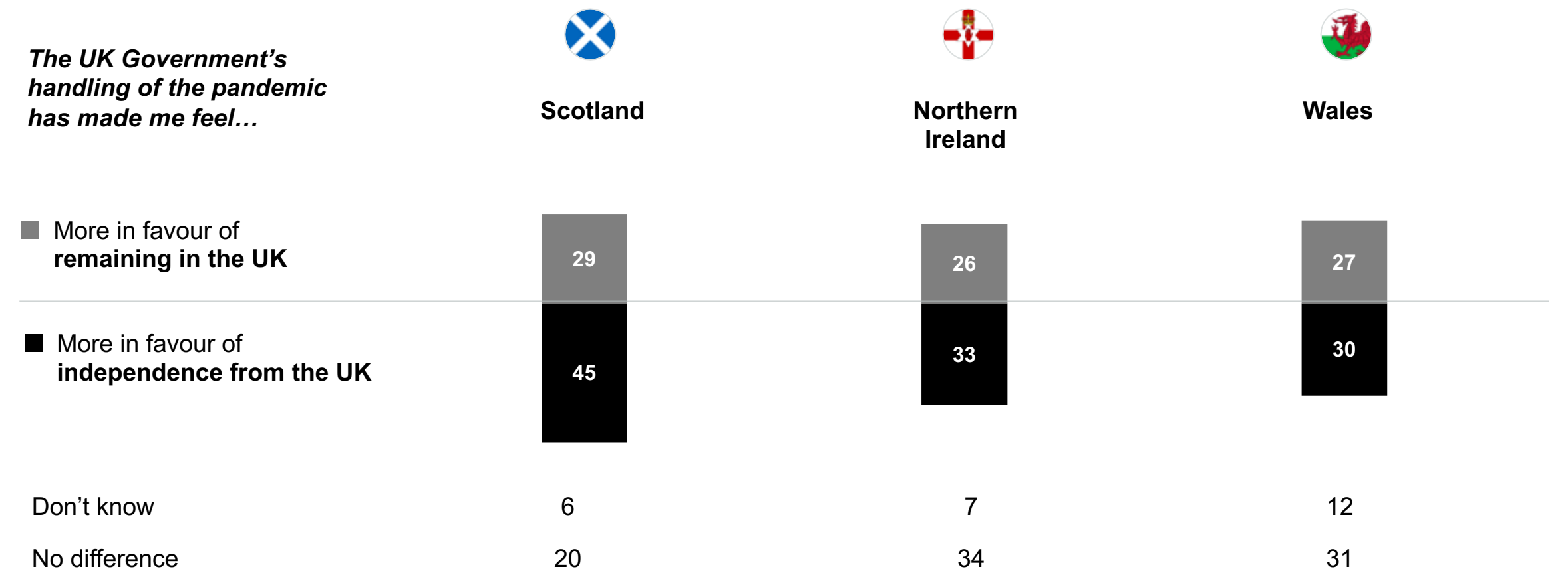Distrust (1-49)　Neutral (50-59)　Trust (60-100)

Boris Johnson

40	41	34	32	32

Nicola Sturgeon　**Mark Drakeford**　**Arlene Foster**

62	43	31

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THE UK GOVERNMENT'S MANAGEMENT OF PANDEMIC STOKES SENTIMENT FOR BREAK-UP OF UNION IN SCOTLAND

Percent who agree

The UK Government's handling of the pandemic has made me feel…

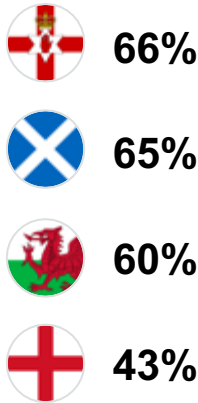|	Scotland	Northern Ireland	Wales
More in favour of **remaining in the UK**	29	26	27
More in favour of **independence from the UK**	45	33	30
Don't know	6	7	12
No difference	20	34	31

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THERE IS A SENSE OF UNFAIRNESS SURROUNDING THE TREATMENT OF EACH NATION BY THE GOVERNMENT
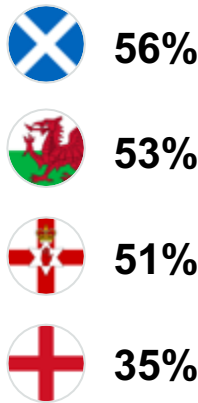
Percent who agree

The UK Government **prioritises the needs of some nations** over others

45%

66%
65%
60%
43%

The UK Government <u>does not</u> provide **enough financial support** to the devolved governments
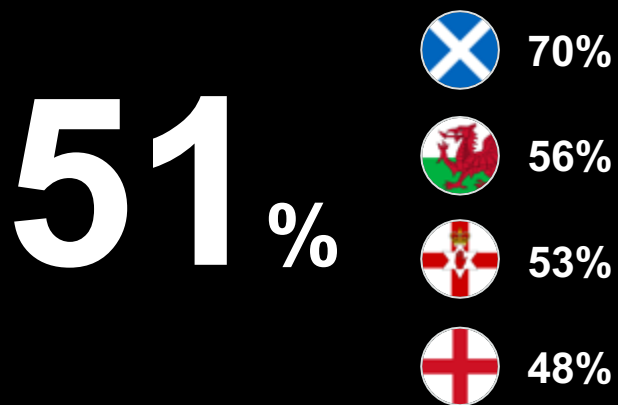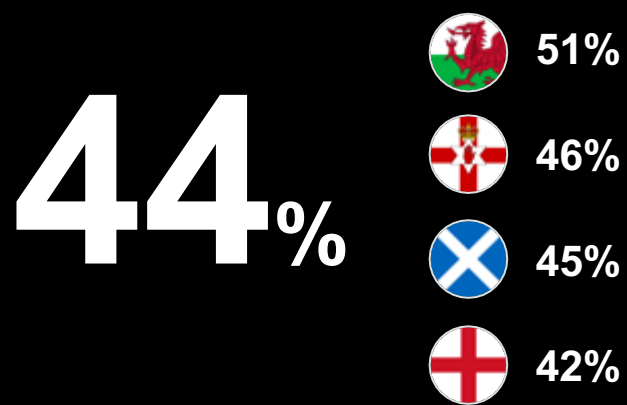
37%

56%
53%
51%
35%

THOUGH COLLABORATION BETWEEN WESTMINSTER AND THE DEVOLVED GOVERNMENTS WOULD NEED TO IMPROVE

Percent who agree

The UK Government **does not work well** with the leaders of Scotland, Wales and Northern Ireland

The working relationship between the UK Government and devolved nations during the pandemic has made me **more negative** about the UK

The working relationship between the UK Government and devolved nations during the pandemic has made me **more in favor of independence** from the UK
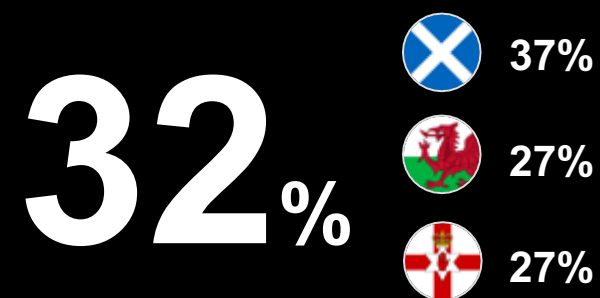
51%

- 70%
- 56%
- 53%
- 48%

44%

- 51%
- 46%
- 45%
- 42%

32%

- 37%
- 27%
- 27%

2021 UK Trust Supplement. QY1: Thinking about the nations and regions that make up the UK, please select where your opinion falls on the scale between the two opposing descriptions? 7-point scale; top 3 box, agree QY4: What impact, if any, has each of the following had on your views of the United Kingdom? 5-point scale; bottom 2 box, more negative. QY5: What impact, if any, has each of the following had on your views of [X Country] leaving the UK? 5-point scale; top 2 box, more in favour of independence. General population, UK and boosted Scotland, Wales and Northern Ireland samples.

MANY BELIEVE POWER SHOULD BE DEVOLVED, WITH UK GOVERNMENT PERCEIVED TO LACK LOCAL KNOWLEDGE

Percent who agree
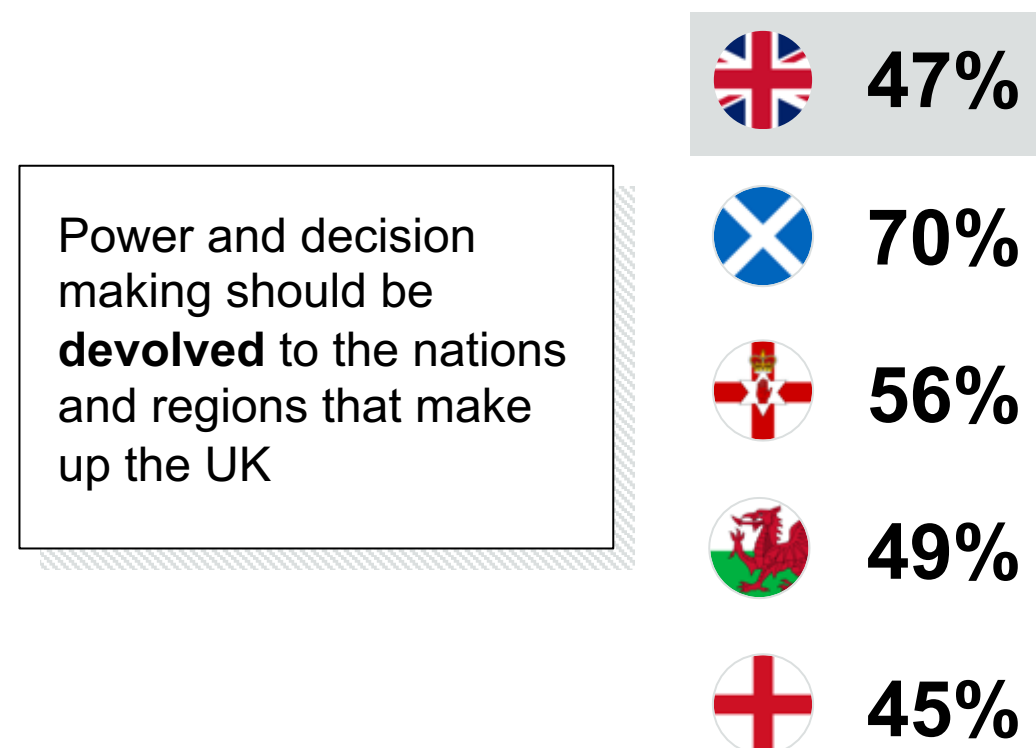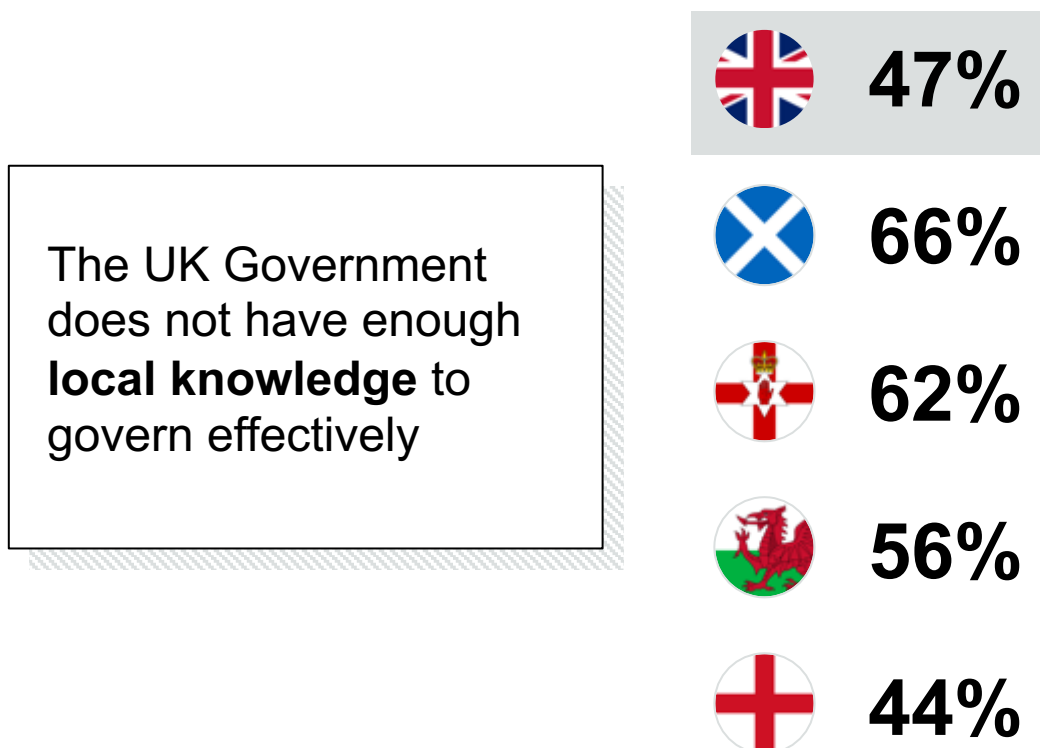
🇬🇧	**47%**
Scotland	**66%**
Northern Ireland	**62%**
Wales	**56%**
England	**44%**

The UK Government does not have enough **local knowledge** to govern effectively

🇬🇧	**47%**
Scotland	**70%**
Northern Ireland	**56%**
Wales	**49%**
England	**45%**

Power and decision making should be **devolved** to the nations and regions that make up the UK

THERE IS A SENSE OF UNFAIRNESS SURROUNDING THE TREATMENT OF EACH NATION BY THE GOVERNMENT

Percent who agree

The UK Government **prioritises the needs of some nations** over others

45%

- 66%
- 65%
- 60%
- 43%

The UK Government <u>does not</u> provide **enough financial support** to the devolved governments

37%

- 56%
- 53%
- 51%
- 35%

2021 UK Trust Supplement. QY1: Thinking about the nations and regions that make up the UK, please select where your opinion falls on the scale between the two opposing descriptions? 7-point scale; top 3 box, agree. General population, UK and boosted Scotland, Wales and Northern Ireland samples.

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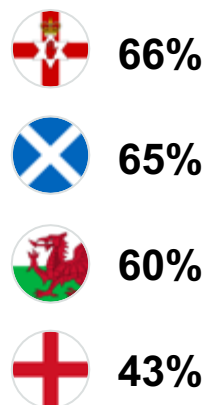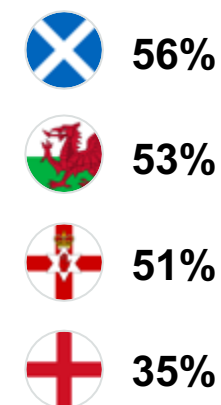
UK-WIDE MEDIA FALLS SHORT ON REPRESENTATION OF ALL NATIONS & REGIONS IN THE UK

Percent who agree

1 in 2 Think the UK-wide media does **a bad job** of representing all the nations and regions that make up the UK

49%   66%   61%   59%   47%

1 in 2 Said they would like to see **more** in UK-wide media about the nations and regions that make up the UK

45%   59%   52%   52%   43%

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HOWEVER PUBLIC SPLIT ON QUESTION OF INDEPENDENCE

- — 0 — +

Net for/against independence
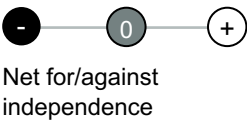
How would you vote in a referendum for [X] to leave the union of the UK?

	Scotland	Wales	Northern Ireland
Net score	-1	-33	-35
For independence	40	25	24
Against independence	41	58	59
Undecided / Don't know	20	17	17

2021 UK Trust Supplement. QY3: If there was a referendum today on each country leaving the union of the UK, what would be your response? In favour, against, undecided/don't know.
General population, UK and boosted Scotland, Wales and Northern Ireland samples.

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VACCINE HESITANCY EXPOSED

THE MAJORITY WOULD TAKE THE COVID-19 VACCINE BUT THERE ARE STARK DIFFERENCES BETWEEN DEMOGRAPHIC GROUPS

82%

would take the COVID-19 vaccine if it was made available to them today

Undecided: 9%
No: 9%

Percent who say they will take the COVID-19 vaccine

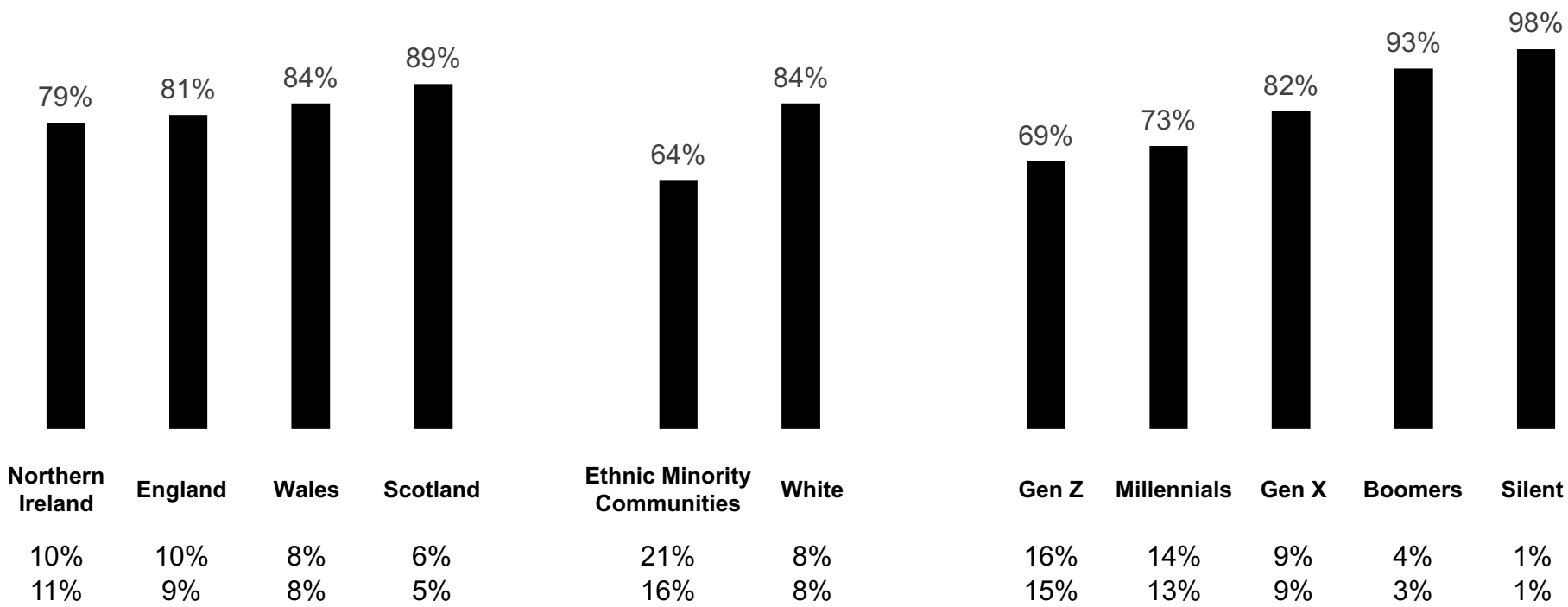|	Northern Ireland	England	Wales	Scotland	Ethnic Minority Communities	White	Gen Z	Millennials	Gen X	Boomers	Silent
Yes	79%	81%	84%	89%	64%	84%	69%	73%	82%	93%	98%
Undecided	10%	10%	8%	6%	21%	8%	16%	14%	9%	4%	1%
No	11%	9%	8%	5%	16%	8%	15%	13%	9%	3%	1%

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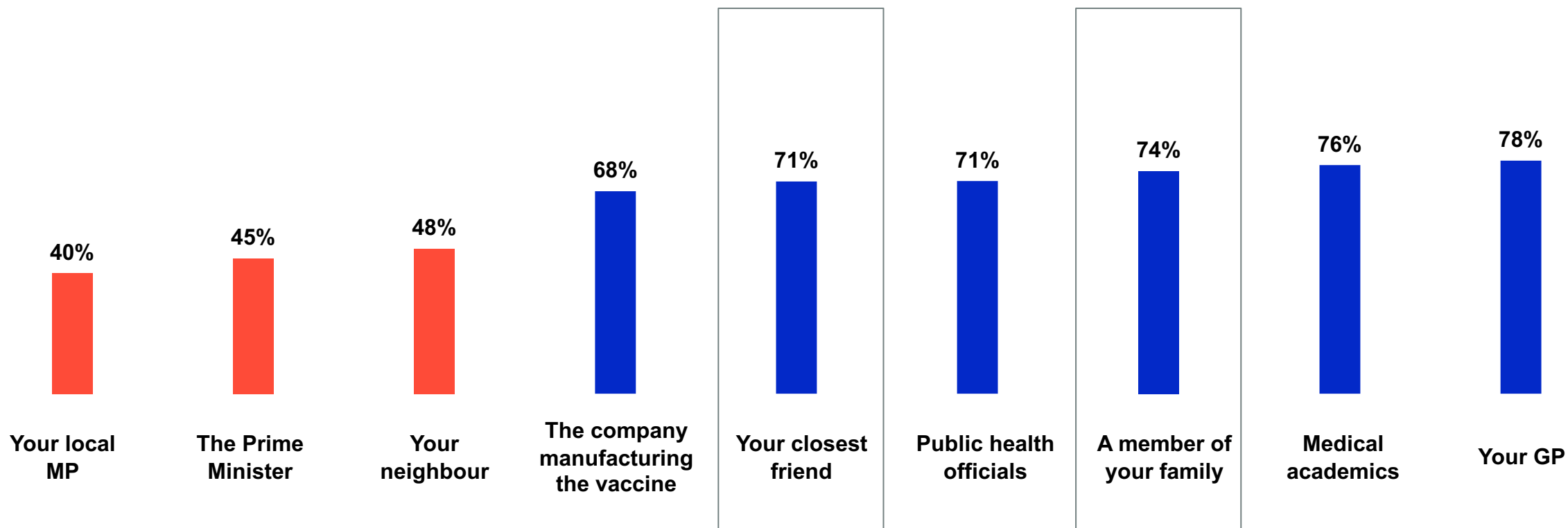
WORD-OF-MOUTH CRITICAL FOR YOUNGER GENERATIONS, WHO ARE LESS TRUSTING OF EXPERT VOICES

Percent trust in each spokesperson to convey that the COVID-19 vaccine is safe and effective

Distrust   Neutral   Trust

■ Gen X, Boomers, Silent   ■ Gen Z / Millennials

The Prime Minister	Your local MP	The company manufacturing the vaccine	Public health officials	Your closest friend	Your GP	Medical academics	A member of your family
46% 43%	38% 44%	72% 61%	74% 66%	71% 71%	81% 71%	79% 72%	75% 73%
-3	+6	-11	-8	-	-10	-7	-2
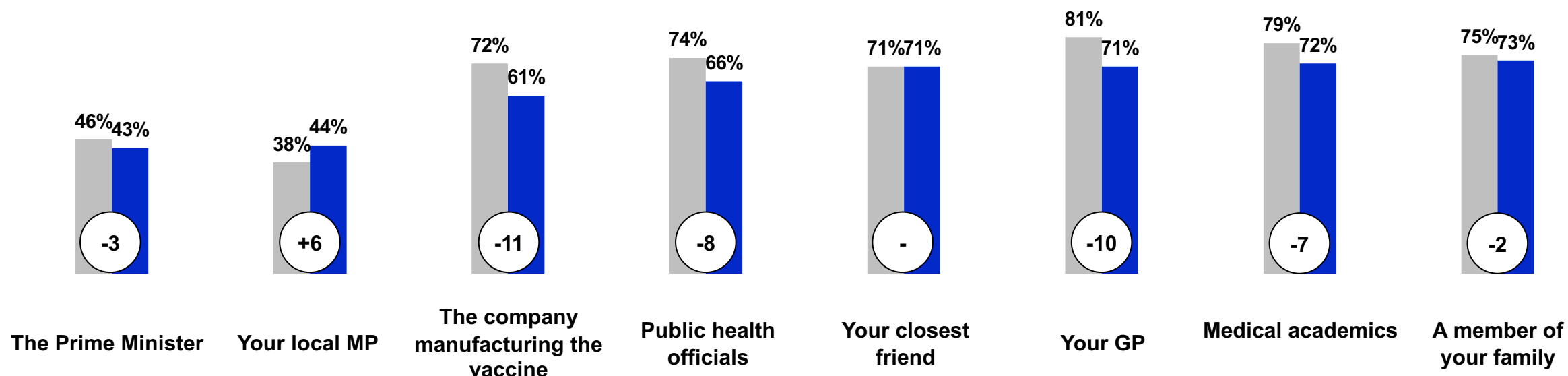
WORD-OF-MOUTH CRITICAL FOR ETHNIC MINORITY COMMUNITIES, WHO ARE LESS TRUSTING OF MEDICAL VOICES

Percent trust in each spokesperson to convey that the COVID-19 vaccine is safe and effective

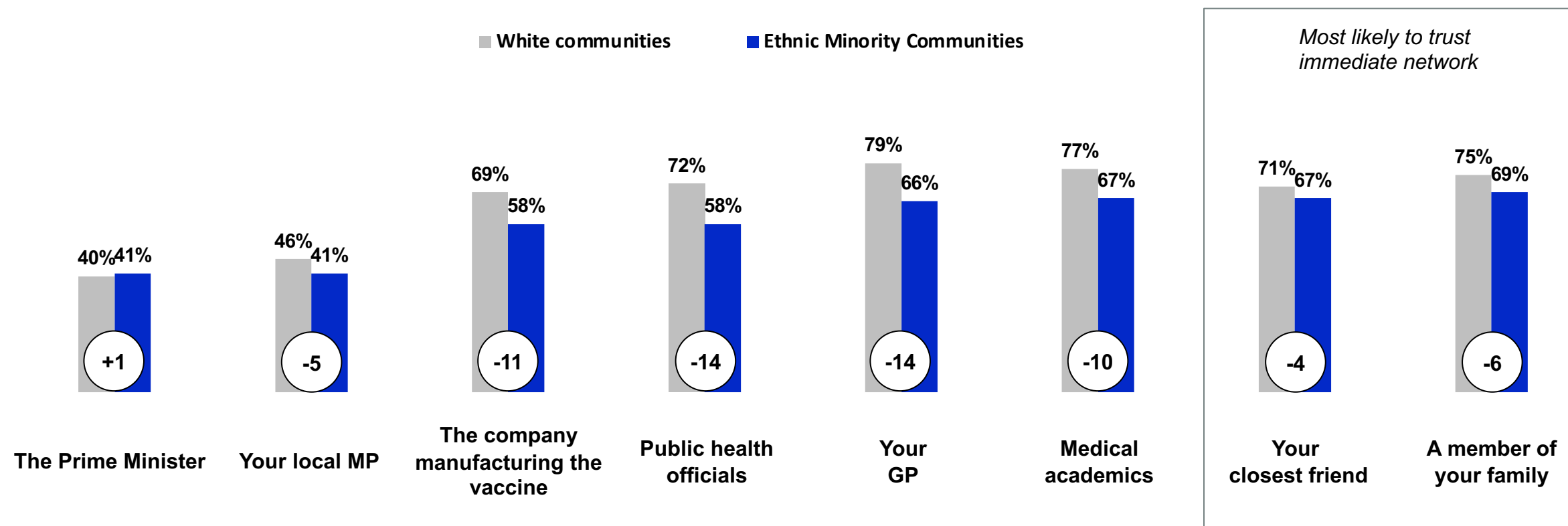■ White communities   ■ Ethnic Minority Communities

Most likely to trust immediate network

The Prime Minister	Your local MP	The company manufacturing the vaccine	Public health officials	Your GP	Medical academics	Your closest friend	A member of your family
40% / 41%	46% / 41%	69% / 58%	72% / 58%	79% / 66%	77% / 67%	71% / 67%	75% / 69%
+1	-5	-11	-14	-14	-10	-4	-6

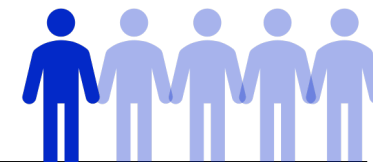# TACKLING CLIMATE CHANGE SEEN AS AN URGENT PRIORITY AMONG UK PUBLIC

Percent agree

2 in 3 Said tackling climate change is **more urgent now** than ever before (66%)

1 in 5 Said the COVID-19 pandemic has made them **more aware of the impact** of climate change (40%)

2021 Edelman Trust Barometer UK supplement. Q26X- Now, thinking specifically about climate change, to what extent do you agree or disagree with each of the following? 9pt scale; Top 4 Box, agree. Base UK: General population (2,014)

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YET PEOPLE ARE PESSIMISTIC ABOUT THE UK'S CURRENT PROGRESS

Percent agree

The UK is **making progress** towards tackling climate change

Climate change **will improve** in my lifetime

48%

33%

2021 Edelman Trust Barometer UK supplement. Q26X- Now, thinking specifically about climate change, to what extent do you agree or disagree with each of the following? 9pt scale; Top 4 Box, agree. Base UK: General population (2,014)
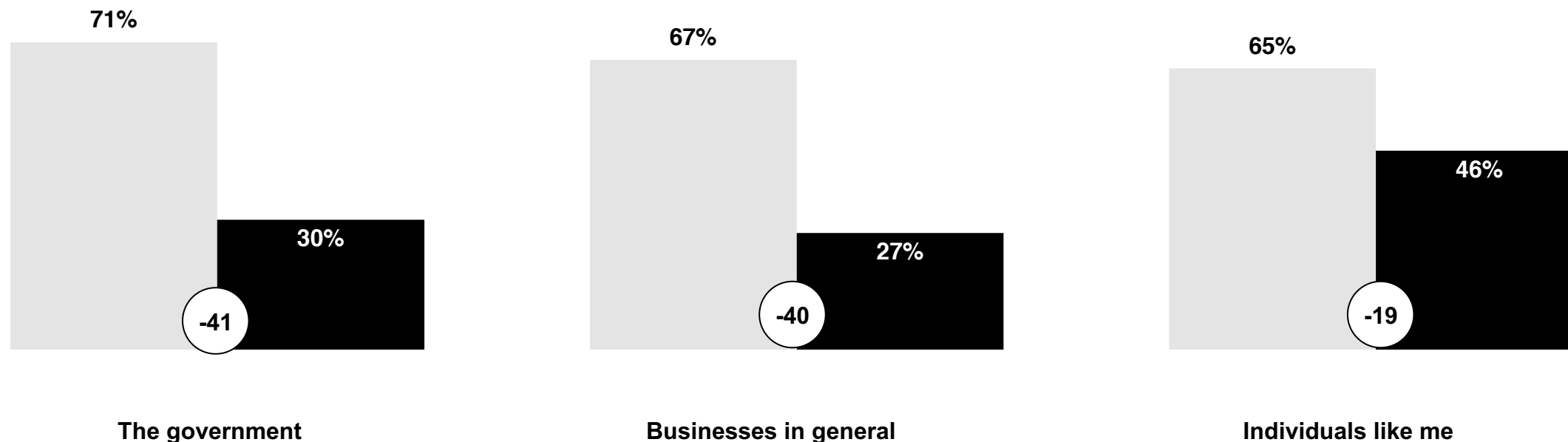
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BRITS BELIEVE GOVERNMENT AND BUSINESS FALL SHORT ON THEIR RESPONSIBILITY AND SHOULD DO MORE

Percent agree

■ Expectation: It is [x]'s responsibility to tackle climate change   ■ Performance: [x] is currently doing enough to tackle climate change

71%   30%   -41

67%   27%   -40

65%   46%   -19

The government   **Businesses in general**   **Individuals like me**

2021 Edelman Trust Barometer UK supplementQ27r: X- Now, thinking specifically about responsibility for tackling climate change, to what extent do you agree or disagree with each of the following? 9pt scale; Top 4 Box, agree. Base UK: General population (2,014)

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COLLABORATION BETWEEN GOVERNMENT AND BUSINESS IS NEEDED TO SOLVE ENVIRONMENTAL ISSUES

Percent in the UK who believe businesses and government should
<u>work together</u> to solve climate change

78%
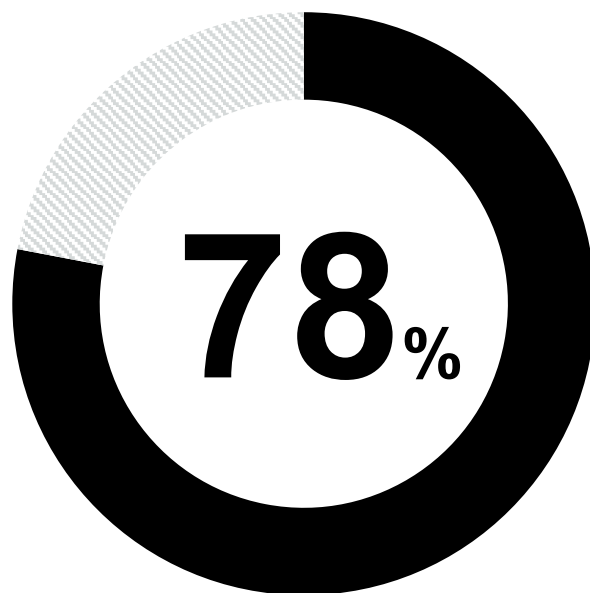
*To tackle climate change,
the UK should most urgently …*

Reducing plastic waste	51
Investing in renewable energy	47
Reducing air pollution (carbon emissions)	40
Stop deforestation	39
Cut fossil-fuels	36

THE BRITISH PUBLIC RECOGNISE THEIR OWN PERSONAL RESPONSIBILITY

Percent agree

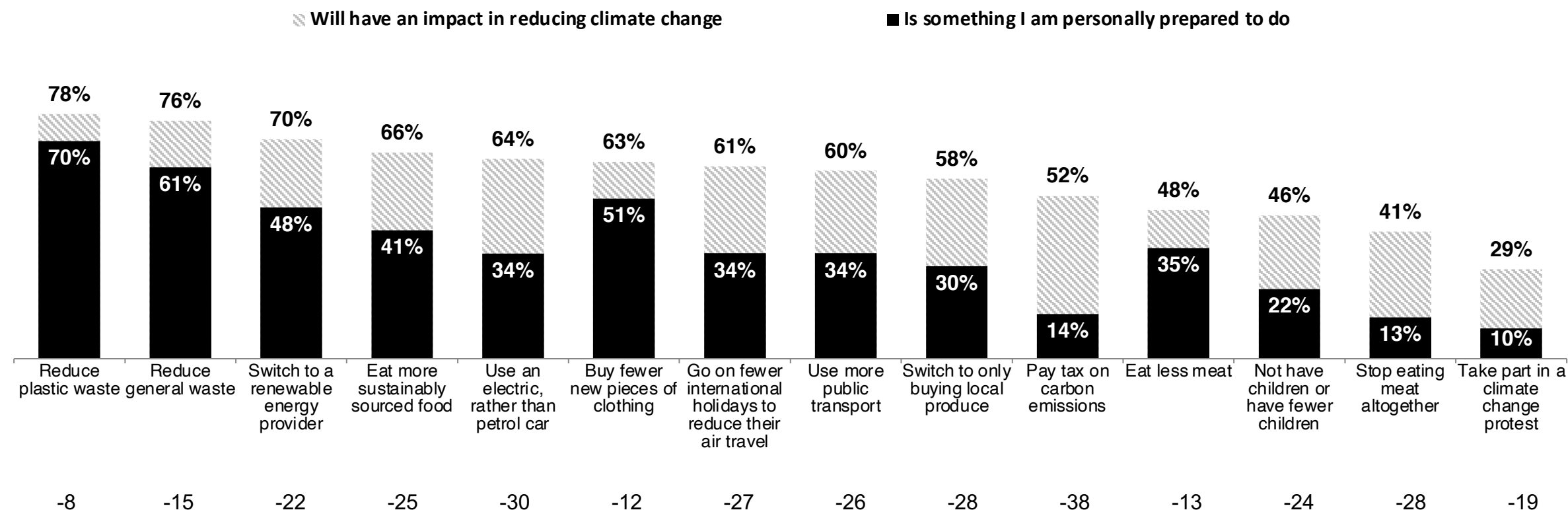I understand how I **can personally contribute** to tackling climate change

⊥

64%

I am **personally taking steps to help** tackle climate change

⊥

63%

2021 Edelman Trust Barometer UK supplement. Q27r: X- Now, thinking specifically about responsibility for tackling climate change, to what extent do you agree or disagree with each of the following? 9pt scale; Top 4 Box, agree. Base UK: General population (2,014)

THERE IS A GAP BETWEEN ACTIONS BELIEVED TO HAVE AN IMPACT AND WHAT PUBLIC PREPARED TO DO

Percent agree

▨ **Will have an impact in reducing climate change**   ■ **Is something I am personally prepared to do**

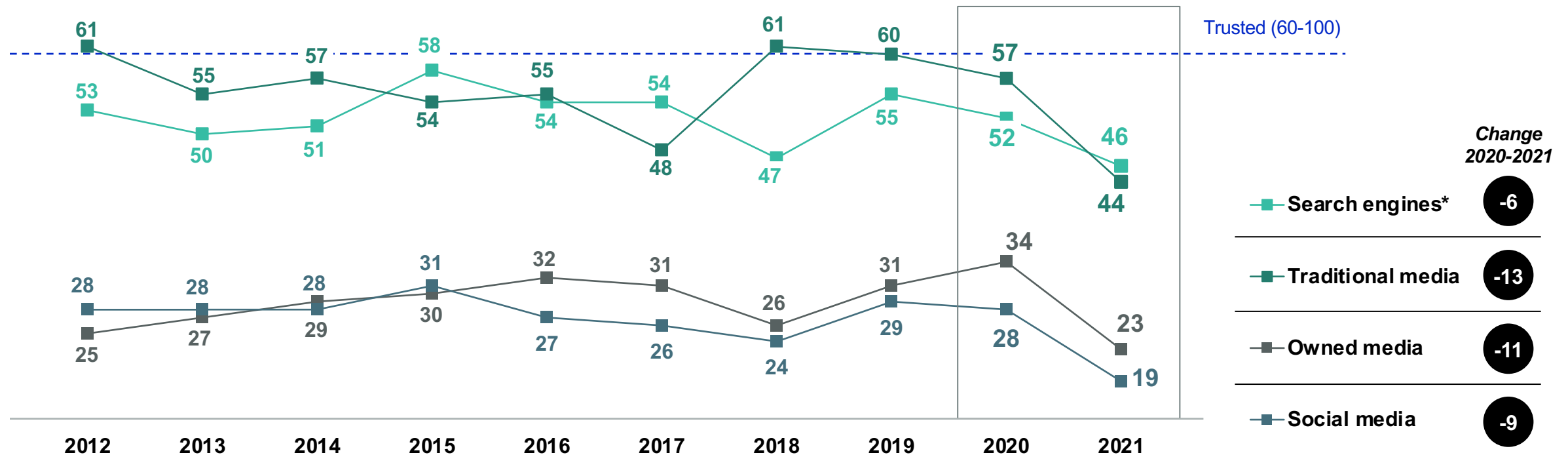| Action	Will have an impact	Personally prepared	Gap
Reduce plastic waste	78%	70%	-8
Reduce general waste	76%	61%	-15
Switch to a renewable energy provider	70%	48%	-22
Eat more sustainably sourced food	66%	41%	-25
Use an electric, rather than petrol car	64%	34%	-30
Buy fewer new pieces of clothing	63%	51%	-12
Go on fewer international holidays to reduce their air travel	61%	34%	-27
Use more public transport	60%	34%	-26
Switch to only buying local produce	58%	30%	-28
Pay tax on carbon emissions	52%	14%	-38
Eat less meat	48%	35%	-13
Not have children or have fewer children	46%	22%	-24
Stop eating meat altogether	41%	13%	-28
Take part in a climate change protest	29%	10%	-19

RAGING INFODEMIC FEEDS MISTRUST

TRUST IN ALL INFORMATION SOURCES AT RECORD LOWS

Percent trust in each source for general news and information, in the UK

Trusted (60-100)

Change 2020-2021

Search engines* **-6**

Traditional media **-13**

Owned media **-11**

Social media **-9**

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021

NEWS ORGANISATIONS SEEN AS BIASED

Percent who agree, in the UK

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

Most **news organisations** are more concerned with **supporting an ideology** or political position than with informing the public

The media is **not** doing well at **being objective** and non-partisan

54%

56%

69%

PRIORITIES SHIFT: MY INFORMATION LITERACY NOW MATTERS MORE

Change in importance since last year (more important minus less important)

| Change in importance since the start of the year in the UK…	Net change	More Important	Less Important
Prioritizing my family and their needs	+50	56	6
Being politically aware	+31	40	9
Increasing my **media and information literacy**	+26	34	8
Speaking out when I see need for changes and reforms	+19	28	9
Increasing my **science literacy**	+18	29	11

IN THE UK, LESS THAN 1 IN 4 HAVE GOOD INFORMATION HYGIENE

Percent in each segment

Information hygiene:

1. News engagement

2. Avoid information echo chambers
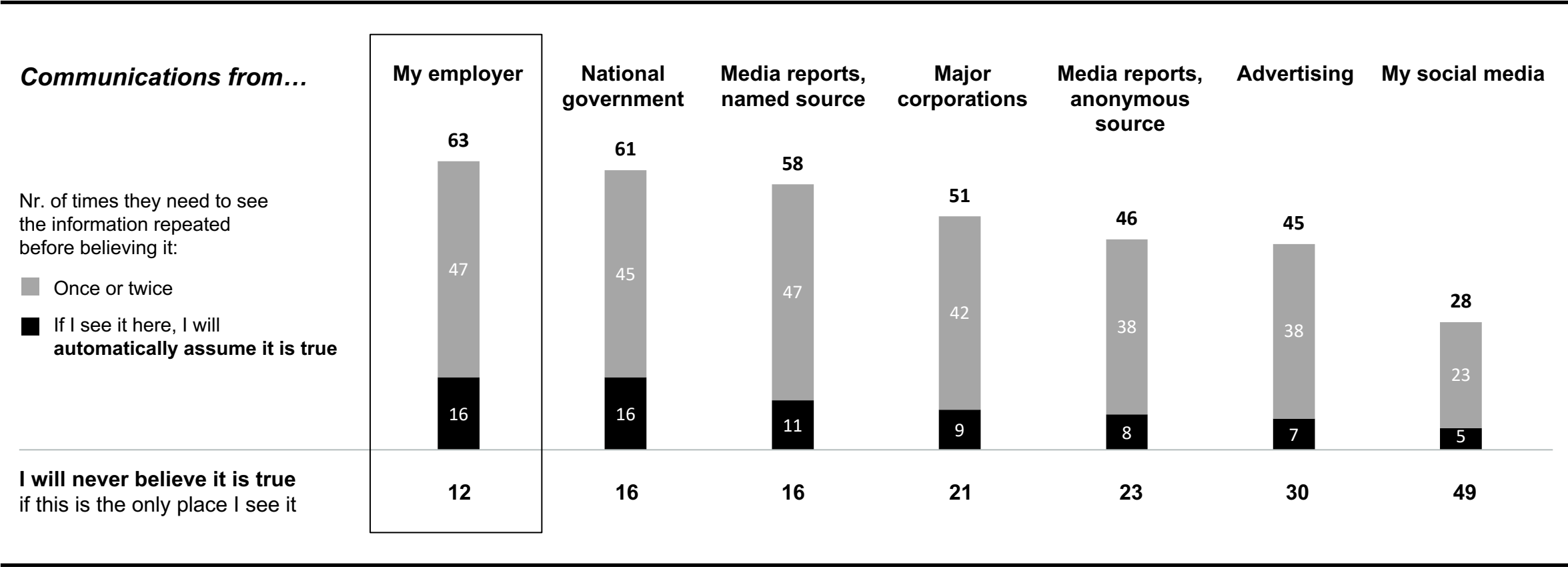
3. Verify information

4. Do not amplify unvetted information

46	32	22
Poor information hygiene	**Moderate** information hygiene	**Good** information hygiene
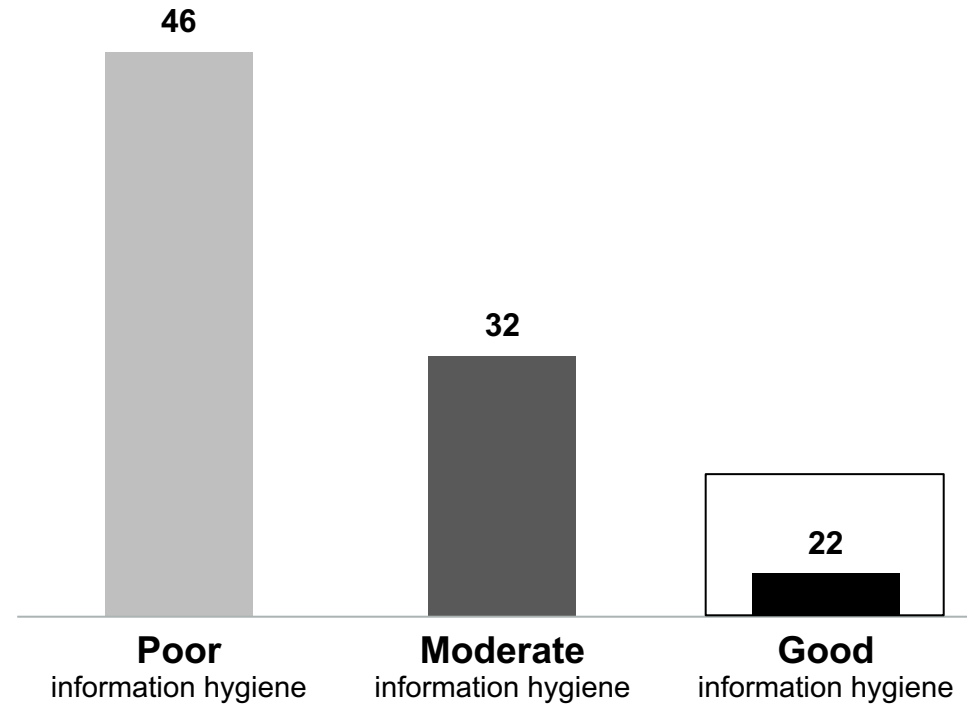
45% of respondents **share or forward news items** that they find to be interesting.

Of those, **only 23%** have good information hygiene

2021 Edelman Trust Barometer. MED_SEG_OFT. How often do you engage in the following activities related to news and information? Indicate your answer using the 7-point scale below. 7-point scale; top 5 box, several times a month or more. General population, UK. For full details on how the Information Hygiene Scale was built, please refer to the Technical Appendix.

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EMPLOYER MEDIA MOST BELIEVABLE

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

Communications from…

	My employer	National government	Media reports, named source	Major corporations	Media reports, anonymous source	Advertising	My social media
	63	61	58	51	46	45	28
Once or twice	47	45	47	42	38	38	23
If I see it here, I will **automatically assume it is true**	16	16	11	9	8	7	5
I will never believe it is true if this is the only place I see it	12	16	16	21	23	30	49

Nr. of times they need to see the information repeated before believing it:

A NEW MANDATE FOR BUSINESS

BUSINESS EXPECTED TO FILL VOID LEFT BY GOVERNMENT

Percent who agree, in the UK

CEOs should step in when the government does not fix societal problems

⊥

59%

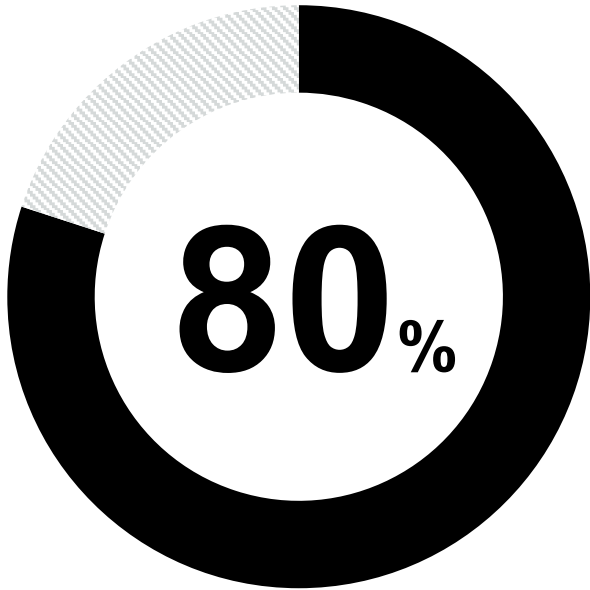**CEOs should take the lead** on change rather than waiting for government to impose change on them

⊥

60%

CEOs should hold themselves accountable to the public and not just to the board of directors or shareholders

⊥

63%

CEOS MUST LEAD ON SOCIETAL ISSUES

Percent in the UK who expect **CEOs to publicly speak out**
about one or more of these societal challenges

80%

Pandemic impact	58
Job automation	39
Local community issues	34
Societal issues	34

BUSINESS GAINS THE MOST TRUST BY BEING A GUARDIAN OF INFORMATION QUALITY

Percent increased likelihood of trusting business associated with performing well on each action

When these actions are performed well…	Increased likelihood of trust
Guarding information quality	**+5.8%**
Embracing sustainable practices	**+5.7%**
Robust COVID-19 health and safety response	**+4.8%**
Driving economic prosperity	**+4.7%**
Long-term thinking over short-term profits	**+4.6%**

EMPLOYEE EXPECTATIONS SHIFT: SAFETY AND UPSKILLING MATTER MORE

Change in importance since last year
(more important minus less important)

Change in importance as an employer attribute since the start of the year in the UK…

	Net change	*More Important*	*Less Important*
Keep workers, customers safe	**+42**	52	10
Regular employee communications	**+37**	46	9
Job skills training programmes	**+31**	41	10
Diverse, representative workforce	**+26**	37	11

CONSUMERS AND EMPLOYEES EXPECTED TO HAVE A SEAT AT THE TABLE

Percent who agree, in the UK

63%

Consumers …

58%

Employees …

have the power to force corporations to change

48% of those who are employed

I am more likely now than a year ago to voice my objections to management or **engage in workplace protest**

EMERGING FROM INFORMATION BANKRUPTCY

1

Business: Embrace expanded mandate

CEOs must lead on issues from sustainability and systemic racism to upskilling. Act first, talk after.

2

Lead with facts, act with empathy

Societal leaders must have the courage to provide straight talk, but also empathize and address people's fears.

3

Provide trustworthy content

All institutions must provide truthful, unbiased, reliable information.

4

Don't go it alone

Business, government, NGOs and others must find a common purpose and take collective action to solve societal problems.

TECHNICAL
APPENDIX

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2021 EDELMAN TRUST BAROMETER
SAMPLE SIZE, QUOTAS AND MARGIN OF ERROR

	General Population			Informed Public		
	Sample Size*	Quotas Set On**	Margin of Error	Sample Size*	Quotas Set On***	Margin of Error
Global	31,050	Age, Gender, Region	+/- 0.6% total sample +/- 0.8% half sample	6,000	Age, Education, Gender	+/- 1.3% total sample +/- 1.8% half sample
China and U.S.	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	500	Age, Education, Gender	+/- 4.4% total sample +/- 6.2% half sample
Nigeria	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	100	Age, Education, Gender	+/- 9.8% total sample +/- 13.9% half sample
All other countries	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	200	Age, Education, Gender	+/- 6.9% total sample +/- 9.8% half sample

NOTE: Questions that afforded respondents the opportunity to criticize their government were not asked in China, Russia and Thailand.

* Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.
** For the general population, there were additional quotas on ethnicity in the UK and U.S., and on nationality in the UAE and Saudi Arabia.
*** For the informed public, there were additional quotas on nationality in the UAE and Saudi Arabia.

2021 EDELMAN TRUST BAROMETER
HOW WE MEASURED INFORMATION HYGIENE

To determine whether respondents practiced good information hygiene, we measured four dimensions:

1. Regular engagement with news: Do they stay informed?

2. Engagement with differing points of view: Do they avoid information echo chambers?

3. Information verification: Do they avoid assuming something is true simply because it supports their point of view?

4. Avoids spreading misinformation: Do they check information veracity before forwarding content to others?

Each respondent's level of information hygiene was categorized based on their performance across the four dimensions:

- **Good:** Performs well on three or more dimensions

- **Moderate:** Performs well on any two dimensions

- **Poor:** Performs well on one or fewer dimensions

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1. News engagement *(does one or more of these several times a week or more)*

- "Read, view or listen to news and information produced by major news organizations or publications at the original source" MED_SEG_OFTr1

- "Read news and information from major news organizations sent to me by others or pushed to me on a news feed, social network platform or application" MED_SEG_OFTr2

- "Read, view or listen to news and information put out by major corporations regarding important social and political issues and events" MED_SEG_OFTr16

- "Listen to podcasts or read newsletters or blog posts put out by independent individuals whom I trust to keep me informed about important issues, but who do not work for a news media company" MED_SEG_OFTr17

2. Avoiding information echo chambers *(must say they do one or more of these)*

- "How often do you read or listen to information or points of view from people, media sources or organizations with whom you often disagree?" NEWS_DIS *(weekly or more)*

- "When someone you know sends you some information that supports a position that you do NOT believe, which of the following do you typically do with it?" POS_DIS *(study thoroughly)*

3. Verify information *(must say they do two or more of these)*

- "Confirm that a news story is really true by looking across multiple information sources" MED_SEG_OFTr15 *(several times a week or more)*

- "When someone you know sends you some information that supports a position you believe, which of the following do you typically do with it?" POS_BEL *(use fact-checking sites and/or verify from people I know and/or go to original source material)*

4. Do not amplify unvetted information *(must never do this)*

- "Pass on news and information to others without first checking its accuracy or the integrity of the source" MED_SEG_OFTr18

HOW WE PLOTTED THE INSTITUTIONAL COMPETENCE AND ETHICS SCORES

The competence score (the x-axis of the plot): An institution's competence score is a net of the top 3 box (AGREE) minus the bottom 3 box (DISAGREE) responses to the question "To what extent do you agree with the following statement? *[INSTITUTION] in general is good at what it does*". The resulting net score was then subtracted by 50 so that the dividing line between more competent and less competent institutions crossed the y-axis at zero.

The net ethical score (the y-axis of the plot): The ethics dimension is defined by four separate items. For each item, a net score was calculated by taking the top 5 box percentage representing a positive ethical perception minus the bottom 5 box percentage representing a negative ethical perception. The y-axis value is an average across those 4 net scores. Scores higher than zero indicate an institution that is perceived as ethical.

Respondents were asked:

In thinking about why you do or do not trust *[INSTITUTION]*, please specify where you think they fall on the scale between the two opposing descriptions. *(Please use the slider to indicate where you think [INSTITUTION] falls between the two extreme end points of each scale.)*

DIMENSION	ETHICAL PERCEPTION	UNETHICAL PERCEPTION
Purpose-Driven	Highly effective agent of positive change	Completely ineffective agent of positive change
Honest	Honest and fair	Corrupt and biased
Vision	Has a vision for the future that I believe in	Does not have a vision for the future that I believe in
Fairness	Serves the interests of everyone equally and fairly	Serves the interests of only certain groups of people

2021 EDELMAN TRUST BAROMETER

HOW WE CALCULATED INCREASED LIKELIHOOD TO TRUST BUSINESS

Respondents were asked to evaluate the performance of business as an institution against a variety of behavioral expectations. These performance scores were then incorporated into a discrete choice analysis to determine which behaviors, if done well, would provide the greatest boost to trust in business.

The top five performance drivers of trust, defined in terms of marginal effect on likelihood to trust associated with doing that behavior well, are displayed on the slide.

> ### *Respondents were asked:*
>
> How well do you feel business is currently doing each of the following? Please indicate your answer using the 5-point scale below where 1 means the institution is "failing at this" and 5 means the institution is "doing this very well".

Full list of behaviors examined (top 5 highlighted in bold)

1. **Meeting your overall expectations for how they should be responding to the health and public safety aspects of the COVID-19 pandemic**
2. Meeting your overall expectations for how they should be responding to the economic consequences of the COVID-19 pandemic
3. Partnering with other organizations and societal institutions, even if they might be competitors, to mount the strongest and most effective responses possible to our societal challenges
4. Stepping in to fill leadership voids and policy gaps left by government
5. Doing everything they can to ensure the safety and wellbeing of our people and communities
6. Identifying and addressing systemic inequalities, unfair treatment, and prejudices within society and in the business world
7. Shaping our culture for the better by inspiring positive change in how we see and treat ourselves and each other
8. Developing new solutions to help address our country's problems
9. Working to benefit their employees, customers, and local community, in addition to their owners and shareholders
10. Putting people before profits
11. **Being the guardian of information quality, working to ensure that only true, verified information is being shared and circulated**
12. **Driving the economic prosperity of our country**
13. Working to ensure that our workers have the skills necessary to be competitive in the global job market
14. Investing in the local communities where they are headquartered or have large production facilities/offices
15. **Taking a long-term perspective when making business decisions versus focusing on short-term profits**
16. **Embracing sustainable practices across their business**

1 Freight Trucks Stopped In Operation Stack On M20 Motorway: *Andrew Aitchison/Getty Images* **2** Joe Biden and Running Mate Kamala Harris Deliver Remarks In Delaware: *Drew Angerer/Getty Images* **3** Frances Gogh receives the first of two Pfizer/BioNTech Covid-19 vaccine jabs: *Victoria Jone/Getty Images* **4** Trump Supporters Hold "Stop The Steal" Rally In DC Amid Ratification Of Presidential Election: Samuel Corum/Getty Images **5** Albert Bourla, CEO Pfizer, attends the 48th annual meeting of the World Economic Forum, WEF, in Davos, Switzerland: *Gian Ehrenzeller/AP* **6** YOOX Net-A-Porter Offices, London, United Kingdom. Architect: Grimshaw, 2017: *Anthony Weller/View Pictures/ Getty Images* **7** Due to Covid-19 pandemic closing announcement on a shop window in a shopping mall: *Annie Japaud/Getty Images* **8** Stock market or forex trading graph in graphic concept: *Berkah/Getty Images* **9** March On Washington To Protest Police Brutality: *Drew Angerer/Getty Images* **10** Shoppers in Beijing During Golden Week Holiday: *Bloomberg/Getty Images*

On the cover

1	2	3
4		5
	6	7
8	9	10