

Country Report

*Trust in the UK*



# 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

**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.

# 2022 Edelman Trust Barometer UK Supplement

## Methodology

### Online Survey in the UK

All fieldwork was conducted between 6 – 14 January 2022

**JAN**

This symbol denotes UK data from the Jan supplementary survey

### General Population

- **2,011** respondents
- Ages **18+**
- Nationally representative of the UK population in terms of gender, age, and region
- All slides show General Population unless otherwise noted

### High Net Worth

- Boost of 102 respondents with a household income of £100k+ and non-property assets of £650k + to create a total sample size of **149**

### Low Income Households

- Boost of 344 respondents with a household income of £15,000 or less to create a total sample size of **662**

### Gen Z

- Boost of 766 respondents to create total sample size of **1,004**



# UK TRUST IN GOVERNMENT TUMBLES

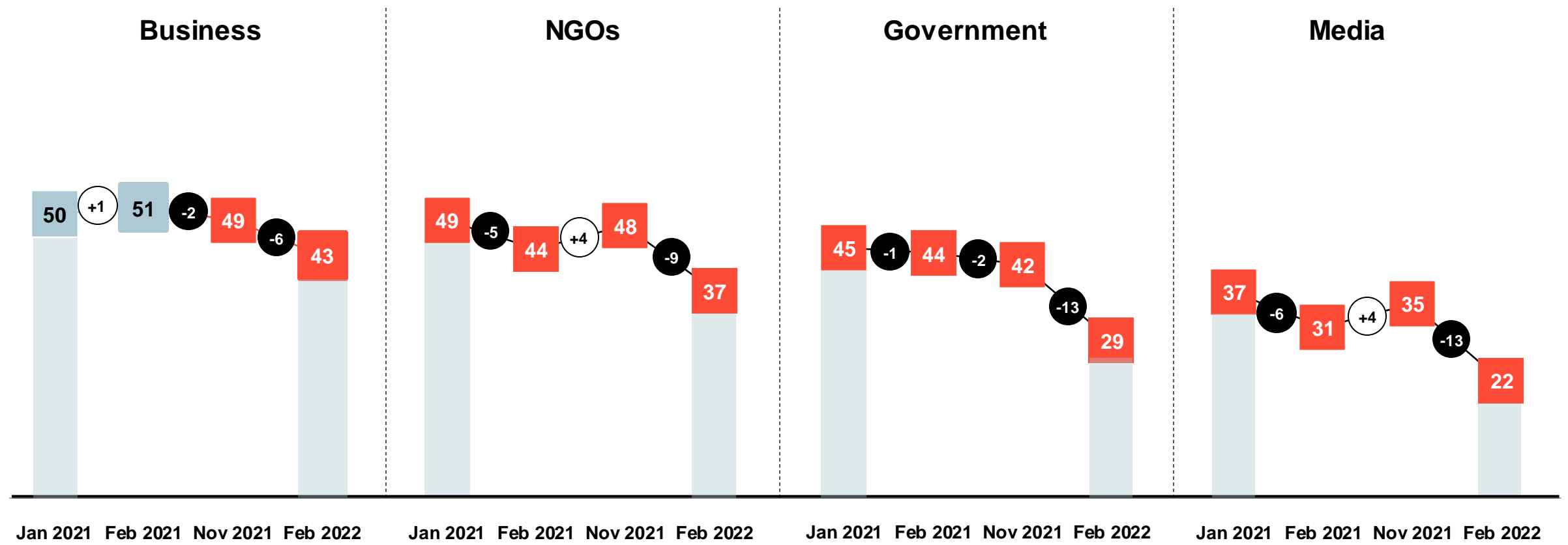
DOWNING  
STREET SW1  
CITY OF WESTMINSTER

WHITEHALL  
SW1

CITY OF WESTMINSTER

# TRUST IN GOVERNMENT AND MEDIA TUMBLES

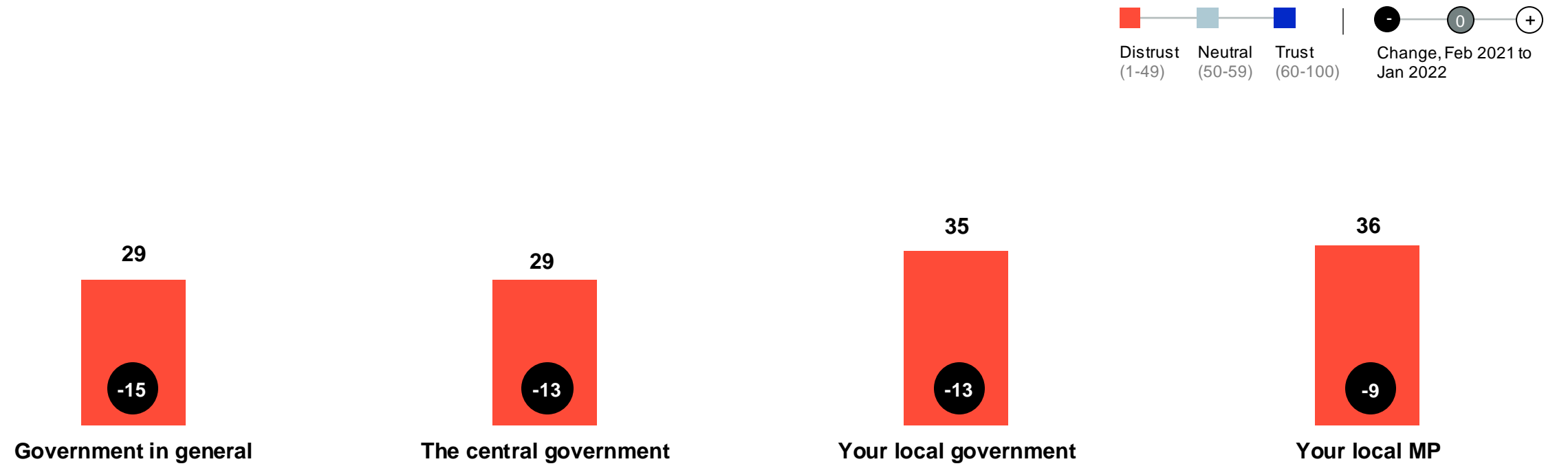
Percent trust, in the UK



2022 Edelman Trust Barometer UK Supplement. Q1. 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. Base UK: General population (2,011)

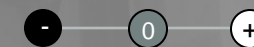
# TRUST DECLINES ACROSS ALL LEVELS OF GOVERNMENT

Percent trust, in the UK



# TRUST DECLINES FOR BOTH THE PRIME MINISTER AND THE LEADER OF THE OPPOSITION

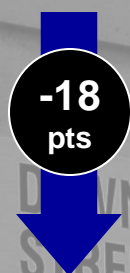
Percent who trust each political leader to do what is right



Change, Feb 2021 to Jan 2022

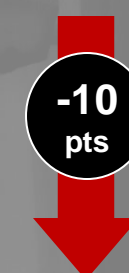
**Boris Johnson**

**22%**



**KEIR STARMER**

**26%**





**MEDIA FIND ITSELF LANGUISHING  
AT BOTTOM OF PILE**

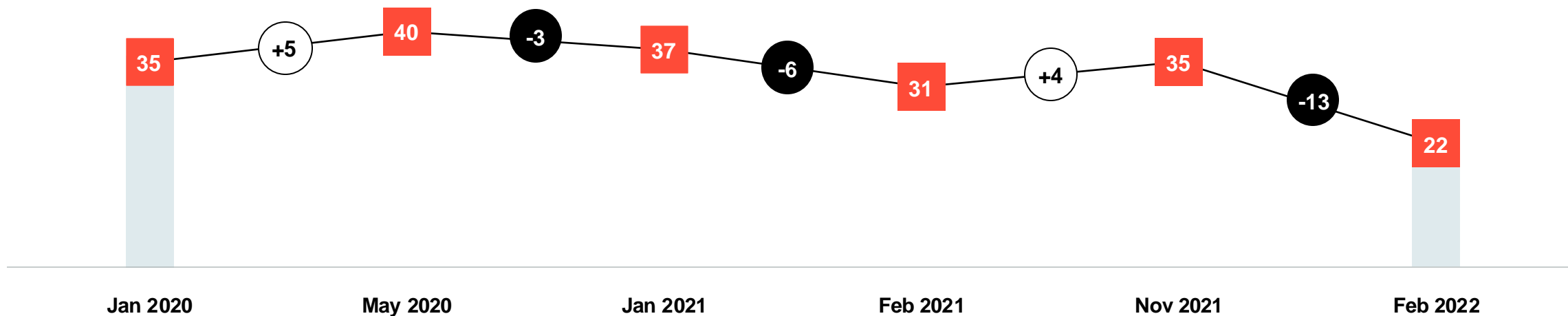


# TRUST IN UK MEDIA SUFFERS DOUBLE-DIGIT COLLAPSE

Percent trust, in the UK



## Trust in the Media

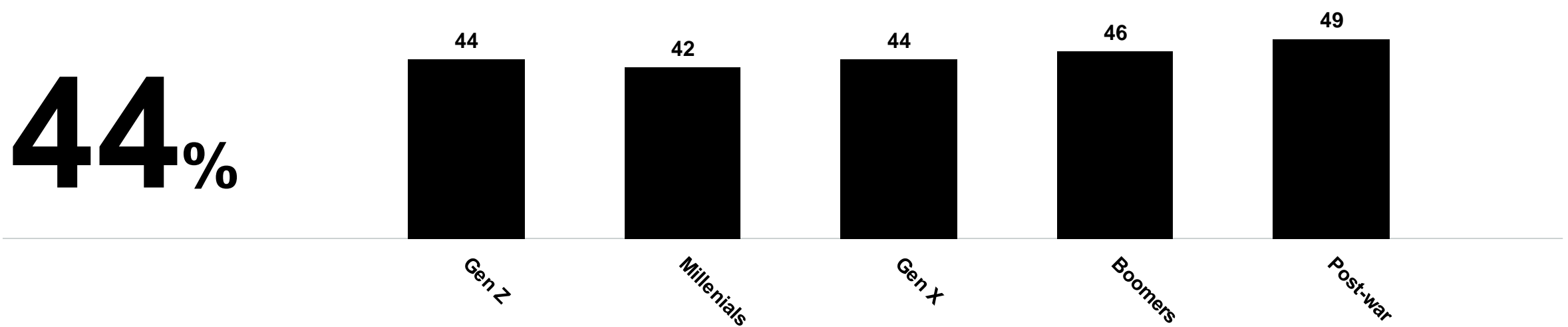


# TRUST IN NEWS DIPS ACROSS GENERATIONS

Percent who agree

I trust the news **less than I used to**

General Population



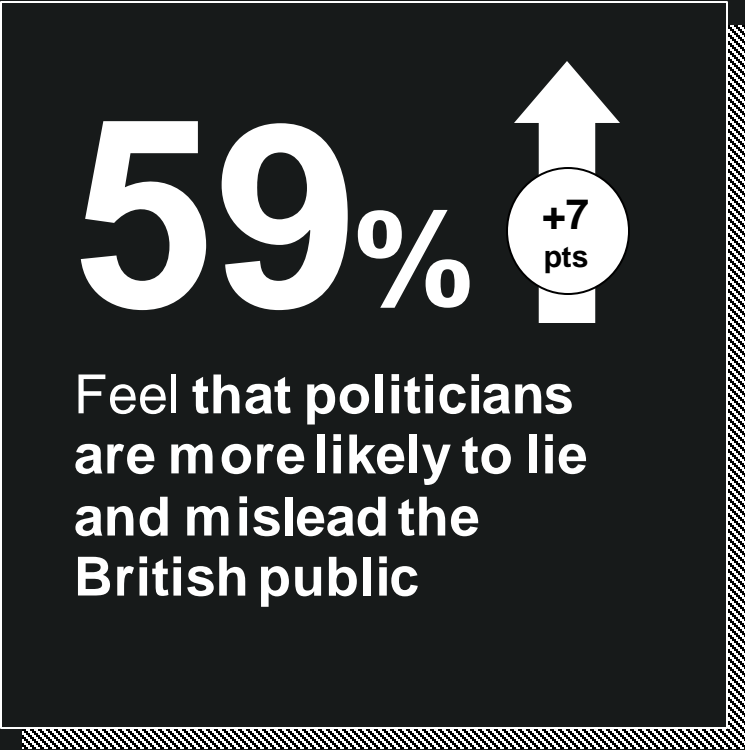
2022 Edelman Trust Barometer UK Supplement. Q17. How much do you agree or disagree with the following statements? Please use a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree.  
Base: UK General population (2,011), Gen Z Boost (1004), Millennials (560), Gen X (548), Boomers (587), Post-war (79)





**A BROKEN POLITICAL SYSTEM**

# BRITS FEEL THAT POLITICIANS ARE MORE LIKELY TO LIE AND MISLEAD THE PUBLIC



## Politicians are...

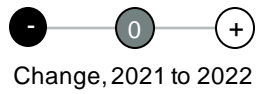
	2021	2022
A lot more likely to lie/mislead	30%	38%
A little more likely to lie/mislead	22%	21%
It hasn't changed	39%	35%
A little less likely to lie/mislead	6%	3%
A lot less likely to lie/mislead	4%	3%

**+8 pts**

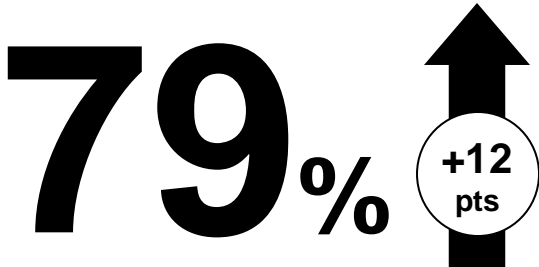


# PEOPLE INCREASINGLY BELIEVE THAT POLITICIANS ACTIONS ARE UNDERMINING TRUST

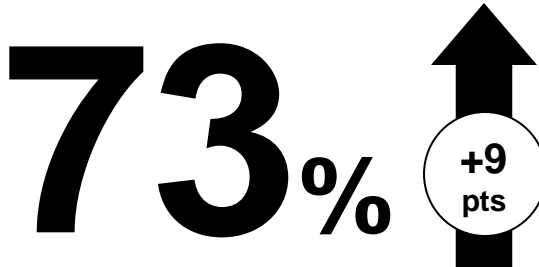
Percent who agree, in the UK



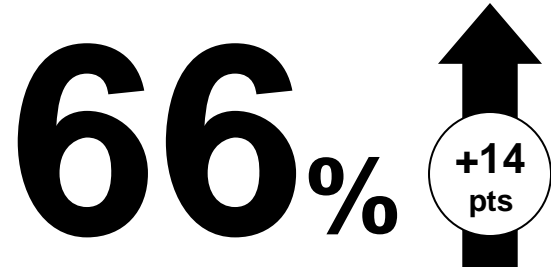
## Politicians are behaving in a way that...



undermines people's trust in government



makes society more divided



undermines democracy



# BRITS FEEL A STRONG SENSE OF POLITICAL DISENFRANCHISEMENT

Percent who agree, in the UK

I feel powerless as a citizen to affect change

⊥  
**57%**

I have the power to influence politics based on how I vote

⊥  
**31%**

The political system in the UK works in my favour

⊥  
**15%**

# PUBLIC CONVINCED THE UK IS ON THE WRONG TRACK

Percent who believe UK is on wrong/right track

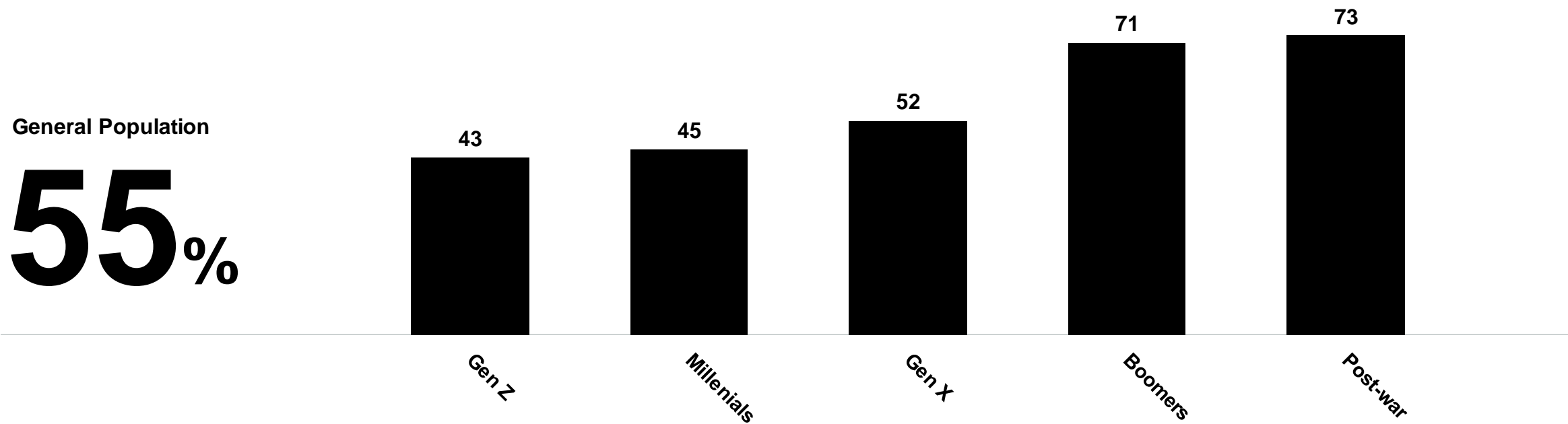
Change, Feb 2021 to Jan 2022



# MAJORITY THINK COVID VACCINE SHOULD BE MANDATORY

Percent who agree

The COVID-19 vaccine **should be mandatory in the UK**



2022 Edelman Trust Barometer UK Supplement. Q12: Still thinking about protecting yourself and others from COVID-19, how much do you agree or disagree with the following statements? Please use a nine-point scale where one means “strongly disagree” and nine means “strongly agree”. 9-point scale; top 4 box, agree. Base: UK General population (2,011), Gen Z Boost (1004), Millennials (560), Gen X (548), Boomers (587), Post-war (79)



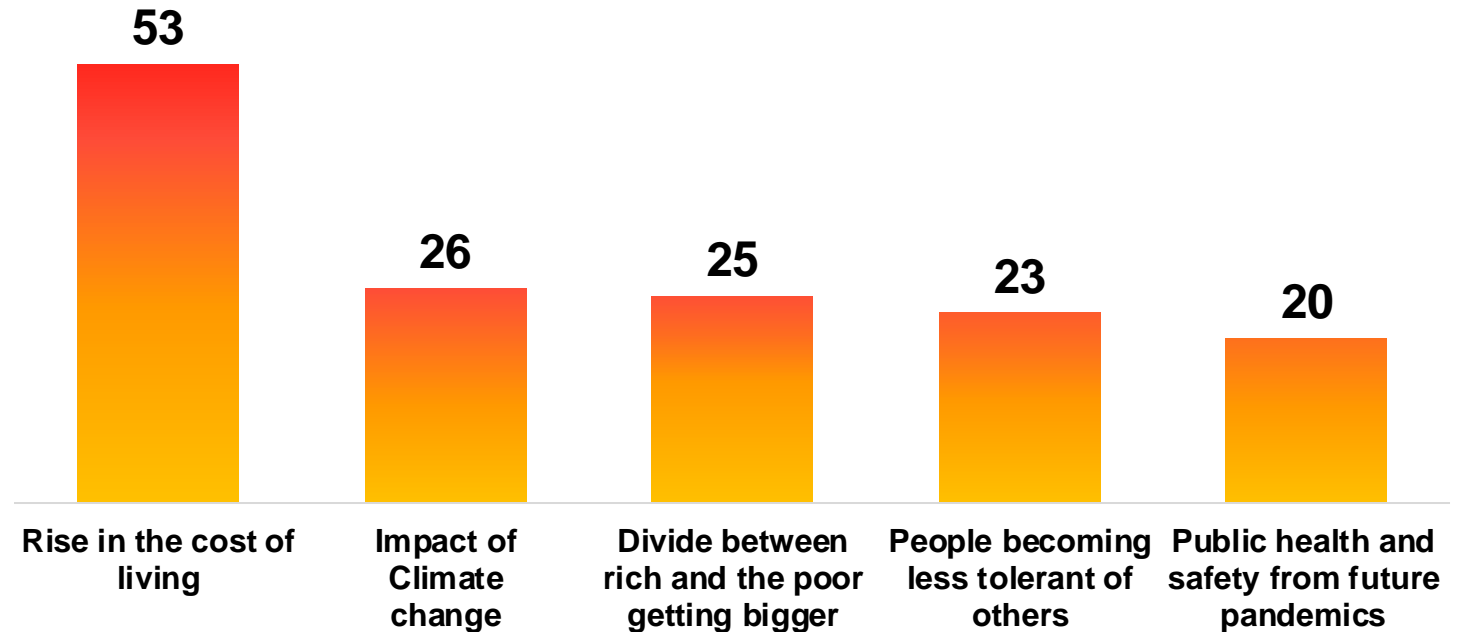




# **BRITS FEAR RISING COST OF LIVING**

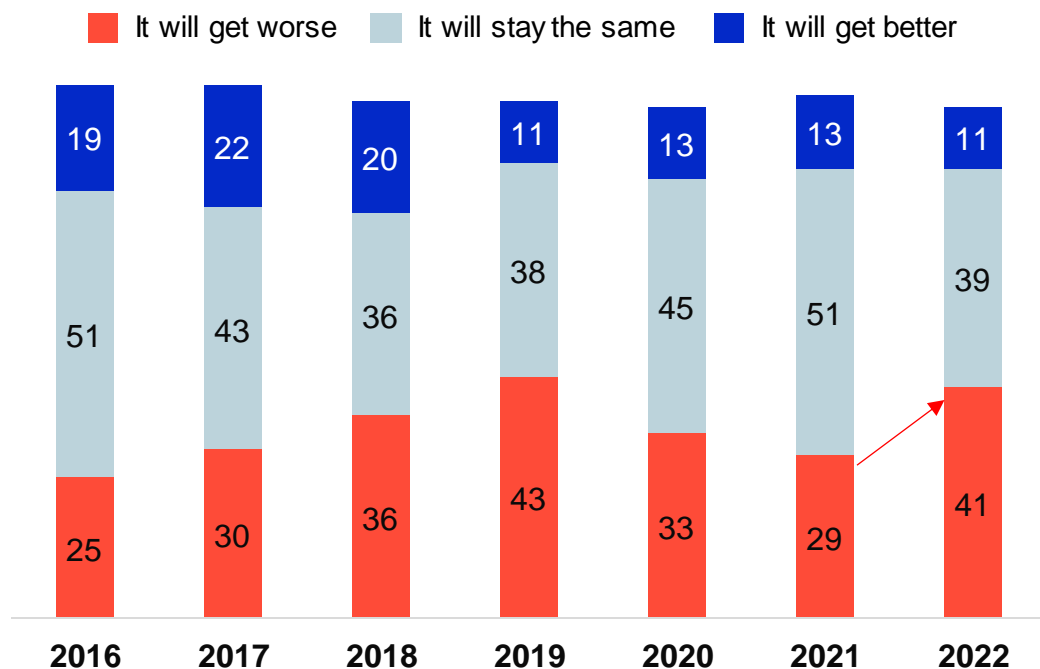
# RISING COST OF LIVING IS THE STANDOUT CONCERN AMONG BRITS

Percent who said each of the following is one of their biggest concerns, in the UK

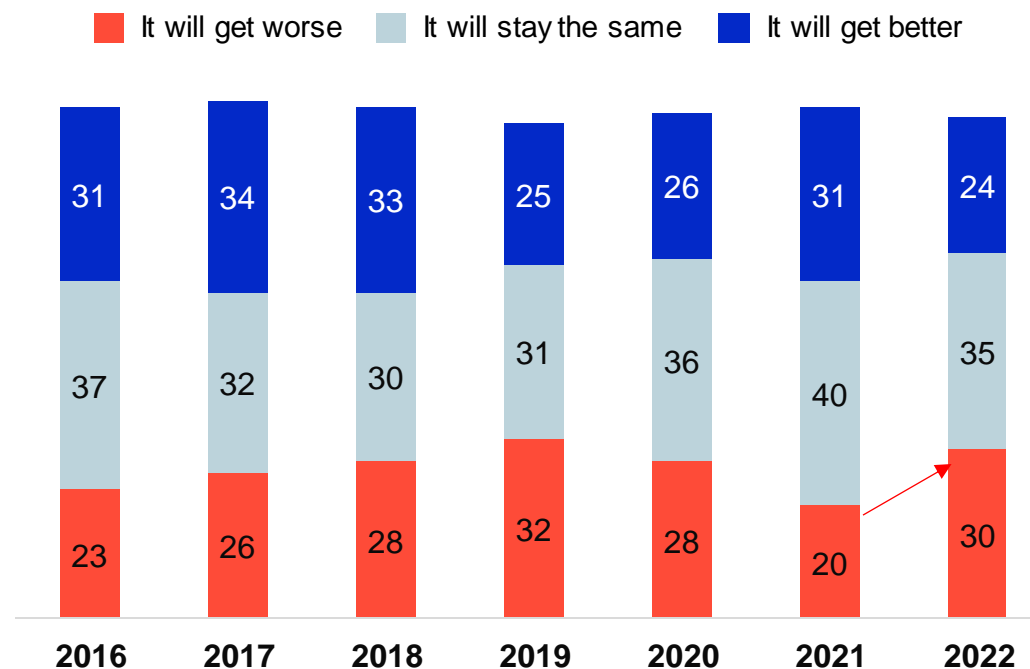


# PEOPLE BELIEVE THEIR STANDARD OF LIVING WILL GET WORSE IN THE SHORT AND MEDIUM TERM

### CHANGE IN STANDARD OF LIVING OVER THE NEXT YEAR



### CHANGE IN ECONOMIC PROSPECTS OVER THE NEXT 5 YEARS



2022 Edelman Trust Barometer UK Supplement. Q7. Do you feel your standard of living in terms of your level of wealth, comfort and access to material goods and necessities will get better, get worse or stay the same over the course of 2022? Q8. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? Base: UK General population (2,011)



**LOWER INCOME GROUPS THINK  
SYSTEM IS RIGGED AGAINST  
THEM**

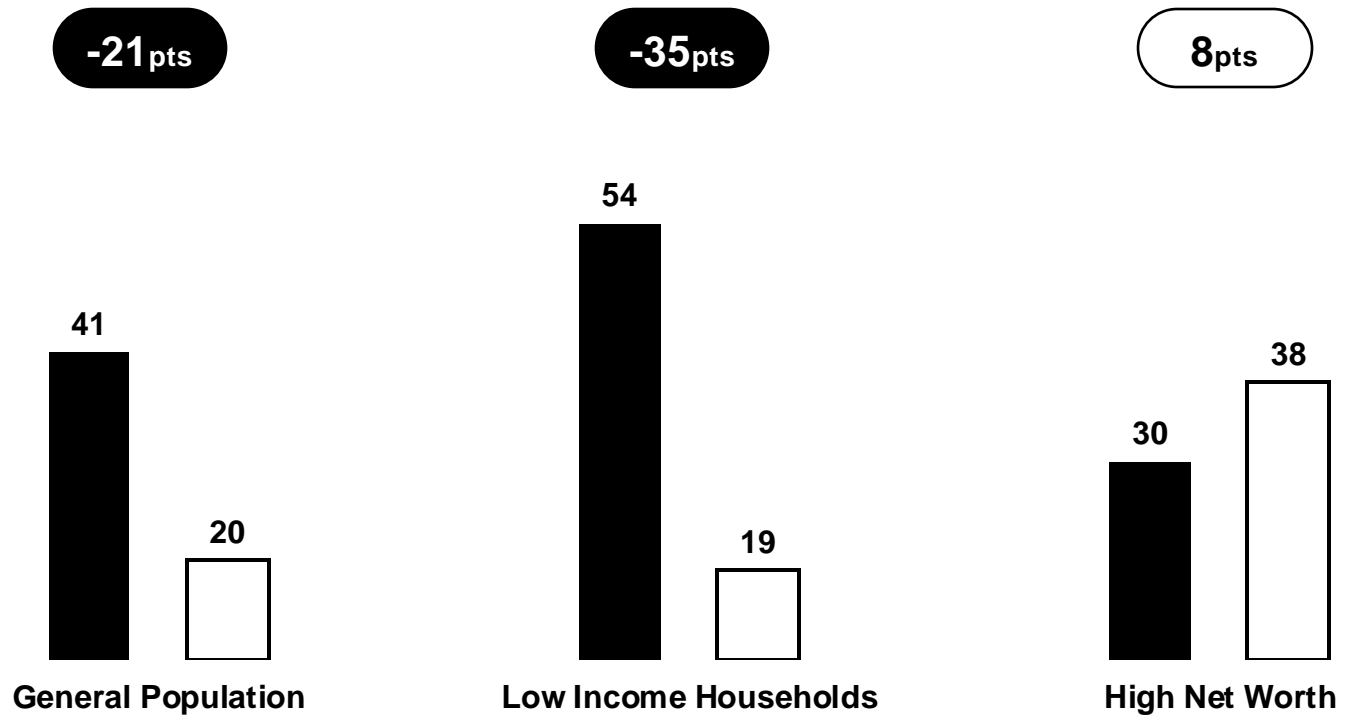
# TWICE AS MANY BRITS IN THE UK THINK THE ECONOMIC SYSTEM WORKS AGAINST THEM

Percent who say, in the UK

The **economic** system in the UK...

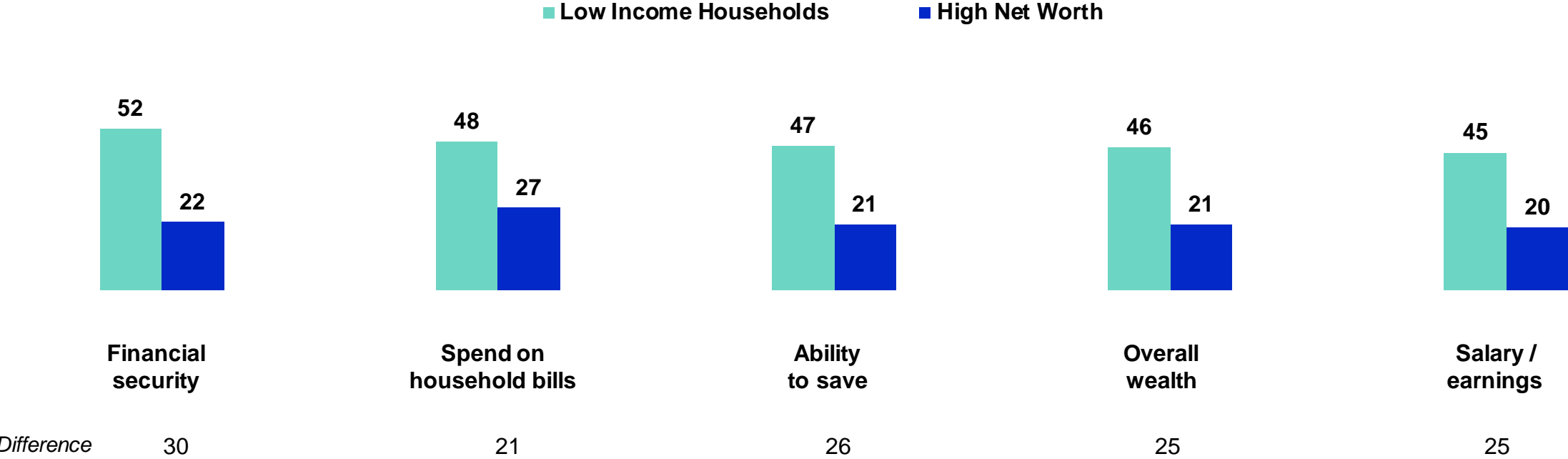
■ works against me    □ works in my favour

*Gap, difference between against vs. in favour*



# LOWER INCOME EARNERS ARE TWICE AS LIKELY TO HAVE SUFFERED FINANCIALLY DURING PANDEMIC

Percent who experienced a **negative** impact to their financial situation in the last 2 years



2022 Edelman Trust Barometer UK supplement. Q9: Now, thinking specifically about your financial situation over the past 2 years, what impact, if any, has the covid-19 pandemic had on each of the following? NET Negative Impact; Significant Negative Impact, Somewhat negative impact. Base UK: High Net Worth (149), Low Income (662)



**SOCIETAL LEADERSHIP NOW  
A CORE BUSINESS FUNCTION**



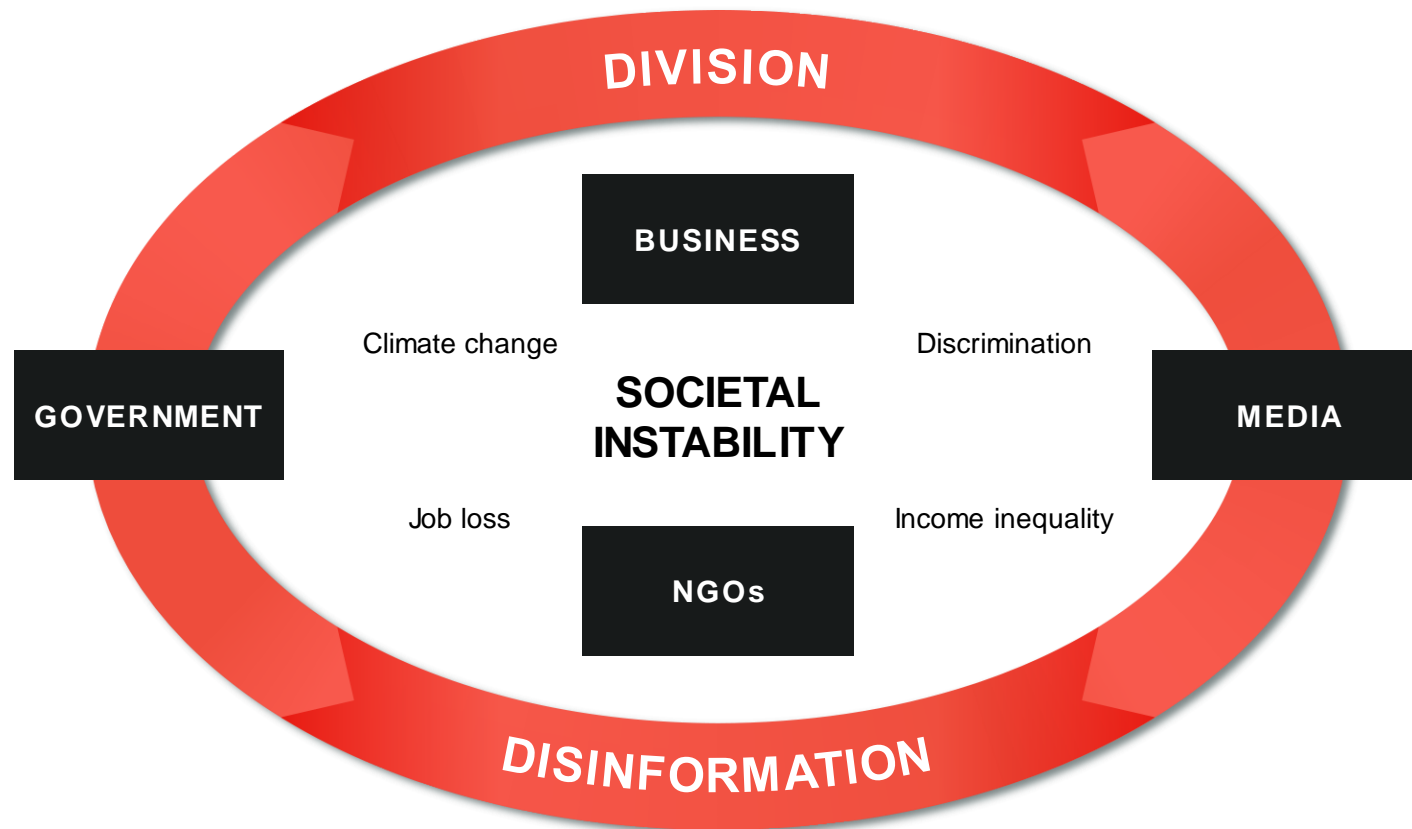
# CYCLE OF DISTRUST THREATENS SOCIETAL STABILITY

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**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

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# ALL STAKEHOLDERS HOLD BUSINESS ACCOUNTABLE

Percent who agree

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In the UK

**52%**

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

**54%**

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

**62%**

**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, UK. 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.

# HOWEVER PEOPLE ARE SCEPTICAL OF PURPOSE-LED COMMITMENTS

Percent who agree, in the UK

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Businesses only make commitments  
to support their marketing efforts

60%

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I do not trust most businesses to achieve  
their stated Diversity, Equity and Inclusion  
or Sustainability commitments

42%

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# BUSINESS NEEDS TO DEMONSTRATE TANGIBLE ACTION

Percent who agree, in the UK

I am **tired** of hearing commitments from businesses **without any action**

⊥

55%

I want to **hear more** about what businesses **are doing** to positively impact society

⊥

53%

Businesses are **genuinely trying** to improve the impact they have on society

⊥

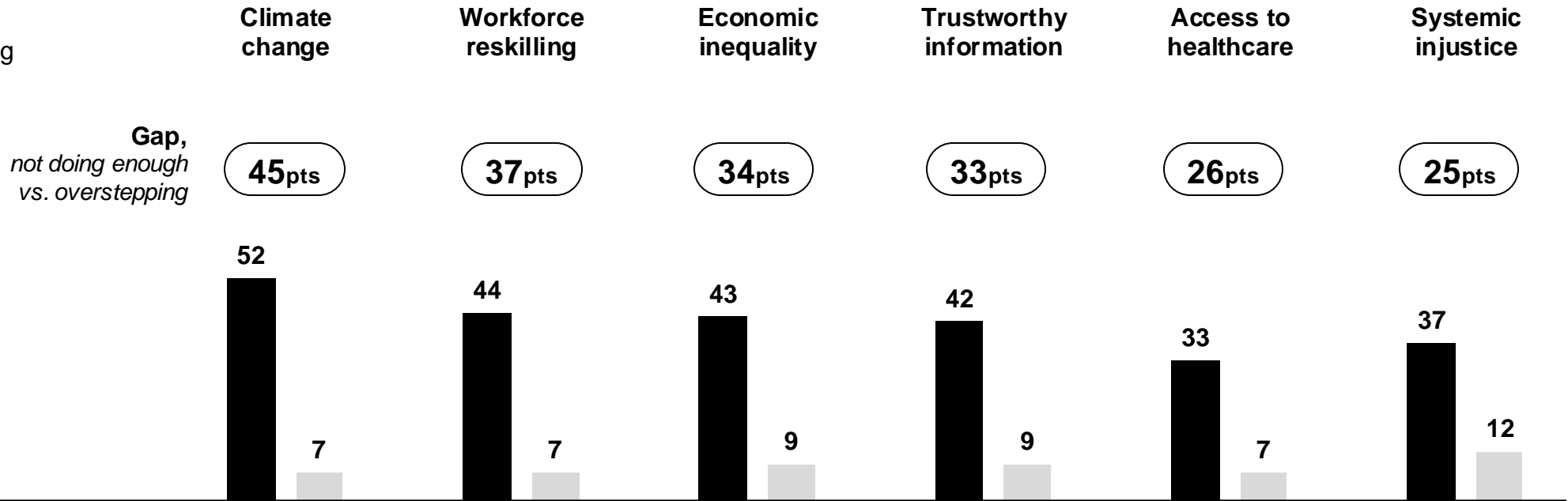
35%

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

Percent who say, in the UK

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, UK.



# CEOS EXPECTED TO BE THE FACE OF CHANGE

Percent who say, in the UK

## CEOs should be personally visible

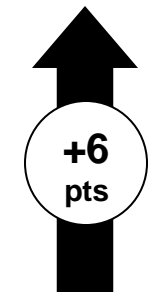
when discussing public policy with external stakeholders or work their company has done to benefit society

**78%** (net)

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

Among UK employees

**56%**



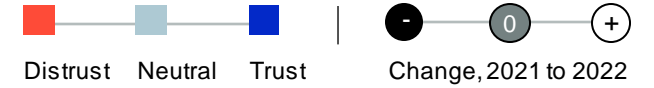
Change,  
2019 to 2022

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, UK.



# EMPLOYER TRUST INCREASES IN THE U.K.

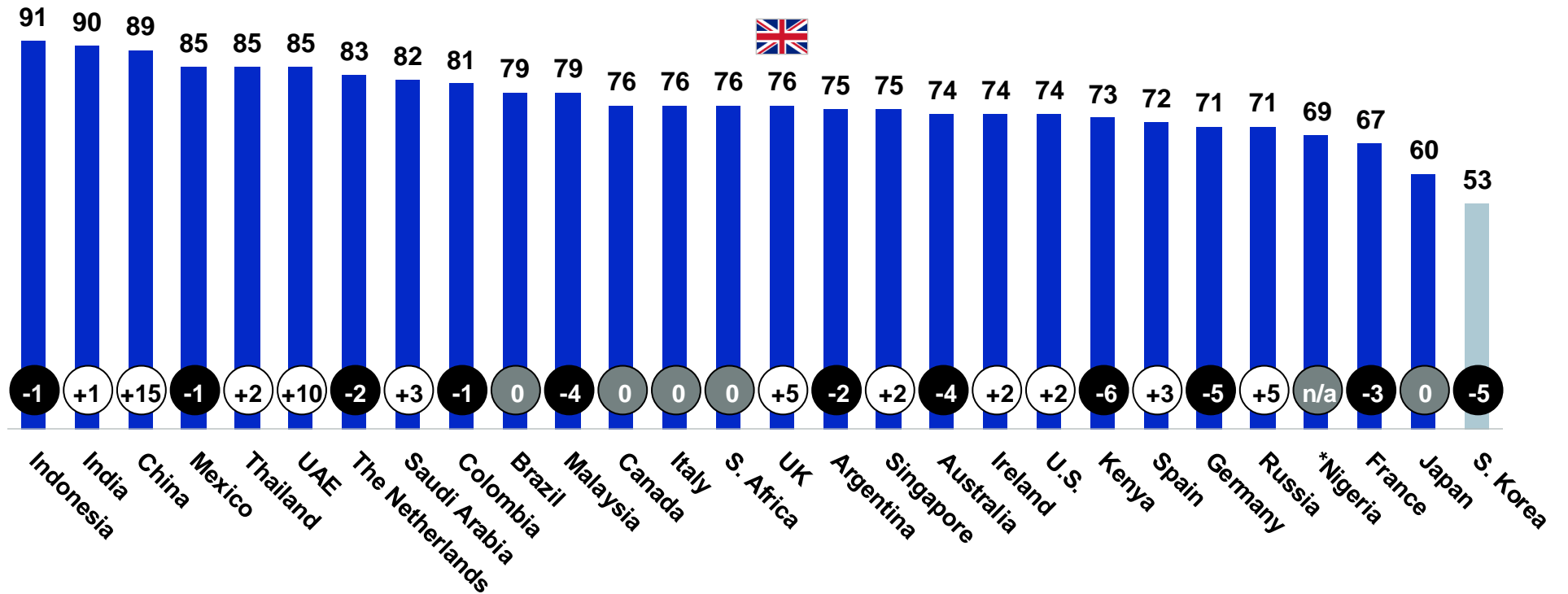
Percent trust



UK



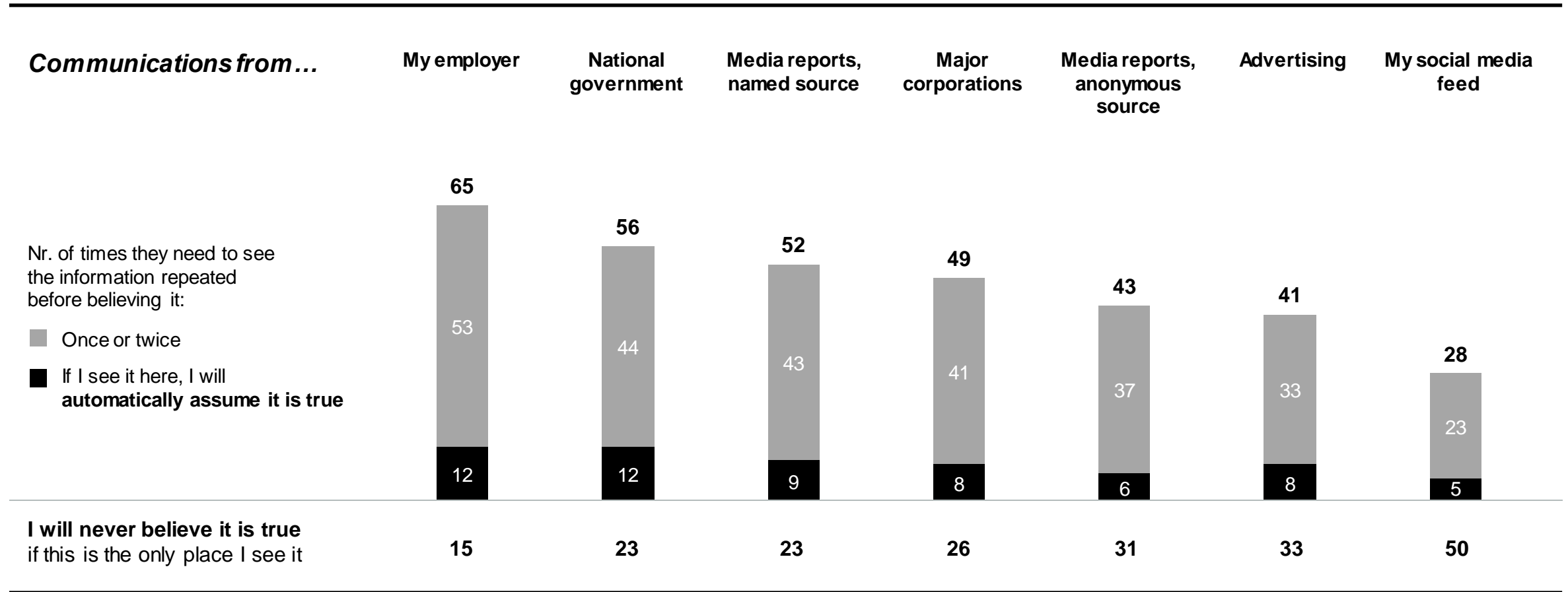
Business	49
NGOs	48
Government	42
Media	35



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

# IN THE UK, MY EMPLOYER MEDIA MOST BELIEVABLE

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



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





# **‘THE GREAT STAY’ AND EXPECTATIONS OF EMPLOYEES**



# MUCH HAS BEEN MADE OF THE “GREAT RESIGNATION”

Percent who have done so in the past 2 years

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## Have started a new job

(among those who were not furloughed /  
made unemployed by COVID-19)

**12%**

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## Have quit their job or taken a sabbatical

**11%**

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# FAMILY & PERSONAL TIME TRUMPS CASH

Change in importance since last year  
(more important)

<i>Change in importance since the start of the pandemic...</i>	<i>Somewhat more Important</i>	<i>Much more Important</i>	<b>NET MORE IMPORTANT</b>
<b>Spending time with family</b>	24	37	<b>+61</b>
<b>Work-life balance</b>	26	34	<b>+60</b>
<b>Being able to work flexibly</b>	25	25	<b>+50</b>
<b>Being able to work remotely</b>	19	25	<b>+45</b>
<b>Generous salary and financial benefits</b>	24	20	<b>+44</b>

2022 Edelman Trust Barometer UK Supplement. Q16. Still thinking about your working life since the beginning of the COVID-19 pandemic, please indicate whether the following have become more important to you, less important to you, or has stayed the same when thinking about what you are looking for from your employer? 5-point scale; top 2 box; more important; Working population, UK (1,042)



# RESTORING TRUST IS KEY TO SOCIETAL STABILITY

## Business societal role is here to stay

People want more business leadership, not less.

## Demonstrate tangible progress

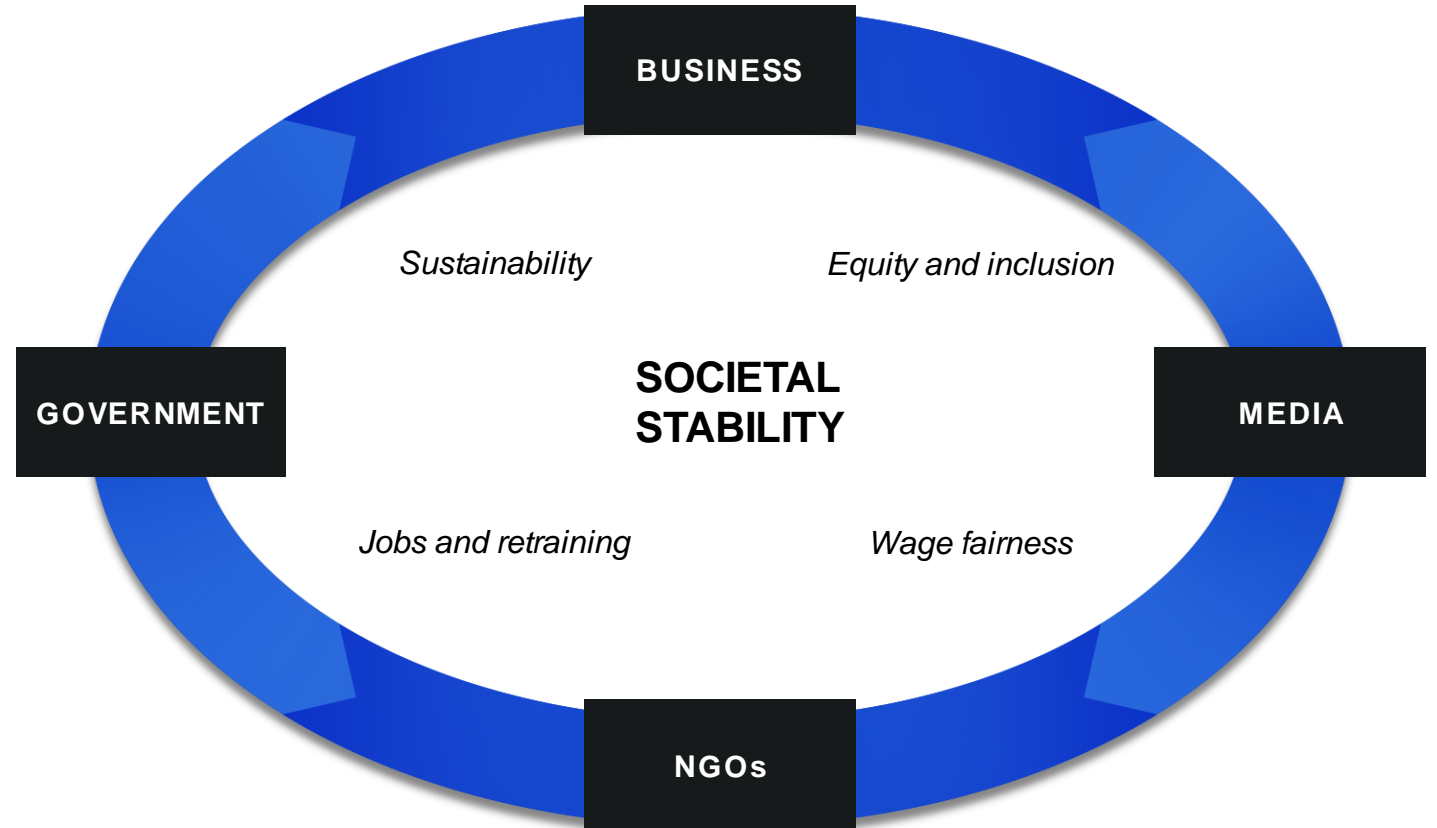
Restore belief in society's ability to build a better future: show the system works.

## 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.



**END**

22