Methodology

Annual online survey in its 22\textsuperscript{nd} year

Fieldwork conducted: \textbf{Nov 1 – Nov 24, 2021}

28 countries 36,000+ respondents 1,150+ respondents/country

\textbf{GLOBAL AVERAGES} vary based on the number of countries surveyed each year:

\textbf{GLOBAL 27} does not include Nigeria*

\textbf{GLOBAL 22} does not include Colombia, Kenya, Nigeria, Saudi Arabia, S. Africa and Thailand

\textbf{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

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).
Online Survey in the UK
All fieldwork was conducted between 6 – 14 January 2022

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

This symbol denotes UK data from the Jan supplementary survey
UK TRUST IN GOVERNMENT TUMBLIES
TRUST IN GOVERNMENT AND MEDIA TUMBLIES

Percent trust, in the UK

Business

Jan 2021: 50
Feb 2021: 51
Nov 2021: 49
Feb 2022: 43

Change, 2021 to 2022:
-5
5
-6
4

NGOs

Jan 2021: 49
Feb 2021: 44
Nov 2021: 48
Feb 2022: 37

Change, 2021 to 2022:
-5
4
-9

Government

Jan 2021: 45
Feb 2021: 44
Nov 2021: 42
Feb 2022: 29

Change, 2021 to 2022:
-1
-2
-13

Media

Jan 2021: 37
Feb 2021: 31
Nov 2021: 35
Feb 2022: 22

Change, 2021 to 2022:
-6
4
-13

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

- Government in general: 29 (down 15)
- The central government: 29 (down 13)
- Your local government: 35 (down 13)
- Your local MP: 36 (down 9)

Change, Feb 2021 to Jan 2022:
- Distrust (1-49)
- Neutral (50-59)
- Trust (60-100)

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 FOR BOTH THE PRIME MINISTER AND THE LEADER OF THE OPPOSITION

Percent who trust each political leader to do what is right

<table>
<thead>
<tr>
<th>Leader</th>
<th>Trust Percentage</th>
<th>Change from Feb 2021 to Jan 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boris Johnson</td>
<td>22%</td>
<td>-18 pts</td>
</tr>
<tr>
<td>Keir Starmer</td>
<td>26%</td>
<td>-10 pts</td>
</tr>
</tbody>
</table>

Summary Base UK: General Population (n=2,011)
MEDIA FIND ITSELF LANQUISHING AT BOTTOM OF PILE
TRUST IN UK MEDIA SUFFERS DOUBLE-DIGIT COLLAPSE

Percent trust, in the UK

Trust in the Media

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. General population, UK
TRUST IN NEWS DIPS ACROSS GENERATIONS

Percent who agree

I trust the news less than I used to

General Population

44%

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

59% Feel that politicians are more likely to lie and mislead the British public

Politicians are...

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>A lot more likely to lie/mislead</td>
<td>30%</td>
<td>38%</td>
</tr>
<tr>
<td>A little more likely to lie/mislead</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>It hasn’t changed</td>
<td>39%</td>
<td>35%</td>
</tr>
<tr>
<td>A little less likely to lie/mislead</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>A lot less likely to lie/mislead</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

JAN +7 pts +8 pts

2022 Edelman Trust Barometer UK Supplement. Q19: Over the past few years, do you think politicians have become more or less likely to lie to or mislead the British public? Base UK: General Population (n=2,011), Change Jan 2021 to Jan 2022
PEOPLE INCREASINGLY BELIEVE THAT POLITICIANS ACTIONS ARE UNDERMINING TRUST

Percent who agree, in the UK

Politicians are behaving in a way that...

79% ↑ +12 pts
undermines people’s trust in government

73% ↑ +9 pts
makes society more divided

66% ↑ +14 pts
undermines democracy

2022 Edelman Trust Barometer. Q20: Thinking about how politicians and political parties behave in the UK today, please select where your opinion falls on the scale between the two opposing descriptions? NET Bottom 3 Agree LHS Summary. Base UK: General population (2,011)
BRITS FEEL A STRONG SENSE OF POLITICAL DISENFRANCHISEMENT

I feel powerless as a citizen to affect change

Percent who agree, in the UK

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%

2022 Edelman Trust Barometer UK Supplement. Q21: Now, thinking specifically about your personal influence in society, please select where your opinion falls on the scale between the two opposing descriptions? 9-point scale; top 3 box agree. Base UK: General population (2,011)
PUBLIC CONVINCED THE UK IS ON THE WRONG TRACK

Percent who believe UK is on wrong/right track

WRONG TRACK

General Population

60

RIGHT TRACK

40

Change, Feb 2021 to Jan 2022

-7 pts

2022 Edelman Trust Barometer UK Supplement. Q2: Do you feel the UK as a country is on the right track, or on the wrong track? Base UK: General population (2,011)
MAJORITY THINK COVID VACCINE SHOULD BE MANDATORY

Percent who agree

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

**General Population**

- **43**%
- **45**%
- **52**%
- **71**%
- **73**%

---

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

- Rise in the cost of living: 53%
- Impact of Climate change: 26%
- Divide between rich and the poor getting bigger: 25%
- People becoming less tolerant of others: 23%
- Public health and safety from future pandemics: 20%

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

<table>
<thead>
<tr>
<th>Year</th>
<th>It will get worse</th>
<th>It will stay the same</th>
<th>It will get better</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>19</td>
<td>51</td>
<td>30</td>
</tr>
<tr>
<td>2017</td>
<td>22</td>
<td>43</td>
<td>36</td>
</tr>
<tr>
<td>2018</td>
<td>20</td>
<td>36</td>
<td>43</td>
</tr>
<tr>
<td>2019</td>
<td>11</td>
<td>38</td>
<td>45</td>
</tr>
<tr>
<td>2020</td>
<td>13</td>
<td>51</td>
<td>29</td>
</tr>
<tr>
<td>2021</td>
<td>13</td>
<td>41</td>
<td>39</td>
</tr>
<tr>
<td>2022</td>
<td>11</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CHANGE IN STANDARD OF LIVING OVER THE NEXT YEAR

<table>
<thead>
<tr>
<th>Year</th>
<th>It will get worse</th>
<th>It will stay the same</th>
<th>It will get better</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>31</td>
<td>37</td>
<td>23</td>
</tr>
<tr>
<td>2017</td>
<td>34</td>
<td>32</td>
<td>26</td>
</tr>
<tr>
<td>2018</td>
<td>33</td>
<td>30</td>
<td>28</td>
</tr>
<tr>
<td>2019</td>
<td>25</td>
<td>31</td>
<td>32</td>
</tr>
<tr>
<td>2020</td>
<td>26</td>
<td>36</td>
<td>28</td>
</tr>
<tr>
<td>2021</td>
<td>31</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>2022</td>
<td>24</td>
<td>35</td>
<td>30</td>
</tr>
</tbody>
</table>

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...
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

![Chart showing the difference in financial impact between Low Income Households and High Net Worth households for various financial categories.]

- **Financial security**: Low Income Households 52%, High Net Worth 22%
- **Spend on household bills**: Low Income Households 48%, High Net Worth 27%
- **Ability to save**: Low Income Households 47%, High Net Worth 21%
- **Overall wealth**: Low Income Households 46%, High Net Worth 21%
- **Salary / earnings**: Low Income Households 45%, High Net Worth 20%

**Difference**
- Financial security: 30
- Spend on household bills: 21
- Ability to save: 26
- Overall wealth: 25
- Salary / earnings: 25

*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

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
ALL STAKEHOLDERS HOLD BUSINESS ACCOUNTABLE

Percent who agree

<table>
<thead>
<tr>
<th>In the UK</th>
<th>Global 7</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>52%</strong></td>
<td><strong>88%</strong></td>
</tr>
</tbody>
</table>

- **Buy or advocate for brands based on their beliefs and values**
- **Choose a place to work based on their beliefs and values**
- **Invest based on their beliefs and values**
- **62%**
- **54%**
- **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.**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businesses only make commitments to support their marketing efforts</td>
<td>60%</td>
</tr>
<tr>
<td>I do not trust most businesses to achieve their stated Diversity, Equity and Inclusion or Sustainability commitments</td>
<td>42%</td>
</tr>
<tr>
<td>Statement</td>
<td>Percent Agree</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>I am tired of hearing commitments from businesses without any action</td>
<td>55%</td>
</tr>
<tr>
<td>I want to hear more about what businesses are doing to positively impact society</td>
<td>53%</td>
</tr>
<tr>
<td>Businesses are genuinely trying to improve the impact they have on society</td>
<td>35%</td>
</tr>
</tbody>
</table>
WANT MORE, NOT LESS, BUSINESS ENGAGEMENT ON SOCIETAL ISSUES

Percent who say, in the UK

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>3-point Scale</th>
<th>Code 1</th>
<th>Code 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climate change</td>
<td>45 pts</td>
<td>45</td>
<td>52</td>
</tr>
<tr>
<td>Workforce reskilling</td>
<td>37 pts</td>
<td>37</td>
<td>44</td>
</tr>
<tr>
<td>Economic inequality</td>
<td>34 pts</td>
<td>34</td>
<td>43</td>
</tr>
<tr>
<td>Trustworthy information</td>
<td>33 pts</td>
<td>33</td>
<td>42</td>
</tr>
<tr>
<td>Access to healthcare</td>
<td>26 pts</td>
<td>26</td>
<td>33</td>
</tr>
<tr>
<td>Systemic injustice</td>
<td>25 pts</td>
<td>25</td>
<td>37</td>
</tr>
</tbody>
</table>

Gap, not doing enough vs. overstepping:

- Climate change: 45 pts
- Workforce reskilling: 37 pts
- Economic inequality: 34 pts
- Trustworthy information: 33 pts
- Access to healthcare: 26 pts
- Systemic injustice: 25 pts

---

*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 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 UK employees

78% (net)

56%

Change, 2019 to 2022

+6 pts
EMPLOYER TRUST INCREASES IN THE U.K.

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, 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

<table>
<thead>
<tr>
<th>Communications from…</th>
<th>My employer</th>
<th>National government</th>
<th>Media reports, named source</th>
<th>Major corporations</th>
<th>Media reports, anonymous source</th>
<th>Advertising</th>
<th>My social media feed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>65</td>
<td>56</td>
<td>52</td>
<td>49</td>
<td>43</td>
<td>41</td>
<td>28</td>
</tr>
</tbody>
</table>

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

- **Once or twice**
- **If I see it here, I will automatically assume it is true**

|                      | 53          | 44                  | 43                          | 41                | 37                             | 33          | 23                  |

I will never believe it is true if this is the only place I see it

|                      | 12          | 12                  | 9                           | 8                 | 6                              | 8           | 5                   |

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

Have started a new job
(among those who were not furloughed / made unemployed by COVID-19)
12%

Have quit their job or taken a sabbatical
11%
## FAMILY & PERSONAL TIME TRUMPS CASH

Change in importance since last year (more important)

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

---

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.