

@EdelmanItalia  
#TrustBarometer



# Edelman Trust Barometer 2022

IORELLA PASSONI  
CEO EDELMAN ITALIA  
[in](#) [t](#)

GLOBAL & ITALY REPORTS



# 22 YEARS OF TRUST

'01	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11
Rising Influence of NGOs	Fall of the Celebrity CEO	Earned Media More Credible Than Advertising	U.S. Companies in Europe Suffer Trust Discount	Trust Shifts from "Authorities" to Peers	A "Person Like Me" Emerges as Credible Spokesperson	Business More Trusted Than Government and Media	Young People Have More Trust in Business	Trust in Business Plummets	Performance and Transparency Essential to Trust	Business Must Partner With Government to Regain Trust
'12	'13	'14	'15	'16	'17	'18	'19	'20	'21	'22
Fall of Government	Crisis of Leadership	Business to Lead the Debate for Change	Trust is Essential to Innovation	Growing Inequality of Trust	Trust in Crisis	The Battle for Truth	Trust at Work	Trust: Competence and Ethics	Business Most Trusted	<b>The Cycle of Distrust</b>

# 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.

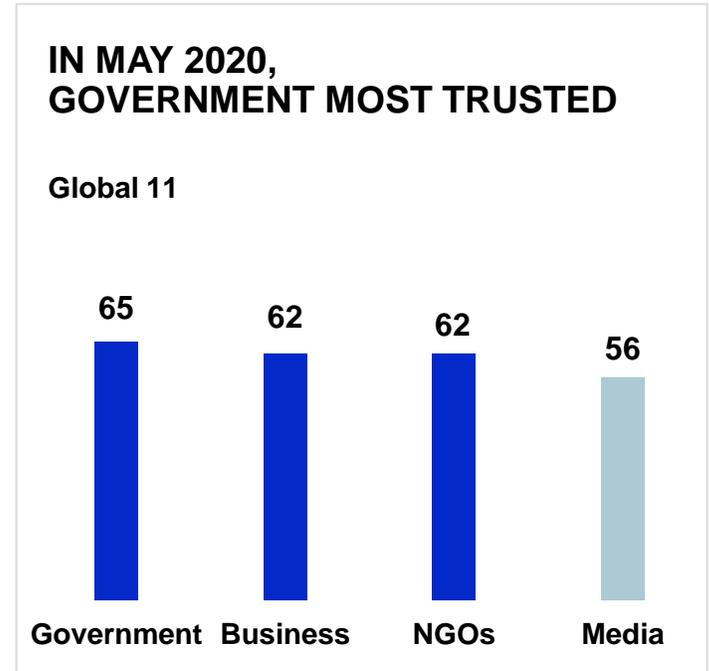
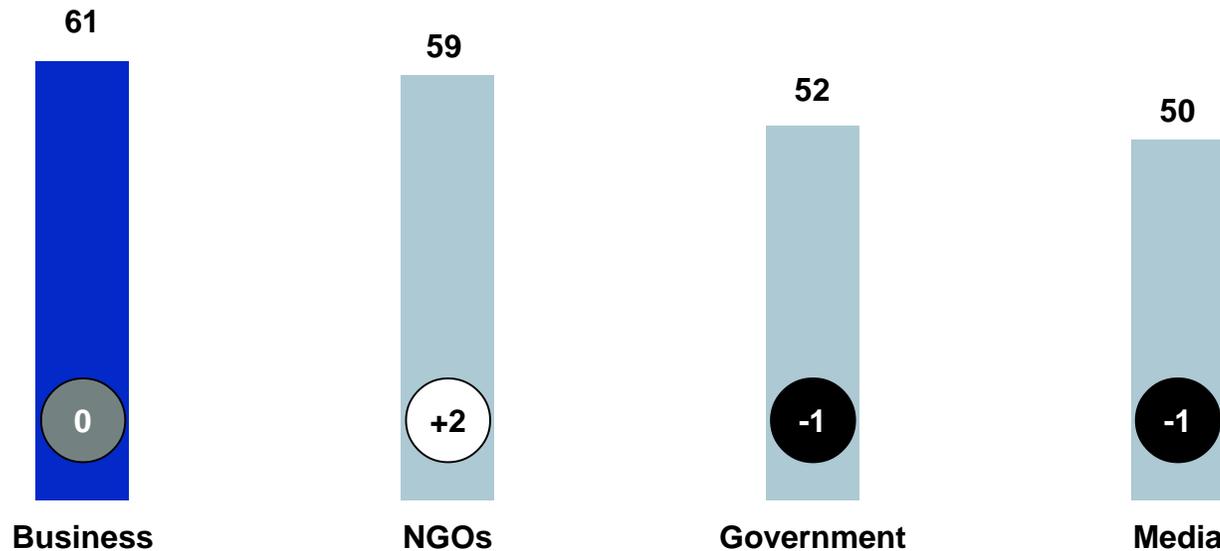


# COLLAPSE OF TRUST IN DEMOCRACIES

# TRUST DECLINES FOR GOVERNMENT AND MEDIA; BUSINESS STILL ONLY TRUSTED INSTITUTION

Percent trust

Global 27

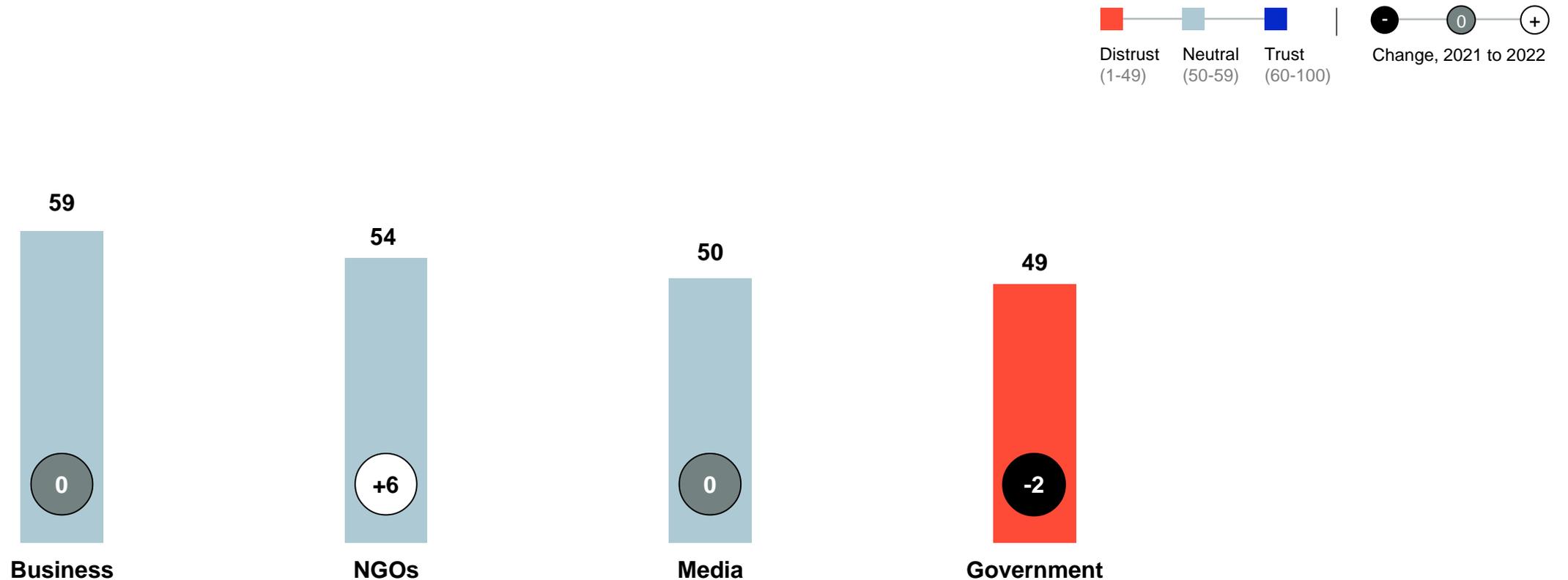


2022 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

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

# NO INSTITUTION TRUSTED IN ITALY; GOVERNMENT BACK INTO DISTRUST

Percent trust, in Italy



# GOVERNMENT NOT SEEN AS ABLE TO SOLVE SOCIETAL PROBLEMS

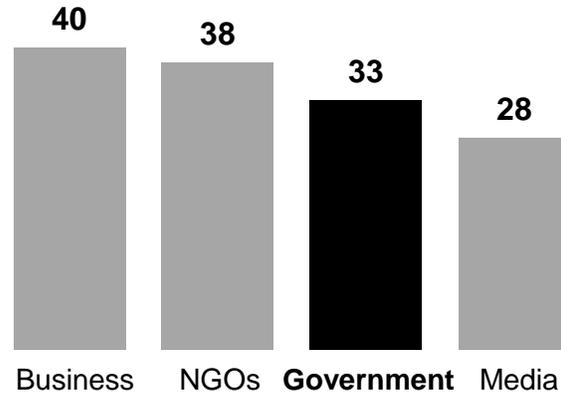
Percent who say each is a strength of institutions, in Italy

## Take a leadership role

*Coordinate cross-institutional efforts to solve societal problems*

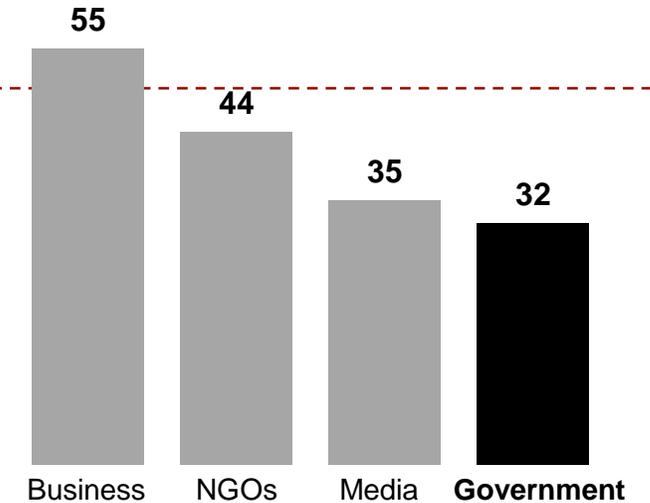
Majority do not see as strength

50%



## Get results

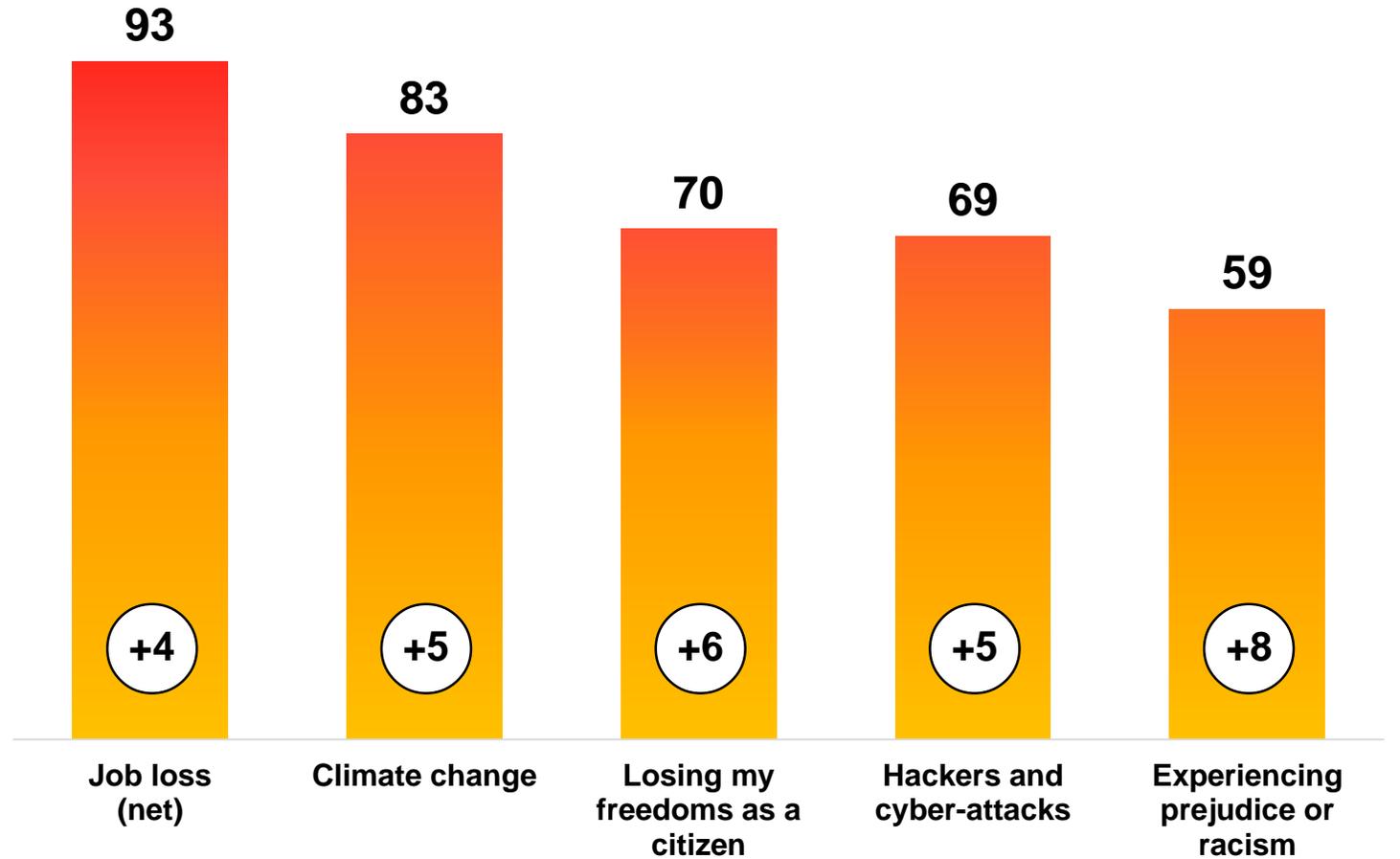
*Successfully execute plans and strategies that yield results*



# SOCIETAL FEARS ON THE RISE

Percent who worry about each, in Italy

Change, 2021 to 2022

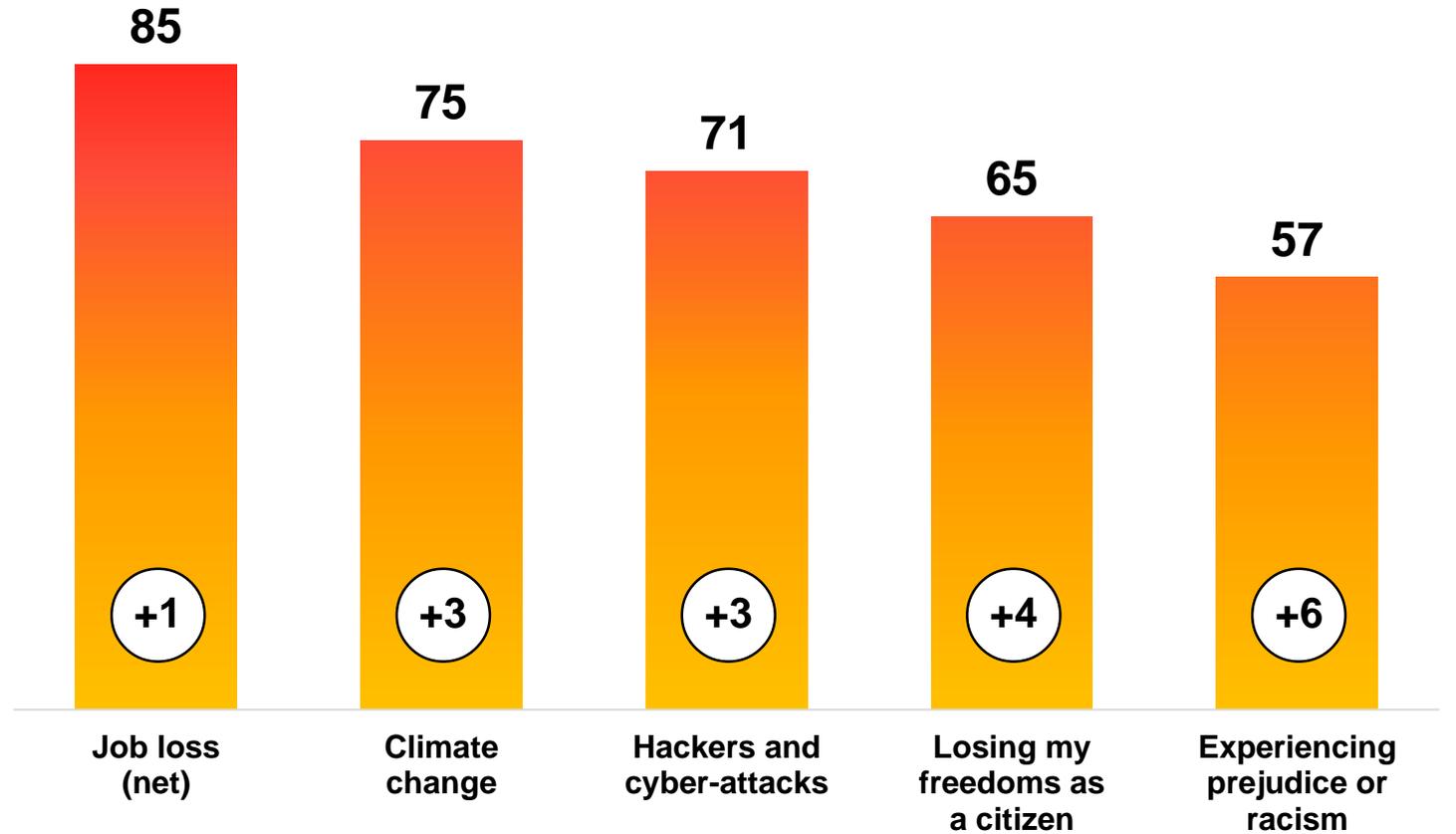


2022 Edelman Trust Barometer. POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Non-job loss attributes shown to half of the sample. General population, Italy. 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.

# SOCIETAL FEARS ON THE RISE

Percent who worry about...

Change, 2021 to 2022

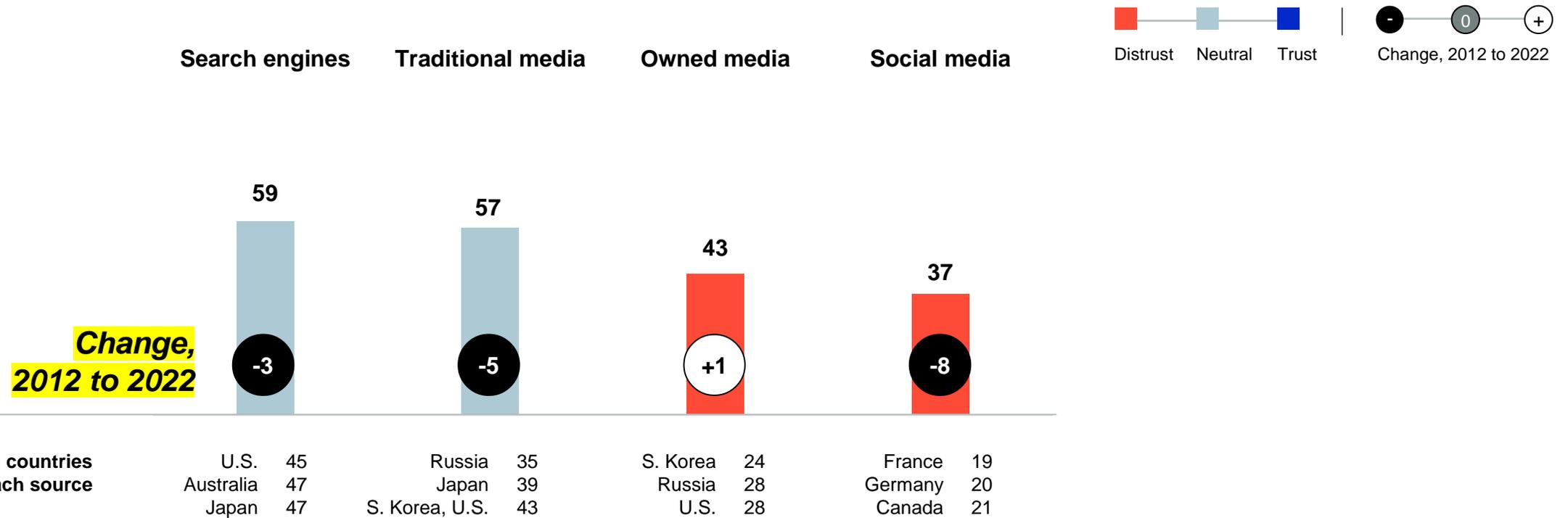


2022 Edelman Trust Barometer. POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Non-job loss attributes shown to half of the sample. General population, 27-mkt avg. 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.

# NEWS SOURCES FAIL TO FIX THEIR TRUST PROBLEM

Percent trust

Global 22

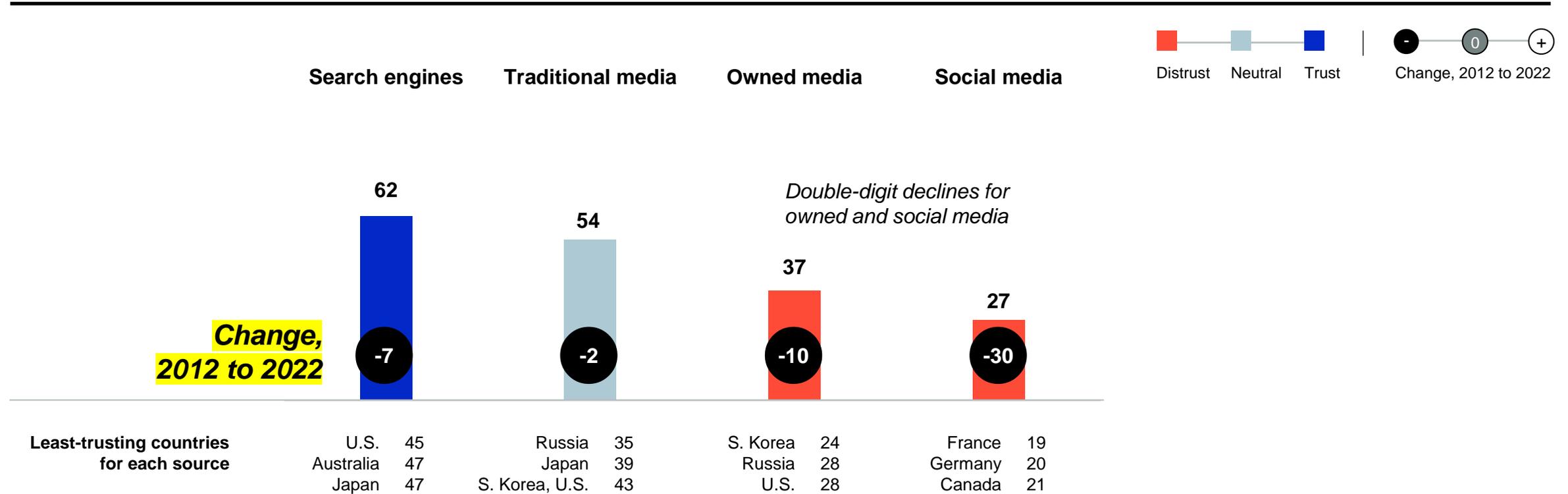


2022 Edelman Trust Barometer. COM\_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 22-mkt avg.

\*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

# STUNNING TRUST LOSS IN 10 YEARS FOR SOCIAL MEDIA; TRUST DECLINES FOR ALL NEWS SOURCES

Percent who say, in Italy

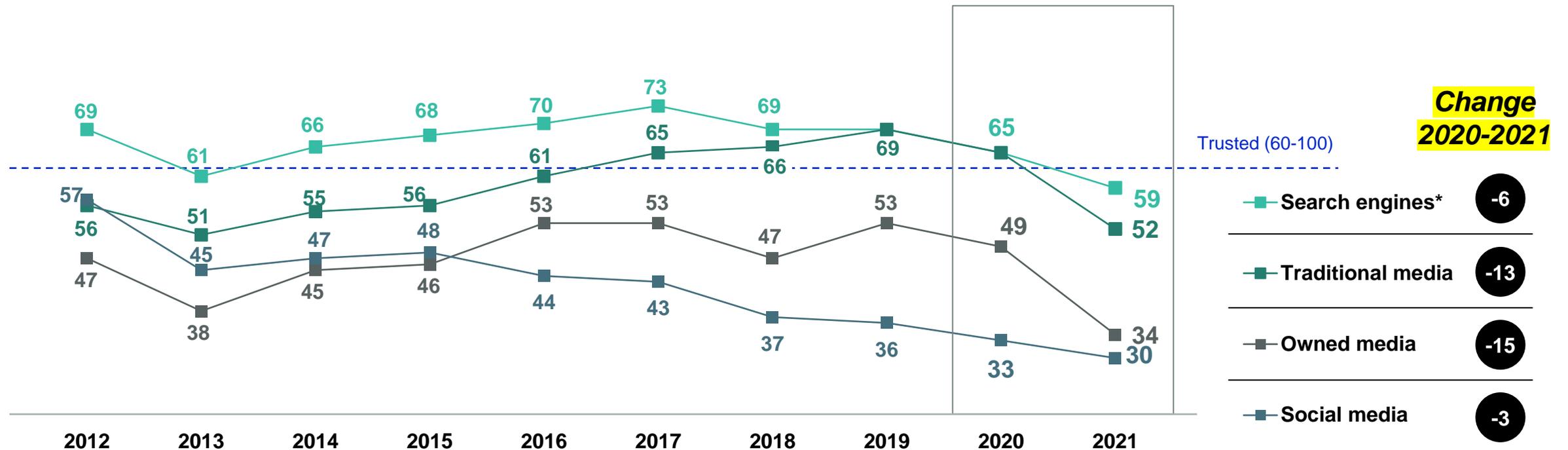


2022 Edelman Trust Barometer. COM\_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Italy.

\*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

# TRUST IN ALL INFORMATION SOURCES NEAR RECORD LOWS

Percent trust in each source for general news and information, in Italy



2021 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. General population, Italy.

\*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

# FAKE NEWS CONCERNS AT ALL-TIME HIGHS

Percent who agree



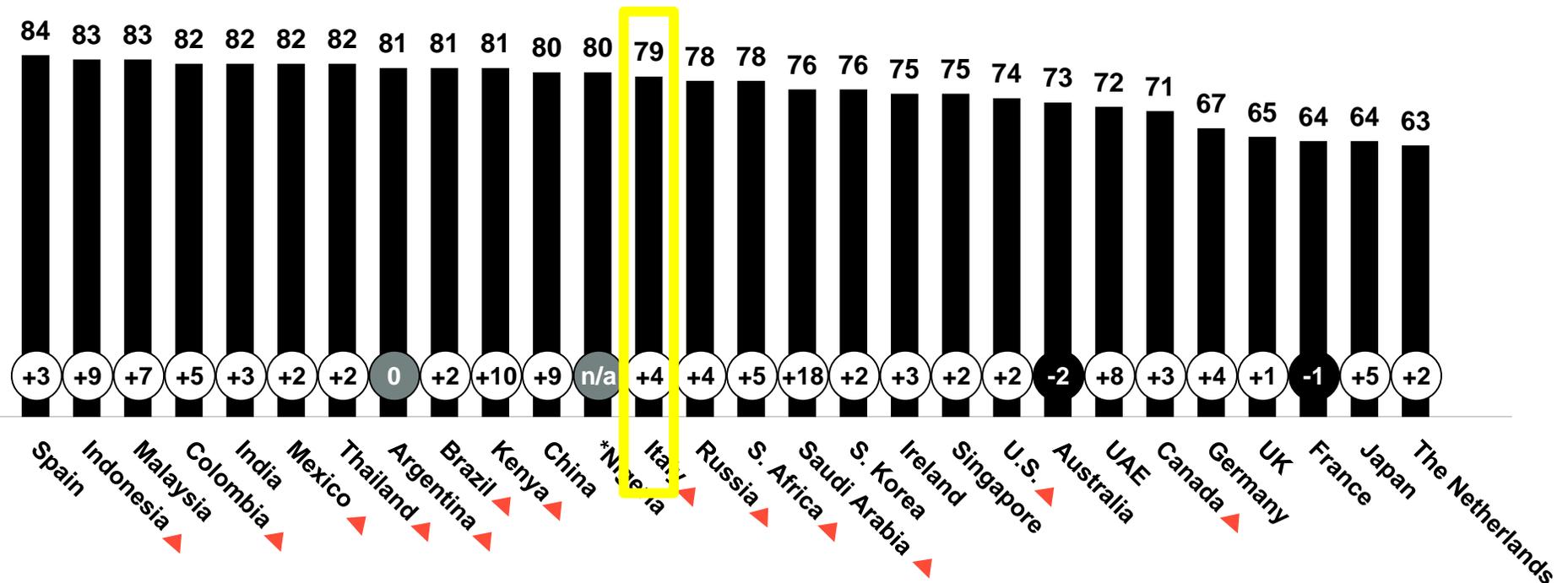
Change, 2021 to 2022

▲ All-time high in 13 of 27 countries

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

Global 27

**76%**



2022 Edelman Trust Barometer. 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, 27-mkt avg. \*Nigeria is not included in the global average

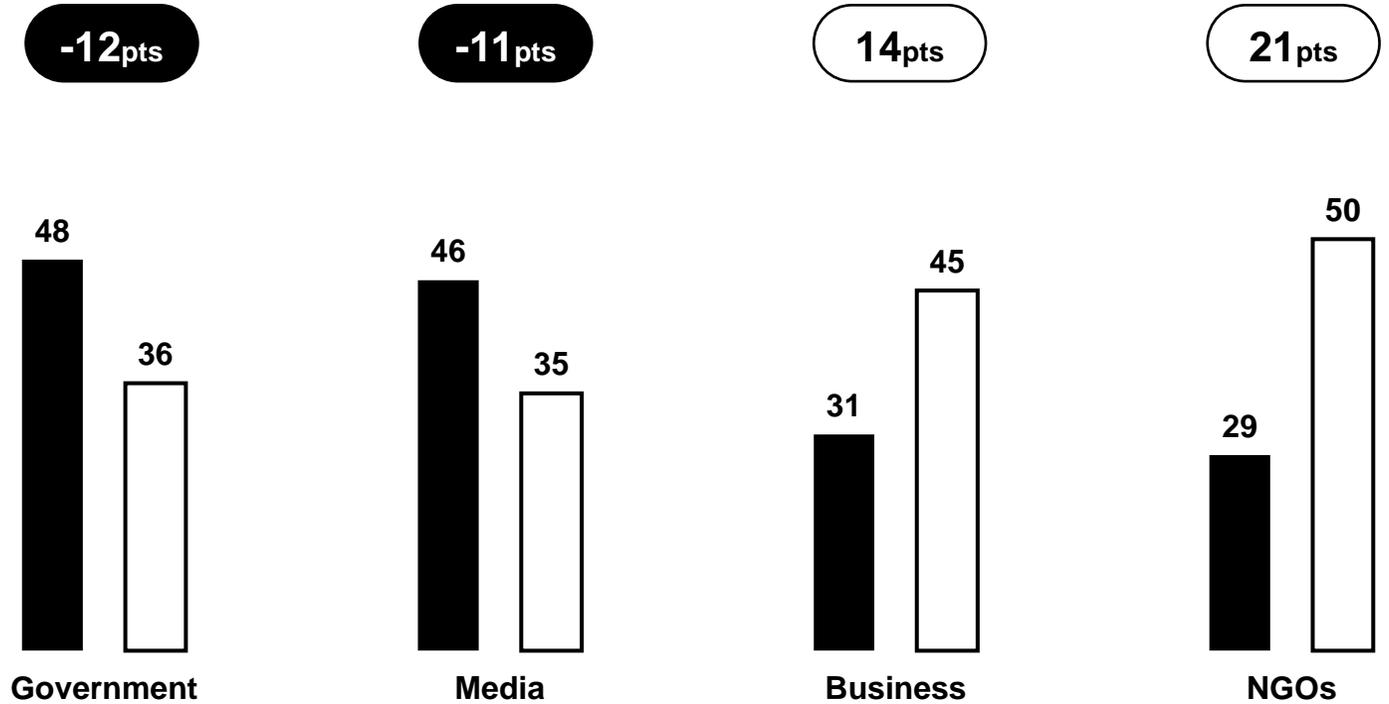
# GOVERNMENT AND MEDIA SEEN AS DIVISIVE

Percent who say

These institutions are...

■ a **dividing force** in society □ a **unifying force** in society

Gap,  
difference between  
unifying force vs.  
dividing force



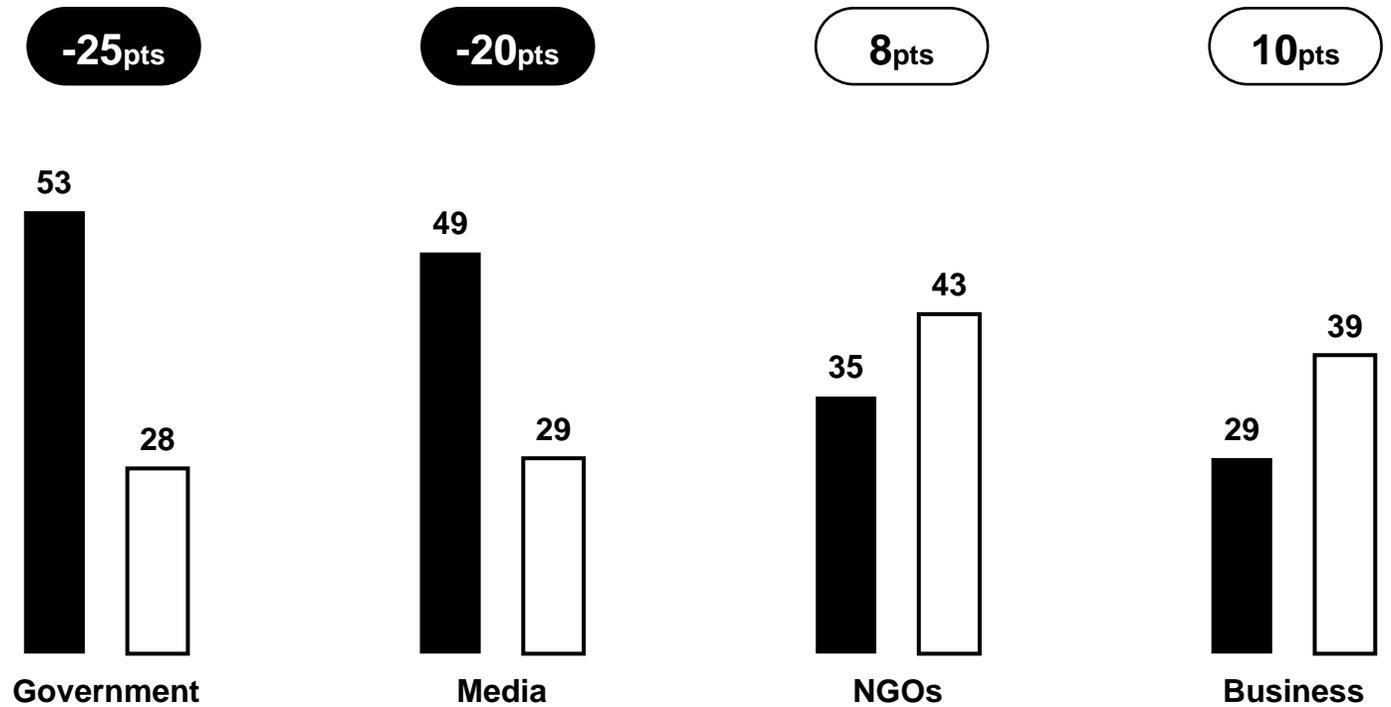
# GOVERNMENT AND MEDIA SEEN AS DIVISIVE

Percent who say, in Italy

These institutions are...

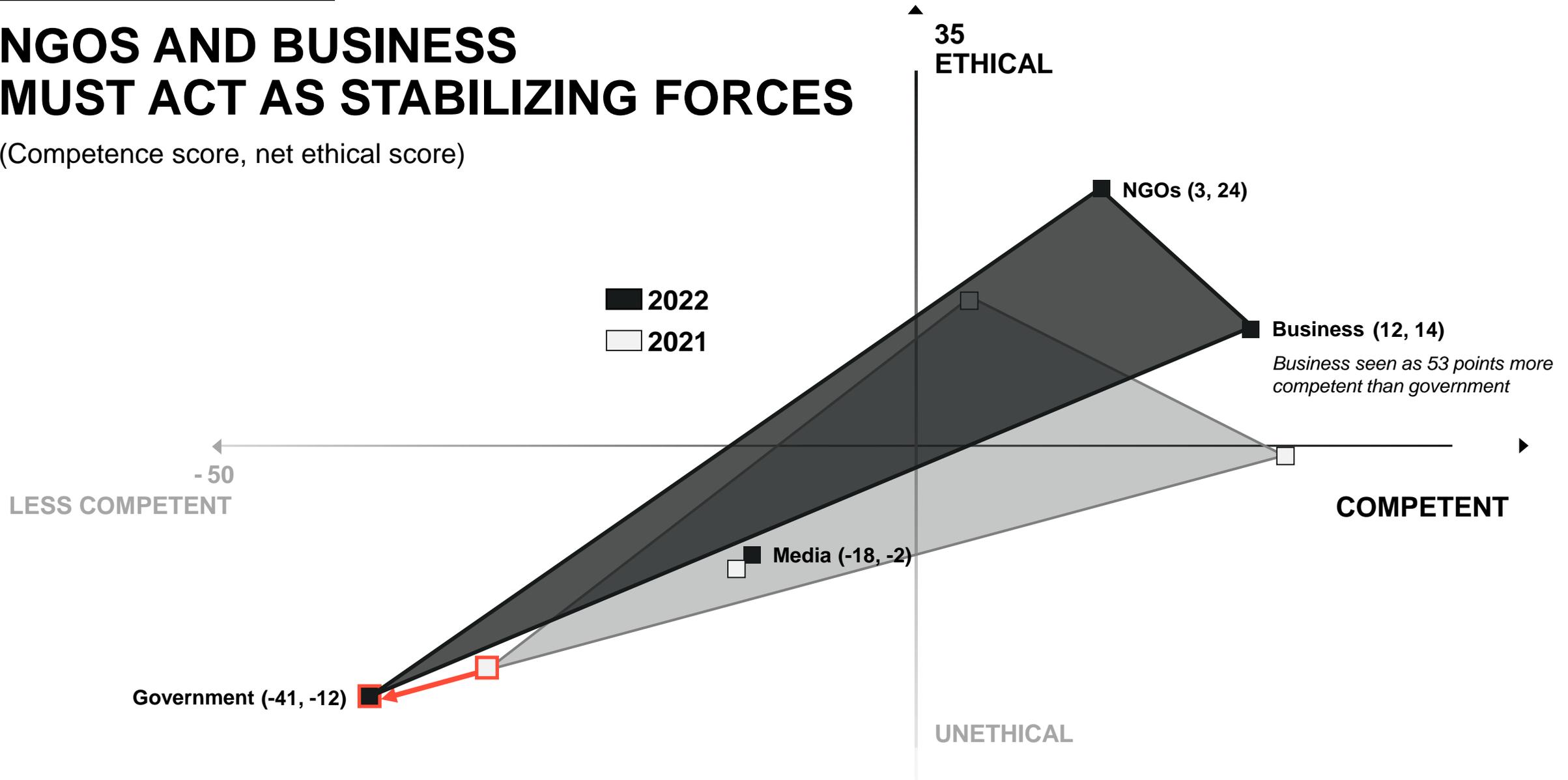
■ a **dividing** force in society □ a **unifying** force in society

Gap,  
difference between  
unifying force vs.  
dividing force



# NGOS AND BUSINESS MUST ACT AS STABILIZING FORCES

(Competence score, net ethical score)



2022 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]\_PER\_DIM/1-4. Question asked of half of the sample. The competence score is a net based on TRU\_3D\_[INS]/1. Depending on the question it was either asked of the full of half the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

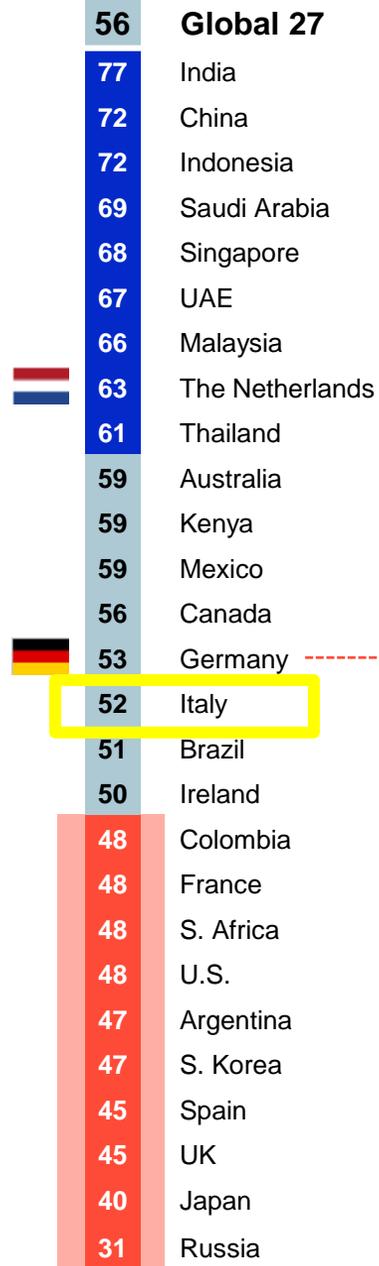
# TRUST FALLS IN DEMOCRACIES

## Trust Index

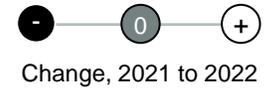
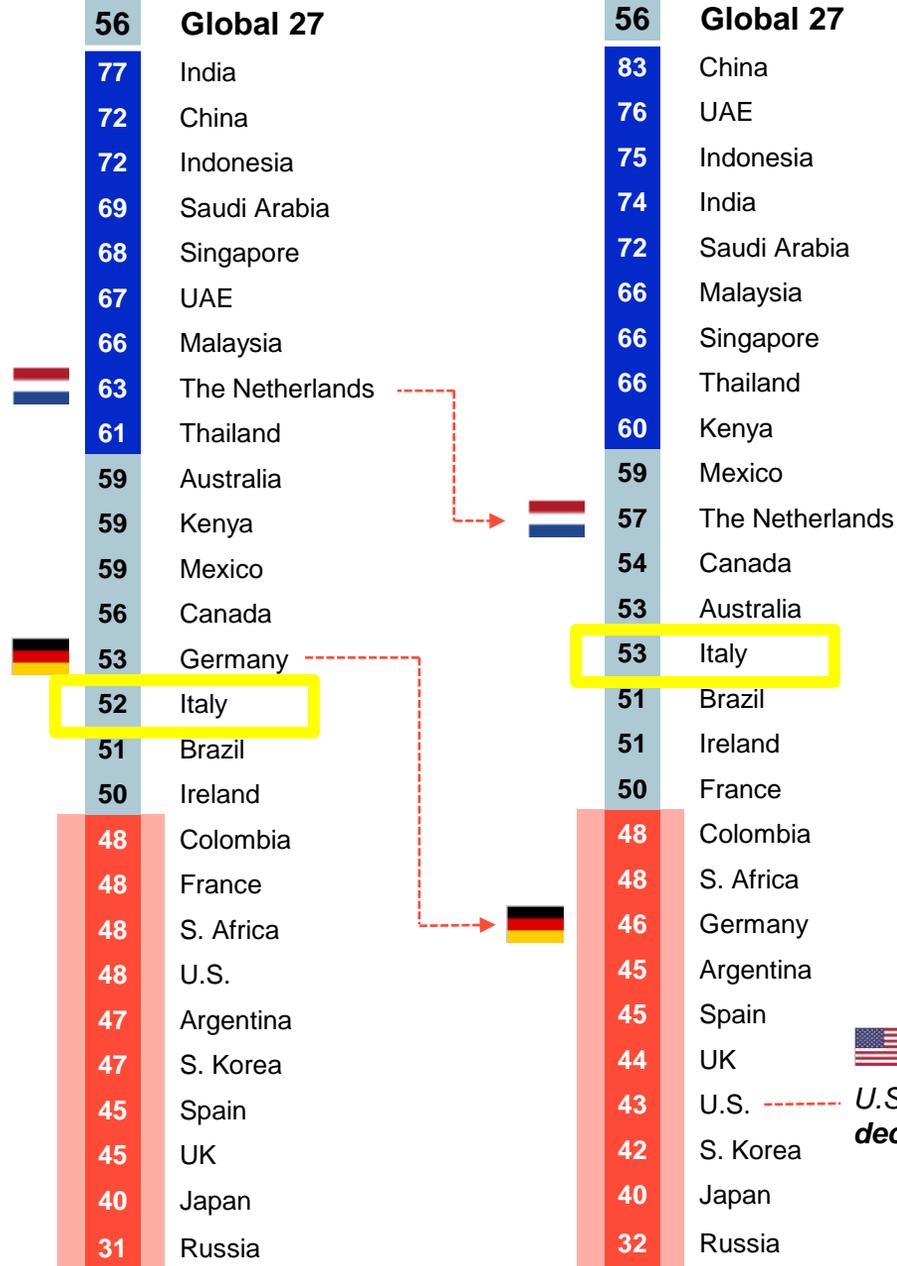


2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt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

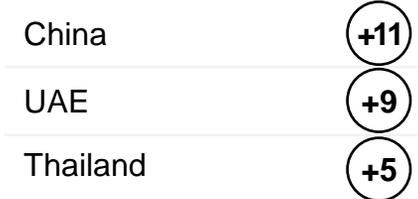
### 2021 General population



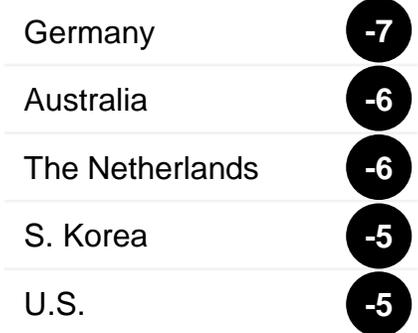
### 2022 General population



#### Biggest gainers:



#### Biggest losers:

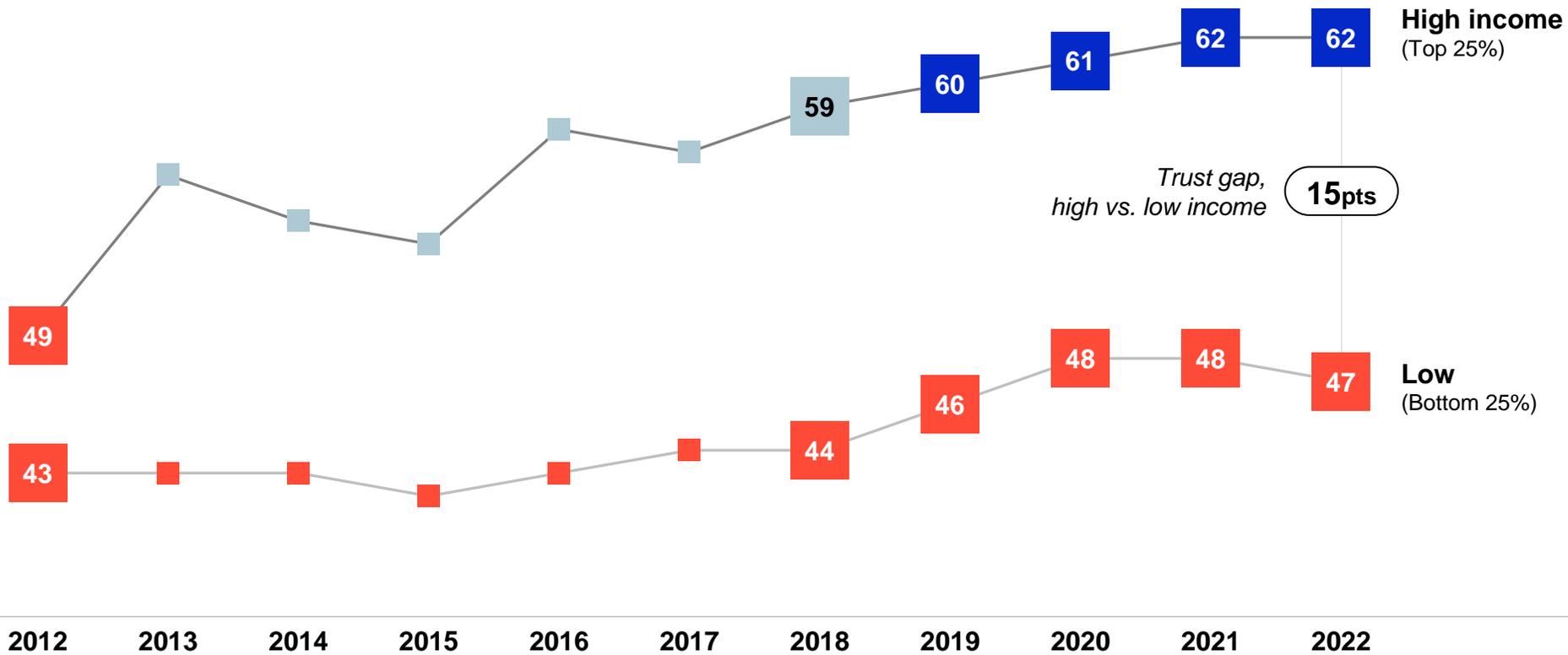


U.S. Trust Index has declined 10 pts since 2017

# RECORD TRUST GAP BETWEEN HIGH AND LOW INCOME

Trust Index

Global 22



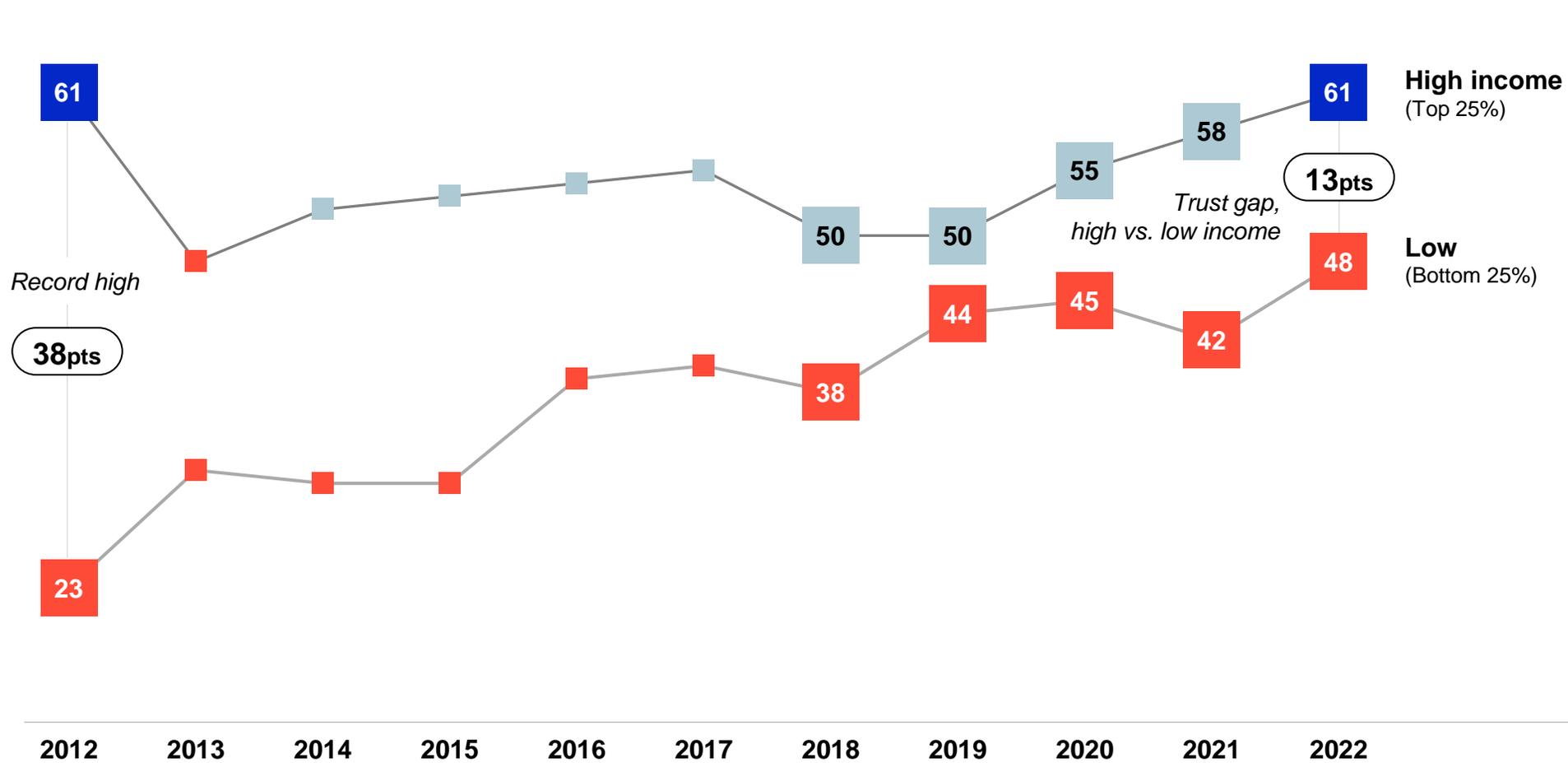
## Countries with the greatest income-based trust inequality

Thailand	36pts
Saudi Arabia	27pts
UK	25pts
Ireland	23pts
Germany	21pts
The Netherlands	21pts

2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 22-mkt avg., by income.

# CONTINUED TRUST INEQUALITY IN ITALY

Trust Index, in Italy



## Countries with the greatest income-based trust inequality

Thailand	36pts
Saudi Arabia	27pts
UK	25pts
Ireland	23pts
Germany	21pts
The Netherlands	21pts

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, Italy, by income.

# DISTRUST IS THE DEFAULT: NO BASIS FOR PEACEFUL DEBATE

---

Which are you more likely to believe?

**63%**

**My tendency is to distrust** until I see evidence that something is trustworthy

**vs.**

**My tendency is to trust** until I see evidence that something is untrustworthy

---

Percent who agree

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

**74%**

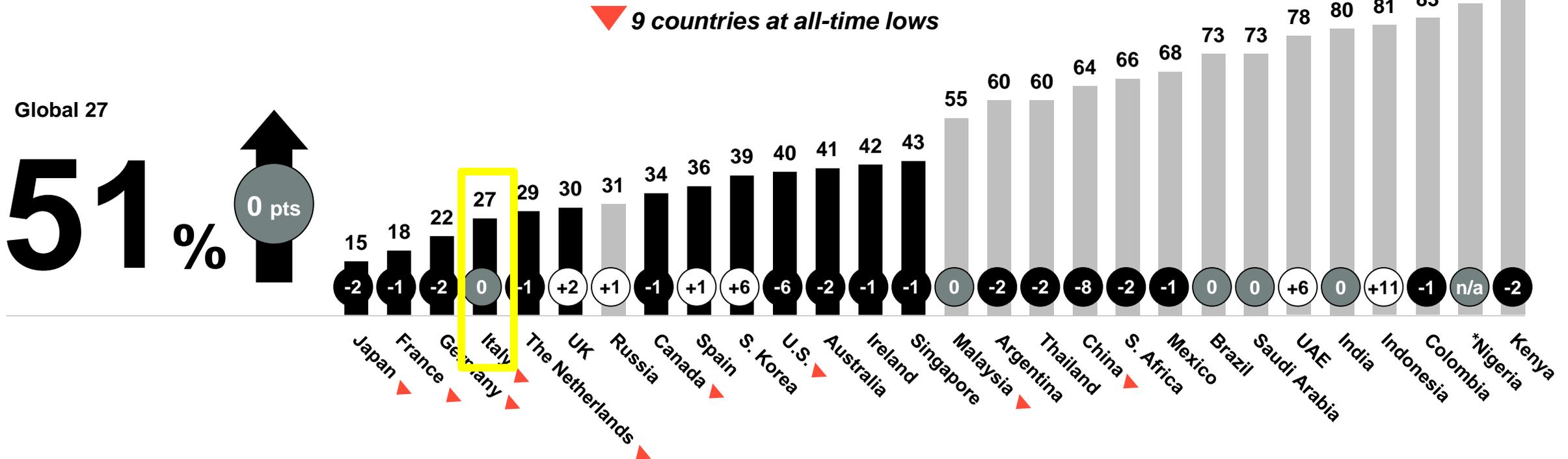
# DEVELOPED COUNTRIES LACK ECONOMIC OPTIMISM

Percent who believe they and their families will be better off in five years' time

■ Developed countries

● 0 ● + Change, 2021 to 2022

My family and I will be better off  
in five years' time



# QUESTIONS ABOUT TODAY'S CAPITALISM

Percent who agree, in Italy

UAE	59%	60%
Saudi Arabia	63%	66%
Malaysia	62%	52%
Singapore	52%	46%
Indonesia		
India		
Thailand		
Kenya		

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

**58%**

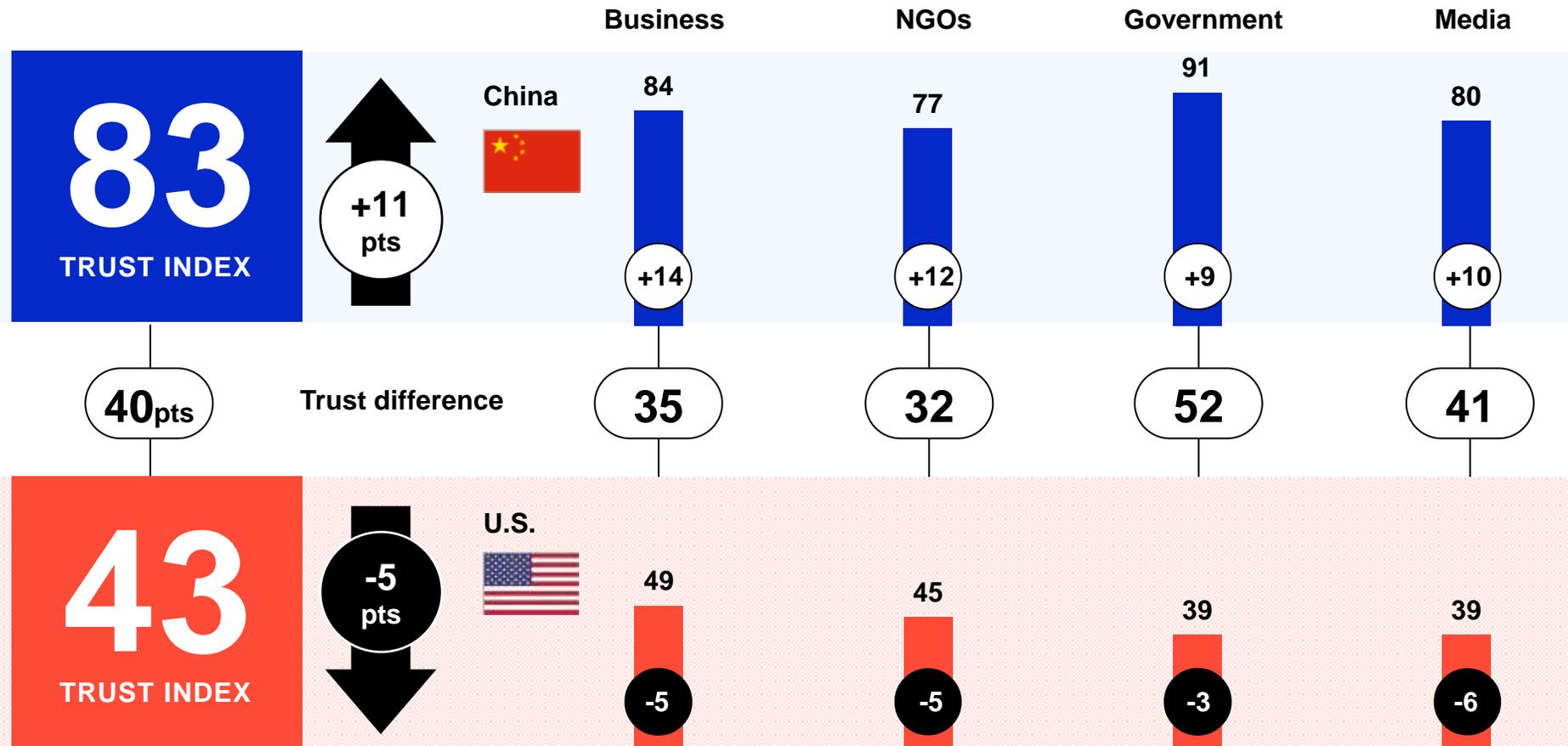
**Centrally-managed economies do a better job** than free-market economies

**33%**



# CHINA-U.S. TRUST DIVERGENCE WIDENS TO ALL-TIME HIGH

Percent trust, within each country



**DIVERGING TRUST IN BRAND CHINA VS BRAND U.S. ABROAD**  
Percent trust, 26-market averages\*

**31%** trust companies headquartered in China (-3pts)

**53%** trust companies headquartered in the U.S. (+2pts)

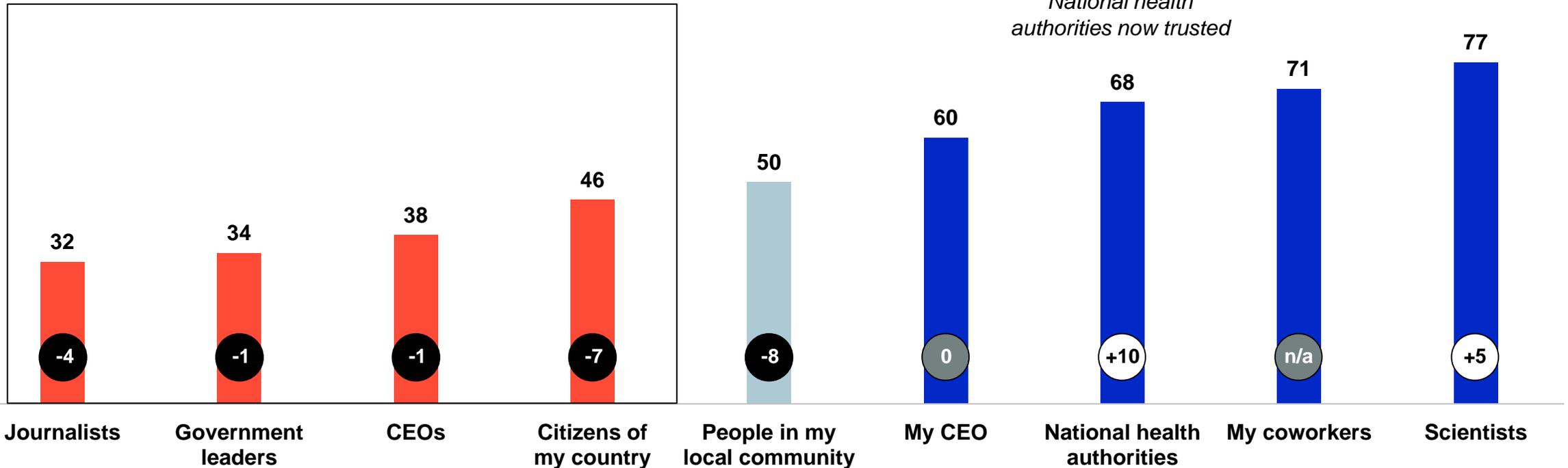
2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, China and U.S. TRU\_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 26-mkt avg. \*does not include home country rating.

An aerial view of the lunar surface showing two astronauts in white suits working with large solar panel arrays. A large, dark shadow of a person is cast across the moon's surface, partially overlapping the solar panels. The text "SOCIETAL LEADERSHIP NOW A CORE BUSINESS FUNCTION" is overlaid in white, bold, sans-serif font across the center of the image.

**SOCIETAL LEADERSHIP NOW  
A CORE BUSINESS FUNCTION**

# SOCIETAL LEADERS - AND FELLOW CITIZENS - NOT TRUSTED IN ITALY

Percent trust, in Italy



2022 Edelman Trust Barometer. TRU\_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. 9-point scale; top 4 box, trust. Some attributes asked of half the sample. General population, Italy. “My coworkers” and “my CEO” only shown to those who are an employee of an organization (Q43/1).

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

Percent who worry, in Italy

Change, 2021 to 2022



Journalists and reporters



My country's government leaders



Business leaders

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

# MY EMPLOYER TRUSTED AROUND THE WORLD

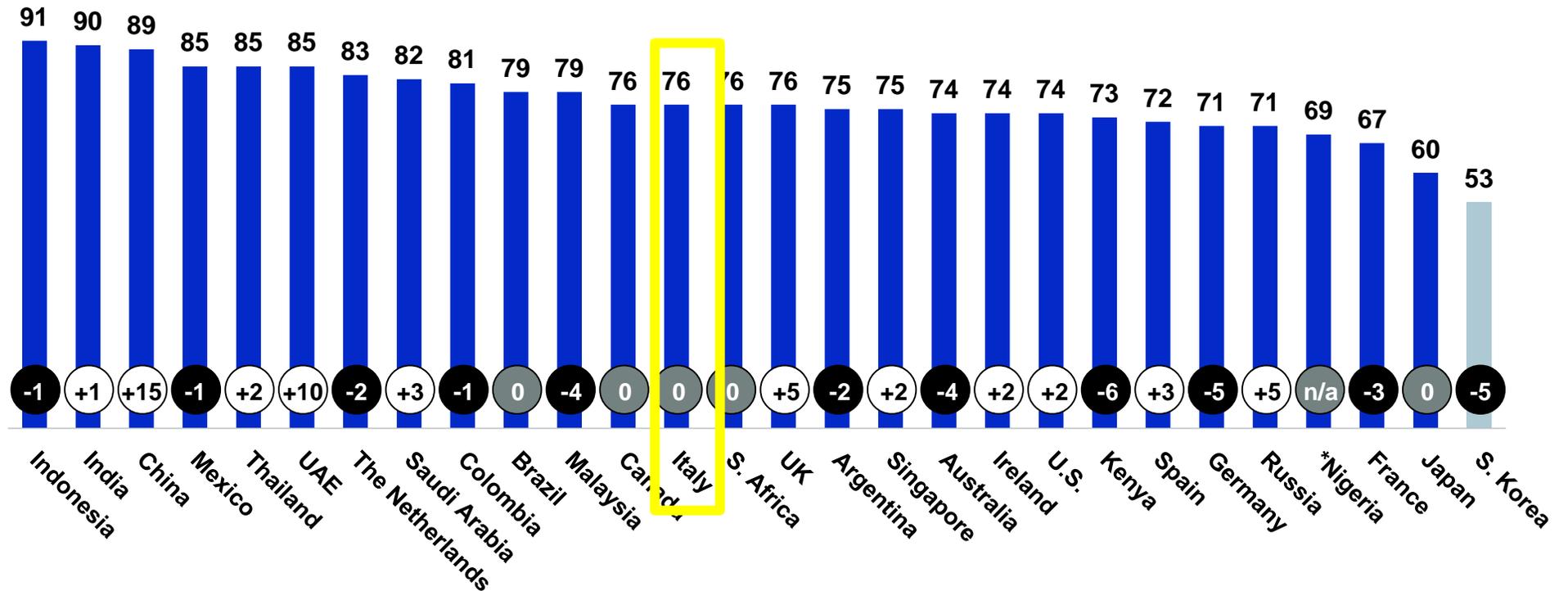
Percent trust



Global 27



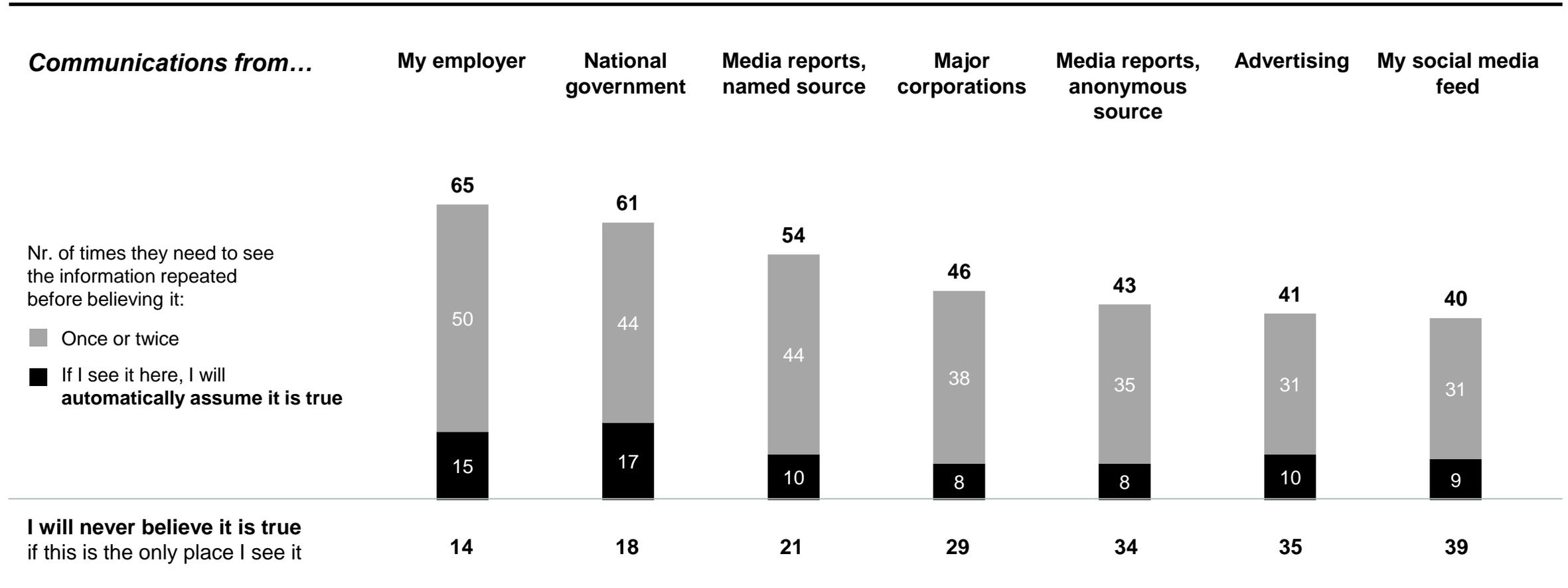
Business	61
NGOs	59
Government	52
Media	50



2022 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. "Your employer" only shown to those who are an employee of an organization (Q43/1). \*Nigeria is not included in the global average

# IN ITALY, MY EMPLOYER MEDIA MOST BELIEVABLE

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



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

# ALL STAKEHOLDERS HOLD BUSINESS ACCOUNTABLE

Percent who agree

Italy

---

Global 7

---

Source: 2021 Edelman Trust Barometer  
Special Report: Institutional Investors

**60%**

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

**57%**

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

**56%**

**Invest**  
based on their  
beliefs and values

**88%**

**of institutional investors**  
subject ESG to the same scrutiny  
as operational and financial  
considerations

---

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

# CEOS EXPECTED TO BE THE FACE OF CHANGE

Percent who say

## CEOs should be personally visible

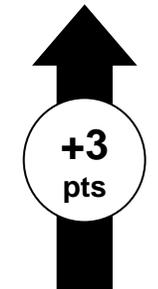
when discussing public policy with external stakeholders or work their company has done to benefit society

72%  
(net)

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

Among employees

55%



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, Italy.

# BUSINESS EXPECTED TO FILL VOID LEFT BY GOVERNMENT

Percent who agree, in Italy

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

⊥  
**65%**

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

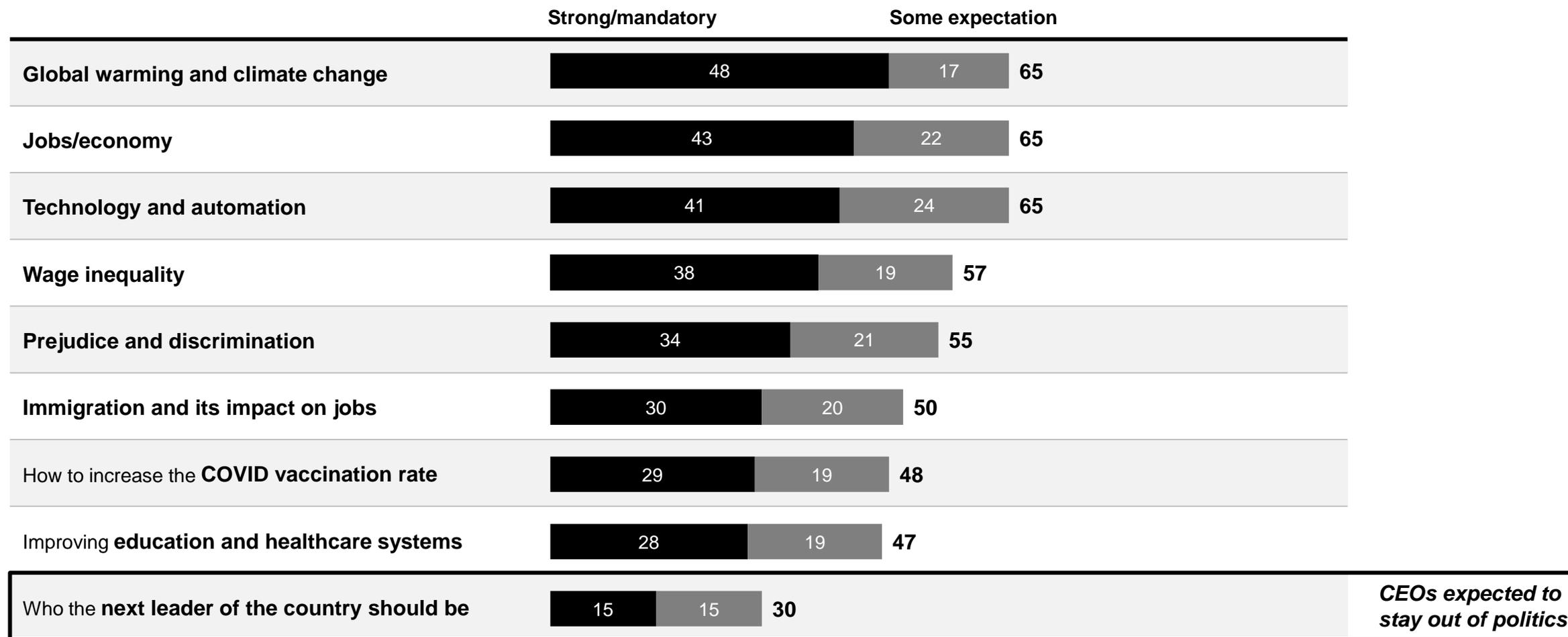
⊥  
**57%**

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

⊥  
**55%**

# CEOS EXPECTED TO INFORM POLICY, NOT POLITICS

Percent who expect CEOs to inform and shape conversations and policy debates about each issue, in Italy



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, Italy. "Improving education and healthcare" is an average of attributes 9 and 10. "Jobs/economy" is an average of attributes 11 and 12.

# INFORMATION QUALITY NOW MOST POWERFUL TRUST BUILDER ACROSS INSTITUTIONS

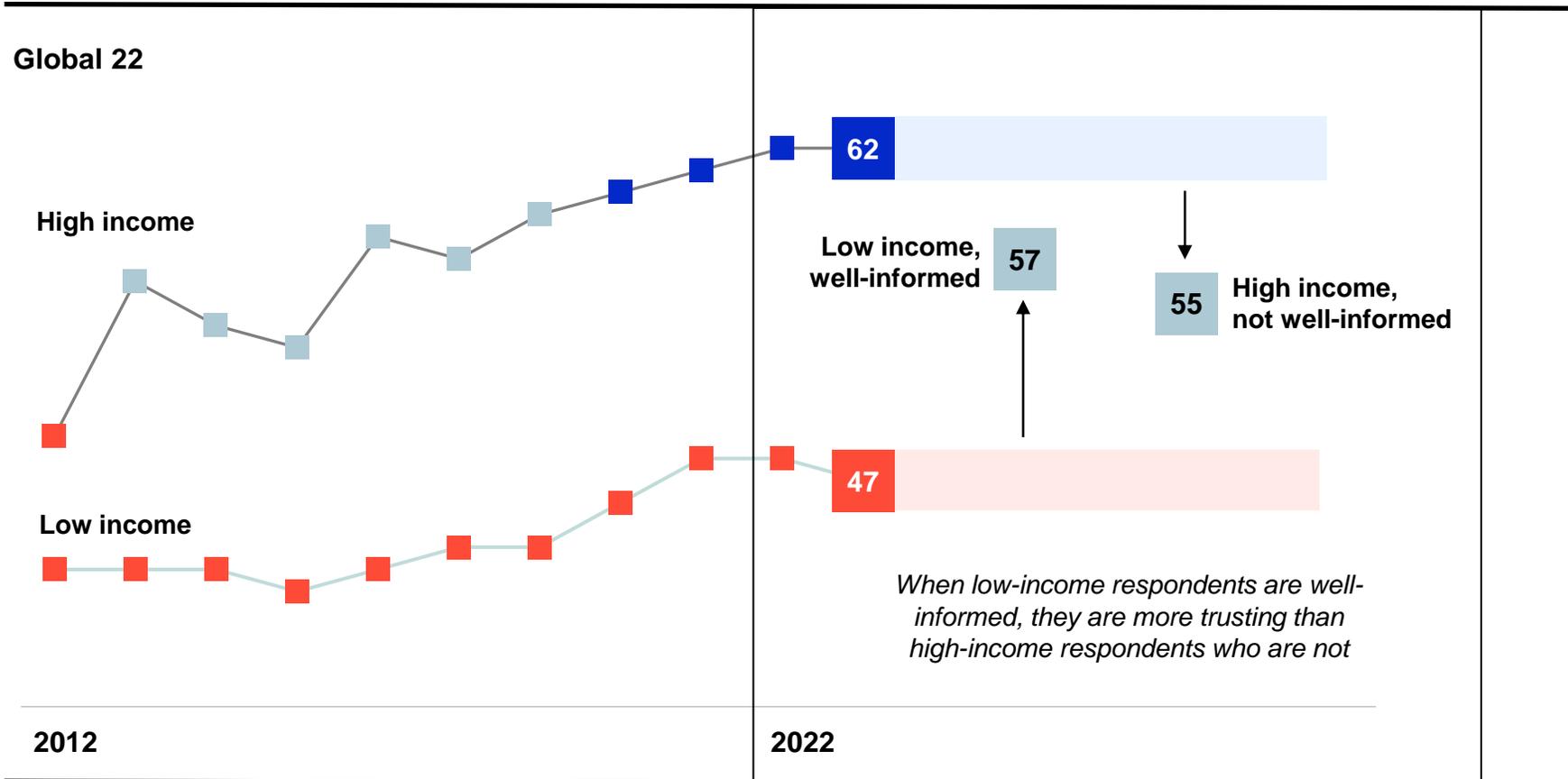
Potential trust gains associated with doing each well (top 5)

Business	% pt gains	NGOs	% pt gains	Government	% pt gains	Media	% pt gains
<b>Information quality</b>	<b>3.0</b>	<b>Information quality</b>	<b>3.2</b>	<b>Information quality</b>	<b>6.1</b>	<b>Information quality</b>	<b>6.6</b>
Hold others accountable	2.5	Exert power effectively	2.4	Take a leadership role	3.7	Communication and transparency	3.2
Communication and transparency	2.3	Work with other institutions and organizations	2.3	Exert power effectively	3.5	Exert power effectively	2.5
Exert power effectively	2.1	Take a leadership role	2.1	Long-term thinking and planning	3.2	Change management	2.2
Get results	1.8	Change management	2.0	Hold others accountable	3.2	Hold others accountable	2.0

2022 Edelman Trust Barometer. Regression analysis. CMP\_ARE\_[INS]. Thinking about [institution] as they are today, please indicate whether you consider each of the following dimensions to be one of their areas of strength or weakness. 5-point scale; top 2 box, strength. Question asked of half of the sample. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 24-mkt avg. For a full explanation of how this data was calculated, please see the Technical Appendix. Data not collected in China, Thailand and Russia for CMP\_ARE\_[INS].

# GOOD INFORMATION CAN HELP CLOSE THE SOCIETAL DIVIDE

## Trust Index



### Well-informed

regularly do the following:

#### Follow news regularly

- Consult 3+ news sources daily
- Read business and/or public policy news

#### Seek quality information

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

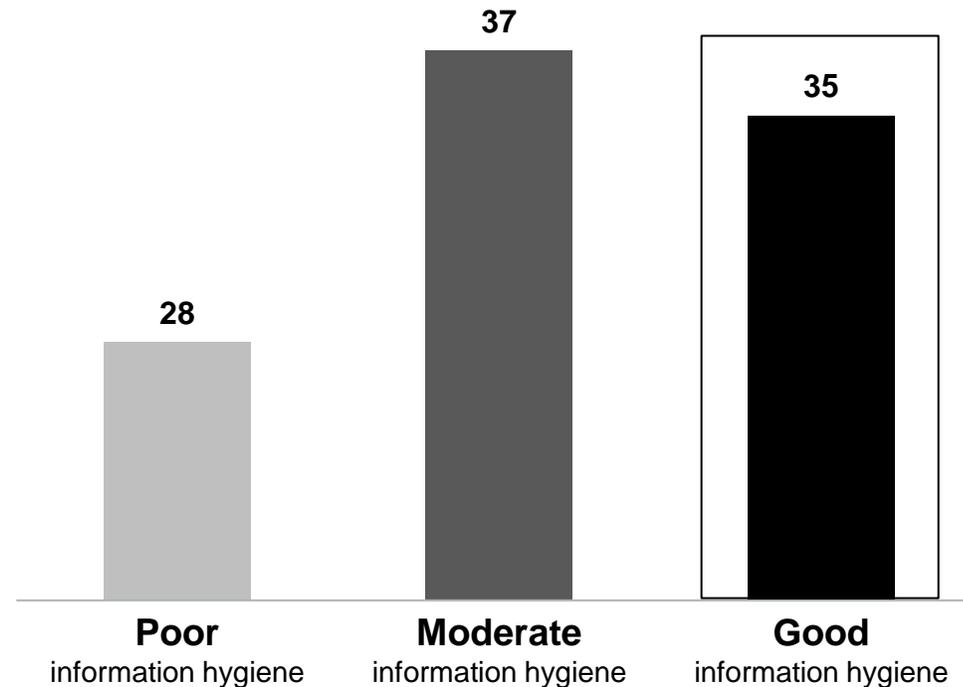
**2022 Edelman Trust Barometer.** The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 22-mkt avg., by income. Media Consumption scale. General population, 22-mkt avg., by income. For full details on how the Well-Informed Scale was built, please refer to the Technical Appendix.

# IN ITALY, ONLY 1 IN 3 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



**67%** of respondents **share or forward news items** that they find to be interesting.

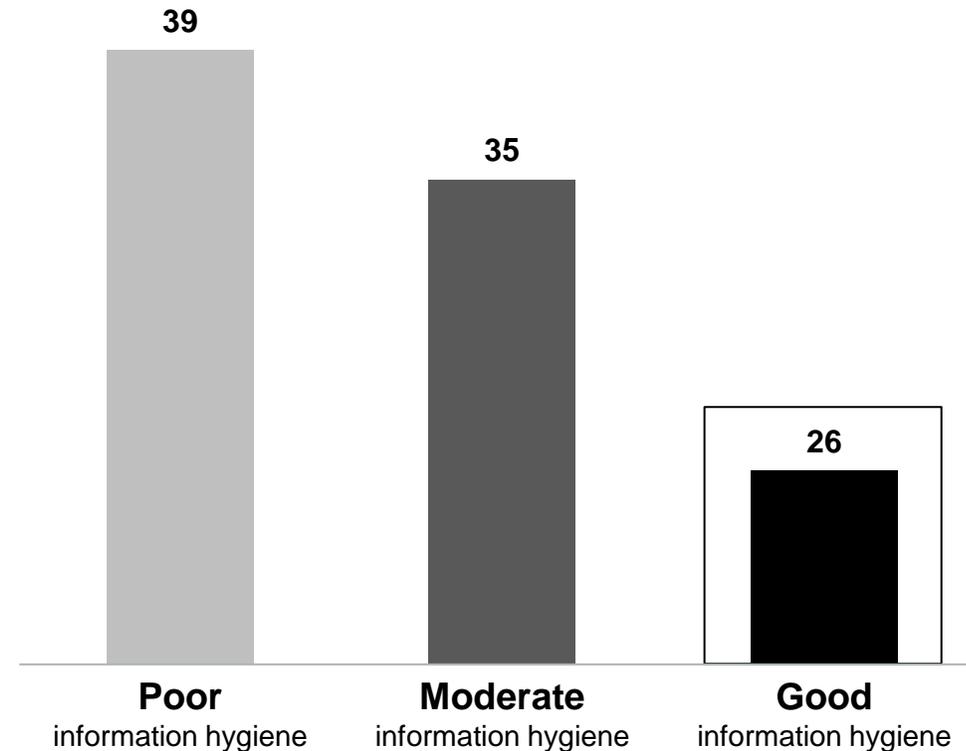
Of those, **only 38%** have good information hygiene

# ONLY 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

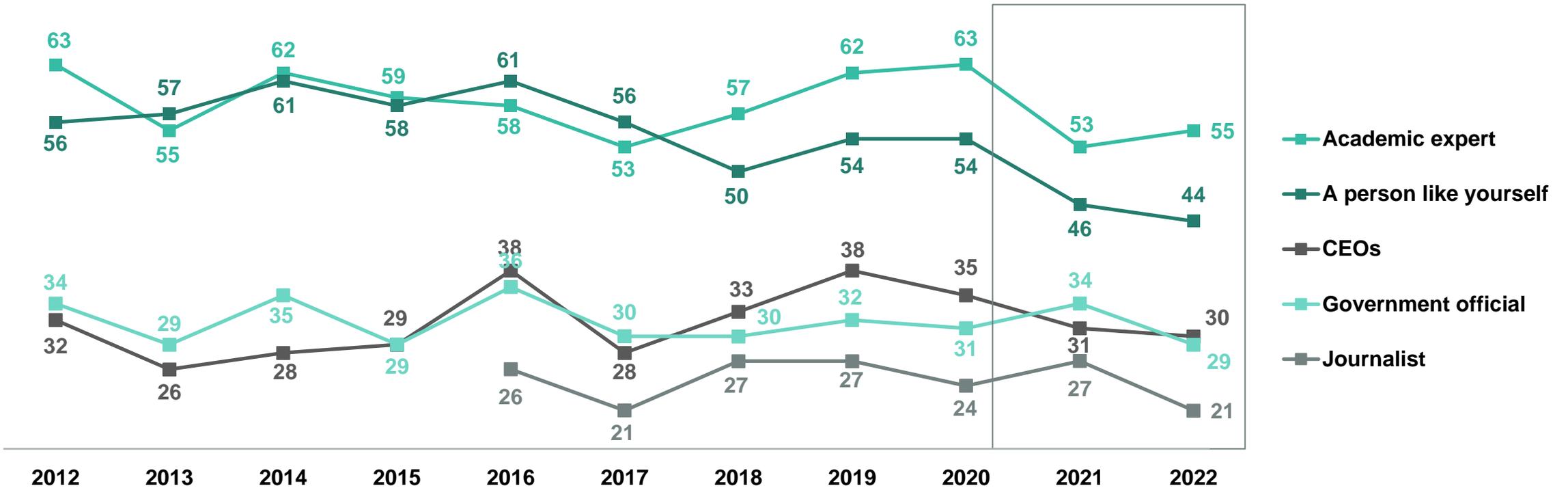


**57%** of respondents **share or forward news items** that they find to be interesting

Of those, **only 29%** have good information hygiene

# SPOKESPEOPLE CREDIBILITY OVER TIME

Percent who rate each as very/extremely credible as a source of information about a company, in Italy



2022 Edelman Trust Barometer. CRE\_PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be--extremely credible, very credible, somewhat credible, or not credible at all? 4-point scale; top 2 box, credible. Question asked of half of the sample. General population, Italy.

# 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.

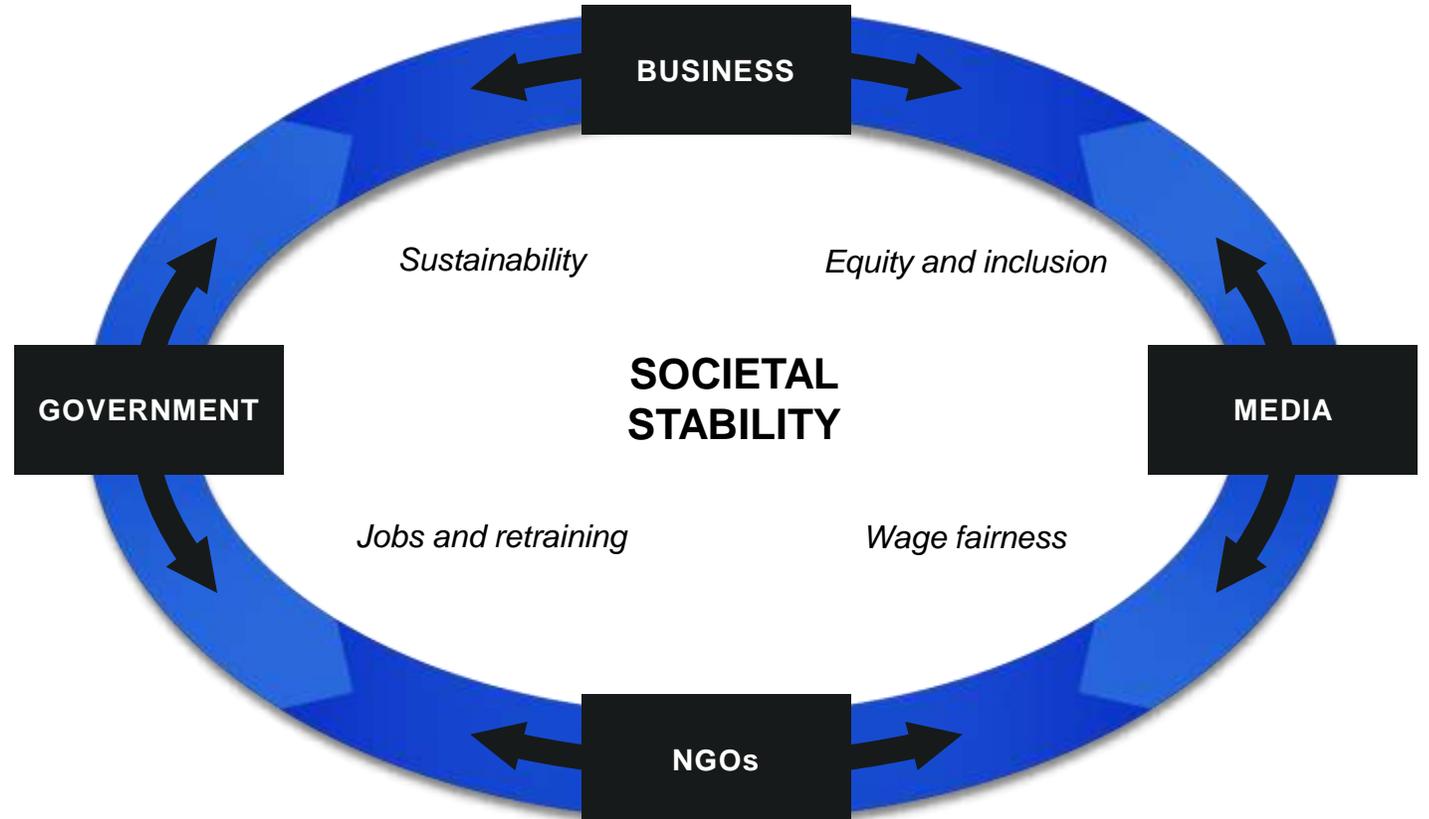
## Leadership must focus on long-term thinking

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.

---

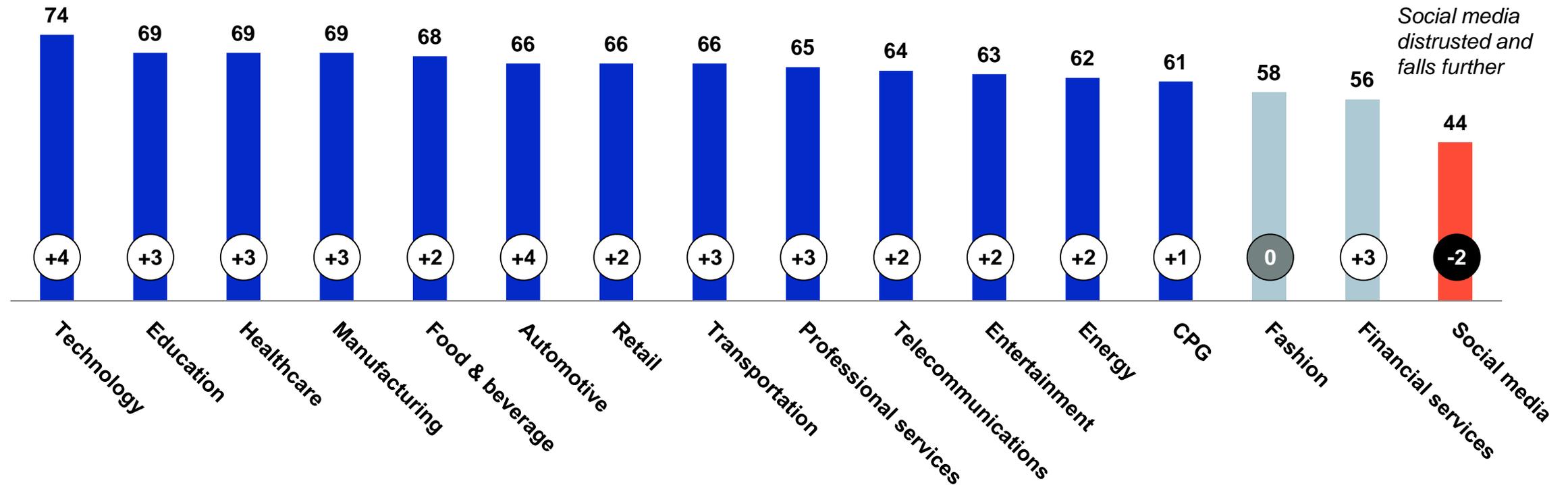




**TRUST IN VARIOUS  
TYPES OF BUSINESSES**

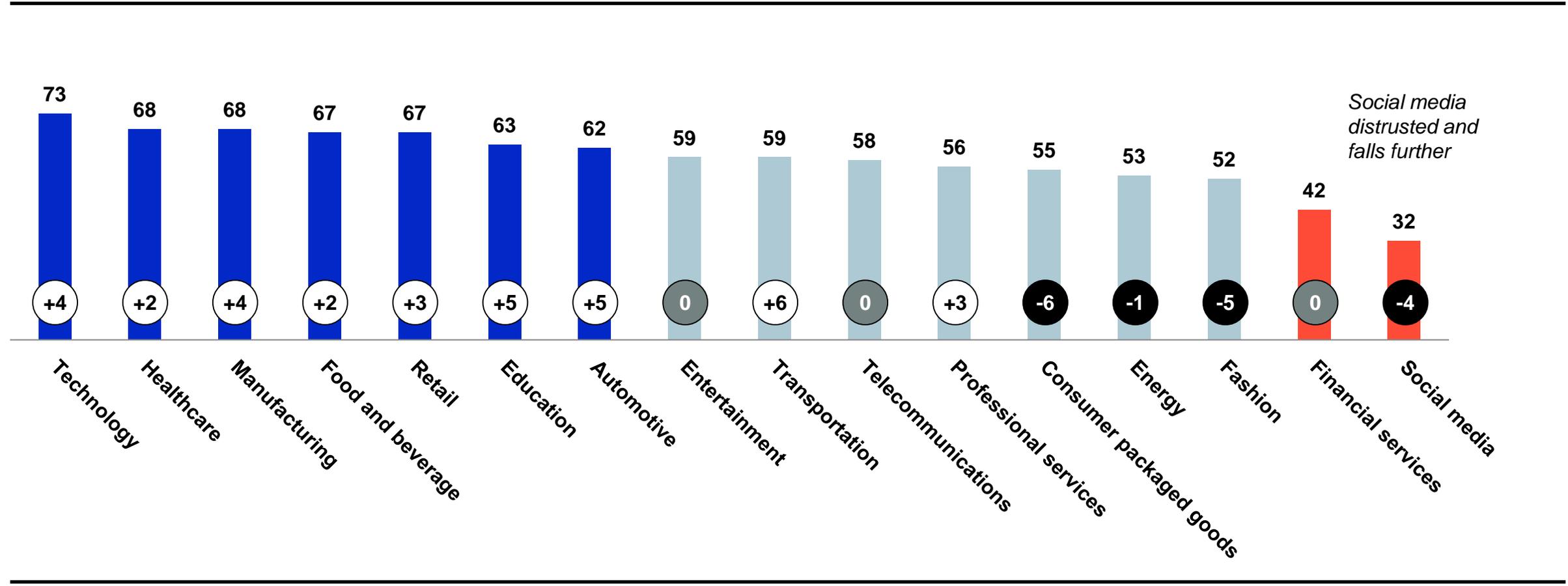
# TRUST IN MOST INDUSTRY SECTORS RISE

Percent trust



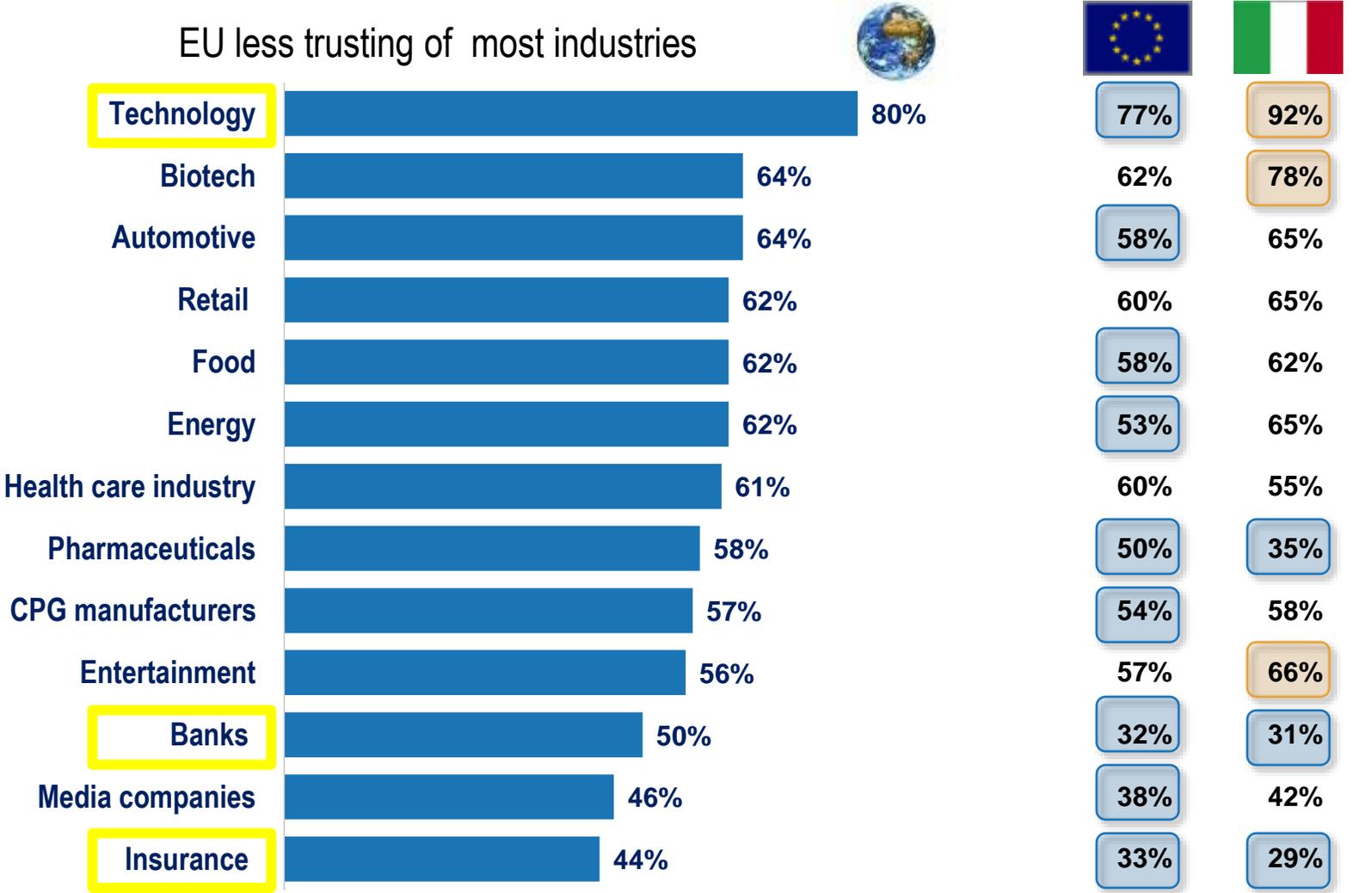
# TRUST IN MOST INDUSTRY SECTORS RISE

Percent trust, in Italy



2022 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, Italy.

# Technology remains most trusted industry sector globally

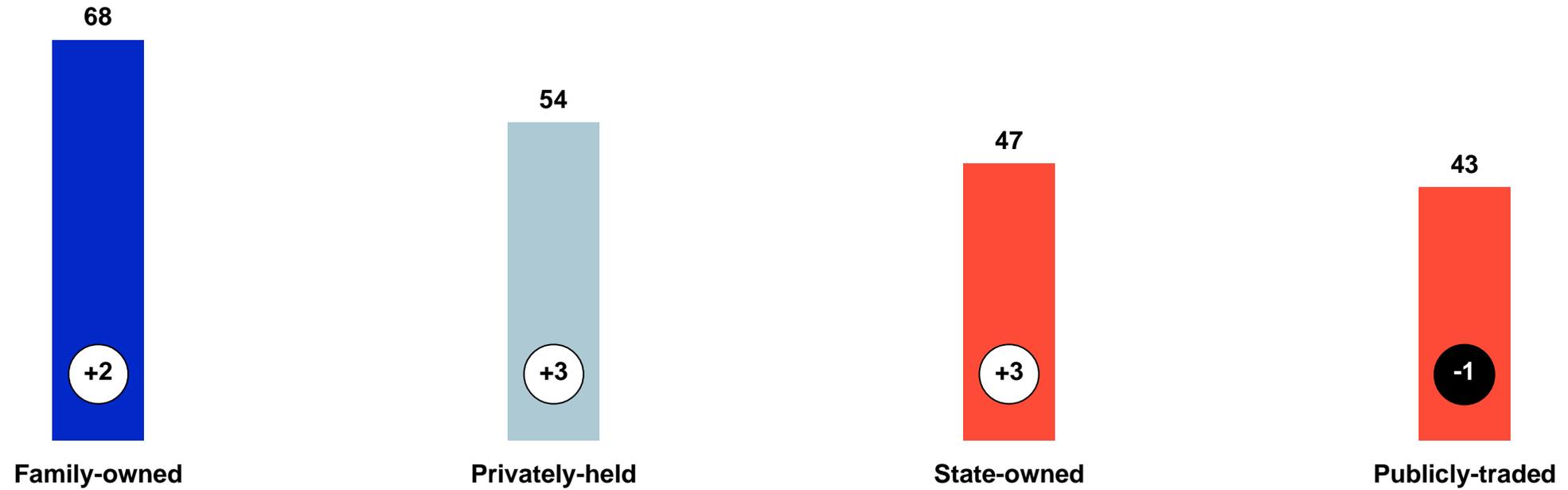


Significant at 95% confidence level

A26-38. Now I would like to focus on your trust in different industry sectors. Please tell me how much you TRUST businesses in each of the following industries to do what is right. Again, please use a nine-point scale where one means that you "DO NOT TRUST THEM AT ALL" and nine means that you "TRUST THEM A GREAT DEAL." (Top 4 Box) Informed publics ages 25-64 in 22 countries, the EU, and Italy

# FAMILY-OWNED BUSINESSES MOST TRUSTED

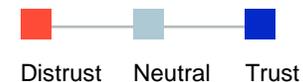
Percent trust in each type of business, in Italy



2022 Edelman Trust Barometer. TRU\_ORG. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Italy.

# TRUST IN TYPES OF BUSINESSES – 8 YEAR TRENDS

Percent trust, in Italy



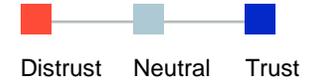
	2014	2015	2016	2017	2018	2019	2020	2021	2022	<i>Change, 2014 - 2022</i>
<b>Family-owned</b>	80	74	76	79	-	77	75	66	68	-10
<b>Privately-held</b>	59	58	58	61	-	60	56	51	54	-5
<b>State-owned</b>	37	31	39	47	-	51	42	44	47	+10
<b>Publicly-traded</b>	44	41	47	52	-	49	50	44	43	-1

2022 Edelman Trust Barometer. TRU\_ORG. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Italy.

# TRUST IN TYPES OF BUSINESSES – 8 YEAR TRENDS

Percent trust

Global 22



	2014	2015	2016	2017	2018	2019	2020	2021	2022	<i>Change, 2014 - 2022</i>
<b>Family-owned</b>	69	65	67	69	-	70	68	63	66	-3
<b>Privately-held</b>	56	52	55	57	-	59	58	54	56	<i>n/a</i>
<b>Publicly-traded</b>	54	49	52	55	-	58	57	52	54	<i>n/a</i>
<b>State-owned</b>	50	45	49	54	-	57	53	51	52	+2

2022 Edelman Trust Barometer. TRU\_ORG. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 22-mkt avg.



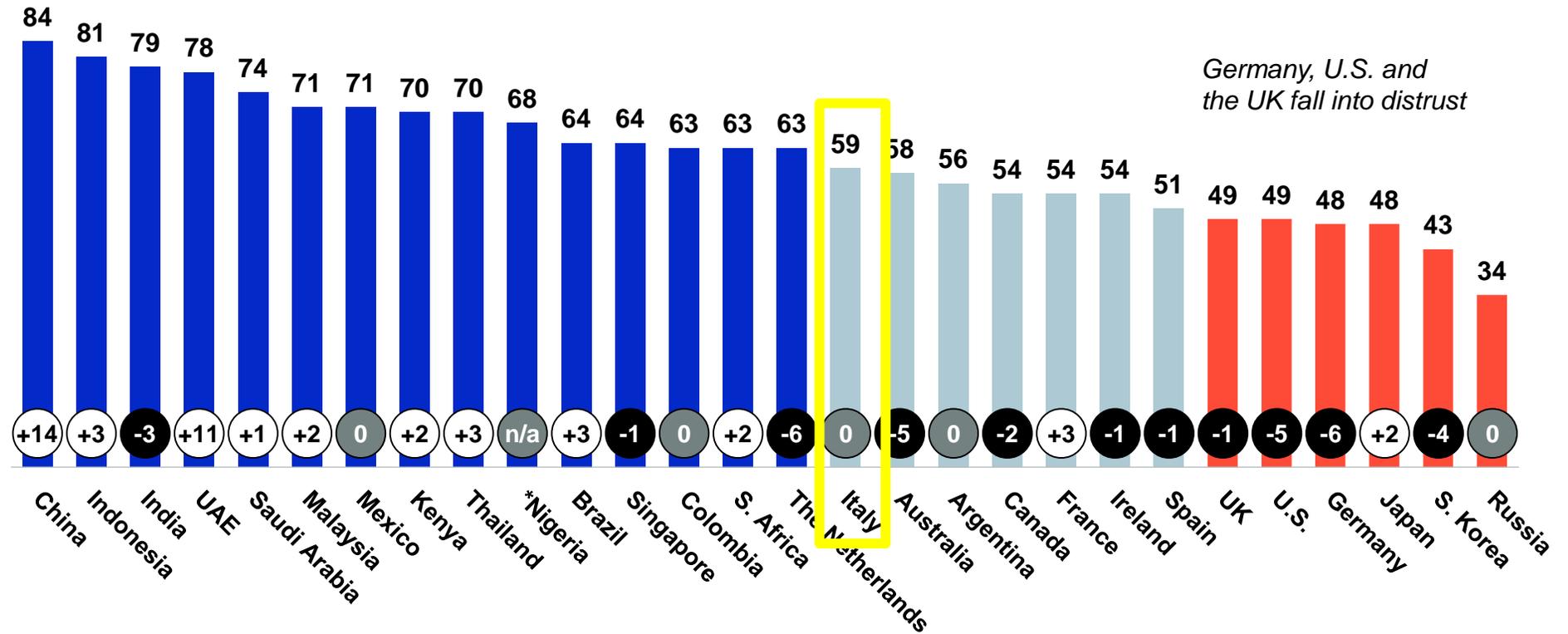
**SUPPLEMENTARY DATA**

# TRUST IN BUSINESS DECLINES IN 11, GAINS IN 11 OF 27 COUNTRIES

Percent trust



Trusted in 15 countries;  
double-digit gains in China and UAE



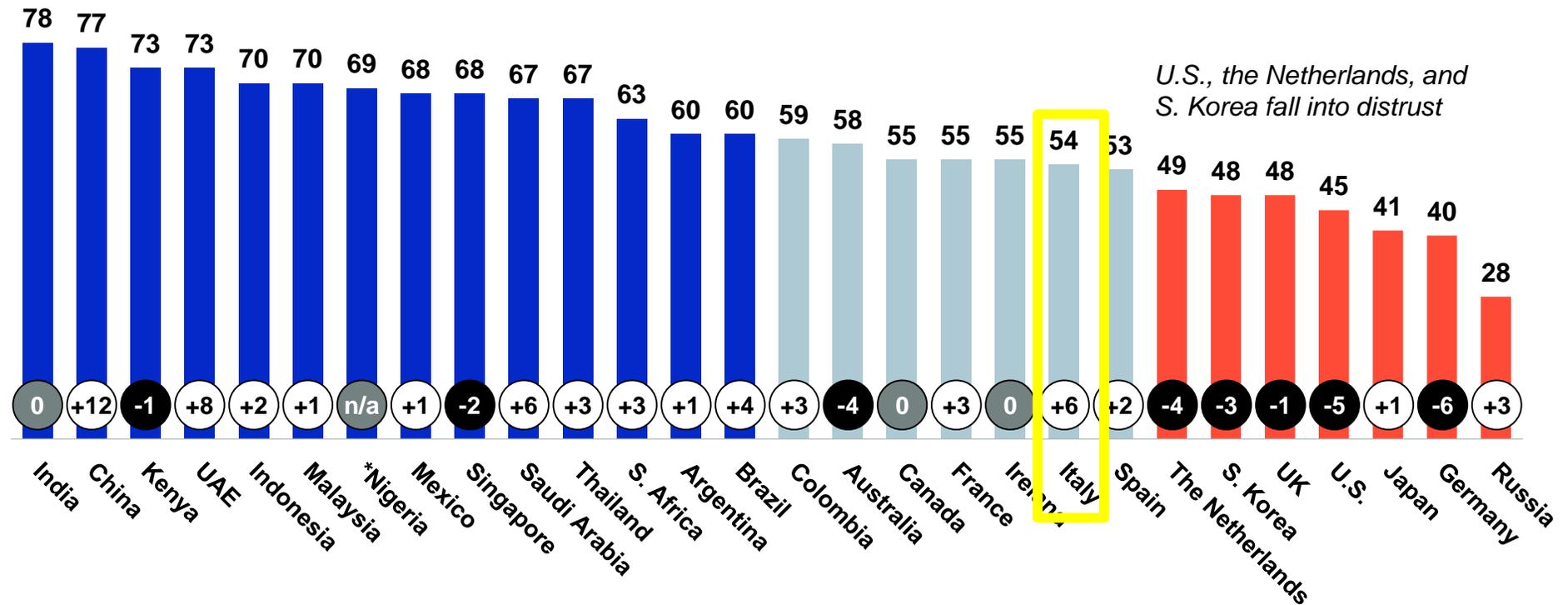
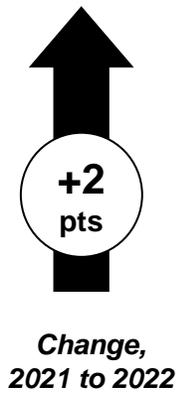
# TRUST IN NGOS RISES IN 16 OF 27 COUNTRIES

Percent trust



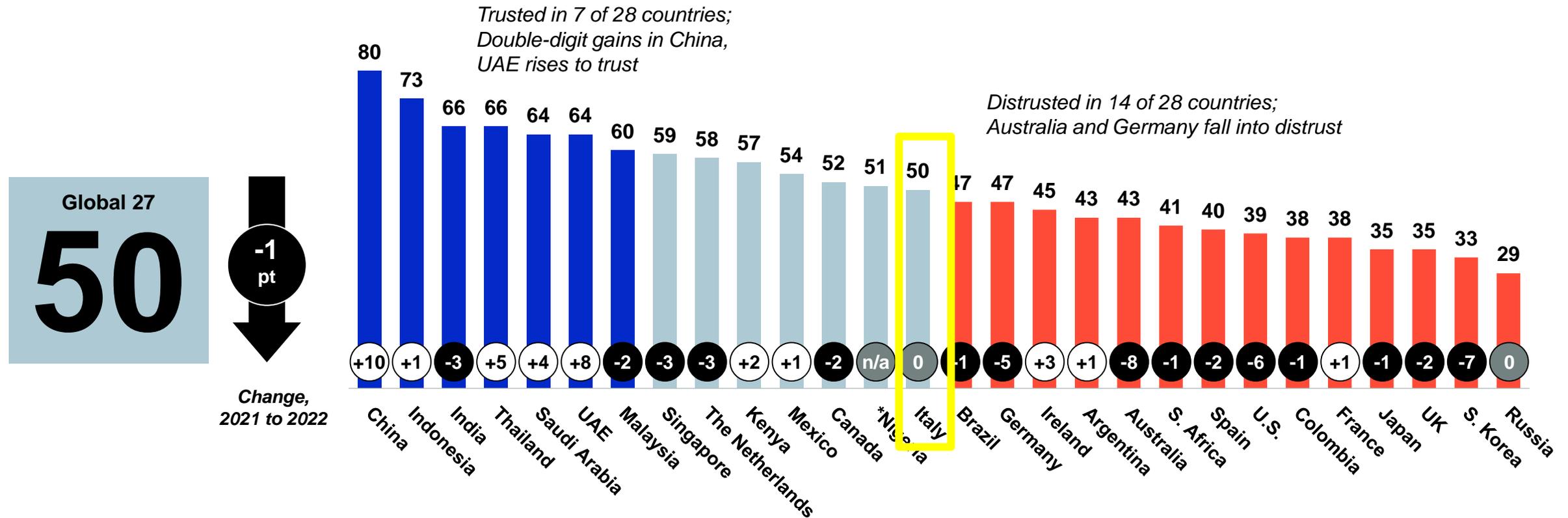
Trusted in 14 countries;  
double-digit gains in China

U.S., the Netherlands, and  
S. Korea fall into distrust



# TRUST IN MEDIA DECLINES IN 15 OF 27 COUNTRIES

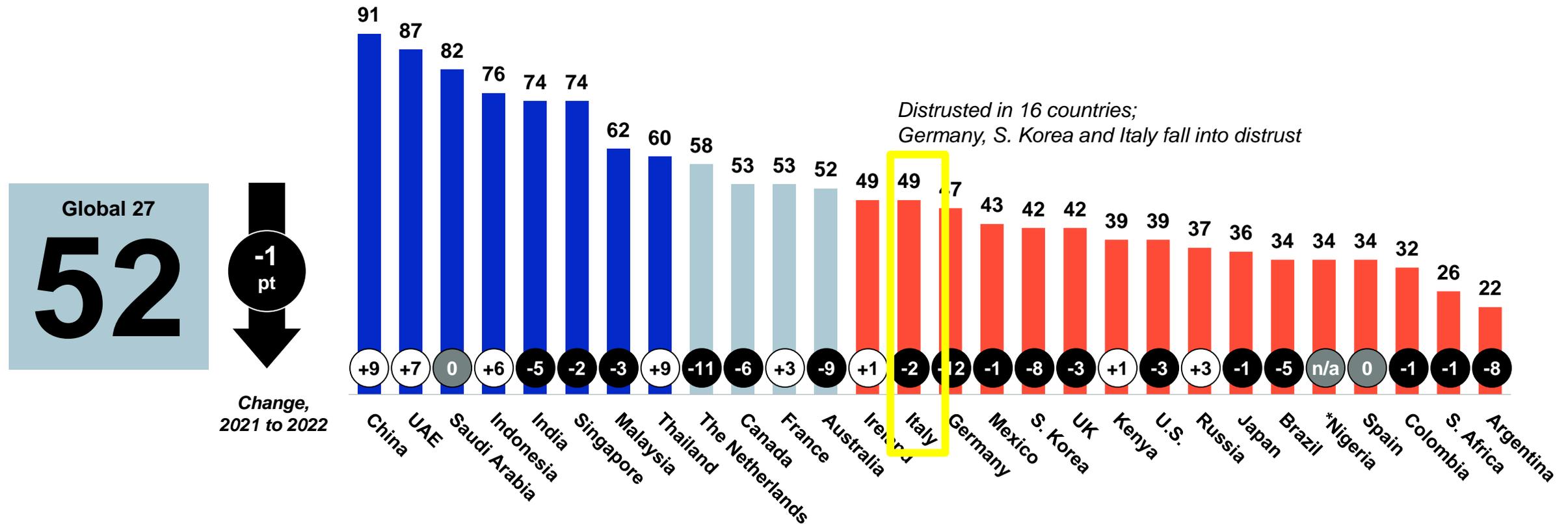
Percent trust



2022 Edelman Trust Barometer. TRU\_INS. [Media in general] 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. \*Nigeria is not included in the global average

# TRUST IN GOVERNMENT FALLS IN 17 OF 27 COUNTRIES

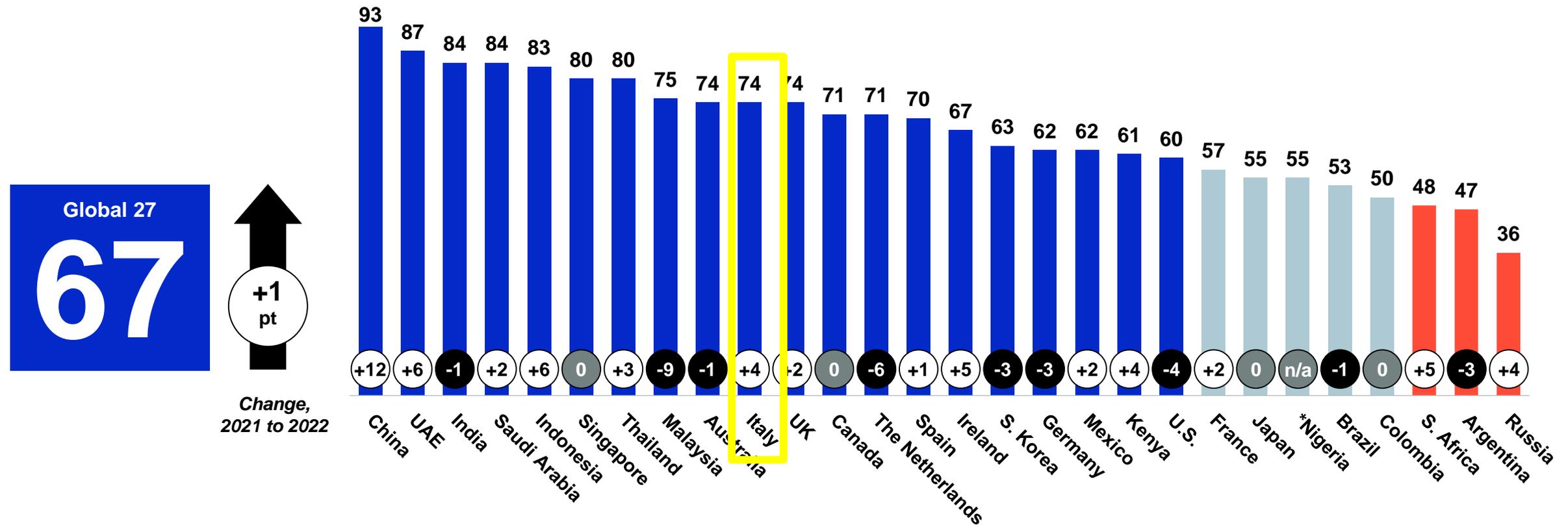
Percent trust



2022 Edelman Trust Barometer. TRU\_INS. [Government in general] 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. \*Nigeria is not included in the global average

# TRUST IN NATIONAL HEALTH AUTHORITIES INCREASES IN 14 OF 27 COUNTRIES

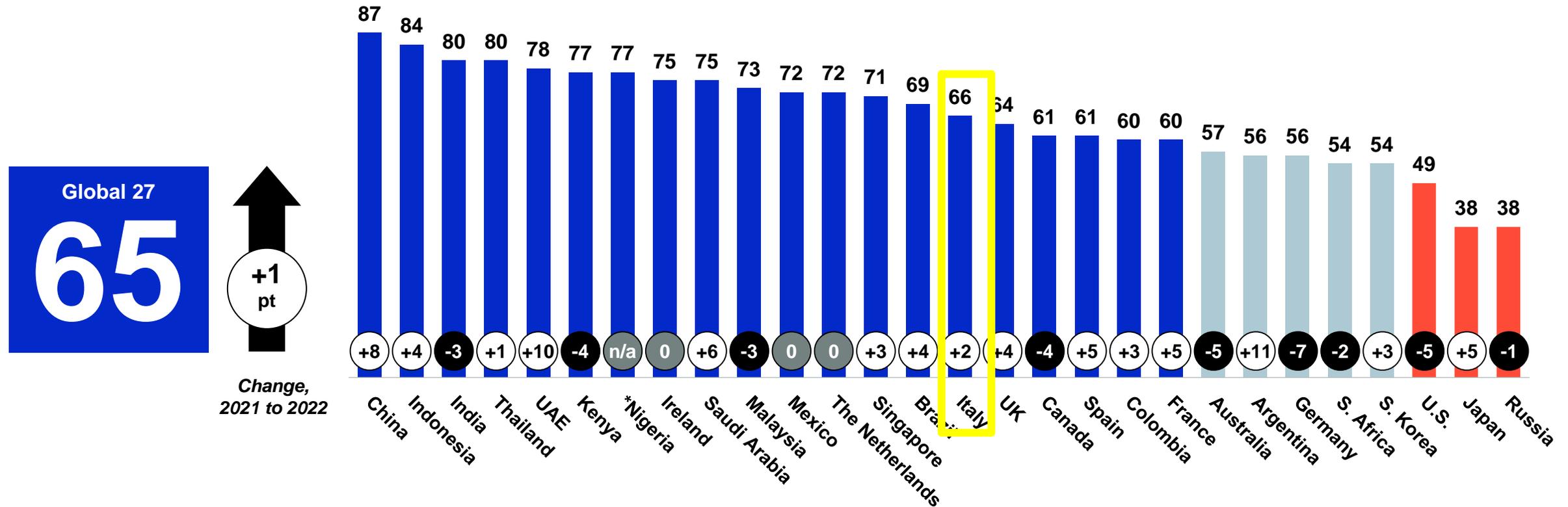
Percent trust



2022 Edelman Trust Barometer. TRU\_INS. [National health authorities] 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. Attribute asked of half of the sample. General population, 27-mkt avg. \*Nigeria is not included in the global average

# TRUST IN THE WHO INCREASES IN 15 OF 28 COUNTRIES

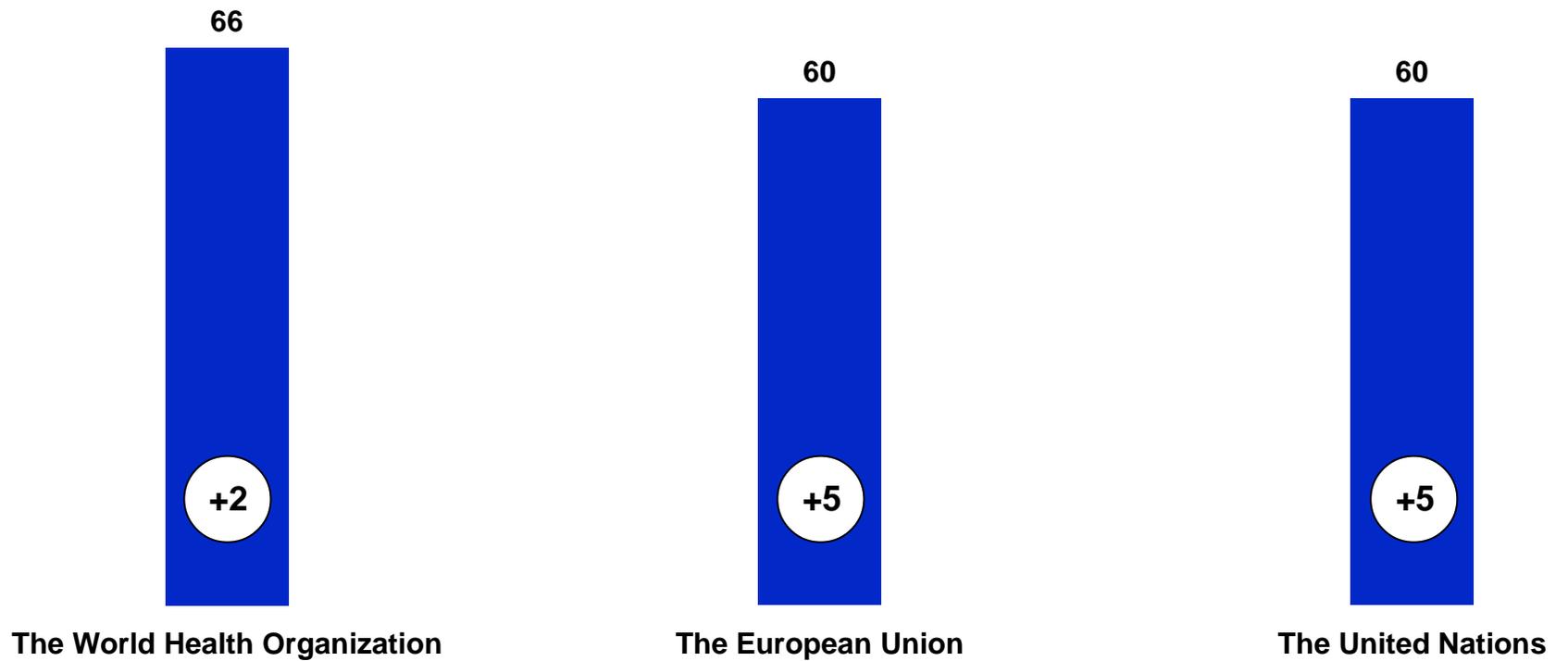
Percent trust



2022 Edelman Trust Barometer. TRU\_INS. [The World Health Organization] 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. Attribute asked of half of the sample. General population, 27-mkt avg. \*Nigeria is not included in the global average

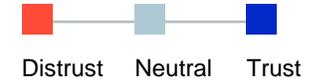
# TRUST IN MULTINATIONAL INSTITUTIONS, IN ITALY

Percent trust, in Italy

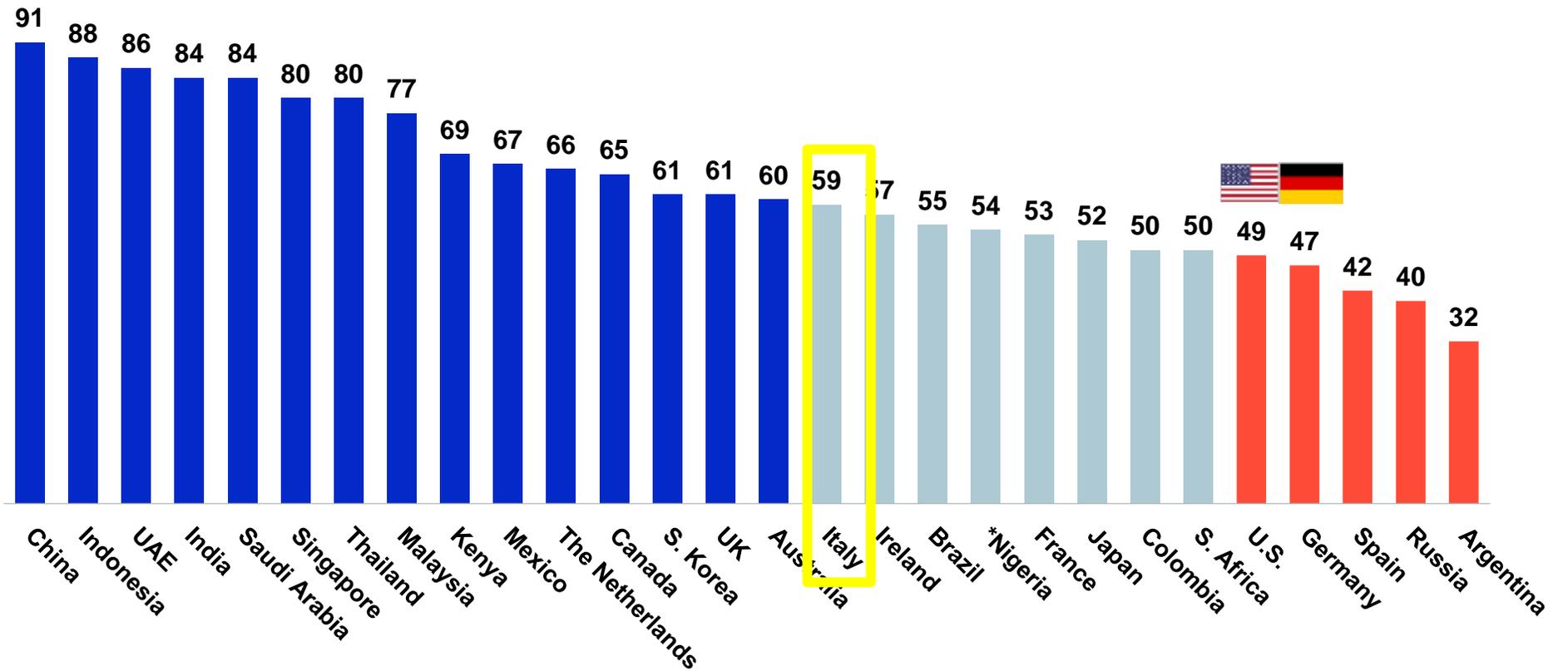


# CENTRAL BANK DISTRUSTED IN 2 OF 5 LARGEST ECONOMIES

Percent trust



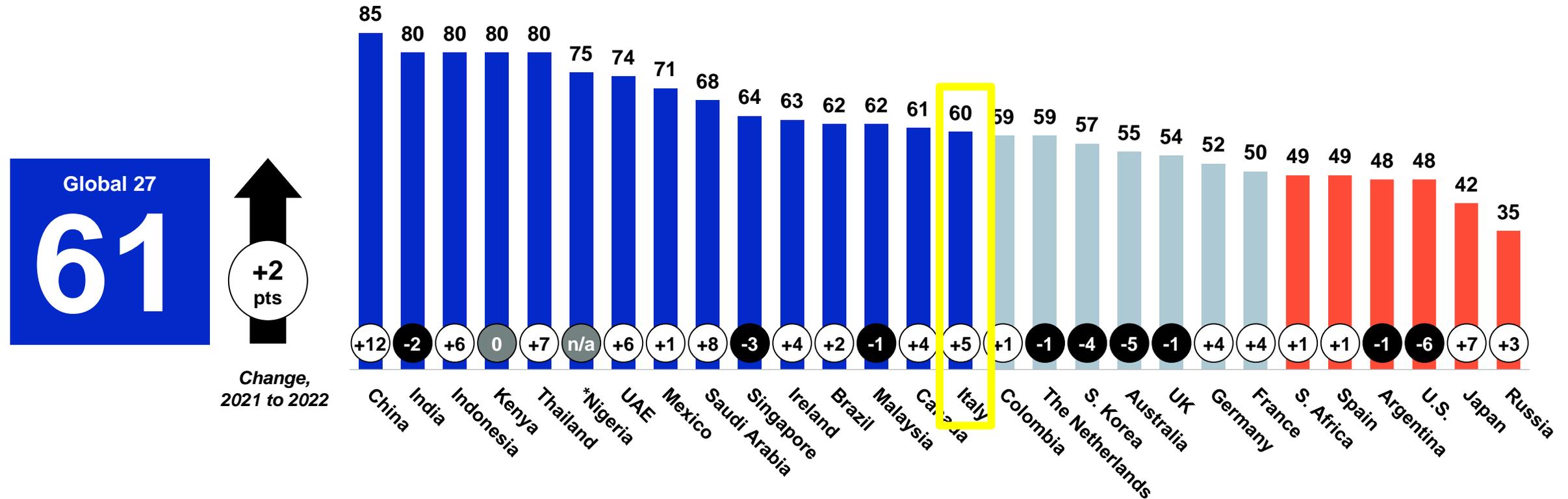
Global 27  
**63**



2022 Edelman Trust Barometer. TRU\_INS. [Central bank] 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. Attribute asked of half of the sample. General population, 27-mkt avg. \*Nigeria is not included in the global average

# TRUST IN THE UNITED NATIONS RISES IN 17 OF 27 COUNTRIES

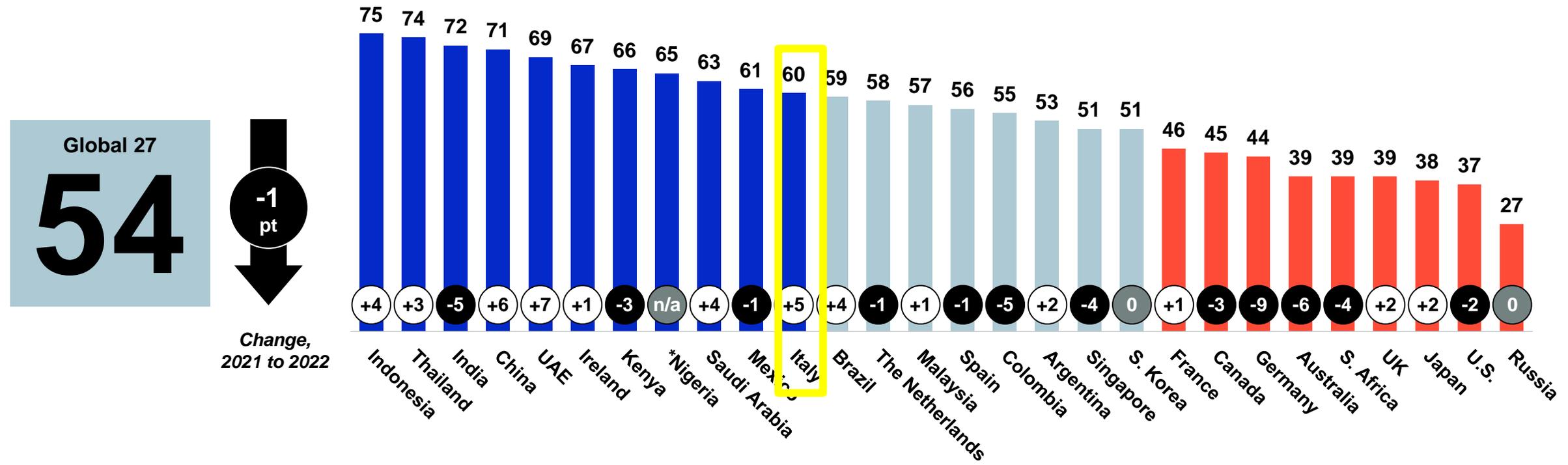
Percent trust



2022 Edelman Trust Barometer. TRU\_INS. [The United Nations] 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. Attribute asked of half of the sample. General population, 27-mkt avg. \*Nigeria is not included in the global average

# TRUST IN THE EUROPEAN UNION INCREASES IN 13 OF 27 COUNTRIES

Percent trust



2022 Edelman Trust Barometer. TRU\_INS. [The European Union] 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. Attribute asked of half of the sample. General population, 27-mkt avg. \*Nigeria is not included in the global average

Special Report:  
The Belief-Driven  
Employee

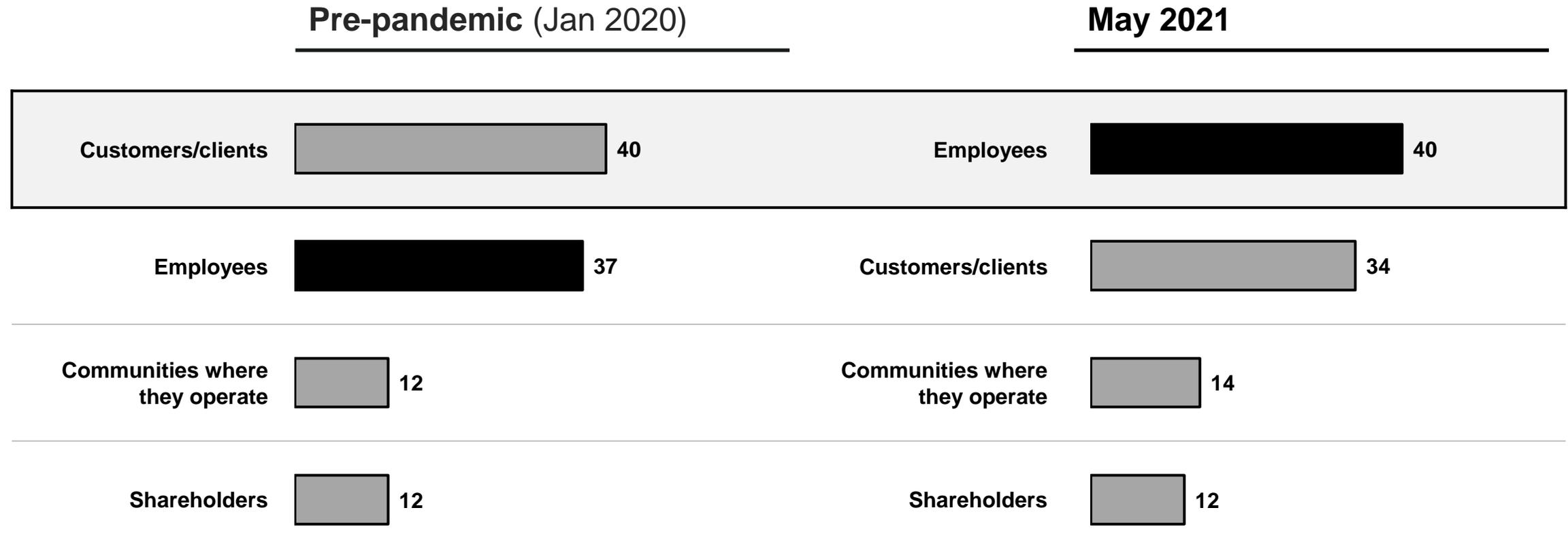


# Edelman Trust Barometer 2021



# EMPLOYEES NOW MOST IMPORTANT STAKEHOLDER

Percent who ranked each group as most important to a company achieving long-term success



2021 Edelman Trust Barometer Spring Update: A World in Trauma. PPL\_RNK. Please rank the following four groups of people in terms of their importance to a company achieving long-term success. Give the most important group a rank of 1 and the least important a rank of 4. Question asked of half of the sample. General population, 14-mkt avg.

⊥  
**EMPLOYEES NOW  
POWERED BY BELIEFS**

⊥

# JOB SEEKERS ARE RAISING THE BAR

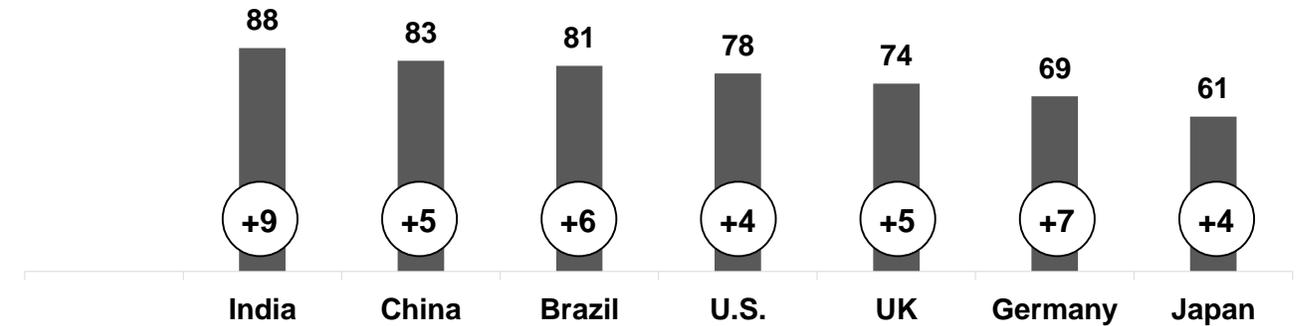
Average percent who say each is a strong expectation or a deal breaker when considering a job



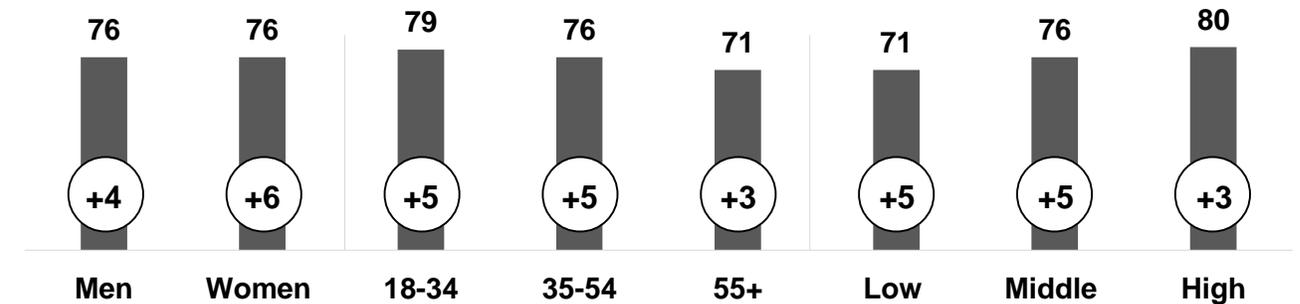
Change, Jan 2019 to Aug 2021

I have **higher expectations for a prospective employer** than I did three years ago

## Markets



## Gender | Age | Income



Average, global 7

# 76%



Change, Jan 2019 to Aug 2021

2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. 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? Please indicate your answer to each item using the scale below. 3-point scale; top 2 box, important. 7-mkt avg., and by demographics. Data is an average across all 17 attributes. All data is filtered to be among employees who work for an organization or corporation (Q43/1).

# ALL JOB EXPECTATIONS RISE; 7 IN 10 EXPECT OPPORTUNITIES FOR SOCIAL IMPACT

Average percent who say each is a strong expectation or a deal breaker when considering a job



Change, Jan 2019 to Aug 2021

## Career advancement

82%



*Average agreement, in rank order*

- Competitive wages
- Valuable work experiences and training
- Opportunities to move up

## Personal empowerment

77%



- Regular, truthful communication
- Easy for employees to give input
- Include employees in the planning process
- CEO embodies the values of the organization
- Employees reflect customer diversity
- Will not promote those who do not live up to company values

## Social impact

71%



- Business reflects my values
- Has a greater purpose
- Meaningful work that shapes society
- Opportunities to address social problems
- Would stop engaging in specific business practices if employees objected
- CEO addresses controversial issues I care about

2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. 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? Please indicate your answer to each item using the scale below. 3-point scale; top 2 box, important. 7-mkt avg. "Career advancement" is an average of attributes 1-4; "Personal empowerment" is an average of attributes 5-11; "Social impact" is an average of attributes 12-17. All data is filtered to be among employees who work for an organization or corporation (Q43/1).

# 1 IN 5 QUITTING THEIR JOBS

Percent who say they have left their job in the last six months, or plan to do so in the next six months

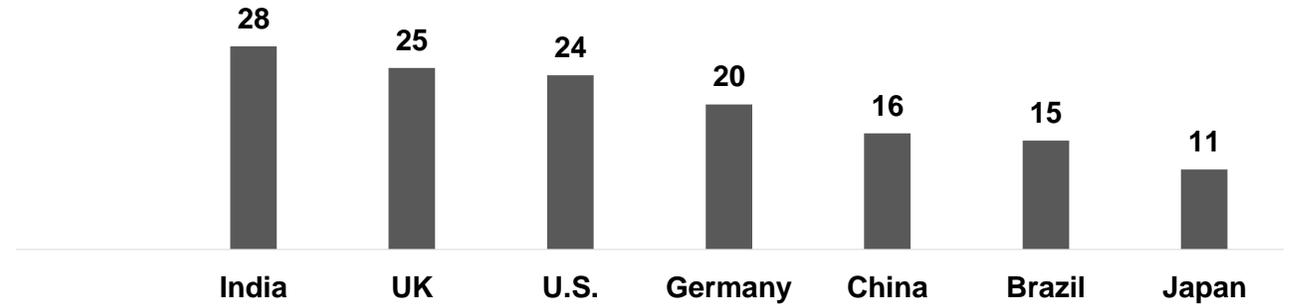
I plan to or have done one of these within the last or next six months

Quit my current job and **look for or start a new one**

Quit my current job to **start my own business**

**Retire and stop working**

Markets

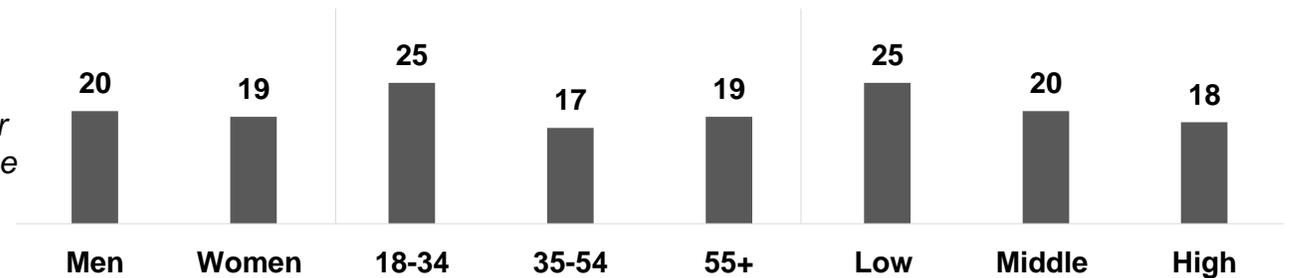


Global 7

**20%** (net)

*Highest turnover for younger, low income*

Gender | Age | Income



# BURNOUT NOW A BOTTOM-LINE ISSUE

Percent who say

During the pandemic, **I have increased my value to my employer** by taking on more work and responsibility

My employer is not doing well on **taking the issue of employee burnout seriously** and actively taking steps to prevent it

**62%**

**43%**

*Among those who feel that their employer isn't addressing burnout, **25%** have quit, or will quit their job in the next six months*

2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. EMP\_ENG. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. Question asked of those who are an employee (Q43/1). PER\_EMP. How well do you believe your employer is currently doing each of the following? Please indicate your answer using the 5-point scale below. 5-point scale; bottom 3 box, not doing well. Question asked of those who are an employee (Q43/1). 7-mkt avg. JOB\_ATT. Which of the following best describes your job situation? Net of attributes 2, 3, 4, and 6. 7-mkt avg, among those who said their employer is not doing well at taking burnout seriously (PER\_EMP bottom 3 box). All data is filtered to be among employees who work for an organization or corporation (Q43/1).

# THOSE LEAVING WANT SHARED VALUES AND BETTER LIFESTYLE FIT, MORE THAN HIGHER PAY

Percent of those who are currently changing jobs who say each is a reason why they are **leaving/looking to leave**

Better fit with  
my values

**59%**

Better fit  
for my lifestyle

**50%**

Better compensation  
or career advancement

**31%**

*least likely to  
be a reason  
for leaving*

**Net agreement,  
in rank order**

- Want a job that's more personally fulfilling
- Want to go where they feel more valued
- Want something entirely new
- Want more continuous learning
- Want a more socially engaged organization
- Want a more inclusive culture

- Want better work-life balance
- Want a job less likely to lead to burnout
- My employer requiring that I return to an office
- Want a safer workplace
- Too difficult or unsafe to work in the country where I was/am employed

- Looking to earn more money or get better benefits
- Looking to move up and advance my career

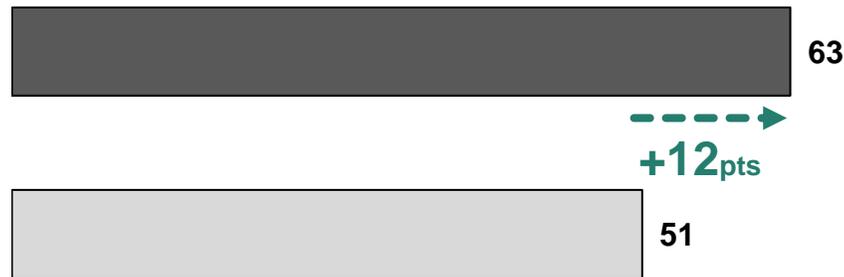
2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. ATT\_WHY. Which of the following best describe the specific reasons why you have left, or are looking to leave, your current job? Pick up to three. Question asked among those who have or plan to alter their current employment situation (JOB\_ATT/2-4;6). 7-mkt avg. "Better fit my values" is a net of attributes 4, 7, 8, 10, 11, 17; "Better fit for my lifestyle" is a net of attributes 3, 5, 6, 15, 18; "Better compensation or career advancement" is a net of attributes 1 and 2. All data is filtered to be among employees who work for an organization or corporation (Q43/1).

# BELIEF-DRIVEN EMPLOYEES MORE LIKELY TO ENGAGE IN ACTIVISM

To produce change in their organization,  
percent who will ...

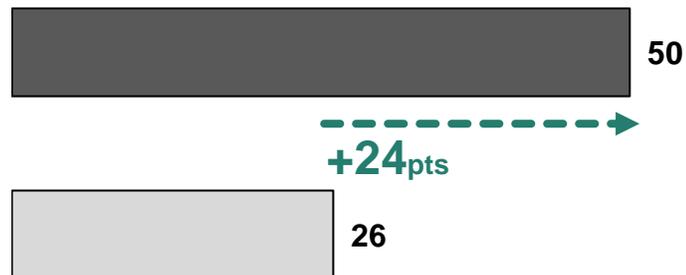
## Work within the system

*Petition senior management to make changes*  
*Suggest changes to direct manager or HR*  
*Send internal comms to senior management*

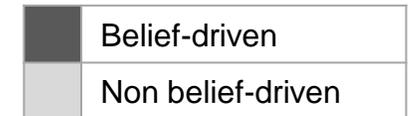


## Take it public

*Whistleblowing*  
*Go on strike or work slow-down*  
*Leak internal documents or emails*  
*Social media campaign*  
*Protest outside our offices or factories*



**Belief-driven employees:**  
*choose, leave, avoid or*  
*consider employers based*  
*on their values and beliefs*

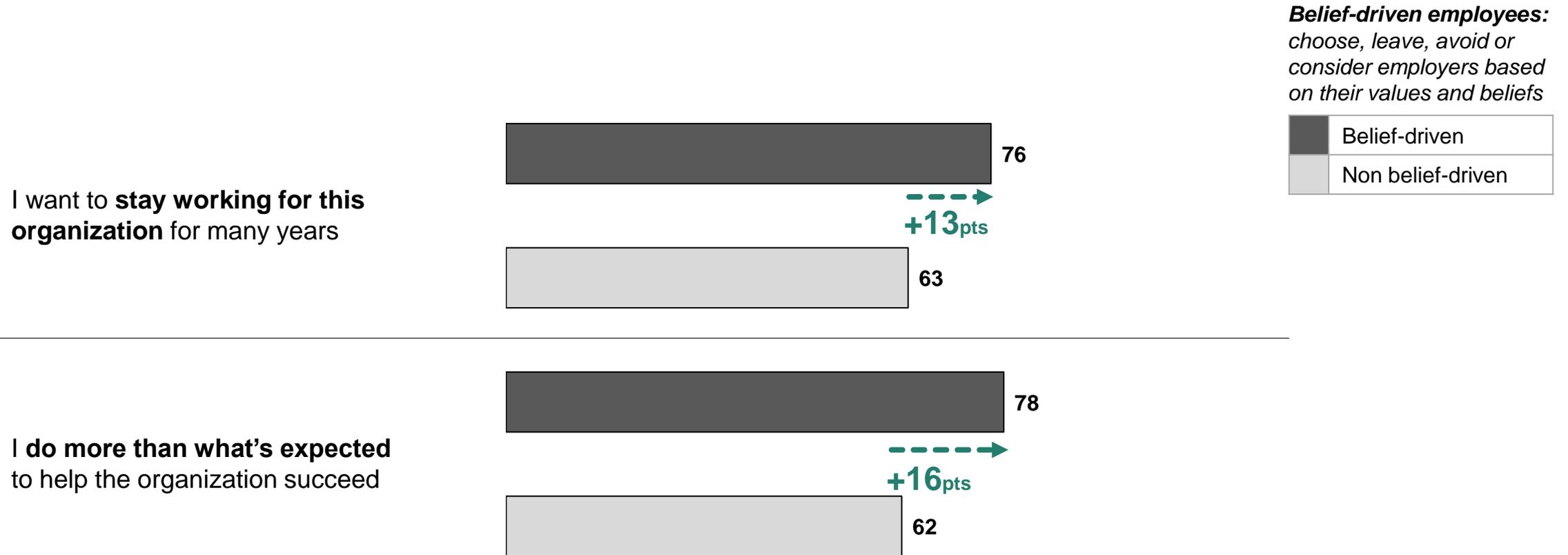


Belief-driven employees are  
**18pts** more likely to engage  
in workplace activism:

<b>Belief-driven</b>	<b>83%</b>
<b>Non belief-driven</b>	<b>65%</b>

# BELIEF-DRIVEN EMPLOYEES MORE LOYAL AND COMMITTED

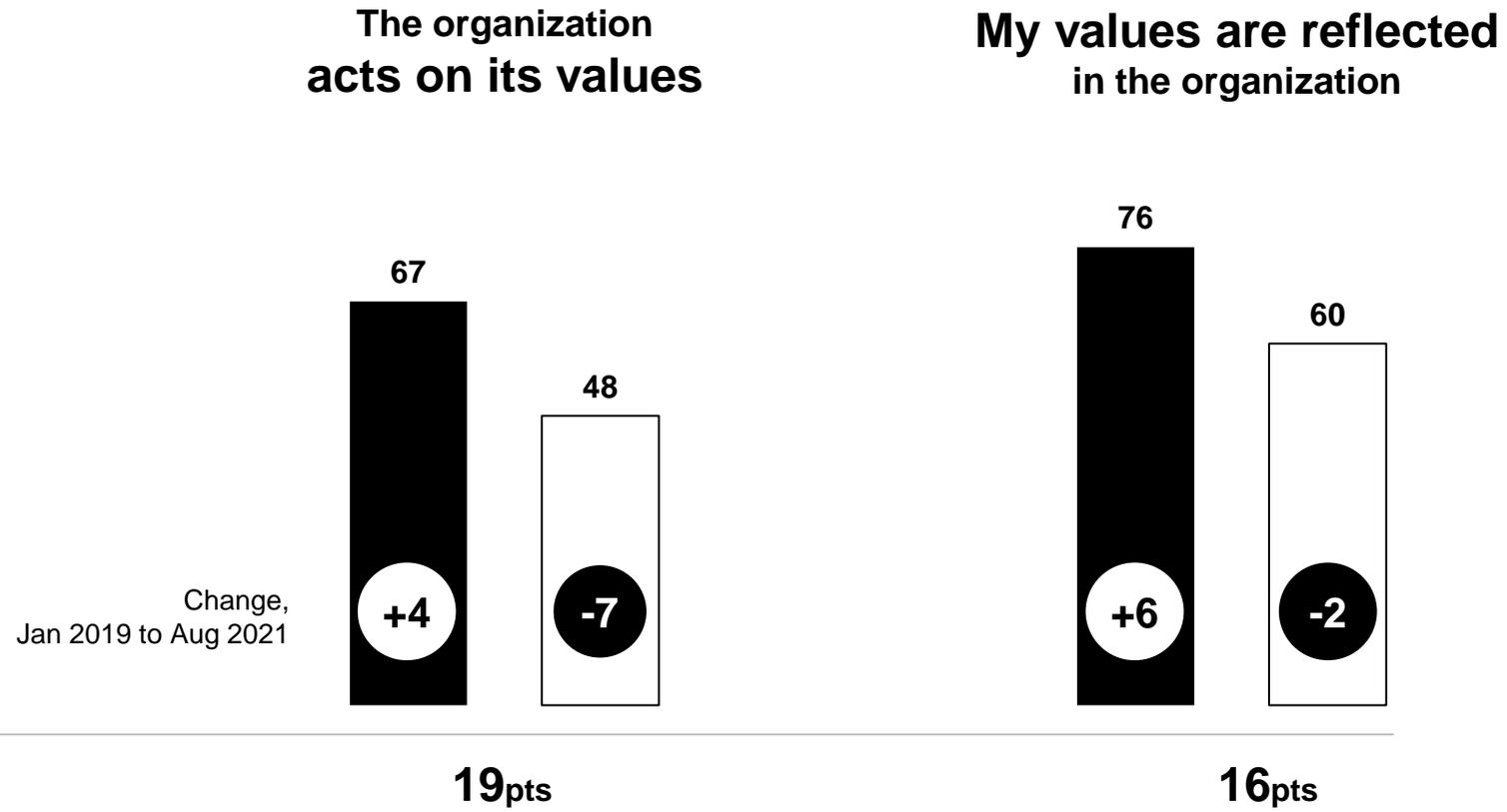
Percent who agree



# MIND THE GAP: WALK THE TALK ON VALUES

Percent who say each is a strong expectation or a deal breaker when considering a job, and percent who agree their employer is performing well on each

■ — □  
Expectation Performance



2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. 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? Please indicate your answer to each item using the scale below. 3-point scale; top 2 box, important. EMP\_VAL. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. Question asked of those who are an employee (Q43/1). 7-mkt avg. All data is filtered to be among employees who work for an organization or corporation (Q43/1).

# KEY TAKEAWAYS FROM DAVOS WEF

## A POSITIVE, INCLUSIVE AND LOOKING-FORWARD WORLD ECONOMIC FORUM

- Let 's change the narrative
- The 3 Cs factor: cooperation, collaboration, coherence
- The “what” and the “how” are often interconnected
- Equitable distribution
- The new is yet to come
- No one will be left behind
- The one strategy to improve the world
- Sharing more

# GRAZIE

FIORELLA PASSONI – CEO Edelman ITALY

[in](#) [fiorella Passoni](#)

[@fpassoni](#)

[in](#) [Edelman Italia](#)

[@EdelmanItalia](#)