



BREAKING

U.S. Surpasses One Million Covid-19 Deaths

Edelman Trust Barometer 2022



EXPECTATIONS FOR BUSINESS: MORE PRESSURE TO ACT, MORE ISSUES TO ADDRESS

From the Edelman Trust Barometer...

March 2020

COVID-19 pandemic

Business must act to protect employees and the community

Trust and the Coronavirus



May 2020

Racial justice

Taking a stand on racial justice seen as moral and societal obligation for brands

Brands and Racial Justice



September 2021

Employee activism

Employees expect opportunities for social impact through their job

The Belief-Driven Employee



November 2021

ESG

Investors subject ESG to the same scrutiny as operational and financial considerations

Institutional Investors



November 2021

Climate change

Brands should bear the burden of making environmentally-friendly products affordable

Climate Change



2022 EDELMAN TRUST BAROMETER SPECIAL REPORT:

THE GEOPOLITICAL BUSINESS

Methodology

14-market global data margin of error:

Full sample +/- 0.8% (n=14,000); half-sample +/- 1.2% (n=7,000).

Country-specific data margin of error:

Full sample +/- 3.1% (n=1,000); half-sample +/- 4.4% (n=500).

Online survey

Fieldwork conducted: April 26 – May 2, 2022;
The U.S. was fielded from April 26 – May 10, 2022

14

countries

14,000

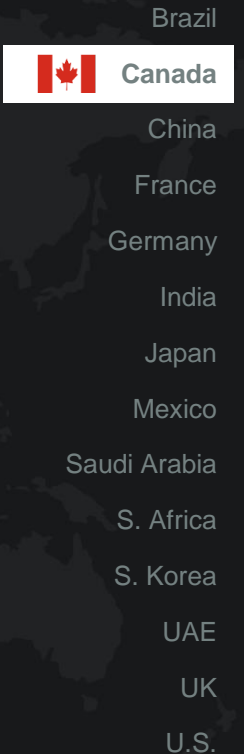
respondents

1,000

respondents/country

All data is nationally representative based on age, region and gender

Unless otherwise indicated, global averages include all countries surveyed.
Due to the sensitive nature of some questions, certain data was prevented from being collected in China.
When this occurs an average of 13 countries is shown.

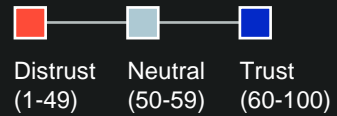




**AMIDST UKRAINE CRISIS,
TRUST RISES IN WEST**

JANUARY TO MAY 2022: LARGE TRUST GAINS IN UK, U.S. AND GERMANY

Trust Index



2022 Edelman Trust Barometer Special Report: **The Geopolitical Business**. 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, 14-mkt avg.

▲ Jan 2022 General population

56	Global 14
83	China
76	UAE
74	India
72	Saudi Arabia
59	Mexico
54	Canada
51	Brazil
50	France
48	S. Africa
46	Germany
44	UK
43	U.S.
42	S. Korea
40	Japan



▲ May 2022 General population

57	Global 14	
80	China	-3
76	India	+2
75	UAE	-1
71	Saudi Arabia	-1
60	Mexico	+1
55	Canada	+1
53	Brazil	+2
52	France	+2
50	Germany	+4
50	UK	+6
49	S. Africa	+1
49	U.S.	+6
44	S. Korea	+2
41	Japan	+1



Change, Jan 2022 to May 2022

Biggest gains:

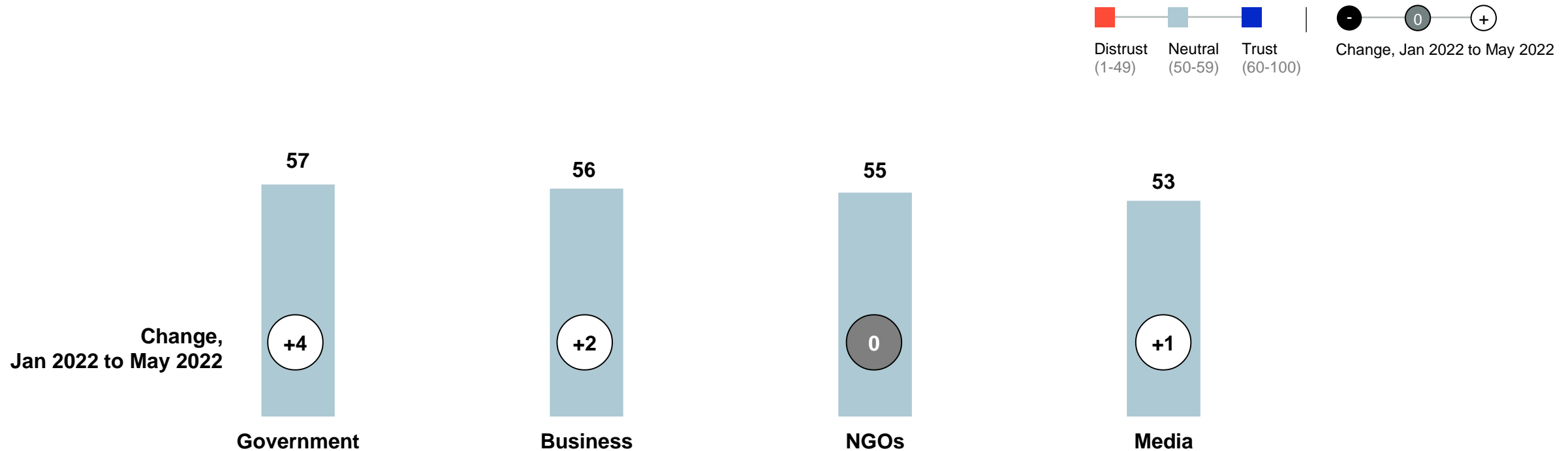
UK	+6
U.S.	+6
Germany	+4

Biggest decline:

China	-3
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JANUARY TO MAY 2022: DESPITE SOME GAINS, NO INSTITUTION TRUSTED IN CANADA

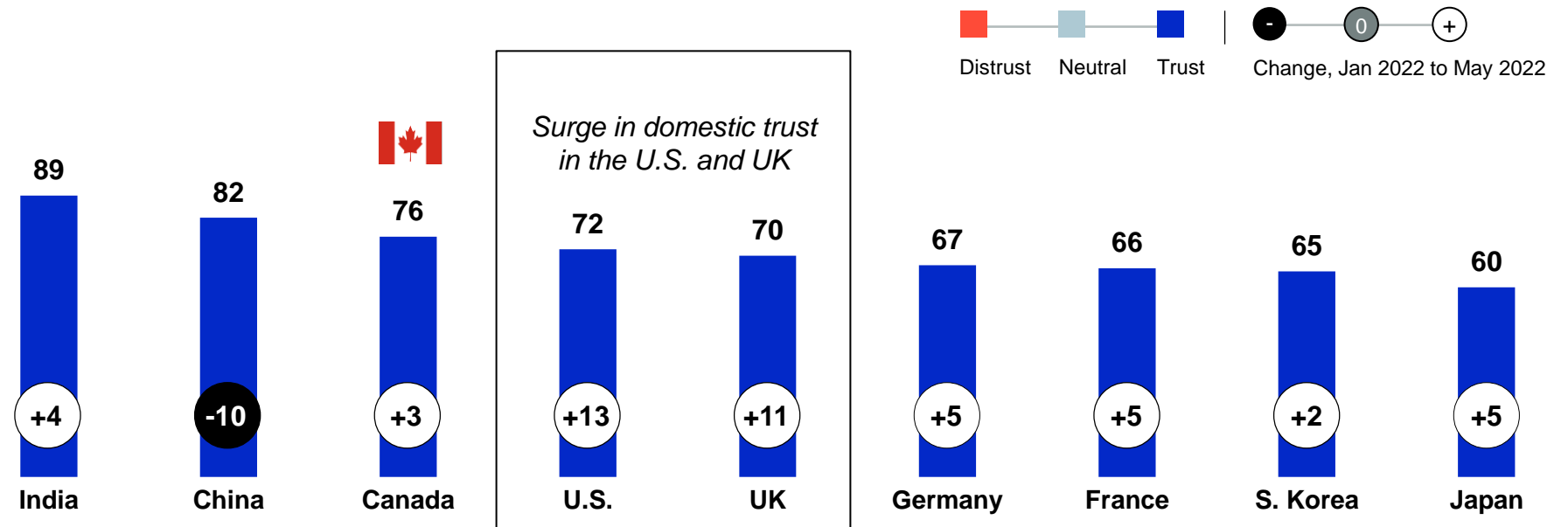
Percent trust, in Canada



JANUARY TO MAY 2022: GREATEST TRUST GAINS FOR HOME COUNTRY BRANDS IN U.S. AND UK

Percent trust in companies headquartered in each country

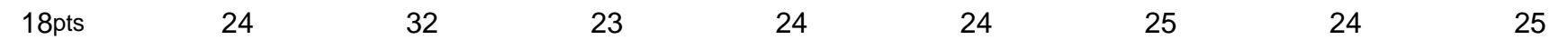
Domestic trust in companies headquartered in each market



Trust in foreign companies among respondents in each market



Trust gap, domestic vs. foreign



2022 Edelman Trust Barometer Special Report: The Geopolitical Business. 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, by market. Data is showing percent trust in each market of companies headquartered in that market, as well as the average trust of companies HQ'd in countries outside of respondents' country (also excluding Russia).



**UKRAINE CRISIS:
A NEW TEST FOR BUSINESS**

IN CANADA, OVER 4 IN 10 BUY OR BOYCOTT BRANDS BASED ON UKRAINE RESPONSE

Percent who say

I have **altered my behavior toward a brand or company** based how it has responded to Russia's invasion of Ukraine

Global 13

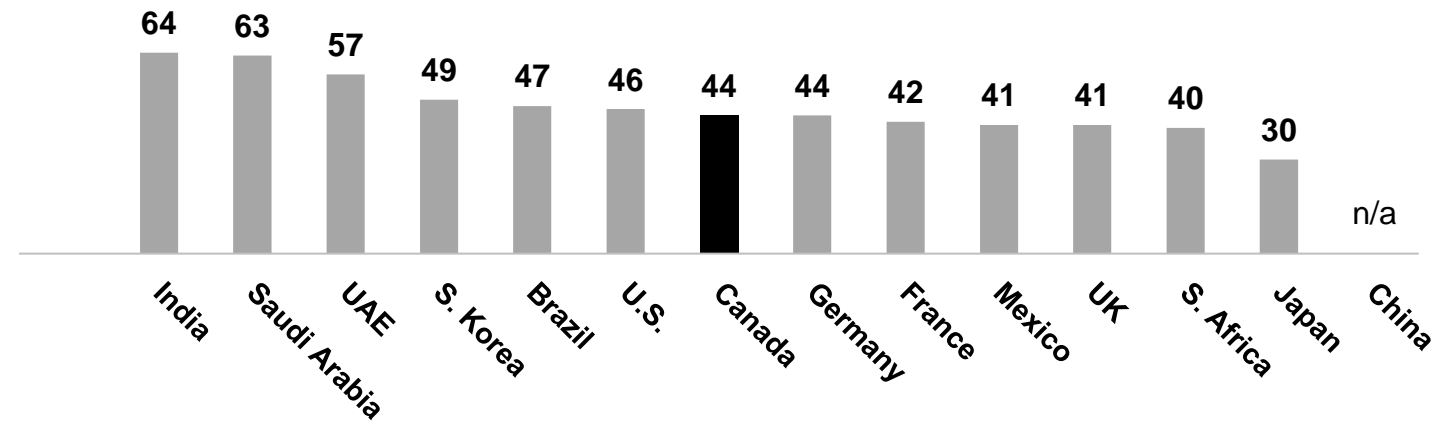
47 (net)
%

Changed behaviors:

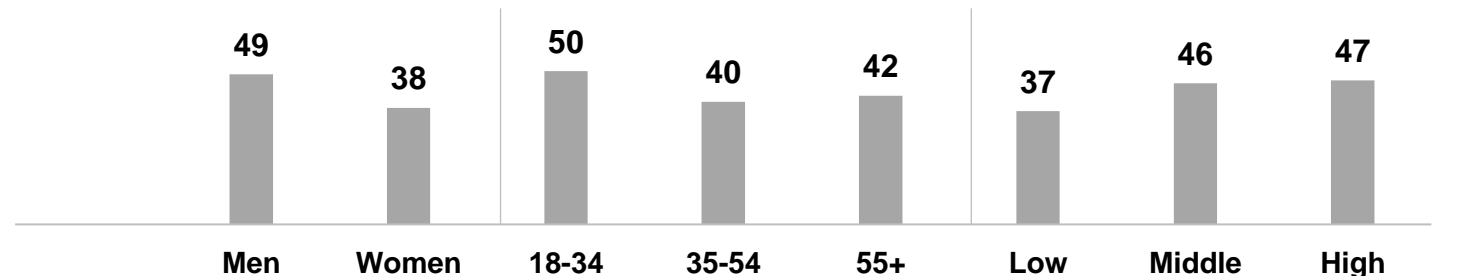
Started or stopped **buying** a brand

Encourage others to stop buying a brand

Markets



Gender | Age | Income



2022 Edelman Trust Barometer Special Report: The Geopolitical Business. BEH_CNG. Which of the following have you done in response to how a brand or company has responded to Russia's invasion of Ukraine? Pick all that apply. General population, 13-mkt avg., and by Canada demographics. Data not collected in China. Data is a net of attributes 1-3.

LESS EMPLOYEE LOYALTY AND ADVOCACY WHEN UKRAINE RESPONSE FALLS SHORT

Percent of employees, in Canada, who agree with each statement, among those who say their employer is or is not doing well in meeting their expectations

Loyalty

Employer advocacy

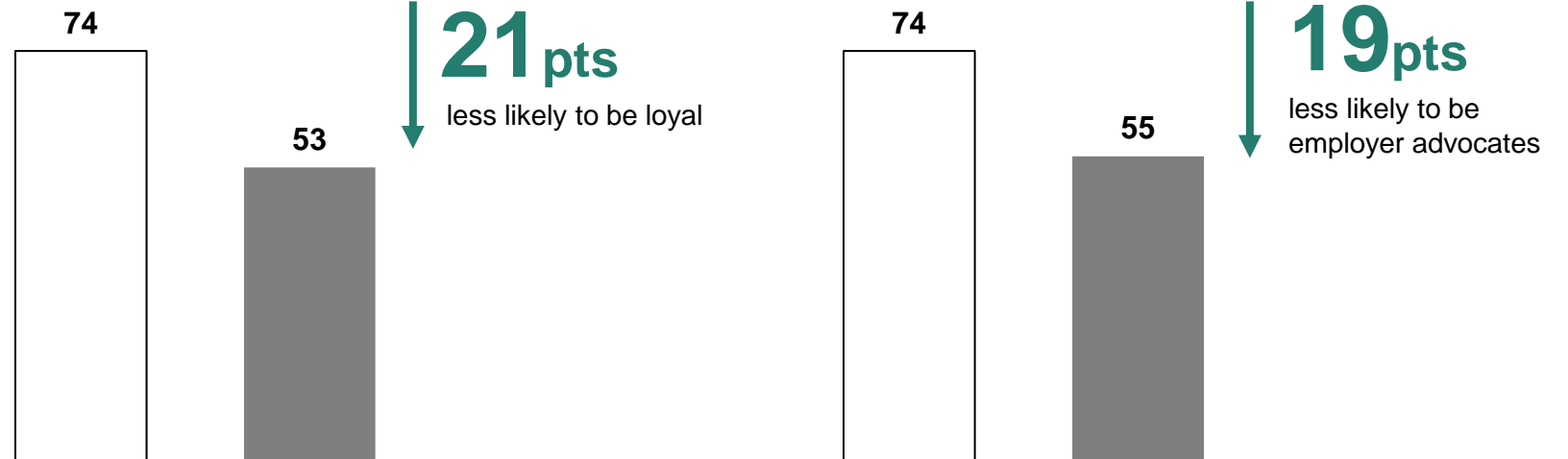
My employer is....

□ ————— ■
Doing well NOT doing well

in meeting my expectations for how it should respond to the **Ukraine conflict**

I want to stay working for my employer for many years

I would recommend my employer as an employer to others



2022 Edelman Trust Barometer Special Report: The Geopolitical Business. 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 to those who are an employee of an organization (Q43/1). RUS_SANC_APP. Overall, how well is your employer doing in meeting your expectations for how it should be responding to the Russian invasion of Ukraine? 5-point scale; codes 1-3,99, not doing well; top 2 box, doing well. Question asked to those who are an employee of an organization (Q43/1). General population, Canada.

TRUST IN COMPANIES AT STAKE BASED ON RESPONSE TO THE UKRAINE CONFLICT

Percent who say each company response to the Ukraine conflict would affect their trust in each way, in Canada

▲ MORE TRUST FOR TAKING ACTION

If a company...	Net, likelihood to increase vs. decrease my trust
temporarily suspends business in Russia	+40 pts
ceases business in Russia; protects safety of ex-employees	+38
Supports humanitarian efforts with no further action	+14

▼ LESS TRUST FOR *NOT* TAKING ACTION

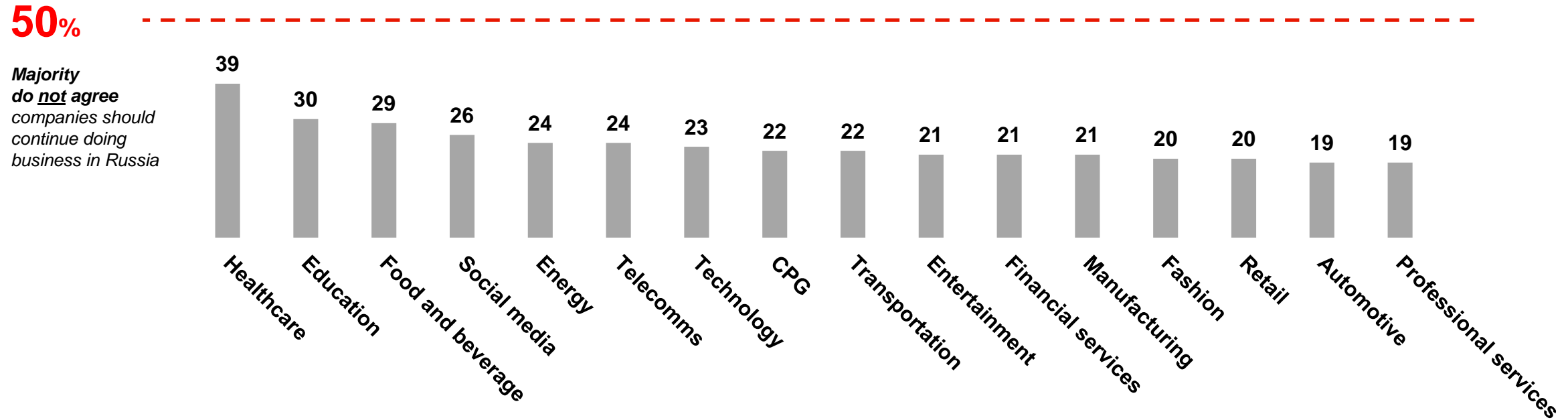
If a company...	Net, likelihood to increase vs. decrease my trust
carries on doing business in Russia	-51 pts
no new investments in Russia, but maintains current operations	-28
makes a statement in support of Ukraine with no further action	-27

2022 Edelman Trust Barometer Special Report: The Geopolitical Business. UKE_TRST. Different companies have responded in different ways to Russia's invasion of Ukraine. What effect would each of the following behaviors have on your trust in a company that has responded in this way to the Russian invasion? 6-point scale; bottom 3 box, decrease or eliminate trust; top 2 box, increase trust. General population, Canada. Data is showing the difference between those who say each would increase vs decrease or eliminate trust. For the full question text, please refer to the appendix.

ALL SECTORS MUST TAKE ACTION ON UKRAINE CRISIS

Percent who say, in Canada

Companies in this industry **should be free to continue doing business in Russia** due to the nature of the products and services they provide



2022 Edelman Trust Barometer Special Report: The Geopolitical Business. SNC_PASS. Which, if any, of the following types of companies do you believe should be free to continue doing business in Russia due to the nature of the products and services they provide? Pick all that apply. Question asked of half the sample. General population, Canada. "All of the above" added to each answer option.

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**CALL FOR BUSINESS ACTION
NOW EXTENDS TO GEOPOLITICS**

IN CANADA, MAJORITY WANT BUSINESS TO ADD GEOPOLITICAL ISSUES TO ITS AGENDA

On average, percent who say, in Canada

*Each is a **business responsibility**:*

Economic responsibilities

*Create jobs
Provide safe and reliable products
Drive innovation
Grow the economy
Wealth creation*

Societal responsibilities

*Provide training to employees
Support local communities
Provide trustworthy information
Address climate change, pollution, poverty,
and food/water insecurity
Address discrimination, wage inequality,
healthcare, and education
Promote cooperation across political differences*

Geopolitical responsibilities

*Cultivate admiration for our country's values
Punish countries that violate human rights and
international law*

83%

73%

56%

2022 Edelman Trust Barometer Special Report: The Geopolitical Business. CORP_ROLE. Do you consider each of the following to be a primary, secondary, or not a responsibility of business? 3-point scale; code 1, primary; code 2, secondary. Sum of codes 1 and 2. General population, Canada. "Economic responsibilities" is an average of attributes 1-2, 4-6. "Societal responsibilities" is an average of attributes 3, 7, 9-11, and 13. "Geopolitical responsibilities" is an average of attributes 12 and 14. Attributes under each responsibility grouping shown in rank order based on global results. For the full question text, please refer to the appendix.



BUSINESS EXPECTED TO ACT IN RESPONSE TO AN UNPROVOKED INVASION

Percent who say, in Canada

When a country engages in an **unprovoked invasion** of another country, **I expect companies** that have business interests in that country **to respond** in one or more ways

96% (net)

Business expected to take one or more of these actions:

Publicly speak out against this behavior	37
Terminate business activities	33
Apply political or economic pressure	26
Cease new business investments	26
Combat misinformation and provide trustworthy information	25
<i>Business should carry on as usual</i>	4

BUSINESS ACTION EXPECTED ON GEOPOLITICS BEYOND ACTIVE CONFLICTS

Percent who say, in Canada, they would expect companies to respond in one or more ways if they have business interests in a country with one of these scenarios

If a country has...

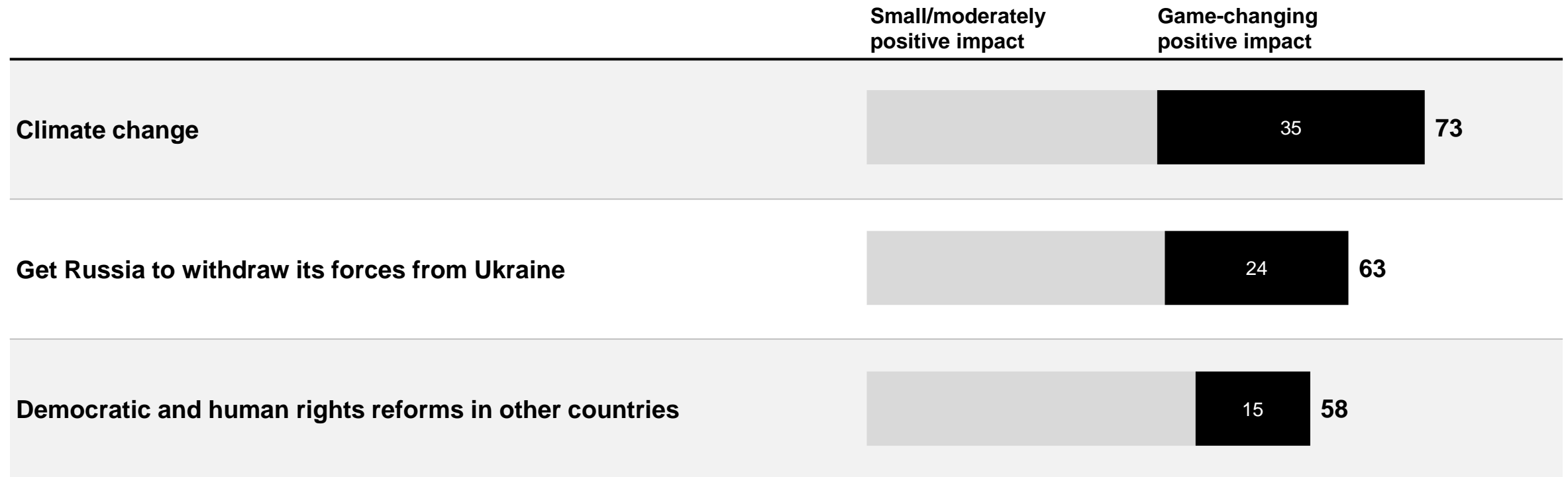
A repressive government	Abusive labor practices	Inadequate environmental protections	
96%	98%	95%	I expect business to take one or more of these actions (net)
38	41	36	Publicly speak out against this behavior
29	31	33	Apply political or economic pressure
26	22	25	Combat misinformation and provide trustworthy information
25	26	25	Cease new business investments
22	27	15	Terminate business activities
4	2	5	<i>Business should carry on as usual</i>

2022 Edelman Trust Barometer Special Report: The Geopolitical Business. BUS_RESP. For each of the following scenarios, please indicate how you feel corporations that have business interests in the countries or markets involved should respond. Pick all that apply. General population, Canada. Data on the top row is a net of codes 1-5. For the full question text, please refer to the appendix.

IN CANADA, BUSINESS SEEN AS HAVING POWER TO INFLUENCE GEOPOLITICS

Percent who say, in Canada

If business devoted significant time and effort into addressing each issue, it could have a positive impact on...



BUSINESS EXPECTED TO DRAW A LINE IN THE SAND

Which do you agree with more?

Canada

68%

Businesses have a **moral responsibility to set limits** on what is acceptable and pull out of countries that operate beyond them

or -----

Because all countries engage in immoral behavior, such behavior is **not a viable criterion for whether it is acceptable** to do business in a particular country

Which do you agree with more?

Canada

63%

Businesses that fail to condemn and punish a country's behavior express **implicit approval of that behavior**

or -----

Businesses that condemn a country's behavior are **guilty of imposing their own sense of morality** on a culture they may not understand

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THE GEOPOLITICAL CEO

CEOS EXPECTED TO LEAD— NOT WAIT FOR GOVERNMENT TO ACT

Percent who agree, in Canada

CEOs should proactively curtail business activities in countries that...

**...commit human rights
abuses** *rather than waiting for
government to impose sanctions*

66%

**...threaten our national
security** *rather than waiting for
government to impose sanctions*

66%

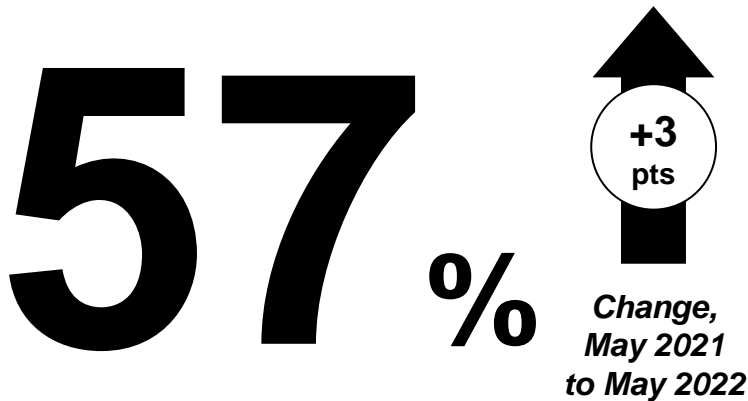


CEOS EXPECTED TO PRIORITIZE HOME COUNTRY INTERESTS

Percent who agree

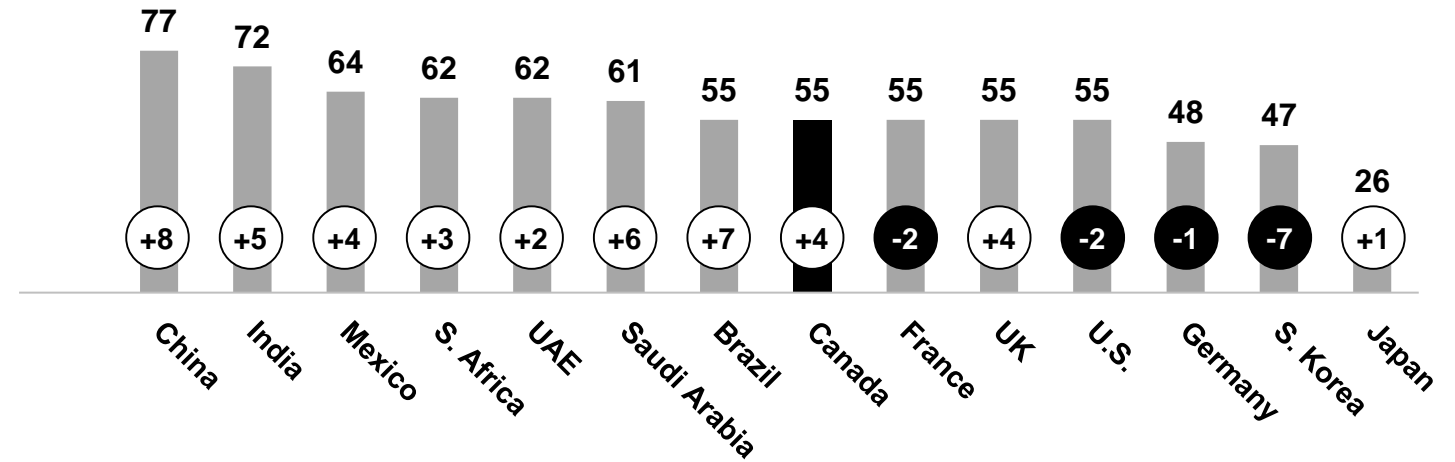
A global CEO's first priority should be to use their resources to **help the people of the country where they are headquartered** before helping other countries

Global 14



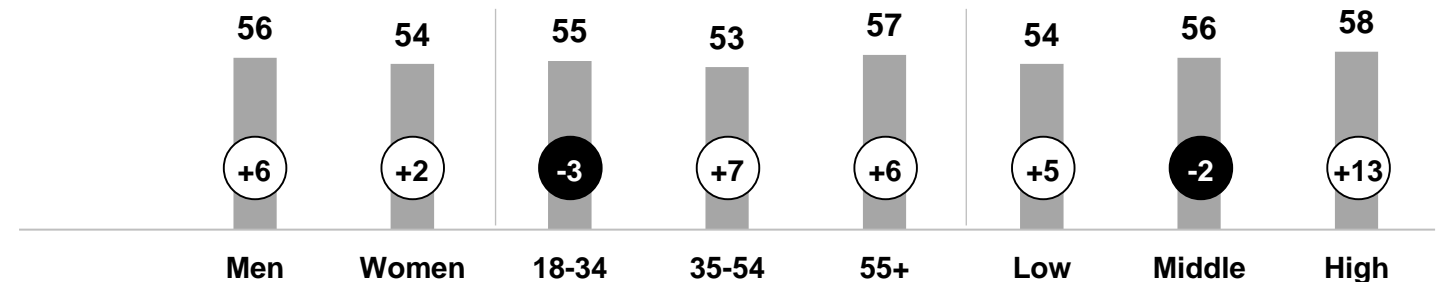
Markets

Change, May 2021 to May 2022



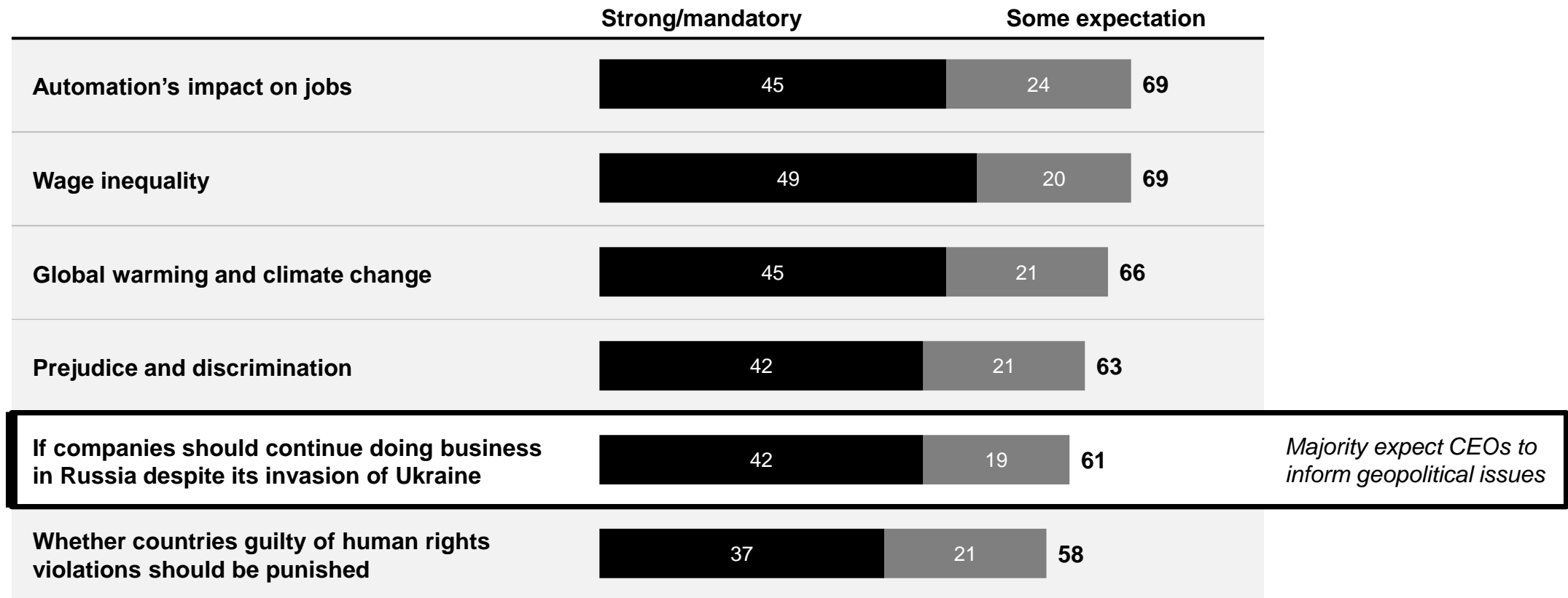
Gender | Age | Income

Double-digit increase among those with high income



IN CANADA, CEOS EXPECTED TO SHAPE POLICY ON SOCIETAL AND GEOPOLITICAL ISSUES

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

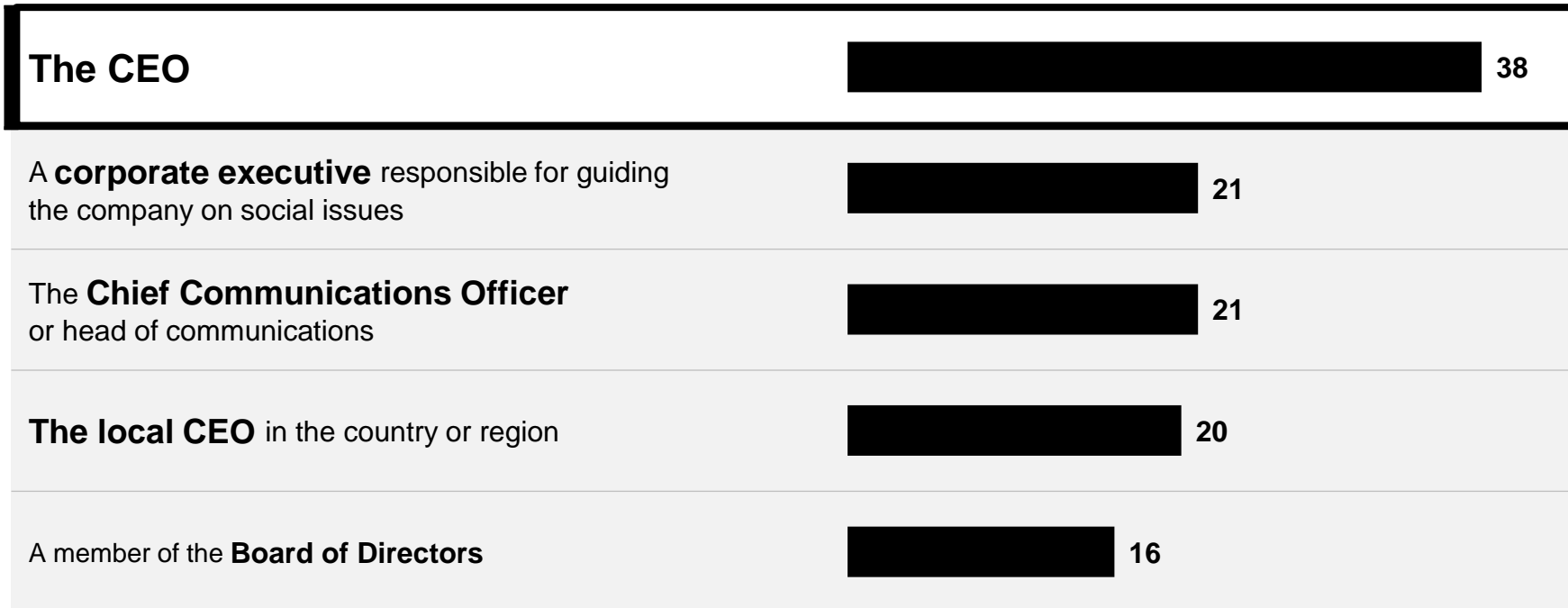


2022 Edelman Trust Barometer Special Report: The Geopolitical Business. CEO_RSP. For each of the following topics, please indicate to what degree corporate CEOs should be held responsible for directly helping to inform and shape ongoing conversations and policy debates. 5-point scale; top 2 box, strong/mandatory; code 3, some expectation. Question asked of half of the sample. General population, Canada. For the full question text, please refer to the appendix.

IN CANADA, CEO MUST BE FRONTLINE COMMUNICATOR ON SOCIAL AND GEOPOLITICAL ISSUES

Percent who say, in Canada

A company should use the following spokesperson to communicate **its response to a contentious social or geopolitical issue**



GEOPOLITICS AND THE STAKES FOR BUSINESS

1

Geopolitics is here to stay

Geopolitics now front and center for CEOs, with a prominent place on the business agenda

2

Societal issues at the fore

Business must continue to prioritize societal issues and close the income-based trust divide

3

Economic growth and financial stability still the core remit

Business must mitigate against impact of economic downturn on society

4

CEOs must lead from the front

CEOs expected to be the face of company policies and actions on geopolitics

APPENDIX



2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED RESPONSE TO UKRAINE CONFLICT

UKE_TRST. Different companies have responded in different ways to Russia’s invasion of Ukraine. What effect would each of the following behaviors have on your trust in a company that has responded in this way to the Russian invasion? (Please select one response for each.)

Shortened	Full
Ceases business in Russia; protects safety of ex-employees	The company permanently ceased operations in, and all cut business ties with Russia; but worked to protect the safety of their ex-employees who were left behind
Temporarily suspends business in Russia	The company temporarily suspended all of their business operations in Russia
Supports humanitarian efforts with no further action	The company donated time, money, and resources to support humanitarian efforts but took no further action
Carries on doing business in Russia	The company carried on doing business in Russia as they had previously
Makes no statement in support of Ukraine with no further action	The company made a statement in support of Ukraine but took no further action
No new investments in Russia, but maintains current operations	The company ceased making any new investments in Russia, but maintained their current operations

2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED BUSINESS' ROLE - SOCIETAL

CORP_ROLE. Do you consider each of the following to be a primary, secondary, or not a responsibility of business?
(Please select one response for each.)

Shortened	Full
Provide training to employees	Providing training and reskilling to employees
Support local communities	Supporting local communities
Provide trustworthy information	Making sure people have access to trustworthy information
Address climate change, pollution, poverty, and food/water insecurity	Working to solve major global problems such as climate change, pollution, poverty, and food/water insecurity
Address discrimination, wage inequality, healthcare, and education	Working to solve our country's major social problems such as prejudice/discrimination, wage inequality, and increasing access to good quality healthcare and education
Promote cooperation across political differences	Promoting unity, civility, and a spirit of cooperation among people with differing political opinions and fostering a renewed willingness to engage in constructive debates on contentious issues

2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED BUSINESS' ROLE - ECONOMIC

CORP_ROLE: Do you consider each of the following to be a primary, secondary, or not a responsibility of business?
(Please select one response for each.)

Shortened	Full
Create jobs	Employing people/supplying jobs
Provide safe and reliable products	Providing safe and reliable products and services that people want or need
Drive innovation	Driving innovation (inventing new products and technologies)
Grow the economy	Being an engine of economic growth and improving our country's standard of living and economic competitiveness
Wealth creation	Creating wealth for its owners/shareholders

2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED BUSINESS' ROLE - GEOPOLITICAL

CORP_ROLE: Do you consider each of the following to be a primary, secondary, or not a responsibility of business?
(Please select one response for each.)

Shortened	Full
Cultivate admiration for our country's values	Cultivating an admiration for our country's values, and way of life, in other countries
Punish countries that violate human rights and international law	Punishing countries that are guilty of human rights violations or of breaking international law

2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED BUSINESS RESPONSE TEAM

BUS_RESP. For each of the following scenarios, please indicate how you feel corporations that have business interests in the countries or markets involved should respond. (Please select all that apply for each scenario.)

Shortened	Full
Publicly Speak out against this behavior	They should publicly speak out against this behavior
Apply political or economic pressure	They should apply political or economic pressure on the government to make changes
Combat misinformation and provide trustworthy information	They should combat any misinformation or propaganda campaigns about this by becoming a trustworthy and objective information source regarding what is really happening and its consequences
Cease new business investments	They should cease any new business investments or ventures until things change for the better
Terminate business activities	They should terminate all of their business activities in or with the country/state/region until things change for the better
Business should carry on as usual	They should carry on with business as usual and leave the situation for others to handle

2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED

BUSINESS INFLUENCE

BUS_BEST: Which of the following most accurately characterizes, in your mind, the best-case scenario for the impact business could have in solving each of the following problems or challenges if it devoted a significant amount of its resources and attention to addressing it? (Please select one response for each item.)

Shortened	Full
Climate Change	Climate Change
Democratic and human rights reforms in other countries	Getting other countries to adopt democratic and human rights reforms
Get Russia to withdraw its forces from Ukraine	Getting Russia to withdraw its forces from Ukraine

2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED

BUSINESS MORAL EXPECTATION

CORP_SIDE: You are about to see a series of two choices. We want you to choose the one that best describes your beliefs. (Please select only one of the two options given.)

Shortened	Full
Businesses have a moral responsibility to set limits on what is acceptable and pull out of countries that operate beyond them	Even though almost all countries are guilty of some sort of immoral, unfair, discriminatory, or militaristically aggressive behavior, businesses still have a moral responsibility to set limits on what is acceptable behavior and pull out of countries that operate beyond those limits
Because all countries engage in immoral behavior, such behavior is not a viable criterion for whether it is acceptable to do business in a particular country	Because almost all countries are guilty of some sort of immoral, unfair, discriminatory, or militaristically aggressive behavior, such behavior is not a feasible criterion for whether it is morally acceptable for a company to have business operations in a particular country
Businesses that fail to condemn and punish a country's behavior express implicit approval of that behavior	Businesses that fail to condemn and punish a country's behavior are expressing an implicit approval of that behavior
Businesses that condemn a country's behavior are guilty of imposing their own sense of morality on a culture they may not understand	Businesses that condemn and punish a country's behavior are guilty of imposing their own sense of morality on a country or culture that they may not fully understand nor appreciate

2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED EXPECTATIONS FOR CEOS

CEO_RSP. For each of the following topics, please indicate to what degree corporate CEOs should be held responsible for directly helping to inform and shape ongoing conversations and policy debates. (Please select one response for each.)

Shortened	Full
Automation's impact on jobs	Technology and automation's impact on jobs
Wage inequality	Wage inequality
Global warming and climate change	Global warming and climate change
If companies should continue doing business in Russia despite its invasion of Ukraine	Whether companies should continue doing business in, and on behalf of, Russia despite its invasion of Ukraine
Whether countries guilty of human rights violations should be punished	Whether countries that are guilty of human rights violations or breaking international laws should be punished or have trade sanctions imposed on them

2022 EDELMAN TRUST BAROMETER: FULL TEXT FOR ANSWER CHOICES ABBREVIATED

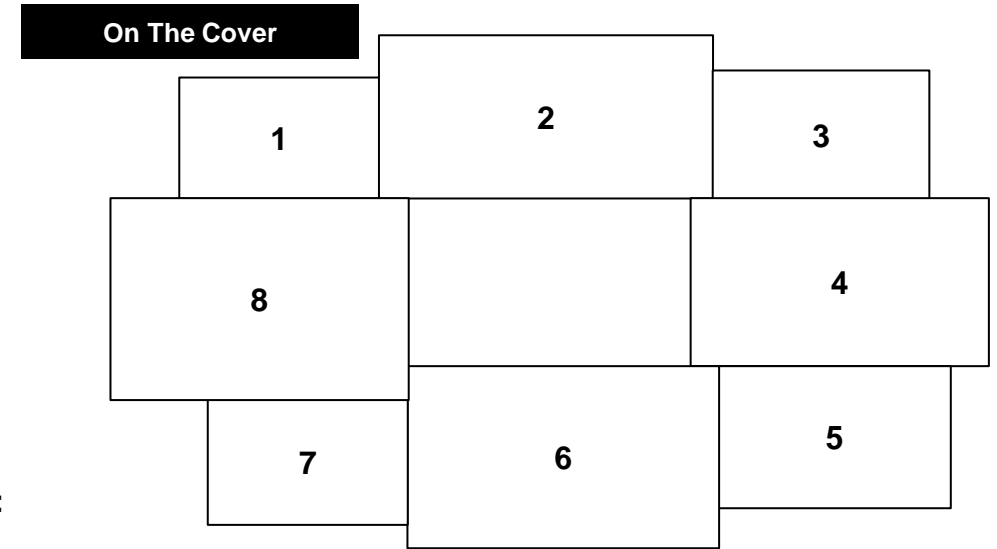
EXPECTATIONS FOR CEOS

DRV_FOR. If a company wants to communicate credibly and effectively to you about its stand on a contentious social or geopolitical issue, and what actions it is planning to take to address that issue, who should they use to deliver their message? (Please select all that apply.)

Shortened	Full
The CEO	The CEO
A corporate executive responsible for guiding the company on social issues	A corporate executive responsible for guiding the company on social issues such as the head of Diversity, Equity and Inclusion (DEI), the head of social impact or corporate social responsibility, the Chief Sustainability Officer, etc.
The local CEO in the country or region	The local or regional CEO or senior leader of the business in the country or region most affected by the actions the company is planning to take
A member of the Board of Directors	A member of their Board of Directors
The Chief Communications Officer or head of communications	The Chief Communications Officer or head of communications

COVER IMAGE CREDITS

1. **A Nearly Empty Baby Formula Display Shelf is Seen at Target:** *Paul Hennessy/SOPA Images/LightRocket via Getty Images*
2. **Ukraine-Russia-Conflict:** *Ronaldo Schemidt/AFP via Getty Images*
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6. **Protests from “La France Insoumise (LFI)” and the “Union Populaire”:** *Denis Thauست/SOPA Images/LightRocket via Getty Images*
7. **Bitcoin Financial Decline with Golden Coin – Stock Photo:** *matejmo via Getty Images*
8. **White House Flags Flown at Half Staff To Mark 1 Millionth Death From COVID- 19 in U.S.:** *Drew Angerer/Getty Images*



SLIDE 2 IMAGE CREDITS

COVID-19 Pandemic Image

Customer checking out at the register at Crêpe Corner: Tyson Moultrie via Unsplash

Racial Justice Image

Black Lives Matter protest: Colin Lloyd via Unsplash

Employee Activism Image

Person video conferencing from home: Surface via Unsplash

ESG Image

Low angle photo of city high rise: Sean Pollock via Unsplash

Climate Change Image

Windmills via Unsplash