



# Edelman Trust Barometer 2022



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

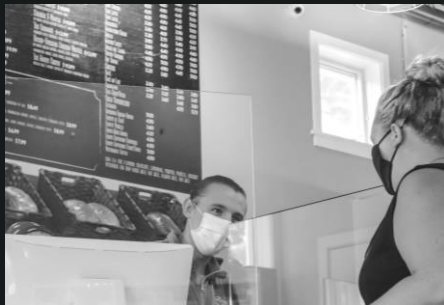
From the Edelman Trust Barometer...

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** **14,000** **1,000**  
countries respondents respondents/country

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

- Brazil
- Canada
- China
- France
- Germany
- India
- Japan
- Mexico
- Saudi Arabia
- S. Africa
- S. Korea
- UAE
- UK
- U.S.

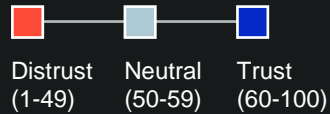
Unless otherwise indicated, global averages include all countries surveyed.  
Due to the sensitive nature of some questions, certain data was prevented from being collected in China.  
When this occurs an average of 13 countries is shown.



**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:

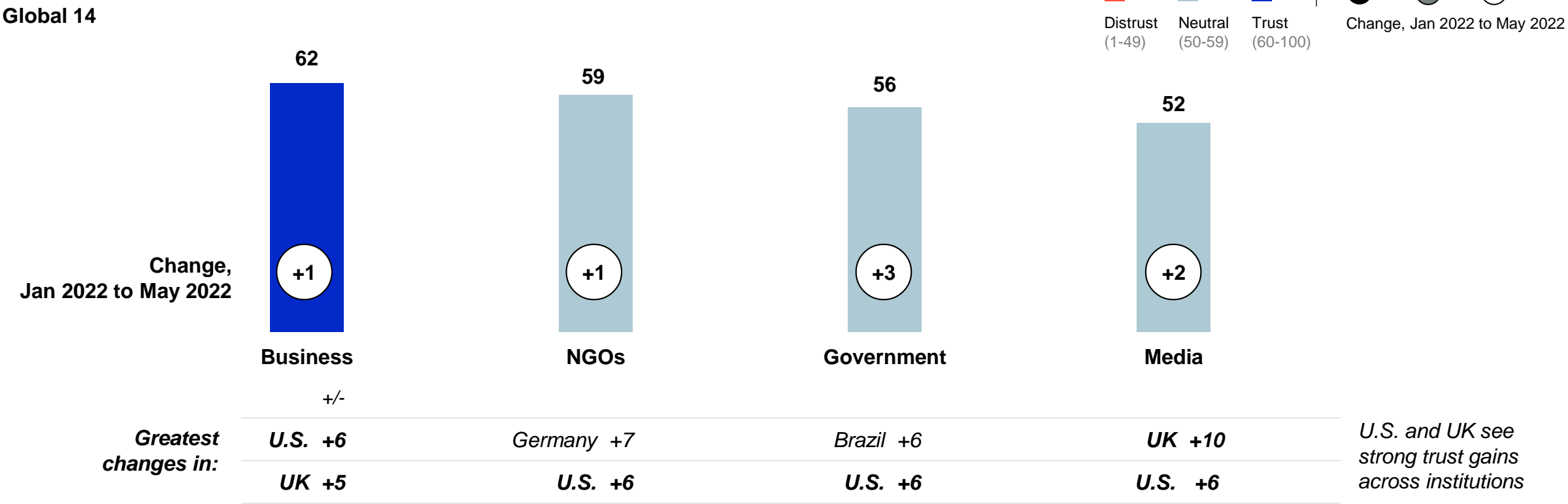
UK	+6
U.S.	+6
Germany	+4

## Biggest decline:

China	-3
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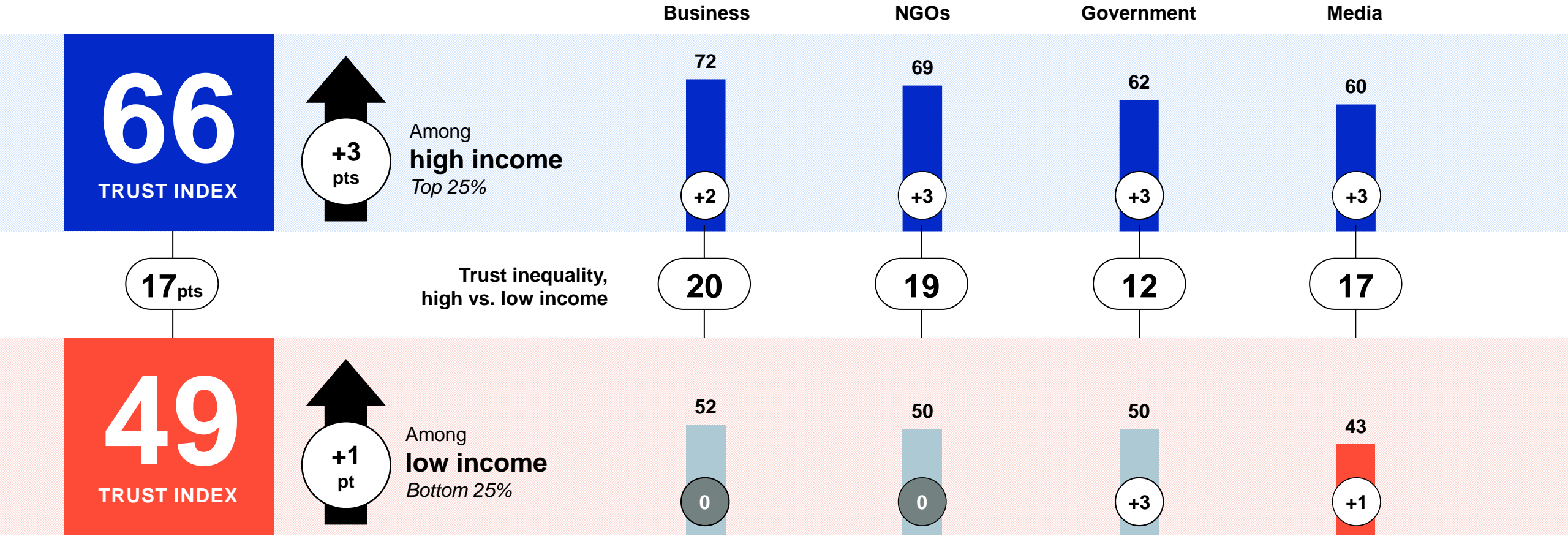
JANUARY TO MAY 2022:  
GOVERNMENT GAINS, BUSINESS STILL MOST TRUSTED

Percent trust



# JANUARY TO MAY 2022: TRUST RISES AMONG THOSE WITH HIGH INCOME, INCOME-BASED TRUST DIVIDE WIDENS

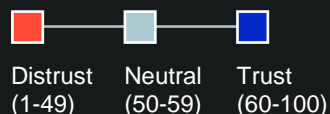
Percent trust





# HIGHEST INCOME-BASED TRUST GAPS IN THE WEST

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., by income.

May 2022  
Low income

49	Global 14
73	China
70	India
68	UAE
62	Saudi Arabia
50	Canada
49	Mexico
47	Brazil
43	S. Africa
40	France
39	Germany
38	U.S.
37	UK
36	S. Korea
31	Japan



May 2022  
High income

66	Global 14	17pts
85	China	12
81	UAE	13
80	India	10
74	Saudi Arabia	12
71	UK	34
67	Germany	28
67	Mexico	18
63	France	23
61	U.S.	23
60	Canada	10
59	Brazil	12
52	Japan	21
52	S. Africa	9
49	S. Korea	13

Trust  
inequality

▶ Record trust inequality

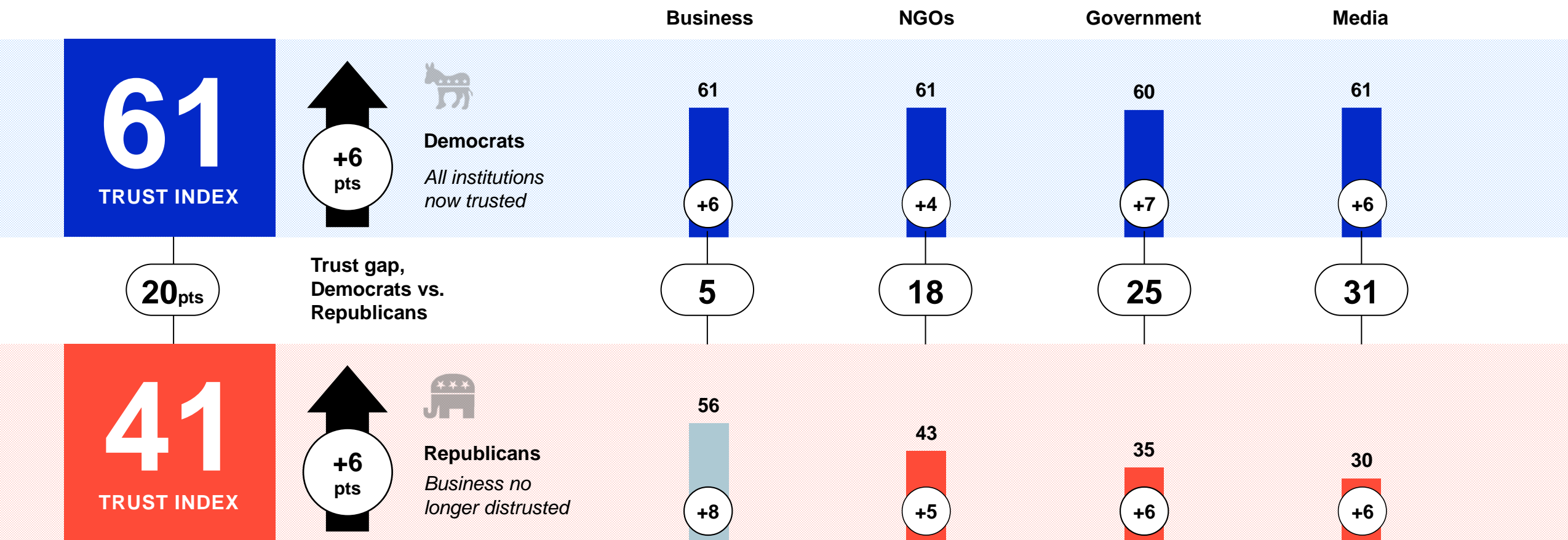
Greatest  
inequalities in...

UK	34pts
Germany	28pts
France	23pts
U.S.	23pts



# JANUARY TO MAY 2022: U.S. TRUST RISES ACROSS INSTITUTIONS AND PARTY LINES

Percent trust, in the U.S.

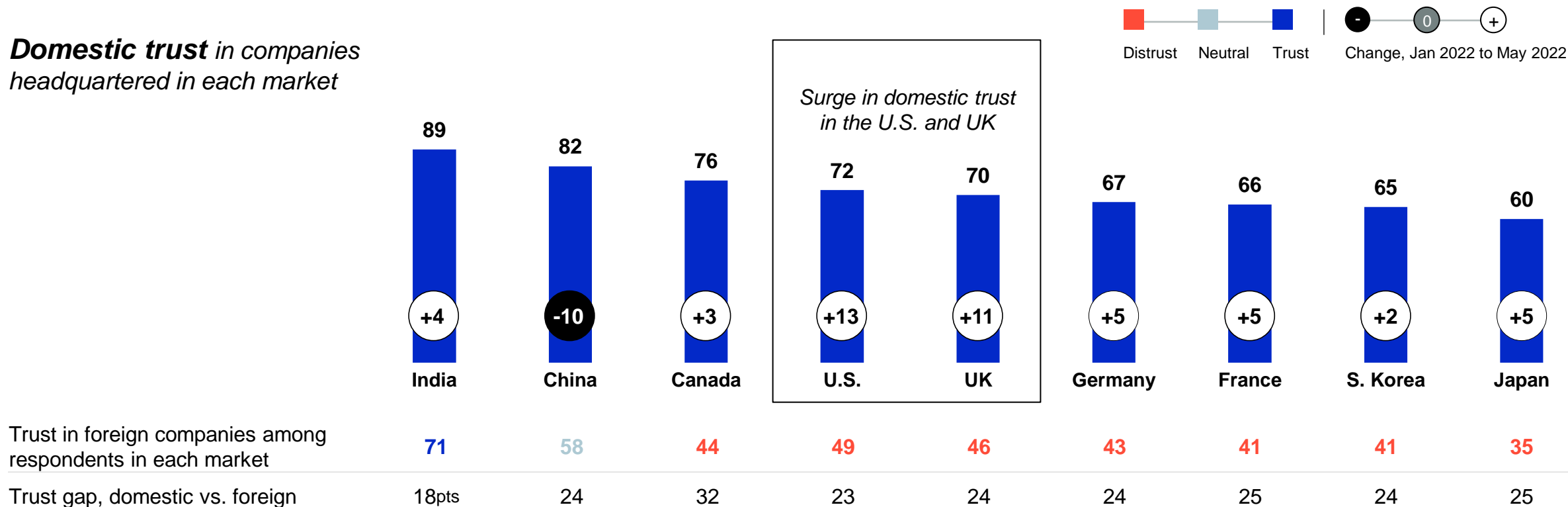


2022 Edelman Trust Barometer Special Report: The Geopolitical Business. The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale;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

# 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



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).

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

# NEARLY 1 IN 2 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

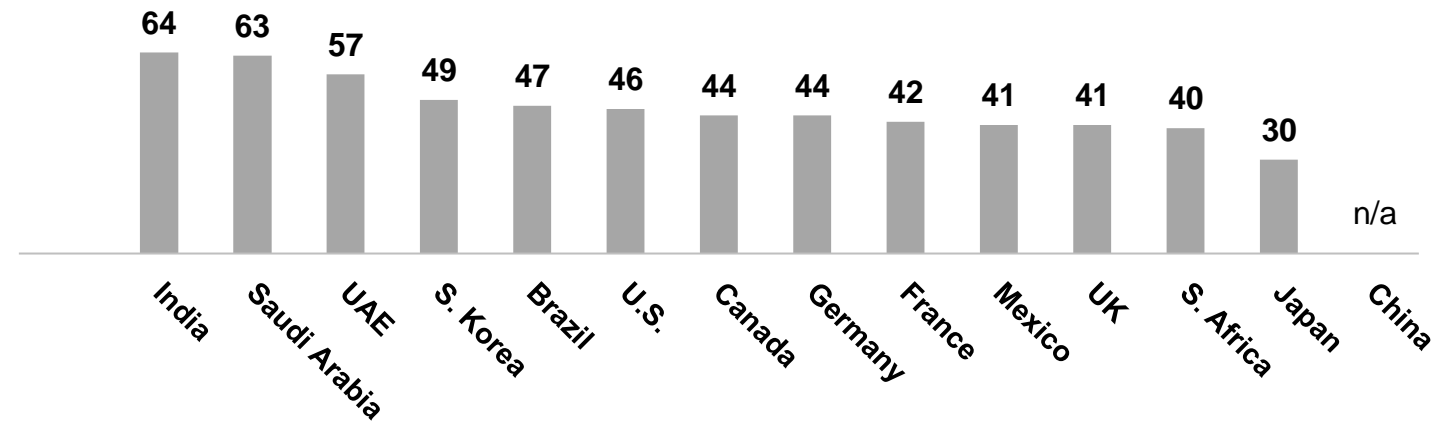
**47** (net)  
%

Changed behaviors:

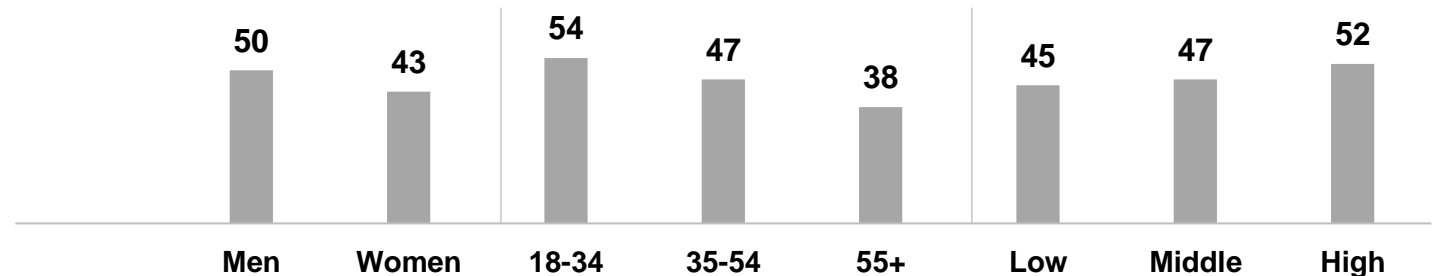
Started or stopped **buying** a brand

**Encourage others** to stop buying a brand

Markets



Gender | Age | Income



# LESS EMPLOYEE LOYALTY AND ADVOCACY WHEN UKRAINE RESPONSE FALLS SHORT

Percent of employees 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....



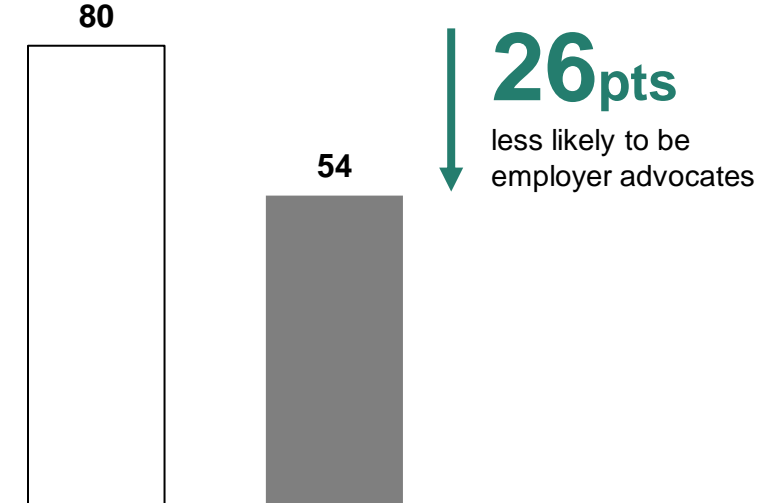
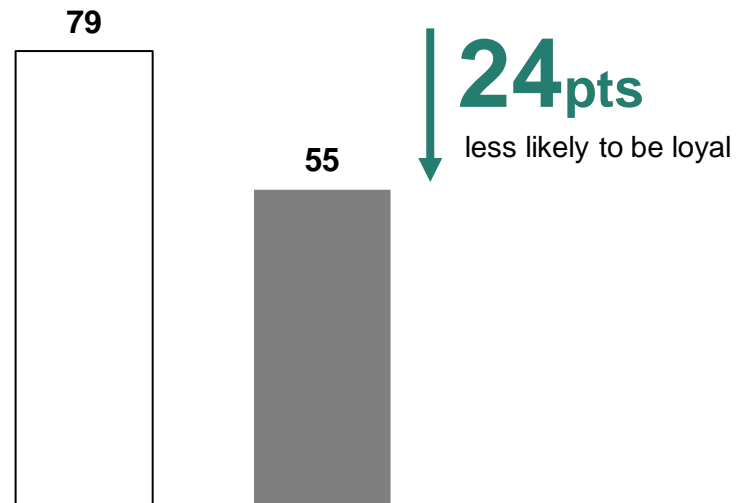
Doing well

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, 13-mkt avg. Data not collected in China for RUS\_SANC\_APP.

# 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



## MORE TRUST FOR TAKING ACTION

If a company...	Net, likelihood to increase vs. decrease my trust
<b>ceases business in Russia;</b> protects safety of ex-employees	<b>+31</b> pts
temporarily <b>suspends business in Russia</b>	<b>+27</b>
<b>Supports humanitarian efforts</b> with no further action	<b>+10</b>



## LESS TRUST FOR *NOT* TAKING ACTION

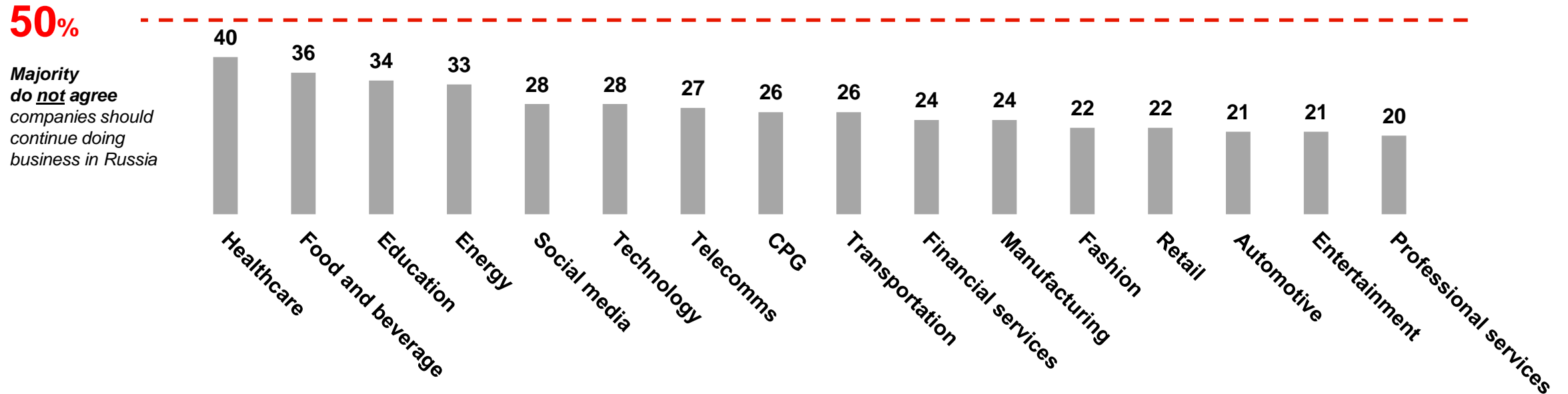
If a company...	Net, likelihood to increase vs. decrease my trust
<b>carries on doing business in Russia</b>	<b>-38</b> pts
makes a statement in support of Ukraine <b>with no further action</b>	<b>-20</b>
no new investments in Russia, but <b>maintains current operations</b>	<b>-15</b>

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, 13-mkt avg. Data not collected in China. 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

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







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

# NEARLY 6 IN 10 WANT BUSINESS TO ADD GEOPOLITICAL ISSUES TO ITS AGENDA

On average, percent who say

*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*

85%

77%

59%

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, 14-mkt avg. "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. For the full question text, please refer to the appendix.

# BUSINESS EXPECTED TO ACT IN RESPONSE TO AN UNPROVOKED INVASION

Percent who say

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



Global 14

95%  
(net)

Business expected to take one or more of these actions:

Publicly speak out against this behavior	<div></div> 32
Apply political or economic pressure	<div></div> 28
Combat misinformation and provide trustworthy information	<div></div> 28
Cease new business investments	<div></div> 25
Terminate business activities	<div></div> 23
Business should carry on as usual	<div></div> 5

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, 14-mkt avg. Data on the left is a net of codes 1-5. For the full question text, please refer to the appendix.

# BUSINESS ACTION EXPECTED ON GEOPOLITICS BEYOND ACTIVE CONFLICTS

Percent who say 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...*

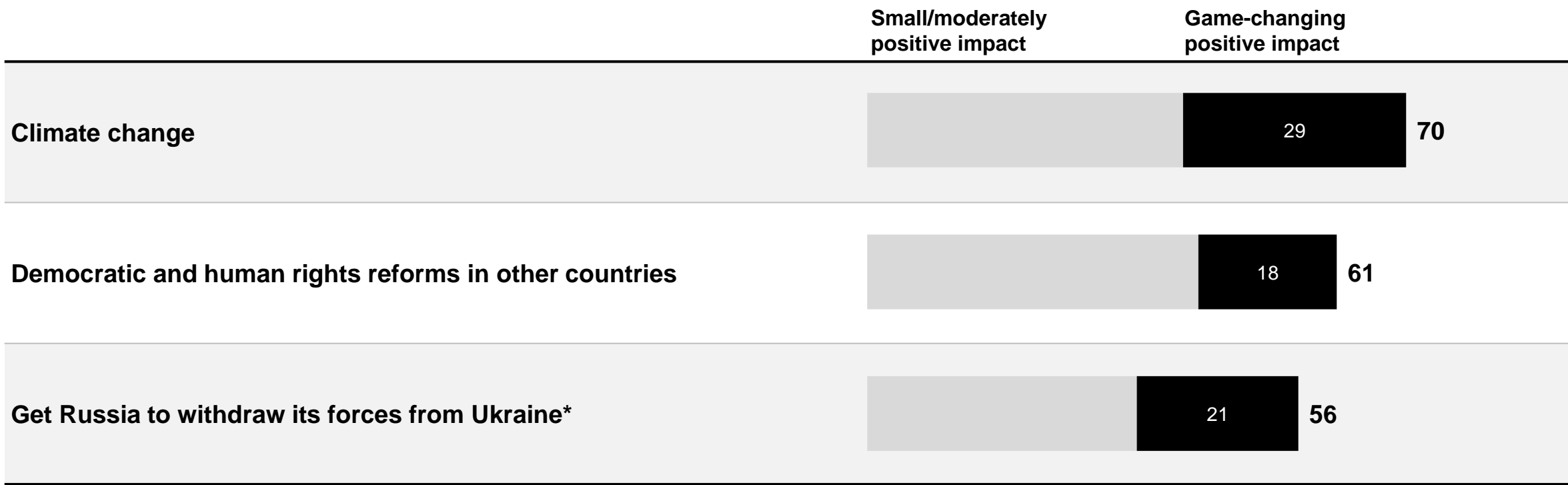
A repressive government	Abusive labor practices	Inadequate environmental protections	
<b>95%</b>	<b>97%</b>	<b>94%</b>	<b>I expect business to take one or more of these actions (net)</b>
34	39	32	Publicly speak out against this behavior
30	29	31	Apply political or economic pressure
29	26	30	Combat misinformation and provide trustworthy information
23	24	24	Cease new business investments
18	22	14	Terminate business activities
5	3	6	<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, 14-mkt avg. Data on the top row is a net of codes 1-5. For the full question text, please refer to the appendix.

# BUSINESS SEEN AS HAVING POWER TO INFLUENCE GEOPOLITICS

Percent who say

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

Majority in 13 of 14 markets

---

Which do you agree with more?

Global 14

62%

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

Majority in 10 of 14 markets

---

Which do you agree with more?

Global 14

55%

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



**THE GEOPOLITICAL CEO**



# CEOS EXPECTED TO LEAD— NOT WAIT FOR GOVERNMENT TO ACT

Percent who agree

---

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

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

64%

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

62%

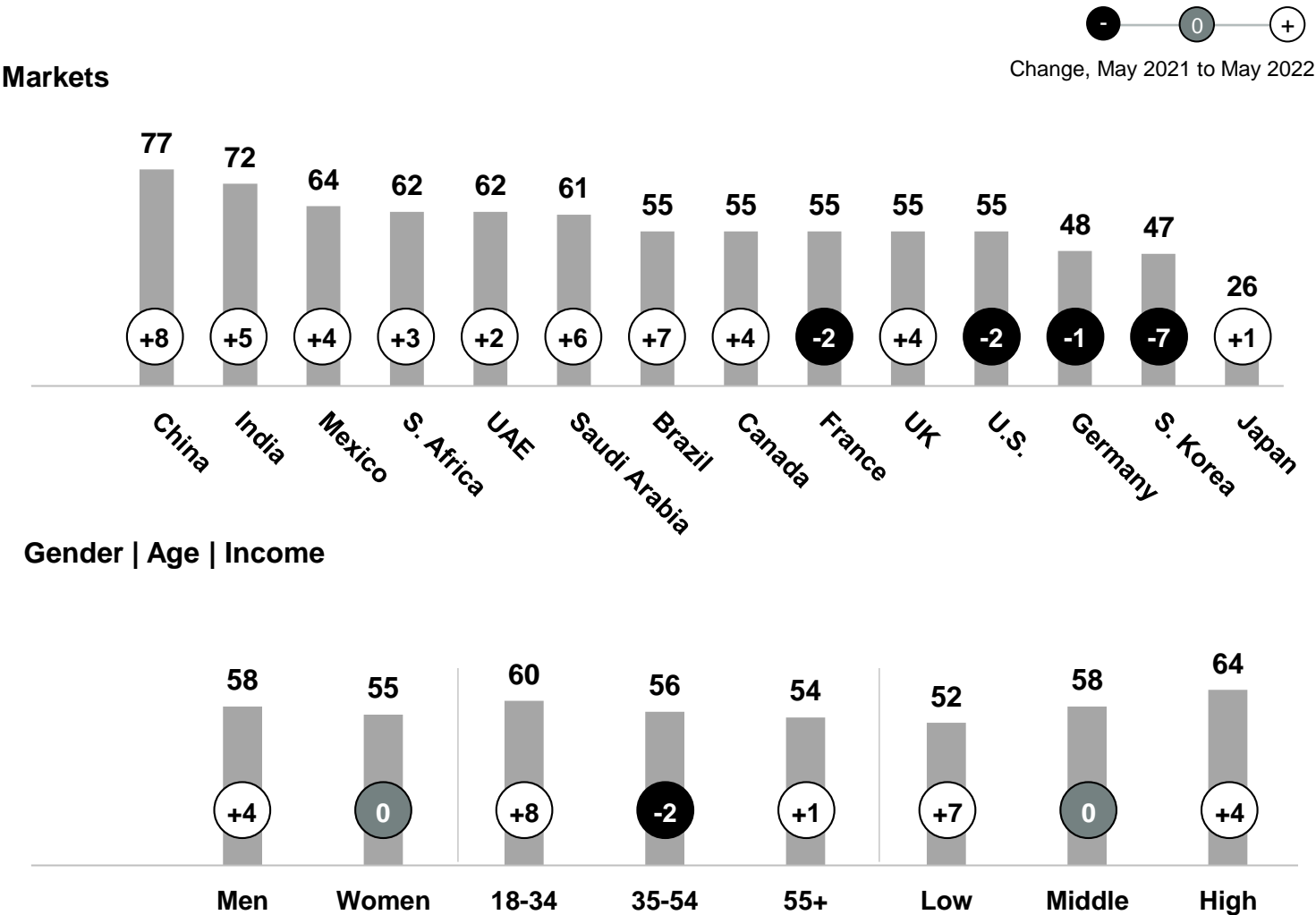
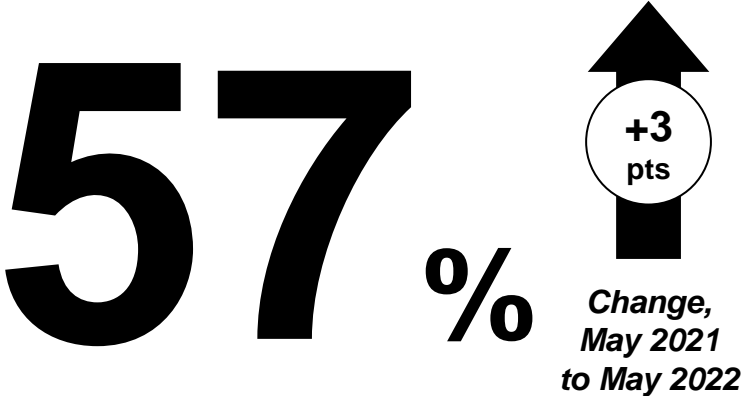
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# CEOS EXPECTED TO PRIORITIZE HOME COUNTRY INTERESTS

Percent who agree

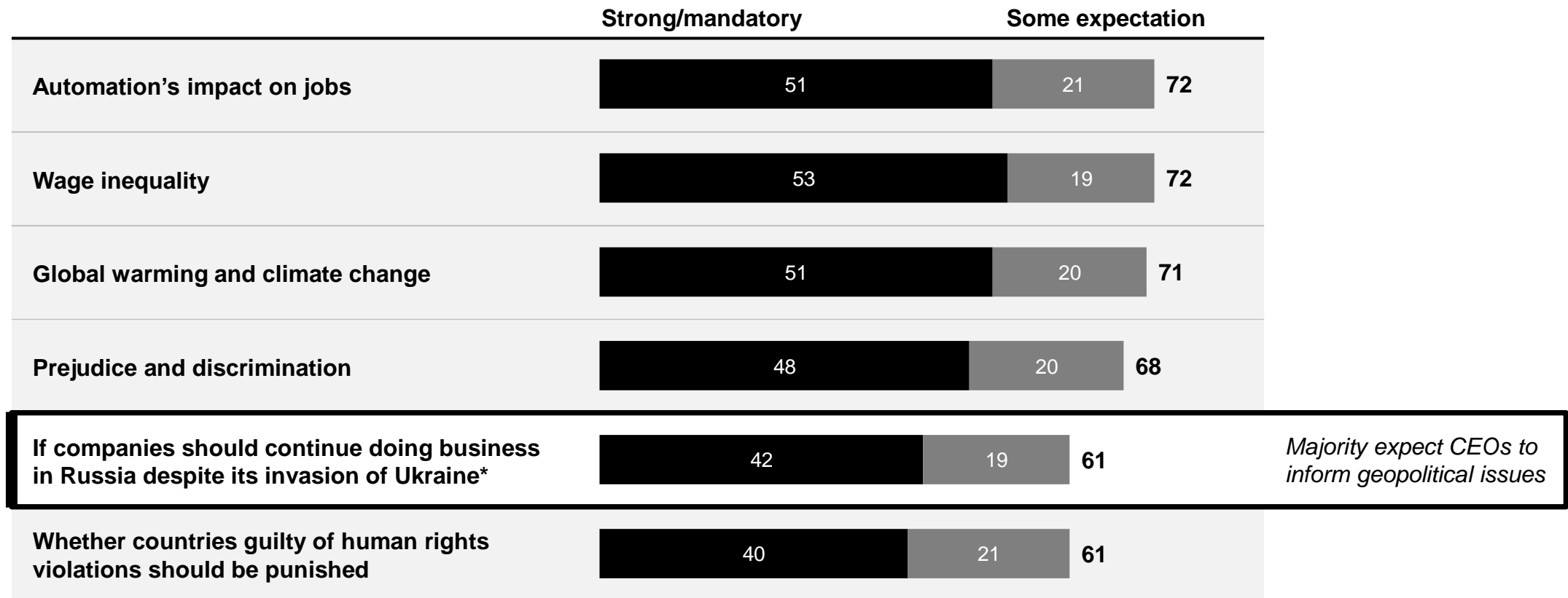
A global CEO's first priority should be to use their resources to **help the people of the country where they are headquartered** before helping other countries

Global 14



# 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

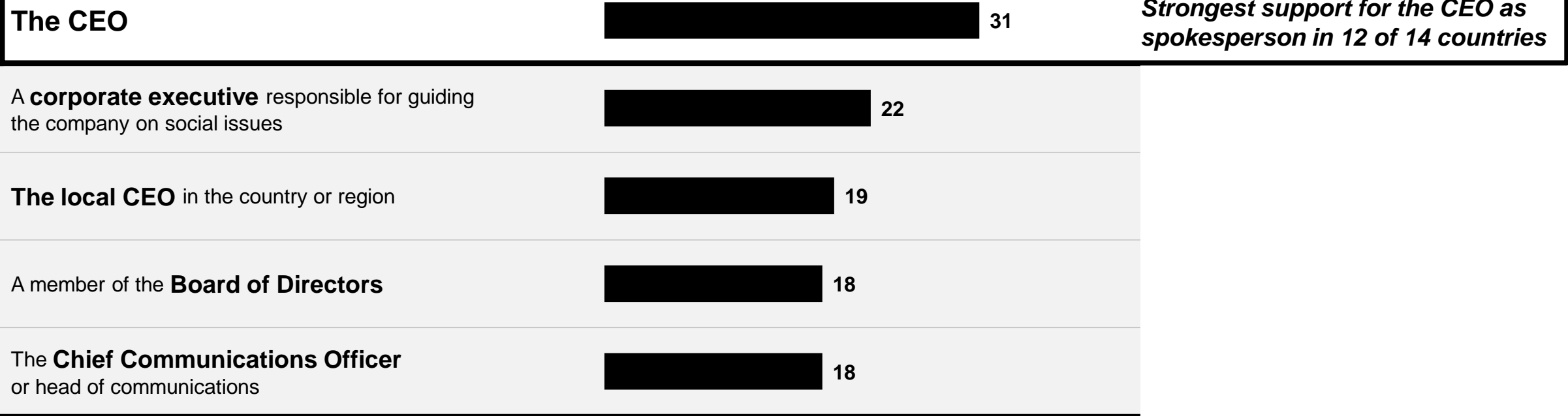


2022 Edelman Trust Barometer Special Report: The Geopolitical Business. CEO\_RSP. For each of the following topics, please indicate to what degree corporate CEOs should be held responsible for directly helping to inform and shape ongoing conversations and policy debates. 5-point scale; top 2 box, strong/mandatory; code 3, some expectation. Question asked of half of the sample. General population, 13-mkt avg. \* Attribute not asked in China. For the full question text, please refer to the appendix.

# CEO MUST BE FRONTLINE COMMUNICATOR ON SOCIAL AND GEOPOLITICAL ISSUES

Percent who say

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**

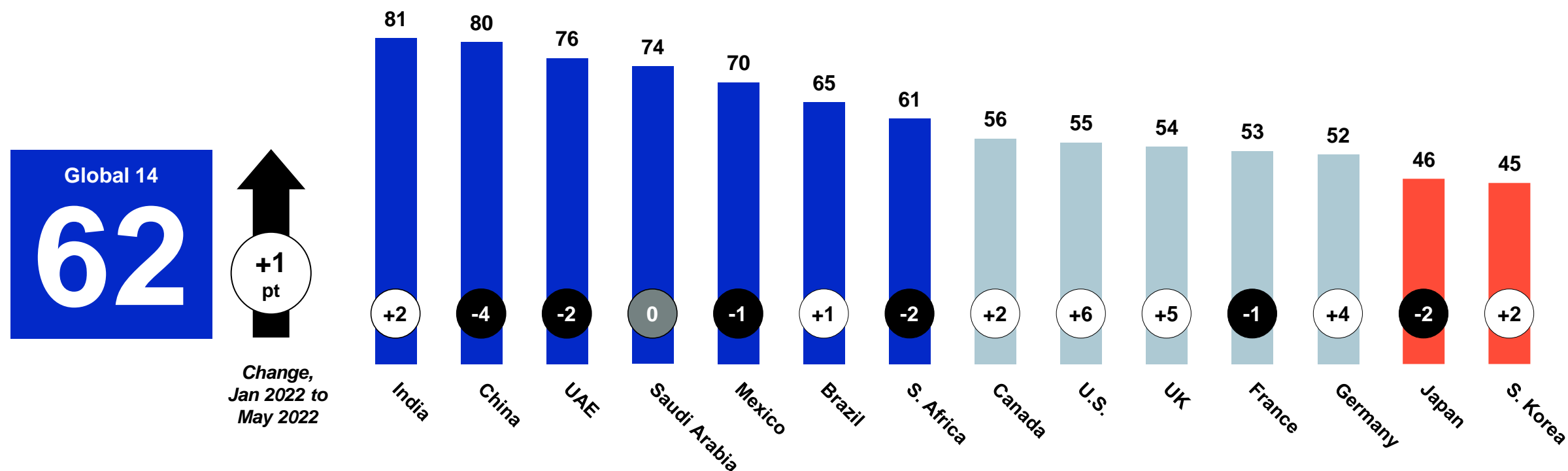
*CEOs expected to be the  
face of company policies  
and actions on geopolitics*

A large, light gray, stylized number '22' serves as a background for the text. The numbers are thick and rounded, with a modern, sans-serif feel. They are positioned centrally, with the first '2' on the left and the second '2' on the right, separated by a small gap.

**SUPPLEMENTAL DATA**

# JANUARY TO MAY 2022: TRUST IN BUSINESS RISES

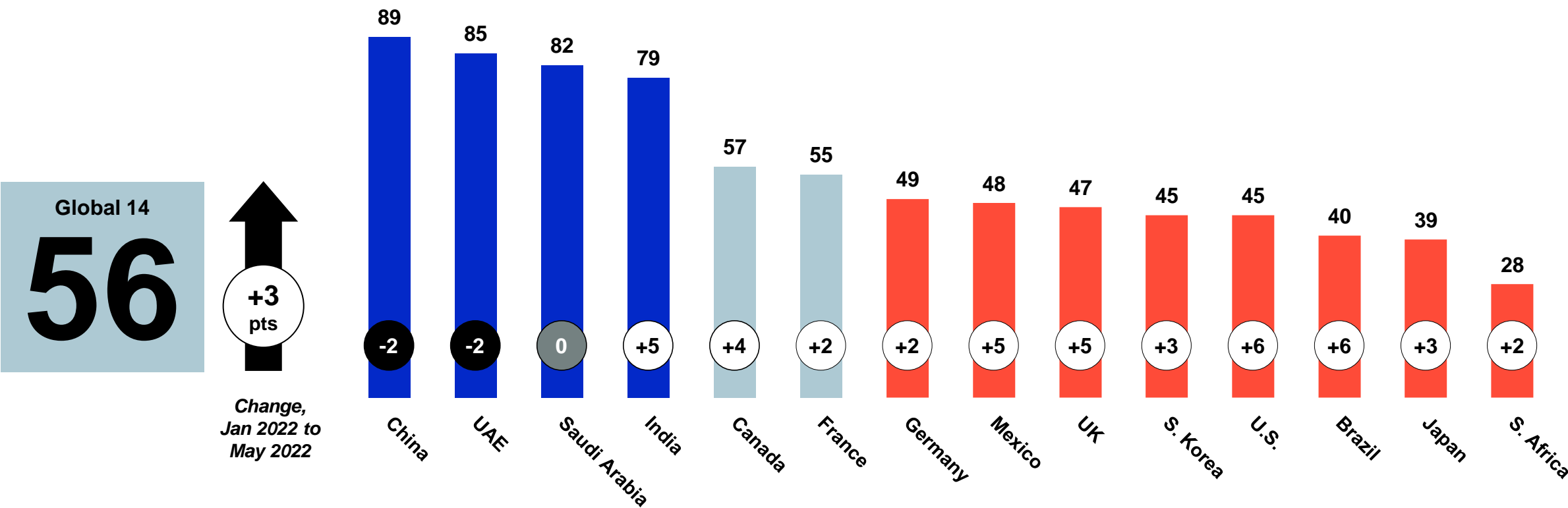
Percent trust in business





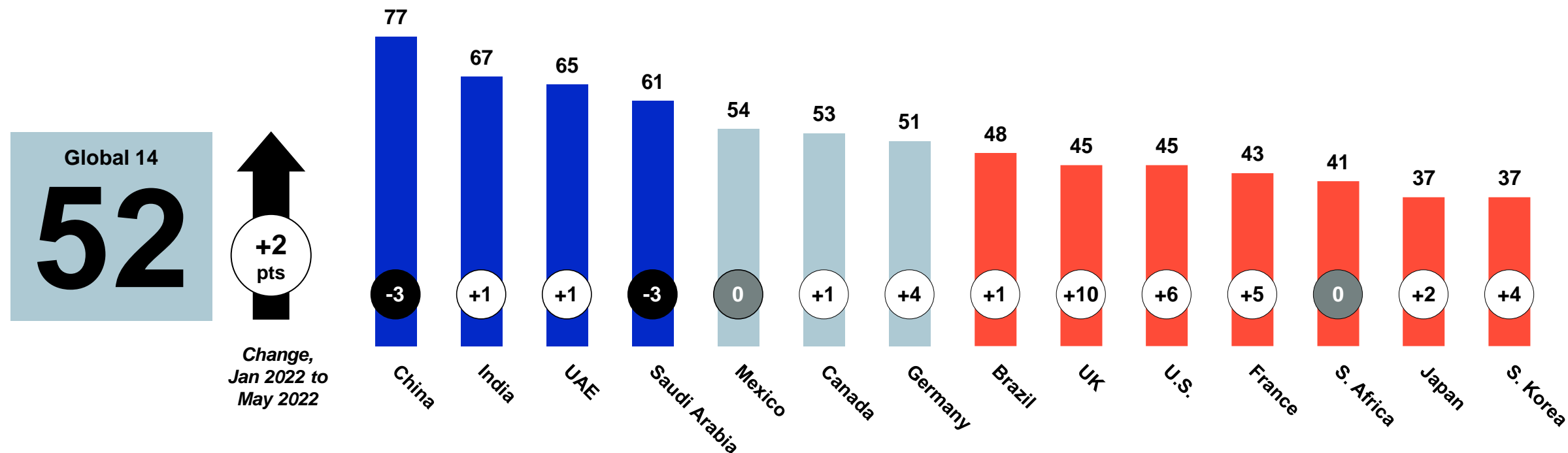
# JANUARY TO MAY 2022: TRUST IN GOVERNMENT RISES

Percent trust in government



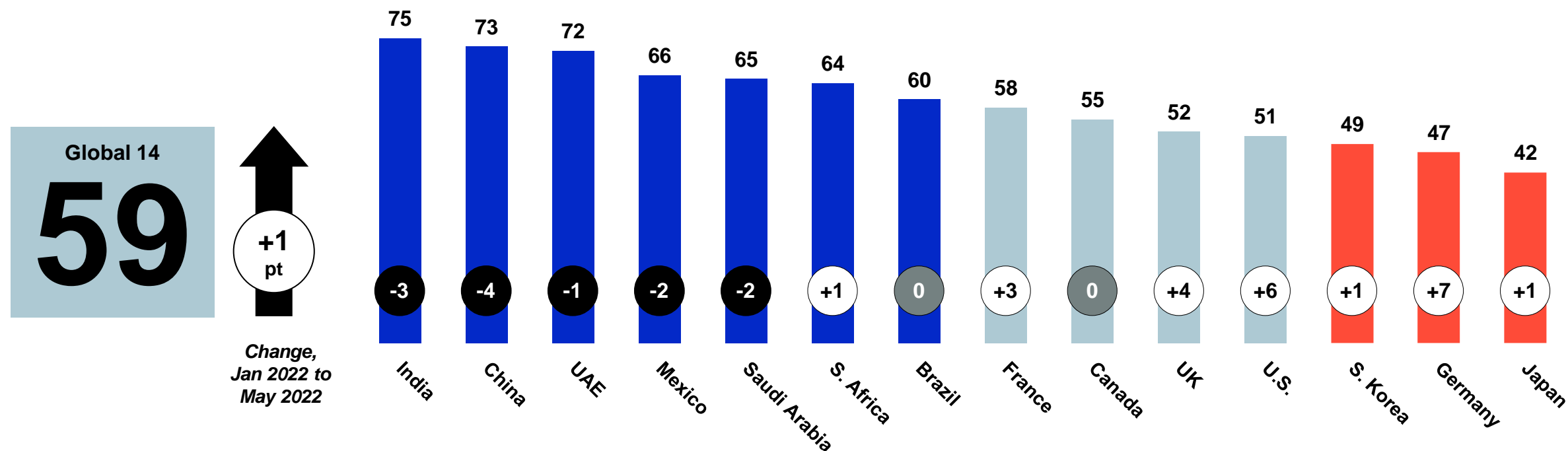
# JANUARY TO MAY 2022: TRUST IN MEDIA RISES

Percent trust in media



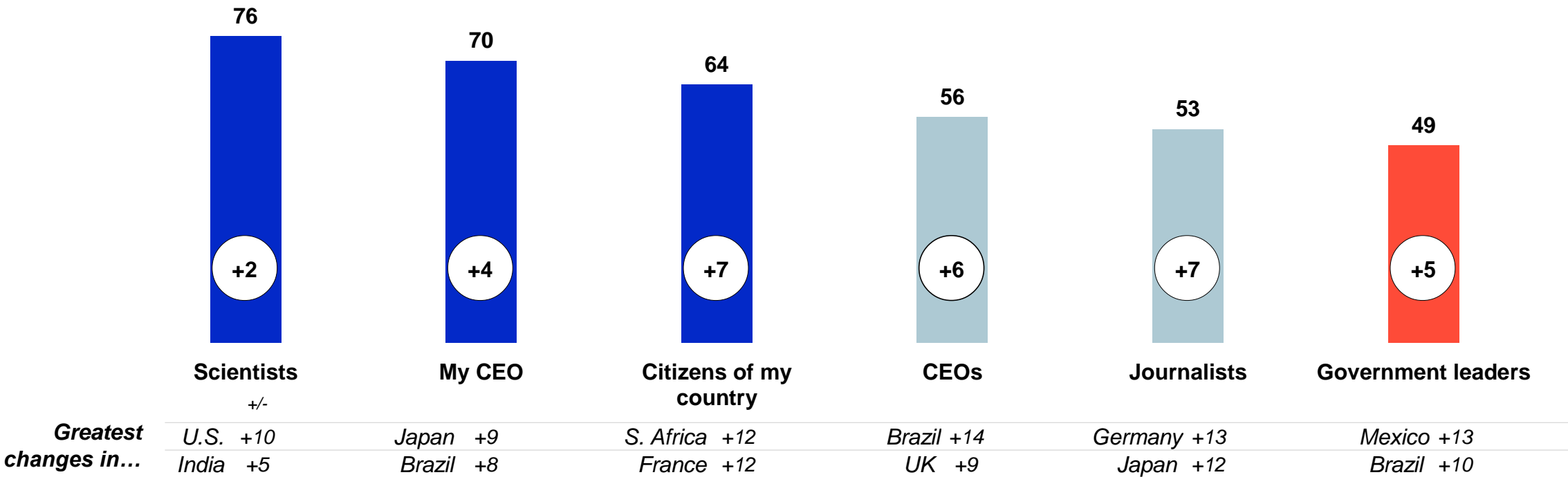
# JANUARY TO MAY 2022: TRUST IN NGOS RISES

Percent trust in NGOs



# JANUARY TO MAY 2022: GREATEST TRUST GAINS FOR JOURNALISTS, MY FELLOW CITIZENS AND CEOS

Percent trust



# SCIENTISTS, MY CEO AMONG MOST TRUSTED ACROSS COUNTRIES

Percent trust



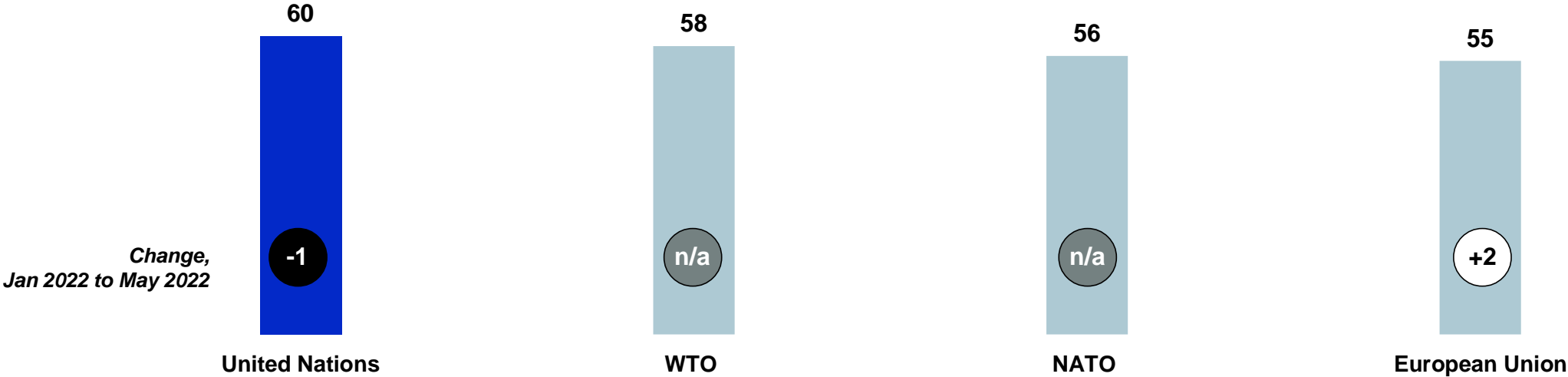
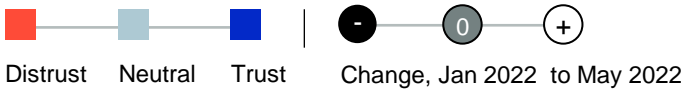
+/- : change from Jan 2022 to May 2022

	Global 14		Brazil		Canada		China		France		Germany		India		Japan		Mexico		Saudi Arabia		S. Africa		S. Korea		UAE		UK		U.S.	
	%	+/-																												
Scientists	76	+2	80	-1	74	-1	88	-2	71	+4	70	+1	91	+5	55	-3	83	+3	82	+3	65	+2	71	+1	86	+1	75	+1	71	+10
My CEO	70	+4	73	+8	61	+3	82	-3	60	+7	59	+5	86	+4	51	+9	77	+4	75	-3	70	+7	53	+2	81	0	68	+8	67	+4
Citizens of my country	64	+7	55	+7	65	+7	80	-4	52	+12	57	+7	84	+4	46	+5	66	+10	81	+4	50	+12	56	+5	79	+1	61	+11	57	+10
CEOs	56	+6	57	+14	43	+7	77	-5	41	+6	44	+8	80	+4	40	+6	62	+5	70	-1	51	+9	48	+3	74	+1	45	+9	45	+8
Heads of NGOs	54	-	52	-	47	-	72	-	50	-	43	-	75	-	34	-	60	-	64	-	51	-	46	-	70	-	45	-	42	-
Leaders of multi-nationals	54	-	54	-	50	-	71	-	44	-	46	-	73	-	36	-	60	-	63	-	45	-	53	-	67	-	47	-	46	-
Journalists	53	+7	54	+6	54	+4	78	+2	42	+10	54	+13	70	+6	35	+12	60	+10	62	+1	44	+5	31	+8	62	+2	42	+11	49	+7
Government leaders	49	+5	36	+10	47	+4	83	-2	47	+4	44	+8	68	+6	34	+6	46	+13	72	-1	20	+6	37	+2	71	-3	43	+8	42	+10

2022 Edelman Trust Barometer Special Report: The Geopolitical Business. 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. 9-point scale; top 4 box, trust. General population, 14-mkt avg. "My CEO" only shown to those who are an employee of an organization (Q43/1).

# UNITED NATIONS ONLY TRUSTED GLOBAL INSTITUTION

Percent trust



# TRUST IN GLOBAL INSTITUTIONS – DATA ACROSS COUNTRIES

Percent trust



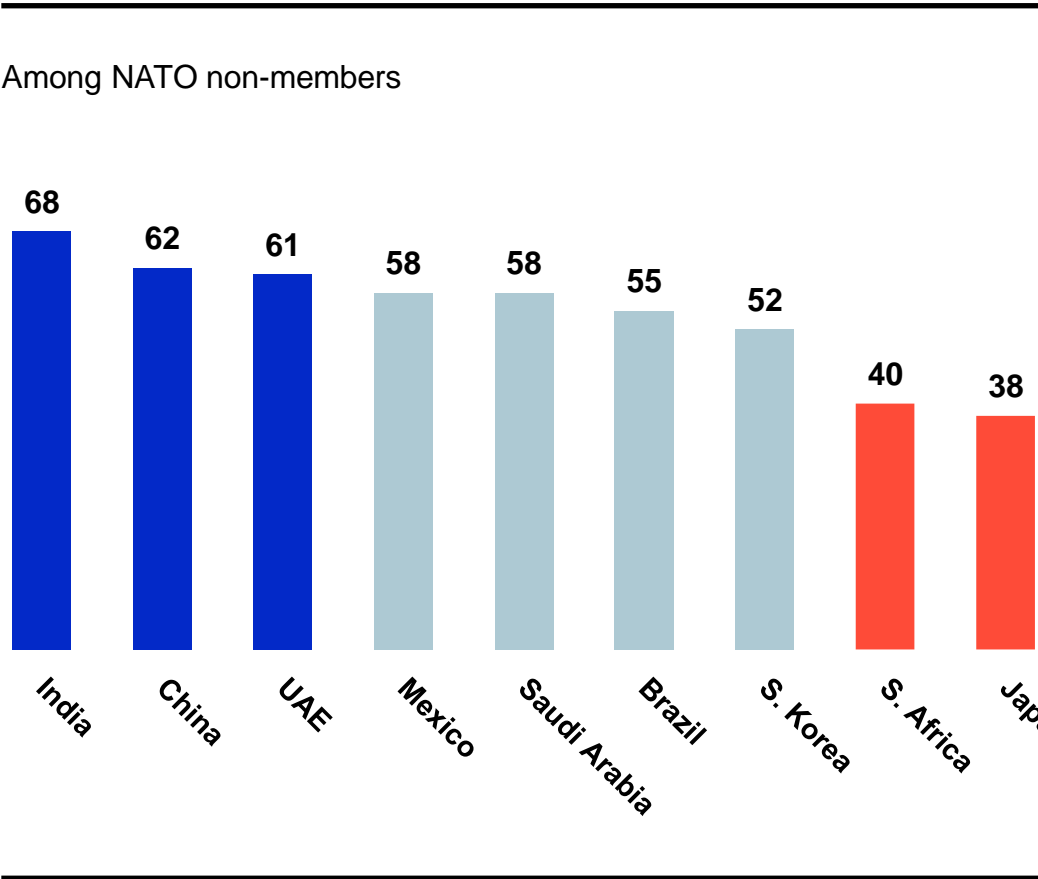
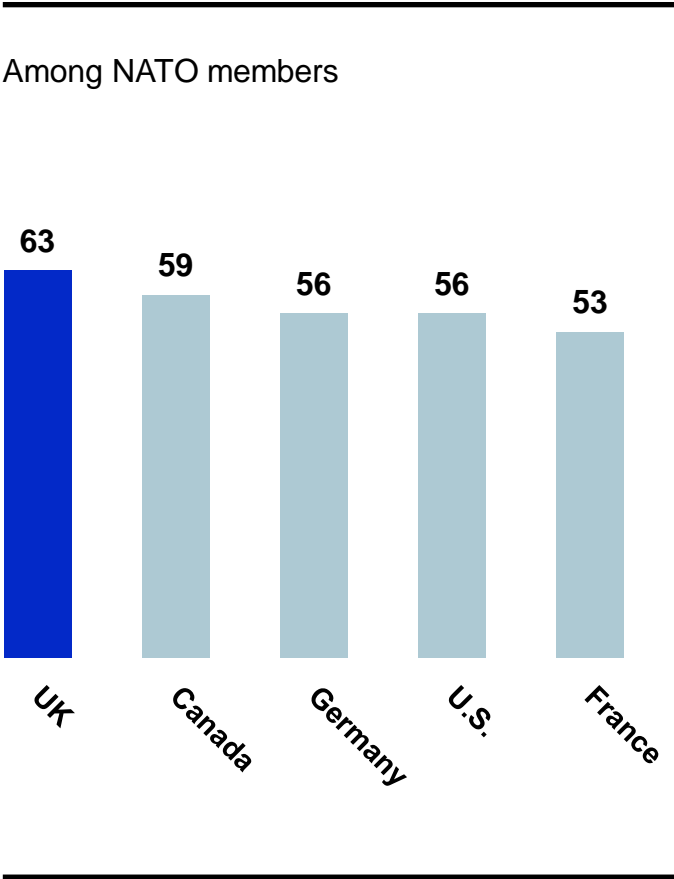
+/- : change from Jan 2022 to May 2022

	Global 14		Brazil		Canada		China		France		Germany		India		Japan		Mexico		Saudi Arabia		S. Africa		S. Korea		UAE		UK		U.S.	
	%	+/-																												
United Nations	60	-1	61	-1	57	-4	74	-11	52	2	57	5	77	-3	34	-8	68	-3	61	-7	52	3	60	3	70	-4	58	4	54	6
WTO	58	-	58	-	50	-	78	-	44	-	52	-	79	-	37	-	66	-	64	-	53	-	55	-	72	-	55	-	48	-
NATO	56	-	55	-	59	-	62	-	53	-	56	-	68	-	38	-	58	-	58	-	40	-	52	-	61	-	63	-	56	-
European Union	55	+2	56	-3	53	8	64	-7	52	6	57	13	69	-3	39	1	60	-1	60	-3	43	4	57	6	67	-2	50	11	47	10



# NATO NOT TRUSTED BY MOST MEMBER COUNTRIES

Percent trust in NATO



## DATA IN DETAIL

## UKRAINE RESPONSE: THE STAKES FOR TRUST

Percent who say each company response to the Ukraine conflict would result in a net increase or decrease in trust

	Global 13	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
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	+31	+36	+38	-	+27	+33	+15	+34	+29	+19	+35	+44	+17	+38	+39
The company permanently ceased operations in, and cut all business ties with Russia	+28	+32	+43	-	+26	+32	+6	+30	+19	+16	+28	+34	+16	+39	+39
The company temporarily suspended all of their business operations in Russia	+27	+34	+40	-	+25	+30	+8	+32	+22	+15	+24	+32	+13	+37	+34
The company temporarily suspended all of their business operations in Russia, but continued to pay their employees	+26	+37	+30	-	+19	+27	+23	+13	+36	+16	+32	+31	+25	+25	+27
The company donated time, money, and resources to support humanitarian efforts but took no further action	+10	+20	+14	-	+2	-5	+15	-4	+28	+12	+14	-7	+13	+11	+16
The company ceased making any new investments in Russia, but maintained their current operations	-15	-13	-28	-	-20	-34	+6	-33	0	+5	-14	-20	+4	-28	-23
The company made a statement in support of Ukraine but took no further action	-20	-16	-27	-	-25	-32	-11	-33	-7	+1	-25	-25	-11	-26	-21
The company carried on doing business in Russia as they had previously	-38	-49	-51	-	-47	-49	-5	-59	-25	-5	-41	-50	-11	-50	-45

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, 13-mkt avg. Data not collected in China. Data is showing the difference between those who say each would increase vs decrease or eliminate trust.

# DATA IN DETAIL

## THE EXPANDING ROLE OF BUSINESS

Percent who say  
each is a business responsibility

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
<b>ECONOMIC RESPONSIBILITIES (average)</b>	<b>85</b>	<b>90</b>	<b>83</b>	<b>86</b>	<b>81</b>	<b>81</b>	<b>89</b>	<b>78</b>	<b>87</b>	<b>79</b>	<b>92</b>	<b>87</b>	<b>88</b>	<b>84</b>	<b>85</b>
Create jobs	88	92	86	86	86	86	91	82	92	82	94	87	89	87	88
Provide safe and reliable products	87	94	86	87	86	84	92	82	89	81	93	88	89	85	88
Drive innovation	86	92	84	85	83	84	90	81	89	81	93	88	87	85	86
Grow the economy	85	90	83	85	83	82	89	79	88	78	93	88	89	82	83
Wealth creation	79	82	76	86	68	68	84	68	78	75	86	83	84	79	78
<b>SOCIETAL RESPONSIBILITIES (average)</b>	<b>77</b>	<b>82</b>	<b>73</b>	<b>80</b>	<b>74</b>	<b>72</b>	<b>86</b>	<b>70</b>	<b>80</b>	<b>76</b>	<b>84</b>	<b>77</b>	<b>82</b>	<b>73</b>	<b>74</b>
Provide training to employees	88	94	85	86	88	86	91	82	91	83	94	89	89	86	86
Support local communities	83	87	81	84	80	76	86	76	84	79	93	82	88	79	83
Provide trustworthy information	78	86	75	78	76	65	87	73	81	77	84	79	82	78	78
Address climate change, pollution, poverty, and food/water insecurity	76	79	71	79	70	78	86	74	79	70	80	78	79	70	69
Address discrimination, wage inequality, healthcare, and education	74	74	64	79	68	69	85	69	75	73	78	80	80	67	65
Promote cooperation across political differences	65	70	60	72	60	57	80	44	72	71	74	54	74	60	63
<b>GEOPOLITICAL RESPONSIBILITIES (average)</b>	<b>59</b>	<b>60</b>	<b>56</b>	<b>62</b>	<b>57</b>	<b>47</b>	<b>75</b>	<b>46</b>	<b>59</b>	<b>66</b>	<b>62</b>	<b>56</b>	<b>69</b>	<b>57</b>	<b>58</b>
Cultivate admiration for our country's values	68	72	60	70	62	49	84	59	74	73	74	70	79	62	62
Punish countries that violate human rights and international law	50	47	52	53	51	45	66	32	44	58	49	42	59	51	53

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, 14-mkt avg. "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.

# DATA IN DETAIL

## COMPANY SPOKESPERSON

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

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
The CEO	31	26	38	25	26	18	42	31	26	28	40	42	38	28	33
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	22	25	21	25	15	16	31	8	28	23	25	24	26	15	21
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	19	23	20	21	16	15	27	10	18	21	22	19	20	14	17
A member of their Board of Directors	18	15	16	19	9	14	30	9	19	22	19	21	26	14	14
The Chief Communications Officer or head of communications	18	21	21	17	18	8	22	13	23	18	23	22	18	15	17
A respected journalist	17	23	18	15	14	16	23	15	21	21	20	9	22	10	15
An independent academic or scientific expert on that issue	17	17	17	15	12	16	24	21	22	16	16	14	16	16	14
One of their customers or clients	16	19	14	15	12	17	27	17	16	16	19	14	18	10	12
The Chief Marketing Officer or head of marketing	16	22	13	14	12	9	23	12	17	22	20	21	17	12	12
A community leader	15	14	14	12	11	13	24	9	12	21	23	11	20	8	14
One of their regular employees	15	16	14	9	17	15	26	15	11	20	17	9	19	12	16
The head of an NGO that specializes in that issue	14	17	13	14	13	9	25	9	19	16	19	11	15	11	9
A celebrity	12	13	9	17	6	5	20	11	11	19	14	9	16	5	6
An online opinion leader	12	15	6	13	8	7	22	7	13	21	16	10	18	8	6
An online content creator	11	15	8	12	7	3	27	4	14	15	15	8	17	6	8
A leader in my religious faith	7	7	5	10	5	4	15	1	4	17	7	5	11	5	7
None of the above	11	7	15	8	18	23	2	24	5	5	4	7	3	20	17

2022 Edelman Trust Barometer Special Report: The Geopolitical Business. 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? Pick all that apply. Question asked of half of the sample. General population, 14-mkt avg.

**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

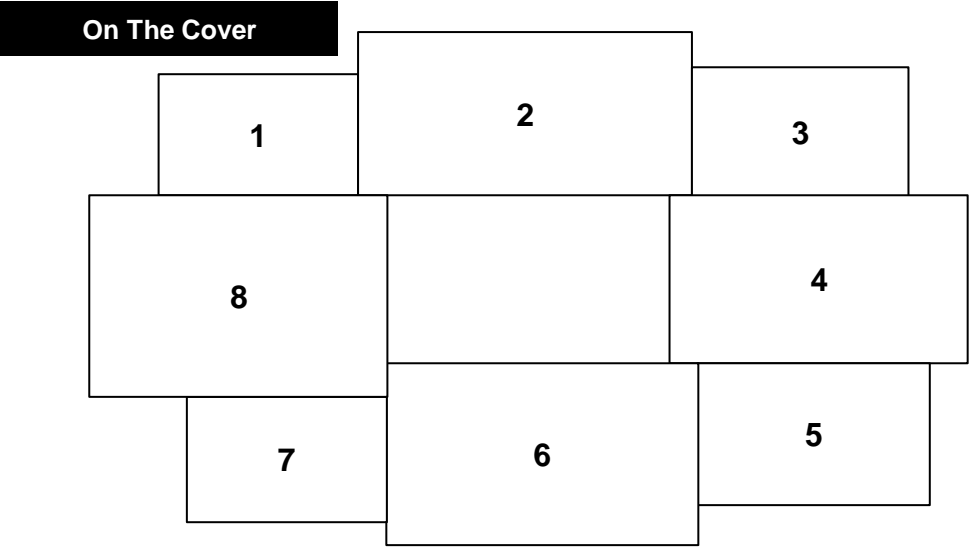
## EXPECTATIONS FOR CEOS

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

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