

@EdelmanItalia
#TrustBarometer



Edelman Trust Barometer 2022

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[in](#) [t](#)

GLOBAL & ITALY REPORT



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	The Cycle of Distrust

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 22nd 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.

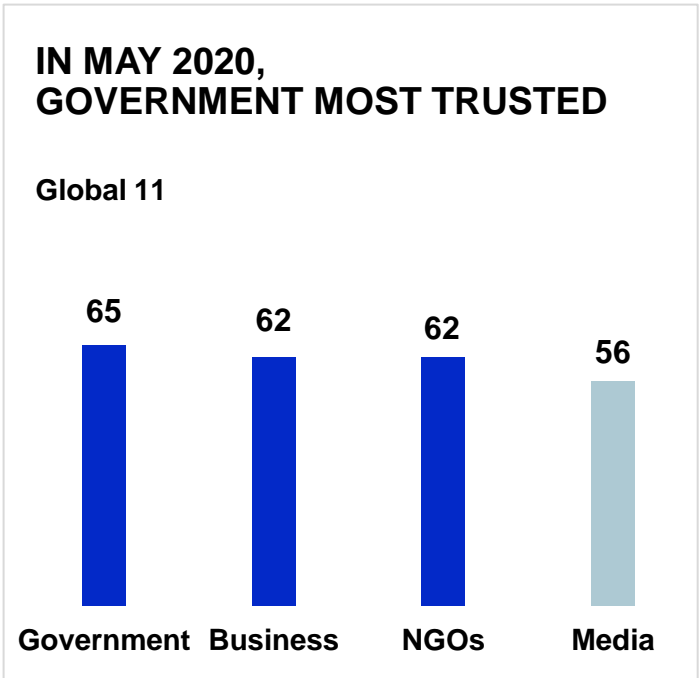
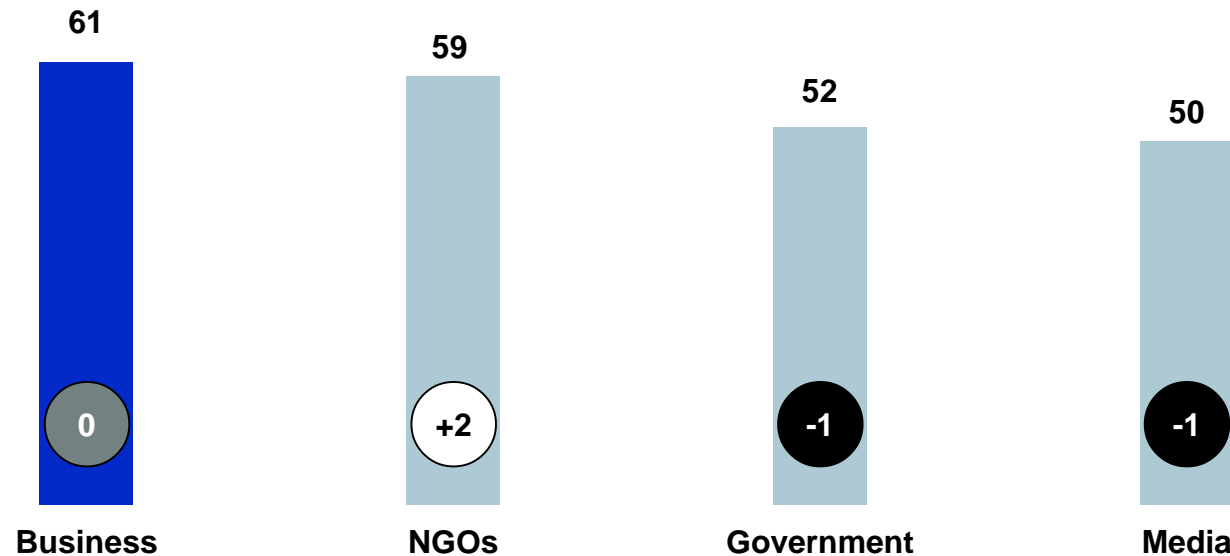


COLLAPSE OF TRUST IN DEMOCRACIES

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.

GOVERNMENT NOT SEEN AS ABLE TO SOLVE SOCIETAL PROBLEMS

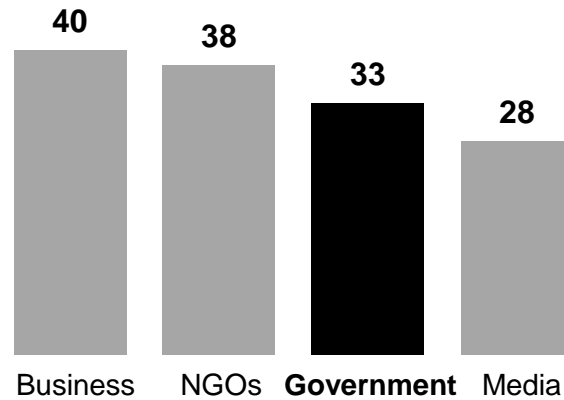
Percent who say each is a strength of institutions, in Italy

Take a leadership role

Coordinate cross-institutional efforts to solve societal problems

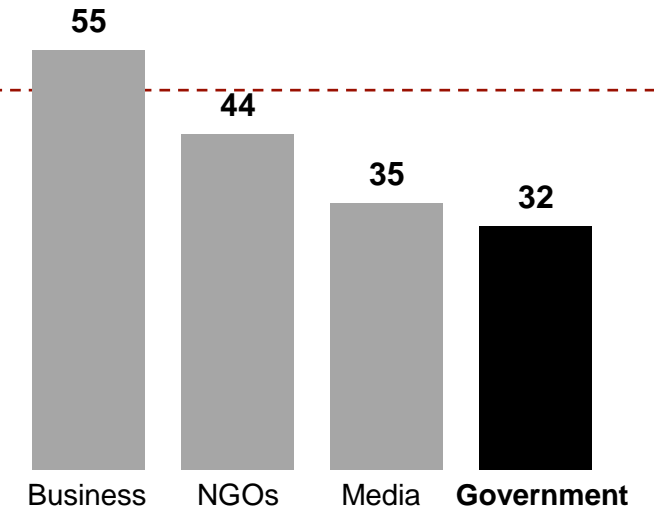
Majority do not see as strength

50%



Get results

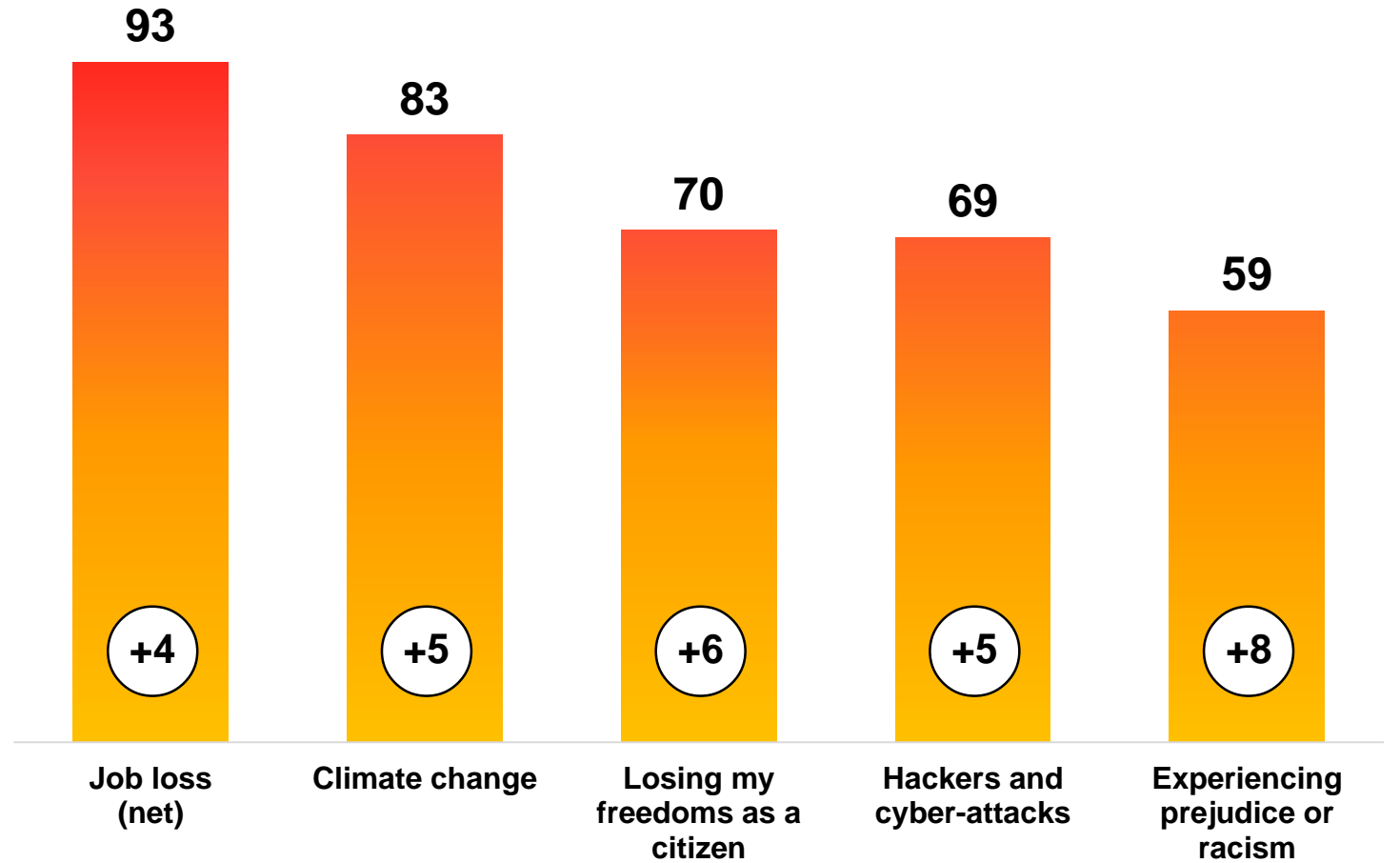
Successfully execute plans and strategies that yield results



SOCIETAL FEARS ON THE RISE

Percent who worry about each, in Italy

Change, 2021 to 2022

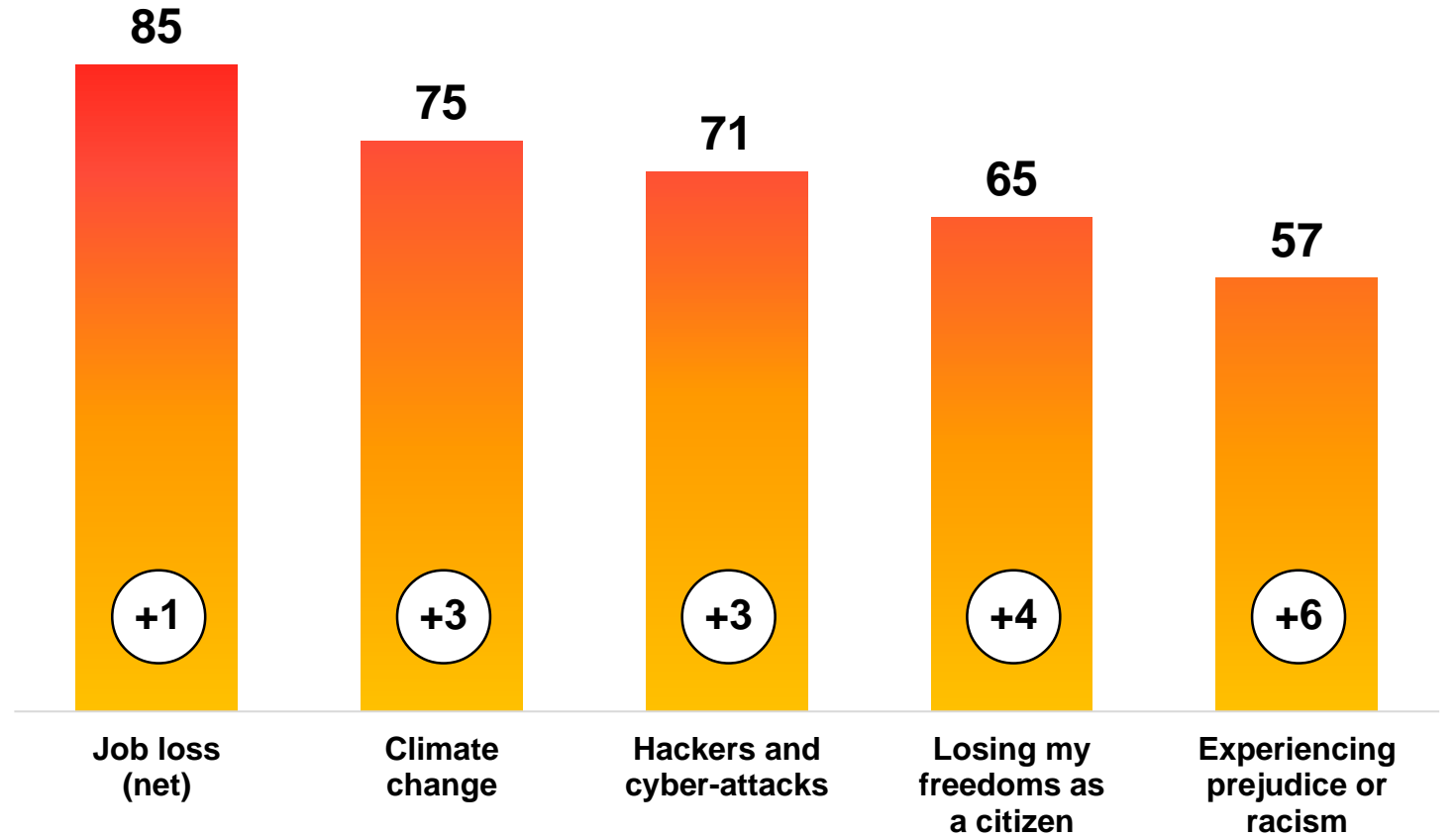


2022 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Non-job loss attributes shown to half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

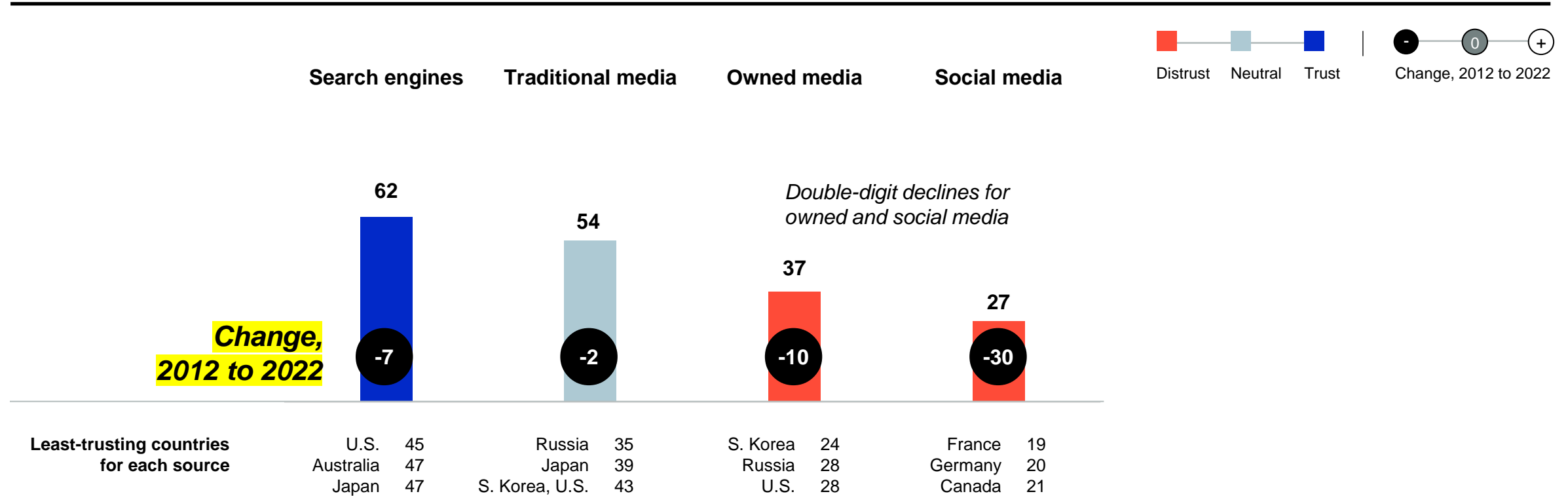
Change, 2021 to 2022



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.

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."

FAKE NEWS CONCERNS AT ALL-TIME HIGHS

Percent who agree



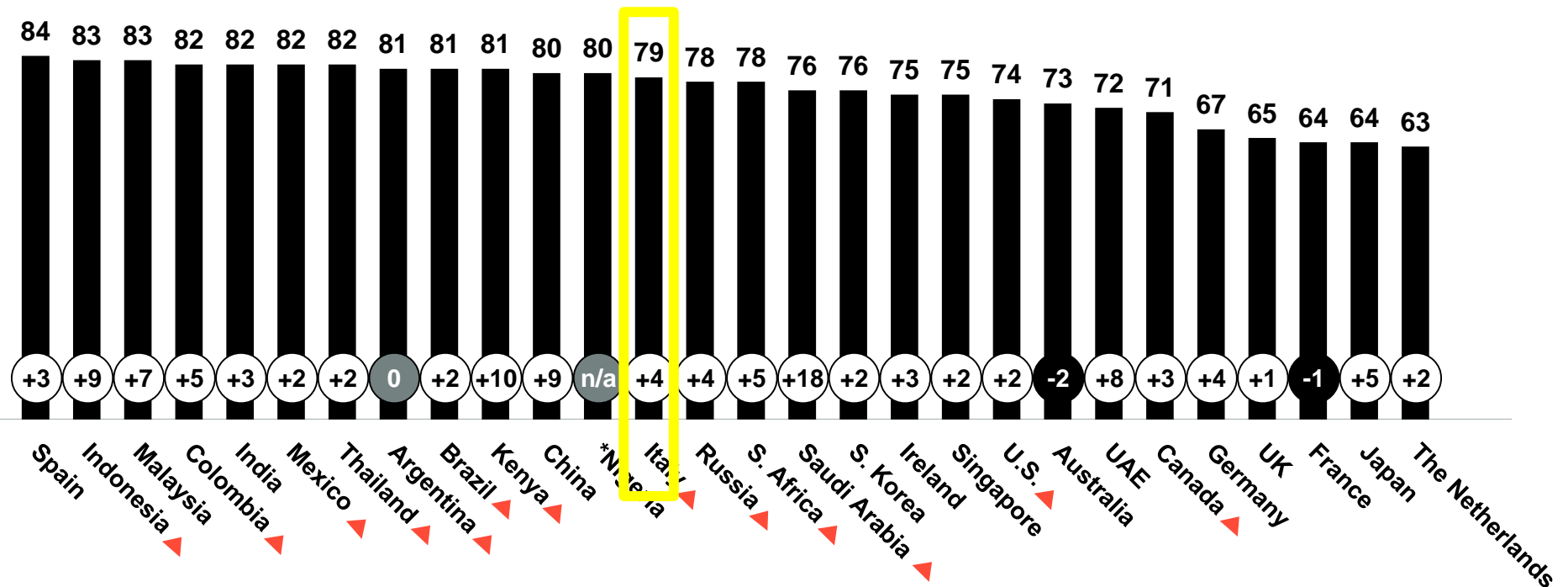
Change, 2021 to 2022

▲ 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

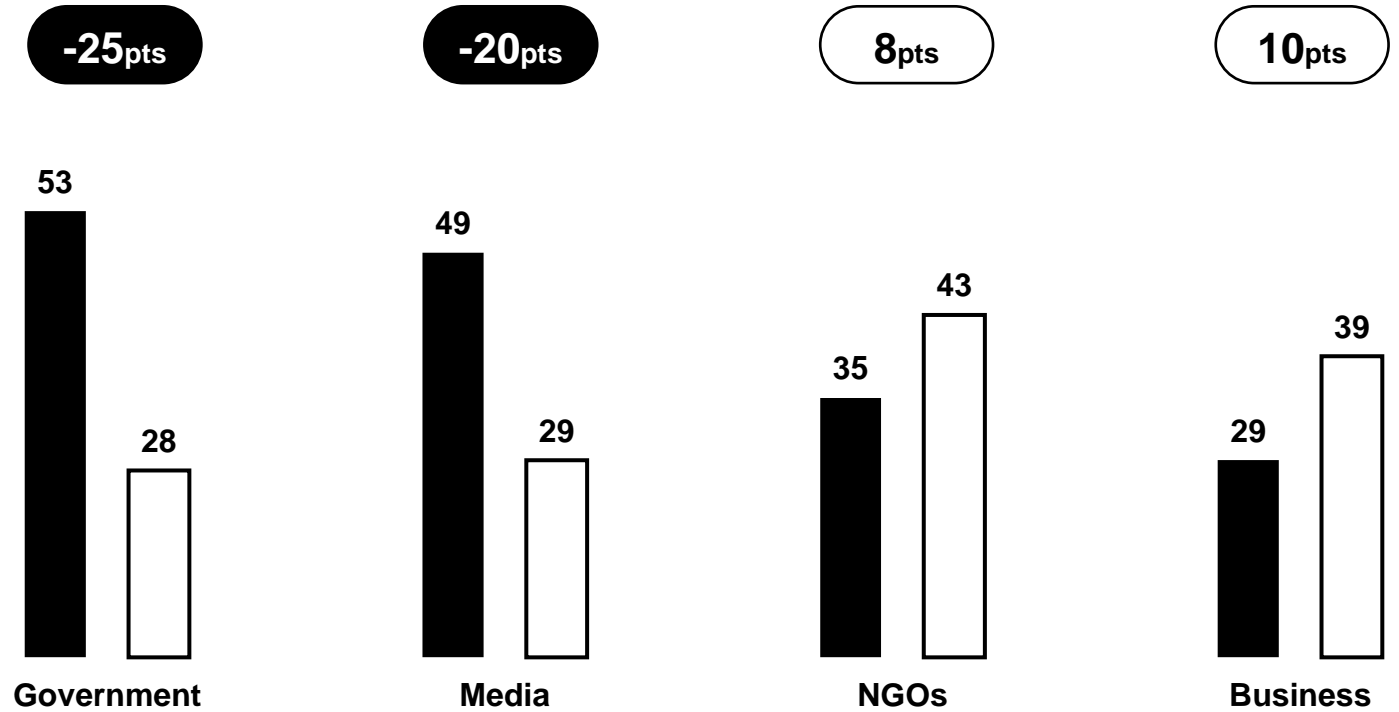
GOVERNMENT AND MEDIA SEEN AS DIVISIVE

Percent who say, in Italy

These institutions are...

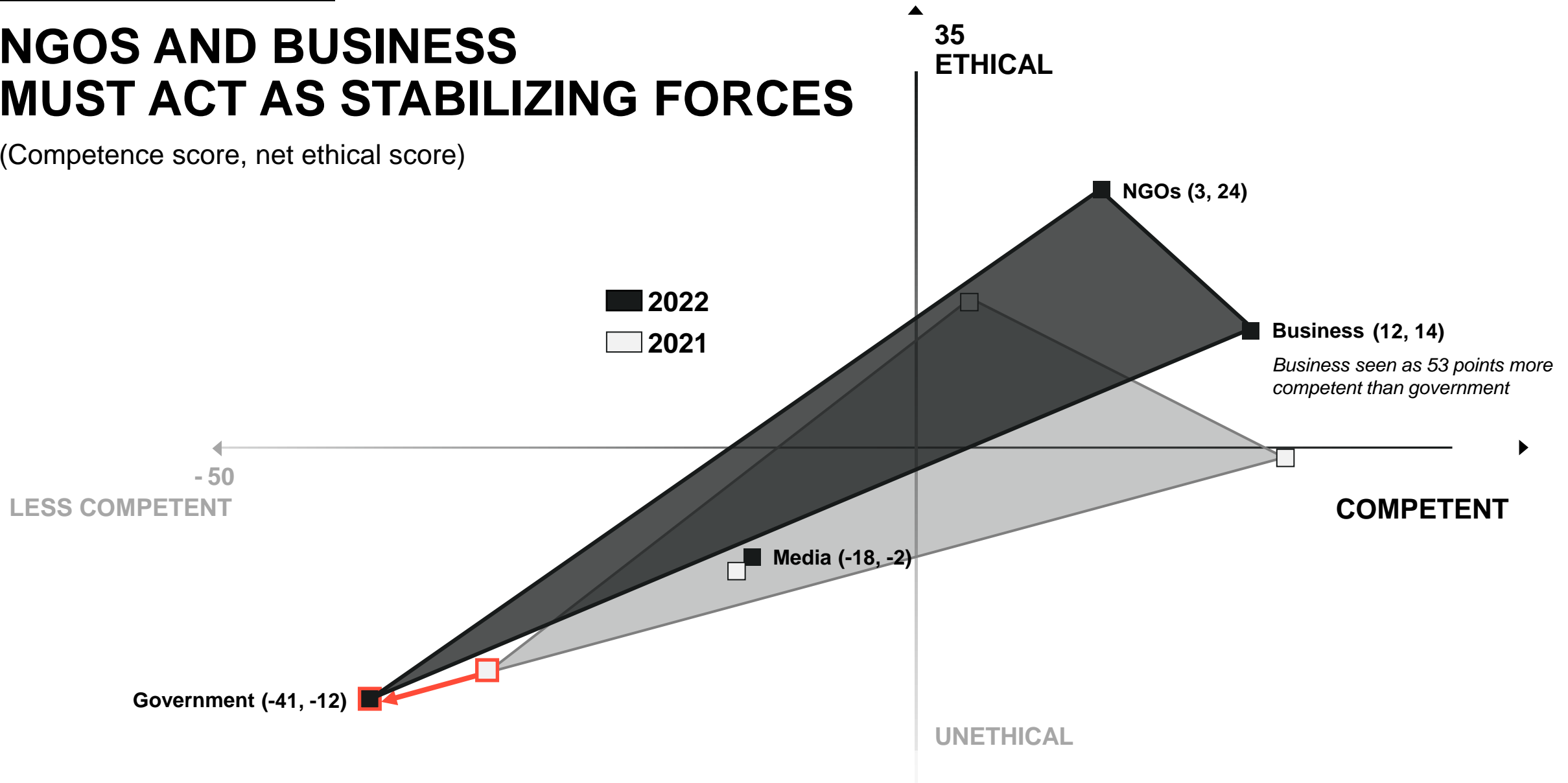
■ a **dividing** force in society □ a **unifying** force in society

Gap,
difference between
unifying force vs.
dividing force



NGOS AND BUSINESS MUST ACT AS STABILIZING FORCES

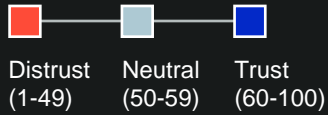
(Competence score, net ethical score)



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.

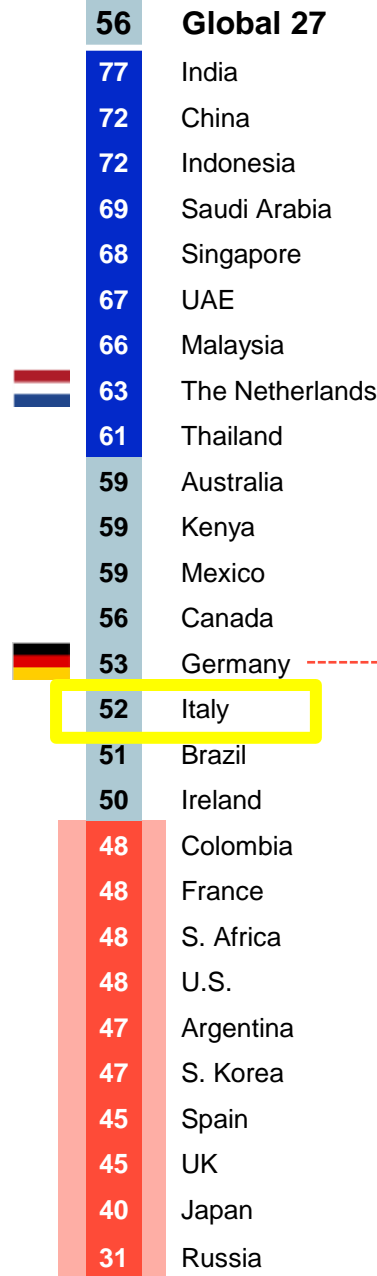
TRUST FALLS IN DEMOCRACIES

Trust Index

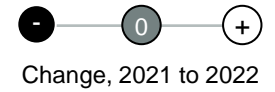


2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt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

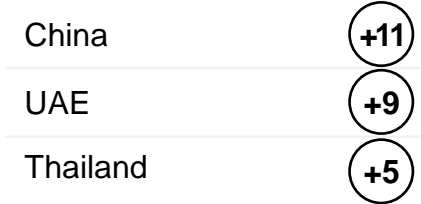
2021 General population



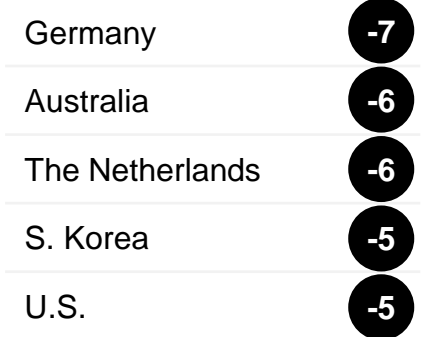
2022 General population



Biggest gainers:



Biggest losers:

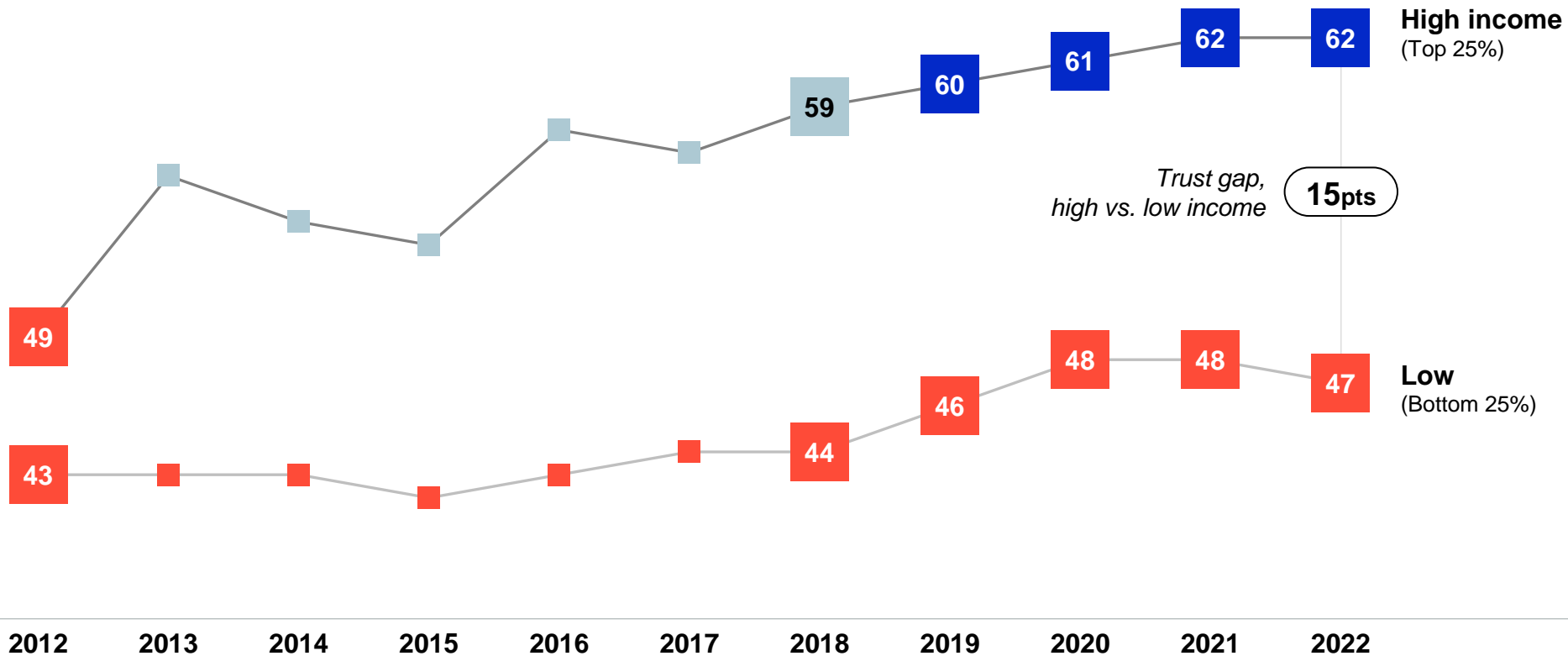


U.S. Trust Index has declined 10 pts since 2017

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.

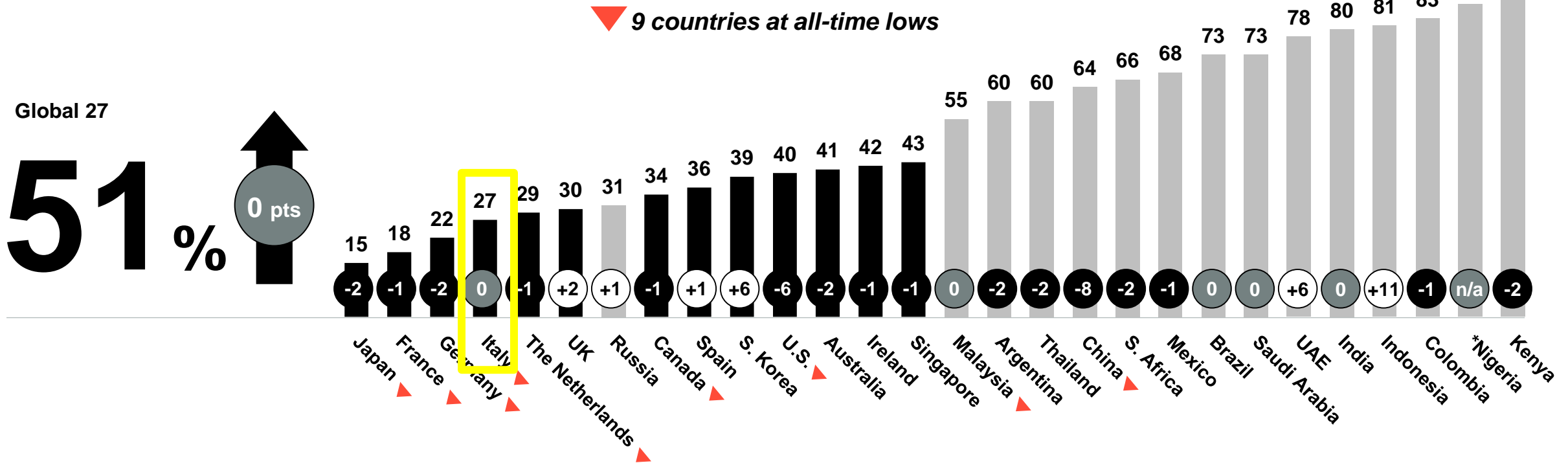
DEVELOPED COUNTRIES LACK ECONOMIC OPTIMISM

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



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

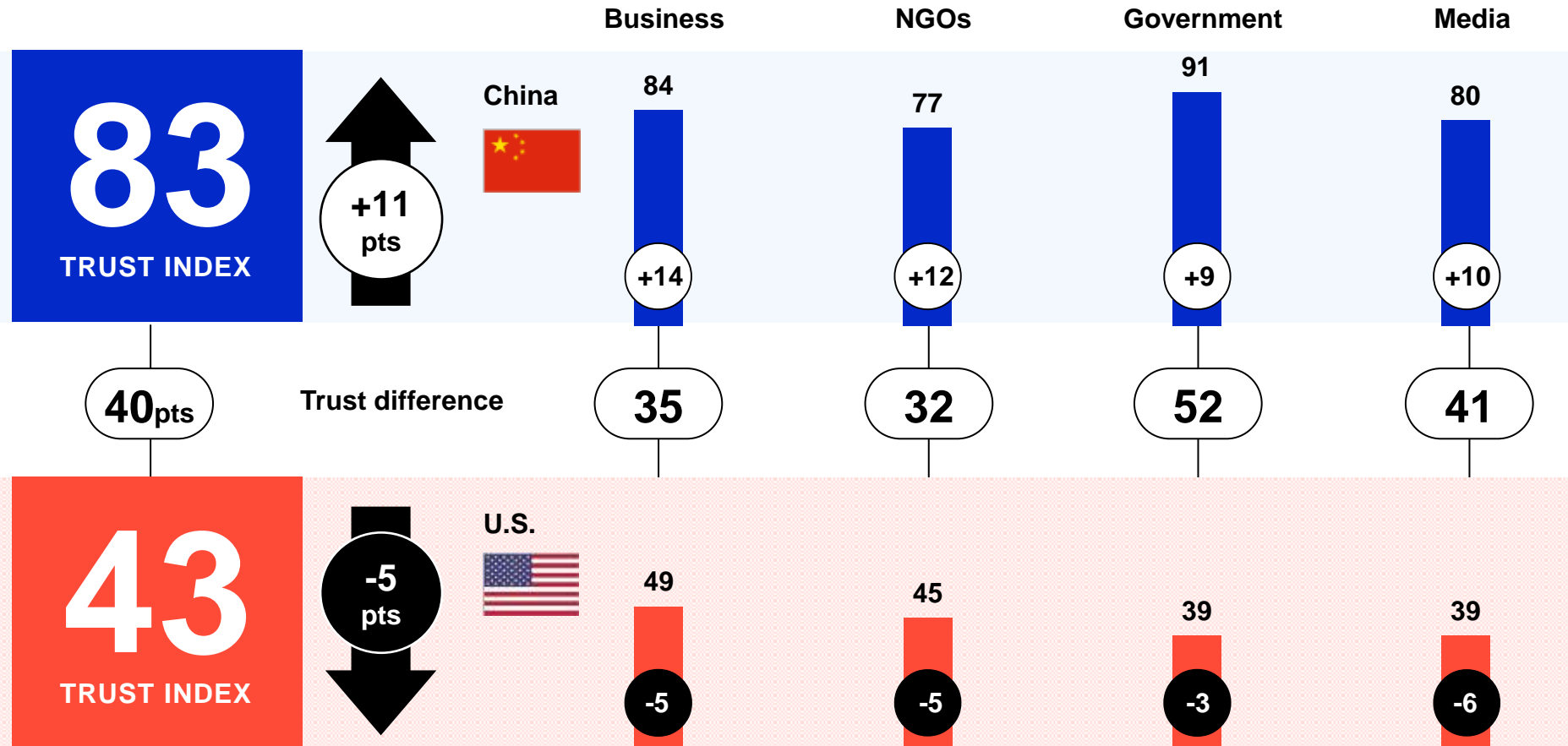
Percent who agree

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

74%

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)

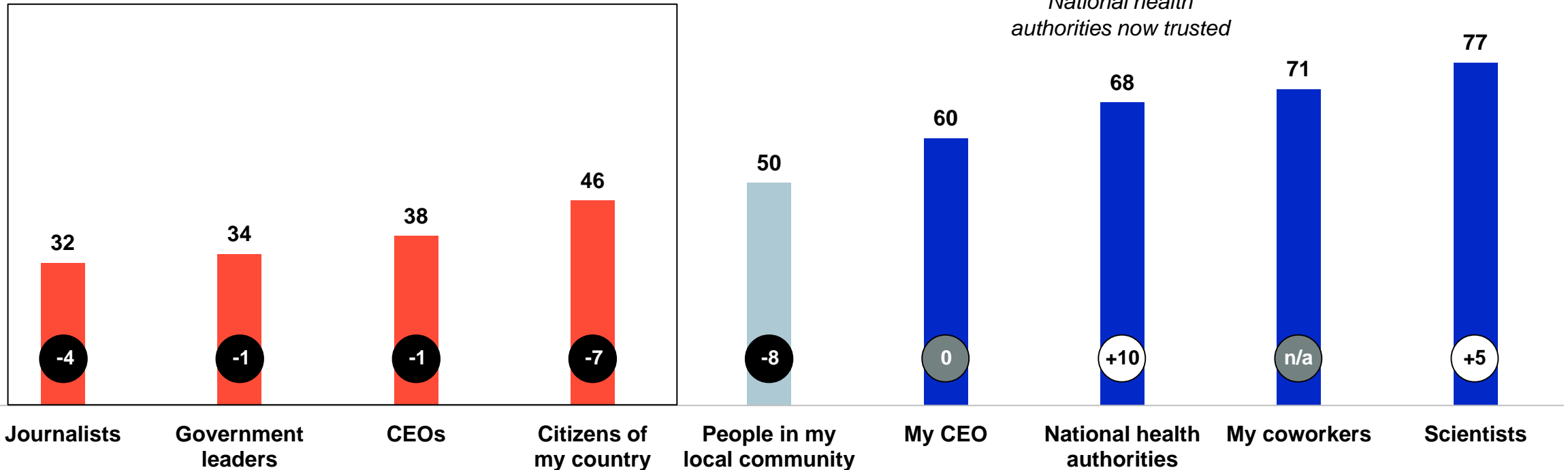
2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, China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

MY EMPLOYER TRUSTED AROUND THE WORLD

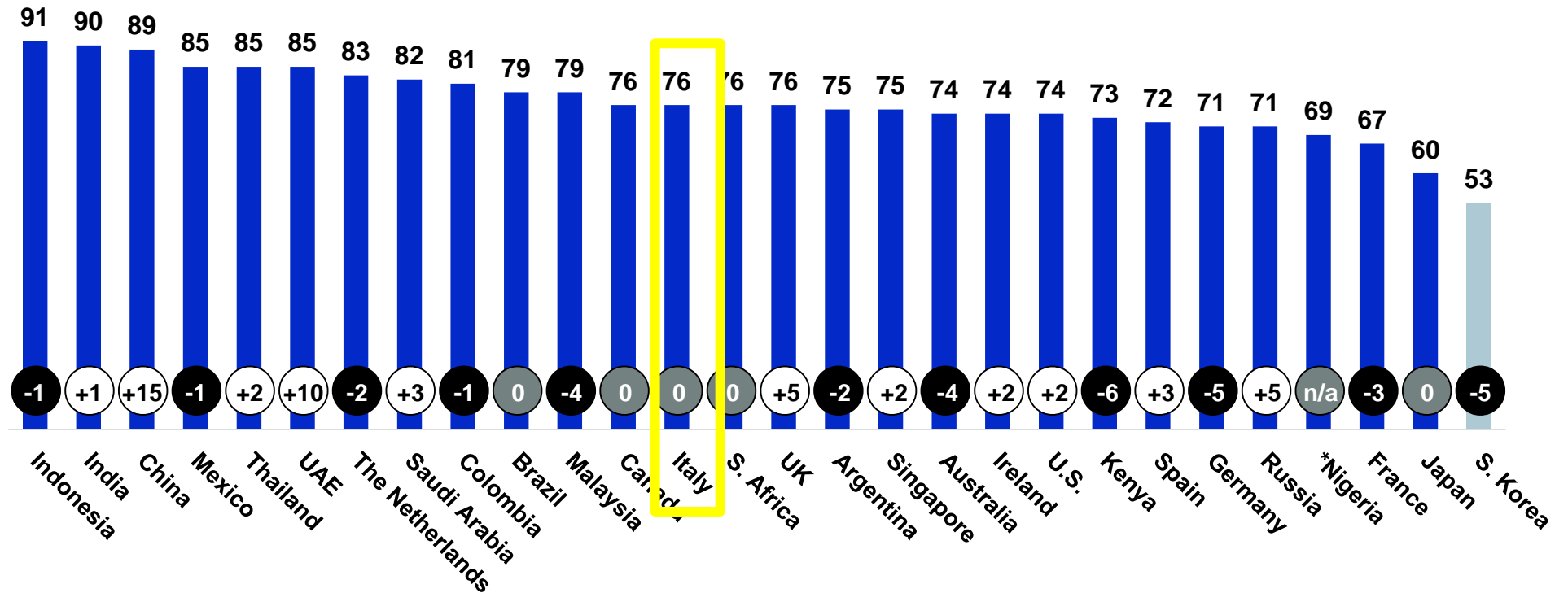
Percent trust



Global 27



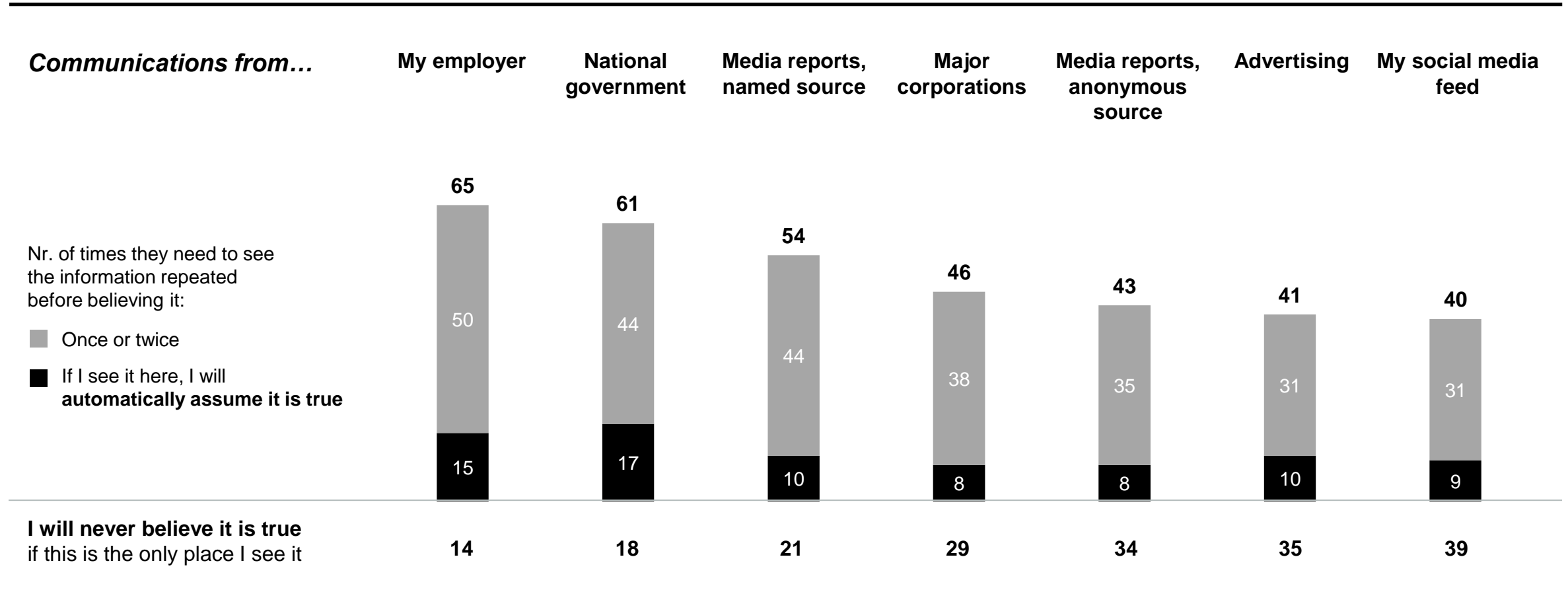
Business	61
NGOs	59
Government	52
Media	50



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).

CEOS EXPECTED TO BE THE FACE OF CHANGE

Percent who say

CEOs should be personally visible

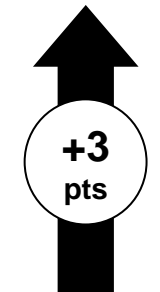
when discussing public policy with external stakeholders or work their company has done to benefit society

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%

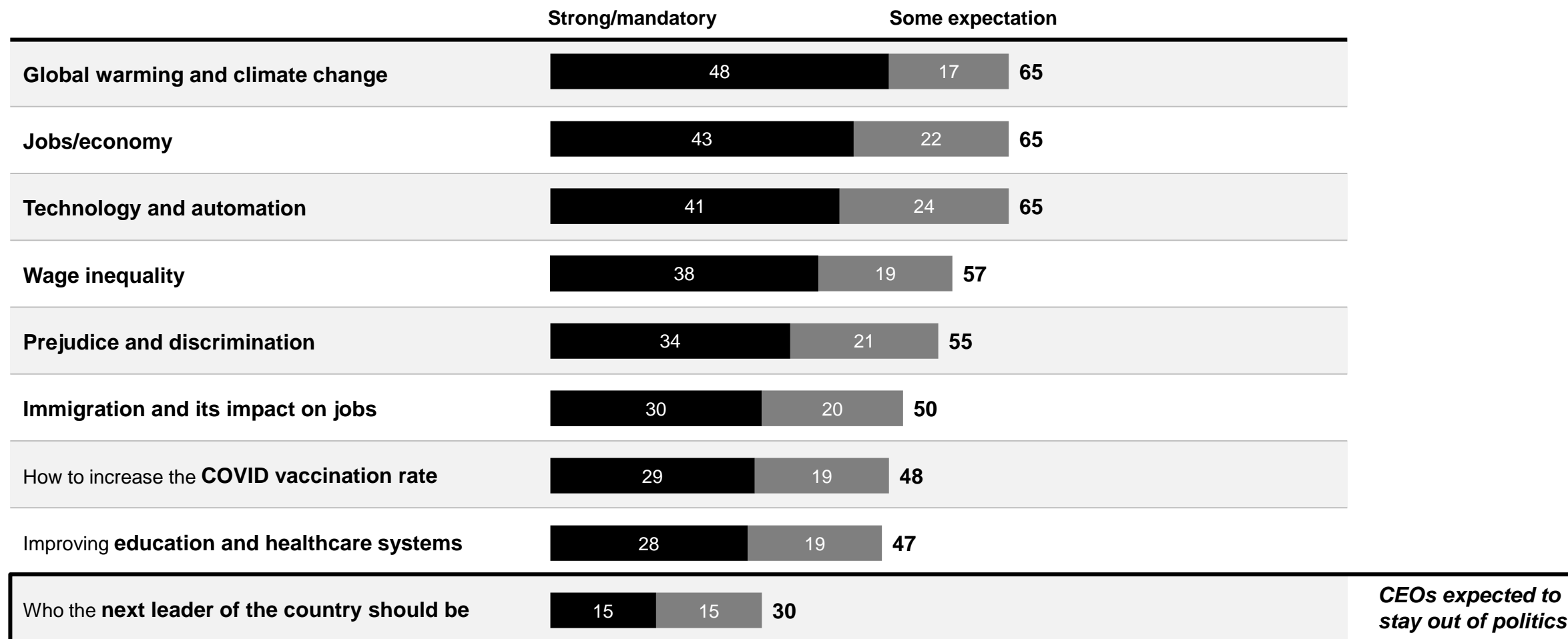


Change,
2019 to 2022

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.

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
Information quality	3.0	Information quality	3.2	Information quality	6.1	Information quality	6.6
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

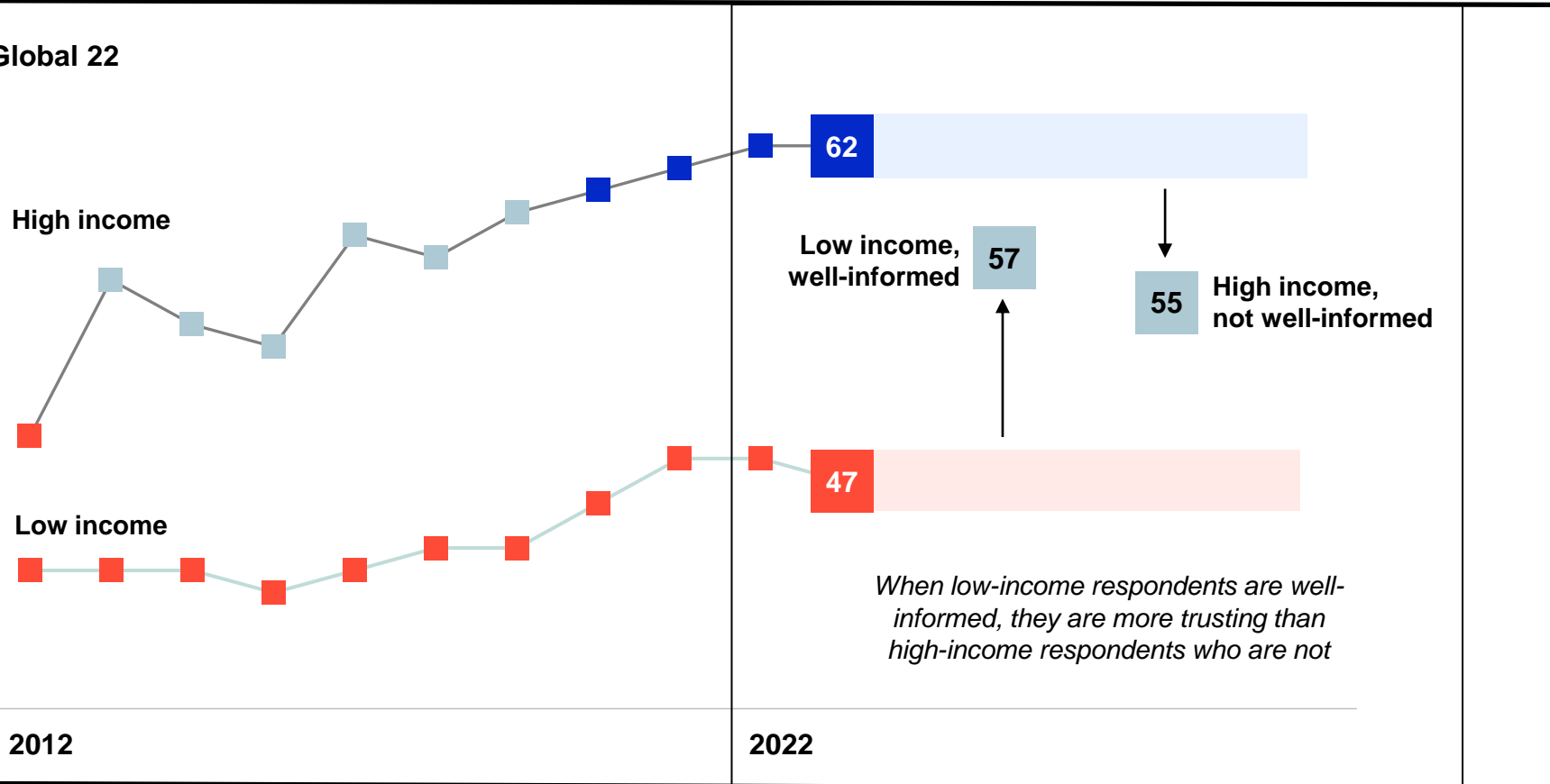
Trust Index



Global 22

High income

Low income



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

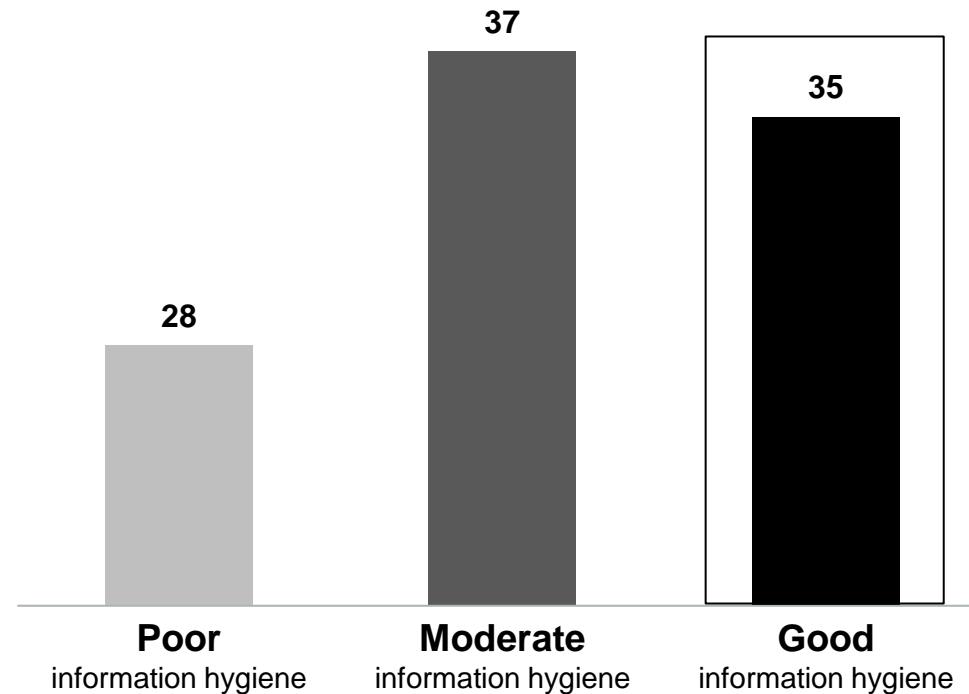
2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 22-mkt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

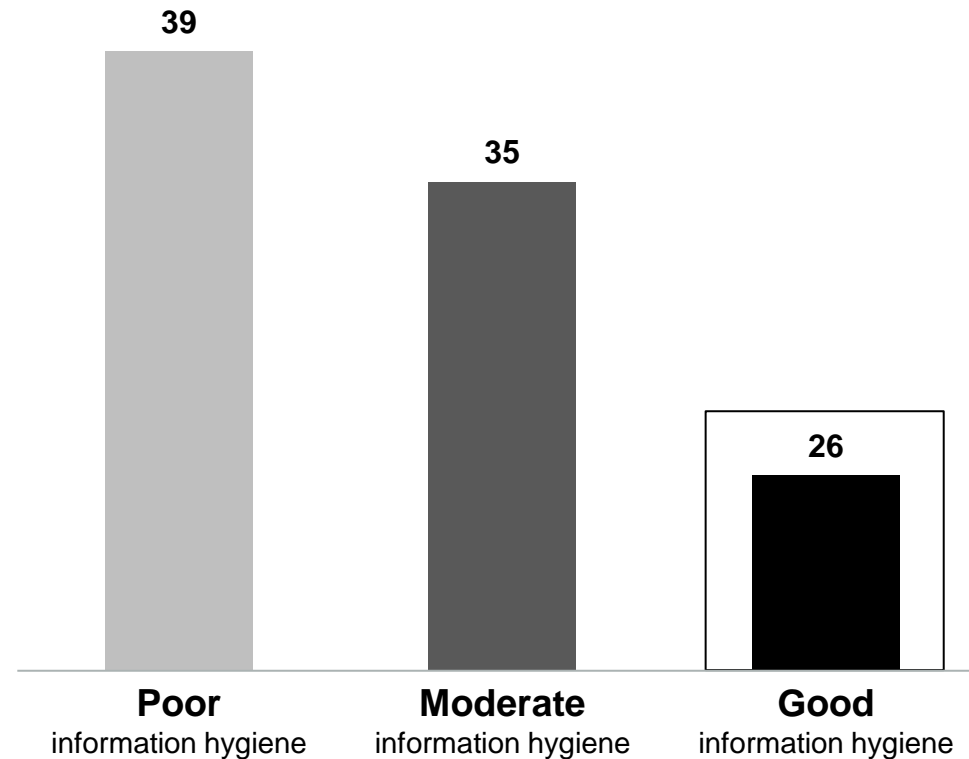
Of those, **only 38%** have good information hygiene

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

RESTORING TRUST IS KEY TO SOCIETAL STABILITY

Business societal role is here to stay

People want more business leadership, not less.

Demonstrate tangible progress

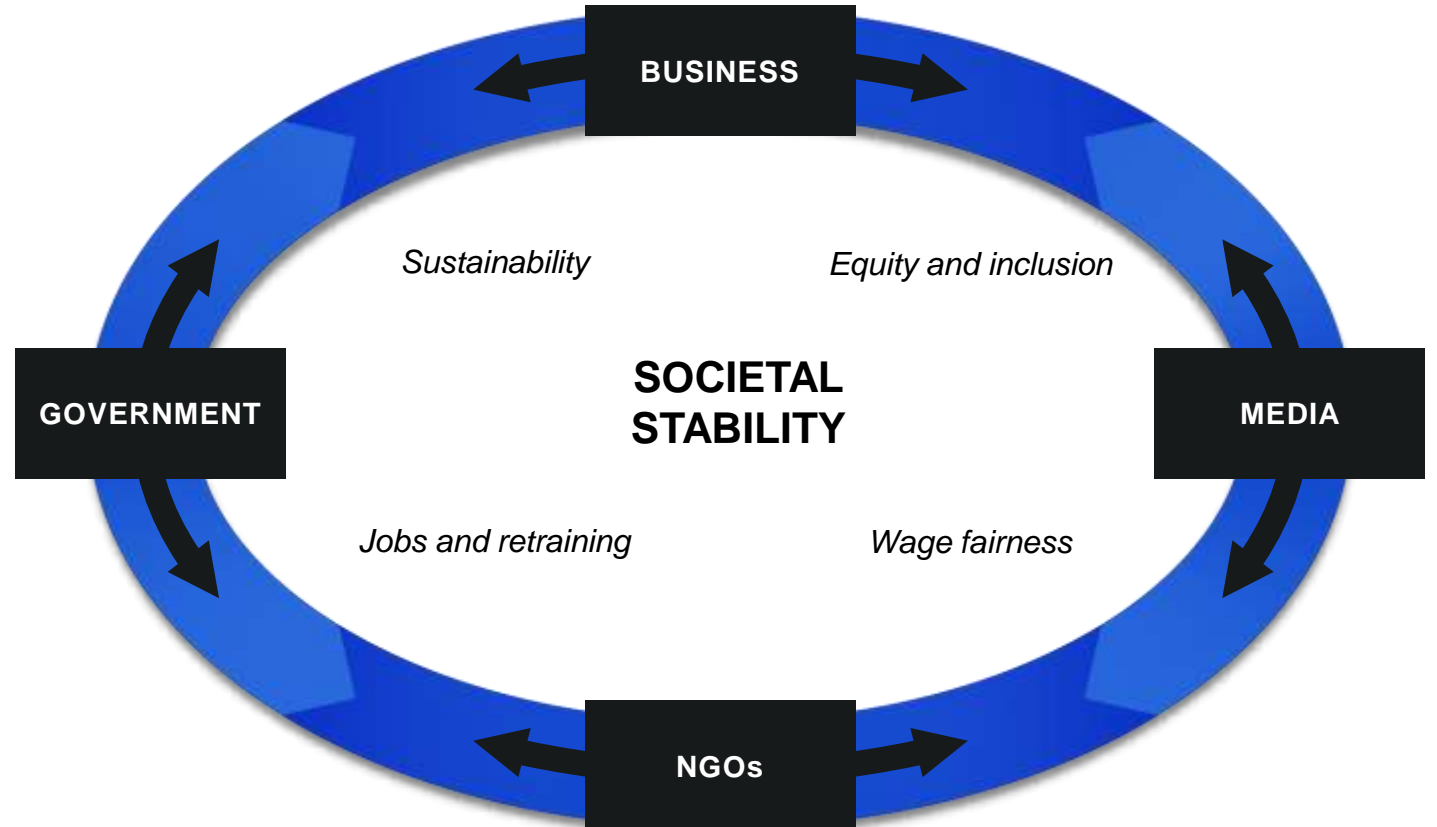
Restore belief in society's ability to build a better future: show the system works.

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.

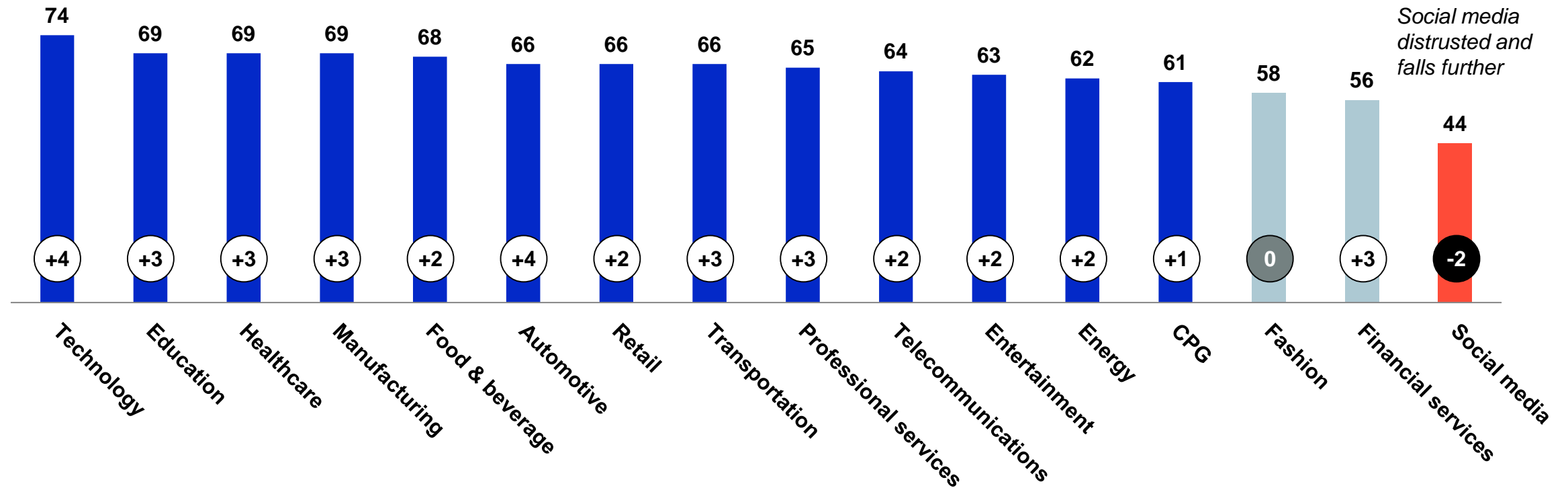




**TRUST IN VARIOUS
TYPES OF BUSINESSES**

TRUST IN MOST INDUSTRY SECTORS RISE

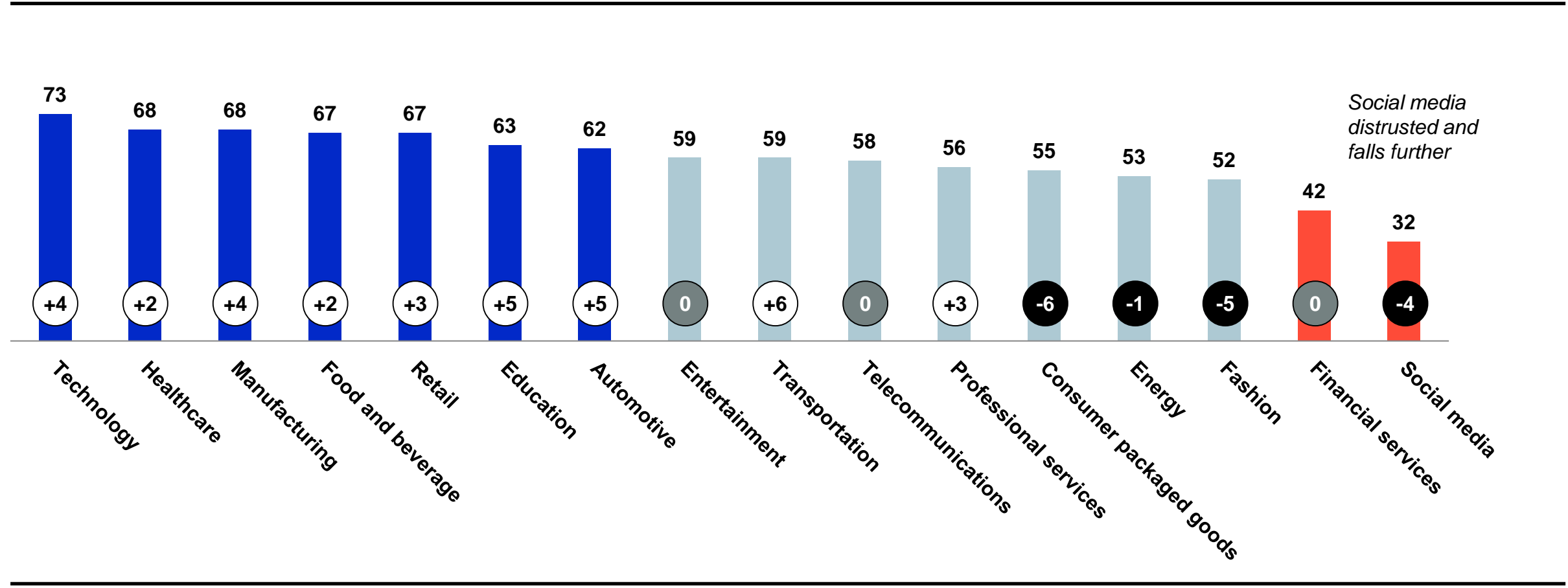
Percent trust



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, 27-mkt avg.

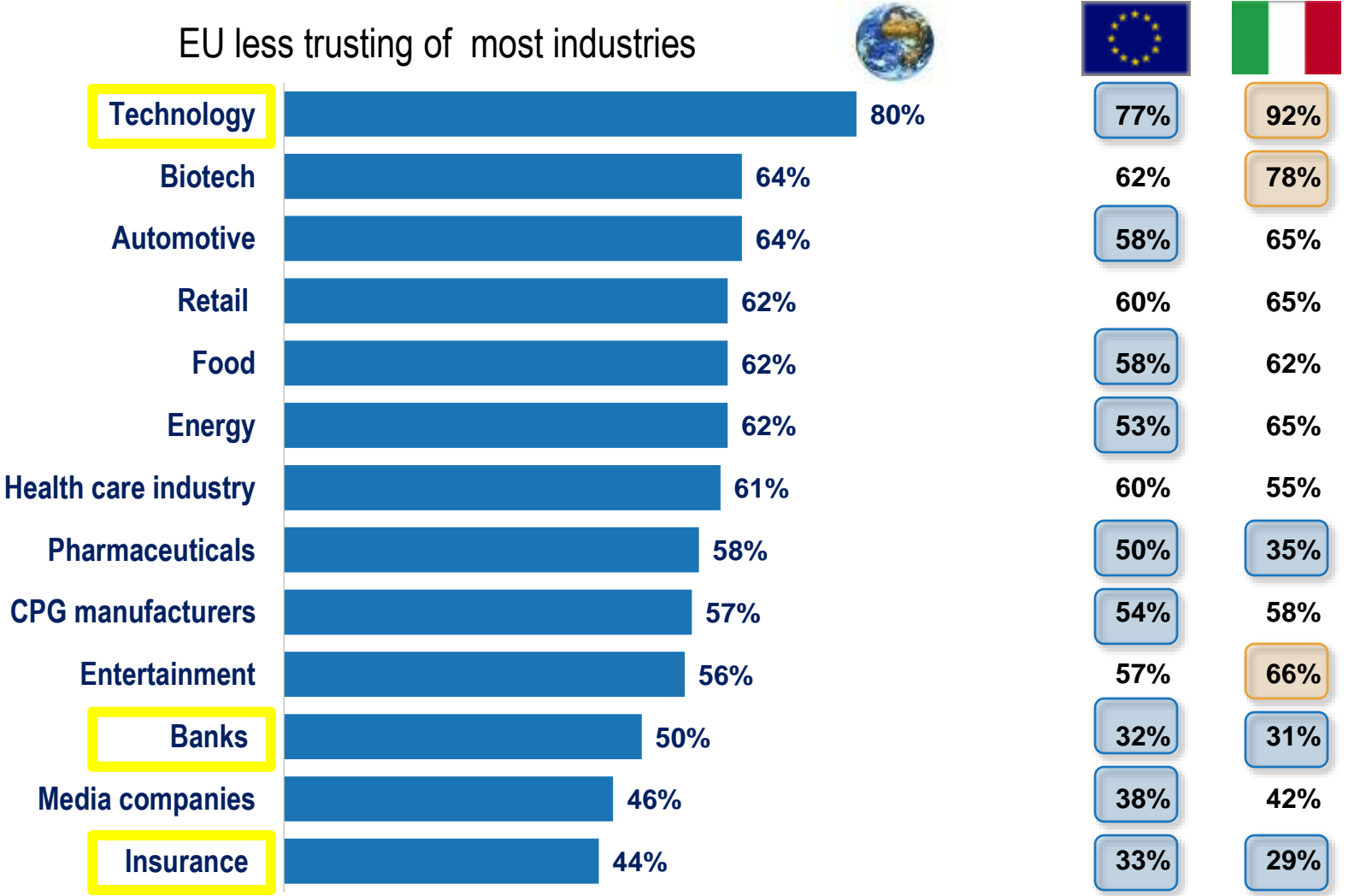
TRUST IN MOST INDUSTRY SECTORS RISE

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 (2010)

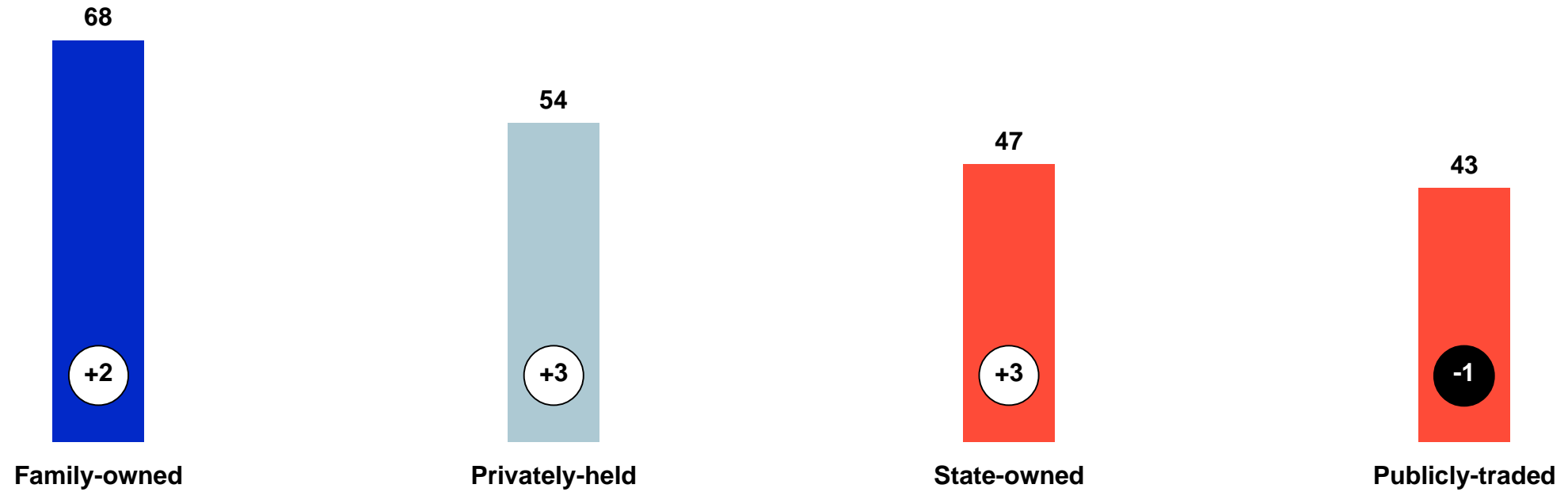


Significant at 95% confidence level

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>
Family-owned	80	74	76	79	-	77	75	66	68	-10
Privately-held	59	58	58	61	-	60	56	51	54	-5
State-owned	37	31	39	47	-	51	42	44	47	+10
Publicly-traded	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.



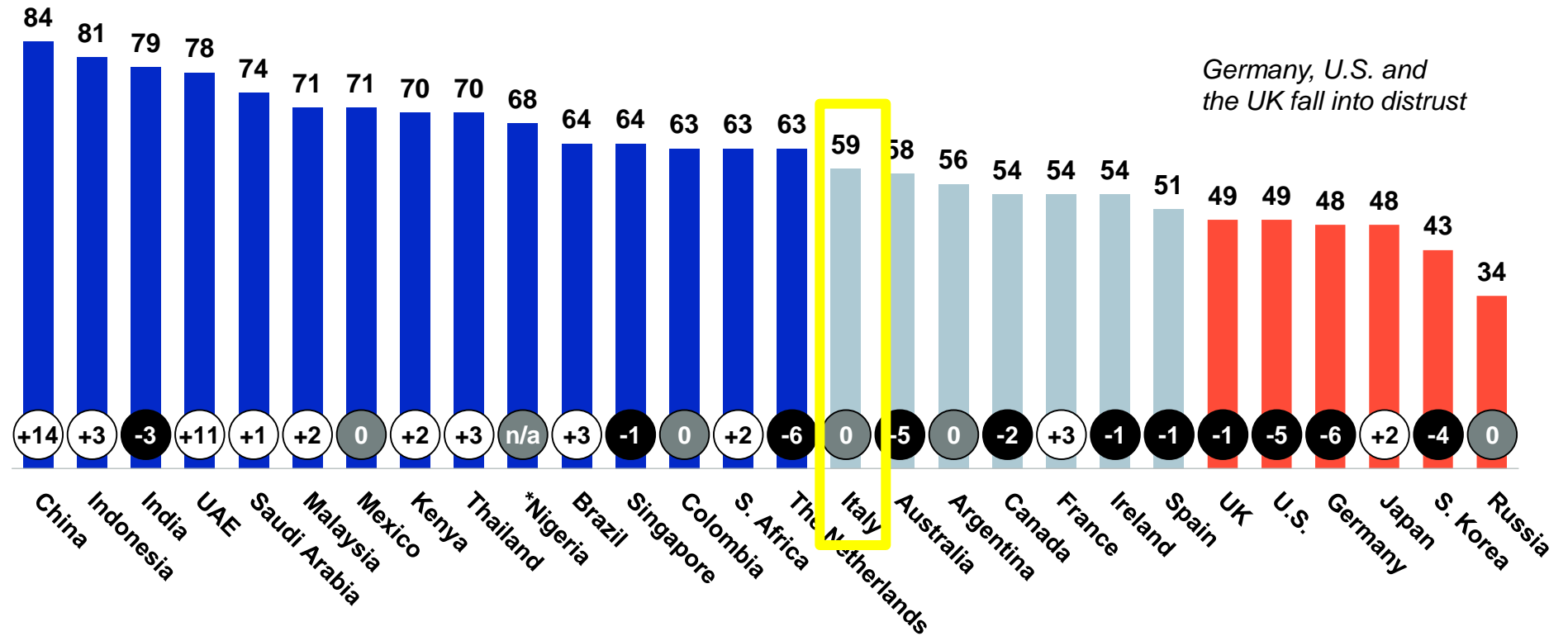
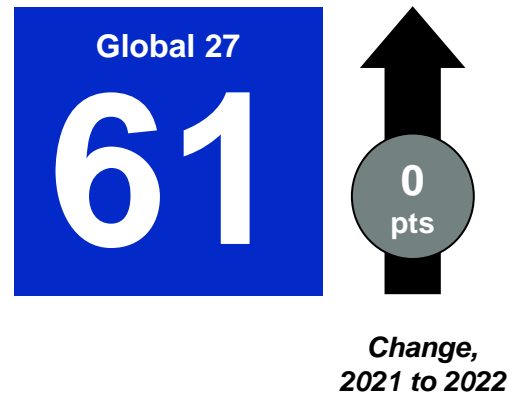
SUPPLEMENTARY DATA

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

Percent trust

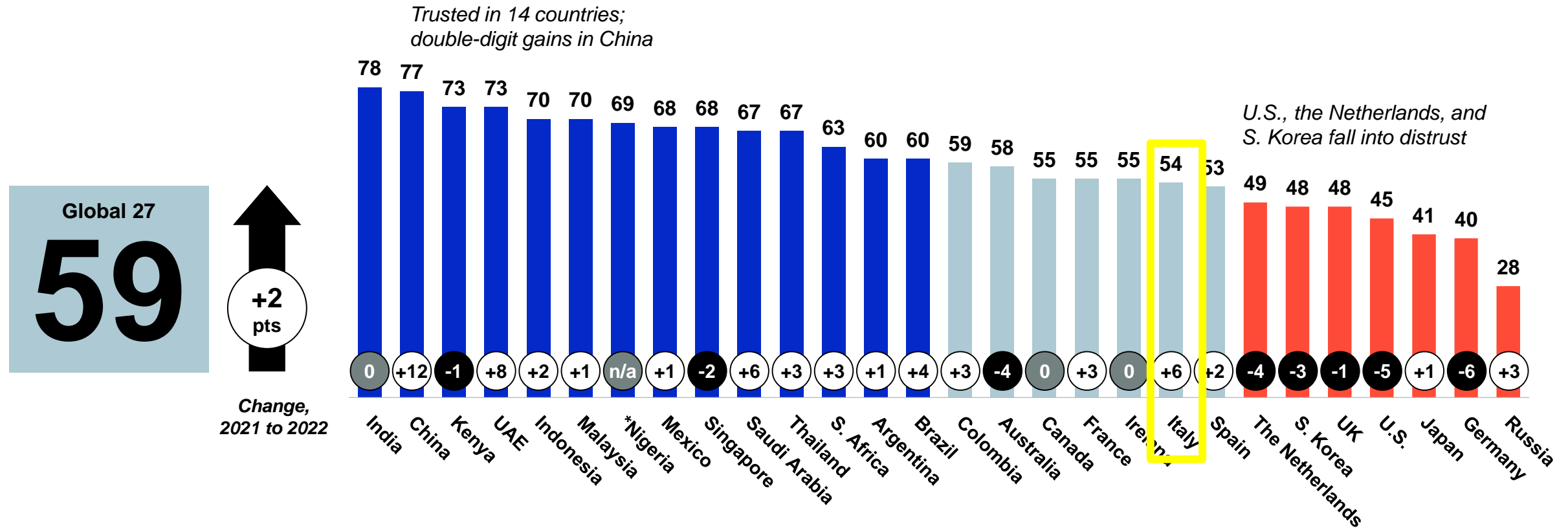
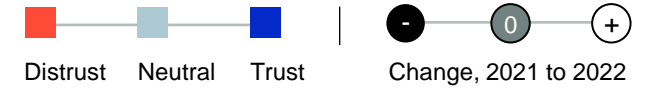


Trusted in 15 countries;
double-digit gains in China and UAE



TRUST IN NGOS RISES IN 16 OF 27 COUNTRIES

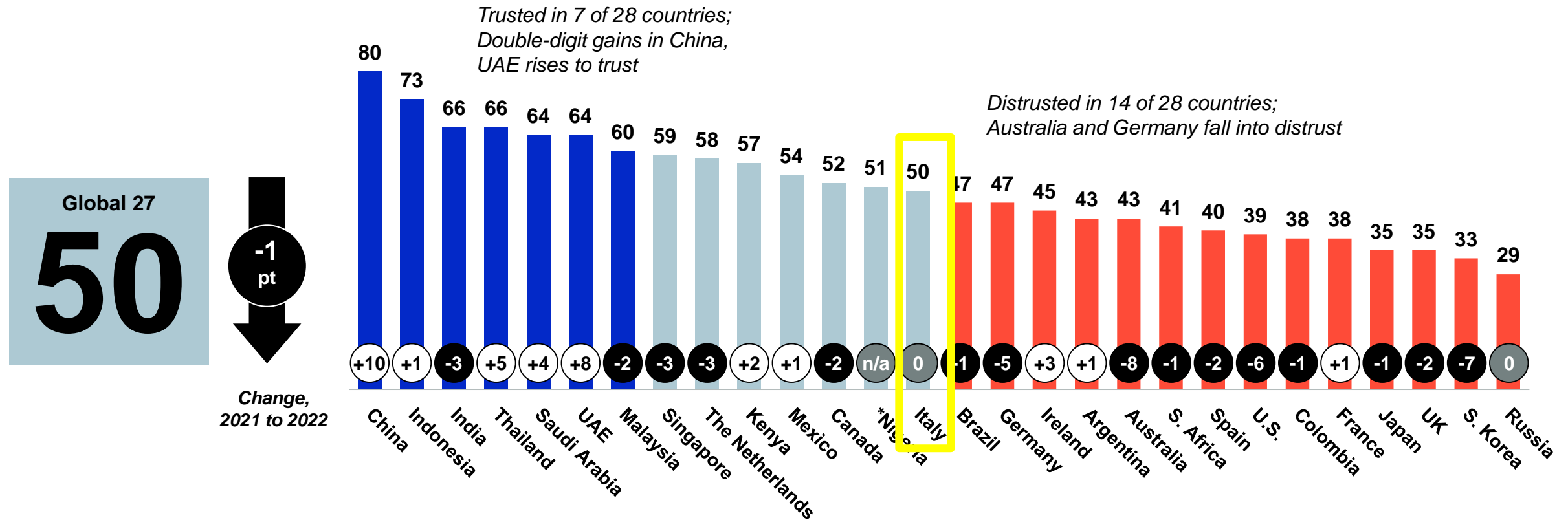
Percent trust



2022 Edelman Trust Barometer. TRU_INS. [NGOs 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 MEDIA DECLINES IN 15 OF 27 COUNTRIES

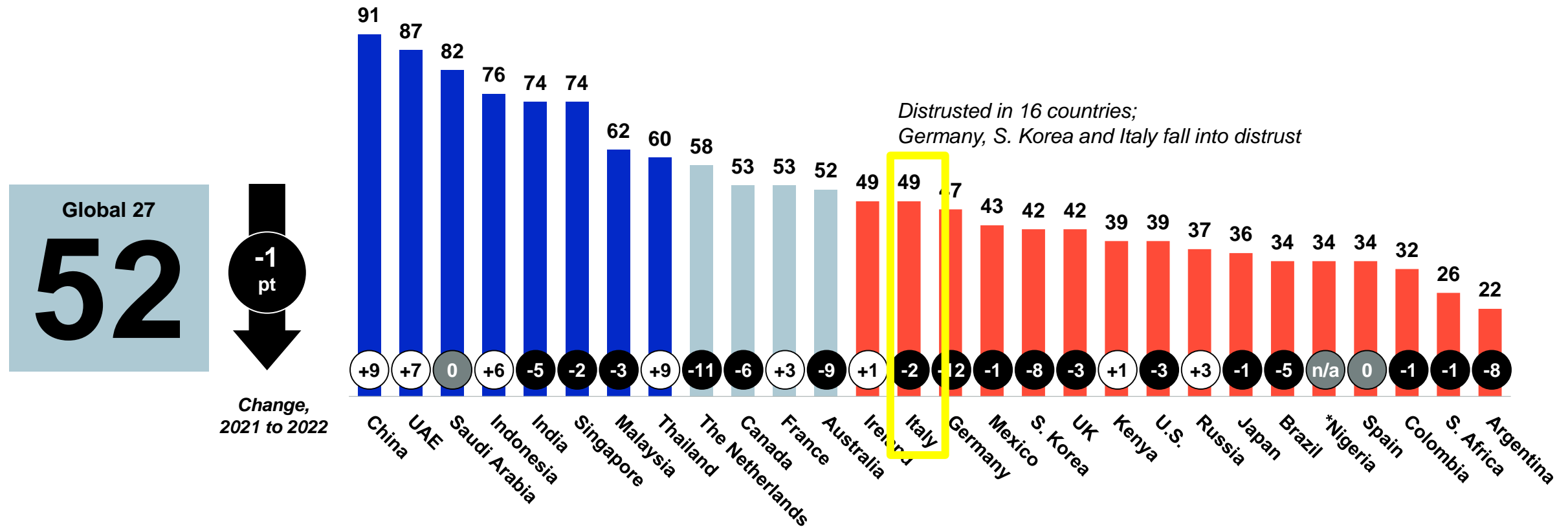
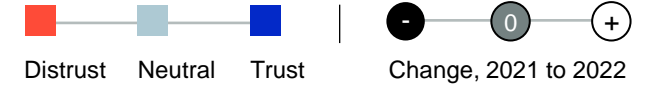
Percent trust



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

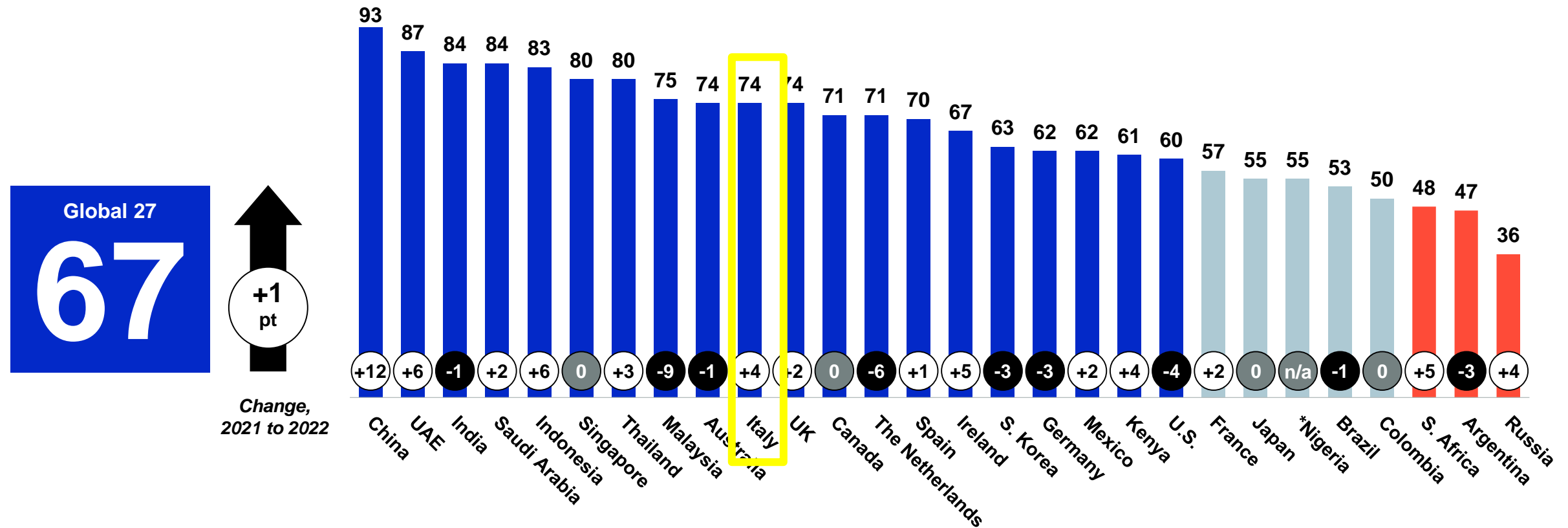
Percent trust



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

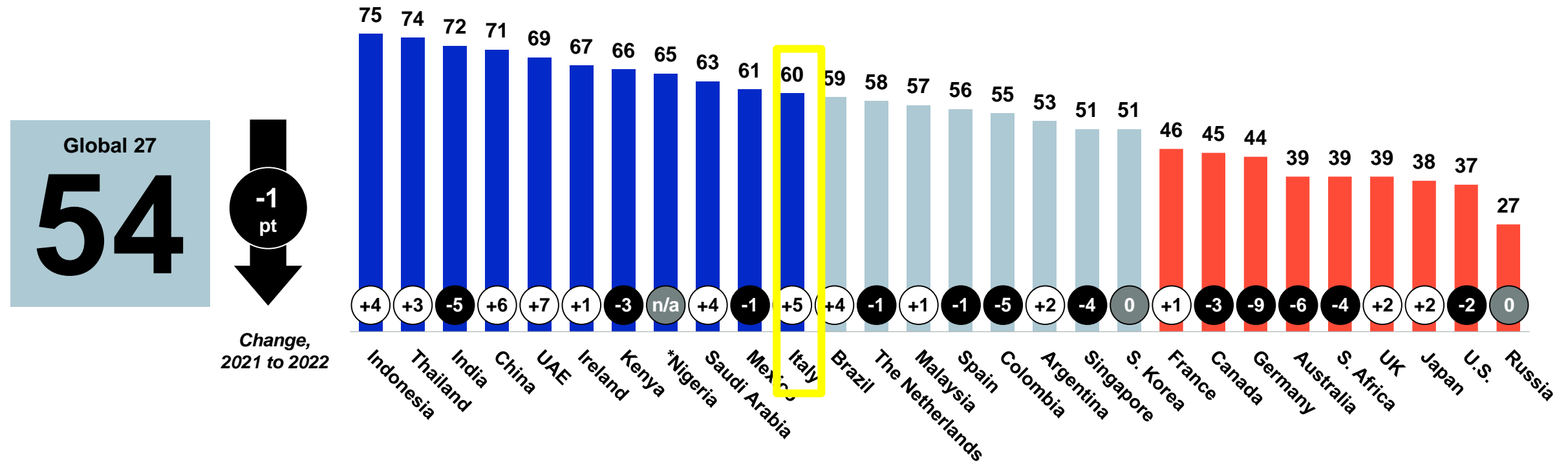
Percent trust



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 EUROPEAN UNION INCREASES IN 13 OF 27 COUNTRIES

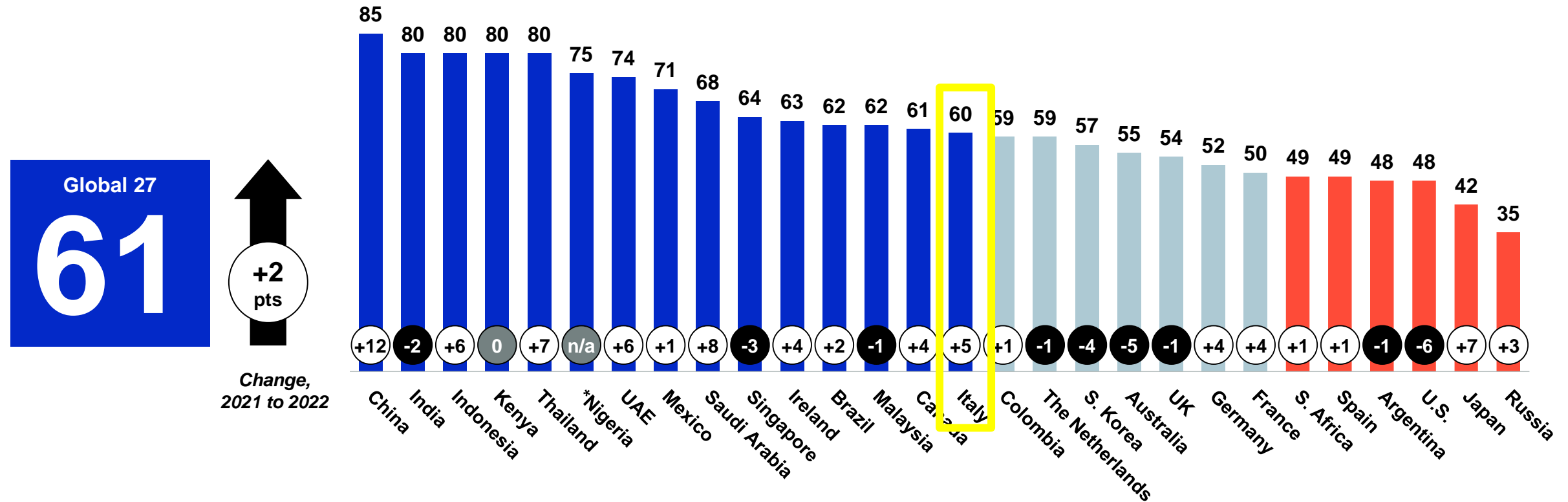
Percent trust



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

TRUST IN THE UNITED NATIONS RISES IN 17 OF 27 COUNTRIES

Percent trust



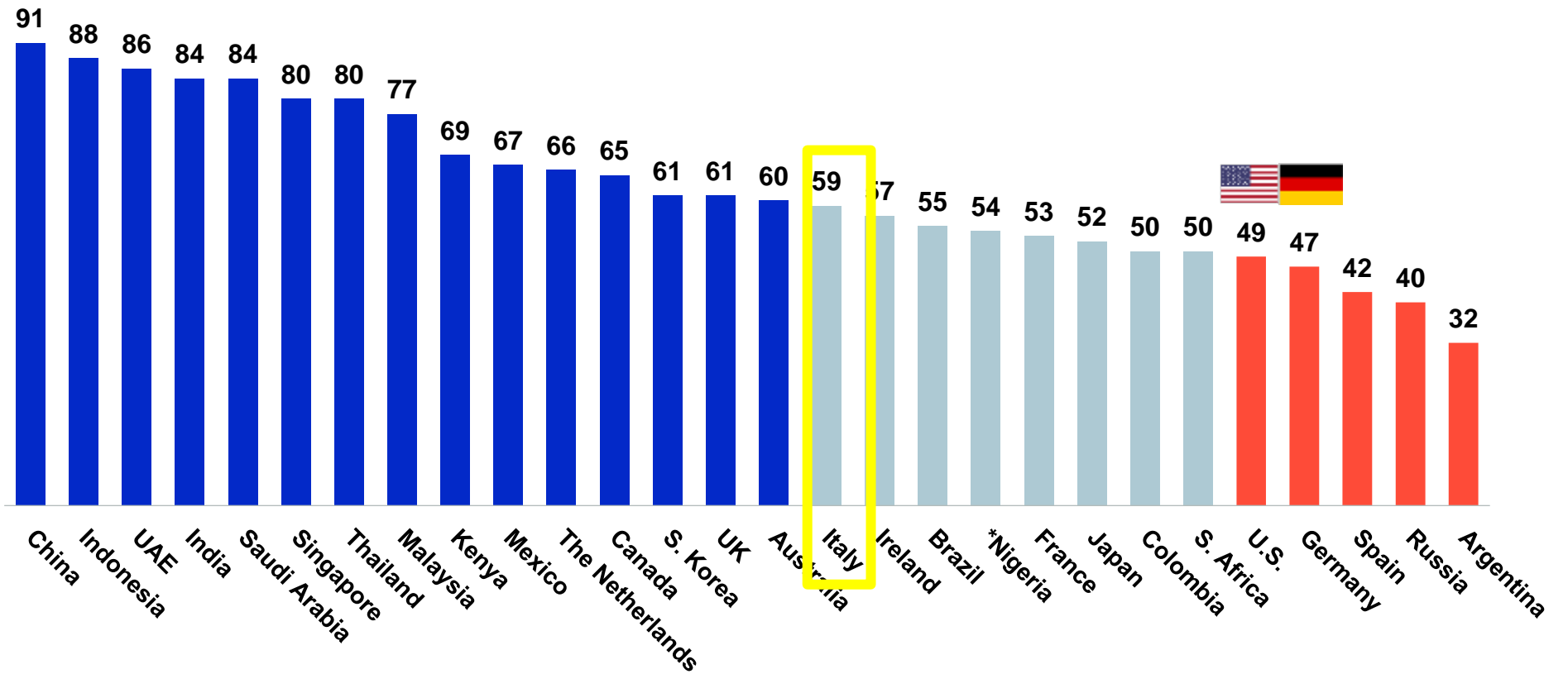
2022 Edelman Trust Barometer. TRU_INS. [The United Nations] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half of the sample. General population, 27-mkt avg. *Nigeria is not included in the global average

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

Special Report:
The Belief-Driven
Employee



Edelman Trust Barometer 2021

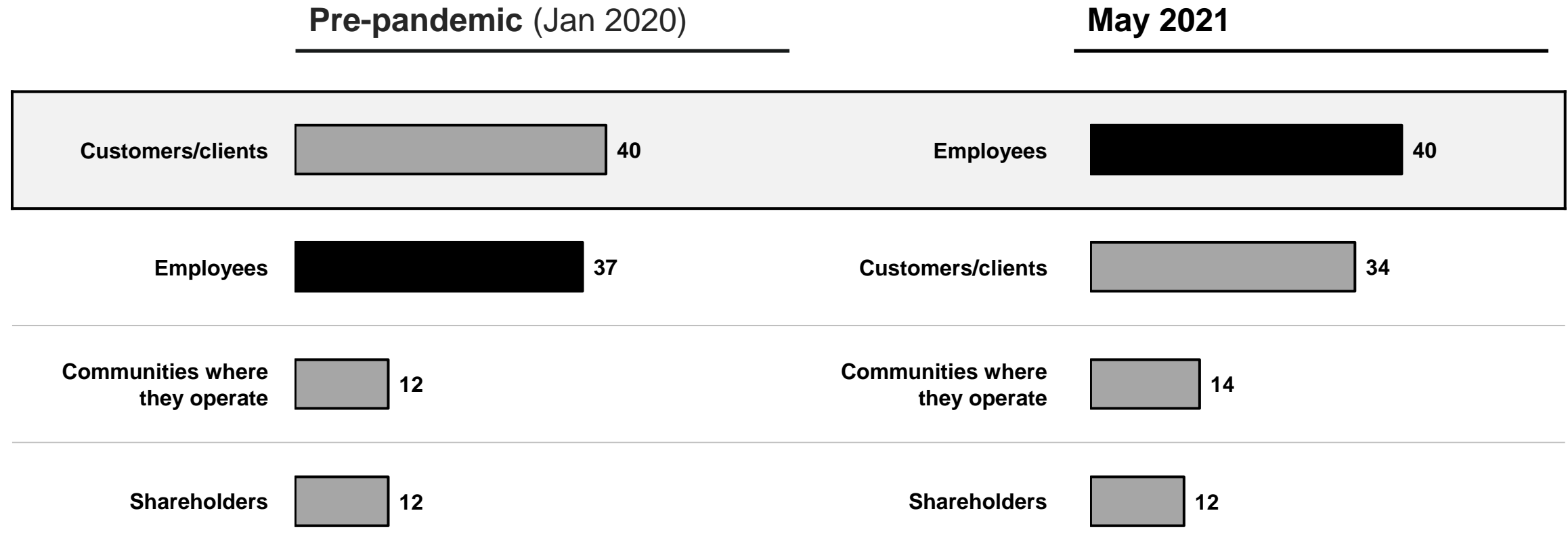


⊥
**EMPLOYEES NOW
POWERED BY BELIEFS**

⊥

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.

JOB SEEKERS ARE RAISING THE BAR

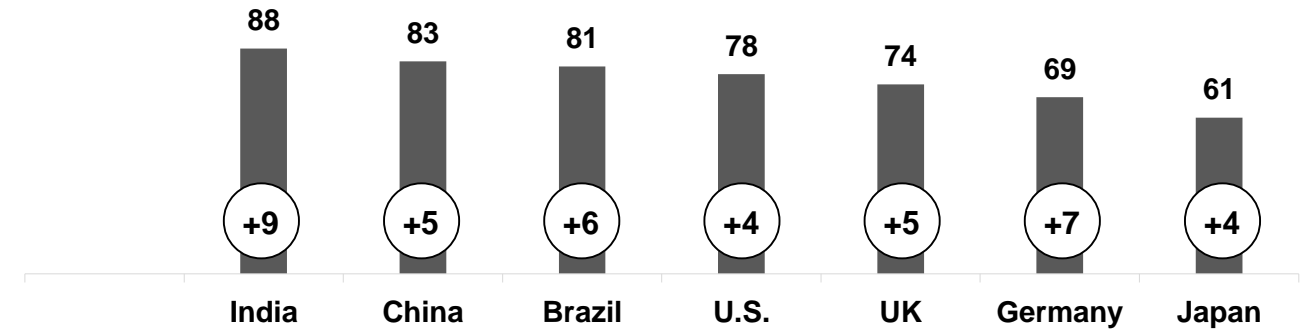
Average percent who say each is a strong expectation or a deal breaker when considering a job



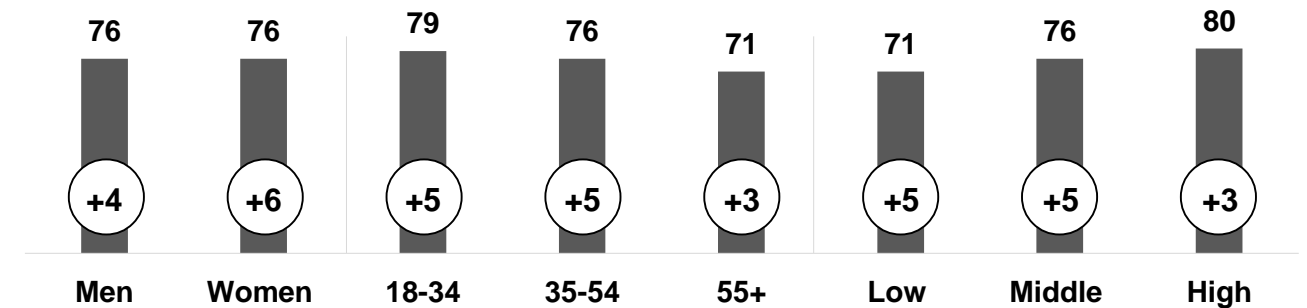
Change, Jan 2019 to Aug 2021

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

Markets

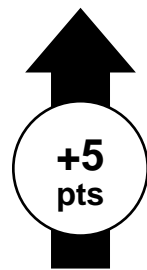


Gender | Age | Income



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).

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

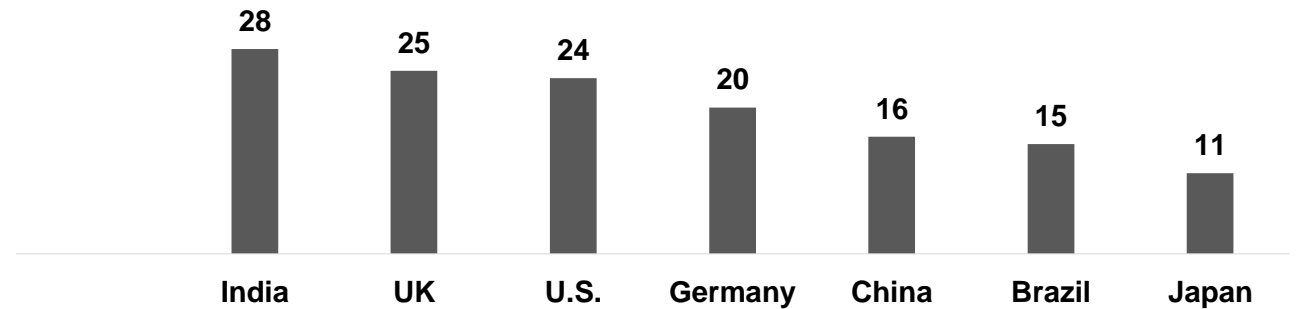
I plan to or have done one of these within the last or next six months

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

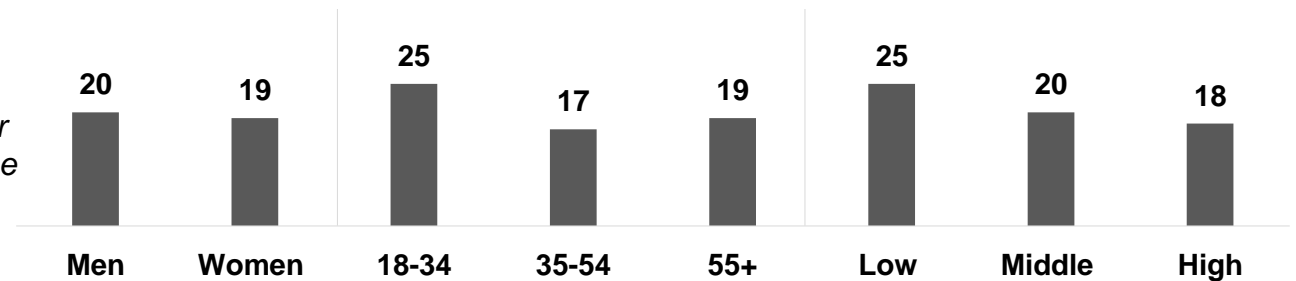


Global 7

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*

BELIEF-DRIVEN EMPLOYEES MORE LIKELY TO ENGAGE IN ACTIVISM

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

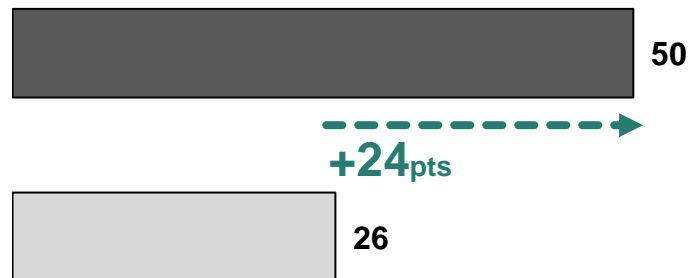
Work within the system

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

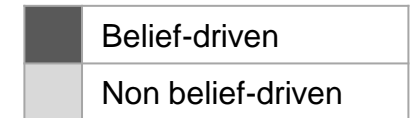


Take it public

*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:

Belief-driven	83%
Non belief-driven	65%