



A CRISIS OF TRUST?

BEN PAGE

CHIEF EXECUTIVE, IPSOS MORI

GAME CHANGERS



CRISIS OF THE ELITES?

My government does not prioritise the interests of people like me	71%
Economy rigged for advantage of the rich and powerful	76%
Feel like a stranger in my country	46%
Don't identify with what my country has become	59%
Experts don't understand my life	69%
Wish we had a strong leader not current elected government	58%

CRISIS OF THE ELITES? – TRUST IN ...

International institutions

38%

Banks

36%

Justice system

36%

Big companies

32%

The government

24%

Political parties

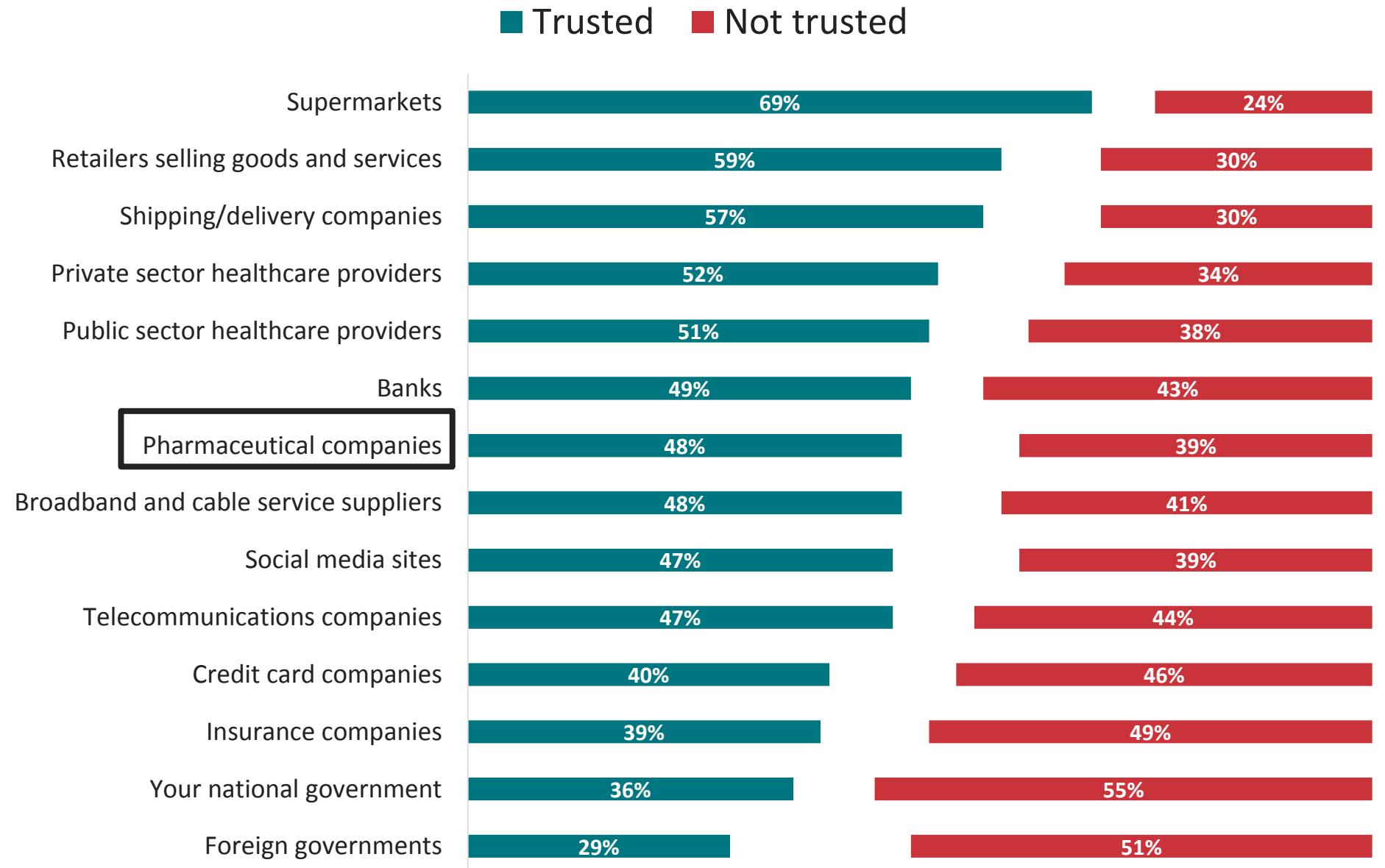
16%

The media

7%

BUT TRUST IS MULTIFACETED

Level of trust in
organisations to
treat you fairly



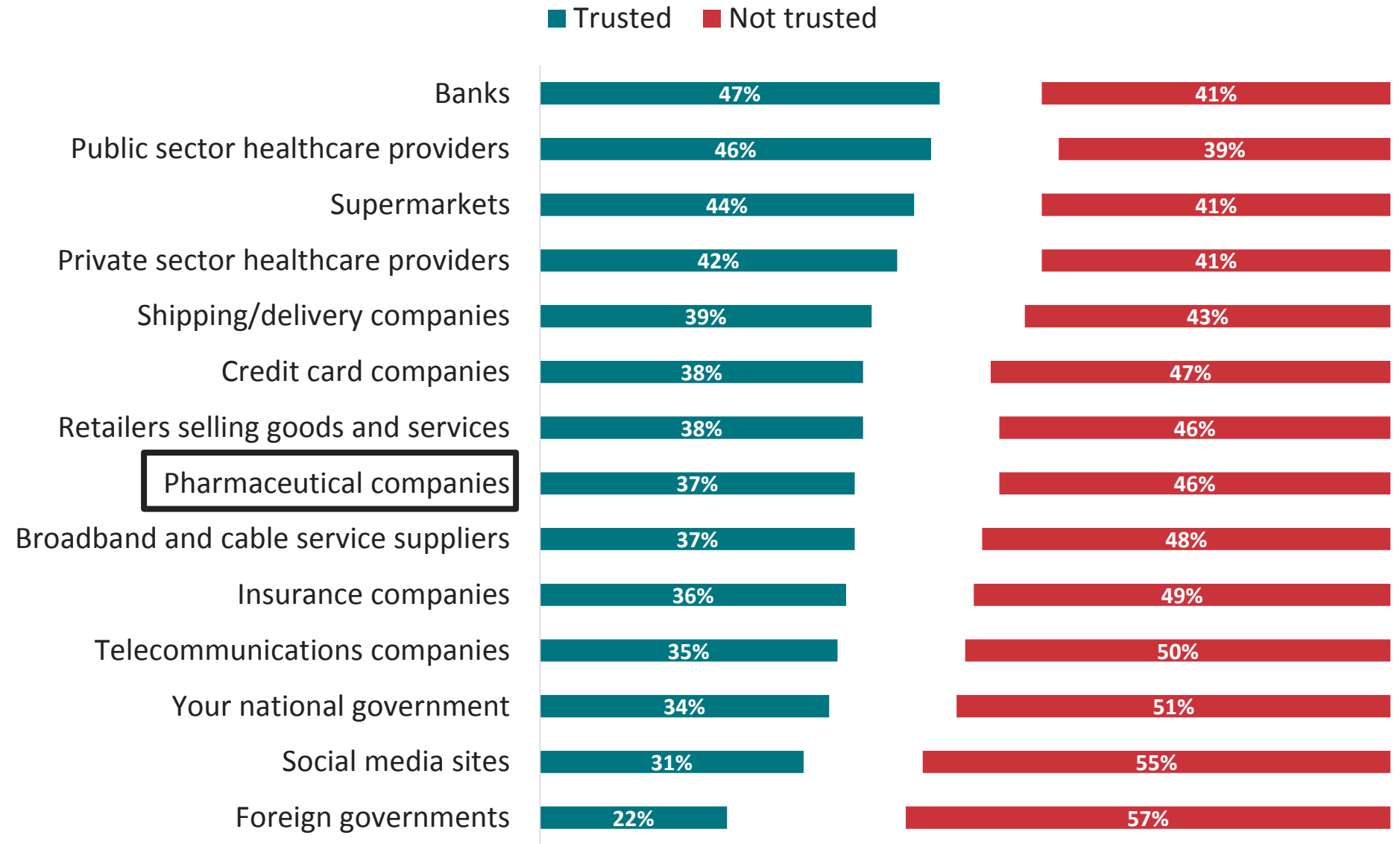
Base: 18,180 adults across 23 countries, online, 12th Sep – 11th Oct 2016 - see www.ipsosglobaltrends.com

GAME CHANGERS



BUT TRUST IS MULTIFACETED

Trust that **personal information is used correctly**



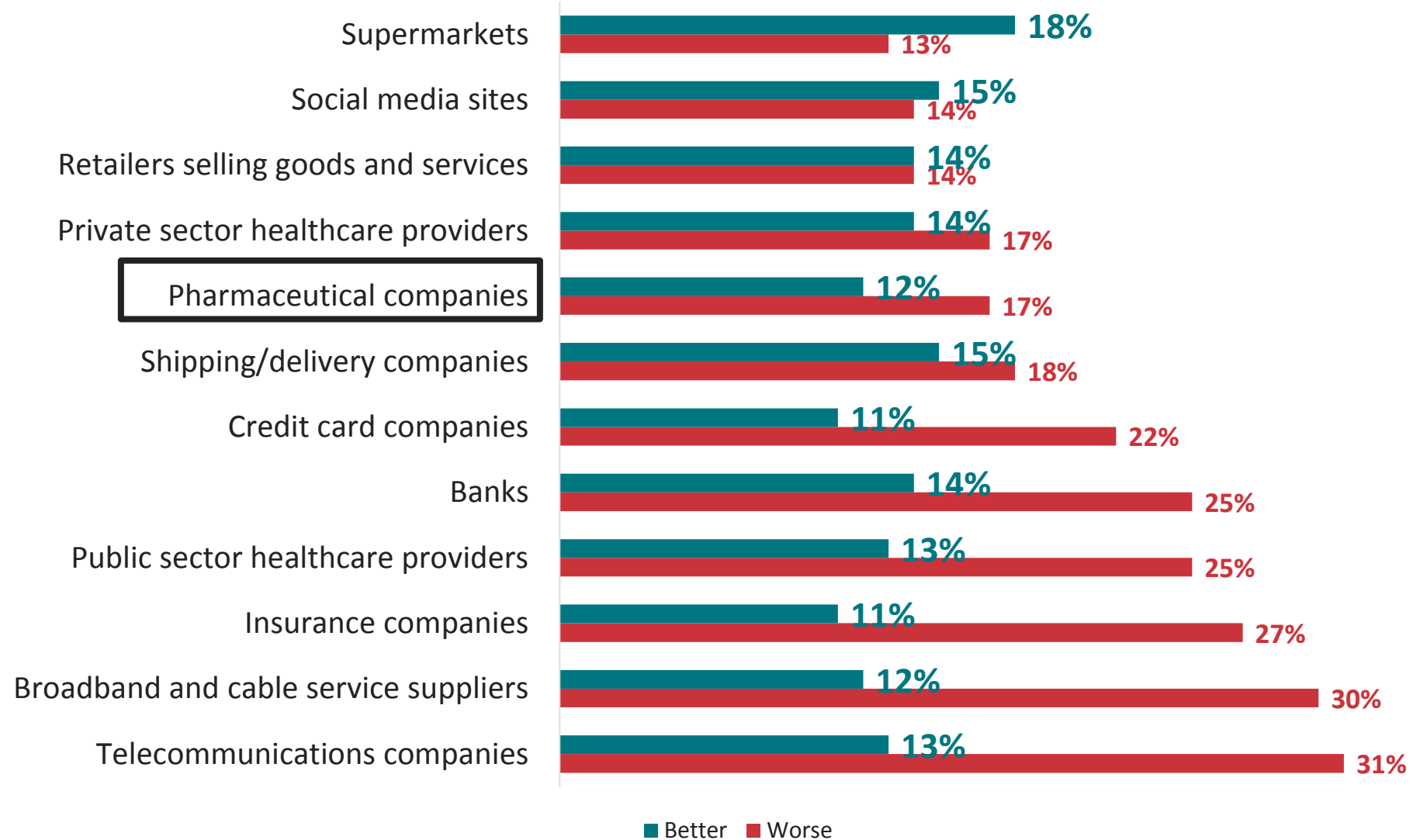
Base: 18,180 adults across 23 countries, online, 12th Sep – 11th Oct 2016 - see www.ipsosglobaltrends.com

GAME CHANGERS



BUT TRUST IS MULTIFACETED

**Personal
experience of
products / services
versus promises
in advertising**



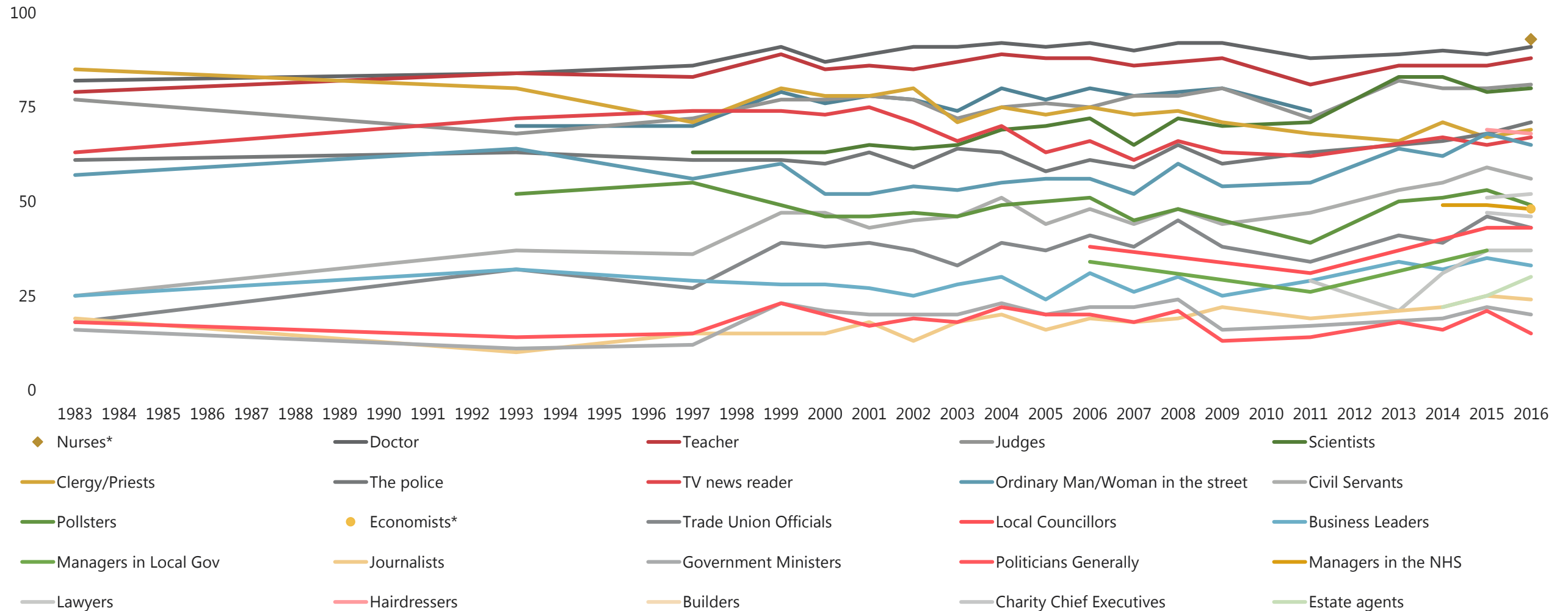
Base: 18,180 adults across 23 countries, online, 12th Sep – 11th Oct 2016 - see www.ipsosglobaltrends.com

GAME CHANGERS

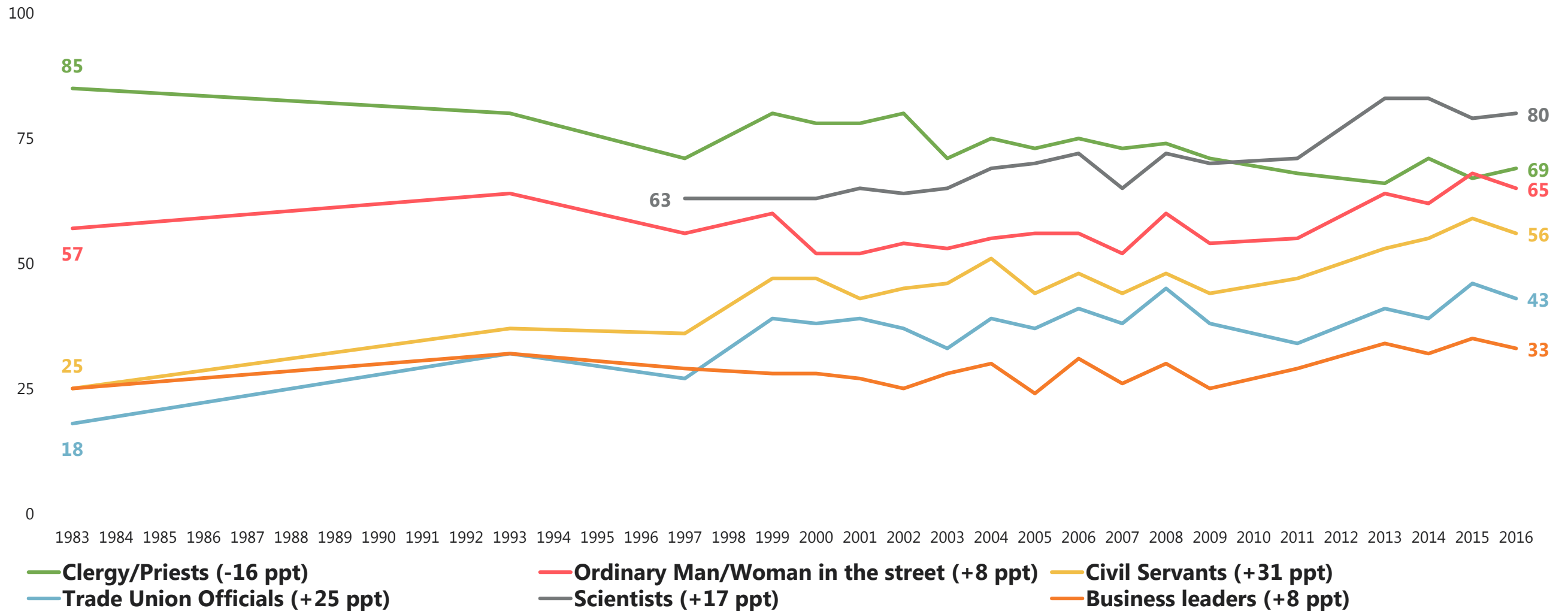


A real crisis in trust? – no change overall

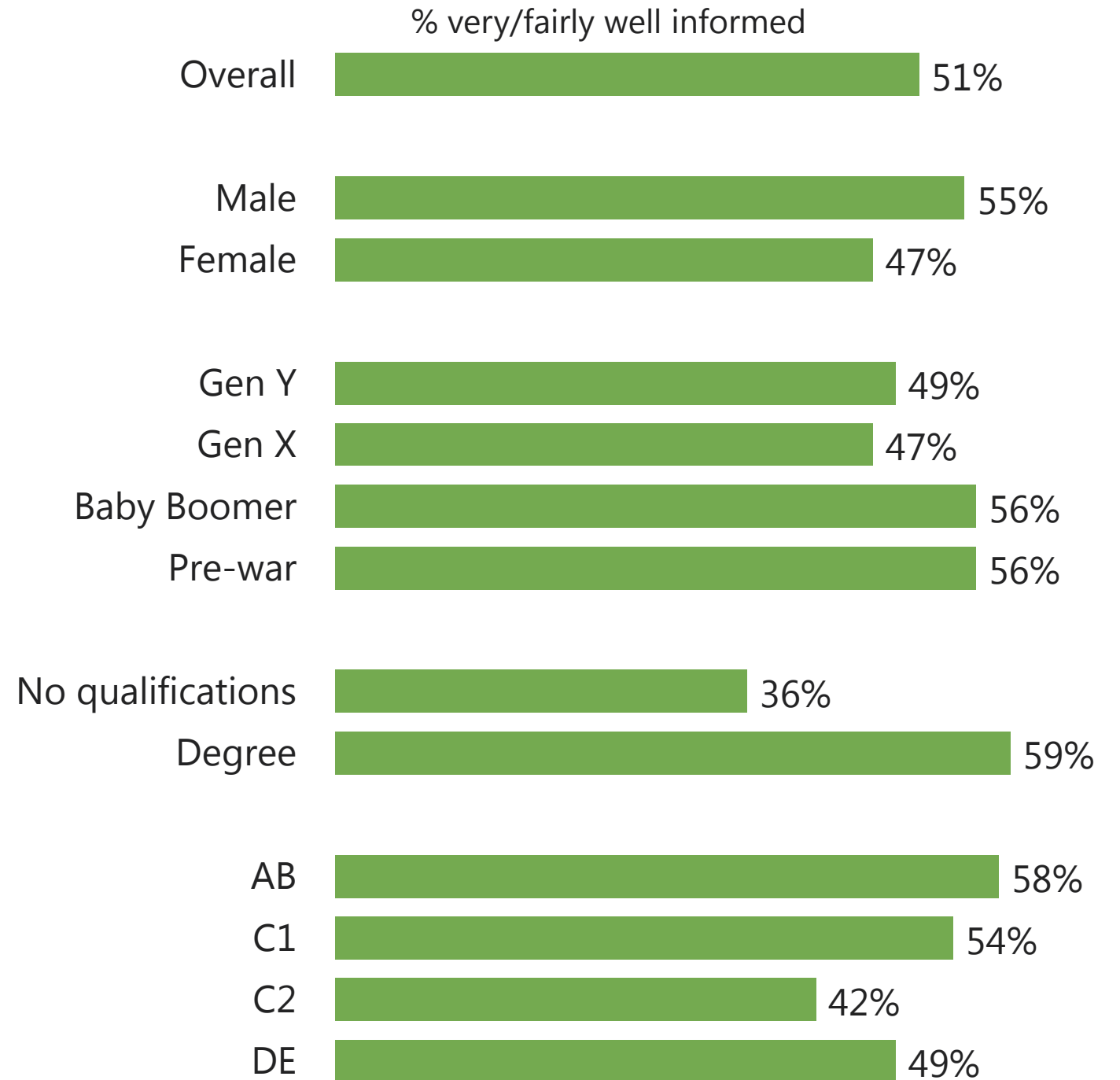
% trust to tell the truth:



Rising trust in scientists over last 20 years



How well informed do you feel, if at all, about scientific research and developments related to your health?

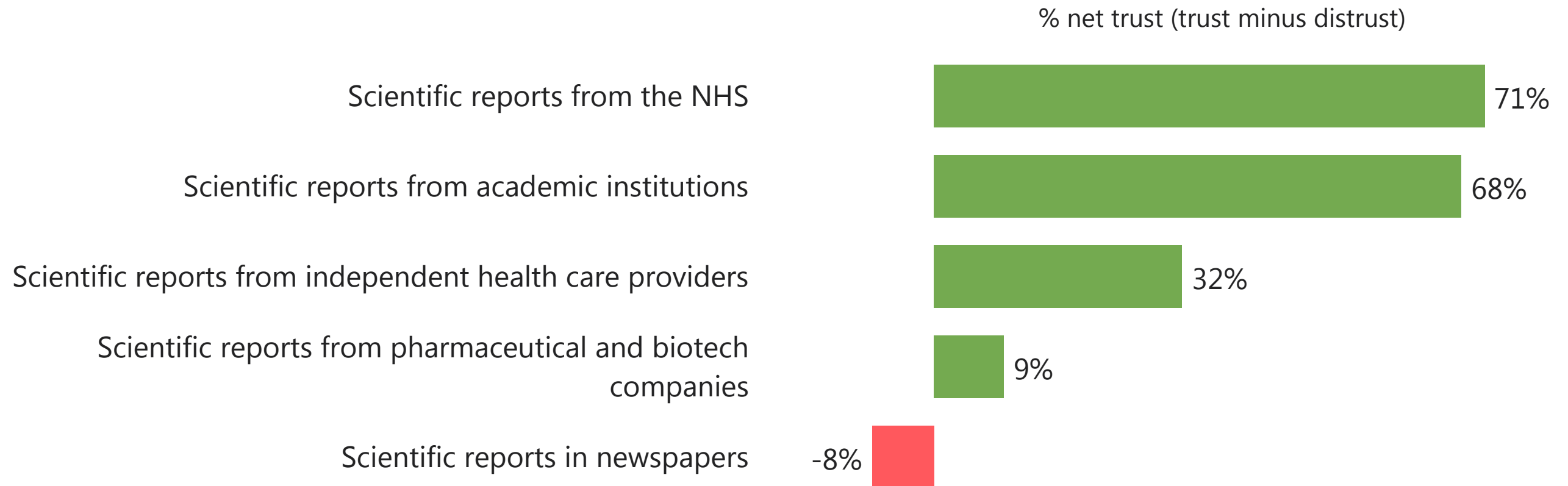


Base: 1109 (adults aged 16-75 in the UK); dates: 16/8/17 - 17/8/17



Ipsos MORI

Who is and isn't trusted on medical science.....



Base: 1109 (adults aged 16-75 in the UK); dates: 16/8/17 - 17/8/17



Ipsos MORI

What drives trust in scientific reports?



Base: 1109 (adults aged 16-75 in the UK); dates: 16/8/17 - 17/8/17



Ipsos MORI

What would make you trust a scientific report?



Base: 1109 (adults aged 16-75 in the UK); dates: 16/8/17 - 17/8/17

Thank **you.**

Ben Page

Email: **ben.page@ipsos.com**

Twitter: **@benatipsosmori**



Ipsos MORI