

# GLOBAL TRUSTWORTHINESS MONITOR

January 2022

# CONTENTS

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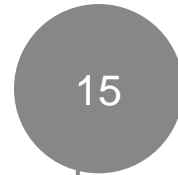
Summary



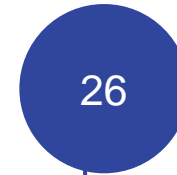
Key findings



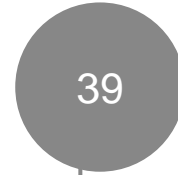
Detailed findings  
(appendix)



Trust in  
companies



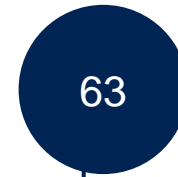
Factors  
influencing trust



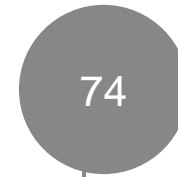
The Government



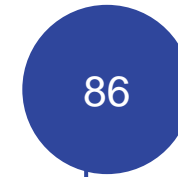
The Media



Public Services



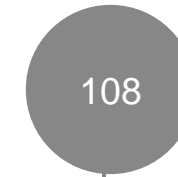
Technology  
Companies



Pharmaceutical  
companies



Oil & Gas  
Companies



Banking Companies



Social Media  
Companies



Car/Automotive  
companies



Trust in sources  
of information



Sources of  
information



Methodology

# SUMMARY

# SUMMARY

**New data from the Ipsos Global Trustworthiness Monitor reveals that pharmaceutical and banking companies and governments are now seen as more trustworthy than they were three years ago.**

- Across 29 countries, a global country average of 31% rate pharmaceutical companies trustworthy, compared to 25% in 2018.
- Also, 28% say the same of banking companies (up from 20% in 2018) and 20% of their government (up from 14%)
- One possible explanation for the improvement could be how these sectors have acted during the course of the COVID-19 pandemic

**By comparison, the trustworthiness of technology companies has declined from 38% to 34%. However, the tech industry remains the most trusted among the nine sectors studied.**

- The conventional wisdom about trust is still that it is in crisis. In the first wave of the Global Trustworthiness Monitor three years ago, Ipsos challenged this viewpoint by looking at a wide range of data sources and trends from across the world
- Our main conclusion then was that, at a global level, trust in most institutions, sectors and professions has been stable for a long, long time, and the changes that have occurred over the last 20 years have been slow and far from dramatic
- There is no evidence to suggest that this observation does not still hold true

# SUMMARY

## Notable Country Differences

- Despite being the home of many of the world's leading technology companies, the United States is one of the few countries in which respondents are more likely to see technology companies as untrustworthy (29%) than as trustworthy (27%)
- The U.S. shows the largest percentage *disagreeing* that technology sector companies work to prevent the spread of false information (31%) which may influence their views on the trustworthiness of the sector
- Chileans are notable for their poor view of pharmaceutical companies, with just 12% saying they are trustworthy compared to 58% who say they are untrustworthy; the least favourable score for any country measured
- People in China are particularly positive about banking companies, with nearly two-thirds (63%) considering them as trustworthy compared to just one in ten (11%) who say they are untrustworthy

## Trust in media

- Globally, the most trusted news sources to provide accurate information about politics and current affairs are the more traditional forms of media (newspapers, radio, television), as well as online newspapers and news websites or apps while trust in other digital sources is lower
- On average, across all 29 countries surveyed, the most used media formats are online newspapers/news sites, TV and, despite being far less trusted, social media

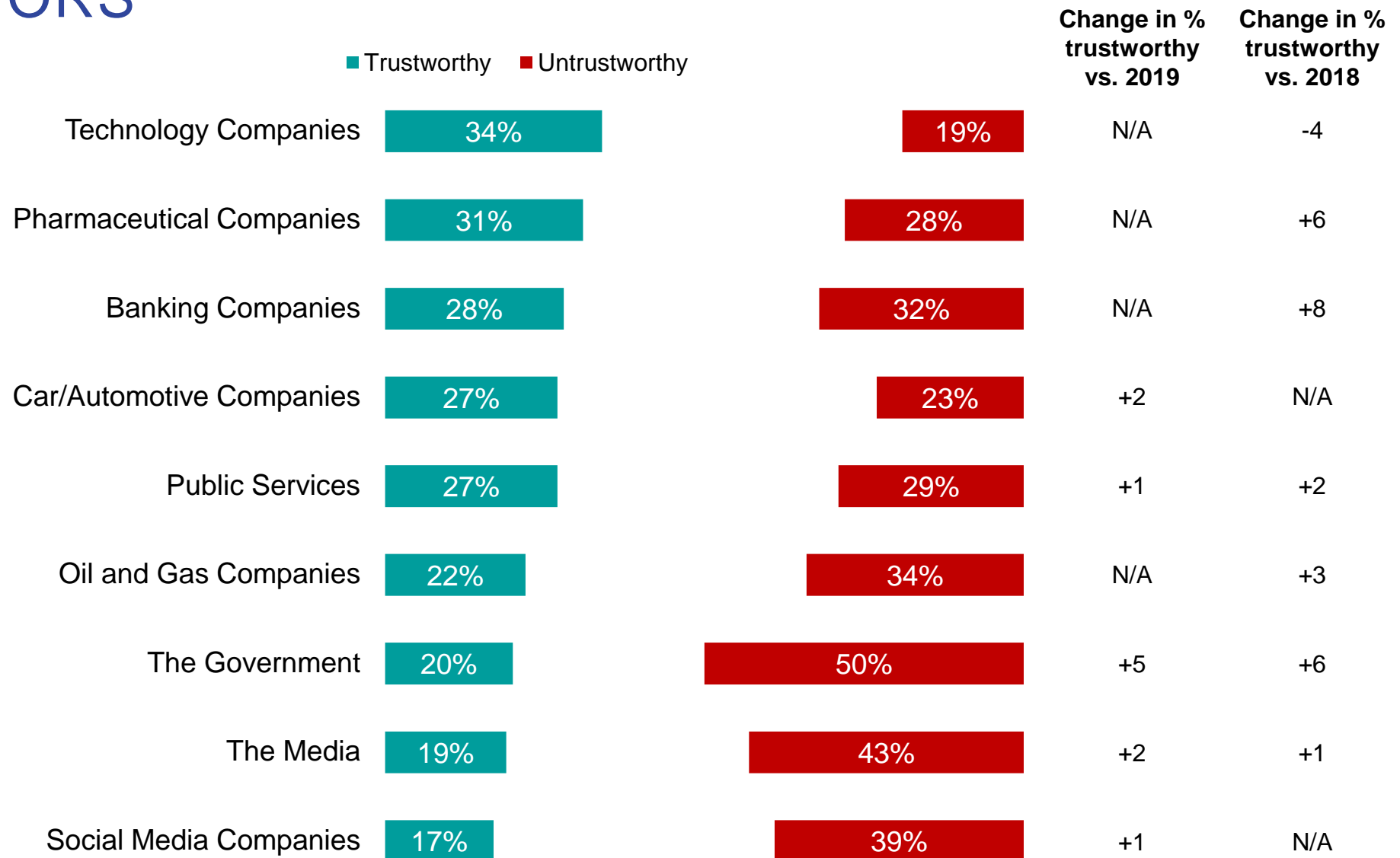
# KEY FINDINGS

# TRUST IN SECTORS – 29-COUNTRY AVERAGE

Q.

Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy

*Ipsos Global Trustworthiness Monitor 2021 – 21,503 adults aged 16/18-74 in 29 countries (ca.500 or 1000 per country), interviewed online 25 June – 9 July 2021  
Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population  
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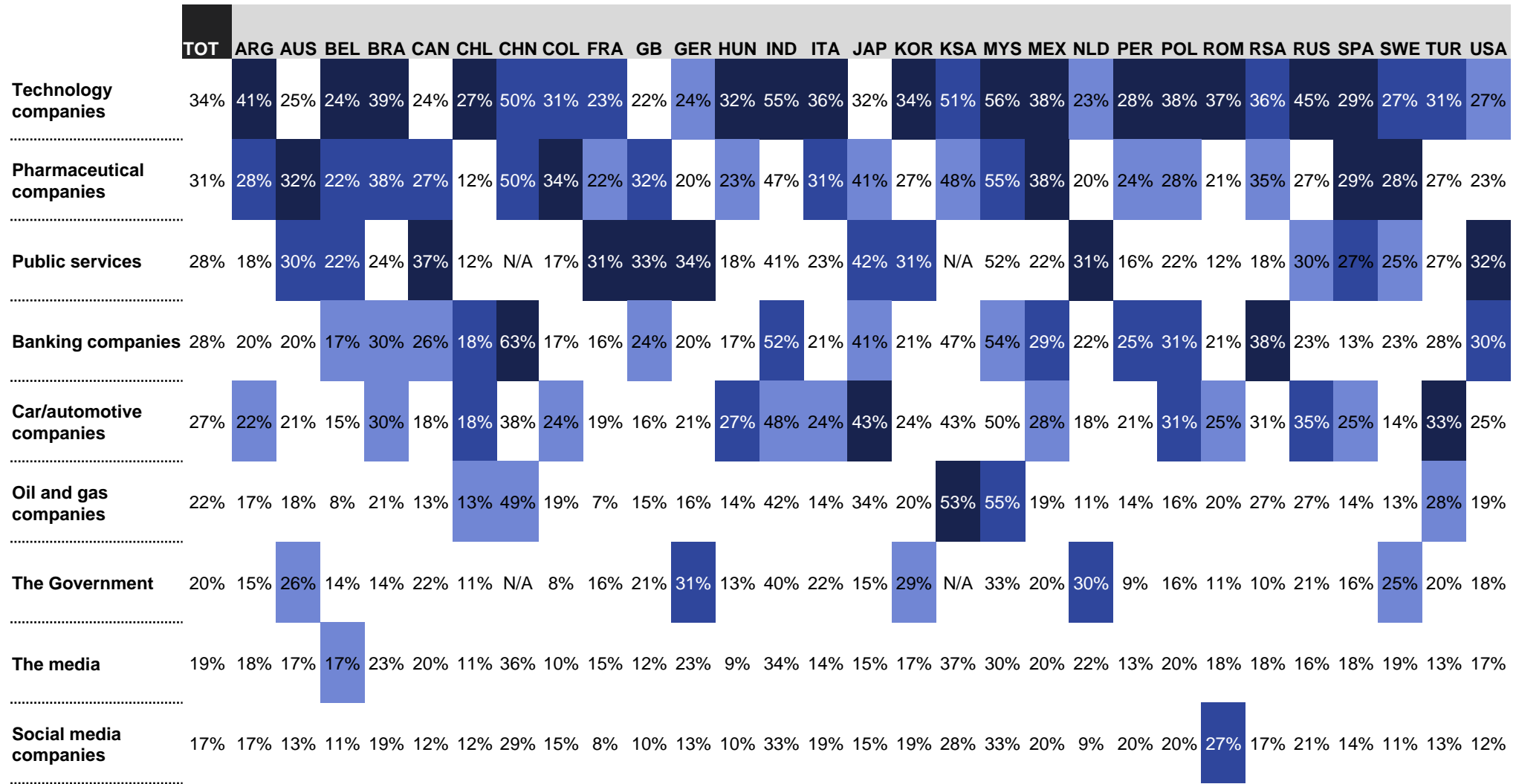
# TRUST IN SECTORS



Q.

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.  
% Trustworthy



**Key:**

- #1 most trustworthy
- #2 most trustworthy
- #3 most trustworthy



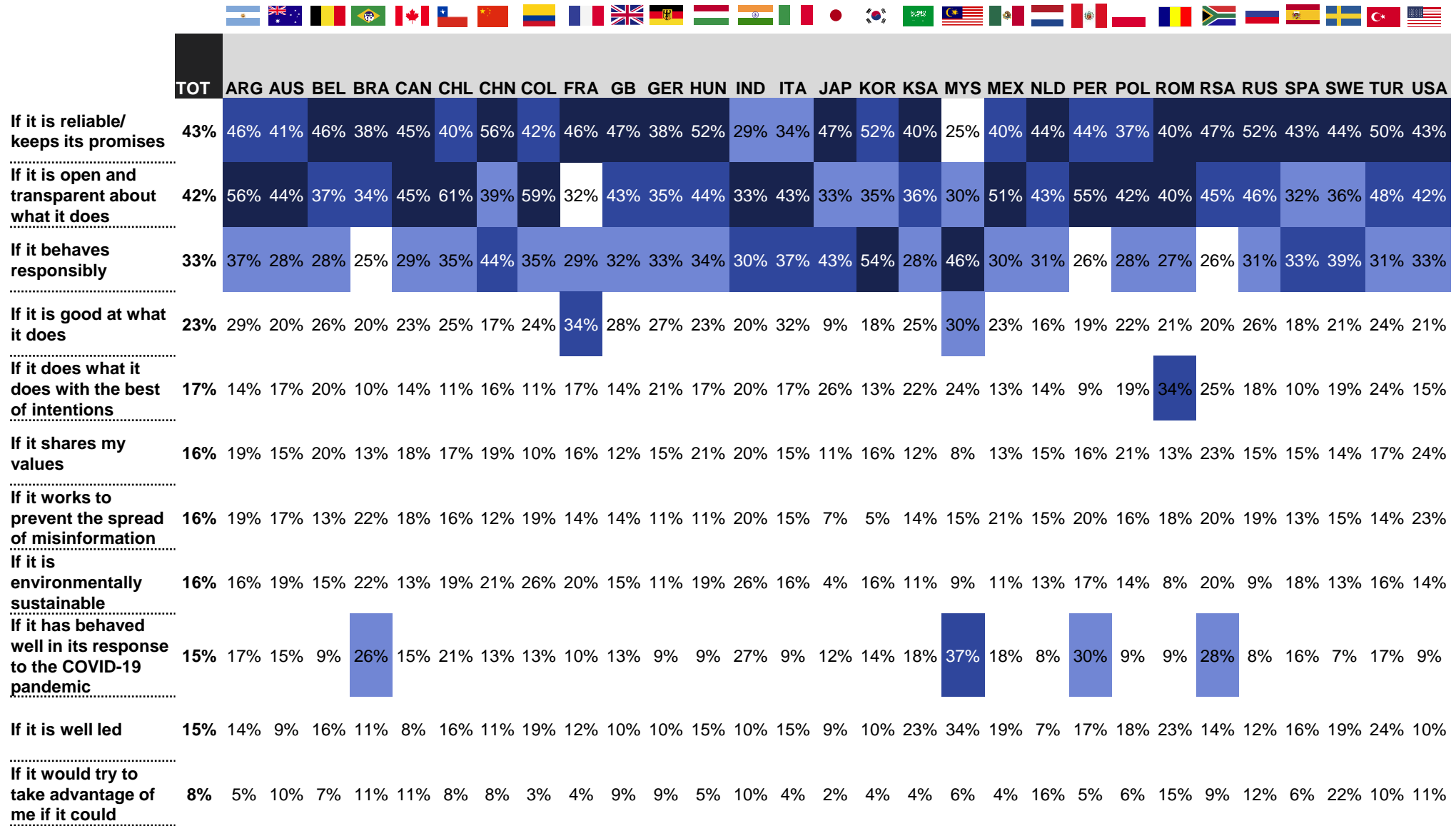
# DRIVERS OF TRUST

Q.

Which two or three of the following attributes, if any, are most important to you when deciding whether or not to trust an organisation or institution?

**Key:**

- #1 most important
- #2 most important
- #3 most important



# TRUST DRIVERS PERFORMANCE

Q. To what extent, if at all, would you agree or disagree with the following statements about [ORGANISATION]?

	Technology Companies	Pharmaceutical companies	Banking companies	Car/ Automotive companies	Public services	Oil & Gas companies	The Government	The Media	Social media companies
It is reliable/ keeps its promises	35%	36%	33%	33%	28%	26%	20%	24%	24%
It is open and transparent about what it does	32%	31%	29%	31%	28%	25%	22%	25%	25%
It behaves responsibly	36%	40%	35%	35%	32%	26%	26%	27%	25%
It is good at what it does	48%	49%	43%	45%	32%	37%	24%	34%	36%
It does what it does with the best of intentions	37%	40%	29%	34%	35%	26%	28%	27%	27%
It shares my values	27%	25%	22%	25%	23%	18%	20%	21%	21%
It is environmentally sustainable	31%	32%	28%	28%	26%	23%	23%	26%	27%
Works to prevent the spread of misinformation	34%	N/A	N/A	N/A	N/A	N/A	29%	29%	27%
It is well led	40%	39%	36%	38%	26%	30%	24%	28%	30%
Has behaved well in its responses to the COVID-19 pandemic	39%	51%	38%	34%	38%	28%	34%	36%	34%
It would try to take advantage of me if it could	38%	42%	50%	39%	35%	40%	47%	43%	46%

**Key:**

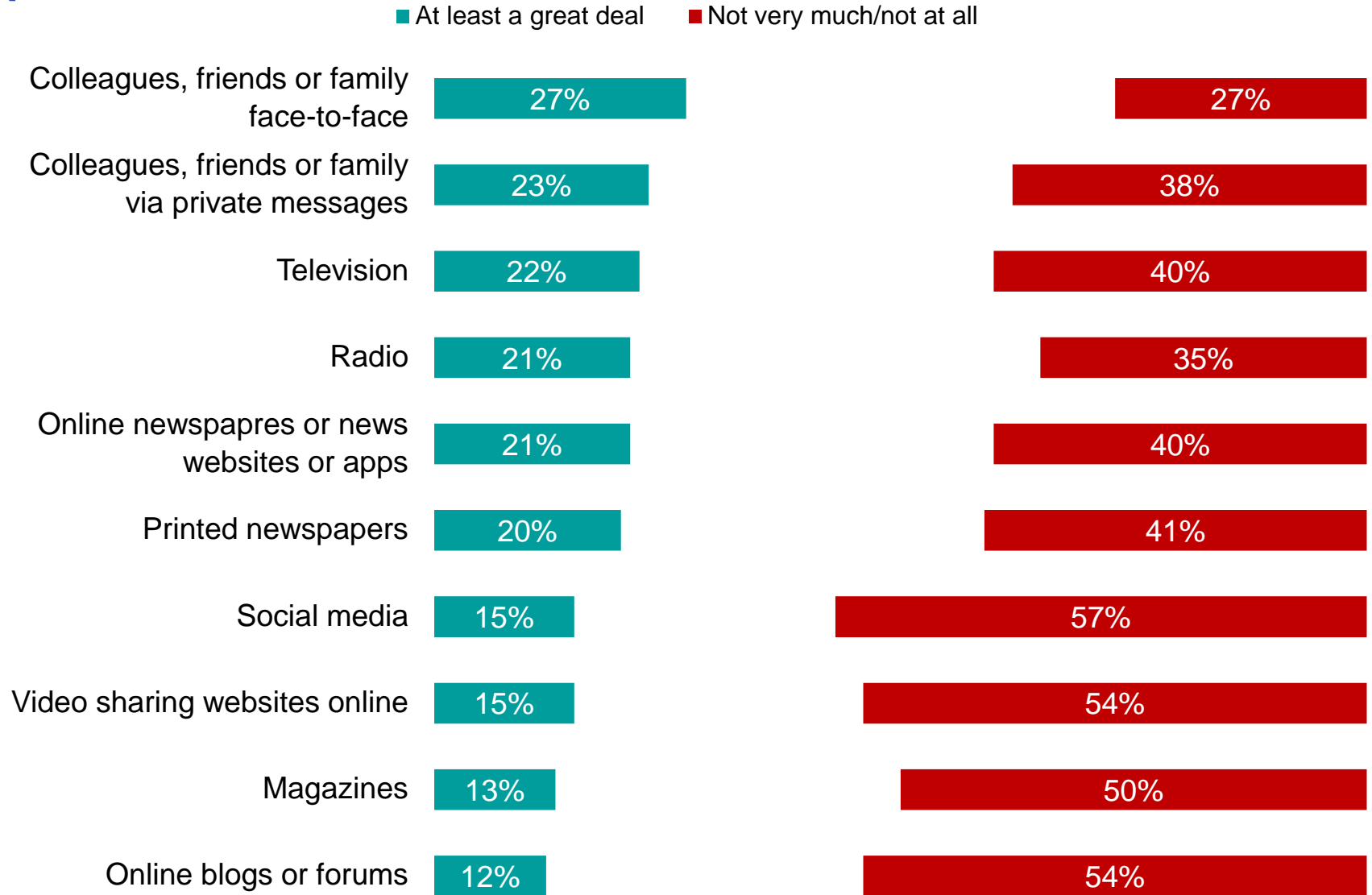
- #1 Agree
- #2 Agree
- #3 Agree



# TRUST IN MEDIA SOURCES – 29-COUNTRY AVERAGE

Q.

Below is a list of different media channels. To what extent do you trust each of these to provide you with accurate information about politics and current affairs?

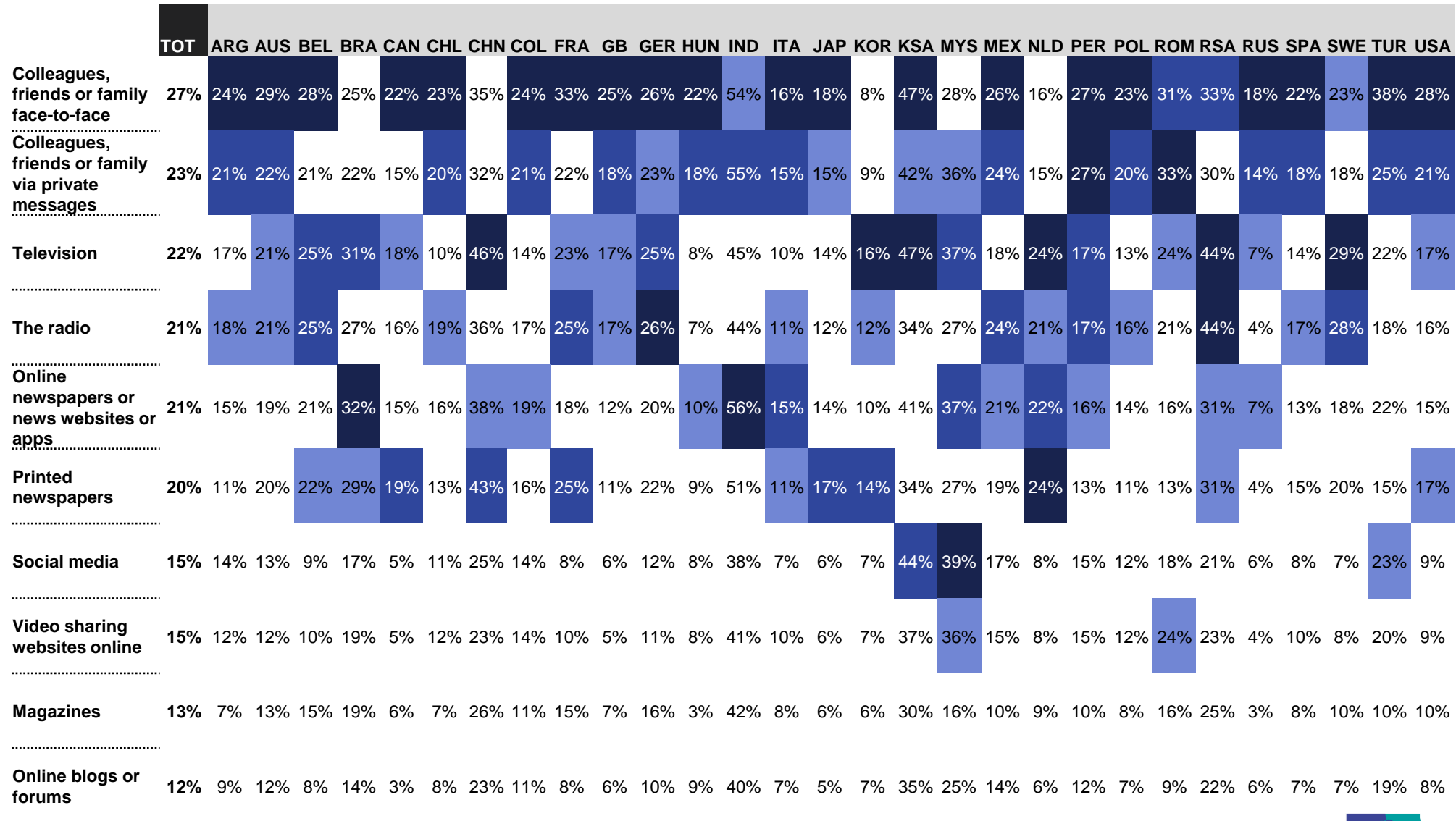


# TRUST IN MEDIA SOURCES



Q.

Below is a list of different media channels. To what extent do you trust each of these to provide you with accurate information about politics and current affairs?



**Key:**

- #1 most trusted
- #2 most trusted
- #3 most trusted



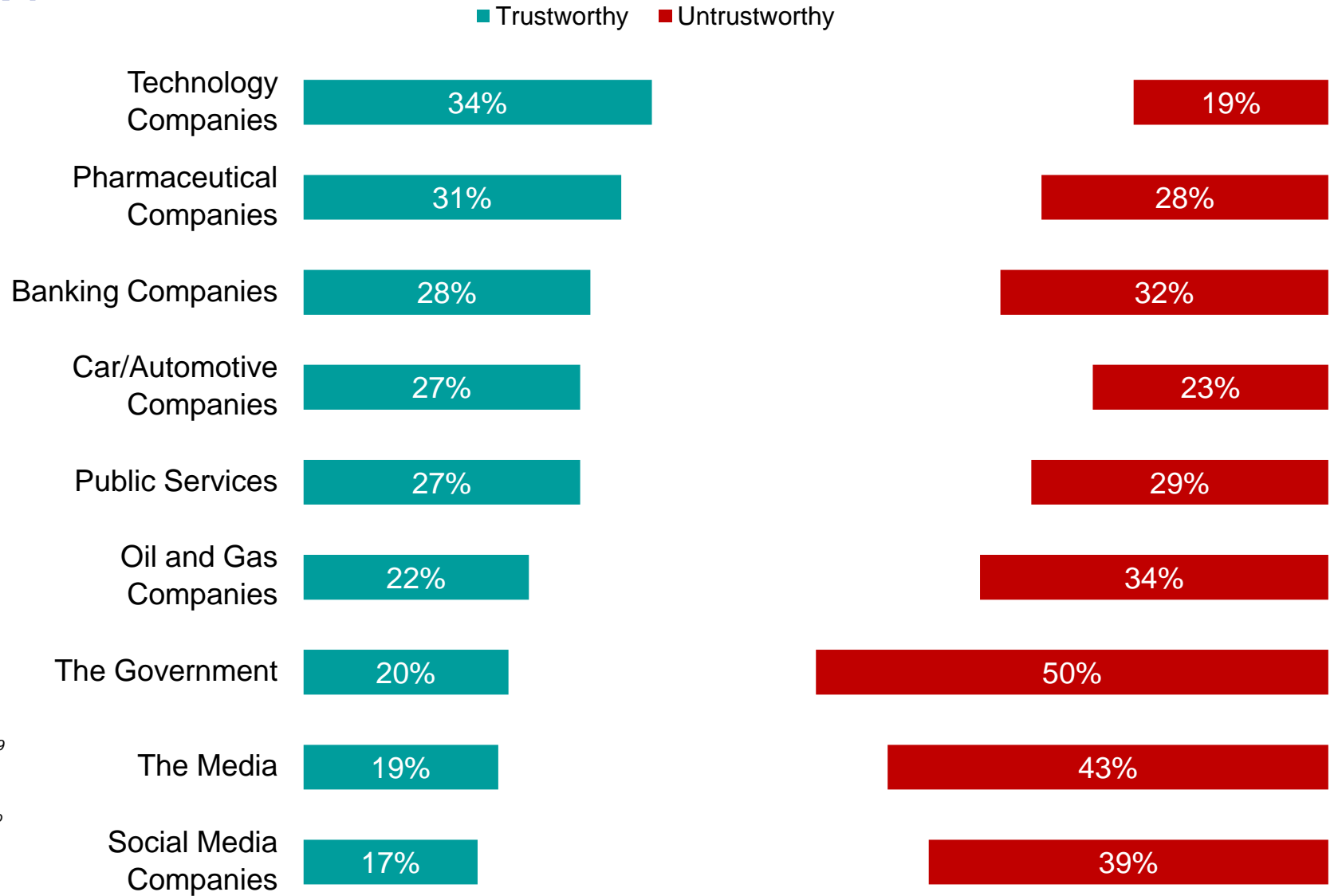
# DETAILED FINDINGS (APPENDIX)

# TRUST IN COMPANIES

# GLOBAL COUNTRY AVERAGE

Q.

Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy



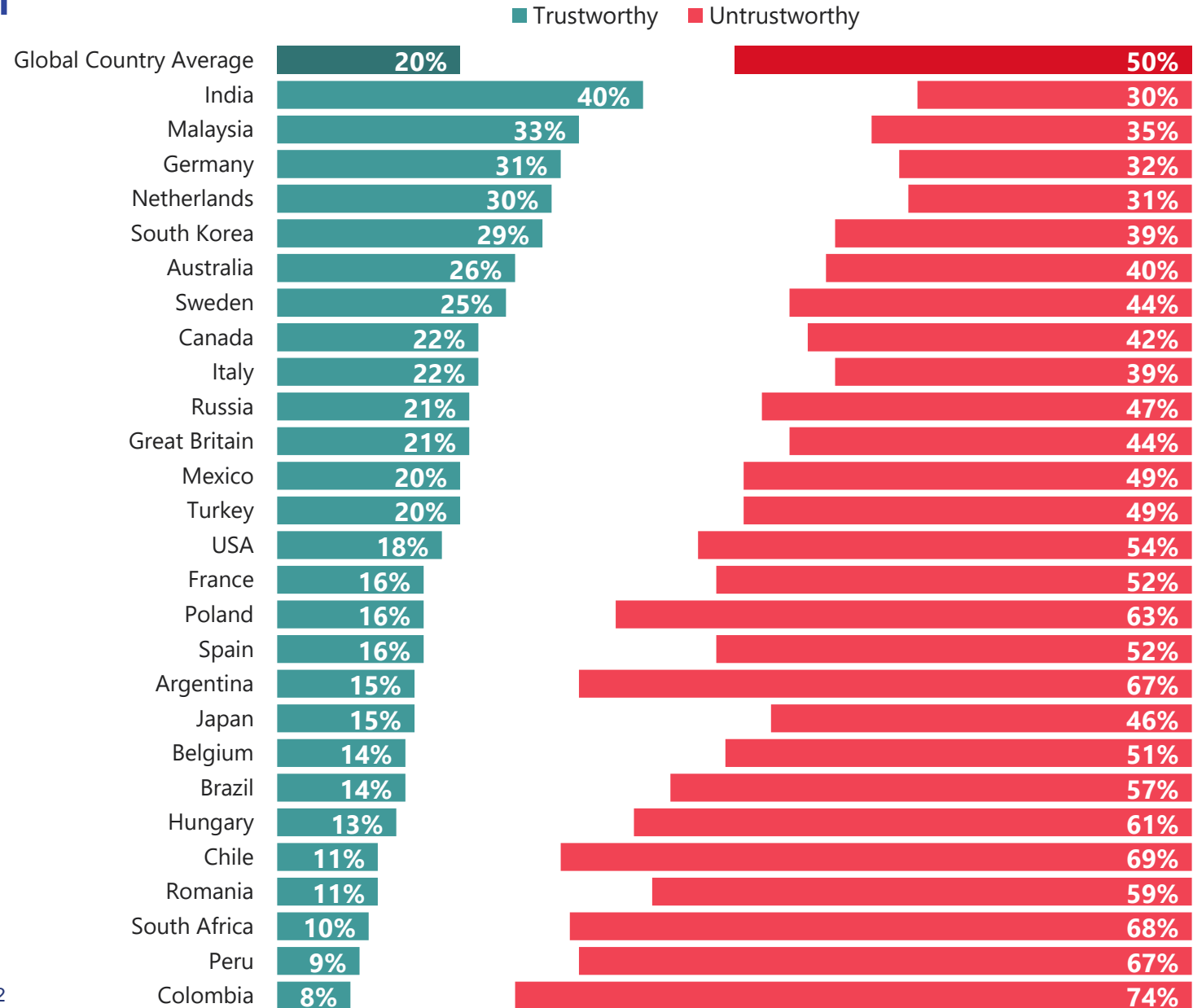
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# THE GOVERNMENT

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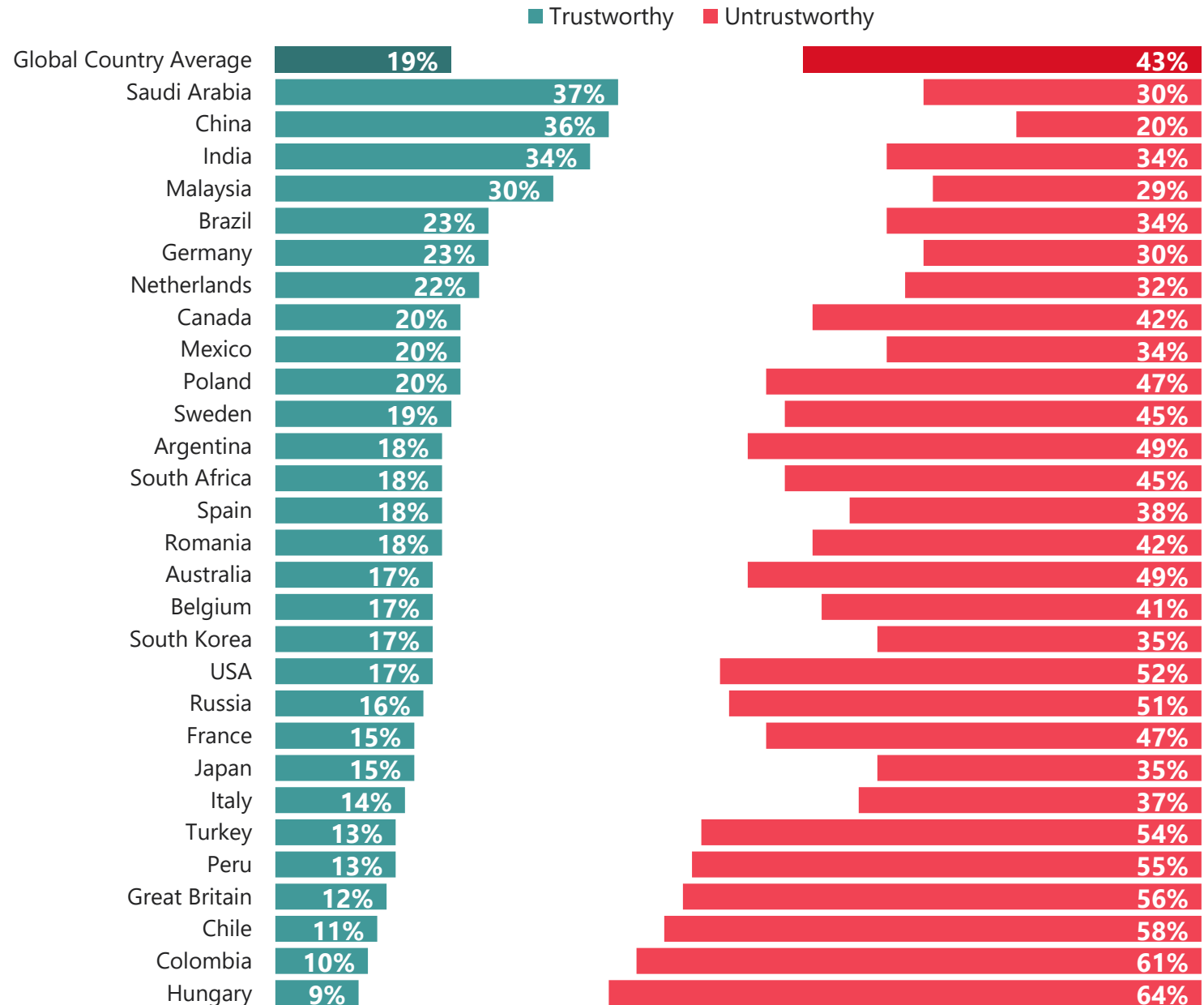
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# THE MEDIA

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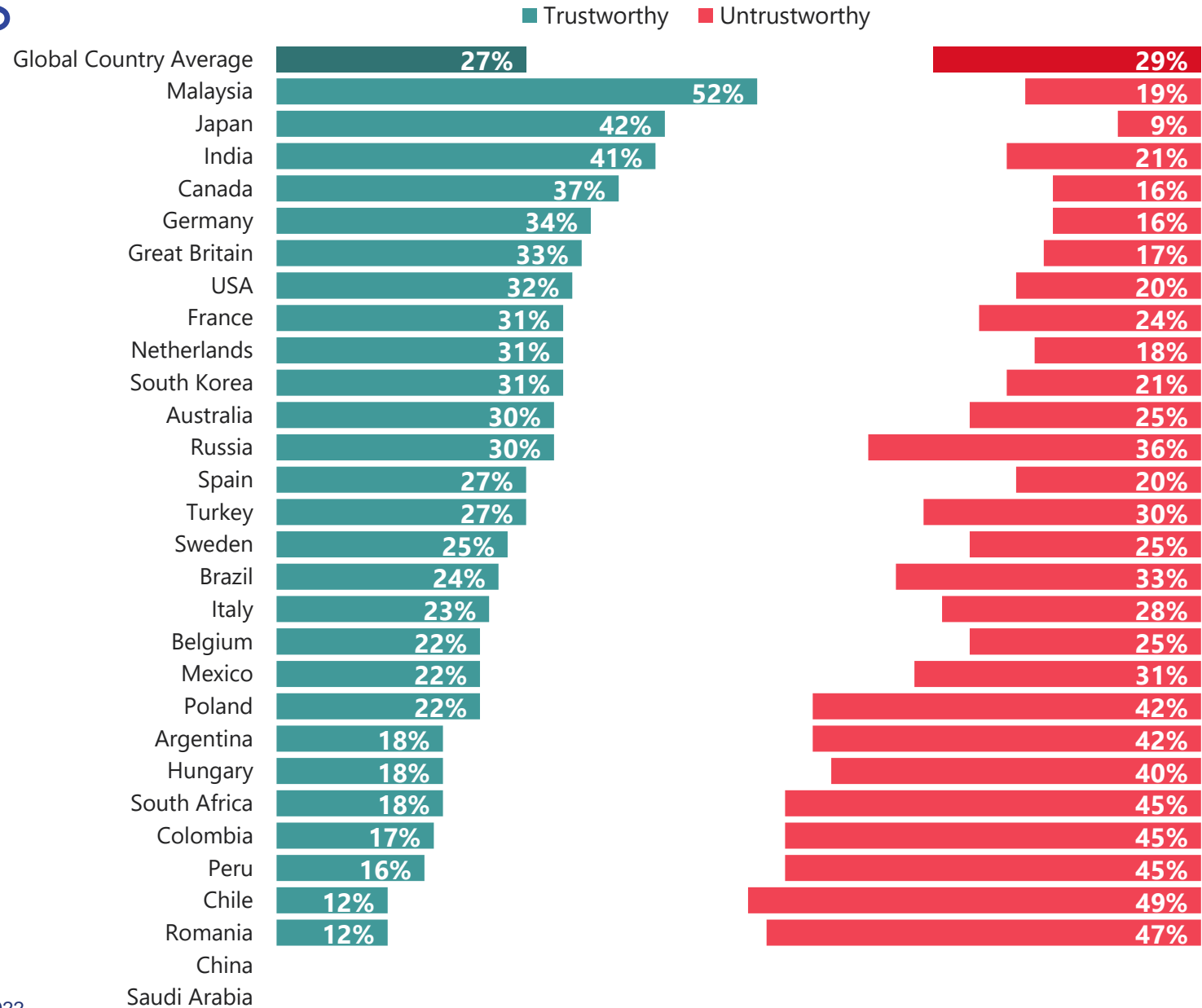
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# PUBLIC SERVICES

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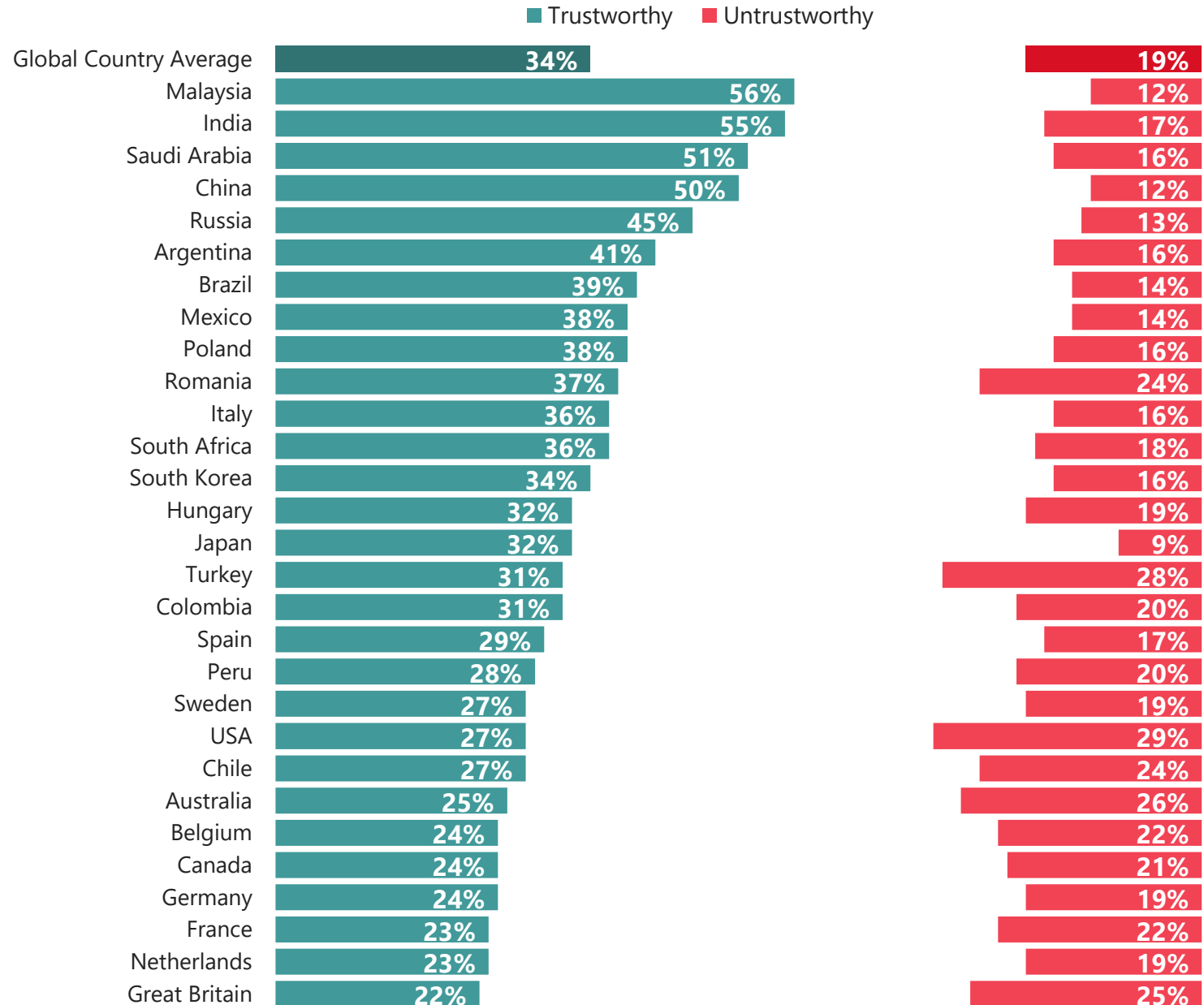
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# TECHNOLOGY COMPANIES

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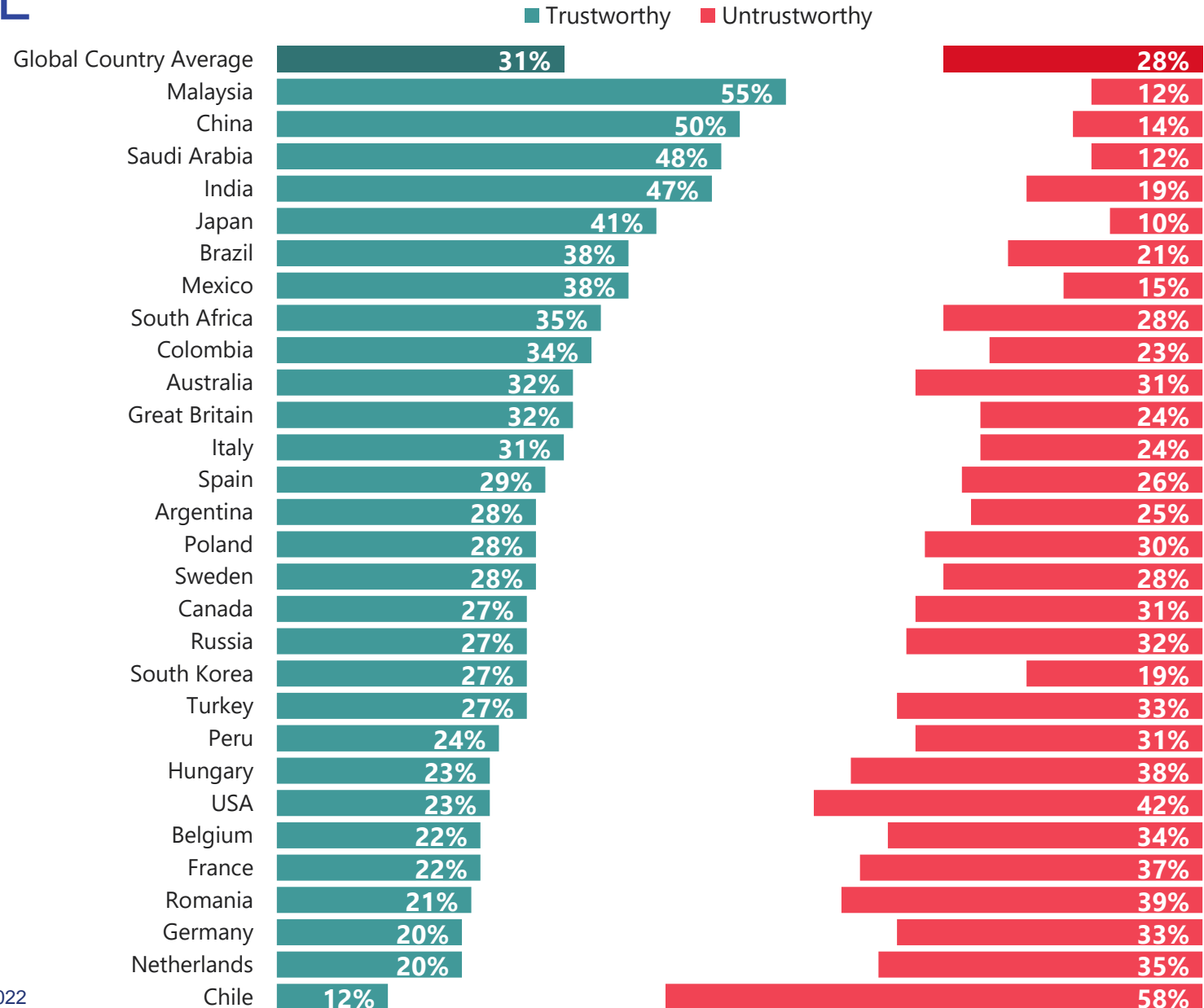
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# PHARMACEUTICAL COMPANIES

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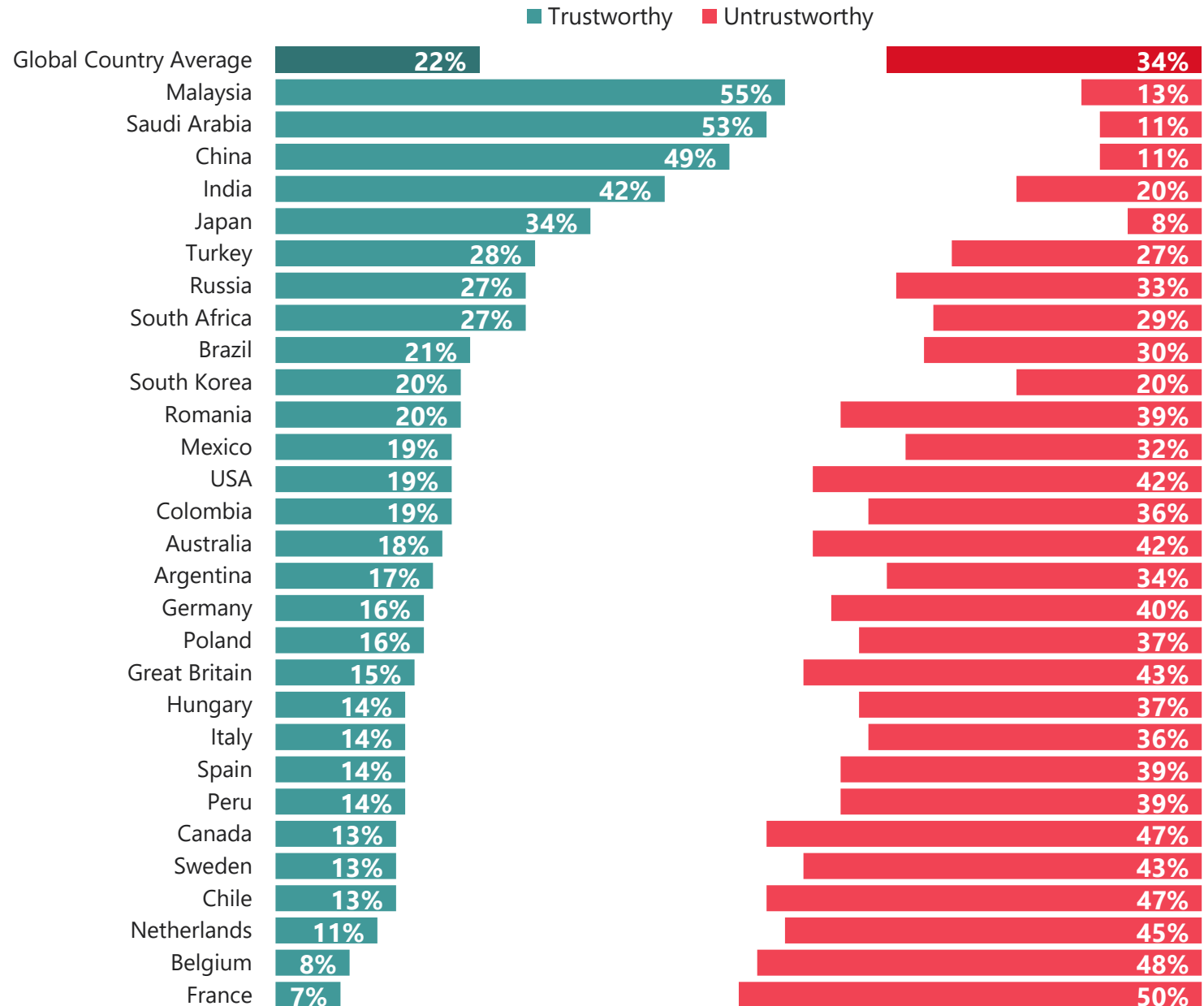
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# OIL & GAS COMPANIES

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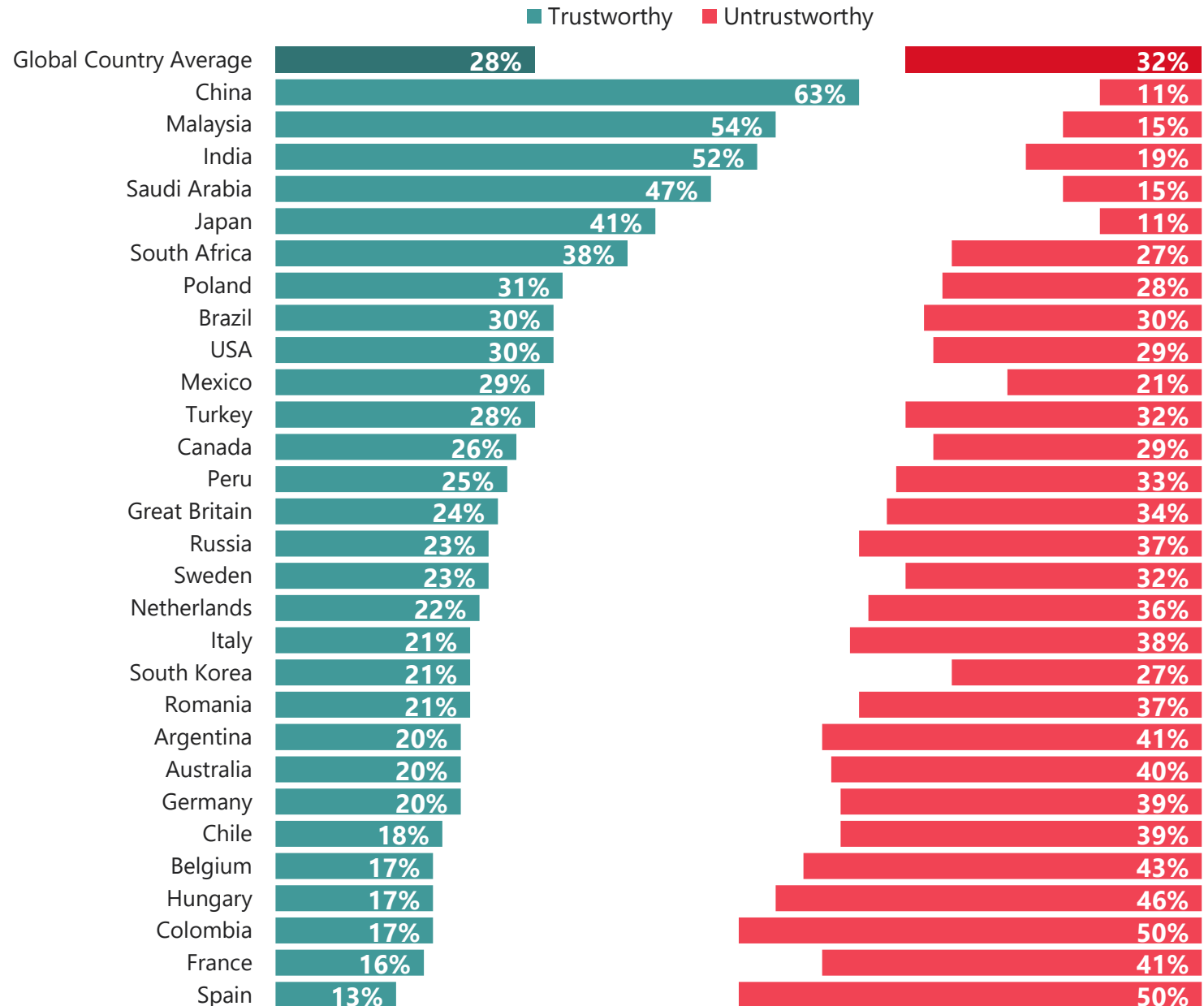
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# BANKING COMPANIES

Q.

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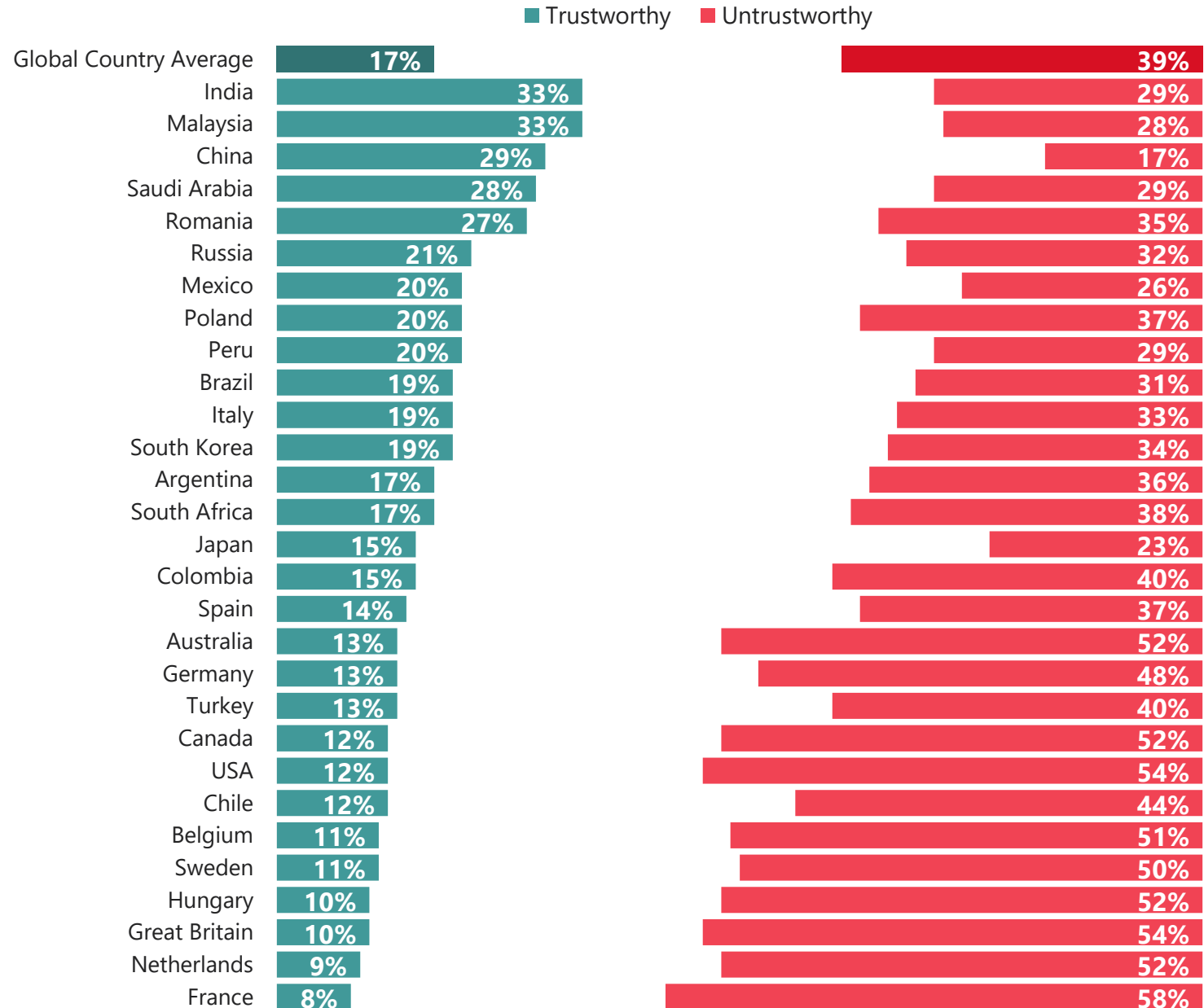
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# SOCIAL MEDIA COMPANIES

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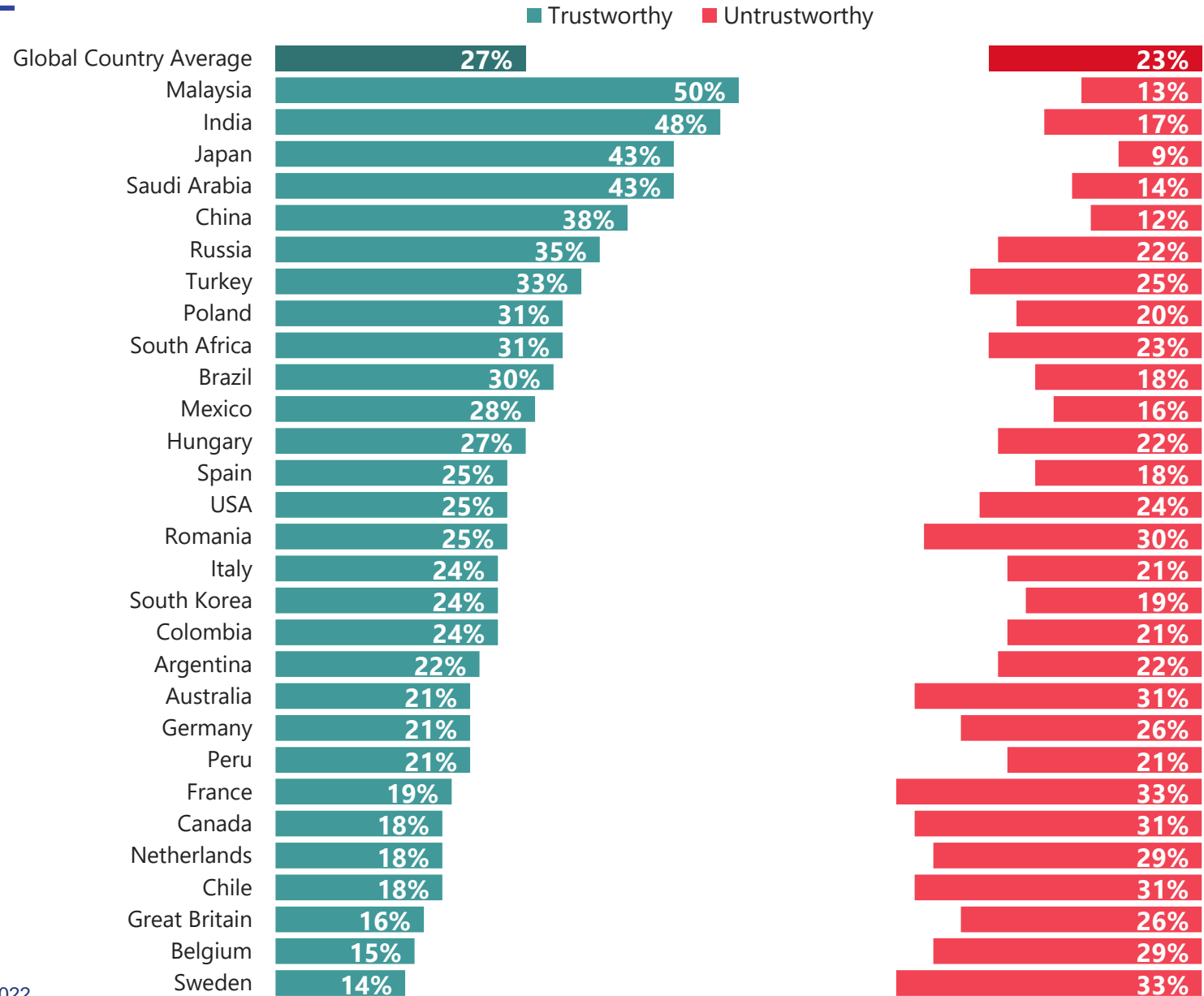
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# CAR/AUTOMOTIVE COMPANIES

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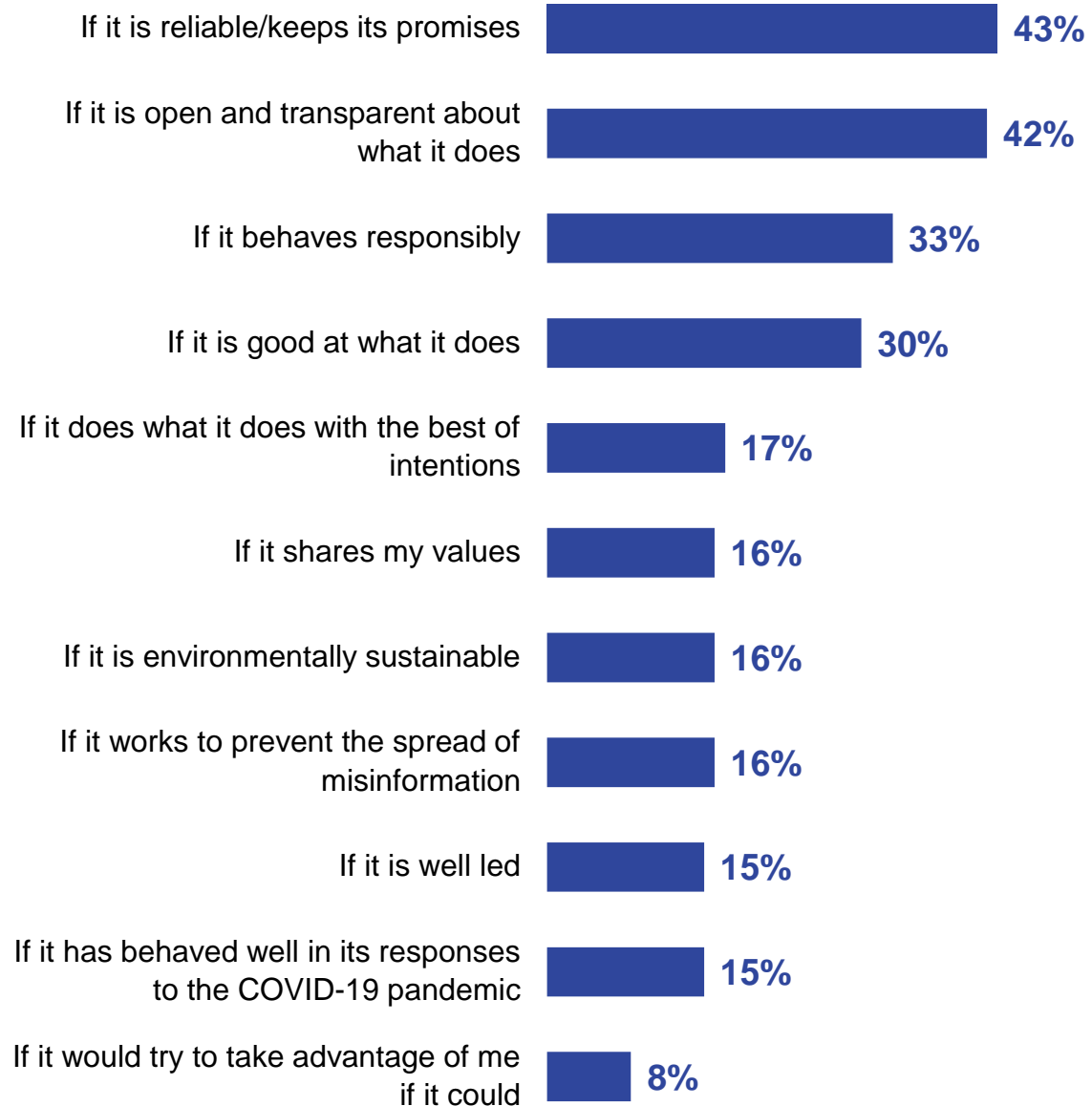
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# FACTORS INFLUENCING TRUST

# GLOBAL COUNTRY AVERAGE

Q.

Which two or three of the following attributes, if any, are most important to you when deciding whether or not to trust an organisation or institution?



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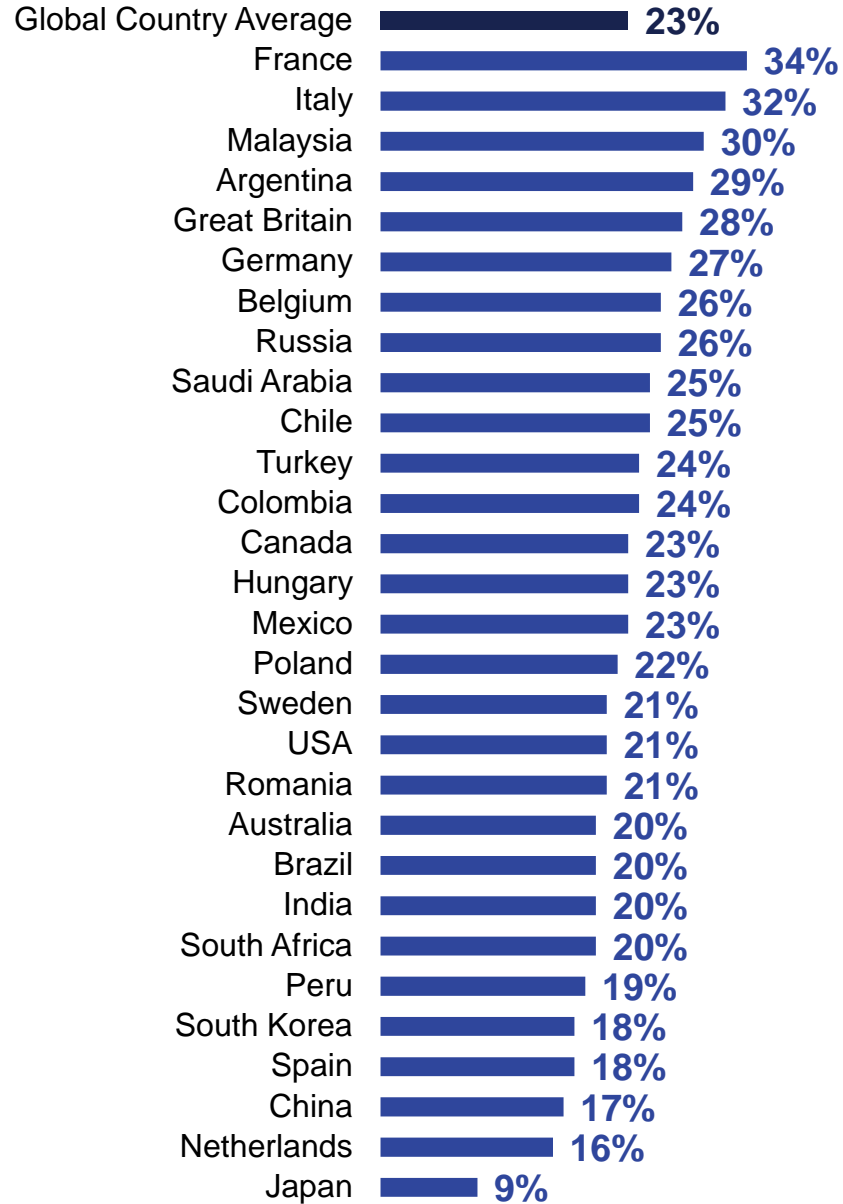
# IF IT IS GOOD AT WHAT IT DOES

Q.

Which two or three of the following attributes, if any, are most important to you when deciding whether or not to trust an organisation or institution?

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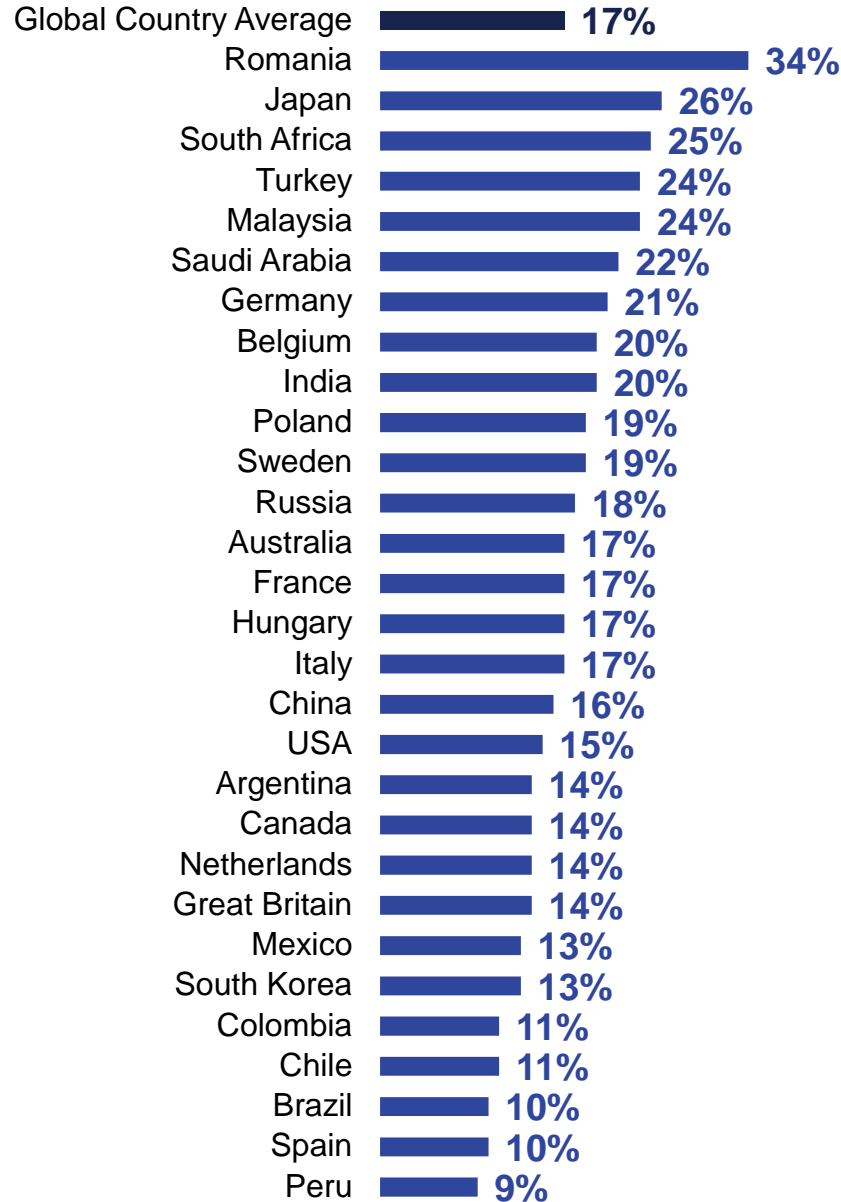
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# IF IT DOES WHAT IT DOES WITH THE BEST OF INTENTIONS

Q.

Which two or three of the following attributes, if any, are most important to you when deciding whether or not to trust an organisation or institution?



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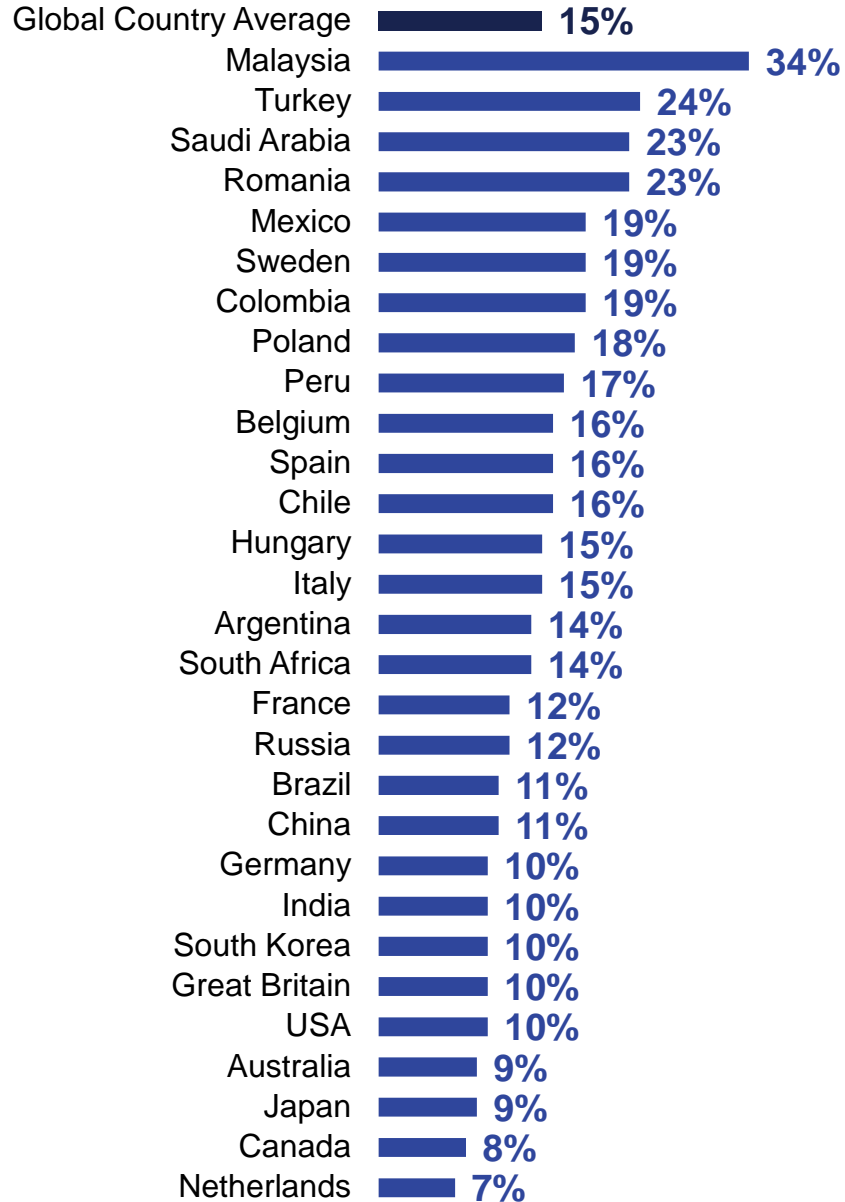
# IF IT IS WELL LED

Q.

Which two or three of the following attributes, if any, are most important to you when deciding whether or not to trust an organisation or institution?

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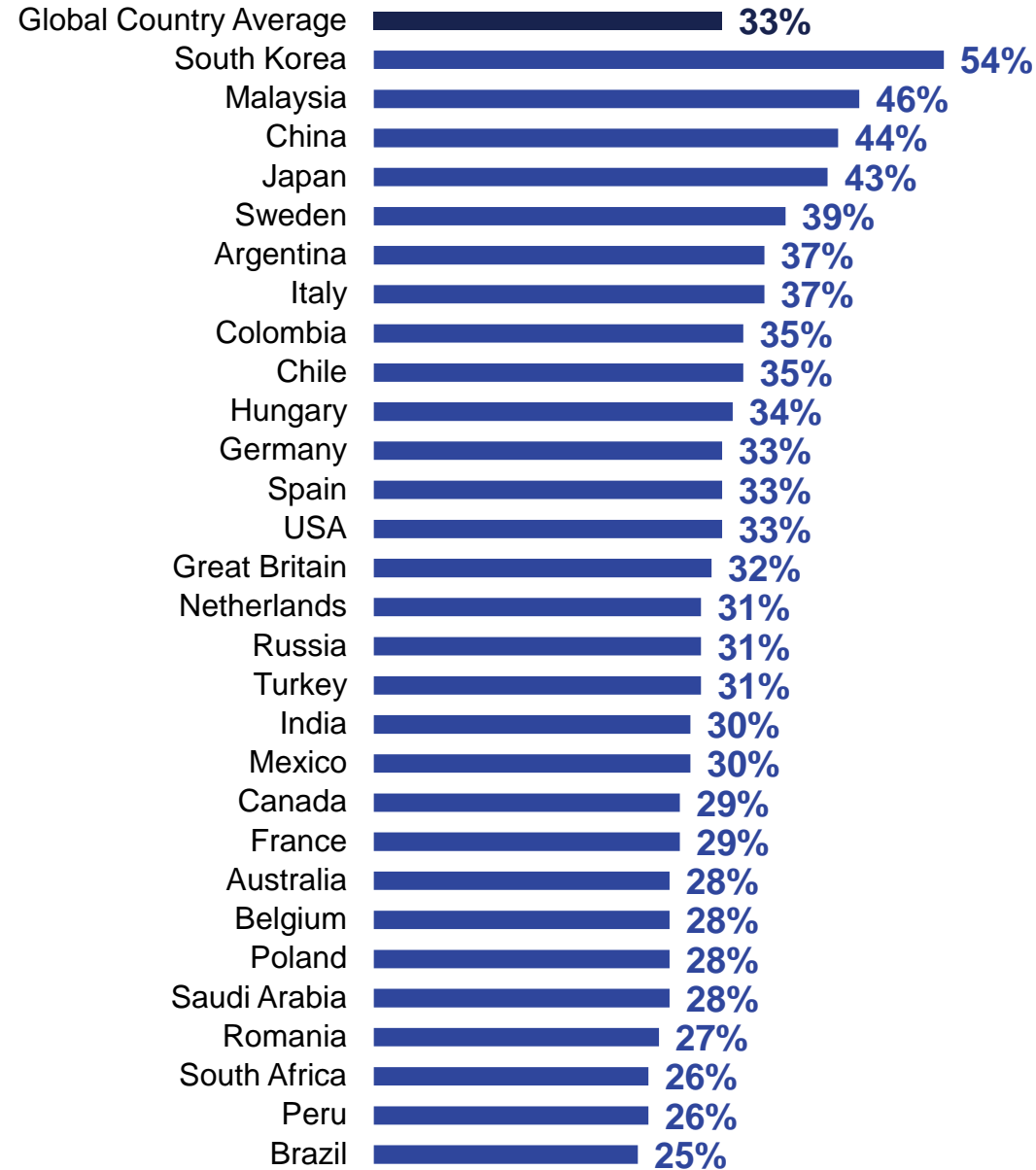
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# IF IT BEHAVES RESPONSIBLY

Q.

Which two or three of the following attributes, if any, are most important to you when deciding whether or not to trust an organisation or institution?



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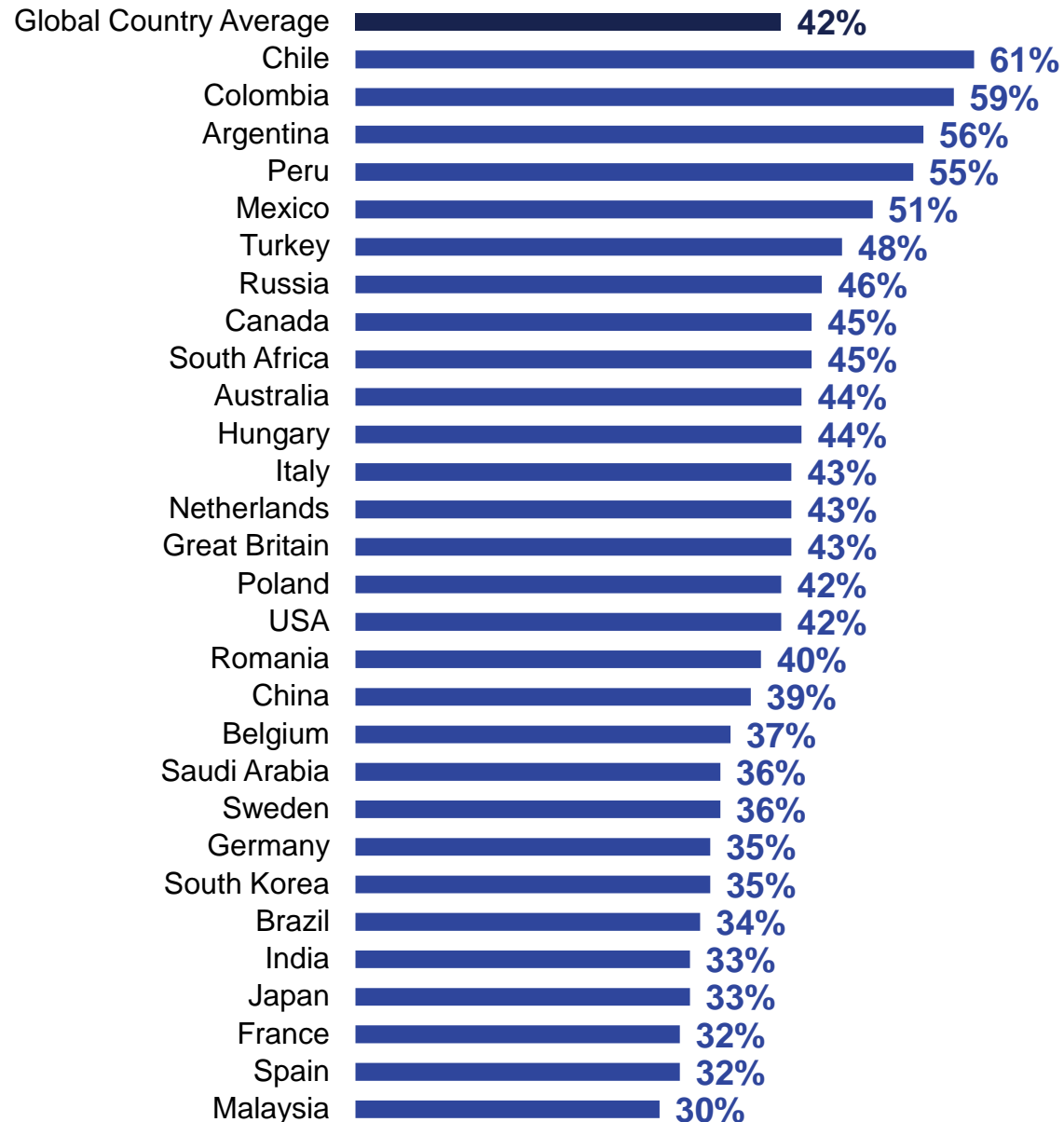
# IF IT IS OPEN AND TRANSPARENT ABOUT WHAT IT DOES

Q.

Which two or three of the following attributes, if any, are most important to you when deciding whether or not to trust an organisation or institution?

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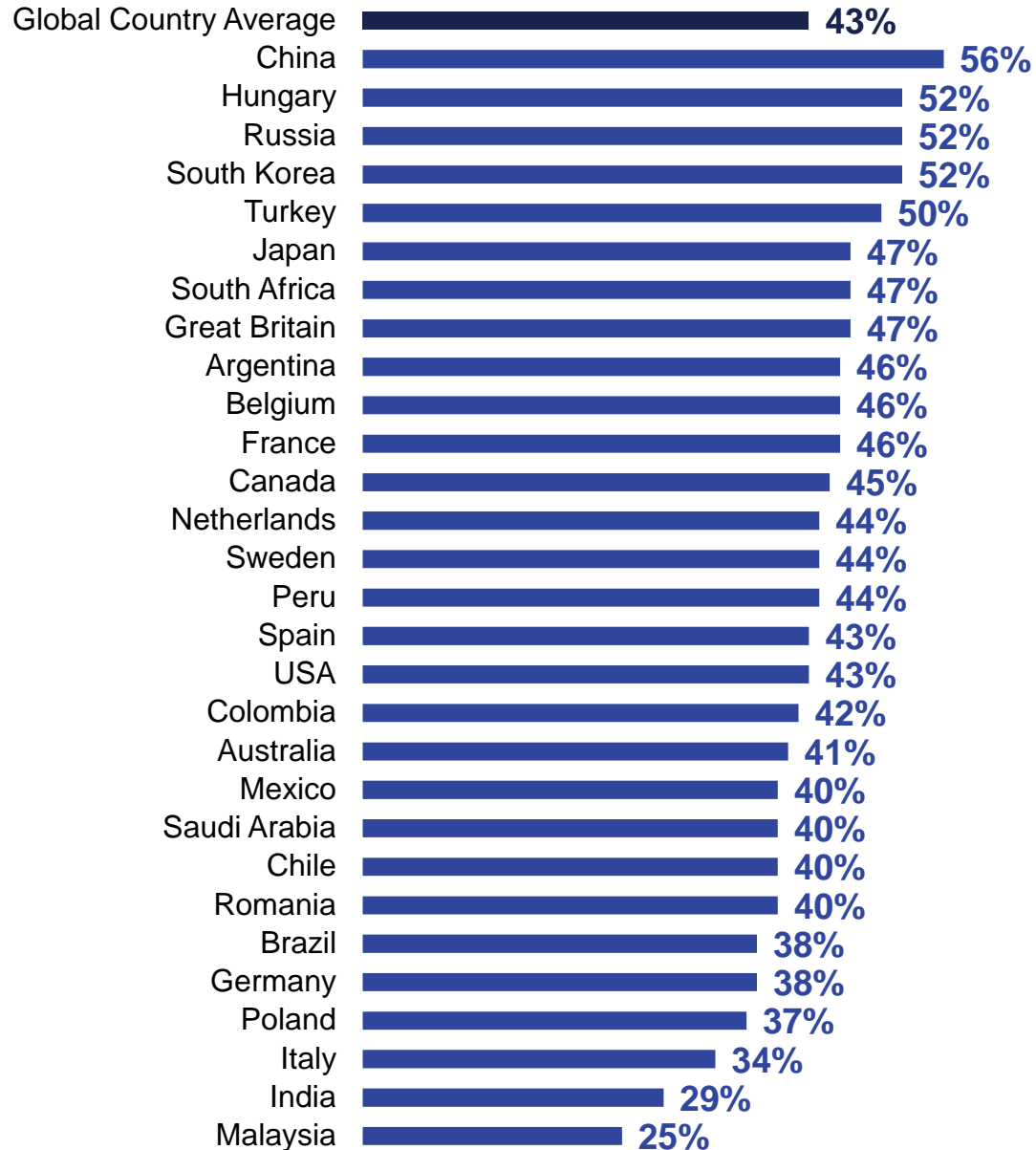
# IF IT IS RELIABLE/ KEEPS ITS PROMISES

Q.

Which two or three of the following attributes, if any, are most important to you when deciding whether or not to trust an organisation or institution?

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# IF IT SHARES MY VALUES

Q.

Which two or three of the following attributes, if any, are most important to you when deciding whether or not to trust an organisation or institution?

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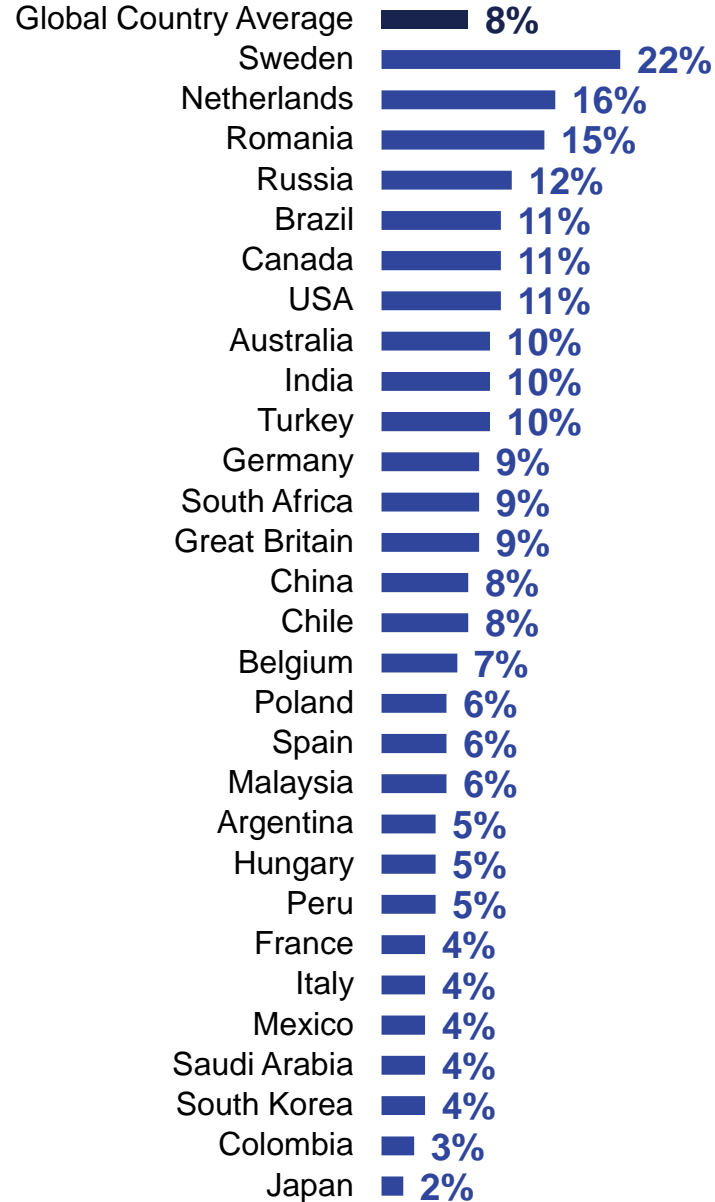
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# IF IT WOULD TRY TO TAKE ADVANTAGE OF ME IF IT COULD

Q.

Which two or three of the following attributes, if any, are most important to you when deciding whether or not to trust an organisation or institution?



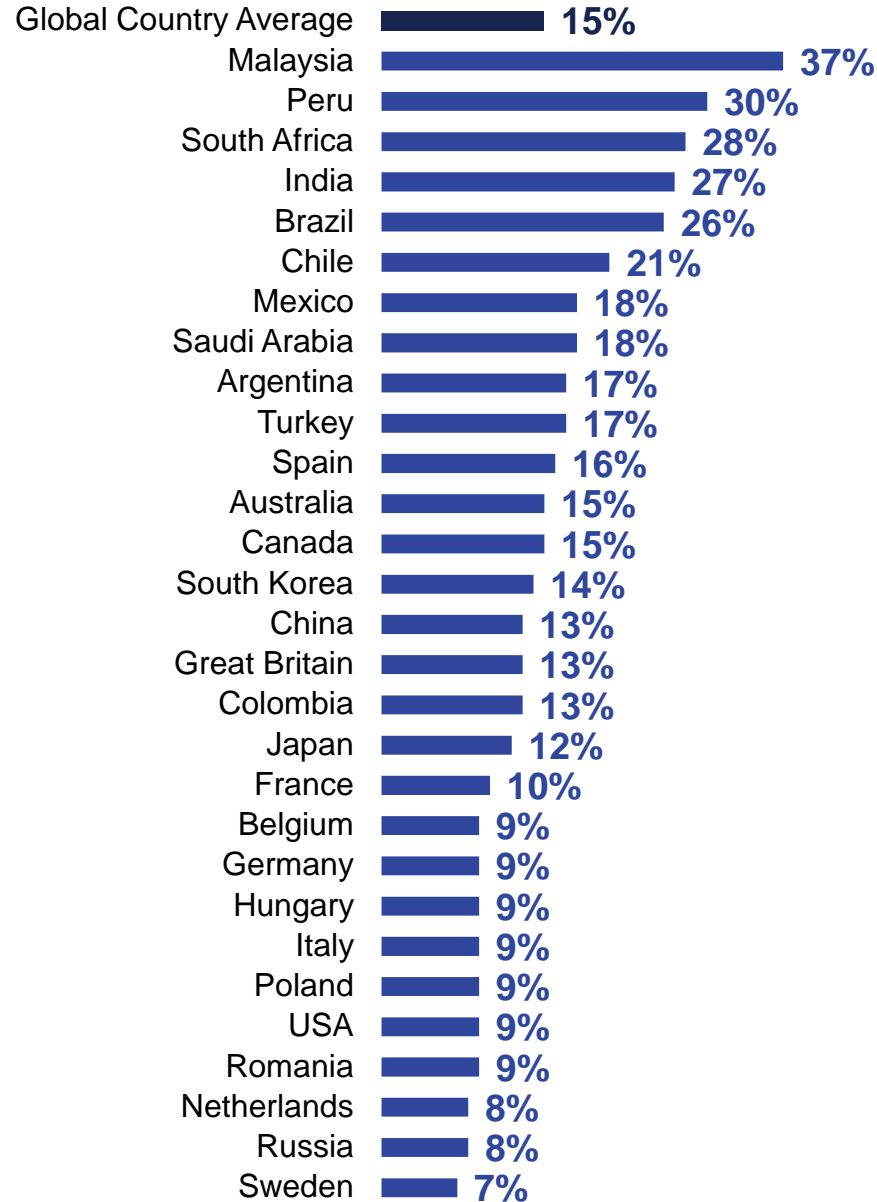
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# IF IT HAS BEHAVED WELL IN ITS RESPONSE TO THE COVID-19 PANDEMIC

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Which two or three of the following attributes, if any, are most important to you when deciding whether or not to trust an organisation or institution?



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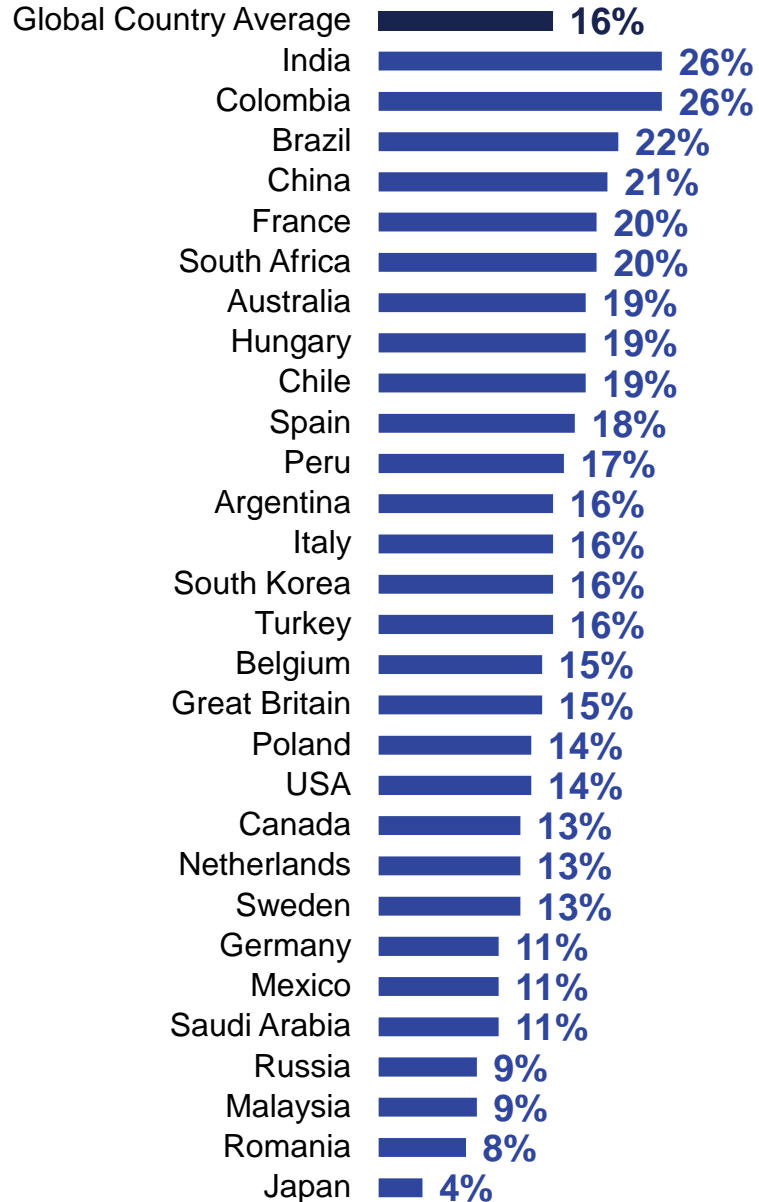
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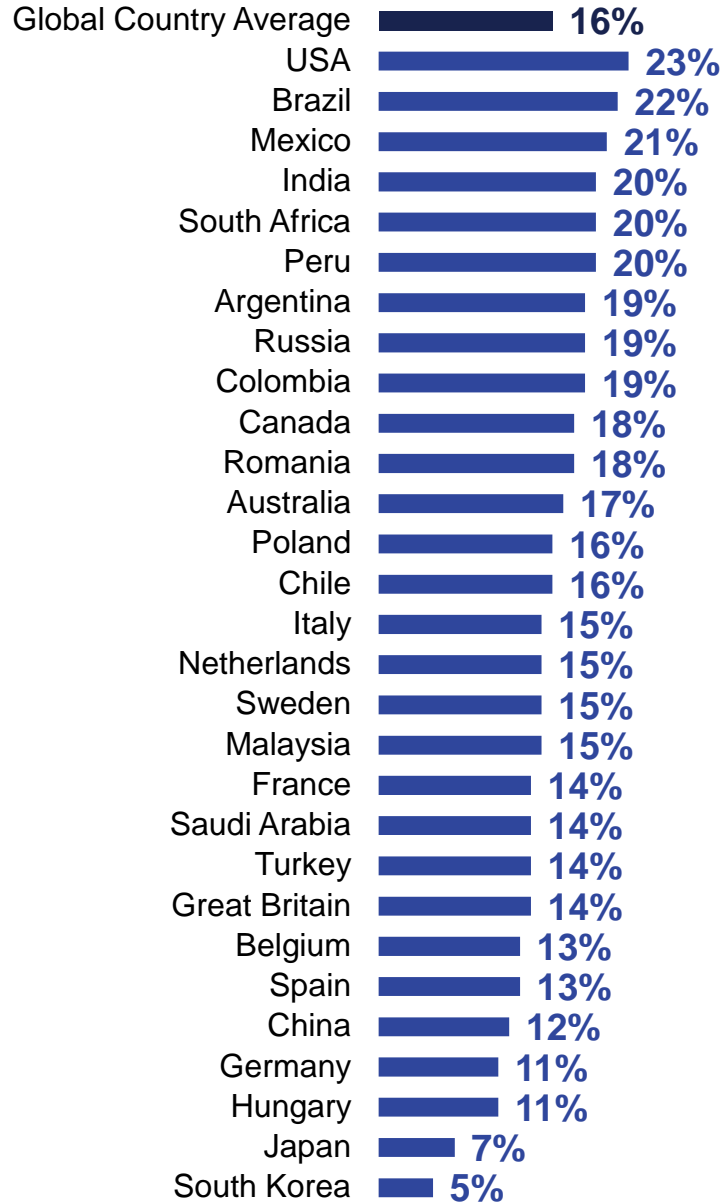
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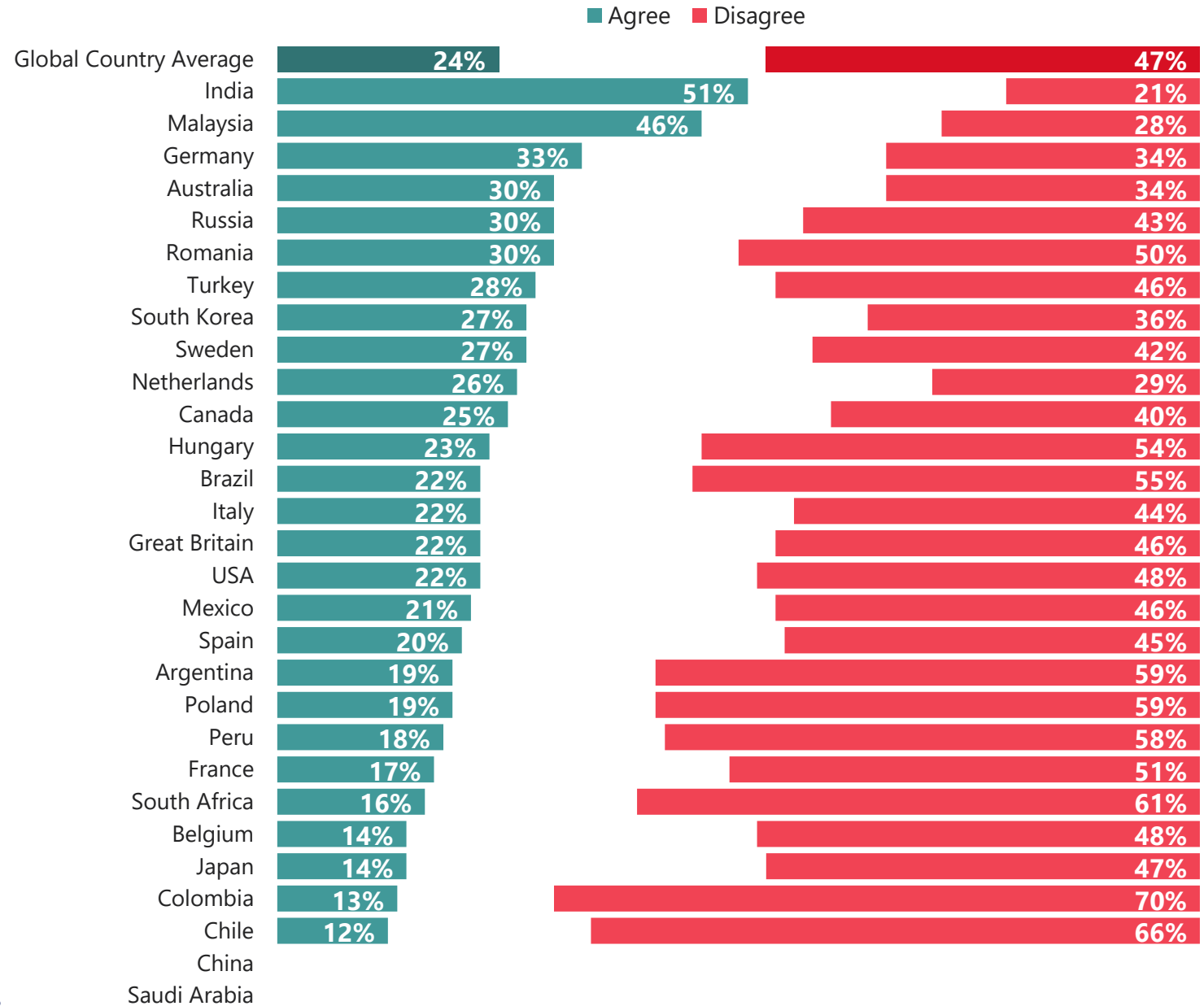


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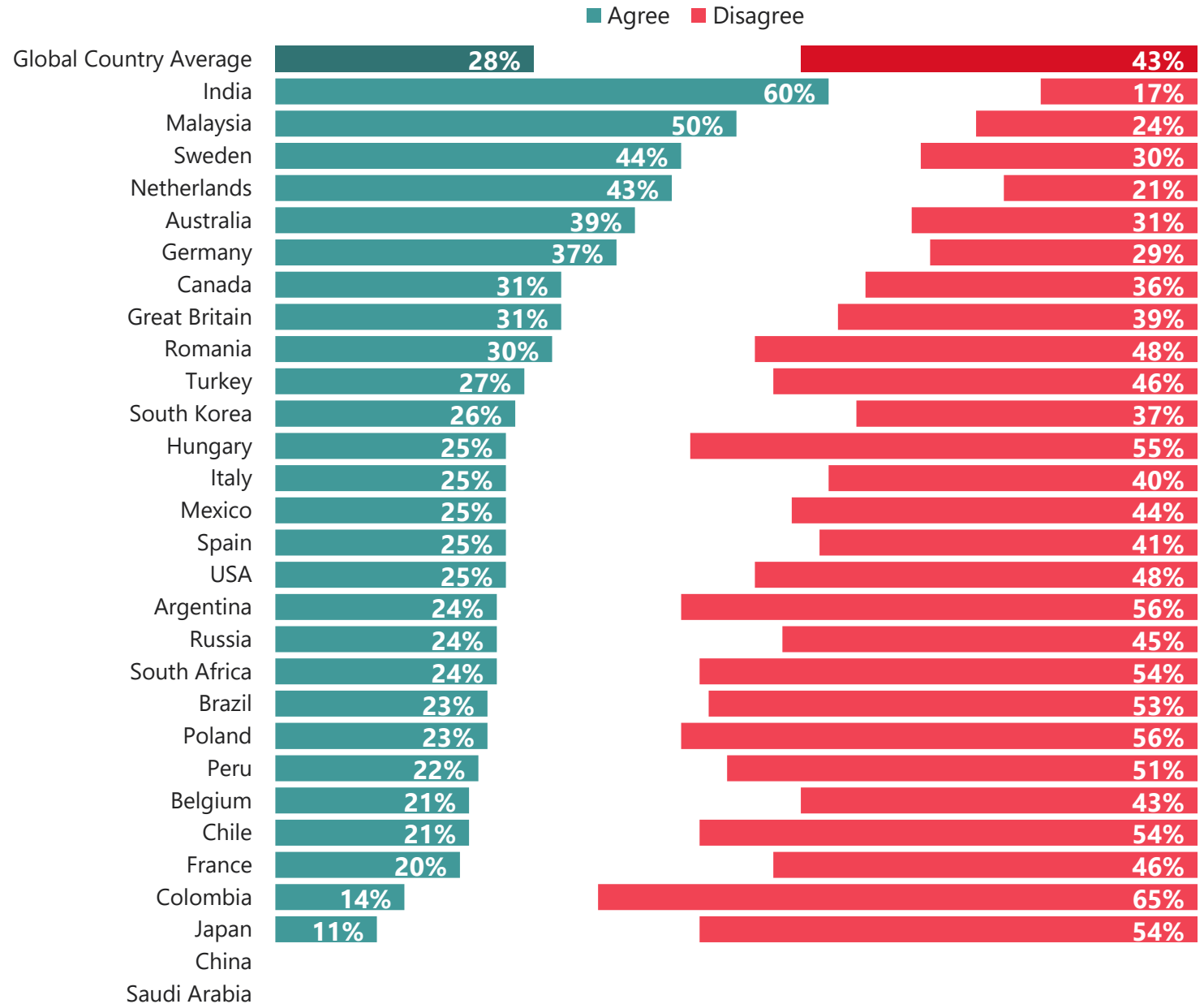
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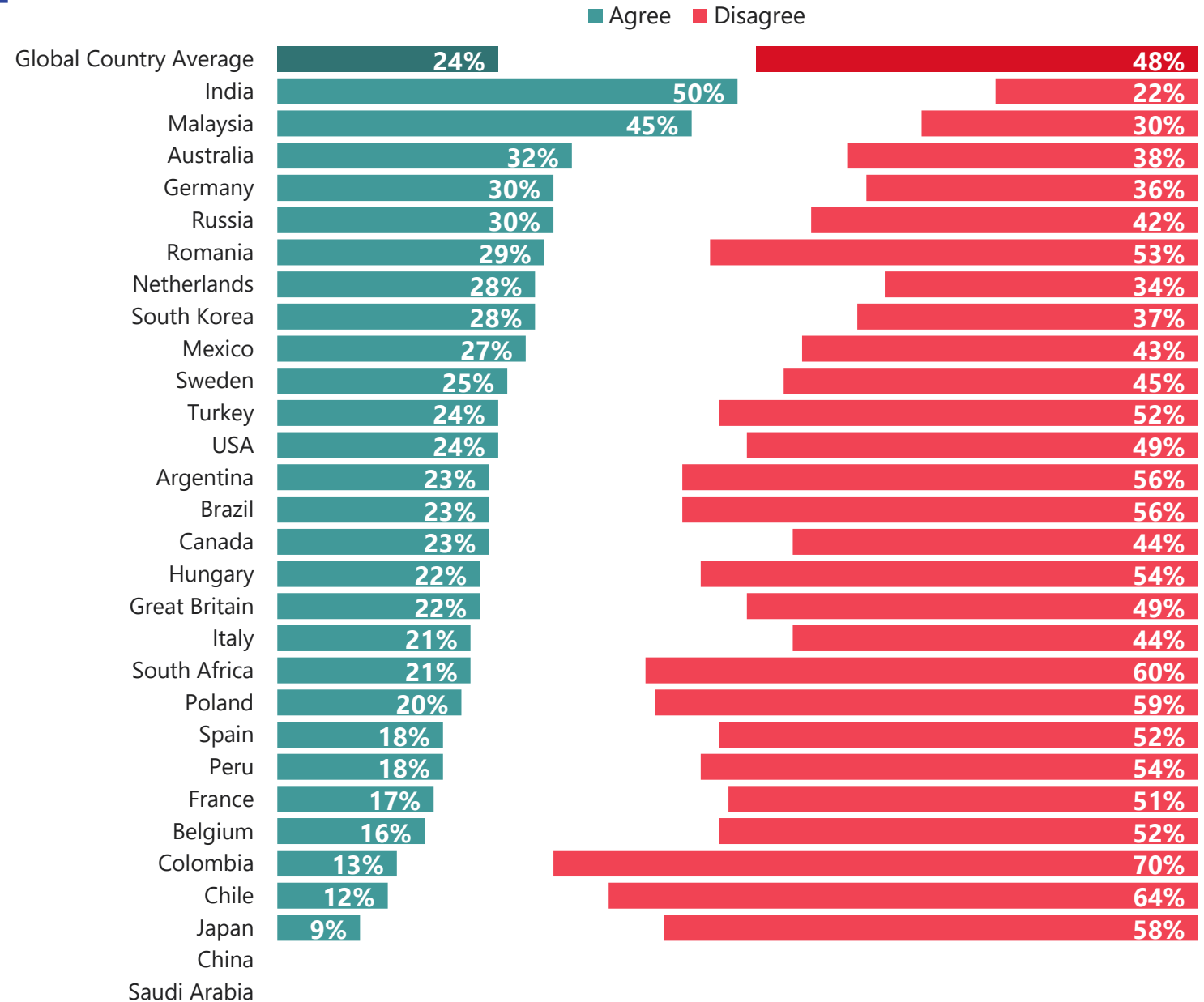
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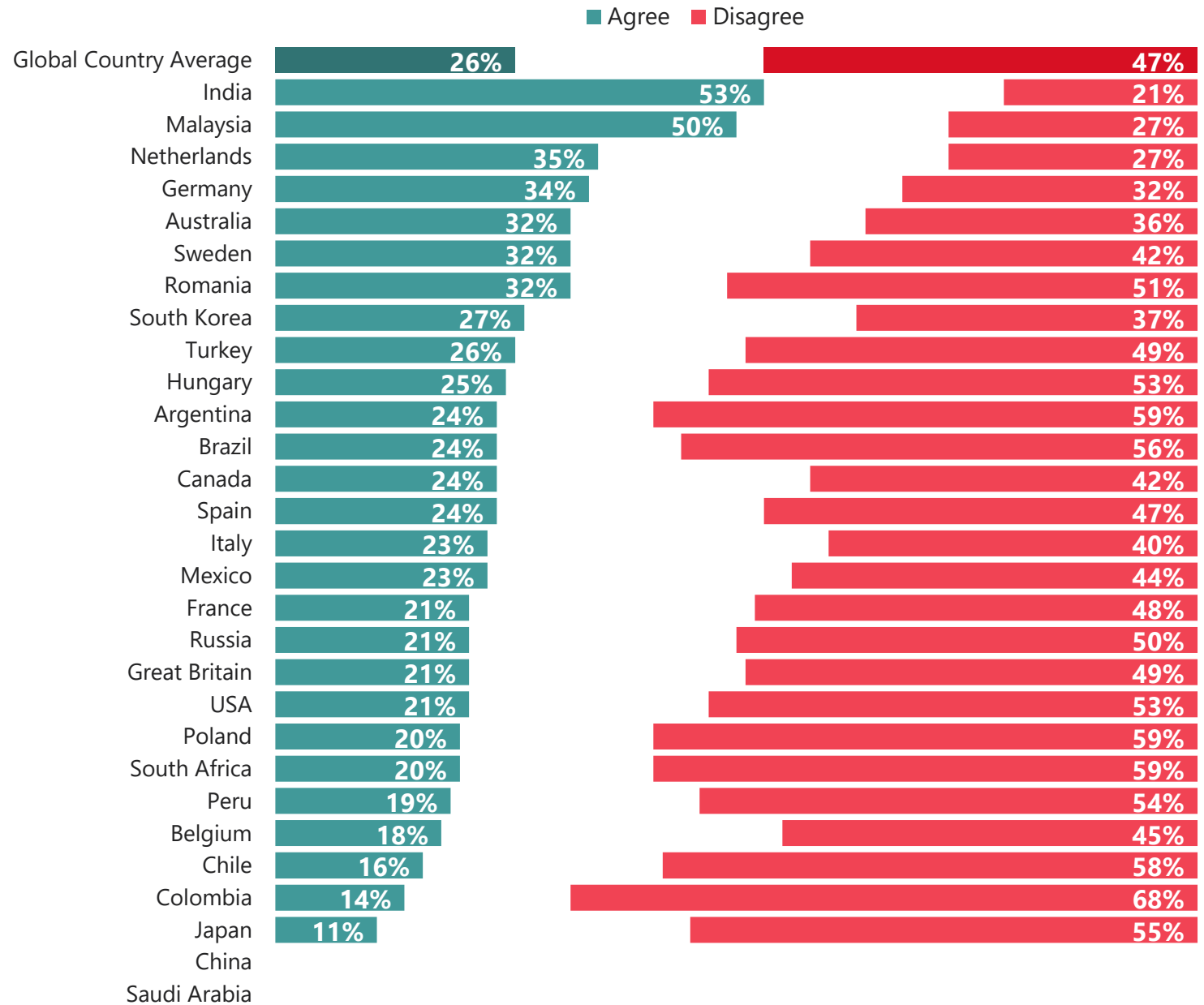
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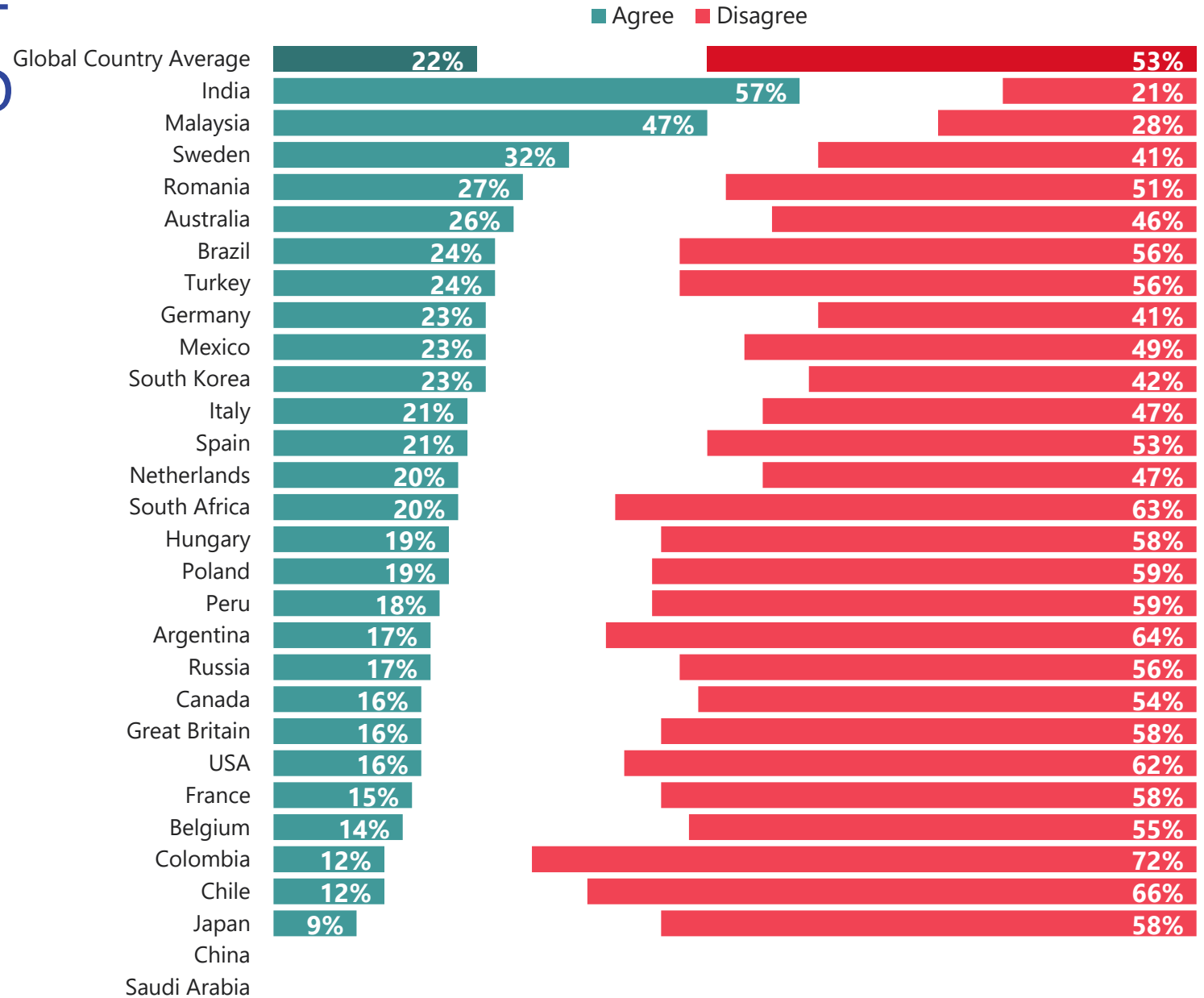
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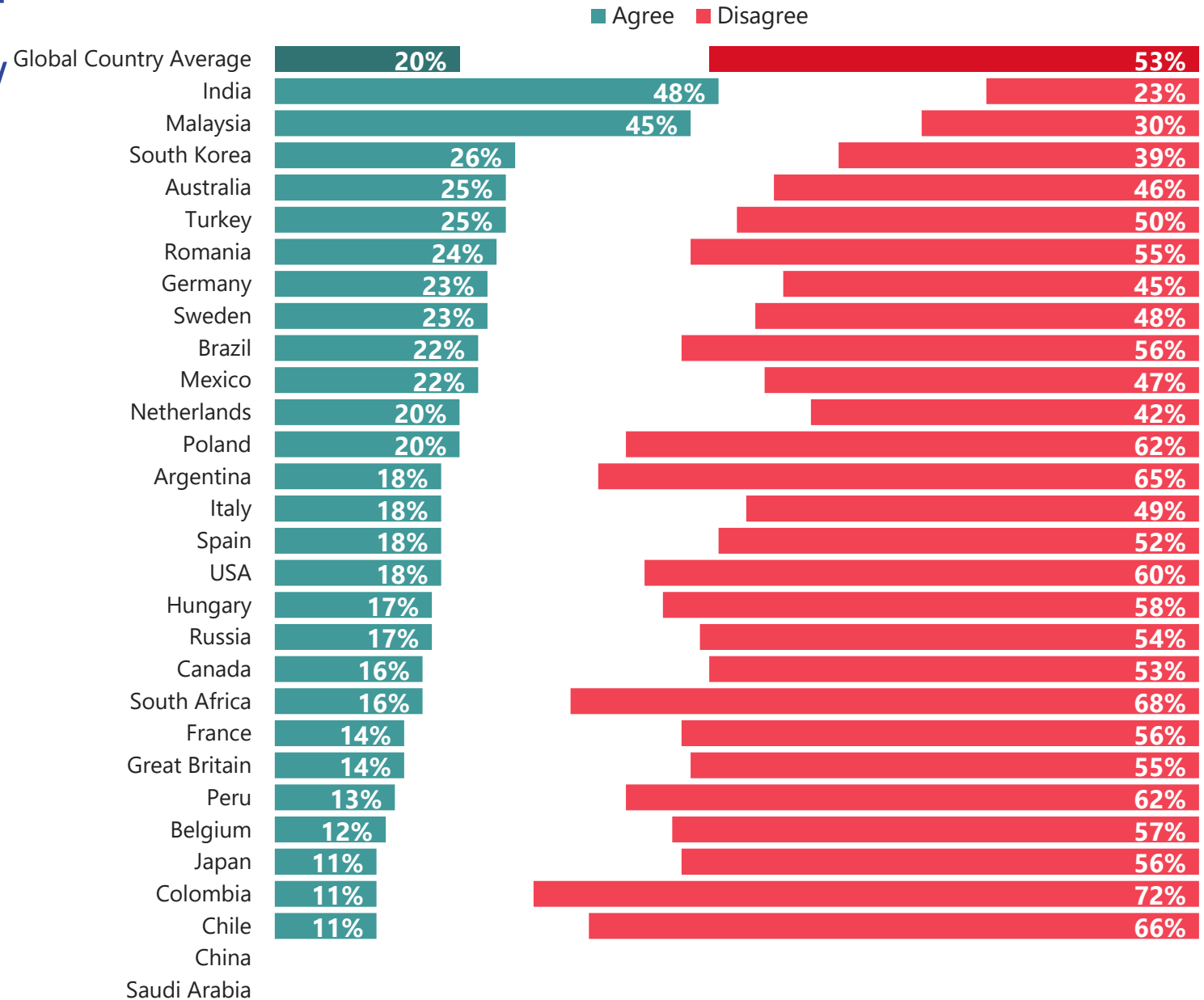
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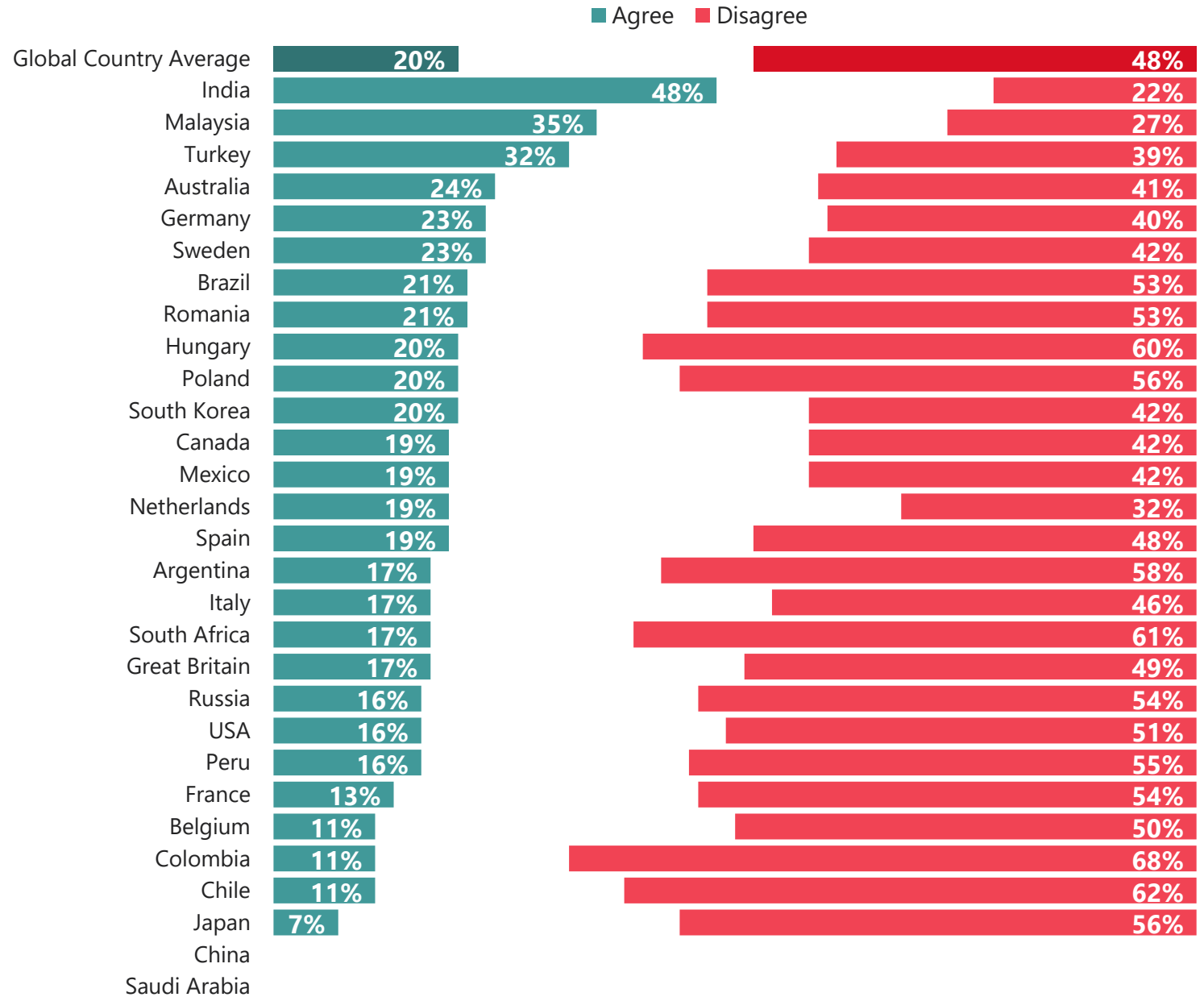
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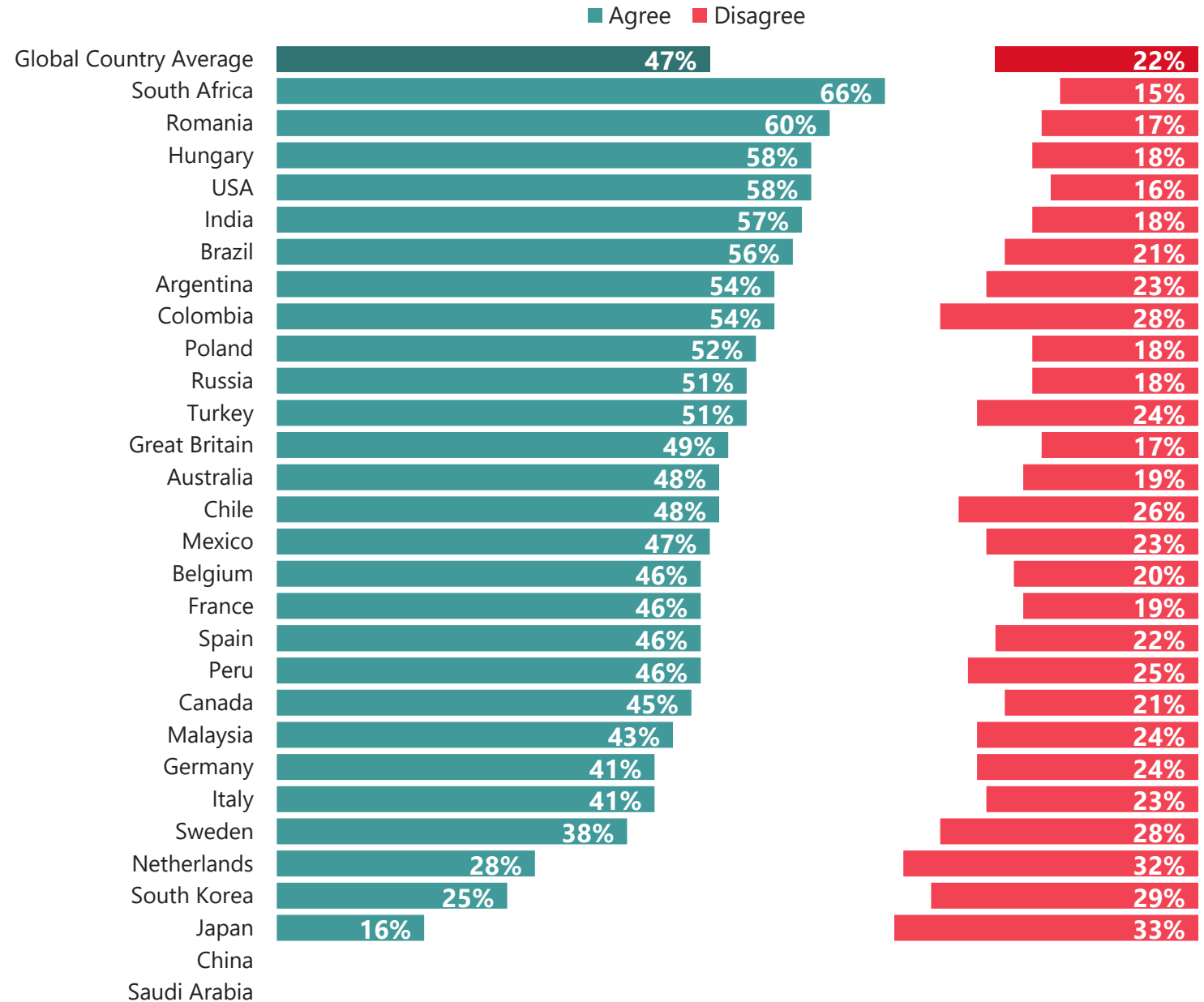
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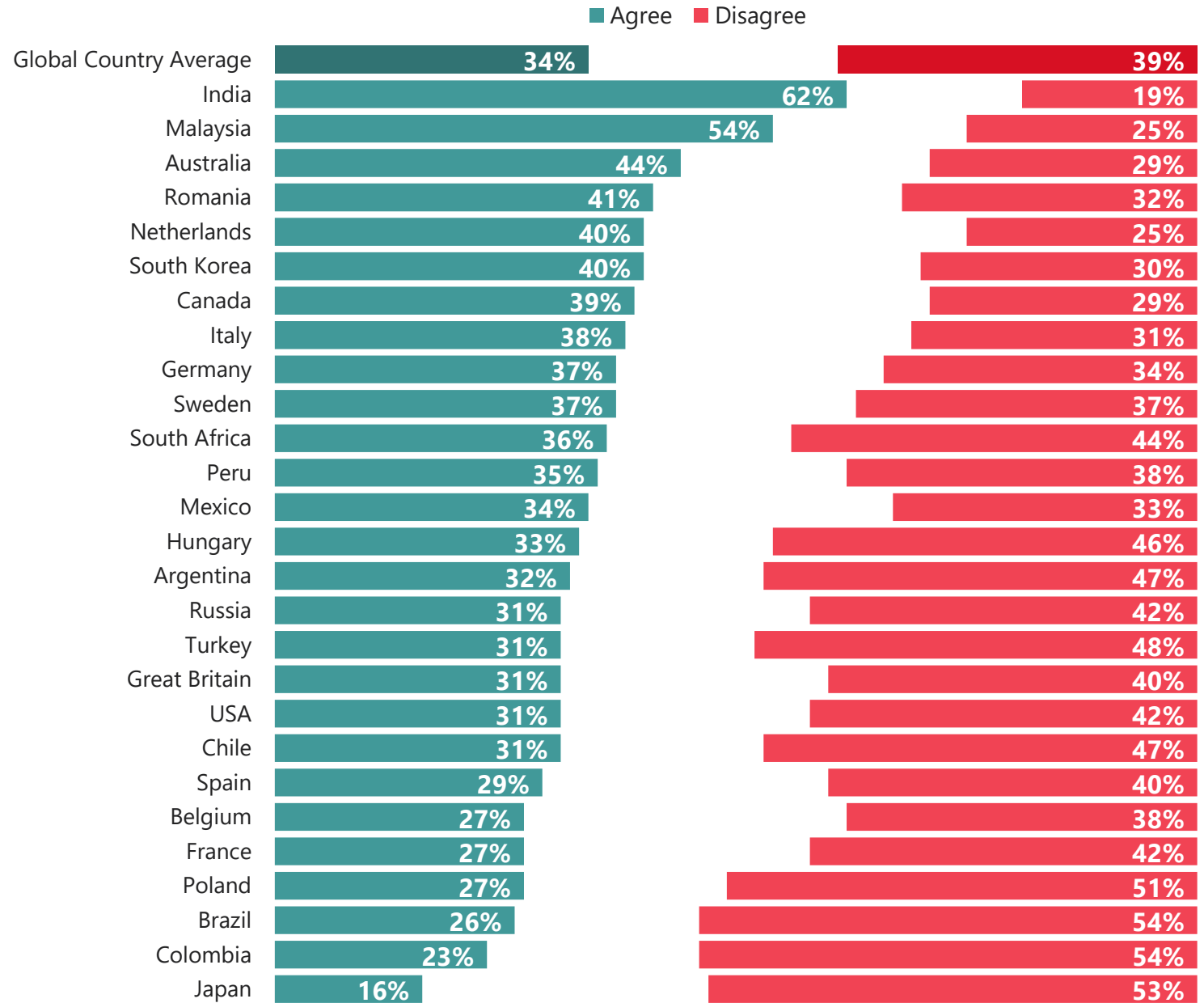
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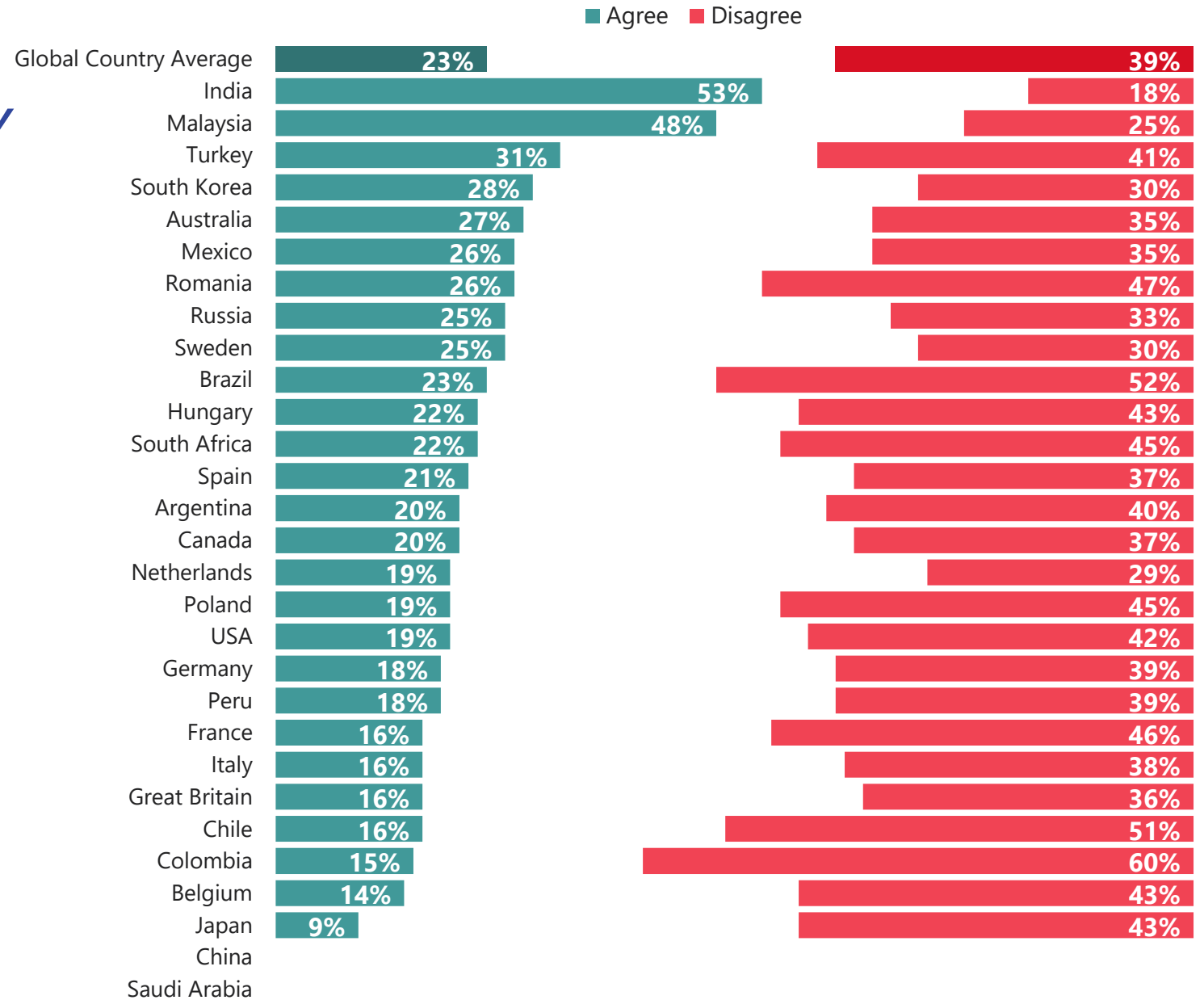
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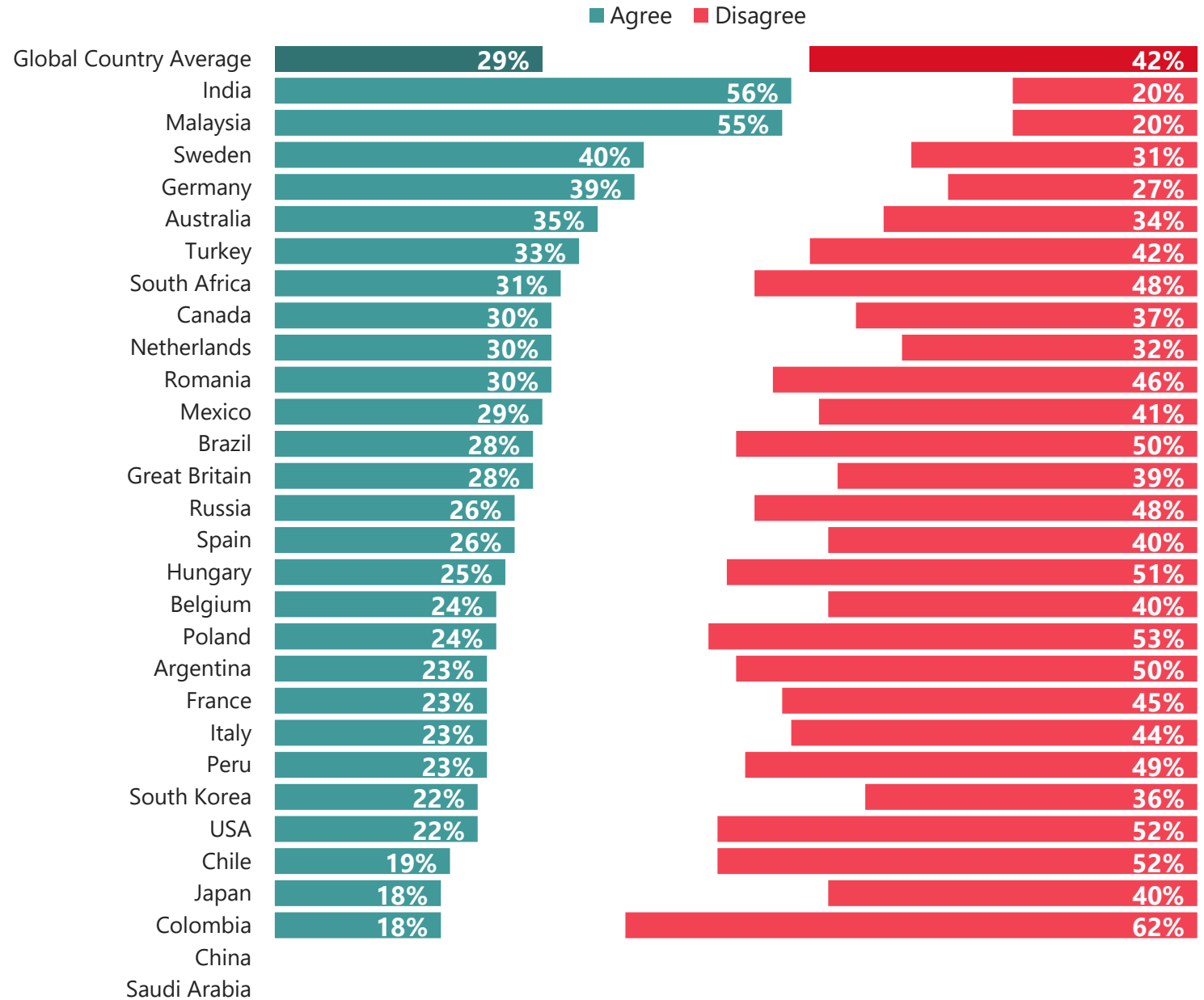
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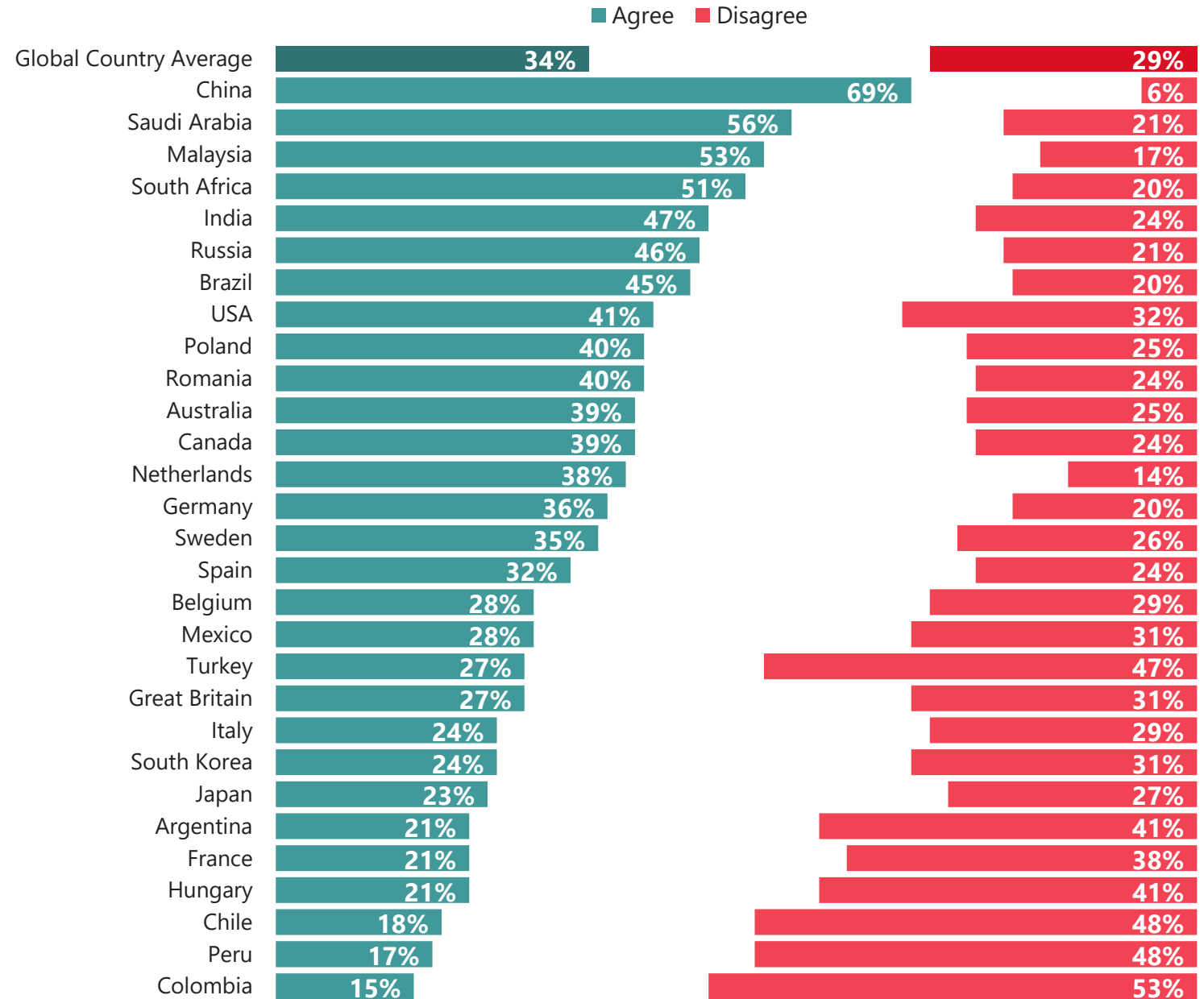
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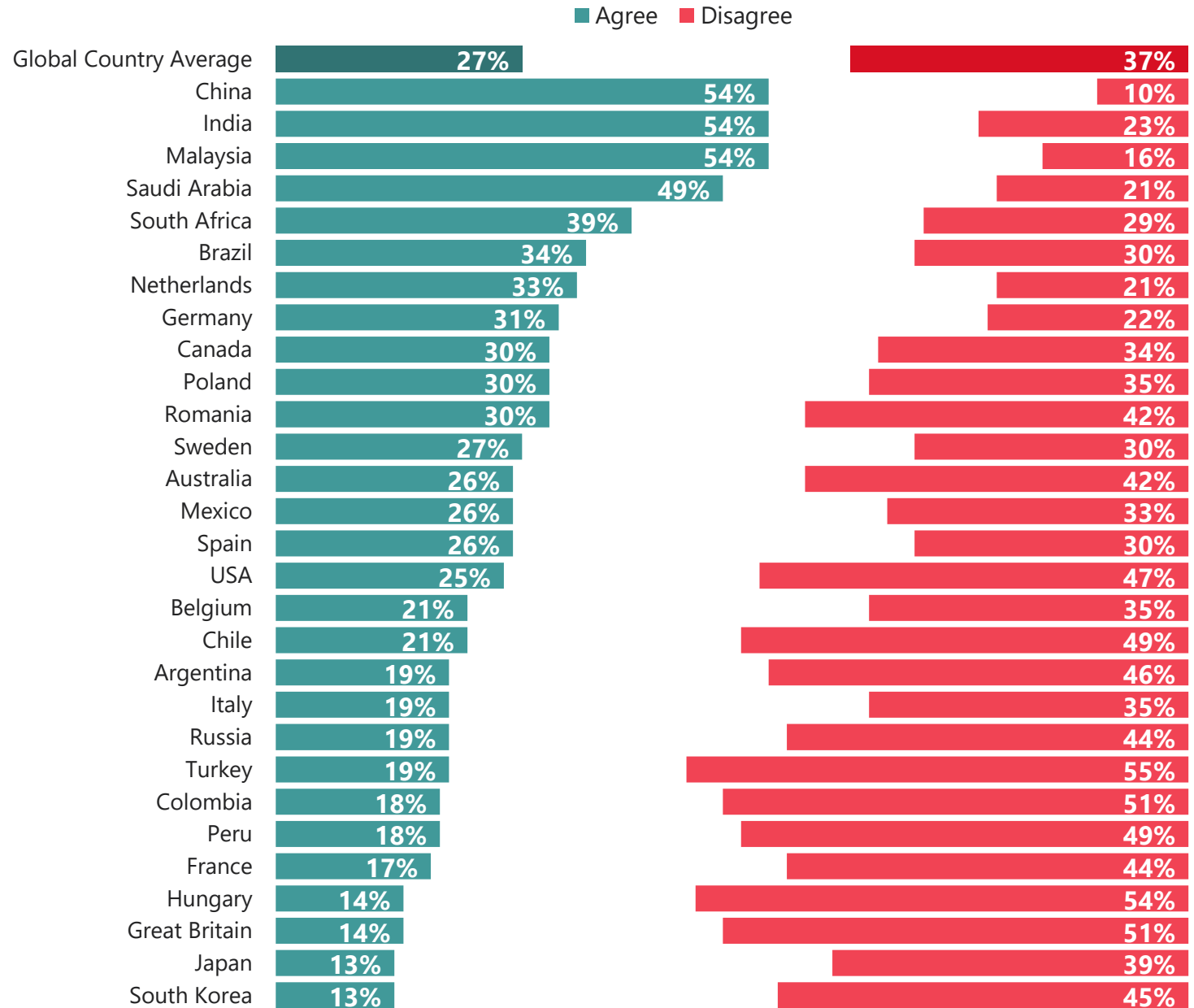
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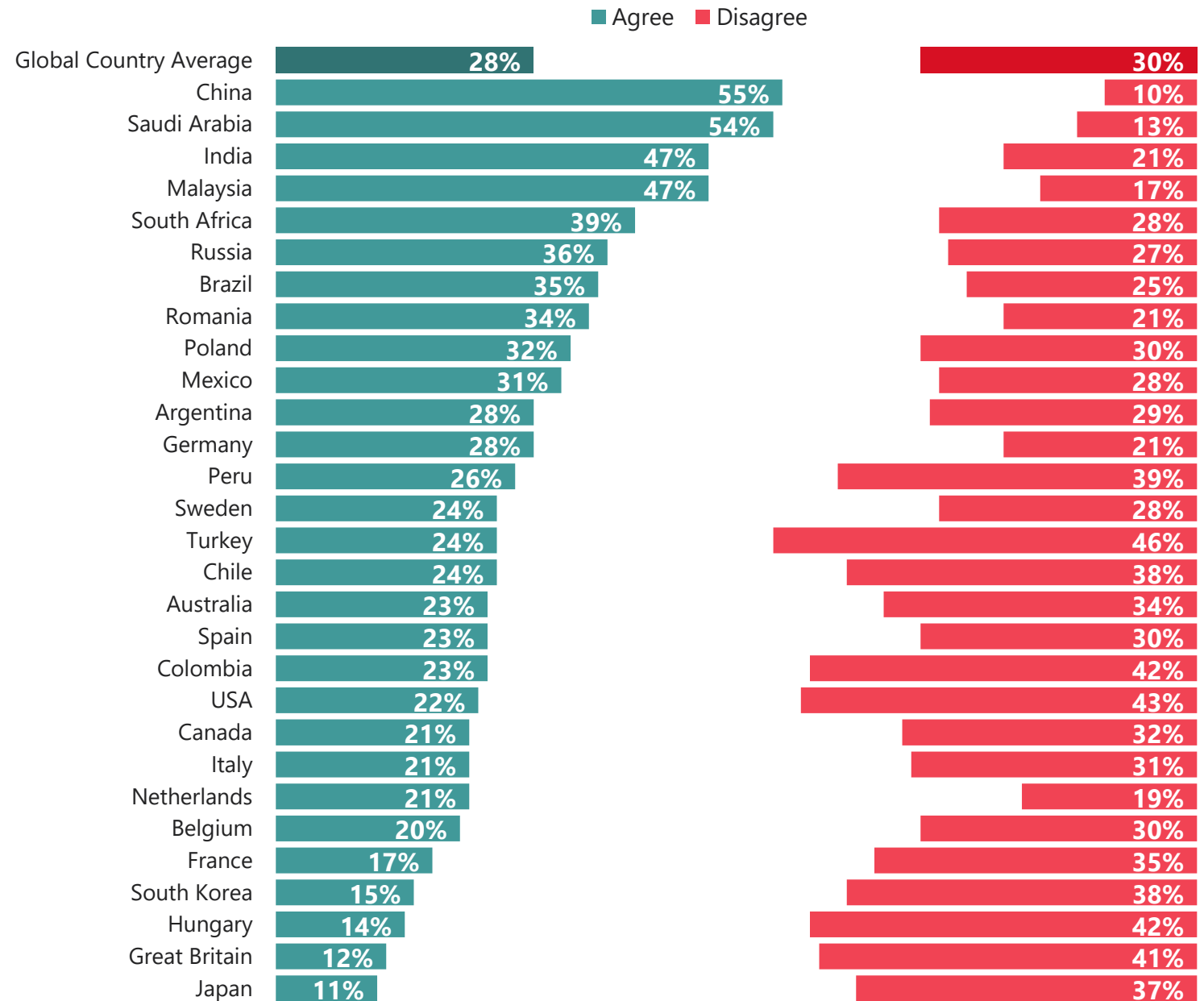
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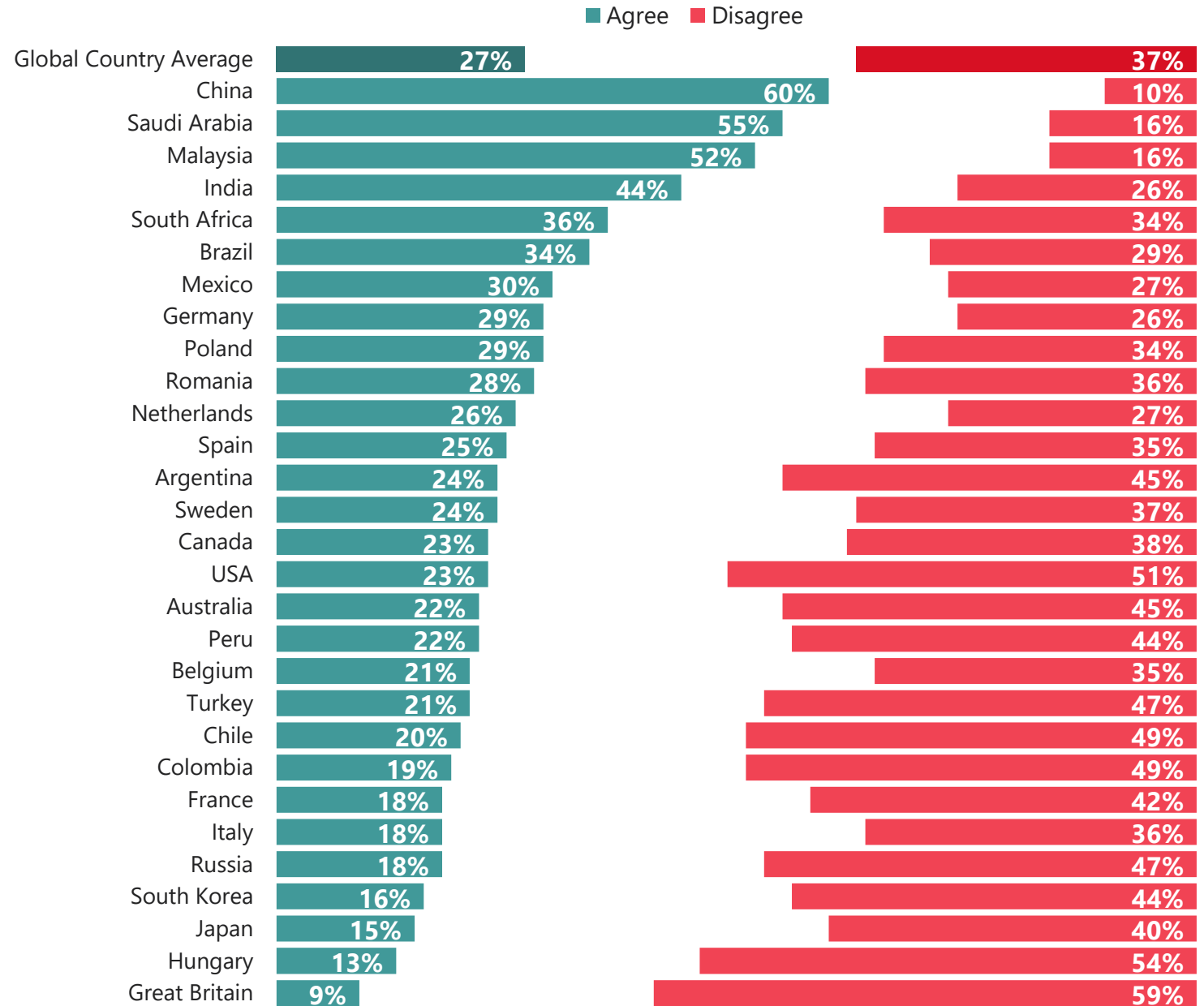
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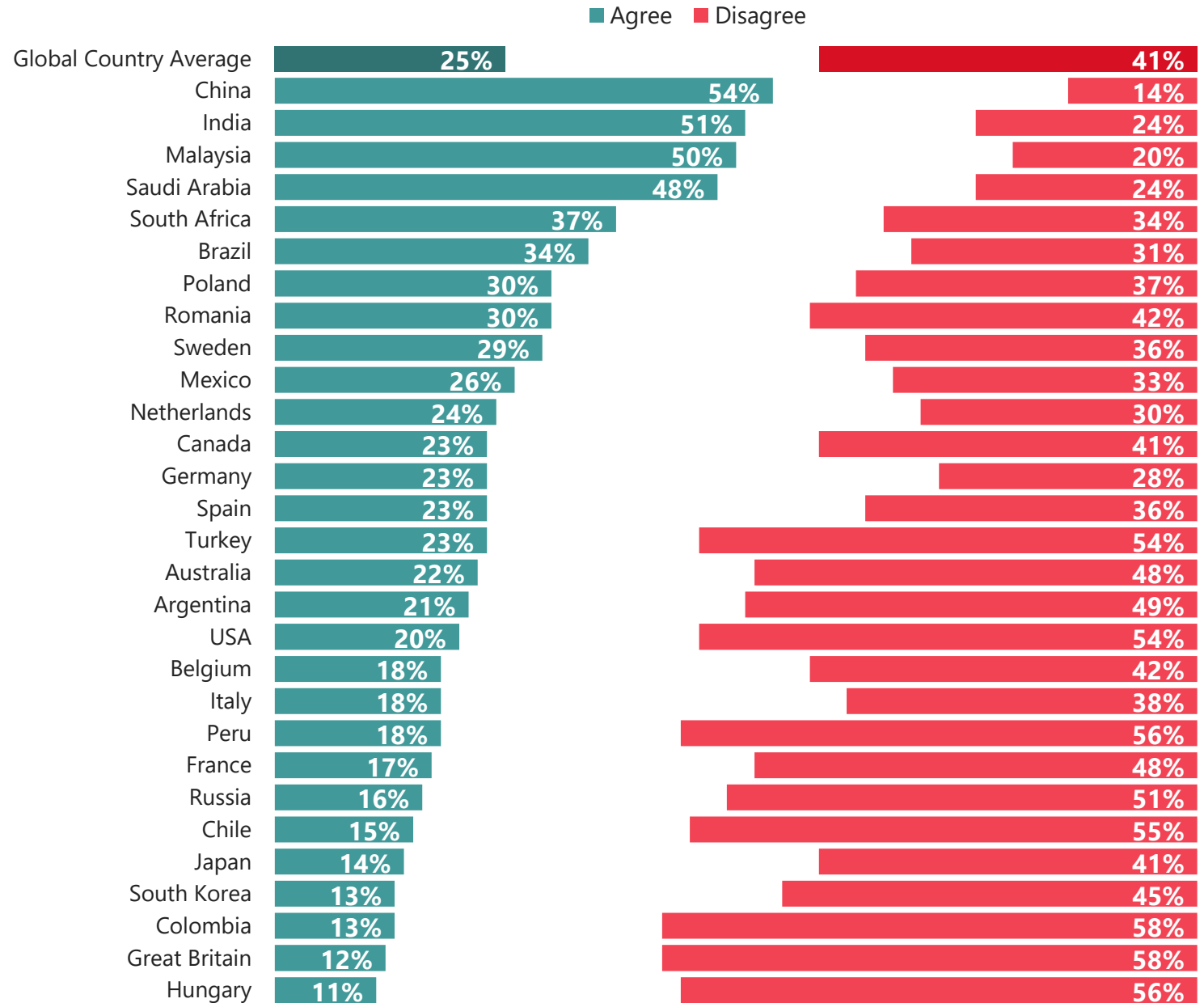
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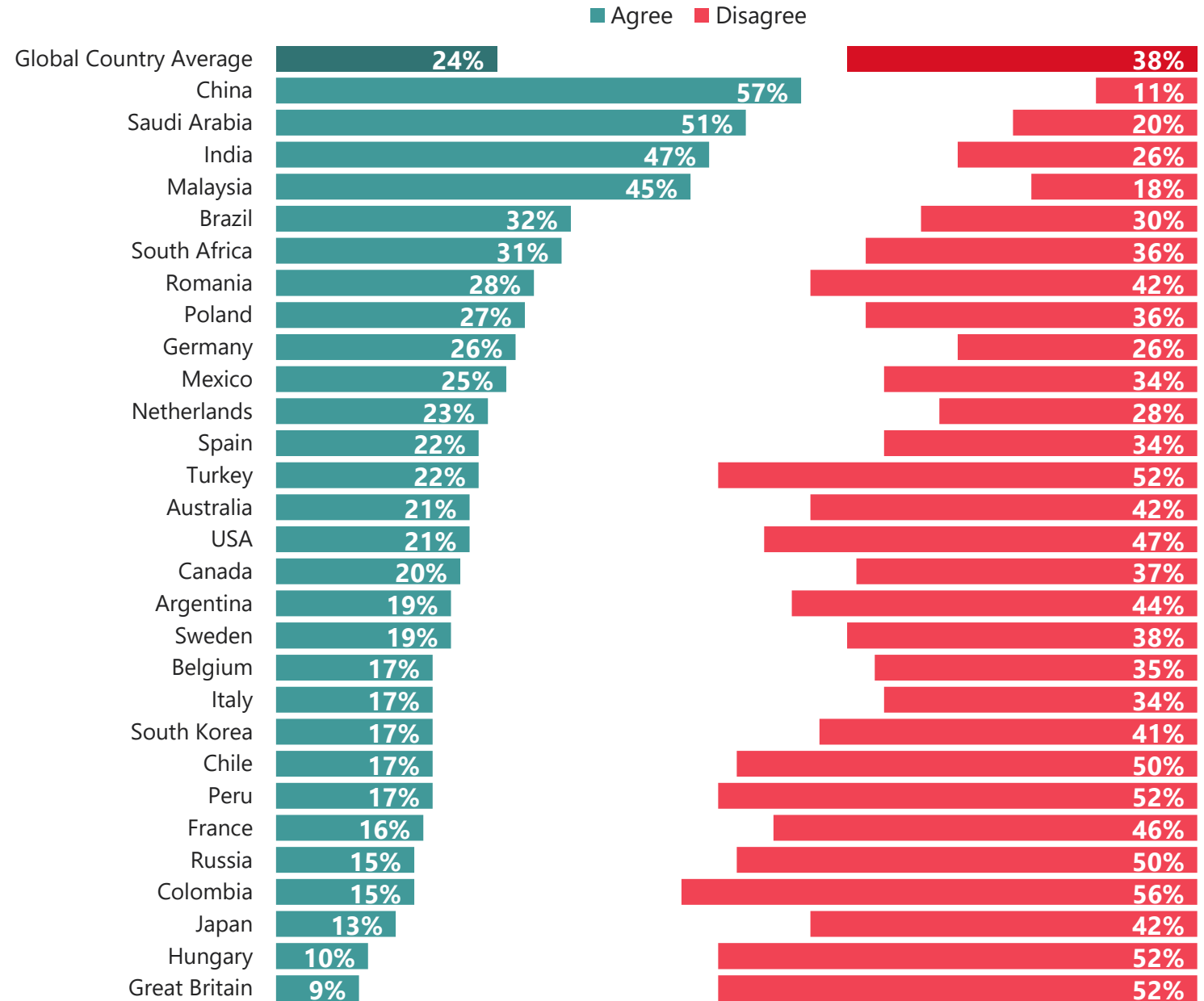
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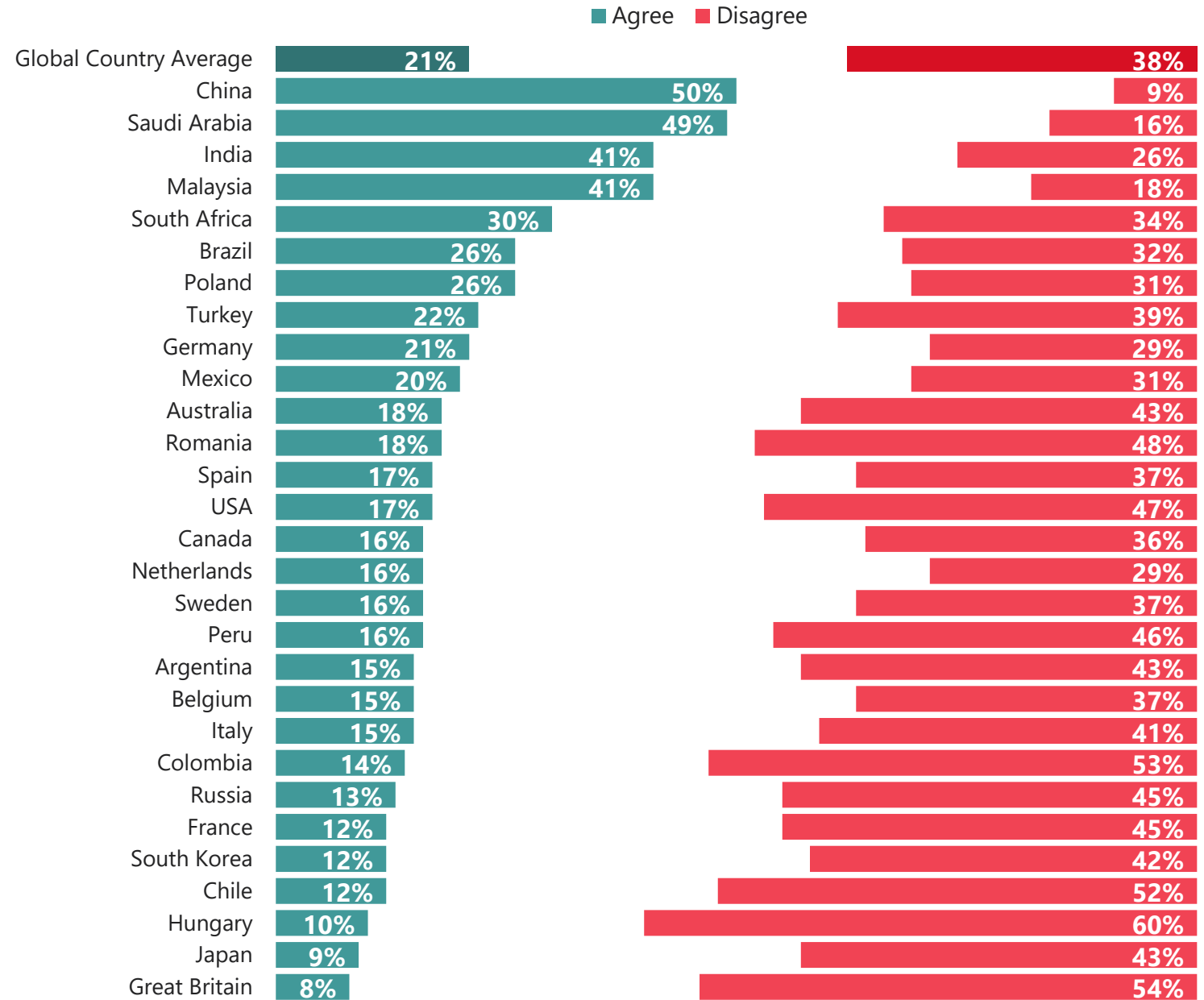
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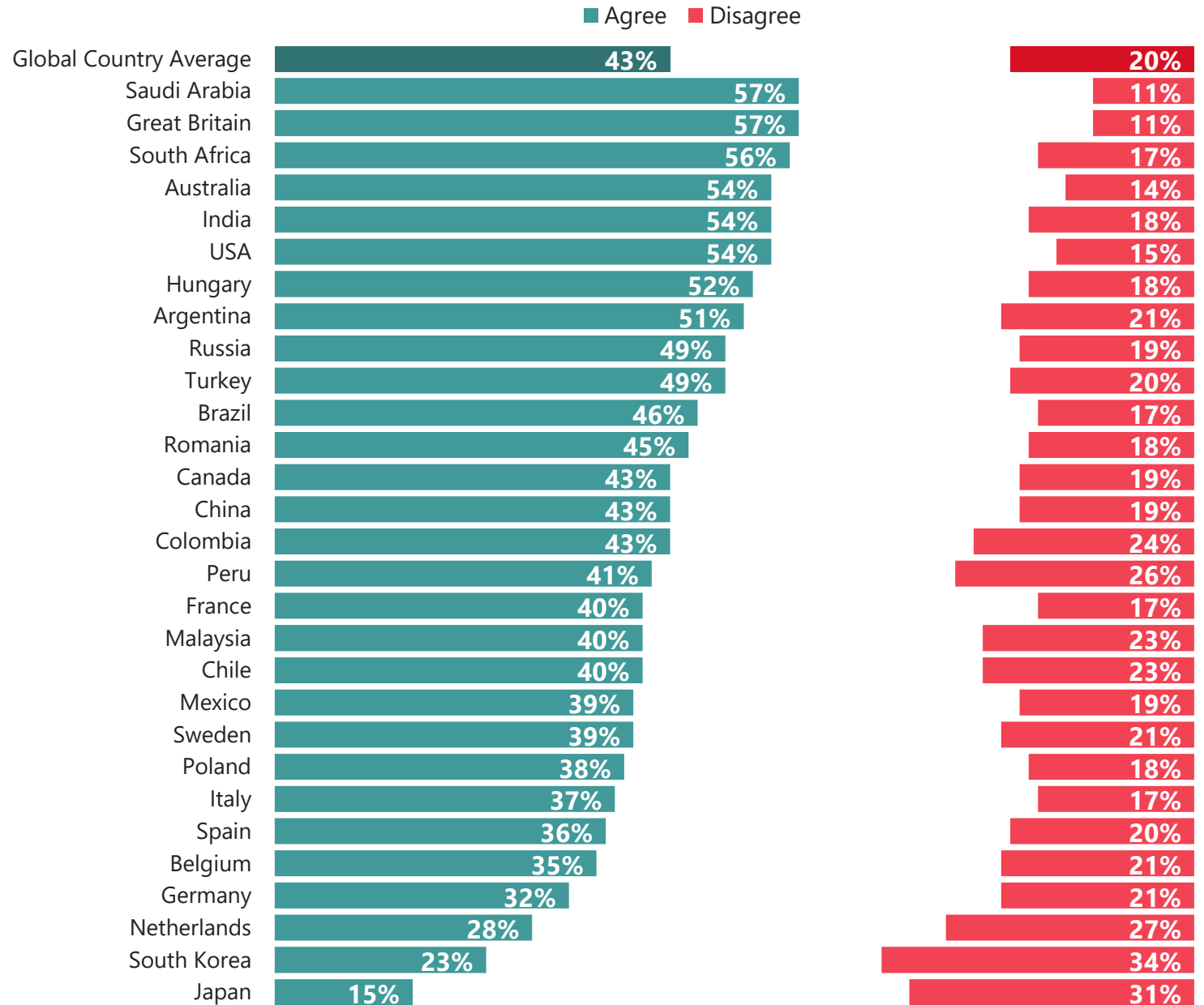
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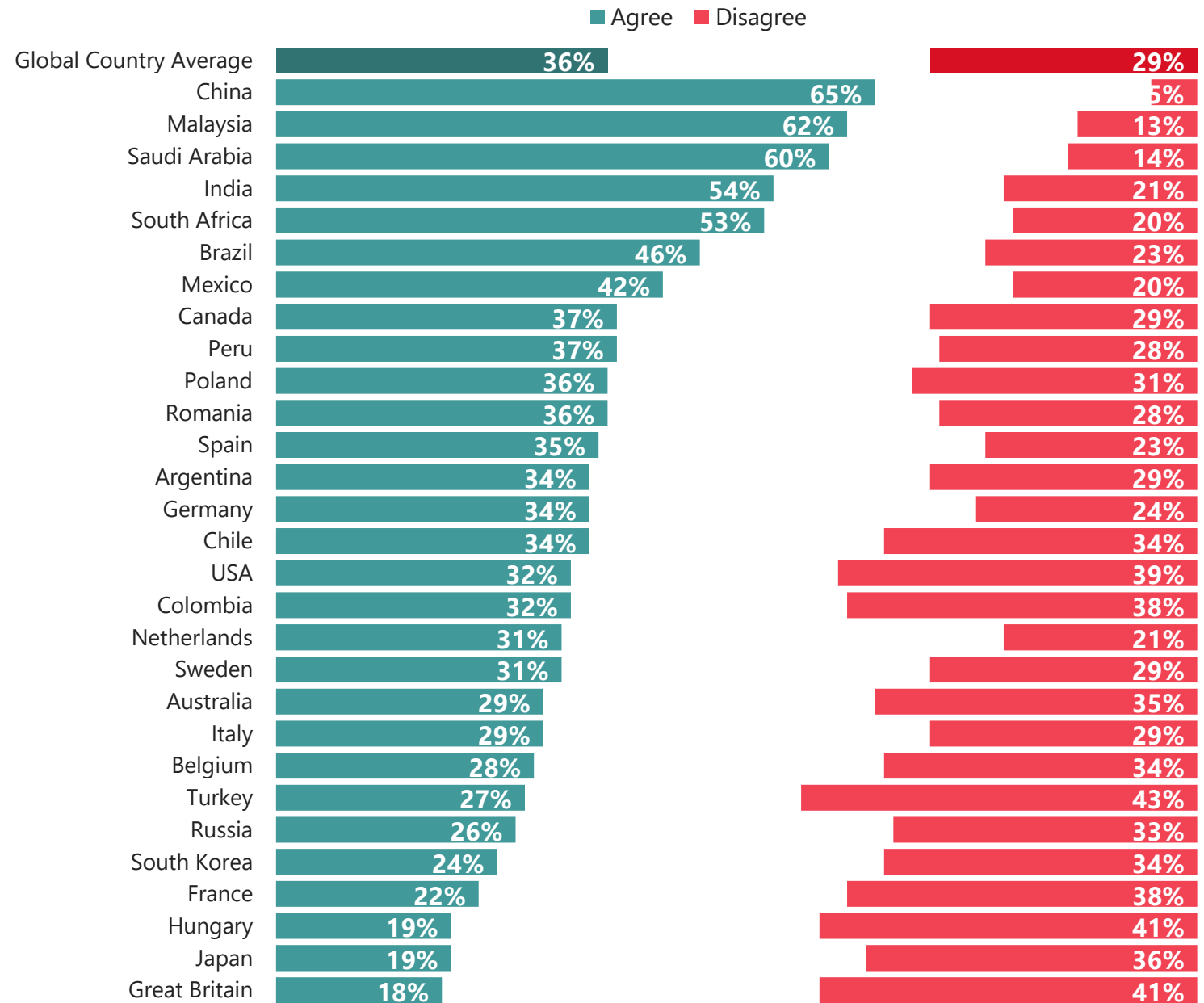
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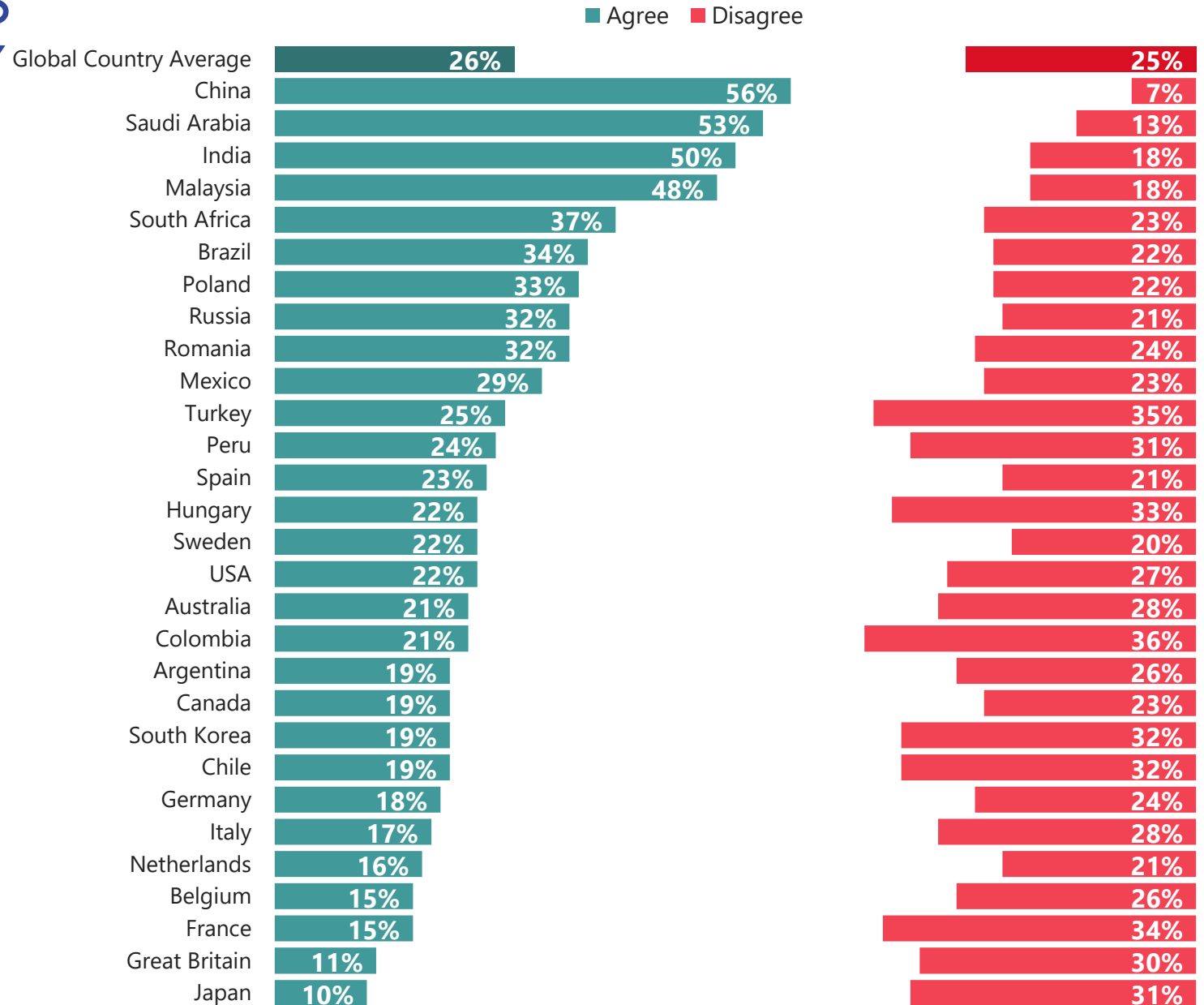
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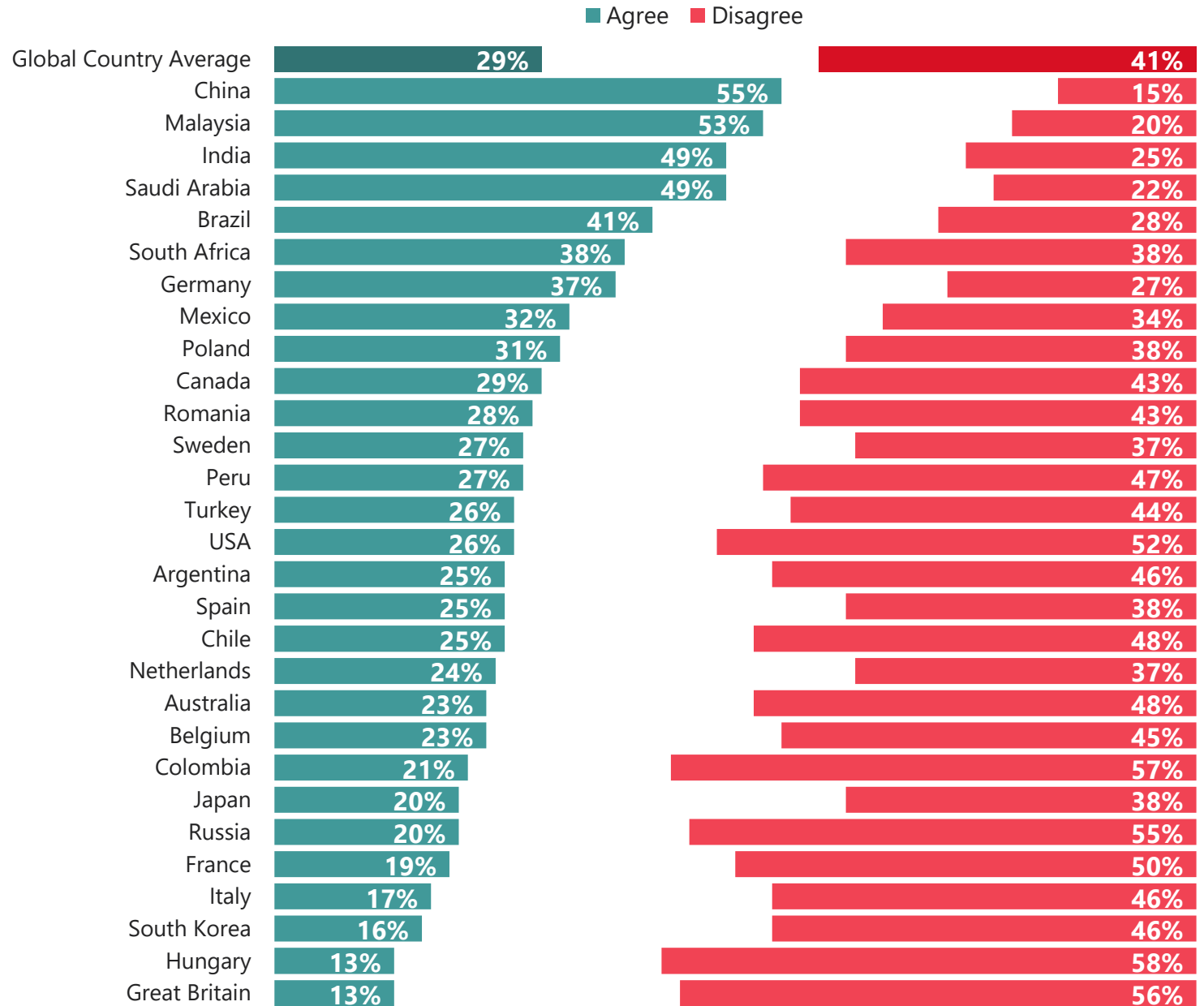
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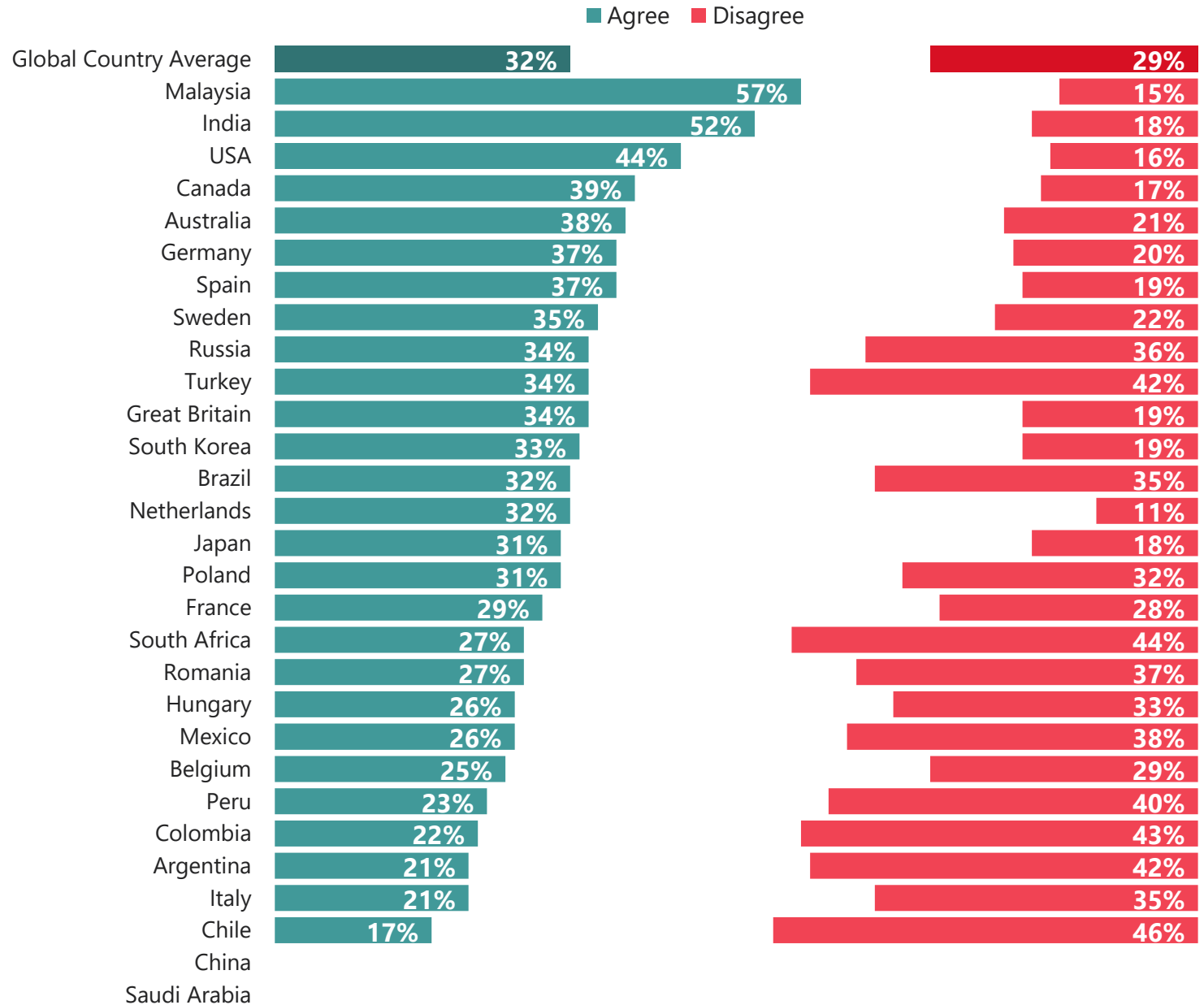
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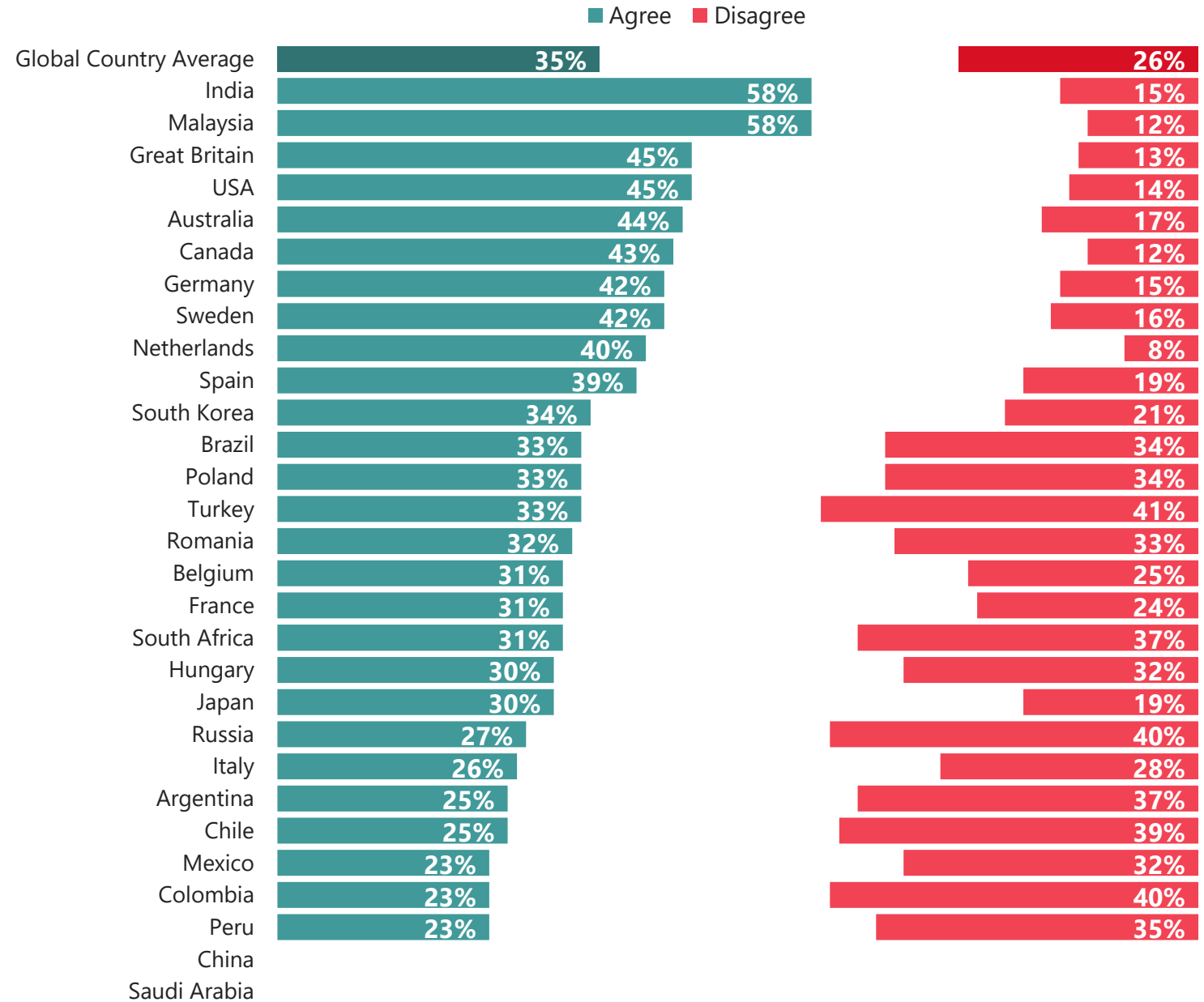
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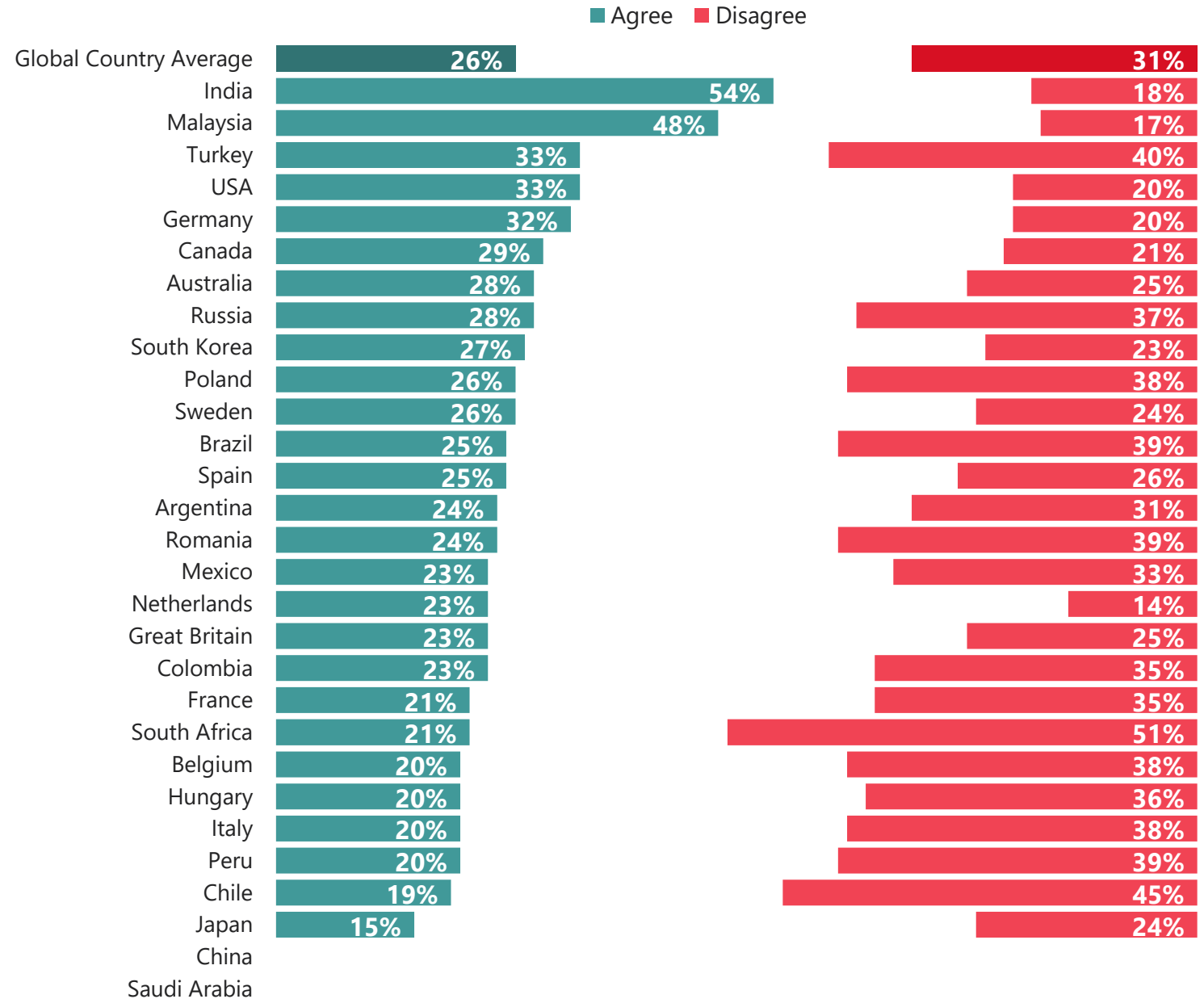
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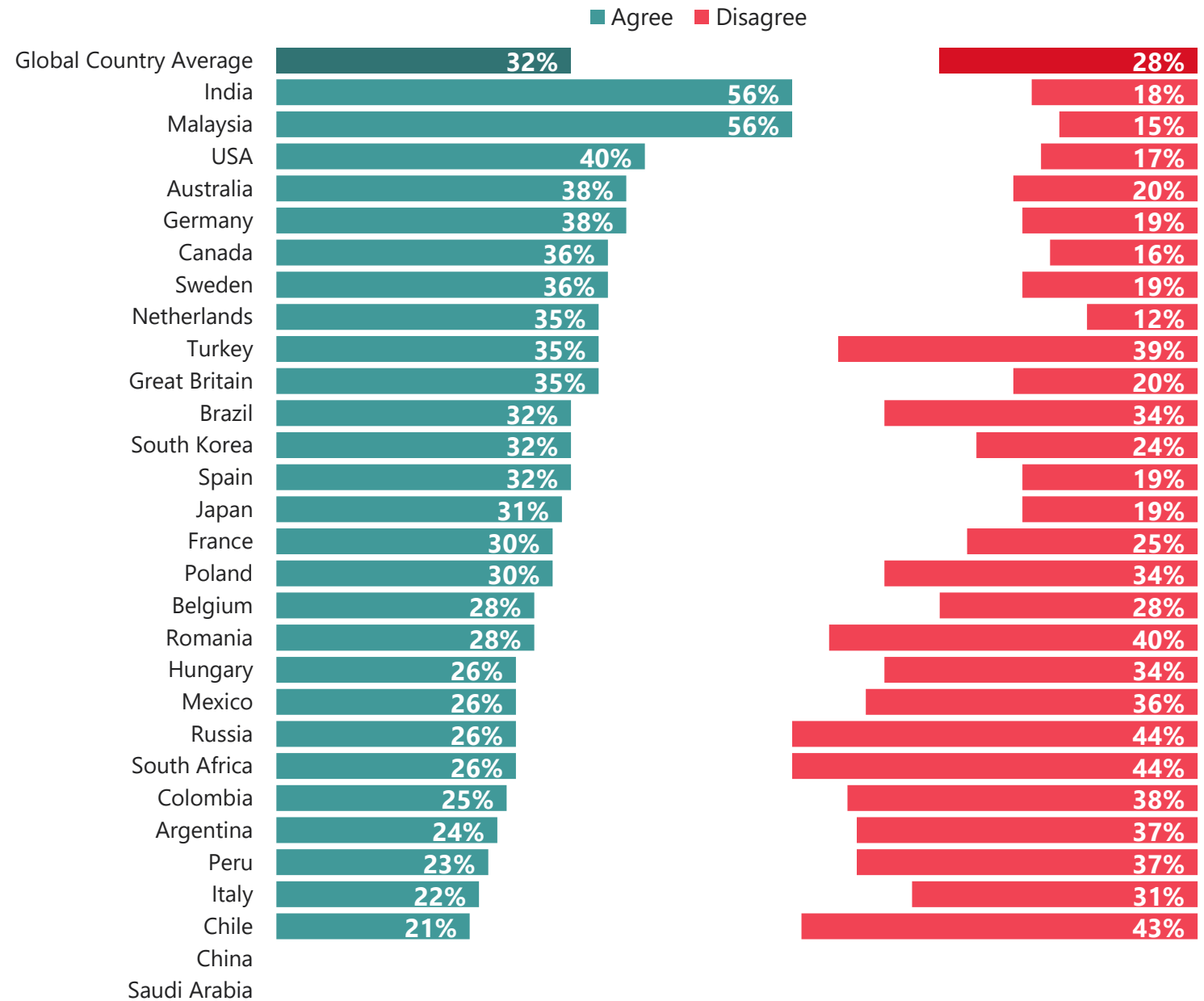
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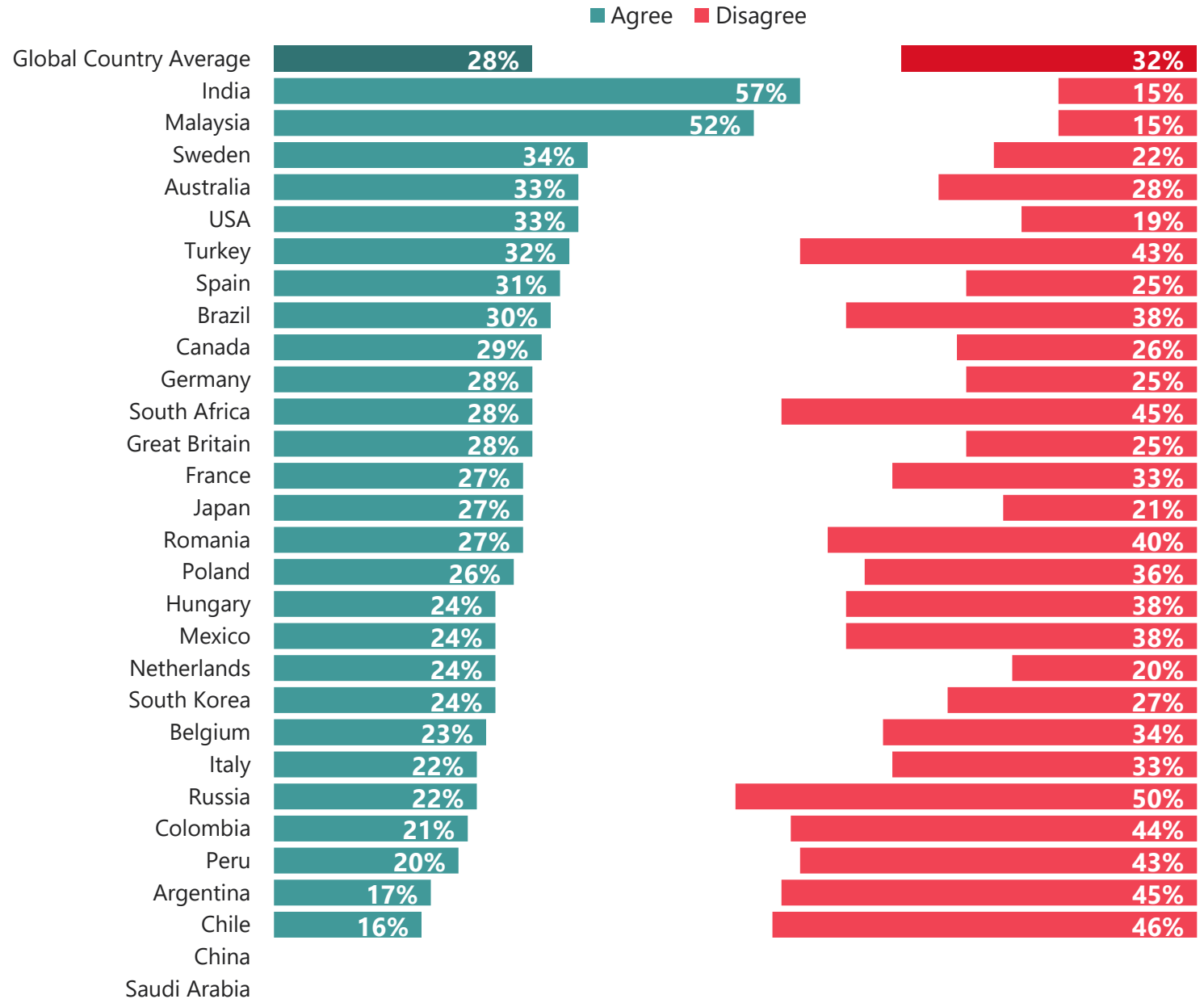
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# PUBLIC SERVICES - IF IT IS OPEN AND TRANSPARENT ABOUT WHAT IT DOES

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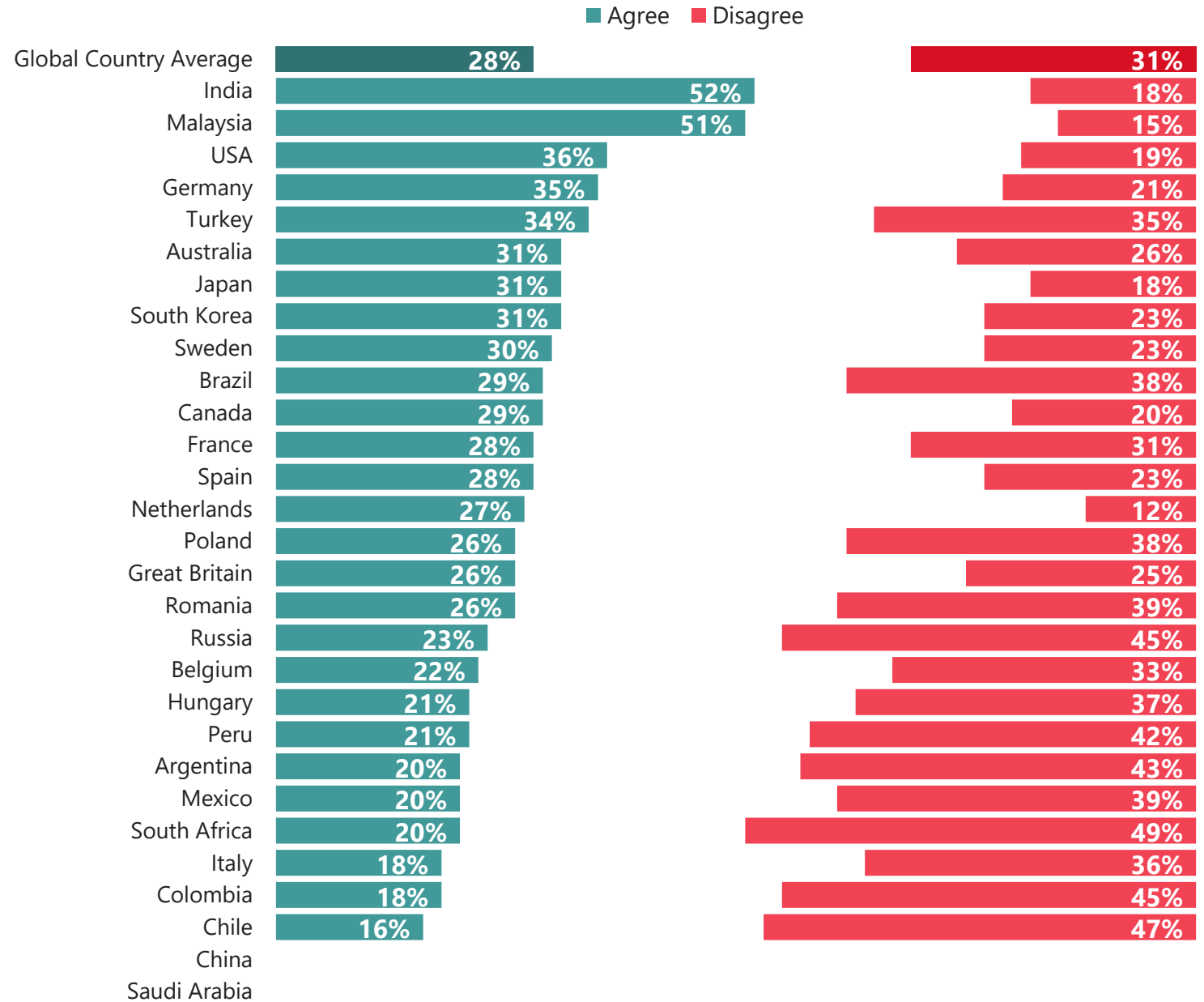
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# PUBLIC SERVICES - IF IT IS RELIABLE/KEEPS ITS PROMISES

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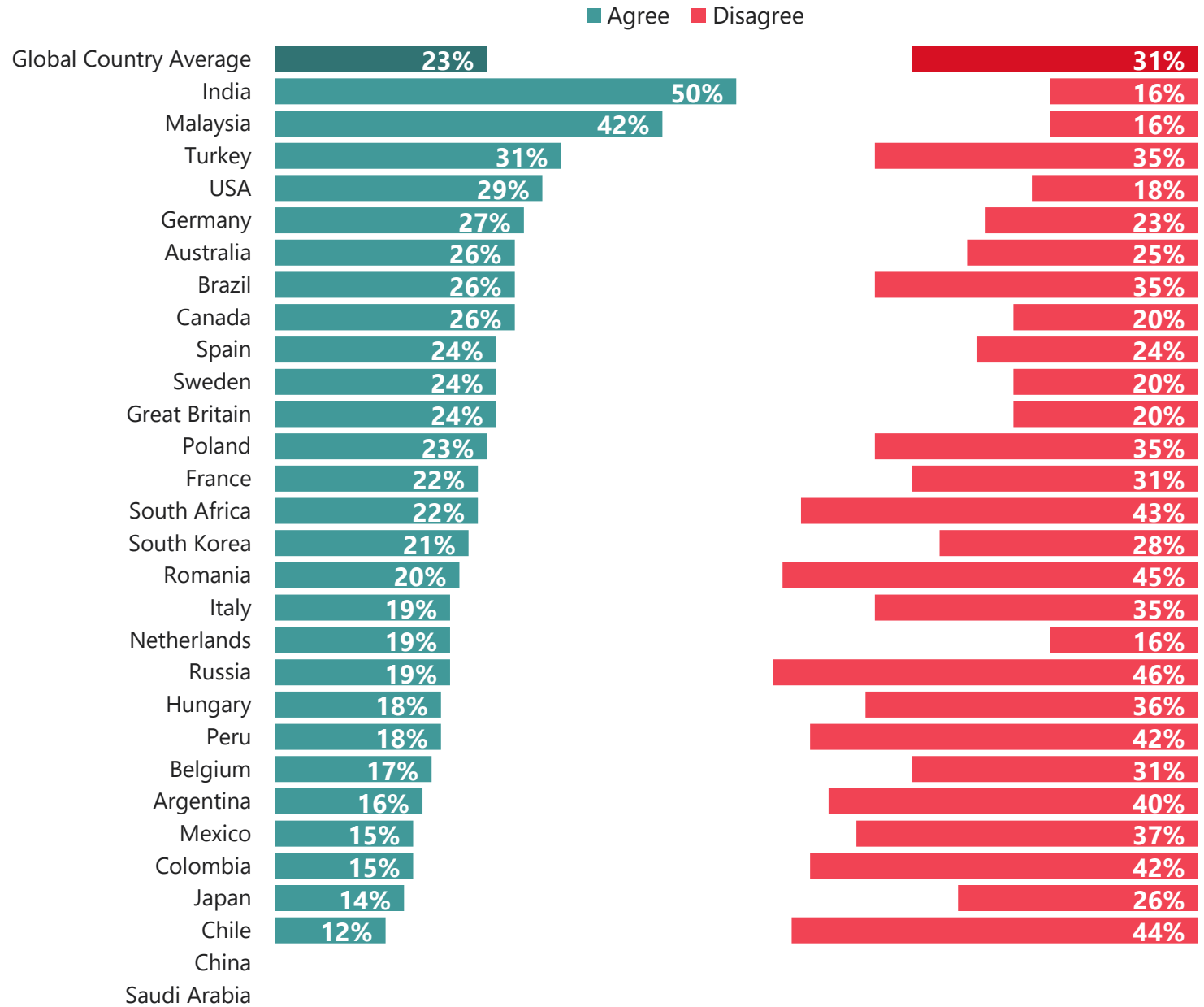
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# PUBLIC SERVICES - IF IT SHARES MY VALUES

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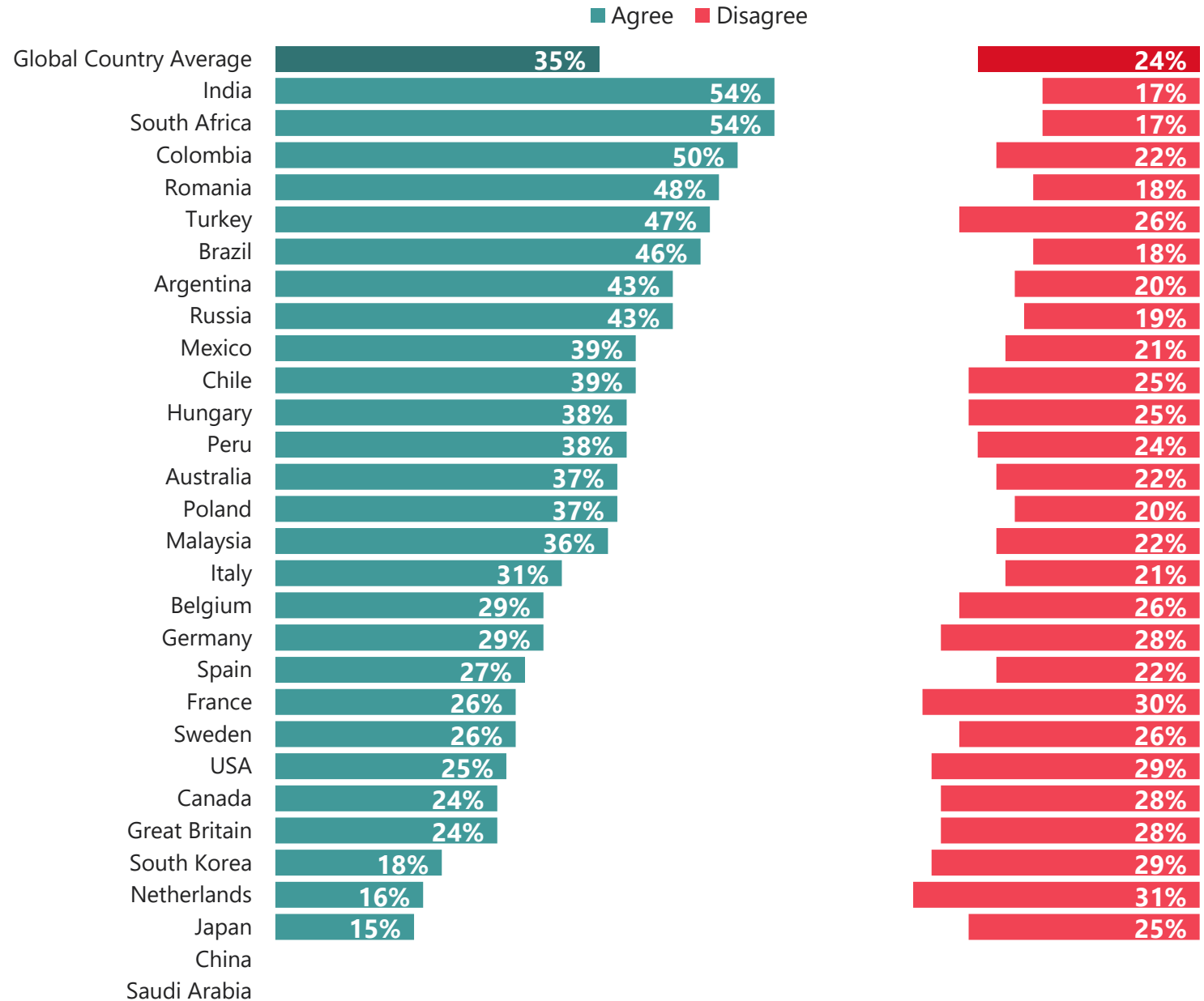
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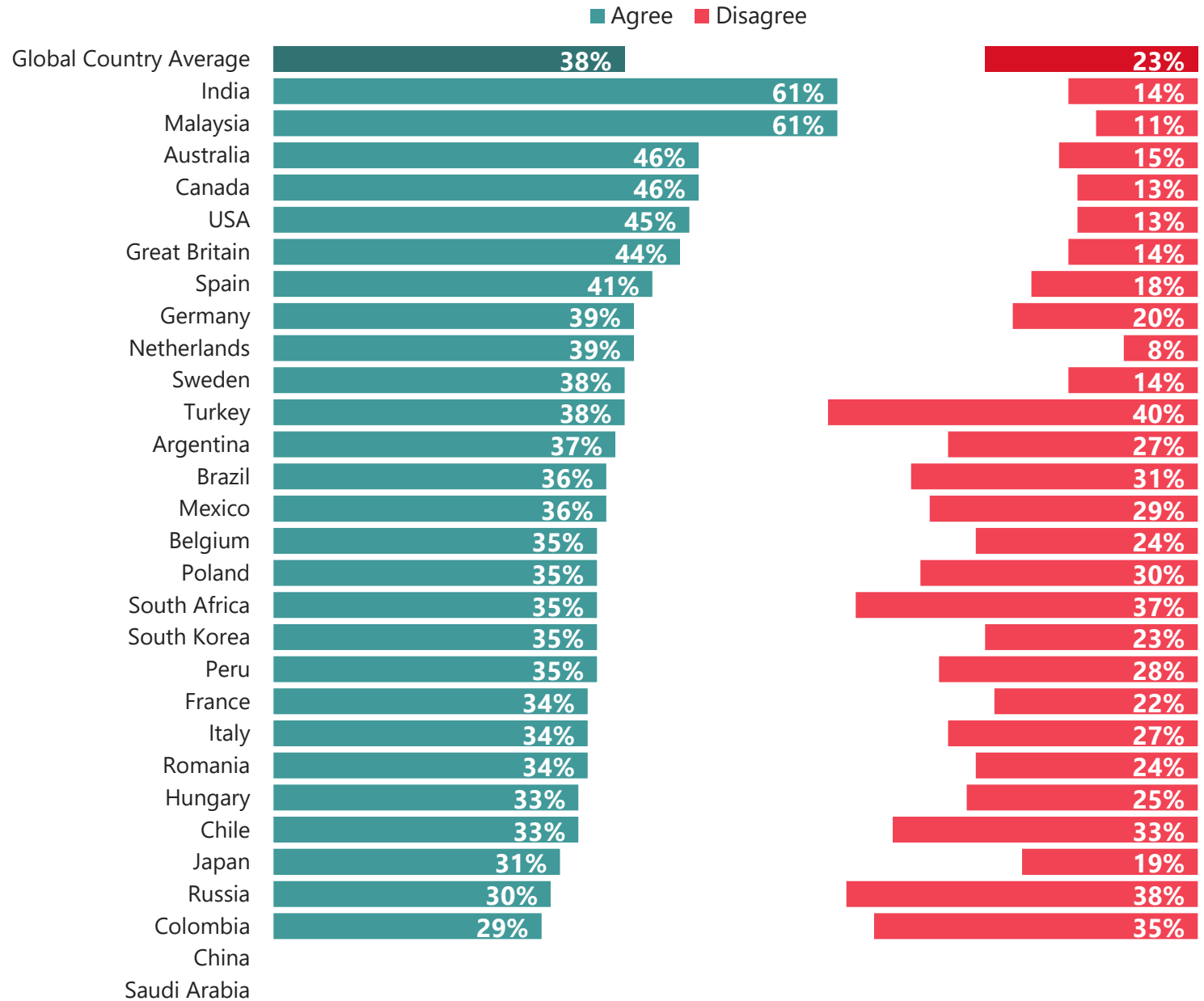
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# PUBLIC SERVICES - IF IT HAS BEHAVED WELL IN ITS RESPONSE TO THE COVID-19 PANDEMIC

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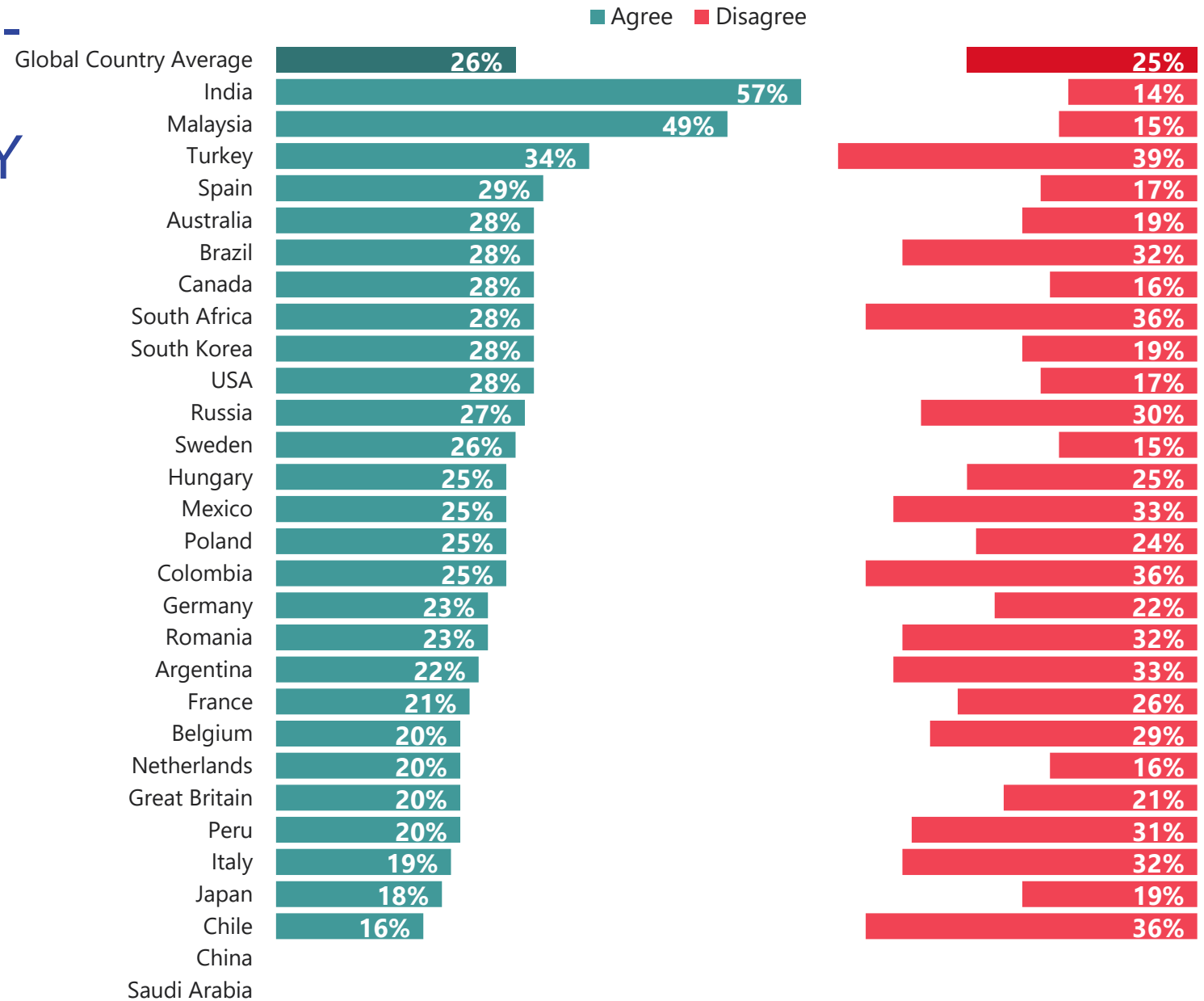
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# PUBLIC SERVICES - IF IT IS ENVIRONMENTALLY SUSTAINABLE

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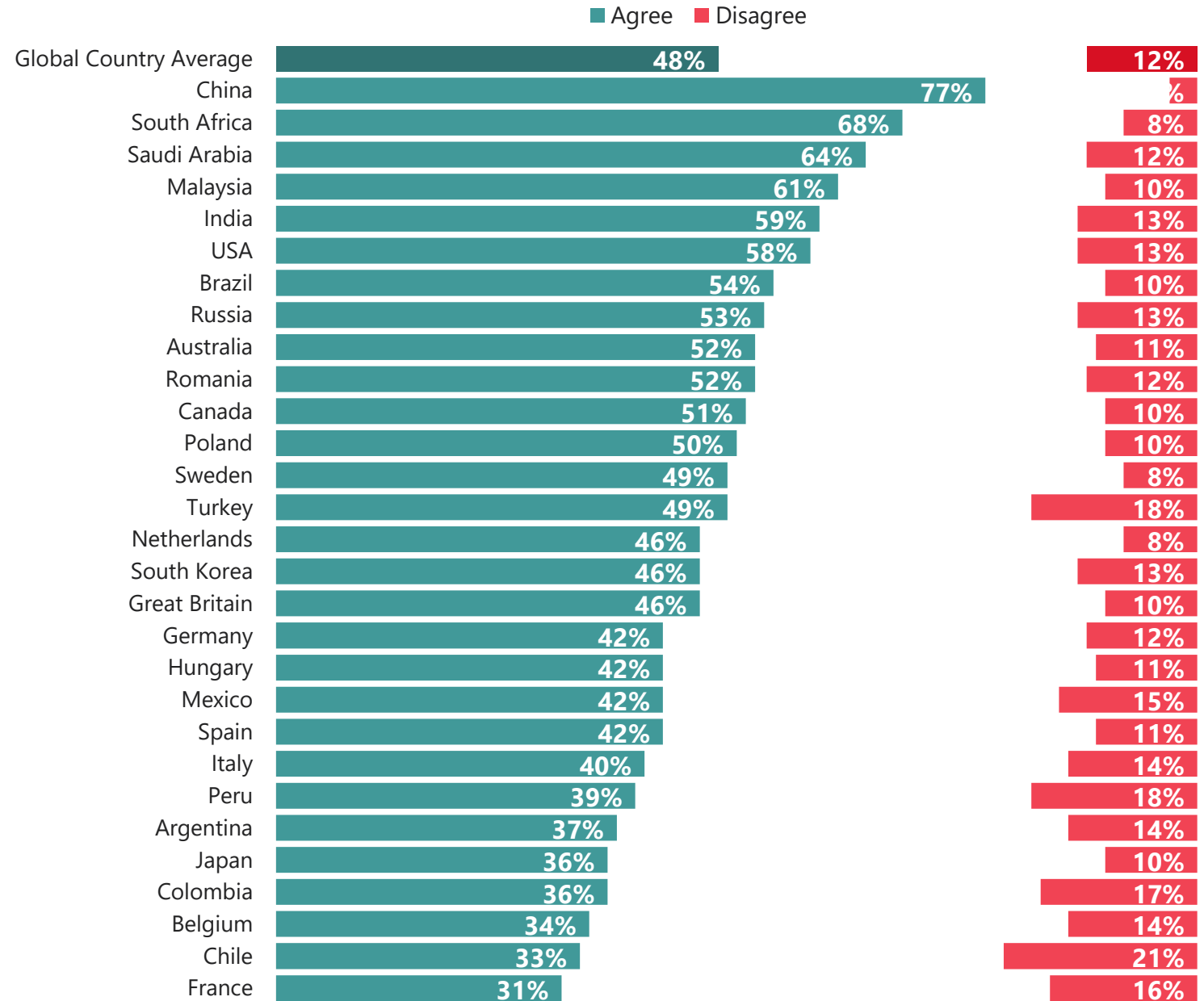
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# TECHNOLOGY COMPANIES

# TECHNOLOGY COMPANIES - IF IT IS GOOD AT WHAT IT DOES

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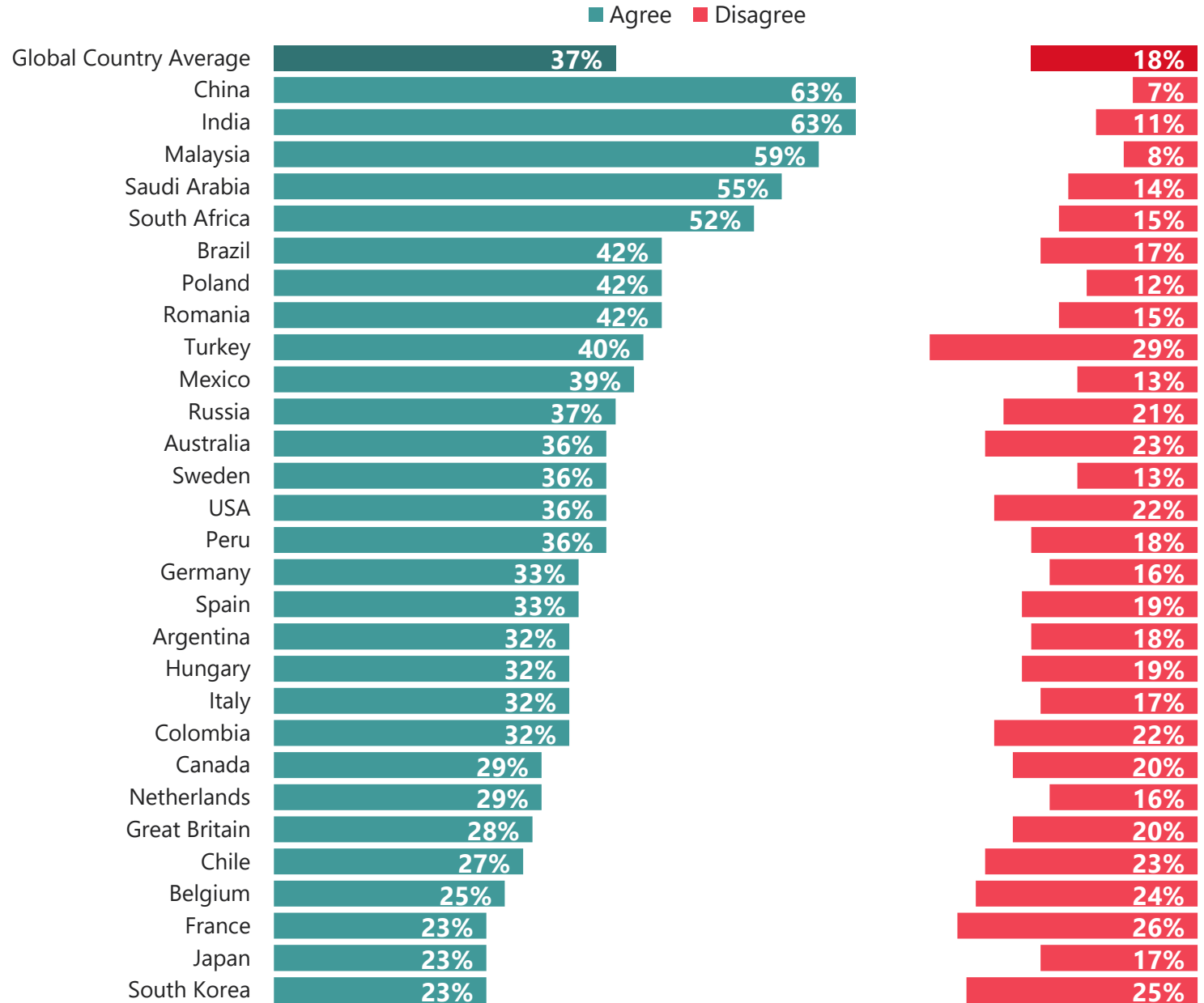
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# TECHNOLOGY COMPANIES - IF IT DOES WHAT IT DOES WITH THE BEST OF INTENTIONS

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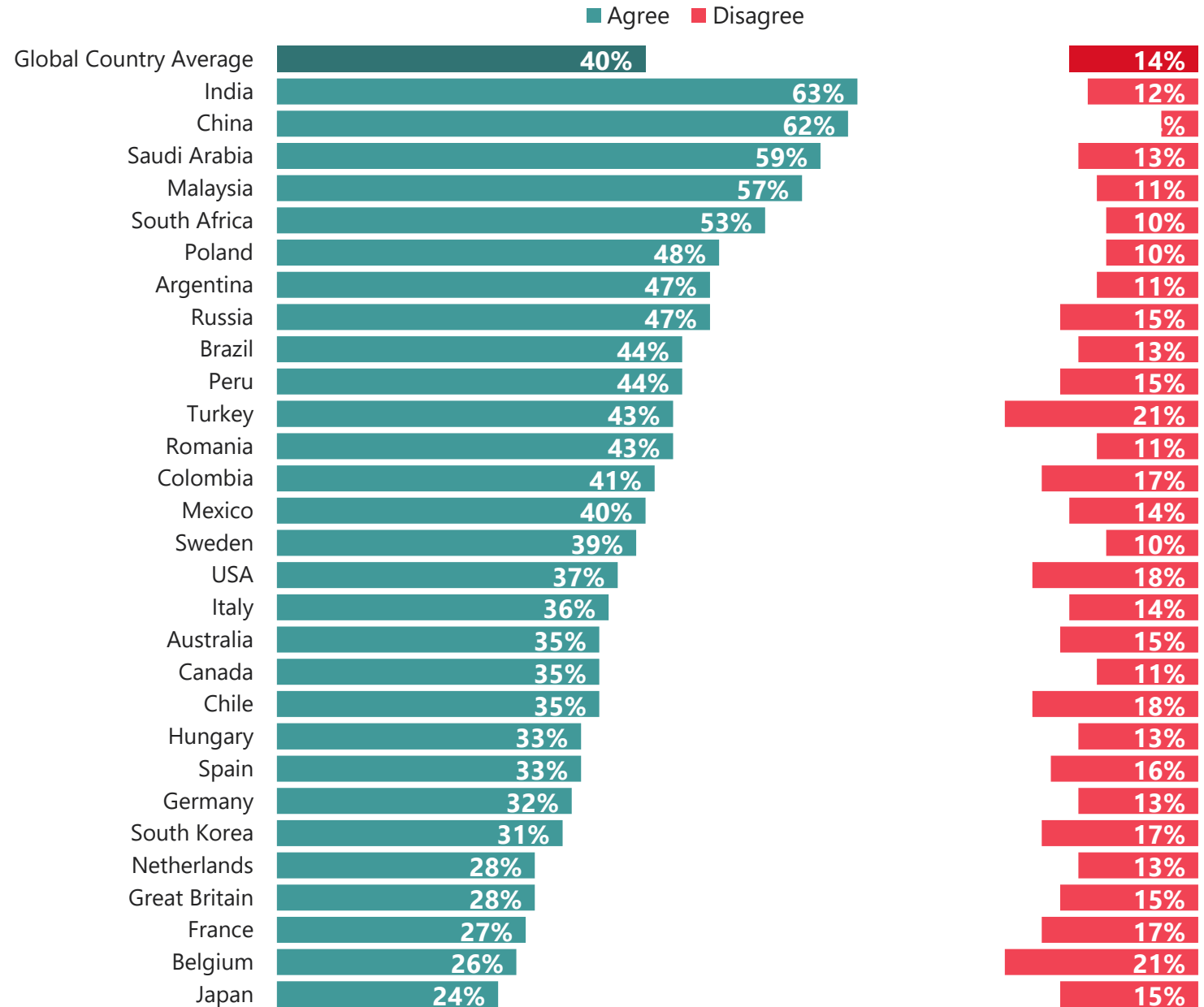
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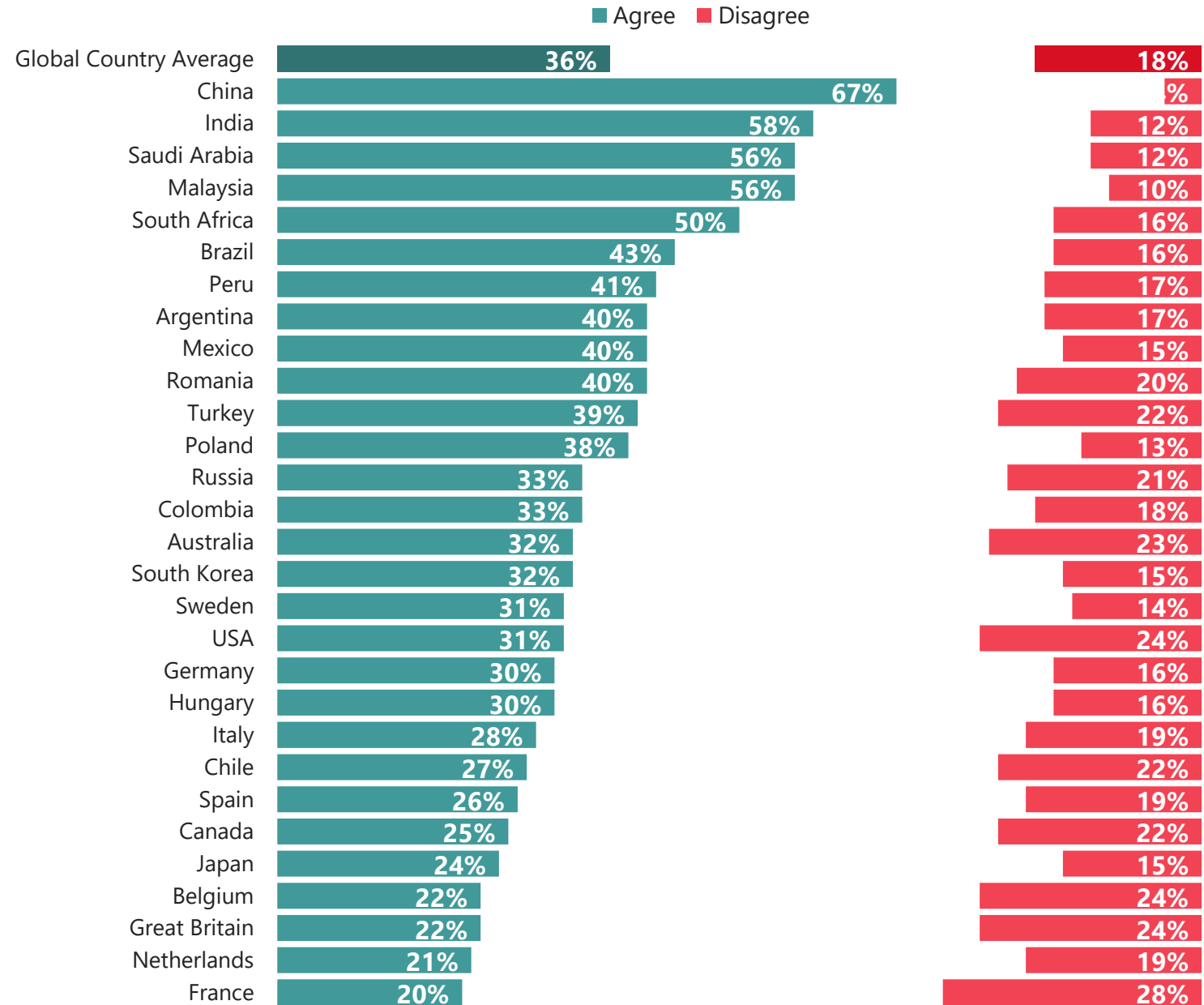
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# TECHNOLOGY COMPANIES - IF IT BEHAVES RESPONSIBLY

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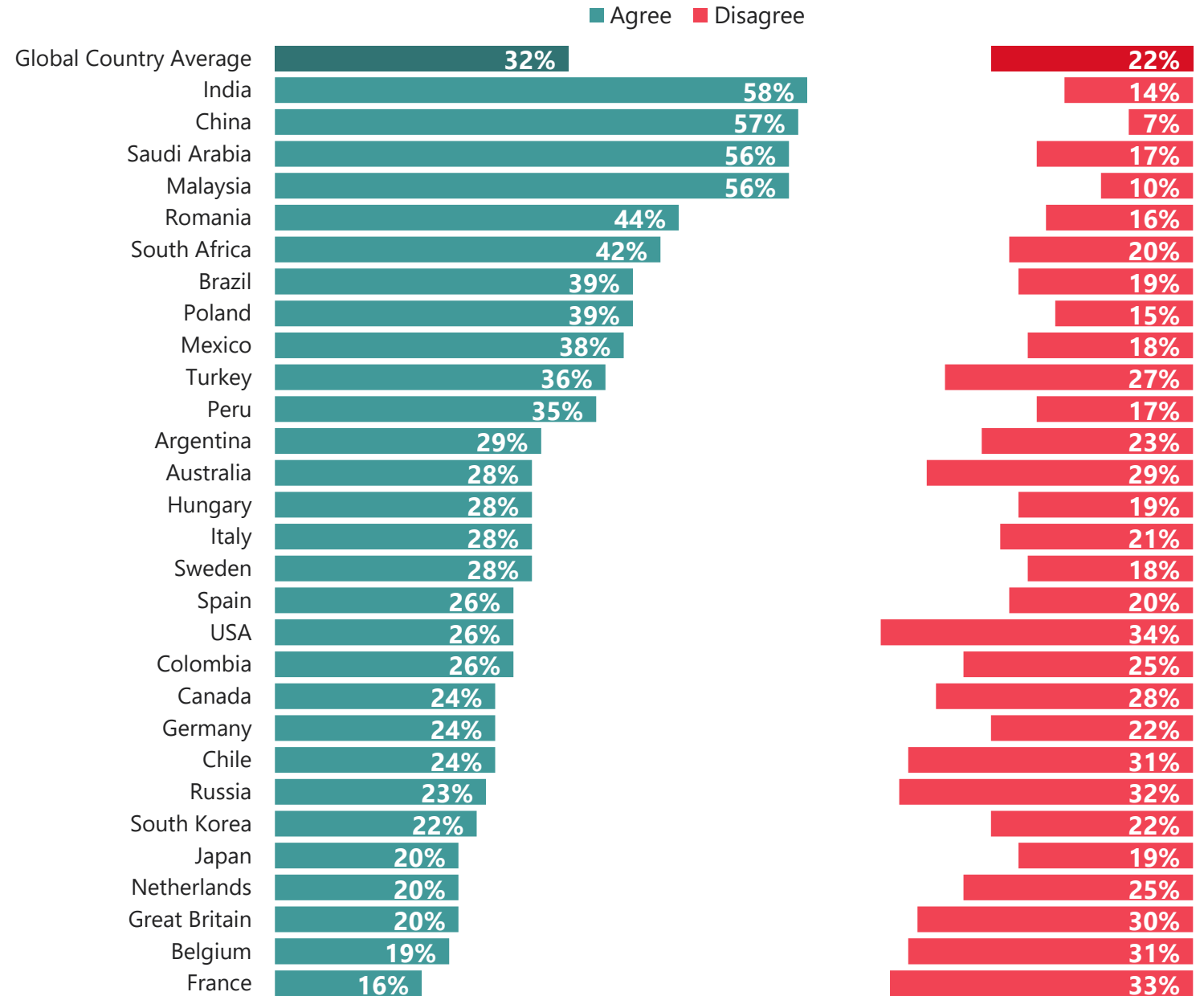
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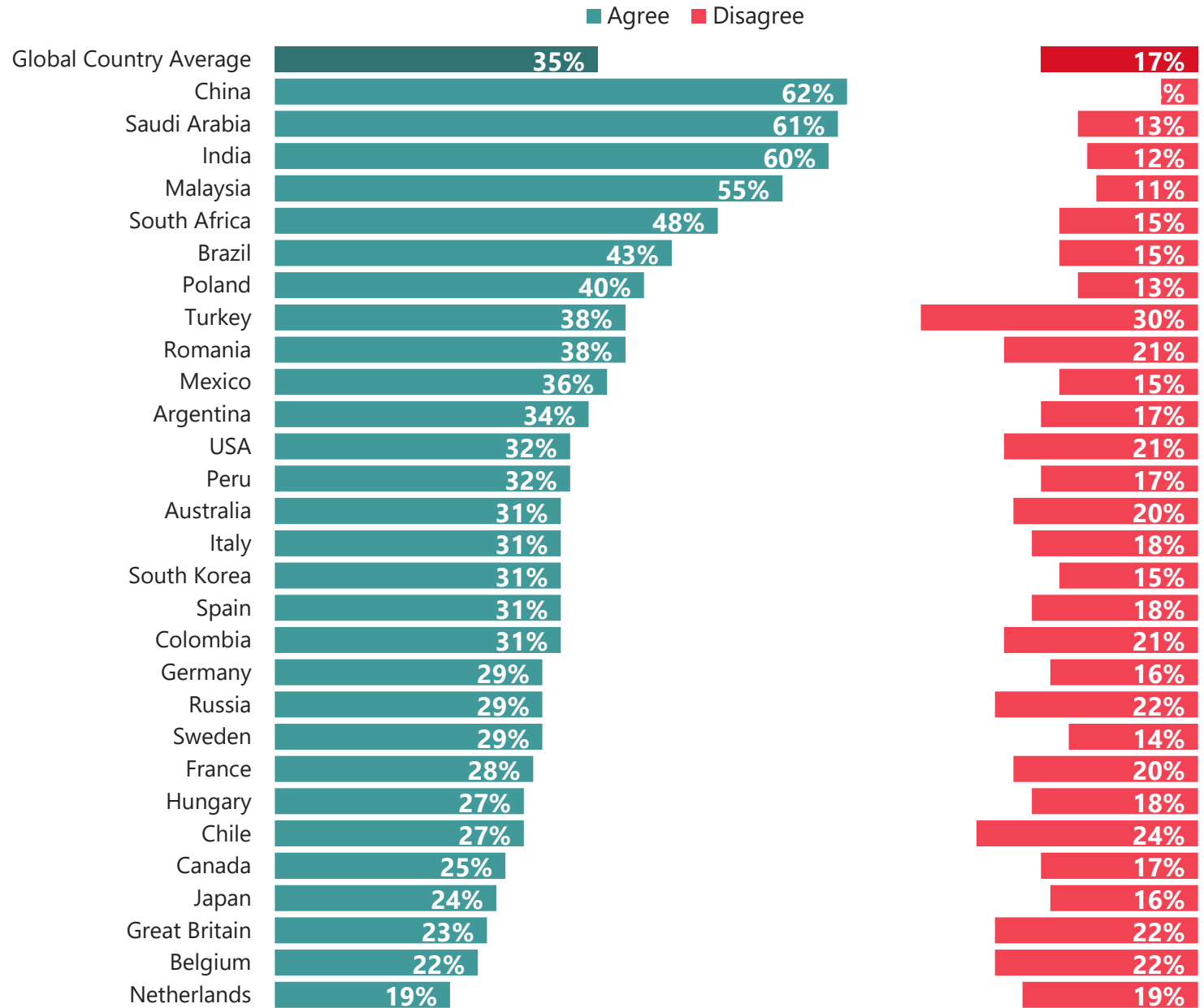
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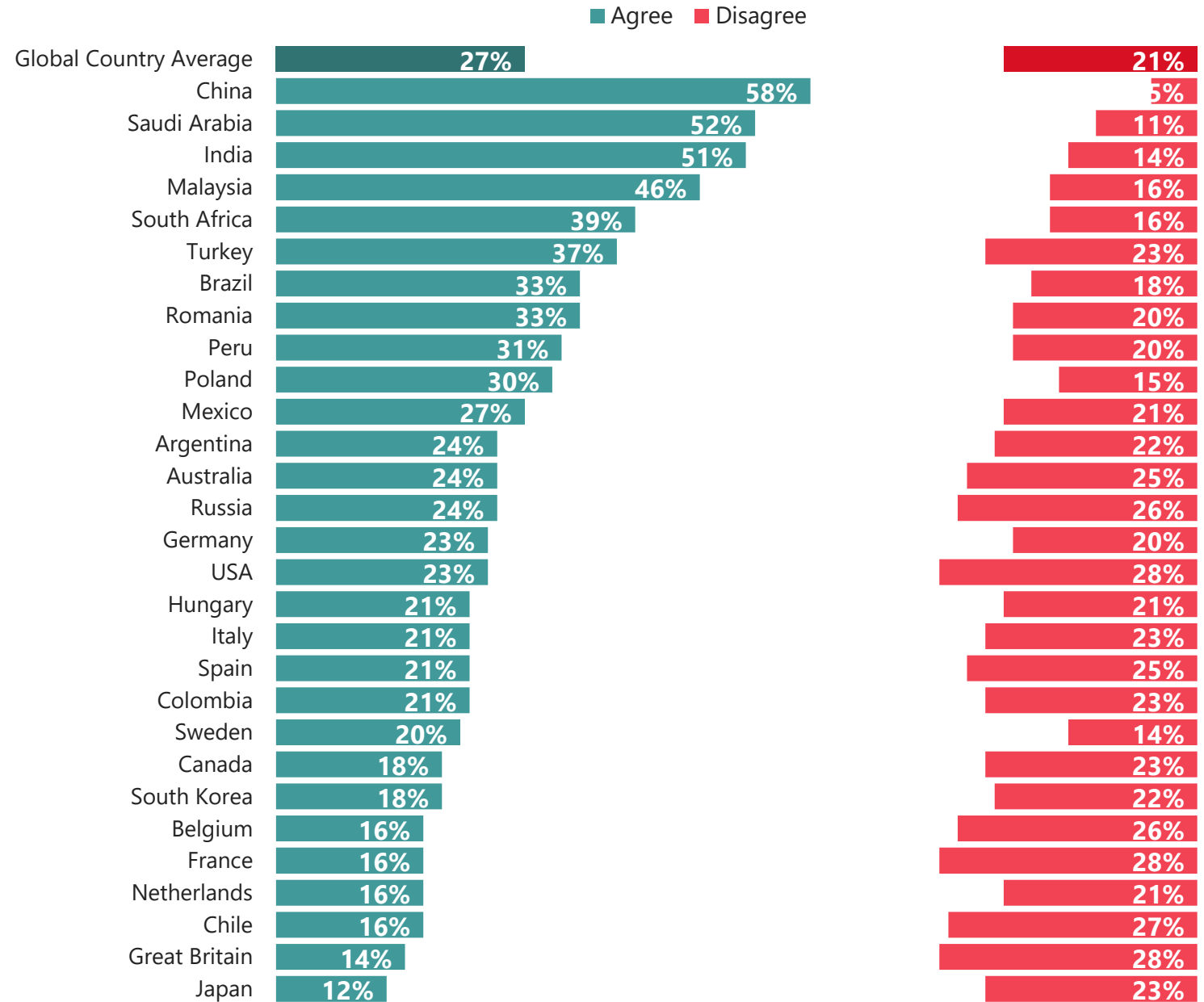
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# TECHNOLOGY COMPANIES - IF IT SHARES MY VALUES

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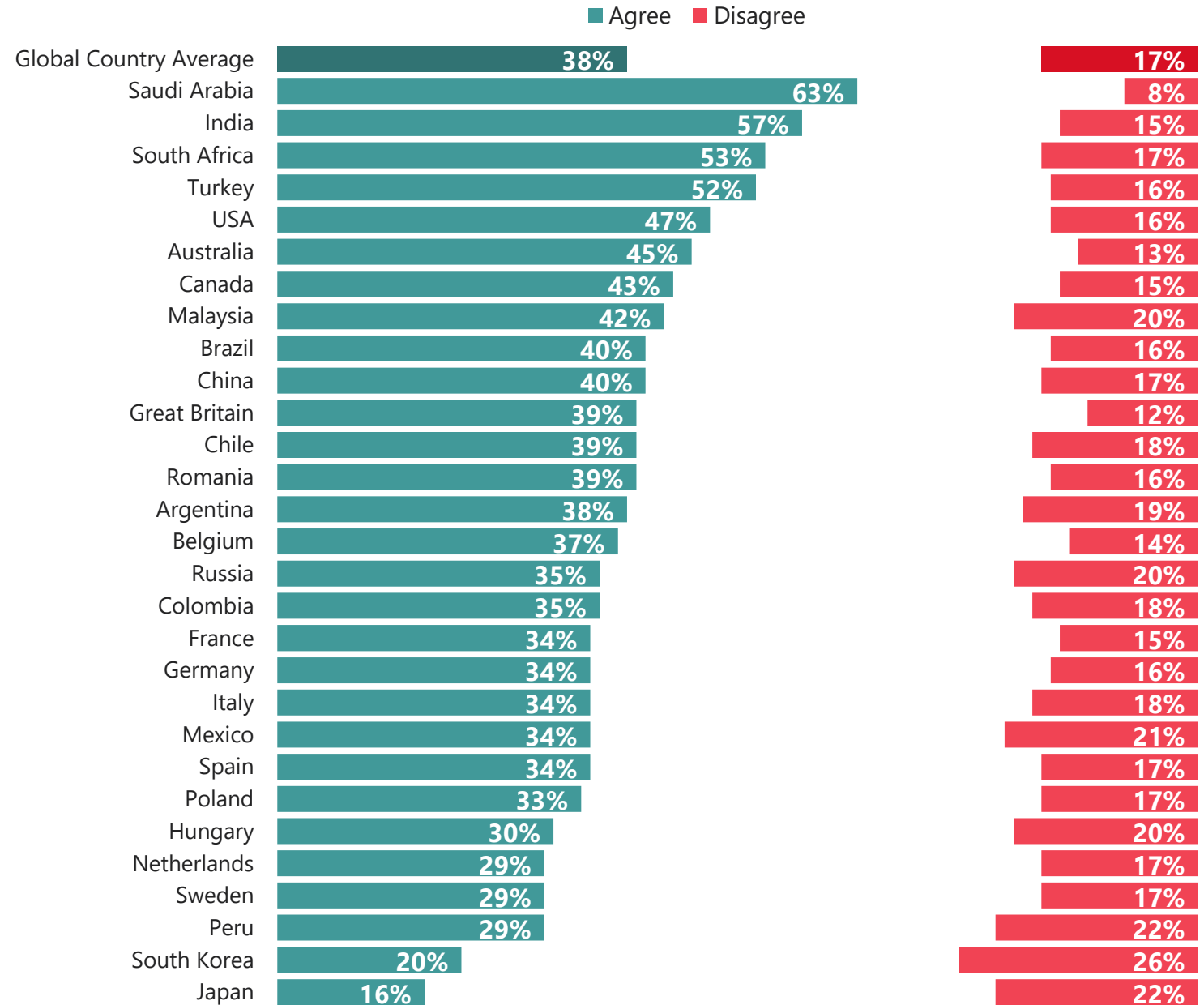


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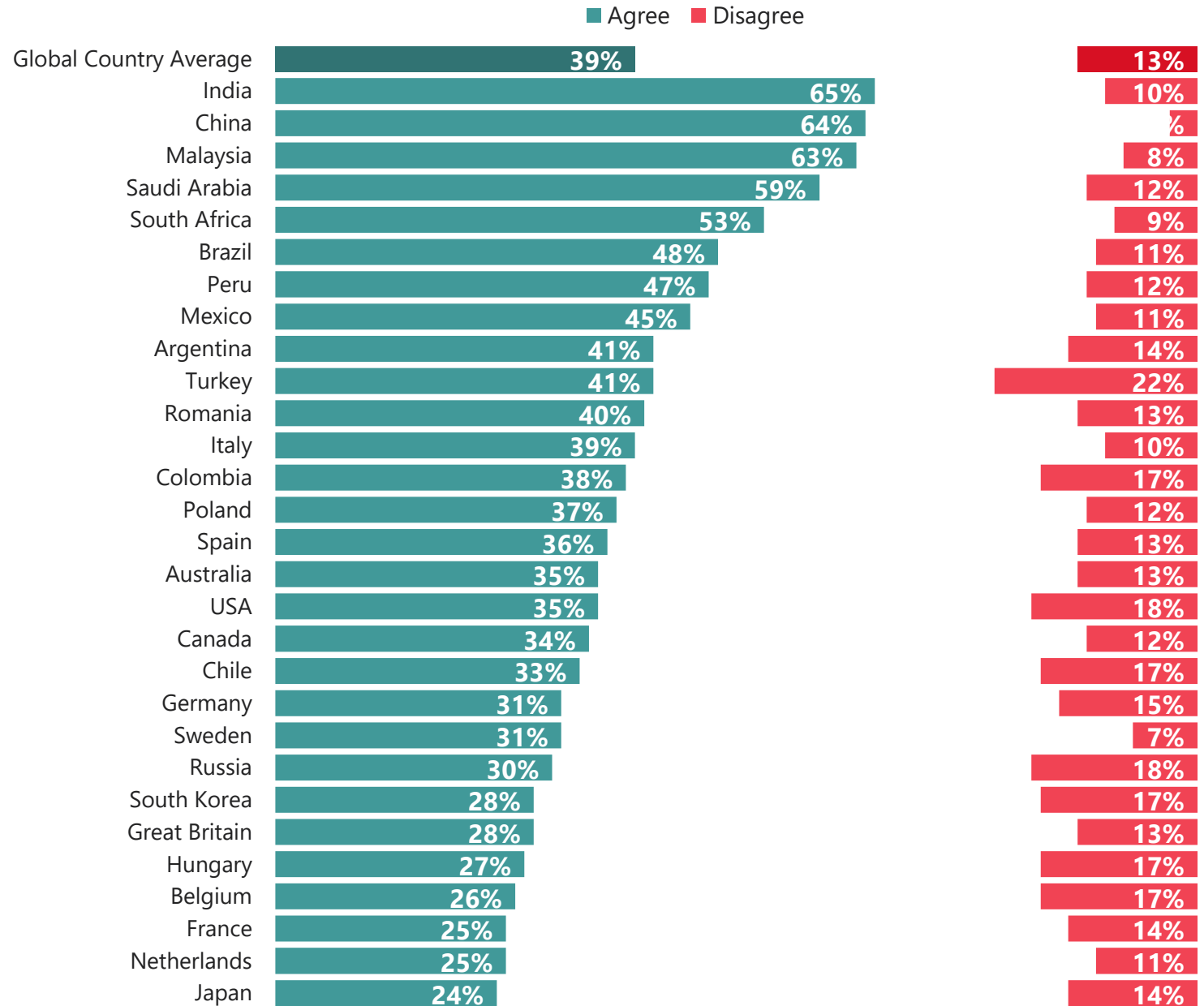
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# TECHNOLOGY COMPANIES - IF IT HAS BEHAVED WELL IN ITS RESPONSE TO THE COVID-19 PANDEMIC

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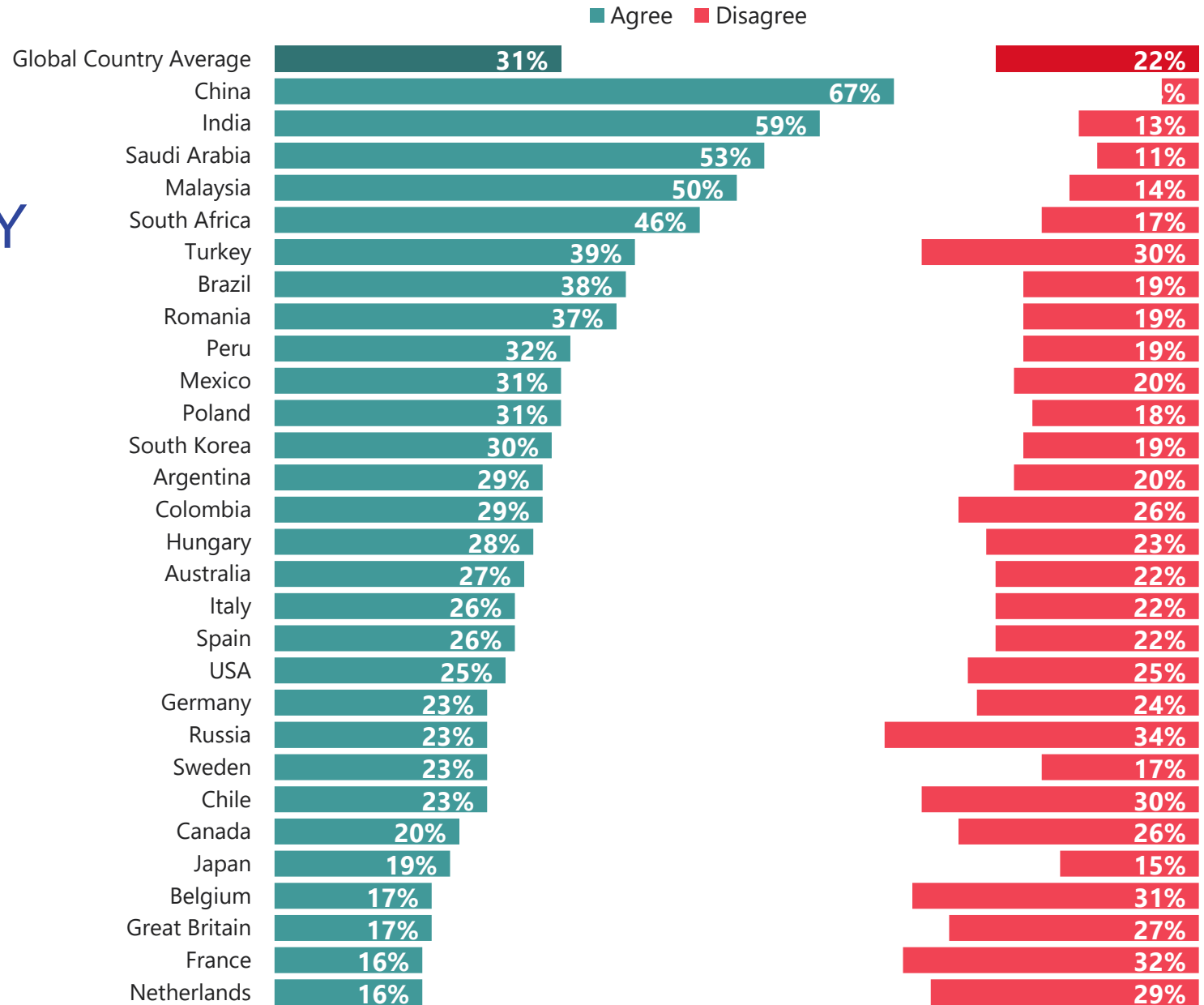
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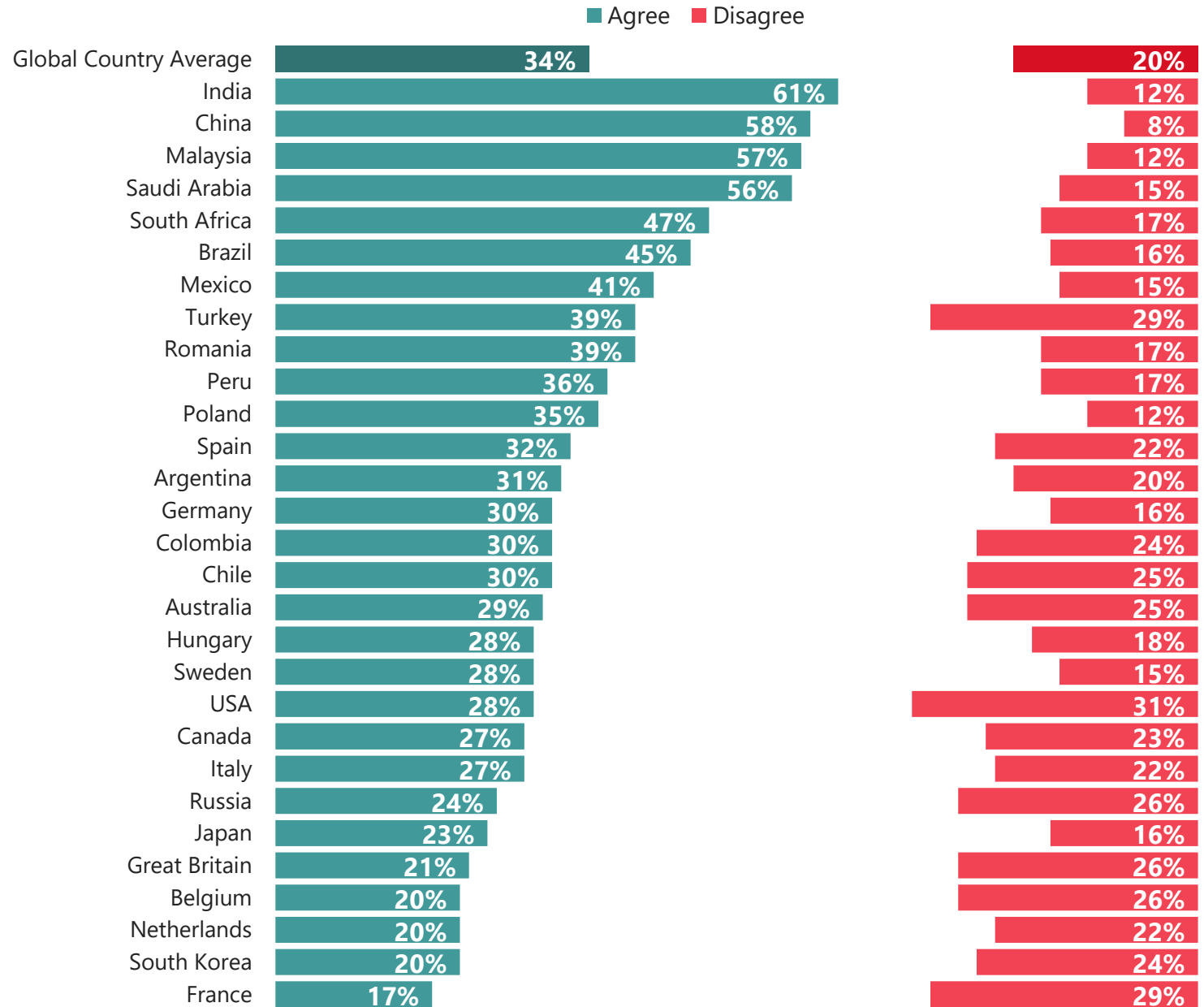
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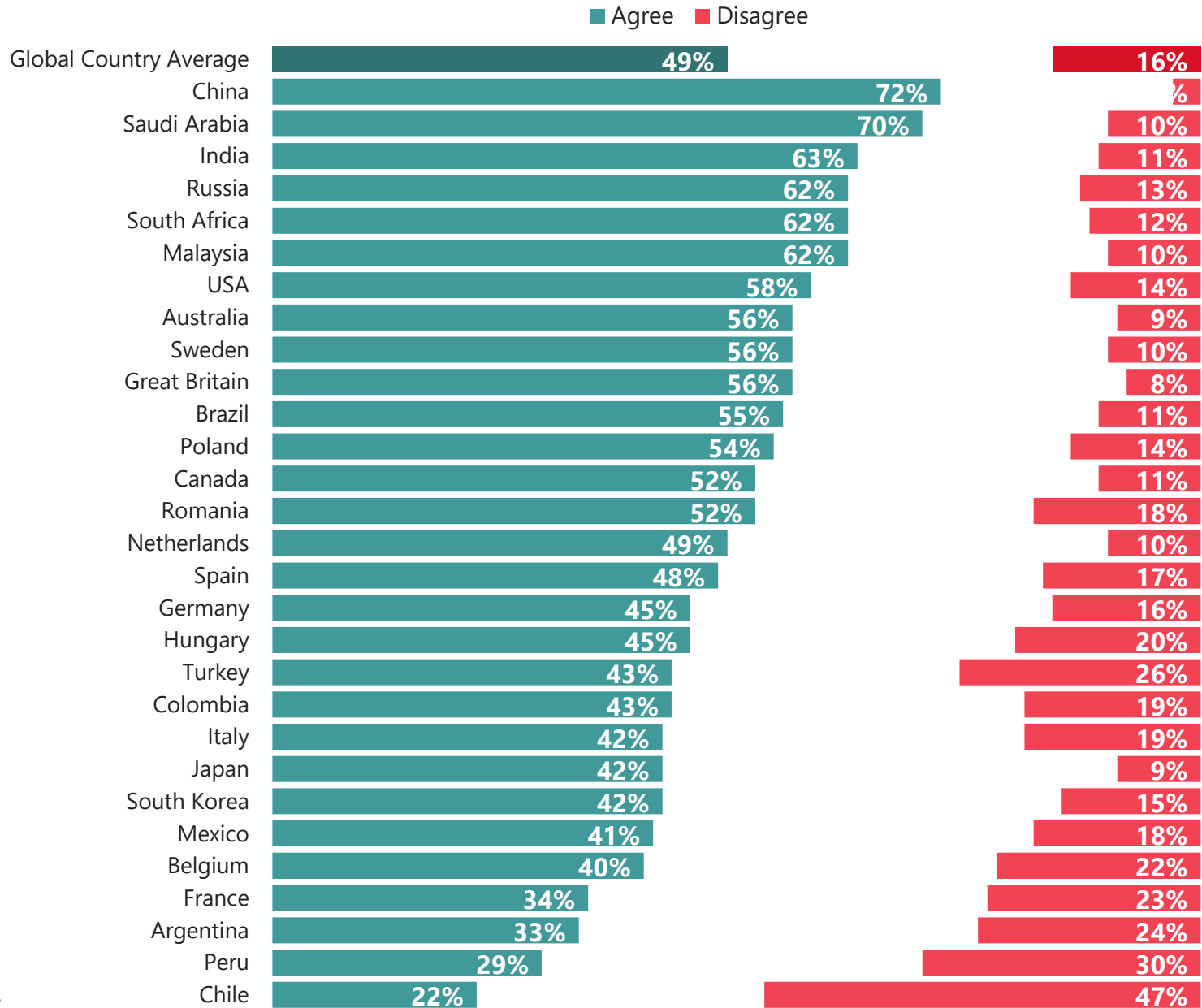
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# PHARMACEUTICAL COMPANIES

# PHARMACEUTICALS COMPANIES - IF IT IS GOOD AT WHAT IT DOES

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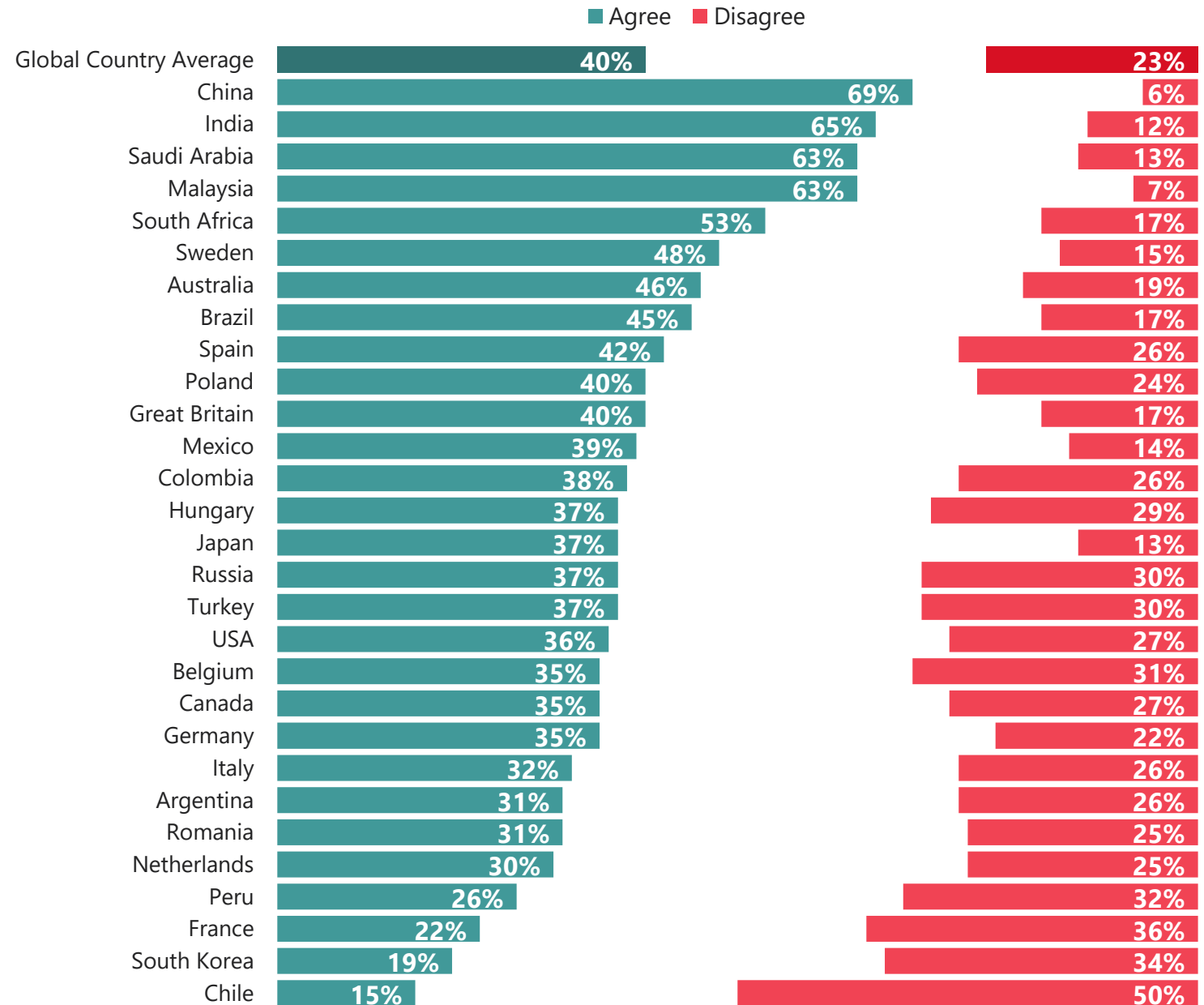
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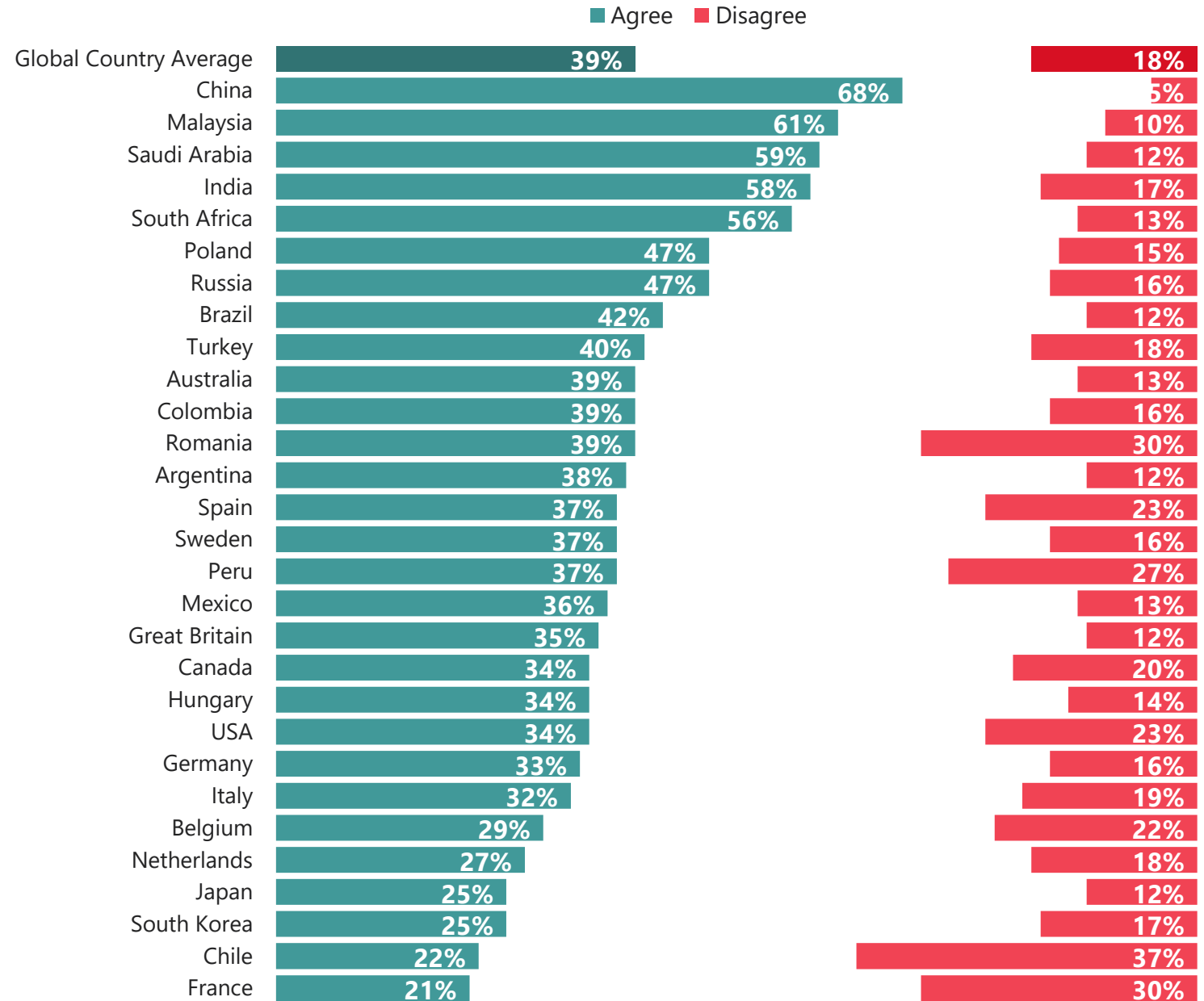
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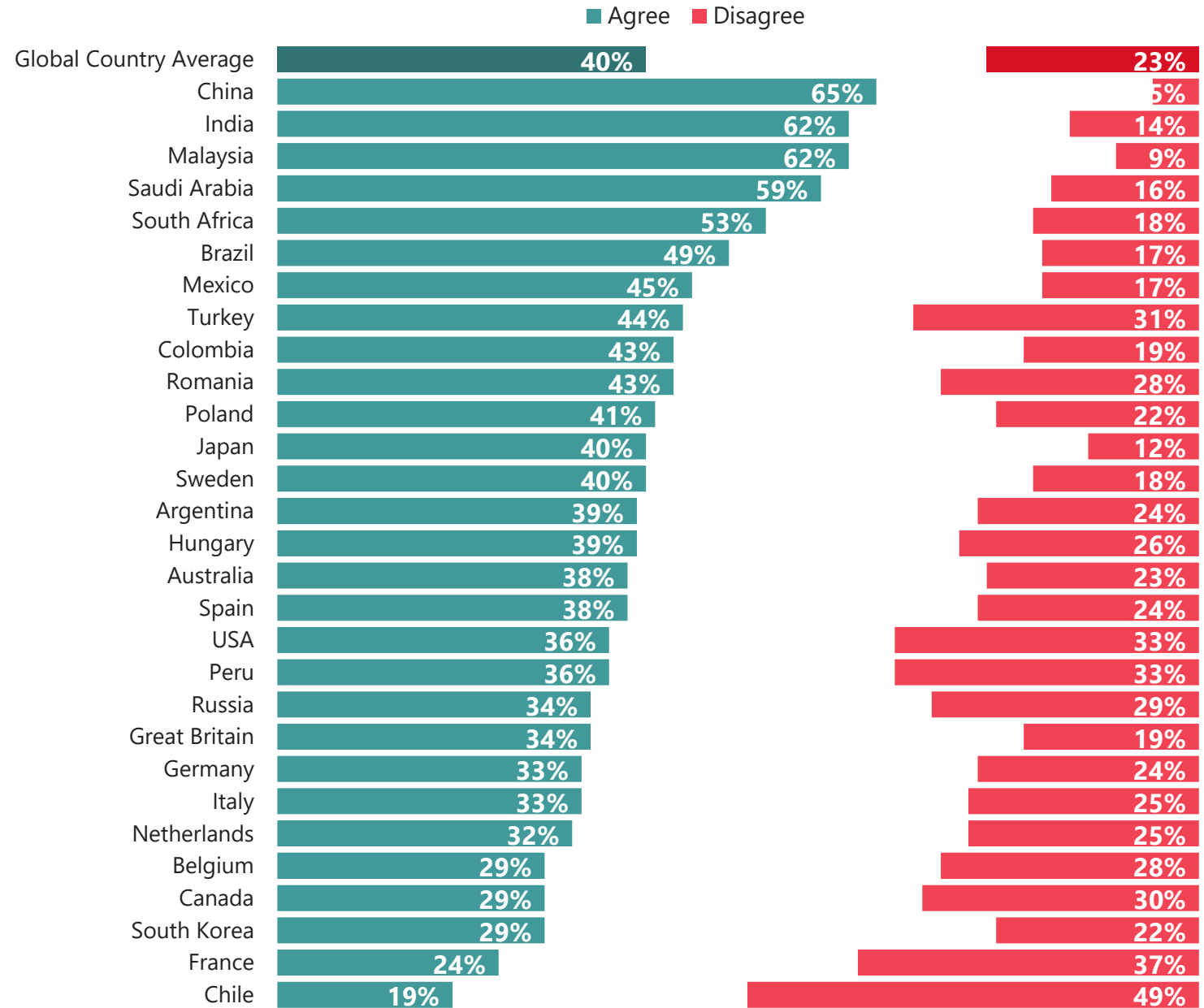
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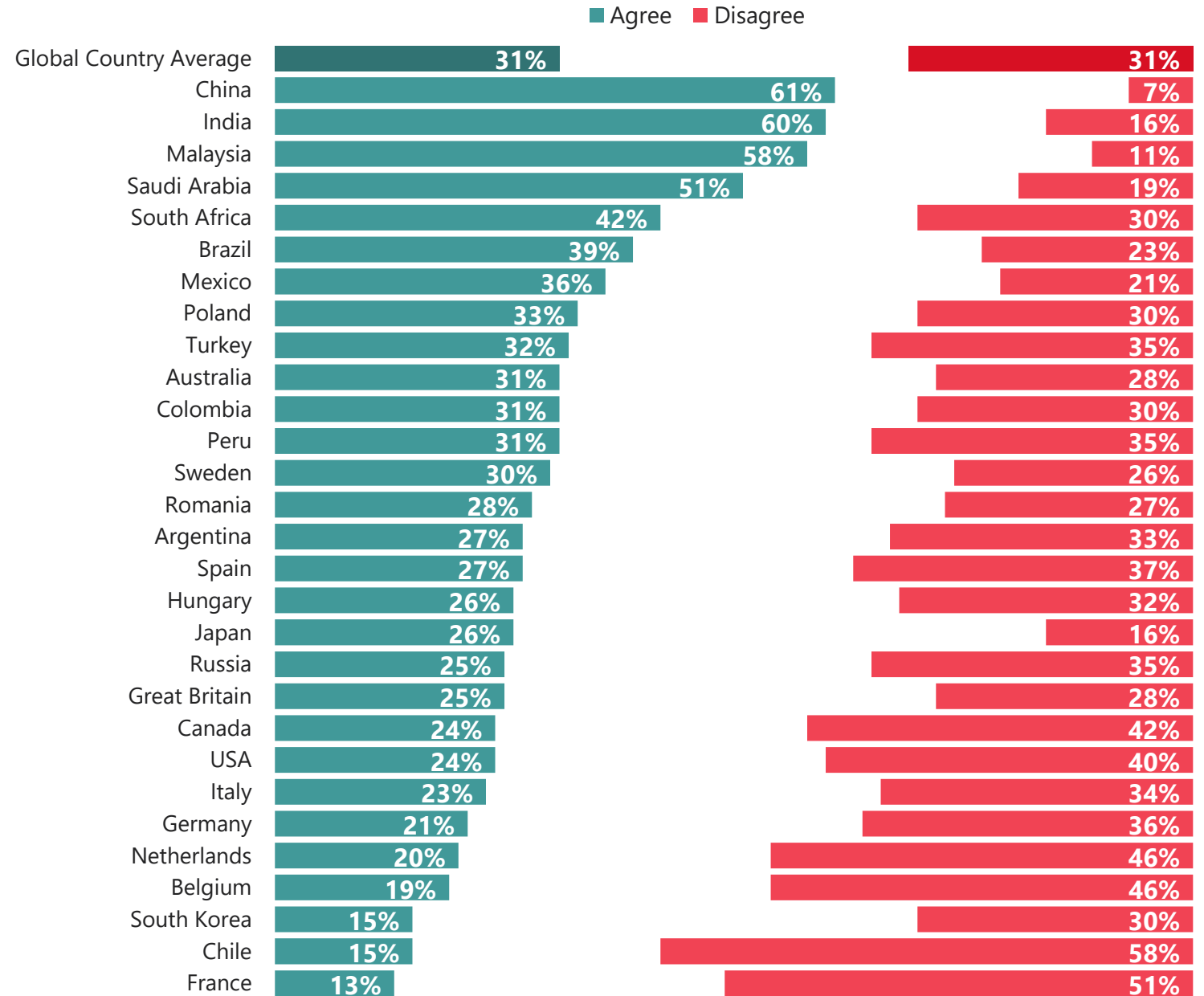
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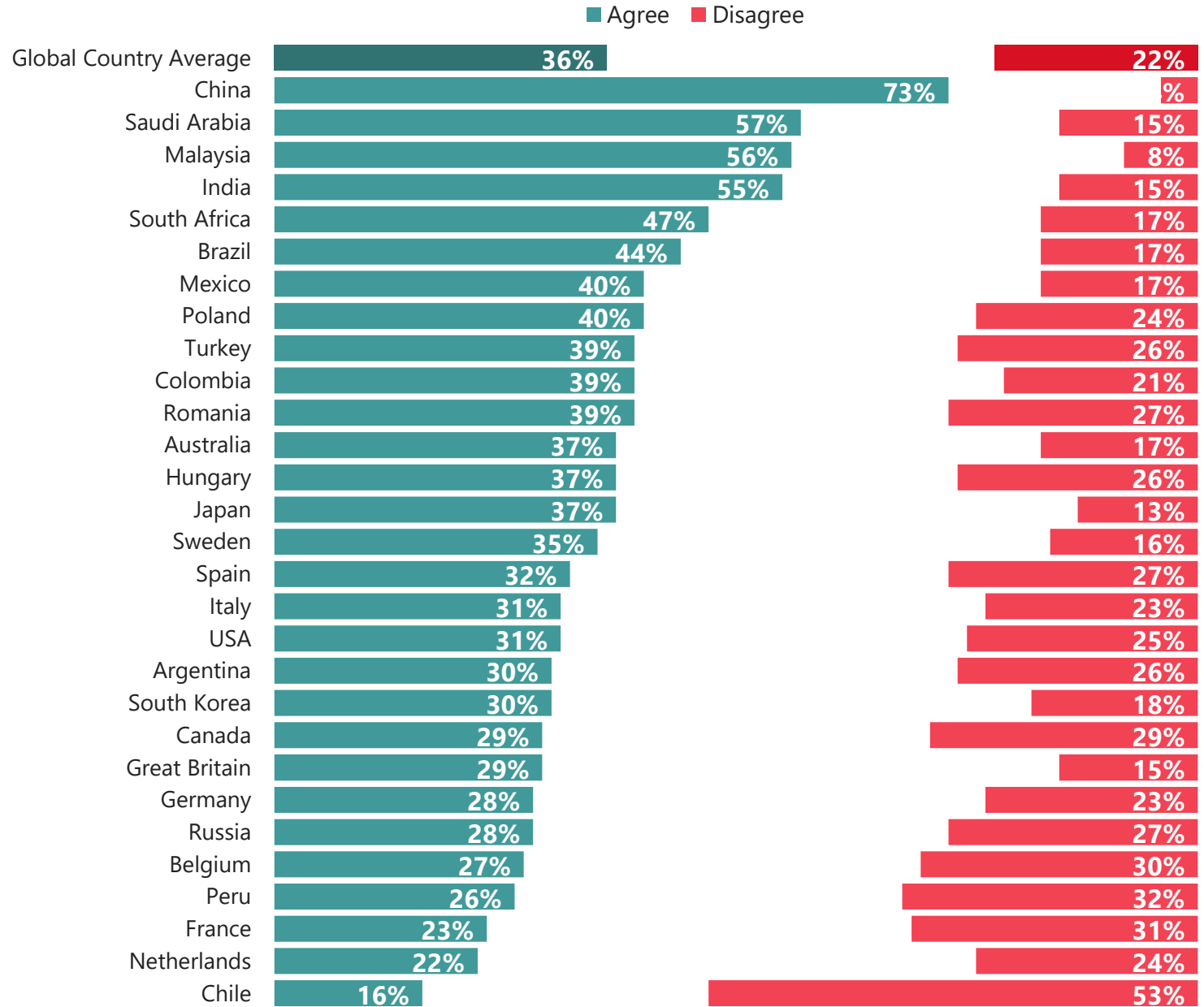
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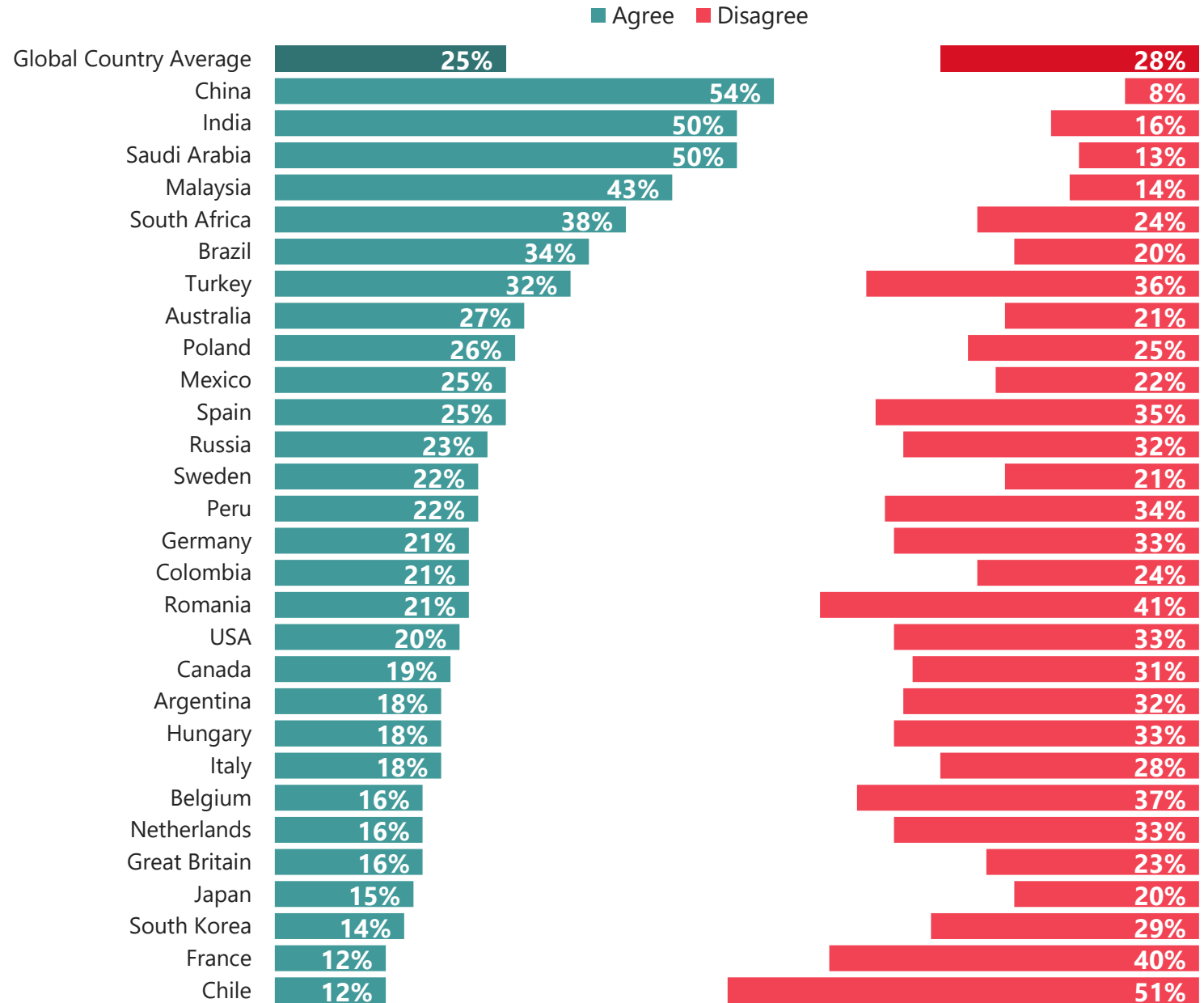
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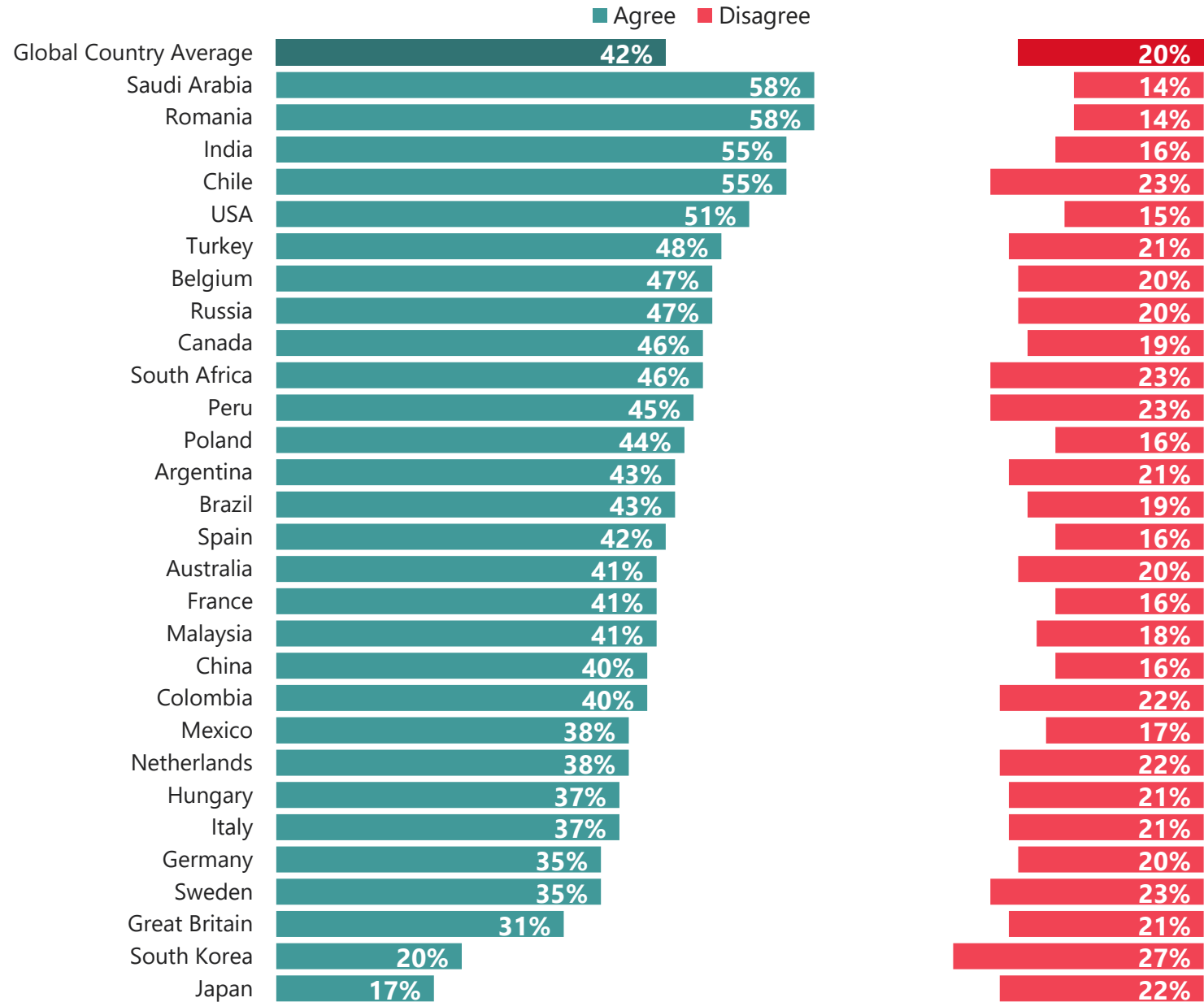
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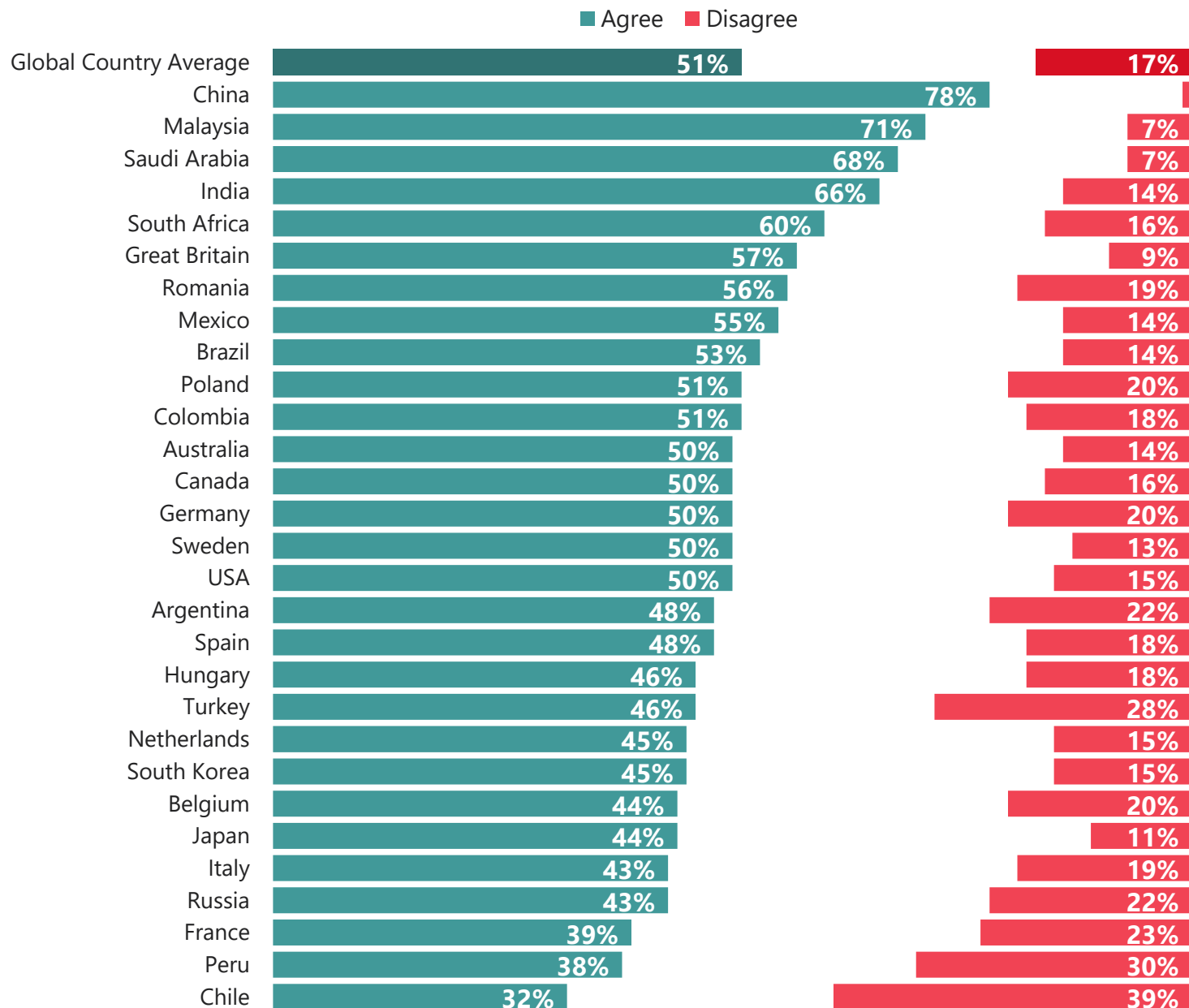
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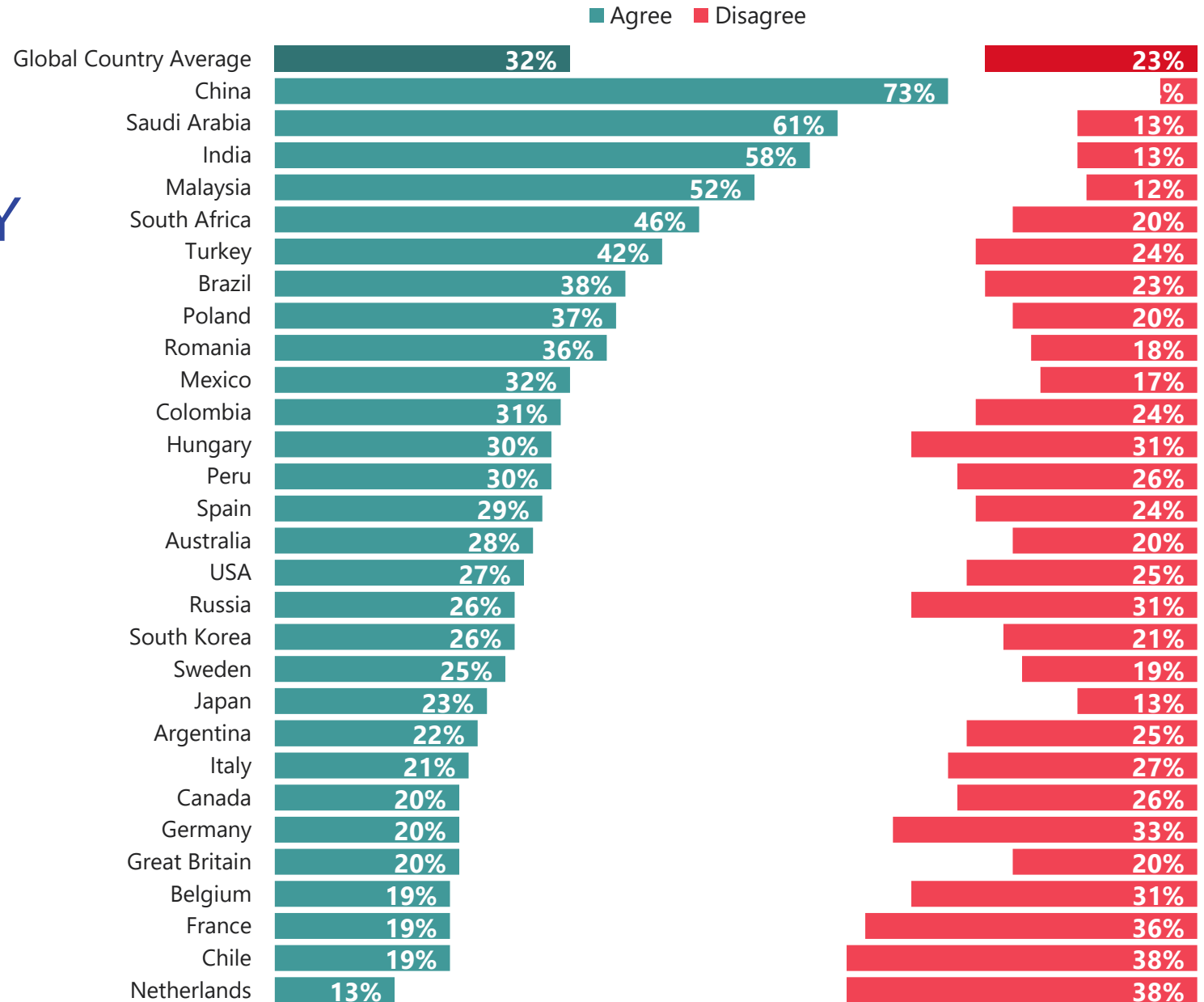
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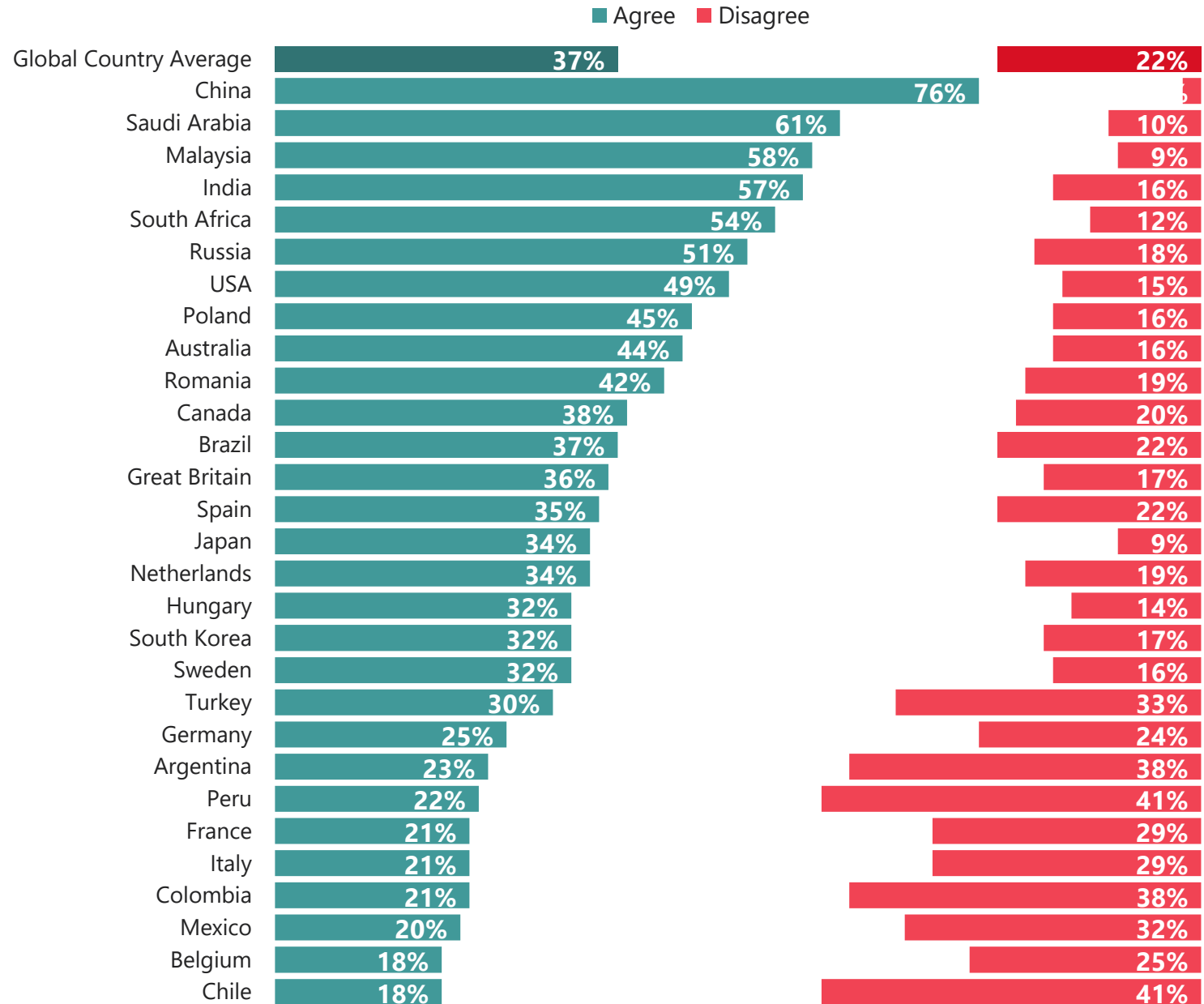


# OIL AND GAS COMPANIES

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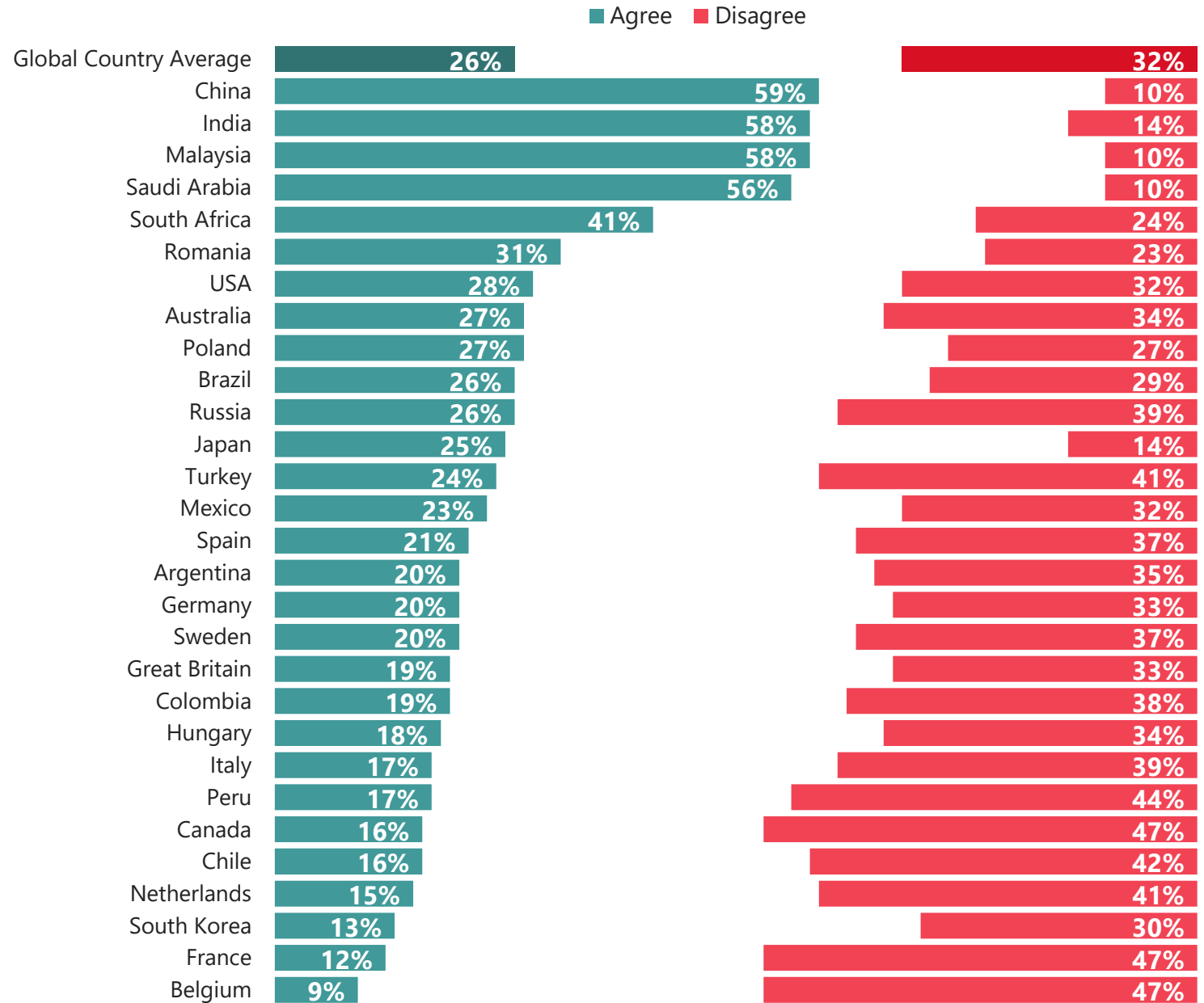
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# OIL & GAS COMPANIES - IF IT DOES WHAT IT DOES WITH THE BEST OF INTENTIONS

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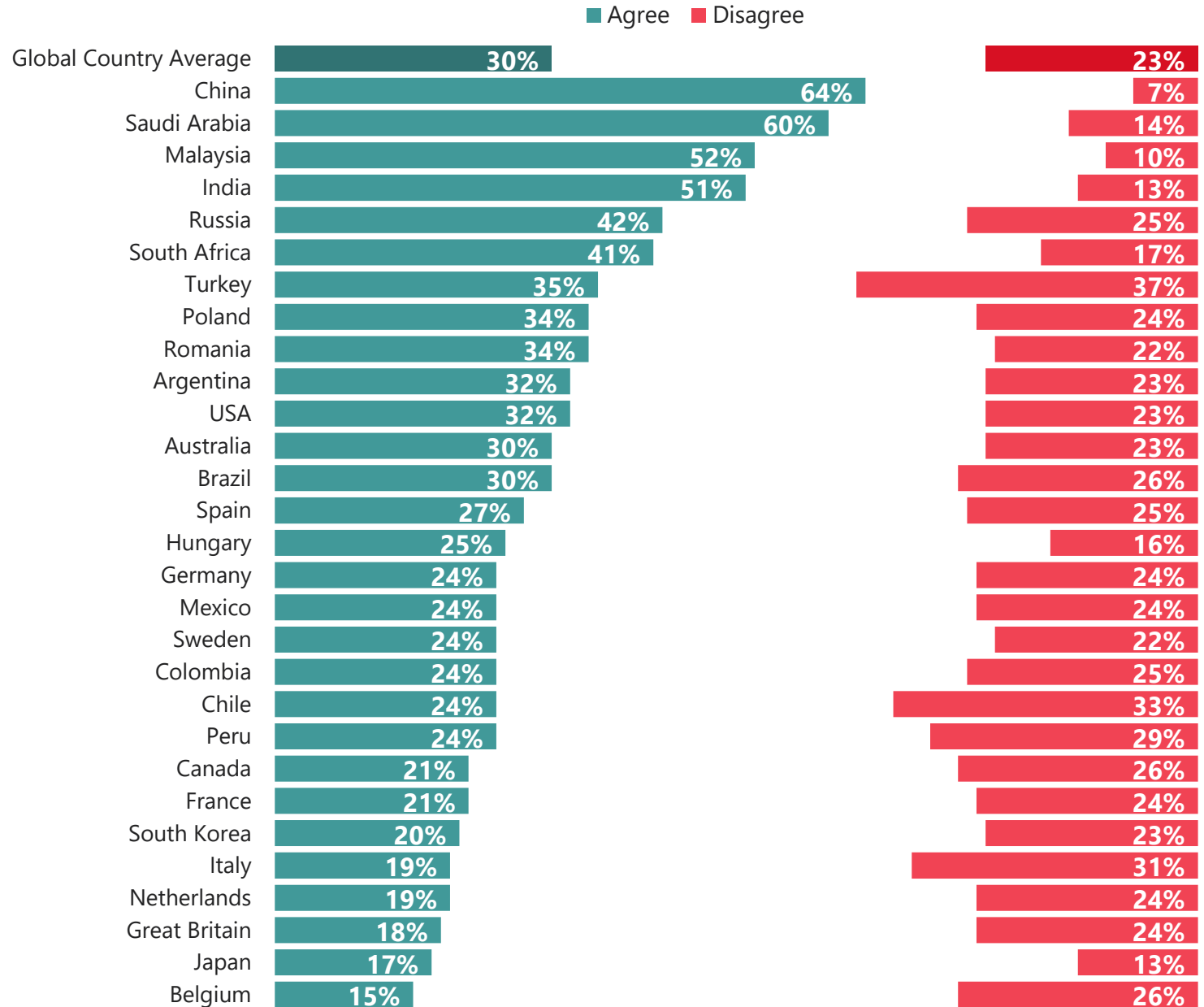
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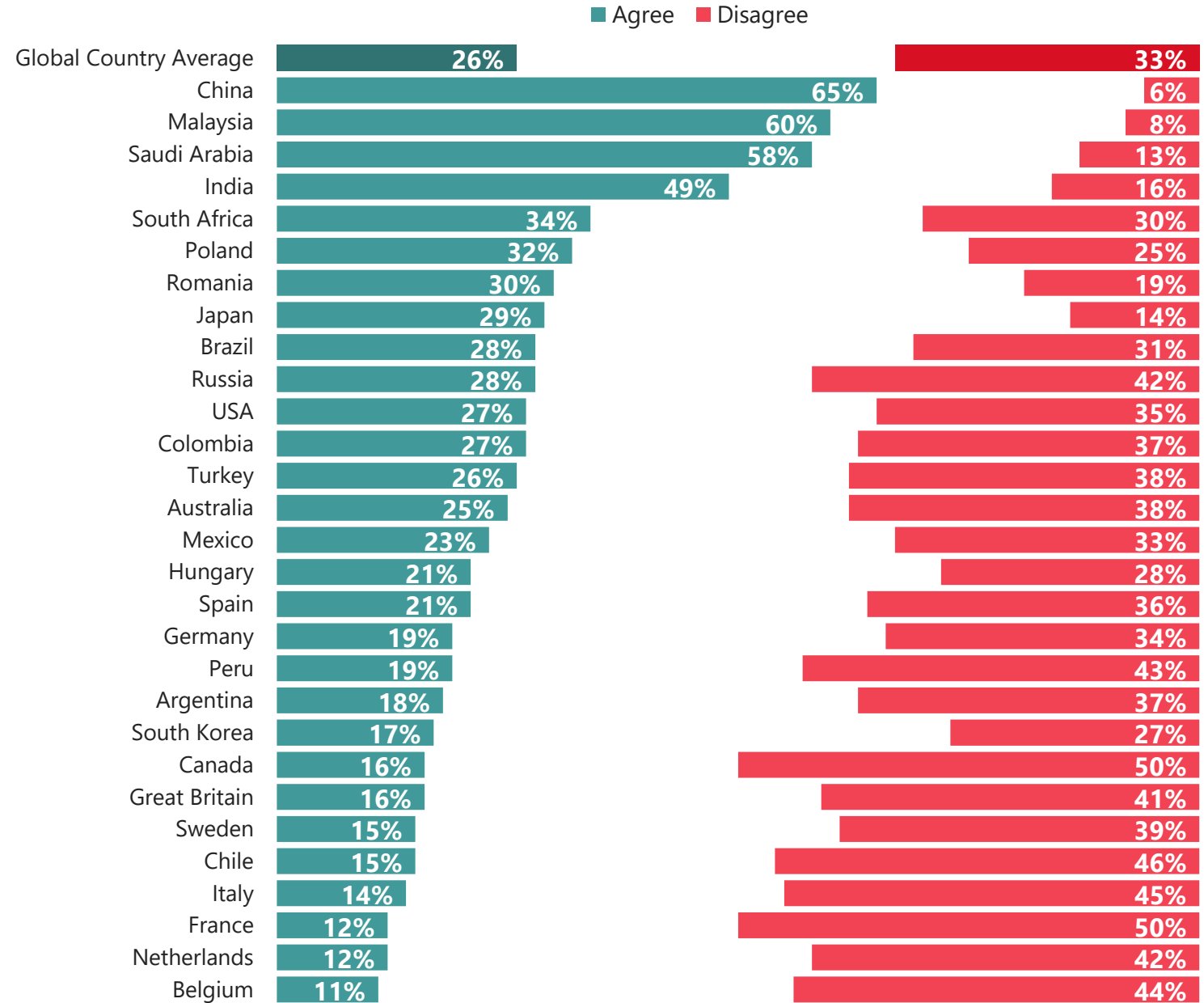
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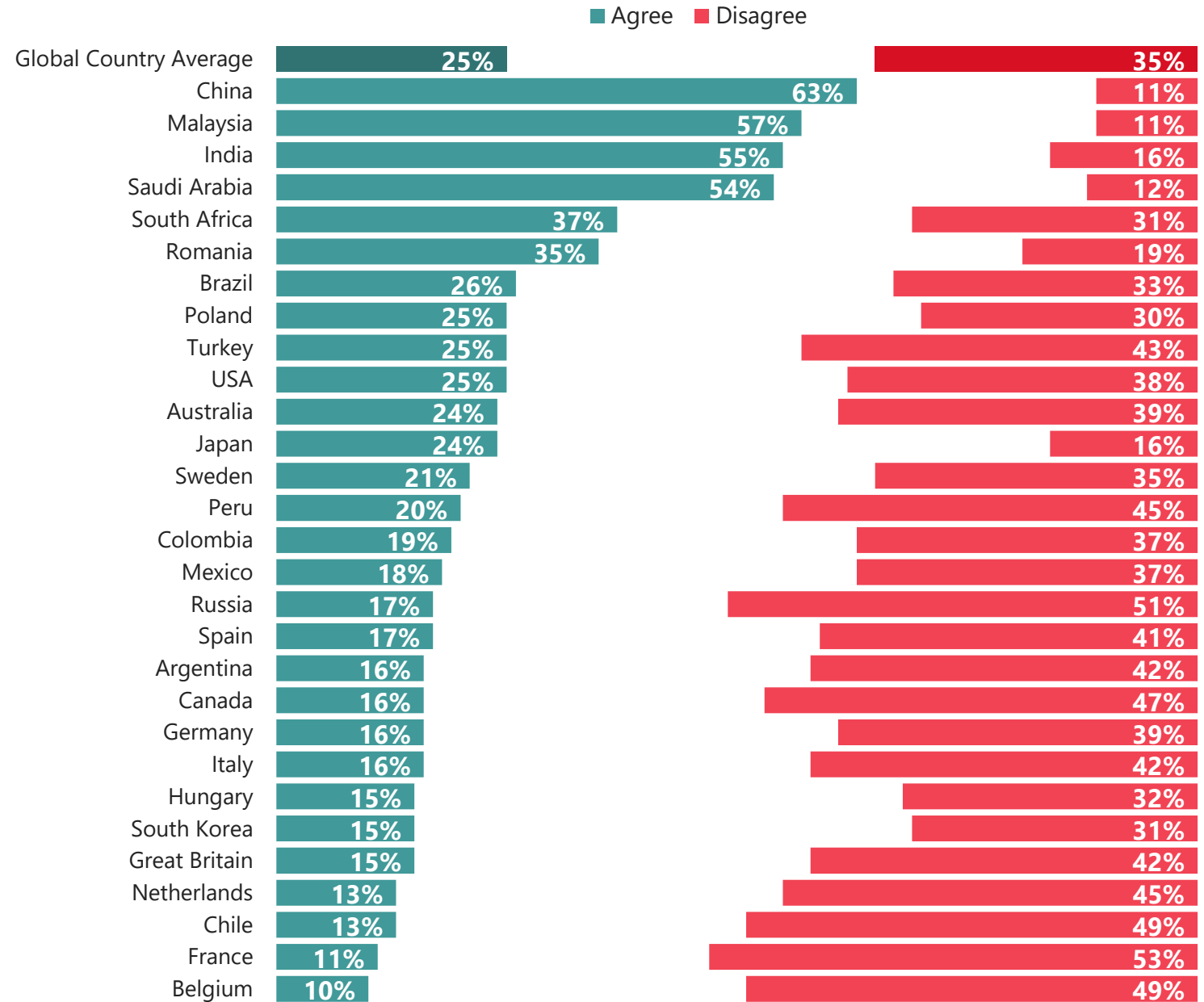
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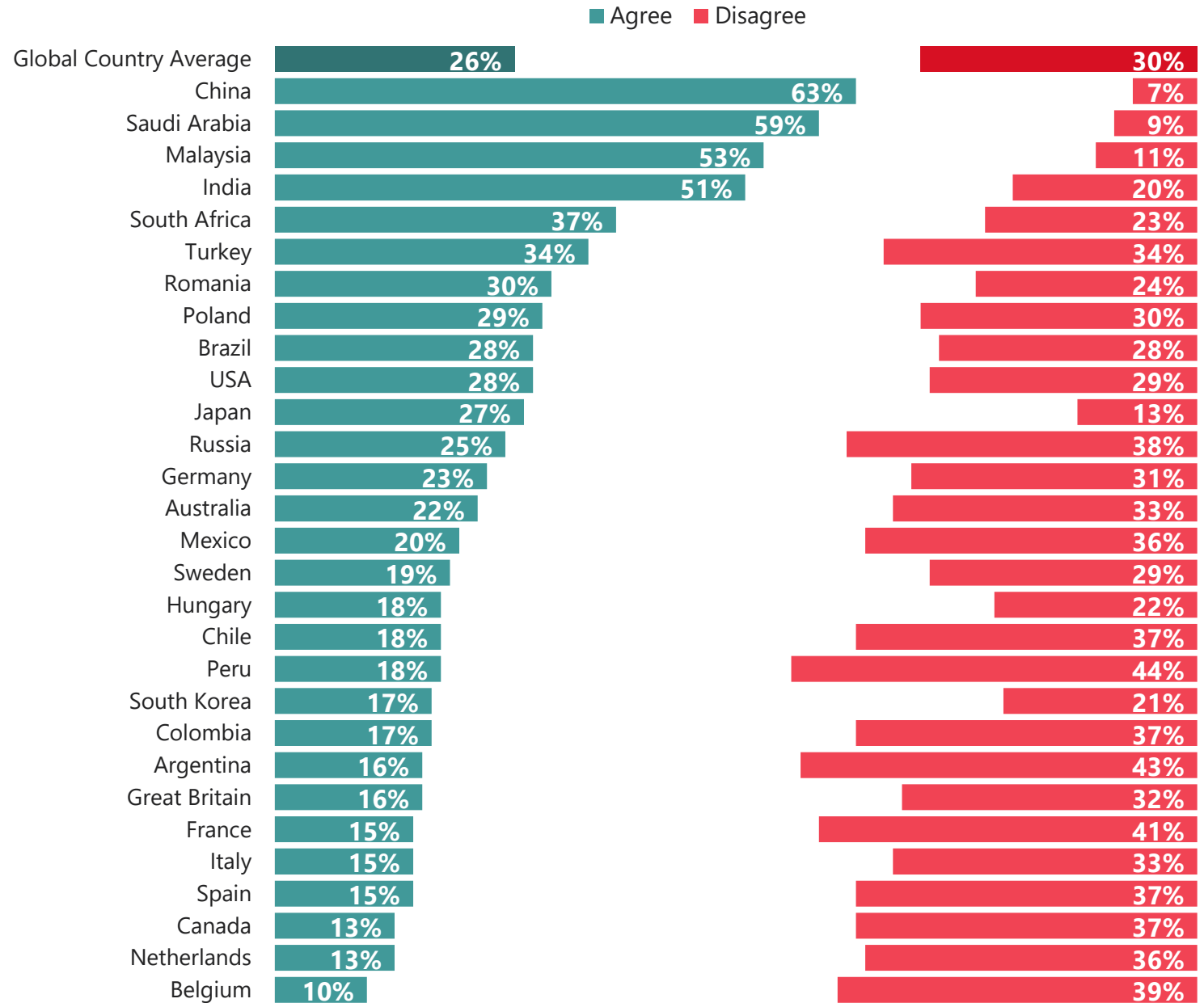
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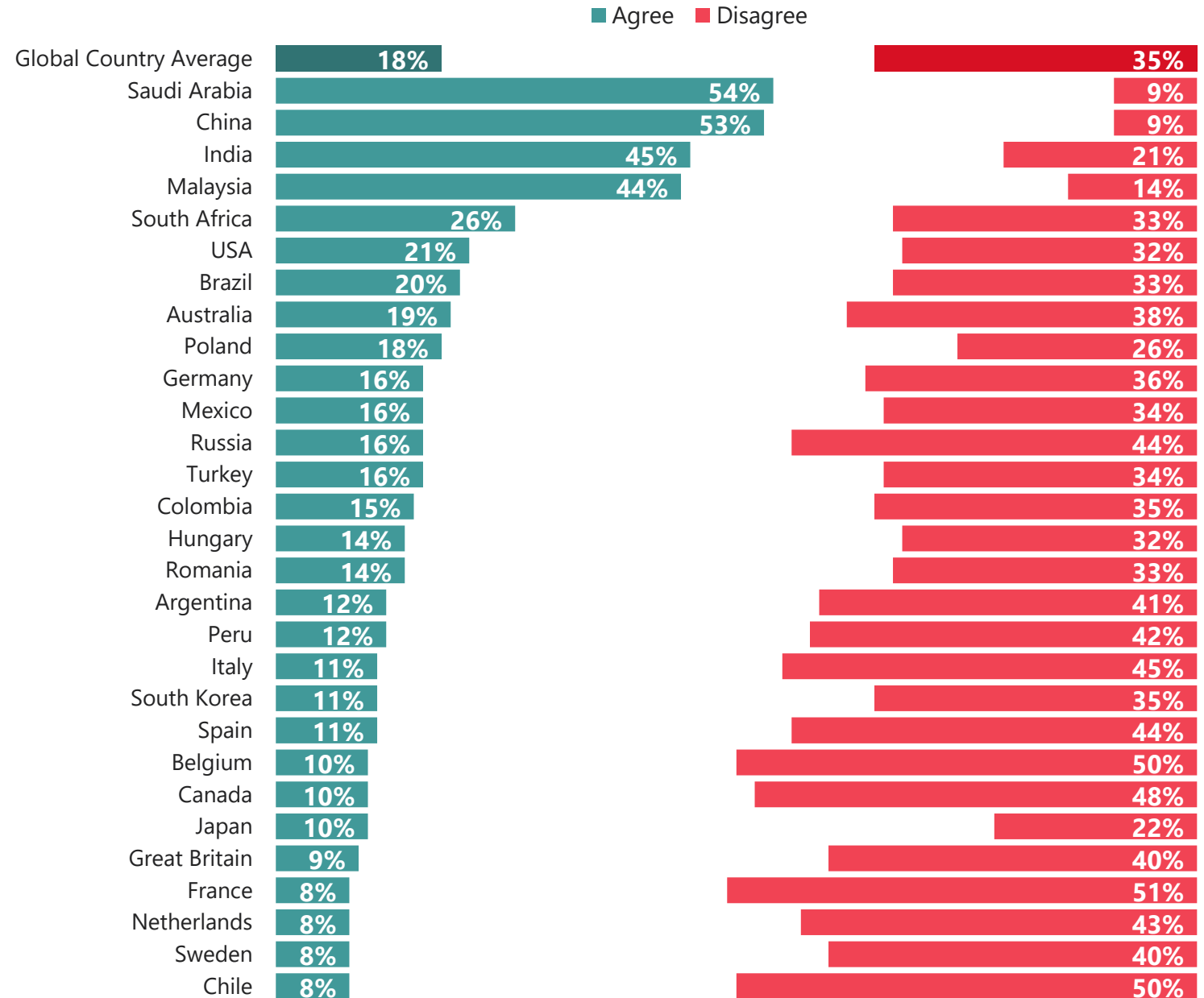
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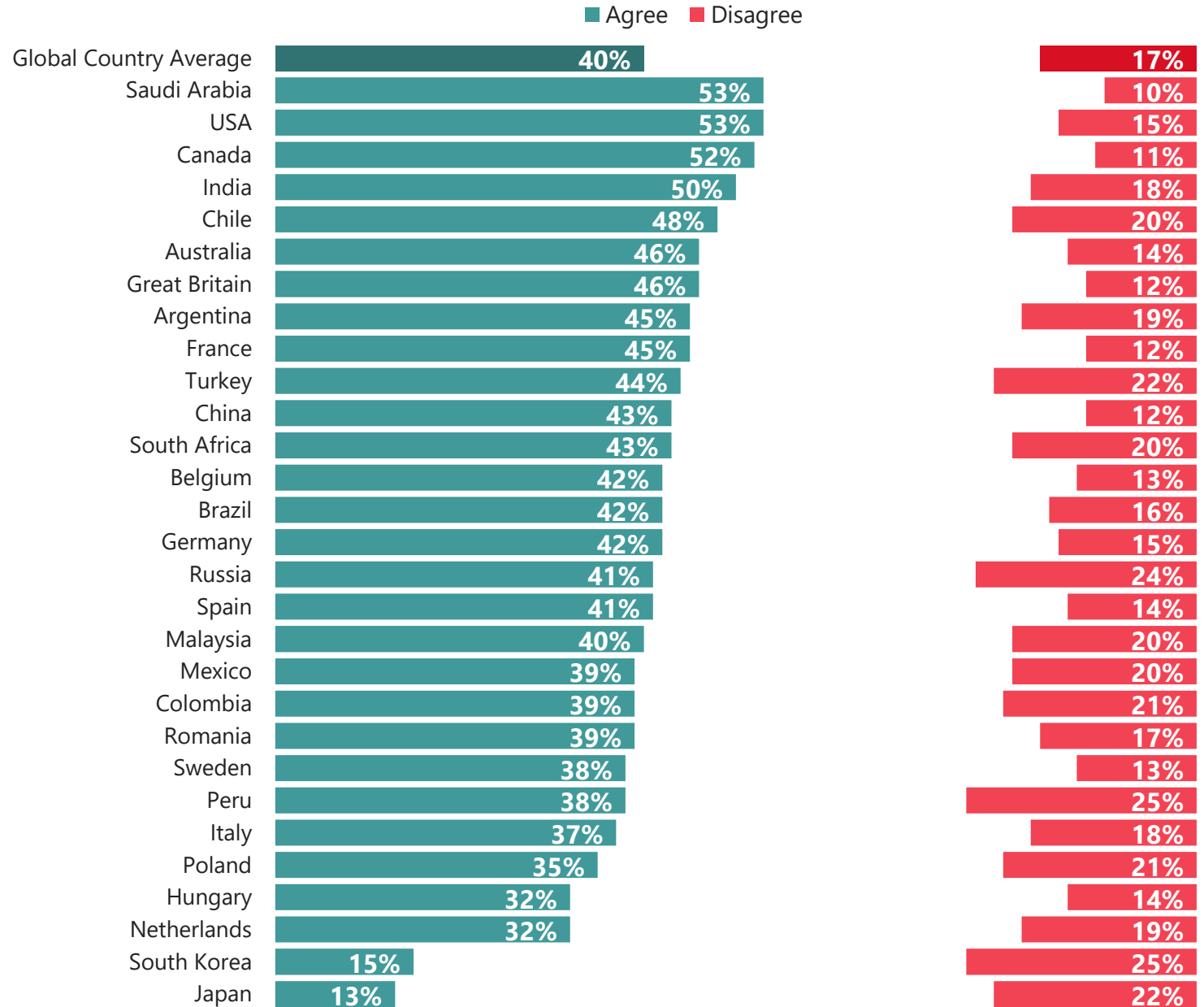
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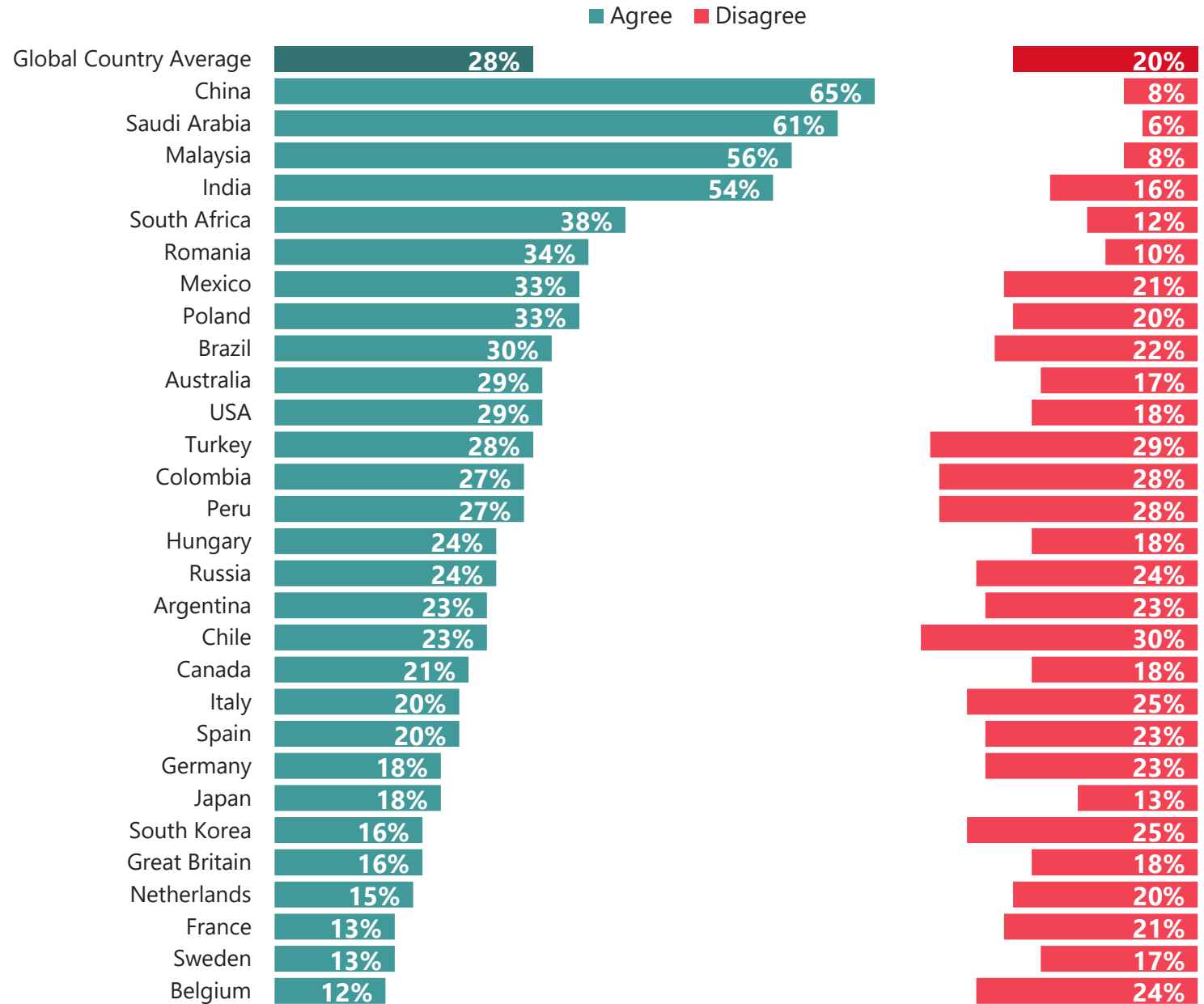
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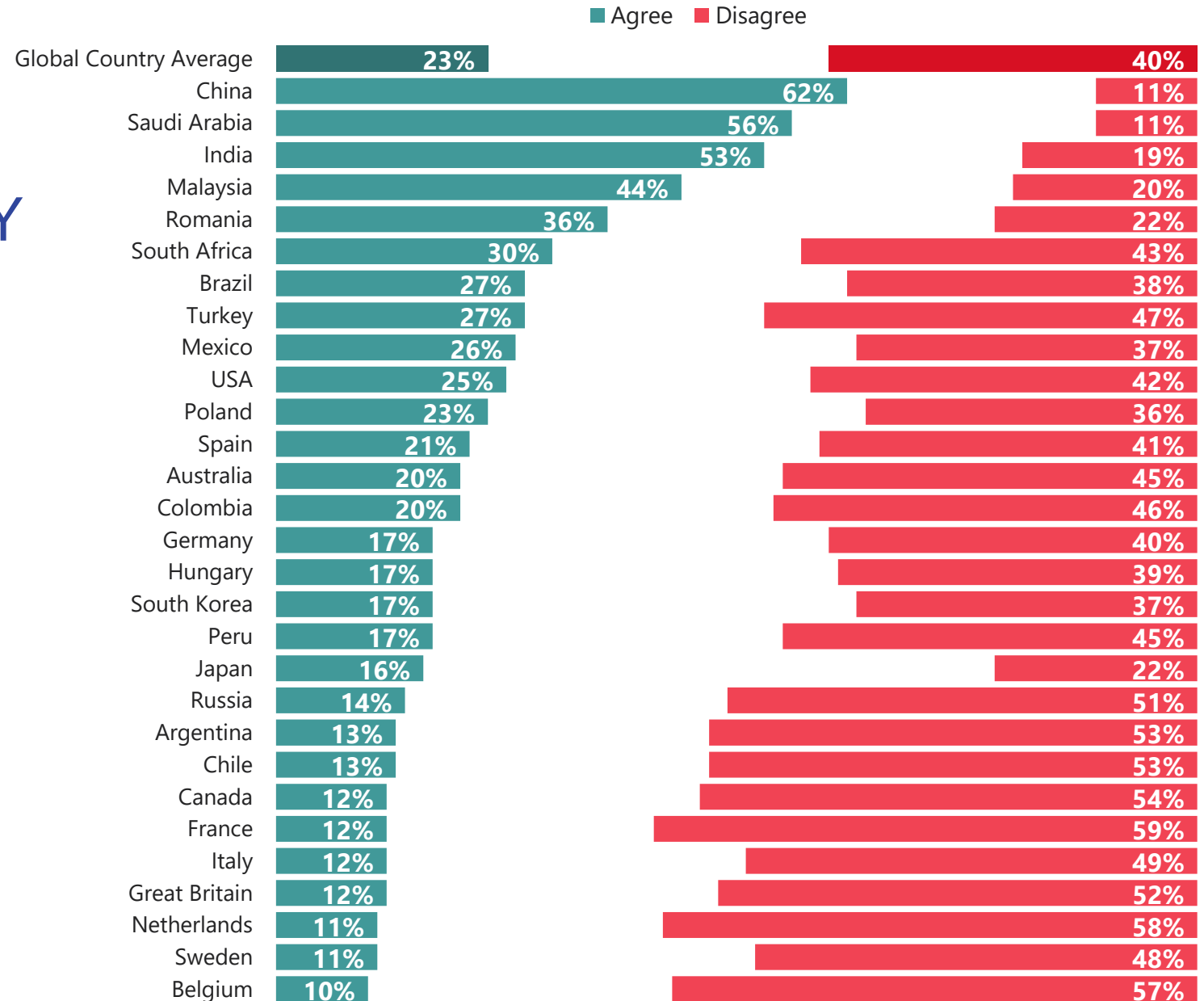
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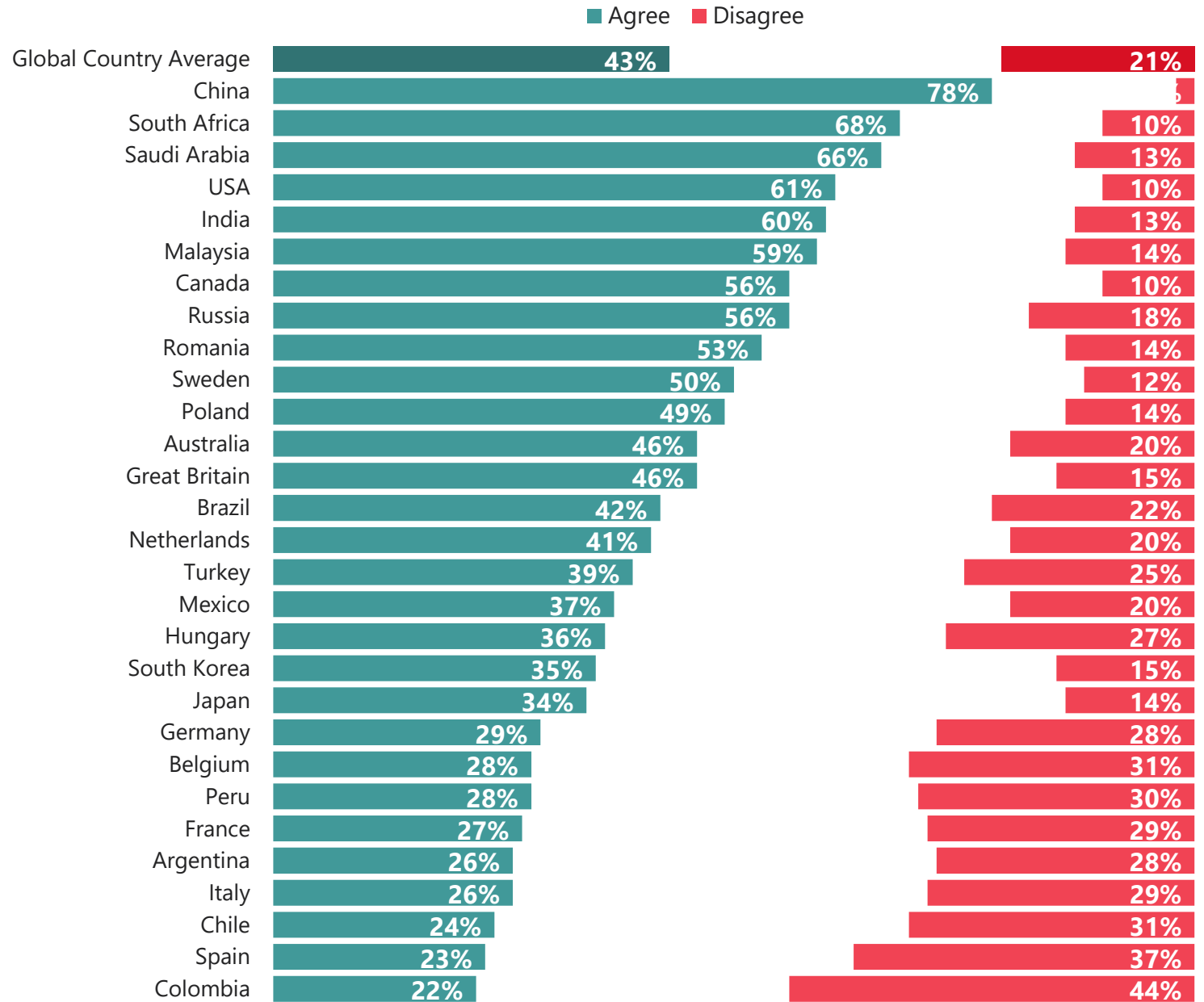
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# BANKING COMPANIES

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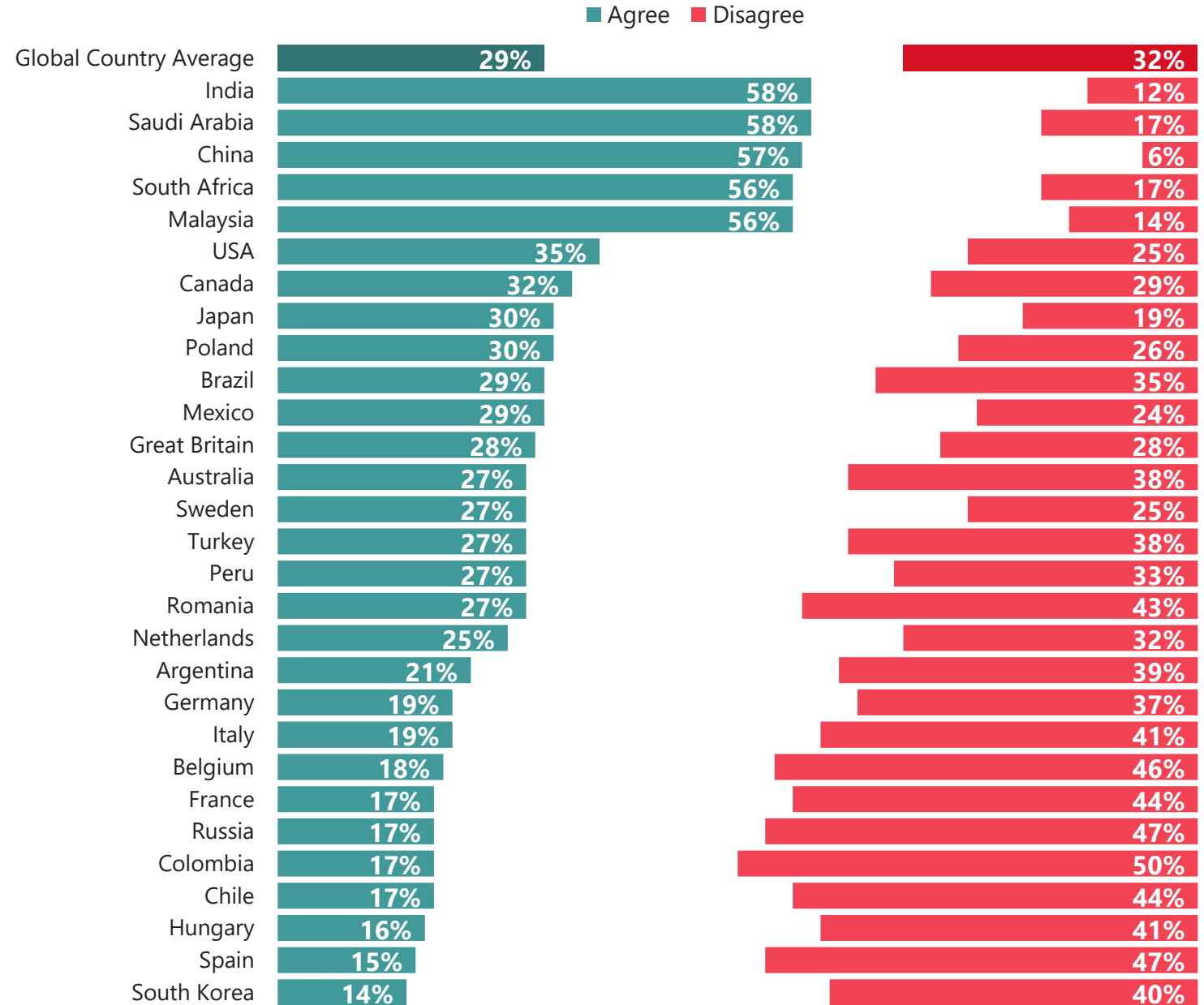
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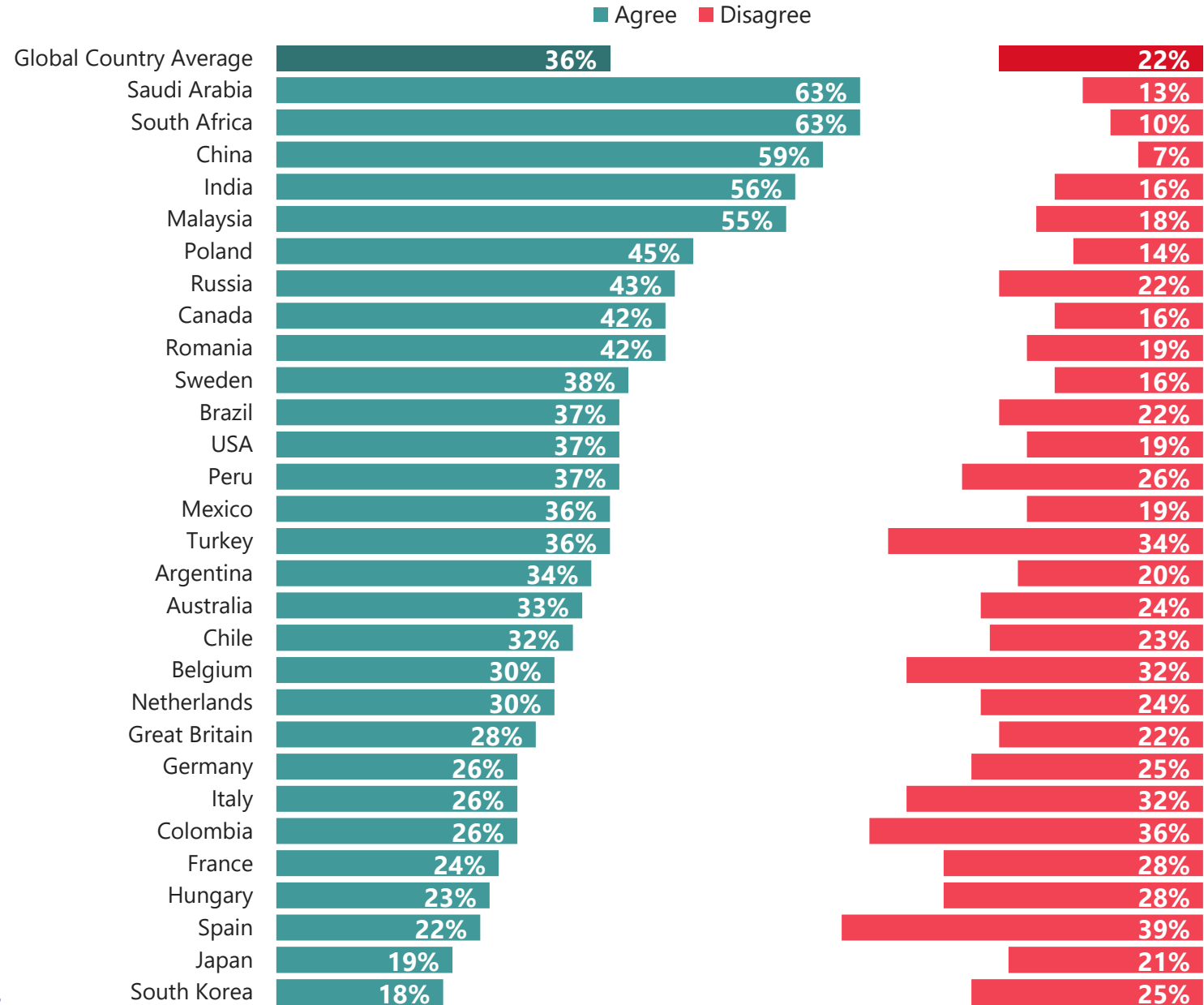
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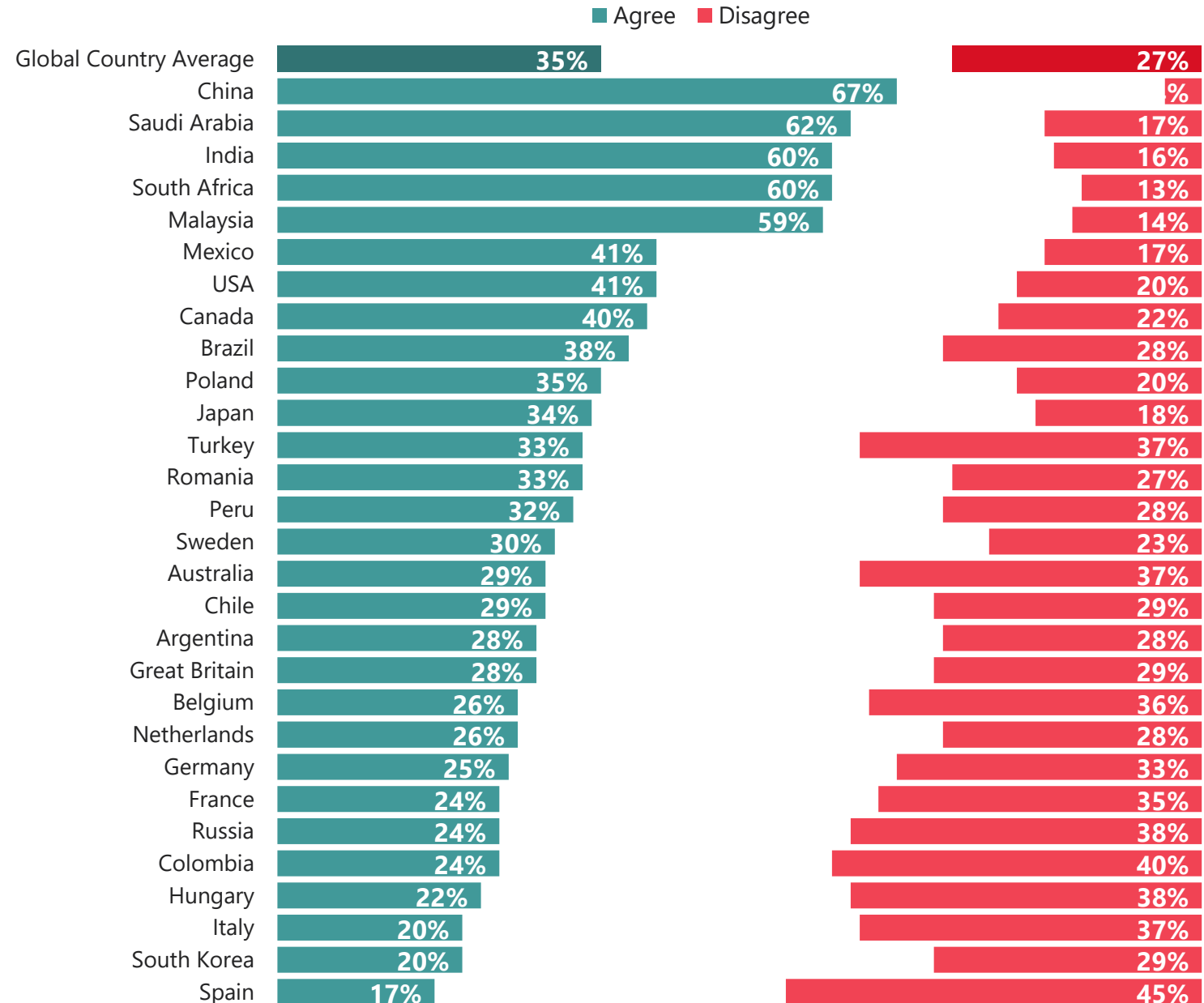
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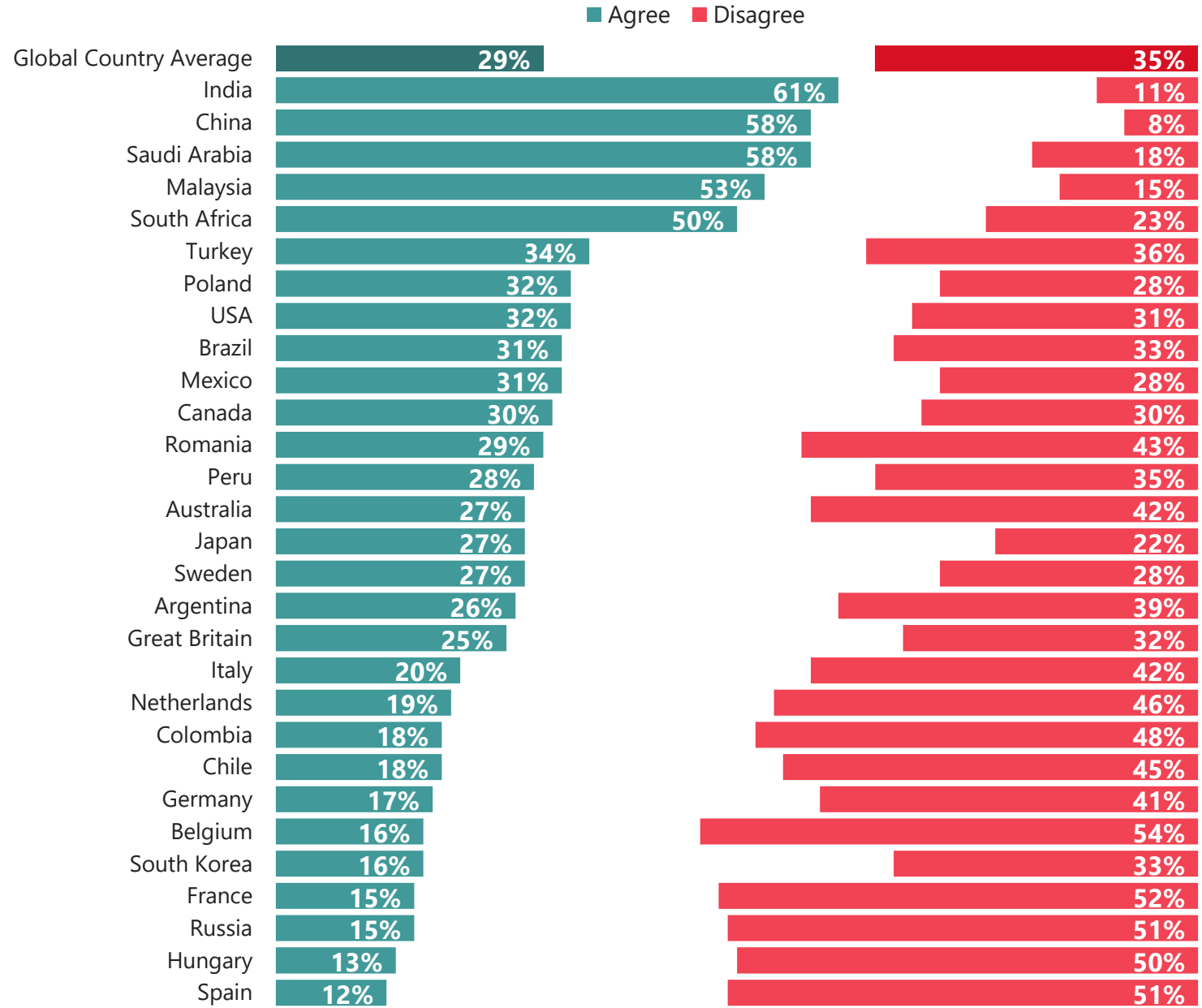
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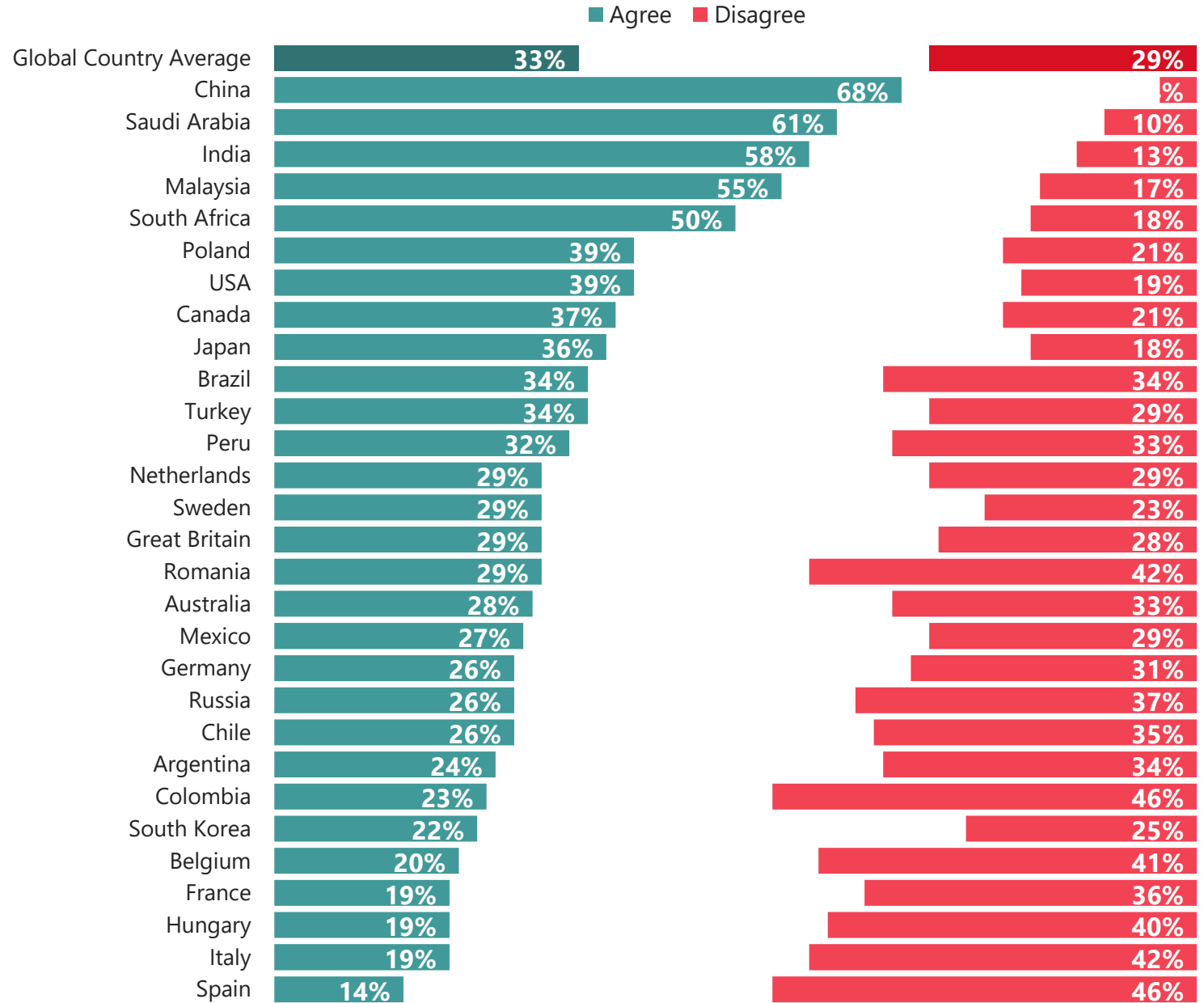
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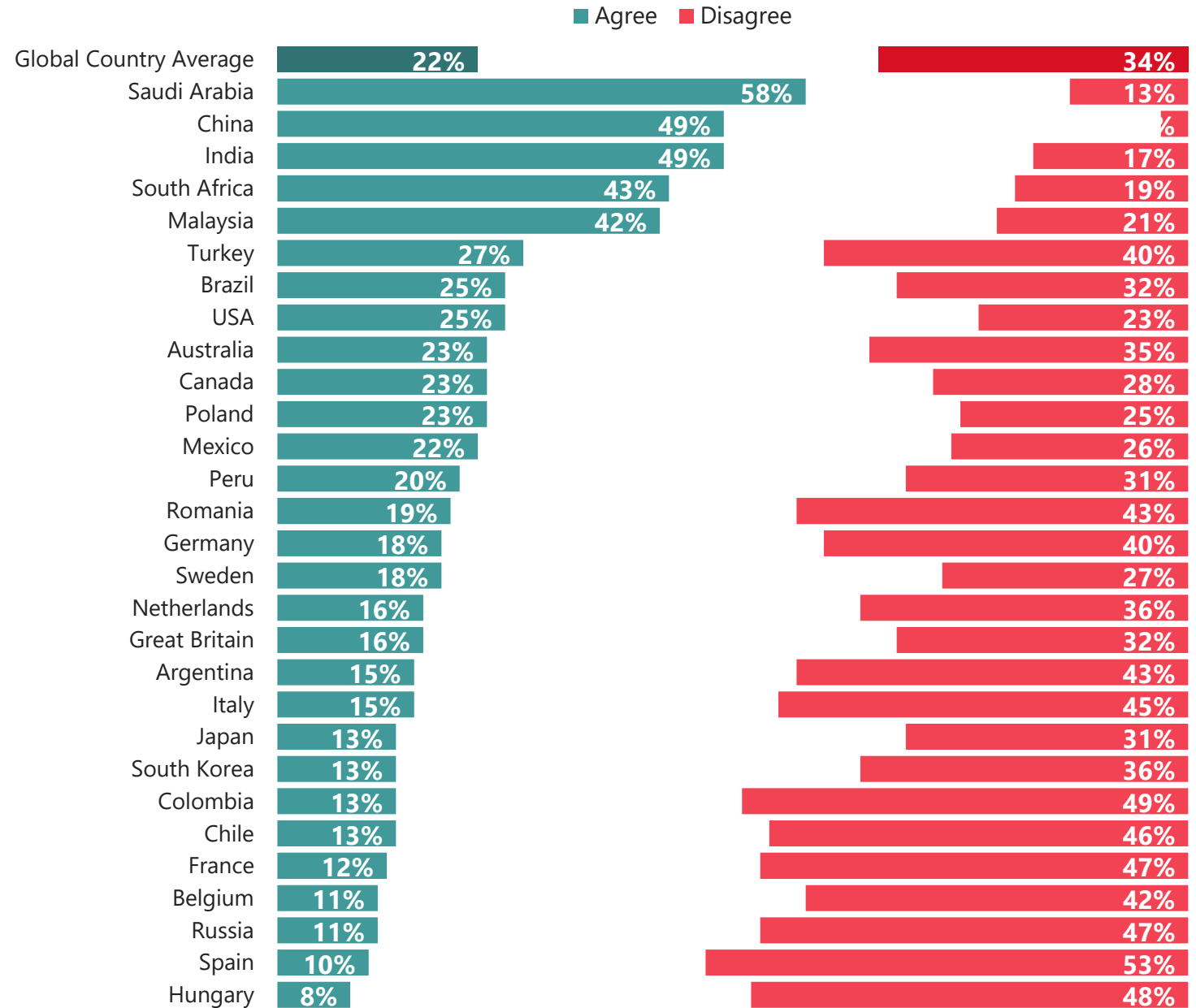
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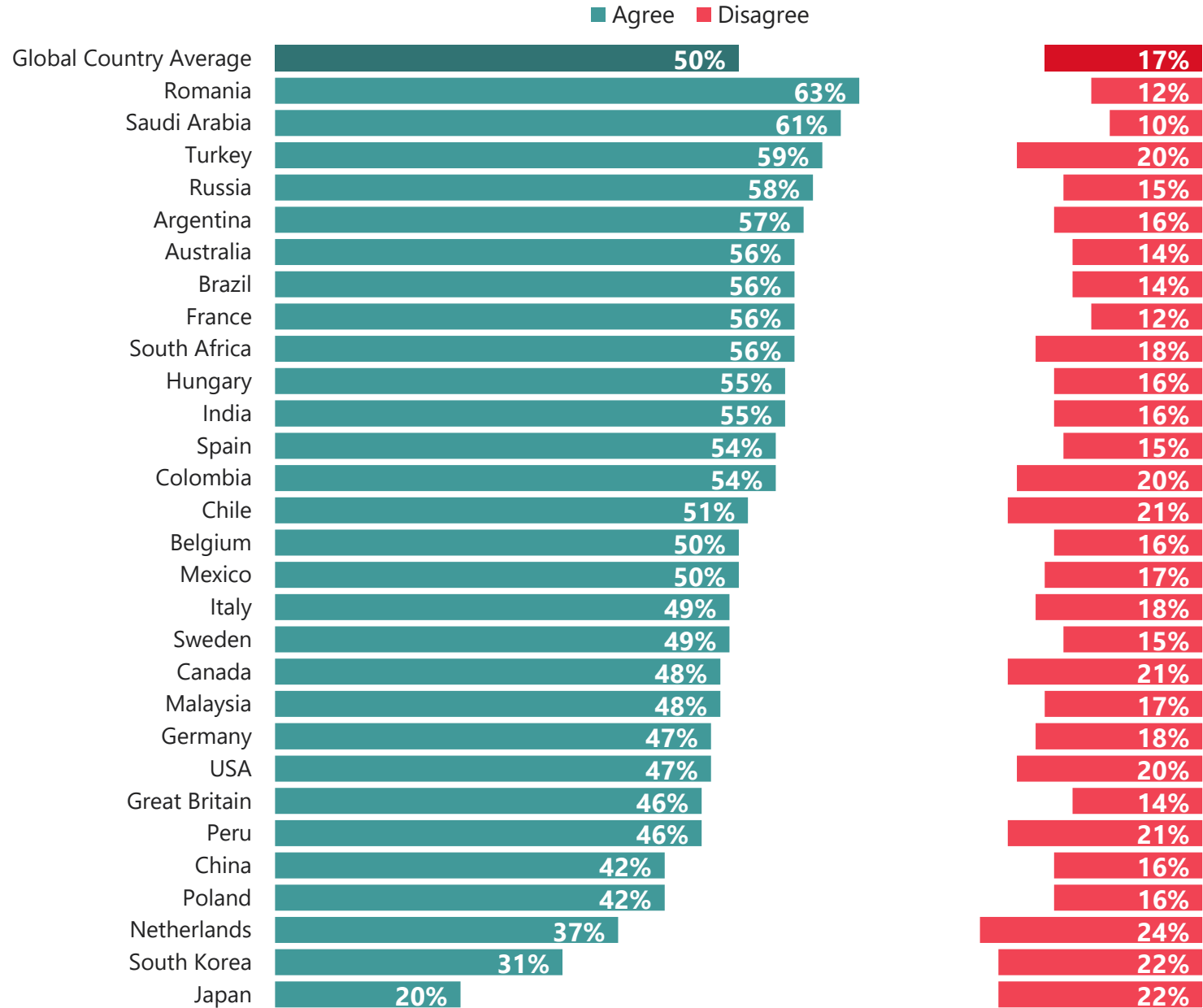
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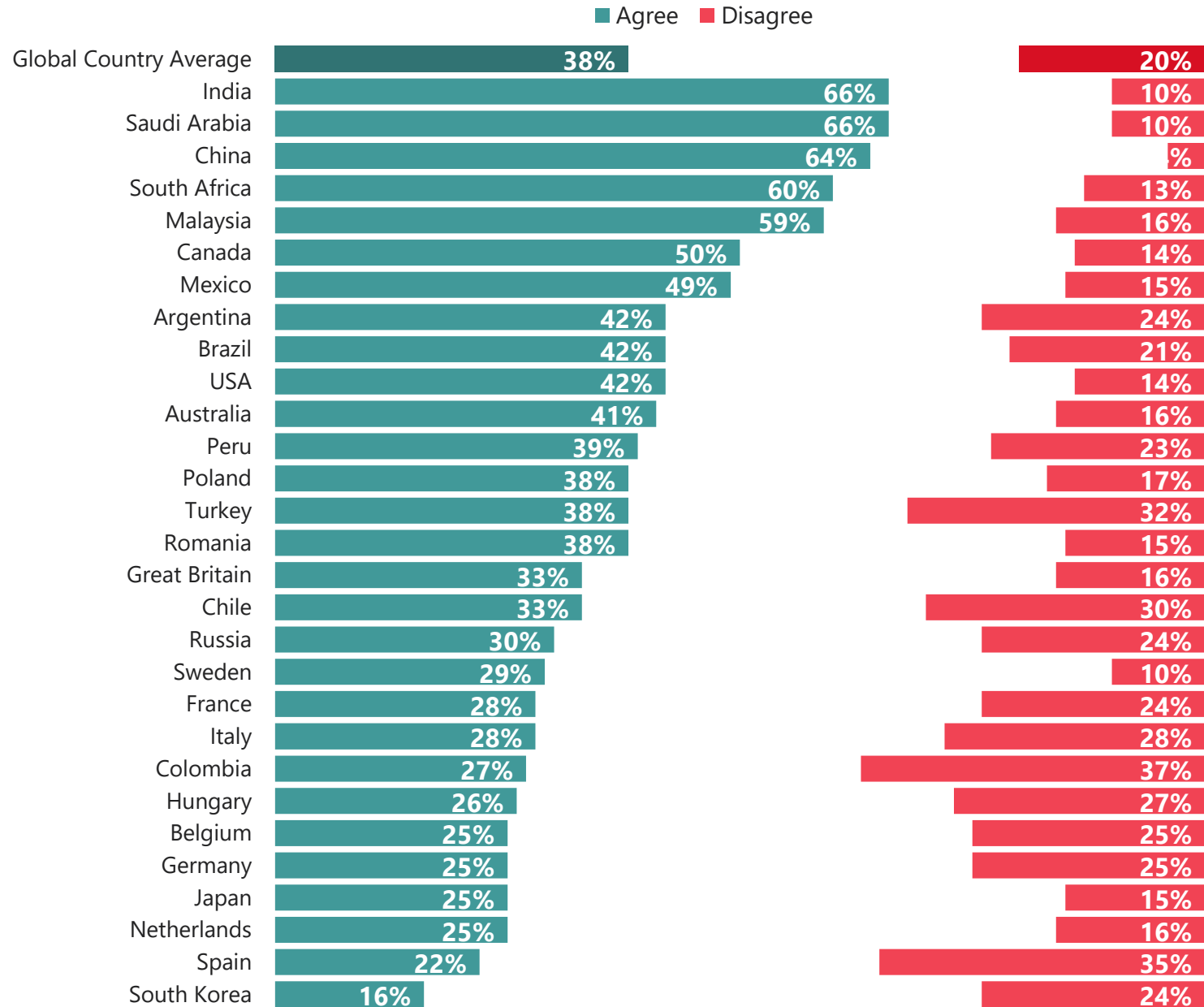
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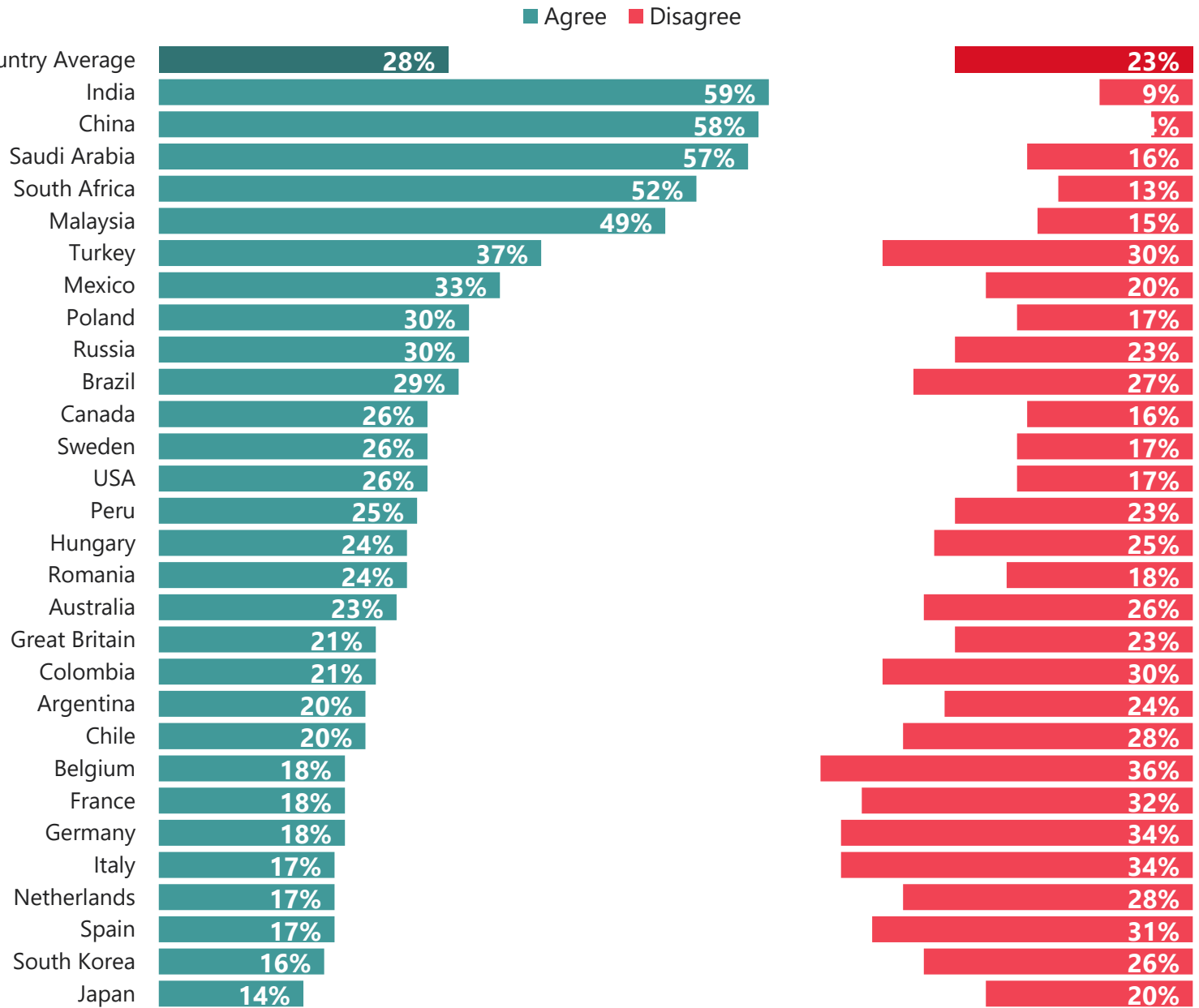
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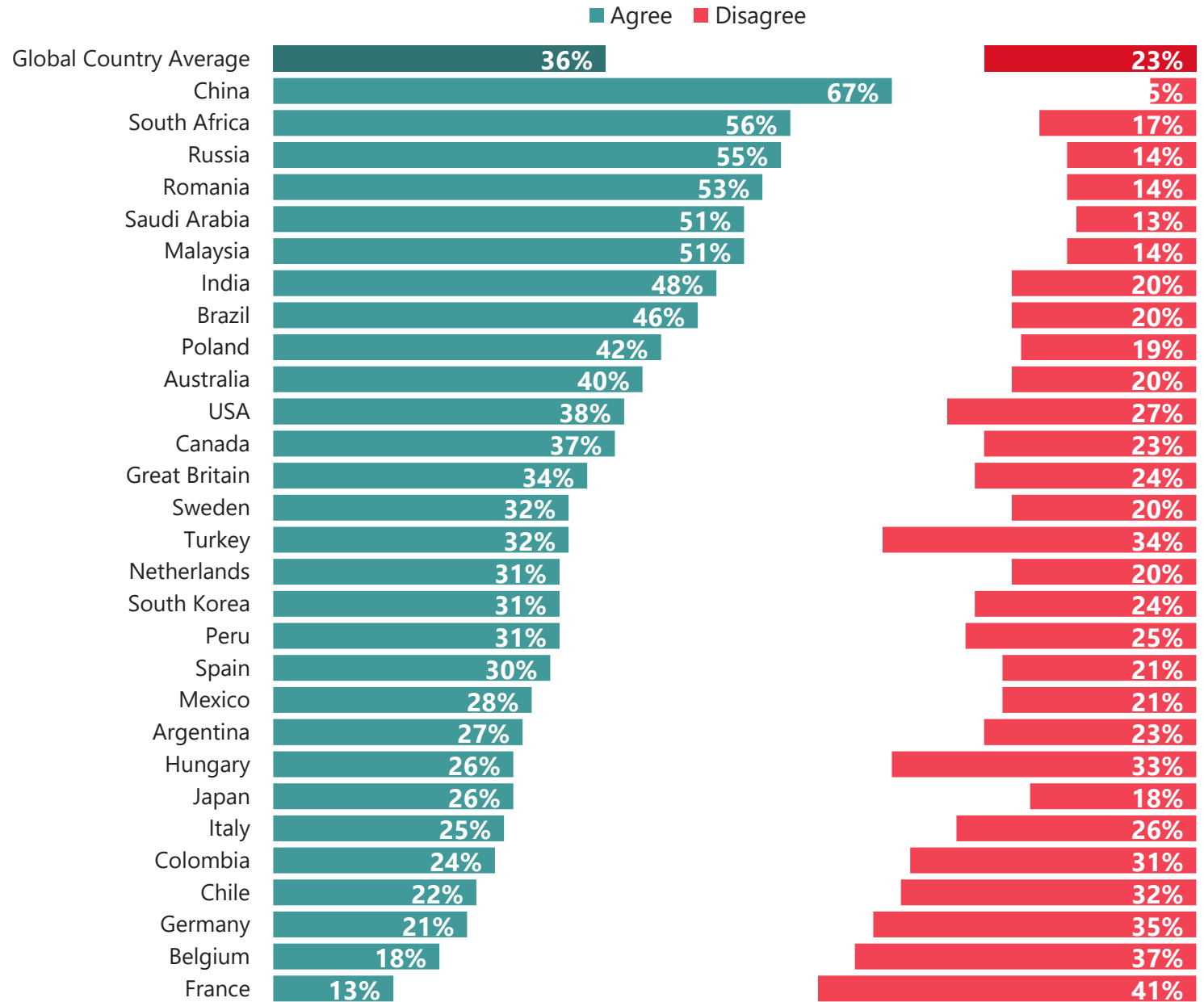
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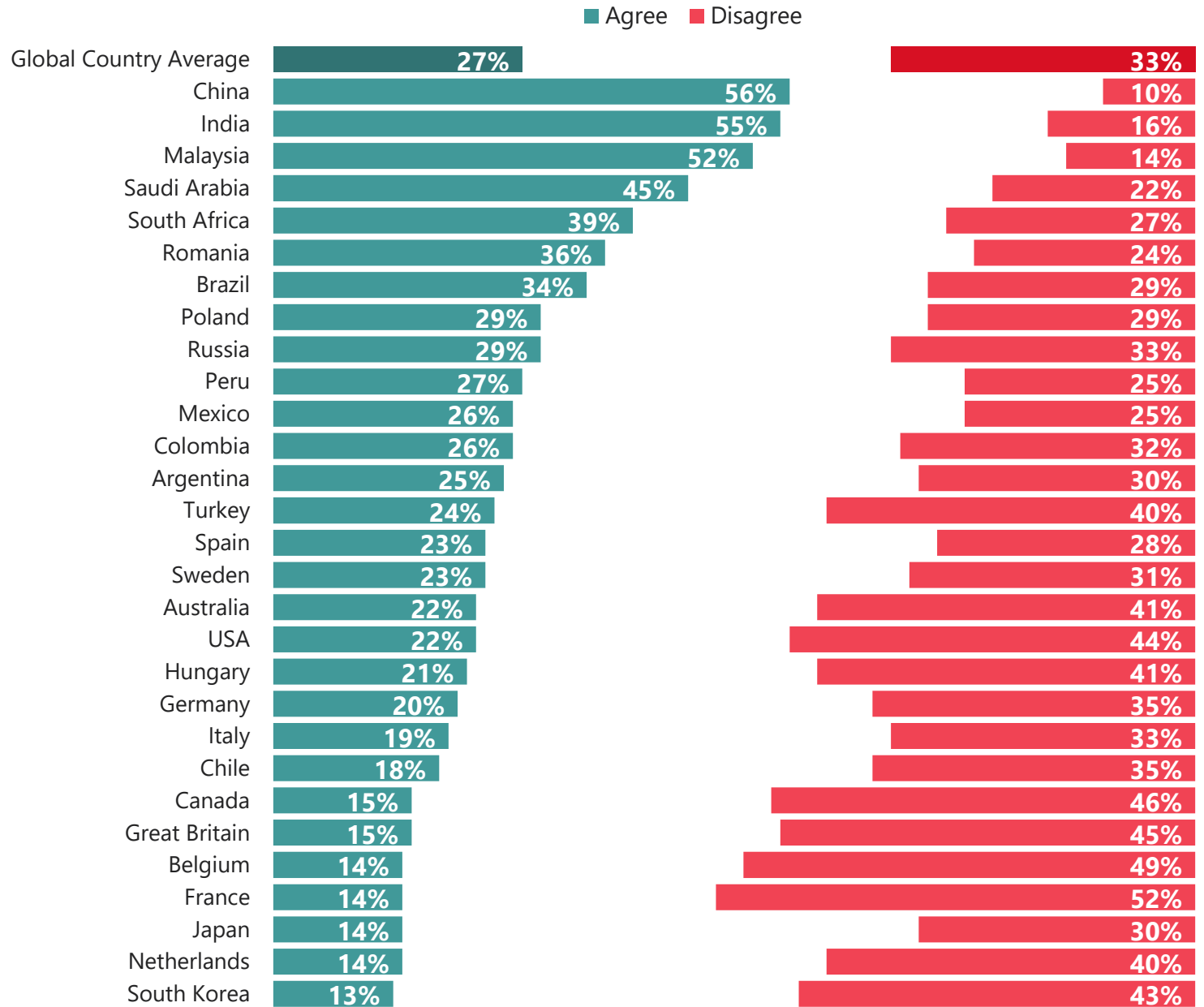
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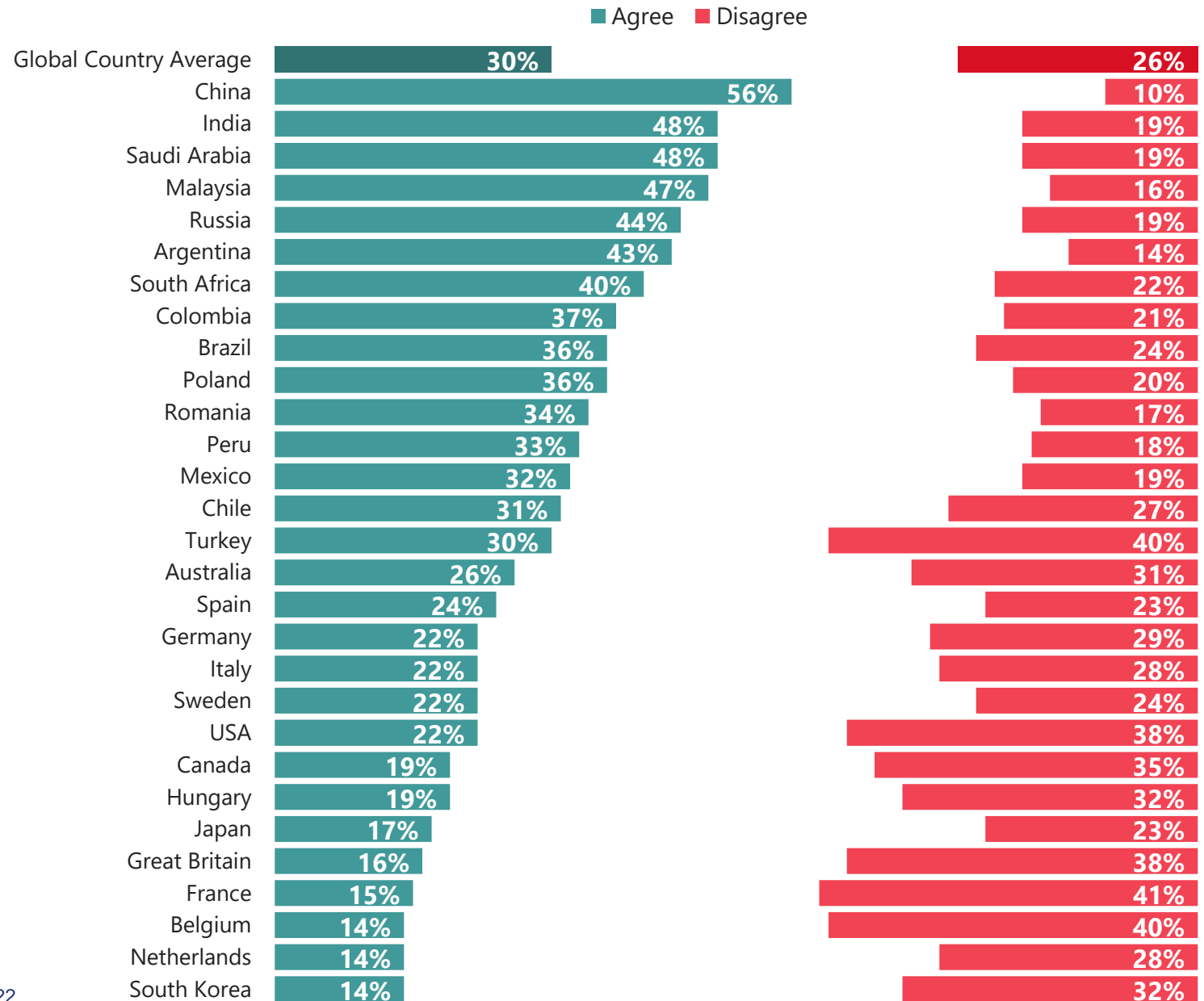
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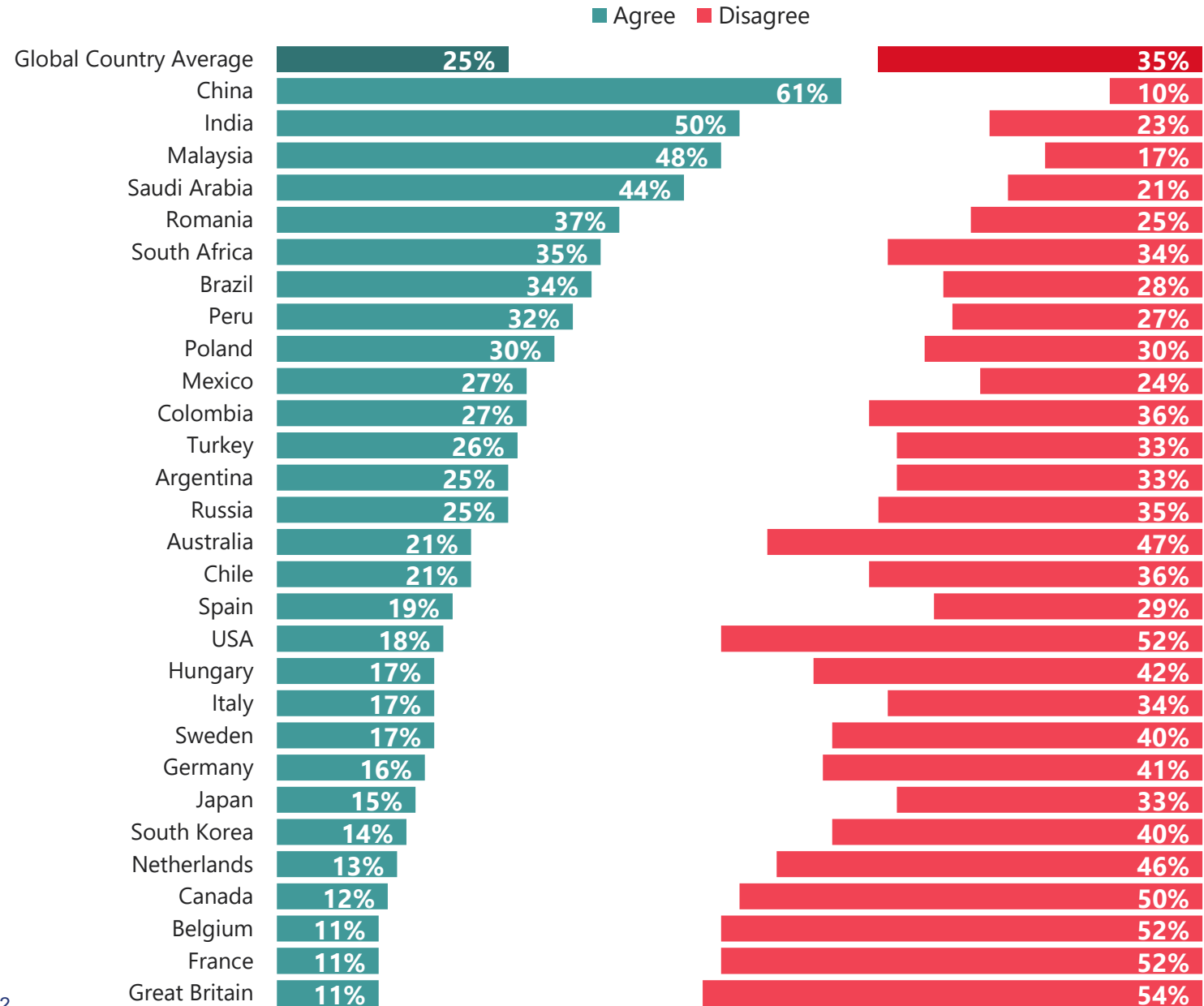
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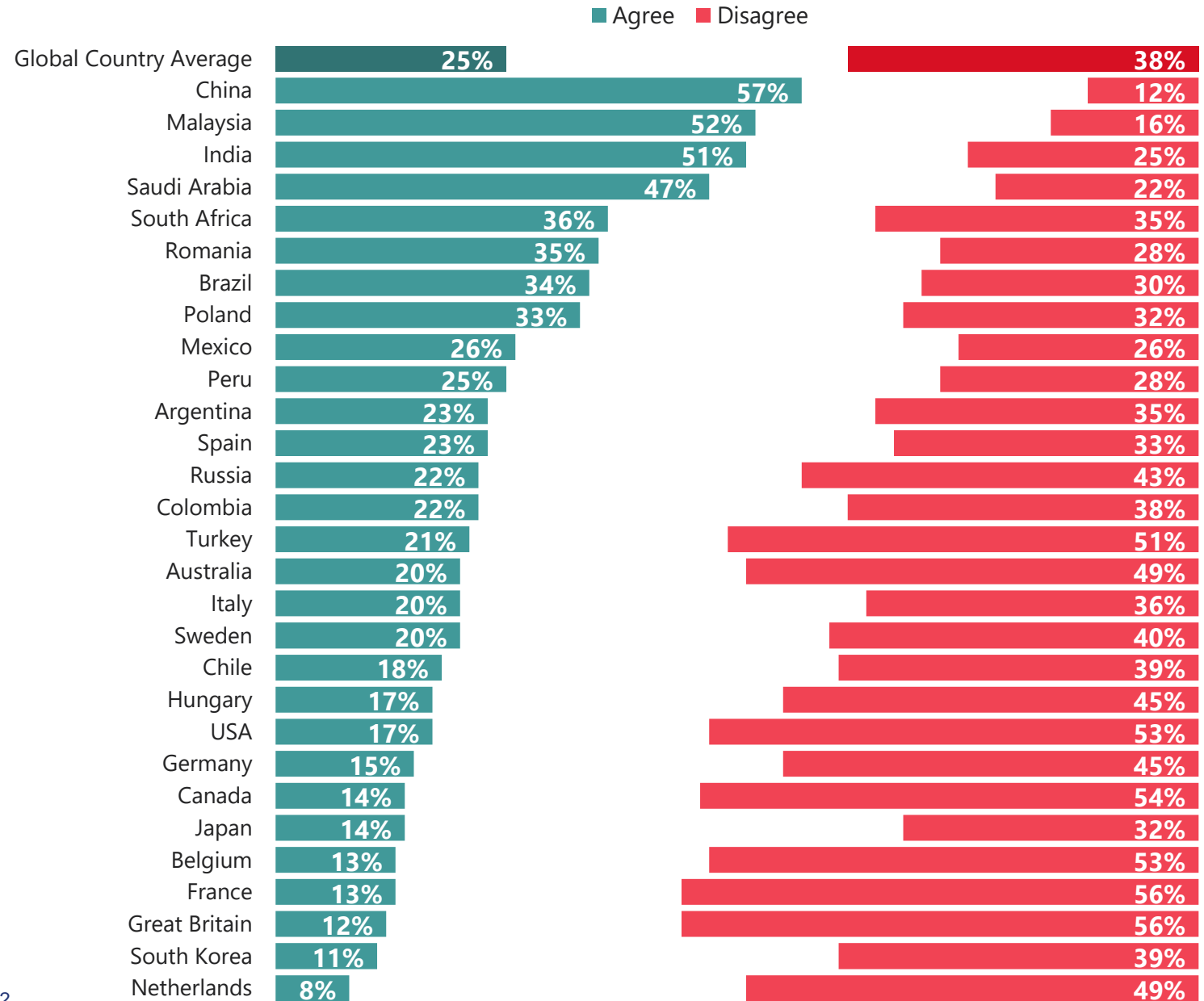
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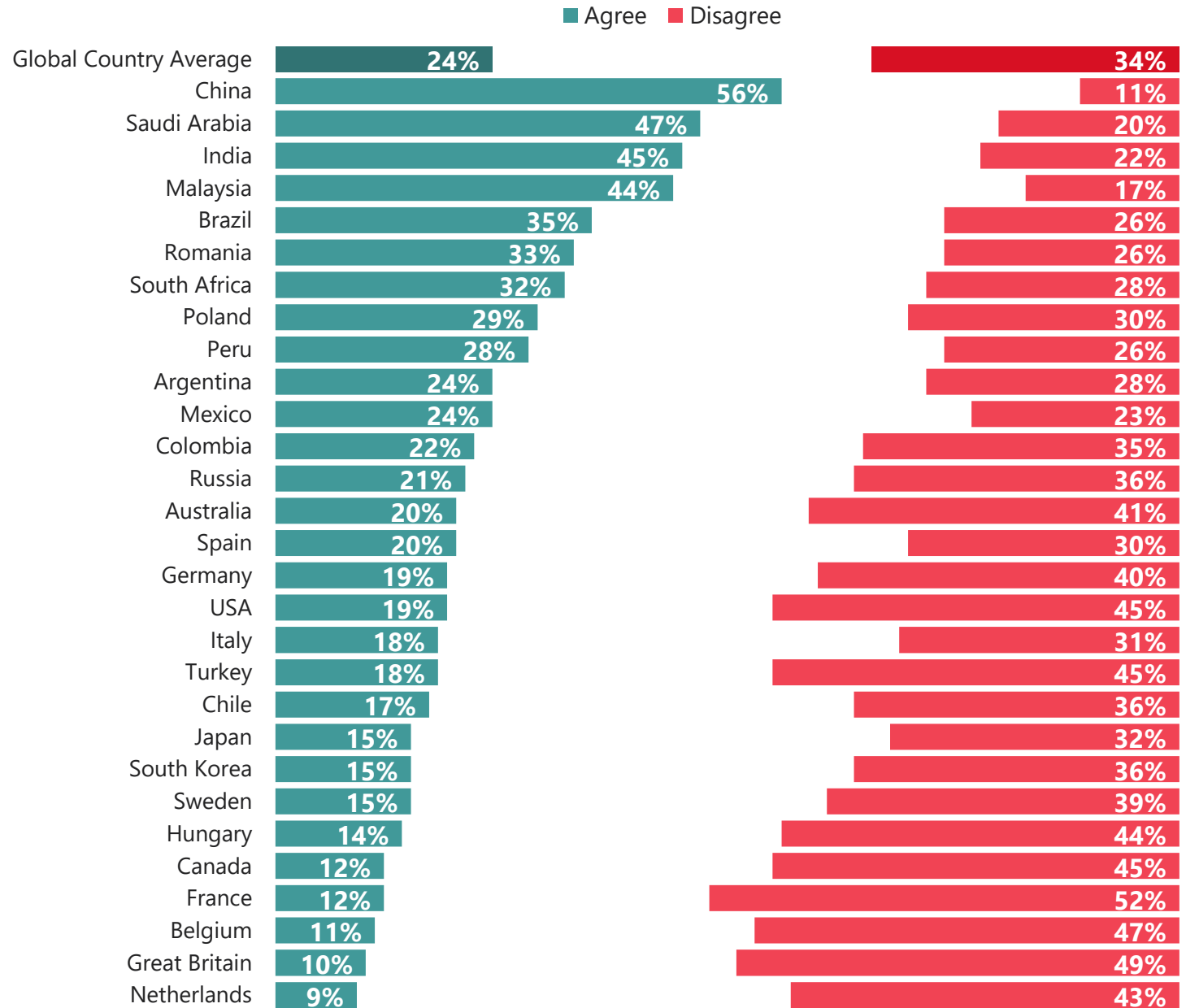
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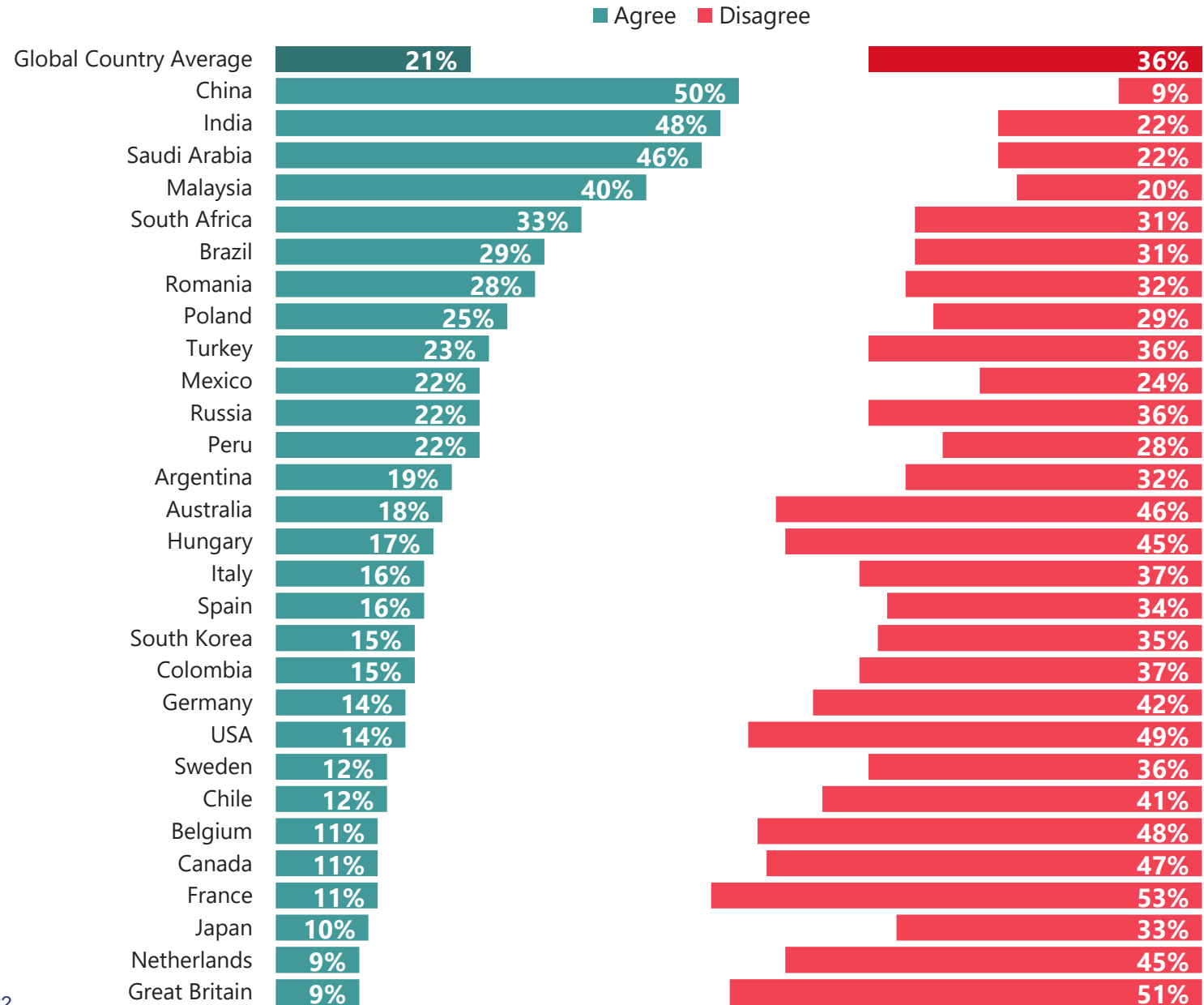
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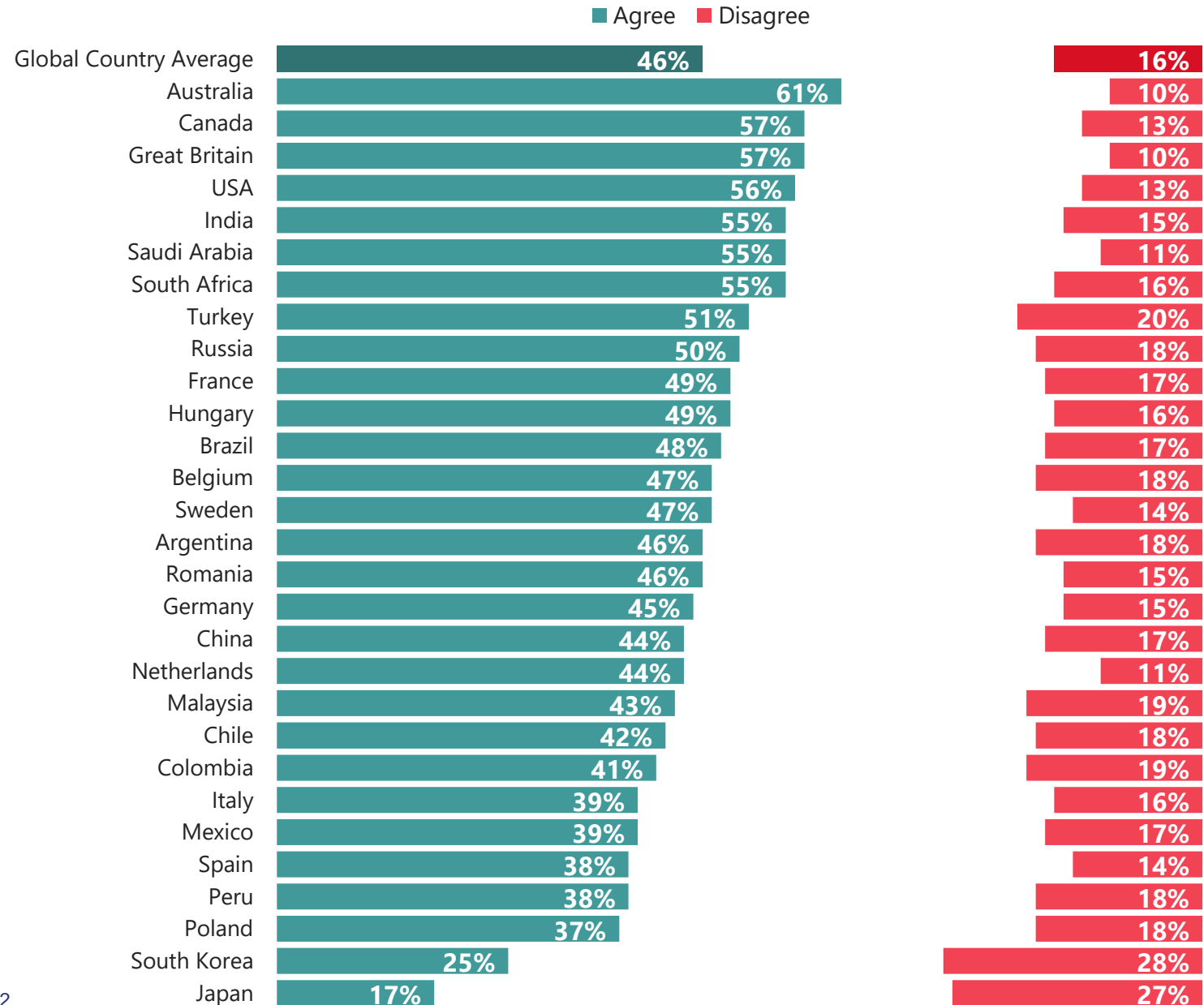
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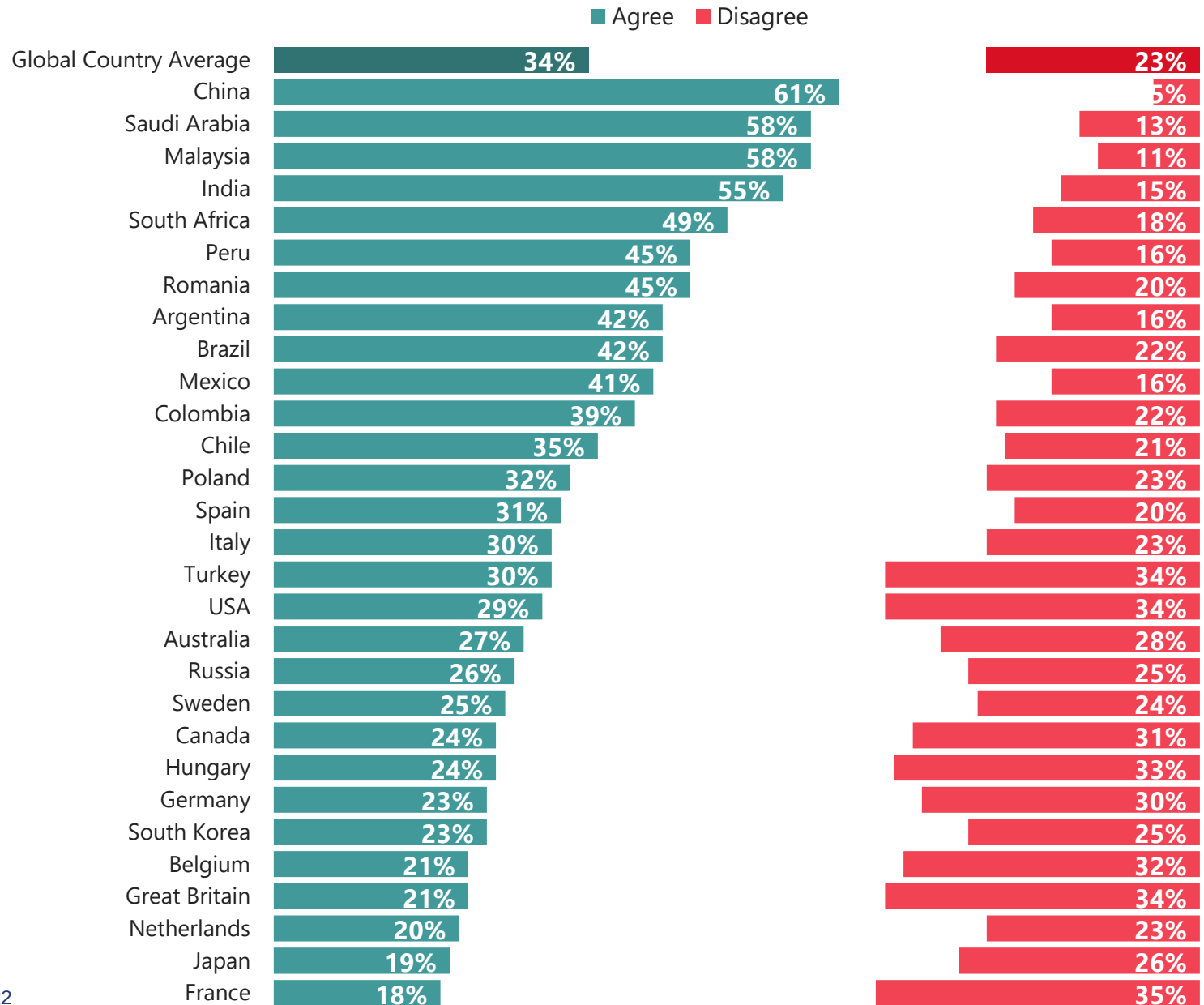
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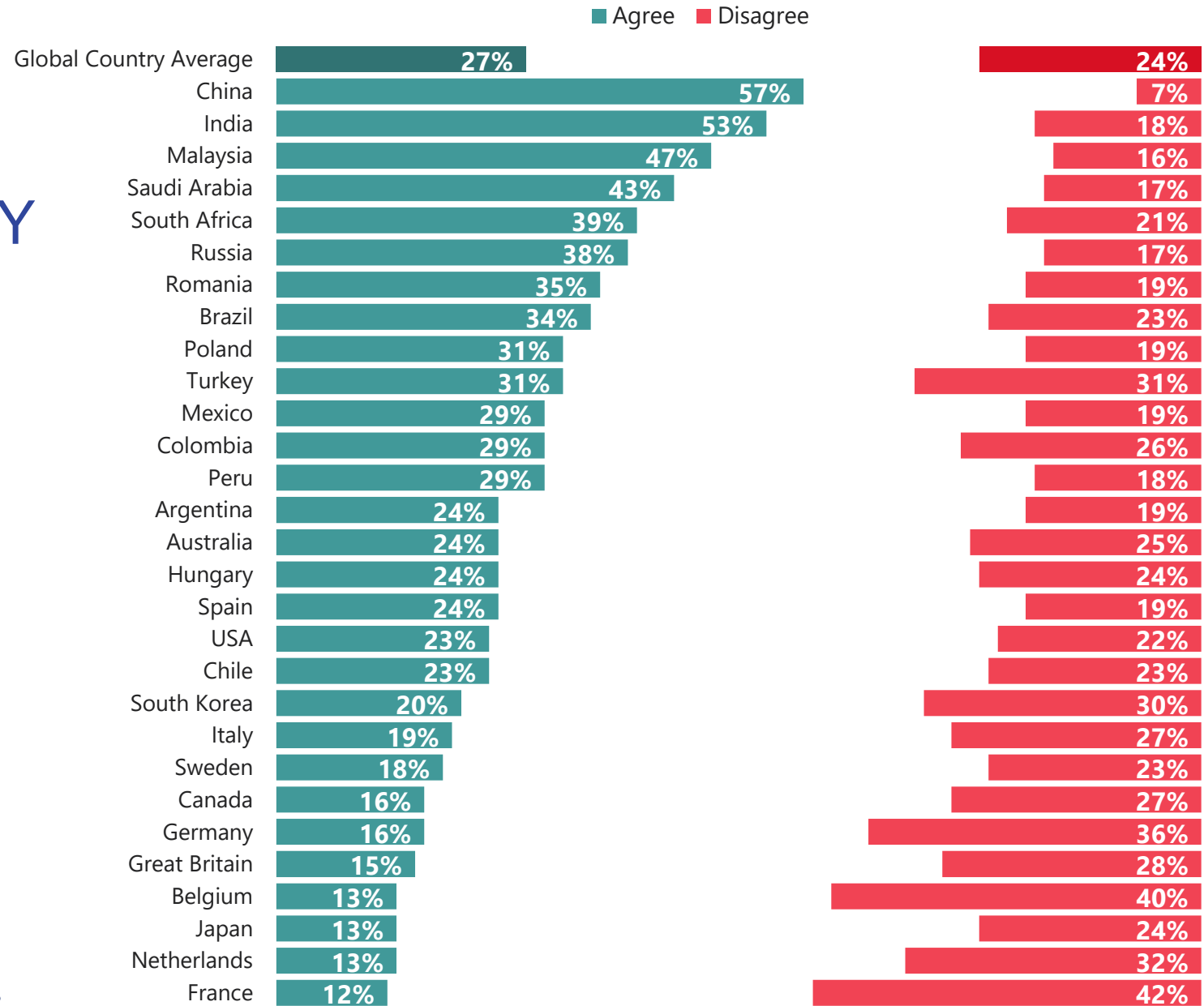
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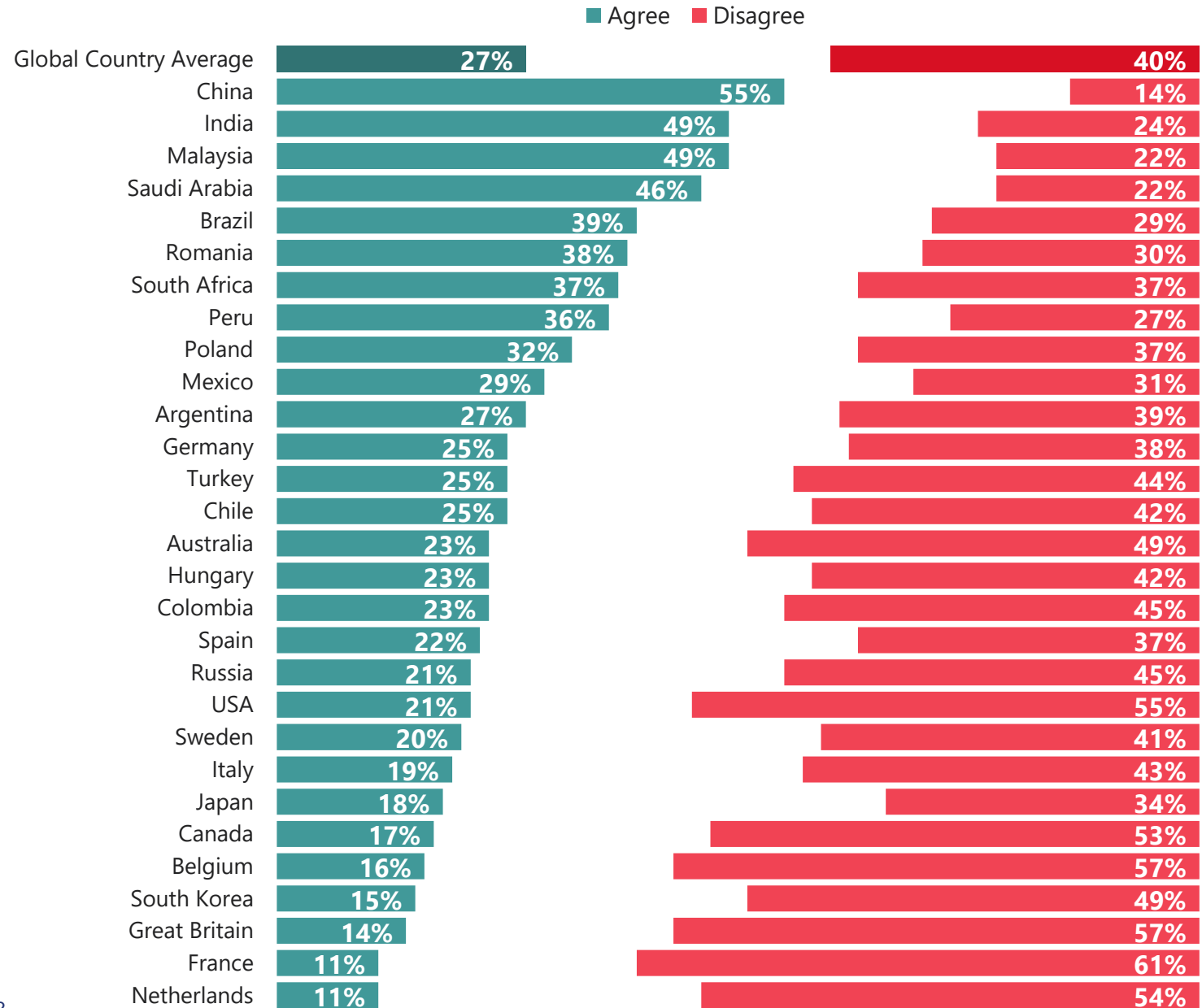
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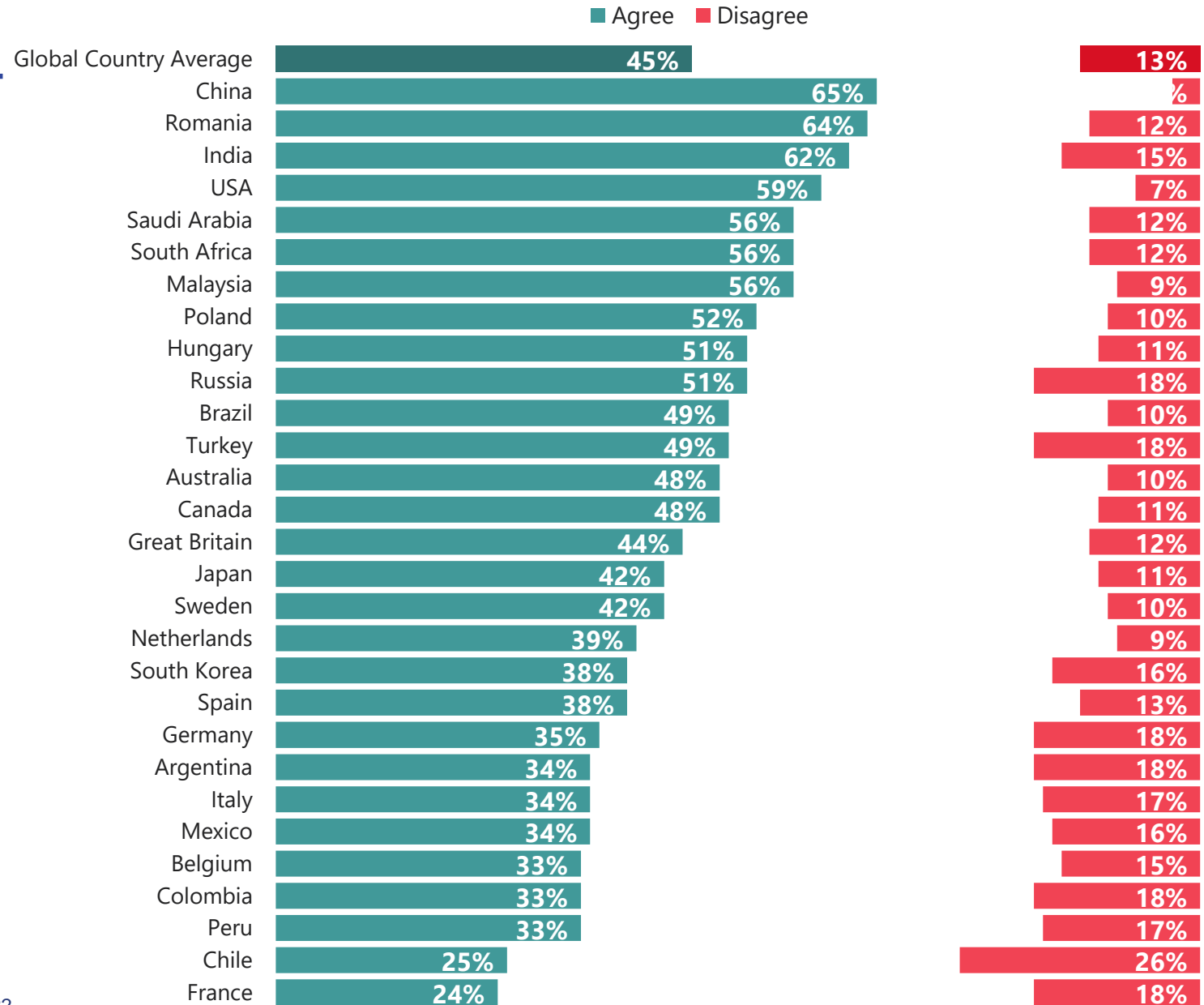
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# CAR/AUTOMOTIVE COMPANIES

# CAR/AUTOMOTIVE COMPANIES - IF IT IS GOOD AT WHAT IT DOES

Q.

To what extent, if at all, would you agree or disagree with the following statements about [ORGANISATION]?



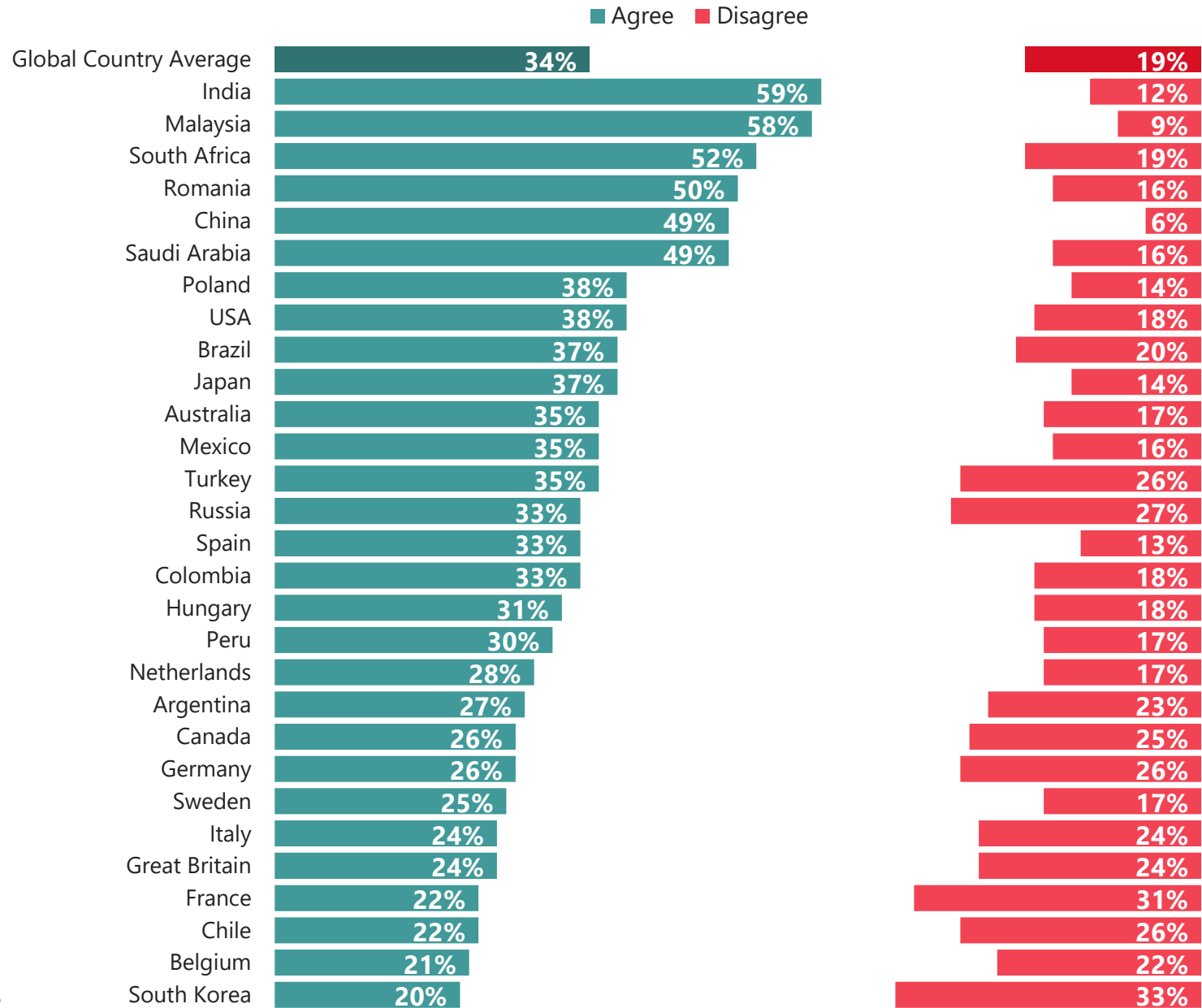
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# CAR/AUTOMOTIVE COMPANIES - IF IT DOES WHAT IT DOES WITH THE BEST OF INTENTIONS

Q.

To what extent, if at all, would you agree or disagree with the following statements about [ORGANISATION]?



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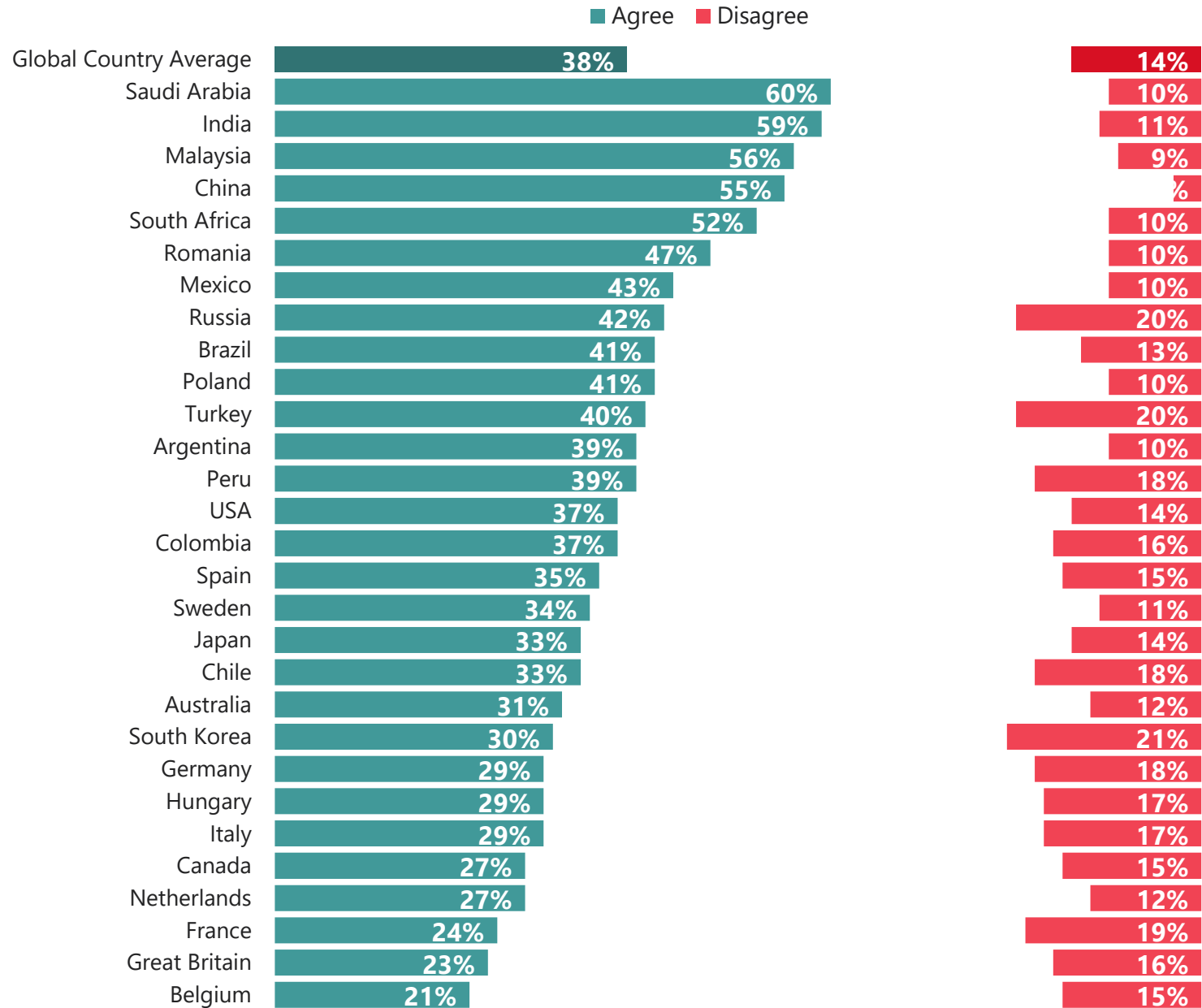
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# CAR/AUTOMOTIVE COMPANIES - IF IT IS WELL LED

Q.

To what extent, if at all, would you agree or disagree with the following statements about [ORGANISATION]?



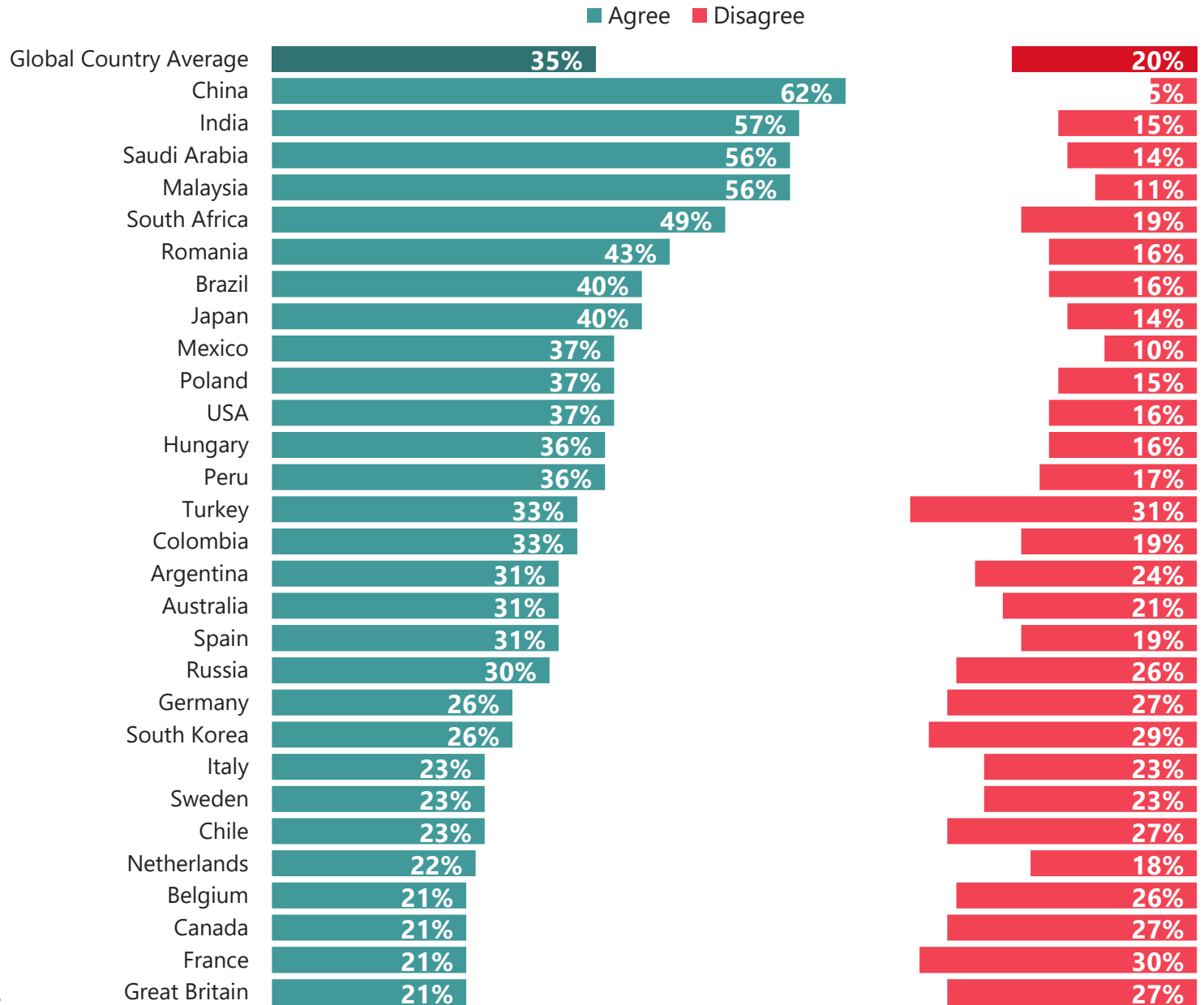
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# CAR/AUTOMOTIVE COMPANIES - IF IT BEHAVES RESPONSIBLY

Q.

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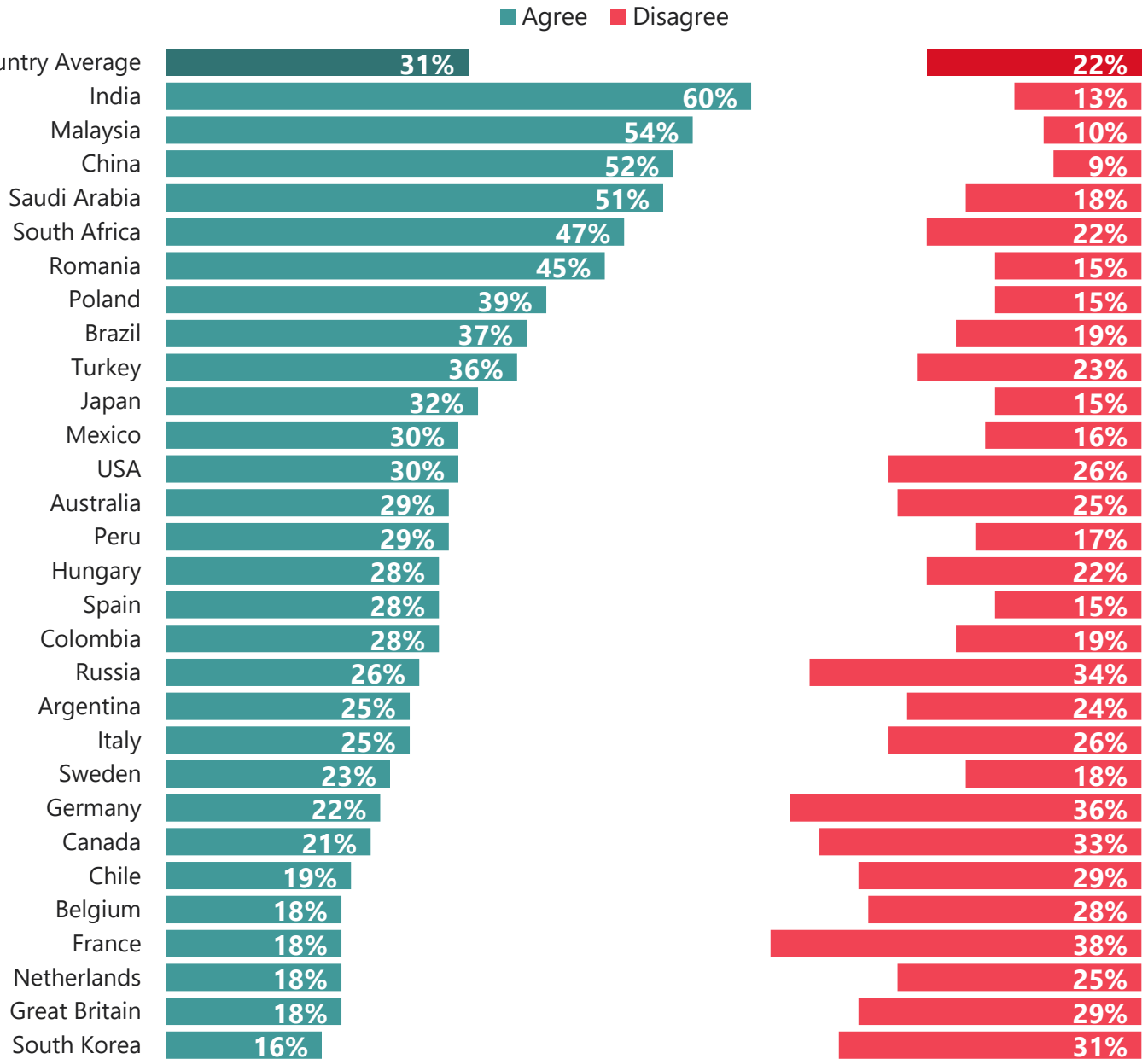
# CAR/AUTOMOTIVE COMPANIES - IF IT IS OPEN AND TRANSPARENT ABOUT WHAT IT DOES

Q.

To what extent, if at all, would you agree or disagree with the following statements about [ORGANISATION]?

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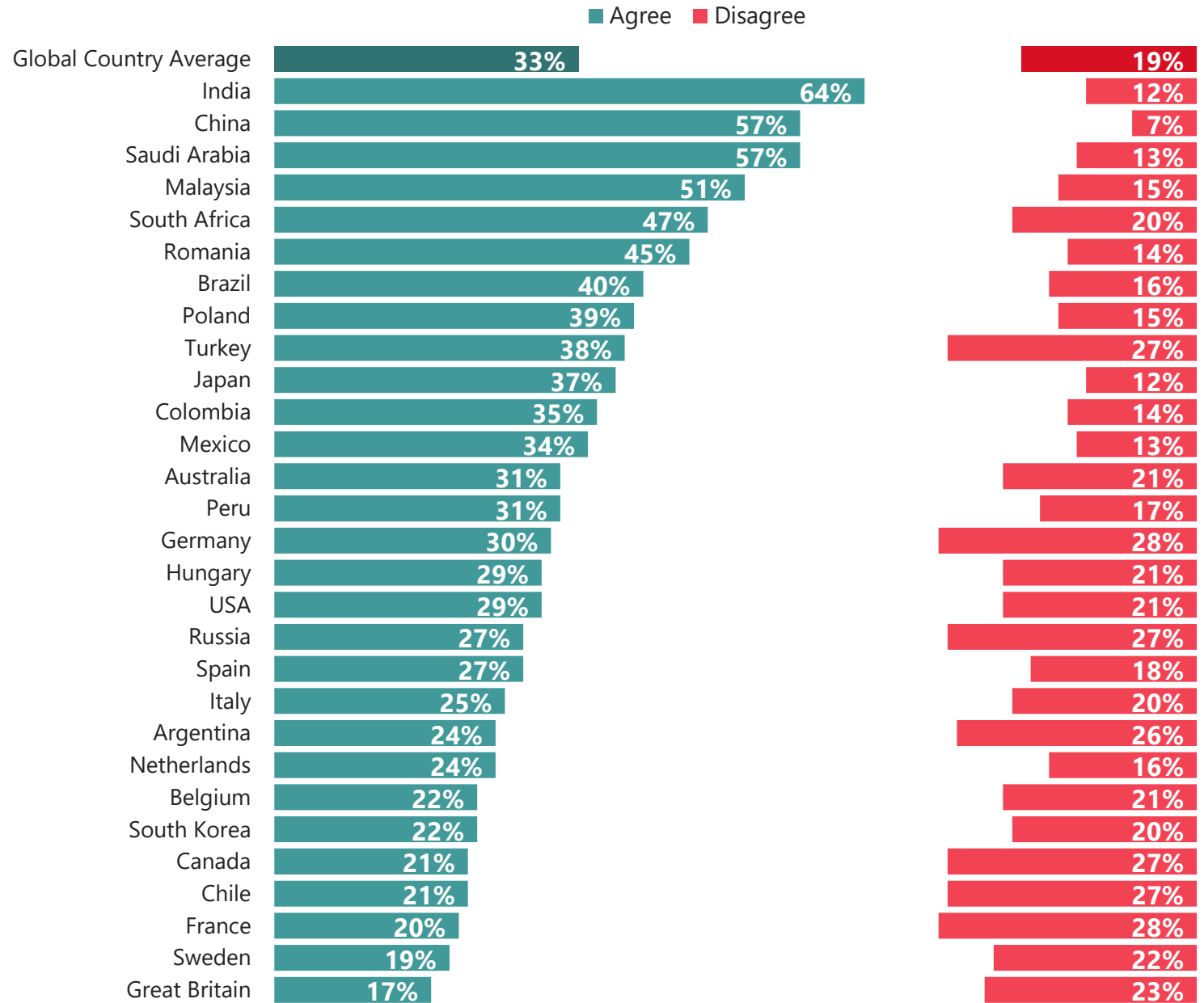




# CAR/AUTOMOTIVE COMPANIES - IF IT IS RELIABLE/KEEPS ITS PROMISES

Q.

To what extent, if at all, would you agree or disagree with the following statements about [ORGANISATION]?



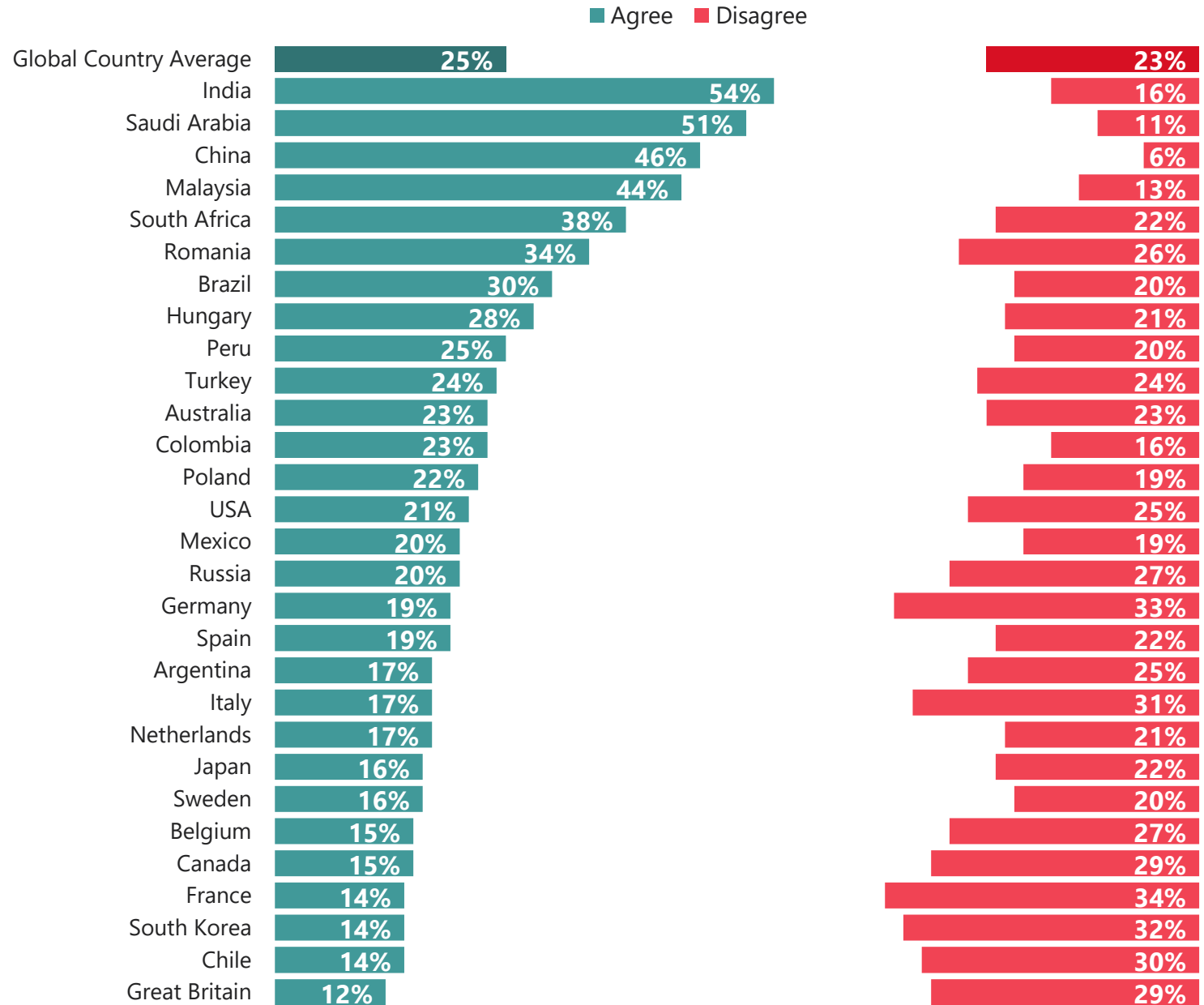
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# CAR/AUTOMOTIVE COMPANIES - IF IT SHARES MY VALUES

Q.

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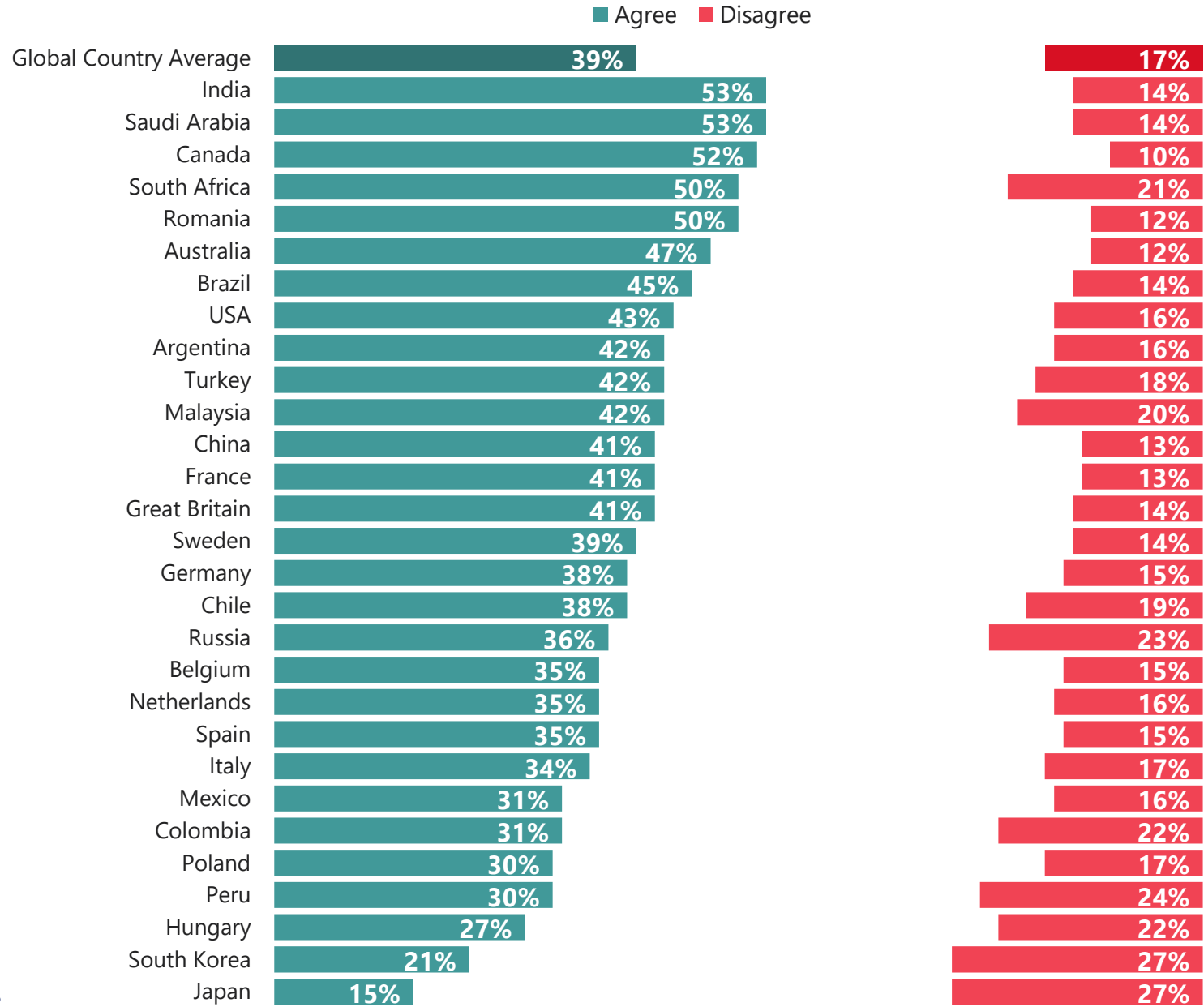
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# CAR/AUTOMOTIVE COMPANIES - IF IT WOULD TRY TO TAKE ADVANTAGE OF ME IF IT COULD

Q.

To what extent, if at all, would you agree or disagree with the following statements about [ORGANISATION]?



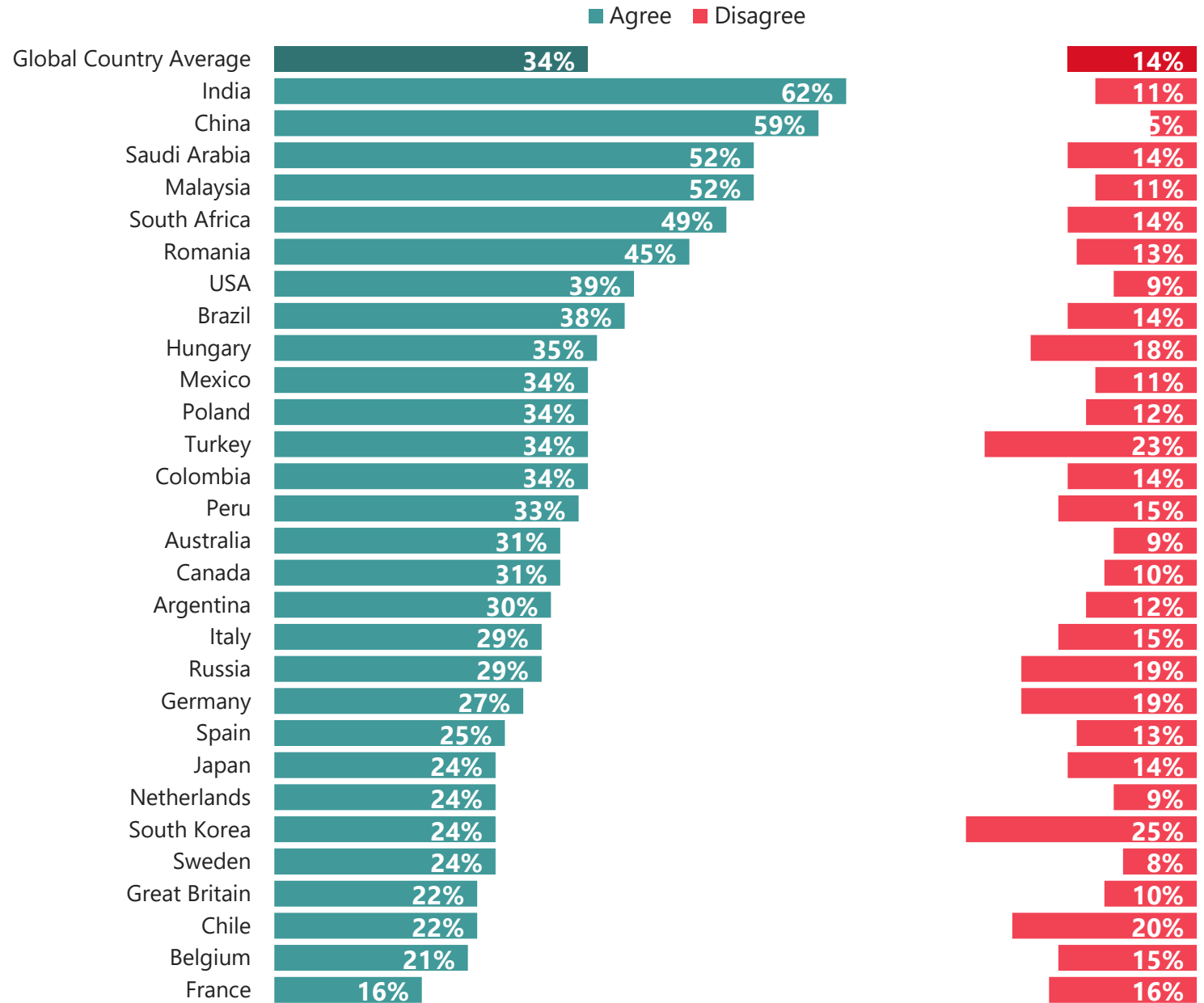
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# CAR/AUTOMOTIVE COMPANIES - IF IT HAS BEHAVED WELL IN ITS RESPONSE TO THE COVID-19 PANDEMIC

Q.

To what extent, if at all, would you agree or disagree with the following statements about [ORGANISATION]?



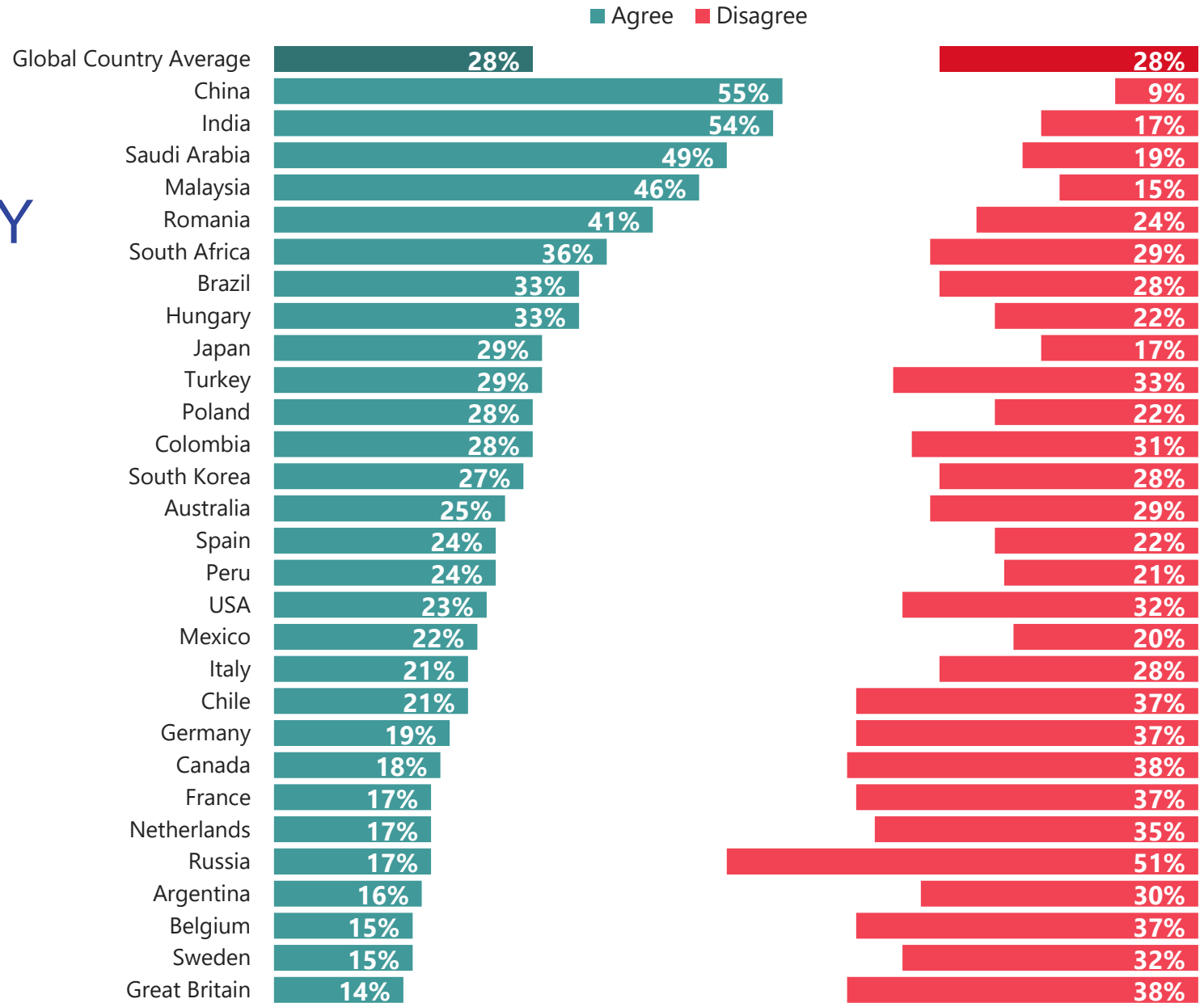
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# CAR/AUTOMOTIVE COMPANIES - IF IT IS ENVIRONMENTALLY SUSTAINABLE

Q.

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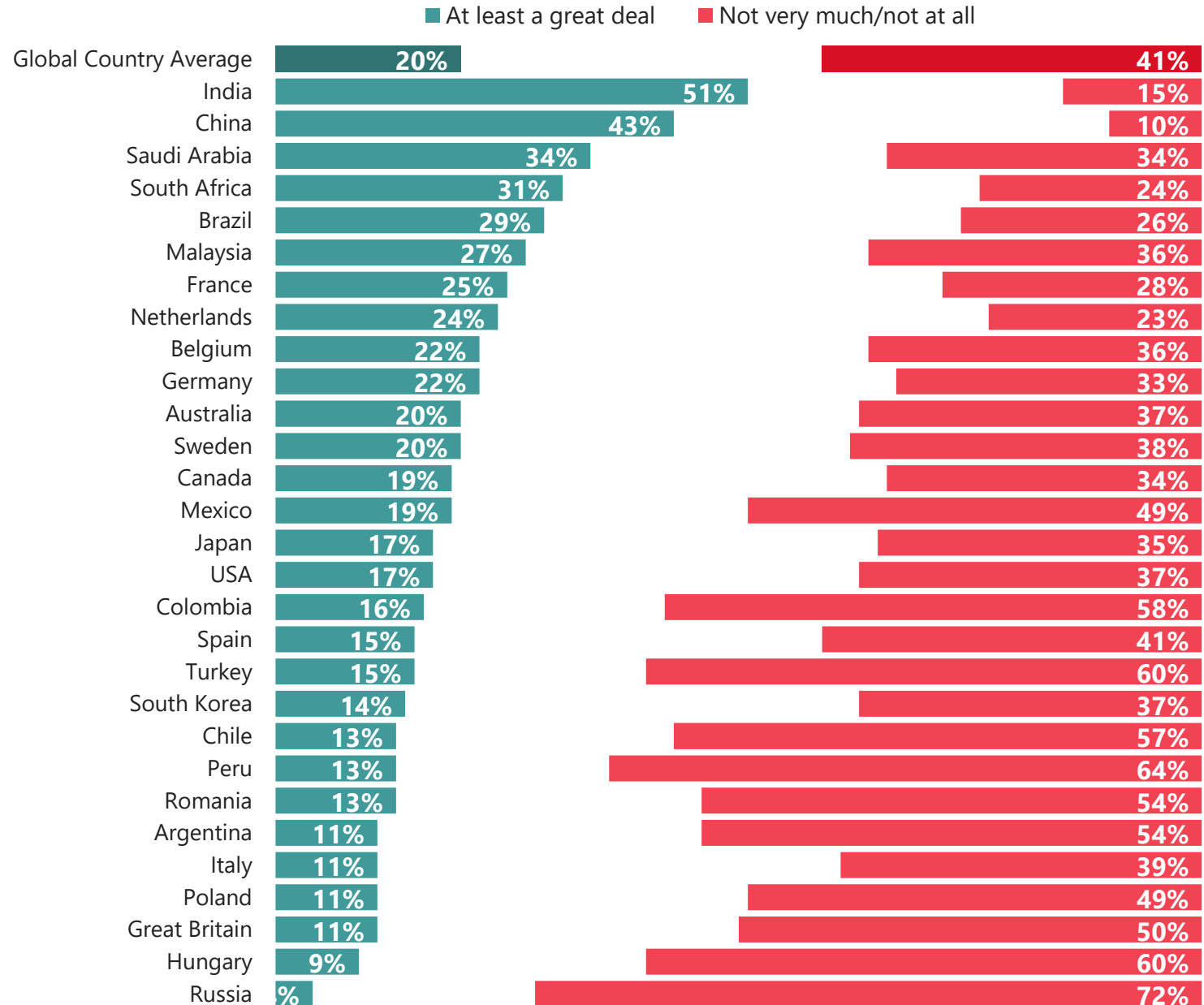
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# TRUST IN SOURCES OF INFORMATION

# PRINTED NEWSPAPERS

Q.

Below is a list of different media channels. To what extent, if at all, do you trust each of these to provide you with accurate information about politics and current affairs?



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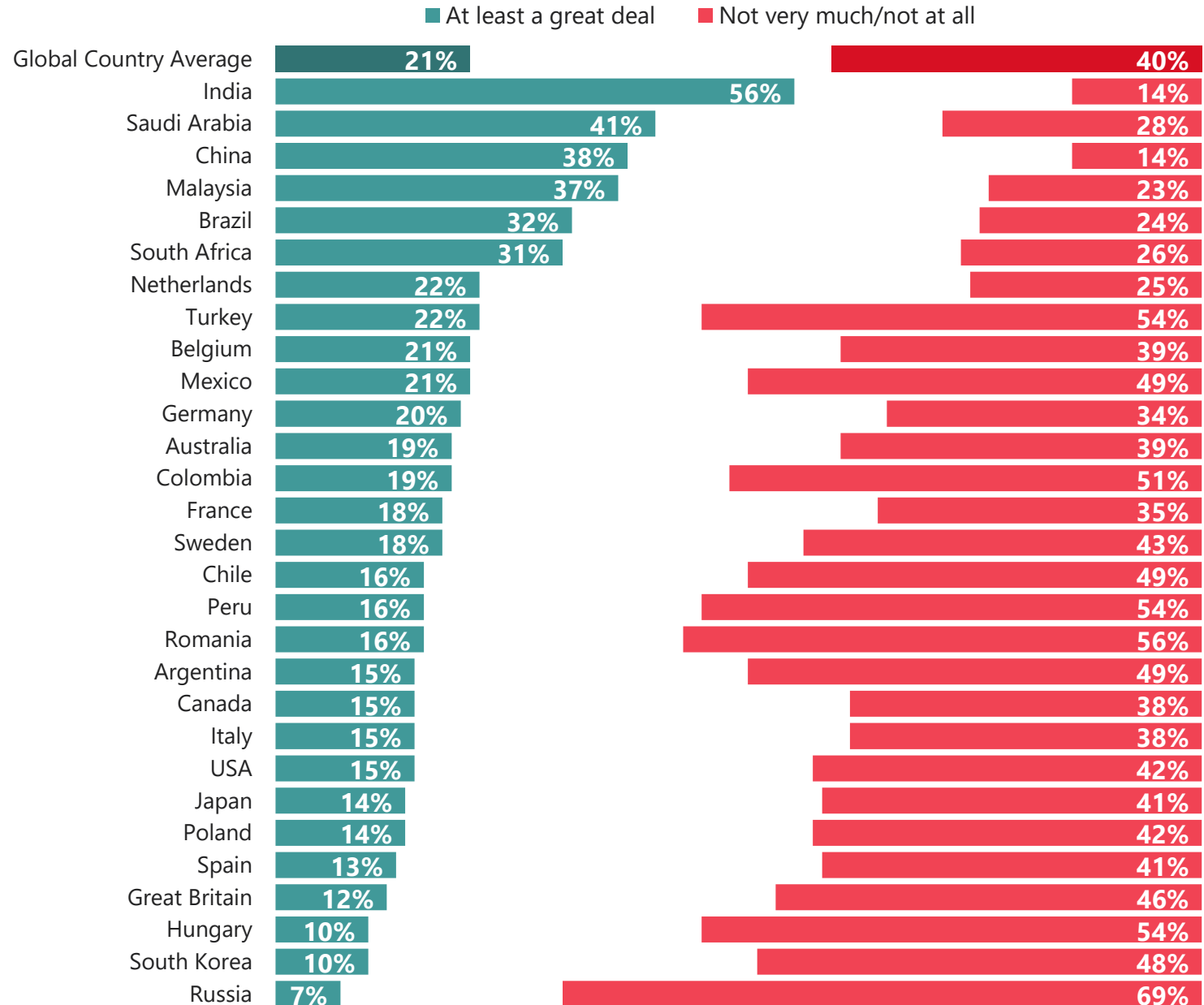
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# ONLINE NEWSPAPERS OR NEWS WEBSITES OR APPS

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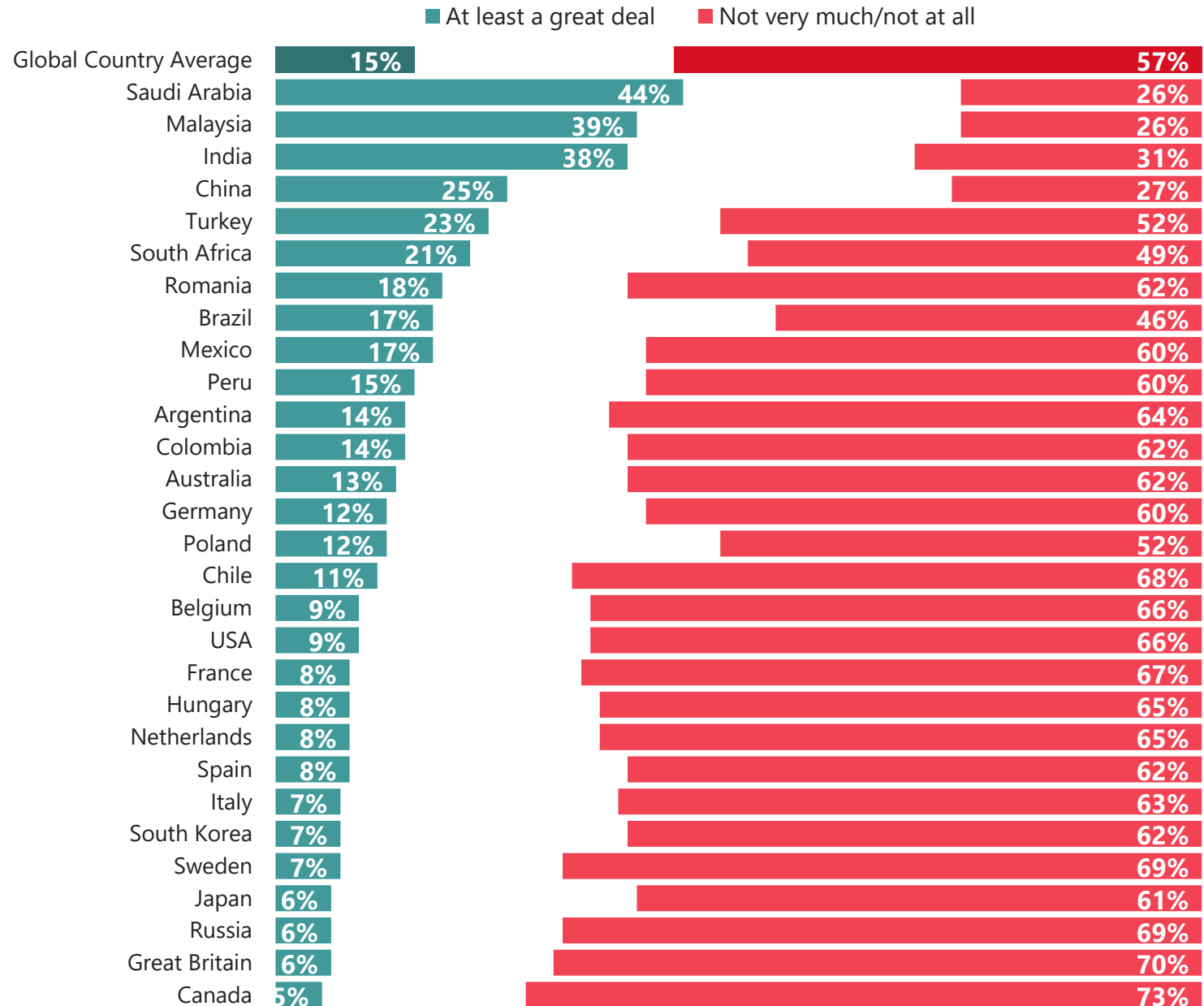
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# SOCIAL MEDIA

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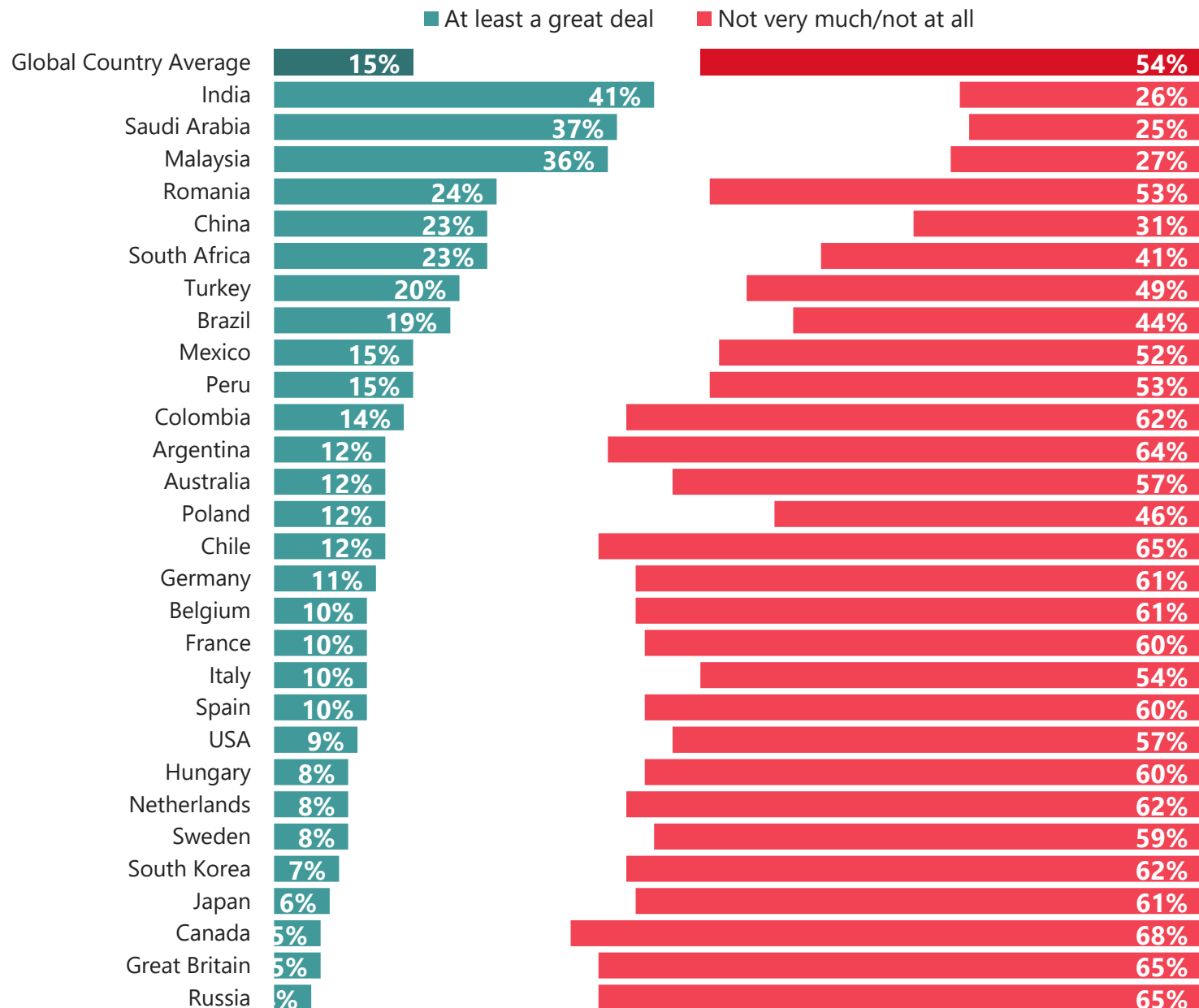
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# VIDEO SHARING WEBSITES ONLINE

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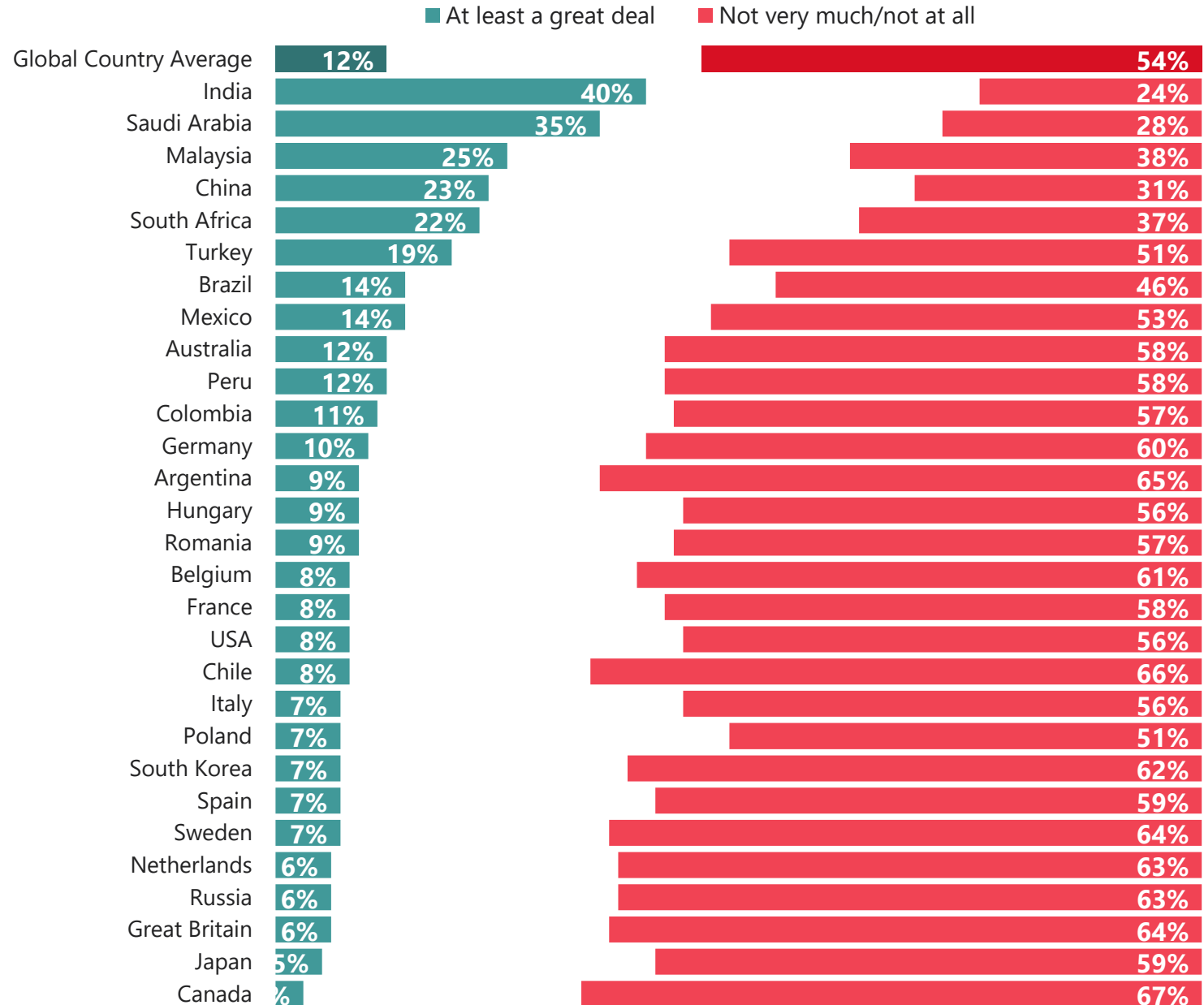
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# ONLINE BLOGS OR FORUMS

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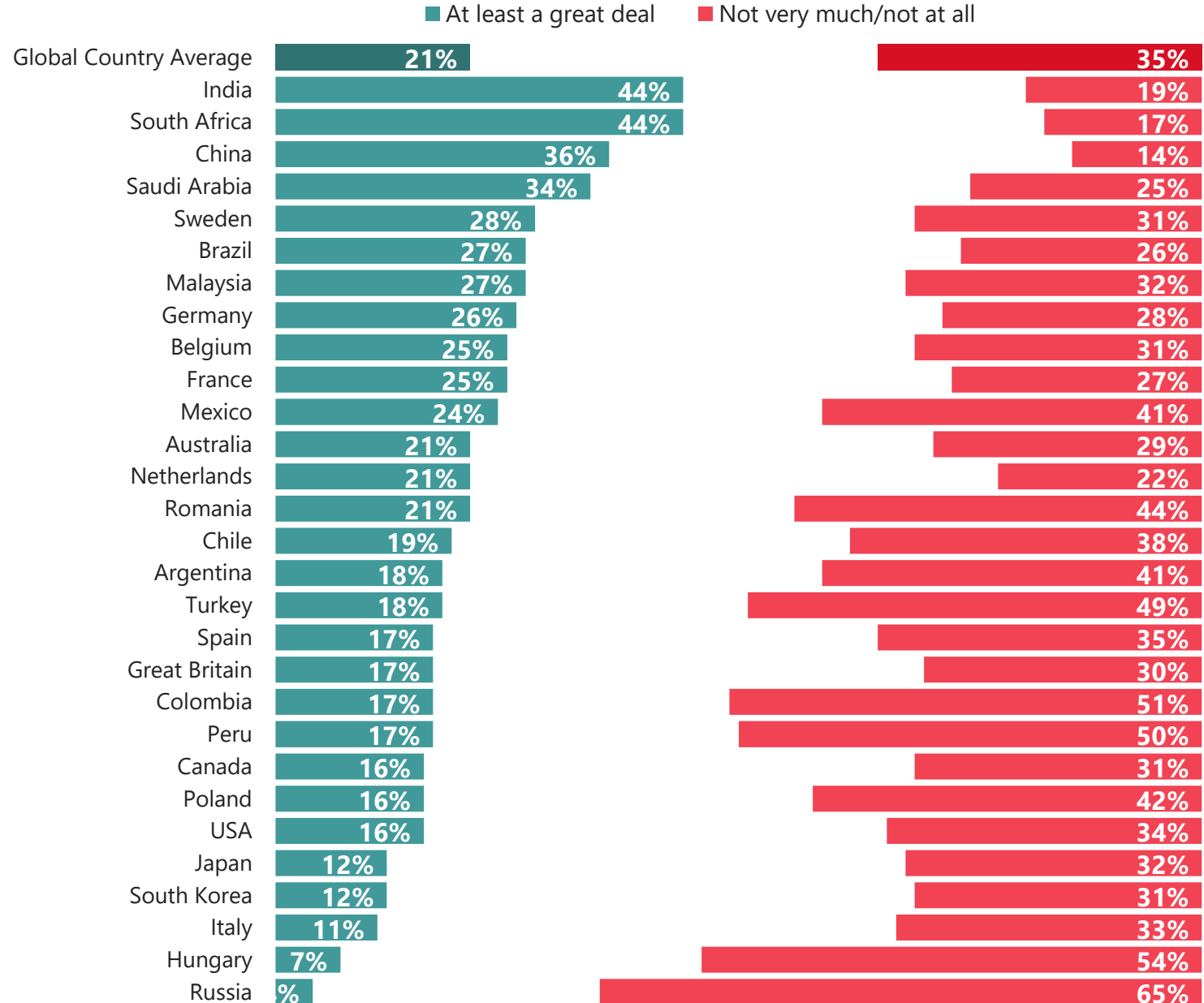
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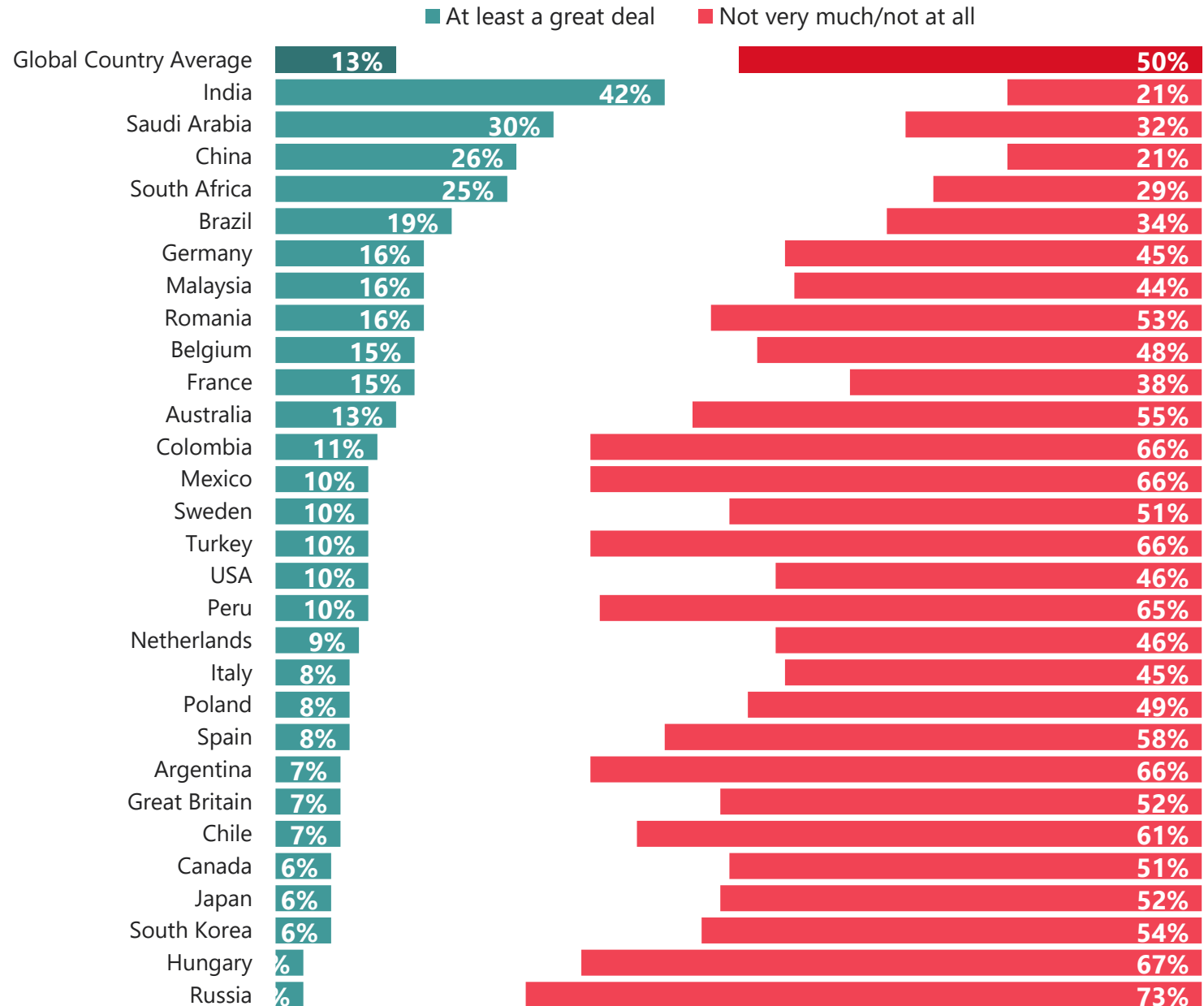
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# MAGAZINES

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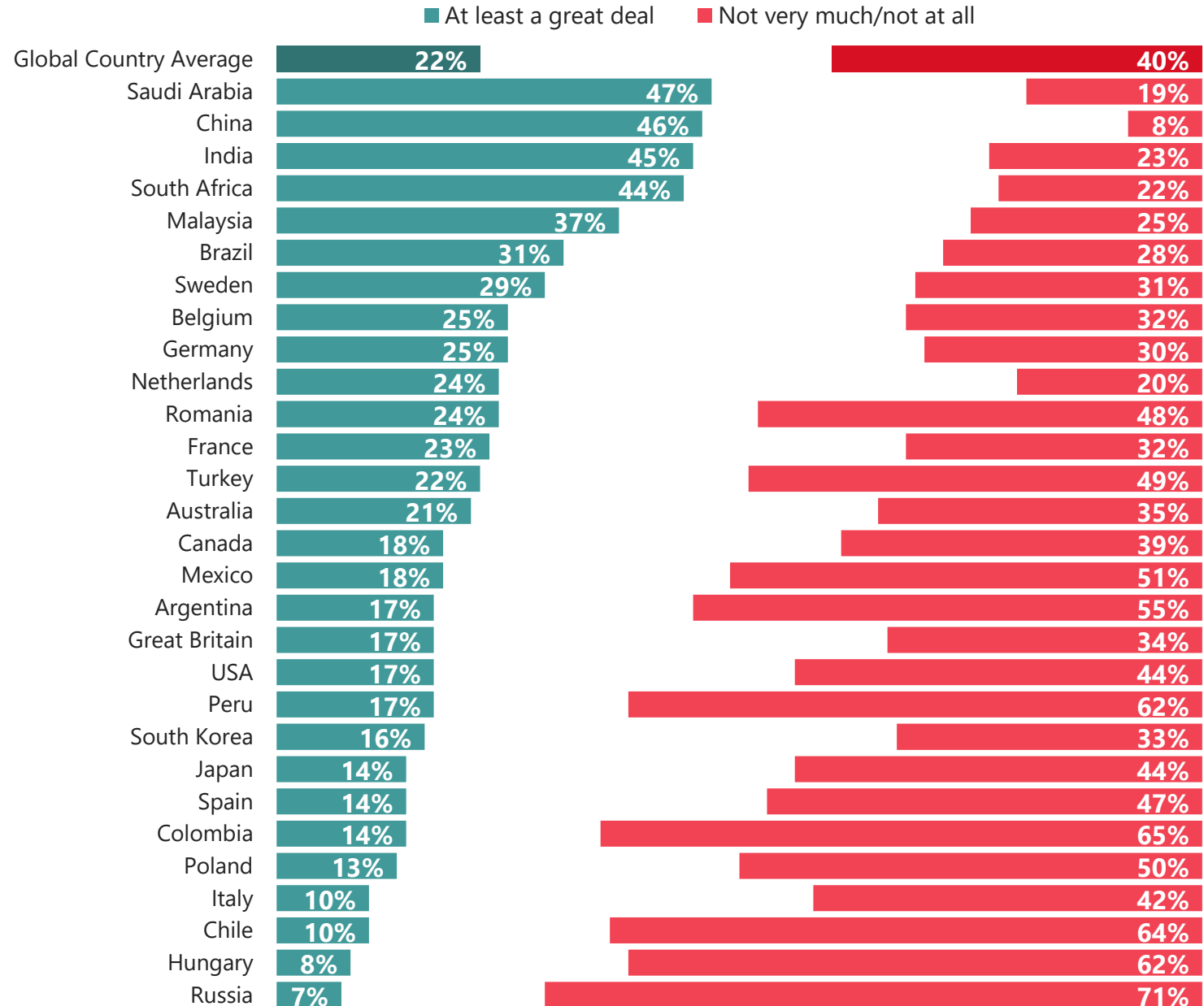
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# TELEVISION

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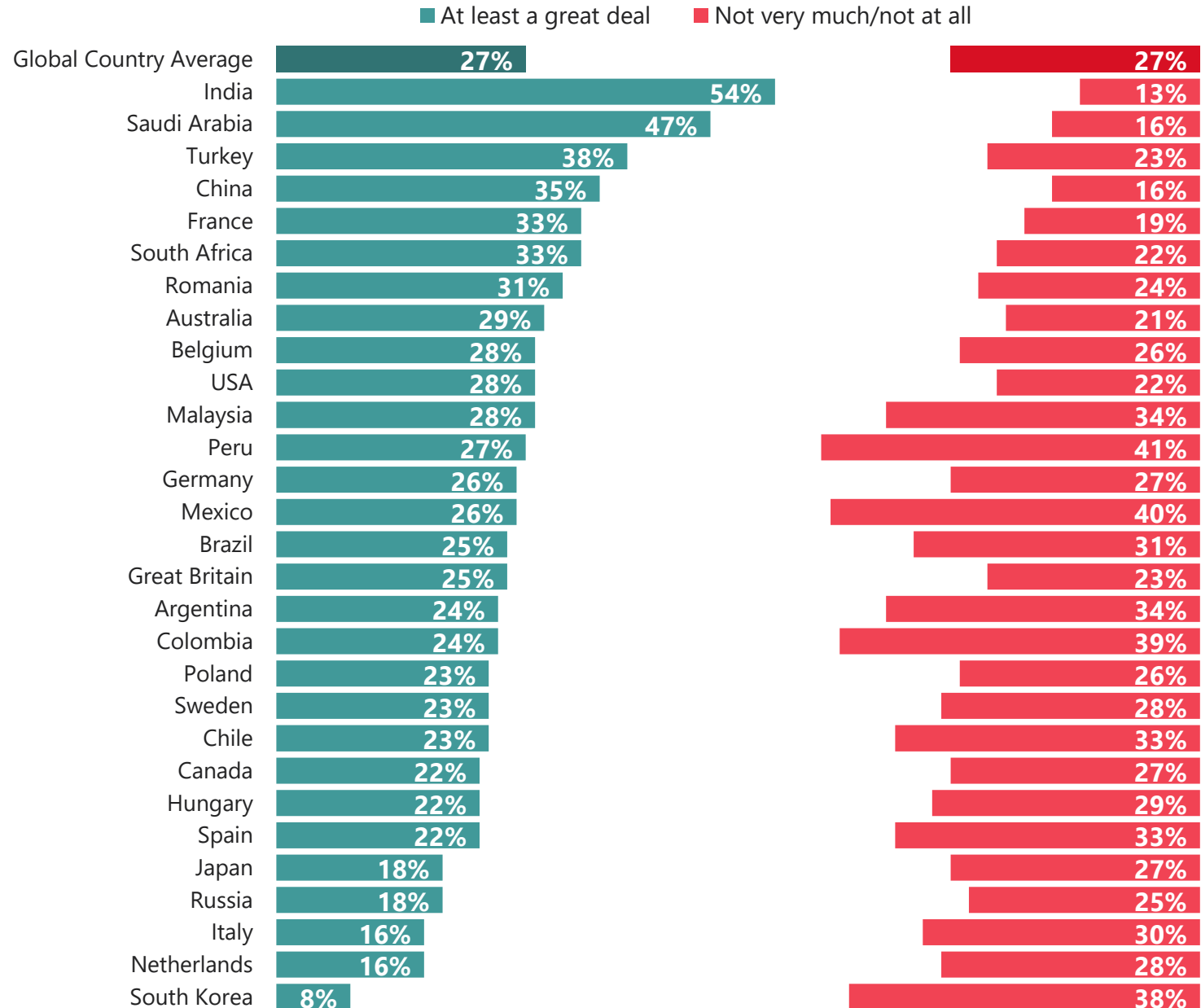
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# COLLEAGUES, FRIENDS OR FAMILY FACE-TO- FACE

Q.

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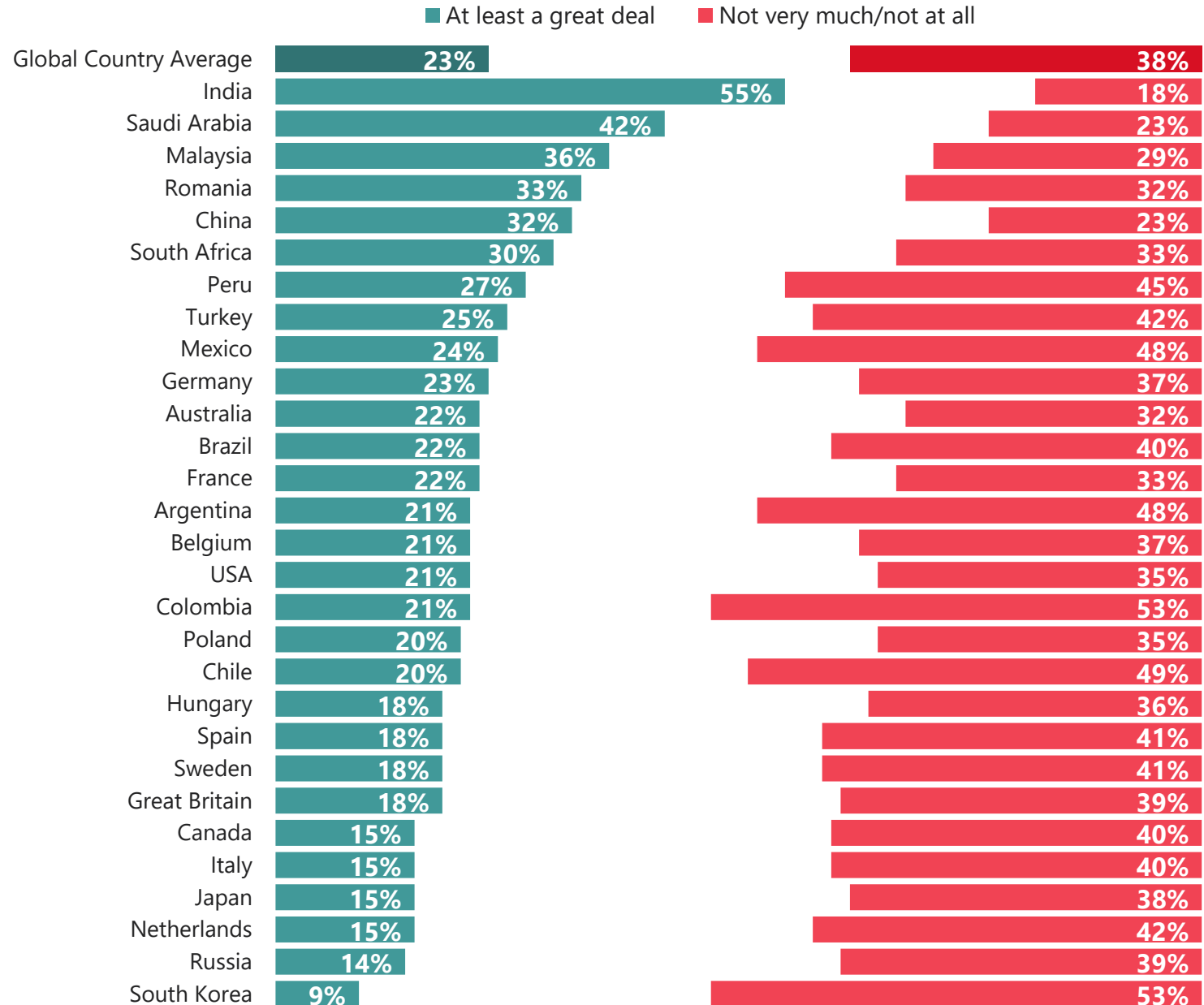
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# COLLEAGUES, FRIENDS OR FAMILY VIA PRIVATE MESSAGES

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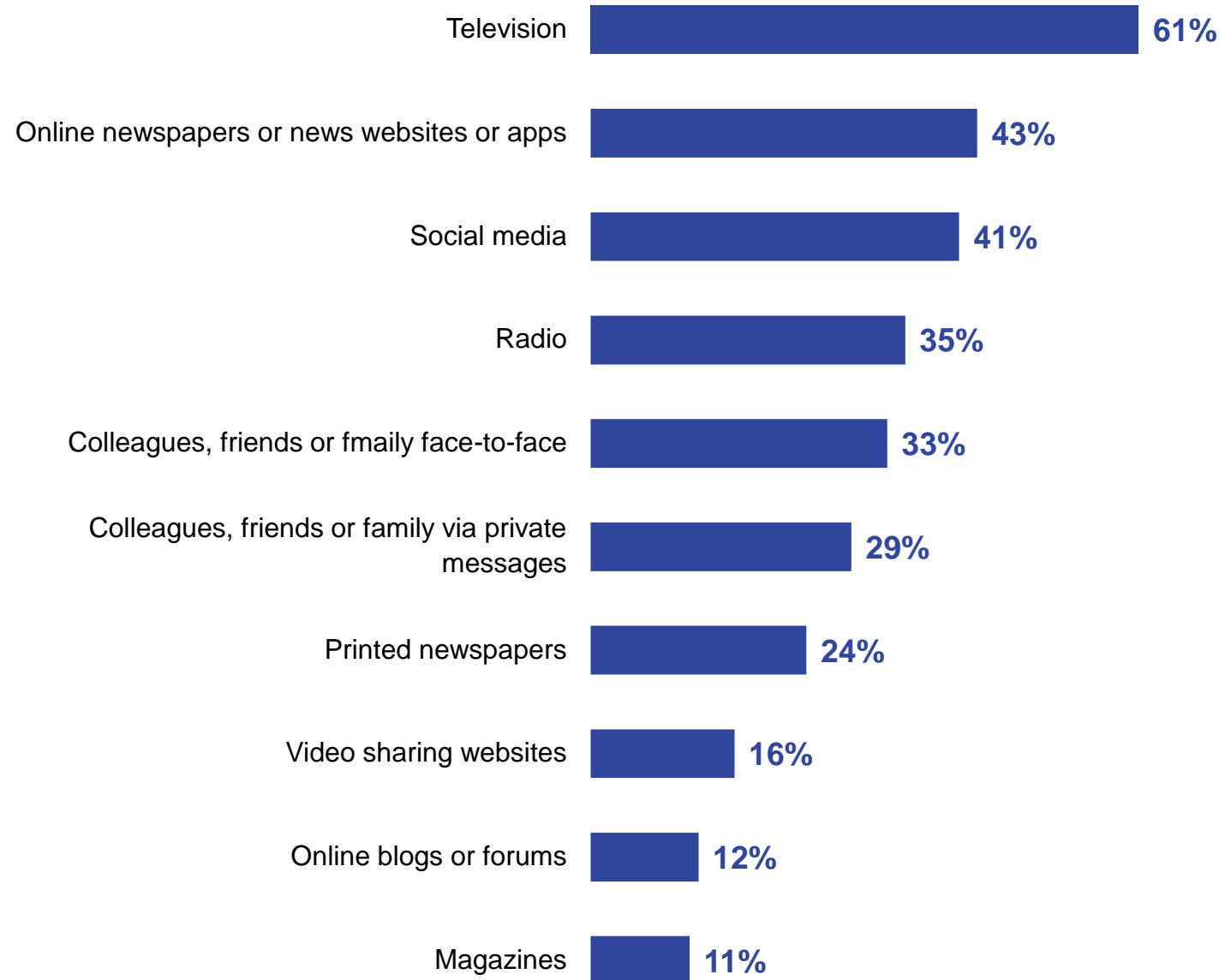


# SOURCES OF INFORMATION

# GLOBAL COUNTRY AVERAGE

Q.

And which of the following, if any, do you use regularly as sources of news and information?



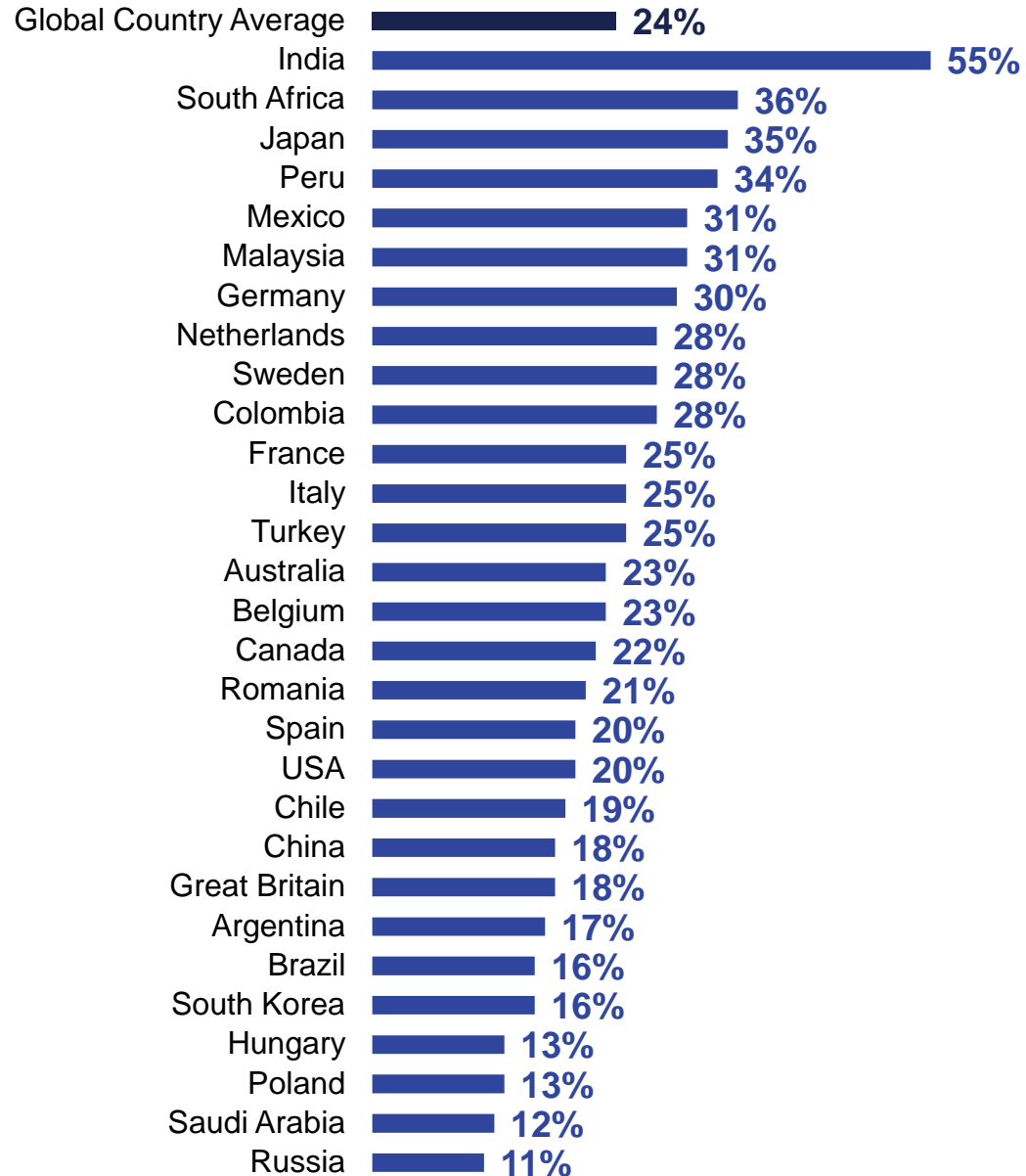
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# PRINTED NEWSPAPERS

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# ONLINE NEWSPAPERS OR NEWS WEBSITES OR APPS

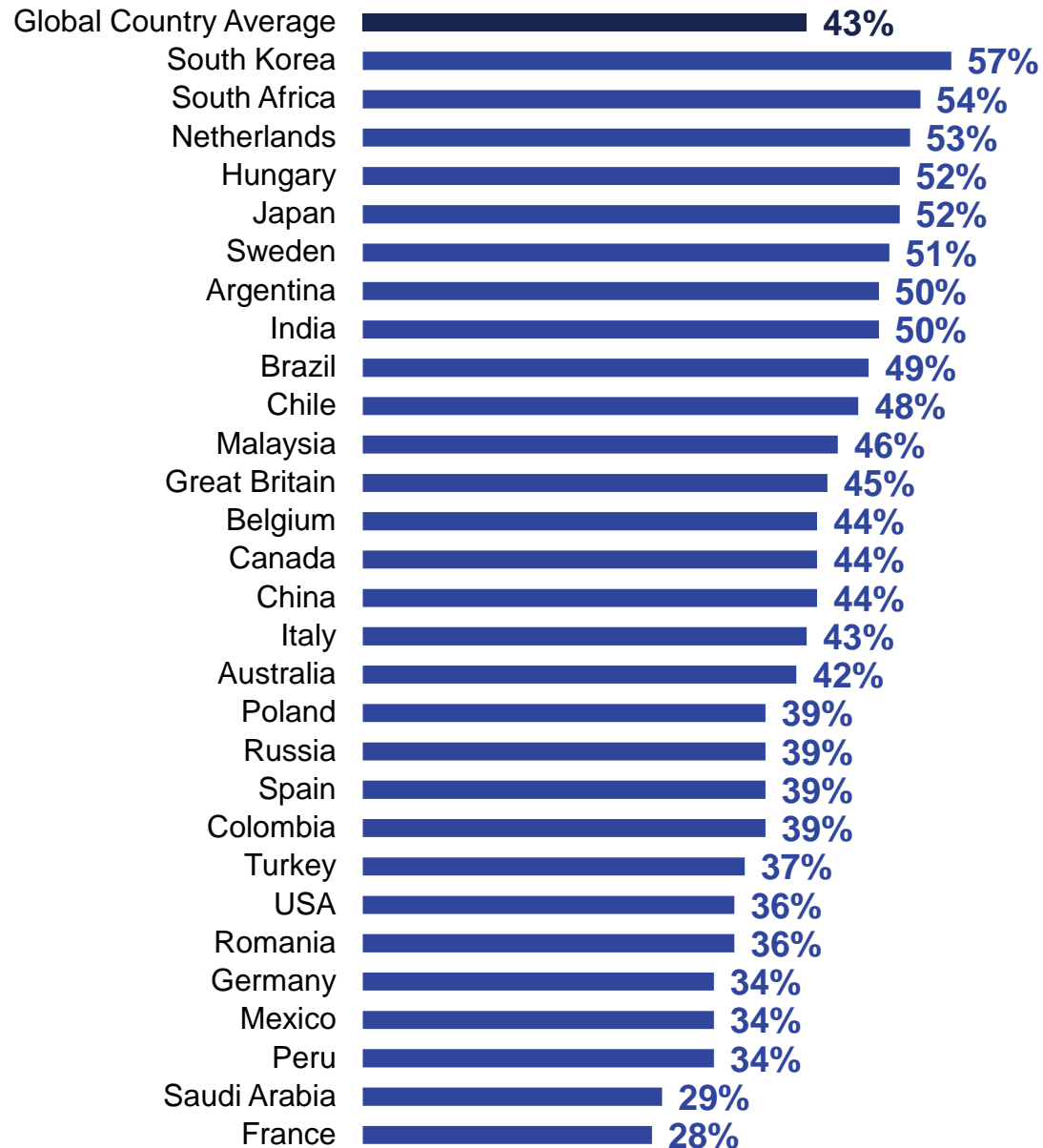
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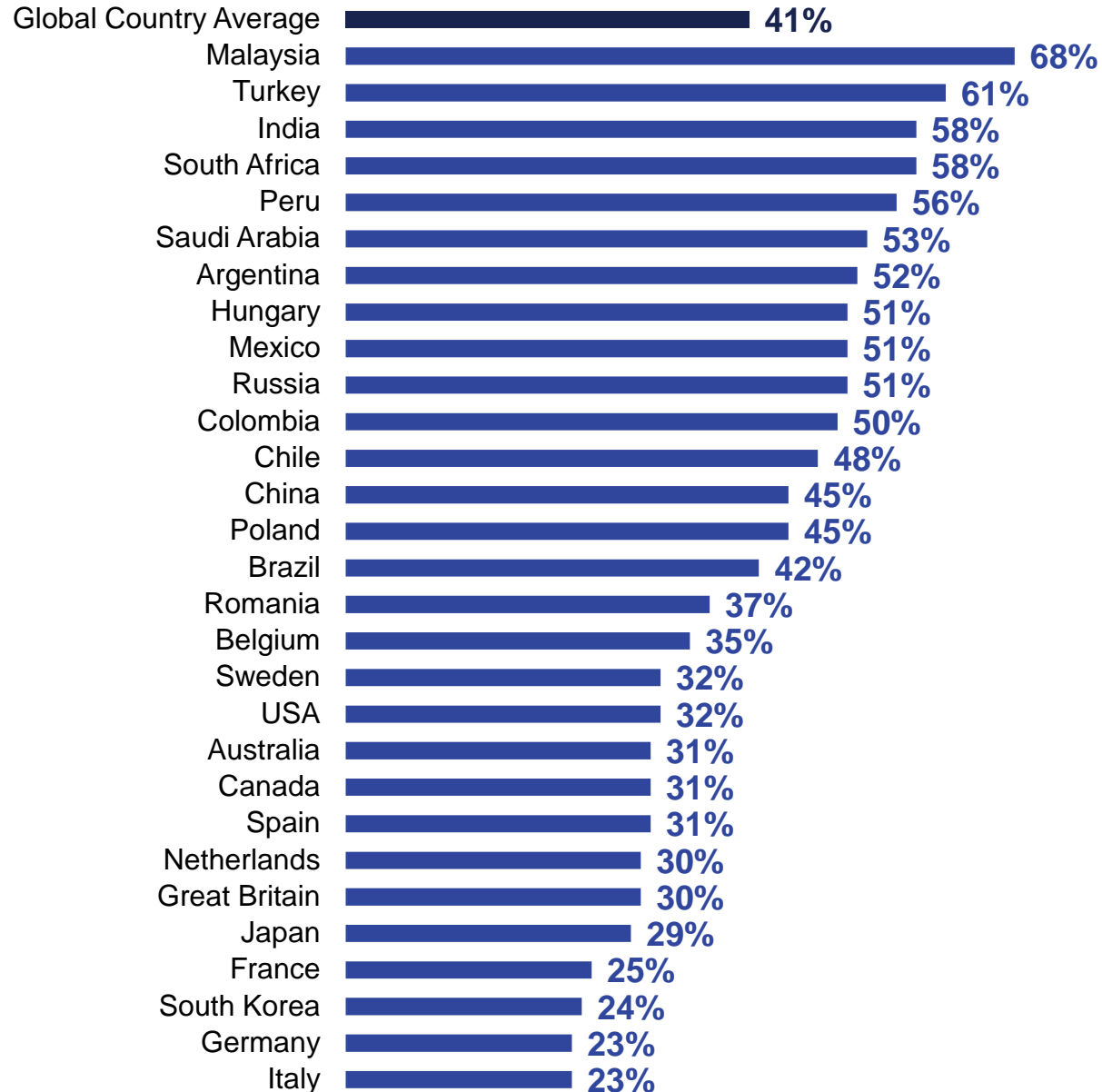
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# SOCIAL MEDIA

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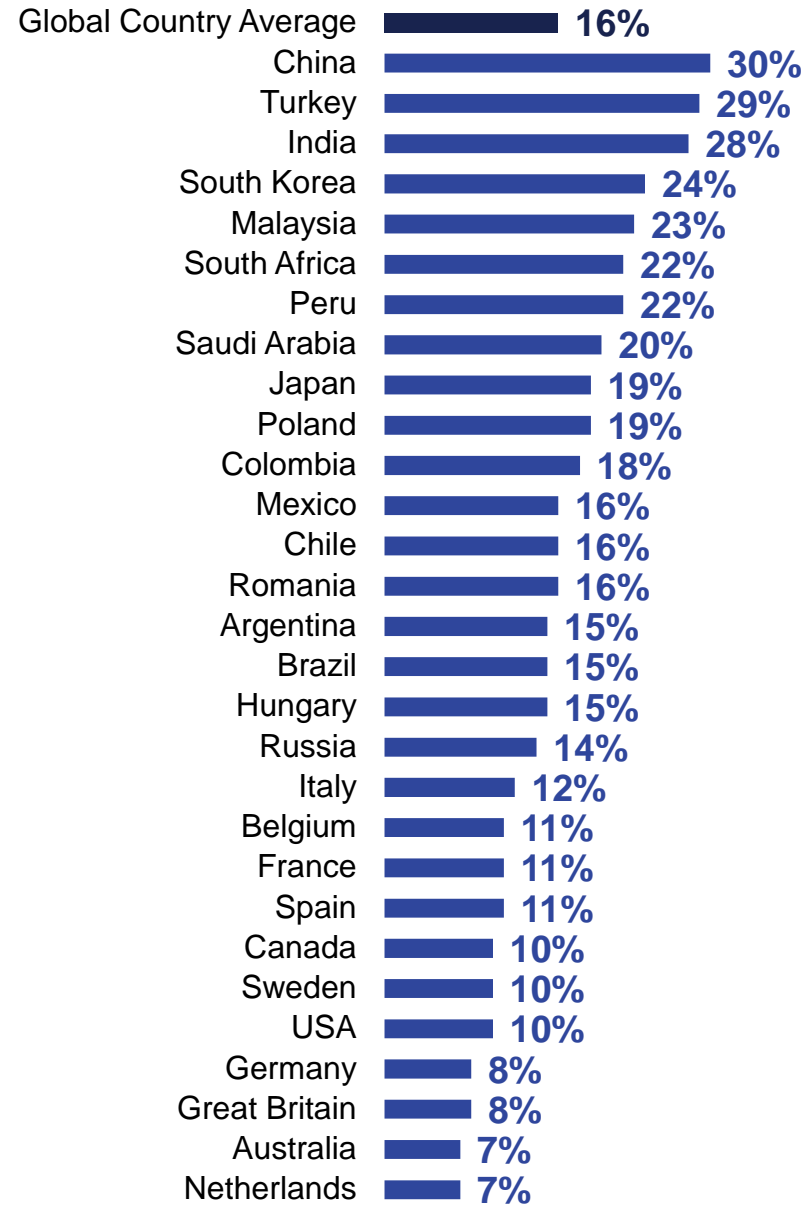
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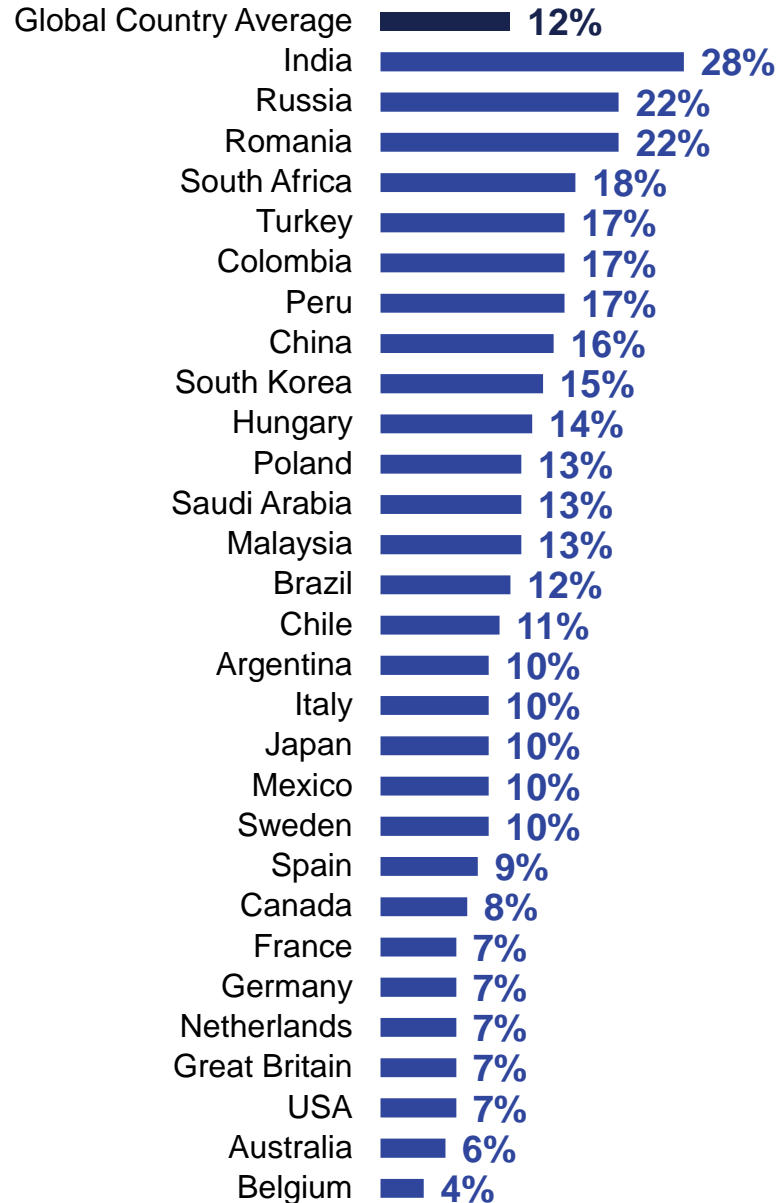
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# ONLINE BLOGS OR FORUMS

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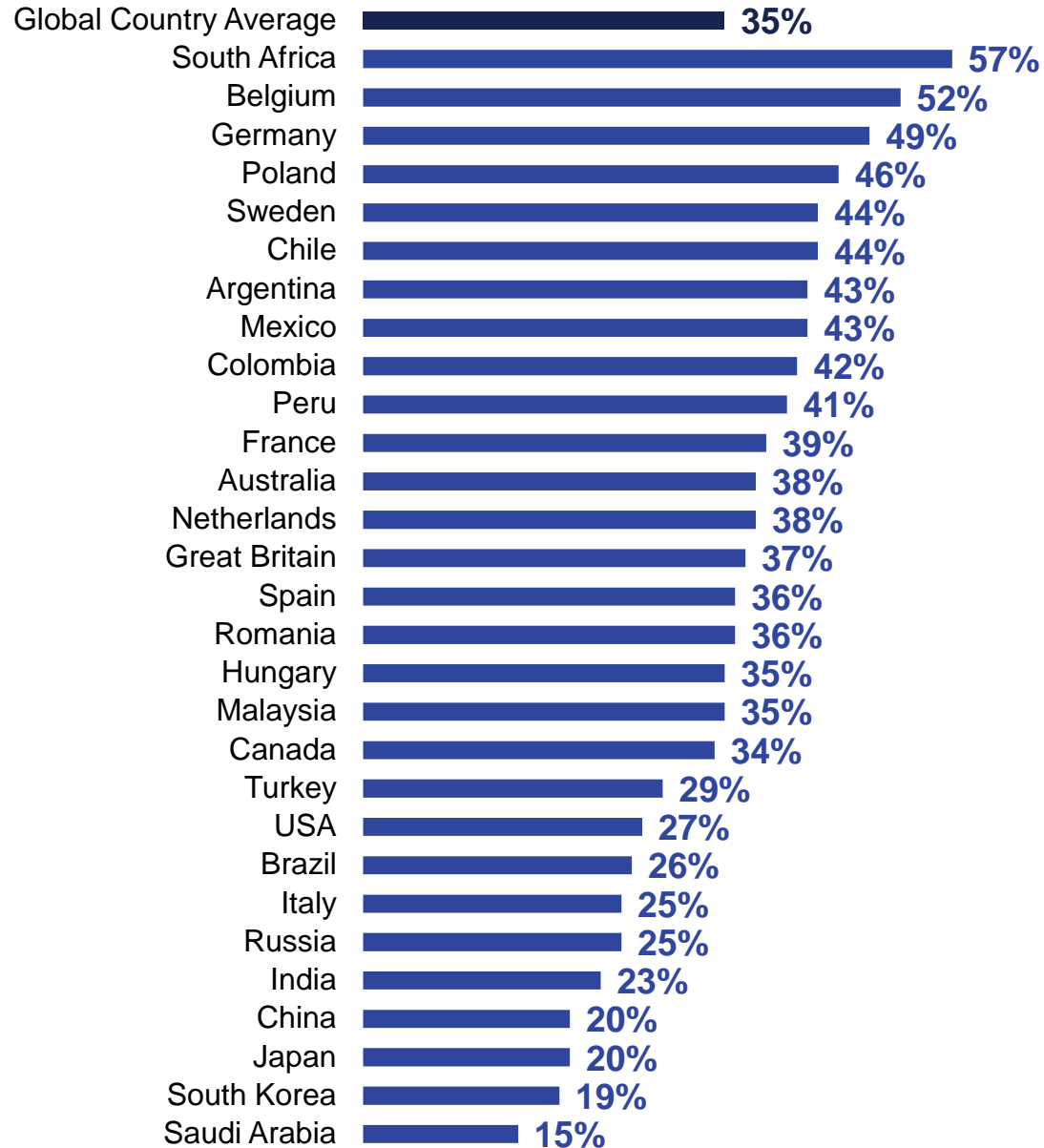
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# RADIO

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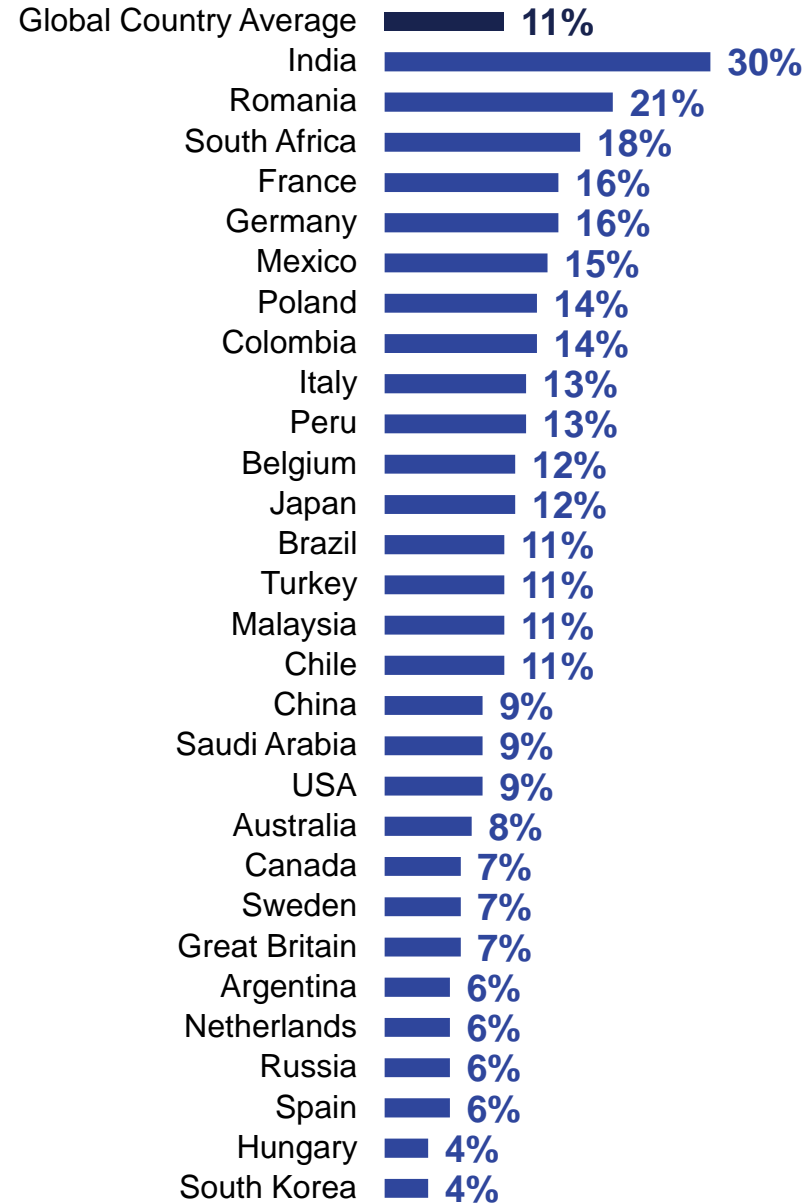
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# MAGAZINES

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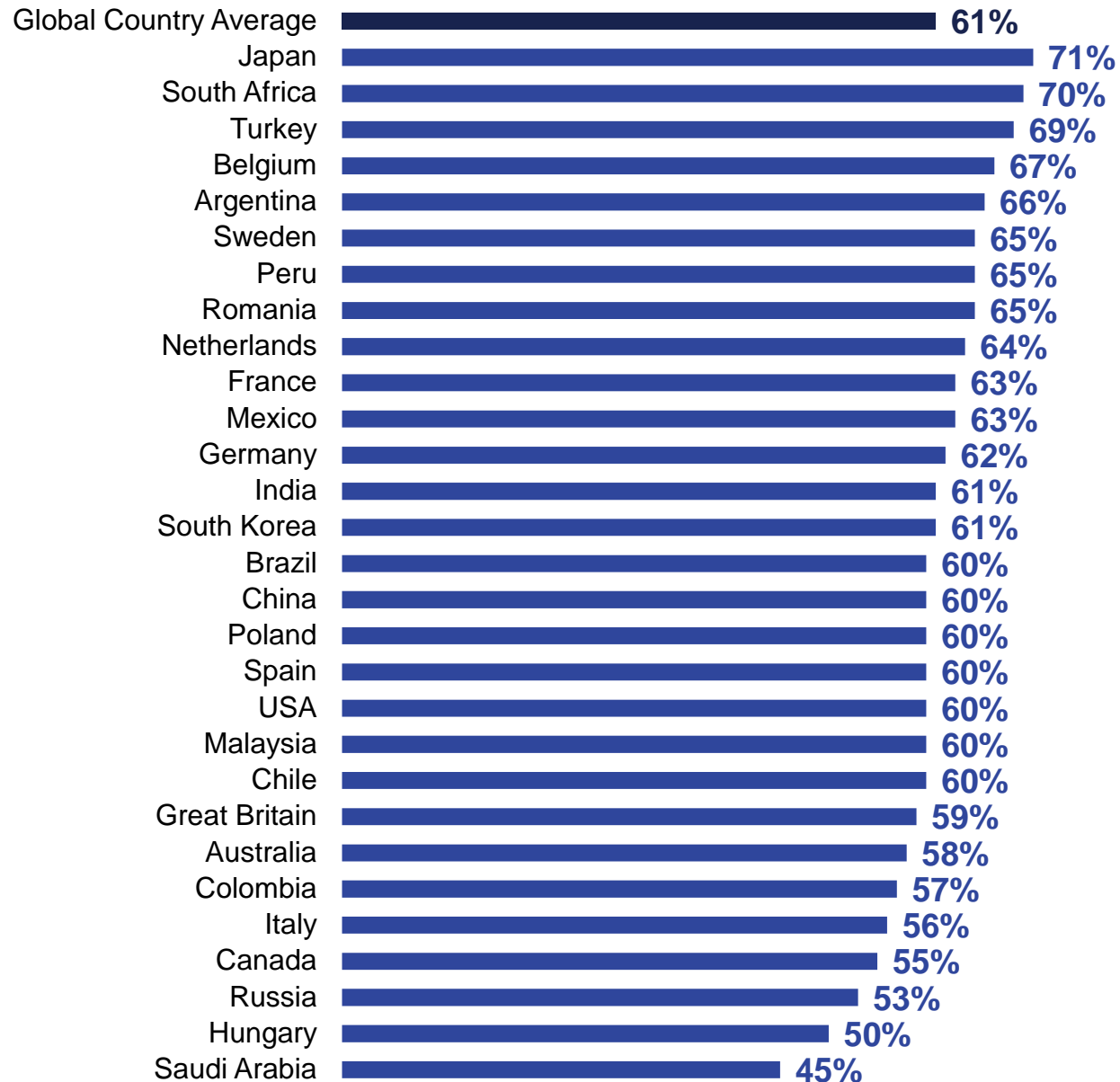
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# TELEVISION

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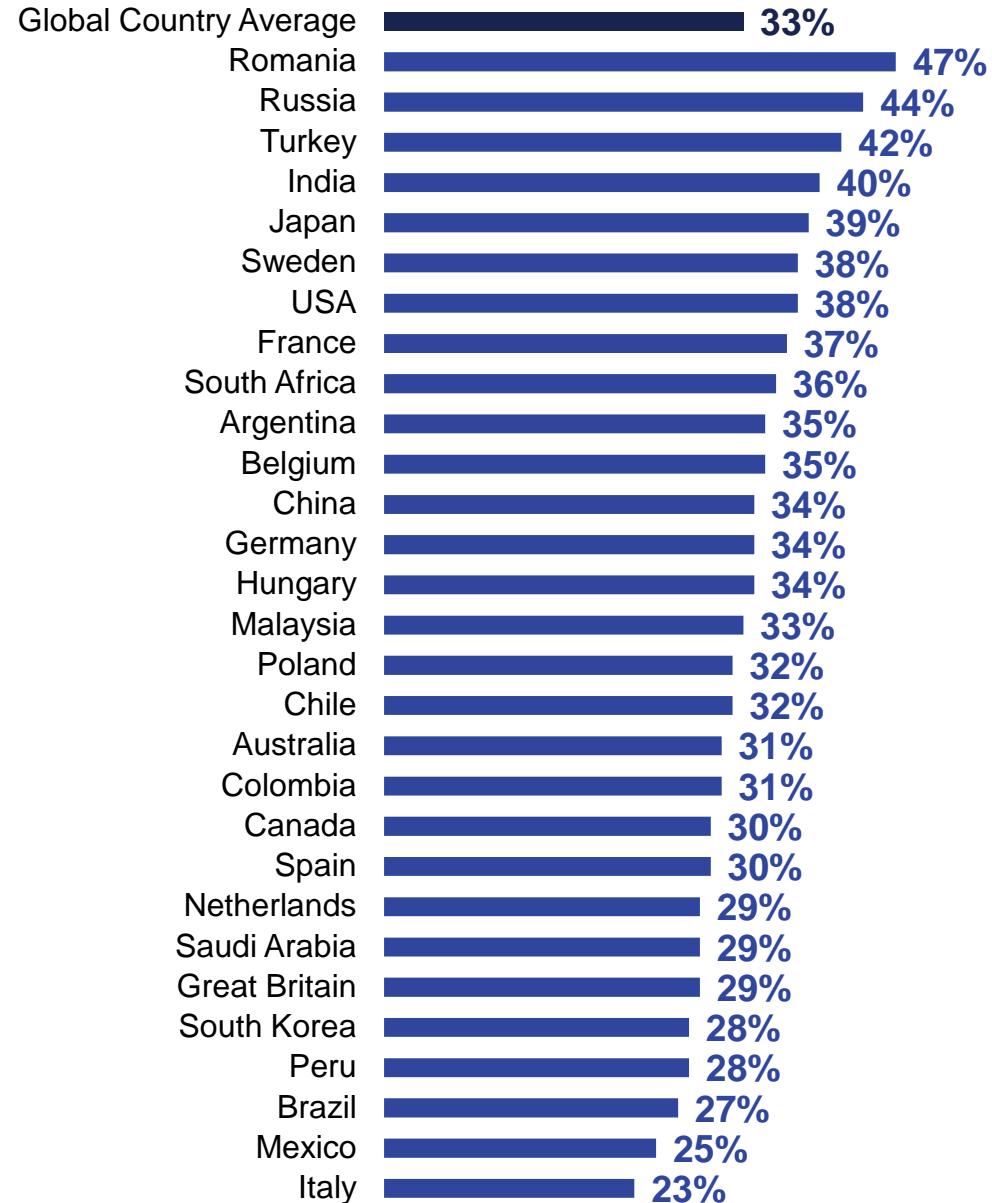
*Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population*

*The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.*

# COLLEAGUES, FRIENDS OR FAMILY FACE-TO- FACE

Q.

And which of the following, if any, do you use regularly as sources of news and information?



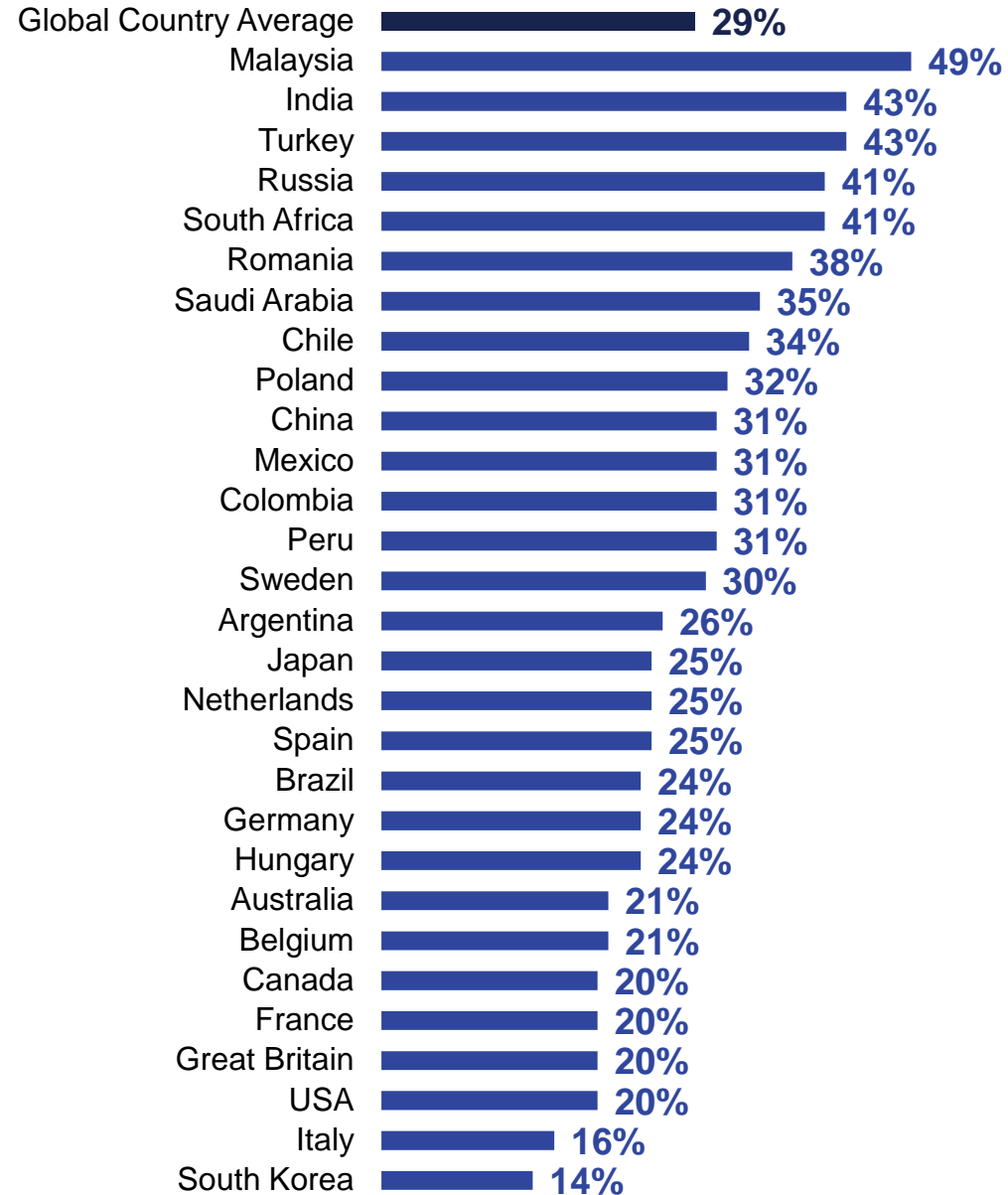
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# COLLEAGUES, FRIENDS OR FAMILY VIA PRIVATE MESSAGES

Q.

And which of the following, if any, do you use regularly as sources of news and information?



*Ipsos Global Trustworthiness Monitor 2021 – 21,503 adults aged 16/18-74 in 29 countries (ca.500 or 1000 per country), interviewed online 25 June – 9 July 2021*

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# METHODOLOGY

# 4

# TECHNICAL NOTE

These are the findings of an Ipsos online survey conducted 25 June – 9 July 2021 via the Ipsos Online Panel system in 29 countries: Argentina, Australia, Belgium, Brazil, Canada, Chile, China (mainland), Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey, and the United States. The headline index results for this year are based on the full 29-country sample while trend results look back to previous waves of the survey focus only on the 22 countries which have featured in all three waves of the survey.

The results comprise an international sample of 21,503 adults aged 16-74 in most countries and aged 18-74 in Canada, Malaysia, South Africa, Turkey and the United States. The samples consist of approximately 1,000 individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain and the U.S. and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and United States can be taken as representative of their general adult population under the age of 75. The samples in other countries (Brazil, China, Chile, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa and Turkey) produce a national sample that is more urban and educated, and with higher incomes than their fellow citizens. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data.

The “Global Country Average” reflects the average result for all countries and markets where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.

Where results do not sum to 100 or the difference appears to be plus or minus one point more or less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to plus or minus 3.5 percentage points and of 500 accurate to plus or minus 5.0 percentage points. For more information on the use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

# ABOUT IPSOS

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Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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# GAME CHANGERS

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**