IPSOS GLOBAL TRUSTWORTHINESS MONITOR

STABILITY IN AN UNSTABLE WORLD

Ipsos

Contents

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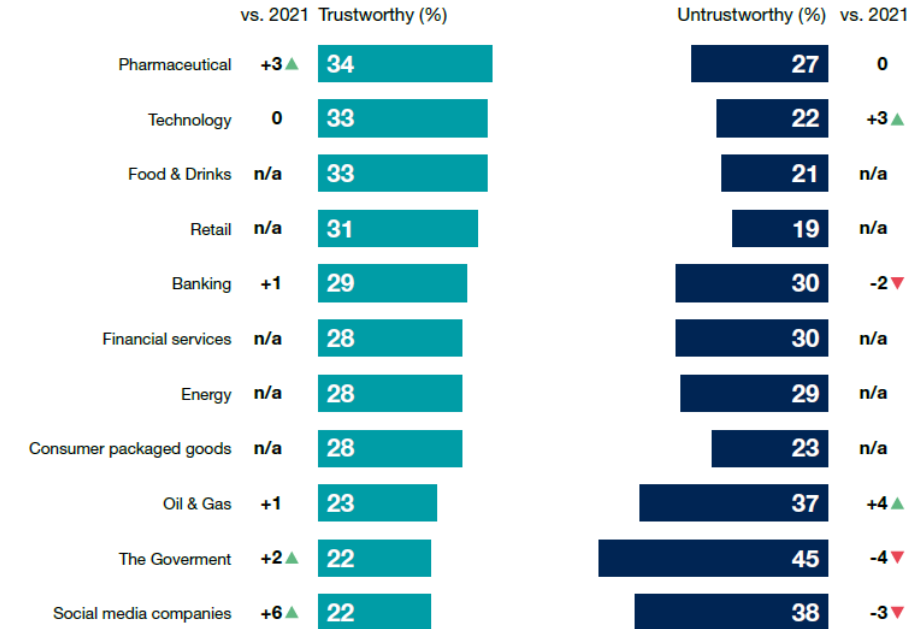**3**

Summary

Summary

Pharma knocks tech off the top spot as most trusted industry in Ipsos's latest global report

On average across 21 countries, 34% of adults recently surveyed by Ipsos rate pharmaceutical companies trustworthy, compared to 31% in 2021; a continuation of the trend for the sector over the last few years. A third, 33%, say the same of the tech sector. This is the same as last year but down from 38% in 2018. There is an increase in those who distrust the sector too, with 22% of adults distrusting compared to 19% in 2021

Levels of trustworthiness have increased for Government, 22% now from 20% in 2021) and social media* 22% now from 16% in 2021)

The increases in trustworthiness for both pharmaceuticals and government have crept upwards, probably because of the actions taken by these sectors in response to COVID-19.

Global trustworthiness (%) by sector

	vs. 2021	Trustworthy (%)	Untrustworthy (%)	vs. 2021
Pharmaceutical	+3 ▲	34	27	0
Technology	0	33	22	+3 ▲
Food & Drinks	n/a	33	21	n/a
Retail	n/a	31	19	n/a
Banking	+1	29	30	-2 ▼
Financial services	n/a	28	30	n/a
Energy	n/a	28	29	n/a
Consumer packaged goods	n/a	28	23	n/a
Oil & Gas	+1	23	37	+4 ▲
The Goverment	+2 ▲	22	45	-4 ▼
Social media companies	+6 ▲	22	38	-3 ▼

▲▼ Statistically significant difference since 2021

Q: Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy? **Source:** Ipsos Global Trustworthiness Monitor: Global: Global Country Average of 16017 online interviews across 21 countries c.500-1000 online interviews per country aged 16/18-65-75, August 26-September 9 2022.

Ipsos

Summary

The findings in this year's Ipsos Global Trustworthiness data shows that overall, not much has changed and trustworthiness in industries is generally trending upwards. The drivers of trust have remained the same year on year:

- Perceptions towards trust and sector regulation is that across 21 countries the general public feel that the current levels of regulation for companies across a range of sectors are appropriate.

- Ratings of government competence, motivation and values, leadership, responsibility, reliability and transparency, which are the drivers of trust are all better than they were in 2019

- Many professions have seen little to no impact on their trustworthiness scores – the world's most trusted professions (doctors, scientists, teachers) are returning to the levels of trust seen before the pandemic and as things return to normal, there may be little to challenge our deeply held pre-formed opinions of how much we trust different professions.

- Generations are not as important as most people think and the majority of issues and attitudes do not map neatly onto the generation definitions.

- Only 3 in 10 of the global public trust business leaders to tell the truth and trust in business leaders varies a great deal across the globe when we ask people whether they behave ethically and if they are a force for good in the world – with more positive answers in countries including India, China, Saudi Arabi and Japan than in many of the more sceptical European or North American Nations.
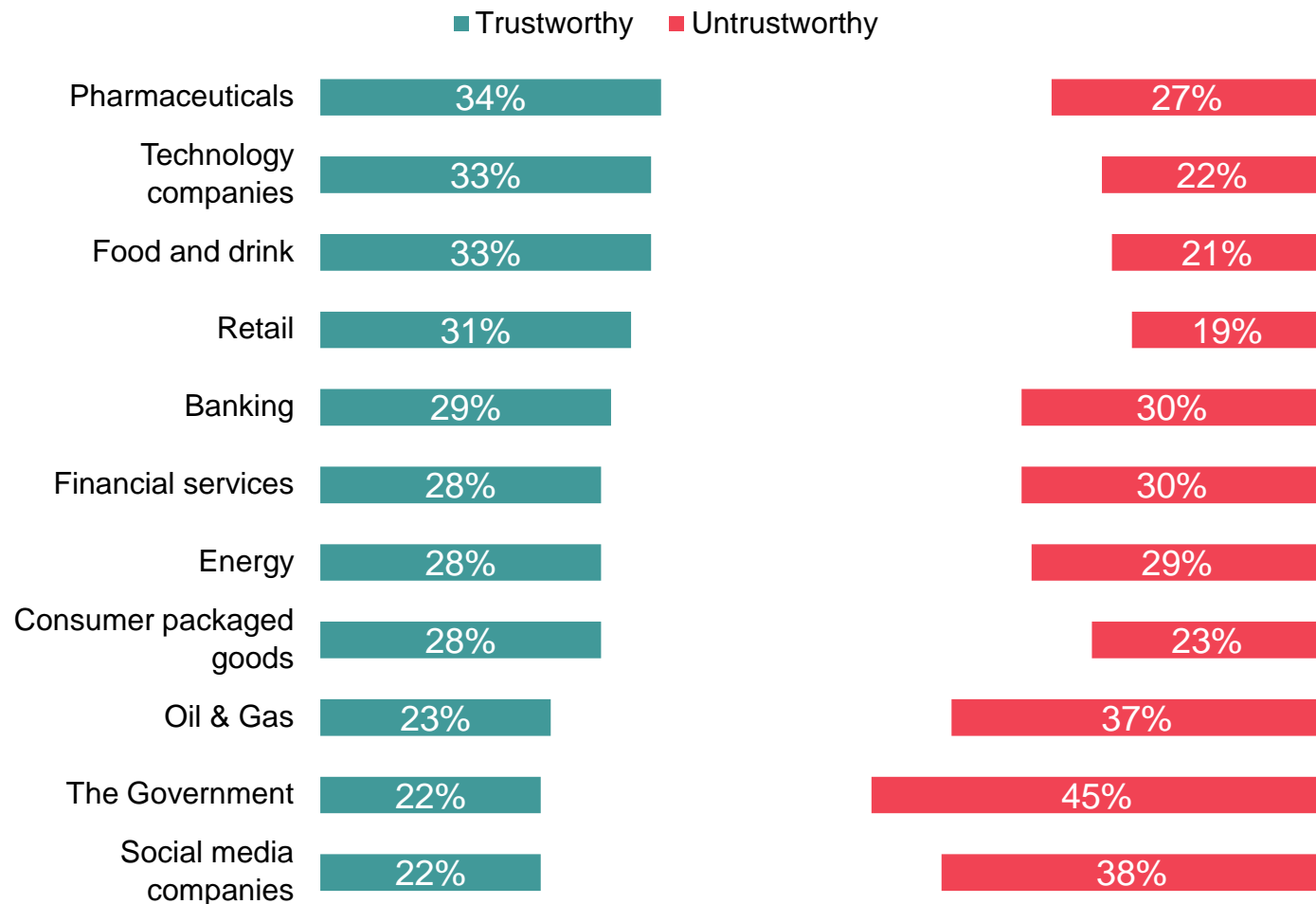
Detailed findings (appendix)

Trust in sectors

Ipsos

Global Country Average

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.
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■ Trustworthy ■ Untrustworthy

	Trustworthy	Untrustworthy
Pharmaceuticals	34%	27%
Technology companies	33%	22%
Food and drink	33%	21%
Retail	31%	19%
Banking	29%	30%
Financial services	28%	30%
Energy	28%	29%
Consumer packaged goods	28%	23%
Oil & Gas	23%	37%
The Government	22%	45%
Social media companies	22%	38%

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The Government

■ Trustworthy ■ Untrustworthy

Country	Trustworthy	Untrustworthy
All Countries	22%	45%
India	52%	23%
Sweden	29%	34%
Turkey	28%	41%
South Korea	28%	32%
Germany	27%	39%
Australia	24%	36%
Italy	23%	37%
Canada	21%	39%
Spain	20%	47%
Japan	20%	37%
USA	20%	50%
Brazil	19%	45%
Belgium	18%	48%
France	18%	46%
South Africa	18%	57%
Poland	17%	58%
Great Britain	17%	52%
Hungary	14%	59%
Argentina	9%	66%

Financial services

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

■ Trustworthy   ■ Untrustworthy

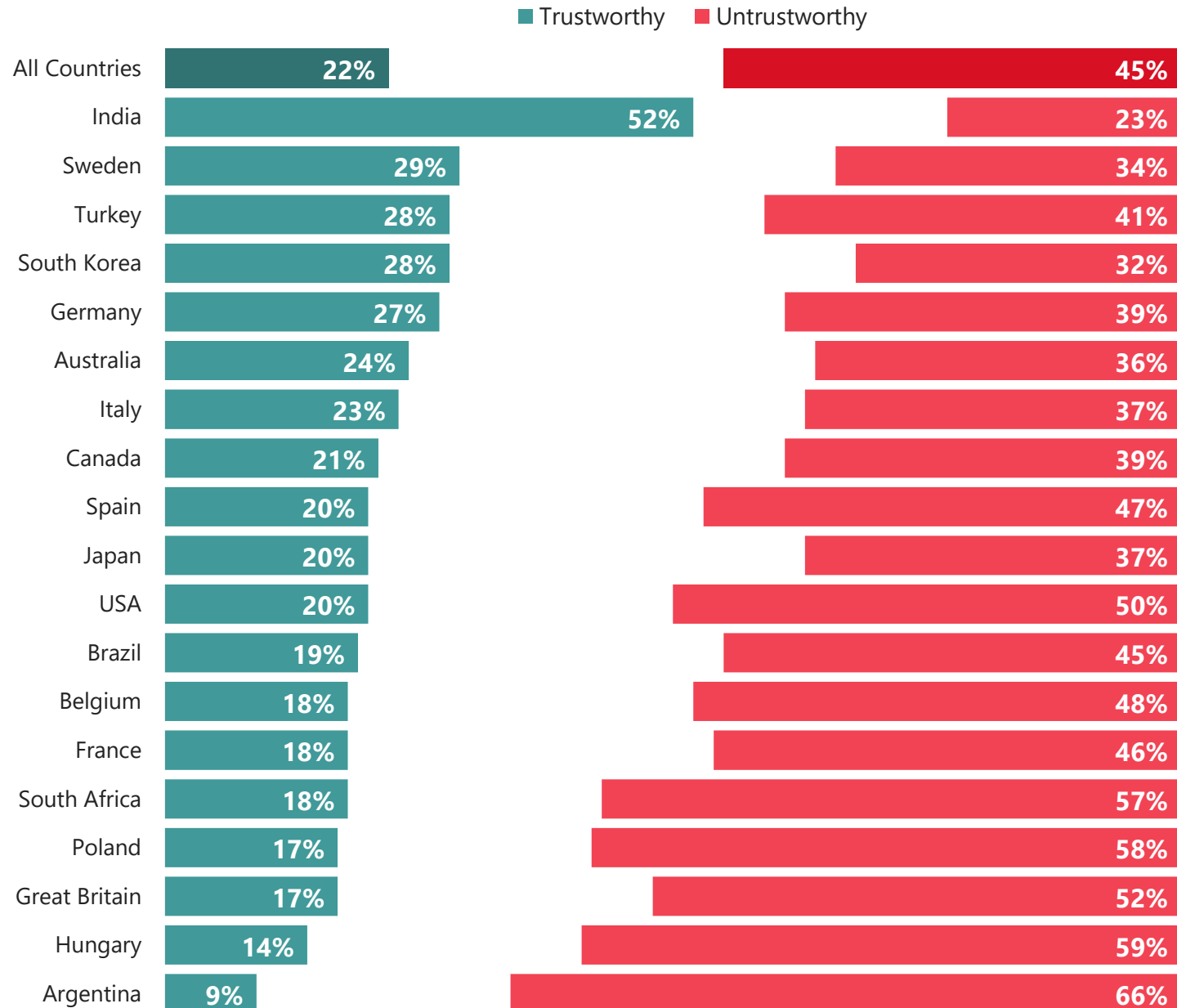| Country	Trustworthy	Untrustworthy
All Countries	28%	30%
India	54%	16%
China	52%	16%
Saudi Arabia	51%	15%
South Africa	37%	23%
Turkey	34%	22%
South Korea	34%	21%
Japan	30%	18%
Brazil	29%	25%
USA	29%	28%
Poland	25%	33%
Canada	25%	26%
Italy	22%	35%
Great Britain	22%	38%
Australia	21%	38%
Germany	20%	40%
Hungary	18%	39%
Argentina	18%	41%
Belgium	17%	42%
Sweden	17%	30%
Spain	16%	47%
France	15%	45%

Ipsos

Energy

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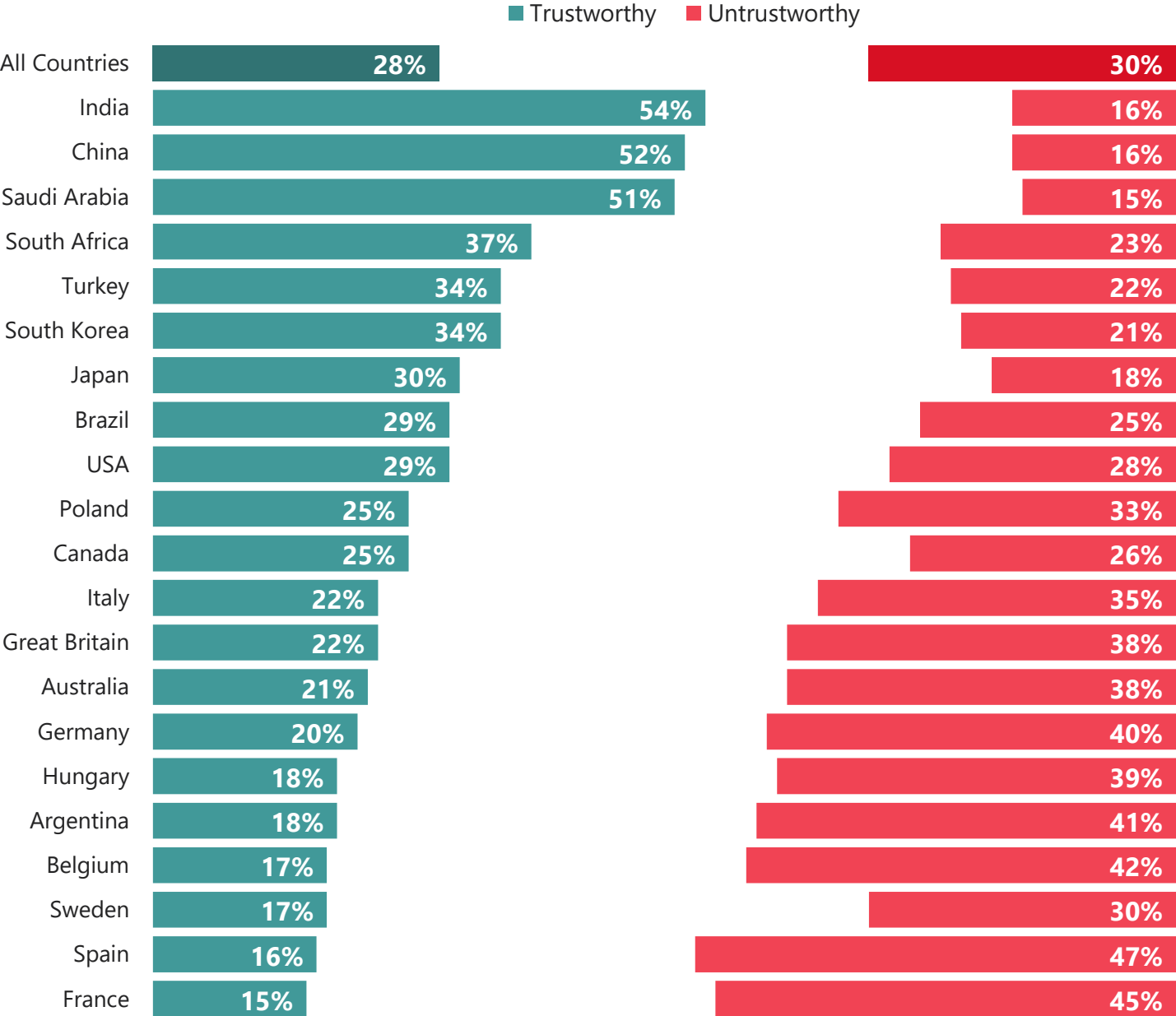
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■ Trustworthy   ■ Untrustworthy

Country	Trustworthy	Untrustworthy
All Countries	28%	29%
India	57%	17%
China	56%	16%
Saudi Arabia	52%	15%
Turkey	36%	24%
Brazil	34%	23%
South Africa	32%	27%
Japan	32%	13%
South Korea	28%	18%
USA	27%	28%
Italy	26%	32%
Poland	25%	33%
Argentina	24%	29%
Canada	24%	26%
Australia	23%	35%
Germany	21%	37%
Sweden	19%	29%
Hungary	18%	31%
Spain	17%	43%
France	16%	39%
Great Britain	16%	54%
Belgium	15%	47%

Technology companies

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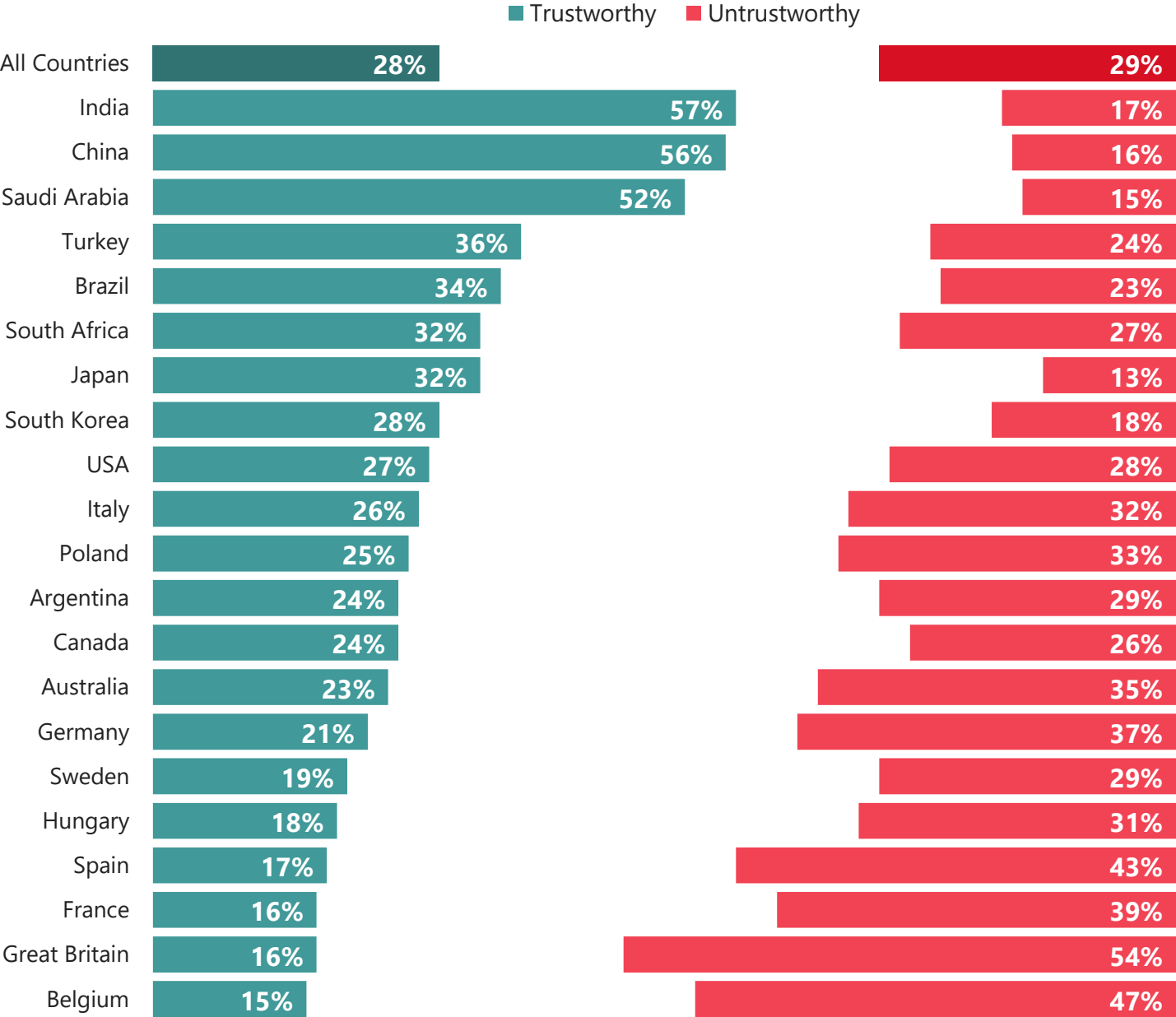
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	Trustworthy	Untrustworthy
All Countries	33%	22%
China	57%	14%
India	57%	16%
Saudi Arabia	49%	15%
South Korea	42%	17%
South Africa	40%	15%
Turkey	40%	21%
Brazil	38%	21%
Japan	36%	11%
Italy	35%	22%
Poland	33%	25%
Argentina	30%	22%
USA	28%	30%
Australia	27%	27%
Germany	26%	26%
Spain	25%	28%
Hungary	24%	26%
Belgium	23%	26%
Sweden	23%	21%
Canada	23%	24%
Great Britain	21%	30%
France	20%	31%

Pharmaceuticals

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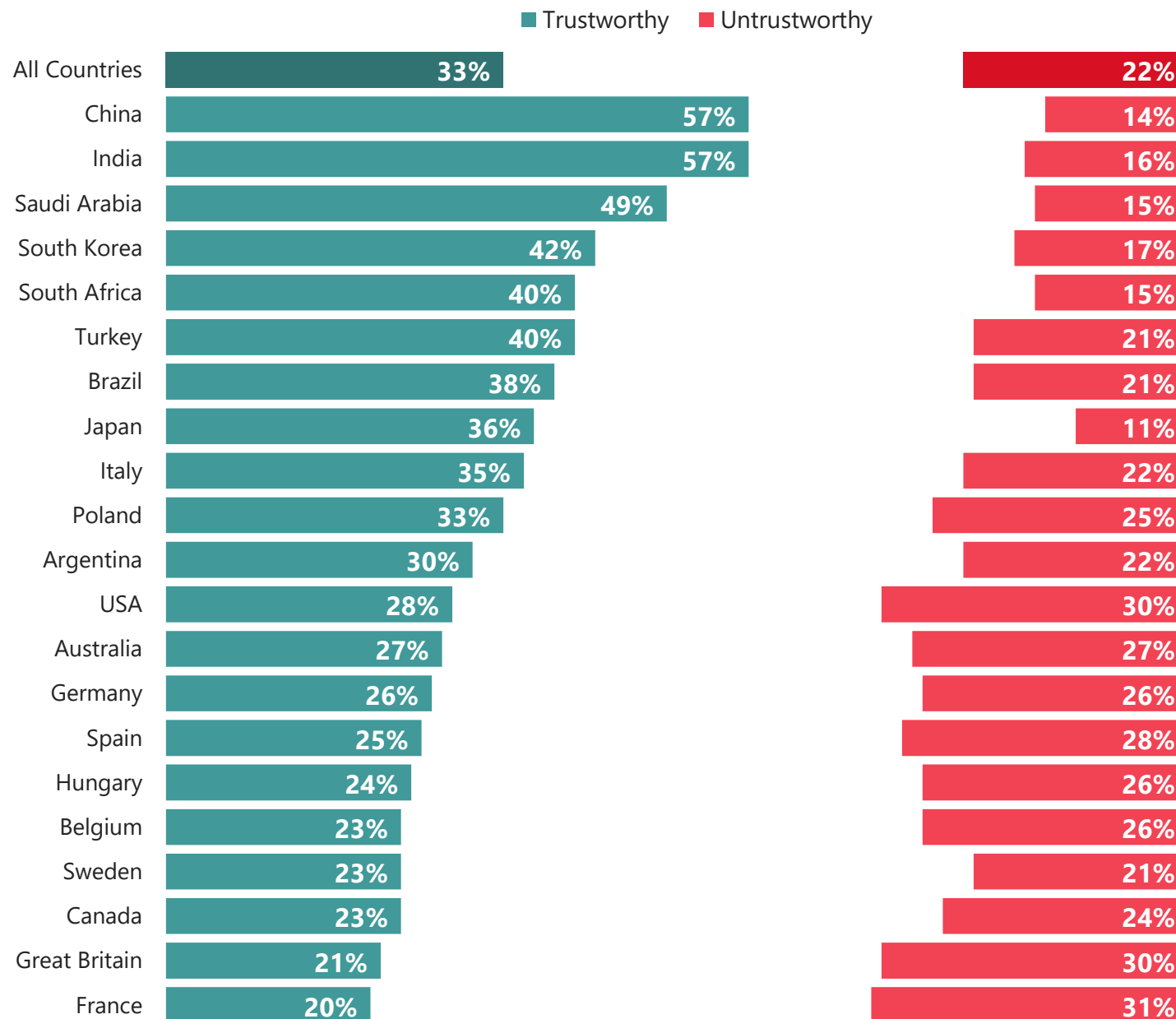
	■ Trustworthy	■ Untrustworthy
All Countries	34%	27%
China	56%	17%
India	53%	18%
Saudi Arabia	52%	14%
South Africa	40%	26%
Brazil	40%	21%
Japan	38%	13%
Belgium	32%	26%
Italy	32%	29%
Turkey	32%	28%
South Korea	32%	24%
Poland	31%	31%
Spain	31%	30%
Sweden	31%	25%
Australia	31%	30%
Argentina	31%	32%
Great Britain	29%	32%
Germany	26%	32%
Hungary	26%	35%
Canada	26%	32%
USA	26%	39%
France	23%	36%

Oil & Gas

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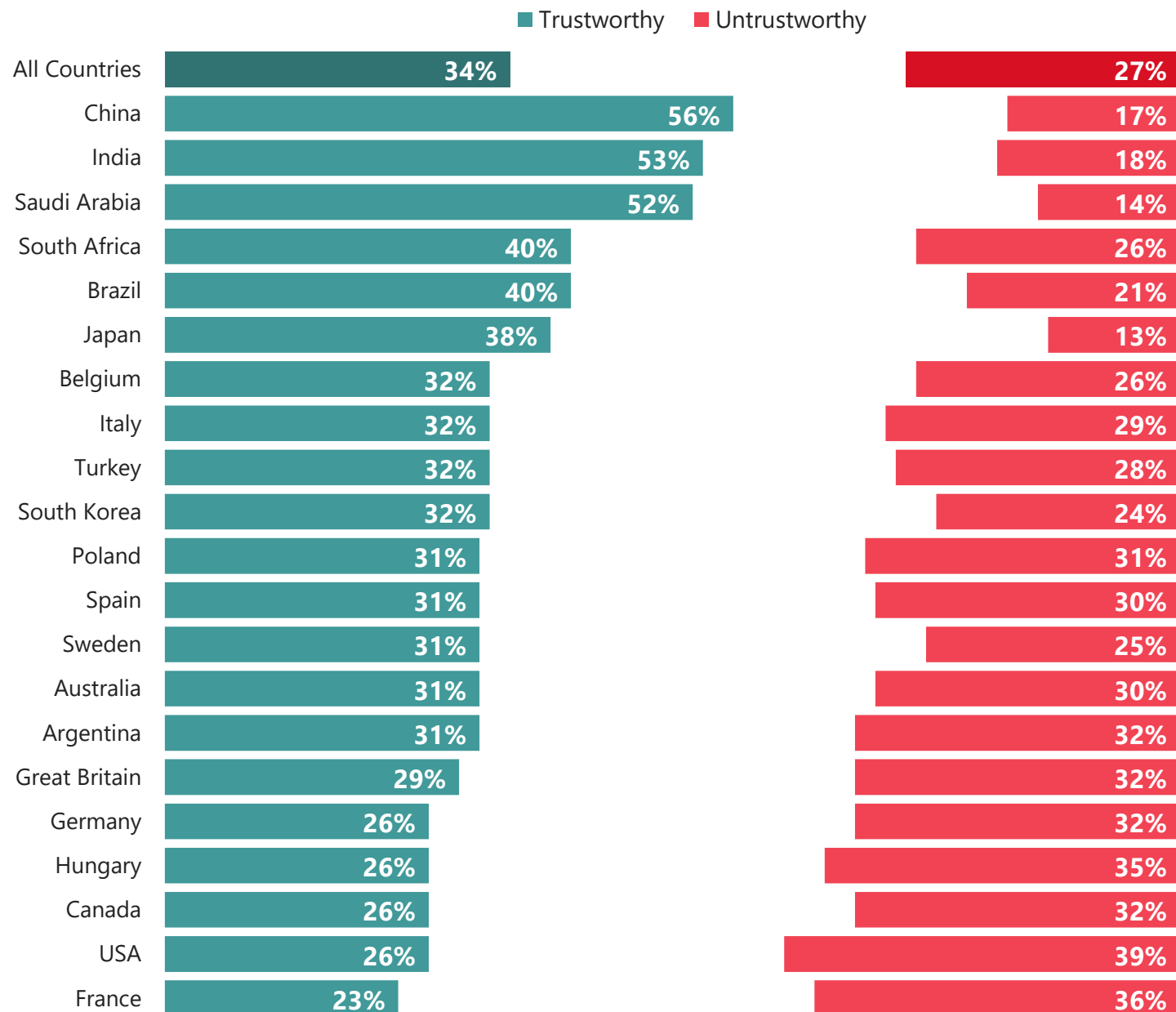
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■ Trustworthy   ■ Untrustworthy

	Trustworthy	Untrustworthy
All Countries	23%	37%
India	52%	16%
China	50%	18%
Saudi Arabia	49%	16%
Japan	32%	14%
Turkey	29%	34%
South Africa	26%	35%
South Korea	26%	22%
Brazil	26%	29%
USA	21%	42%
Canada	19%	40%
Poland	18%	42%
Australia	18%	45%
Italy	17%	43%
Great Britain	16%	56%
Germany	15%	47%
Hungary	15%	42%
Sweden	13%	42%
Argentina	13%	44%
Belgium	12%	54%
France	12%	50%
Spain	12%	56%

Banking

Q.
Please look at this list of different types of organisations and institutions. In general, do you think each is untrustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.
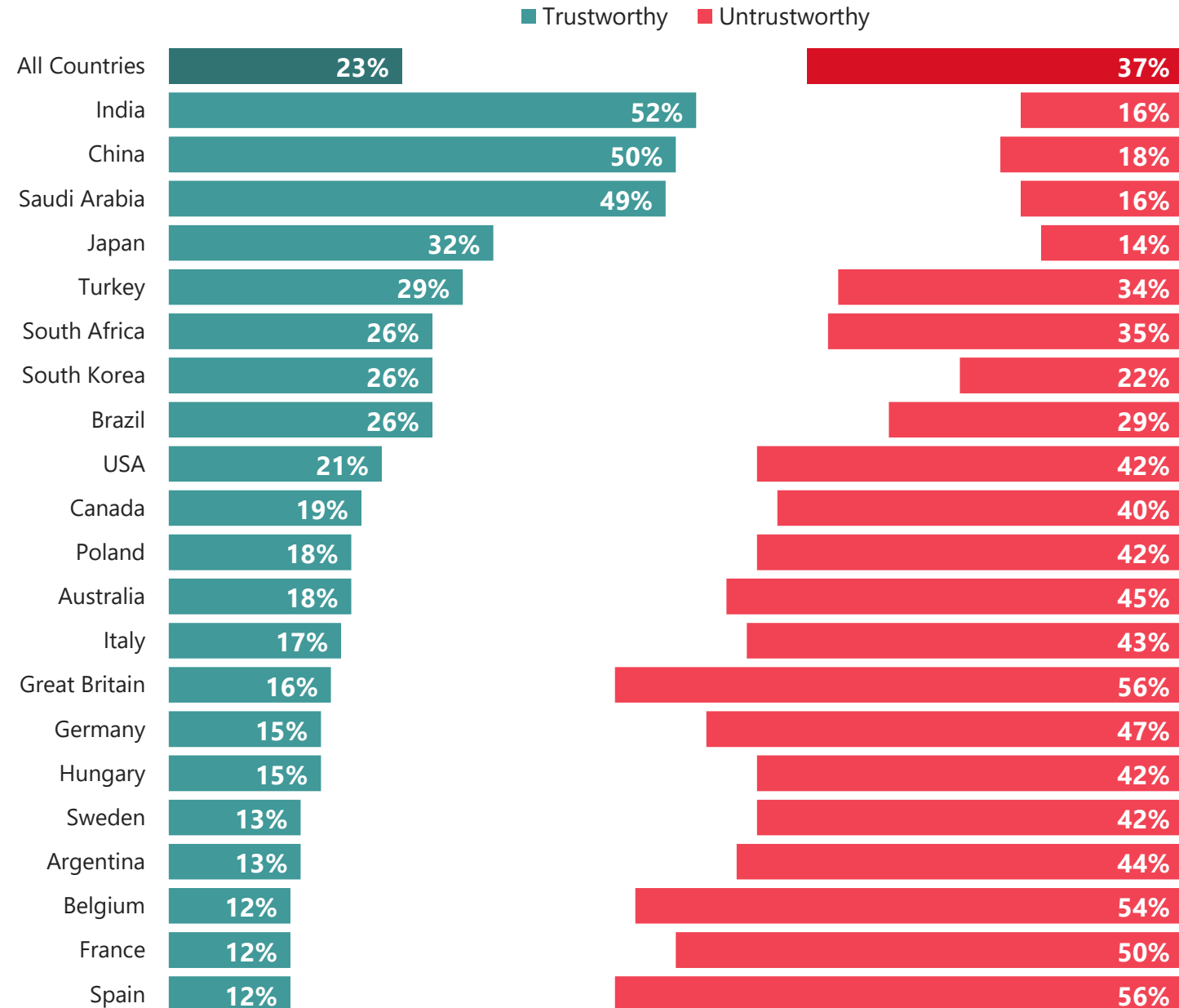
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	Trustworthy	Untrustworthy
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India	57%	15%
China	55%	15%
Saudi Arabia	49%	15%
South Africa	39%	23%
Turkey	36%	26%
Japan	34%	17%
Poland	31%	33%
South Korea	31%	20%
USA	31%	29%
Brazil	30%	27%
Canada	27%	27%
Germany	24%	34%
Italy	24%	33%
Australia	24%	39%
Sweden	20%	29%
Great Britain	19%	37%
Argentina	19%	32%
Belgium	17%	43%
France	17%	42%
Hungary	16%	42%
Spain	16%	50%

Ipsos

Food and drink

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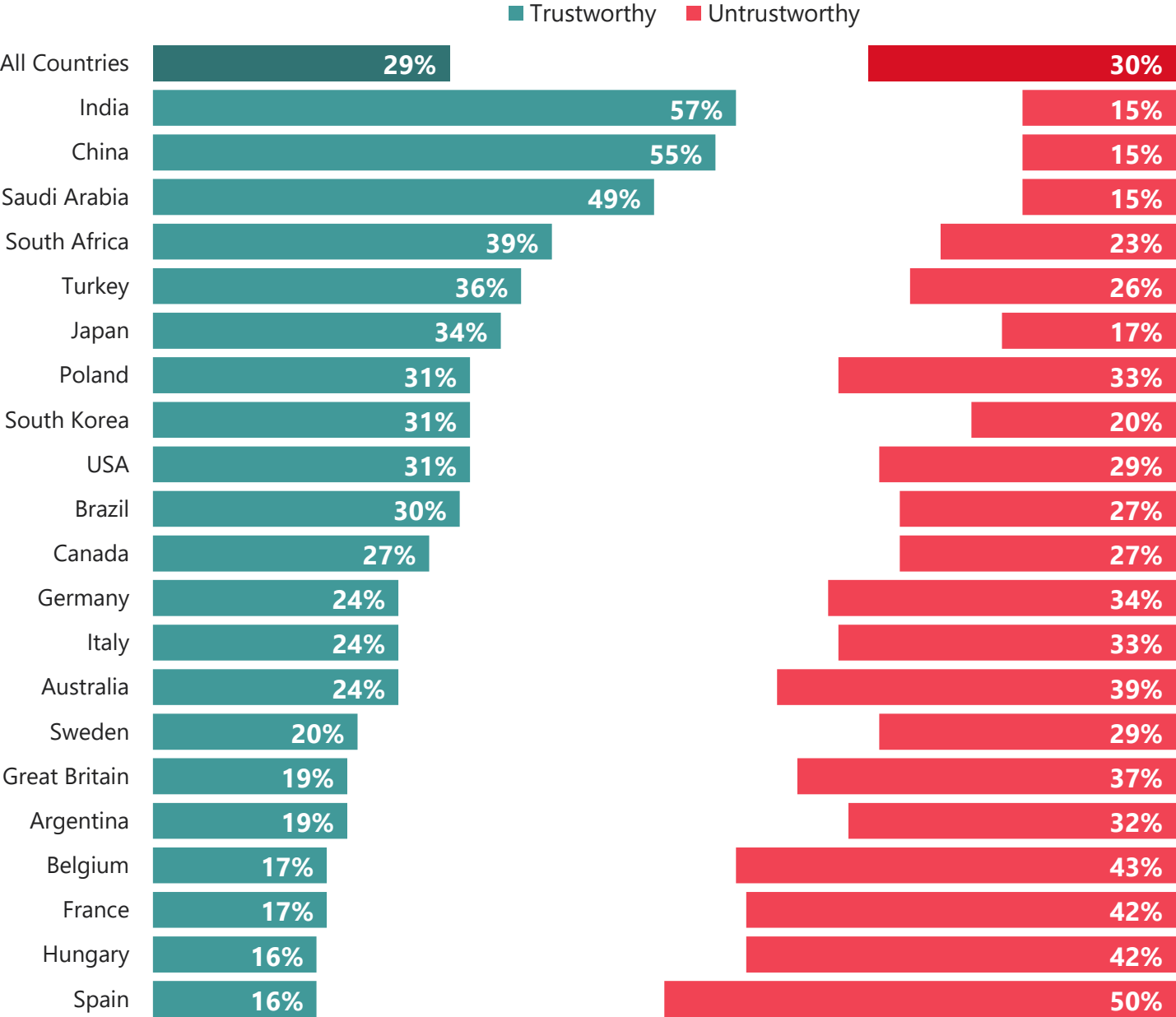
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India	51%	16%
Saudi Arabia	48%	18%
China	46%	16%
South Africa	40%	19%
Japan	40%	9%
USA	35%	19%
Brazil	34%	21%
Poland	33%	24%
Italy	32%	22%
Australia	32%	19%
Turkey	31%	28%
Great Britain	31%	18%
Germany	30%	19%
Spain	30%	26%
South Korea	29%	17%
Canada	29%	18%
Sweden	26%	20%
Belgium	25%	28%
Argentina	25%	26%
Hungary	23%	26%
France	20%	34%

Ipsos

Social media companies

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

Trustworthy ■ **Untrustworthy** ■

Country	Trustworthy	Untrustworthy
All Countries	22%	38%
China	47%	17%
India	46%	21%
Saudi Arabia	45%	16%
South Africa	27%	30%
Brazil	25%	31%
Turkey	24%	34%
Italy	23%	33%
Japan	22%	24%
Poland	21%	39%
Argentina	21%	30%
South Korea	18%	29%
Germany	17%	47%
Spain	16%	41%
Great Britain	16%	50%
Australia	16%	51%
USA	15%	48%
Canada	14%	48%
Belgium	11%	51%
France	11%	56%
Hungary	10%	48%
Sweden	10%	46%

Consumer packaged goods
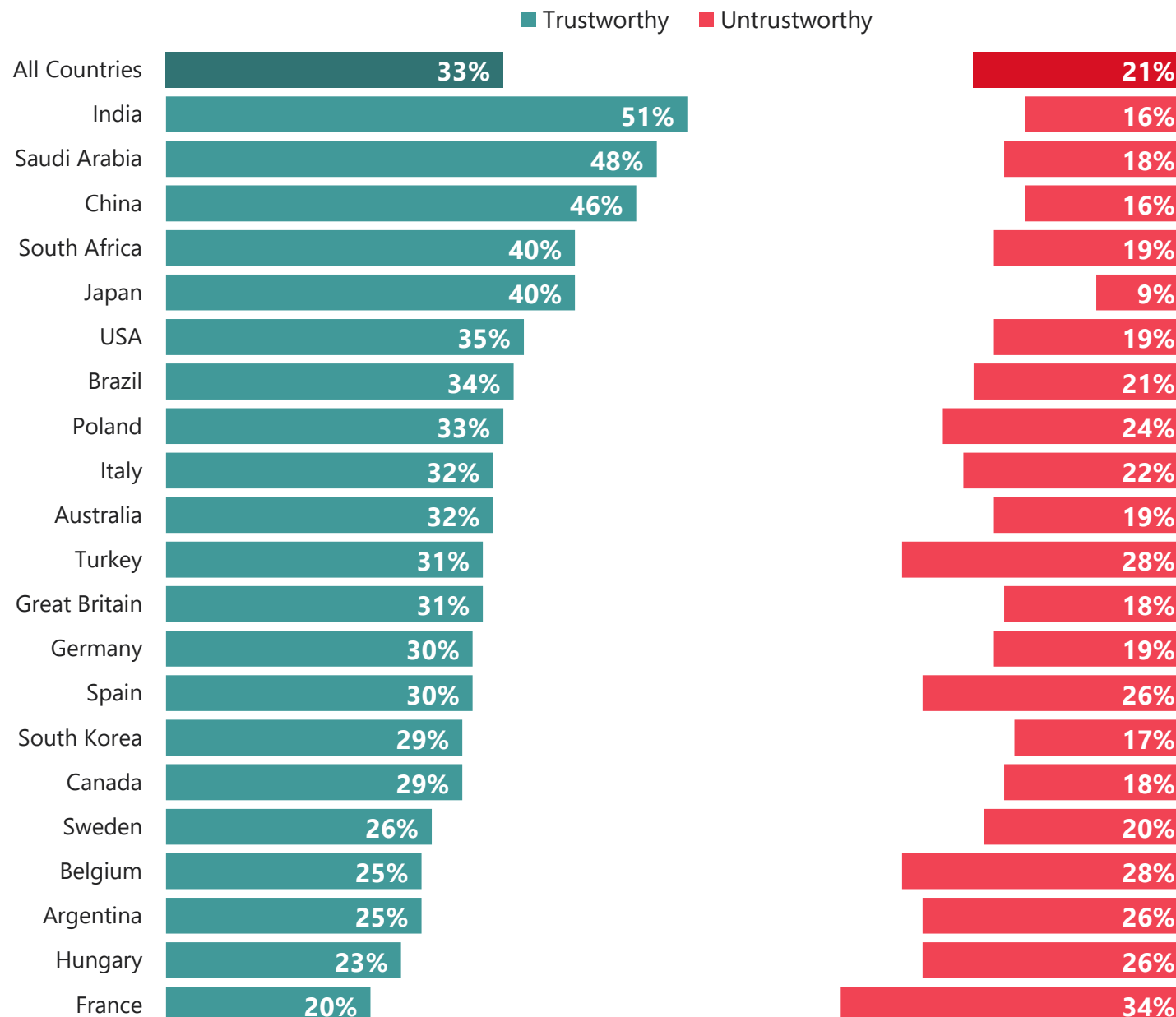
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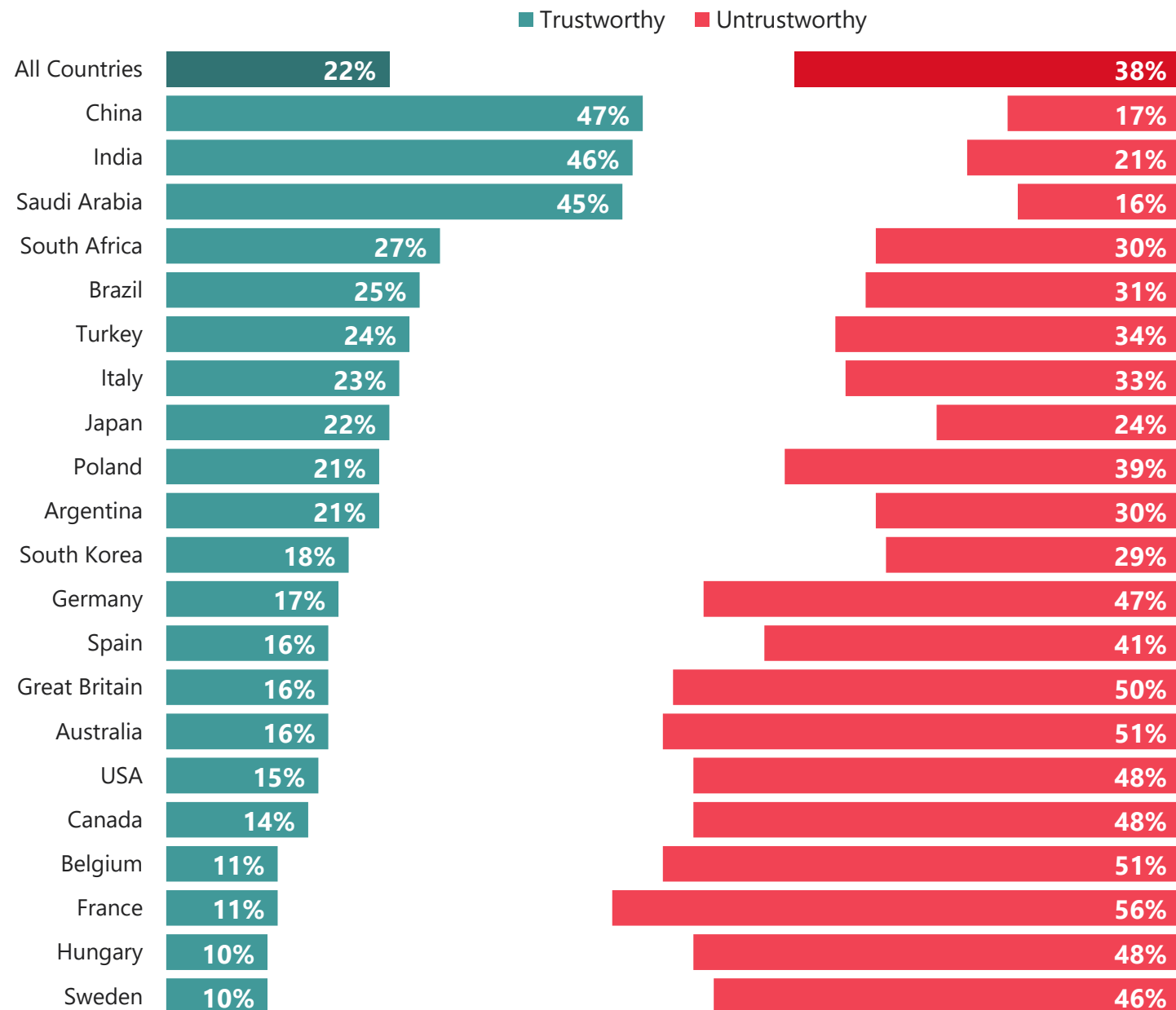
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■ Trustworthy ■ Untrustworthy

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Saudi Arabia	45%	15%
China	44%	18%
South Africa	31%	23%
Japan	30%	12%
Turkey	29%	30%
Brazil	29%	24%
USA	29%	23%
Germany	27%	18%
Italy	27%	27%
France	25%	26%
Hungary	24%	23%
Poland	24%	27%
South Korea	24%	19%
Spain	23%	26%
Australia	22%	24%
Great Britain	21%	27%
Belgium	20%	23%
Sweden	20%	22%
Canada	20%	25%
Argentina	17%	28%

Retail

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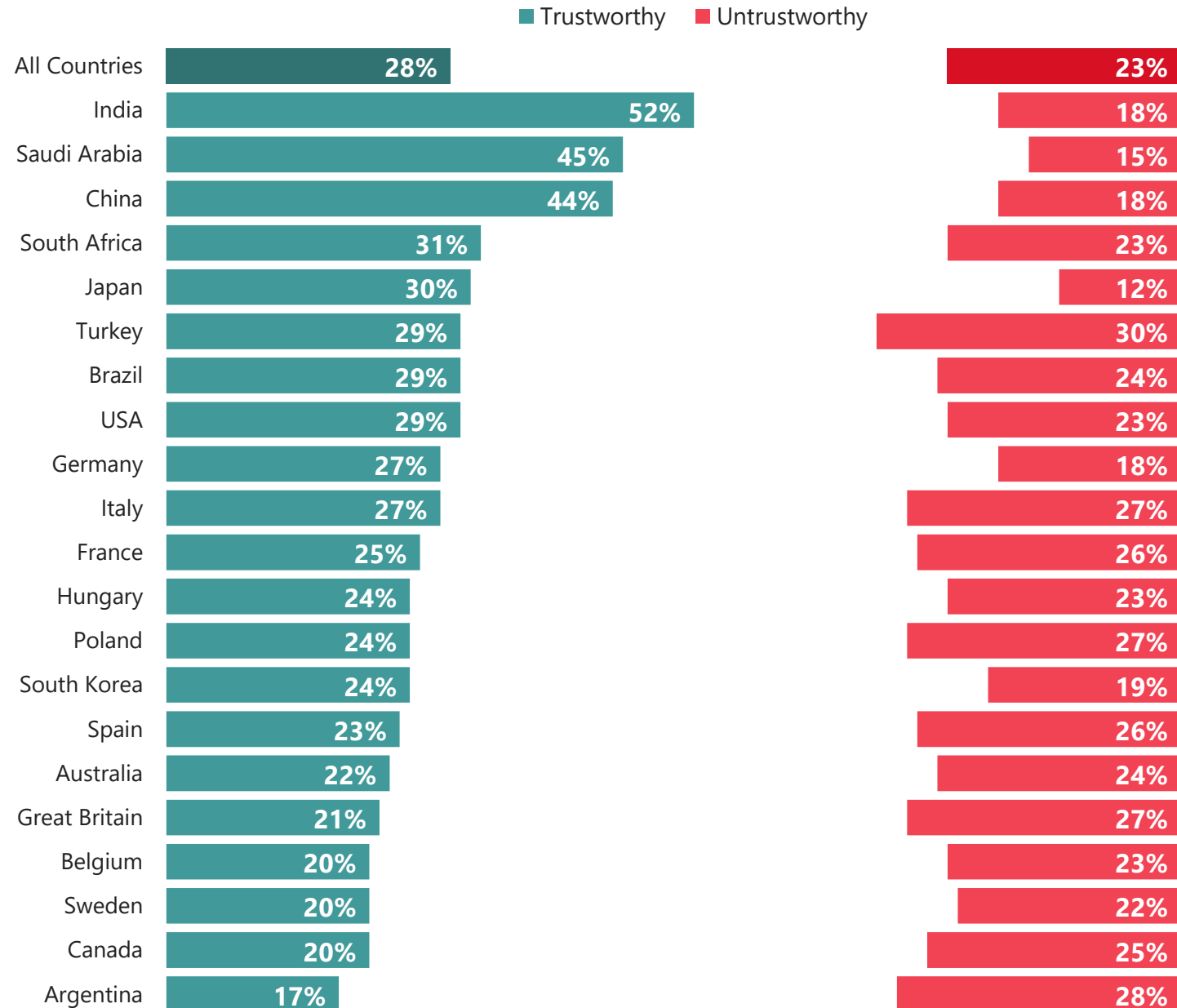
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■ Trustworthy ■ Untrustworthy

Country	Trustworthy	Untrustworthy
All Countries	31%	19%
India	55%	16%
Saudi Arabia	47%	12%
China	44%	15%
Spain	42%	16%
South Africa	37%	18%
Germany	34%	16%
Brazil	33%	18%
Argentina	32%	16%
Poland	31%	22%
Turkey	29%	23%
Japan	29%	13%
USA	29%	22%
France	28%	21%
Hungary	28%	19%
Belgium	27%	21%
Great Britain	25%	21%
Australia	25%	21%
Canada	23%	22%
Sweden	22%	18%
South Korea	21%	20%
Italy	20%	25%

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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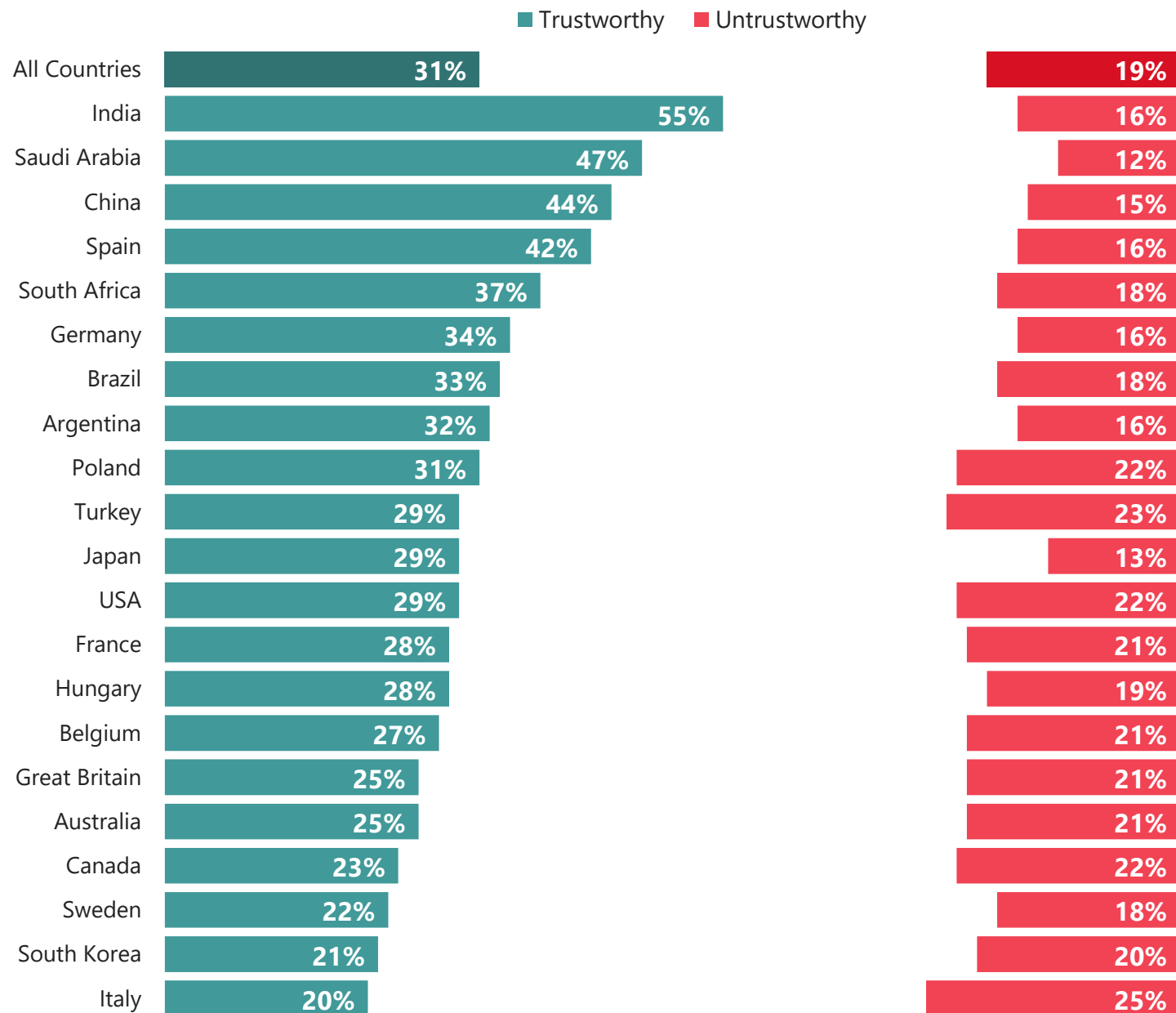
Attribute	
If it is reliable/keeps its promises	36%
If it is open and transparent about what it does	35%
If it behaves responsibly	31%
If it provides good value for price	27%
If it is environmentally sustainable	22%
If it provides good customer service	20%
If it is good at what it does	18%
If it does what it does with the best of intentions	16%
If it shares my values	15%
If it is well led	11%
If it would try to take advantage of me if it could	9%

Ipsos

If it is good at what it does

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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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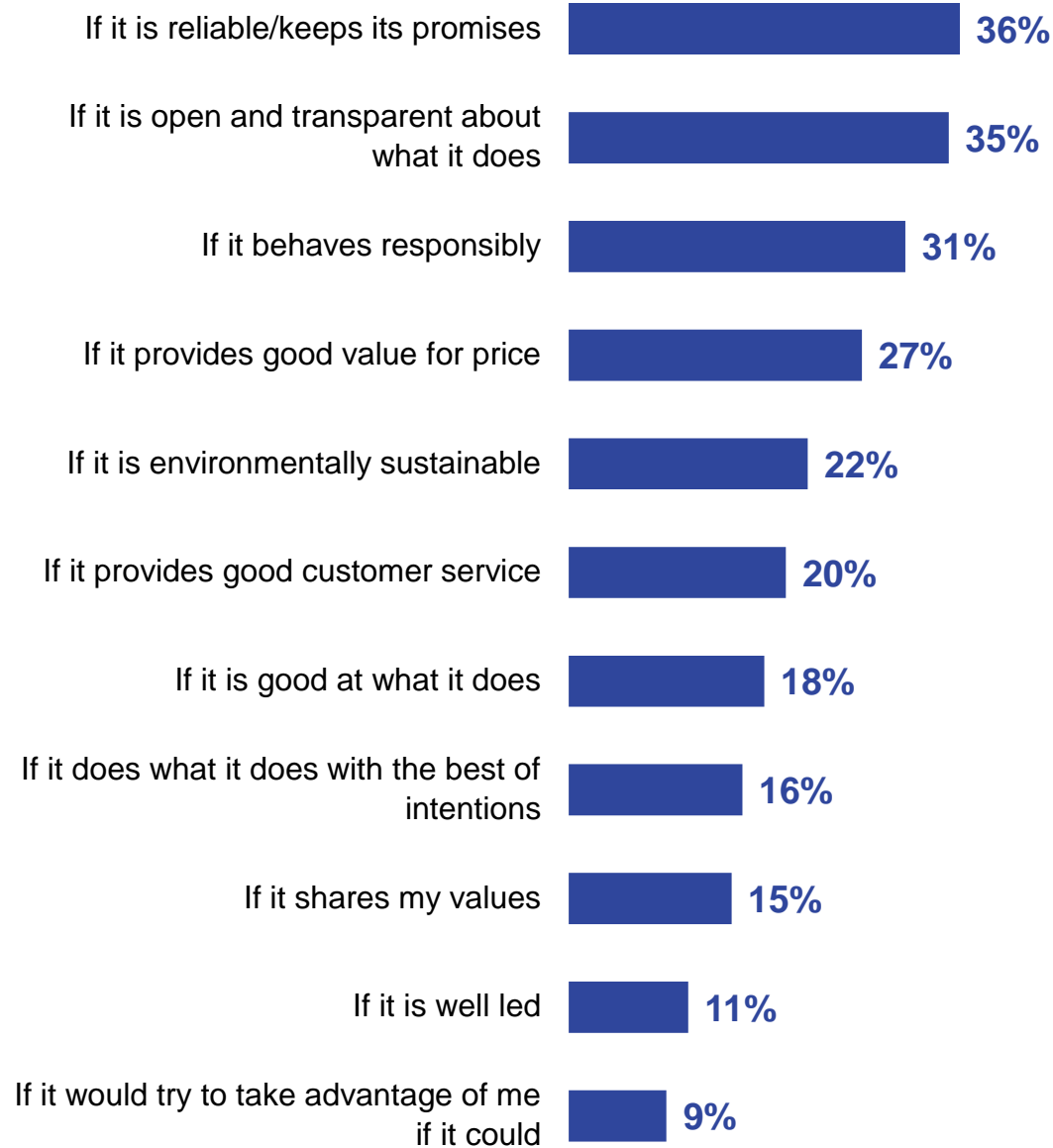
Country	Percentage
All Countries	18%
France	23%
Saudi Arabia	22%
China	22%
Belgium	21%
Poland	21%
Argentina	21%
Hungary	20%
Italy	20%
South Africa	20%
Turkey	20%
Germany	19%
Great Britain	19%
Sweden	18%
India	18%
Brazil	18%
USA	16%
South Korea	15%
Australia	14%
Canada	14%
Spain	12%
Japan	10%

If it does what it does with the best of intentions

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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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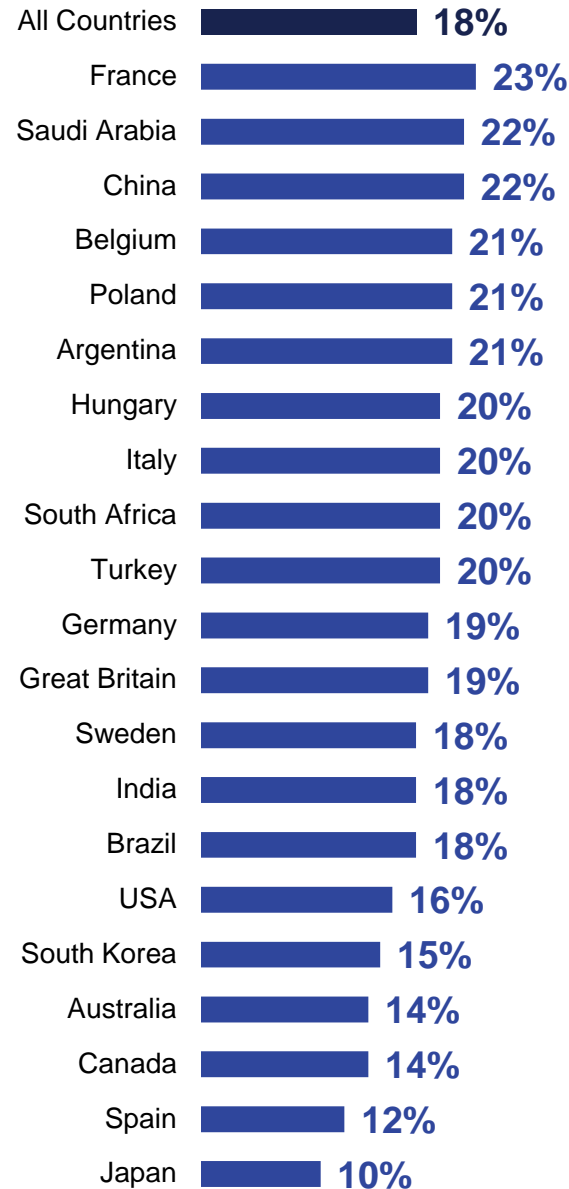| Country	%
All Countries	16%
Japan	23%
Saudi Arabia	21%
South Africa	20%
Sweden	20%
India	19%
Turkey	18%
China	18%
USA	17%
Italy	16%
Poland	16%
Germany	15%
Australia	14%
Canada	14%
Hungary	13%
Great Britain	13%
Argentina	13%
Brazil	13%
Belgium	12%
France	12%
Spain	11%
South Korea	10%

If it is well led

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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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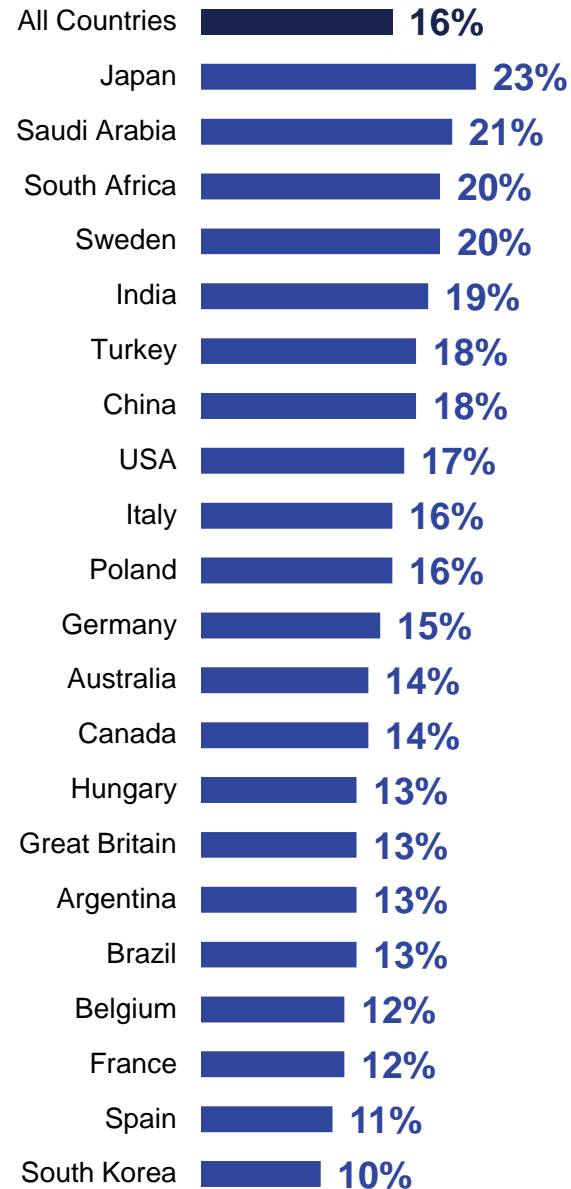| Country	Percentage
All Countries	11%
Saudi Arabia	19%
Turkey	16%
Poland	15%
Sweden	15%
China	14%
Italy	13%
India	13%
France	12%
Spain	12%
South Africa	11%
South Korea	11%
Brazil	11%
Belgium	9%
Germany	9%
Hungary	9%
Great Britain	9%
Japan	9%
USA	9%
Australia	7%
Argentina	7%
Canada	7%

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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Country	%
All Countries	31%
South Korea	45%
Italy	38%
China	37%
Japan	37%
Turkey	36%
Hungary	35%
Argentina	34%
Spain	31%
Sweden	31%
Canada	30%
USA	30%
Great Britain	29%
Australia	29%
India	29%
Poland	27%
South Africa	27%
France	25%
Saudi Arabia	25%
Germany	24%
Brazil	22%
Belgium	21%

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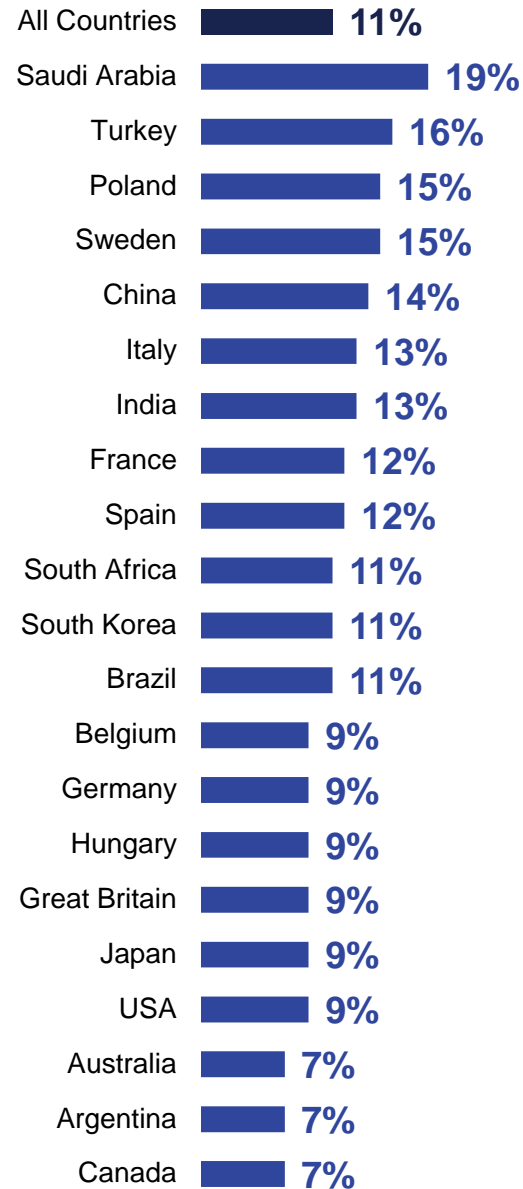# If it is open and transparent about what it does

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?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

Country	%
All Countries	35%
Argentina	48%
South Africa	41%
Italy	40%
Turkey	40%
Australia	40%
Hungary	39%
Belgium	37%
Spain	37%
Brazil	37%
USA	37%
Poland	36%
Canada	35%
Germany	34%
Great Britain	34%
South Korea	34%
India	33%
Sweden	32%
France	31%
Saudi Arabia	26%
Japan	26%
China	25%

Ipsos

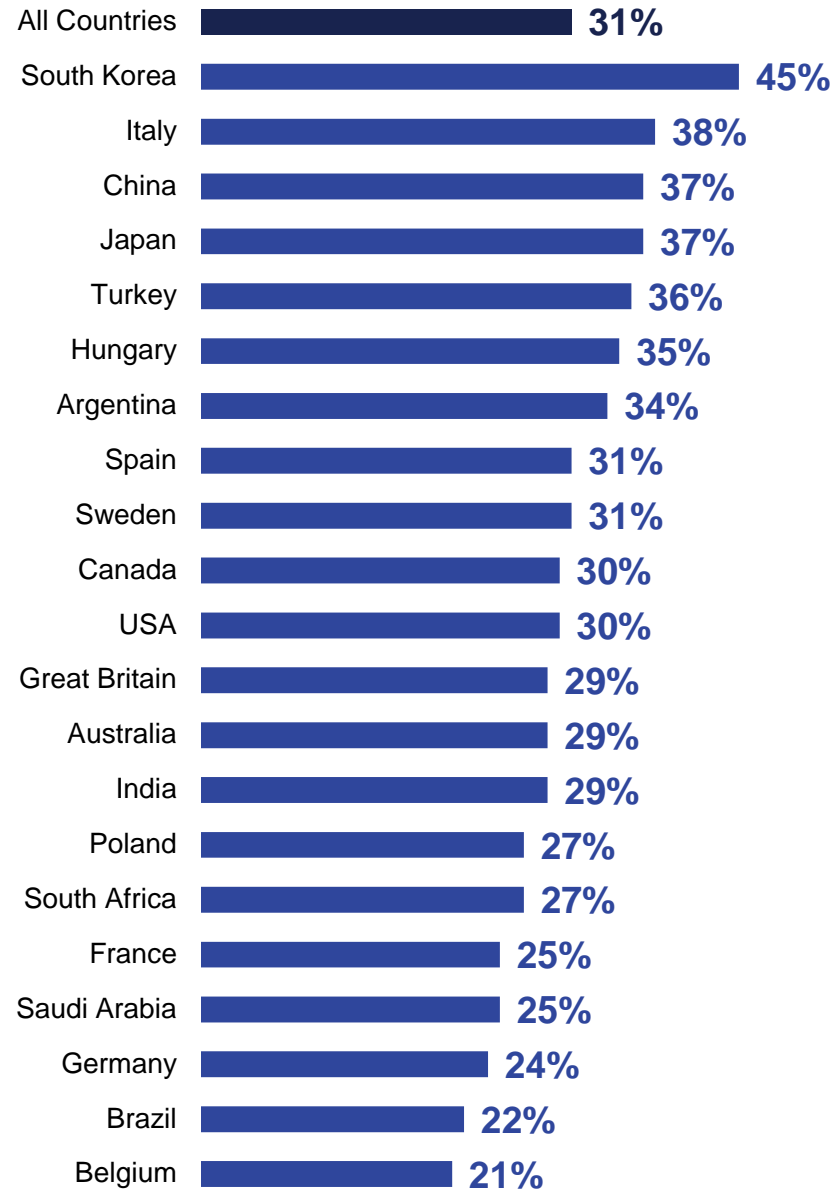# If it is reliable/keeps its promises

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?

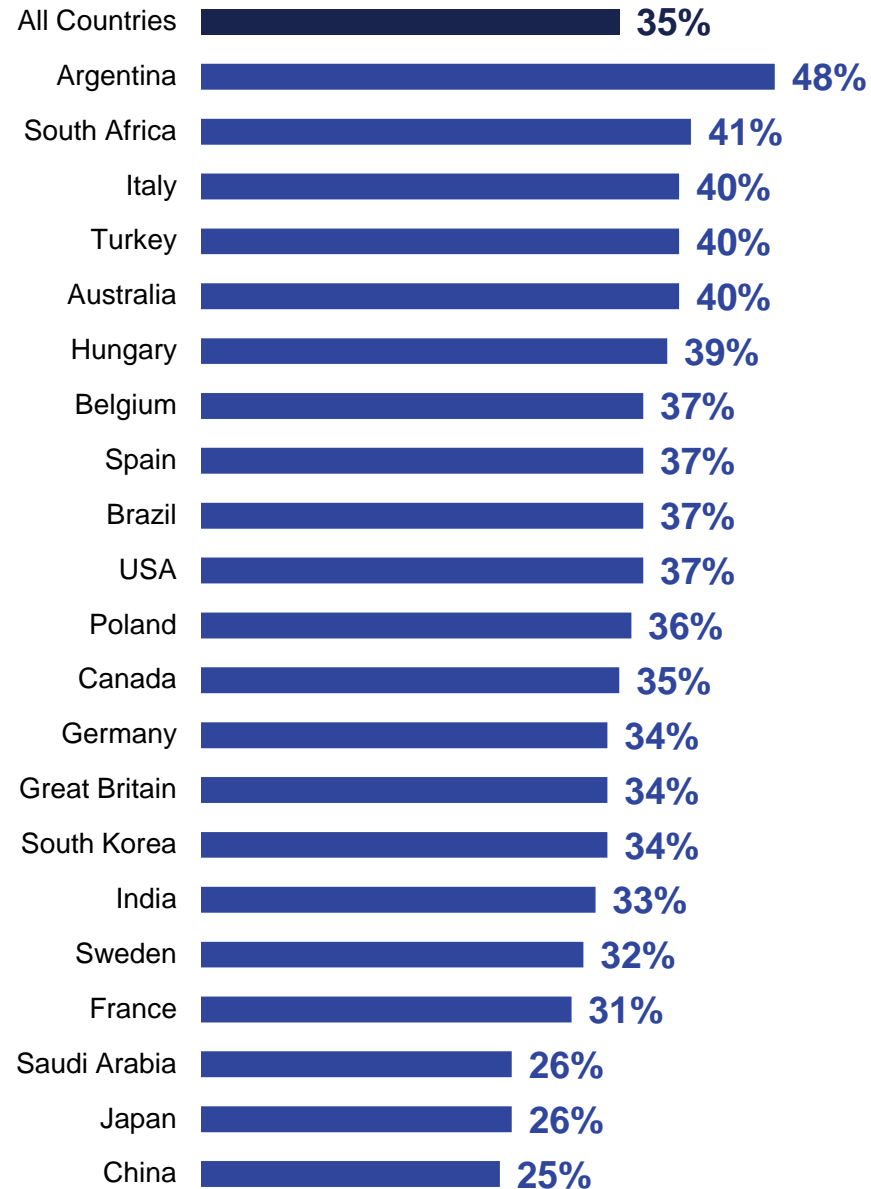| Country	%
All Countries	36%
Hungary	51%
South Korea	46%
Turkey	42%
China	41%
South Africa	40%
Belgium	39%
Sweden	39%
Japan	38%
Argentina	37%
USA	37%
France	36%
Canada	34%
Spain	32%
Great Britain	32%
Brazil	32%
Germany	30%
Poland	30%
Australia	30%
Italy	29%
Saudi Arabia	28%
India	23%

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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Online samples in Brazil, mainland China, India, 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.

Country	Percentage
All Countries	15%
China	22%
Poland	19%
Saudi Arabia	19%
South Africa	19%
France	18%
Spain	18%
India	17%
Brazil	15%
Belgium	14%
Germany	14%
Great Britain	14%
Australia	14%
USA	14%
Italy	13%
Japan	13%
Hungary	12%
Sweden	12%
Turkey	12%
South Korea	12%
Canada	12%
Argentina	11%

Ipsos

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?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.
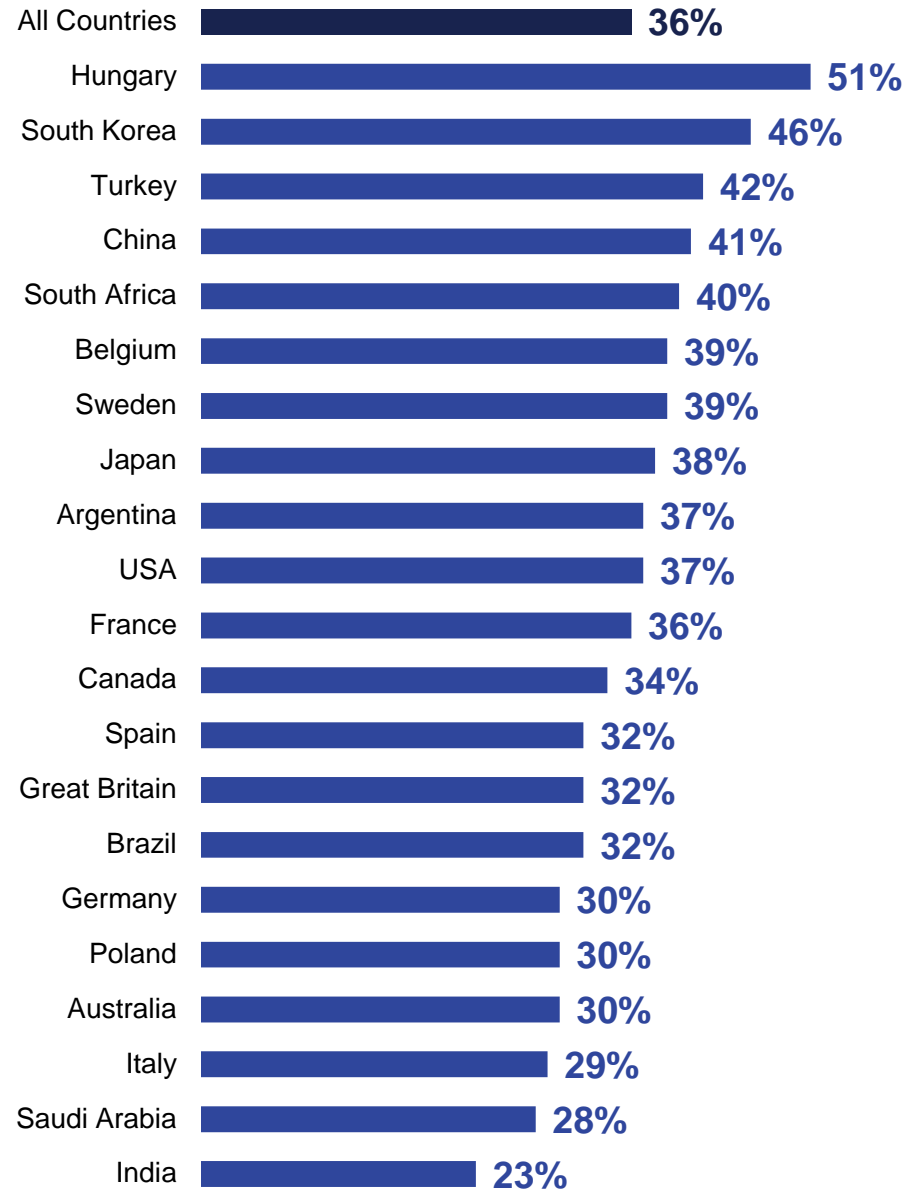*The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.*

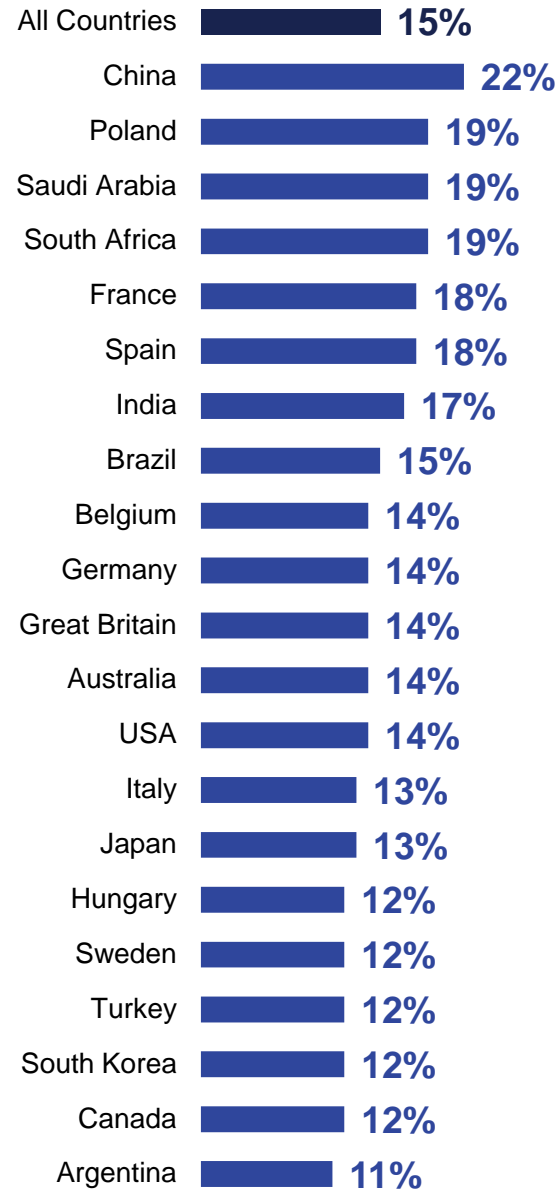| Country	%
All Countries	9%
Sweden	19%
India	16%
Great Britain	13%
Brazil	13%
Saudi Arabia	12%
China	11%
South Africa	10%
Turkey	10%
Australia	10%
Belgium	9%
Germany	9%
USA	9%
Spain	8%
Italy	7%
Canada	7%
Poland	6%
South Korea	6%
Argentina	5%
France	4%
Hungary	3%
Japan	3%

If it is environmentally sustainable

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?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

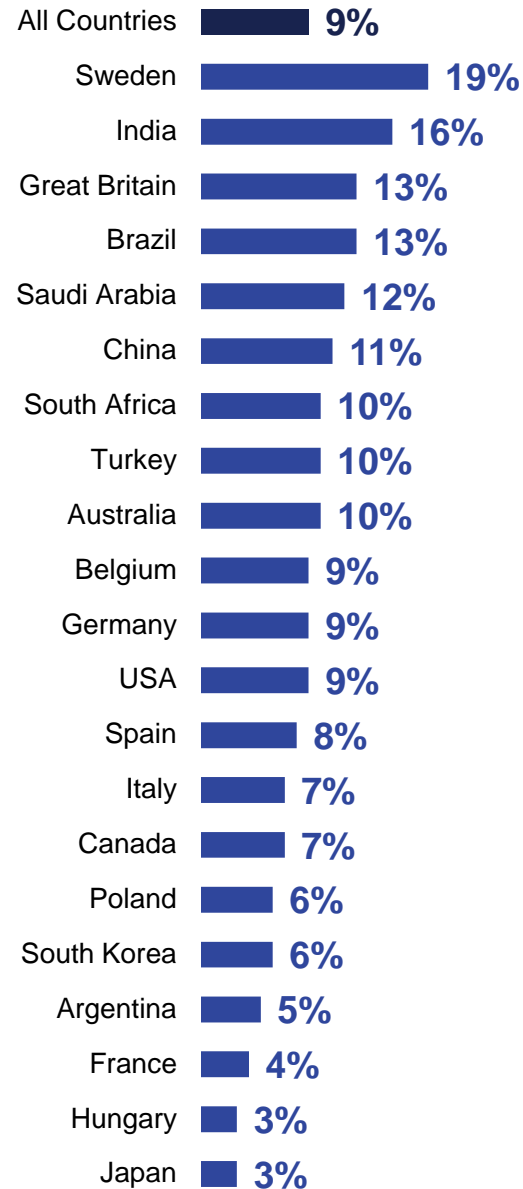| Country	Percentage
All Countries	22%
China	33%
India	33%
Turkey	30%
Brazil	29%
Spain	27%
Italy	26%
Australia	24%
Argentina	24%
France	23%
South Korea	23%
Poland	22%
South Africa	21%
Hungary	18%
Great Britain	18%
Germany	17%
Saudi Arabia	17%
Sweden	16%
Canada	16%
USA	16%
Belgium	13%
Japan	8%

Ipsos

If it provides good value for price

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?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

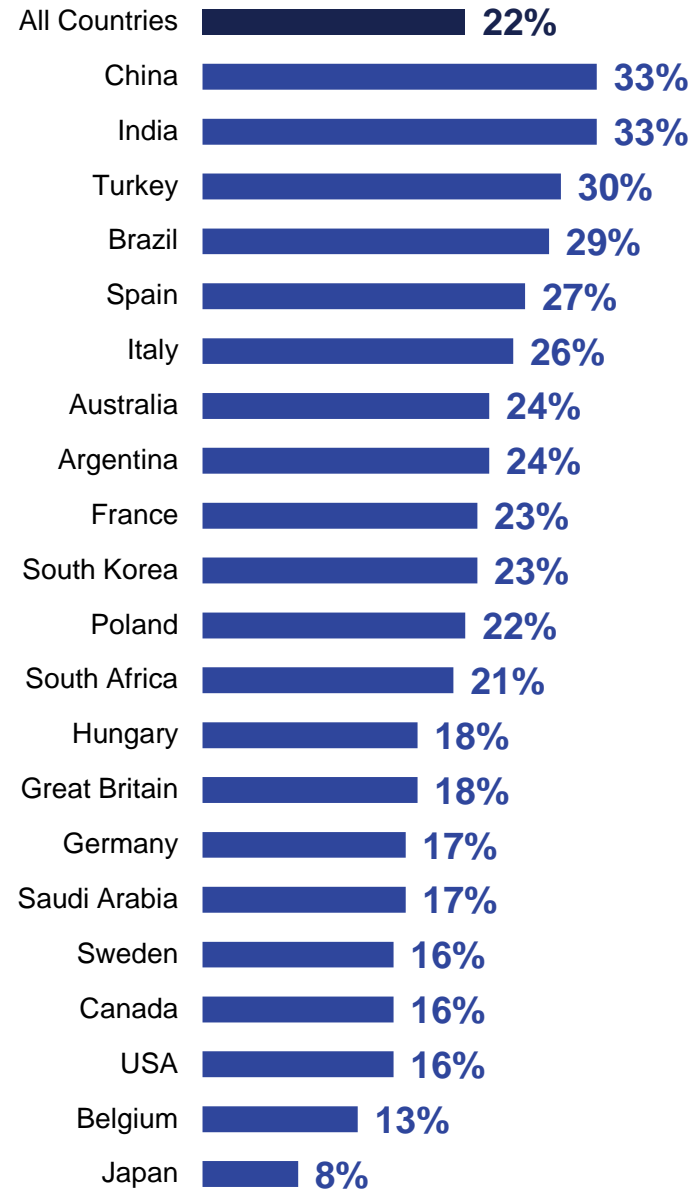| Country	Value
All Countries	27%
Hungary	36%
Japan	35%
Belgium	34%
Spain	31%
France	30%
Canada	30%
Poland	29%
Australia	29%
USA	29%
Great Britain	28%
India	28%
Germany	27%
Brazil	27%
Italy	26%
South Africa	26%
China	26%
South Korea	25%
Sweden	24%
Saudi Arabia	20%
Turkey	19%
Argentina	19%

Ipsos

If it provides good customer service

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?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

Country	Value
All Countries	20%
Argentina	33%
South Africa	32%
China	27%
India	27%
Spain	26%
Brazil	24%
USA	24%
Canada	23%
Turkey	22%
Australia	22%
Belgium	21%
Great Britain	21%
Saudi Arabia	20%
France	17%
South Korea	16%
Poland	14%
Italy	13%
Sweden	13%
Germany	12%
Japan	12%
Hungary	11%

The Government

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The Government - It is good at what it does

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

■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	28%	43%
India	68%	12%
Brazil	34%	40%
Germany	33%	38%
Turkey	33%	42%
Sweden	31%	36%
Spain	30%	40%
Australia	30%	34%
Italy	28%	41%
USA	28%	42%
South Korea	27%	39%
Hungary	24%	51%
Poland	24%	56%
South Africa	24%	53%
Canada	24%	37%
France	22%	44%
Great Britain	22%	54%
Japan	18%	39%
Belgium	17%	51%
Argentina	11%	69%

The Government - 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 [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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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.
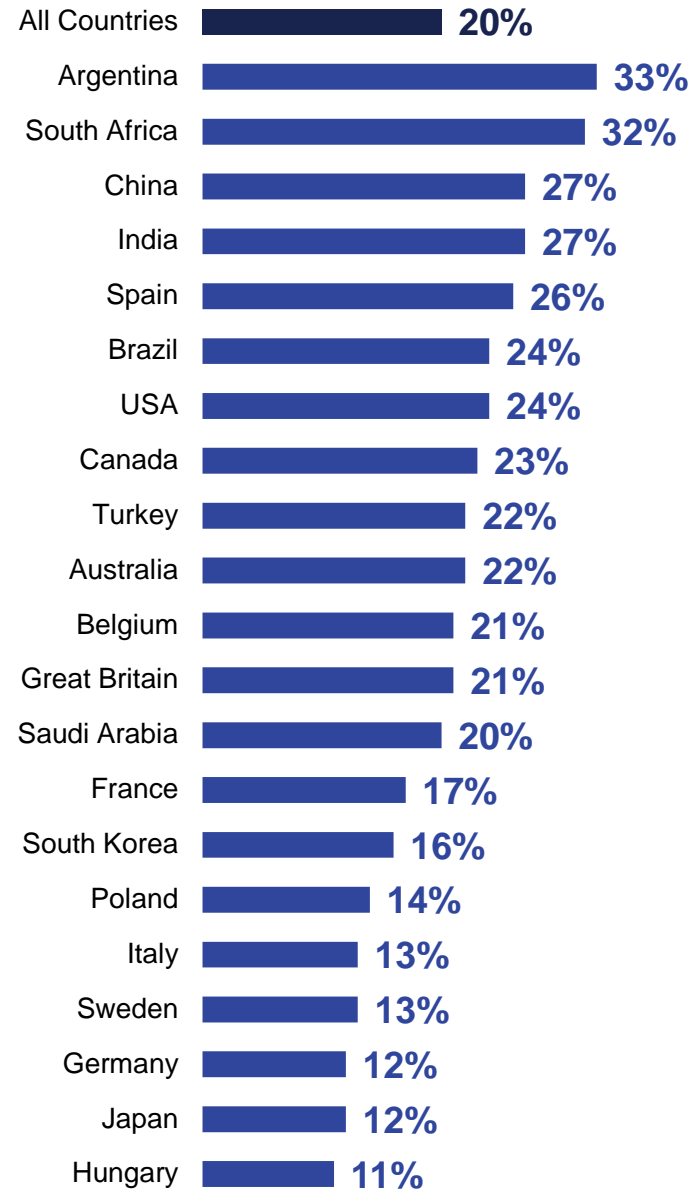
	Agree	Disagree
All Countries	30%	41%
India	63%	15%
Sweden	41%	26%
Germany	38%	31%
Spain	35%	37%
Australia	35%	35%
Turkey	34%	43%
Brazil	34%	38%
Italy	30%	38%
Canada	30%	32%
South Korea	29%	38%
USA	28%	44%
Belgium	26%	42%
Poland	26%	54%
South Africa	26%	53%
Great Britain	26%	47%
France	24%	45%
Hungary	19%	52%
Japan	17%	45%
Argentina	14%	61%

The Government - It is well led

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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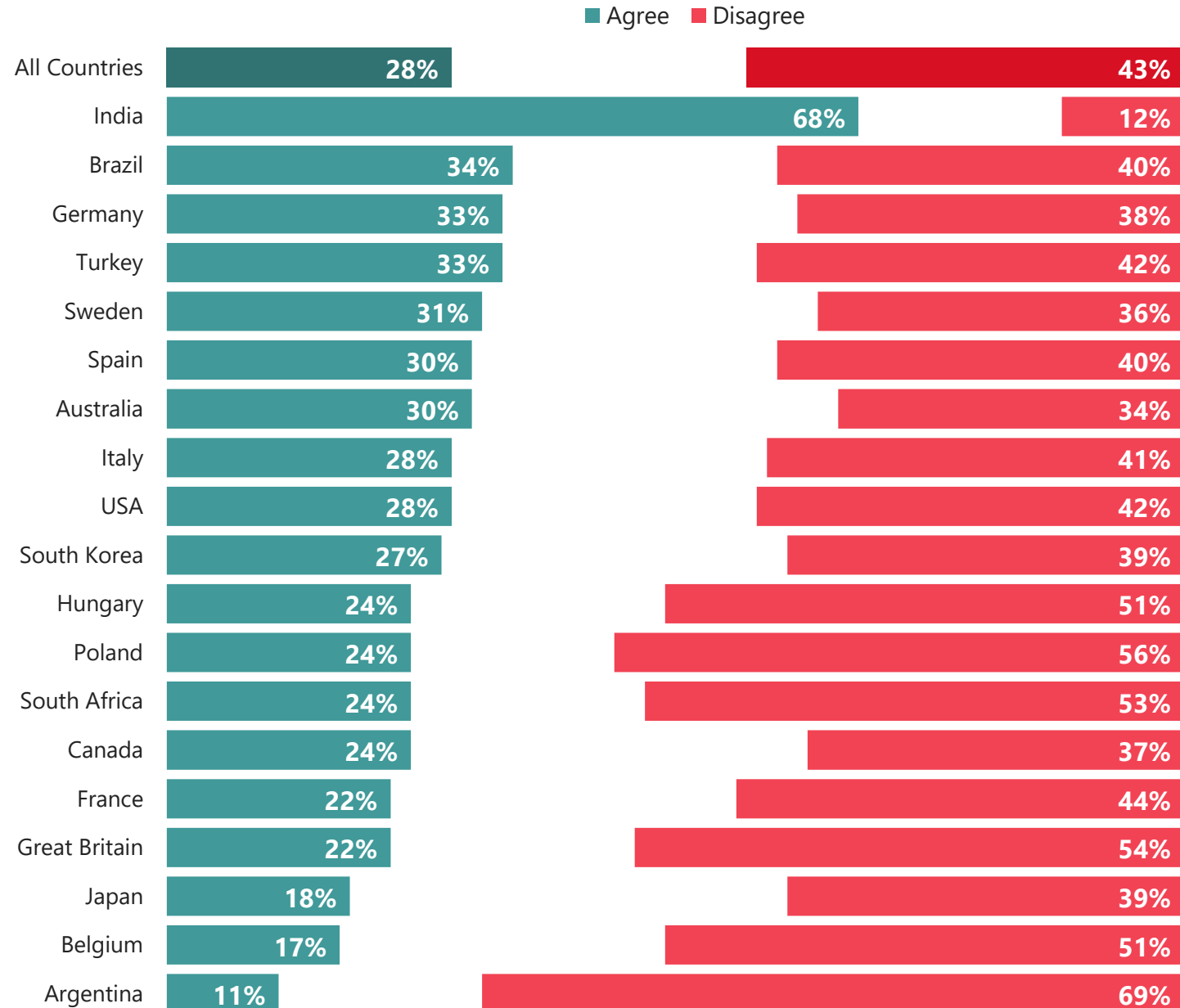
■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	27%	45%
India	65%	12%
Brazil	37%	39%
Turkey	33%	47%
Australia	33%	34%
Germany	32%	40%
Spain	30%	44%
Sweden	29%	35%
South Korea	28%	39%
USA	27%	46%
Italy	26%	42%
South Africa	25%	58%
Canada	25%	38%
Poland	24%	56%
France	22%	47%
Hungary	21%	57%
Great Britain	21%	57%
Belgium	18%	51%
Japan	14%	45%
Argentina	12%	64%

The Government - It behaves responsibly

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

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Online samples in Brazil, mainland China, India, 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.
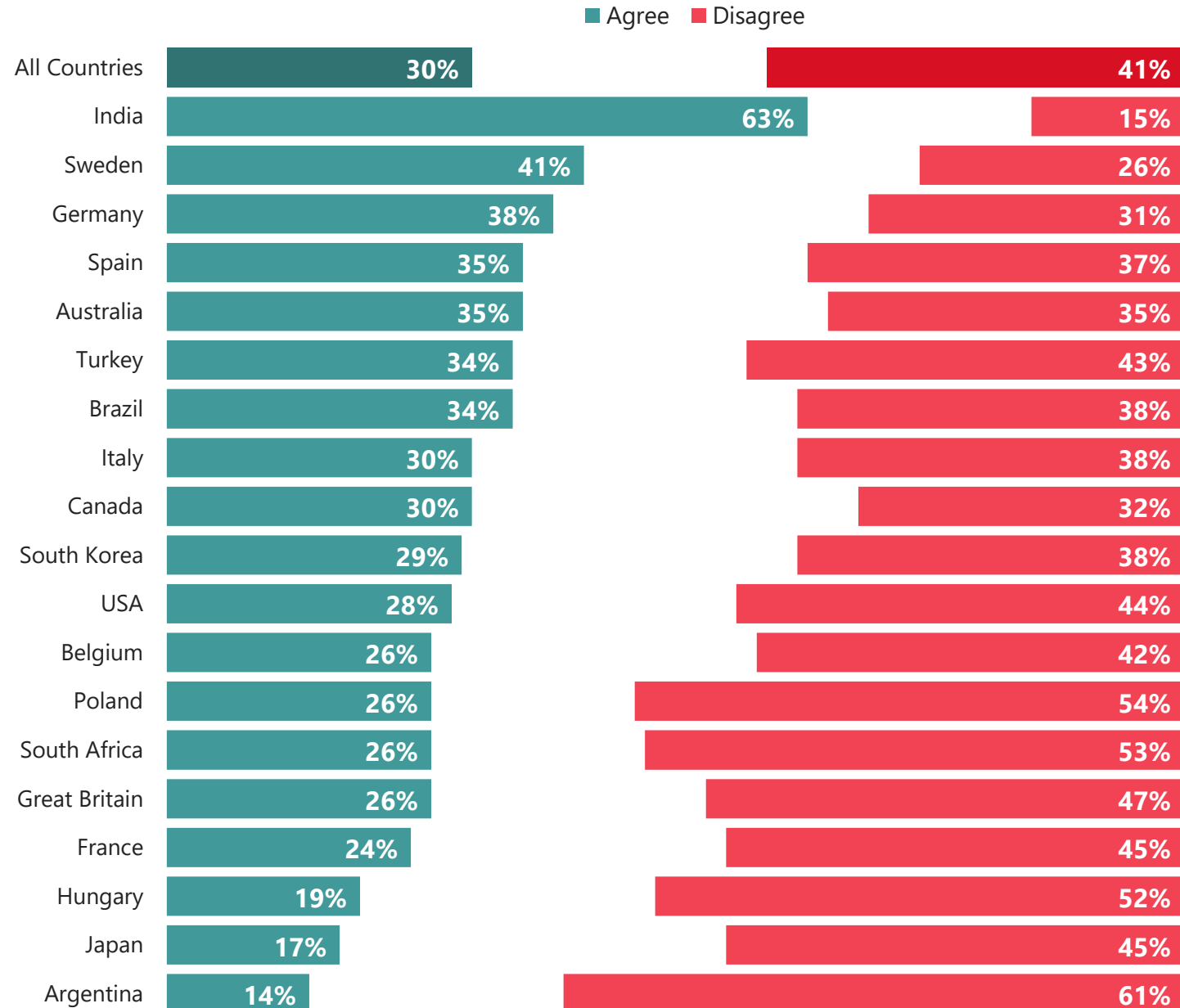
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	28%	44%
India	67%	12%
Brazil	36%	38%
Turkey	34%	42%
Germany	33%	38%
Sweden	33%	34%
Italy	30%	39%
Australia	30%	37%
Spain	29%	42%
South Korea	28%	38%
USA	26%	47%
Poland	25%	56%
South Africa	24%	56%
Canada	24%	39%
France	23%	48%
Hungary	22%	54%
Great Britain	22%	56%
Japan	20%	44%
Belgium	19%	48%
Argentina	11%	67%

The Government - 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 [SECTOR]?

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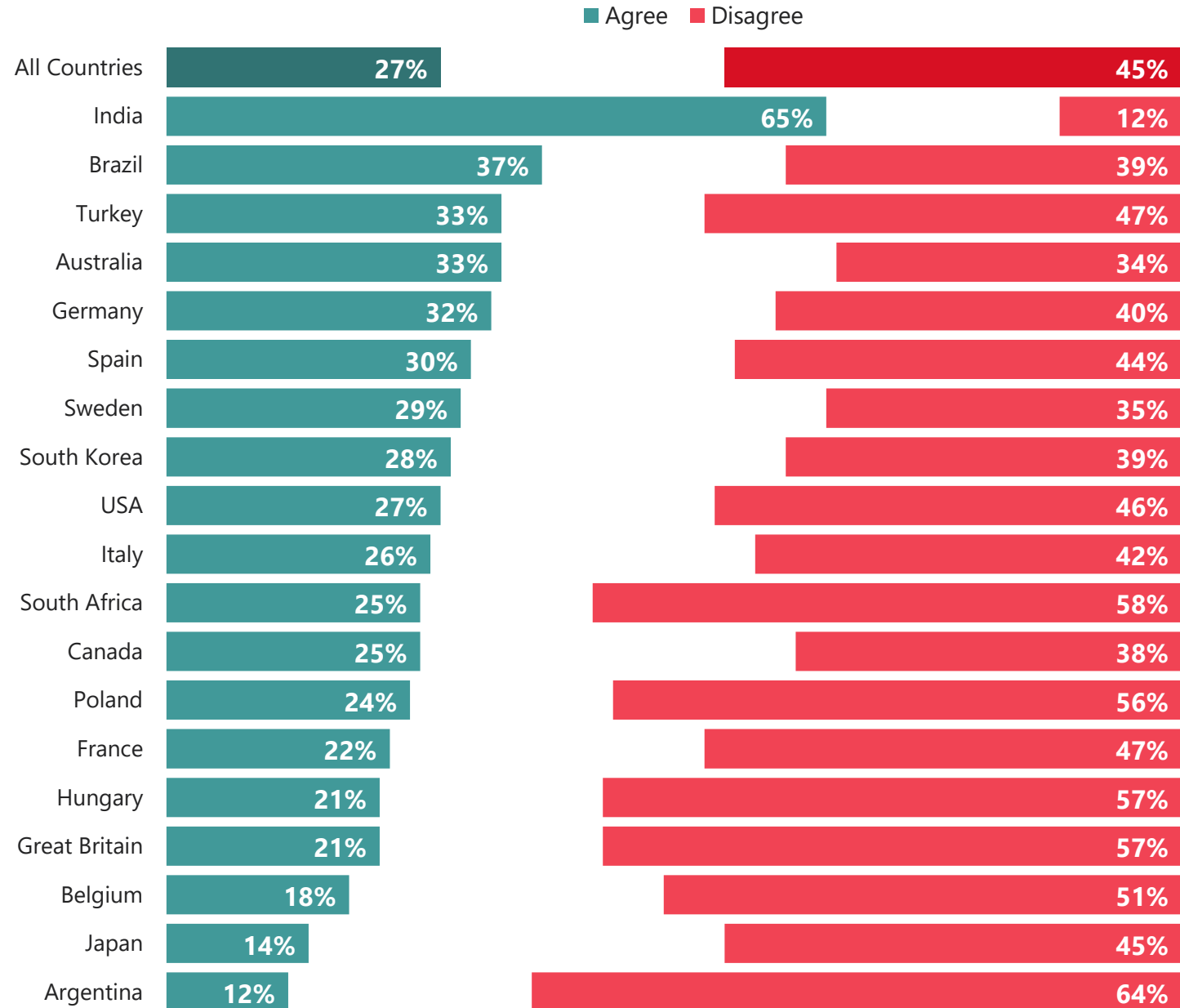
	Agree	Disagree
All Countries	26%	48%
India	63%	15%
Brazil	35%	41%
Turkey	31%	46%
Sweden	30%	38%
Germany	29%	43%
Italy	28%	45%
Spain	27%	45%
Australia	25%	47%
USA	25%	52%
South Africa	24%	59%
South Korea	24%	41%
Poland	23%	56%
Great Britain	22%	60%
France	20%	53%
Canada	20%	48%
Belgium	18%	53%
Hungary	16%	58%
Japan	15%	50%
Argentina	13%	66%

The Government - It is reliable/keeps its promises

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

■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	25%	49%
India	64%	13%
Brazil	34%	38%
Turkey	32%	45%
Germany	28%	43%
Spain	27%	47%
Australia	27%	45%
Italy	26%	46%
Poland	25%	58%
Sweden	24%	44%
USA	24%	51%
South Korea	23%	43%
South Africa	22%	60%
Great Britain	21%	59%
France	18%	52%
Hungary	18%	59%
Canada	18%	47%
Japan	17%	45%
Belgium	14%	55%
Argentina	10%	71%

The Government - It shares my values

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

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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.
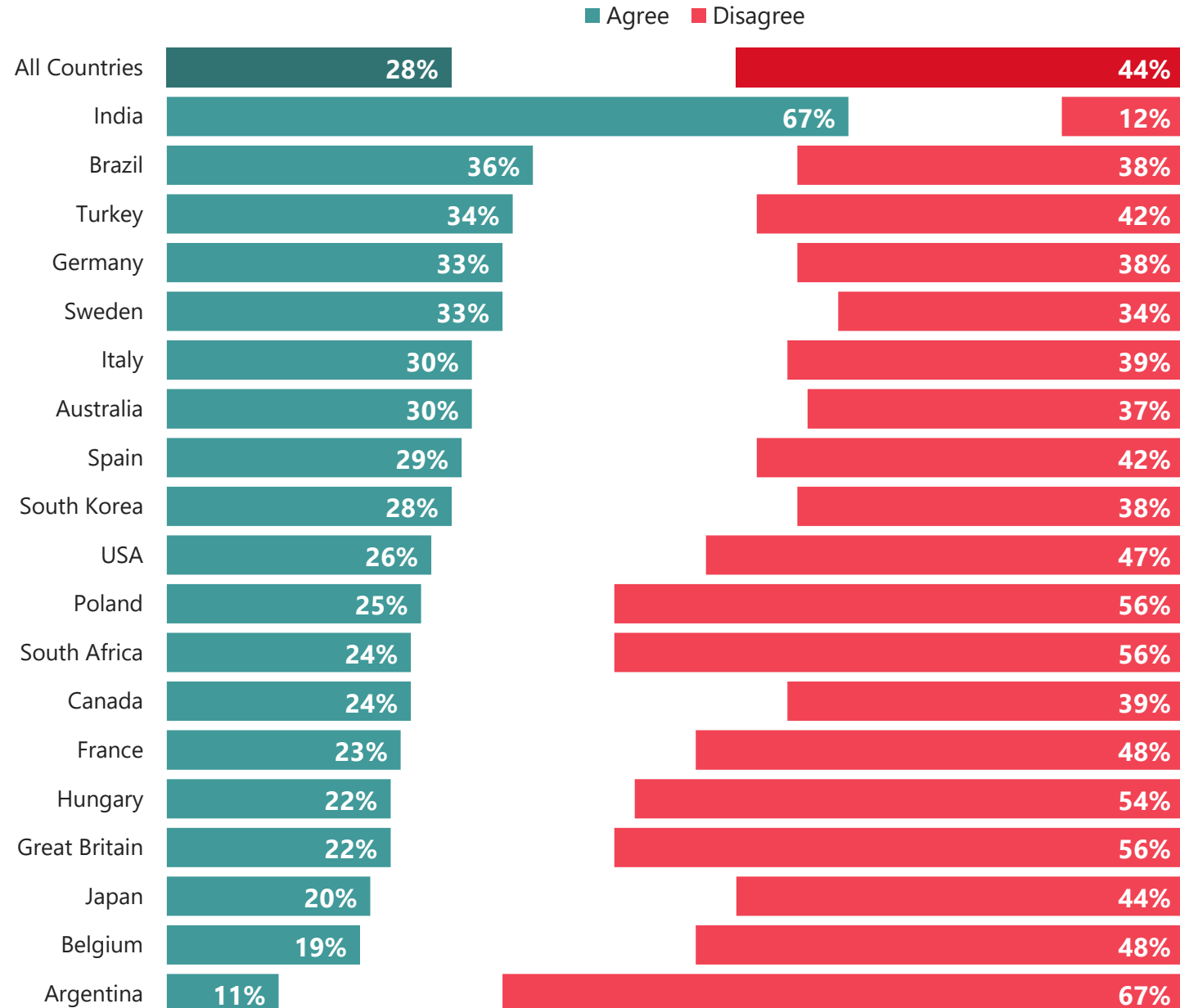
■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	25%	45%
India	63%	12%
Turkey	35%	40%
Brazil	35%	37%
Germany	30%	40%
Spain	28%	45%
Australia	28%	38%
Sweden	26%	35%
Italy	24%	43%
South Africa	24%	57%
Great Britain	23%	53%
USA	23%	46%
Poland	22%	56%
Canada	21%	39%
South Korea	20%	40%
France	19%	52%
Hungary	18%	57%
Belgium	14%	51%
Japan	14%	47%
Argentina	14%	61%

The Government - 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 [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.
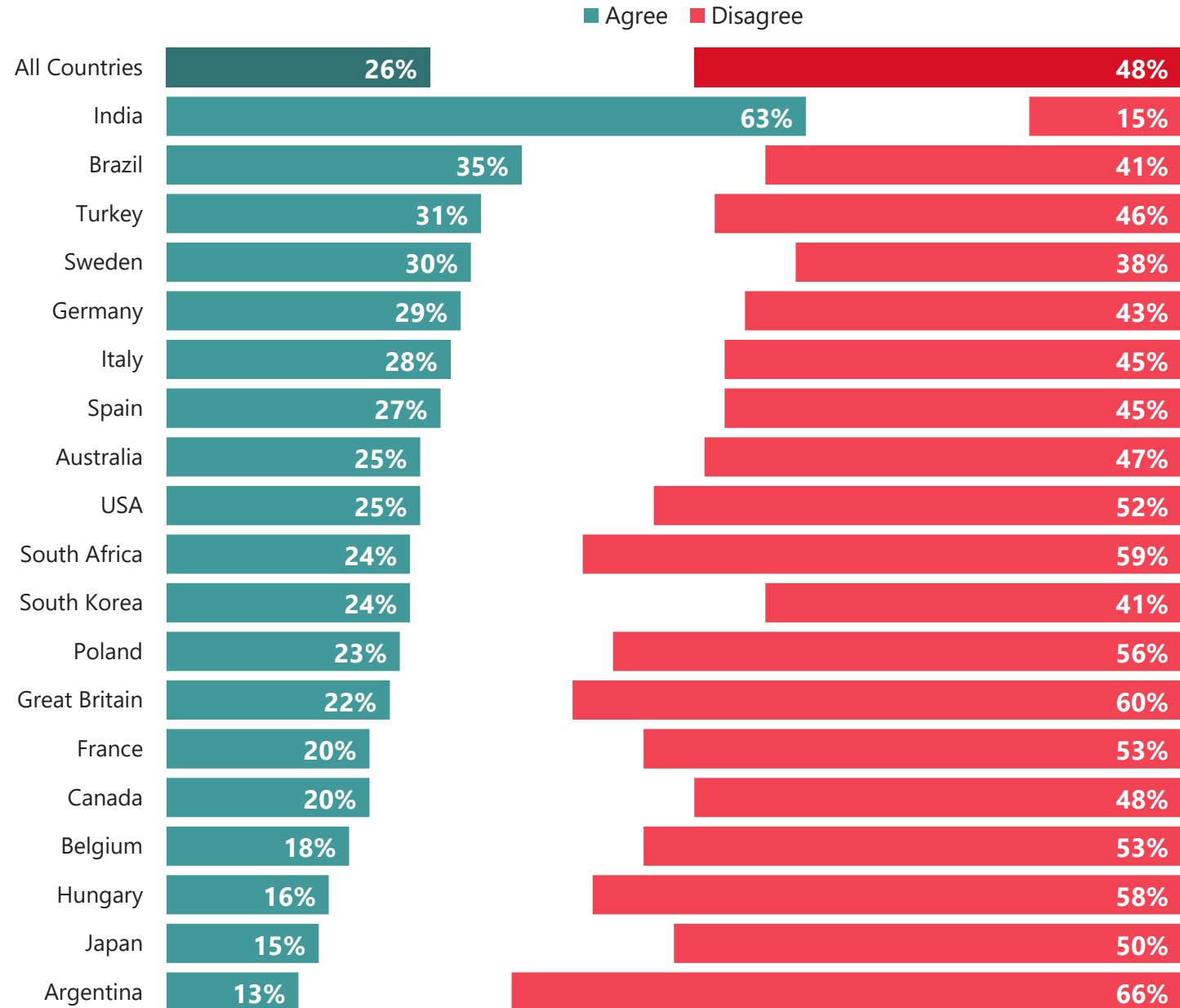
	Agree	Disagree
All Countries	51%	20%
India	67%	11%
Hungary	65%	13%
South Africa	62%	19%
Great Britain	61%	16%
Argentina	57%	20%
USA	57%	16%
Poland	55%	21%
Brazil	55%	17%
Turkey	52%	25%
Spain	50%	21%
Australia	49%	21%
France	48%	22%
Italy	48%	21%
Canada	48%	17%
Germany	45%	23%
Belgium	44%	23%
Sweden	40%	24%
South Korea	35%	22%
Japan	23%	26%

The Government - It is environmentally sustainable

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.
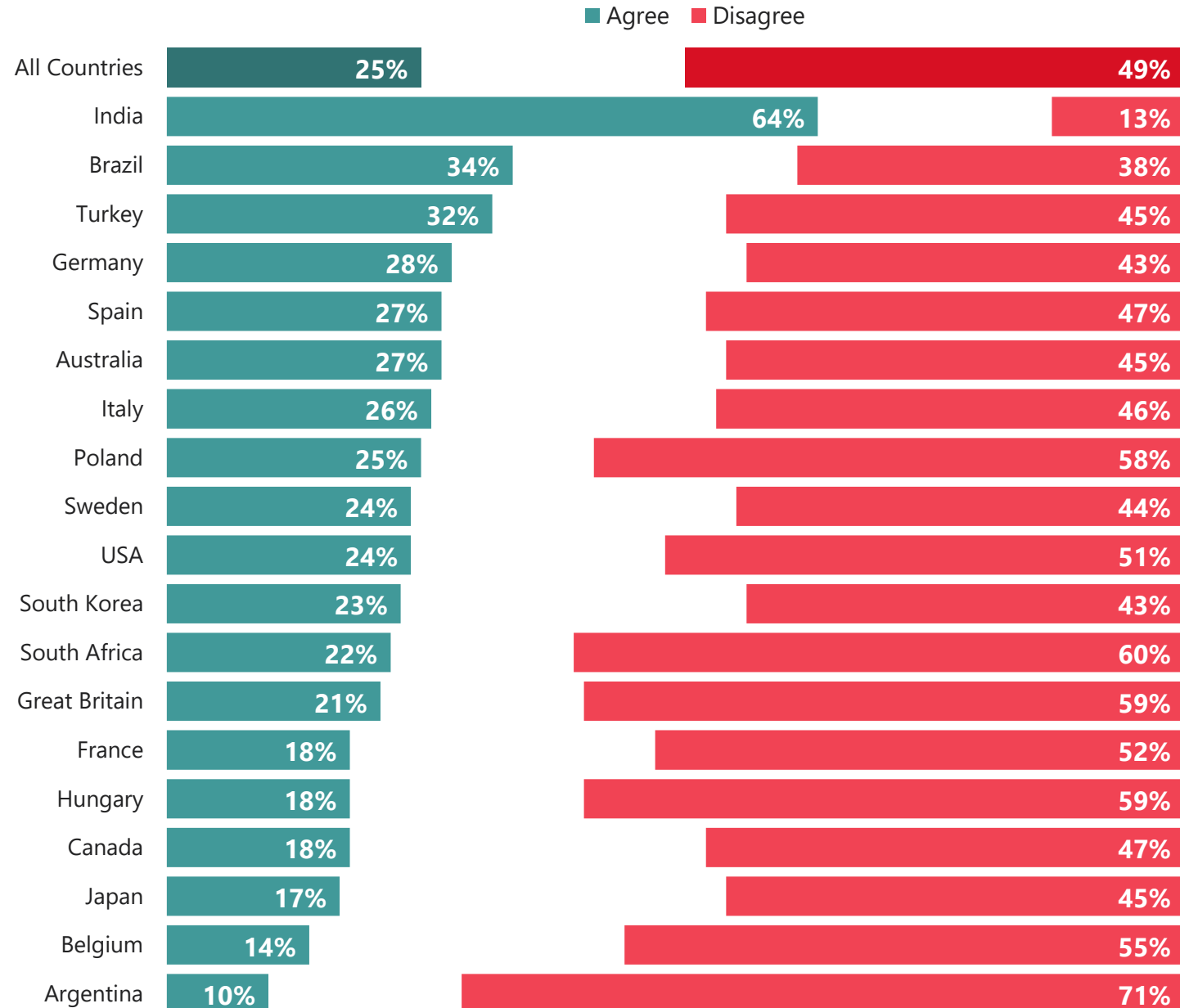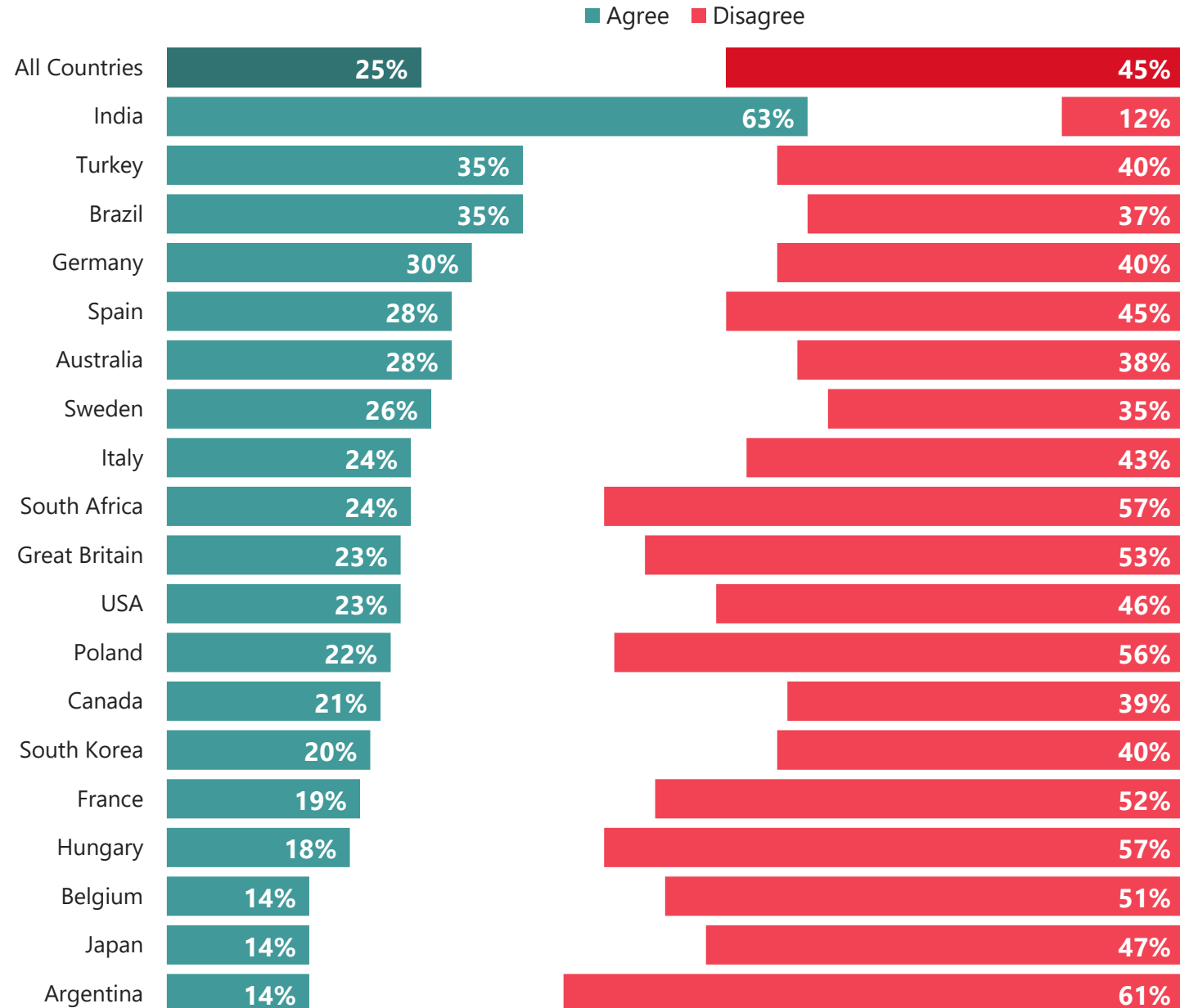
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	26%	38%
India	65%	12%
Brazil	35%	37%
Turkey	34%	40%
Spain	29%	37%
Australia	28%	33%
South Korea	28%	31%
Germany	27%	37%
South Africa	27%	48%
USA	27%	39%
Italy	26%	34%
Poland	24%	51%
Sweden	24%	30%
Great Britain	22%	43%
Canada	22%	31%
Hungary	20%	45%
France	19%	47%
Belgium	15%	42%
Japan	15%	34%
Argentina	12%	57%

Financial services

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Financial services - It is good at what it does

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.
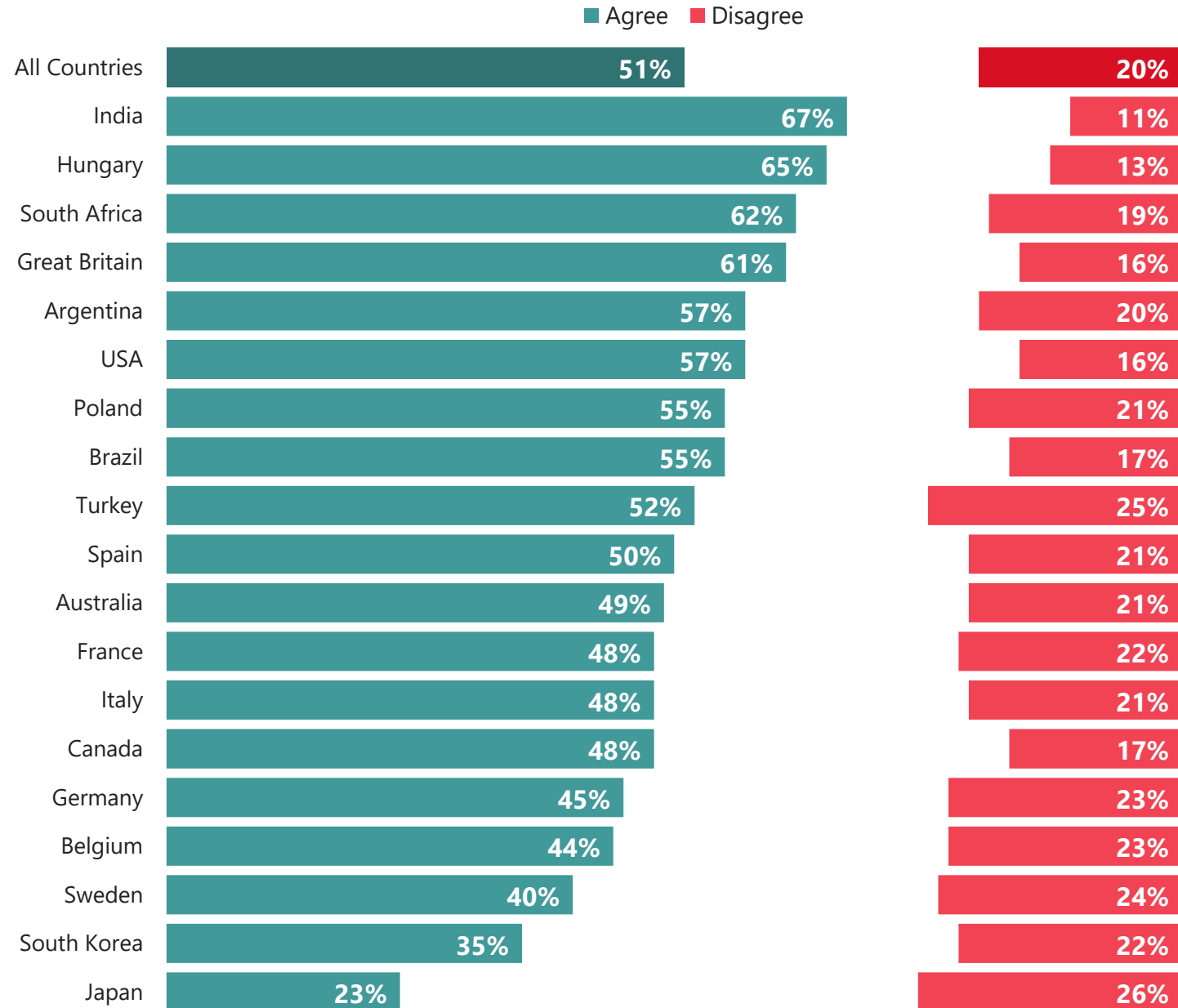
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	43%	19%
China	72%	6%
Saudi Arabia	66%	5%
India	66%	13%
South Africa	55%	17%
Poland	52%	13%
USA	52%	11%
Canada	48%	13%
Brazil	46%	17%
Turkey	44%	20%
South Korea	44%	14%
Australia	42%	24%
Sweden	40%	17%
Great Britain	40%	25%
Hungary	35%	19%
Spain	35%	29%
Germany	34%	24%
Italy	34%	21%
Japan	32%	17%
Belgium	28%	26%
France	28%	29%
Argentina	19%	31%

Financial services - 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 [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.
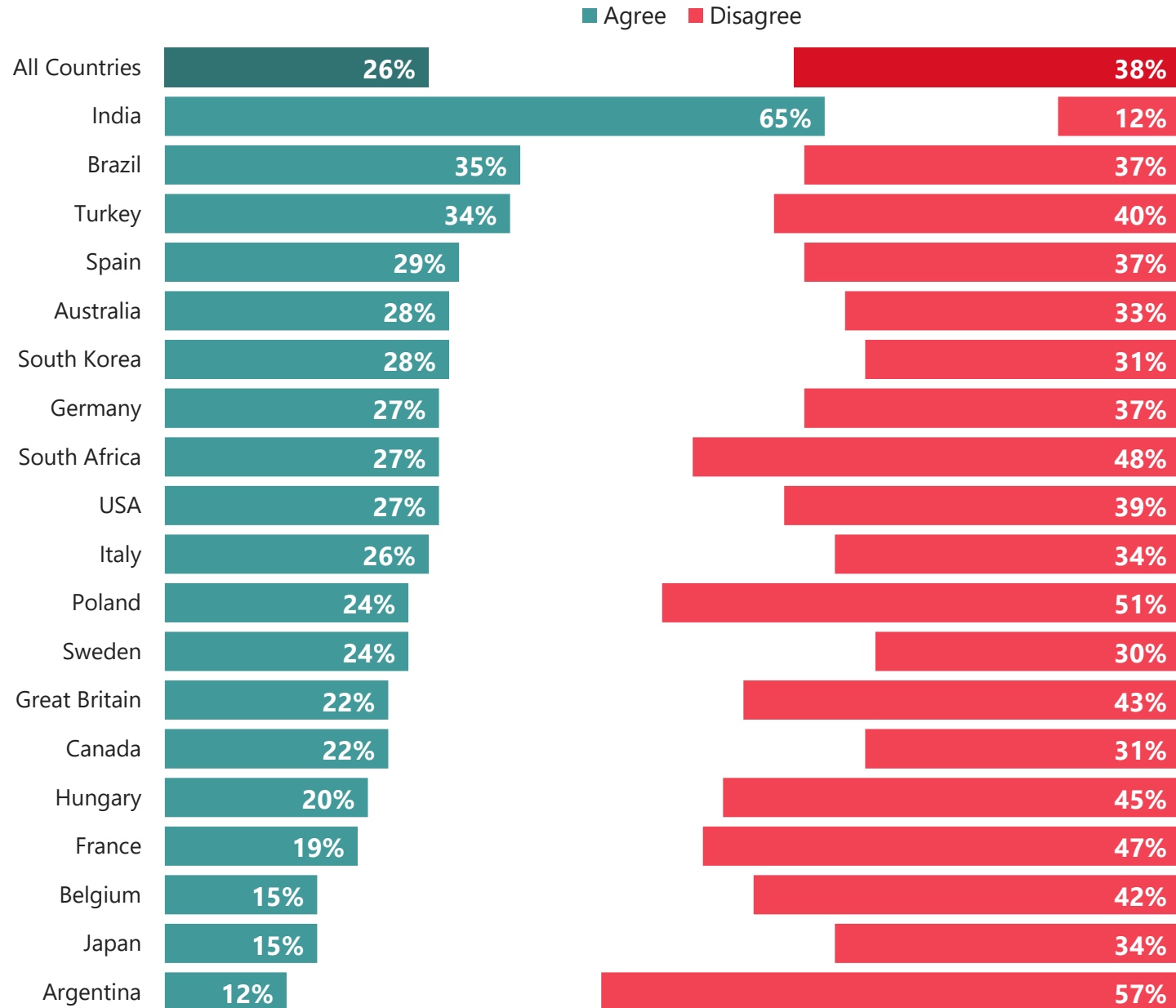
Global Base: 16017

Agree ■ **Disagree** ■

Country	Agree	Disagree
All Countries	33%	29%
India	66%	15%
Saudi Arabia	63%	9%
China	61%	11%
South Africa	39%	27%
Brazil	39%	26%
Turkey	37%	28%
USA	35%	23%
Poland	33%	32%
Canada	32%	23%
Germany	31%	30%
Australia	29%	37%
Italy	28%	31%
Sweden	28%	26%
Japan	27%	20%
Great Britain	26%	41%
Spain	23%	41%
South Korea	23%	35%
Hungary	22%	32%
Belgium	20%	34%
France	19%	43%
Argentina	19%	38%

Ipsos

Financial services - It is well led

Legend: ■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	38%	20%
China	66%	6%
Saudi Arabia	65%	5%
India	62%	13%
Poland	48%	18%
Turkey	45%	20%
Brazil	42%	17%
South Africa	41%	25%
USA	39%	15%
Canada	36%	18%
South Korea	35%	18%
Germany	34%	23%
Sweden	34%	17%
Italy	33%	22%
Spain	33%	26%
Argentina	33%	19%
Australia	30%	30%
Hungary	28%	20%
Japan	26%	18%
France	25%	30%
Great Britain	24%	36%
Belgium	22%	25%

Financial services - It behaves responsibly

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.
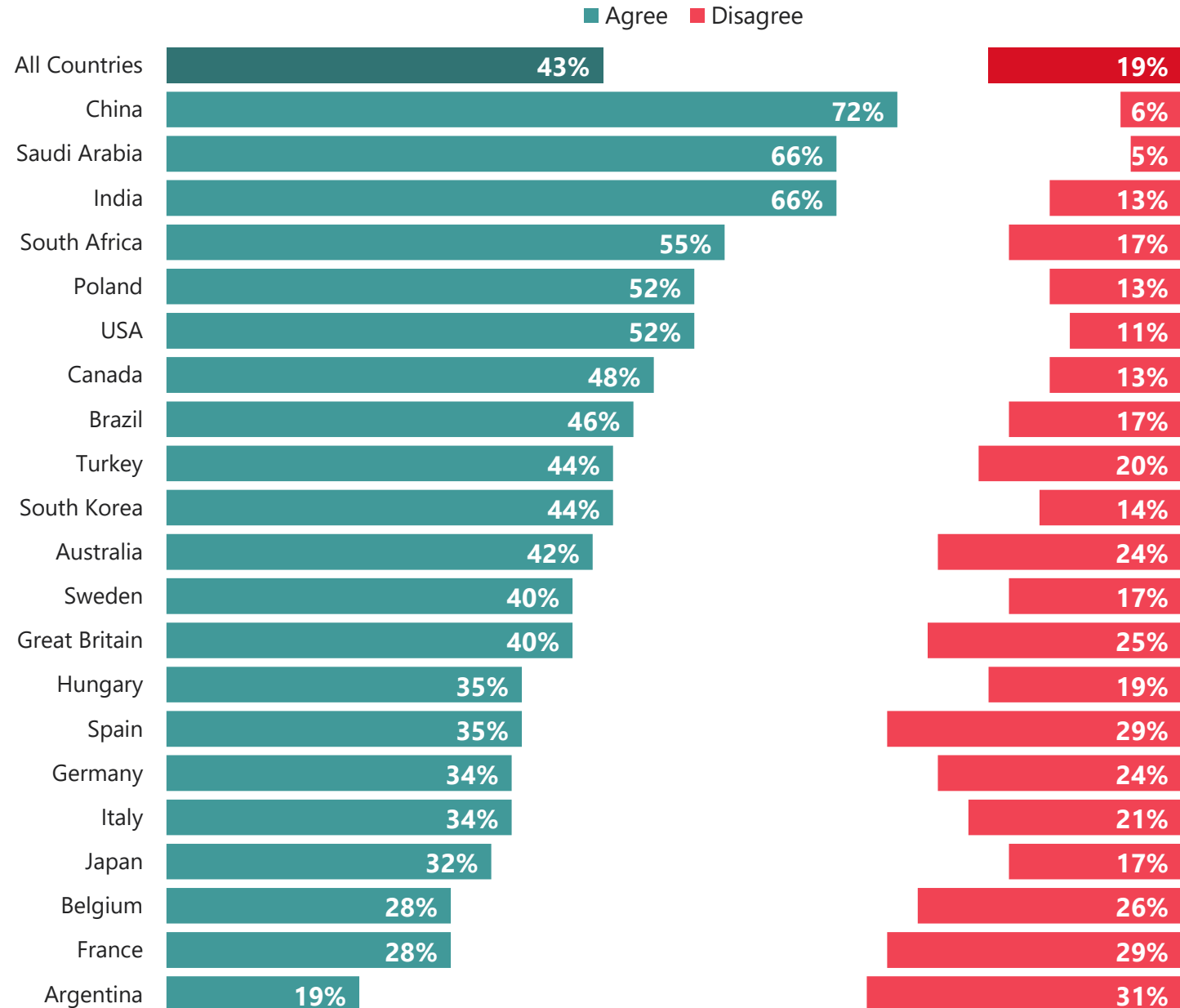
	Agree	Disagree
All Countries	35%	26%
China	68%	8%
India	66%	16%
Saudi Arabia	62%	7%
South Africa	41%	29%
Turkey	41%	25%
Brazil	41%	20%
USA	38%	18%
Poland	37%	23%
Canada	34%	22%
South Korea	33%	24%
Japan	32%	18%
Germany	29%	29%
Italy	28%	28%
Sweden	28%	26%
Spain	27%	38%
Australia	27%	38%
Hungary	25%	28%
Great Britain	23%	47%
Belgium	22%	31%
France	21%	41%
Argentina	20%	33%

Financial services - 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 [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.
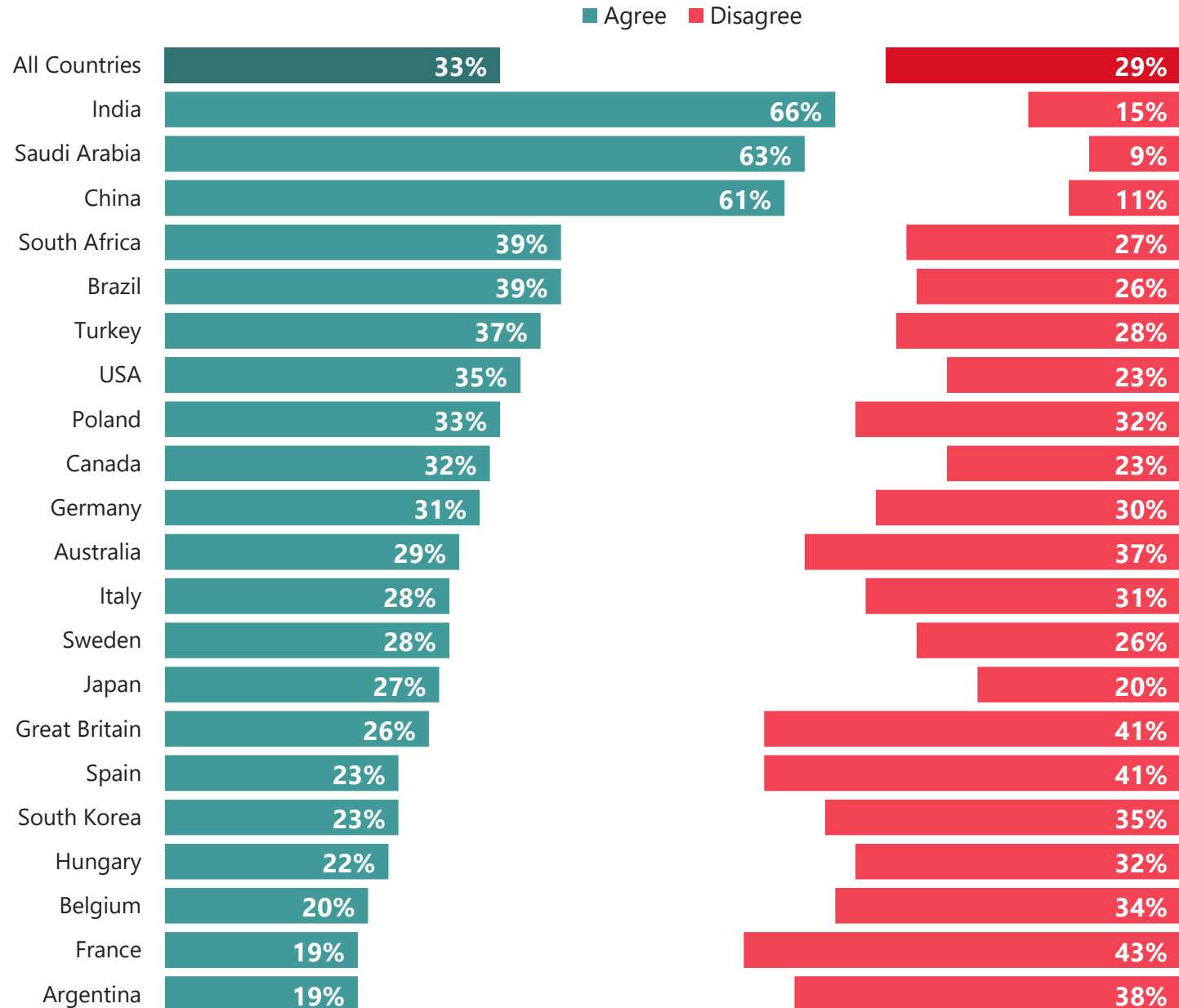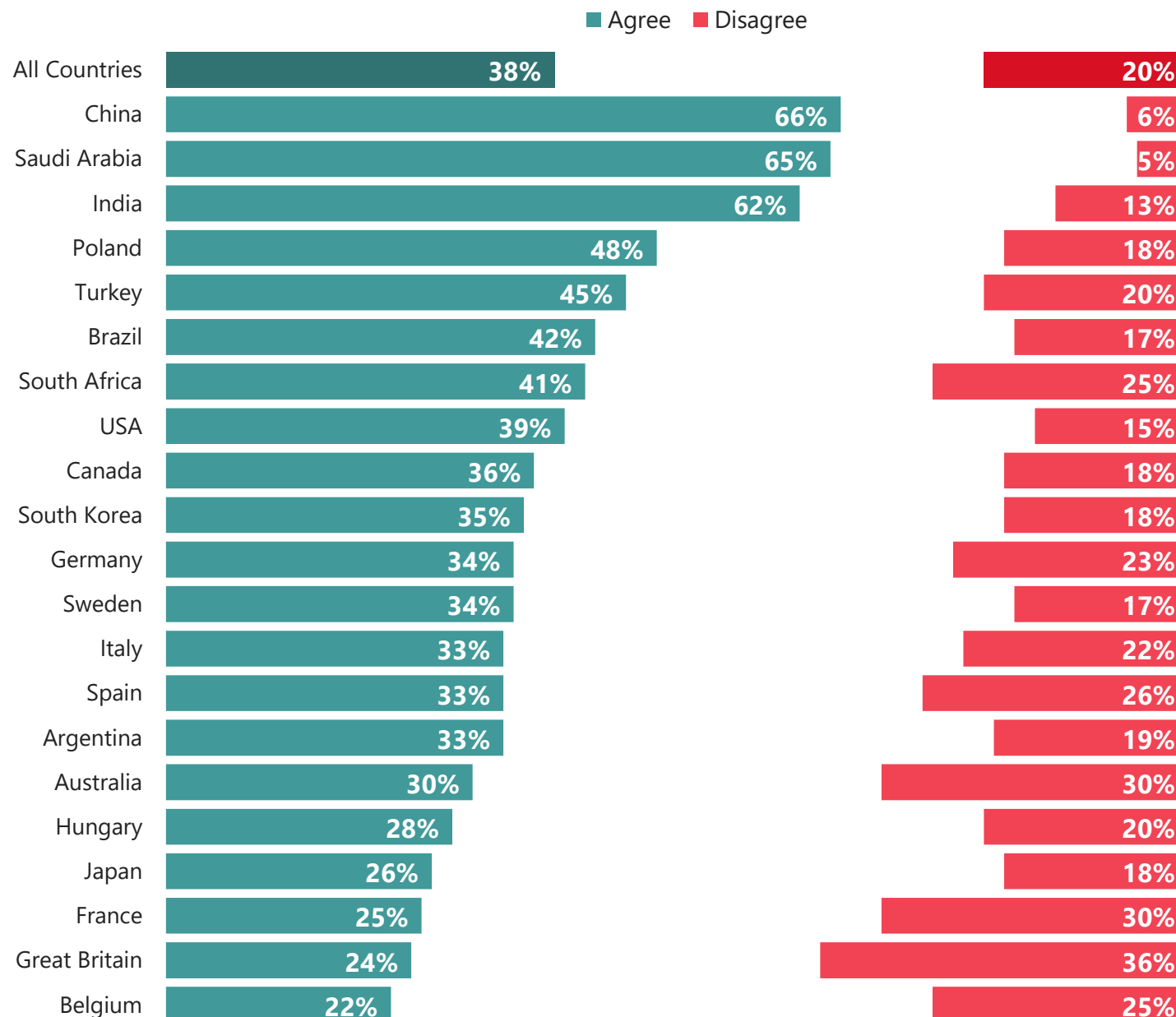
Agree **Disagree**

	Agree	Disagree
All Countries	33%	31%
China	64%	10%
India	64%	17%
Saudi Arabia	63%	8%
South Africa	44%	28%
Brazil	38%	28%
Turkey	36%	30%
USA	35%	24%
Poland	33%	32%
South Korea	29%	27%
Canada	29%	29%
Italy	28%	33%
Germany	26%	34%
Sweden	26%	29%
Australia	26%	44%
Japan	26%	22%
Spain	24%	43%
Great Britain	23%	46%
Hungary	20%	35%
France	19%	47%
Belgium	17%	41%
Argentina	17%	41%

Financial services - It is reliable/keeps its promises

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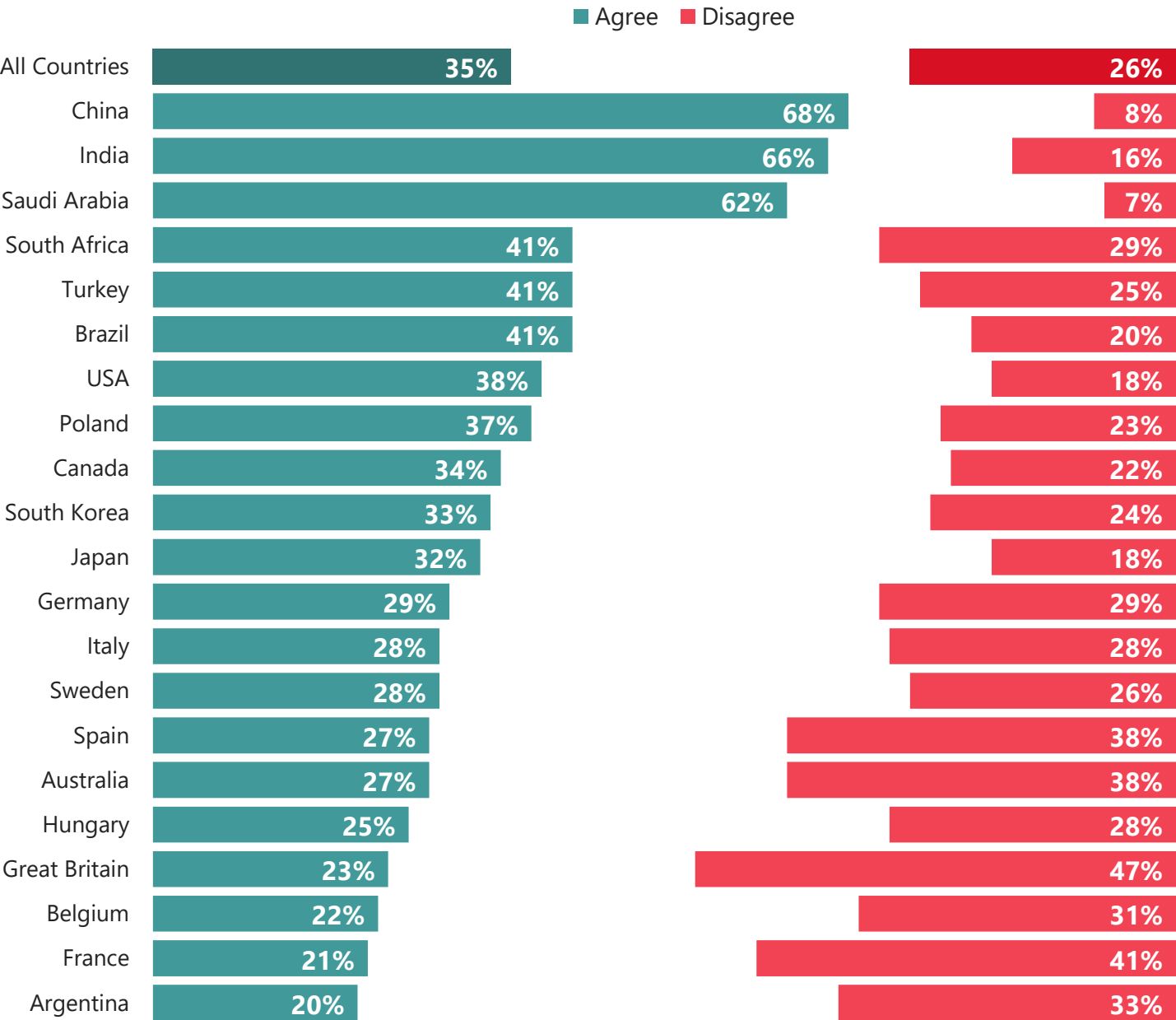To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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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.

	Agree	Disagree
All Countries	35%	26%
China	66%	8%
India	63%	16%
Saudi Arabia	62%	9%
Brazil	42%	22%
South Africa	40%	27%
USA	40%	19%
Turkey	39%	26%
South Korea	38%	18%
Poland	35%	24%
Canada	34%	20%
Japan	31%	19%
Germany	28%	30%
Italy	28%	31%
Australia	26%	37%
Sweden	25%	26%
Great Britain	24%	43%
Hungary	23%	29%
Spain	23%	42%
Belgium	22%	35%
France	21%	39%
Argentina	18%	36%

Financial services - It shares my values

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

	Agree	Disagree
All Countries	29%	29%
Saudi Arabia	62%	8%
India	62%	15%
China	59%	11%
Brazil	37%	24%
South Africa	35%	28%
Turkey	34%	29%
South Korea	29%	27%
USA	28%	22%
Poland	27%	27%
Germany	26%	34%
Italy	25%	35%
Canada	25%	25%
Great Britain	23%	39%
Spain	21%	46%
Australia	21%	38%
Sweden	20%	29%
Japan	18%	26%
Hungary	17%	38%
Belgium	16%	36%
France	16%	45%
Argentina	14%	36%

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

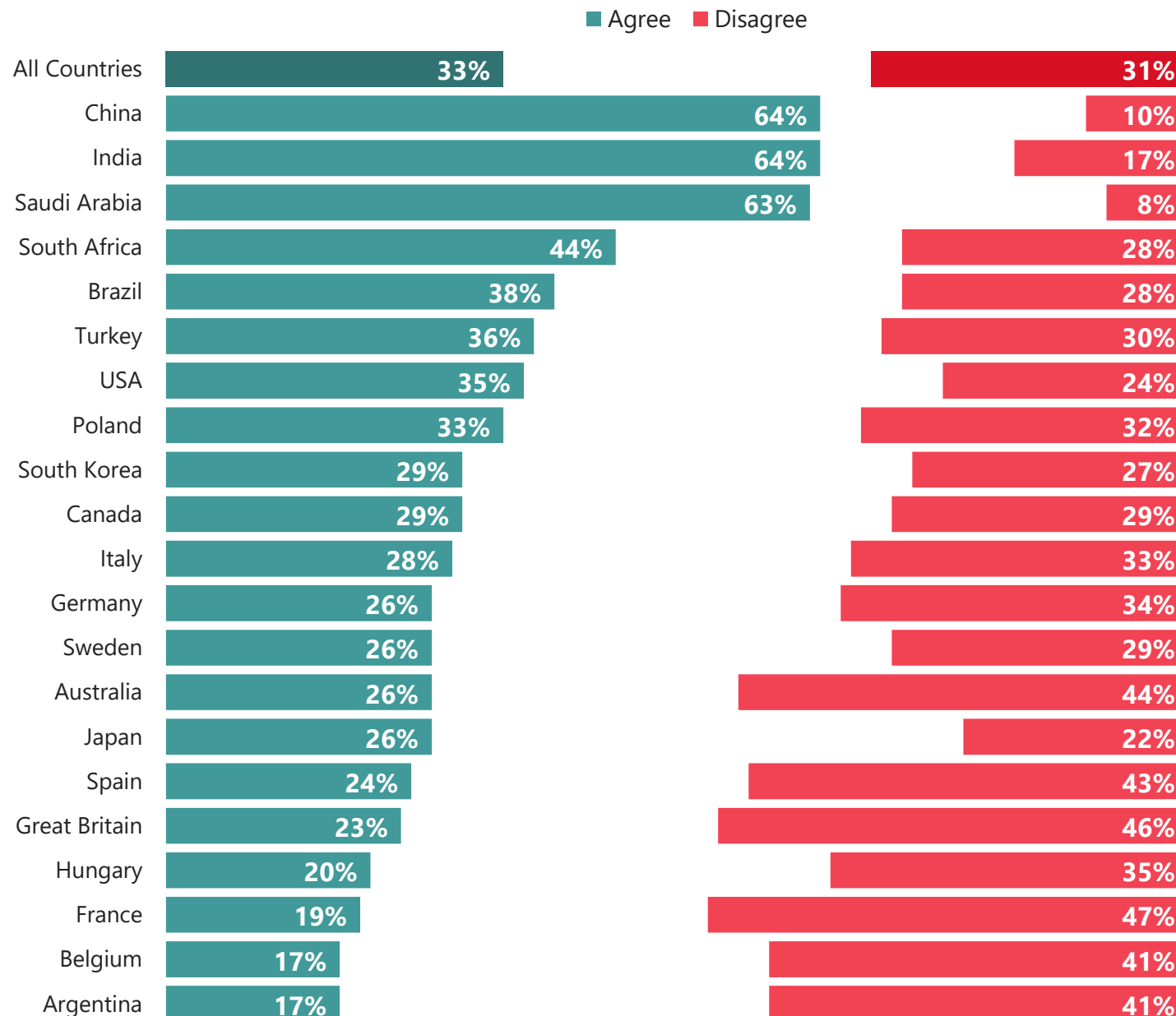# Financial services - It would try to take advantage of me if it could

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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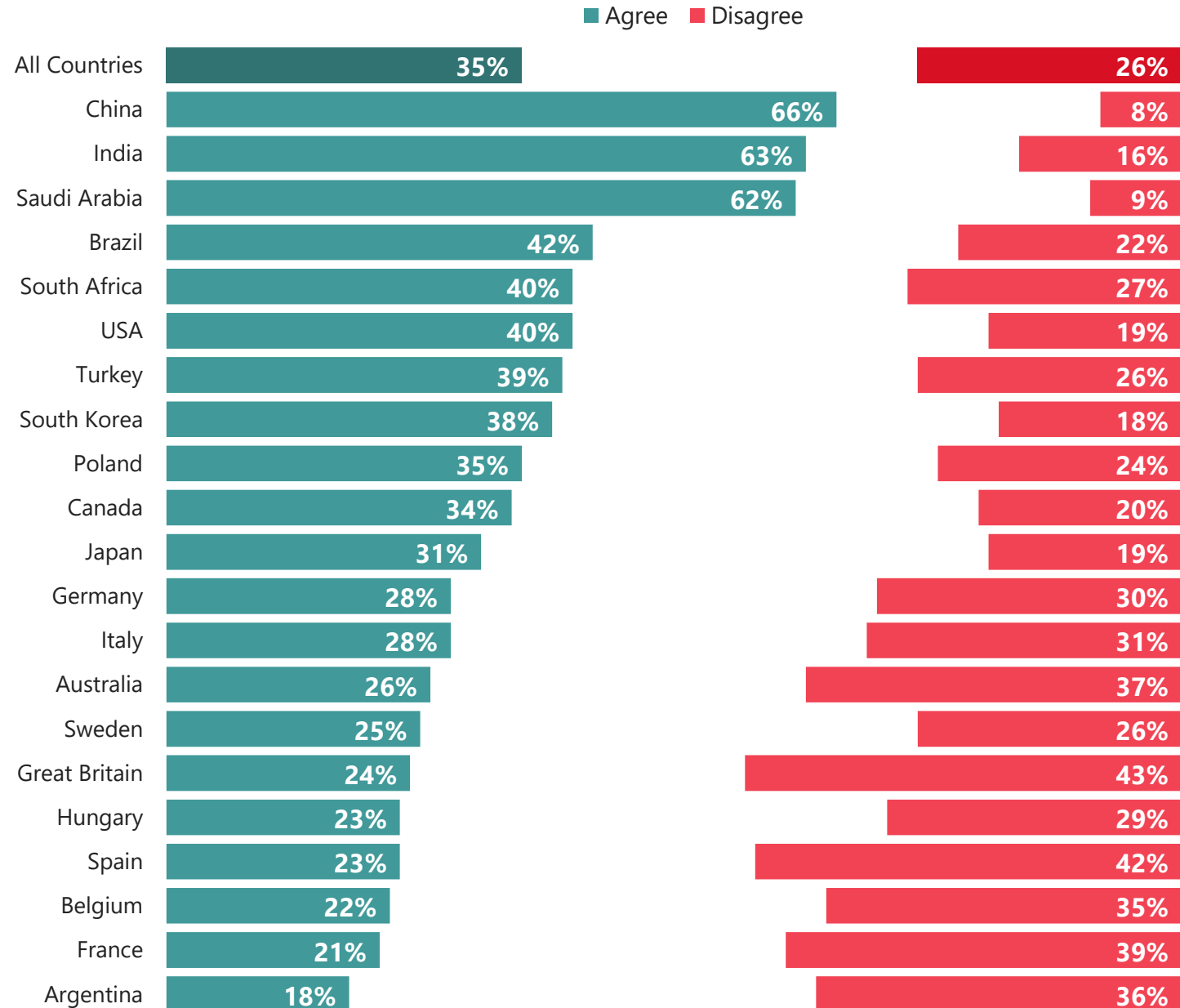
■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	50%	16%
India	67%	12%
Saudi Arabia	60%	8%
China	56%	15%
Spain	55%	17%
France	54%	16%
South Africa	54%	20%
Great Britain	54%	14%
Australia	54%	15%
Brazil	54%	14%
Turkey	53%	18%
Hungary	51%	13%
Argentina	50%	16%
Germany	49%	15%
Poland	49%	19%
USA	49%	15%
Italy	47%	19%
Belgium	45%	18%
South Korea	45%	16%
Canada	45%	18%
Sweden	44%	15%
Japan	25%	20%

Financial services - It is environmentally sustainable

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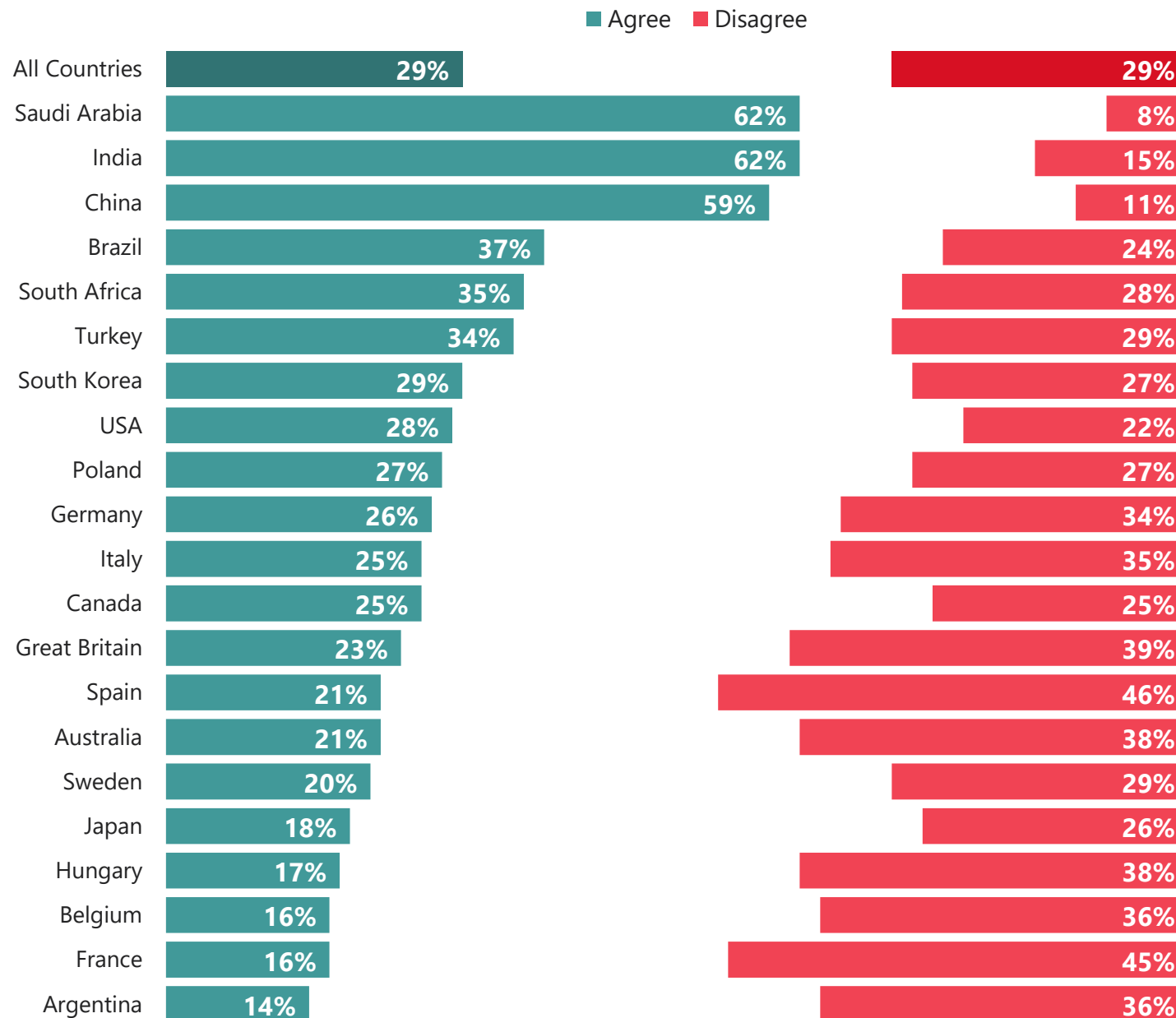To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	34%	21%
China	68%	6%
India	67%	12%
Saudi Arabia	58%	9%
Turkey	41%	23%
South Africa	40%	21%
Poland	38%	19%
Brazil	38%	21%
USA	35%	14%
South Korea	33%	17%
Hungary	30%	19%
Canada	30%	17%
Italy	27%	27%
Spain	27%	31%
Great Britain	26%	28%
Australia	26%	26%
Germany	25%	29%
Sweden	25%	20%
Japan	20%	19%
Argentina	20%	24%
France	19%	37%
Belgium	16%	28%

Energy Companies

Energy - It is good at what it does

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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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.
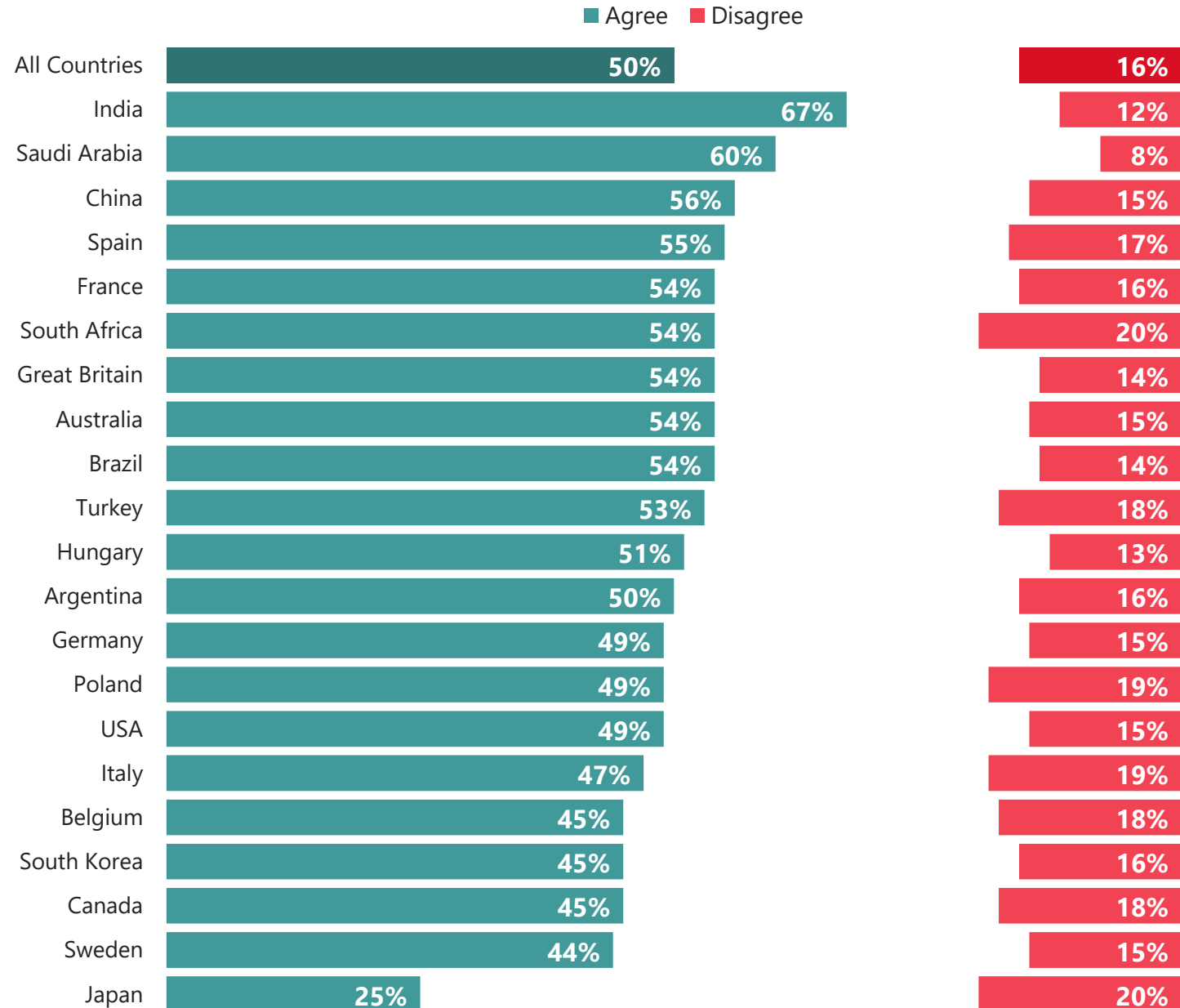
■ Agree   ■ Disagree

	Agree	Disagree
All Countries	42%	19%
China	75%	5%
Saudi Arabia	68%	6%
India	67%	11%
USA	53%	10%
Brazil	48%	19%
Poland	46%	18%
Turkey	46%	21%
Canada	45%	13%
Sweden	42%	16%
South Korea	40%	13%
Italy	37%	21%
Spain	37%	26%
Australia	37%	21%
South Africa	36%	34%
Great Britain	36%	24%
Japan	36%	14%
Germany	32%	24%
Hungary	32%	20%
France	31%	26%
Belgium	23%	32%
Argentina	22%	34%

Ipsos

Energy - 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 [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.
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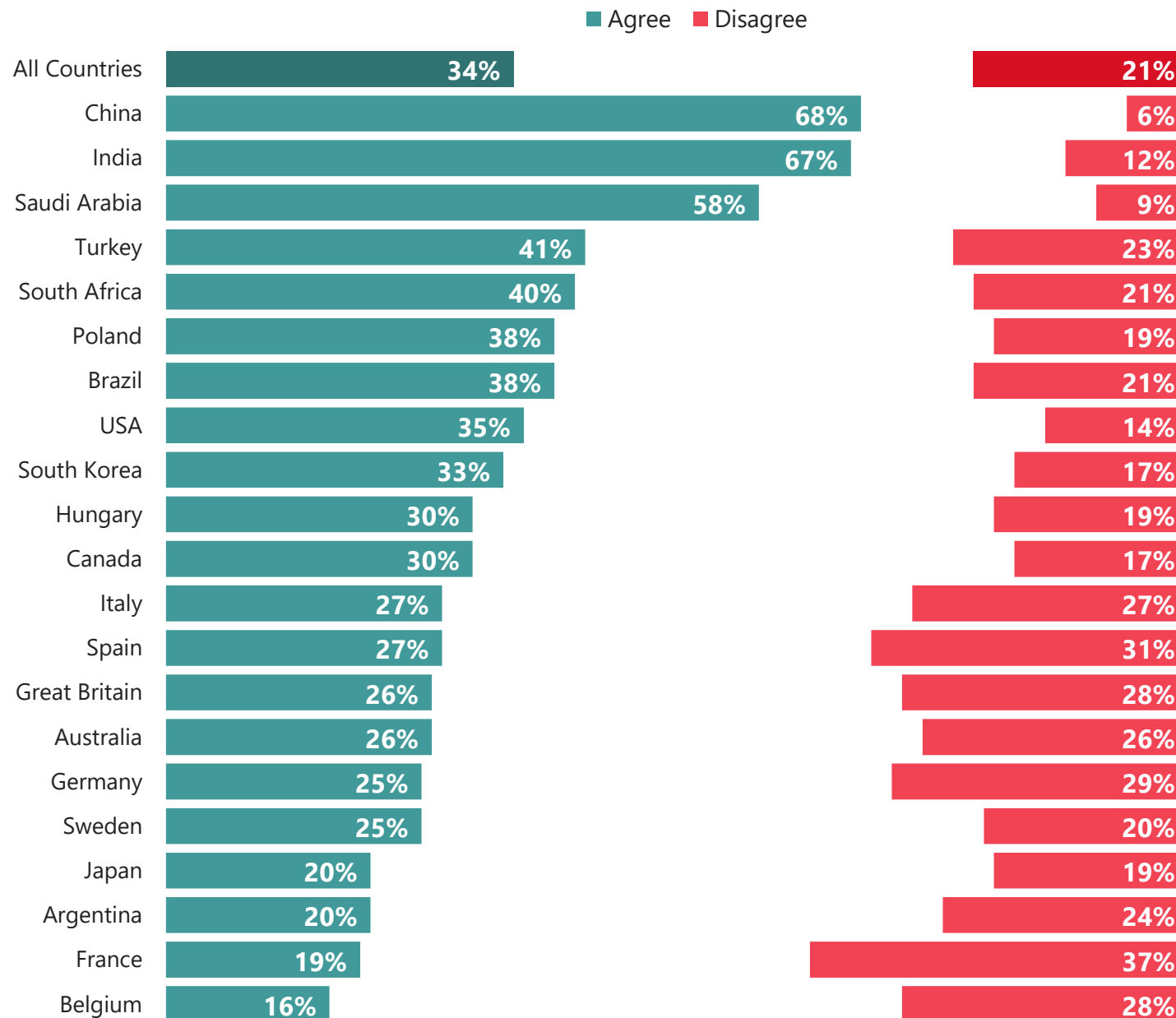
Country	Agree	Disagree
All Countries	36%	25%
China	67%	8%
India	66%	12%
Saudi Arabia	64%	9%
Great Britain	44%	18%
Australia	40%	22%
South Africa	39%	32%
Brazil	39%	26%
Turkey	38%	29%
USA	38%	19%
Poland	34%	28%
Sweden	33%	19%
Italy	32%	29%
Japan	32%	16%
Canada	32%	22%
Germany	28%	28%
South Korea	28%	28%
Spain	27%	38%
Hungary	25%	25%
France	23%	38%
Belgium	19%	44%
Argentina	19%	31%

Energy - It is well led

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.
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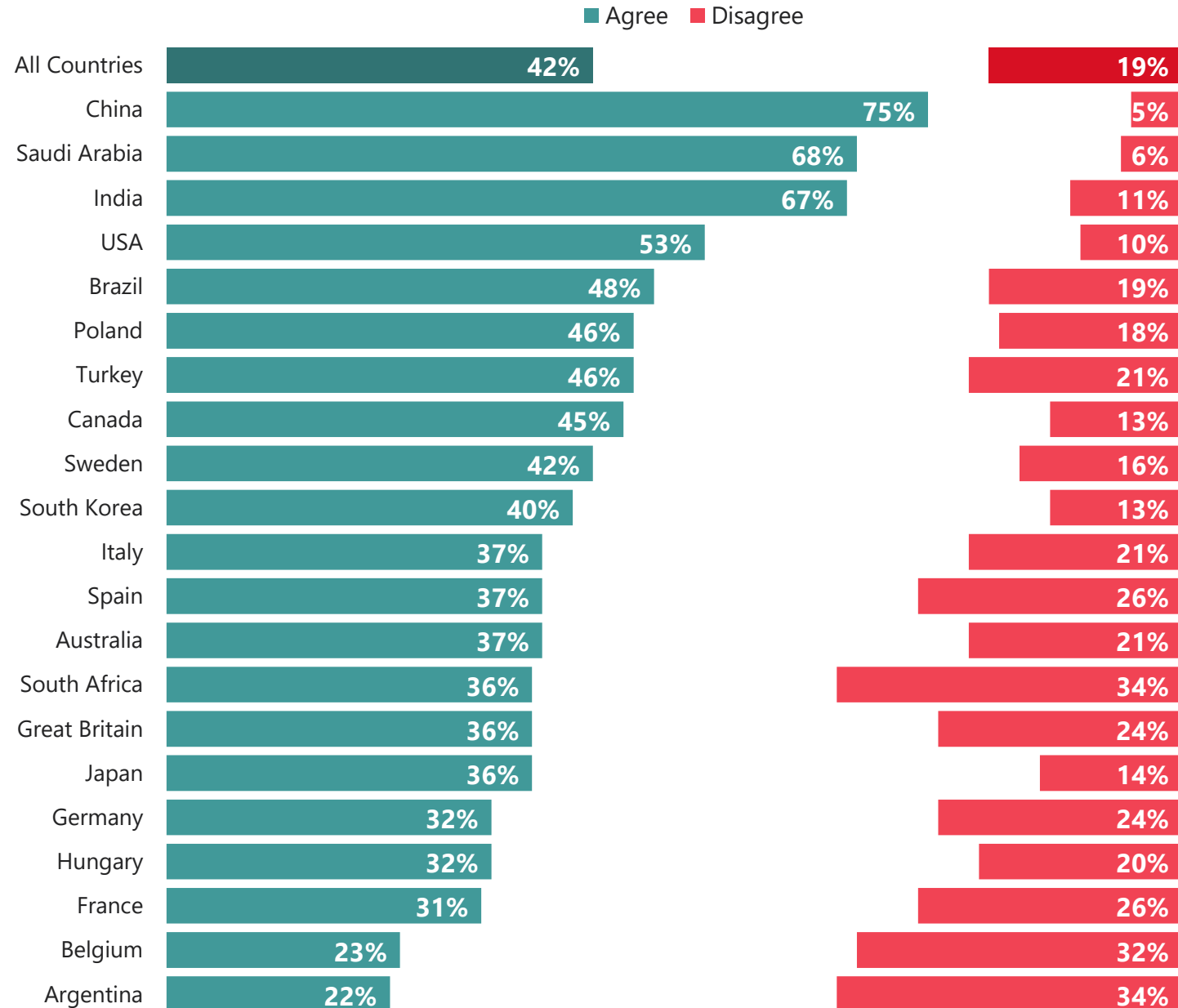
■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	36%	21%
China	67%	6%
India	67%	10%
Saudi Arabia	66%	7%
Turkey	41%	26%
Brazil	41%	19%
Poland	38%	22%
USA	38%	15%
Italy	35%	22%
South Africa	34%	38%
Spain	33%	27%
Germany	32%	24%
Australia	32%	24%
South Korea	32%	18%
Canada	32%	16%
Sweden	31%	18%
France	27%	28%
Great Britain	26%	31%
Argentina	26%	22%
Japan	25%	16%
Hungary	23%	20%
Belgium	20%	34%

Energy - It behaves responsibly

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.
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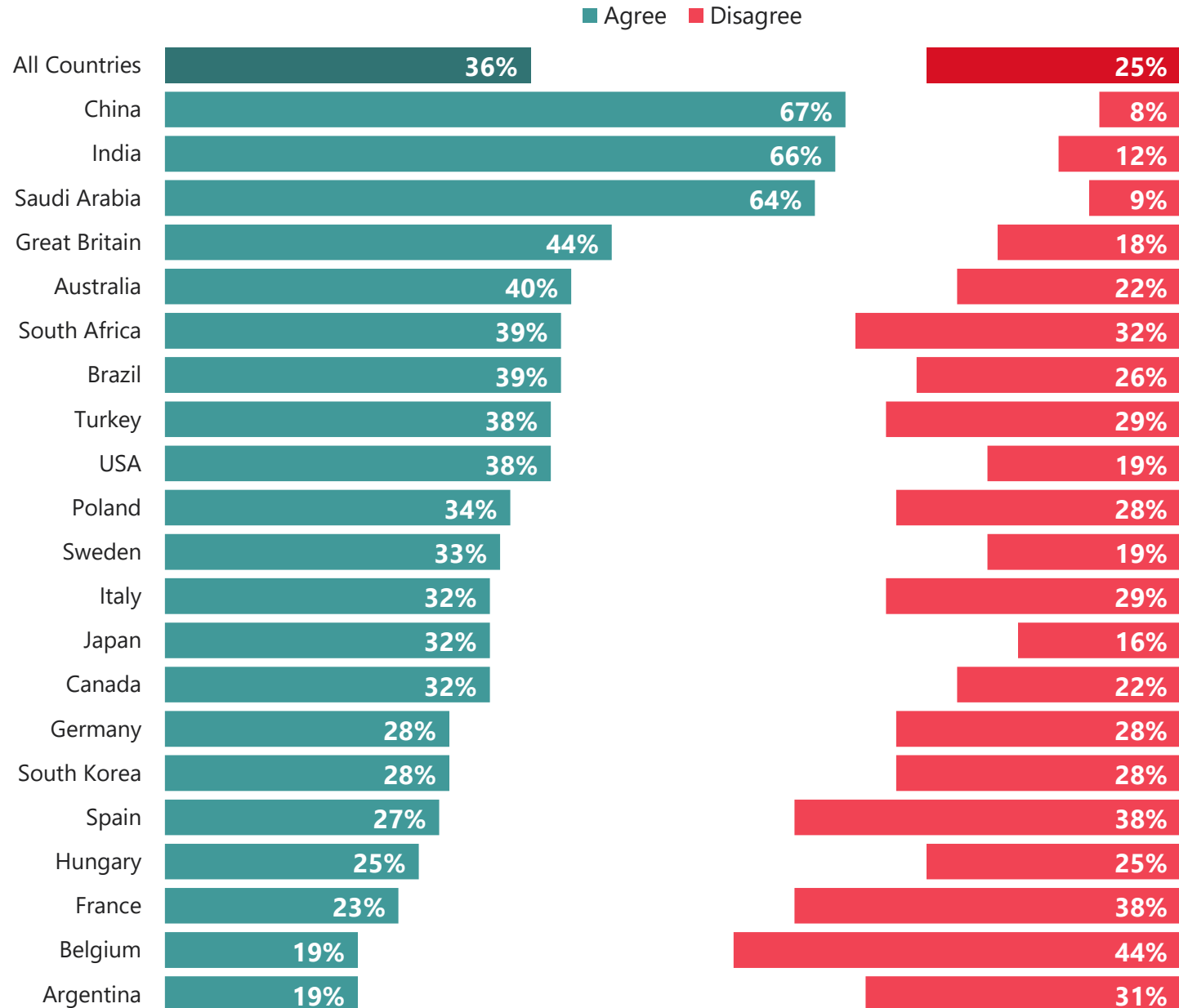
	Agree	Disagree
All Countries	37%	25%
China	69%	8%
India	67%	12%
Saudi Arabia	65%	7%
Brazil	40%	21%
Turkey	39%	28%
USA	39%	19%
Poland	37%	29%
Great Britain	37%	22%
South Africa	36%	35%
Australia	35%	23%
Japan	34%	15%
South Korea	34%	18%
Italy	32%	29%
Hungary	31%	22%
Canada	31%	25%
Sweden	30%	25%
Spain	28%	38%
Germany	27%	31%
Argentina	24%	32%
France	21%	38%
Belgium	19%	44%

Energy - 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 [SECTOR]?

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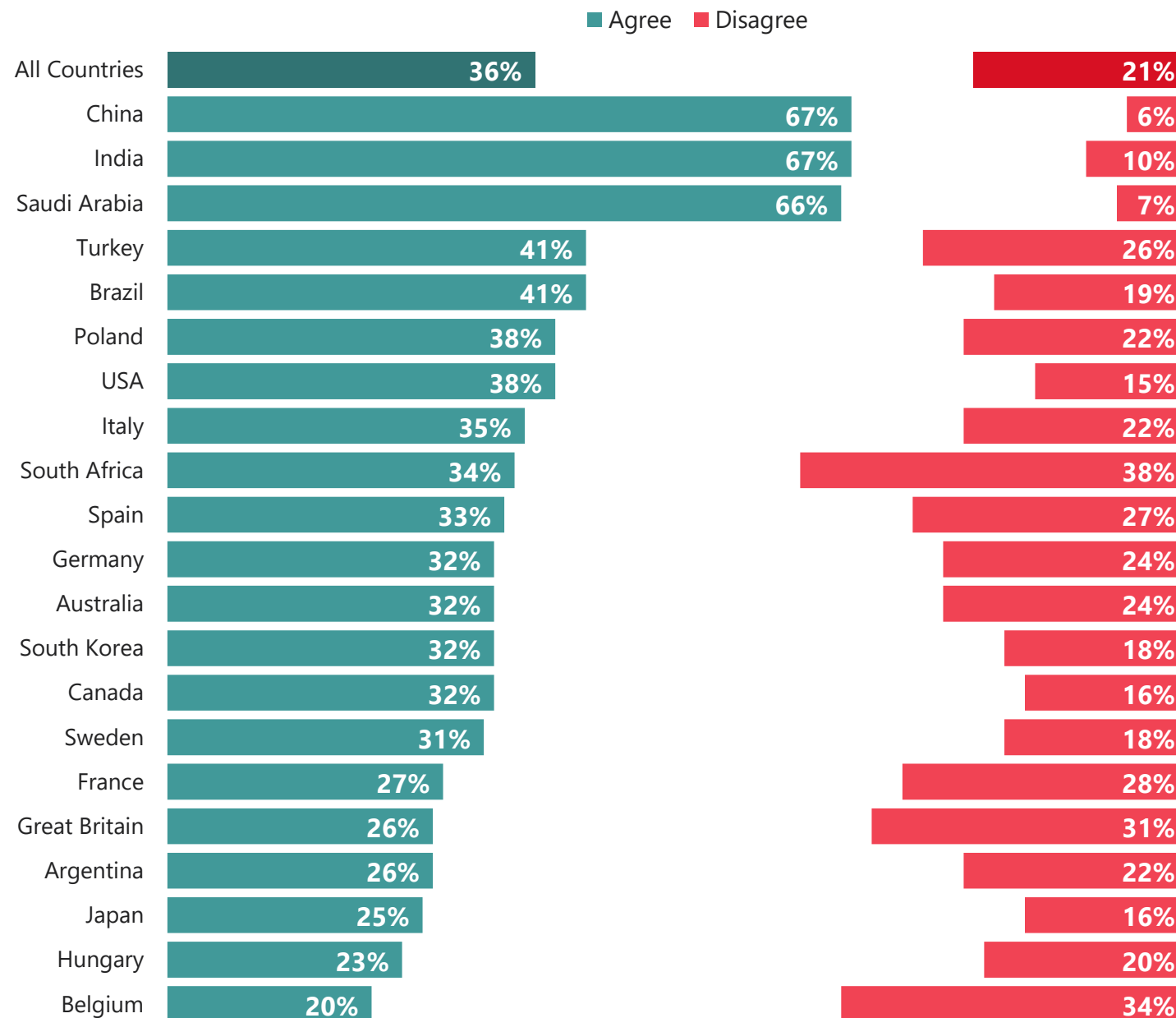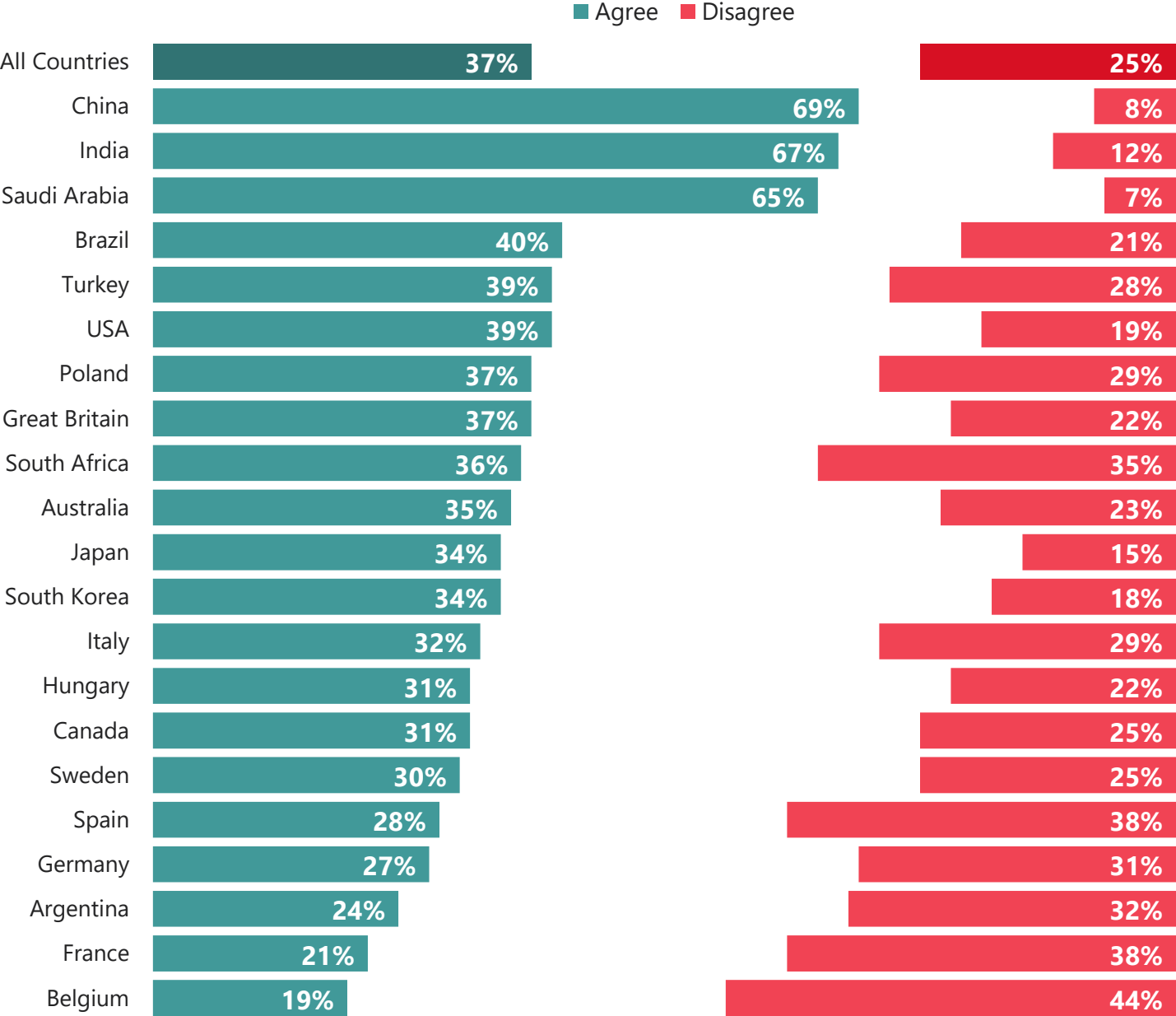
Agree / **Disagree**

Country	Agree	Disagree
All Countries	34%	28%
India	66%	12%
China	65%	8%
Saudi Arabia	64%	8%
Brazil	40%	28%
Turkey	37%	30%
South Africa	34%	38%
Poland	33%	30%
Great Britain	33%	27%
Australia	33%	31%
Italy	32%	31%
USA	32%	25%
Japan	30%	18%
Sweden	29%	24%
Canada	29%	29%
South Korea	27%	26%
Spain	26%	43%
Hungary	25%	29%
Germany	23%	34%
France	21%	44%
Argentina	19%	37%
Belgium	18%	46%

Energy - It is reliable/keeps its promises

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

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	36%	25%
China	71%	5%
Saudi Arabia	65%	8%
India	65%	12%
Turkey	39%	29%
Brazil	39%	21%
USA	39%	19%
South Africa	36%	37%
Poland	35%	29%
Australia	35%	25%
Japan	33%	16%
Great Britain	32%	27%
Italy	31%	27%
South Korea	30%	17%
Germany	29%	27%
Hungary	28%	25%
Sweden	28%	24%
Canada	28%	22%
Spain	27%	40%
France	25%	35%
Argentina	20%	32%
Belgium	19%	43%

Energy - It shares my values

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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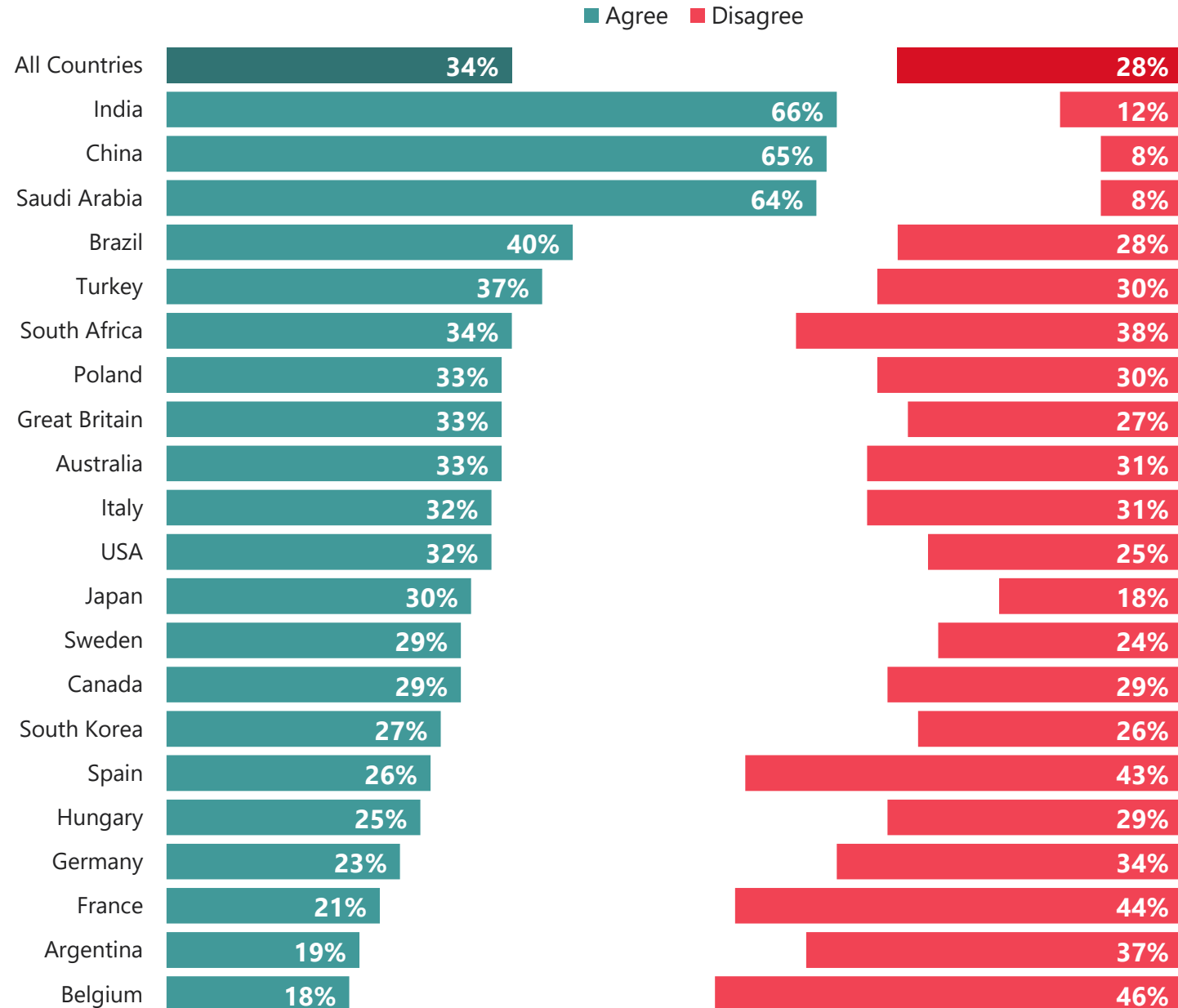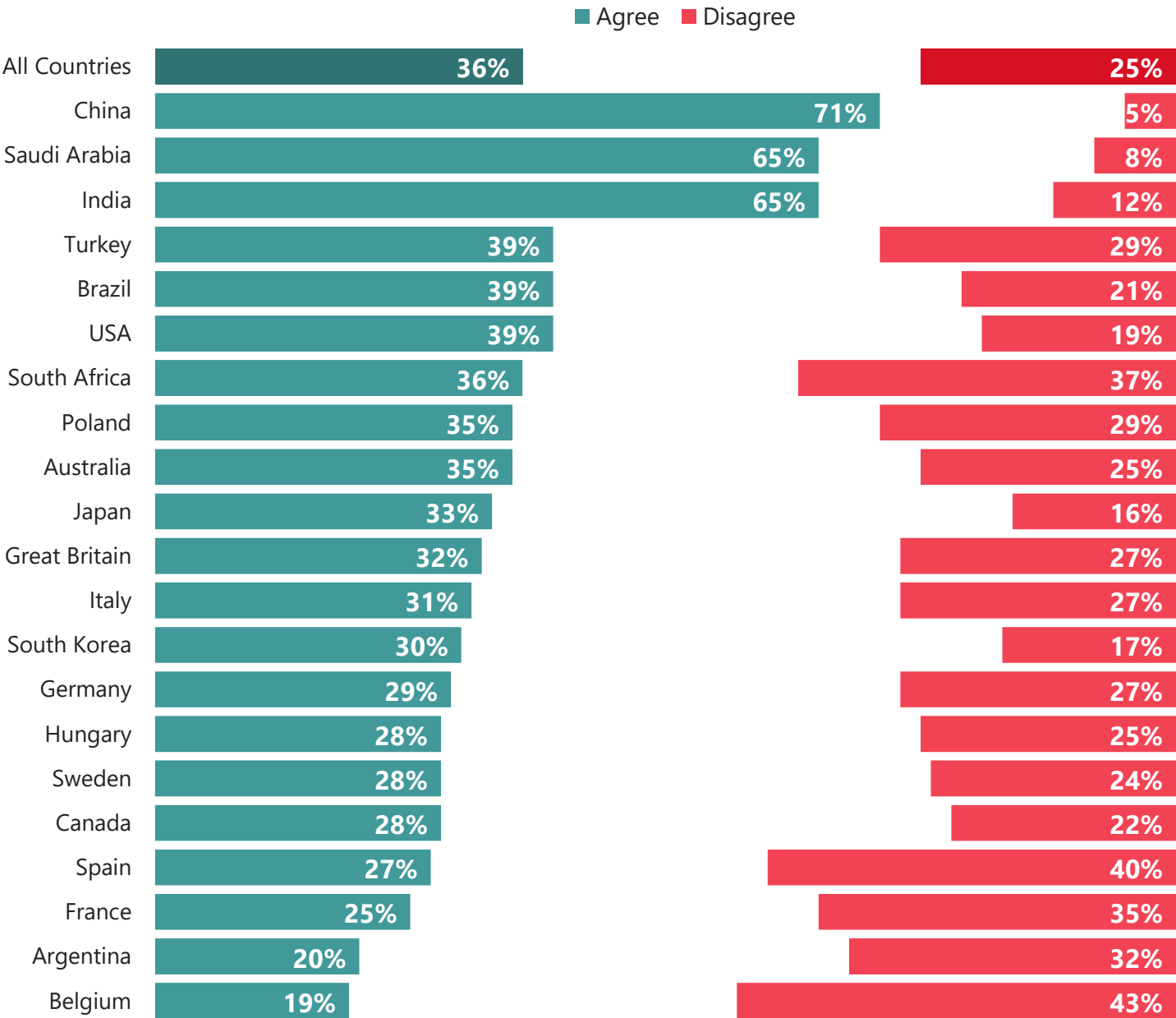
■ Agree ■ Disagree

	Agree	Disagree
All Countries	31%	26%
India	66%	10%
Saudi Arabia	61%	9%
China	61%	8%
Brazil	36%	22%
Turkey	35%	29%
South Africa	34%	33%
USA	30%	22%
Poland	29%	30%
Great Britain	29%	22%
Italy	28%	32%
Australia	28%	27%
South Korea	27%	24%
Germany	25%	33%
Canada	23%	25%
Spain	21%	43%
Sweden	21%	23%
Hungary	20%	29%
Japan	19%	21%
Belgium	18%	41%
France	18%	41%
Argentina	17%	32%

Ipsos

Energy - 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 [SECTOR]?

■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	45%	17%
India	66%	13%
Saudi Arabia	60%	9%
Spain	52%	18%
Brazil	52%	14%
South Africa	50%	19%
China	50%	16%
France	49%	19%
Turkey	49%	22%
Belgium	48%	16%
Poland	44%	16%
Argentina	44%	17%
Germany	43%	17%
Italy	43%	18%
USA	43%	16%
Hungary	42%	13%
Canada	41%	16%
Australia	40%	21%
Great Britain	37%	21%
Sweden	35%	19%
South Korea	33%	20%
Japan	20%	21%

Energy - It is environmentally sustainable

Q.
To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?
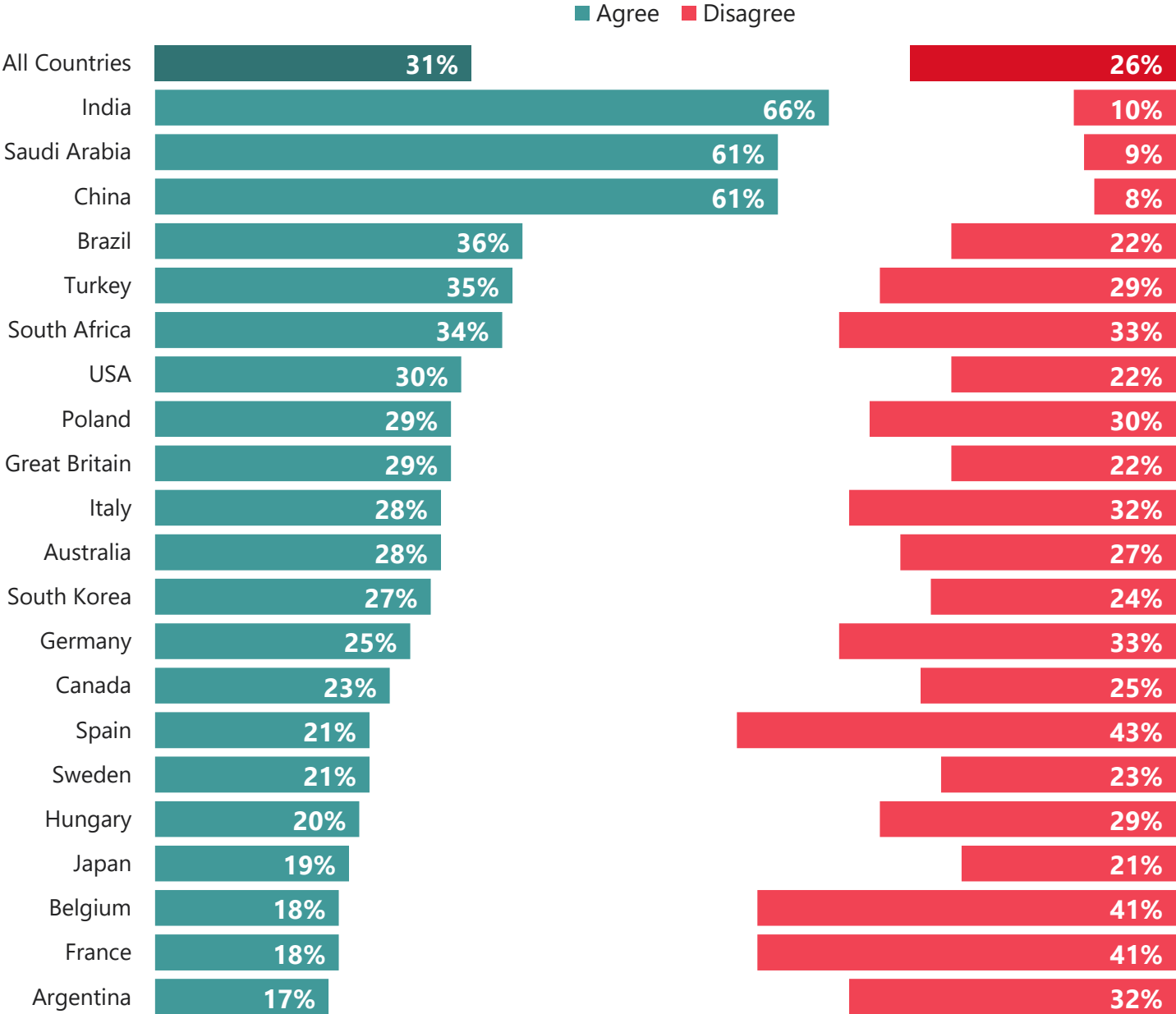
Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	34%	26%
China	71%	8%
India	65%	11%
Saudi Arabia	62%	9%
Turkey	39%	28%
Brazil	38%	27%
USA	37%	23%
South Africa	35%	31%
Italy	34%	28%
Poland	33%	34%
South Korea	32%	24%
Sweden	30%	21%
Australia	30%	24%
Great Britain	29%	23%
Canada	28%	26%
Japan	27%	18%
Hungary	26%	26%
Spain	26%	38%
Germany	25%	31%
France	20%	43%
Belgium	17%	42%
Argentina	17%	40%

Energy - If it provides good value for price

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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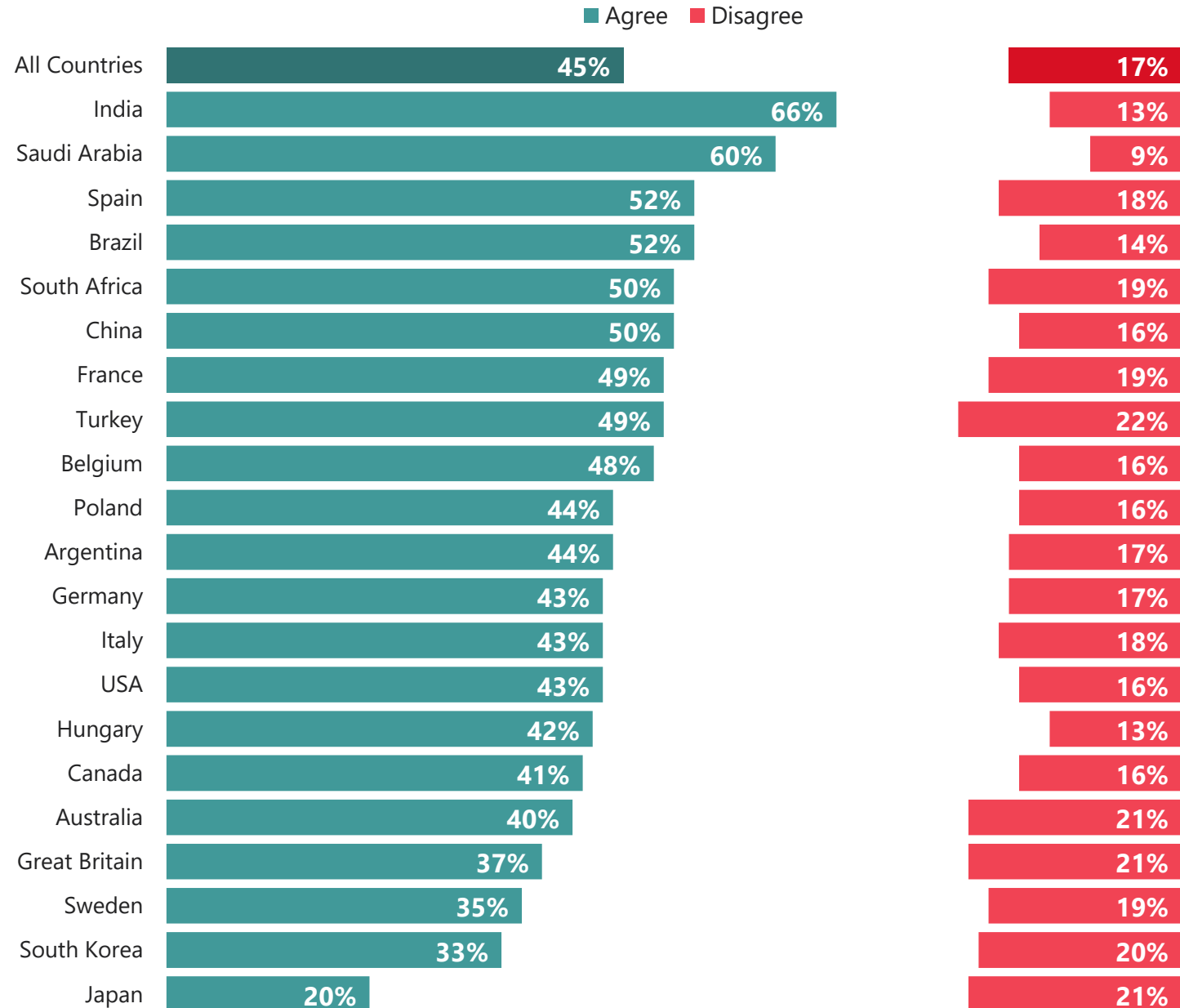
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	36%	27%
China	70%	6%
India	67%	10%
Saudi Arabia	65%	8%
Turkey	41%	30%
Brazil	40%	28%
South Africa	39%	34%
Italy	36%	29%
Australia	36%	26%
USA	36%	22%
Poland	35%	36%
Germany	33%	28%
Great Britain	33%	26%
South Korea	31%	19%
Japan	30%	17%
Canada	28%	28%
France	26%	37%
Hungary	24%	32%
Spain	24%	44%
Belgium	20%	45%
Argentina	20%	39%
Sweden	19%	31%

Energy - If it provides good customer service

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.
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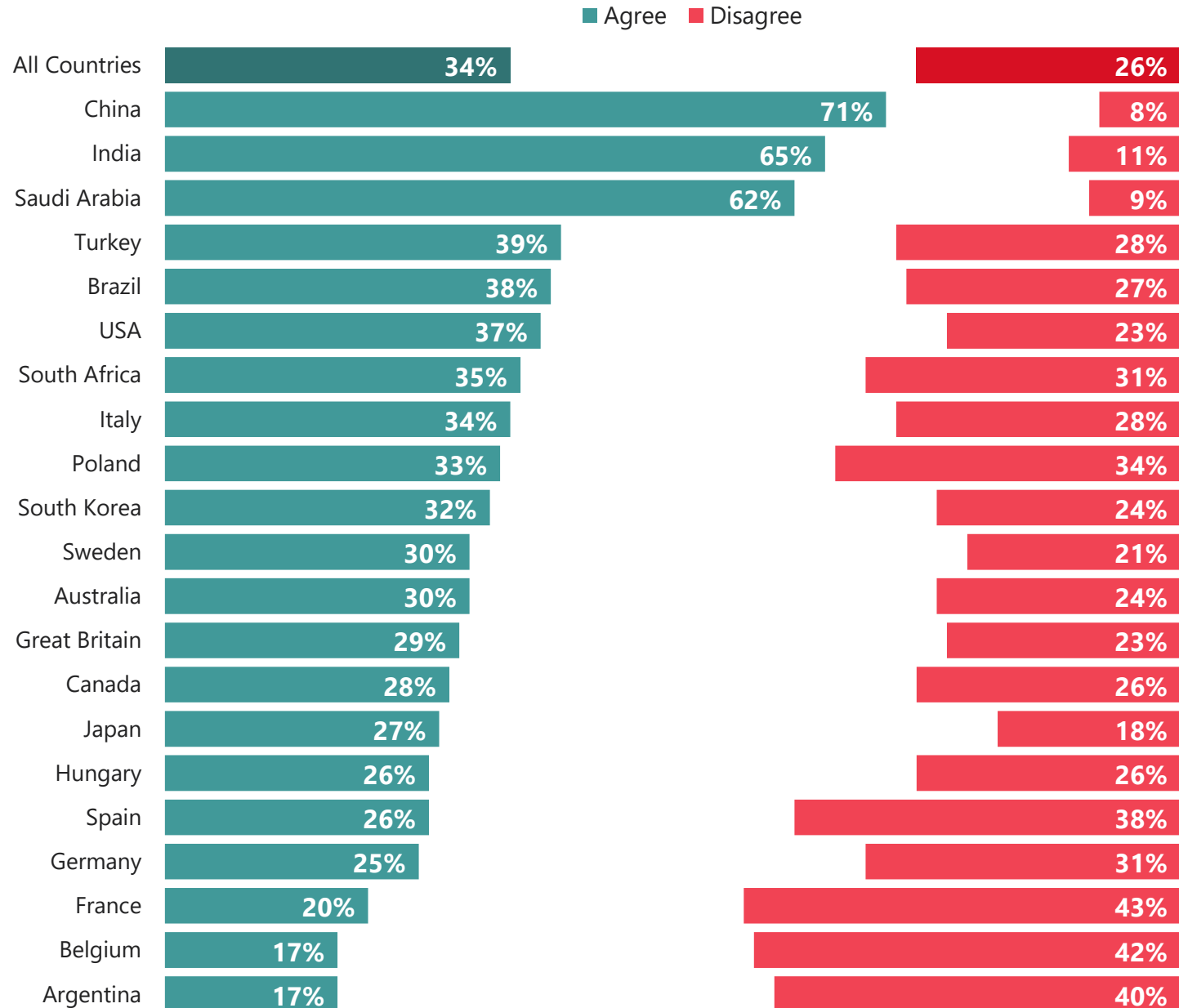

■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	40%	21%
China	73%	5%
India	69%	9%
Saudi Arabia	66%	6%
Brazil	45%	24%
Turkey	43%	24%
Poland	42%	20%
USA	42%	14%
South Africa	38%	34%
Australia	37%	25%
Germany	36%	19%
Italy	36%	23%
Canada	35%	17%
Great Britain	33%	28%
France	32%	26%
Hungary	32%	22%
Spain	32%	32%
South Korea	32%	18%
Sweden	30%	16%
Japan	28%	16%
Argentina	28%	29%
Belgium	27%	31%

Technology Companies

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Technology companies - It is good at what it does

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

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Online samples in Brazil, mainland China, India, 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.
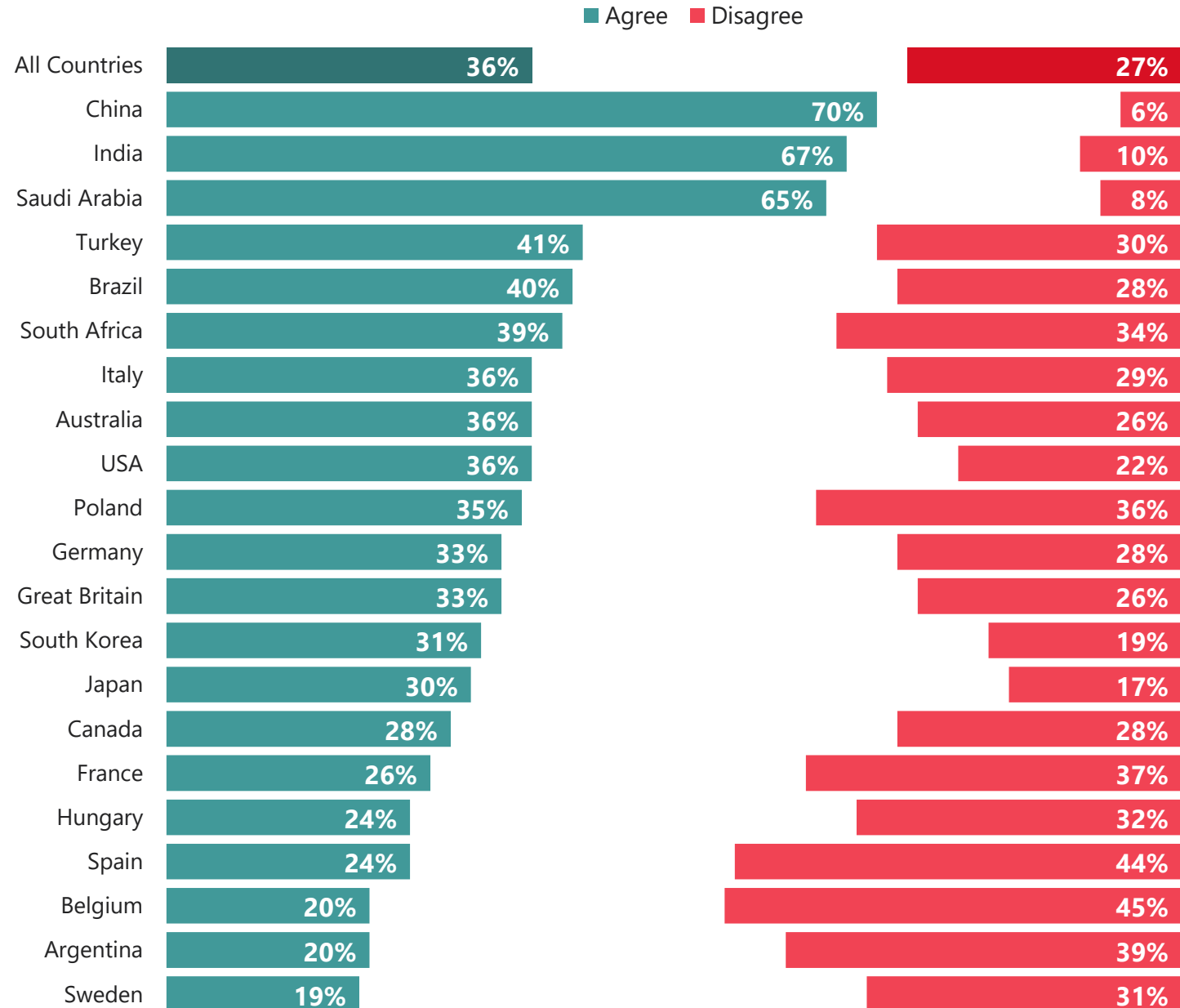
■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	52%	12%
China	73%	6%
India	72%	6%
South Africa	66%	7%
Saudi Arabia	64%	9%
Brazil	58%	11%
Poland	57%	10%
USA	57%	9%
Turkey	56%	14%
Great Britain	56%	11%
Australia	56%	9%
South Korea	53%	11%
Sweden	50%	9%
Canada	50%	9%
Spain	47%	17%
Italy	46%	13%
Germany	42%	16%
Hungary	42%	11%
Japan	39%	10%
Argentina	37%	16%
France	36%	20%
Belgium	33%	18%

Ipsos

Technology companies - 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 [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.
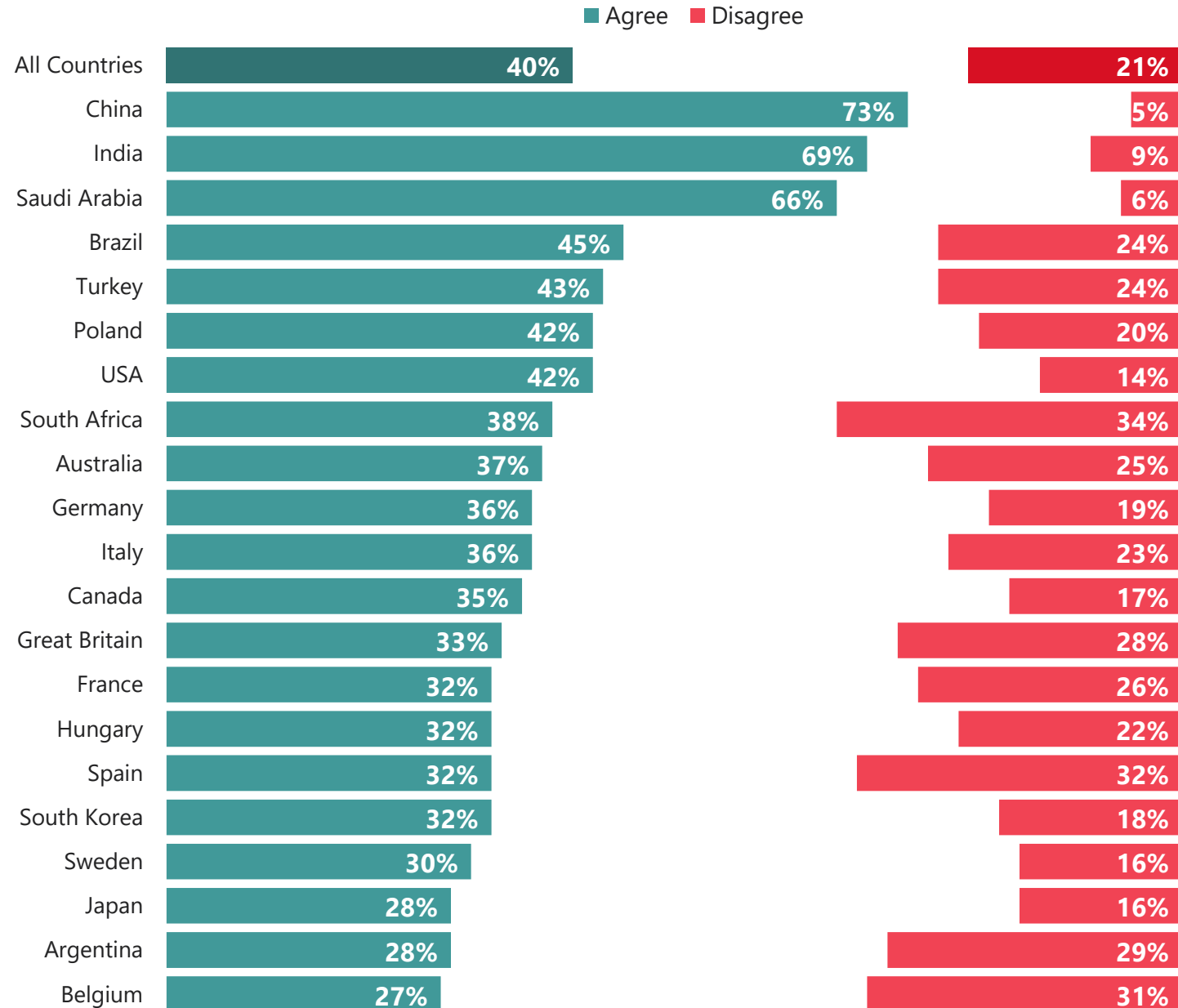
Agree **Disagree**

Country	Agree	Disagree
All Countries	40%	18%
India	74%	8%
China	64%	8%
Saudi Arabia	61%	9%
South Africa	50%	14%
Brazil	47%	18%
Turkey	45%	20%
Poland	44%	16%
Australia	39%	22%
Italy	38%	17%
USA	38%	20%
Germany	36%	19%
Spain	36%	23%
Great Britain	35%	21%
South Korea	34%	27%
Sweden	33%	16%
Canada	32%	20%
Japan	31%	14%
Argentina	31%	20%
Hungary	28%	15%
France	26%	32%
Belgium	25%	24%

Technology companies - It is well led

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

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	45%	13%
India	70%	6%
Saudi Arabia	66%	5%
China	66%	6%
South Africa	58%	9%
Turkey	54%	16%
Brazil	51%	11%
Poland	49%	11%
Argentina	48%	10%
Italy	43%	13%
USA	41%	15%
Spain	40%	18%
South Korea	40%	14%
Germany	39%	13%
Sweden	39%	10%
Australia	38%	15%
Great Britain	37%	17%
Japan	34%	11%
Canada	34%	14%
France	32%	21%
Hungary	30%	12%
Belgium	26%	21%

Technology companies - It behaves responsibly

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

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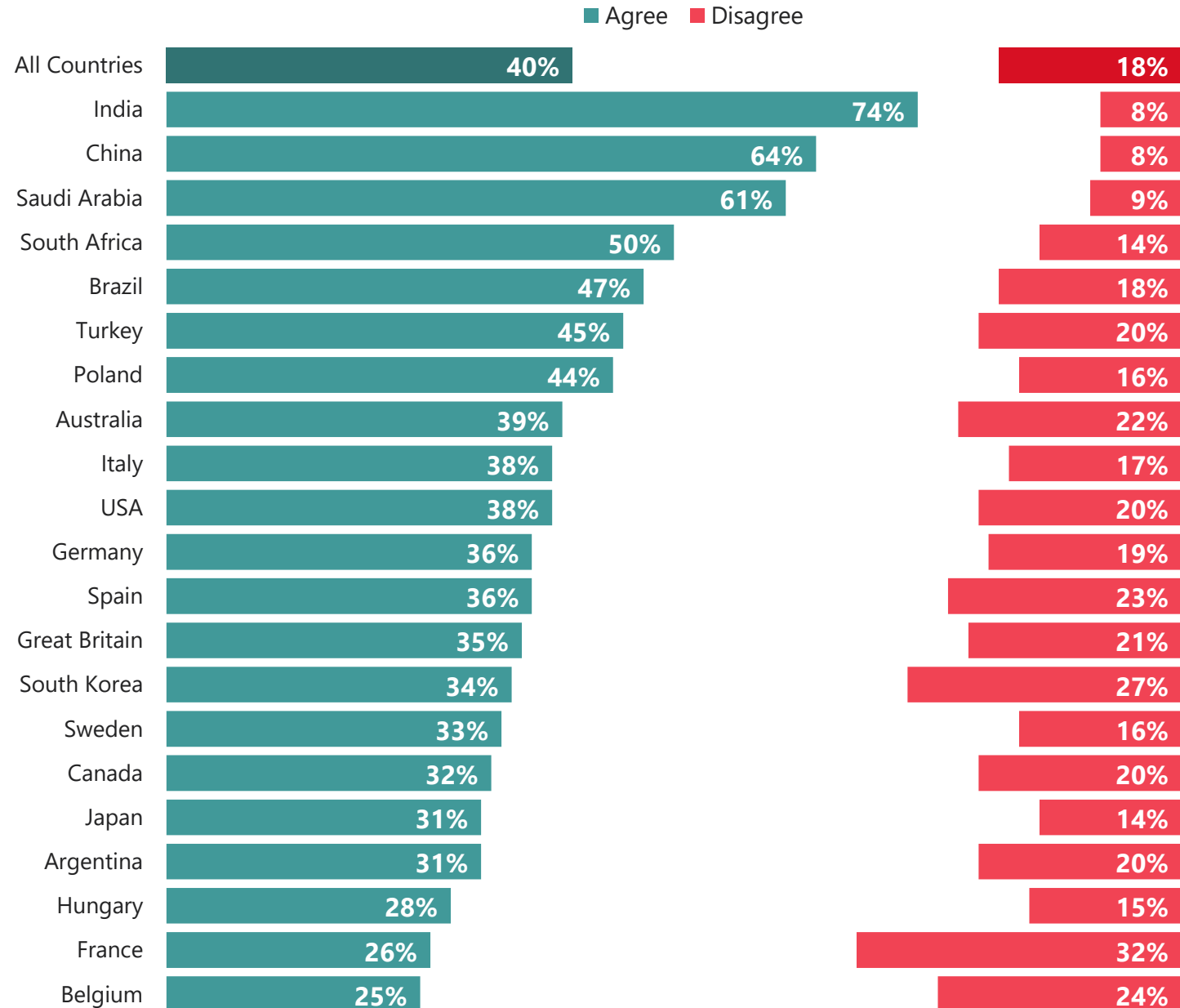
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	40%	18%
India	72%	7%
China	71%	5%
Saudi Arabia	62%	7%
South Africa	52%	14%
Brazil	50%	15%
Turkey	49%	20%
South Korea	40%	15%
Poland	39%	19%
Italy	37%	17%
Argentina	35%	18%
USA	35%	21%
Germany	34%	20%
Spain	32%	23%
Sweden	32%	19%
Australia	32%	24%
Japan	32%	15%
Canada	31%	23%
Great Britain	30%	23%
Hungary	29%	18%
Belgium	26%	24%
France	22%	33%

Technology companies - 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 [SECTOR]?

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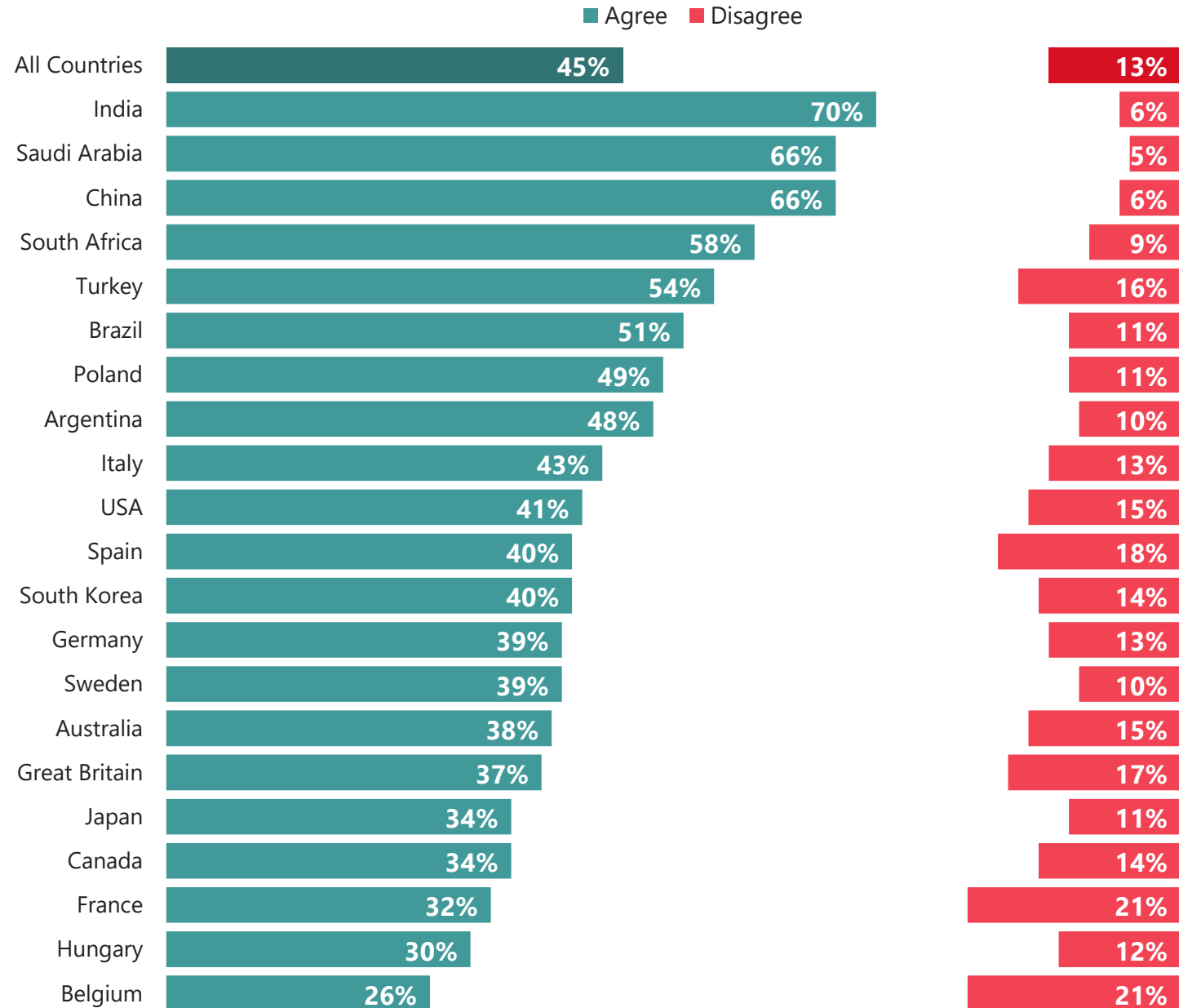
	Agree	Disagree
All Countries	36%	22%
India	71%	9%
China	67%	9%
Saudi Arabia	59%	8%
South Africa	47%	17%
Brazil	44%	18%
Turkey	43%	25%
Poland	37%	22%
Italy	36%	19%
USA	35%	27%
South Korea	32%	22%
Spain	31%	27%
Great Britain	30%	28%
Argentina	30%	19%
Germany	29%	24%
Australia	29%	31%
Sweden	27%	20%
Hungary	26%	23%
Japan	26%	17%
Canada	26%	27%
France	22%	37%
Belgium	20%	30%

Technology companies - It is reliable/keeps its promises

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

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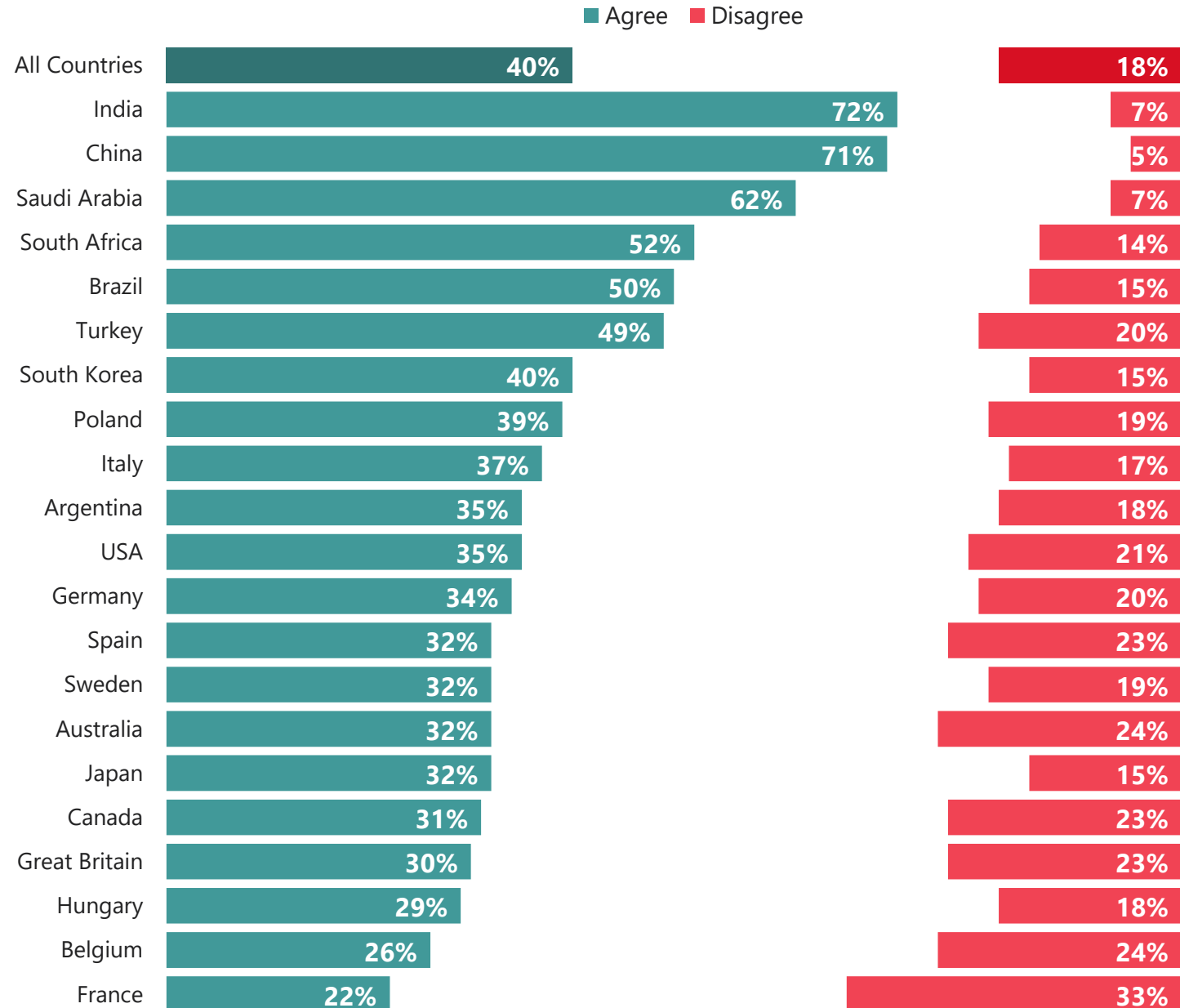
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	40%	17%
China	73%	6%
India	69%	9%
Saudi Arabia	61%	9%
South Africa	53%	13%
Brazil	48%	16%
Turkey	44%	21%
Poland	42%	16%
South Korea	40%	15%
USA	39%	19%
Italy	38%	16%
Germany	35%	18%
Australia	34%	22%
Argentina	34%	18%
Spain	33%	21%
Great Britain	33%	19%
Japan	33%	12%
Sweden	30%	17%
Hungary	29%	16%
France	28%	26%
Canada	27%	20%
Belgium	23%	22%

Ipsos

Technology companies - It shares my values

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

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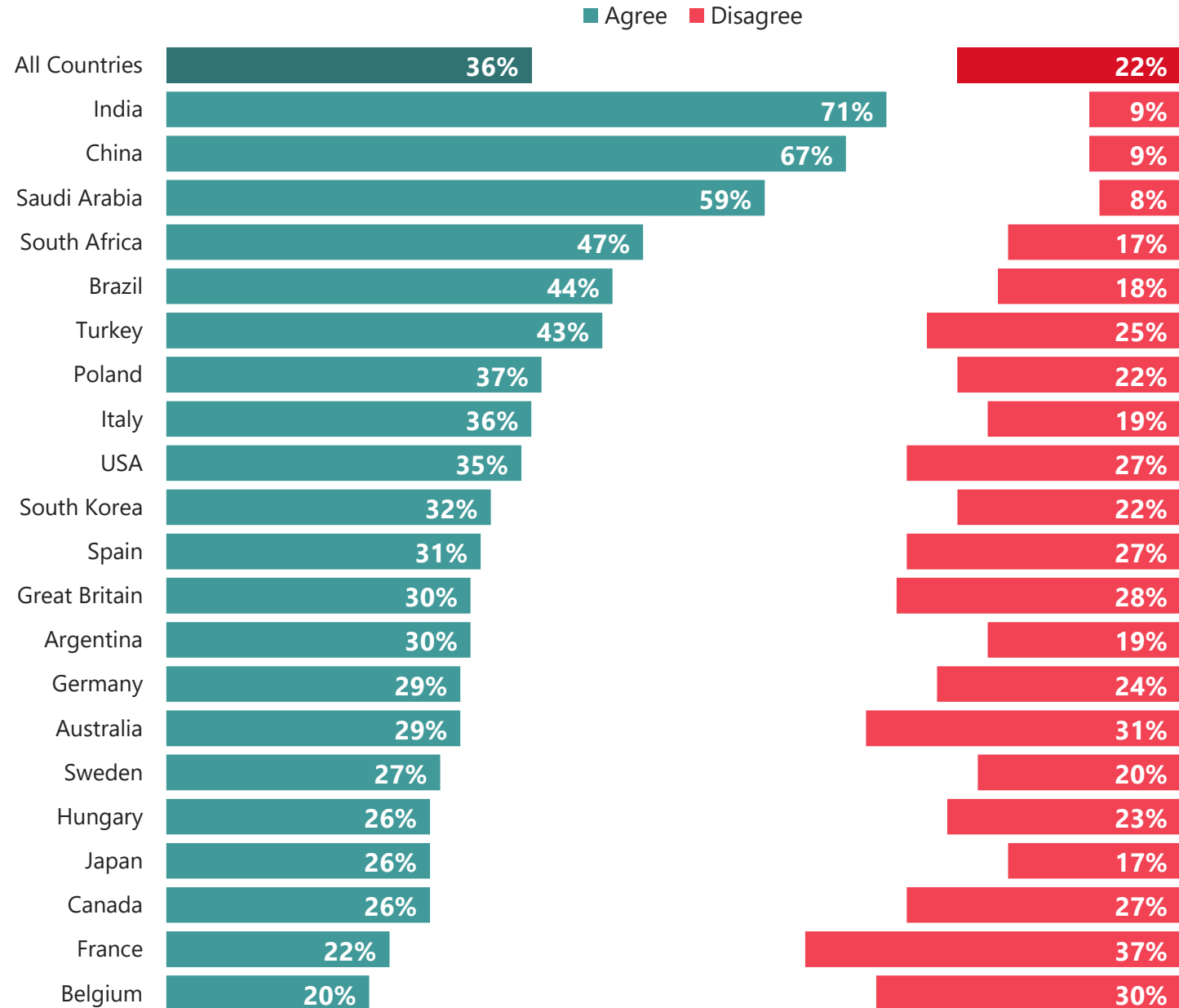
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	34%	20%
India	70%	10%
China	64%	6%
Saudi Arabia	59%	9%
South Africa	46%	13%
Brazil	44%	17%
Turkey	38%	23%
Italy	32%	21%
Poland	32%	21%
South Korea	32%	18%
Germany	31%	23%
USA	28%	22%
Great Britain	27%	25%
Spain	26%	29%
Australia	26%	26%
Sweden	23%	19%
Canada	23%	24%
Japan	22%	17%
Argentina	22%	21%
France	20%	31%
Hungary	20%	21%
Belgium	19%	25%

Technology companies - 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 [SECTOR]?

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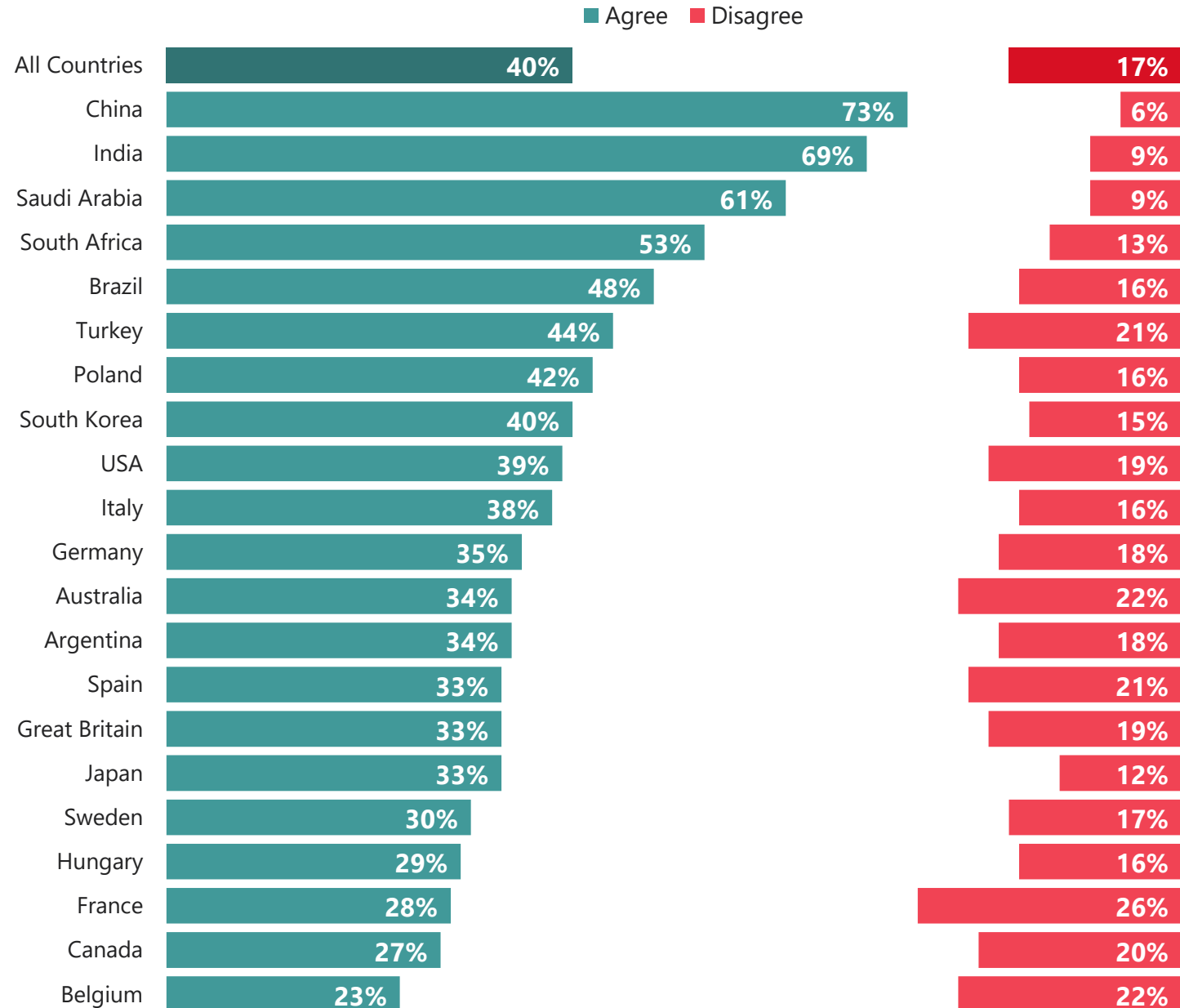
Country	■ Agree	■ Disagree
All Countries	43%	17%
India	66%	13%
Saudi Arabia	61%	9%
China	54%	18%
Turkey	53%	17%
Brazil	51%	15%
Australia	49%	14%
USA	48%	15%
Great Britain	46%	14%
South Africa	45%	21%
Spain	43%	17%
France	41%	18%
Canada	41%	16%
Poland	39%	18%
Germany	38%	16%
Hungary	37%	17%
South Korea	37%	18%
Italy	36%	21%
Argentina	36%	18%
Sweden	32%	17%
Belgium	31%	18%
Japan	23%	19%

Technology companies - It is environmentally sustainable

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

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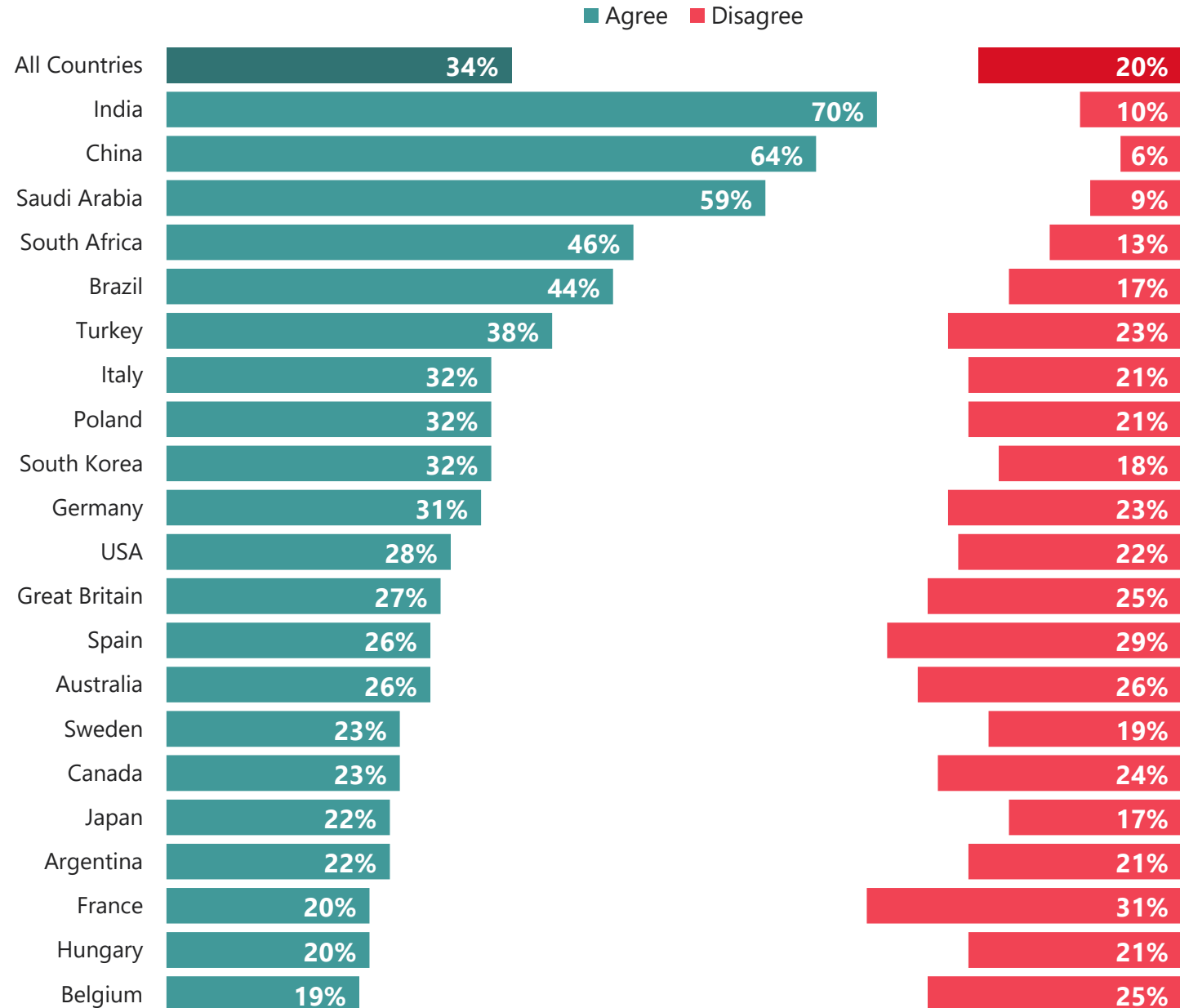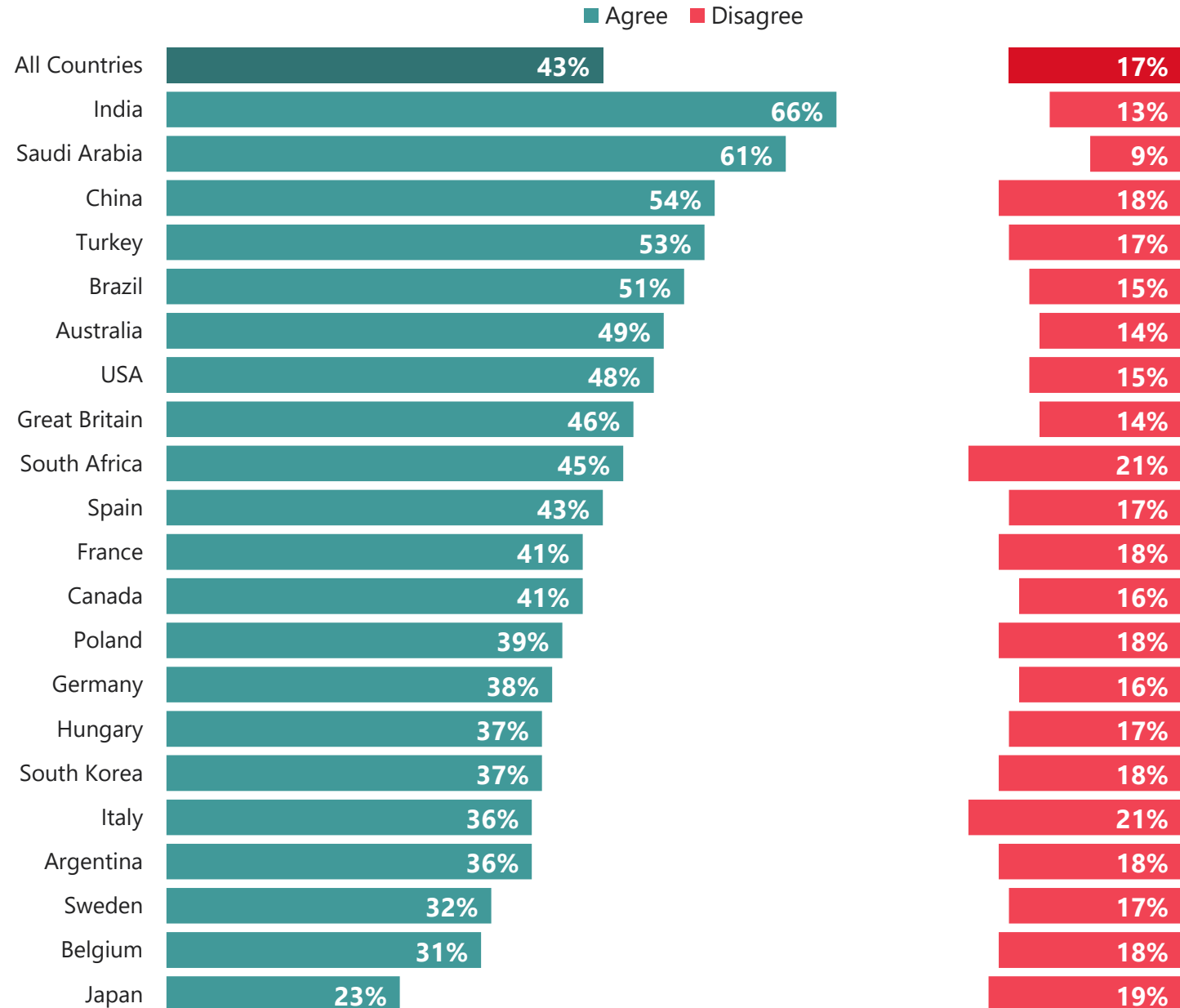
■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	37%	20%
China	72%	6%
India	69%	10%
Saudi Arabia	60%	9%
South Africa	51%	14%
Turkey	45%	21%
Brazil	45%	18%
South Korea	40%	16%
Poland	39%	23%
USA	37%	18%
Italy	34%	21%
Spain	30%	27%
Australia	30%	24%
Germany	29%	27%
Hungary	28%	23%
Japan	28%	14%
Argentina	27%	26%
Great Britain	26%	26%
Canada	26%	21%
Sweden	24%	21%
France	21%	35%
Belgium	19%	28%

Pharmaceutical Companies

Ipsos

Pharmaceuticals - It is good at what it does

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.
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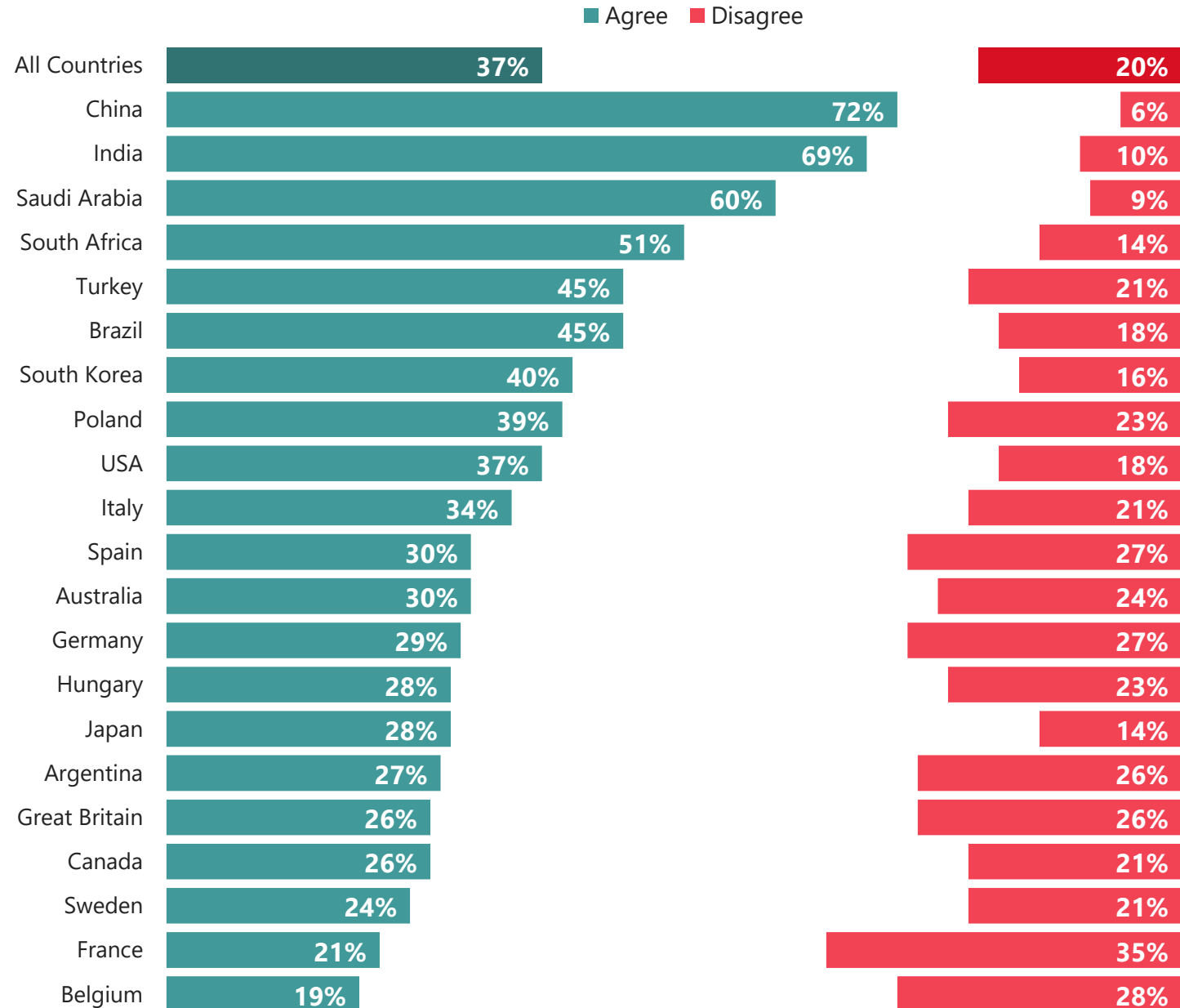
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	52%	14%
China	76%	5%
India	69%	10%
Saudi Arabia	64%	8%
South Africa	63%	11%
Sweden	59%	6%
Australia	58%	12%
Brazil	57%	13%
Great Britain	54%	10%
Turkey	52%	23%
Poland	51%	13%
Spain	50%	16%
USA	50%	16%
Canada	49%	13%
Hungary	46%	15%
Italy	46%	18%
South Korea	46%	13%
Belgium	44%	19%
Germany	44%	14%
Japan	39%	9%
France	36%	21%
Argentina	34%	21%

Ipsos

Pharmaceuticals - 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 [SECTOR]?

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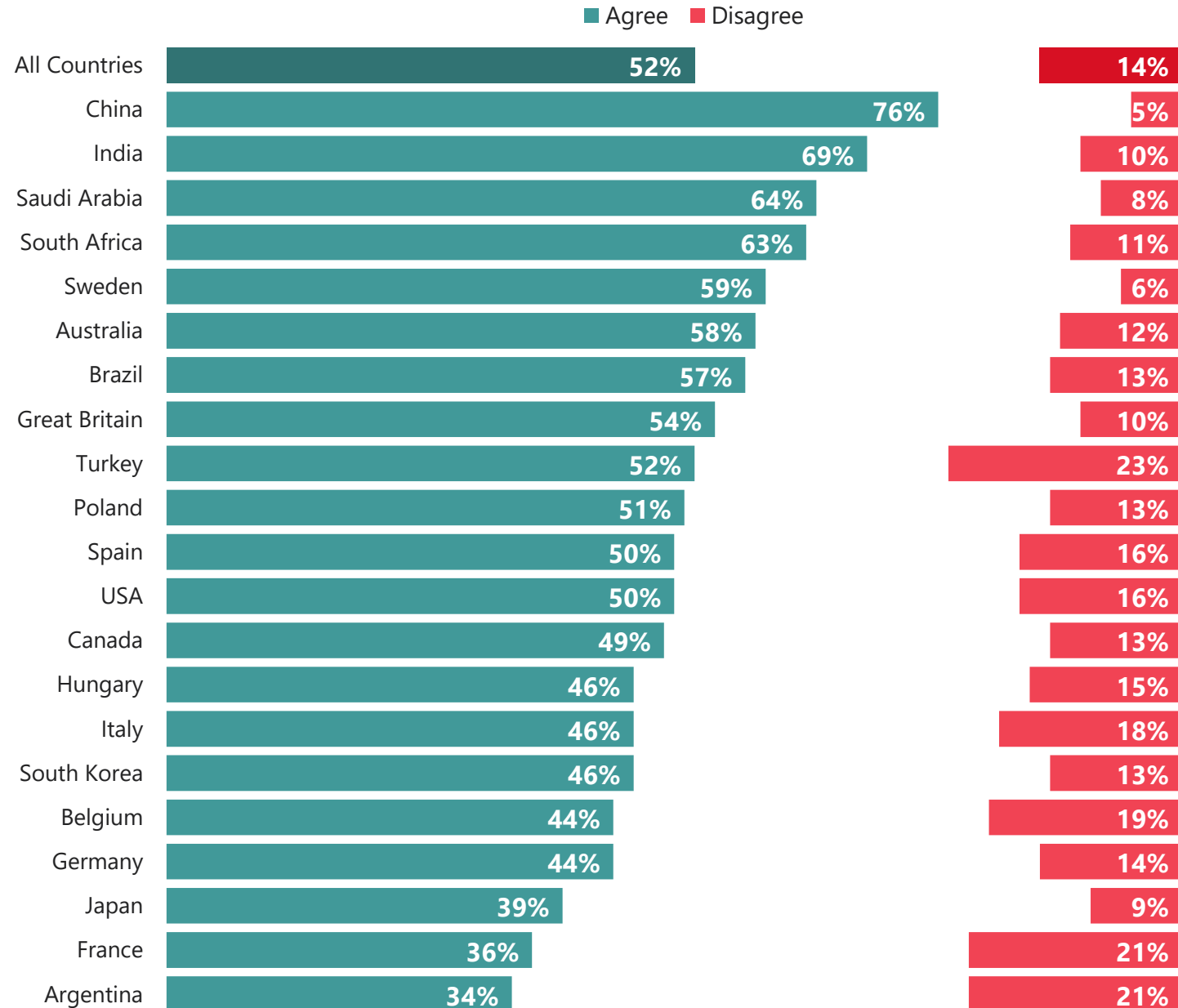
	Agree	Disagree
All Countries	42%	22%
China	70%	7%
India	61%	11%
Saudi Arabia	56%	9%
South Africa	52%	19%
Sweden	51%	10%
Brazil	46%	16%
Australia	44%	23%
Turkey	43%	28%
Great Britain	43%	22%
Spain	40%	25%
Germany	39%	21%
Italy	39%	25%
Japan	39%	13%
USA	37%	31%
Poland	36%	27%
Canada	34%	28%
Belgium	31%	30%
Hungary	29%	29%
Argentina	29%	27%
South Korea	28%	27%
France	27%	30%

Pharmaceuticals - It is well led

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

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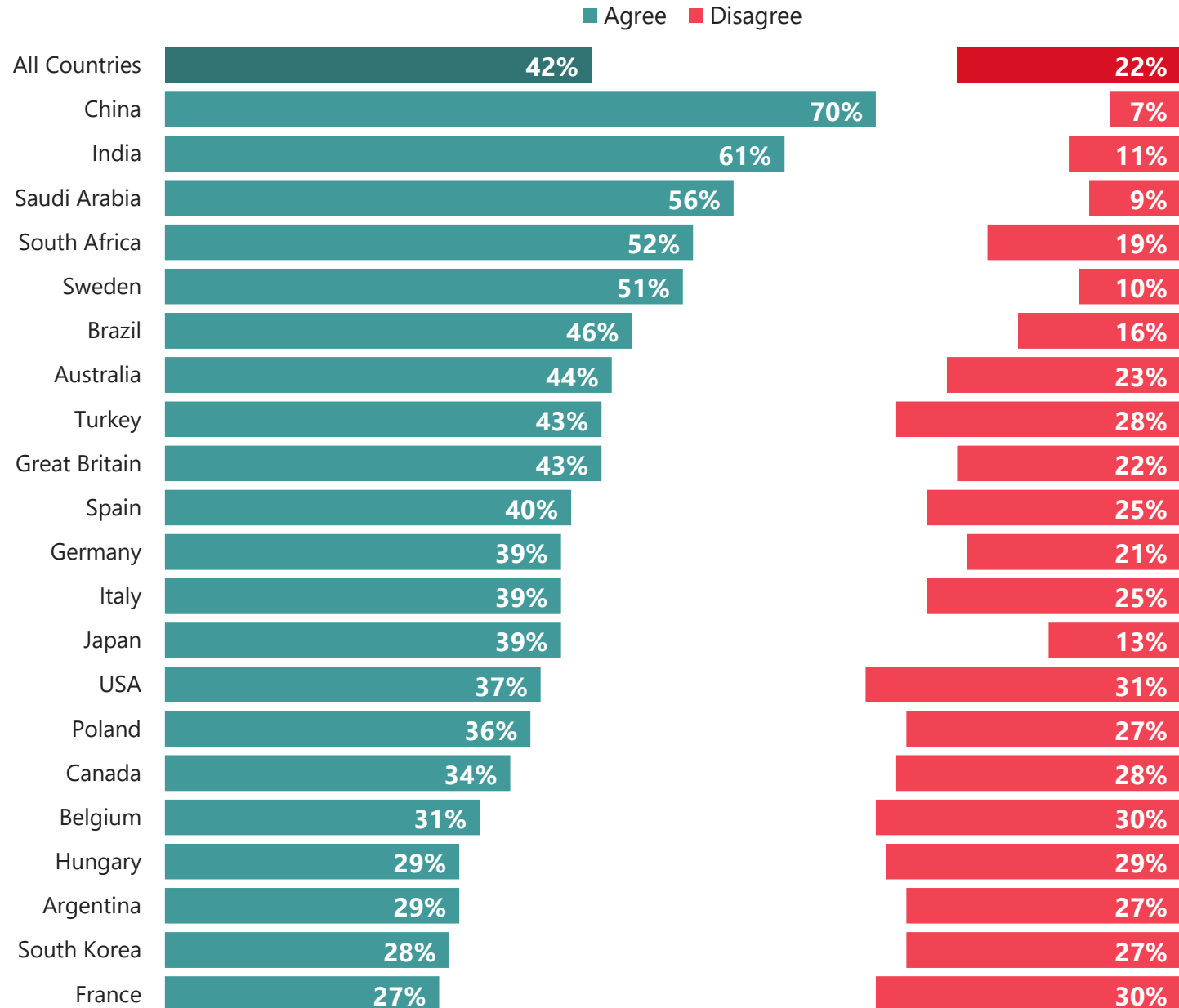
■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	43%	16%
China	67%	8%
India	66%	8%
Saudi Arabia	63%	5%
South Africa	59%	12%
Brazil	52%	16%
Turkey	48%	19%
Sweden	47%	10%
Poland	45%	14%
Spain	42%	17%
Argentina	41%	19%
Germany	40%	15%
Great Britain	40%	17%
Italy	39%	20%
Canada	39%	21%
Australia	36%	18%
Japan	33%	11%
USA	33%	26%
Belgium	32%	21%
South Korea	31%	17%
France	29%	25%
Hungary	28%	15%

Pharmaceuticals - It behaves responsibly

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

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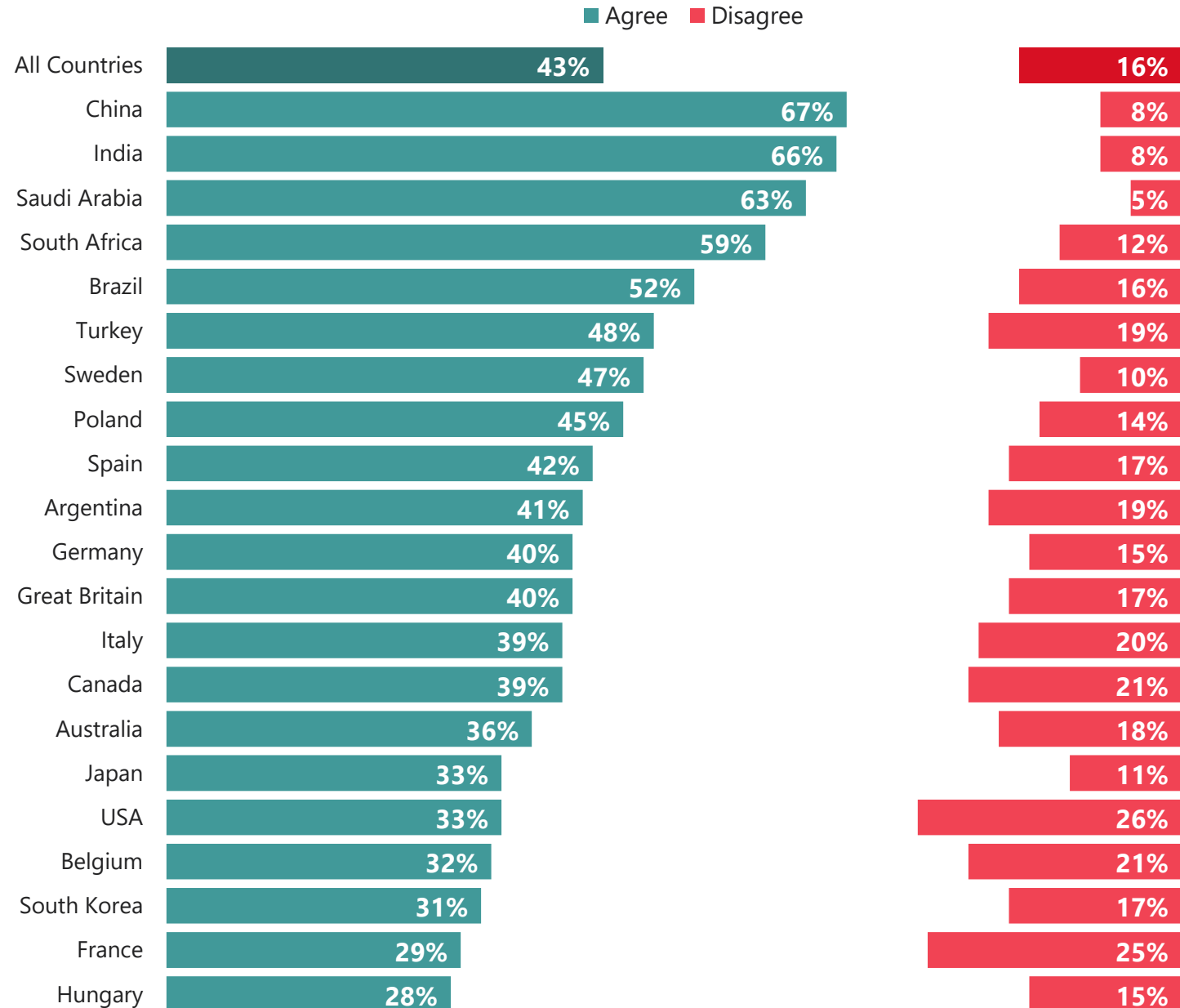
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	42%	22%
China	70%	7%
India	69%	9%
Saudi Arabia	64%	9%
South Africa	59%	16%
Brazil	54%	16%
Turkey	43%	31%
Japan	43%	14%
Poland	39%	23%
Italy	38%	24%
Great Britain	38%	26%
Germany	37%	20%
Australia	37%	26%
Sweden	36%	19%
South Korea	36%	19%
Hungary	34%	27%
Spain	34%	26%
Argentina	33%	26%
Canada	33%	27%
USA	33%	35%
Belgium	31%	28%
France	24%	32%

Pharmaceuticals - 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 [SECTOR]?

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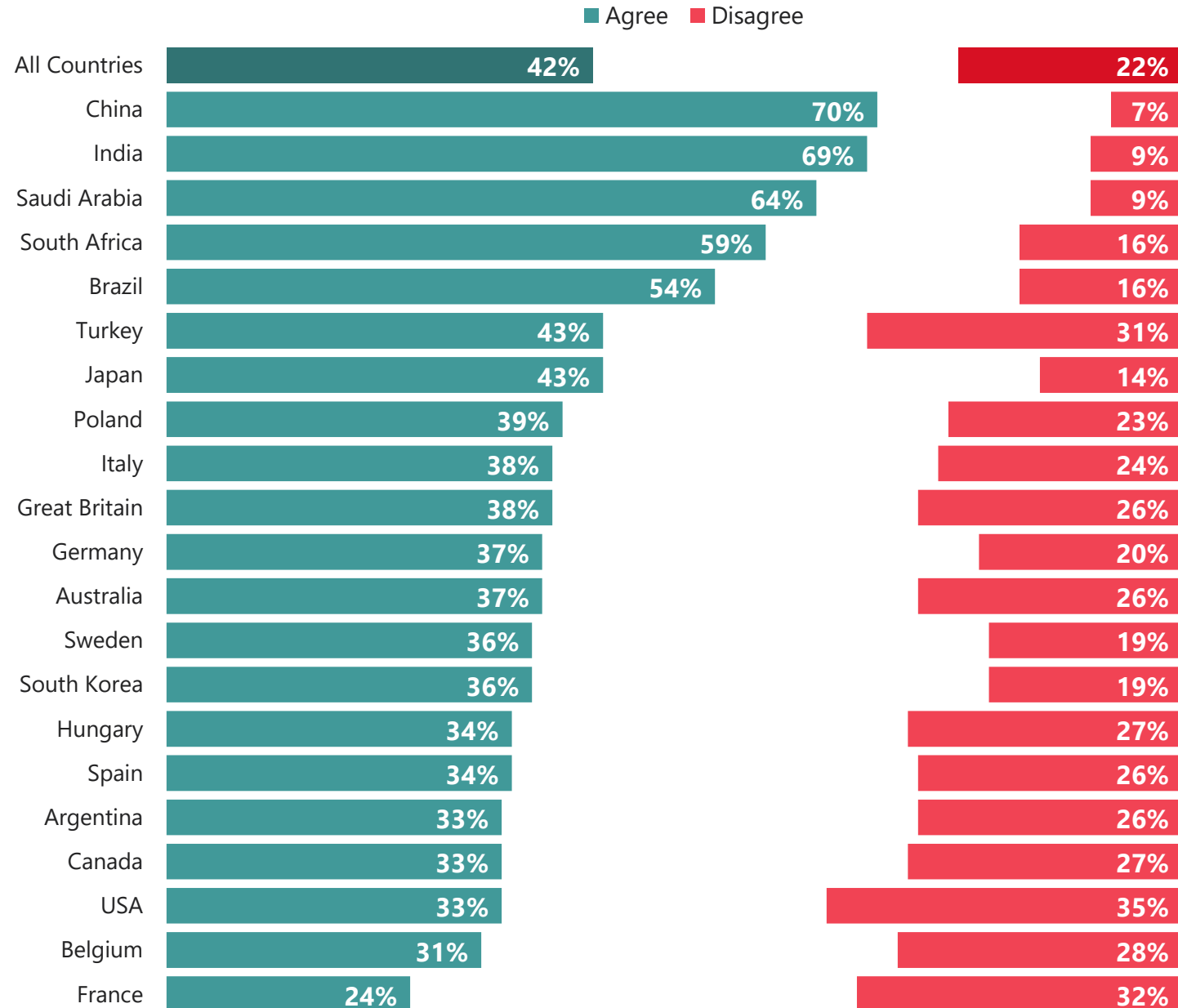
Country	Agree	Disagree
All Countries	35%	29%
India	65%	14%
China	61%	11%
Saudi Arabia	58%	11%
South Africa	51%	26%
Brazil	46%	22%
Turkey	37%	38%
Sweden	35%	22%
Great Britain	35%	31%
Australia	34%	31%
Poland	33%	28%
Japan	33%	18%
Italy	31%	33%
Spain	31%	34%
Germany	29%	30%
South Korea	28%	29%
Canada	28%	34%
USA	27%	38%
Hungary	24%	37%
France	20%	43%
Argentina	20%	40%
Belgium	19%	43%

Pharmaceuticals - It is reliable/keeps its promises

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

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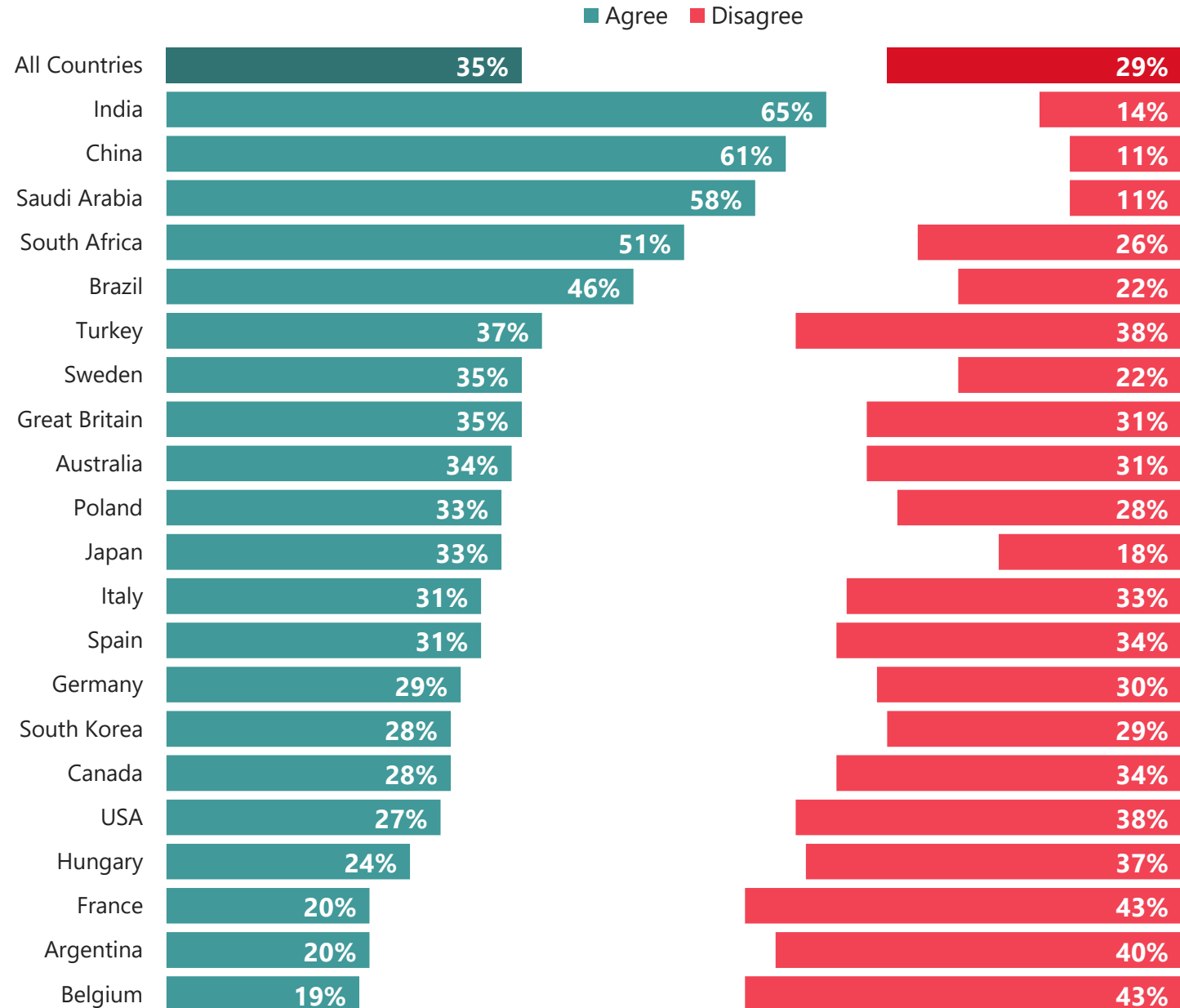
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	41%	21%
China	72%	%
India	66%	10%
Saudi Arabia	65%	12%
South Africa	56%	18%
Brazil	52%	14%
Turkey	46%	27%
Japan	41%	11%
Sweden	39%	16%
Italy	38%	23%
Australia	38%	22%
South Korea	36%	22%
Poland	35%	22%
Great Britain	35%	23%
Germany	34%	21%
Spain	34%	24%
Argentina	33%	26%
Canada	32%	20%
USA	30%	31%
Belgium	28%	30%
France	28%	31%
Hungary	24%	27%

Pharmaceuticals - It shares my values

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

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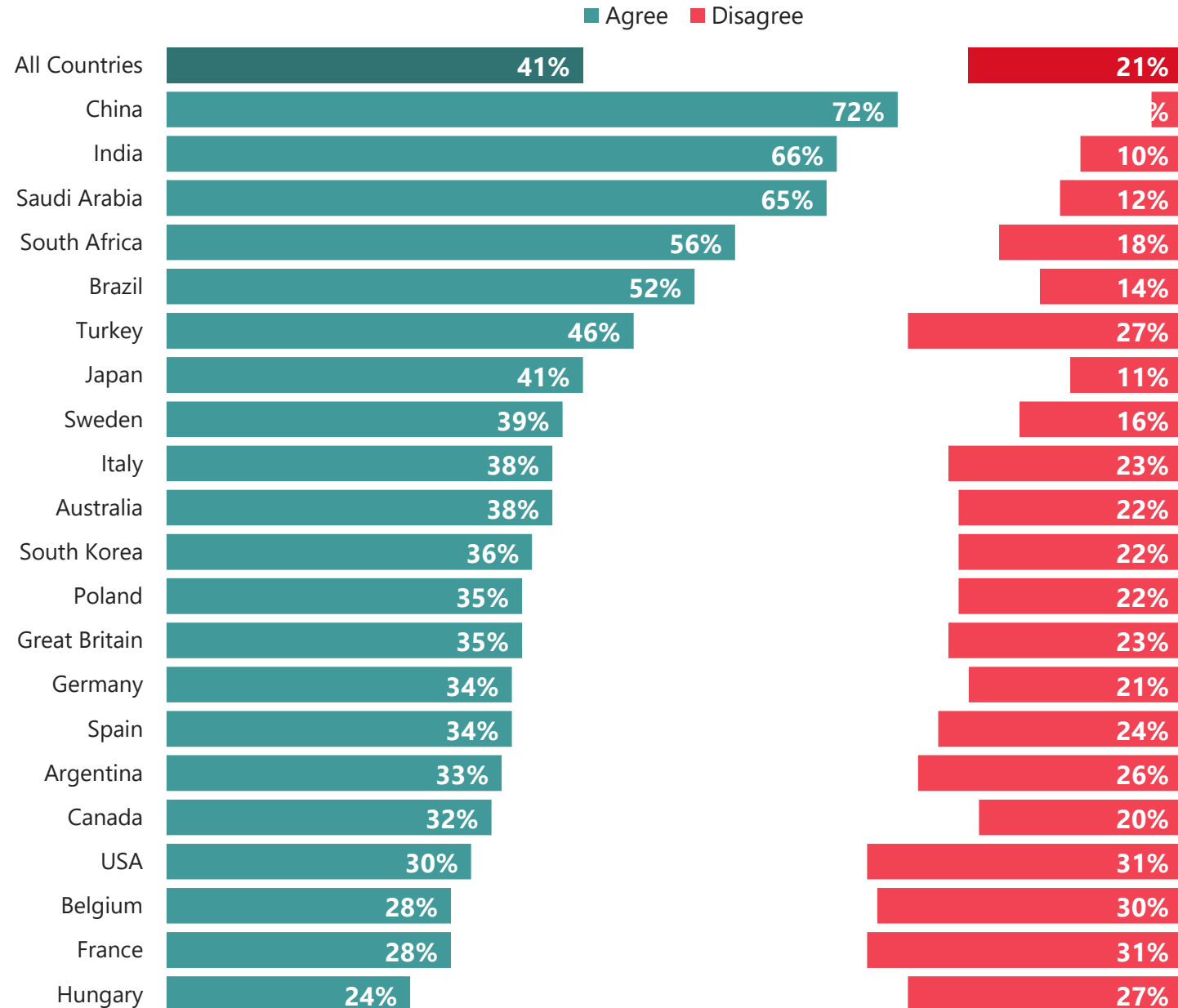
■ Agree   ■ Disagree

	Agree	Disagree
All Countries	33%	25%
Saudi Arabia	64%	8%
China	64%	9%
India	60%	14%
South Africa	46%	18%
Brazil	43%	17%
Turkey	36%	30%
Poland	32%	27%
Australia	32%	27%
Germany	31%	26%
Italy	31%	30%
South Korea	29%	21%
Great Britain	27%	25%
Sweden	26%	22%
USA	26%	34%
Canada	25%	31%
Spain	23%	33%
Hungary	22%	32%
Japan	21%	16%
Argentina	21%	30%
Belgium	20%	34%
France	20%	37%

Pharmaceuticals - It would try to take advantage of me if it could

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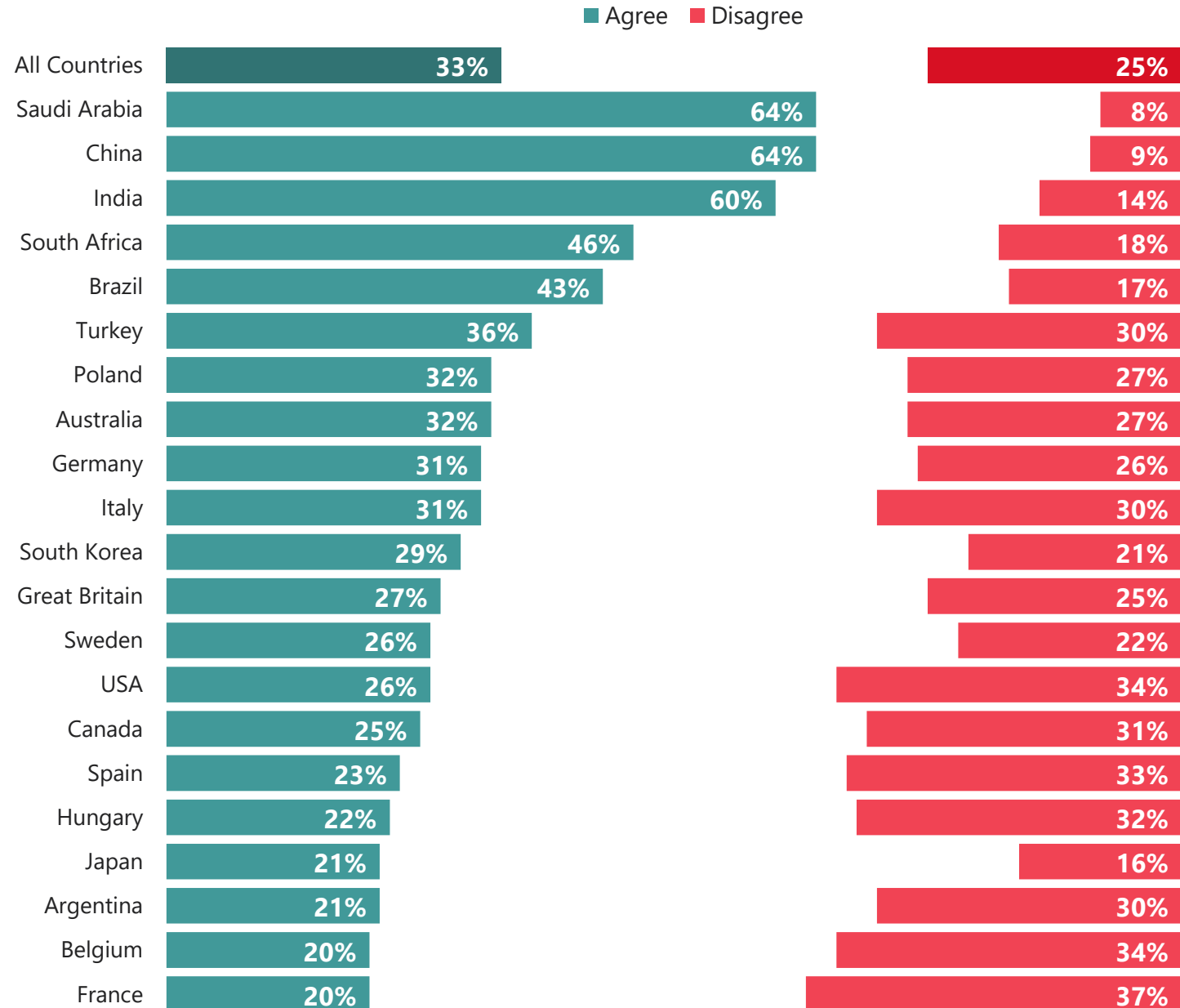To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

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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.

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	46%	18%
Saudi Arabia	66%	7%
India	65%	9%
Brazil	55%	14%
Turkey	52%	23%
China	52%	15%
Hungary	51%	13%
South Africa	51%	17%
USA	51%	14%
Canada	48%	18%
Argentina	46%	18%
Australia	45%	21%
Great Britain	44%	18%
France	43%	18%
Spain	42%	18%
Belgium	40%	23%
Poland	40%	20%
Germany	39%	18%
Italy	38%	22%
South Korea	34%	24%
Sweden	33%	22%
Japan	24%	18%

Ipsos

Pharmaceuticals - It is environmentally sustainable

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

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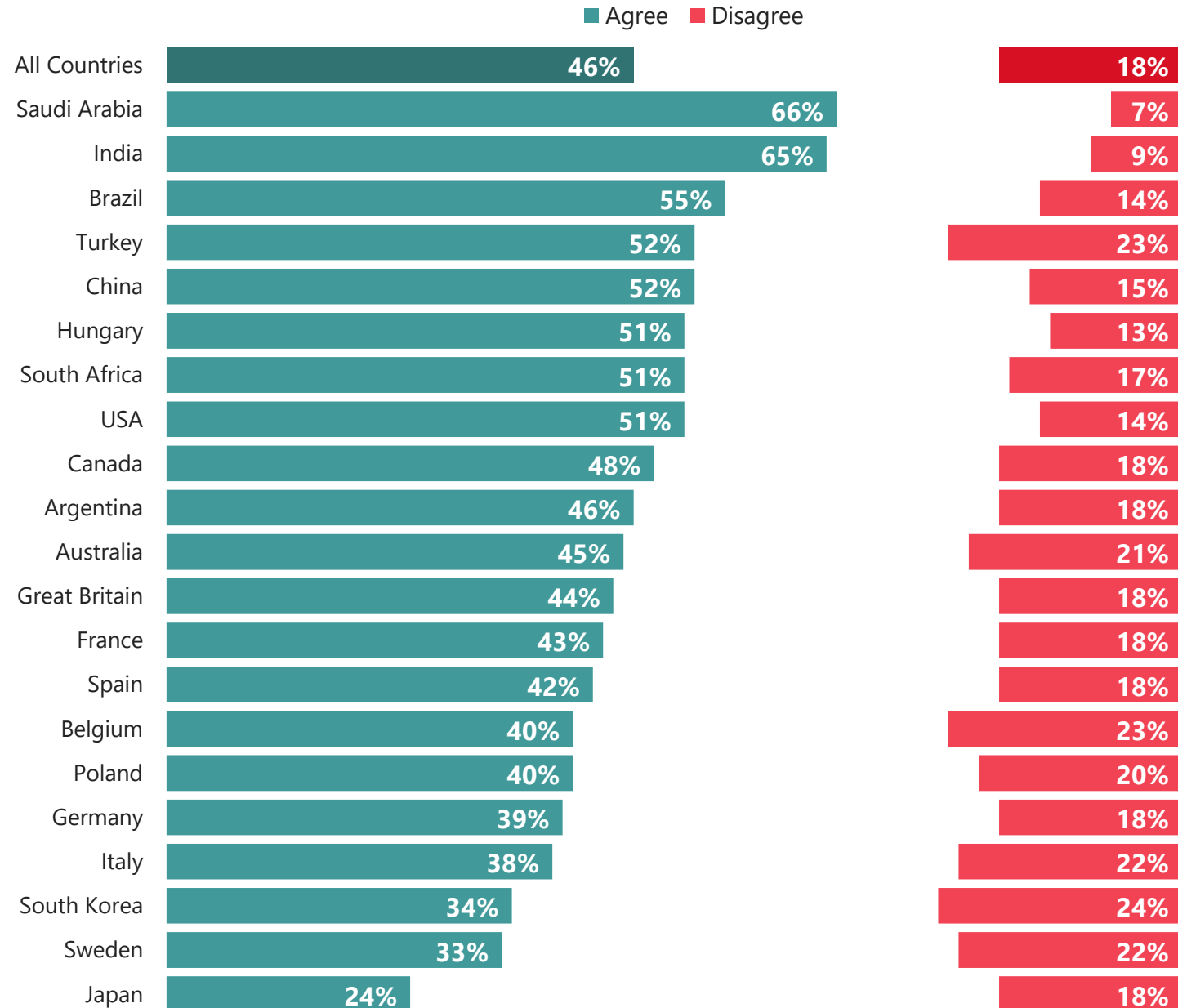
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	37%	23%
China	67%	8%
India	62%	13%
Saudi Arabia	58%	13%
South Africa	58%	13%
Brazil	49%	17%
Turkey	37%	31%
Italy	34%	28%
Poland	34%	27%
Spain	33%	28%
South Korea	32%	22%
Argentina	31%	29%
Sweden	30%	22%
Canada	30%	22%
Japan	29%	12%
USA	29%	21%
Great Britain	28%	28%
Australia	28%	24%
Germany	27%	24%
Hungary	27%	32%
Belgium	25%	35%
France	21%	39%

Oil & Gas Companies

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Oil & Gas - It is good at what it does

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

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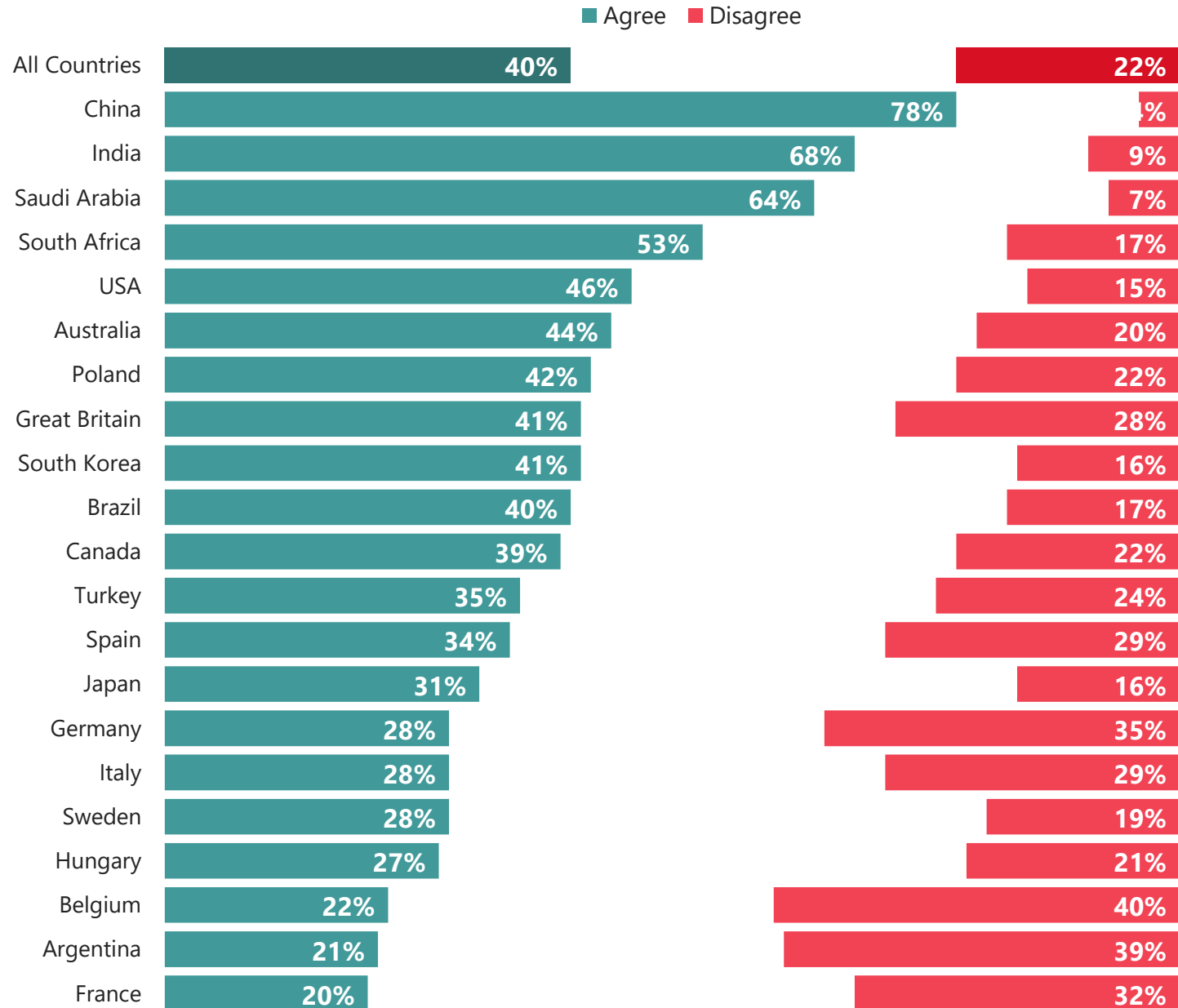
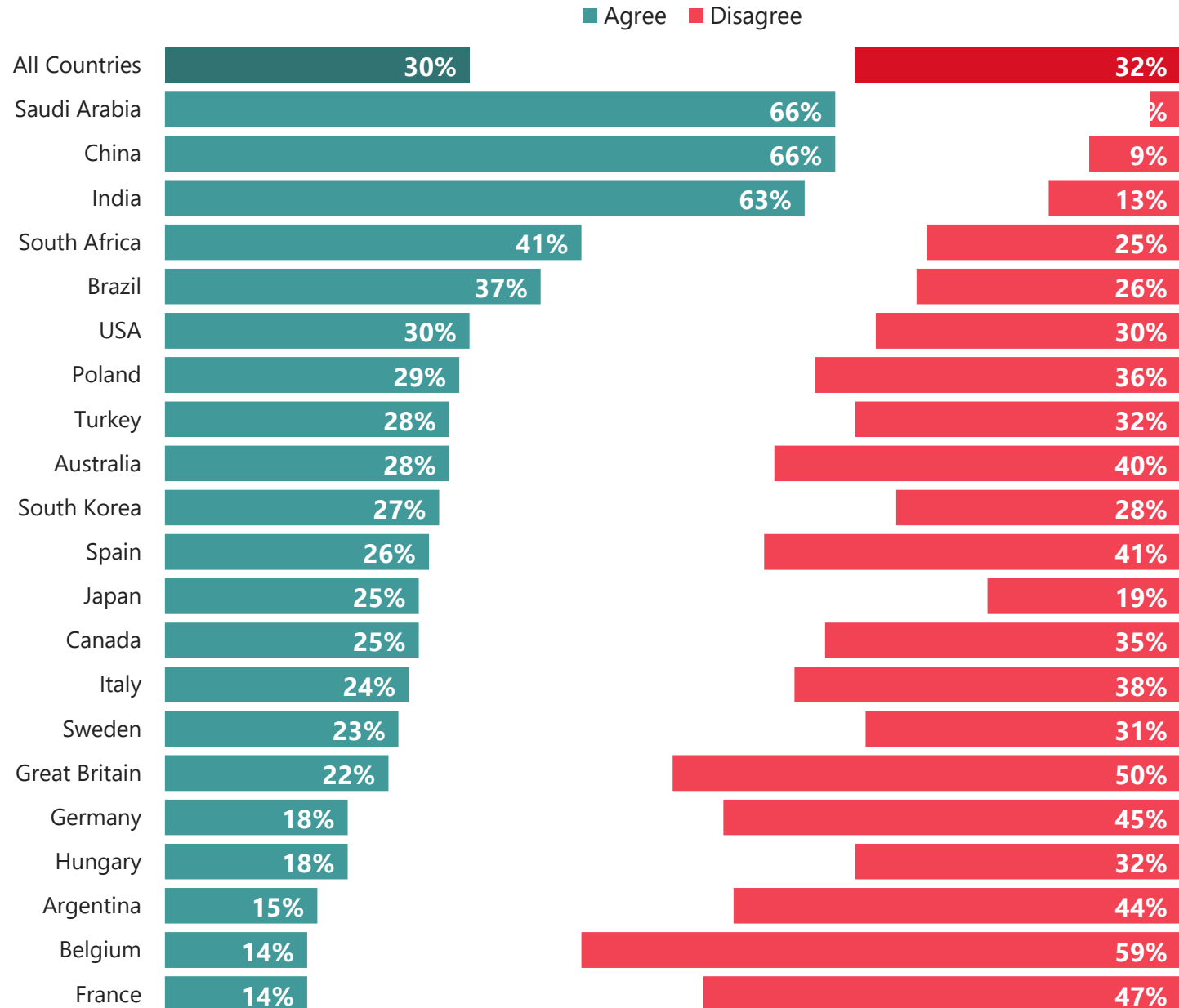| Country	Agree	Disagree
All Countries	40%	22%
China	78%	4%
India	68%	9%
Saudi Arabia	64%	7%
South Africa	53%	17%
USA	46%	15%
Australia	44%	20%
Poland	42%	22%
Great Britain	41%	28%
South Korea	41%	16%
Brazil	40%	17%
Canada	39%	22%
Turkey	35%	24%
Spain	34%	29%
Japan	31%	16%
Germany	28%	35%
Italy	28%	29%
Sweden	28%	19%
Hungary	27%	21%
Belgium	22%	40%
Argentina	21%	39%
France	20%	32%

Oil & Gas - 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 [SECTOR]?

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■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	30%	32%
Saudi Arabia	66%	%
China	66%	9%
India	63%	13%
South Africa	41%	25%
Brazil	37%	26%
USA	30%	30%
Poland	29%	36%
Turkey	28%	32%
Australia	28%	40%
South Korea	27%	28%
Spain	26%	41%
Japan	25%	19%
Canada	25%	35%
Italy	24%	38%
Sweden	23%	31%
Great Britain	22%	50%
Germany	18%	45%
Hungary	18%	32%
Argentina	15%	44%
Belgium	14%	59%
France	14%	47%

Oil & Gas - It is well led

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

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	33%	23%
China	68%	8%
India	64%	12%
Saudi Arabia	62%	7%
Brazil	42%	19%
South Africa	41%	24%
Turkey	35%	24%
Poland	34%	28%
USA	34%	22%
Italy	33%	25%
Argentina	30%	19%
Australia	28%	26%
Spain	27%	26%
South Korea	27%	17%
Sweden	25%	23%
Canada	25%	23%
Great Britain	24%	41%
France	23%	32%
Japan	22%	15%
Germany	21%	35%
Hungary	18%	25%
Belgium	15%	44%

Oil & Gas - It behaves responsibly

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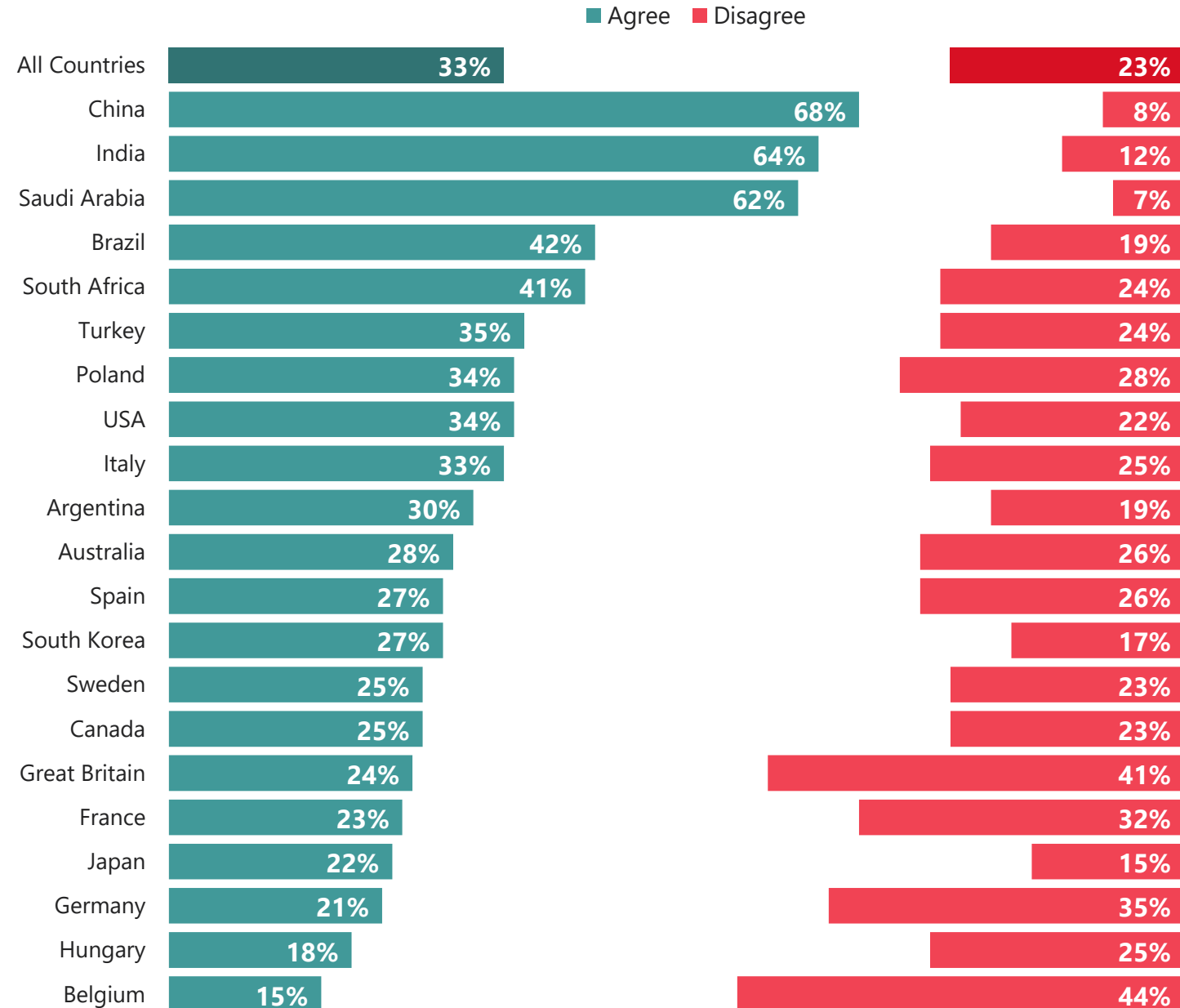To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

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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.

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	30%	34%
China	71%	6%
India	64%	11%
Saudi Arabia	62%	7%
South Africa	39%	30%
Brazil	38%	29%
Turkey	30%	37%
Japan	29%	19%
Poland	28%	35%
USA	27%	31%
South Korea	26%	20%
Spain	23%	43%
Great Britain	23%	52%
Australia	23%	44%
Canada	22%	38%
Italy	21%	42%
Sweden	21%	38%
Germany	20%	46%
Argentina	17%	41%
Hungary	16%	31%
France	15%	48%
Belgium	11%	61%

Oil & Gas - 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 [SECTOR]?

Agree ■   **Disagree** ■

Country	Agree	Disagree
All Countries	29%	36%
China	66%	11%
India	65%	11%
Saudi Arabia	63%	9%
Brazil	39%	27%
South Africa	38%	30%
Poland	31%	37%
Australia	26%	44%
South Korea	26%	28%
USA	26%	34%
Turkey	25%	33%
Great Britain	24%	55%
Japan	24%	21%
Italy	22%	41%
Canada	22%	42%
Spain	21%	49%
Germany	19%	51%
Sweden	18%	36%
Hungary	15%	36%
France	13%	50%
Argentina	12%	45%
Belgium	9%	64%

Oil & Gas - It is reliable/keeps its promises

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

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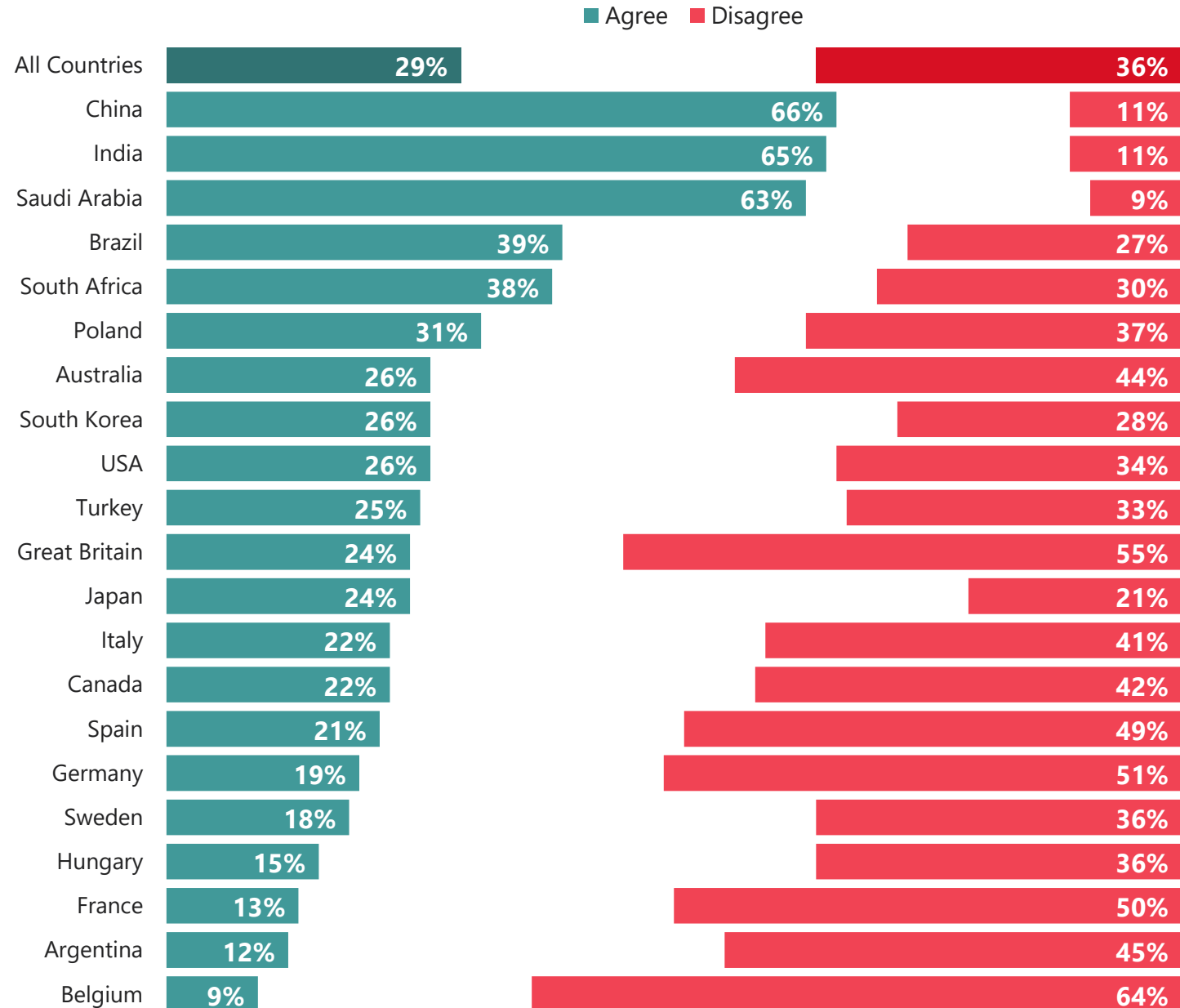
■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	30%	31%
China	70%	5%
Saudi Arabia	64%	7%
India	62%	11%
South Africa	38%	28%
Brazil	36%	27%
Poland	29%	34%
Turkey	29%	29%
USA	29%	29%
Japan	28%	18%
South Korea	28%	23%
Germany	25%	41%
Italy	25%	37%
Great Britain	22%	45%
Canada	22%	35%
Spain	20%	43%
Sweden	20%	31%
Australia	20%	36%
Argentina	15%	34%
France	14%	43%
Hungary	13%	39%
Belgium	12%	59%

Oil & Gas - It shares my values

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

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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.
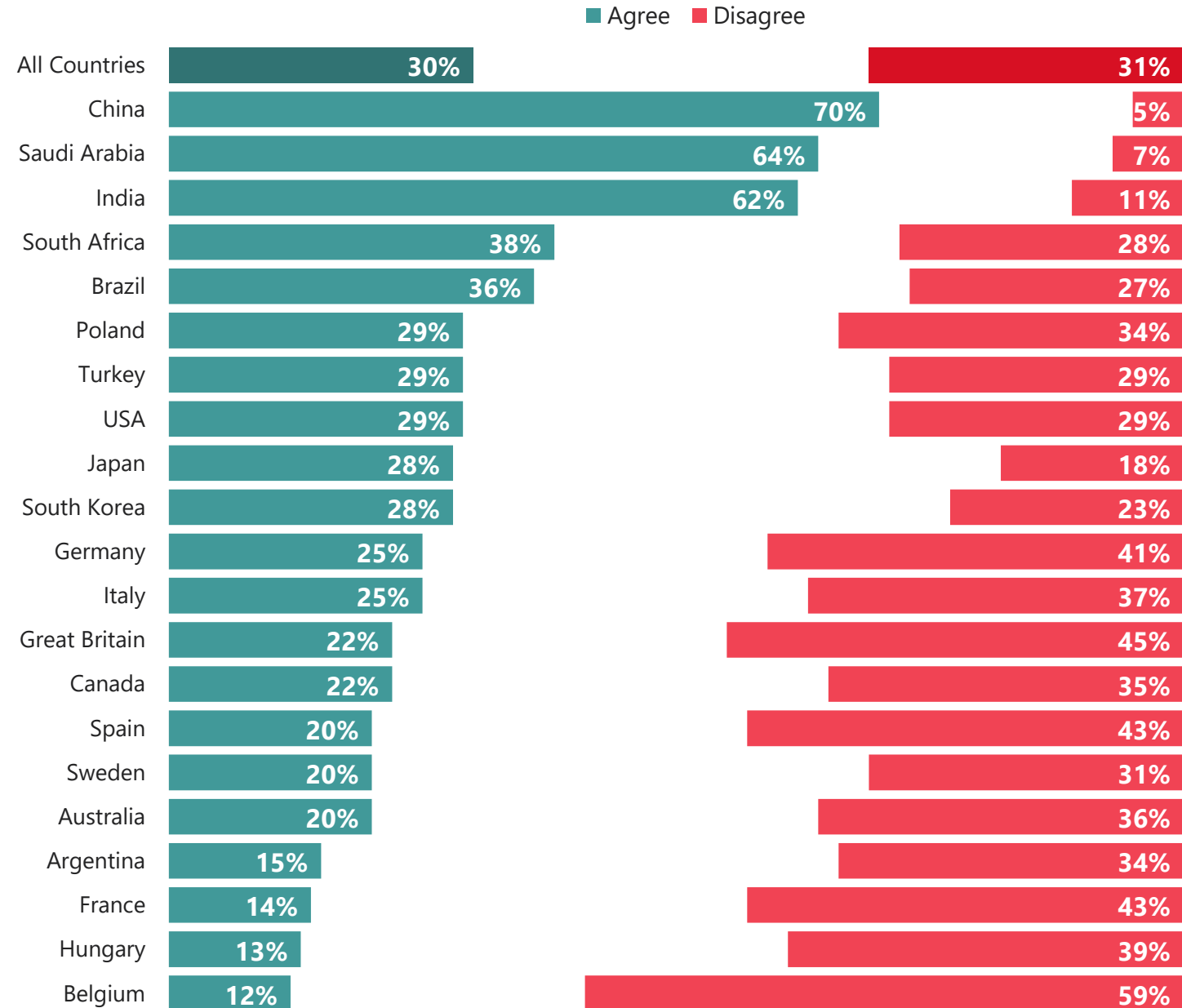
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	27%	34%
India	64%	12%
China	61%	9%
Saudi Arabia	59%	9%
South Africa	36%	28%
Brazil	36%	22%
Turkey	31%	31%
Poland	24%	39%
Great Britain	22%	54%
South Korea	22%	28%
USA	22%	31%
Italy	21%	47%
Spain	19%	46%
Germany	18%	47%
Hungary	18%	34%
Sweden	18%	38%
Canada	18%	38%
Australia	17%	43%
Japan	17%	21%
Argentina	15%	40%
Belgium	14%	53%
France	12%	51%

Oil & Gas - It would try to take advantage of me if it could

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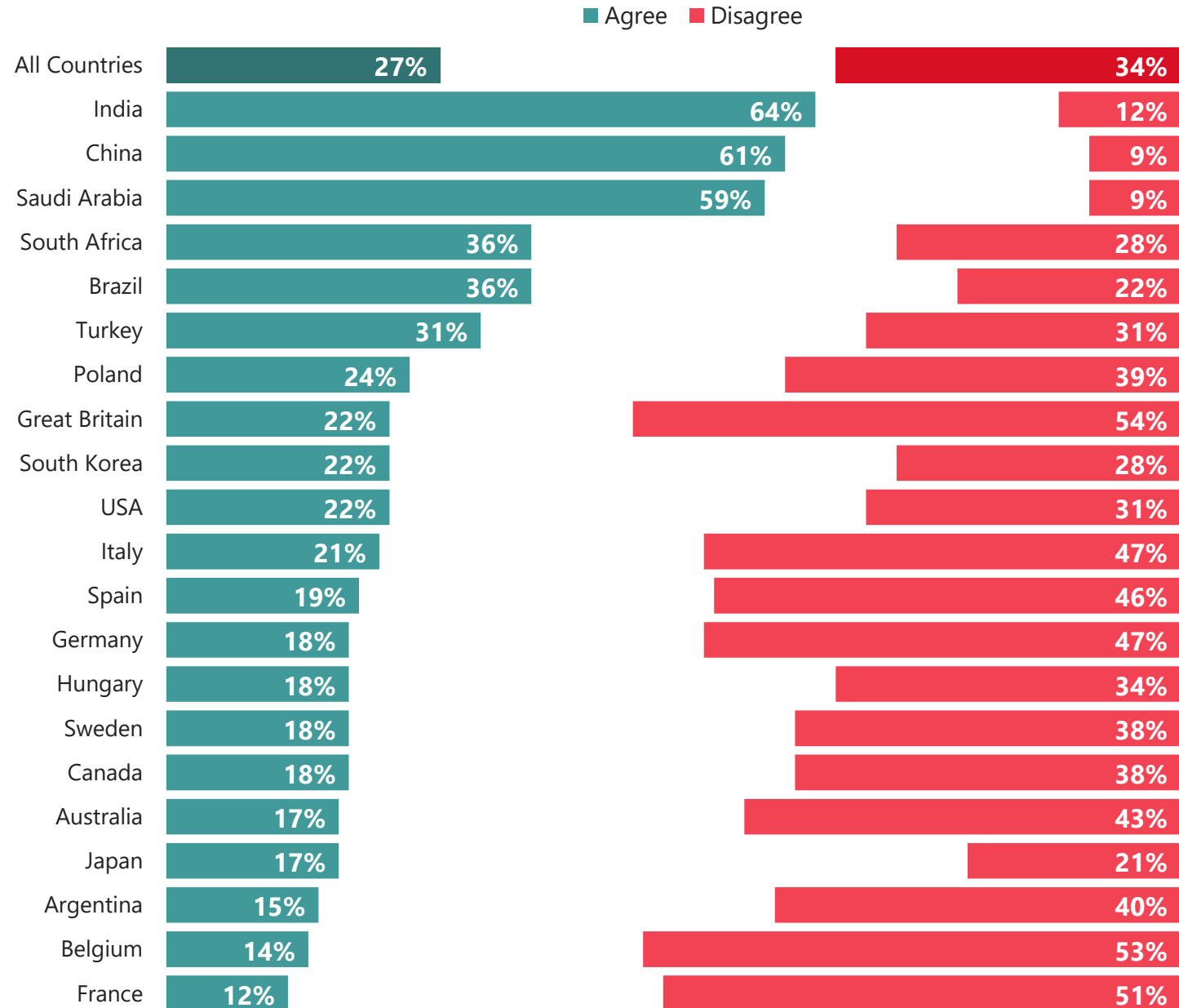To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

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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.

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	48%	16%
Great Britain	64%	11%
Saudi Arabia	63%	8%
India	62%	13%
Australia	55%	15%
Belgium	54%	18%
China	54%	17%
Germany	51%	16%
Spain	51%	14%
Brazil	50%	16%
USA	50%	15%
France	46%	16%
Italy	46%	22%
South Africa	46%	21%
Poland	44%	17%
Turkey	44%	17%
Argentina	43%	19%
Canada	43%	18%
Hungary	41%	19%
Sweden	39%	13%
South Korea	35%	17%
Japan	20%	22%

Ipsos

Oil & Gas - It is environmentally sustainable

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

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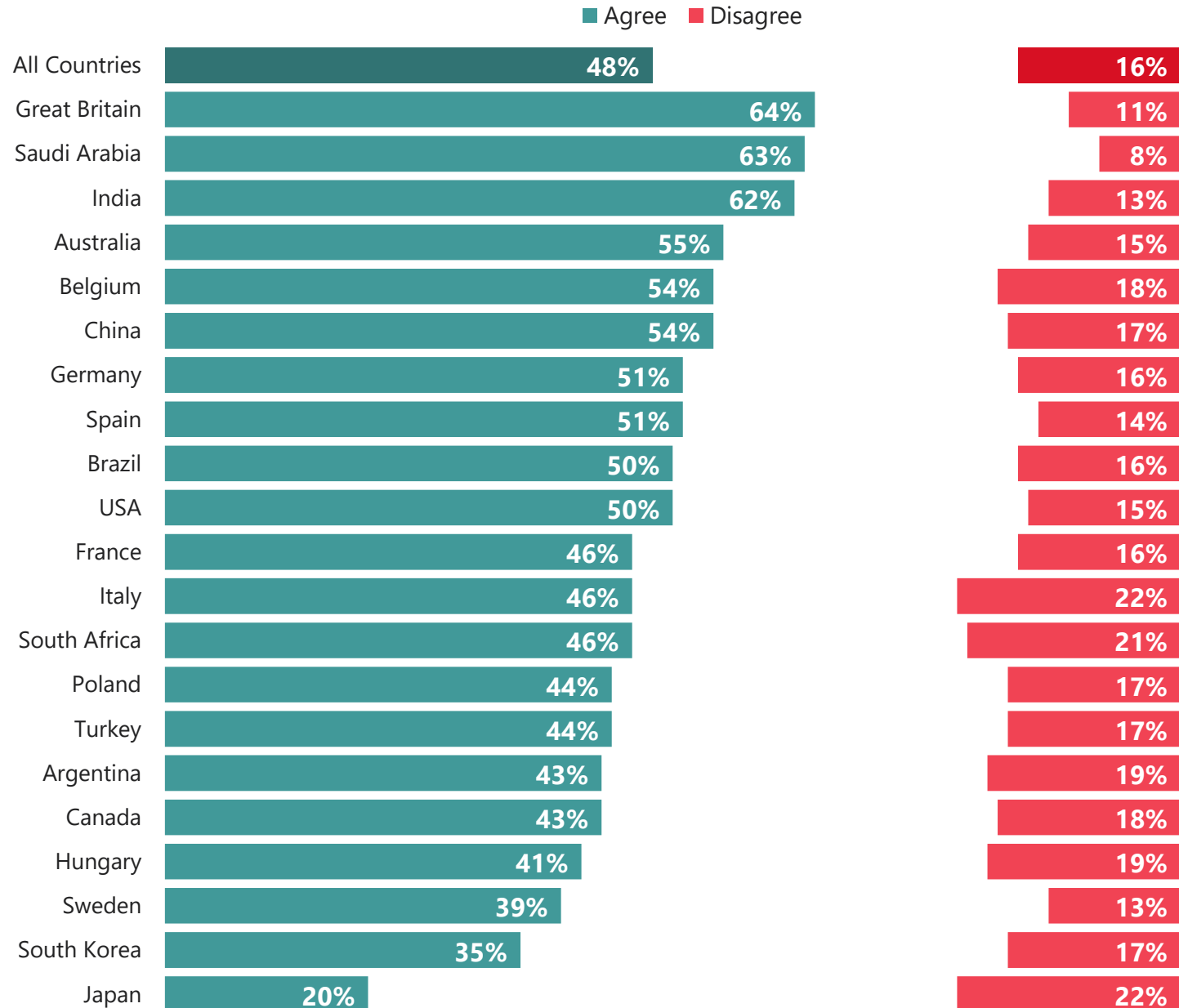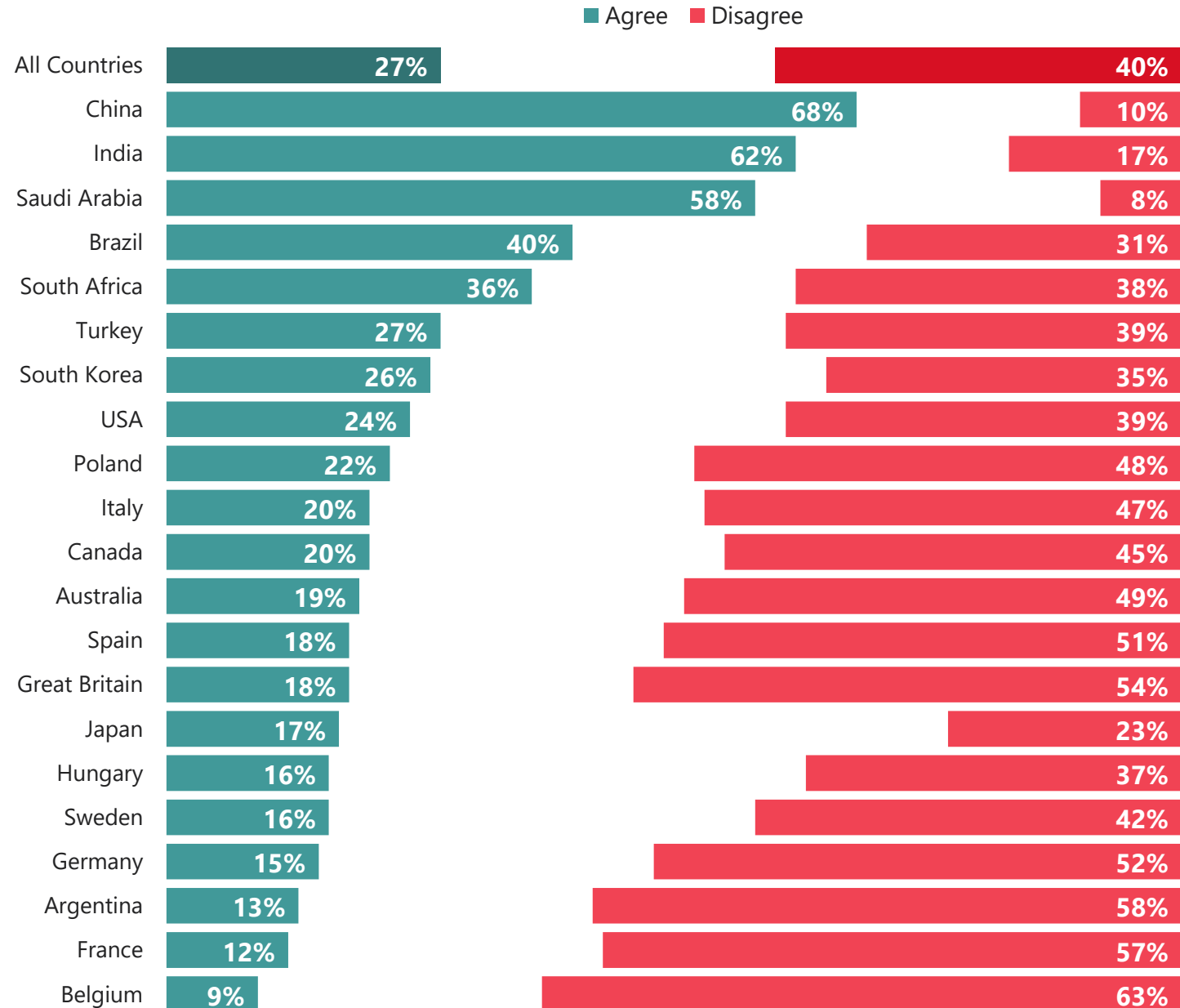
■ Agree **■ Disagree**

Country	Agree	Disagree
All Countries	27%	40%
China	68%	10%
India	62%	17%
Saudi Arabia	58%	8%
Brazil	40%	31%
South Africa	36%	38%
Turkey	27%	39%
South Korea	26%	35%
USA	24%	39%
Poland	22%	48%
Italy	20%	47%
Canada	20%	45%
Australia	19%	49%
Spain	18%	51%
Great Britain	18%	54%
Japan	17%	23%
Hungary	16%	37%
Sweden	16%	42%
Germany	15%	52%
Argentina	13%	58%
France	12%	57%
Belgium	9%	63%

Banking

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Banking - It is good at what it does

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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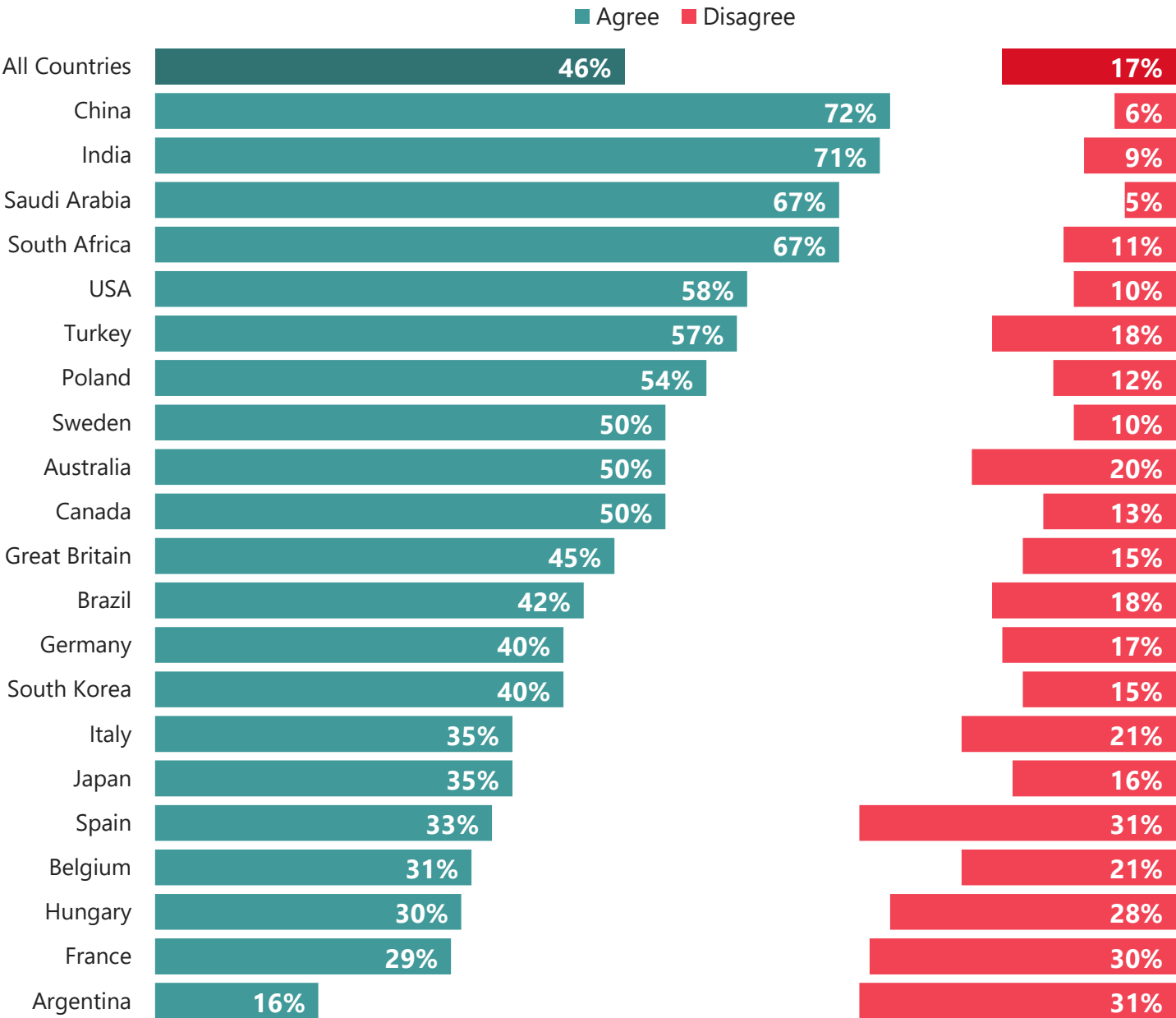
■ Agree ■ Disagree

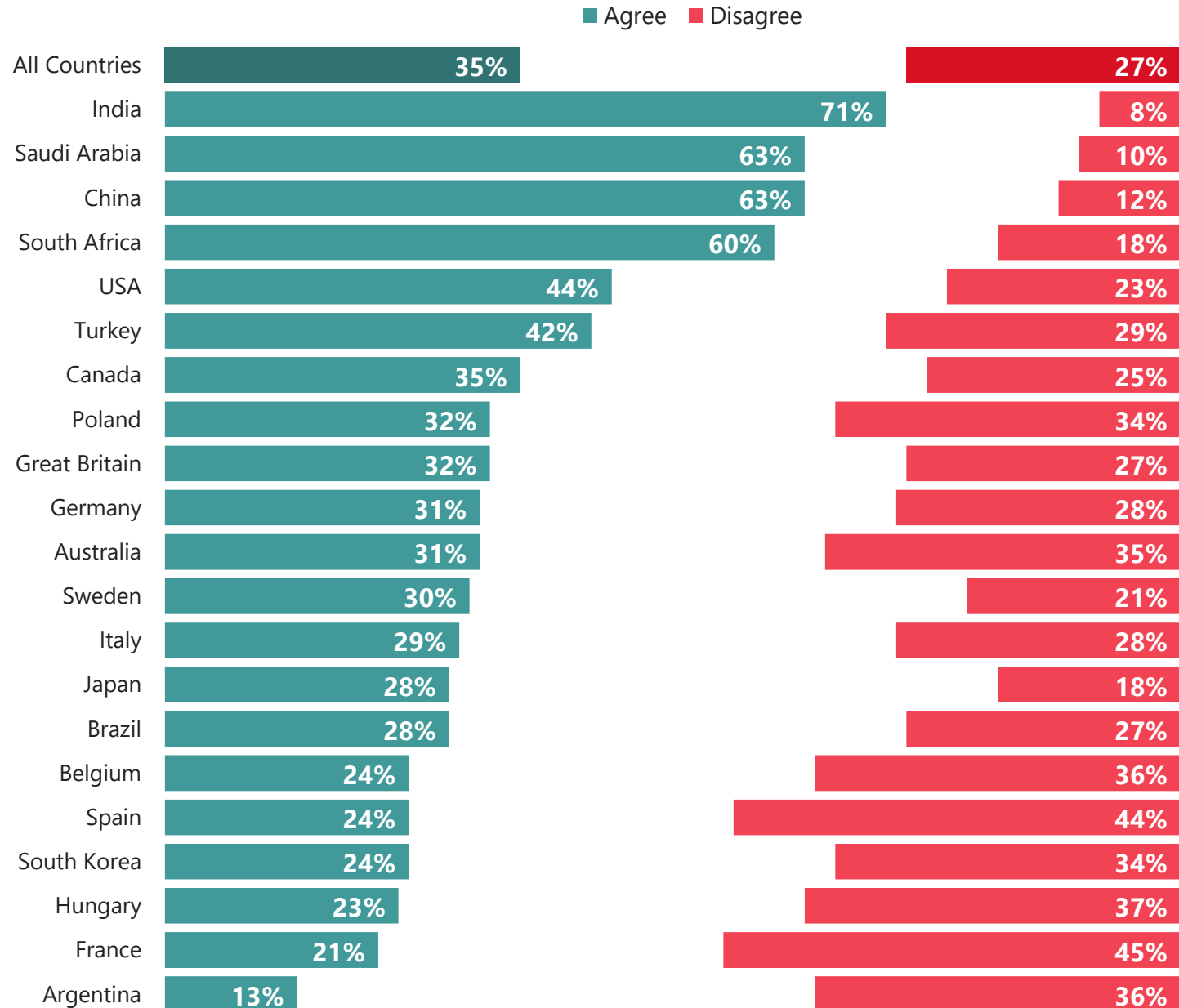| Country	Agree	Disagree
All Countries	46%	17%
China	72%	6%
India	71%	9%
Saudi Arabia	67%	5%
South Africa	67%	11%
USA	58%	10%
Turkey	57%	18%
Poland	54%	12%
Sweden	50%	10%
Australia	50%	20%
Canada	50%	13%
Great Britain	45%	15%
Brazil	42%	18%
Germany	40%	17%
South Korea	40%	15%
Italy	35%	21%
Japan	35%	16%
Spain	33%	31%
Belgium	31%	21%
Hungary	30%	28%
France	29%	30%
Argentina	16%	31%

Banking - 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 [SECTOR]?

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■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	35%	27%
India	71%	8%
Saudi Arabia	63%	10%
China	63%	12%
South Africa	60%	18%
USA	44%	23%
Turkey	42%	29%
Canada	35%	25%
Poland	32%	34%
Great Britain	32%	27%
Germany	31%	28%
Australia	31%	35%
Sweden	30%	21%
Italy	29%	28%
Japan	28%	18%
Brazil	28%	27%
Belgium	24%	36%
Spain	24%	44%
South Korea	24%	34%
Hungary	23%	37%
France	21%	45%
Argentina	13%	36%

Banking - It is well led

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

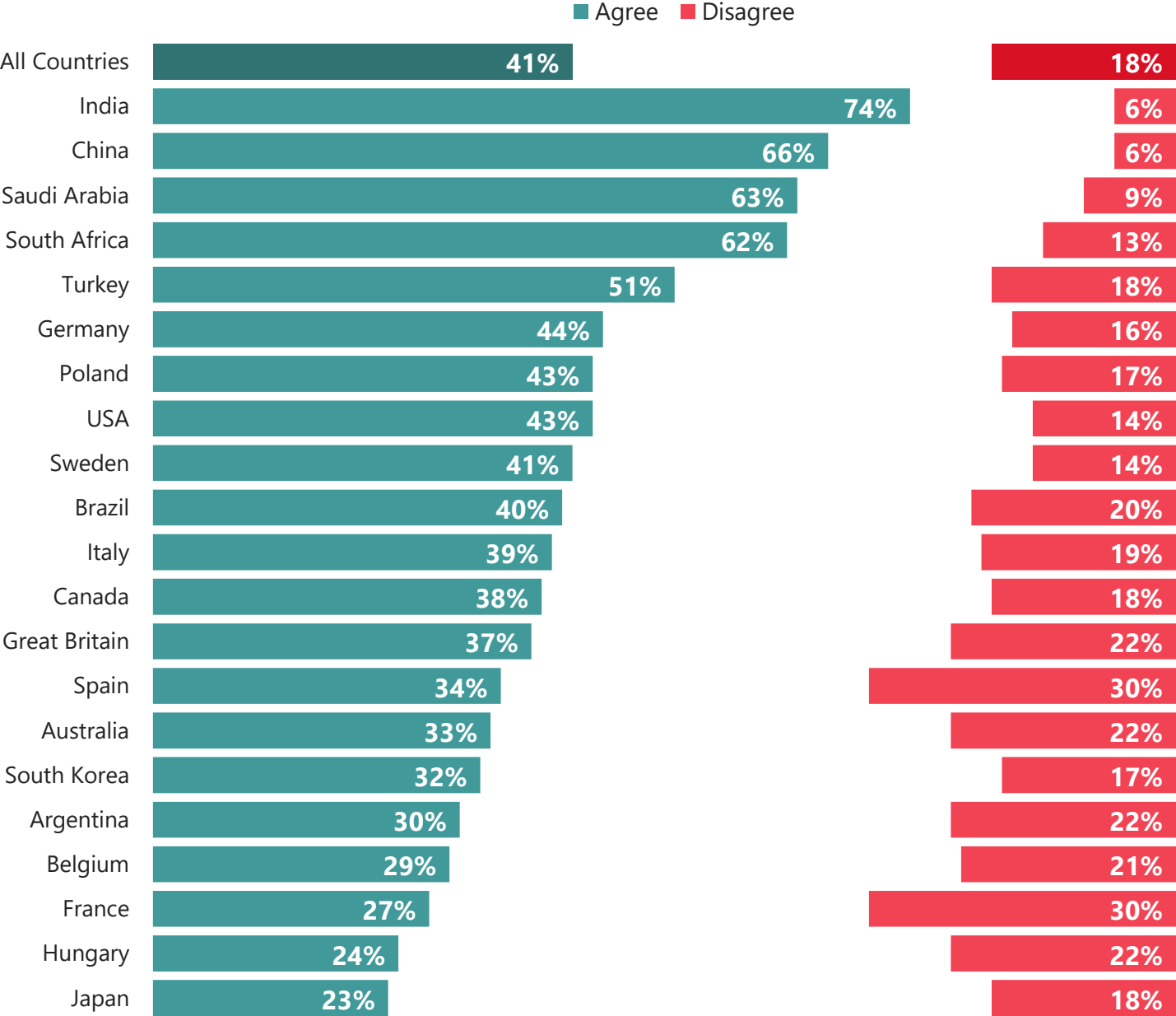| Country	Agree	Disagree
All Countries	41%	18%
India	74%	6%
China	66%	6%
Saudi Arabia	63%	9%
South Africa	62%	13%
Turkey	51%	18%
Germany	44%	16%
Poland	43%	17%
USA	43%	14%
Sweden	41%	14%
Brazil	40%	20%
Italy	39%	19%
Canada	38%	18%
Great Britain	37%	22%
Spain	34%	30%
Australia	33%	22%
South Korea	32%	17%
Argentina	30%	22%
Belgium	29%	21%
France	27%	30%
Hungary	24%	22%
Japan	23%	18%

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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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.

Banking - It behaves responsibly

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

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	39%	25%
China	70%	9%
India	70%	11%
Saudi Arabia	66%	7%
South Africa	53%	19%
USA	46%	17%
Poland	41%	28%
Brazil	40%	26%
Canada	40%	21%
Turkey	37%	22%
Japan	37%	16%
Germany	34%	23%
Sweden	34%	24%
Great Britain	34%	26%
South Korea	33%	25%
Italy	32%	27%
Australia	32%	33%
Belgium	30%	24%
Spain	24%	44%
Hungary	23%	36%
Argentina	22%	34%
France	21%	41%

Banking - 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 [SECTOR]?

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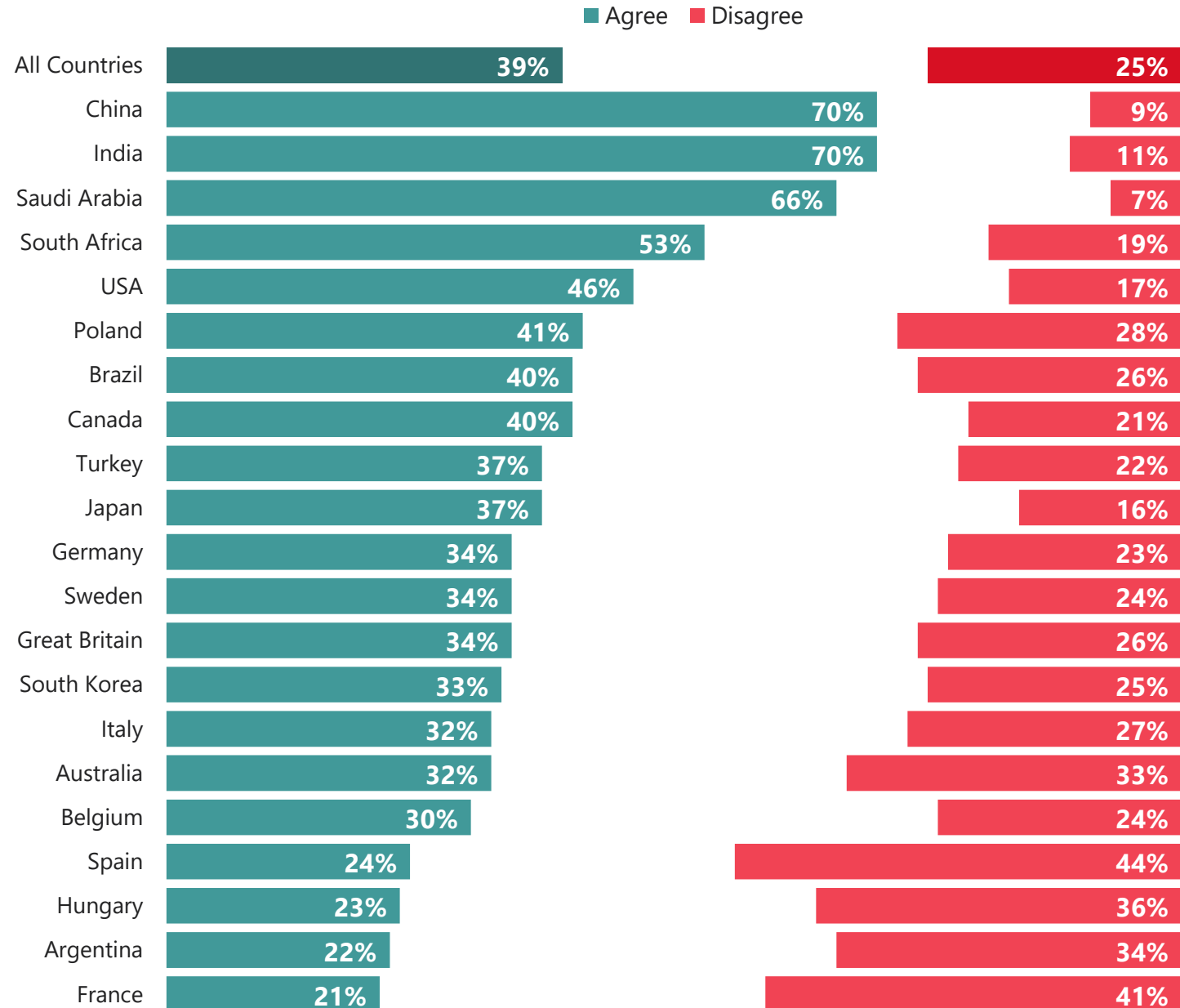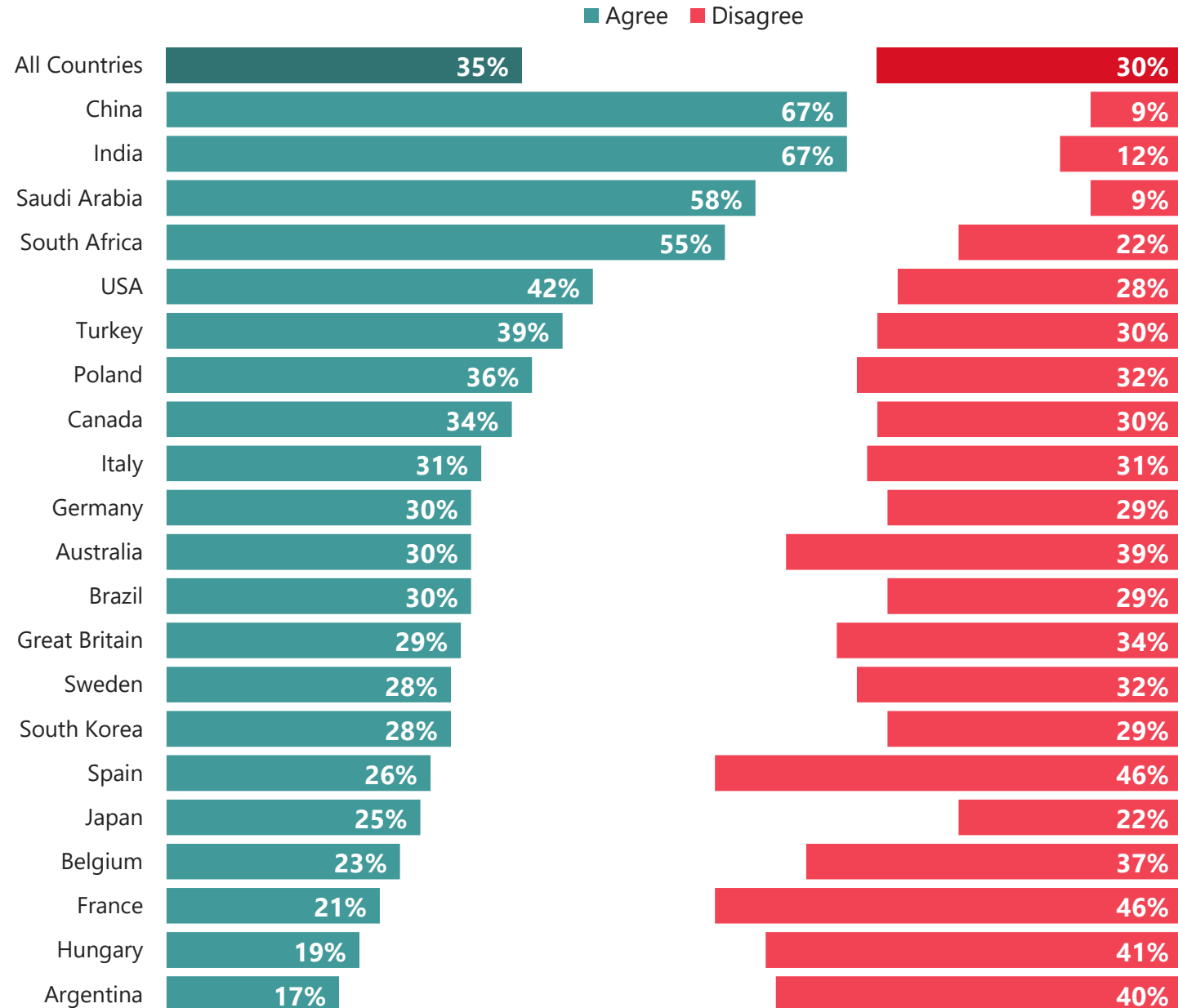
■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	35%	30%
China	67%	9%
India	67%	12%
Saudi Arabia	58%	9%
South Africa	55%	22%
USA	42%	28%
Turkey	39%	30%
Poland	36%	32%
Canada	34%	30%
Italy	31%	31%
Germany	30%	29%
Australia	30%	39%
Brazil	30%	29%
Great Britain	29%	34%
Sweden	28%	32%
South Korea	28%	29%
Spain	26%	46%
Japan	25%	22%
Belgium	23%	37%
France	21%	46%
Hungary	19%	41%
Argentina	17%	40%

Banking - It is reliable/keeps its promises

Q.
To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?
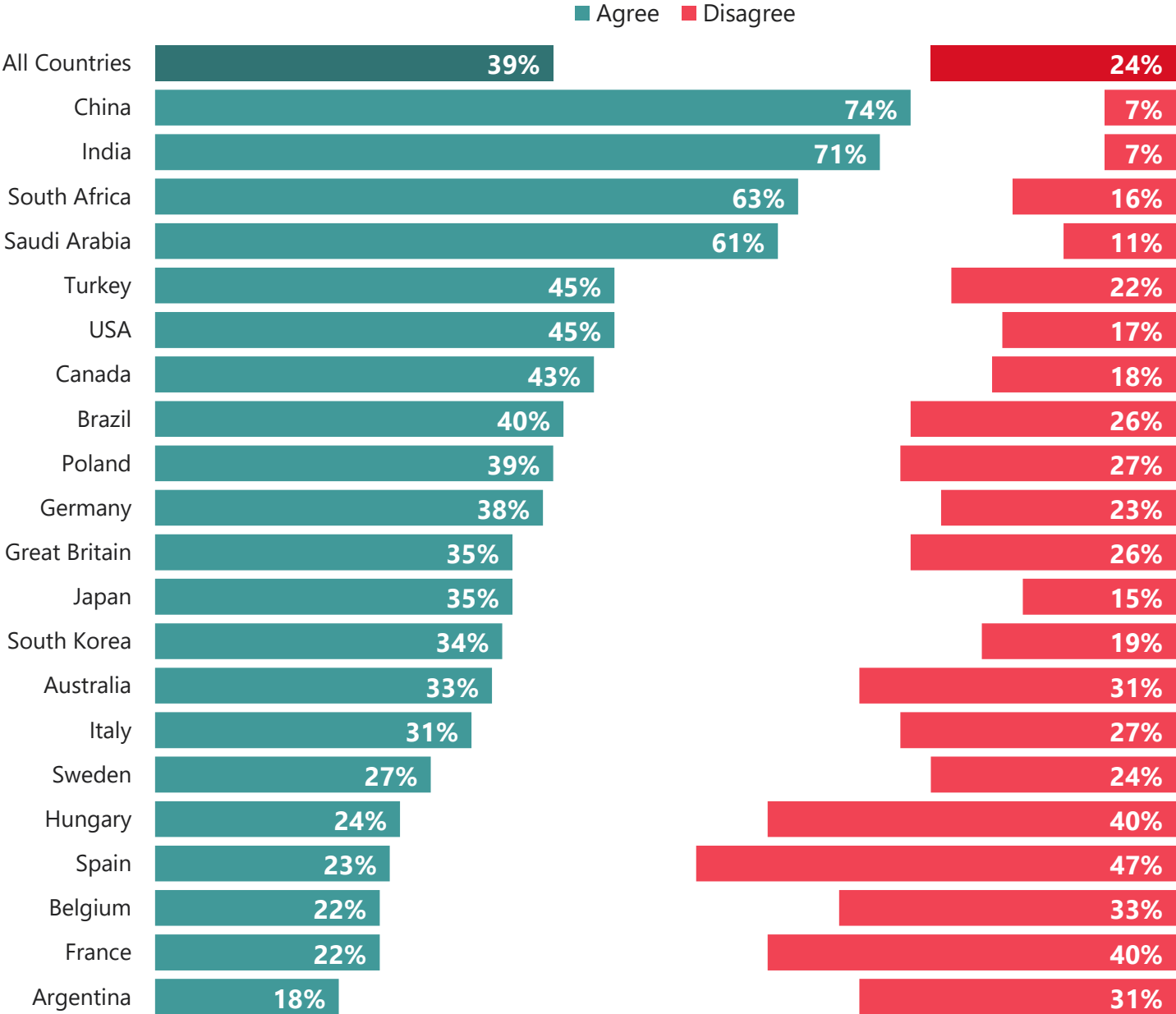
Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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The "Global Country Average" reflects the average result for all the countries where 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.

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	39%	24%
China	74%	7%
India	71%	7%
South Africa	63%	16%
Saudi Arabia	61%	11%
Turkey	45%	22%
USA	45%	17%
Canada	43%	18%
Brazil	40%	26%
Poland	39%	27%
Germany	38%	23%
Great Britain	35%	26%
Japan	35%	15%
South Korea	34%	19%
Australia	33%	31%
Italy	31%	27%
Sweden	27%	24%
Hungary	24%	40%
Spain	23%	47%
Belgium	22%	33%
France	22%	40%
Argentina	18%	31%

Ipsos

Banking - It shares my values

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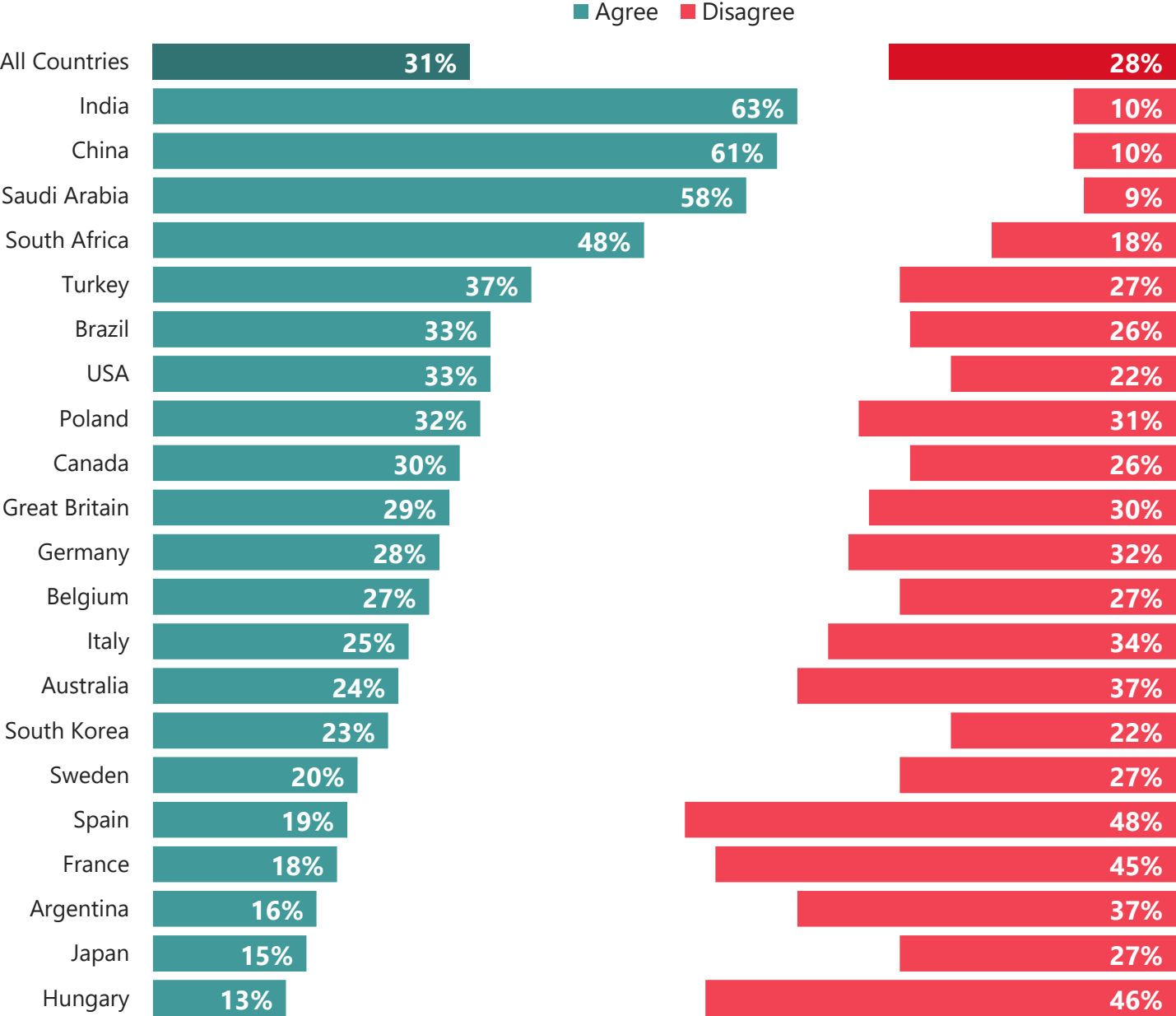To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

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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.

■ Agree ■ Disagree

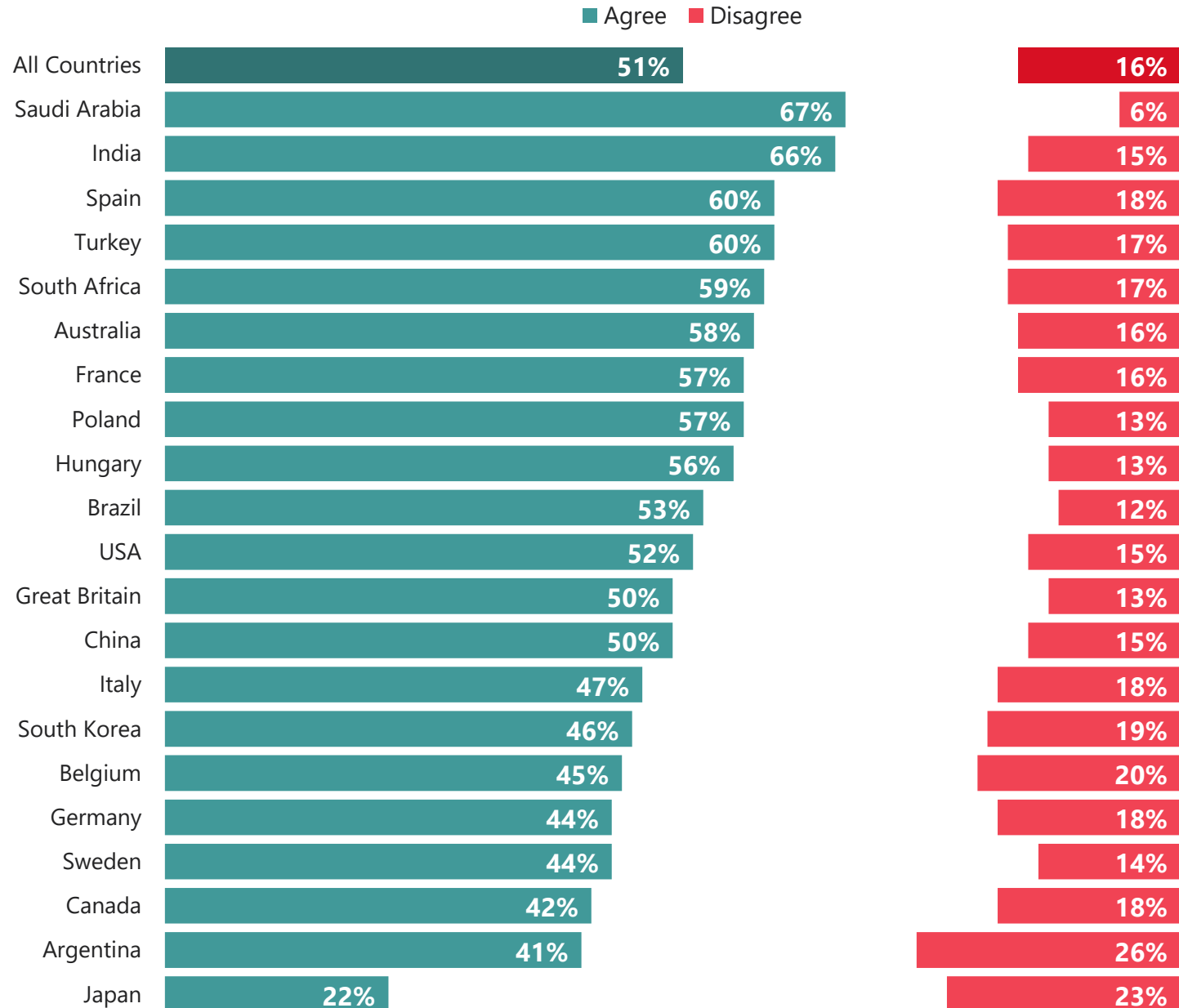| Country	Agree	Disagree
All Countries	31%	28%
India	63%	10%
China	61%	10%
Saudi Arabia	58%	9%
South Africa	48%	18%
Turkey	37%	27%
Brazil	33%	26%
USA	33%	22%
Poland	32%	31%
Canada	30%	26%
Great Britain	29%	30%
Germany	28%	32%
Belgium	27%	27%
Italy	25%	34%
Australia	24%	37%
South Korea	23%	22%
Sweden	20%	27%
Spain	19%	48%
France	18%	45%
Argentina	16%	37%
Japan	15%	27%
Hungary	13%	46%

Ipsos

Banking - 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 [SECTOR]?

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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.

■ Agree ■ Disagree

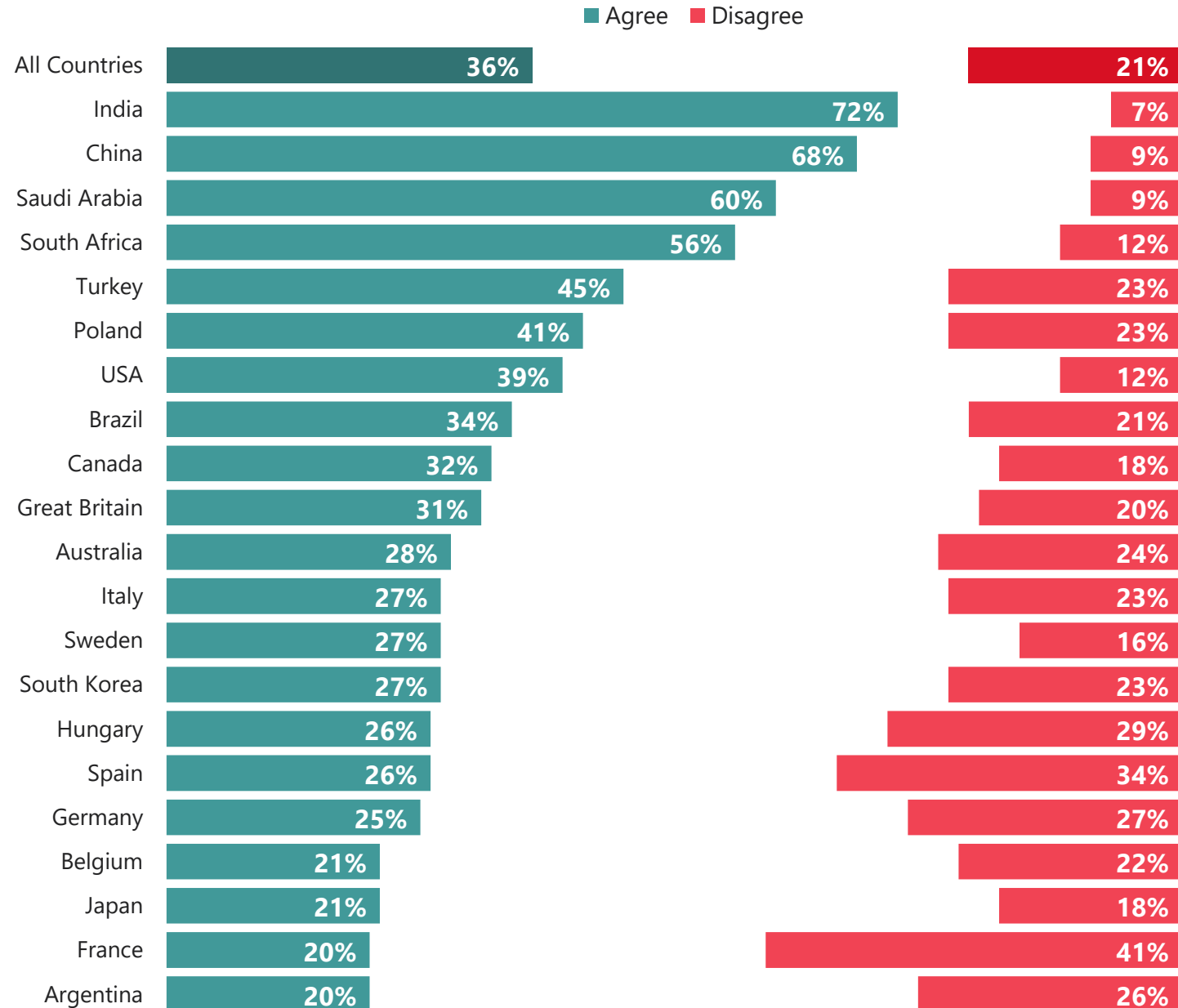| Country	Agree	Disagree
All Countries	51%	16%
Saudi Arabia	67%	6%
India	66%	15%
Spain	60%	18%
Turkey	60%	17%
South Africa	59%	17%
Australia	58%	16%
France	57%	16%
Poland	57%	13%
Hungary	56%	13%
Brazil	53%	12%
USA	52%	15%
Great Britain	50%	13%
China	50%	15%
Italy	47%	18%
South Korea	46%	19%
Belgium	45%	20%
Germany	44%	18%
Sweden	44%	14%
Canada	42%	18%
Argentina	41%	26%
Japan	22%	23%

Banking - It is environmentally sustainable

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

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■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	36%	21%
India	72%	7%
China	68%	9%
Saudi Arabia	60%	9%
South Africa	56%	12%
Turkey	45%	23%
Poland	41%	23%
USA	39%	12%
Brazil	34%	21%
Canada	32%	18%
Great Britain	31%	20%
Australia	28%	24%
Italy	27%	23%
Sweden	27%	16%
South Korea	27%	23%
Hungary	26%	29%
Spain	26%	34%
Germany	25%	27%
Belgium	21%	22%
Japan	21%	18%
France	20%	41%
Argentina	20%	26%

Food & Drink Companies

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Food and drink - It is good at what it does

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.
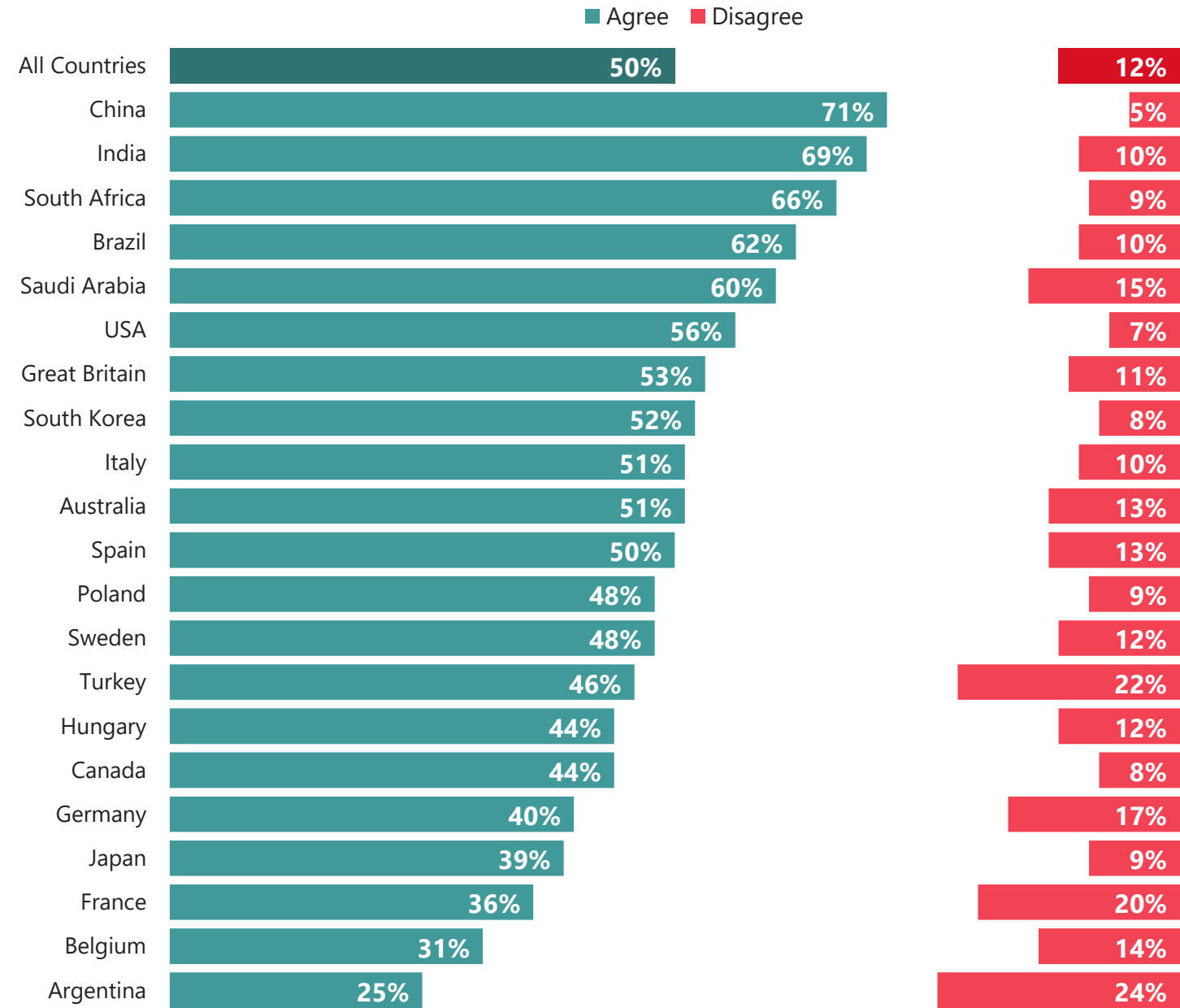
■ Agree   ■ Disagree

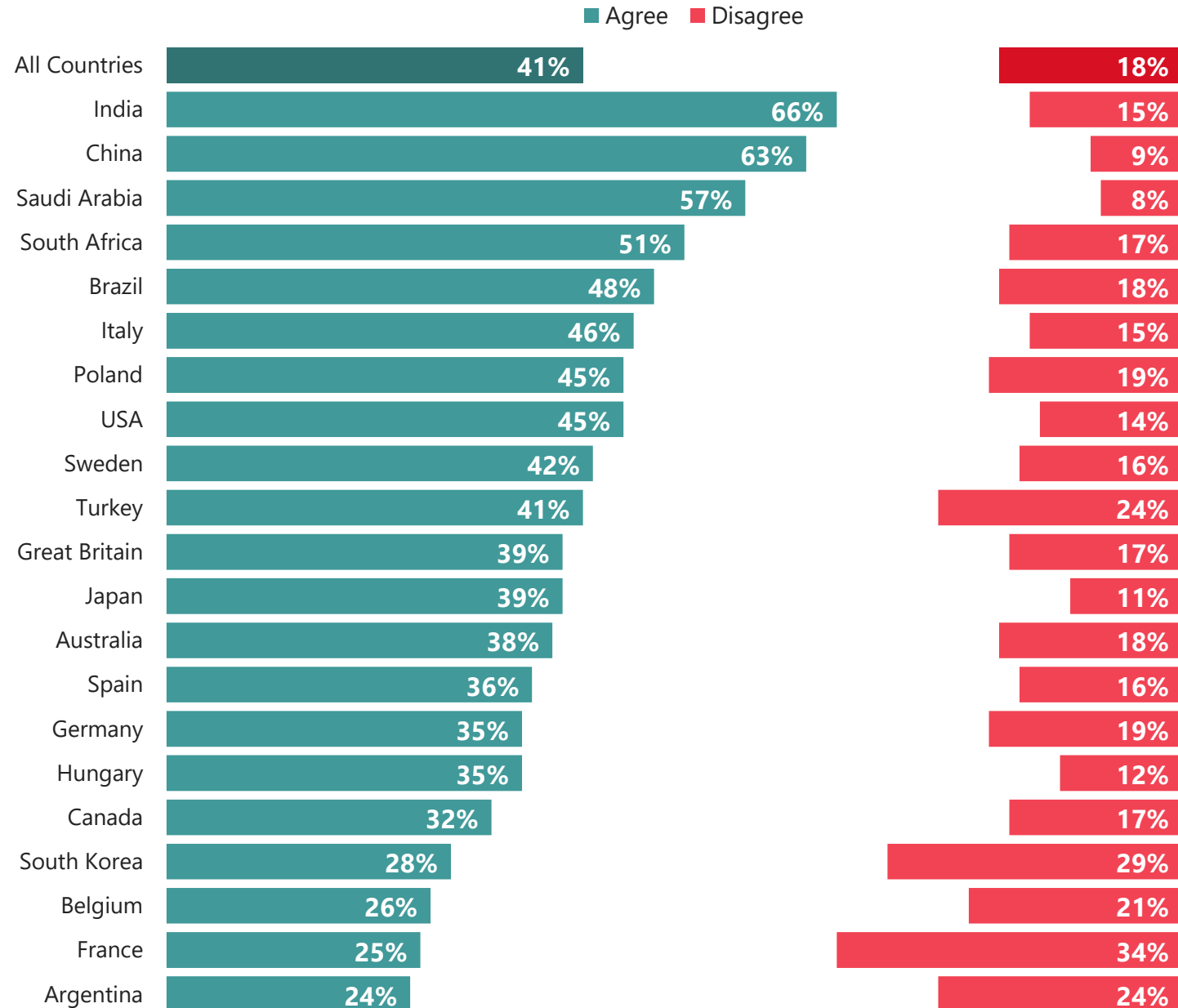| Country	Agree	Disagree
All Countries	50%	12%
China	71%	5%
India	69%	10%
South Africa	66%	9%
Brazil	62%	10%
Saudi Arabia	60%	15%
USA	56%	7%
Great Britain	53%	11%
South Korea	52%	8%
Italy	51%	10%
Australia	51%	13%
Spain	50%	13%
Poland	48%	9%
Sweden	48%	12%
Turkey	46%	22%
Hungary	44%	12%
Canada	44%	8%
Germany	40%	17%
Japan	39%	9%
France	36%	20%
Belgium	31%	14%
Argentina	25%	24%

Food and drink - 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 [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

Country	Agree	Disagree
All Countries	41%	18%
India	66%	15%
China	63%	9%
Saudi Arabia	57%	8%
South Africa	51%	17%
Brazil	48%	18%
Italy	46%	15%
Poland	45%	19%
USA	45%	14%
Sweden	42%	16%
Turkey	41%	24%
Great Britain	39%	17%
Japan	39%	11%
Australia	38%	18%
Spain	36%	16%
Germany	35%	19%
Hungary	35%	12%
Canada	32%	17%
South Korea	28%	29%
Belgium	26%	21%
France	25%	34%
Argentina	24%	24%

Food and drink - It is well led

Q.
To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?
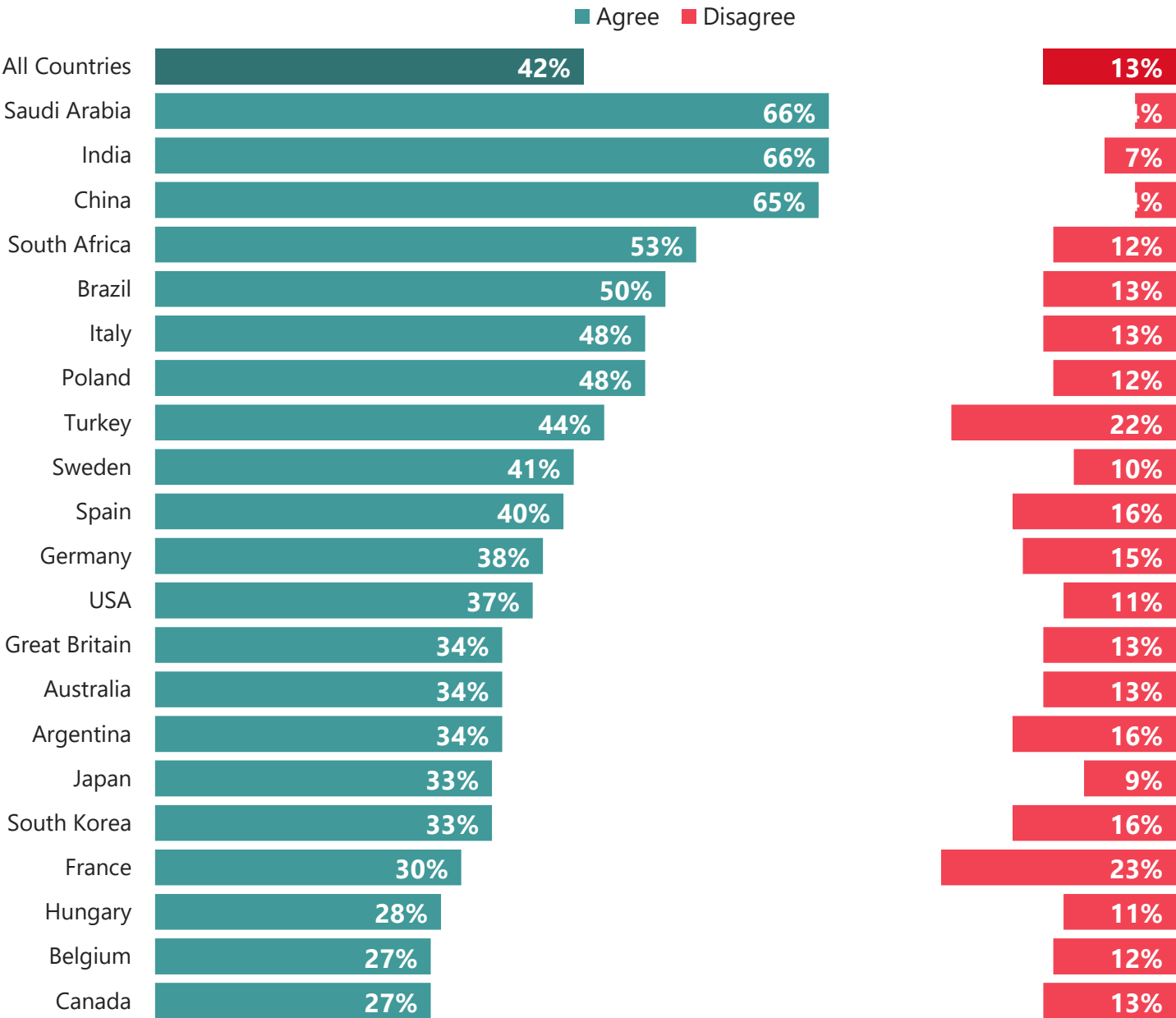
Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent 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.

■ Agree ■ Disagree

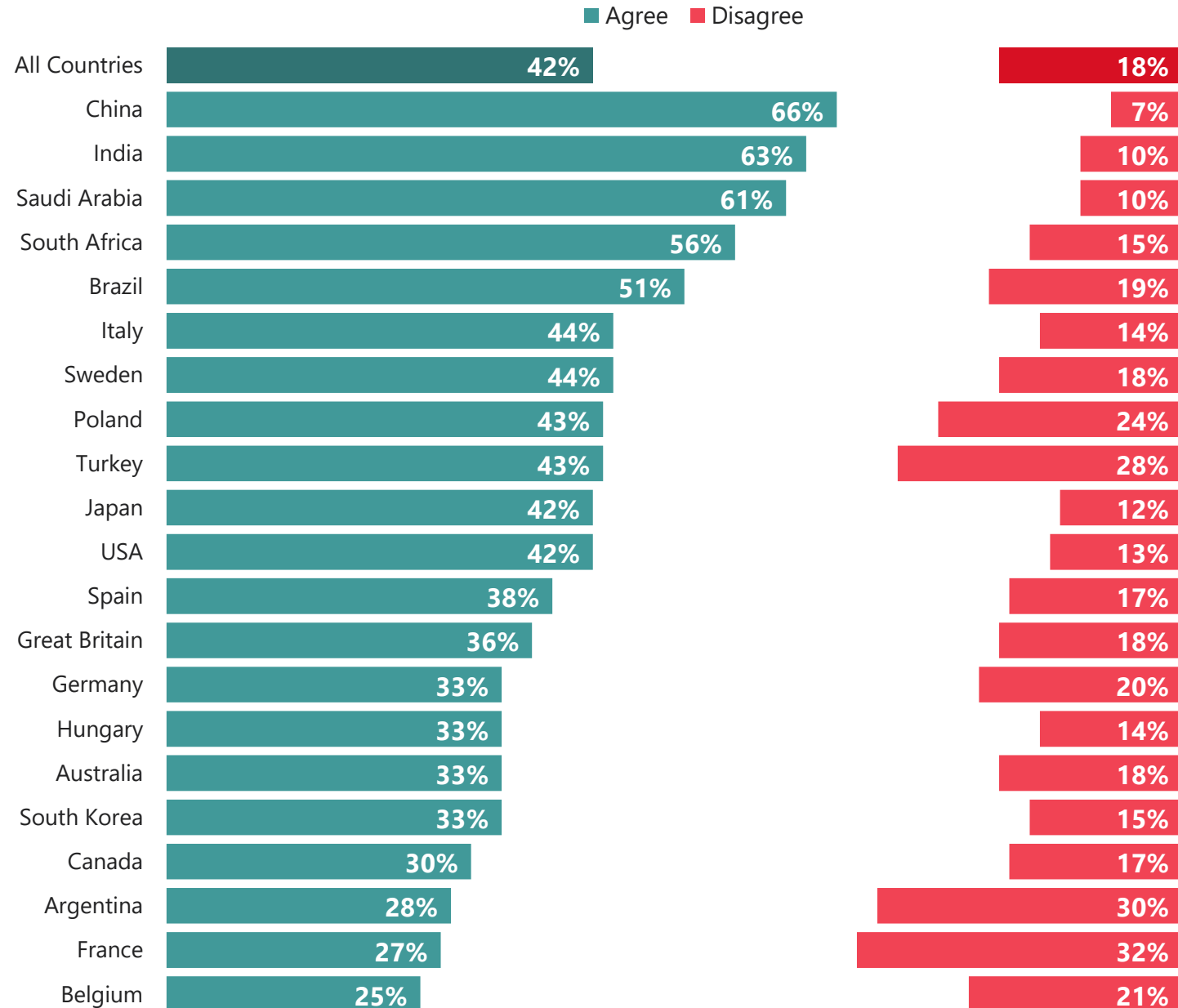| Country	Agree	Disagree
All Countries	42%	13%
Saudi Arabia	66%	
India	66%	7%
China	65%	
South Africa	53%	12%
Brazil	50%	13%
Italy	48%	13%
Poland	48%	12%
Turkey	44%	22%
Sweden	41%	10%
Spain	40%	16%
Germany	38%	15%
USA	37%	11%
Great Britain	34%	13%
Australia	34%	13%
Argentina	34%	16%
Japan	33%	9%
South Korea	33%	16%
France	30%	23%
Hungary	28%	11%
Belgium	27%	12%
Canada	27%	13%

Food and drink - It behaves responsibly

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

■ Agree ■ Disagree

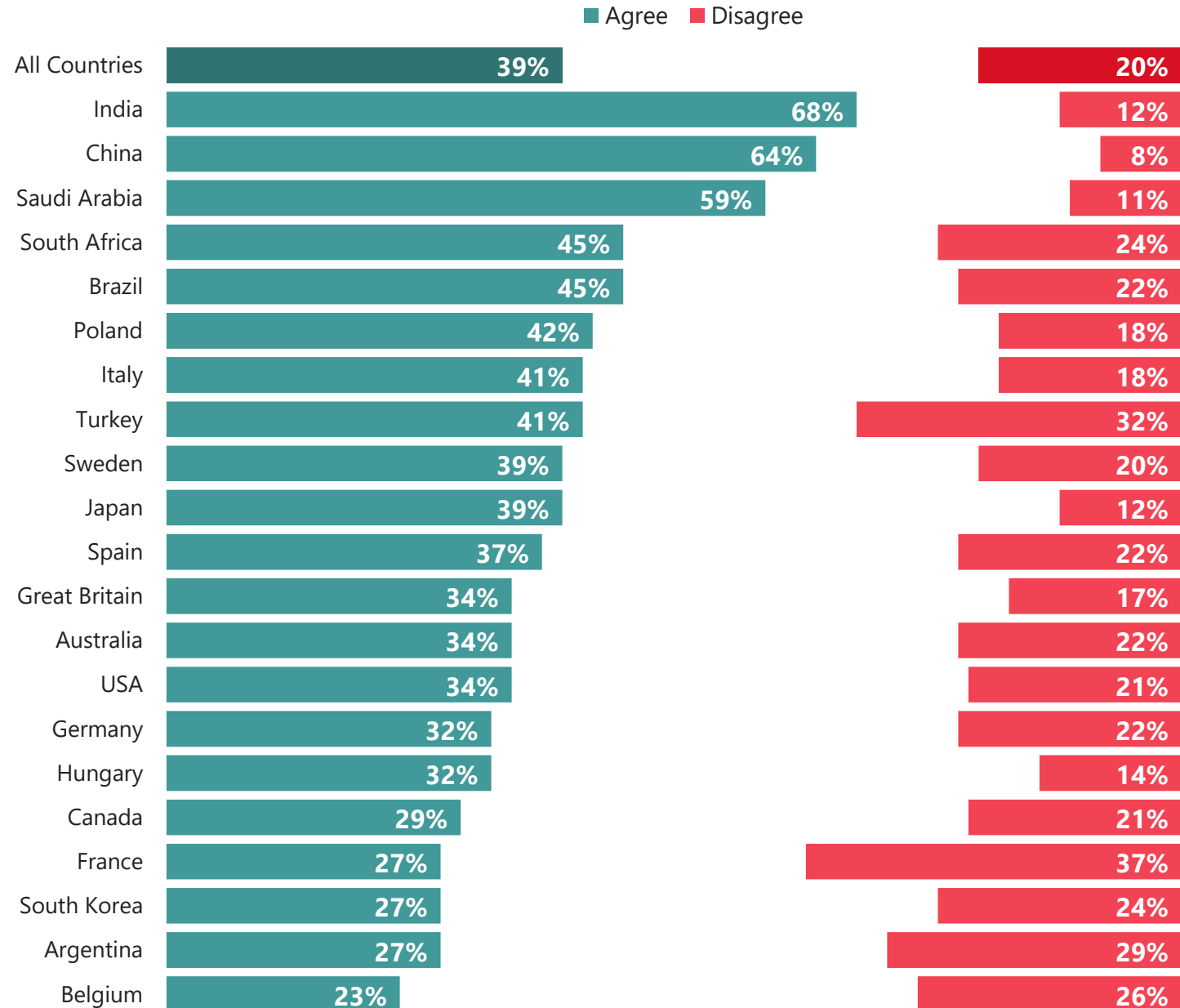| Country	Agree	Disagree
All Countries	42%	18%
China	66%	7%
India	63%	10%
Saudi Arabia	61%	10%
South Africa	56%	15%
Brazil	51%	19%
Italy	44%	14%
Sweden	44%	18%
Poland	43%	24%
Turkey	43%	28%
Japan	42%	12%
USA	42%	13%
Spain	38%	17%
Great Britain	36%	18%
Germany	33%	20%
Hungary	33%	14%
Australia	33%	18%
South Korea	33%	15%
Canada	30%	17%
Argentina	28%	30%
France	27%	32%
Belgium	25%	21%

Food and drink - It is open and transparent about what it does

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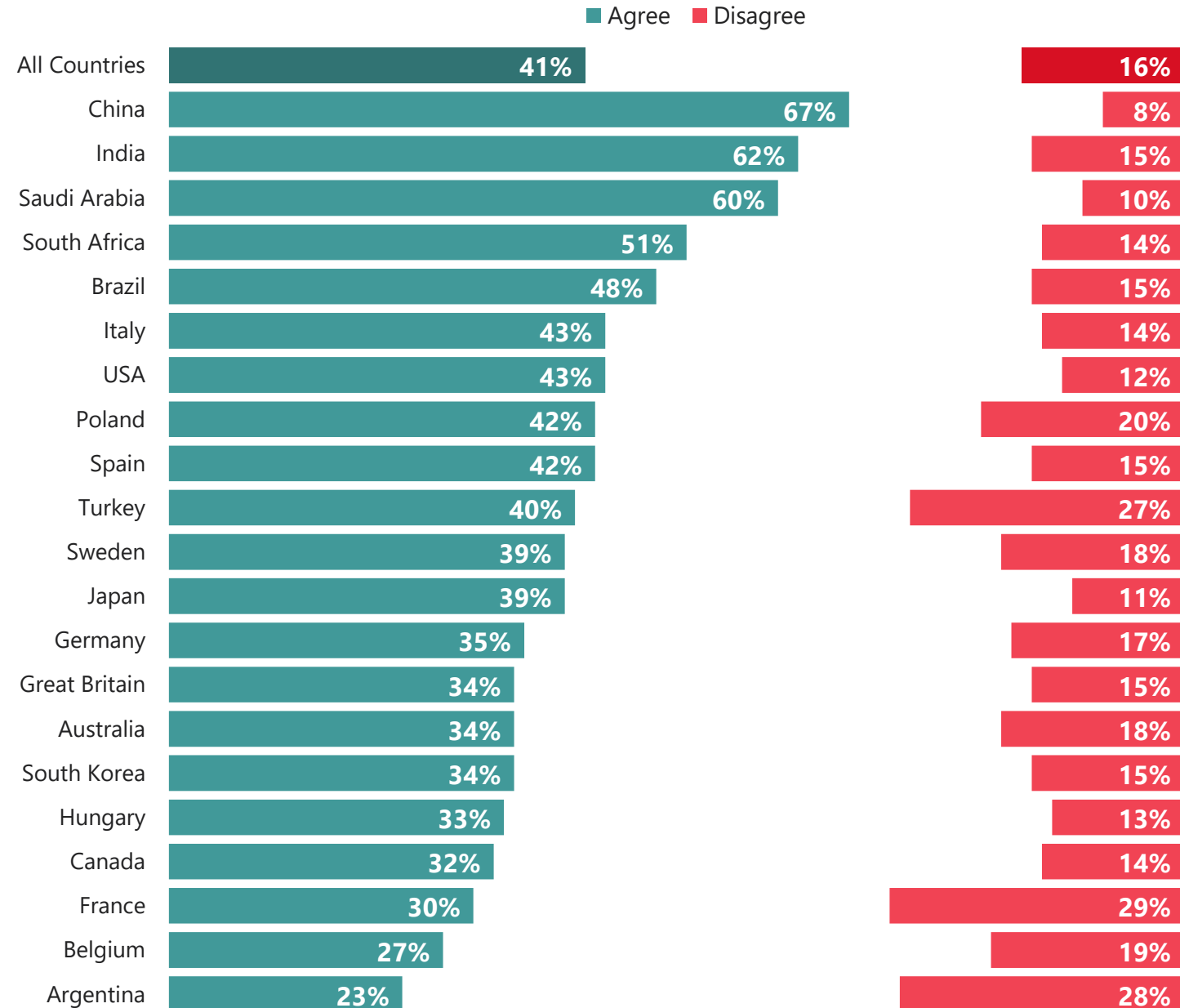To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	39%	20%
India	68%	12%
China	64%	8%
Saudi Arabia	59%	11%
South Africa	45%	24%
Brazil	45%	22%
Poland	42%	18%
Italy	41%	18%
Turkey	41%	32%
Sweden	39%	20%
Japan	39%	12%
Spain	37%	22%
Great Britain	34%	17%
Australia	34%	22%
USA	34%	21%
Germany	32%	22%
Hungary	32%	14%
Canada	29%	21%
France	27%	37%
South Korea	27%	24%
Argentina	27%	29%
Belgium	23%	26%

Food and drink - It is reliable/keeps its promises

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

■ Agree   ■ Disagree

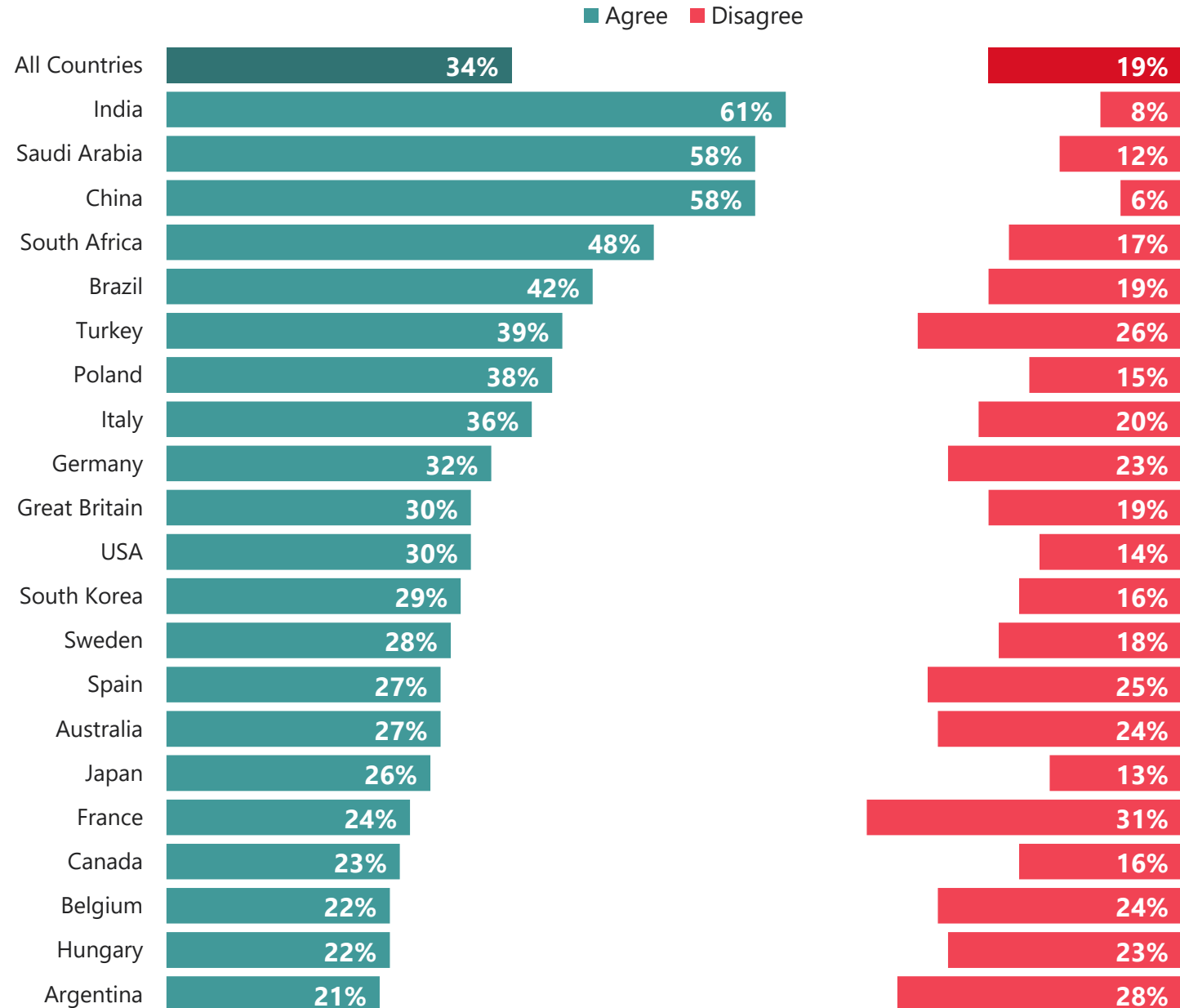| Country	Agree	Disagree
All Countries	41%	16%
China	67%	8%
India	62%	15%
Saudi Arabia	60%	10%
South Africa	51%	14%
Brazil	48%	15%
Italy	43%	14%
USA	43%	12%
Poland	42%	20%
Spain	42%	15%
Turkey	40%	27%
Sweden	39%	18%
Japan	39%	11%
Germany	35%	17%
Great Britain	34%	15%
Australia	34%	18%
South Korea	34%	15%
Hungary	33%	13%
Canada	32%	14%
France	30%	29%
Belgium	27%	19%
Argentina	23%	28%

Food and drink - It shares my values

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

■ Agree   ■ Disagree

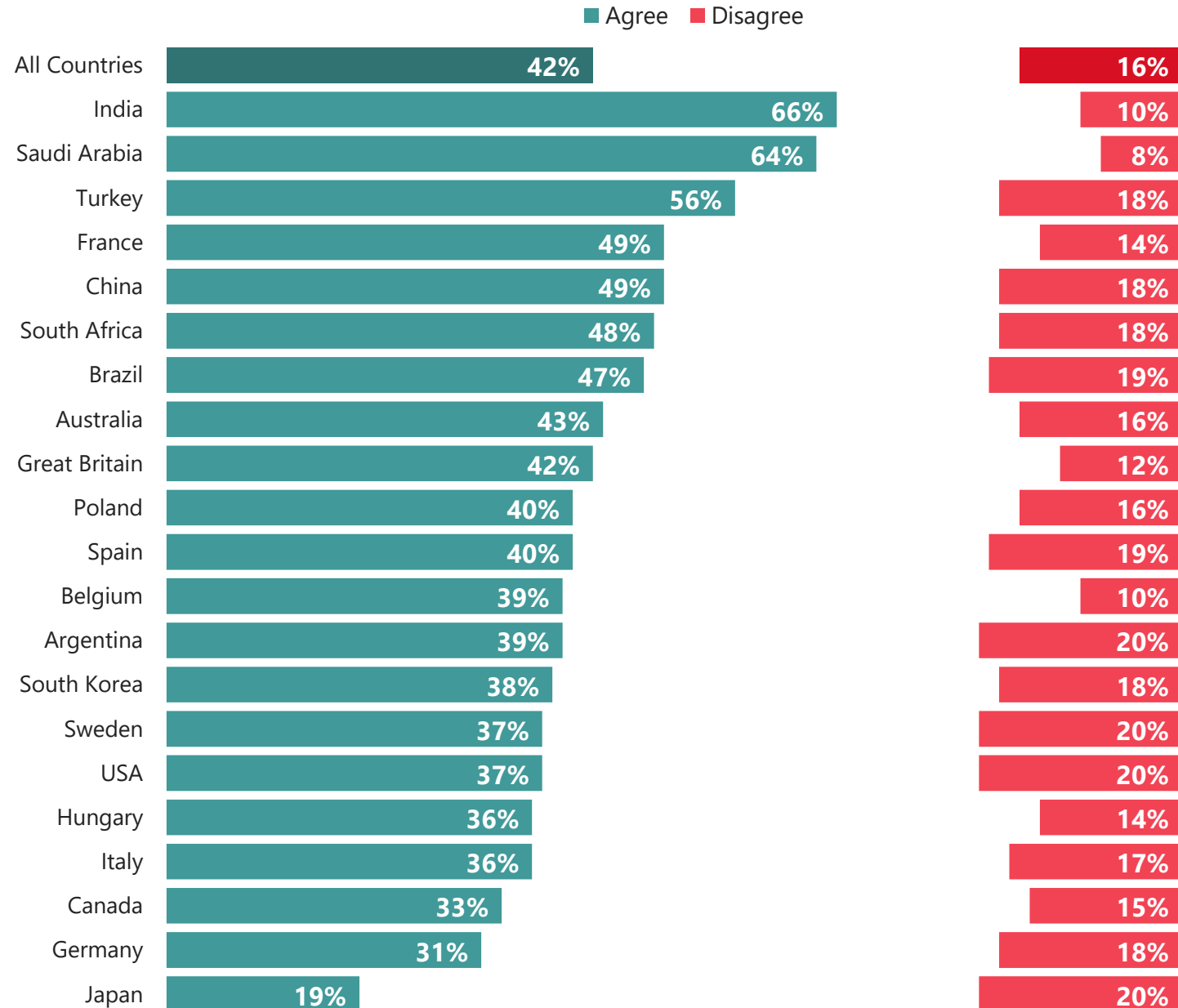| Country	Agree	Disagree
All Countries	34%	19%
India	61%	8%
Saudi Arabia	58%	12%
China	58%	6%
South Africa	48%	17%
Brazil	42%	19%
Turkey	39%	26%
Poland	38%	15%
Italy	36%	20%
Germany	32%	23%
Great Britain	30%	19%
USA	30%	14%
South Korea	29%	16%
Sweden	28%	18%
Spain	27%	25%
Australia	27%	24%
Japan	26%	13%
France	24%	31%
Canada	23%	16%
Belgium	22%	24%
Hungary	22%	23%
Argentina	21%	28%

Food and drink - 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 [SECTOR]?

■ Agree ■ Disagree

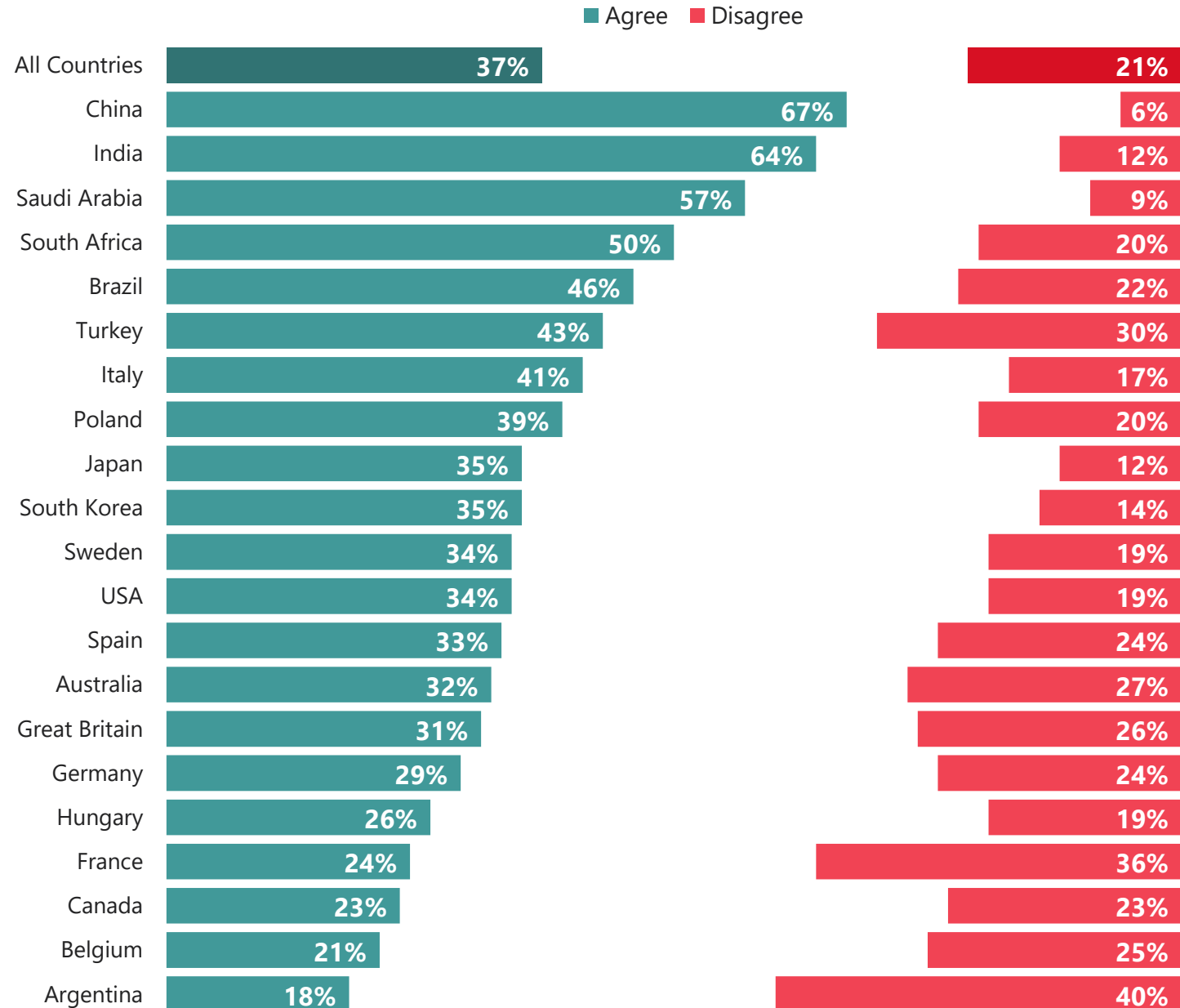| Country	Agree	Disagree
All Countries	42%	16%
India	66%	10%
Saudi Arabia	64%	8%
Turkey	56%	18%
France	49%	14%
China	49%	18%
South Africa	48%	18%
Brazil	47%	19%
Australia	43%	16%
Great Britain	42%	12%
Poland	40%	16%
Spain	40%	19%
Belgium	39%	10%
Argentina	39%	20%
South Korea	38%	18%
Sweden	37%	20%
USA	37%	20%
Hungary	36%	14%
Italy	36%	17%
Canada	33%	15%
Germany	31%	18%
Japan	19%	20%

Food and drink - It is environmentally sustainable

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

■ Agree ■ Disagree

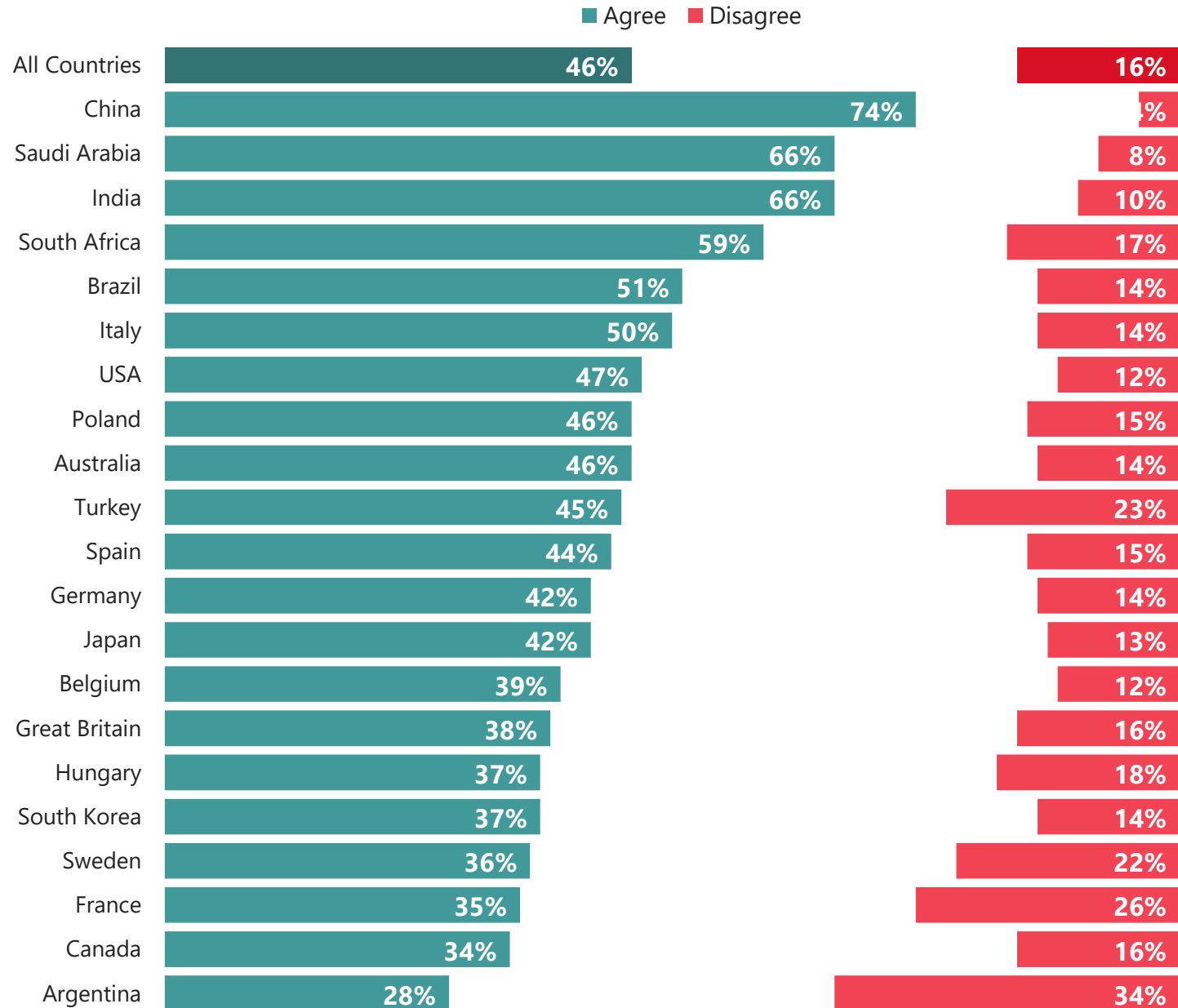| Country	Agree	Disagree
All Countries	37%	21%
China	67%	6%
India	64%	12%
Saudi Arabia	57%	9%
South Africa	50%	20%
Brazil	46%	22%
Turkey	43%	30%
Italy	41%	17%
Poland	39%	20%
Japan	35%	12%
South Korea	35%	14%
Sweden	34%	19%
USA	34%	19%
Spain	33%	24%
Australia	32%	27%
Great Britain	31%	26%
Germany	29%	24%
Hungary	26%	19%
France	24%	36%
Canada	23%	23%
Belgium	21%	25%
Argentina	18%	40%

Ipsos

Food and drink - If it provides good value for price

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

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	46%	16%
China	74%	
Saudi Arabia	66%	8%
India	66%	10%
South Africa	59%	17%
Brazil	51%	14%
Italy	50%	14%
USA	47%	12%
Poland	46%	15%
Australia	46%	14%
Turkey	45%	23%
Spain	44%	15%
Germany	42%	14%
Japan	42%	13%
Belgium	39%	12%
Great Britain	38%	16%
Hungary	37%	18%
South Korea	37%	14%
Sweden	36%	22%
France	35%	26%
Canada	34%	16%
Argentina	28%	34%

Food and drink - If it provides good customer service

Q.
To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?
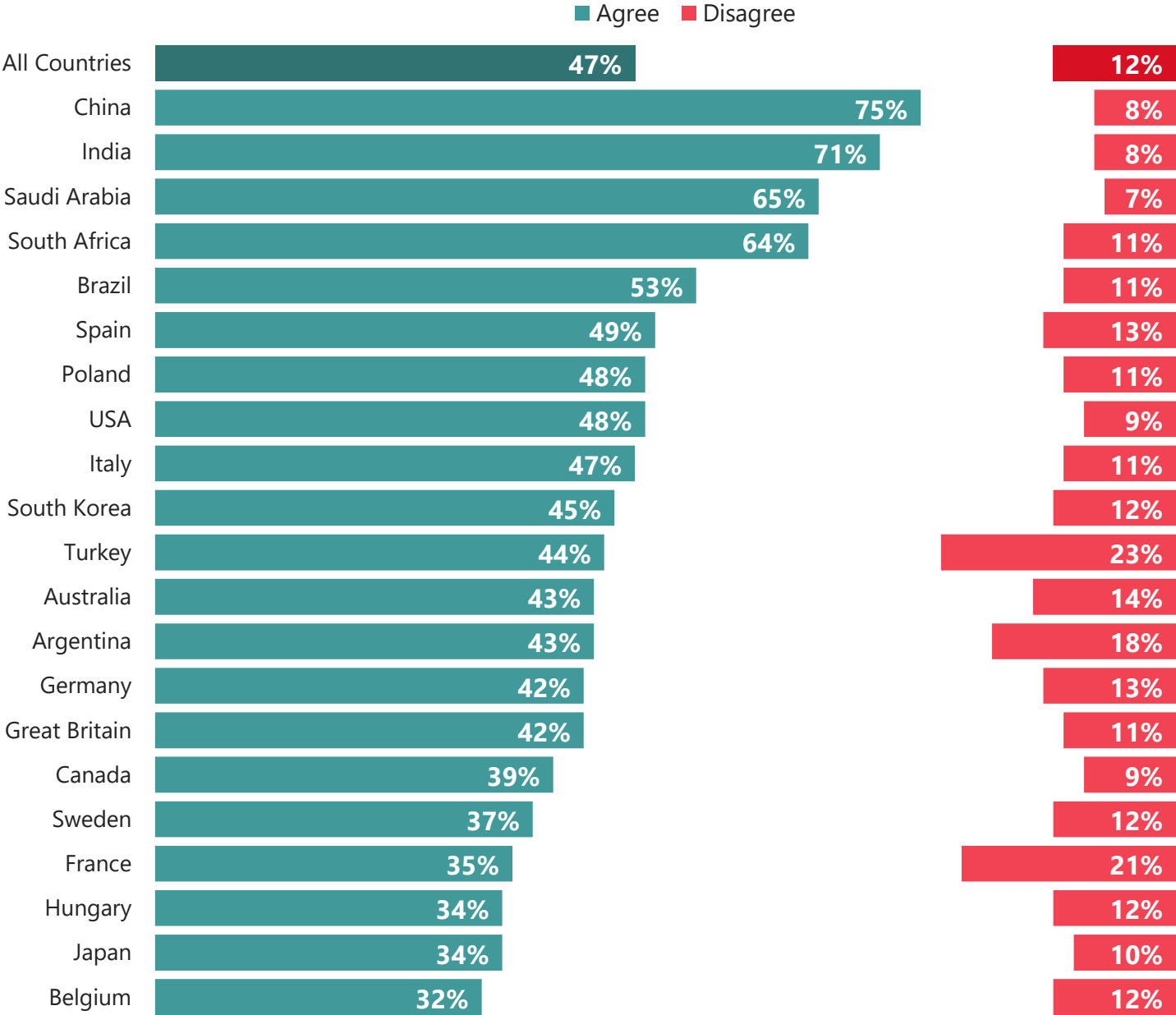
Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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The "Global Country Average" reflects the average result for all the countries where 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.

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	47%	12%
China	75%	8%
India	71%	8%
Saudi Arabia	65%	7%
South Africa	64%	11%
Brazil	53%	11%
Spain	49%	13%
Poland	48%	11%
USA	48%	9%
Italy	47%	11%
South Korea	45%	12%
Turkey	44%	23%
Australia	43%	14%
Argentina	43%	18%
Germany	42%	13%
Great Britain	42%	11%
Canada	39%	9%
Sweden	37%	12%
France	35%	21%
Hungary	34%	12%
Japan	34%	10%
Belgium	32%	12%

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Social Media Companies

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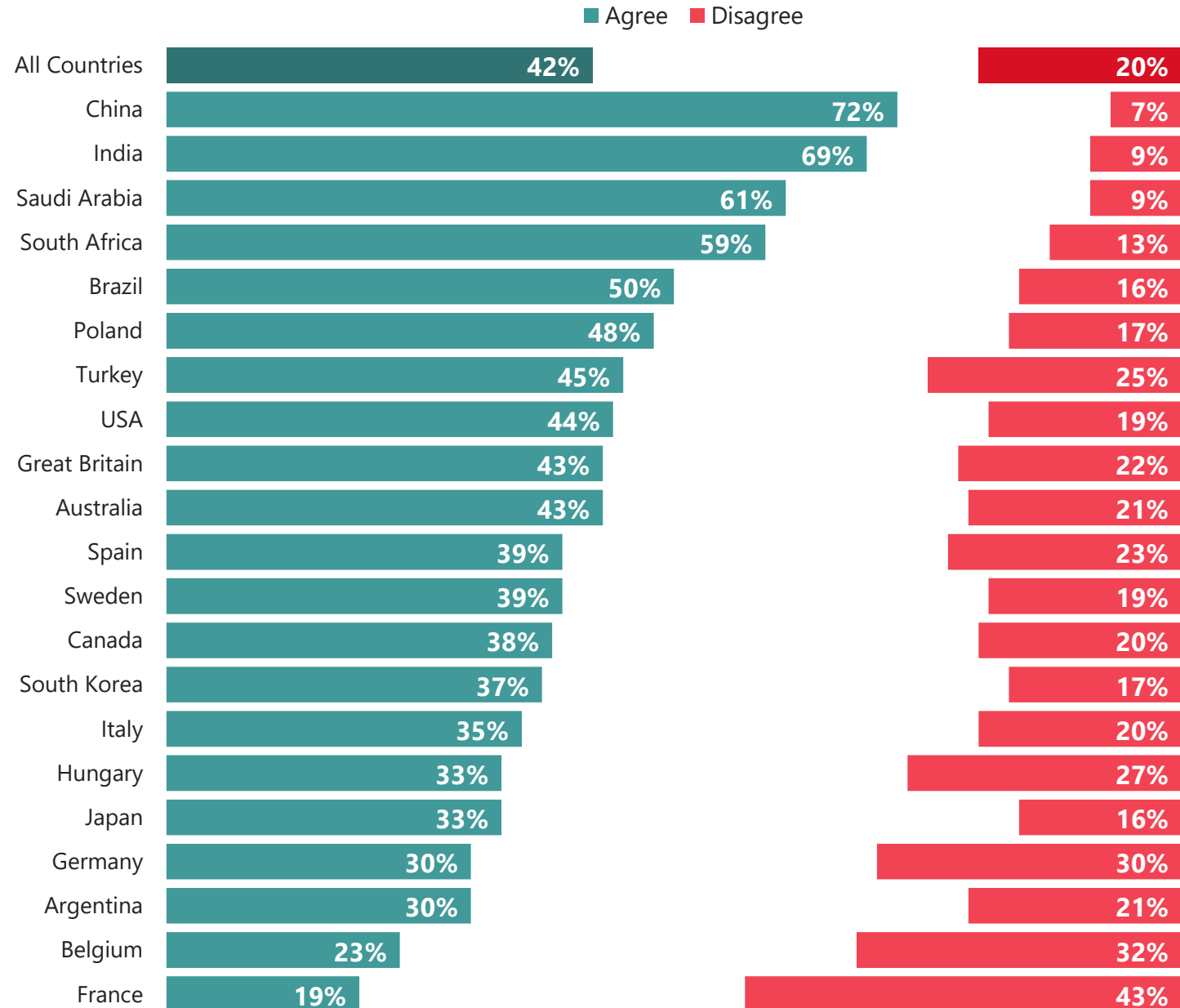
Social media companies - It is good at what it does

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

■ Agree ■ Disagree

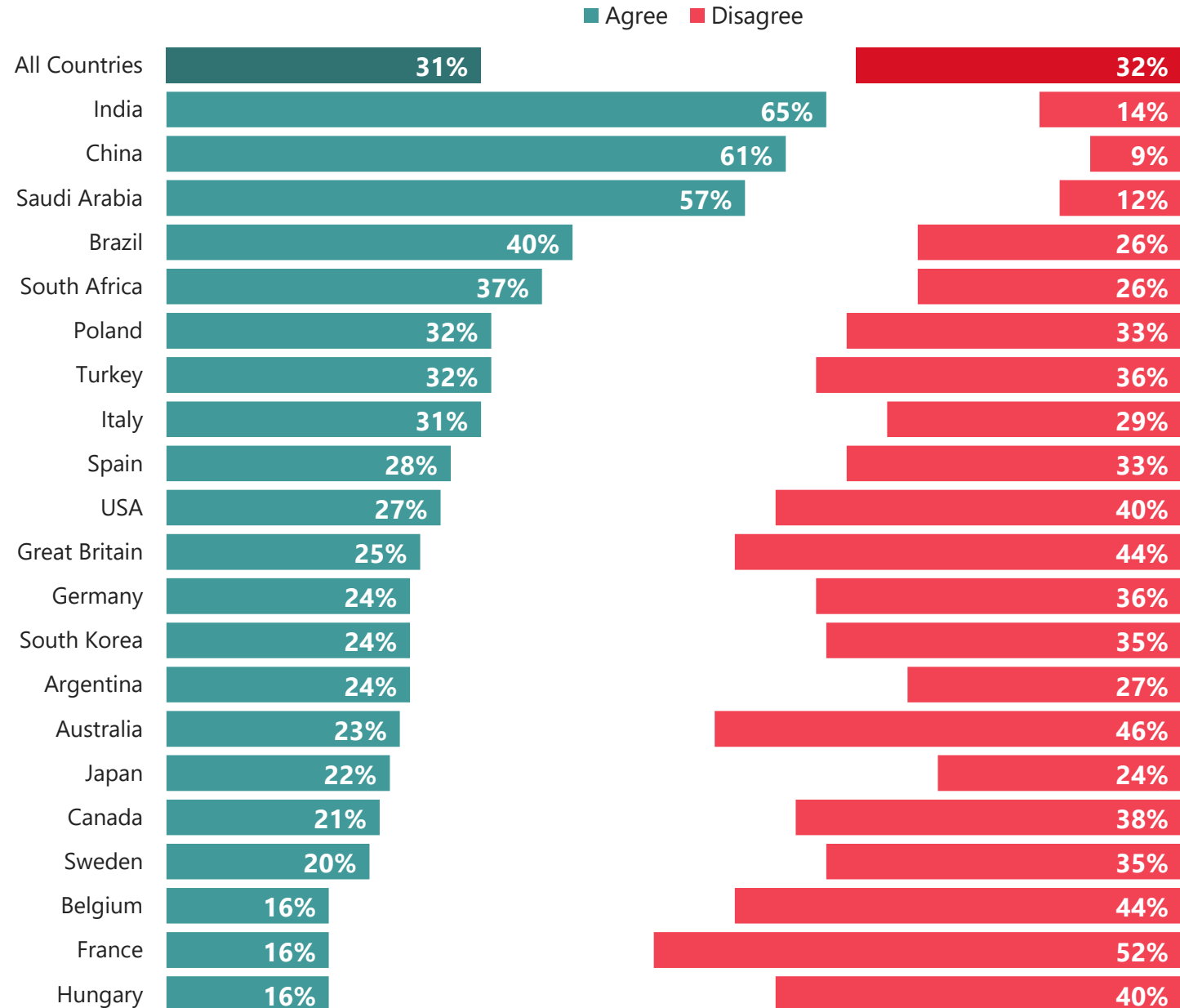| Country	Agree	Disagree
All Countries	42%	20%
China	72%	7%
India	69%	9%
Saudi Arabia	61%	9%
South Africa	59%	13%
Brazil	50%	16%
Poland	48%	17%
Turkey	45%	25%
USA	44%	19%
Great Britain	43%	22%
Australia	43%	21%
Spain	39%	23%
Sweden	39%	19%
Canada	38%	20%
South Korea	37%	17%
Italy	35%	20%
Hungary	33%	27%
Japan	33%	16%
Germany	30%	30%
Argentina	30%	21%
Belgium	23%	32%
France	19%	43%

Social media companies - 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 [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	31%	32%
India	65%	14%
China	61%	9%
Saudi Arabia	57%	12%
Brazil	40%	26%
South Africa	37%	26%
Poland	32%	33%
Turkey	32%	36%
Italy	31%	29%
Spain	28%	33%
USA	27%	40%
Great Britain	25%	44%
Germany	24%	36%
South Korea	24%	35%
Argentina	24%	27%
Australia	23%	46%
Japan	22%	24%
Canada	21%	38%
Sweden	20%	35%
Belgium	16%	44%
France	16%	52%
Hungary	16%	40%

Social media companies - It is well led

Q.
To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?
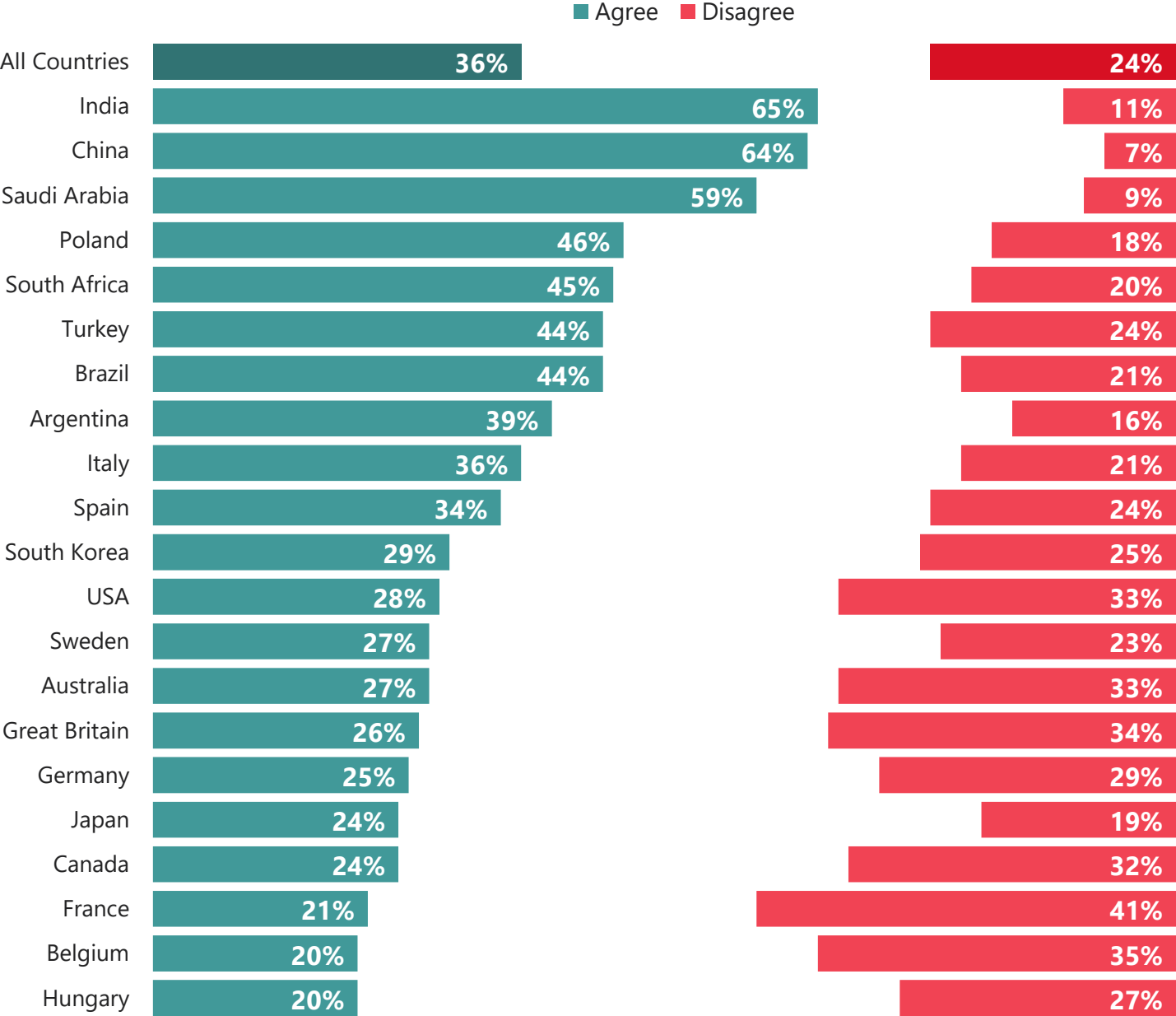
Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent 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.

■ Agree   ■ Disagree

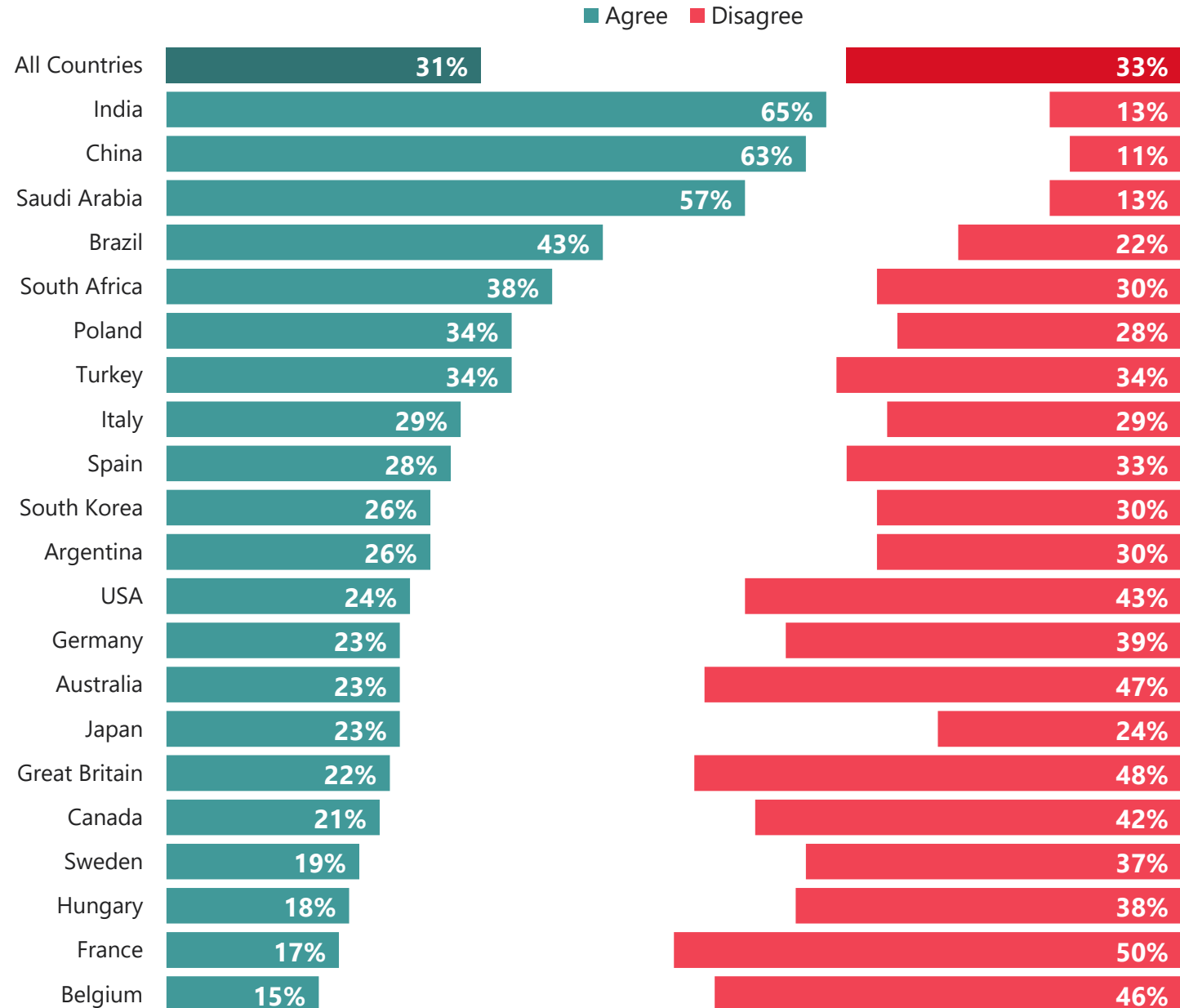| Country	Agree	Disagree
All Countries	36%	24%
India	65%	11%
China	64%	7%
Saudi Arabia	59%	9%
Poland	46%	18%
South Africa	45%	20%
Turkey	44%	24%
Brazil	44%	21%
Argentina	39%	16%
Italy	36%	21%
Spain	34%	24%
South Korea	29%	25%
USA	28%	33%
Sweden	27%	23%
Australia	27%	33%
Great Britain	26%	34%
Germany	25%	29%
Japan	24%	19%
Canada	24%	32%
France	21%	41%
Belgium	20%	35%
Hungary	20%	27%

Ipsos

Social media companies - It behaves responsibly

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	31%	33%
India	65%	13%
China	63%	11%
Saudi Arabia	57%	13%
Brazil	43%	22%
South Africa	38%	30%
Poland	34%	28%
Turkey	34%	34%
Italy	29%	29%
Spain	28%	33%
South Korea	26%	30%
Argentina	26%	30%
USA	24%	43%
Germany	23%	39%
Australia	23%	47%
Japan	23%	24%
Great Britain	22%	48%
Canada	21%	42%
Sweden	19%	37%
Hungary	18%	38%
France	17%	50%
Belgium	15%	46%

Social media companies - 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 [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.
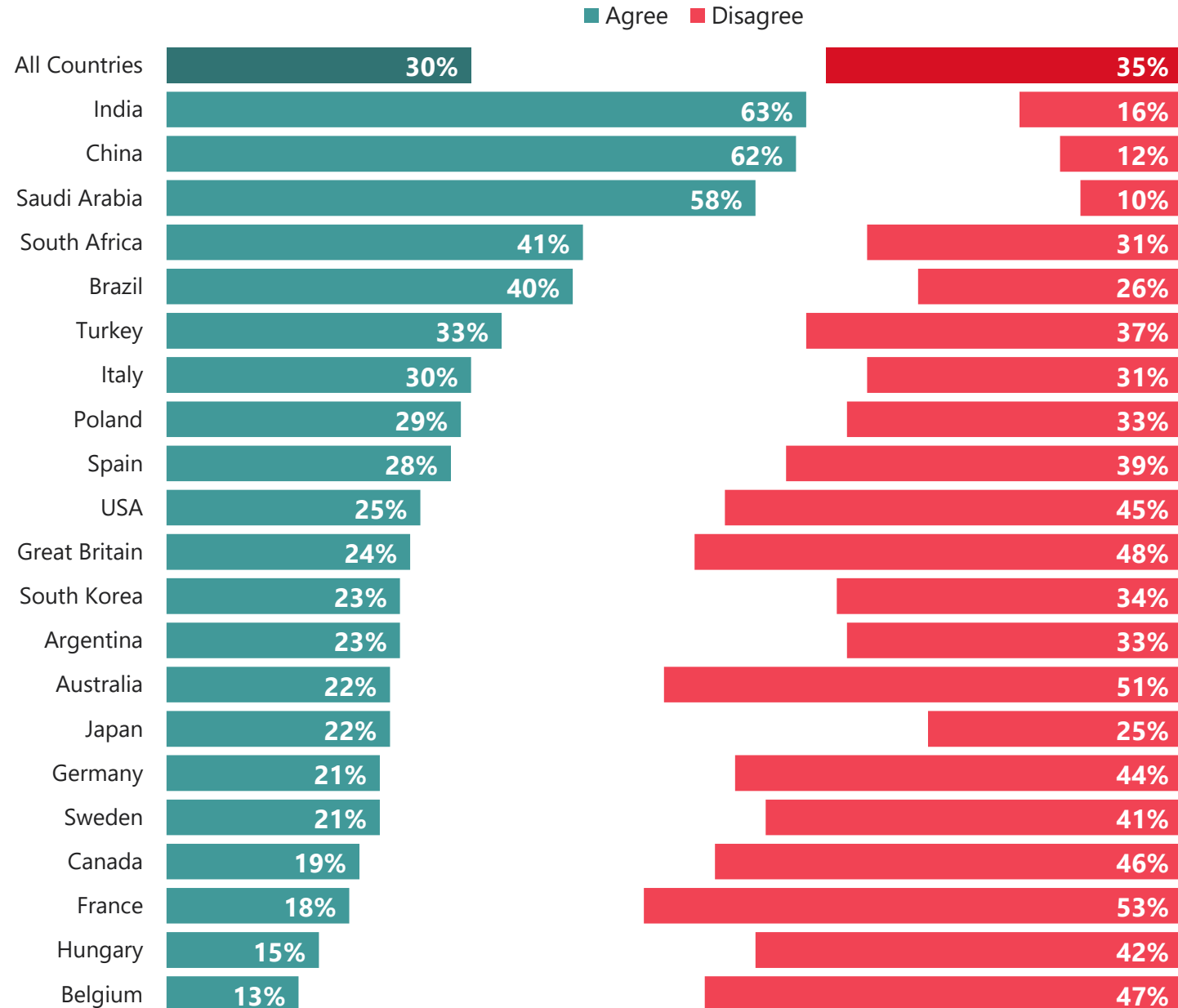
	Agree	Disagree
All Countries	30%	35%
India	63%	16%
China	62%	12%
Saudi Arabia	58%	10%
South Africa	41%	31%
Brazil	40%	26%
Turkey	33%	37%
Italy	30%	31%
Poland	29%	33%
Spain	28%	39%
USA	25%	45%
Great Britain	24%	48%
South Korea	23%	34%
Argentina	23%	33%
Australia	22%	51%
Japan	22%	25%
Germany	21%	44%
Sweden	21%	41%
Canada	19%	46%
France	18%	53%
Hungary	15%	42%
Belgium	13%	47%

Social media companies - It is reliable/keeps its promises

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.
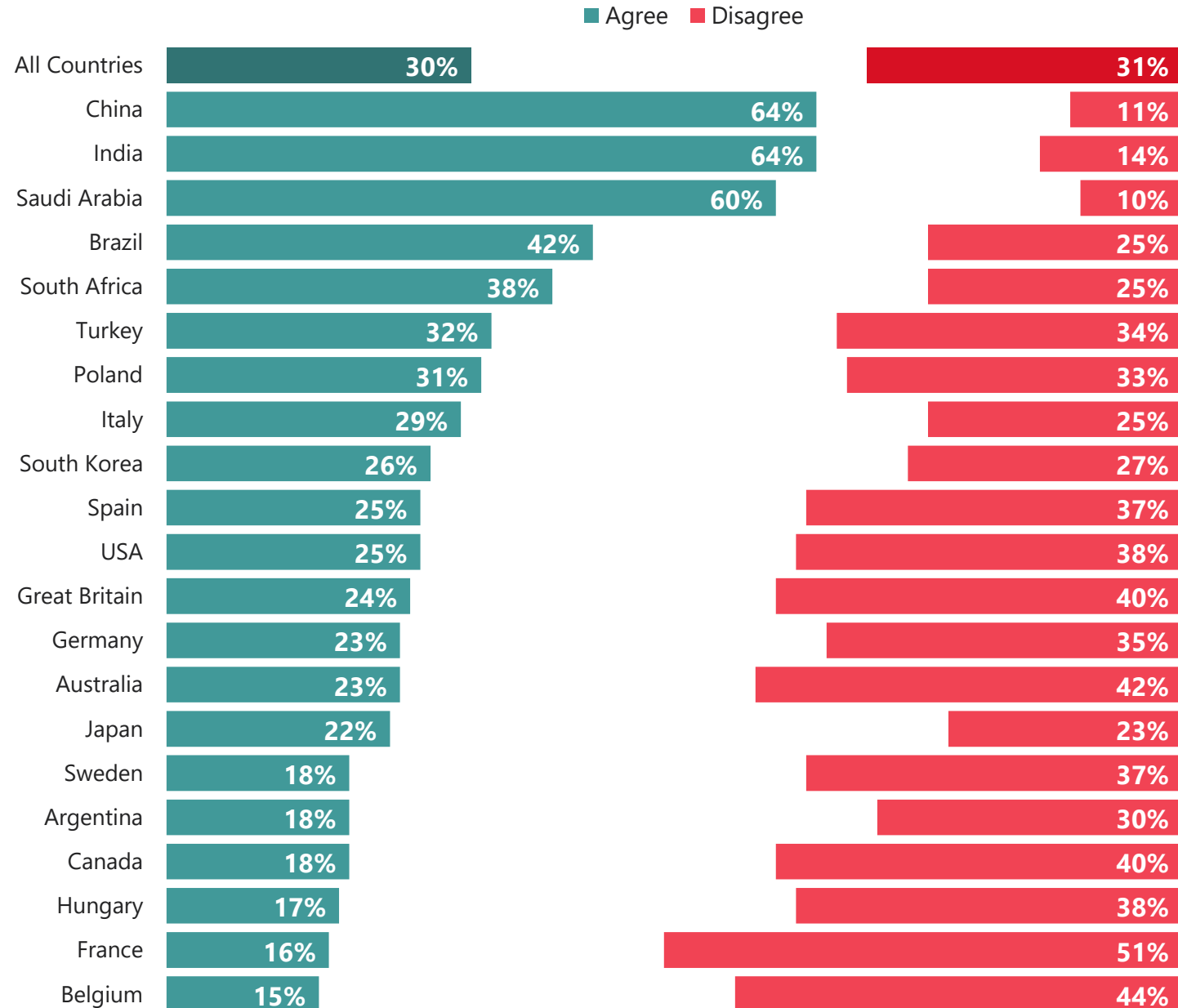
■ Agree ■ Disagree

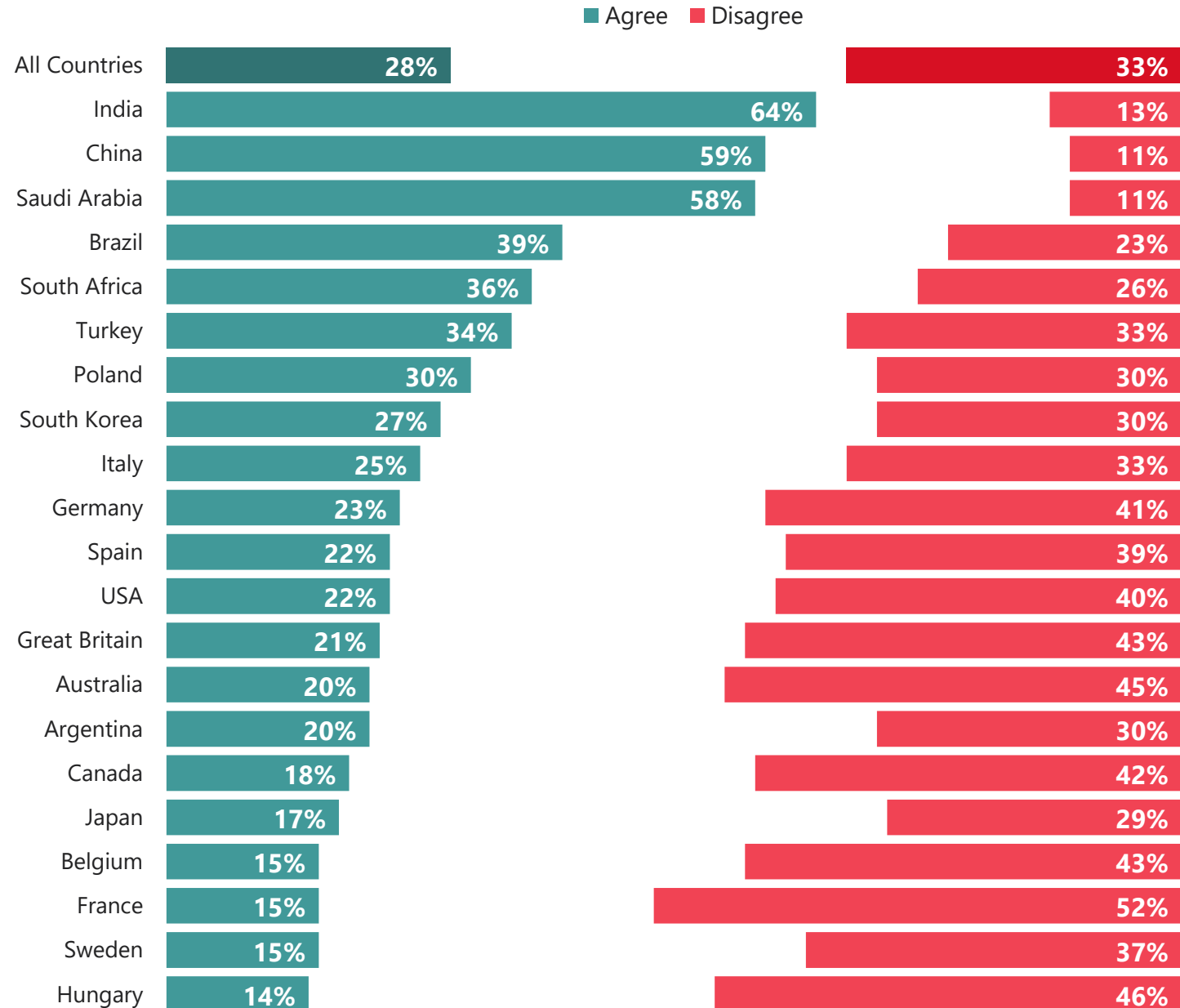| Country	Agree	Disagree
All Countries	30%	31%
China	64%	11%
India	64%	14%
Saudi Arabia	60%	10%
Brazil	42%	25%
South Africa	38%	25%
Turkey	32%	34%
Poland	31%	33%
Italy	29%	25%
South Korea	26%	27%
Spain	25%	37%
USA	25%	38%
Great Britain	24%	40%
Germany	23%	35%
Australia	23%	42%
Japan	22%	23%
Sweden	18%	37%
Argentina	18%	30%
Canada	18%	40%
Hungary	17%	38%
France	16%	51%
Belgium	15%	44%

Social media companies - It shares my values

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

■ Agree   ■ Disagree

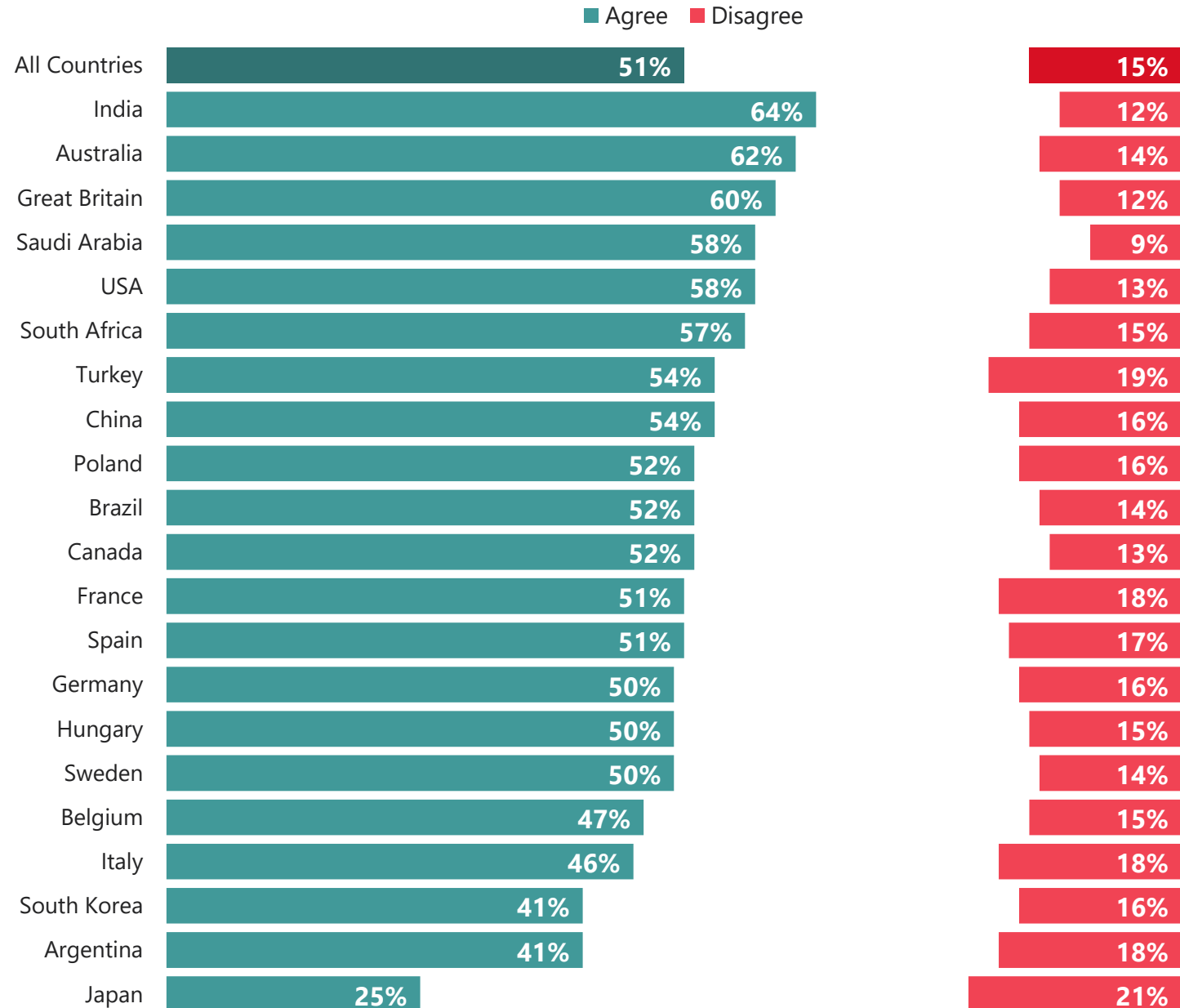| Country	Agree	Disagree
All Countries	28%	33%
India	64%	13%
China	59%	11%
Saudi Arabia	58%	11%
Brazil	39%	23%
South Africa	36%	26%
Turkey	34%	33%
Poland	30%	30%
South Korea	27%	30%
Italy	25%	33%
Germany	23%	41%
Spain	22%	39%
USA	22%	40%
Great Britain	21%	43%
Australia	20%	45%
Argentina	20%	30%
Canada	18%	42%
Japan	17%	29%
Belgium	15%	43%
France	15%	52%
Sweden	15%	37%
Hungary	14%	46%

Ipsos

Social media companies - 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 [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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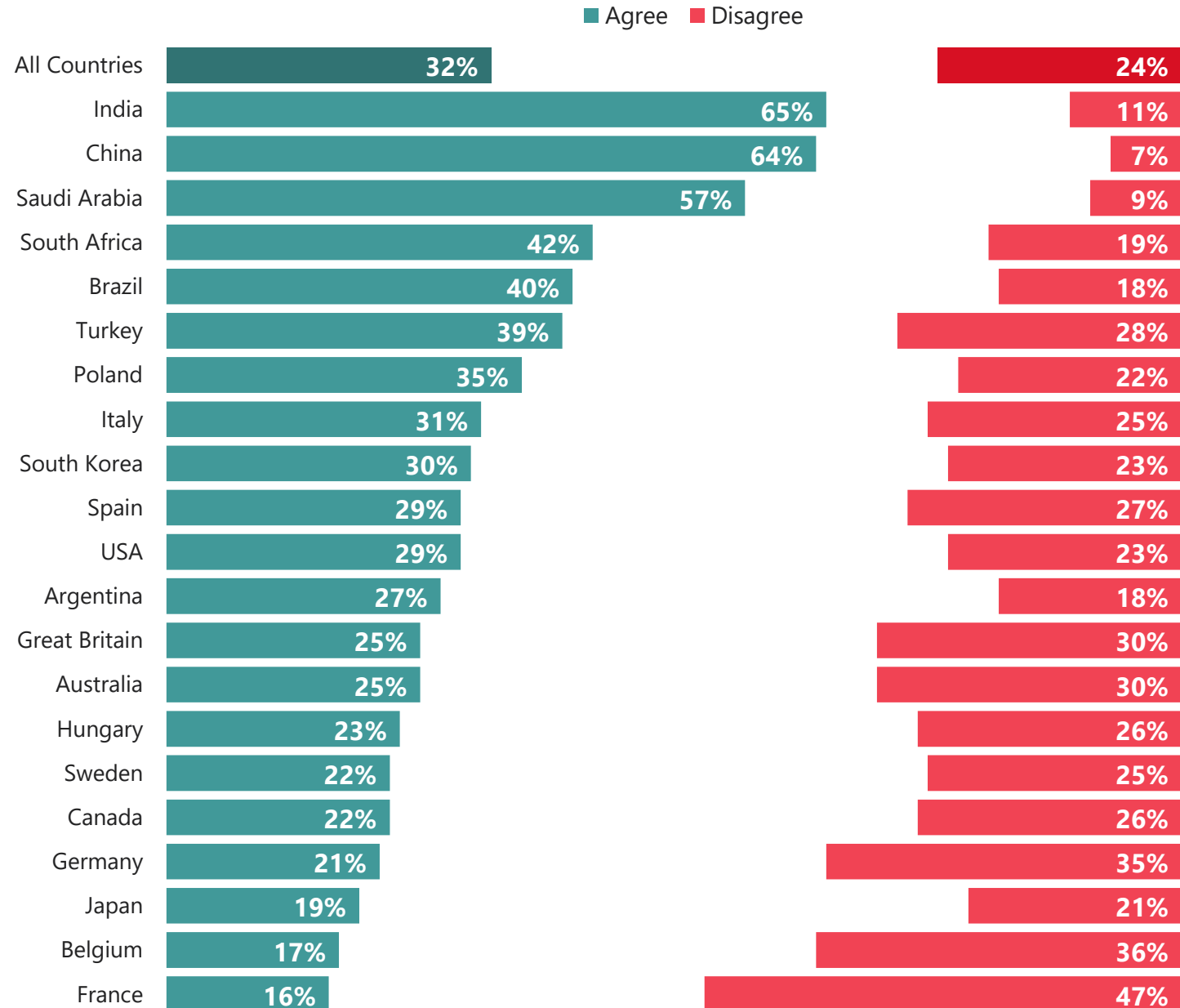
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	51%	15%
India	64%	12%
Australia	62%	14%
Great Britain	60%	12%
Saudi Arabia	58%	9%
USA	58%	13%
South Africa	57%	15%
Turkey	54%	19%
China	54%	16%
Poland	52%	16%
Brazil	52%	14%
Canada	52%	13%
France	51%	18%
Spain	51%	17%
Germany	50%	16%
Hungary	50%	15%
Sweden	50%	14%
Belgium	47%	15%
Italy	46%	18%
South Korea	41%	16%
Argentina	41%	18%
Japan	25%	21%

Social media companies - It is environmentally sustainable

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

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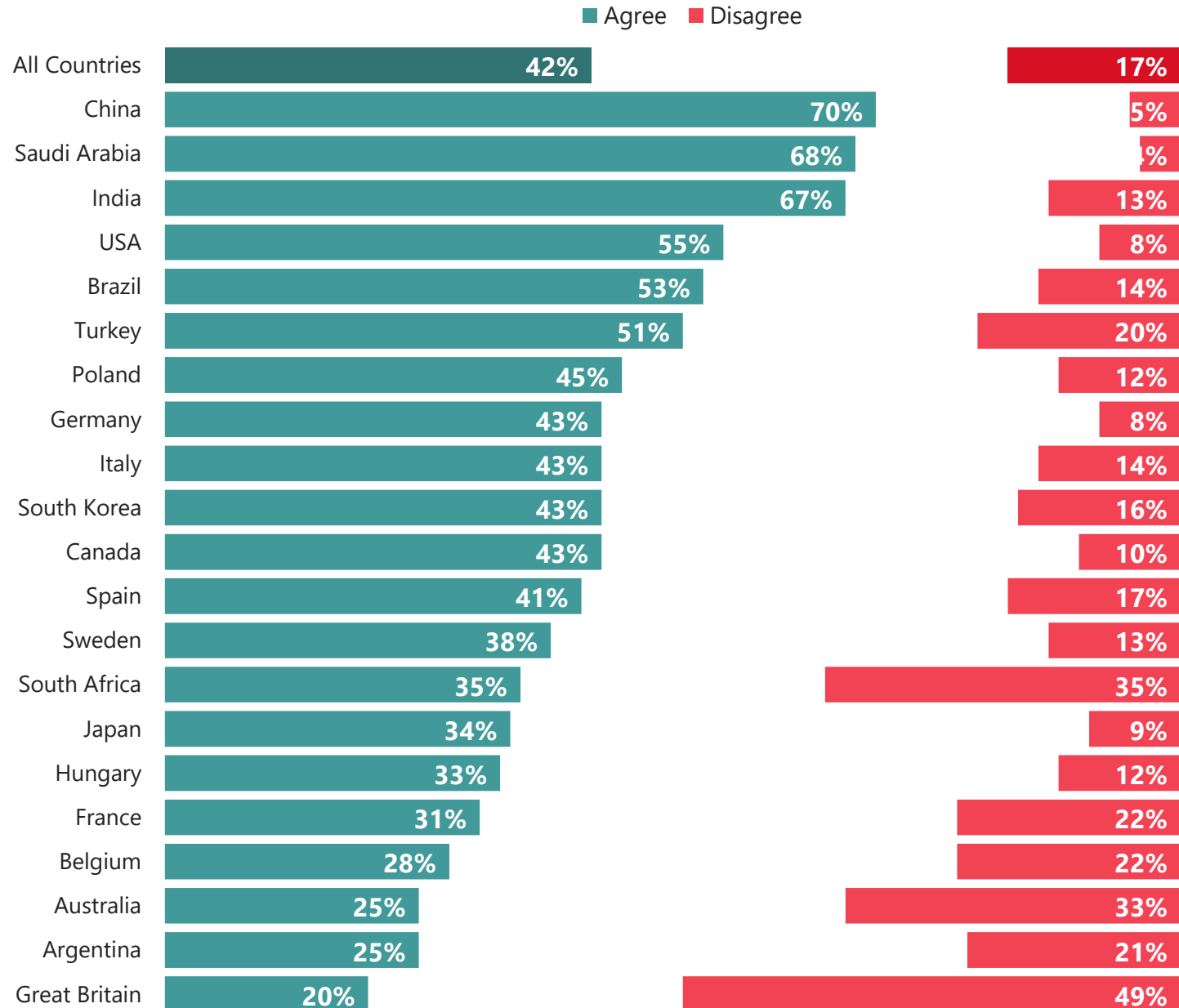
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	32%	24%
India	65%	11%
China	64%	7%
Saudi Arabia	57%	9%
South Africa	42%	19%
Brazil	40%	18%
Turkey	39%	28%
Poland	35%	22%
Italy	31%	25%
South Korea	30%	23%
Spain	29%	27%
USA	29%	23%
Argentina	27%	18%
Great Britain	25%	30%
Australia	25%	30%
Hungary	23%	26%
Sweden	22%	25%
Canada	22%	26%
Germany	21%	35%
Japan	19%	21%
Belgium	17%	36%
France	16%	47%

Consumer Packed Goods

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Consumer packaged goods - It is good at what it does

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

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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.

■ Agree   ■ Disagree

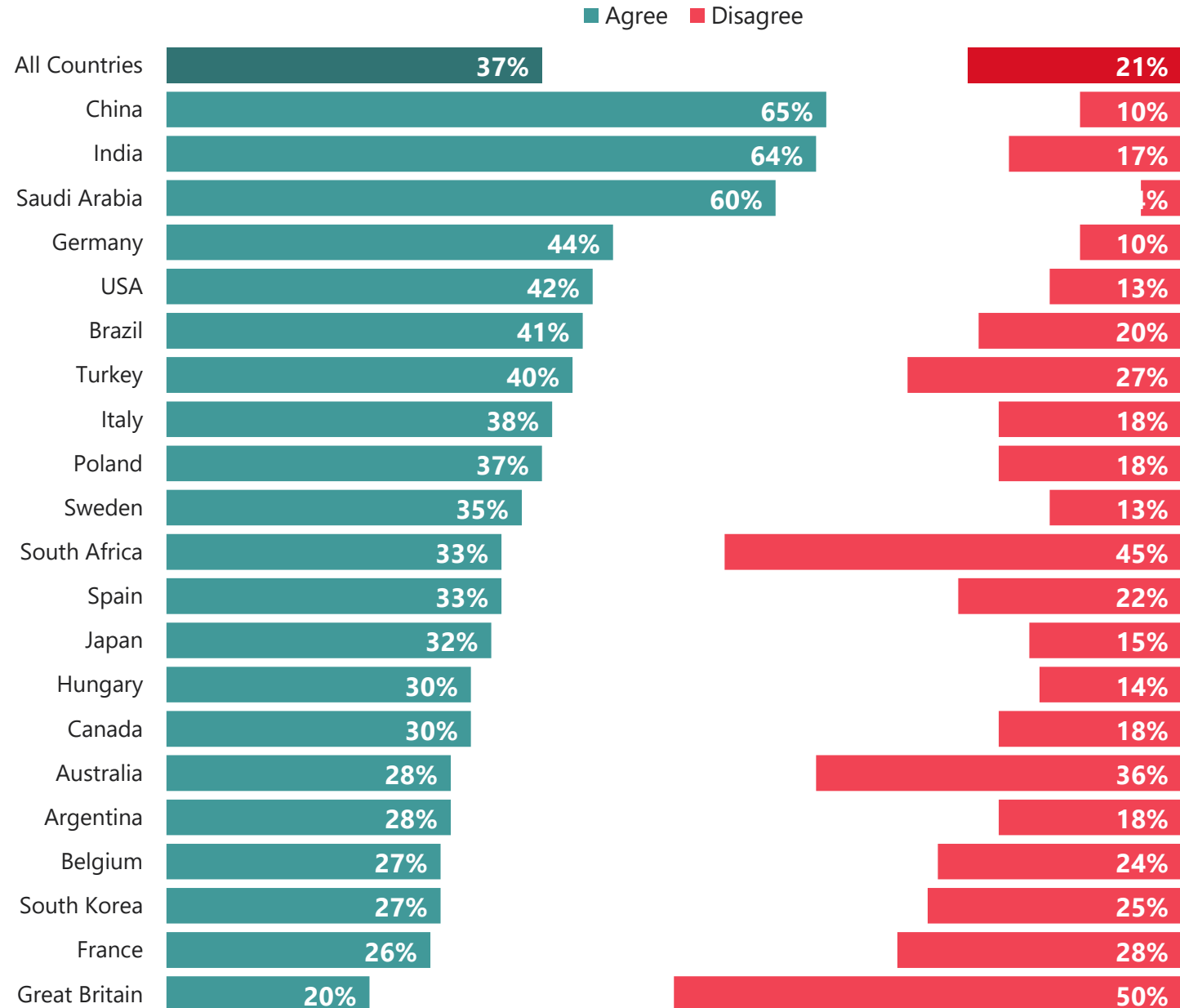| Country	Agree	Disagree
All Countries	42%	17%
China	70%	5%
Saudi Arabia	68%	1%
India	67%	13%
USA	55%	8%
Brazil	53%	14%
Turkey	51%	20%
Poland	45%	12%
Germany	43%	8%
Italy	43%	14%
South Korea	43%	16%
Canada	43%	10%
Spain	41%	17%
Sweden	38%	13%
South Africa	35%	35%
Japan	34%	9%
Hungary	33%	12%
France	31%	22%
Belgium	28%	22%
Australia	25%	33%
Argentina	25%	21%
Great Britain	20%	49%

Consumer packaged goods - 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 [SECTOR]?

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■ Agree ■ Disagree

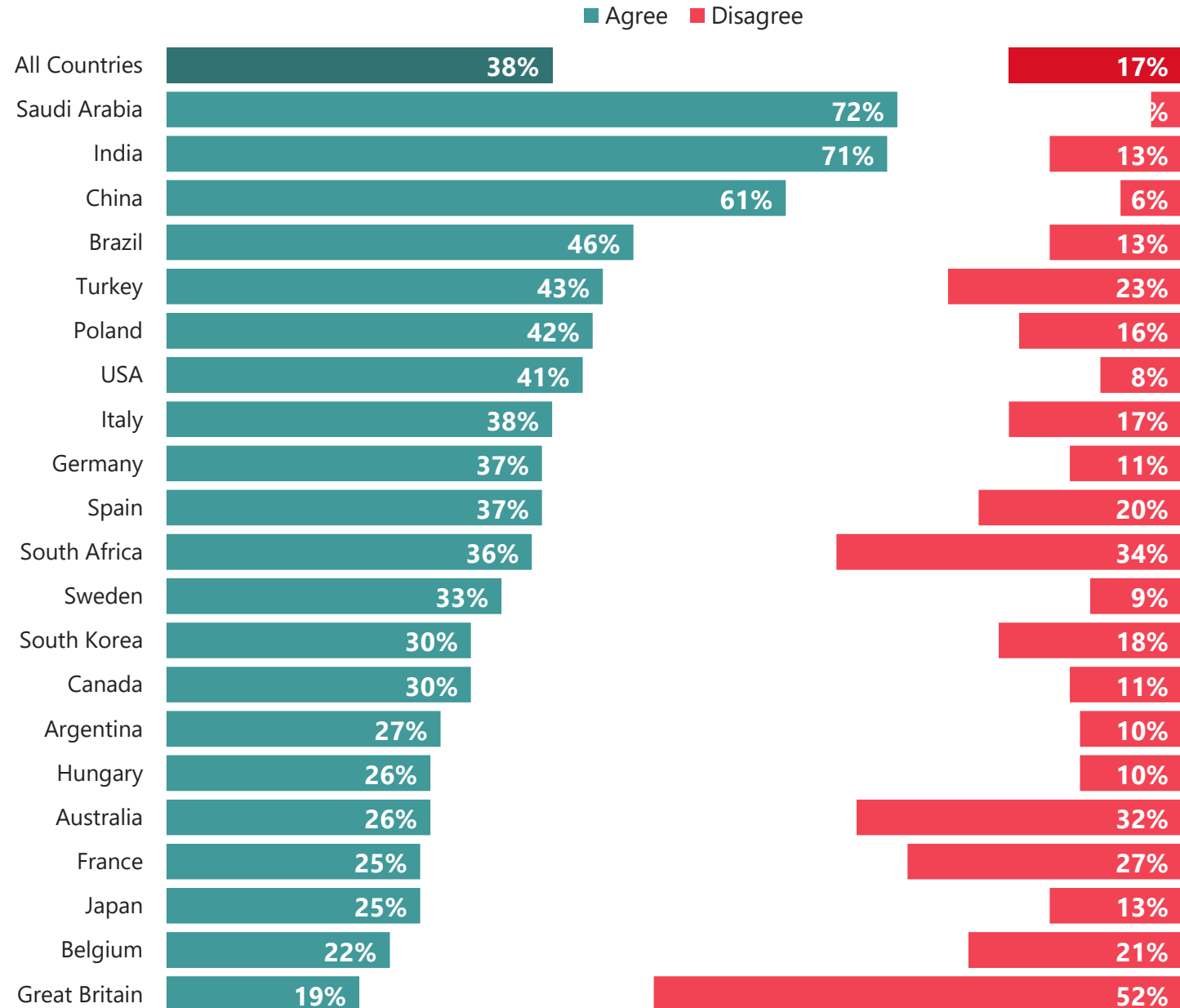| Country	Agree	Disagree
All Countries	37%	21%
China	65%	10%
India	64%	17%
Saudi Arabia	60%	9%
Germany	44%	10%
USA	42%	13%
Brazil	41%	20%
Turkey	40%	27%
Italy	38%	18%
Poland	37%	18%
Sweden	35%	13%
South Africa	33%	45%
Spain	33%	22%
Japan	32%	15%
Hungary	30%	14%
Canada	30%	18%
Australia	28%	36%
Argentina	28%	18%
Belgium	27%	24%
South Korea	27%	25%
France	26%	28%
Great Britain	20%	50%

Consumer packaged goods - It is well led

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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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.

■ Agree ■ Disagree

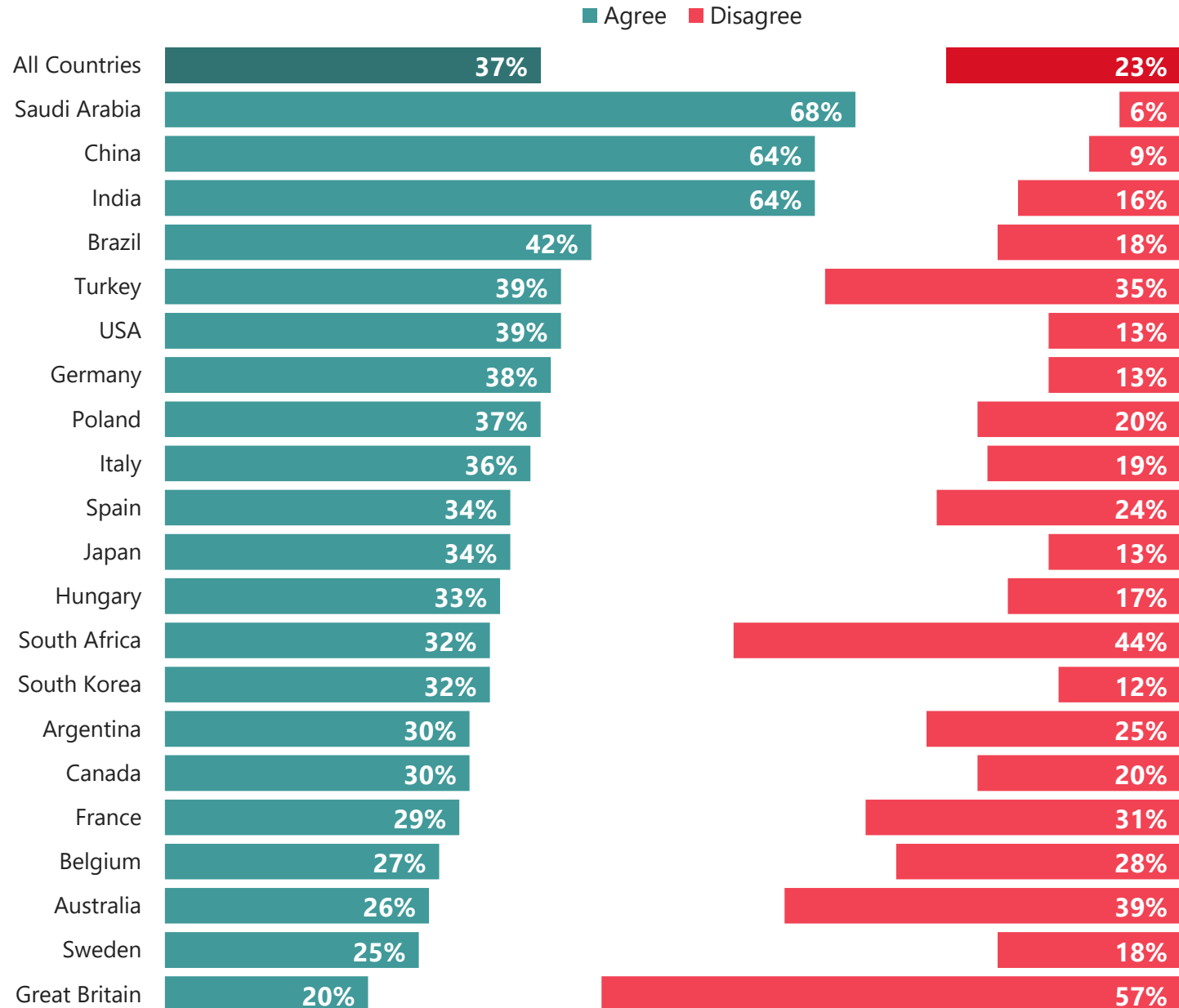| Country	Agree	Disagree
All Countries	38%	17%
Saudi Arabia	72%	%
India	71%	13%
China	61%	6%
Brazil	46%	13%
Turkey	43%	23%
Poland	42%	16%
USA	41%	8%
Italy	38%	17%
Germany	37%	11%
Spain	37%	20%
South Africa	36%	34%
Sweden	33%	9%
South Korea	30%	18%
Canada	30%	11%
Argentina	27%	10%
Hungary	26%	10%
Australia	26%	32%
France	25%	27%
Japan	25%	13%
Belgium	22%	21%
Great Britain	19%	52%

Ipsos

Consumer packaged goods - It behaves responsibly

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

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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.
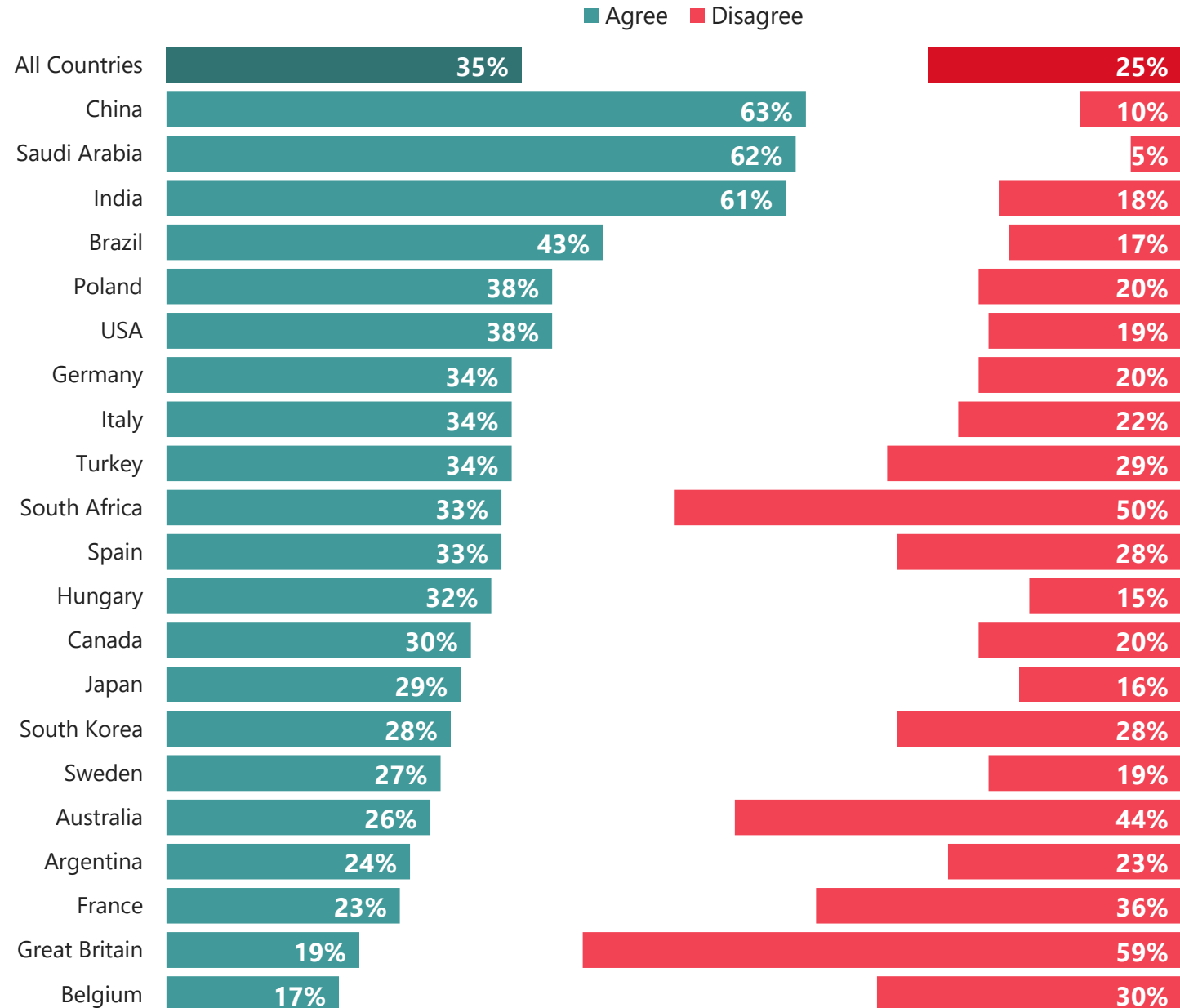
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	37%	23%
Saudi Arabia	68%	6%
China	64%	9%
India	64%	16%
Brazil	42%	18%
Turkey	39%	35%
USA	39%	13%
Germany	38%	13%
Poland	37%	20%
Italy	36%	19%
Spain	34%	24%
Japan	34%	13%
Hungary	33%	17%
South Africa	32%	44%
South Korea	32%	12%
Argentina	30%	25%
Canada	30%	20%
France	29%	31%
Belgium	27%	28%
Australia	26%	39%
Sweden	25%	18%
Great Britain	20%	57%

Consumer packaged goods - 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 [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

■ Agree ■ Disagree

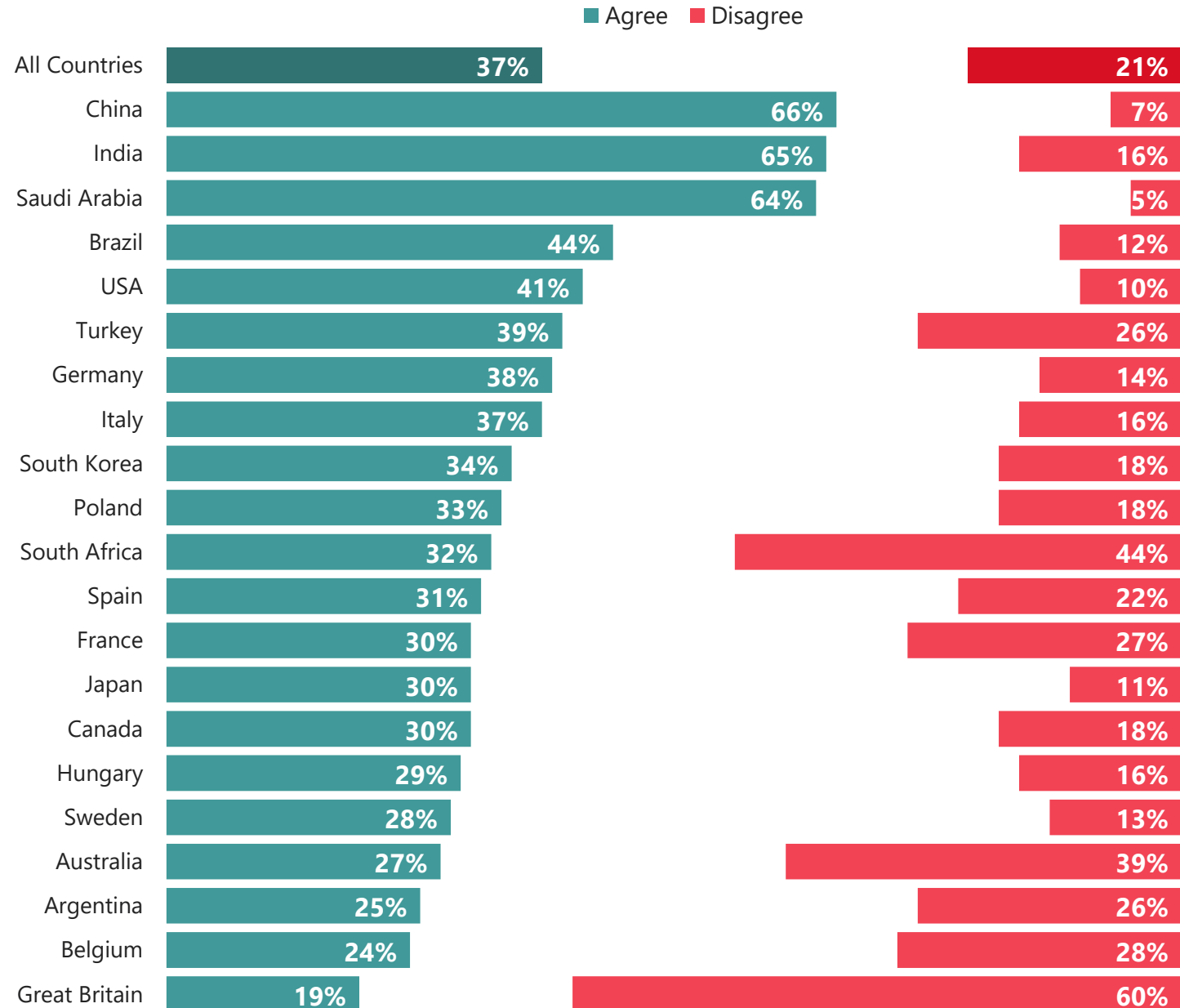| Country	Agree	Disagree
All Countries	35%	25%
China	63%	10%
Saudi Arabia	62%	5%
India	61%	18%
Brazil	43%	17%
Poland	38%	20%
USA	38%	19%
Germany	34%	20%
Italy	34%	22%
Turkey	34%	29%
South Africa	33%	50%
Spain	33%	28%
Hungary	32%	15%
Canada	30%	20%
Japan	29%	16%
South Korea	28%	28%
Sweden	27%	19%
Australia	26%	44%
Argentina	24%	23%
France	23%	36%
Great Britain	19%	59%
Belgium	17%	30%

Consumer packaged goods - It is reliable/keeps its promises

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

Agree ■ **Disagree** ■

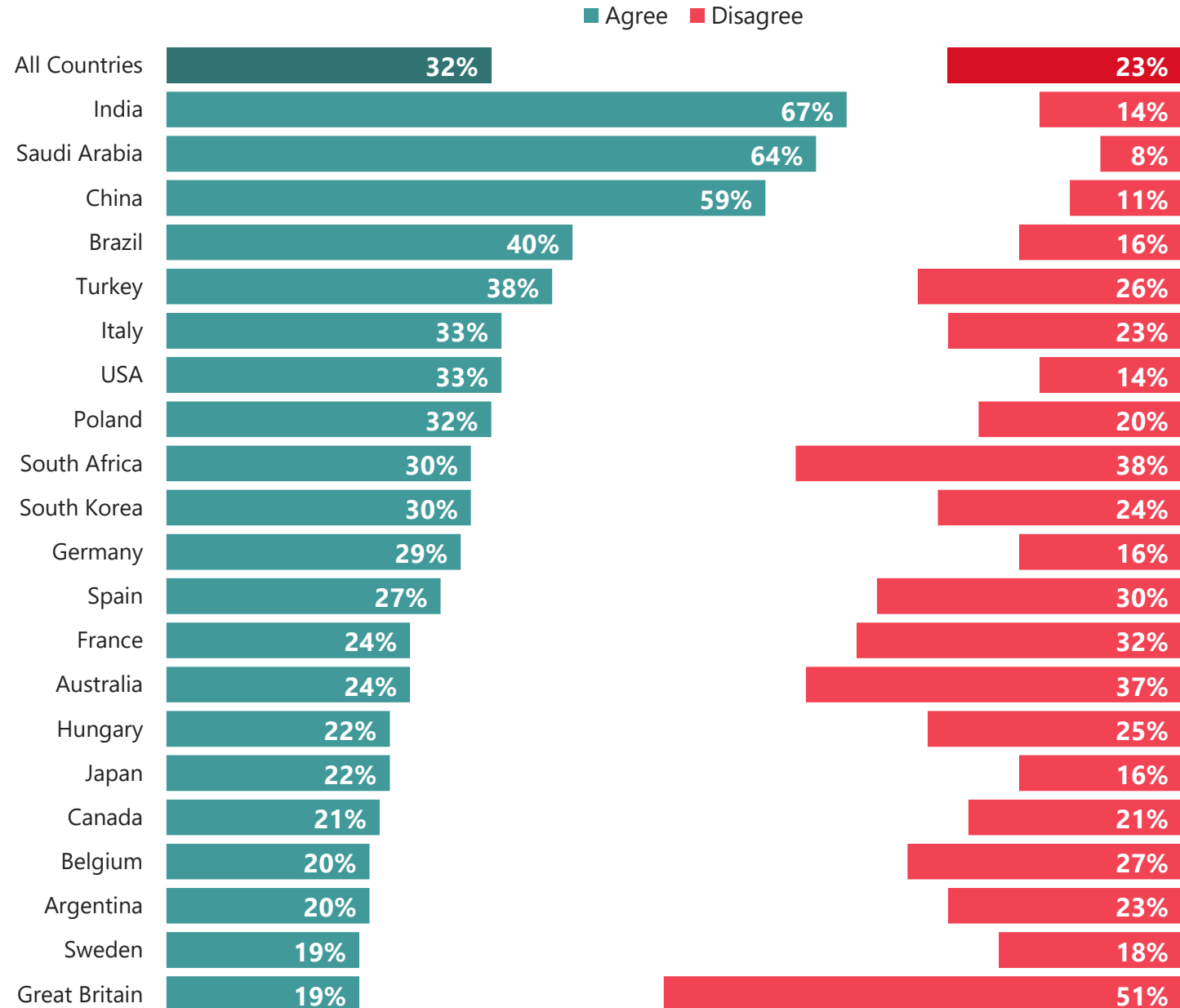| Country	Agree	Disagree
All Countries	37%	21%
China	66%	7%
India	65%	16%
Saudi Arabia	64%	5%
Brazil	44%	12%
USA	41%	10%
Turkey	39%	26%
Germany	38%	14%
Italy	37%	16%
South Korea	34%	18%
Poland	33%	18%
South Africa	32%	44%
Spain	31%	22%
France	30%	27%
Japan	30%	11%
Canada	30%	18%
Hungary	29%	16%
Sweden	28%	13%
Australia	27%	39%
Argentina	25%	26%
Belgium	24%	28%
Great Britain	19%	60%

Consumer packaged goods - It shares my values

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

■ Agree ■ Disagree

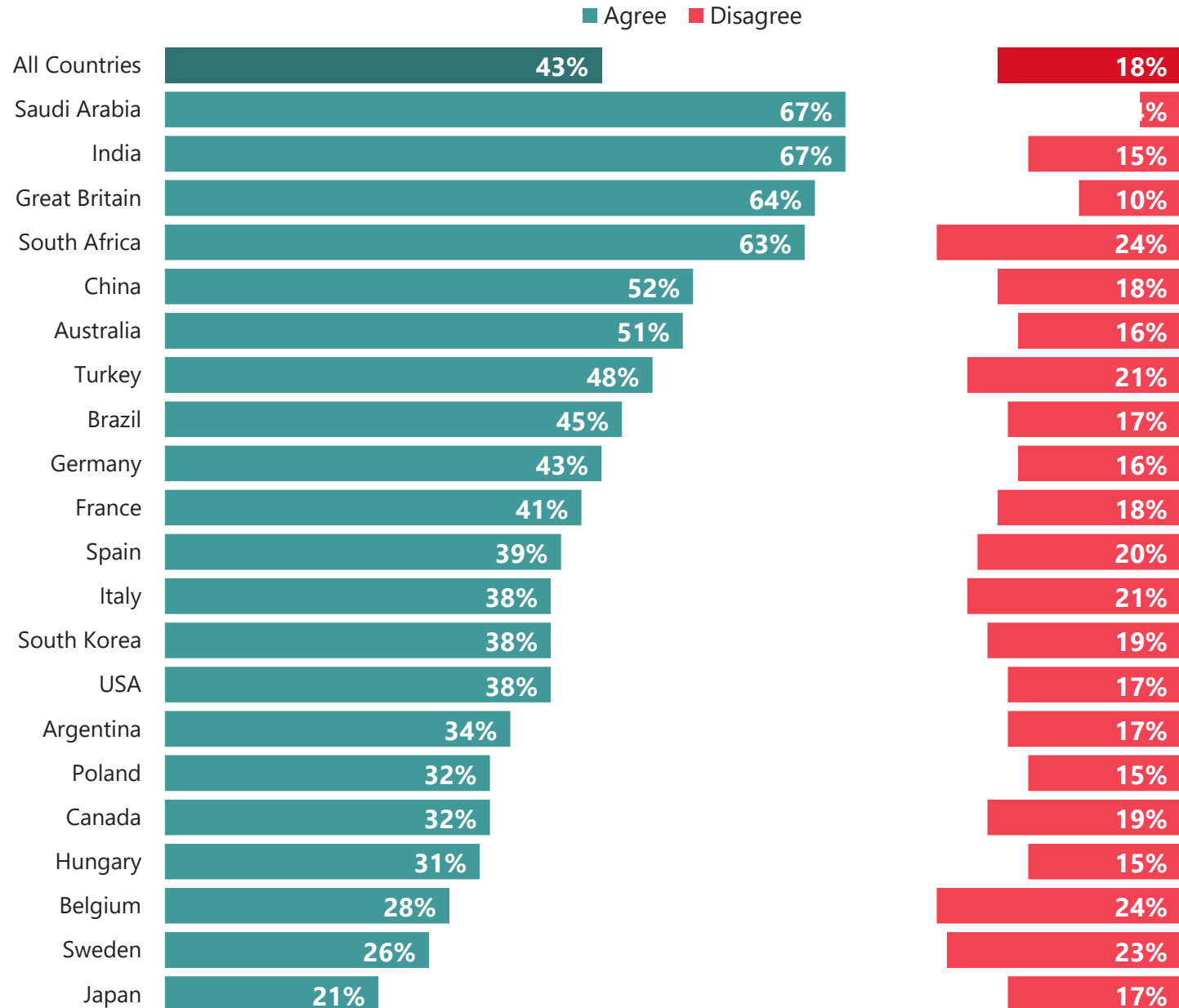| Country	Agree	Disagree
All Countries	32%	23%
India	67%	14%
Saudi Arabia	64%	8%
China	59%	11%
Brazil	40%	16%
Turkey	38%	26%
Italy	33%	23%
USA	33%	14%
Poland	32%	20%
South Africa	30%	38%
South Korea	30%	24%
Germany	29%	16%
Spain	27%	30%
France	24%	32%
Australia	24%	37%
Hungary	22%	25%
Japan	22%	16%
Canada	21%	21%
Belgium	20%	27%
Argentina	20%	23%
Sweden	19%	18%
Great Britain	19%	51%

Consumer packaged goods - 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 [SECTOR]?

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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.

■ Agree   ■ Disagree

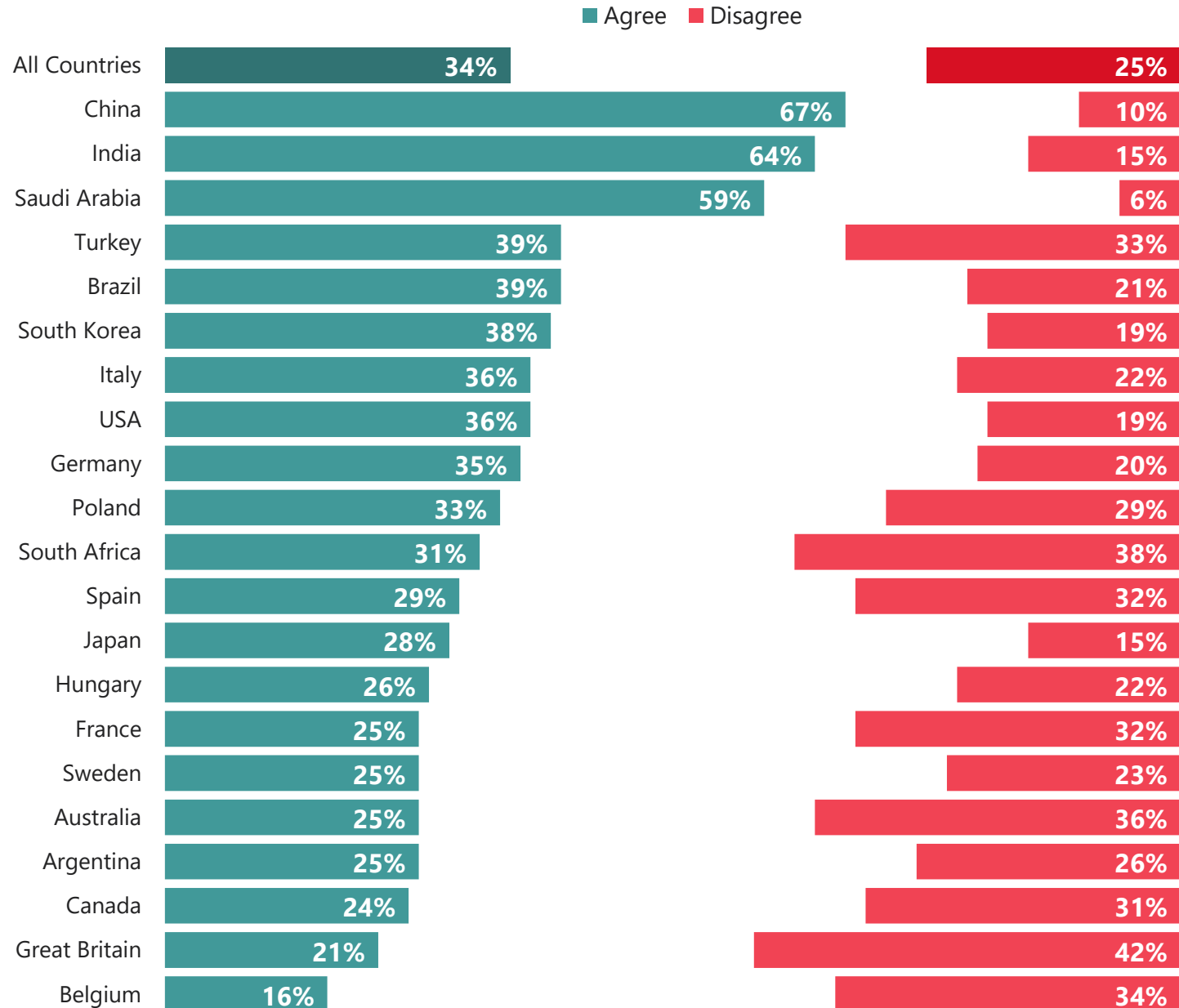| Country	Agree	Disagree
All Countries	43%	18%
Saudi Arabia	67%	
India	67%	15%
Great Britain	64%	10%
South Africa	63%	24%
China	52%	18%
Australia	51%	16%
Turkey	48%	21%
Brazil	45%	17%
Germany	43%	16%
France	41%	18%
Spain	39%	20%
Italy	38%	21%
South Korea	38%	19%
USA	38%	17%
Argentina	34%	17%
Poland	32%	15%
Canada	32%	19%
Hungary	31%	15%
Belgium	28%	24%
Sweden	26%	23%
Japan	21%	17%

Consumer packaged goods - It is environmentally sustainable

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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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.

■ Agree ■ Disagree

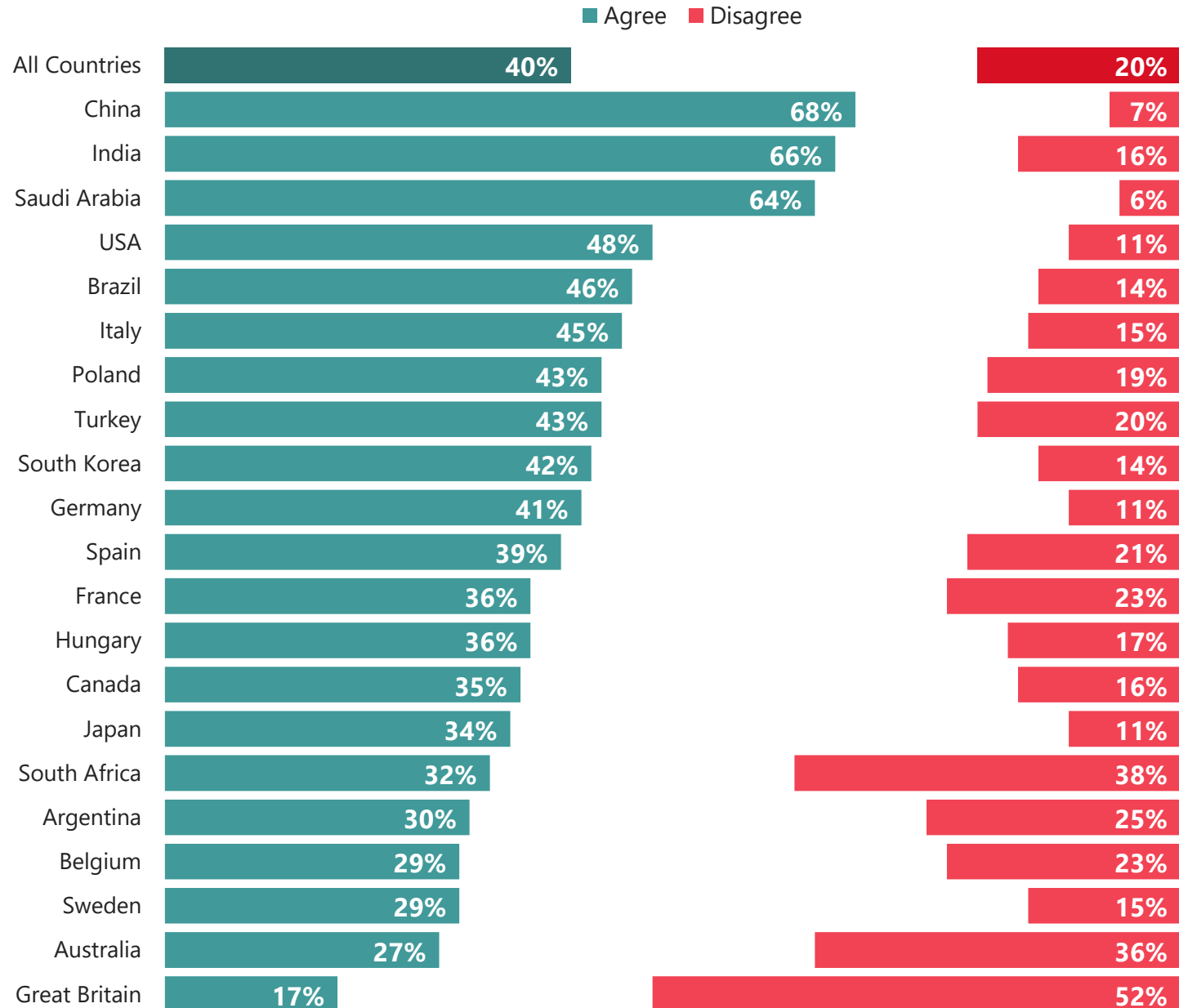| Country	Agree	Disagree
All Countries	34%	25%
China	67%	10%
India	64%	15%
Saudi Arabia	59%	6%
Turkey	39%	33%
Brazil	39%	21%
South Korea	38%	19%
Italy	36%	22%
USA	36%	19%
Germany	35%	20%
Poland	33%	29%
South Africa	31%	38%
Spain	29%	32%
Japan	28%	15%
Hungary	26%	22%
France	25%	32%
Sweden	25%	23%
Australia	25%	36%
Argentina	25%	26%
Canada	24%	31%
Great Britain	21%	42%
Belgium	16%	34%

Consumer packaged goods - If it provides good value for price

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

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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.

■ Agree   ■ Disagree

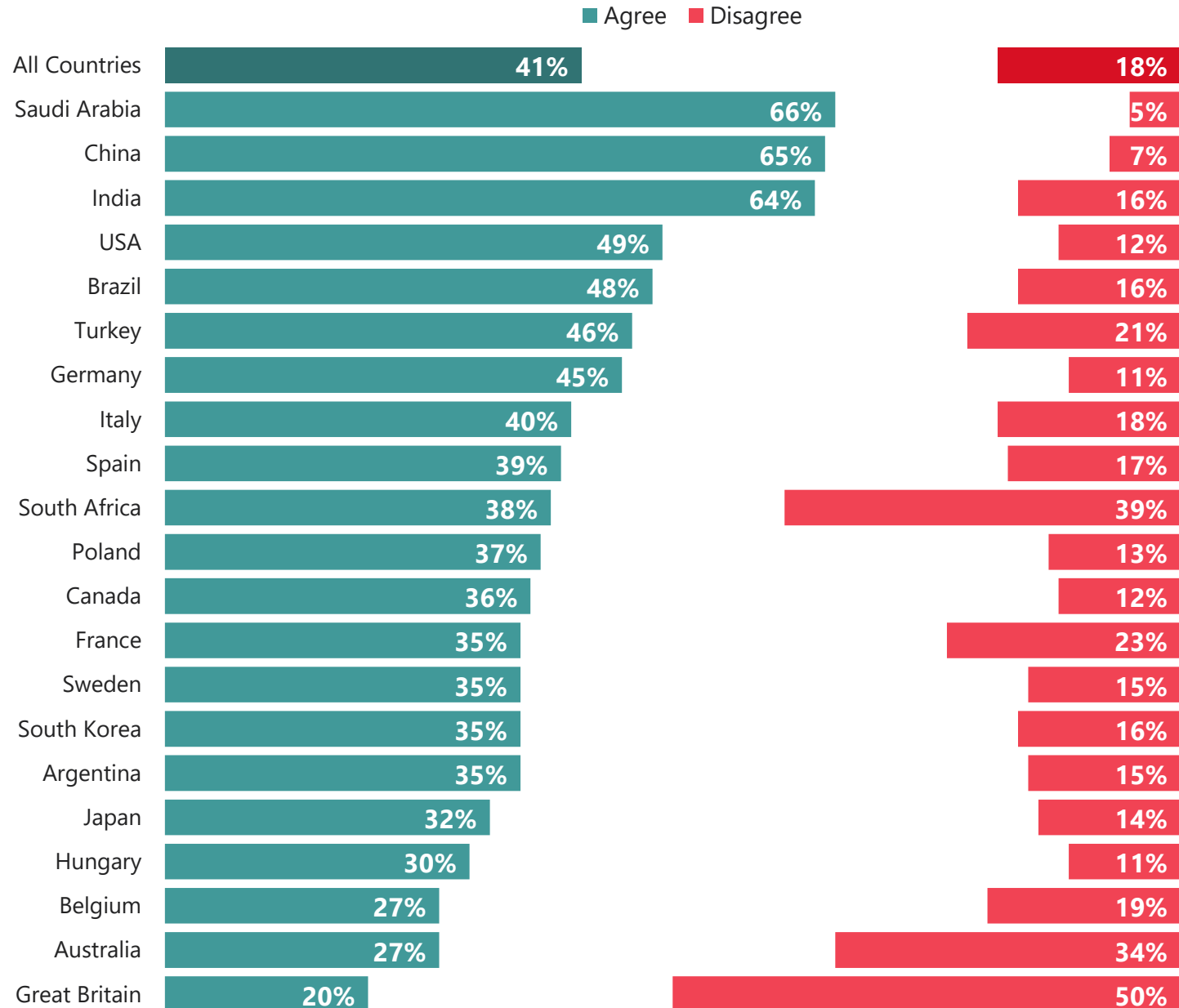| Country	Agree	Disagree
All Countries	40%	20%
China	68%	7%
India	66%	16%
Saudi Arabia	64%	6%
USA	48%	11%
Brazil	46%	14%
Italy	45%	15%
Poland	43%	19%
Turkey	43%	20%
South Korea	42%	14%
Germany	41%	11%
Spain	39%	21%
France	36%	23%
Hungary	36%	17%
Canada	35%	16%
Japan	34%	11%
South Africa	32%	38%
Argentina	30%	25%
Belgium	29%	23%
Sweden	29%	15%
Australia	27%	36%
Great Britain	17%	52%

Consumer packaged goods - If it provides good customer service

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

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Online samples in Brazil, mainland China, India, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.
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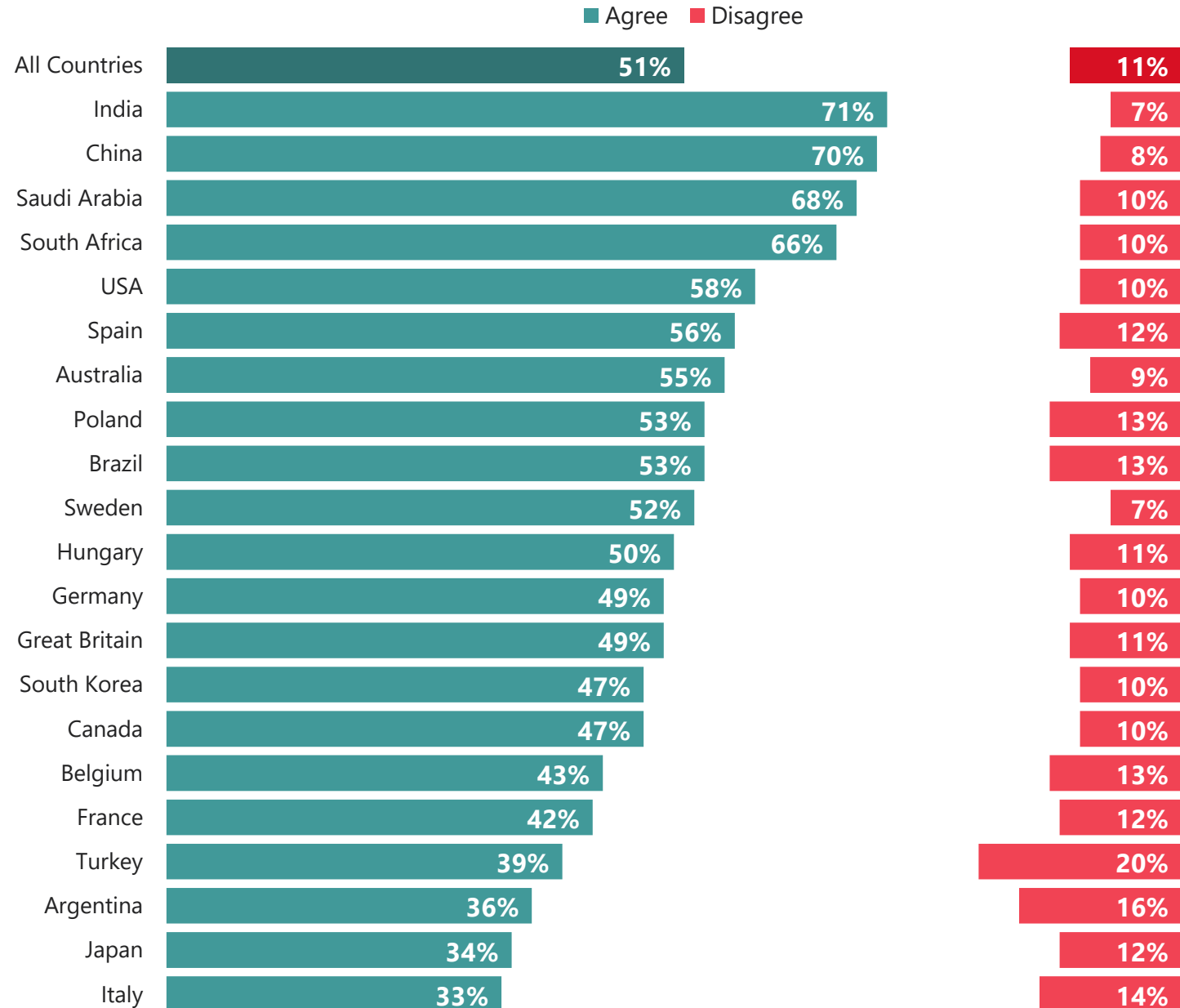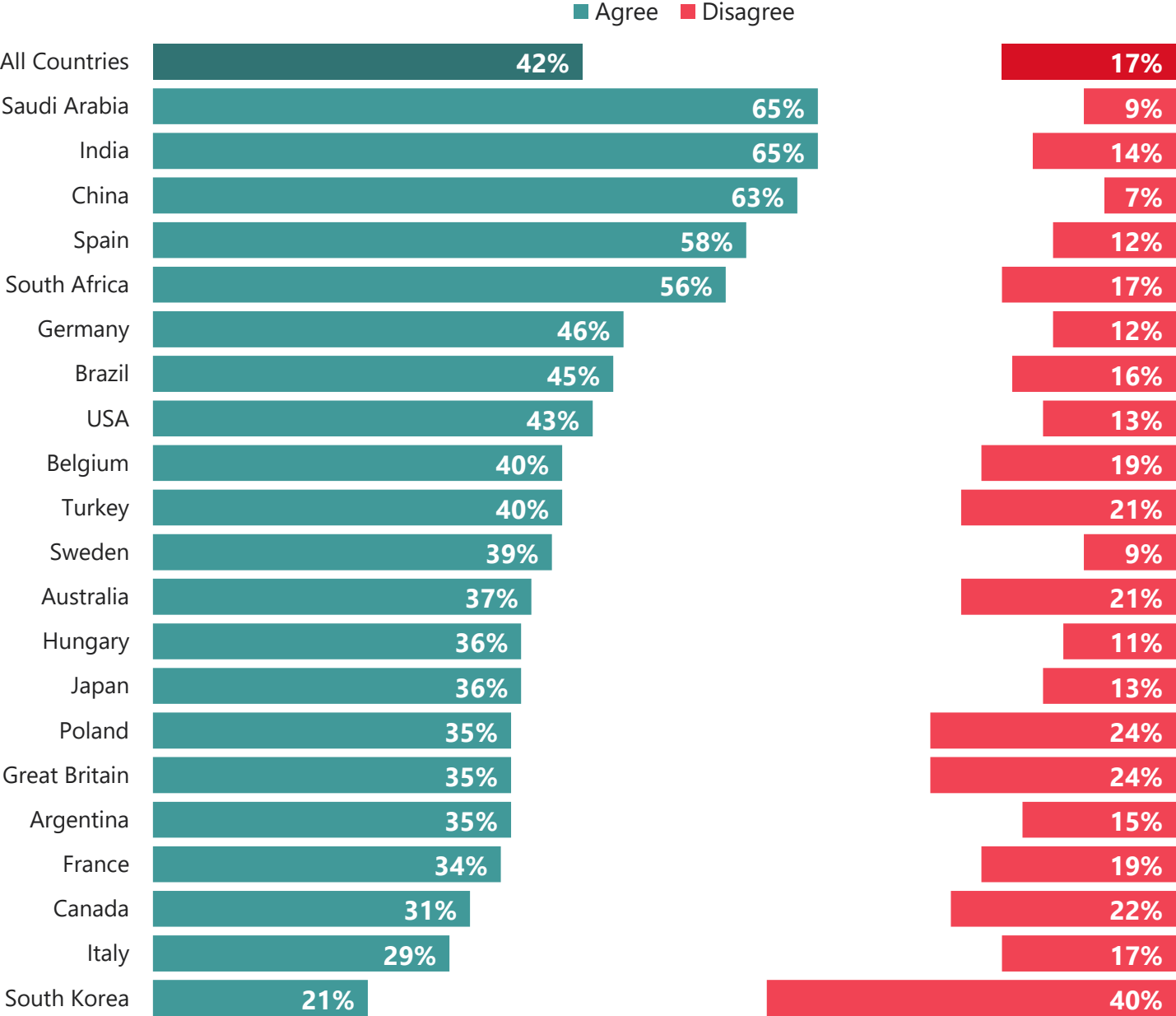
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	41%	18%
Saudi Arabia	66%	5%
China	65%	7%
India	64%	16%
USA	49%	12%
Brazil	48%	16%
Turkey	46%	21%
Germany	45%	11%
Italy	40%	18%
Spain	39%	17%
South Africa	38%	39%
Poland	37%	13%
Canada	36%	12%
France	35%	23%
Sweden	35%	15%
South Korea	35%	16%
Argentina	35%	15%
Japan	32%	14%
Hungary	30%	11%
Belgium	27%	19%
Australia	27%	34%
Great Britain	20%	50%

Retail Companies

Retail - It is good at what it does

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

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	51%	11%
India	71%	7%
China	70%	8%
Saudi Arabia	68%	10%
South Africa	66%	10%
USA	58%	10%
Spain	56%	12%
Australia	55%	9%
Poland	53%	13%
Brazil	53%	13%
Sweden	52%	7%
Hungary	50%	11%
Germany	49%	10%
Great Britain	49%	11%
South Korea	47%	10%
Canada	47%	10%
Belgium	43%	13%
France	42%	12%
Turkey	39%	20%
Argentina	36%	16%
Japan	34%	12%
Italy	33%	14%

Retail - 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 [SECTOR]?
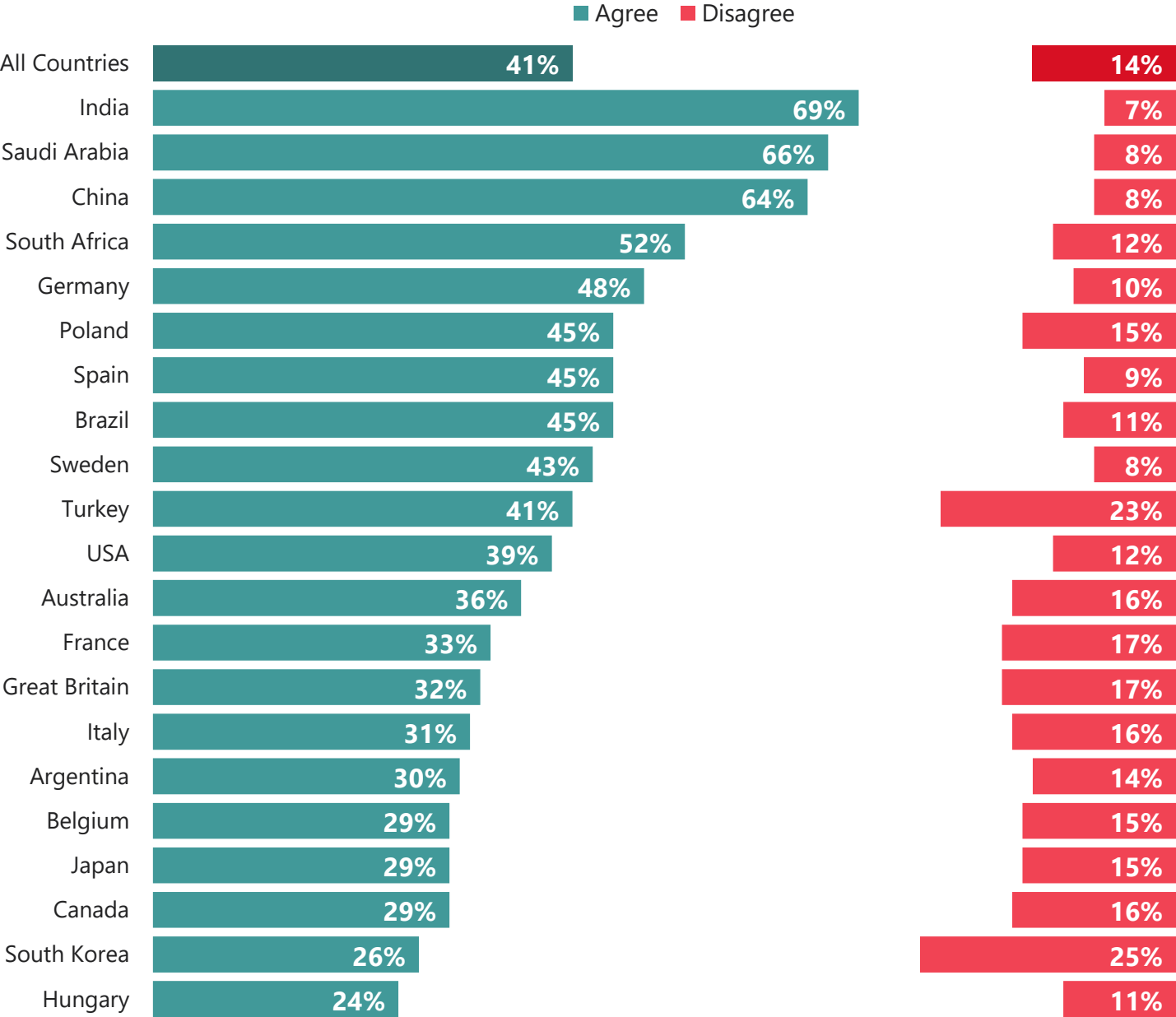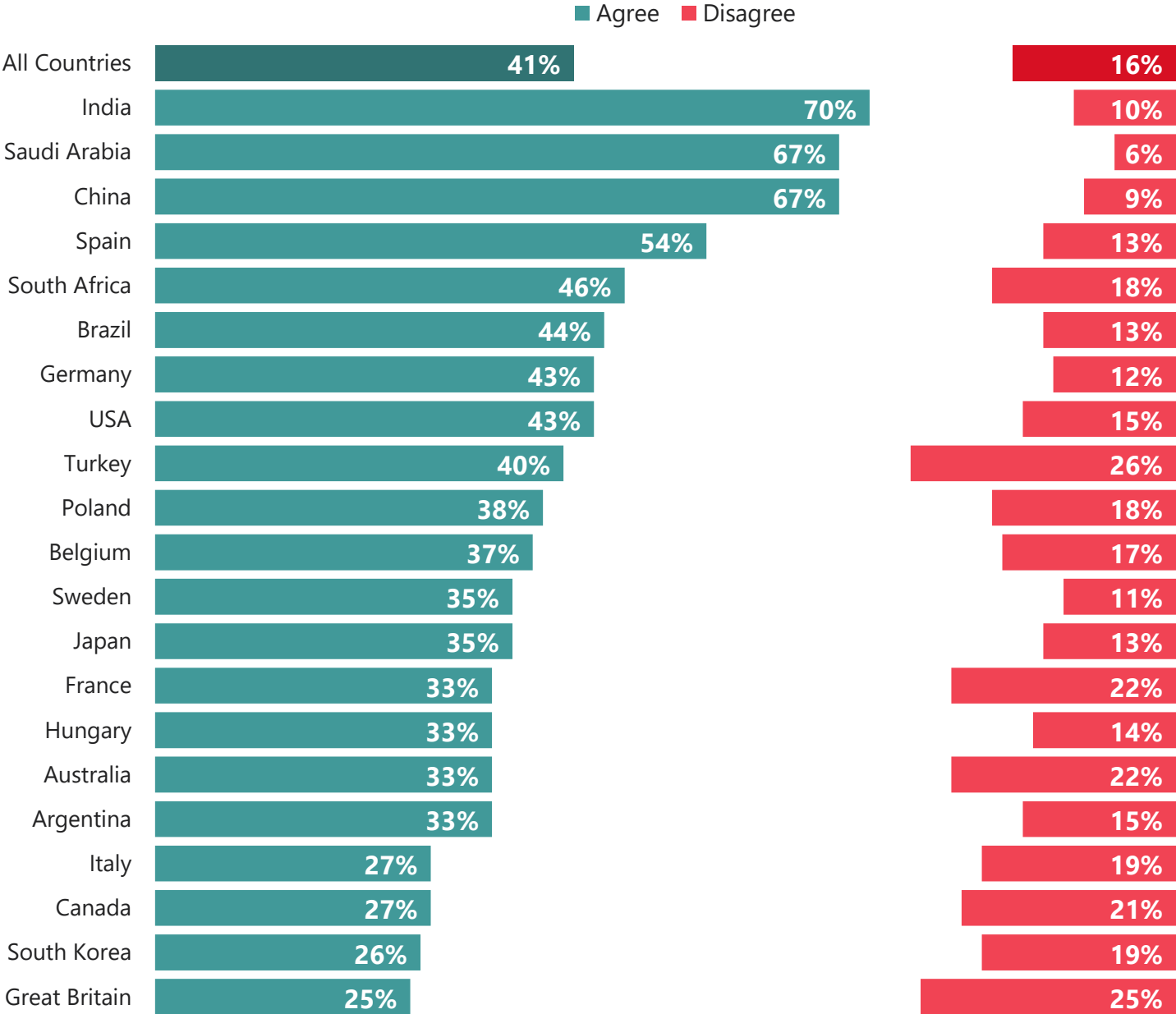
Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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The "Global Country Average" reflects the average result for all the countries where 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.

■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	42%	17%
Saudi Arabia	65%	9%
India	65%	14%
China	63%	7%
Spain	58%	12%
South Africa	56%	17%
Germany	46%	12%
Brazil	45%	16%
USA	43%	13%
Belgium	40%	19%
Turkey	40%	21%
Sweden	39%	9%
Australia	37%	21%
Hungary	36%	11%
Japan	36%	13%
Poland	35%	24%
Great Britain	35%	24%
Argentina	35%	15%
France	34%	19%
Canada	31%	22%
Italy	29%	17%
South Korea	21%	40%

Retail - It is well led

■ Agree ■ Disagree

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

Country	Agree	Disagree
All Countries	41%	14%
India	69%	7%
Saudi Arabia	66%	8%
China	64%	8%
South Africa	52%	12%
Germany	48%	10%
Poland	45%	15%
Spain	45%	9%
Brazil	45%	11%
Sweden	43%	8%
Turkey	41%	23%
USA	39%	12%
Australia	36%	16%
France	33%	17%
Great Britain	32%	17%
Italy	31%	16%
Argentina	30%	14%
Belgium	29%	15%
Japan	29%	15%
Canada	29%	16%
South Korea	26%	25%
Hungary	24%	11%

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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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.

Retail - It behaves responsibly

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

■ Agree   ■ Disagree

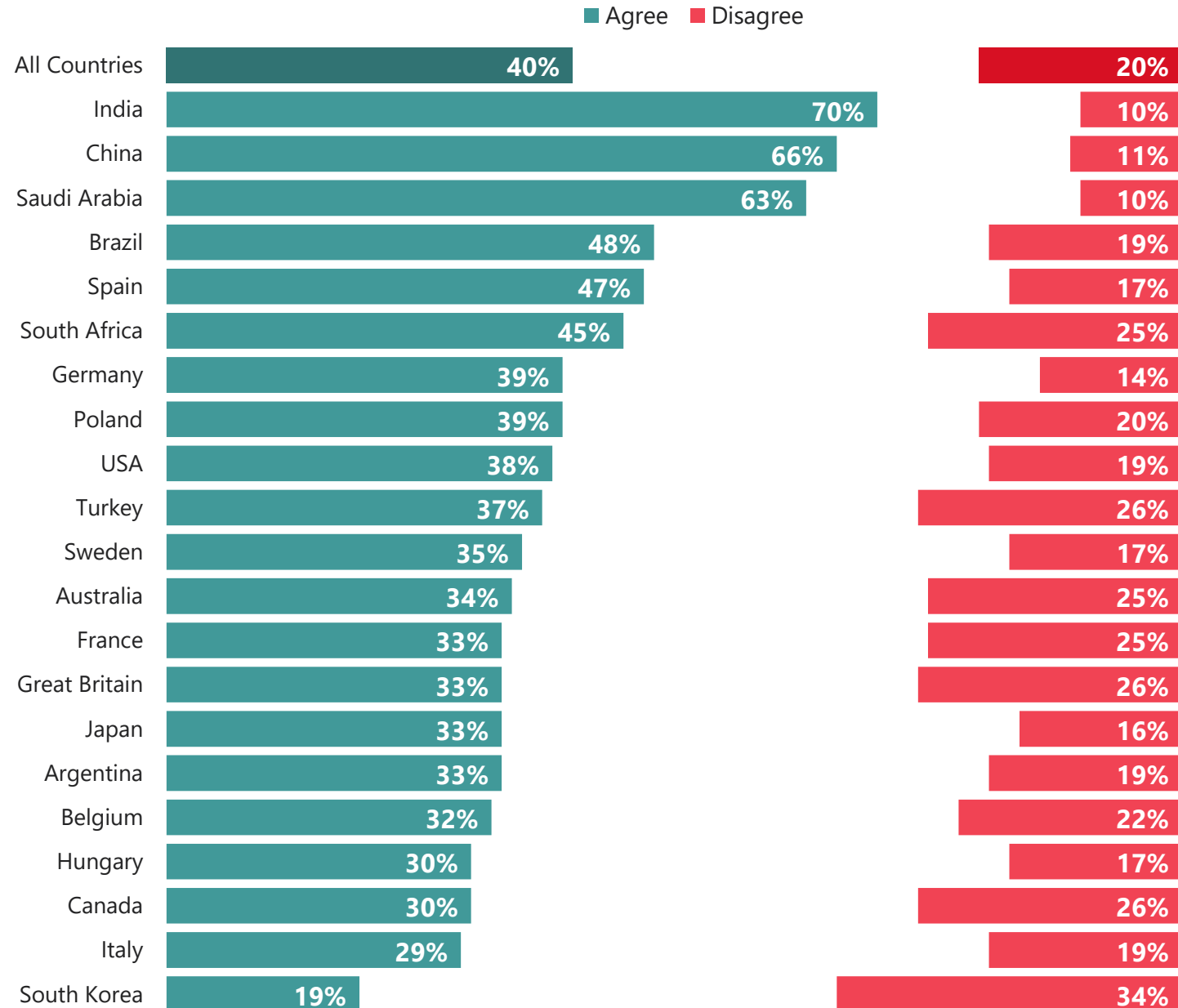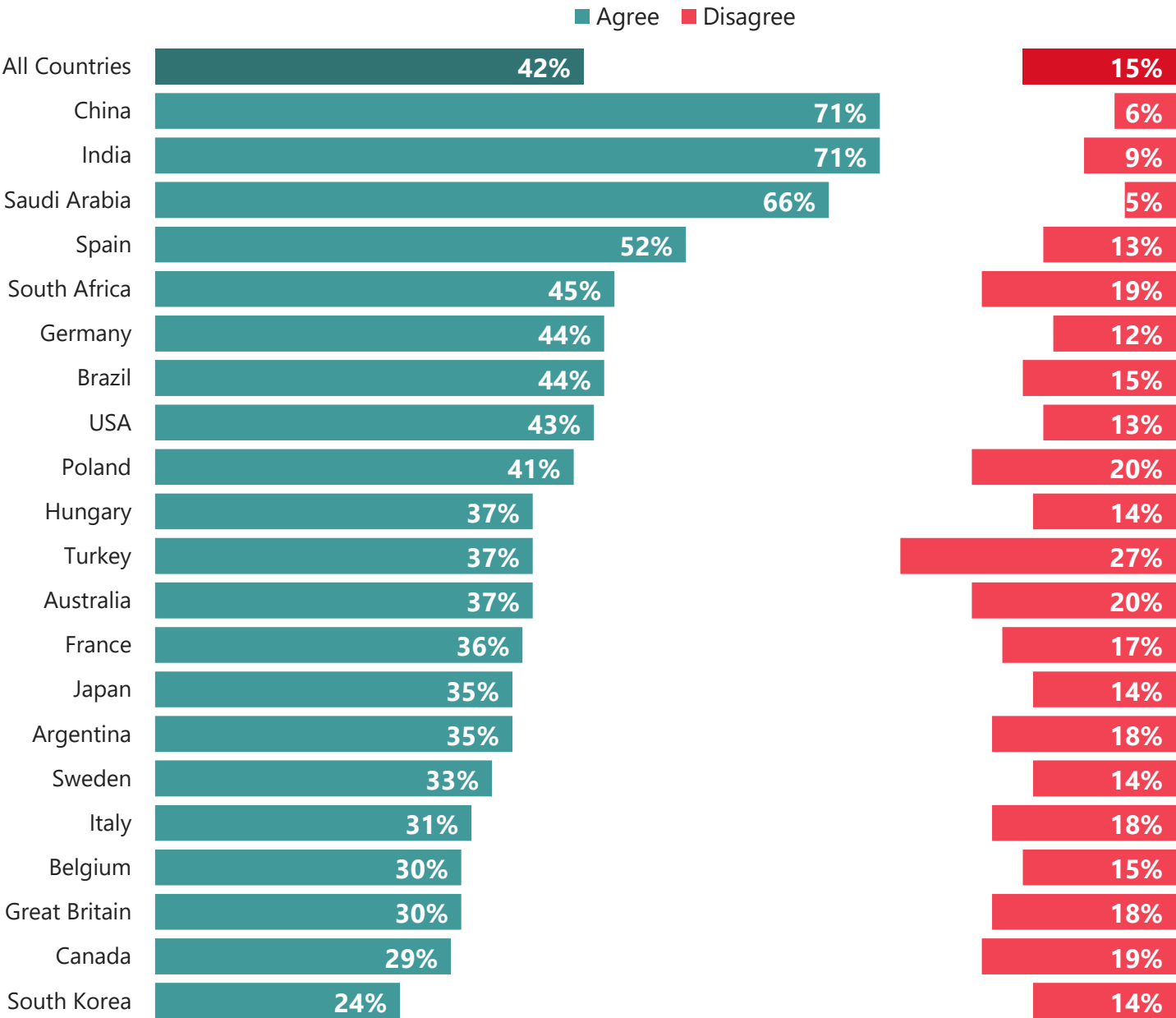| Country	Agree	Disagree
All Countries	41%	16%
India	70%	10%
Saudi Arabia	67%	6%
China	67%	9%
Spain	54%	13%
South Africa	46%	18%
Brazil	44%	13%
Germany	43%	12%
USA	43%	15%
Turkey	40%	26%
Poland	38%	18%
Belgium	37%	17%
Sweden	35%	11%
Japan	35%	13%
France	33%	22%
Hungary	33%	14%
Australia	33%	22%
Argentina	33%	15%
Italy	27%	19%
Canada	27%	21%
South Korea	26%	19%
Great Britain	25%	25%

Retail - It is open and transparent about what it does

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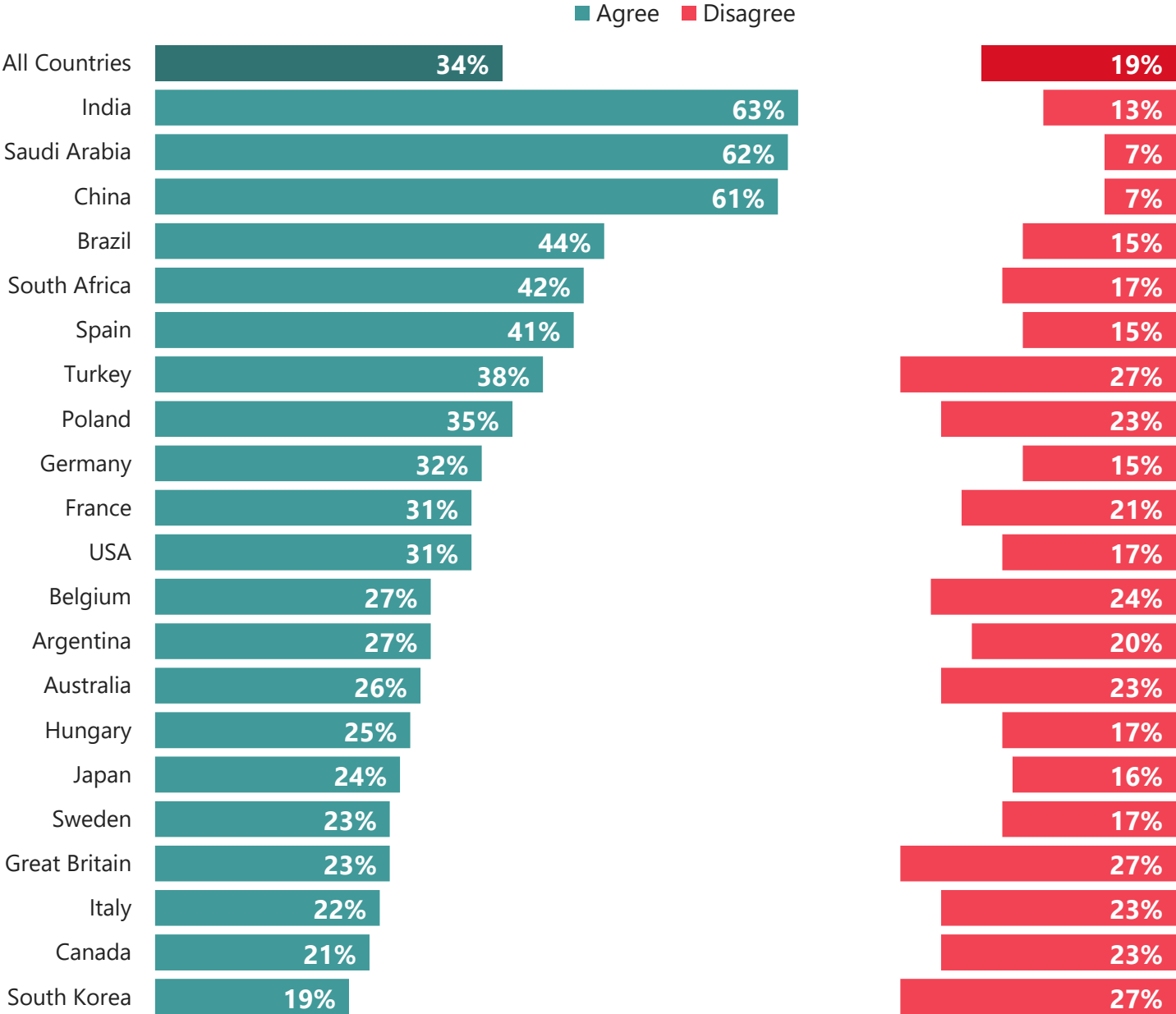To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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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.

■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	40%	20%
India	70%	10%
China	66%	11%
Saudi Arabia	63%	10%
Brazil	48%	19%
Spain	47%	17%
South Africa	45%	25%
Germany	39%	14%
Poland	39%	20%
USA	38%	19%
Turkey	37%	26%
Sweden	35%	17%
Australia	34%	25%
France	33%	25%
Great Britain	33%	26%
Japan	33%	16%
Argentina	33%	19%
Belgium	32%	22%
Hungary	30%	17%
Canada	30%	26%
Italy	29%	19%
South Korea	19%	34%

Retail - It is reliable/keeps its promises

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

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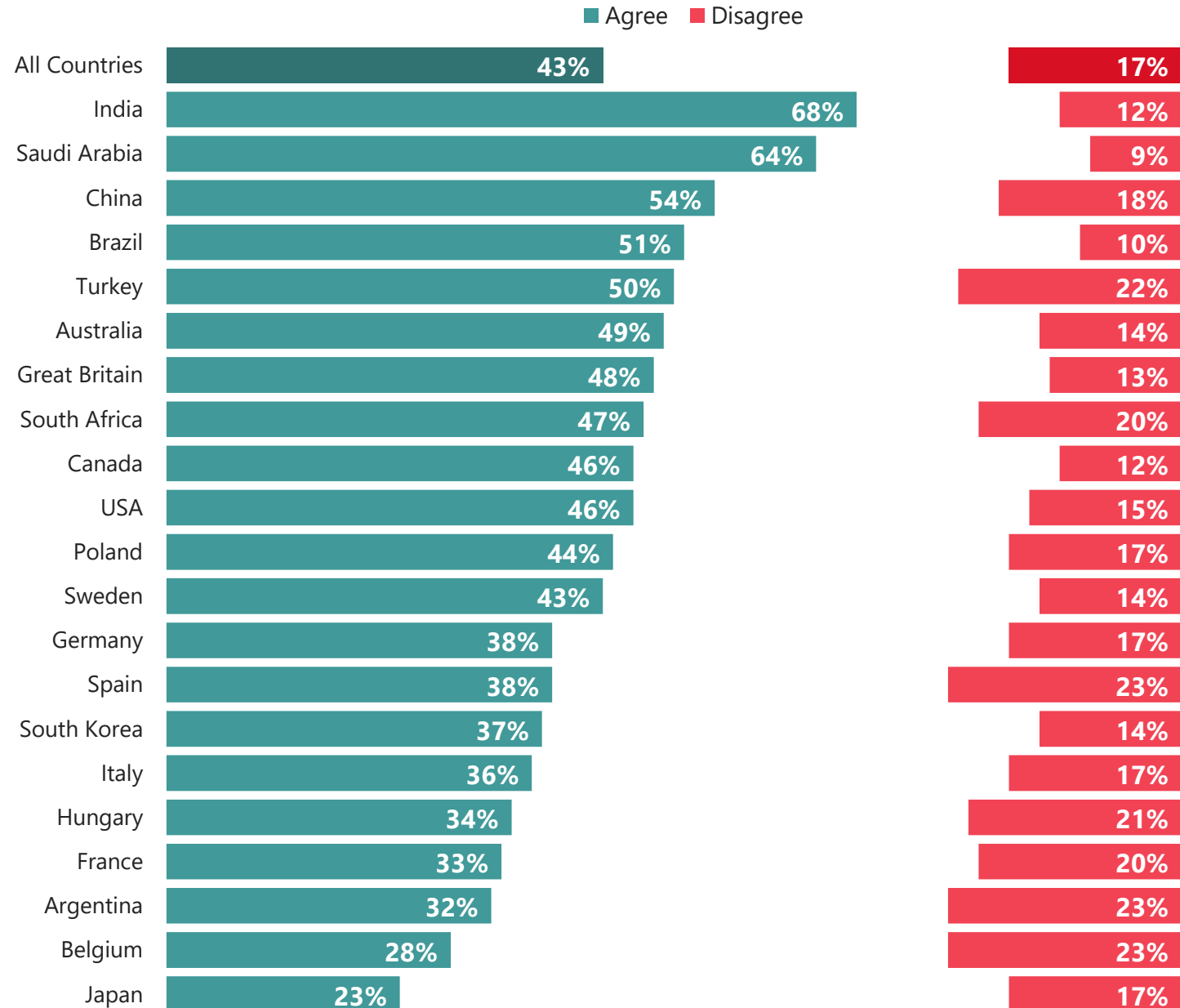
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	42%	15%
China	71%	6%
India	71%	9%
Saudi Arabia	66%	5%
Spain	52%	13%
South Africa	45%	19%
Germany	44%	12%
Brazil	44%	15%
USA	43%	13%
Poland	41%	20%
Hungary	37%	14%
Turkey	37%	27%
Australia	37%	20%
France	36%	17%
Japan	35%	14%
Argentina	35%	18%
Sweden	33%	14%
Italy	31%	18%
Belgium	30%	15%
Great Britain	30%	18%
Canada	29%	19%
South Korea	24%	14%

Retail - It shares my values

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

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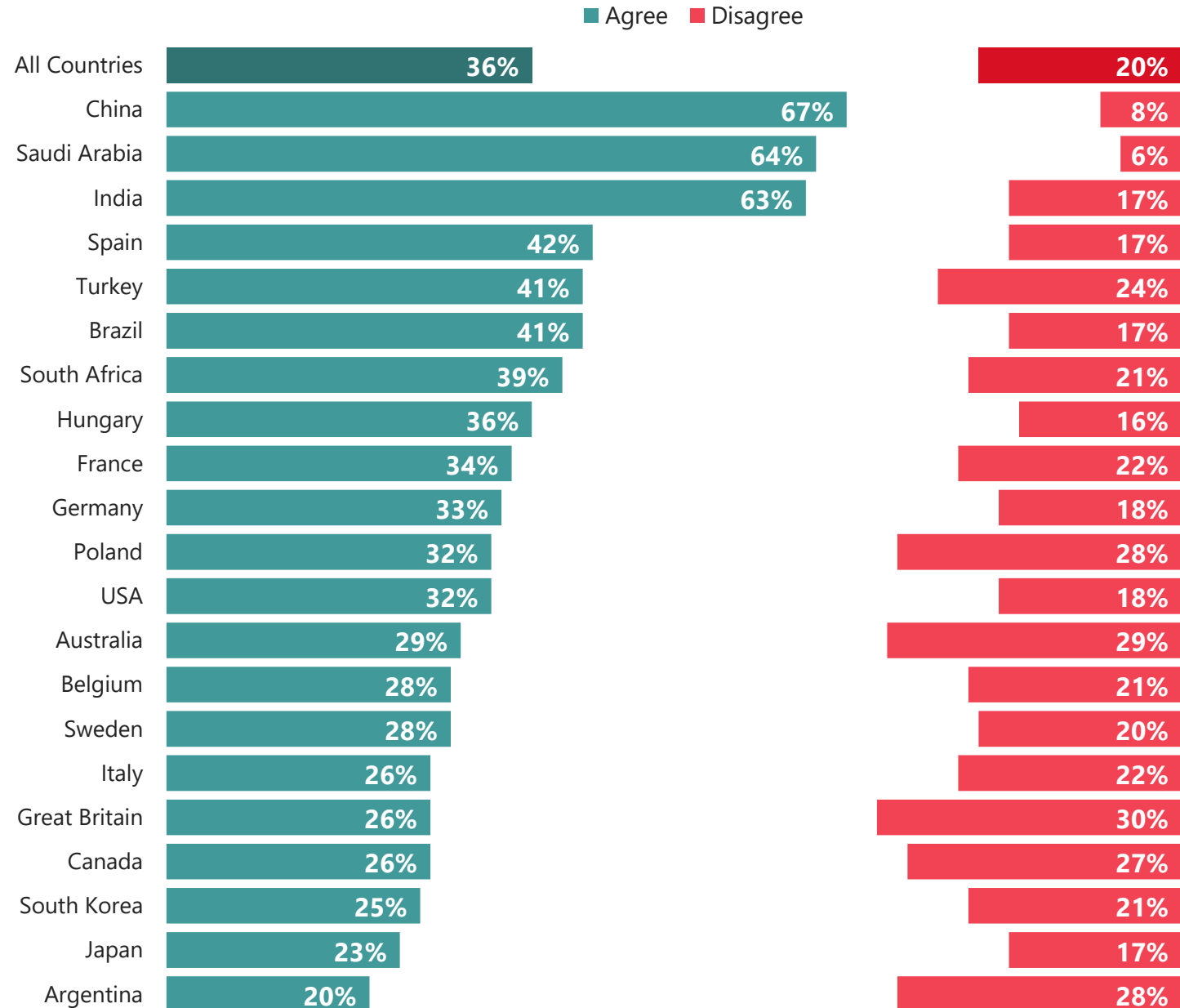
■ Agree ■ Disagree

	Agree	Disagree
All Countries	34%	19%
India	63%	13%
Saudi Arabia	62%	7%
China	61%	7%
Brazil	44%	15%
South Africa	42%	17%
Spain	41%	15%
Turkey	38%	27%
Poland	35%	23%
Germany	32%	15%
France	31%	21%
USA	31%	17%
Belgium	27%	24%
Argentina	27%	20%
Australia	26%	23%
Hungary	25%	17%
Japan	24%	16%
Sweden	23%	17%
Great Britain	23%	27%
Italy	22%	23%
Canada	21%	23%
South Korea	19%	27%

Retail - 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 [SECTOR]?

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Online samples in Brazil, mainland China, India, 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.
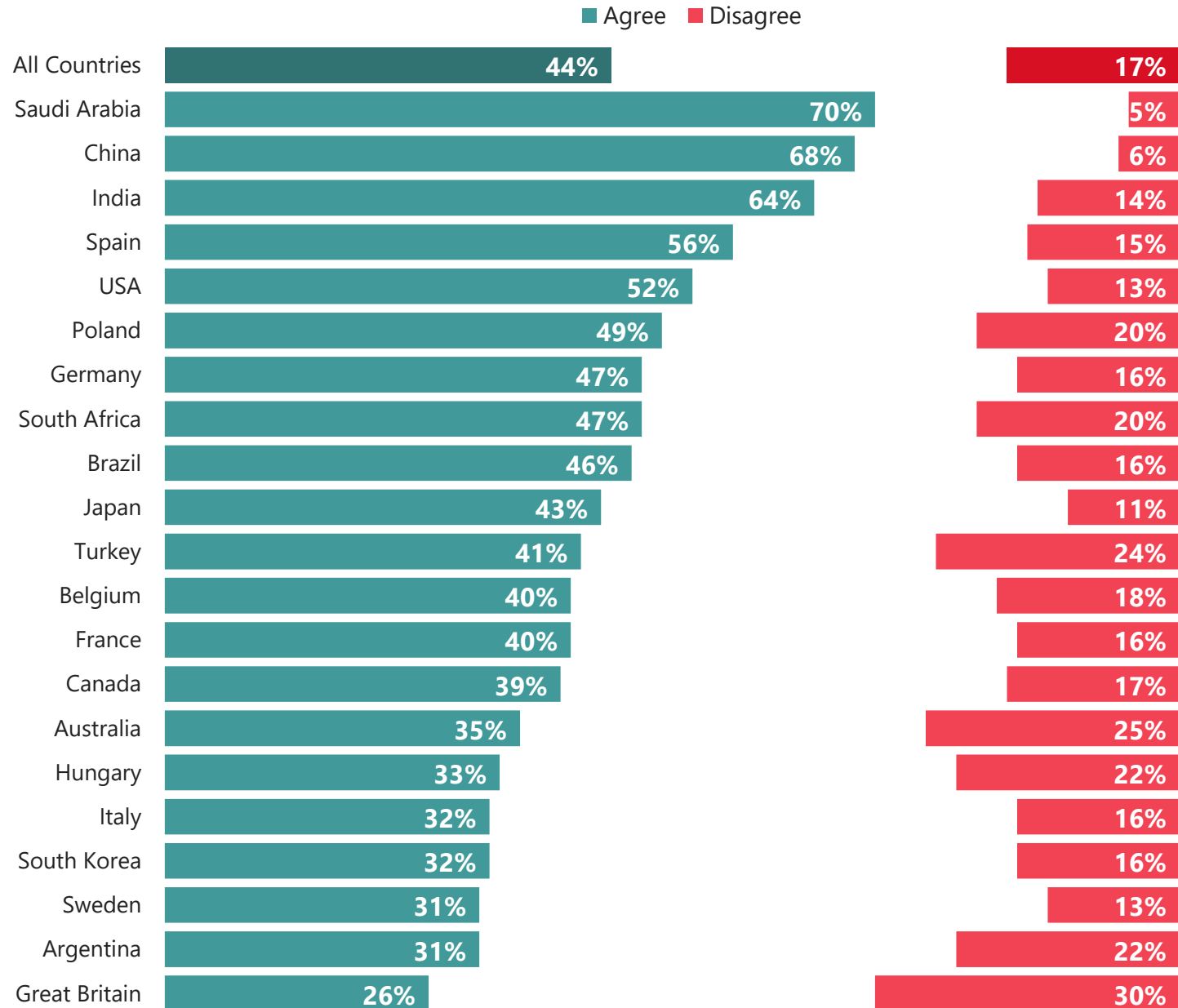
■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	43%	17%
India	68%	12%
Saudi Arabia	64%	9%
China	54%	18%
Brazil	51%	10%
Turkey	50%	22%
Australia	49%	14%
Great Britain	48%	13%
South Africa	47%	20%
Canada	46%	12%
USA	46%	15%
Poland	44%	17%
Sweden	43%	14%
Germany	38%	17%
Spain	38%	23%
South Korea	37%	14%
Italy	36%	17%
Hungary	34%	21%
France	33%	20%
Argentina	32%	23%
Belgium	28%	23%
Japan	23%	17%

Retail - It is environmentally sustainable

Q.
To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?
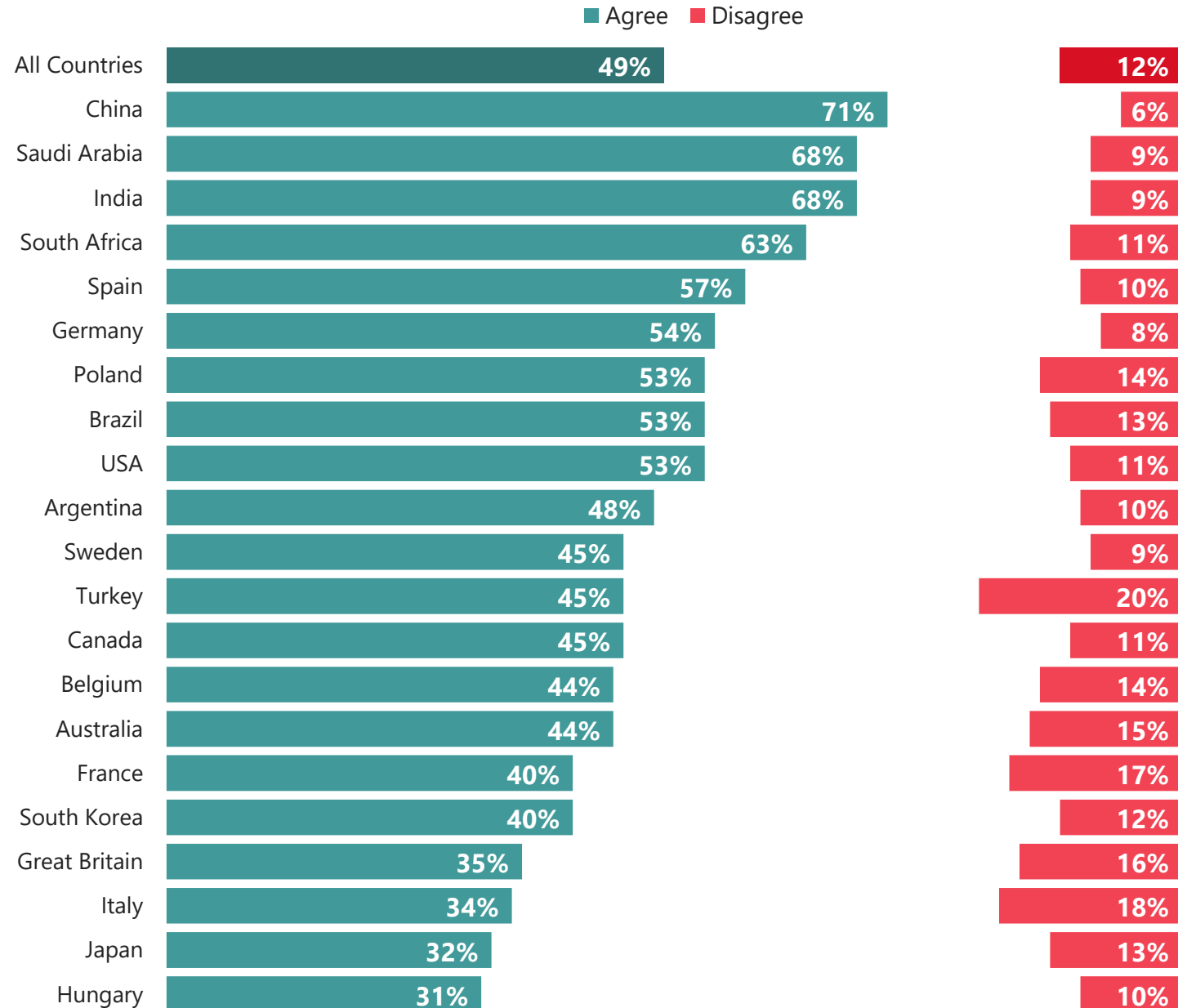
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The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	36%	20%
China	67%	8%
Saudi Arabia	64%	6%
India	63%	17%
Spain	42%	17%
Turkey	41%	24%
Brazil	41%	17%
South Africa	39%	21%
Hungary	36%	16%
France	34%	22%
Germany	33%	18%
Poland	32%	28%
USA	32%	18%
Australia	29%	29%
Belgium	28%	21%
Sweden	28%	20%
Italy	26%	22%
Great Britain	26%	30%
Canada	26%	27%
South Korea	25%	21%
Japan	23%	17%
Argentina	20%	28%

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Retail - If it provides good value for price

Q.
To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?
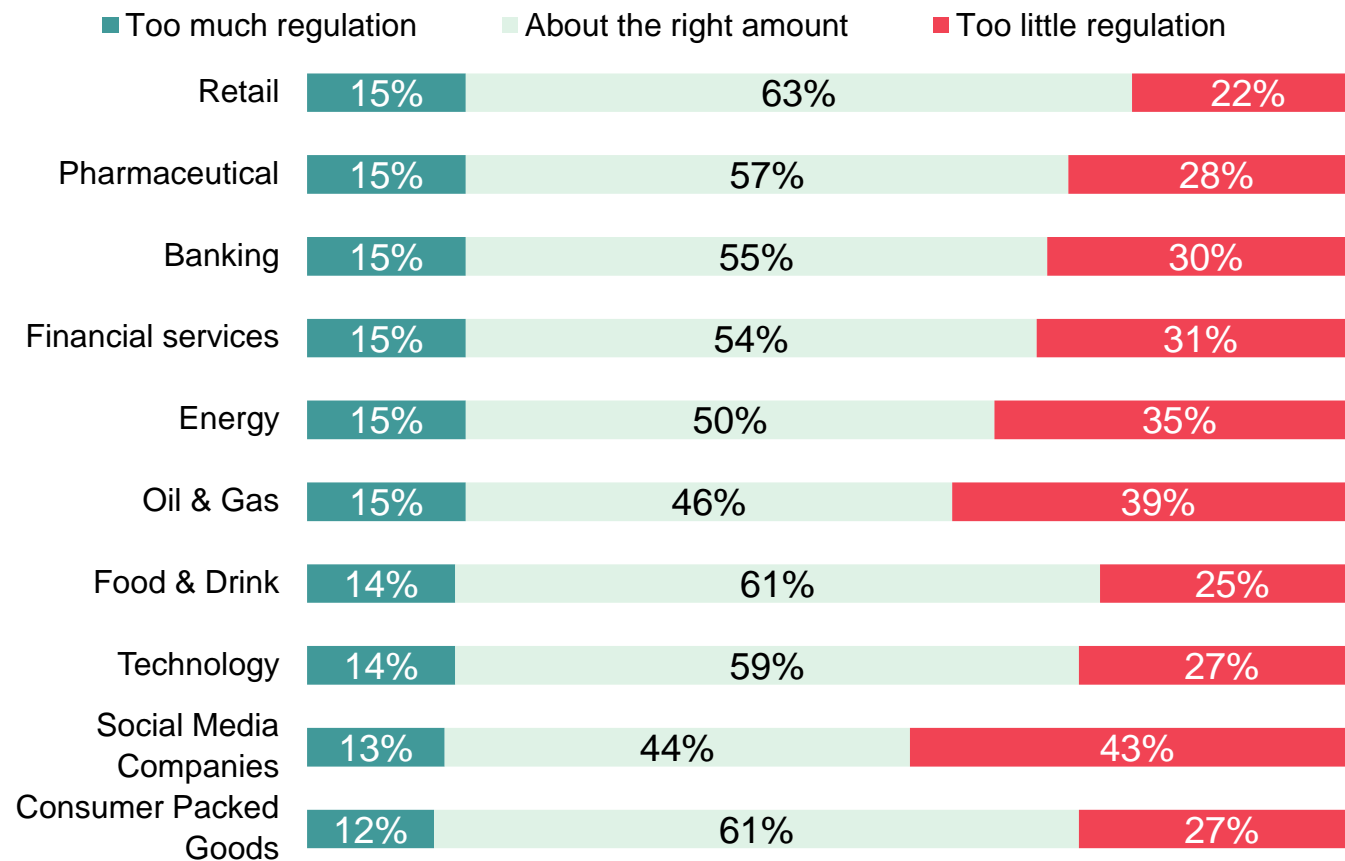
Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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The "Global Country Average" reflects the average result for all the countries where 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.

■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	44%	17%
Saudi Arabia	70%	5%
China	68%	6%
India	64%	14%
Spain	56%	15%
USA	52%	13%
Poland	49%	20%
Germany	47%	16%
South Africa	47%	20%
Brazil	46%	16%
Japan	43%	11%
Turkey	41%	24%
Belgium	40%	18%
France	40%	16%
Canada	39%	17%
Australia	35%	25%
Hungary	33%	22%
Italy	32%	16%
South Korea	32%	16%
Sweden	31%	13%
Argentina	31%	22%
Great Britain	26%	30%

Retail - If it provides good customer service

Q.
To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?
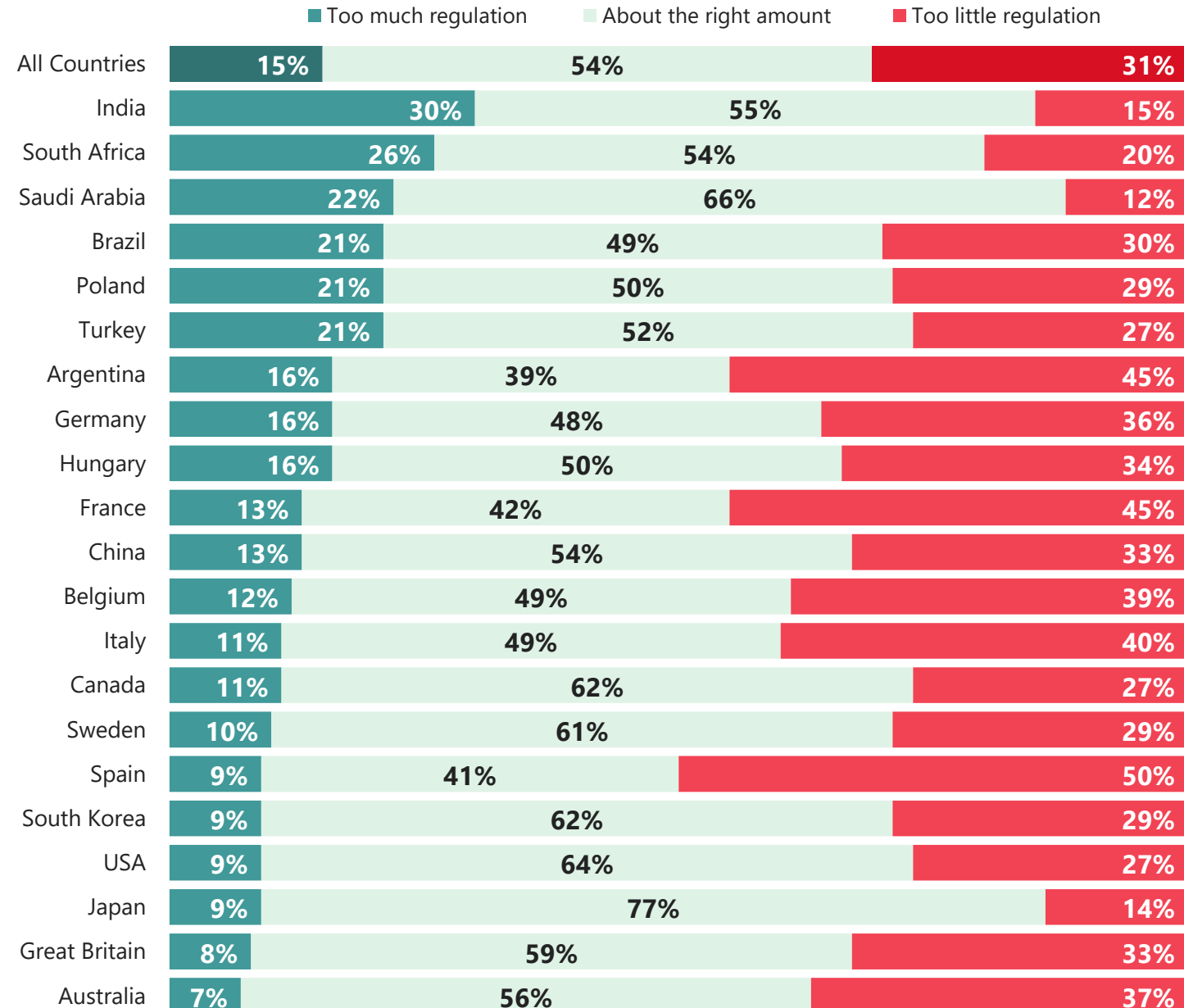
Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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The "Global Country Average" reflects the average result for all the countries where 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.

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	49%	12%
China	71%	6%
Saudi Arabia	68%	9%
India	68%	9%
South Africa	63%	11%
Spain	57%	10%
Germany	54%	8%
Poland	53%	14%
Brazil	53%	13%
USA	53%	11%
Argentina	48%	10%
Sweden	45%	9%
Turkey	45%	20%
Canada	45%	11%
Belgium	44%	14%
Australia	44%	15%
France	40%	17%
South Korea	40%	12%
Great Britain	35%	16%
Italy	34%	18%
Japan	32%	13%
Hungary	31%	10%

Perceptions towards sector regulation

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Global Country Average

Q.
For each of the following sectors please indicate whether you think there is too much regulation, about the right amount of regulation, or too little regulation.
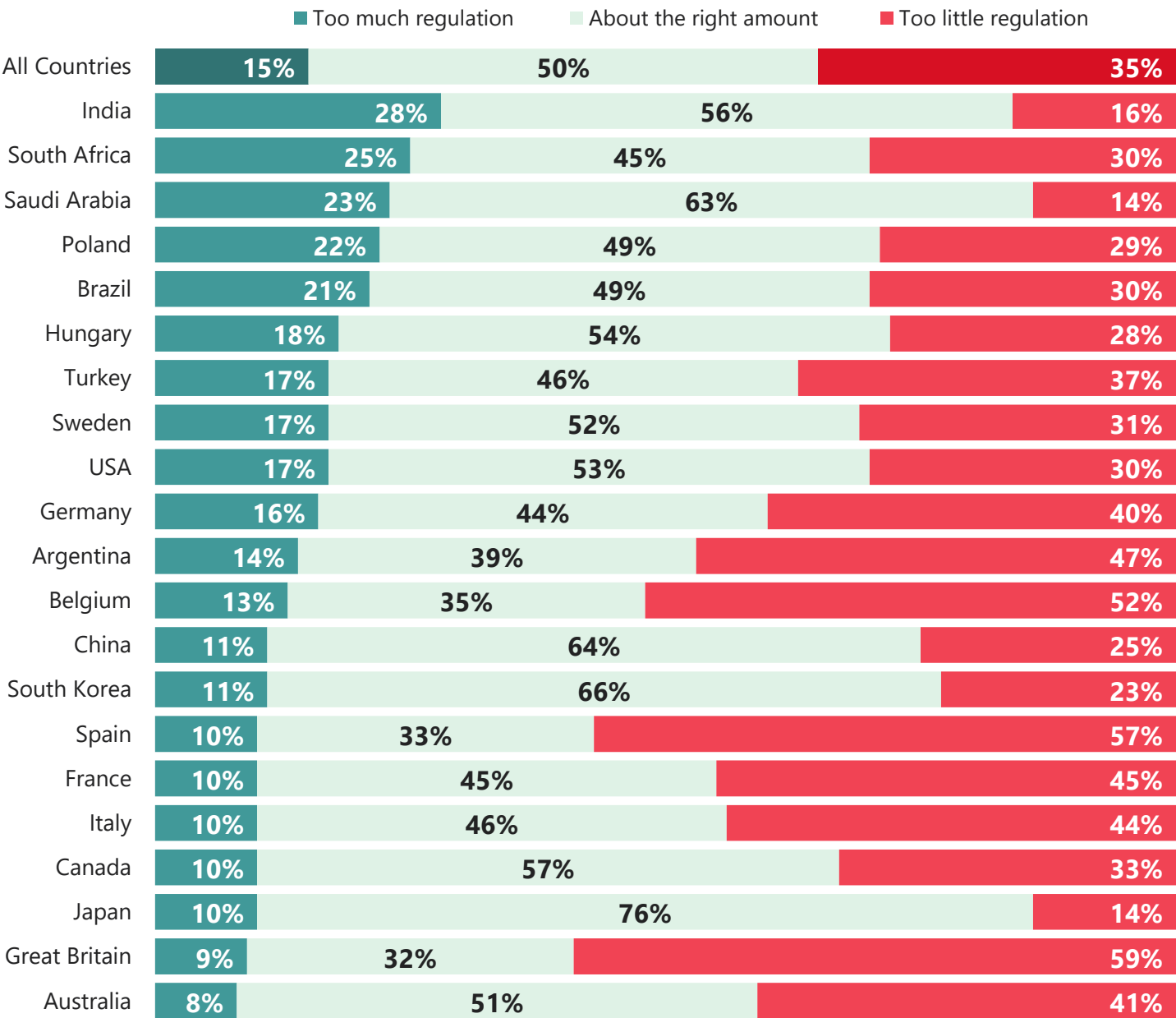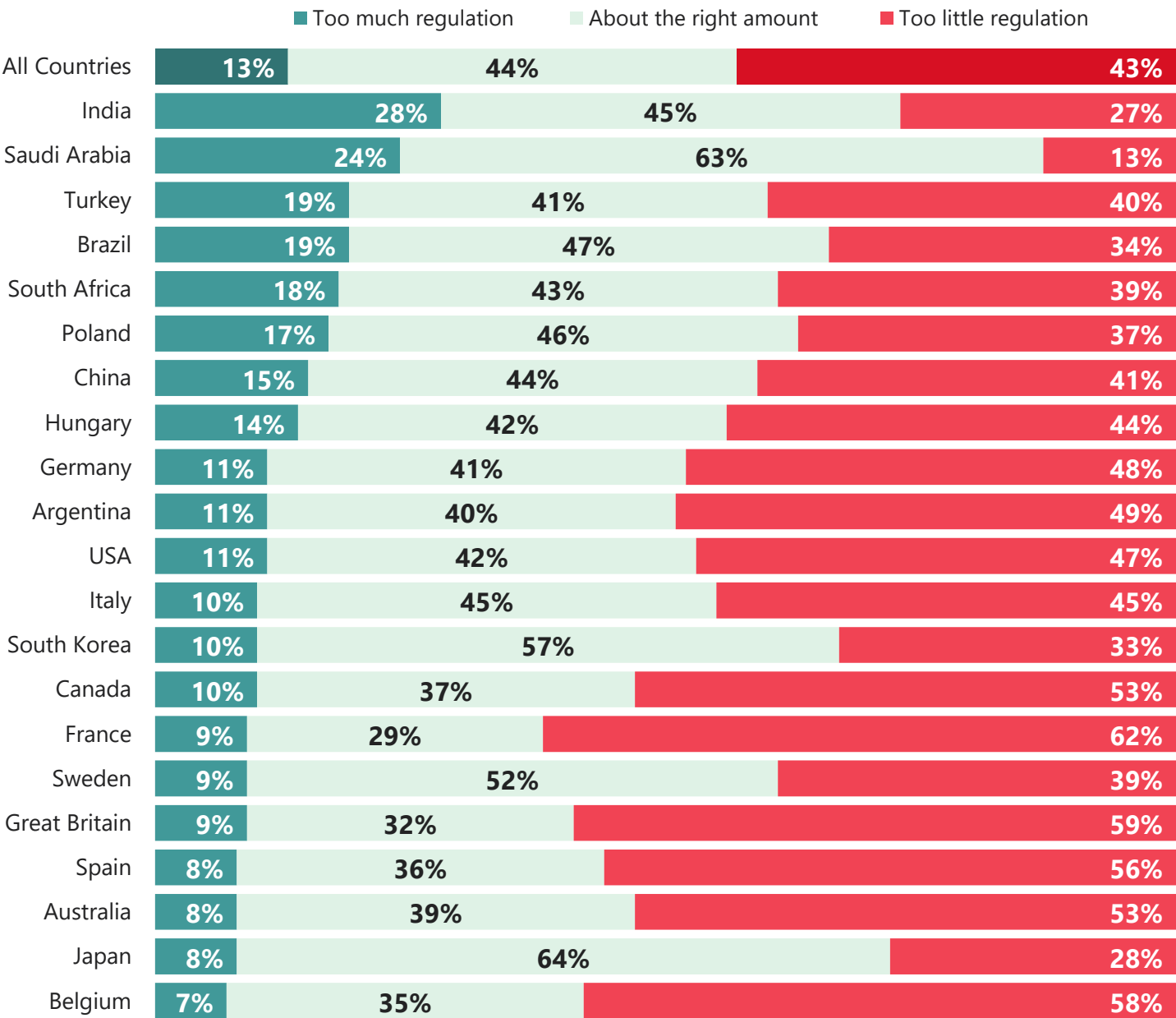
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■ Too much regulation   ■ About the right amount   ■ Too little regulation

Sector	Too much regulation	About the right amount	Too little regulation
Retail	15%	63%	22%
Pharmaceutical	15%	57%	28%
Banking	15%	55%	30%
Financial services	15%	54%	31%
Energy	15%	50%	35%
Oil & Gas	15%	46%	39%
Food & Drink	14%	61%	25%
Technology	14%	59%	27%
Social Media Companies	13%	44%	43%
Consumer Packed Goods	12%	61%	27%

Regulation levels - Financial Services

Q.
For each of the following sectors please indicate whether you think there is too much regulation, about the right amount of regulation, or too little regulation.

	Too much regulation	About the right amount	Too little regulation
All Countries	15%	54%	31%
India	30%	55%	15%
South Africa	26%	54%	20%
Saudi Arabia	22%	66%	12%
Brazil	21%	49%	30%
Poland	21%	50%	29%
Turkey	21%	52%	27%
Argentina	16%	39%	45%
Germany	16%	48%	36%
Hungary	16%	50%	34%
France	13%	42%	45%
China	13%	54%	33%
Belgium	12%	49%	39%
Italy	11%	49%	40%
Canada	11%	62%	27%
Sweden	10%	61%	29%
Spain	9%	41%	50%
South Korea	9%	62%	29%
USA	9%	64%	27%
Japan	9%	77%	14%
Great Britain	8%	59%	33%
Australia	7%	56%	37%

Regulation levels - Energy

Q.
For each of the following sectors please indicate whether you think there is too much regulation, about the right amount of regulation, or too little regulation.
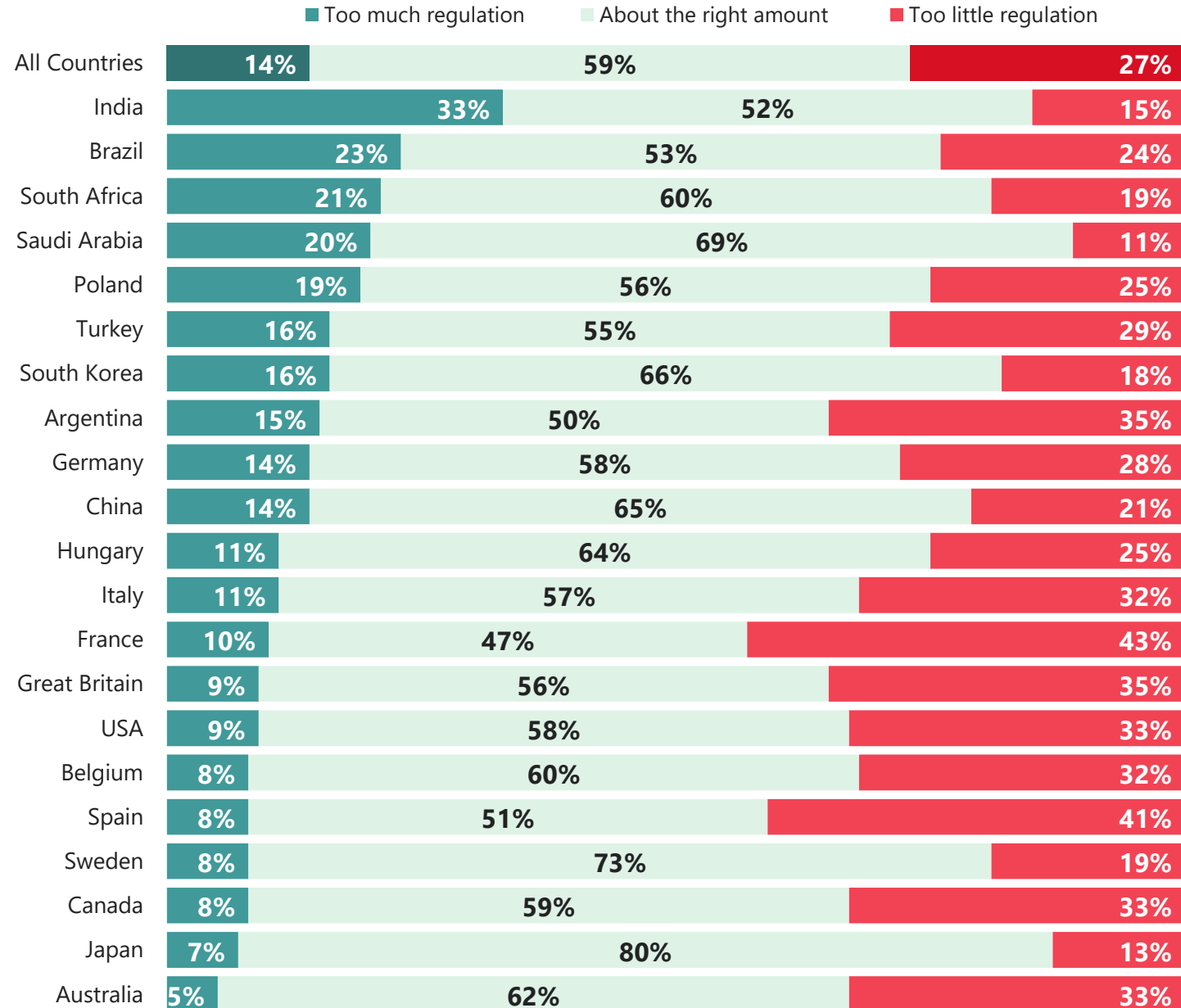
	Too much regulation	About the right amount	Too little regulation
All Countries	15%	50%	35%
India	28%	56%	16%
South Africa	25%	45%	30%
Saudi Arabia	23%	63%	14%
Poland	22%	49%	29%
Brazil	21%	49%	30%
Hungary	18%	54%	28%
Turkey	17%	46%	37%
Sweden	17%	52%	31%
USA	17%	53%	30%
Germany	16%	44%	40%
Argentina	14%	39%	47%
Belgium	13%	35%	52%
China	11%	64%	25%
South Korea	11%	66%	23%
Spain	10%	33%	57%
France	10%	45%	45%
Italy	10%	46%	44%
Canada	10%	57%	33%
Japan	10%	76%	14%
Great Britain	9%	32%	59%
Australia	8%	51%	41%

Regulation levels – Social media companies

Q.
For each of the following sectors please indicate whether you think there is too much regulation, about the right amount of regulation, or too little regulation.
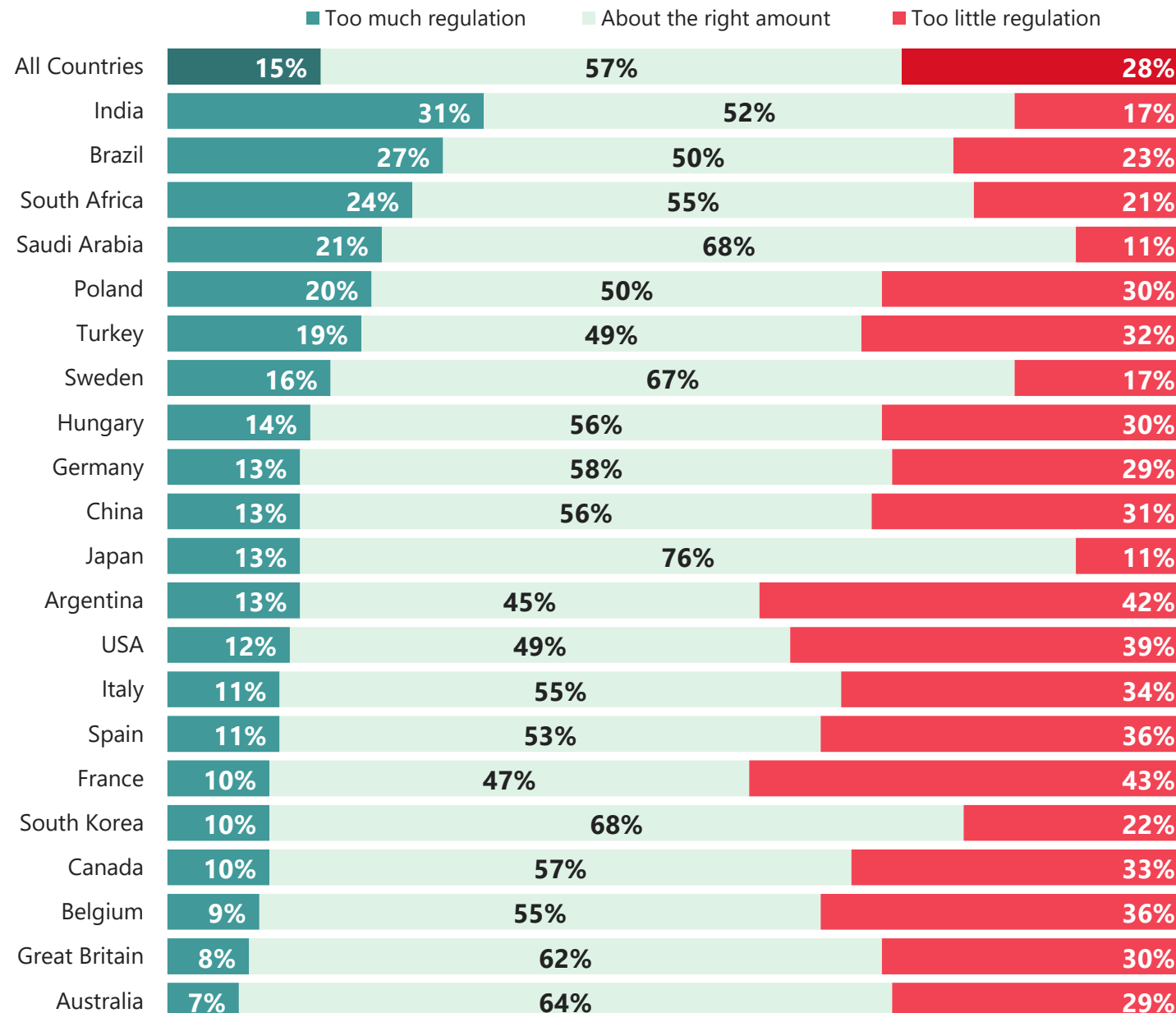
	Too much regulation	About the right amount	Too little regulation
All Countries	13%	44%	43%
India	28%	45%	27%
Saudi Arabia	24%	63%	13%
Turkey	19%	41%	40%
Brazil	19%	47%	34%
South Africa	18%	43%	39%
Poland	17%	46%	37%
China	15%	44%	41%
Hungary	14%	42%	44%
Germany	11%	41%	48%
Argentina	11%	40%	49%
USA	11%	42%	47%
Italy	10%	45%	45%
South Korea	10%	57%	33%
Canada	10%	37%	53%
France	9%	29%	62%
Sweden	9%	52%	39%
Great Britain	9%	32%	59%
Spain	8%	36%	56%
Australia	8%	39%	53%
Japan	8%	64%	28%
Belgium	7%	35%	58%

Ipsos

Regulation levels – Technology companies

Q.
For each of the following sectors please indicate whether you think there is too much regulation, about the right amount of regulation, or too little regulation.
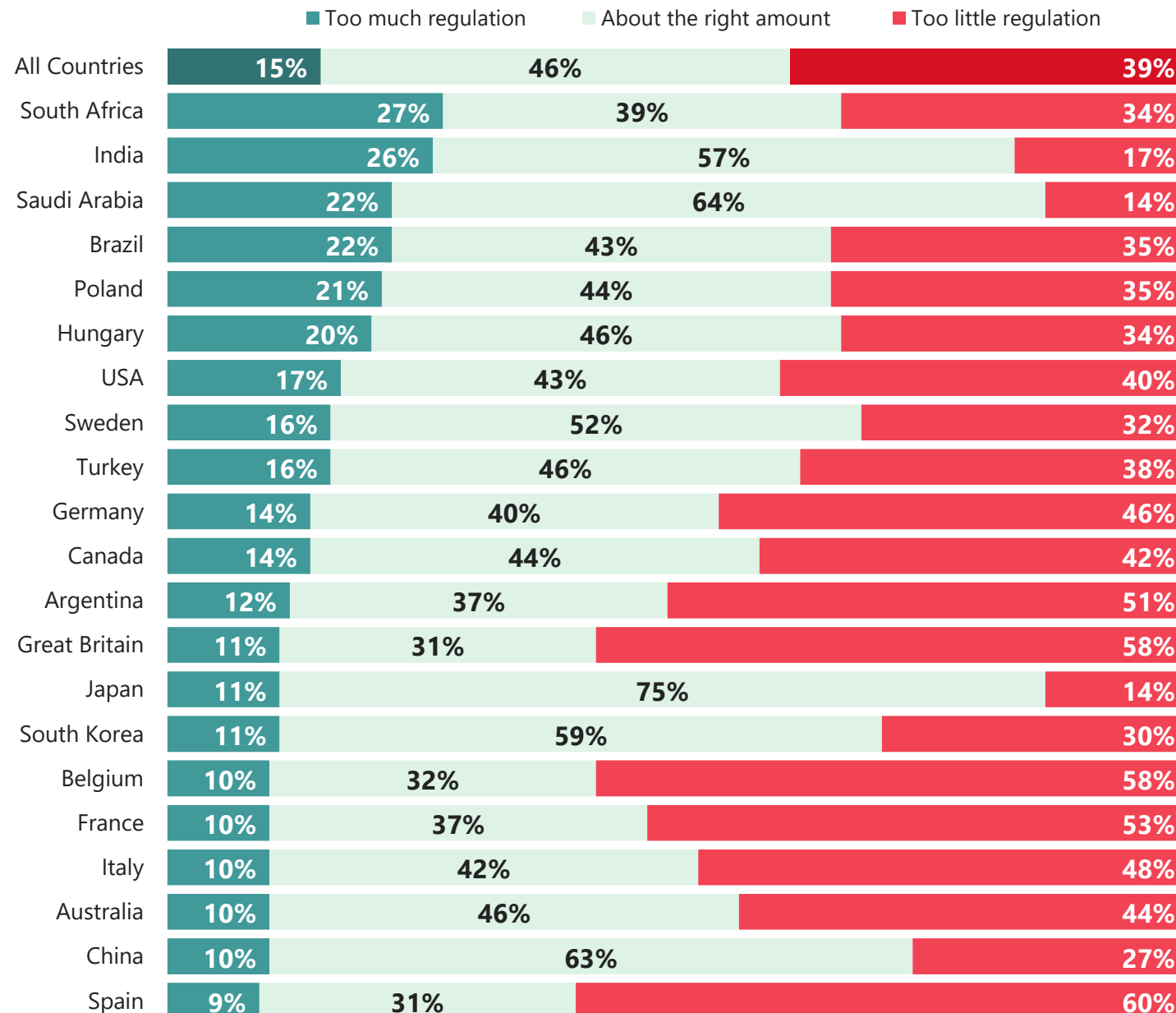
	Too much regulation	About the right amount	Too little regulation
All Countries	14%	59%	27%
India	33%	52%	15%
Brazil	23%	53%	24%
South Africa	21%	60%	19%
Saudi Arabia	20%	69%	11%
Poland	19%	56%	25%
Turkey	16%	55%	29%
South Korea	16%	66%	18%
Argentina	15%	50%	35%
Germany	14%	58%	28%
China	14%	65%	21%
Hungary	11%	64%	25%
Italy	11%	57%	32%
France	10%	47%	43%
Great Britain	9%	56%	35%
USA	9%	58%	33%
Belgium	8%	60%	32%
Spain	8%	51%	41%
Sweden	8%	73%	19%
Canada	8%	59%	33%
Japan	7%	80%	13%
Australia	5%	62%	33%

Ipsos

Regulation levels – Pharmaceuticals

Q.
For each of the following sectors please indicate whether you think there is too much regulation, about the right amount of regulation, or too little regulation.

	Too much regulation	About the right amount	Too little regulation
All Countries	15%	57%	28%
India	31%	52%	17%
Brazil	27%	50%	23%
South Africa	24%	55%	21%
Saudi Arabia	21%	68%	11%
Poland	20%	50%	30%
Turkey	19%	49%	32%
Sweden	16%	67%	17%
Hungary	14%	56%	30%
Germany	13%	58%	29%
China	13%	56%	31%
Japan	13%	76%	11%
Argentina	13%	45%	42%
USA	12%	49%	39%
Italy	11%	55%	34%
Spain	11%	53%	36%
France	10%	47%	43%
South Korea	10%	68%	22%
Canada	10%	57%	33%
Belgium	9%	55%	36%
Great Britain	8%	62%	30%
Australia	7%	64%	29%

Regulation levels – Oil & Gas

Q.
For each of the following sectors please indicate whether you think there is too much regulation, about the right amount of regulation, or too little regulation.
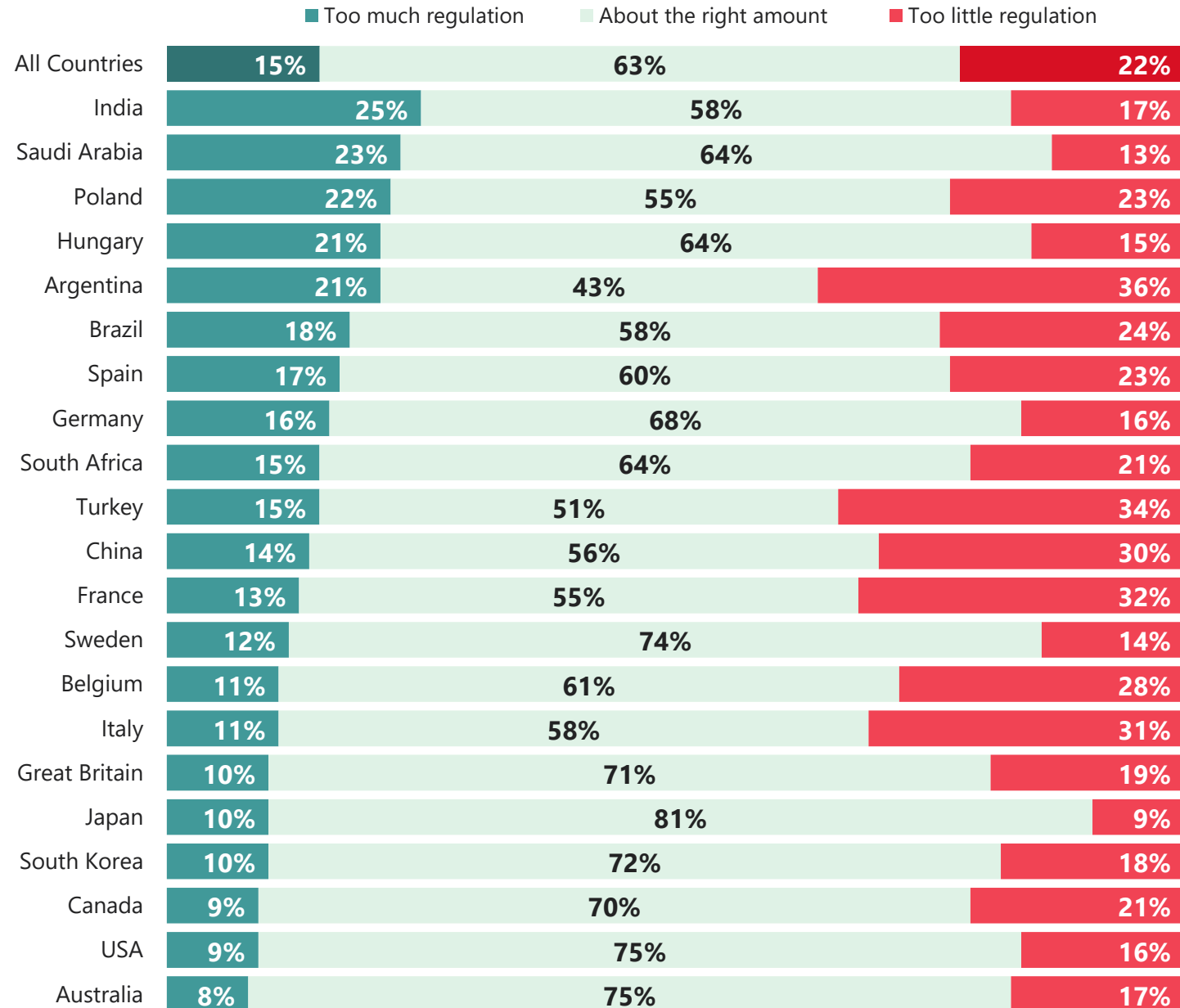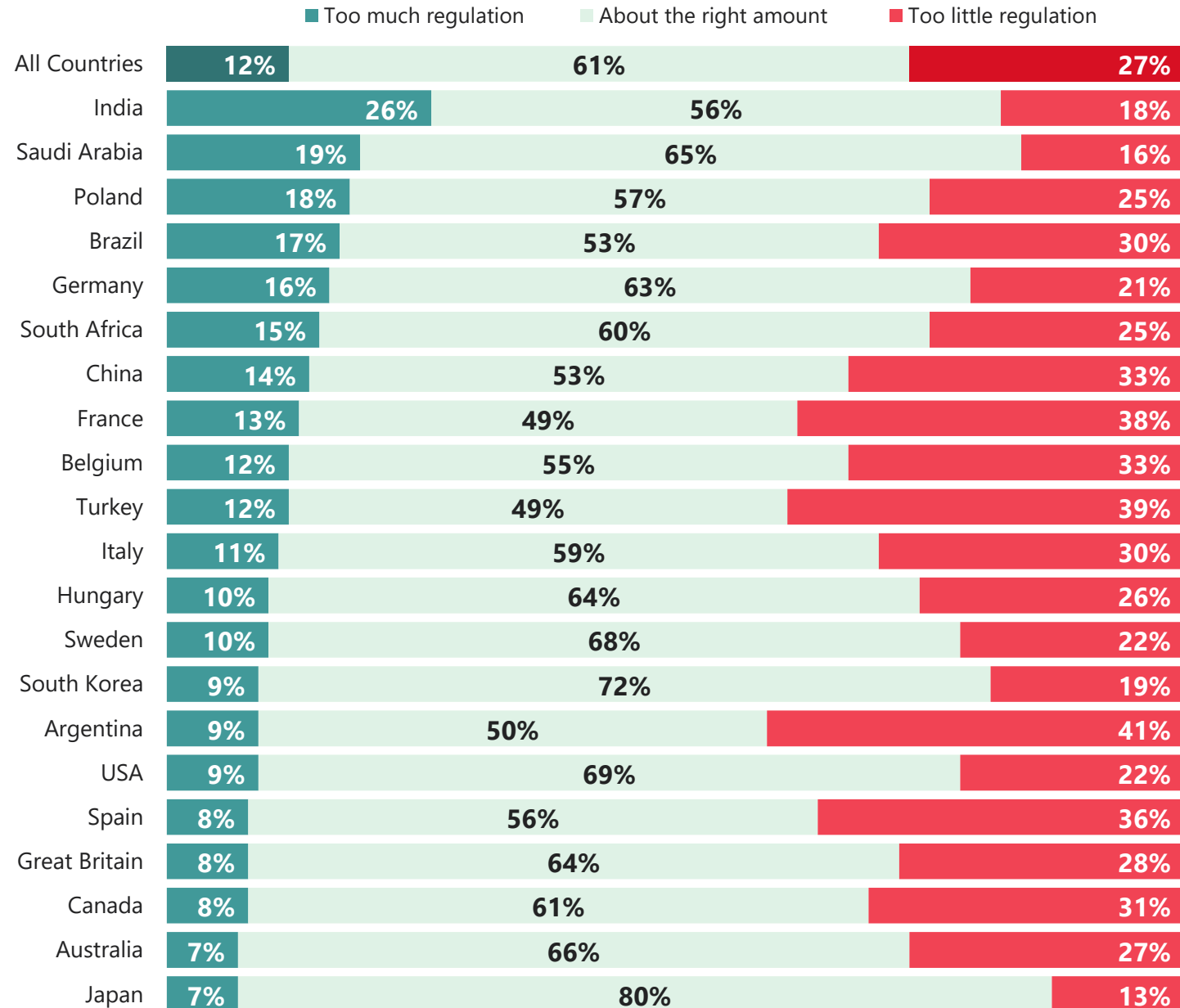
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The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

	■ Too much regulation	■ About the right amount	■ Too little regulation
All Countries	15%	46%	39%
South Africa	27%	39%	34%
India	26%	57%	17%
Saudi Arabia	22%	64%	14%
Brazil	22%	43%	35%
Poland	21%	44%	35%
Hungary	20%	46%	34%
USA	17%	43%	40%
Sweden	16%	52%	32%
Turkey	16%	46%	38%
Germany	14%	40%	46%
Canada	14%	44%	42%
Argentina	12%	37%	51%
Great Britain	11%	31%	58%
Japan	11%	75%	14%
South Korea	11%	59%	30%
Belgium	10%	32%	58%
France	10%	37%	53%
Italy	10%	42%	48%
Australia	10%	46%	44%
China	10%	63%	27%
Spain	9%	31%	60%

Regulation levels – Retail

Q.
For each of the following sectors please indicate whether you think there is too much regulation, about the right amount of regulation, or too little regulation.

	Too much regulation	About the right amount	Too little regulation
All Countries	15%	63%	22%
India	25%	58%	17%
Saudi Arabia	23%	64%	13%
Poland	22%	55%	23%
Hungary	21%	64%	15%
Argentina	21%	43%	36%
Brazil	18%	58%	24%
Spain	17%	60%	23%
Germany	16%	68%	16%
South Africa	15%	64%	21%
Turkey	15%	51%	34%
China	14%	56%	30%
France	13%	55%	32%
Sweden	12%	74%	14%
Belgium	11%	61%	28%
Italy	11%	58%	31%
Great Britain	10%	71%	19%
Japan	10%	81%	9%
South Korea	10%	72%	18%
Canada	9%	70%	21%
USA	9%	75%	16%
Australia	8%	75%	17%

Regulation levels – Consumer Packaged goods

Q.
For each of the following sectors please indicate whether you think there is too much regulation, about the right amount of regulation, or too little regulation.
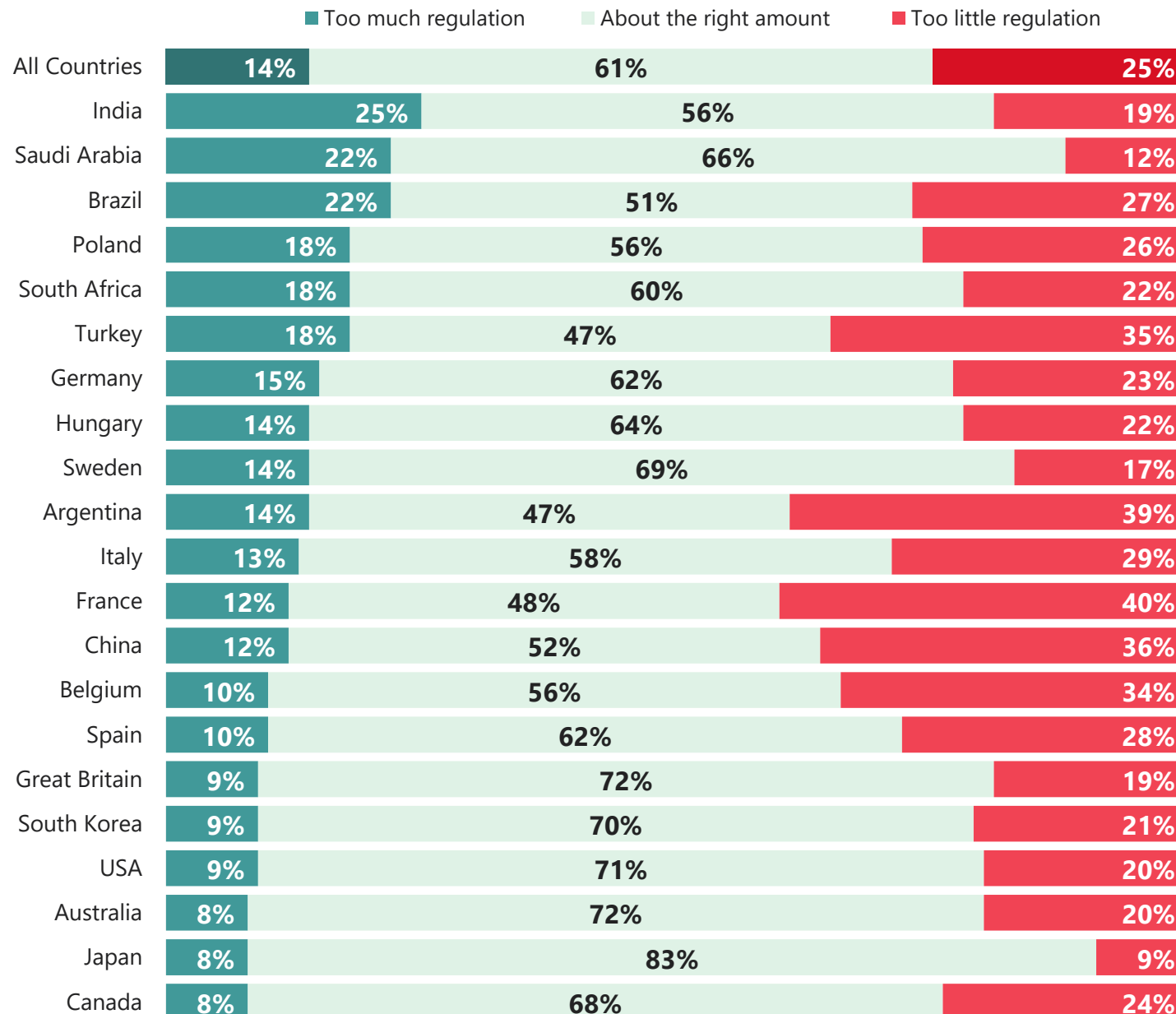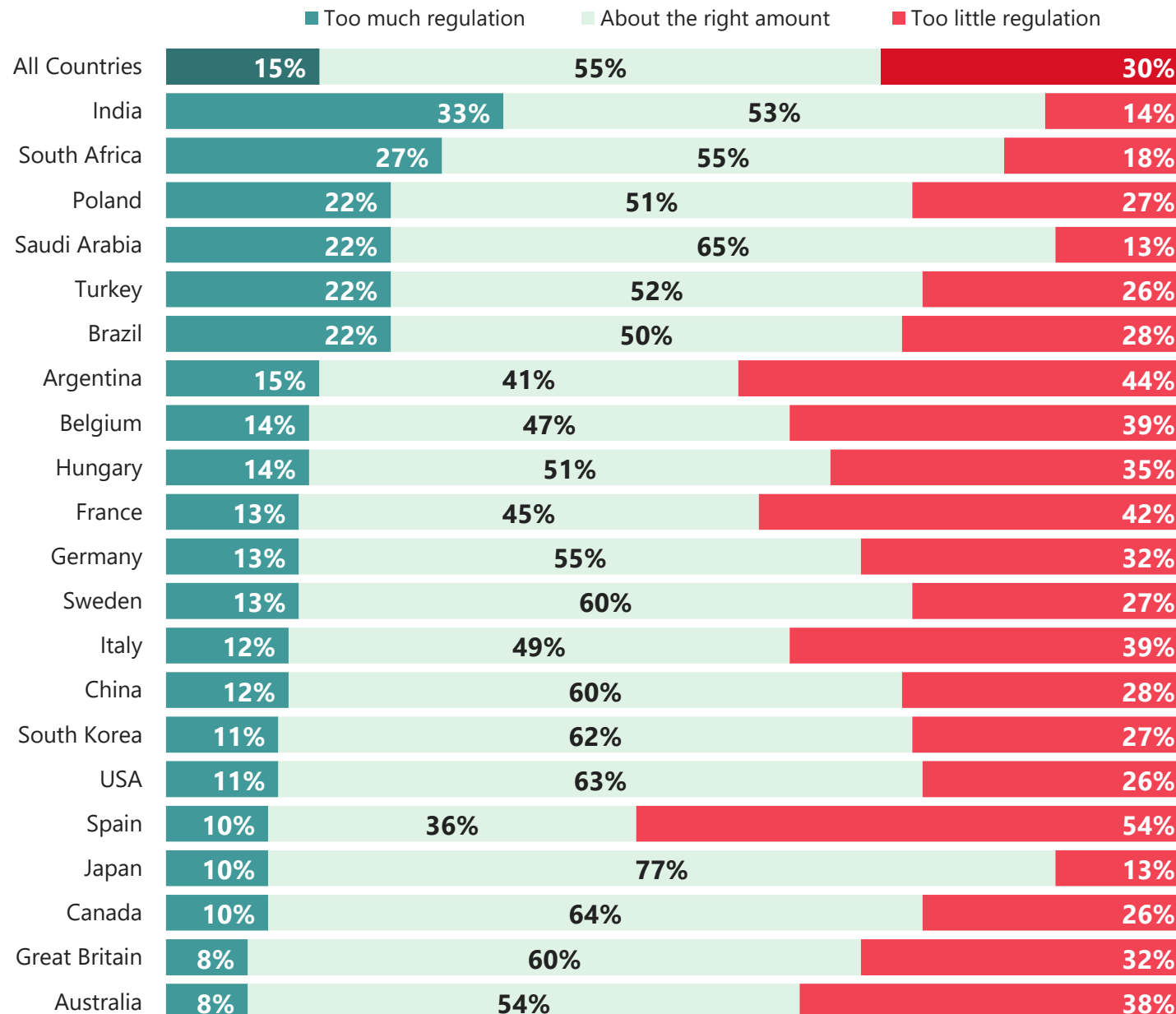
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The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

	■ Too much regulation	■ About the right amount	■ Too little regulation
All Countries	12%	61%	27%
India	26%	56%	18%
Saudi Arabia	19%	65%	16%
Poland	18%	57%	25%
Brazil	17%	53%	30%
Germany	16%	63%	21%
South Africa	15%	60%	25%
China	14%	53%	33%
France	13%	49%	38%
Belgium	12%	55%	33%
Turkey	12%	49%	39%
Italy	11%	59%	30%
Hungary	10%	64%	26%
Sweden	10%	68%	22%
South Korea	9%	72%	19%
Argentina	9%	50%	41%
USA	9%	69%	22%
Spain	8%	56%	36%
Great Britain	8%	64%	28%
Canada	8%	61%	31%
Australia	7%	66%	27%
Japan	7%	80%	13%

Regulation levels – Food and drink

Q.
For each of the following sectors please indicate whether you think there is too much regulation, about the right amount of regulation, or too little regulation.

	Too much regulation	About the right amount	Too little regulation
All Countries	14%	61%	25%
India	25%	56%	19%
Saudi Arabia	22%	66%	12%
Brazil	22%	51%	27%
Poland	18%	56%	26%
South Africa	18%	60%	22%
Turkey	18%	47%	35%
Germany	15%	62%	23%
Hungary	14%	64%	22%
Sweden	14%	69%	17%
Argentina	14%	47%	39%
Italy	13%	58%	29%
France	12%	48%	40%
China	12%	52%	36%
Belgium	10%	56%	34%
Spain	10%	62%	28%
Great Britain	9%	72%	19%
South Korea	9%	70%	21%
USA	9%	71%	20%
Australia	8%	72%	20%
Japan	8%	83%	9%
Canada	8%	68%	24%

Regulation levels – Banking

Q.
For each of the following sectors please indicate whether you think there is too much regulation, about the right amount of regulation, or too little regulation.

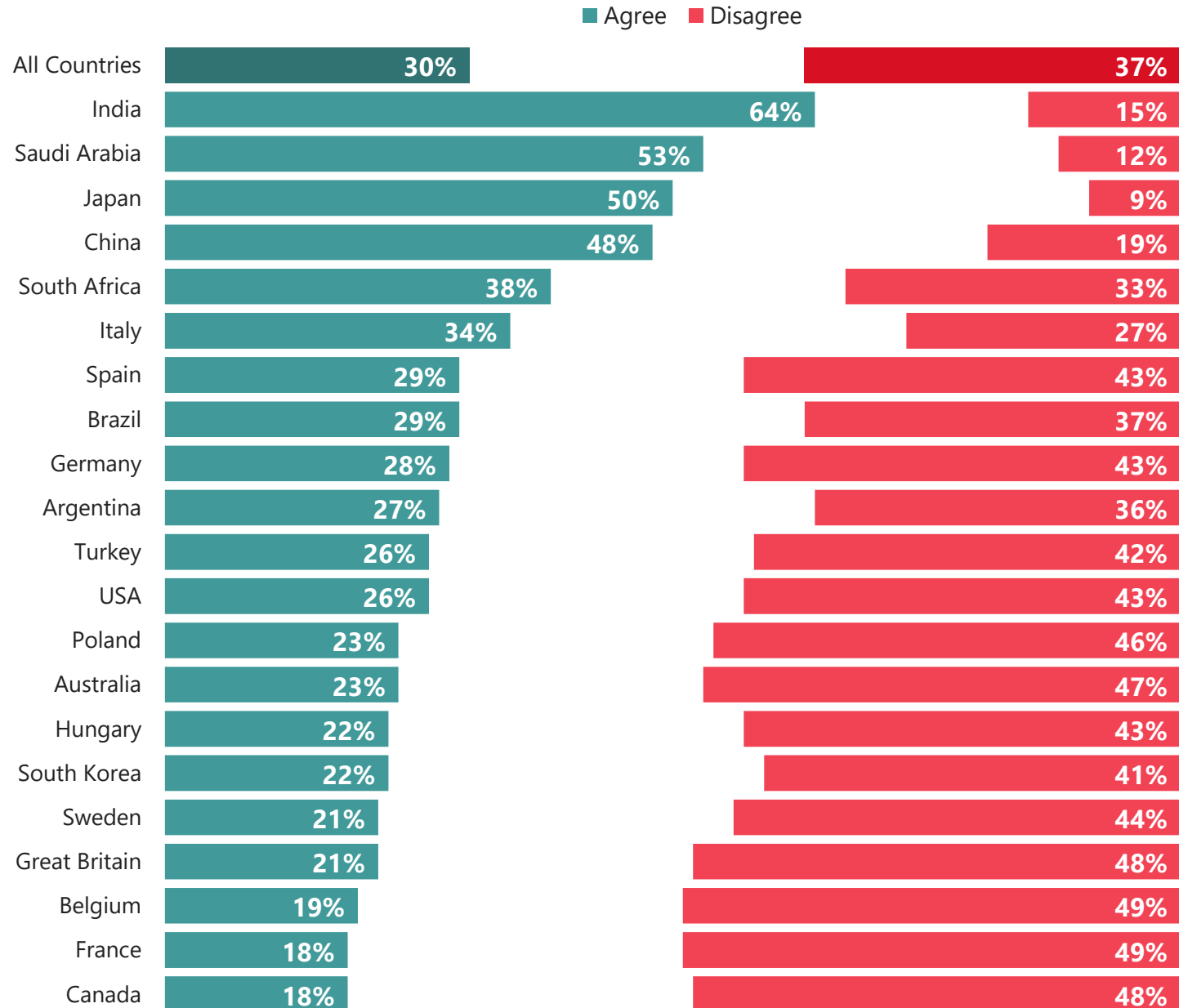|	Too much regulation	About the right amount	Too little regulation
All Countries	15%	55%	30%
India	33%	53%	14%
South Africa	27%	55%	18%
Poland	22%	51%	27%
Saudi Arabia	22%	65%	13%
Turkey	22%	52%	26%
Brazil	22%	50%	28%
Argentina	15%	41%	44%
Belgium	14%	47%	39%
Hungary	14%	51%	35%
France	13%	45%	42%
Germany	13%	55%	32%
Sweden	13%	60%	27%
Italy	12%	49%	39%
China	12%	60%	28%
South Korea	11%	62%	27%
USA	11%	63%	26%
Spain	10%	36%	54%
Japan	10%	77%	13%
Canada	10%	64%	26%
Great Britain	8%	60%	32%
Australia	8%	54%	38%

Ipsos

Corporate Leadership

I trust business leaders to tell the truth

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

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.
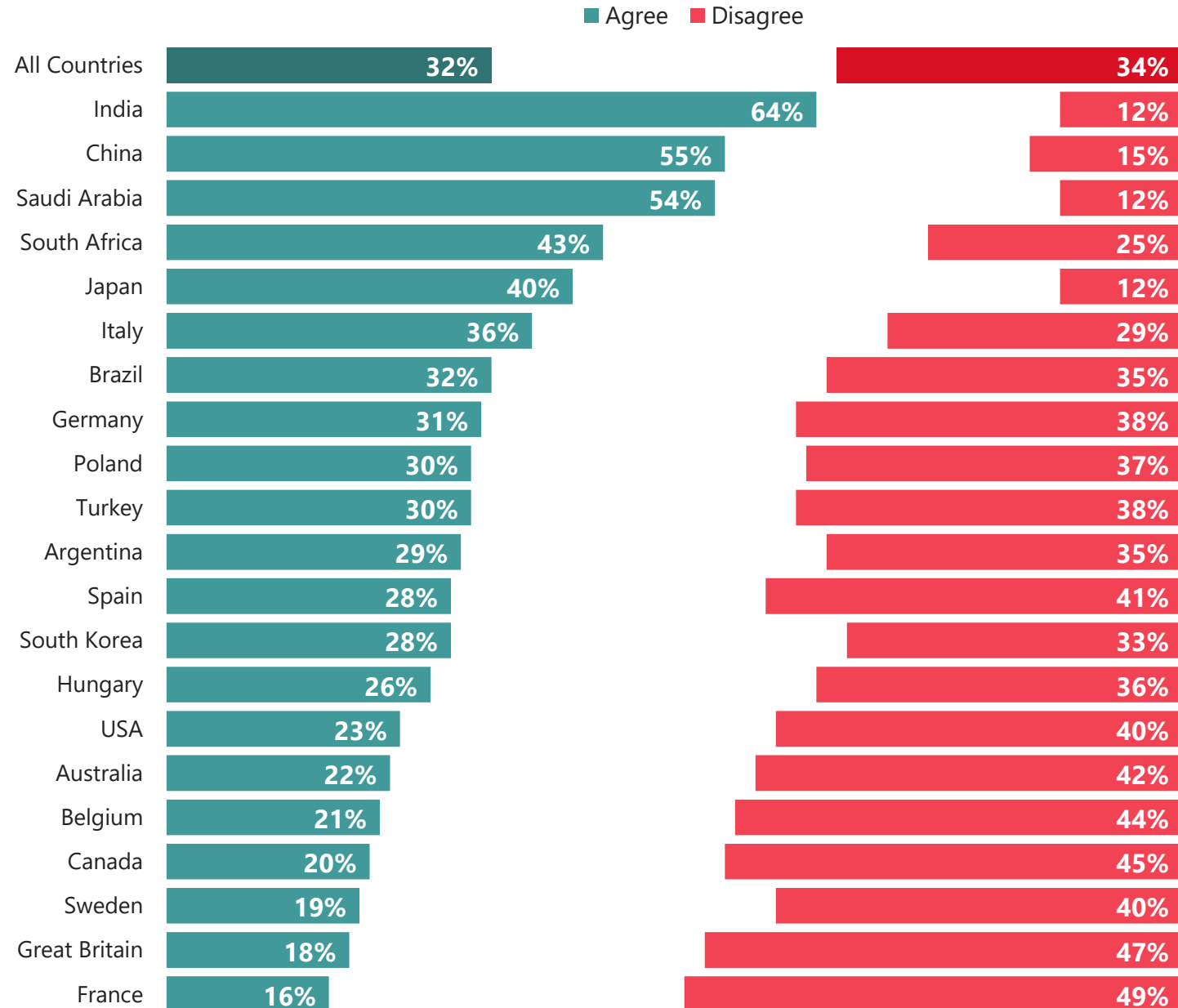
■ Agree **■ Disagree**

Country	Agree	Disagree
All Countries	30%	37%
India	64%	15%
Saudi Arabia	53%	12%
Japan	50%	9%
China	48%	19%
South Africa	38%	33%
Italy	34%	27%
Spain	29%	43%
Brazil	29%	37%
Germany	28%	43%
Argentina	27%	36%
Turkey	26%	42%
USA	26%	43%
Poland	23%	46%
Australia	23%	47%
Hungary	22%	43%
South Korea	22%	41%
Sweden	21%	44%
Great Britain	21%	48%
Belgium	19%	49%
France	18%	49%
Canada	18%	48%

I trust business leaders to care for the environment

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

Legend: ■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	32%	34%
India	64%	12%
China	55%	15%
Saudi Arabia	54%	12%
South Africa	43%	25%
Japan	40%	12%
Italy	36%	29%
Brazil	32%	35%
Germany	31%	38%
Poland	30%	37%
Turkey	30%	38%
Argentina	29%	35%
Spain	28%	41%
South Korea	28%	33%
Hungary	26%	36%
USA	23%	40%
Australia	22%	42%
Belgium	21%	44%
Canada	20%	45%
Sweden	19%	40%
Great Britain	18%	47%
France	16%	49%

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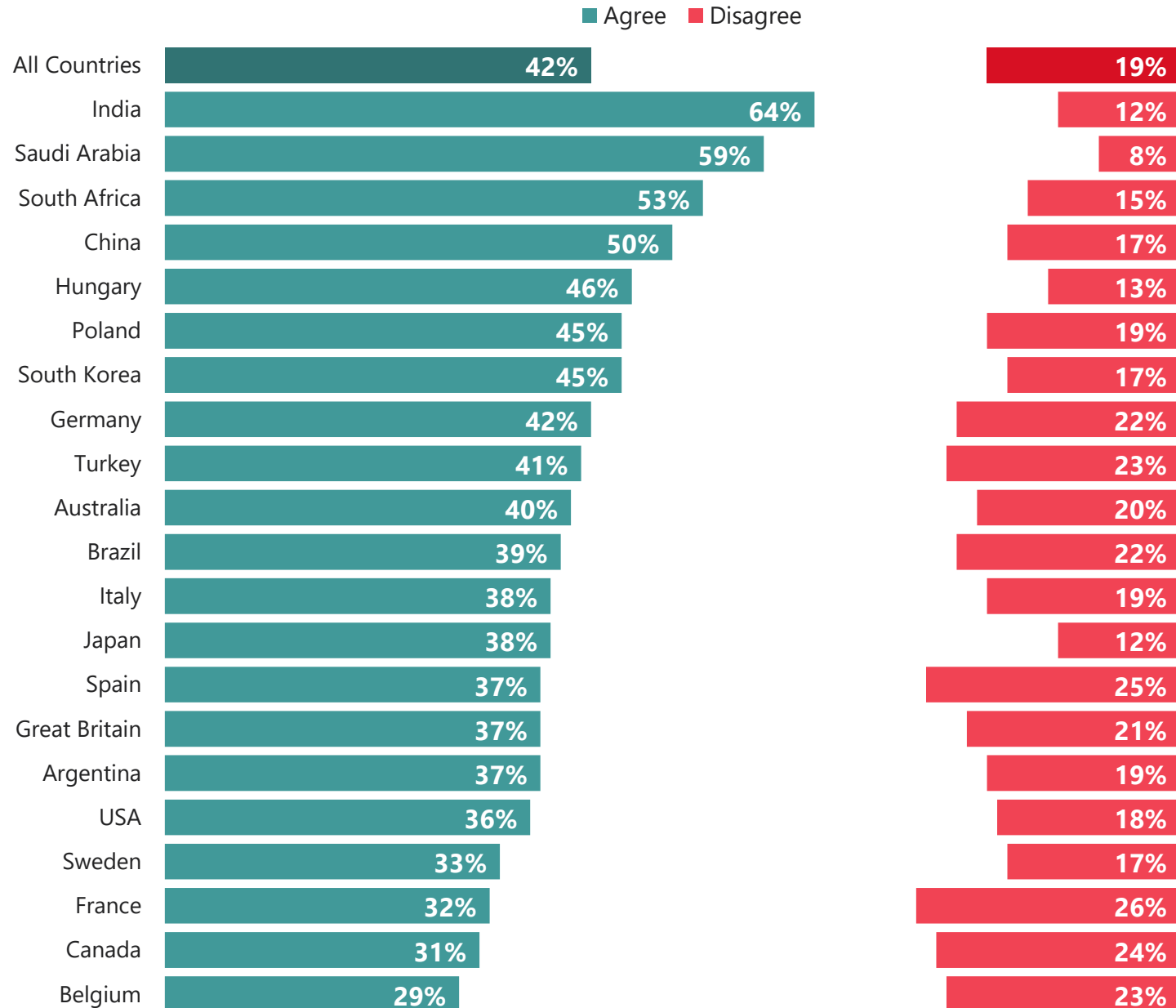
Business leaders are overtaking politicians as a force for progressive change in the world

Q.
To what extent, if at all, would you agree or disagree with the following statements about corporate leadership?
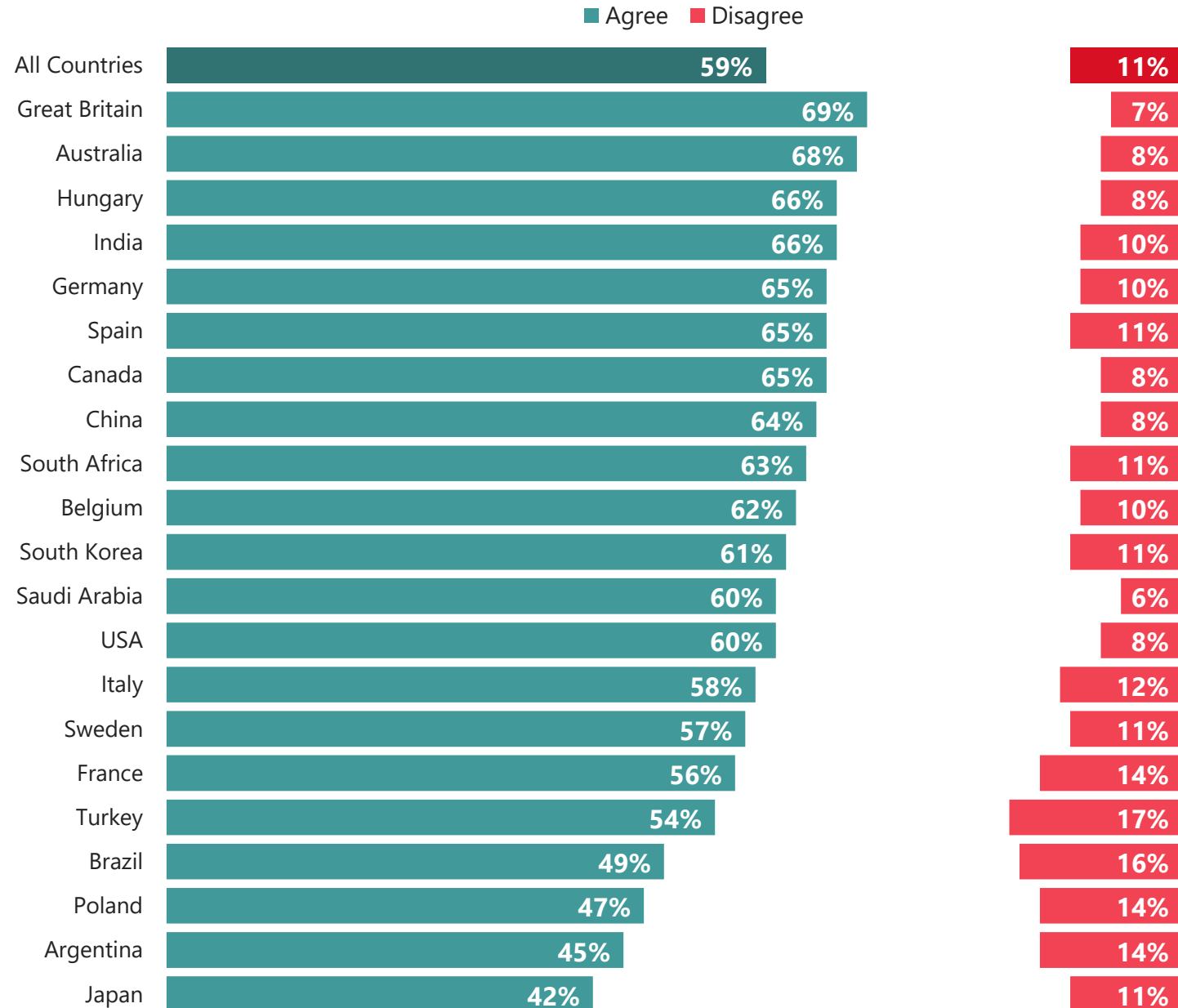
Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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■ Agree   ■ Disagree

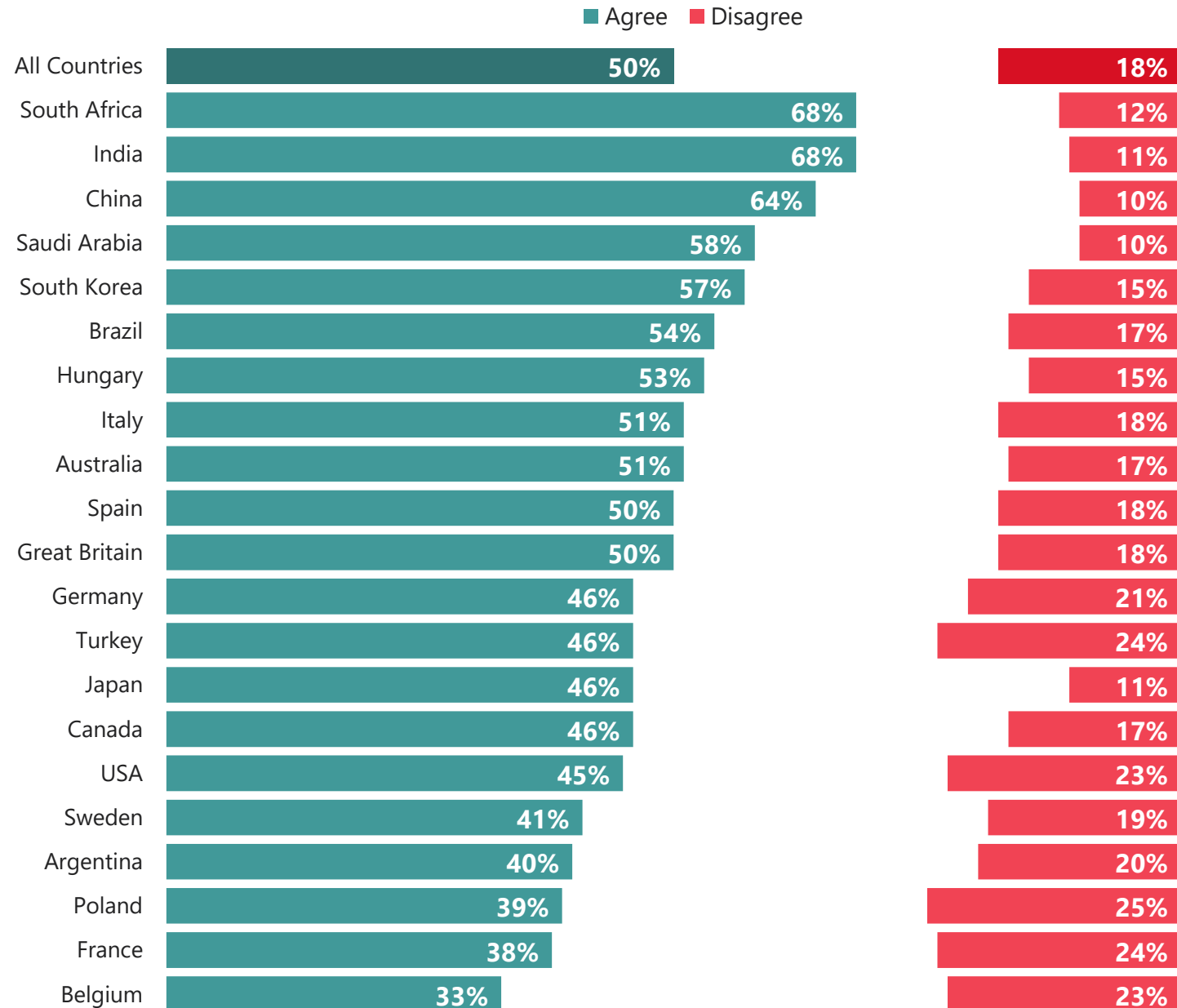| Country	Agree	Disagree
All Countries	42%	19%
India	64%	12%
Saudi Arabia	59%	8%
South Africa	53%	15%
China	50%	17%
Hungary	46%	13%
Poland	45%	19%
South Korea	45%	17%
Germany	42%	22%
Turkey	41%	23%
Australia	40%	20%
Brazil	39%	22%
Italy	38%	19%
Japan	38%	12%
Spain	37%	25%
Great Britain	37%	21%
Argentina	37%	19%
USA	36%	18%
Sweden	33%	17%
France	32%	26%
Canada	31%	24%
Belgium	29%	23%

Ipsos

Most business leaders are over-paid

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

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■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	59%	11%
Great Britain	69%	7%
Australia	68%	8%
Hungary	66%	8%
India	66%	10%
Germany	65%	10%
Spain	65%	11%
Canada	65%	8%
China	64%	8%
South Africa	63%	11%
Belgium	62%	10%
South Korea	61%	11%
Saudi Arabia	60%	6%
USA	60%	8%
Italy	58%	12%
Sweden	57%	11%
France	56%	14%
Turkey	54%	17%
Brazil	49%	16%
Poland	47%	14%
Argentina	45%	14%
Japan	42%	11%

Ipsos

Business leaders have a responsibility to speak out on social and political issues affecting my country

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

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■ Agree   ■ Disagree

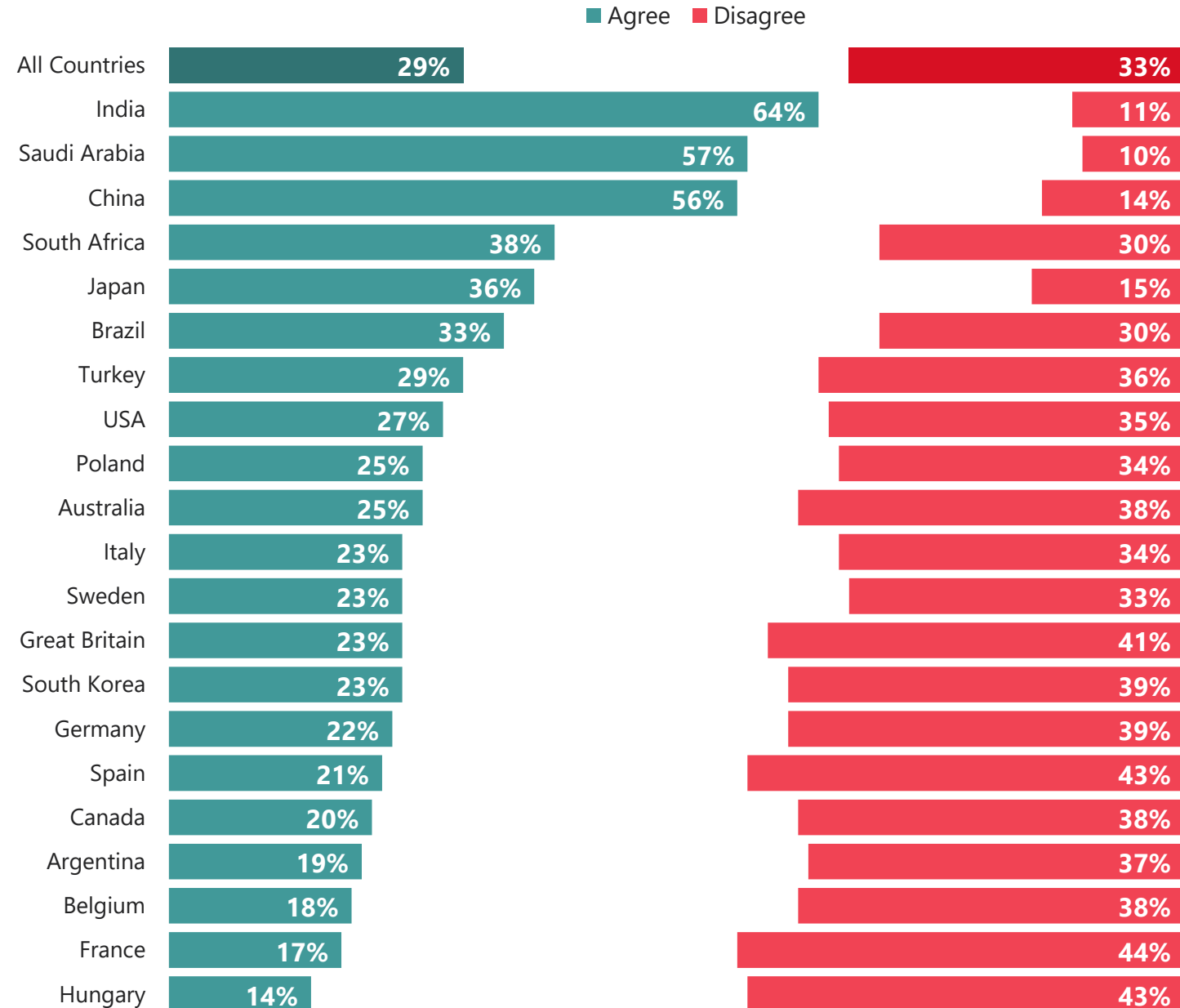|	Agree	Disagree
All Countries	50%	18%
South Africa	68%	12%
India	68%	11%
China	64%	10%
Saudi Arabia	58%	10%
South Korea	57%	15%
Brazil	54%	17%
Hungary	53%	15%
Italy	51%	18%
Australia	51%	17%
Spain	50%	18%
Great Britain	50%	18%
Germany	46%	21%
Turkey	46%	24%
Japan	46%	11%
Canada	46%	17%
USA	45%	23%
Sweden	41%	19%
Argentina	40%	20%
Poland	39%	25%
France	38%	24%
Belgium	33%	23%

Business leaders generally behave in an ethical way

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

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■ Agree ■ Disagree

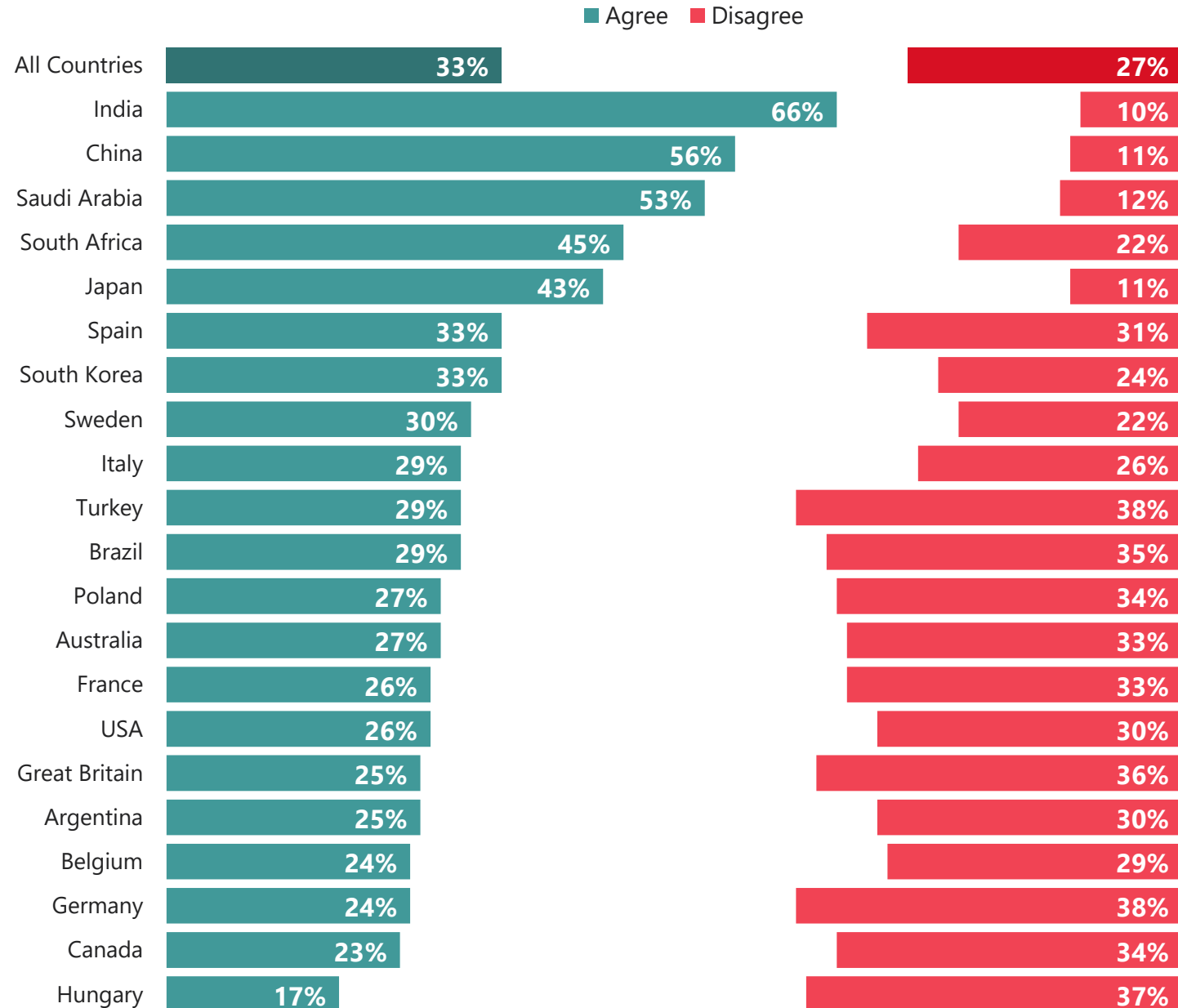| Country	Agree	Disagree
All Countries	29%	33%
India	64%	11%
Saudi Arabia	57%	10%
China	56%	14%
South Africa	38%	30%
Japan	36%	15%
Brazil	33%	30%
Turkey	29%	36%
USA	27%	35%
Poland	25%	34%
Australia	25%	38%
Italy	23%	34%
Sweden	23%	33%
Great Britain	23%	41%
South Korea	23%	39%
Germany	22%	39%
Spain	21%	43%
Canada	20%	38%
Argentina	19%	37%
Belgium	18%	38%
France	17%	44%
Hungary	14%	43%

Business leaders are a force for good in the world

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

■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	33%	27%
India	66%	10%
China	56%	11%
Saudi Arabia	53%	12%
South Africa	45%	22%
Japan	43%	11%
Spain	33%	31%
South Korea	33%	24%
Sweden	30%	22%
Italy	29%	26%
Turkey	29%	38%
Brazil	29%	35%
Poland	27%	34%
Australia	27%	33%
France	26%	33%
USA	26%	30%
Great Britain	25%	36%
Argentina	25%	30%
Belgium	24%	29%
Germany	24%	38%
Canada	23%	34%
Hungary	17%	37%

Corporate Purpose

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Too many businesses use the language of changes to help the environment or to promote greater equality without committing to real change
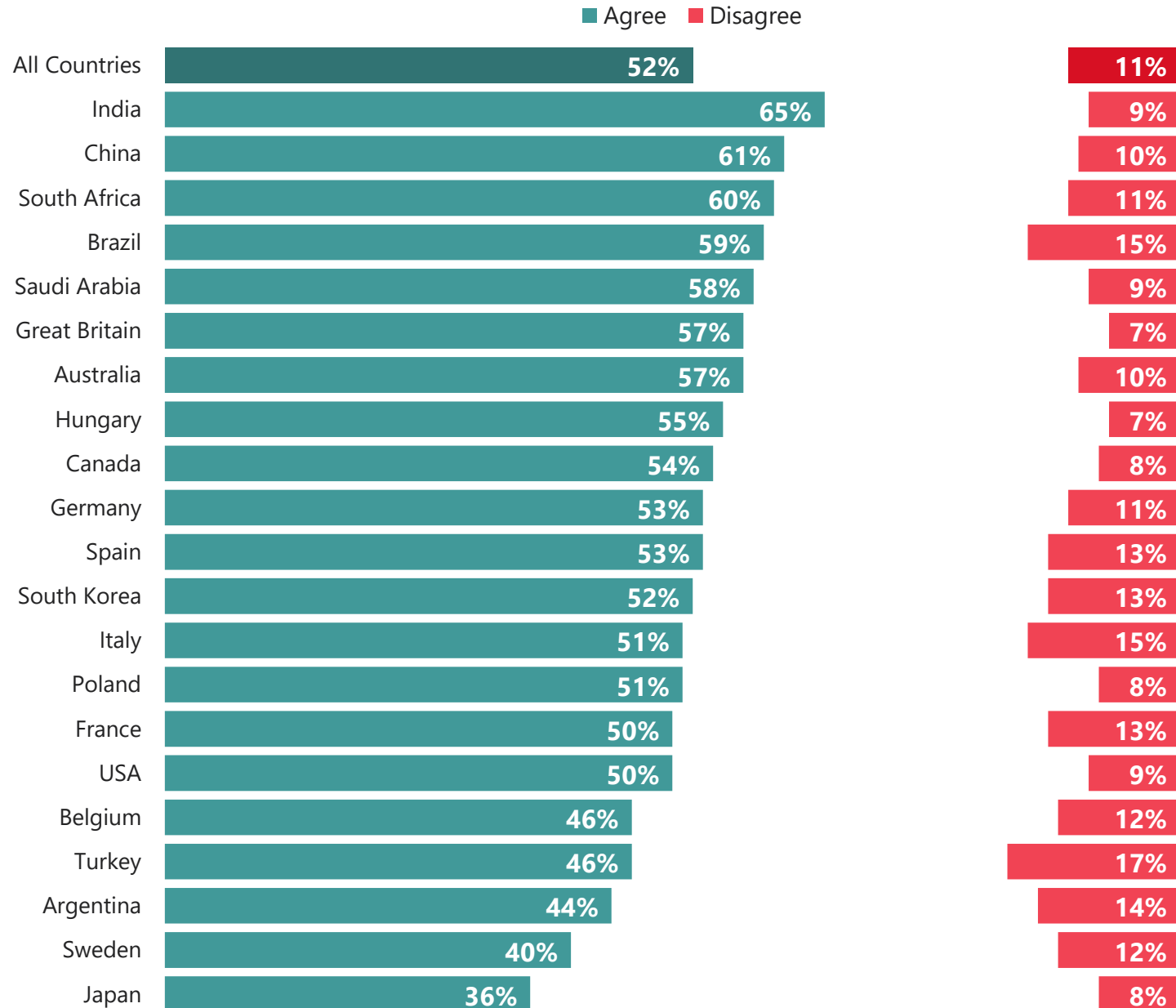
Q.
To what extent, if at all, would you agree or disagree with the following statements about corporate purpose?

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
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■ Agree ■ Disagree

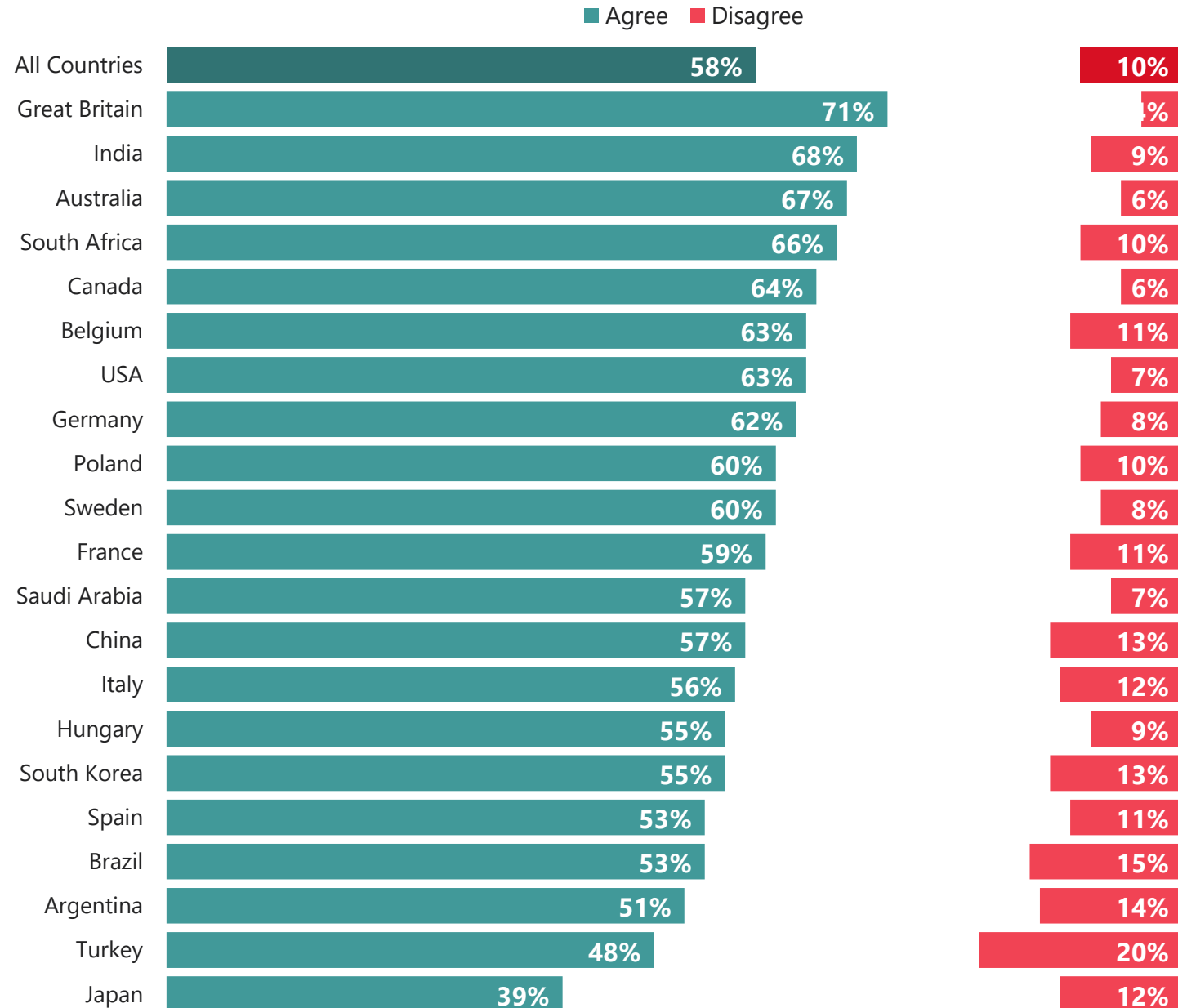| Country	Agree	Disagree
All Countries	52%	11%
India	65%	9%
China	61%	10%
South Africa	60%	11%
Brazil	59%	15%
Saudi Arabia	58%	9%
Great Britain	57%	7%
Australia	57%	10%
Hungary	55%	7%
Canada	54%	8%
Germany	53%	11%
Spain	53%	13%
South Korea	52%	13%
Italy	51%	15%
Poland	51%	8%
France	50%	13%
USA	50%	9%
Belgium	46%	12%
Turkey	46%	17%
Argentina	44%	14%
Sweden	40%	12%
Japan	36%	8%

When times get tough, profit will always come before purpose

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

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Online samples in Brazil, mainland China, India, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.
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■ Agree ■ Disagree

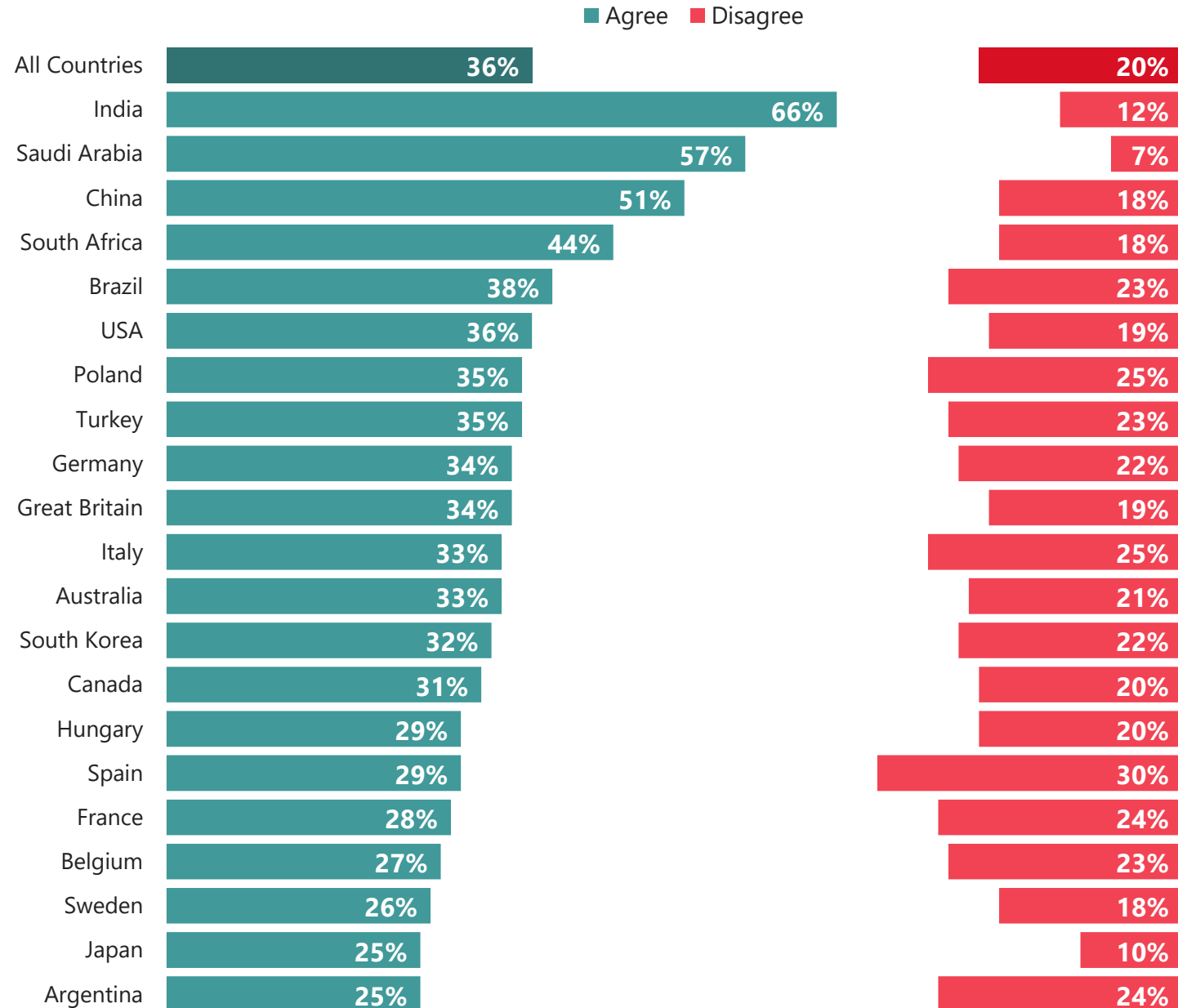| Country	Agree	Disagree
All Countries	58%	10%
Great Britain	71%	4%
India	68%	9%
Australia	67%	6%
South Africa	66%	10%
Canada	64%	6%
Belgium	63%	11%
USA	63%	7%
Germany	62%	8%
Poland	60%	10%
Sweden	60%	8%
France	59%	11%
Saudi Arabia	57%	7%
China	57%	13%
Italy	56%	12%
Hungary	55%	9%
South Korea	55%	13%
Spain	53%	11%
Brazil	53%	15%
Argentina	51%	14%
Turkey	48%	20%
Japan	39%	12%

Focusing on purpose distracts senior management and their attention to the bottom line
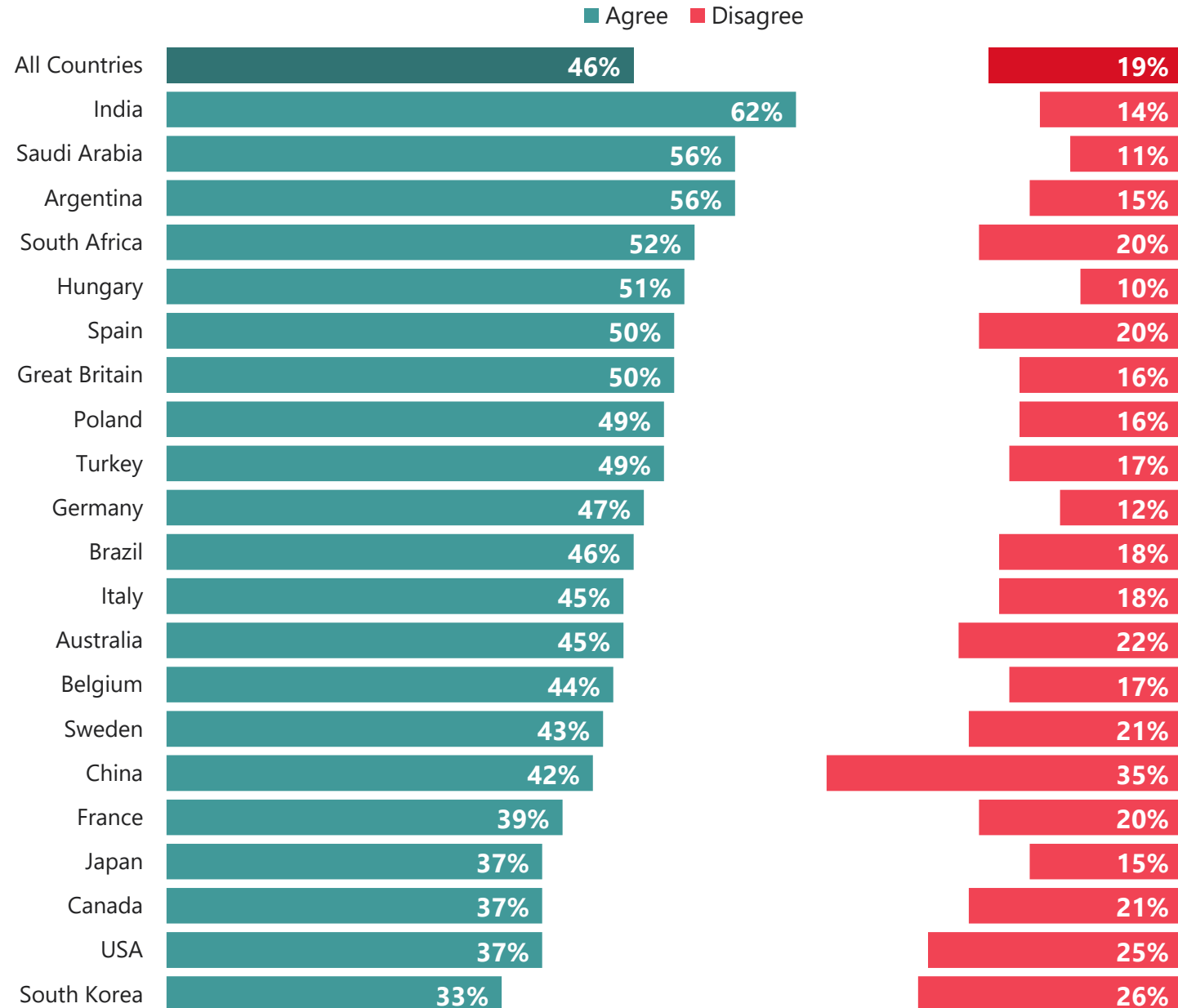
Q.
To what extent, if at all, would you agree or disagree with the following statements about corporate purpose?

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■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	36%	20%
India	66%	12%
Saudi Arabia	57%	7%
China	51%	18%
South Africa	44%	18%
Brazil	38%	23%
USA	36%	19%
Poland	35%	25%
Turkey	35%	23%
Germany	34%	22%
Great Britain	34%	19%
Italy	33%	25%
Australia	33%	21%
South Korea	32%	22%
Canada	31%	20%
Hungary	29%	20%
Spain	29%	30%
France	28%	24%
Belgium	27%	23%
Sweden	26%	18%
Japan	25%	10%
Argentina	25%	24%

Ipsos

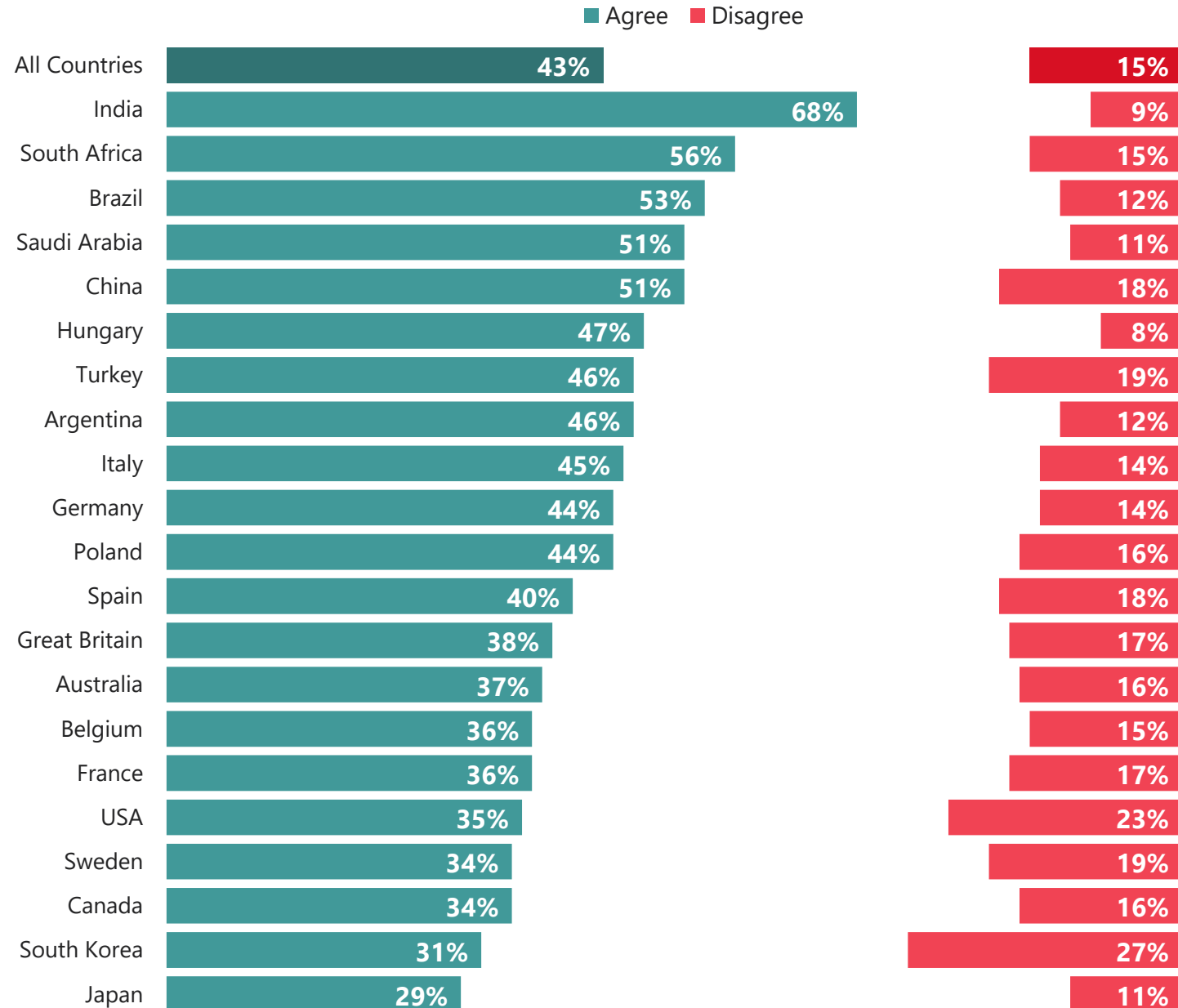# It is the job of government, not business, to fix society's problems

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

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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.

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	46%	19%
India	62%	14%
Saudi Arabia	56%	11%
Argentina	56%	15%
South Africa	52%	20%
Hungary	51%	10%
Spain	50%	20%
Great Britain	50%	16%
Poland	49%	16%
Turkey	49%	17%
Germany	47%	12%
Brazil	46%	18%
Italy	45%	18%
Australia	45%	22%
Belgium	44%	17%
Sweden	43%	21%
China	42%	35%
France	39%	20%
Japan	37%	15%
Canada	37%	21%
USA	37%	25%
South Korea	33%	26%

Ipsos

Society is so divided at the moment that companies need to pick a side in order to thrive

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

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■ Agree   ■ Disagree

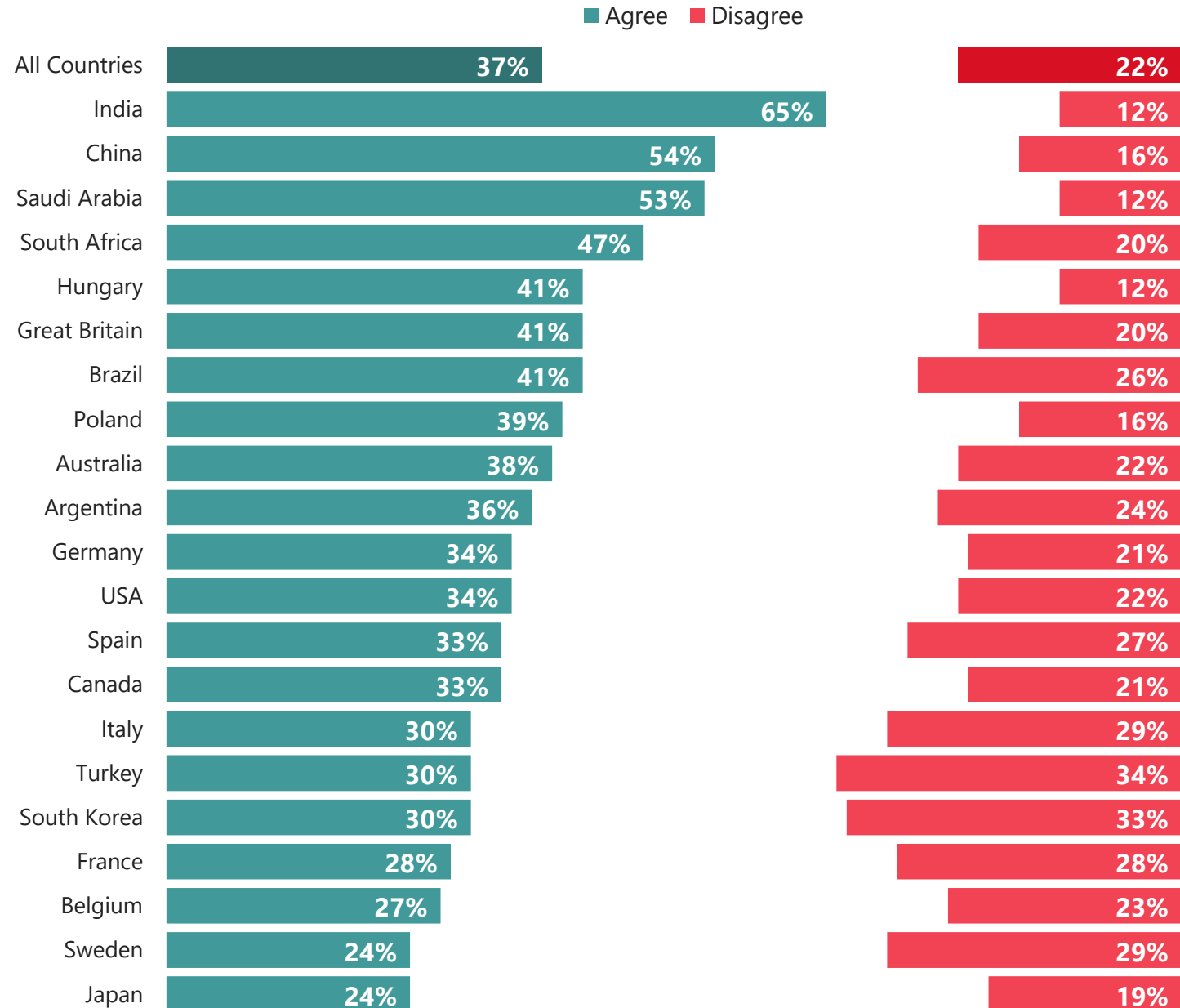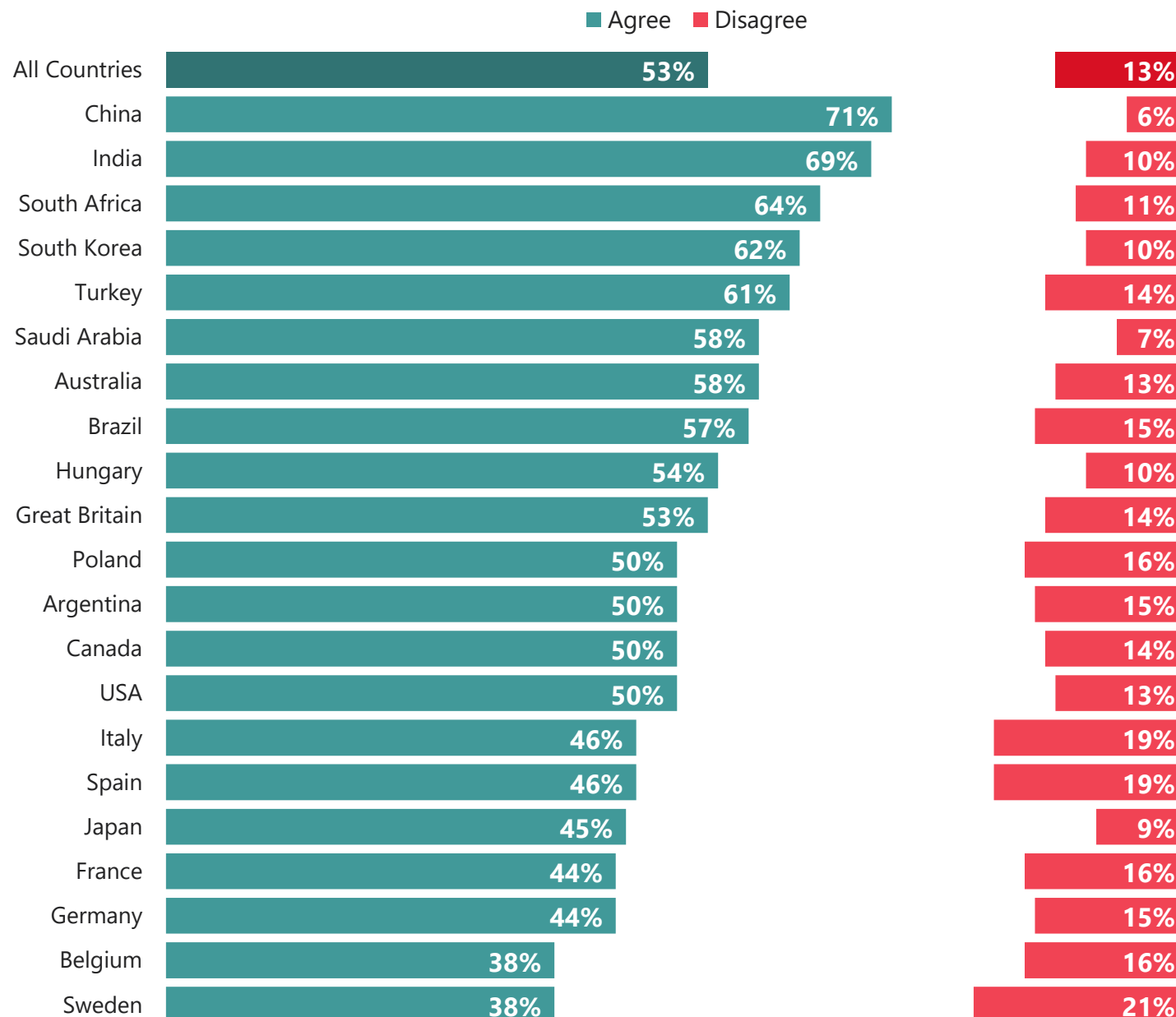| Country	Agree	Disagree
All Countries	43%	15%
India	68%	9%
South Africa	56%	15%
Brazil	53%	12%
Saudi Arabia	51%	11%
China	51%	18%
Hungary	47%	8%
Turkey	46%	19%
Argentina	46%	12%
Italy	45%	14%
Germany	44%	14%
Poland	44%	16%
Spain	40%	18%
Great Britain	38%	17%
Australia	37%	16%
Belgium	36%	15%
France	36%	17%
USA	35%	23%
Sweden	34%	19%
Canada	34%	16%
South Korea	31%	27%
Japan	29%	11%

Purpose statements only really matter to a company's own employees

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

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	37%	22%
India	65%	12%
China	54%	16%
Saudi Arabia	53%	12%
South Africa	47%	20%
Hungary	41%	12%
Great Britain	41%	20%
Brazil	41%	26%
Poland	39%	16%
Australia	38%	22%
Argentina	36%	24%
Germany	34%	21%
USA	34%	22%
Spain	33%	27%
Canada	33%	21%
Italy	30%	29%
Turkey	30%	34%
South Korea	30%	33%
France	28%	28%
Belgium	27%	23%
Sweden	24%	29%
Japan	24%	19%

In the future, the most successful brands will be those that make the most positive contribution to society beyond just providing good services and products
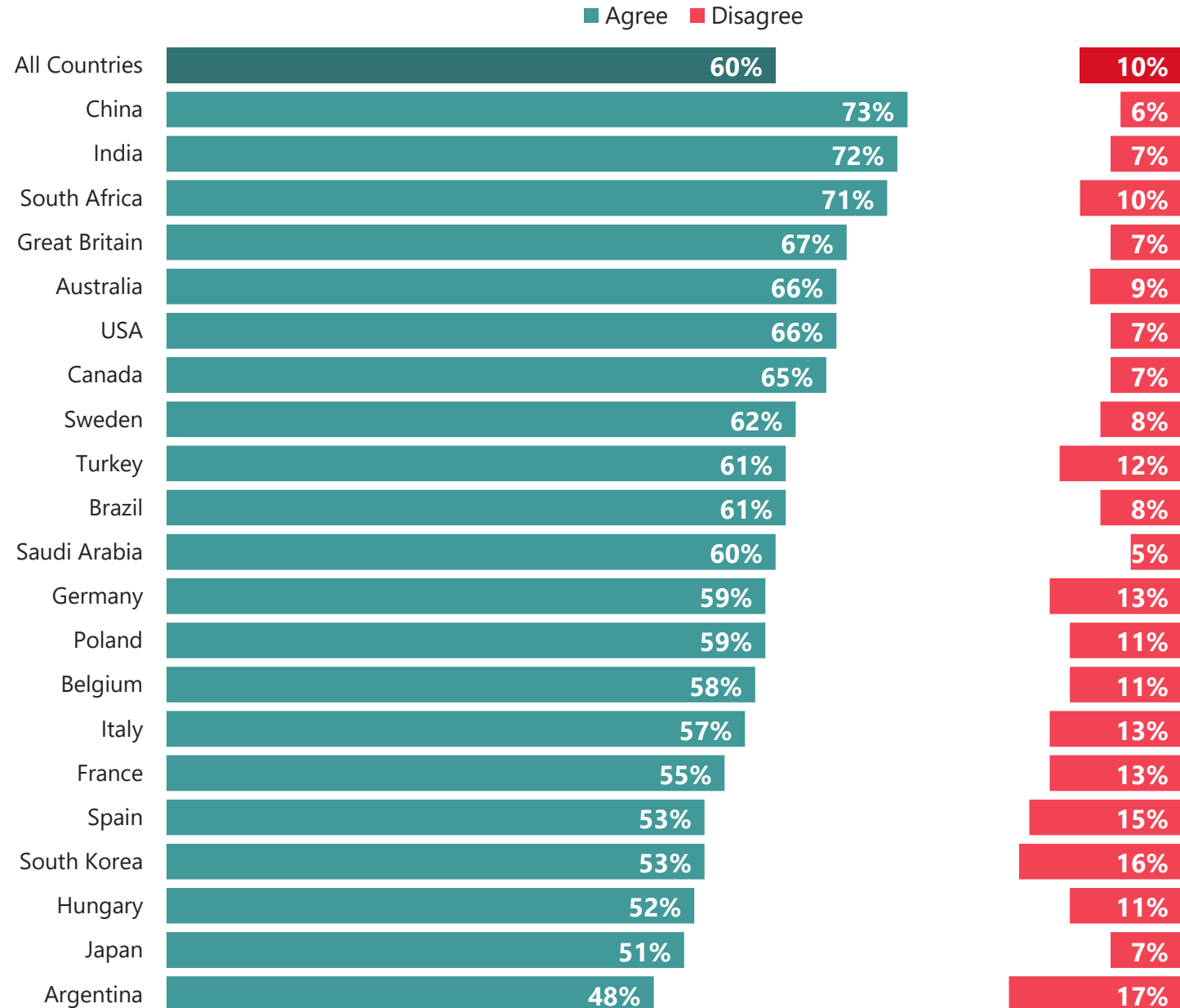
Q.
To what extent, if at all, would you agree or disagree with the following statements about corporate purpose?

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■ Agree   ■ Disagree

Country	Agree	Disagree
All Countries	53%	13%
China	71%	6%
India	69%	10%
South Africa	64%	11%
South Korea	62%	10%
Turkey	61%	14%
Saudi Arabia	58%	7%
Australia	58%	13%
Brazil	57%	15%
Hungary	54%	10%
Great Britain	53%	14%
Poland	50%	16%
Argentina	50%	15%
Canada	50%	14%
USA	50%	13%
Italy	46%	19%
Spain	46%	19%
Japan	45%	9%
France	44%	16%
Germany	44%	15%
Belgium	38%	16%
Sweden	38%	21%

It is possible for a company to both make a profit and behave responsibly

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

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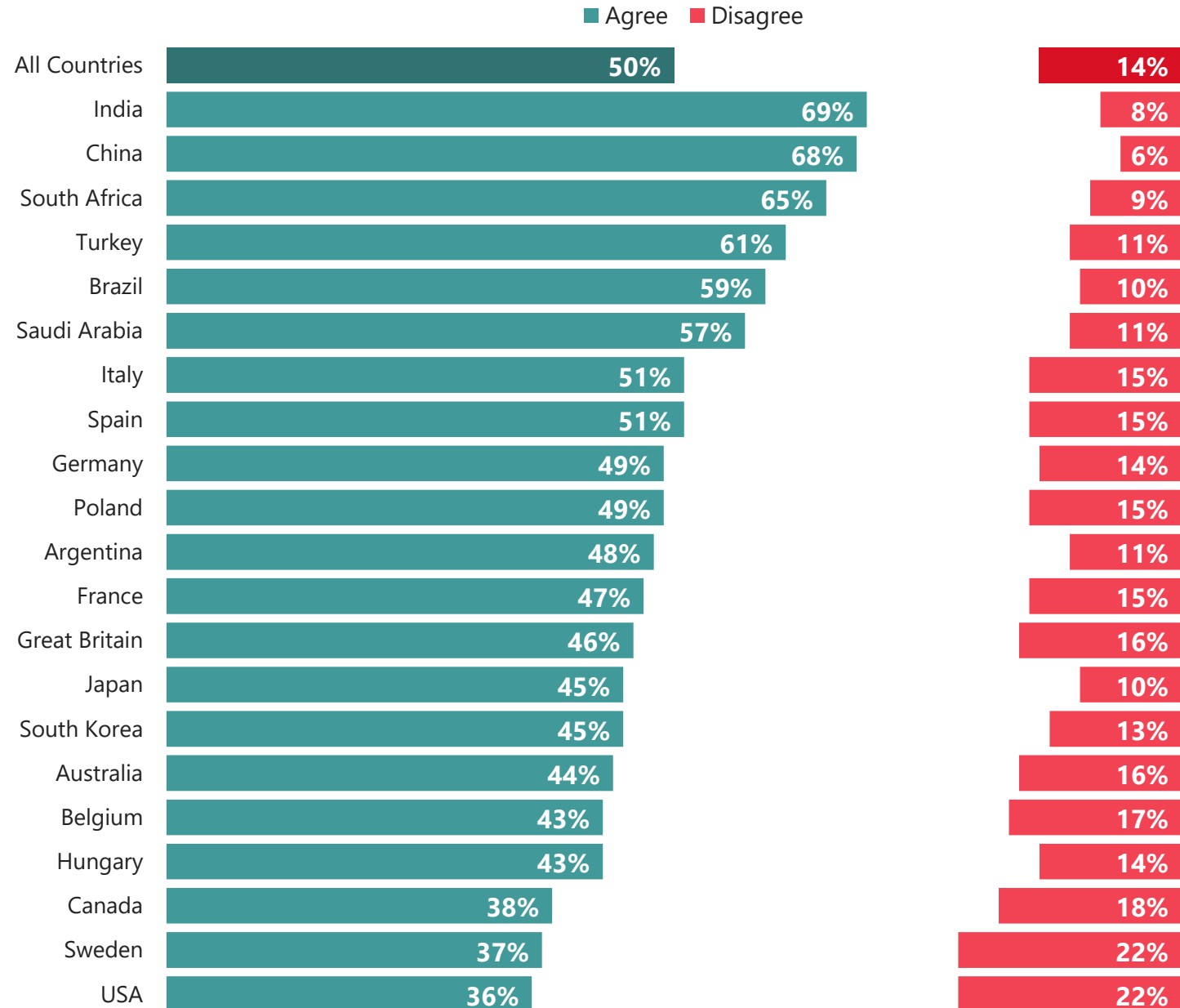
■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	60%	10%
China	73%	6%
India	72%	7%
South Africa	71%	10%
Great Britain	67%	7%
Australia	66%	9%
USA	66%	7%
Canada	65%	7%
Sweden	62%	8%
Turkey	61%	12%
Brazil	61%	8%
Saudi Arabia	60%	5%
Germany	59%	13%
Poland	59%	11%
Belgium	58%	11%
Italy	57%	13%
France	55%	13%
Spain	53%	15%
South Korea	53%	16%
Hungary	52%	11%
Japan	51%	7%
Argentina	48%	17%

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I expect companies to take a stand on social issues that matter to me

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

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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.

■ Agree ■ Disagree

Country	Agree	Disagree
All Countries	50%	14%
India	69%	8%
China	68%	6%
South Africa	65%	9%
Turkey	61%	11%
Brazil	59%	10%
Saudi Arabia	57%	11%
Italy	51%	15%
Spain	51%	15%
Germany	49%	14%
Poland	49%	15%
Argentina	48%	11%
France	47%	15%
Great Britain	46%	16%
Japan	45%	10%
South Korea	45%	13%
Australia	44%	16%
Belgium	43%	17%
Hungary	43%	14%
Canada	38%	18%
Sweden	37%	22%
USA	36%	22%

Generational Trust

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Generational trust drivers

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?

	All	Baby boomer		Gen X		Millennial		Gen Z	
		%	Difference vs All	%	Difference vs All	%	Difference vs All	%	Difference vs All
If it is reliable/keeps its promises	36%	42%	6	38%	2	33%	-3	31%	-5
If it is open and transparent about what it does	35%	42%	7	37%	2	33%	-2	31%	-4
If it behaves responsibly	31%	36%	5	32%	1	29%	-2	26%	-5
If it provides good value for price	27%	32%	5	28%	1	27%	0	24%	-3
If it is environmentally sustainable	22%	23%	1	21%	-1	21%	-1	21%	-1
If it provides good customer service	20%	20%	0	20%	0	21%	1	21%	1
If it is good at what it does	18%	15%	-3	18%	0	19%	1	20%	2
If it does what it does with the best of intentions	16%	12%	-4	15%	-1	16%	0	18%	2
If it shares my values	15%	12%	-3	14%	-1	16%	1	17%	2
If it is well led	11%	9%	-2	11%	0	13%	2	12%	1
If it would try to take advantage of me if it could	9%	6%	-3	7%	-2	12%	3	12%	3
Don't know	7%	6%	-1	6%	-1	7%	0	8%	1
None of these	2%	2%	0	2%	0	2%	0	2%	0

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Ipsos

Generational trust in sectors

Q.
Please look at this list of different types of organisations and institutions. In general, do you think each is trustworthy or untrustworthy?

2022	All global		Baby boomer		Gen X		Millennial		Gen Z	
	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
The Government	22%	45%	23%	47%	20%	45%	23%	43%	22%	42%
Financial services	28%	30%	25%	33%	26%	33%	30%	29%	30%	26%
Energy	28%	29%	25%	35%	26%	31%	31%	28%	31%	25%
Technology companies	33%	22%	32%	22%	32%	23%	35%	23%	33%	21%
Pharmaceuticals	34%	27%	33%	27%	33%	28%	35%	29%	36%	23%
Oil & Gas	23%	37%	19%	43%	21%	39%	27%	36%	26%	32%
Banking	29%	30%	28%	32%	27%	33%	32%	29%	31%	25%
Food and drink	33%	21%	33%	21%	32%	21%	33%	21%	34%	21%
Social media companies	22%	38%	15%	45%	20%	39%	25%	36%	27%	31%
Consumer packaged goods	28%	23%	25%	22%	26%	22%	30%	24%	29%	23%
Retail	31%	19%	30%	17%	32%	19%	32%	19%	31%	20%

Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022
Online samples in Brazil, mainland China, India, 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.

Methodology

Technical note

These are the findings of an Ipsos online survey conducted between 26 August – 9 September 2022.

The survey was conducted in 21 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Italy, Japan, Poland, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey, and the United States. The results comprise an international sample of 16,017 adults aged 16-74 in most countries and aged 18-74 in Canada, South Africa, Turkey and the United States. Approximately 1,000 individuals participated on a country by country basis via the Ipsos Online Panel, with the exception of Argentina, Hungary, India, Poland, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample of approximately 500.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, 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, India, 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 21 countries 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.