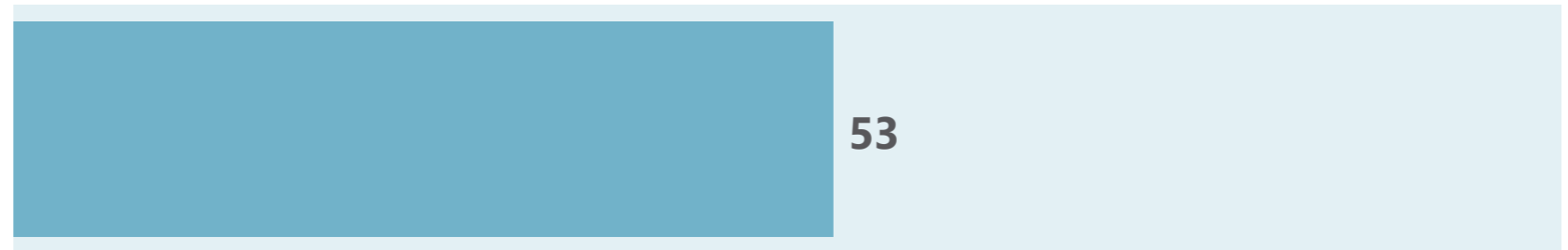


Tackling 'fake news' is increasingly urgent

Q. Which, if any, of the following issues do you think have become more important since Techlash started?

Addressing the issue of 'fake news'



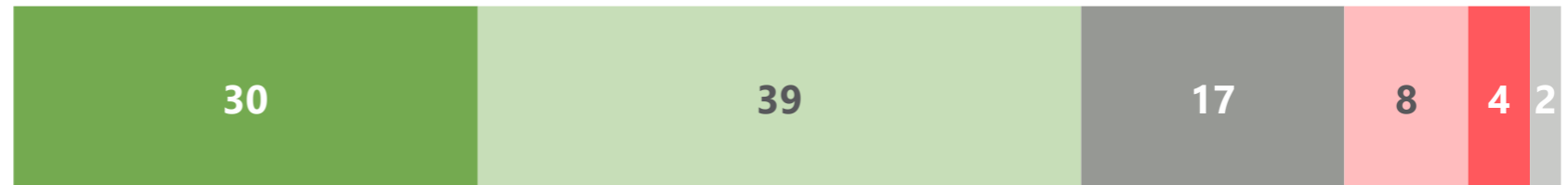
Base: 106 Reputation Council Members

Source: Ipsos Reputation Council 2019

The public are concerned and want action

Q. Do you agree or disagree with the following statements?

I am worried that fake news could influence the result of an election or referendum in Britain



It should be a criminal offence to spread fake news deliberately

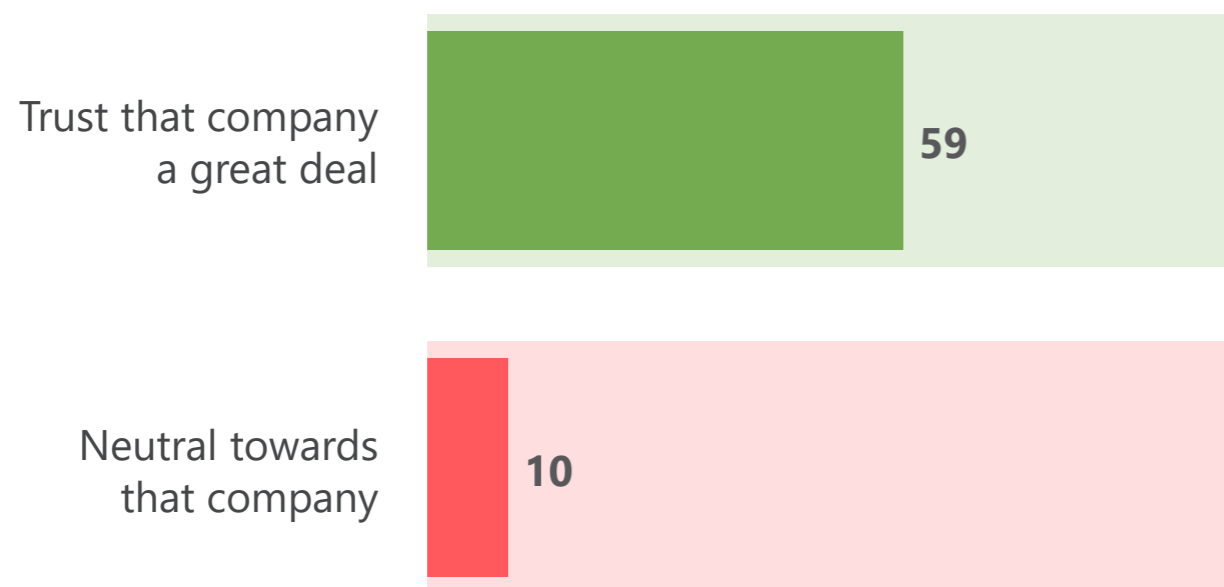


Base: 1,084 16-75 GB Adults

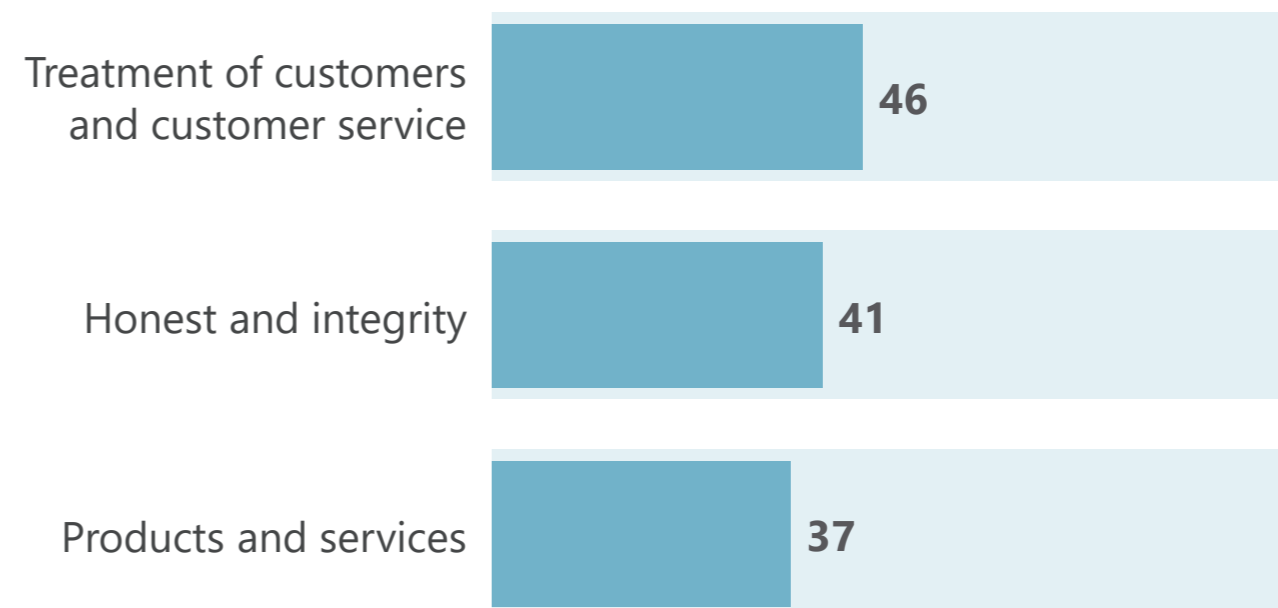
Source: Ipsos MORI / King's College London

Trust building is key to reputation resilience

Would give a company the benefit of the doubt in a crisis.



Q. Which two or three of the following factors do you consider most important when you judge a company?



Base: 2,000 16+ GB Adults

Source: Ipsos MORI