IPSOS GLOBAL TRUSTWORTHINESS MONITOR **STABILITY IN AN UNSTABLE WORLD**



Contents





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Summary



Summary

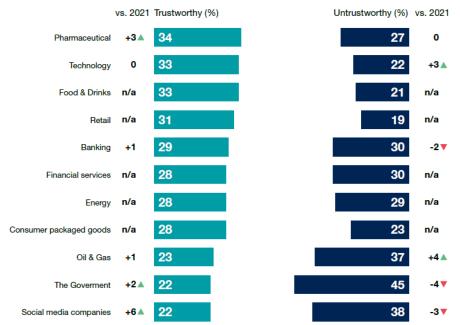
Pharma knocks tech off the top spot as most trusted industry in Ipsos's latest global report

On average across 21 countries. 34% of adults recently surveyed by lpsos 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



▲▼ 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.



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

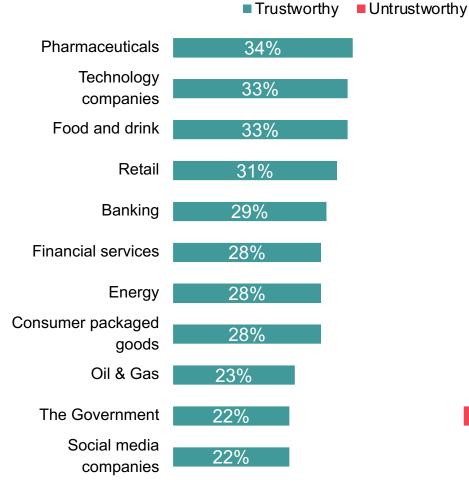


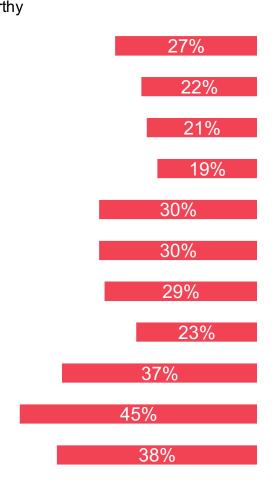
Global Country Average

Q.

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

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 Government

Q.

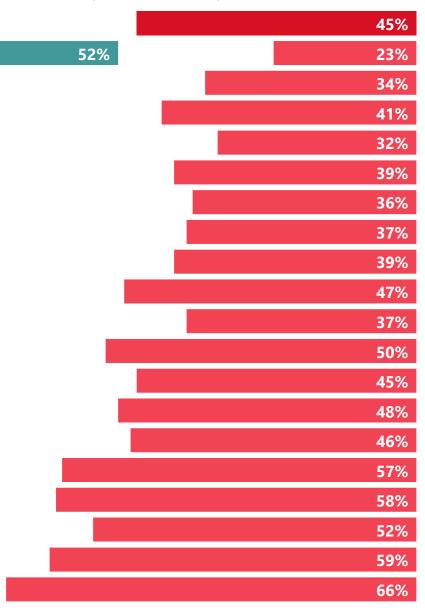
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The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

All Countries	22%
India	
Sweden	29%
Turkey	28%
South Korea	28%
Germany	27%
Australia	24%
Italy	23%
Canada	21%
Spain	20%
Japan	20%
USA	20%
Brazil	19%
Belgium	18%
France	18%
South Africa	18%
Poland	17%
Great Britain	17%
Hungary	14%
Argentina	9%



Untrustworthy

Trustworthy



Financial services

Q.

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

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All Countries	28%
India	
China	
Saudi Arabia	
South Africa	37%
Turkey	34%
South Korea	34%
Japan	30%
Brazil	29%
USA	29%
Poland	25%
Canada	25%
Italy	22%
Great Britain	22%
Australia	21%
Germany	20%
Hungary	18%
Argentina	18%
Belgium	17%
Sweden	17%
Spain	16%
France	15%

Trustworthy Untrustworthy

54%

52%

	30%
	16%
	16%
	15%
	23%
	22%
	21%
	18%
	25%
	28%
	33%
	26%
	35%
	38%
	38%
	40%
	39%
	41%
	42%
	30%
	47%
	45%



Energy

Q.

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

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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.

All Countries	28%
India	
China	
Saudi Arabia	
Turkey	36%
Brazil	34%
South Africa	32%
Japan	32%
South Korea	28%
USA	27%
Italy	26%
Poland	25%
Argentina	24%
Canada	24%
Australia	23%
Germany	21%
Sweden	19%
Hungary	18%
Spain	17%
France	16%
Great Britain	16%
Belgium	15%

Trustworthy

Untrustworthy

57%

56%

52%

29% 17% 16% 15% 24% 23% 27% 13% 18% 28% 32% 33% 29% 26% 35% 37% 29% 31% 43% 39% 54% 47%



Technology companies

Q.

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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.

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

Trustworthy

Untrustworthy

57%

57%

22% 14% 16% 15% 17% 15% 21% 21% 11% 22% 25% 22% 30% 27% 26% 28% 26% 26% 21% 24% 30% 31%



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Pharmaceuticals

Q.

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India53%Saudi Arabia52%South Africa40%Brazil40%Japan38%Belgium32%Italy32%Turkey32%South Korea32%Poland31%Sweden31%Australia31%Great Britain29%Germany26%Hungary26%USA26%	All Countries	34%	
Saudi Arabia 53% South Africa 40% Brazil 40% Japan 38% Belgium 32% Italy 32% Turkey 32% South Korea 32% Poland 31% Sweden 31% Australia 31% Great Britain 29% Germany 26% Hungary 26% USA 26%	China		56
South Africa 40% Brazil 40% Brazil 40% Japan 38% Belgium 32% Italy 32% Turkey 32% South Korea 32% Poland 31% Sweden 31% Australia 31% Great Britain 29% Germany 26% Hungary 26% USA 26%	India		53%
Brazil 40% Japan 38% Belgium 32% Italy 32% Turkey 32% South Korea 32% Poland 31% Sweden 31% Australia 31% Great Britain 29% Germany 26% Hungary 26% USA 26%	Saudi Arabia		52%
Japan 38% Belgium 32% Italy 32% Italy 32% South Korea 32% Poland 31% Spain 31% Sweden 31% Australia 31% Great Britain 29% Germany 26% Hungary 26% USA 26%	South Africa		40%
Belgium32%Italy32%Turkey32%South Korea32%Poland31%Spain31%Sweden31%Australia31%Argentina31%Great Britain29%Germany26%Hungary26%USA26%	Brazil		40%
Italy32%Turkey32%South Korea32%Poland31%Spain31%Sweden31%Australia31%Argentina31%Great Britain29%Germany26%Hungary26%Canada26%USA26%	Japan		38%
Turkey32%South Korea32%Poland31%Spain31%Sweden31%Australia31%Argentina31%Great Britain29%Germany26%Hungary26%USA26%	Belgium	32%	
South Korea32%Poland31%Spain31%Sweden31%Australia31%Argentina31%Great Britain29%Germany26%Hungary26%Canada26%USA26%	Italy	32%	
Poland31%Spain31%Sweden31%Australia31%Argentina31%Great Britain29%Germany26%Hungary26%Canada26%USA26%	Turkey	32%	
Spain31%Sweden31%Australia31%Argentina31%Great Britain29%Germany26%Hungary26%Canada26%USA26%	South Korea	32%	
Sweden31%Australia31%Argentina31%Great Britain29%Germany26%Hungary26%Canada26%USA26%	Poland	31%	
Australia31%Argentina31%Great Britain29%Germany26%Hungary26%Canada26%USA26%	Spain	31%	
Argentina31%Great Britain29%Germany26%Hungary26%Canada26%USA26%	Sweden	31%	
Great Britain29%Germany26%Hungary26%Canada26%USA26%	Australia	31%	
Germany26%Hungary26%Canada26%USA26%	Argentina	31%	
Hungary 26% Canada 26% USA 26%	Great Britain	29%	
Canada 26% USA 26%	Germany	26%	
USA 26%	Hungary	26%	
	Canada	26%	
France 23%	USA	26%	
	France	23%	

Trustworthy Untrustworthy

2	
	27%
	17%
	18%
	14%
	26%
	21%
	13%
	26%
	29%
	28%
	24%
	31%
	30%
	25%
	30%
	32%
	32%
	32%
	35%
	32%
	39%
	36%



Oil & Gas

Q.

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All Countries	23%
India	
China	
Saudi Arabia	
Japan	32%
Turkey	29%
South Africa	26%
South Korea	26%
Brazil	26%
USA	21%
Canada	19%
Poland	18%
Australia	18%
Italy	17%
Great Britain	16%
Germany	15%
Hungary	15%
Sweden	13%
Argentina	13%
Belgium	12%
France	12%
Spain	12%

37% 52% 16% 50% 18% 16% 14% 34% 35% 22% 29% 42% 40% 42% 45% 43% 56% 47% 42% 42% 44% 54% 50% 56%



Trustworthy Untrustworthy

Banking

Q.

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

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All Countries	29%	
India		57%
China		55%
Saudi Arabia		49%
South Africa		39%
Turkey		36%
Japan	3	4%
Poland	31%	6
South Korea	31%	6
USA	31%	6
Brazil	30%	
Canada	27%	
Germany	24%	
Italy	24%	
Australia	24%	
Sweden	20%	
Great Britain	19%	
Argentina	19%	
Belgium	17%	
France	17%	
Hungary	16%	
Spain	16%	

Trustworthy

Untrustworthy

30% 57% 15% 15% 15% 23% 26% 17% 33% 20% 29% 27% 27% 34% 33% 39% 29% 37% 32% 43% 42% 42% 50%



Food and drink

Q.

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All Countries	33%	
India		519
Saudi Arabia		48%
China		16%
South Africa	40%	
Japan	40%	
USA	35%	
Brazil	34%	
Poland	33%	
Italy	32%	
Australia	32%	
Turkey	31%	
Great Britain	31%	
Germany	30%	
Spain	30%	
South Korea	29%	
Canada	29%	
Sweden	26%	
Belgium	25%	
Argentina	25%	
Hungary	23%	
France	20%	

Trustworthy

51%

Untrustworthy

21% 16% 18% 16% 19% 9% 19% 21% 24% 22% 19% 28% 18% 19% 26% 17% 18% 20% 28% 26% 26% 34%



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Social media companies

Q.

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All Countries	22%
China	
India	
Saudi Arabia	
South Africa	27%
Brazil	25%
Turkey	24%
Italy	23%
Japan	22%
Poland	21%
Argentina	21%
South Korea	18%
Germany	17%
Spain	16%
Great Britain	16%
Australia	16%
USA	15%
Canada	14%
Belgium	11%
France	11%
Hungary	10%
Sweden	10%

Trustworthy Untrustworthy

47%

46%

	38%
	17%
	21%
	16%
	30%
	31%
	34%
	33%
	24%
	39%
	30%
	29%
	47%
	41%
	50%
	51%
	48%
	48%
	51%
	56%
	48%
	46%



Consumer packaged goods

Q.

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

Trustworthy Untrustworthy

52%

23%
18%
15%
18%
23%
12%
30%
24%
23%
18%
27%
26%
23%
27%
19%
26%
24%
27%
23%
22%
25%
28%



Retail

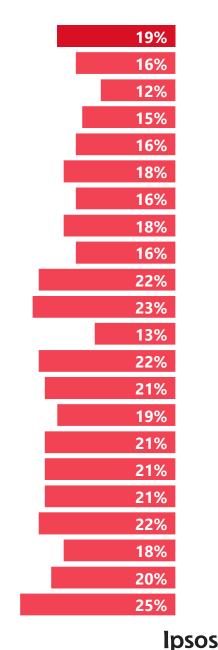
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countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

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



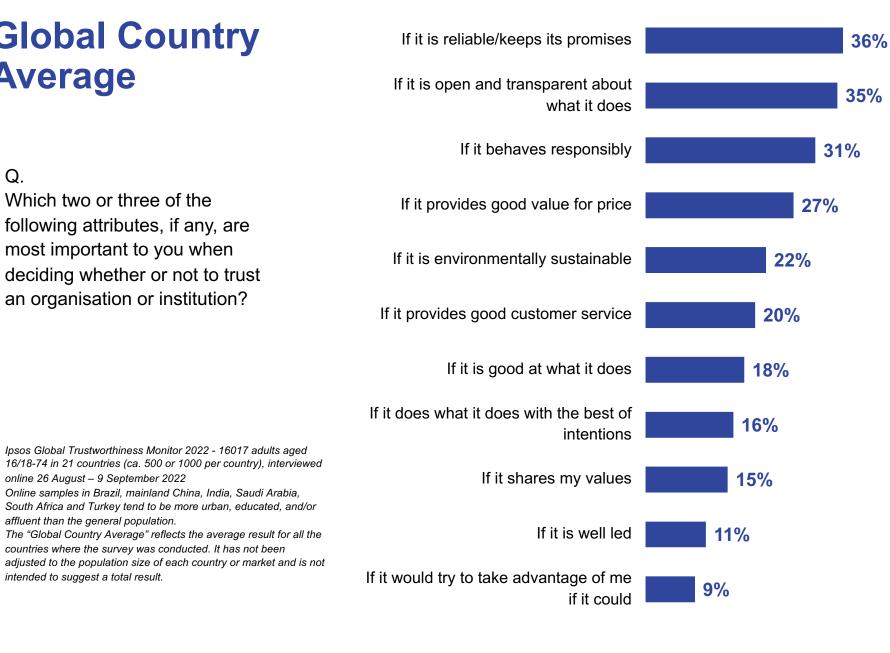


Factors influencing trust



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?





countries where the survey was conducted. It has not been

online 26 August – 9 September 2022

affluent than the general population.

intended to suggest a total result.

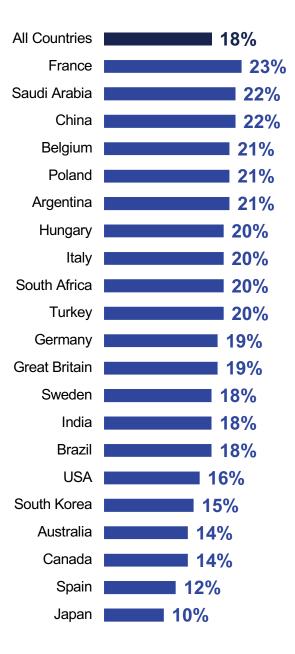
If it is good at what it does

Q.

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

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South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.





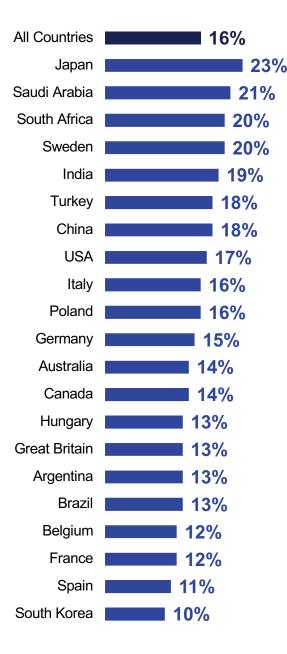
If it does what it does with the best of intentions

Q.

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

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,

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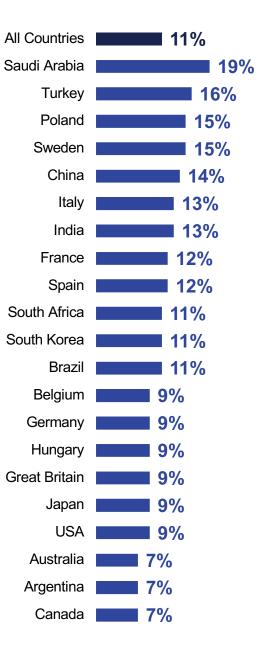


If it is well led

Q.

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

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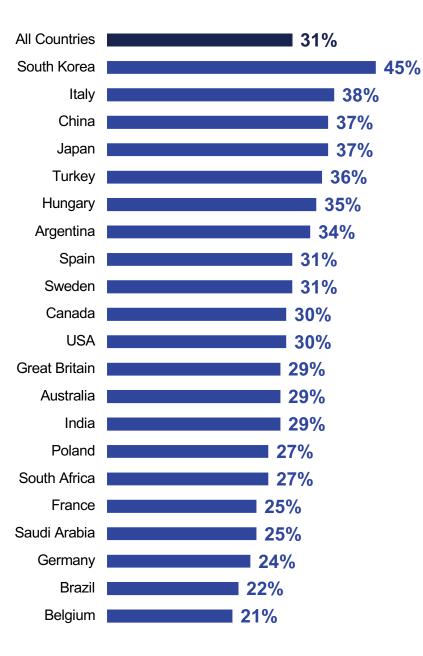
If it behaves responsibly

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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South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.





If it is open and transparent about what it does

Q.

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

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South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.

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%



If it is reliable/keeps its promises

Q.

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

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All Countries	36%
Hungary	57
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%



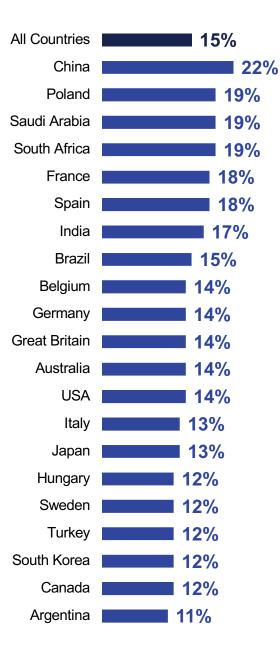
If it shares my values

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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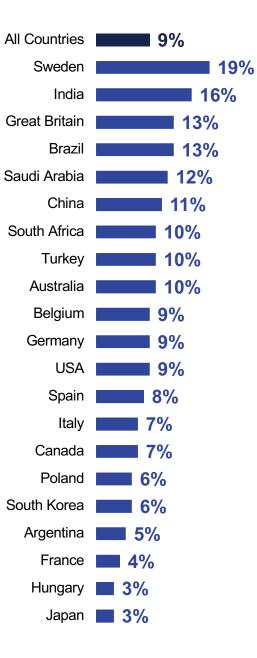


If it would try to take advantage of me if it could

Q.

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

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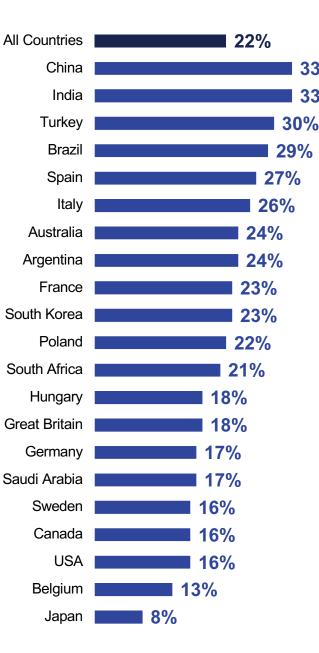
If it is environmentally sustainable

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.

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33%



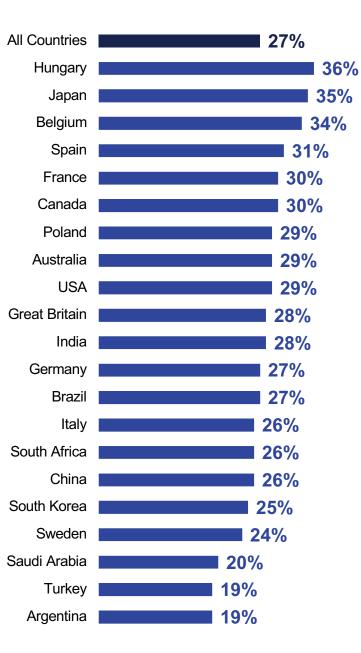
If it provides good value for price

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?

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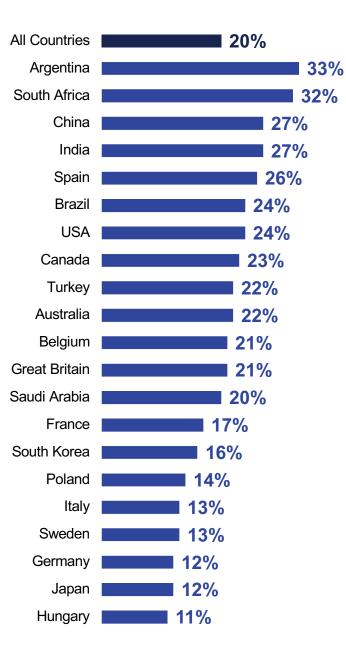
If it provides good customer service

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?

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affluent than the general population.





The Government



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]?

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All Countries	28%	
India		68%
Brazil	34%	6
Germany	33%	
Turkey	33%	
Sweden	31%	
Spain	30%	
Australia	30%	
Italy	28%	
USA	28%	
South Korea	27%	
Hungary	24%	
Poland	24%	
South Africa	24%	
Canada	24%	
France	22%	
Great Britain	22%	
Japan	18%	
Belgium	17%	
Argentina	11%	

Agree Disagree

43%

12%

40%

38%

42%

36%

40%

34%

41%

42%

39%

51%

56%

53%

37%

44%

54%

39%

51%

69%

losos

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]?

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All Countries	20%
	30%
India	
Sweden	41%
Germany	38%
Spain	35%
Australia	35%
Turkey	34%
Brazil	34%
Italy	30%
Canada	30%
South Korea	29%
USA	28%
Belgium	26%
Poland	26%
South Africa	26%
Great Britain	26%
France	24%
Hungary	19%
Japan	17%
Argentina	14%

Agree Disagree 41% 63% 15% 26% 31% 37% 35% 43% 38% 38% 32% 38% 44% 42% 54% 53% 47% 45% 52% 45% 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]?

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All Countries	27%
India	
Brazil	37%
Turkey	33%
Australia	33%
Germany	32%
Spain	30%
Sweden	29%
South Korea	28%
USA	27%
Italy	26%
South Africa	25%
Canada	25%
Poland	24%
France	22%
Hungary	21%
Great Britain	21%
Belgium	18%
Japan	14%
Argentina	12%

45% 65% 12% 39% 47% 34% 40% 44% 35% 39% 46% 42% 58% 38% 56% 47% 57% 57% 51% 45% 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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All Countries	28%	
India		67%
Brazil	36%	
Turkey	34%	
Germany	33%	
Sweden	33%	
Italy	30%	
Australia	30%	
Spain	29%	
South Korea	28%	
USA	26%	
Poland	25%	
South Africa	24%	
Canada	24%	
France	23%	
Hungary	22%	
Great Britain	22%	
Japan	20%	
Belgium	19%	
Argentina	11%	

Agree Disagree

44%

12%

38%

42%

38%

34%

39%

37%

42%

38%

47%

56%

56%

39%

48%

54%

56%

44%

48%

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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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.

			- Agri	
All Countries		26%		
India				63%
Brazil		35%		
Turkey		31%		
Sweden		30%		
Germany		29%		
Italy		28%		
Spain		27%		
Australia	2	5%		
USA	2	5%		
South Africa	24	%		
South Korea	24	%		
Poland	239	%		
Great Britain	22%	,		
France	20%			
Canada	20%			
Belgium	18%			
Hungary	16%			
Japan	15%			
Argentina	13%			

48% 15% 41% 46% 38% 43% 45% 45% 47% 52% 59% 41% 56% 60% 53% 48% 53% 58% 50% 66%



The Government -It is reliable/keeps its promises

Q.

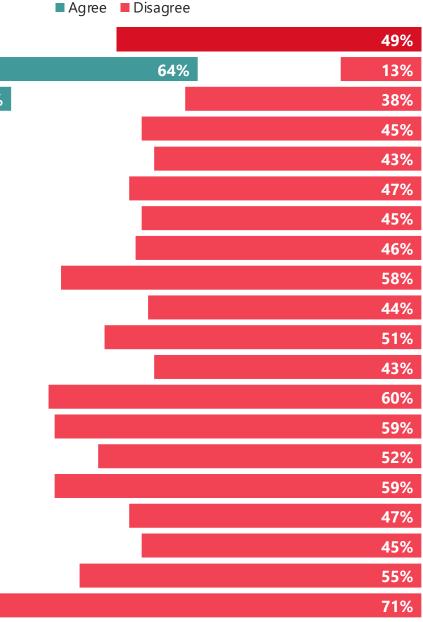
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- gree				
	25%	All Countries	All Countries	
		India	India	
	34%	Brazil	Brazil	
	32%	Turkey	Turkey	
	28%	Germany	Germany	
	27%	Spain	Spain	
	27%	Australia	Australia	
	26%	Italy	Italy	
	25%	Poland	Poland	
	24%	Sweden	Sweden	
	24%	USA	USA	
	23%	South Korea	South Korea	
	22%	South Africa	South Africa	
	21%	Great Britain	Great Britain	
	18%	France	France	
	18%	Hungary	Hungary	
	18%	Canada	Canada	
	17%	Japan	Japan	
	1%	Belgium 14	Belgium	
		Argentina 10%	Argentina	





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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All Countries	25%
India	
Turkey	35%
Brazil	35%
Germany	30%
Spain	28%
Australia	28%
Sweden	26%
Italy	24%
South Africa	24%
Great Britain	23%
USA	23%
Poland	22%
Canada	21%
South Korea	20%
France	19%
Hungary	18%
Belgium	14%
Japan	14%
Argentina	14%

Agree Disagree 45% 63% 12% 40% 37% 40% 45% 38% 35% 43% 57% 53% 46% 56% 39% 40% 52% 57% 51% 47% 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]?

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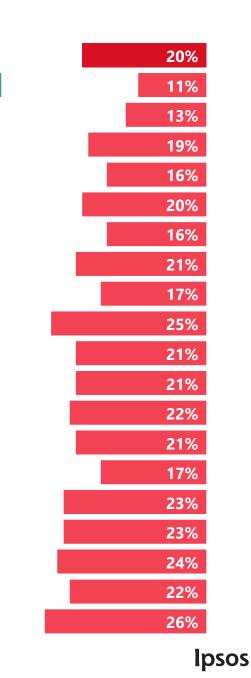
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	untries	51%
	India	
	ungary	65
	Africa	62%
	Britain	61%
	entina	57%
	USA	57%
	Poland	55%
	Brazil	55%
	Turkey	52%
	Spain	50%
	ustralia	49%
4	France	48%
4	Italy	48%
4	Canada	48%
459	rmany	45%
44%	elgium	44%
40%	weden	%
35%	Korea	
3%	Japan 23%	

Agree Disagree

67%

65%



The Government - It All of 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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All Countries	26%
India	
Brazil	35%
Turkey	34%
Spain	29%
Australia	28%
South Korea	28%
Germany	27%
South Africa	27%
USA	27%
Italy	26%
Poland	24%
Sweden	24%
Great Britain	22%
Canada	22%
Hungary	20%
France	19%
Belgium	15%
Japan	15%
Argentina	12%

Agree Disagree 38% 65% 12% 37% 40% 37% 33% 31% 37% 48% 39% 34% 51% 30% 43% 31% 45% 47% 42% 34% 57%



Financial services



Financial services - AI 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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	J
All Countries	43%
China	
Saudi Arabia	
India	
South Africa	55%
Poland	52%
USA	52%
Canada	48%
Brazil	46%
Turkey	44%
South Korea	44%
Australia	42%
Sweden	40%
Great Britain	40%
Hungary	35%
Spain	35%
Germany	34%
Italy	34%
Japan	32%
Belgium	28%
France	28%
Argentina	19%

19% 72% 6% 66% 5% 66% 13% 17% 13% 11% 13% 17% 20% 14% 24% 17% 25% 19% 29% 24% 21% 17% 26% 29% 31%



Financial services -It does what it does with the best of intentions

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

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All Countries	33%
India	
Saudi Arabia	
China	
South Africa	39%
Brazil	39%
Turkey	37%
USA	35%
Poland	33%
Canada	32%
Germany	31%
Australia	29%
Italy	28%
Sweden	28%
Japan	27%
Great Britain	26%
Spain	23%
South Korea	23%
Hungary	22%
Belgium	20%
France	19%
Argentina	19%

Agree Disagree 29% 66% 15% 63% 9% 61% 11% 27% 26% 28% 23% 32% 23% 30% 37% 31% 26% 20% 41% 41% 35% 32% 34% 43% 38%



Global Base: 16017

Financial services - All It is well led

Q.

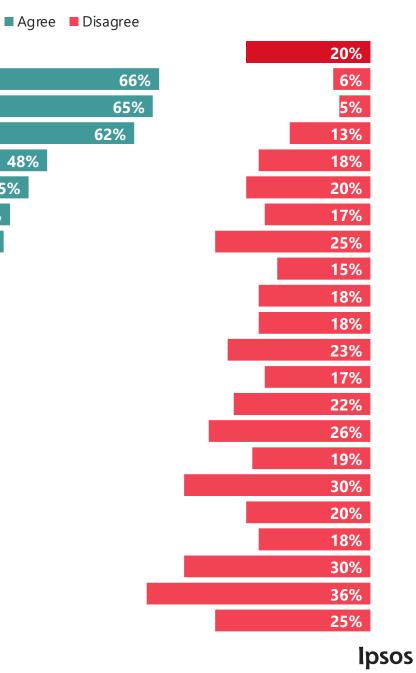
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All Countries	38%
China	
Saudi Arabia	
India	
Poland	48%
Turkey	45%
Brazil	42%
South Africa	41%
USA	39%
Canada	36%
South Korea	35%
Germany	34%
Sweden	34%
Italy	33%
Spain	33%
Argentina	33%
Australia	30%
Hungary	28%
Japan	26%
France	25%
Great Britain	24%
Belgium	22%





Financial services - A It behaves responsibly

Q.

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ries 35%	
ina	
dia	
bia	
rica 41	%
key 41	%
azil 41	%
JSA 38%	
and 37%	
ada 34%	
rea 33%	
oan 32%	
any 29%	
taly 28%	
den 28%	
ain 27%	
alia 27%	
ary 25%	
ain 23%	
um 22%	
nce 21%	
ina 20%	

26% 68% 8% 66% 16% 62% 7% 29% 25% 20% 18% 23% 22% 24% 18% 29% 28% 26% 38% 38% 28% 47% 31% 41% 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]?

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All Countries	33%
China	
India	
Saudi Arabia	
South Africa	44%
Brazil	38%
Turkey	36%
USA	35%
Poland	33%
South Korea	29%
Canada	29%
Italy	28%
Germany	26%
Sweden	26%
Australia	26%
Japan	26%
Spain	24%
Great Britain	23%
Hungary	20%
France	19%
Belgium	17%
Argentina	17%

Agree Disagree 31% 64% 10% 64% 17% 63% 8% 28% 28% 30% 24% 32% 27% 29% 33% 34% 29% 44% 22% 43% 46% 35% 47% 41% 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]?

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All Countries	35%
China	
India	
Saudi Arabia	
Brazil	42%
South Africa	40%
USA	40%
Turkey	39%
South Korea	38%
Poland	35%
Canada	34%
Japan	31%
Germany	28%
Italy	28%
Australia	26%
Sweden	25%
Great Britain	24%
Hungary	23%
Spain	23%
Belgium	22%
France	21%
Argentina	18%

26% 66% 8% 63% 16% 62% 9% 22% 27% 19% 26% 18% 24% 20% 19% 30% 31% 37% 26% 43% 29% 42% 35% 39% 36%



Financial services - A It shares my values s

Q.

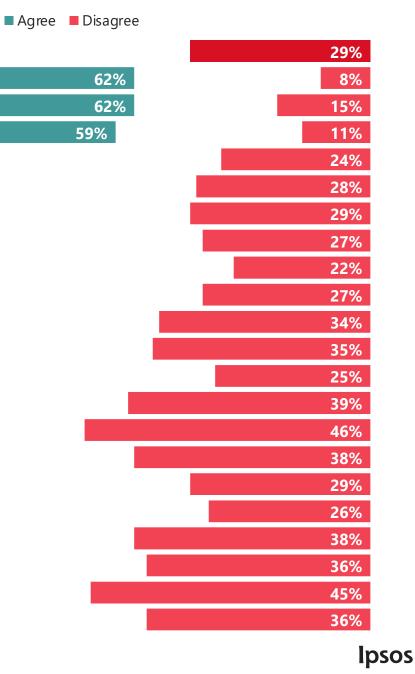
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All Countries	29%
Saudi Arabia	
India	
China	
Brazil	37%
South Africa	35%
Turkey	34%
South Korea	29%
USA	28%
Poland	27%
Germany	26%
Italy	25%
Canada	25%
Great Britain	23%
Spain	21%
Australia	21%
Sweden	20%
Japan	18%
Hungary	17%
Belgium	16%
France	16%
Argentina	14%





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

Q.

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		5	5
All Countries		50%	
India			
Saudi Arabia			60%
China		56	5%
Spain		55	%
France		54%	6
South Africa		54%	6
Great Britain		54%	6
Australia		54%	6
Brazil		54%	6
Turkey		53%	
Hungary		51%	
Argentina		50%	
Germany		49%	
Poland		49%	
USA		49%	
Italy		47%	
Belgium		45%	
South Korea		45%	
Canada		45%	
Sweden		44%	
Japan	25%		

Agree Disagree

67%

16% 12% 8% 15% 17% 16% 20% 14% 15% 14% 18% 13% 16% 15% 19% 15% 19% 18% 16% 18% 15% 20%



Financial services -It is environmentally sustainable

Q.

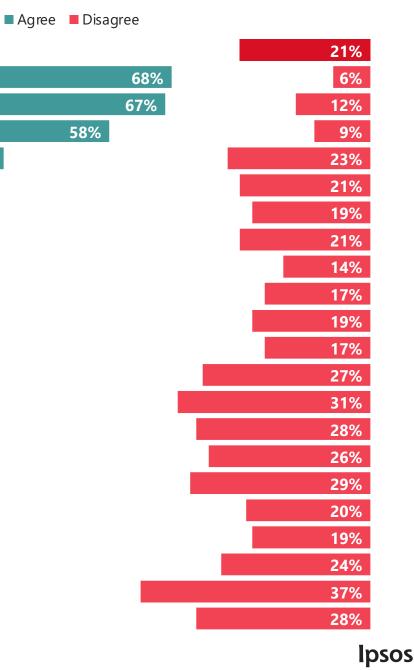
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All Countries	34%
China	
India	
Saudi Arabia	
Turkey	41%
South Africa	40%
Poland	38%
Brazil	38%
USA	35%
South Korea	33%
Hungary	30%
Canada	30%
Italy	27%
Spain	27%
Great Britain	26%
Australia	26%
Germany	25%
Sweden	25%
Japan	20%
Argentina	20%
France	19%
Belgium	16%



58%



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]?

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All Countries	42%	
China	75%	
Saudi Arabia	68%	
India	67%	
USA	53%	
Brazil	48%	
Poland	46%	
Turkey	46%	
Canada	45%	
Sweden	42%	
South Korea	40%	
Italy	37%	
Spain	37%	
Australia	37%	
South Africa	36%	
Great Britain	36%	
Japan	36%	
Germany	32%	
Hungary	32%	
France	31%	
Belgium	23%	
Argentina	22%	

Agree Disagree



19%

5%

6%

11%

10%

19%

18%

21%

13%

16%

13%

21% 26%

21%

34%

24%

14%

24%

20%

26%

32% 34%

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]?

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	36%	
	44%	
	40%	
	39%	
	39%	
	38%	
	38%	
	34%	
	33%	
	32%	
	32%	
	32%	
	28%	
	28%	
	27%	
25	5%	
23%	%	
19%		
19%		
	239 19%	44% 40% 39% 39% 38% 38% 38% 34% 33% 32% 32% 32% 32% 28% 28% 28% 28% 28% 28% 28% 28% 28% 2

25% 67% 8% 66% 12% 64% 9% 18% 22% 32% 26% 29% 19% 28% 19% 29% 16% 22% 28% 28% 38% 25% 38% 44% 31%



Energy - 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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	5
All Countries	36%
China	
India	
Saudi Arabia	
Turkey	41%
Brazil	41%
Poland	38%
USA	38%
Italy	35%
South Africa	34%
Spain	33%
Germany	32%
Australia	32%
South Korea	32%
Canada	32%
Sweden	31%
France	27%
Great Britain	26%
Argentina	26%
Japan	25%
Hungary	23%
Belgium	20%

Agree Disagree 21% 6% 67% 67% 10% 66% 7% 26% 19% 22% 15% 22% 38% 27% 24% 24% 18% 16% 18% 28% 31% 22% 16% 20% 34%



Energy - It behaves All responsibly

Q.

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All Countries	37%
China	
India	
Saudi Arabia	
Brazil	40%
Turkey	39%
USA	39%
Poland	37%
Great Britain	37%
South Africa	36%
Australia	35%
Japan	34%
South Korea	34%
Italy	32%
Hungary	31%
Canada	31%
Sweden	30%
Spain	28%
Germany	27%
Argentina	24%
France	21%
Belgium	19%

25% 69% 8% 67% 12% 65% 7% 21% 28% 19% 29% 22% 35% 23% 15% 18% 29% 22% 25% 25% 38% 31% 32% 38% 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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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.

All Countries	34%
India	
China	
Saudi Arabia	
Brazil	40%
Turkey	37%
South Africa	34%
Poland	33%
Great Britain	33%
Australia	33%
Italy	32%
USA	32%
Japan	30%
Sweden	29%
Canada	29%
South Korea	27%
Spain	26%
Hungary	25%
Germany	23%
France	21%
Argentina	19%
Belgium	18%

C C	
	28%
66%	12%
65%	8%
64%	8%
	28%
	30%
	38%
	30%
	27%
	31%
	31%
	25%
	18%
	24%
	29%
	26%
	43%
	29%
	34%
	44%
	37%
	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]?

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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.

All Countries	36%	
China		71%
Saudi Arabia		65%
India		65%
Turkey	39%	
Brazil	39%	
USA	39%	
South Africa	36%	
Poland	35%	
Australia	35%	
Japan	33%	
Great Britain	32%	
Italy	31%	
South Korea	30%	
Germany	29%	
Hungary	28%	
Sweden	28%	
Canada	28%	
Spain	27%	
France	25%	
Argentina	20%	
Belgium	19%	

Agree Disagree



25%

5%

8%

12%

29%

21%

19%

37%

<u>29%</u>

25%

16%

27% 27%

17%

27%

25%

24%

22%

40%

35%

32% 43%

Energy - 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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All Countries	31%
India	
Saudi Arabia	
China	
Brazil	36%
Turkey	35%
South Africa	34%
USA	30%
Poland	29%
Great Britain	29%
Italy	28%
Australia	28%
South Korea	27%
Germany	25%
Canada	23%
Spain	21%
Sweden	21%
Hungary	20%
Japan	19%
Belgium	18%
France	18%
Argentina	17%

26% 66% 10% 61% 9% 61% 8% 22% 29% 33% 22% 30% 22% 32% 27% 24% 33% 25% 43% 23% 29% 21% 41% 41% 32%



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]?

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,

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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.

All Countries	45%	
India		(
Saudi Arabia		60%
Spain	52%	
Brazil	52%	
South Africa	50%	
China	50%	
France	49%	
Turkey	49%	
Belgium	48%	
Poland	44%	
Argentina	44%	
Germany	43%	
Italy	43%	
USA	43%	
Hungary	42%	
Canada	41%	
Australia	40%	
Great Britain	37%	
Sweden	35%	
South Korea	33%	
Japan	20%	

Agree Disagree

66%

17% 13% 9% 18% 14% 19% 16% 19% 22% 16% 16% 17% 17% 18% 16% 13% 16% 21% 21% 19% 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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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.

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]?

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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.

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%
			lpsos

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]?

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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.

All Countries	40%	21%
China		73% 5%
India		69%
Saudi Arabia		66%
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



Technology companies - It is good at what it does

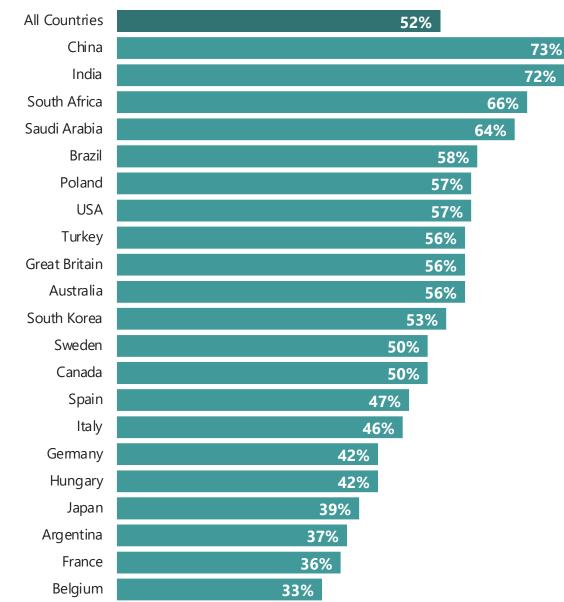
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To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

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Agree Disagree

12% 6% 6% 7% 9% 11% 10% 9% 14% 11% 9% 11% 9% 9% 17% 13% 16% 11% 10% 16% 20% 18% losos



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]?

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	40%	All Countries
		India
		China
		Saudi Arabia
50%		South Africa
17%		Brazil
%	4!	Turkey
6	44	Poland
	39%	Australia
	38%	Italy
	38%	USA
	36%	Germany
	36%	Spain
	35%	Great Britain
	34%	South Korea
	33%	Sweden
	32%	Canada
	31%	Japan
	31%	Argentina
	28%	Hungary
	26%	France
	25%	Belgium

Agree Disagree 18% 74% 8% 64% 8% 61% 9% 14% 18% 20% 16% 22% 17% 20% 19% 23% 21% 27% 16% 20% 14% 20% 15% 32% 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]?

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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.

All Countries	45%
India	
Saudi Arabia	
China	
South Africa	58%
Turkey	54%
Brazil	51%
Poland	49%
Argentina	48%
Italy	43%
USA	41%
Spain	40%
South Korea	40%
Germany	39%
Sweden	39%
Australia	38%
Great Britain	37%
Japan	34%
Canada	34%
France	32%
Hungary	30%
Belgium	26%

Agree Disagree

70%

66%

66%

13% 6% 5% 6% 9% 16% 11% 11% 10% 13% 15% 18% 14% 13% 10% 15% 17% 11% 14% 21% 12% 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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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.

All Countries		40%			
India					7
China					71
Saudi Arabia				62%	
South Africa			52%	6	
Brazil			50%		
Turkey			49%		
South Korea		40%			
Poland		39%			
Italy		37%			
Argentina		35%			
USA		35%			
Germany		34%			
Spain		32%			
Sweden		32%			
Australia		32%			
Japan		32%			
Canada		31%			
Great Britain		30%			
Hungary		29%			
Belgium	26	5%			
France	22%				

Agree Disagree

18% 72% 7% 1% 5% 7% 14% 15% 20% 15% 19% 17% 18% 21% 20% 23% 19% 24% 15% 23% 23% 18% 24%



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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		5	5	
All Countries	36%			
India				
China				679
Saudi Arabia			59%	
South Africa		47%		
Brazil		44%		
Turkey	4	3%		
Poland	37%			
Italy	36%			
USA	35%			
South Korea	32%			
Spain	31%			
Great Britain	30%			
Argentina	30%			
Germany	29%			
Australia	29%			
Sweden	27%			
Hungary	26%			
Japan	26%			
Canada	26%			
France	22%			
Belgium	20%			

Agree Disagree 22% 71% 9% 1% 9% 8% 17% 18% 25% 22% 19% 27% 22% 27% 28% 19% 24% 31% 20% 23% 17% 27% 37% 30%



Technology companies - It is reliable/keeps its promises

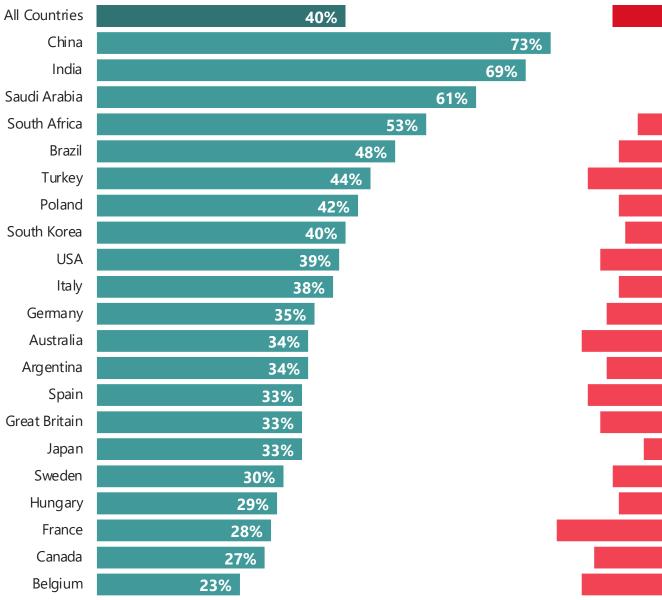
Q.

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

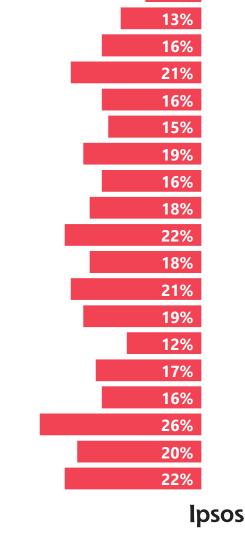
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Agree Disagree



17%

6%

9%

9%

Technology companies - It shares my values

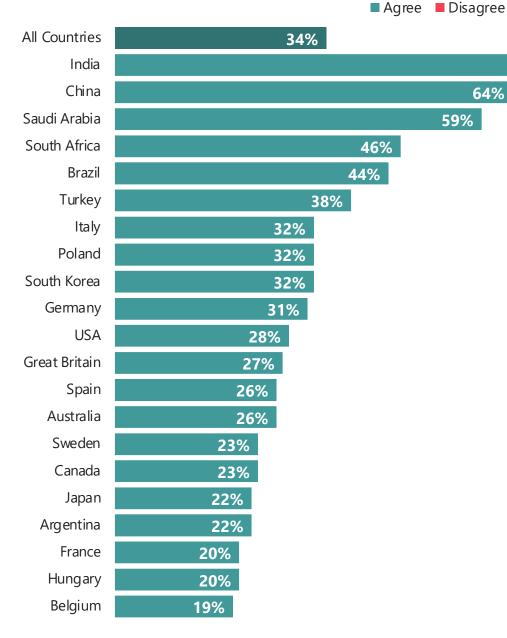
Q.

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

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20% 70% 10% 64% 6% 9% 13% 17% 23% 21% 21% 18% 23% 22% 25% 29% 26% 19% 24% 17% 21% 31% 21% 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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All Countries	43%	
India		
Saudi Arabia		
China		54%
Turkey		53%
Brazil		51%
Australia		49 %
USA		48%
Great Britain	40	5%
South Africa	45	%
Spain	43%	
France	41%	
Canada	41%	
Poland	39%	
Germany	38%	
Hungary	37%	
South Korea	37%	
Italy	36%	
Argentina	36%	
Sweden	32%	
Belgium	31%	
Japan	23%	

Agree Disagree

66%

61%

17% 13% 9% 18% 17% 15% 14% 15% 14% 21% 17% 18% 16% 18% 16% 17% 18% 21% 18% 17% 18% 19%



Technology companies - It is environmentally sustainable

Q.

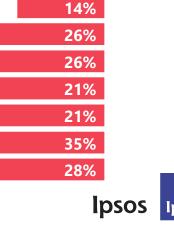
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All Countries		37%				
China					72%	
India					69%	
Saudi Arabia				60%		
South Africa			51%			
Turkey		45%				
Brazil		45%				
South Korea		40%				
Poland		39%				
USA		37%				
Italy	34	4%				
Spain	30%					
Australia	30%					
Germany	29%					
Hungary	28%					
Japan	28%					
Argentina	27%					
Great Britain	26%					
Canada	26%					
Sweden	24%					
France	21%					
Belgium	19%					



20%

6%

10%

9%

14%

21%

18%

16%

23%

18%

21% 27%

24%

27%

23%

🗖 Agree 🛛 🗖 Disagree

Pharmaceutical Companies



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]?

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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.

All Countries	52%
China	769
India	69%
Saudi Arabia	64%
South Africa	63%
Sweden	59%
Australia	58%
Brazil	57%
Great Britain	54%
Turkey	52%
Poland	51%
Spain	50%
USA	50%
Canada	49%
Hungary	46%
Italy	46%
South Korea	46%
Belgium	44%
Germany	44%
Japan	39%
France	36%
Argentina	34%

Agree Disagree

14% 5% 5% 10% 8% 11% 6% 12% 13% 10% 23% 13% 16% 16% 13% 15% 18% 13% 19% 14% 9% 21% 21%



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%
China	
India	61%
Saudi Arabia	56%
South Africa	52%
Sweden	51%
Brazil	46%
Australia	44%
Turkey	43%
Great Britain	43%
Spain	40%
Germany	39%
Italy	39%
Japan	39%
USA	37%
Poland	36%
Canada	34%
Belgium	31%
Hungary	29%
Argentina	29%
South Korea	28%
France	27%

22% 70% 7% 61% 11% 9% 19% 10% 16% 23% 28% 22% 25% 21% 25% 13% 31% 27% 28% 30% 29% 27% 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]?

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,

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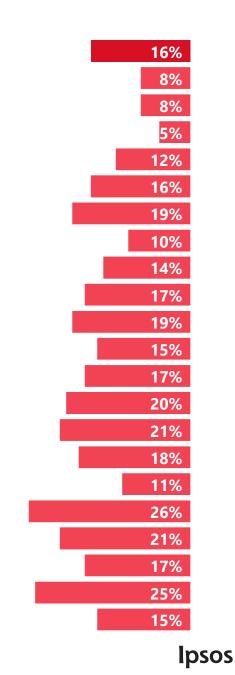
	5	-
All Countries	43%	
China		
India		
Saudi Arabia		63
South Africa		59%
Brazil	52%	
Turkey	48%	
Sweden	47%	
Poland	45%	
Spain	42%	
Argentina	41%	
Germany	40%	
Great Britain	40%	
Italy	39%	
Canada	39%	
Australia	36%	
Japan	33%	
USA	33%	
Belgium	32%	
South Korea	31%	
France	29%	
Hungary	28%	

Agree Disagree

67%

66%

63%





Pharmaceuticals -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

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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.

		gree
All Countries	42%	
China		70%
India		69%
Saudi Arabia		64%
South Africa	59%	
Brazil	54%	
Turkey	43%	
Japan	43%	
Poland	39%	
Italy	38%	
Great Britain	38%	
Germany	37%	
Australia	37%	
Sweden	36%	
South Korea	36%	
Hungary	34%	
Spain	34%	
Argentina	33%	
Canada	33%	
USA	33%	
Belgium	31%	
France	24%	

Agree Disagree

22% 7% 9% 9% 16% 16% 31% 14% 23% 24% 26% 20% 26% 19% 19% 27% 26% 26% 27% 35% 28% 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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India China Saudi Arabia South Africa Brazil Turkey Sweden 35%	51%
Saudi Arabia South Africa Brazil Turkey 37%	
South Africa Brazil 46% Turkey 37%	
Brazil 46% Turkey 37%	
Turkey 37%	
Sweden 35%	
5570	
Great Britain 35%	
Australia 34%	
Poland 33%	
Japan 33%	
Italy 31%	
Spain 31%	
Germany 29%	
South Korea 28%	
Canada 28%	
USA 27%	
Hungary 24%	
France 20%	
Argentina 20%	
Belgium 19%	

Jisagiee	
	29%
65%	14%
61%	11%
%	11%
	26%
	22%
	38%
	22%
	31%
	31%
	28%
	18%
	33%
	34%
	30%
	29%
	34%
	38%
	37%
	43%
	40%
	43%

Agree Disagree

58



Pharmaceuticals -It is reliable/keeps its promises

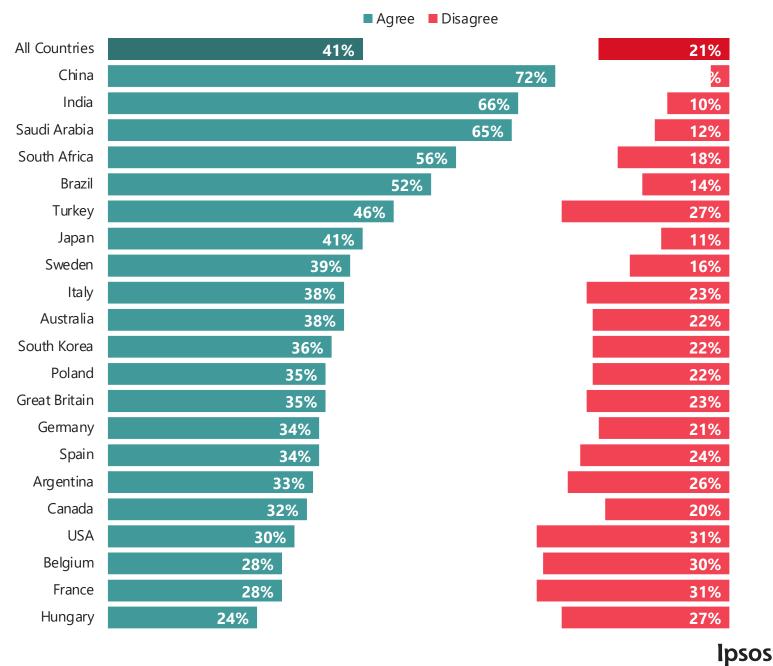
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Pharmaceuticals -It shares my values

Q.

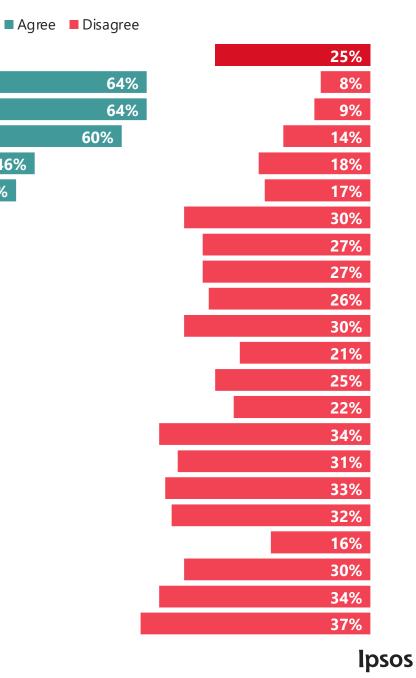
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All Countries	33%
Saudi Arabia	
China	
India	
South Africa	46%
Brazil	43%
Turkey	36%
Poland	32%
Australia	32%
Germany	31%
Italy	31%
South Korea	29%
Great Britain	27%
Sweden	26%
USA	26%
Canada	25%
Spain	23%
Hungary	22%
Japan	21%
Argentina	21%
Belgium	20%
France	20%





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

Q.

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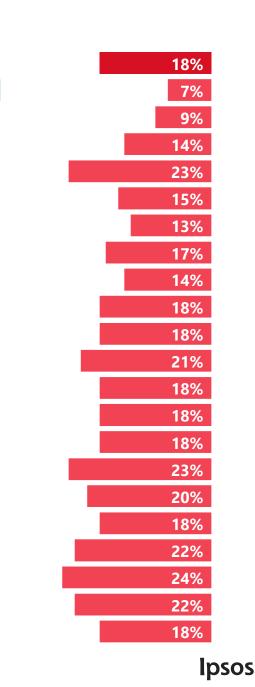
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All Countries	46%
Saudi Arabia	
India	
Brazil	55%
Turkey	52%
China	52%
Hungary	51%
South Africa	51%
USA	51%
Canada	48%
Argentina	46%
Australia	45%
Great Britain	44%
France	43%
Spain	42%
Belgium	40%
Poland	40%
Germany	39%
Italy	38%
South Korea	34%
Sweden	33%
Japan	24%

Agree Disagree

66%

65%





Pharmaceuticals - It All c is environmentally sustainable Sauce

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.

All Countries	37%	
China		
India		67
Saudi Arabia		58%
South Africa		58%
Brazil	49%	6
Turkey	37%	
Italy	34%	
Poland	34%	
Spain	33%	
South Korea	32%	
Argentina	31%	
Sweden	30%	
Canada	30%	
Japan	29%	
USA	29%	
Great Britain	28%	
Australia	28%	
Germany	27%	
Hungary	27%	
Belgium	25%	
France	21%	

23% 67% 8% 52% 13% 13% 13% 17% 31% 28% 27% 28% 22% 29% 22% 22% 12% 21% 28% 24% 24% 32% 35% 39%

Agree Disagree



Oil & Gas Companies



Oil & Gas - It is good at what it does

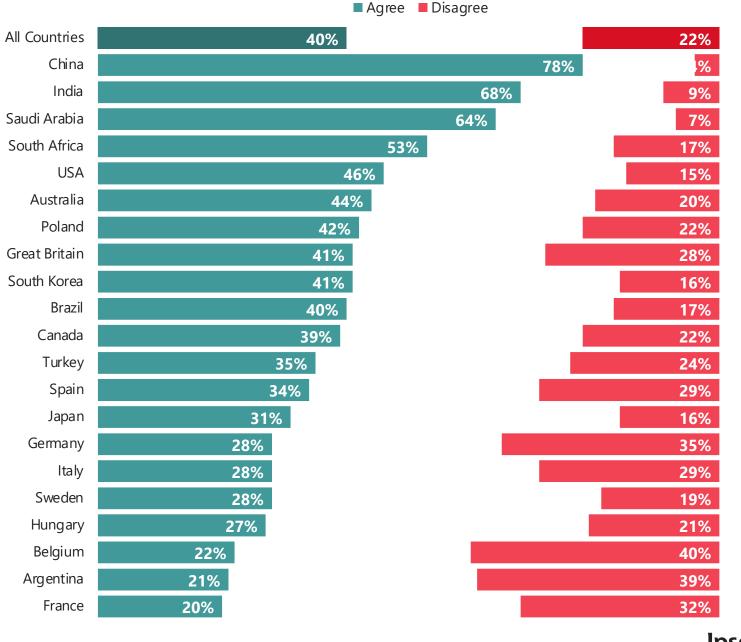
Q.

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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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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.

All Countries	30%		
Saudi Arabia		66%	
China		66%	
India		63%	
South Africa		41%	
Brazil	37	%	
USA	30%		
Poland	29%		
Turkey	28%		
Australia	28%		
South Korea	27%		
Spain	26%		
Japan	25%		
Canada	25%		
Italy	24%		
Sweden	23%		
Great Britain	22%		
Germany	18%		
Hungary	18%		
Argentina	15%		
Belgium	14%		
France	14%		

Agree Disagree

9%
13%
25%
26%
30%
36%
32%
40%

32%

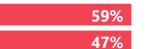
%

28%
41%
19%











Oil & Gas - It is well All Ied

Q.

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

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All Countries	33%
China	
India	
Saudi Arabia	
Brazil	42%
South Africa	41%
Turkey	35%
Poland	34%
USA	34%
Italy	33%
Argentina	30%
Australia	28%
Spain	27%
South Korea	27%
Sweden	25%
Canada	25%
Great Britain	24%
France	23%
Japan	22%
Germany	21%
Hungary	18%
Belgium	15%

23% 68% 8% 64% 12% 62% 7% 19% 24% 24% 28% 22% 25% 19% 26% 26% 17% 23% 23% 41% 32% 15% 35% 25% 44%

Agree Disagree



Oil & Gas - It behaves responsibly

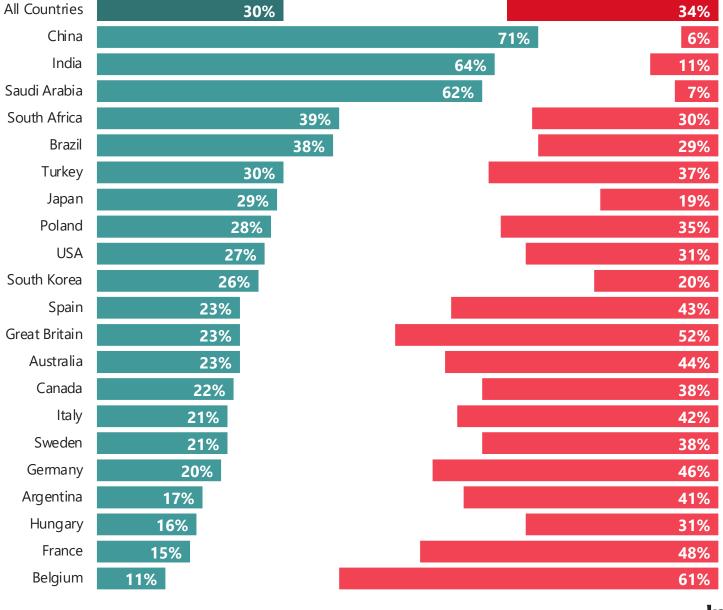
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Agree Disagree

DSO

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]?

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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.

All Countries	29%	36%
China		66%
India		65%
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%
		h



losos

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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All Countries	30%		31%
China		70	5%
Saudi Arabia		64%	7%
India		62%	11%
South Africa		38%	28%
Brazil	3	6%	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%
			In

Agree Disagree



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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All Countries	27%
India	
China	
Saudi Arabia	
South Africa	36%
Brazil	36%
Turkey	31%
Poland	24%
Great Britain	22%
South Korea	22%
USA	22%
Italy	21%
Spain	19%
Germany	18%
Hungary	18%
Sweden	18%
Canada	18%
Australia	17%
Japan	17%
Argentina	15%
Belgium	14%
France	12%

Agree Disagree 34% 64% 12% 61% 9% 59% 9% 28% 22% 31% 39% 54% 28% 31% 47% 46% 47% 34% 38% 38% 43% 21% 40% 53% 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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	5
All Countries	48%
Great Britain	
Saudi Arabia	
India	
Australia	55%
Belgium	54%
China	54%
Germany	51%
Spain	51%
Brazil	50%
USA	50%
France	46%
Italy	46%
South Africa	46%
Poland	44%
Turkey	44%
Argentina	43%
Canada	43%
Hungary	41%
Sweden	39%
South Korea	35%
Japan	20%

Agree Disagree

64%

63%

62%

16% 11% 8% 13% 15% 18% 17% 16% 14% 16% 15% 16% 22% 21% 17% 17% 19% 18% 19% 13% 17% 22%



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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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.

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%
					Ipsos



Banking



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]?

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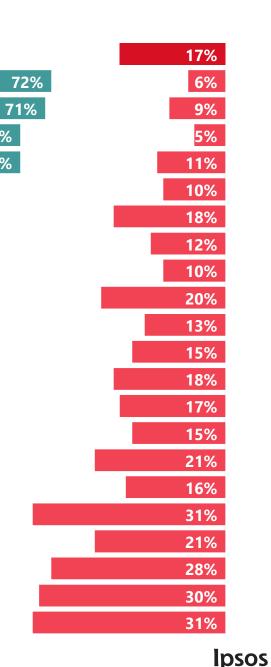
The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

All Countries	46%	-
China	40%	
India		
Saudi Arabia		
South Africa		
USA		58%
Turkey		57%
Poland	54	%
Sweden	50%	
Australia	50%	
Canada	50%	
Great Britain	45%	
Brazil	42%	
Germany	40%	
South Korea	40%	
Italy	35%	
Japan	35%	
Spain	33%	
Belgium	31%	
Hungary	30%	
France	29%	
Argentina	16%	

Agree Disagree

67%

67%





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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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%

Agree Disagree



Banking - 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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		5	5	
All Countries	41%			
India				74%
China			66%	
Saudi Arabia			63%	
South Africa			62%	
Turkey		51%		
Germany	44%			
Poland	43%			
USA	43%			
Sweden	41%			
Brazil	40%			
Italy	39%			
Canada	38%			
Great Britain	37%			
Spain	34%			
Australia	33%			
South Korea	32%			
Argentina	30%			
Belgium	29%			
France	27%			
Hungary	24%			
Japan	23%			

Agree Disagree 18% 6% 6% 9% 13% 18% 16% 17% 14% 14% 20% 19% 18% 22% 30% 22% 17% 22% 21% 30% 22% 18%

Banking - It behaves responsibly

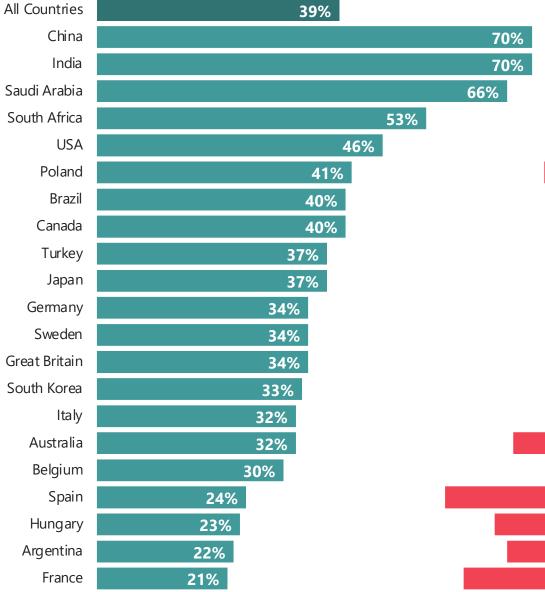
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Agree Disagree

25% 9% 11% 7% 19% 17% 28% 26% 21% 22% 16% 23% 24% 26% 25% 27% 33% 24% 44% 36% 34% 41%



Banking - It is open A and transparent about what it does s

Q.

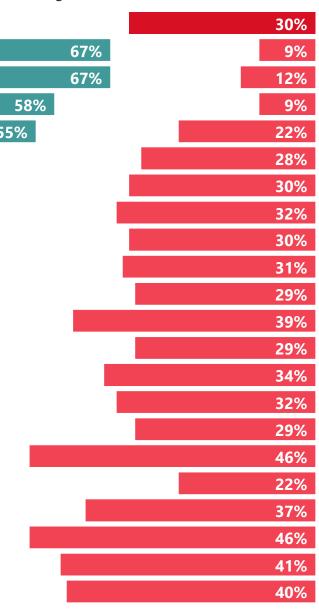
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All Countries	35%	
China		
India		
Saudi Arabia		
South Africa	55	
USA	42%	
Turkey	39%	
Poland	36%	
Canada	34%	
Italy	31%	
Germany	30%	
Australia	30%	
Brazil	30%	
Great Britain	29%	
Sweden	28%	
South Korea	28%	
Spain	26%	
Japan	25%	
Belgium	23%	
France	21%	
Hungary	19%	
Argentina	17%	



Agree Disagree

losos

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]?

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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%
				l.e.

IDSO



Banking - It shares my values

Q.

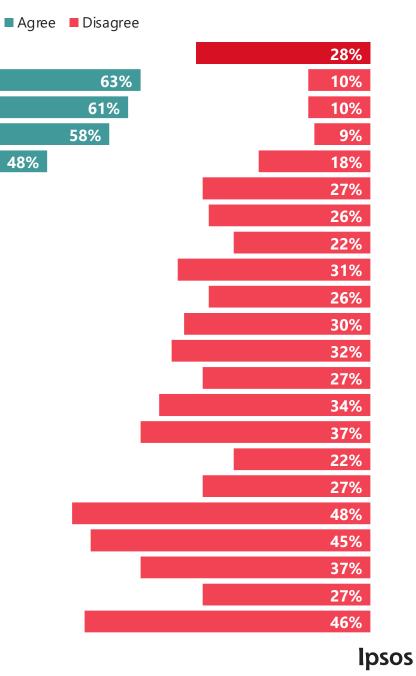
To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

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All Countries	31%
India	
China	
Saudi Arabia	
South Africa	48%
Turkey	37%
Brazil	33%
USA	33%
Poland	32%
Canada	30%
Great Britain	29%
Germany	28%
Belgium	27%
Italy	25%
Australia	24%
South Korea	23%
Sweden	20%
Spain	19%
France	18%
Argentina	16%
Japan	15%
Hungary	13%





Agree Disagree

67%

66%

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

Q.

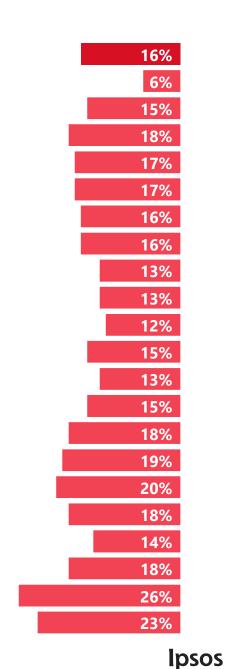
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The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

All Countries	51	%
Saudi Arabia		
India		(
Spain		60%
Turkey		60%
South Africa		59%
Australia		58%
France		57%
Poland		57%
Hungary		56%
Brazil		53%
USA	5	2%
Great Britain	509	%
China	509	%
Italy	47%	
South Korea	46%	
Belgium	45%	
Germany	44%	
Sweden	44%	
Canada	42%	
Argentina	41%	
Japan	22%	





Banking - It is environmentally sustainable

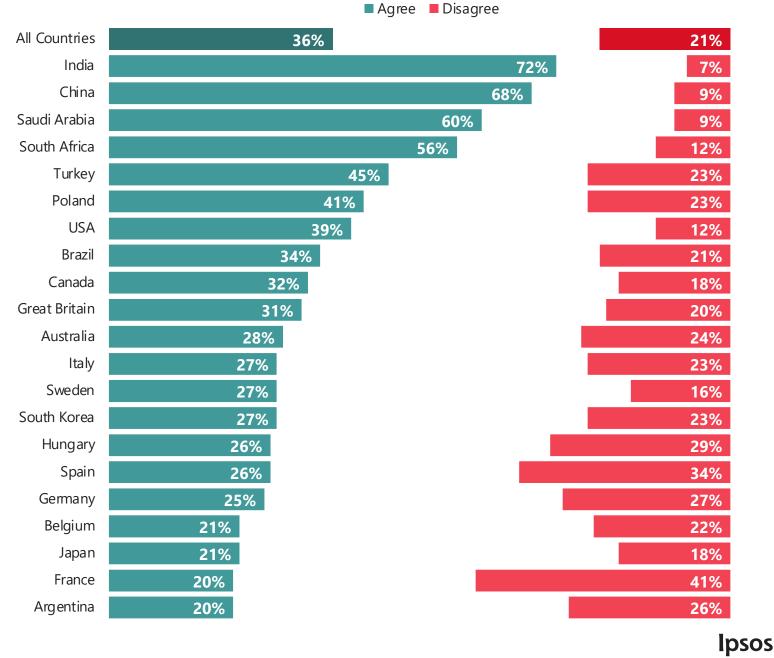
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Food & Drink Companies



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]?

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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.

	-	
All Countries	50%	
China		7
India		69 9
South Africa		66%
Brazil		62%
Saudi Arabia		60%
USA	56%	6
Great Britain	53%	
South Korea	52%	
Italy	51%	
Australia	51%	
Spain	50%	
Poland	48%	
Sweden	48%	
Turkey	46%	
Hungary	44%	
Canada	44%	
Germany	40%	
Japan	39%	
France	36%	
Belgium	31%	
Argentina	25%	

Agree Disagree

71%

69%

12% 5% 10% 9% 10% 15% 7% 11% 8% 10% 13% 13% 9% 12% 22% 12% 8% 17% 9% 20% 14% 24%



Food and drink - It does what it does with the best of intentions

Q.

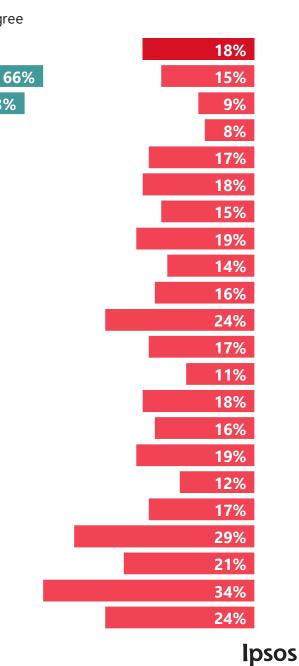
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affluent than the general population.

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	41%	
India		66%
China		63%
Saudi Arabia		57%
South Africa	51%	
Brazil	48%	
Italy	46%	
Poland	45%	
USA	45%	
Sweden	42%	
Turkey	41%	
Great Britain	39%	
Japan	39%	
Australia	38%	
Spain	36%	
Germany	35%	
Hungary	35%	
Canada	32%	
South Korea	28%	
Belgium	26%	
France	25%	
Argentina	24%	





Food and drink - It is well led

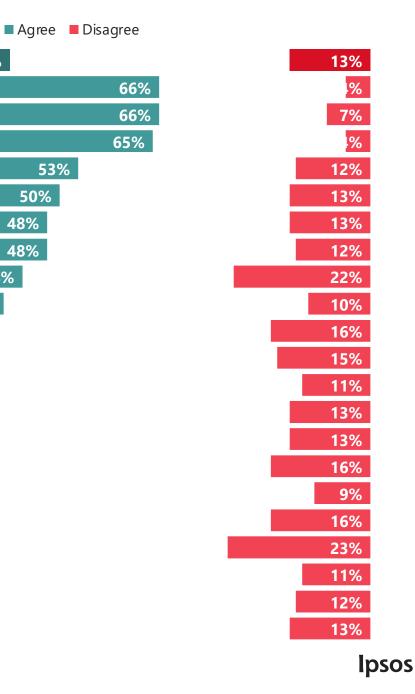
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Online samples in Brazil, mainland China, India, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.

		5
All Countries		42%
Saudi Arabia		
India		
China		
South Africa		53%
Brazil		50%
Italy		48%
Poland		48%
Turkey		44%
Sweden	4	1%
Spain	4()%
Germany	38%	0
USA	37%	
Great Britain	34%	
Australia	34%	
Argentina	34%	
Japan	33%	
South Korea	33%	
France	30%	
Hungary	28%	
Belgium	27%	
Canada	27%	



Food and drink - It behaves responsibly

Q.

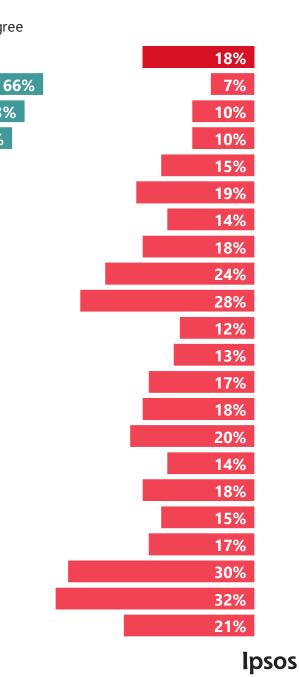
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	Agree	Disagree
All Countries	42%	
China		66%
India		63%
Saudi Arabia		61%
South Africa	56%	6
Brazil	51%	
Italy	44%	
Sweden	44%	
Poland	43%	
Turkey	43%	
Japan	42%	
USA	42%	
Spain	38%	
Great Britain	36%	
Germany	33%	
Hungary	33%	
Australia	33%	
South Korea	33%	
Canada	30%	
Argentina	28%	
France	27%	
Belgium	25%	





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

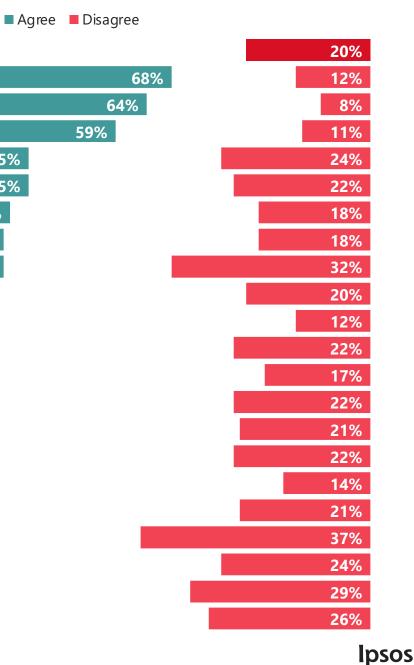
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To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

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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.

	Agree	
All Countries	39%	
India		
China		
Saudi Arabia		5
South Africa	45%	
Brazil	45%	
Poland	42%	
Italy	41%	
Turkey	41%	
Sweden	39%	
Japan	39%	
Spain	37%	
Great Britain	34%	
Australia	34%	
USA	34%	
Germany	32%	
Hungary	32%	
Canada	29%	
France	27%	
South Korea	27%	
Argentina	27%	
Belgium	23%	





Food and drink - It is reliable/keeps its promises

Q.

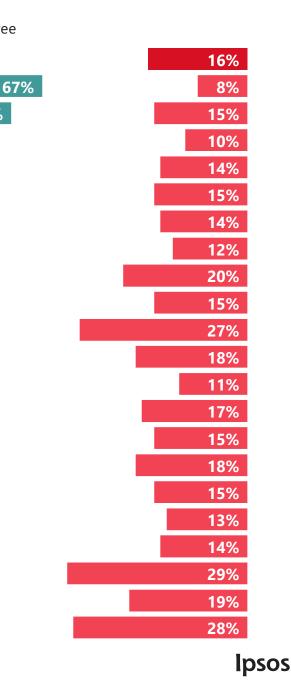
To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

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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			41%		
China					67
India					62%
Saudi Arabia					60%
South Africa				51%	
Brazil			4	8%	
Italy			43%		
USA			43%		
Poland			42%		
Spain			42%		
Turkey		4	40%		
Sweden		3	9%		
Japan		3	9%		
Germany		35%			
Great Britain		34%			
Australia		34%			
South Korea		34%			
Hungary		33%			
Canada		32%			
France		30%			
Belgium	27	'%			
Argentina	23%				





Food and drink - It shares my values

Q.

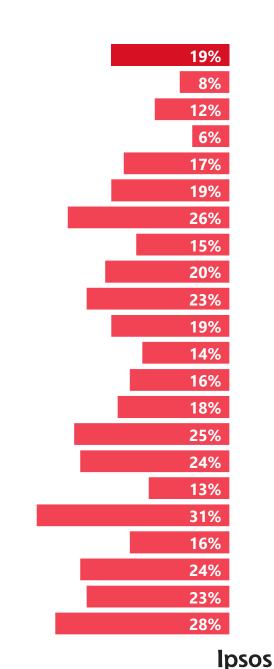
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All Countries	34%
India	
Saudi Arabia	
China	
South Africa	48%
Brazil	42%
Turkey	39%
Poland	38%
Italy	36%
Germany	32%
Great Britain	30%
USA	30%
South Korea	29%
Sweden	28%
Spain	27%
Australia	27%
Japan	26%
France	24%
Canada	23%
Belgium	22%
Hungary	22%
Argentina	21%



Agree Disagree

61%

58%



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]?

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

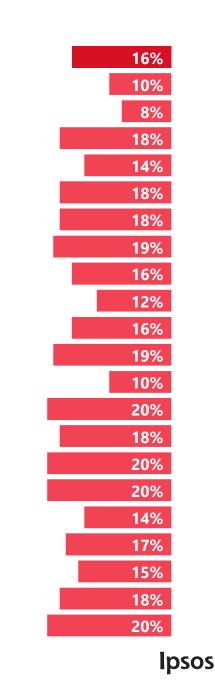
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All Countries	42%
India	
Saudi Arabia	
Turkey	56%
France	49%
China	49%
South Africa	48%
Brazil	47%
Australia	43%
Great Britain	42%
Poland	40%
Spain	40%
Belgium	39%
Argentina	39%
South Korea	38%
Sweden	37%
USA	37%
Hungary	36%
Italy	36%
Canada	33%
Germany	31%
Japan	19%

Agree Disagree

66%





Food and drink - It is environmentally sustainable

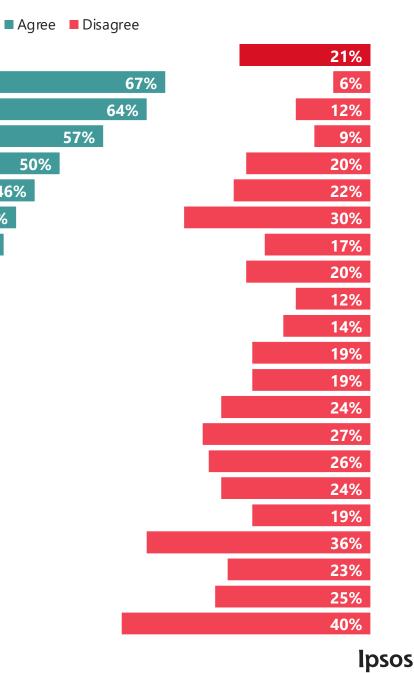
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To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

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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.

	_/\gloc _
All Countries	37%
China	
India	
Saudi Arabia	57
South Africa	50%
Brazil	46%
Turkey	43%
Italy	41%
Poland	39%
Japan	35%
South Korea	35%
Sweden	34%
USA	34%
Spain	33%
Australia	32%
Great Britain	31%
Germany	29%
Hungary	26%
France	24%
Canada	23%
Belgium	21%
Argentina	18%





Food and drink - If it provides good value for price

Q.

116

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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		Agre	e Disag	gree	
All Countries		46%			
China					74%
Saudi Arabia				66%	
India				66%	
South Africa			59%		
Brazil		51	%		
Italy		50 %	6		
USA		47%			
Poland		46%			
Australia		46%			
Turkey		45%			
Spain		44%			
Germany		42%			
Japan		42%			
Belgium	39	%			
, Great Britain	38%	6			
Hungary	37%				
South Korea	37%				
Sweden	36%				
t France	35%				
Canada	34%				
Argentina	28%				

16%

%

8%

10%

17%

14%

14%

12%

15%

14%

23%

15% 14%

13%

12%

16%

18%

14%

22%

26%

16% 34%

Food and drink - If it provides good customer service

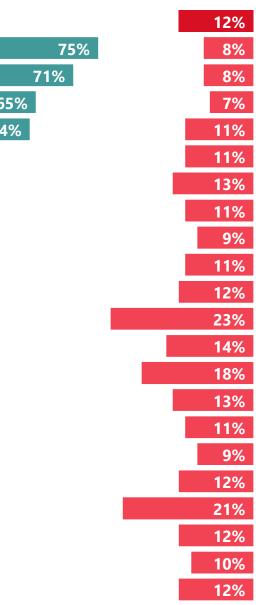
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To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

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	Agree Disagree
All Countries	47%
China	75%
India	71%
Saudi Arabia	65%
South Africa	64%
Brazil	53%
Spain	49%
Poland	48%
USA	48%
Italy	47%
South Korea	45%
Turkey	44%
Australia	43%
Argentina	43%
Germany	42%
Great Britain	42%
Canada	39%
Sweden	37%
France	35%
Hungary	34%
Japan	34%
Belgium	32%





Social Media Companies



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]?

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All Countries	42%		
China			
India			69
Saudi Arabia		61%	
South Africa		59%	
Brazil	50%		
Poland	48%		
Turkey	45%		
USA	44%		
Great Britain	43%		
Australia	43%		
Spain	39%		
Sweden	39%		
Canada	38%		
South Korea	37%		
Italy	35%		
Hungary	33%		
Japan	33%		
Germany	30%		
Argentina	30%		
Belgium	23%		
France	19%		

Agree Disagree

20% 72% 7% 9% 9% 9% 13% 16% 17% 25% 19% 22% 21% 23% 19% 20% 17% 20% 27% 16% 30% 21% 32% 43%



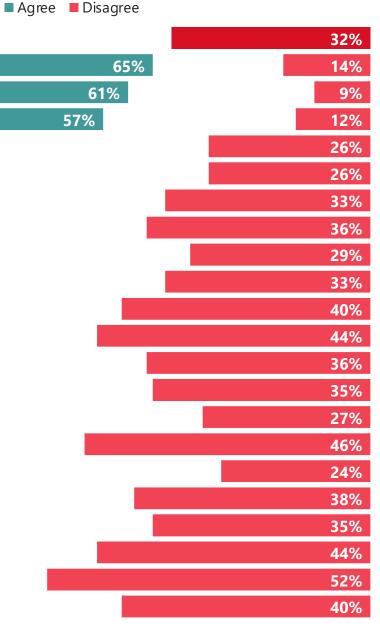
Social media companies - It does what it does with the best of intentions

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

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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.

All Countries	31%
India	
China	
Saudi Arabia	5
Brazil	40%
South Africa	37%
Poland	32%
Turkey	32%
Italy	31%
Spain	28%
USA	27%
Great Britain	25%
Germany	24%
South Korea	24%
Argentina	24%
Australia	23%
Japan	22%
Canada	21%
Sweden	20%
Belgium	16%
France	16%
Hungary	16%





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]?

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All Countries	36%
India	30%
China	
Saudi Arabia	
Poland	46%
South Africa	45%
Turkey	44%
Brazil	44%
Argentina	39%
Italy	36%
Spain	34%
South Korea	29%
USA	28%
Sweden	27%
Australia	27%
Great Britain	26%
Germany	25%
Japan	24%
Canada	24%
France	21%
Belgium	20%
Hungary	20%

Agree Disagree 24% 65% 11% 64% 7% 9% 18% 20% 24% 21% 16% 21% 24% 25% 33% 23% 33% 34% 29% 19% 32% 41% 35% 27%



Social media 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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All Countries	31%
India	65
China	63%
Saudi Arabia	57%
Brazil	43%
South Africa	38%
Poland	34%
Turkey	34%
Italy	29%
Spain	28%
South Korea	26%
Argentina	26%
USA	24%
Germany	23%
Australia	23%
Japan	23%
Great Britain	22%
Canada	21%
Sweden	19%
Hungary	18%
France	17%
Belgium	15%

33% 5% 13% 11% 13% 22% 30% 28% 34% 29% 33% 30% 30% 43% 39% 47% 24% 48% 42% 37% 38% 50% 46%

Agree Disagree



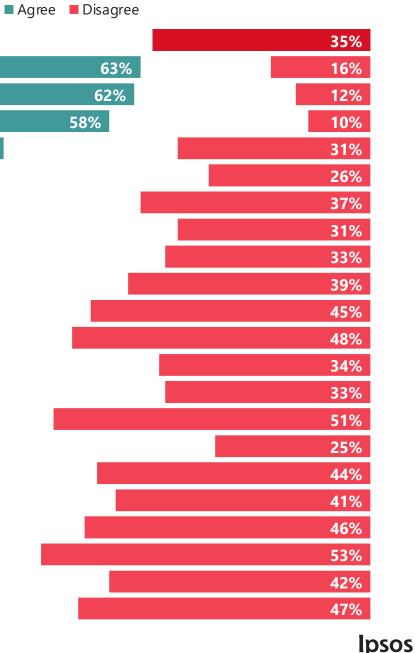
Social media companies - It is open and transparent about what it does

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

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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.

All Countries	30%
India	
China	
Saudi Arabia	
South Africa	41%
Brazil	40%
Turkey	33%
Italy	30%
Poland	29%
Spain	28%
USA	25%
Great Britain	24%
South Korea	23%
Argentina	23%
Australia	22%
Japan	22%
Germany	21%
Sweden	21%
Canada	19%
France	18%
Hungary	15%
Belgium	13%





Social media companies - It is reliable/keeps its promises

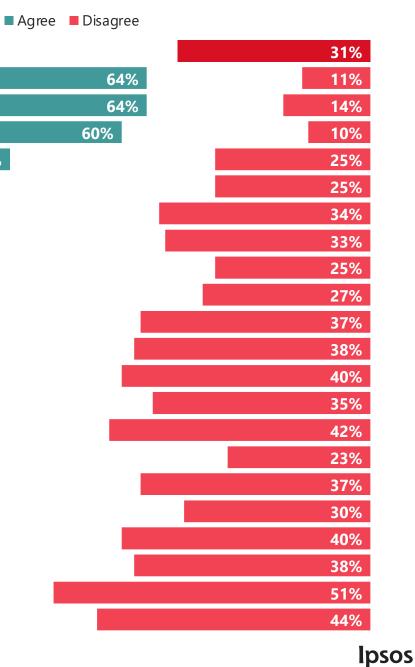
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Online samples in Brazil, mainland China, India, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.

All Countries	30%
China	
India	
Saudi Arabia	
Brazil	42%
South Africa	38%
Turkey	32%
Poland	31%
Italy	29%
South Korea	26%
Spain	25%
USA	25%
Great Britain	24%
Germany	23%
Australia	23%
Japan	22%
Sweden	18%
Argentina	18%
Canada	18%
Hungary	17%
France	16%
Belgium	15%



Social media companies - It shares my values

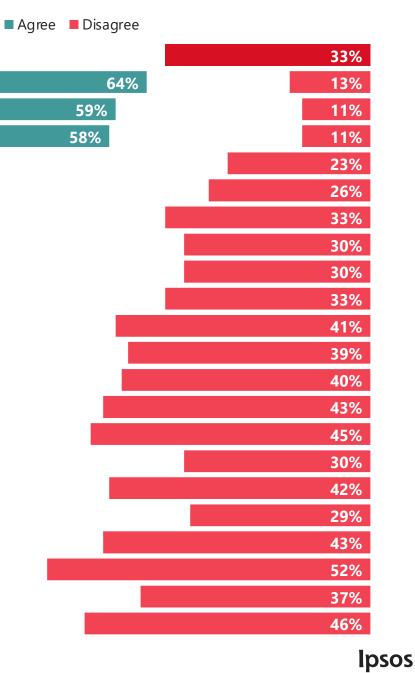
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Online samples in Brazil, mainland China, India, Saudi Arabia, South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.

All Countries	28%
India	
China	
Saudi Arabia	
Brazil	39%
South Africa	36%
Turkey	34%
Poland	30%
South Korea	27%
Italy	25%
Germany	23%
Spain	22%
USA	22%
Great Britain	21%
Australia	20%
Argentina	20%
Canada	18%
Japan	17%
Belgium	15%
France	15%
Sweden	15%
Hungary	14%





Agree Disagree

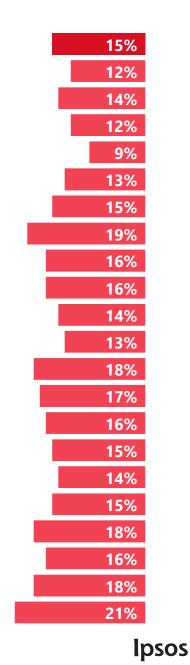
Social media companies - It would try to take advantage of me if it could

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

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South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.

All Countries	51%
India	64%
Australia	62%
Great Britain	60%
Saudi Arabia	58%
USA	58%
South Africa	57%
Turkey	54%
China	54%
Poland	52%
Brazil	52%
Canada	52%
France	51%
Spain	51%
Germany	50%
Hungary	50%
Sweden	50%
Belgium	47%
Italy	46%
South Korea	41%
Argentina	41%
Japan	25%





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]?

lpsos 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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All Countries	32%
India	
China	
Saudi Arabia	
South Africa	42%
Brazil	40%
Turkey	39%
Poland	35%
Italy	31%
South Korea	30%
Spain	29%
USA	29%
Argentina	27%
Great Britain	25%
Australia	25%
Hungary	23%
Sweden	22%
Canada	22%
Germany	21%
Japan	19%
Belgium	17%
France	16%

24% 65% 11% 64% 7% 9% 19% 18% 28% 22% 25% 23% 27% 23% 18% 30% 30% 26% 25% 26% 35% 21% 36% 47%

Agree Disagree



Consumer Packed Goods



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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	42%		All Countries
			China
			Saudi Arabia
			India
55%			USA
53%			Brazil
51%			Turkey
5%	45%		Poland
6	43%		Germany
6	43%		Italy
6	43%		South Korea
6	43%		Canada
	41%		Spain
	38%		Sweden
	35%		South Africa
	34%		Japan
	33%		Hungary
	31%		France
	28%		Belgium
	5%	2	Australia
	5%	2	Argentina
		20%	Great Britain

17% 70% 5% 68% % 67% 13% 8% 14% 20% 12% 8% 14% 16% 10% 17% 13% 35% 9% 12% 22% 22% 33% 21% 49%

Agree Disagree



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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All Countries	37%
China	
India	
Saudi Arabia	
Germany	44%
USA	42%
Brazil	41%
Turkey	40%
Italy	38%
Poland	37%
Sweden	35%
South Africa	33%
Spain	33%
Japan	32%
Hungary	30%
Canada	30%
Australia	28%
Argentina	28%
Belgium	27%
South Korea	27%
France	26%
Great Britain	20%

21% 65% 10% 64% 17% 60% % 10% 13% 20% 27% 18% 18% 13% 45% 22% 15% 14% 18% 36% 18% 24% 25% 28% 50%

Agree Disagree



Consumer All of packaged goods - It Sau is well led

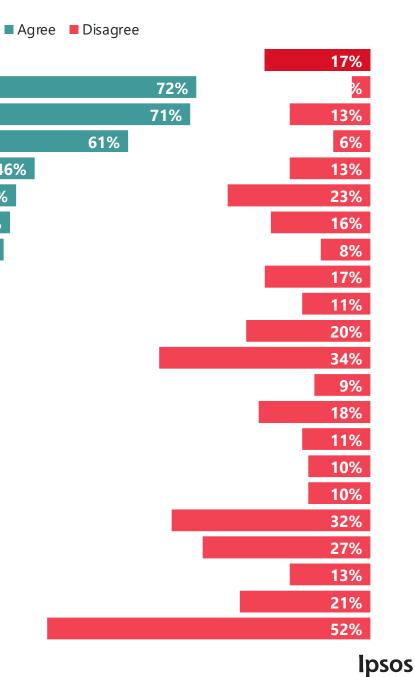
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All Countries	38%
Saudi Arabia	
India	
China	
Brazil	46%
Turkey	43%
Poland	42%
USA	41%
Italy	38%
Germany	37%
Spain	37%
South Africa	36%
Sweden	33%
South Korea	30%
Canada	30%
Argentina	27%
Hungary	26%
Australia	26%
France	25%
Japan	25%
Belgium	22%
Great Britain	19%





Consumer All packaged goods - It Sau **behaves** responsibly

Q.

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

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Saudi Arabia	
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India	
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Poland	37%
Italy	36%
Spain	34%
Japan	34%
Hungary	33%
South Africa	32%
South Korea	32%
Argentina	30%
Canada	30%
France	29%
Belgium	27%
Australia	26%
Sweden	25%
Great Britain	20%

Agree Disagree 23% 68% 6% 64% 9% 64% 16% 18% 35% 13% 13% 20% 19% 24% 13% 17% 44% 12% 25% 20% 31% 28% 39% 18% 57%



Agree Disagree

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]?

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	5
All Countries	35%
China	
Saudi Arabia	
India	
Brazil	43%
Poland	38%
USA	38%
Germany	34%
Italy	34%
Turkey	34%
South Africa	33%
Spain	33%
Hungary	32%
Canada	30%
Japan	29%
South Korea	28%
Sweden	27%
Australia	26%
Argentina	24%
France	23%
Great Britain	19%
Belgium	17%

Jisagree	
	25%
63%	10%
62%	<mark>5%</mark>
61%	18%
	17%
	20%
	19%
	20%
	22%
	29%
	50%
	28%
	15%
	20%
	16%
	28%
	19%
	44%
	23%
	36%
	59%
	30%



Consumer All packaged goods - It is reliable/keeps its sau promises

Q.

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India	
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USA	41%
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Italy	37%
South Korea	34%
Poland	33%
South Africa	32%
Spain	31%
France	30%
Japan	30%
Canada	30%
Hungary	29%
Sweden	28%
Australia	27%
Argentina	25%
Belgium	24%
Great Britain	19%

Agree Disagree 21% 7% 66% 65% 16% 64% 5% 12% 10% 26% 14% 16% 18% 18% 44% 22% 27% 11% 18% 16% 13% 39% 26% 28% 60%



Consumer packaged goods - It shares my values

Q.

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Saudi Arabia	
China	
Brazil	40%
Turkey	38%
Italy	33%
USA	33%
Poland	32%
South Africa	30%
South Korea	30%
Germany	29%
Spain	27%
France	24%
Australia	24%
Hungary	22%
Japan	22%
Canada	21%
Belgium	20%
Argentina	20%
Sweden	19%
Great Britain	19%

23% 67% 14% 64% 8% 59% 11% 16% 26% 23% 14% 20% 38% 24% 16% 30% 32% 37% 25% 16% 21% 27% 23% 18% 51%

Agree Disagree



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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All Countries	43%
Saudi Arabia	
India	
Great Britain	
South Africa	
China	52%
Australia	51%
Turkey	48%
Brazil	45%
Germany	43%
France	41%
Spain	39%
Italy	38%
South Korea	38%
USA	38%
Argentina	34%
Poland	32%
Canada	32%
Hungary	31%
Belgium	28%
Sweden	26%
Japan	21%

Agree Disagree

67%

67%

64%

63%

18% % 15% 10% 24% 18% 16% 21% 17% 16% 18% 20% 21% 19% 17% 17% 15% 19% 15% 24% 23% 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]?

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All Countries	34%
China	
India	
Saudi Arabia	
Turkey	39%
Brazil	39%
South Korea	38%
Italy	36%
USA	36%
Germany	35%
Poland	33%
South Africa	31%
Spain	29%
Japan	28%
Hungary	26%
France	25%
Sweden	25%
Australia	25%
Argentina	25%
Canada	24%
Great Britain	21%
Belgium	16%

Agree Disagree 25% 67% 10% 64% 15% **59%** 6% 33% 21% 19% 22% 19% 20% 29% 38% 32% 15% 22% 32% 23% 36% 26% 31% 42% 34%



Consumer packaged goods - If it provides good value for price

Q.

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All Countries	40%
China	
India	
Saudi Arabia	
USA	48%
Brazil	46%
Italy	45%
Poland	43%
Turkey	43%
South Korea	42%
Germany	41%
Spain	39%
France	36%
Hungary	36%
Canada	35%
Japan	34%
South Africa	32%
Argentina	30%
Belgium	29%
Sweden	29%
Australia	27%
Great Britain	17%

20% 68% 7% 66% 16% 64% 6% 11% 14% 15% 19% 20% 14% 11% 21% 23% 17% 16% 11% 38% 25% 23% 15% 36% 52%

Agree Disagree



Consumer All packaged goods - If Sa it provides good customer service

Q.

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All Countries	41%
Saudi Arabia	
China	
India	
USA	49%
Brazil	48%
Turkey	46%
Germany	45%
Italy	40%
Spain	39%
South Africa	38%
Poland	37%
Canada	36%
France	35%
Sweden	35%
South Korea	35%
Argentina	35%
Japan	32%
Hungary	30%
Belgium	27%
Australia	27%
Great Britain	20%

18% 5% 66% 65% 7% 64% 16% 12% 16% 21% 11% 18% 17% 39% 13% 12% 23% 15% 16% 15% 14% 11% 19% 34% 50%

Agree Disagree



Retail Companies



Retail - It is good at All 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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	-
All Countries	51%
India	
China	
Saudi Arabia	
South Africa	
USA	58%
Spain	56%
Australia	55%
Poland	53%
Brazil	53%
Sweden	52%
Hungary	50%
Germany	49%
Great Britain	49%
South Korea	47%
Canada	47%
Belgium	43%
France	42%
Turkey	39%
Argentina	36%
Japan	34%
Italy	33%

Agree Disagree

71%

70%

68%

66%

11% 7% 8% 10% 10% 10% 12% 9% 13% 13% 7% 11% 10% 11% 10% 10% 13% 12% 20%

16%

12% 14%



Retail - It does what A it does with the S best of intentions

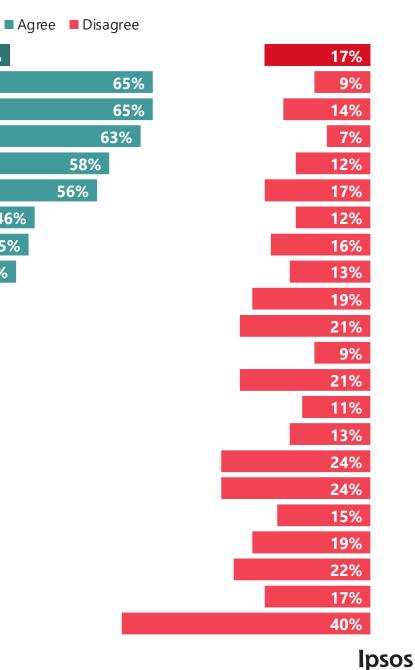
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South Africa and Turkey tend to be more urban, educated, and/or affluent than the general population.

All Countries		42%	
Saudi Arabia			
India			
China			6
Spain			58%
South Africa			56%
Germany		4	6%
Brazil		45	5%
USA		43%	6
Belgium		40%	
Turkey		40%	
Sweden		39%	
Australia		37%	
Hungary		36%	
Japan		36%	
Poland		35%	
Great Britain		35%	
Argentina		35%	
France		34%	
Canada		31%	
Italy		29%	
South Korea	21%		





Retail - It is well led

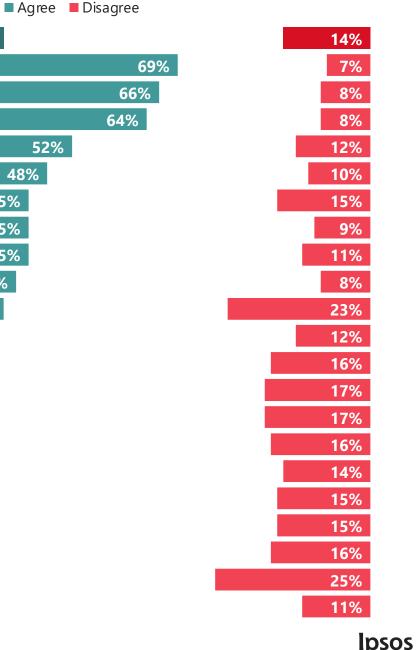
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5	
41%	
52	2%
48%	
45%	
45%	
45%	
43%	
41%	
39%	
36%	
33%	
32%	
31%	
30%	
29%	
29%	
29%	
26%	
24%	
	57 48% 48% 45% 45% 45% 45% 43% 41% 39% 30% 32% 31% 30% 29% 29% 29% 29%



Retail - It behaves responsibly

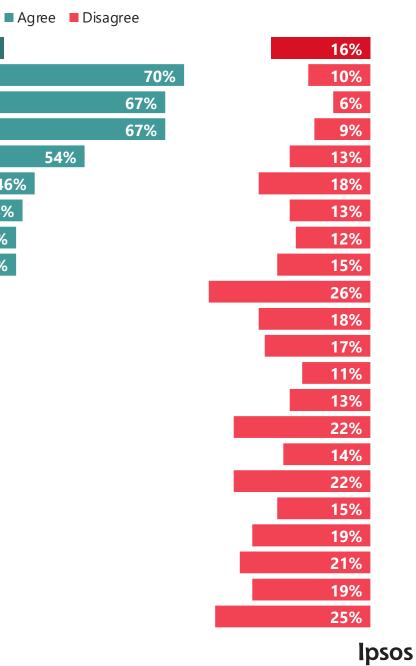
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India	
Saudi Arabia	
China	
Spain	54%
South Africa	46%
Brazil	44%
Germany	43%
USA	43%
Turkey	40%
Poland	38%
Belgium	37%
Sweden	35%
Japan	35%
France	33%
Hungary	33%
Australia	33%
Argentina	33%
Italy	27%
Canada	27%
South Korea	26%
Great Britain	25%





Retail - It is open and transparent about what it does

Q.

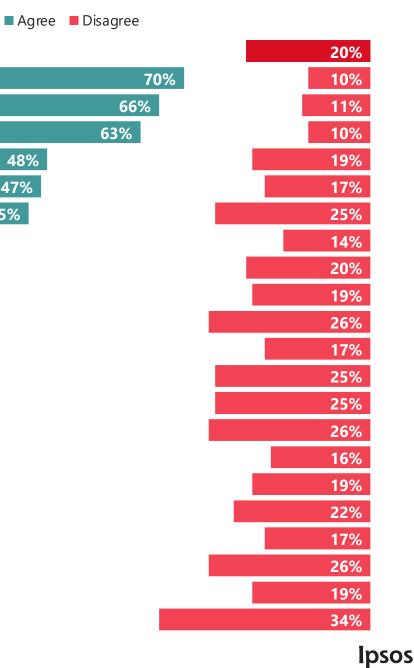
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				Agree	
All Countries			40%		
India					
China					
Saudi Arabia					
Brazil				48%	
Spain				47%	
South Africa			4	5%	
Germany		3	9%		
Poland		3	9%		
USA		38	8%		
Turkey		37	%		
Sweden		35%			
Australia		34%			
France		33%			
Great Britain		33%			
Japan		33%			
Argentina		33%			
Belgium		32%			
Hungary		30%			
Canada		30%			
Italy		29%			
South Korea	19%				





Retail - It is reliable/keeps its promises

Q.

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China	
India	
Saudi Arabia	
Spain	52%
South Africa	45%
Germany	44%
Brazil	44%
USA	43%
Poland	41%
Hungary	37%
Turkey	37%
Australia	37%
France	36%
Japan	35%
Argentina	35%
Sweden	33%
Italy	31%
Belgium	30%
Great Britain	30%
Canada	29%
South Korea	24%

Agree Disagree

66%

15% 71% 6% 71% 9% 5% 13% 19% 12% 15% 13% 20% 14% 27% 20% 17% 14% 18% 14% 18% 15% 18% 19% 14%



Retail - It shares my values

Q.

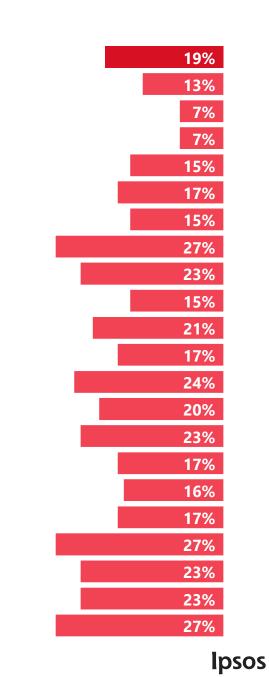
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China	
Brazil	44%
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Turkey	38%
Poland	35%
Germany	32%
France	31%
USA	31%
Belgium	27%
Argentina	27%
Australia	26%
Hungary	25%
Japan	24%
Sweden	23%
Great Britain	23%
Italy	22%
Canada	21%
South Korea	19%



Agree Disagree

63%

62%



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

Q.

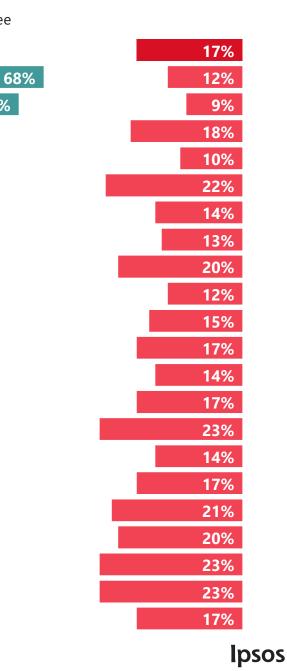
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	Agree	Disagree
All Countries	43%	
India		68
Saudi Arabia		64%
China	549	6
Brazil	51%	
Turkey	50%	
Australia	49%	
Great Britain	48%	
South Africa	47%	
Canada	46%	
USA	46%	
Poland	44%	
Sweden	43%	
Germany	38%	
Spain	38%	
South Korea	37%	
Italy	36%	
Hungary	34%	
France	33%	
Argentina	32%	
Belgium	28%	
Japan	23%	





Retail - It is environmentally sustainable

Q.

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All Countries	36%
China	
Saudi Arabia	
India	
Spain	42%
Turkey	41%
Brazil	41%
South Africa	39%
Hungary	36%
France	34%
Germany	33%
Poland	32%
USA	32%
Australia	29%
Belgium	28%
Sweden	28%
Italy	26%
Great Britain	26%
Canada	26%
South Korea	25%
Japan	23%
Argentina	20%

20% 67% 8% 64% 6% 63% 17% 17% 24% 17% 21% 16% 22% 18% 28% 18% 29% 21% 20% 22% 30% 27% 21% 17% 28%

Agree Disagree



Retail - If it provides good value for price

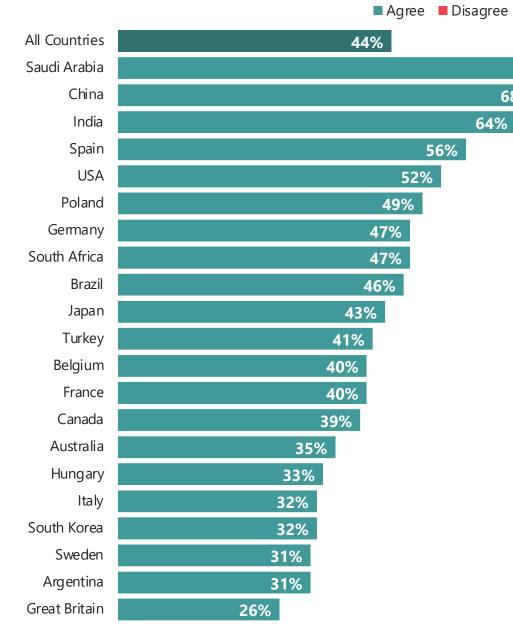
Q.

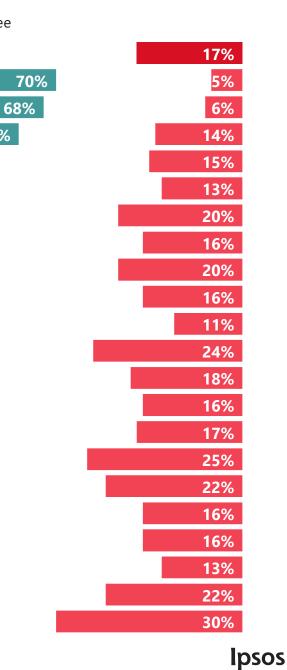
To what extent, if at all, would you agree or disagree with the following statements about [SECTOR]?

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 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.







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 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.

All Countries	49	9%	
China			
Saudi Arabia			6
India			6
South Africa			63%
Spain		57	%
Germany		54%	
Poland		53%	
Brazil		53%	
USA		53%	
Argentina	48	%	
Sweden	45%		
Turkey	45%		
Canada	45%		
Belgium	44%		
Australia	44%		
France	40%		
South Korea	40%		
Great Britain	35%		
Italy	34%		
Japan	32%		
Hungary	31%		

Agree Disagree

71%

68%

68%

12% 6% 9% 9% 11% 10% 8% 14% 13% 11% 10% 9% 20% 11% 14% 15% 17% 12% 16% 18% 13% 10%



Perceptions towards sector regulation



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.

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.

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 Consumer Packed	13%	44%	43%	
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.

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.

		uch regulation	About the h	gni amouni	
All Countries	15%		54%		31%
India		30%	55%		15%
South Africa	26	5%	549	%	20%
Saudi Arabia	22%		6	6%	12%
Brazil	21%		49 %		30%
Poland	21%		50%		29%
Turkey	21%		52%		27%
Argentina	16%	39%	1		45%
Germany	16%	4	48%		36%
Hungary	16%		50%		34%
France	13%	42%			45%
China	13%	!	54%		33%
Belgium	12%	49 %	6		39%
Italy	11%	49%	1		40%
Canada	11%		62%		27%
Sweden	10%		61%		29%
Spain	9%	41%			50%
South Korea	9%		52%		29%
USA	9%		64%		27%
Japan	9%		77%		14%
Great Britain	8%	59	%		33%
Australia	7%	56%			37%

About the right amount

Too little regulation



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.

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.

	= 1	50 machine galadion	7.0001 the	nght amount	
All Countries	15%		50%		35%
India		28%		56%	16%
South Africa		25%	45%		30%
Saudi Arabia		23%		53%	14%
Poland	2	2%	49%		29%
Brazil	21	1%	49%		30%
Hungary	18%		54%		28%
Turkey	17%		46%		37%
Sweden	17%		52%		31%
USA	17%		53%		30%
Germany	16%	4	4%		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%

About the right amount

■ Too little regulation



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.

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.

		Indentegulation		
All Countries	13%	44%		43%
India		28%	45%	27%
Saudi Arabia	24	1%	63%	13%
Turkey	19%	4	1%	40%
Brazil	19%		47%	34%
South Africa	18%	43	3%	39%
Poland	17%	4	6%	37%
China	15%	44%	0	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%	6	4%	28%
Belgium	7%	35%		58%

About the right amount

Too little regulation



Regulation levels – A **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.

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.

	Ioo mu	ch regulation A	bout the right amount	Ioo 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%	7	3%		19%
Canada	8%	59%			33%
Japan	7%		80%		13%
Australia	5%	62%			33%

About the right amount

Too little regulation



Regulation levels – Al **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.

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.

	loo m	uch regulation	About the right amo	unt	loo little regulation	
All Countries	15%		57%			28%
India		31%	52%			17%
Brazil	2	27%	50%			23%
South Africa	24%	6	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%	Į	56%			31%
Japan	13%		76%			11%
Argentina	13%	45%				42%
USA	12%	49%	,			39%
Italy	11%	55	%			34%
Spain	11%	53%	6			36%
France	10%	47%				43%
South Korea	10%		68%			22%
Canada	10%	57	%			33%
Belgium	9%	55%				36%
Great Britain	8%	62	2%			30%
Australia	7%	64	!%			29 %

About the right amount

Too little regulation



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.

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.

15%		46%			39 %
	27%	39%			34%
	26%		57%		17%
229	6		64%		14%
229	6	43%			35%
21%		44%			35%
20%		46 %			34%
17%		43%			40%
16%		52%			32%
16%		46%			38%
14%	40%	6			46%
14%	44	4%			42%
12%	37%				51%
11%	31%				58%
11%		75%	6		14%
11%		59%			30%
10%	32%				58%
10%	37%				53%
10%	42%				48%
10%	46%	1			44%
10%		63%			27%
9%	31%				60%
	229 229 21% 20% 17% 16% 16% 14% 14% 12% 11% 11% 11% 10% 10% 10% 10%	27% 26% 22% 22% 21% 20% 17% 16% 16% 11% 37% 11% 31% 11% 32% 10% 32% 10% 46%	27% 39% 26% 22% 22% 43% 21% 44% 20% 46% 17% 43% 16% 52% 16% 46% 14% 40% 14% 44% 11% 37% 11% 59% 10% 32% 10% 46% 10% 46% 10% 63%	27% $39%$ $26%$ $57%$ $22%$ $64%$ $22%$ $43%$ $21%$ $44%$ $20%$ $46%$ $17%$ $43%$ $16%$ $52%$ $16%$ $46%$ $14%$ $40%$ $14%$ $44%$ $12%$ $37%$ $11%$ $75%$ $11%$ $59%$ $10%$ $32%$ $10%$ $42%$ $10%$ $46%$ $10%$ $46%$	27% 39% 26% 57% 22% 64% 22% 43% 21% 44% 20% 46% 17% 43% 16% 52% 16% 46% 14% 40% 14% 44% 11% 37% 11% 59% 10% 32% 10% 46%

About the right amount

■ Too little regulation



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.

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.

	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%

About the right amount

Too little regulation



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.

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.

	■ Too n	nuch regulation	About the right amou	int 📕 Too lit	tle regulation
All Countries	12%		61%		27%
India	2	6%	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%	5	3%		33%
France	13%	49%	, D		38%
Belgium	12%	55	5%		33%
Turkey	12%	49%			39%
Italy	11%	5	9%		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	4%		28%
Canada	8%	619	%		31%
Australia	7%	6	5%		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.

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.

All Countries	14%	61%	25%
India	259	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%

About the right amount

■ Too little regulation



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.

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.

	100 mt	ich regulation	About the righ	it amount	I do little regulation	
All Countries	15%		55%			30%
India		33%		53%		14%
South Africa	2	7%	55%	6		18%
Poland	22%		51%			27%
Saudi Arabia	22%		65%	6		13%
Turkey	22%		52%			26%
Brazil	22%		50%			28%
Argentina	15%	41%				44%
Belgium	14%	47%	0			39%
Hungary	14%	51	%			35%
France	13%	45%				42%
Germany	13%	5	5%			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 %	6			32%
Australia	8%	54%				38%

About the right amount

Too little regulation



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.

All Countries	30%	
India		
Saudi Arabia		5.
Japan		50%
China		48%
South Africa	38%	
Italy	34%	
Spain	29%	
Brazil	29%	
Germany	28%	
Argentina	27%	
Turkey	26%	
USA	26%	
Poland	23%	
Australia	23%	
Hungary	22%	
South Korea	22%	
Sweden	21%	
Great Britain	21%	
Belgium	19%	
France	18%	
Canada	18%	

37% 64% 15% 53% 12% 9% 19% 33% 27% 43% 37% 43% 36% 42% 43% 46% 47% 43% 41% 44% 48% **49% 49%** 48%

Agree Disagree



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?

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.

All Countries	32%	
India		
China	5	5
Saudi Arabia	54	19
South Africa	43%	
Japan	40%	
Italy	36%	
Brazil	32%	
Germany	31%	
Poland	30%	
Turkey	30%	
Argentina	29%	
Spain	28%	
South Korea	28%	
Hungary	26%	
USA	23%	
Australia	22%	
Belgium	21%	
Canada	20%	
Sweden	19%	
Great Britain	18%	
France	16%	

34% 64% 12% 5% 15% % 12% 25% 12% 29% 35% 38% 37% 38% 35% 41% 33% 36% 40% 42% 44% 45% 40% 47% 49%

Agree Disagree



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

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.

	_/\gitee
All Countries	42%
India	
Saudi Arabia	
South Africa	53%
China	50%
Hungary	46%
Poland	45%
South Korea	45%
Germany	42%
Turkey	41%
Australia	40%
Brazil	39%
Italy	38%
Japan	38%
Spain	37%
Great Britain	37%
Argentina	37%
USA	36%
Sweden	33%
France	32%
Canada	31%
Belgium	29%

Agree Disagree

64%

59%

19% 12% 8% 15% 17% 13% 19% 17% 22% 23% 20% 22% 19% 12% 25% 21% 19% 18% 17% 26% 24% 23%



Agree Disagree

Most business leaders are overpaid

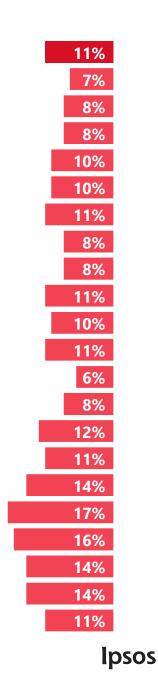
Q.

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.

All Countries	59%
Great Britain	69%
Australia	68%
Hungary	66%
India	66%
Germany	65%
Spain	65%
Canada	65%
China	64%
South Africa	63%
Belgium	62%
South Korea	61%
Saudi Arabia	60%
USA	60%
Italy	58%
Sweden	57%
France	56%
Turkey	54%
Brazil	49%
Poland	47%
Argentina	45%
Japan	42%



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?

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.

All Countries	50%	
South Africa		
India		
China		
Saudi Arabia	5	8%
South Korea	57	7%
Brazil	54%	
Hungary	53%	
Italy	51%	
Australia	51%	
Spain	50%	
Great Britain	50%	
Germany	46%	
Turkey	46%	
Japan	46%	
Canada	46%	
USA	45%	
Sweden	41%	
Argentina	40%	
Poland	39%	
France	38%	
Belgium	33%	

Agree Disagree

68%

68%

64%

18% 12% 11% 10% 10% 15% 17% 15% 18% 17% 18% 18% 21% 24% 11% 17% 23% 19% 20% 25% 24% 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?

lpsos 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.

All Countries	29%
India	
Saudi Arabia	
China	
South Africa	38%
Japan	36%
Brazil	33%
Turkey	29%
USA	27%
Poland	25%
Australia	25%
Italy	23%
Sweden	23%
Great Britain	23%
South Korea	23%
Germany	22%
Spain	21%
Canada	20%
Argentina	19%
Belgium	18%
France	17%
Hungary	14%

Agree Disagree 33% 64% 11% 57% 10% 56% 14% 30% 15% 30% 36% 35% 34% 38% 34% 33% 41% 39% 39% 43% 38% 37% 38% 44% 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?

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All Countries		33%		
India				
China				56%
Saudi Arabia				53%
South Africa			45%	
Japan			43%	
Spain		33%		
South Korea		33%		
Sweden		30%		
Italy		29%		
Turkey		29%		
Brazil		29%		
Poland		27%		
Australia		27%		
France		26%		
USA		26%		
Great Britain	2	25%		
Argentina	2	25%		
Belgium	24	4%		
Germany	24	4%		
Canada	23	%		
Hungary	17%			

27% 66% 10% 11% 12% 22% 11% 31% 24% 22% 26% 38% 35% 34% 33% 33% 30% 36% 30% 29% 38% 34% 37%

Agree Disagree



Corporate Purpose



Agree Disagree

65%

Too many businesses use the language of changes to help the environment or to promote greater equality without committing to real change

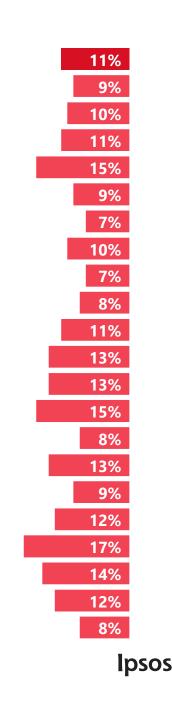
Q.

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 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.

	5 5	
All Countries	52%	
India	6	5
China	61%	
South Africa	60%	
Brazil	59%	
Saudi Arabia	58%	
Great Britain	57%	
Australia	57%	
Hungary	55%	
Canada	54%	
Germany	53%	
Spain	53%	
South Korea	52%	
Italy	51%	
Poland	51%	
France	50%	
USA	50%	
Belgium	46%	
Turkey	46%	
Argentina	44%	
Sweden	40%	
Japan	36%	



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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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.

All Countries	58%
Great Britain	71
India	68%
Australia	67%
South Africa	66%
Canada	64%
Belgium	63%
USA	63%
Germany	62%
Poland	60%
Sweden	60%
France	59%
Saudi Arabia	57%
China	57%
Italy	56%
Hungary	55%
South Korea	55%
Spain	53%
Brazil	53%
Argentina	51%
Turkey	48%
Japan	39%

Agree Disagree

71%

10% % 9% 6% 10% 6% 11% 7% 8% 10% 8% 11% 7% 13% 12% 9% 13% 11% 15% 14% 20% 12% losos

Focusing on purpose distracts senior management and their attention to the bottom line

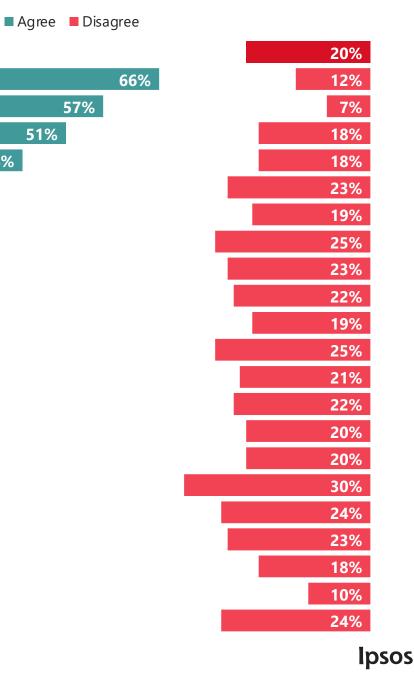
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All Countries	36%
India	
Saudi Arabia	57%
China	51%
South Africa	44%
Brazil	38%
USA	36%
Poland	35%
Turkey	35%
Germany	34%
Great Britain	34%
Italy	33%
Australia	33%
South Korea	32%
Canada	31%
Hungary	29%
Spain	29%
France	28%
Belgium	27%
Sweden	26%
Japan	25%
Argentina	25%





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

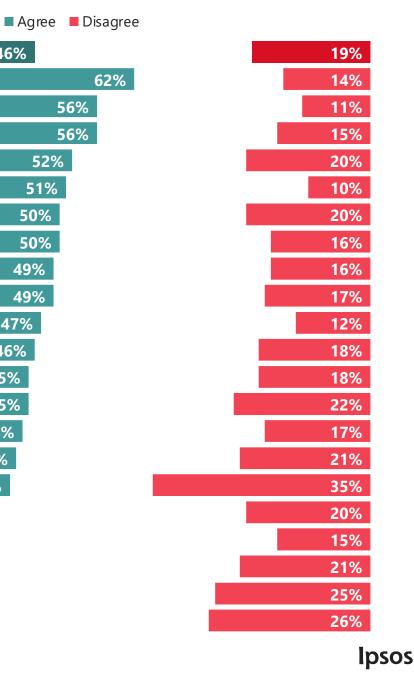
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The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

All Countries	46%
India	
Saudi Arabia	56%
Argentina	56%
South Africa	52%
Hungary	51%
Spain	50%
Great Britain	50%
Poland	49%
Turkey	49%
Germany	47%
Brazil	46%
Italy	45%
Australia	45%
Belgium	44%
Sweden	43%
China	42%
France	39%
Japan	37%
Canada	37%
USA	37%
South Korea	33%





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?

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.

		gree	Disagree
All Countries	43%		
India			68
South Africa		5	6%
Brazil		53%	6
Saudi Arabia	5	51%	
China	5	51%	
Hungary	47%		
Turkey	46%		
Argentina	46%		
Italy	45%		
Germany	44%		
Poland	44%		
Spain	40%		
Great Britain	38%		
Australia	37%		
Belgium	36%		
France	36%		
USA	35%		
Sweden	34%		
Canada	34%		
South Korea	31%		
Japan	29%		

15% 68% 9% 15% 12% 11% 18% 8% 19% 12% 14% 14% 16% 18% 17% 16% 15% 17% 23% 19% 16% 27%



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

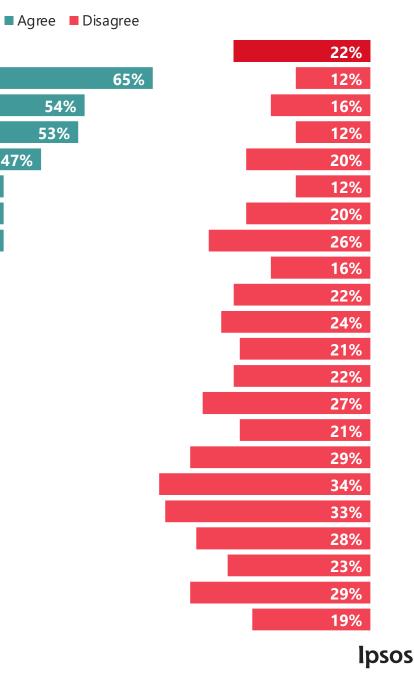
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All Countries	37%
India	
China	5
Saudi Arabia	53
South Africa	47%
Hungary	41%
Great Britain	41%
Brazil	41%
Poland	39%
Australia	38%
Argentina	36%
Germany	34%
USA	34%
Spain	33%
Canada	33%
Italy	30%
Turkey	30%
South Korea	30%
France	28%
Belgium	27%
Sweden	24%
Japan	24%



54%



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?

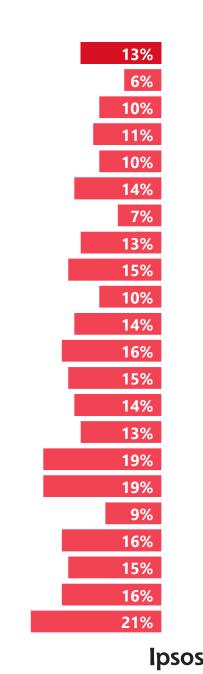
Ipsos Global Trustworthiness Monitor 2022 - 16017 adults aged 16/18-74 in 21 countries (ca. 500 or 1000 per country), interviewed online 26 August – 9 September 2022 Online samples in Brazil, mainland China, India, Saudi Arabia,

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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.

	5 5
All Countries	53%
China	71%
India	69%
South Africa	64%
South Korea	62%
Turkey	61%
Saudi Arabia	58%
Australia	58%
Brazil	57%
Hungary	54%
Great Britain	53%
Poland	50%
Argentina	50%
Canada	50%
USA	50%
Italy	46%
Spain	46%
Japan	45%
France	44%
Germany	44%
Belgium	38%
Sweden	38%

Agree Disagree





Agree Disagree

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

Q.

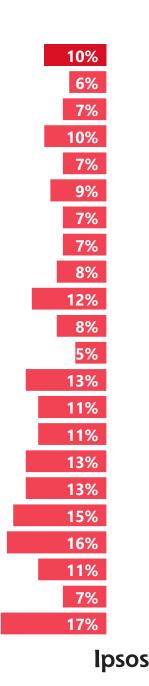
180

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

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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.

All Countries	60%
China	739
India	72%
South Africa	71%
Great Britain	67%
Australia	66%
USA	66%
Canada	65%
Sweden	62%
Turkey	61%
Brazil	61%
Saudi Arabia	60%
Germany	59%
Poland	59%
Belgium	58%
Italy	57%
France	55%
Spain	53%
South Korea	53%
Hungary	52%
Japan	51%
Argentina	48%



I expect companies All to take a stand on social issues that so 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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	y		5
All Countries	50%		
India			
China			
South Africa			65
Turkey		61	%
Brazil		59%	
Saudi Arabia		57%	
Italy	51%		
Spain	51%		
Germany	49%		
Poland	49%		
Argentina	48%		
France	47%		
Great Britain	46%		
Japan	45%		
South Korea	45%		
Australia	44%		
Belgium	43%		
Hungary	43%		
Canada	38%		
Sweden	37%		
USA	36%		

Agree Disagree

69%

68%

65%

14% 8% 6% 9% 11% 10% 11% 15% 15% 14% 15% 11% 15% 16% 10% 13% 16% 17% 14% 18% 22% 22%



Generational Trust



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	
	7.0	%	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

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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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 g	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.

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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.

