

IPSOS GLOBAL TRUSTWORTHINESS MONITOR

STABILITY IN AN UNSTABLE WORLD



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Summary

Summary

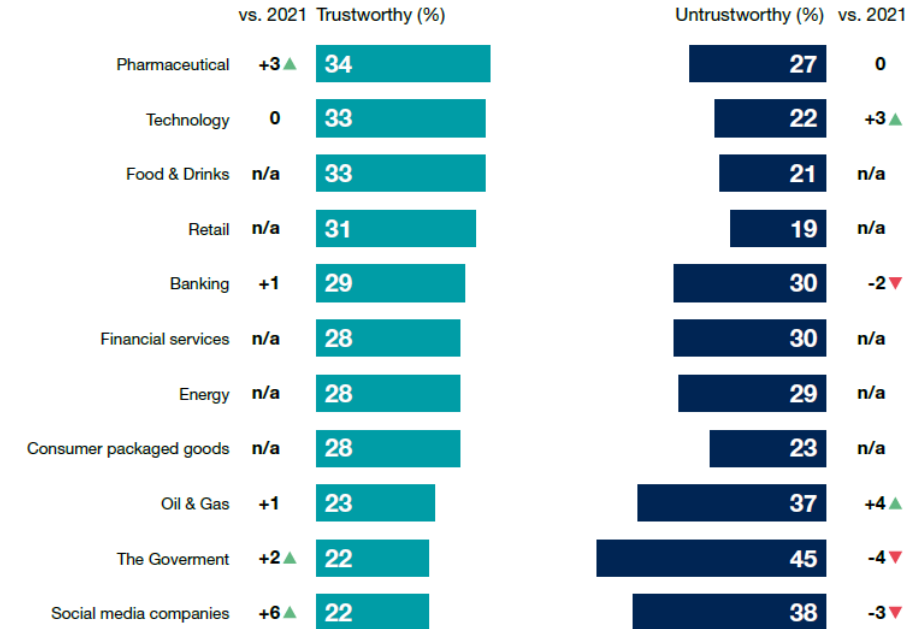
Pharma knocks tech off the top spot as most trusted industry in Ipsos's latest global report

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

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

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

Global trustworthiness (%) by sector



▲ ▼ 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.

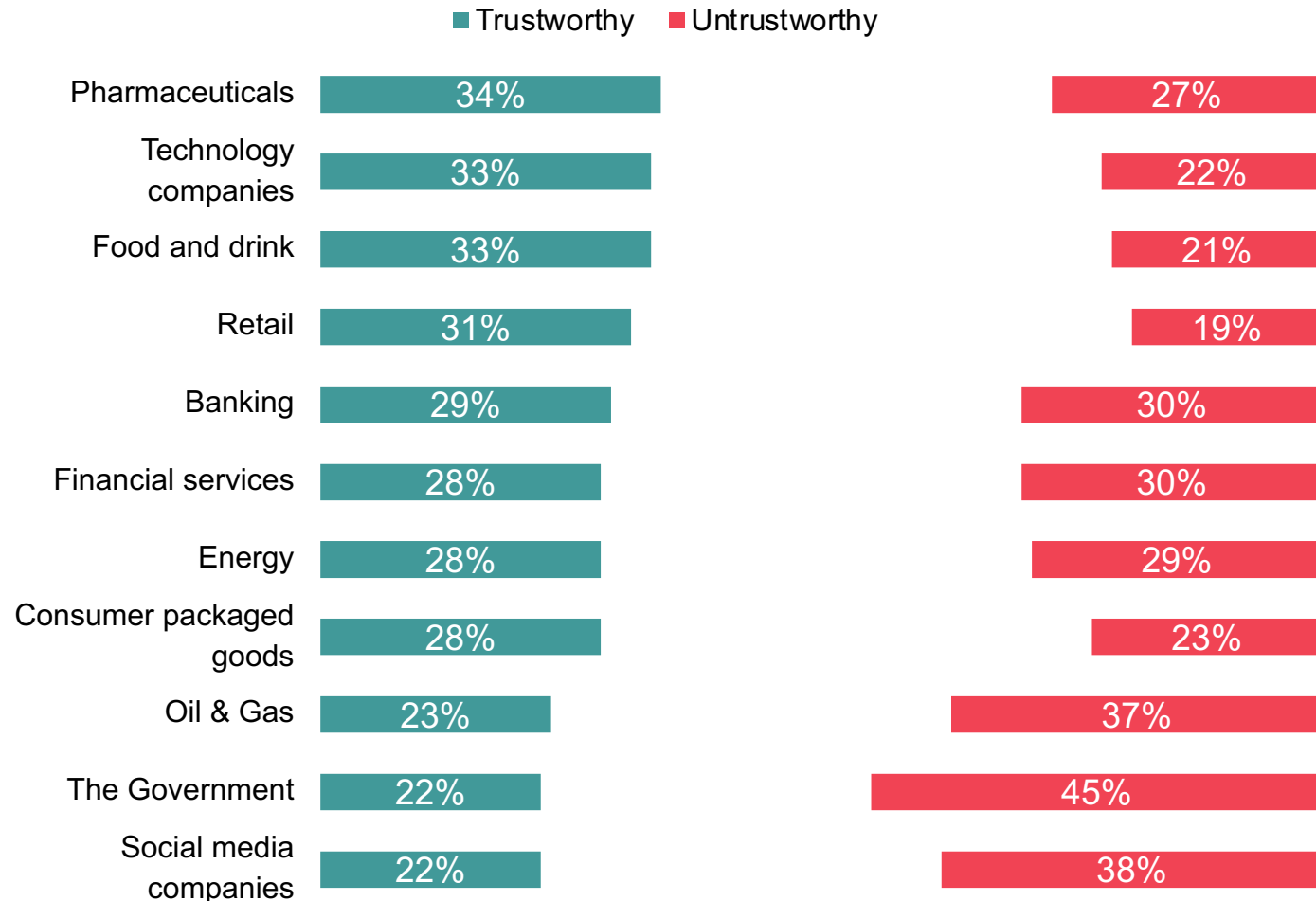
Detailed findings (appendix)

Trust in sectors

Global Country Average

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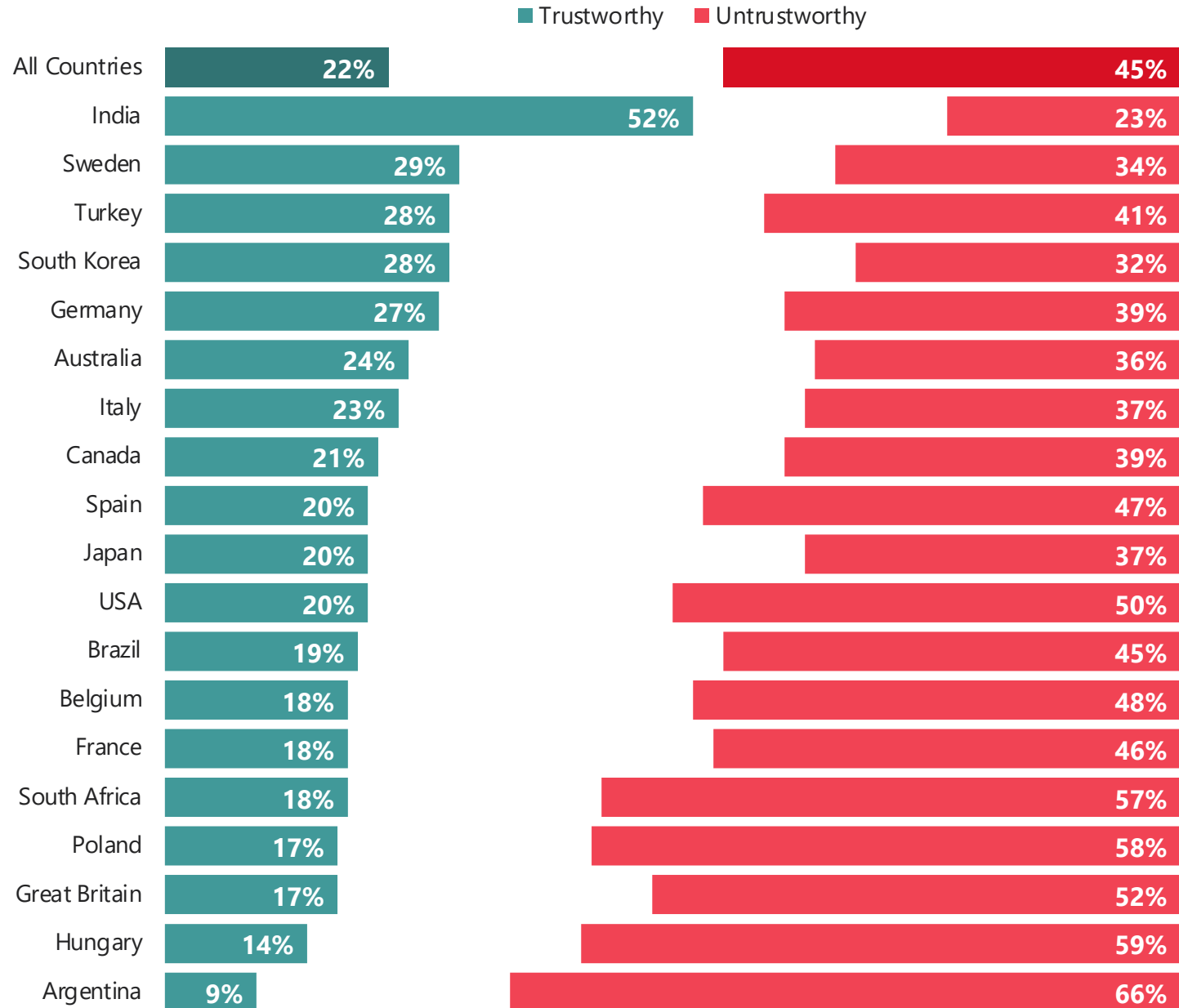
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The Government

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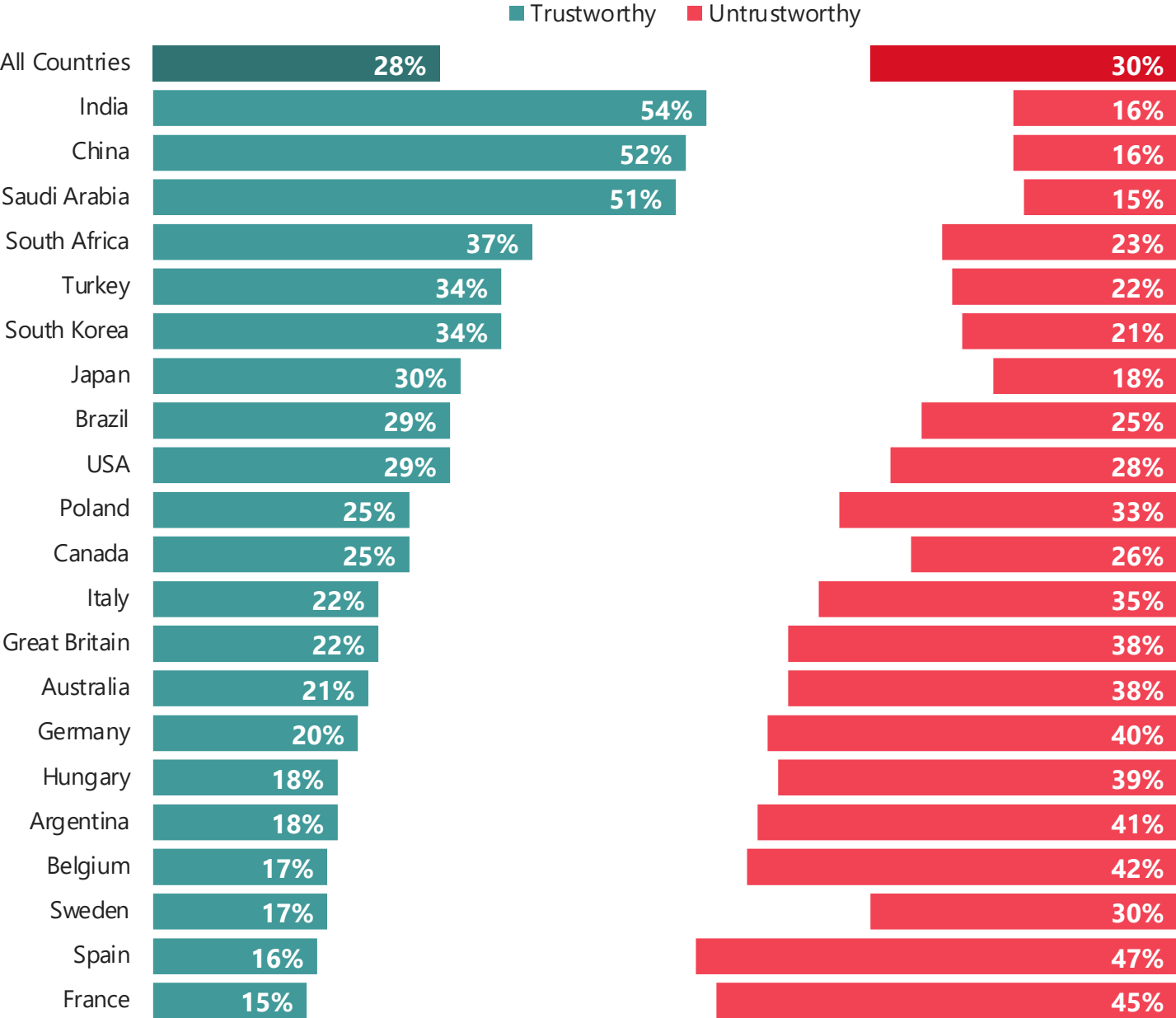
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Financial services

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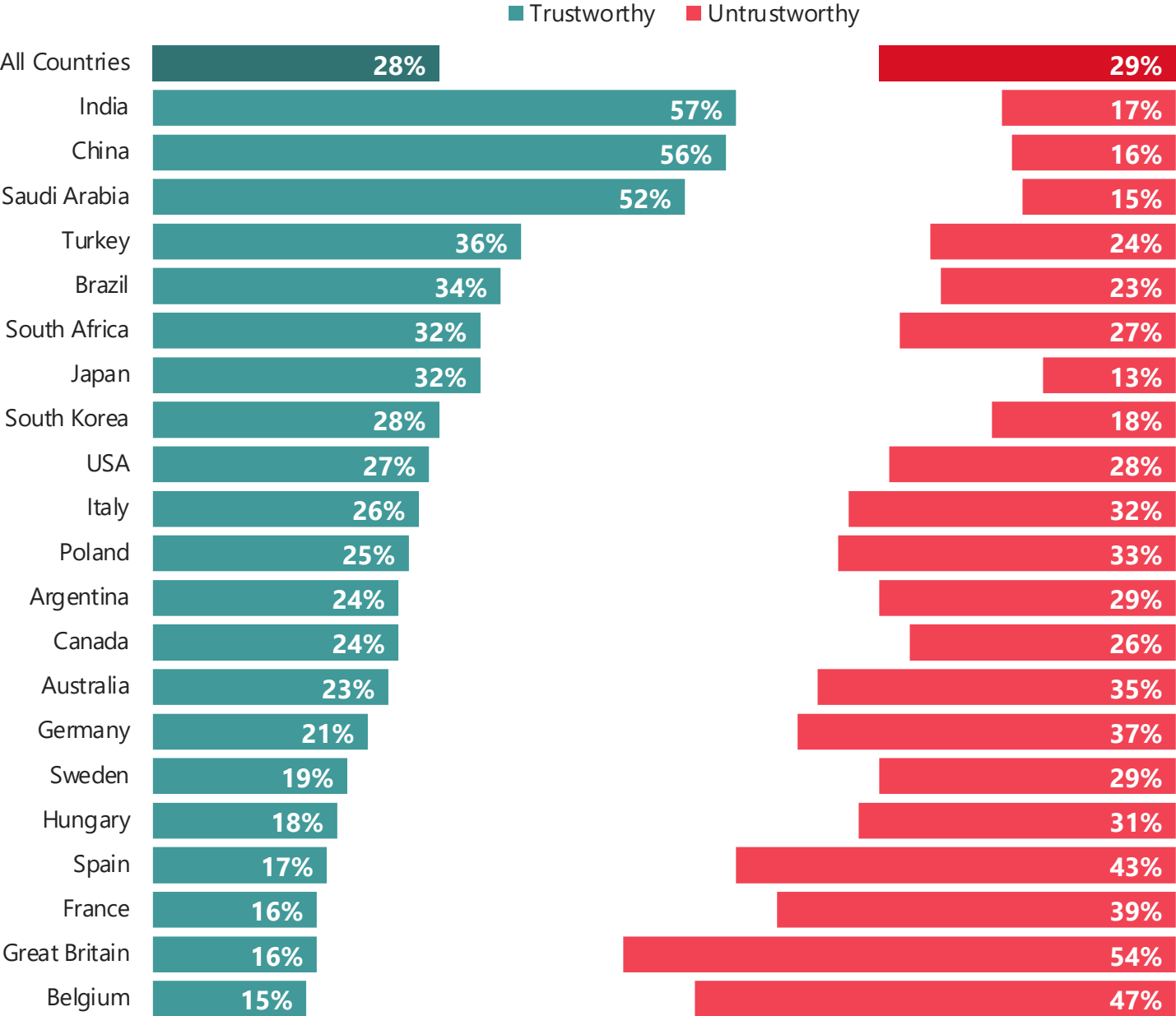
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Energy

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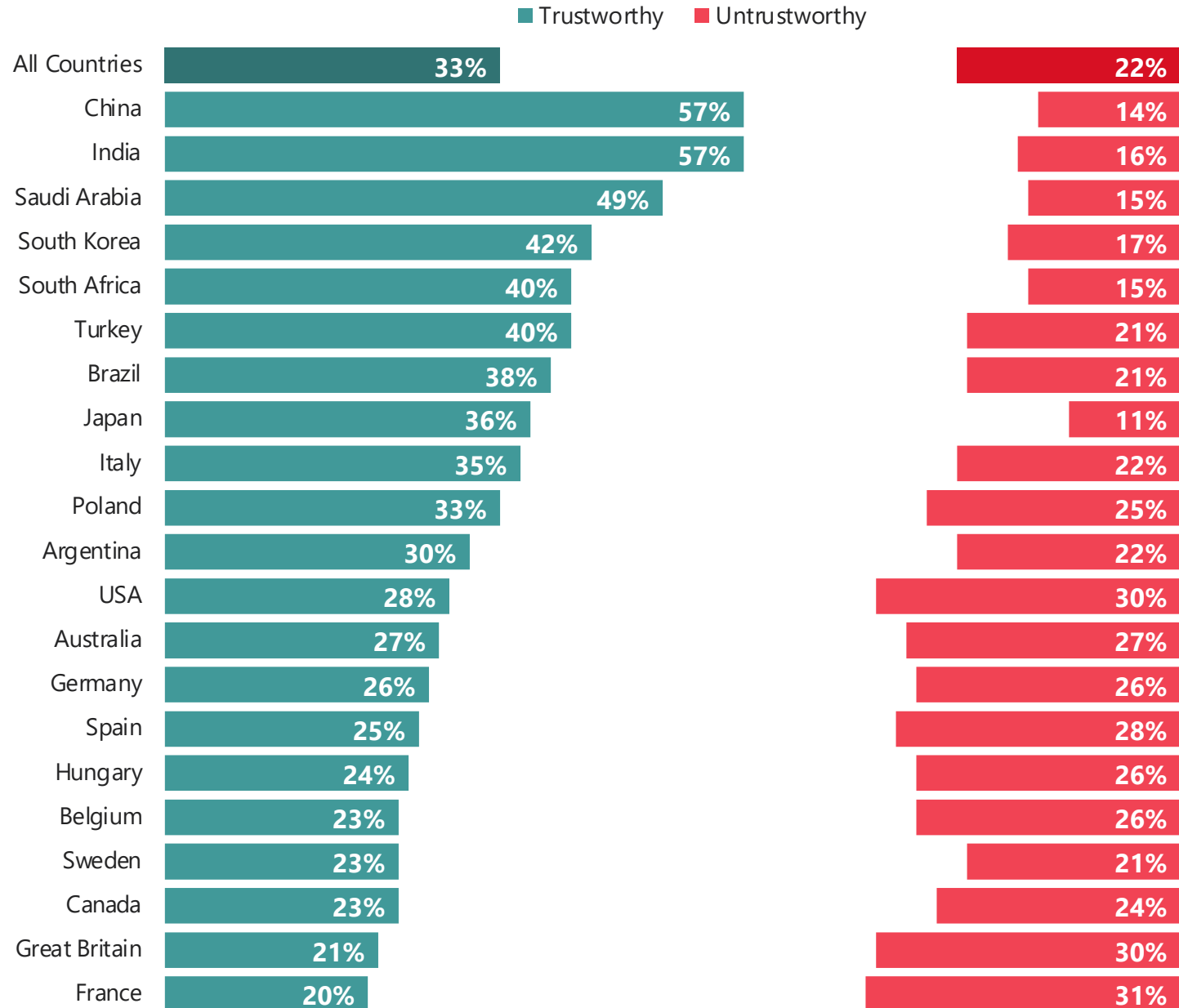
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Technology companies

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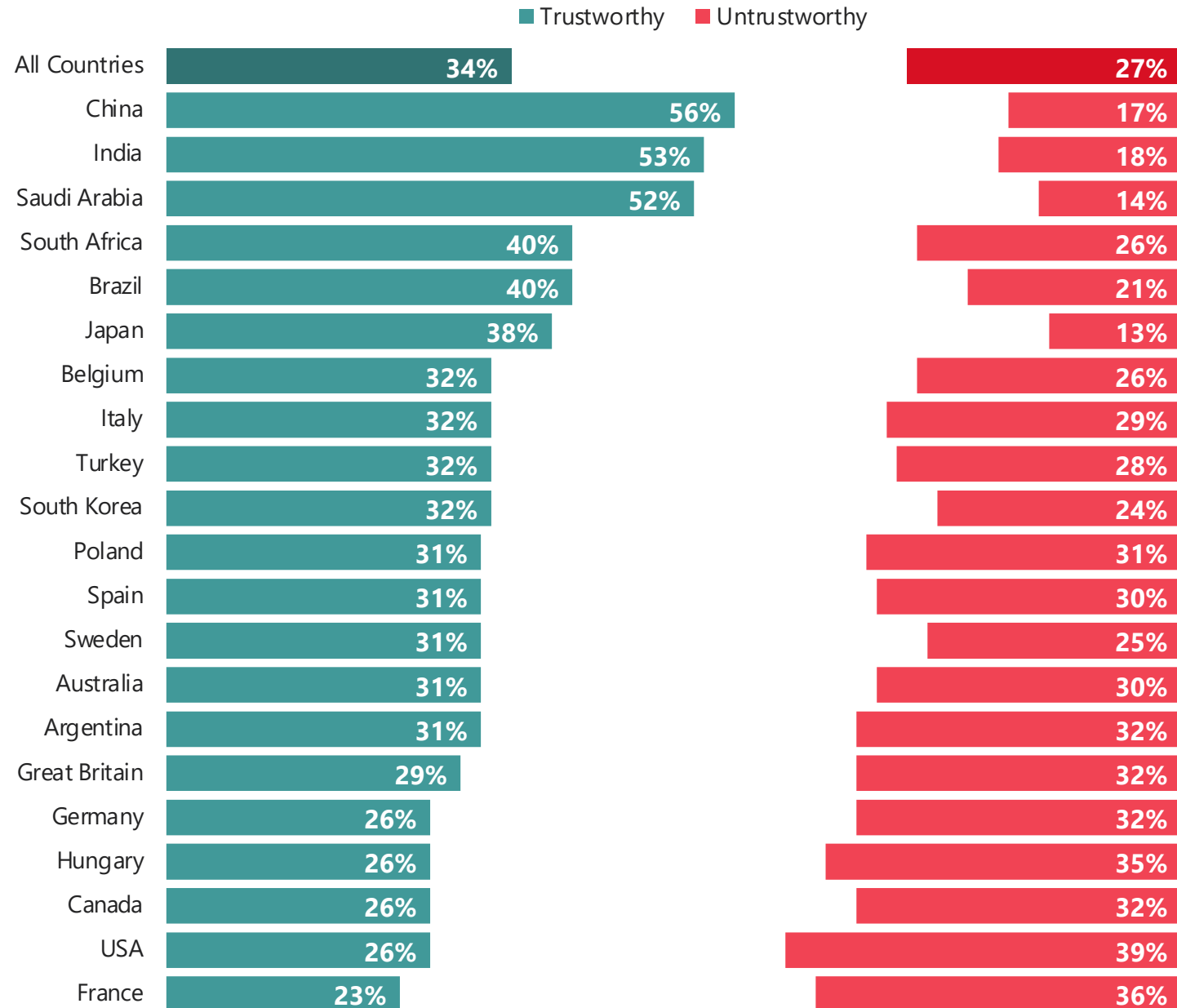
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Pharmaceuticals

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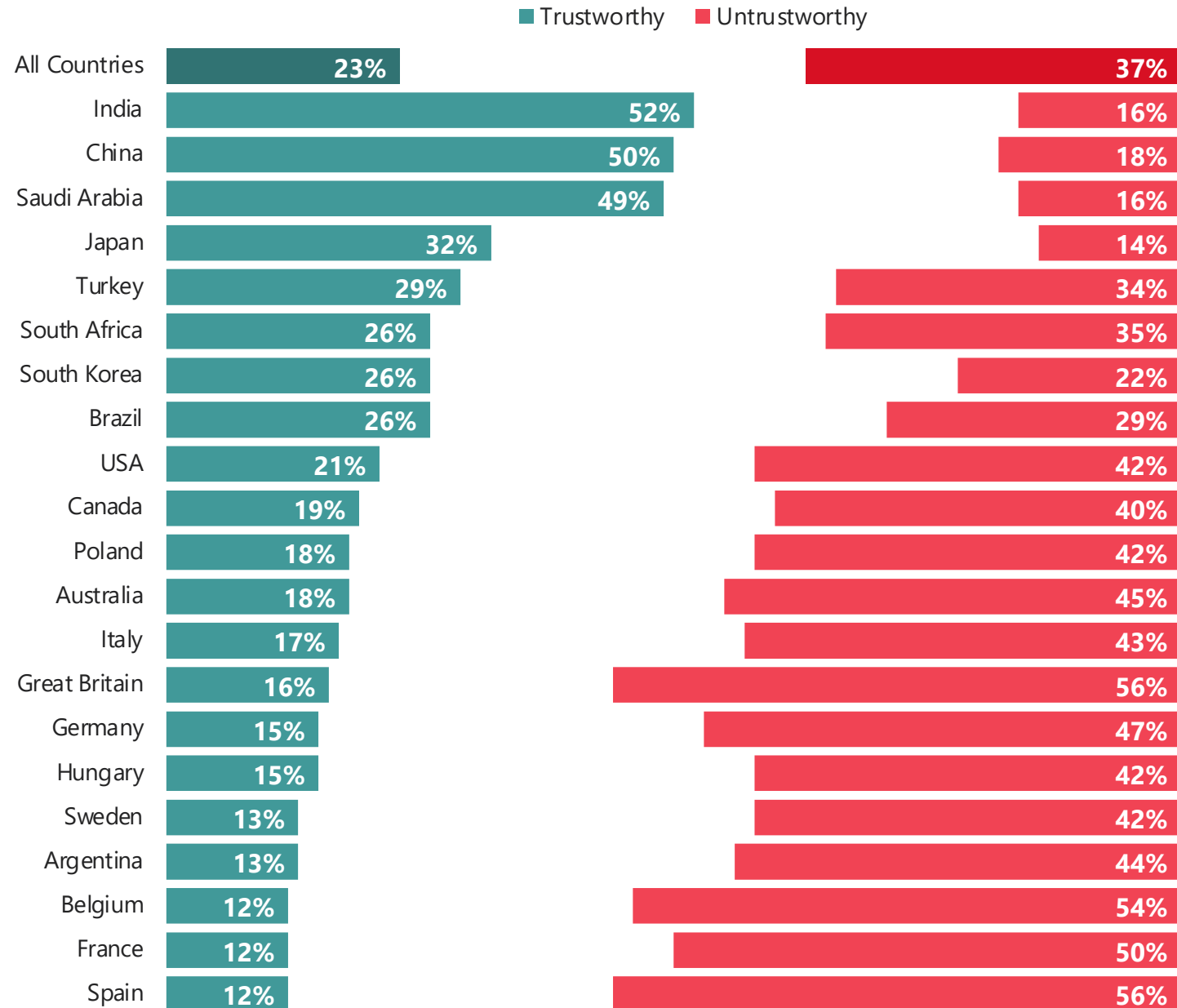
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Oil & Gas

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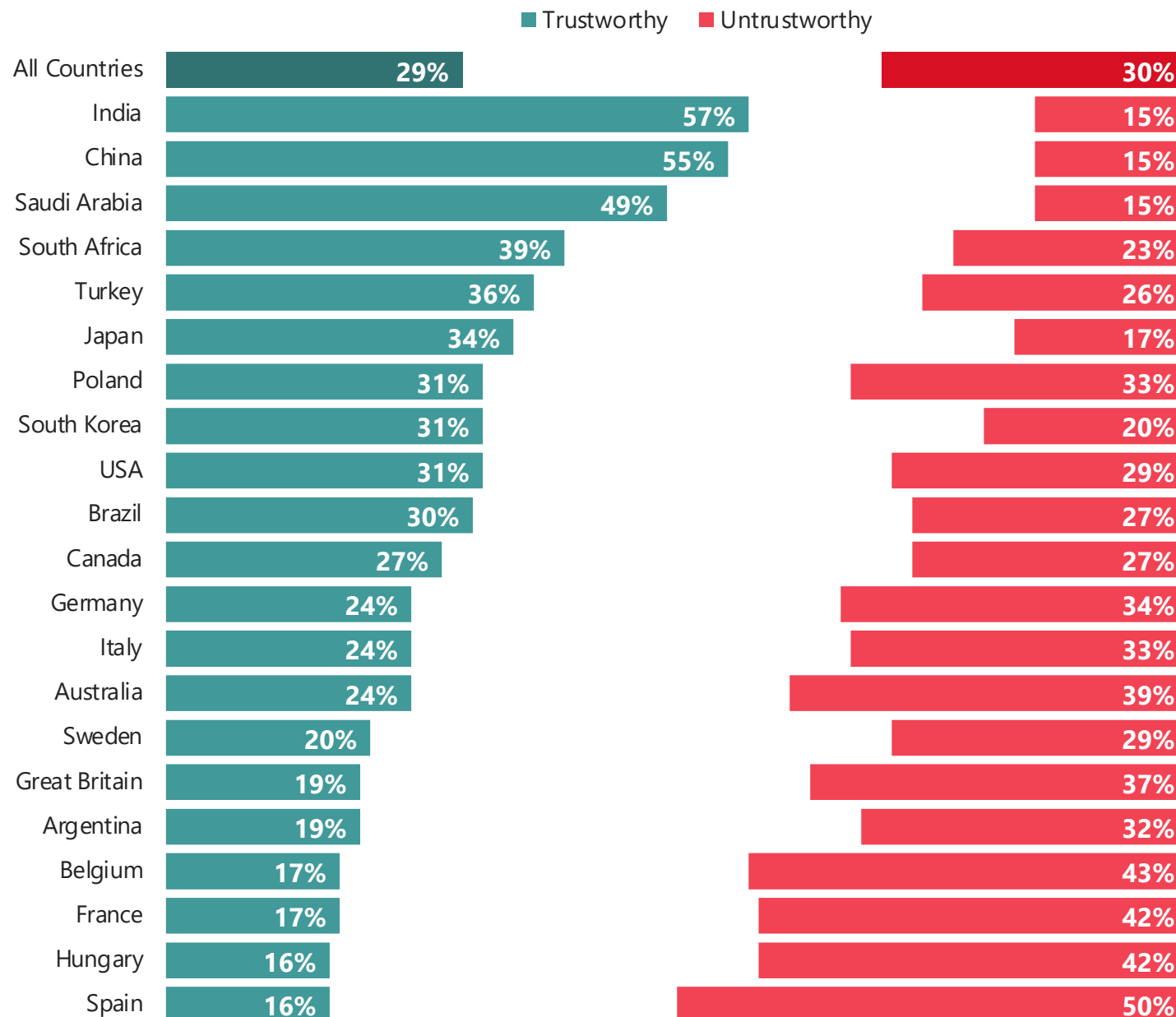
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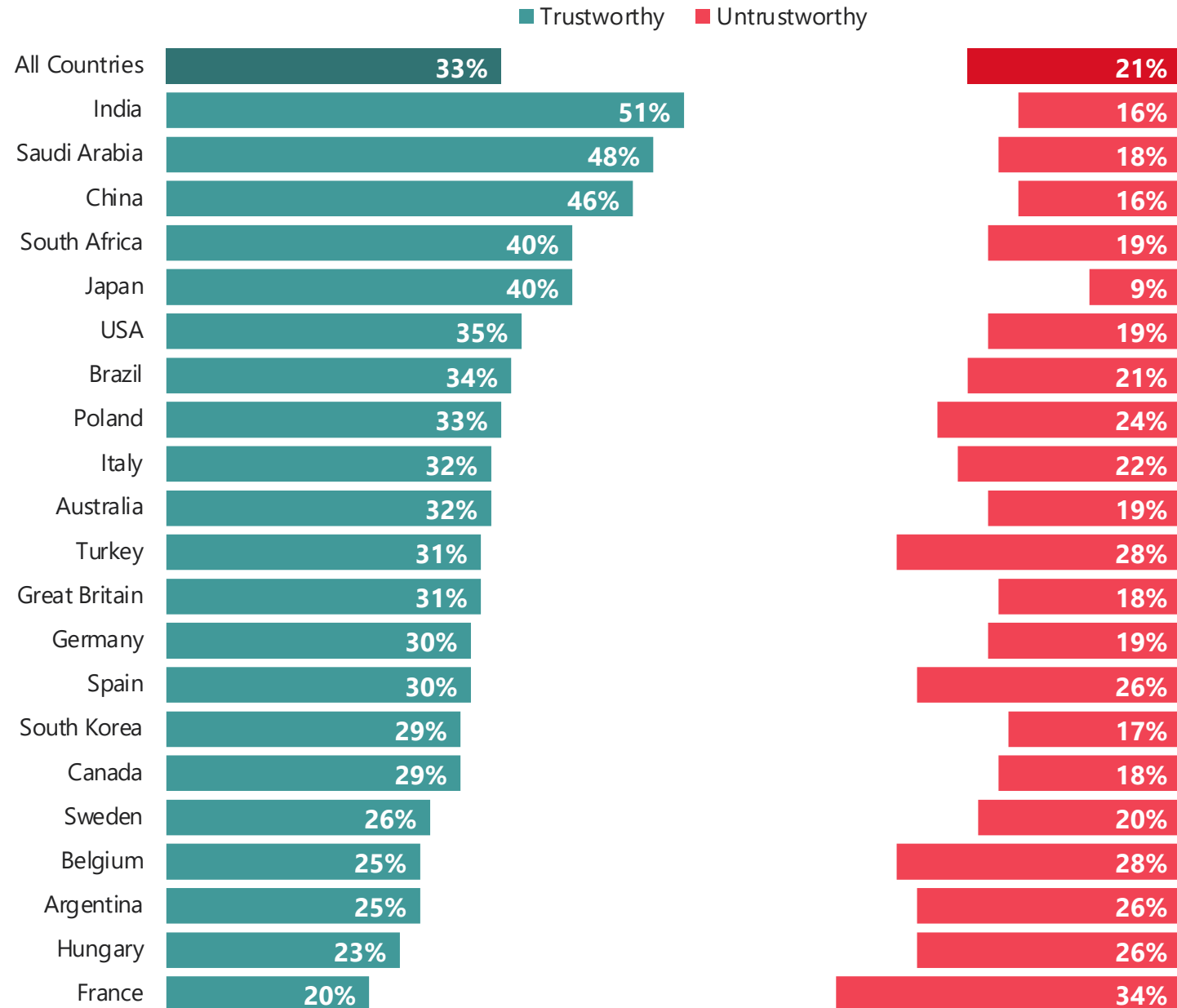
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Food and drink

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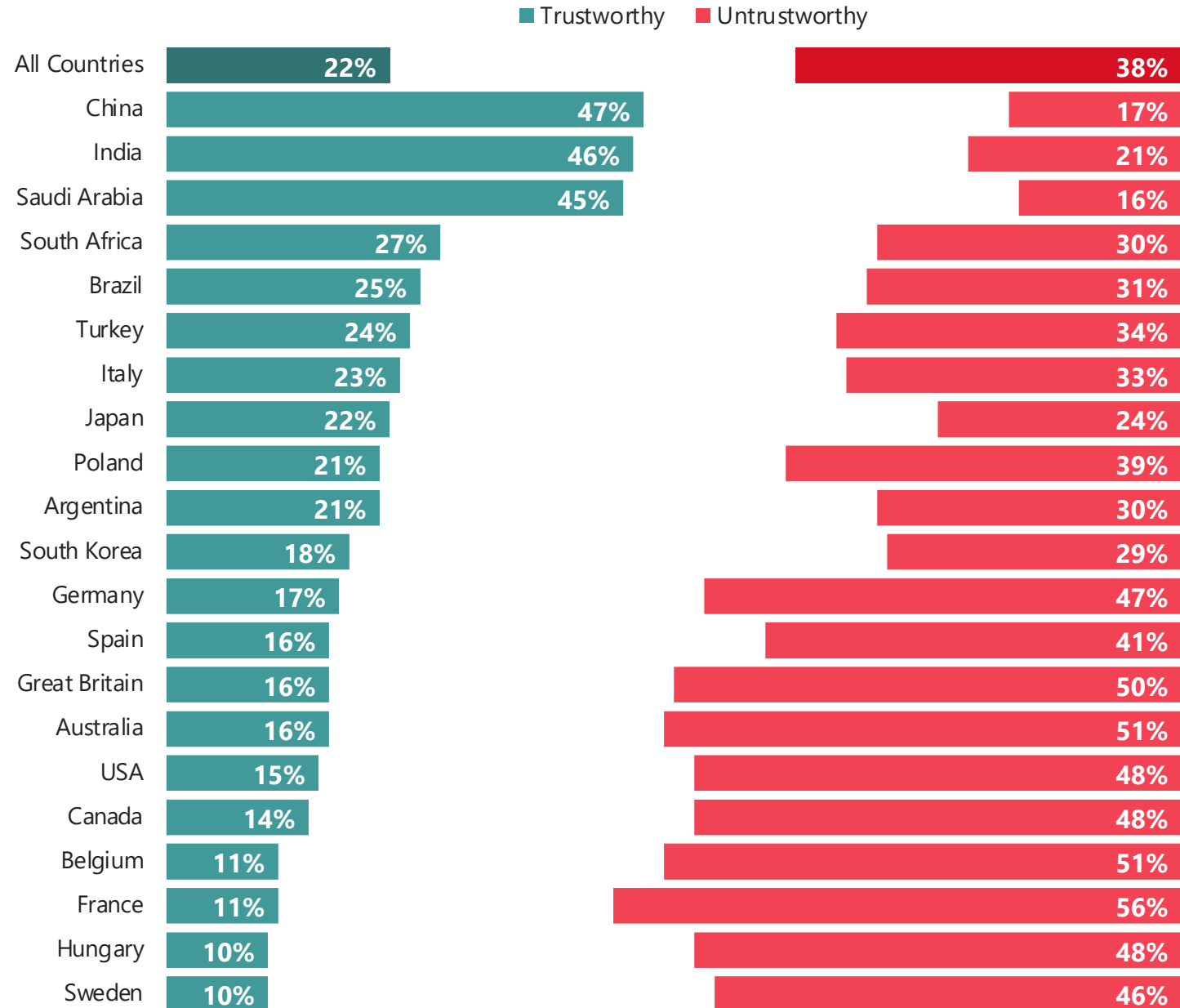
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Social media companies

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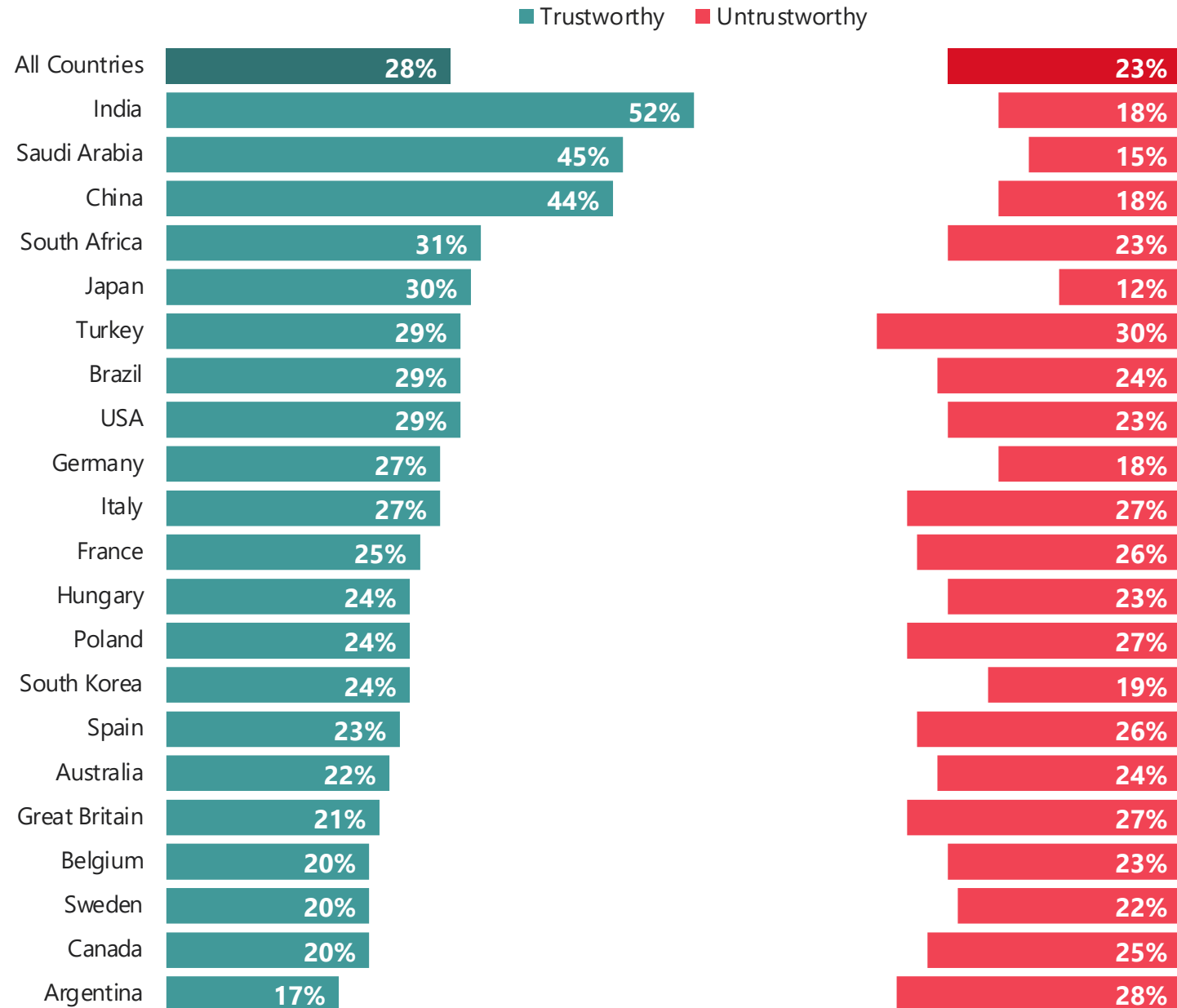
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Consumer packaged goods

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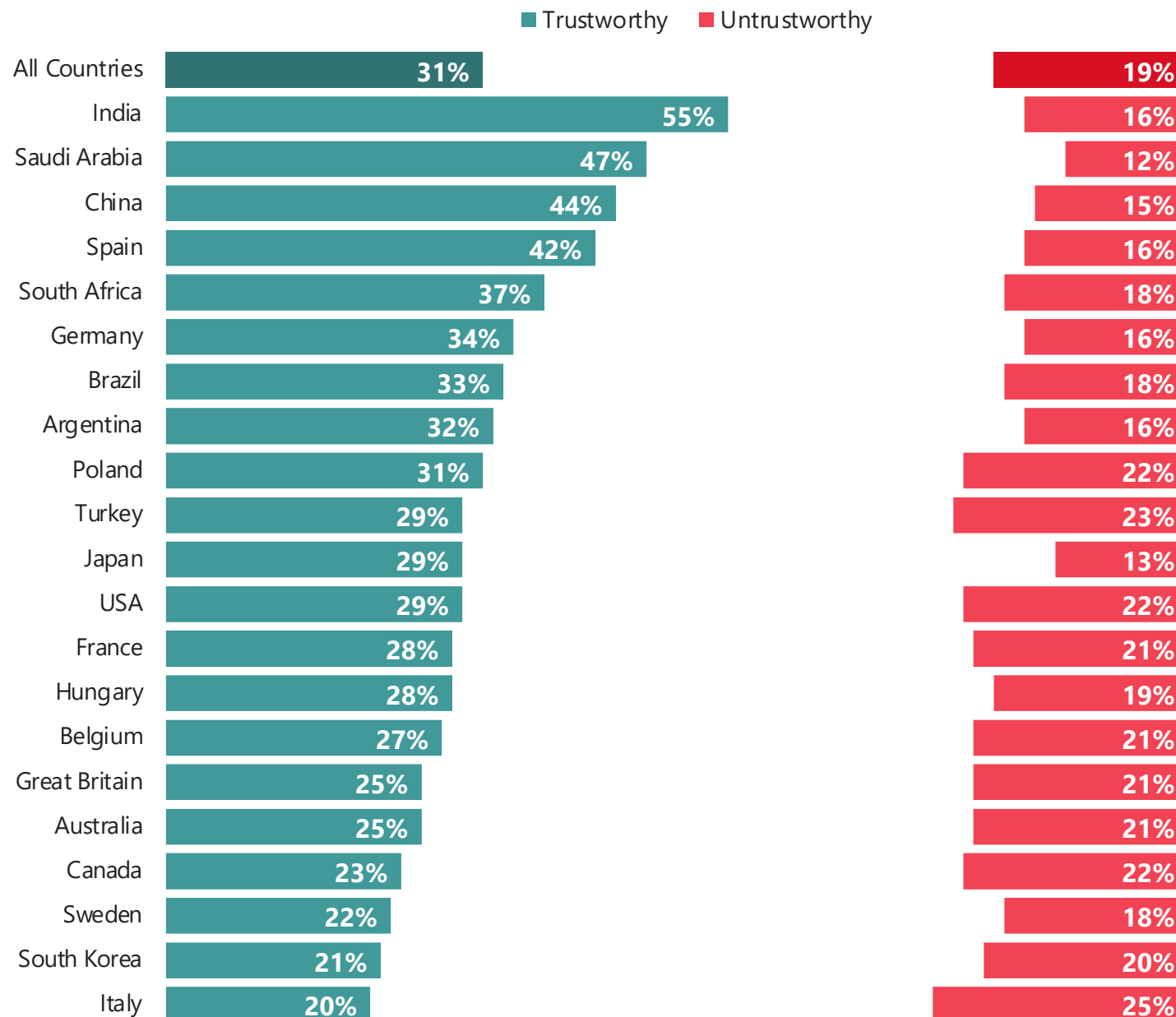
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Retail

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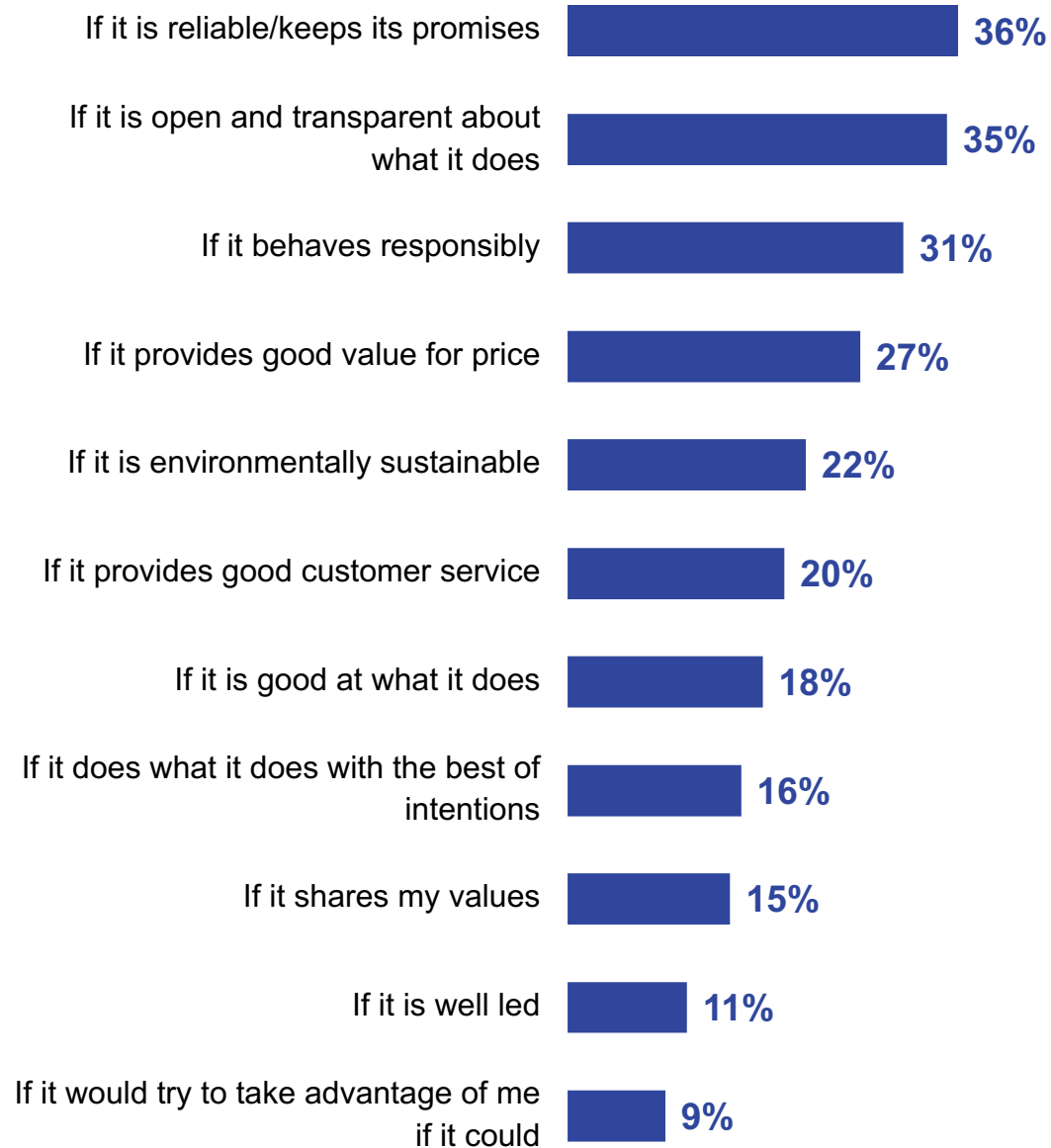


Factors influencing trust

Global Country Average

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If it is good at what it does

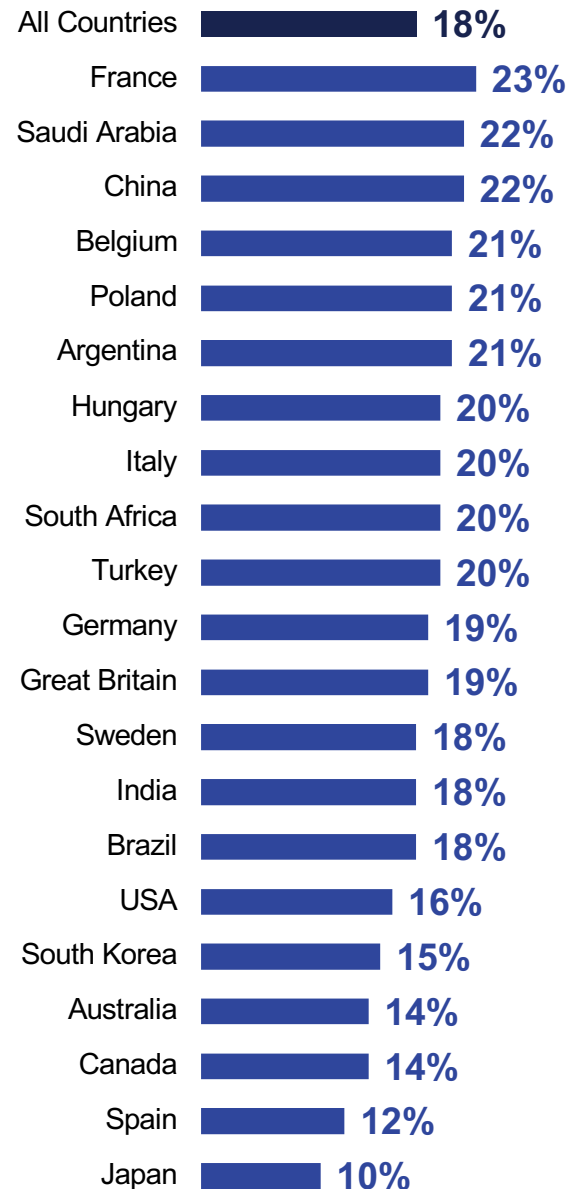
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If it does what it does with the best of intentions

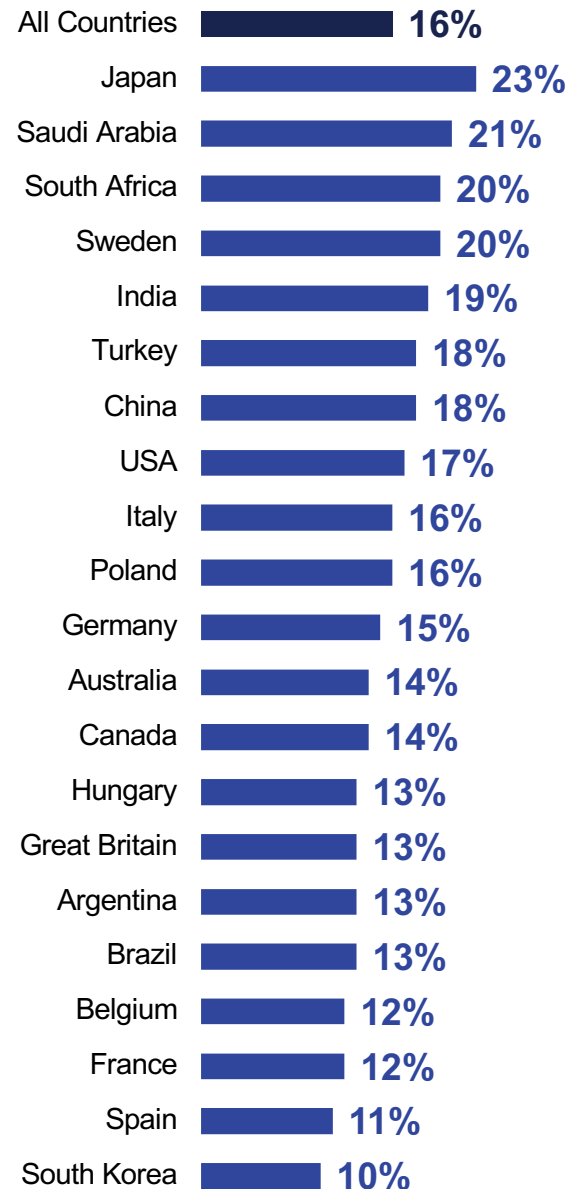
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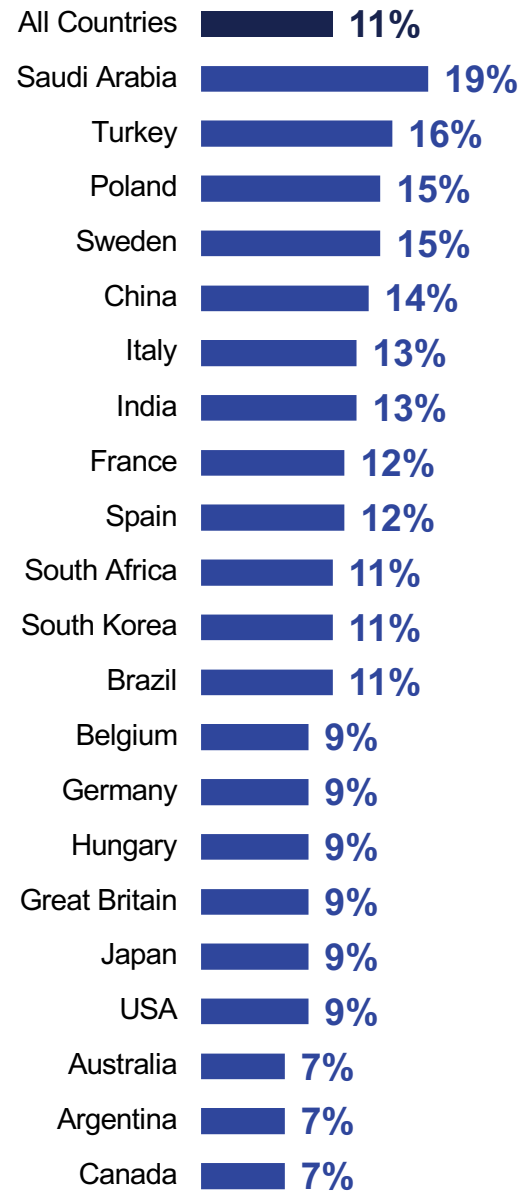
If it is well led

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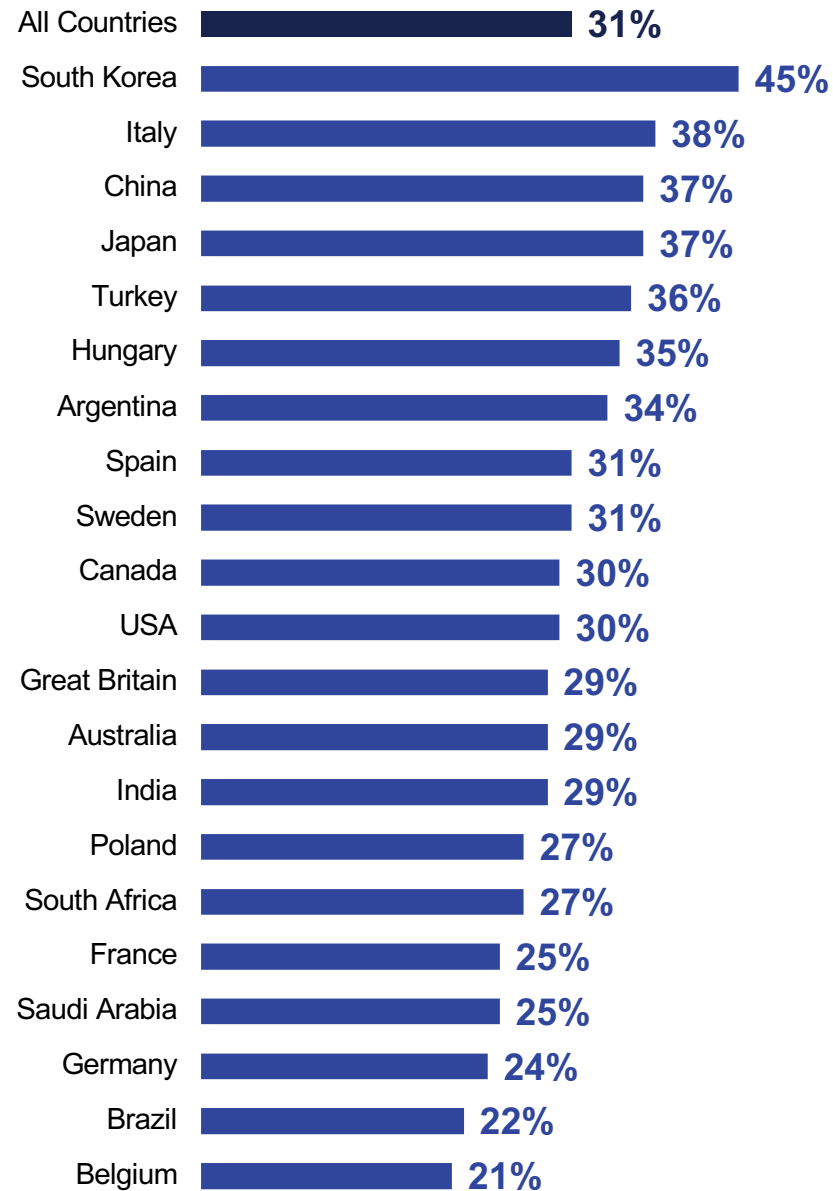
If it behaves responsibly

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If it is open and transparent about what it does

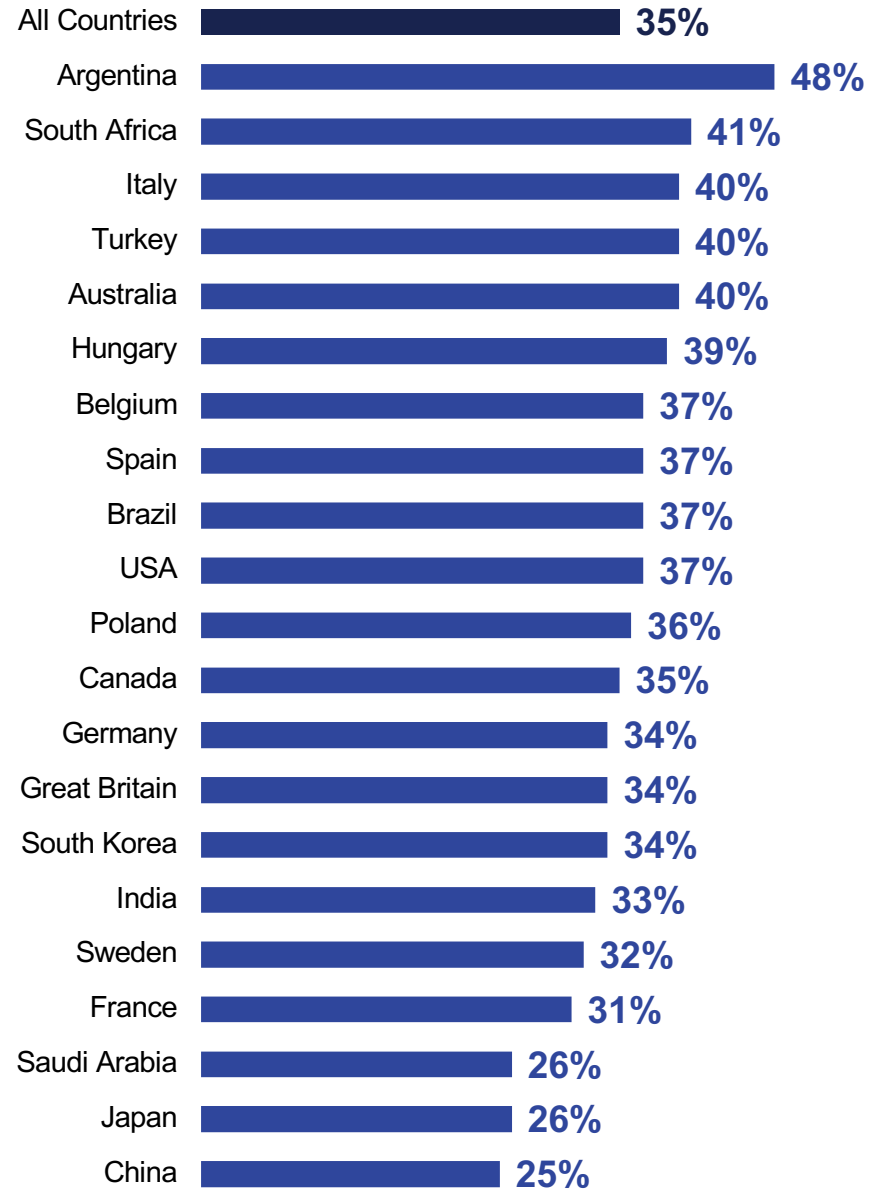
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If it is reliable/keeps its promises

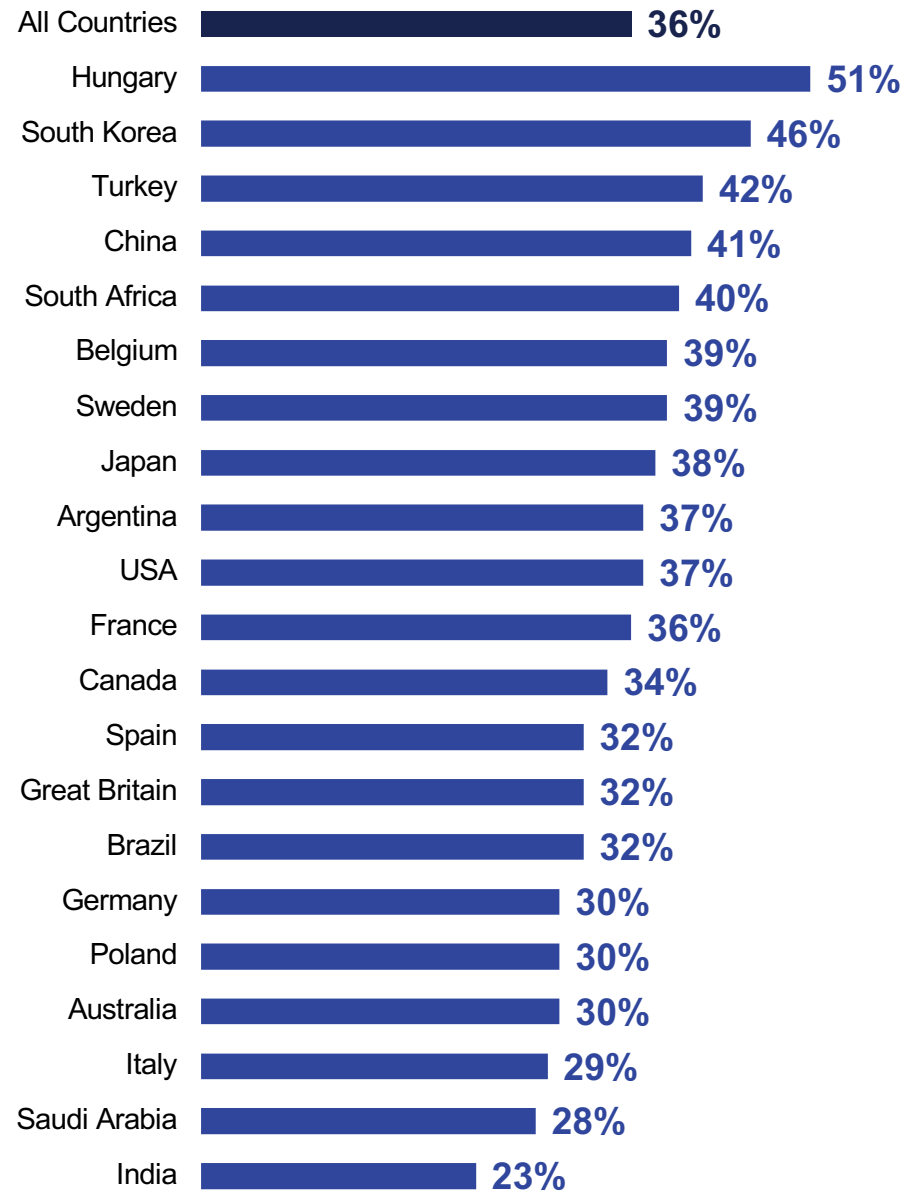
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If it shares my values

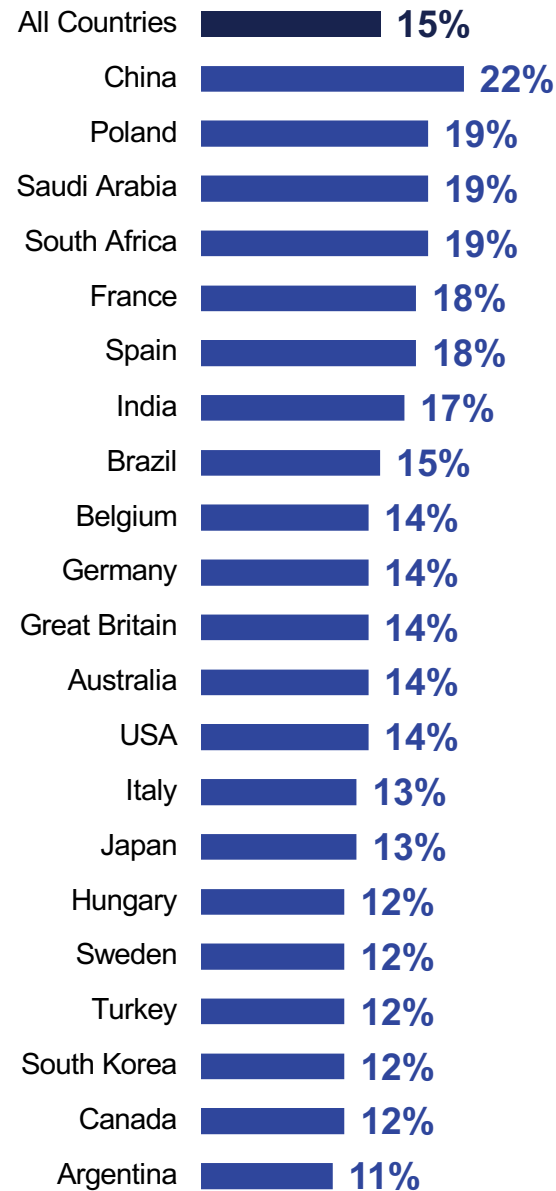
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If it would try to take advantage of me if it could

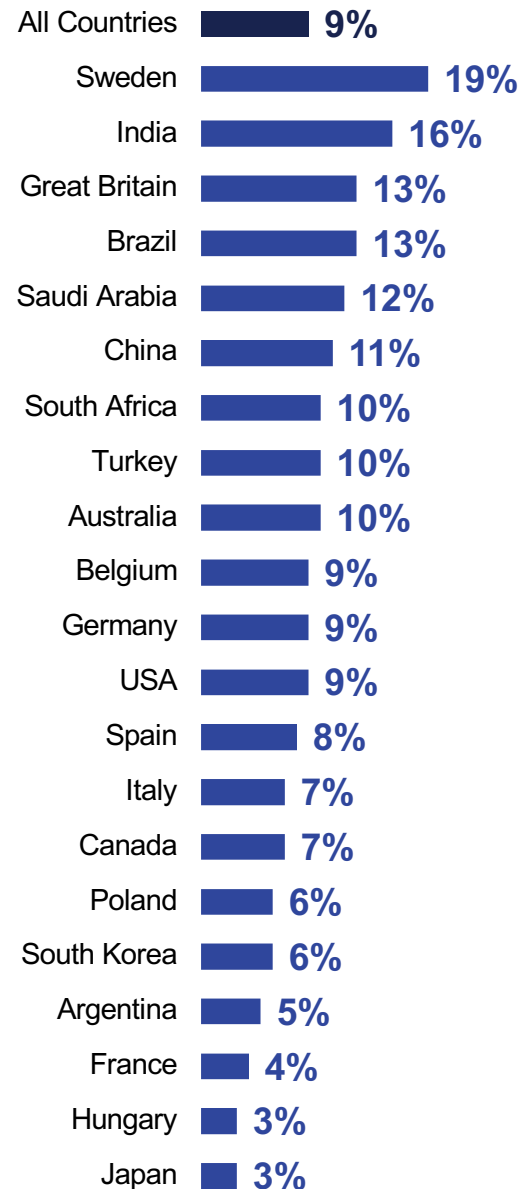
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If it is environmentally sustainable

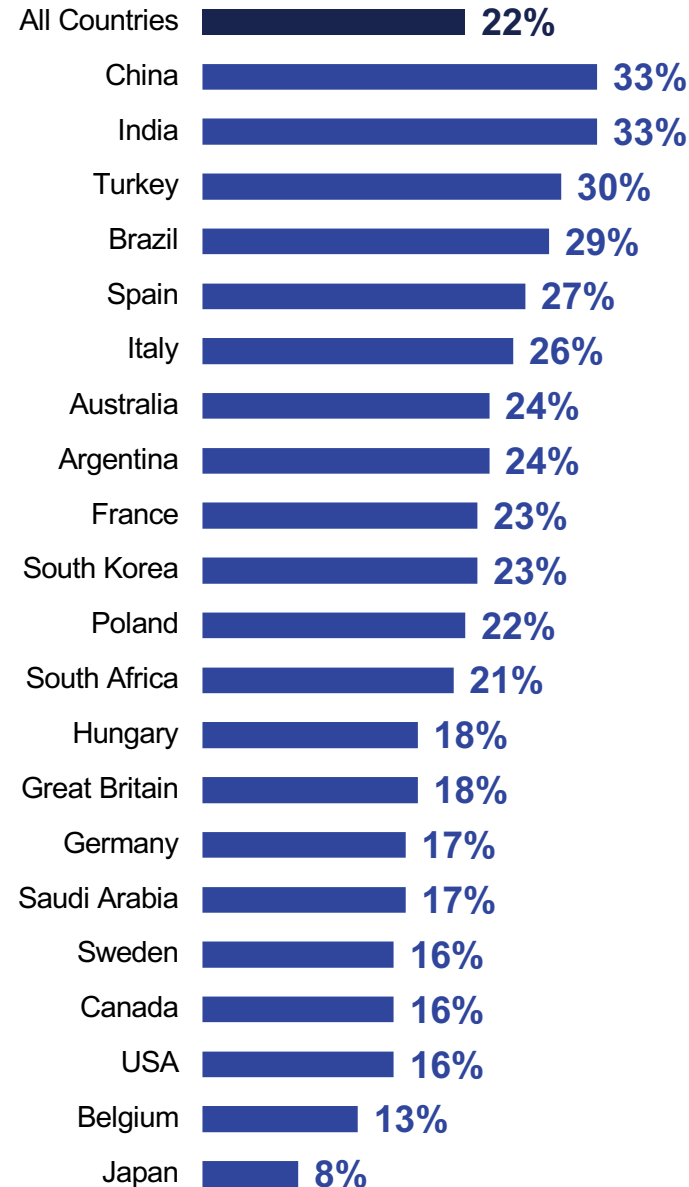
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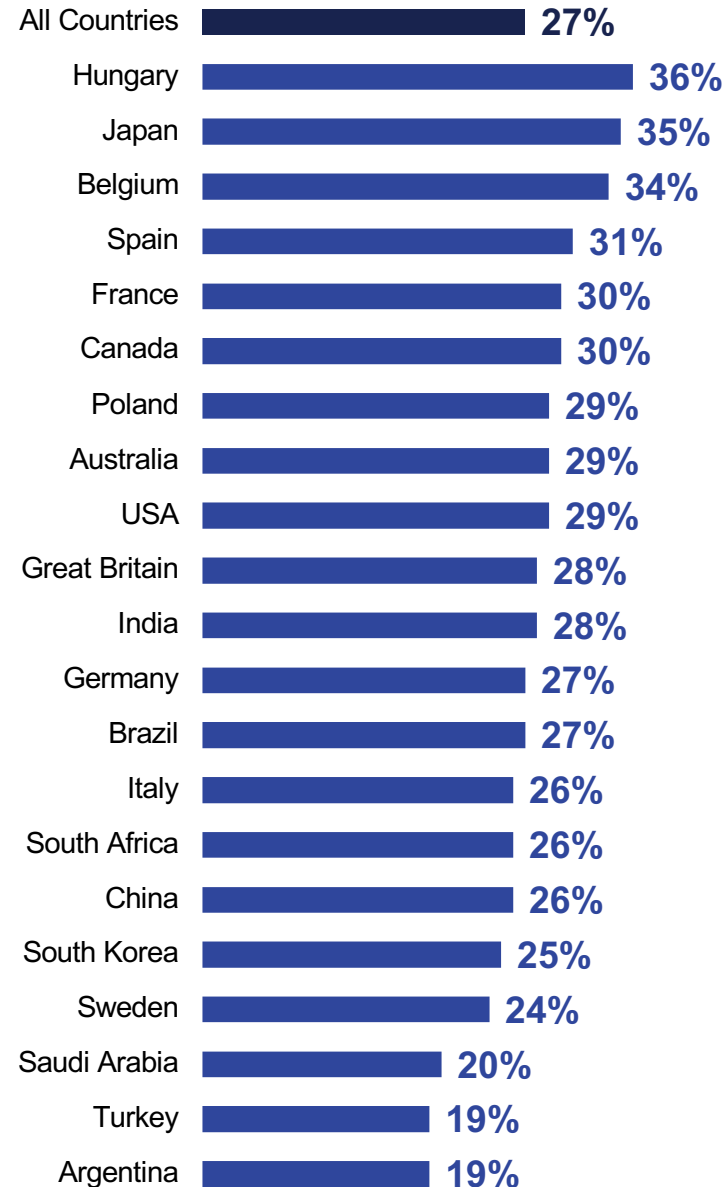
If it provides good value for price

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If it provides good customer service

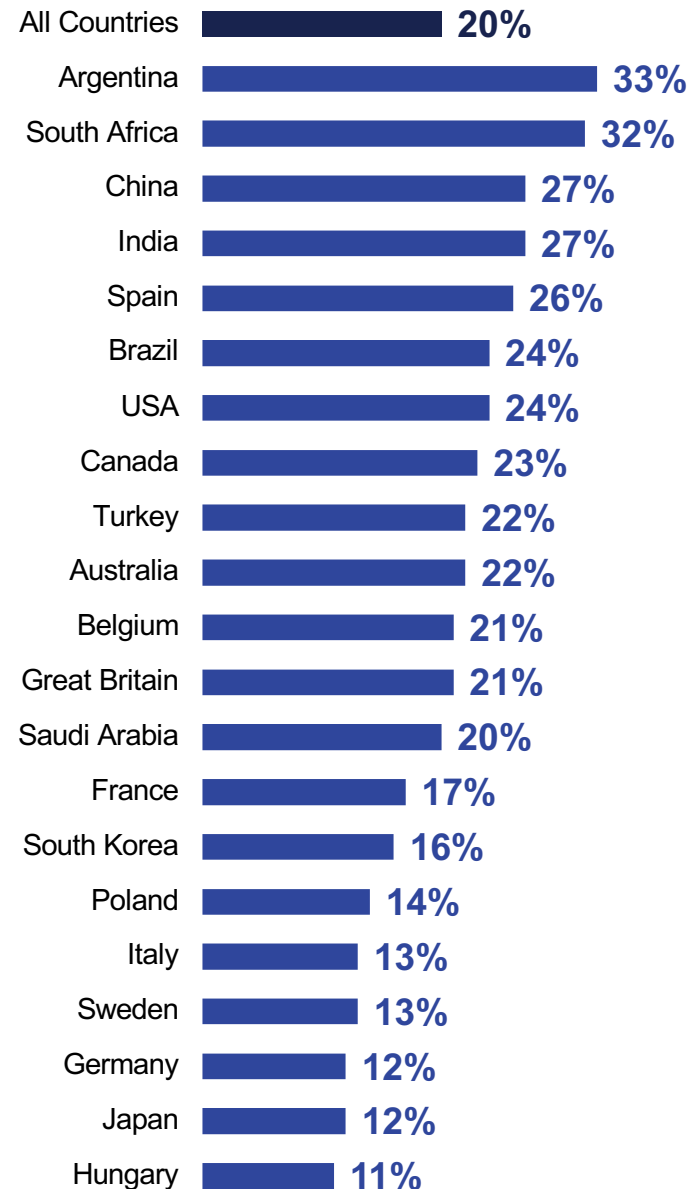
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The Government

The Government - It is good at what it does

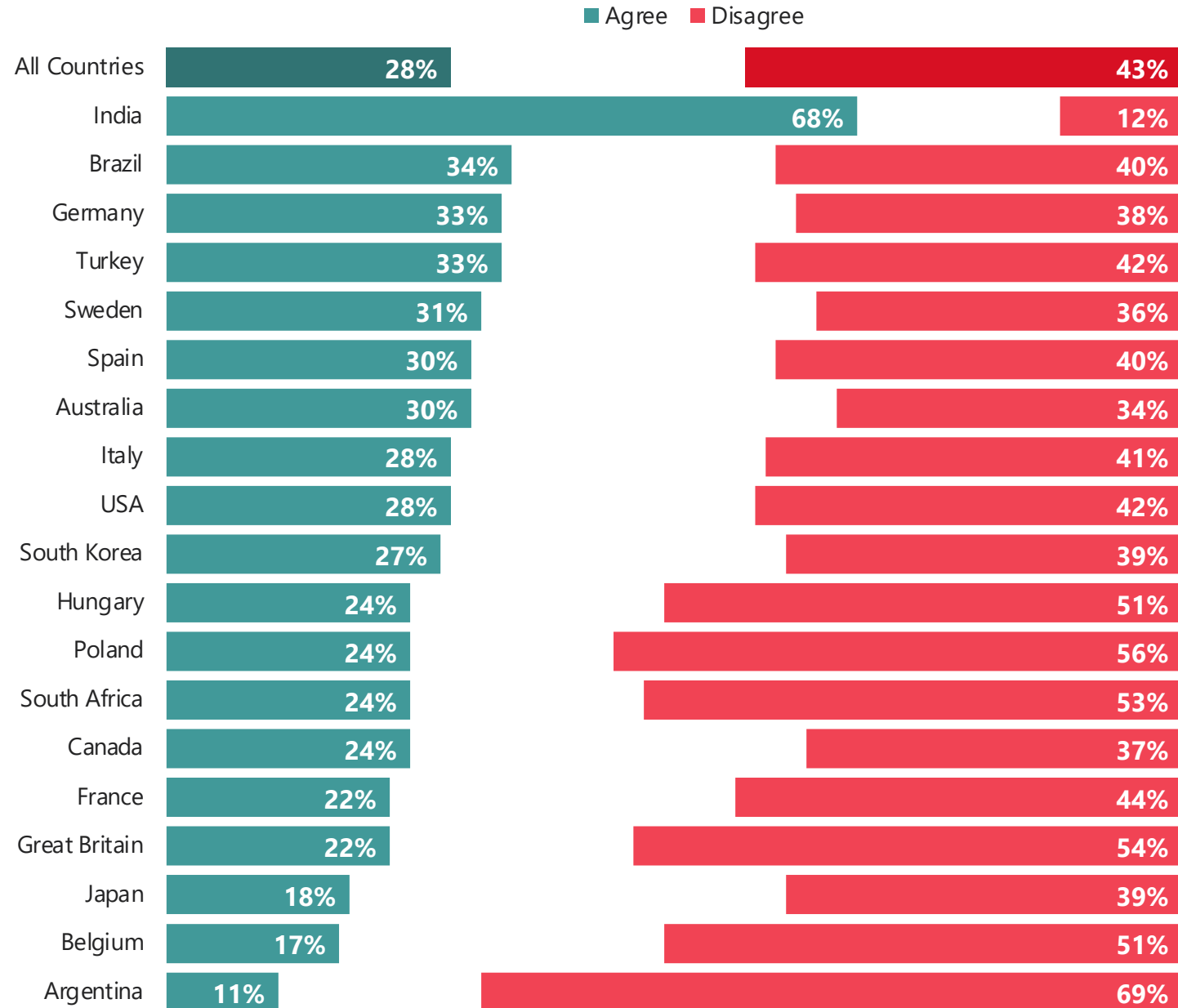
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To what extent, if at all, would
you agree or disagree with the
following statements about
[SECTOR]?

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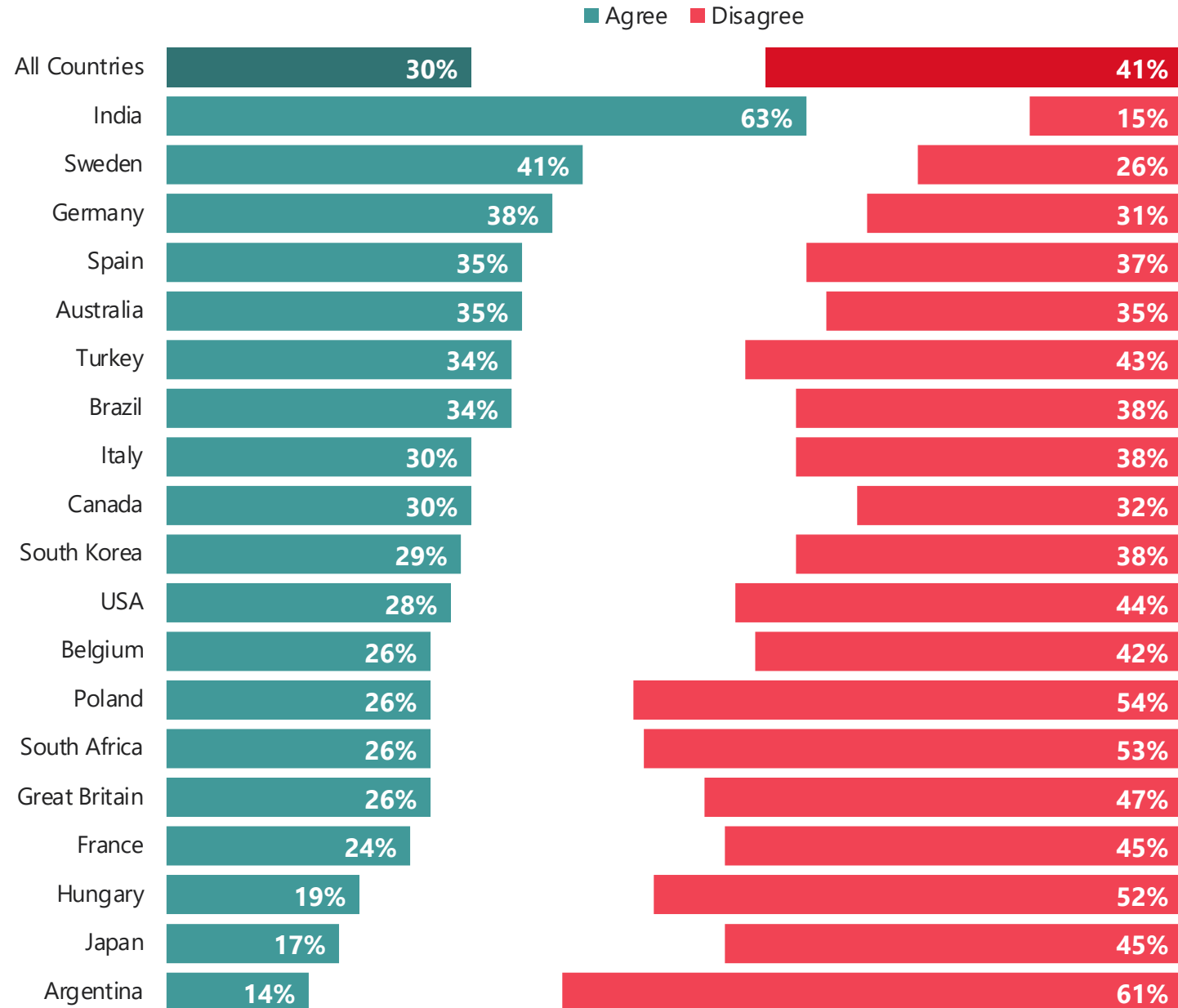


The Government - It does what it does with the best of intentions

Q.

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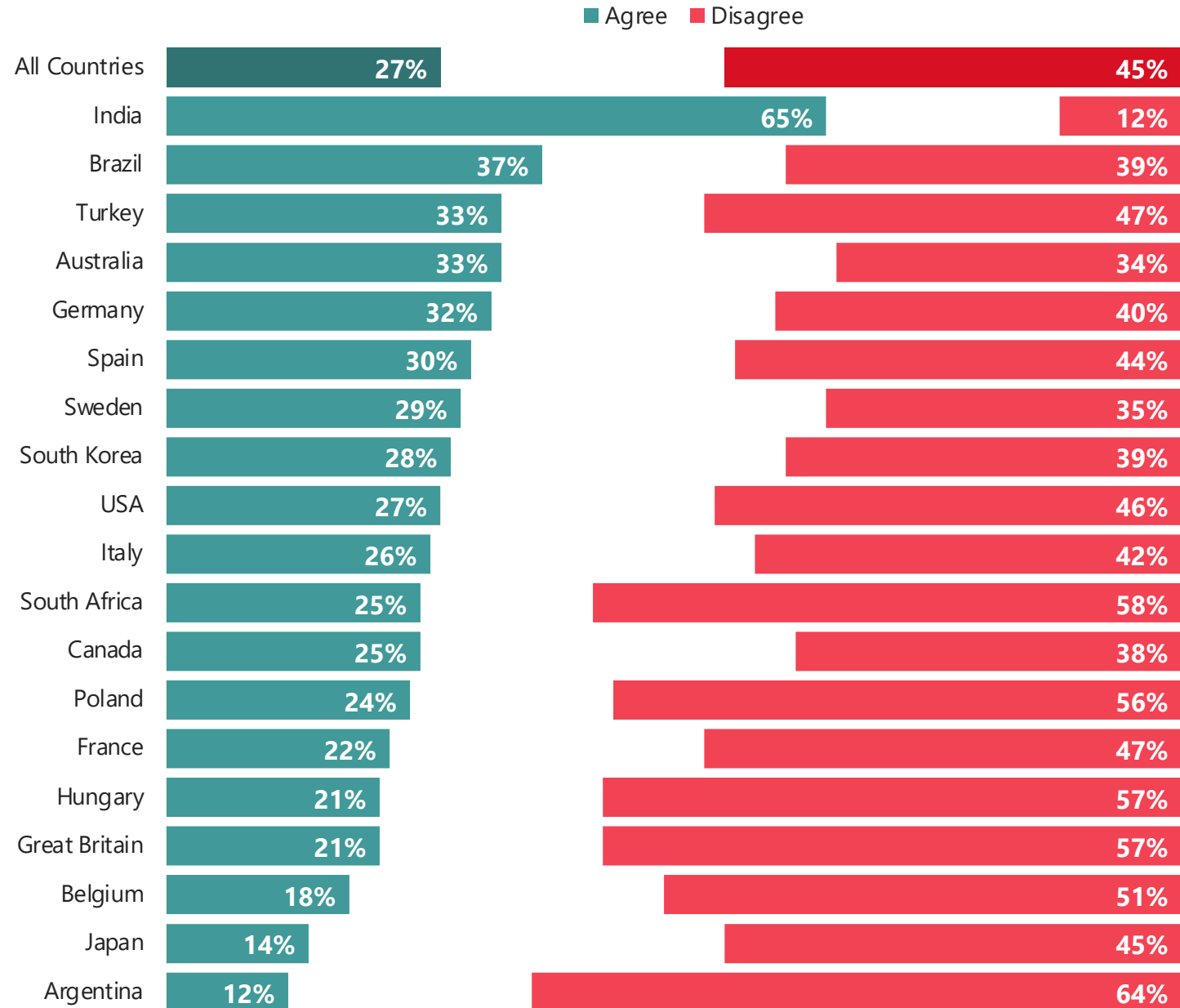


The Government - It is well led

Q.

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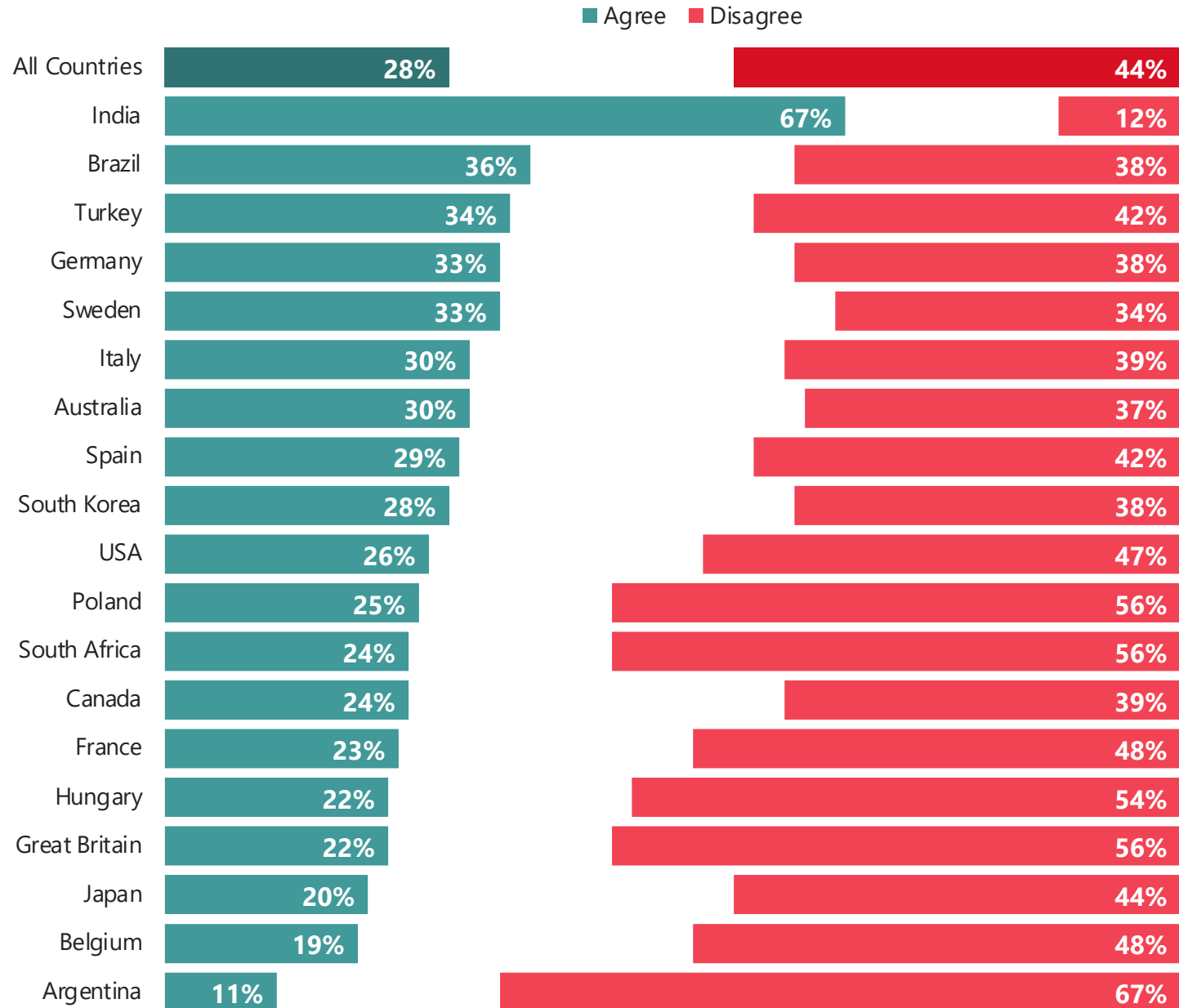


The Government - It behaves responsibly

Q.

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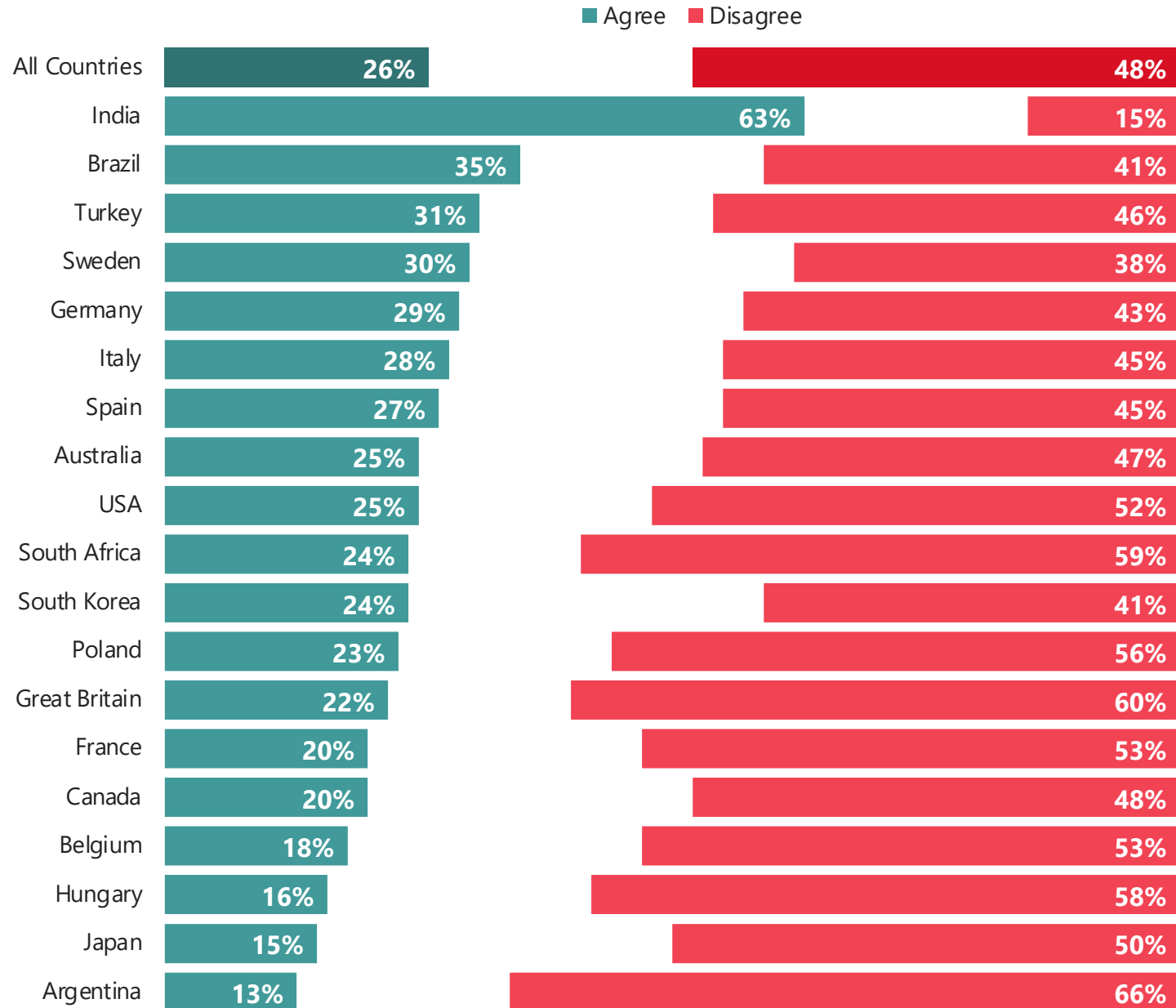


The Government - It is open and transparent about what it does

Q.

To what extent, if at all, would
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The Government - It is reliable/keeps its promises

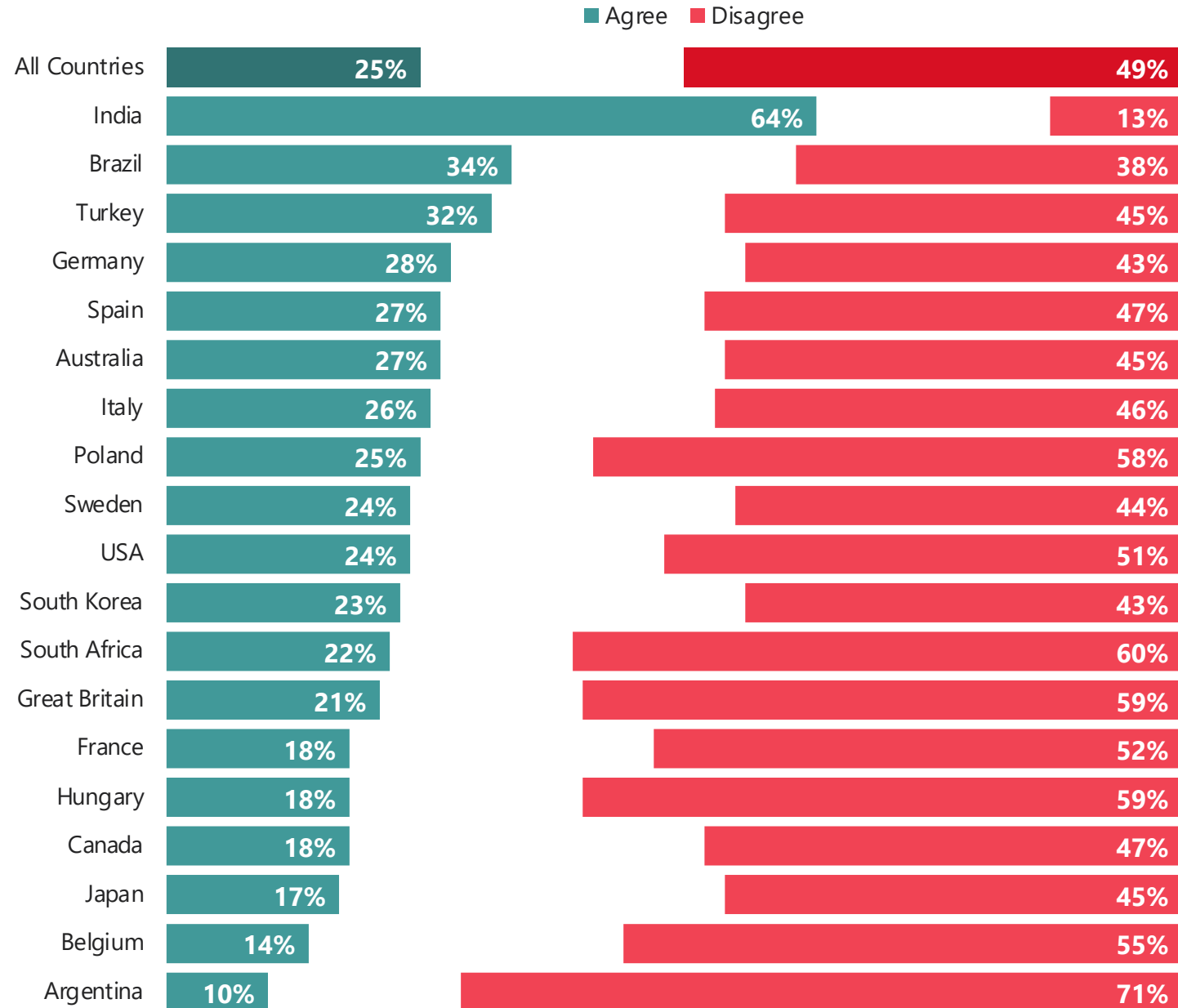
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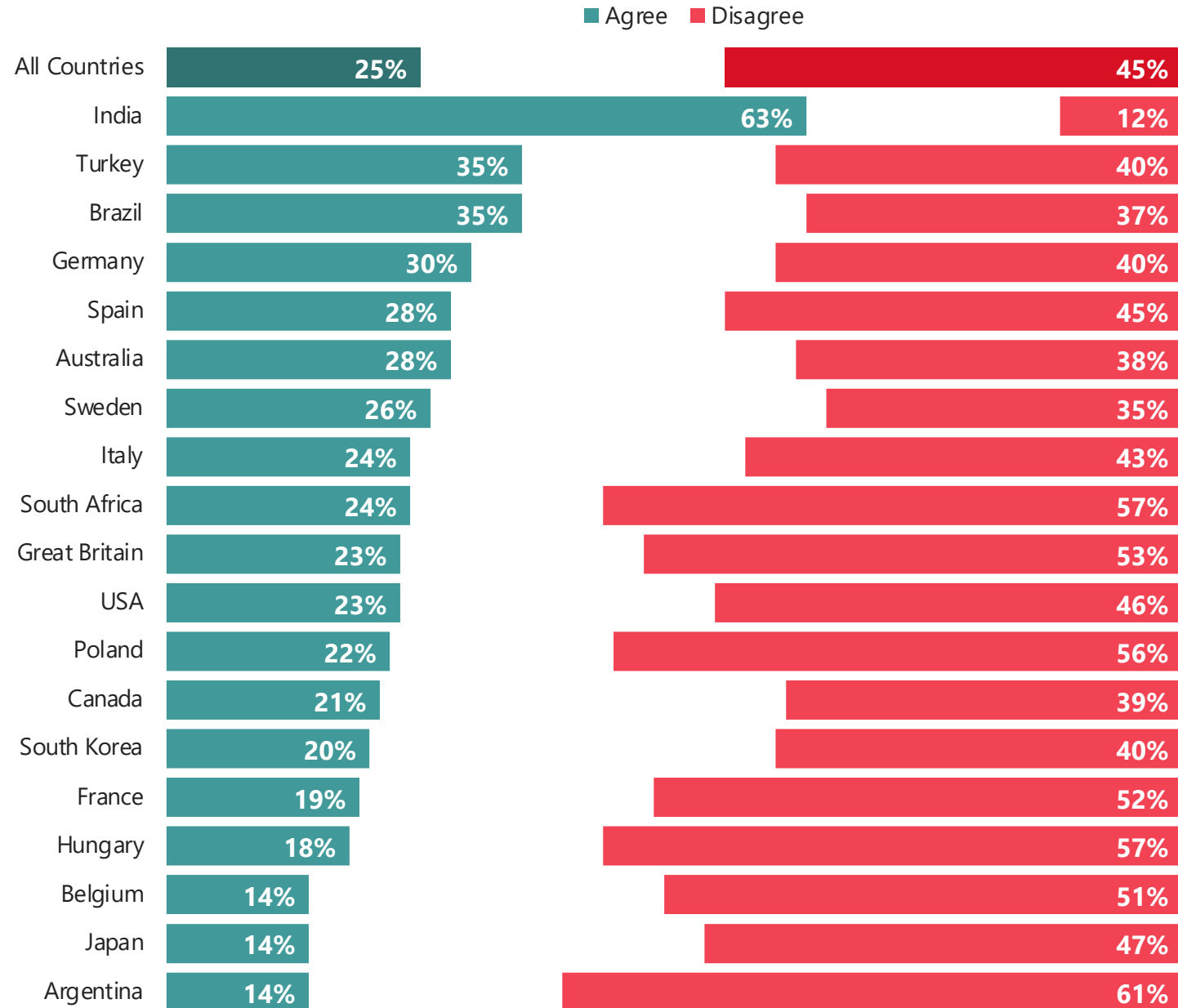
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The Government - It shares my values

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

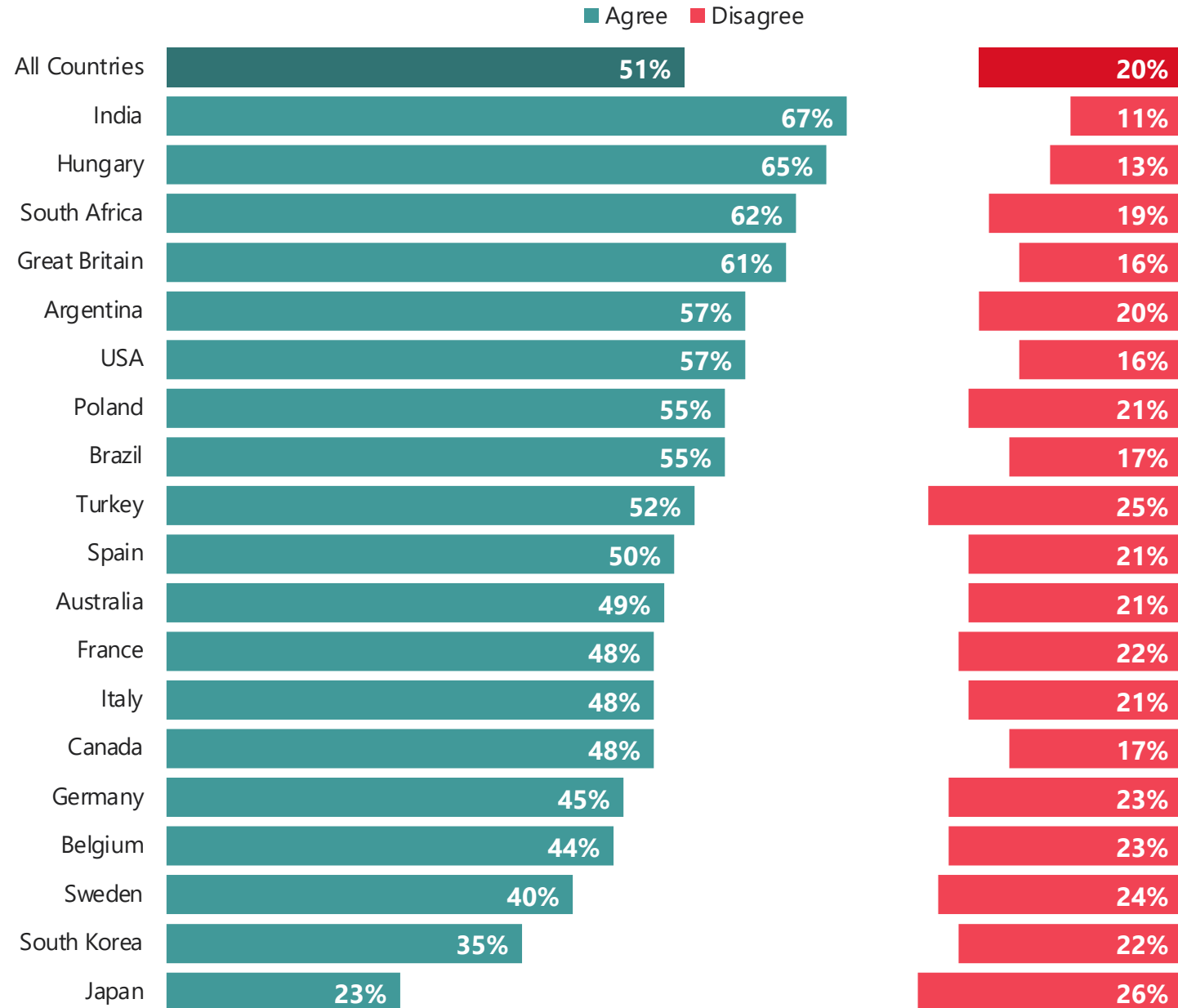
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The Government - It is environmentally sustainable

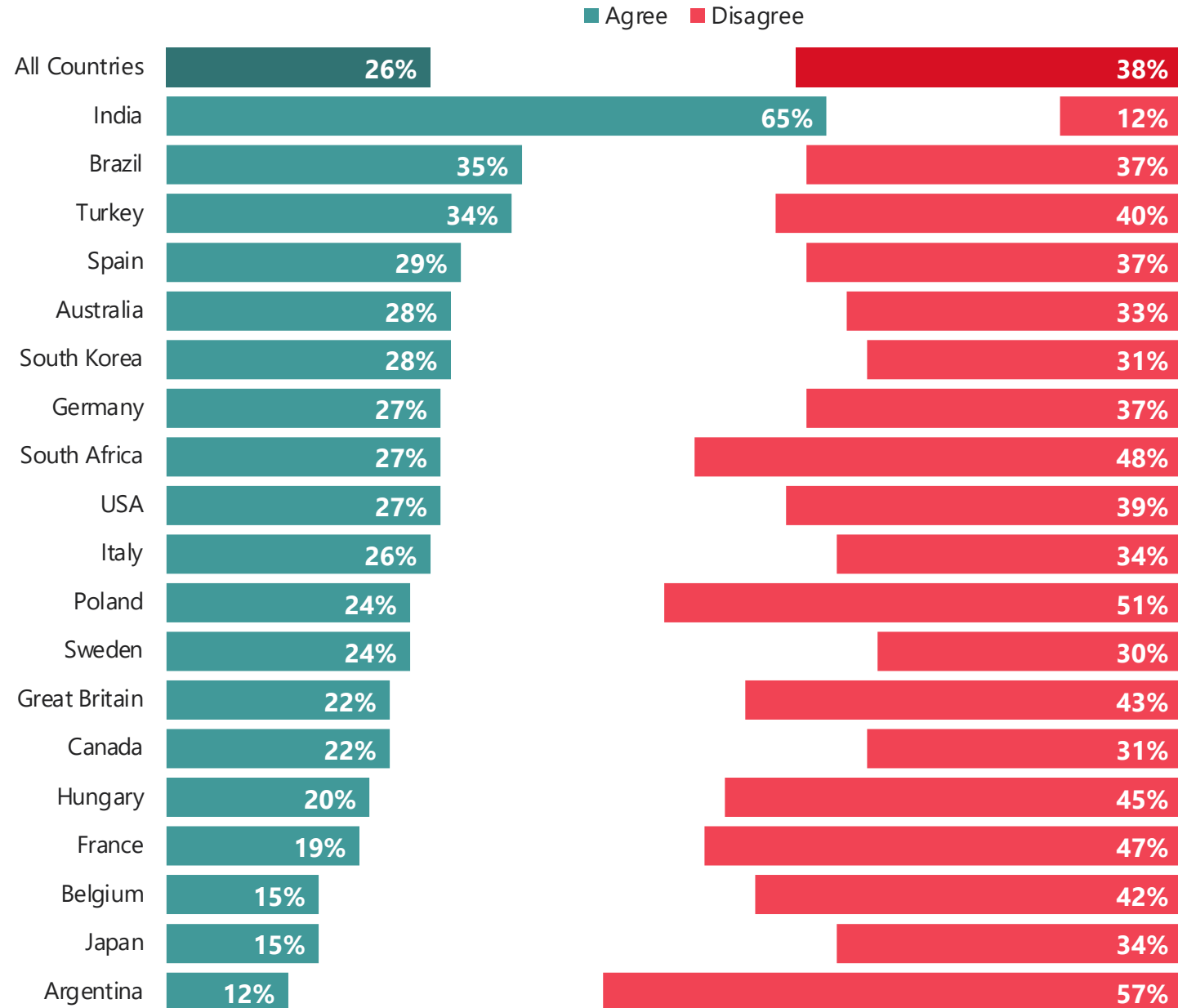
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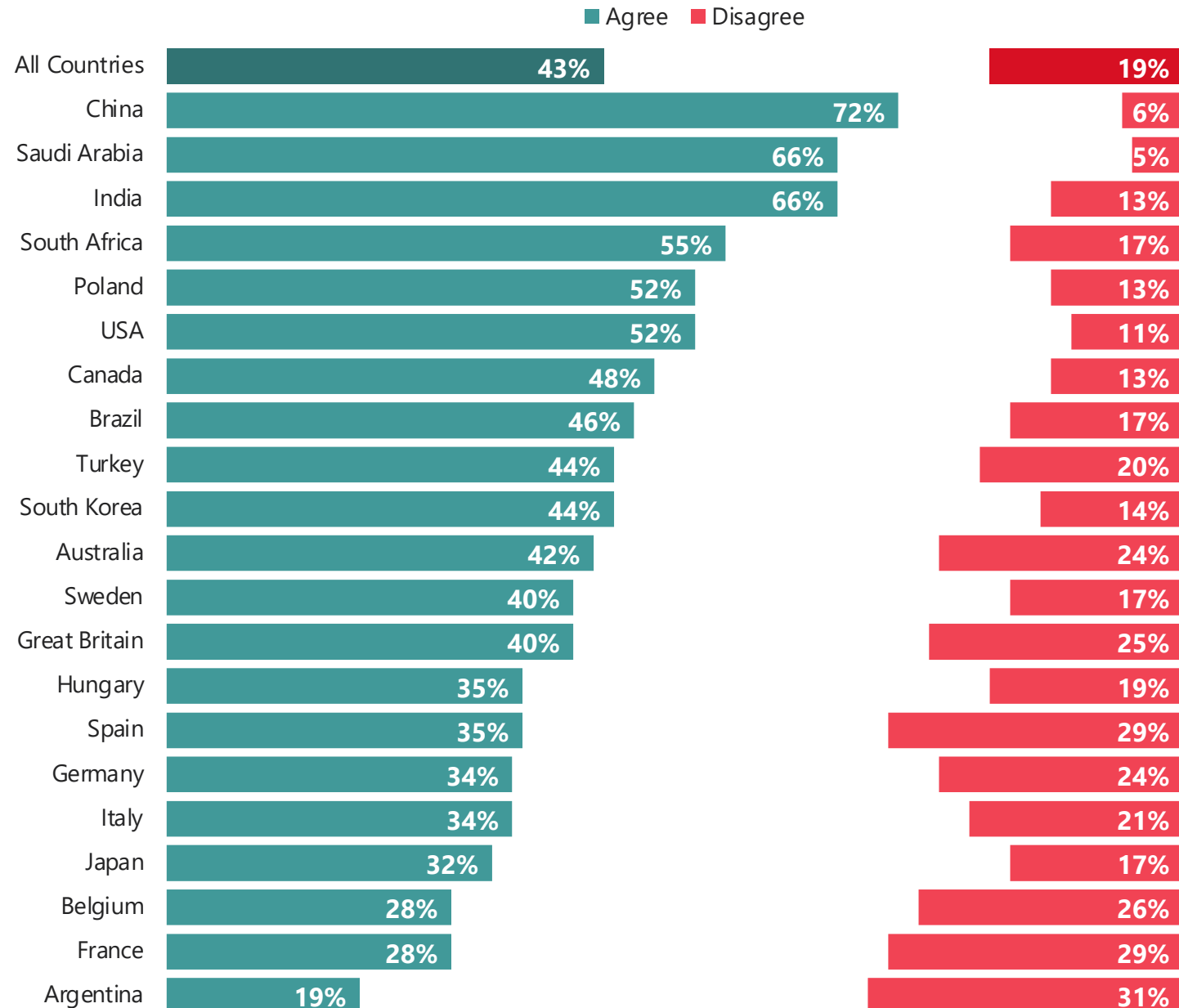
Financial services

Financial services - It is good at what it does

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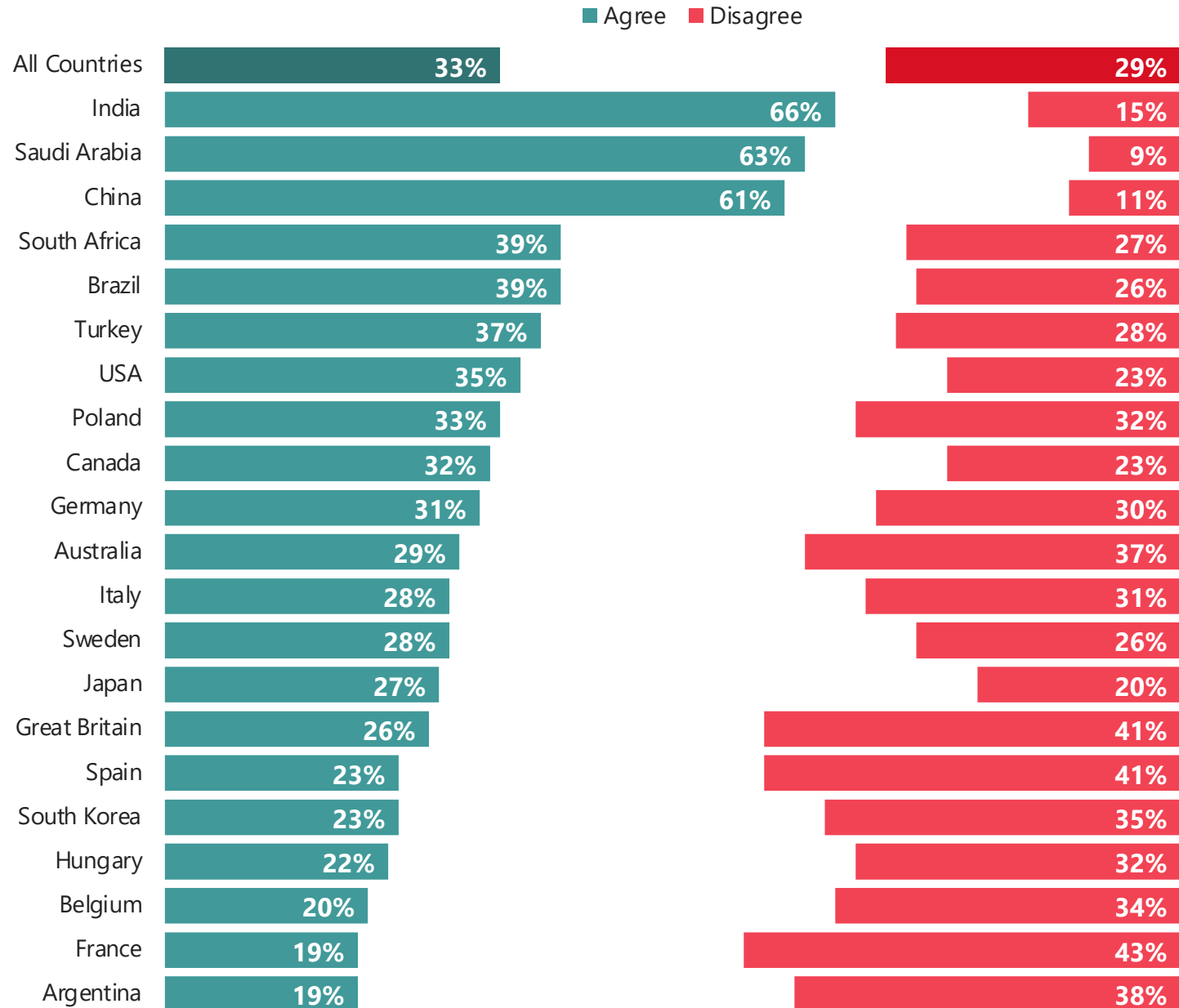


Financial services - It does what it does with the best of intentions

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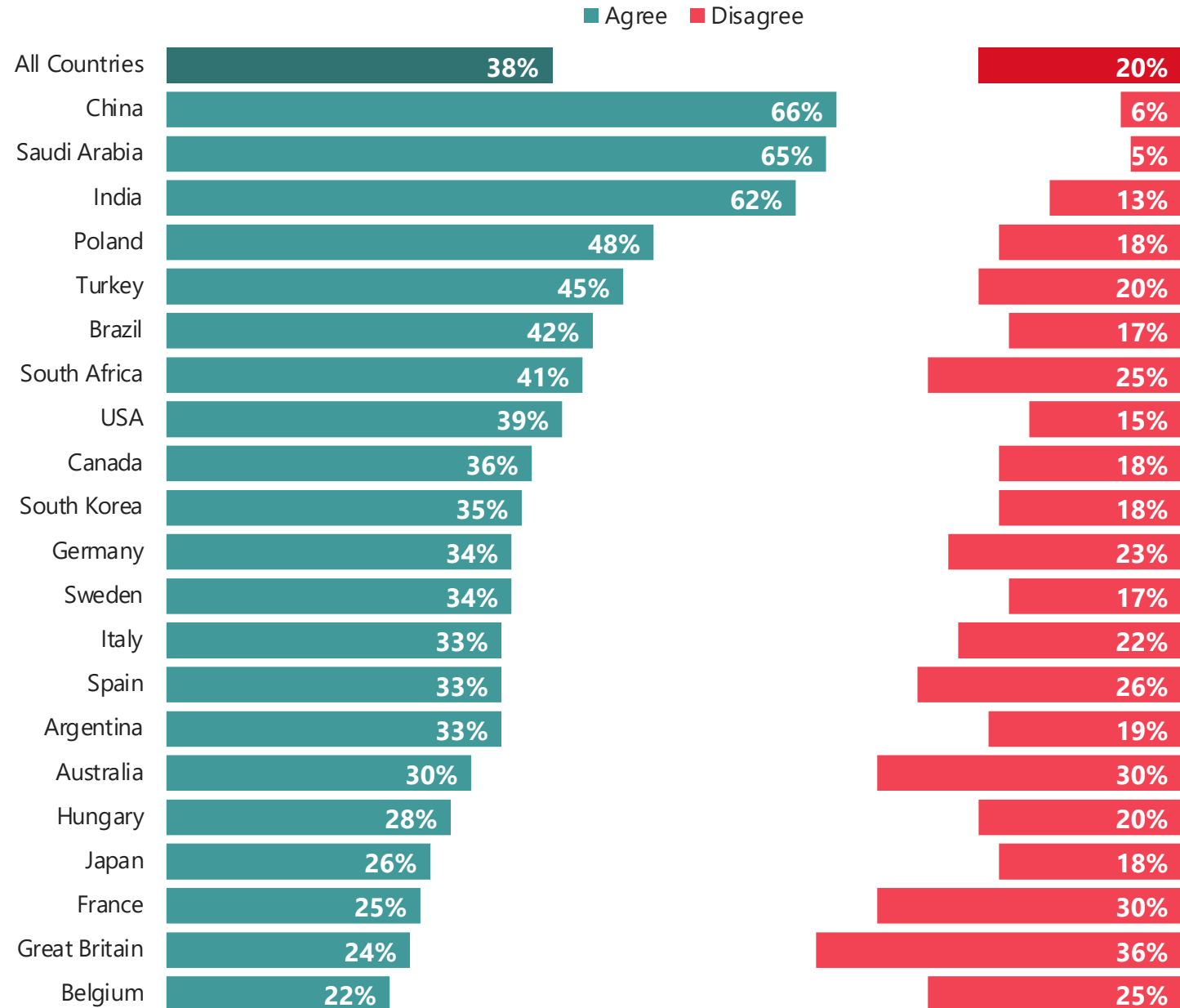


Financial services - It is well led

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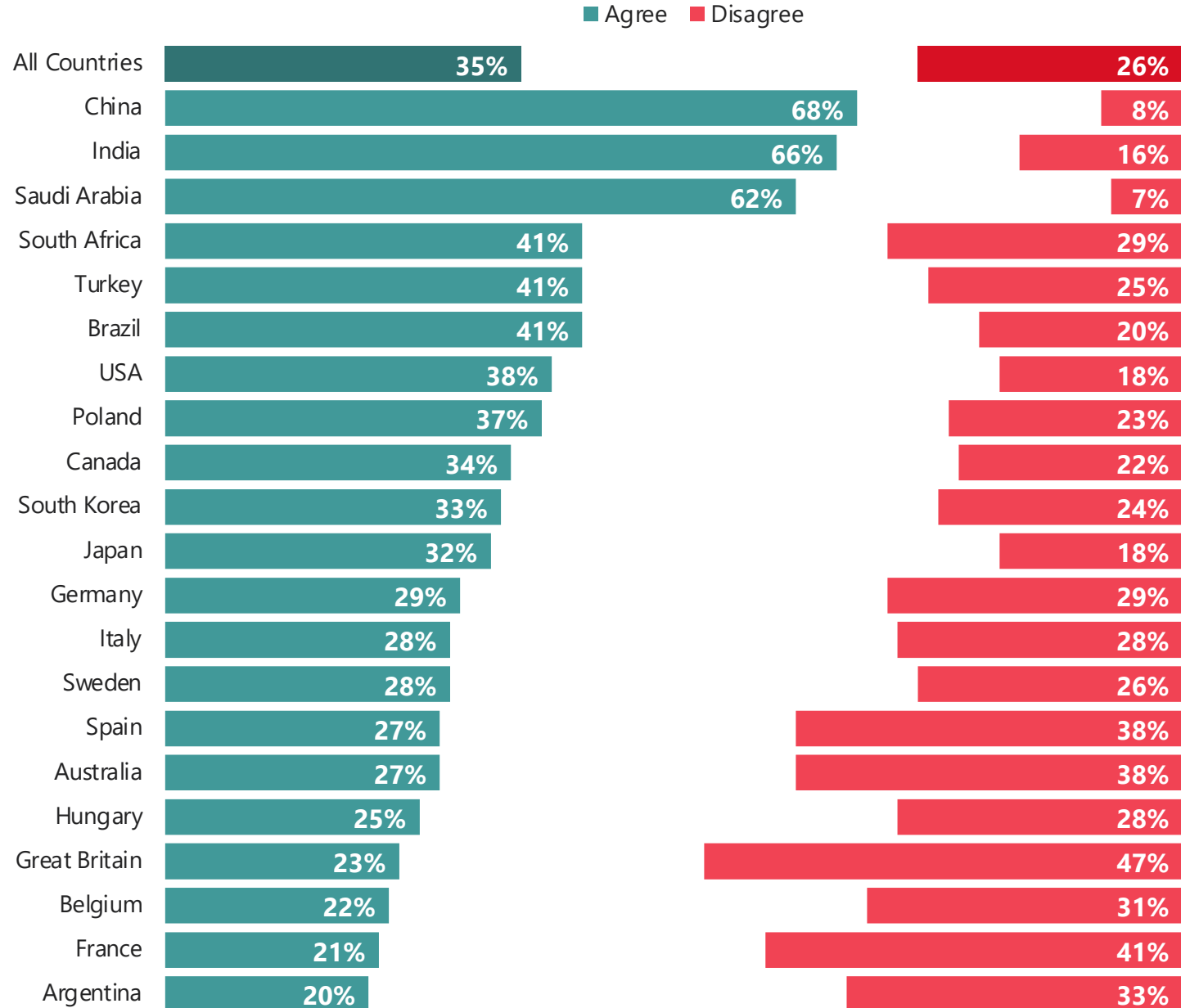


Financial services - It behaves responsibly

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Financial services - It is open and transparent about what it does

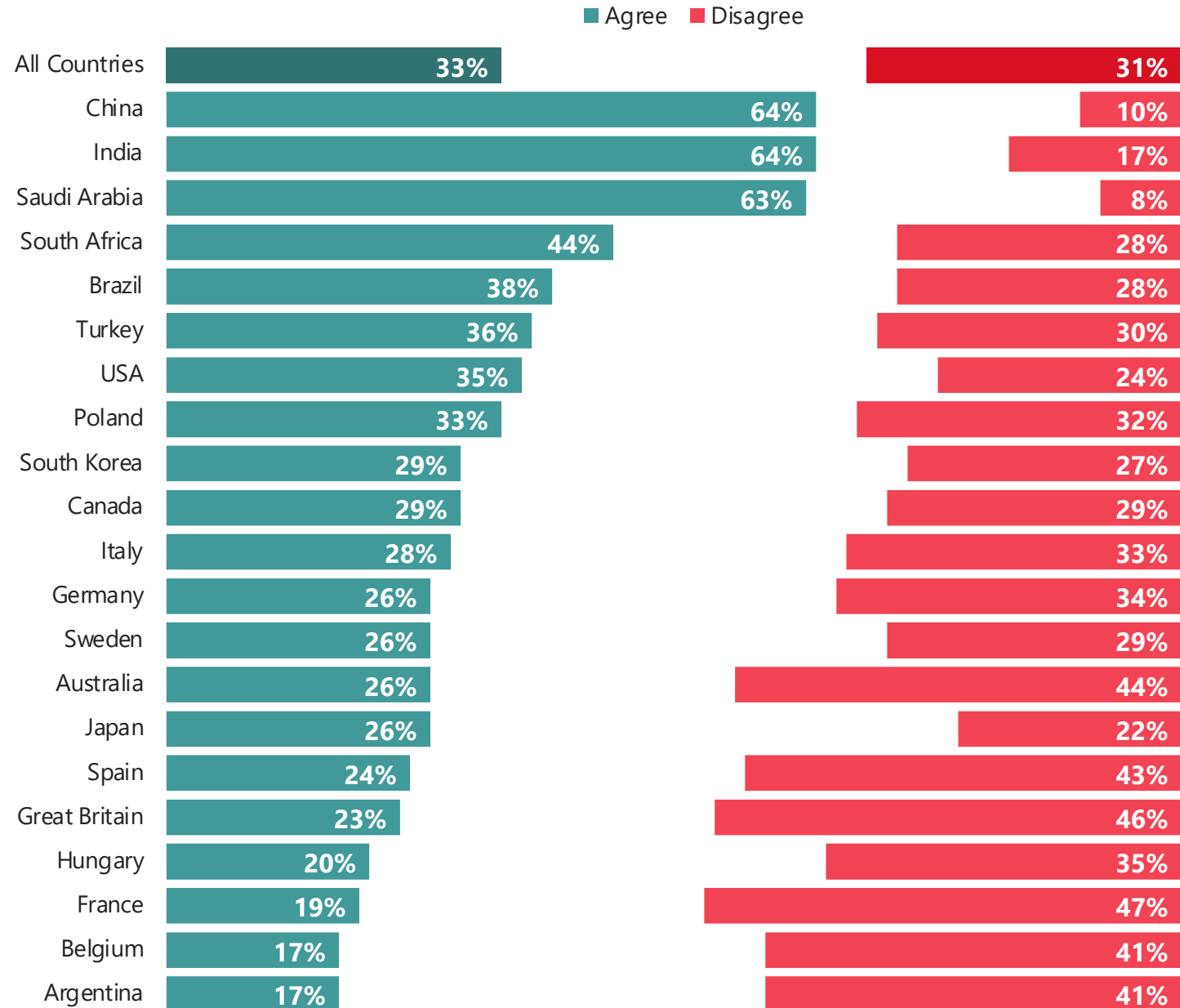
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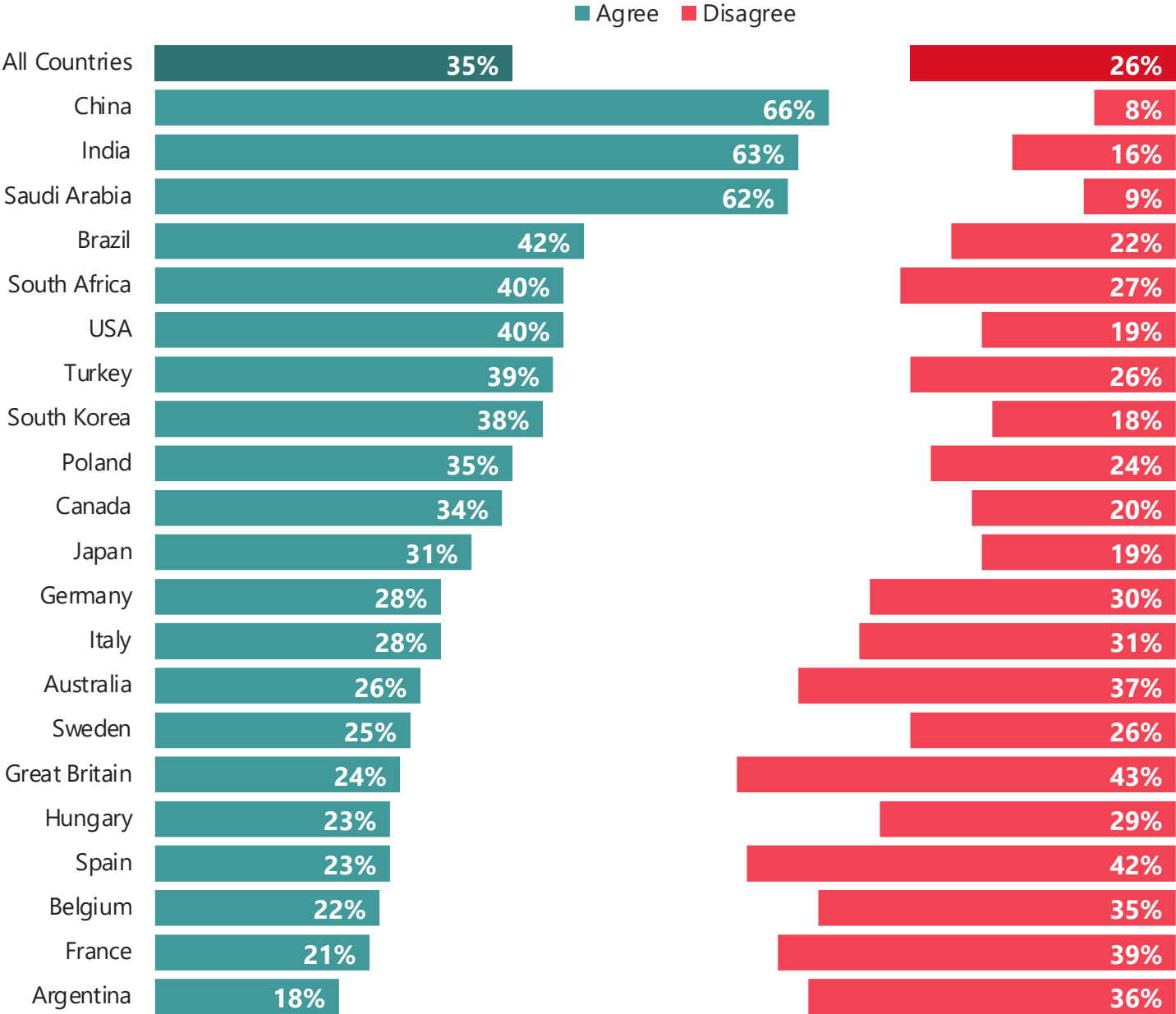
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Financial services - It is reliable/keeps its promises

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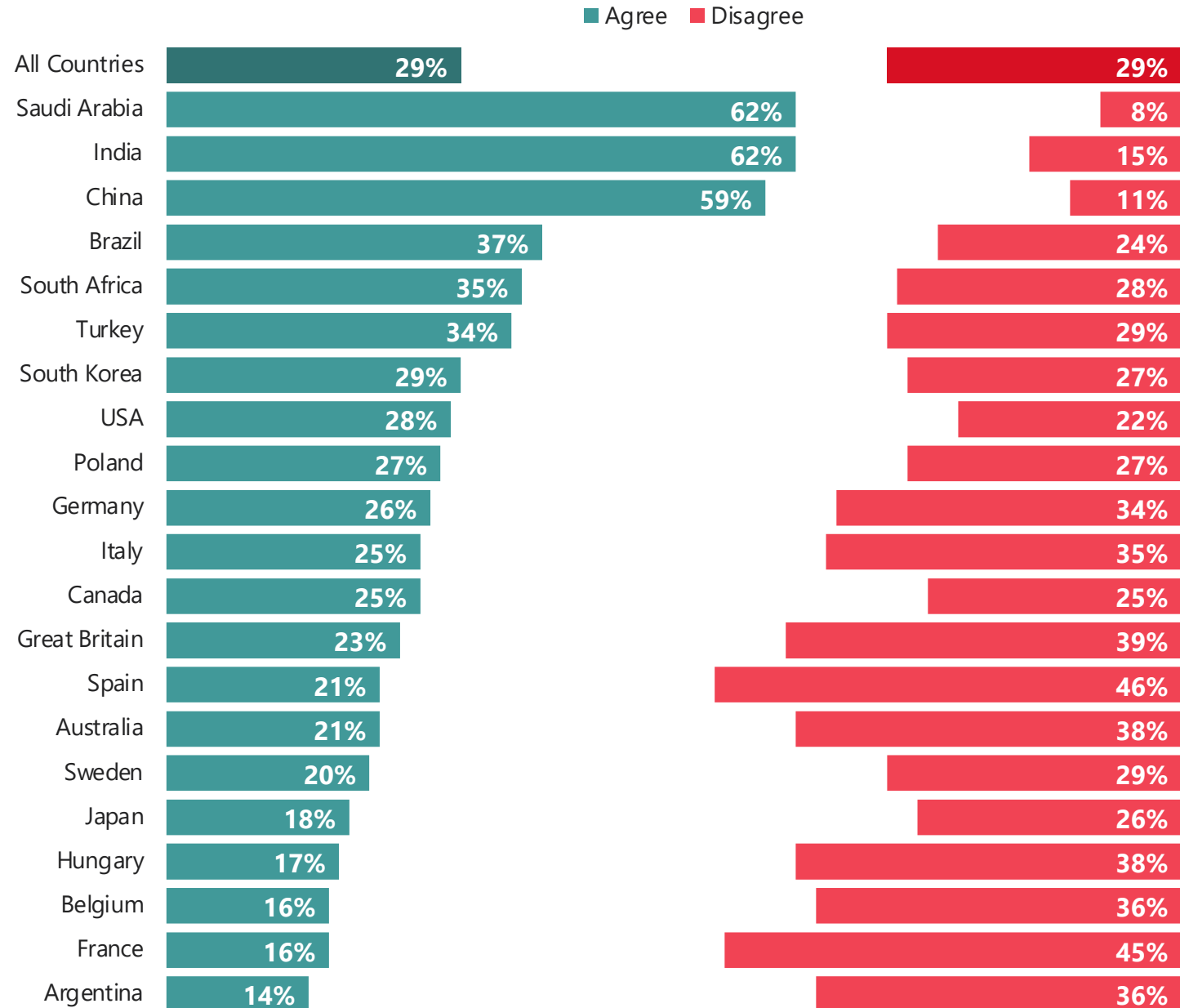
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Financial services - It shares my values

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

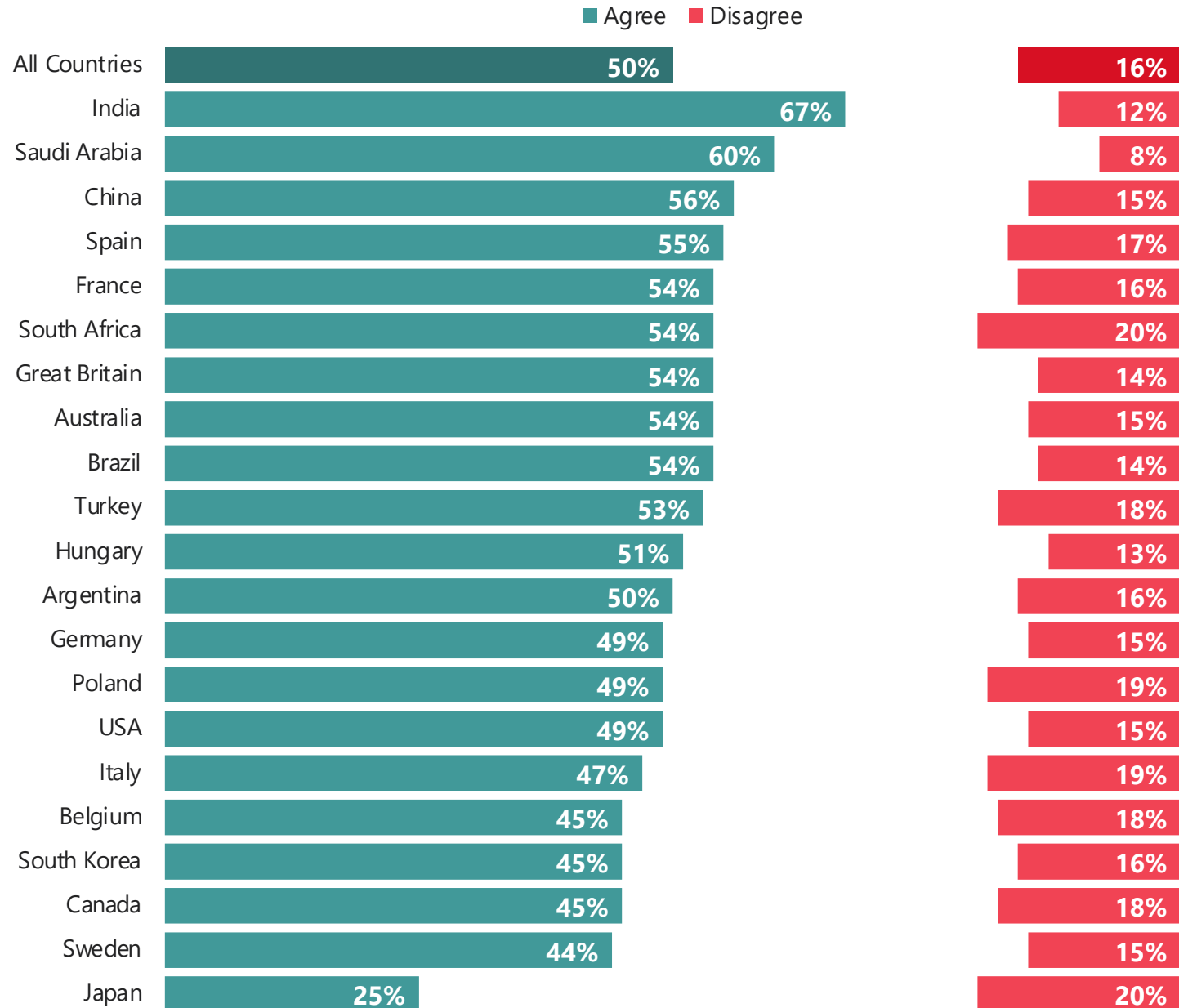
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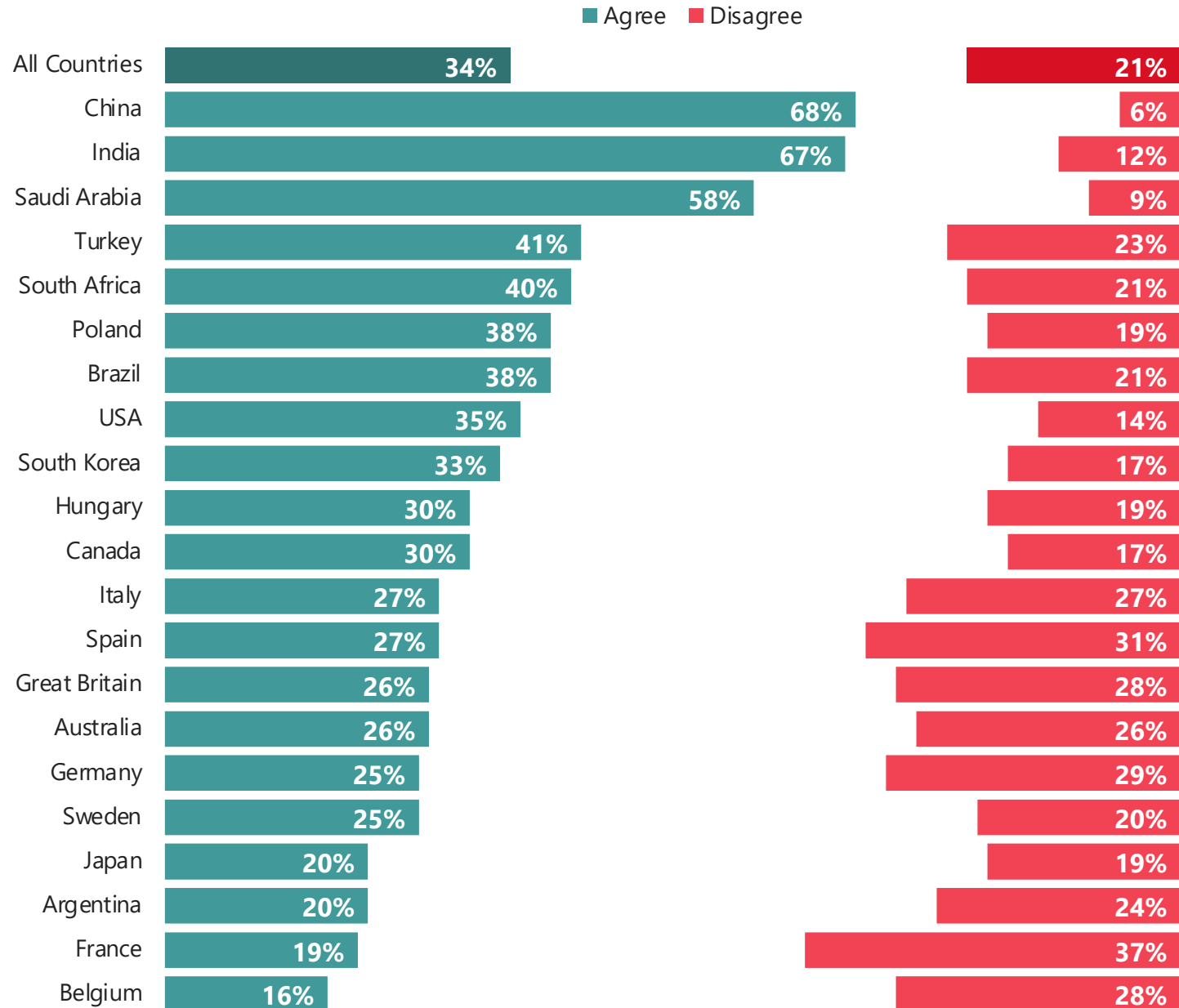
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Financial services - It is environmentally sustainable

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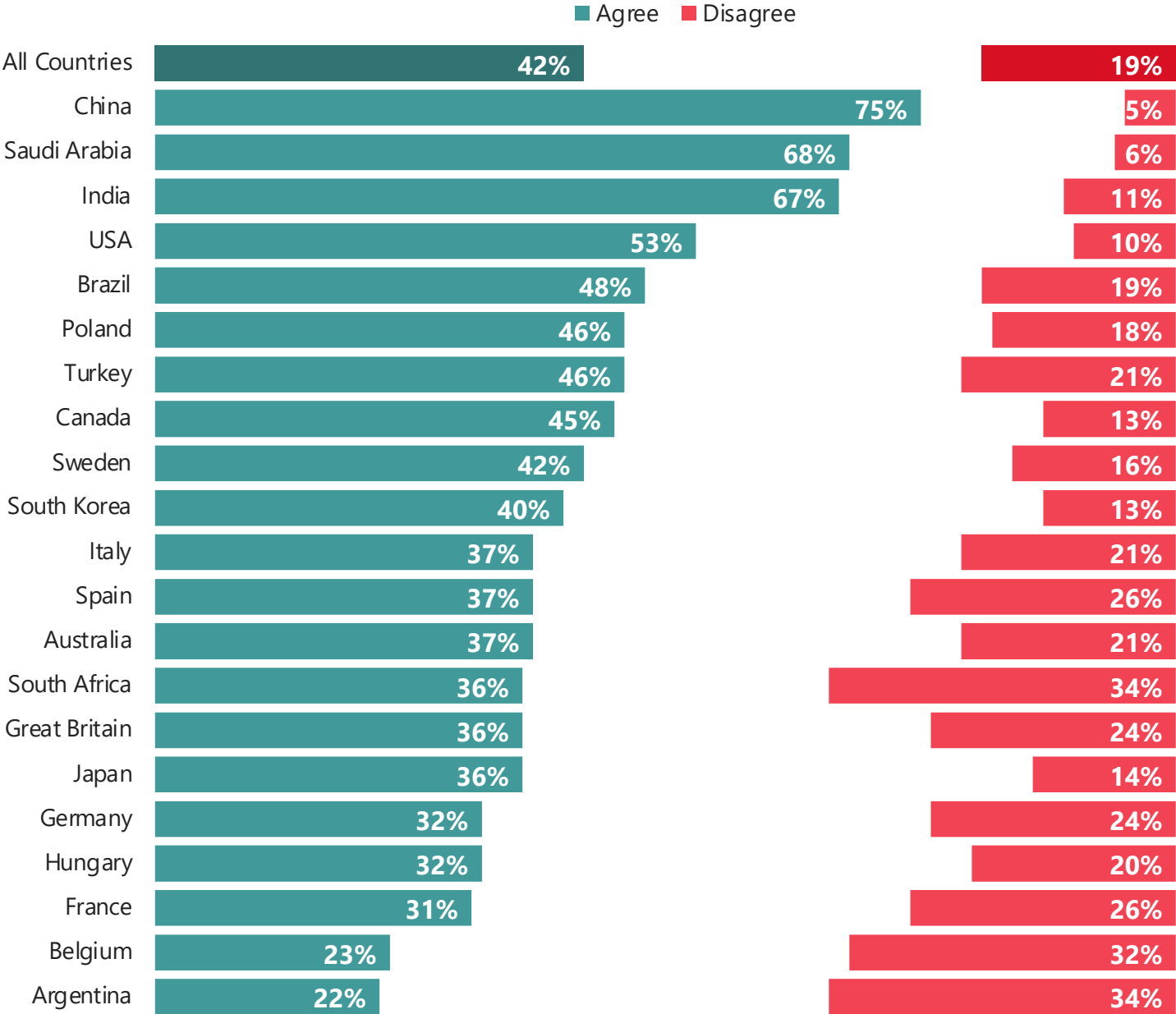


Energy Companies

Energy - It is good at what it does

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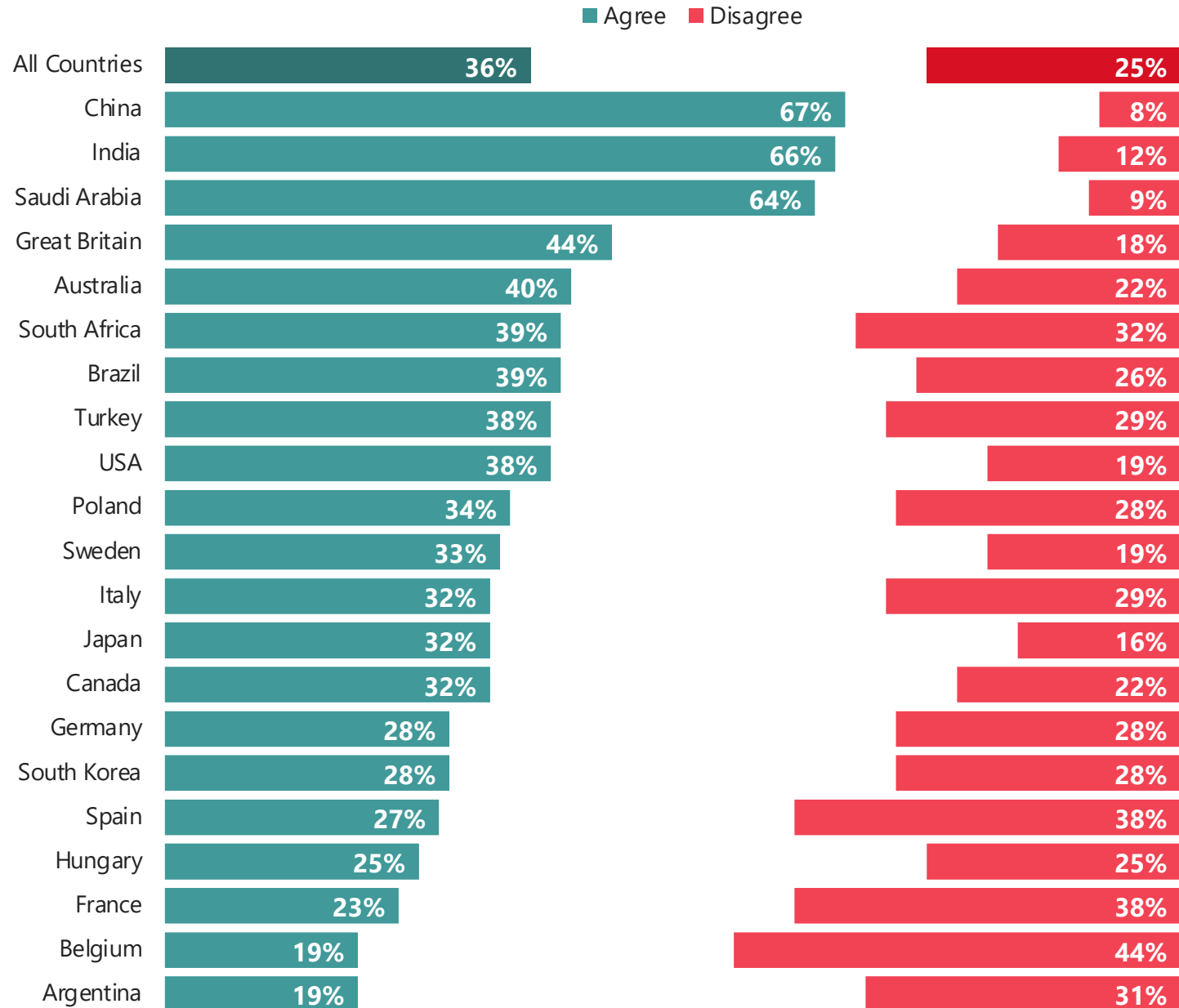


Energy - It does what it does with the best of intentions

Q.

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

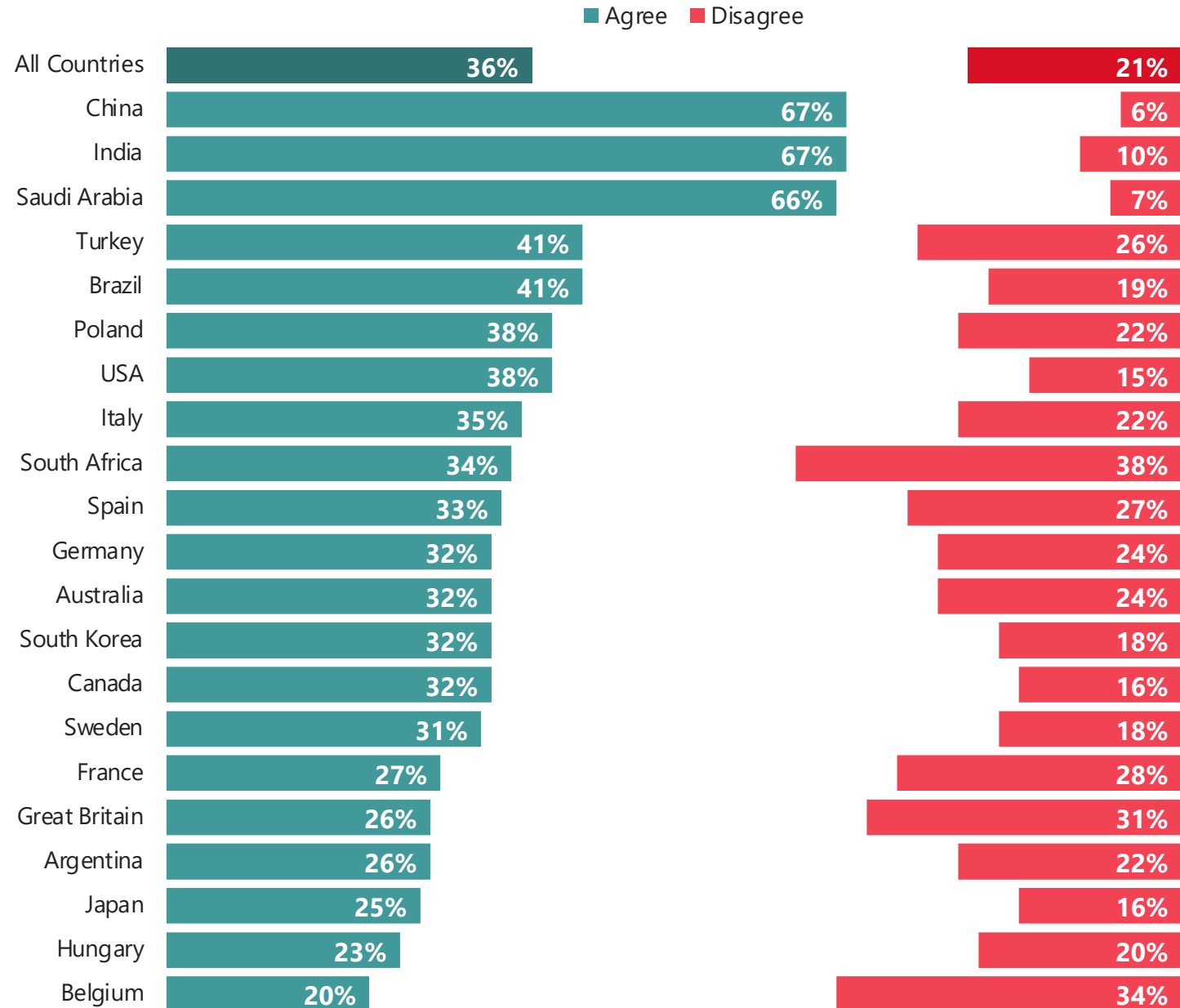
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Energy - It is well led

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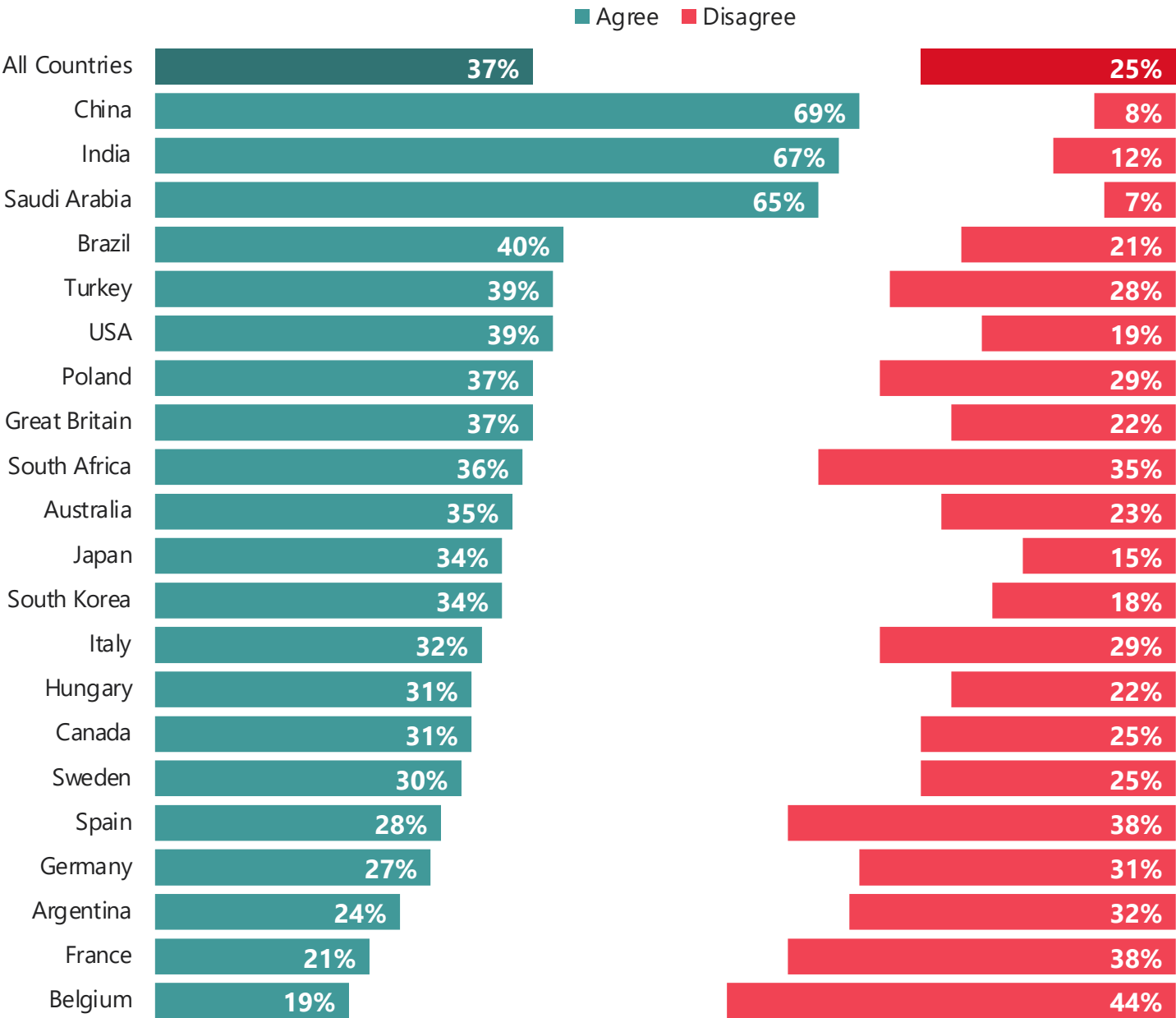
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Energy - It behaves responsibly

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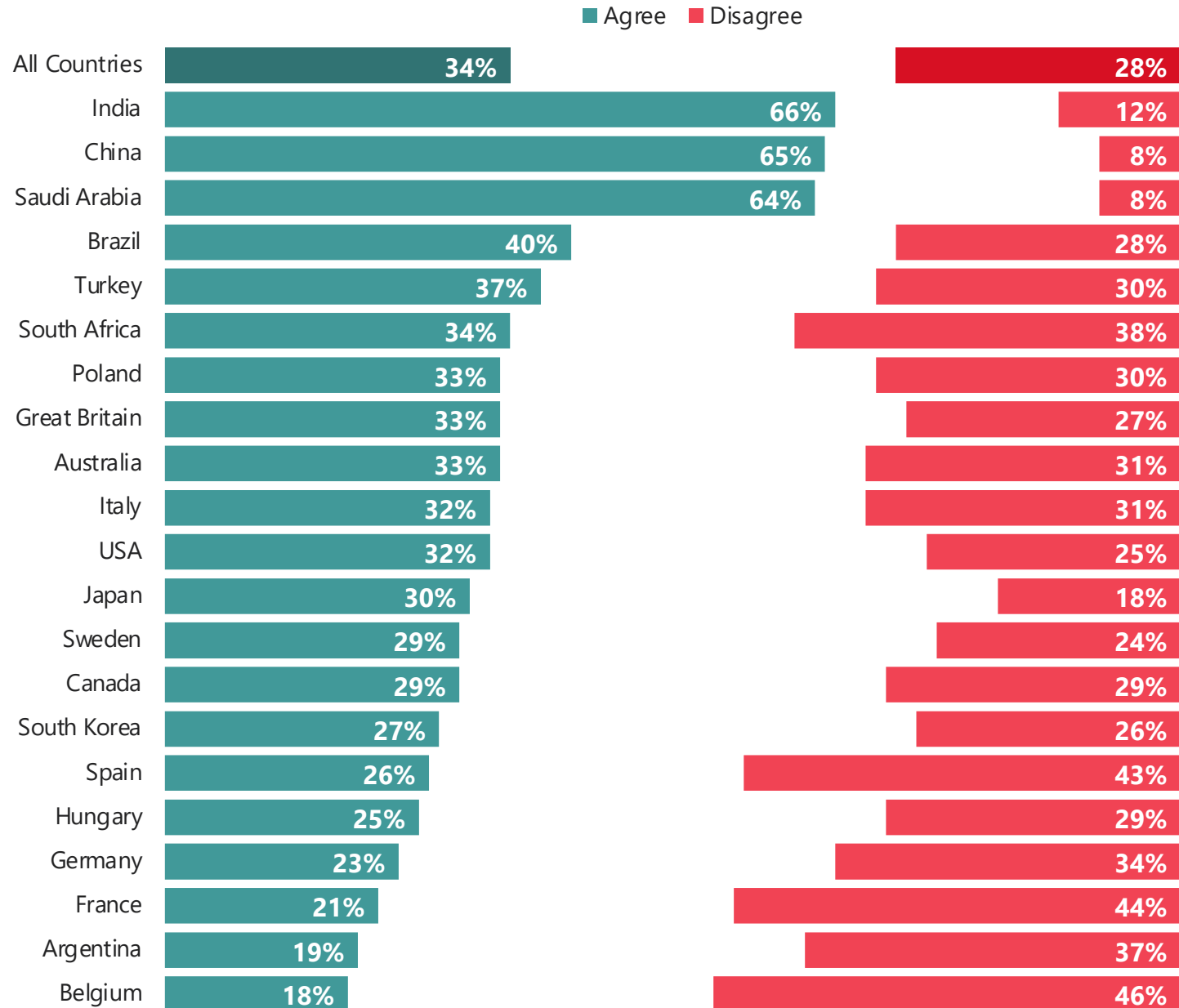


Energy - It is open and transparent about what it does

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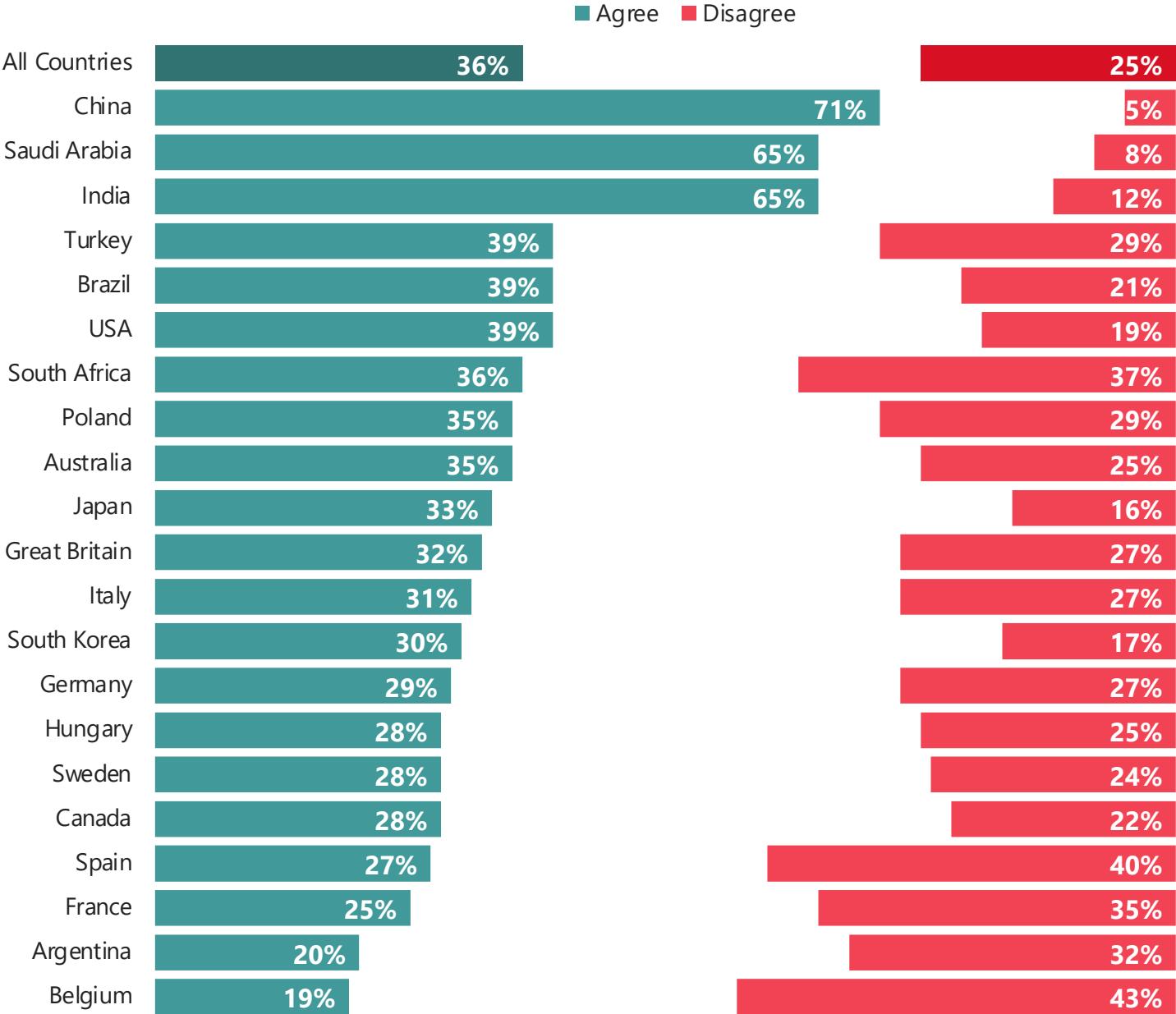
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Energy - It is reliable/keeps its promises

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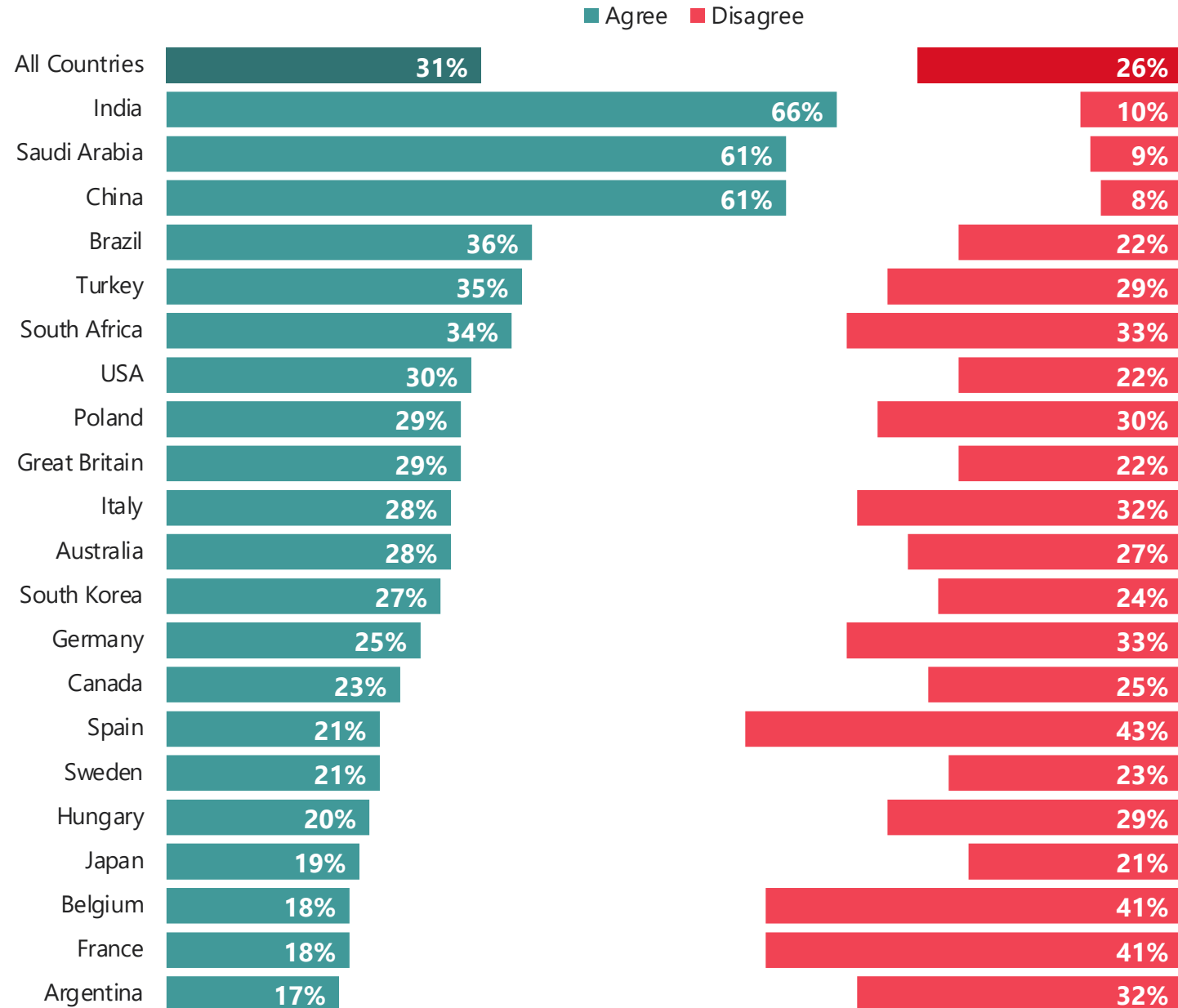
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Energy - It shares my values

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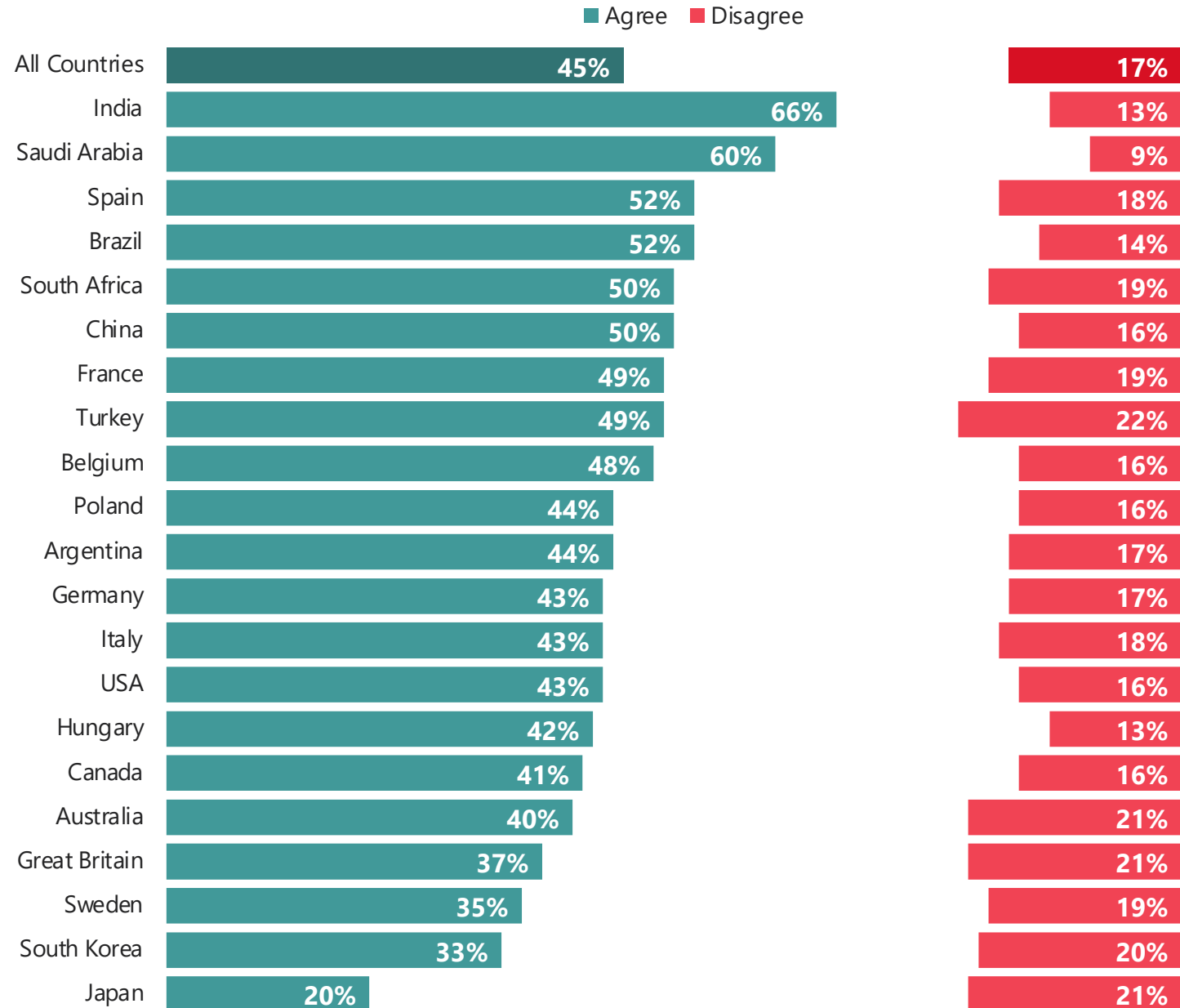


Energy - It would try to take advantage of me if it could

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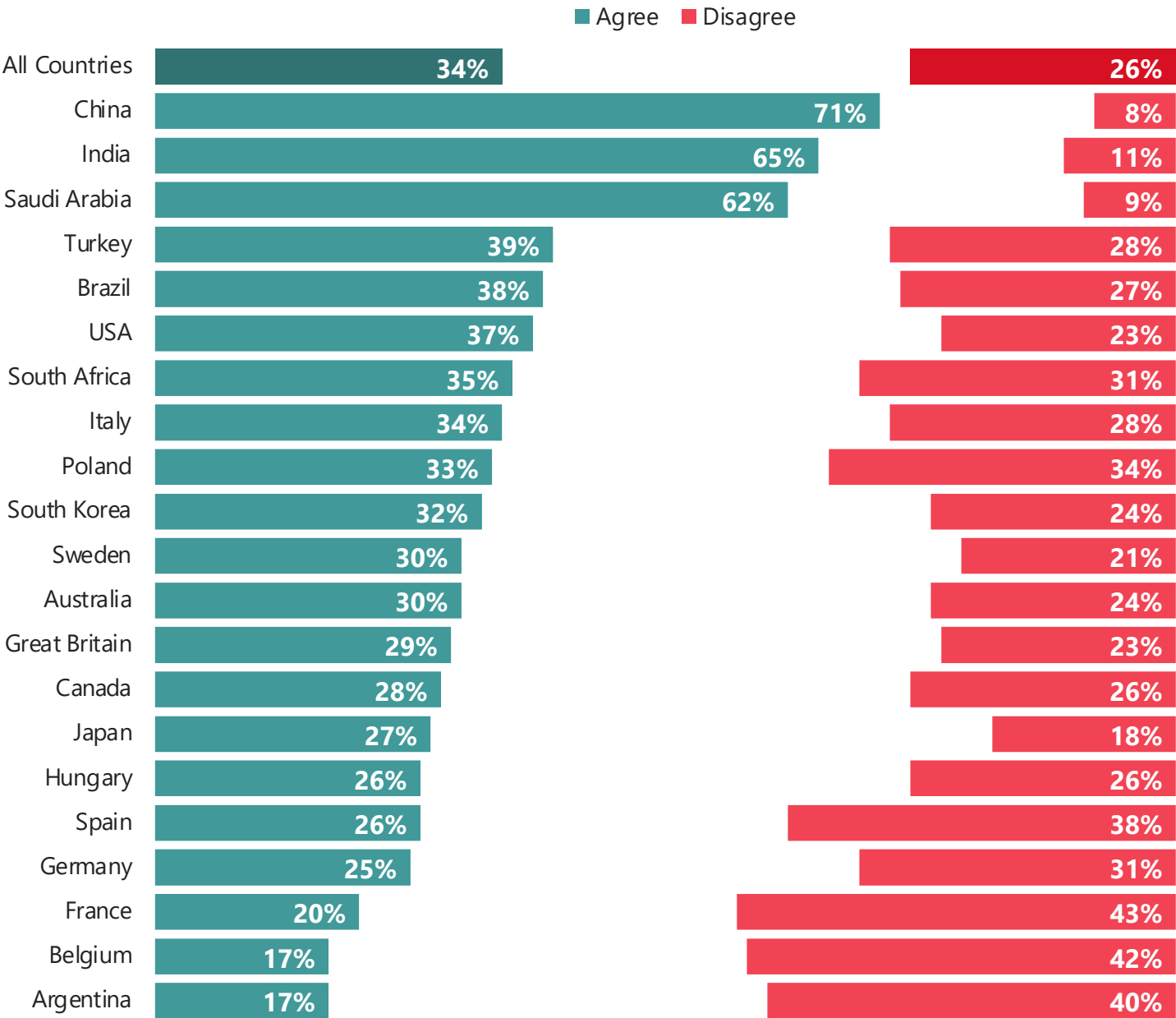
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Energy - It is environmentally sustainable

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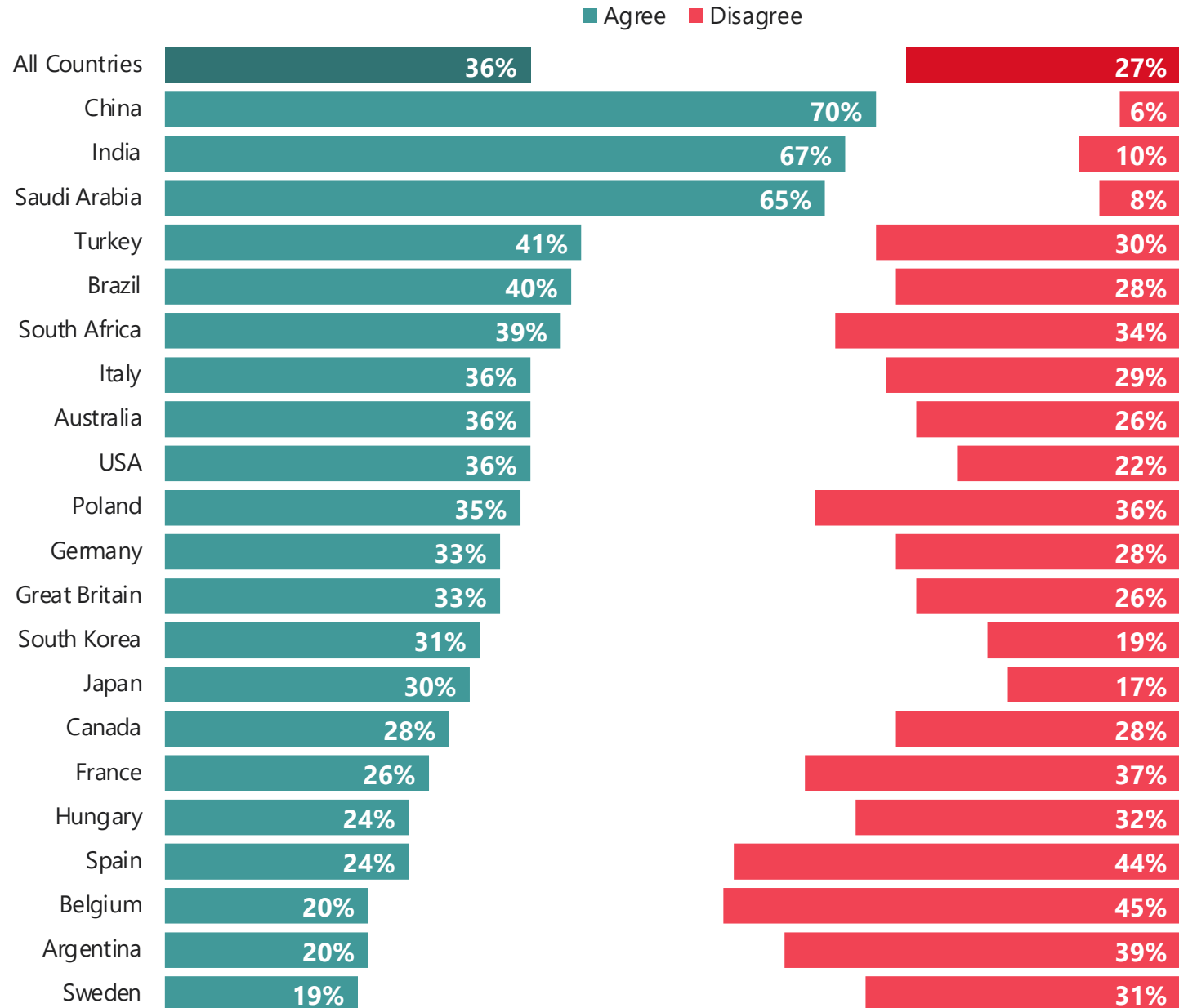


Energy - If it provides good value for price

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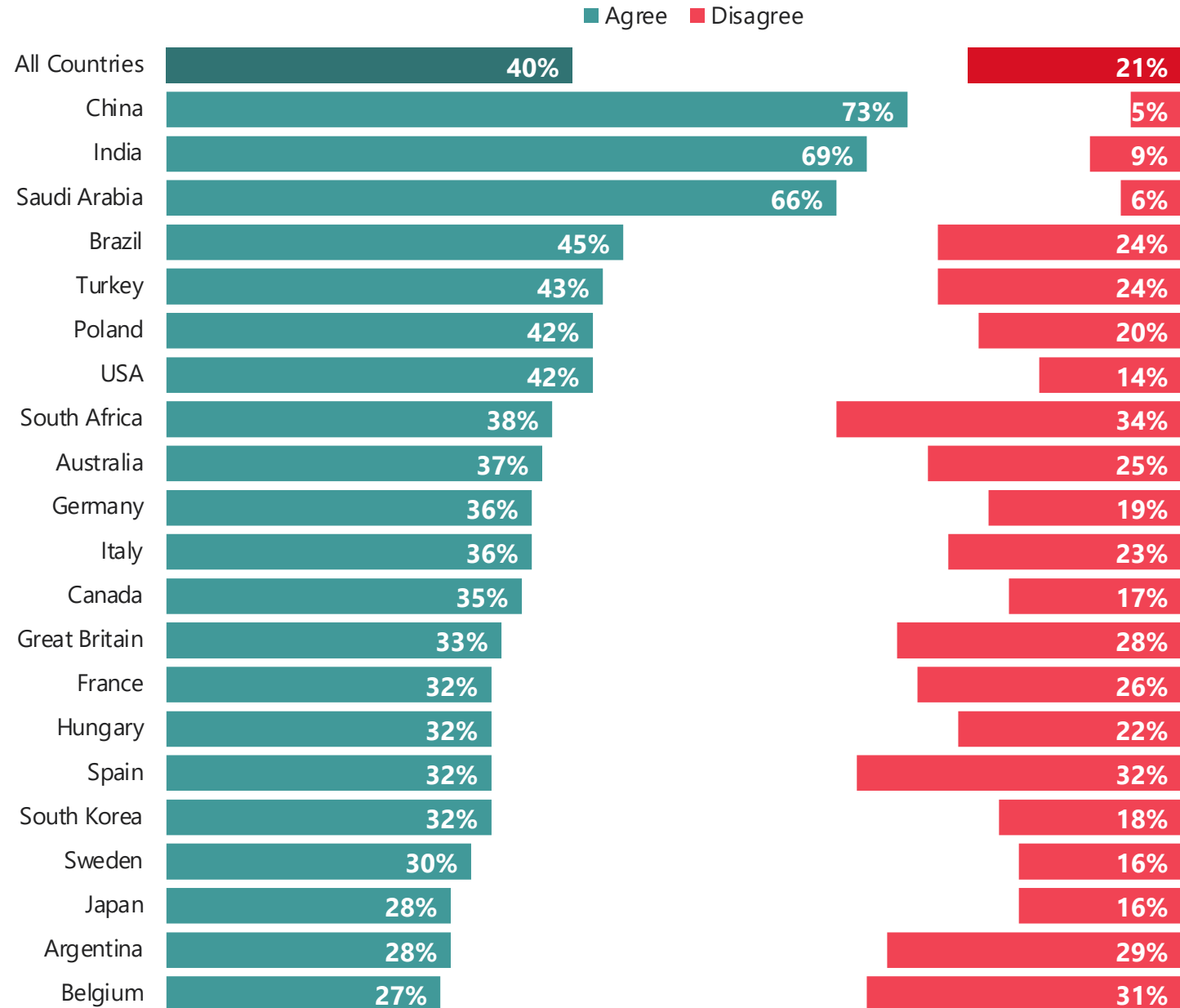
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Energy - If it provides good customer service

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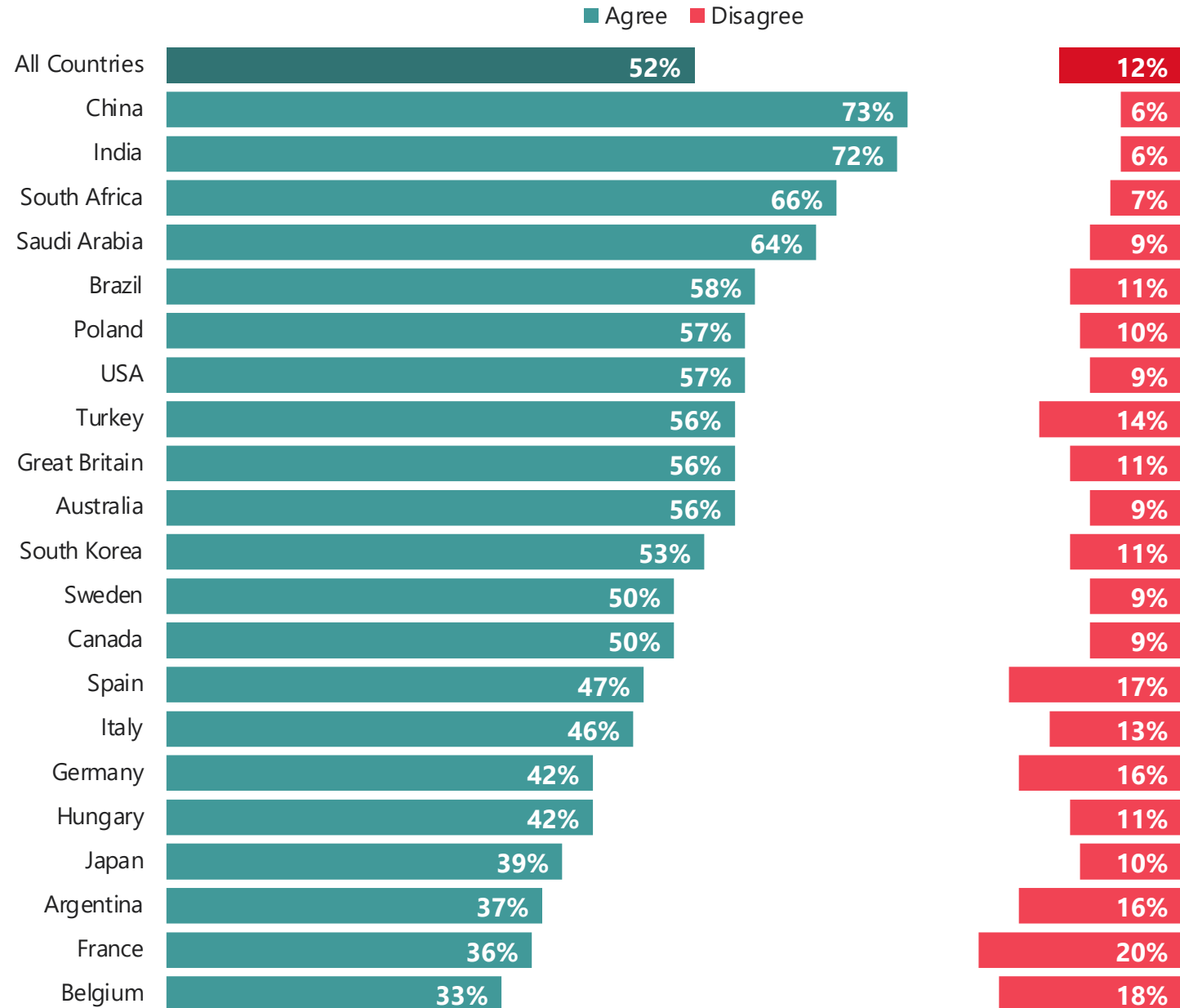
Technology Companies

Technology companies - It is good at what it does

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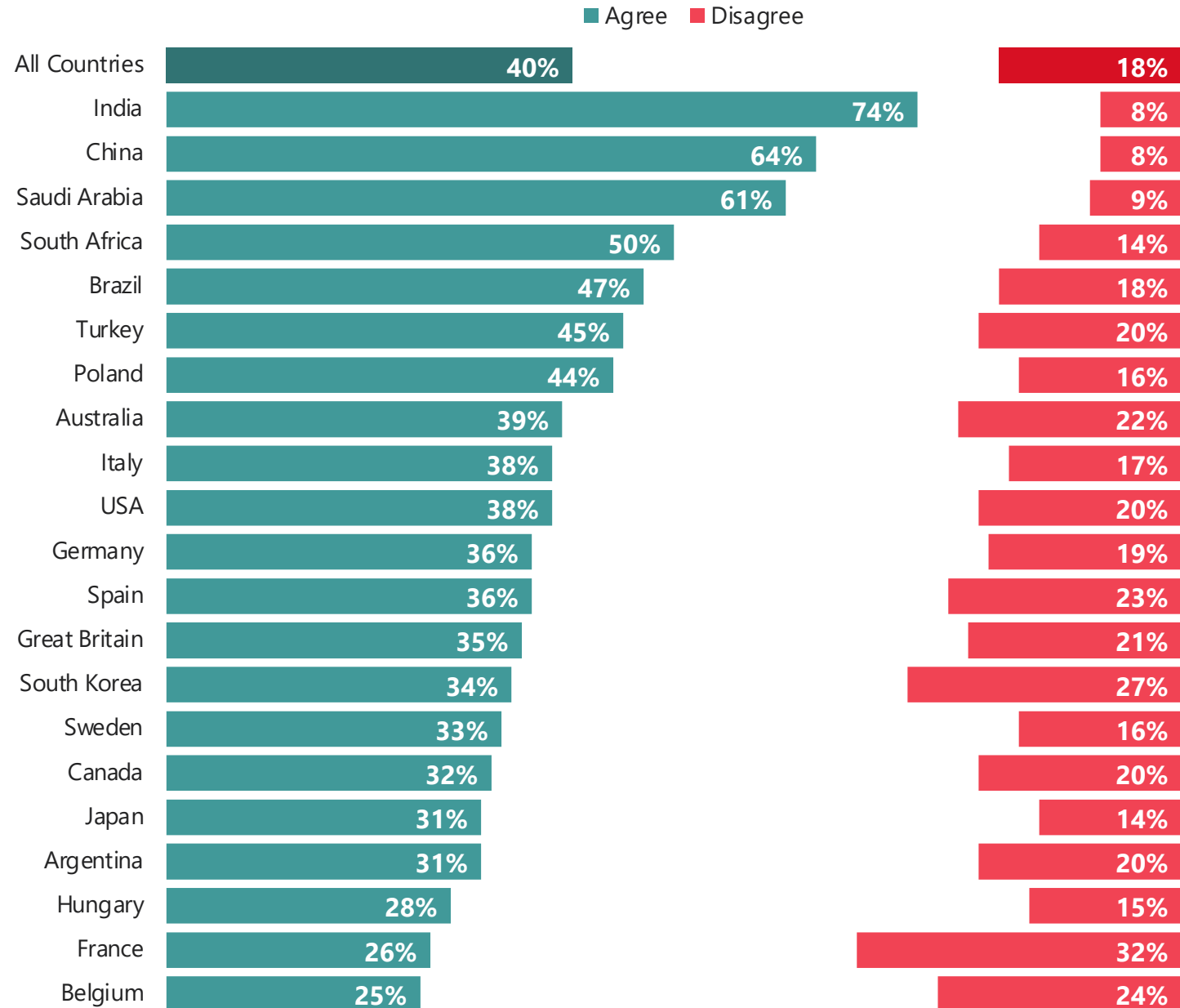


Technology companies - It does what it does with the best of intentions

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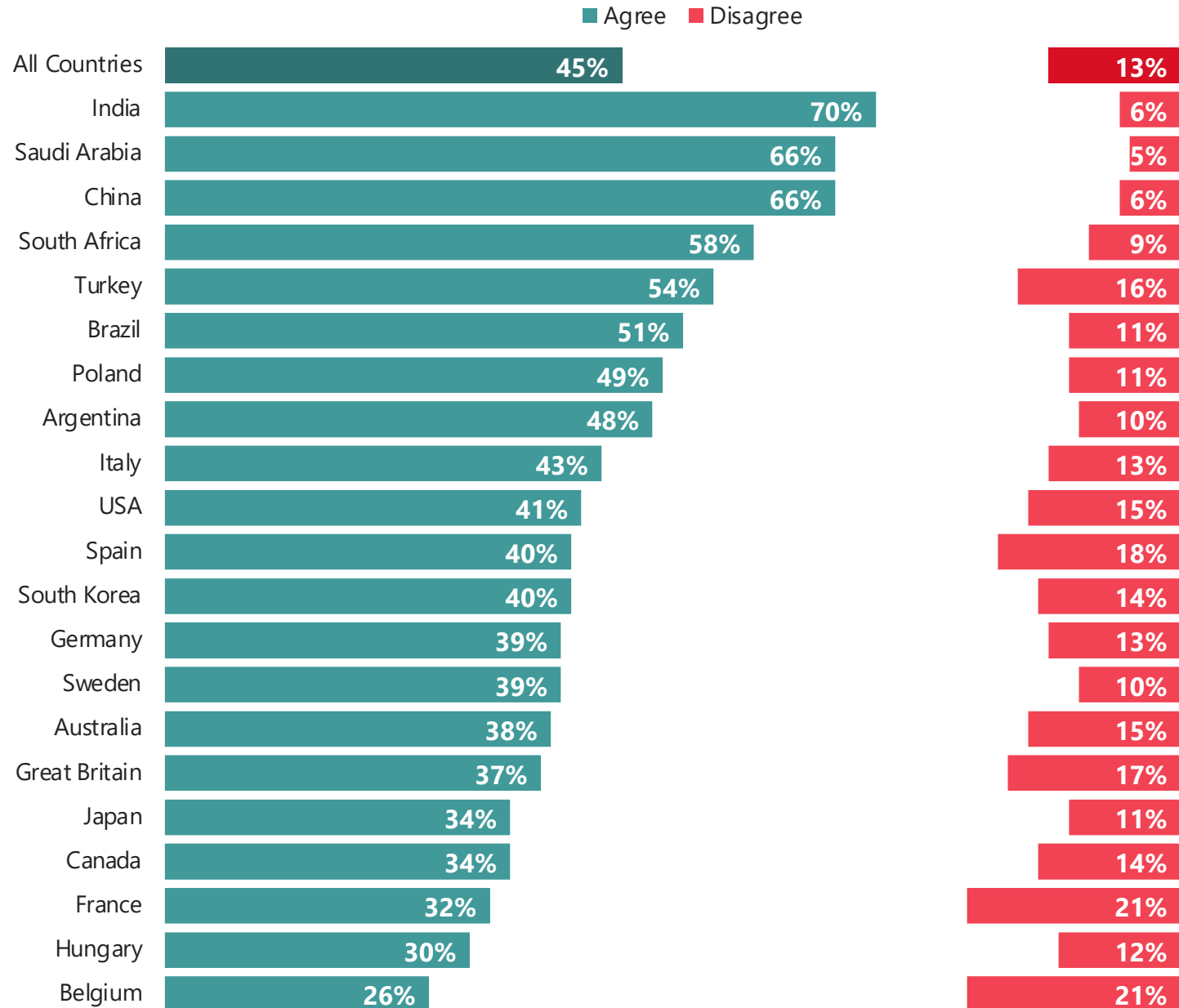


Technology companies - It is well led

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Technology companies - It behaves responsibly

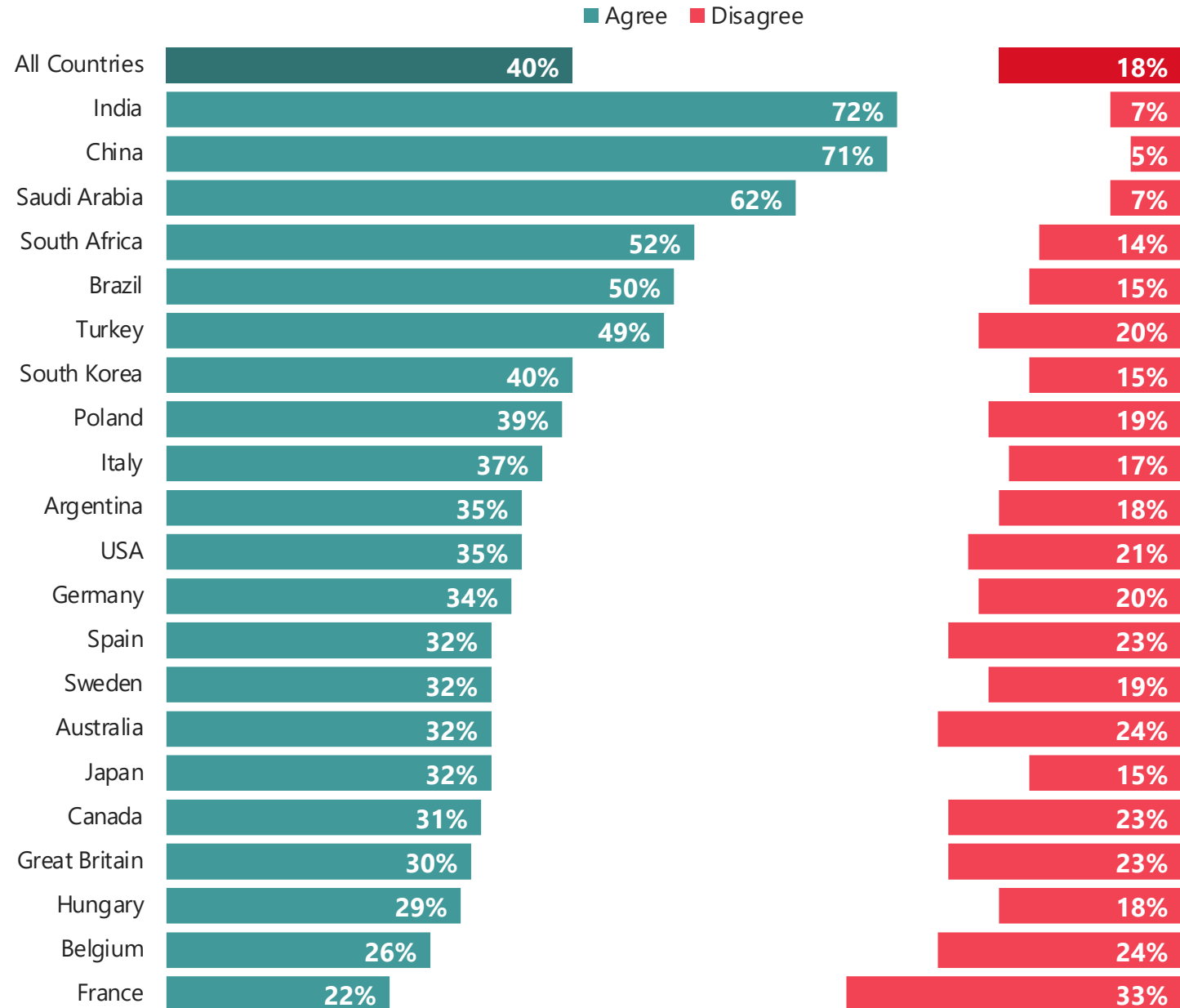
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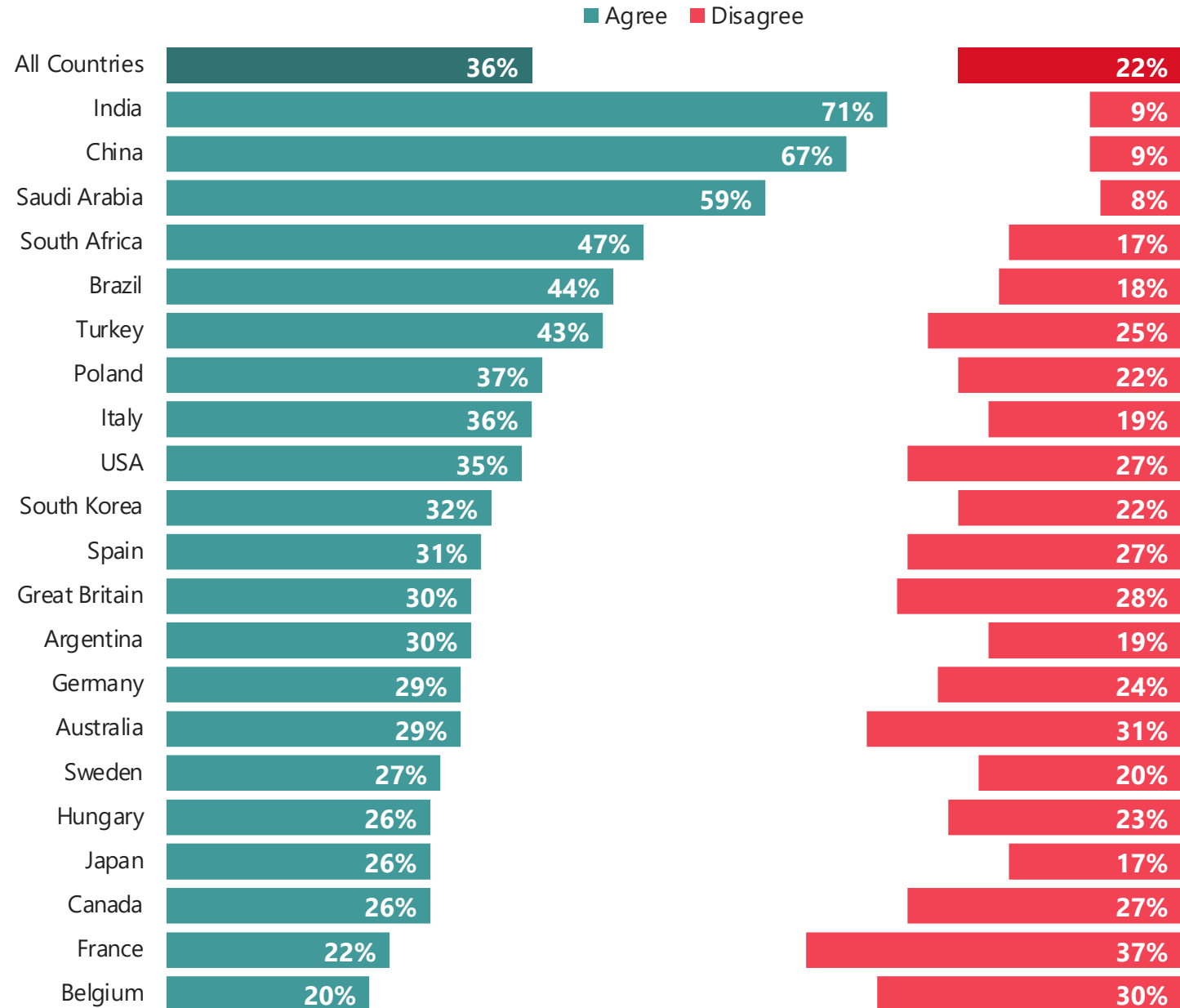


Technology companies - It is open and transparent about what it does

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Technology companies - It is reliable/keeps its promises

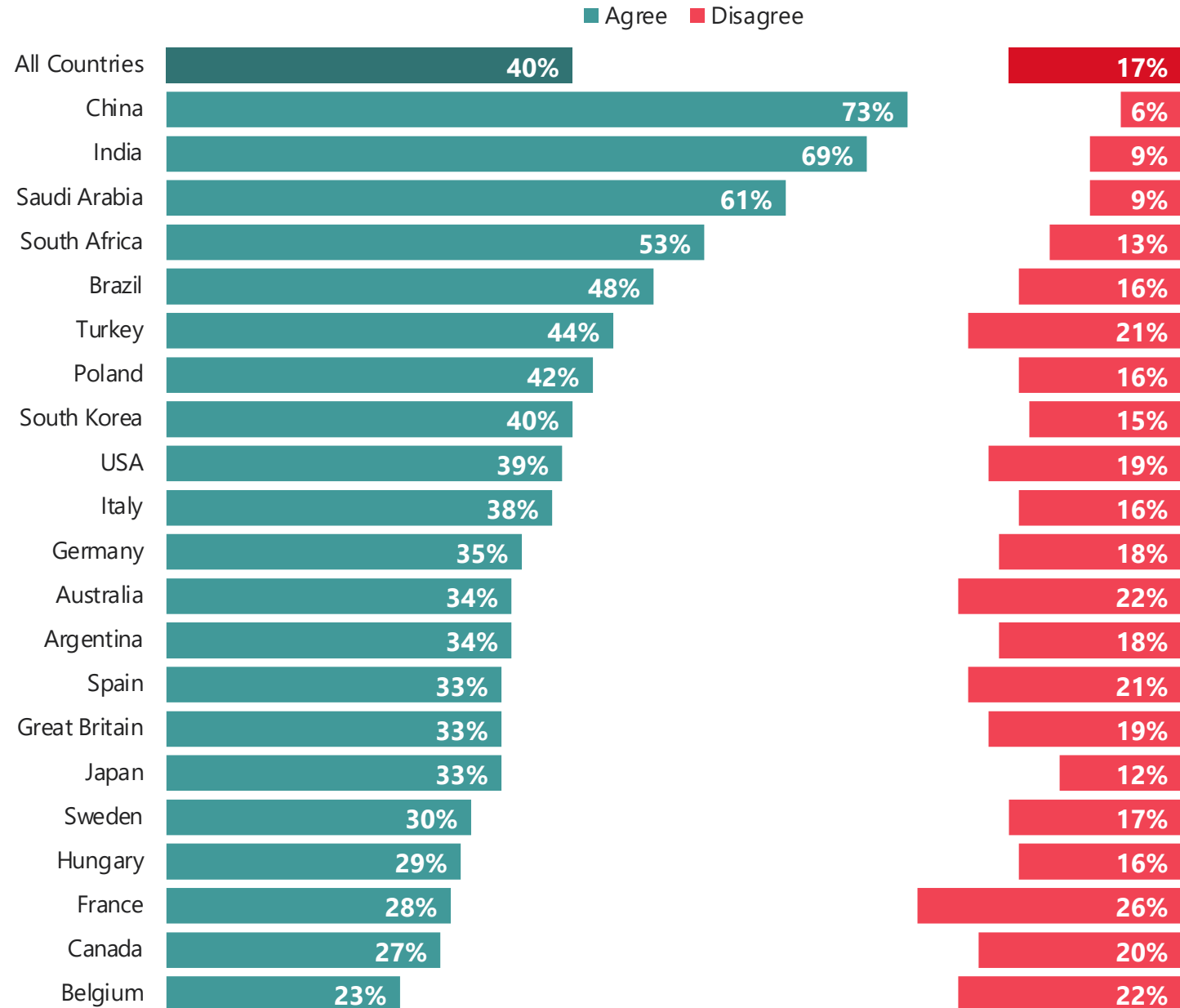
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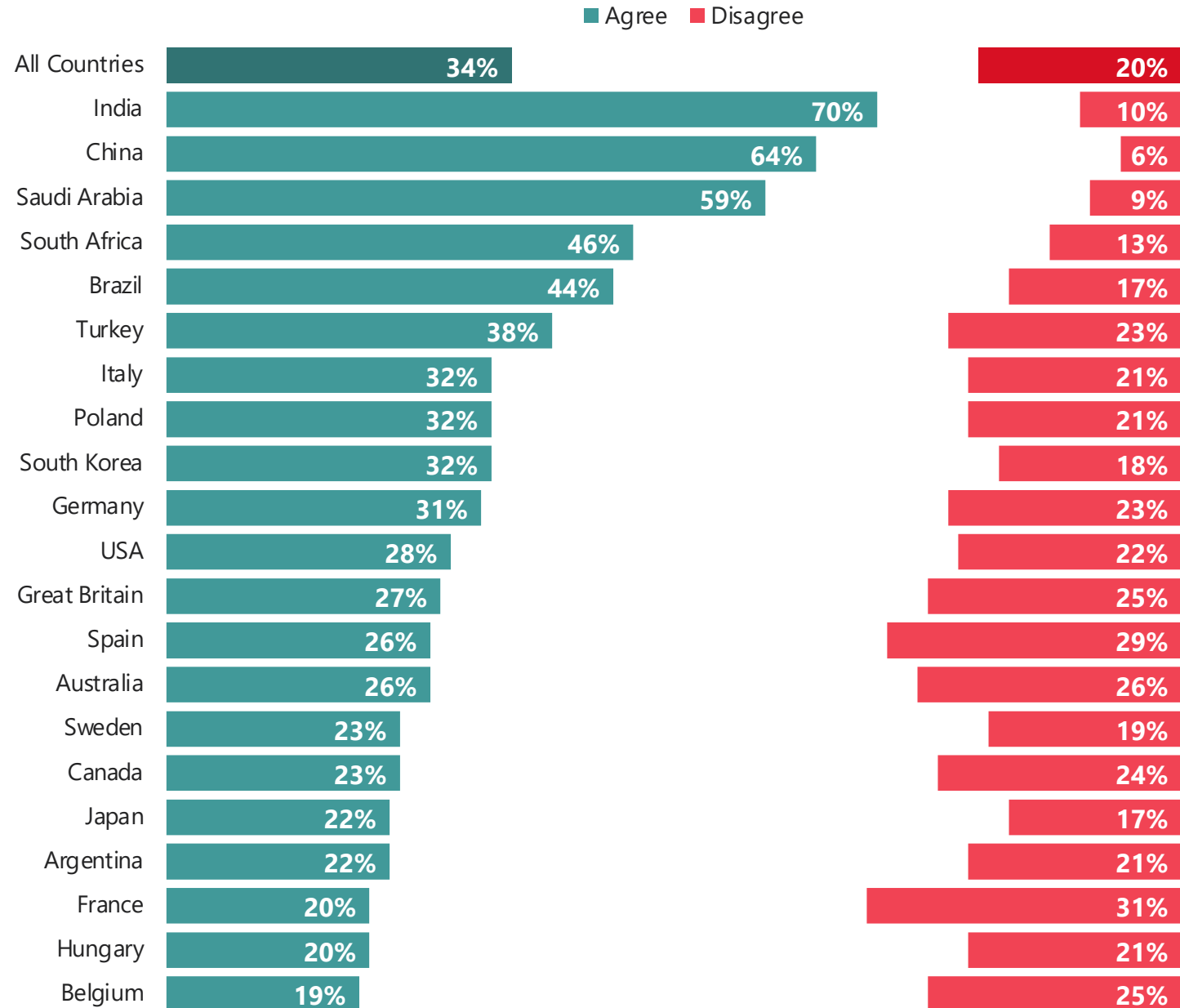


Technology companies - It shares my values

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

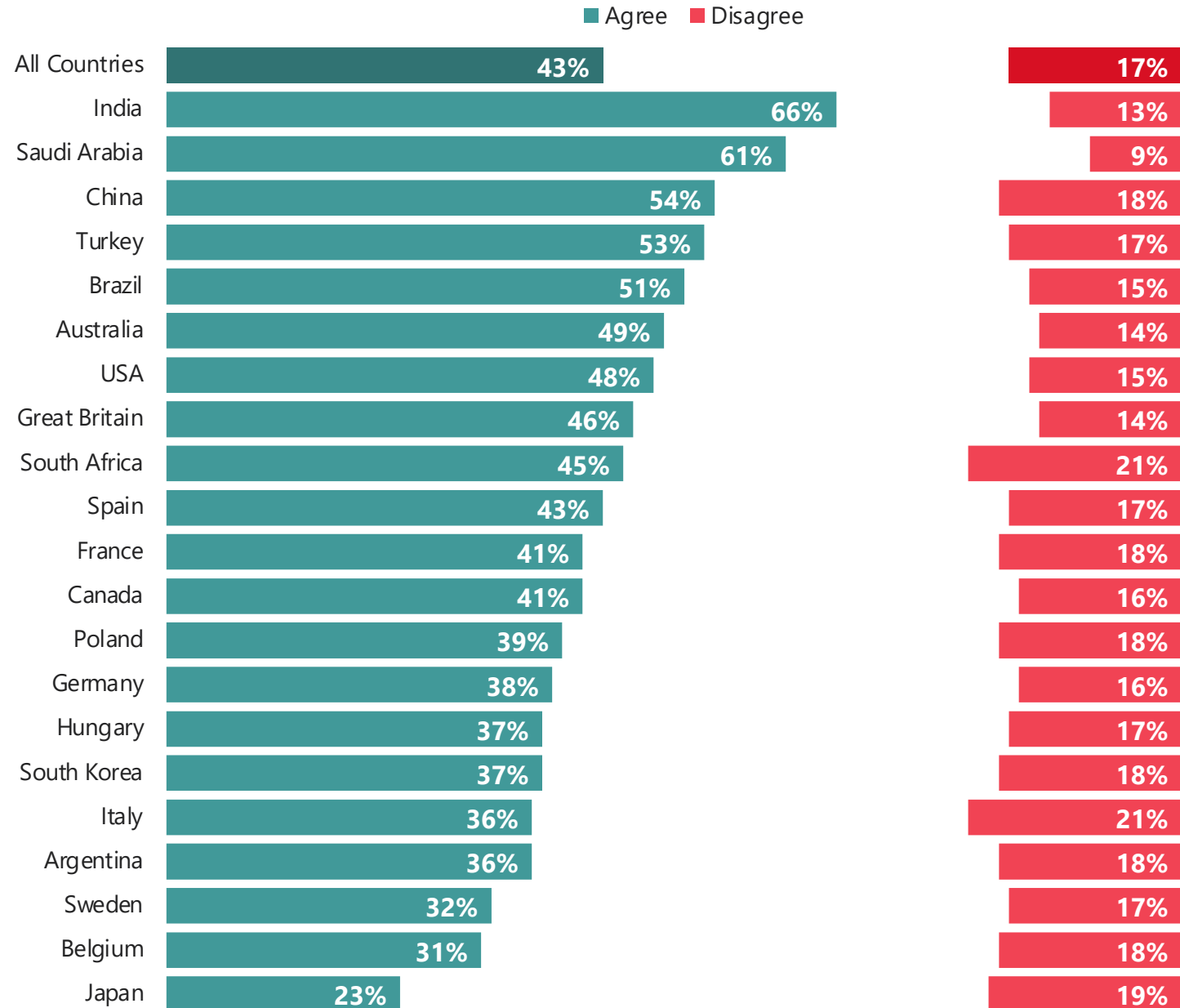
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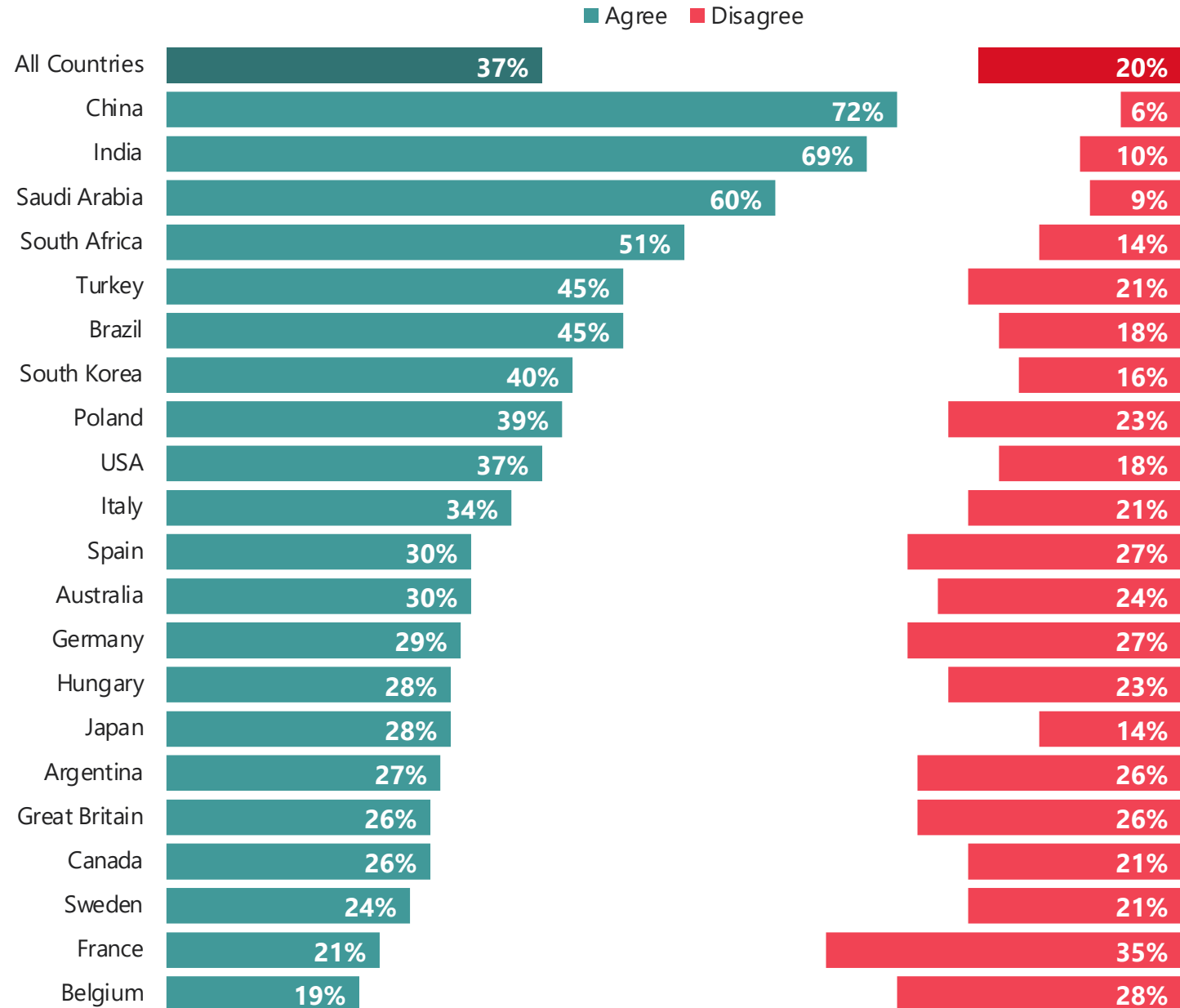


Technology companies - It is environmentally sustainable

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Pharmaceutical Companies

Pharmaceuticals - It is good at what it does

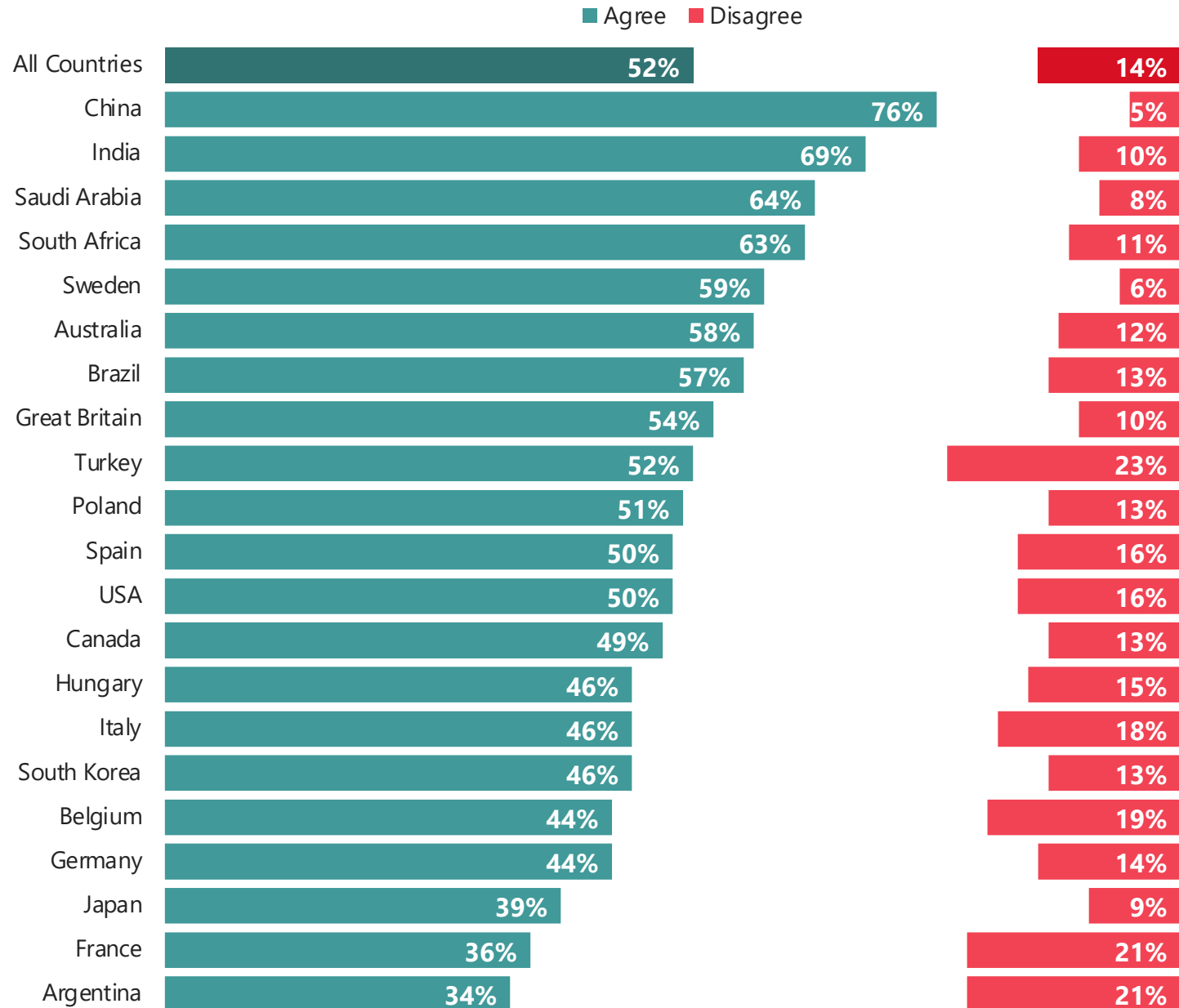
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Pharmaceuticals - It does what it does with the best of intentions

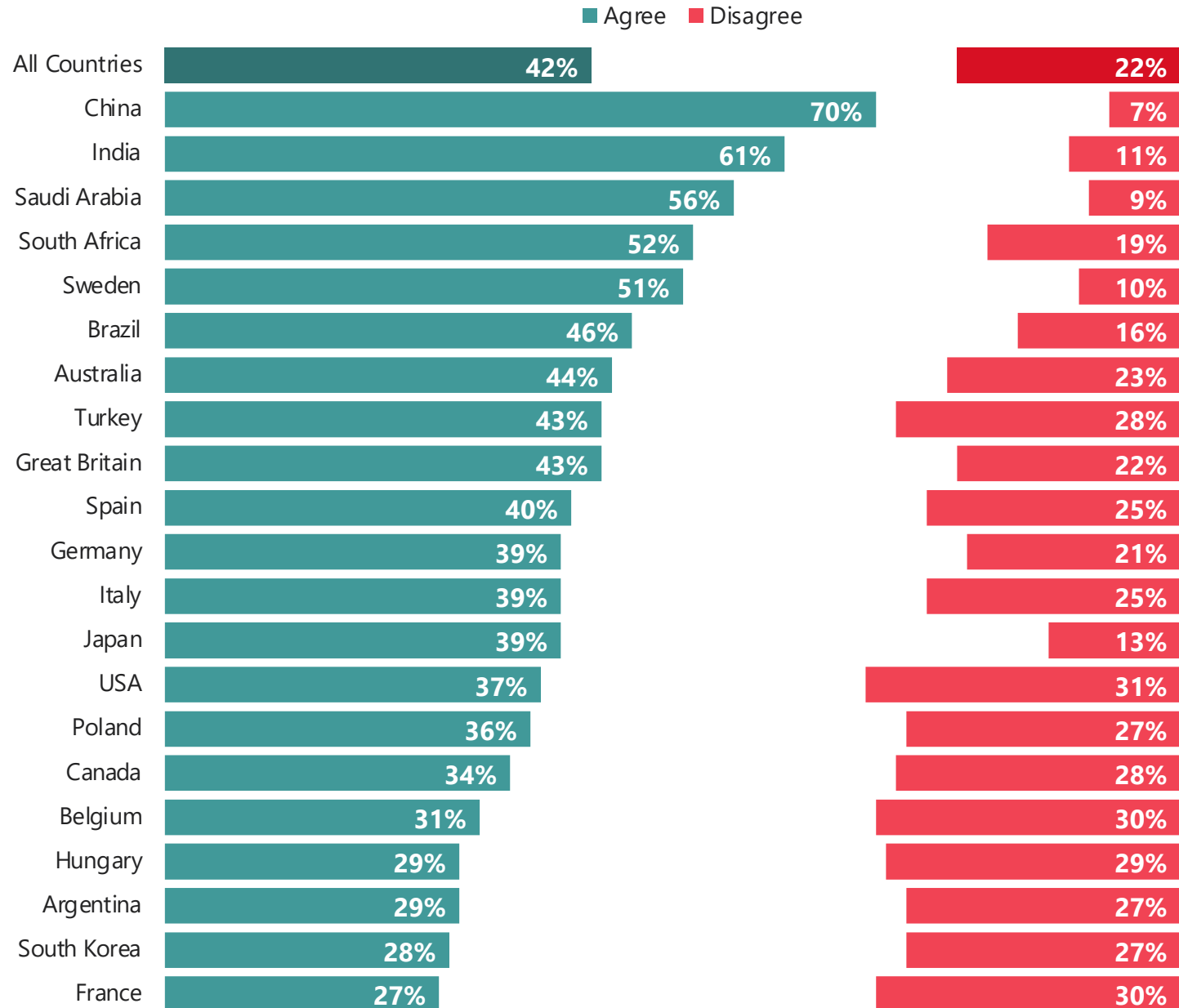
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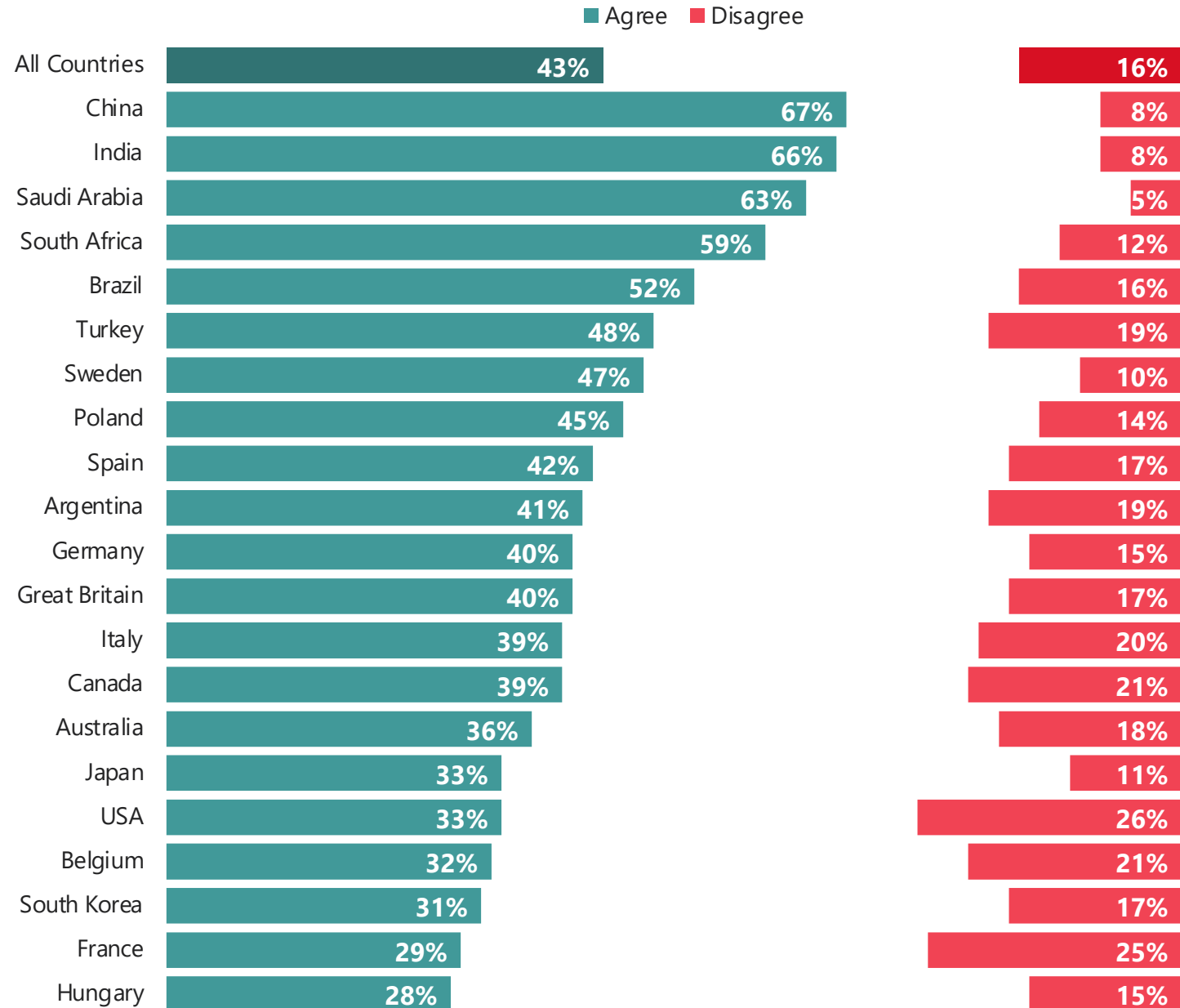
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Pharmaceuticals - It is well led

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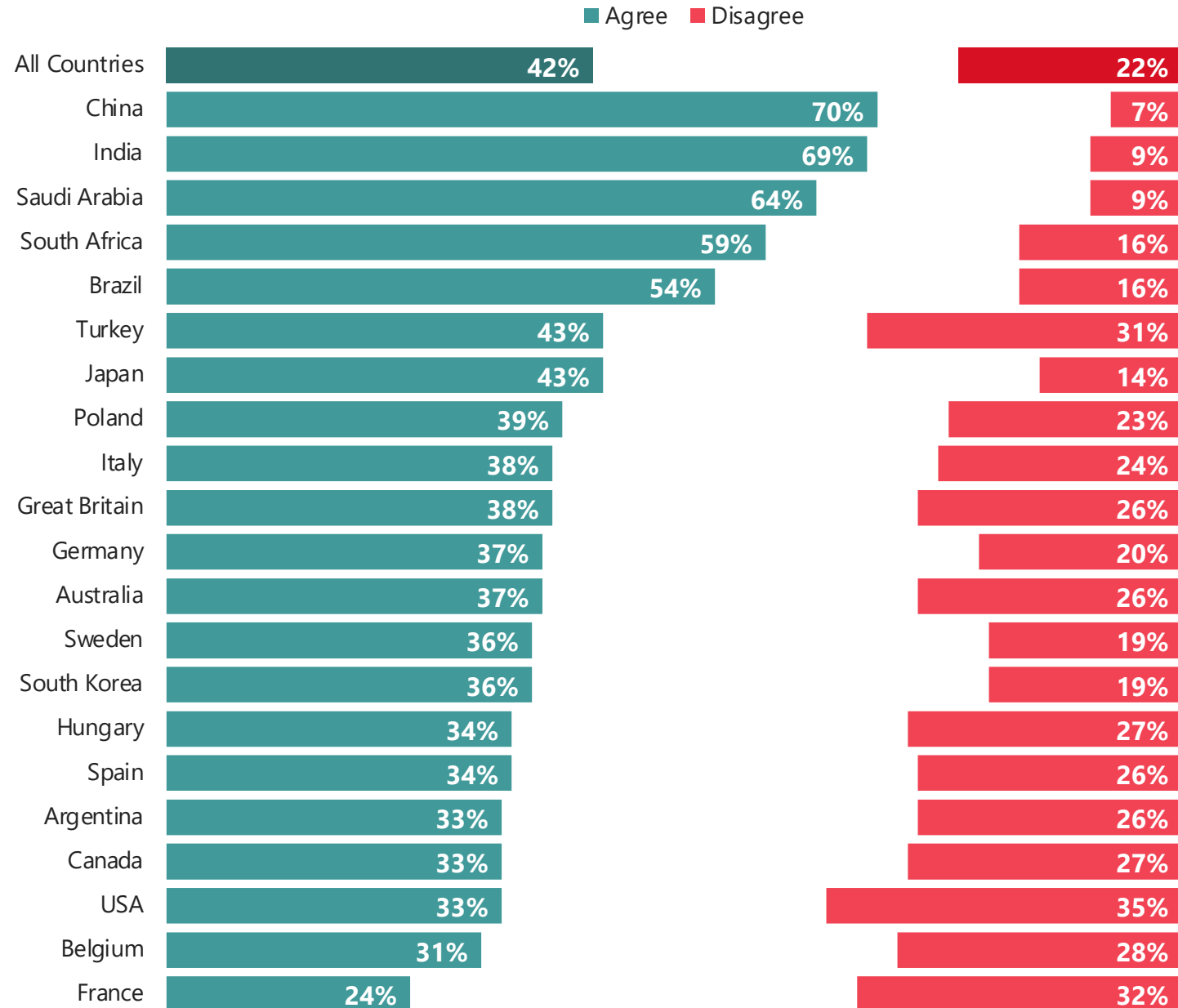
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Pharmaceuticals - It behaves responsibly

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Pharmaceuticals - It is open and transparent about what it does

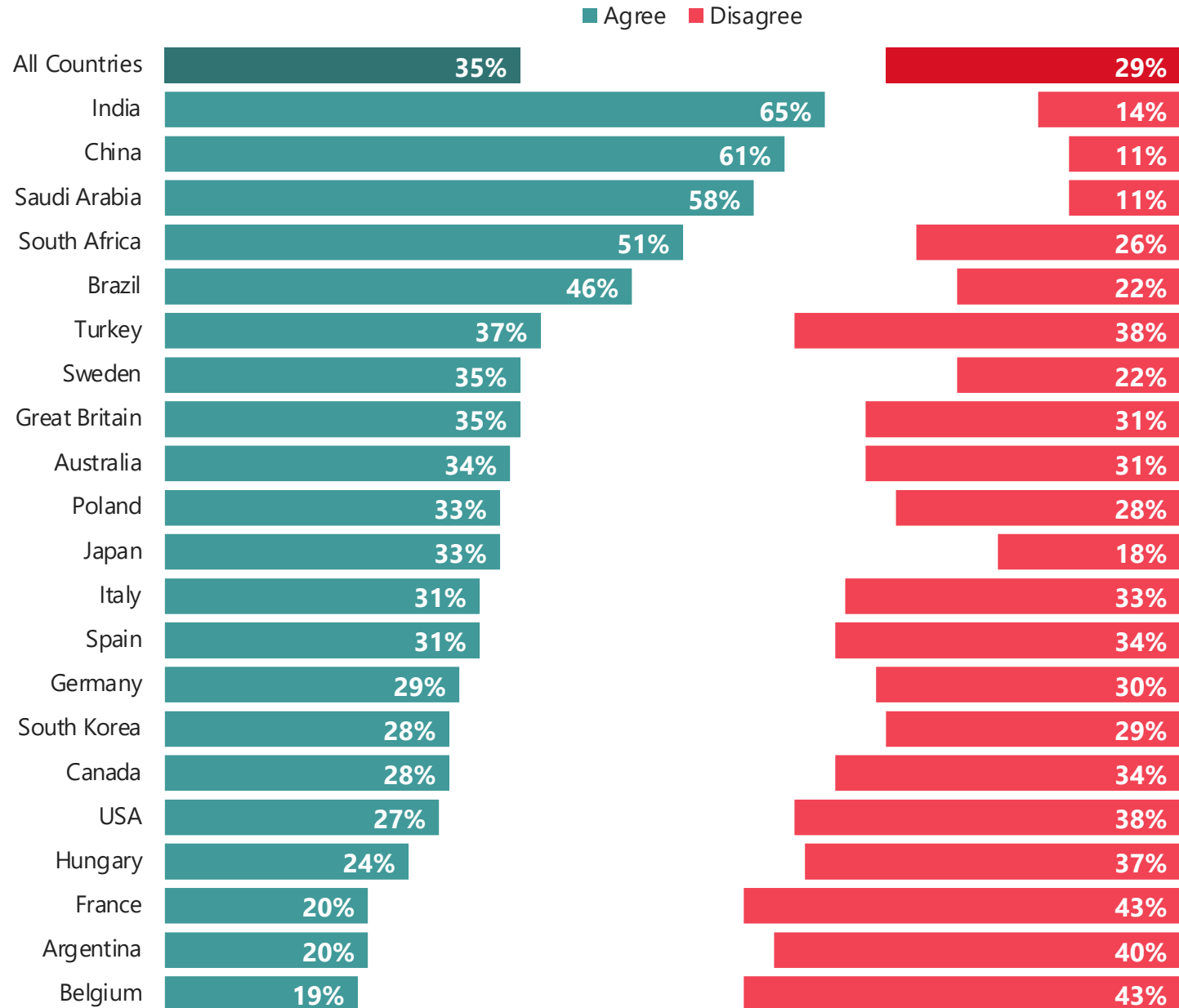
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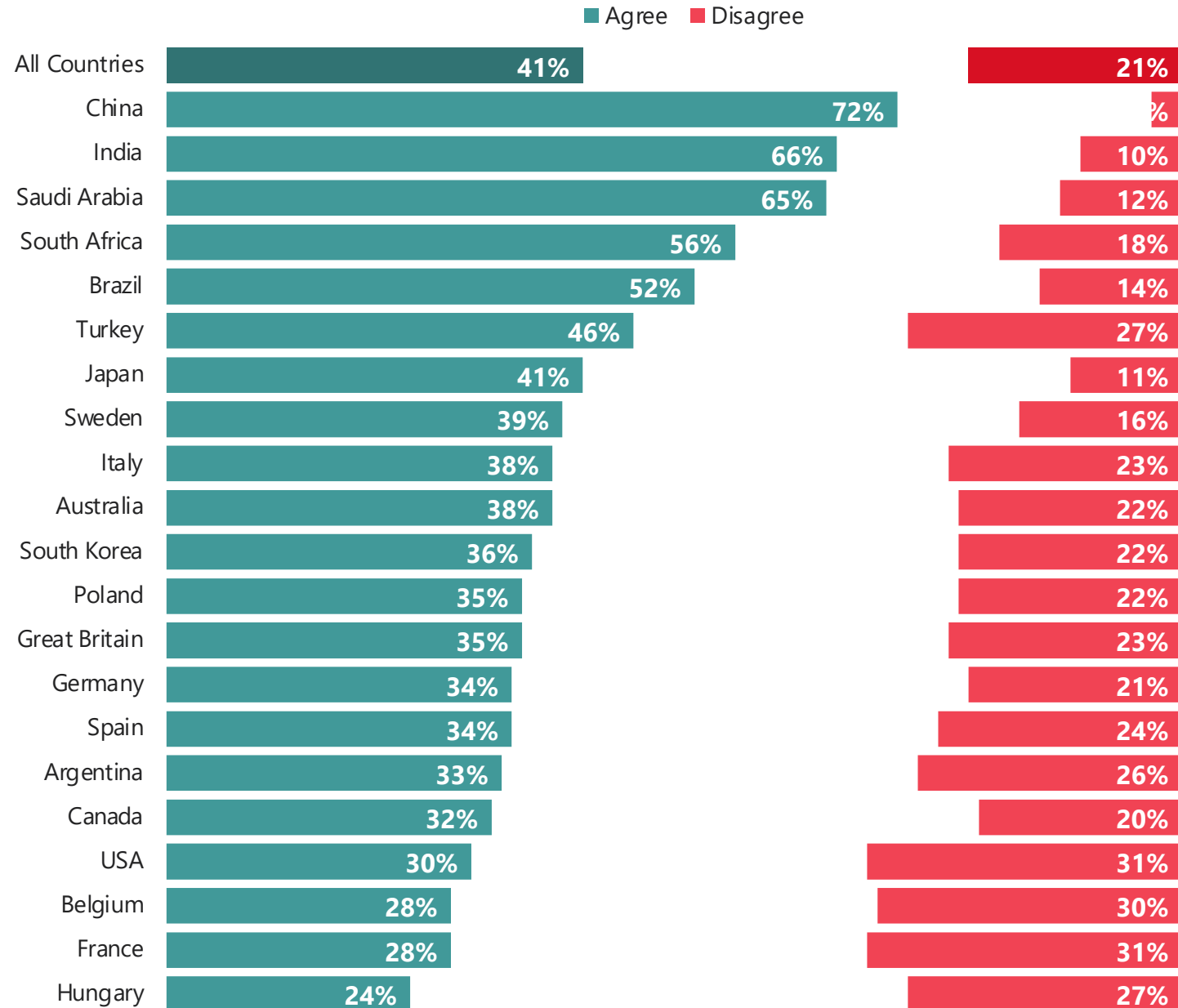
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Pharmaceuticals - It is reliable/keeps its promises

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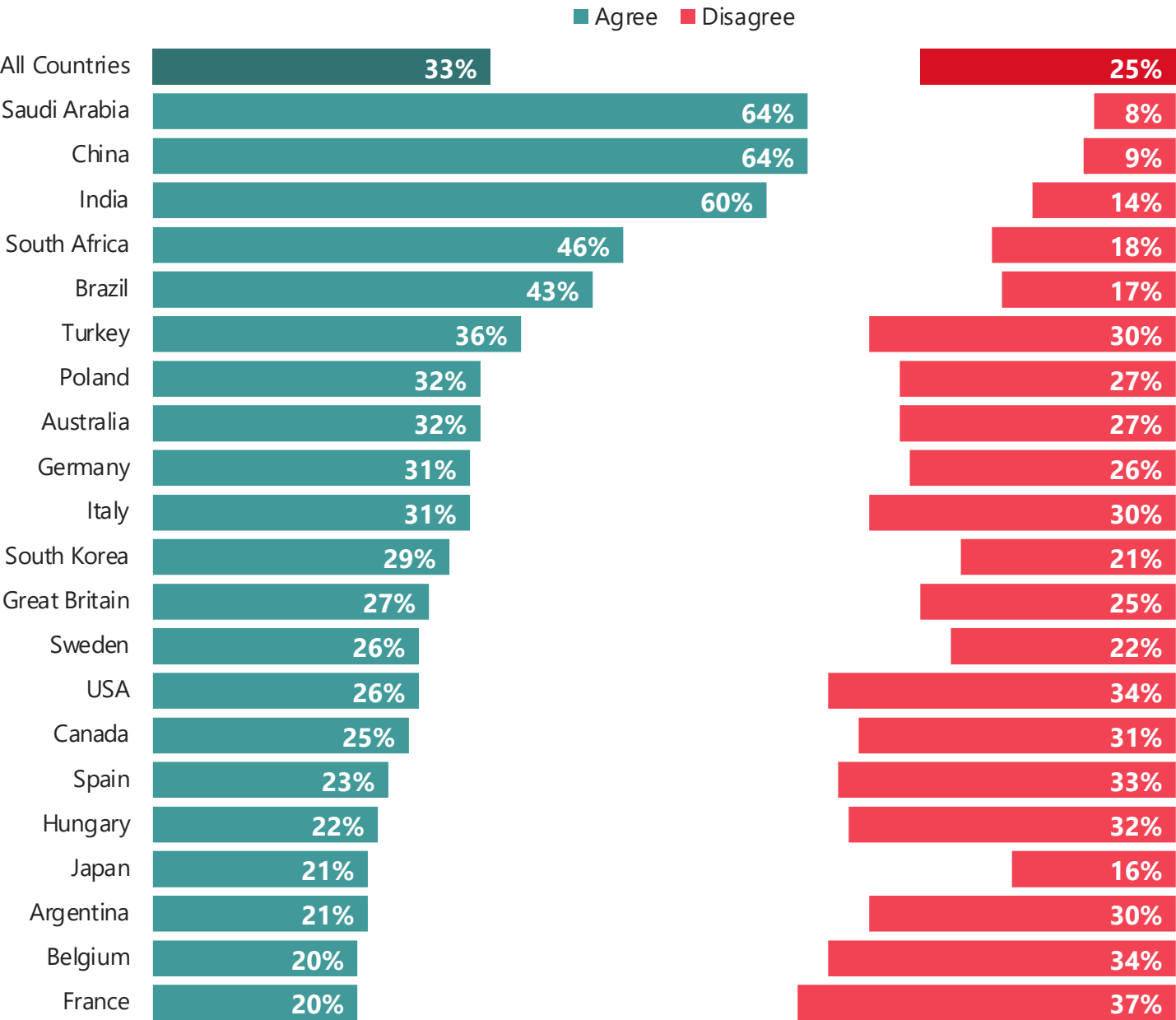
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Pharmaceuticals - It shares my values

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

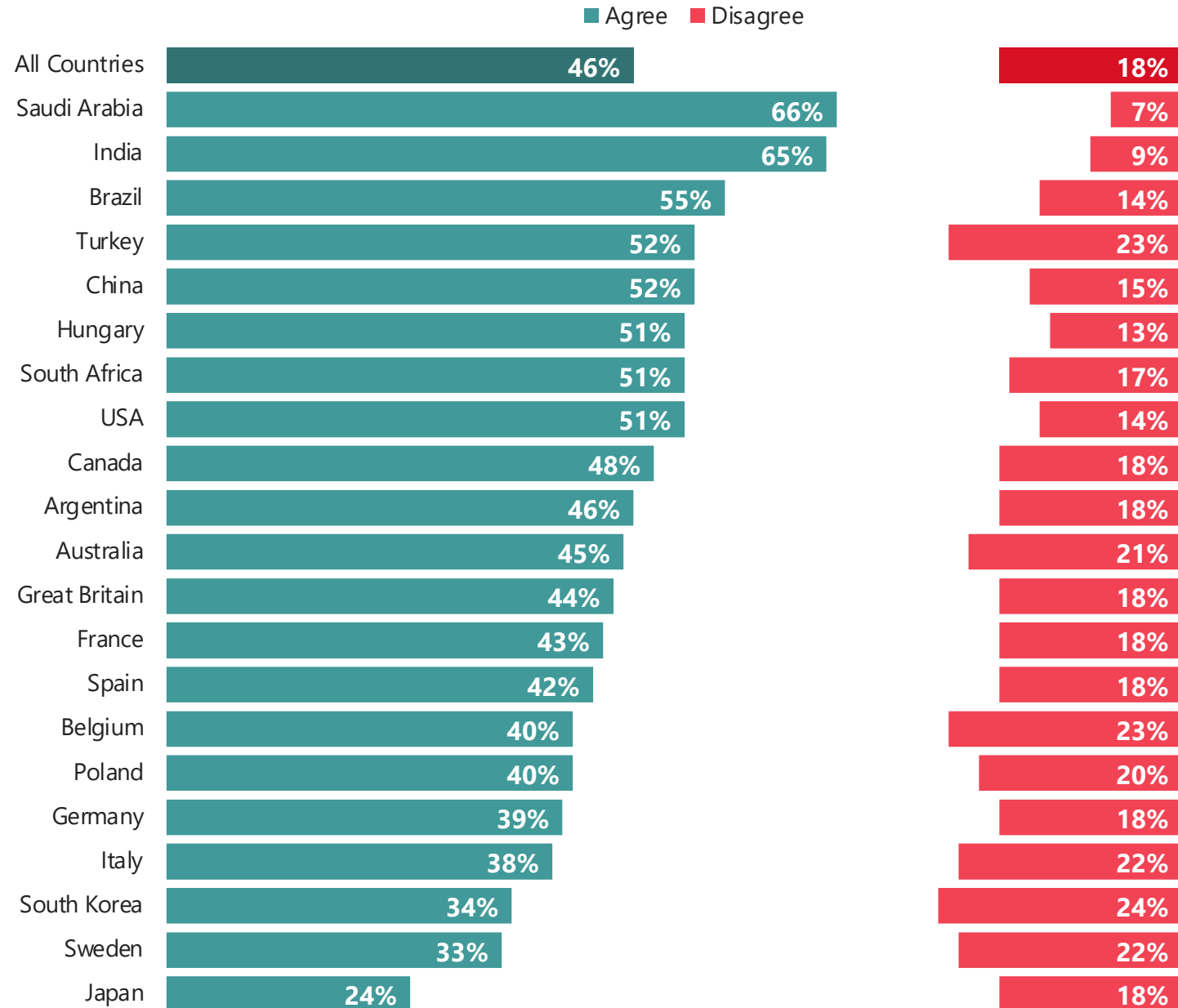
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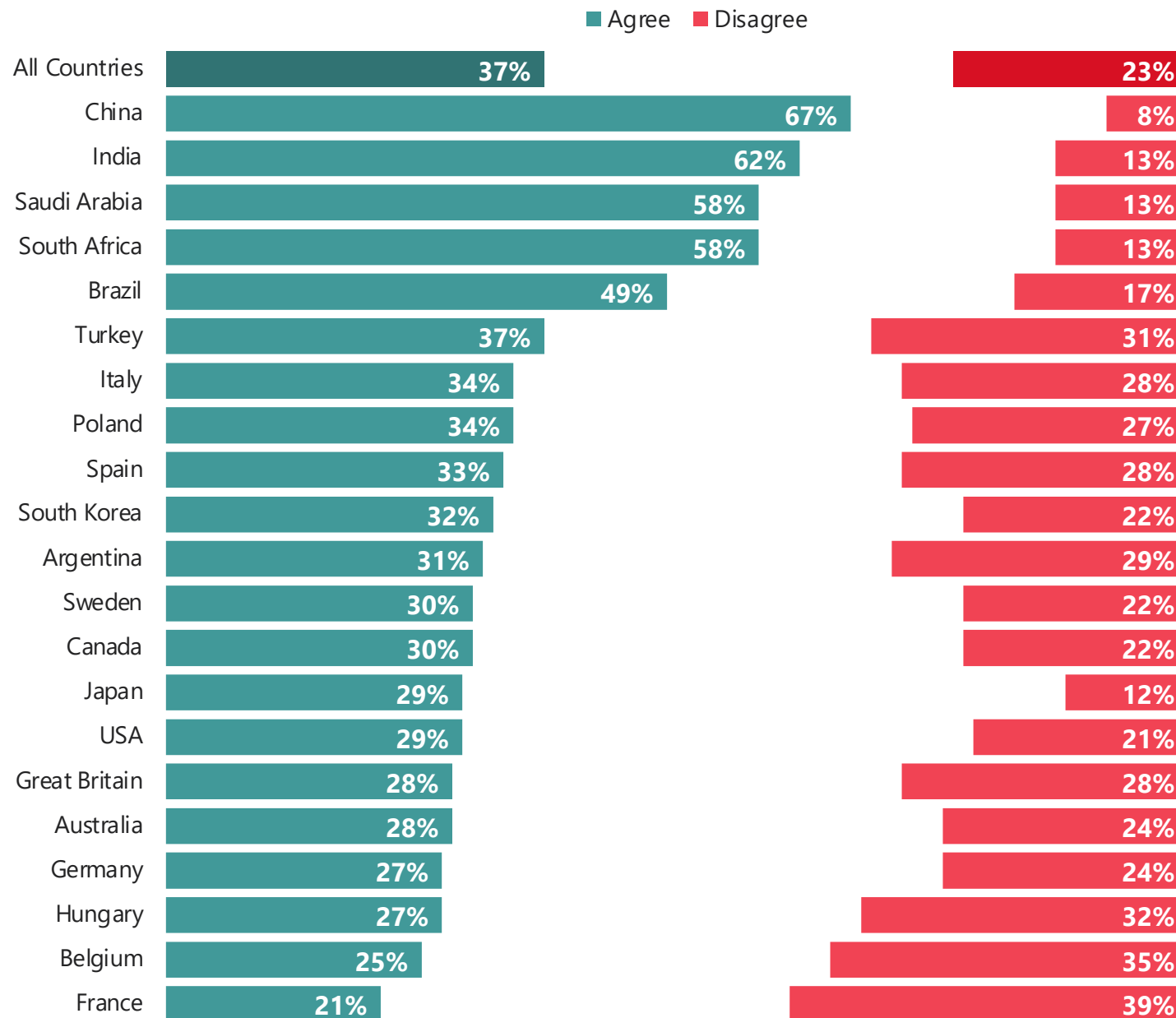
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Pharmaceuticals - It is environmentally sustainable

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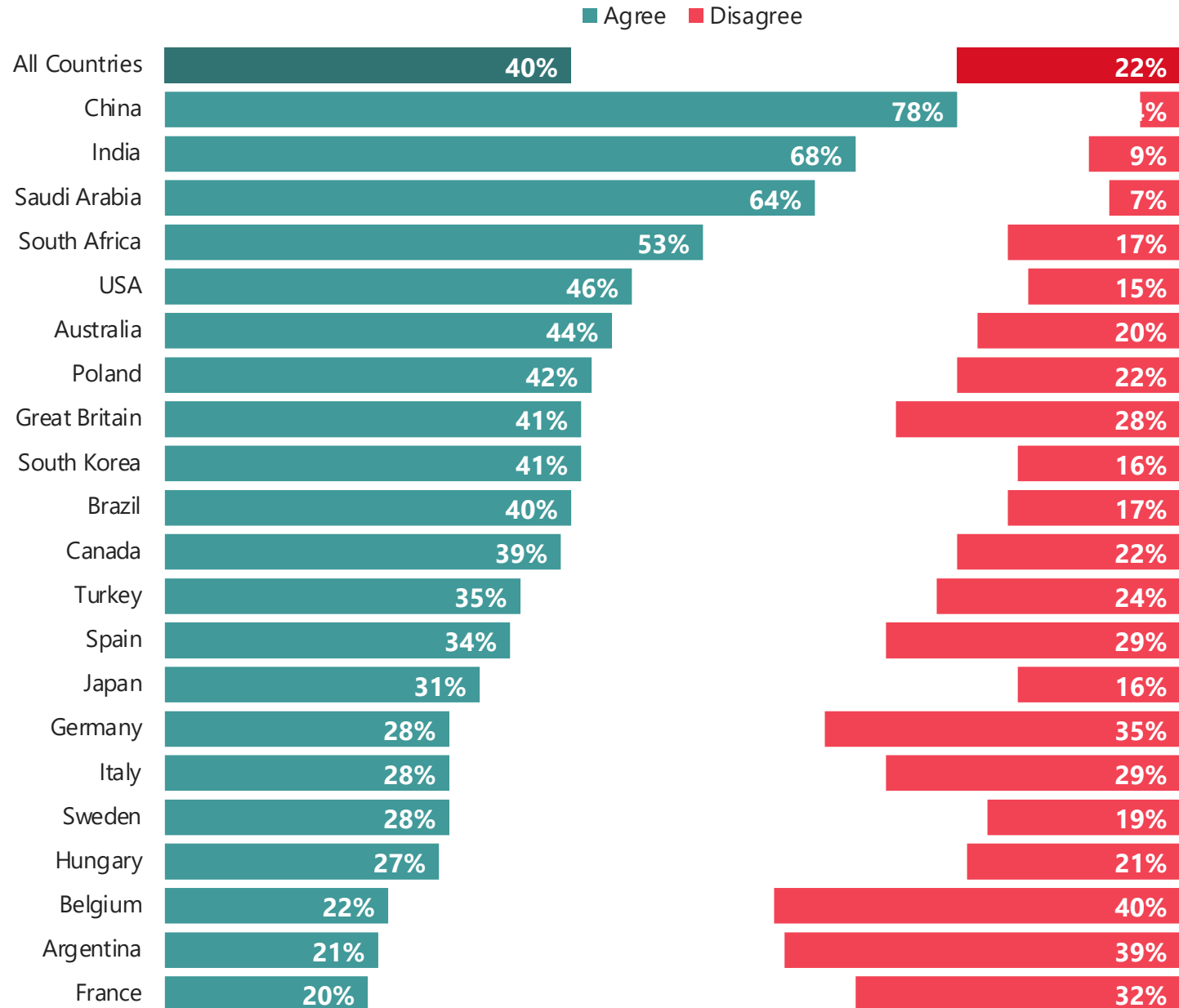
Oil & Gas Companies

Oil & Gas - It is good at what it does

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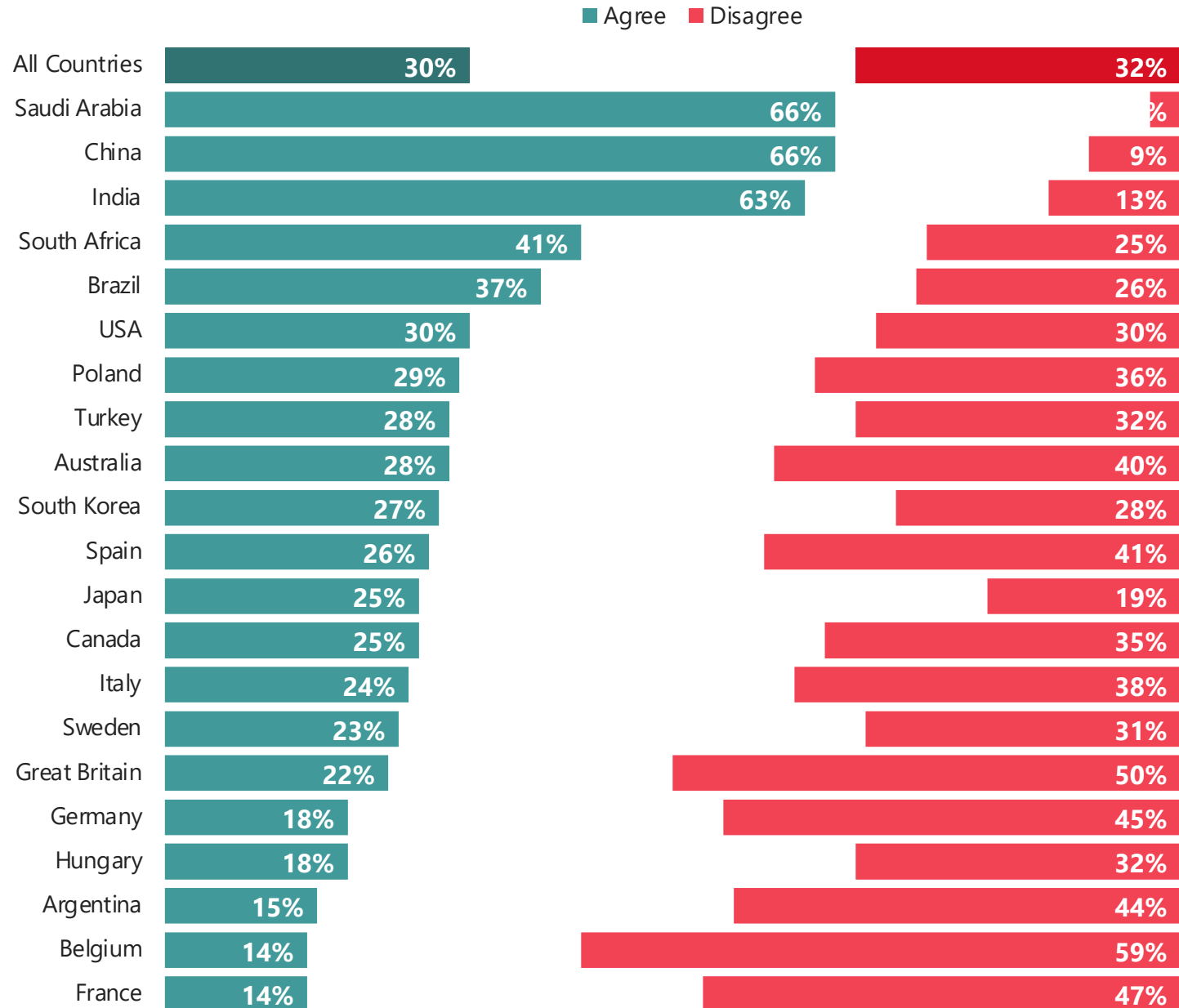


Oil & Gas - It does what it does with the best of intentions

Q.

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

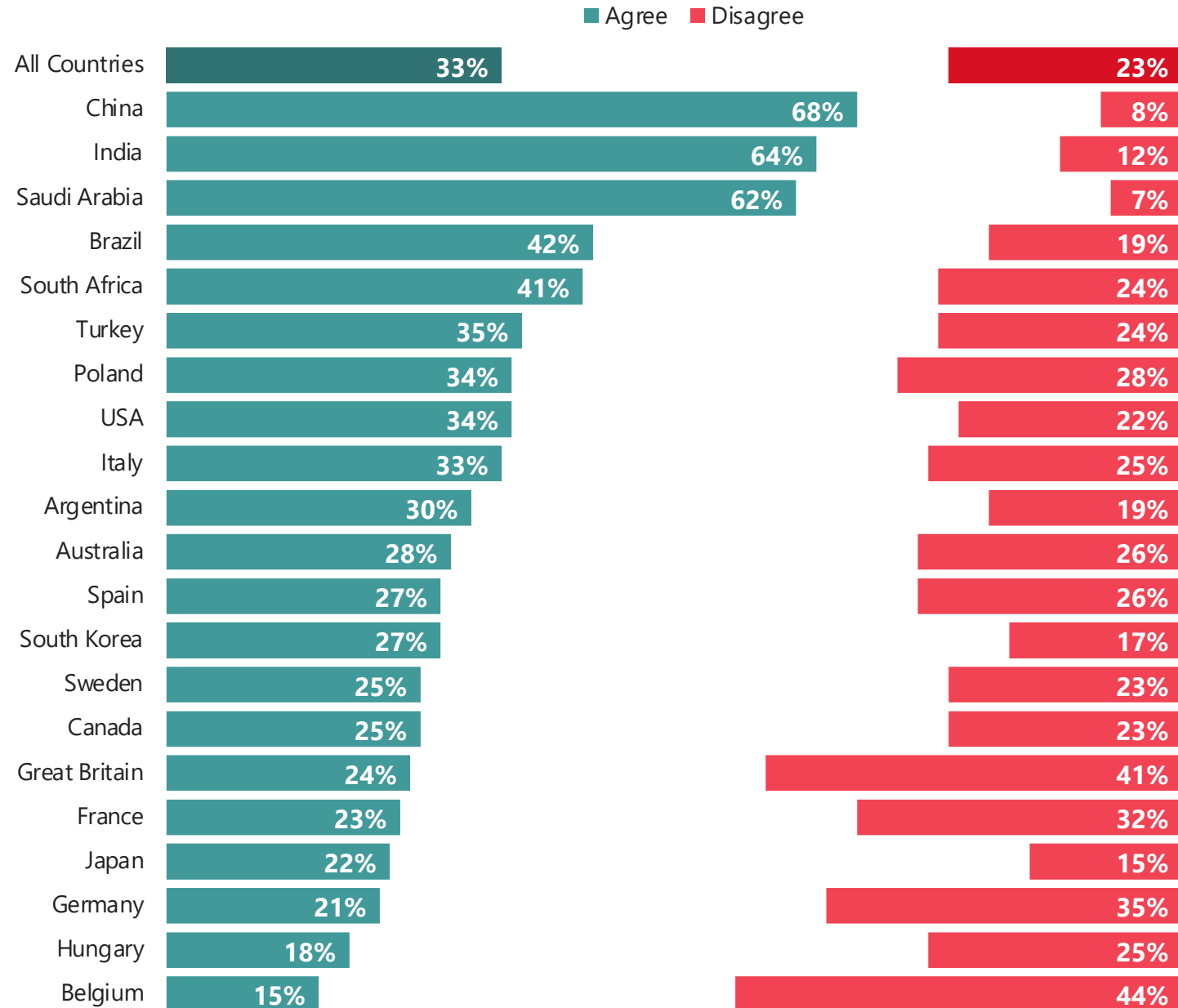
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Oil & Gas - It is well led

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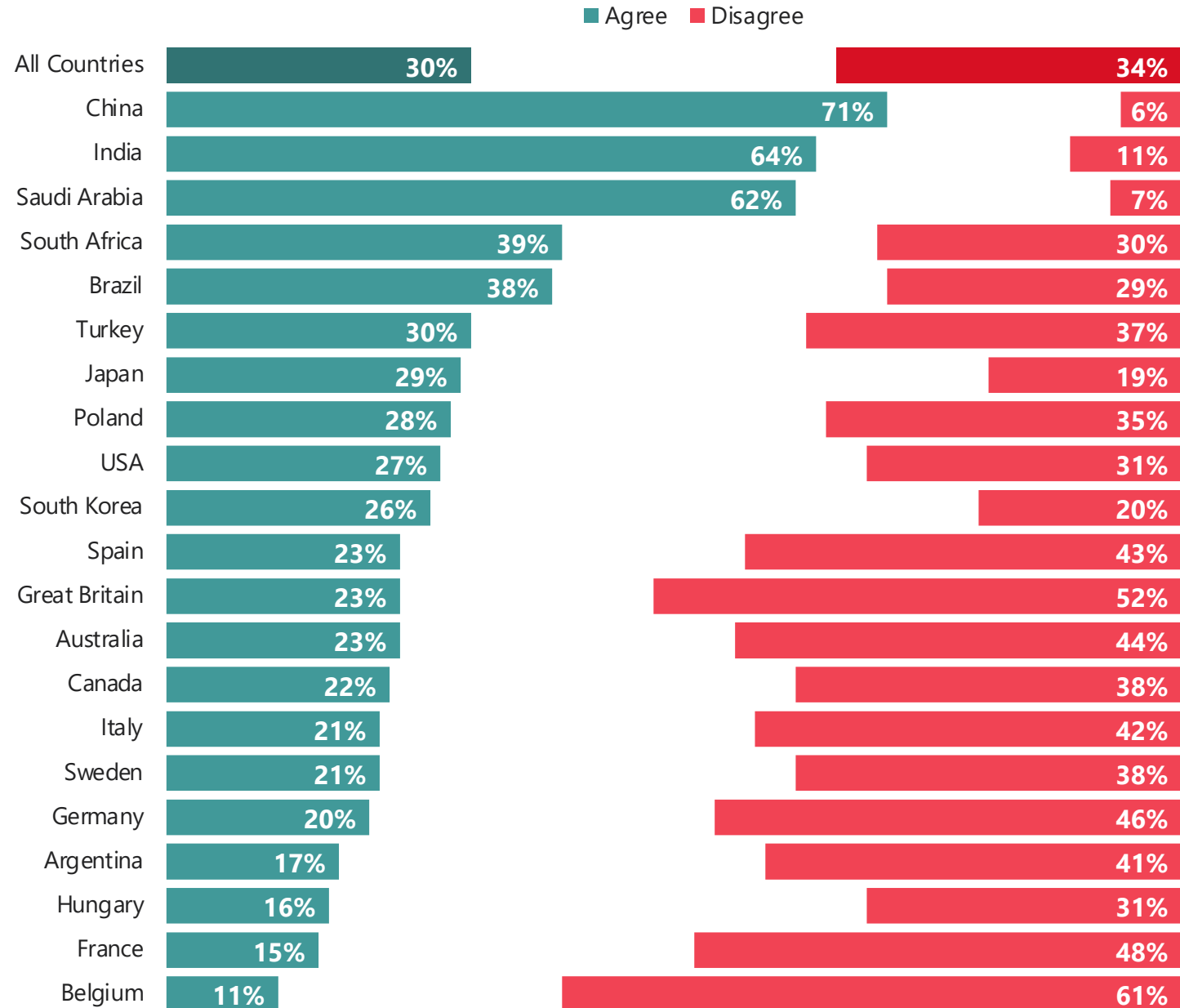
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Oil & Gas - It behaves responsibly

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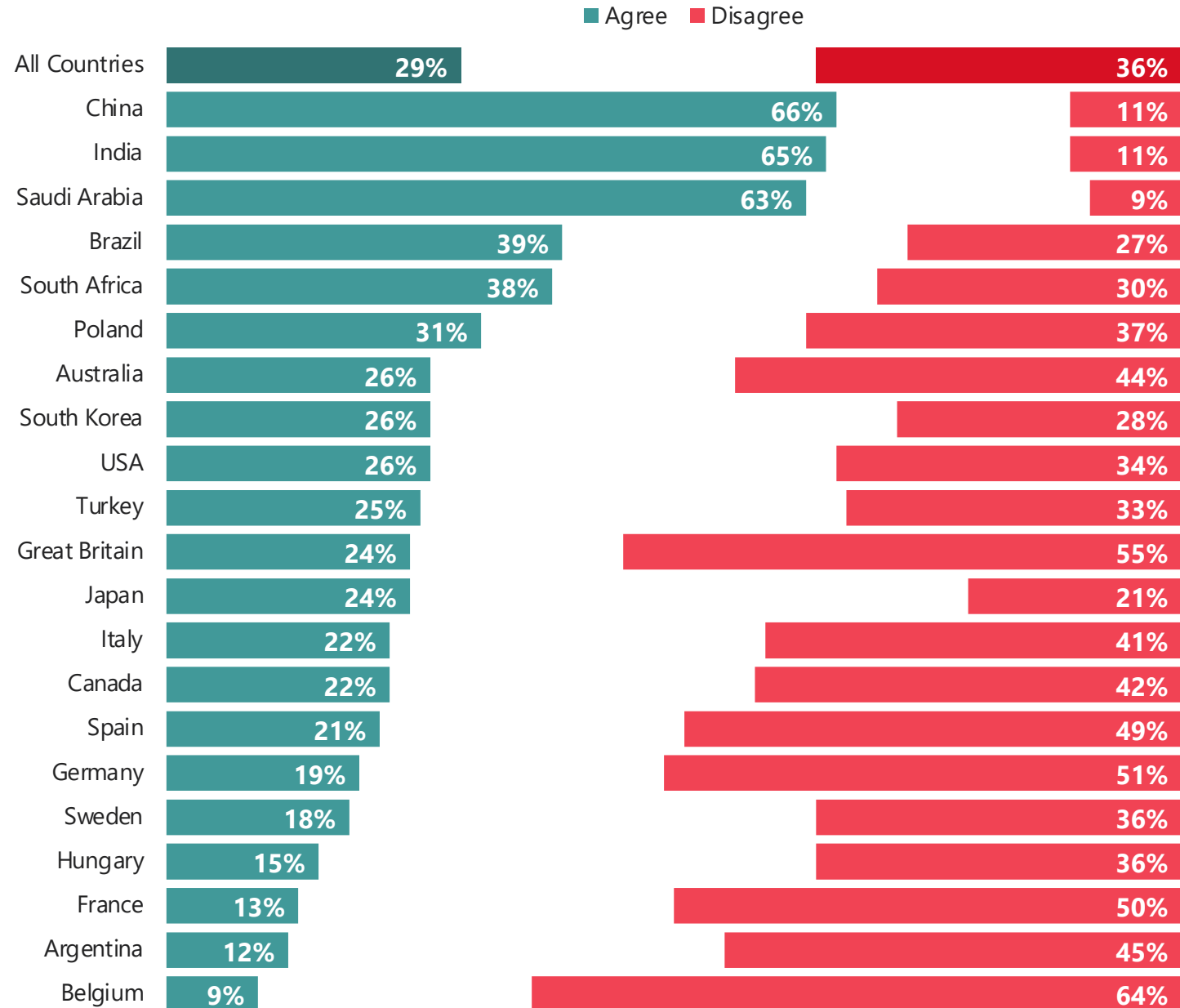


Oil & Gas - It is open and transparent about what it does

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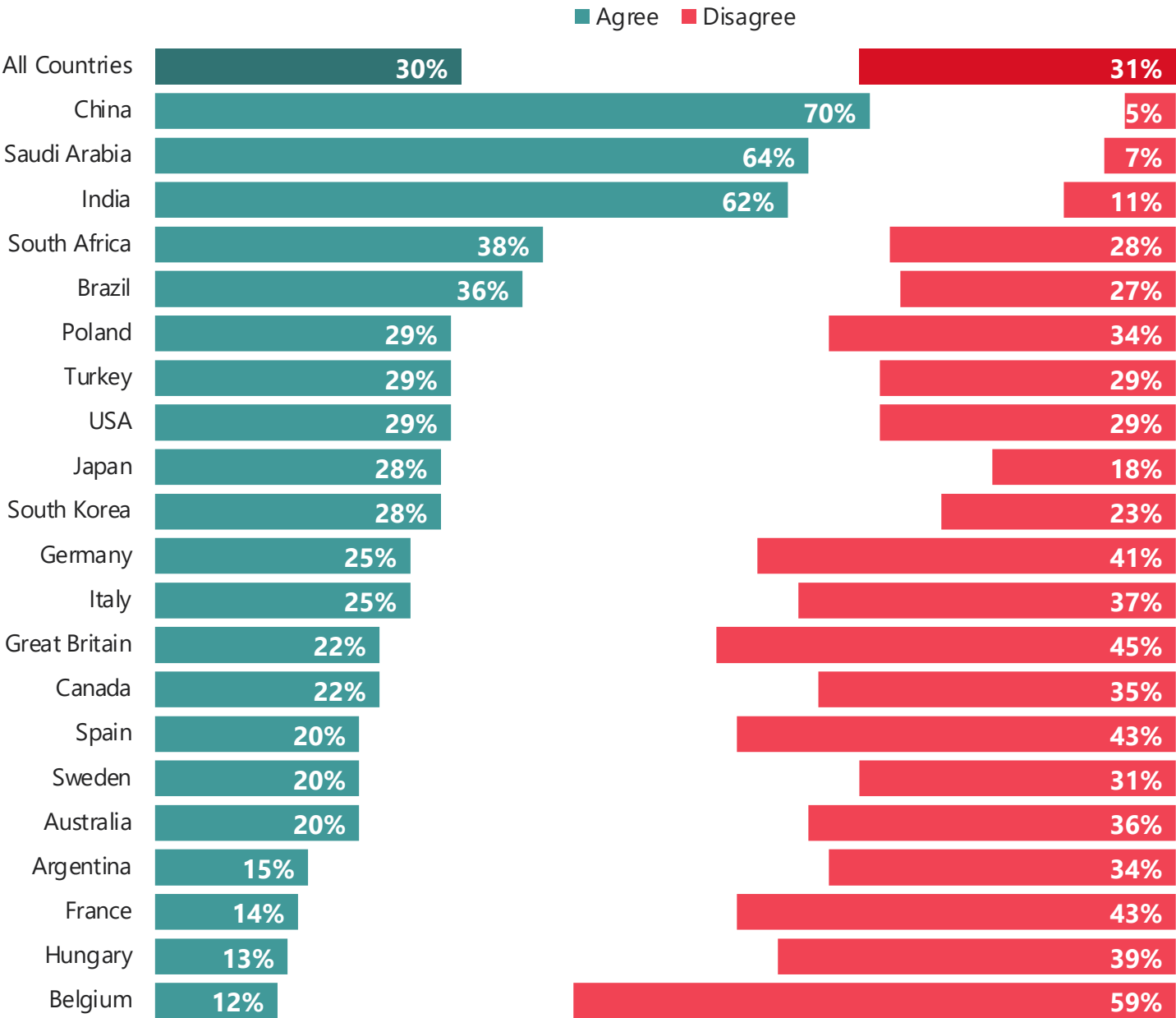
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Oil & Gas - It is reliable/keeps its promises

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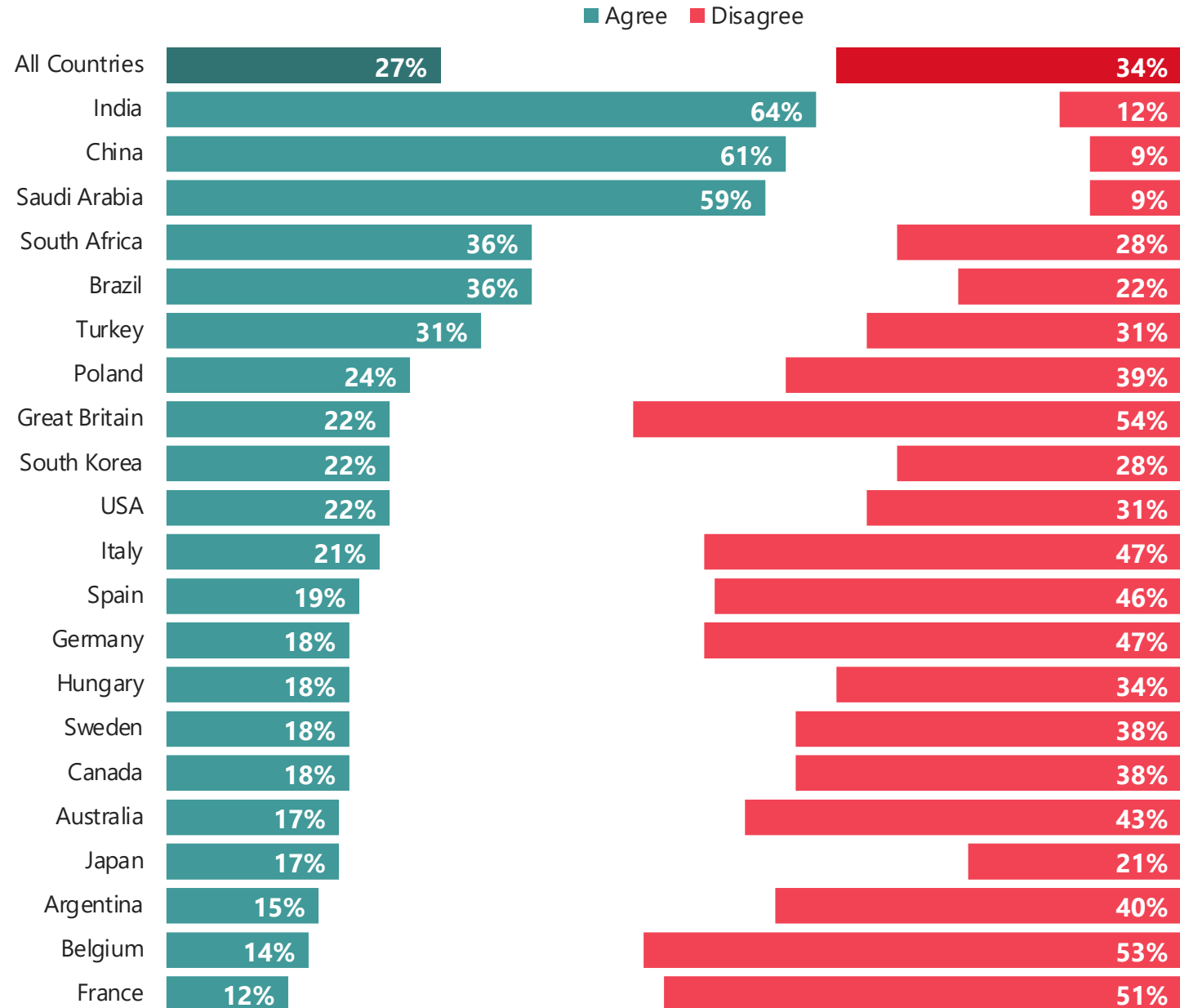
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Oil & Gas - It shares my values

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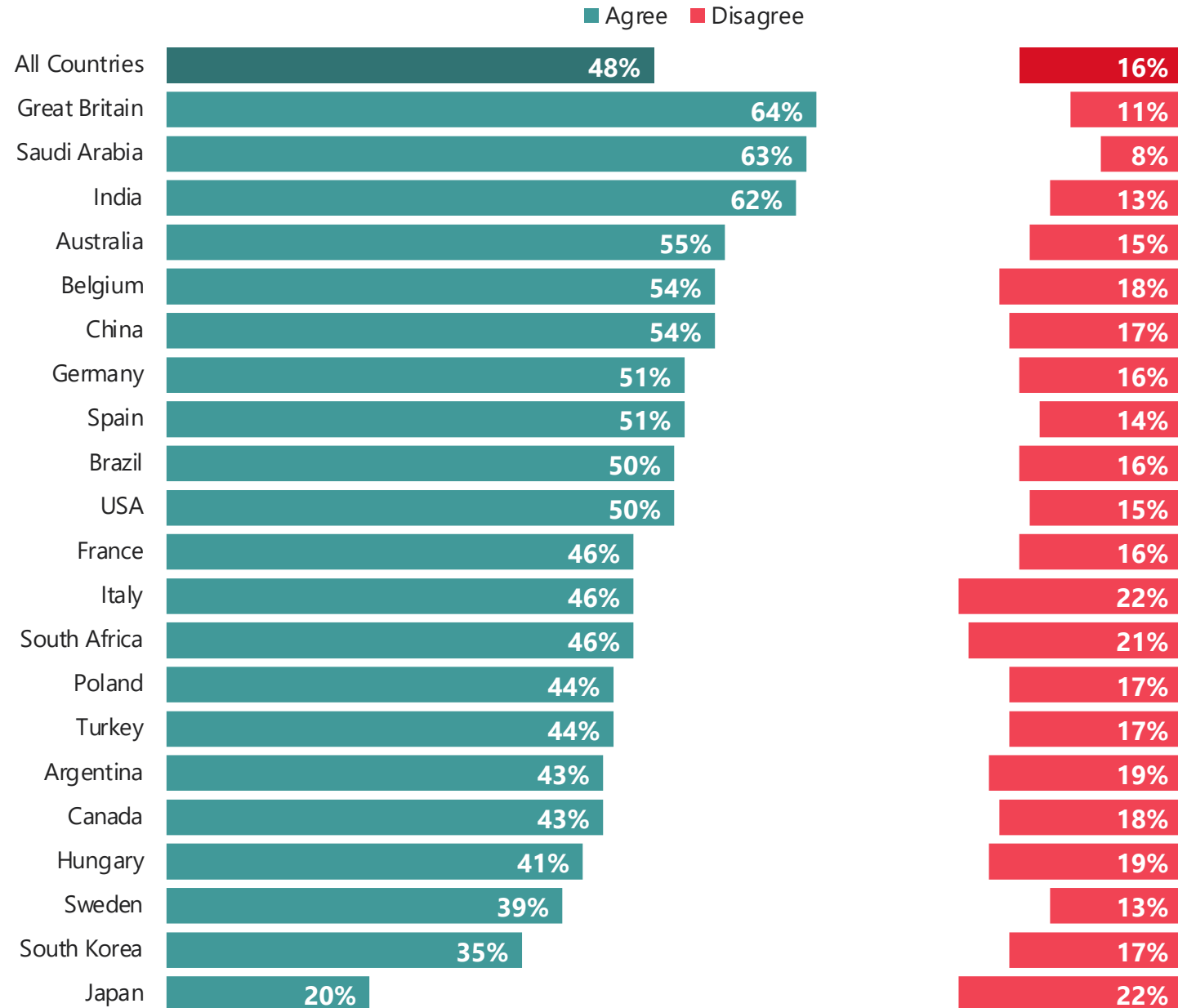


Oil & Gas - It would try to take advantage of me if it could

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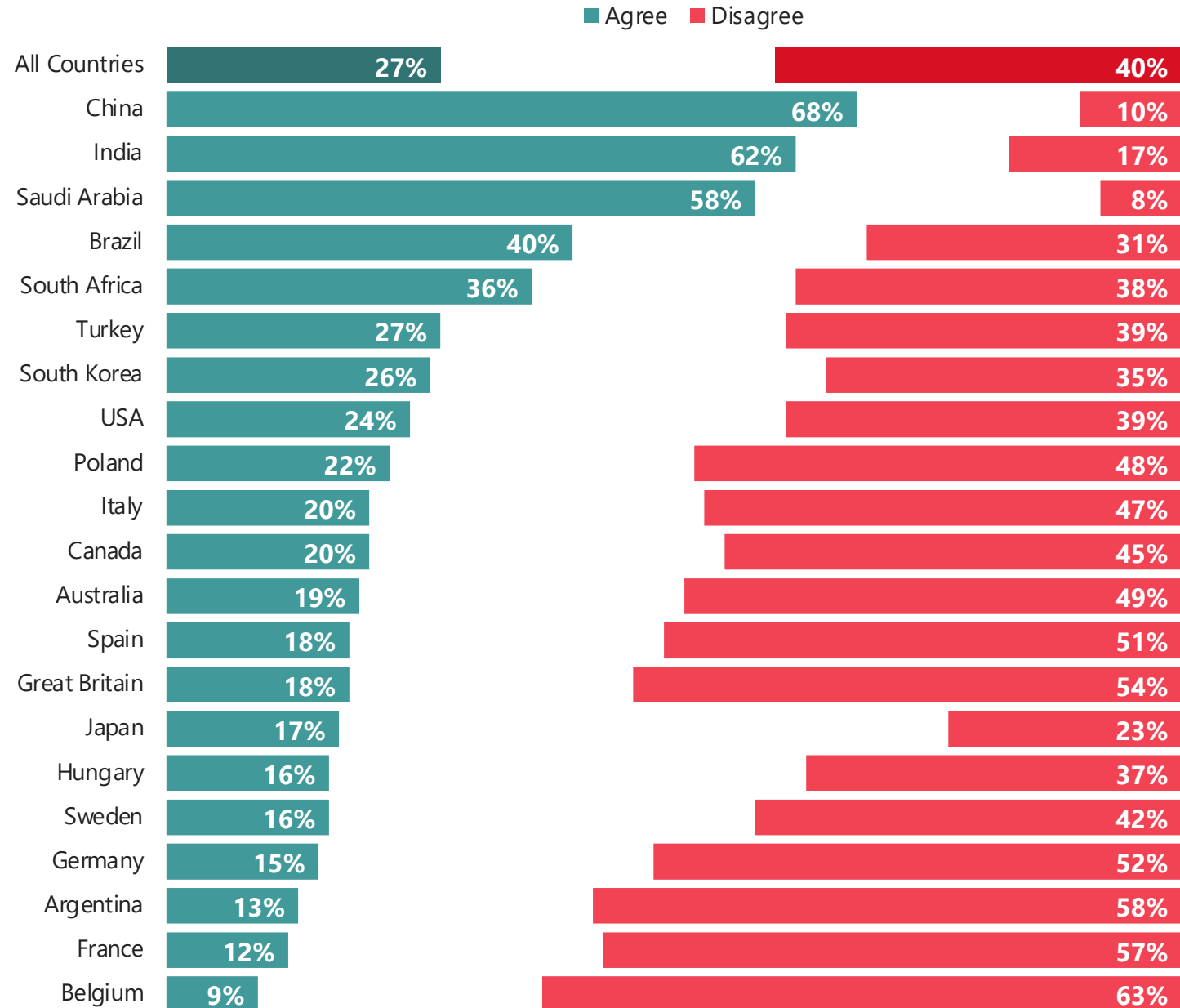


Oil & Gas - It is environmentally sustainable

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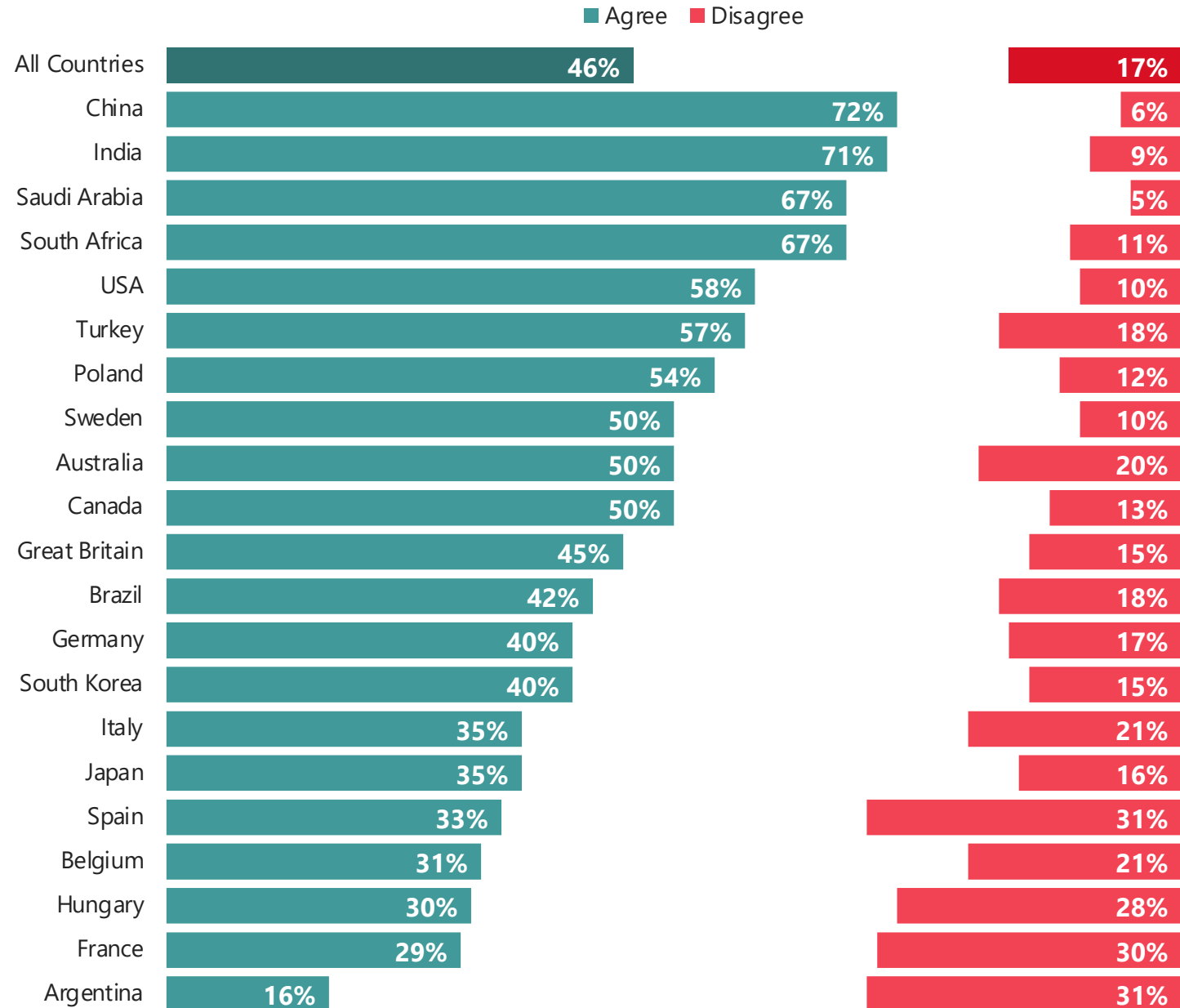


Banking

Banking - It is good at what it does

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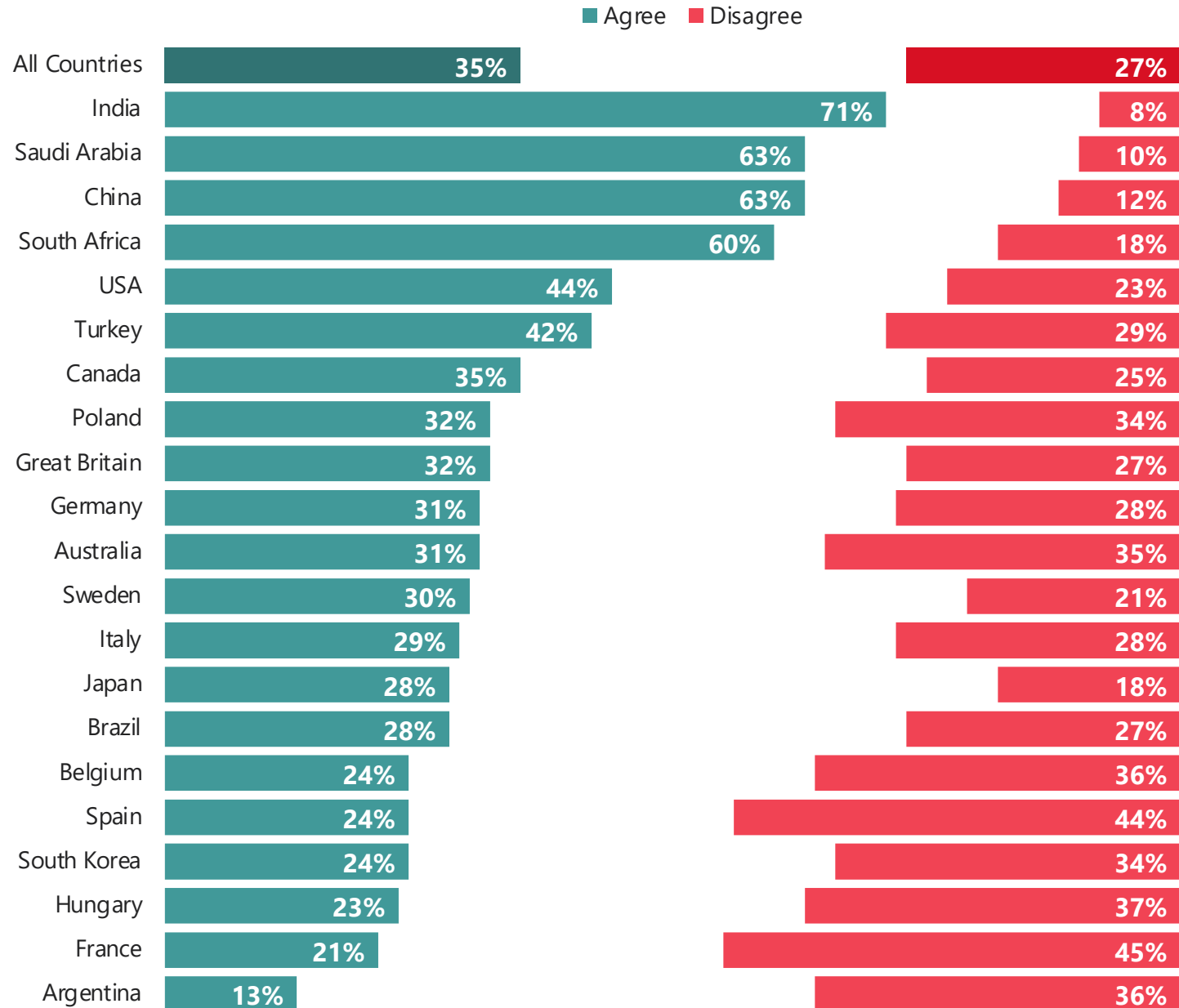


Banking - It does what it does with the best of intentions

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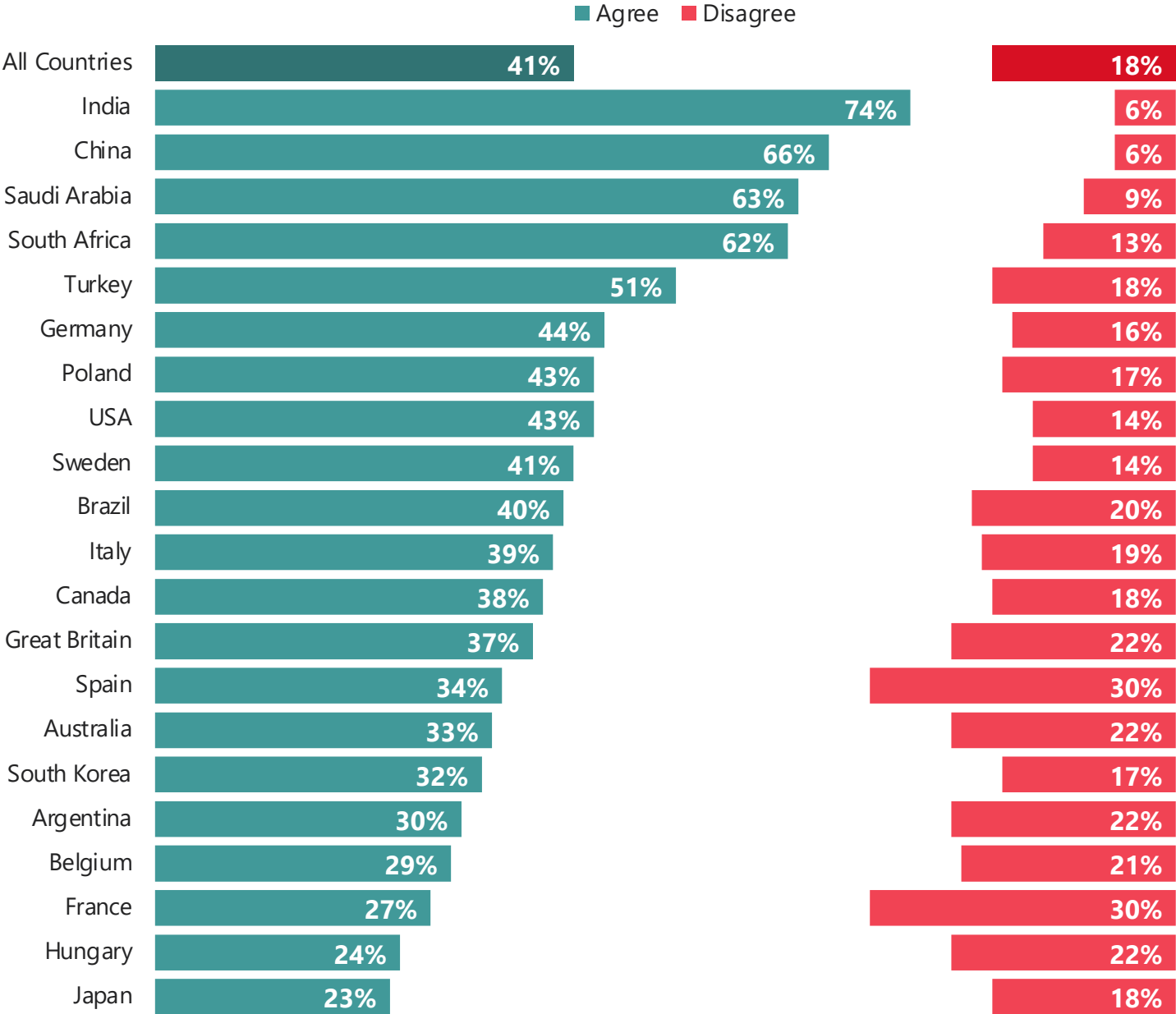
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Banking - It is well led

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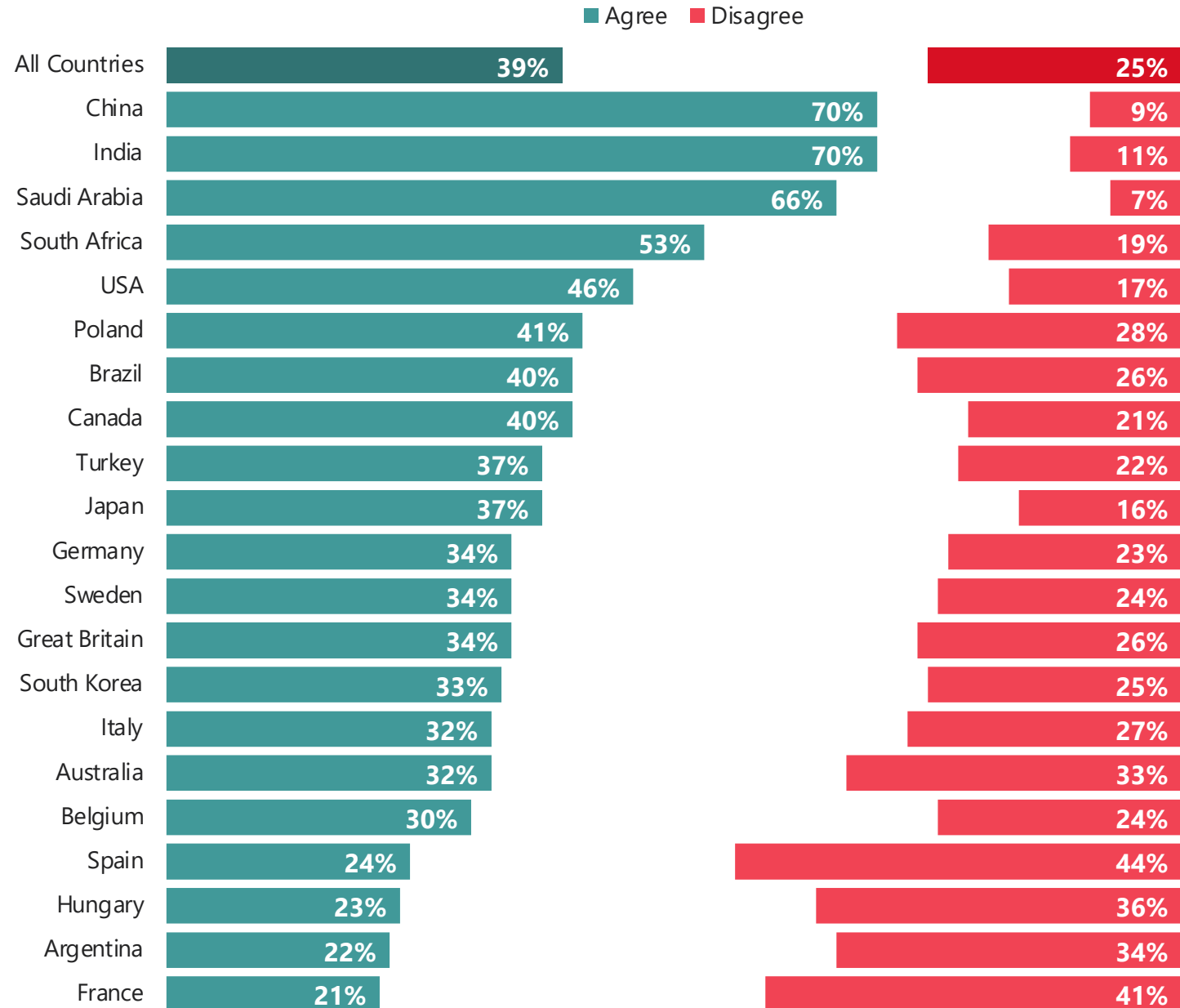


Banking - It behaves responsibly

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Banking - It is open and transparent about what it does

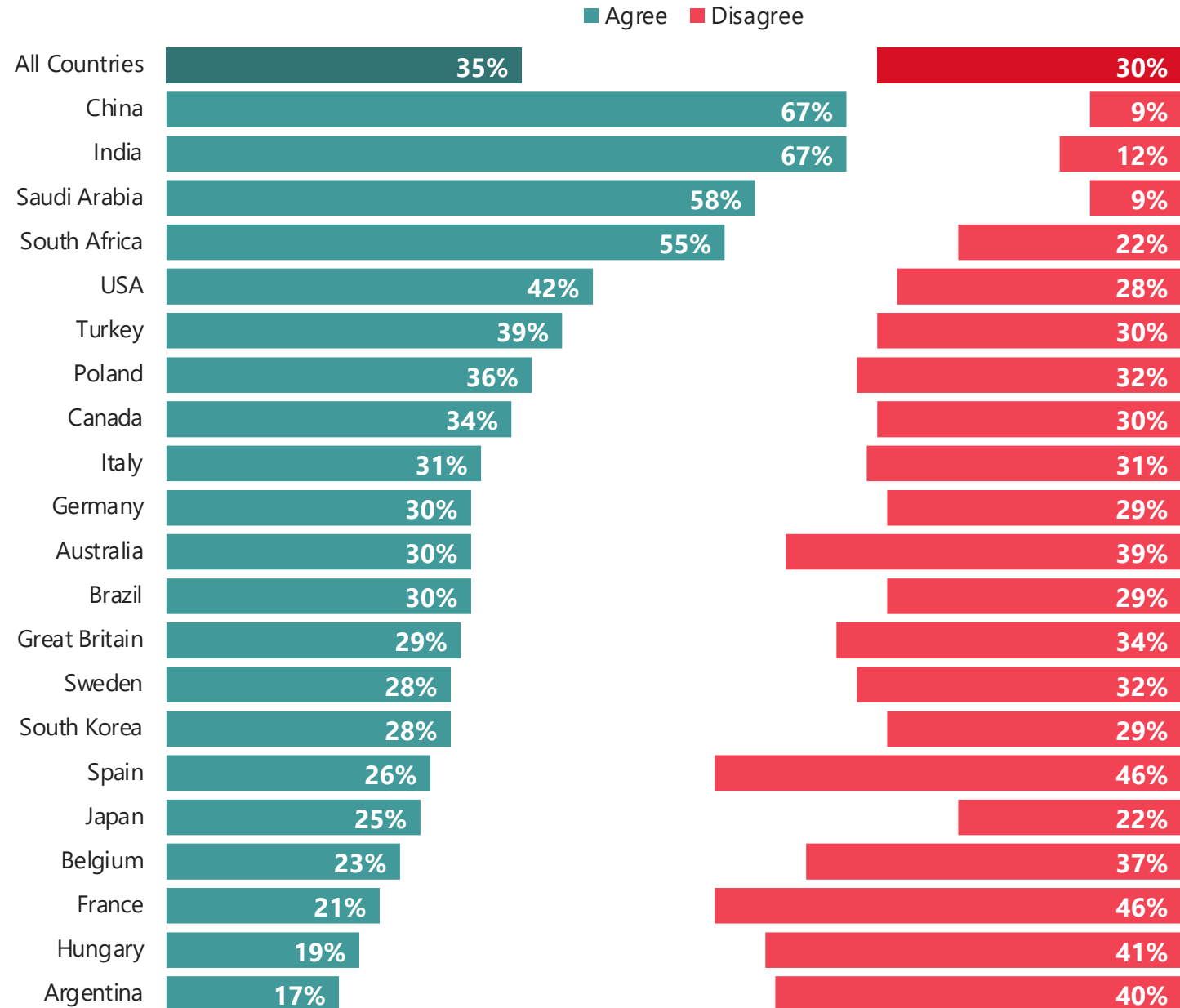
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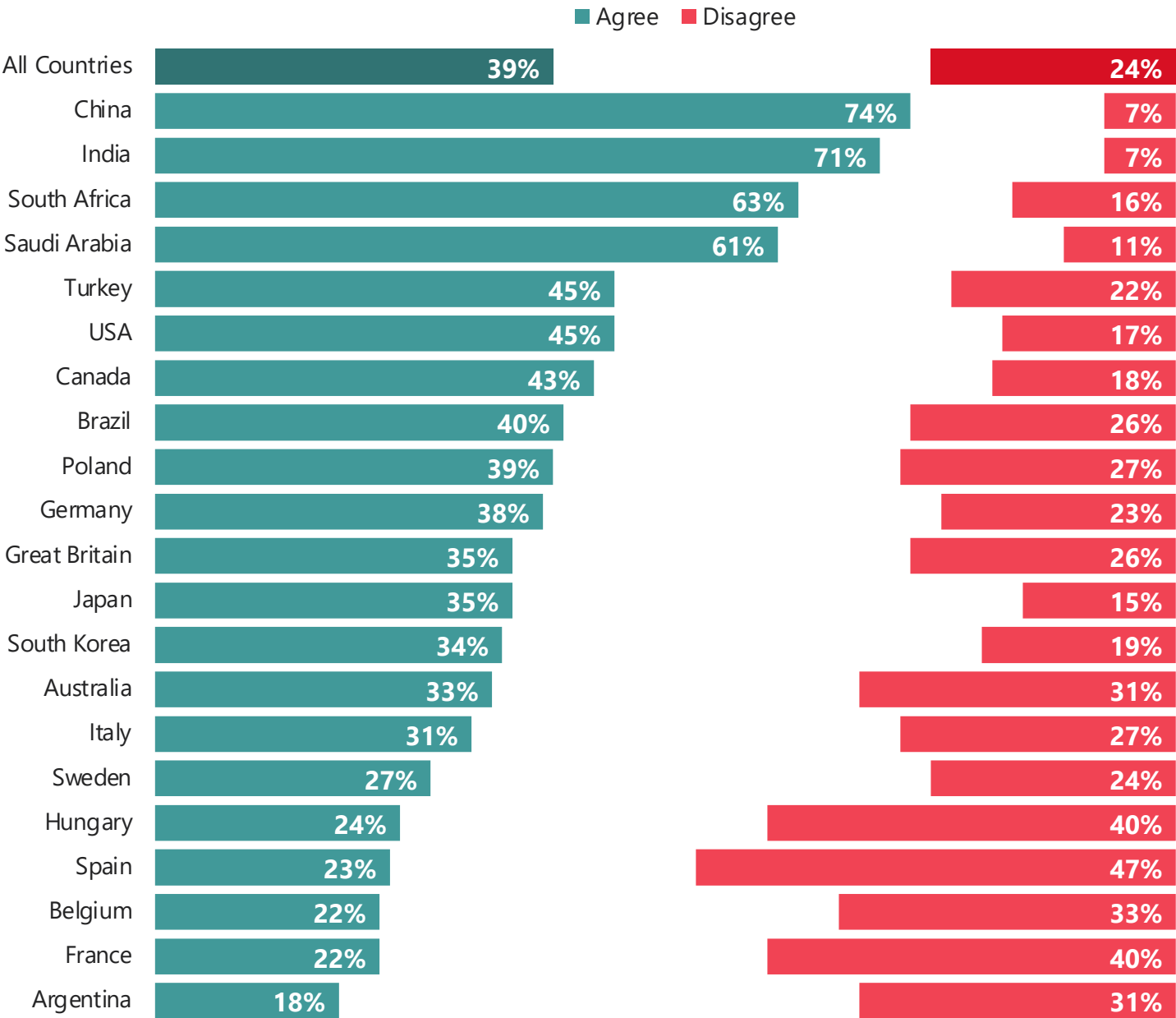
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Banking - It is reliable/keeps its promises

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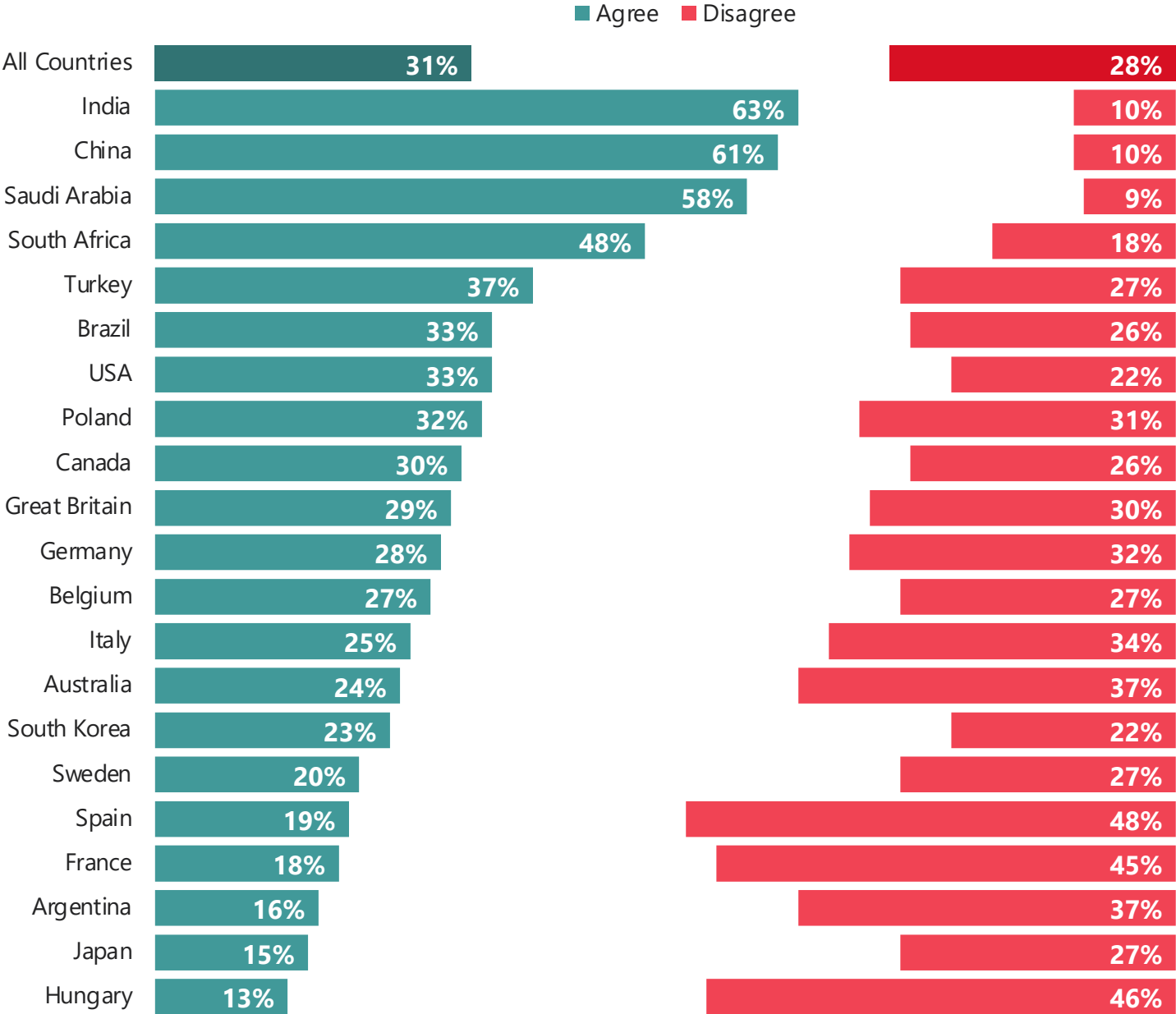
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Banking - It shares my values

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

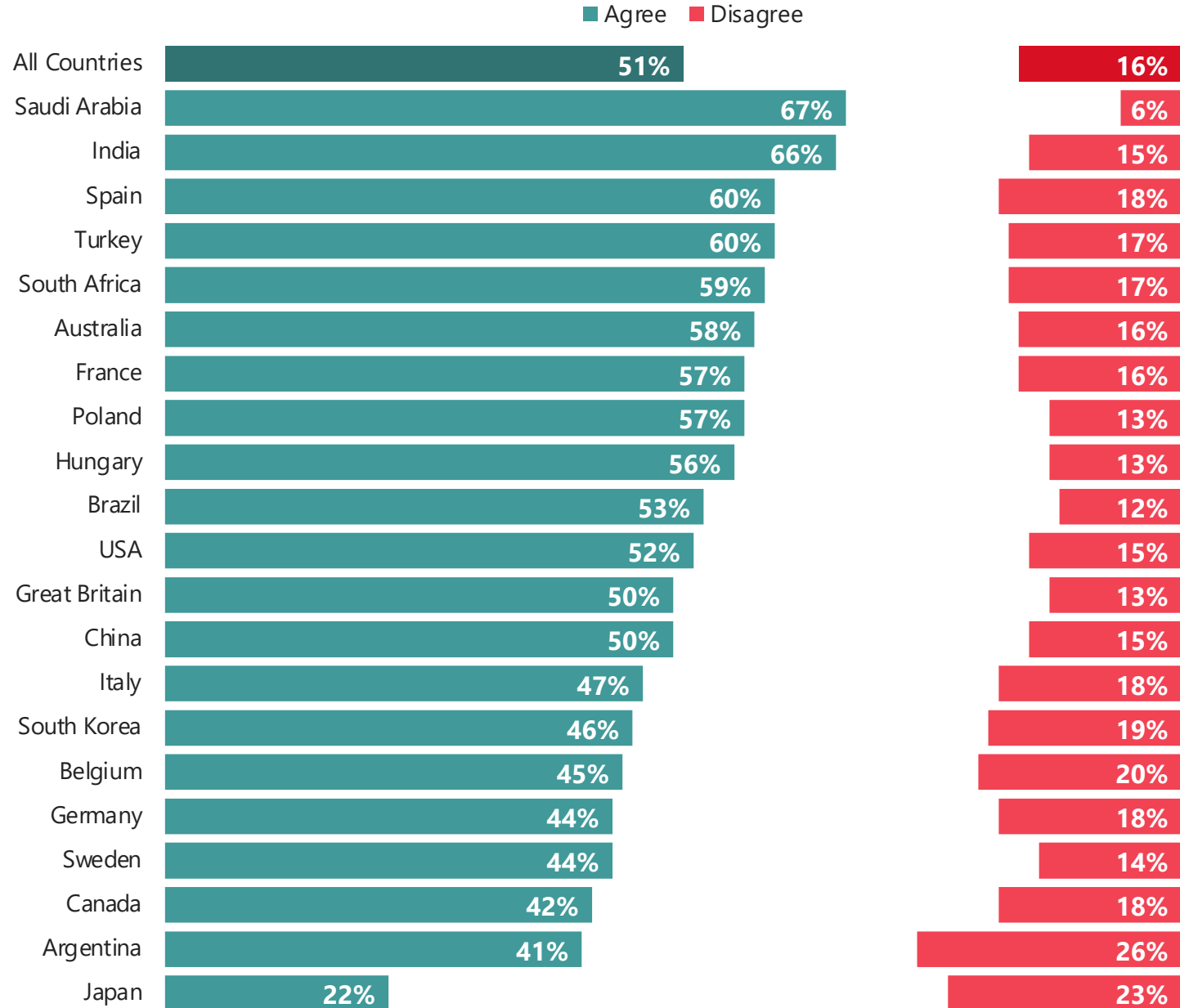
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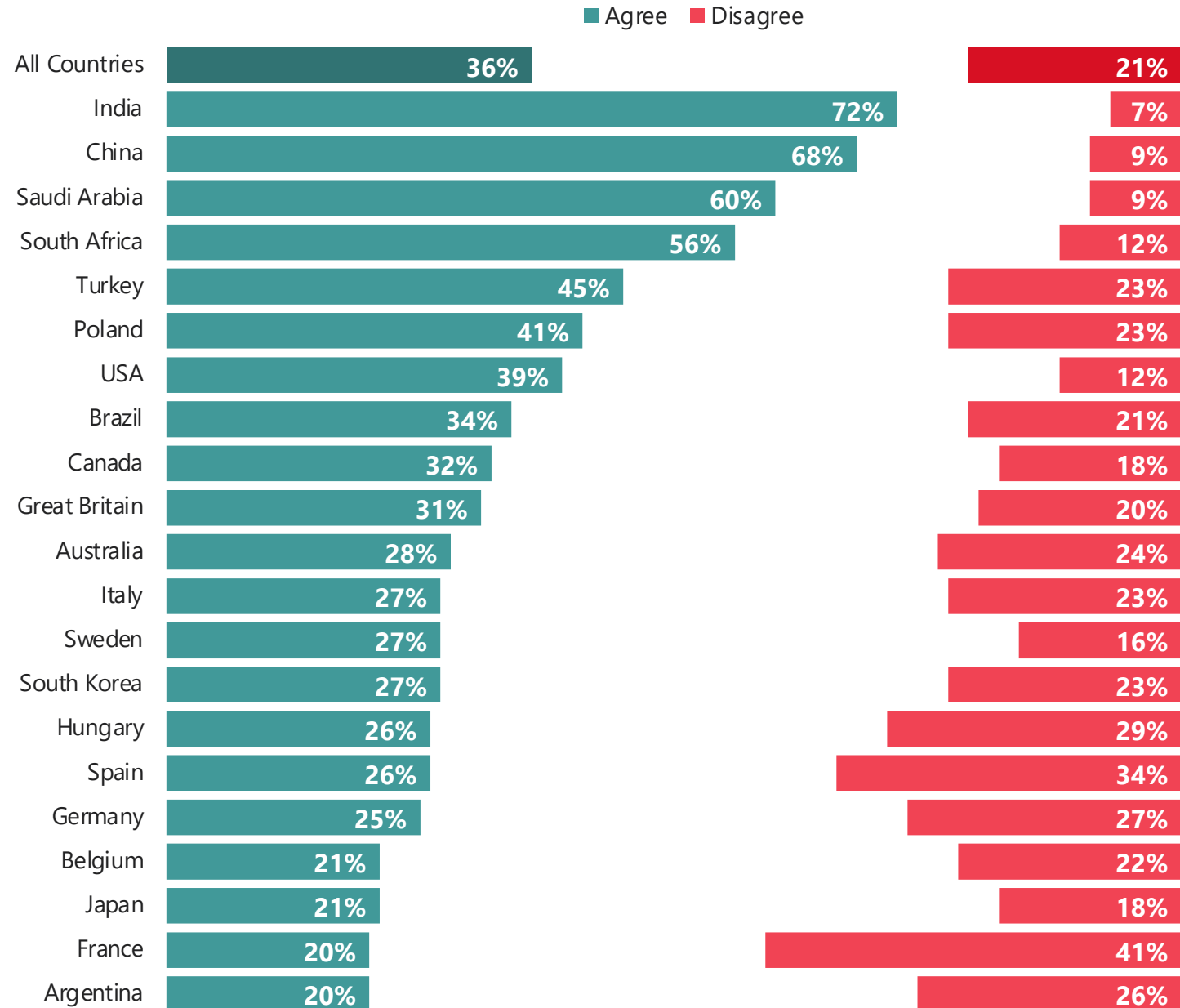


Banking - It is environmentally sustainable

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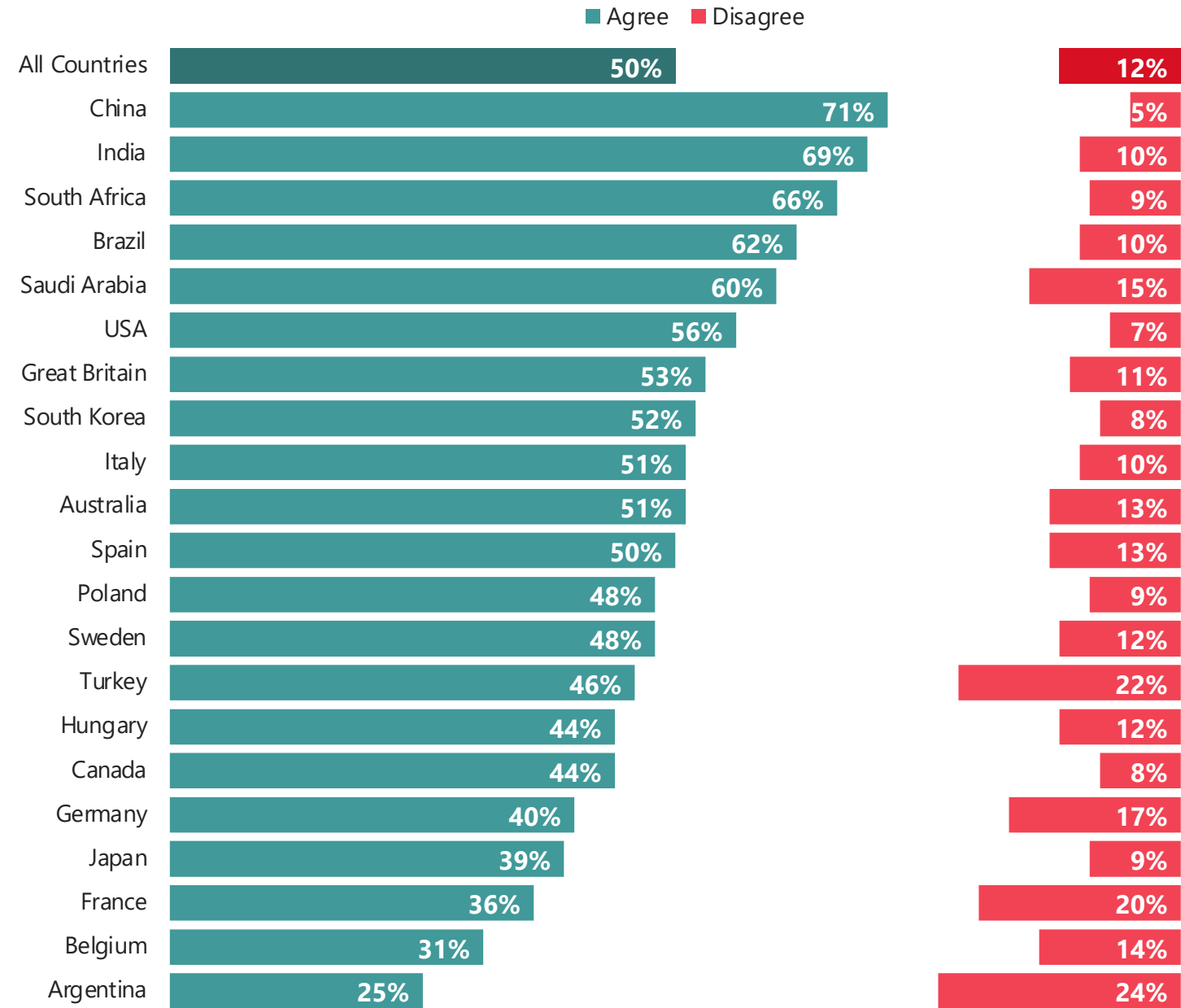


Food & Drink Companies

Food and drink - It is good at what it does

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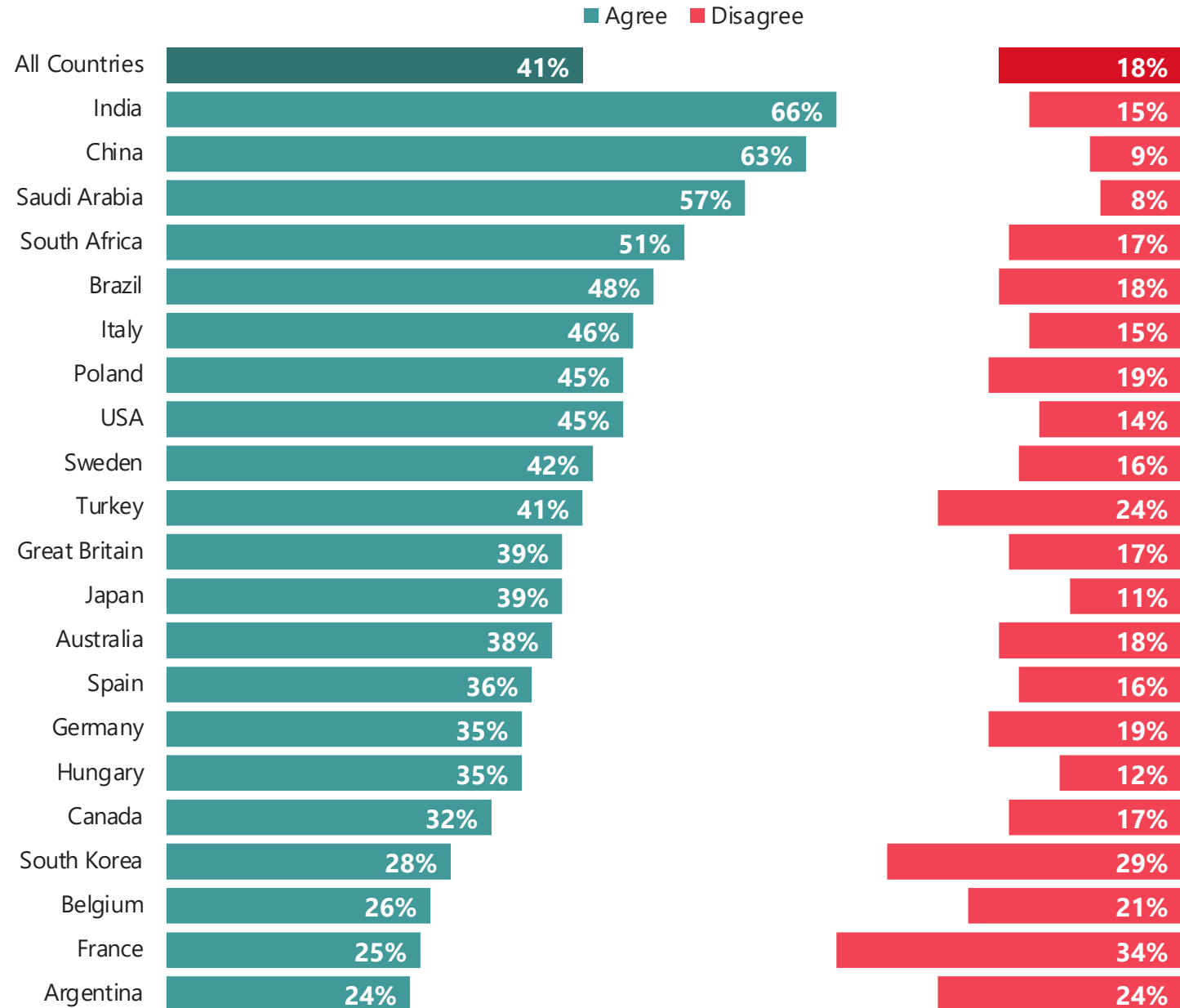


Food and drink - It does what it does with the best of intentions

Q.

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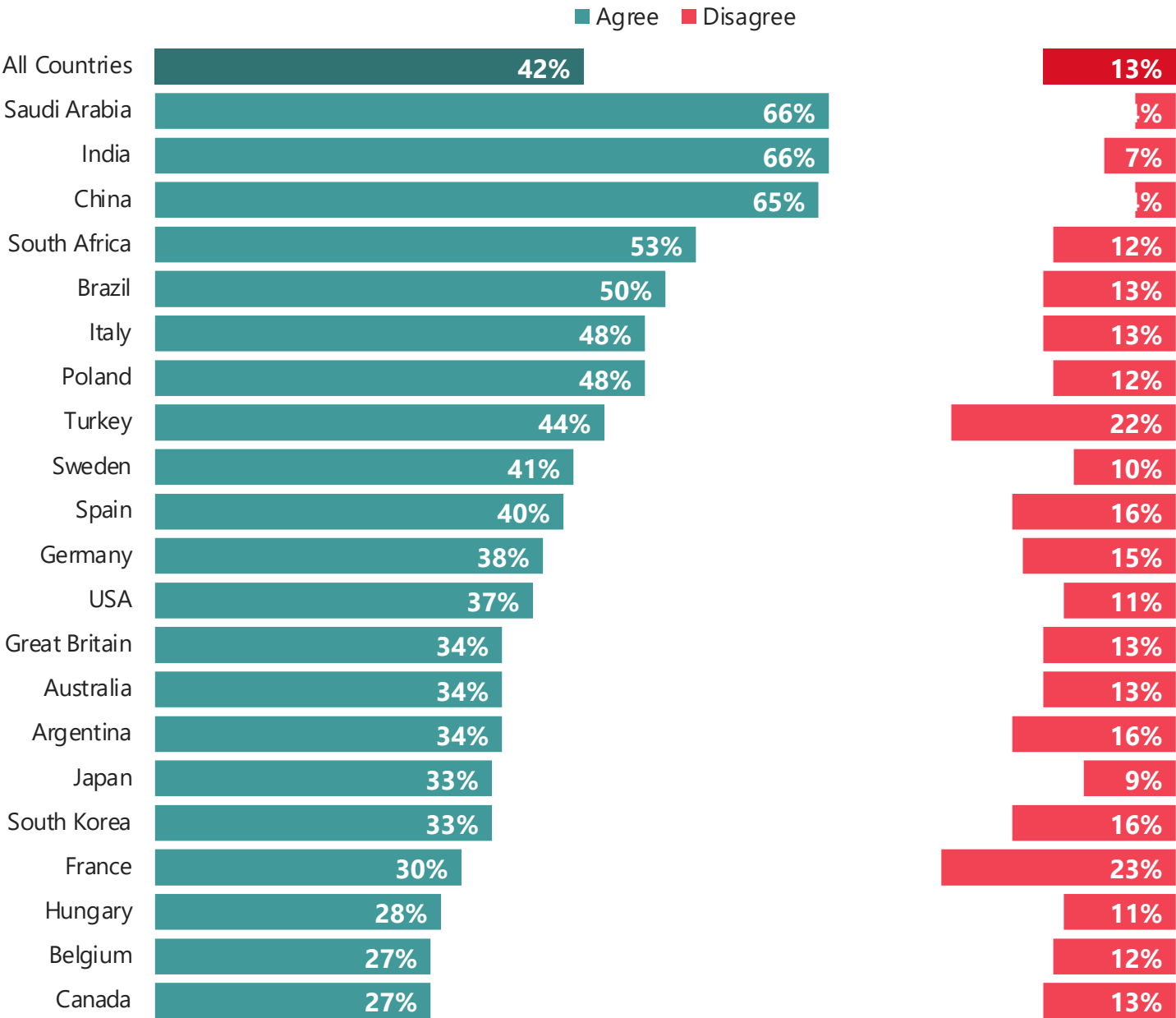
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Food and drink - It is well led

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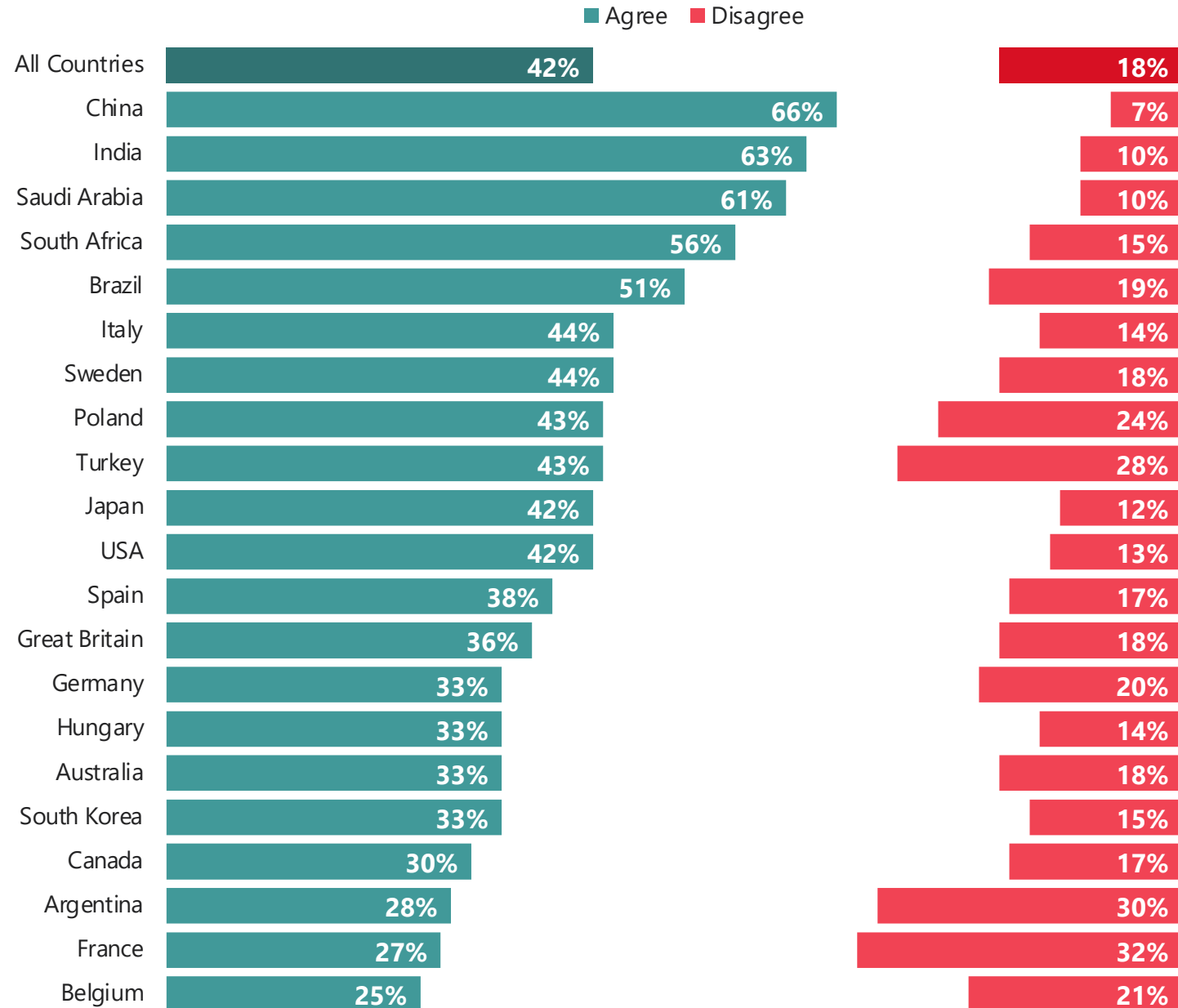
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Food and drink - It behaves responsibly

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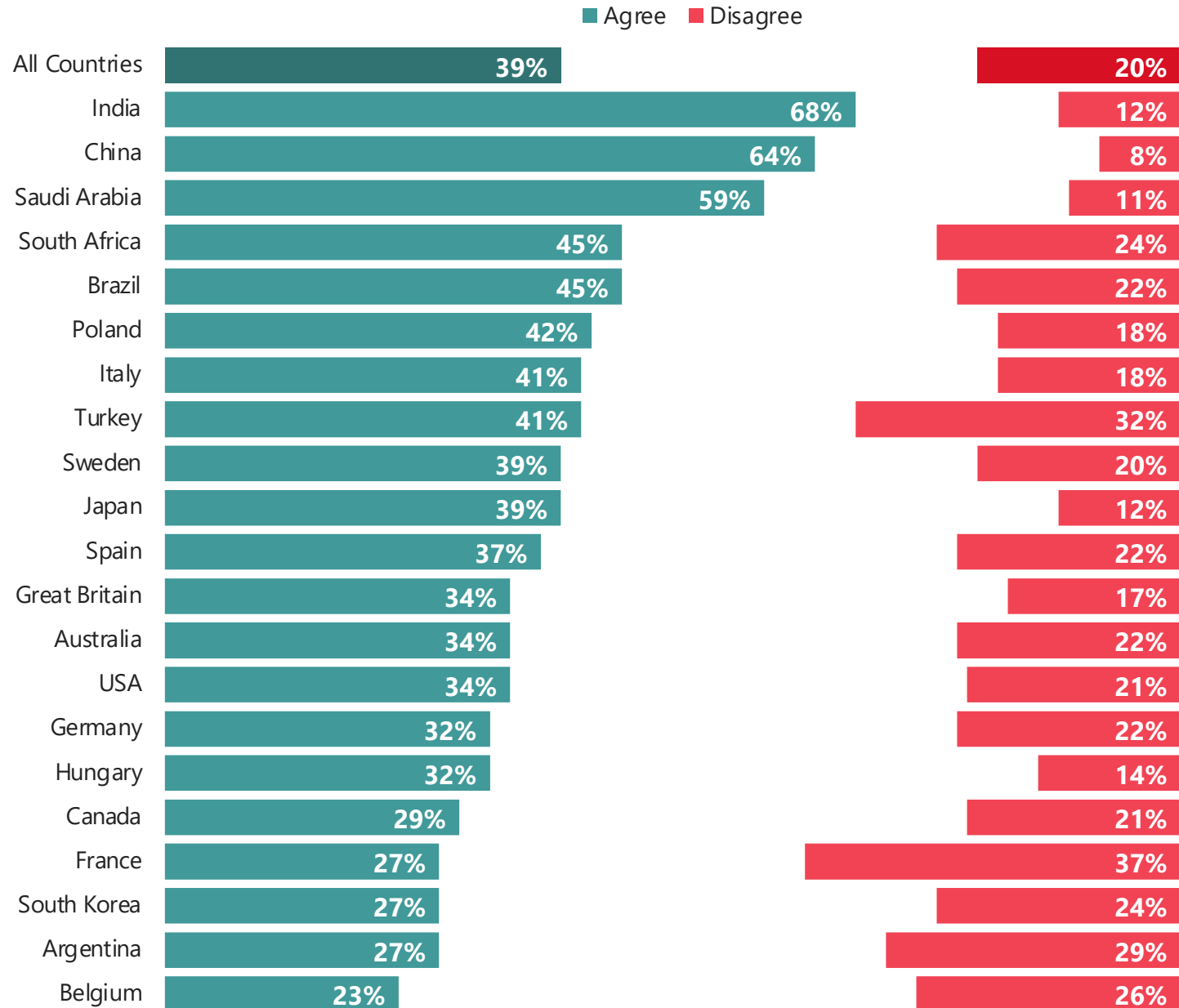


Food and drink - It is open and transparent about what it does

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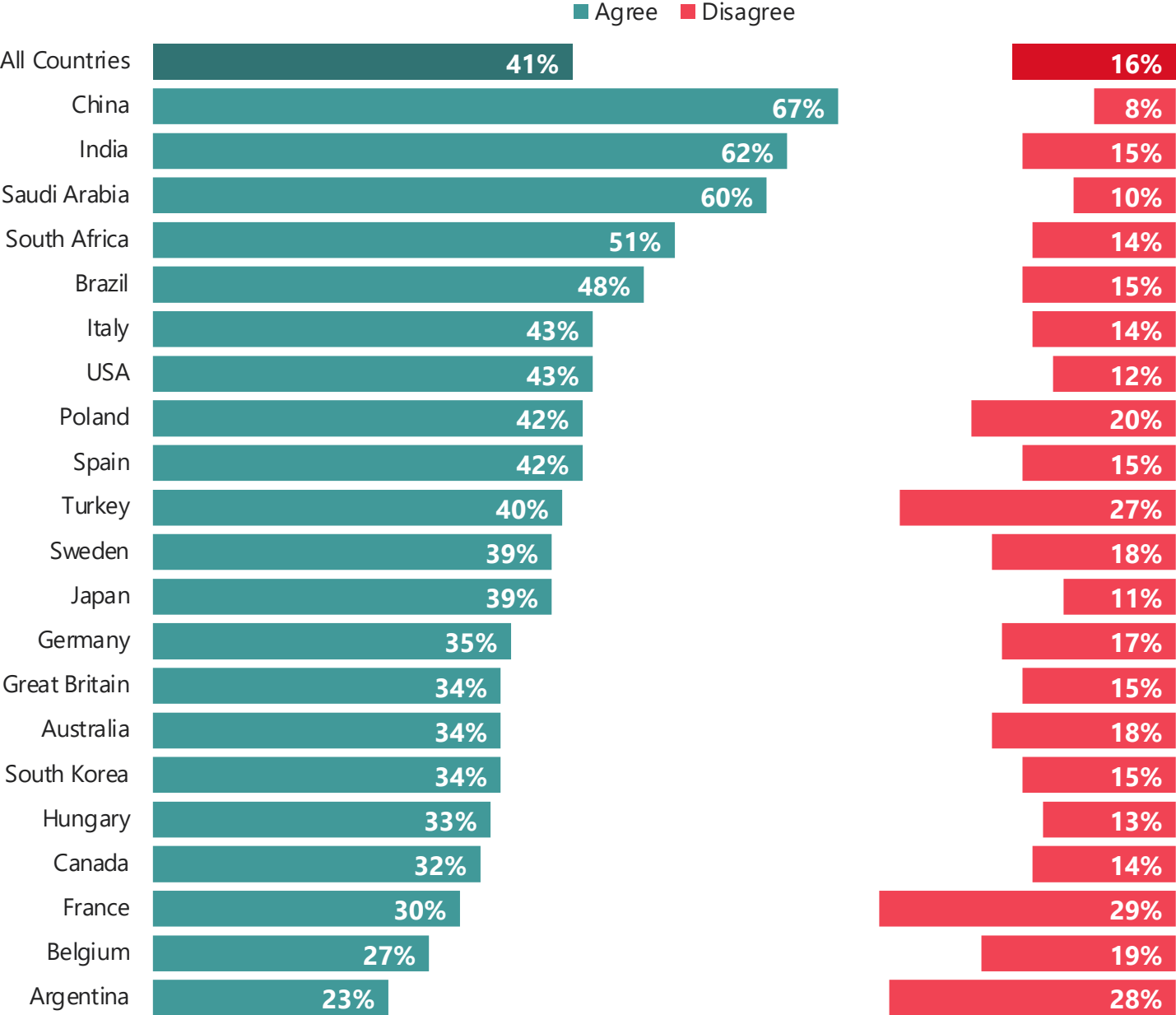
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Food and drink - It is reliable/keeps its promises

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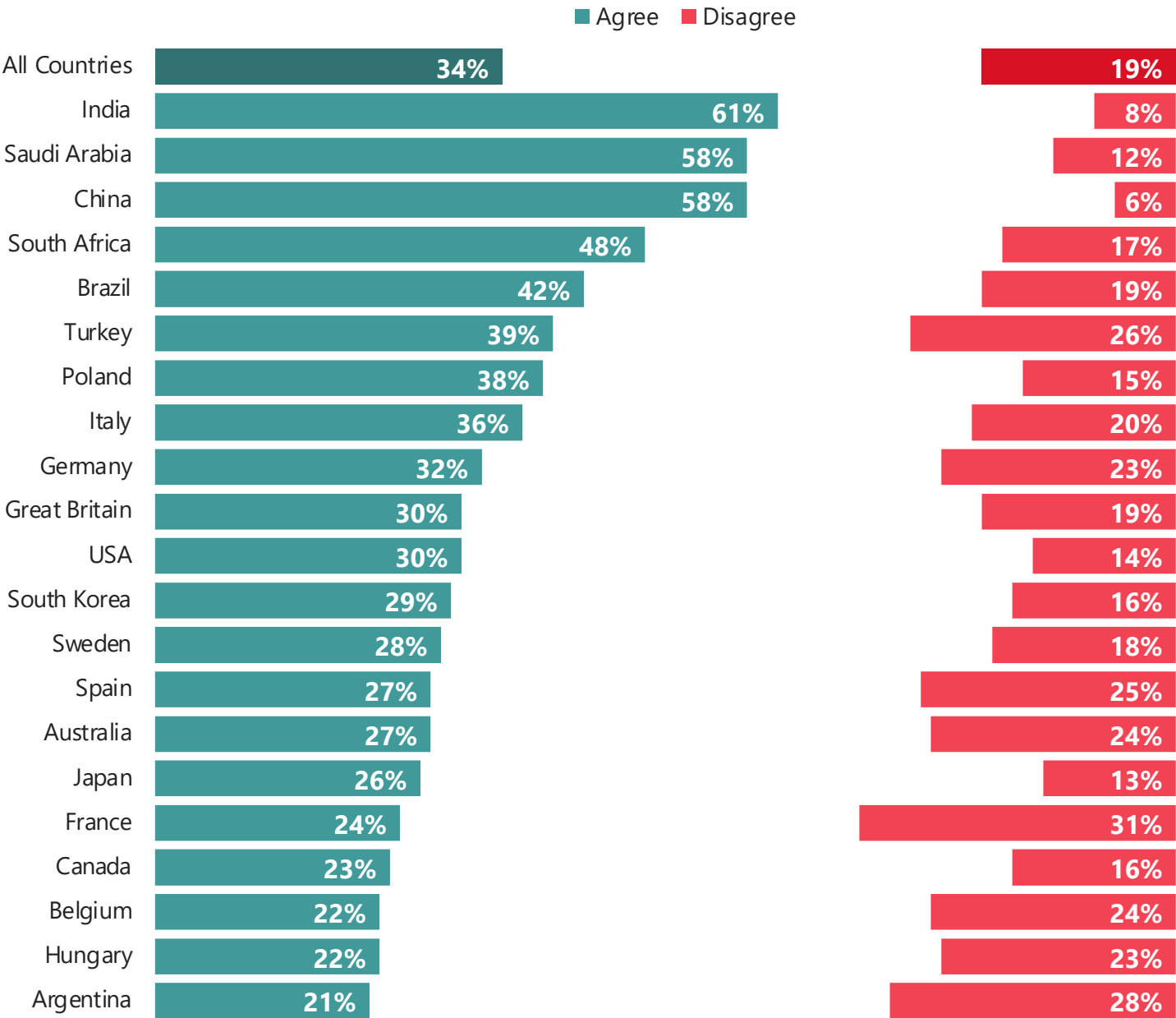
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Food and drink - It shares my values

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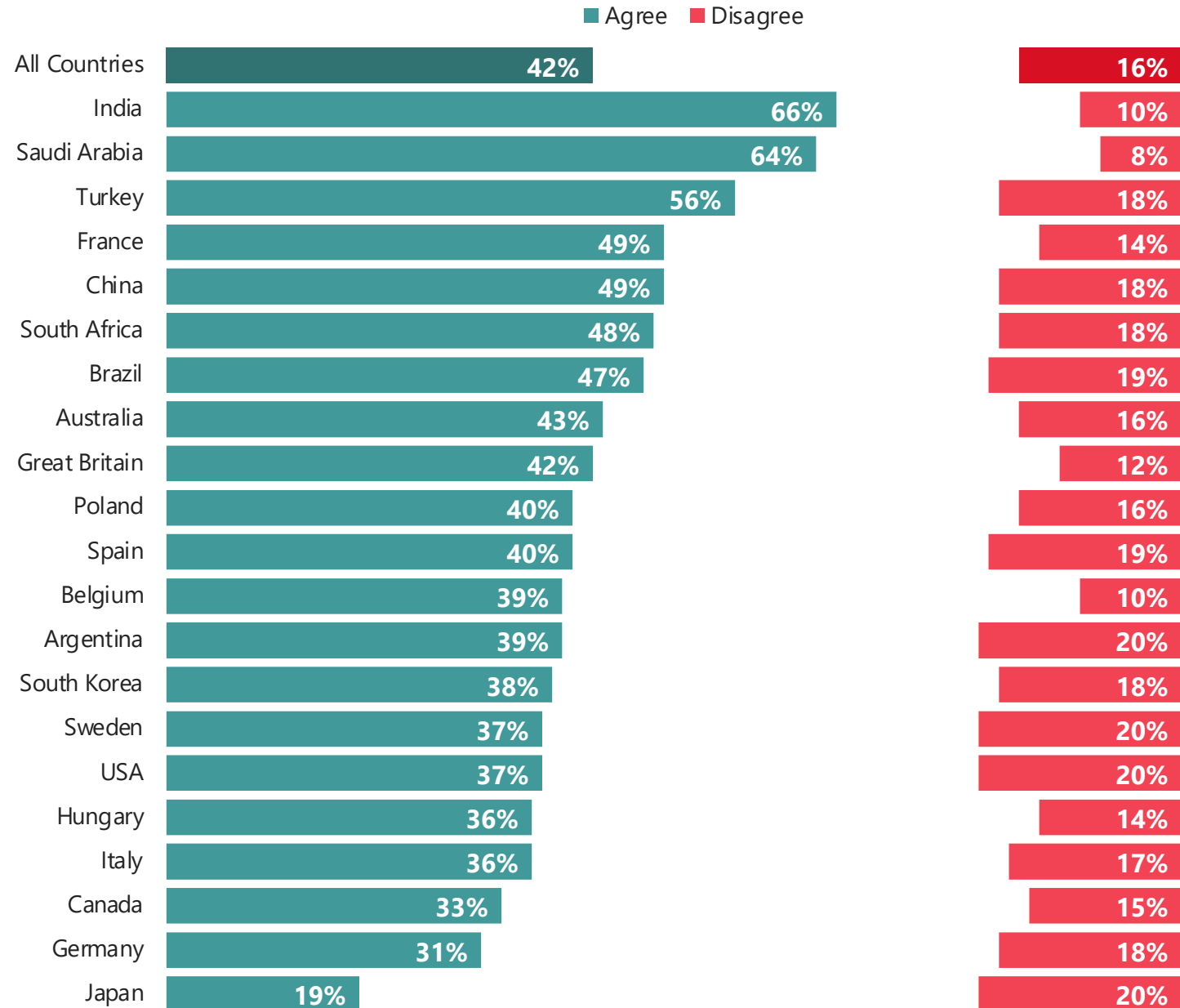


Food and drink - It would try to take advantage of me if it could

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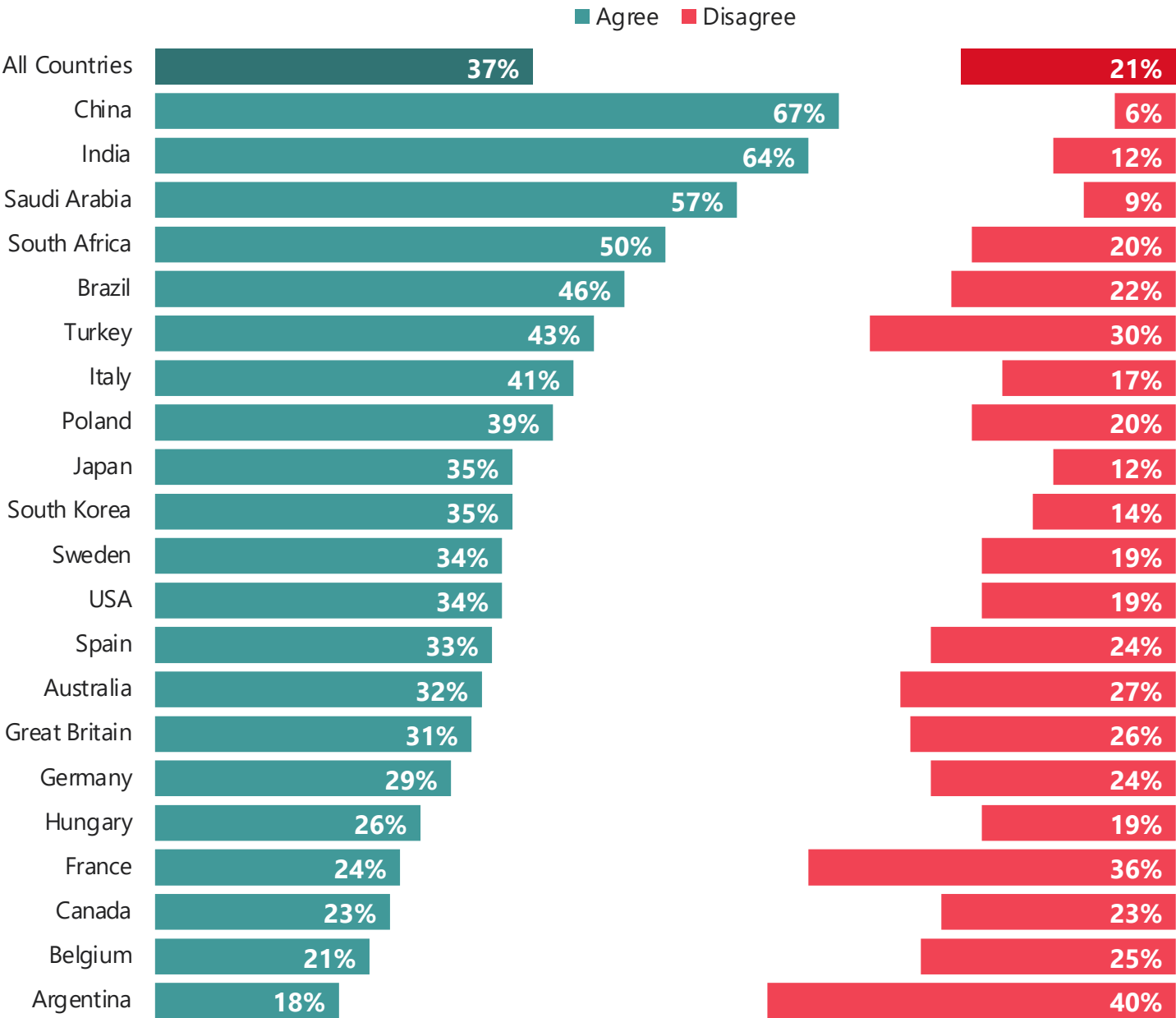
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Food and drink - It is environmentally sustainable

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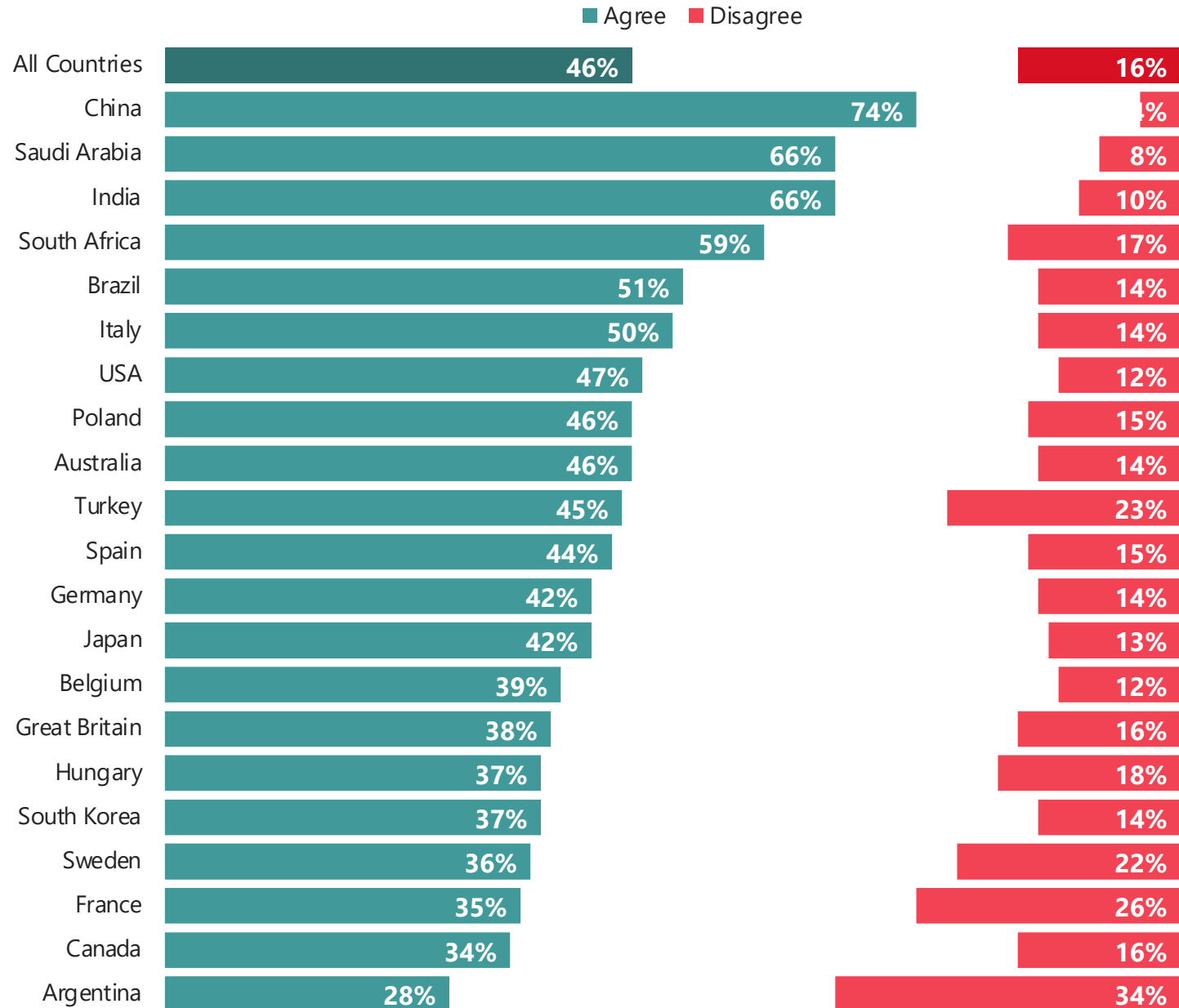


Food and drink - If it provides good value for price

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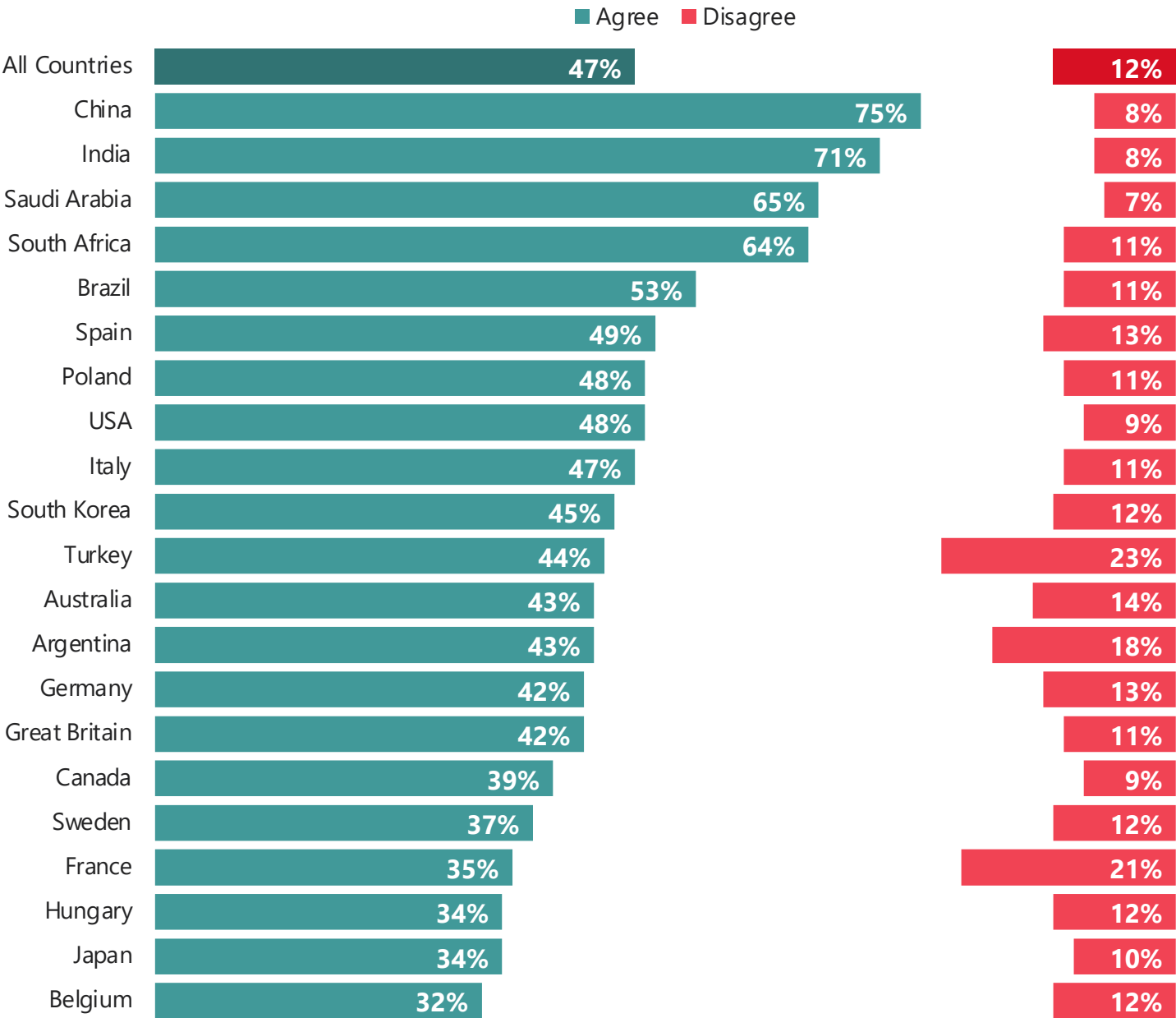
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Food and drink - If it provides good customer service

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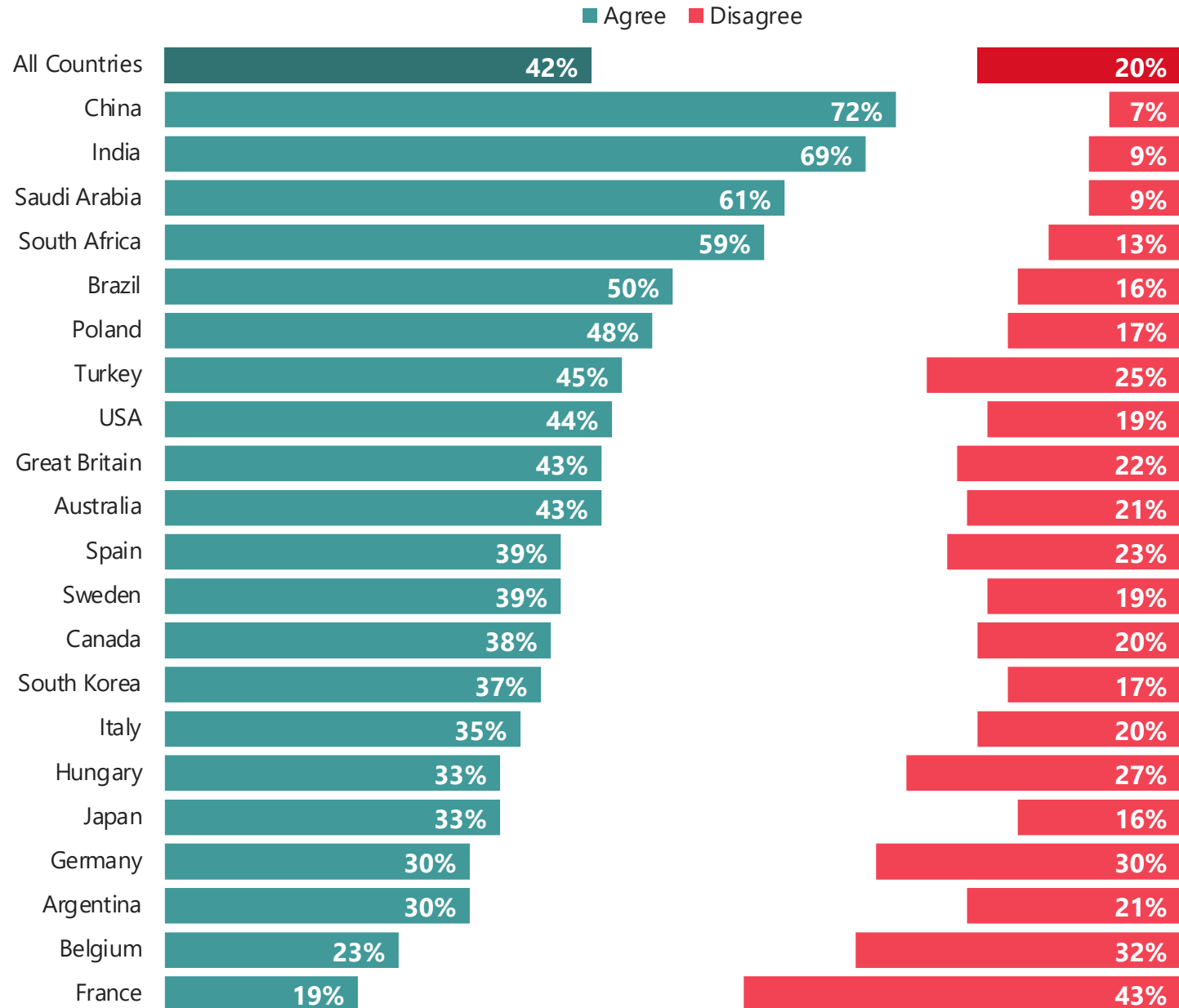
Social Media Companies

Social media companies - It is good at what it does

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

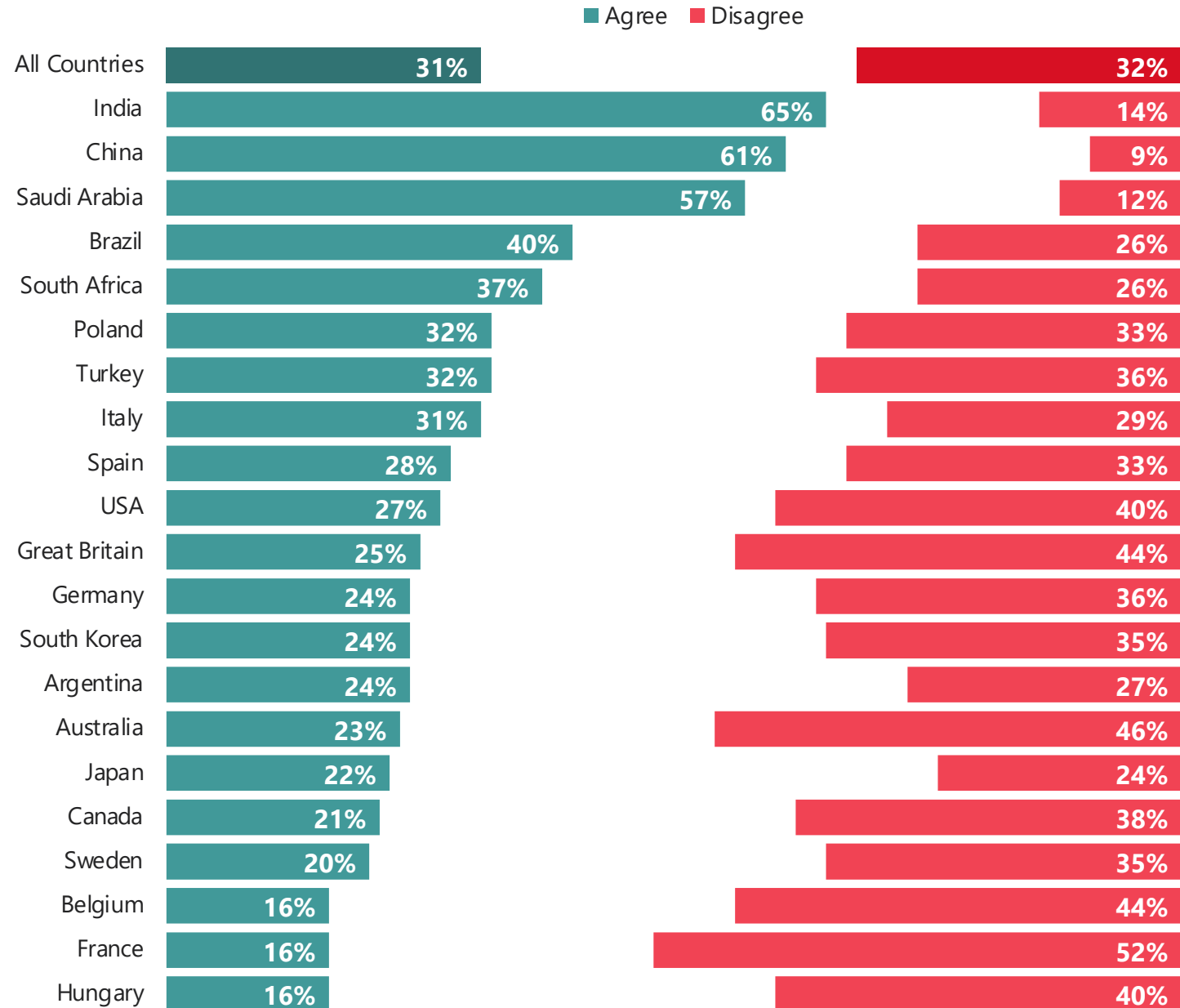
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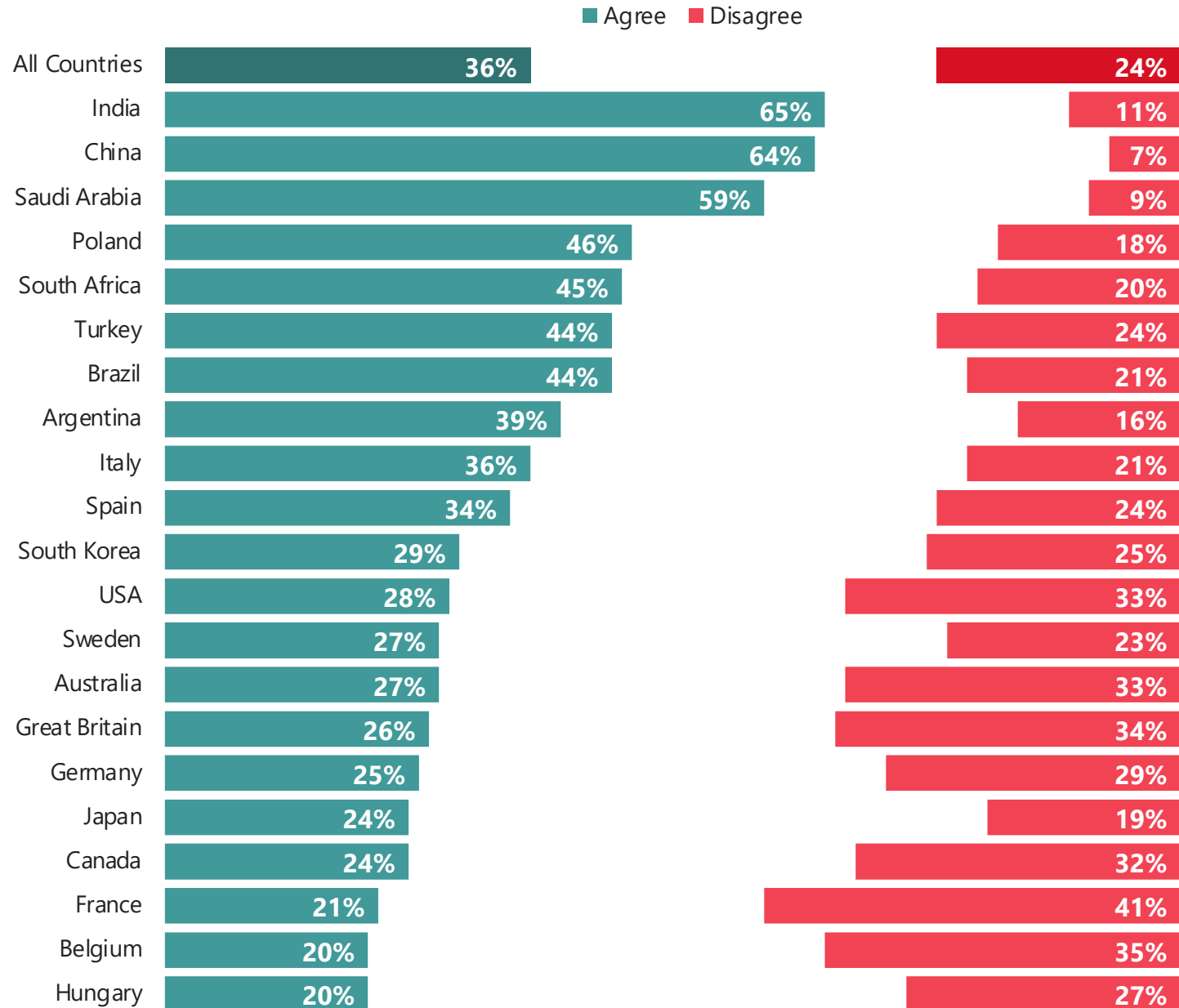


Social media companies - It is well led

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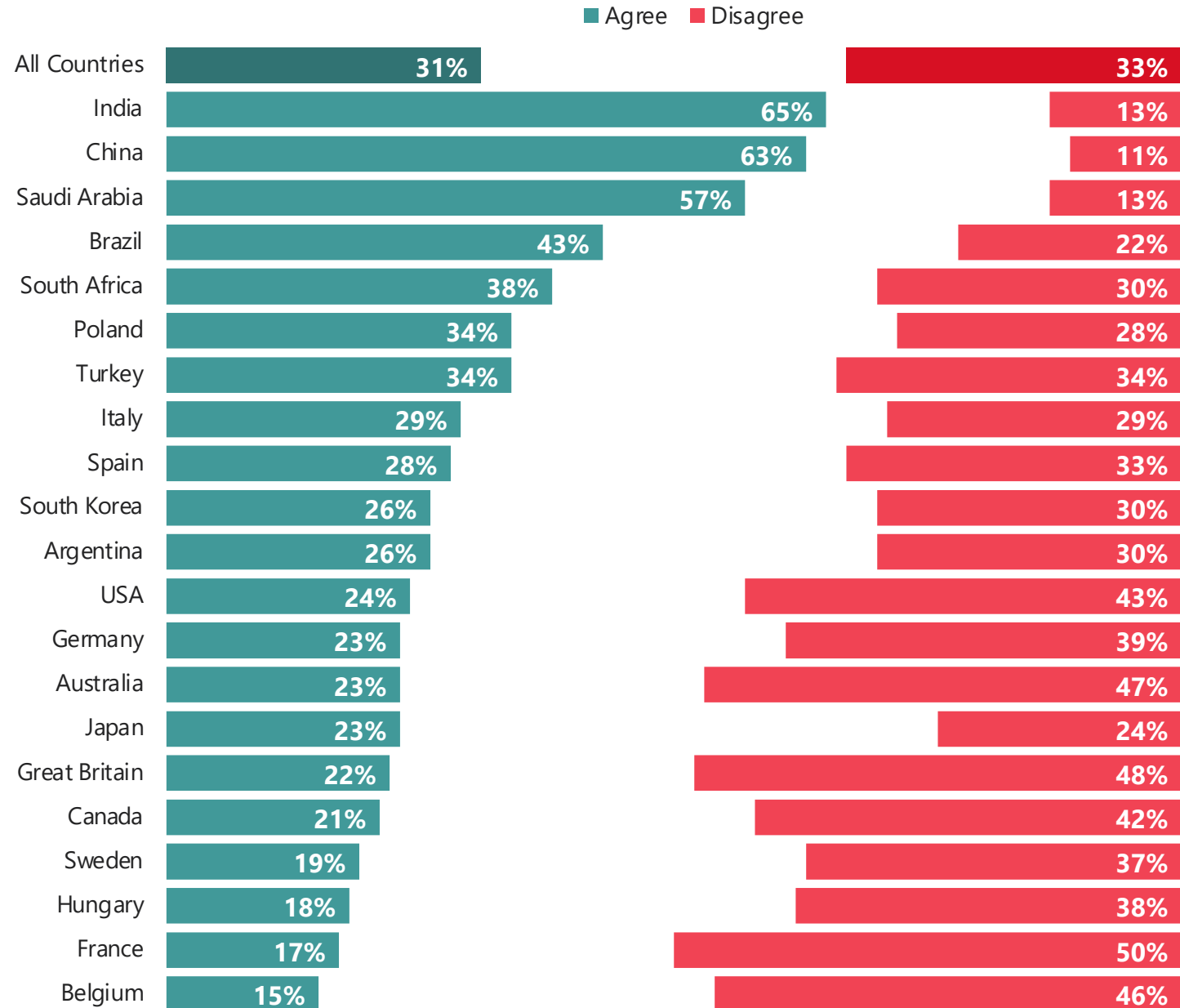


Social media companies - It behaves responsibly

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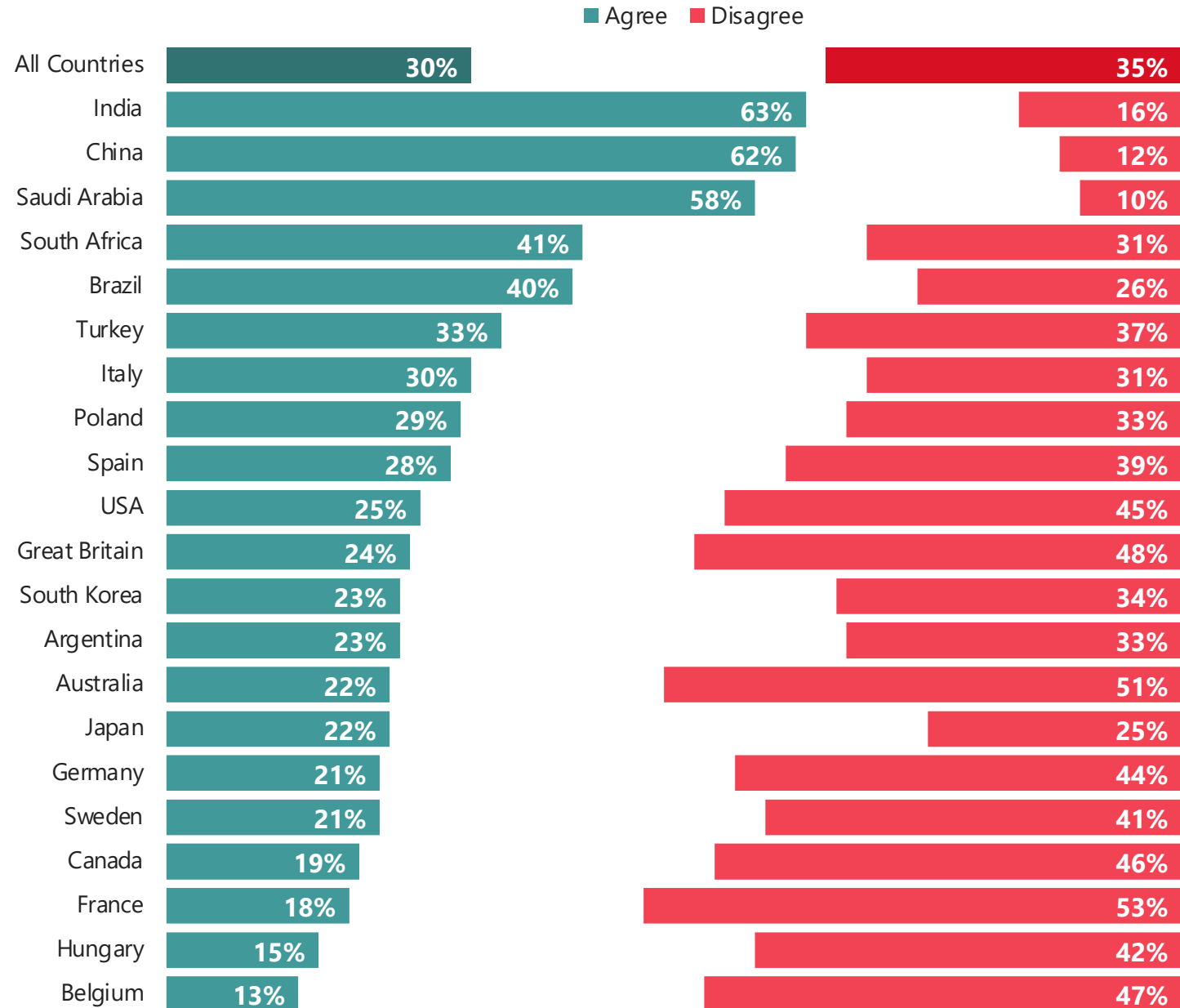


Social media companies - It is open and transparent about what it does

Q.

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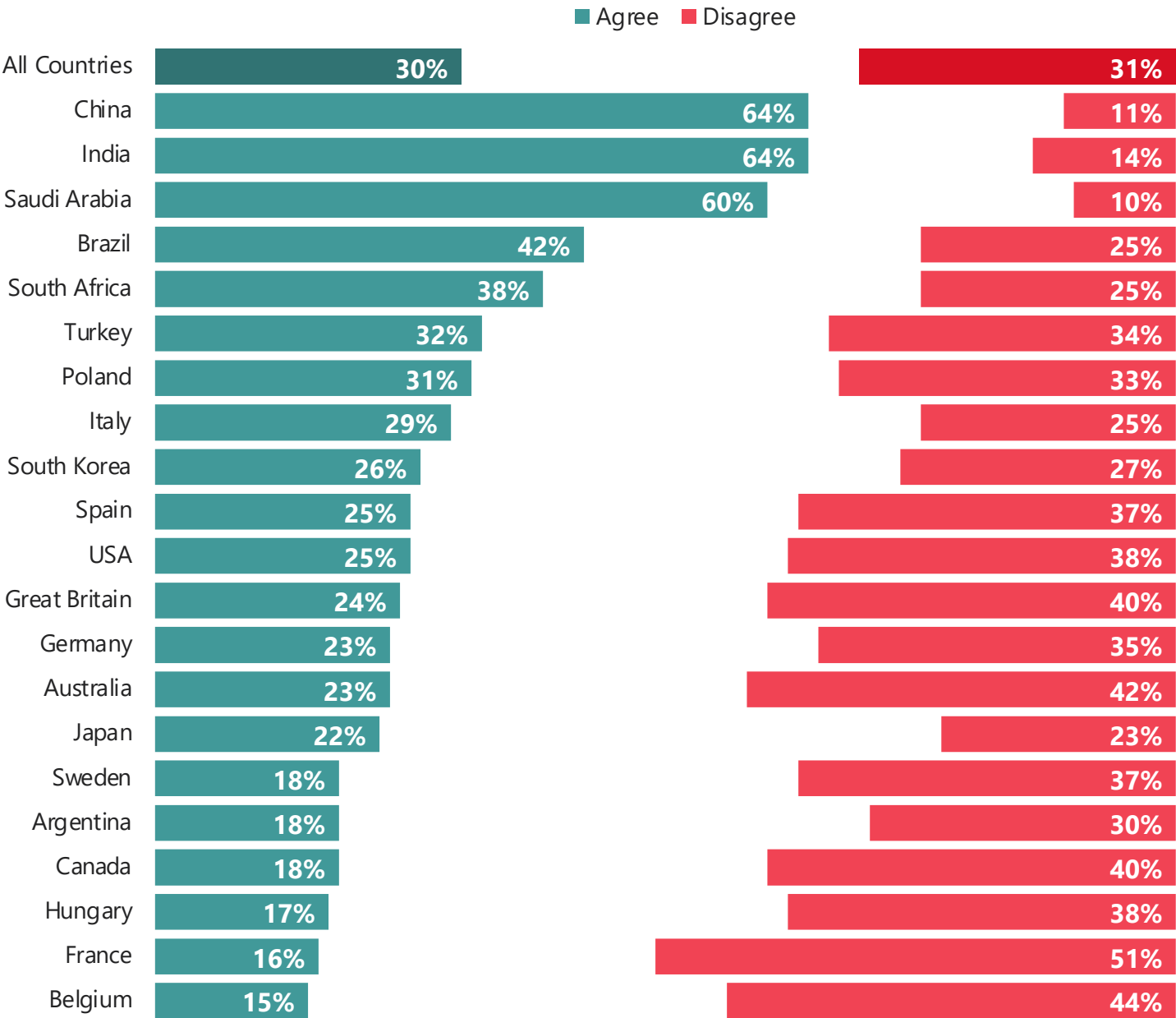
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Social media companies - It is reliable/keeps its promises

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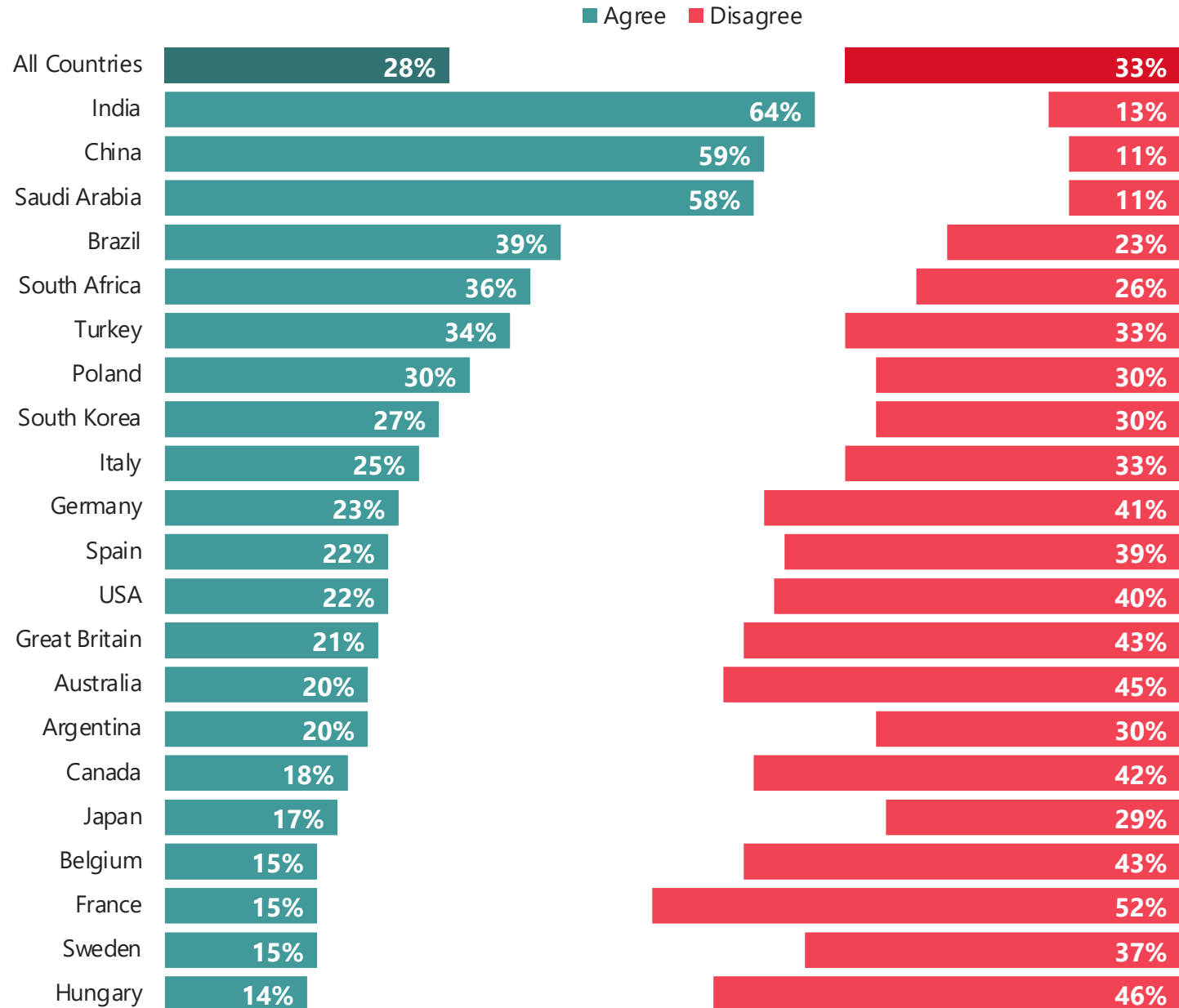
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Social media companies - It shares my values

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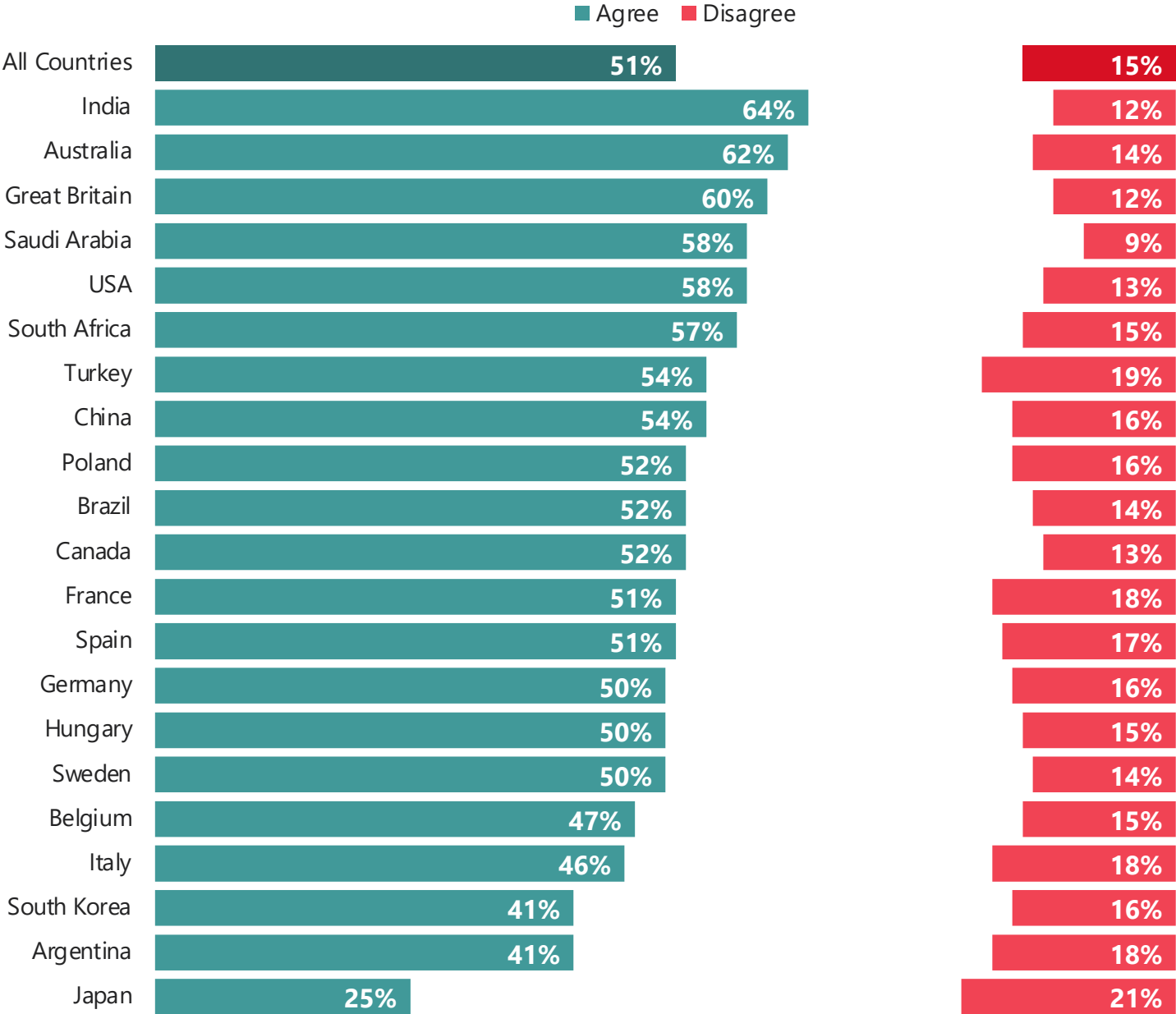
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Social media companies - It would try to take advantage of me if it could

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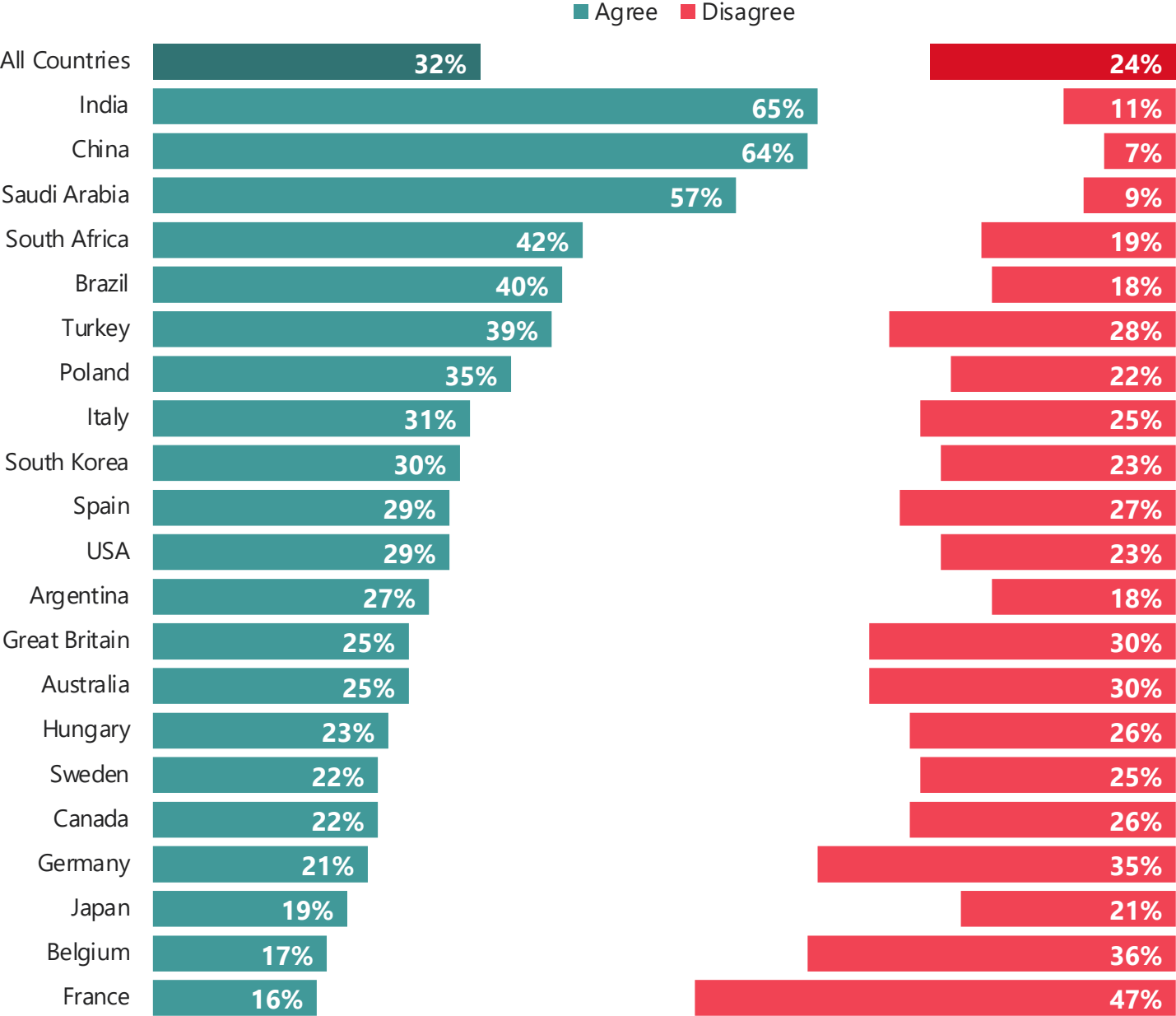
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Social media companies - It is environmentally sustainable

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Consumer Packed Goods

Consumer packaged goods - It is good at what it does

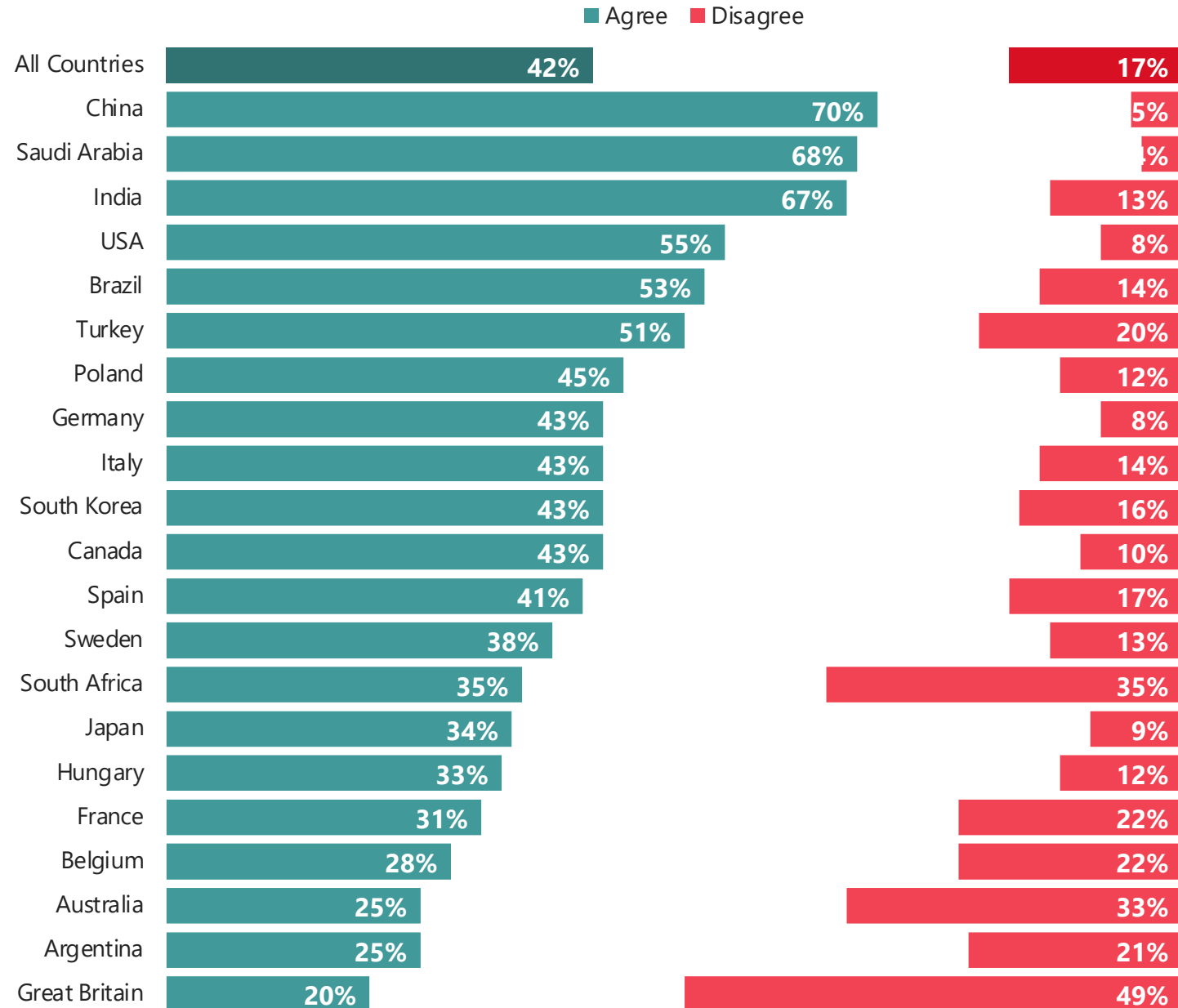
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Consumer packaged goods - It does what it does with the best of intentions

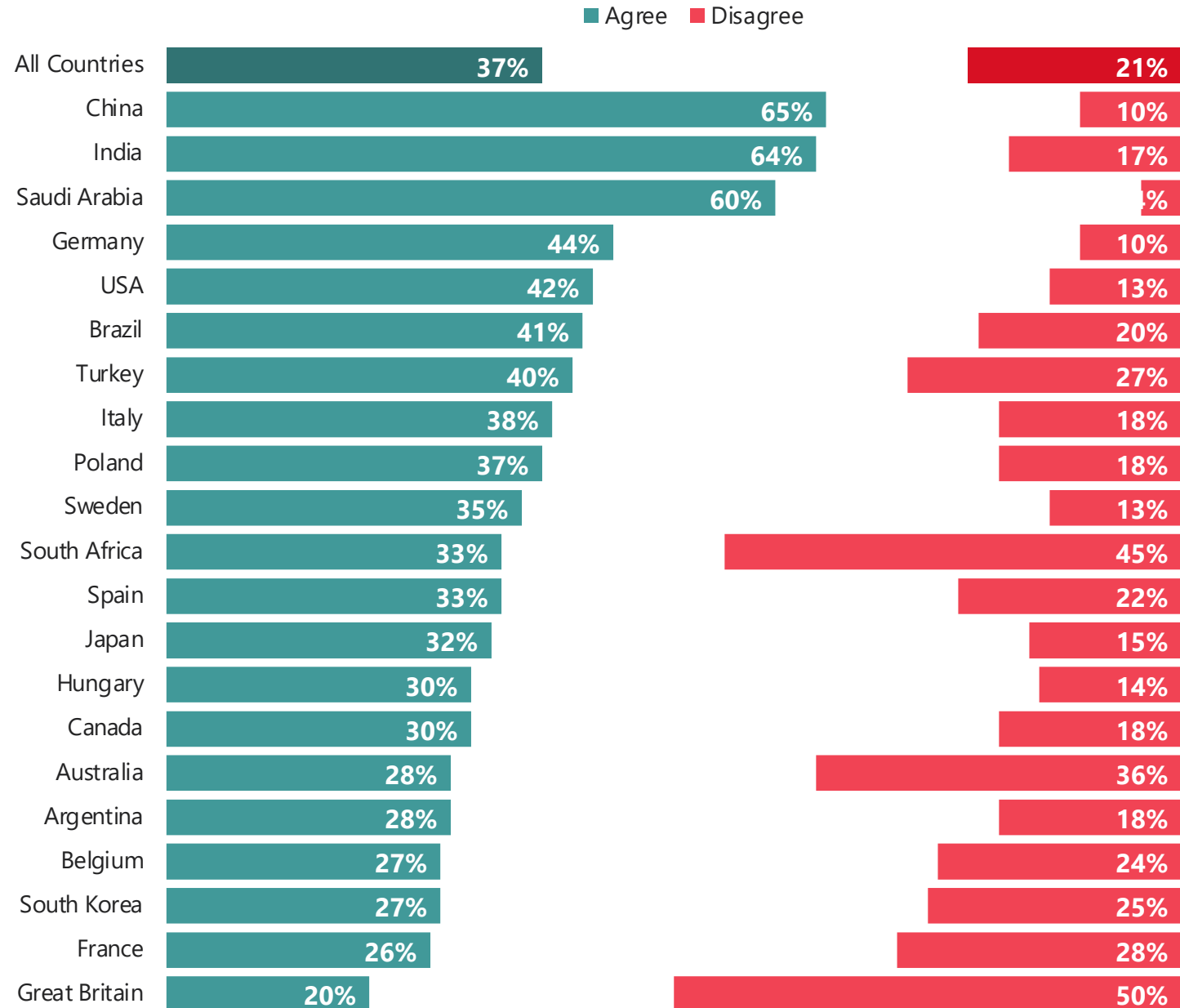
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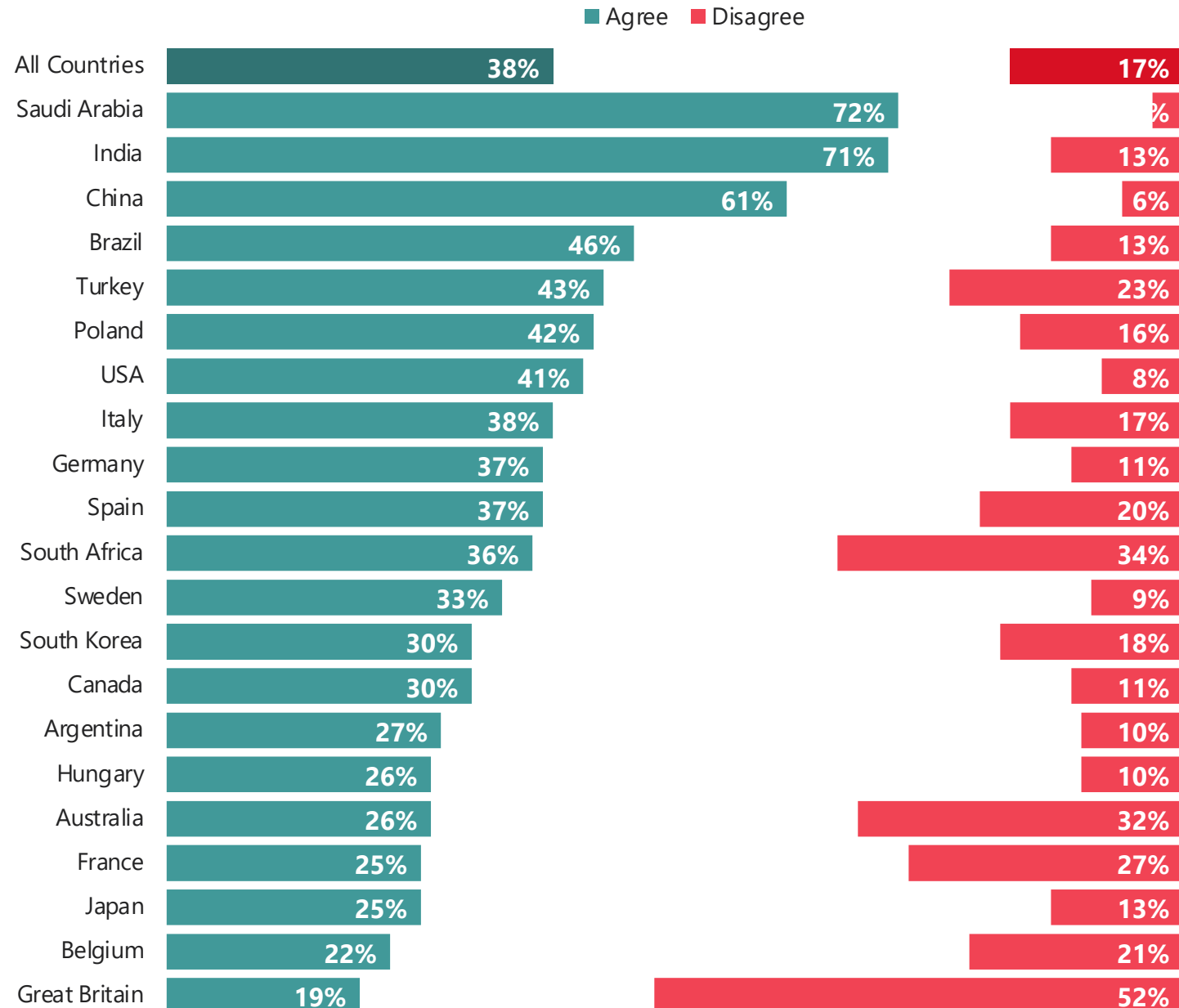
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Consumer packaged goods - It is well led

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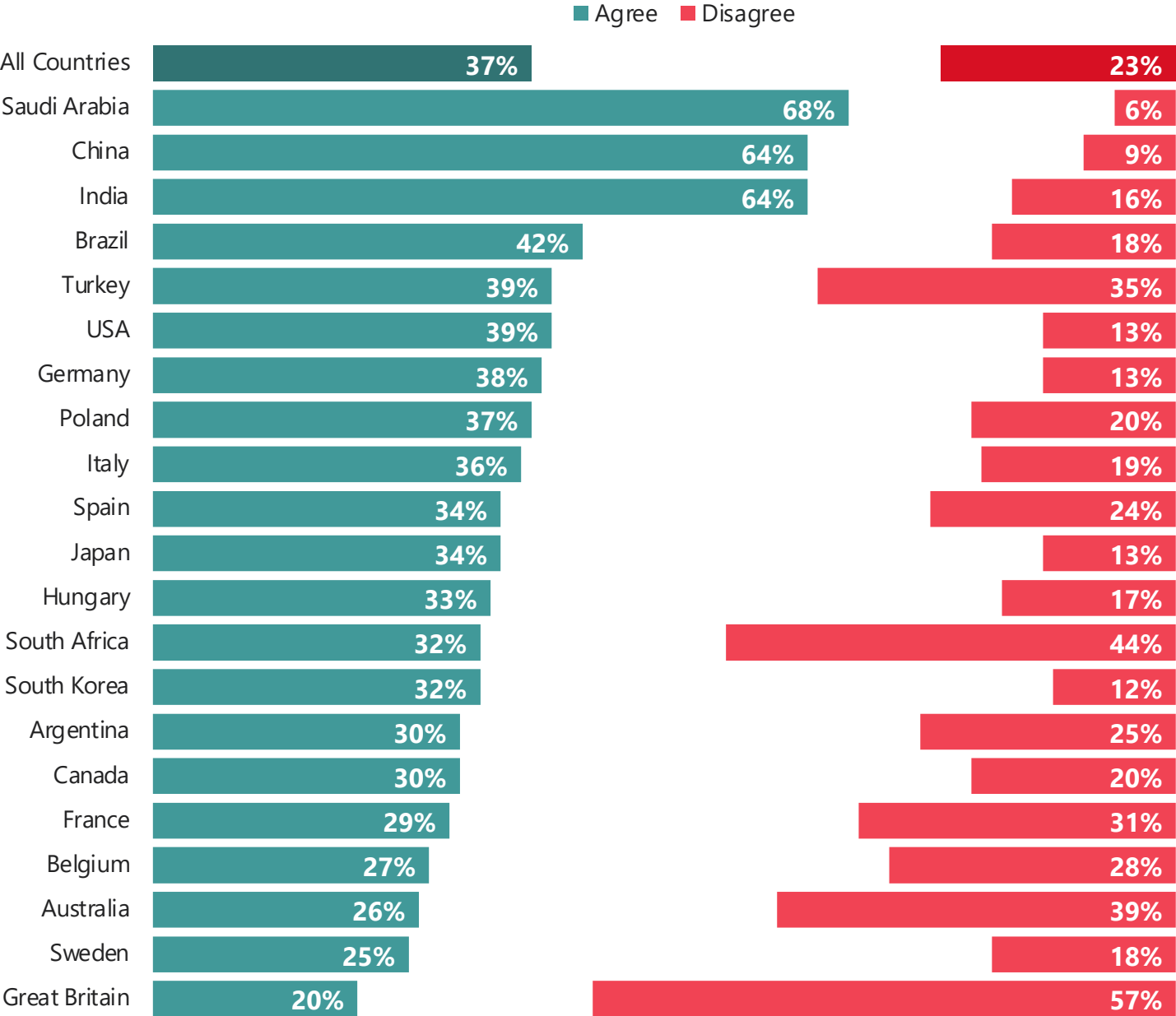
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Consumer packaged goods - It behaves responsibly

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Consumer packaged goods - It is open and transparent about what it does

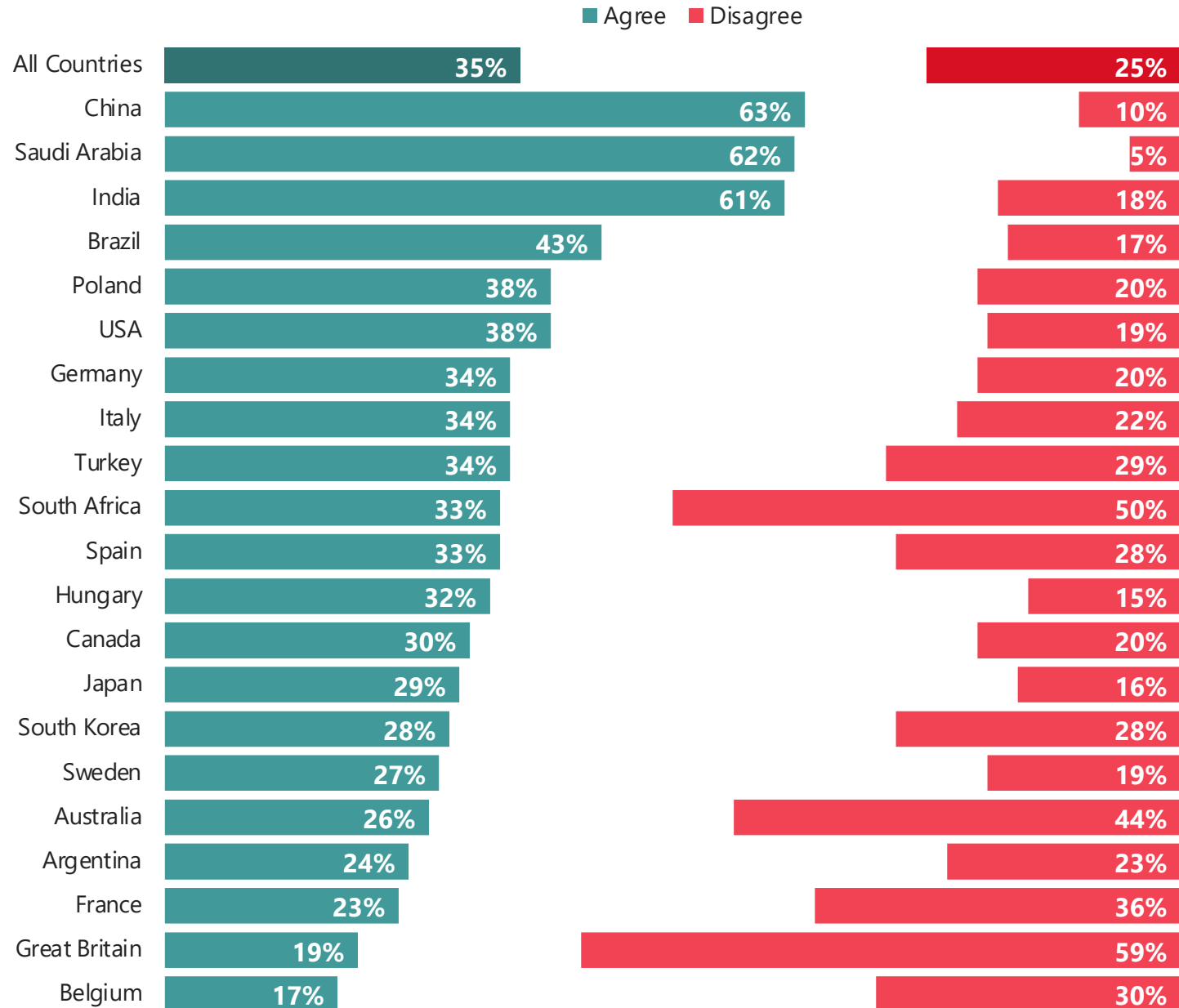
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Consumer packaged goods - It is reliable/keeps its promises

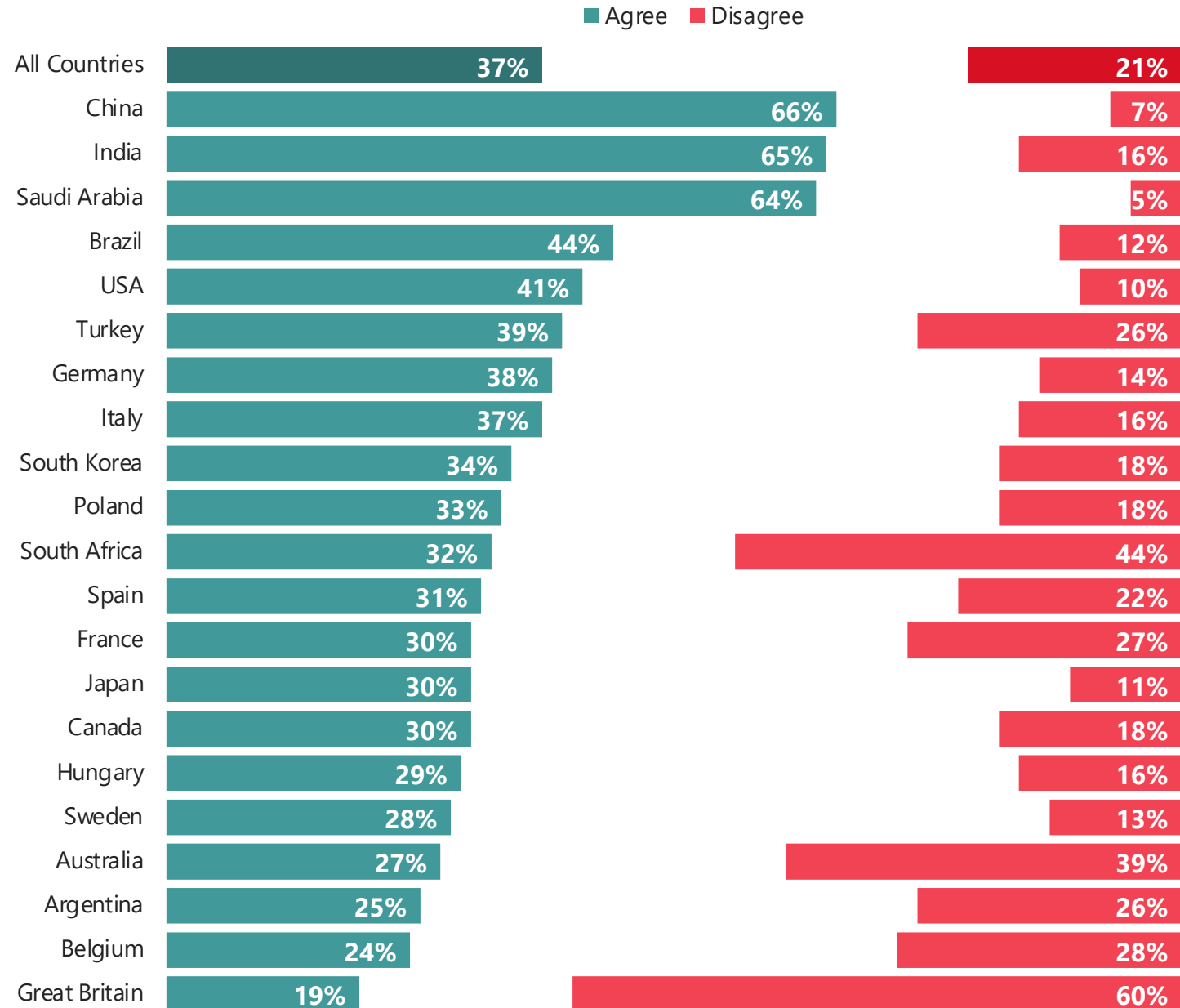
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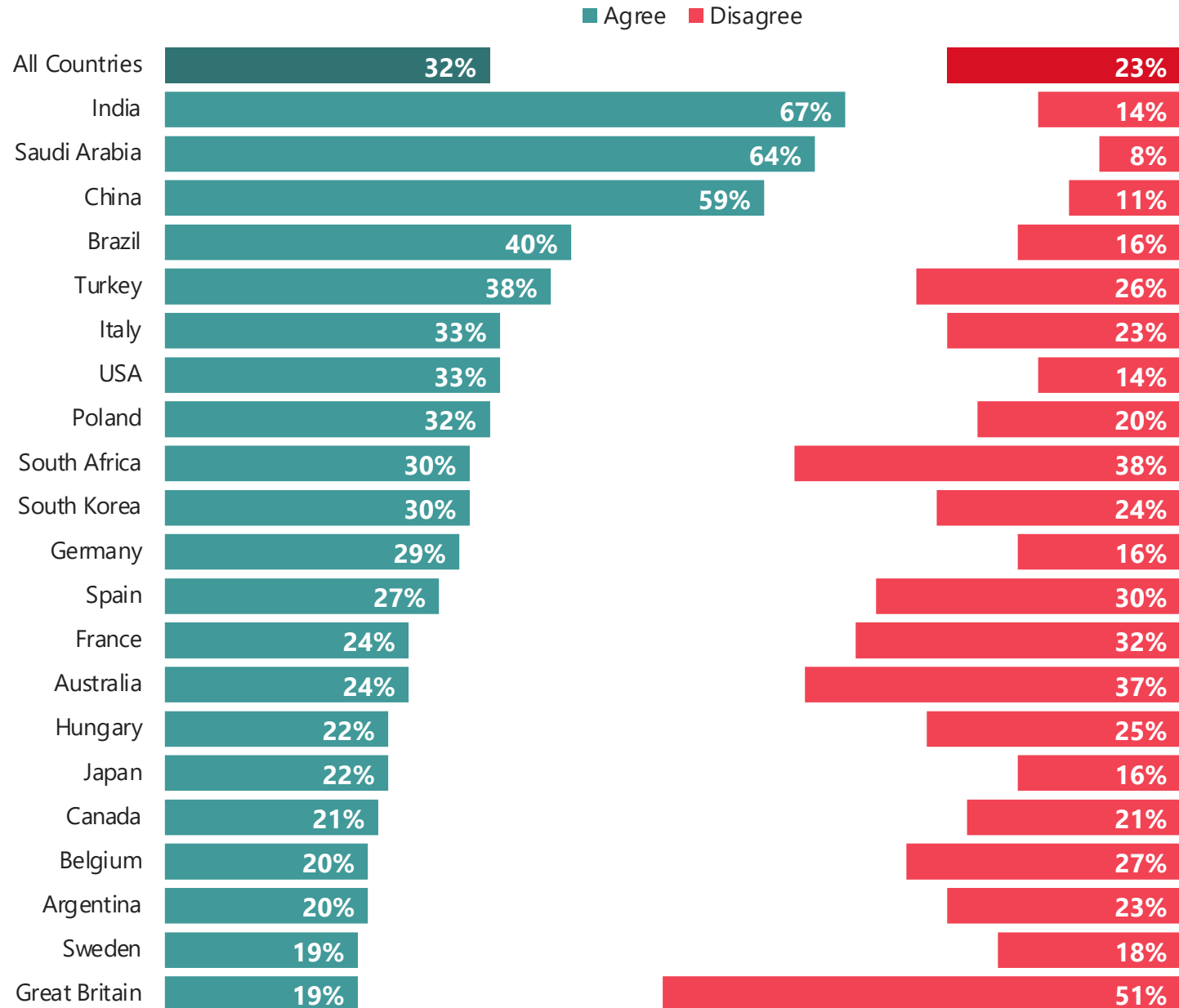
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Consumer packaged goods - It shares my values

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Consumer packaged goods - It would try to take advantage of me if it could

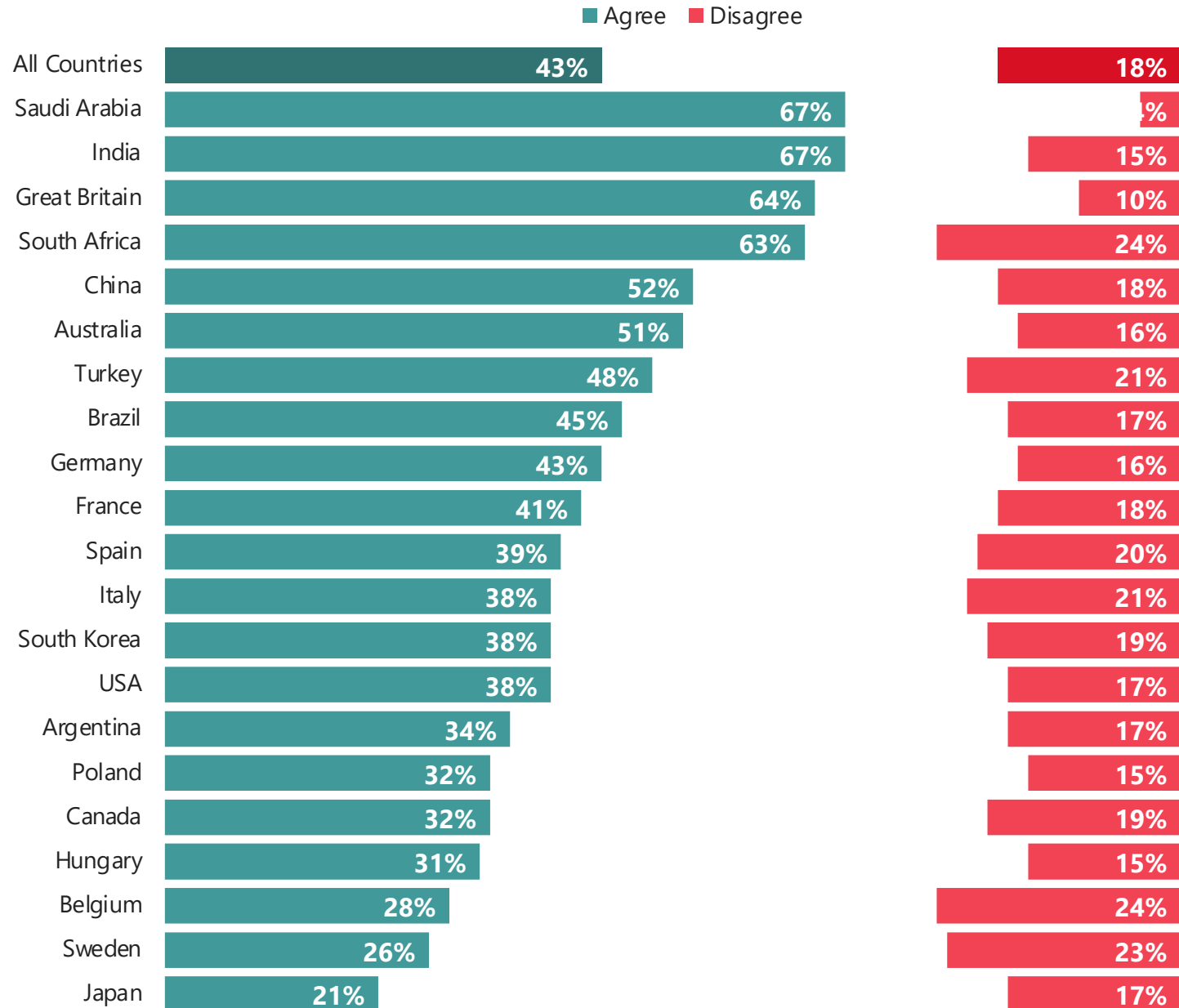
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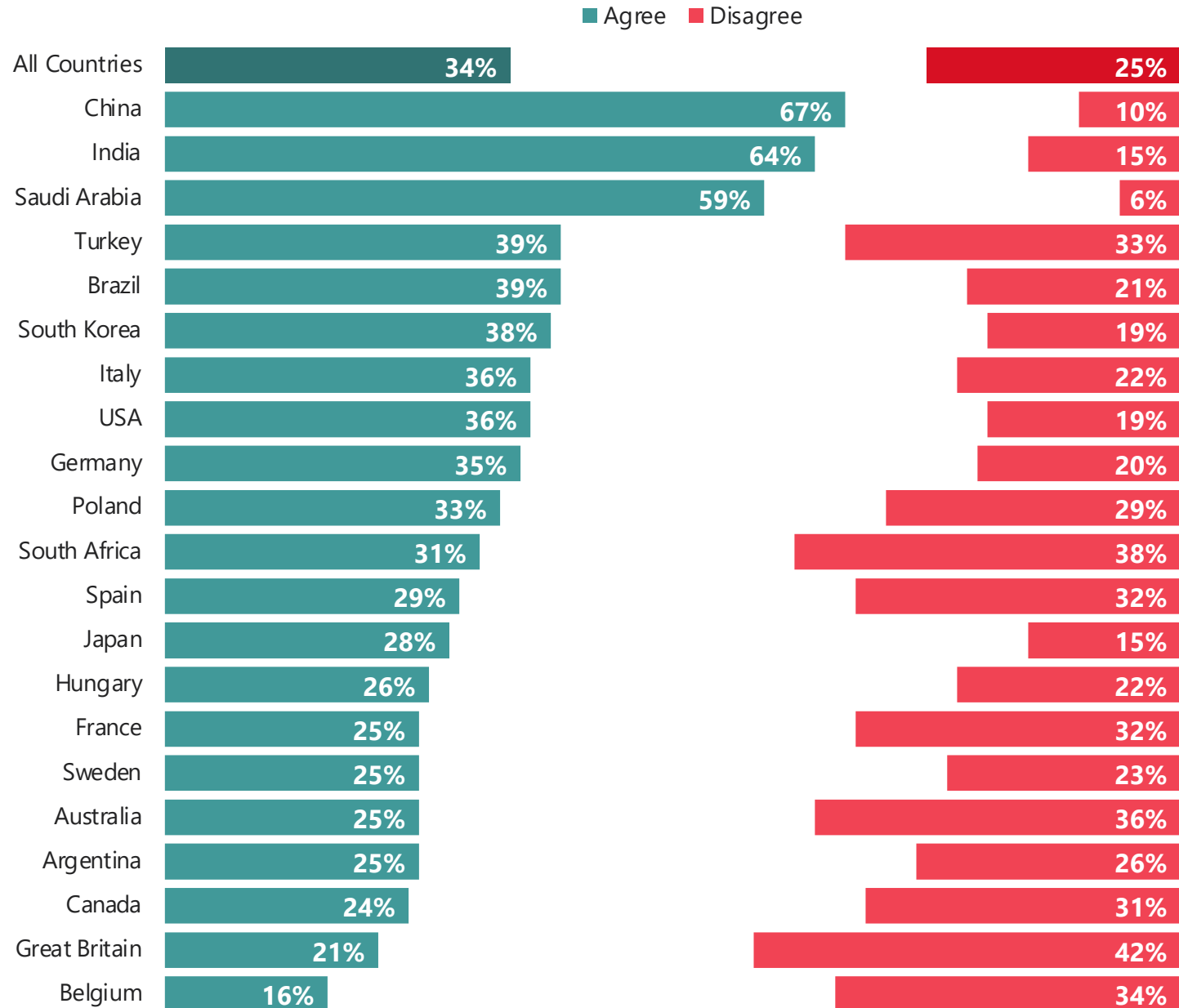


Consumer packaged goods - It is environmentally sustainable

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Consumer packaged goods - If it provides good value for price

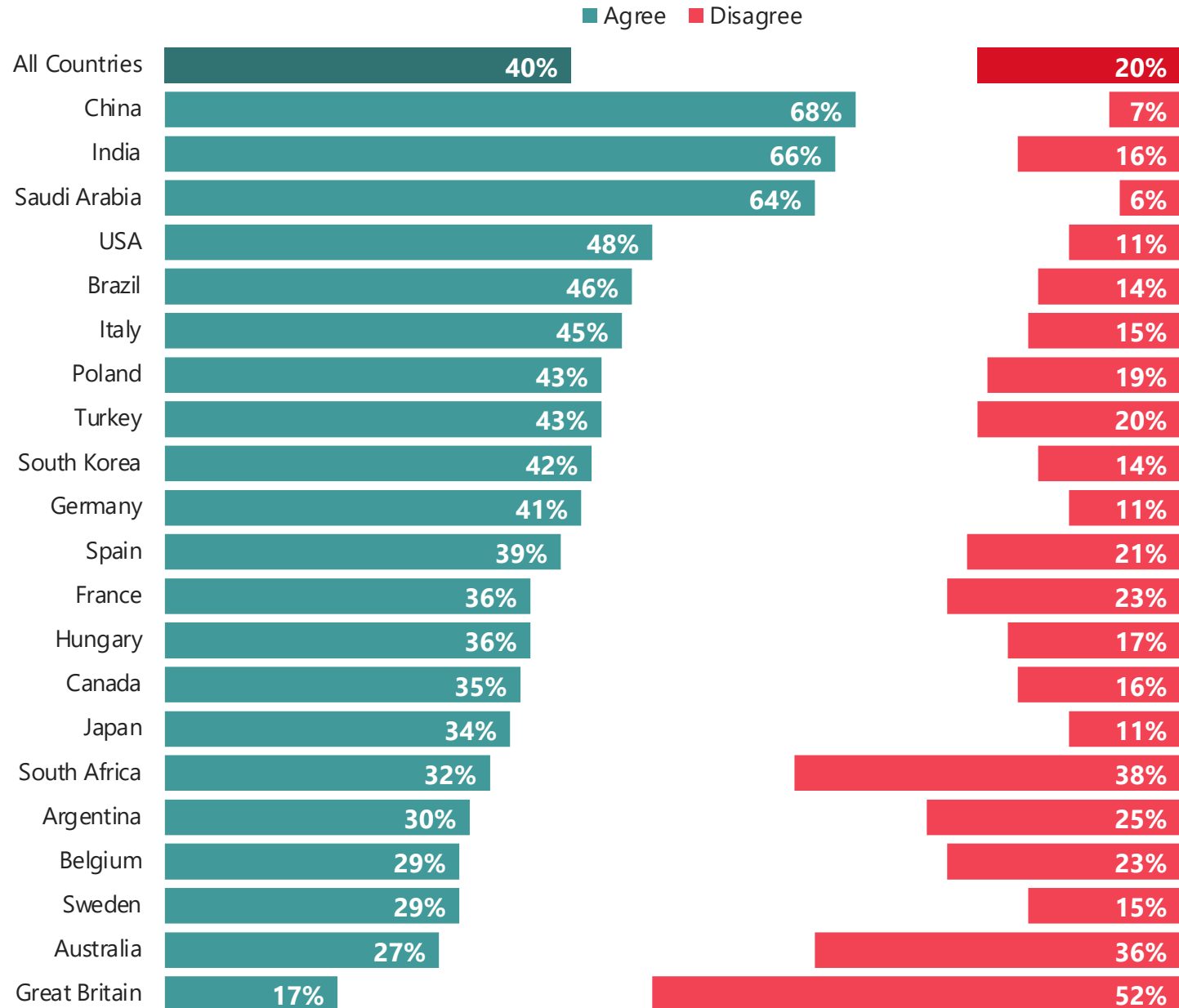
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Consumer packaged goods - If it provides good customer service

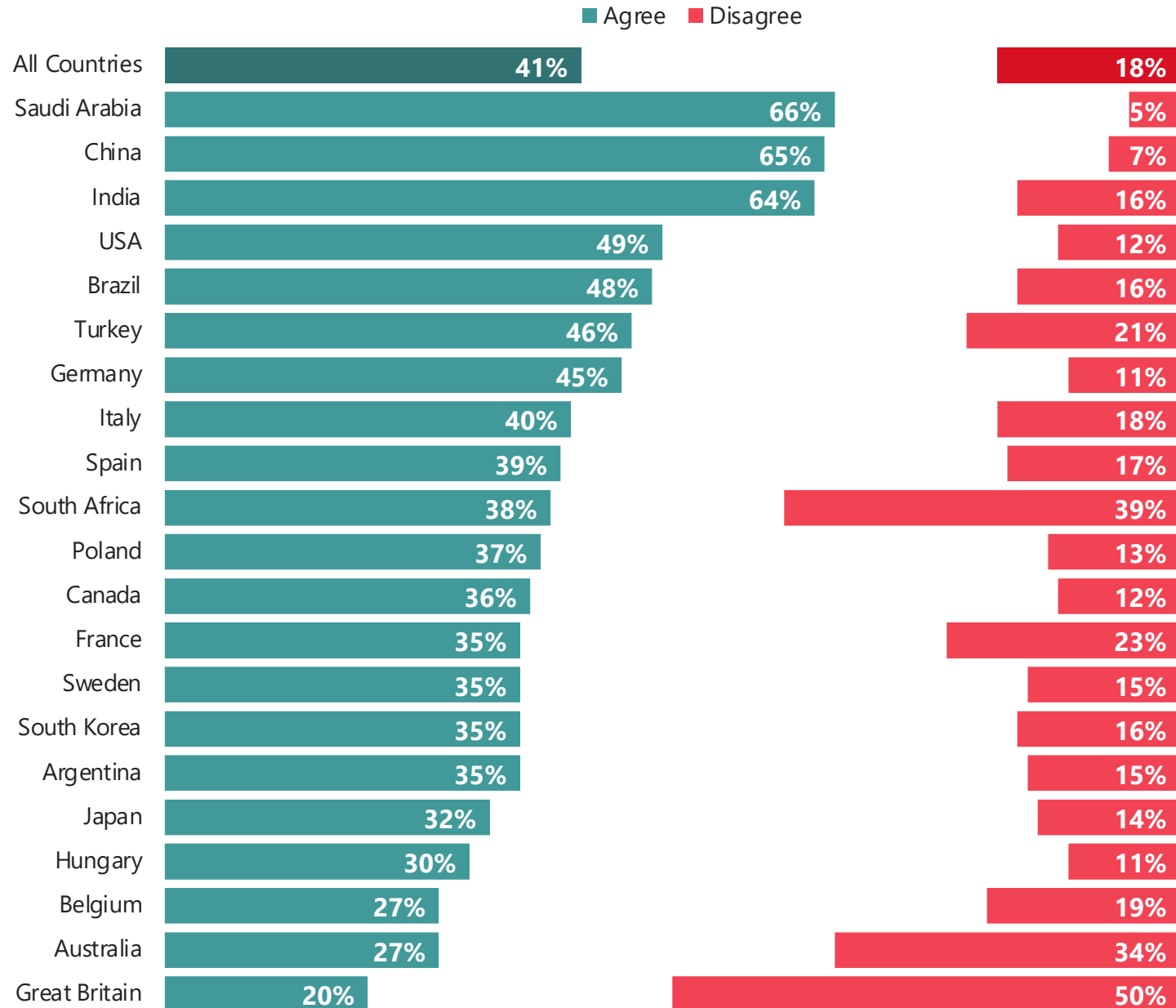
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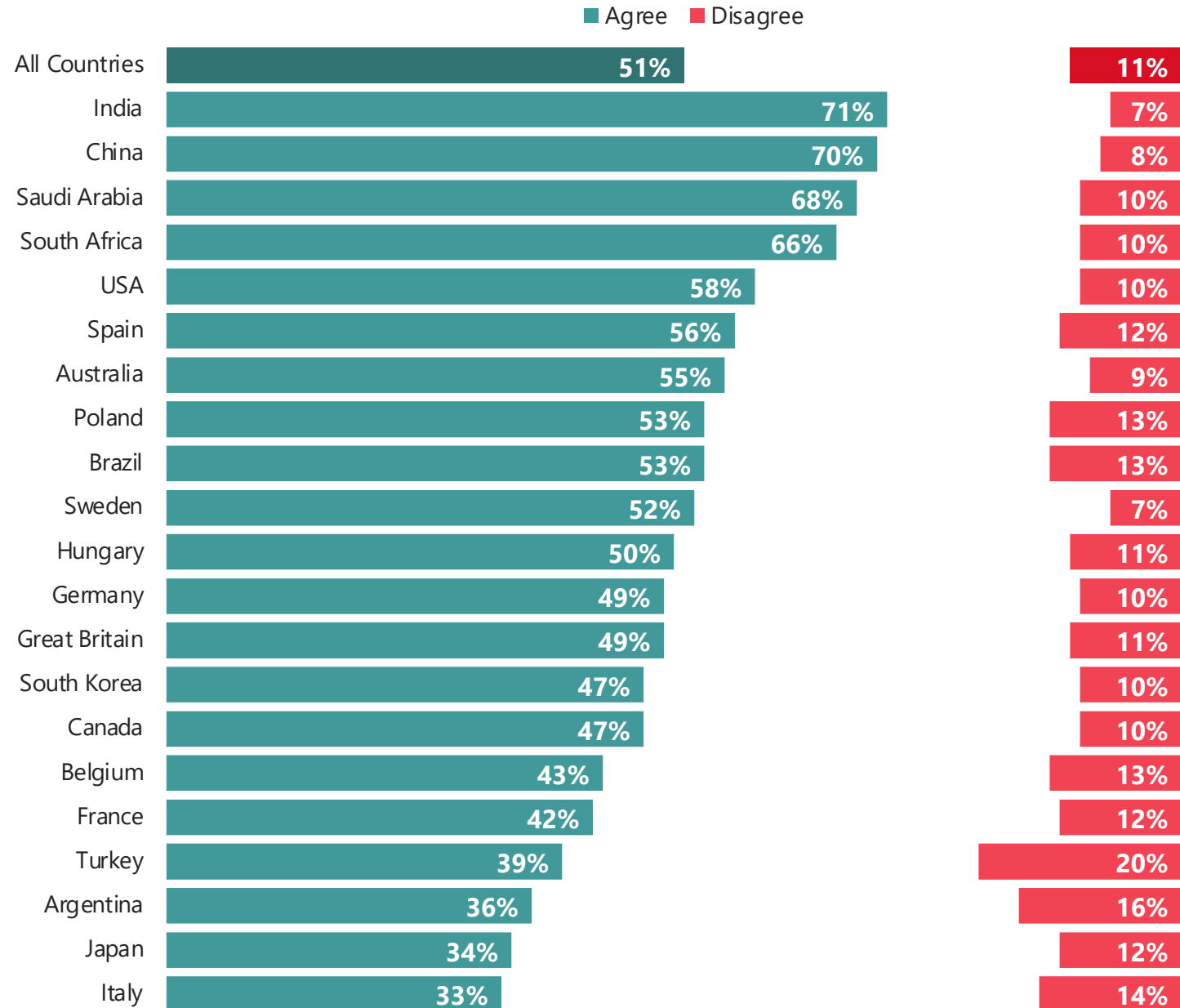


Retail Companies

Retail - It is good at what it does

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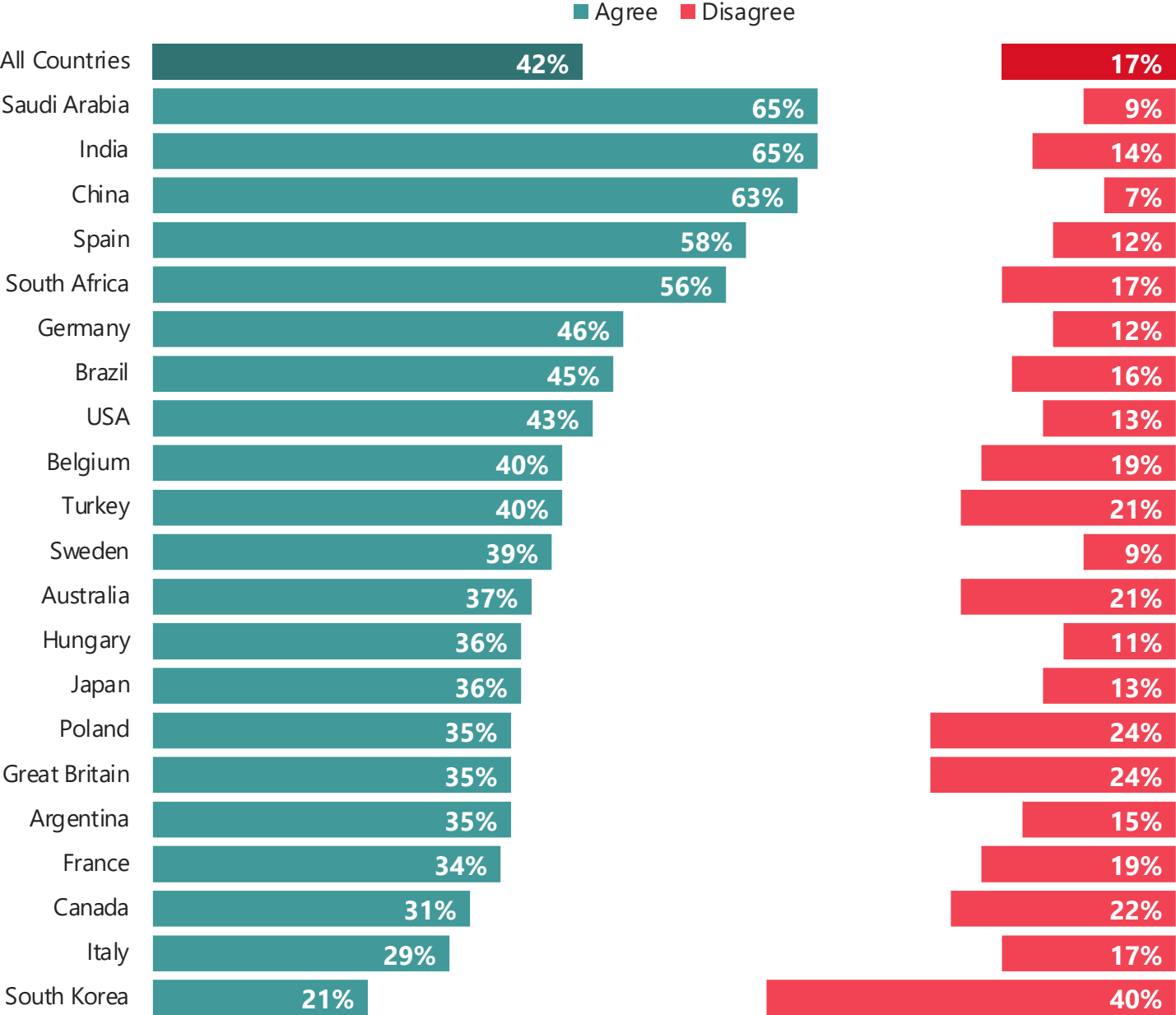
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Retail - It does what it does with the best of intentions

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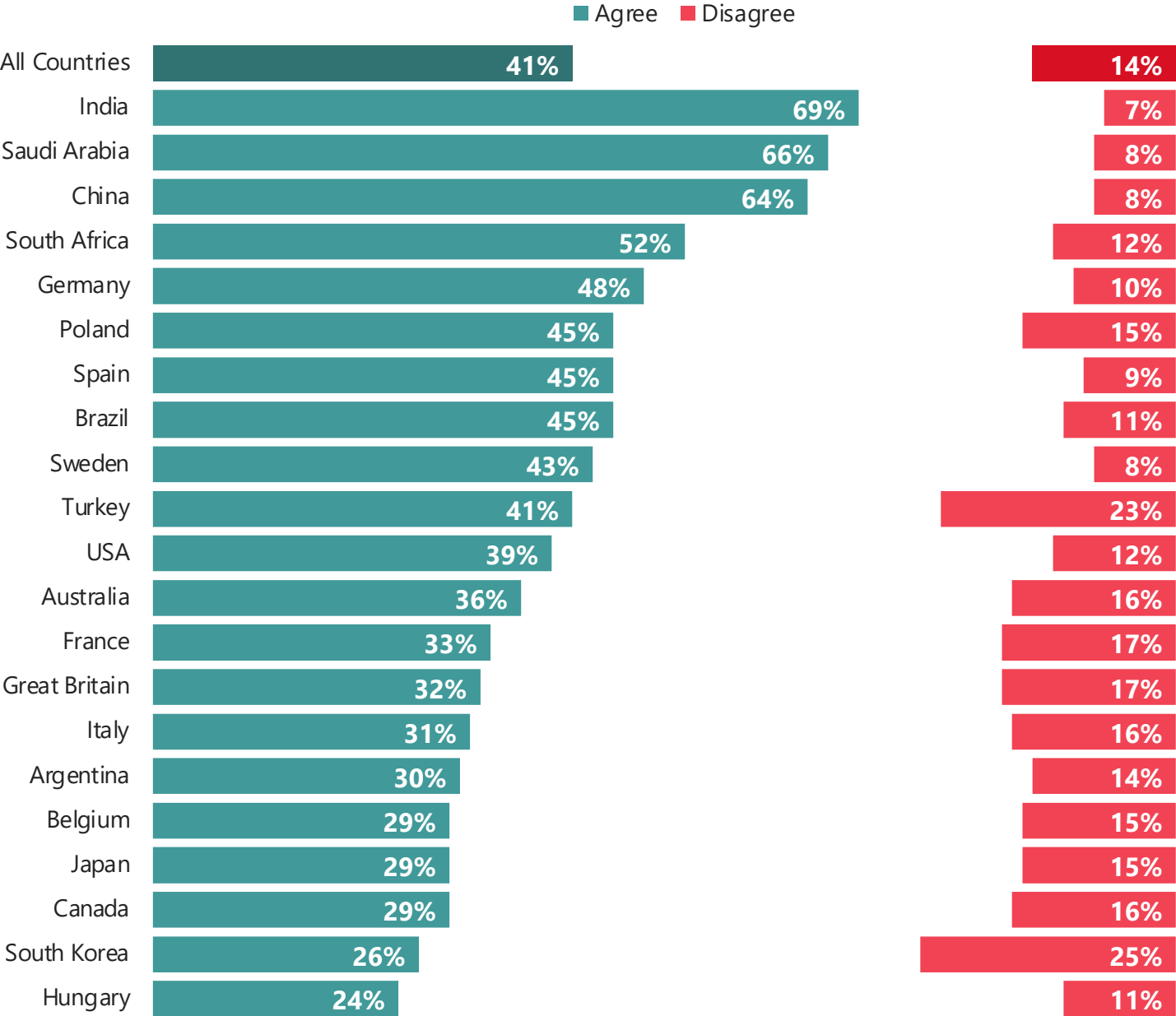
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Retail - It is well led

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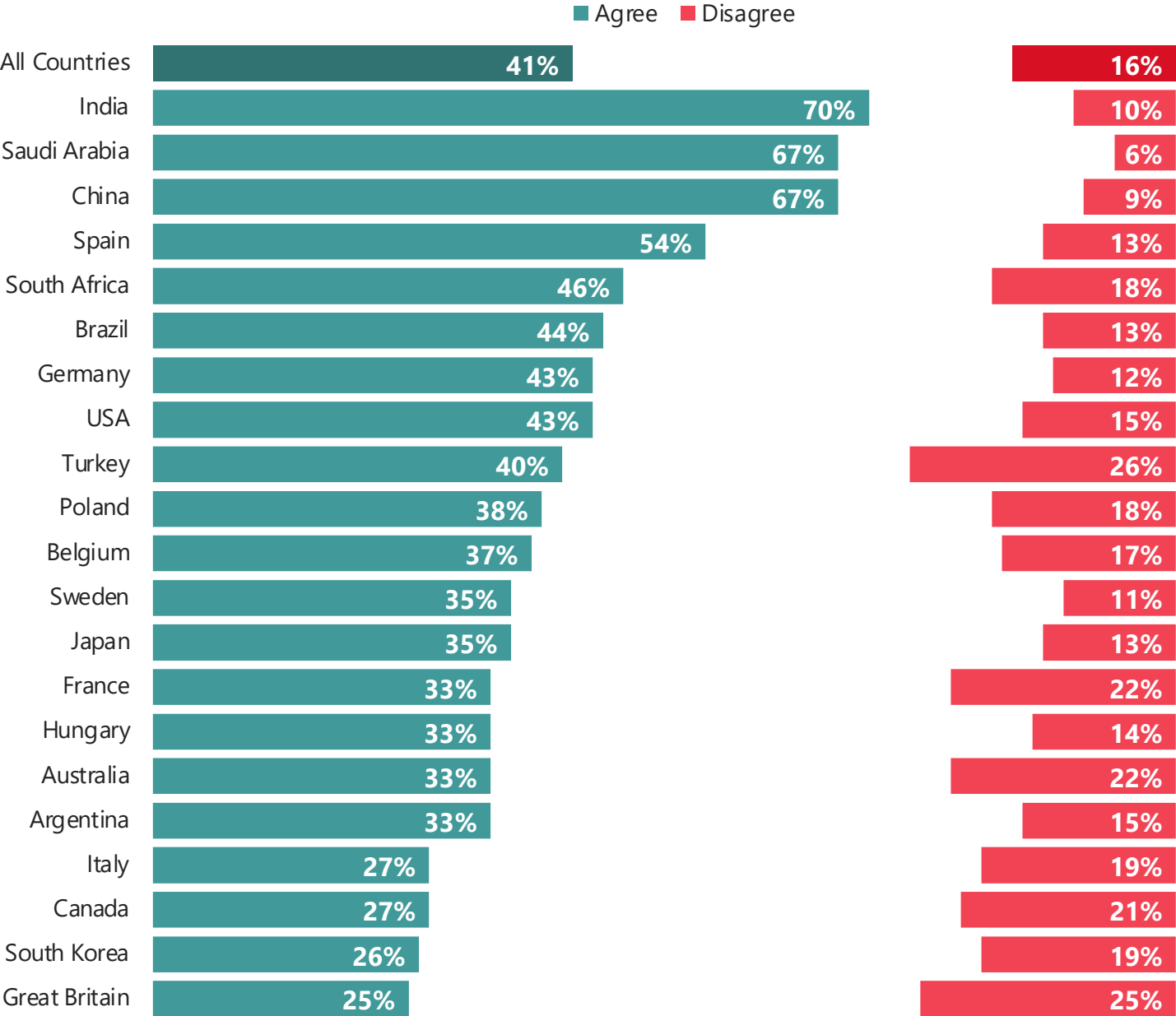
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Retail - It behaves responsibly

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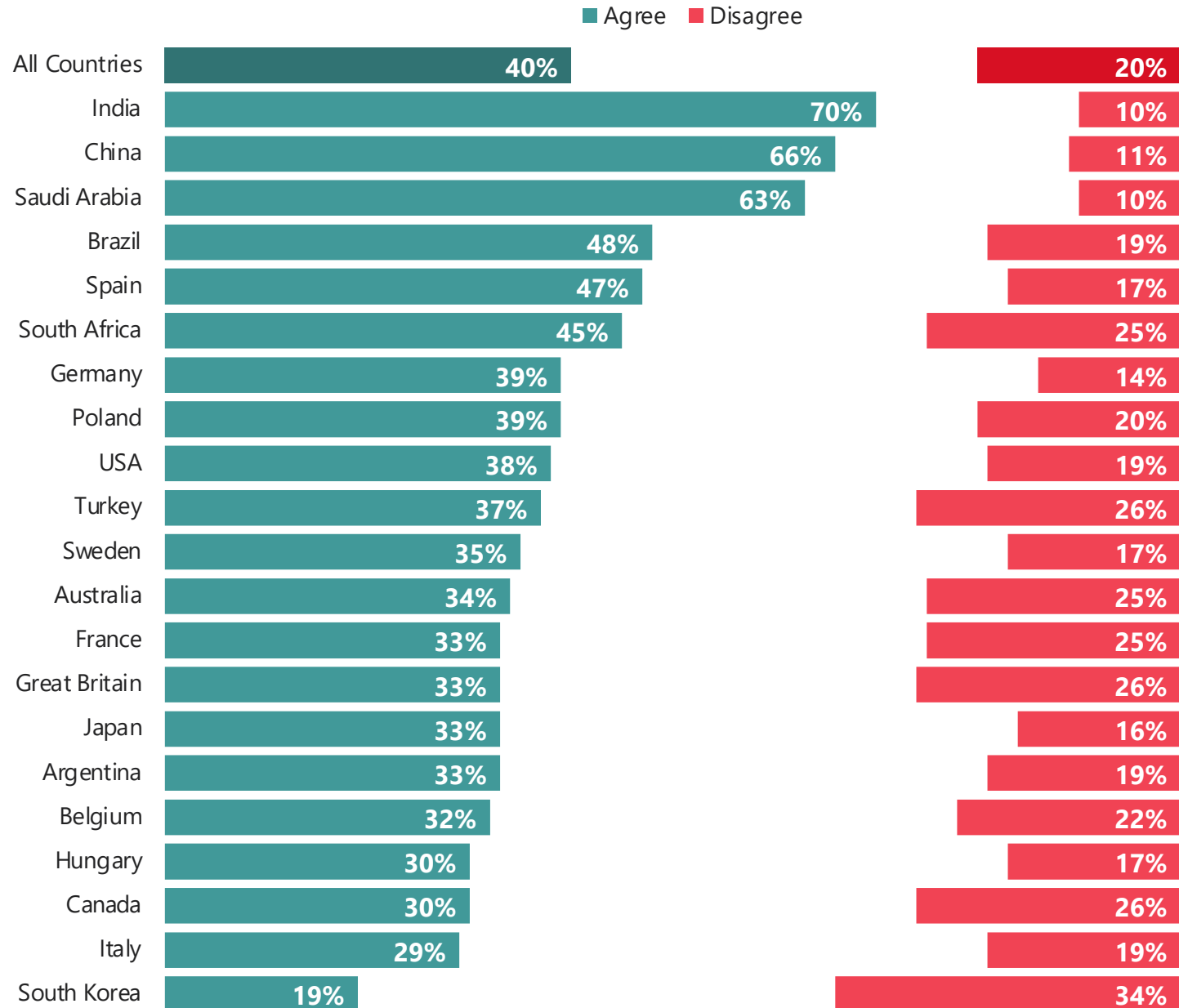


Retail - It is open and transparent about what it does

Q.

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

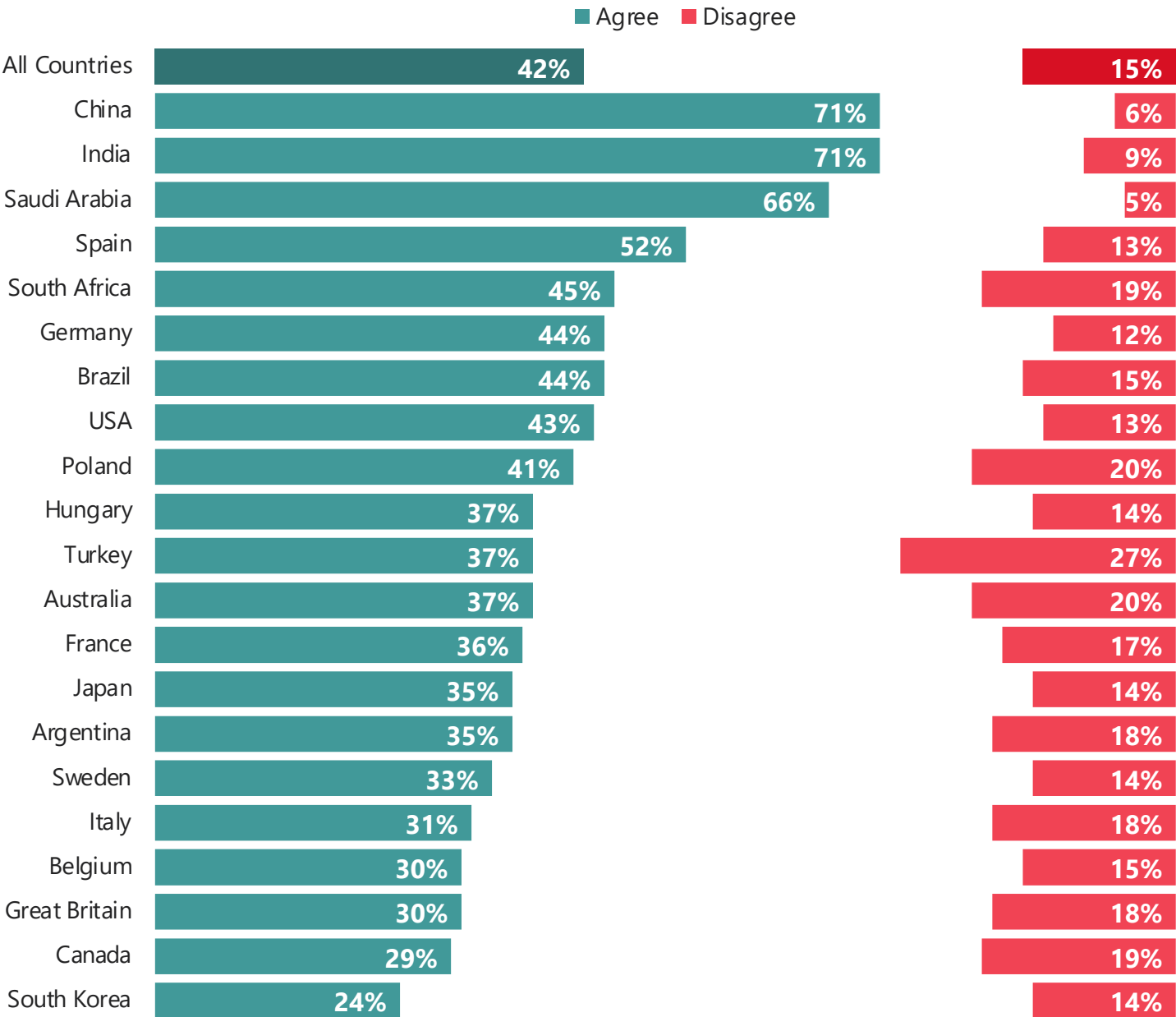
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Retail - It is reliable/keeps its promises

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

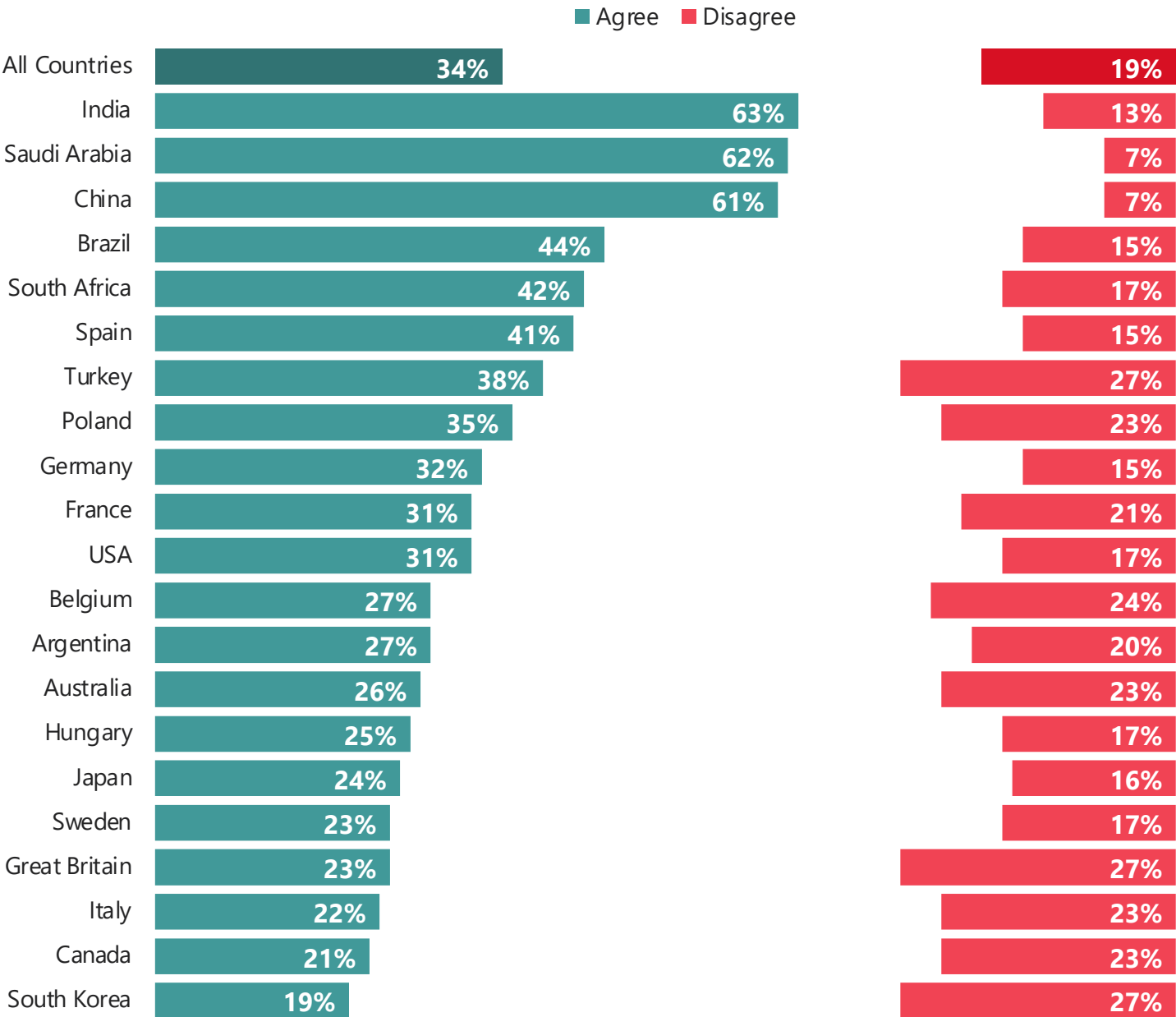
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Retail - It shares my values

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

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

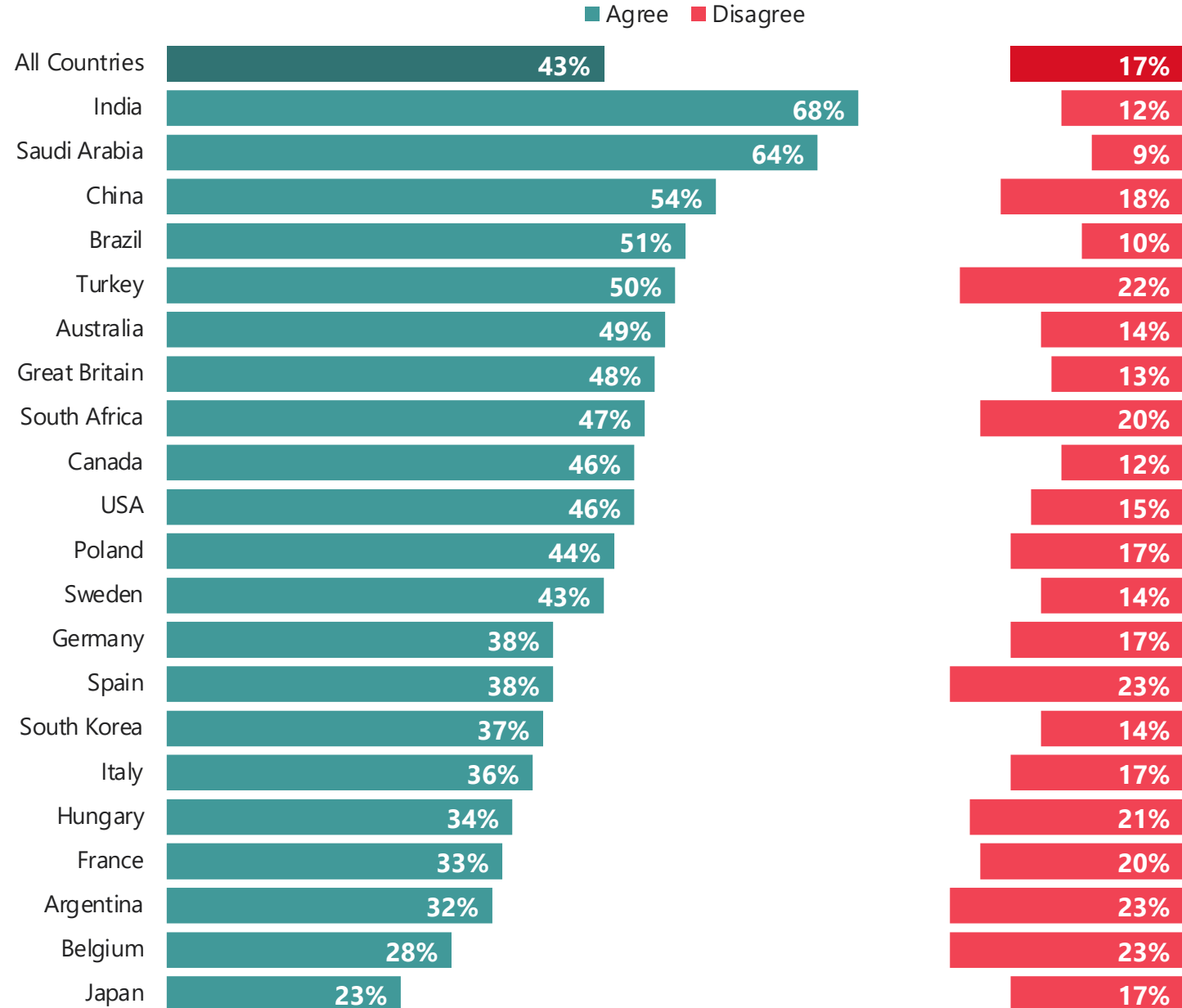
Q.

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

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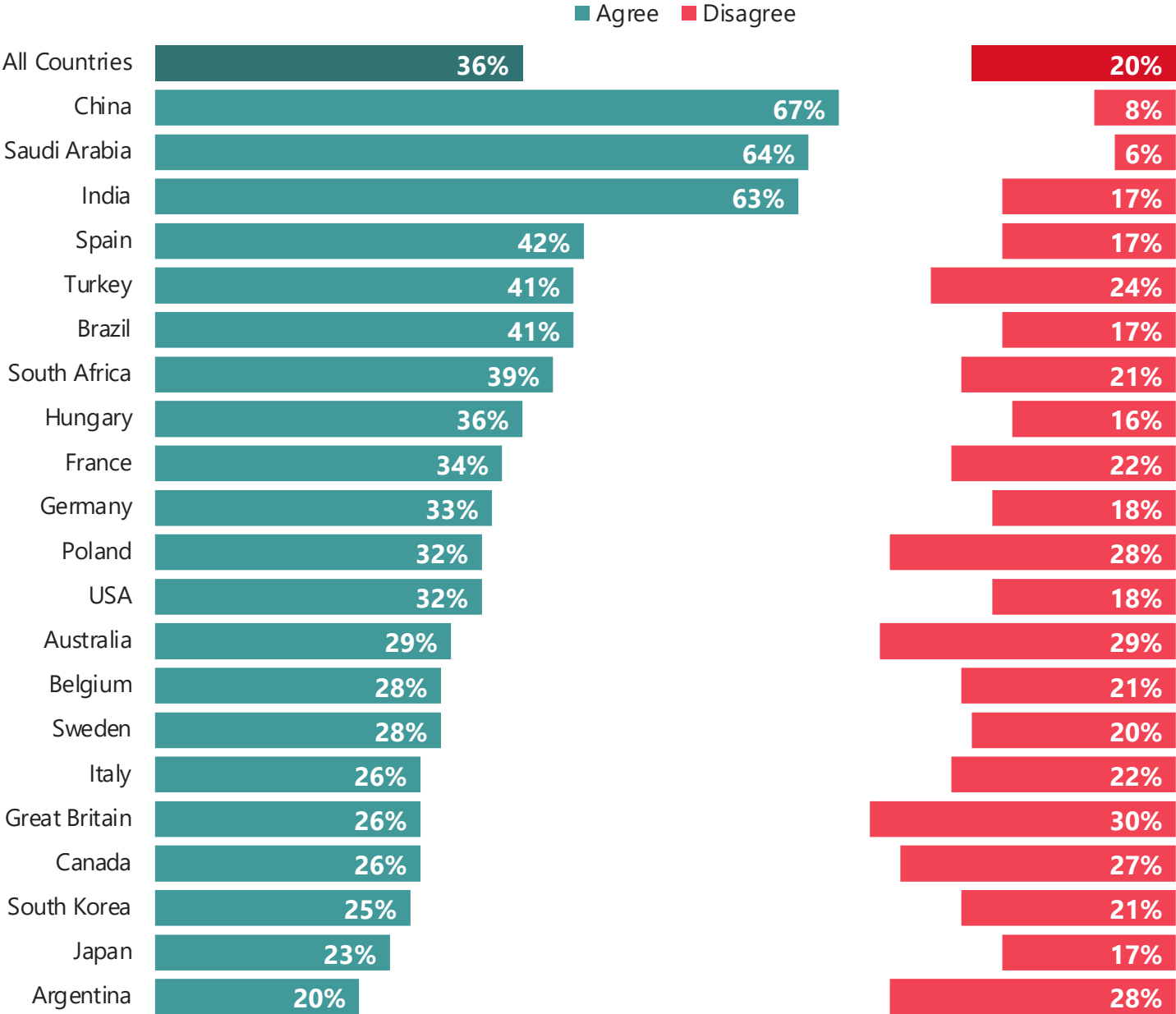
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Retail - It is environmentally sustainable

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

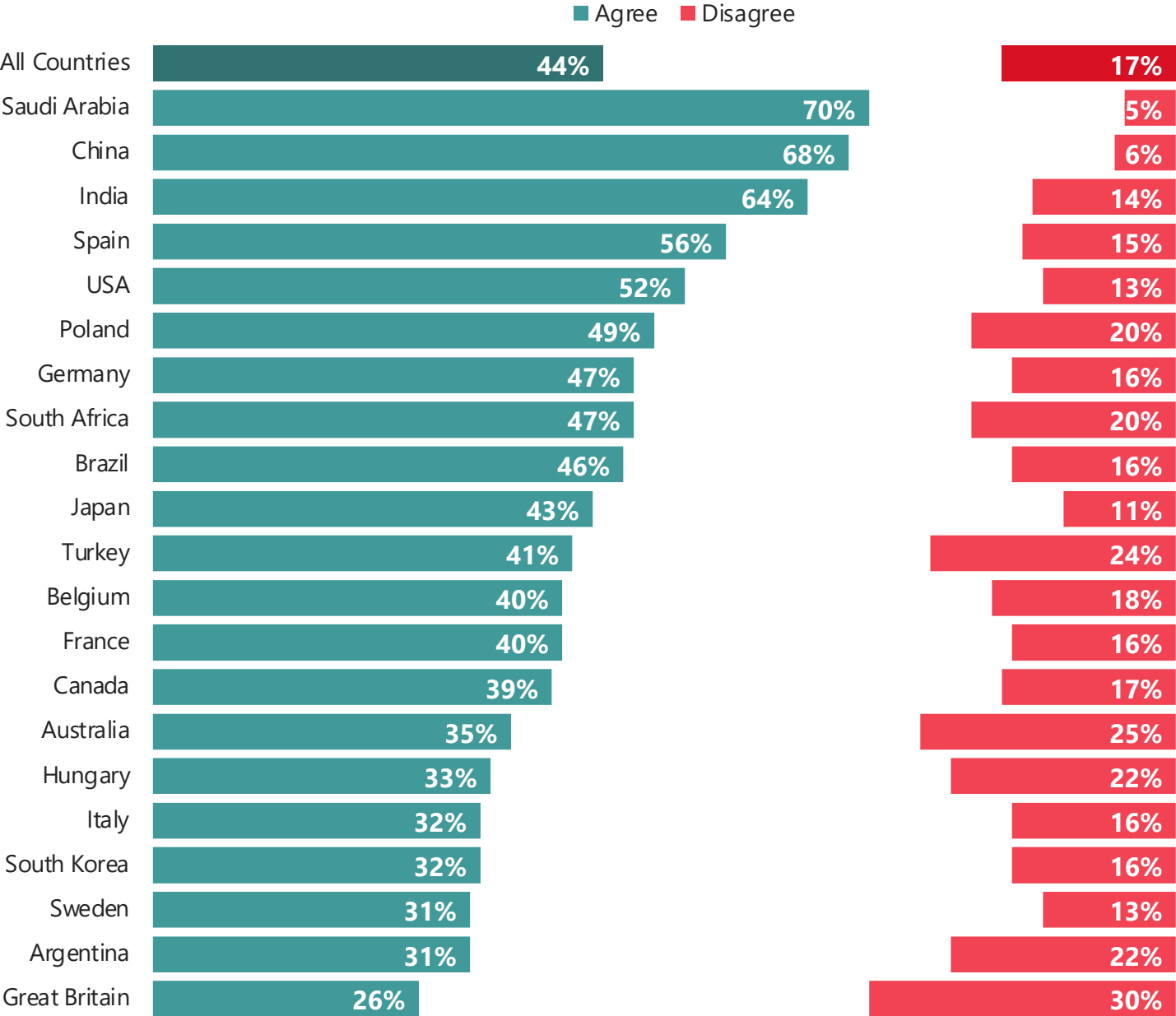
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Retail - If it provides good value for price

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

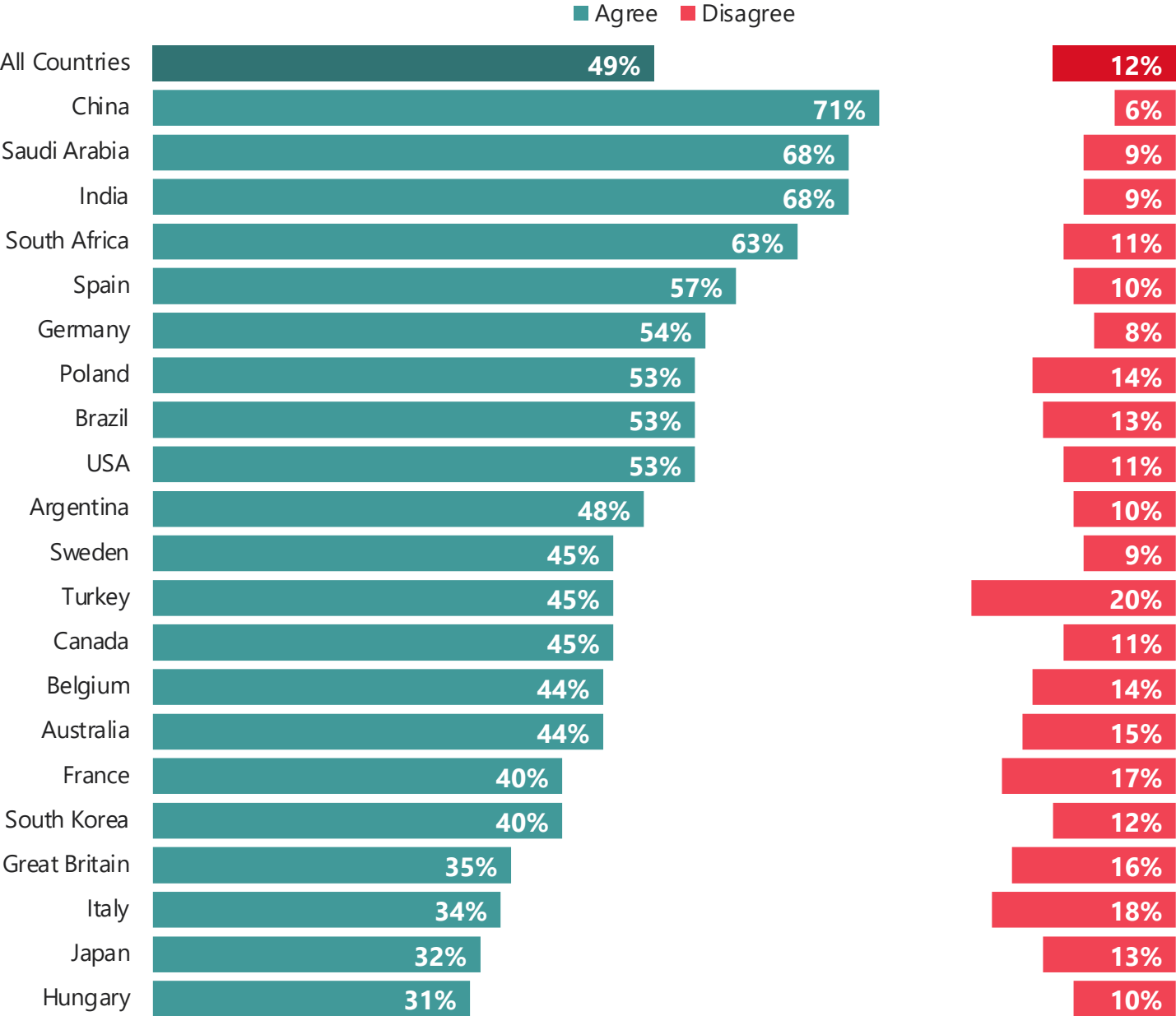
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Retail - If it provides good customer service

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

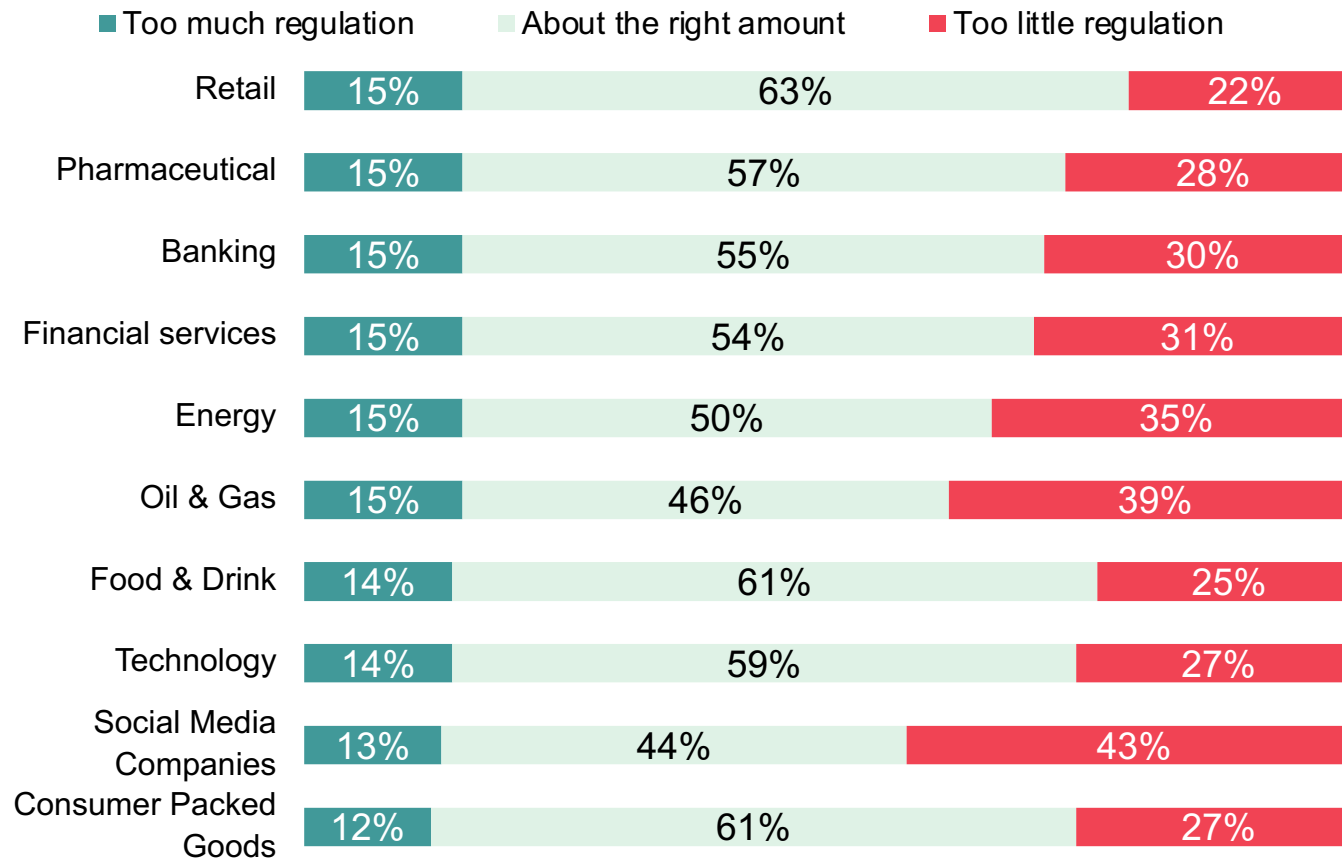
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Perceptions towards sector regulation

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.

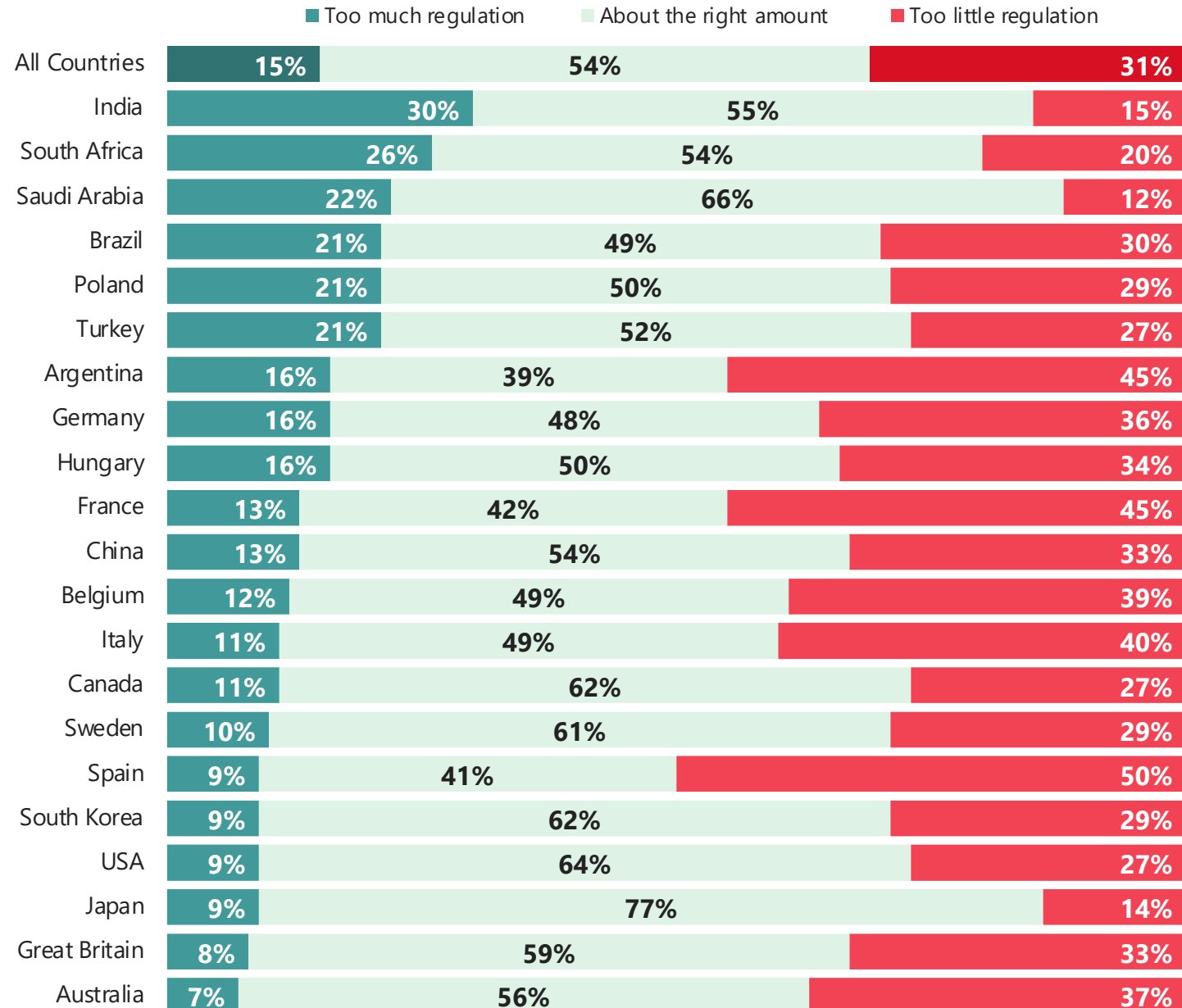


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Regulation levels - Financial Services

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.

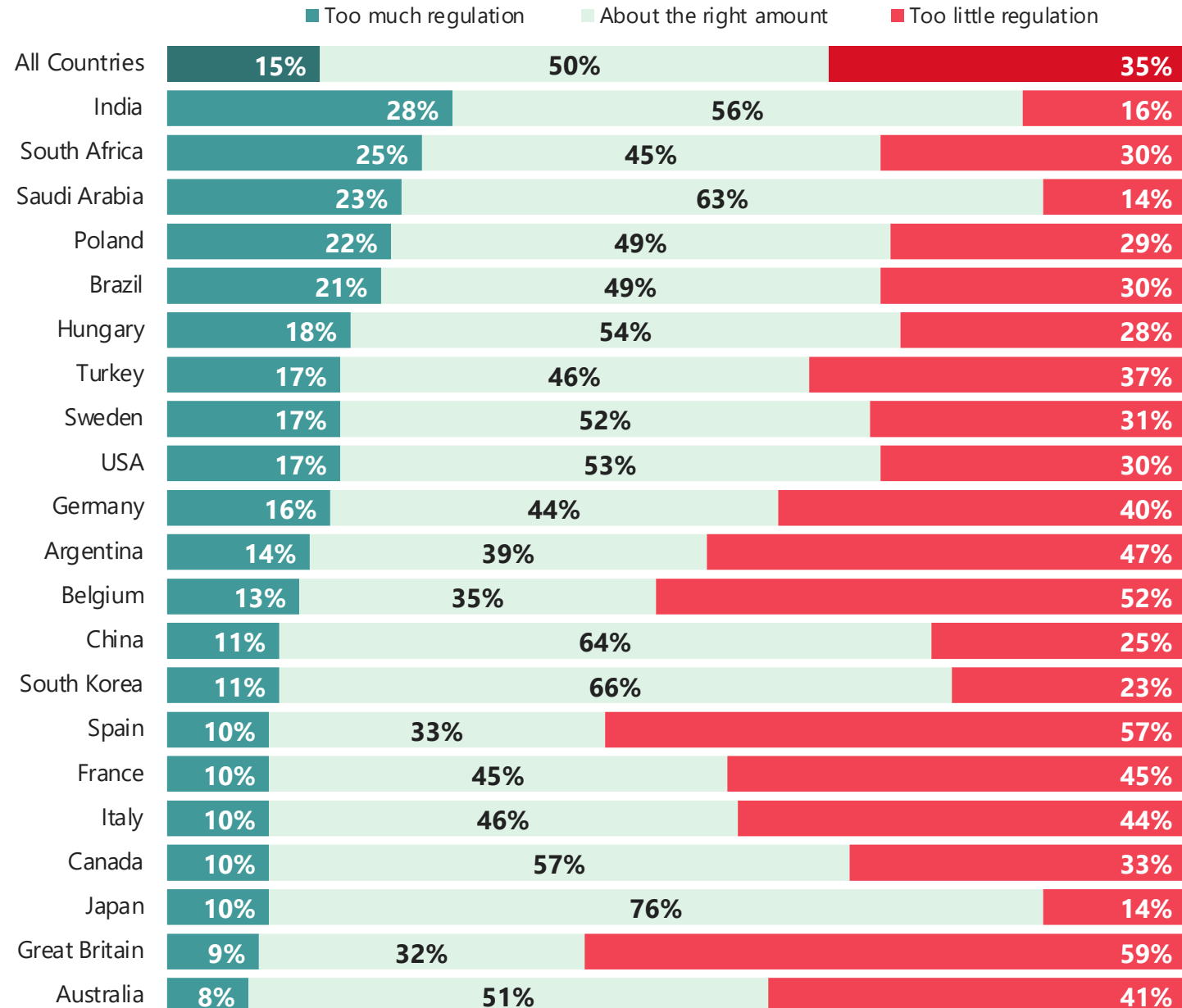
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Regulation levels - Energy

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.

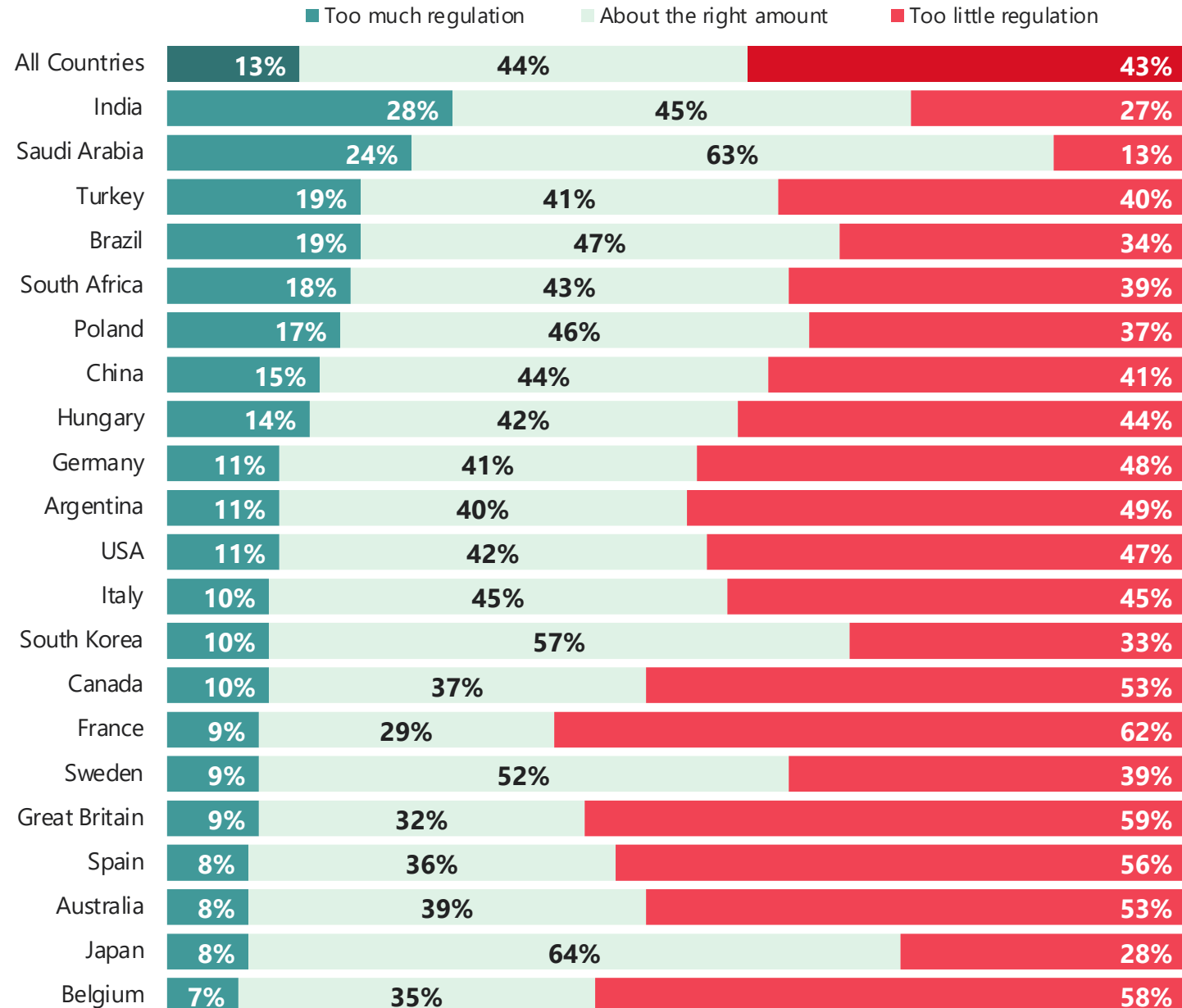
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Regulation levels – Social media companies

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.

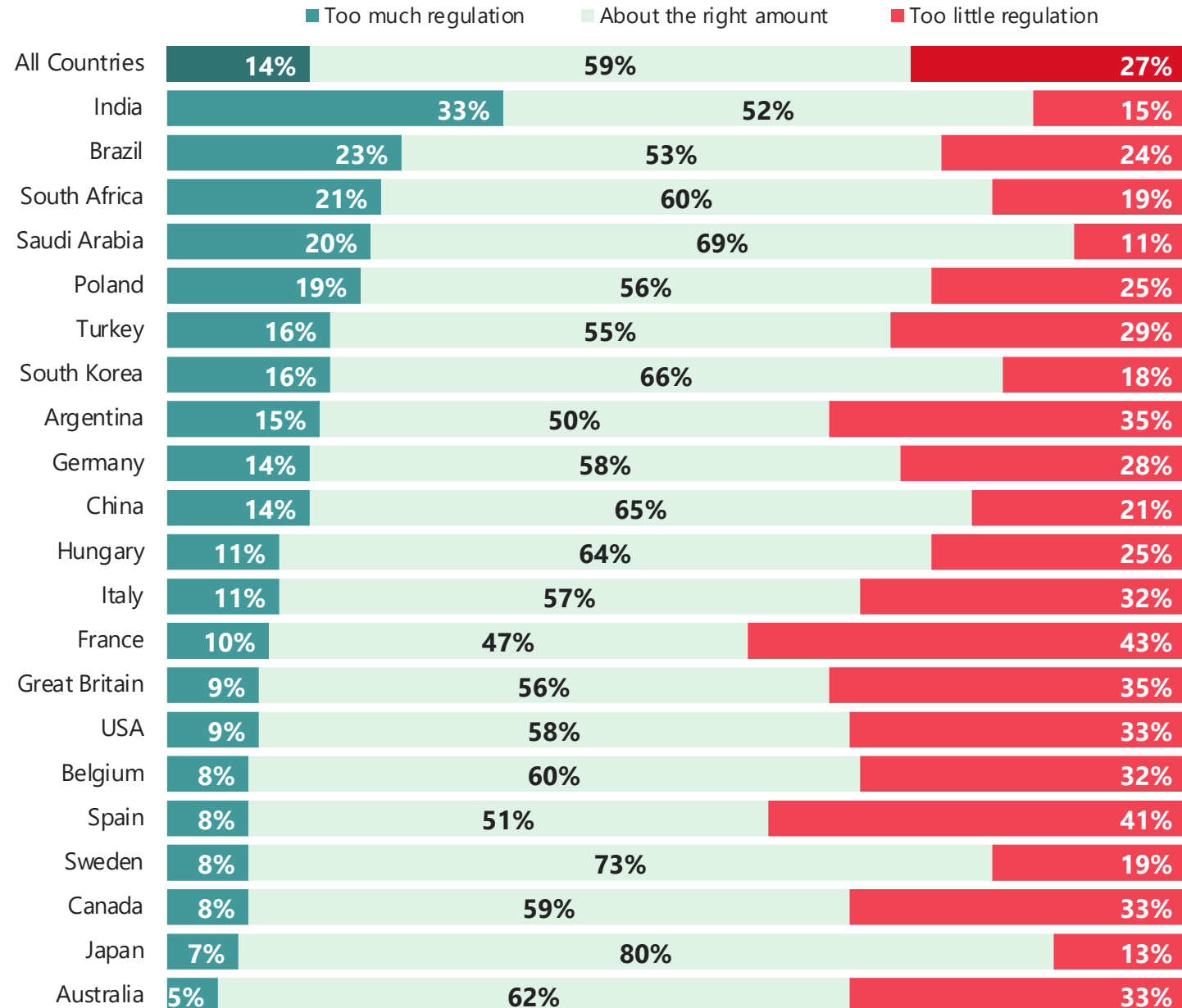
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Regulation levels – Technology companies

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

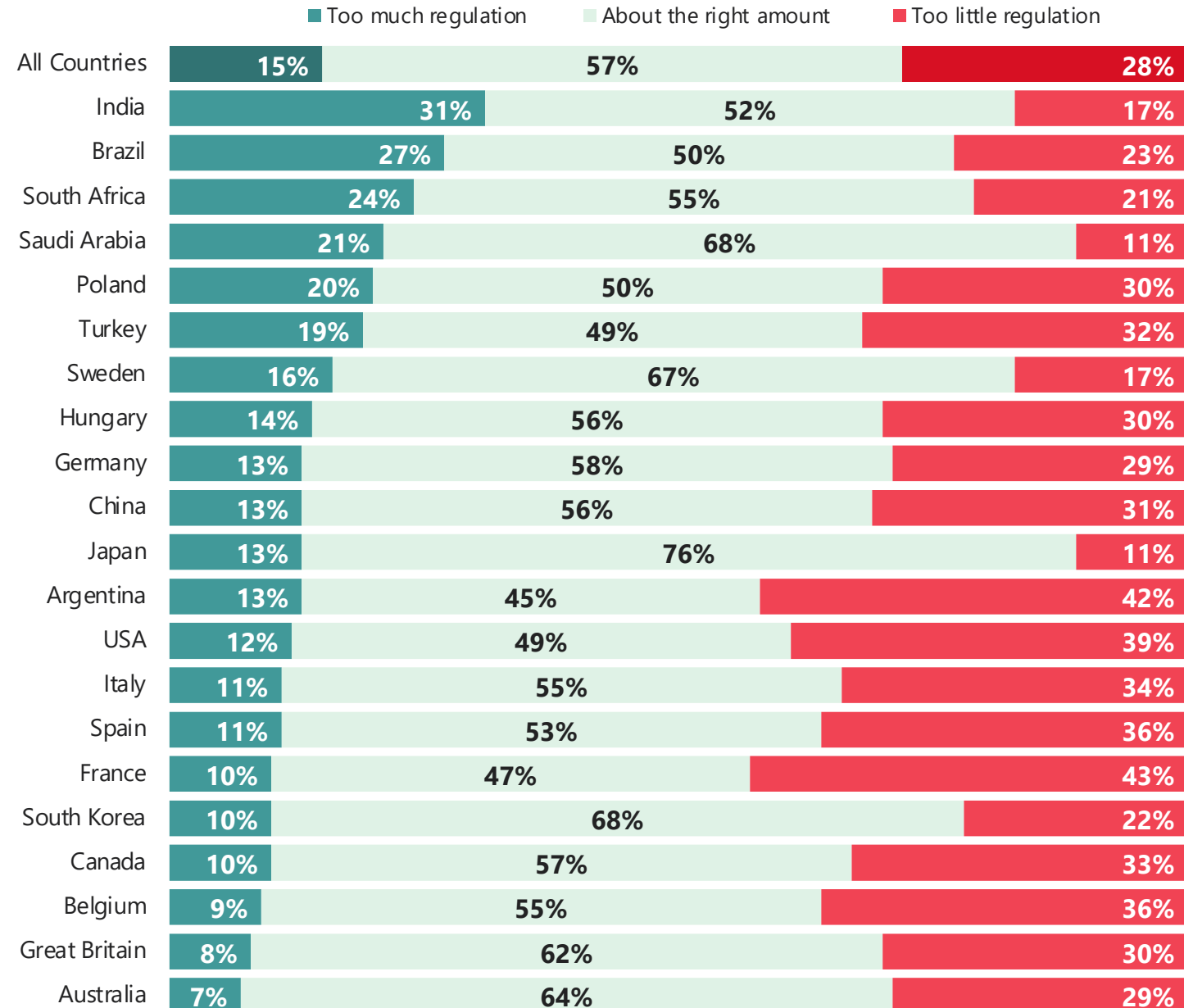
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Regulation levels – Pharmaceuticals

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

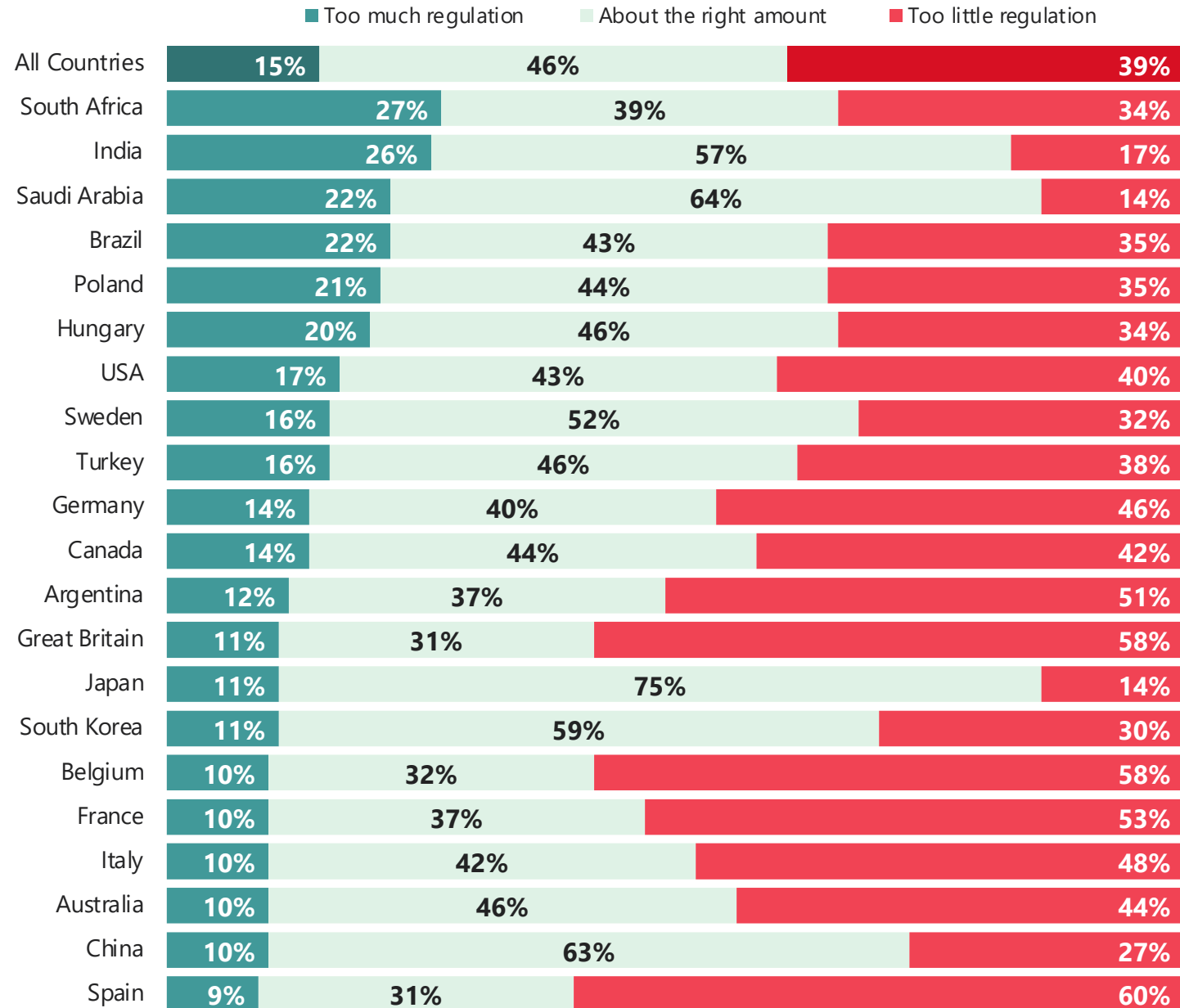
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Regulation levels – Oil & Gas

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

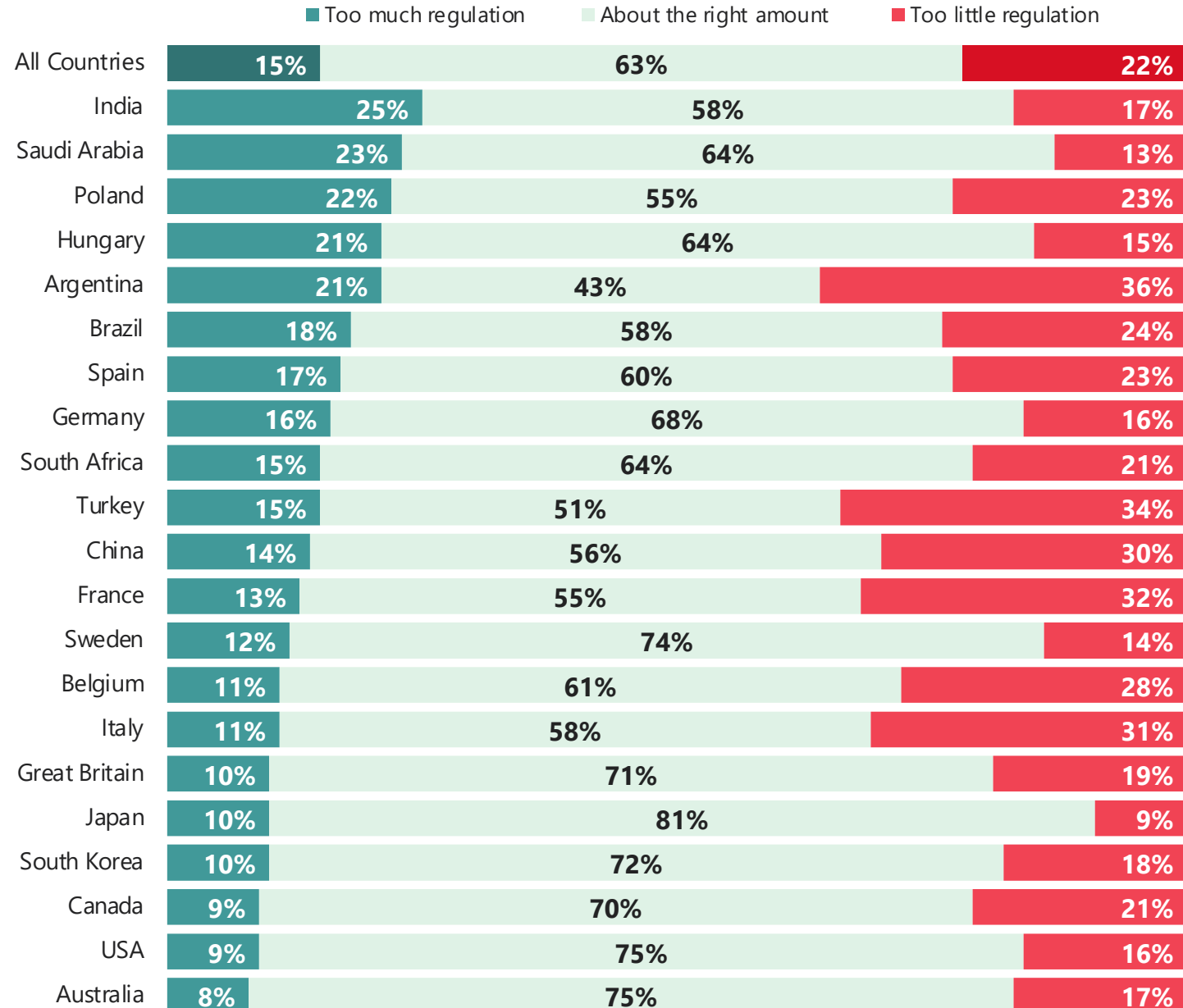
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Regulation levels – Retail

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.

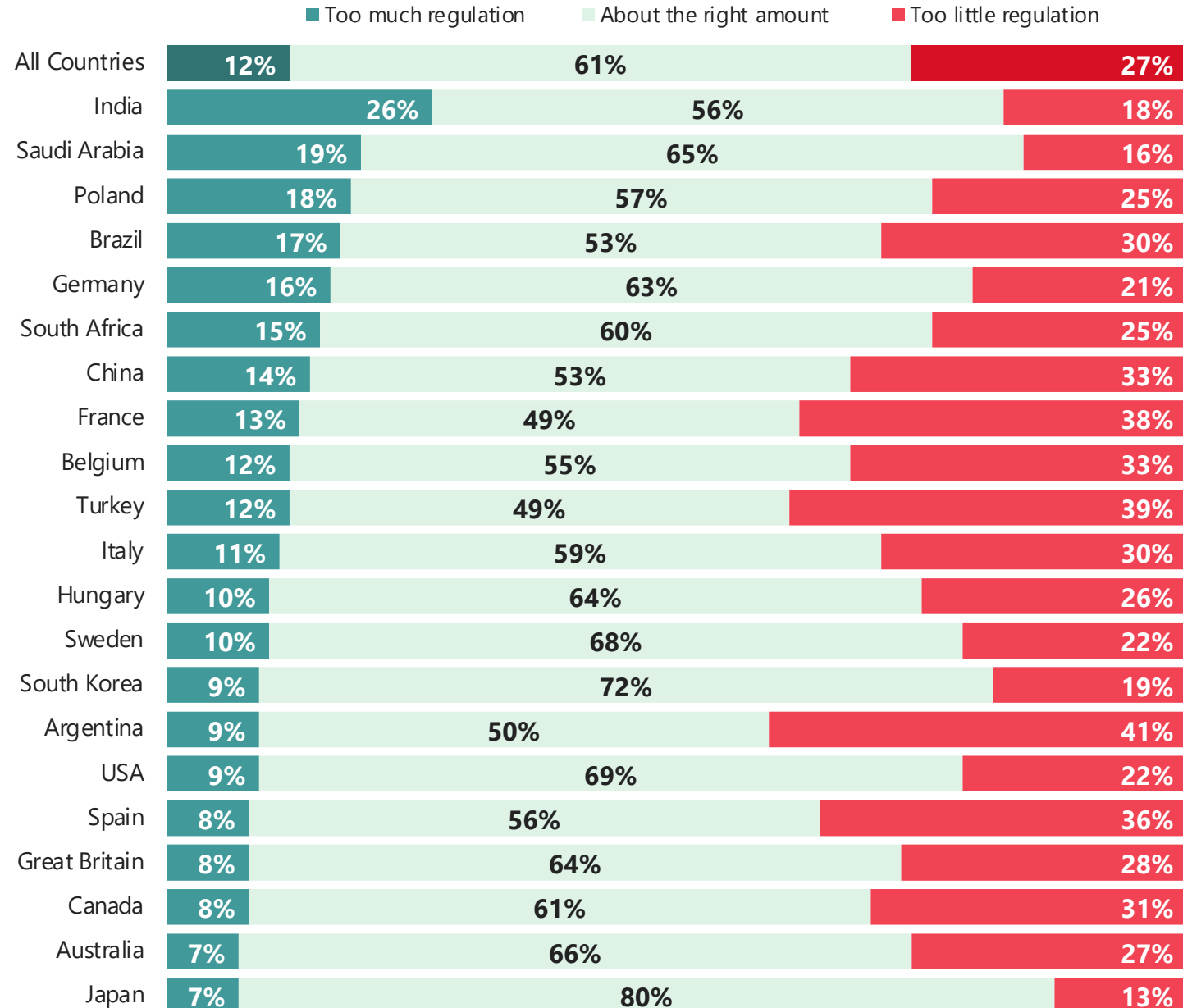
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Regulation levels – Consumer Packaged goods

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

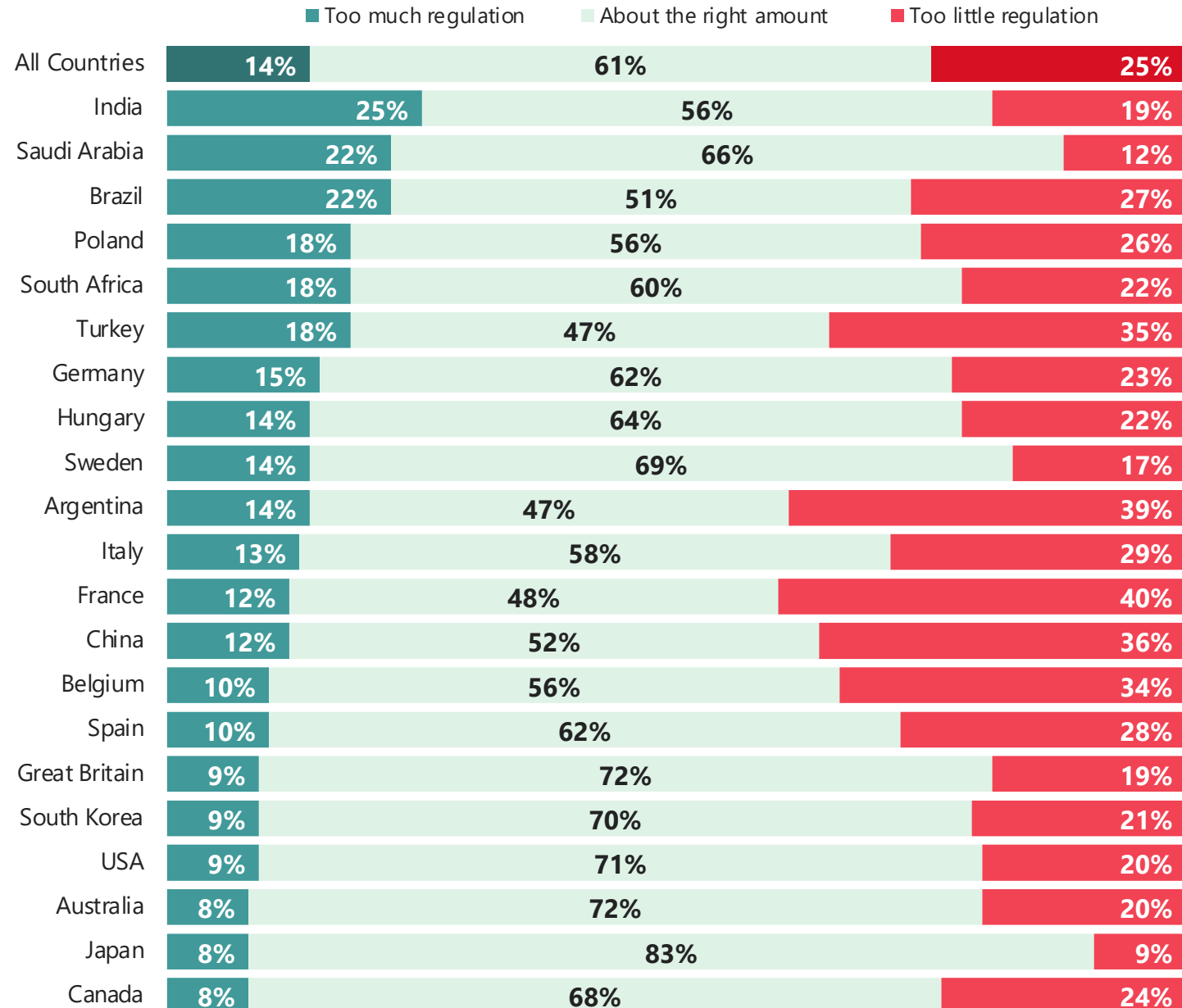
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Regulation levels – Food and drink

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.

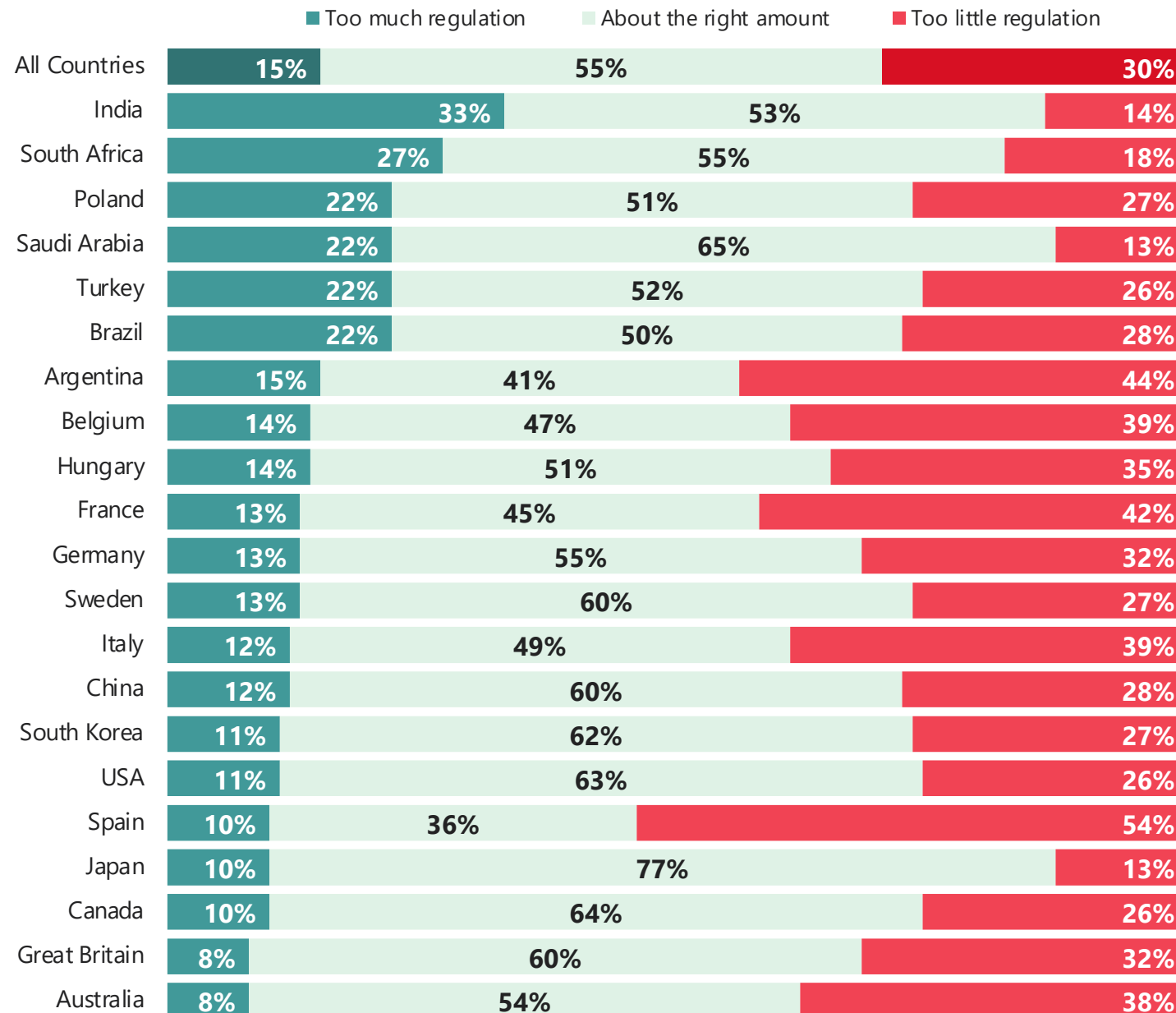
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Regulation levels – Banking

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.

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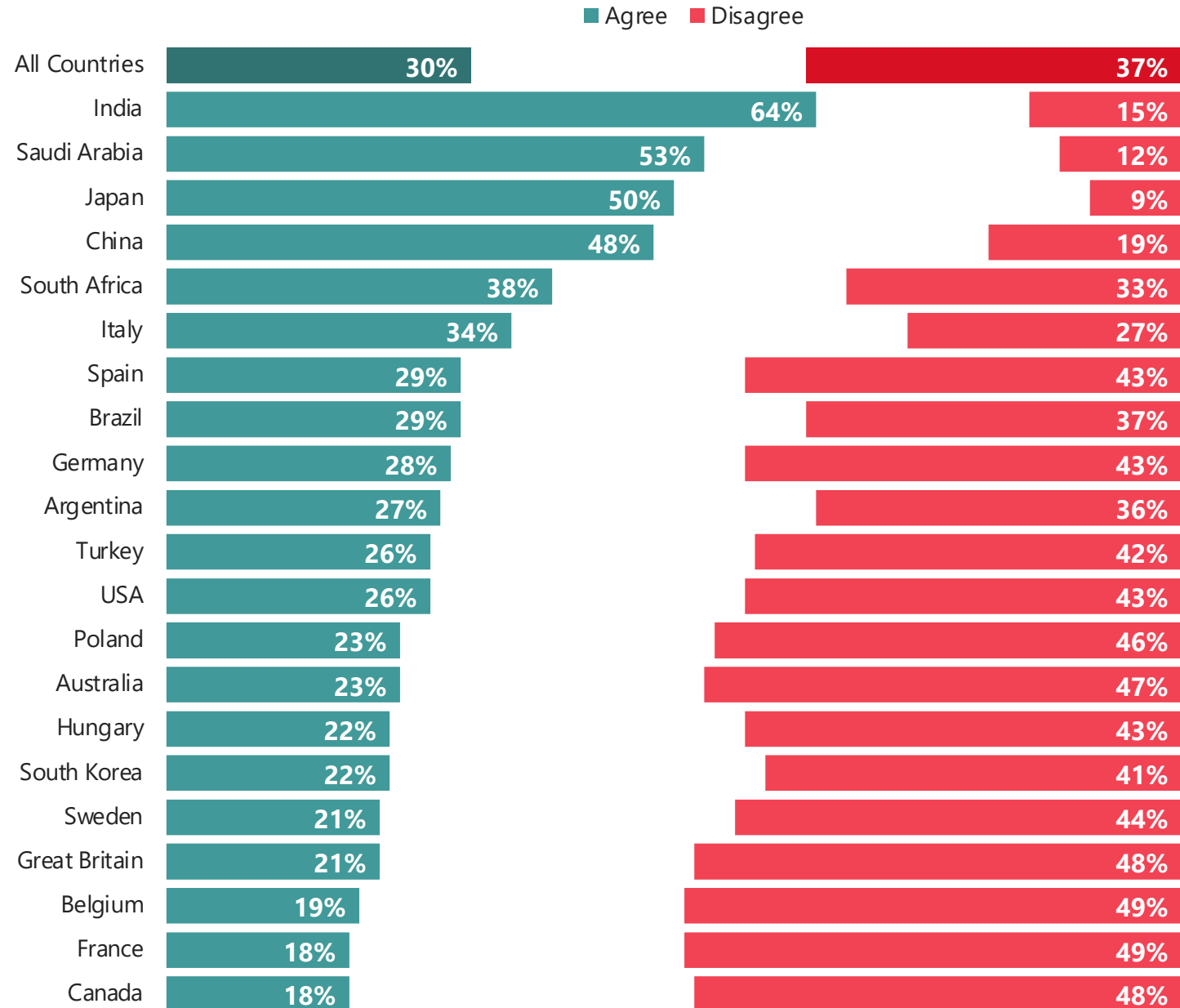
Corporate Leadership

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?

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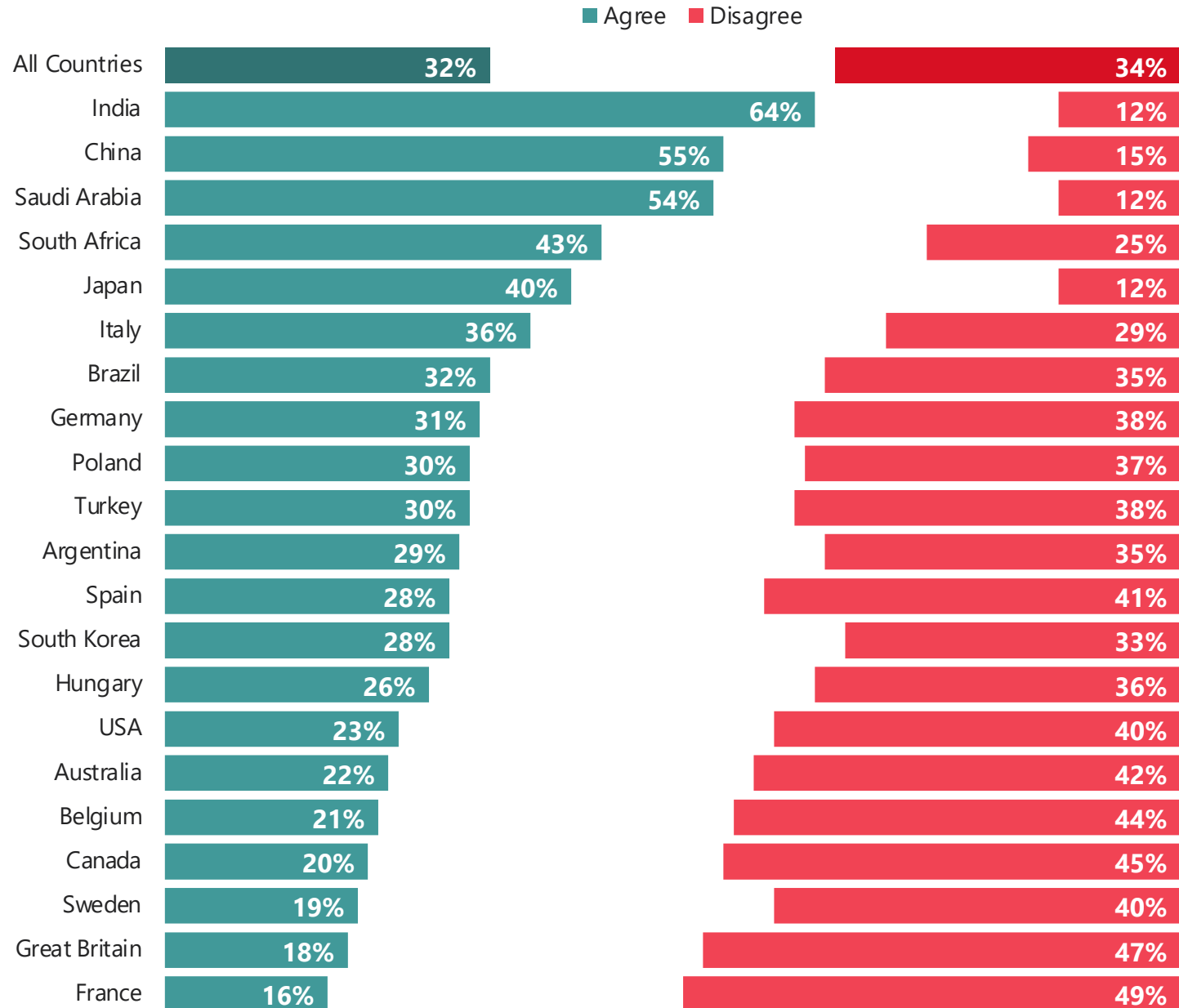


I trust business leaders to care for the environment

Q.

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

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

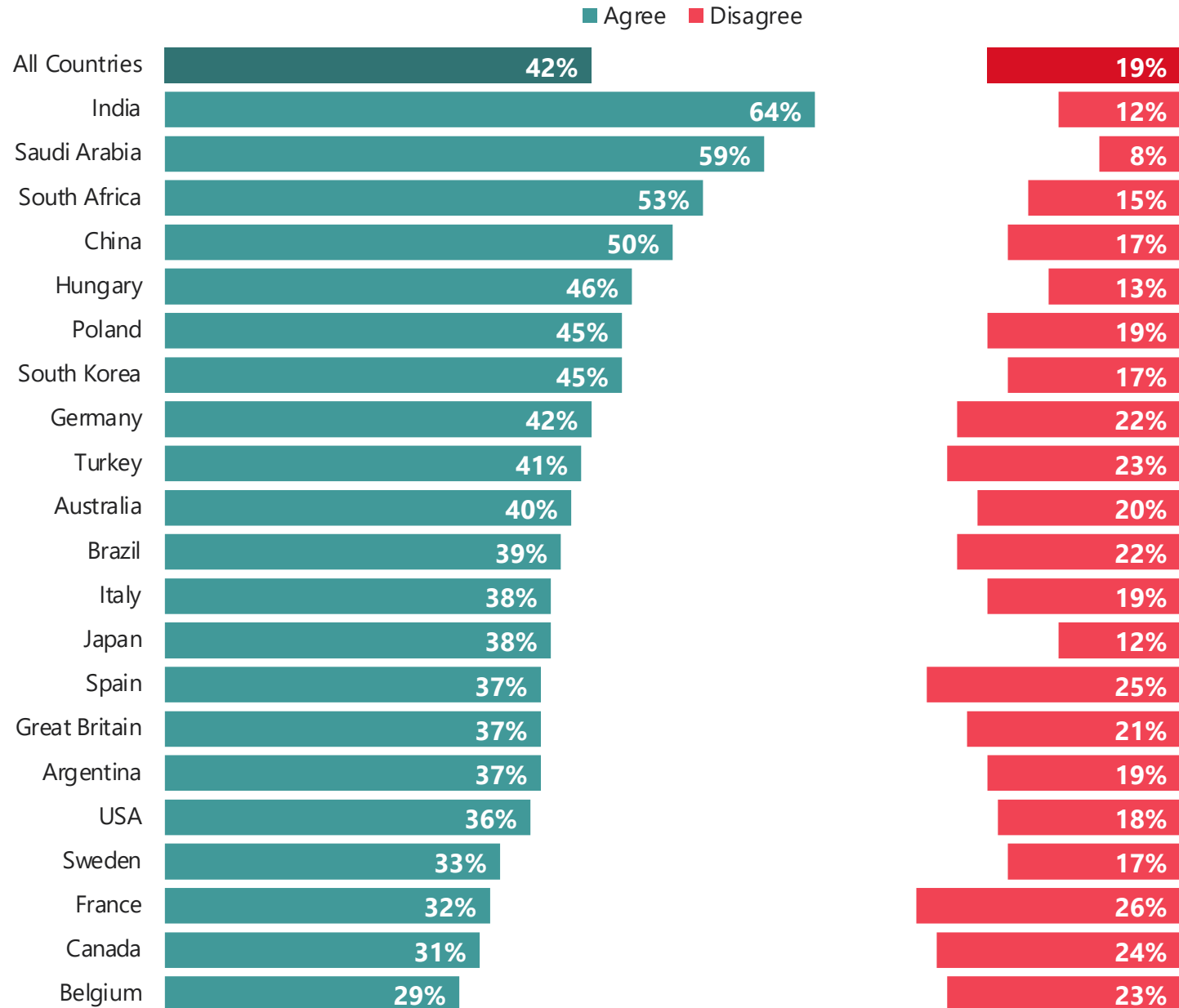
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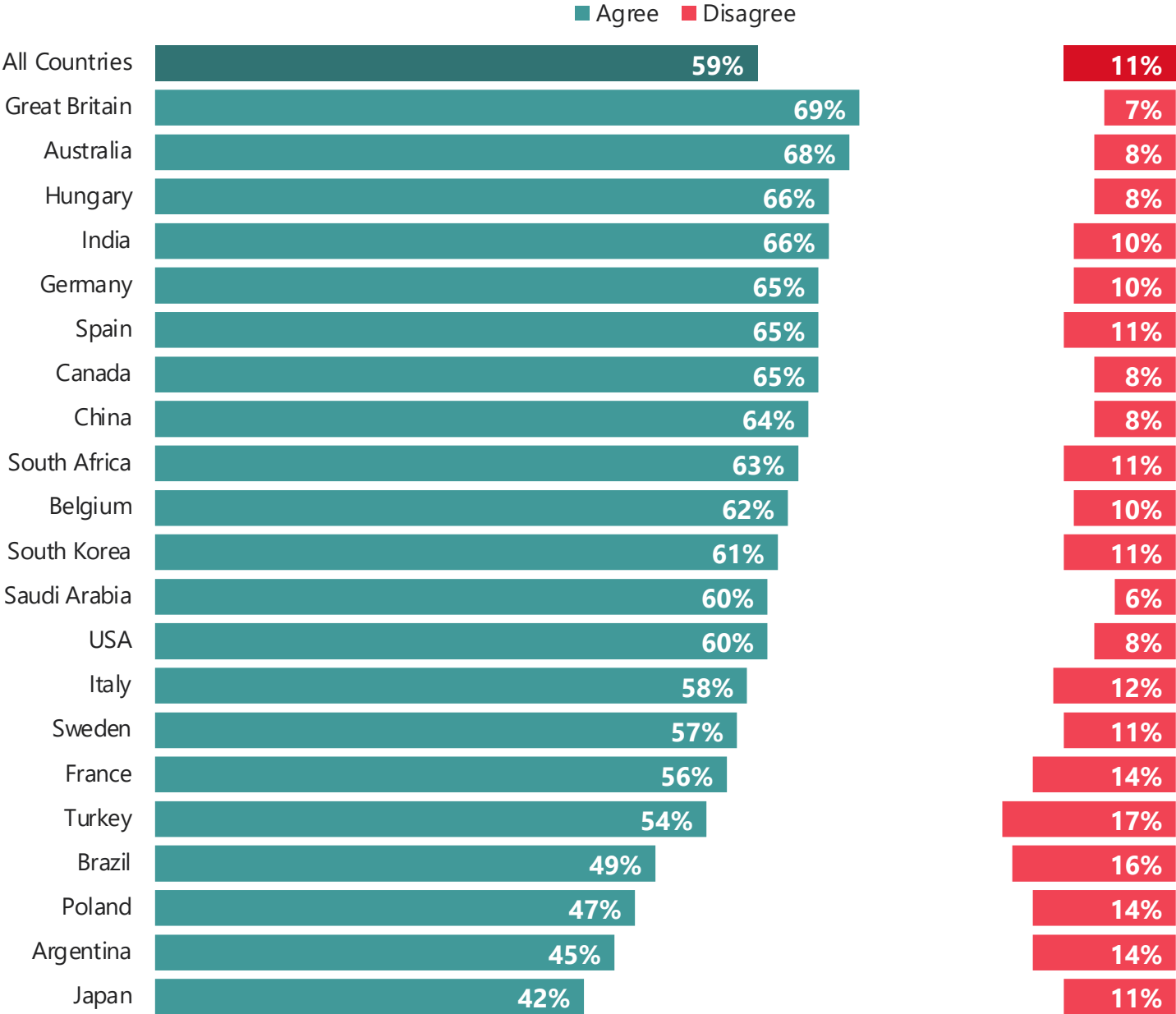
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Most business leaders are over-paid

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

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

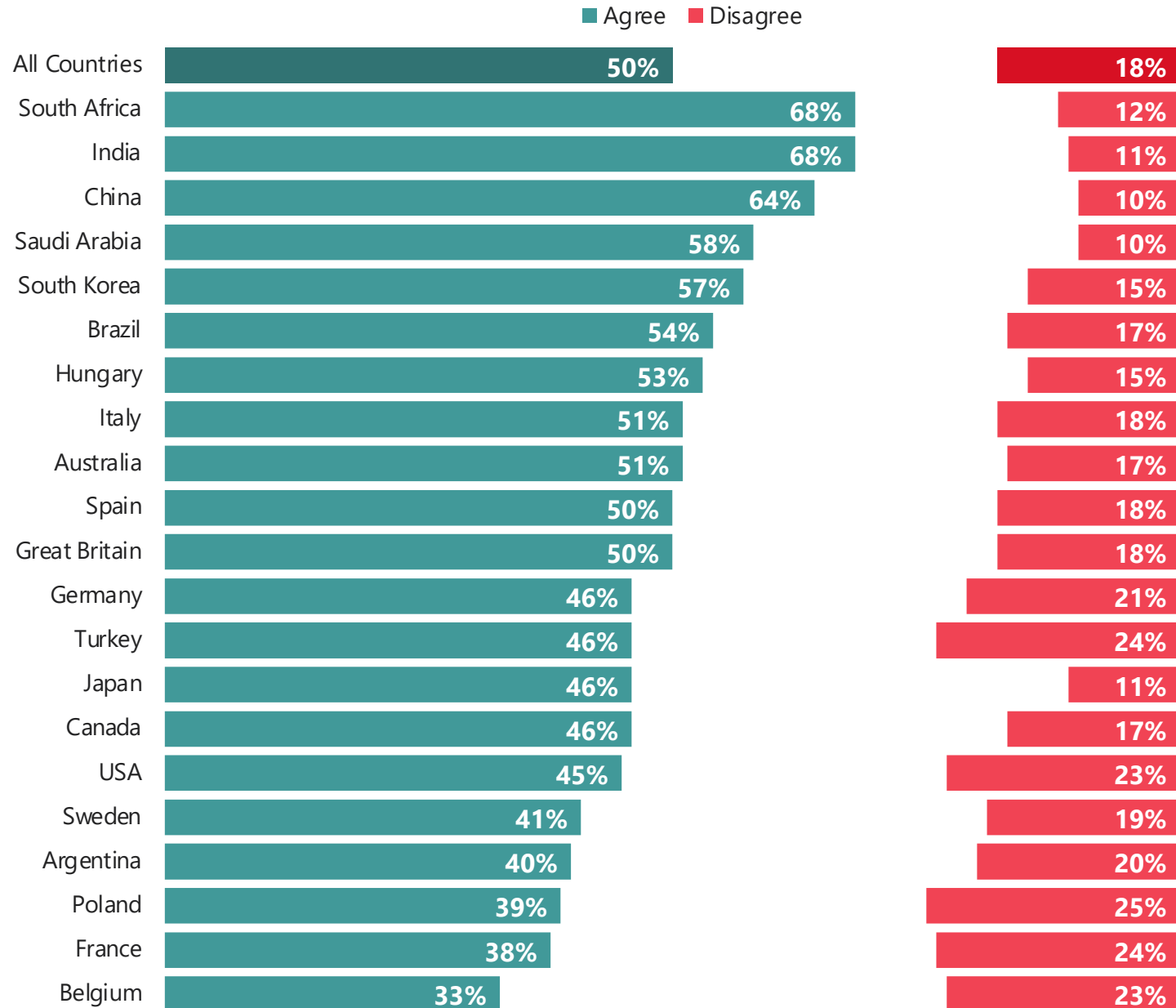
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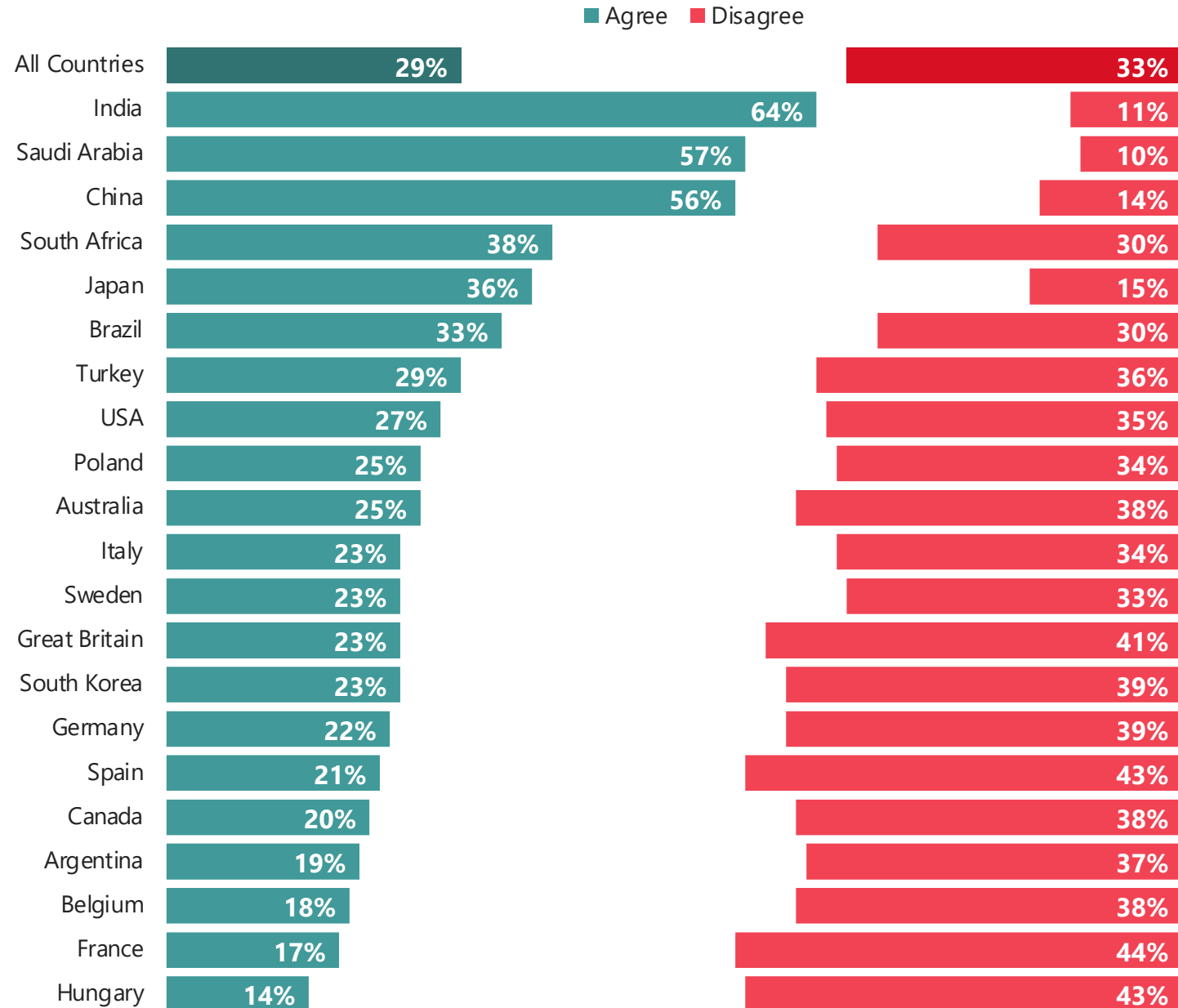


Business leaders generally behave in an ethical way

Q.

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

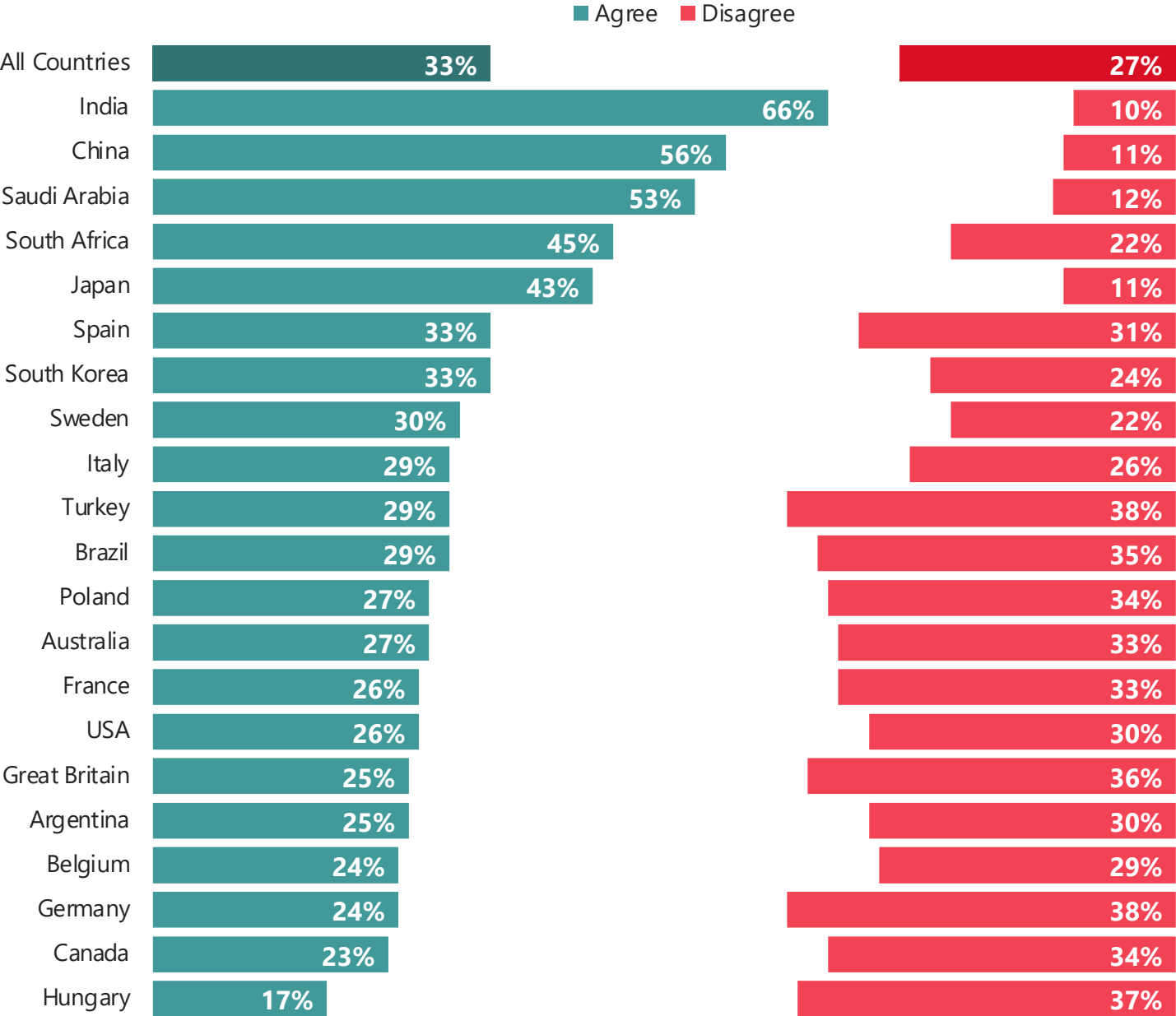
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Business leaders are a force for good in the world

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

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Corporate Purpose

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

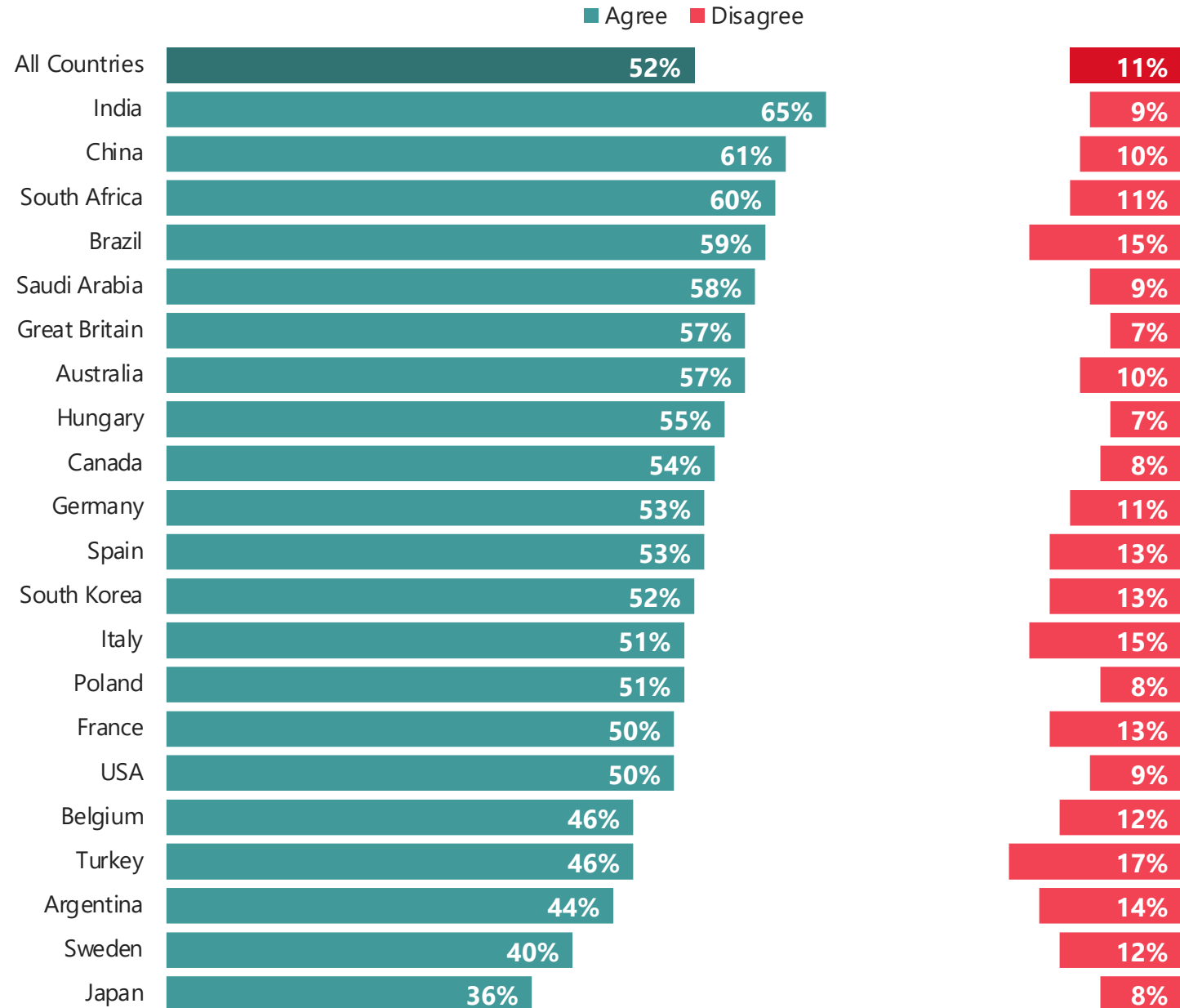
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To what extent, if at all, would you agree or disagree with the following statements about corporate purpose?

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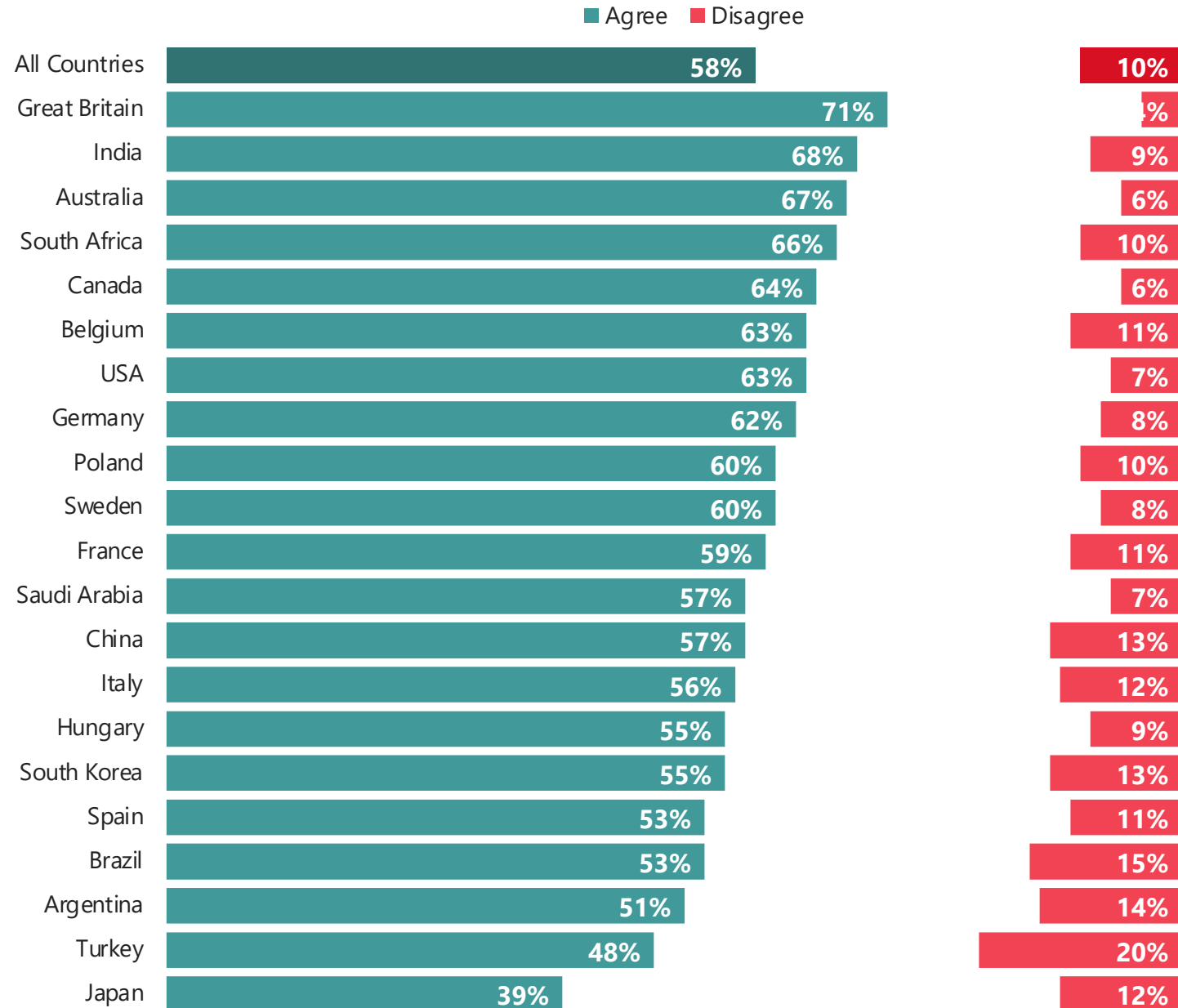


When times get tough, profit will always come before purpose

Q.

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

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

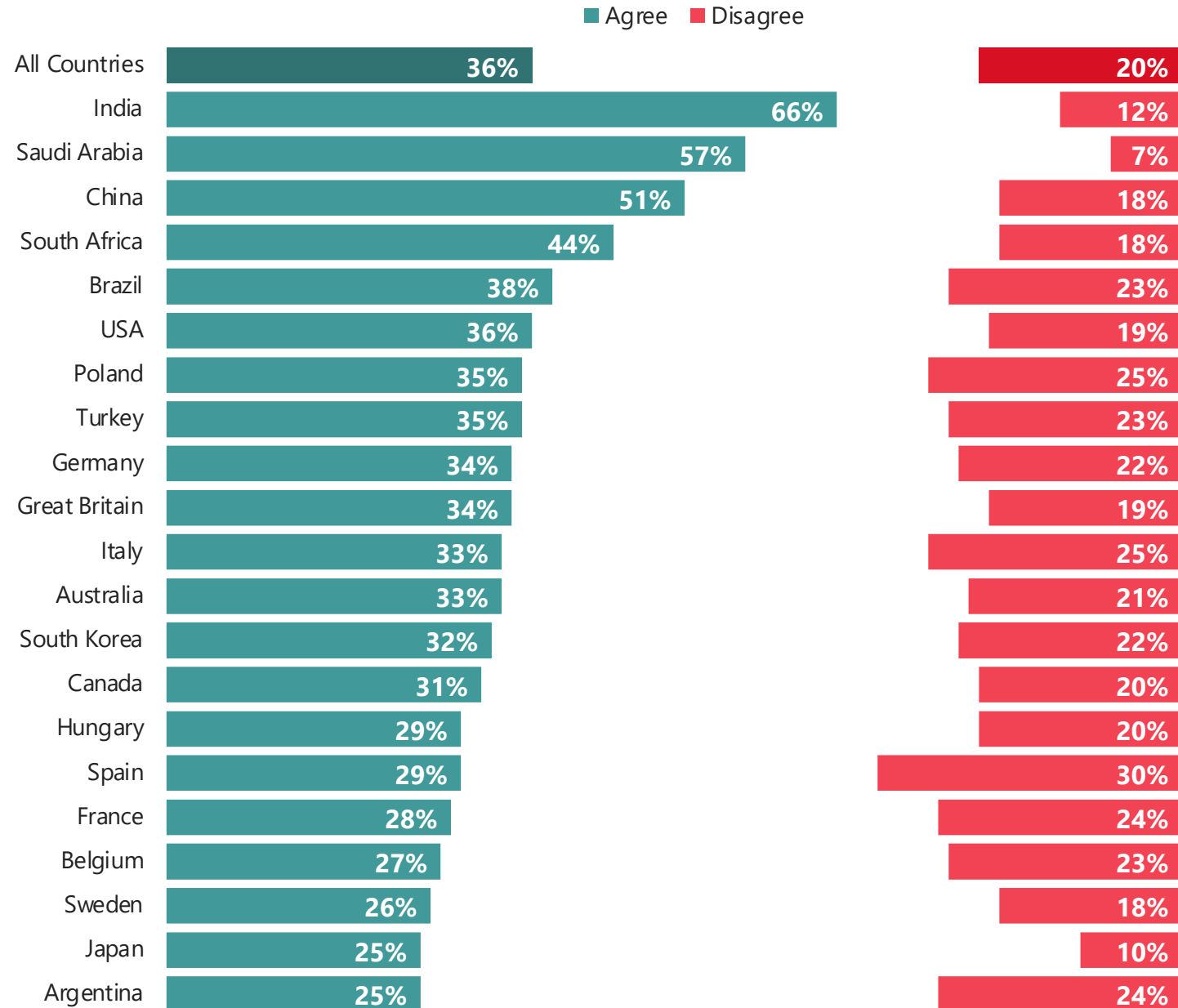
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It is the job of government, not business, to fix society's problems

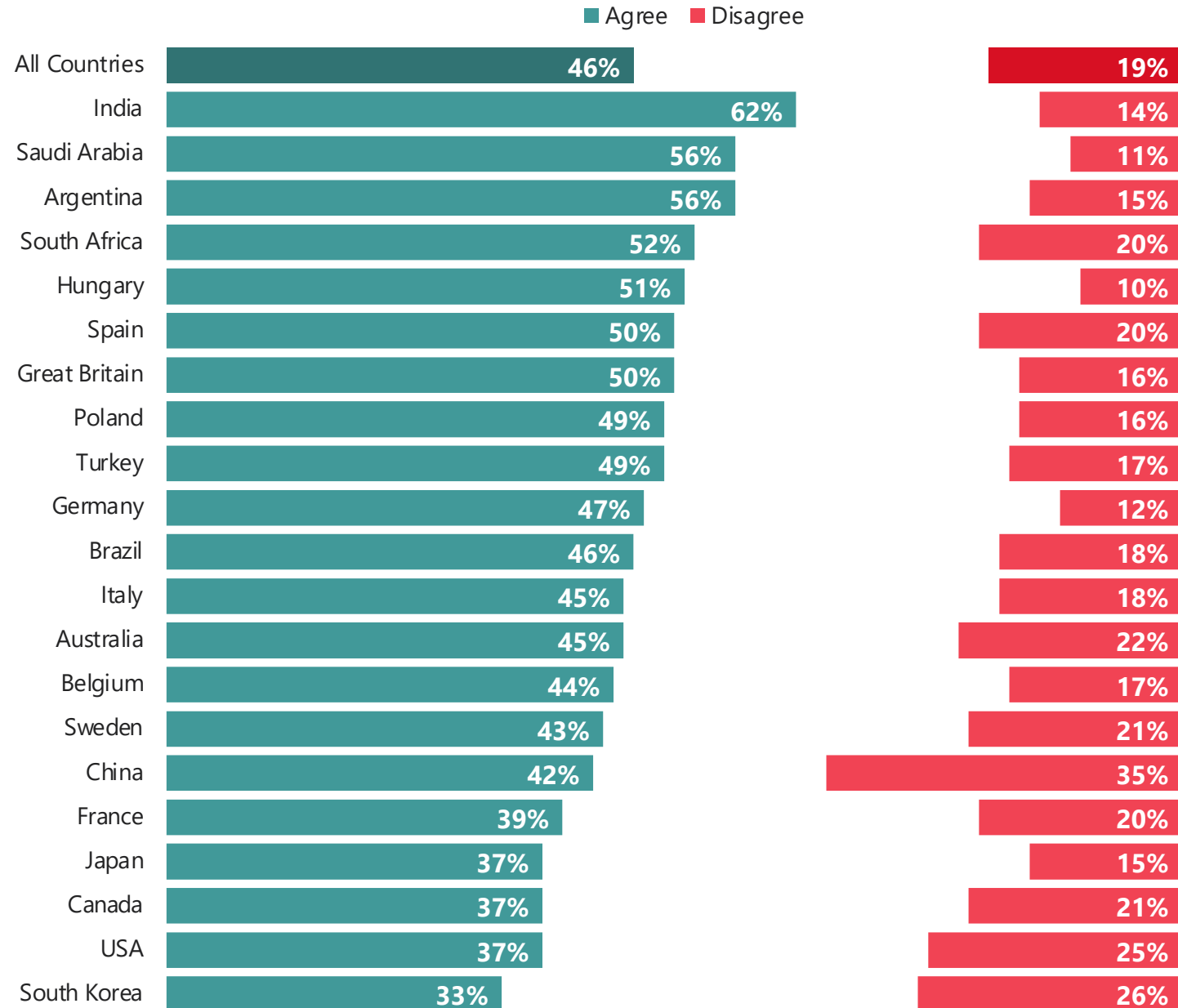
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Society is so divided at the moment that companies need to pick a side in order to thrive

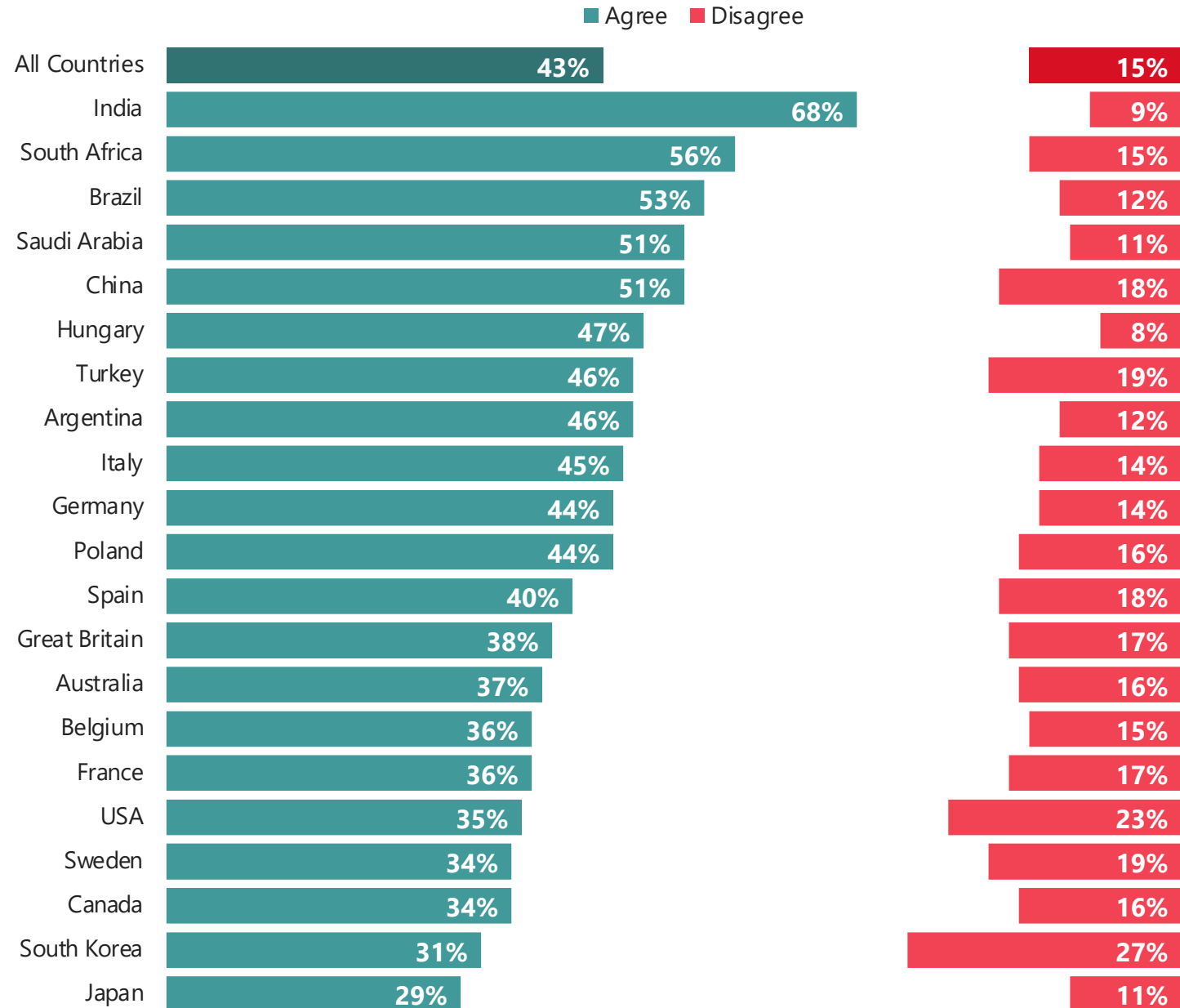
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Purpose statements only really matter to a company's own employees

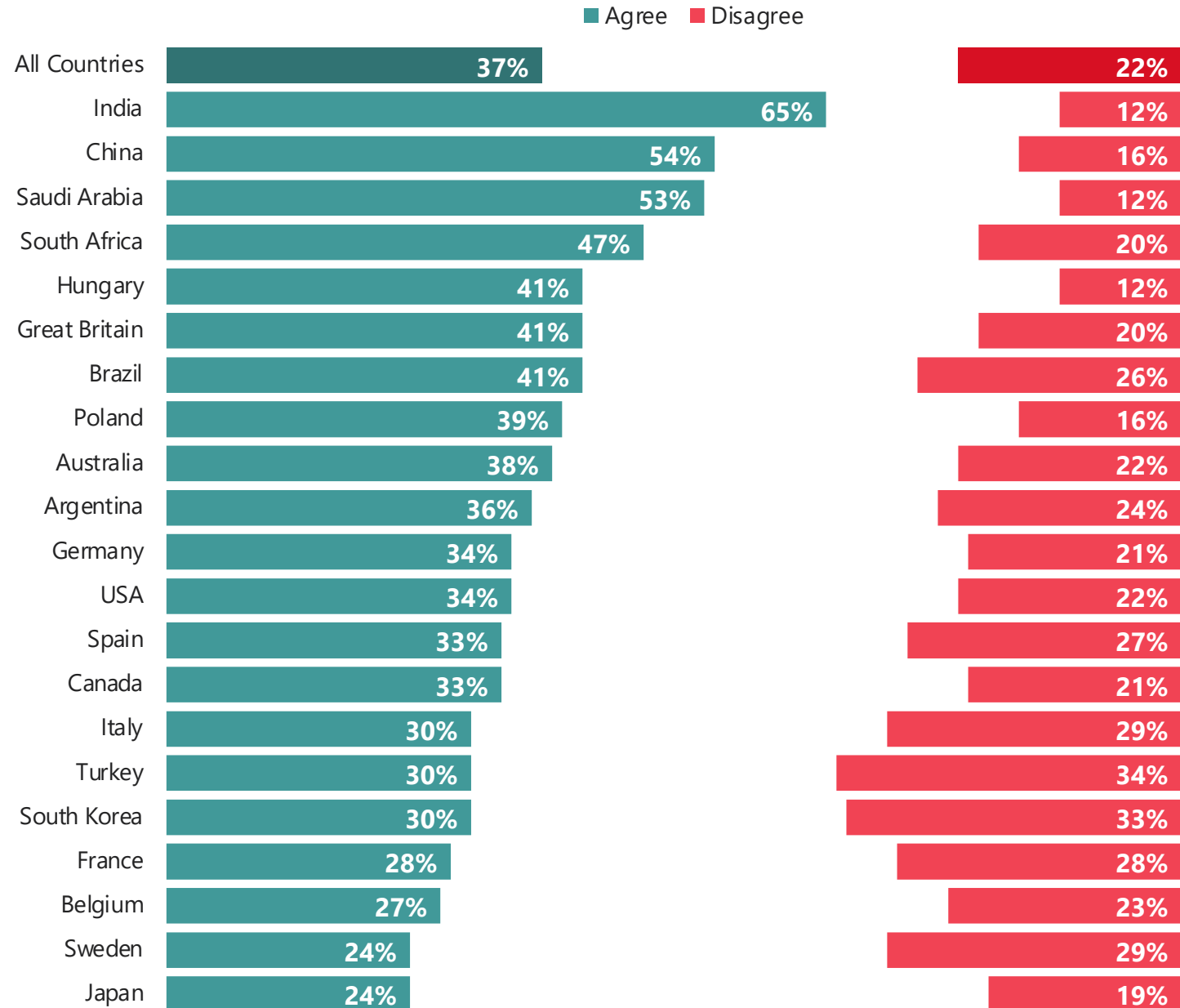
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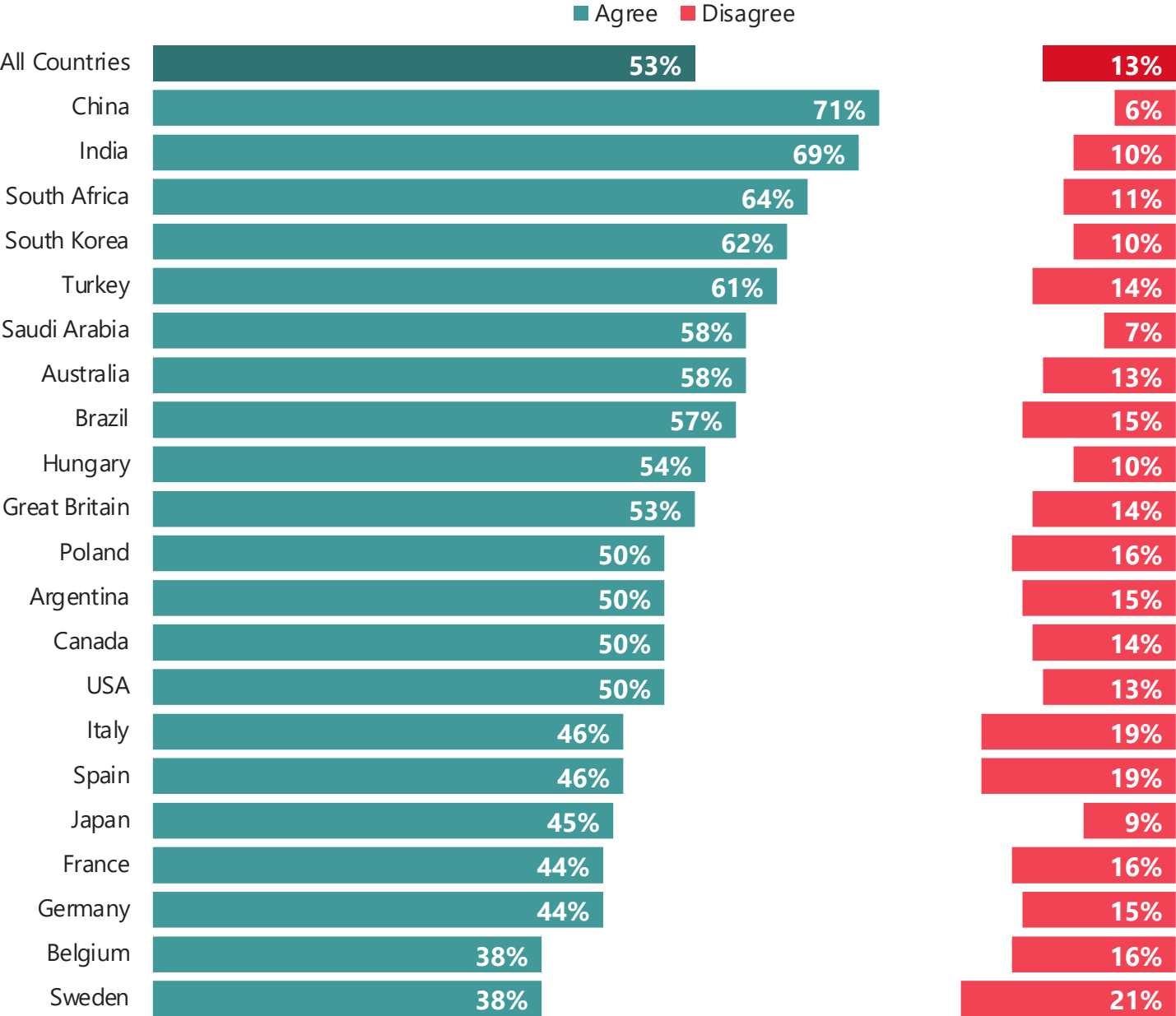
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In the future, the most successful brands will be those that make the most positive contribution to society beyond just providing good services and products

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

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

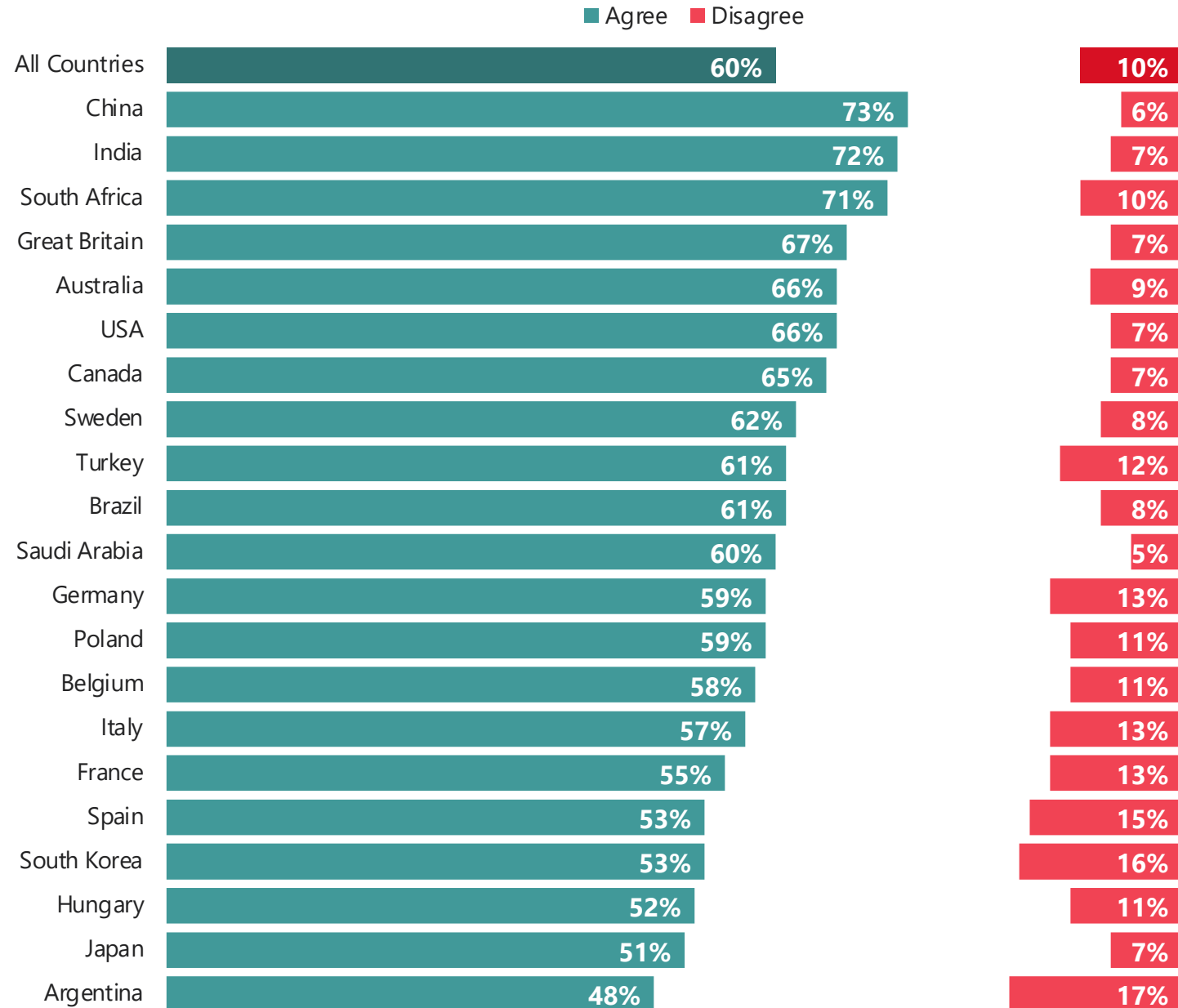
Q.

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

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

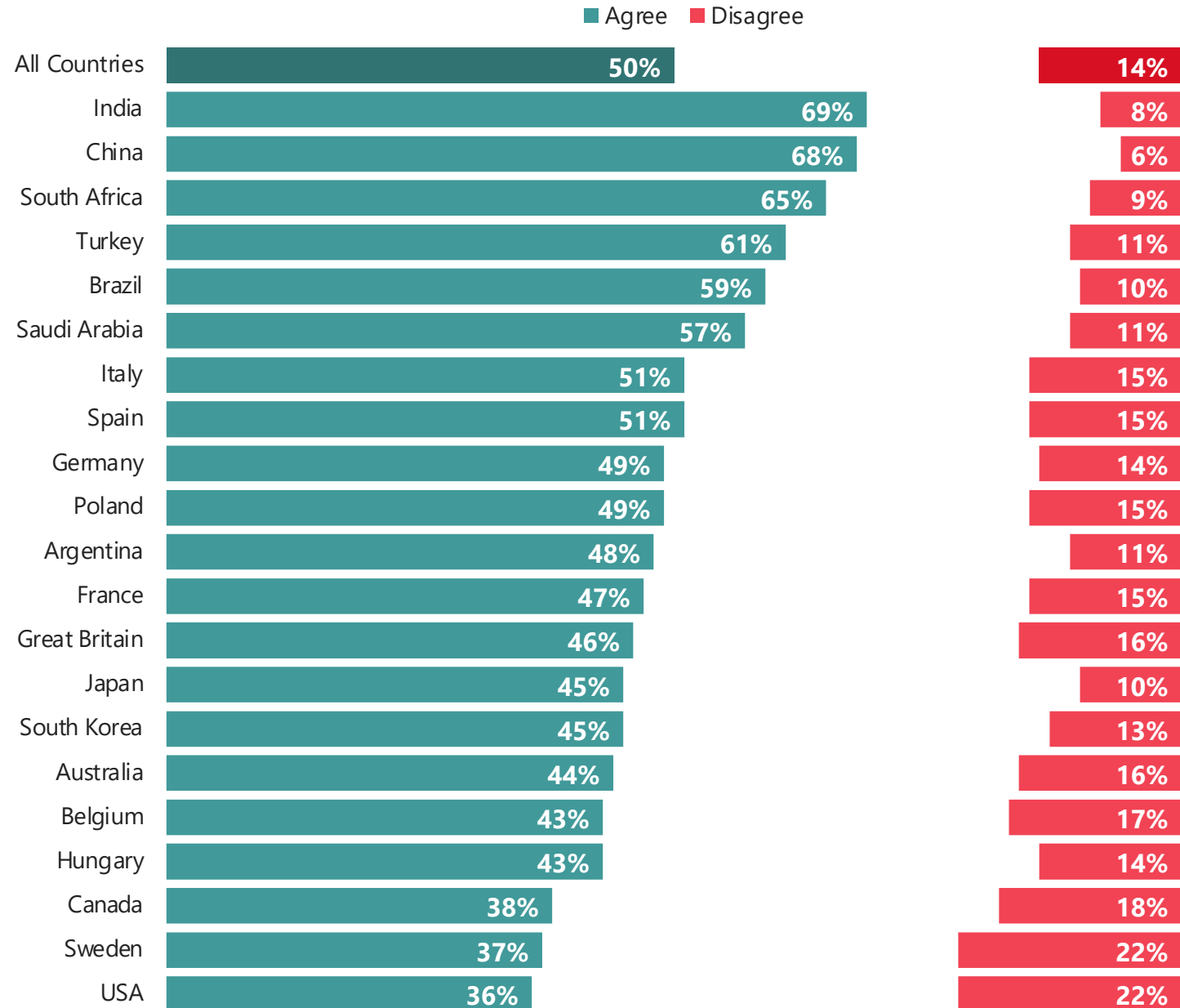
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Generational Trust

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

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Generational trust in sectors

Q.

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

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

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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.