@EdelmanItalia

#TrustBarometer

FIORELLA PASSONI
CEO EDELMAN ITALIA

GLOBAL/ITALY/UK REPORT

Edelman

22 YEARS OF TRUST

‘01	‘02	‘03	‘04	‘05	‘06	‘07	‘08	‘09	‘10	‘11
Rising Influence of NGOs	Fall of the Celebrity CEO	Earned Media More Credible Than Advertising	U.S. Companies in Europe Suffer Trust Discount	Trust Shifts from “Authorities” to Peers	A “Person Like Me” Emerges as Credible Spokesperson	Business More Trusted Than Government and Media	Young People Have More Trust in Business	Trust in Business Plummets	Performance and Transparency Essential to Trust	Business Must Partner With Government to Regain Trust

‘12	‘13	‘14	‘15	‘16	‘17	‘18	‘19	‘20	‘21	‘22
Fall of Government	Crisis of Leadership	Business to Lead the Debate for Change	Trust is Essential to Innovation	Growing Inequality of Trust	Trust in Crisis	The Battle for Truth	Trust at Work	Trust: Competence and Ethics	Business Most Trusted	**The Cycle of Distrust**

2022 EDELMAN TRUST BAROMETER

Methodology

Annual online survey in its 22nd year

Fieldwork conducted: **Nov 1 – Nov 24, 2021**

28
countries

36,000+
respondents

1,150+
respondents/country

Argentina
Australia
Brazil
Canada
China
Colombia
France
Germany
India
Indonesia
Ireland
Italy
Japan
Kenya
Malaysia
Mexico
Nigeria
Russia
Saudi Arabia
Singapore
S. Africa
S. Korea
Spain
Thailand
The Netherlands
UAE
UK
U.S.

GLOBAL AVERAGES vary based on the number of countries surveyed each year:

GLOBAL 27 does not include Nigeria*

GLOBAL 22 does not include Colombia, Kenya, Nigeria, Saudi Arabia, S. Africa and Thailand

GLOBAL 24 Not asked in China, Russia, Thailand

the sensitive nature of the question prevented this data from being collected in these markets

Other global averages detailed in technical appendix

**To prevent skewing the global results, Nigeria is not included in any global averages because the online population is not representative of the true population*

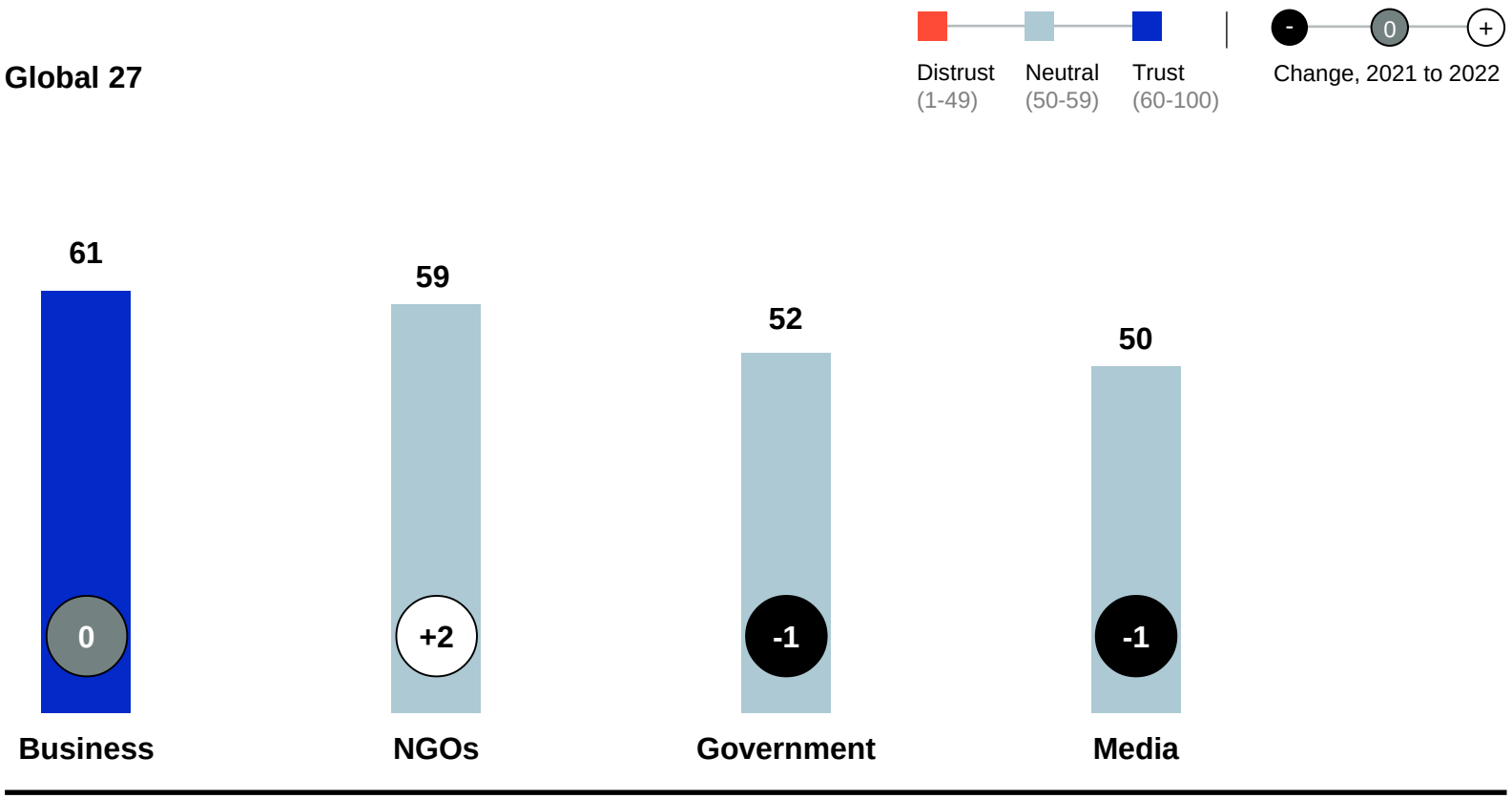
27-market global data margin of error: General population +/- 0.6% (n=31,050); half-sample global general online population +/- 0.8% (n=15,525).
Country-specific data margin of error: General population +/- 2.9% (n=1,150); half-sample +/- 4.1% (n=575).

COLLAPSE OF TRUST IN DEMOCRACIES

TRUST DECLINES FOR GOVERNMENT AND MEDIA; BUSINESS STILL ONLY TRUSTED INSTITUTION

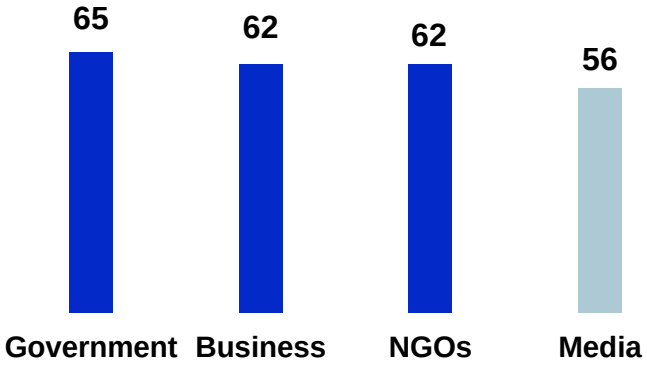
Percent trust

Global 27



IN MAY 2020, GOVERNMENT MOST TRUSTED

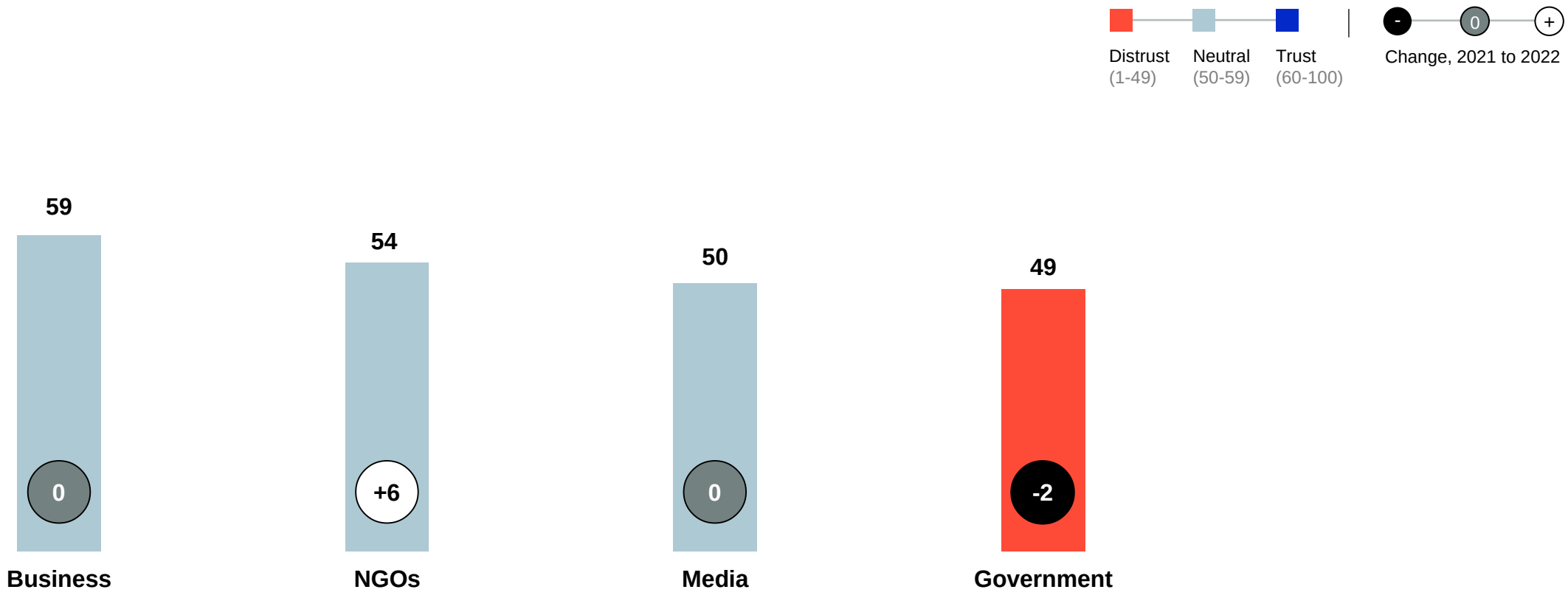
Global 11



2022 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.
2020 Edelman Trust Barometer Spring Update. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 11-mkt avg.

NO INSTITUTION TRUSTED IN ITALY; GOVERNMENT BACK INTO DISTRUST

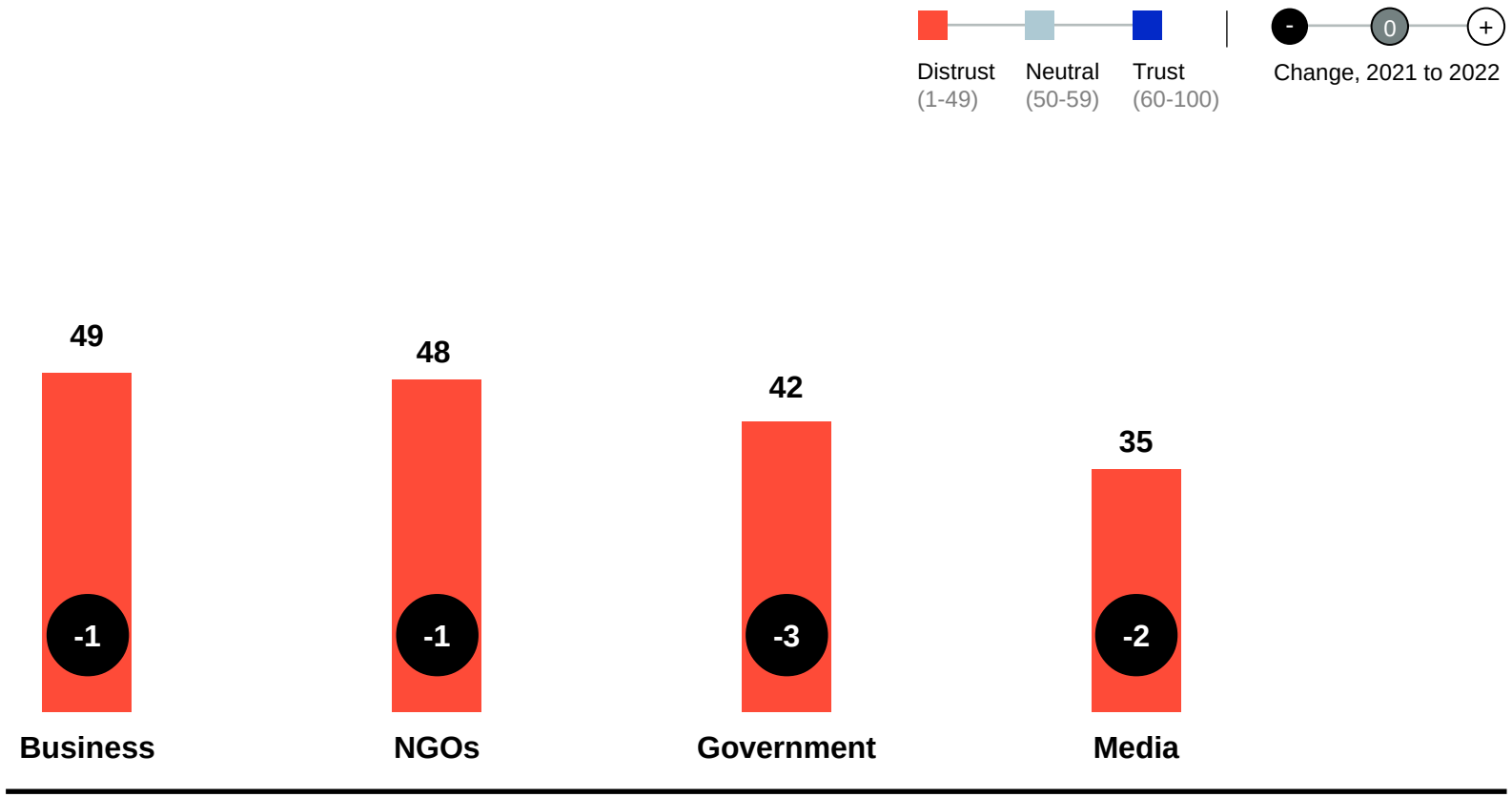
Percent trust, in Italy

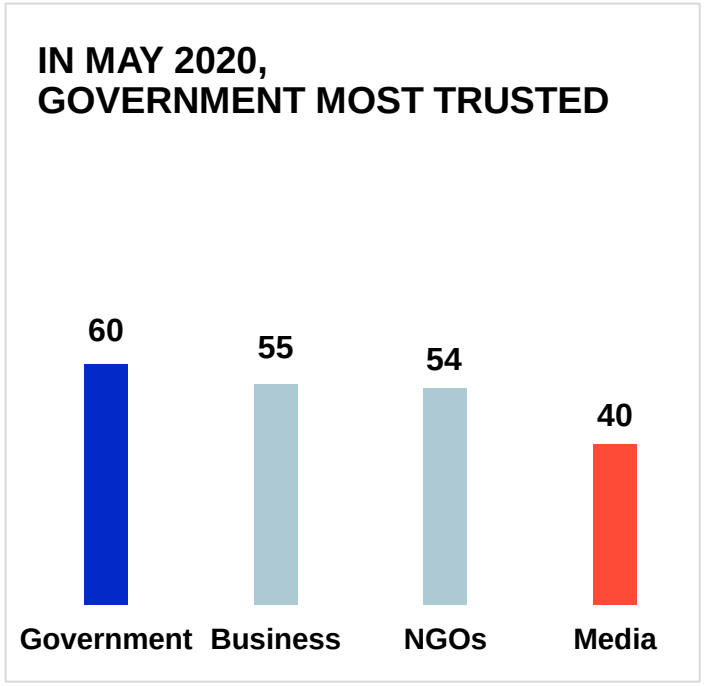


2022 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Italy.

TRUST DECLINES FOR ALL UK INSTITUTIONS; ALL ARE NOW DISTRUSTED

Percent trust, in the UK





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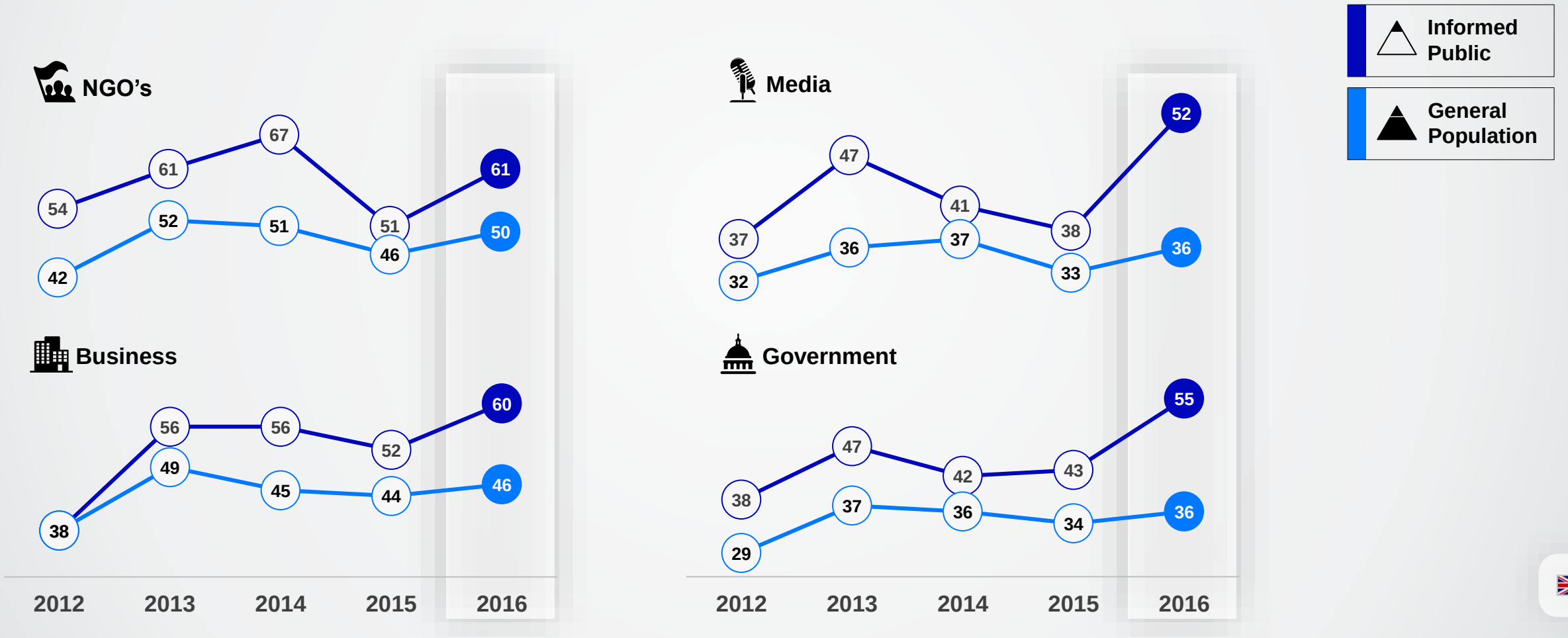
Post-Recession Highs

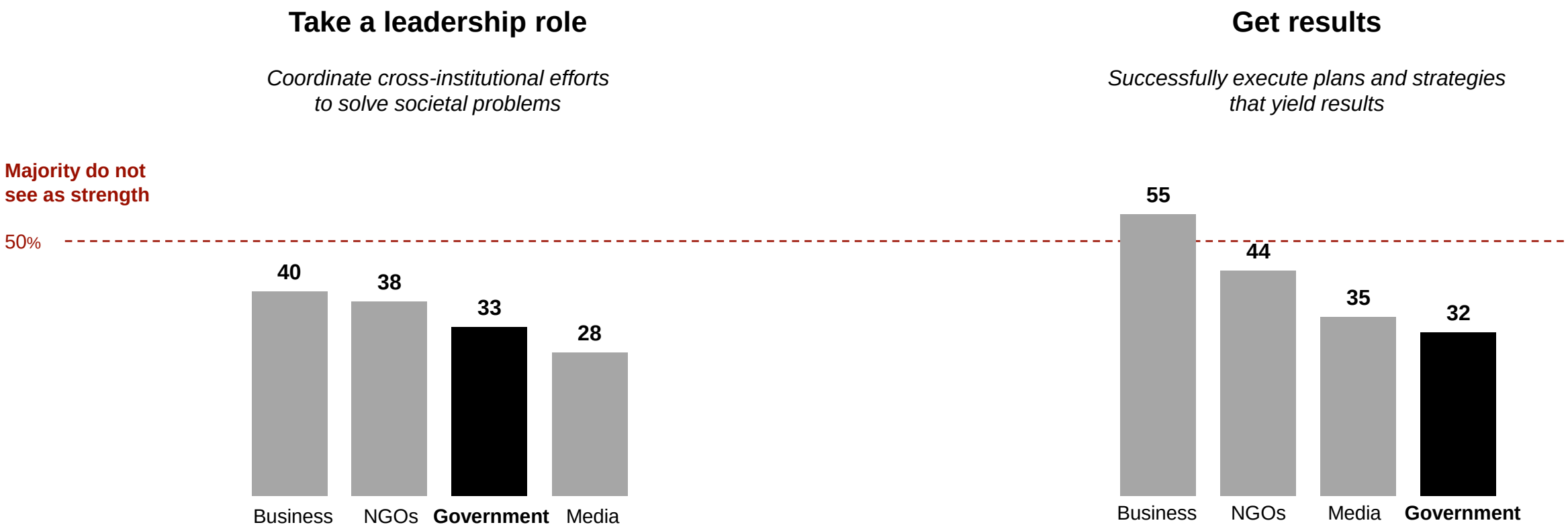
Percent trust in the four institutions of government, business, media and NGOs, 2012 vs. 2016



Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) Informed Public and General Population, U.K.

GOVERNMENT NOT SEEN AS ABLE TO SOLVE SOCIETAL PROBLEMS

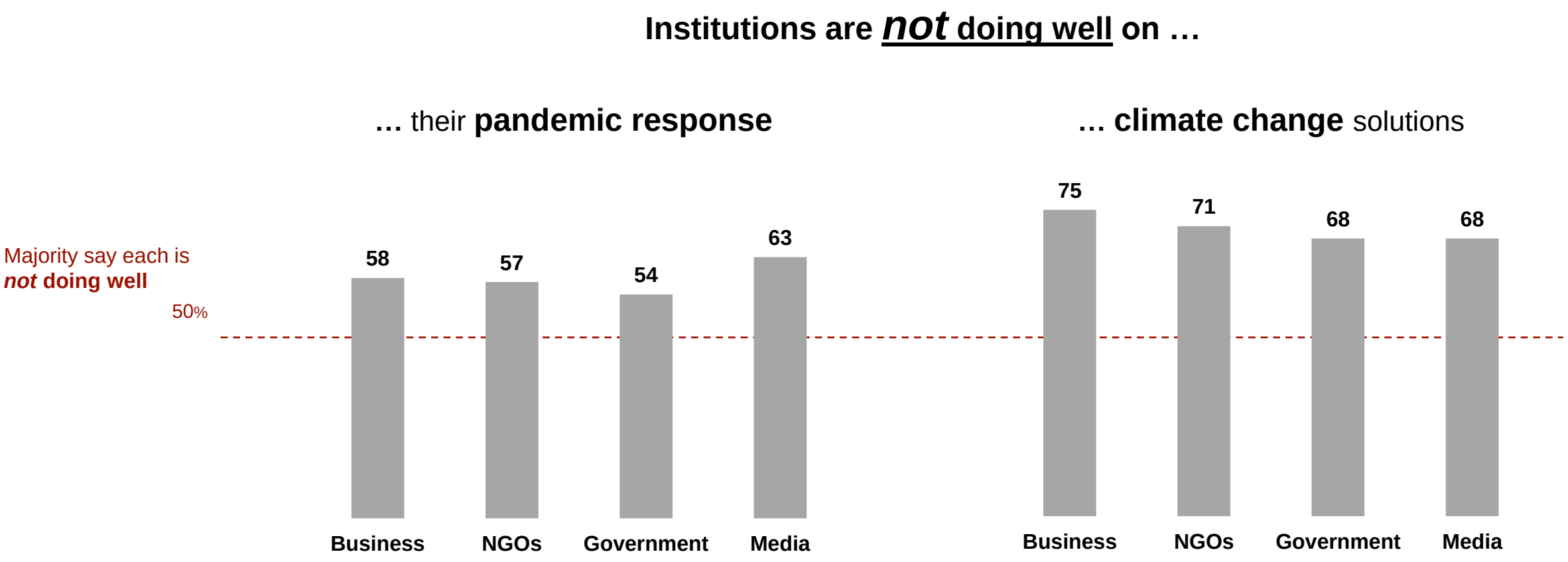
Percent who say each is a strength of institutions, in Italy



2022 Edelman Trust Barometer. CMP_ARE_[INS]. Thinking about [institution] as they are today, please indicate whether you consider each of the following dimensions to be one of their areas of strength or weakness. 5-point scale; top 2 box, strength. Question asked of half of the sample. General population, Italy.

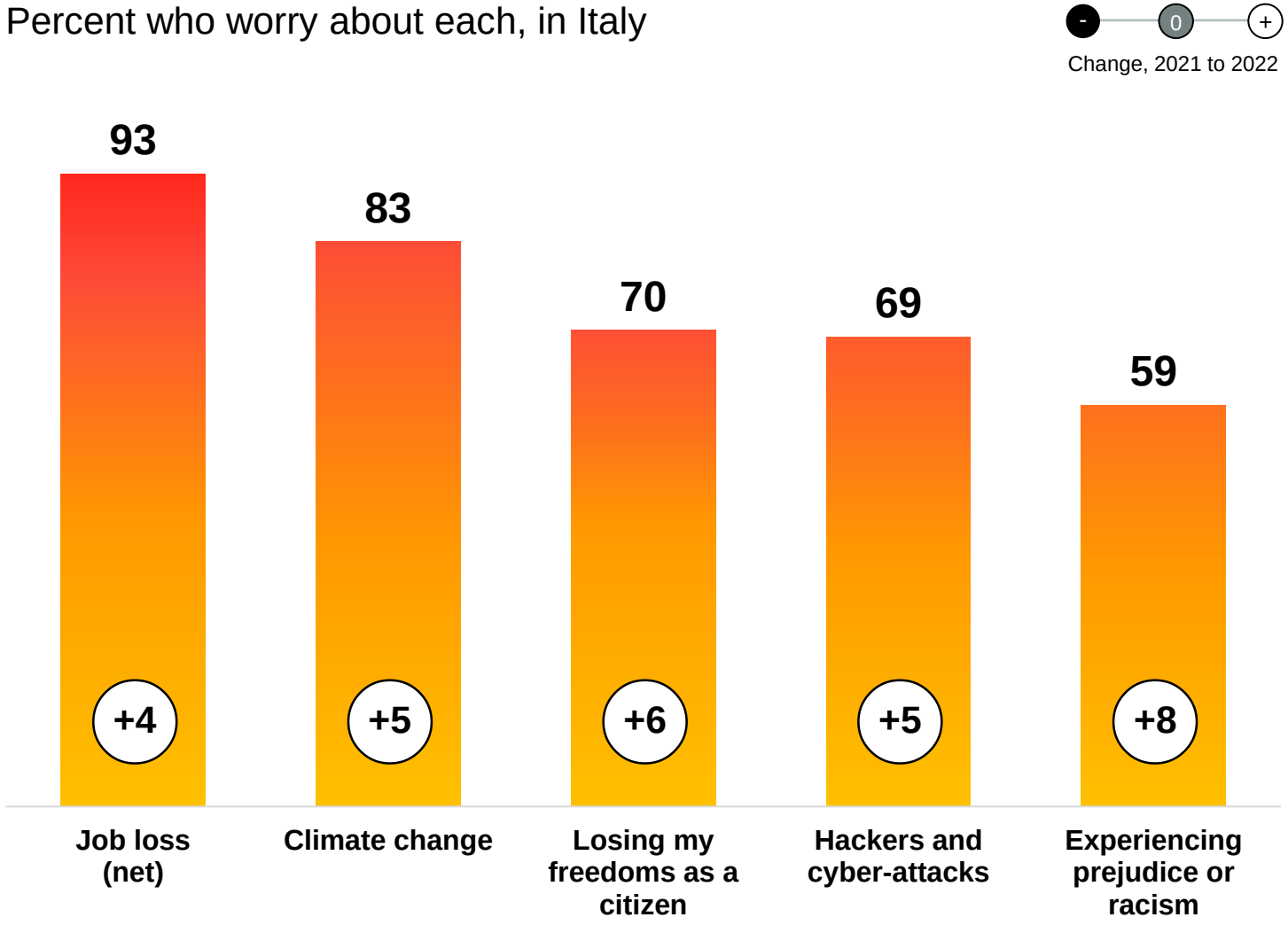
SPRING 2021:
INSTITUTIONS FAILING TO ADDRESS EXISTENTIAL CHALLENGES

Percent who say, in the UK



SOCIETAL FEARS ON THE RISE

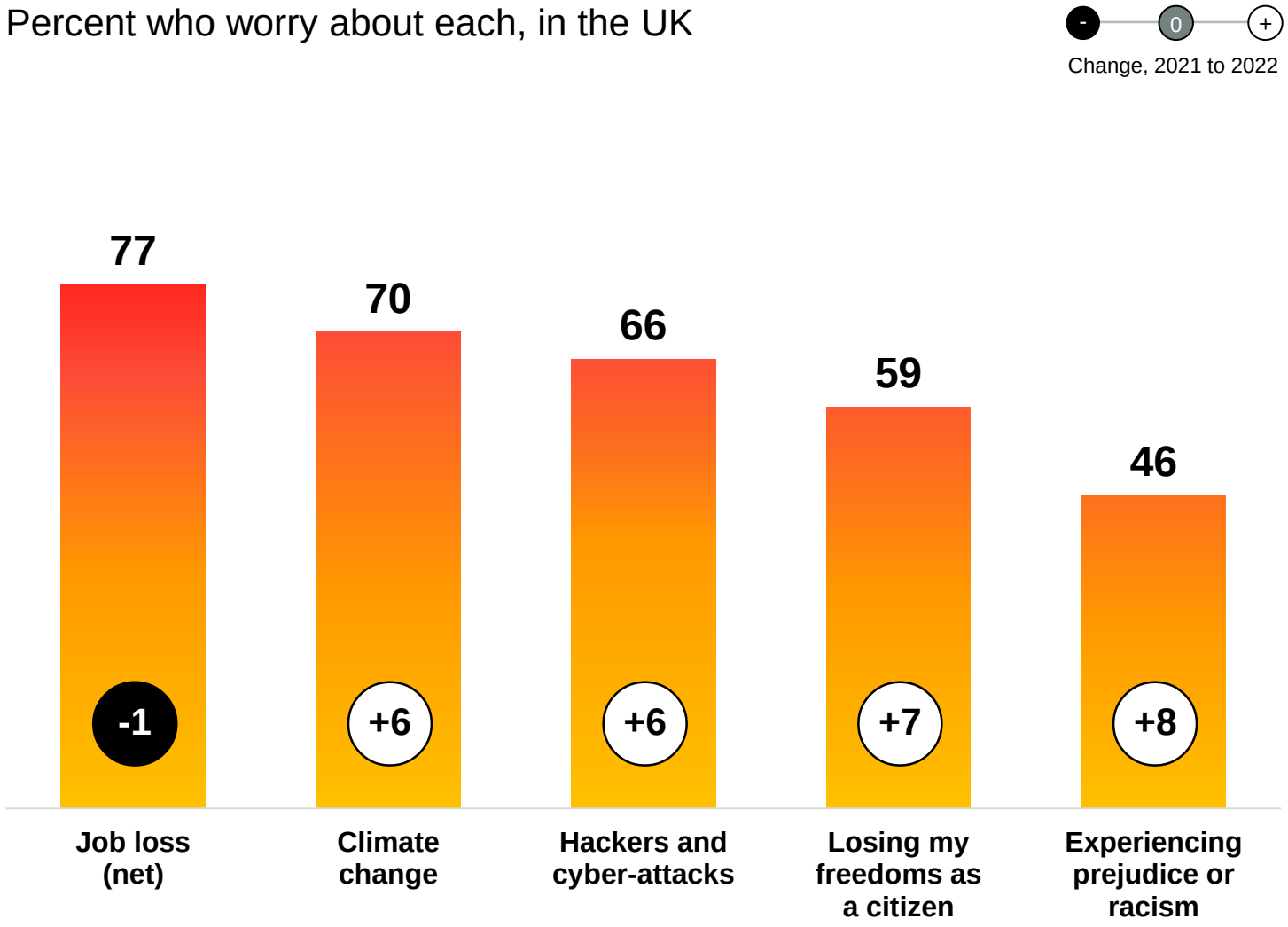
Percent who worry about each, in Italy



2022 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Non-job loss attributes shown to half of the sample. General population, Italy. Job loss asked of those who are an employee of an organization (Q43/1). Job loss is a net of attributes 1-3, 5, and 22-24.

SOCIETAL FEARS ON THE RISE

Percent who worry about each, in the UK



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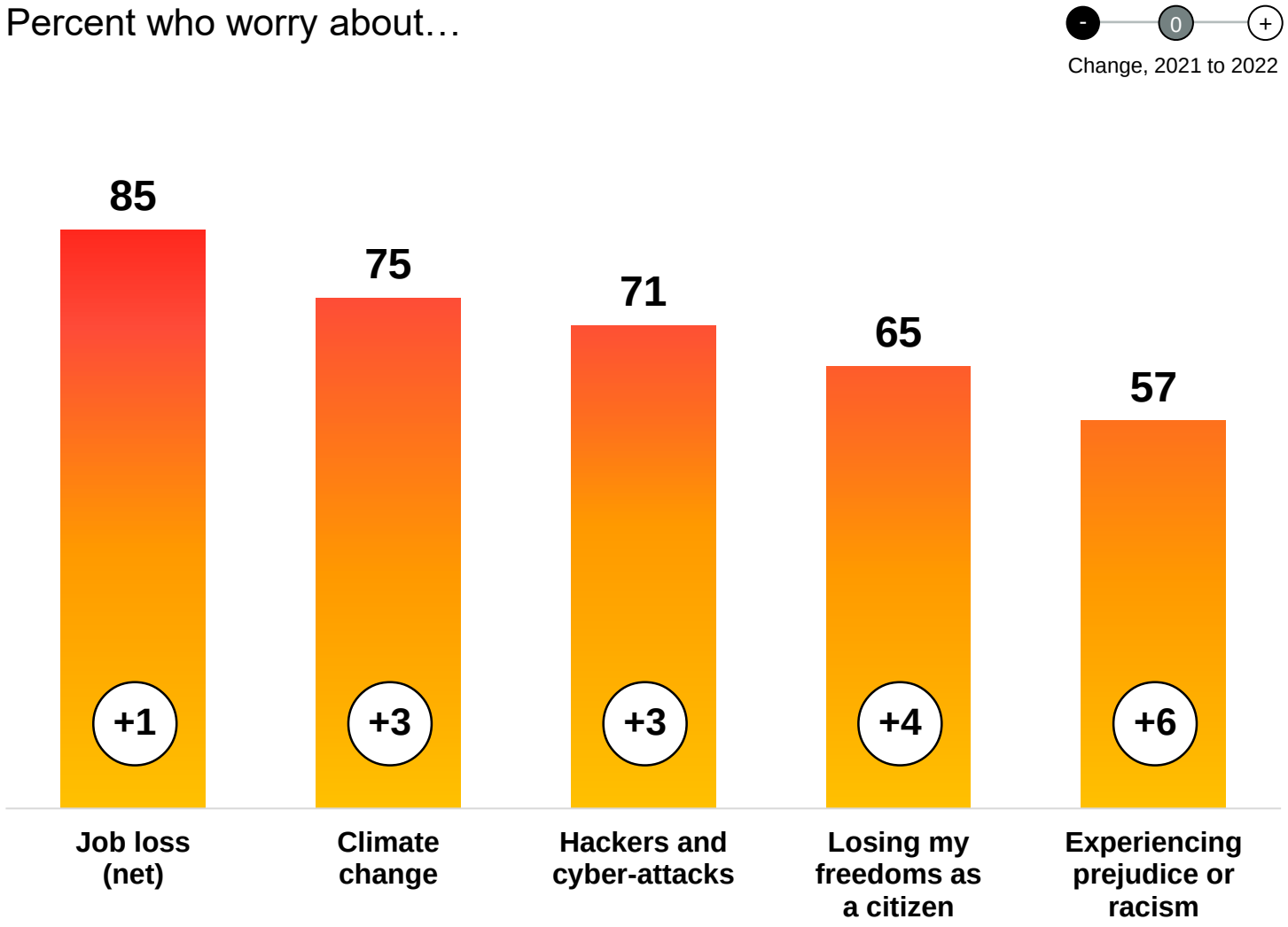
SOCIETAL FEARS ON THE RISE

Percent who worry about…



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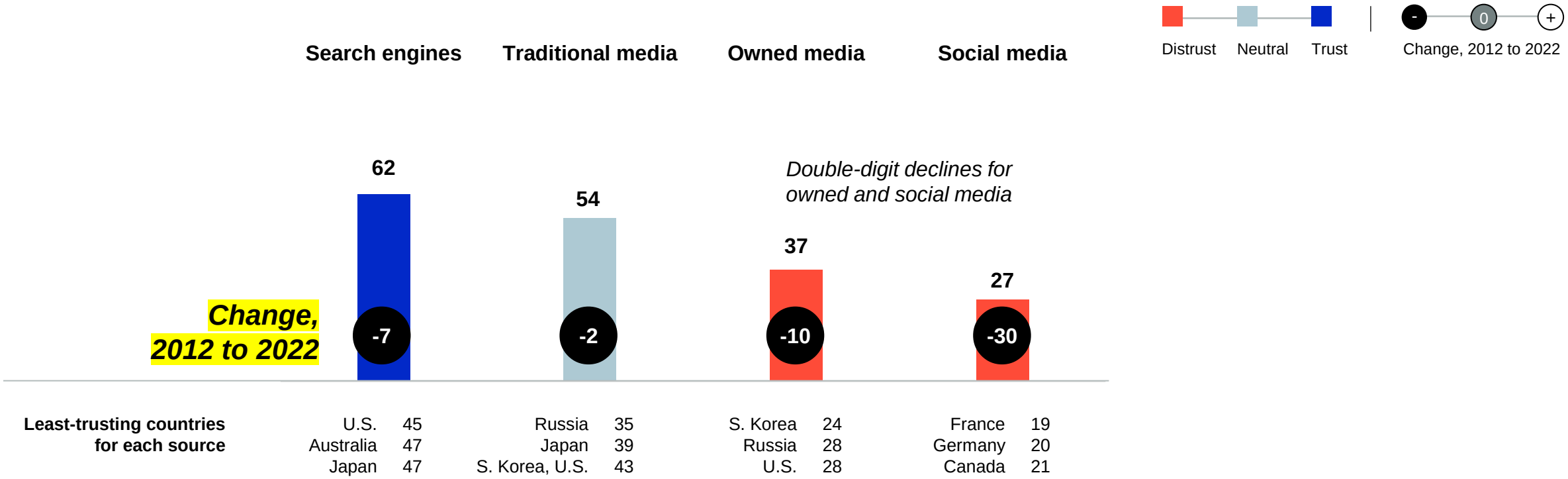
STUNNING TRUST LOSS IN 10 YEARS FOR SOCIAL MEDIA; TRUST DECLINES FOR ALL NEWS SOURCES

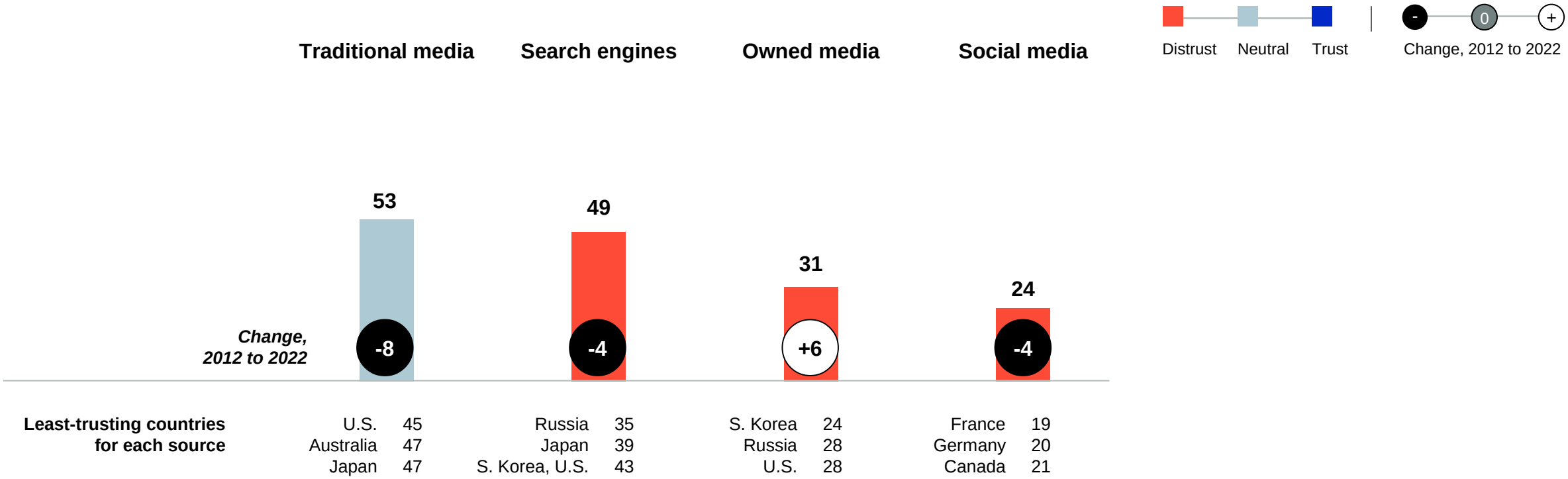
Percent who say, in Italy



2022 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Italy.
*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

NEWS SOURCES FAIL TO FIX THEIR TRUST PROBLEM

Percent trust, in the UK



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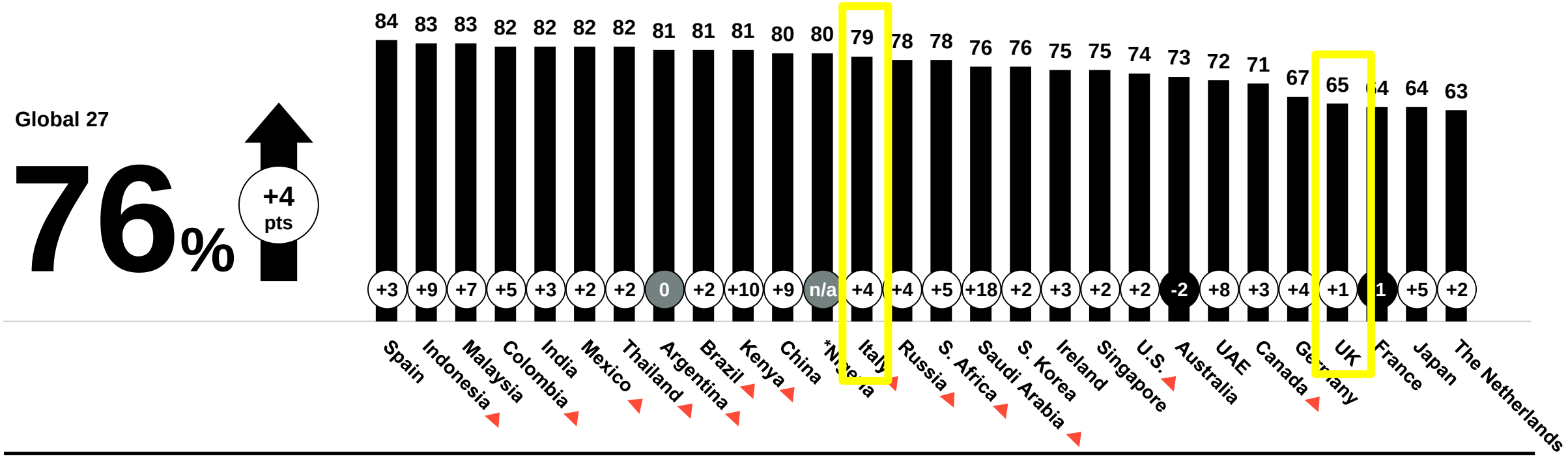
FAKE NEWS CONCERNS AT ALL-TIME HIGHS

Percent who agree

- 0 +
Change, 2021 to 2022

▲ All-time high in 13 of 27 countries

I worry about **false information or fake news** being used as a weapon



2022 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 27-mkt avg. *Nigeria is not included in the global average

GLOBAL 24 Not asked in China, Russia, Thailand

GOVERNMENT AND MEDIA SEEN AS DIVISIVE

Percent who say

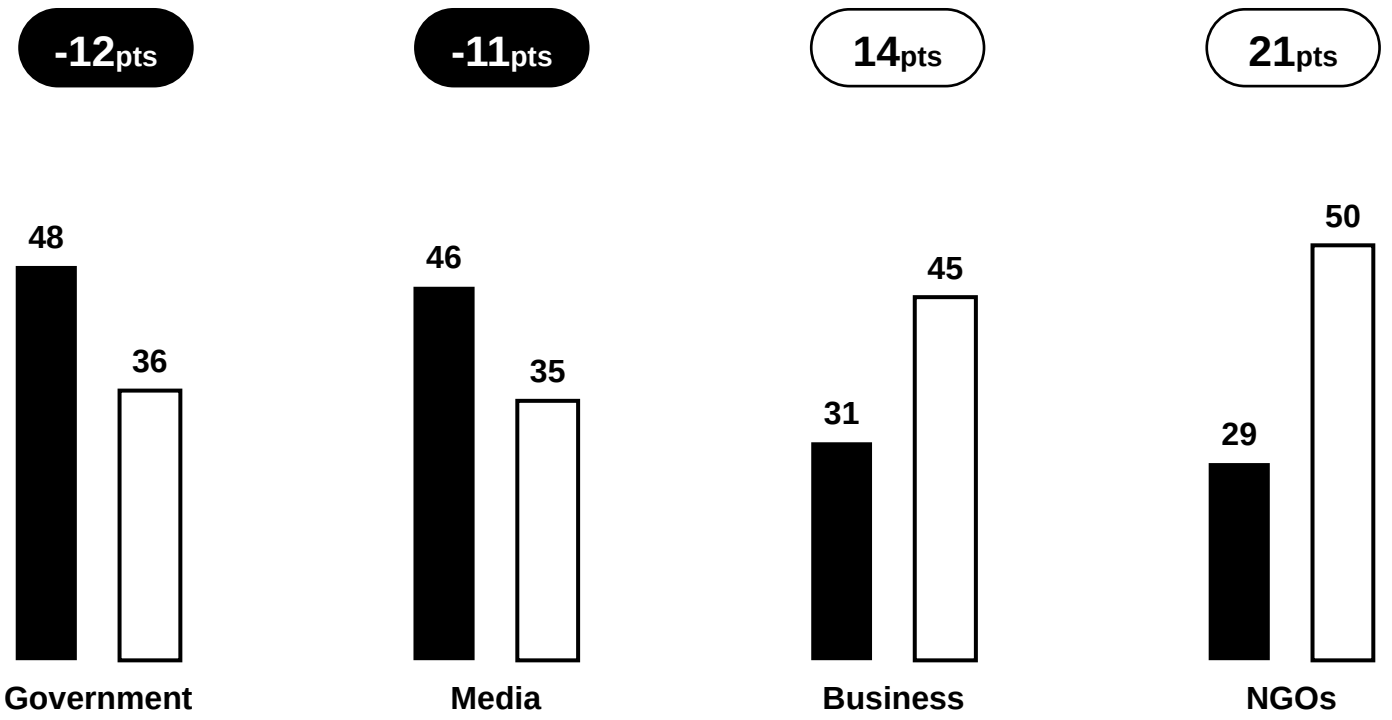
These institutions are…

■——□

a **dividing force** in society

a **unifying force** in society

***Gap**, difference between unifying force vs. dividing force*

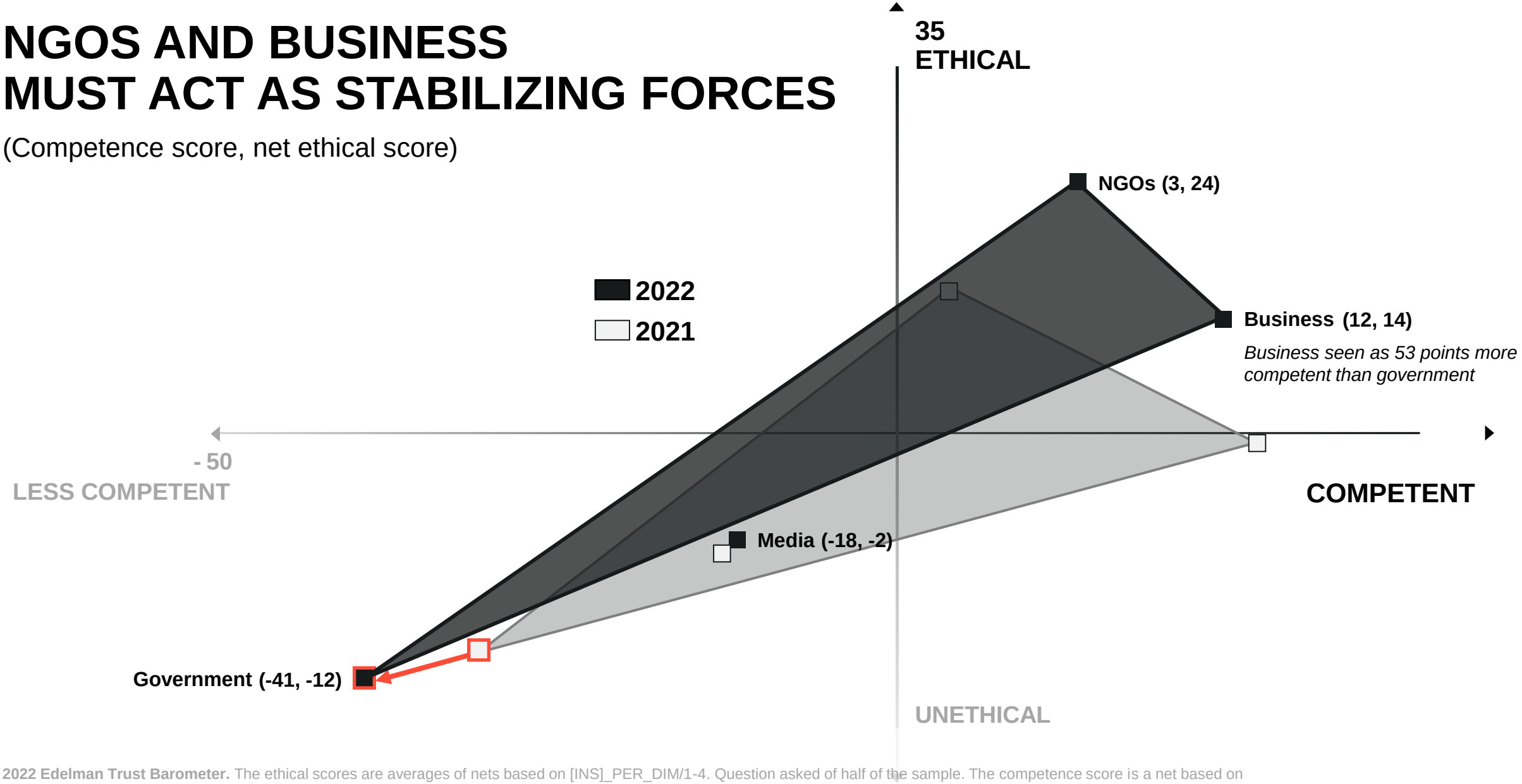


2022 Edelman Trust Barometer. [INS]_PER_DIM. In thinking about why you do or do not trust [institution], please specify where you think they fall on the scale between the two opposing descriptions. 11-point scale; top 5 box, positive; bottom 5 box, negative. Questions asked of half of the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand.

GLOBAL 24 Not asked in China, Russia, Thailand

NGOS AND BUSINESS MUST ACT AS STABILIZING FORCES

(Competence score, net ethical score)



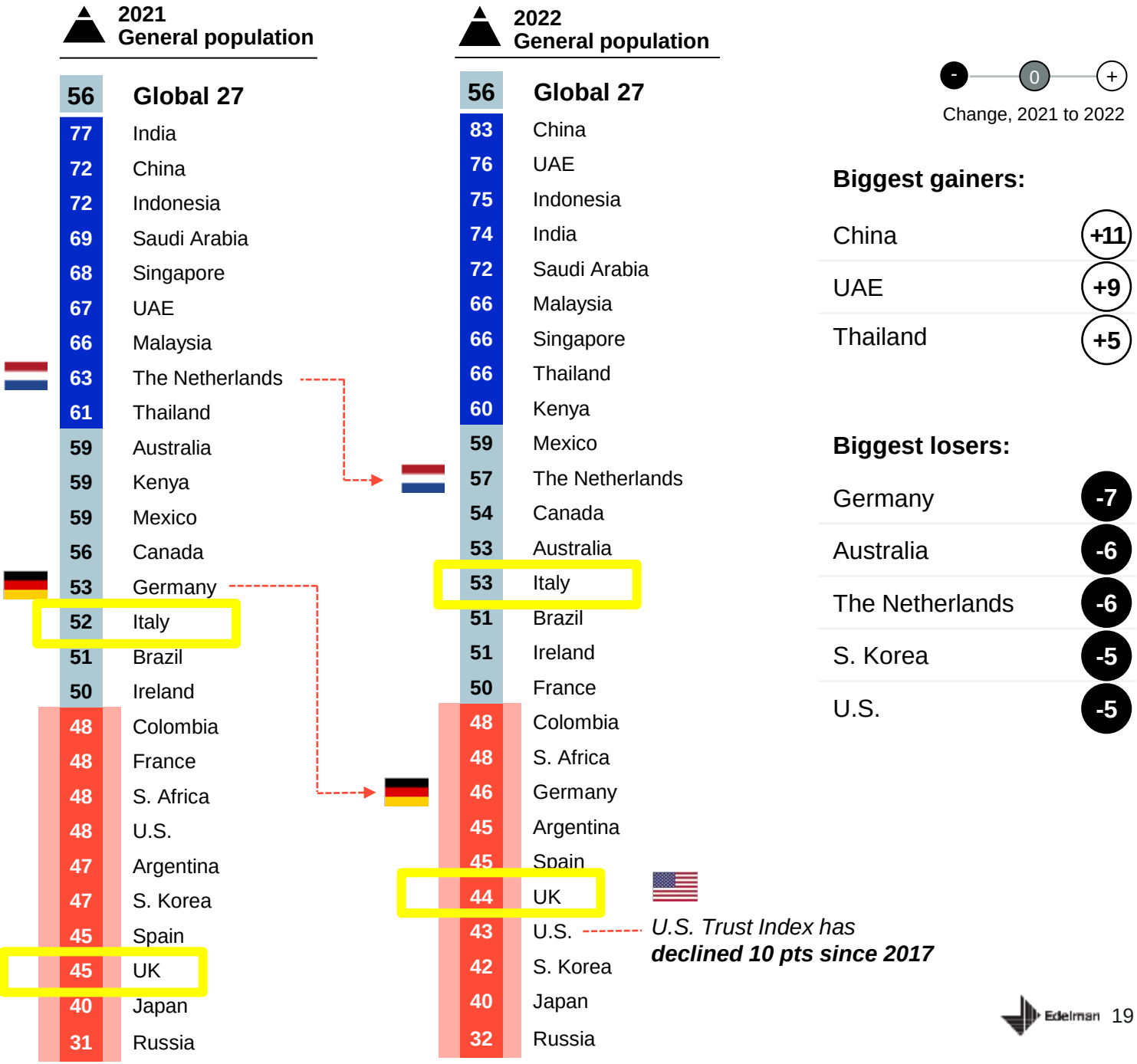
2022 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Question asked of half of the sample. The competence score is a net based on TRU_3D_[INS]/1. Depending on the question it was either asked of the full of half the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

TRUST FALLS IN DEMOCRACIES

Trust Index

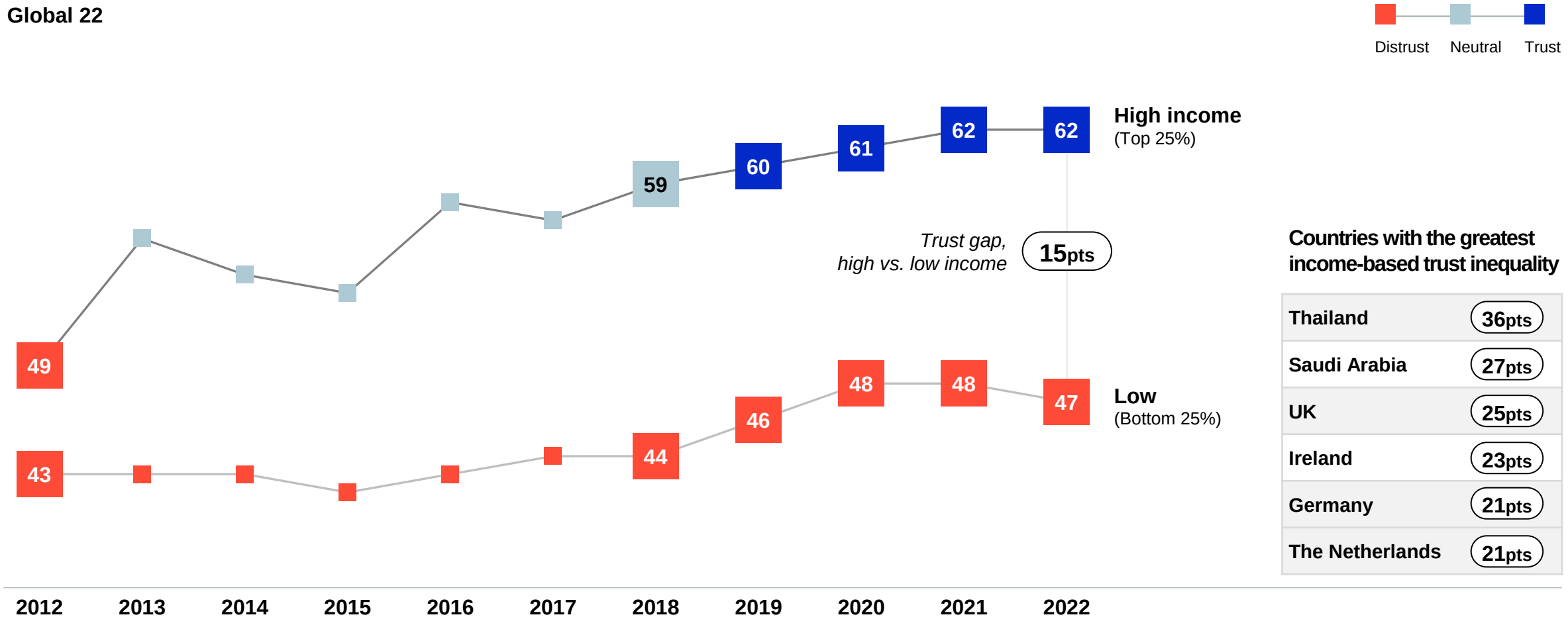
Distrust (1-49) | Neutral (50-59) | Trust (60-100)

2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.



RECORD TRUST GAP BETWEEN HIGH AND LOW INCOME

Trust Index



Countries with the greatest income-based trust inequality

Thailand	36pts
Saudi Arabia	27pts
UK	25pts
Ireland	23pts
Germany	21pts
The Netherlands	21pts

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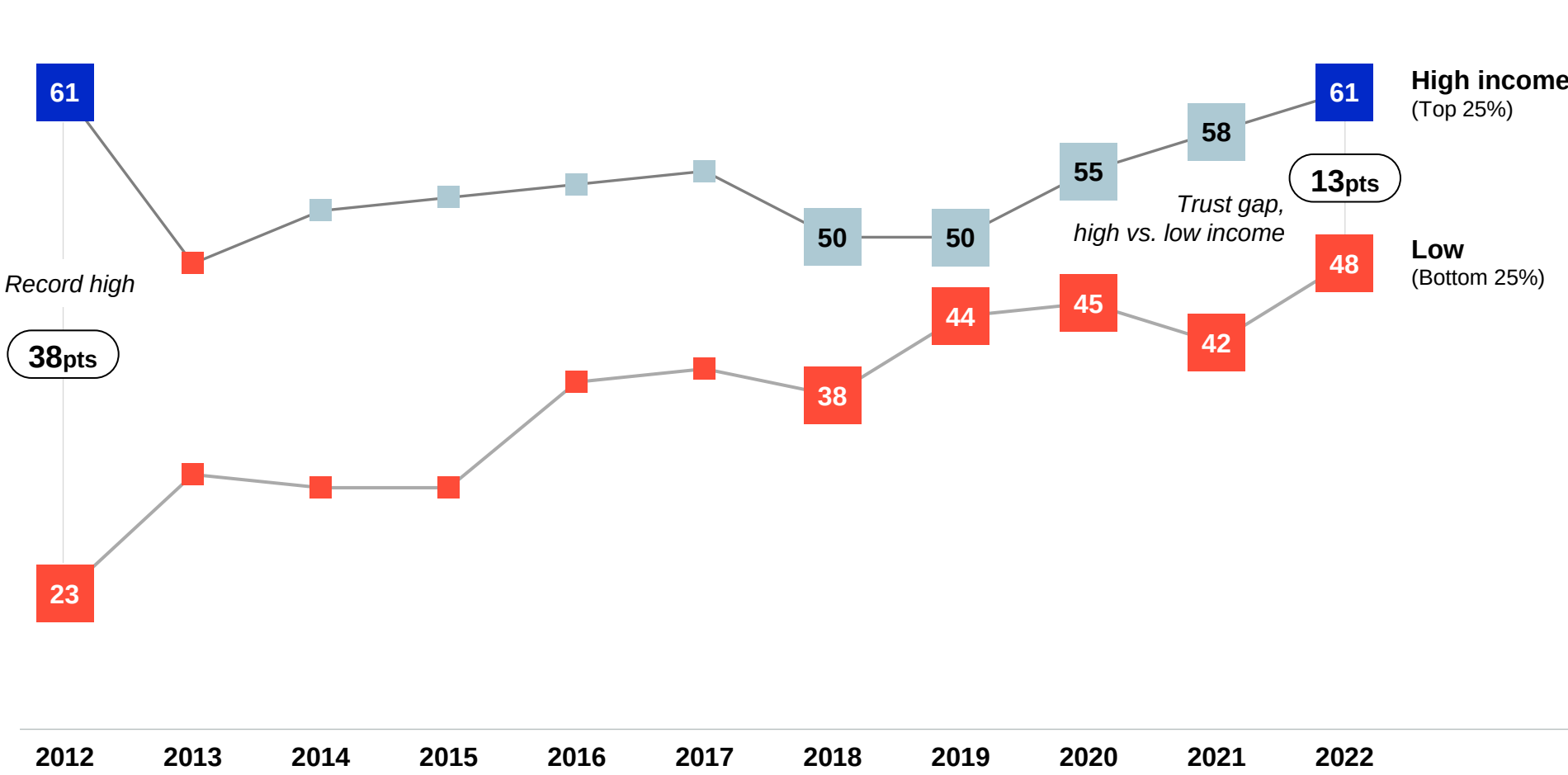
CONTINUED TRUST INEQUALITY IN ITALY

Trust Index, in Italy



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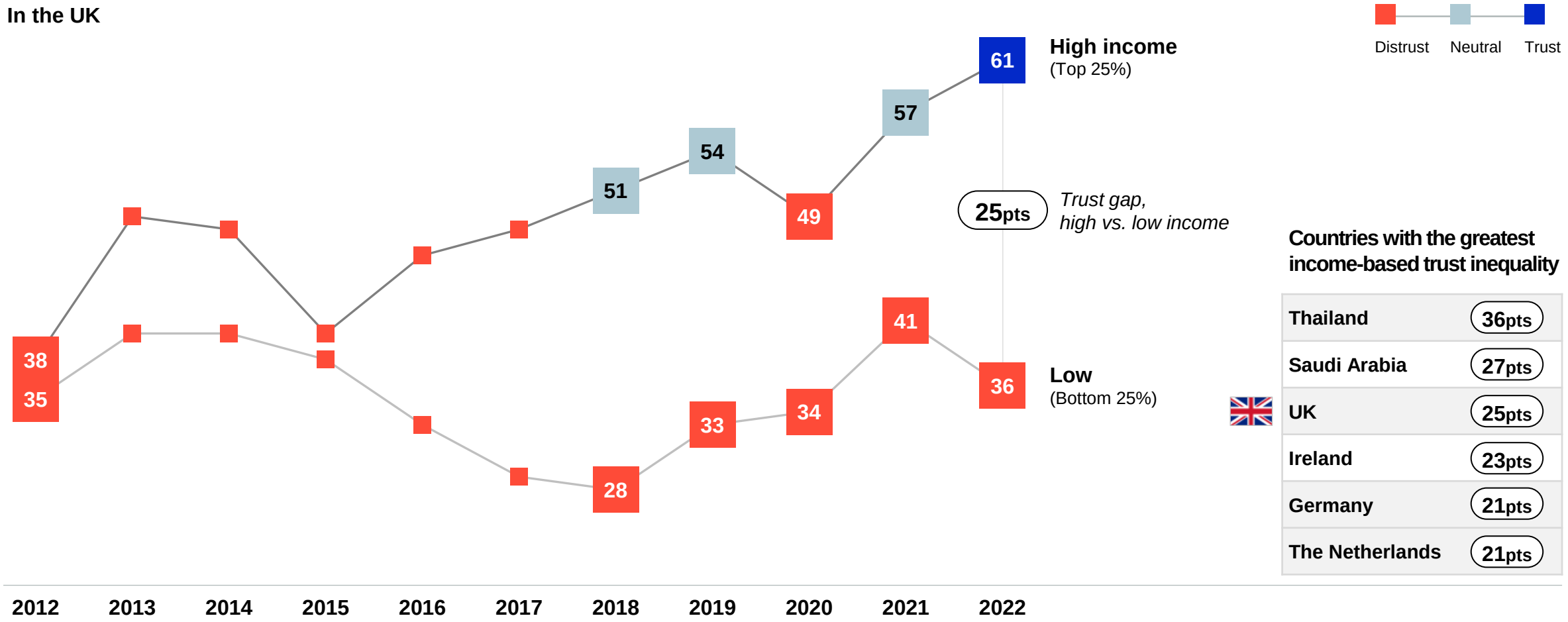
RECORD TRUST GAP BETWEEN HIGH AND LOW INCOME

Trust Index

In the UK



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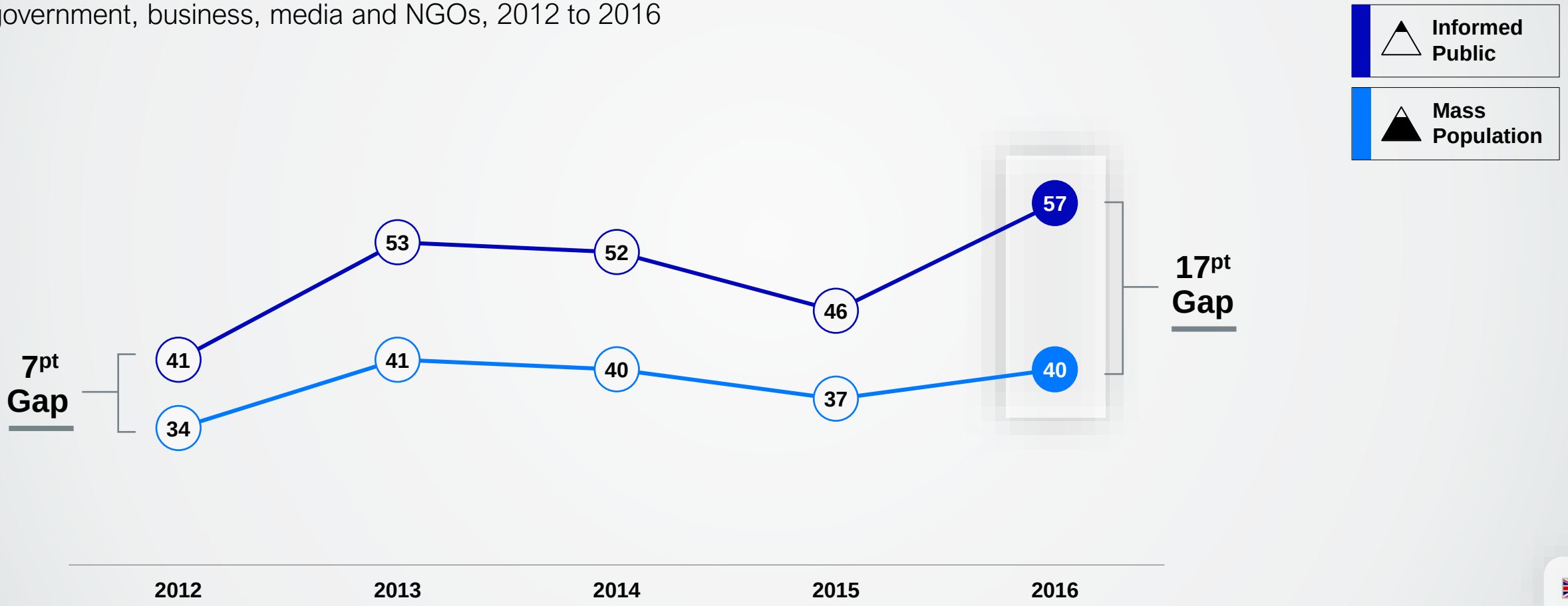
A Significant Divide

Percent trust in the four institutions of government, business, media and NGOs, 2012 to 2016



Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) Informed Public and Mass Population, U.K.

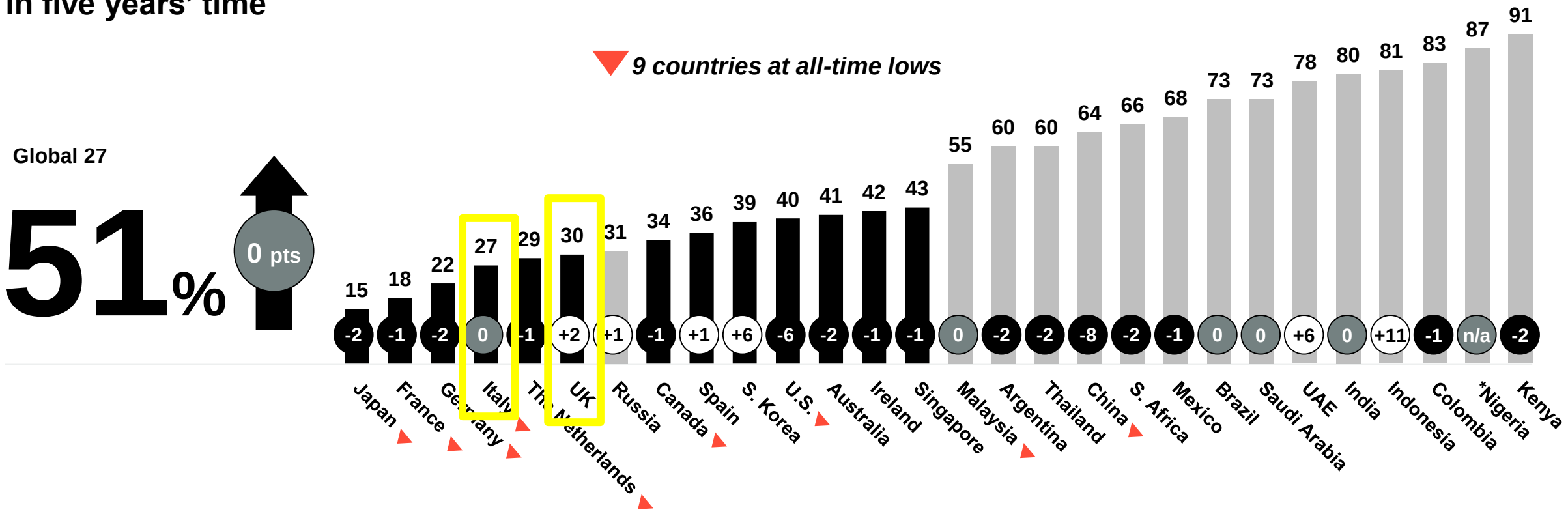
DEVELOPED COUNTRIES LACK ECONOMIC OPTIMISM

Percent who believe they and their families will be better off in five years' time

Developed countries

- 0 + Change, 2021 to 2022

My family and I will be better off
in five years' time



2022 Edelman Trust Barometer. CNG_FUT. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? 5-point scale; top 2 box, better off. General population, 27-mkt avg. *Nigeria is not included in the global average

DISTRUST IS THE DEFAULT: NO BASIS FOR PEACEFUL DEBATE

Which are you more likely to believe?

63% **My tendency is to distrust** until I see evidence that something is trustworthy

VS.

My tendency is to trust until I see evidence that something is untrustworthy

Percent who agree

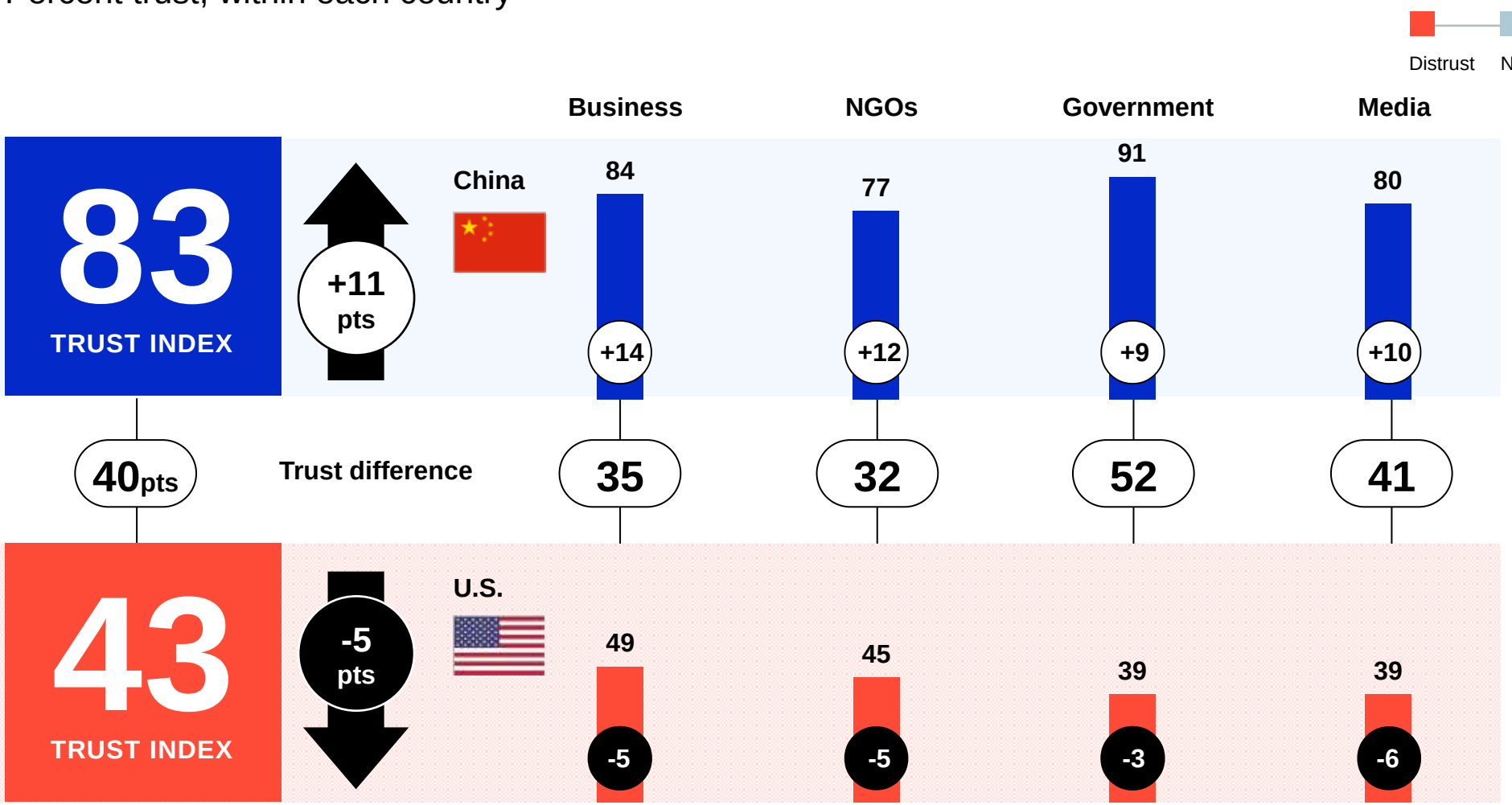
People in this country **lack the ability to have constructive and civil debates** about issues they disagree on

74%

2022 Edelman Trust Barometer. TRU_CHOICE. You are about to see two choices. We want you to choose the one that best describes you and your beliefs. Question asked of half of the sample. POP_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is using a nine-point scale where one means it is "not at all true" and nine means it is "completely true". 9-point scale; top 4 box, true. Question asked of half of the sample. General population, Italy.

CHINA-U.S. TRUST DIVERGENCE WIDENS TO ALL-TIME HIGH

Percent trust, within each country



DIVERGING TRUST IN BRAND CHINA VS BRAND U.S. ABROAD

Percent trust, 26-market averages*

31% trust companies headquartered in China (-3pts)

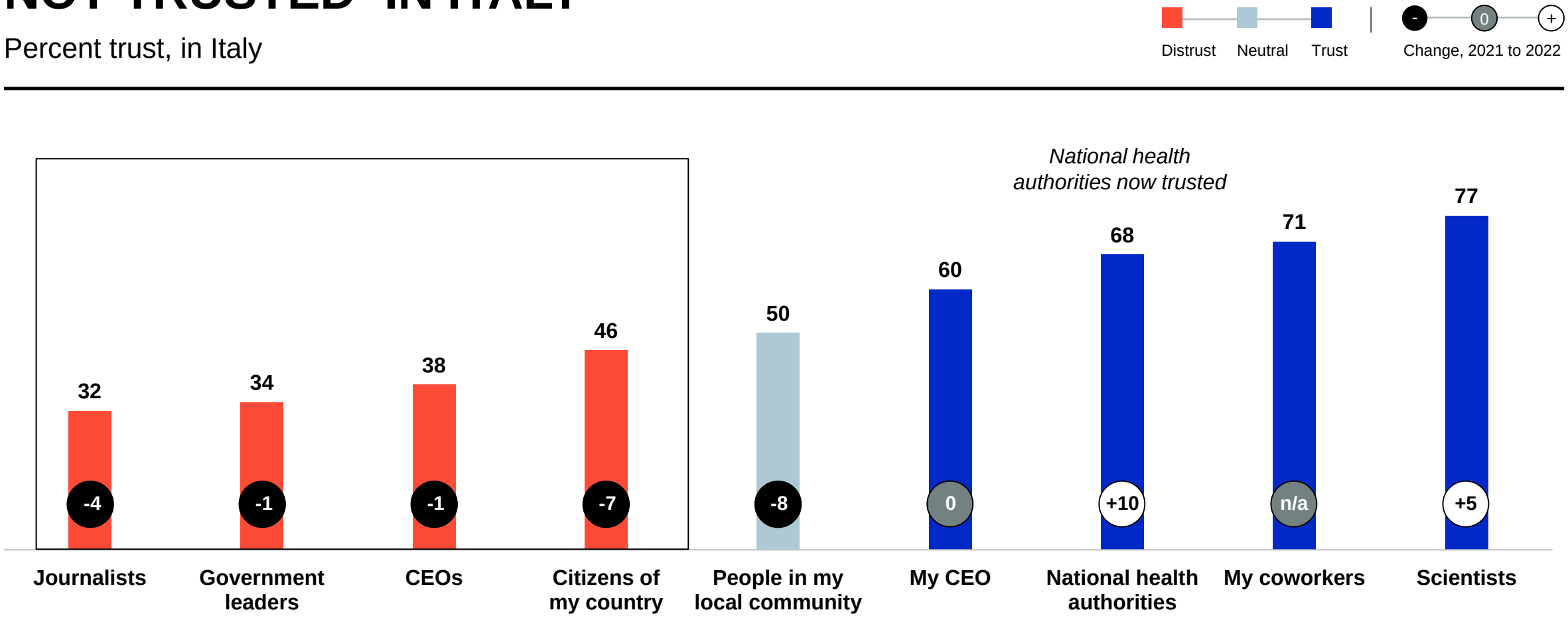
53% trust companies headquartered in the U.S. (+2pts)

2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, China and U.S. TRU_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 26-mkt avg. *does not include home country rating.

SOCIETAL LEADERSHIP NOW A CORE BUSINESS FUNCTION

SOCIETAL LEADERS - *AND FELLOW CITIZENS* - NOT TRUSTED IN ITALY

Percent trust, in Italy



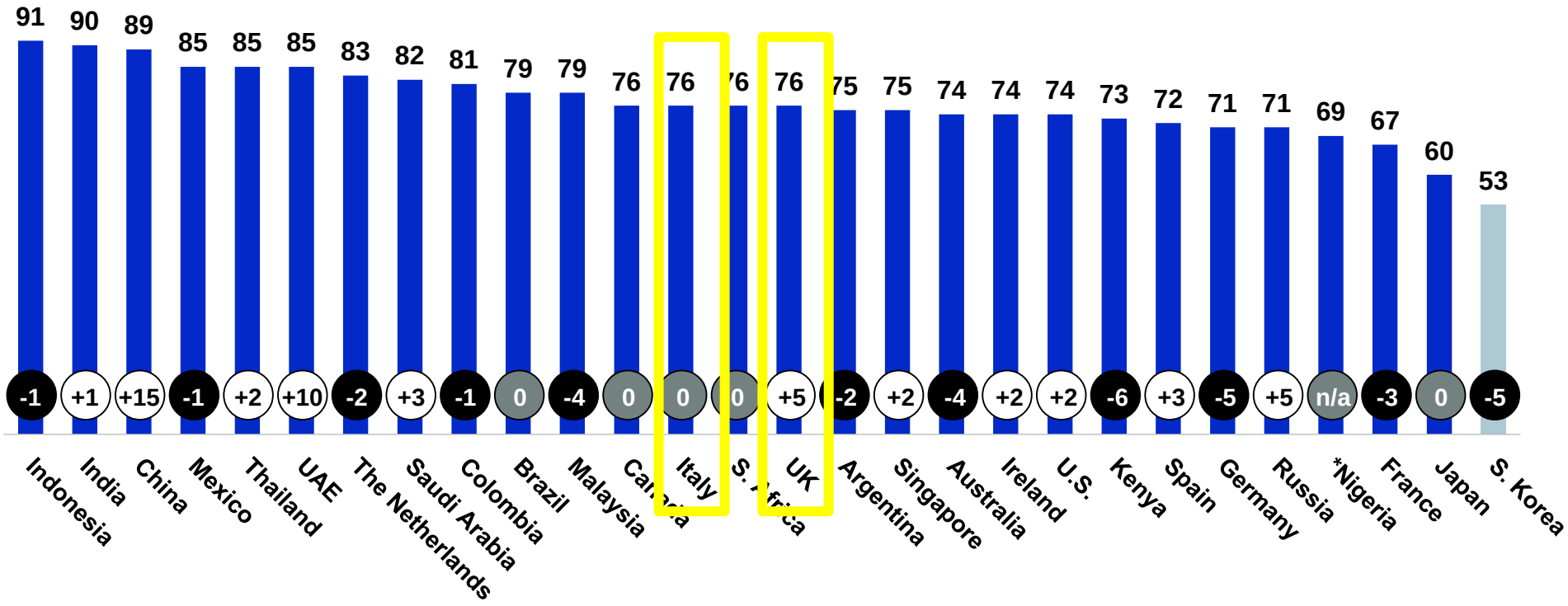
2022 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Some attributes asked of half the sample. General population, Italy. "My coworkers" and "my CEO" only shown to those who are an employee of an organization (Q43/1).

MY EMPLOYER TRUSTED AROUND THE WORLD

Percent trust

Global 27

77 MY EMPLOYER	
Business	61
NGOs	59
Government	52
Media	50



2022 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. "Your employer" only shown to those who are an employee of an organization (Q43/1). *Nigeria is not included in the global average

CEOS EXPECTED TO BE THE FACE OF CHANGE

Percent who say

CEOs should be personally visible when discussing public policy with external stakeholders or work their company has done to benefit society

72% (net)

When considering a job, I expect the CEO to speak publicly about **controversial social and political issues that I care about**

Among employees

55%

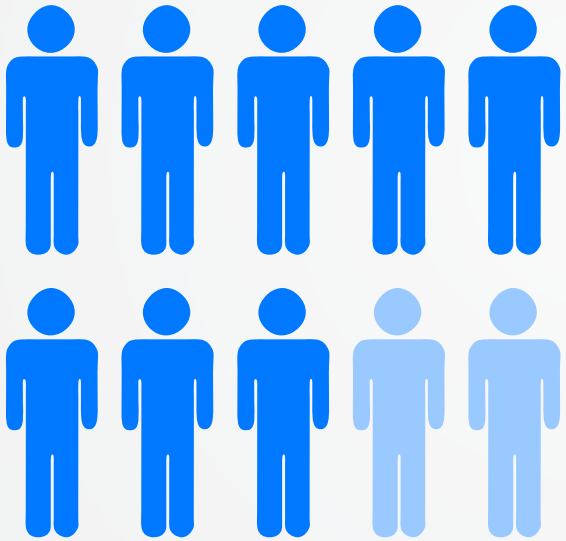
+3 pts

Change, 2019 to 2022

2022 Edelman Trust Barometer. CEO_VIS. How visible do you think a CEO should personally be in these different types of business situations? 9-point scale; top 4 box, visible. Question asked of half of the sample. Data shown is a net of attributes 2 and 10. EMP_IMP. When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there? 3-point scale; top 2 box, important. Question asked of those who are an employee of an organization (Q43/1). General population, Italy.

Business Must Lead to Solve Problems

▲ General Population



80% agree

▲ up from **74%** in 2015

“A company can take specific actions that both increase profits and improve the economic and social conditions in the community where it operates.”

Source: 2016 Edelman Trust Barometer Q249. Please indicate how much you agree or disagree with the following statement? (Top 4 Box, Agree). General Population, UK total, question asked of half the sample.

.

Purpose Impacts Trust

Percent who cite each as a reason for why their trust in business has increased or decreased

General Population

Reasons Trust in Business Has Increased

- **52%** Produces economic growth
- **37%** Contributes to the greater good
- **34%** Provides a range of public services

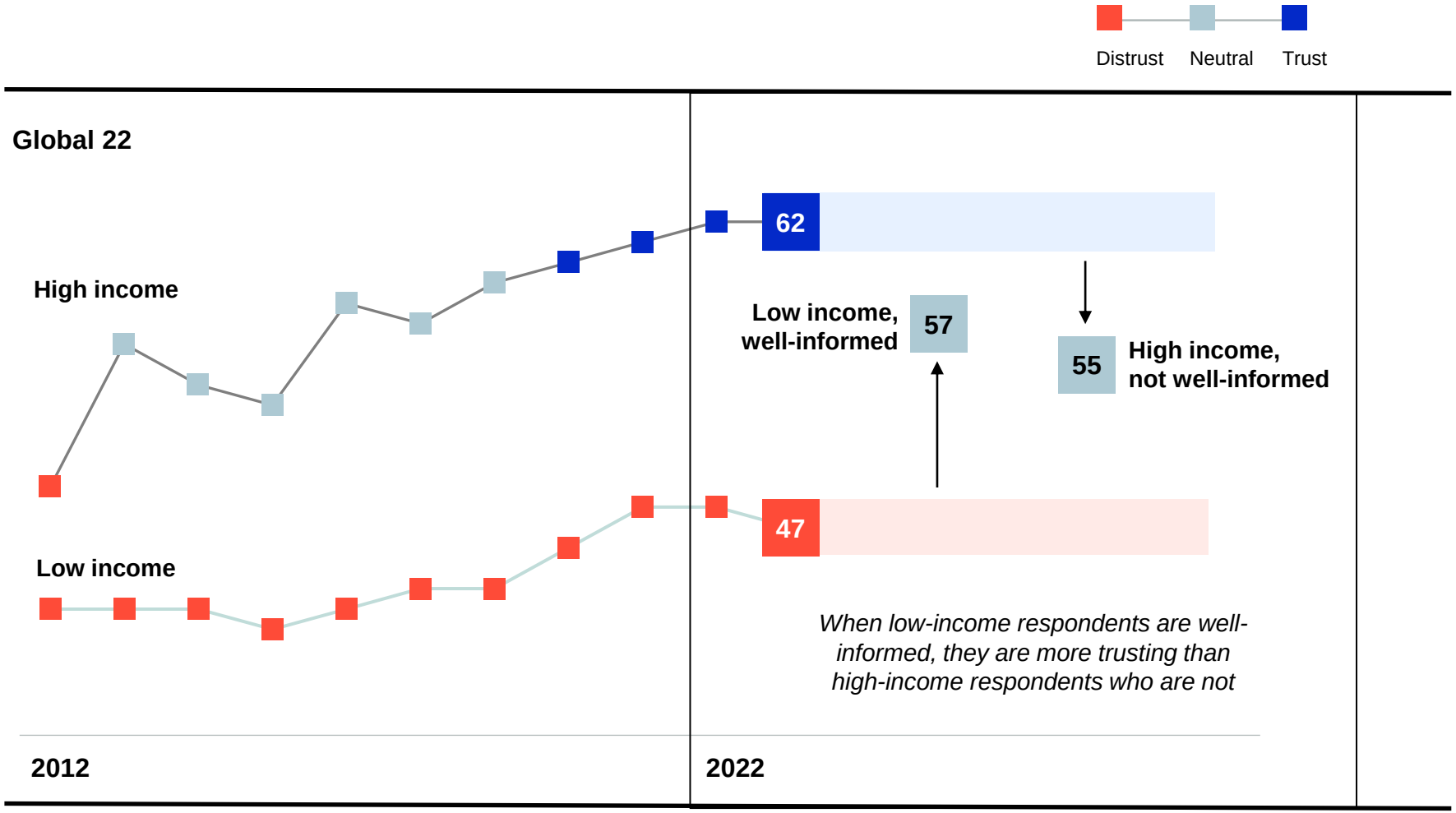
Reasons Trust in Business Has Decreased

- **55%** Fails to contribute to the greater good
- **33%** Does not have good leadership
- **32%** Lacks economic growth

Source: 2016 Edelman Trust Barometer Q328-329. For which of the following reasons, if any, has your trust in each institution listed below increased over the past year? Q330-331. For which of the following reasons, if any, has your trust in each institution listed below decreased over the past year? General Population, U.K.

GOOD INFORMATION CAN HELP CLOSE THE SOCIETAL DIVIDE

Trust Index



Well-informed

regularly do the following:

Follow news regularly

- ❑ Consult 3+ news sources daily
- ❑ Read business and/or public policy news

Seek quality information

- ❑ Consult news sources with which they disagree
- ❑ Check information against multiple sources

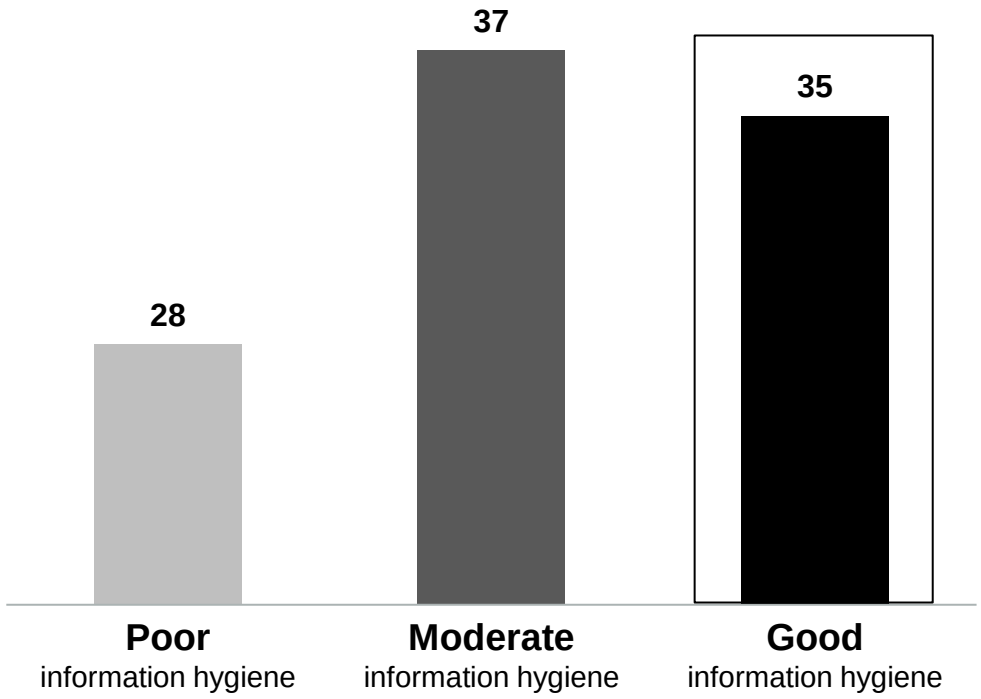
2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 22-mkt avg., by income. Media Consumption scale. General population, 22-mkt avg., by income. For full details on how the Well-Informed Scale was built, please refer to the Technical Appendix.

IN ITALY, 1 IN 3 HAVE GOOD INFORMATION HYGIENE

Information hygiene:

1. News engagement
2. Avoid information echo chambers
3. Verify information
4. Do not amplify unvetted information

Percent in each segment



67% of respondents **share or forward news items** that they find to be interesting.

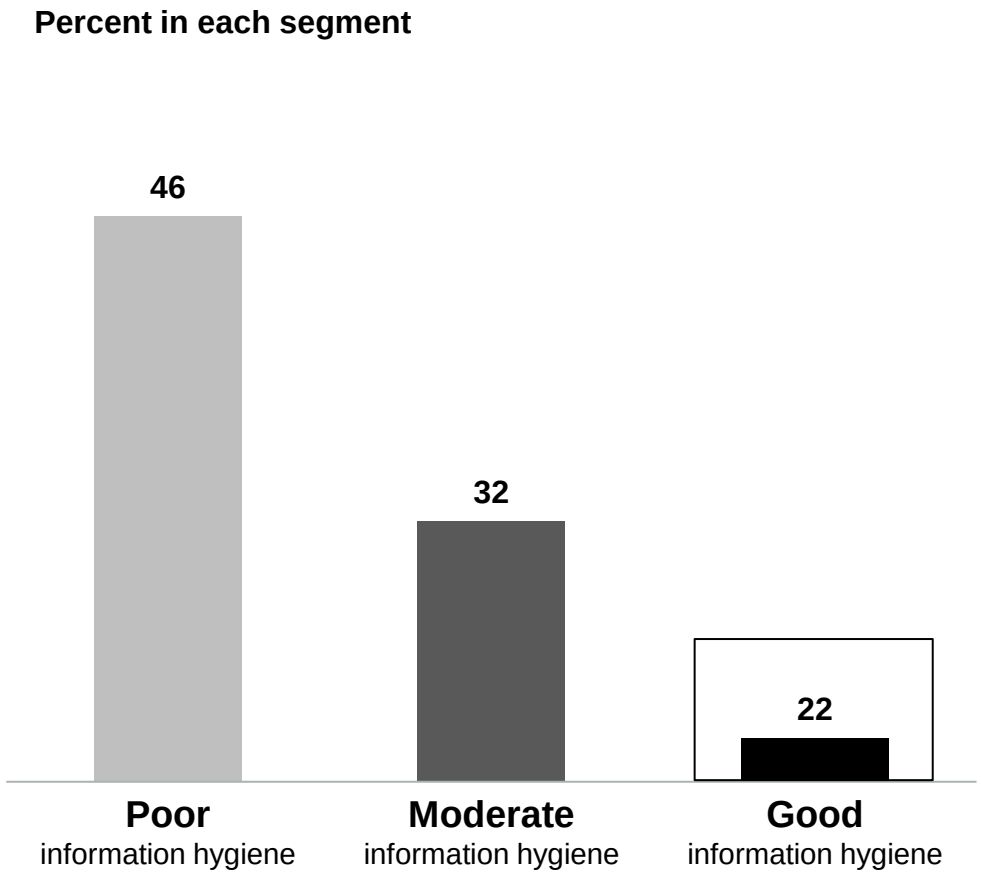
Of those, **only 38%** have good information hygiene

2021 Edelman Trust Barometer. MED_SEG_OFT. How often do you engage in the following activities related to news and information? Indicate your answer using the 7-point scale below. 7-point scale; top 5 box, several times a month or more. General population, Italy. For full details on how the Information Hygiene Scale was built, please refer to the Technical Appendix.

IN THE UK, LESS THAN 1 IN 4 HAVE GOOD INFORMATION HYGIENE

Information hygiene:

1. News engagement
2. Avoid information echo chambers
3. Verify information
4. Do not amplify unvetted information



45% of respondents **share or forward news items** that they find to be interesting.

Of those, **only 23%** have good information hygiene

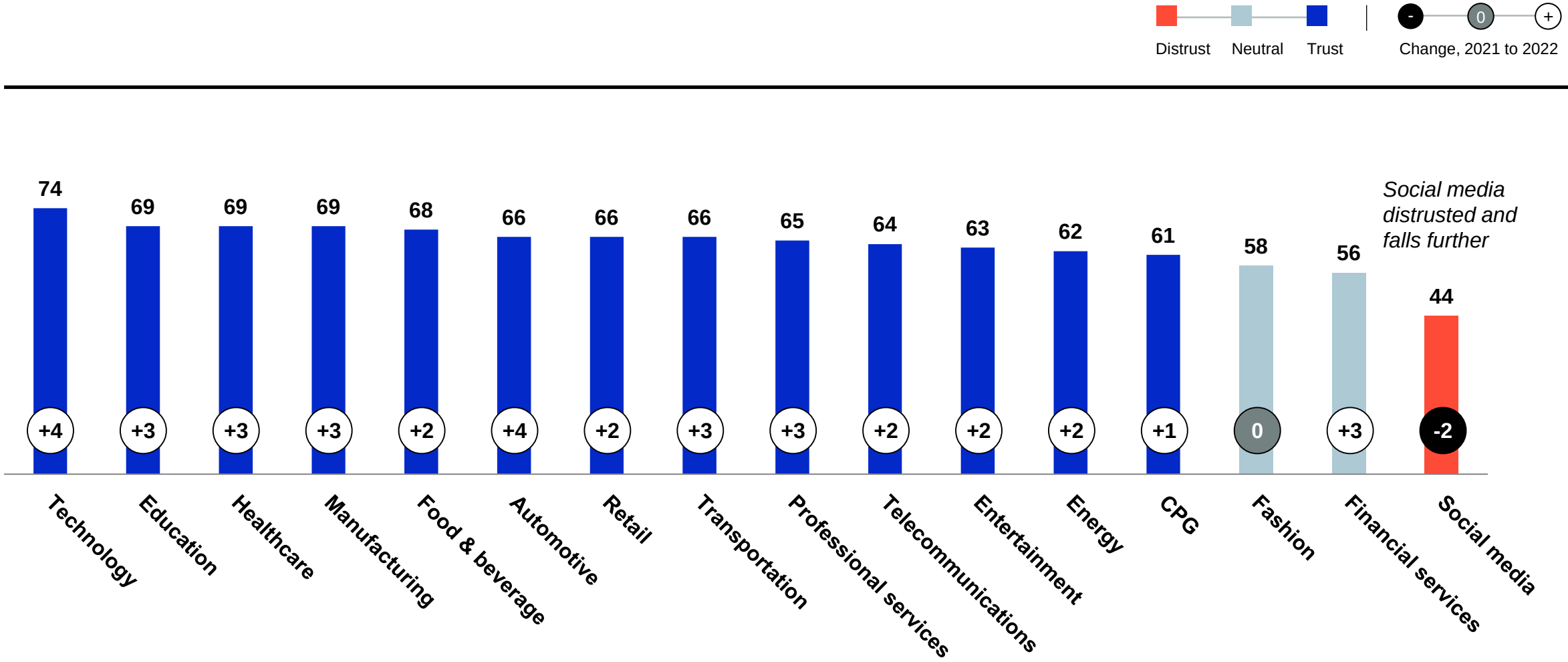
2021 Edelman Trust Barometer. MED_SEG_OFT. How often do you engage in the following activities related to news and information? Indicate your answer using the 7-point scale below. 7-point scale; top 5 box, several times a month or more. General population, UK. For full details on how the Information Hygiene Scale was built, please refer to the Technical Appendix.

TRUST IN VARIOUS TYPES OF BUSINESSES

22

TRUST IN MOST INDUSTRY SECTORS RISE

Percent trust



2022 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 27-mkt avg.

INDUSTRY SECTORS OVER TIME

Percent trust in each sector, in the UK

Industry	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	10yr. Trend
Healthcare	-	-	-	-	68	70	68	71	69	68	n/a
Food and beverage	64	68	70	68	64	68	62	68	66	59	-5
Technology	71	71	74	72	69	69	64	69	64	56	-15
Entertainment	-	64	68	69	64	63	55	67	61	54	n/a
Telecommunications	51	57	57	56	52	56	54	61	58	54	+3
Automotive	55	61	64	63	45	57	49	60	55	50	-5
Consumer packaged goods	55	61	63	63	59	60	53	57	55	50	-5
Financial services	29	35	37	36	41	45	46	51	47	47	+18
Energy	29	37	31	37	43	47	43	50	46	46	+17

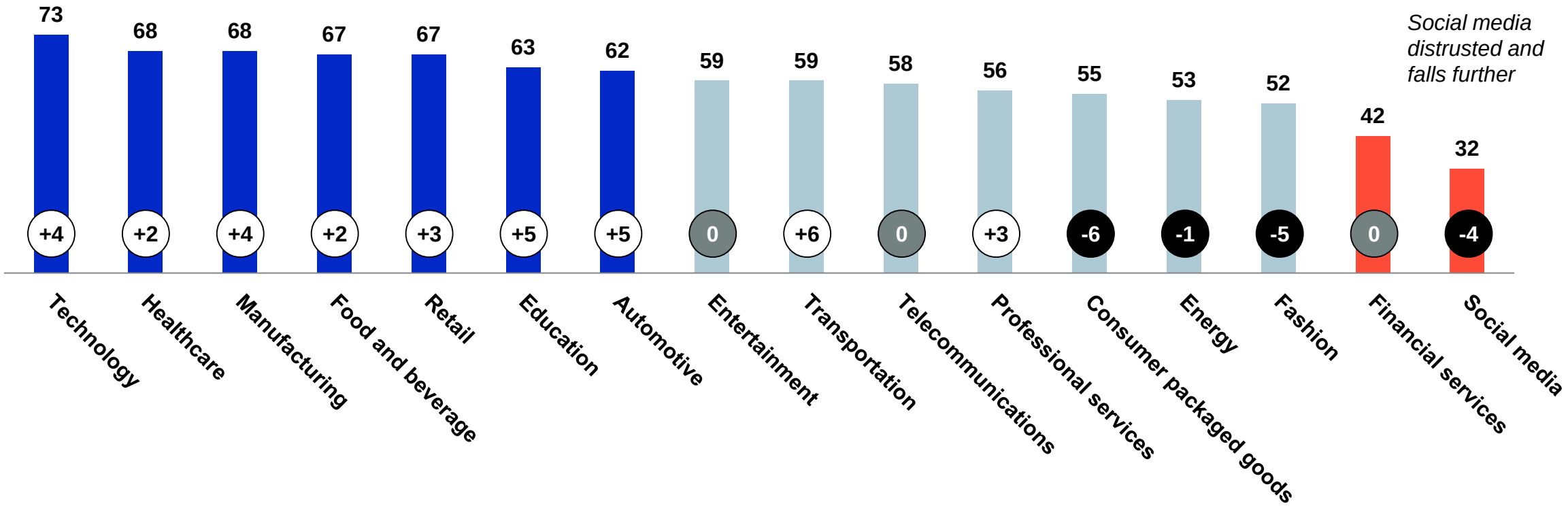
Trust in technology at an all-time low; not trusted for the first time

Trust in the financial services and energy sectors reach record highs

2021 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, UK.

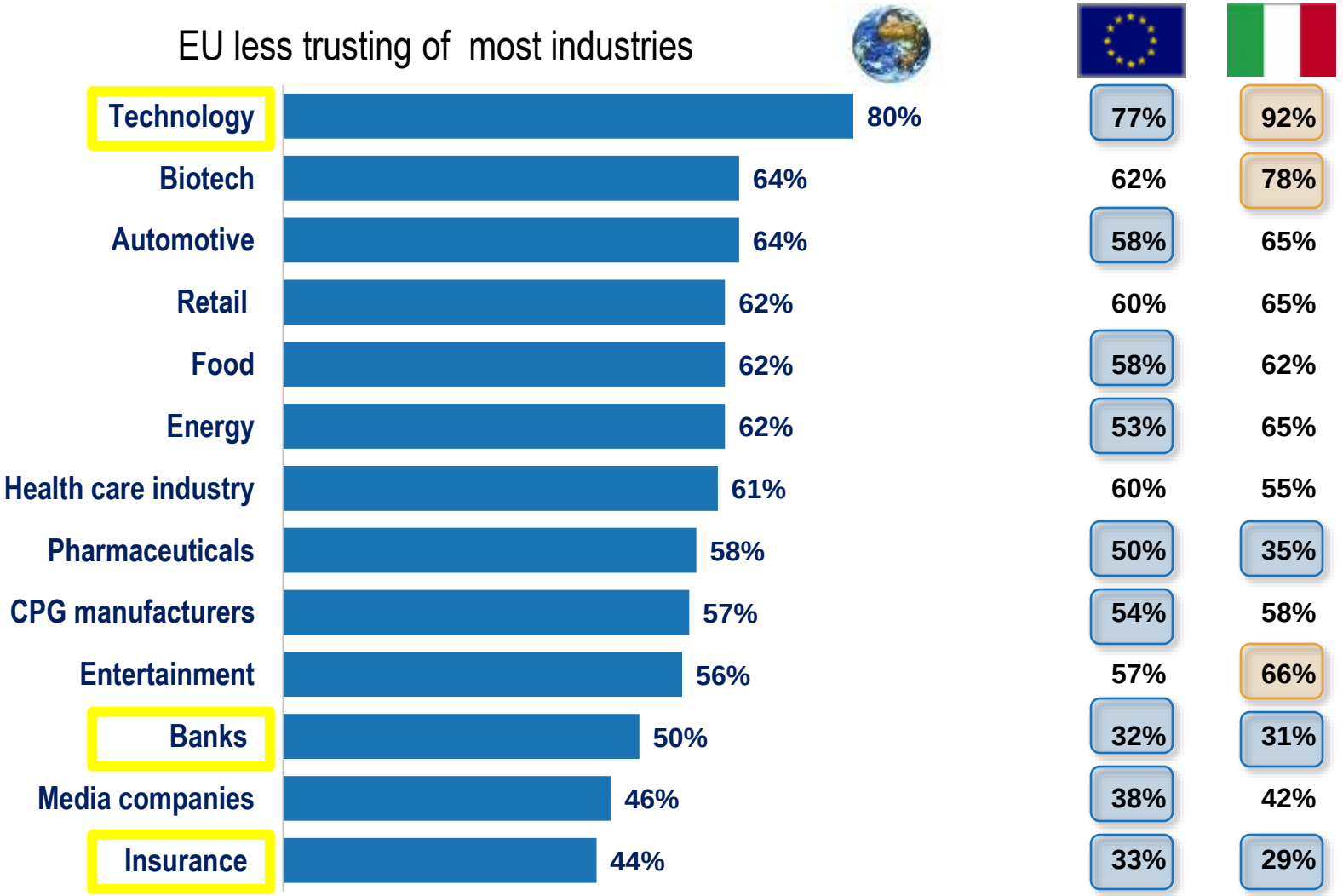
TRUST IN MOST INDUSTRY SECTORS RISE

Percent trust, in Italy



2022 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, Italy.

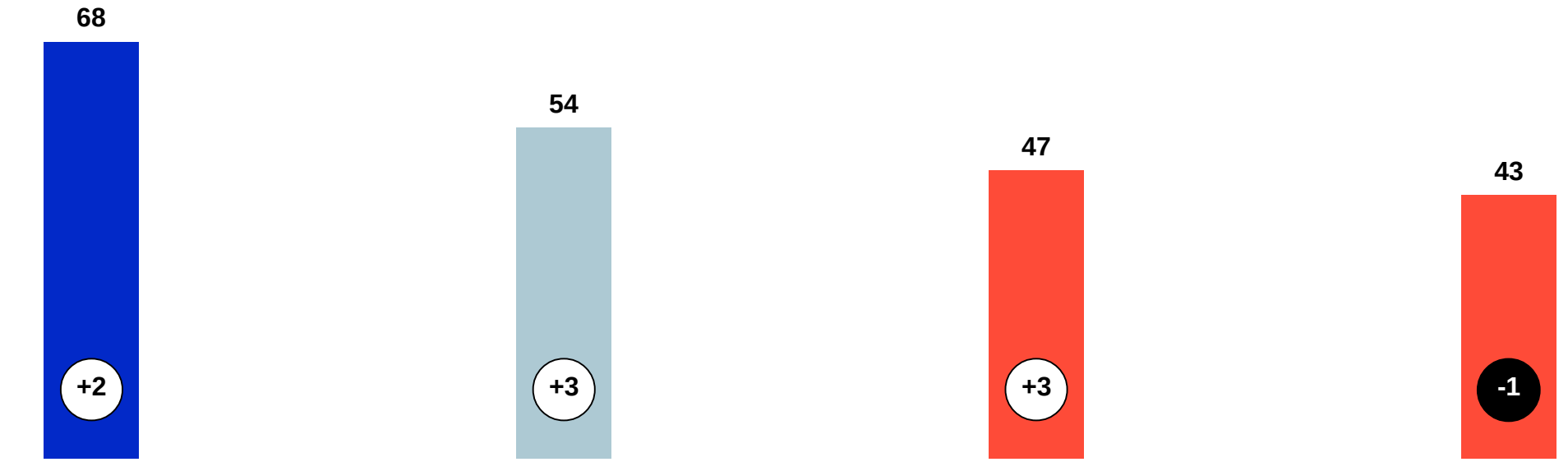
Technology remains most trusted industry sector globally (2010)



A26-38. Now I would like to focus on your trust in different industry sectors. Please tell me how much you TRUST businesses in each of the following industries to do what is right. Again, please use a nine-point scale where one means that you "DO NOT TRUST THEM AT ALL" and nine means that you "TRUST THEM A GREAT DEAL." (Top 4 Box) Informed publics ages 25-64 in 22 countries, the EU, and Italy

FAMILY-OWNED BUSINESSES MOST TRUSTED

Percent trust in each type of business, in Italy



2022 Edelman Trust Barometer. TRU_ORG. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Italy.

TRUST IN TYPES OF BUSINESSES – 8 YEAR TRENDS

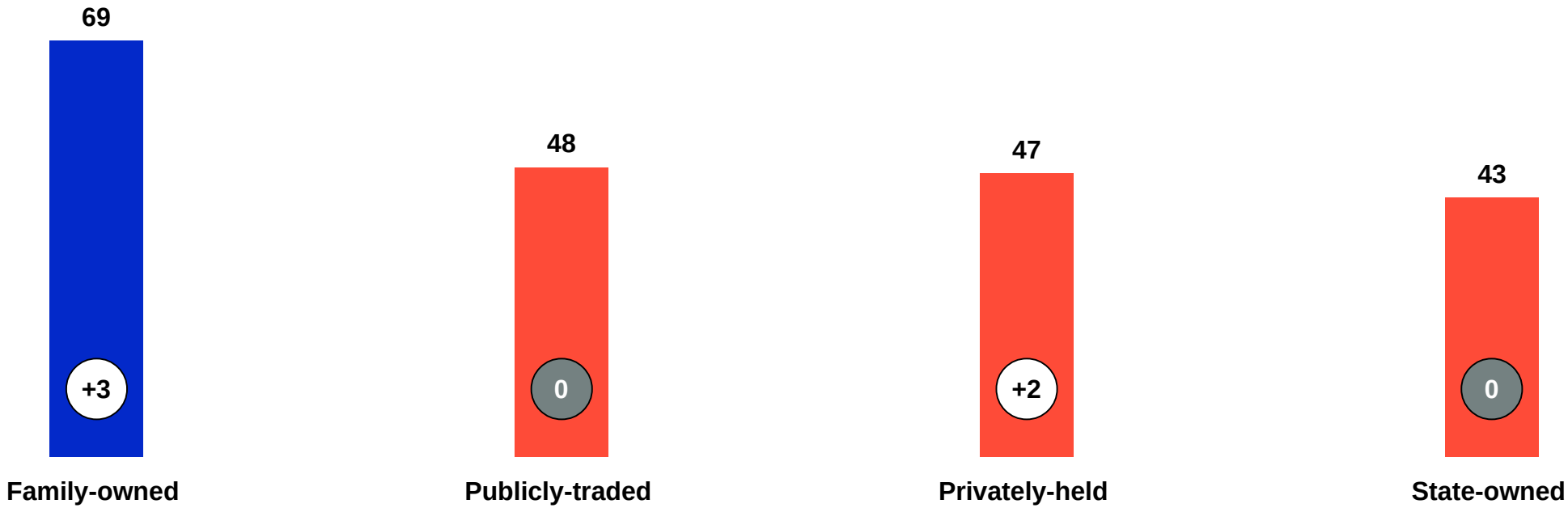
Percent trust, in Italy

	2014	2015	2016	2017	2018	2019	2020	2021	2022	*Change, 2014 - 2022*
Family-owned	80	74	76	79	-	77	75	66	68	***-10***
Privately-held	59	58	58	61	-	60	56	51	54	***-5***
State-owned	37	31	39	47	-	51	42	44	47	***+10***
Publicly-traded	44	41	47	52	-	49	50	44	43	***-1***

2022 Edelman Trust Barometer. TRU_ORG. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Italy.

FAMILY-OWNED BUSINESSES MOST TRUSTED

Percent trust in each type of business, in the UK



2022 Edelman Trust Barometer. TRU_ORG. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, UK.

TRUST IN TYPES OF BUSINESSES – 9 YEAR TRENDS

Percent trust, in the UK

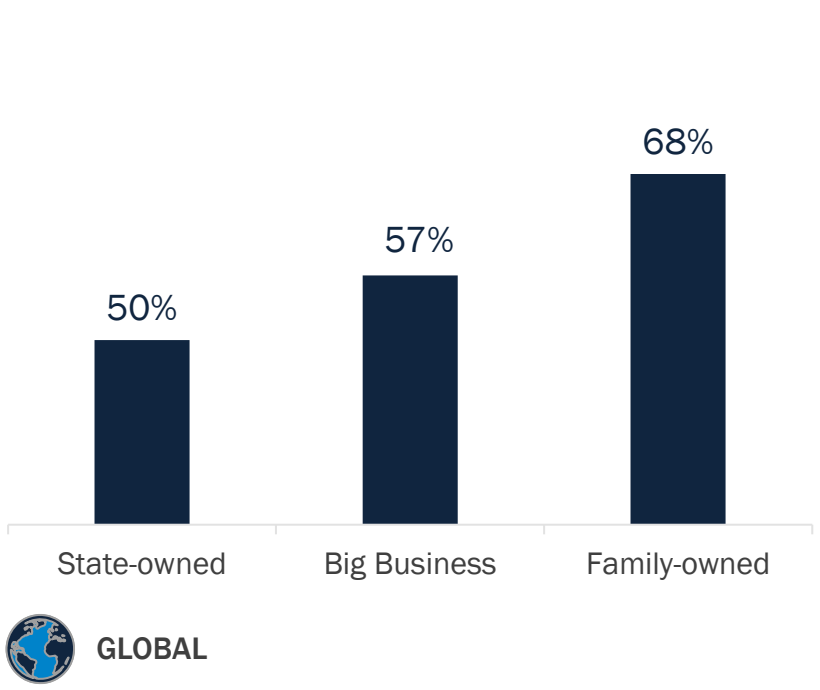
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	*Change, 2013 - 2022*
Family-owned	81	78	79	76	72	-	72	74	66	69	*-12*
Publicly-traded	-	50	45	45	45	-	52	49	48	48	*n/a*
Privately-held	-	53	51	49	49	-	52	51	45	47	*n/a*
State-owned	-	47	39	43	45	-	49	46	43	43	*n/a*

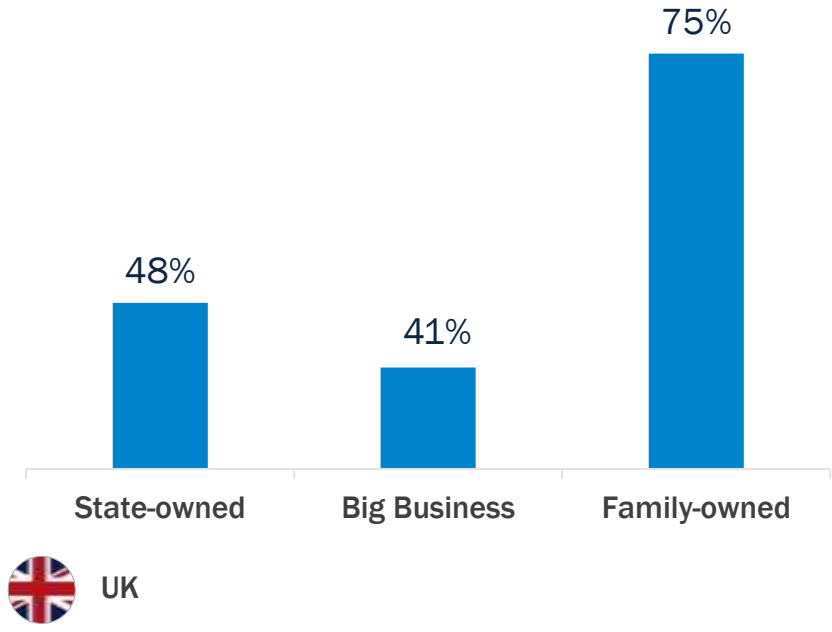
2022 Edelman Trust Barometer. TRU_ORG. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, UK.

ENTERPRISE TYPE

TRUST IN DIFFERENT TYPES OF BUSINESS, GLOBAL VS. U.K.

Informed Public





Q15-17C. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) Informed Publics, in U.K. and 27-country global total.

Edelman trustbarometer 2015 ANNUAL GLOBAL STUDY

22

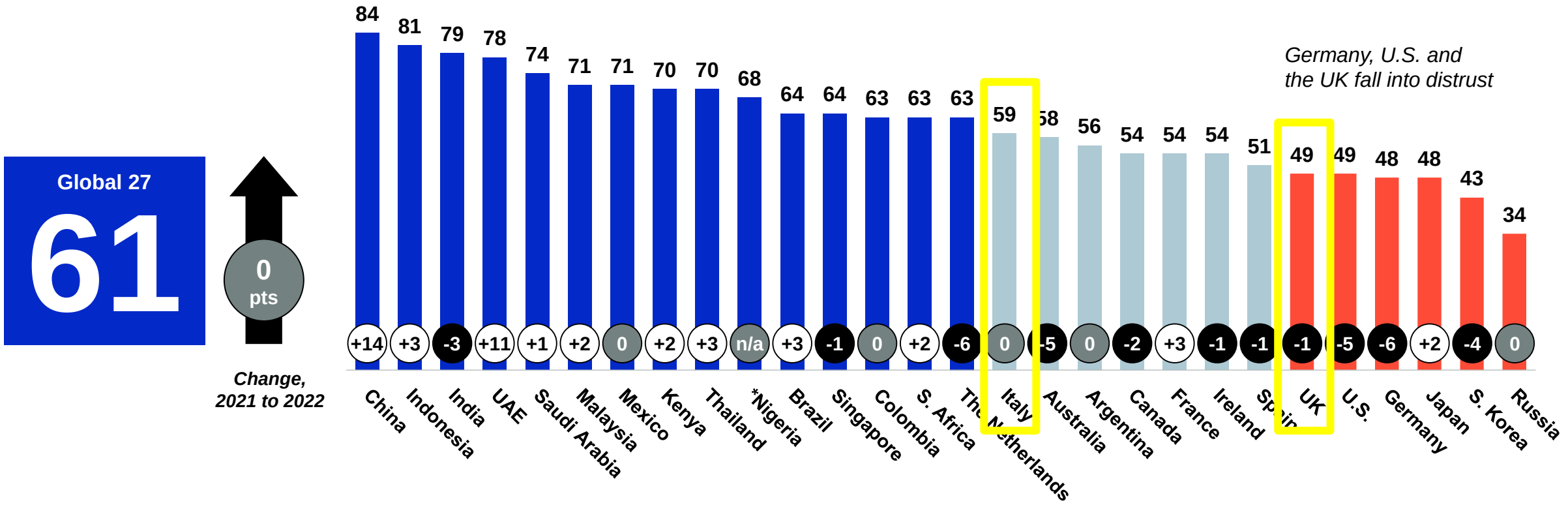
SUPPLEMENTARY DATA

TRUST IN BUSINESS DECLINES IN 11, GAINS IN 11 OF 27 COUNTRIES

Percent trust

Trusted in 15 countries; double-digit gains in China and UAE

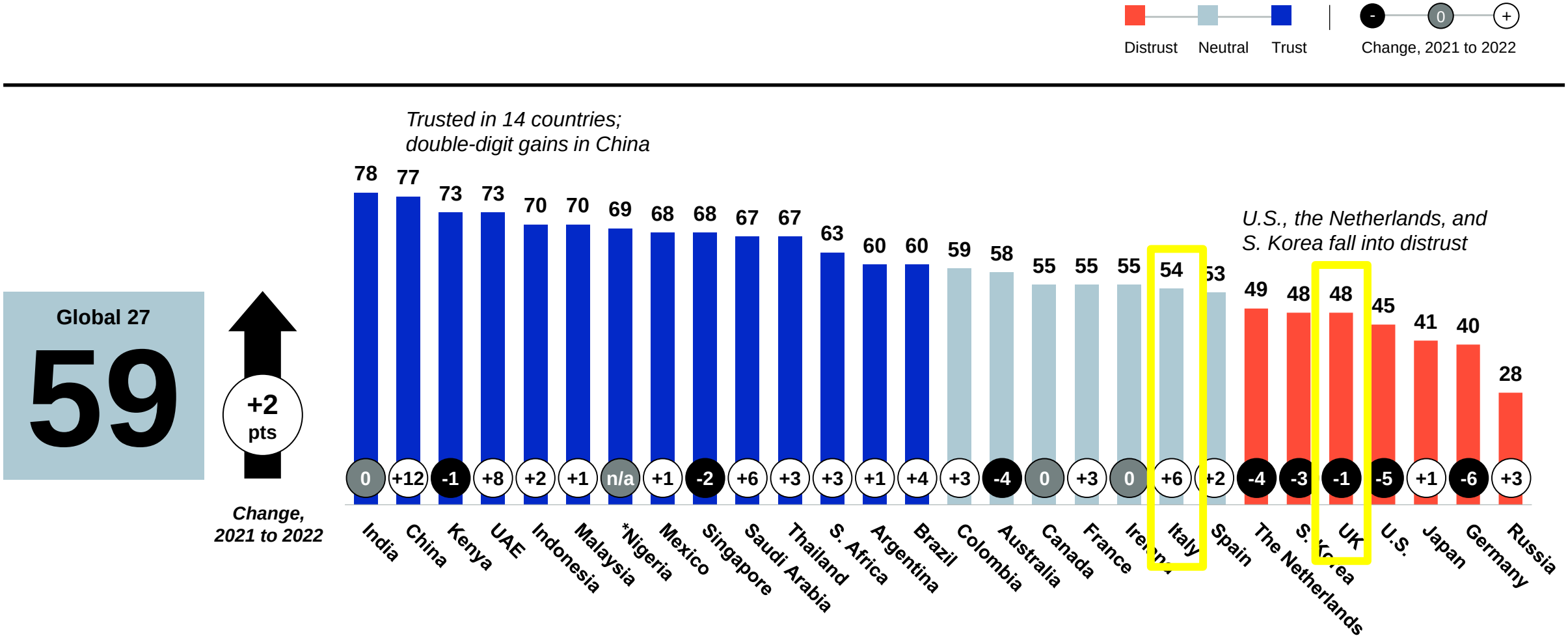
Germany, U.S. and the UK fall into distrust



2022 Edelman Trust Barometer. TRU_INS. [Business in general] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. *Nigeria is not included in the global average

TRUST IN NGOS RISES IN 16 OF 27 COUNTRIES

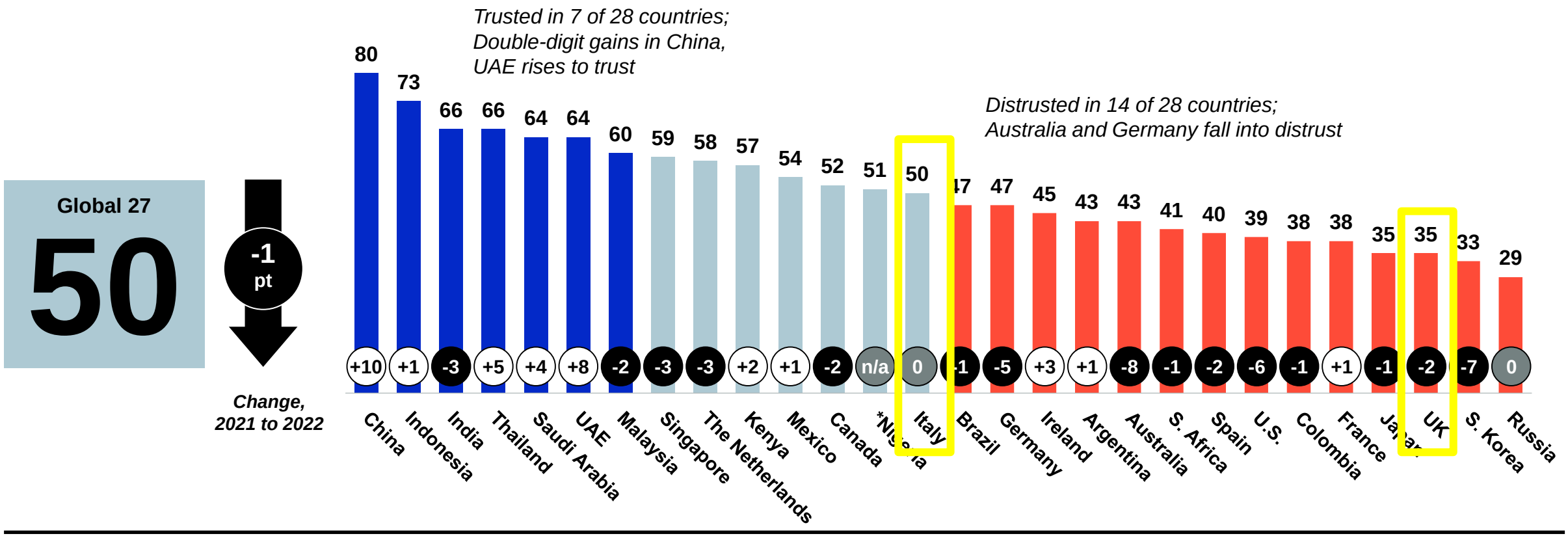
Percent trust



2022 Edelman Trust Barometer. TRU_INS. [NGOs in general] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. *Nigeria is not included in the global average

TRUST IN MEDIA DECLINES IN 15 OF 27 COUNTRIES

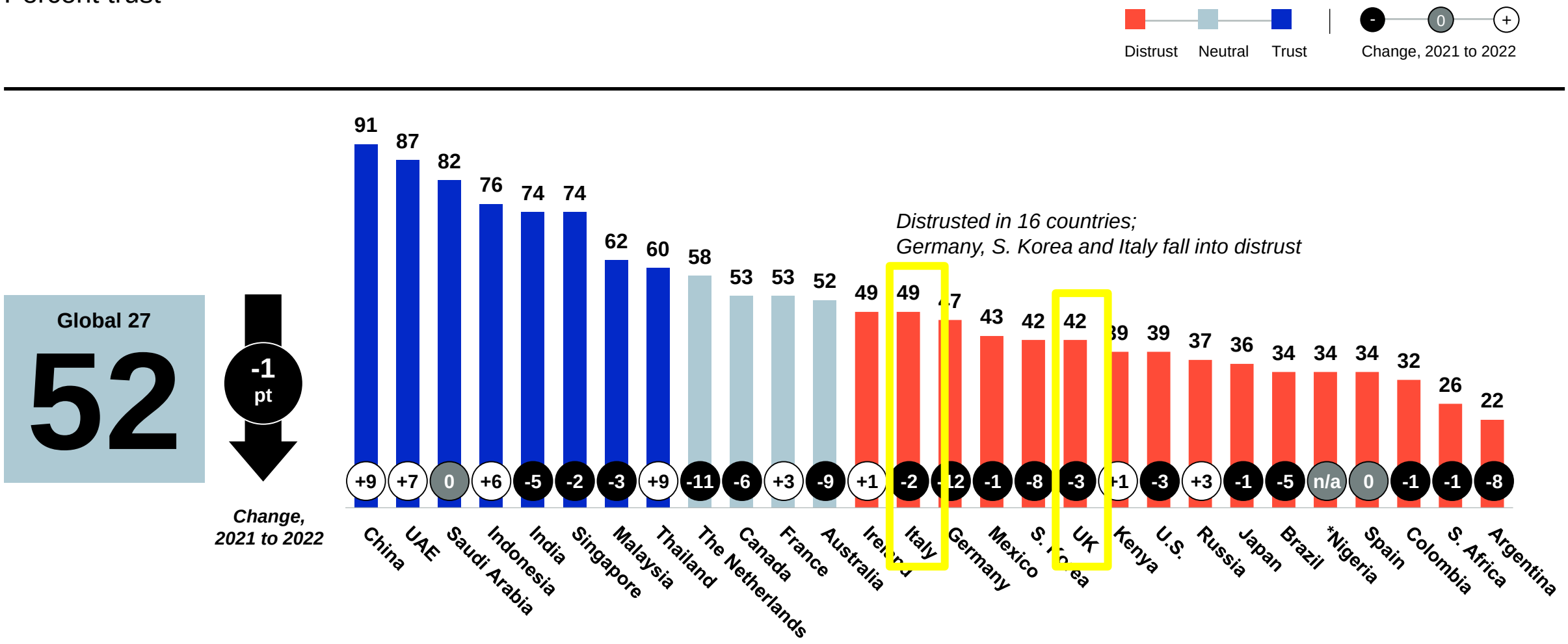
Percent trust



2022 Edelman Trust Barometer. TRU_INS. [Media in general] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. *Nigeria is not included in the global average

TRUST IN GOVERNMENT FALLS IN 17 OF 27 COUNTRIES

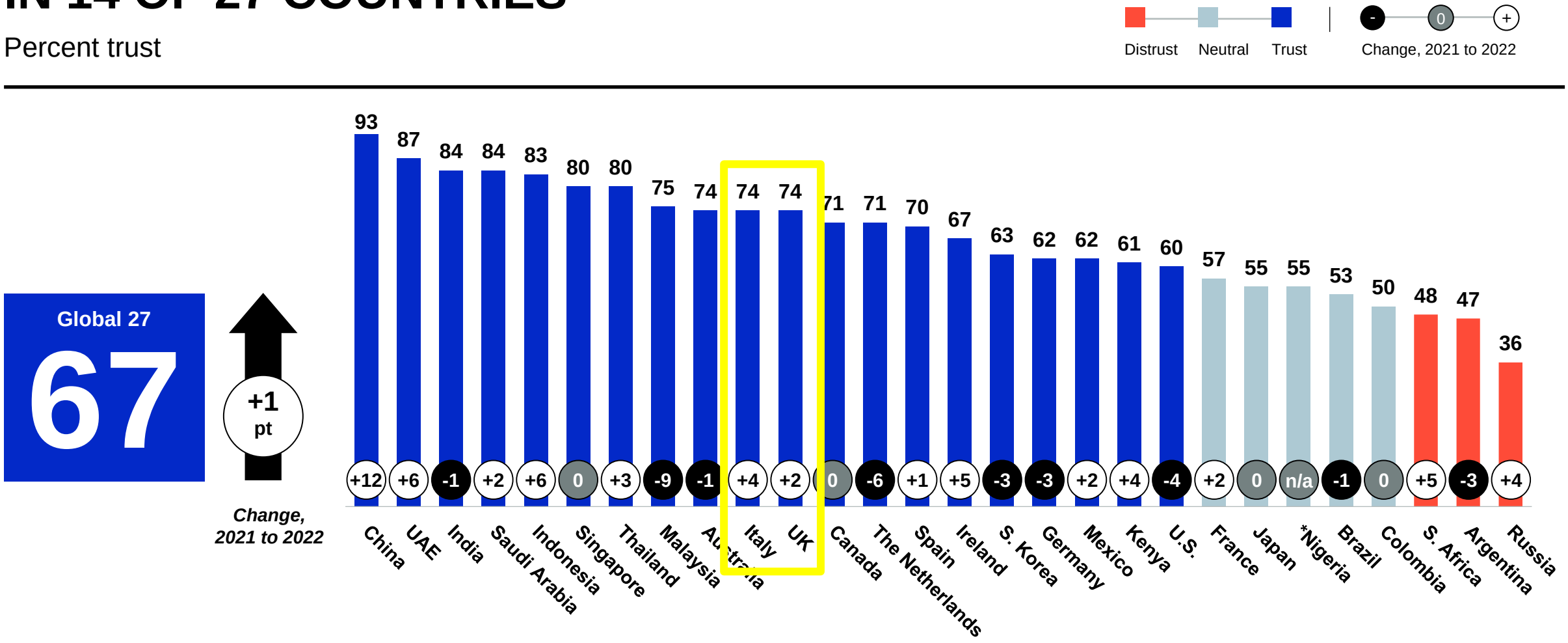
Percent trust



2022 Edelman Trust Barometer. TRU_INS. [Government in general] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. *Nigeria is not included in the global average

TRUST IN NATIONAL HEALTH AUTHORITIES INCREASES IN 14 OF 27 COUNTRIES

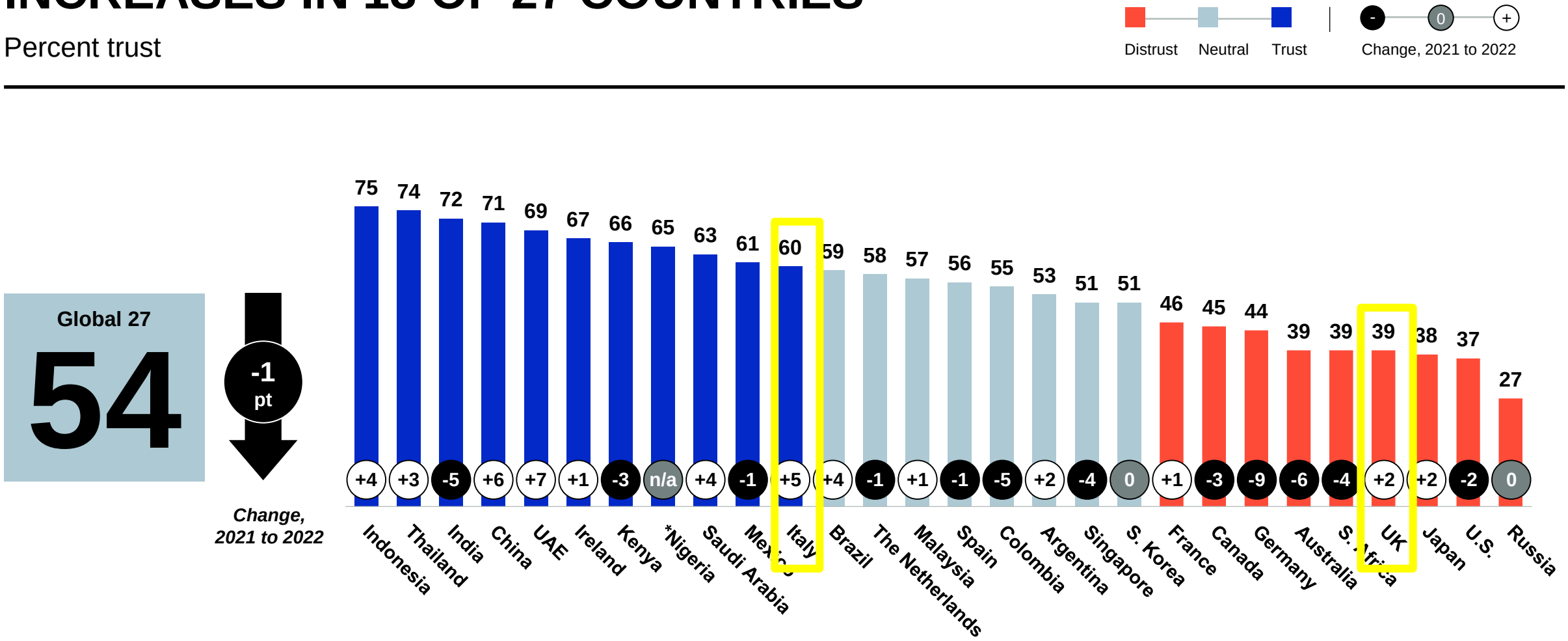
Percent trust



2022 Edelman Trust Barometer. TRU_INS. [National health authorities] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half of the sample. General population, 27-mkt avg. *Nigeria is not included in the global average

TRUST IN THE EUROPEAN UNION INCREASES IN 13 OF 27 COUNTRIES

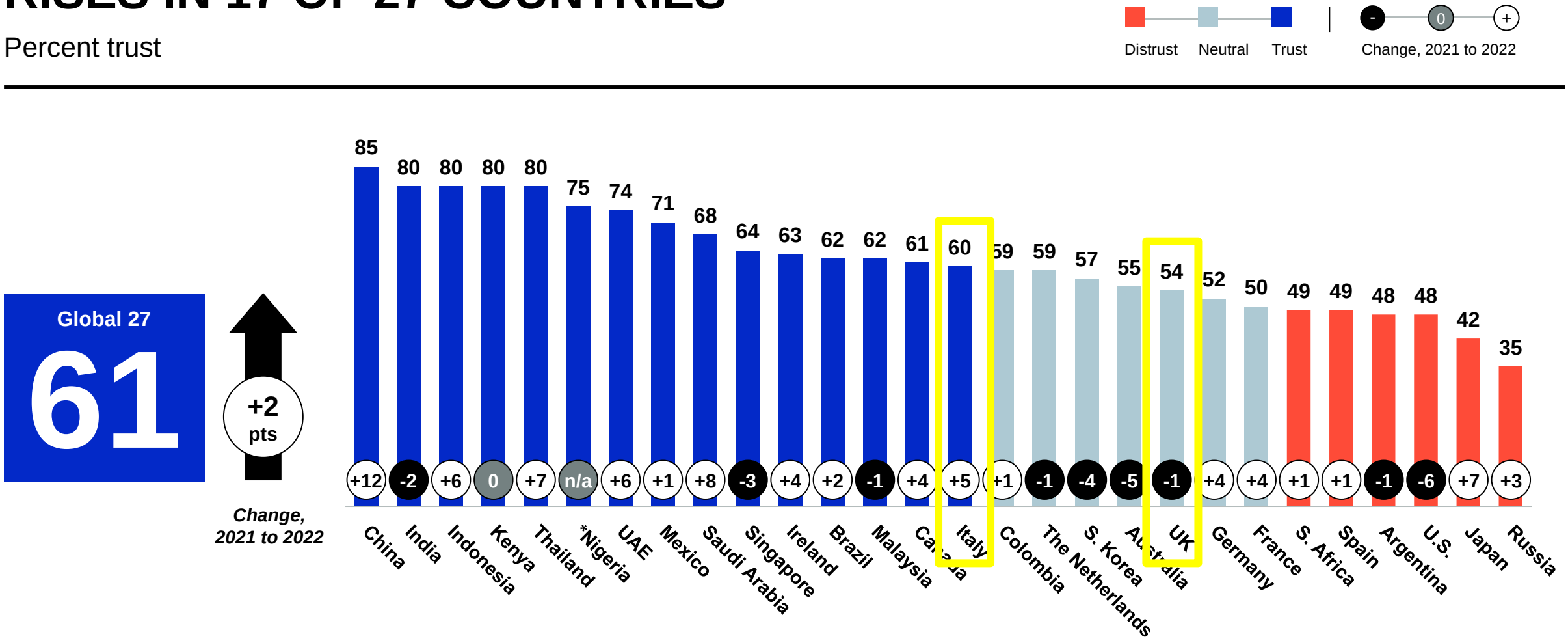
Percent trust



2022 Edelman Trust Barometer. TRU_INS. [The European Union] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half of the sample. General population, 27-mkt avg. *Nigeria is not included in the global average

TRUST IN THE UNITED NATIONS RISES IN 17 OF 27 COUNTRIES

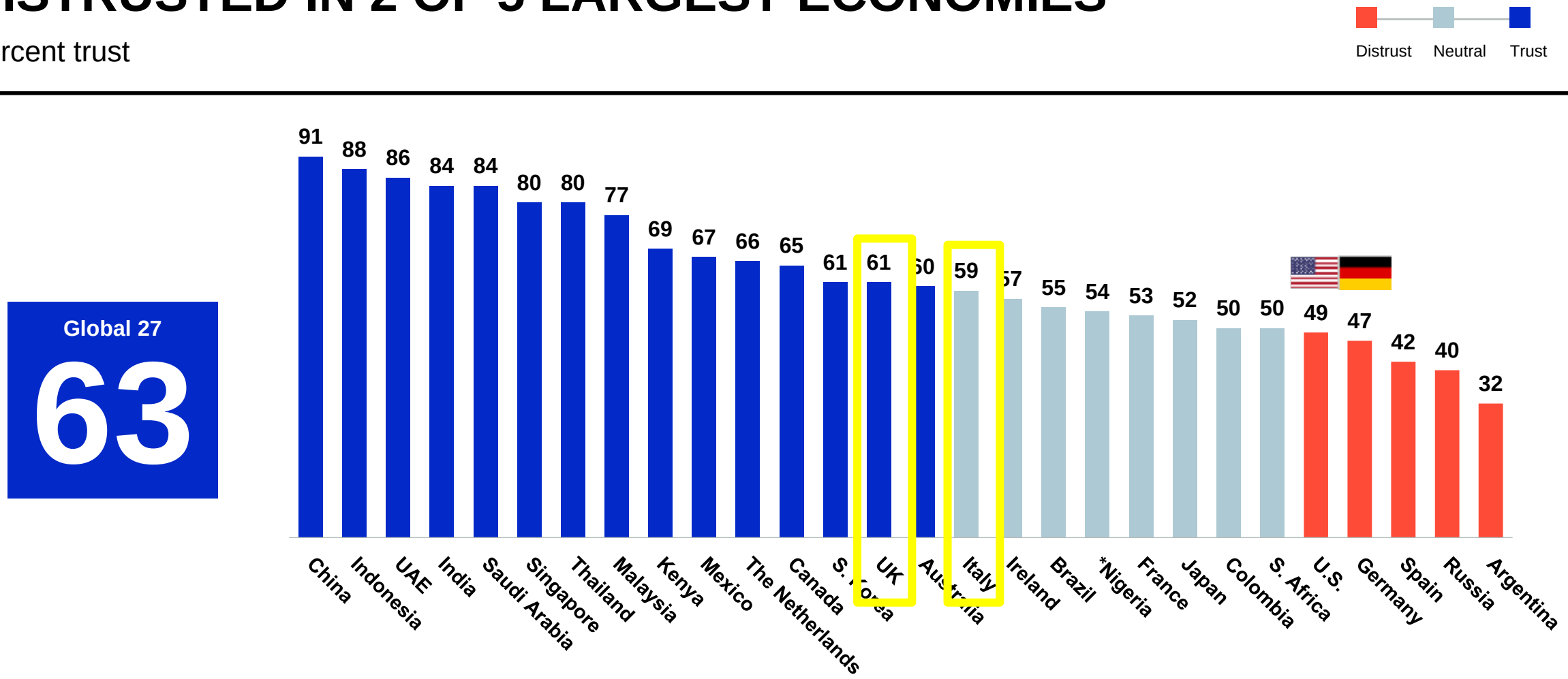
Percent trust



2022 Edelman Trust Barometer. TRU_INS. [The United Nations] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half of the sample. General population, 27-mkt avg. *Nigeria is not included in the global average

CENTRAL BANK DISTRUSTED IN 2 OF 5 LARGEST ECONOMIES

Percent trust



2022 Edelman Trust Barometer. TRU_INS. [Central bank] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half of the sample. General population, 27-mkt avg. *Nigeria is not included in the global average

Special Report:
The Belief-Driven Employee

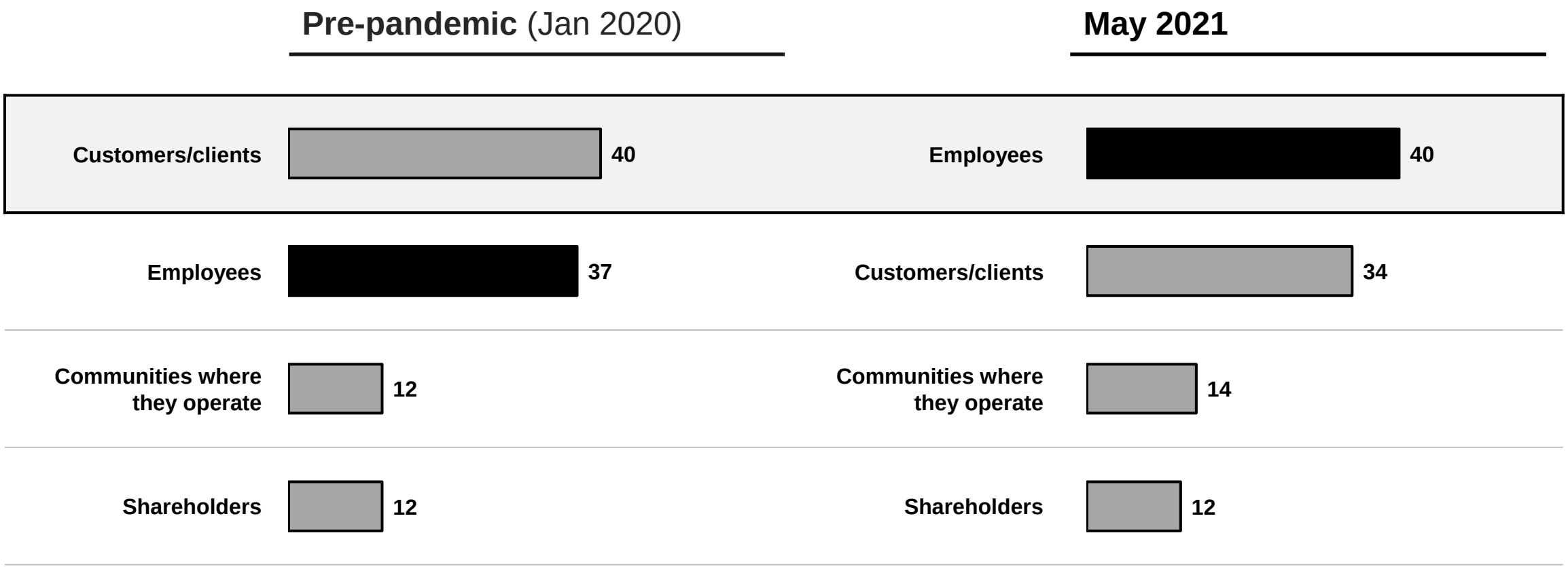
Edelman

EMPLOYEES NOW POWERED BY BELIEFS

21

EMPLOYEES NOW MOST IMPORTANT STAKEHOLDER

Percent who ranked each group as most important to a company achieving long-term success



2021 Edelman Trust Barometer Spring Update: A World in Trauma. PPL_RNK. Please rank the following four groups of people in terms of their importance to a company achieving long-term success. Give the most important group a rank of 1 and the least important a rank of 4. Question asked of half of the sample. General population, 14-mkt avg.

JOB SEEKERS ARE RAISING THE BAR

Average percent who say each is a strong expectation or a deal breaker when considering a job

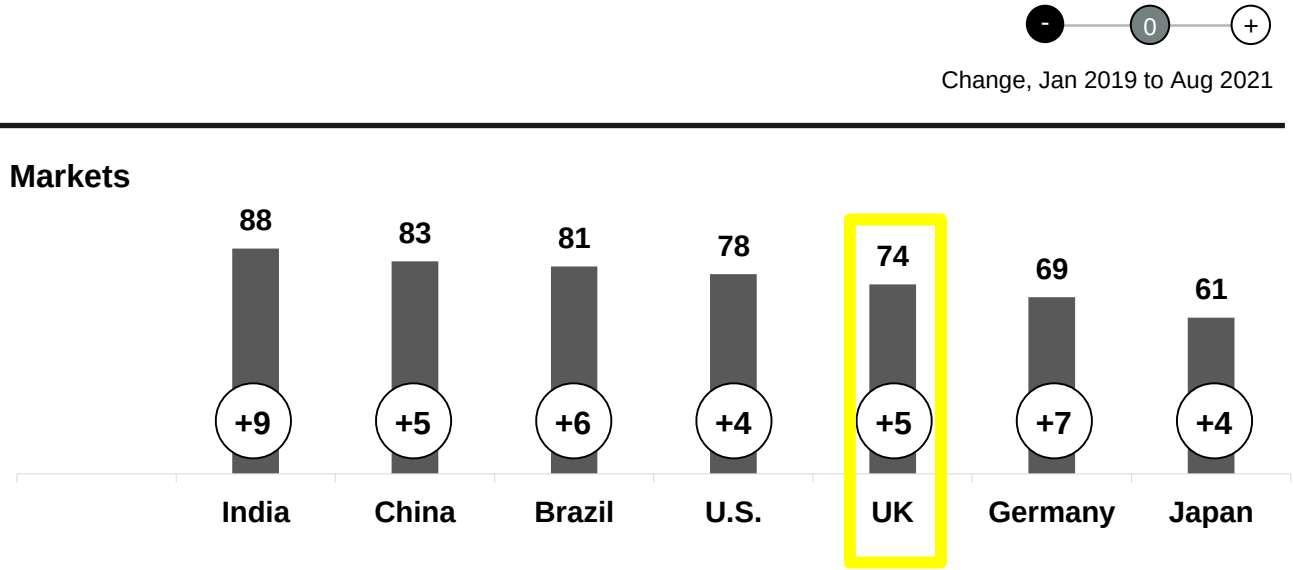
I have **higher expectations for a prospective employer** than I did three years ago

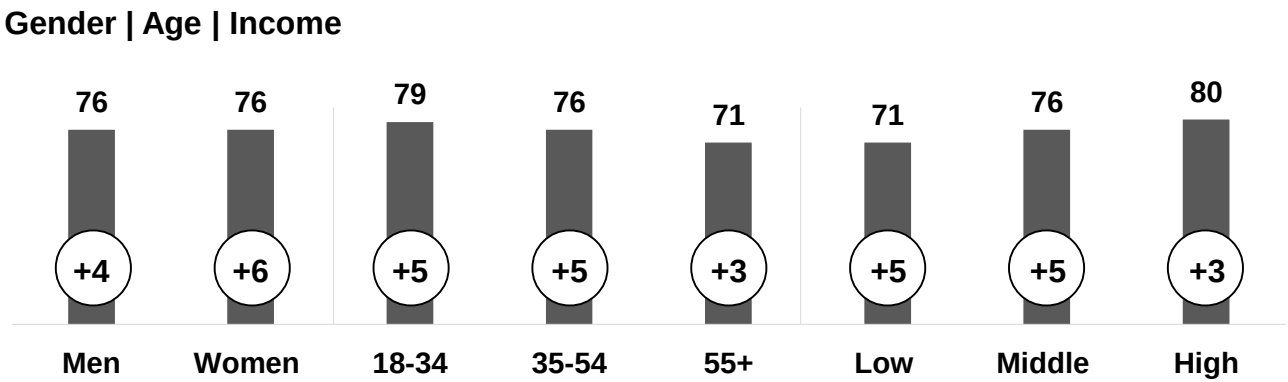
Average, global 7

76%

+5 pts

Change, Jan 2019 to Aug 2021





2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. EMP_IMP. When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there? Please indicate your answer to each item using the scale below. 3-point scale; top 2 box, important. 7-mkt avg., and by demographics. Data is an average across all 17 attributes. All data is filtered to be among employees who work for an organization or corporation (Q43/1).

1 IN 5 QUITTING THEIR JOBS

Percent who say they have left their job in the last six months, or plan to do so in the next six months

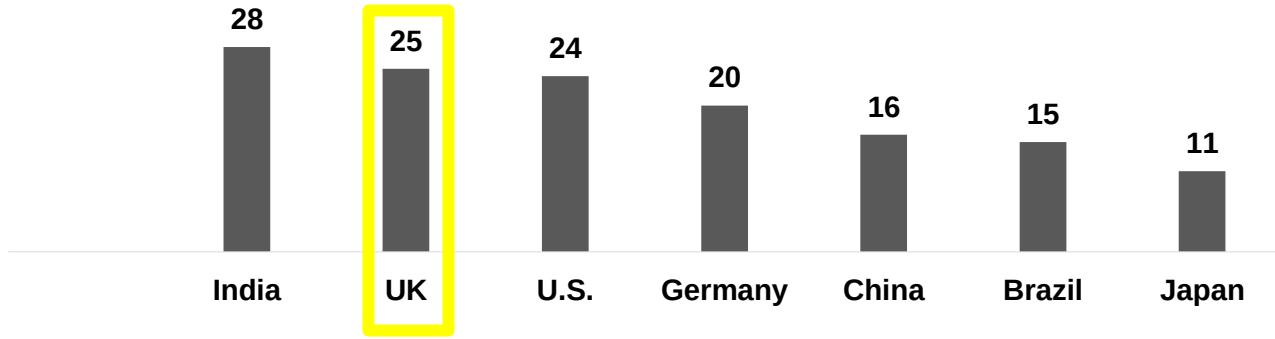
I plan to or have done one of these within the last or next six months

*Quit my current job and **look for or start a new one***

*Quit my current job to **start my own business***

***Retire** and stop working*

Markets

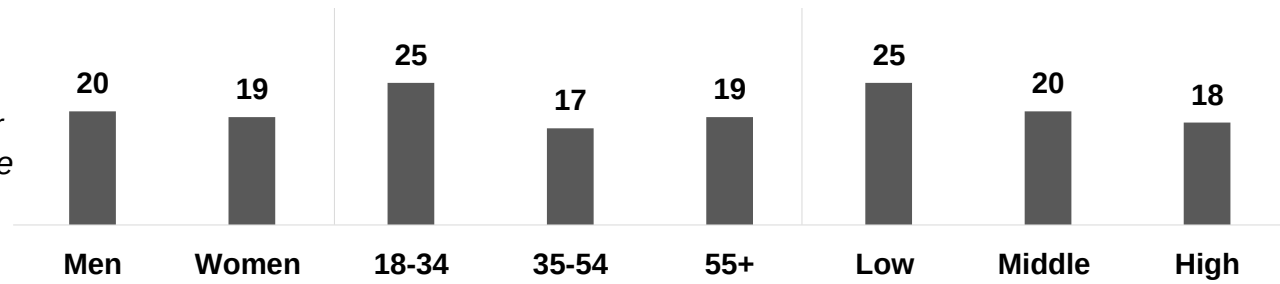


Global 7

20% **(net)**

Highest turnover for younger, low income

Gender | Age | Income



2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. JOB_ATT. Which of the following best describes your job situation? 7-mkt avg., and by demographics. All data is filtered to be among employees who work for an organization or corporation (Q43/1). "I plan to or have done one of these within the last or next six months" is a net of attributes 2, 3, 4, and 6.

BURNOUT NOW A BOTTOM-LINE ISSUE

Percent who say

During the pandemic, **I have increased my value to my employer** by taking on more work and responsibility

62%

My employer is not doing well on **taking the issue of employee burnout seriously** and actively taking steps to prevent it

43%

Among those who feel that their employer isn't addressing burnout, ***25%*** *have quit, or will quit their job in the next six months*

2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. EMP_ENG. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. Question asked of those who are an employee (Q43/1). PER_EMP. How well do you believe your employer is currently doing each of the following? Please indicate your answer using the 5-point scale below. 5-point scale; bottom 3 box, not doing well. Question asked of those who are an employee (Q43/1). 7-mkt avg. JOB_ATT. Which of the following best describes your job situation? Net of attributes 2, 3, 4, and 6. 7-mkt avg, among those who said their employer is not doing well at taking burnout seriously (PER_EMP bottom 3 box). All data is filtered to be among employees who work for an organization or corporation (Q43/1).

BELIEF-DRIVEN EMPLOYEES MORE LIKELY TO ENGAGE IN ACTIVISM

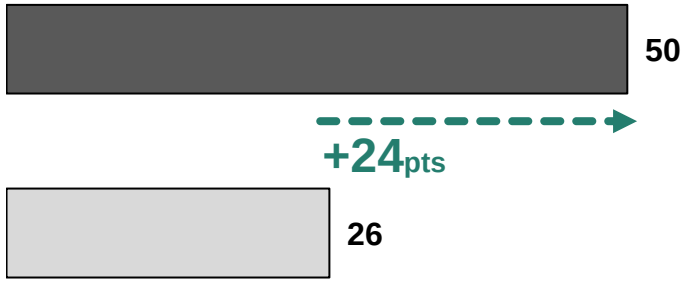
To produce change in their organization, percent who will …

Work within the system

Petition senior management to make changes
Suggest changes to direct manager or HR
Send internal comms to senior management

Take it public

Whistleblowing
Go on strike or work slow-down
Leak internal documents or emails
Social media campaign
Protest outside our offices or factories



Belief-driven employees: *choose, leave, avoid or consider employers based on their values and beliefs*

	Belief-driven
	Non belief-driven

Belief-driven employees are 18pts more likely to engage in workplace activism:

Belief-driven	**83%**
Non belief-driven	**65%**

2021 Edelman Trust Barometer Special Report: The Belief-Driven Employee. POW_HOW. What would you personally be willing to do in order to produce or motivate what you consider to be urgently necessary changes within the organization you work for? Pick all that apply. Question asked of those who are an employee (Q43/1). 7-mkt avg., by belief-driven employee segments. "Will take some action" is a net of attributes 1-10; "Work within the system" is a net of attributes 1-3; "Take it public" is a net of attributes 4, 5, 7, 8, 9. All data is filtered to be among employees who work for an organization or corporation (Q43/1). See Technical Appendix for a full explanation of how belief-driven employees were measured.

GRAZIE

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