

Special Report

Trust and  
Climate Change



# Edelman Trust Barometer 2022



# TRUST AND CLIMATE CHANGE

Methodology

## Online survey

Fieldwork conducted: Sept 16 – Oct 3, 2022

14

markets

14,000

respondents

1,000

respondents/market\*

Data collected is representative across ages, gender and regions within each market.

For full details, please refer to the Technical Appendix

\*Total sample for Saudi Arabia (n=942), UAE (n=977), S. Korea (n=996), and France (n=998)

**Margin of error**

+/- 0.8 pts for global 14 (n=13,957)

+/- 3.1 to 3.2 pts per market (n=942 to 1,000)

- Brazil
- Canada
- China
- France
- Germany
- India
- Japan
- Mexico
- Saudi Arabia
- S. Africa
- S. Korea
- UAE
- UK
- U.S.

# 2022 KEY FINDINGS: SOCIETAL BARRIERS TO CLIMATE ACTION

<i>Needs:</i>	<i>Barriers:</i>
<b>Global Cooperation</b>	We don't trust other countries to do their part
<b>Leadership</b>	We don't trust our leaders to do what is right
<b>Information</b>	We can't find information we can trust and understand
<b>Individual Action</b>	We don't want to sacrifice our comfort or convenience
<b>Cultural Change</b>	We worry a more sustainable lifestyle would be joyless



**CLIMATE FEARS WORSEN**

# CLIMATE CHANGE WORRIES REMAIN HIGH ACROSS MARKETS AND DEMOGRAPHICS

Percent who worry

**I worry about climate change** leading to drought, rising sea levels, and other natural disasters

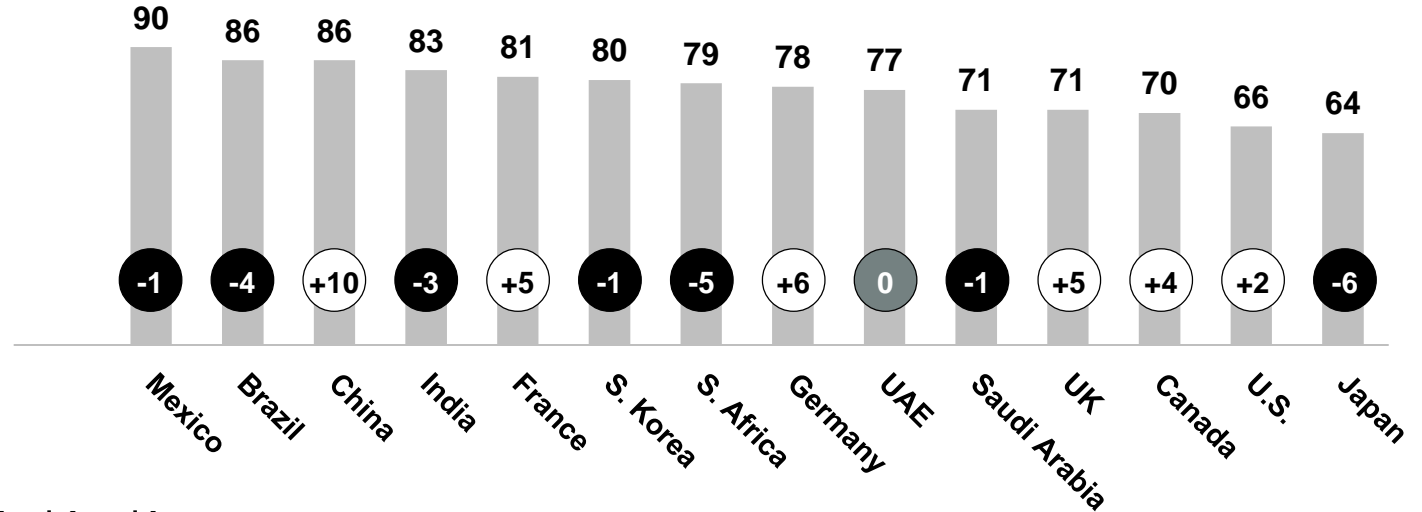
Global 14

**77%** 

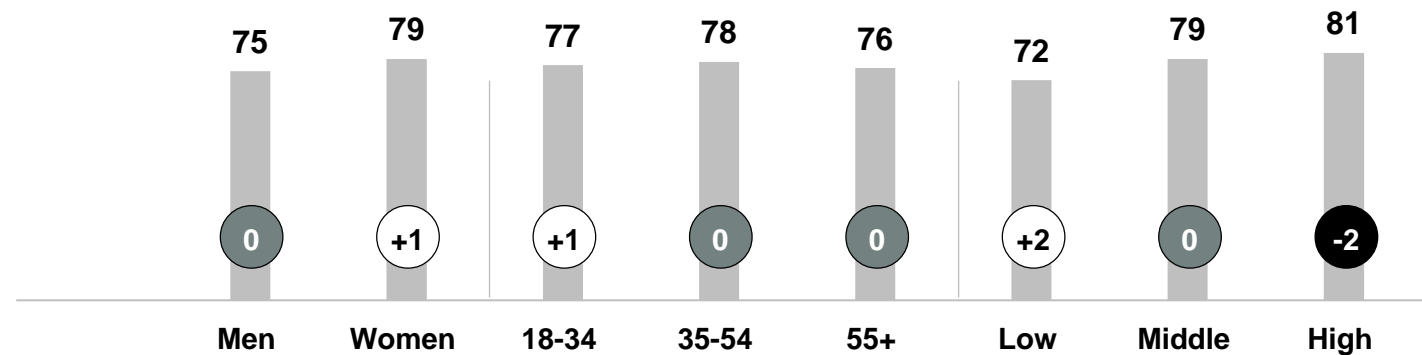


Change, Oct 2021 to Oct 2022

Markets



Gender | Age | Income

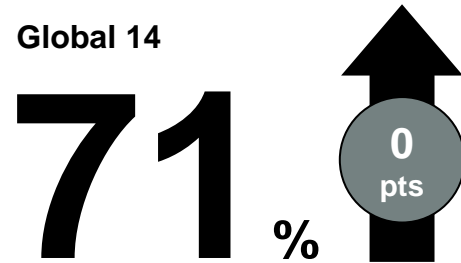


# 7 IN 10 SAY WE MUST MOVE FASTER IN ADDRESSING CLIMATE CHANGE



Change, Oct 2021 to Oct 2022

Global 14

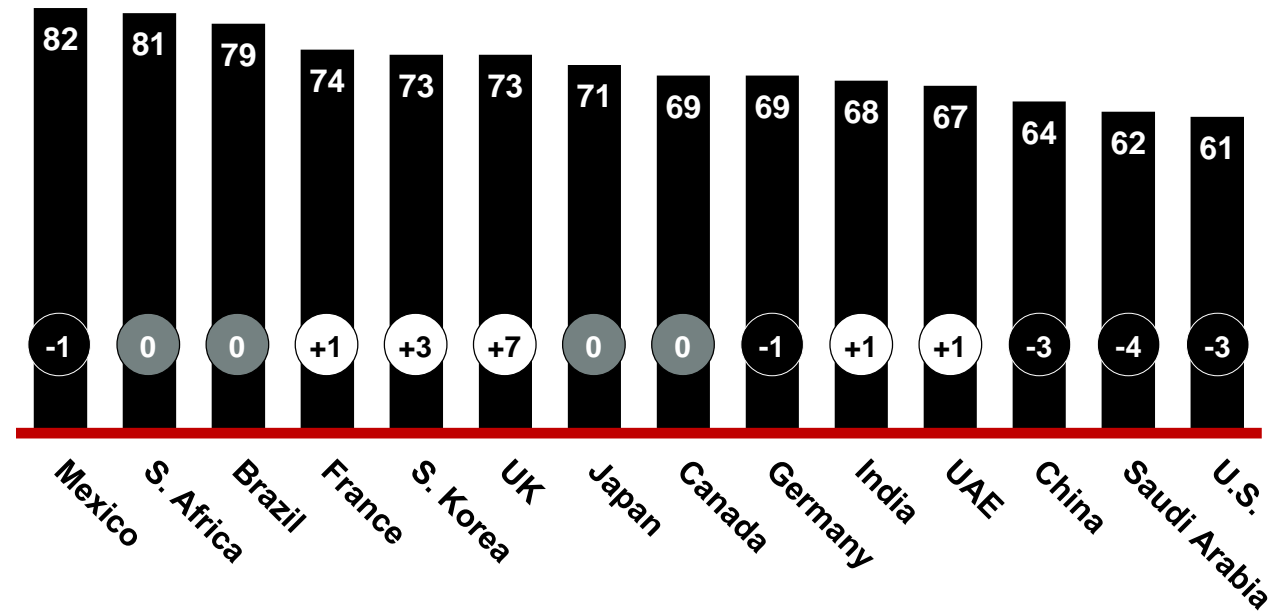


**Which are you more likely to believe?**

**We need to move faster to address climate change**

or

We need to move more slowly and make sure that we are not doing more harm than good



# RISING SENSE WE ARE LOSING GROUND IN CLIMATE FIGHT

Percent who agree

There has been **little to no progress** made in the fight against climate change

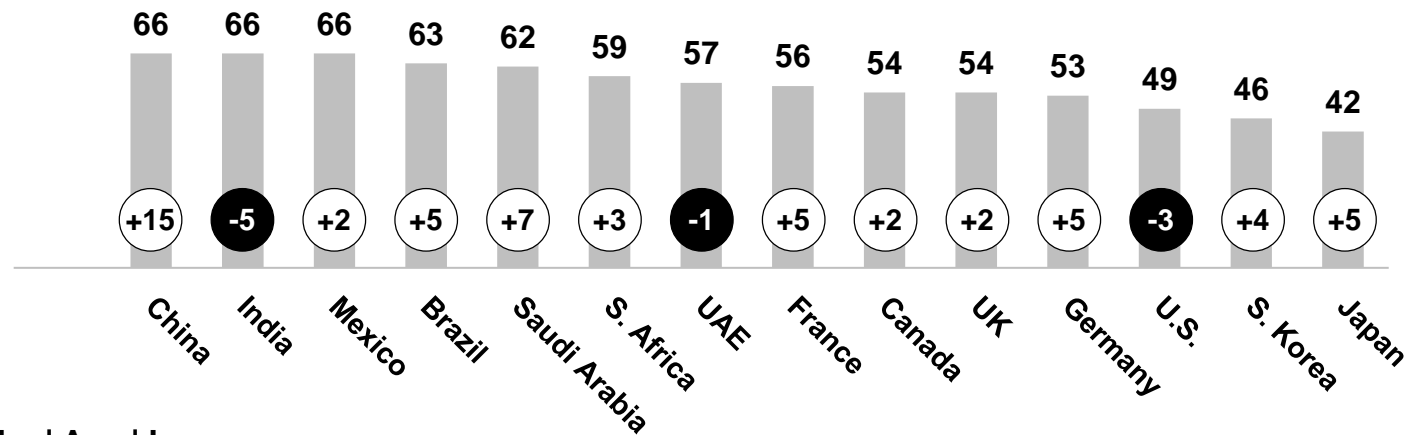
Global 14



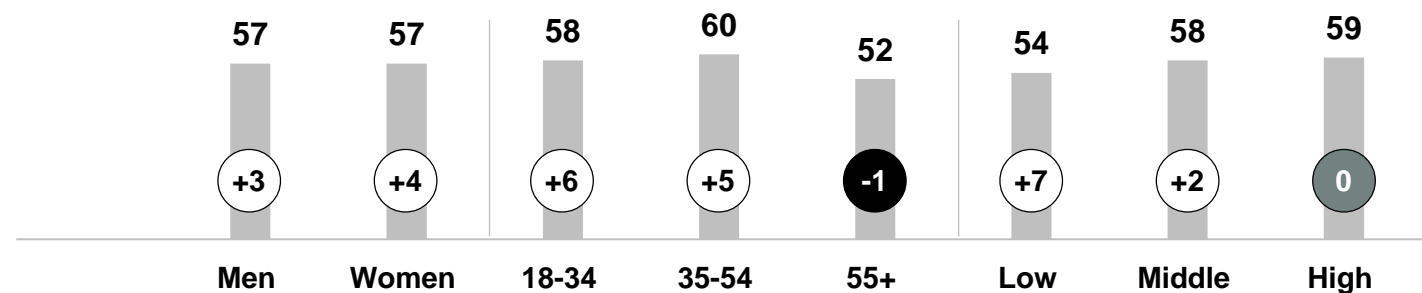
Change, Oct 2021 to Oct 2022

## Markets

Agreement increases in 11 of 14 markets



## Gender | Age | Income



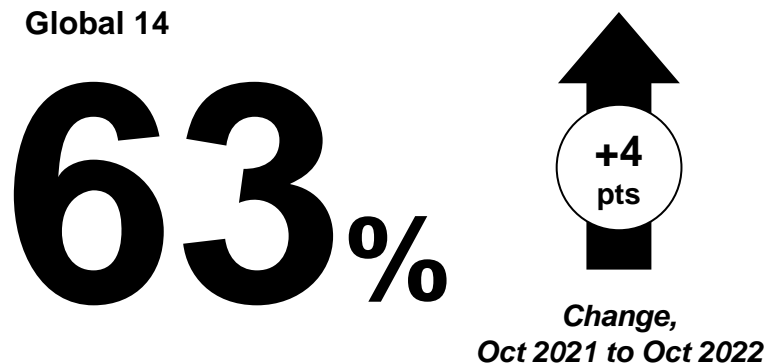
# MAJORITY FEAR CLIMATE CRISIS WILL WORSEN INJUSTICE AND DISPLACE PEOPLE

Percent who agree

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Those with less education, money and fewer resources are being **unfairly burdened with most of the suffering, risk, and need to sacrifice** stemming from climate change

I worry **climate change will lead to a refugee crisis** as people flee to places where the weather is more moderate and less extreme





A large, light gray, stylized number '22' is centered in the background. The '2's are thick and rounded, with a slight curve at the top. The text 'INSTITUTIONS FUMBLE' is overlaid on the center of the '22' in a white, bold, sans-serif font.

**INSTITUTIONS FUMBLE**

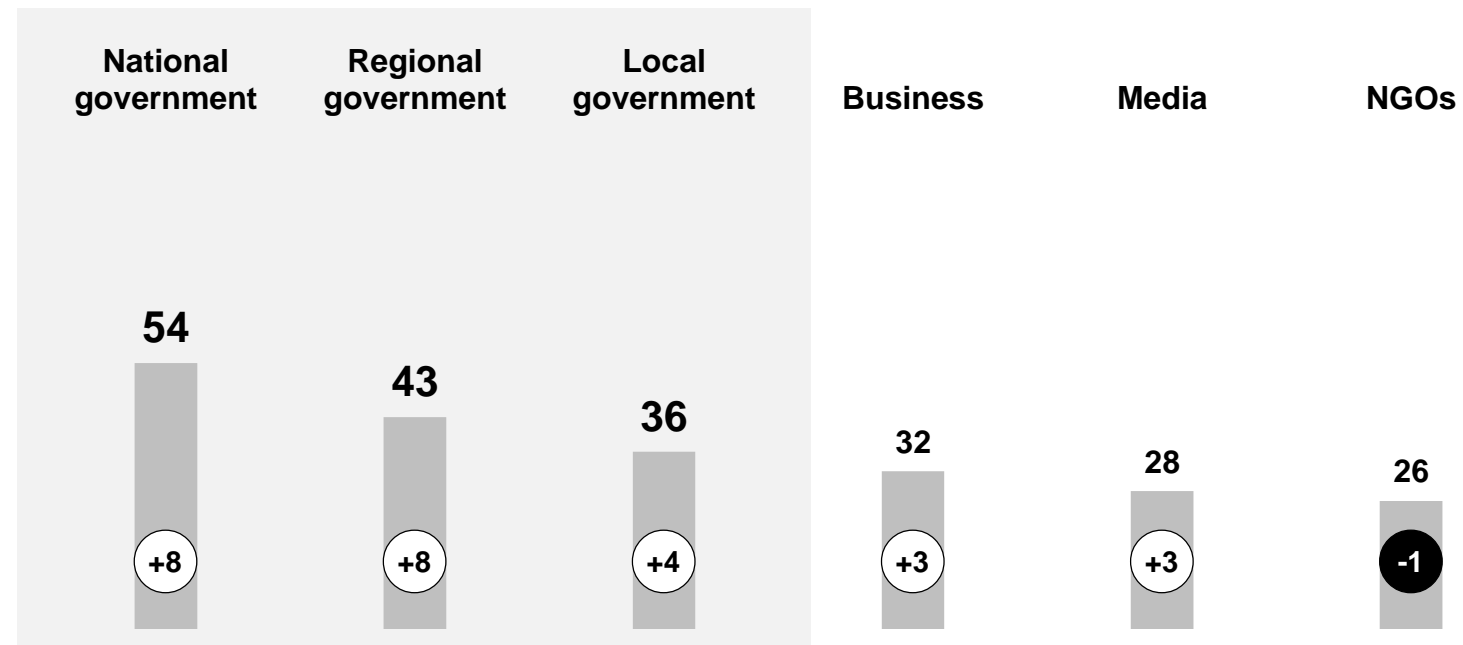
# CALL FOR LEADERSHIP FROM ALL LEVELS OF GOVERNMENT GROWS LOUDER

Percent who say



Change, Oct 2021 to Oct 2022

This entity **should take the lead** in addressing climate change



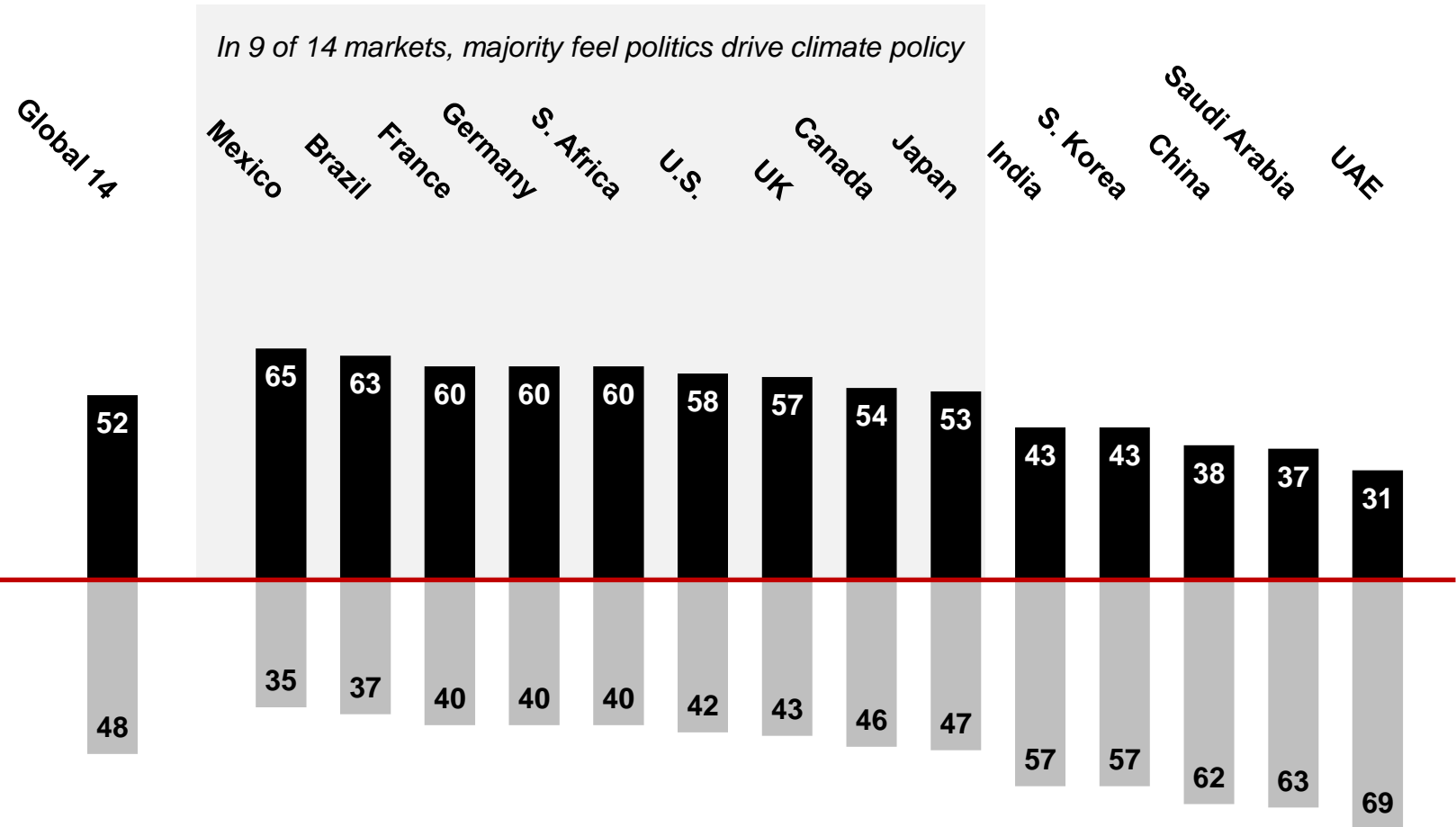
# POLITICS, NOT SCIENCE, SEEN AS DRIVING CLIMATE POLICY

Which are you more likely to believe?

Climate policy in this country is **driven by politics**, regardless of what the science says

or

Climate policy in this country is driven by **science and scientific evidence**



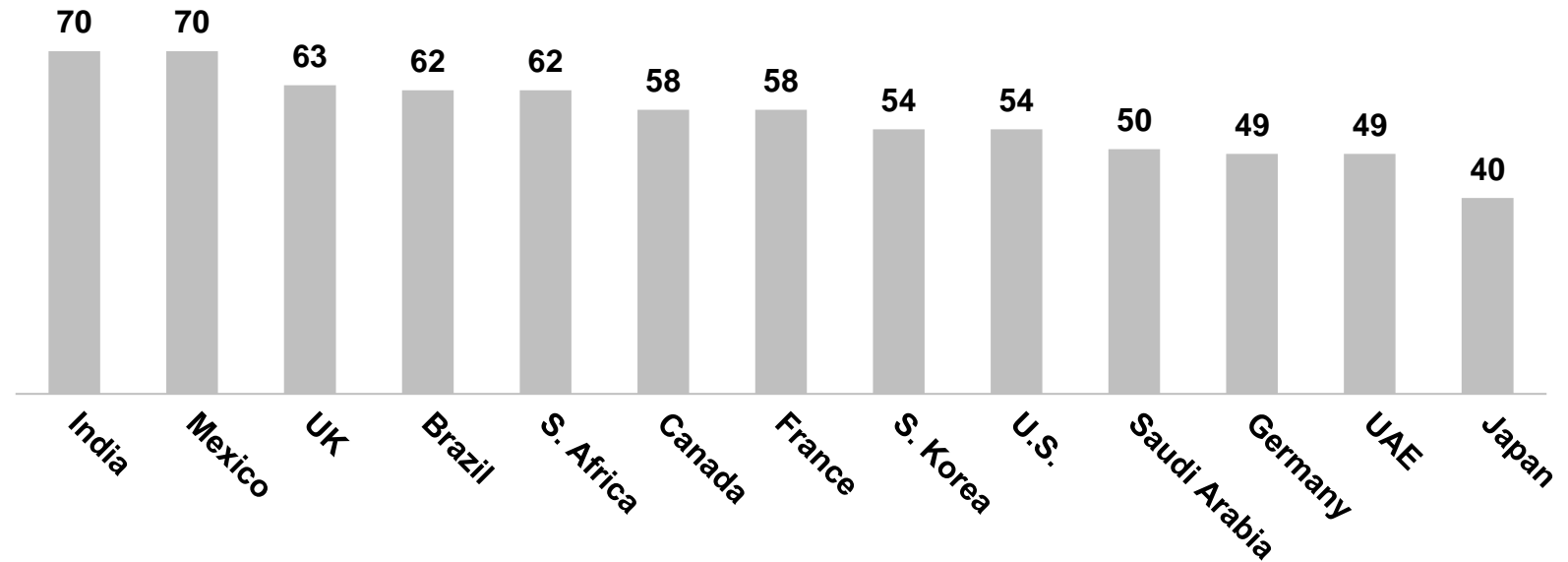
# GOVERNMENT LACKS WILL TO FORCE CHANGE

Percent who agree

**Governmental leaders are unwilling to pass tough legislation** to force businesses and individuals to make climate-related changes

Global 13

**57%**



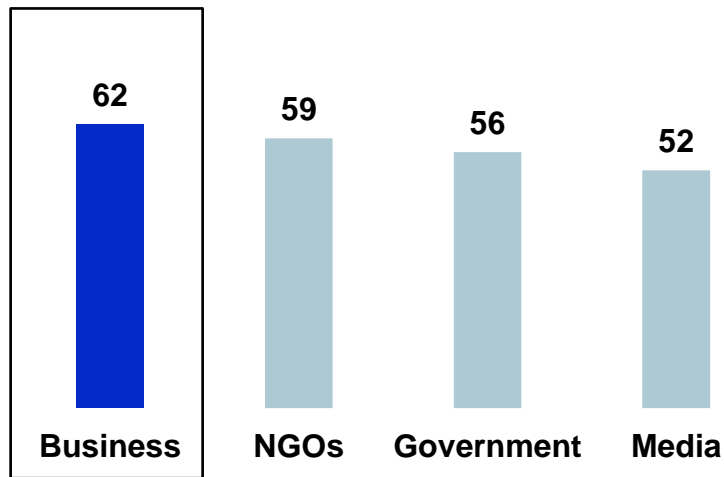
# ON CLIMATE, BUSINESS LESS TRUSTED THAN GOVERNMENT



## MAY 2022: IN GENERAL, BUSINESS TRUSTED TO DO WHAT IS RIGHT

Percent trust to do what is right in general

Global 14

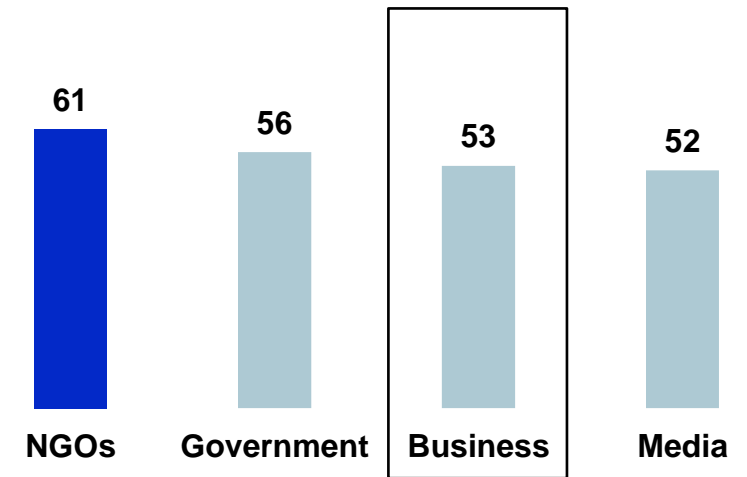


## OCT 2022: ON CLIMATE, TRUST IN BUSINESS LOWER THAN TYPICAL

Percent trust to do what is right in addressing climate change

Global 14

*Business 9pts less trusted on climate vs in general*



2022 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO\_TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to addressing climate change. 9-point scale; top 4 box, trust. General population, 14-mkt avg.

2022 Edelman Trust Barometer Special Report: The Geopolitical Business. 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, 14-mkt avg.

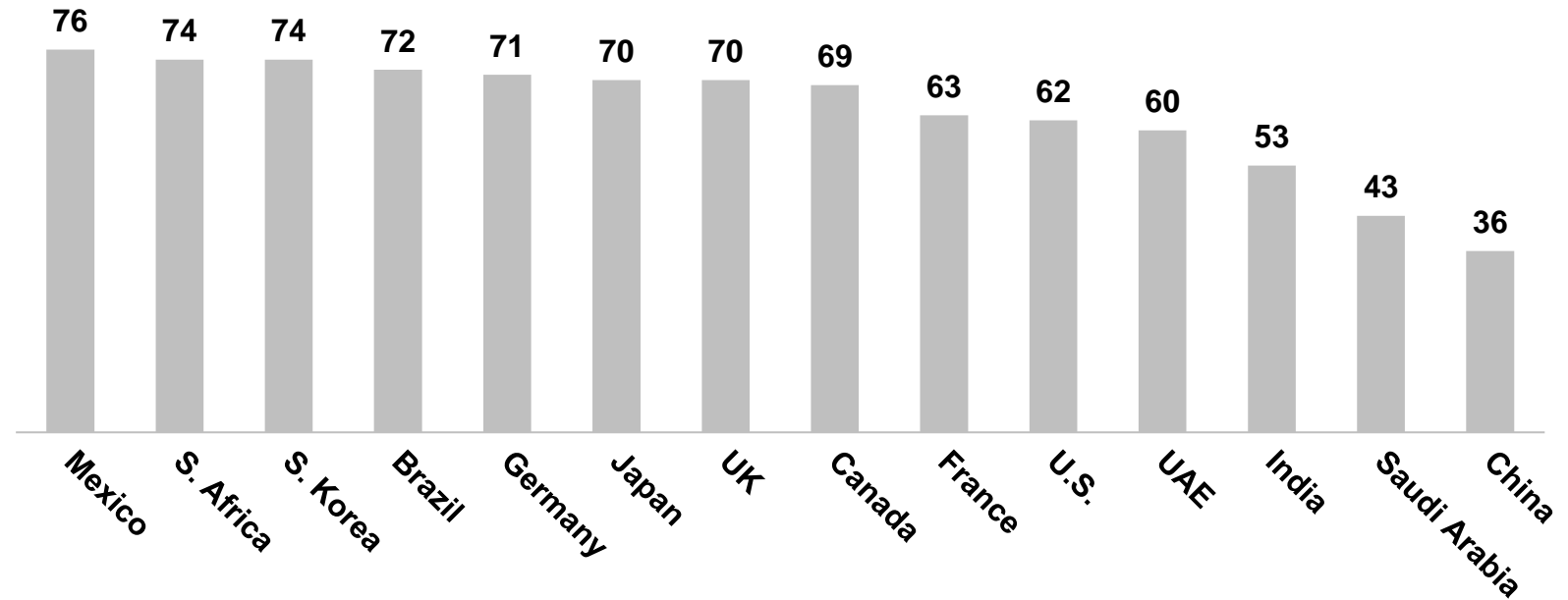
# BUSINESS SEEN AS BREAKING ITS CLIMATE PROMISES

Percent who say

Companies are doing **mediocre or worse** at keeping their climate commitments in their organization and community

Global 14

64%

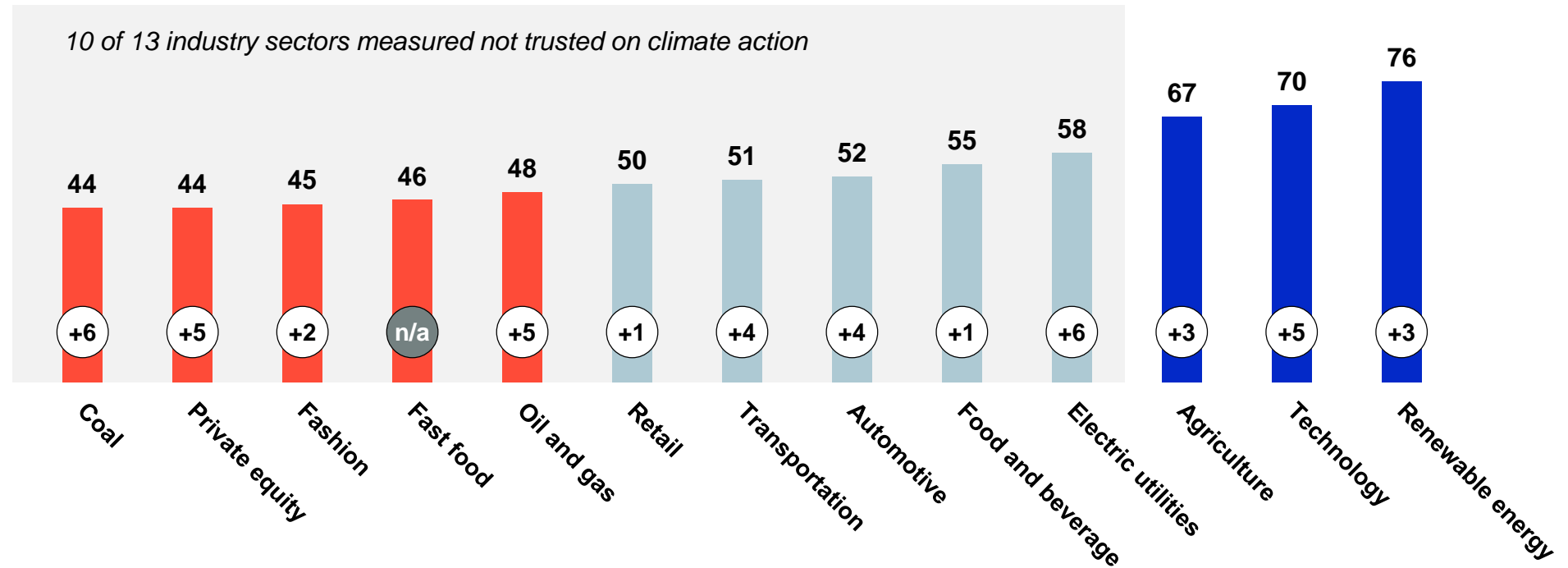



# DESPITE GAINS, MOST INDUSTRIES NOT TRUSTED TO ADDRESS CLIMATE CRISIS

Percent trust



I trust this industry sector to **do what is right** in *addressing climate change*





**DISTRUST UNDERMINES  
GLOBAL COLLABORATION**



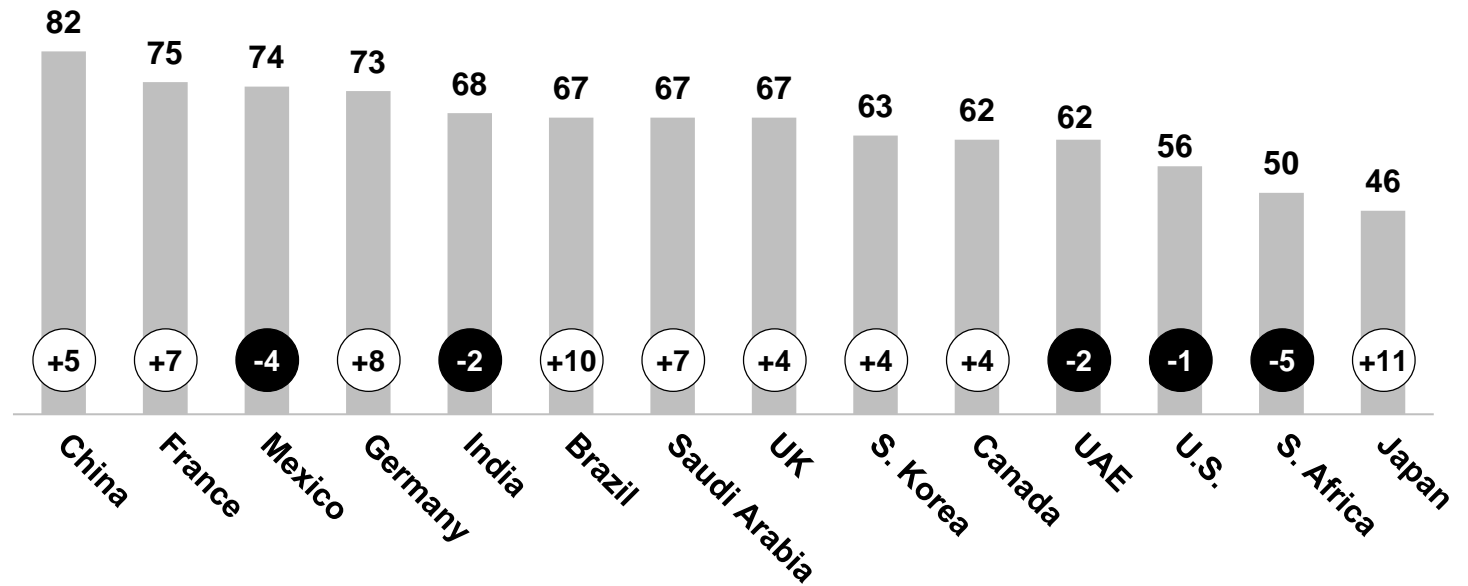
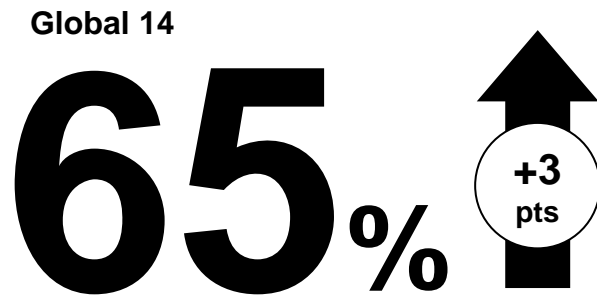
# MUTUAL SKEPTICISM UNDERMINES WILLINGNESS TO COOPERATE

Percent who agree



Change, Oct 2021 to Oct 2022

I worry other countries will renege on their greenhouse gas reduction commitments and **our country's sacrifices will end up being for nothing**

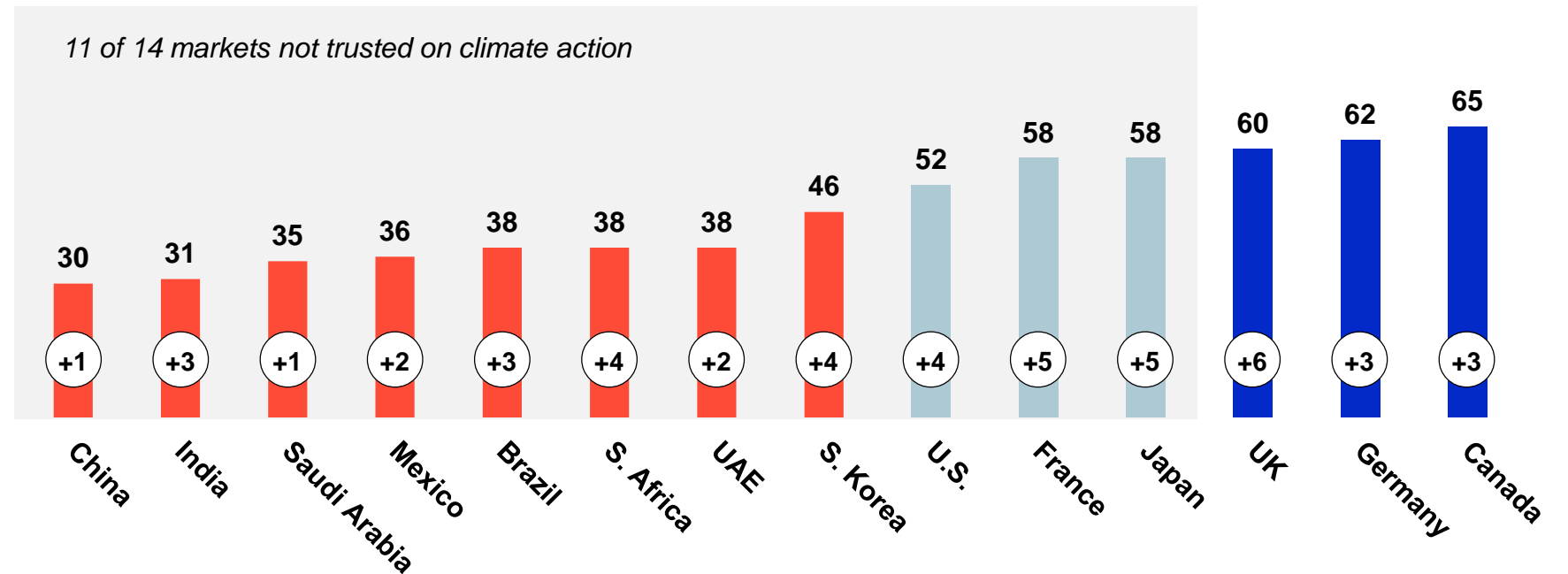


# MOST MARKETS NOT TRUSTED ON CLIMATE ACTION

Percent trust in each market, excluding domestic respondents



I trust this country to **do what is right** in *addressing climate change*



2022 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO\_TRU\_NAT. Below is a list of countries. For each one, please indicate how much you trust that country to do what is right when it comes to addressing climate change. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 13-mkt avg. Data excludes respondents from the market being rated.

# MOST MARKETS SEE NO NEED TO DO MORE

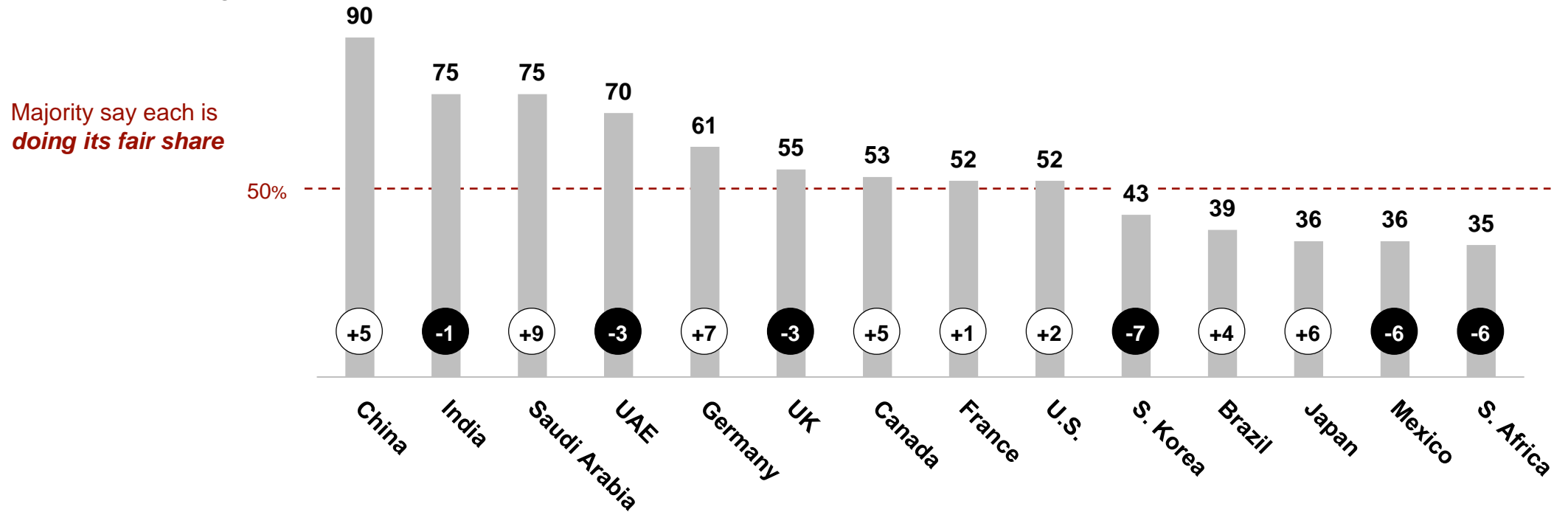
Percent who agree



Change, Oct 2021 to Oct 2022

## Our country is doing its fair share

to combat climate change



# CONCERNS OVER FAIRNESS AND NATIONAL SOVEREIGNTY GROW

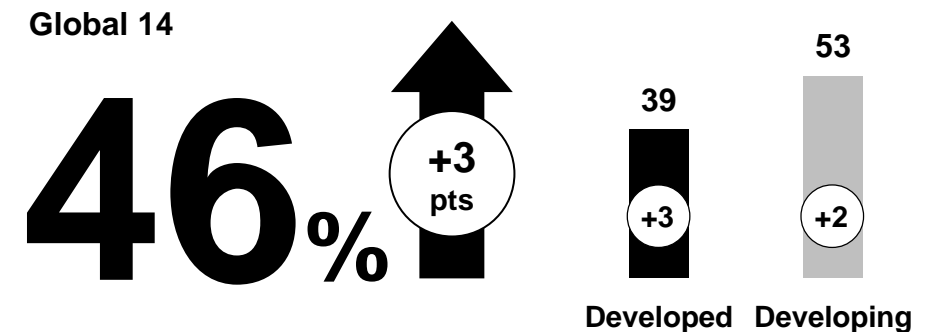
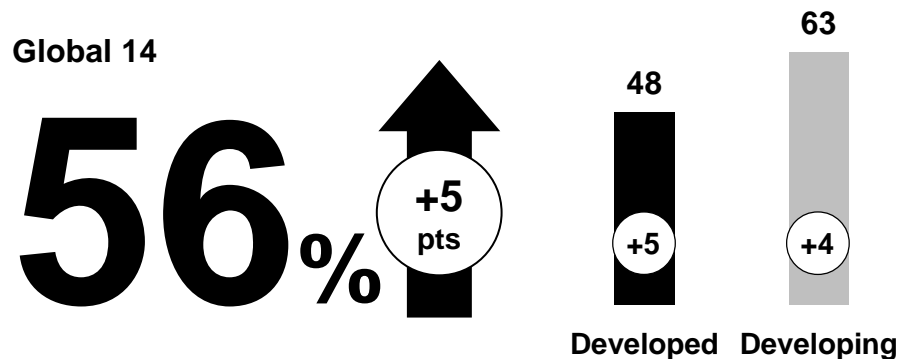
Percent who agree



Change, Oct 2021 to Oct 2022

**It is unfair to expect developing countries** to adhere to the same greenhouse gas standards as developed countries

By signing onto global climate treaties, **we are giving up too much of our national sovereignty**





**AMID CLIMATE CRISIS,  
INDIVIDUALS STILL ON SIDELINES**

# MORE PEOPLE RECOGNIZE NEED FOR DRAMATIC BEHAVIOR CHANGE

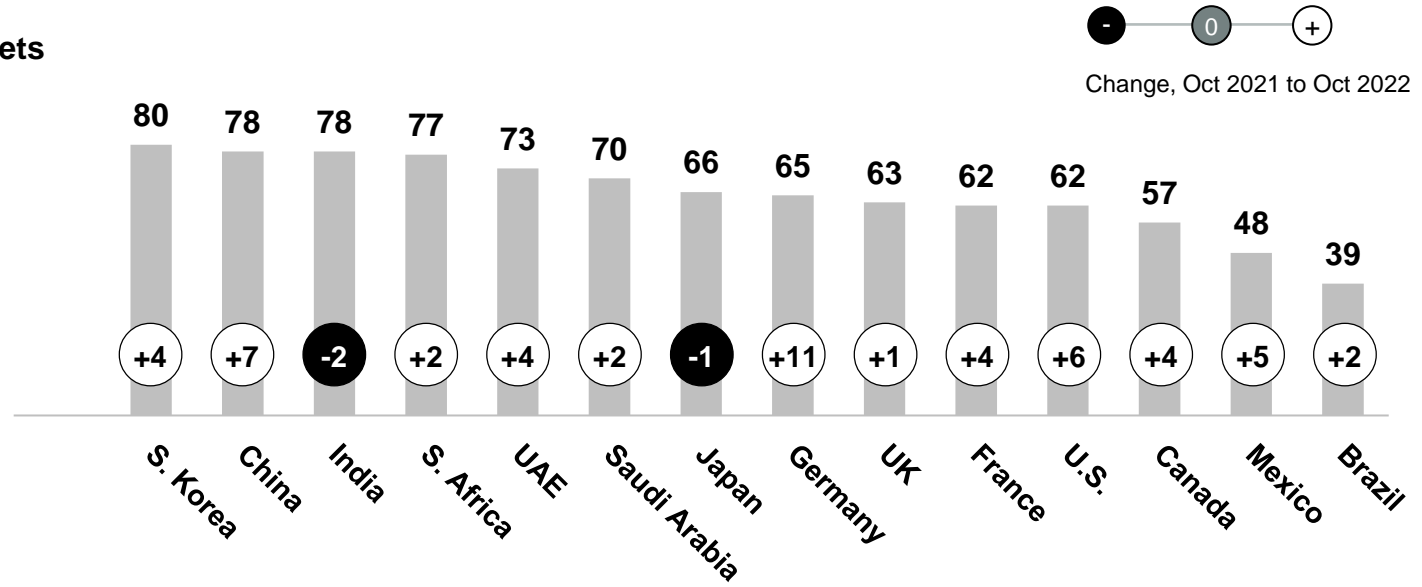
Percent who agree

Business and governments can only do so much to address climate change; **people will need to dramatically change their habits**

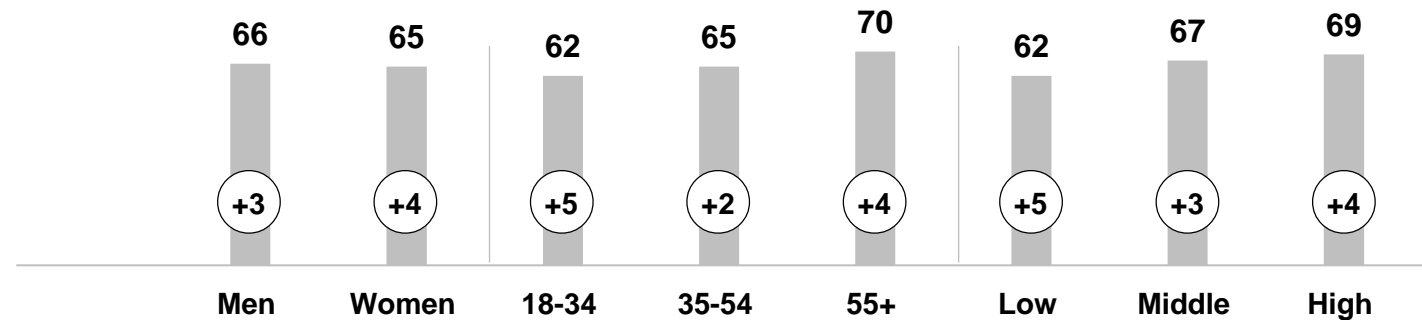
Global 14



Markets



Gender | Age | Income

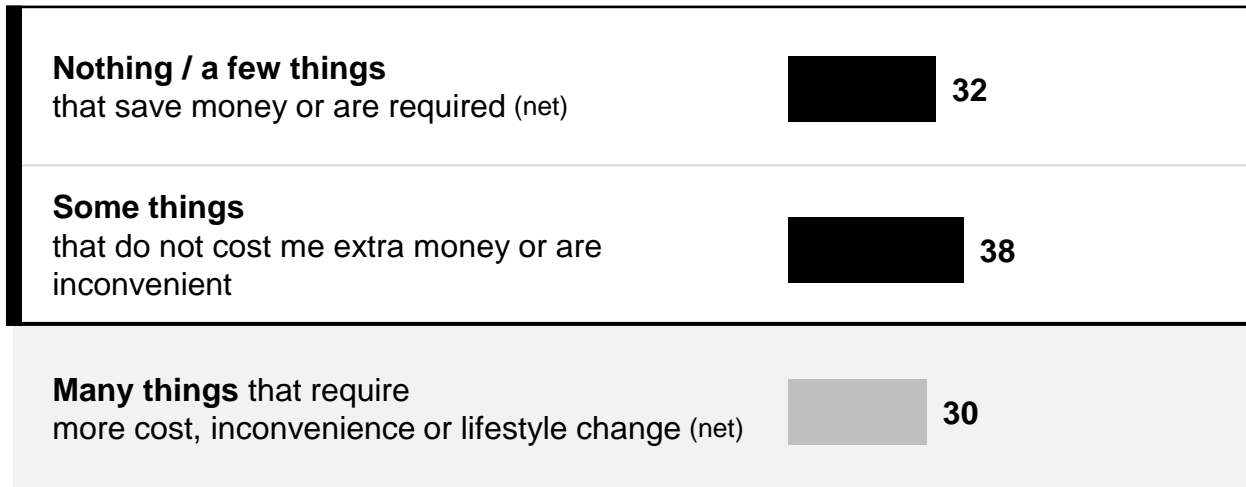


# MAJORITY NOT TAKING MEANINGFUL ACTION TO REDUCE THEIR CLIMATE IMPACT

Percent who say

*What are you doing to reduce your personal impact on climate change?*

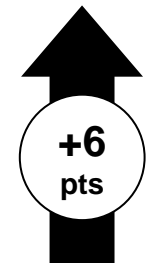
Global 14



70% not taking actions that require sacrifice

Global 14

85%



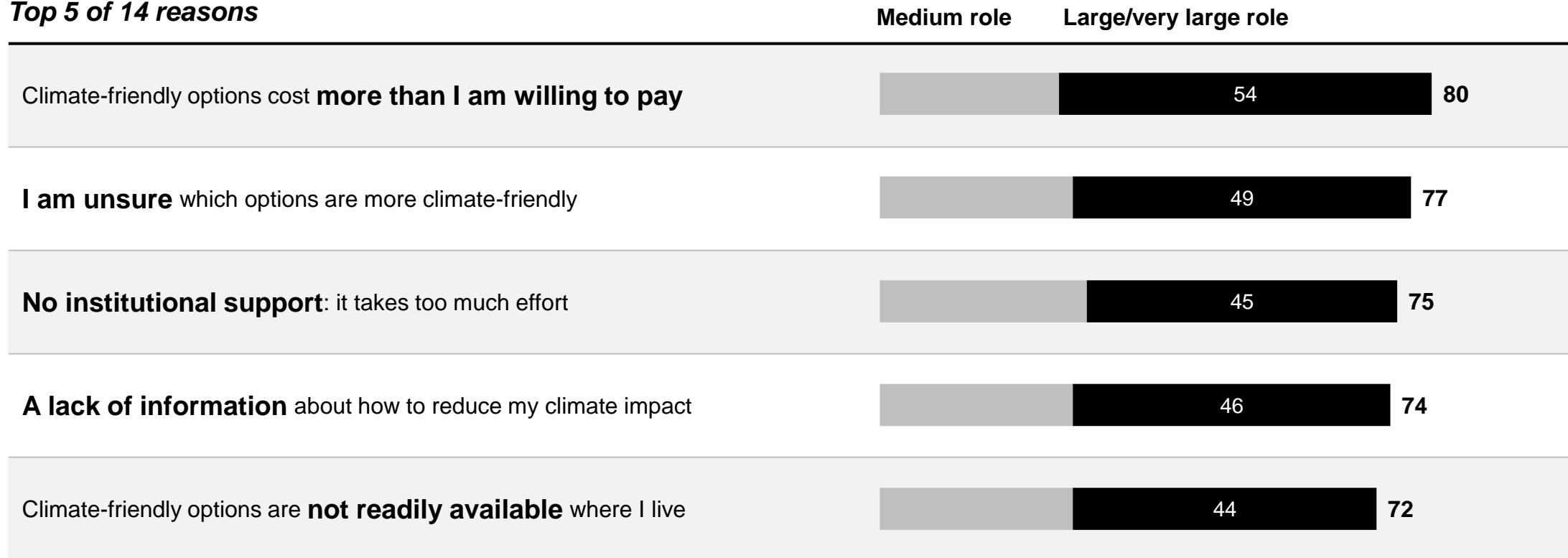
Change, Oct 2021 to Oct 2022

There is a **gap** between my current lifestyle and how climate-friendly I would like it to be

# BARRIERS TO SUSTAINABLE LIFESTYLES: COST, INFORMATION, INSTITUTIONAL SUPPORT

Among the 85 percent who say there is a gap between their current lifestyle and how climate-friendly they would like it to be, reasons that play a role

## Top 5 of 14 reasons

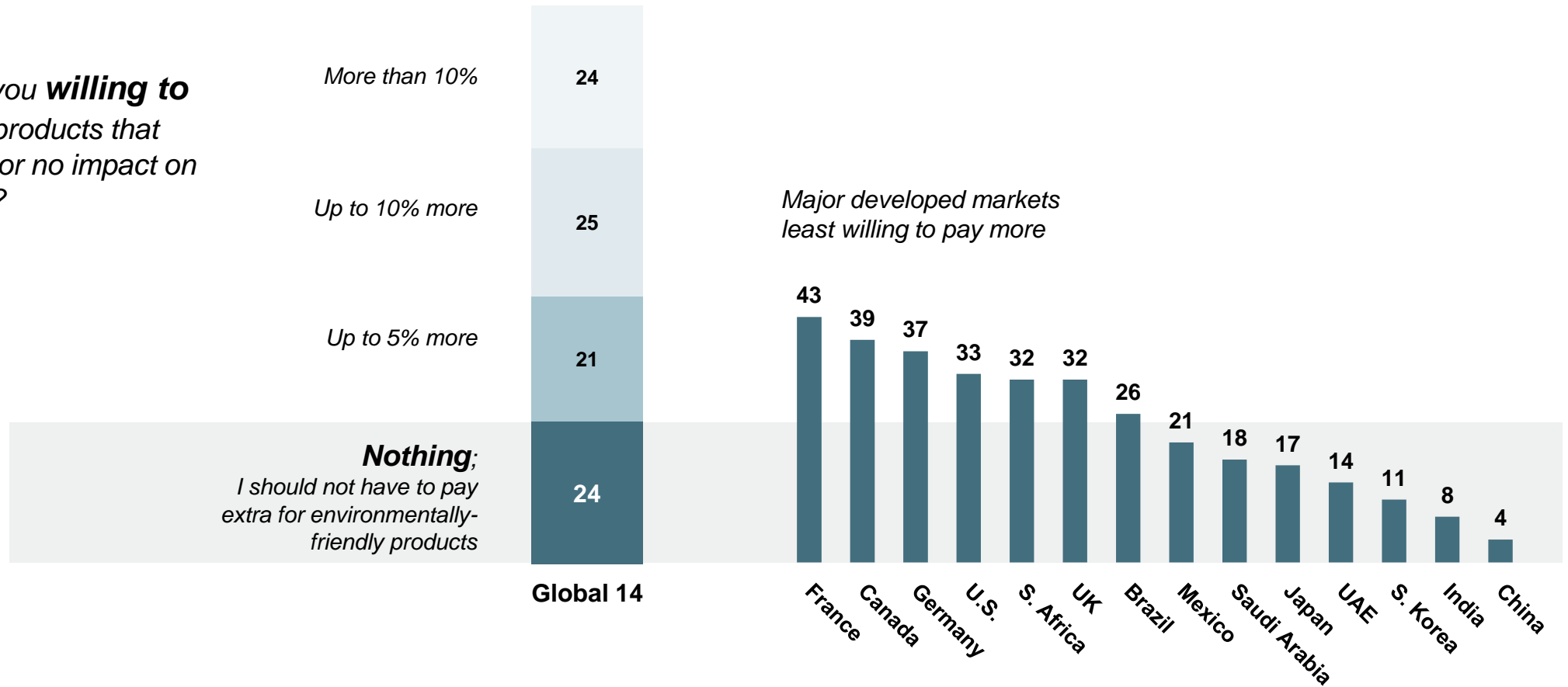


2022 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO\_BAR. How big a role does each of the following have in keeping you from closing the gap between how climate-friendly your lifestyle currently is and how climate-friendly you would ideally like it to be? 5-point scale; code 3, medium role; codes 4 and 5, large/very large role. Question asked of those who said there was a gap between their current lifestyle and how climate-friendly they'd like it to be (ECO\_GAP/2-5). General population, 14-mkt avg. Data shown in rank order using decimals to break ties.



# SPLIT ON PAYING MORE FOR CLIMATE-FRIENDLY PRODUCTS

How much are you **willing to pay extra** for products that have a minimal or no impact on climate change?



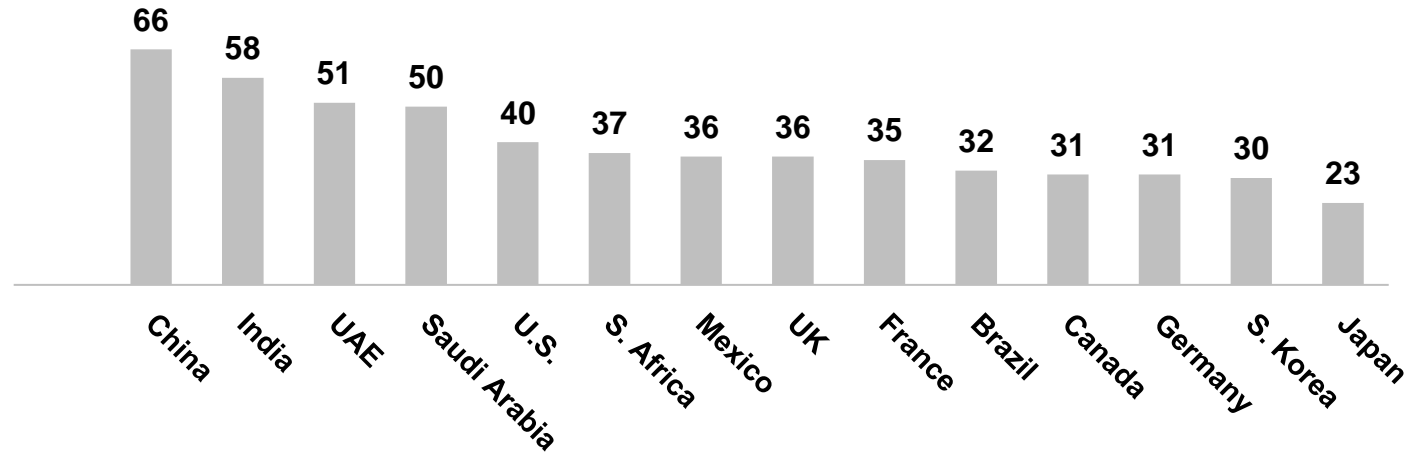
# FEAR GOING GREEN MEANS A LIFE DEVOID OF JOY

Percent who agree

Significantly reducing my personal carbon footprint would mean **giving up almost all of the activities that bring me pleasure in life**

## Markets

*Developing markets most concerned*

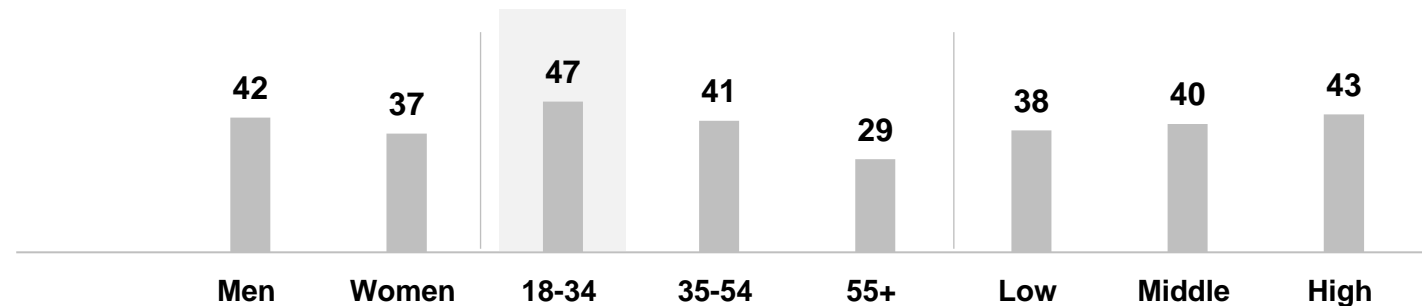


## Global 14

**40%**

## Gender | Age | Income

*Nearly 1 in 2 young adults agree*





**OVERCOMING THE BARRIERS  
TO CLIMATE ACTION**

# GOVERNMENT: TO BUILD TRUST FOR CLIMATE ACTION, MEET THE NEEDS OF TODAY AND BUILD FOR TOMORROW

Percent increased likelihood to trust government to address climate change when government is seen as doing well on each (showing top 4)

When government <b>does well</b> on...	<i>Increased likelihood to <b>trust government</b> to address climate change</i>
<b>Balance climate action with our country's energy needs</b>	<b>+10.0%</b>
Get business to reduce emissions	7.3
Coordinate with local governments on climate solutions	7.1
Subsidize new technologies that combat climate change	6.7

*Government must drive systemic change across institutions*

# BUSINESS: TO BUILD TRUST FOR CLIMATE ACTION, SHOW ME HOW I CAN BE PART OF THE SOLUTION

Percent increased likelihood to trust business to address climate change when business is seen as doing well on each (showing top 4)

When business <b>does well</b> on...	<i>Increased likelihood to trust business to address climate change</i>
<b>Educate people how to reduce their own climate impact</b>	<b>+5.6%</b>
Adopt science-based climate targets	4.5
Ensure suppliers reduce their climate impact	4.3
Invent climate-friendly products and technologies	4.1

*Business must get its own house in order, apply its influence and innovate*

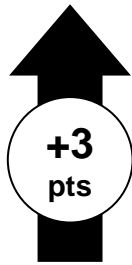
# NGOS: PARTNER TO FACILITATE CHANGE



Change, Oct 2021 to Oct 2022

Global 14

66%



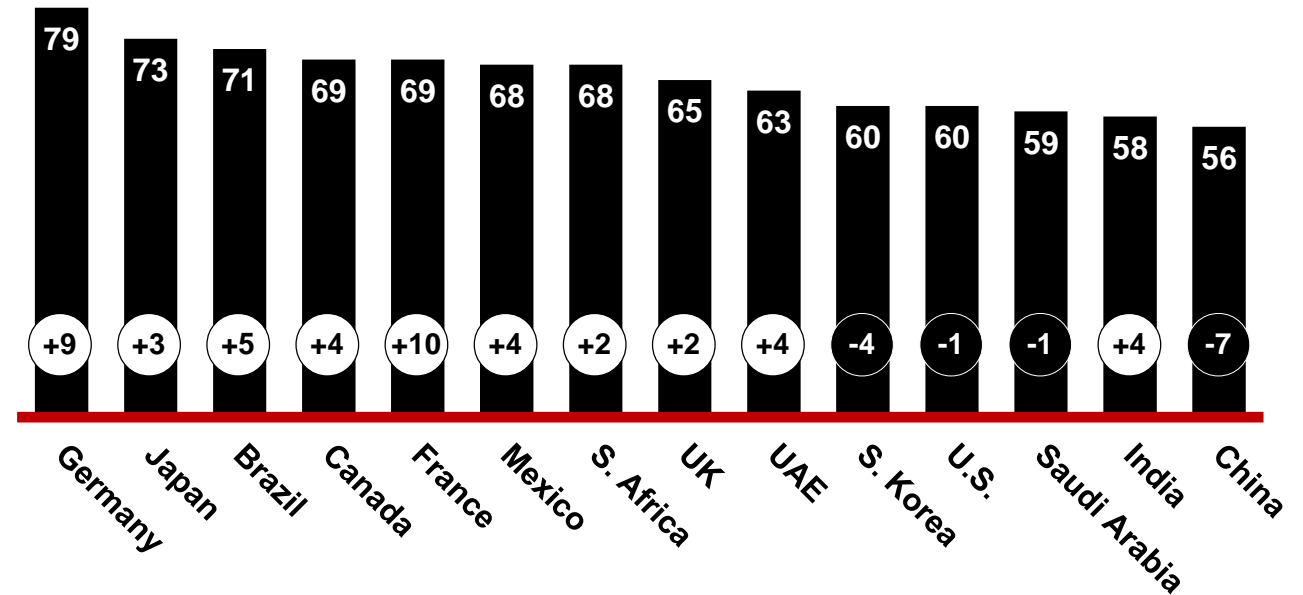
Which are you more likely to believe?

The best way for environmental NGOs to increase their impact is to...

**work in close partnership with corporations** to reduce their impact on the environment

or

be more militant in holding corporations accountable



# TELL ME THE SOLUTIONS, GIVE ME INFORMATION I CAN TRUST AND UNDERSTAND

Percent who agree



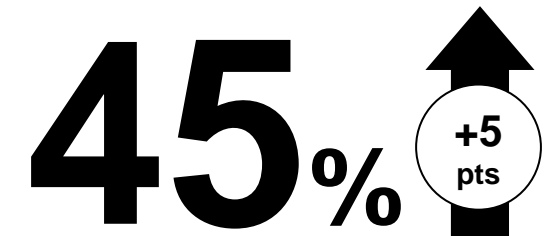
Change, Oct 2021 to Oct 2022

## Global 14

There is **not enough reporting** in the media about **solutions** to climate change

It is too **difficult to find trustworthy information** about climate change

It is almost impossible to find climate change information **I can easily understand**



# HELP ME MAKE GREEN CHOICES

Percent who agree

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Companies should **stop advertising products or encouraging activities that are bad for the environment**

Global 14

**66%**

Products should have a label or QR code **that allows people to easily see its environmental impact**, as rated by an independent agency

Global 14

**64%**

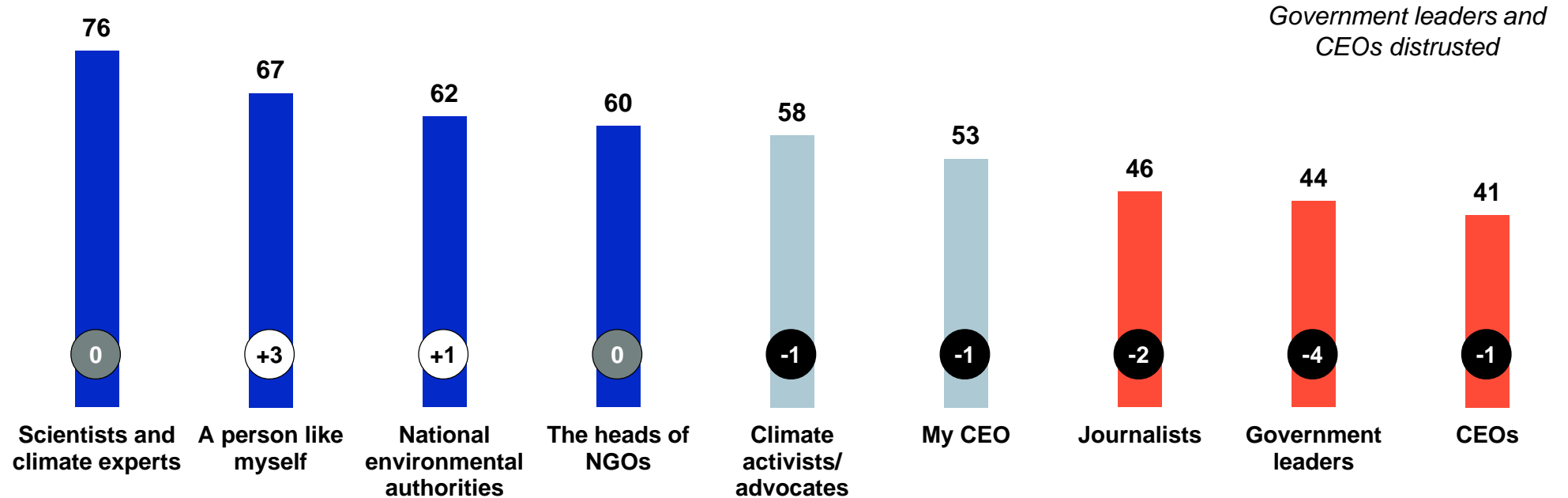


# USE CLIMATE SPOKESPEOPLE I CAN TRUST

Percent who trust each to *tell the truth about climate change* and what our country should be doing to prevent the worst consequences



Global 13  
excl. China

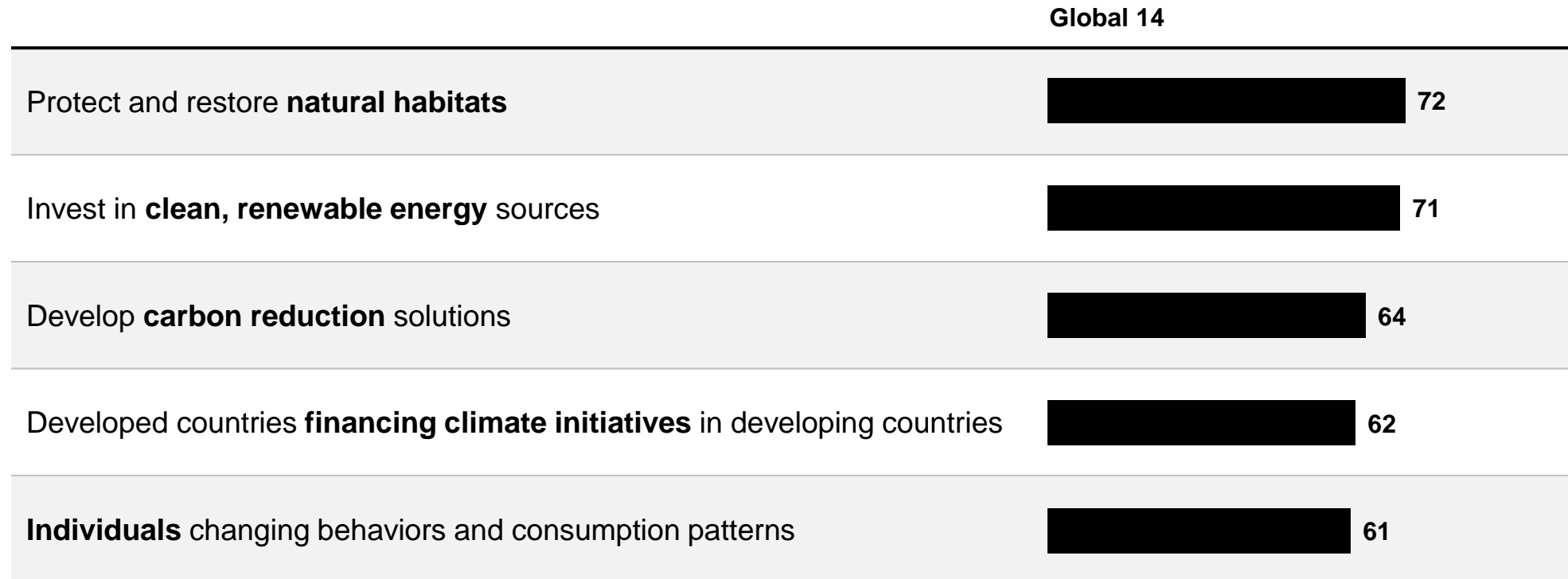


2022 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO\_TRU\_PEP. Below is a list of categories of people. For each one, please indicate how much you trust that group of people to tell you the truth about climate change and about what our country should be doing to help prevent its worst consequences. 9-point scale; top 4 box, trust. Question asked of half of the sample. "My CEO" only asked of those who are employed by an organization (Q43/1). General population, 13-mkt avg. Data for some attributes was not collected in China.

# PEOPLE RECOGNIZE CLIMATE SOLUTIONS MUST ADDRESS SUPPLY, DEMAND, AND FINANCING

Percent who say

This would be a **helpful solution** to combat climate change (top 5 of 16)

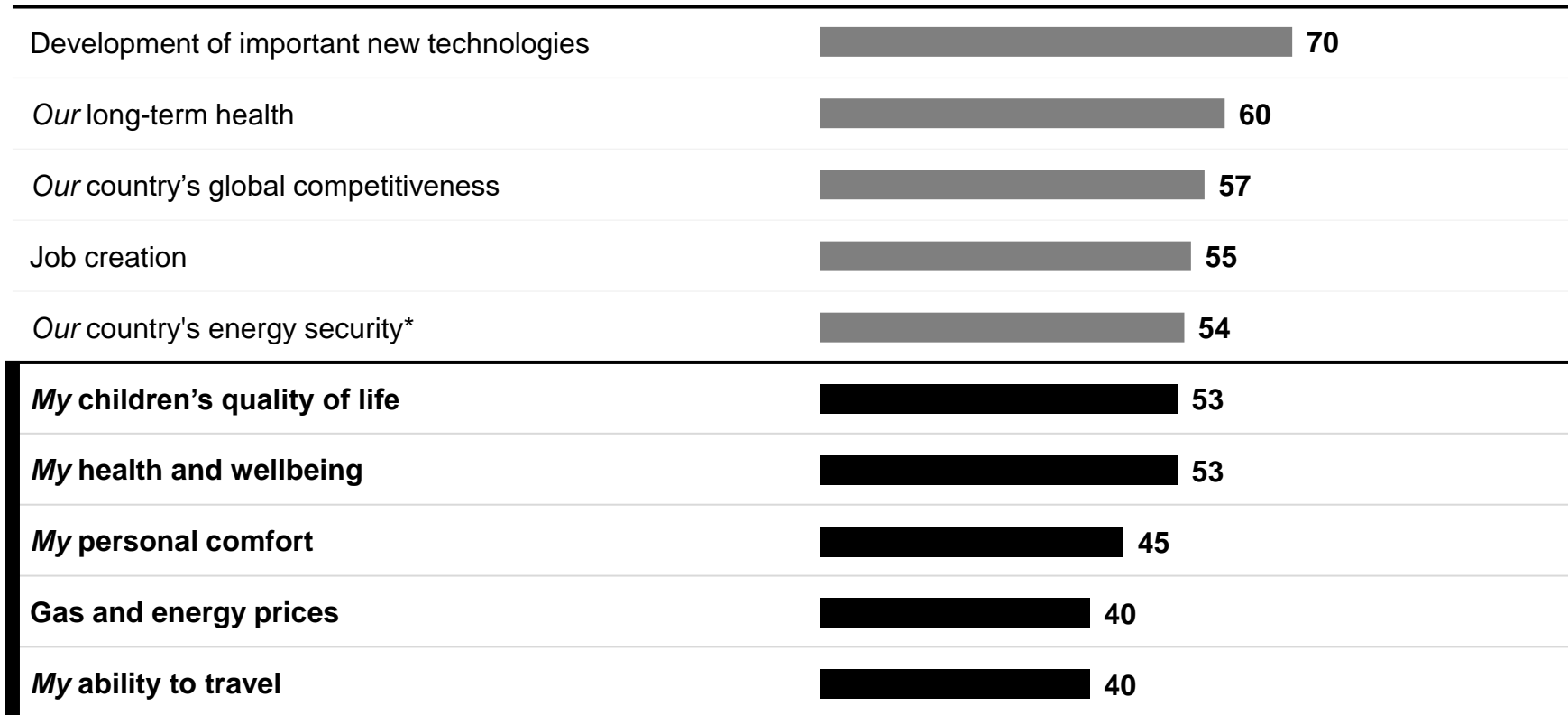


# SHOW BENEFITS FOR SOCIETY AND FOR INDIVIDUALS

Percent who say

Current climate change solutions are having a **positive impact** on...

Global 14



*Majority see benefits for WE: innovation, public health, economic and energy security*

*Less convinced of positive impact for ME*

2022 Edelman Trust Barometer Special Report: Trust and Climate Change. CHG\_LFE\_IMP. What type of impact do you believe that current programs, policies, and solutions designed to combat climate change are having, or are poised to have, on each of the following? 3-point scale; code 2, positive impact. Attributes shown to half of the sample. General population, 14-mkt avg. \*Attribute not asked in China.

# OVERCOMING THE BARRIERS TO CLIMATE ACTION

1

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## Don't just report, rally

*Connect with the hopes and fears that people hold about climate change to win their participation in solutions*

2

---

## Promote international cooperation

*Businesses and NGOs can use their multinational positions to catalyze trust in multilateral solutions*

3

---

## Show the upside for me

*Emphasize the personal benefits of climate action and show the joy in a sustainable lifestyle*

4

---

## Provide information that enables action

*Equip individuals with the guidance and solutions they need to effect change*

A large, light gray, stylized number '22' is centered in the background of the image. The numbers are thick and have rounded, modern shapes. The first '2' has a curved top and a rounded bottom, while the second '2' is similar but slightly more compact.

**DATA IN DETAIL**

# TRUST IN INSTITUTIONS ACROSS MARKETS

Percent trust to do what is right in addressing climate change



	Global 14		Brazil		Canada		China		France		Germany		India		Japan		Mexico		Saudi Arabia		S. Africa		S. Korea		UAE		UK		U.S.	
	%	+/-																												
<i>+/- Oct 2021 to Oct 2022</i>																														
Universities and research institutions	72	-	79	-	63	-	86	-	66	-	63	-	85	-	56	-	81	-	75	-	76	-	65	-	82	-	69	-	66	-
Climate activists and advocates	65	-	69	-	58	-	86	-	58	-	55	-	80	-	35	-	76	-	73	-	70	-	64	-	77	-	54	-	56	-
National environmental authorities*	64	+5	66	+9	66	+6	-	-	51	+13	56	+9	79	-2	42	+7	63	0	80	+7	62	-9	63	+5	85	+11	56	+3	59	+7
The United Nations	63	+7	63	+4	53	+4	85	+13	49	+13	49	+11	80	-2	44	+11	70	+4	64	+4	66	+1	69	+4	74	+8	60	+10	55	+9
My employer	62	+2	57	-3	59	0	80	+8	55	+3	54	+7	78	-5	38	+3	66	+6	73	+2	52	-11	42	+4	70	+1	63	+4	60	-6
NGOs	61	+4	65	+4	56	+12	81	+10	58	+9	47	+5	78	-3	39	+2	68	+6	68	+8	62	-6	60	+2	73	+6	51	+5	52	+6
The EU	60	+7	59	+5	52	+7	77	+11	54	+17	49	+8	74	-6	44	+10	65	+3	63	+7	59	+3	63	+4	71	+6	55	+10	49	+6
The citizens of my country	59	-	48	-	56	-	87	-	54	-	48	-	77	-	36	-	59	-	74	-	47	-	54	-	73	-	54	-	56	-
Government	56	+7	49	+19	52	+10	91	+6	48	+11	44	+5	76	-1	37	+11	46	+10	82	+4	36	0	55	+4	82	+8	46	+5	46	+3
The central/federal government*	55	+8	47	+12	55	+14	-	-	48	+16	46	+8	78	+1	36	+10	49	+12	82	+9	40	+5	52	+3	83	+2	45	+1	49	+6
My regional/state government*	55	+8	42	+9	55	+13	-	-	54	+14	48	+8	76	0	40	+8	48	+16	76	+4	39	+7	53	+10	79	+1	49	+5	51	+4
My local/city government*	55	+7	42	+7	52	+4	-	-	57	+16	48	+9	75	+2	39	+8	48	+15	80	+10	38	+4	51	+5	81	+2	48	+4	51	+2
Business	53	+7	48	+7	43	+9	83	+12	45	+12	45	+9	70	-4	39	+9	54	+8	66	+8	50	+4	45	+6	65	+6	43	+1	47	+5
Media	52	+7	52	+9	45	+6	82	+12	37	+9	40	+2	70	-1	33	+11	55	+10	71	+13	51	+1	43	+8	70	+11	39	+1	44	+4

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# TRUST IN INDUSTRIES ACROSS MARKETS

Percent trust to do what is right in addressing climate change



	Global 14		Brazil		Canada		China		France		Germany		India		Japan		Mexico		Saudi Arabia		S. Africa		S. Korea		UAE		UK		U.S.	
	%	+/-																												
<i>+/- Oct 2021 to Oct 2022</i>																														
Renewable energy	76	+3	84	+2	65	+2	90	+6	67	+9	70	+3	88	+2	64	+6	84	+1	79	+3	77	-1	73	+1	82	+2	71	+5	66	+4
Technology	70	+5	73	+4	62	+7	91	+8	58	+9	62	+3	84	+2	62	+8	70	+2	79	+5	70	+6	69	+5	79	+5	58	+1	60	+1
Agriculture	67	+3	65	+4	62	+8	87	+4	60	+13	50	0	85	-3	55	+3	72	+5	82	+4	74	-2	53	+2	81	+5	55	-4	63	+4
Electric utilities	58	+6	55	+13	55	+10	88	+12	52	+15	46	-3	78	-1	45	+12	58	+4	71	+4	43	0	46	+6	76	+12	41	-3	52	+5
Food and beverage	55	+1	55	+3	46	+2	84	+10	44	+7	46	+2	74	-5	45	+7	56	0	65	-2	55	-3	37	-4	69	+4	48	-3	49	-2
Automotive	52	+4	45	+7	45	+7	83	+19	41	+8	38	+4	72	-2	49	+10	44	-3	67	+4	45	+1	41	+4	67	+6	43	0	47	-2
Transportation	51	+4	45	+7	44	+4	83	+15	36	-1	39	+3	70	-6	45	+10	46	+5	68	+5	43	+2	38	+10	67	+3	42	-3	49	0
Retail	50	+1	48	+3	43	+6	82	+12	47	+5	45	-1	72	-3	36	+5	48	-2	58	+3	46	-2	32	-1	61	+1	44	-3	46	-2
Oil and gas	48	+5	39	+2	40	+11	84	+16	32	+6	36	+8	70	-3	39	+10	41	+4	68	+5	41	+1	35	+7	66	+7	36	-2	41	-1
Fast food	46	-	42	-	39	-	80	-	31	-	29	-	65	-	37	-	44	-	59	-	40	-	30	-	61	-	39	-	43	-
Fashion	45	+2	42	+1	33	+5	80	+12	33	+4	29	-1	66	-8	34	+11	39	+3	63	+5	42	-4	34	+2	61	+4	37	-3	42	0
Coal	44	+6	32	-1	30	+6	81	+18	27	+5	32	+7	69	-1	34	+11	40	+4	67	+10	38	0	27	+7	60	+8	34	-1	42	+1
Private equity	44	+5	38	+3	34	+6	80	+14	29	+8	27	+4	66	-7	29	+10	43	+6	64	+13	45	+2	29	+2	60	+4	34	+1	39	+2

# FOREIGN TRUST IN MARKETS



Percent trust in each market to do what is right in addressing climate change, excluding domestic respondents

	Global 13		Brazil		Canada		China		France		Germany		India		Japan		Mexico		Saudi Arabia		S. Africa		S. Korea		UAE		UK		U.S.	
	%	+/-																												
<i>+/- Oct 2021 to Oct 2022</i>																														
Canada	65	+3	64	+3	-	-	72	+8	60	+9	58	+11	73	-6	41	+4	78	+1	71	+5	61	-4	63	0	83	+6	61	+3	61	+4
Germany	62	+3	57	-1	52	+9	76	+4	60	+9	-	-	73	-5	43	+3	72	+1	75	+9	60	0	62	-1	80	+5	54	+4	47	+4
UK	60	+6	56	+4	50	+6	70	+6	46	+10	42	+13	73	-8	42	+7	69	+5	72	+8	63	+2	59	+6	77	+4	-	-	55	+3
France	58	+5	52	+2	53	+14	76	+8	-	-	48	+10	75	-3	40	+6	65	+1	66	+8	51	-4	58	+4	72	+6	49	+4	48	+2
Japan	58	+5	64	+6	51	+9	65	+11	45	+9	43	+8	79	-4	-	-	69	+1	79	+6	53	+1	35	+8	85	+5	44	+1	48	+4
U.S.	52	+4	51	+4	42	+9	64	+8	33	+8	34	+9	73	-6	36	+6	62	+10	67	+7	55	+2	54	-1	70	+4	41	+1	-	-
S. Korea	46	+4	48	+10	34	+5	71	+13	28	+3	32	+8	63	-10	15	+6	61	+11	68	+8	41	-2	-	-	71	+9	31	-3	38	+3
Brazil	38	+3	-	-	25	+5	73	+15	21	+4	17	+1	68	-3	19	+9	44	+9	57	+6	35	-2	22	0	59	+6	22	-6	30	-2
S. Africa	38	+4	34	+4	27	+3	69	+12	24	+3	21	+2	67	-2	17	+6	44	+13	58	+8	-	-	18	-1	59	+7	26	-5	32	+3
UAE	38	+2	41	+5	20	+2	71	+10	18	+1	21	+4	67	-7	19	+7	50	+9	75	+7	42	-5	26	+2	-	-	22	-8	25	-1
Mexico	36	+2	30	-2	27	+6	69	+11	19	+3	19	+3	64	-9	18	+4	-	-	53	+7	32	+2	22	+3	56	+6	24	-6	32	0
Saudi Arabia	35	+1	34	+6	17	+1	71	+11	14	-2	16	-1	65	-6	18	+7	45	+8	-	-	35	-1	24	+1	76	+4	21	-6	24	0
India	31	+3	28	+3	20	+3	62	+15	17	+4	17	+4	-	-	18	+6	41	+11	47	+3	31	-2	18	-1	50	+1	24	-1	28	-3
China	30	+1	32	+3	17	0	-	-	15	+1	17	+1	43	-12	10	+5	48	+4	63	+8	39	+1	14	+2	62	+10	16	-5	21	-1

2022 Edelman Trust Barometer Special Report: Trust and Climate Change. ECO\_TRU\_NAT. Below is a list of countries. For each one, please indicate how much you trust that country to do what is right when it comes to addressing climate change. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 13-mkt avg. Data excludes respondents from the market being rated.



The background features a large, light gray, stylized number '22' that spans most of the width of the page. The numbers are thick and have rounded, modern shapes. The left '2' has a curved top and a vertical stem, while the right '2' is similar but slightly more rounded at the top.

# TECHNICAL APPENDIX

# 2022 EDELMAN TRUST BAROMETER SPECIAL REPORT: TRUST AND CLIMATE CHANGE

## SAMPLE SIZE, QUOTAS, AND MARGIN OF ERROR

Market	Weighed Sample Size <sup>1</sup>	Unweighted Sample Size	Quotas Set On <sup>3</sup>	Margin of Error <sup>2</sup>
Global 14	14,000	13,957	Quotas set at the market level	+/- 0.8 percentage points total sample +/- 1.2 percentage points half sample
Brazil	1,000	1,012	Age, Gender, Region	+/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample
Canada	1,000	1,001	Age, Gender, Region	+/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample
China <sup>4</sup>	1,000	1,000	Age, Gender, Region	+/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample
France	1,000	998	Age, Gender, Region	+/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample
Germany	1,000	1,000	Age, Gender, Region	+/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample
India	1,000	1,002	Age, Gender, Region	+/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample
Japan	1,000	1,001	Age, Gender, Region	+/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample
Mexico	1,000	1,003	Age, Gender, Region	+/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample
Saudi Arabia	1,000	942	Age, Gender, Region	+/- 3.2 pct pts. total sample +/- 4.5 pct pts. half sample
S. Africa	1,000	1,001	Age, Gender, Region	+/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample
S. Korea	1,000	996	Age, Gender, Region	+/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample
UAE	1,000	977	Age, Gender, Region	+/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample
UK	1,000	1,002	Age, Gender, Region	+/- 3.1 pct pts. total sample +/- 4.4 pct pts. half sample
U.S.	1,000	1,022	Age, Gender, Region	+/- 3.1 pct pts. total sample +/- 4.3 pct pts. half sample

1. Data reported on slides is weighted to the same total base size to ensure each market has an equal effect on the global total. Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.
2. Margin of error is calculated on the unweighted sample sizes collected.
3. There were additional quotas on ethnicity in the UK and U.S., and on nationality in the UAE and Saudi Arabia.
4. All data collected in China is from the mainland. Regions of Greater China were not surveyed.

# 2022 EDELMAN TRUST BAROMETER SPECIAL REPORT: TRUST AND CLIMATE CHANGE

## DEFINITION OF DEVELOPED AND DEVELOPING MARKETS

Markets were classified as “developed” or “developing” based on the International Monetary Fund’s [2022 World Economic Outlook](#).

<b>Developed</b>
<b>Canada</b>
<b>France</b>
<b>Germany</b>
<b>Japan</b>
<b>S. Korea</b>
<b>UK</b>
<b>U.S.</b>

<b>Developing</b>
<b>Brazil</b>
<b>China</b>
<b>India</b>
<b>Mexico</b>
<b>Saudi Arabia</b>
<b>S. Africa</b>
<b>UAE</b>

# DATA ANALYSES EXPLAINED: HOW WE DETERMINED THE IMPACT OF PERFORMANCE ON LIKELIHOOD TO TRUST GOVERNMENT TO ADDRESS CLIMATE CHANGE

In order to examine the impact of government performance regarding climate-oriented behaviors on overall trust in government to do what is right when it comes to climate change, we first measured respondents' trust in government using this question and scoring:

**ECO\_TRU\_INS:** Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to addressing climate change 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.*

Next, perceptions of government’s performance were scored as either doing well or not doing well along 13 dimensions (shown on the right) using the following question and scoring:

**GOV\_CC\_PER:** How well do you feel government is currently doing at each of the following? Please indicate your answer using the 5-point scale below. *5-point scale, top 2 box = doing well.*

These performance scores were incorporated into a discrete choice analysis to determine which behaviors, if done well, would provide the greatest boost in likelihood to trust government to do what is right about climate change.

The marginal effects on the likelihood to trust government associated with government performing well on the indicated behavior are displayed in the chart to the right. The coefficients for the significant drivers of trust are bolded.

<b>Government trust drivers</b>	<b>Increased likelihood of trust</b>
Balancing the need to address climate change with the need to ensure our country has access to reliable and affordable energy	<b>10.01%</b>
Developing regulations, policies and incentives that effectively get businesses to accelerate the pace at which they are reducing their greenhouse gas emissions	<b>7.27%</b>
Coordinating with local and regional governments to execute policies and solutions to combat climate change	<b>7.12%</b>
Subsidizing the development of new technologies that help combat climate change and its consequences	<b>6.69%</b>
Developing a clear set of standardized measures that can be used to determine progress in the fight against climate change both for the country as a whole as well as for individual companies	<b>4.81%</b>
Developing regulations, policies and incentives that effectively motivate people to reduce their own carbon and greenhouse gas footprints	<b>4.20%</b>
Balancing the need to address climate change with the need to support economic recovery and growth	<b>4.01%</b>
Making sure that people who are at risk of losing their jobs as the economy shifts away from fossil fuels get the retraining and support they need to transition into new jobs	<b>3.59%</b>
Educating people about how they can reduce their own carbon and greenhouse gas footprint	<b>3.21%</b>
Focusing on preparing our country for living with the consequences of climate change that we will not be able to prevent or avoid	2.49%*
Educating people about both the need to address climate change and the challenges and tradeoffs involved in doing so	1.64%*
Treating climate change as a non-partisan issue and working across ideological divides to address the challenge	1.46%*
Partnering with NGOs and business to develop and execute solutions to combat climate change	1.40%*

\*Non-significant effect.

# DATA ANALYSES EXPLAINED: HOW WE DETERMINED THE IMPACT OF PERFORMANCE ON LIKELIHOOD TO TRUST BUSINESS TO ADDRESS CLIMATE CHANGE

In order to examine the impact of business performance regarding climate-oriented behaviors on overall trust in business to do what is right when it comes to climate change, we first measured respondents' trust in business using this question and scoring:

**ECO\_TRU\_INS:** Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to addressing climate change 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.*

Next, perceptions of business performance were scored as either doing well or not doing well along 16 dimensions (shown on the right) using the following question and scoring:

**BUS\_CC\_PER:** How well do you feel business is currently doing at each of the following? Please indicate your answer using the 5-point scale below. *5-point scale, top 2 box = doing well.*

These performance scores were incorporated into a discrete choice analysis to determine which behaviors, if done well, would provide the greatest boost in likelihood to trust business to do what is right about climate change.

The marginal effects on the likelihood to trust business associated with business performing well on the indicated behavior are displayed in the chart to the right. The coefficients for the significant drivers of trust are bolded.

<i>Business trust drivers</i>	<i>Increased likelihood of trust</i>
Educating people about how they can reduce their own carbon and greenhouse gas footprint	<b>5.55%</b>
Adopting science-based targets and greenhouse gas emissions reduction goals to guide their climate-change strategies	<b>4.52%</b>
Applying any pressure necessary to ensure that their vendors, suppliers and business partners are working to reduce their impact on climate change	<b>4.28%</b>
Inventing new products and technologies that help combat climate change	<b>4.13%</b>
Using their influence to generate public and government support for new policies and programs designed to redress climate change	<b>4.12%</b>
Partnering with NGOs and government to develop and execute solutions to combat climate change	<b>4.02%</b>
Making sure that people who are at risk of losing their jobs as the economy shifts away from fossil fuels get the retraining and support they need to transition into new jobs	<b>3.88%</b>
Being willing to accept lower profits in order to make the investments necessary to do their part in the fight against climate change	<b>3.77%</b>
Putting climate change experts in leadership positions inside their organization to help develop and inform their climate-change strategies	<b>3.75%</b>
Making safe, effective, and reasonably priced climate-friendly products readily available	<b>3.32%</b>
Coordinating with other businesses, and even their competitors, to develop and execute industry-level policies and solutions to combat climate change	2.86%*
Educating people about both the need to address climate change and the challenges and tradeoffs involved in doing so	2.31%*
Certifying and clearly labeling products or services that have a smaller carbon footprint so consumers can easily identify more climate-friendly options	2.28%*
Being transparent about their impact on the environment and the effectiveness of what they are doing to reduce their greenhouse gas emissions	1.30%*
Tying executive pay and compensation to meeting climate-change-related goals such as shrinking the company's carbon footprint	0.43%*
Creating products and services that will help us live with the consequences of climate change that we are not able to prevent or avoid	0.17%*

\*Non-significant effect.

# FULL TEXT FOR ANSWER CHOICES ABBREVIATED: CLIMATE CHANGE ACTION

CLI\_RFBr3. You are about to see a series of two choices. For each pair, we want you to choose the one that you are more likely to believe.

Shortened	Full
We need to move faster to address climate change	Efforts to address climate change are moving too slowly. We need to move faster to avoid the worst consequences.
We need to move more slowly and make sure that we are not doing more harm than good	Efforts to address climate change are moving too quickly. We need to move more slowly and make sure that we are not doing more harm than good.

# FULL TEXT FOR ANSWER CHOICES ABBREVIATED: CLIMATE POLICY DRIVERS

CC\_CHOICEr5. You are about to see a series of two choices. For each pair, we want you to choose the one that best describes you or your beliefs.

Shortened	Full
Climate policy in this country is driven by politics, regardless of what the science says	Climate policy in this country is driven by politics and what politicians feel they need to do and say to get votes regardless of what the science says
Climate policy in this country is driven by science and scientific evidence	Climate policy in this country is driven by science and scientific evidence

# FULL TEXT FOR ANSWER CHOICES ABBREVIATED: NEED FOR INDIVIDUAL BEHAVIOR CHANGE

CLI\_AWR. Please indicate how much you agree or disagree with the following statements.

Shortened	Full
Business and governments can only do so much to address climate change; people will need to dramatically change their habits	Business and governments can only do so much to address climate change; in the end, people will need to dramatically change their way of life and their consumption habits to solve the problem



**FULL TEXT FOR ANSWER CHOICES ABBREVIATED:**  
**ACTIONS TAKEN TO REDUCE PERSONAL IMPACT ON CLIMATE CHANGE**

GRE\_CUR\_CHG. Which of the following statements most accurately describes what you are currently doing to shrink your carbon footprint and reduce your personal impact on climate change?

Shortened	Full
Nothing / a few things that save money or are required (net)	<p>I am not doing anything to reduce my impact on climate change</p> <p>I am doing a few things to reduce my impact on climate change, but mostly because they save me money or are required by law</p>
Some things that do not cost me extra money or are inconvenient	I am doing some things to reduce my impact on climate change beyond what is required by law, but only if they do not cost me extra money and are not inconvenient
Many things that require more cost, inconvenience or lifestyle change (net)	<p>I am doing many things to reduce my impact on climate change even though it often means spending more money or having to deal with some inconvenience</p> <p>I am doing a lot to reduce my impact on climate change even though it means making significant lifestyle changes and investing a lot of money in technologies that help reduce my carbon footprint</p>

# FULL TEXT FOR ANSWER CHOICES ABBREVIATED: BARRIERS TO SUSTAINABLE LIFESTYLES

ECO\_BAR. How big a role does each of the following have in keeping you from closing the gap between how climate-friendly your lifestyle currently is and how climate-friendly you would ideally like it to be?

Shortened	Full
Climate-friendly options cost more than I am willing to pay	Climate-friendly products and options cost more than I am willing to pay
I am unsure which options are more climate-friendly	I am often unsure which product/service options are the more climate-friendly ones
No institutional support: it takes too much effort	I do not have the institutional support I need to do better. Things in this country are not set up or designed to make being climate-friendly the easy option. It always requires extra effort.
A lack of information about how to reduce my climate impact	A lack of information. I do not know how to go about further reducing my personal impact on climate change
Climate-friendly options are not readily available where I live	Climate-friendly options and products are not readily available where I live

# FULL TEXT FOR ANSWER CHOICES ABBREVIATED: ACTIONS FOR GOVERNMENT TO BUILD TRUST

GOV\_CC\_PER. How well do you feel government is currently doing at each of the following? Please indicate your answer using the 5-point scale below.

Shortened	Full
Balance climate action with our country's energy needs	Balancing the need to address climate change with the need to ensure our country has access to reliable and affordable energy
Get business to reduce emissions	Developing regulations, policies and incentives that effectively get businesses to accelerate the pace at which they are reducing their greenhouse gas emissions
Coordinate with local governments on climate solutions	Coordinating with local and regional governments to execute policies and solutions to combat climate change
Subsidize new technologies that combat climate change	Subsidizing the development of new technologies that help combat climate change and its consequences

**FULL TEXT FOR ANSWER CHOICES ABBREVIATED:  
ACTIONS FOR BUSINESS TO BUILD TRUST**

BUS\_CC\_PER. How well do you feel business is currently doing at each of the following? Please indicate your answer using the 5-point scale below.

Shortened	Full
Educate people how to reduce their own climate impact	Educating people about how they can reduce their own carbon and greenhouse gas footprint
Adopt science-based climate targets	Adopting science-based targets and greenhouse gas emissions reduction goals to guide their climate-change strategies
Ensure suppliers reduce their climate impact	Applying any pressure necessary to ensure that their vendors, suppliers and business partners are working to reduce their impact on climate change
Invent climate-friendly products and technologies	Inventing new products and technologies that help combat climate change

# FULL TEXT FOR ANSWER CHOICES ABBREVIATED: CLIMATE SOLUTIONS AND INFORMATION ACCESS

CLI\_AGR\_UND. Please indicate how much you agree or disagree with the following statements.

Shortened	Full
There is not enough reporting in the media about solutions to climate change	There is not enough reporting in the media about what can be done to fight climate change and address its consequences
It is too difficult to find trustworthy information about climate change	It is more difficult than it should be to find trustworthy information about climate change
It is almost impossible to find climate change information I can easily understand	It is almost impossible to find information about climate change that I can easily understand

**FULL TEXT FOR ANSWER CHOICES ABBREVIATED:  
GREEN CHOICES**

CC\_PER\_AGR. Please indicate your level of agreement with the statements below using a nine-point scale where one means “strongly disagree” and nine means “strongly agree”.

Shortened	Full
Companies should stop advertising products or encouraging activities that are bad for the environment	If we are to bring climate change under control, companies will have to stop creating advertising that actively encourages people to buy products or engage in activities that are bad for the environment

CLI\_AGR\_UND. Please indicate how much you agree or disagree with the following statements.

Shortened	Full
Products should have a label or QR code that allows people to easily see its environmental impact, as rated by an independent agency	All products sold in this country should have a QR code or some other label, issued by an independent rating agency, that allows people to quickly and easily see what the environmental impact of making and using that product is

# FULL TEXT FOR ANSWER CHOICES ABBREVIATED: NGO PARTNERSHIP

CLI\_RFBr2. You are about to see a series of two choices. For each pair, we want you to choose the one that you are more likely to believe.

Shortened	Full
The best way for environmental NGOs to increase their impact is to work in close partnership with corporations to reduce their impact on the environment	The best way for environmental NGOs to increase their impact and effectiveness is to enhance their collaborations with corporations, working in close partnership with them to reduce their impact on the environment
The best way for environmental NGOs to increase their impact is to be more militant in holding corporations accountable	The best way for environmental NGOs to increase their impact and effectiveness is to be more aggressive and even militant in holding corporations accountable for their behavior, and in disrupting corporate projects that will be harmful to the environment

# FULL TEXT FOR ANSWER CHOICES ABBREVIATED: EFFECTIVE CLIMATE CHANGE SOLUTIONS

ECO\_TRU\_SOL. For each of the strategies listed below, please rate how effective you think it is or would be in combating climate change.

Shortened	Full
Protect and restore natural habitats	Protecting and restoring natural habitats; planting more trees and increasing biodiversity
Invest in clean, renewable energy sources	Investing more in clean, renewable energy sources such as wind, solar, and geothermal
Develop carbon reduction solutions, products and technologies	Developing carbon reduction solutions, products and technologies in specific industries (e.g., aviation, shipping, trucking, manufacturing, etc.)
Developed countries financing climate initiatives in developing countries	Developed countries helping to finance global climate initiatives and projects in developing countries
Individuals changing their behaviors and consumption patterns	Individuals changing their behaviors and consumption patterns in ways that significantly reduce their personal carbon footprints



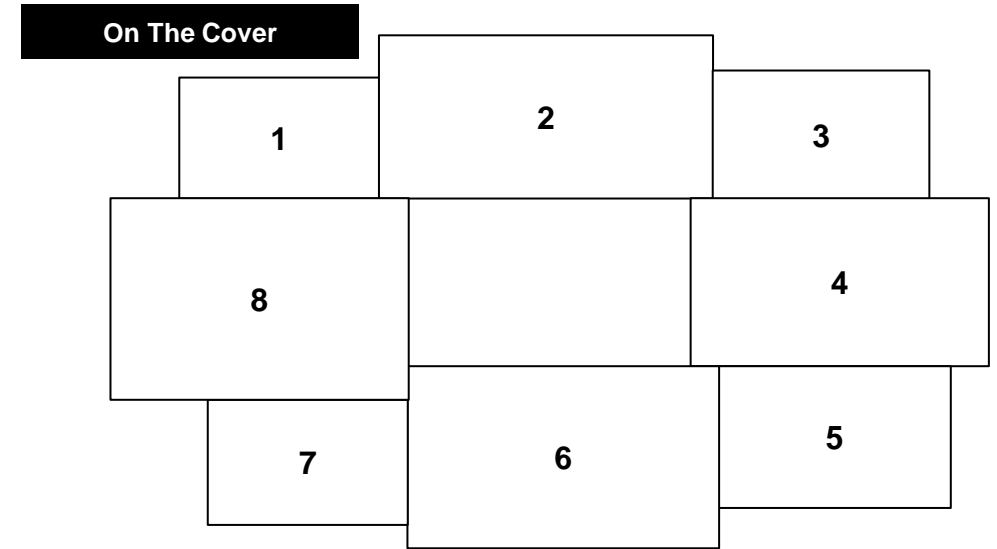
## FULL TEXT FOR ANSWER CHOICES ABBREVIATED: CLIMATE SOLUTION BENEFITS

CHG\_LFE\_IMP. What type of impact do you believe that current programs, policies, and solutions designed to combat climate change are having, or are poised to have, on each of the following? (Please select one response for each.)

Shortened	Full
Development of important new technologies	The development of important new technologies
Our long-term health	The long-term health of our country's citizens
Our country's global competitiveness	Our country's ability to compete globally
Job creation	Job creation and the availability of high-quality, good paying jobs
Our country's energy security	Our country's energy security (the ability to ensure that our country will always have the energy it requires to meet the needs of its people and businesses)
My health and wellbeing	My health and wellbeing
My children's quality of life	The quality of life my children and grandchildren will have
My personal comfort	My personal comfort (being warm in winter, cool in summer, full access to hot water)
My ability to travel	My ability to travel when, where, and by the means I want to
Gas and energy prices	Gas and energy prices

## COVER IMAGE CREDITS

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## SLIDE 3 IMAGE CREDITS

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