



Edelman Trust Barometer 2022



2022 EDELMAN TRUST BAROMETER

Methodology

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).

Annual online survey in its 22nd year

Fieldwork conducted: Nov 1 – Nov 24, 2021

28

countries

36,000+

respondents

1,150+

respondents/country

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*

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.

22 YEARS OF TRUST

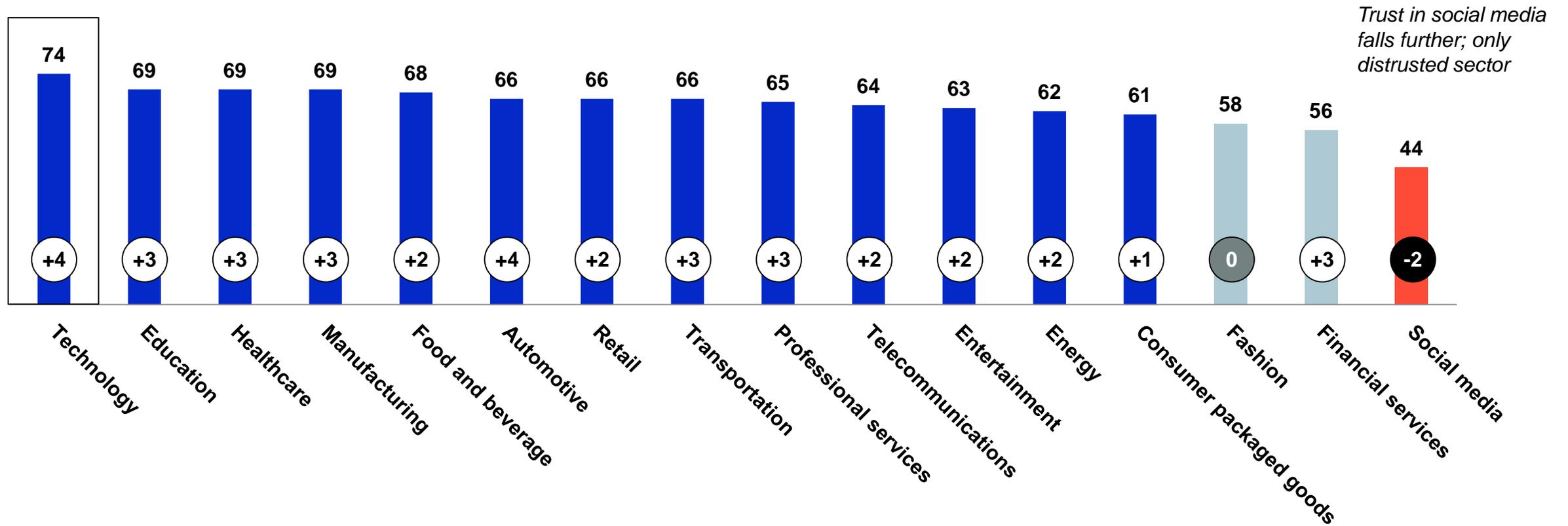
'01	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11
Rising Influence of NGOs	Fall of the Celebrity CEO	Earned Media More Credible Than Advertising	U.S. Companies in Europe Suffer Trust Discount	Trust Shifts from "Authorities" to Peers	A "Person Like Me" Emerges as Credible Spokesperson	Business More Trusted 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



**TRUST IN TECH HIGH, BUT
UNDER PRESSURE**

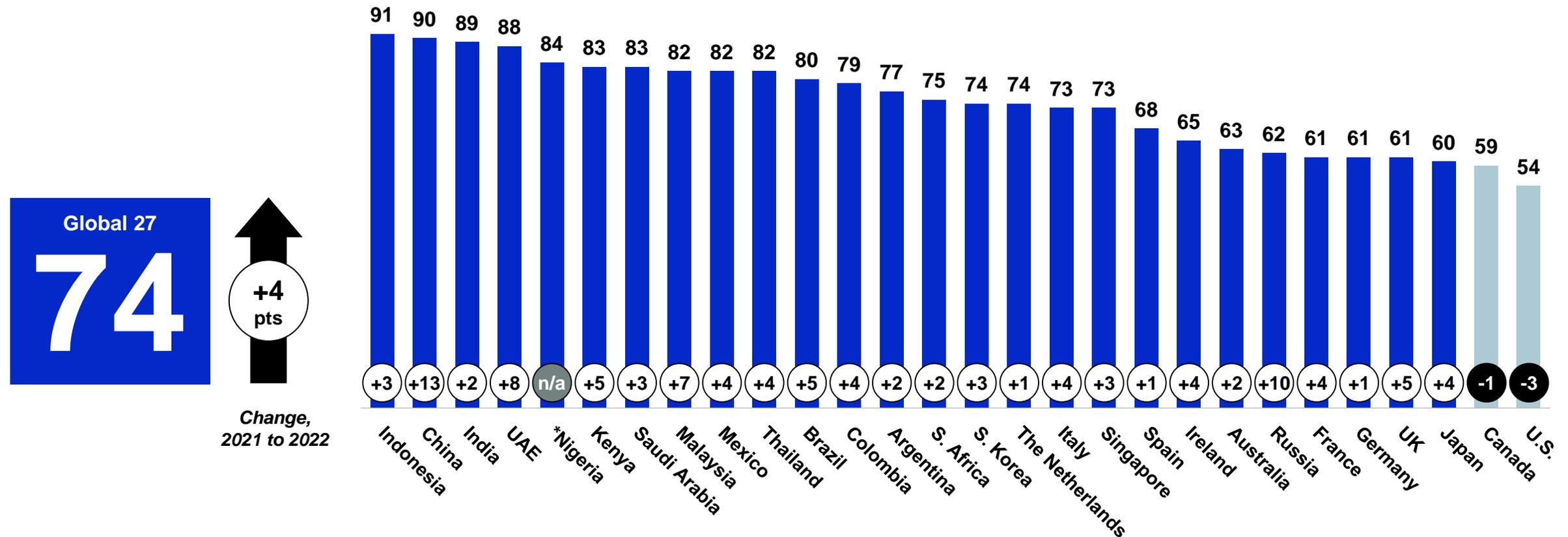
GLOBALLY, TECH SECTOR MOST TRUSTED

Percent trust



TRUST IN TECHNOLOGY INCREASES IN 25 OF 27 COUNTRIES

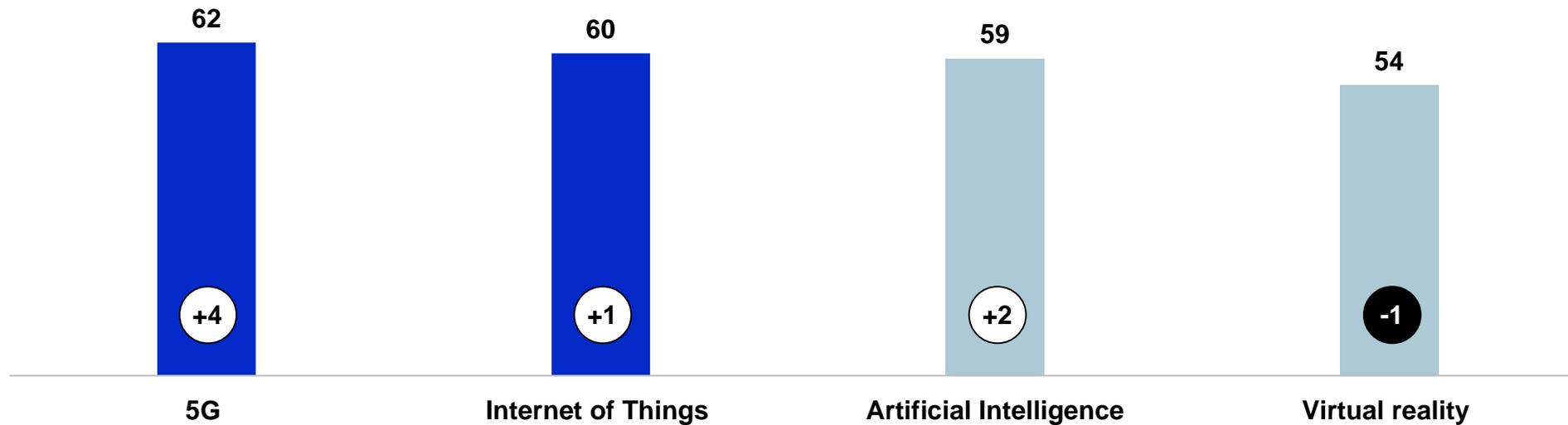
Percent trust



2022 Edelman Trust Barometer. TRU_IND. [TECHNOLOGY] 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.
 *Nigeria not included in the global average

GLOBALLY, 5G AND IOT SUBSECTORS NOW TRUSTED

Percent trust

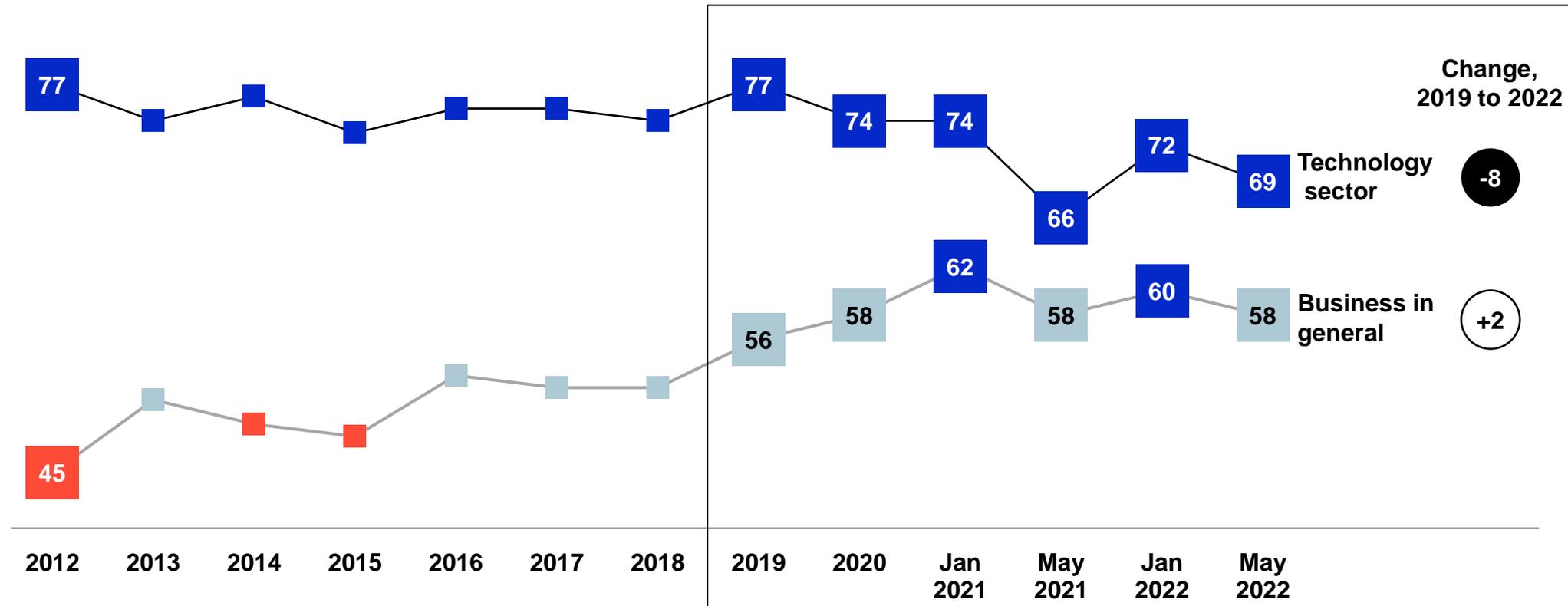


TRUST IN TECH WEAKENS SINCE START OF PANDEMIC

Percent trust in the technology sector vs. trust in business



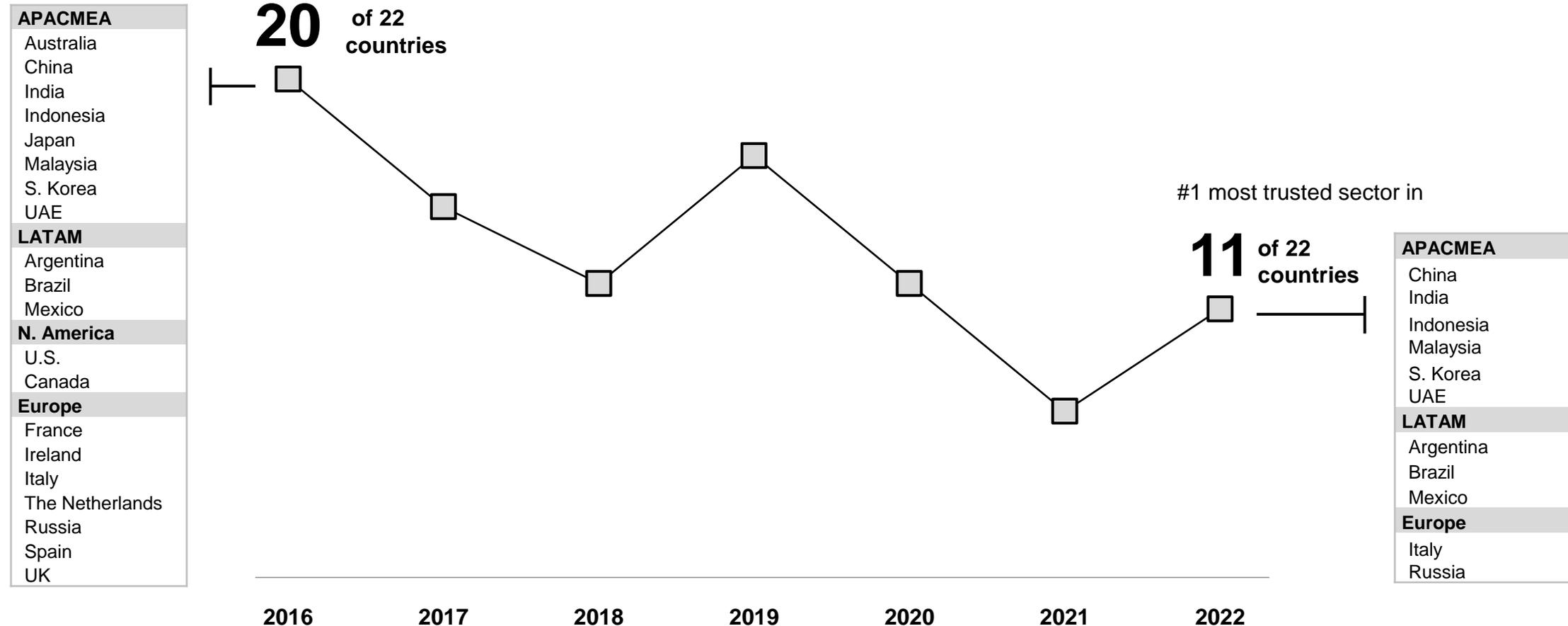
Global 10



2021 Edelman Trust Barometer. TRU_IND. [TECHNOLOGY] 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. TRU_INS. [BUSINESS] 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, 10-mkt avg.

TECHNOLOGY SECTOR LOSES TRUST LEADERSHIP IN INDIVIDUAL COUNTRIES

Number of countries in which technology is the #1 most trusted sector

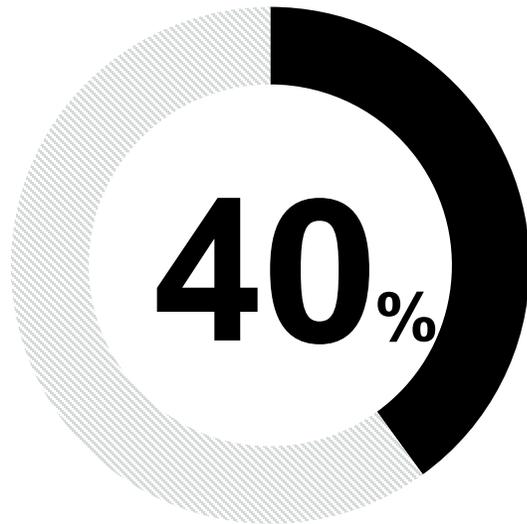


2022 Edelman Trust Barometer. TRU_IND. [TECHNOLOGY] Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 22-mkt avg.

DATA PRIVACY TOP CONCERN RAISING THE STAKES FOR TRUST IN BUSINESS

Percent who say

Being able to trust business is
more important to me today
than in the past



Data privacy concerns I need to trust they will use my data ethically, protect it from hackers	56
More at stake The problems we are facing today are bigger and more serious	50
More vulnerable Business has more power over our lives than ever before	48
More dependent I rely on business for my personal well-being and sense of security more than in the past	30

Concerns about data privacy highest in:
Ireland (69), Singapore (67),
Thailand (62), UK (62), Spain (61)

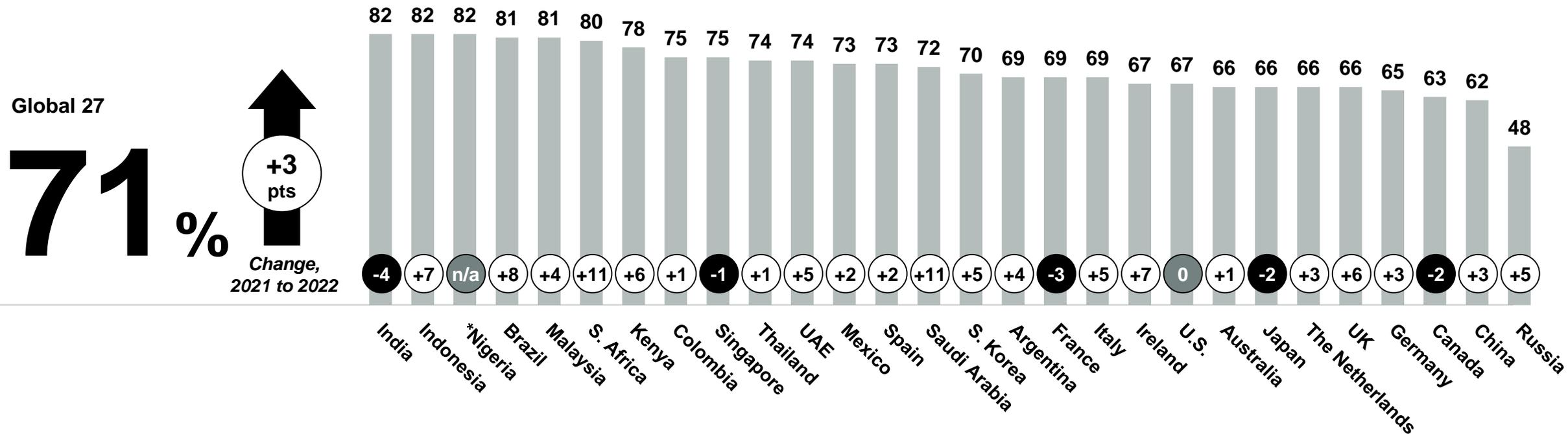
2022 Edelman Trust Barometer. IMP_BUS_TRU. Is it less, equally, or more important to you to be able to trust business today than it was in the past? Question asked of half of the sample. 3-point scale; code 3, more important. IMP_BUS_MRE. You just indicated that it is more important to you to be able to trust business today than in the past. Among the potential reasons listed below, please select those, if any, that best describe why it has become more important to you to be able to trust business. Pick all that apply. Question asked of those that said it is more important today than in the past to trust business (IMP_BUS_TRU/3). General population, 27-mkt avg.

WIDESPREAD FEARS OF CYBER-ATTACKS

Percent who say

● — ● — ● Change, 2021 to 2022

I worry about **hackers, cyber-attacks** and **cyber terrorism**



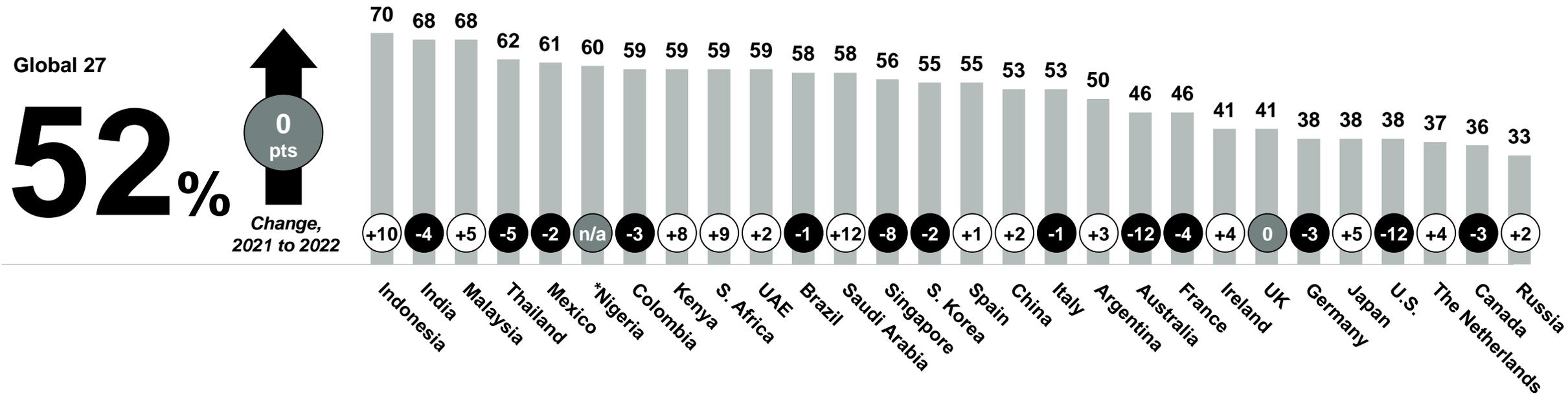
2022 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Attribute shown to half of the sample. General population, 27-mkt avg. *Nigeria is not included in the global average

CONCERNS ABOUT JOB LOSS TO AUTOMATION

Percent of employees who say

● — ● — ●+ Change, 2021 to 2022

I worry about **automation and/or other innovations** taking my job away



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. Attribute asked to those who are an employee of an organization (Q43/1). General population, 27-mkt avg. *Nigeria is not included in the global average

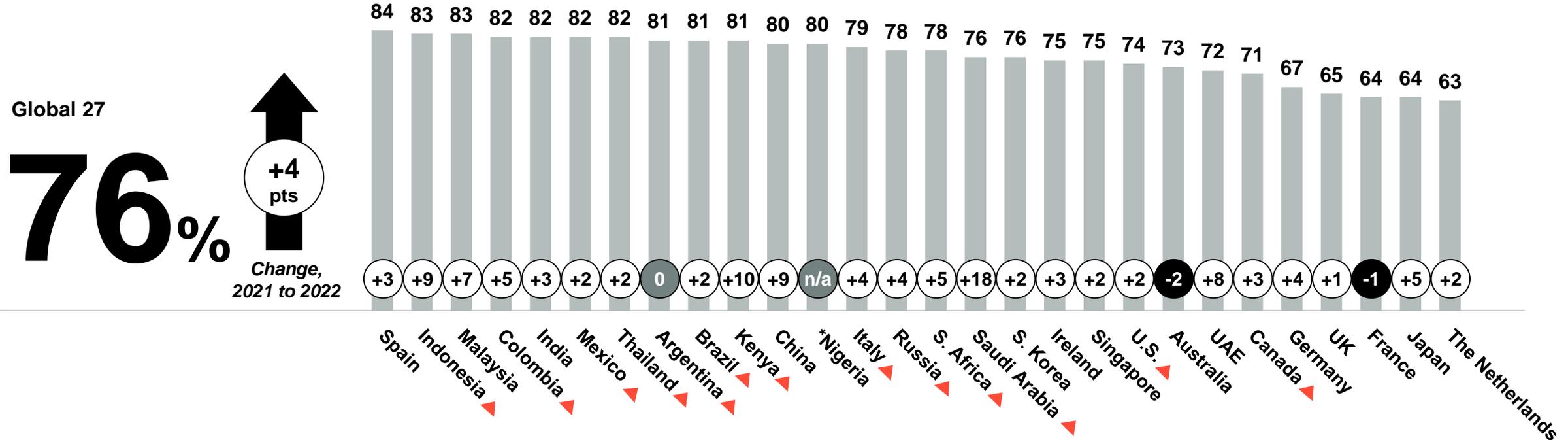
FAKE NEWS CONCERNS AT ALL-TIME HIGHS

Percent who agree



▲ 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

MAJORITY WORRY ABOUT JOB LOSS

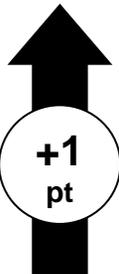
Percent of employees who say

● 0 ● + Change, 2021 to 2022

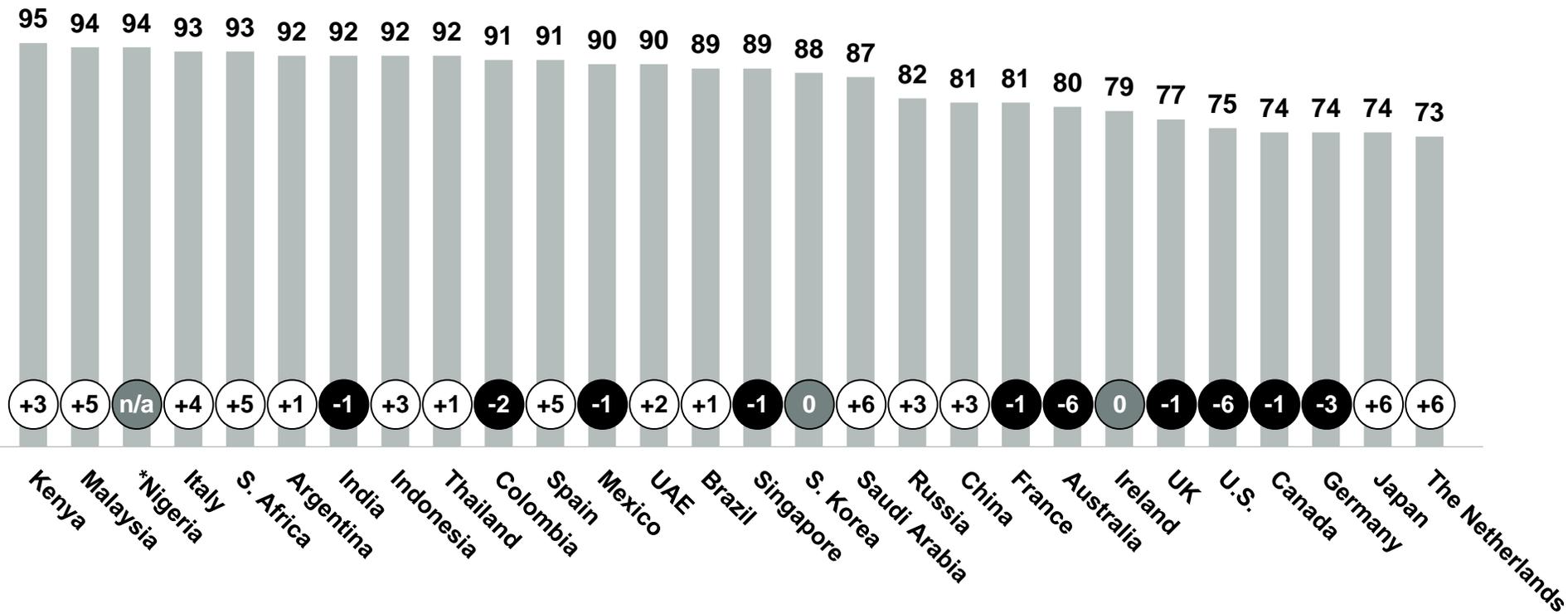
I worry about **losing my job**

Global 27
(net)

85%



Change,
2021 to 2022



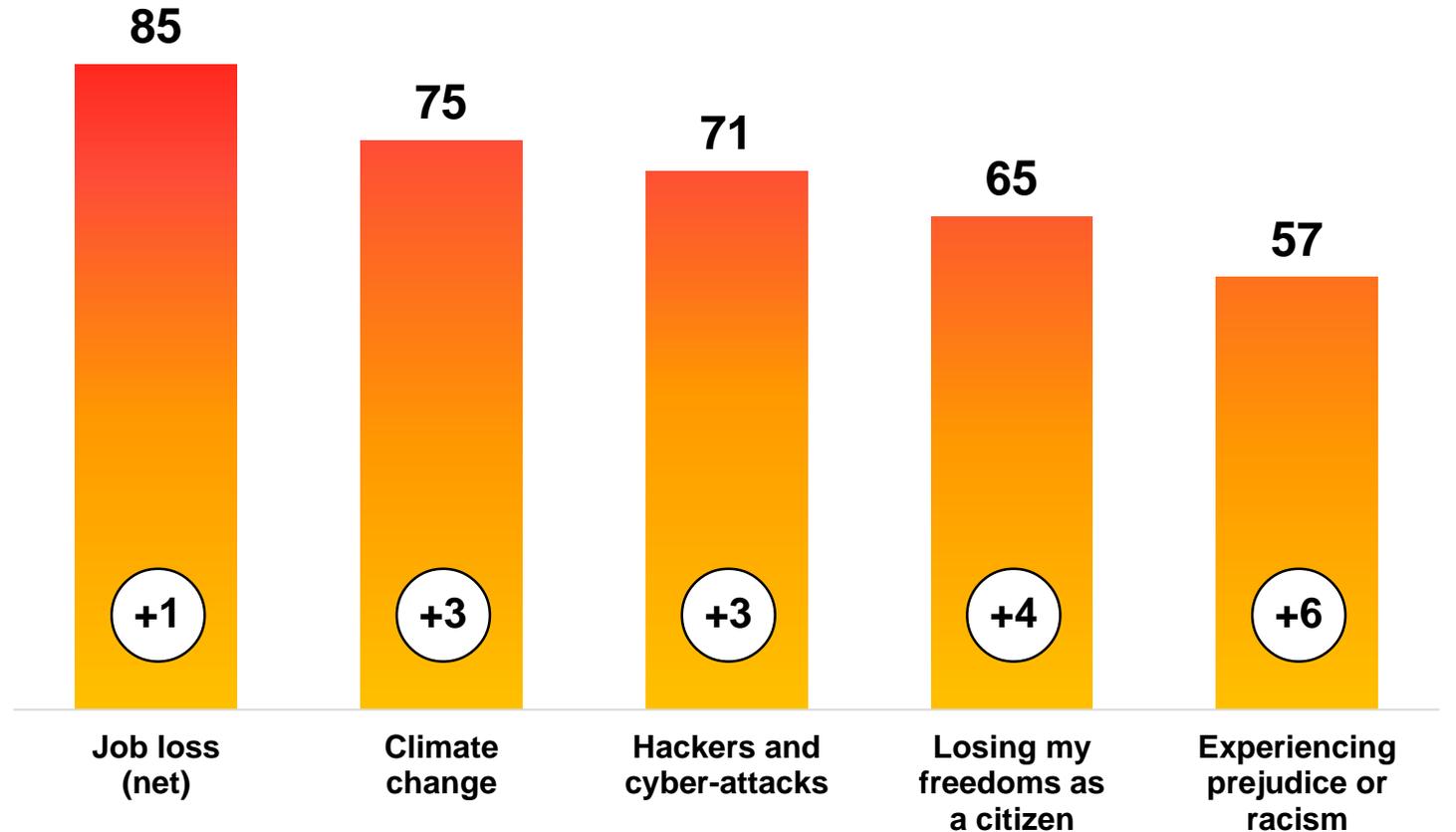
2022 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. General population, 27-mkt avg. Job 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.

*Nigeria is not included in the global average

SOCIETAL FEARS ON THE RISE

Percent who worry about...

Change, 2021 to 2022



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, 27-mkt avg. 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.



**FOR TECH WORKERS, TRUSTED
LEADERSHIP CRITICAL**

ALL STAKEHOLDERS HOLD BUSINESS ACCOUNTABLE

Percent who agree

Global 27

58%

**Buy or advocate
for brands**

based on their beliefs
and values

60%

**Choose a place
to work**

based on their beliefs
and values

64%

Invest
based on their
beliefs and values

Global 7

Source: 2021 Edelman Trust Barometer
Special Report: Institutional Investors

88%

of institutional investors
subject ESG to the same scrutiny
as operational and financial
considerations

2022 Edelman Trust Barometer. Belief-driven consumer, employee, and investor segments. General population, 27-mkt avg. Employee data is filtered to be among employees of an organization (Q43/1). Investor data is only among those who sell stocks, bonds, or mutual funds as a standalone or employer-sponsored investment (INVESTOR/1). See Technical Appendix for a full explanation of how belief-driven consumers, employees, and investors were measured.

2021 Edelman Trust Barometer Special Report: Institutional Investors. Q7. Please indicate the extent to which you agree or disagree with the following statements regarding shareholder activism. 4-point scale; top 2 box, agree. 7-mkt avg.

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

Global 27,
General population

81% (net)

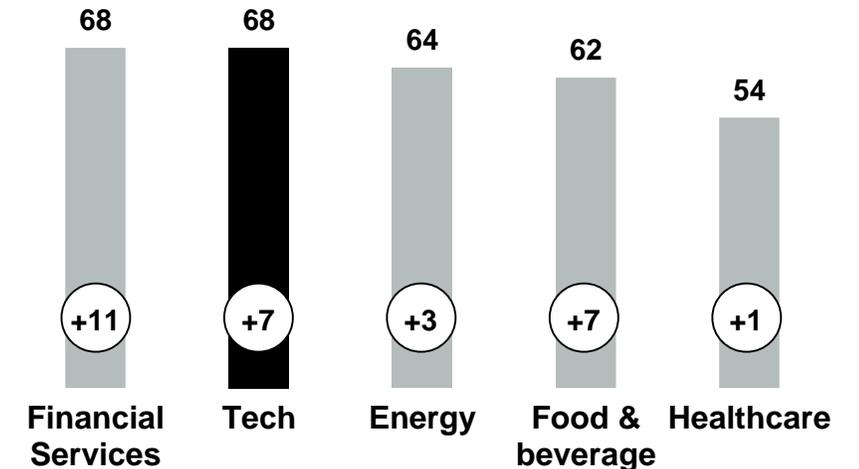
When considering a job, I expect the CEO to speak publicly about **controversial social and political issues that I care about**

Global 25,
All employees

60%

+5 pts
Change,
2019 to 2022

Those employed in...



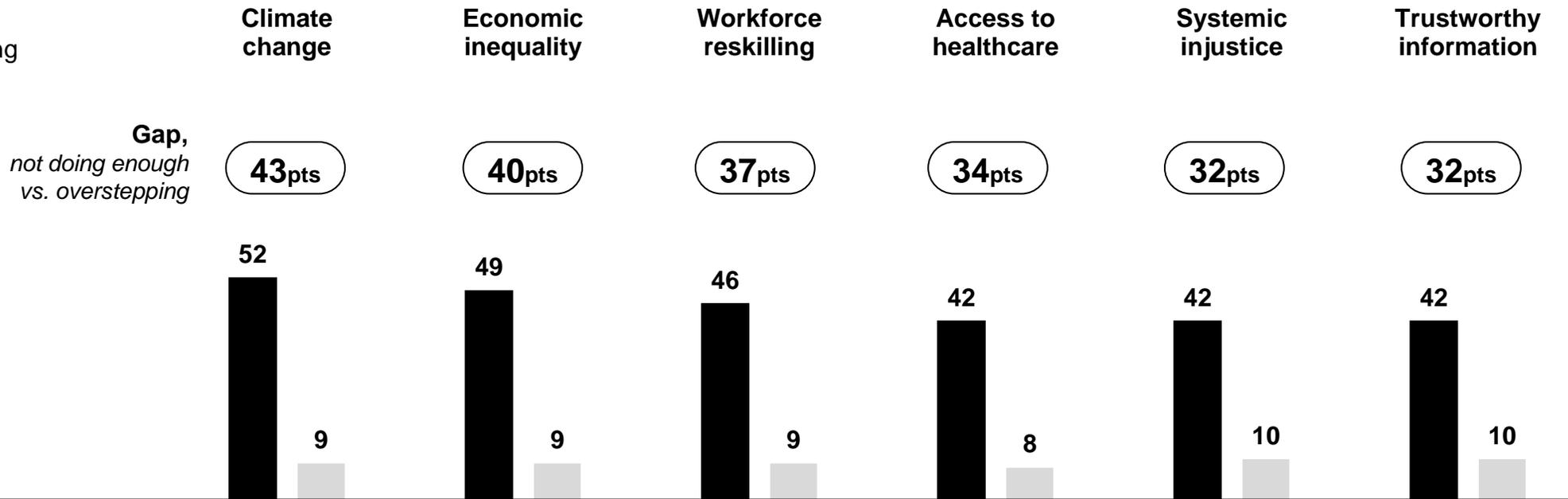
2022 Edelman Trust Barometer. CEO_VIS. How visible do you think a CEO should personally be in these different types of business situations? 9-point scale; top 4 box, visible. Question asked of half of the sample. General population, 27-mkt avg. Data shown is a net of attributes 2 and 10. EMP_IMP. When 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, 25-mkt avg., and by sector employed in (Q420).

WANT MORE, NOT LESS, BUSINESS ENGAGEMENT ON SOCIETAL ISSUES

Percent who say

On addressing each **societal issue**,
business is...

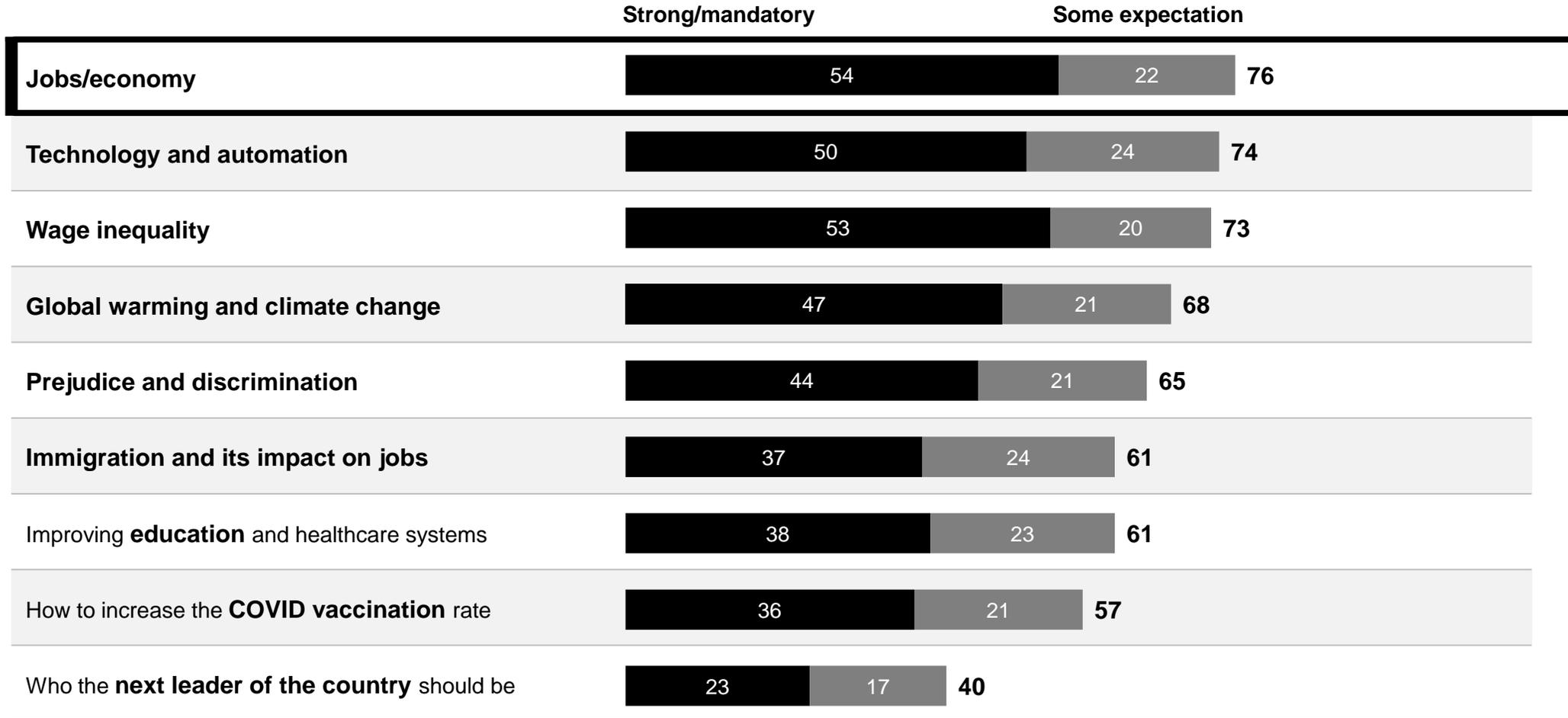
■ not doing enough
□ overstepping



2022 Edelman Trust Barometer. BUS_BND. Think about business as an institution, and its current level of engagement in addressing societal needs and issues. When it comes to each of the following areas, please indicate if you think business is going too far and overstepping what it should be doing, is doing just the right amount in regard to this activity, or is not going far enough in its actions and should be doing more. 3-point scale; code 3, "not doing enough"; code 1, "overstepping". General population, 27-mkt avg.

CEOS EXPECTED TO INFORM POLICY ON JOBS, AUTOMATION

Percent who expect CEOs to inform and shape conversations and policy debates about each issue

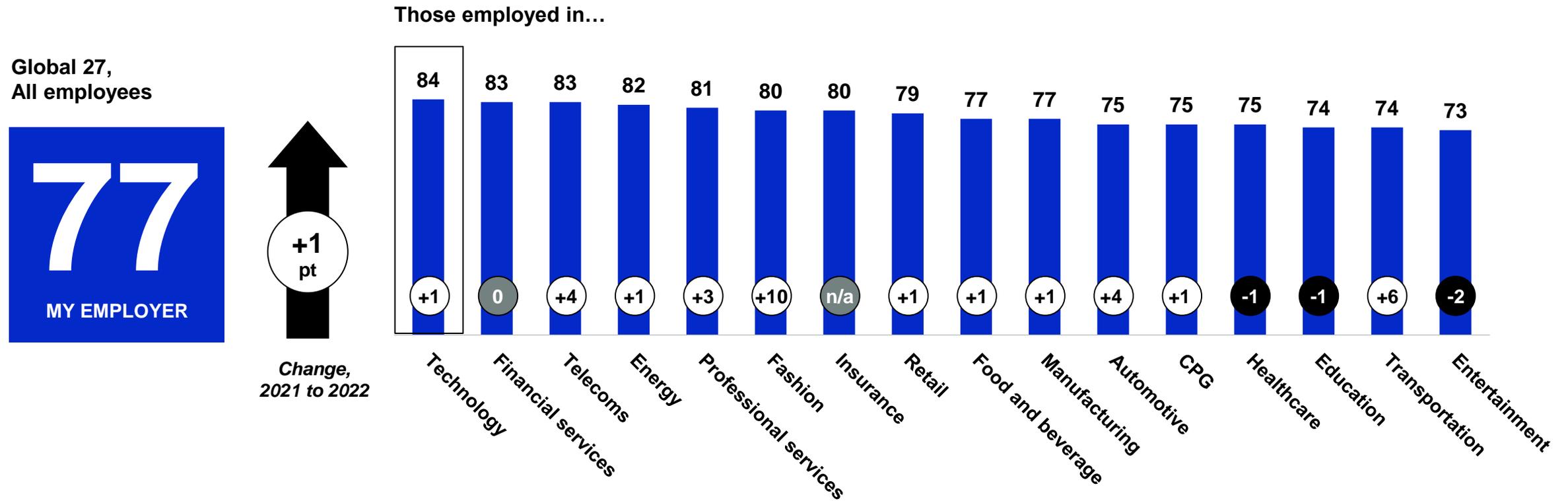


#1 expectation for tech sector employees, tied with wage inequality

2022 Edelman Trust Barometer. CEO_RSP. For each of the following topics, please indicate to what degree corporate CEOs should be held responsible for directly helping to inform and shape ongoing conversations and policy debates. 5-point scale; codes 4-5, strong/mandatory; code 3, some expectation. Question asked of half the sample. General population, 27-mkt avg. "Improving education and healthcare" is an average of attributes 9 and 10. "Jobs/economy" is an average of attributes 11 and 12. Callout among those employed in the tech sector (Q420/13 and Q43/1).

MORE THAN 8 IN 10 TECH WORKERS TRUST THEIR EMPLOYER

Percent trust in my employer

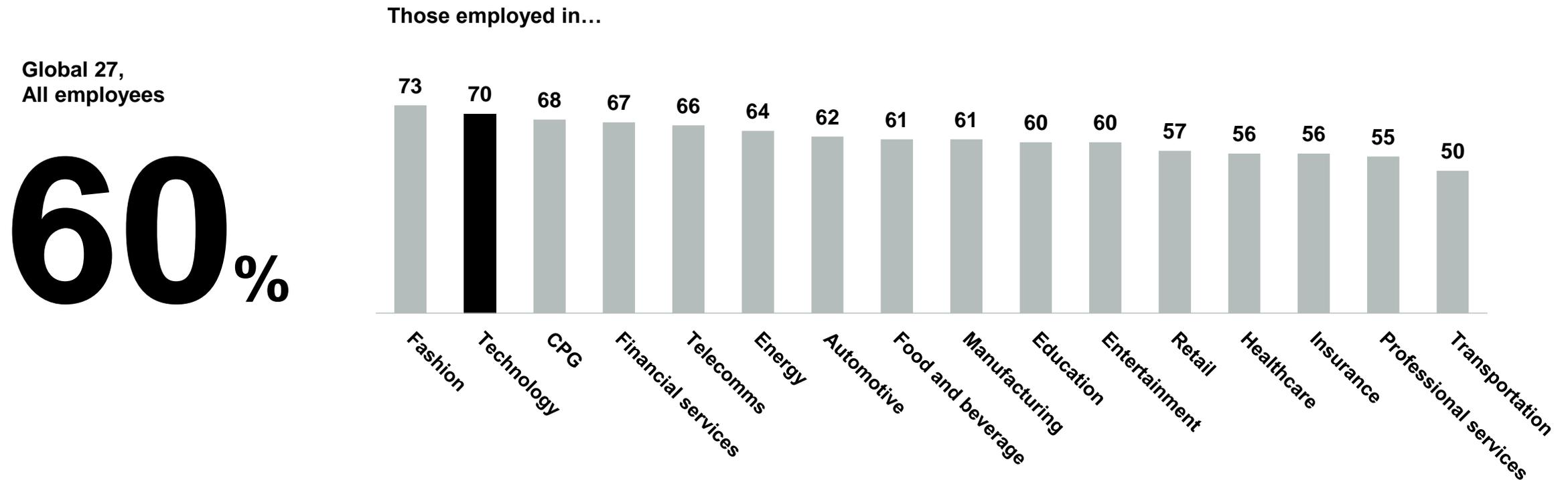


2022 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg., and by sector employed in (Q420). "Your employer" only shown to those who are an employee of an organization (Q43/1).

7 IN 10 TECH WORKERS CHOOSE EMPLOYERS BASED ON BELIEFS

Percent who agree, among employees

I choose a place to work based on my beliefs and values



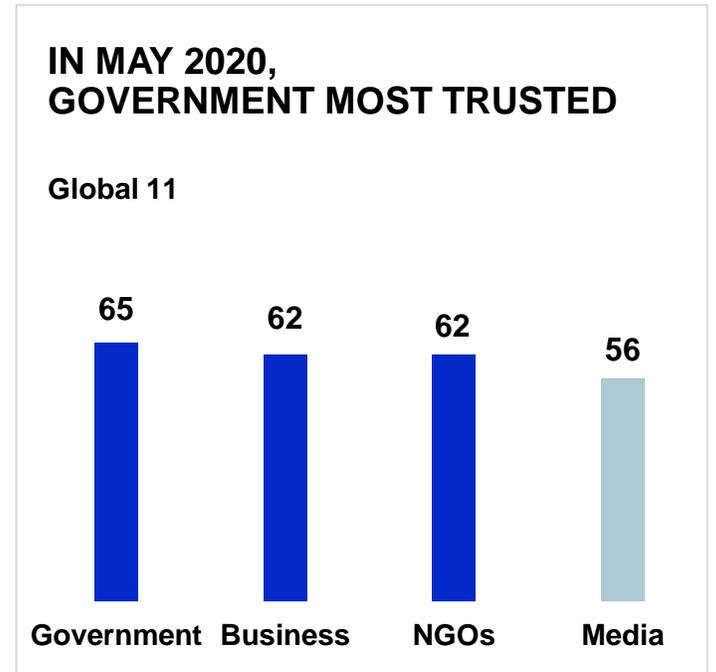
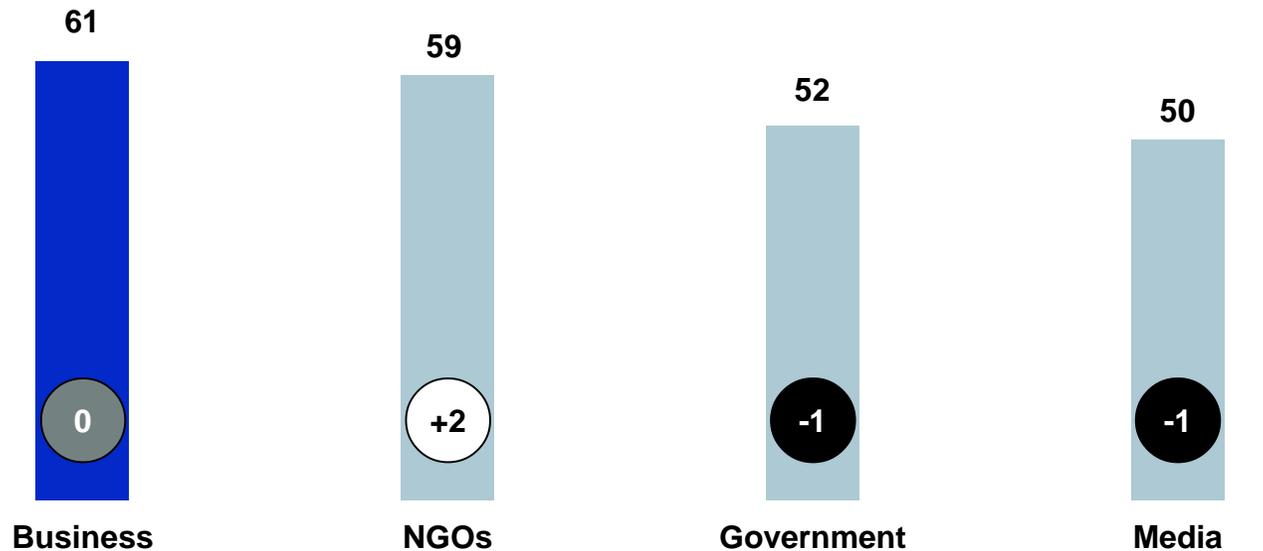
A black and white photograph of a press conference at the World Health Organization. In the background, a man in a suit and glasses, identified as Tedros Adhanom Ghebreyesus, is speaking at a podium. The podium has a nameplate that reads "Tedros Adhanom Ghebreyesus". Behind him is a banner with the WHO logo and the text "World Health Organization" in multiple languages. In the foreground, several people are seated at a long table, some wearing face masks. One person in the center is gesturing with their hand. The overall scene is a formal meeting or press conference.

GOVERNMENT AND MEDIA NOT TRUSTED TO SOLVE ISSUES

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

Percent trust

Global 27



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.

GOVERNMENT NOT SEEN AS ABLE TO SOLVE SOCIETAL PROBLEMS

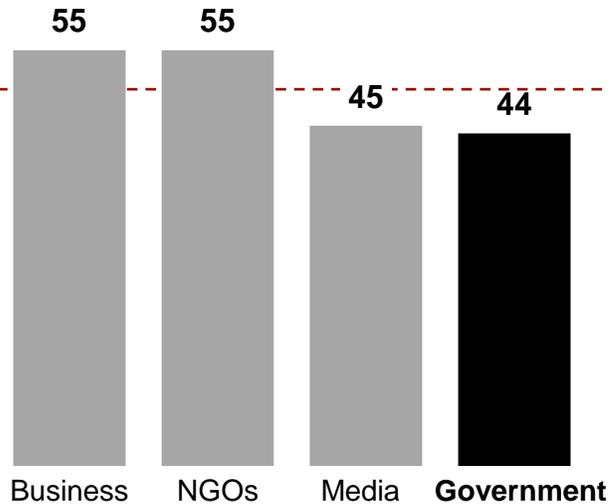
Percent who say each is a strength of institutions

Take a leadership role

Coordinate cross-institutional efforts to solve societal problems

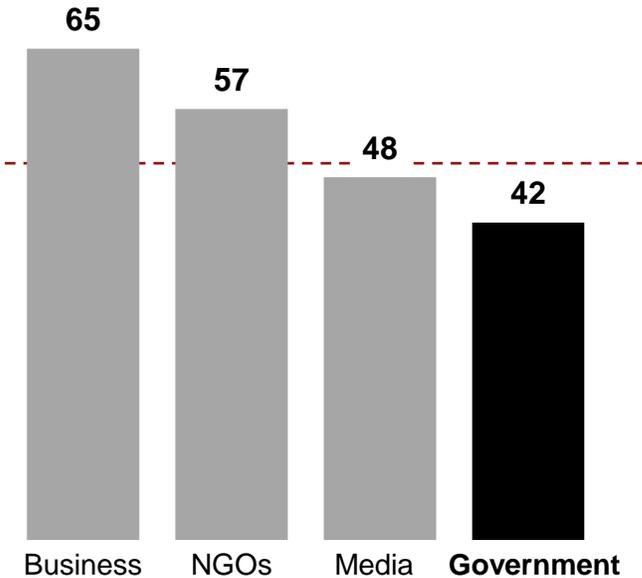
Majority do not see as strength

50%



Get results

Successfully execute plans and strategies that yield results



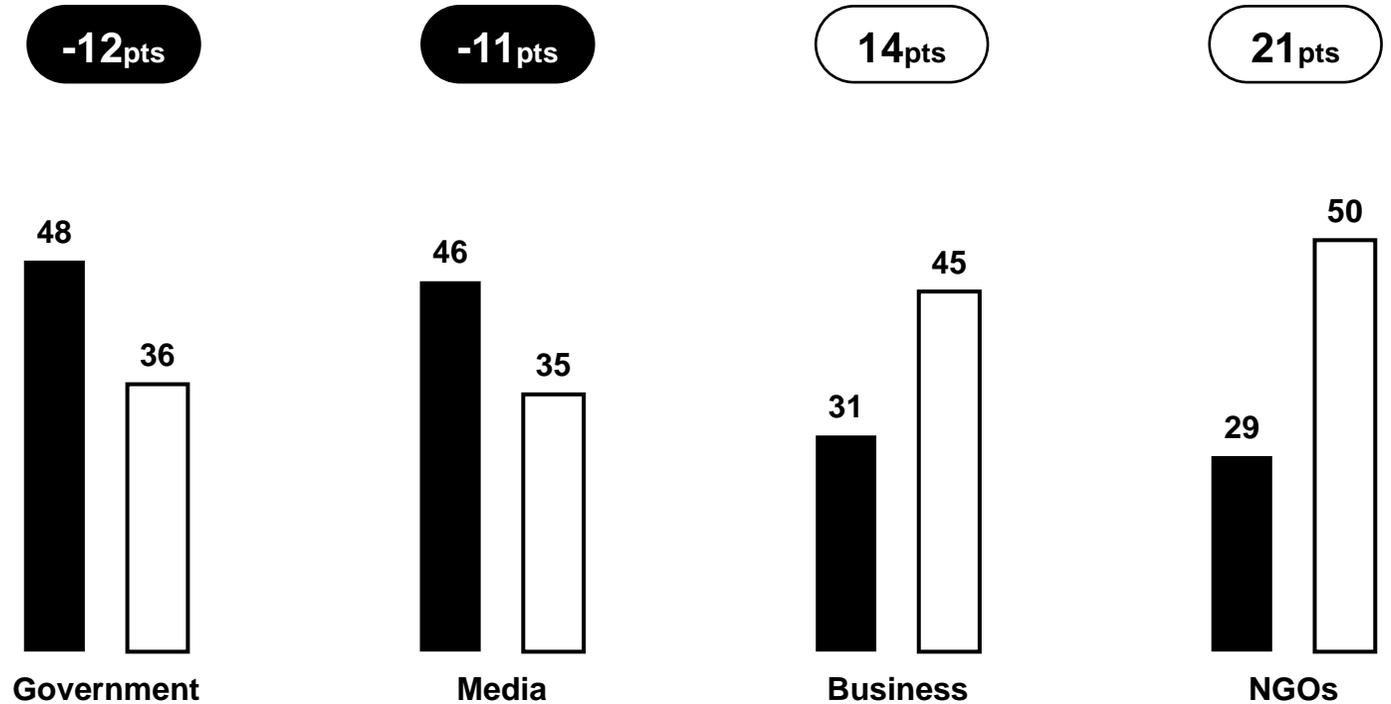
GOVERNMENT AND MEDIA SEEN AS DIVISIVE

Percent who say

These institutions are...

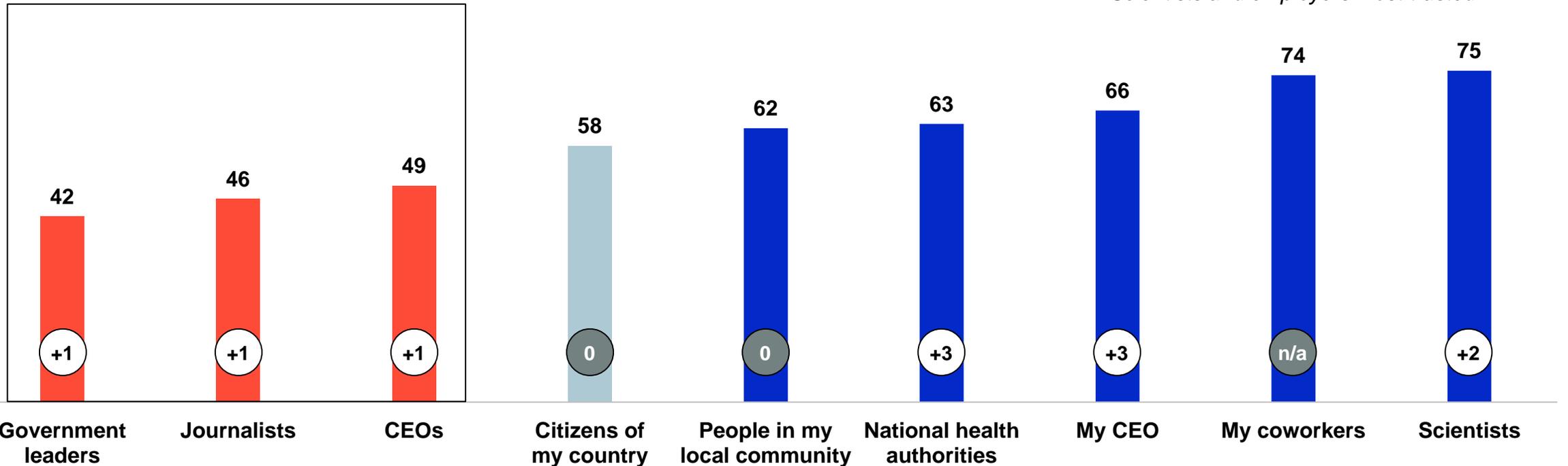
■ a **dividing force** in society □ a **unifying force** in society

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



SOCIETAL LEADERS NOT TRUSTED

Percent trust



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, 27-mkt avg. “My coworkers” and “my CEO” only shown to those who are an employee of an organization (Q43/1).



**BUSINESSES SEEN AS CAPABLE
OF EFFECTING POSITIVE CHANGE**

BUSINESS SEEN AS COMPETENT AND EFFECTIVE DRIVERS OF POSITIVE CHANGE

Net ethical scores in detail

	Business Net score	NGOs Net score	Government Net score	Media Net score	
Effective	29pts	30	-7	9	Highly effective agent of positive change vs Completely ineffective agent of positive change
Visionary	19	22	-10	-5	Has vision for the future I believe in vs Does not have a vision for the future I believe in
Fair	-7	11	-19	-12	Serves the interests of everyone equally and fairly vs Serve the interests of only certain groups of people

*Watchout for business:
negative score for fairness*

INFORMATION QUALITY NOW MOST POWERFUL TRUST BUILDER ACROSS INSTITUTIONS

Potential trust gain associated with doing each well (top 5)

Business	% pt gain	NGOs	% pt gain	Government	% pt gain	Media	% pt gain
Information quality	3.0	Information quality	3.2	Information quality	6.1	Information quality	6.6
Hold others accountable	2.5	Exert power effectively	2.4	Take a leadership role	3.7	Communication and transparency	3.2
Communication and transparency	2.3	Work with other institutions and organizations	2.3	Exert power effectively	3.5	Exert power effectively	2.5
Exert power effectively	2.1	Take a leadership role	2.1	Long-term thinking and planning	3.2	Change management	2.2
Get results	1.8	Change management	2.0	Hold others accountable	3.2	Hold others accountable	2.0

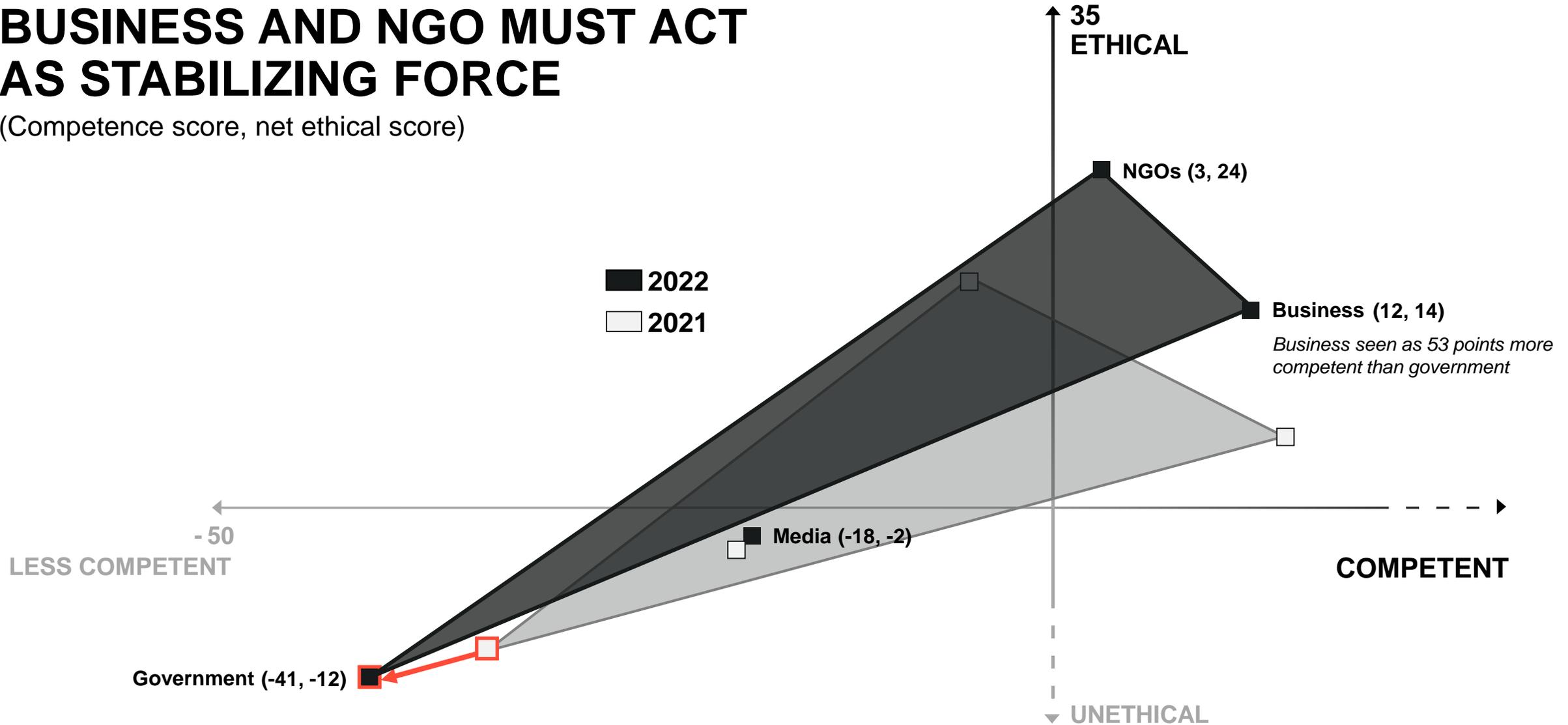
2022 Edelman Trust Barometer. Regression analysis. CMP_ARE_[INS]. Thinking about [institution] as they are today, please indicate whether you consider each of the following dimensions to be one of their areas of strength or weakness. 5-point scale; top 2 box, strength. Question asked of half of the sample. 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, 24-mkt avg. For a full explanation of how this data was calculated, please see the Technical Appendix. Data not collected in China, Thailand and Russia for CMP_ARE_[INS].



**TECHNOLOGY COMPANIES MUST
MEET THE DEMAND FOR ACTION**

BUSINESS AND NGO MUST ACT AS STABILIZING FORCE

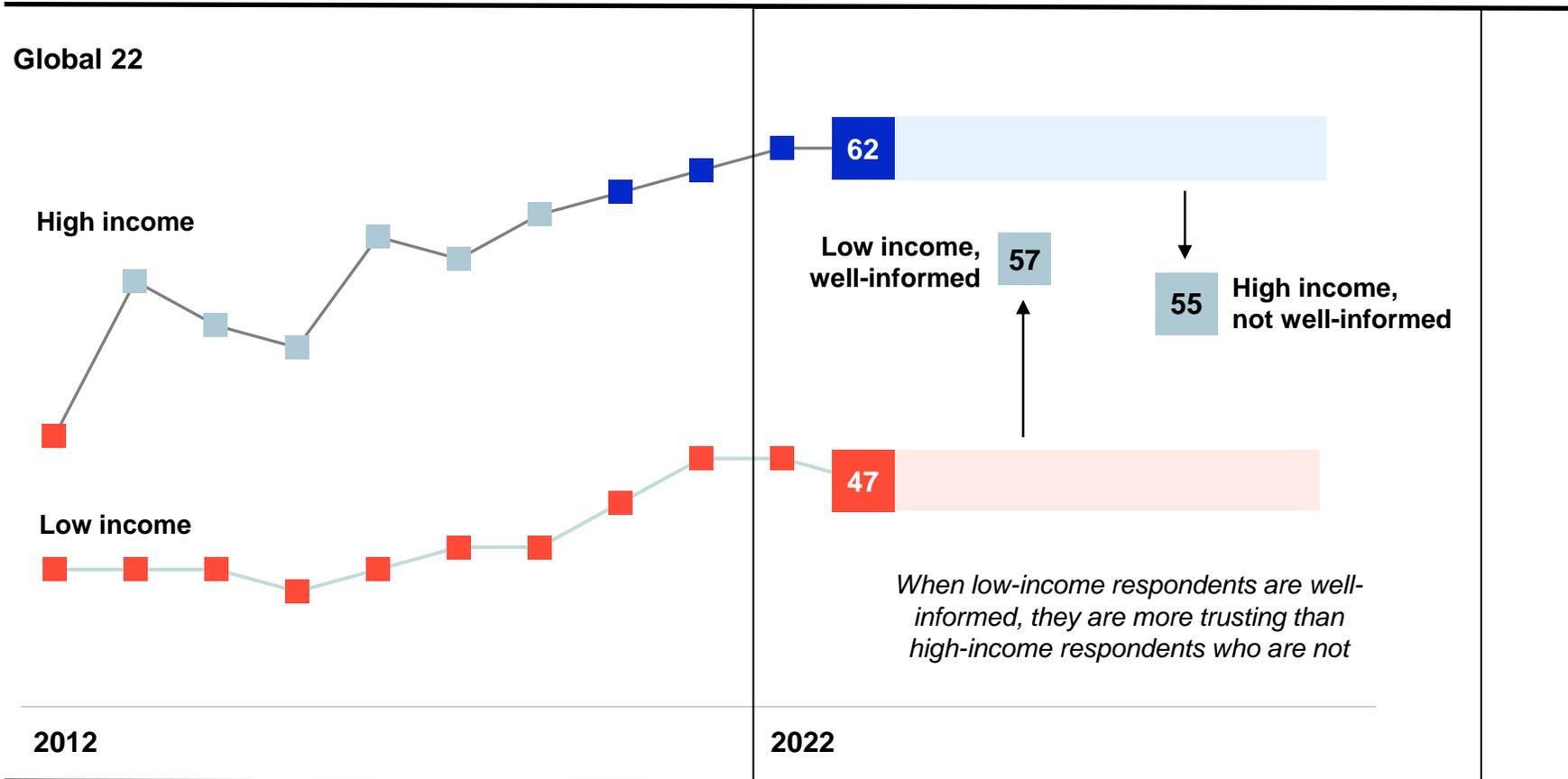
(Competence score, net ethical score)



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.

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.

RESTORING TRUST IS KEY TO SOCIETAL STABILITY

Business societal role is here to stay

People want more business leadership, not less.

Demonstrate tangible progress

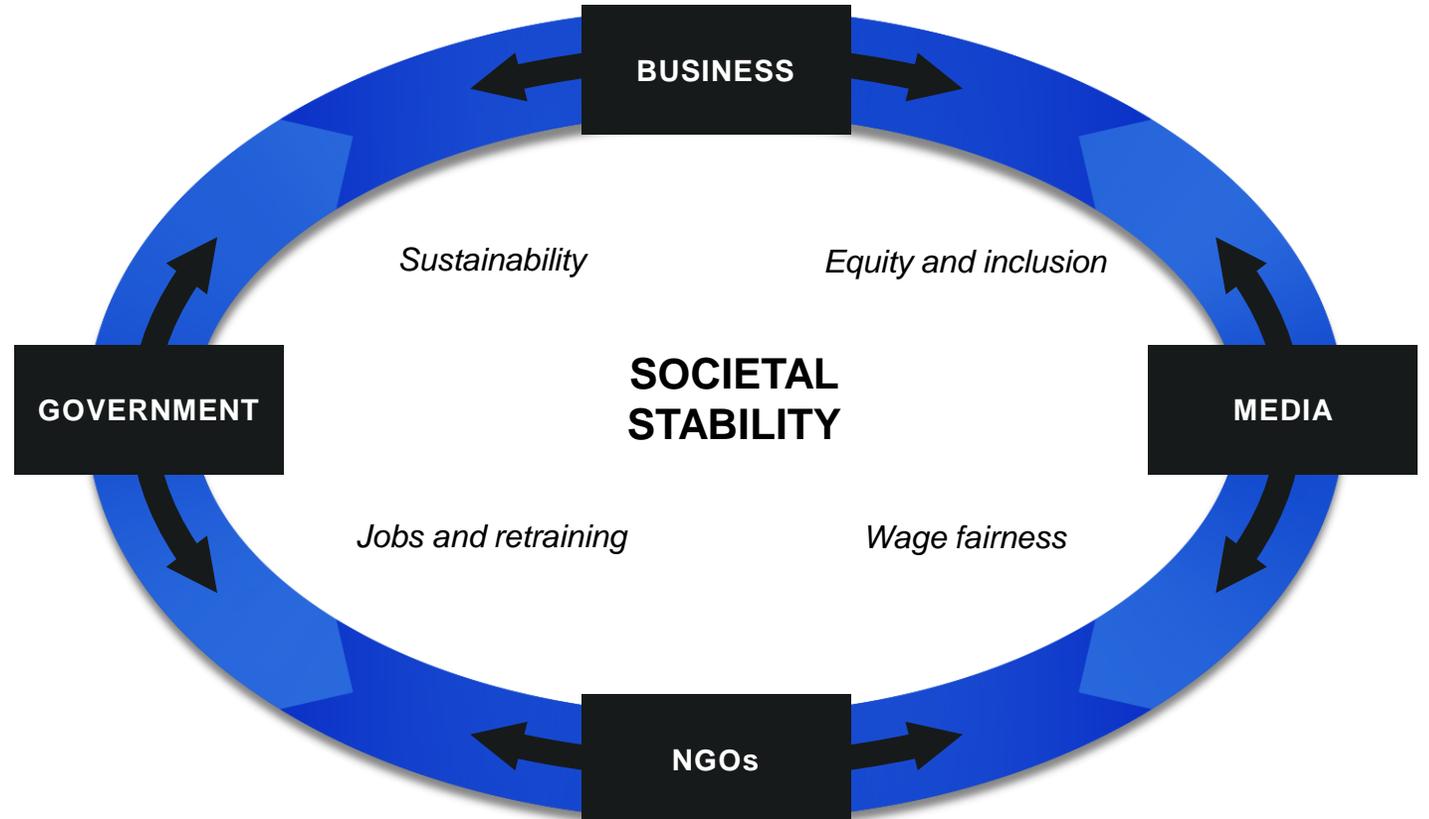
Restore belief in society's ability to build a better future: show the system works.

Leadership must focus on long-term thinking

Solutions over divisiveness; long-term thinking over short-term gain.

Every institution must provide trustworthy information

Clear, consistent, fact-based information is critical to breaking the cycle of distrust.



DATA IN DETAIL

JOB LOSS BY MARKET

Percent of employees who worry about...

+/- : change from Jan 2021 to Jan 2022

	Global 27		Argentina		Australia		Brazil		Canada		China		Colombia		France	
	2022	+/-	2022	+/-	2022	+/-	2022	+/-	2022	+/-	2022	+/-	2022	+/-	2022	+/-
JOB LOSS (net)	85	+1	92	+1	80	-6	89	+1	74	-1	81	+3	91	-2	81	-1
Automation and/or other innovations taking your job away	52	0	50	+3	46	-12	58	-1	36	-3	53	+2	59	-3	46	-4
Your job being moved to other countries where workers are paid less	49	+2	48	+6	41	-13	50	-4	30	-5	51	+5	56	0	45	+2
Cheaper foreign competitors driving companies like yours out of business	54	+1	57	+1	51	-7	61	+5	40	+2	51	+1	66	0	47	-2
Not having the training and skills necessary to get a good paying job	57	+3	64	+5	52	-9	67	+6	44	0	59	+3	65	-2	45	0
International conflicts about trade policies and tariffs hurting the company you work for	54	+1	63	+8	49	-9	61	-3	39	-2	52	0	68	+2	45	0
Losing your job as a result of a looming recession	61	0	72	+2	51	-11	71	+6	42	-4	53	+1	73	-3	46	-4
Permanent jobs with benefits being replaced by freelance, gig-economy or short-term jobs that do not offer benefits	59	+1	60	+1	56	-13	65	-2	51	-2	57	+2	67	-1	55	-1

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, 27-mkt avg. 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.

DATA IN DETAIL

JOB LOSS BY MARKET

Percent of employees who worry about...

+/- : change from Jan 2021 to Jan 2022

	Germany		India		Indonesia		Ireland		Italy		Japan		Kenya		Malaysia	
	2022	+/-	2022	+/-	2022	+/-	2022	+/-	2022	+/-	2022	+/-	2022	+/-	2022	+/-
JOB LOSS (net)	74	-3	92	-1	92	+3	79	0	93	+4	74	+6	95	+3	94	+5
Automation and/or other innovations taking your job away	38	-3	68	-4	70	+10	41	+4	53	-1	38	+5	59	+8	68	+5
Your job being moved to other countries where workers are paid less	43	-1	66	-1	65	+5	36	+1	76	+7	37	+7	55	+8	67	+8
Cheaper foreign competitors driving companies like yours out of business	45	0	69	-2	73	+8	44	+1	63	+8	32	0	68	+2	69	+4
Not having the training and skills necessary to get a good paying job	41	+3	70	0	71	+9	47	+4	62	+3	42	+6	69	+11	72	+7
International conflicts about trade policies and tariffs hurting the company you work for	42	+1	70	-6	67	+6	42	+4	60	+3	31	-1	67	+10	69	+8
Losing your job as a result of a looming recession	38	-6	73	+2	76	+7	48	0	70	+5	45	+3	75	+9	80	+6
Permanent jobs with benefits being replaced by freelance, gig-economy or short-term jobs that do not offer benefits	47	-6	71	-4	71	+1	55	+4	65	+3	33	+2	64	+3	71	+5

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, 27-mkt avg. 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.

DATA IN DETAIL

JOB LOSS BY MARKET

Percent of employees who worry about...

+/- : change from Jan 2021 to Jan 2022

	Mexico		*Nigeria		Russia		Saudi Arabia		Singapore		S. Africa		S. Korea		Spain	
	2022	+/-	2022	+/-	2022	+/-	2022	+/-	2022	+/-	2022	+/-	2022	+/-	2022	+/-
JOB LOSS (net)	90	-1	94	<i>n/a</i>	82	+3	87	+6	89	-1	93	+5	88	0	91	+5
Automation and/or other innovations taking your job away	61	-2	60	<i>n/a</i>	33	+2	58	+12	56	-8	59	+9	55	-2	55	+1
Your job being moved to other countries where workers are paid less	56	0	57	<i>n/a</i>	23	+1	59	+13	54	-5	52	+8	41	+4	54	+6
Cheaper foreign competitors driving companies like yours out of business	63	+3	60	<i>n/a</i>	31	+3	61	+13	60	-5	61	+6	52	+3	57	+2
Not having the training and skills necessary to get a good paying job	68	+5	66	<i>n/a</i>	49	+10	57	+9	63	+2	66	+15	53	+6	64	+10
International conflicts about trade policies and tariffs hurting the company you work for	66	0	57	<i>n/a</i>	31	0	61	+11	58	-4	60	+9	47	+5	63	+7
Losing your job as a result of a looming recession	73	-1	72	<i>n/a</i>	61	+1	64	+14	66	-5	76	+10	61	0	65	+2
Permanent jobs with benefits being replaced by freelance, gig-economy or short-term jobs that do not offer benefits	68	+1	63	<i>n/a</i>	40	0	60	+8	61	-5	69	+12	54	+1	69	+6

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, 27-mkt avg. 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. *Nigeria is not included in the global average

DATA IN DETAIL

JOB LOSS BY MARKET

Percent of employees who worry about...

+/- : change from Jan 2021 to Jan 2022

	Thailand		The Netherlands		UAE		UK		U.S.	
	2022	+/-	2022	+/-	2022	+/-	2022	+/-	2022	+/-
JOB LOSS (net)	92	+1	73	+6	90	+2	77	-1	75	-6
Automation and/or other innovations taking your job away	62	-5	37	+4	59	+2	41	0	38	-12
Your job being moved to other countries where workers are paid less	55	-2	30	+4	63	+10	38	+2	37	-11
Cheaper foreign competitors driving companies like yours out of business	64	-2	38	+7	63	+5	43	+2	45	-5
Not having the training and skills necessary to get a good paying job	69	+2	39	+7	63	+7	43	-4	46	-6
International conflicts about trade policies and tariffs hurting the company you work for	68	+1	39	+6	65	+6	47	+2	42	-8
Losing your job as a result of a looming recession	74	-4	39	+1	73	+8	49	-1	47	-8
Permanent jobs with benefits being replaced by freelance, gig-economy or short-term jobs that do not offer benefits	65	-1	48	+6	65	+3	49	-2	48	-5

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, 27-mkt avg. 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.