

Country Report

*Trust in Ireland*

# 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 22<sup>nd</sup> 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.

# 2022 IRELAND TRUST SUPPLEMENT

## Methodology

### Online Survey in Ireland

Fieldwork was conducted between 11<sup>th</sup> -18<sup>th</sup> February 2022

**Total sample size: 1,010**

**FEB**

This symbol denotes data from the Ireland supplementary survey

### General Population

- **1,010** respondents
- Ages **18+**
- Nationally representative of the Irish population in terms of gender, age, and region
- All slides show figures for General Population unless otherwise noted

# 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	<b>The Cycle of Distrust</b>



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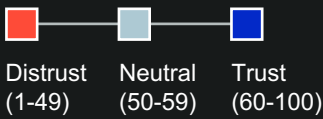
# TRUST IN IRELAND HOLDS STEADY

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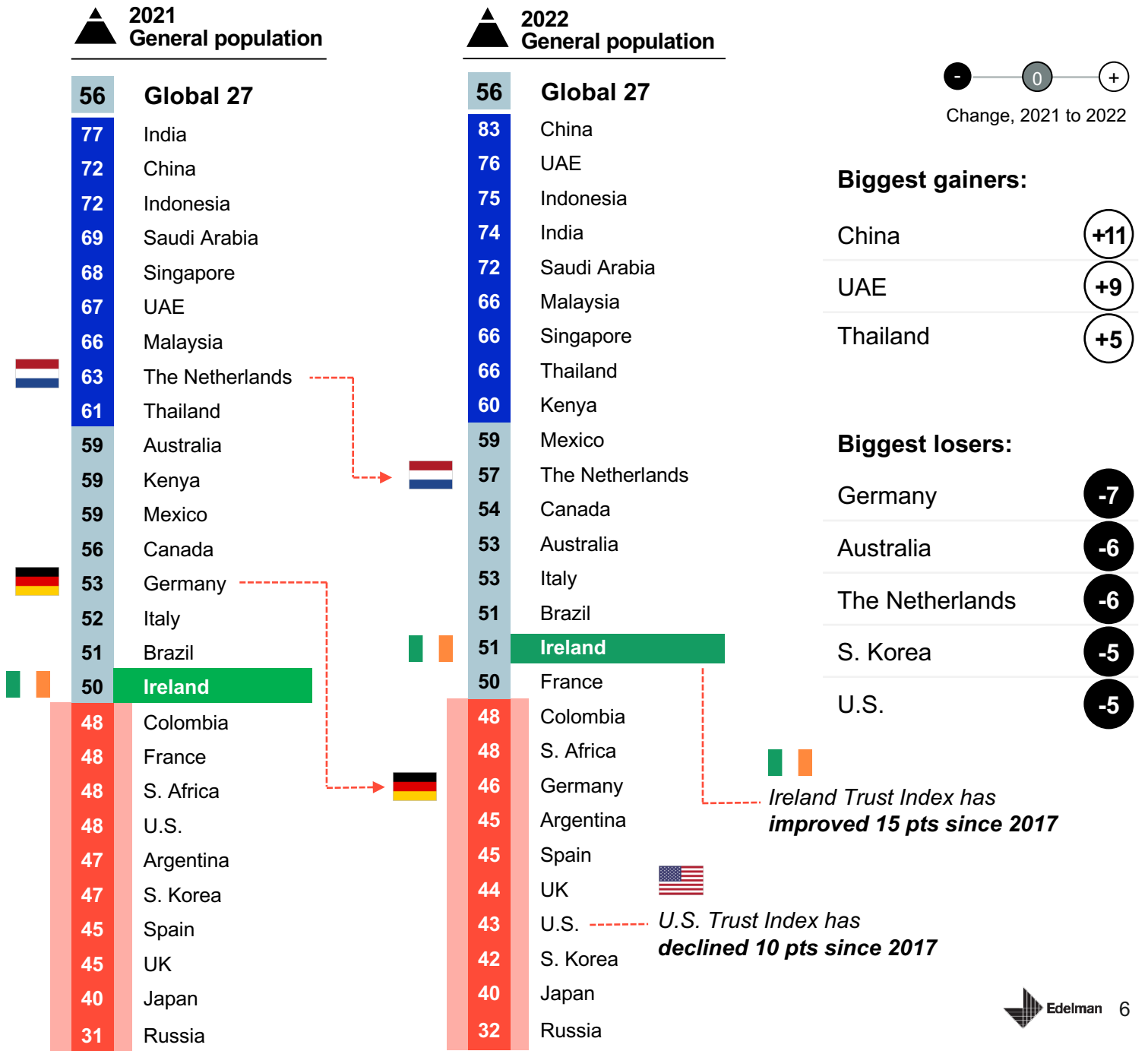


# COLLAPSE OF TRUST IN DEMOCRACIES

Trust Index

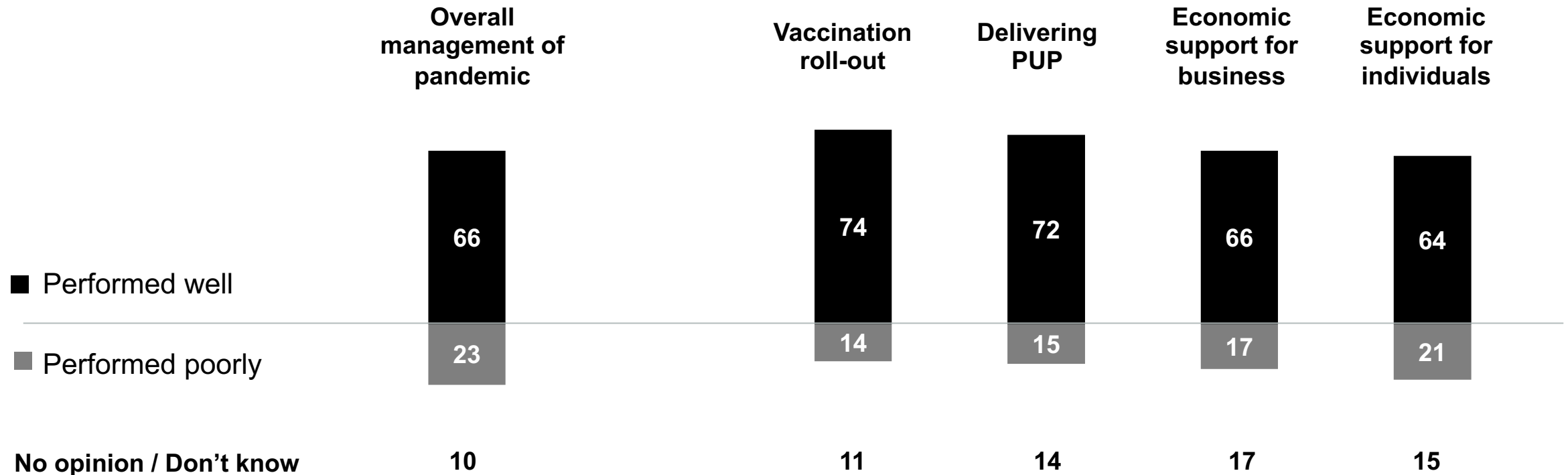


2022 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt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



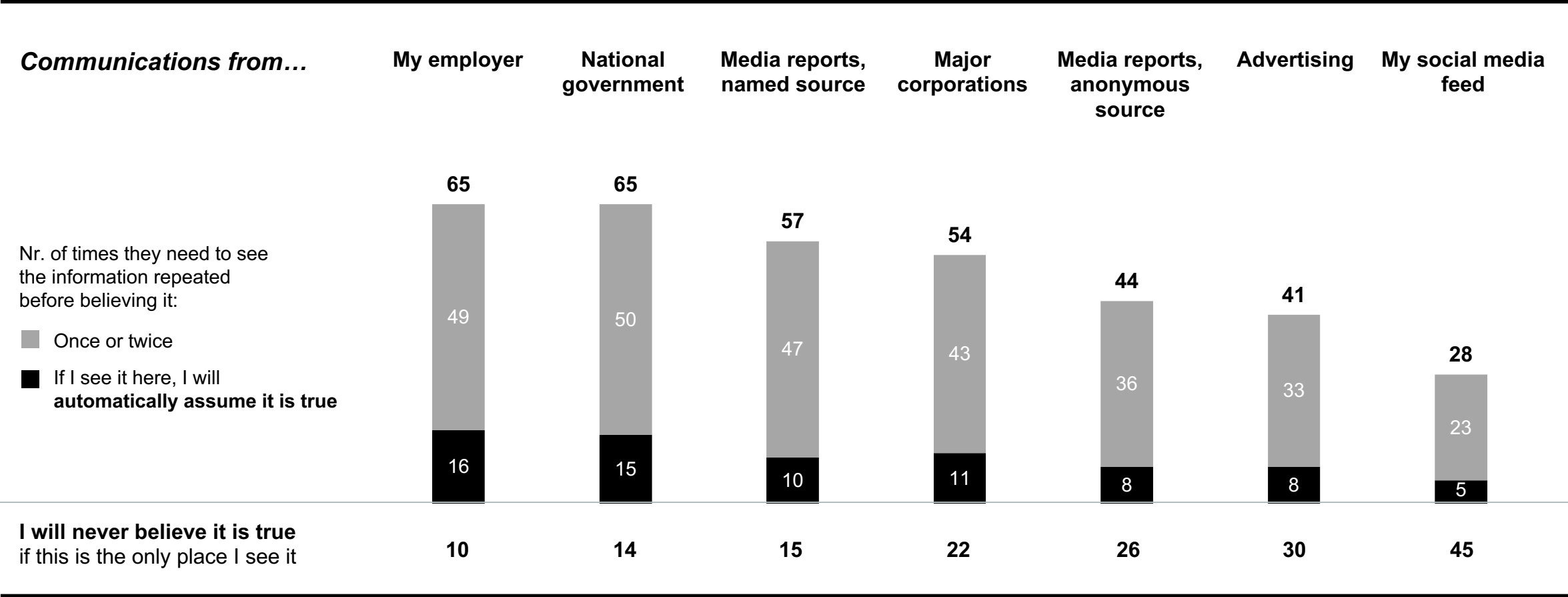
# GOVERNMENT EARNS RECOGNITION FOR PANDEMIC MANAGEMENT

Percent who believe that government has performed well or poorly, in Ireland



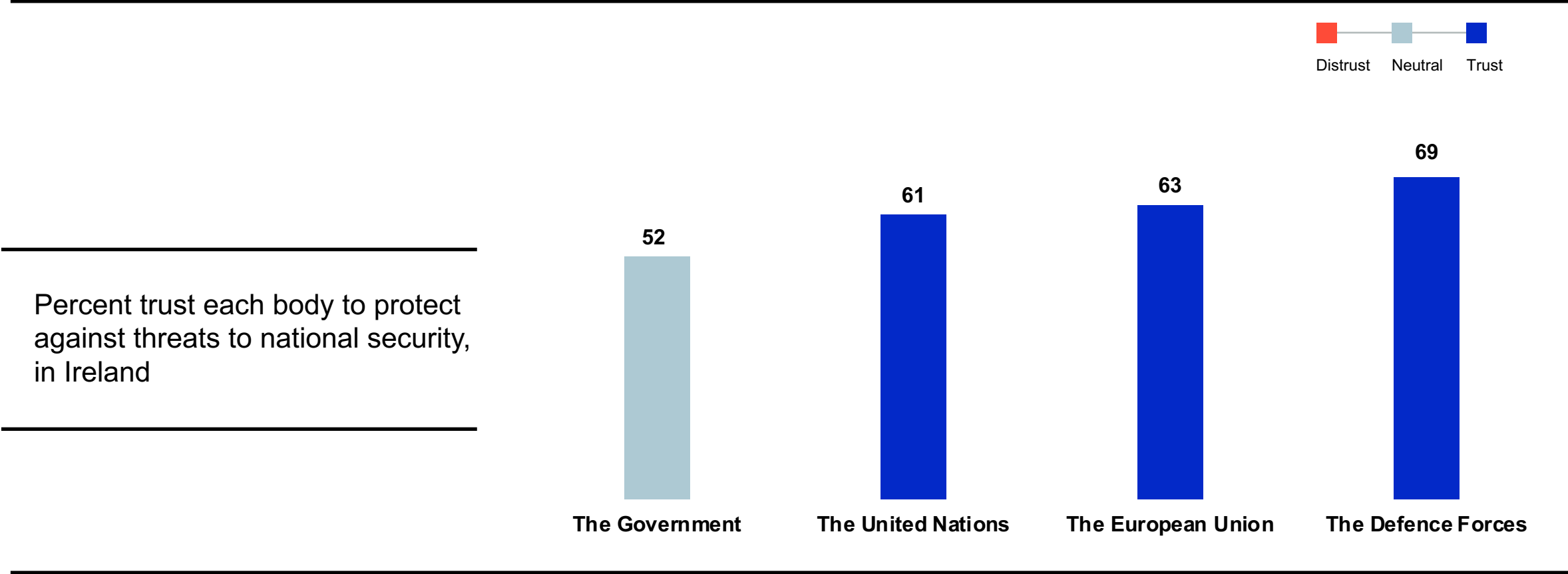
# MY EMPLOYER & GOVERNMENT AMONG MOST BELIEVABLE INFORMATION SOURCES

Percent who believe information from each source automatically, or after seeing it twice or less, in Ireland



2022 Edelman Trust Barometer. HEAR\_TIME1. When you see a new piece of information or a news story in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true? Question asked of half of the sample. "Once or twice" is a sum of codes 2 and 3. General population, Ireland. "Employer communications" only shown to those who are an employee of an organization (Q43/1).

# HIGH TRUST IN THE DEFENCE FORCES TO KEEP IRELAND SAFE



# THE MAJORITY SUPPORT NEUTRALITY BUT ARE IN FAVOUR OF INCREASED DEFENCE SPENDING

Percent who agree, in Ireland

**71%**

Said they are in favour of Ireland maintaining its status as a **neutral nation**

**59%**

Said they are in favour of **increased spending** on Ireland's national security

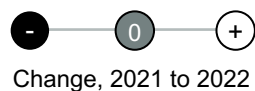
Percent who said each of the following weaken their confidence in national security, in Ireland

Hackers and cyber-attacks	41
The UK's exit from the European Union	34
Ireland's relationship with the United Kingdom	34
Fake news and false information	33
Rising tensions between Russia and Ukraine	32
Rising tensions between China, Russia, and the US	32
Ireland's relationship with Northern Ireland	26



# GENERAL OPTIMISM BUT CONCERNS ABOUT ECONOMIC IMPACT OF PANDEMIC

Percent who believe Ireland is on the wrong/right track



**59%**

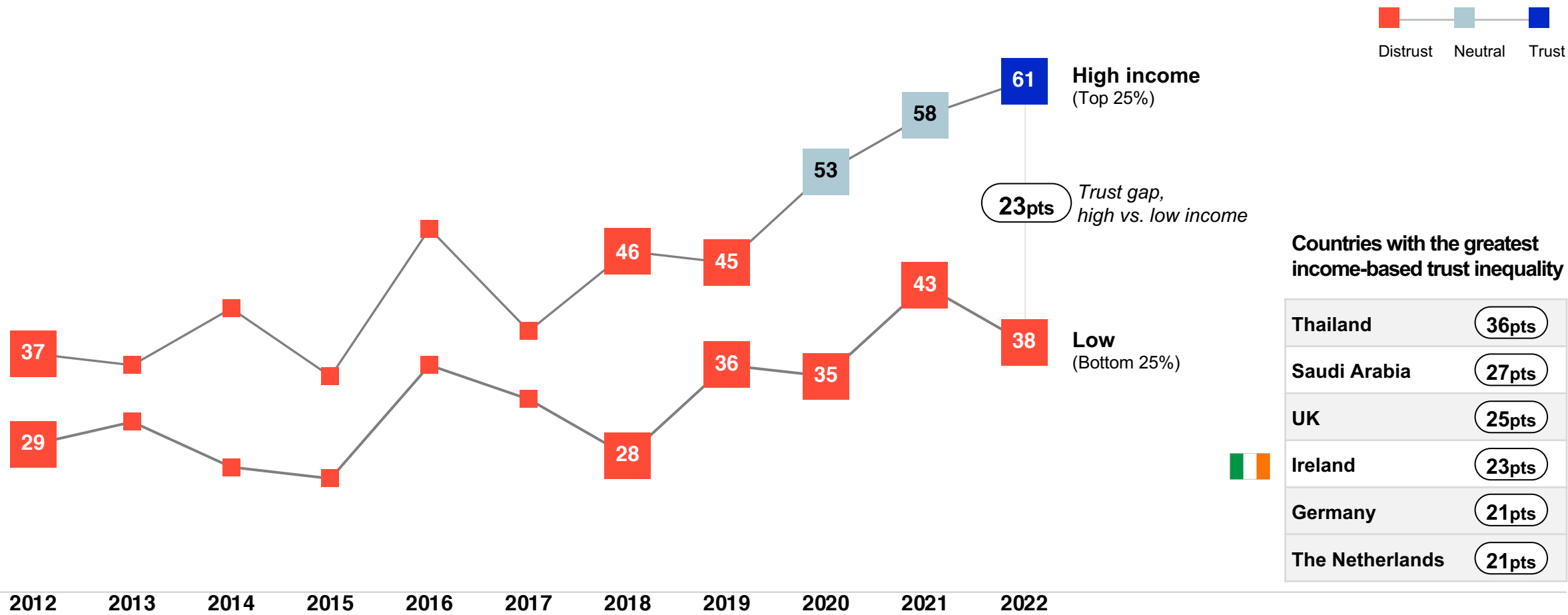
Said that Ireland was on  
**the right track**


Percent who worry about each of the following, in Ireland

Rise in the cost of living	90
A rise in the cost of energy	89
Inflation outpacing wages	85
Pressure on health services in Ireland	80
Economic recession in Ireland	77
Poverty in Ireland	76
Access to affordable housing	75

# RECORD TRUST GAP BETWEEN HIGH AND LOW INCOME

Trust Index in Ireland



 **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, Ireland, by income.

# DISTRUST IS THE DEFAULT: NO BASIS FOR PEACEFUL DEBATE

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Which are you more likely to believe?

**55%**

**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

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Percent who agree

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

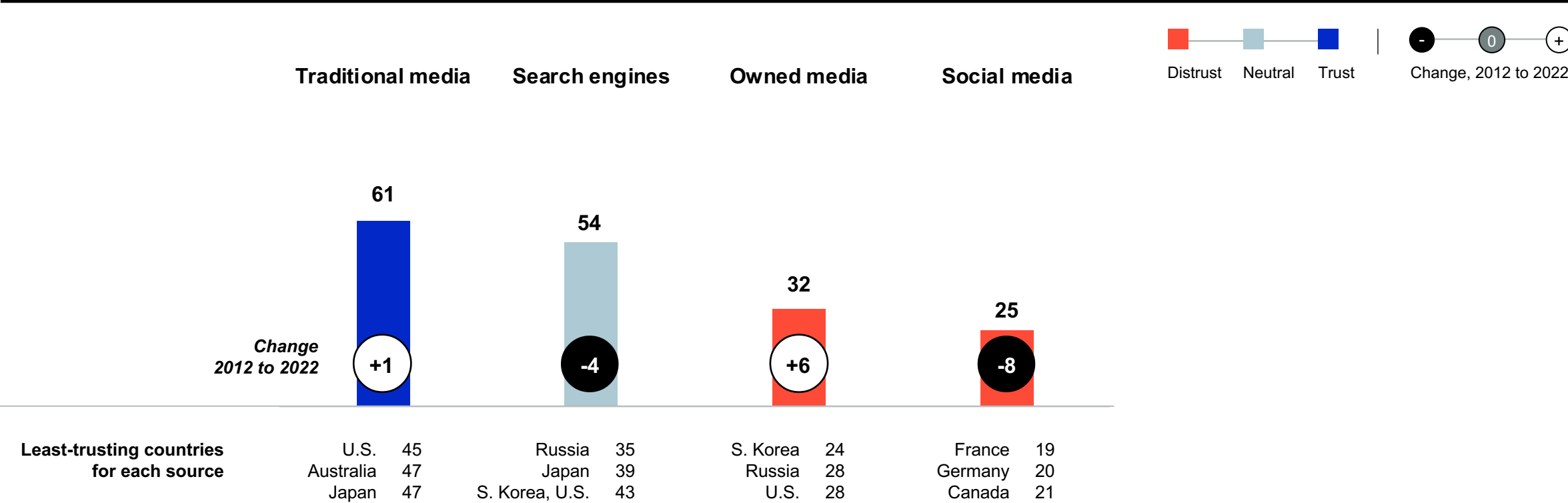
**58%**

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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, Ireland.

# TRADITIONAL MEDIA ONLY TRUSTED NEWS SOURCE IN IRELAND

Percent trust, in Ireland



# FAKE NEWS CONCERNS AT ALL-TIME HIGHS

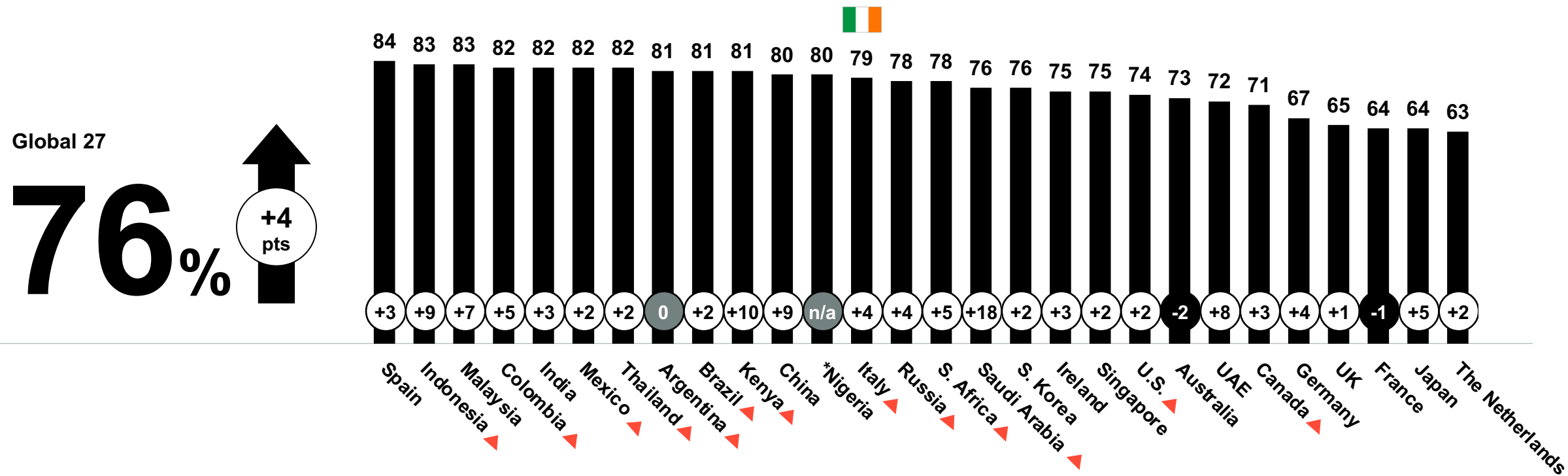
Percent who agree



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



# CIRCLES OF TRUST BECOME MORE LOCAL

Percent who say each has increased or decreased during the pandemic, in Ireland



## LESS TRUST FOR OUTSIDERS

My trust in...	Net change	<i>increased</i>	<i>decreased</i>
people from other countries	<b>-6</b>	17	23
people who live in other states, provinces, or regions	<b>-1</b>	19	20



## CLOSER BONDS WITH NEIGHBOURS AND COWORKERS

How close I feel...	Net change	<i>increased</i>	<i>decreased</i>
to my neighbours	<b>+23</b>	38	15
to my coworkers	<b>+11</b>	33	22



An aerial photograph of a solar farm in a desert. Large solar panels are visible in the upper left and right corners. In the center, a large, dark, circular shadow is cast on the ground. Two workers in hard hats are visible near the bottom center, working on a panel. The text "SOCIETAL PARTICIPATION NOW A CORE BUSINESS FUNCTION" is overlaid in white, bold, sans-serif font across the middle of the image.

**SOCIETAL PARTICIPATION NOW  
A CORE BUSINESS FUNCTION**

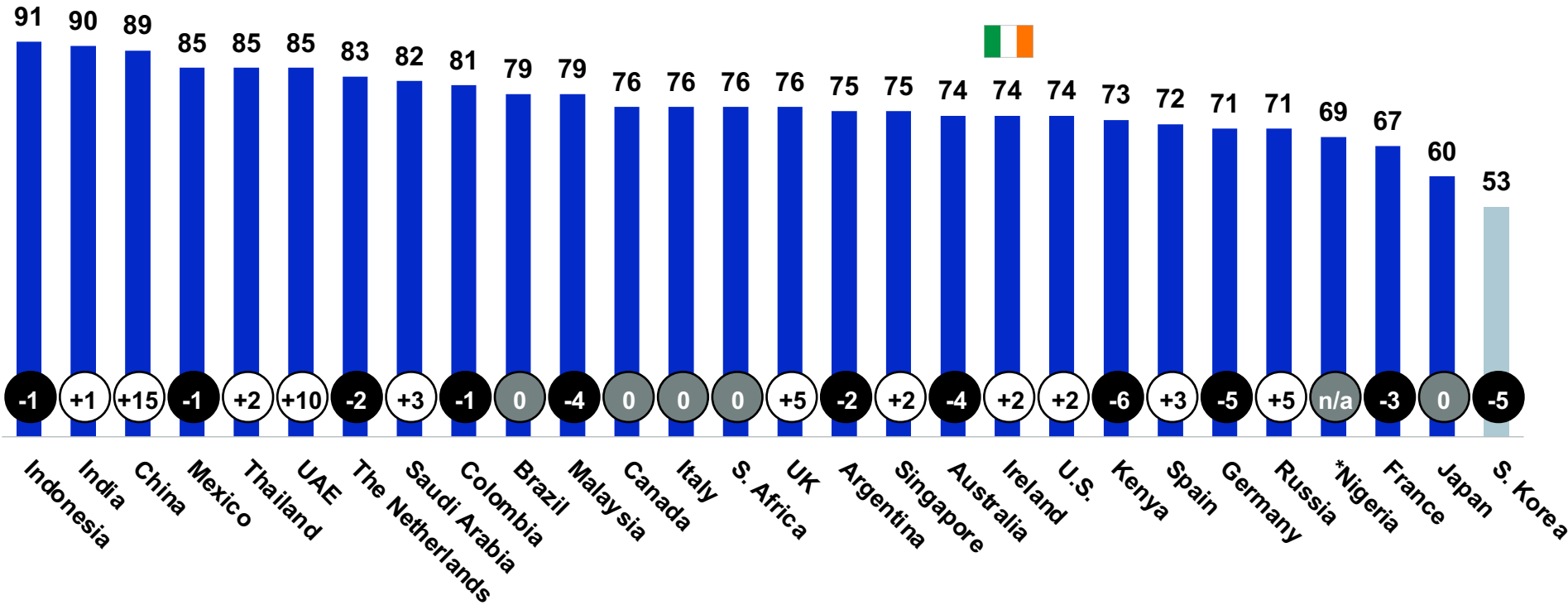


# MY EMPLOYER TRUSTED AROUND THE WORLD

Percent trust



Ireland



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, by market. "Your employer" only shown to those who are an employee of an organization (Q43/1). \*Nigeria is not included in the global average.

# THERE IS DEMAND FOR MORE GOVERNMENT AND BUSINESS PARTNERSHIP

Percent agree, in Ireland

Which best represents your opinion?

**72%** Business and government **should collaborate** to solve social issues

or **-----**  
Business and government should **act independently** to solve social issues

**69%**

Said **Irish society stands to gain** when business and government act in partnership

Yet only

**36%**

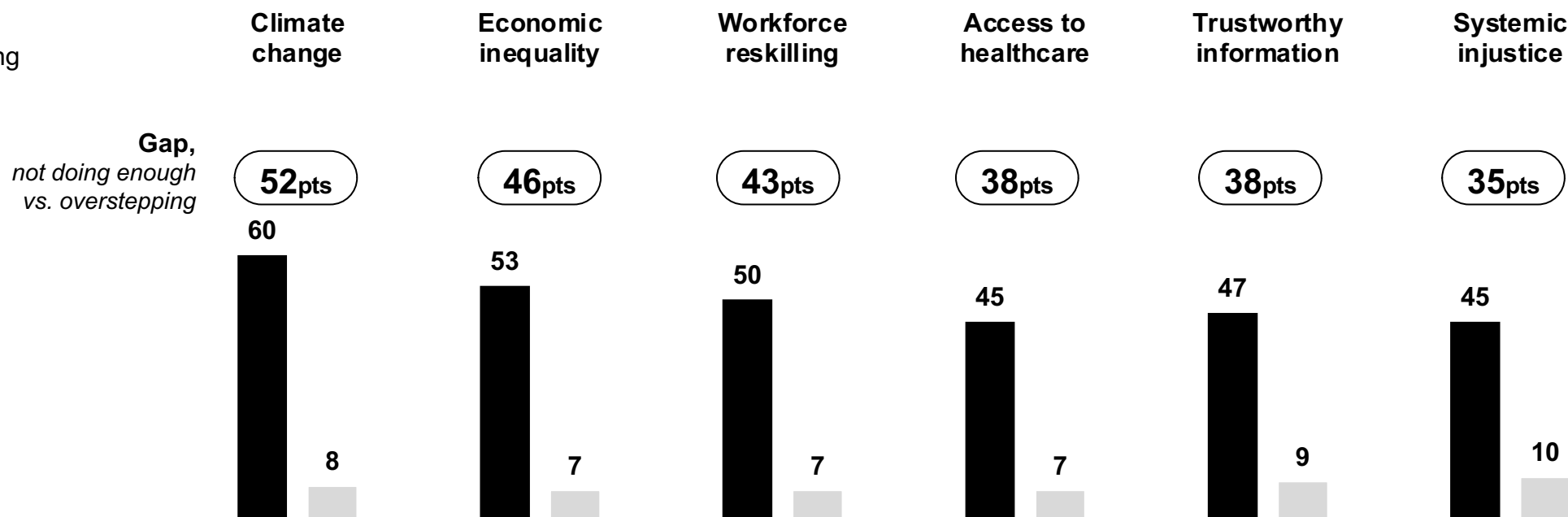
Said business are currently **doing enough** to partner with government

# WANT MORE, NOT LESS, BUSINESS ENGAGEMENT ON SOCIETAL ISSUES

Percent who say, in Ireland

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, Ireland.

# CEOS EXPECTED TO BE THE FACE OF CHANGE

Percent who say

## CEOs should be personally visible

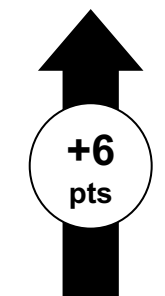
when discussing public policy with external stakeholders or work their company has done to benefit society

84%  
(net)

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

Among employees

56%

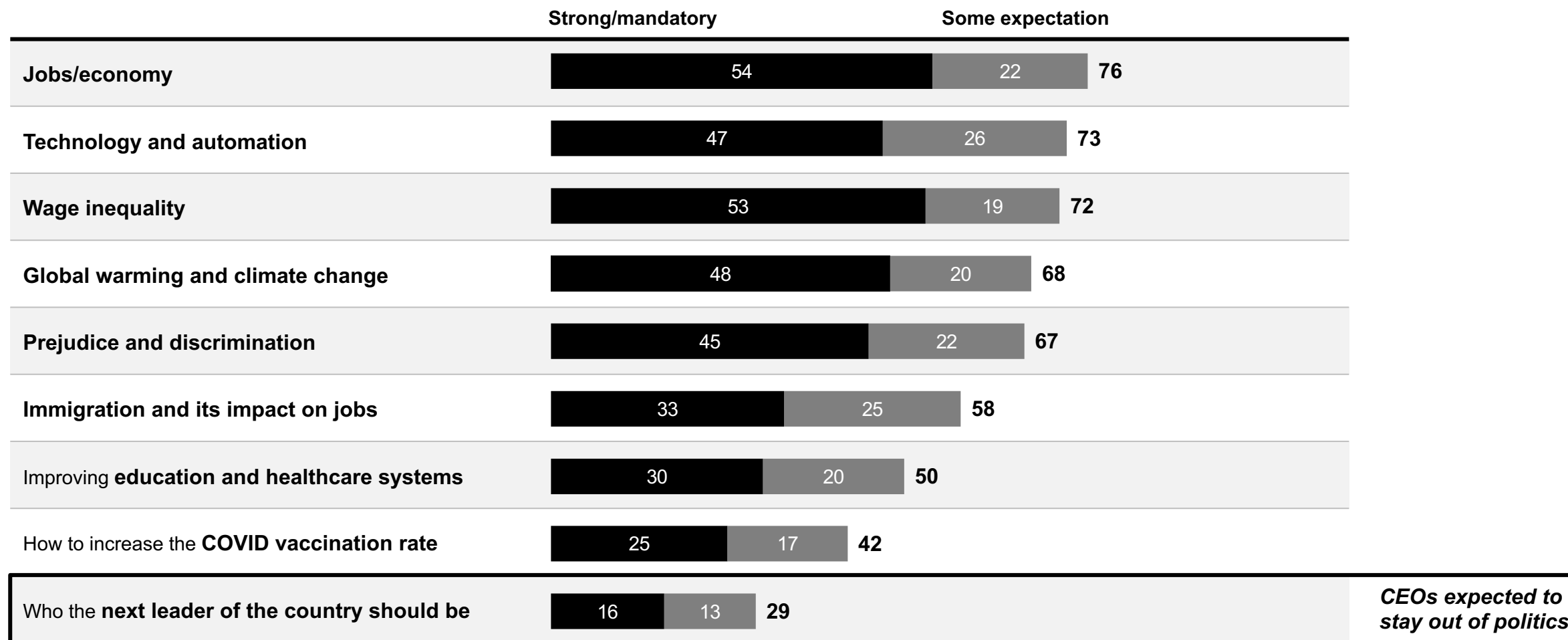


Change,  
2019 to 2022

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, Ireland.

# CEOS EXPECTED TO INFORM POLICY, NOT POLITICS

Percent who expect CEOs to **inform and shape conversations and policy debates** about each issue, in Ireland



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, Ireland. "Improving education and healthcare" is an average of attributes 9 and 10. "Jobs/economy" is an average of attributes 11 and 12.



# BOTTOM LINE: BENEFITS FOR BUSINESS

Percent who agree

In Ireland

53%

**Buy or advocate  
for brands**  
based on their beliefs  
and values

55%

**Choose a place  
to work**  
based on their beliefs  
and values

66%

**Invest**  
based on their  
beliefs and values

88%

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

Global 7

Source: 2021 Edelman Trust Barometer  
Special Report: Institutional Investors

2022 Edelman Trust Barometer. Belief-driven consumer, employee, and investor segments. General population, Ireland. 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.



# **BREAKING THE CYCLE OF DISTRUST**

# INFORMATION QUALITY NOW MOST POWERFUL TRUST BUILDER ACROSS INSTITUTIONS

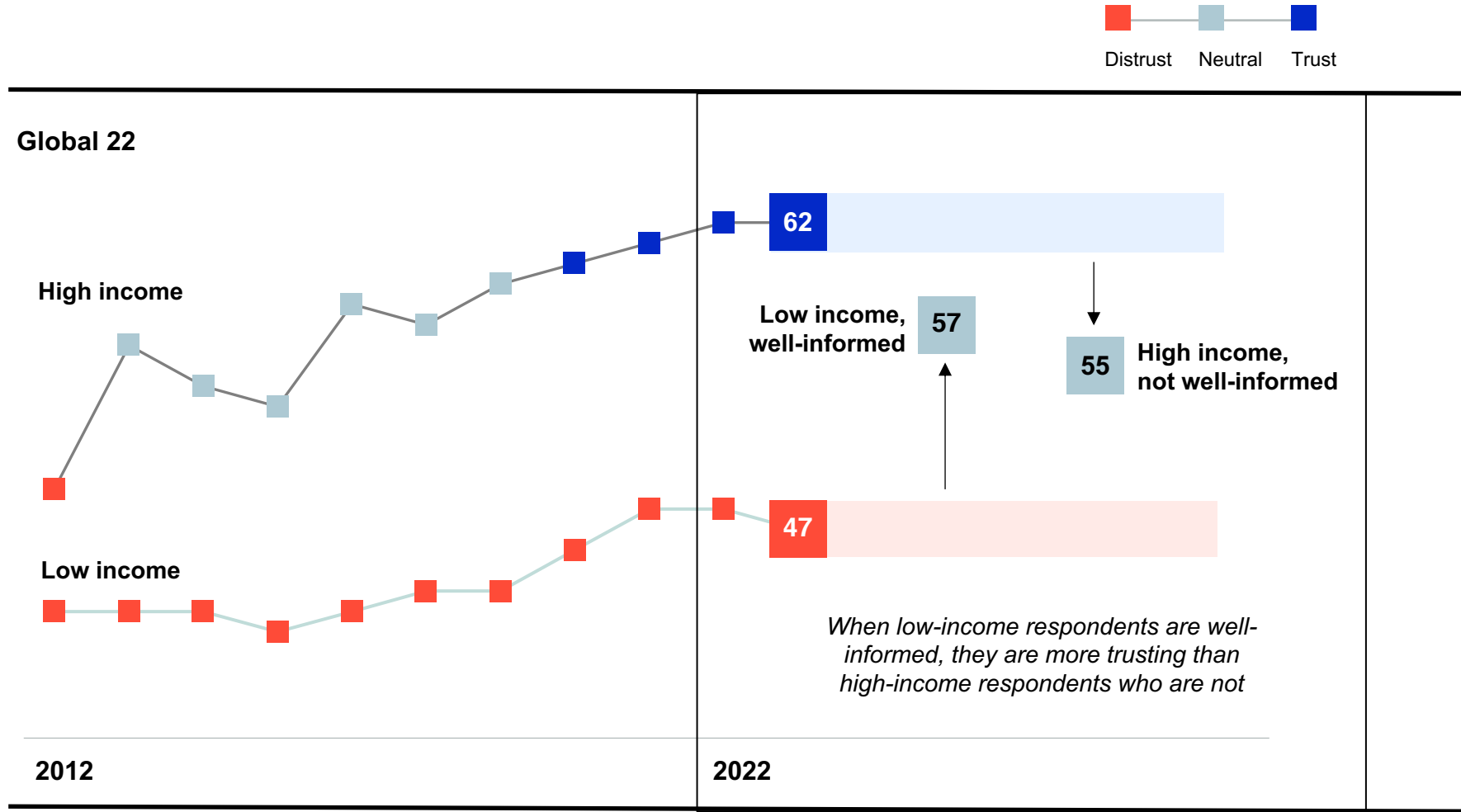
Potential trust gain associated with doing each well (top 5)

Business	% pt gain	NGOs	% pt gain	Government	% pt gain	Media	% pt gain
<b>Information quality</b>	<b>3.0</b>	<b>Information quality</b>	<b>3.2</b>	<b>Information quality</b>	<b>6.1</b>	<b>Information quality</b>	<b>6.6</b>
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].

# 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

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# TRUST IS KEY TO SOCIETAL STABILITY

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## 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.

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