



TRUST: THE TRUTH?

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THE DECLINE OF TRUST ...

The Washington Post
Democracy Dies in Darkness

Economic Policy

Americans are less trusting than ever before. That could also make us poor.

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Social media companies are losing public trust as 'traditional' media regains it, report finds

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Charities

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Fewer Britons donate to charities after scandals erode trust

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Trust Me: 'Fake' doctors on the NHS are more common than you realise

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Half the British public... don't trust the British public, survey finds

LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

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Why don't we trust the news and what to do about it?

THE CONVERSATION

Why British people don't trust the government any more – and what can be done about it

Forbes

892 views | Dec 13, 2018, 06:33am

The Public Don't Trust Politicians: What Is Wrong, And What Can They Learn From Business Leaders?

 **Jamie Waller** Contributor [@](#)
[Sharing Economy](#)
I write about entrepreneurship, investment and innovation in business.

Forbes

1,280 views | Jun 17, 2019, 10:00am

The Trust Crisis In Business

spiked

Why we don't trust the news anymore

THE DECLINE

OF TRUST ...

INDEPENDENT

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Levels of trust between people in Britain on the decline, senior Government adviser warns

ADVERTISING ASSOCIATION

REPORT: ARRESTING THE DECLINE OF PUBLIC TRUST IN UK ADVERTISING

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Study finds decline in 'trust' costs corporations billions in profits

Firm tied \$180 billion in revenue losses to declines in trust across 54 percent of companies in its index.

The Telegraph

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After two Brexit climbdowns, will we ever trust our politicians to tell the truth again?

The Washington Post
Democracy Dies in Darkness

PostEverything • Perspective

Americans have lost faith in institutions. That's not because of Trump or 'fake news.'

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Public trust in business hits five-year low

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Rise in price of .org websites could damage trust in charities

The Telegraph

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Public trust in priests has fallen to an all-time low: how do other professions compare?

THE TIMES
MONDAY SEPTEMBER 9 2019

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Trust in social media hits record low amid fears over fake news

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Voices

Why don't we trust our politicians?

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PressGazette

FIGHTING FOR JOURNALISM

NOVEMBER 26, 2018

DIGITAL JOURNALISM NATIONAL NEWSPAPERS NEWS WEBSITES

Just two per cent of Brits put 'great deal' of trust in journalists to tell truth, new research finds

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Opinion Charities

Trust in charities is at an all-time low. Time to change



81%

FIND IT HARD TO KNOW
WHO OR WHAT TO TRUST
DUE TO CONTRADICTIONARY
INFORMATION



Base: 18,180 adults across 23 countries, online, July 2019



60%

SAY "BRANDS I TRUST ARE
MORE IMPORTANT
TO ME THAN EVER"



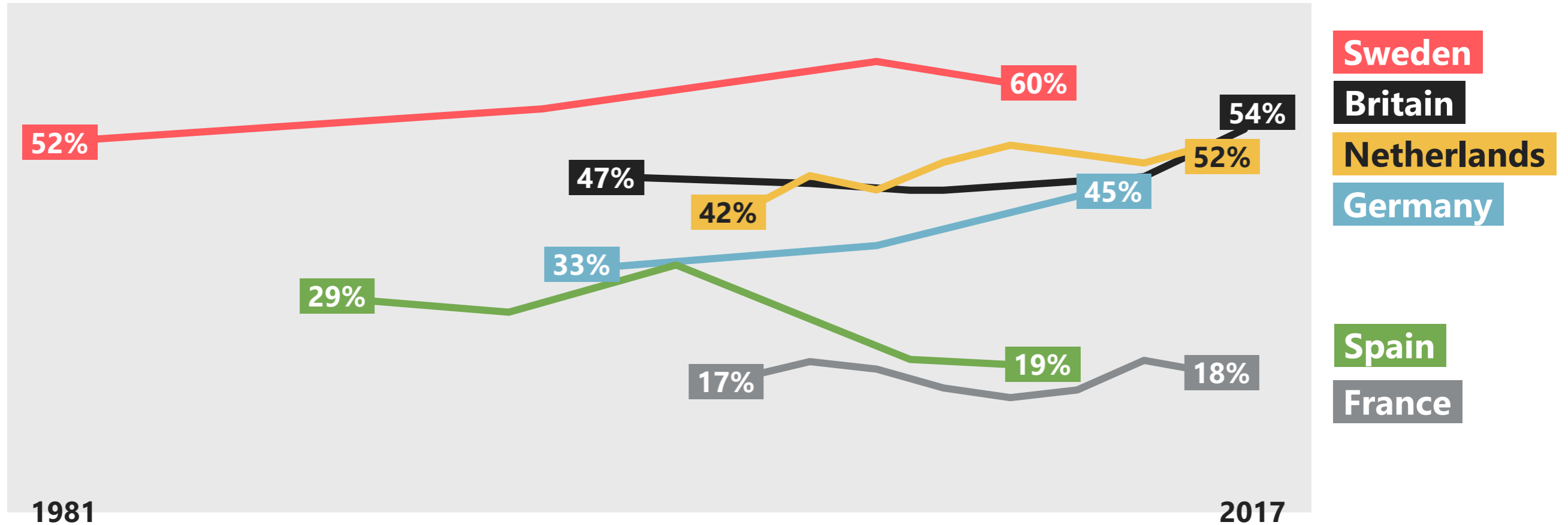
Base: 18,180 adults across 23 countries, online, July 2019

1.

There is no single, global crisis of trust. Some countries are showing rising levels of social trust in other people including Britain



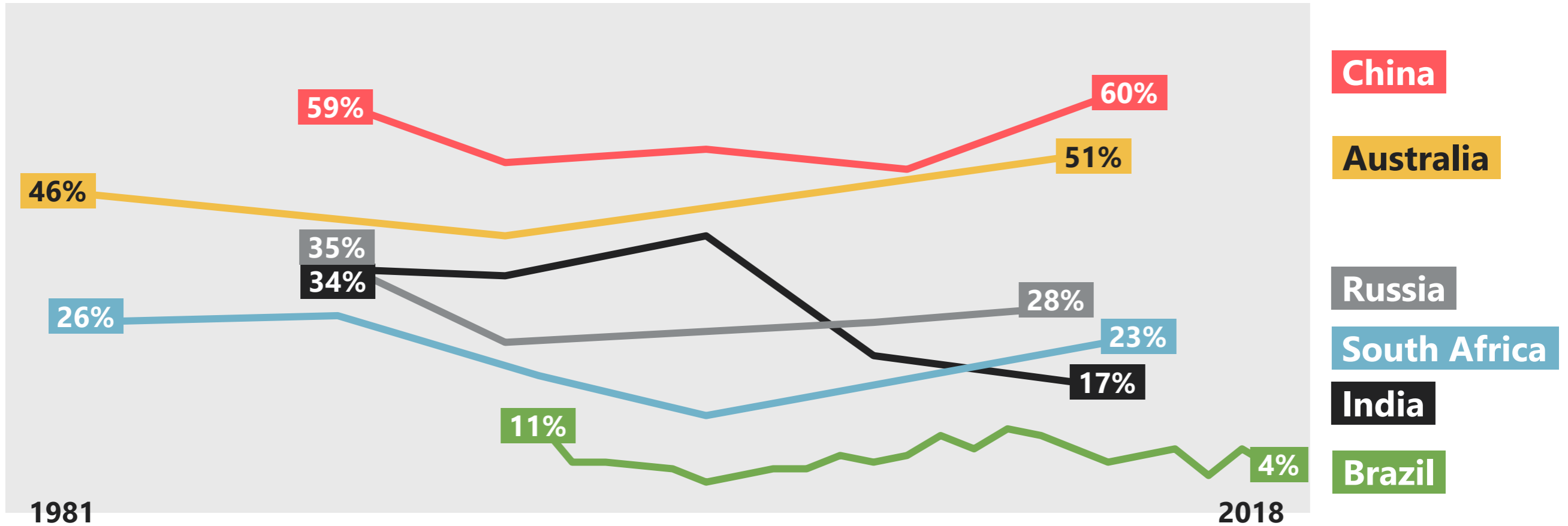
IN SEVERAL EUROPEAN COUNTRIES, TRUST IS STABLE OR EVEN RISING ...



% most people can be trusted (World Values Survey); % People can usually/almost always be trusted (British Social Attitudes); % 7-10 Most people can be trusted (European Social Survey)



AND THERE IS NO CONSISTENT PATTERN OF A NEW "CRISIS" AROUND THE REST OF THE WORLD EITHER



% most people can be trusted (World Values Survey); % Most people can be trusted (Latinobarometer)



A photograph of the Big Ben clock tower in London, showing its intricate Gothic architecture and the clock face. The tower is positioned on the left side of the image, extending from the bottom towards the top. The background is a light blue sky with a geometric pattern of overlapping triangles in various shades of blue.

2.

It is true that

trust in many key

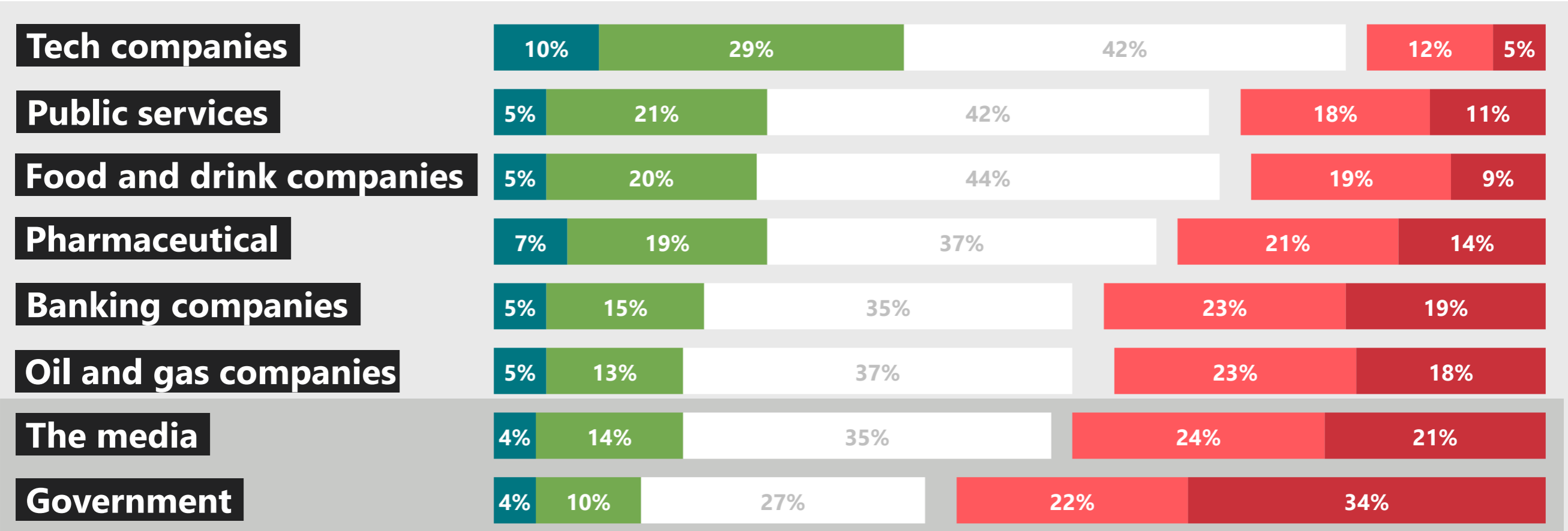
institutions is low

around the world

FEW HIGH SCORES IN IPSOS TRUSTWORTHINESS MONITOR

Very trustworthy

Very untrustworthy



In general, do you think each is trustworthy or untrustworthy? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy?

Source: Ipsos Global Advisor: c.16,400 – 17,800 online interviews with adults 16-64 across 23 countries, October 2018

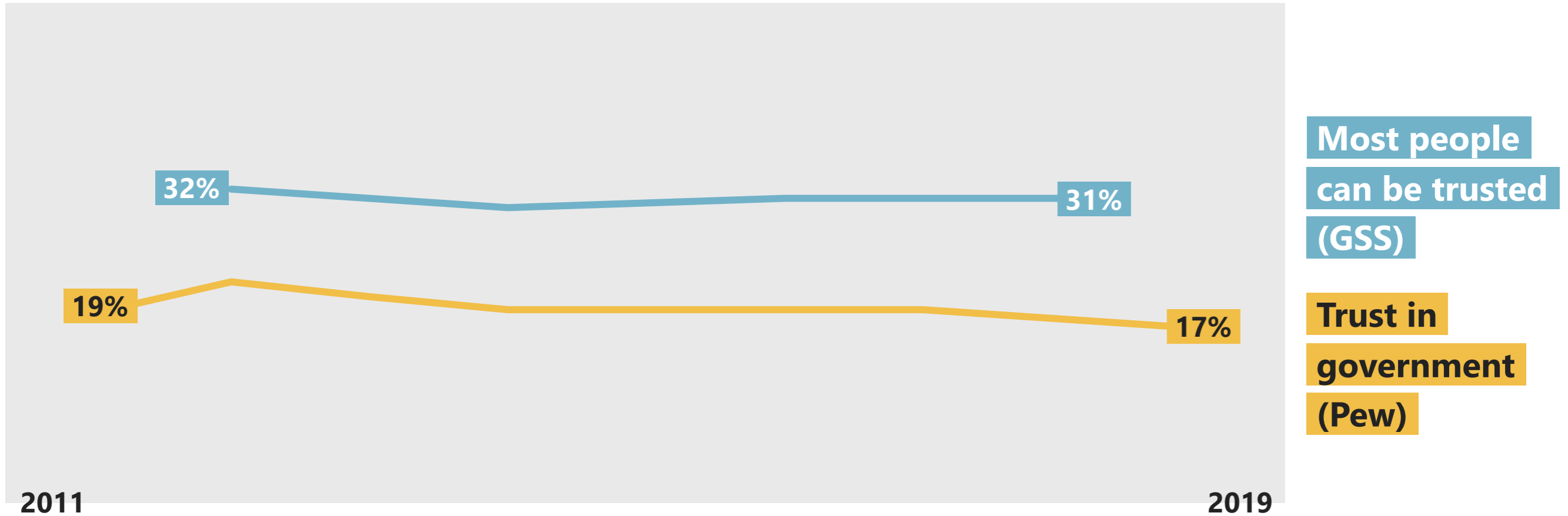


3.

**But this is not
new – some of
the big falls
happened
decades ago**



NO RECENT DECLINE IN TRUST IN AMERICA

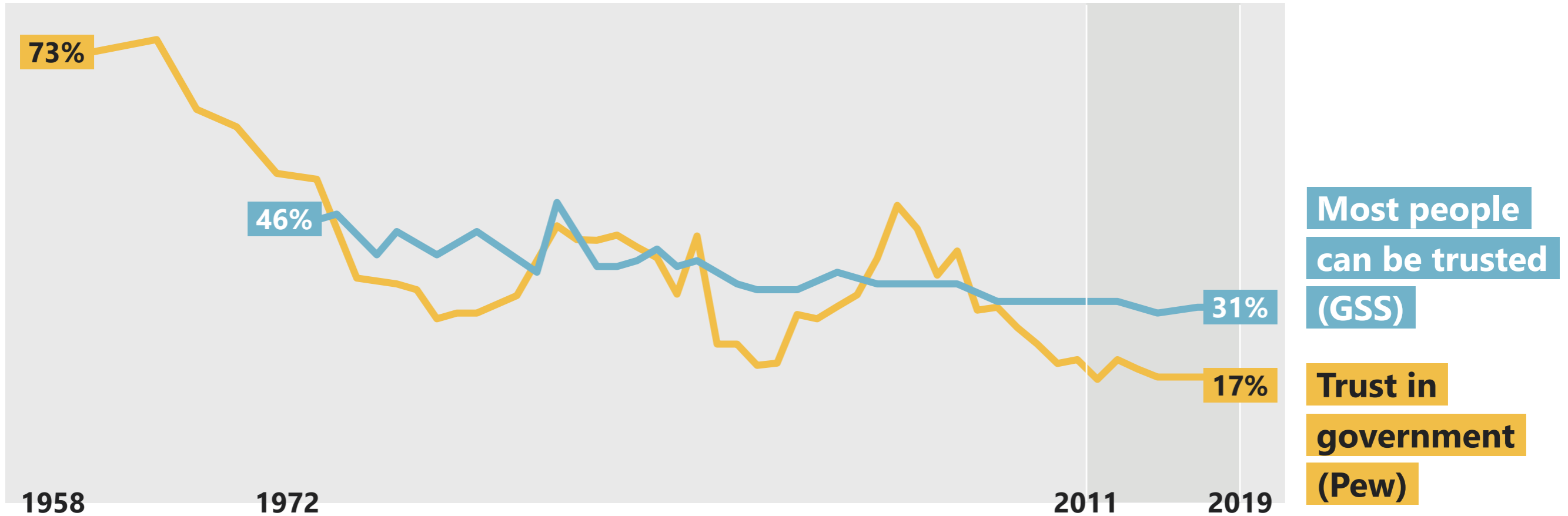


% trust the government in Washington always/most of the time (Pew). Generally speaking, % who say that most people can be trusted (US General Social Survey)



SAME DATA

– DECLINE IN TRUST IS A LONGER TERM PHENOMENON ...



% trust the government in Washington always/most of the time (Pew). Generally speaking, % who say that most people can be trusted (US General Social Survey)



4.

**The public trust
scientists and
other experts**



EXPERTS

MOST

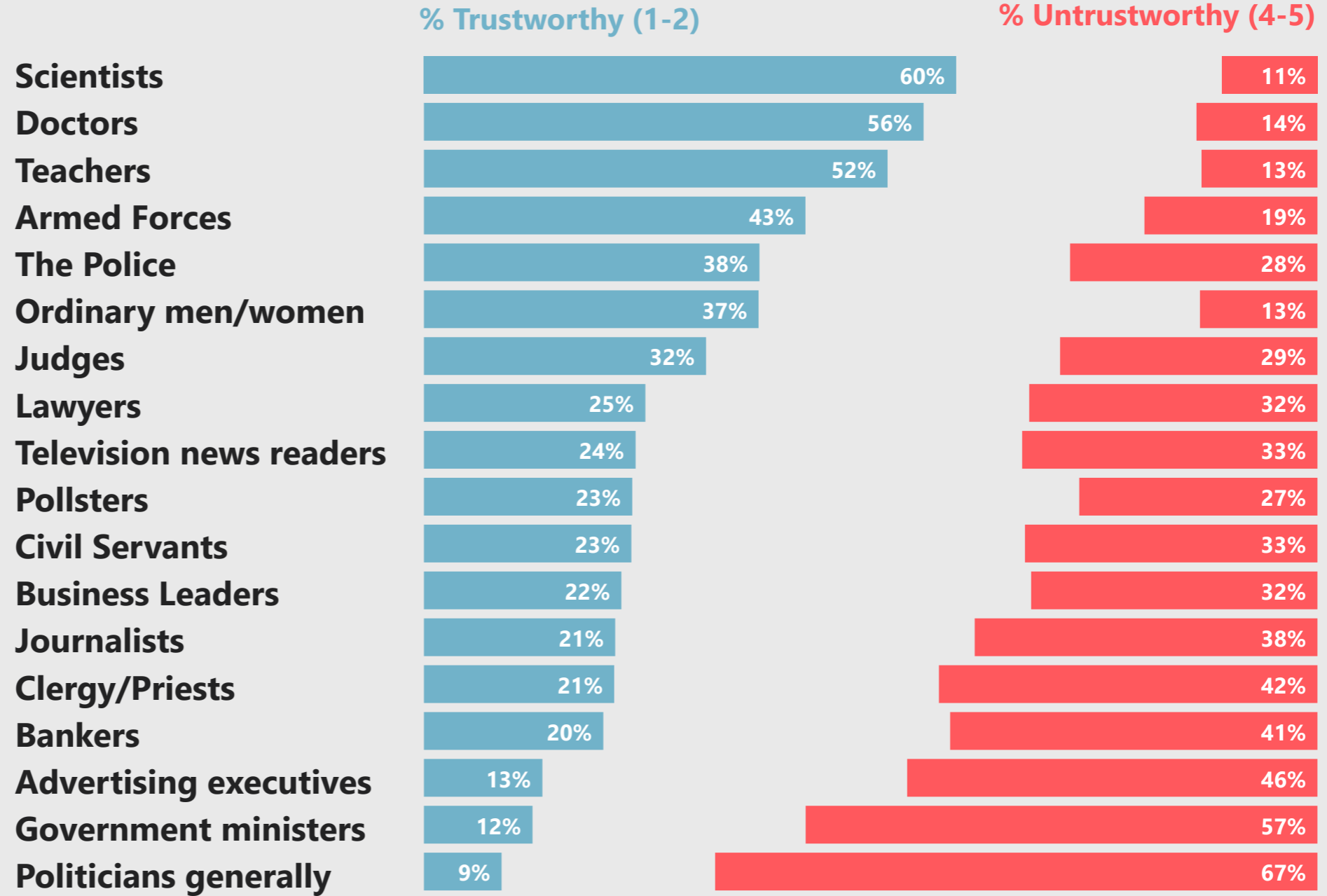
TRUSTED

Globally

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

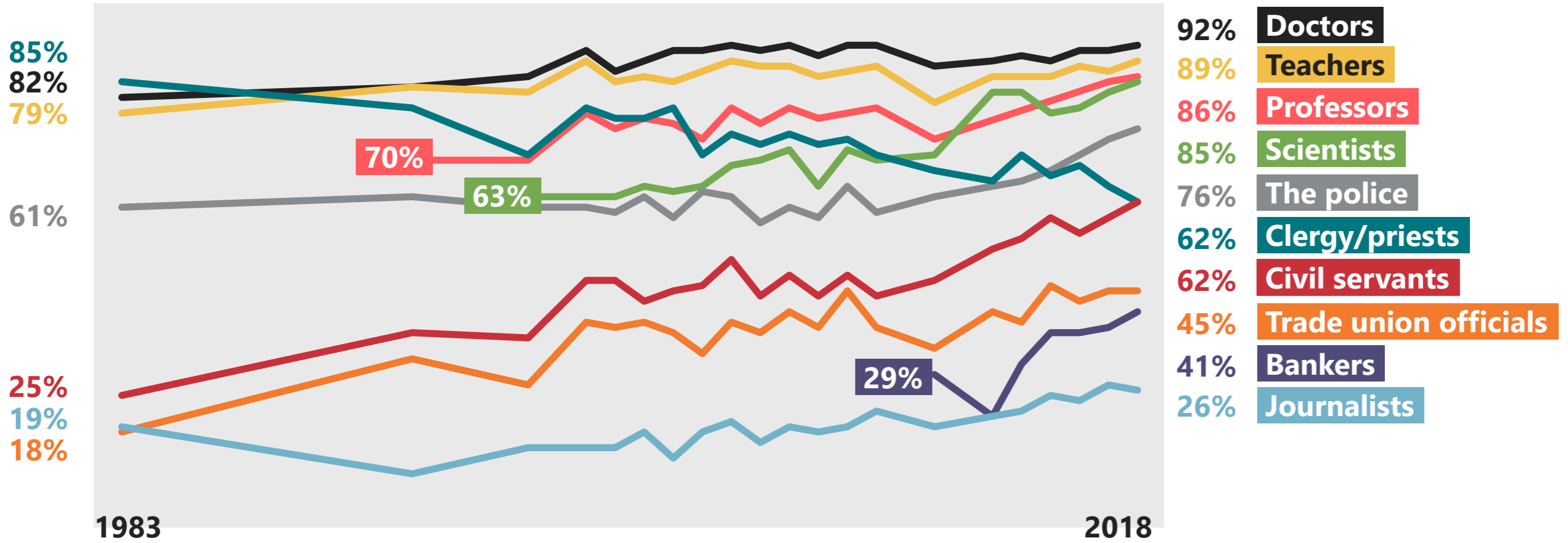
Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Source: Ipsos Global Advisor. 17,793 online adults, aged 16-64, October 2018



KEY MOVERS IN PUBLIC TRUST

OVER TIME IN BRITAIN



% trust to tell the truth:
Source: Ipsos MORI Veracity Index

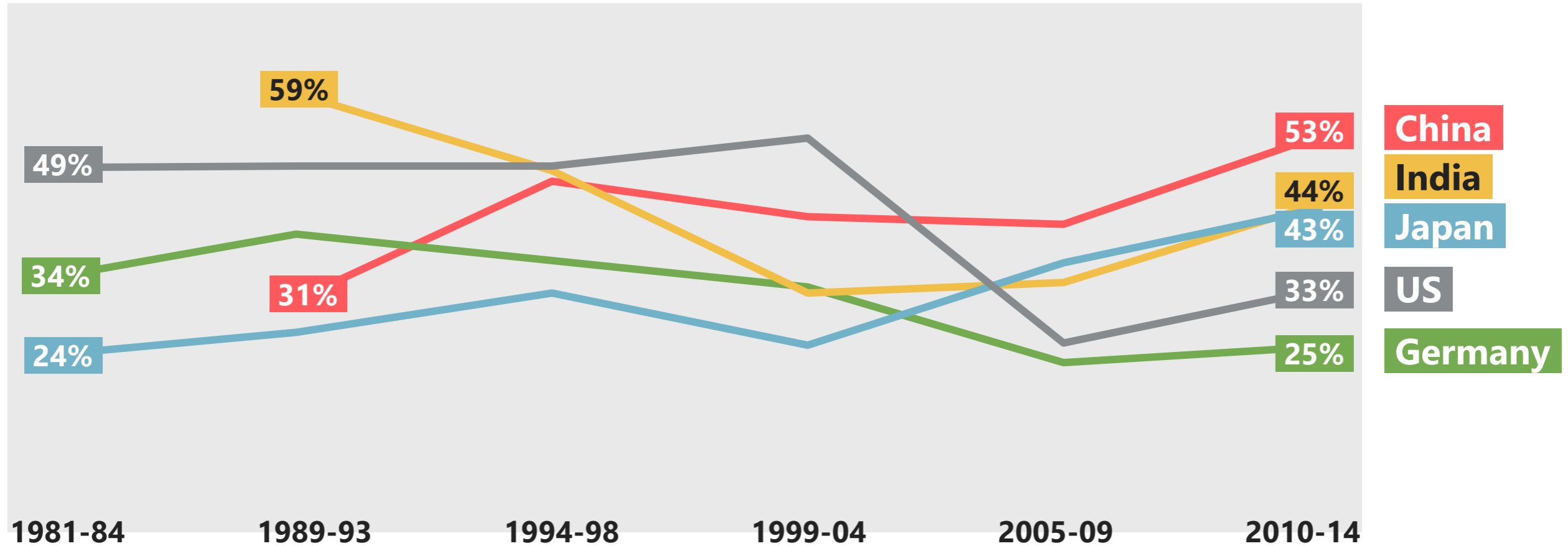


5.

**Trust in business
is not in decline**

CONFIDENCE IN BUSINESS

VARIES AROUND THE WORLD



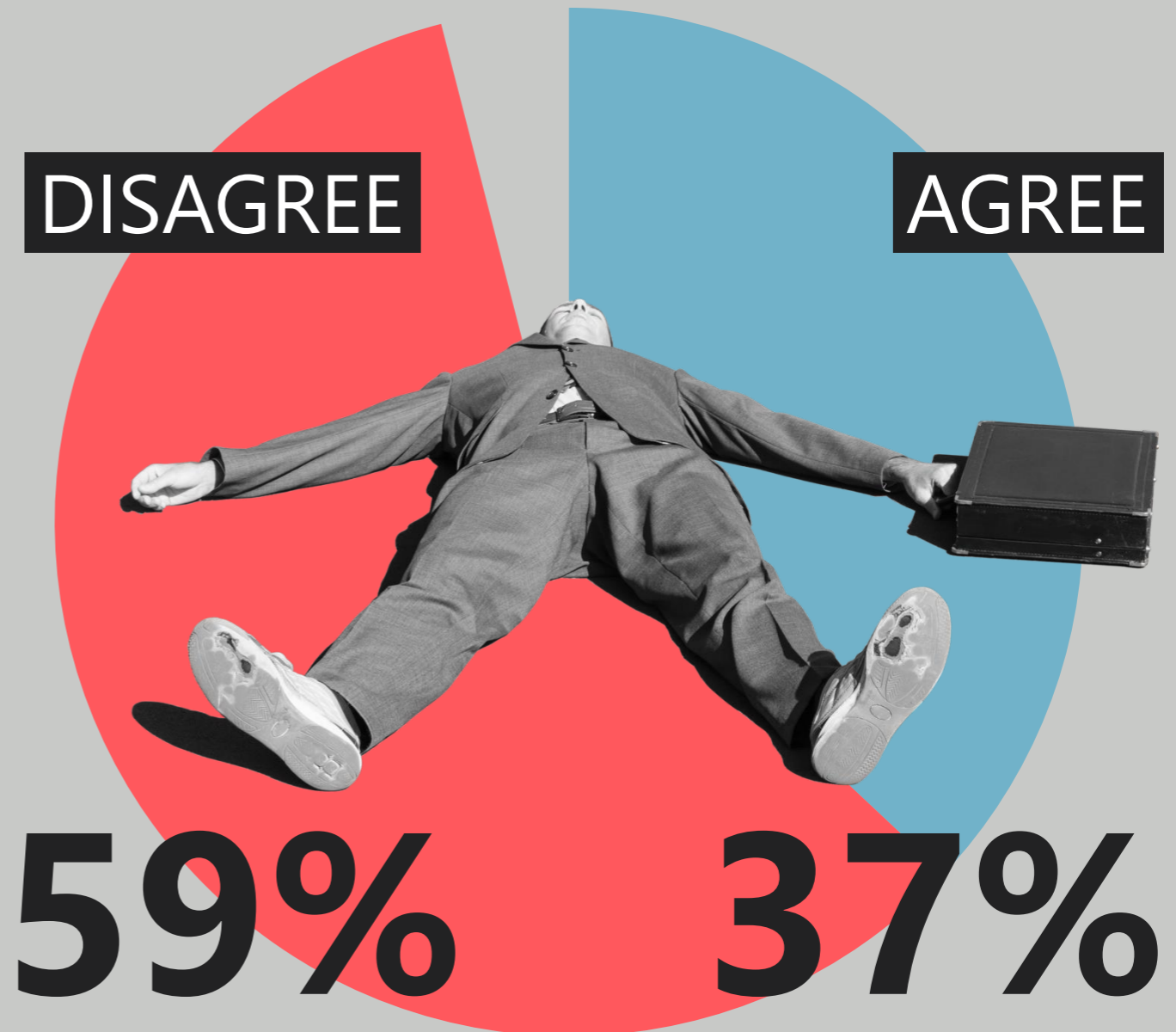
Confidence in major companies – A great deal / quite a lot.
Source: World Values Survey



TRUST IN COMPANIES AT ALL TIME LOW?

... in emerging markets the trust in companies is much greater, because sometimes the government doesn't exist locally... so the only one who can actually make a change is the company.

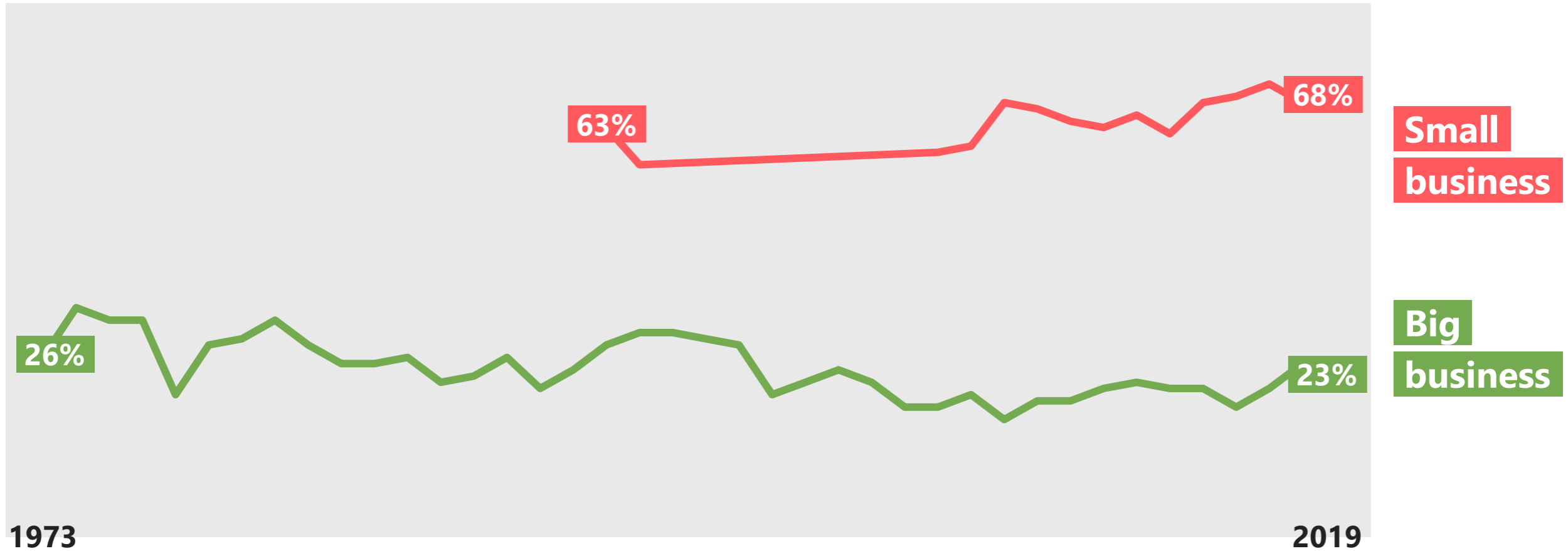
Ipsos Reputation Council Member



Base: 129 Reputation Council members interviewed June-Nov. 2018

SMALL BUSINESS TRUSTED IN US –

NO COLLAPSE IN TRUST IN BIG BUSINESS EITHER



Source: Gallup – Confidence in Big Business Poll. <https://news.gallup.com/poll/5248/big-business.aspx>
Great deal/quite a lot of confidence in ...



6.

Why are elite at Davos so anxious?



GLOBAL

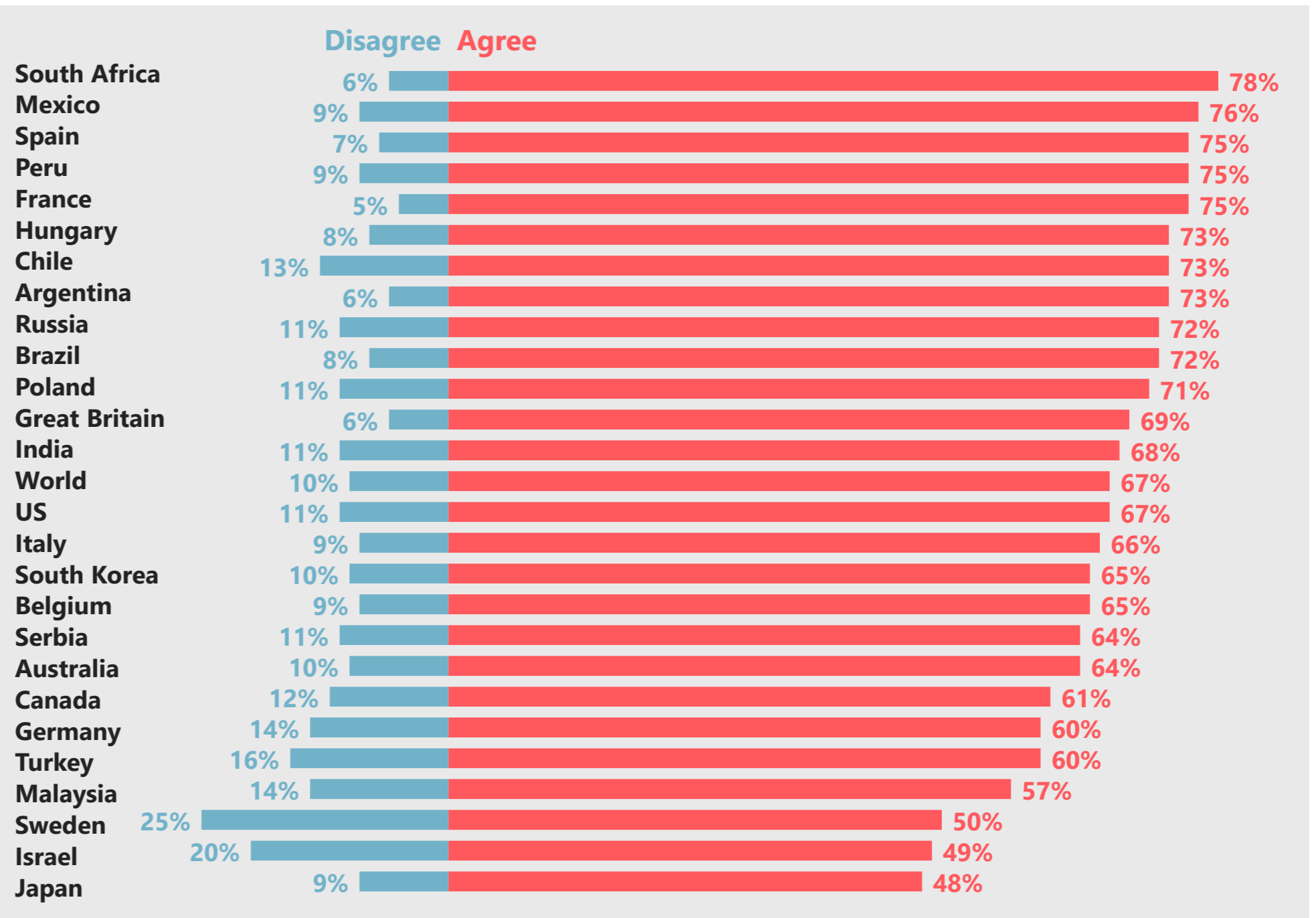
DISCONTENT

WITH THE

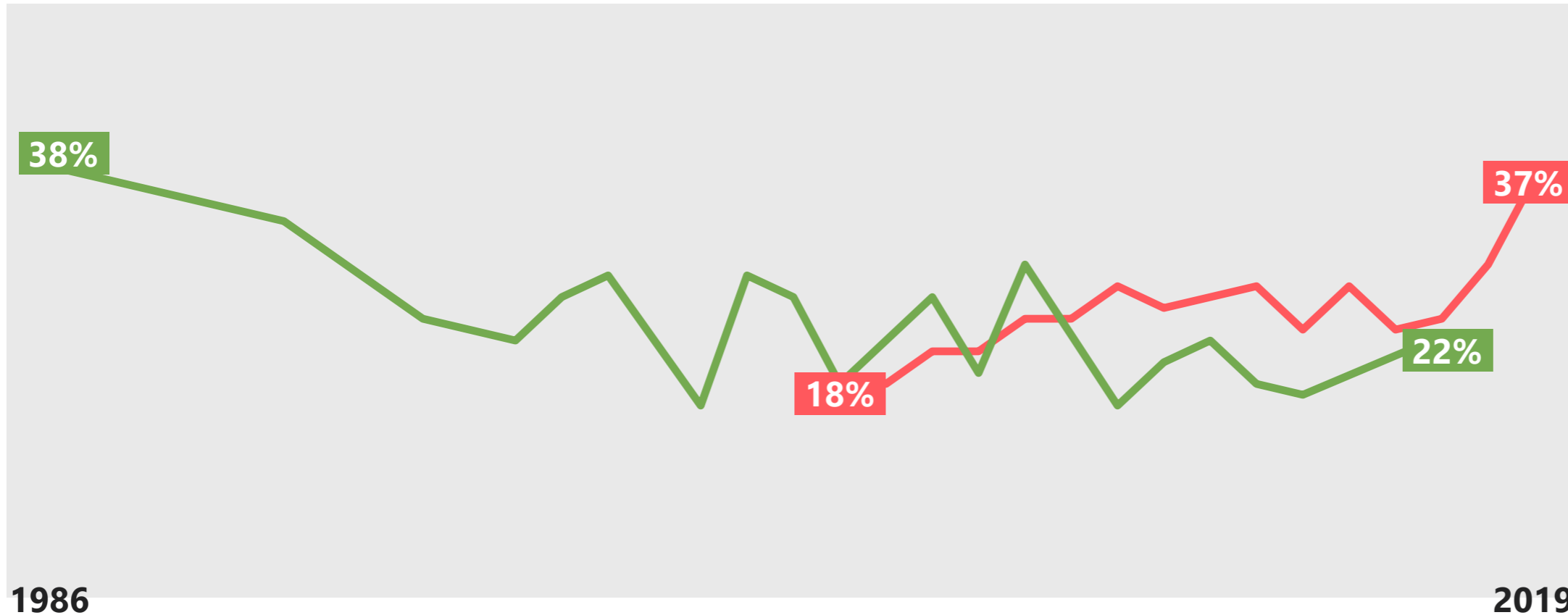
ELITES

“Traditional parties & politicians don’t care about people like me”

Source: Ipsos Global Advisor 20,000 online adults, aged 16-64 in 26 countries. Feb – March 2018



GROWING DISCONTENT OVER LONG TERM WITH GOVERNMENT IN THE UK, ADDED TO BY BREXIT PARALYSIS



“System of government needs a great deal of improvement”

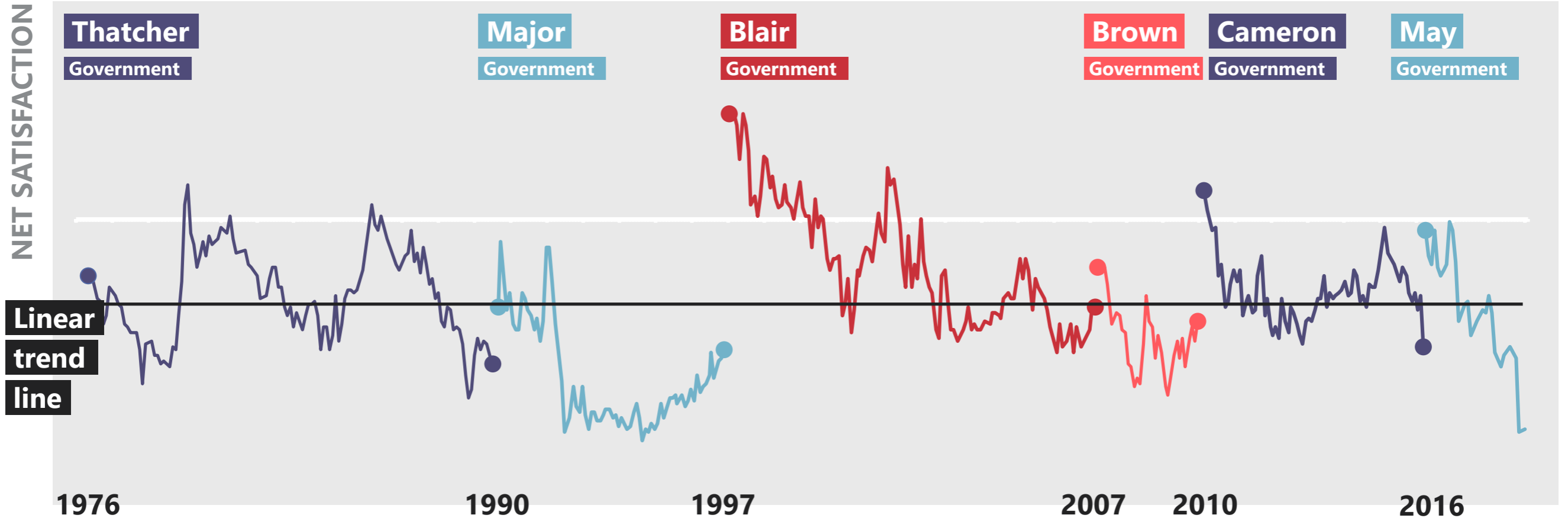
“Trust in government to put needs of nation first”

How much do you trust British governments of any party to place the needs of the nation above the interests of their own political party (%almost always/most of the time, British Social Attitudes Survey); Which of these statements best describes your opinion on the current system of governing Britain? (% needs a great deal of improvement, Hansard Society Audit of Political Engagement)



LITTLE CHANGE IN OVERALL SATISFACTION

WITH GOVERNMENTS HOWEVER



How satisfied or dissatisfied are you with the way the government is running the country?

Source: Ipsos MORI Political Monitor

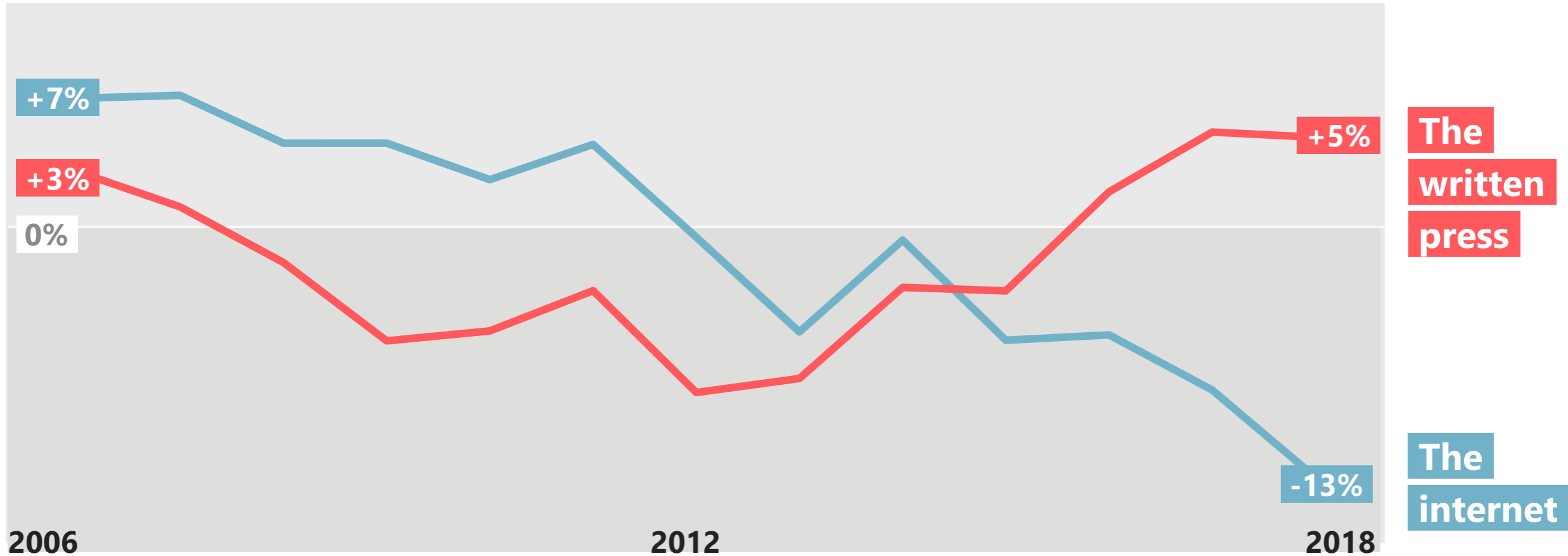


7.

Trust in the
internet has fallen



TRUST IN THE WRITTEN PRESS VS TRUST IN INTERNET IN EUROPE



For each of the following media and institutions, please tell me if you tend to trust it or tend not to trust it?
Source: Eurobarometer, 29 country average



8.

Growing polarisation -

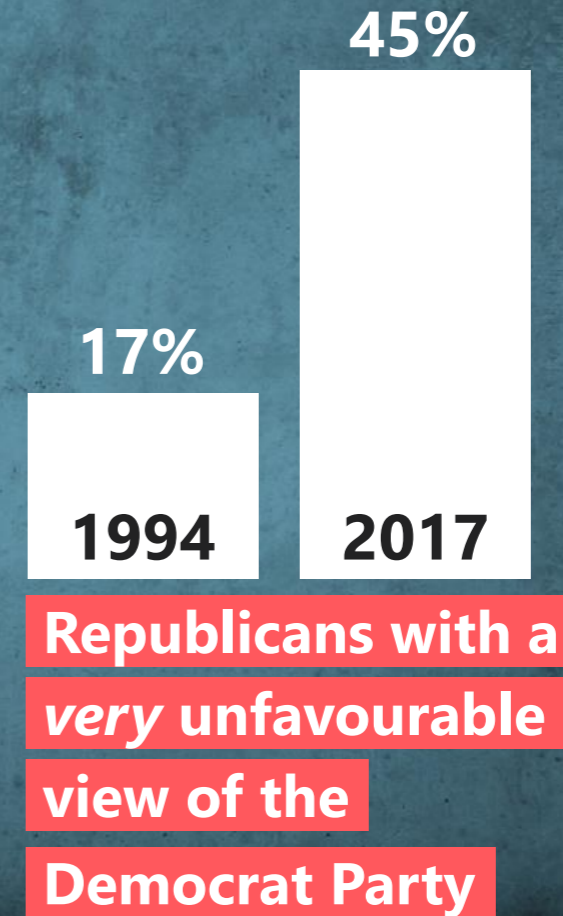
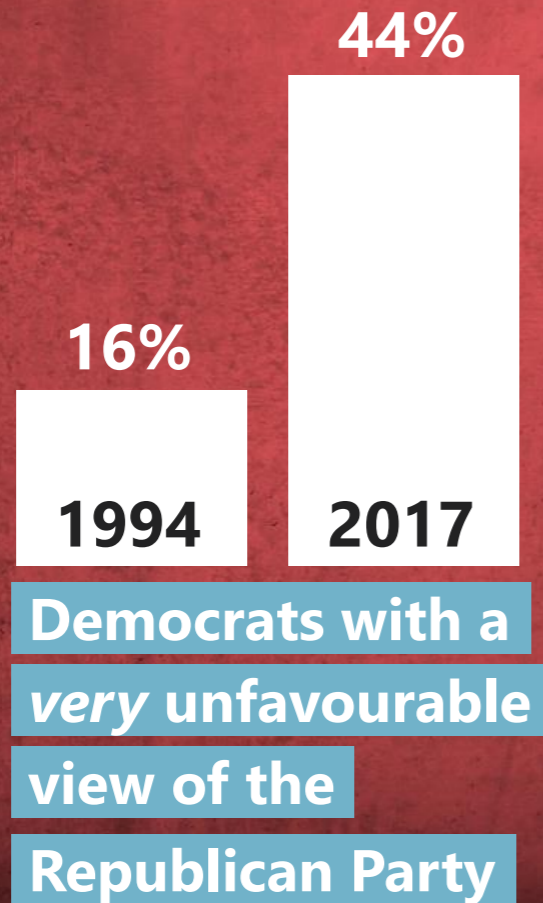
especially in the US,

but also elsewhere.

But how unhealthy is it?

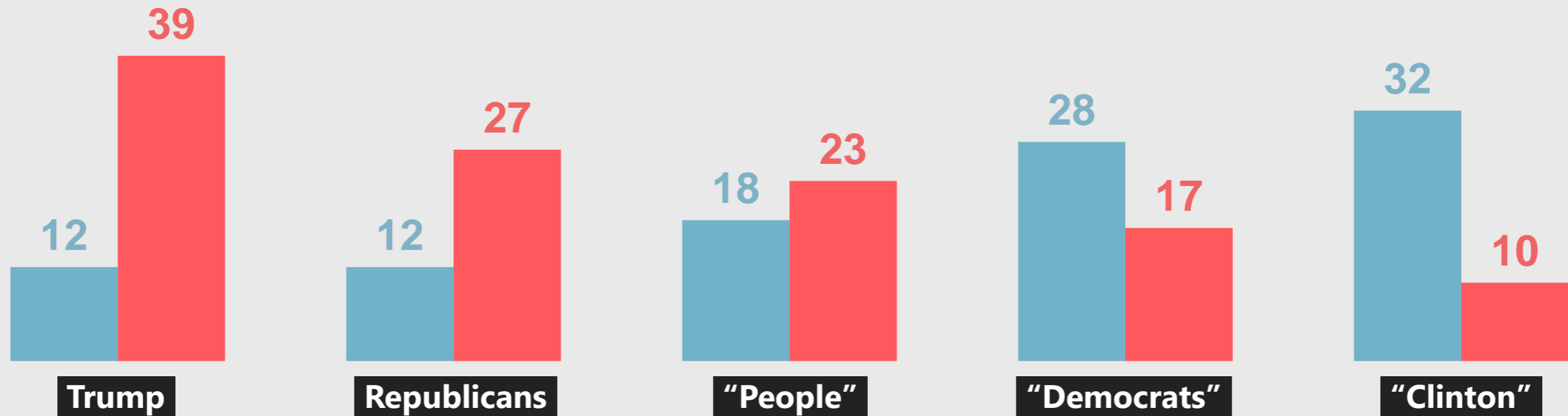


THERE ARE SIGNS OF GROWING POLARISATION IN THE US



AND PARTISAN-MOTIVATED REASONING IS POWERFUL

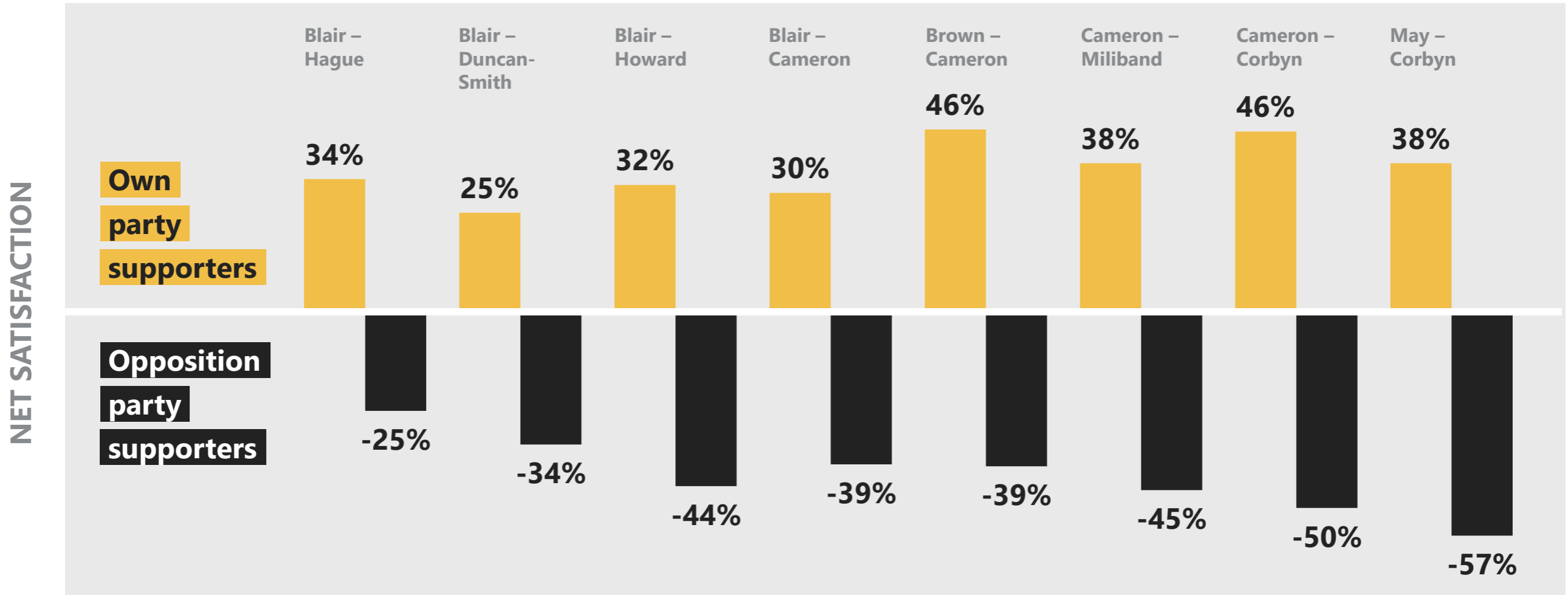
**% who support the repeal
of the "1975 Public Affairs Act"
when repeal is endorsed by ...**



Source: Reuters/Ipsos US June 2017



IS POLARISATION GROWING IN THE UK?



Are you satisfied or dissatisfied with the way xxx is doing his/her job as Prime Minister/leader of the Labour/Conservative party?
 Source: Ipsos MORI Political Monitor



NOT EVERYONE THINKS

DIVISIONS ARE DANGEROUS ...

% the differences in people's political views are so divisive it is dangerous for our society

32%

% there are differences in people's political views but this is healthy for society

33%

% there are no differences in people's political views

5%

% there are differences in people's political views but this doesn't have a significant impact on society

16%

Which of the following statements come closest to your opinion about the range of political views in your country?

Source: BBC Crossing Divides/Ipsos Global Advisor 19,782 online adults, 16-64 in 27 countries. Nov – Dec 2018



OR THAT THEIR

OPPONENTS DON'T CARE

Now thinking about the people in your country with opposing political views to you, to what extent do you agree or disagree with the following? They genuinely don't care about the future of the country

Agree

29%

Disagree

31%

Source: BBC Crossing Divides/Ipsos Global Advisor 19,782 online adults, 16-64 in 27 countries. Nov – Dec 2018



9.

Trust is a

key issue for the

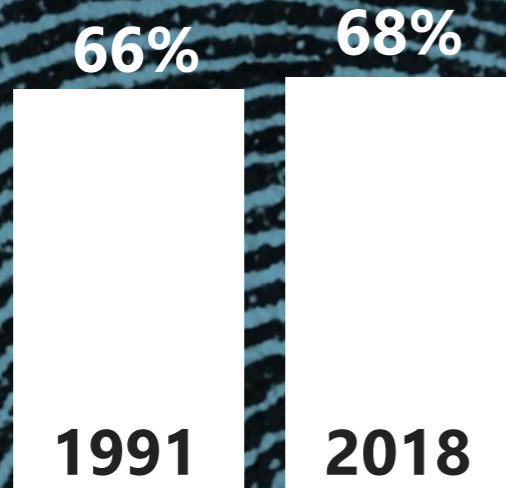
digital economy

But always has been!

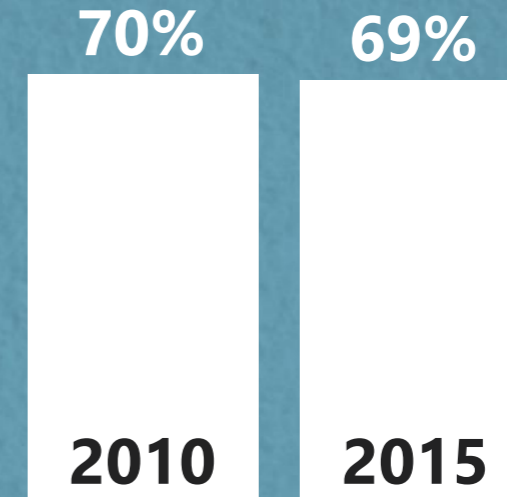


TRUST IN THE USE OF PERSONAL DATA IS LOW

– AS ALWAYS



EU citizens who are concerned about the collection of personal data



EU citizens who are concerned about the misuse of personal data

69%



4.4 OUT OF FIVE IS THE IDEAL RATING

WORLDWIDE SAY IF A PRODUCT OR SERVICE

GETS A LOT OF GOOD REVIEWS, THEY WILL TRY IT

(THOUGH THIS IS DOWN FROM 76% IN 2016).

BUT PEOPLE ARE SUSPICIOUS OF PERFECT SCORES

10.

So what do we do?

Be much more systematic in understanding when “trust” matters and what drives it



THE DIFFERENT DIMENSIONS OF TRUST ...

THE TRUSTER



ABLE TO TRUST

- Is vulnerable
- Is optimistic
- Has the propensity to trust

TRUSTS



ACT OF TRUST

- Rational
- Emotional

THE TRUSTEE



HOW TO BE TRUSTWORTHY

- Be competent ...
- Be reliable
- Have their best interests at heart (benevolence)
- Have a history of good behaviour (integrity)
- Have shared values

TO DO WHAT?



TRUST IS CONTEXTUAL

- ... at a particular thing

WE TESTED EIGHT DRIVERS

OF TRUSTWORTHINESS OF INSTITUTIONS

Is it reliable/
keeps its
promises?

Is it good at
what it does?

Does it
behave
responsibly?

Is it open and
transparent
about what
it does?

Is it
well led?

Does it do
what it does
with the best
of intentions?

Does it
share
my values?

Would it try
to take
advantage of
me if it could?

ALL
are statistically
significant
correlants of
"trustworthiness"



THIS IS
EVIDENCED
BY THE RELATIVE
PERFORMANCE
OF THE
TECH AND
OIL SECTORS

Base: Ipsos Global Advisor. c16,400 – 17,800
online adults aged 16-64 in 23 countries,
October 2018



% Trustworthy

Technology
companies

37%

Rated top on
all 8 statements

Food & drink
companies

25%

Pharmaceutical
companies

25%

Banking
companies

20%

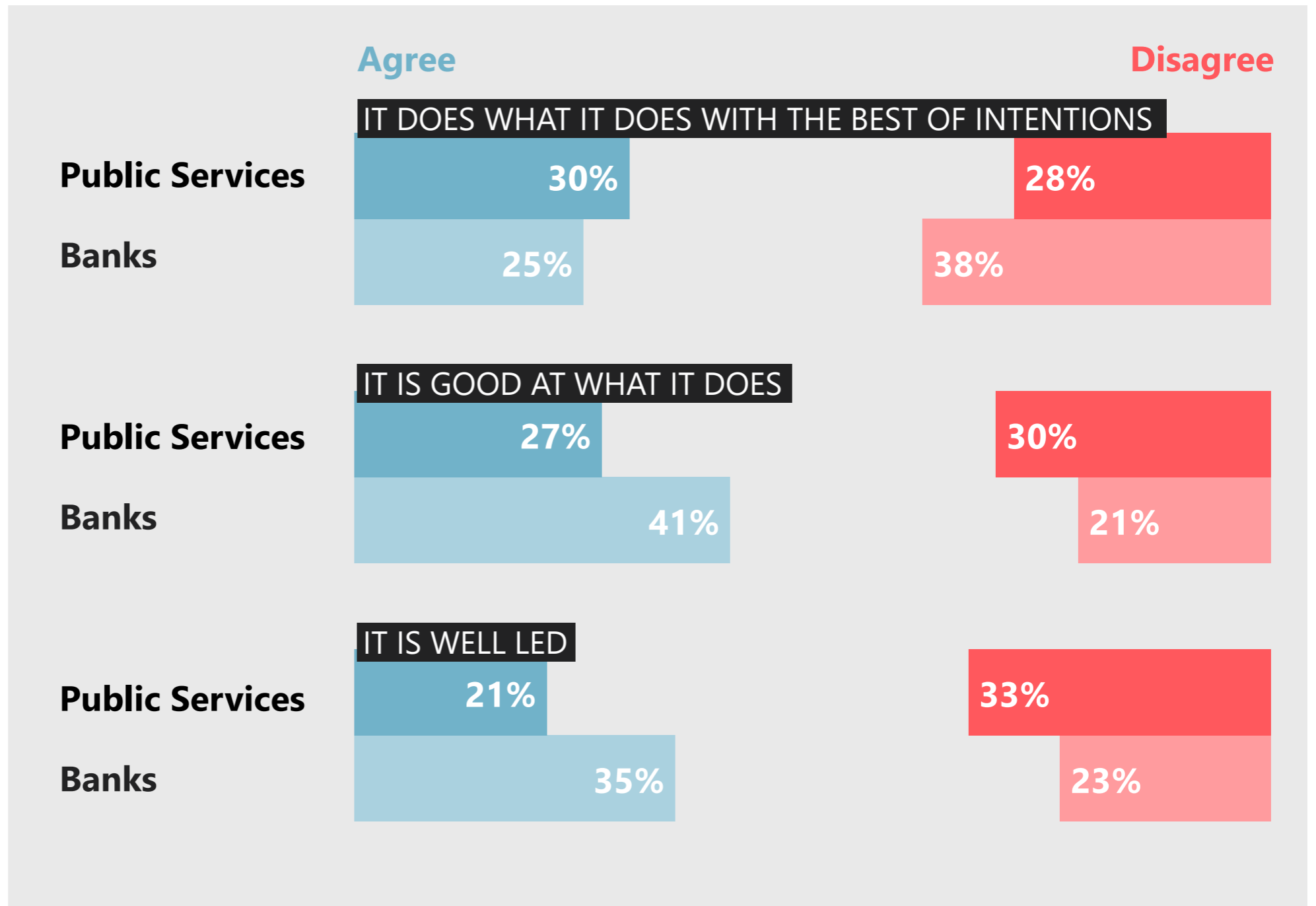
Oil & Gas
companies

18%

Rated bottom on
7 of 8 statements

WHAT IS
 IMPORTANT
 FOR ONE
 SECTOR MAY
 NOT BE
 IMPORTANT
 FOR
 ANOTHER

Base: Ipsos Global Advisor. c16,400 – 17,800
 online adults aged 16-64 in 23 countries,
 October 2018



IN CONCLUSION

TRUST IS A
PROBLEM,
BUT IT'S
CHRONIC
NOT ACUTE

1

IT'S COMPLICATED.
DEPENDENT
ON SECTOR,
COUNTRY ETC

2

THE WORLD
IS NOT GOING
TO 'HELL
IN A HANDCART'

3



THANK YOU