

Global Report

Trust in the  
Food & Beverage  
Sector



# 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.

# 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	<b>'22</b>
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>

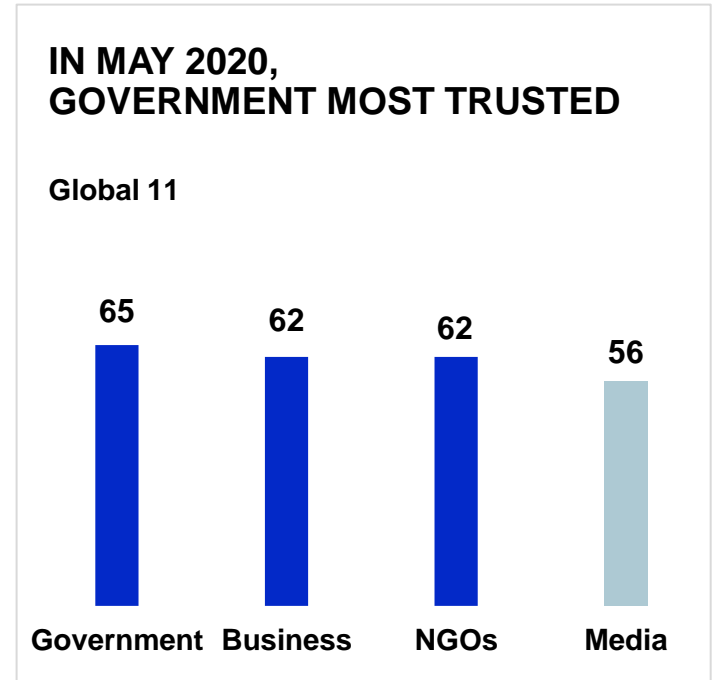
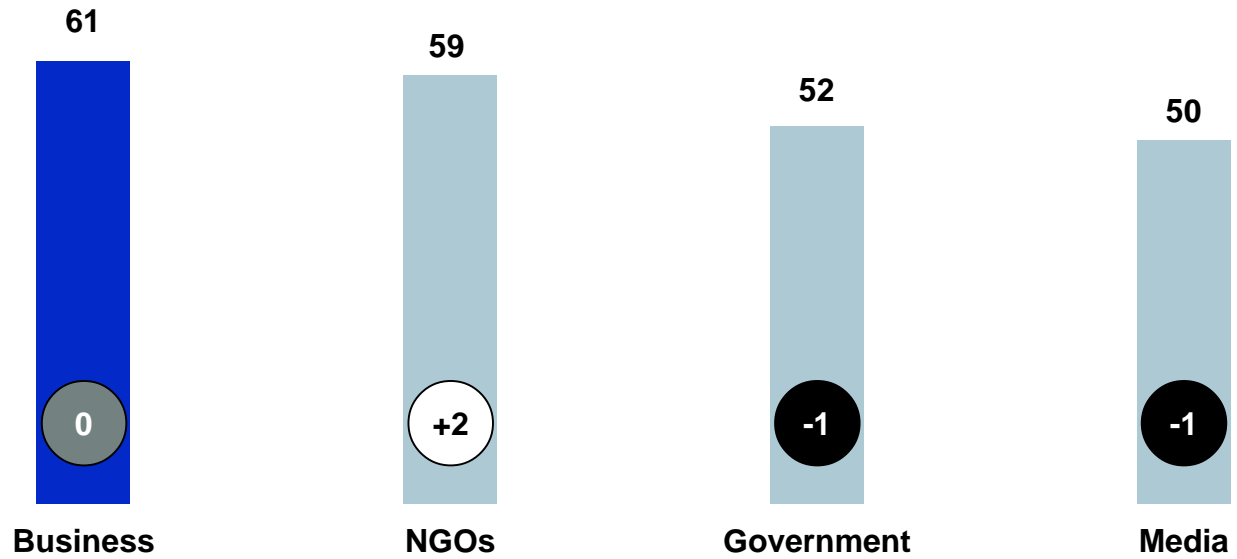


**IN A DIVIDED AND DIVISIVE WORLD,  
BUSINESS MOST TRUSTED**

# TRUST DECLINES FOR GOVERNMENT AND MEDIA; BUSINESS STILL ONLY 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.



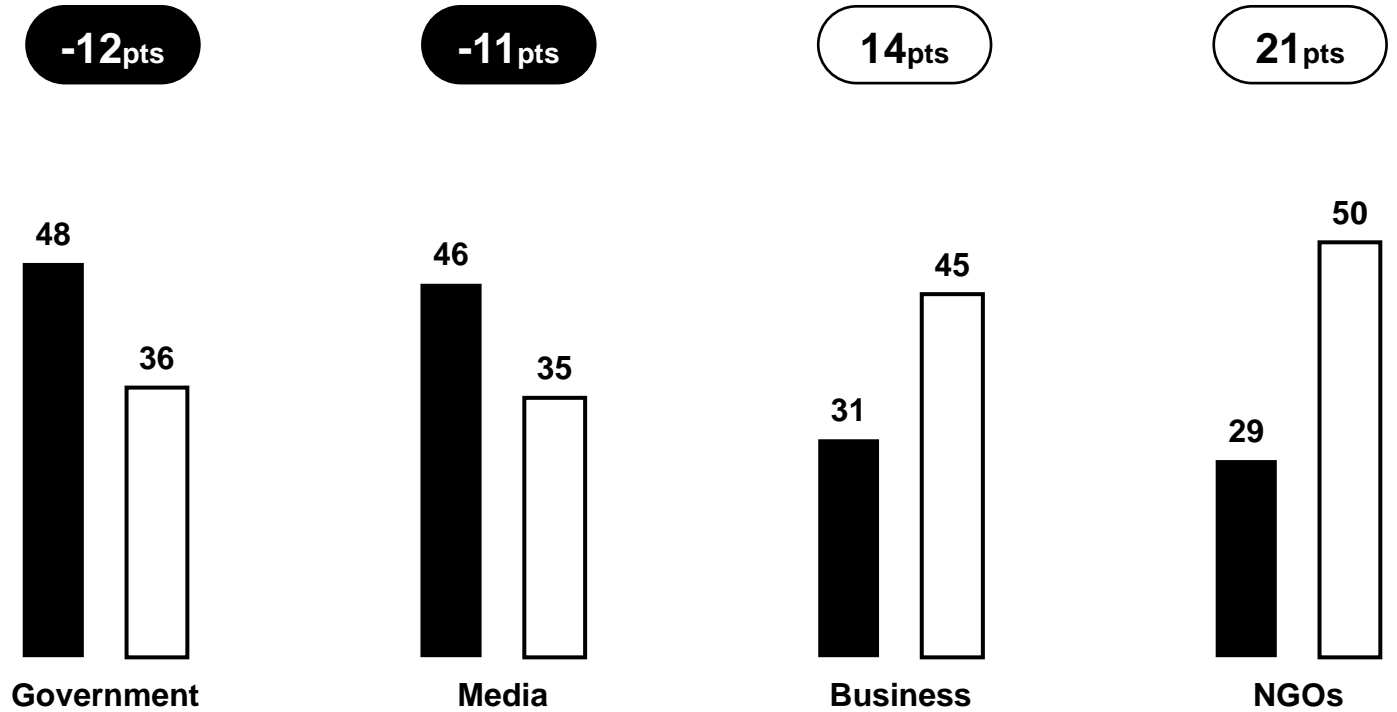
# GOVERNMENT AND MEDIA SEEN AS DIVISIVE

Percent who say

These institutions are...

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

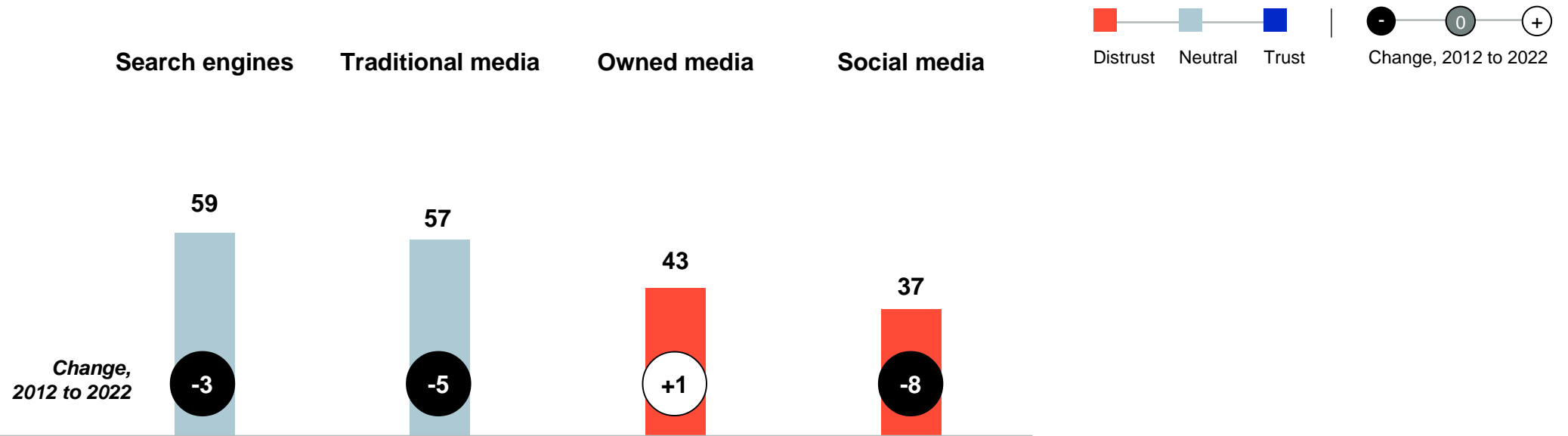
Gap,  
difference between  
unifying force vs.  
dividing force



# NEWS SOURCES FAIL TO FIX THEIR TRUST PROBLEM

Percent trust

Global 22



Least-trusting countries for each source

U.S.	45	Russia	35	S. Korea	24	France	19
Australia	47	Japan	39	Russia	28	Germany	20
Japan	47	S. Korea, U.S.	43	U.S.	28	Canada	21

2022 Edelman Trust Barometer. COM\_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 22-mkt avg.

\*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

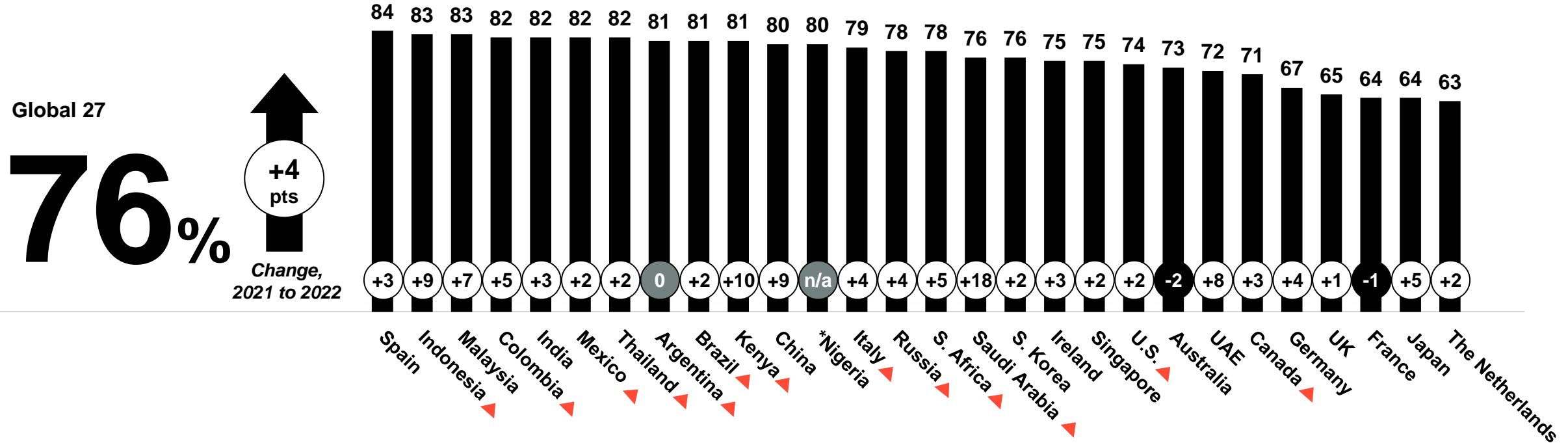
# FAKE NEWS CONCERNS AT ALL-TIME HIGHS

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



# GOVERNMENT NOT SEEN AS ABLE TO SOLVE SOCIETAL PROBLEMS

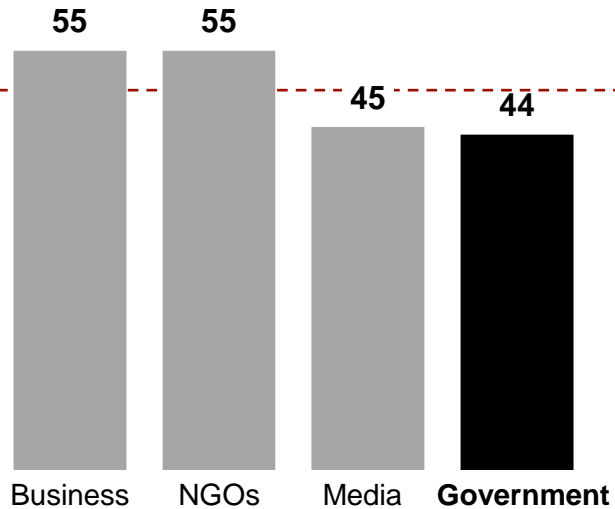
Percent who say each is a strength of institutions

## Take a leadership role

*Coordinate cross-institutional efforts to solve societal problems*

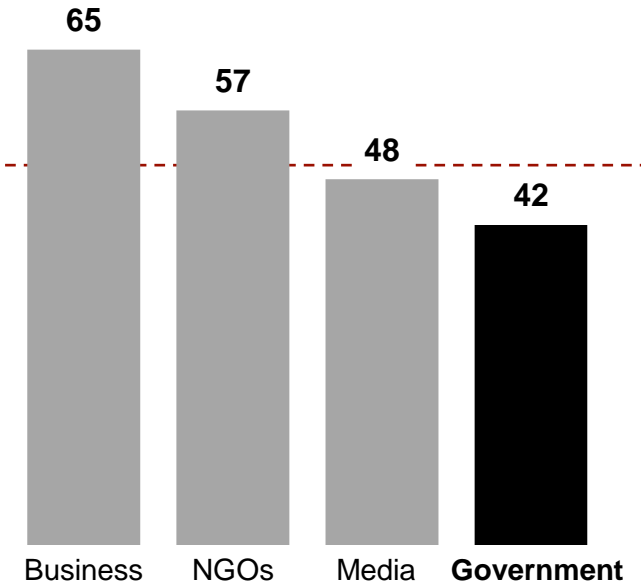
Majority do not see as strength

50%



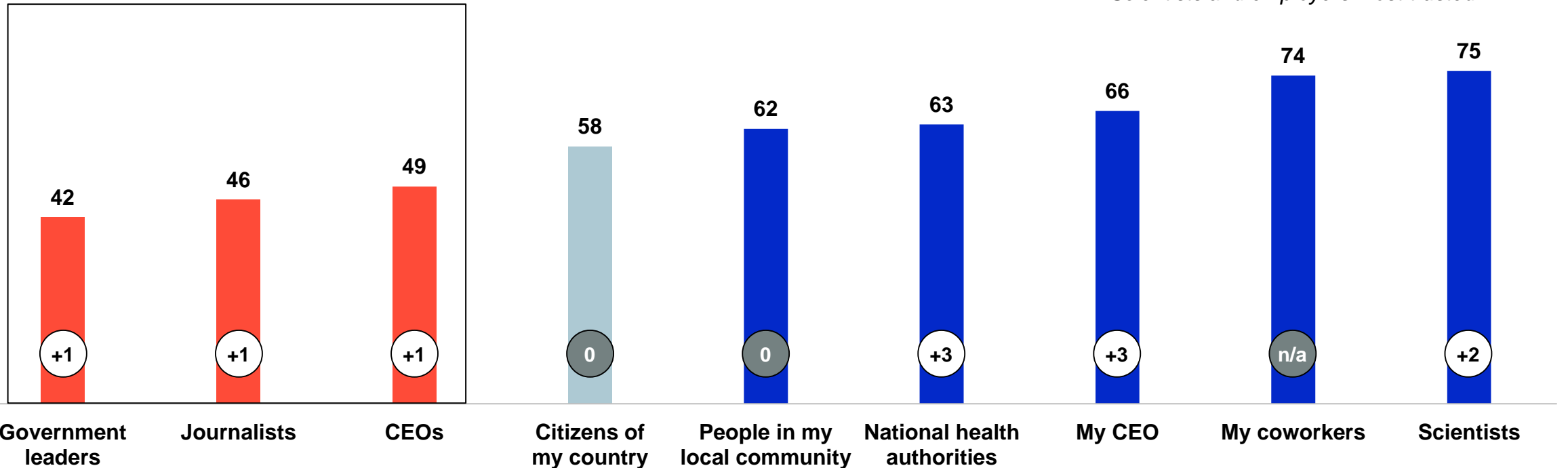
## Get results

*Successfully execute plans and strategies that yield results*



# 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).

# MORE CONVINCED WE'RE BEING LIED TO BY SOCIETAL LEADERS

Percent who worry

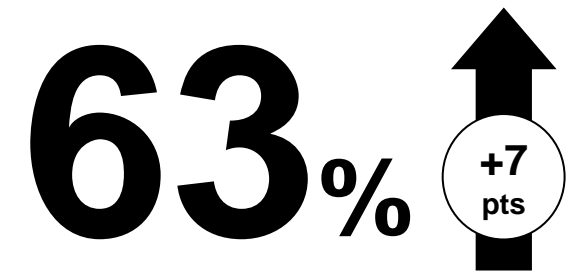
Change, 2021 to 2022



Journalists and reporters



My country's government leaders



Business leaders

are **purposely trying to mislead people** by saying things they know are false or gross exaggerations

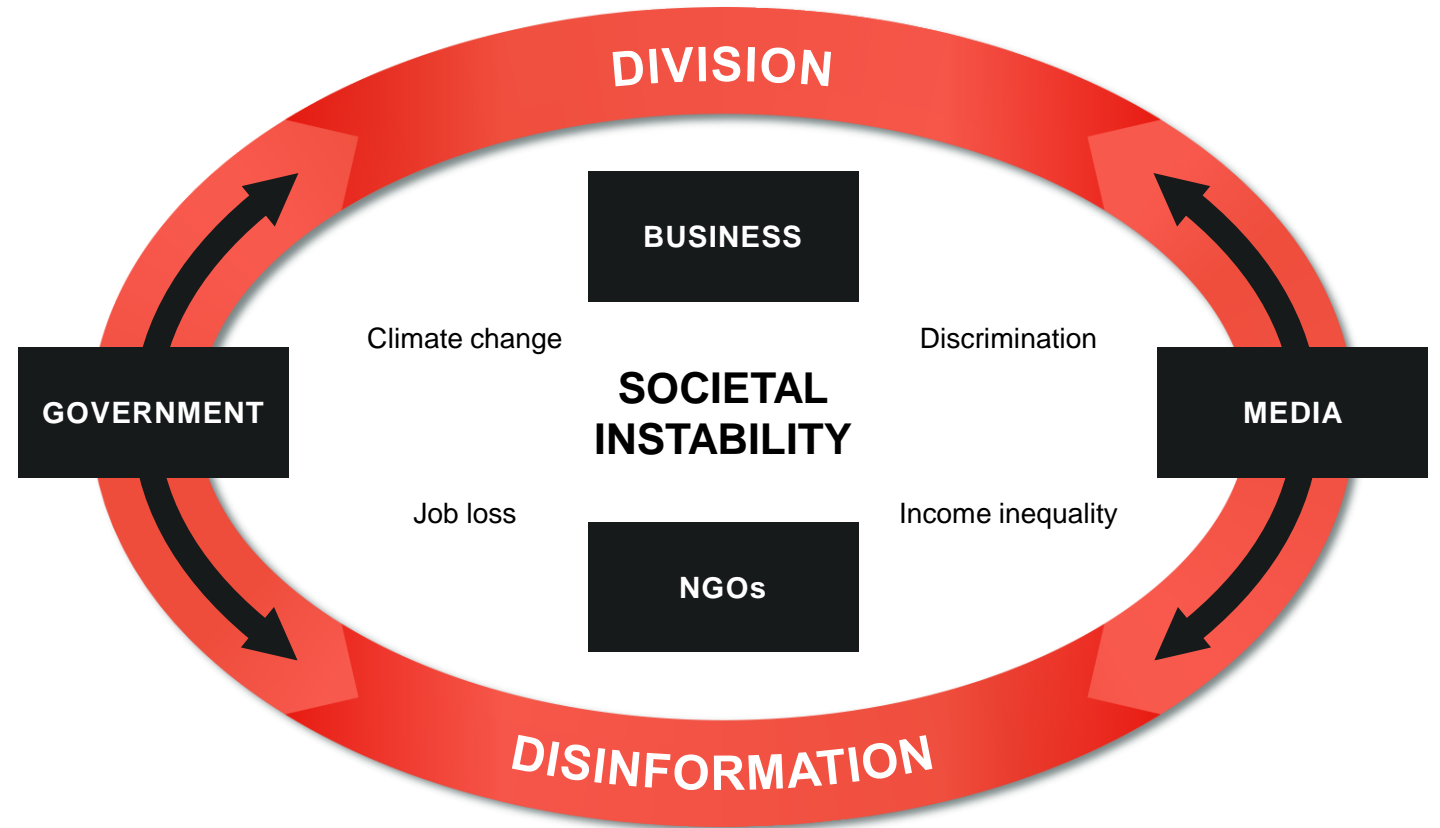
# CYCLE OF DISTRUST THREATENS SOCIETAL STABILITY

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**Government and media** feed cycle of division and disinformation for votes and clicks

**NGOs and business** pressured to take on societal problems beyond their abilities

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**TRUST IN FOOD AND BEVERAGE  
FACES HEADWINDS**



# A COMPLEX AND CONFLICTED LANDSCAPE

## Food Justice = Social Justice



**CIVIL EATS**

Does Regenerative Agriculture Have a Race Problem?



**The Seattle Times**

The Right to Food Movement: Fighting Hunger is About Justice, not Charity



**FORTUNE**

Fertilizer prices just hit a record high sparking fears of global starvation and the worst food insecurity level since World War II

## Sustainability as Threat and Opportunity



**FOOD**  
navigator.com

PepsiCo more than doubles revenue growth with framework prioritizing sustainability



**People**

Almond Milk is Killing Billions of Honeybees



**South China Morning Post**

How China plans to lead the world in sustainable food with latest five-year agricultural development plan



**THE WALL STREET JOURNAL**

Food Prices Keep Going Up, Here's What it Means for You



**EL PAÍS**

Los alimentos se encarecieron un 28% en 2021, hasta máximos desde los años setenta



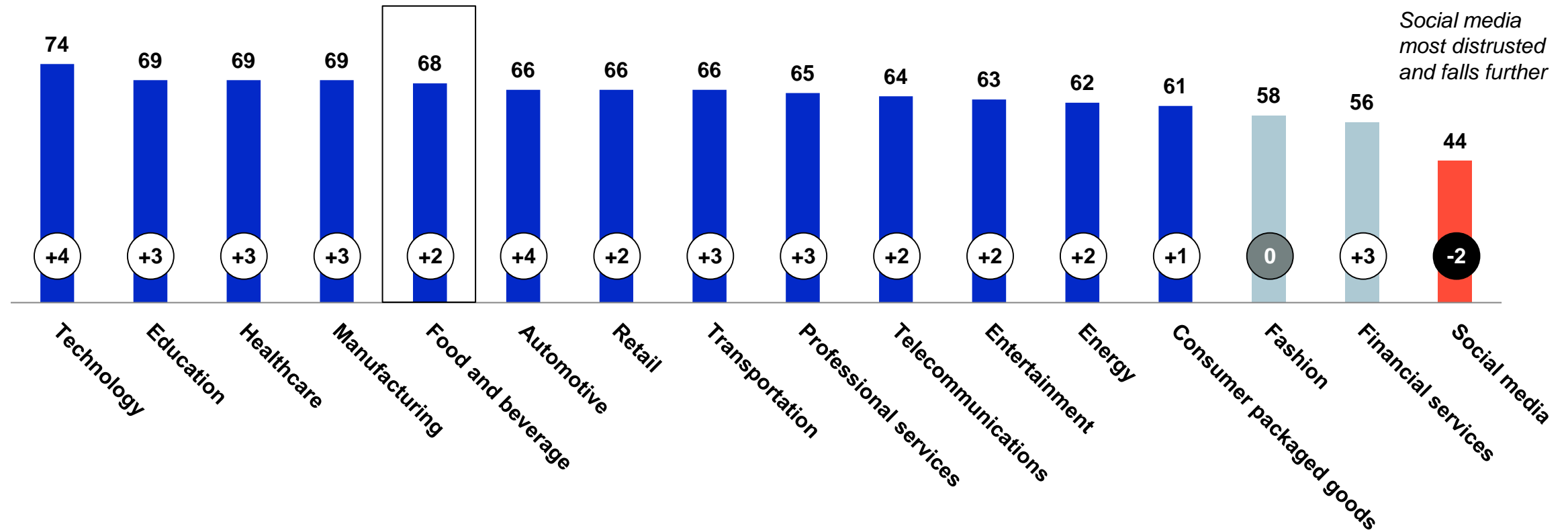
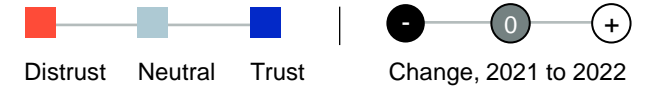
**CNN**

War Has Brought the World to the Brink of a Food Crisis



# TRUST INCREASES ACROSS MOST SECTORS

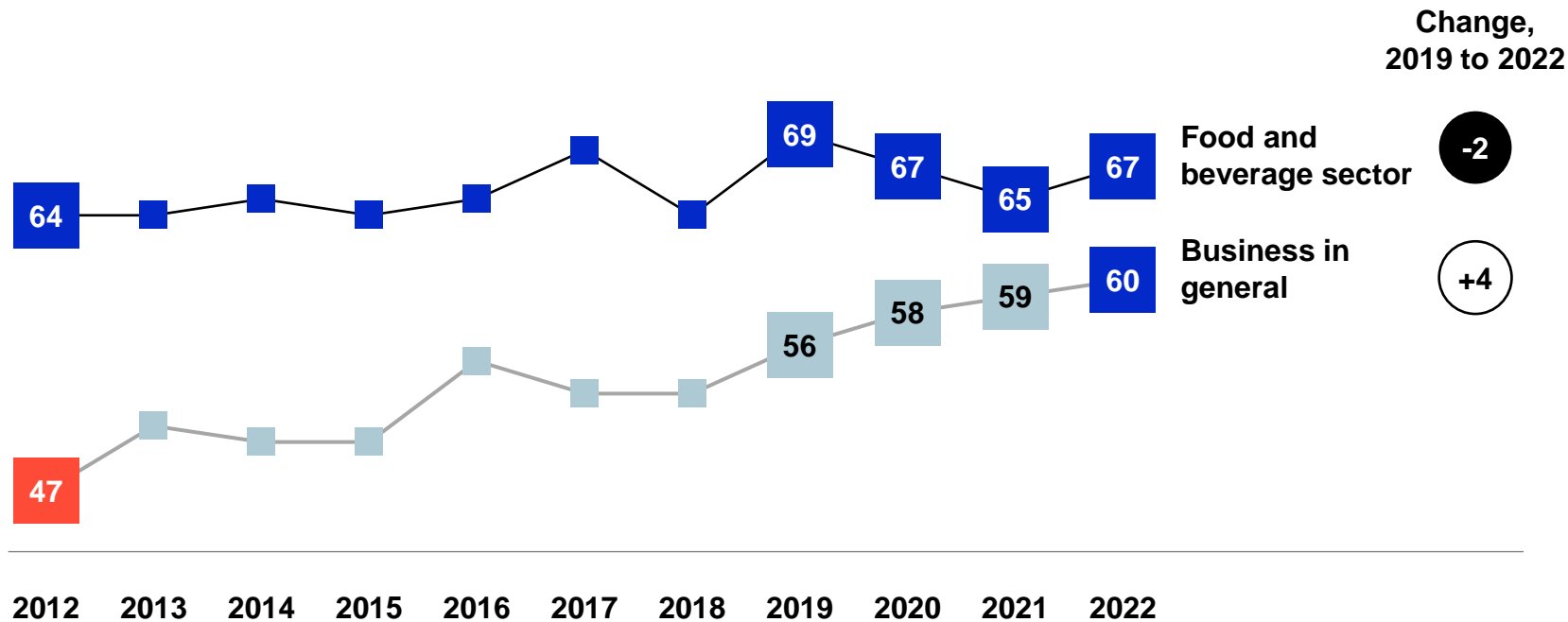
Percent trust



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

# TRUST IN FOOD AND BEVERAGE SECTOR REMAINS BELOW PRE-PANDEMIC HIGHS

Percent trust in the food and beverage sector vs. trust in business



Countries with double-digit declines in food and beverage trust since 2019

	% trust, 2022	Change, 2019 to 2022
Canada	60	-13
U.S.	59	-12

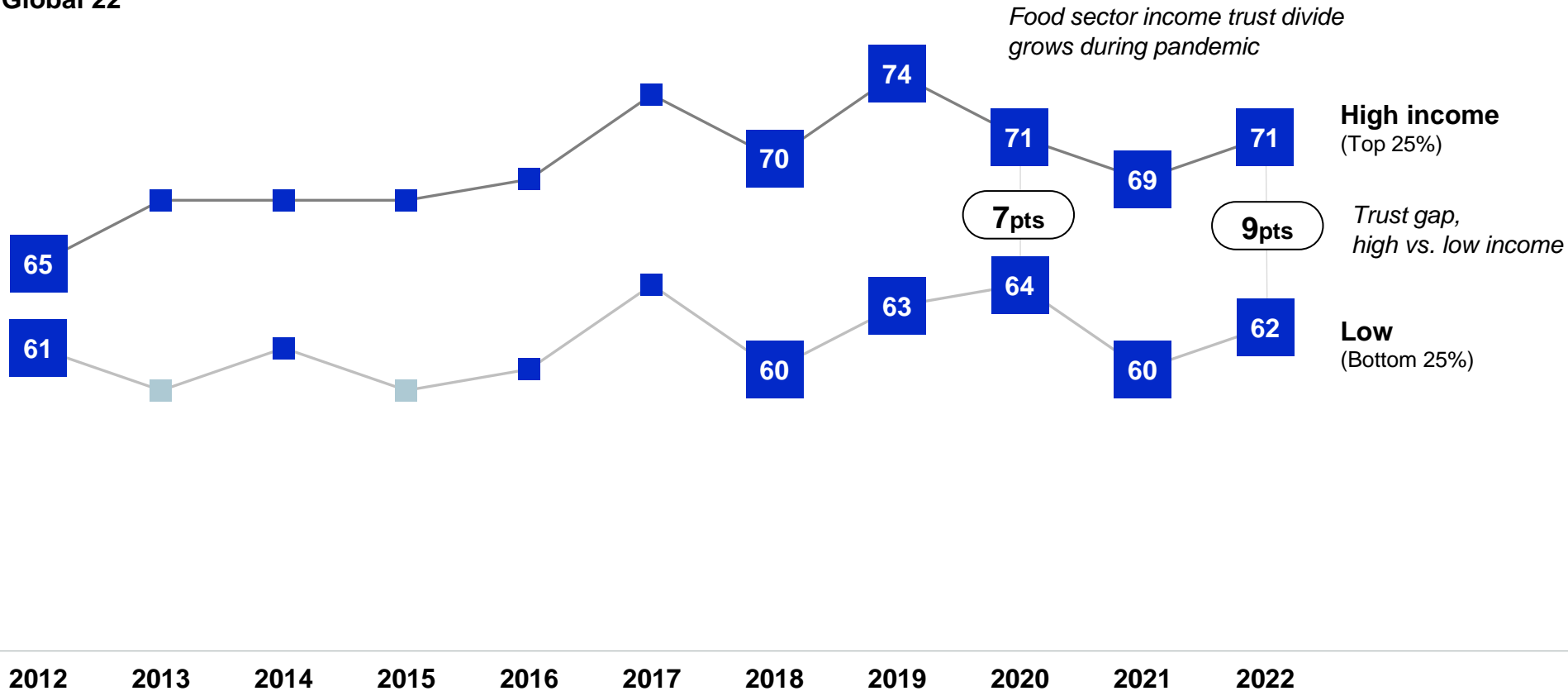
2021 Edelman Trust Barometer. TRU\_IND. [FOOD AND BEVERAGE] Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. TRU\_INS. [BUSINESS] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 22-mkt avg.

# INCOME-BASED TRUST INEQUALITY FOR FOOD REMAINS

Percent trust in the food and beverage sector



Global 22

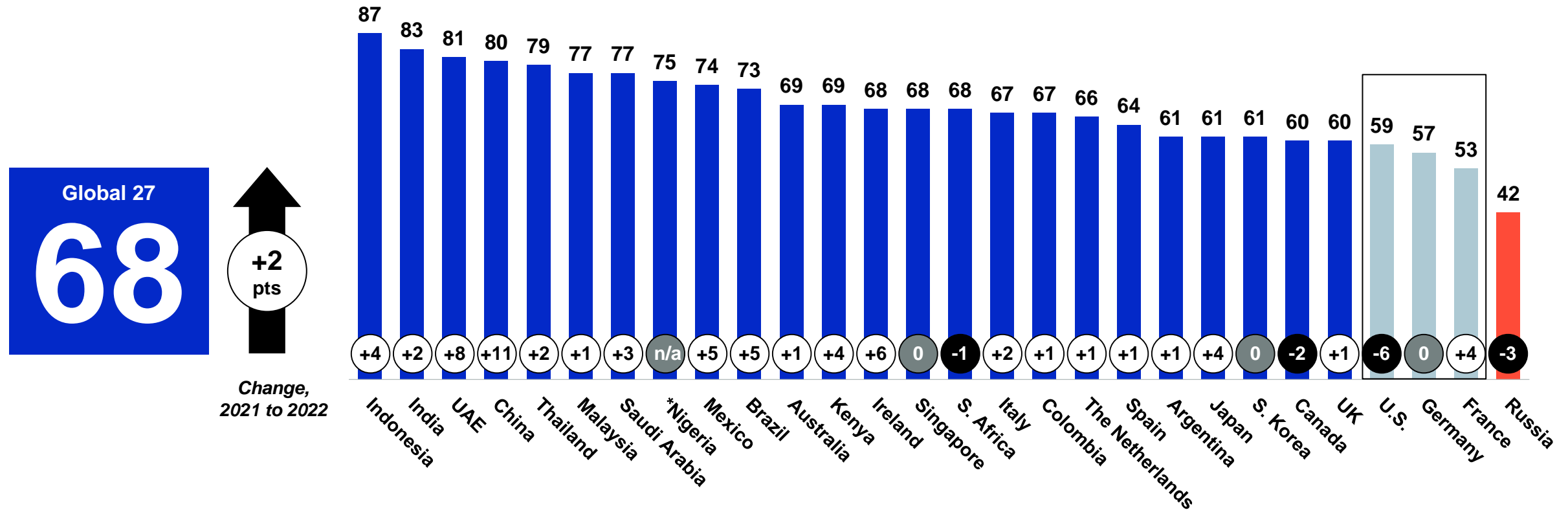


**Top 5 countries with the greatest income-based trust inequality**

The Netherlands	21pts
Thailand	20pts
Saudi Arabia	18pts
U.S.	17pts
Indonesia	15pts

# FOOD AND BEVERAGE SECTOR NOT TRUSTED IN THREE OF WORLD'S LARGEST FOOD EXPORTERS

Percent trust, in food and beverage sector



2022 Edelman Trust Barometer. TRU\_IND. [FOOD AND BEVERAGE] 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.

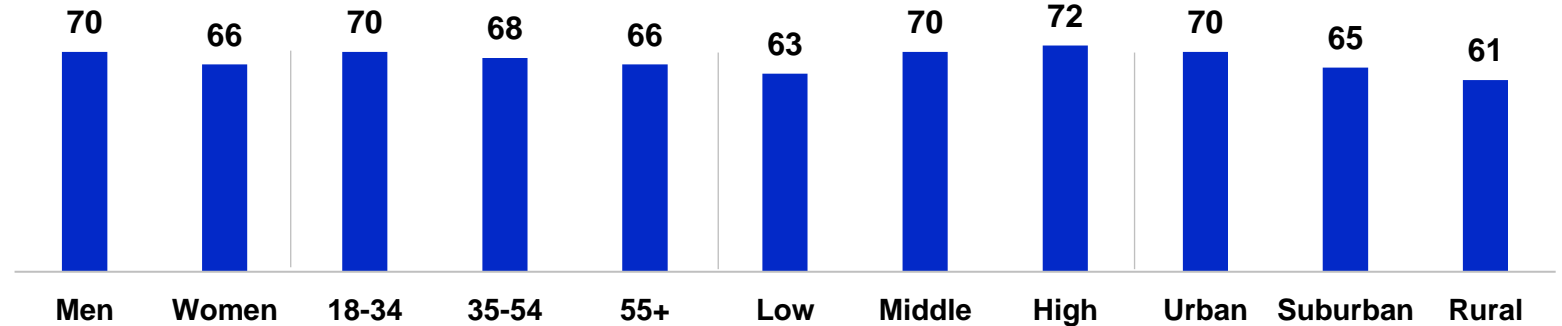
\*Nigeria not included in the global average. Top five food exporters, in order: U.S., Germany, UK, China, France.

# TRUST IN FOOD AND BEVERAGE SECTOR DIFFERS BY INCOME, GEOGRAPHY, RACE/ETHNICITY AND POLITICS

Percent trust, food and beverage sector



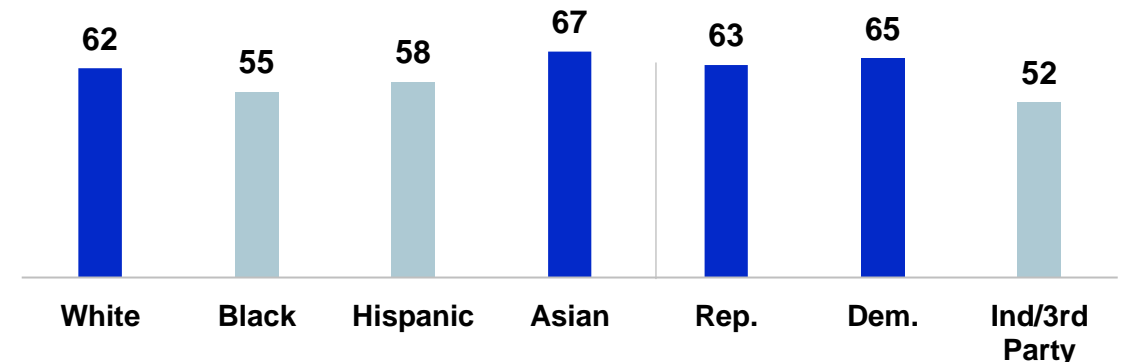
Gender | Age | Income | Location



Global 27



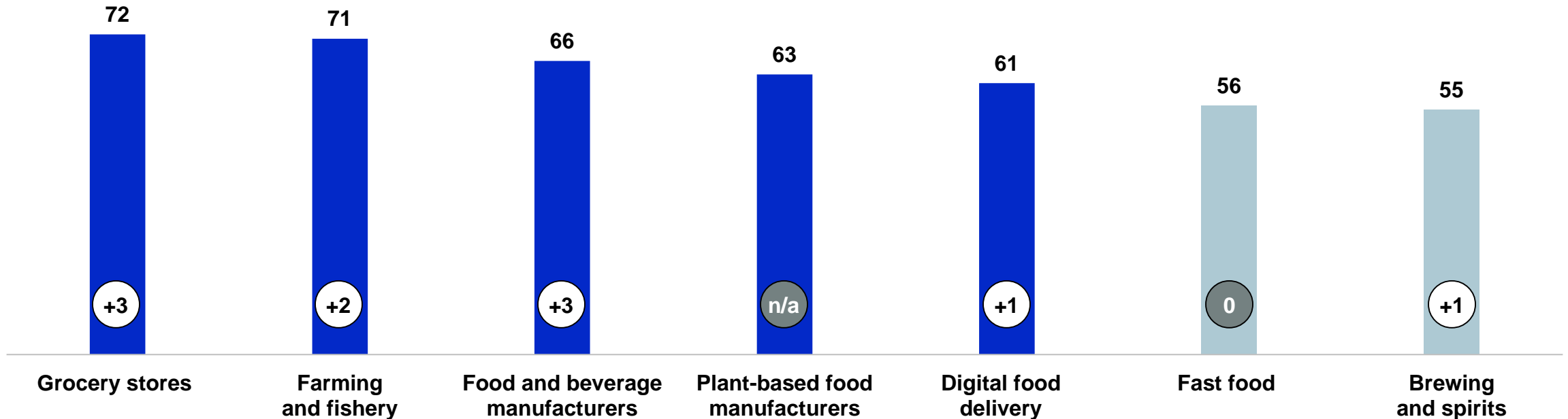
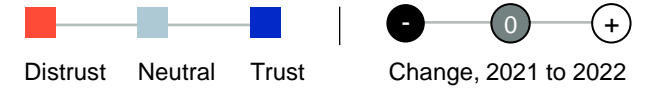
U.S. Race and Ethnicity | Political Affiliation



2022 Edelman Trust Barometer. TRU\_IND. [FOOD AND BEVERAGE] 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, and by demographics; U.S. political affiliation, and Non-Hispanic White, Black, Hispanic, and Asian populations.

# TRUST RISES IN 5 FOOD AND BEVERAGE SUBSECTORS

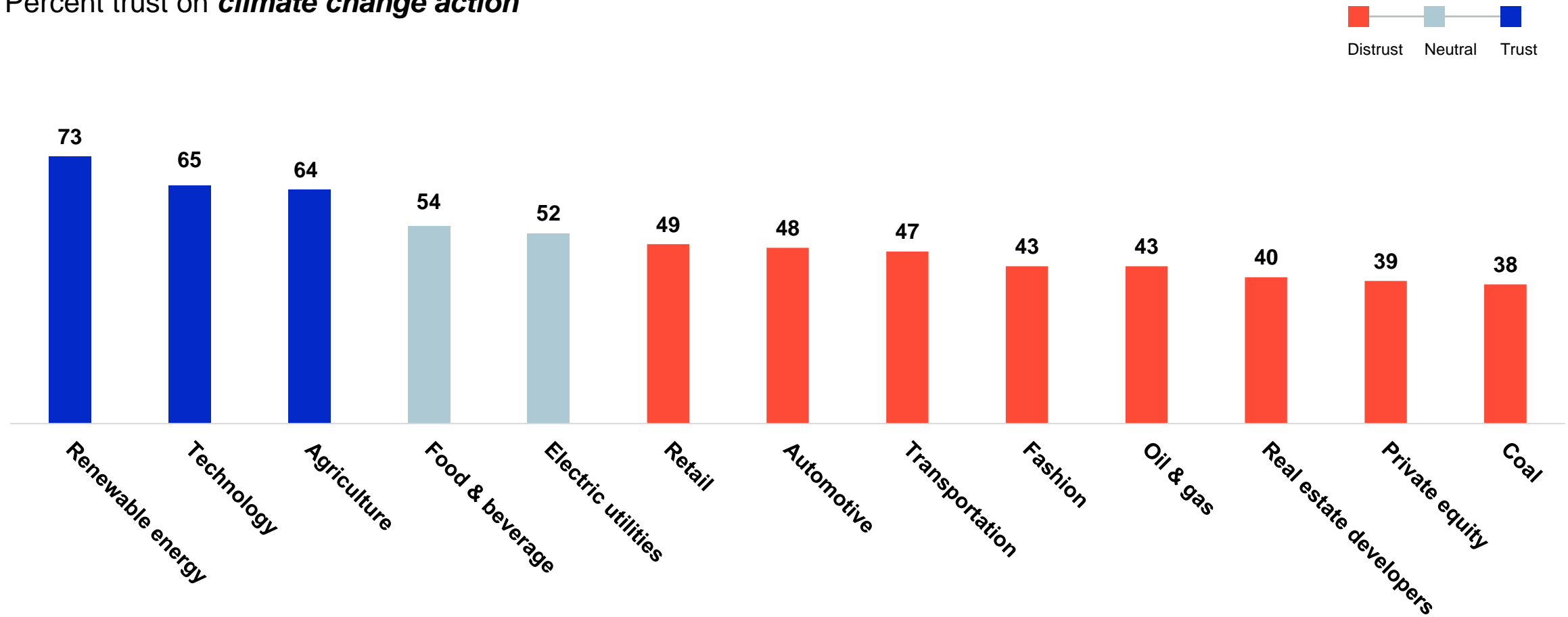
Percent trust, in food and beverage subsectors





# MOST INDUSTRIES NOT TRUSTED ON CLIMATE CHANGE ACTION

Percent trust on *climate change action*



2021 Edelman Trust Barometer Special Report: Climate Change. ECO\_TRU\_IND. Below is a list of industry sectors. For each one, please indicate how much you trust that industry to do what is right. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 14-mkt avg.

# WIDESPREAD FEARS OF CLIMATE CHANGE

Percent who say

● 0 ● Change, 2021 to 2022

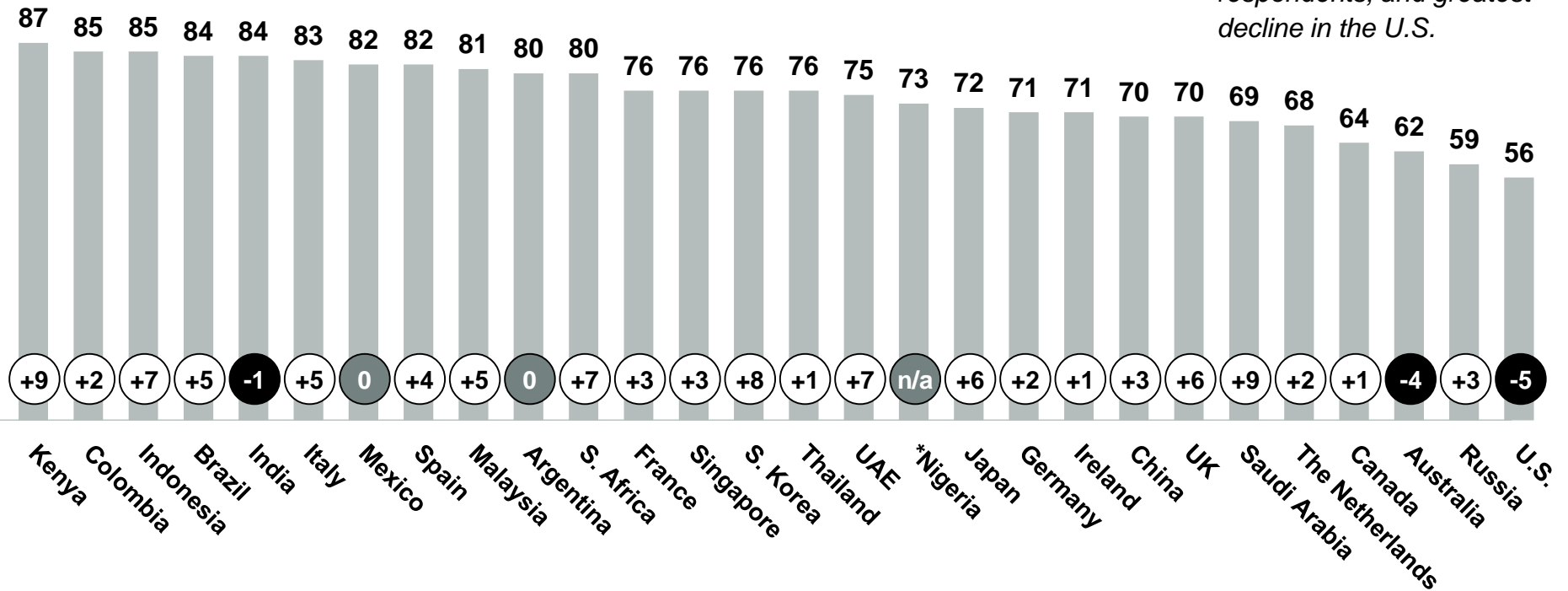
I worry about **climate change leading to drought, rising sea levels and other natural disasters**

*Least concern among U.S. respondents, and greatest decline in the U.S.*

Global 27

**75%**

**+3 pts**  
Change, 2021 to 2022



Food & beverage employees	72%
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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

Callout among those employed in the food sector (Q420/8 and Q43/1). \*Nigeria is not included in the global average

# CONSUMERS DON'T WANT TO PAY MORE FOR CLIMATE-FRIENDLY SOLUTIONS

Global 14

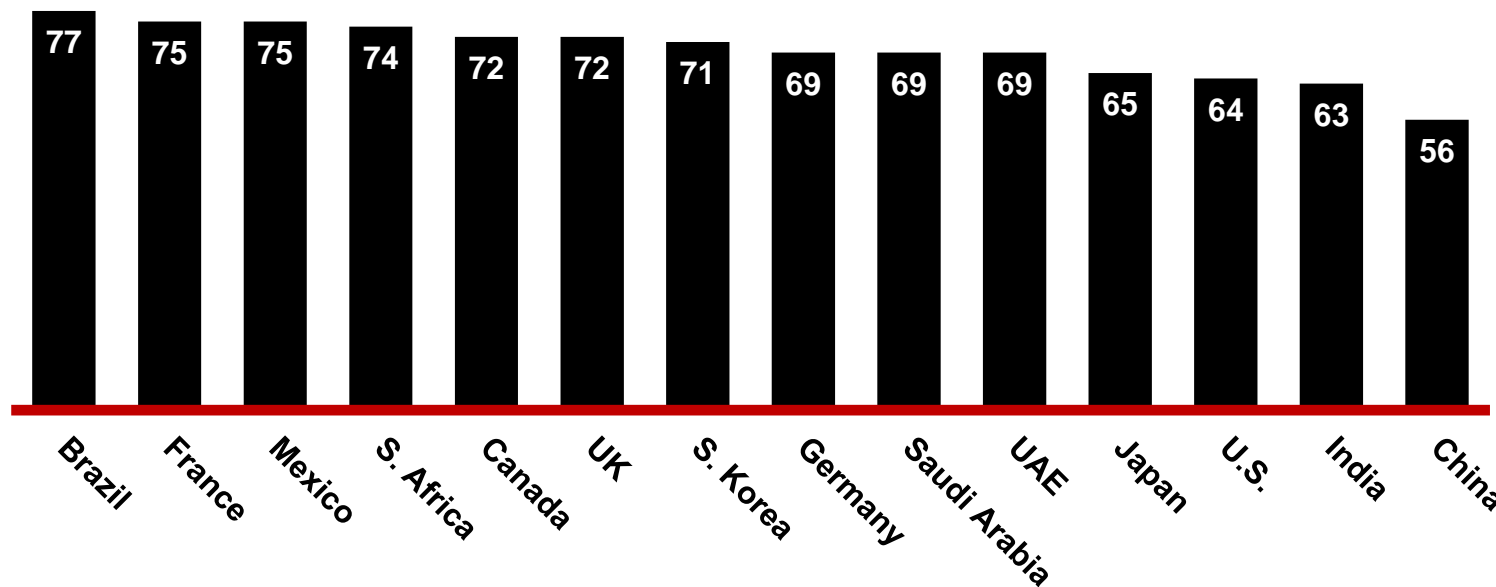
69%


Which are you more likely to believe?

To increase their use, the burden should be on brands to make environmentally-friendly products cheaper

or

the burden should be on people to pay more for them



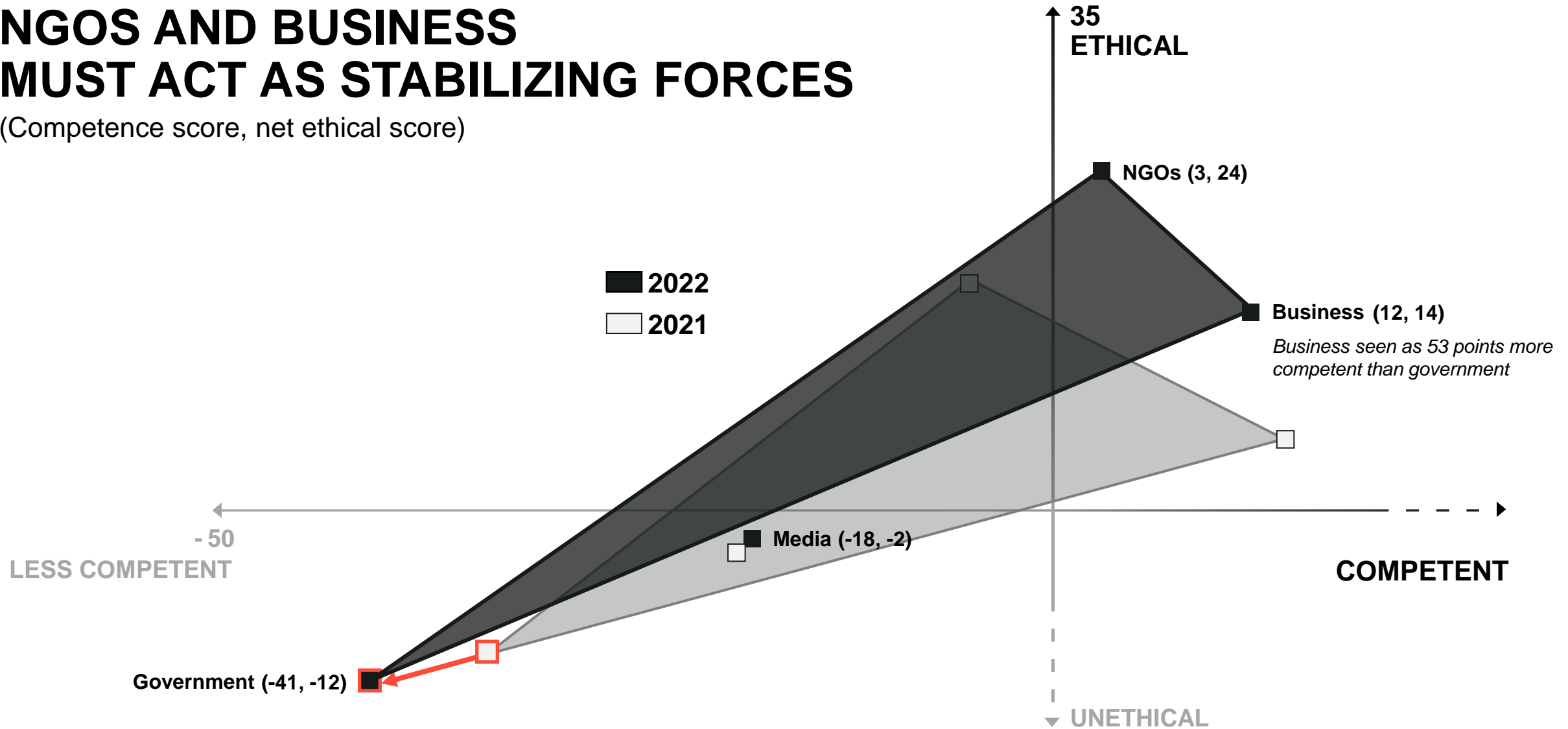


**BUSINESS MUST ADDRESS  
FEARS TO BREAK THE  
CYCLE OF DISTRUST**



# NGOS AND BUSINESS MUST ACT AS STABILIZING FORCES

(Competence score, net ethical score)



2022 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]\_PER\_DIM/1-4. Question asked of half of the sample. The competence score is a net based on TRU\_3D\_[INS]/1. Depending on the question it was either asked of the full of half the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

# ALL STAKEHOLDERS HOLD BUSINESS ACCOUNTABLE

Percent who agree

Global 27

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**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

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Source: 2021 Edelman Trust Barometer  
Special Report: Institutional Investors

**88%**

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

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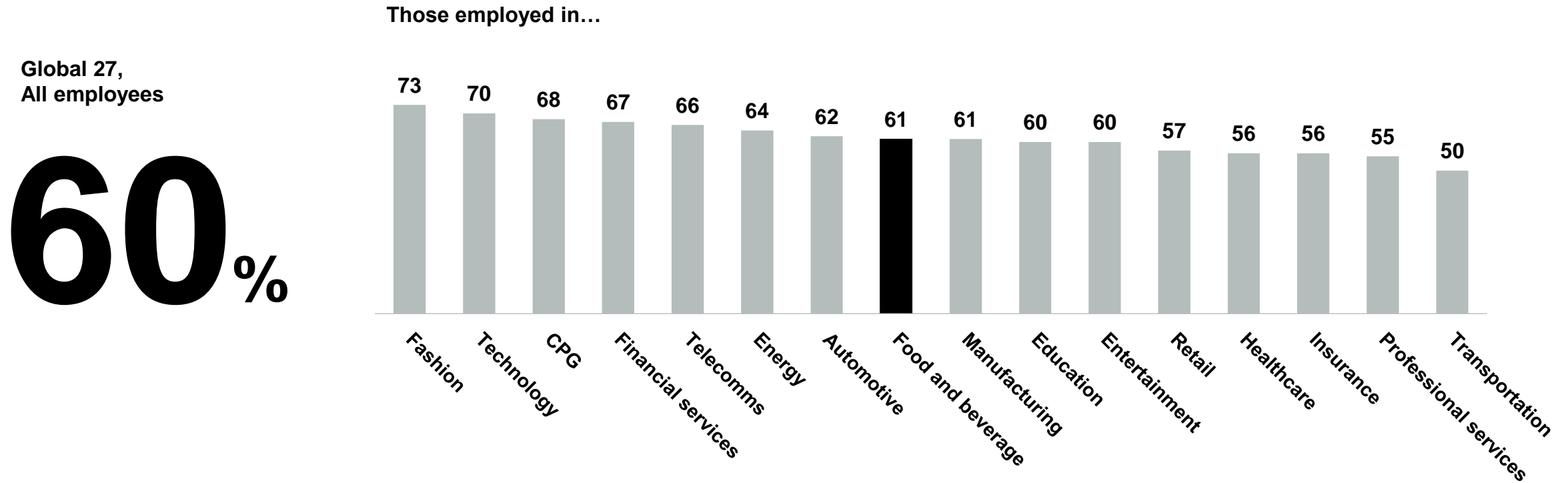
2022 Edelman Trust Barometer. Belief-driven consumer, employee, and investor segments. General population, 27-mkt avg. Employee data is filtered to be among employees of an organization (Q43/1). Investor data is only among those who sell stocks, bonds, or mutual funds as a standalone or employer-sponsored 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.



# NEARLY 2 IN 3 FOOD & BEVERAGE WORKERS CHOSE EMPLOYER BASED ON BELIEFS

Percent who agree, among employees

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



# 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)

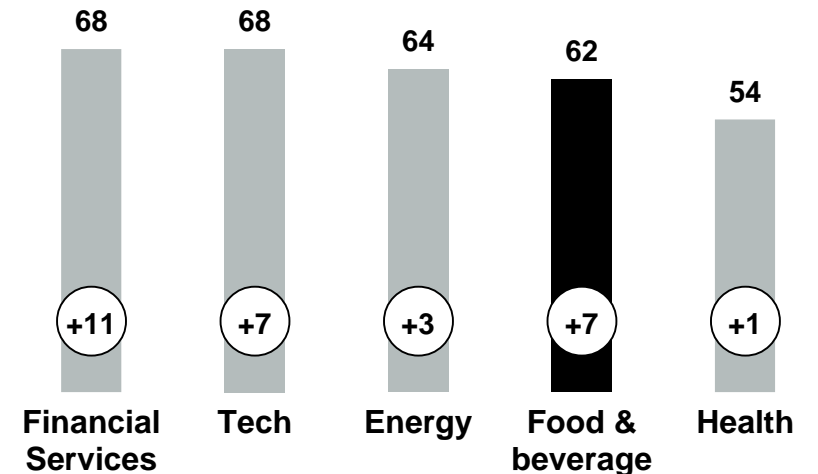
When considering a job, I expect the CEO to speak publicly about **controversial social and political issues that I care about**

Global 25,  
All employees

**60%**

**+5 pts**  
Change,  
2019 to 2022

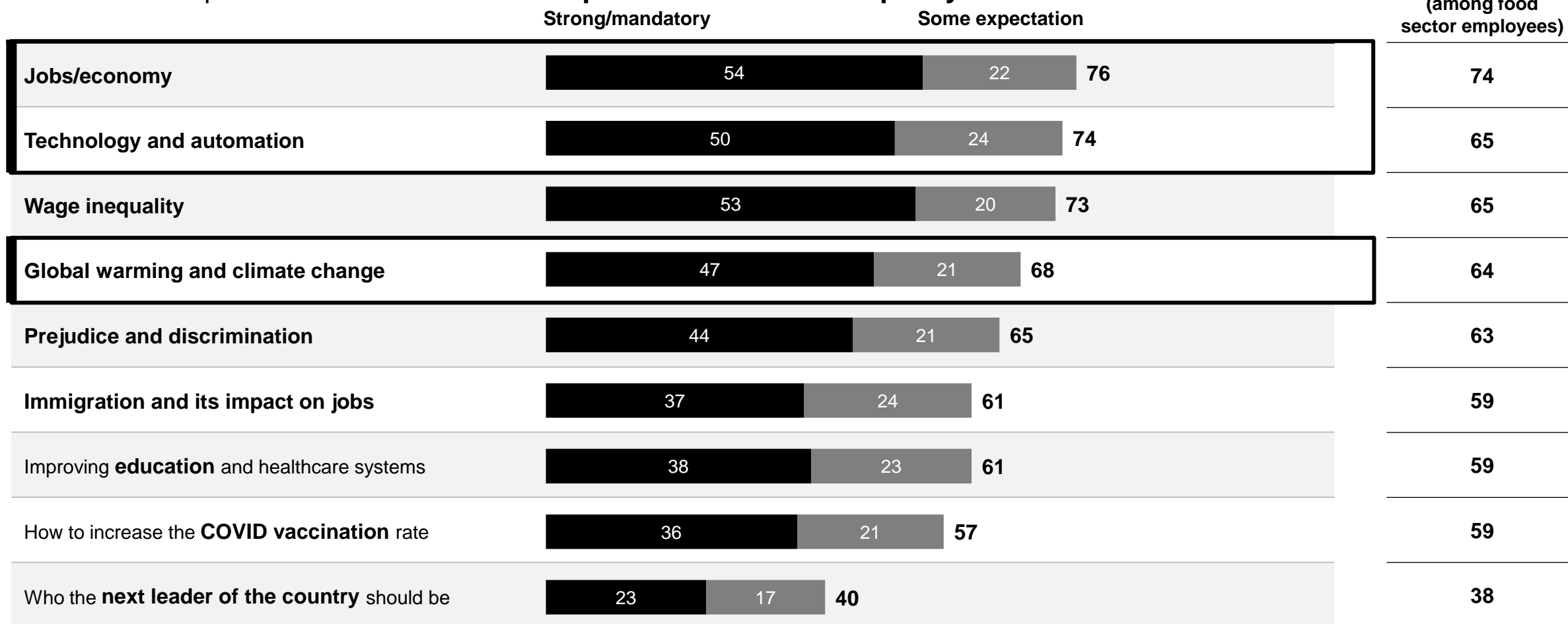
Those employed in...



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).

# CEOS EXPECTED TO INFORM POLICY ON JOBS, AUTOMATION, AND CLIMATE CHANGE

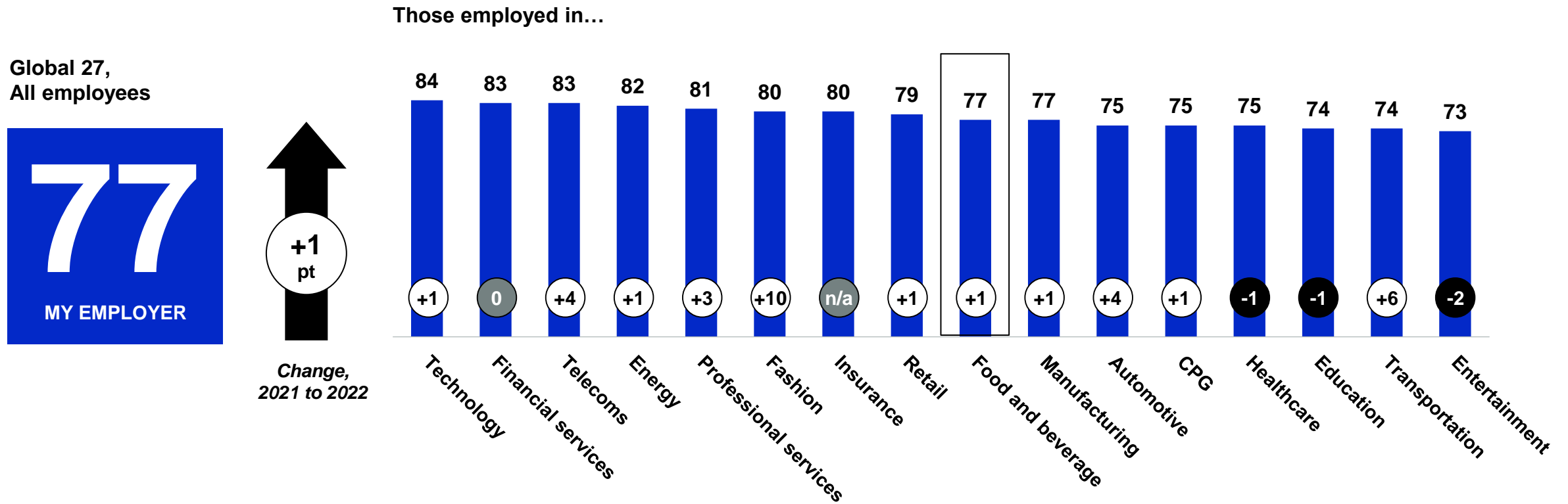
Percent who expect CEOs to inform and shape conversations and policy debates about each issue



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 food sector (Q420/8 and Q43/1).

# EMPLOYERS TRUSTED ACROSS SECTORS

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).

# MY EMPLOYER TRUSTED AROUND THE WORLD

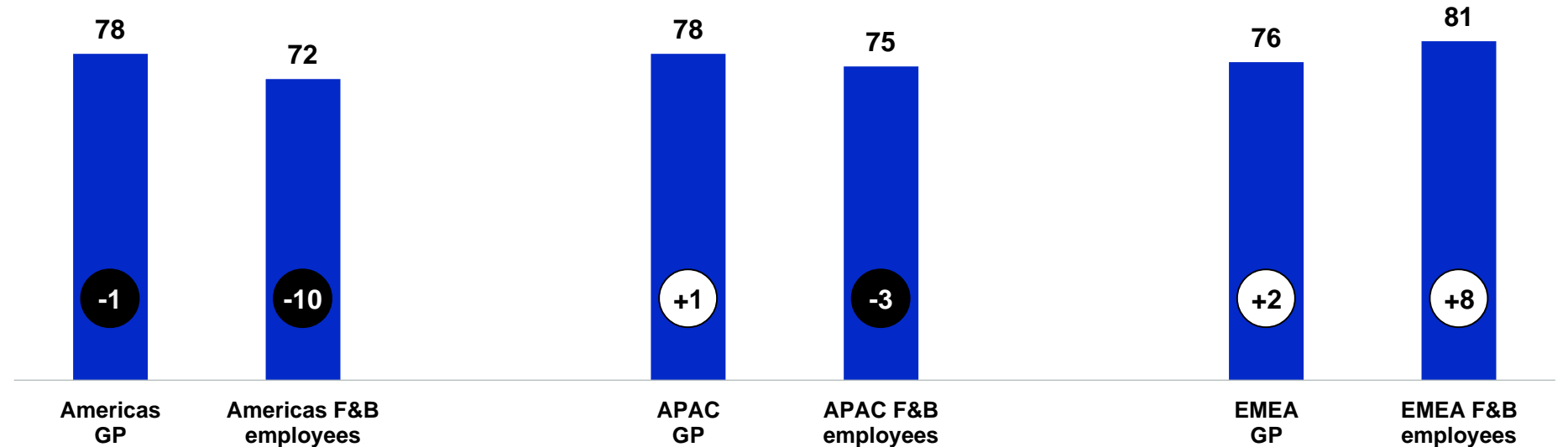
Percent trust



Global 27



Business	61
NGOs	59
Government	52
Media	50



2022 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg, by region and among those employed in the food sector (Q420/8 and Q43/1). "Your employer" only shown to those who are an employee of an organization (Q43/1).

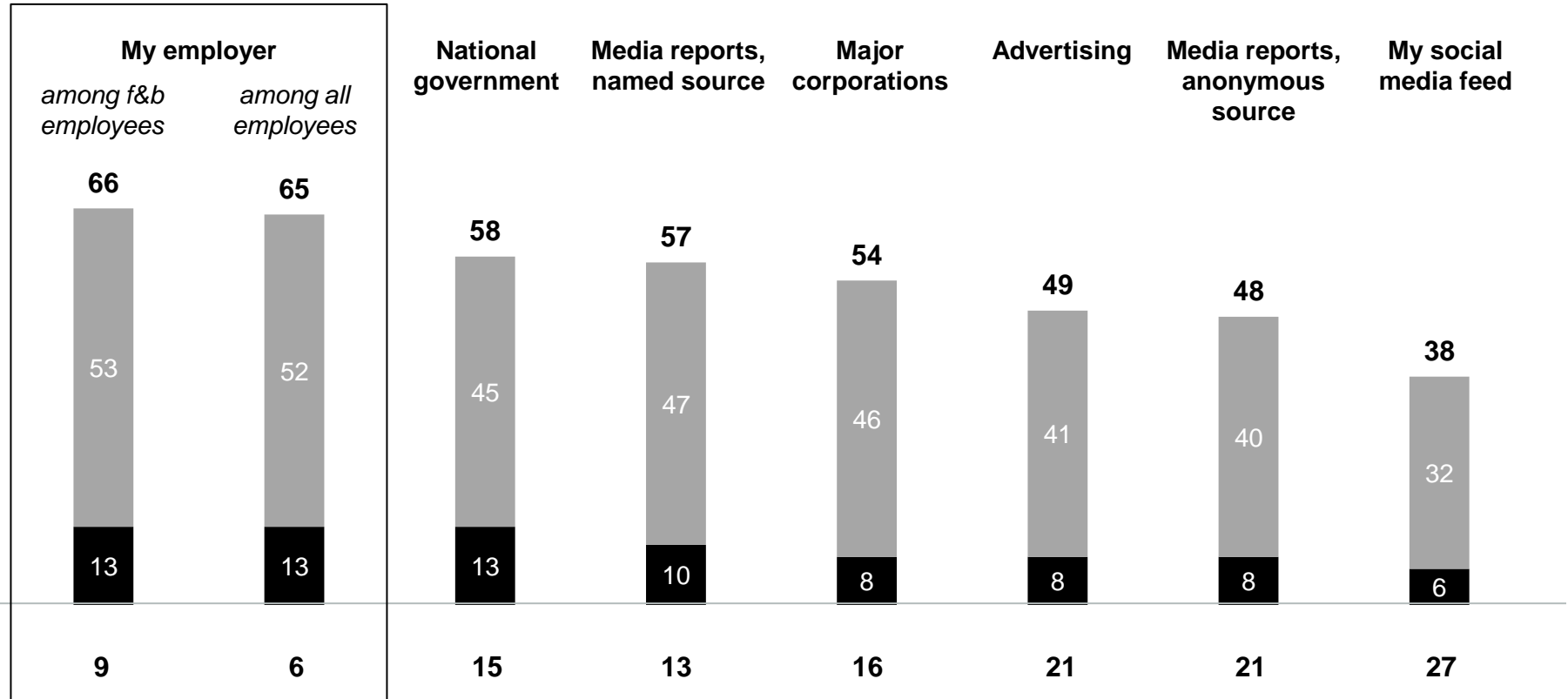
# MY EMPLOYER MEDIA MOST BELIEVABLE

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

## Communications from...

Nr. of times they need to see the information repeated before believing it:

- Once or twice
- If I see it here, I will automatically assume it is true



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, 27-mkt avg. "Employer communications" only shown to those who are an employee of an organization (Q43/1); and filtered by food employees (Q420/8 and Q43/1).





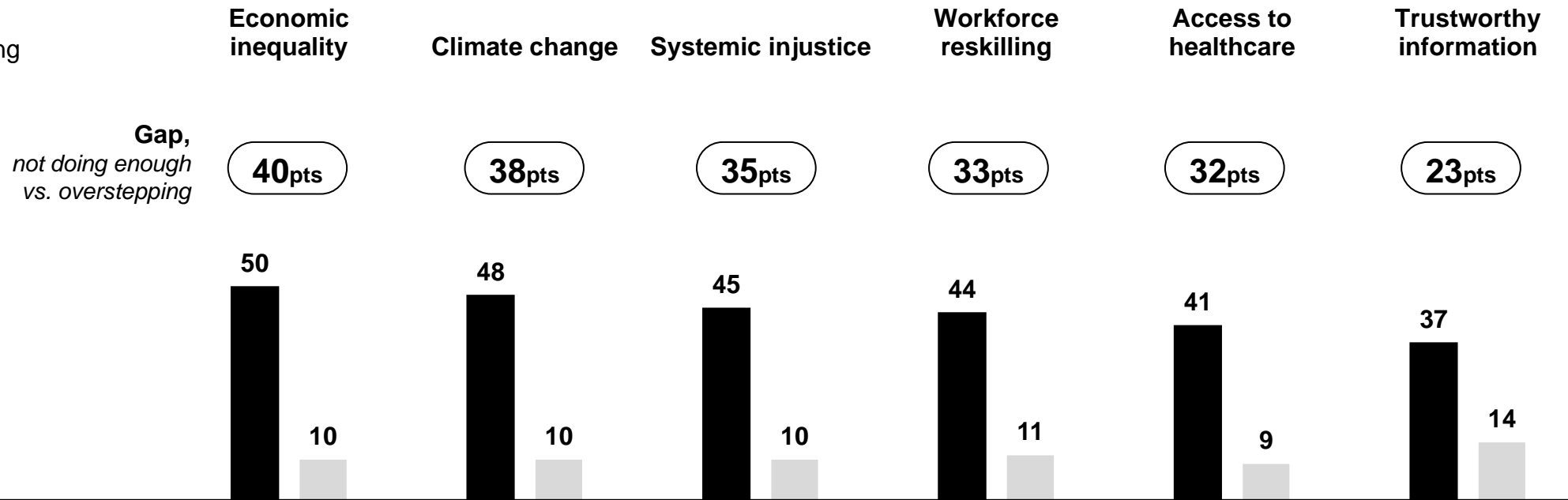
# RESTORING TRUST IN FOOD AND BEVERAGE

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

Percent who say among food and beverage employees

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

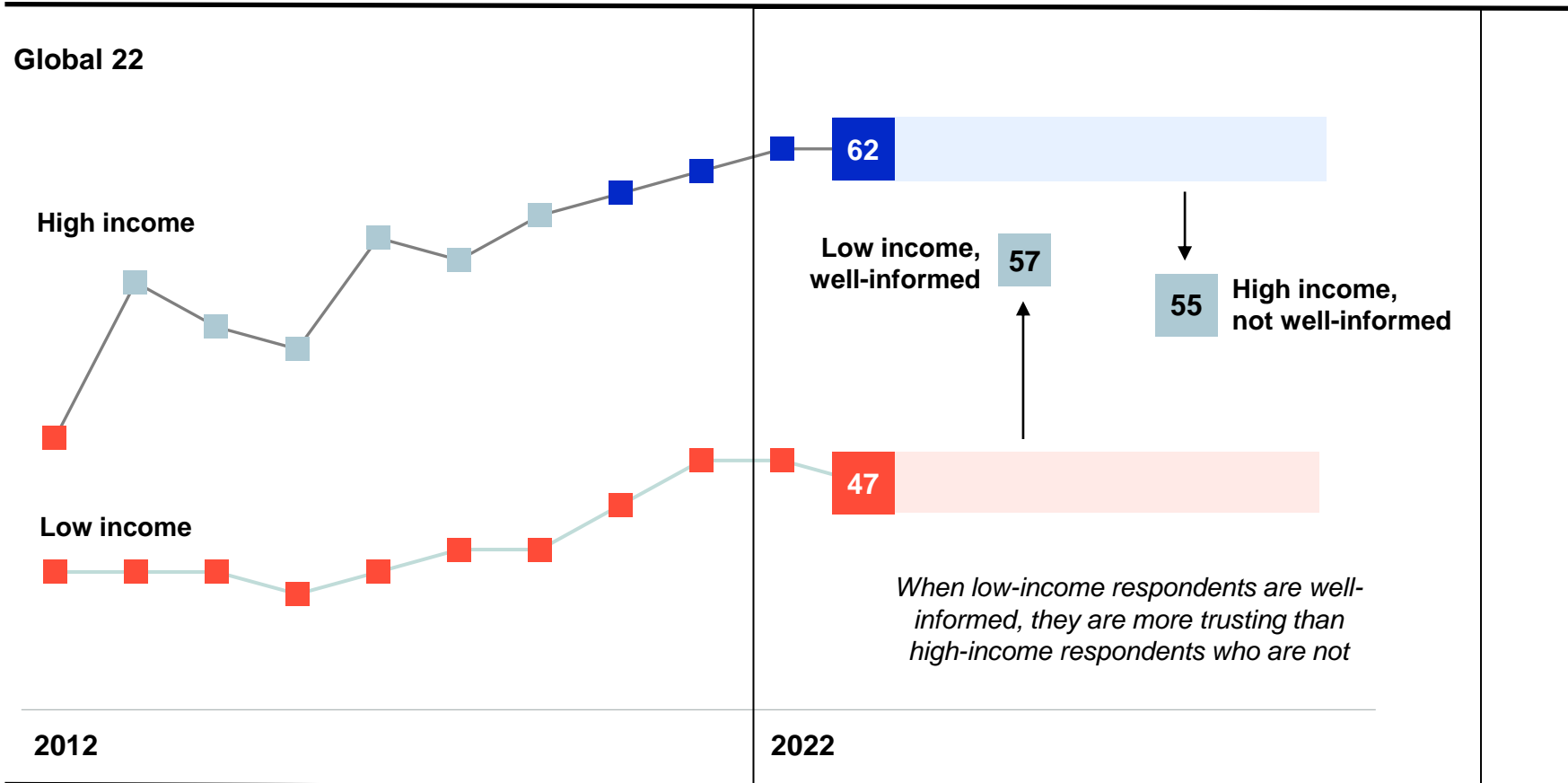
■ not doing enough  
□ overstepping



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 and among those employed in the food sector (Q420/8 and Q43/1).

# GOOD INFORMATION CAN HELP CLOSE THE SOCIETAL DIVIDE

## Trust Index



### Well-informed

regularly do the following:

#### Follow news regularly

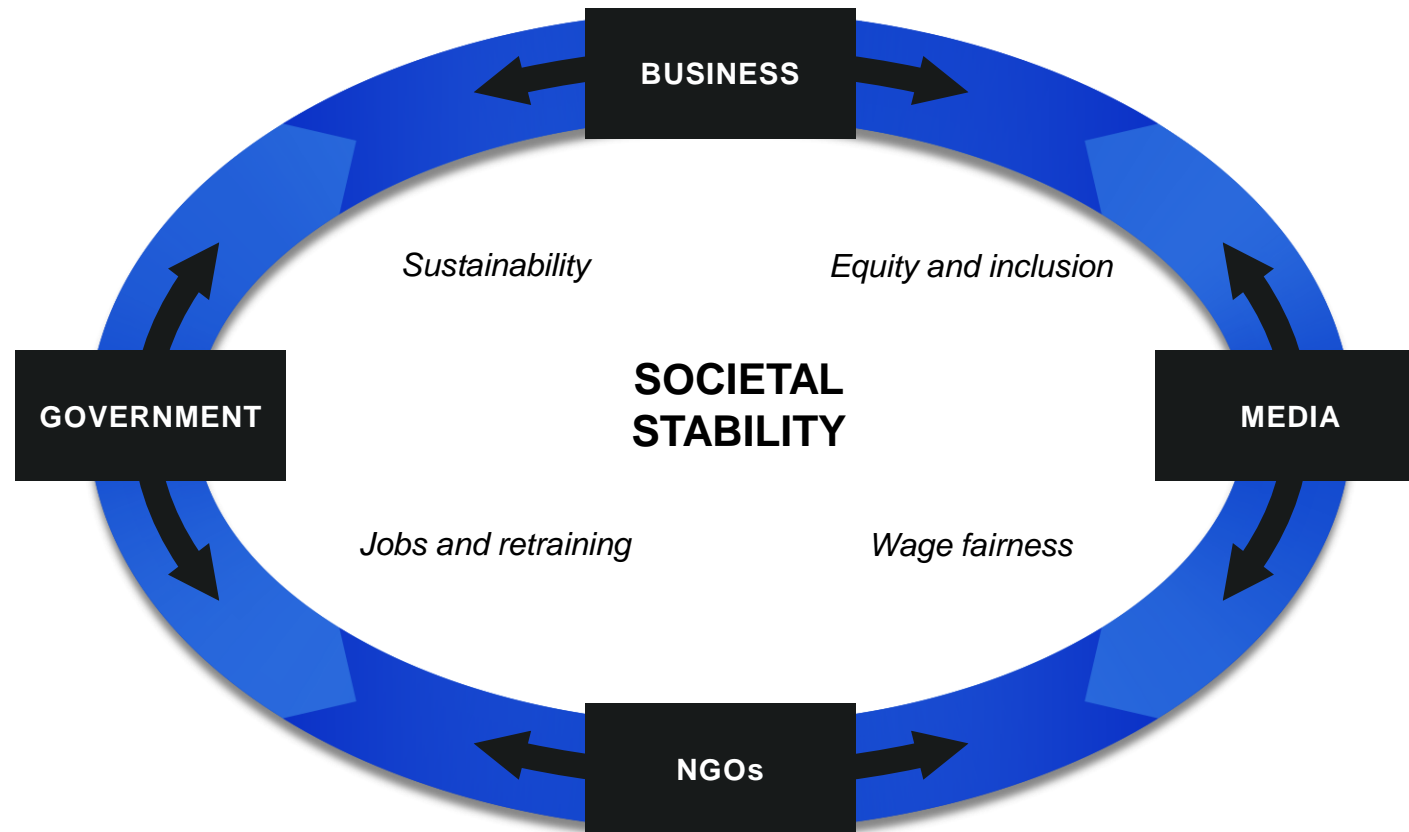
- Consult 3+ news sources daily
- Read business and/or public policy news

#### 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



# RESTORING TRUST IN FOOD & BEVERAGE

1

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## Break through the information barrier

Provide clear, credible, fact-based information; demonstrate leadership in areas of concern; elevate and amplify trusted voices.

2

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## Build trust across the full food ecosystem

When trust in government lags, other institutions must play a larger role to build confidence in areas of concern. Engage in the societal issues your stakeholders care most about and demonstrate progress.

3

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## Own the employer role in building trust

Leverage trust in owned channels, “my CEO” and colleagues; provide platforms to amplify employee voices.

4

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## Engage with other trusted institutions

NGOs are doing important, effective work and strategically partnered, can help businesses with issues, actions and outcomes.





# APPENDIX SUB-SECTORS

# APPENDIX

## Sub-sectors and market specific data

### The following slides include:

- Slide 39: Sub-sectors trendline, which we can also recreate for individual markets if needed.
- Slides 40-47: Sub-sectors trust by market
  - the notes section contains the global breakdown by gender, age, and income.
- Slide 48-50: Specific to the US, these can also be recreated for other markets if needed:
  - U.S. Trust by income, geography, race/ethnicity, and politics
  - US sector trendline compared to business
  - U.S. Trust in industries on climate change

# TRUST REBOUNDS FROM PANDEMIC DECLINE IN MOST SUBSECTORS

Percent trust

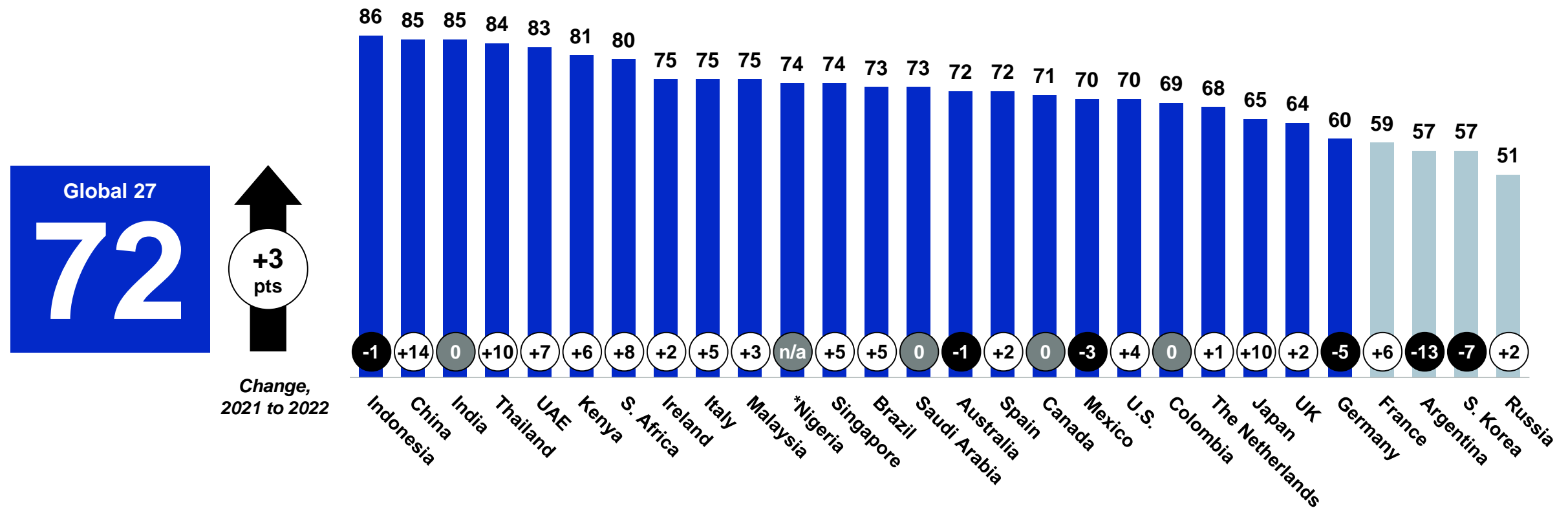


Subsectors	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2019-2022 Trend
Food & beverage manufacturers	-	-	64	61	62	64	63	64	63	62	64	0
Fast food restaurants	-	-	50	49	50	53	50	54	54	54	54	0
Farming & fishery	-	-	-	69	69	71	68	71	70	68	69	-2
Grocery stores	-	-	-	-	68	70	69	70	69	69	70	0
Brewing & spirits	50	54	56	56	59	59	60	63	60	55	55	-8
Digital food delivery services	-	-	-	-	-	-	-	-	-	59	59	n/a
Plant-based food manufacturers	-	-	-	-	-	-	-	-	-	-	61	n/a



# TRUST IN GROCERY STORES INCREASES IN 17 OF 27 COUNTRIES

Percent trust

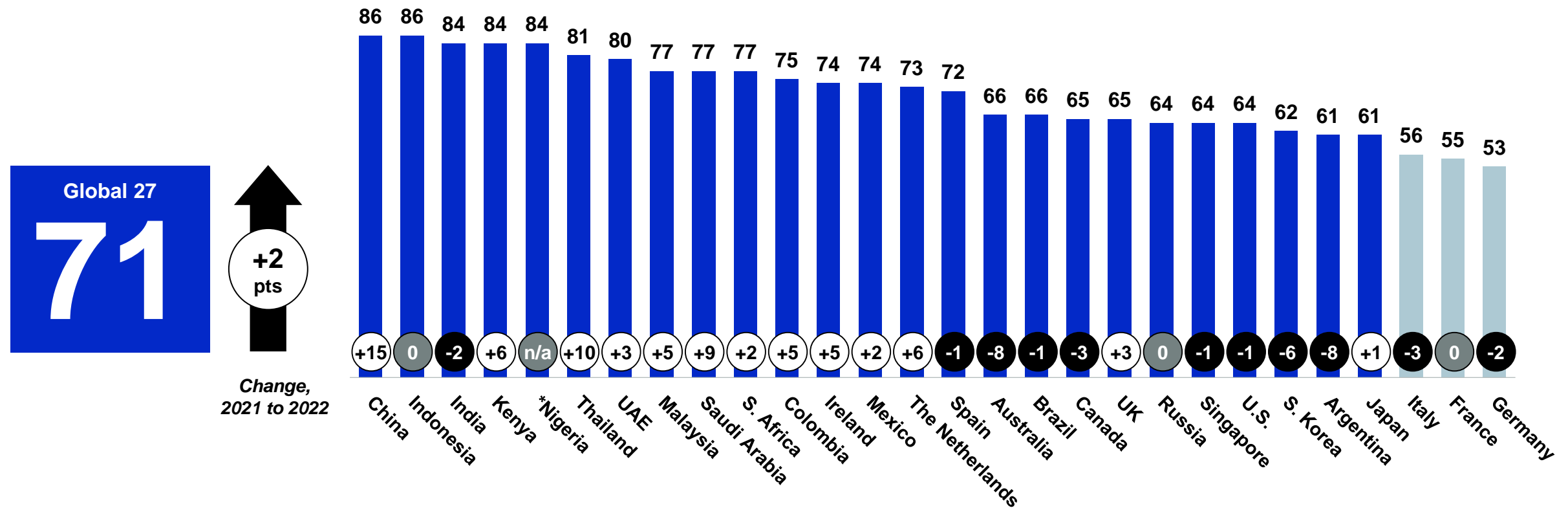


2022 Edelman Trust Barometer. TRU\_SUB\_FBV. [GROCERY STORES] Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-mkt avg.

\*Nigeria not included in the global average

# TRUST IN FARMING AND FISHERY INCREASES IN 13 OF 27 COUNTRIES

Percent trust

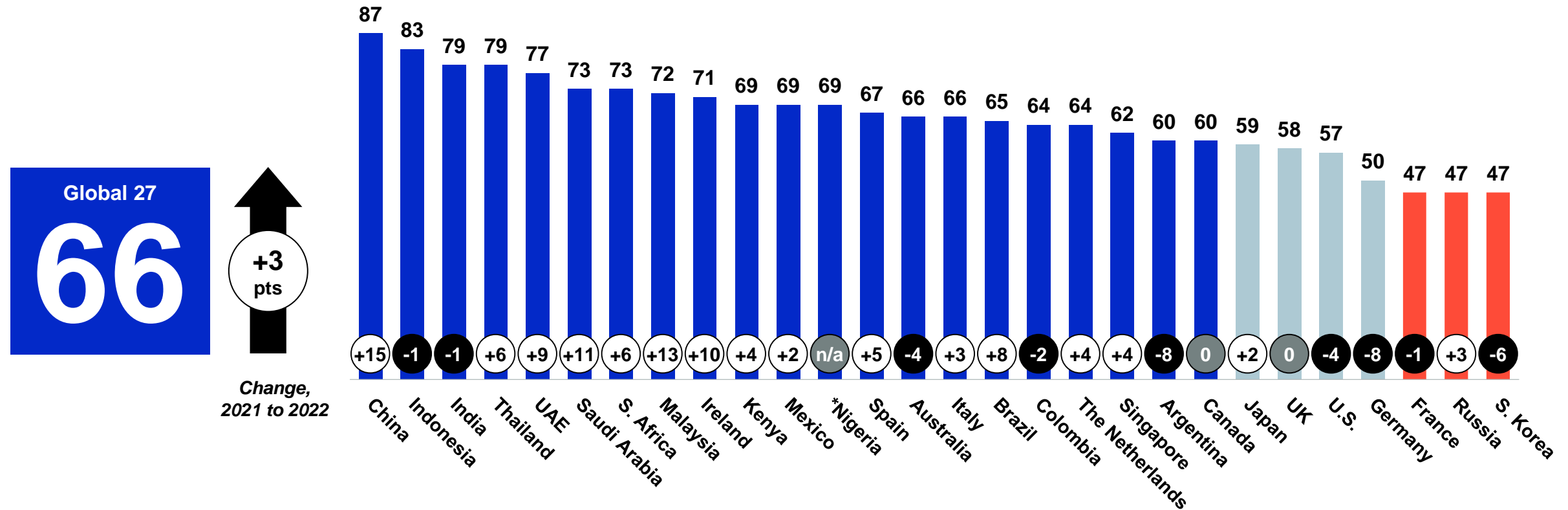


2022 Edelman Trust Barometer. TRU\_SUB\_FBV. [FARMING AND FISHERY] Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-mkt avg.

\*Nigeria not included in the global average

# TRUST IN FOOD AND BEVERAGE MANUFACTURERS INCREASES IN 16 OF 27 COUNTRIES

Percent trust

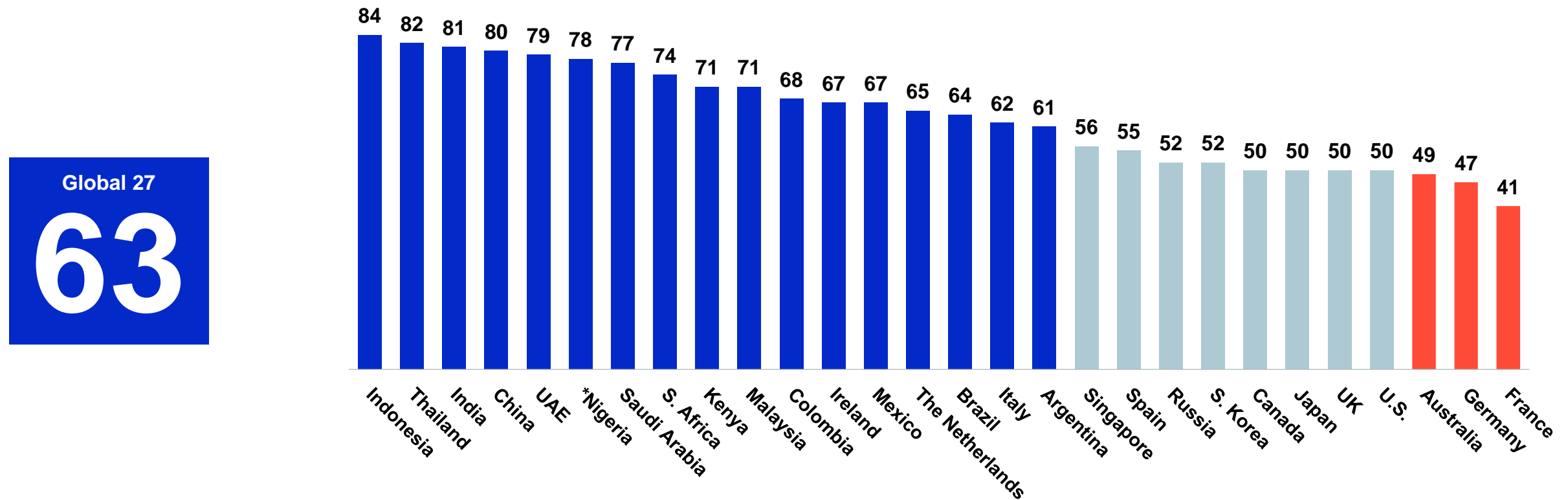


2022 Edelman Trust Barometer. TRU\_SUB\_FBV. [FOOD AND BEVERAGE MANUFACTURERS] Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-mkt avg.

\*Nigeria not included in the global average

# PLANT-BASED FOOD AND BEVERAGE MANUFACTURERS TRUSTED IN 17 OF 28 COUNTRIES

Percent trust

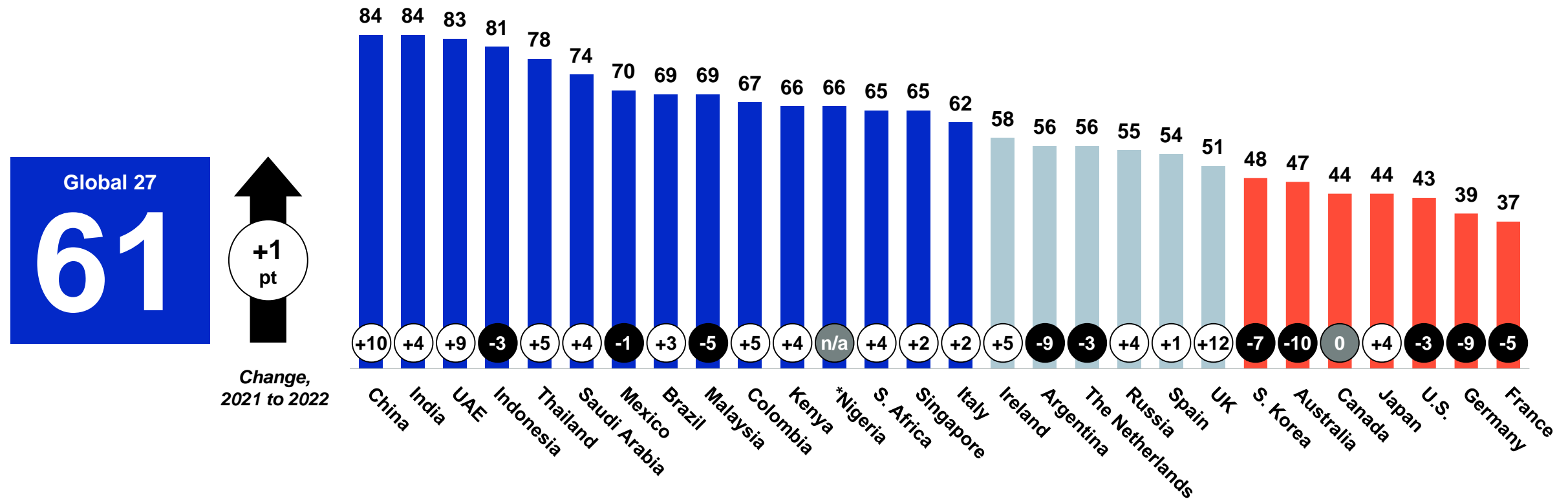
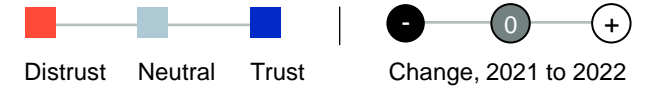


2022 Edelman Trust Barometer. TRU\_SUB\_FBV. [PLANT BASED FOOD AND BEVERAGE MANUFACTURERS] Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-mkt avg.

\*Nigeria not included in the global average

# TRUST IN DIGITAL FOOD DELIVERY INCREASES IN 16 OF 27 COUNTRIES

Percent trust

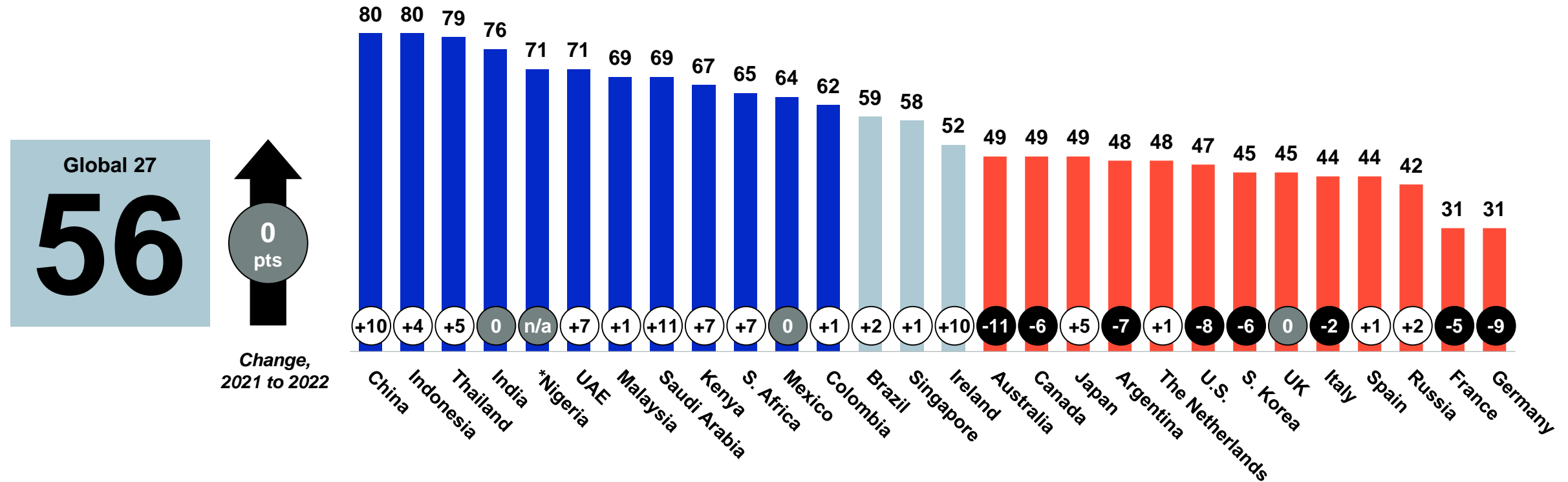


2022 Edelman Trust Barometer. TRU\_SUB\_FB.V. [DIGITAL FOOD DELIVERY] Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-mkt avg.

\*Nigeria not included in the global average

# TRUST IN FAST FOOD INCREASES IN 16 OF 27 COUNTRIES

Percent trust

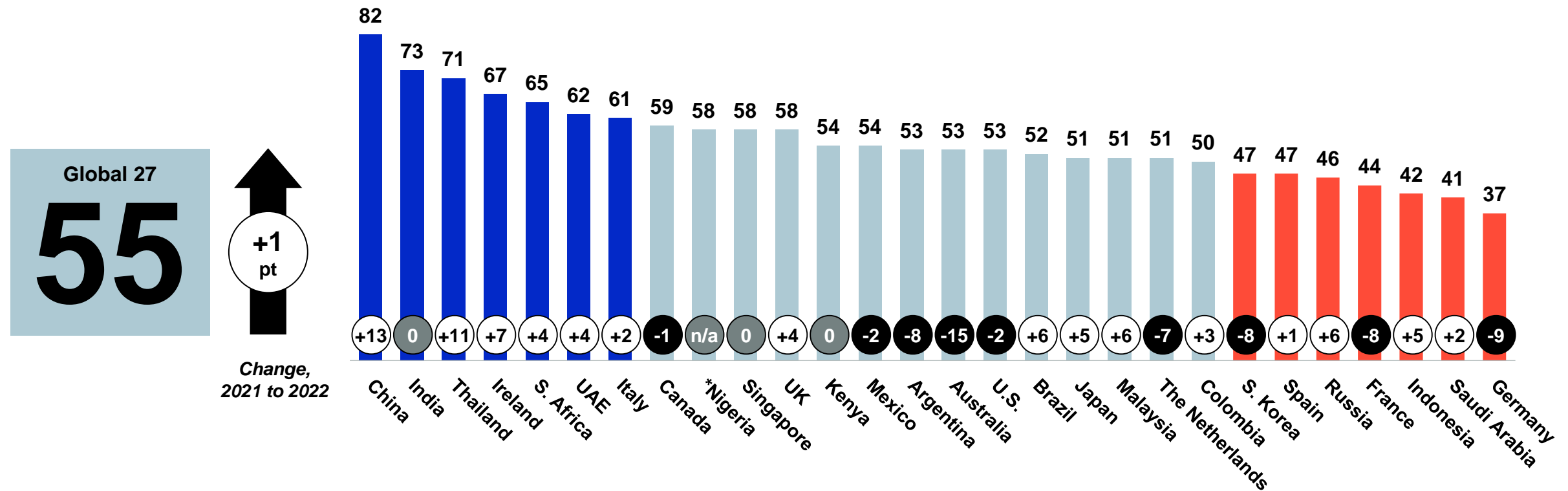


2022 Edelman Trust Barometer. TRU\_SUB\_FBV. [FAST FOOD] Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-mkt avg.

\*Nigeria not included in the global average

# TRUST IN BREWING AND SPIRITS INCREASES IN 15 OF 27 COUNTRIES

Percent trust



2022 Edelman Trust Barometer. TRU\_SUB\_FB.V. [BREWING AND SPIRITS] Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-mkt avg.

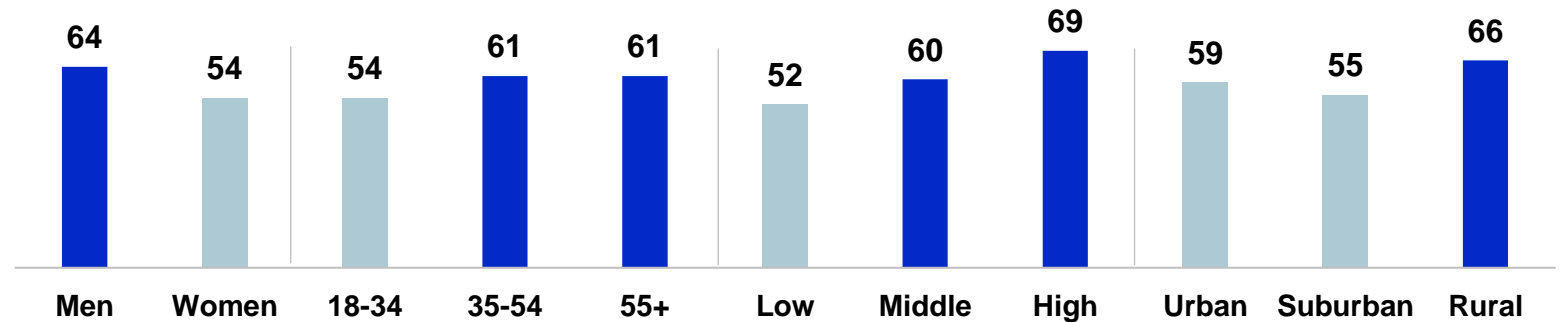
\*Nigeria not included in the global average

# IN THE U.S. TRUST IN FOOD AND BEVERAGE SECTOR DIFFERS BY INCOME, GEOGRAPHY, RACE/ETHNICITY AND POLITICS

Percent trust, food and beverage sector, in the U.S.



Gender | Age | Income | Location

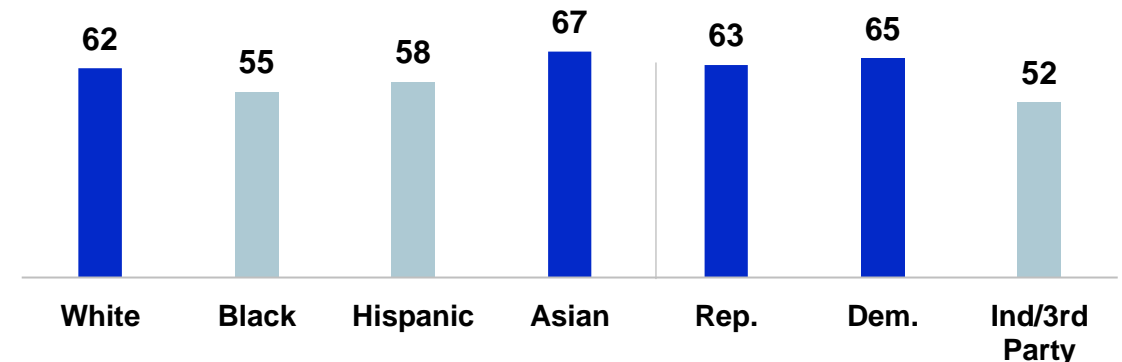


United States

**59**

Food and beverage

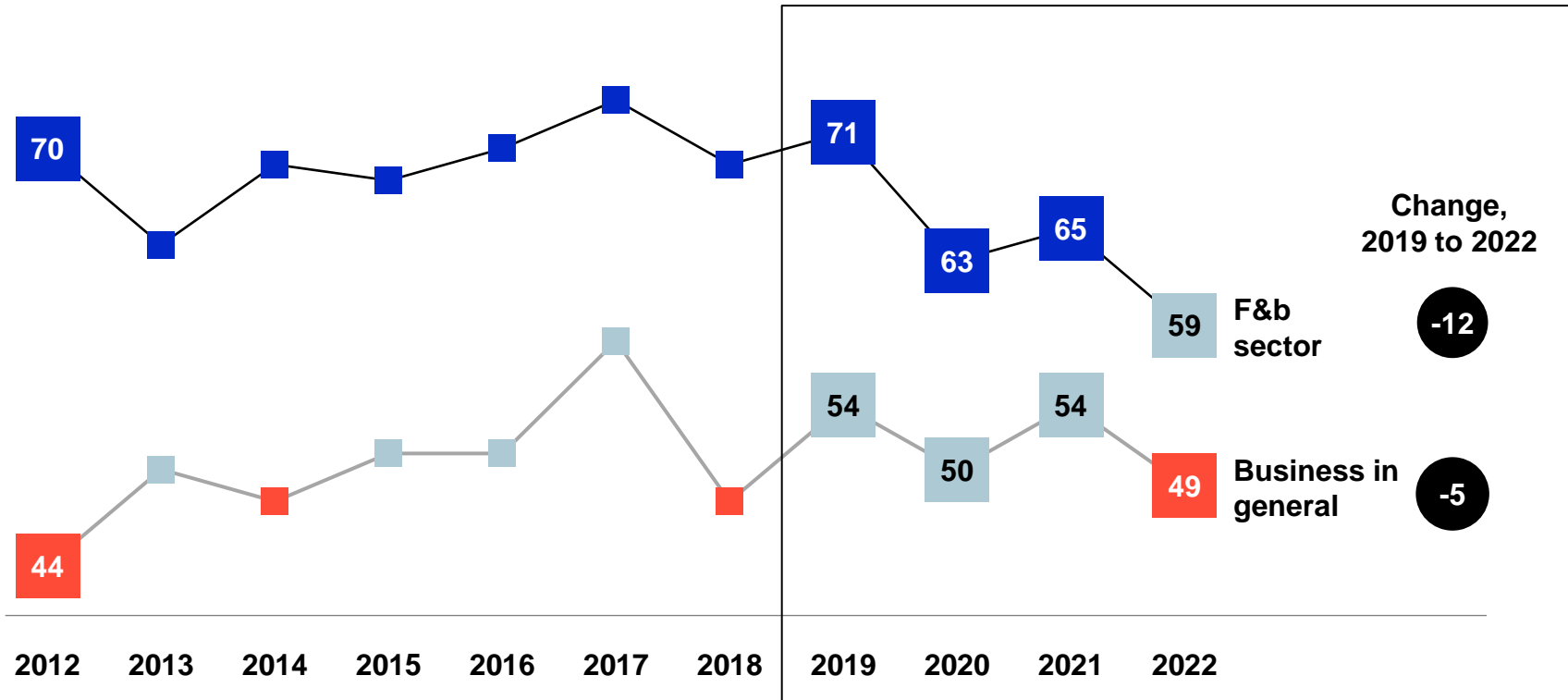
U.S. Race and Ethnicity | Political Affiliation





# DRAMATIC DECLINES IN U.S. FOOD SECTOR; NO LONGER TRUSTED

Percent trust in the food & beverage sector vs. trust in business



2022 Edelman Trust Barometer. TRU\_IND. [FOOD AND BEVERAGE] 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, U.S.

# IN THE U.S., MOST INDUSTRIES NOT TRUSTED ON CLIMATE CHANGE ACTION

Percent trust on *climate change action*, in the U.S.



*Renewable energy only institution trusted*

