

The Trust 10

Nigeria

01 Institutions not trusted

Overall, the four main institutions in Nigeria (NGOs, Business, Media and Government) are distrusted (49%)

02 NGOs & Business most trusted

NGOs are the most trusted institution in Nigeria – 65% trusted, followed by trust in Business at 62%

03 Pandemic added to personal & societal fears

91% concerned about job losses vs 48% concerned about contracting COVID-19

04 Pandemic deepens inequities

65% agree that those with less education, less money and fewer resources are being unfairly burdened with most of the suffering, risk of illness, and need to sacrifice due to the pandemic

05 News organisations are seen as biased

67% agree that the media is not doing well at being objective and non-partisan

06 Societal leaders not trusted to do what is right

Only 14% trust government leaders to do what is right

07 Trust is local – My employer a mainstay of trust

70% trust in my employer

08 Business expected to fill void left by government

79% agree that CEOs should step in when the government does not fix societal problems

09 CEOs must lead on societal issues

92% agree that CEOs should speak out publically on societal issues

10 Consumers and employees expected to have a seat at the table

71% agree that consumers have the power to force corporations to change and 69% agree that employees can have the same power

All data is based on general population sample unless otherwise noted.

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