

2011 Edelman Trust Barometer

For more information, please email:
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Edelman Trust Barometer at a glance

Eleventh annual study

5,075 people in 23 countries on five continents

Ages 25 to 64

College-educated

In top 25% of household income per age group
in each country

Report significant media consumption and engagement
in business news and public policy

The Edelman Trust Barometer in retrospect





FINANCIAL TIMES

Friday, April 23, 2010

Greece crisis takes toll on euro

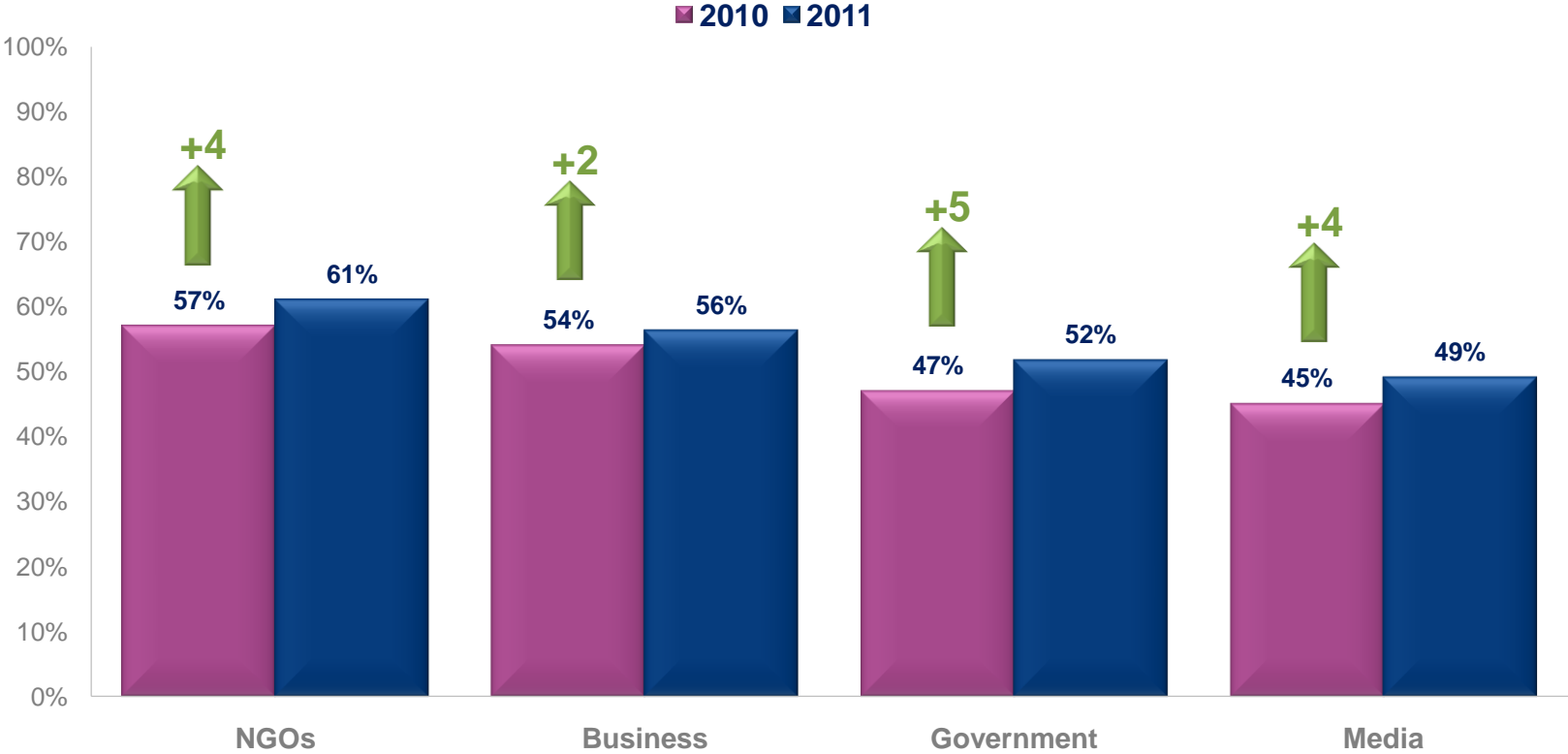
2010 Year in review



State of Trust
Shifting center of gravity

Globally, trust increases in all institutions

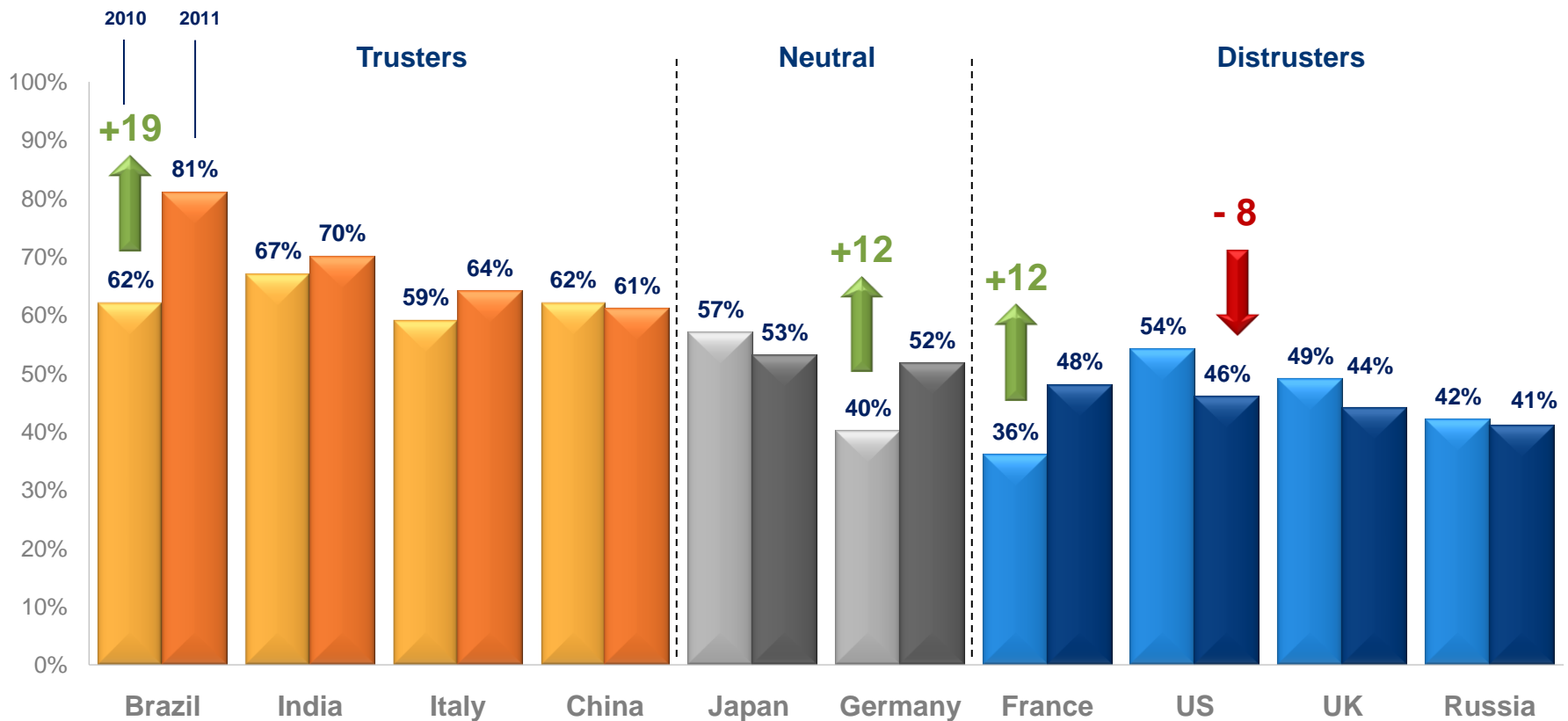
Trust in Institutions – Global



A7-10. [Institutions TRACKING] I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right. On 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, how much do you trust [INSERT] to do what is right? (Top 4 Box, Trust) Informed Publics ages 25-64 in 20 countries (excludes Singapore, UAE and Argentina)

Emerging markets dominate as “business trusters” U.S. drops to within 5 points of Russia

Trust in Business – Top 10 Countries by GDP

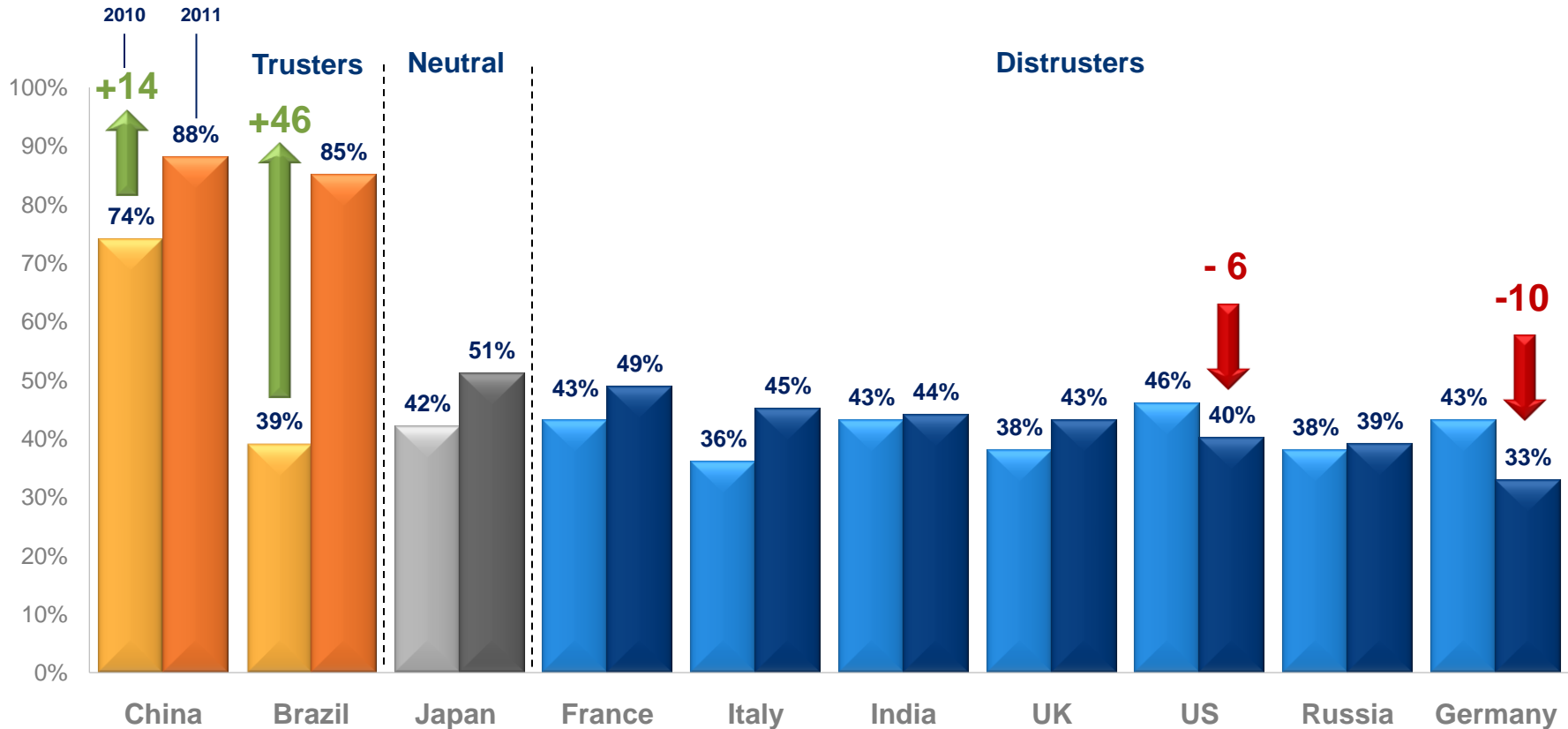


A9. [Business in general TRACKING] I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right. On a 9-point scale where one means that you “DO NOT TRUST THEM AT ALL” and nine means that you “TRUST THEM A GREAT DEAL, how much do you trust [INSERT] to do what is right? (Top 4 Box, Trust) Informed Publics ages 25-64

Business more trusted than government in 1/3 of markets

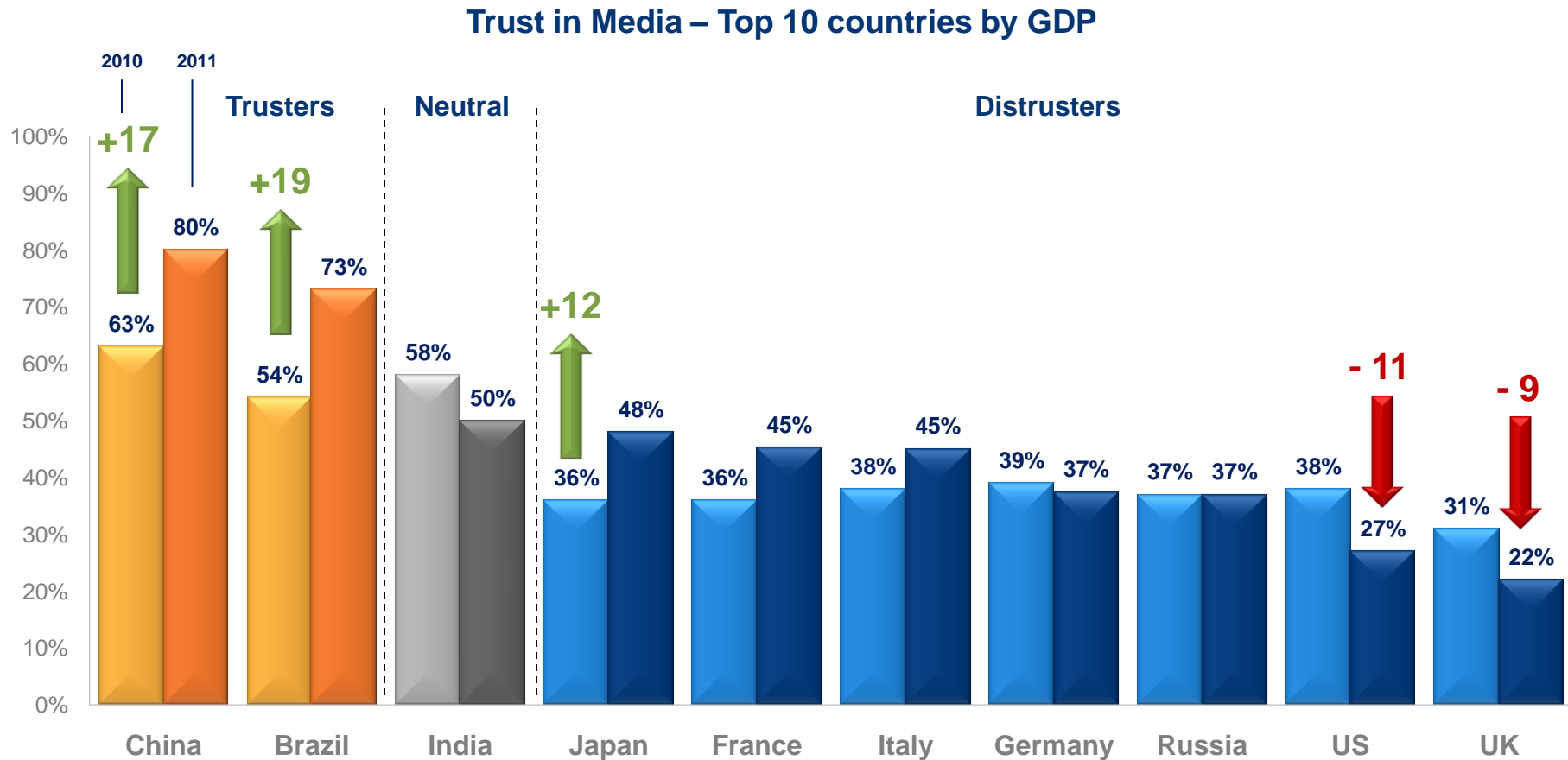
German, U.S. government trust erodes; China, Brazil rise

Trust in Government – Top 10 Countries by GDP



A7. [Government in general TRACKING] I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right. On 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, how much do you trust [INSERT] to do what is right? (Top 4 Box) Informed Publics ages 25-64

Increased trust in media driven by China, Brazil, and Japan Developed markets generally distrustful



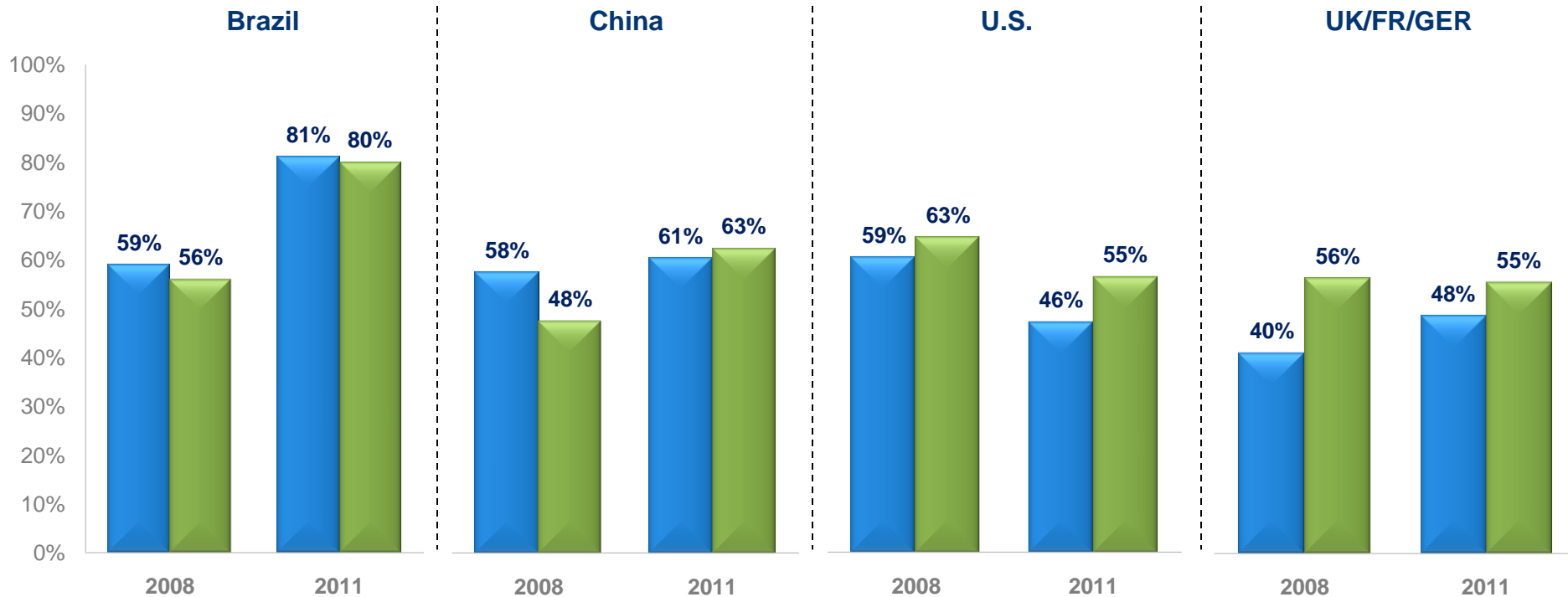
A8. [Media in general TRACKING] I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right. On a 9-point scale where one means that you "DO NOT TRUST THEM AT ALL" and nine means that you "TRUST THEM A GREAT DEAL, how much do you trust [INSERT] to do what is right? (Top 4 Box) Informed Publics ages 25-64

Trust in NGOs now on par with business in emerging markets

More trusted than business in developed markets

Trust in Business and NGOs

■ Business ■ NGOs



A7-10. [TRACKING] I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right. On 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, how much do you trust [INSERT] to do what is right? (Top 4 Box) Informed Publics ages 25-64 in the U.S., UK/FR/GER, Brazil and China

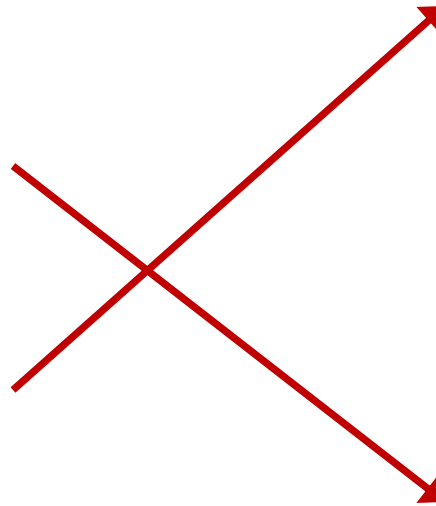
Trust Index: Developed markets at bottom U.S. drops, Brazil rises in composite scoring

2008

Global	—
Mexico	69
China	62
India	60
US	53
Japan	50
S. Korea	50
Canada	48
Brazil	48
France	44
UK	43
Germany	36
Russia	36

2011

Global	55
Brazil	80
China	73
Mexico	69
India	56
Canada	55
S. Korea	53
Japan	51
France	50
Germany	44
US	42
UK	40
Russia	40

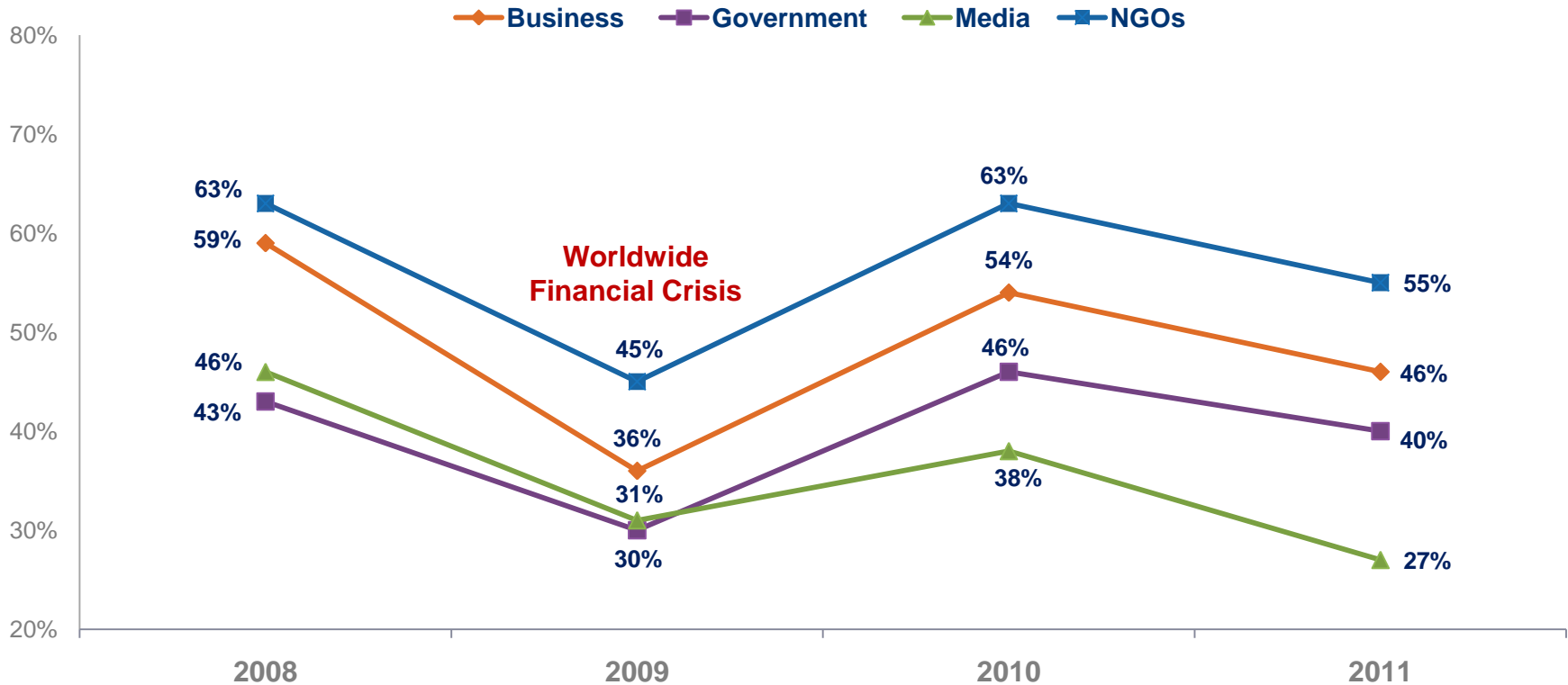


Composite score is an average of a country's trust in all four institutions
Ages 25-64

In U.S., 2011 decline mirrors 2008-2009 drop

Only country to see across-the-board fall

Trust in Institutions – U.S. Informed Publics ages 25-64

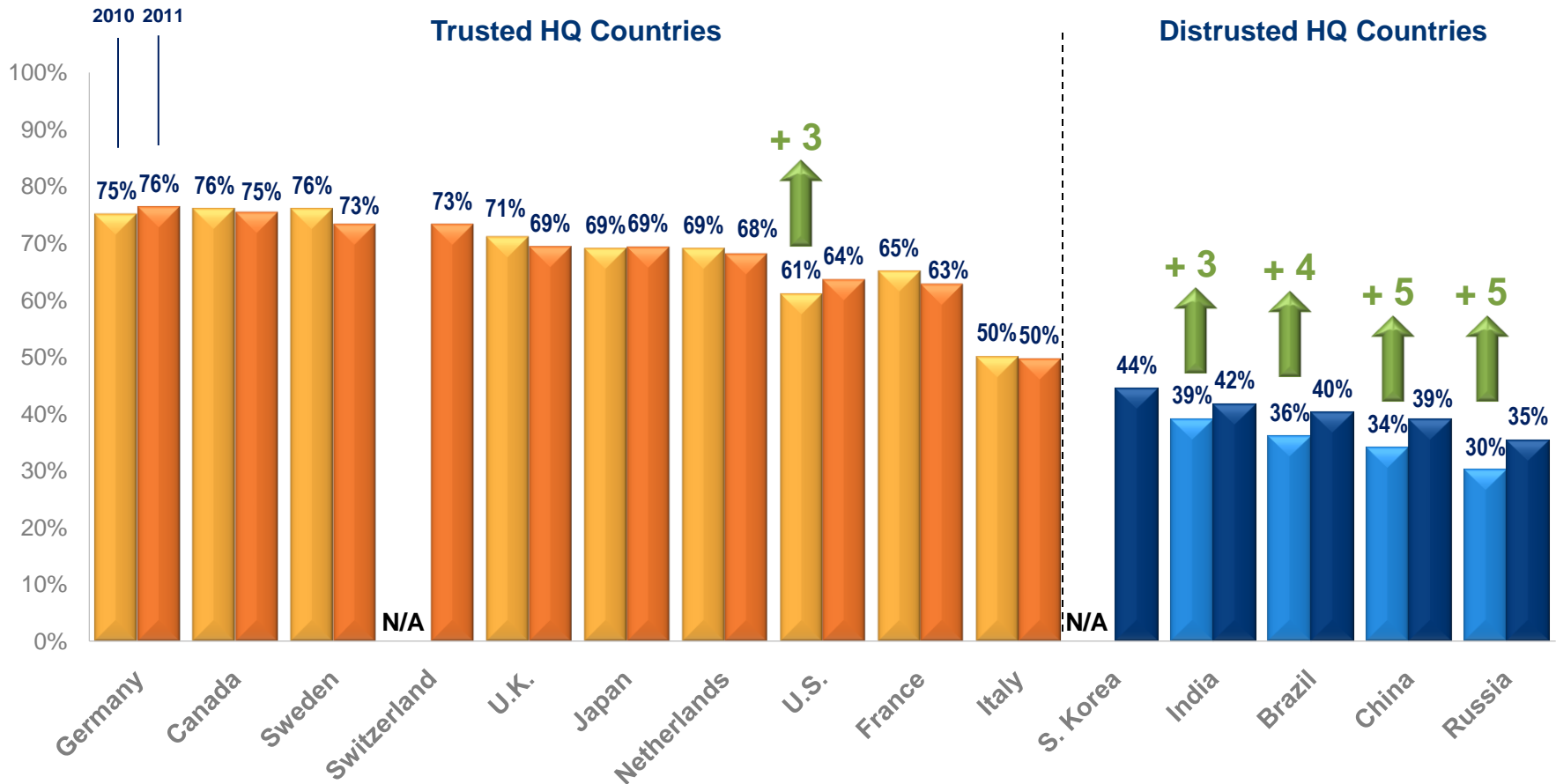


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Germany, Canada, Sweden stay at top of trusted “HQ countries”

Trust in companies headquartered in BRICs and U.S. rises

Most Trusted National Identity for Companies – Global

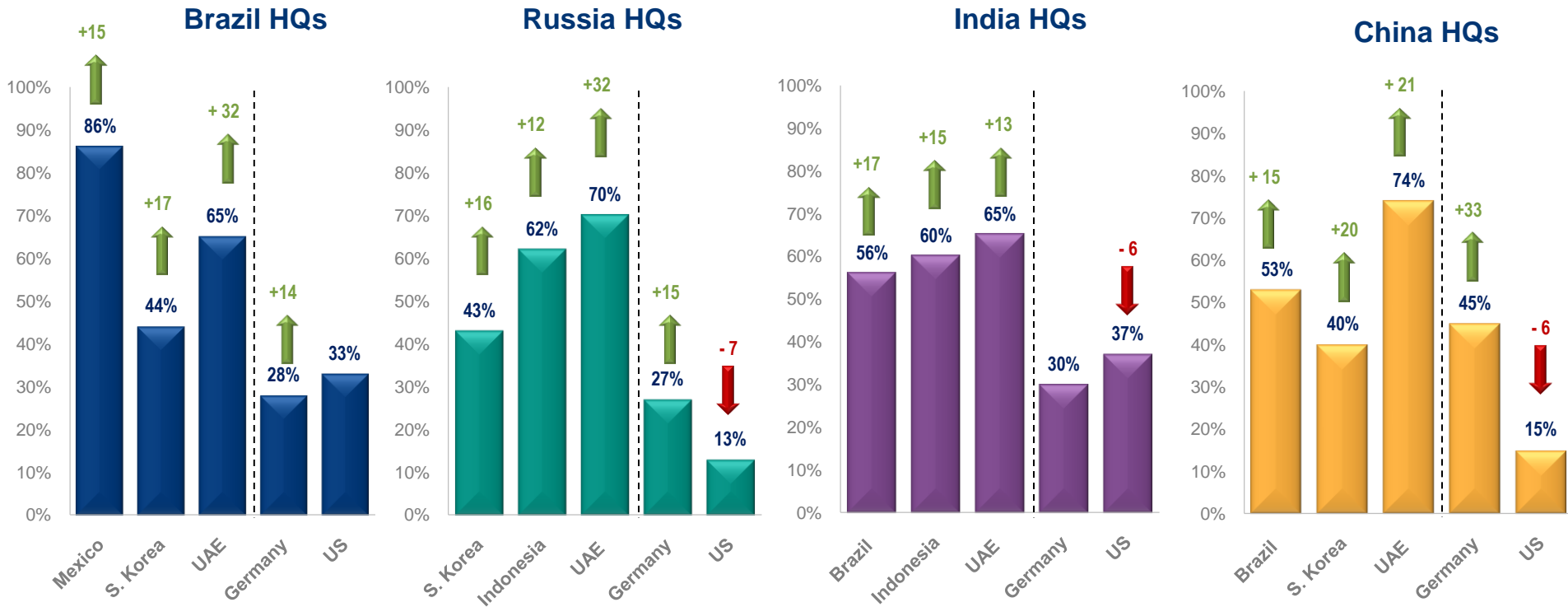


A13-29. [TRACKING] Now I would like to focus on global companies headquartered in specific countries. Please tell me how much you TRUST global companies headquartered in the following countries to do what is right. Use the same 9-point scale where one means that you “DO NOT TRUST THEM AT ALL” and nine means that you “TRUST THEM A GREAT DEAL”. (Top 4 box) Informed Publics ages 25-64 in 20 countries (excludes Singapore, UAE and Argentina)

BRIC strategy to target emerging economies producing results

Slight image improvement in West

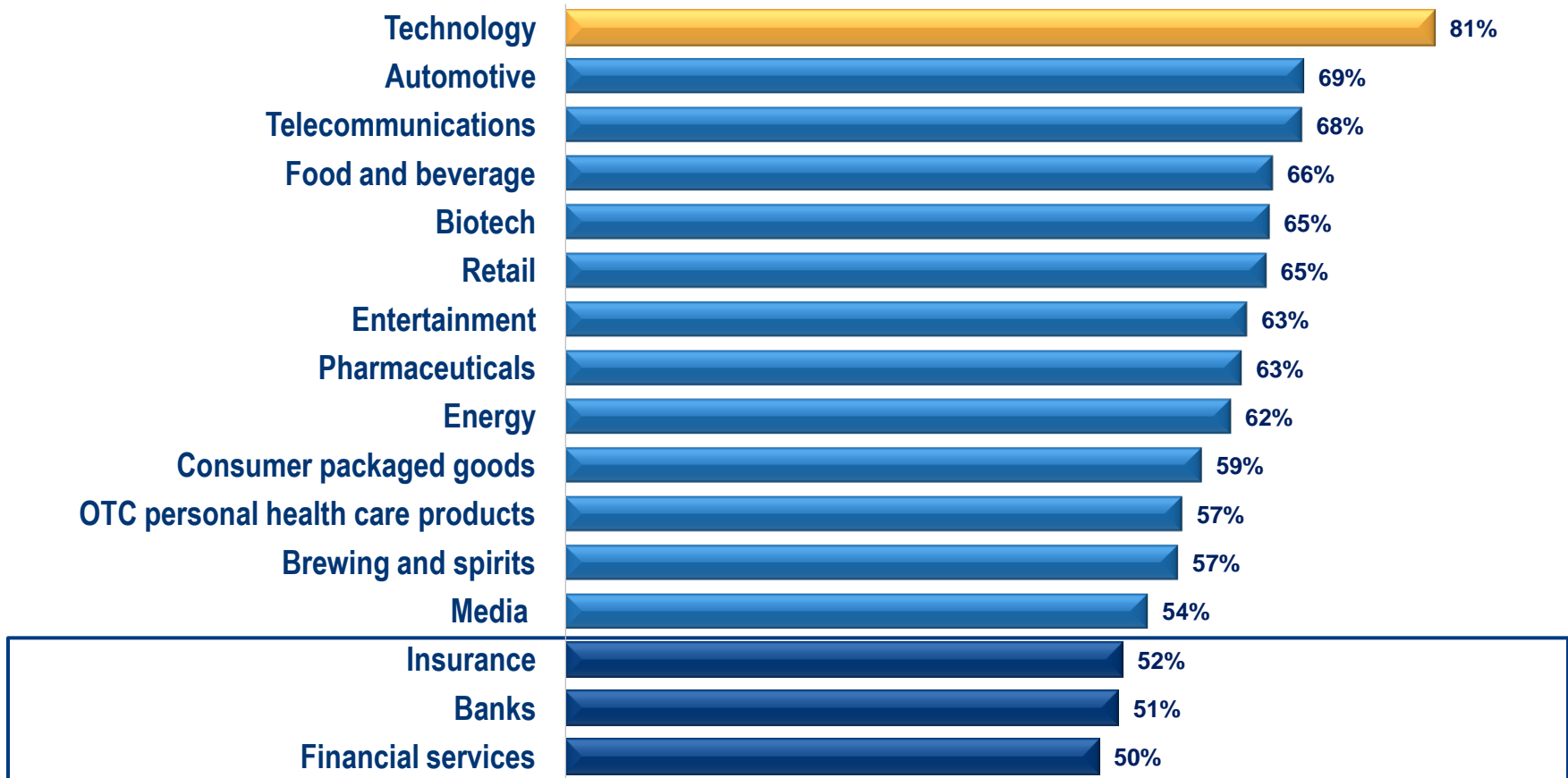
Trust in Companies Headquartered in BRIC



A13-29. [TRACKING] Now I would like to focus on global companies headquartered in specific countries. Please tell me how much you TRUST global companies headquartered in the following countries to do what is right. Use the same 9-point scale where one means that you "DO NOT TRUST THEM AT ALL" and nine means that you "TRUST THEM A GREAT DEAL". (Top 4 Box, Trust) Informed publics ages 25-64

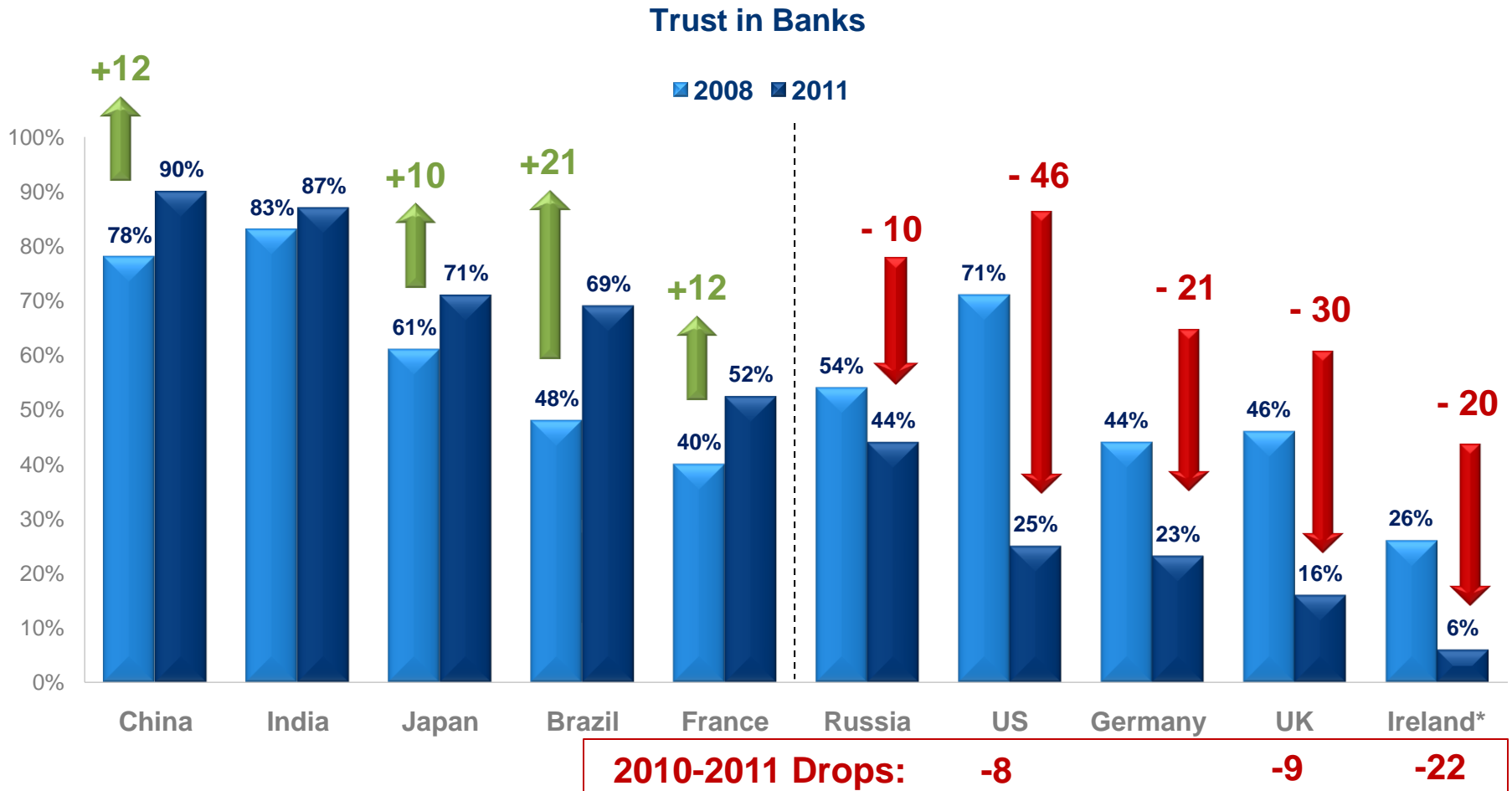
Technology firmly on top; automotive rallies Finance sector at bottom

Trust in Industries – Global



A30-45. [TRACKING] Now I would like to focus on your trust in different industry sectors. Please tell me how much you TRUST businesses in each of the following industries to do what is right. Again, please use a nine-point scale where one means that you “DO NOT TRUST THEM AT ALL” and nine means that you “TRUST THEM A GREAT DEAL.” (Top 4 Box) Informed publics ages 25-64 in 23 countries

Since financial crisis, trust in banks takes big hit in the West Reverse is true in China, India, Japan, Brazil



A30-45. [Banks TRACKING] Now I would like to focus on your trust in different industry sectors. Please tell me how much you TRUST businesses in each of the following industries to do what is right. Again, please use a nine-point scale where one means that you "DO NOT TRUST THEM AT ALL" and nine means that you "TRUST THEM A GREAT DEAL." (Top 4 Box) Informed publics ages 25-64

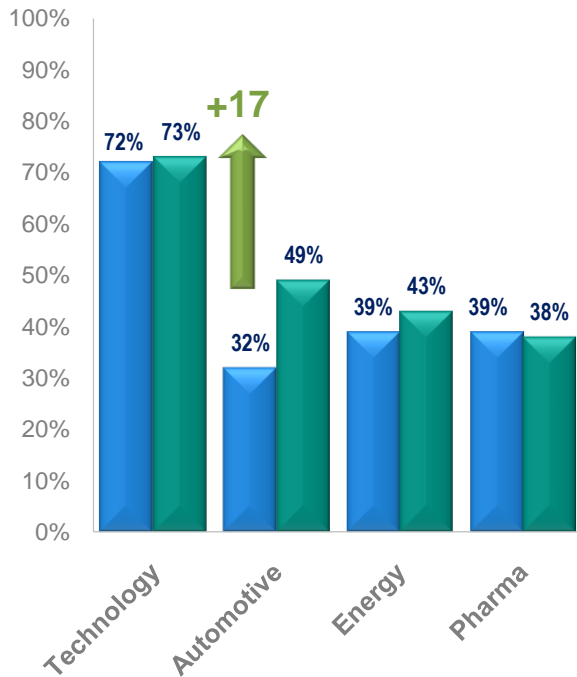
*Note: Data for 2009/
2011 displayed
Edelman
trustbarometer
2011 | ANNUAL GLOBAL OPINION LEADERS STUDY

Since 2009, automotive surges in West; energy plummets in China

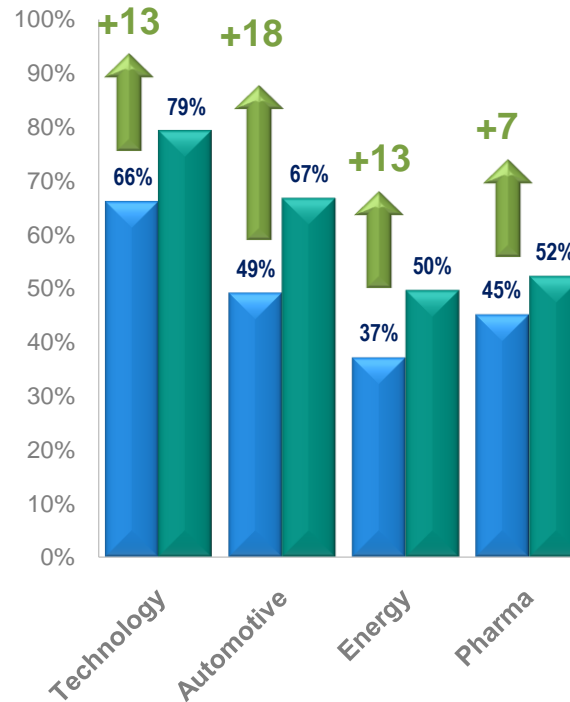
Trust in Industries

■ 2009 ■ 2011

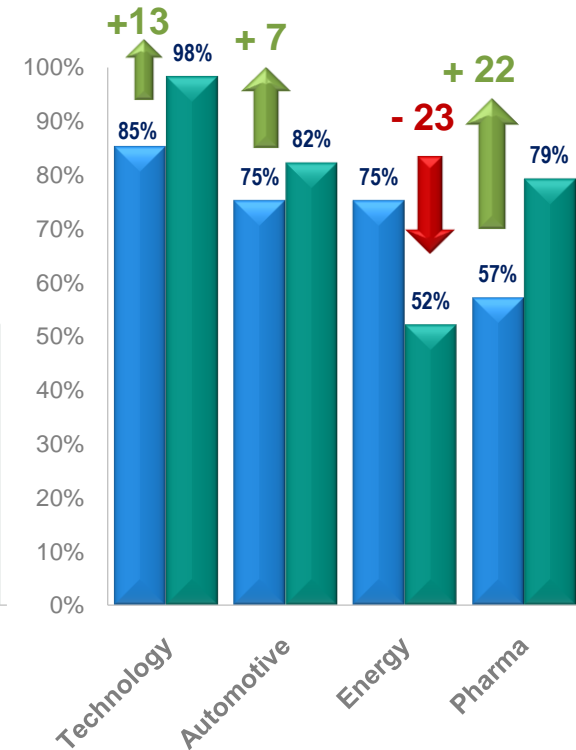
U.S.



UK/FR/GER



China



A30-45. [TRACKING] Now I would like to focus on your trust in different industry sectors. Please tell me how much you TRUST businesses in each of the following industries to do what is right. Again, please use a nine-point scale where one means that you "DO NOT TRUST THEM AT ALL" and nine means that you "TRUST THEM A GREAT DEAL." (Top 4 Box) Informed publics ages 25-64 in the U.S., UK/FR/GER and China



Business and Society
Toward shared value

What matters for corporate reputation: Quality, transparency, trust, employee welfare

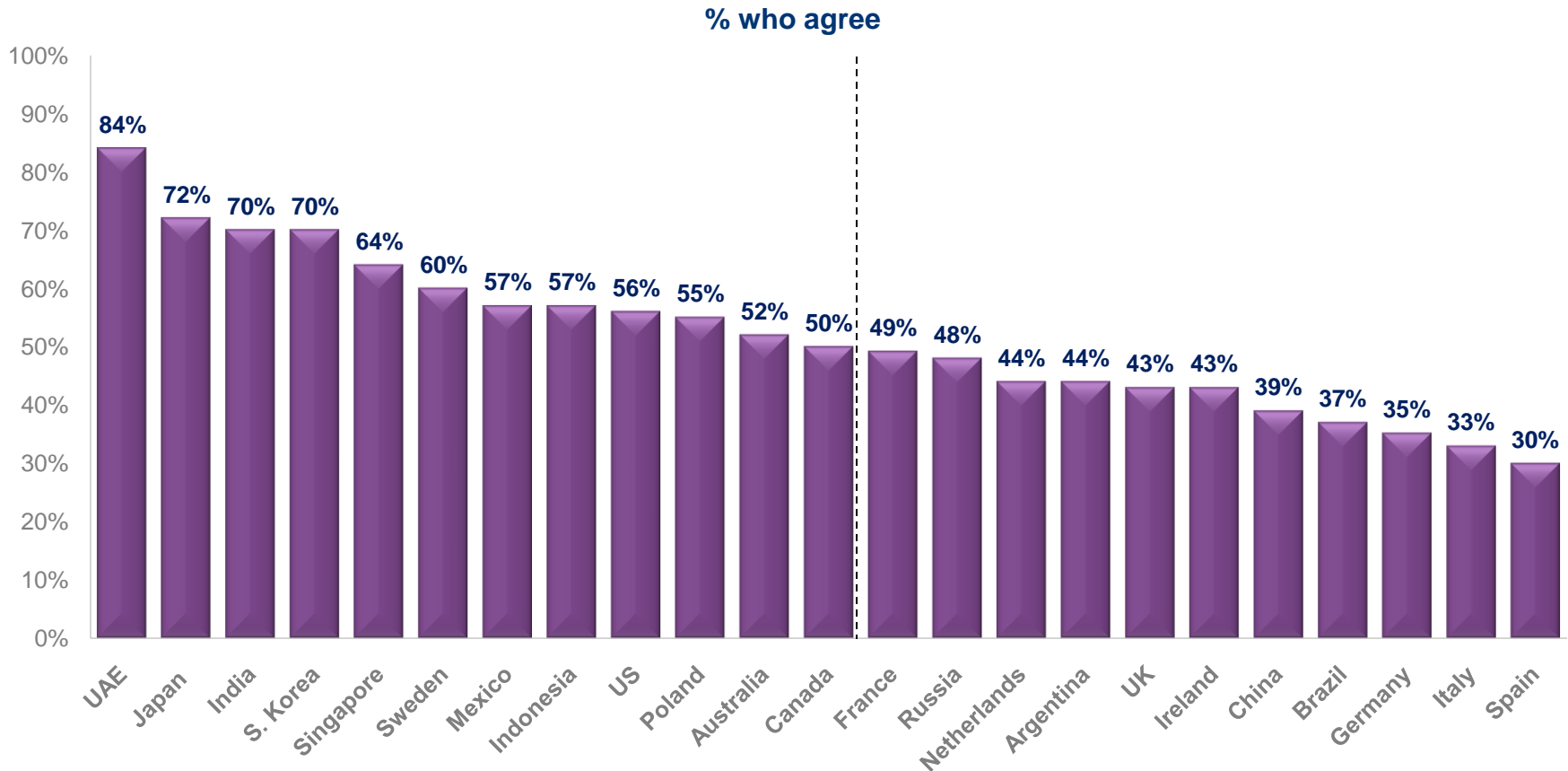
Reputation Factors – Global



B72-81. [TRACKING] How important are each of the following factors to the overall reputation of the company? Please use a nine-point scale where one means that factor is “not at all important” and nine means it is “extremely important” to overall reputation. The first one is [INSERT FIRST]. How important is this factor to overall reputation on a 9-point scale where one means “not at all important” and nine means “extremely important”? (Top 2 Box, Very/Extremely Important) Informed Publics ages 25-64 in 23 countries

Slight majority agree with Milton Friedman

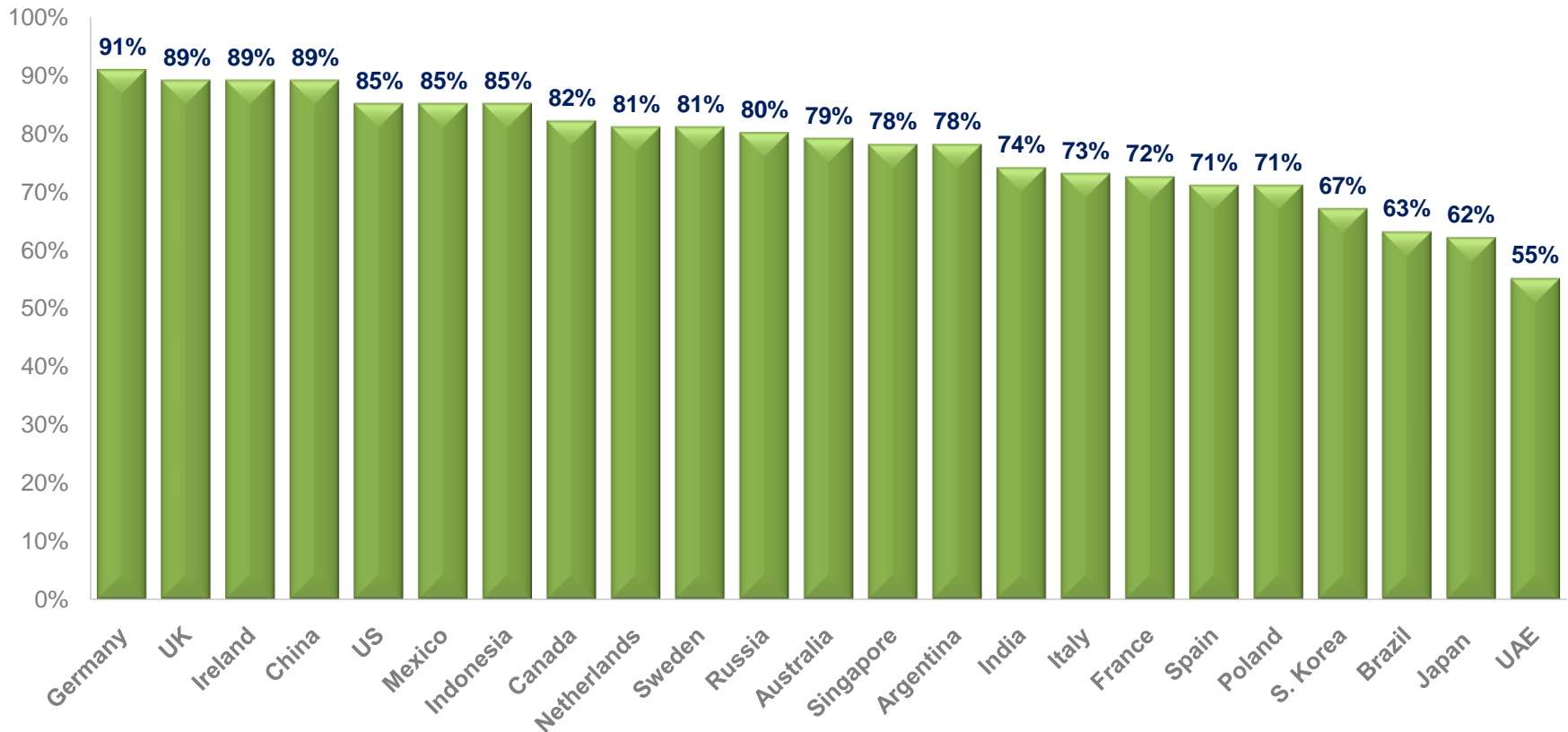
Milton Friedman: “The social responsibility of business is to increase its profits”



G124. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree with the following quote from Milton Friedman: “The social responsibility of business is to increase its profits”? (Net: Strongly agree + somewhat agree) Informed Publics ages 25-64 in 23 Countries

By comparison, greater expectations for business to invest in society's interests in developed and emerging markets

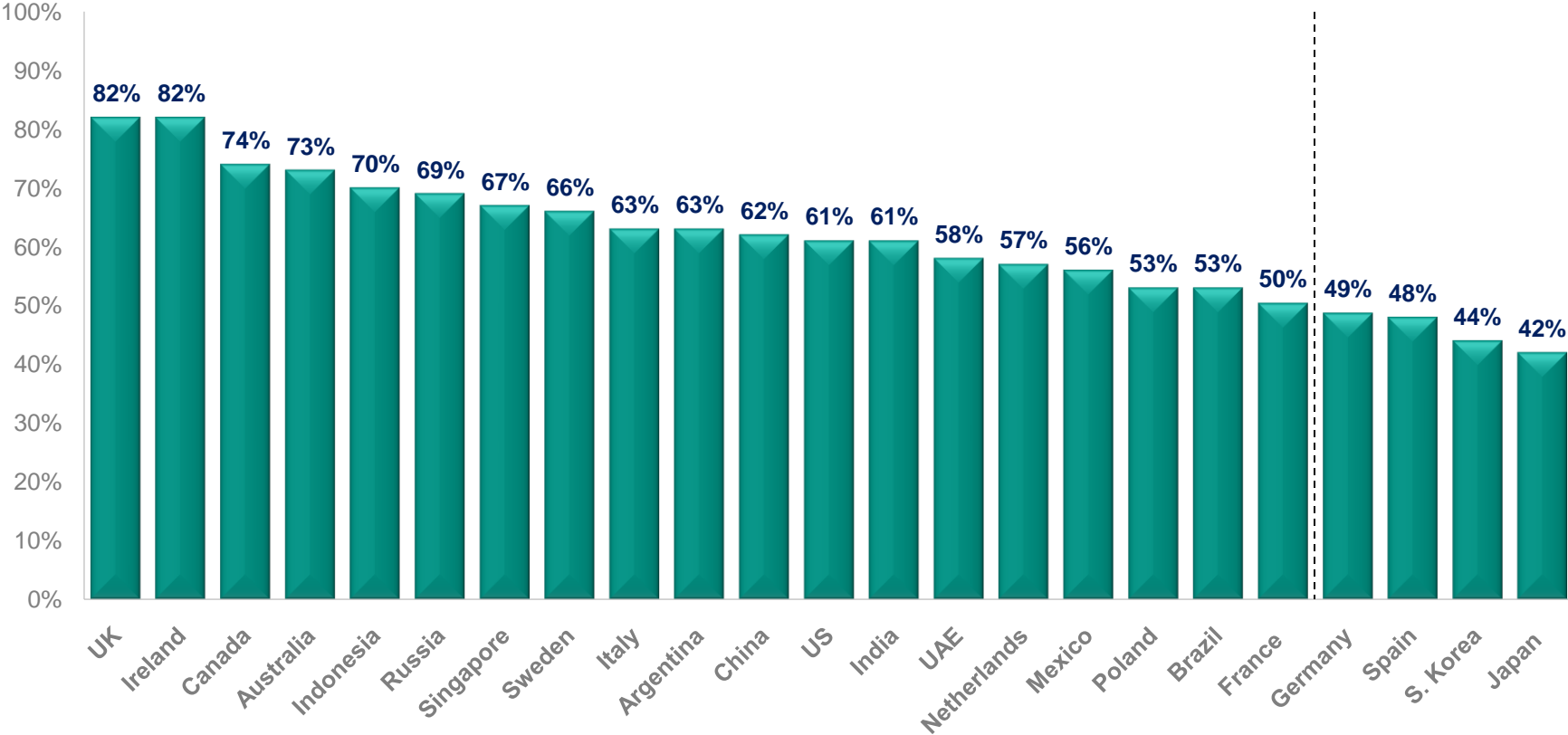
Believe corporations need to create shareholder value in a way that aligns with society's interests, even if that means sacrificing shareholder value



G120. Which of the following two positions comes closest to your view? A corporation should focus only on creating shareholder value, even if the way in which they create shareholder value conflicts with societal interests OR corporations need to create shareholder value in a way that aligns with society's interests, even if that means sacrificing shareholder value. Informed Publics ages 25-64 in 23 Countries

And government must step in to ensure business behaves responsibly

Believe that government needs to regulate corporations' activities to ensure that they are behaving in a responsible manner



G123. And which of the following statements is closest to your view? I trust corporations to act on their own to behave in a responsible manner OR I think government needs to regulate corporations' activities to ensure that they are behaving in a responsible manner. Informed Publics ages 25-64 in 23 Countries

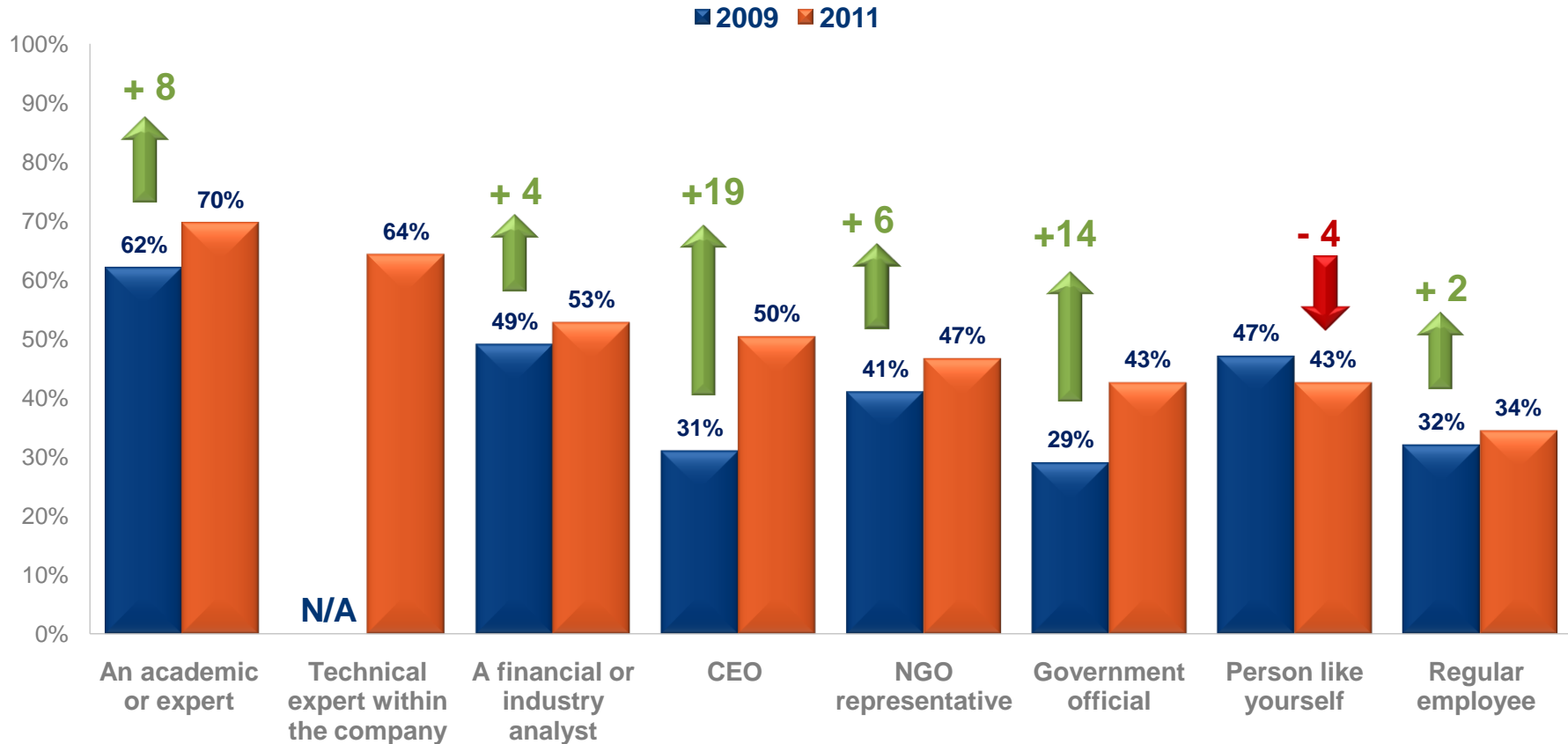


Roadmap to Trust
A new way forward

Credentials count

CEOs gain most ground as all “authority figures” considered more credible

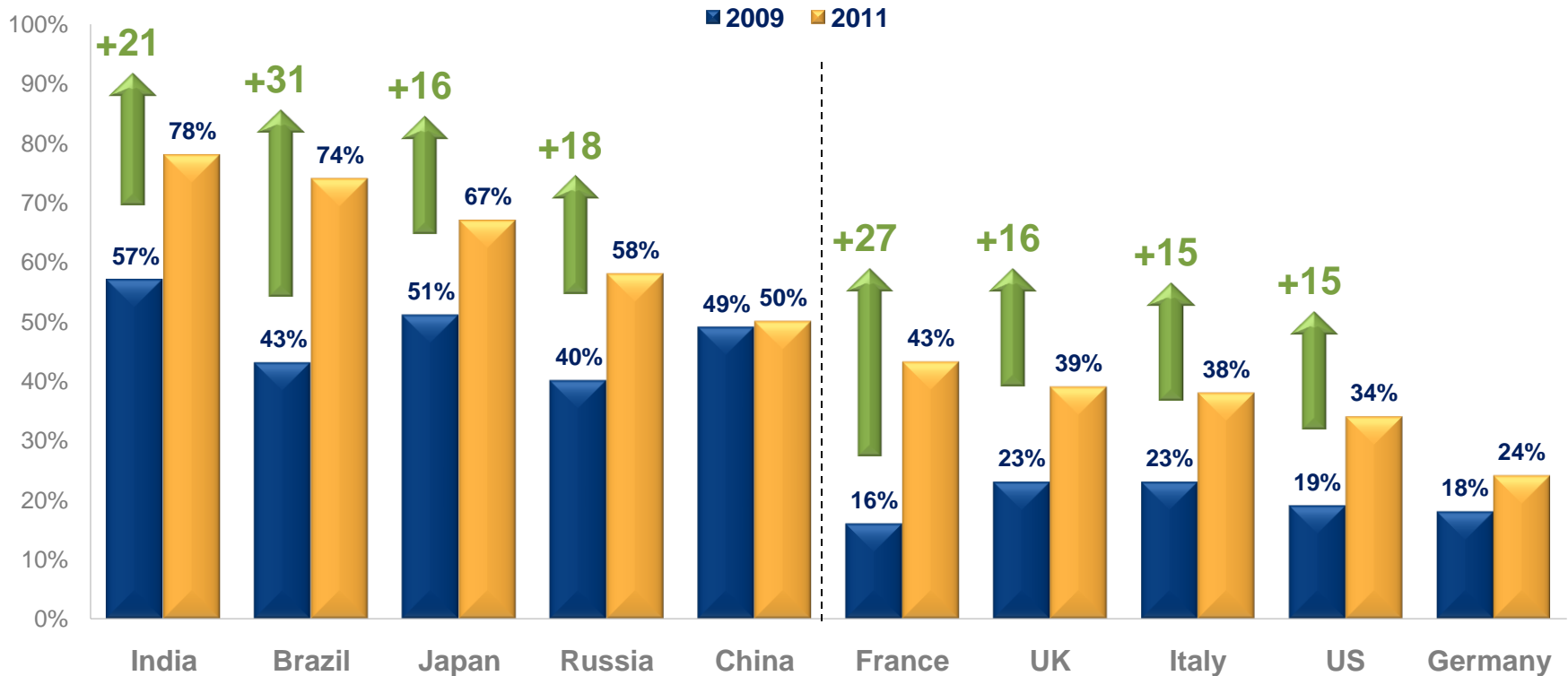
Credible Spokespeople – Global



D104-111. [TRACKING] Now I'm going to read you a list of people. In general, when forming an opinion of a company, if you heard information about a company from that person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Credible: Very + Extremely Credible) Informed Publics ages 25-64 in 20 countries (excludes Singapore, UAE and Argentina)

CEO credibility higher in emerging markets but on rise in most countries

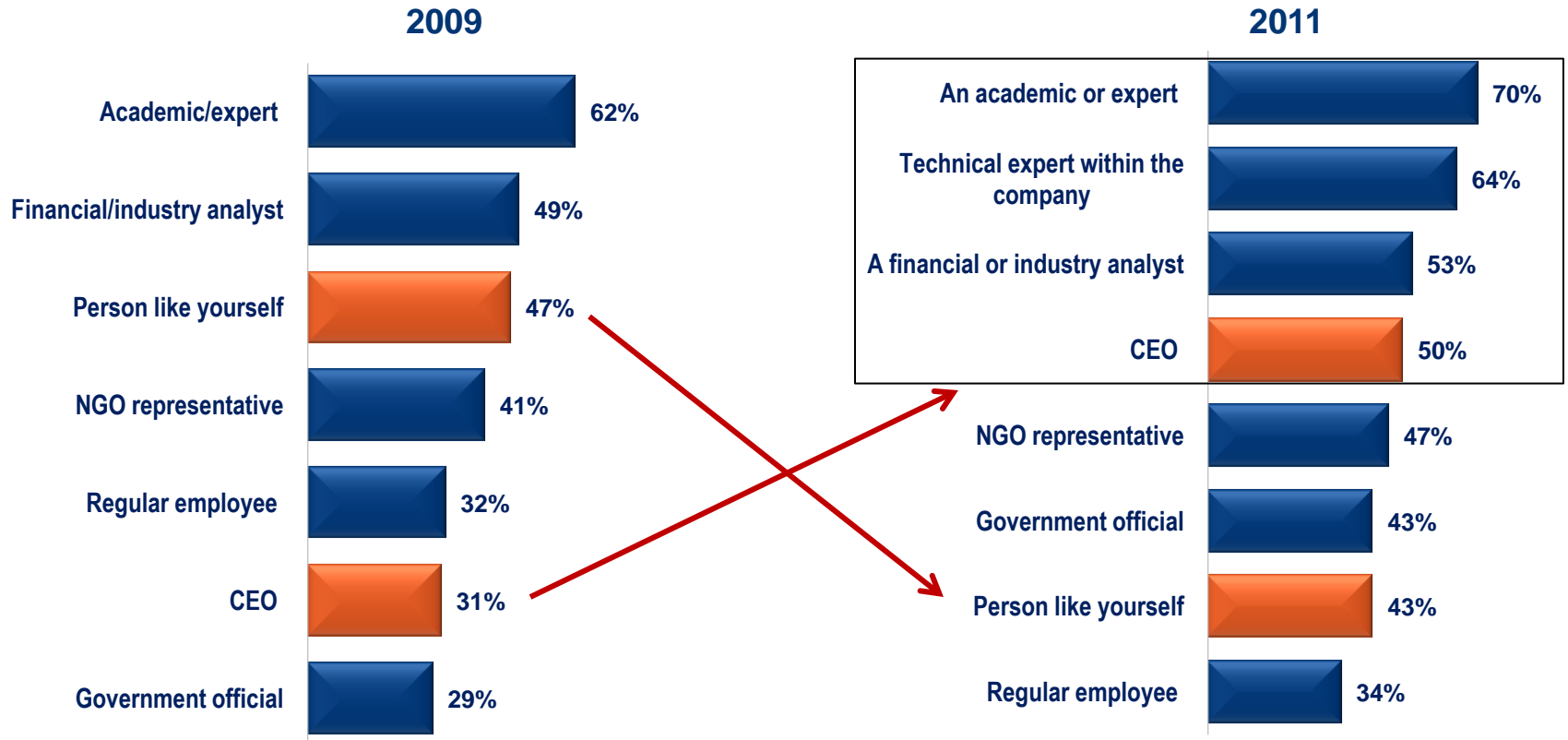
Credible Spokespeople – CEO Top 10 GDP



D104-111. [TRACKING] Now I'm going to read you a list of people. In general, when forming an opinion of a company, if you heard information about a company from that person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Credible: Very + Extremely Credible) Informed Publics ages 25-64 – Top 10 countries by GDP

CEOs and “person like me” swap spots In 2011, CEOs in top tier

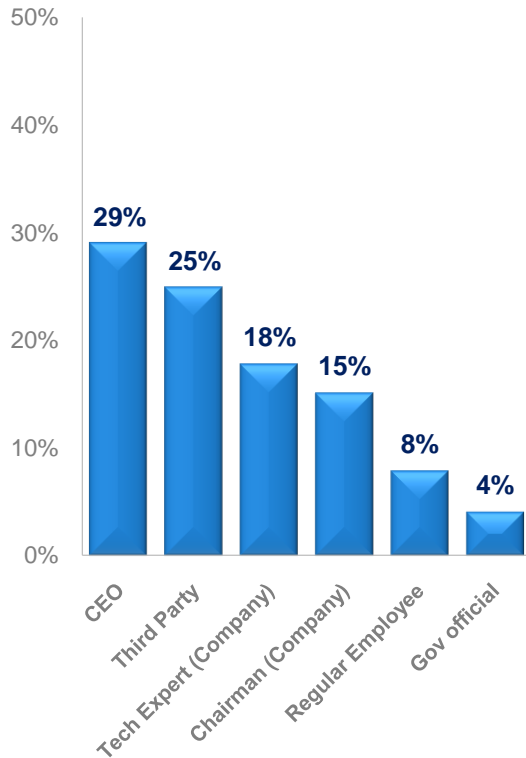
Credible Spokespeople – Global



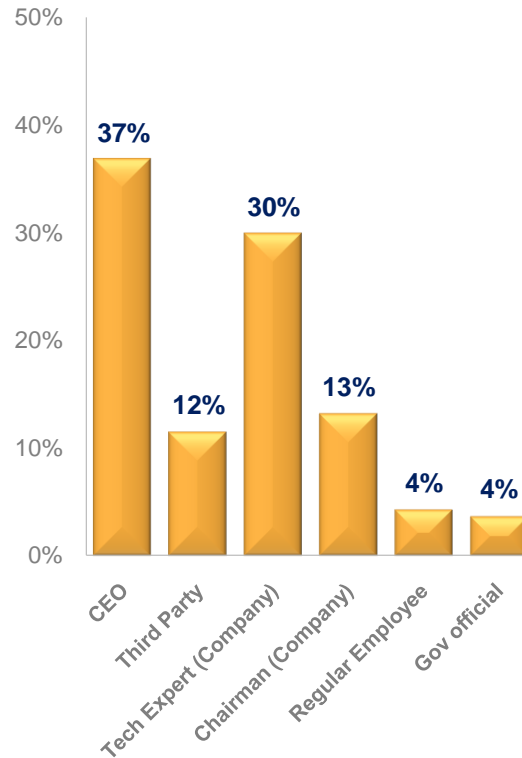
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In crisis situations, people want to hear from multiple voices Though CEO must lead the charge

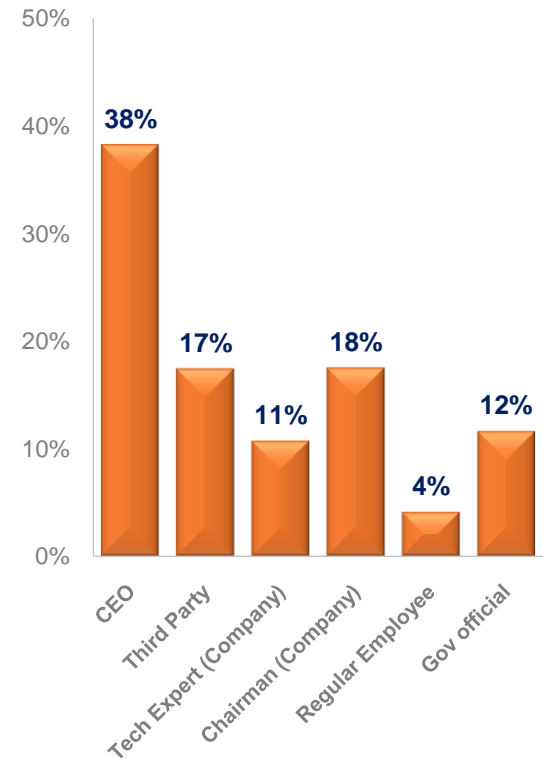
Trusted spokesperson during a **company crisis**



Preferred spokesperson during a **product recall**



Preferred spokesperson when the **local community has been damaged**



D100. Now I am going to read you a list of people. When a company *experiences a crisis*, please tell me which one of the following people you *trust the most* to deliver honest information about that crisis. Informed Publics ages 25-64 in 23 countries

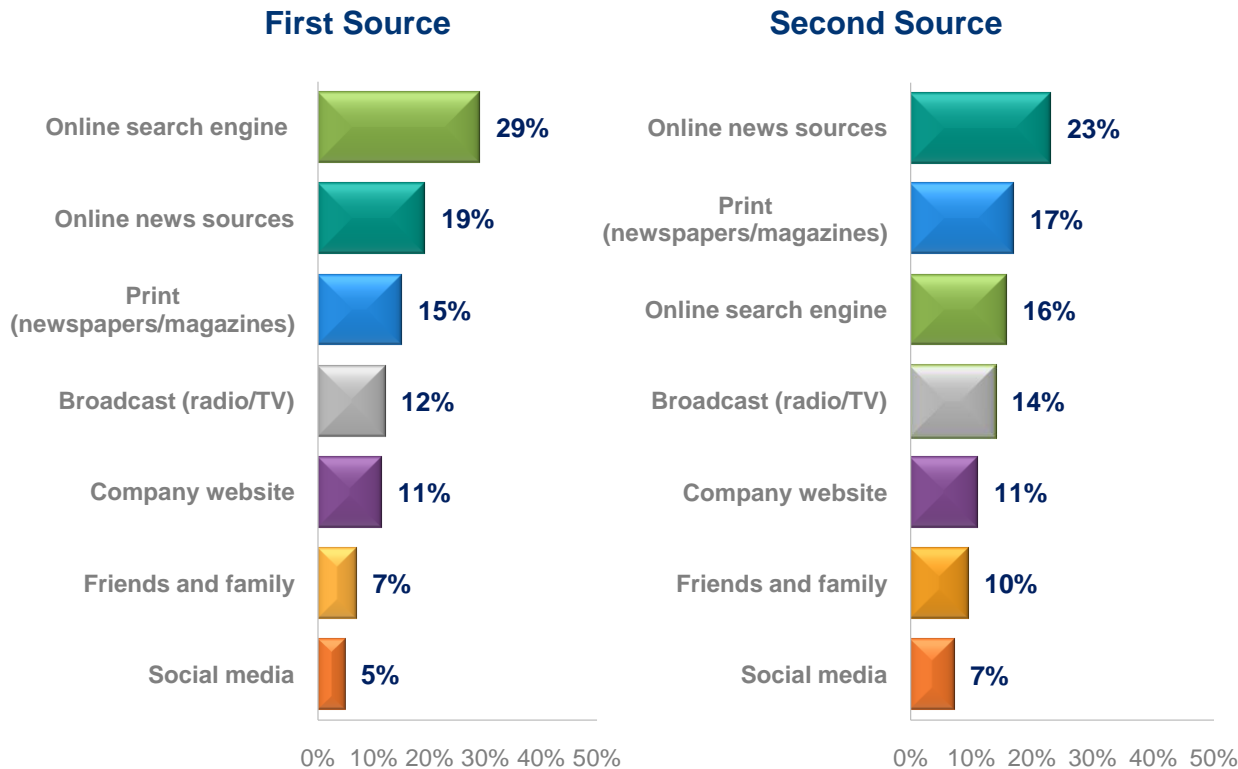
D101. Keeping the same list of people in mind, when a company *issues a product recall*, which one person do you want to hear information from about that recall? Informed Publics ages 25-64 in 23 countries

D102. Keeping the same list of people in mind, when a company's actions have *damaged the local community where it operates*, which one person do you want to hear information from about that damage? Informed Publics ages 25-64 in 23 countries

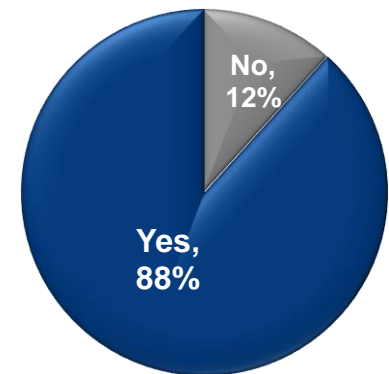
Search engines first source people go for news about a company

Online news, including traditional outlets, second stop

Where Informed Publics go for company news and information



Are these the **same types of sources** you consult first for information about a **business crisis**?



(NETS) I139. There are a number of sources one could use to find general news or information about a company. When looking for general news or information about a company, which one type of information source would you generally consult first? I140. And after [INSERT I139 RESPONSE], which one type of information source would you generally consult second when looking for general news or information about a company? I141. Now, thinking about a business crisis, are [INSERT I139 AND I140 RESPONSE] the same types of sources you consult first for information about a business crisis? Informed Publics ages 25-64 in 23 countries

Strong media brands rise to the top

Most relied on source for company information (unaided)

U.S. Information Sources		
1.	Google	31%
2.	The Wall Street Journal	24%
3.	The New York Times	16%
4.	CNN	16%
5.	FOX News	14%
6.	Yahoo!	10%
7.	National Public Radio	7%
8.	The Economist	7%
9.	Bloomberg	7%
10.	MSNBC	6%

U.K. Information Sources		
1.	Google	47%
2.	BBC	46%
3.	The Financial Times	16%
4.	The Times	13%
5.	The Guardian	11%
6.	The Economist	7%
7.	The Telegraph	7%
8.	Sky News	6%
9.	Yahoo!	5%
10.	The Independent	4%

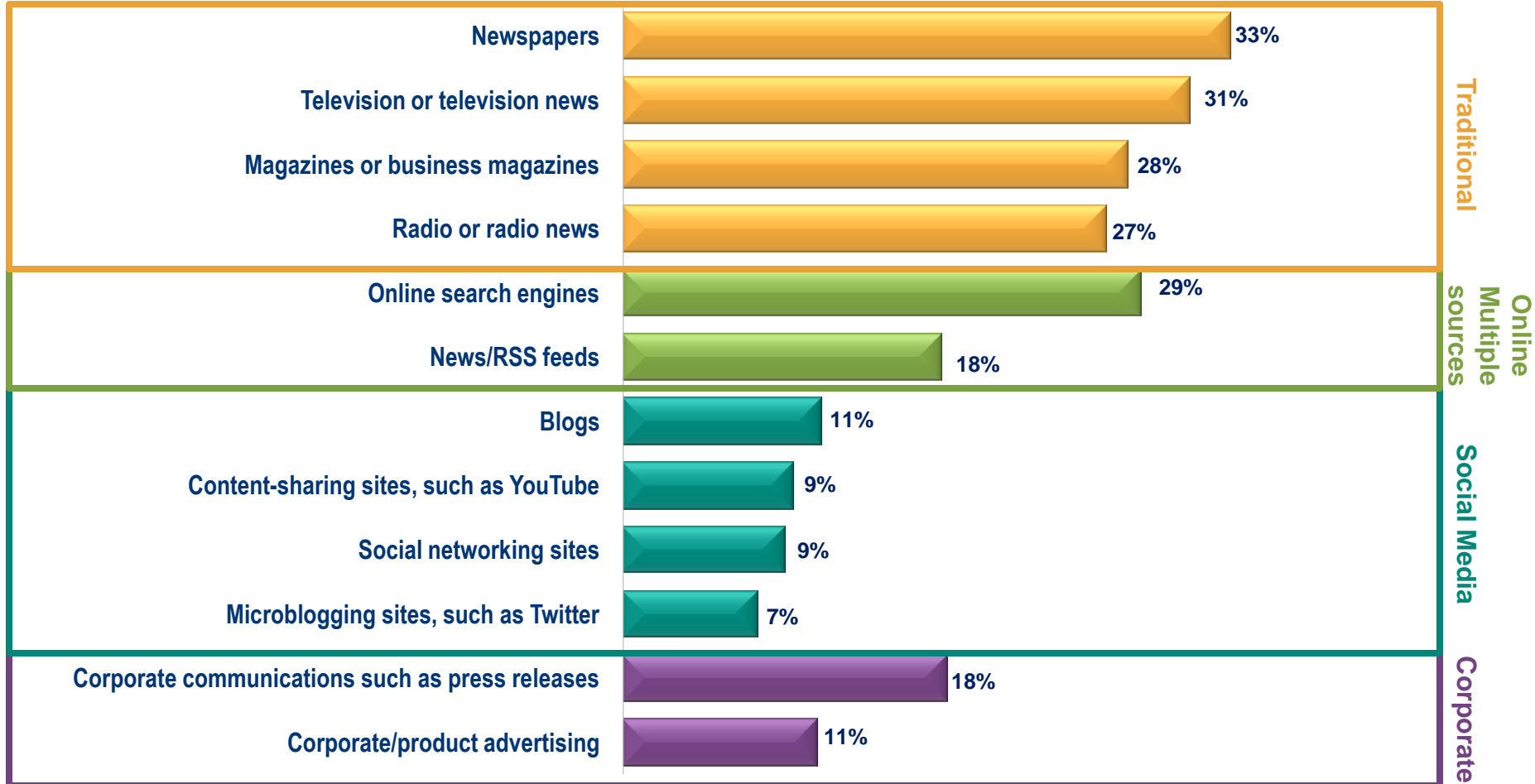
China Information Sources		
1.	CCTV	30%
2.	Baidu	18%
3.	Sina	11%
4.	Sohu	10%
5.	163.COM	8%
6.	Google	7%
7.	Phoenix Television	5%
8.	Xinhua	4%
9.	The Wall Street Journal	1%
10.	China Securities Journal	1%

Brazil Information Sources		
1.	Google	11%
2.	Yahoo	10%
3.	Globo	10%
4.	Correio Braziliense	9%
5.	O Globo	7%
6.	Estadao.com	5%
7.	JB	4%
8.	Brazilian	3%
9.	Folha de São Paulo	3%
10.	Terra	3%

I143. Please tell me the names of the specific sources you rely on most for information about companies. (Open Ended Response) Informed Publics ages 25-64 in the U.S., the U.K., China and Brazil

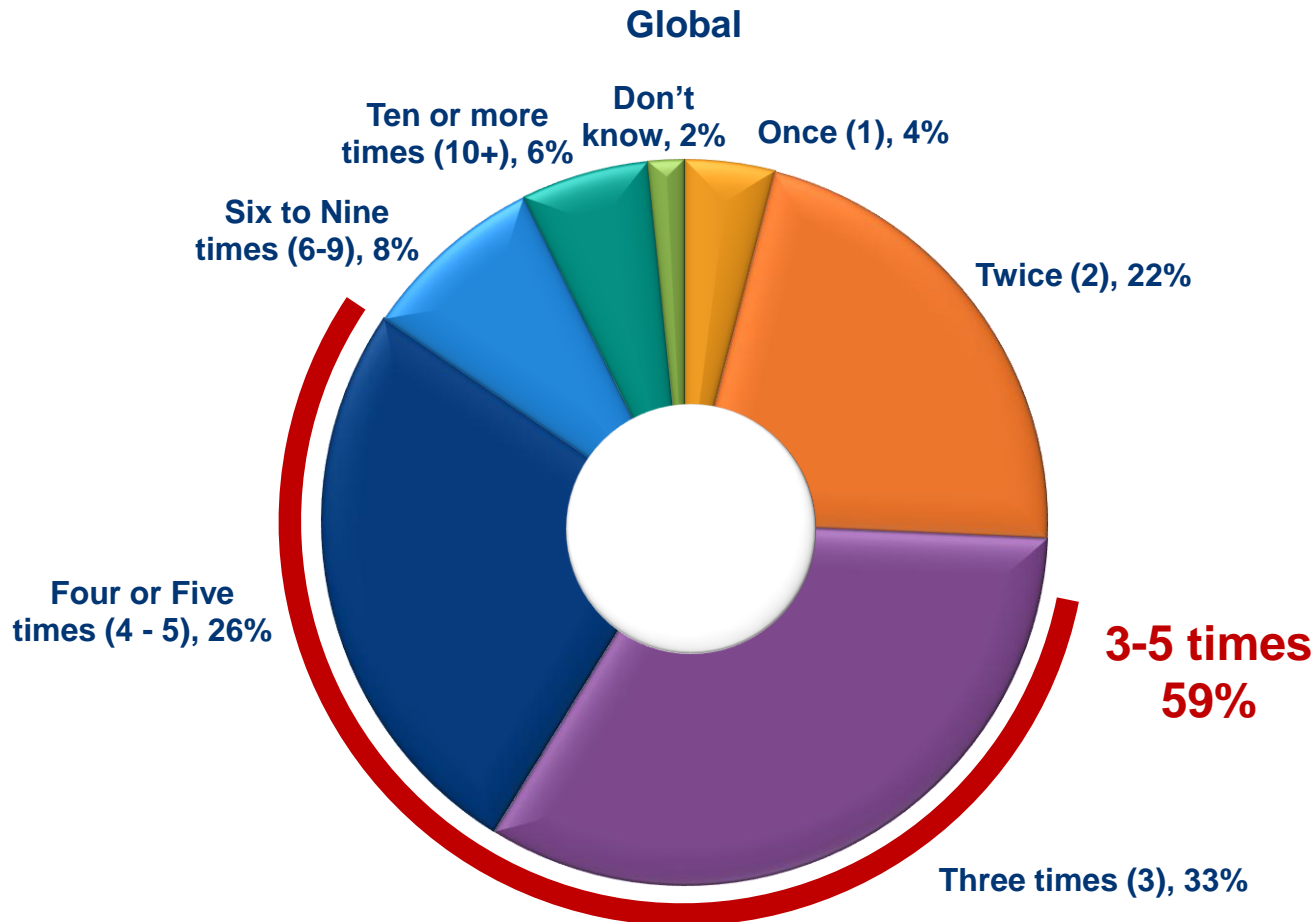
Globally, traditional media and search engines most trusted sources

Trusted Information Sources – Trust a Great Deal



H125-136. Now I'm going to read you a list of places where you might get information about a company. For each, please tell me if you trust it – a great deal, somewhat, not too much, or not at all as a source of information about a company? (Trust A Great Deal) Informed Publics ages 25-64 in 23 countries

Informed publics need information from multiple sources, multiple voices And need to hear it 3-5 times to believe

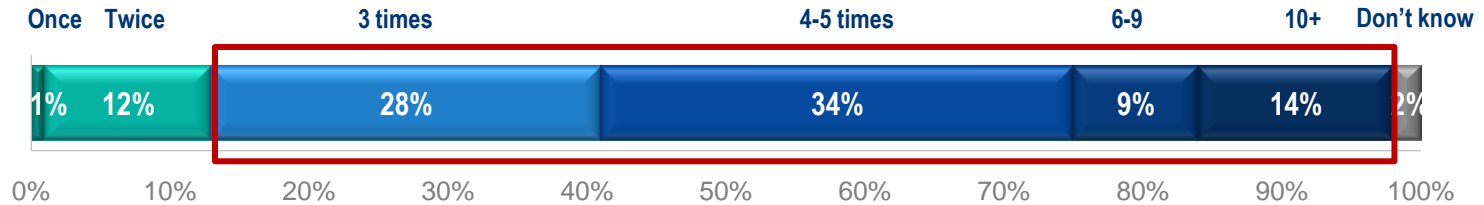


H137. Think about everything you see or hear every day about companies, whether it is positive or negative. How many times in general do you need to be exposed to something about a specific company to believe that the information is likely to be true? Please give me a number.
Informed publics ages 25-64 in 23 countries

In U.S. and U.K. skepticism mounts

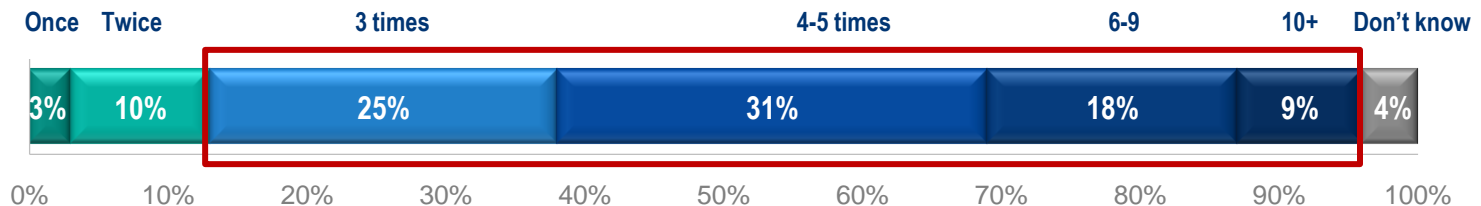
Number who need to hear information 3+ and 10+ times increases

U.S. in 2011



3+ times: 85% (15 pt increase in two years)

U.K. in 2011



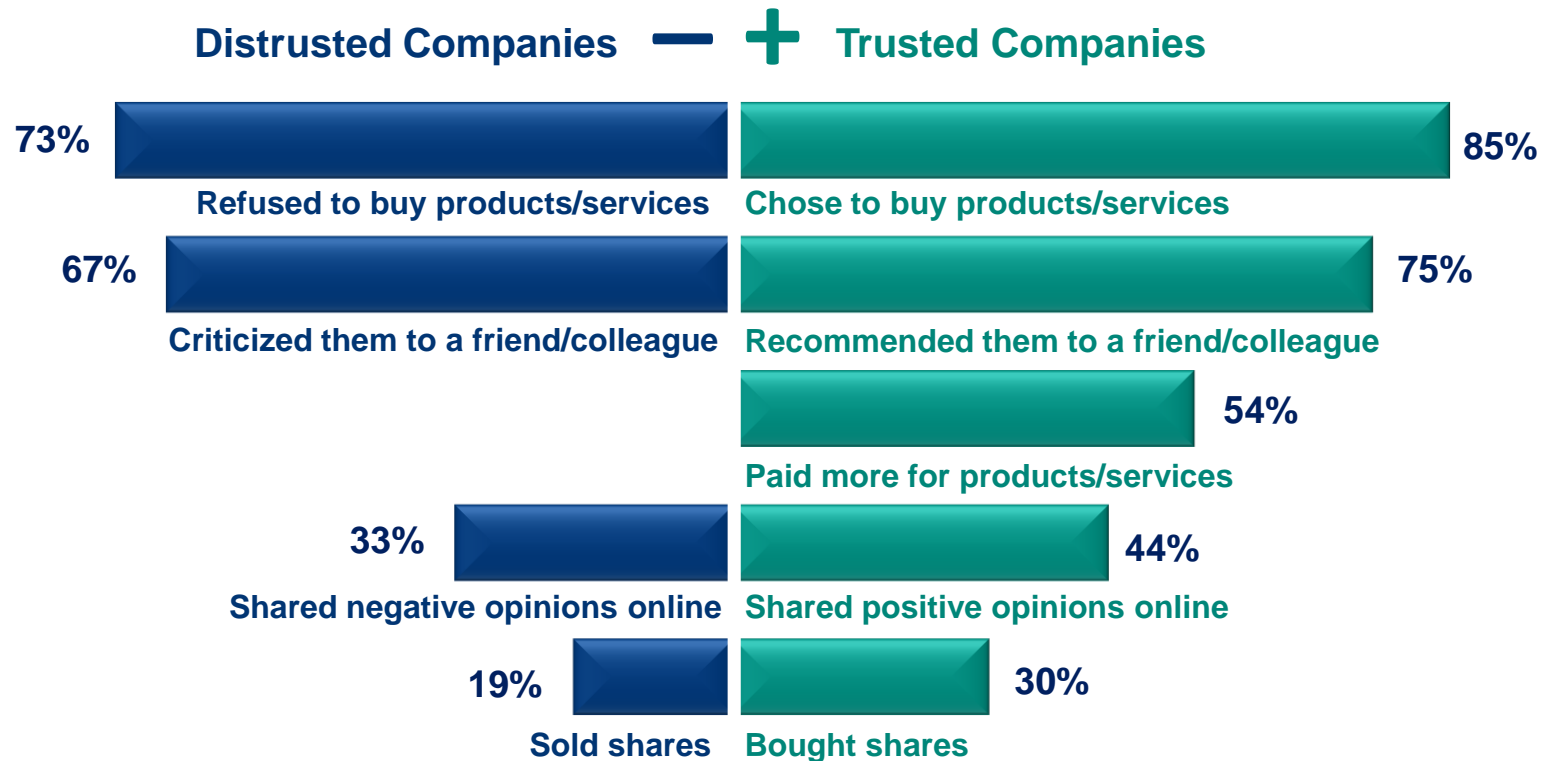
3+ times: 83% (10 pt increase in two years)

H137. [TRACKING] Think about everything you see or hear every day about companies, whether it is positive or negative. How many times in general do you need to be exposed to something about a specific company to believe that the information is likely to be true? Please give me a number. Informed publics ages 25-64 in the U.S. and the U.K.

The Benefits of Trust

Through personal action, trust has tangible benefits

Actions Taken Over Past 12 Months – Global

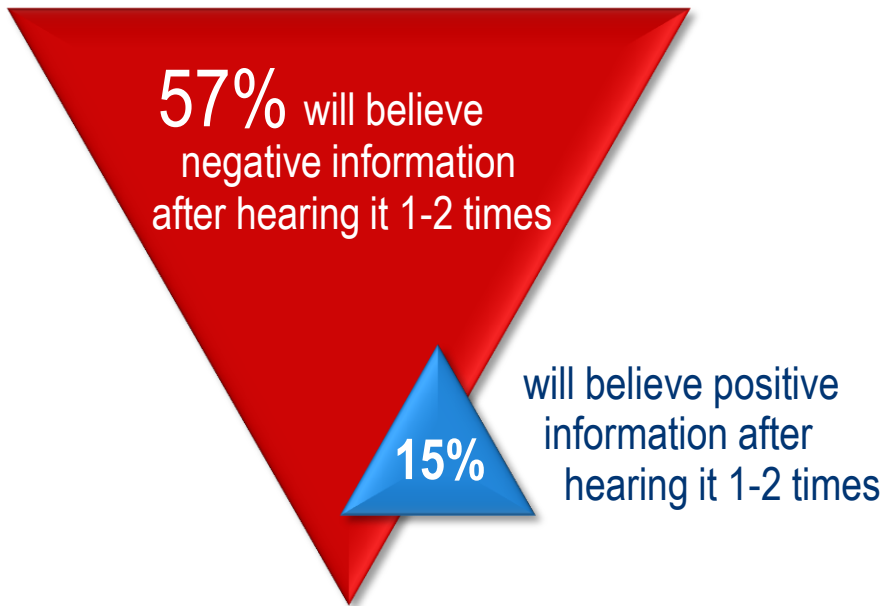


F118. [TRACKING] Thinking back over the past 12 months, have you taken any of the following actions in relation to companies that you trust? Please answer yes or no to each action. (Percent "Yes") Informed Publics ages 25-64 in 23 countries

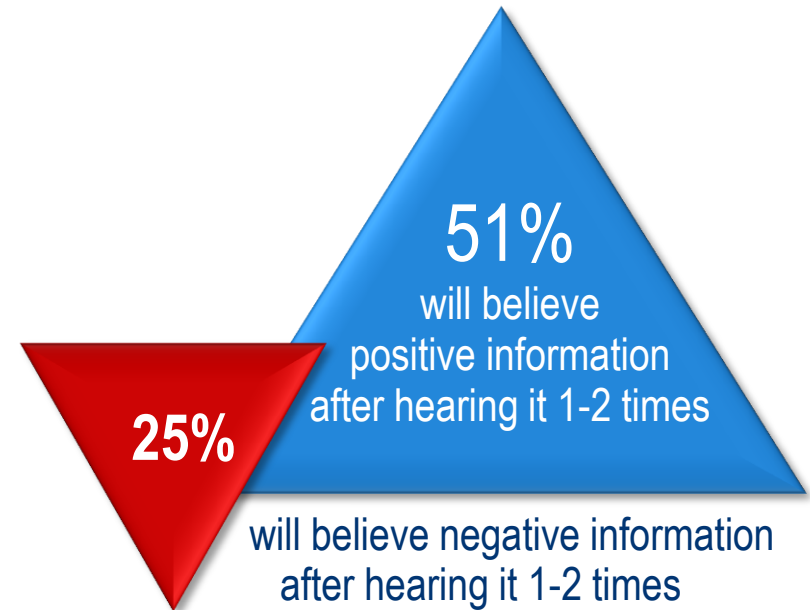
F119. [TRACKING] Still thinking about the past 12 months, have you taken any of the following actions in relation to companies that you do not trust? Please answer yes or no to each action. (Percent "Yes") Informed Publics ages 25-64 in 23 countries

Trust protects reputation

When a company is distrusted



When a company is trusted



Think about a company that you do not trust. How many times would you need to be exposed to (C83. positive information; C84. negative information) about that company to believe the information is likely to be true? Please give me a number. Informed publics ages 25-64 in 23 countries

Think about a company that you trust. How many times would you need to be exposed to (C85. negative information; C86. positive information) about that company to believe the information is likely to be true? Please give me a number. Informed publics ages 25-64 in 23 countries

Conclusions

Business must align profit and purpose for social benefit

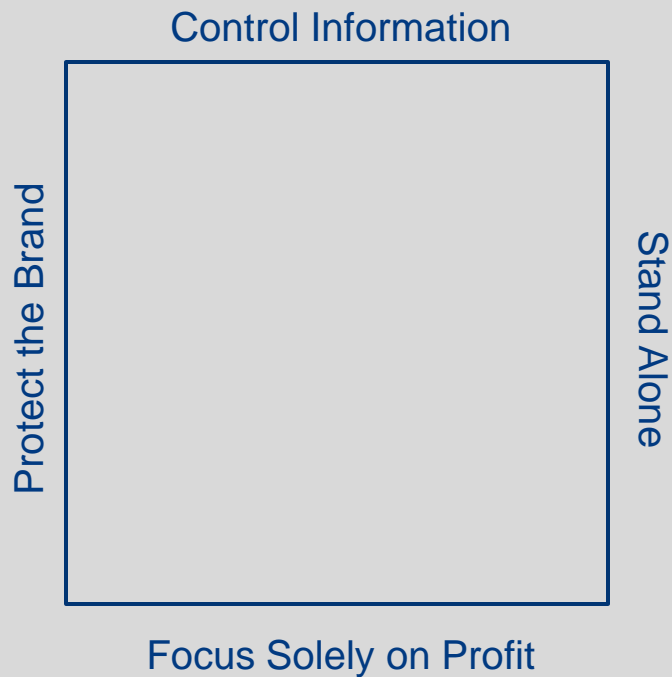
Current media landscape plus increased skepticism requires multiple voices and channels

Demand for authority and accountability set new expectations for corporate leadership

Trust is a protective agent and leads to tangible benefits; lack of trust is barrier to change

The Transformation of Trust

Old Trust Framework



New Trust Architecture

