



Edelman, 2019b

2019 EDELMAN TRUST BAROMETER

Global Report



Ede



#TrustBarometer

~~Edelman, 2019a~~

19th ANNUAL EDELMAN TRUST BAROMETER

Methodology

Online Survey in 27 Markets

33,000+ respondents total

All fieldwork was conducted between
October 19 and November 16, 2018

27-market global data margin of error: General population +/- 0.6% (N=31,050), informed public +/- 1.3% (N=6,000), mass population +/- 0.6% (26,000+), half-sample global general online population +/- 0.8 (N=15,525).

Market-specific data margin of error: General population +/- 2.9 (N=1,150), informed public +/- 6.9% (N=min 200, varies by market, China and U.S. +/- 4.4% (N=500), mass population +/- 3.0 to 3.6 (N=min 739, varies by market).

Employee MOE: 27-market = +/- 0.8% (N=16,944)

Market-specific = +/- 3.2 to 4.6% (N=min 446, varies by market)

General Online Population

1,150 respondents per market

Ages 18+

All slides show general online
population data unless otherwise noted

Informed Public

500 respondents in U.S. and China;
200 in all other markets

Represents 16% of total global population

Must meet 4 criteria

- Ages 25-64
- College-educated
- In top 25% of household income per age group in each market
- Report significant media consumption and engagement in public policy and business news

Mass Population

All population not including informed public

Represents 84% of total global population

2019 Focus on Employer-Employee Relationship

55% of global general population are full- or
part-time employees (but not self-employed)

Oversample of employees of multinational
companies: 500 respondents per market

TRUST IN RETROSPECT

2001

Rising Influence of NGOs

2002

Fall of the Celebrity CEO

2003

Earned Media More Credible Than Advertising

2004

U.S. Companies in Europe Suffer Trust Discount

2005

Trust Shifts from "Authorities" to Peers

2006

A "Person Like Me" Emerges as Credible Spokesperson

2007

Business More Trusted Than Government and Media

2008

Young Influencers Have More Trust in Business

2009

Business Must Partner with Government to Regain Trust

2010

Trust is Now an Essential Line of Business

2011

Rise of Authority Figures

2012

Fall of Government

2013

Crisis of Leadership

2014

Business to Lead the Debate for Change

2015

Trust is Essential to Innovation

2016

Growing Inequality of Trust

2017

Trust in Crisis

2018

The Battle for Truth

2019

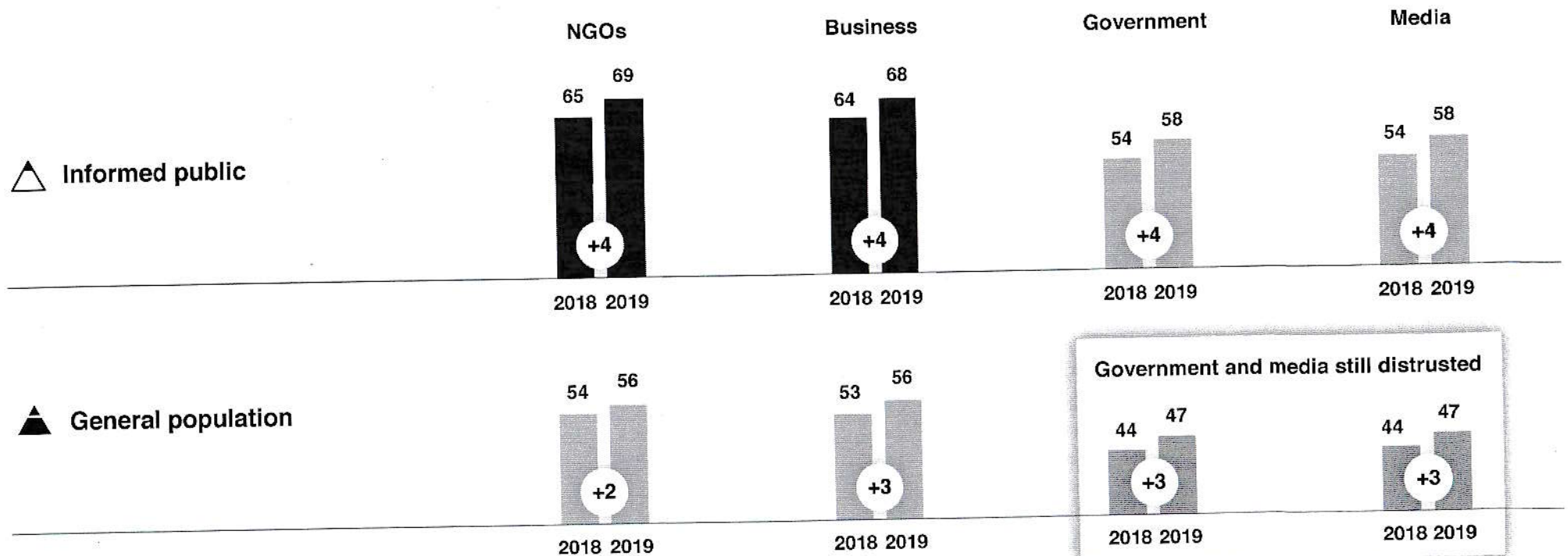
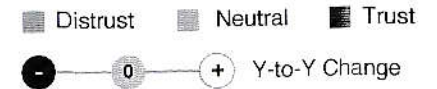
Trust at Work



Divided by Trust

A MODEST RISE IN TRUST

Percent trust



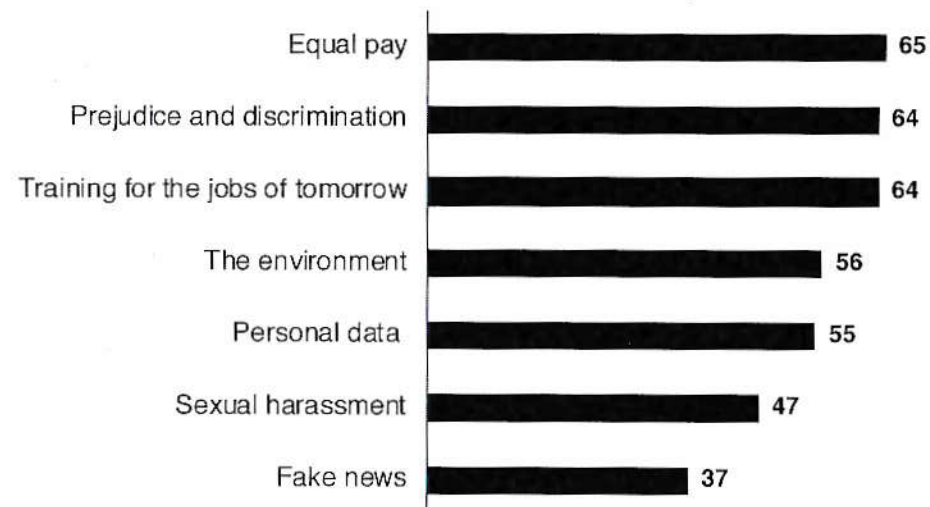
2019 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." 9-point scale; top 4 box, trust. Informed public and general population, 26-market average.

LOOKING FOR LEADERSHIP FROM CEOS

Percent who say that
CEOs should take the lead
on change rather than waiting
for government to impose it

76%  **+11pts**

Percent who agree CEOs can create positive change in:

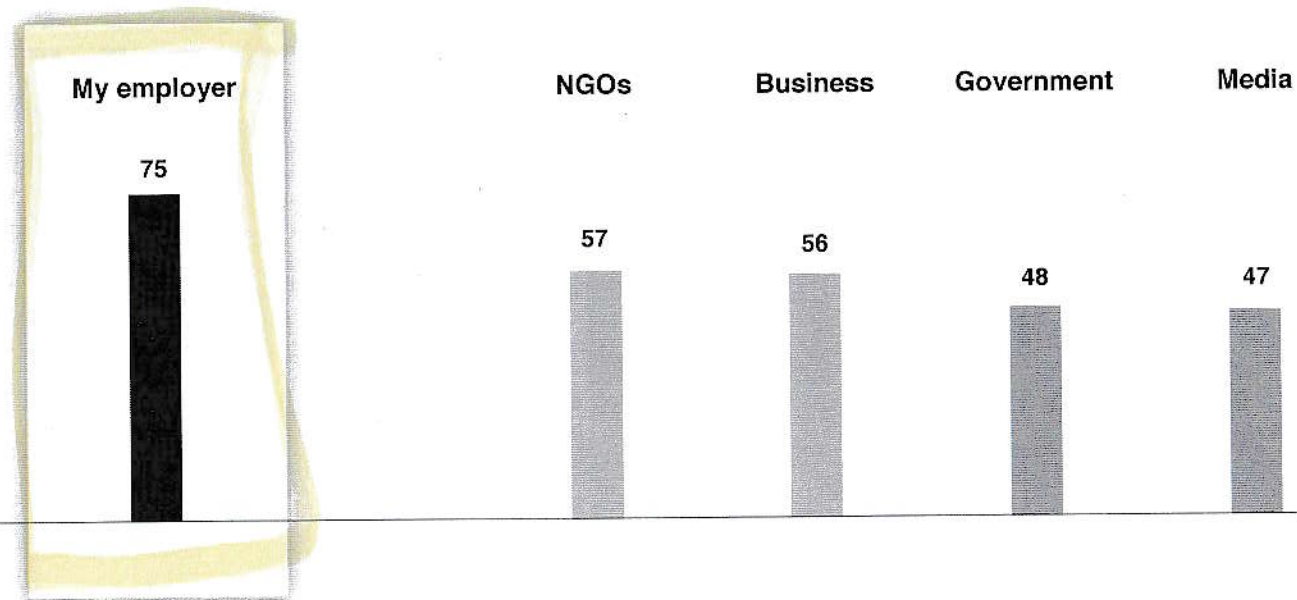


2019 Edelman Trust Barometer. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statements? 9-point scale; top 4 box, agree. Question asked of half of the sample. CEO_SIG. In which of the following areas do you think CEOs can have significant impact or create the most positive change? Question asked of half of the sample. General population, 25-market average (excluding the Netherlands and Saudi Arabia).

MY EMPLOYER MOST-TRUSTED RELATIONSHIP

Percent trust

■ Distrust ■ Neutral ■ Trust



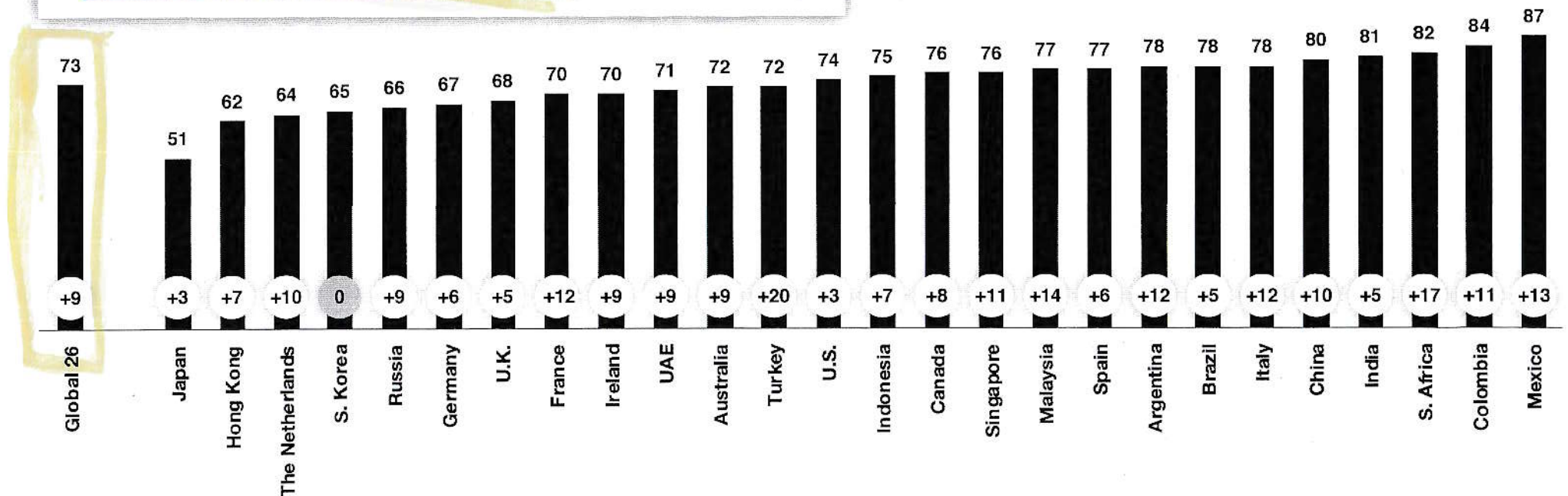
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COMPANIES CAN IMPROVE SOCIETY—AND ALSO DO WELL

Percent who agree

"A company can take specific actions that both increase profits and improve the economic and social conditions in the communities where it operates"

● 0 ● Y-to-Y Change



2019 Edelman Trust Barometer. TMA_SIE_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 26-market average.