

2011 Edelman Trust Barometer Findings

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



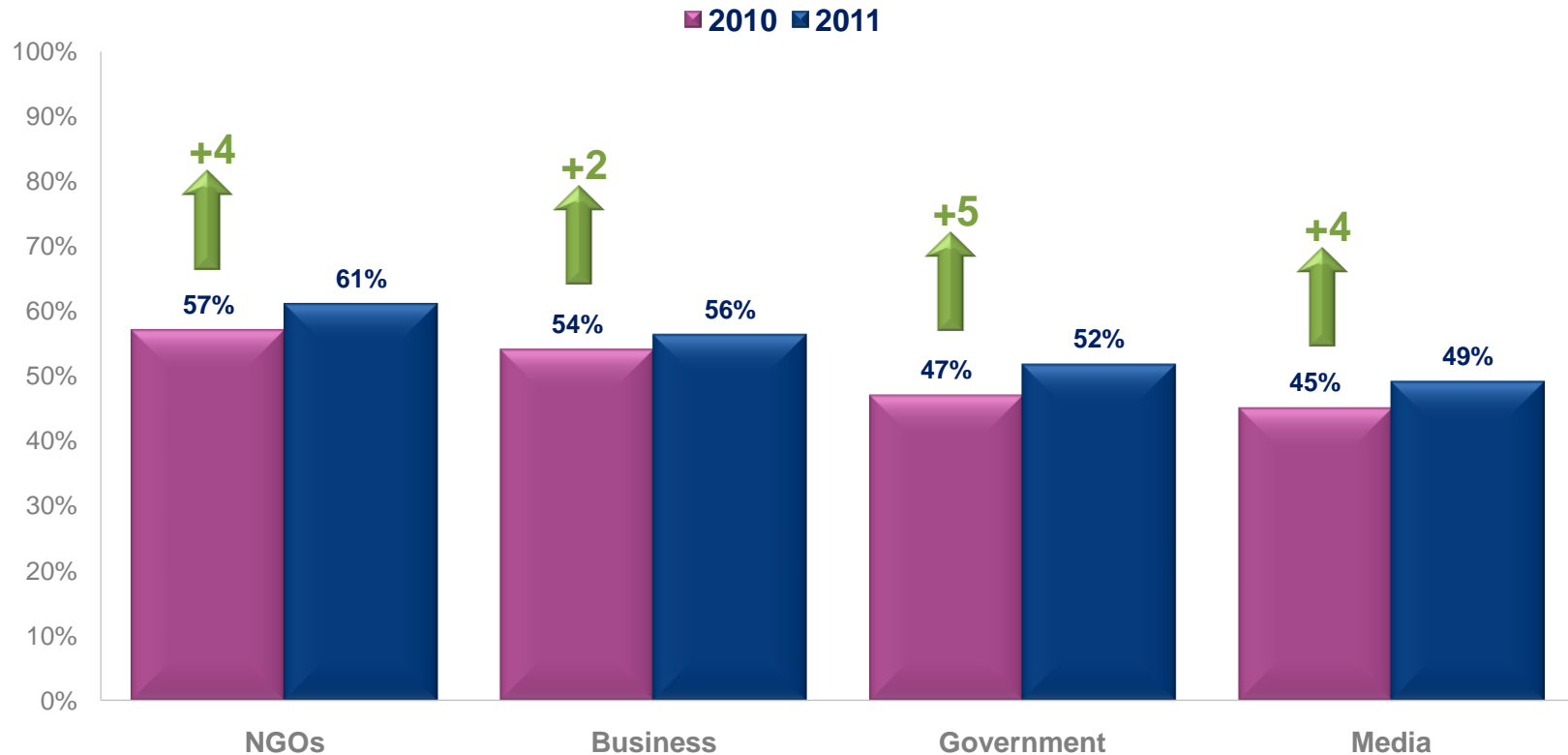


1. State of Trust

Shifting center of gravity

Globally, trust increases in all institutions

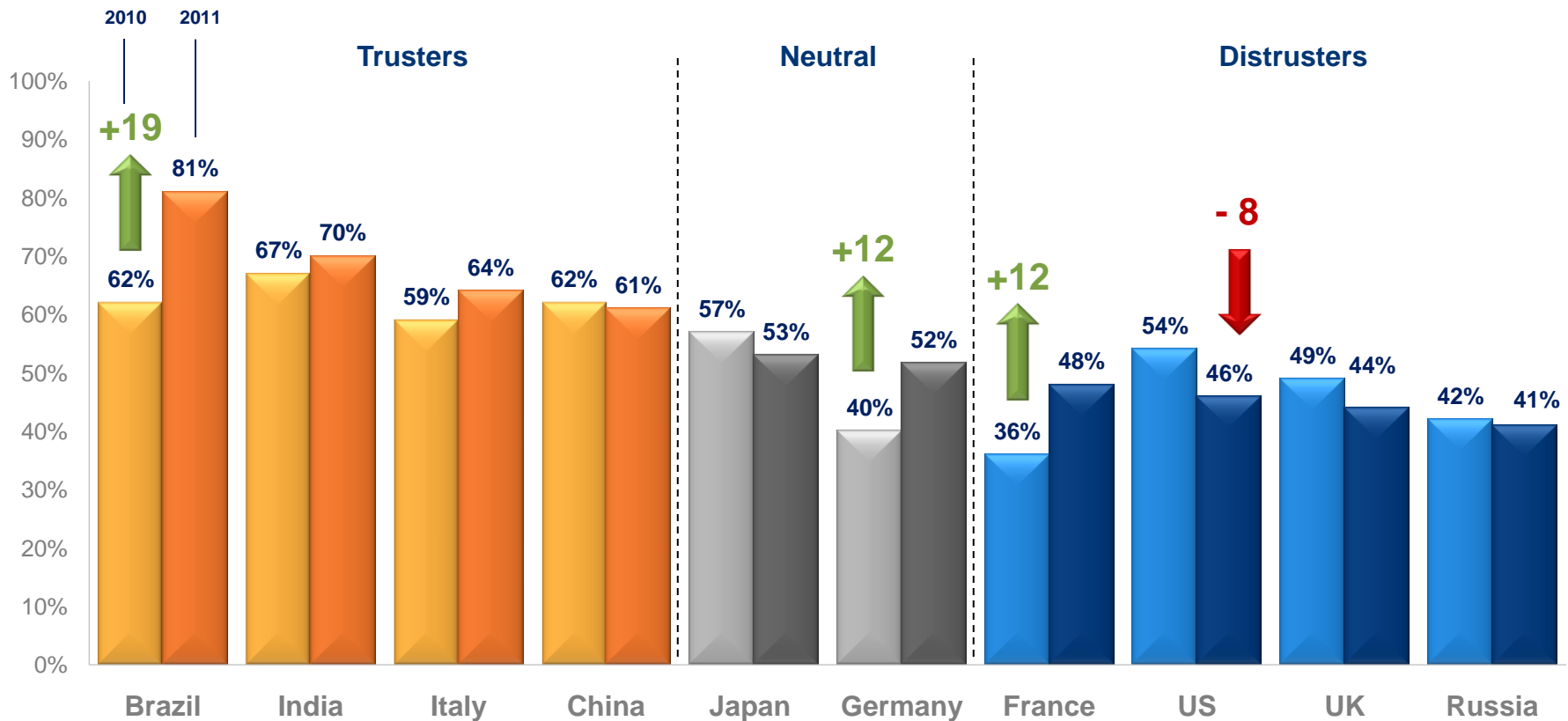
How much do you trust the institution to do what is right?



Responses 6-9 on 1-9 scale; 9=highest; Informed publics ages 25 to 64

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

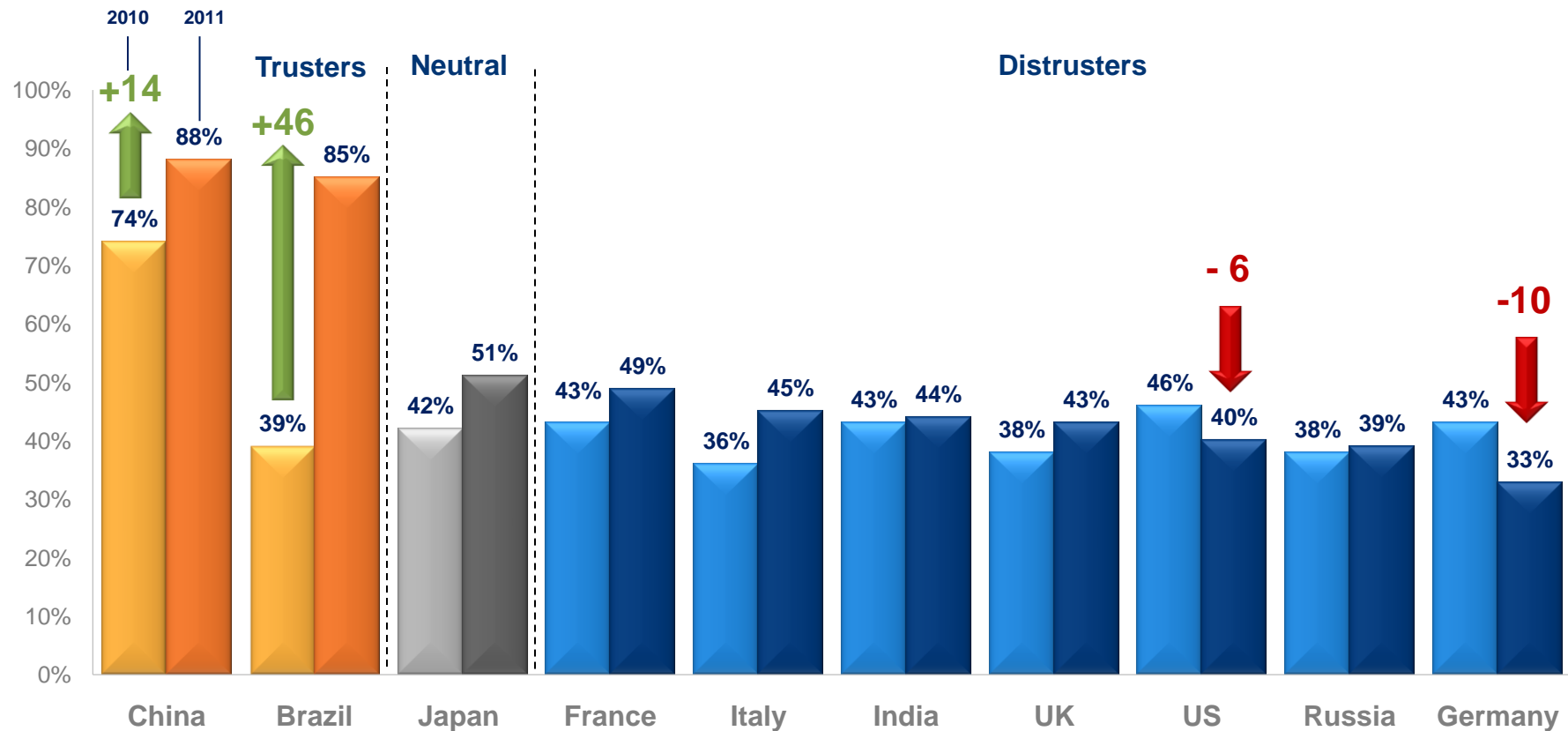
How much do you trust business to do what is right?



Responses 6-9 on 1-9 scale; 9=highest; Informed publics ages 25 to 64; Top 10 GDP countries

China and Brazil drive rise in trust in government; U.S. now on par with Russia

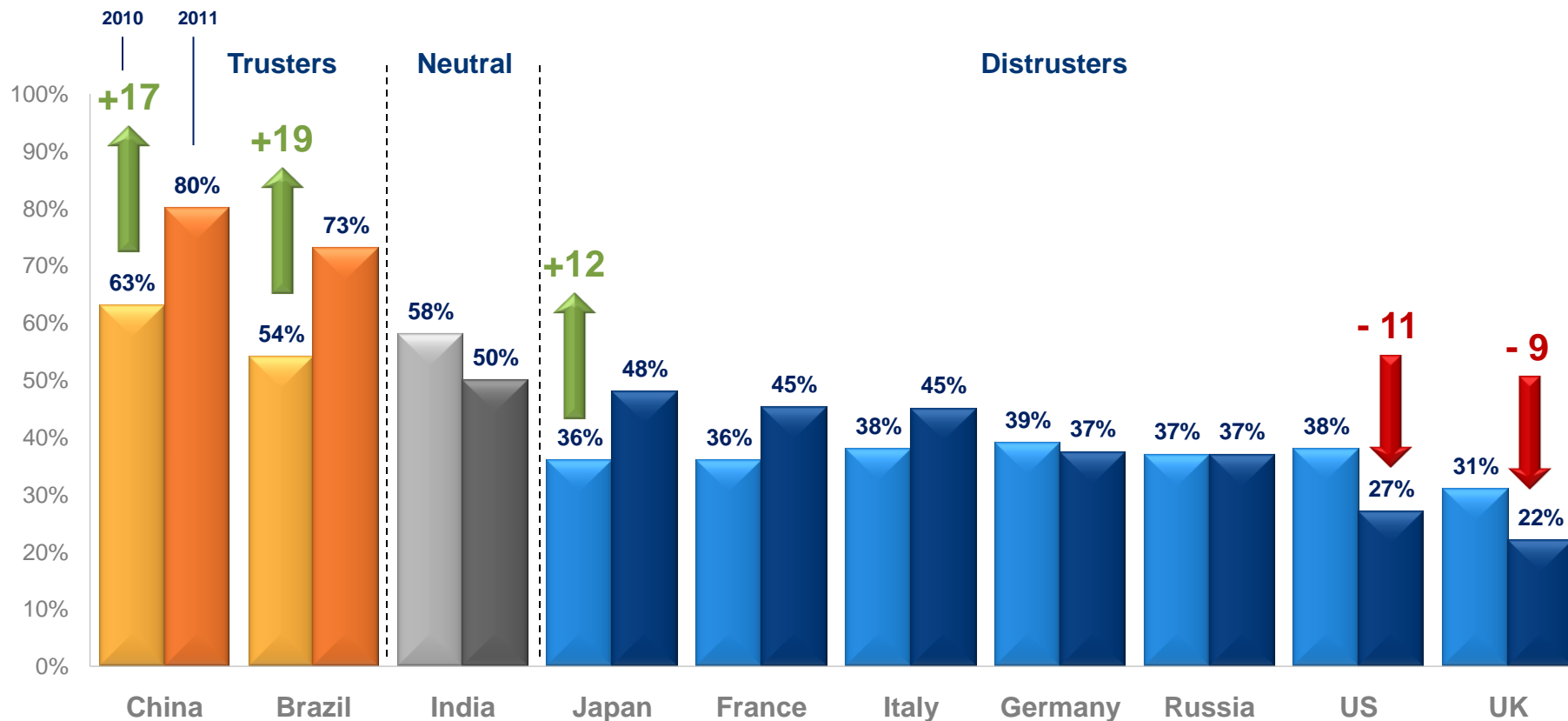
How much do you trust government to do what is right?



Responses 6-9 on 1-9 scale; 9=highest; Informed publics ages 25 to 64; Top 10 GDP countries

Developed markets more distrustful of media

How much do you trust media to do what is right?

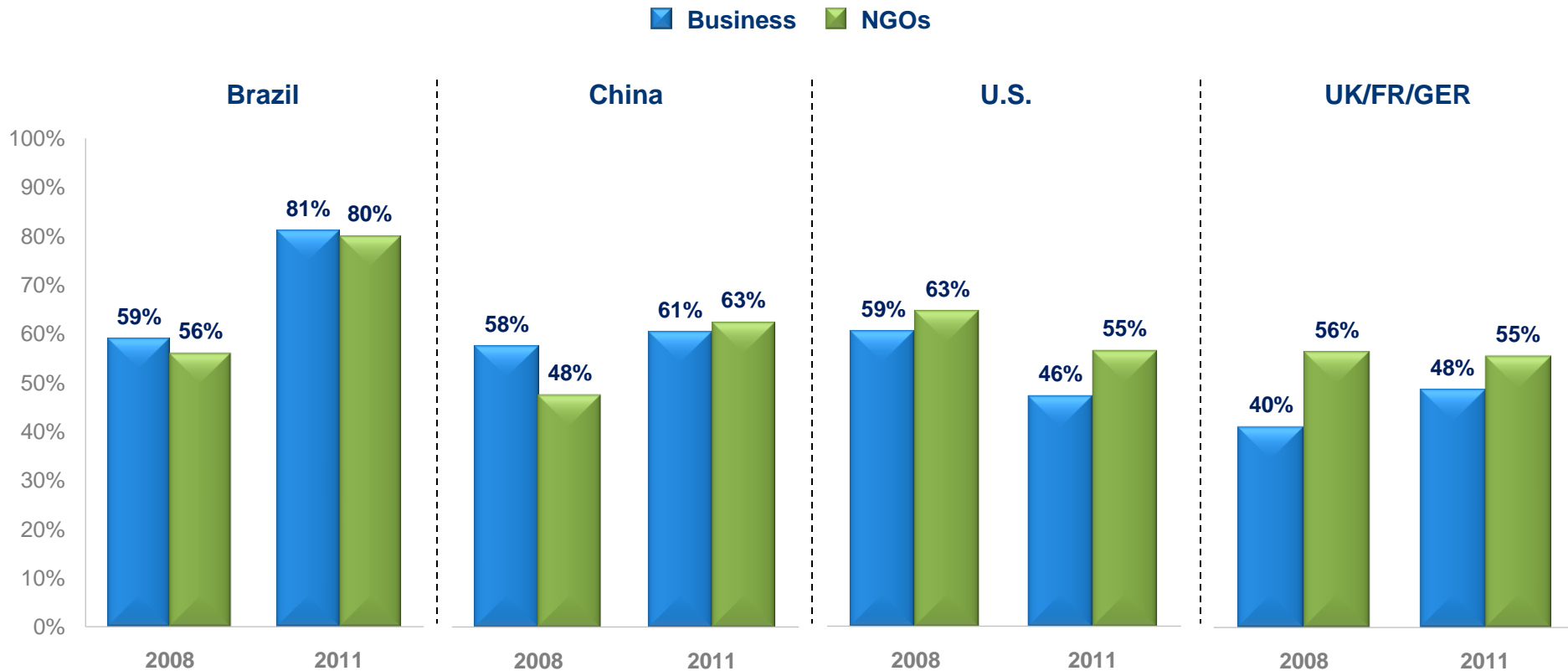


Responses 6-9 on 1-9 scale; 9=highest; Informed publics ages 25 to 64; Top 10 GDP countries

Trust in NGOs now on par with business in emerging markets

More trusted than business in developed markets

How much do you trust NGOs to do what is right?
How much do you trust business to do what is right?



Responses 6-9 on 1-9 scale; 9=highest; Informed publics ages 25 to 64

Trust Barometer Index: U.S. drops while BRICs hold in composite scoring

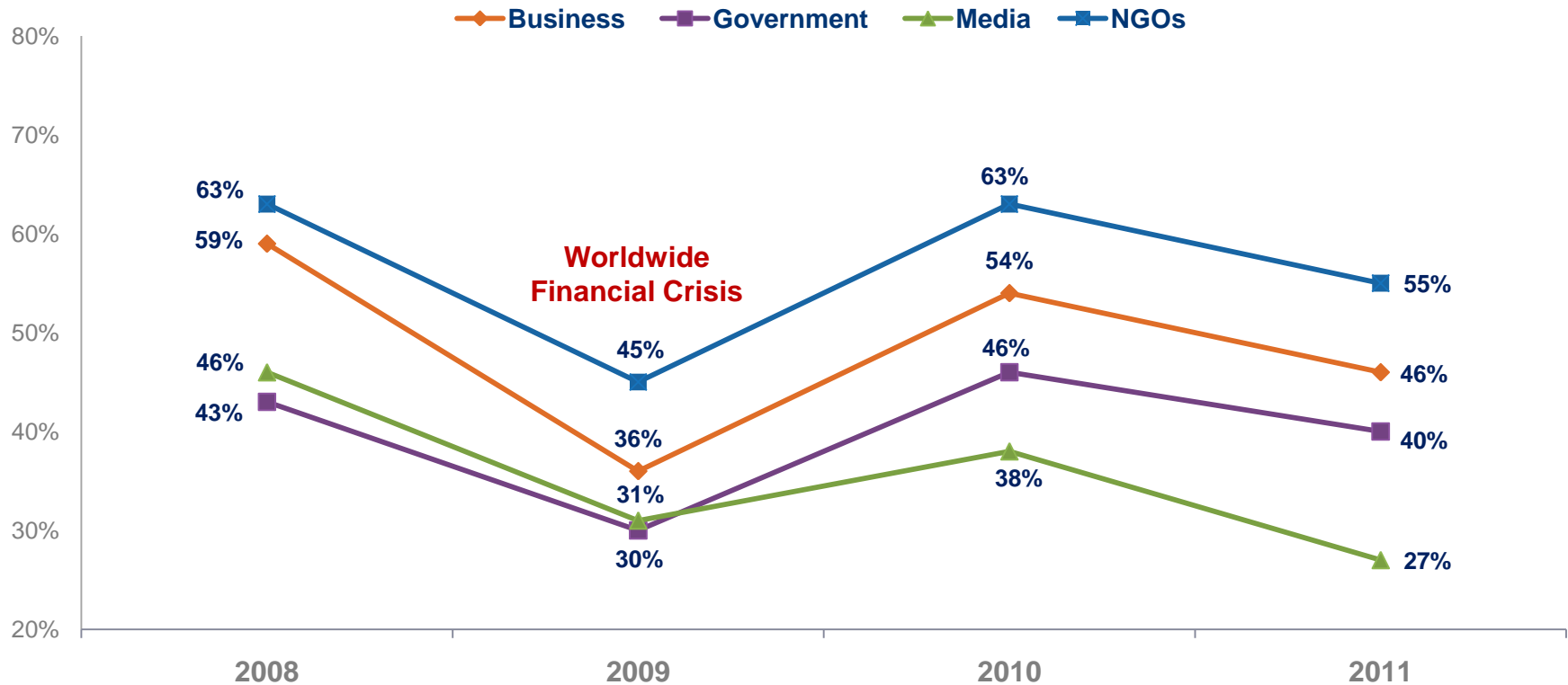
2008		2011	
Global	—	Global	55
Mexico	69	Brazil	80
China	62	China	73
India	60	Mexico	69
US	53	India	56
Japan	50	Canada	55
S. Korea	50	S. Korea	53
Canada	48	Japan	51
Brazil	48	France	50
France	44	Germany	44
UK	43	US	42
Germany	36	UK	40
Russia	36	Russia	40

Composite score is an average of a countries trust in business, government, NGOs, and media
Responses 6-9 on 1-9 scale; 9=highest; Informed publics ages 25 to 64

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

Only country to see across-the-board fall

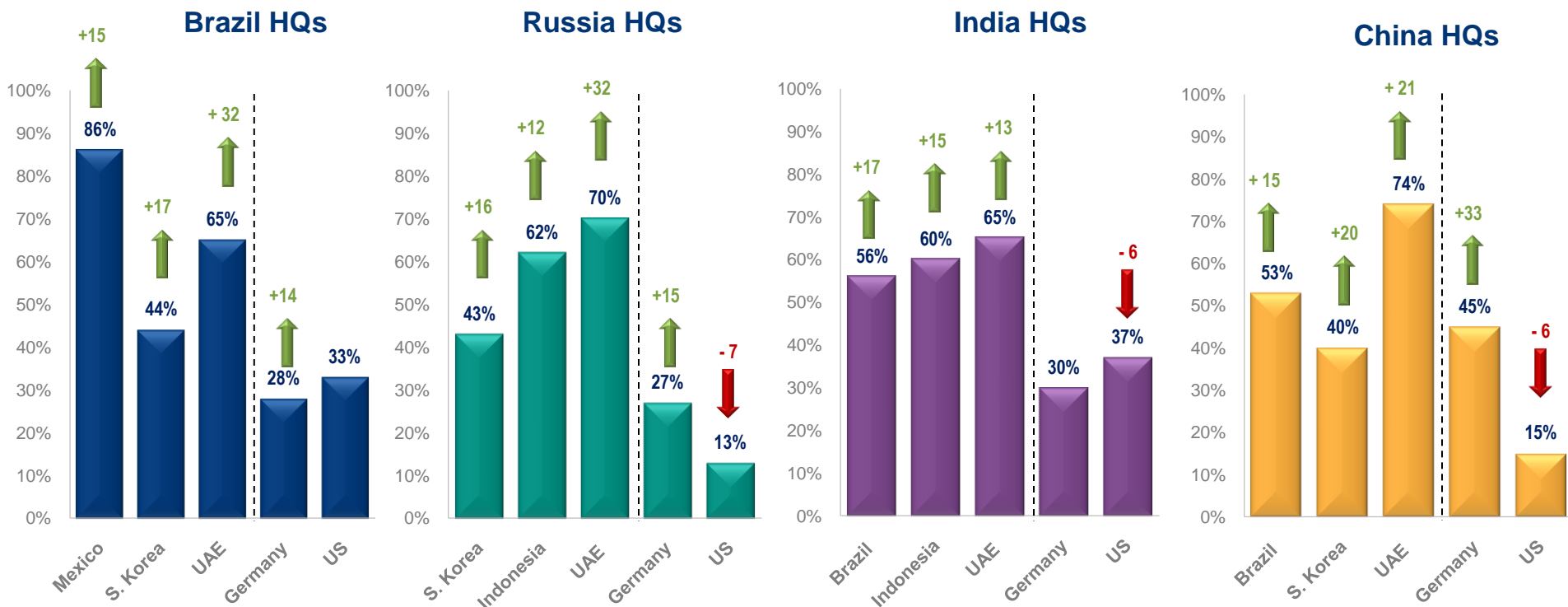
Trust in Institutions: 2008-2011



Responses 6-9 on 1-9 scale; 9=highest; Informed publics ages 25 to 64

Trust in BRIC-based companies rises

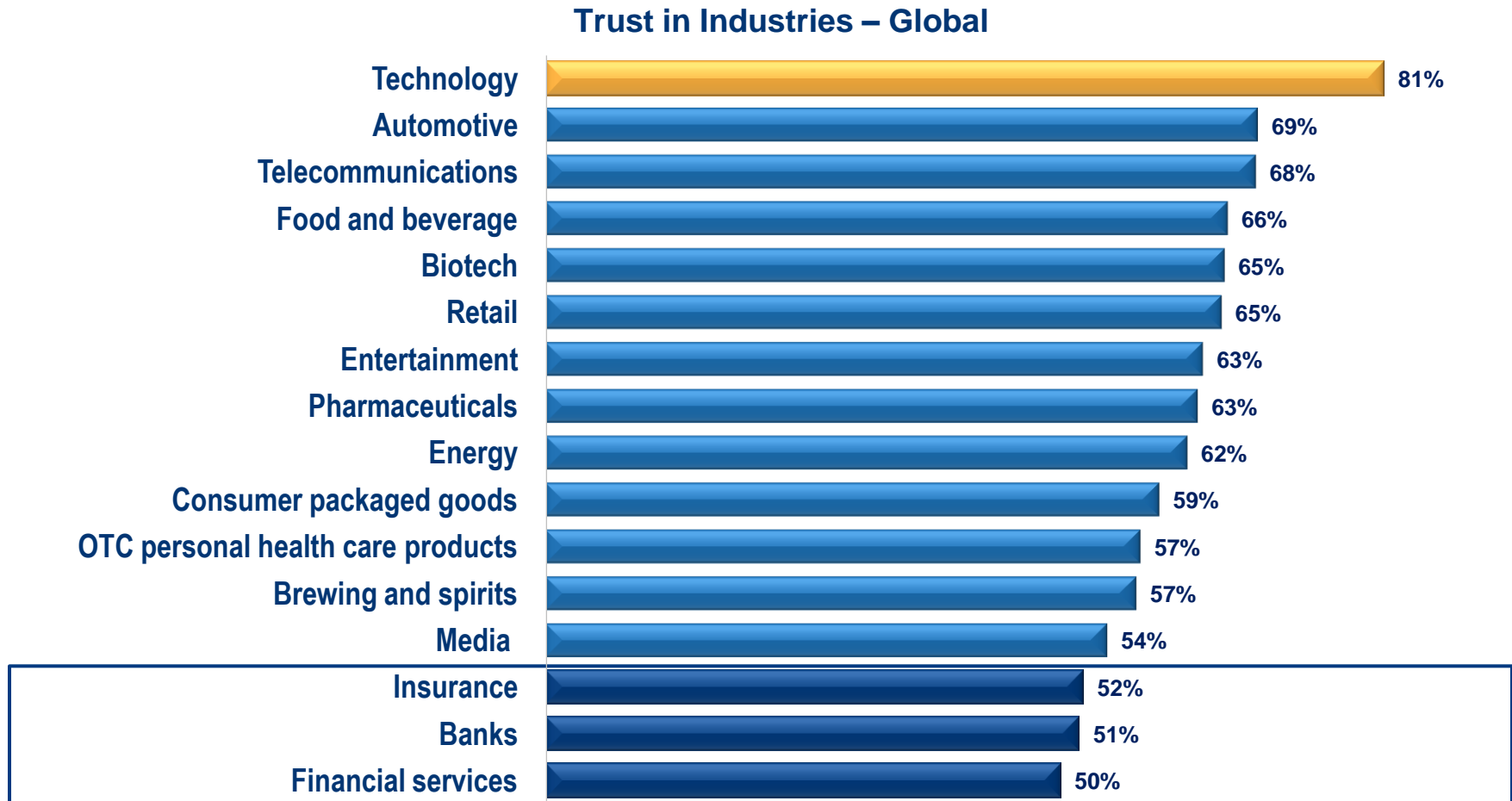
How much do you trust global companies headquartered in the following countries to do what is right?



Responses 6-9 on 1-9 scale; 9=highest; Informed publics ages 25 to 64

Technology firmly on top; automotive rallies. Finance sector at bottom

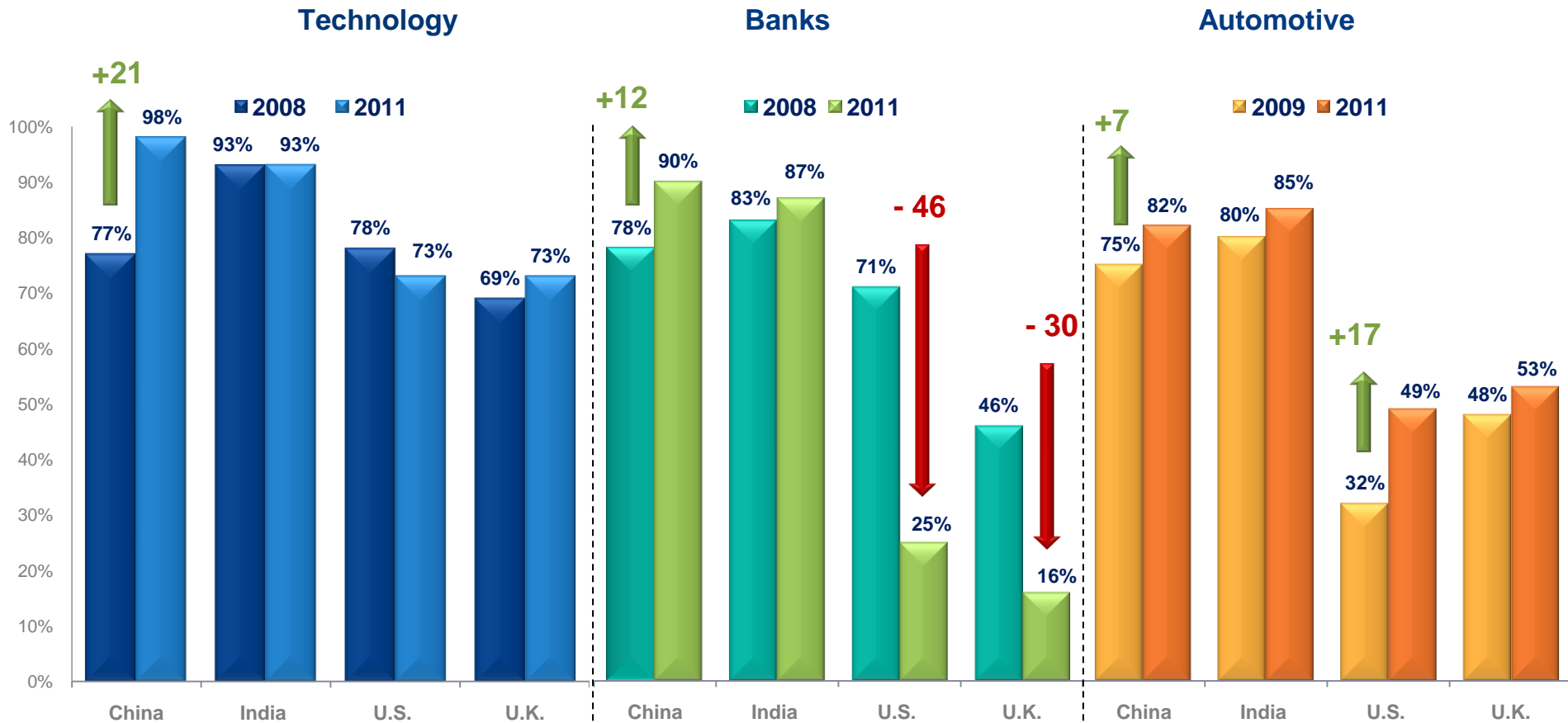
How much do you trust the following industries to do what is right?



Responses 6-9 on 1-9 scale; 9=highest; Informed publics ages 25 to 64

Since financial crisis, banks cannot recoup trust in U.S., while tech stays high worldwide; in two years, auto climbs in the U.S. and China

How much do you trust the following industries to do what is right?



Responses 6-9 on 1-9 scale; 9=highest; Informed publics ages 25 to 64



Business and Society
Toward shared value

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

How important are these factors to corporate reputation?

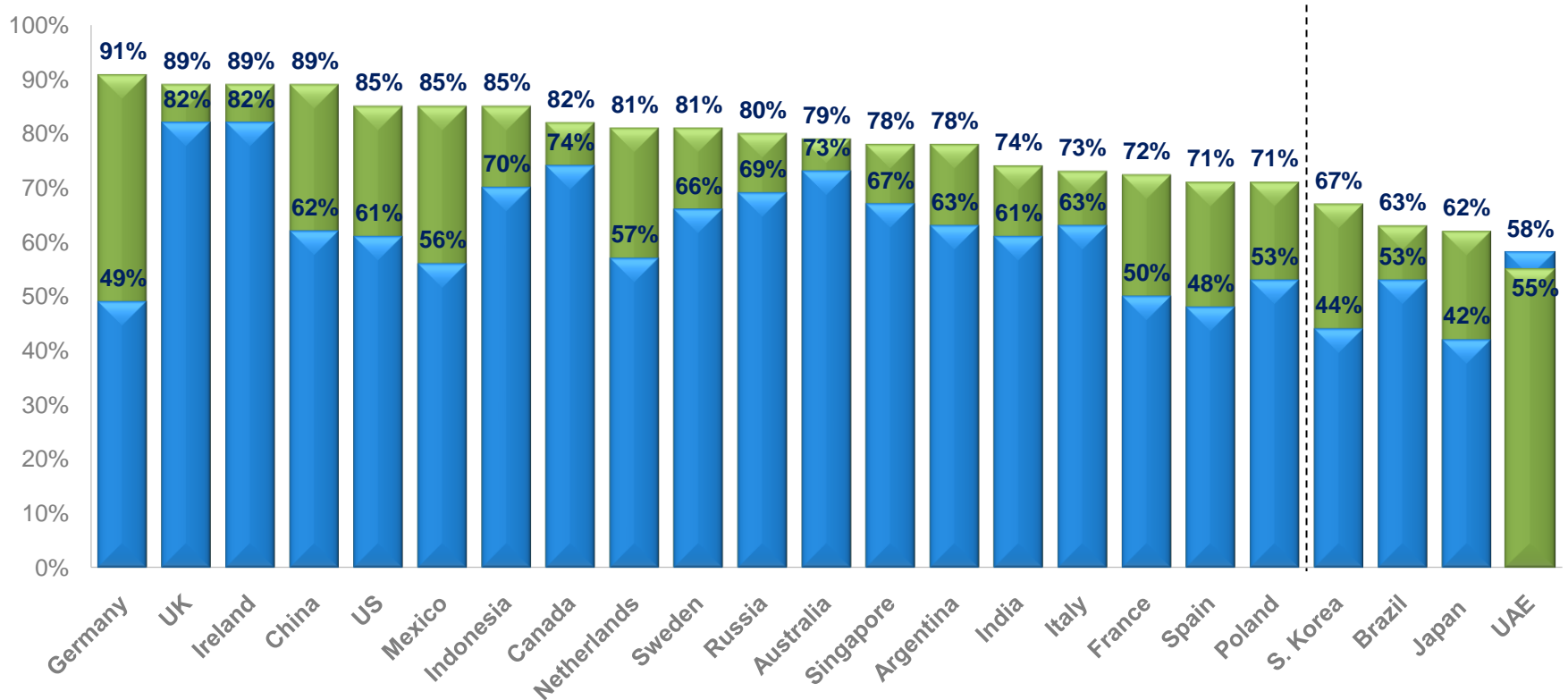


Responses 8-9 on 1-9 scale; 9=highest; Informed publics ages 25 to 64

Expectations high for business to invest in society

■ Corporations should create shareholder value in a way that aligns with society's interests, even if that means sacrificing shareholder value

■ Government should regulate corporations' activities to ensure business behaves responsibly



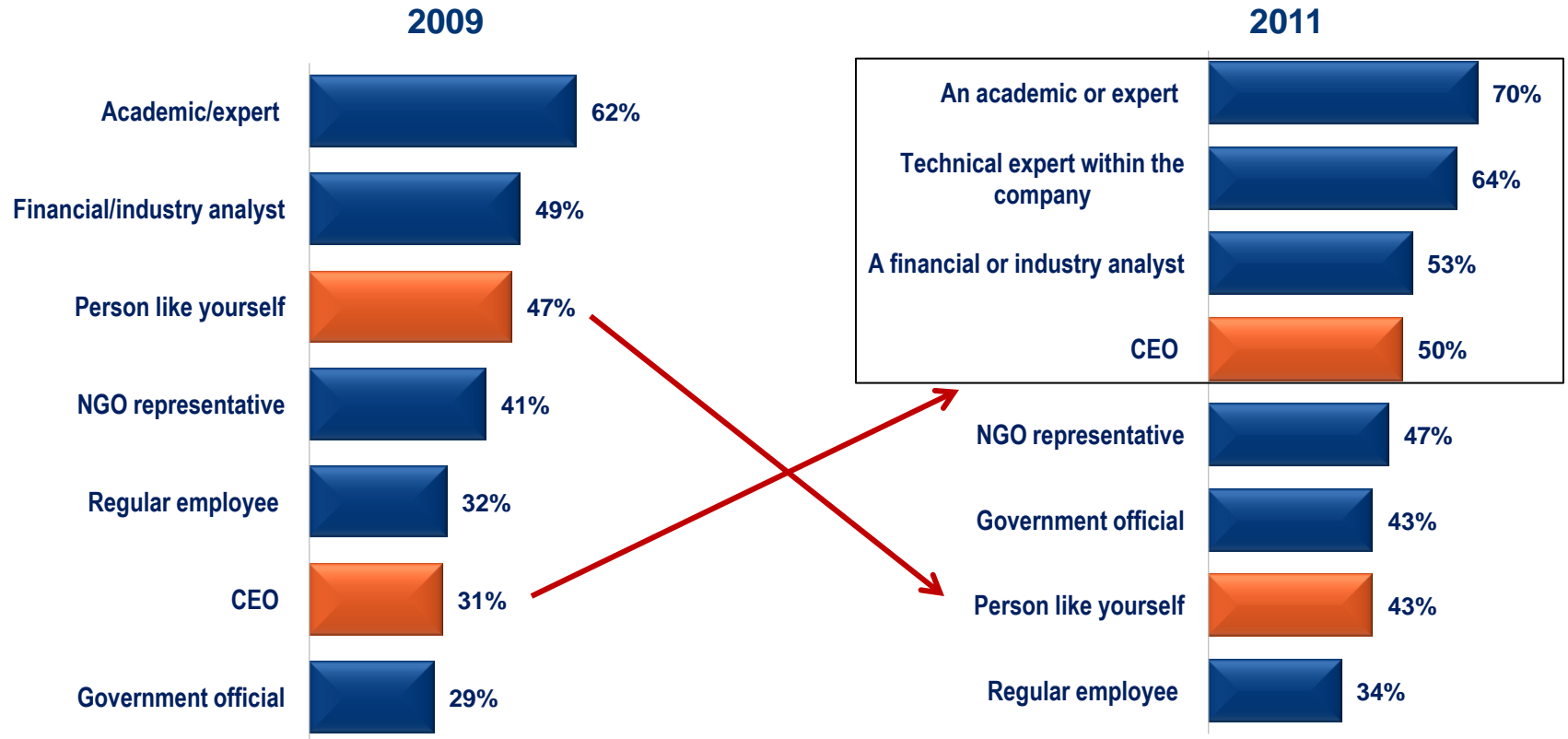
Informed publics ages 25 to 64



Roadmap to Trust
A new way forward

CEOs lead rise in trust in authority, but “person like me” drops amid flight to credentialed spokespeople

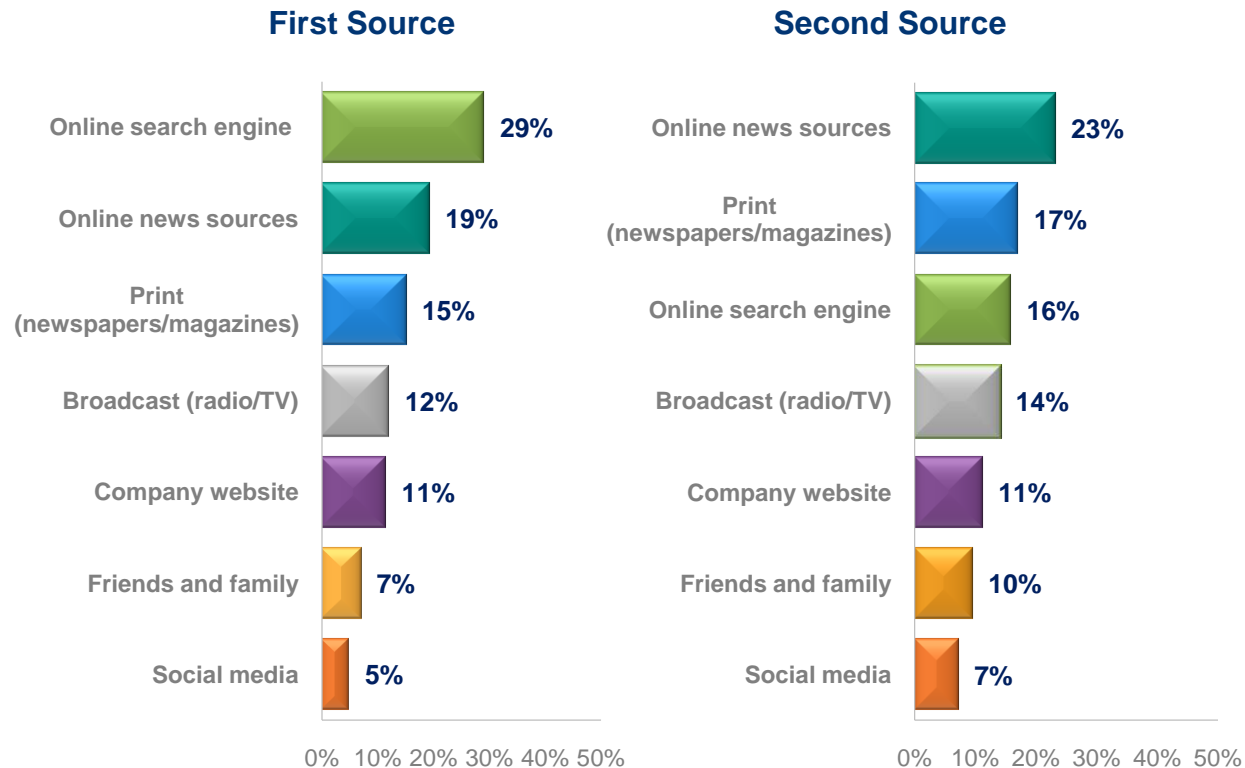
If you heard information about a company from one of these people, how credible would that information be?



Responses “Extremely credible” and “very credible”; Informed publics ages 25 to 64

Search engines “go-to” source; online news second

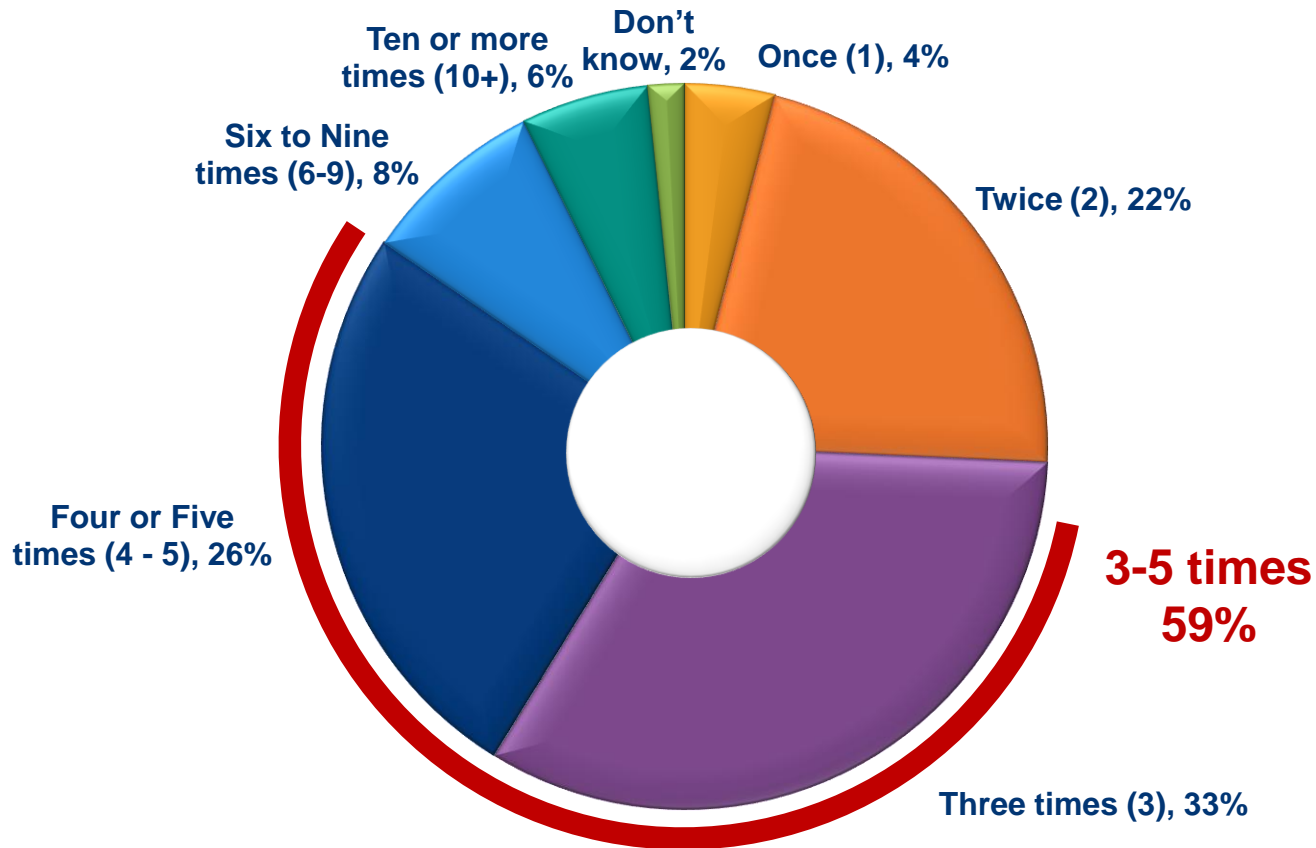
Where do you generally go first for news about a company? Then where do you go?



Informed publics ages 25 to 64

Repetition enhances believability

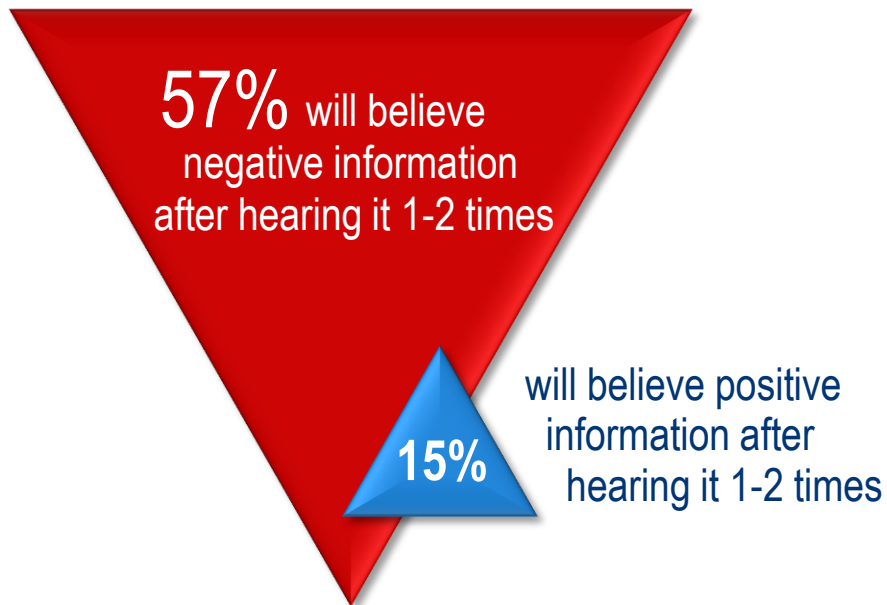
How many times in general do you need to hear something about a specific company to believe that information is likely to be true?



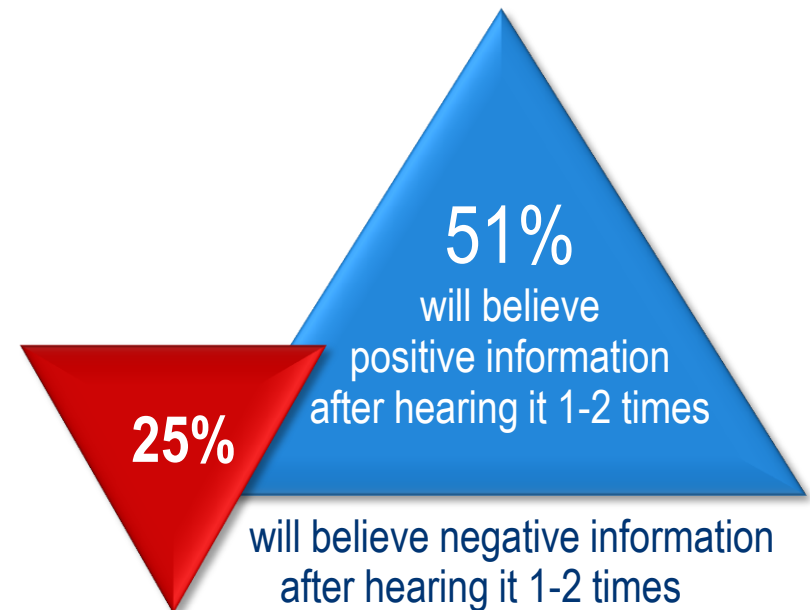
Informed publics ages 25 to 64

Trust protects reputation

When a company is distrusted



When a company is trusted



Informed publics ages 25 to 64

Conclusions

Business must align profit and purpose for social benefit

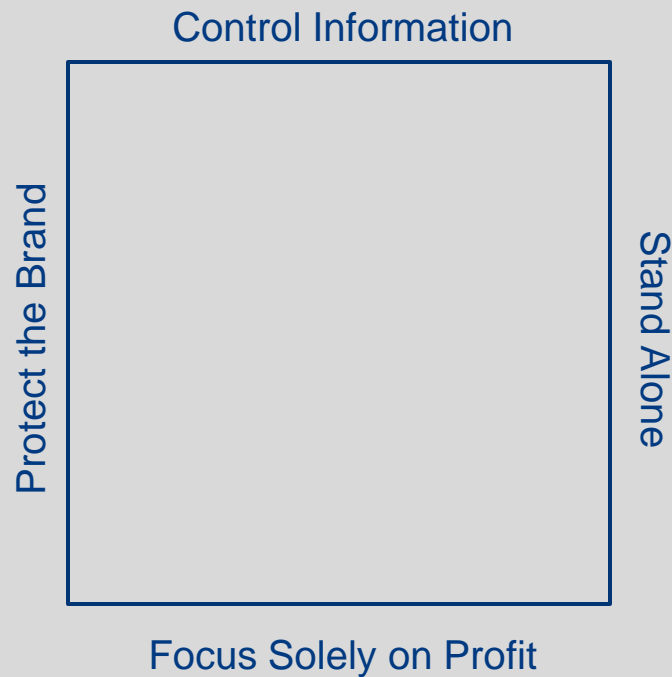
Current media landscape plus increased skepticism requires multiple voices and channels

Demand for authority and accountability set new expectations for corporate leadership

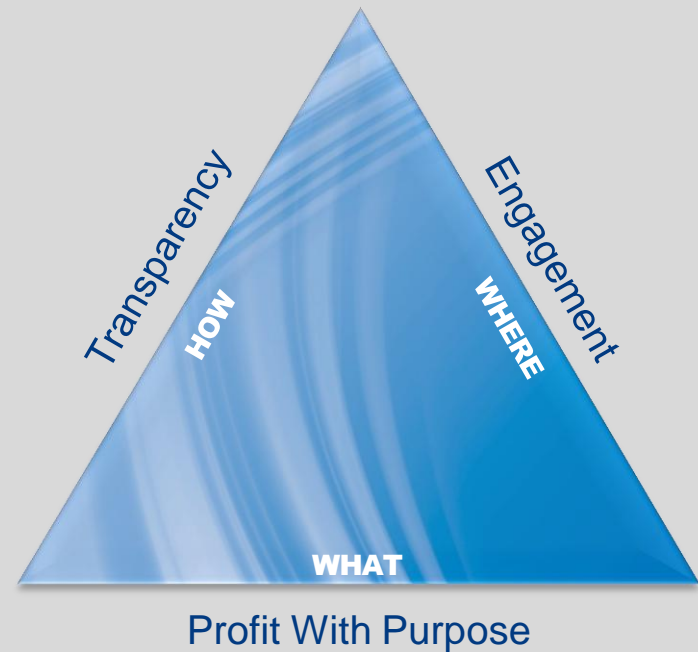
Trust is a protective agent and leads to tangible benefits; lack of trust is barrier to change

The Transformation of Trust

Old Trust Framework



New Trust Architecture





For more information, or to request the
global or a country-specific presentation,
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