

# 2016 Edelman Trust Barometer

The Inversion of Influence



# Methodology

## Online Survey in 28 Countries

- ▶ 16 years of data
- ▶ 33,000+ respondents total
- ▶ All fieldwork was conducted between October 13th and November 16th, 2015



## General Online Population

- ▶ 5 years in 25+ markets
- ▶ Ages 18+
- ▶ 1,150 respondents per country



## Informed Public

- ▶ 8 years in 20+ markets
- ▶ Represents 15% of total global population
- ▶ 500 respondents in U.S. and China; 200 in all other countries

Must meet 4 criteria:

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



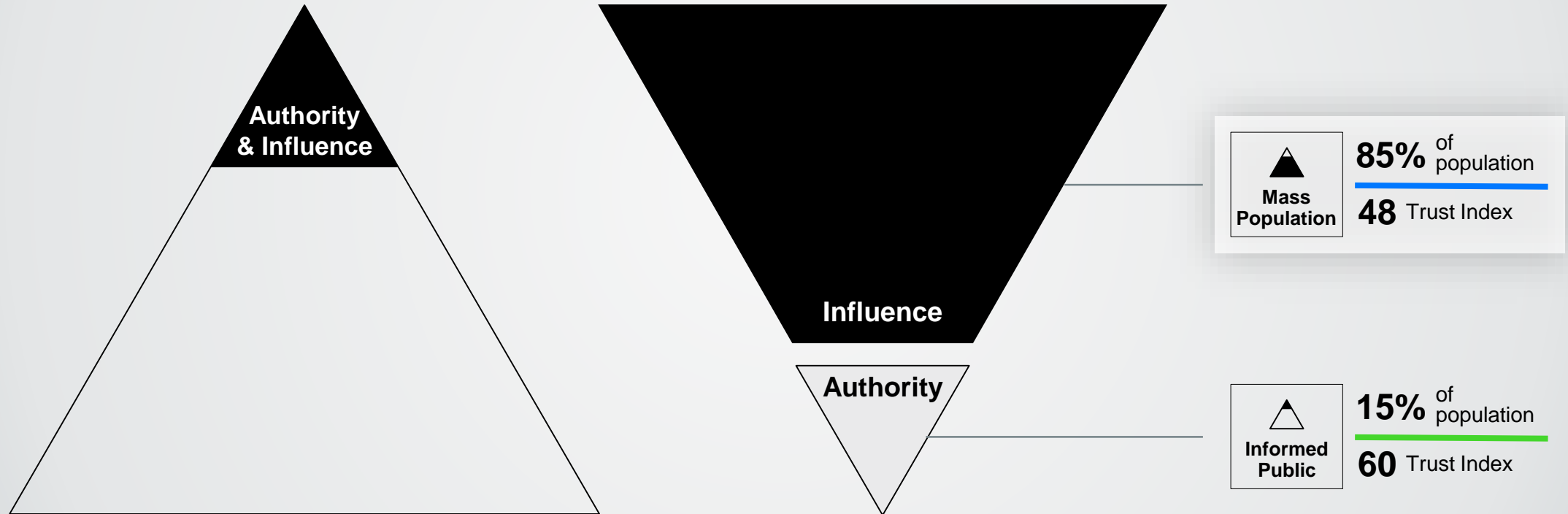
## Mass Population

- ▶ All population not including Informed Public
- ▶ Represents 85% of total global population

A black and white photograph of a large crowd of people at a public event. Many individuals are holding up their smartphones high in the air, capturing photos or videos. The scene is dimly lit, with the primary light source being the screens of the phones. In the background, the stars and stripes of an American flag are visible. The overall atmosphere suggests a significant public gathering or a moment of high interest.

# Inversion of Influence

# The Inversion of Influence

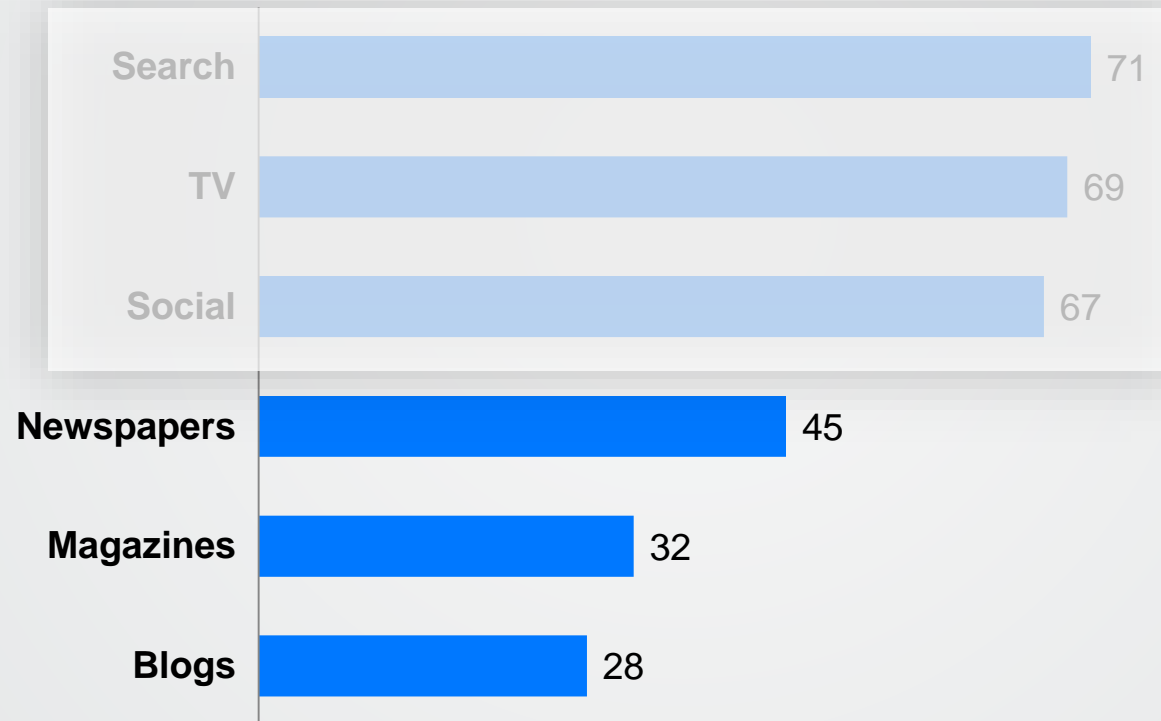


Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and Mass Population, 28-country global total.

# Influence of Peer-Driven Media

Percent who use each media source several times a week or more

▲ General Population



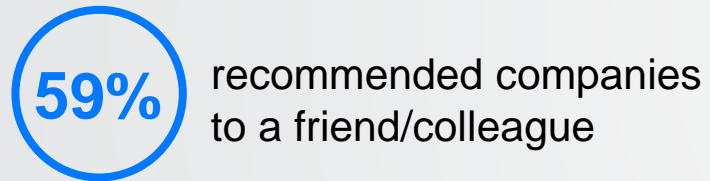
2 of top 3 most-used sources of news and information are peer-influenced media

Source: 2016 Edelman Trust Barometer - How often do you read, view, click on or engage with the following types of content, media or information sources? Online search engines, such as Google... (Q285), Television news and information (Q287), Social networking sites, such as Facebook, LinkedIn, Instagram, Twitter, etc.(Net of Q278 Social Networking, Q279 Blogs, Q289 Online message boards, forums or newsgroups), articles in printed newspapers (Q284), articles in printed magazines(Q283), Blogs (Q279) (Several times a week+) General Population, 28-country global total, question asked of half the sample.

# Peers Recommend Companies and Influence Purchasing

## Actions taken in the last 12 months based on trust

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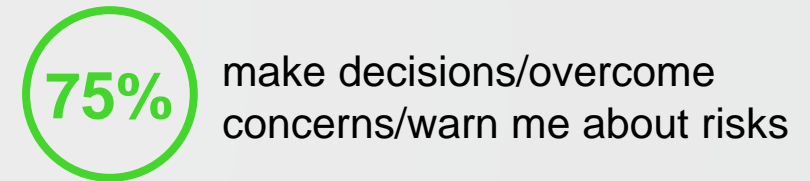


 **General Population**

Source: 2016 Edelman Trust Barometer Q371-589. 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. General Population, 28-country global total, question asked of half the sample.

## Impact of conversations about brands with peers

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Source: 2015 Earned Brand Study of Global Consumers

Source: 2015 Earned Brand. Q41: Thinking about the conversations you have online and offline with friends and other people like you about brands, products and services you purchase, what impact do they have on you? [Net of 'They warn me about the risks,' 'They help me make decisions,' 'They help me overcome my concerns about the product / service,' and 'They help me overcome my concerns about my data being collected / my privacy being respected.']

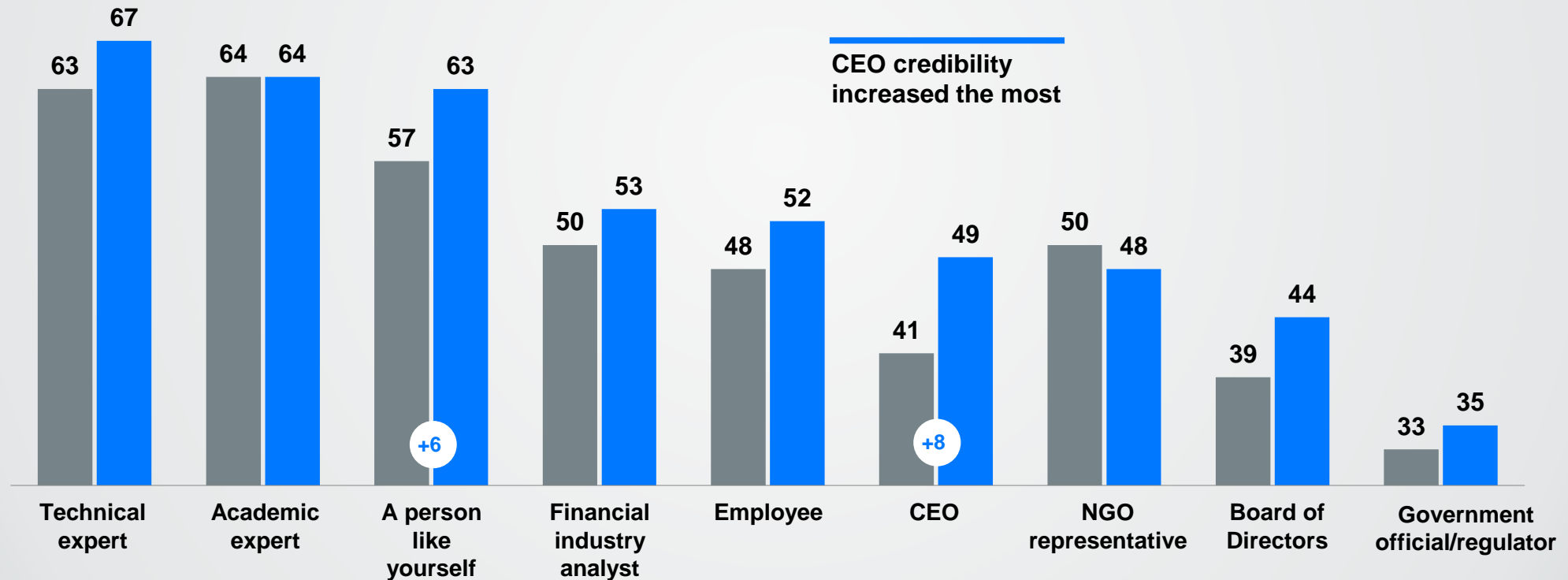
# Peers, Employees More Credible than Leaders

Percent who rate each spokesperson as extremely/very credible

▲ General Population

2015

2016



Source: 2016 Edelman. Trust Barometer Q130-587. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) General Population, 27-country global total.

A man with a beard and mustache, wearing a dark suit jacket, white shirt, and dark tie, is smiling broadly while holding a red tablet computer with both hands. He is standing in an office environment with large windows in the background showing a cityscape. To his left is a large, dark monitor. On a desk to his right, there is a spiral notebook, a pen holder, and a small black box.

# Thank You

View the full global results at [www.edelman.com/trust2016](http://www.edelman.com/trust2016)