

# 2016 Edelman Trust Barometer

Trust Inequality



# 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

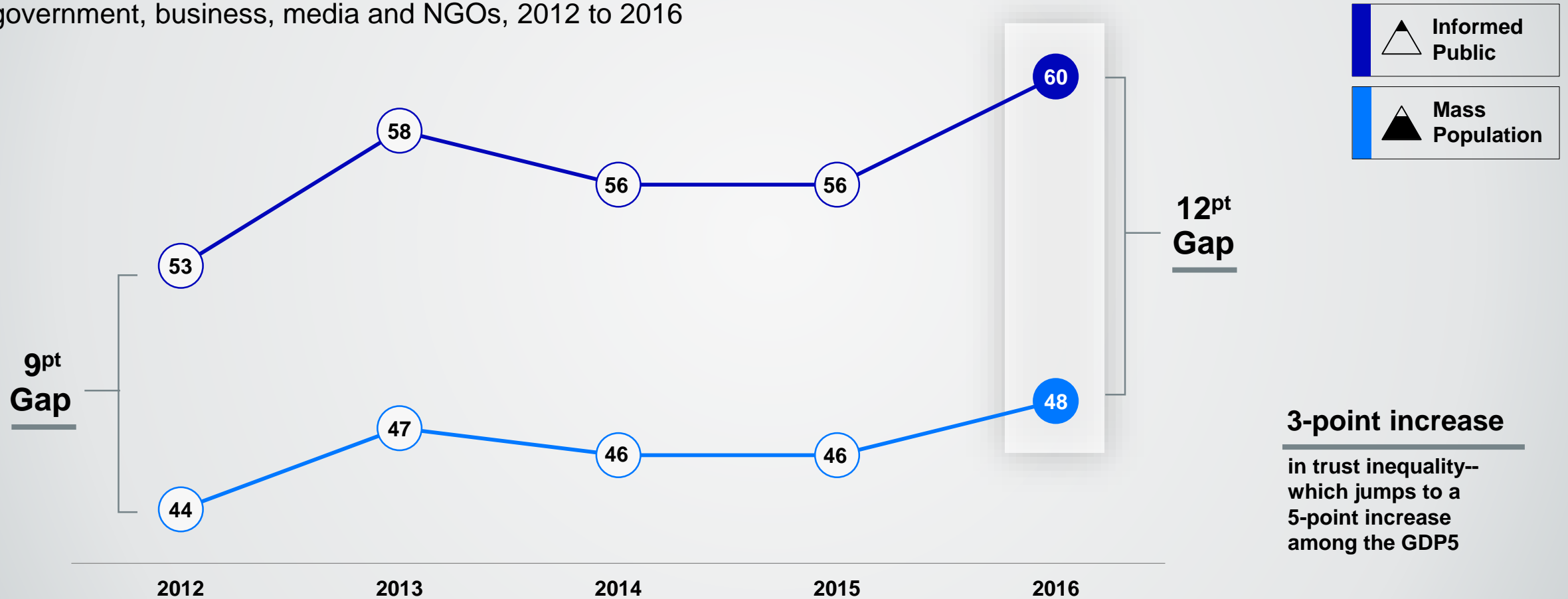
- ▶ All population not including Informed Public
- ▶ Represents 85% of total global population

# Trust Inequality



# A Significant Divide

Percent trust in the four institutions of government, business, media and NGOs, 2012 to 2016

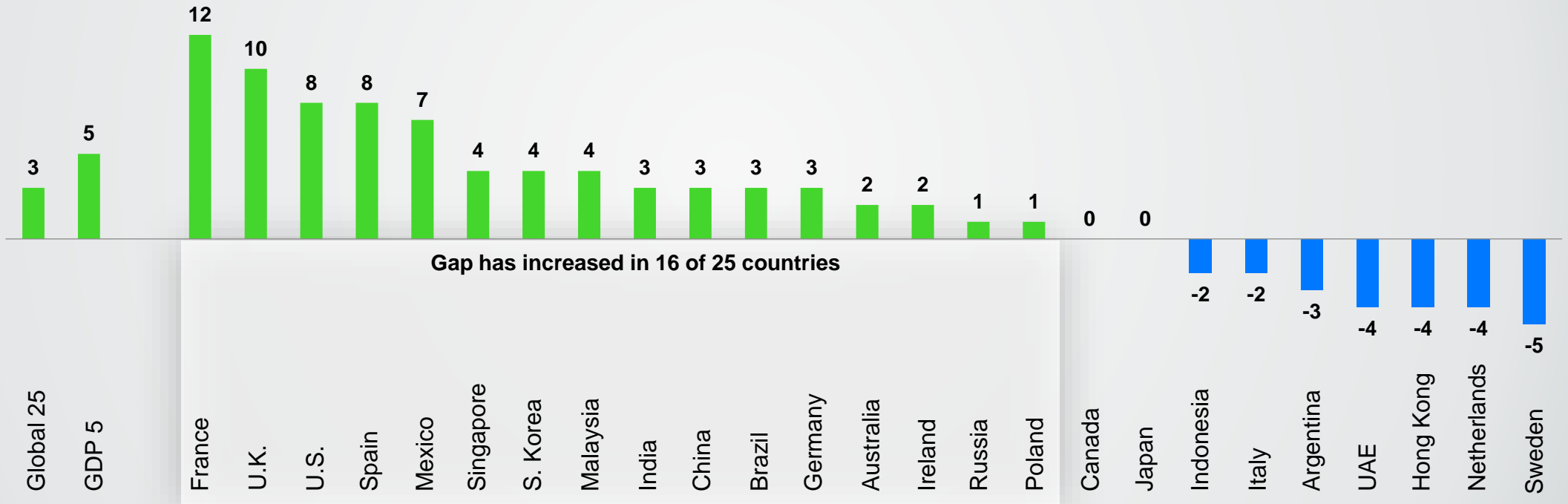


Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and Mass Population, 25-country global total.

GDP 5 = U.S., China, Japan, Germany, U.K.

# An Accelerating Disparity

Trust Index 2012 – 2016, percentage point change in the size of the trust gap between Informed Public and Mass Population





<b>2012 Gap</b>	9	7	4	7	11	1	8	6	6	4	13	8	7	6	14	8	2	7	8	3	10	13	6	13	10	14	15
<b>2016 Gap</b>	12	12	16	17	19	9	15	10	10	8	16	11	10	9	16	10	3	8	8	3	8	11	3	9	6	10	10

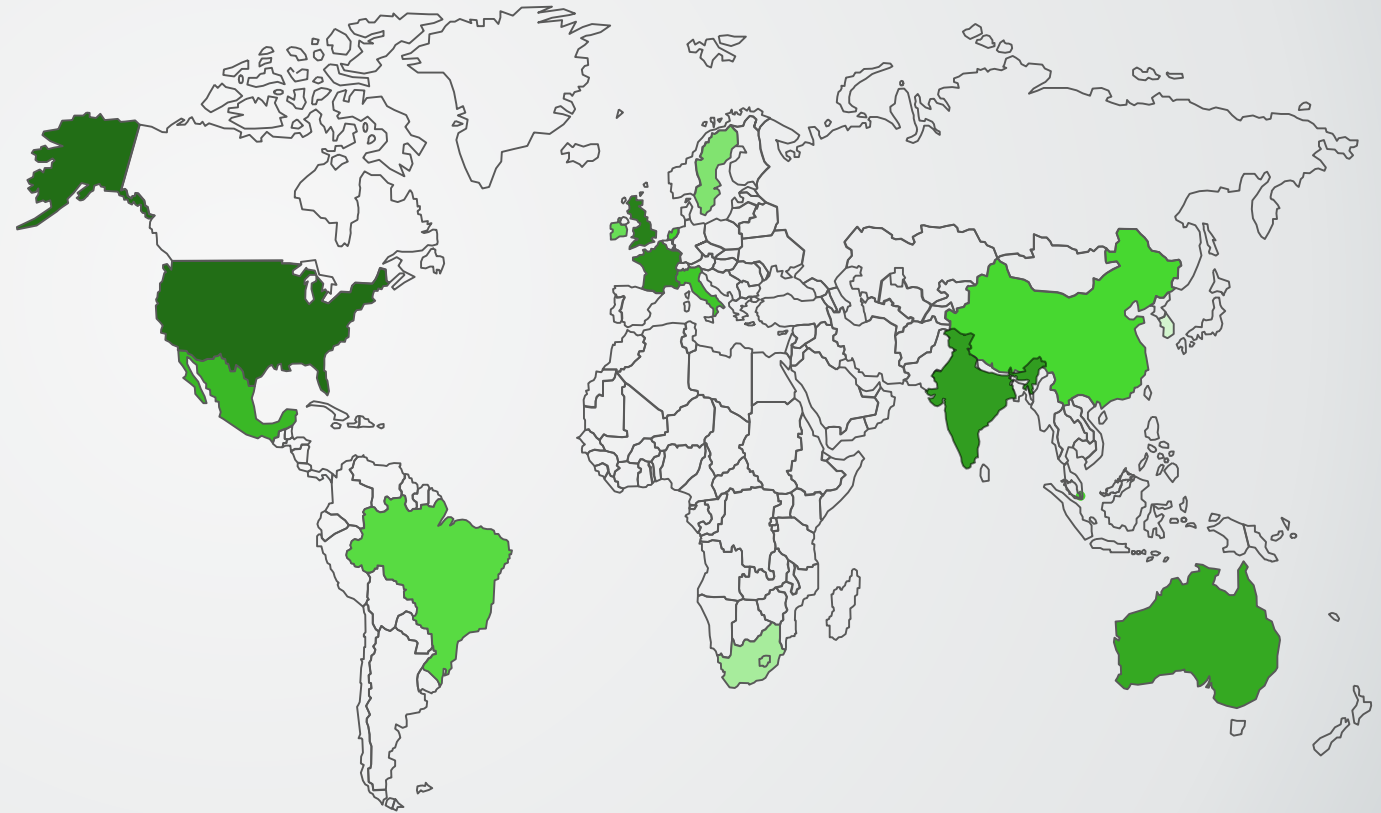
Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and Mass Population, 25-country global total, 2012 vs 2016.

GDP 5 = U.S., China, Japan, Germany, U.K.

# A Global Phenomenon

Trust Index, Informed Public vs. Mass Population,  
15 countries with double-digit trust gaps in 2016

Country	 Informed Public	 Mass Population	Gap
U.S.	64	45	19
U.K.	57	40	17
France	55	39	16
India	78	62	16
Australia	63	47	16
Mexico	72	57	15
Italy	58	47	11
China	82	71	11
Brazil	58	48	10
Ireland	49	39	10
Netherlands	62	52	10
Sweden	46	36	10
S. Africa	54	44	10
S. Korea	50	40	10
Singapore	72	62	10



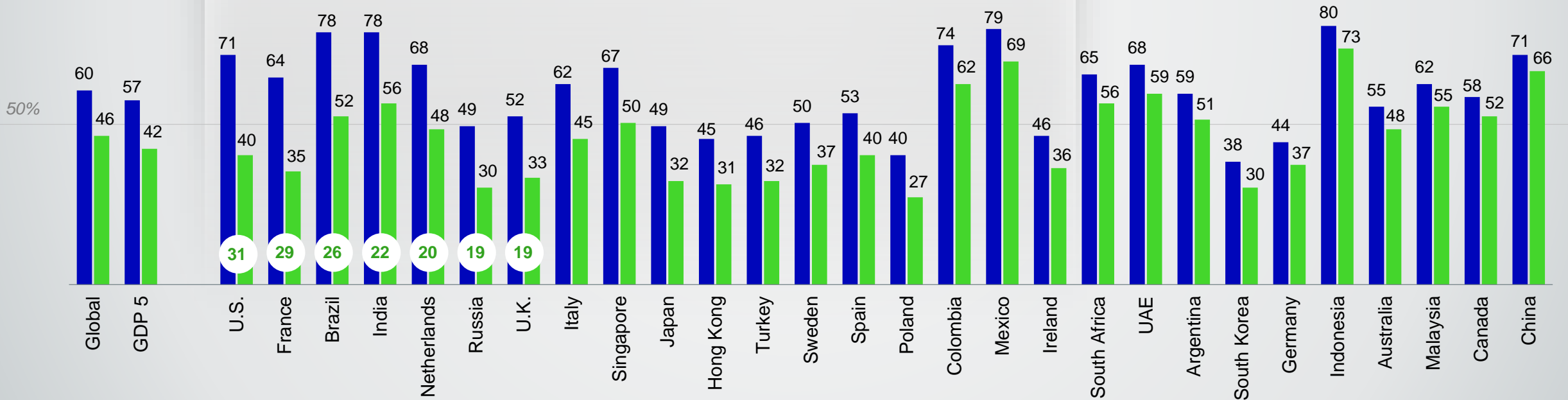
Source: 2016 Edelman Trust Barometer. The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs, 28-country global total.

# Trust Index: A Link to Income Inequality

Average trust in institutions, respondents in top quartile of income vs. respondents in bottom quartile of income in each country, ranked by the size of the gap between them



18 of 28 countries have a double-digit trust gap between high-income and low-income respondents



Source: 2016 Edelman Trust Barometer Q13. 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) General Population, 28-country global total, lower vs. upper quartile income in each country. [“CEOs are fairly paid relative to the rest of the workforce”]

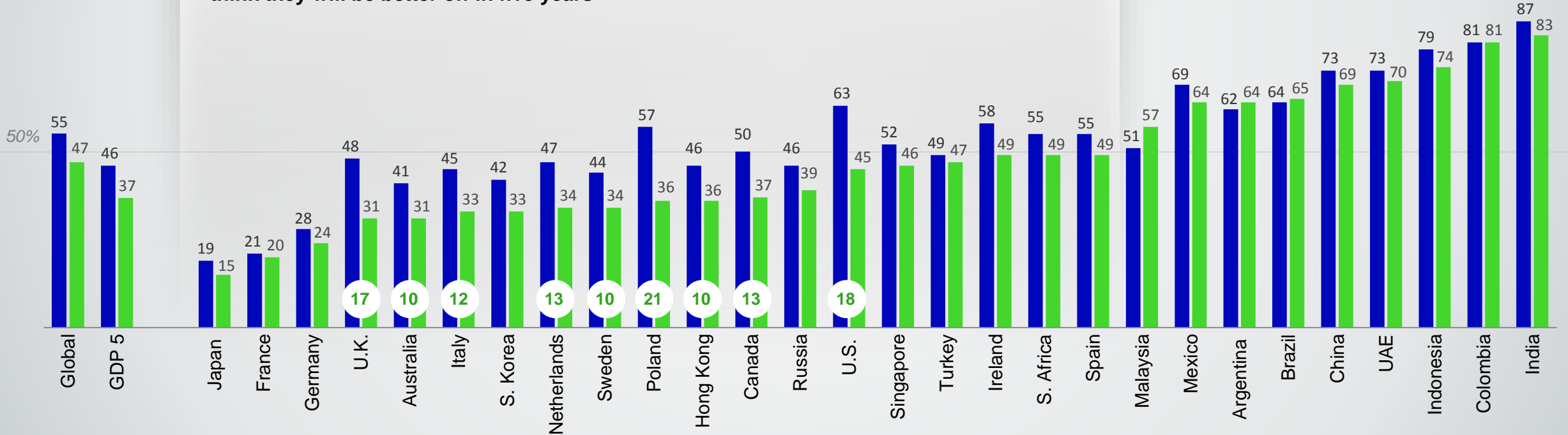
GDP 5 = U.S., China, Japan, Germany, U.K.

# Mass Population Less Optimistic

Percent of the Informed Public vs. Mass Population who believe they and their families will be better off in five years' time



**In 19 of 28 countries, less than half of Mass Population think they will be better off in five years**



Source: 2016 Edelman Trust Barometer Q445. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? (Top 2 Box, 'Much better off than today,' and 'Somewhat better off than today.'). Informed Public and Mass Population, 28-country global total.

GDP 5 = U.S., China, Japan, Germany, U.K.



A man with a beard and mustache, wearing a dark suit, white shirt, and dark tie, is smiling broadly while holding a red tablet computer. 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 in the foreground, there is a spiral notebook, a pen holder, and a small black box with white vertical stripes.

# Thank You

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