

2016 Edelman Trust Barometer

The State of Trust



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

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State of Trust

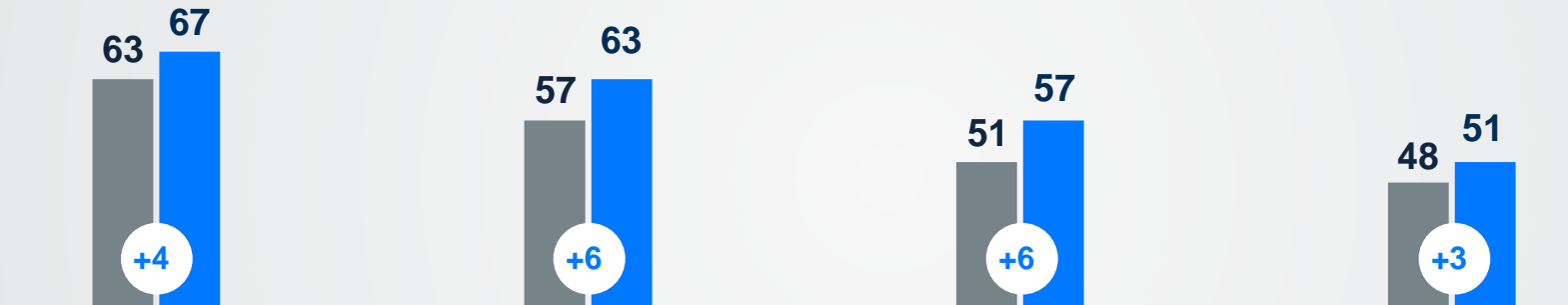



Trust Rising

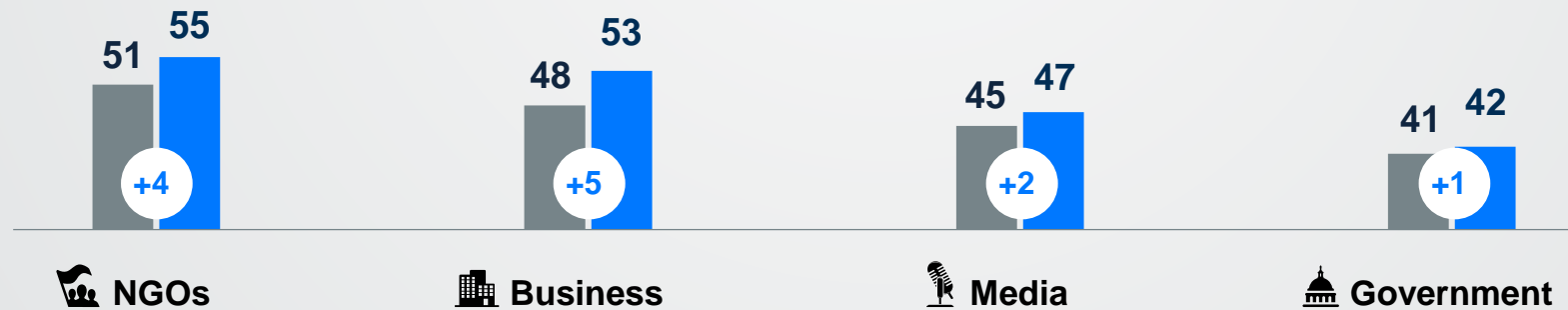
Percent trust in the four institutions of government, business, media and NGOs, 2015 vs. 2016

2015 2016


Informed
Public



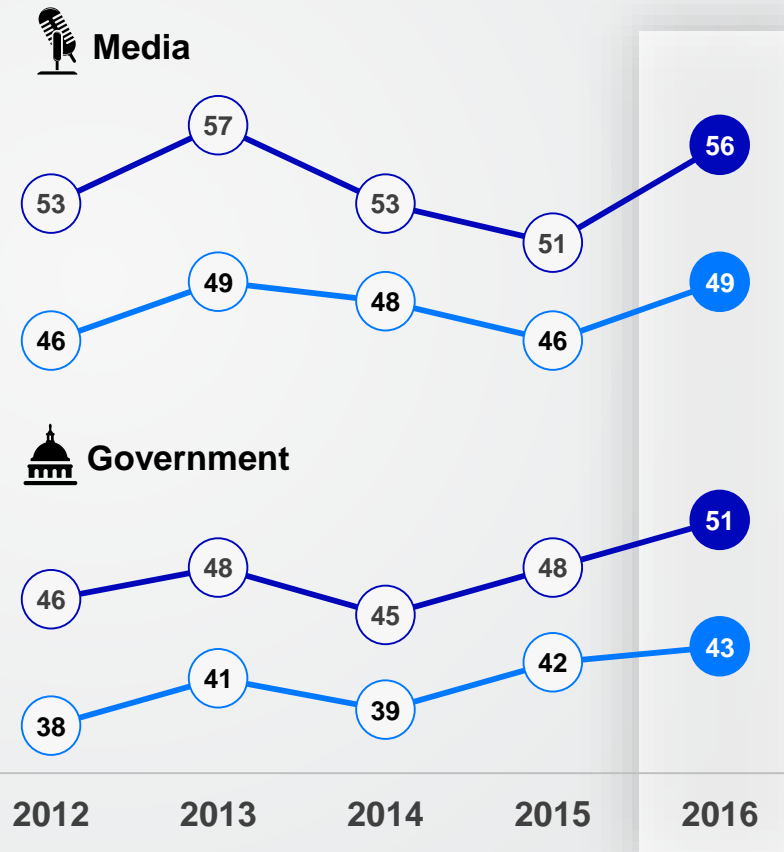
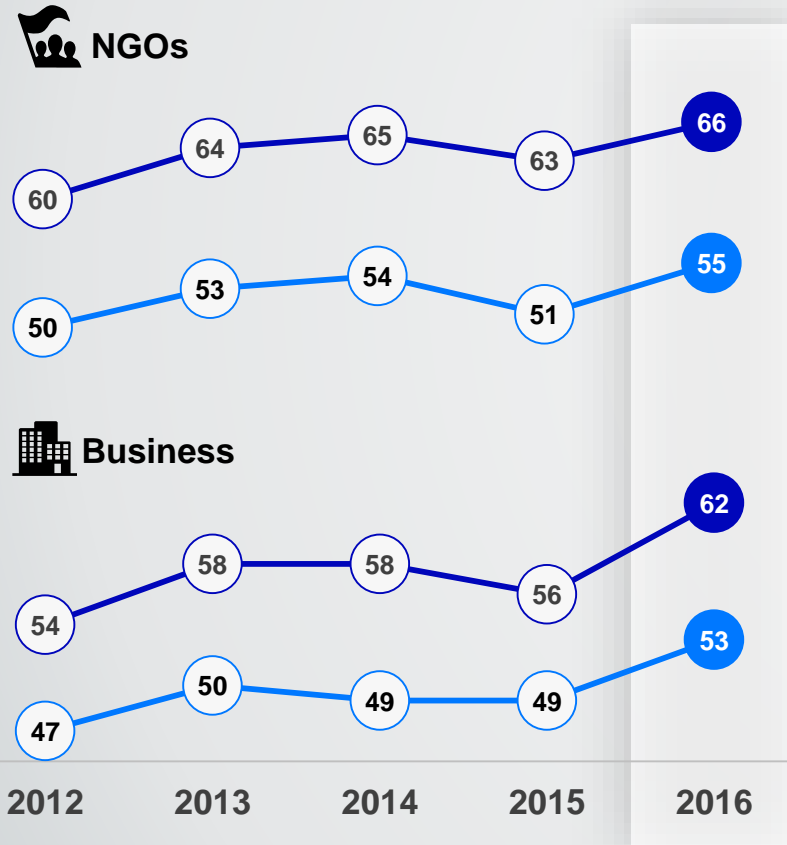

General
Population



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 General Population, 27-country global total.

Post-Recession Highs

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



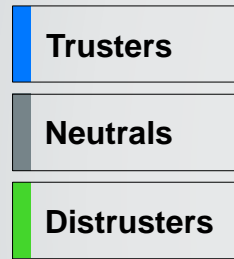
 **Informed Public**

 **General Population**

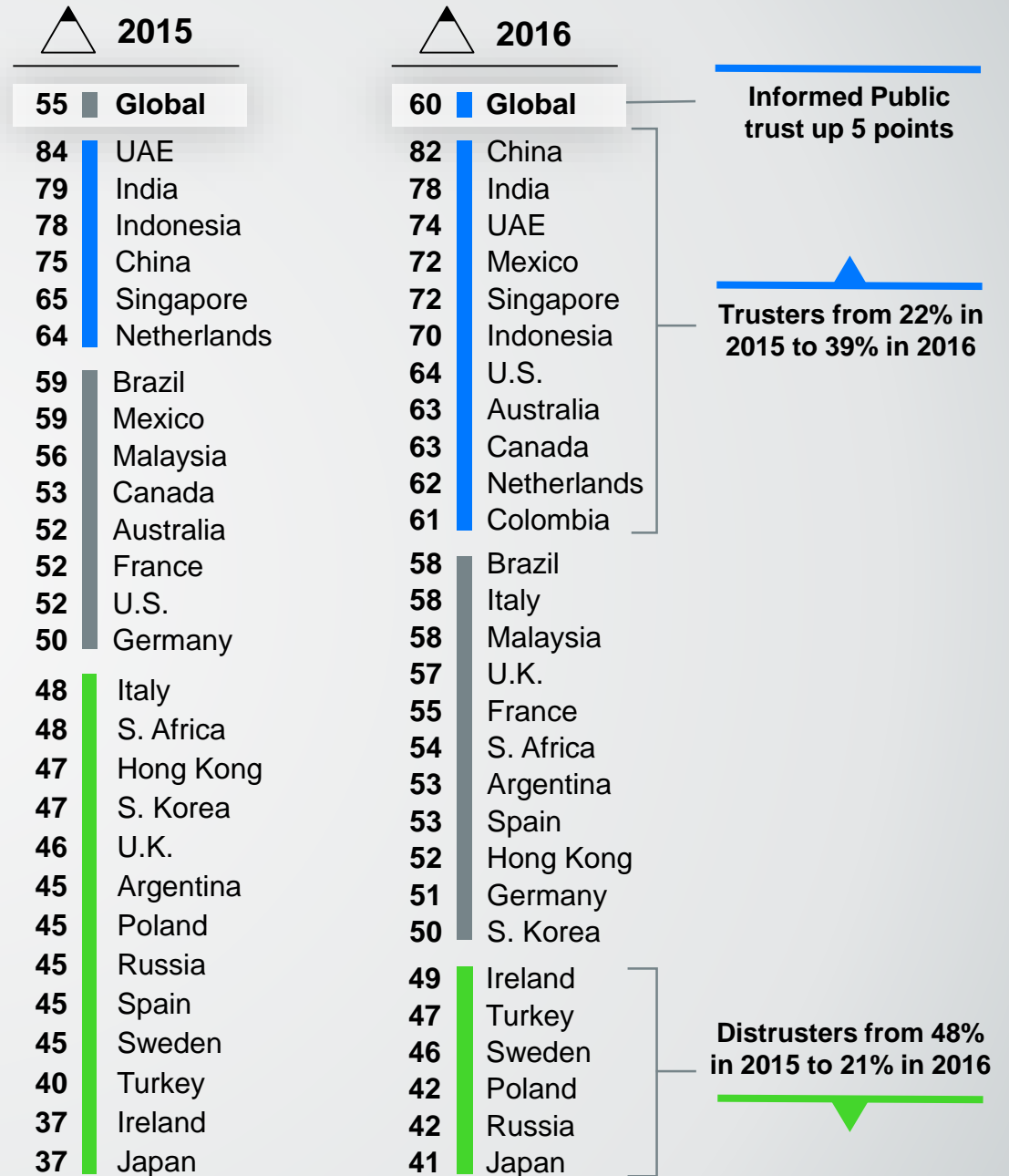
Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box,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

Trust Index: Informed Public Drives Rebound

Average trust in institutions,
Informed Public, 2015 vs. 2016

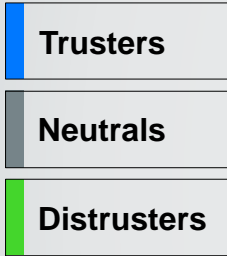


The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs. 27-country global total.



Trust Index: General Population Lags

Average trust in institutions,
Informed Public vs.
General Population, 2016



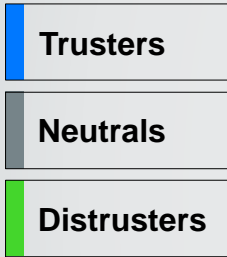
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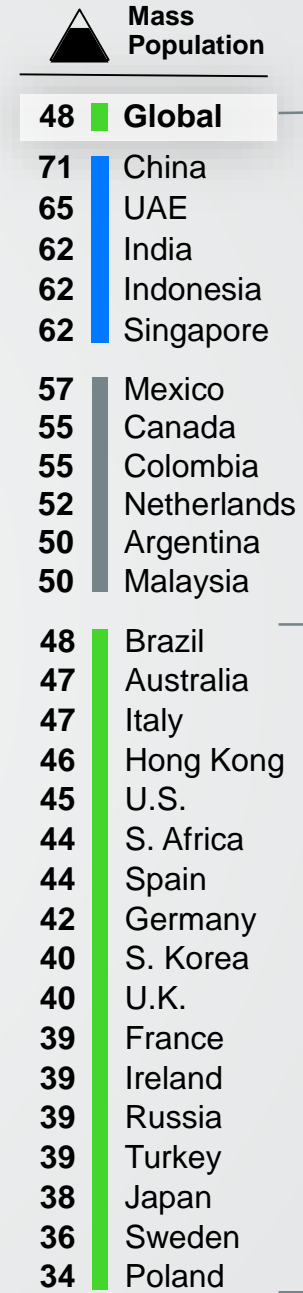
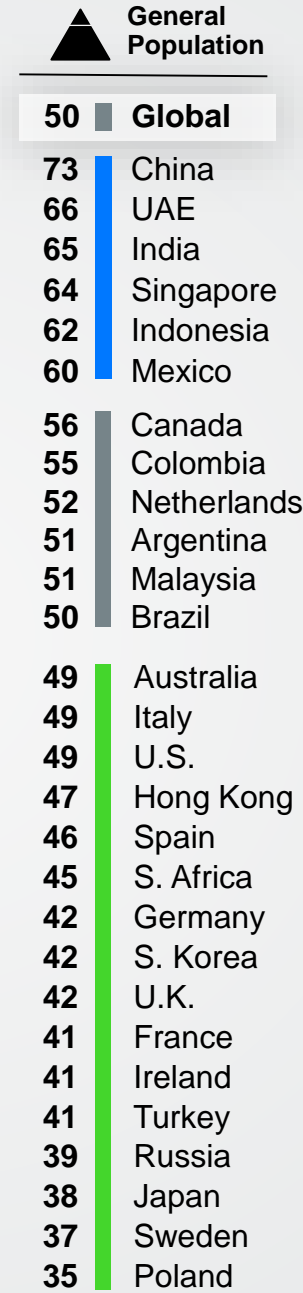
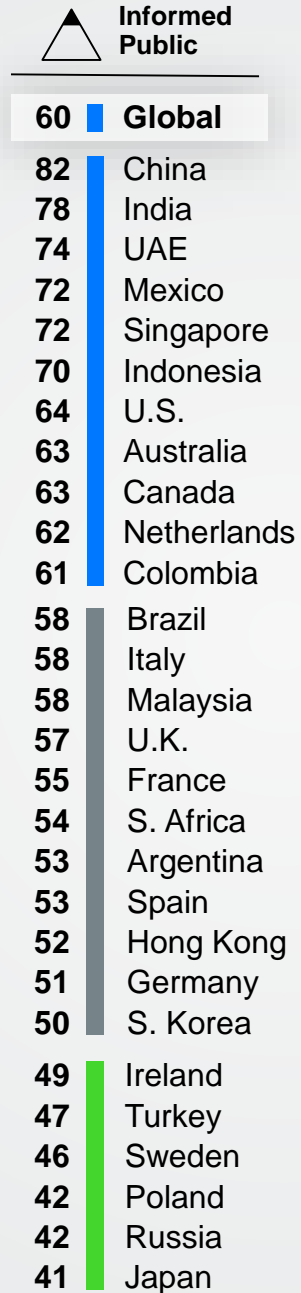
Nearly 6 in 10 countries are distrusters among the General Population

Trust Index: Mass Population Left Behind

Average trust in institutions,
Informed Public vs. General
Population vs. Mass Population



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



For the mass population, the global index falls into distruster territory

For the mass population, 17 of 28 countries are distrusters

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