Global Report

Edelman

21st ANNUAL EDELMAN TRUST BAROMETER

Methodology

Online survey in 28 countries*

33,000+ respondents

2021 Edelman Trust Barometer fieldwork conducted from October 19 to November 18, 2020

**The 2021 Trust Barometer 27-market global averages (for the general population, mass population and informed public) do not include Nigeria*

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% (N=25,050+); half-sample global general online population +/- 0.8% (N=15,525).
Country-specific data margin of error: General population +/- 2.9% (N=1,150); informed public +/- 6.9% (N=min 200, varies by country), except for China and U.S. +/- 4.4% (N=500) and Nigeria +/- 9.8% (N=100); mass population +/- 3.0% to 3.6% (N=min 736, varies by country), except for Nigeria +/- 2.9% (N=1,125).

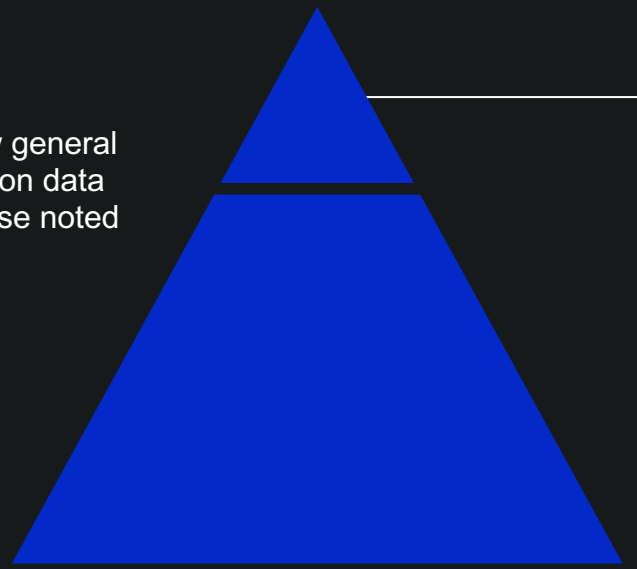
U.S. Post-Election Supplement margin of error: +/- 2.5% (N=1,500).
U.S. Post-Election Supplement ethnicity-specific data margin of error: Non-Hispanic White +/- 3.3% (N=894); all others +/- 4.0 (N=607).

General Online Population

1,150
respondents per country

Ages
18+

All slides show general online population data unless otherwise noted



Informed Public

500 respondents in U.S. and China;
100 respondents in Nigeria;
200 in all other countries

Represents **17%** of total global population

Must meet 4 criteria:

- Age **25-64**
- College-educated
- In top **25%** of household income per age group in each country
- Report significant engagement in public policy and business news

Mass Population

All population not including informed public

Represents **83%** of total global population

U.S. Post-Election Supplement

1,500 U.S. respondents, fielded December 14 to 18, 2020

21 YEARS OF TRUST

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Rising Influence of NGOs	Fall of the Celebrity CEO	Earned Media More Credible Than Advertising	U.S. Companies in Europe Suffer Trust Discount	Trust Shifts from "Authorities" to Peers	A "Person Like Me" Emerges as Credible Spokesperson	Business More Trusted Than Government and Media	Young People Have More Trust in Business	Trust in Business Plummets	Performance and Transparency Essential to Trust	Business Must Partner With Government to Regain Trust

2012	2013	2014	2015	2016	2017	2018	2019	2020	**2021**
Fall of Government	Crisis of Leadership	Business to Lead the Debate for Change	Trust is Essential to Innovation	Growing Inequality of Trust	Trust in Crisis	The Battle for Truth	Trust at Work	Trust: Competence and Ethics	**Declaring Information Bankruptcy**

PANDEMIC PUTS TRUST TO THE TEST

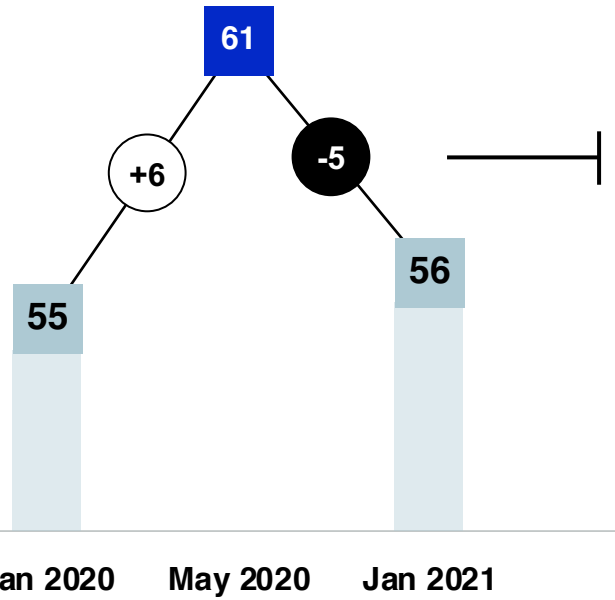
SPRING TRUST BUBBLE BURSTS; BIGGEST LOSS FOR GOVERNMENT

Trust Index, 11 countries included in the 2020 Trust Barometer Spring Update

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

Change, wave to wave

Global 11



	+/- May 2020 to Jan 2021
Government	**-8**
Media	**-6**
NGOs	**-6**
Business	**-3**

Government was the most trusted institution in May, then lost its lead 6 months later

Government	*+/- Jan 2020 to May 2020*	***+/- May 2020 to Jan 2021***
S. Korea	+16	**-17**
UK	+24	**-15**
China	+5	**-13**
Mexico	+12	**-12**
Canada	+20	**-11**
India	+6	**-8**
U.S.	+9	**-6**
Germany	+19	**-5**
Japan	-5	**-1**
Saudi Arabia	+5	**-1**
France	+13	**+2**

2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 11-mkt avg.

BUSINESS BECOMES ONLY TRUSTED INSTITUTION

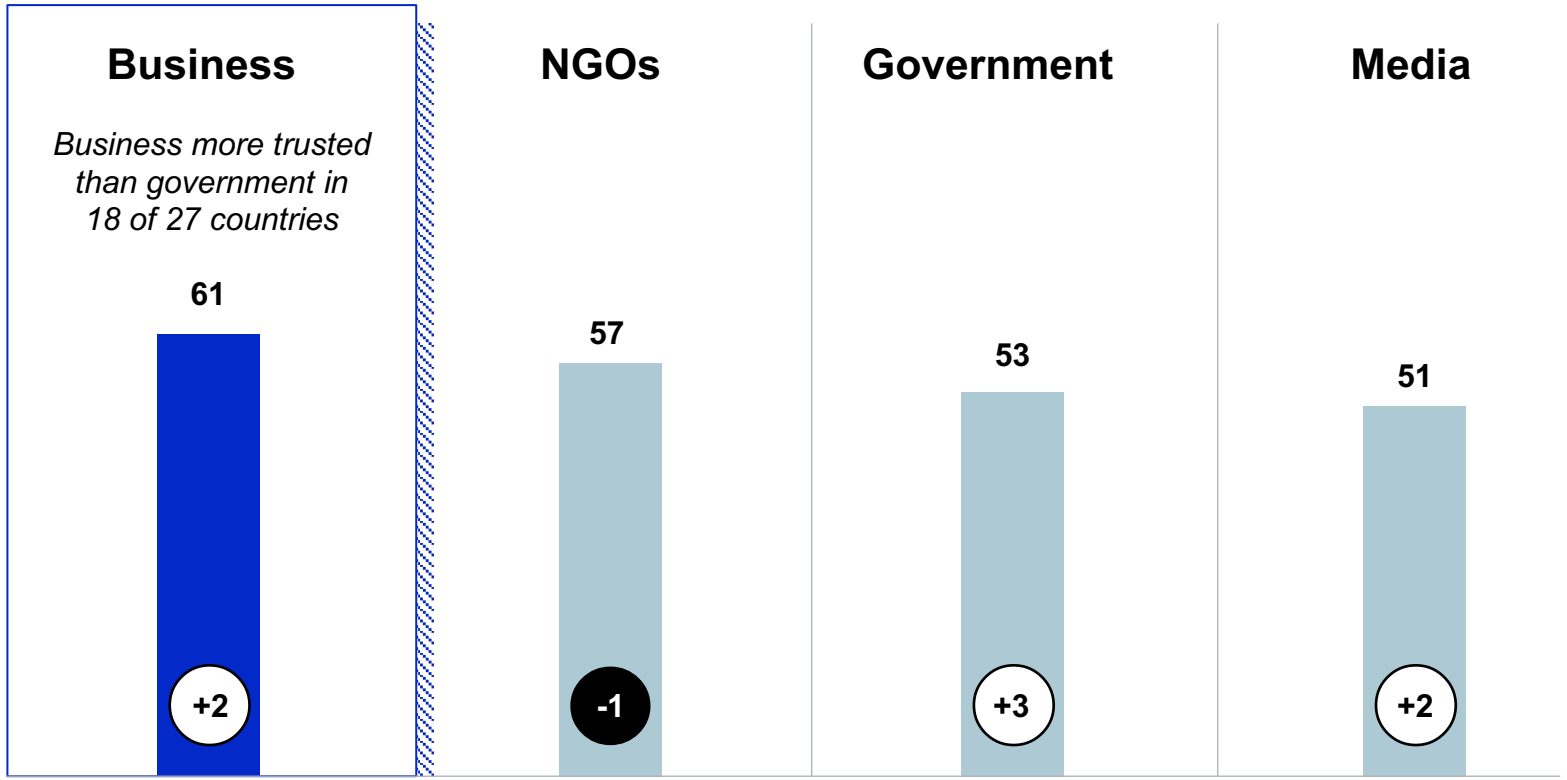
Percent trust

56

TRUST INDEX

+2 pts

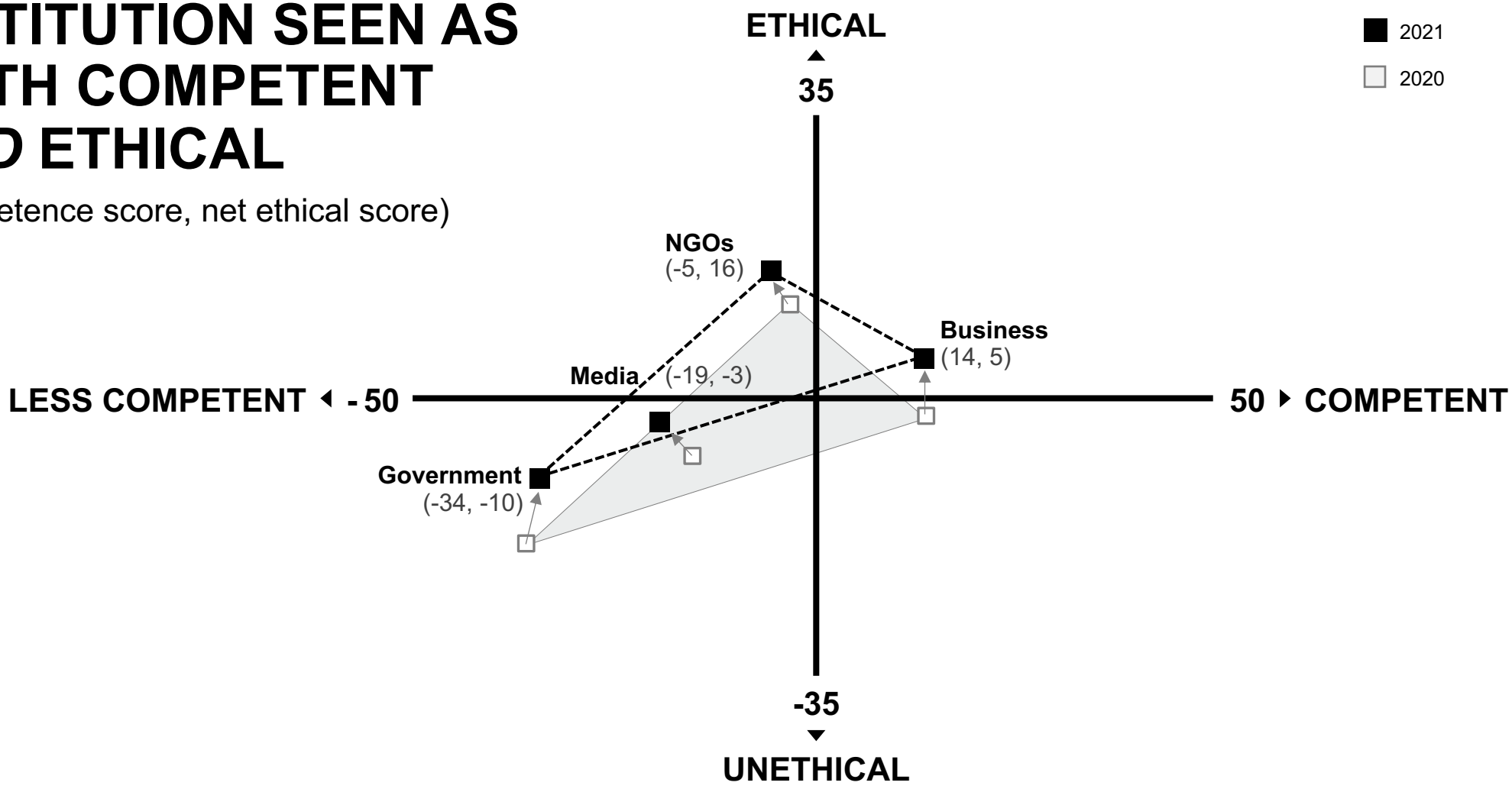
Change, 2020 to 2021



2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

BUSINESS NOW ONLY INSTITUTION SEEN AS BOTH COMPETENT *AND* ETHICAL

(Competence score, net ethical score)



2021 Edelman Trust Barometer. The ethical scores are averages of nets based on INS_PER_DIM/1-4. Question asked of half of the sample. The competence score is a net based on TRU_3D_INS/1. Depending on the question it was either asked of the full of half the sample. General population, 24-mkt avg. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

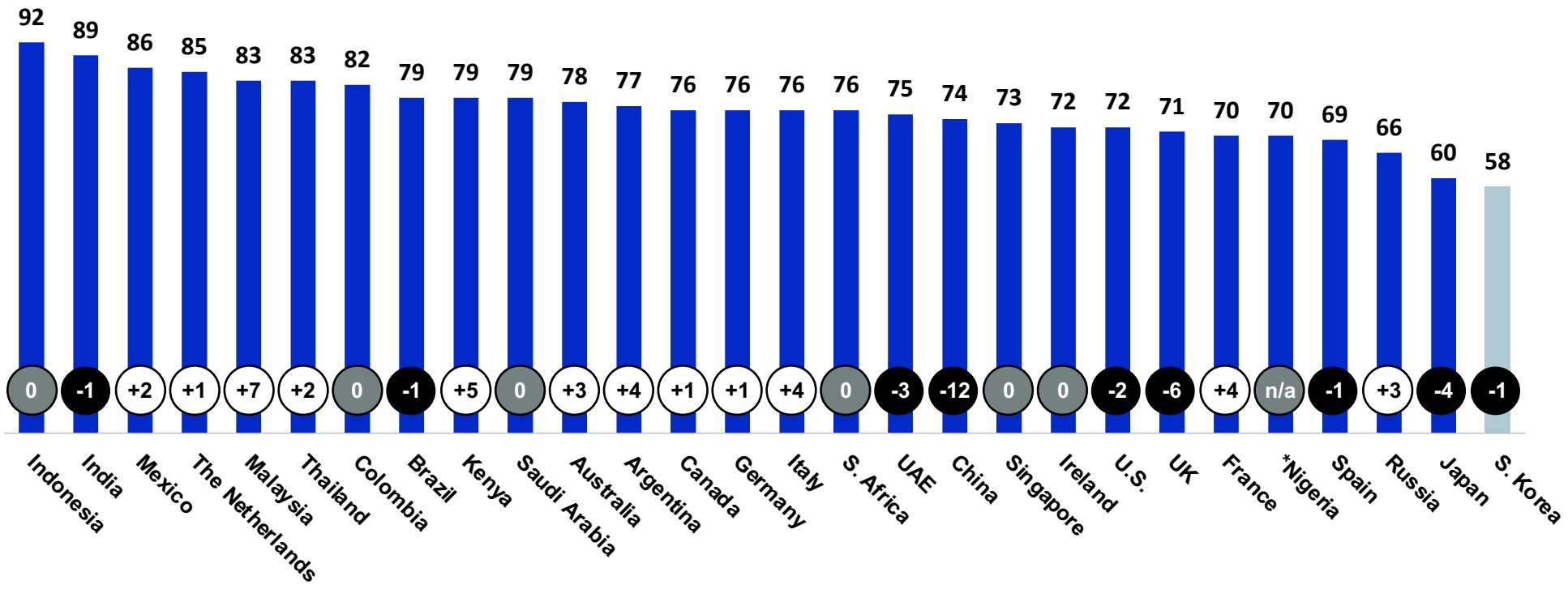
TRUST IS LOCAL:
MY EMPLOYER A MAINSTAY OF TRUST

Percent trust in my employer

Global 27

My employer	**76**
Business	61
NGOs	57
Government	53
Media	51

Trust in my employer stable or rising in 18 of 27 countries



2021 Edelman Trust Barometer. TRU_INS. [Your employer] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. Question asked among those who are employed (Q43/1).
*Nigeria not included in the global average

A TRUST RECKONING FOR CHINA AND THE U.S.

Trust Index

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

Change, 2020 to 2021

Greatest decline in China (-10); greatest increase in Australia (+12)

16 countries gained trust, 9 countries lost trust

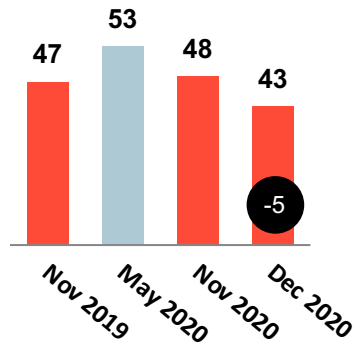
2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.

2020 General population	
54	**Global 27**
82	China
79	India
73	Indonesia
66	Thailand
65	UAE
62	Mexico
62	Singapore
61	Saudi Arabia
60	Malaysia
57	Kenya
57	The Netherlands
53	Canada
53	Colombia
51	Brazil
50	S. Korea
49	Argentina
49	Italy
47	Australia
47	U.S.
46	Germany
45	France
45	Ireland
45	Spain
44	S. Africa
42	Japan
42	UK
30	Russia

2021 General population		YtY Change
56	**Global 27**	+2
77	India	-2
72	**China**	-10
72	Indonesia	-1
69	Saudi Arabia	+8
68	Singapore	+6
67	UAE	+2
66	Malaysia	+6
63	The Netherlands	+6
61	Thailand	-5
59	Australia	+12
59	Kenya	+2
59	Mexico	-3
56	Canada	+3
53	Germany	+7
52	Italy	+3
51	Brazil	0
50	Ireland	+5
48	Colombia	-5
48	France	+3
48	S. Africa	+4
48	**U.S.**	+1
47	Argentina	-2
47	S. Korea	-3
45	Spain	0
45	UK	+3
40	Japan	-2
31	Russia	+1

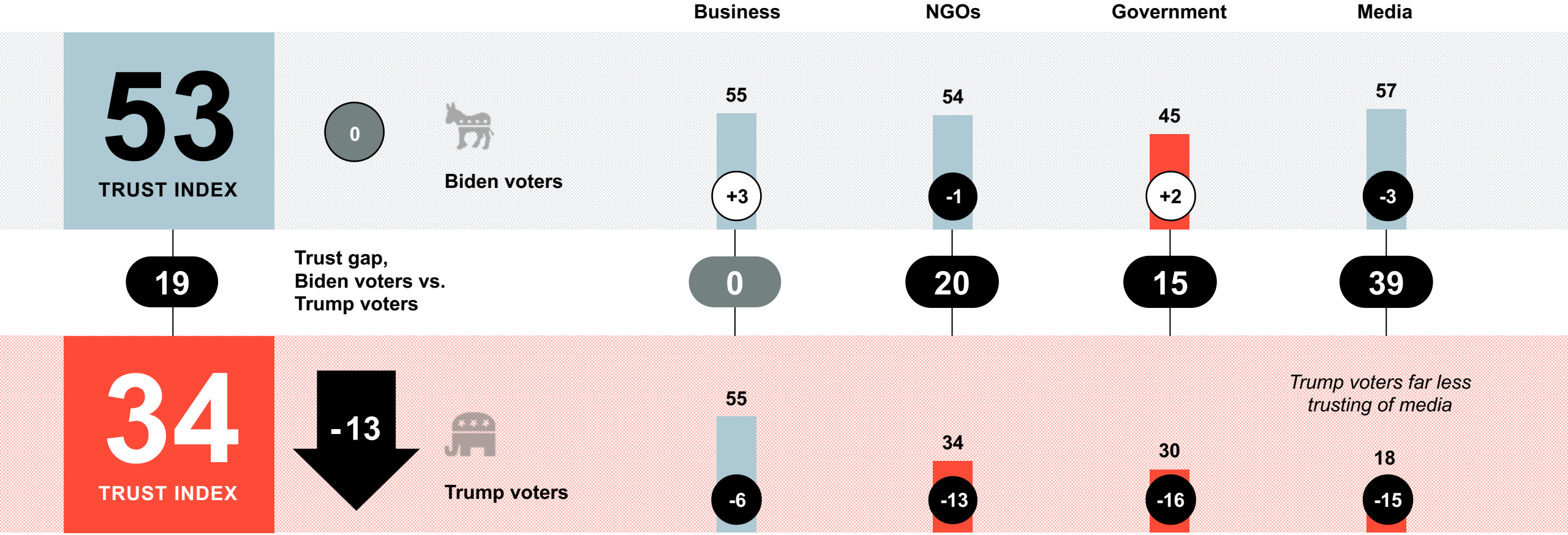
Record year-over-year decline in China's Trust Index

U.S. Trust Index



TRUST CRASHES AMONG TRUMP VOTERS POST U.S. ELECTION

Percent trust among Biden and Trump voters in the 2020 U.S. Presidential election, and change from November to December



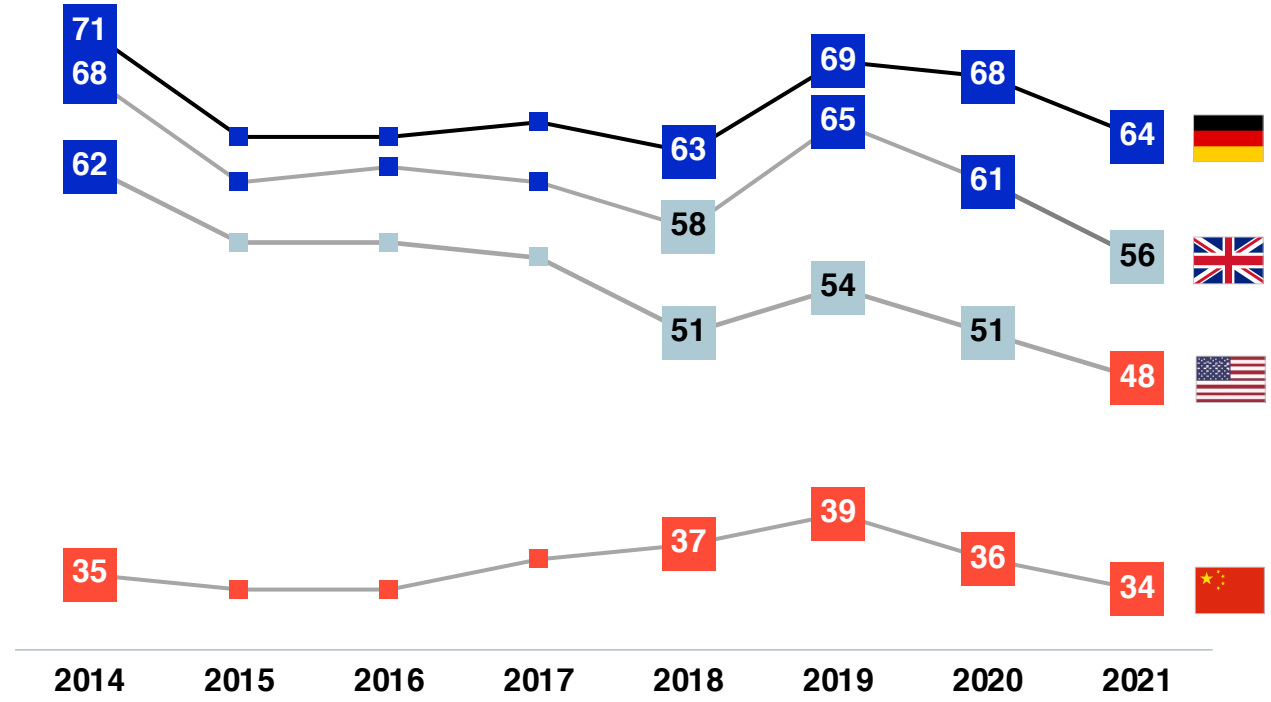
2021 Edelman Trust Barometer U.S. Post-Election Supplement. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. VOTE. Whom did you vote for in the 2020 United States Presidential election? General population, U.S. among respondents that intended to vote for or did vote for Biden or Trump.

MOST POWERFUL COUNTRIES LOSE TRUST CAPITAL

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

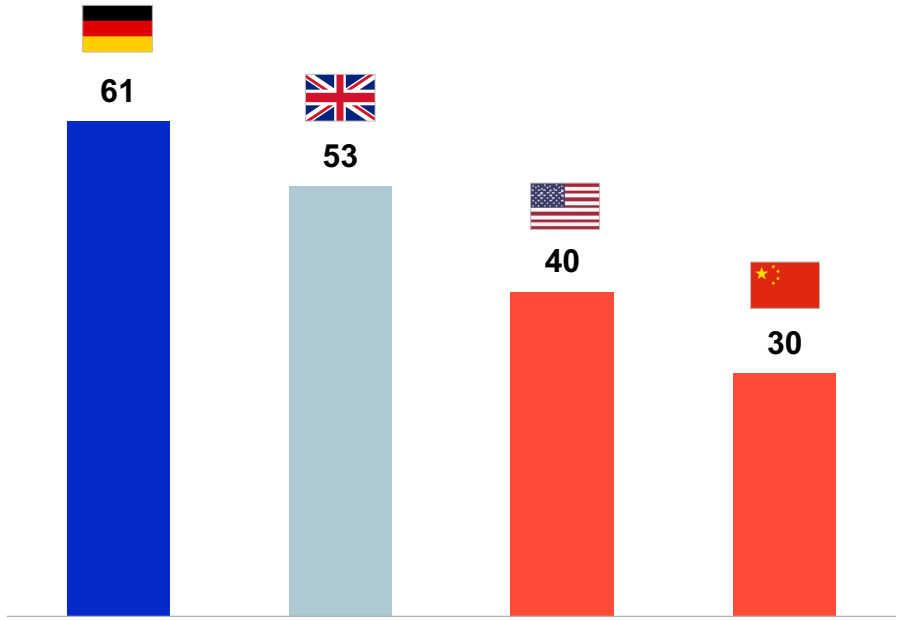
Percent trust in **companies** headquartered in each country

Global 22



Percent trust in the **national government** of each foreign country

Global 27



2021 Edelman Trust Barometer. TRU_NAT. Now we would like to focus on global companies headquartered in specific countries. Please indicate how much you trust global companies headquartered in the following countries to do what is right. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 22-mkt avg. TRU_GOV. Please indicate how much you trust the national government of each of the following countries to do what is right using a 9-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. Question asked of half of the sample. Respondents were not asked to rate their home country. General population, 27-mkt avg.

TRUST INEQUALITY SPREADS FURTHER

Trust Index

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

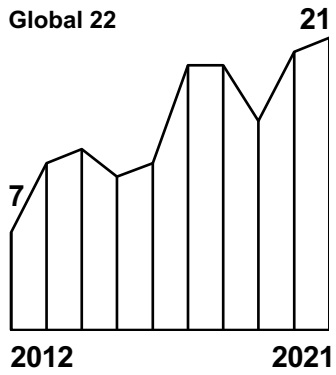
Mass population 16 points less trusting

2021 Informed public		2021 Mass population		Trust gap
68	Global 27	52	Global 27	16
86	India	68	China	14
86	Saudi Arabia	68	Indonesia	15
83	Indonesia	67	India	19
82	China	67	Saudi Arabia	19
79	The Netherlands	66	Singapore	10
79	UAE	65	UAE	14
78	Malaysia	63	Malaysia	15
77	Australia	62	The Netherlands	17
76	Singapore	58	Kenya	7
75	Thailand	56	Mexico	10
66	Italy	56	Thailand	19
66	Mexico	55	Australia	22
65	France	55	Canada	9
65	Kenya	52	Germany	10
65	S. Africa	51	Italy	15
64	Canada	49	Nigeria*	3
63	Ireland	48	Ireland	15
62	Brazil	47	Brazil	15
62	Germany	46	Colombia	13
62	U.S.	45	France	20
59	Colombia	44	Argentina	12
59	S. Korea	44	S. Africa	21
59	UK	44	Spain	13
57	Spain	44	U.S.	18
56	Argentina	43	S. Korea	16
52	Japan	43	UK	16
52	Nigeria*	39	Japan	13
41	Russia	28	Russia	13

Record trust inequality

DOUBLE-DIGIT TRUST INEQUALITY IN RECORD NUMBER OF COUNTRIES

Nr. of countries with double-digit trust inequality



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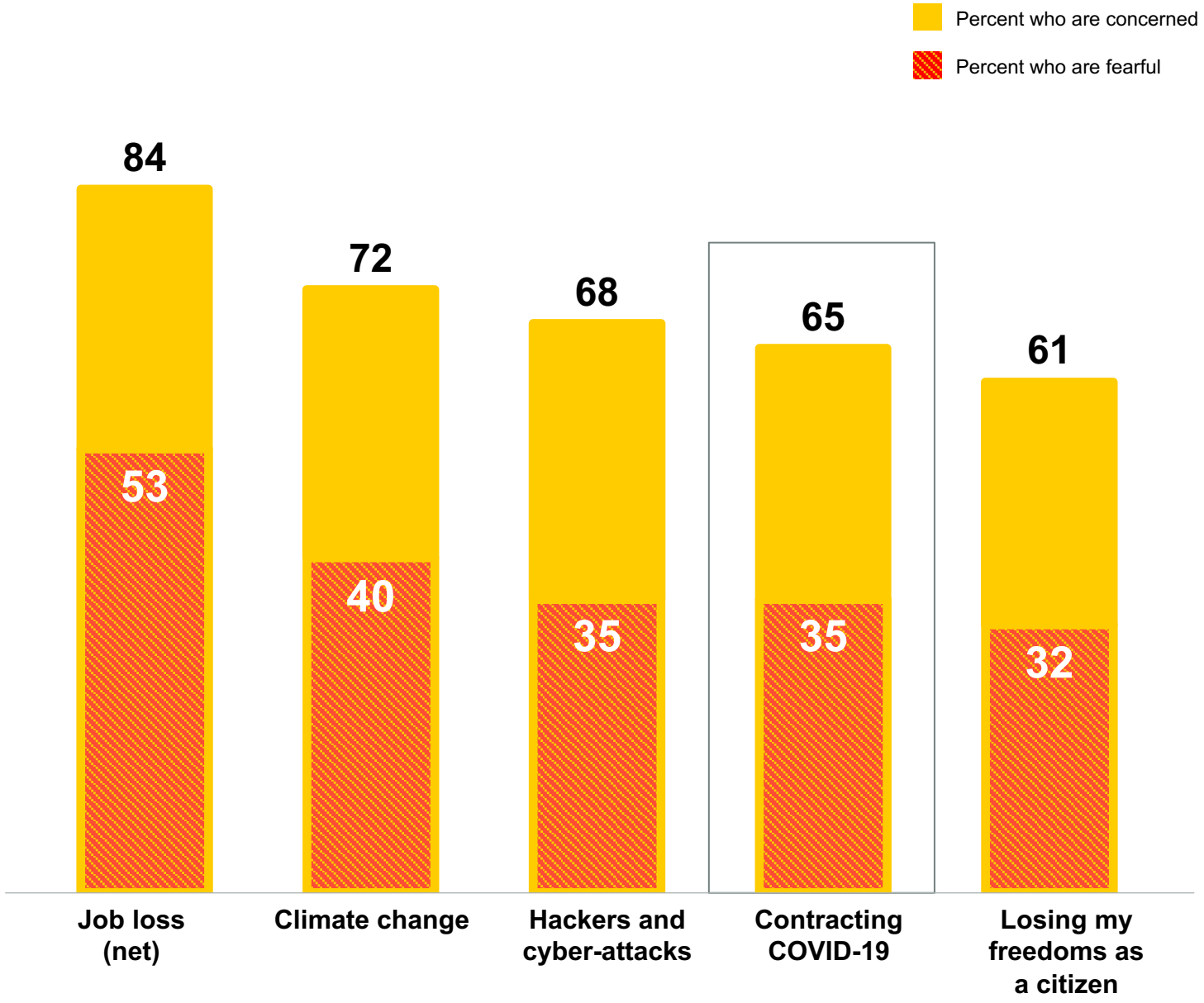
*Nigeria not included in the global average

PANDEMIC FURTHER FUELS FEARS

PANDEMIC ADDED TO PERSISTENT PERSONAL AND SOCIETAL FEARS

Percent who are concerned, and percent who are fearful

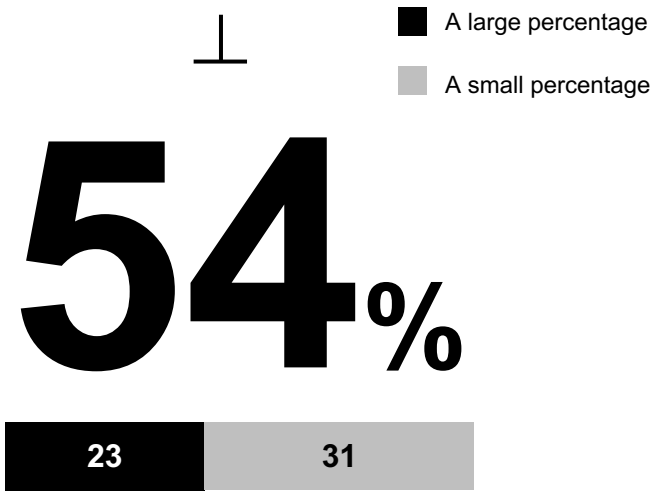


2021 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry; top 2 box, fear. Non-job loss attributes shown to half of the sample. General population, 27-mkt avg. Job loss asked of those who are an employee (Q43/1). Job loss is a net of attributes 1-3, 5, and 22-24.

PANDEMIC ACCELERATES JOB LOSS FEARS

Percent who agree

As a result of the of the pandemic, a portion of our workforce has seen their **work hours reduced or their jobs eliminated**



I worry that the pandemic will accelerate the rate at which companies **replace human workers with AI** and robots

56%

2021 Edelman Trust Barometer. LAY_OFFS. Has the organization you work for had to lay-off or furlough any employees as a result of the economic impact of the pandemic? Code 1, yes, a large percentage; code 2, yes, a small percentage. Question asked of those who are an employee (Q43/1). Total layoff/furlough percentage is a sum of code 1 and 2. SOC_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, 27-mkt avg.

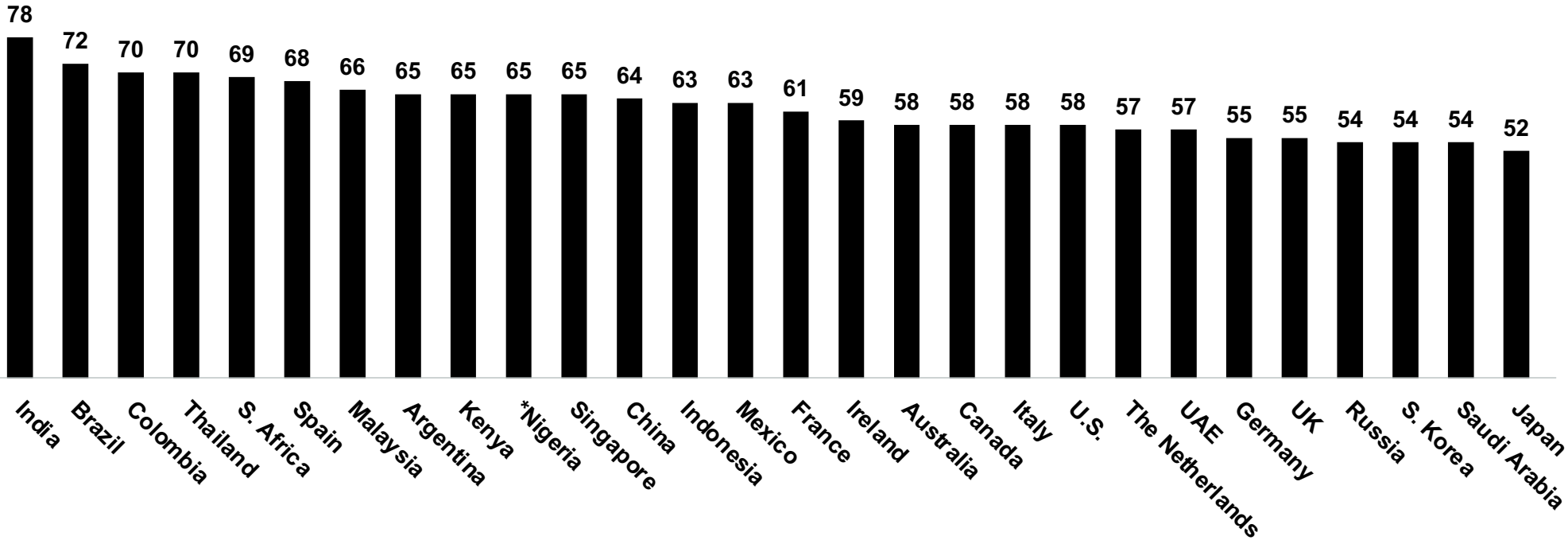
PANDEMIC DEEPENS INEQUITIES AROUND THE WORLD

Percent who agree

Those with **less education, less money and fewer resources are being unfairly burdened** with most of the suffering, risk of illness, and need to sacrifice due to the pandemic

Global 27

62%



2021 Edelman Trust Barometer. CV1_Q3. Please indicate your level of agreement with the statements below using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, 27-mkt avg.
*Nigeria not included in the global average

INCREASED URGENCY TO ADDRESS FOUNDATIONAL PROBLEMS

Change in importance since last year (more important minus less important)

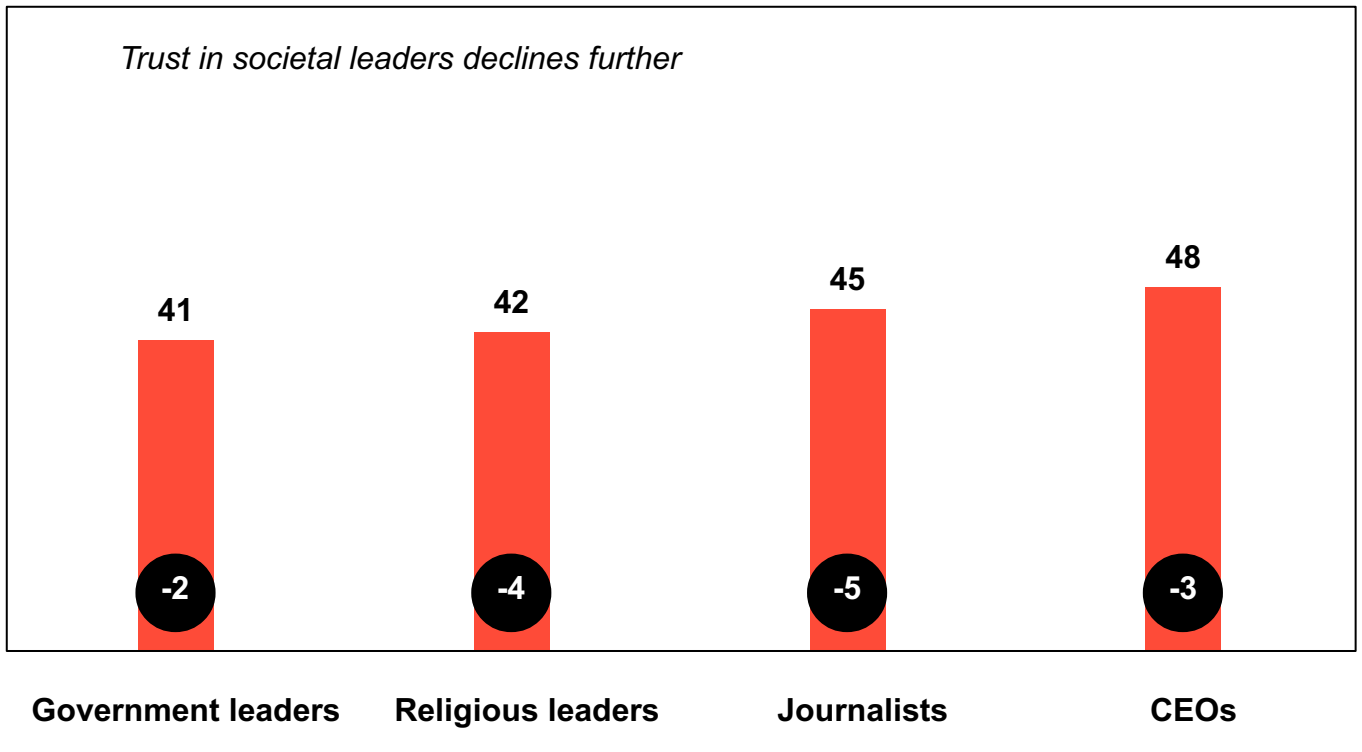
Change in importance since last year	Net change	*More Important*	*Less Important*
Improving our **healthcare system**	**+62**	70	8
Addressing **poverty** in this country	**+53**	62	9
Improving our **education system**	**+53**	62	9
Addressing **climate change**	**+51**	61	10
Finding ways to combat **fake news**	**+50**	60	10
Protecting people's **individual freedoms**	**+50**	59	9
Closing the **economic and social divide**	**+48**	58	10
Addressing **discrimination and racism**	**+42**	53	11

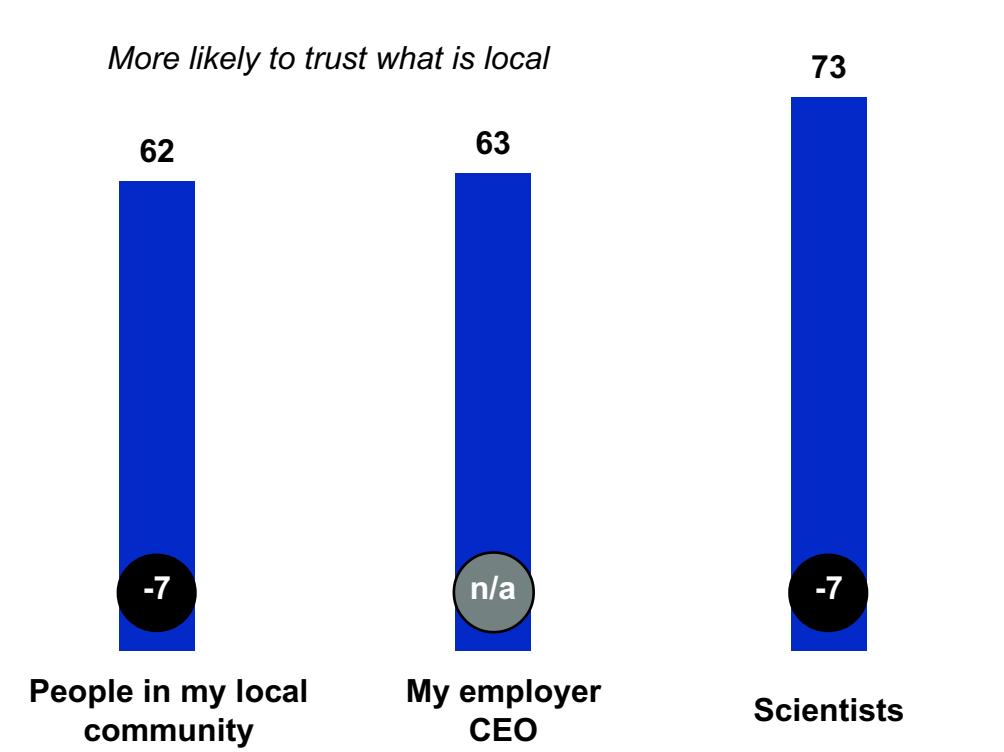
2021 Edelman Trust Barometer. IMP_POL_PRIORITIES. For each of the following issues and challenges, please indicate whether our country addressing it has become more important to you, less important to you, or has stayed the same in importance, since last year. 5-point scale; top 2 box; more important; bottom 2 box, less important. General population, 27-mkt avg. Net change is the difference between more and less important.

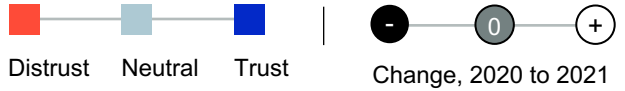
CRISIS OF LEADERSHIP

SOCIETAL LEADERS NOT TRUSTED TO DO WHAT IS RIGHT

Percent trust



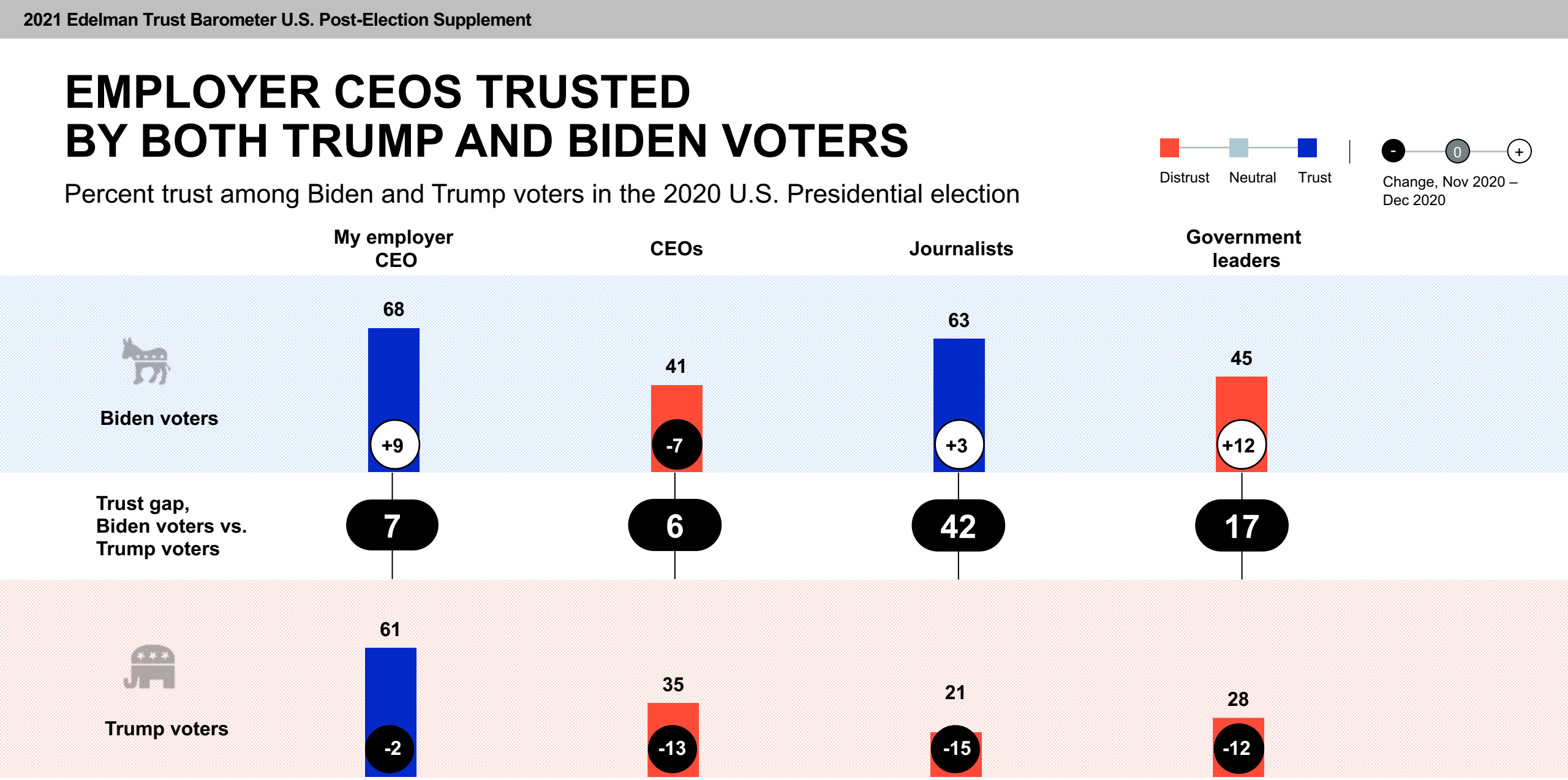




2021 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Attributes shown to half of the sample; "My employer CEO" only shown to those that are an employee (Q43/1). General population, 27-mkt avg.

EMPLOYER CEOS TRUSTED BY BOTH TRUMP AND BIDEN VOTERS

Percent trust among Biden and Trump voters in the 2020 U.S. Presidential election



2021 Edelman Trust Barometer U.S. Post-Election Supplement. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. VOTE. Whom did you vote for in the 2020 United States Presidential election? General population, U.S. among respondents that intended to vote for or did vote for Biden or Trump.

SOCIETAL LEADERS SUSPECTED OF LIES AND MISINFORMATION

Percent who worry

Our government leaders
are **purposely trying to mislead**
people by saying things they know are false or gross exaggerations

57%

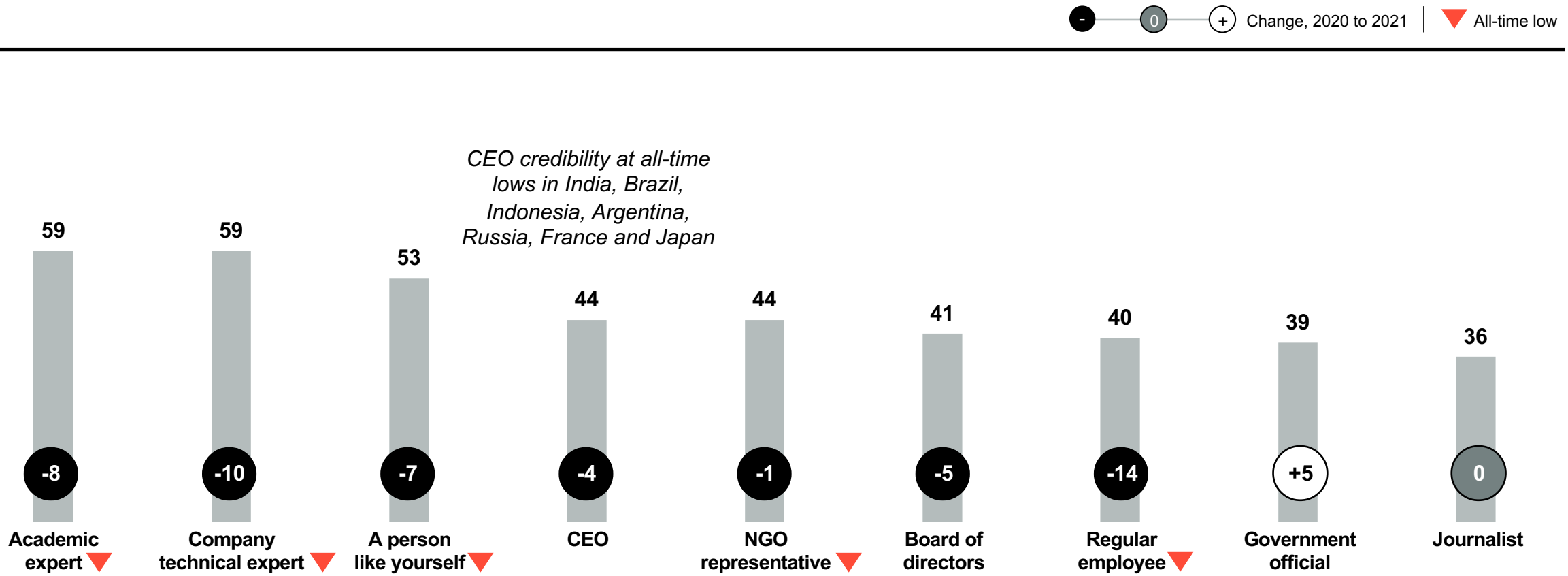
Business leaders
are **purposely trying to mislead**
people by saying things they know are false or gross exaggerations

56%

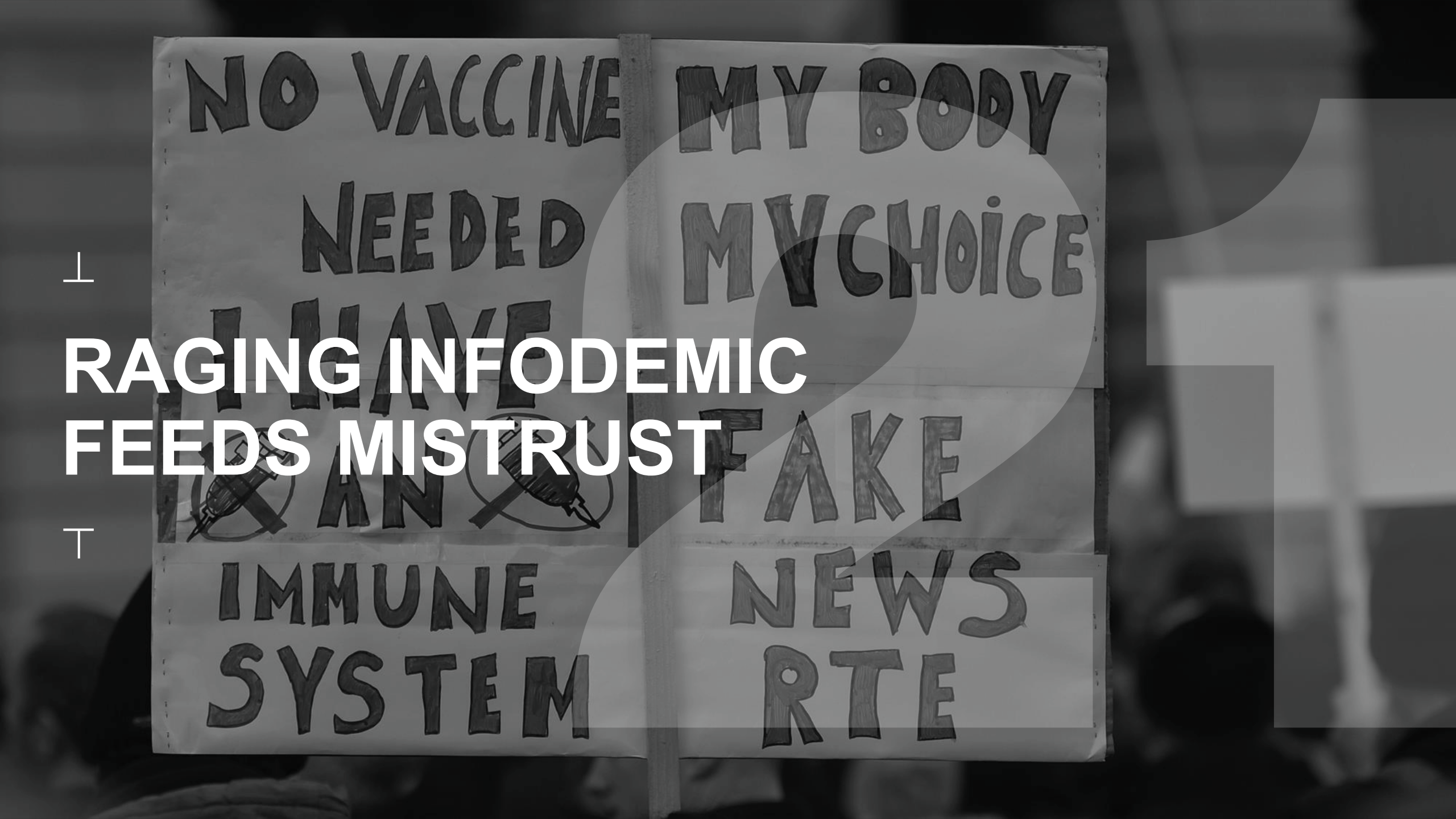
2021 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Attributes shown to half of the sample. General population, 27-mkt avg.

SPOKESPEOPLE LOSE CREDIBILITY

Percent who rate each as very/extremely credible
as a source of information about a company



2021 Edelman Trust Barometer. CRE_PPL. 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? 4-point scale; top 2 box, credible. Question asked of half of the sample. General population, 27-mkt avg.

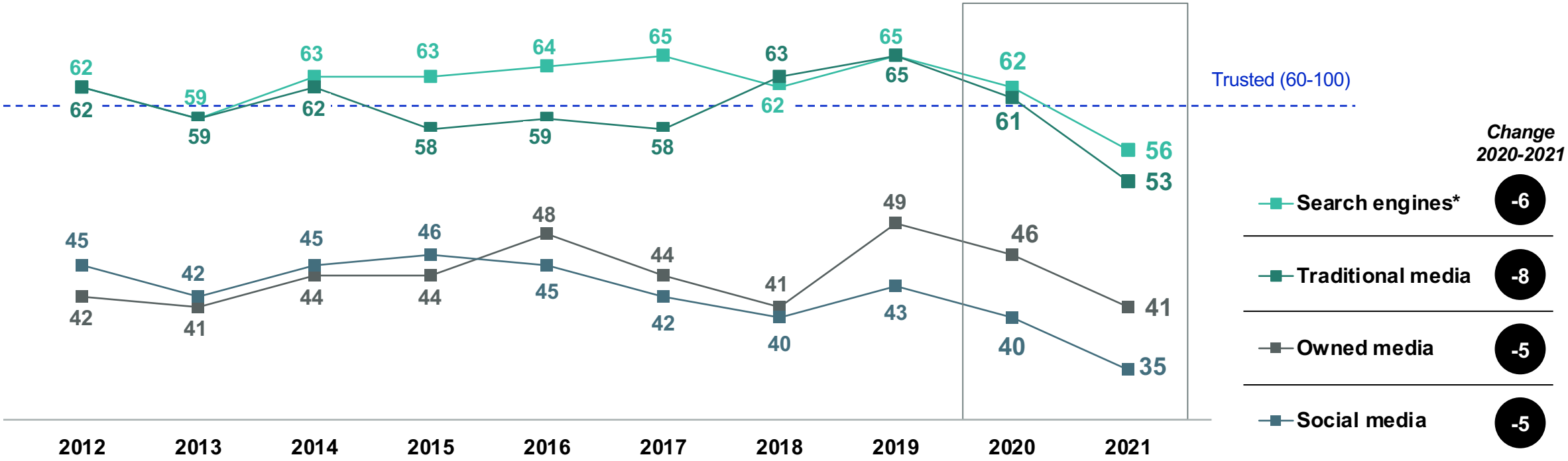


RAGING INFODEMIC FEEDS MISTRUST

TRUST IN ALL INFORMATION SOURCES AT RECORD LOWS

Percent trust in each source for general news and information

Global 22



2021 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 22-mkt avg.
*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

NEWS ORGANIZATIONS SEEN AS BIASED

Percent who agree

Journalists and reporters are **purposely trying to mislead** people by saying things they know are false or gross exaggerations

Global 27

59%

Most **news organizations** are more concerned with **supporting an ideology** or political position than with informing the public

Global 27

59%

The media is **not** doing well at **being objective** and non-partisan

Global 24

61%

Strongest agreement that media is not doing well in:

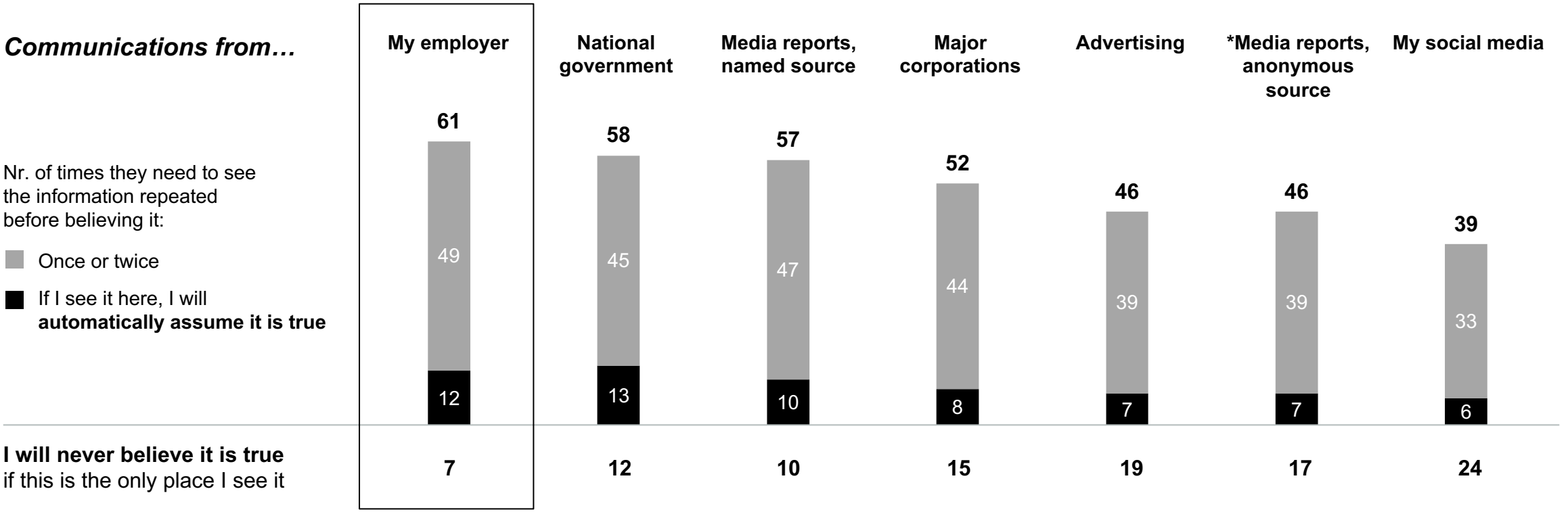
Japan	80
S. Korea	77
Colombia	76
Argentina	75
Italy	75
Spain	73
Brazil	72
UK	69
*Nigeria	67
Mexico	66

2021 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Attributes shown to half of the sample. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement. 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, 27-mkt avg. PER_MED. How well do you feel the media is currently doing each of the following? Please indicate your answer using the 5-point scale below. 5-point scale; bottom 3 box, not doing well. Question asked of half of the sample. General population, 24-mkt avg. Data not collected in China, Russia, and Thailand.

*Nigeria not included in the global average

EMPLOYER MEDIA MOST BELIEVABLE

Percent who believe information from each source automatically, or after seeing it twice or less



2021 Edelman Trust Barometer. HEAR_TIME1. When you see a new piece of information or a news story in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true? Question asked of half of the sample. "Once or twice" is a sum of codes 2 and 3. General population, 27-mkt avg. "Employer communications" only shown to those that are an employee (Q43/1).
*"Media reports, anonymous source" excludes Canada and France.

PRIORITIES SHIFT: MY INFORMATION LITERACY NOW MATTERS MORE

Change in importance since last year (more important minus less important)

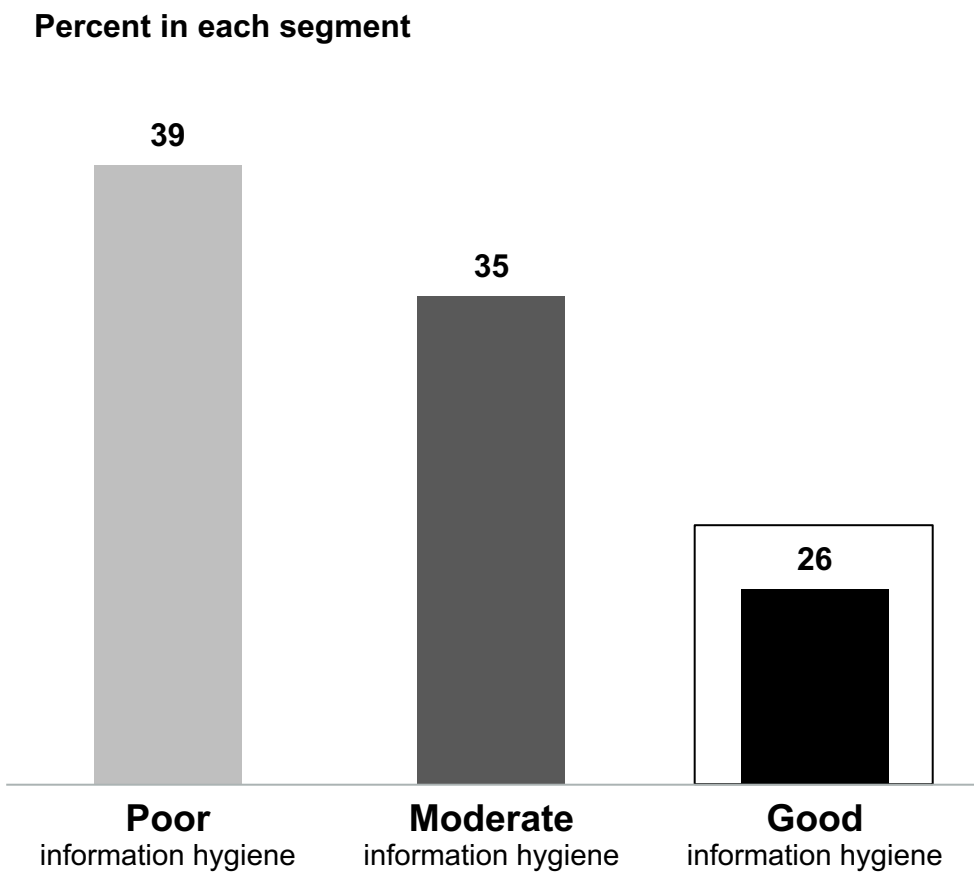
Change in importance since the start of the year…	Net change	*More Important*	*Less Important*
Prioritizing my family and their needs	**+56**	64	8
Increasing my **media and information literacy**	**+46**	55	9
Increasing my **science literacy**	**+43**	52	9
Being politically aware	**+39**	51	12
Speaking out when I see the need for changes and reforms	**+36**	47	11

2021 Edelman Trust Barometer. IMP_VALUES. For each of the following, please indicate whether it has become more important to you, less important to you, or has stayed the same in importance, since last year. 5-point scale; top 2 box; more important; bottom 2 box, less important. Question asked of half of the sample. General population, 27-mkt avg. Net change is the difference between more and less important.

ONLY 1 IN 4 HAVE GOOD INFORMATION HYGIENE

Information hygiene:

1. News engagement
2. Avoid information echo chambers
3. Verify information
4. Do not amplify unvetted information



57% of respondents **share or forward news items** that they find to be interesting

Of those, **only 29%** have good information hygiene

2021 Edelman Trust Barometer. Information Hygiene Scale. MED_SEG_OFT. How often do you engage in the following activities related to news and information? Indicate your answer using the 7-point scale below. 7-point scale; top 5 box, several times a month or more. General population, 27-mkt avg. For full details on how the Information Hygiene Scale was built, please refer to the Technical Appendix.

HIGH STAKES FOR PUBLIC HEALTH AND THE ECONOMY

VACCINE HESITANCY REMAINS A MAJOR HURDLE

Percent who say they will take the COVID-19 vaccine within the next year

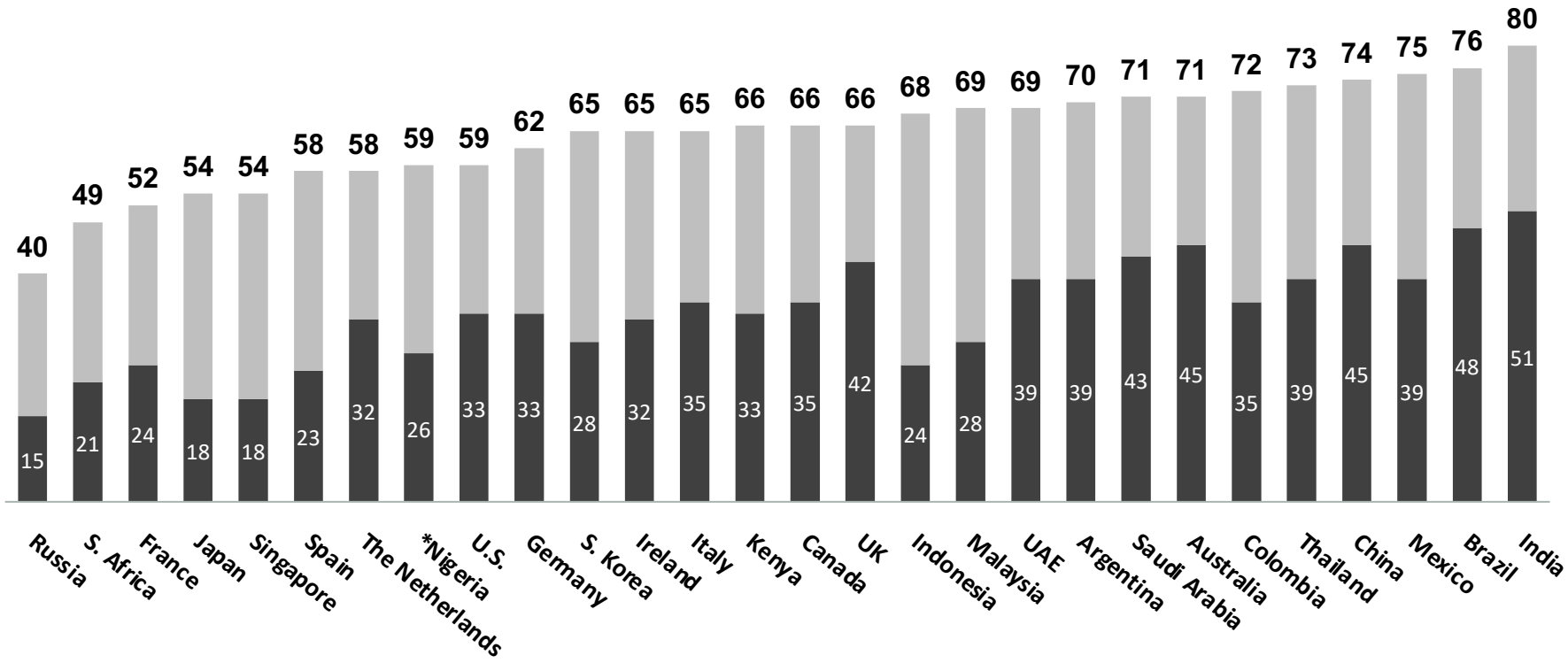
Global 27

64%

Willing to vaccinate…

31	**Six months to one year**
33	**As soon as possible**

Only 1 in 3 ready to take the vaccine as soon as possible

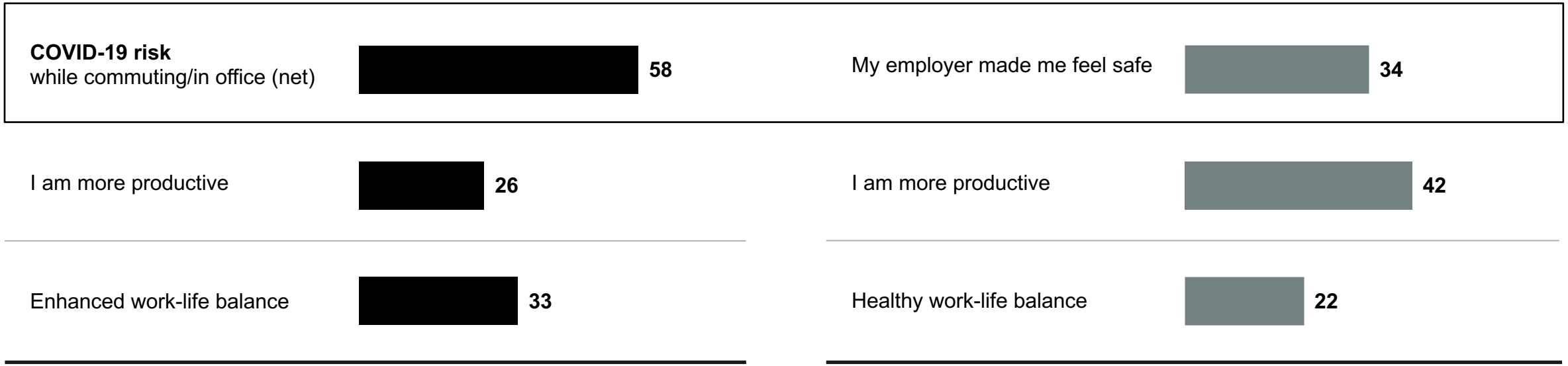


2021 Edelman Trust Barometer. VACCINE1. If and when a COVID-19 vaccine becomes available will you take it? Code 1, yes as soon as possible; code 2, yes, within a year. Question asked of half of the sample. General population, 27-mkt avg.
*Nigeria not included in the global average

PANDEMIC FEARS IMPEDE RETURN TO WORKPLACE

Percent who say each reason is why they are choosing to work from home vs. choosing to return to the workplace

52% choosing **to work at home**, for the following reasons:

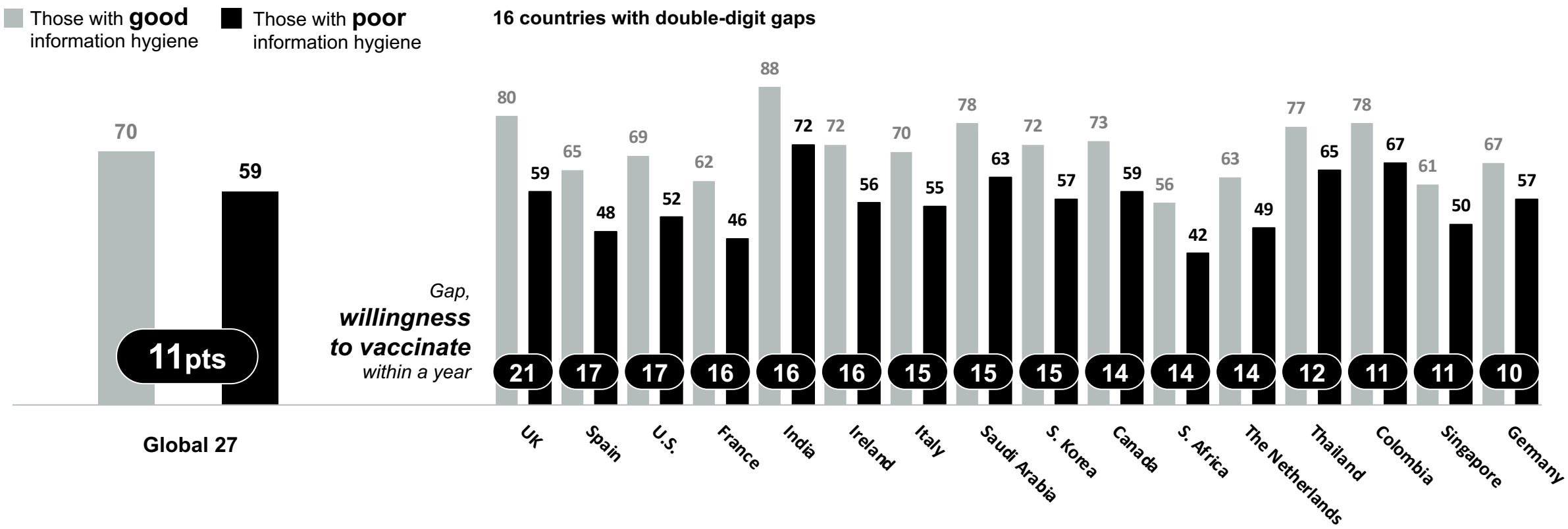


48% choosing to **return to the office**, for the following reasons:

2021 Edelman Trust Barometer. WRK_CHOICE. Which of the following best describes your current working situation? Question asked of those who are an employee (Q43/1). Data among employees that have a choice of working from home or their workplace. WHY_HOME. Why are you choosing to continue working from home even though you could return to the workplace if you wanted to? Select all that apply. Question asked of employees that are choosing to work from home (Q43/1 AND WRK_CHOICE/3). WHY_OFFICE. Why are you choosing to work at an office or other workplace even though you could work remotely if you wanted to? Select all that apply. Question asked of employees that are choosing to return to their workplace (Q43/1 AND WRK_CHOICE/4). General population, 27-mkt avg. COVID-19 risk while commuting / in office is a net of WHY_HOME/2-3.

POOR INFORMATION HYGIENE THREATENS PANDEMIC RECOVERY

Percent who say they will take the COVID-19 vaccine within a year



2021 Edelman Trust Barometer. VACCINE1. If and when a COVID-19 vaccine becomes available will you take it? Code 1, yes as soon as possible; code 2, yes, within a year. Question asked of half of the sample. CV1_Q3. Please indicate your level of agreement with the statements below using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, 27-mkt avg, by hygiene level. For full details on how the Information Hygiene Scale was built, please refer to the Technical Appendix.

A NEW MANDATE FOR BUSINESS

BUSINESS EXPECTED TO FILL VOID LEFT BY GOVERNMENT

Percent who agree

CEOs should step in when the government does not fix societal problems

68%

CEOs should take the lead on change rather than waiting for government to impose change on them

66%

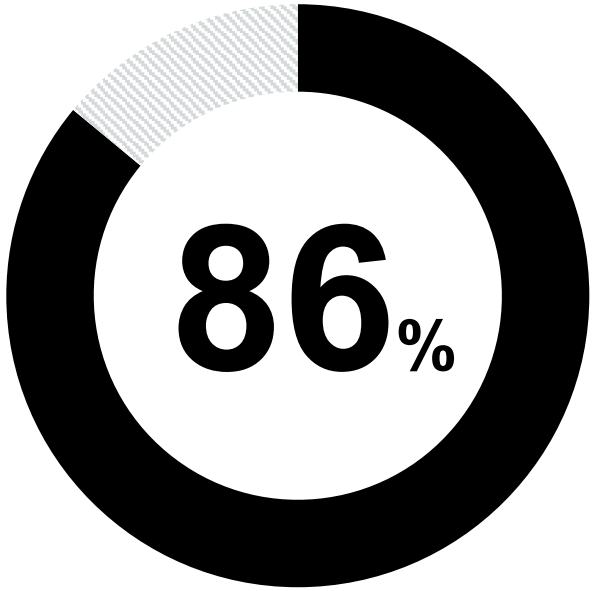
CEOs should hold themselves accountable to the public and not just to the board of directors or stockholders

65%

2021 Edelman Trust Barometer. CEO_EXP. Below is a list of potential expectations that you might have for a company CEO. Thinking about CEOs in general, whether they are global CEOs or a CEO who oversees a particular country, how would you characterize each using the following three-point scale? 3-point scale, sum of codes 2 and 3. Question asked of half of the sample. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statement? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 27-mkt avg.

CEOS MUST LEAD ON SOCIETAL ISSUES

I expect **CEOs to publicly speak out** about one or more of these societal challenges



Pandemic impact	59
Job automation	51
Societal issues	43
Local community issues	40

2021 Edelman Trust Barometer. CEO_SPEAK. Looking at the topics listed below, please select the ones you expect CEOs to currently be speaking out about publicly. Select all that apply. Question asked of half of the sample. General population, 27-mkt avg. CEO expectation to speak out is a net of attributes 1, 2, 5 and 7.

BUSINESS GAINS THE MOST TRUST BY BEING A GUARDIAN OF INFORMATION QUALITY

Percent increased likelihood of trusting business associated with performing well on each action

When these actions are performed well…	Increased likelihood of trust
Guarding information quality	**+5.8%**
Embracing sustainable practices	**+5.7%**
Robust COVID-19 health and safety response	**+4.8%**
Driving economic prosperity	**+4.7%**
Long-term thinking over short-term profits	**+4.6%**

2021 Edelman Trust Barometer. Discrete choice analysis; results shown are marginal effects on likelihood to trust. PER_BUS. How well do you feel business is currently doing each of the following? 5-point scale; top 2 box, doing well. Question asked of half of the sample. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg. For a full explanation of how this data was calculated, please see the Technical Appendix.

EMPLOYEE EXPECTATIONS SHIFT: SAFETY AND UPSKILLING MATTER MORE

Change in importance since last year (more important minus less important)

Change in importance as an employer attribute since the start of the year…	Net change	*More Important*	*Less Important*
Keep workers, customers safe	**+49**	59	10
Job skills training programs	**+44**	54	10
Regular employee communications	**+44**	54	10
Diverse, representative workforce	**+39**	50	11

2021 Edelman Trust Barometer. EMP_IMP_VAL. When considering an organization as a potential place of employment, please indicate whether each of the following has become more important to you, less important to you, or has stayed the same in importance since last year. 5-point scale; top 2 box; more important; bottom 2 box, less important. Question asked of those who are an employee (Q43/1). General population, 27-mkt avg. Net change is the difference between more and less important.

CONSUMERS AND EMPLOYEES EXPECTED TO HAVE A SEAT AT THE TABLE

Percent who agree

68%

Consumers …

62%

Employees …

have the power to force corporations to change

50% **of those who are employed**

I am more likely now than a year ago to voice my objections to management or **engage in workplace protest**

2021 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 of the sample. EMP_ENG. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. Question asked of those who are an employee (Q43/1). General population, 27-mkt avg.

EMERGING FROM INFORMATION BANKRUPTCY

1

Business: Embrace expanded mandate

CEOs must lead on issues from sustainability and systemic racism to upskilling. Act first, talk after.

2

Lead with facts, act with empathy

Societal leaders must have the courage to provide straight talk, but also empathize and address people's fears.

3

Provide trustworthy content

All institutions must provide truthful, unbiased, reliable information.

4

Don't go it alone

Business, government, NGOs and others must find a common purpose and take collective action to solve societal problems.

Freedom is the freedom to say that two plus two make four. If that is granted, all else follows.

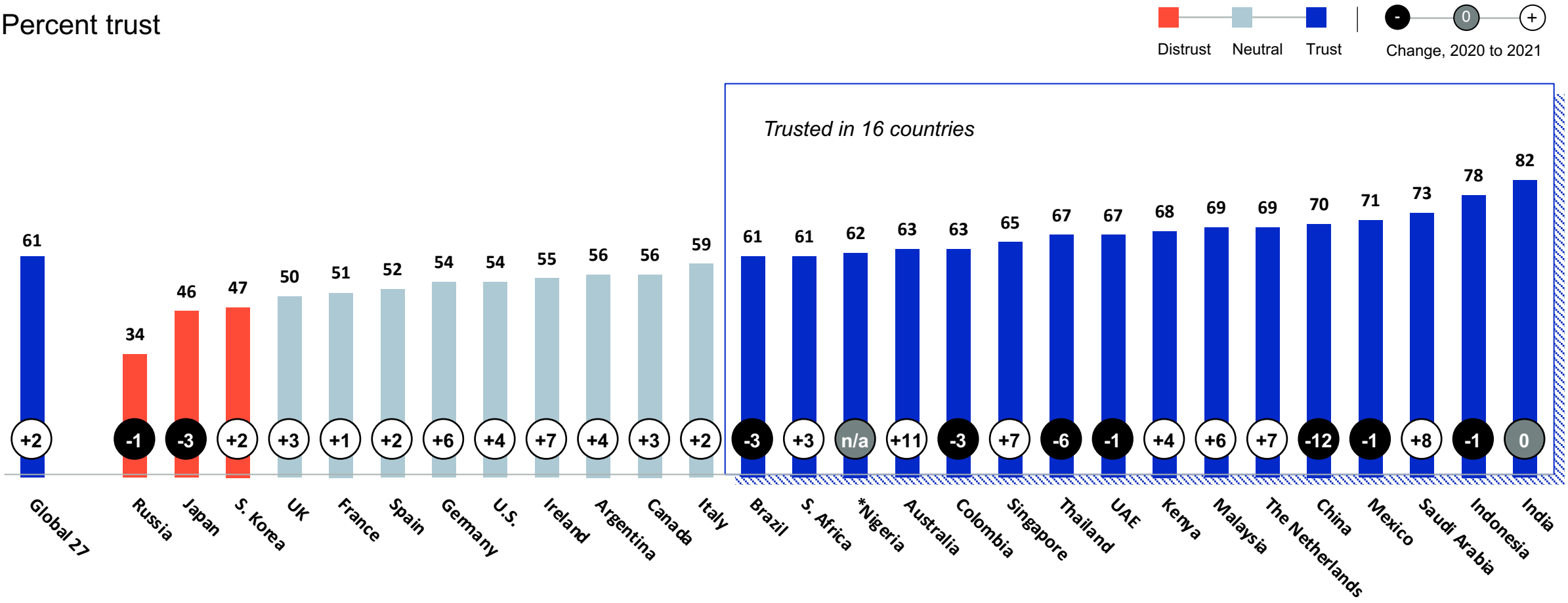
— George Orwell

SUPPLEMENTAL DATA

21

TRUST IN BUSINESS INCREASES IN 17 OF 27 COUNTRIES

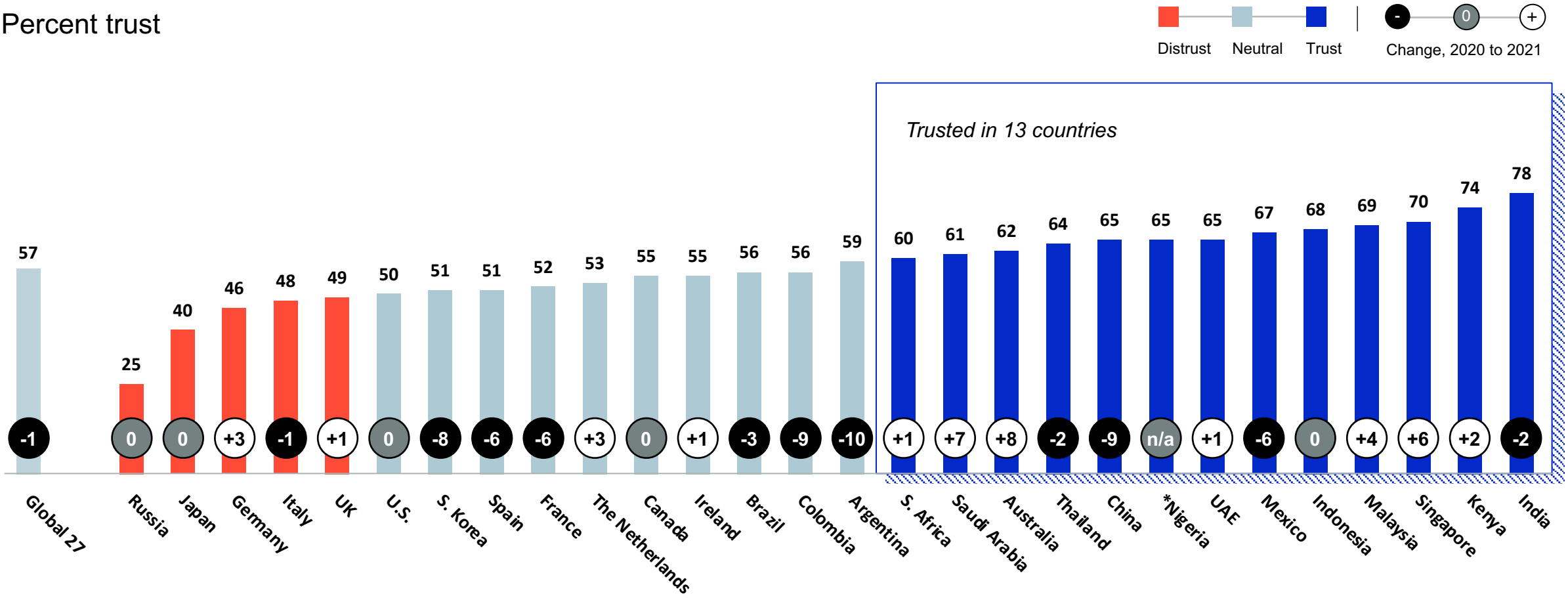
Percent trust



2021 Edelman Trust Barometer. TRU_INS. [Business in general] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.
*Nigeria not included in the global average

TRUST IN NGOS DECREASES IN 11 OF 27 COUNTRIES

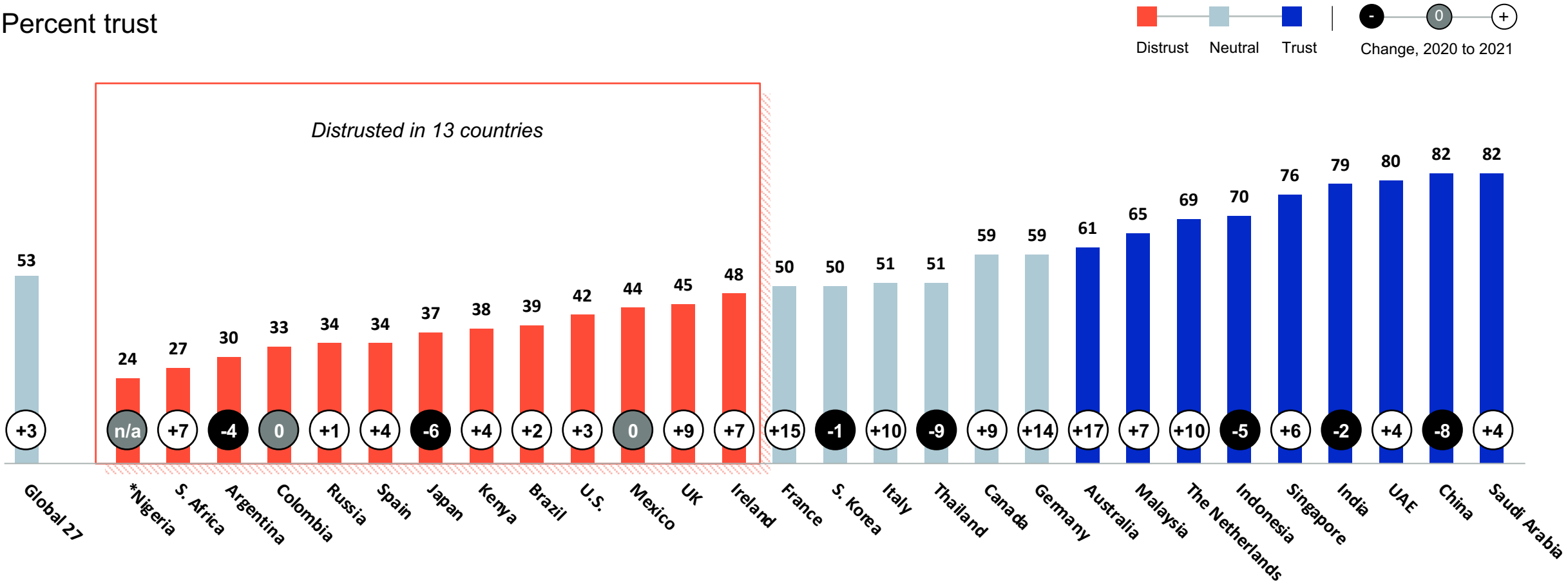
Percent trust



2021 Edelman Trust Barometer. TRU_INS. [NGOs in general] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.
*Nigeria not included in the global average

TRUST IN GOVERNMENT INCREASES IN 18 OF 27 COUNTRIES

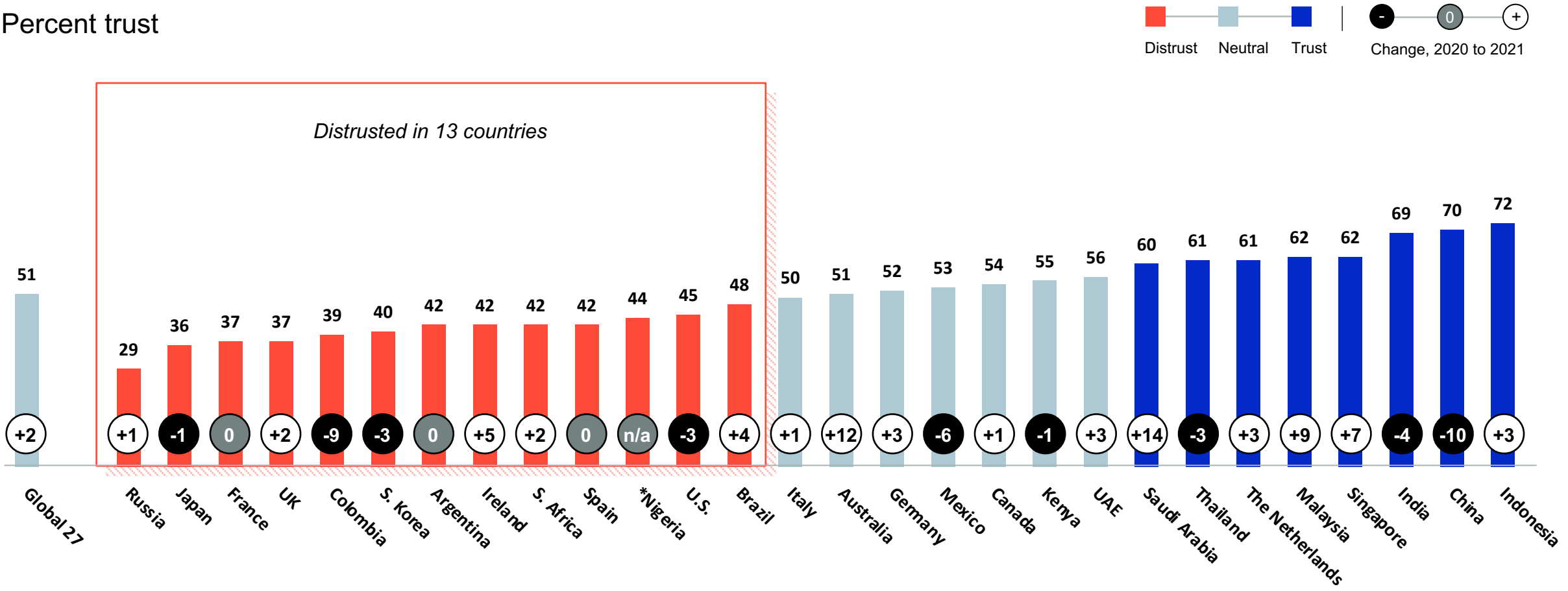
Percent trust



2021 Edelman Trust Barometer. TRU_INS. [Government in general] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.
*Nigeria not included in the global average

TRUST IN MEDIA INCREASES IN 15 OF 27 COUNTRIES

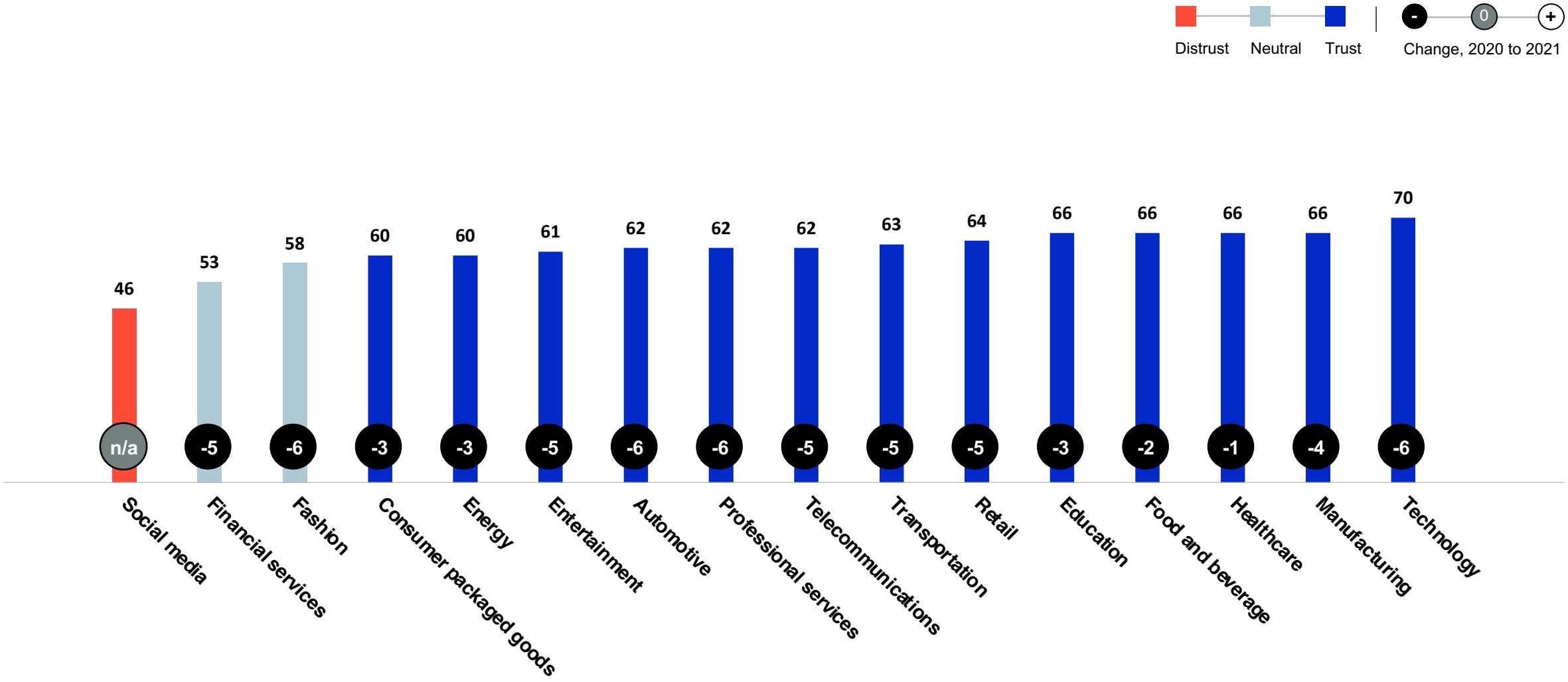
Percent trust



2021 Edelman Trust Barometer. TRU_INS. [Media in general] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 27-mkt avg.
*Nigeria not included in the global average

TRUST DECLINES ACROSS SECTORS

Percent trust in each sector



2021 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 27-mkt avg.

INDUSTRY SECTORS OVER TIME

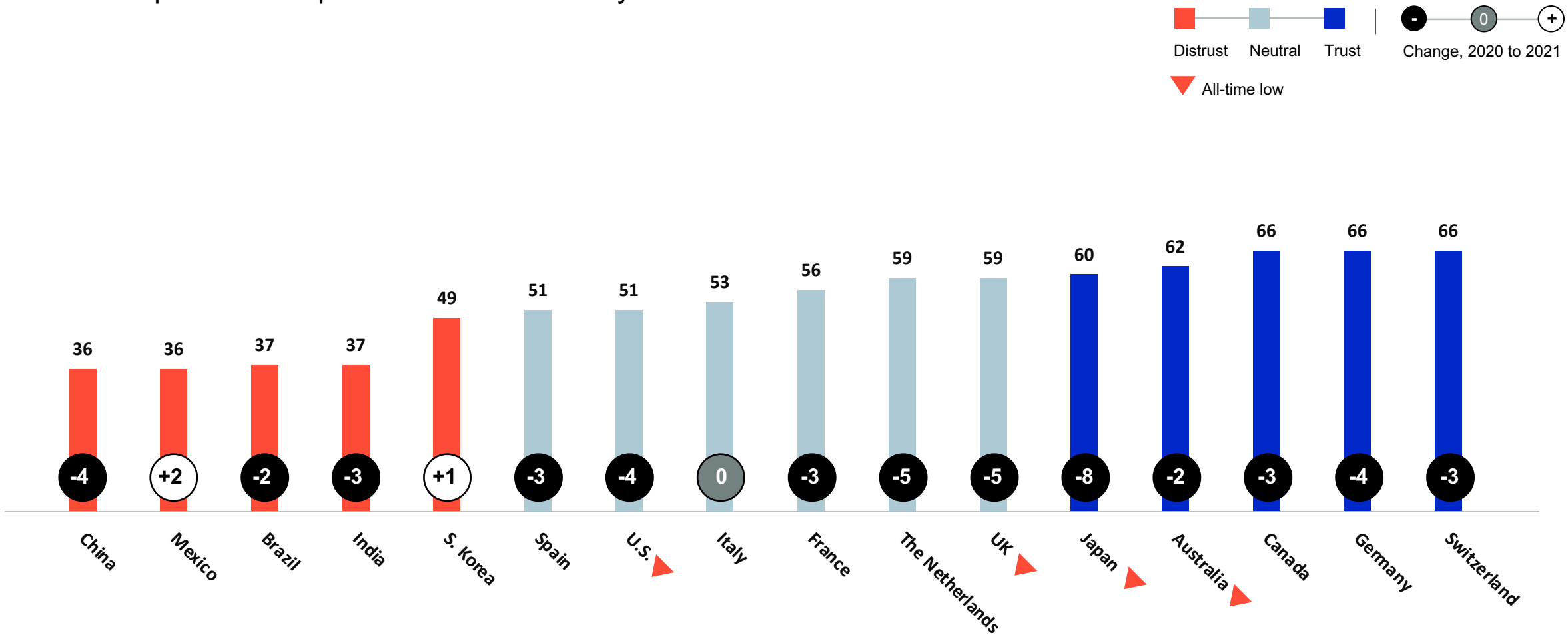
Percent trust in each sector

Industry	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	10yr. Trend
Technology	77	74	77	74	76	76	75	78	75	68	-9
Healthcare	-	-	-	-	64	67	65	68	67	66	n/a
Food and beverage	64	64	65	64	65	68	64	69	67	65	+1
Telecommunications	59	61	62	60	61	64	64	67	65	61	+2
Automotive	63	66	70	67	62	66	63	69	67	60	-3
Consumer packaged goods	58	61	62	61	62	64	61	65	62	60	+2
Energy	54	58	57	57	59	62	63	65	63	59	+5
Entertainment	-	63	66	64	66	65	63	68	65	59	n/a
Financial services	44	47	49	48	52	55	55	57	56	52	+8

2021 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 22-mkt avg.

TRUST DECLINES IN 13 OF 16 COUNTRY BRANDS

Trust in companies headquartered in each country

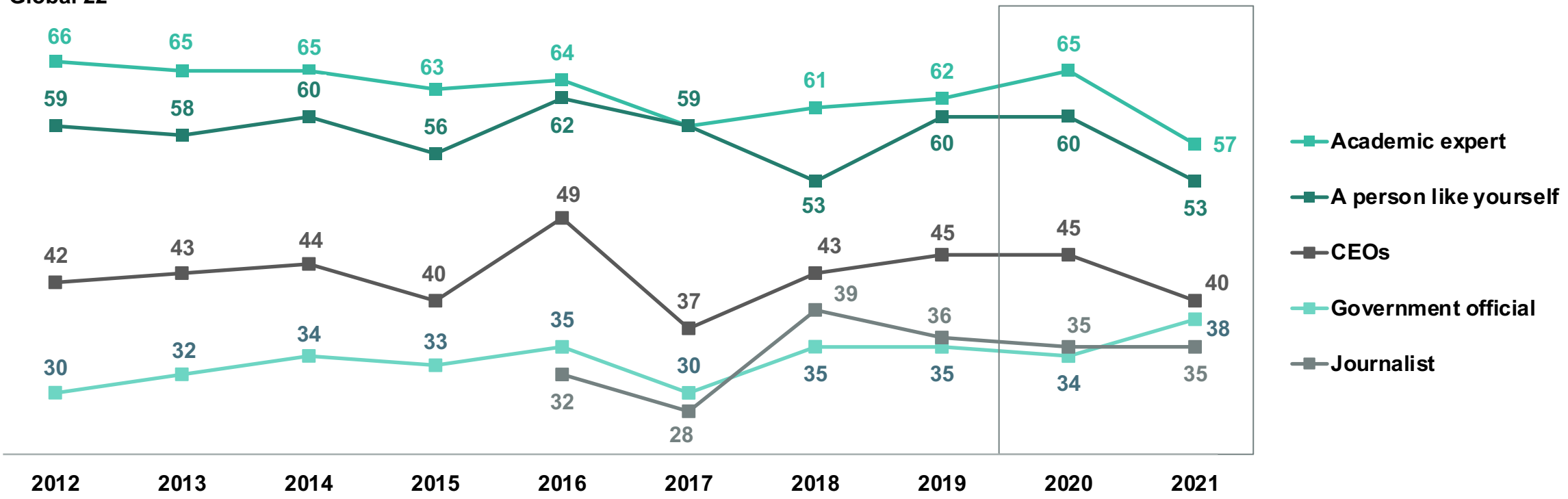


2021 Edelman Trust Barometer. TRU_NAT. Now we would like to focus on global companies headquartered in specific countries. Please indicate how much you trust global companies headquartered in the following countries to do what is right. 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 27-mkt avg.

SPOKESPEOPLE LOSE CREDIBILITY

Percent who rate each as very/extremely credible
as a source of information about a company

Global 22



2021 Edelman Trust Barometer. CRE_PPL. 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? 4-point scale; top 2 box, credible. Question asked of half of the sample. General population, 22-mkt avg.

TECHNICAL APPENDIX

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2021 EDELMAN TRUST BAROMETER

SAMPLE SIZE, QUOTAS AND MARGIN OF ERROR

	General Population			Informed Public		
	Sample Size*	Quotas Set On**	Margin of Error	Sample Size*	Quotas Set On***	Margin of Error
Global	31,050	Age, Gender, Region	+/- 0.6% total sample +/- 0.8% half sample	6,000	Age, Education, Gender	+/- 1.3% total sample +/- 1.8% half sample
China and U.S.	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	500	Age, Education, Gender	+/- 4.4% total sample +/- 6.2% half sample
Nigeria	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	100	Age, Education, Gender	+/- 9.8% total sample +/- 13.9% half sample
All other countries	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	200	Age, Education, Gender	+/- 6.9% total sample +/- 9.8% half sample

NOTE: Questions that afforded respondents the opportunity to criticize their government were not asked in China, Russia and Thailand.

* Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.
** For the general population, there were additional quotas on ethnicity in the UK and U.S., and on nationality in the UAE and Saudi Arabia.
*** For the informed public, there were additional quotas on nationality in the UAE and Saudi Arabia.

2021 EDELMAN TRUST BAROMETER

LANGUAGES AND INTERNET PENETRATION BY COUNTRY

The Edelman Trust Barometer is an online survey. In developed countries, a nationally-representative online sample closely mirrors the general population. In countries with lower levels of internet penetration, a nationally-representative online sample will be more affluent, educated and urban than the general population.

	Languages	Internet Penetration*
Global	-	83%
Argentina	Localized Spanish	93%
Australia	English	87%
Brazil	Portuguese	71%
Canada	English, French Canadian	94%
China	Simplified Chinese	59%
Colombia	Localized Spanish	63%
France	French	92%
Germany	German	96%
India	English, Hindi	41%

	Languages	Internet Penetration*
Indonesia	Indonesian	63%
Ireland	English	92%
Italy	Italian	93%
Kenya	English	87%
Japan	Japanese	94%
Malaysia	Malay	81%
Mexico	Localized Spanish	67%
Nigeria	Localized English	61%
Russia	Russian	81%
Saudi Arabia	English, Arabic	92%

	Languages	Internet Penetration*
Singapore	English, Simplified Chinese	88%
S. Africa	English, Afrikaans	55%
S. Korea	Korean	96%
Spain	Spanish	93%
Thailand	Thai	82%
The Netherlands	English, Dutch	96%
UAE	English, Arabic	96%
UK	English	95%
U.S.	English, Localized Spanish	90%

*Data source: http://www.internetworldstats.com/stats.htm as of 1/12/21

2021 EDELMAN TRUST BAROMETER

HOW WE MEASURED INFORMATION HYGIENE

To determine whether respondents practiced good information hygiene, we measured four dimensions:

1. Regular engagement with news: Do they stay informed?
2. Engagement with differing points of view: Do they avoid information echo chambers?
3. Information verification: Do they avoid assuming something is true simply because it supports their point of view?
4. Avoids spreading misinformation: Do they check information veracity before forwarding content to others?

Each respondent's level of information hygiene was categorized based on their performance across the four dimensions:

- **Good:** Performs well on three or more dimensions
- **Moderate:** Performs well on any two dimensions
- **Poor:** Performs well on one or fewer dimensions

1. News engagement *(does one or more of these several times a week or more)*

- **"**Read, view or listen to news and information produced by major news organizations or publications at the original source**"** MED_SEG_OFTr1
- **"**Read news and information from major news organizations sent to me by others or pushed to me on a news feed, social network platform or application**"** MED_SEG_OFTr2
- **"**Read, view or listen to news and information put out by major corporations regarding important social and political issues and events**"** MED_SEG_OFTr16
- **"**Listen to podcasts or read newsletters or blog posts put out by independent individuals whom I trust to keep me informed about important issues, but who do not work for a news media company**"** MED_SEG_OFTr17

2. Avoiding information echo chambers *(must say they do one or more of these)*

- **"**How often do you read or listen to information or points of view from people, media sources or organizations with whom you often disagree?**"** NEWS_DIS *(weekly or more)*
- **"**When someone you know sends you some information that supports a position that you do NOT believe, which of the following do you typically do with it?**"** POS_DIS *(study thoroughly)*

3. Verify information *(must say they do two or more of these)*

- **"**Confirm that a news story is really true by looking across multiple information sources**"** MED_SEG_OFTr15 *(several times a week or more)*
- **"**When someone you know sends you some information that supports a position you believe, which of the following do you typically do with it?**"** POS_BEL *(use fact-checking sites and/or verify from people I know and/or go to original source material)*

4. Do not amplify unvetted information *(must never do this)*

- **"**Pass on news and information to others without first checking its accuracy or the integrity of the source**"** MED_SEG_OFTr18

2021 EDELMAN TRUST BAROMETER

HOW WE PLOTTED THE INSTITUTIONAL COMPETENCE AND ETHICS SCORES

The competence score (the x-axis of the plot): An institution's competence score is a net of the top 3 box (AGREE) minus the bottom 3 box (DISAGREE) responses to the question "To what extent do you agree with the following statement? *[INSTITUTION] in general is good at what it does*". The resulting net score was then subtracted by 50 so that the dividing line between more competent and less competent institutions crossed the y-axis at zero.

The net ethical score (the y-axis of the plot): The ethics dimension is defined by four separate items. For each item, a net score was calculated by taking the top 5 box percentage representing a positive ethical perception minus the bottom 5 box percentage representing a negative ethical perception. The y-axis value is an average across those 4 net scores. Scores higher than zero indicate an institution that is perceived as ethical.

Respondents were asked:

In thinking about why you do or do not trust *[INSTITUTION]*, please specify where you think they fall on the scale between the two opposing descriptions. *(Please use the slider to indicate where you think [INSTITUTION] falls between the two extreme end points of each scale.)*

DIMENSION	ETHICAL PERCEPTION	UNETHICAL PERCEPTION
Purpose-Driven	Highly effective agent of positive change	Completely ineffective agent of positive change
Honest	Honest and fair	Corrupt and biased
Vision	Has a vision for the future that I believe in	Does not have a vision for the future that I believe in
Fairness	Serves the interests of everyone equally and fairly	Serves the interests of only certain groups of people

2021 EDELMAN TRUST BAROMETER

HOW WE CALCULATED INCREASED LIKELIHOOD TO TRUST BUSINESS

Respondents were asked to evaluate the performance of business as an institution against a variety of behavioral expectations. These performance scores were then incorporated into a discrete choice analysis to determine which behaviors, if done well, would provide the greatest boost to trust in business.

The top five performance drivers of trust, defined in terms of marginal effect on likelihood to trust associated with doing that behavior well, are displayed on the slide.

Respondents were asked:

How well do you feel business is currently doing each of the following? Please indicate your answer using the 5-point scale below where 1 means the institution is “failing at this” and 5 means the institution is “doing this very well”.

Full list of behaviors examined (top 5 highlighted in bold)

1. **Meeting your overall expectations for how they should be responding to the health and public safety aspects of the COVID-19 pandemic**
2. Meeting your overall expectations for how they should be responding to the economic consequences of the COVID-19 pandemic
3. Partnering with other organizations and societal institutions, even if they might be competitors, to mount the strongest and most effective responses possible to our societal challenges
4. Stepping in to fill leadership voids and policy gaps left by government
5. Doing everything they can to ensure the safety and wellbeing of our people and communities
6. Identifying and addressing systemic inequalities, unfair treatment, and prejudices within society and in the business world
7. Shaping our culture for the better by inspiring positive change in how we see and treat ourselves and each other
8. Developing new solutions to help address our country’s problems
9. Working to benefit their employees, customers, and local community, in addition to their owners and shareholders
10. Putting people before profits
11. **Being the guardian of information quality, working to ensure that only true, verified information is being shared and circulated**
12. **Driving the economic prosperity of our country**
13. Working to ensure that our workers have the skills necessary to be competitive in the global job market
14. Investing in the local communities where they are headquartered or have large production facilities/offices
15. **Taking a long-term perspective when making business decisions versus focusing on short-term profits**
16. **Embracing sustainable practices across their business**

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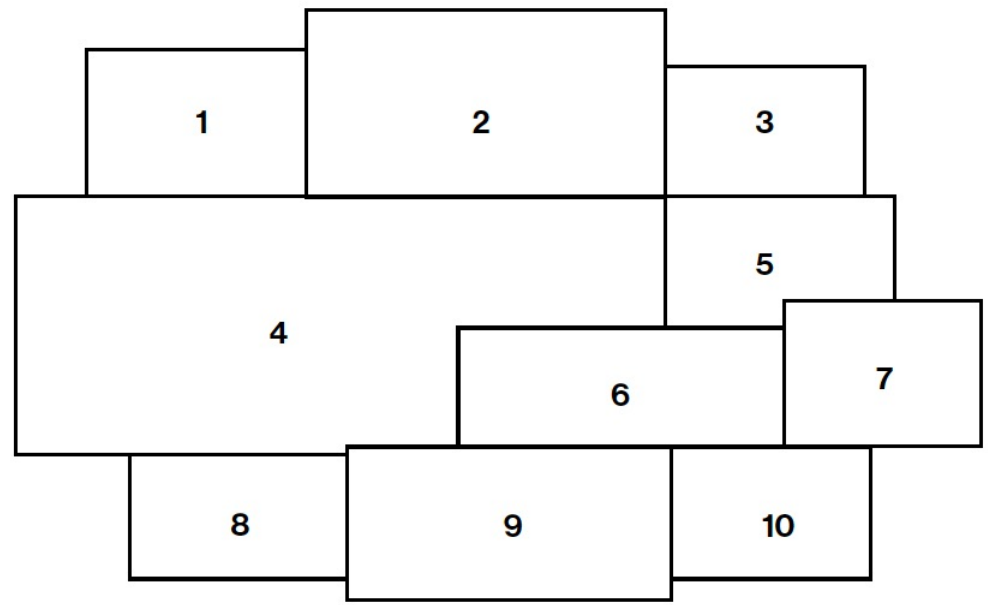
1 Freight Trucks Stopped In Operation Stack On M20 Motorway: *Andrew Aitchison/Getty Images* **2** Joe Biden and Running Mate Kamala Harris Deliver Remarks In Delaware: *Drew Angerer/Getty Images* **3** Frances Gogh receives the first of two Pfizer/BioNTech Covid-19 vaccine jabs: *Victoria Jone/Getty Images* **4** Trump Supporters Hold "Stop The Steal" Rally In DC Amid Ratification Of Presidential Election: Samuel Corum/Getty Images **5** Albert Bourla, CEO Pfizer, attends the 48th annual meeting of the World Economic Forum, WEF, in Davos, Switzerland: *Gian Ehrenzeller/AP* **6** YOOX Net-A-Porter Offices, London, United Kingdom. Architect: Grimshaw, 2017: *Anthony Weller/View Pictures/ Getty Images* **7** Due to Covid-19 pandemic closing announcement on a shop window in a shopping mall: *Annie Japaud/Getty Images* **8** Stock market or forex trading graph in graphic concept: *Berkah/Getty Images* **9** March On Washington To Protest Police Brutality: *Drew Angerer/Getty Images* **10** Shoppers in Beijing During Golden Week Holiday: *Bloomberg/Getty Images*

On the cover



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People wear face masks as they wait at Hankou Railway Station on January 22, 2020 in Wuhan, China: Getty Images

Slide 13 Pandemic Further Fuels Fears
Indian paramilitary troopers wearing a protective suit distribute free food for migrant laborers during a government-imposed nationwide lockdown on the outskirts of Srinagar: Tauseef Mustafa / AFP via Getty Images

Slide 18 Crisis of Leadership
U.S. President Donald Trump speaks in the briefing room at the White House on November 5, 2020 in Washington, DC. Votes are still being counted two days after the presidential election as incumbent Trump is in a close race against challenger Democratic presidential nominee Joe Biden, which remains too close to call: Chip Somodevilla / Getty Images

UK Prime Minister Boris Johnson speaks and takes questions during a press conference in Downing Street regarding the coronavirus outbreak, on March 9, 2020. in London, England: Alberto Pezzali / WPA Pool/Getty Images

Andres Manuel Lopez Obrador, Mexico's president, speaks during a news conference at the National Palace in Mexico City, Mexico, on Wednesday, Nov. 25, 2020. Lopez Obrador reiterated Wednesday that hell wait until the U.S. presidential election process is fully concluded before he congratulates a winner: Cegarra / Bloomberg via Getty Images

President of Brazil Jair Bolsonaro and Health Minister Nelson Teich speak during a press conference to announce Teich as newly appointed Health Minister amidst coronavirus (COVID-19) pandemic at the Planalto Palace on April, 16, 2020 in Brasilia. President Bolsonaro has fired outgoing Minister of Health Luiz Henrique Mandetta over differences in coronavirus strategy. Brazil has over 30,000 confirmed positive cases of Coronavirus and 1942 deaths: Andressa Anholete / Getty Images

Slide 24 Raging Infodemic Feeds Mistrust
A protester holds a placard during the Irish Freedom Party an anti-vaccination and anti-lockdown rally outside the Custom House, on day 39 of the nationwide Level 5 lockdown. On Saturday, November 28, 2020, in Dublin, Ireland: Artur Widak / NurPhoto via Getty Images

Slide 30 High Stakes for Public Health and the Economy
Local response to Coronavirus is felt on a street-by-street level as restaurants, shops and small businesses are closed up with their shutters pulled down on Ladypool Road in Birmingham, England: Mike Kemp / In Pictures via Getty Images

Slide 34 A New Mandate for Business
Female cashier working at supermarket attending a woman customer. Woman wearing protective face mask sitting at grocery store checkout counter during covid-19 pandemic talking with a customer. Luis Alvarez via Getty Images