



2014

EDELMAN TRUST BAROMETER GLOBAL RESULTS

Ben Boyd
Deputy chairman, practices & sectors
Global chair, corporate practice

EDELMAN'S 14TH ANNUAL SURVEY



ONLINE SURVEY IN 27 COUNTRIES

- 33,000 respondents
- 6 years in 20+ markets
- 9 years in 10+ markets



GENERAL POPULATION

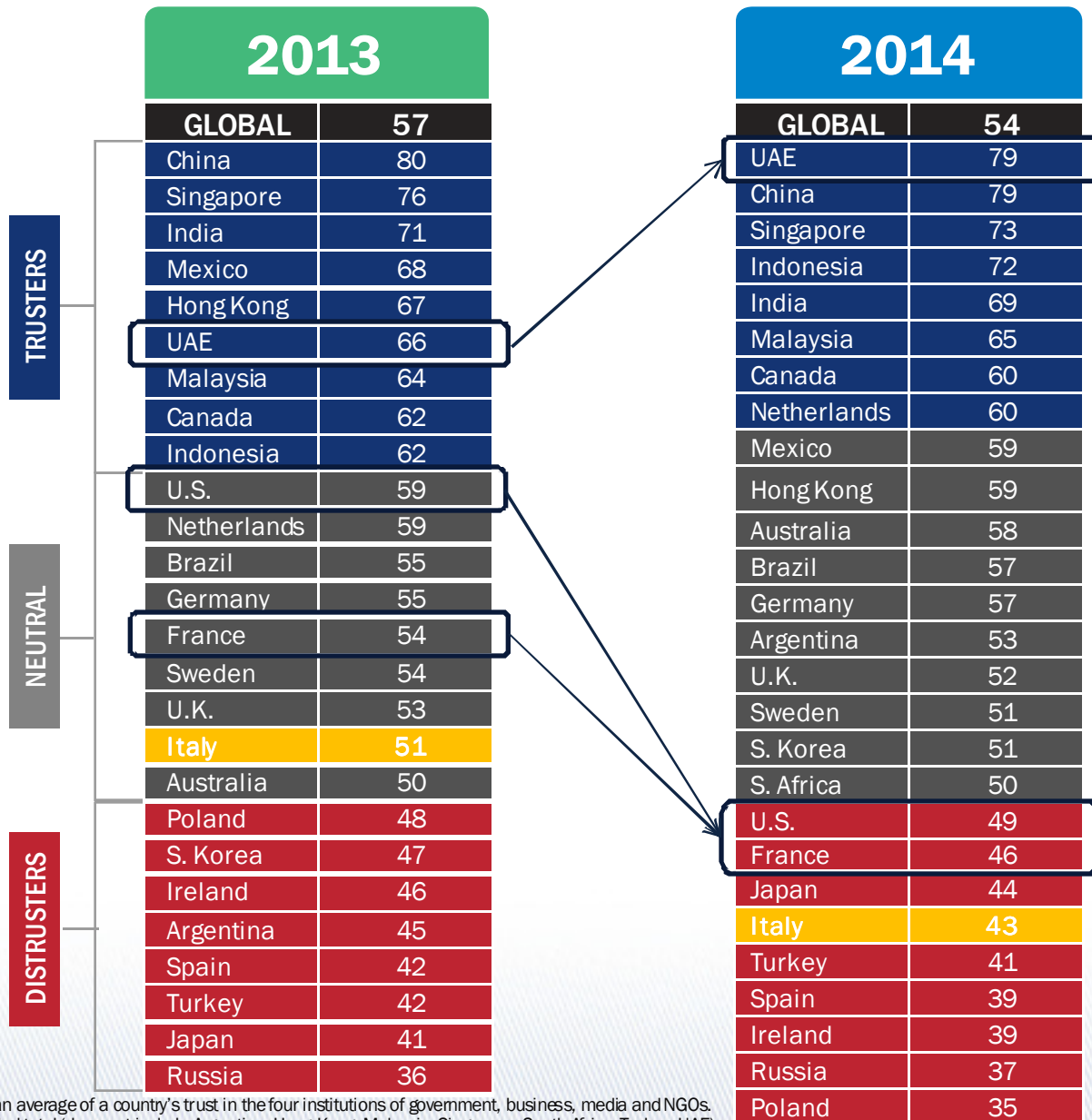
- 1000 respondents per country surveyed
- Ages 18+
- 3 years in 25+ markets



INFORMED PUBLICS

- 500 respondents in U.S. and China & 200 in other countries
- 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 and public policy
- 14 years of data

THE TRUST INDEX: SLIGHT DECLINE IN TRUST OVER THE PAST YEAR WITH STRONG REGIONAL VARIATIONS; MAJOR DECLINES IN POLAND, U.S. & MEXICO



BIG TRUST INCREASES FROM 2013

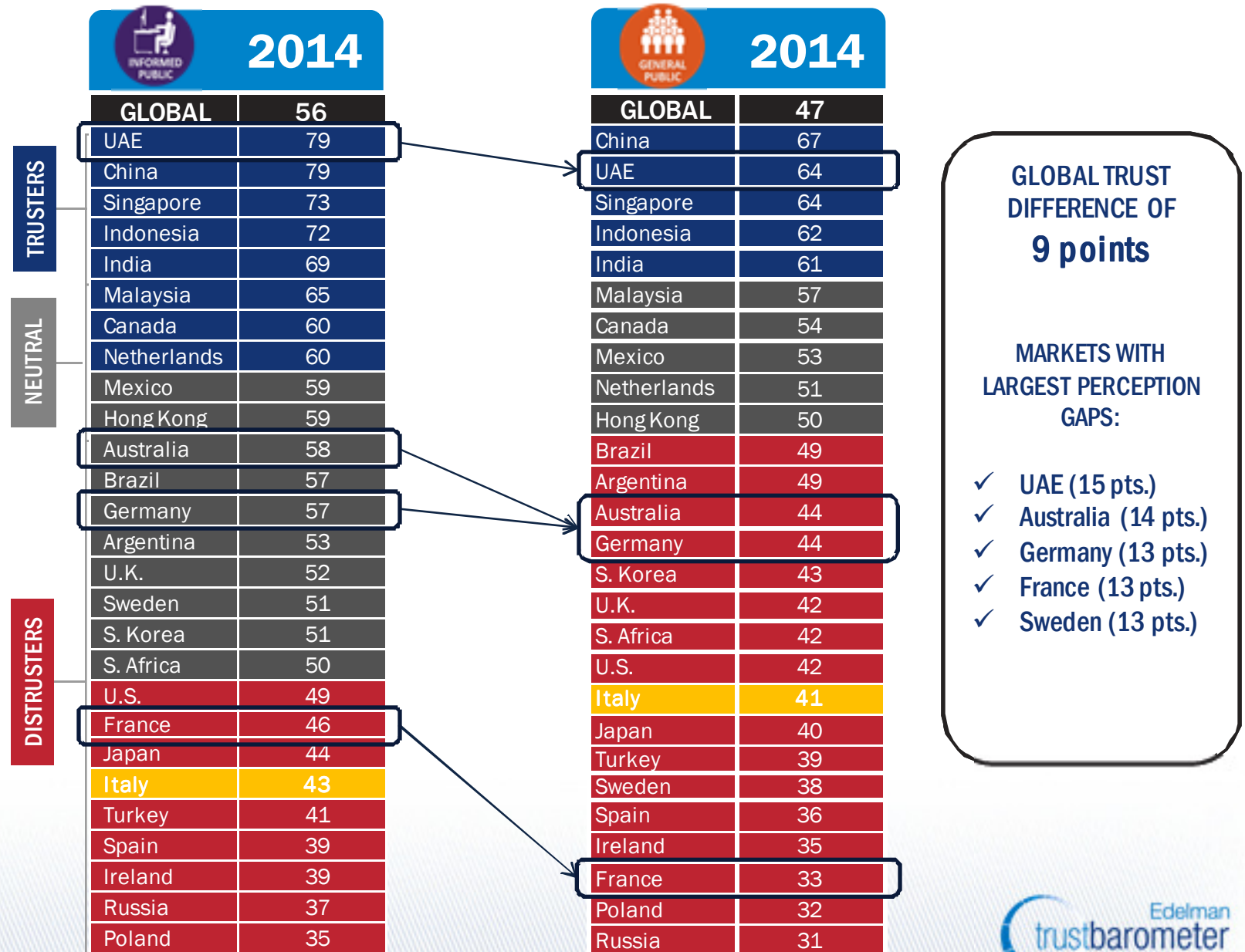
UAE +13 pts.
Indonesia +10 pts.
Australia + 8 pts.
Argentina + 8 pts.

BIG TRUST DECREASES FROM 2013

Poland -13 pts.
U.S. -10 pts.
Mexico -9 pts.

3 Trust Index is an average of a country's trust in the four institutions of government, business, media and NGOs. 20-country global total (does not include Argentina, Hong Kong, Malaysia, Singapore, South Africa, Turkey, UAE).

SUBSTANTIALLY LOWER TRUST AMONG GENERAL PUBLIC THAN INFORMED PUBLIC





TRUST IN BUSINESS AND NGOS REMAINS STABLE, TRUST IN GOVERNMENT AND MEDIA DECREASES

TRUST IN THE FOUR INSTITUTIONS OF GOVERNMENT, BUSINESS, MEDIA AND NGOS, 2013 VS. 2014

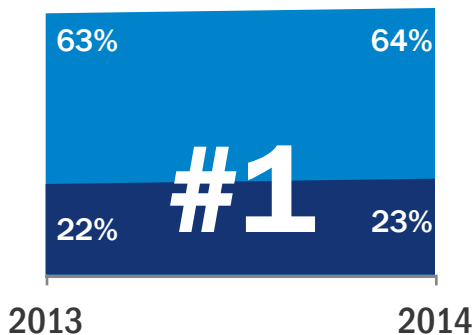
TOTAL TRUST



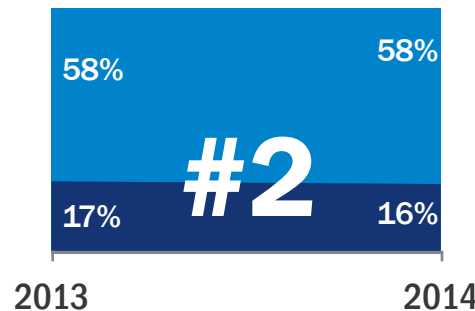
TRUST A GREAT DEAL



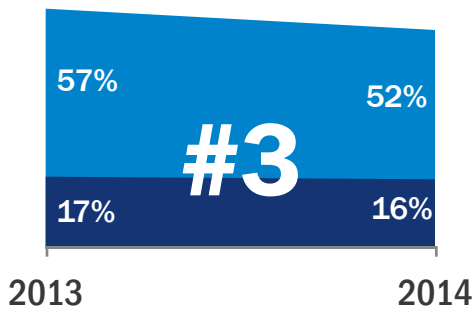
NGOS



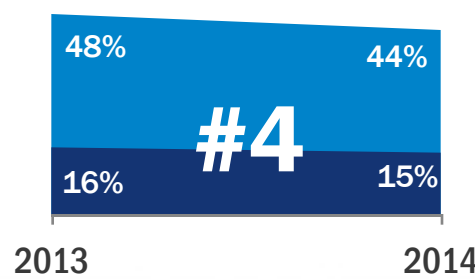
BUSINESS



MEDIA



GOVERNMENT



Q11-14. [TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution 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'. (Top 2 Box, Trust a great deal and Top 4 Box, Trust) Informed Publics in 20-country global total.



ONLY 3% OF ITALIANS TRUST GOVERNMENT A GREAT DEAL

ITALY TRUST IN THE FOUR INSTITUTIONS: GOVERNMENT, BUSINESS, MEDIA AND NGOS, 2013 VS. 2014

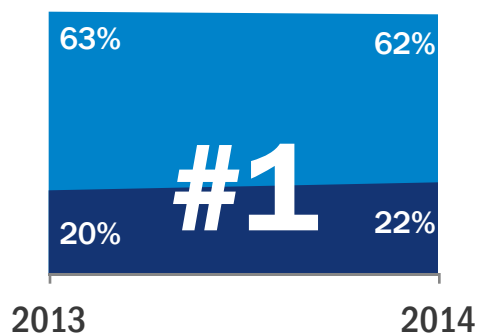
TOTAL TRUST



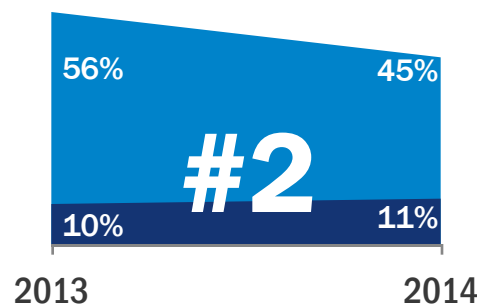
TRUST A GREAT DEAL



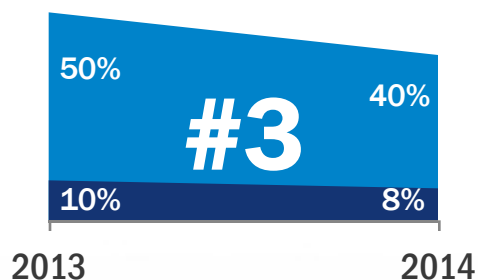
NGOS



BUSINESS



MEDIA



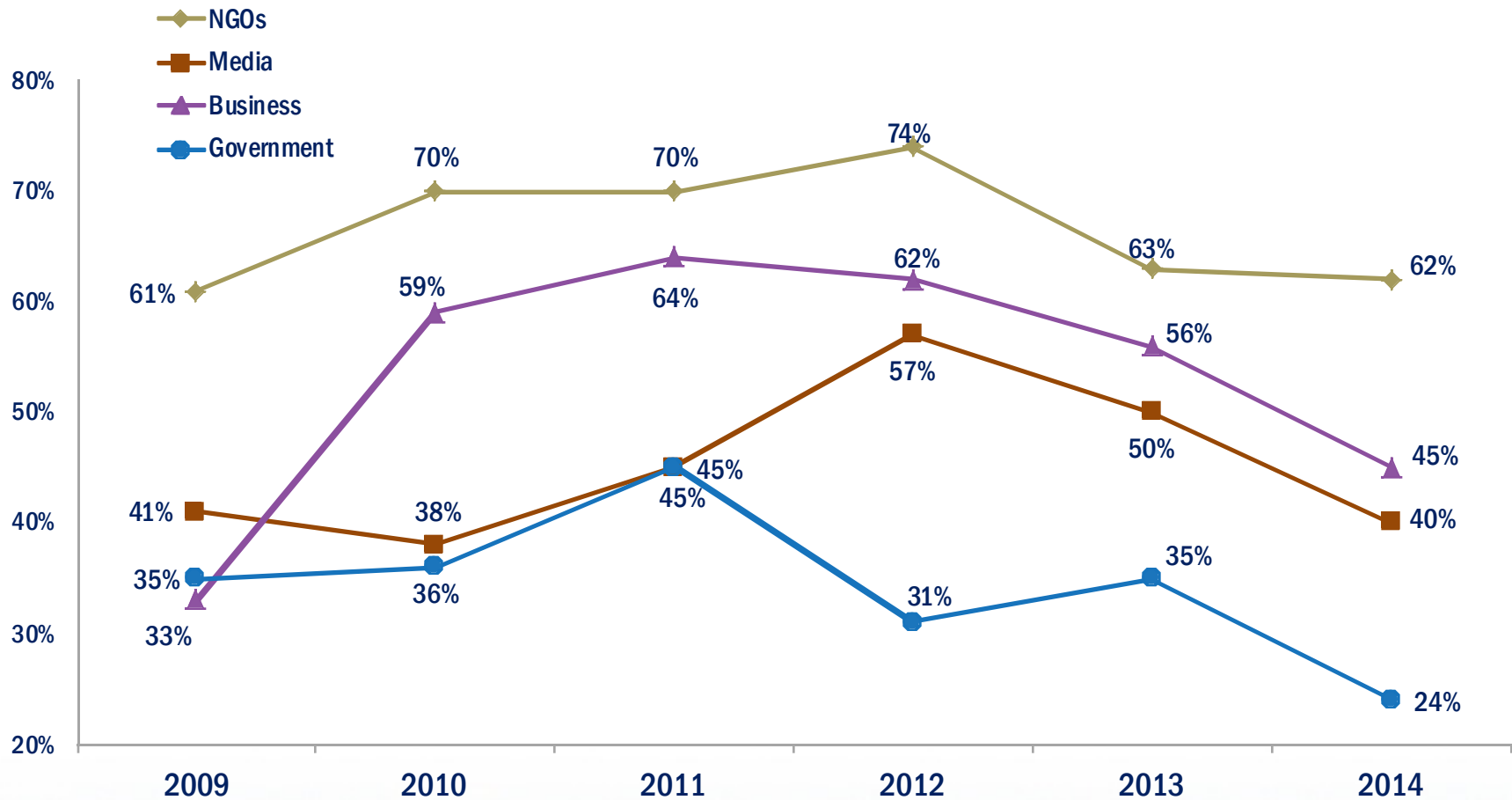
GOVERNMENT





TRUST DECREASES, GOVERNMENT AT THE LOWEST LEVEL IN HALF A DECADE

ITALY TRUST IN THE FOUR INSTITUTIONS SINCE 2009



TRUST IN NGOS ON THE RISE, WITH MAJORITY OF MARKETS AT OR ABOVE 60% TRUST LEVEL

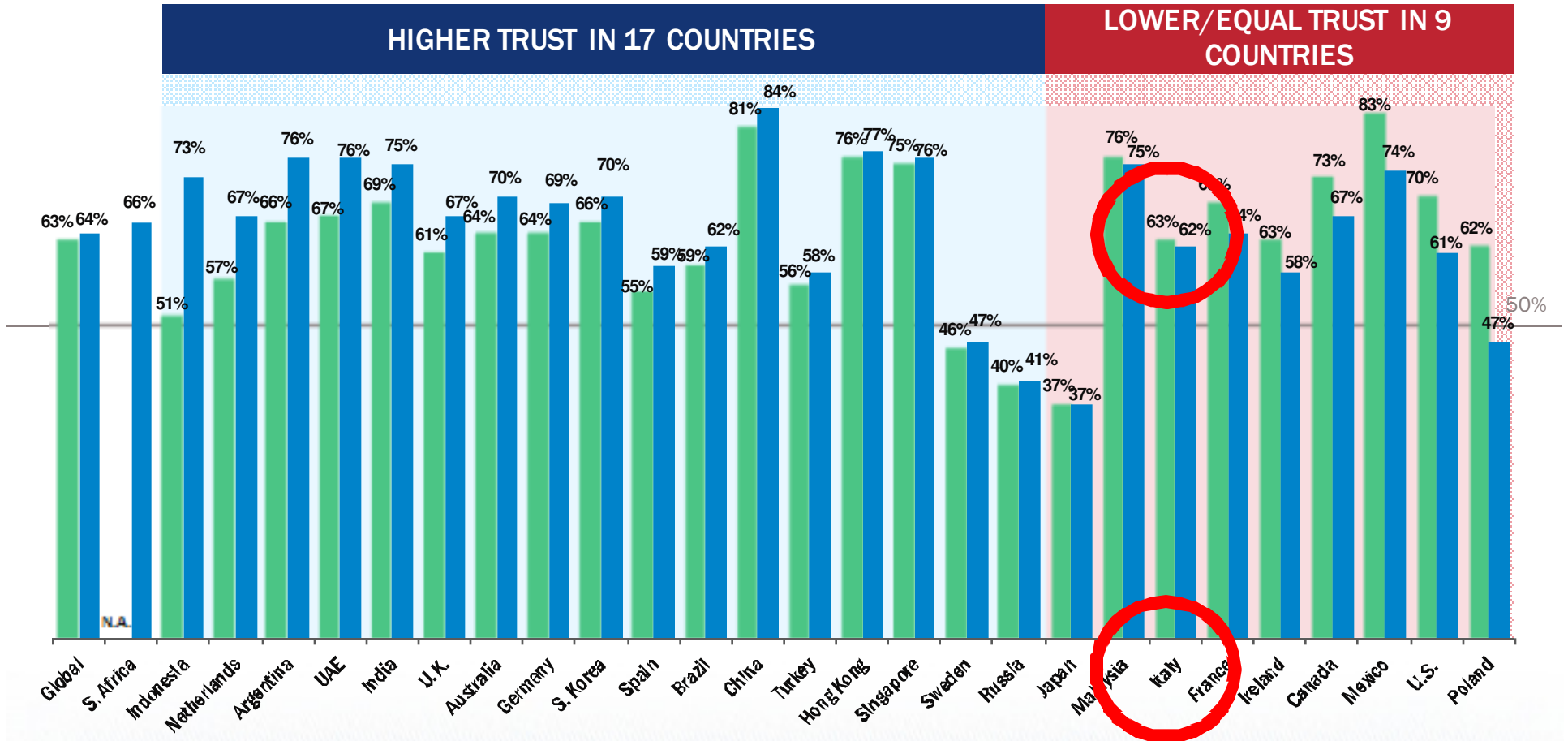
TRUST IN NON-GOVERNMENTAL ORGANIZATIONS (NGOs), 2013 VS. 2014



2013
2014



NGOs most trusted institution in 20 of the 27 countries surveyed in 2014



Q11-14. [NON-GOVERNMENTAL ORGANIZATIONS] Below is a list of institutions. For each one, please indicate how much you trust that institution 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. (Top 4 Box, Trust) Informed Publics, 20-country global total.

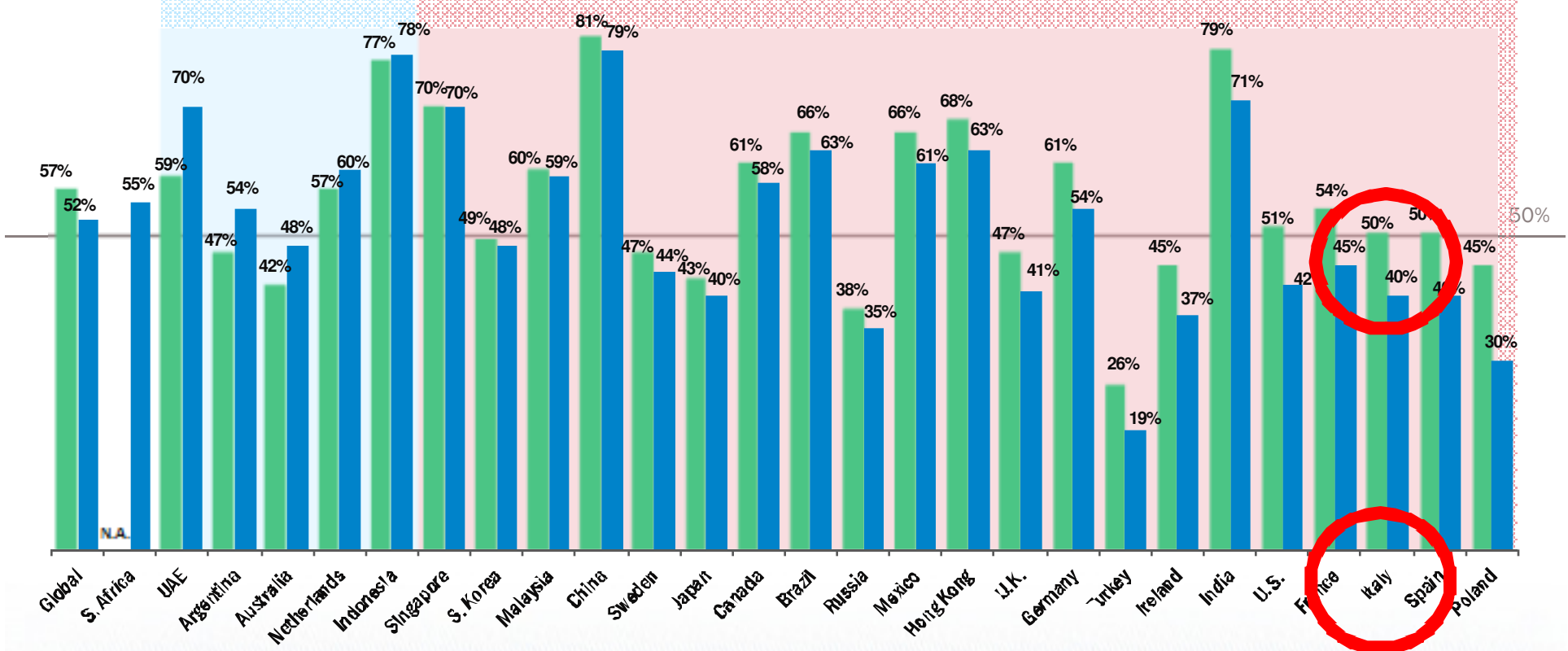
GLOBAL TRUST IN MEDIA REVERTS TO 2010 LEVELS; NEARLY 80% OF COUNTRIES REPORT TRUSTING MEDIA LESS OVER THE LAST YEAR

TRUST IN MEDIA, 2013 VS. 2014



2013 █
2014 █

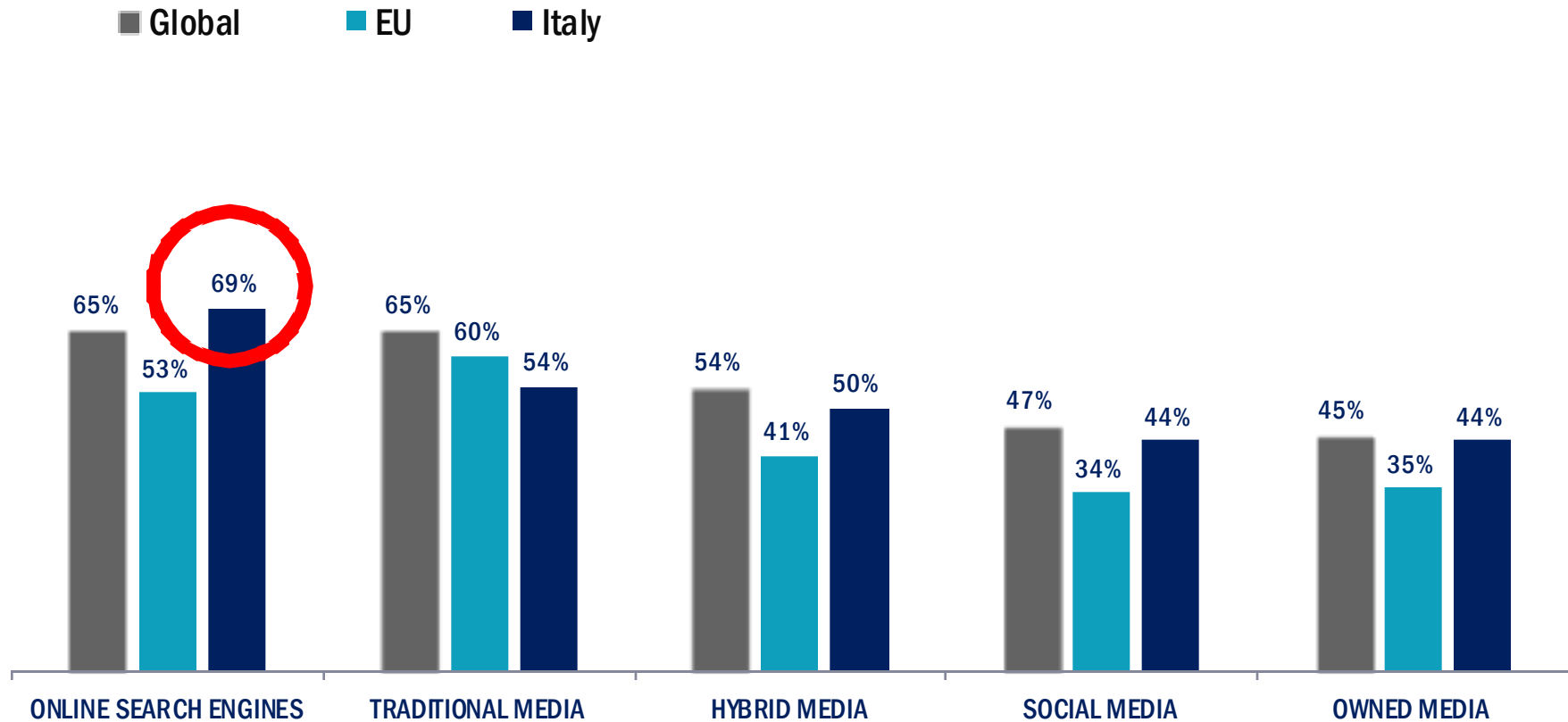
HIGHER TRUST IN 5 COUNTRIES **LOWER/EQUAL TRUST IN 21 COUNTRIES**



Q11-14. [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 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'. (Top 4 Box, Trust) Informed Publics, 20-country global total.

ITALIANS TRUST ONLINE SEARCH ENGINES, THIS IS NOT THE SAME IN EUROPE WHERE TRADITIONAL IS STILL THE HIGHEST

ITALY TRUST IN DIFFERENT SOURCES OF INFORMATION

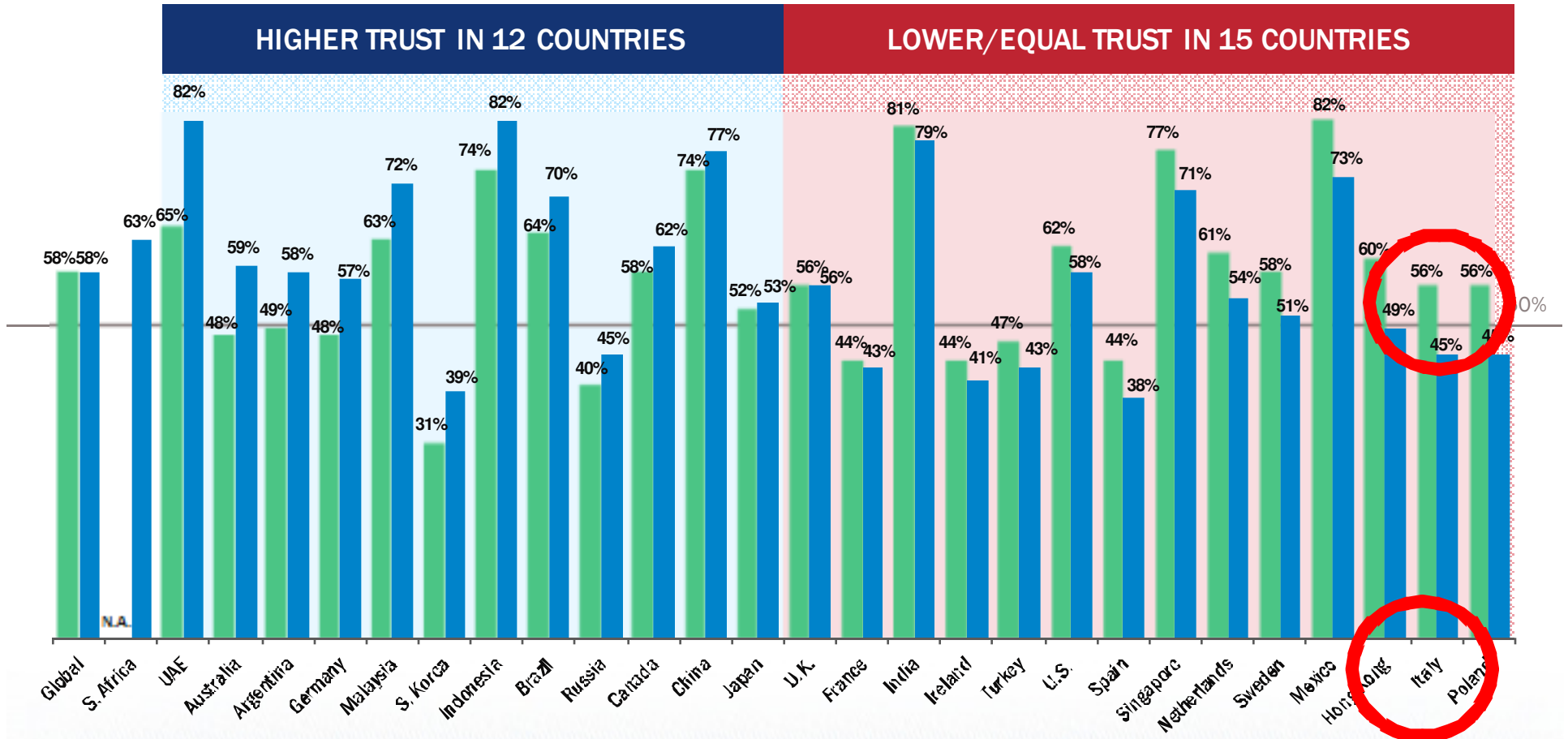


TRUST IN BUSINESS STABILIZES; WESTERN SKEPTICISM ENTRENCHED, DEVELOPING MARKETS SOAR

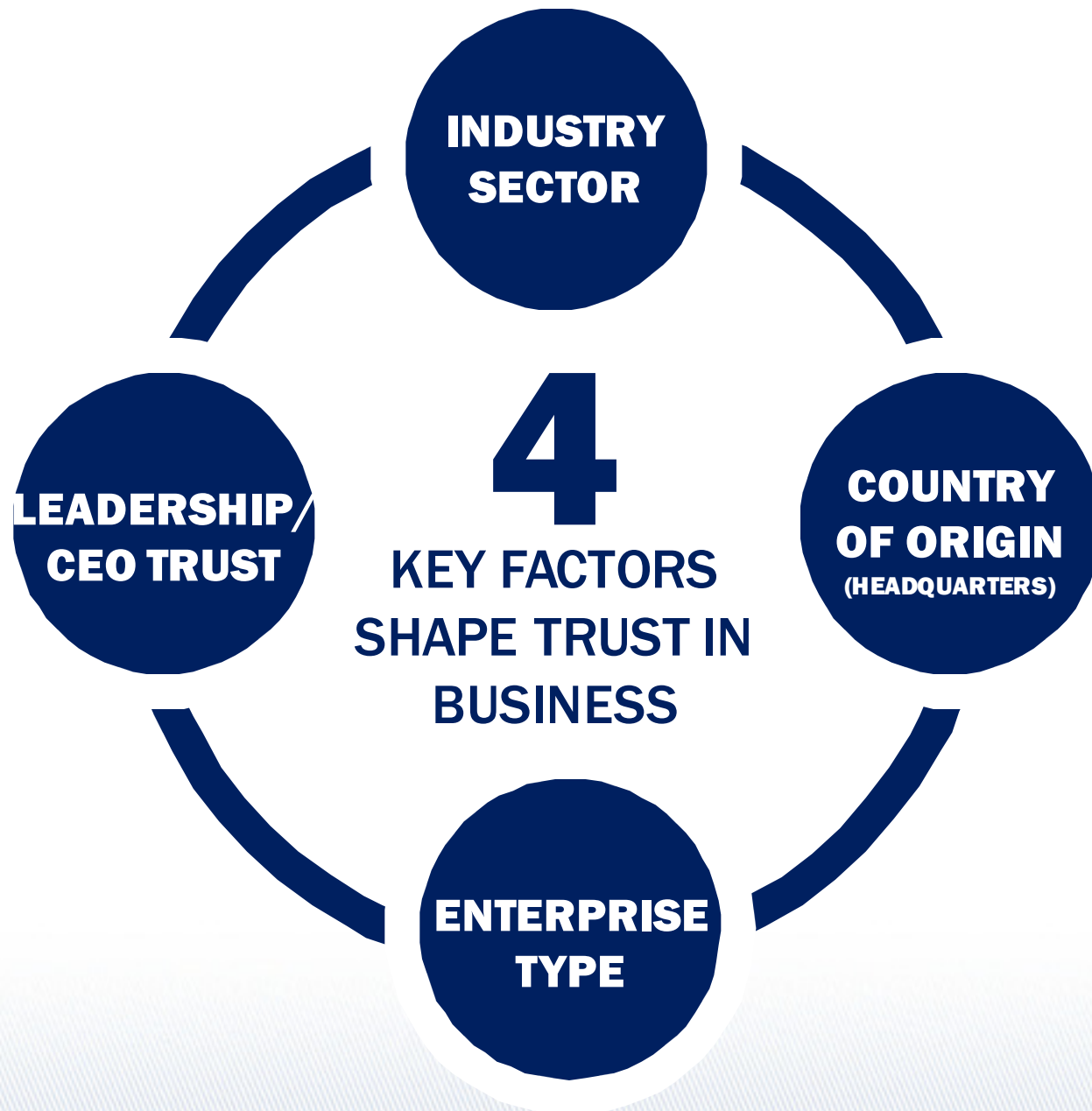
TRUST IN BUSINESS, 2013 VS. 2014



2013 █
2014 █



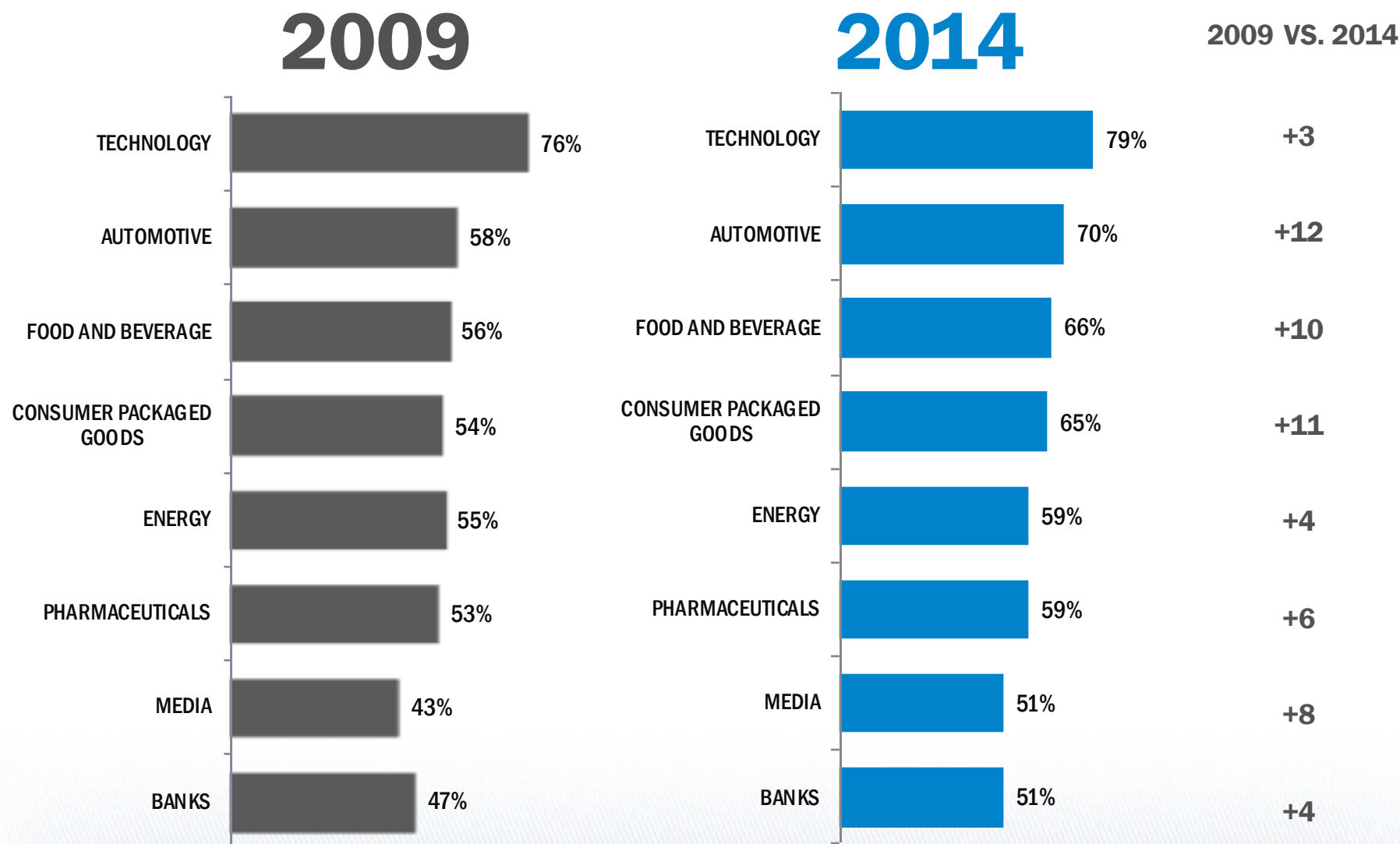
Q11-14. [BUSINESS IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you 'do not trust them at all' and nine means that you 'trust them a great deal'. (Top 4 Box, Trust) Informed Publics, 20-country global total.





TECHNOLOGY CONTINUES TO LEAD, BANKS TRAIL

TRUST IN INDUSTRIES, 2009 VS. 2014



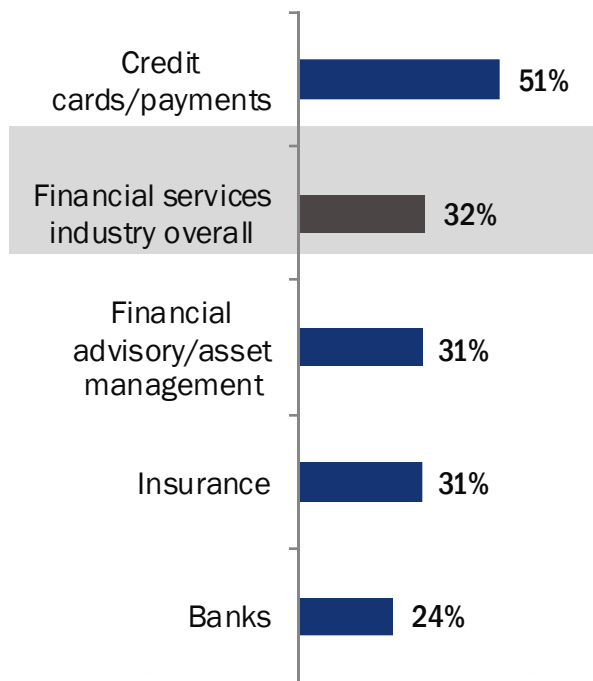
Q43-60. [TRACKING] Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". (Top 4 Box, Trust) Informed Publics, 20-country global total.

RENEWABLES LEAD TRUST FOOD AND BEVERAGE RETAILERS ARE WELL POSITIONED

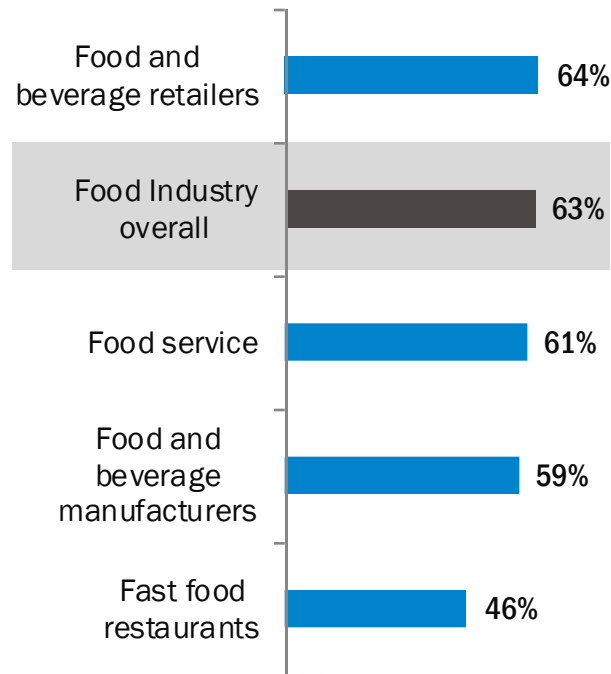
ITALY TRUST IN INDUSTRY SECTORS



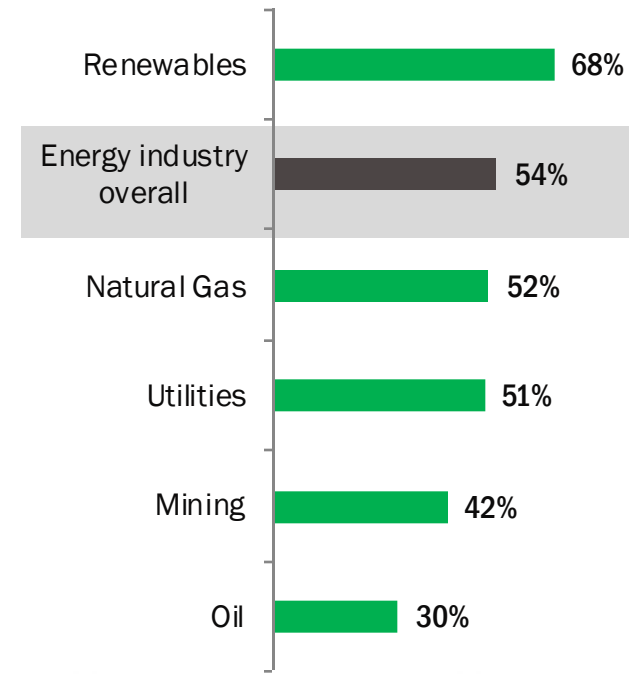
FINANCIAL SERVICES INDUSTRY



FOOD & BEVERAGE INDUSTRY



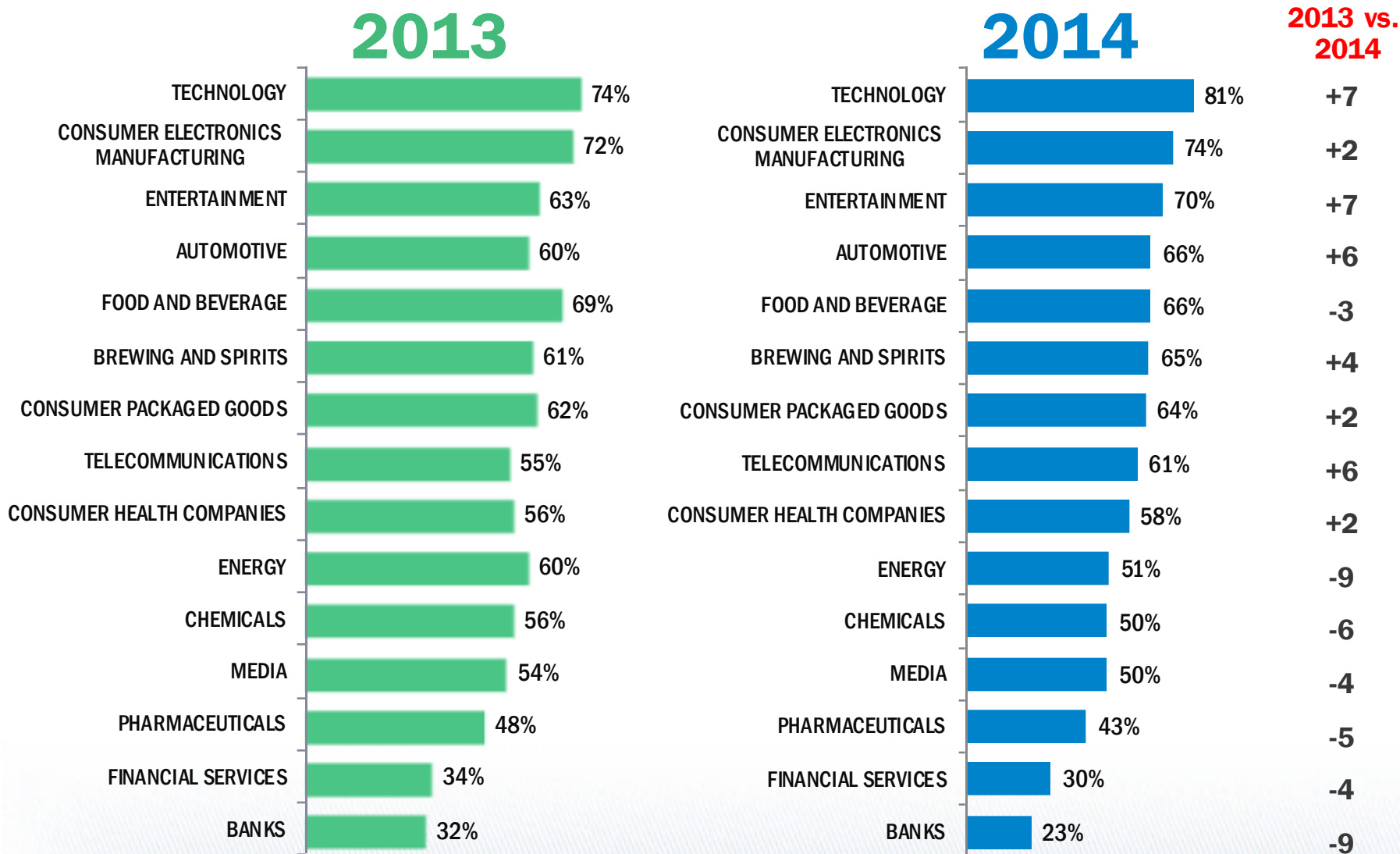
ENERGY INDUSTRY





HIGHEST ARE GETTING HIGHER, LOWEST ARE GETTING LOWER

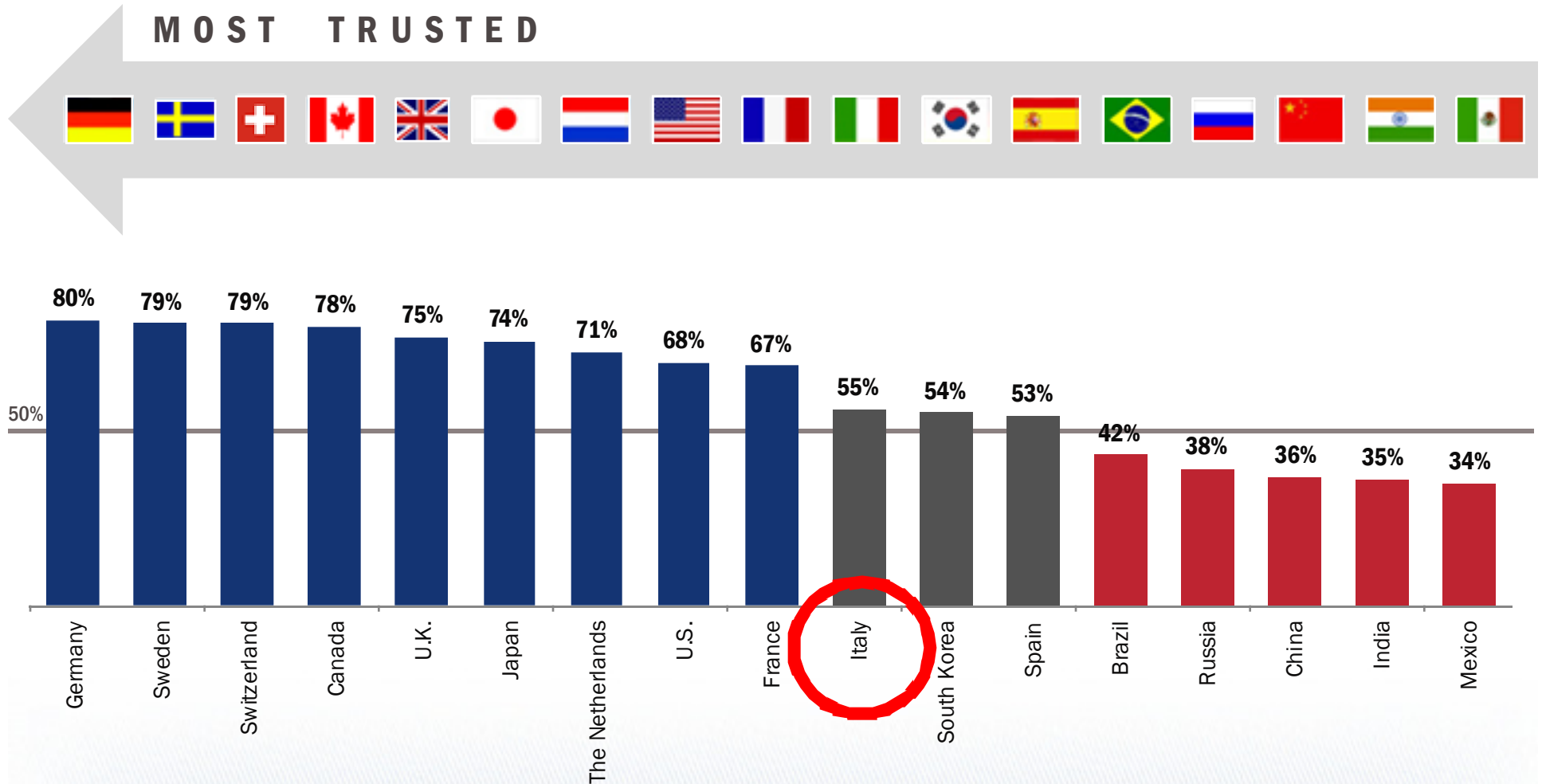
TRUST IN INDUSTRIES, 2013 VS. 2014 - ITALY



15 Q43-60. [TRACKING] Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-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 Publics.

COMPANIES HEADQUARTERED IN BRIC NATIONS SUFFER A TRUST DEFICIT COMPARED TO WESTERN BASED COMPANIES

TRUST IN COMPANIES HEADQUARTERED IN THE FOLLOWING COUNTRIES

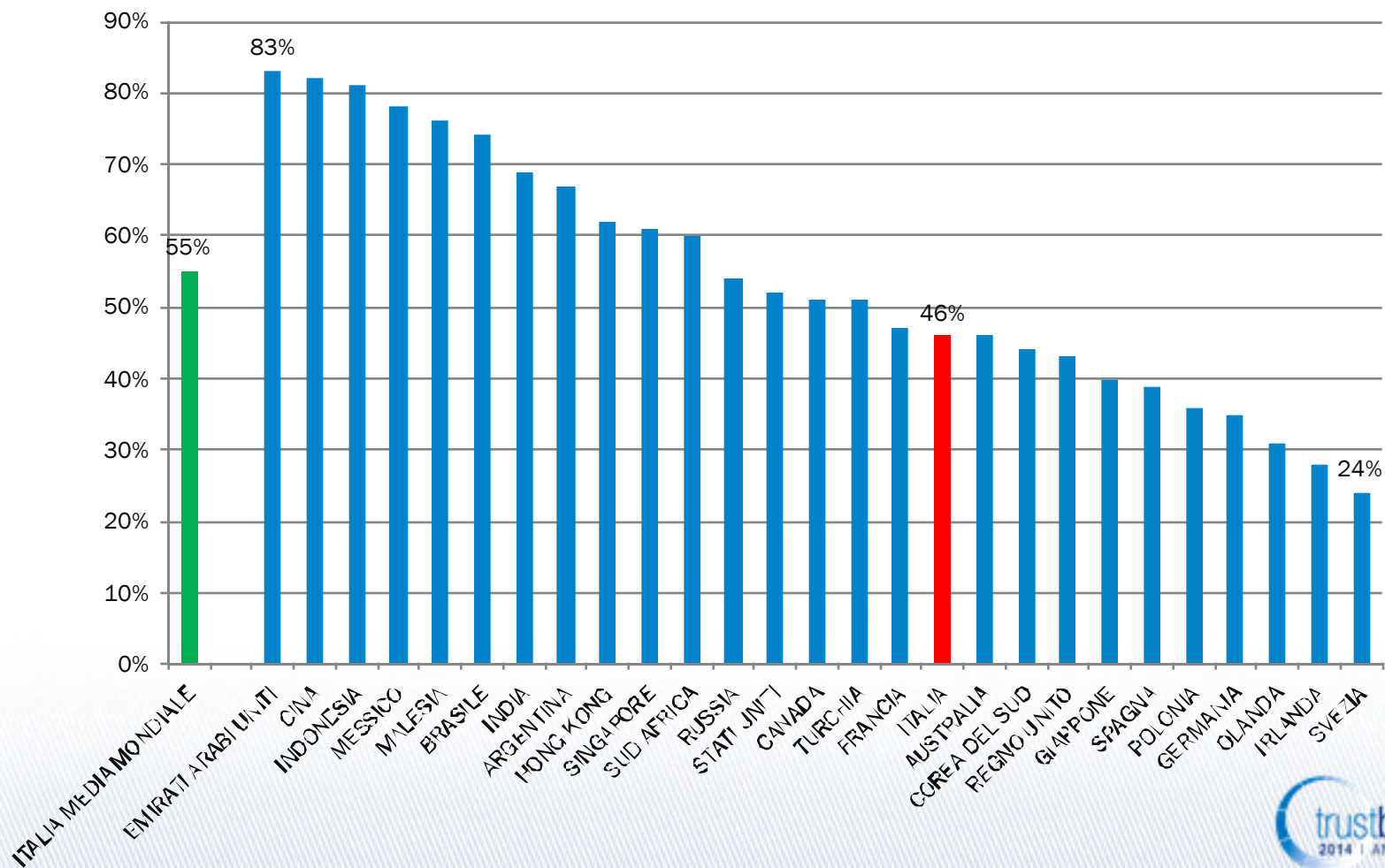


Q26-Q42. [TRACKING] Now we would like to focus on global companies headquartered in specific countries. Please indicate how much you trust global companies headquartered in the following countries to do what is right. Use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". (Top 4 Box, Trust) Informed Publics, 27-country global total.

MANY OTHER COUNTRIES TRUST IN ITALIAN COMPANIES MORE THAN ITALY ITSELF



TRUST IN ITALY'S HEADQUARTERED COMPANIES AROUND THE WORLD

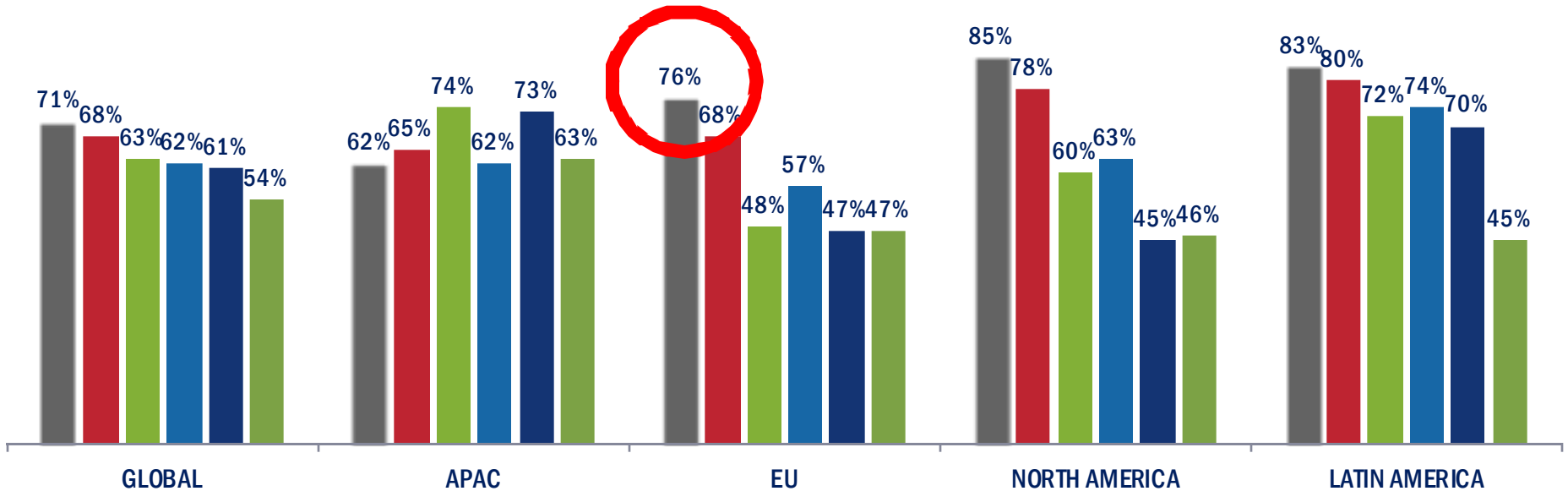


FAMILY-OWNED AND SMALL- AND MEDIUM-SIZED BUSINESSES HAVE A TRUST ADVANTAGE EXCEPT IN ASIA

TRUST IN DIFFERENT TYPES OF BUSINESS - BY REGION



■ FAMILY-OWNED ■ SMALL- & MEDIUM-SIZED ■ PUBLICLY-TRADED ■ PRIVATELY-HELD ■ BIG BUSINESS ■ STATE-OWNED

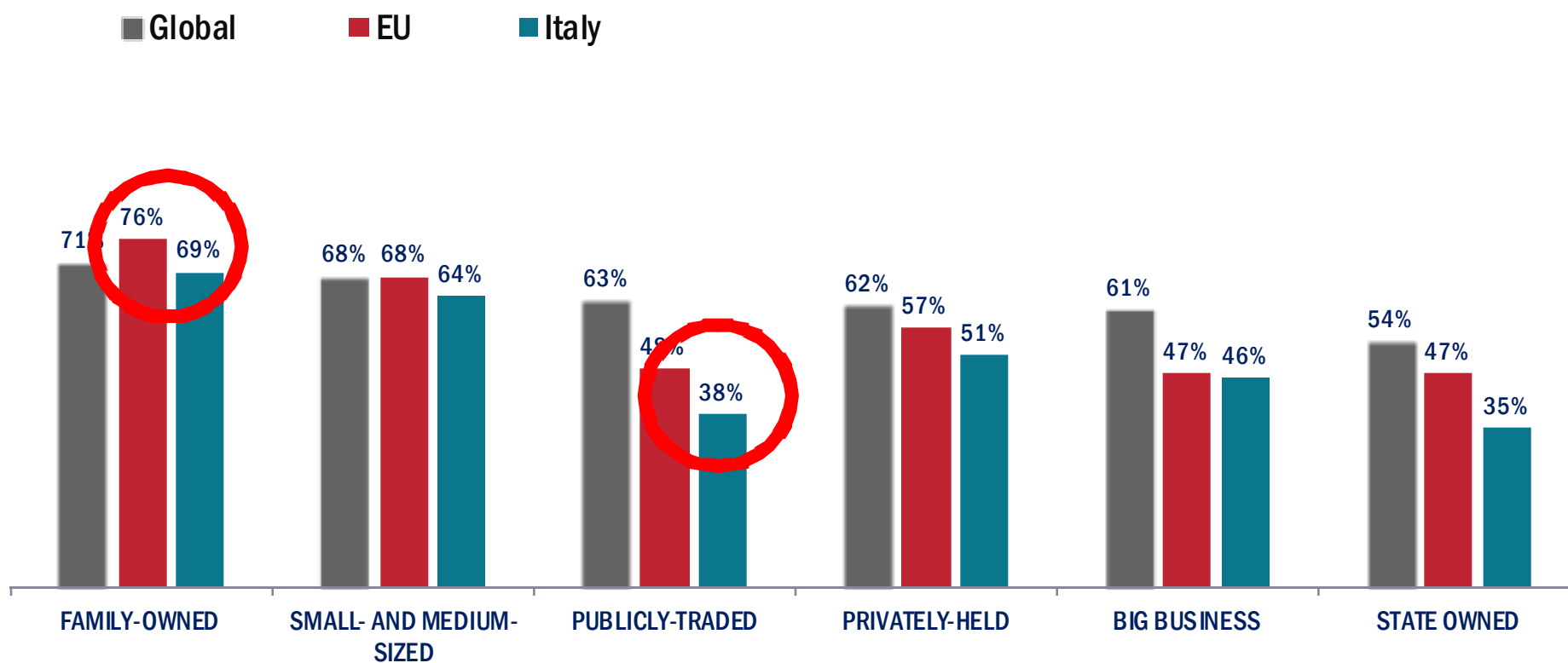


Q15-17C. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". (Top 4 Box, Trust) Informed Publics, 27-country global total.



FAMILY-OWNED AT THE TOP, STATE OWNED AT THE BOTTOM

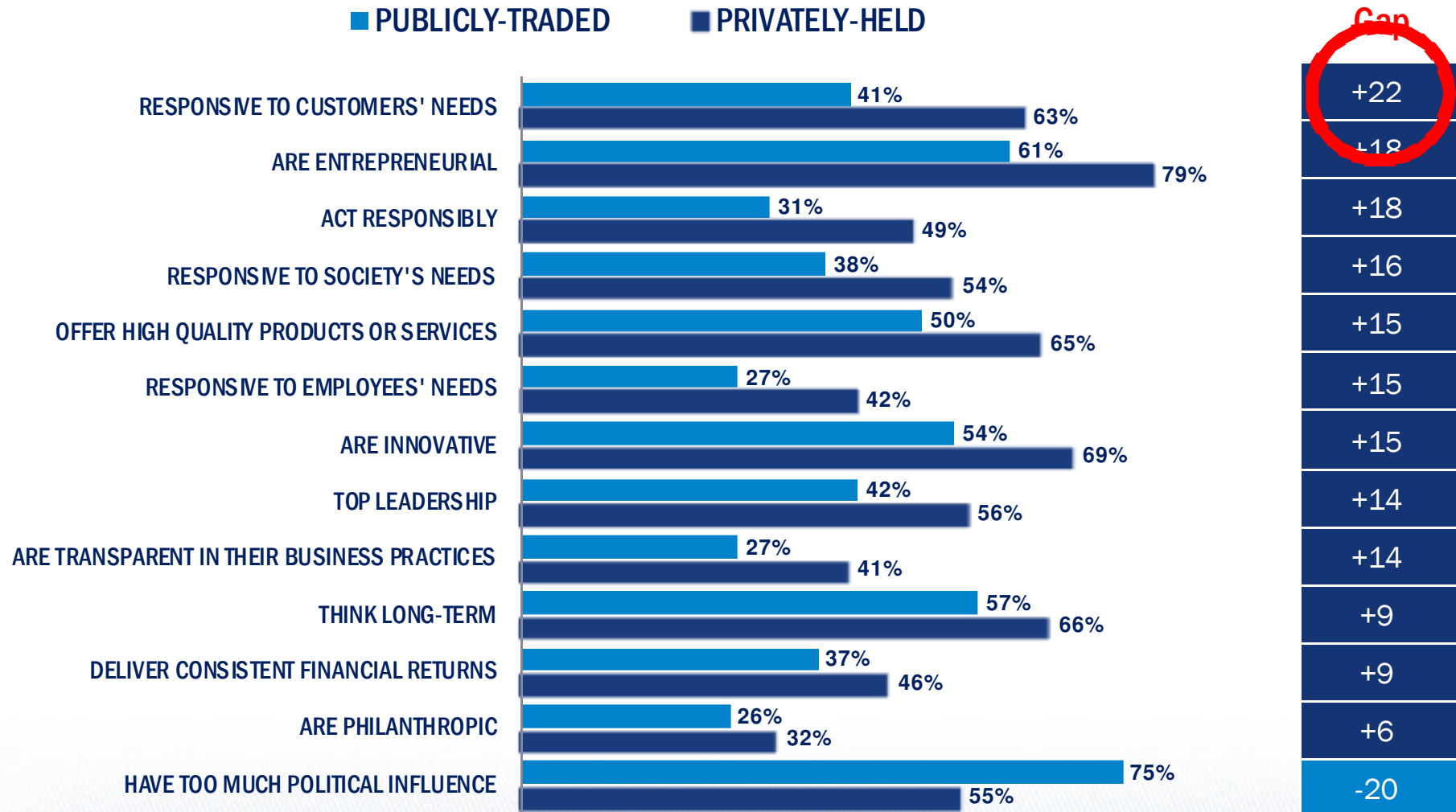
ITALY TRUST IN DIFFERENT TYPES OF BUSINESSES





ITALY LOVES PRIVATELY-HELD COMPANIES

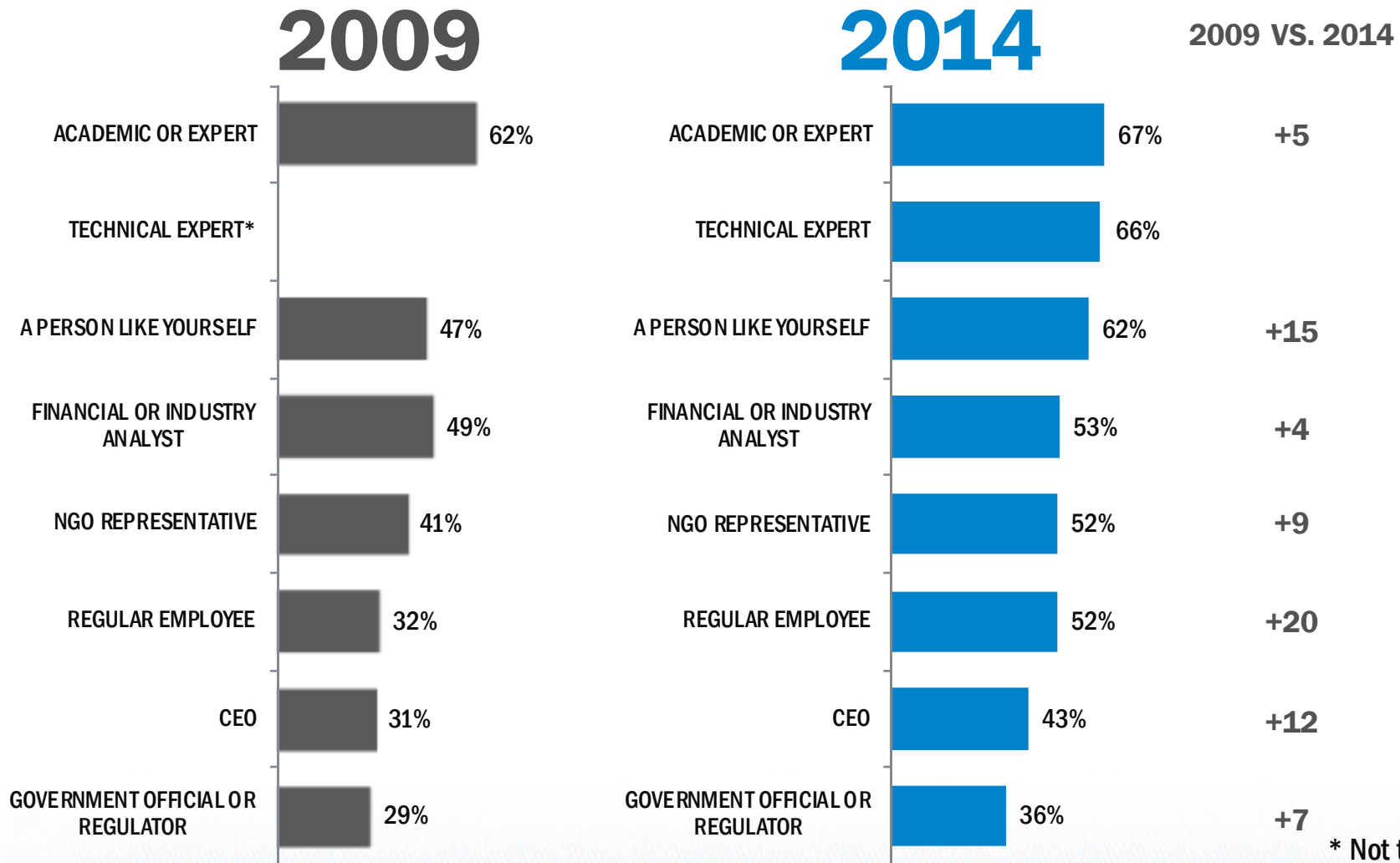
PHRASES ASSOCIATED WITH PUBLICLY-TRADED & PRIVATELY-HELD BUSINESSES - ITALY



Q296-311. [SPLIT SAMPLE] Based on the information you know about PRIVATELY-HELD BUSINESSES OR COMPANIES, please tell us how much you associate each statement with PRIVATELY-HELD BUSINESSES OR COMPANIES. Please use a 9point scale, where nine means you strongly associate that statement with PRIVATELY-HELD BUSINESSES OR COMPANIES and one means you do not associate that statement at all with PRIVATELY-HELD BUSINESSES OR COMPANIES. (Top 4 Box, Associate) General Publics.

FROM 2009 TO 2014, SIGNIFICANT GAINS FOR REGULAR EMPLOYEES, A PERSON LIKE YOURSELF. CEOS FLAT FROM 2013.

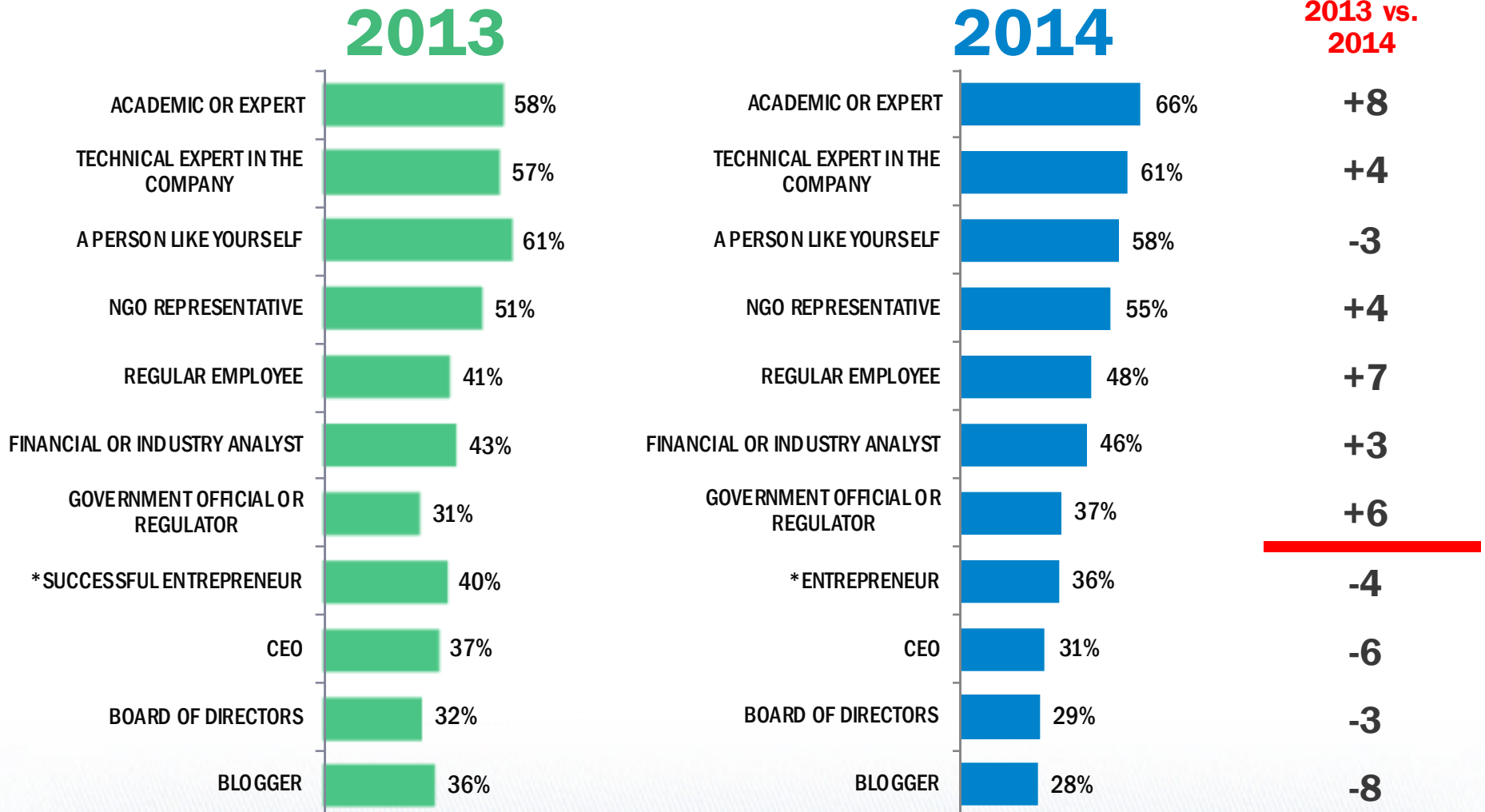
CREDIBILITY OF SPOKESPEOPLE



* Not tested in 2009

ITALIANS DO NOT TRUST GOVERNMENT LEADERS BUT THEY DO TRUST INSTITUTIONS

CREDIBILITY OF SPOKESPEOPLE , 2013 VS. 2014 - ITALY



* Changed from "Successful Entrepreneur" in 2013

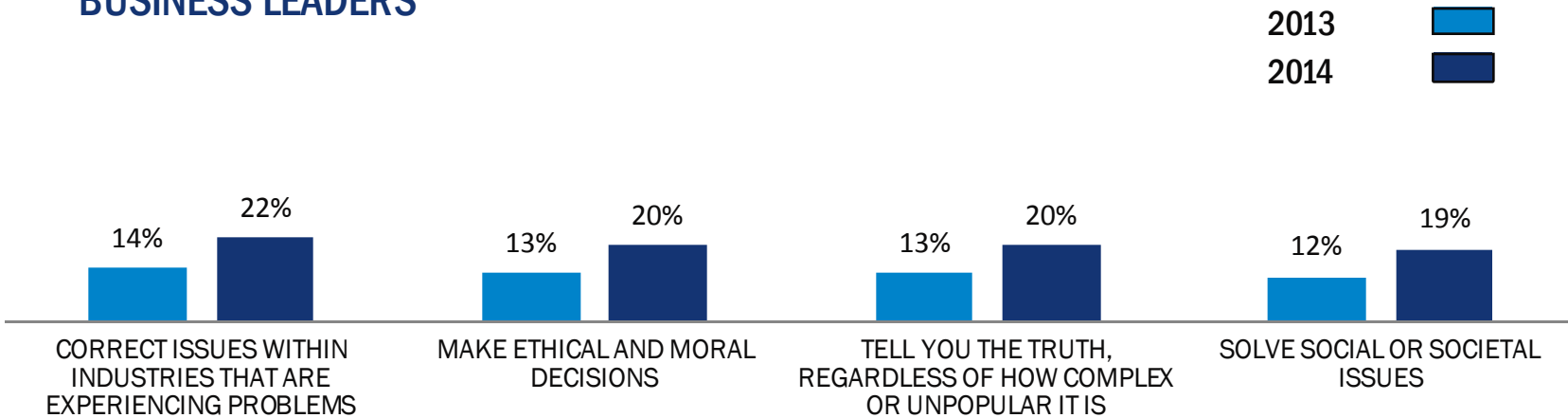
22 Q130-143. [TRACKING] Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) Informed Publics.

BUSINESS COMPARED TO THE GOVERNMENT IS MORE THAN TWICE AS TRUSTED TO SOLVE SOCIAL OR SOCIETAL ISSUES

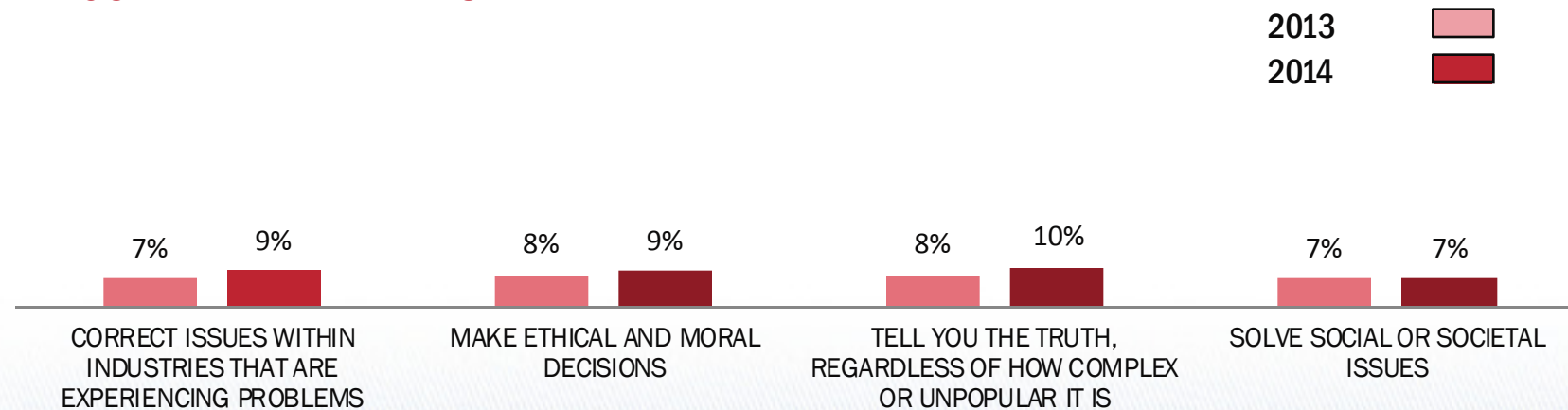
ITALY TRUST IN BUSINESS AND GOVERNMENT LEADERS TO DO THE FOLLOWING



BUSINESS LEADERS



GOVERNMENT LEADERS



SIGNIFICANT TRUST DECLINE FOR GOVERNMENT; LARGEST TRUST DROPS IN U.S., FRANCE AND HONG KONG

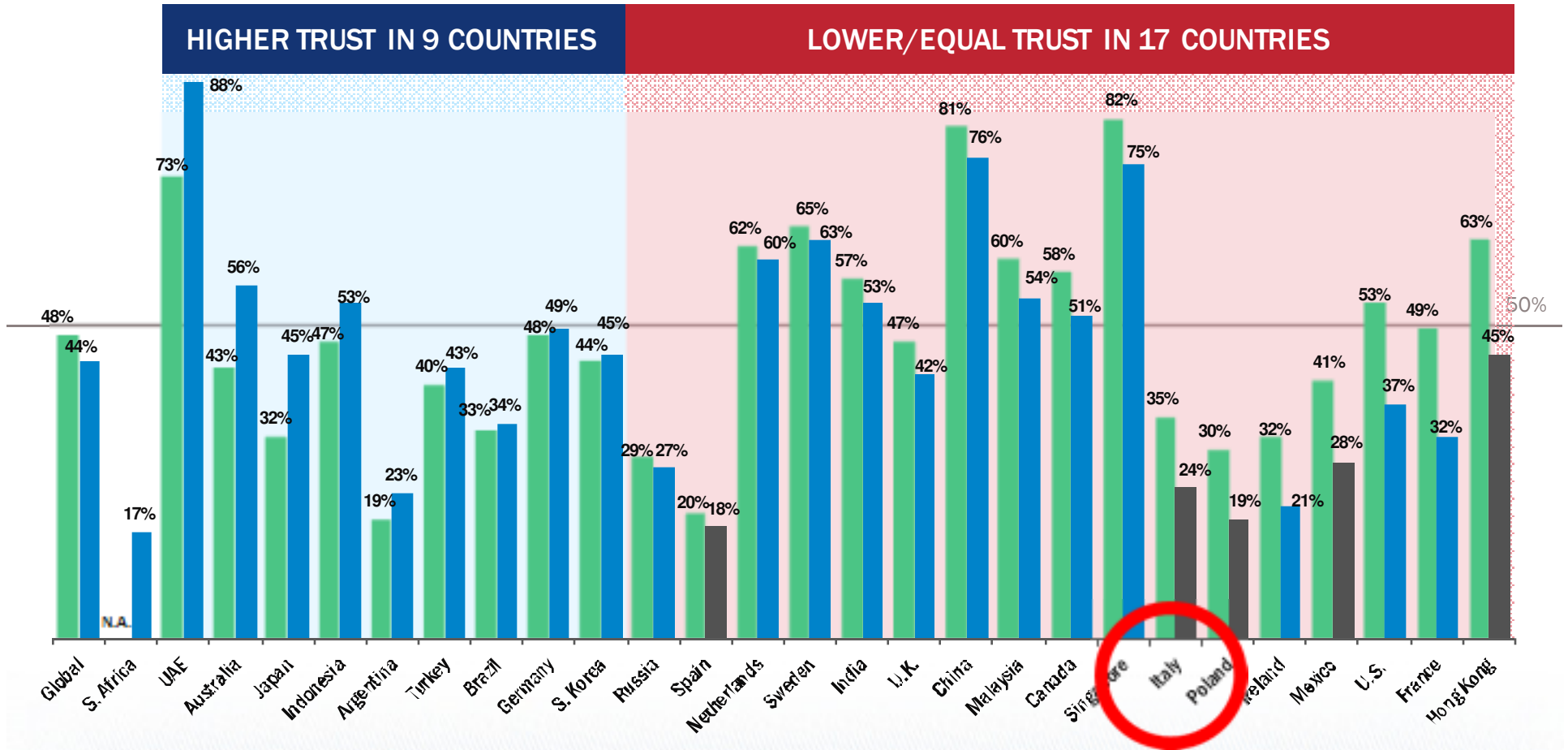
TRUST IN GOVERNMENT, 2013 VS. 2014



2013
2014

2013 (Green bar)
2014 (Blue bar)
= HISTORIC LOW (Grey bar)

GLOBAL HISTORIC LOW (2009) = 43%



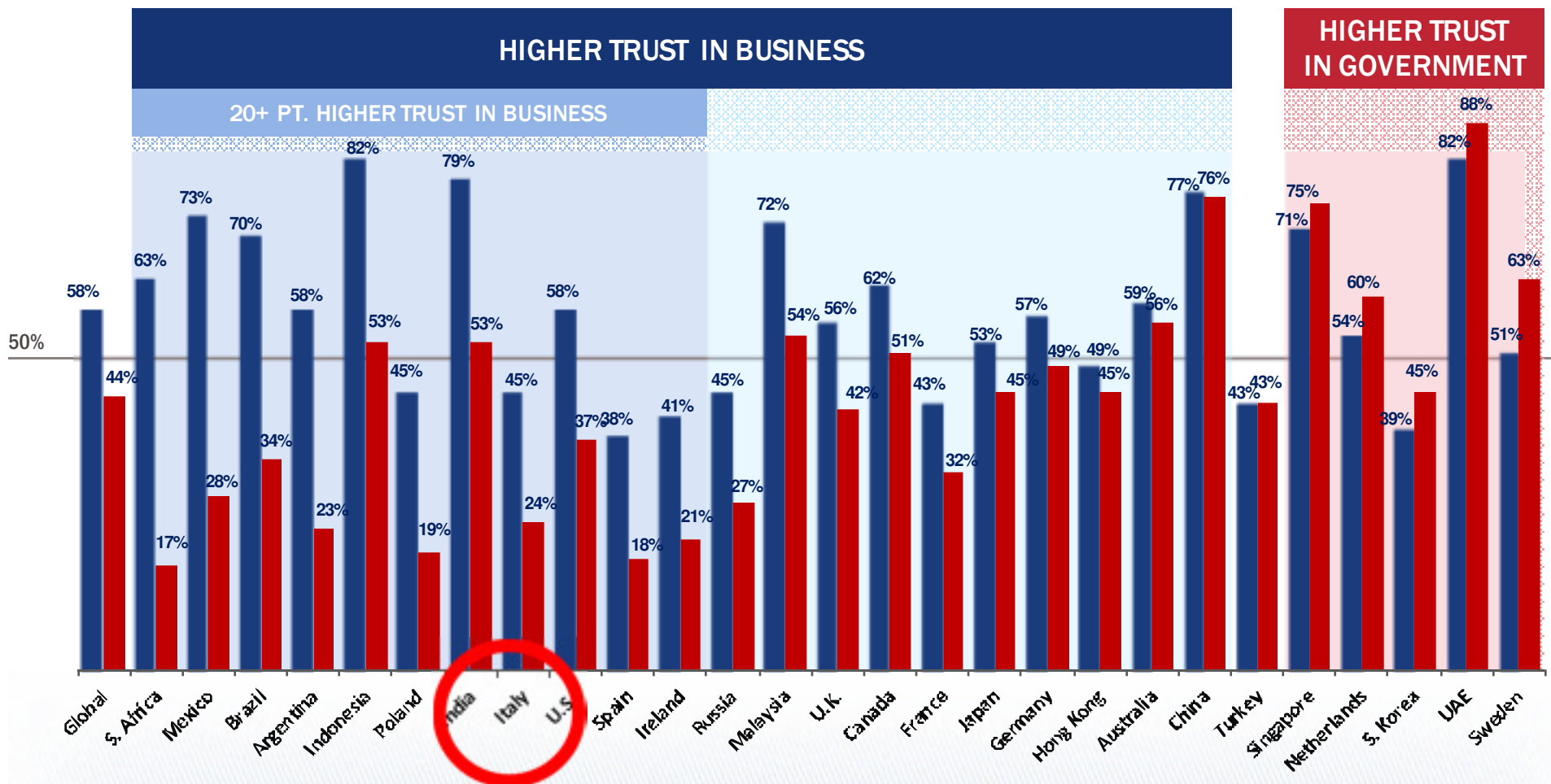
Q11-14. [GOVERNMENT IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you 'do not trust them at all' and nine means that you 'trust them a great deal'. (Top 4 Box, Trust) Informed Publics, 20-country global total.



GLOBAL GAP OF 14 PERCENTAGE POINTS BETWEEN TRUST IN BUSINESS AND GOVERNMENT

TRUST IN BUSINESS VS. GOVERNMENT

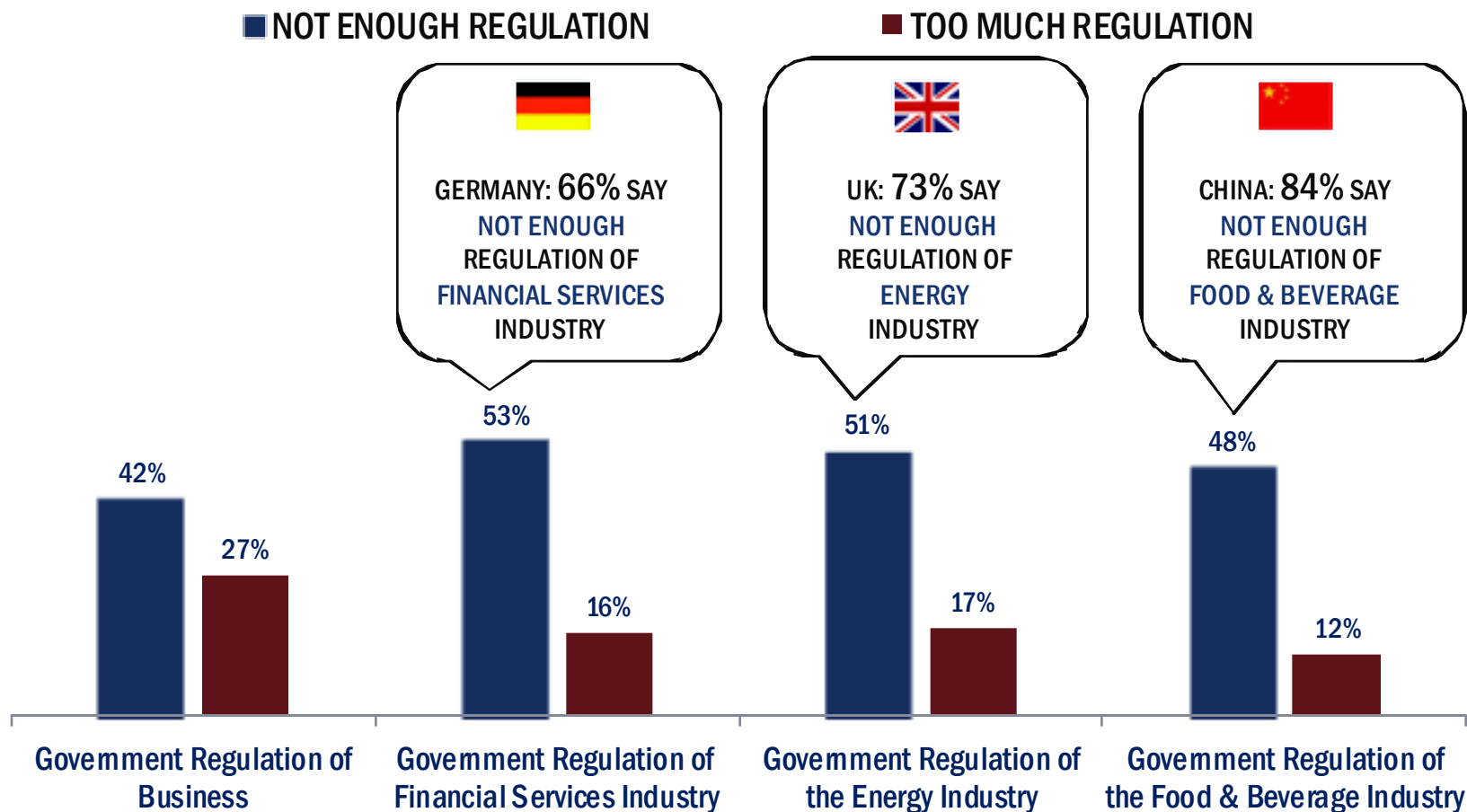
BUSINESS ■
GOVERNMENT ■



Q11-14. [BUSINESS IN GENERAL & 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 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'. (Top 4 Box, Trust) Informed Publics, 20-country global total.



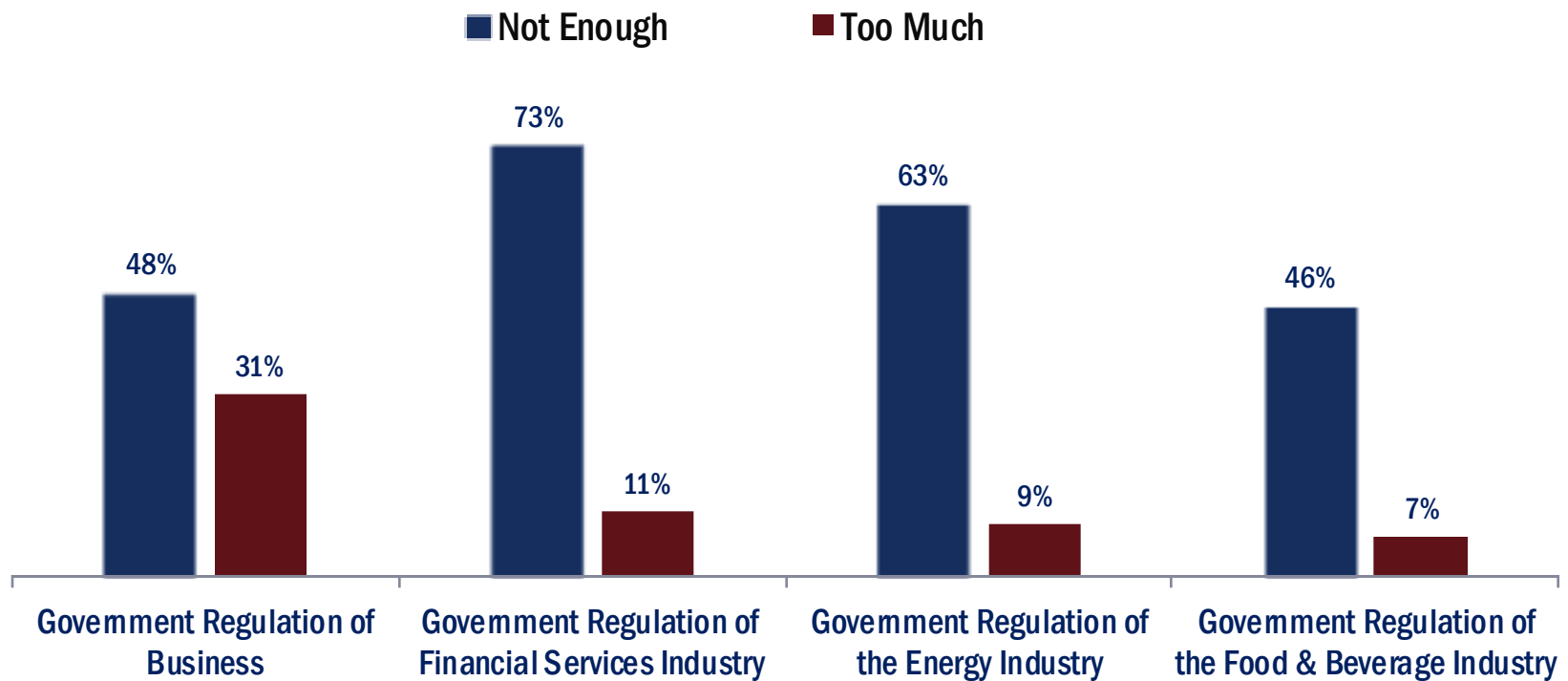
BY A THREE-TO-ONE MARGIN INFORMED PUBLICS CALL FOR INCREASED GOVERNMENT REGULATION OF FINANCIAL SERVICES, ENERGY AND FOOD & BEVERAGE INDUSTRIES
GOVERNMENT REGULATION OF BUSINESS AND SECTORS – GLOBAL



26 Q148. [TRACKING] When it comes to government regulation of business, do you think that your government regulates business too much, not enough or the right amount? (Not Enough, Too much) Informed Publics, 27-country global total. Q262. When it comes to government regulation of the financial services industry, do you think that your government regulates it too much, not enough or the right amount? (Not Enough, Too much) Informed Publics, 27-country global total. Q263. When it comes to government regulation of the energy industry, do you think that your government regulates it too much, not enough or the right amount? (Not Enough, Too much) Informed Publics, 27-country global total. Q264. When it comes to government regulation of the food and beverage industry, do you think that your government regulates it too much, not enough or the right amount? (Not Enough, Too much) Informed Publics, 27-country global total.

HALF OF ITALIANS WANT GOVERNMENT AND BUSINESS TO WORK TOGETHER

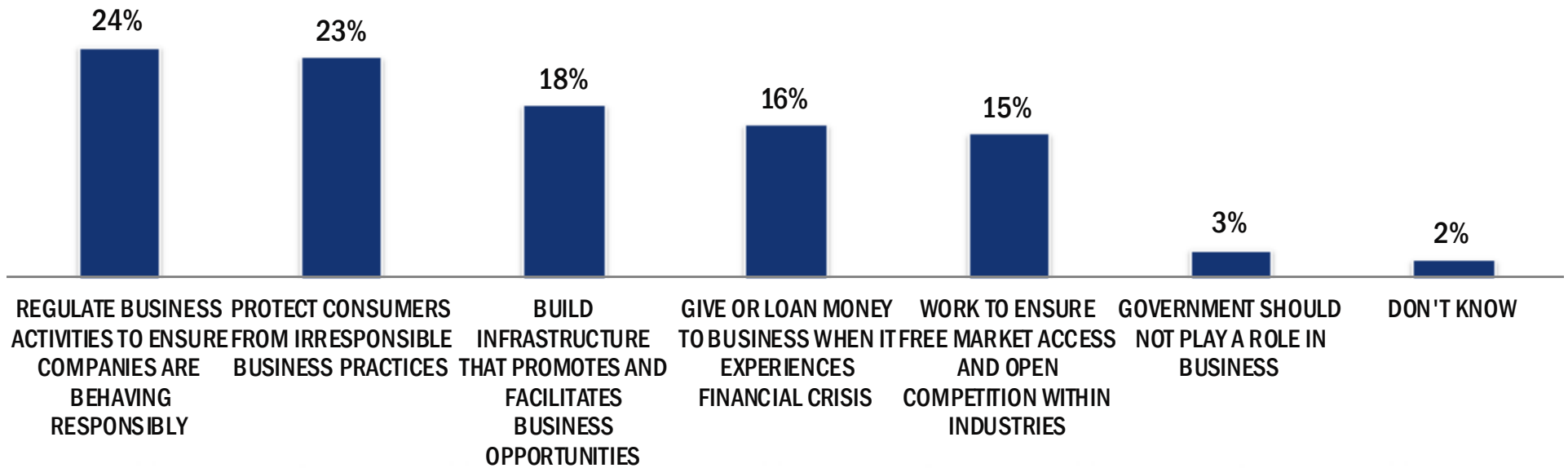
GOVERNMENT REGULATION OF BUSINESS AND SECTORS - ITALY



27 Q148. [TRACKING] When it comes to government regulation of business, do you think that your government regulates business too much, not enough or the right amount? (Not Enough, Too much) Informed Public. Q262. When it comes to government regulation of the financial services industry, do you think that your government regulates it too much, not enough or the right amount? (Not Enough, Too much) Informed Public. Q263. When it comes to government regulation of the energy industry, do you think that your government regulates it too much, not enough or the right amount? (Not Enough, Too much) Informed Public. Q264. When it comes to government regulation of the food and beverage industry, do you think that your government regulates it too much, not enough or the right amount? (Not Enough, Too much) Informed Public.

ITALY WANTS THE GOVERNMENT TO ENSURE COMPETITION WITHIN INDUSTRIES

MOST IMPORTANT ROLE FOR GOVERNMENT IN BUSINESS - ITALY





IT IS TIME FOR A NEW ERA. ITALIANS WANT CONSENSUS.

PERCENTAGE AGREEING WITH EACH OF THE FOLLOWING STATEMENTS - ITALY

When policymakers are developing new regulations on businesses and industries, they should consult with multiple stakeholders (i.e. NGOs, academics, the affected businesses/industries, etc.) before making final decisions



73%

The energy industry should be a more active participant in the broader debate over Italy energy policy



68%

The food and beverage industry should be a more active participant in the broader debate in Italy over solutions to food and nutrition policy issues



67%

The financial services industry should be a more active participant in the broader debate over the future of the Italy banking system



58%







16 KEY ATTRIBUTES TO BUILDING TRUST




Edelman Trust Barometer research reveals 16 specific attributes which build trust.

These can be grouped into five performance clusters listed here in rank order of importance.



ENGAGEMENT

-  LISTENS TO CUSTOMER NEEDS AND FEEDBACK
-  TREATS EMPLOYEES WELL
-  PLACES CUSTOMERS AHEAD OF PROFITS
-  COMMUNICATES FREQUENTLY AND HONESTLY ON THE STATE OF ITS BUSINESS





INTEGRITY

-  HAS ETHICAL BUSINESS PRACTICES
-  TAKES RESPONSIBLE ACTIONS TO ADDRESS AN ISSUE OR CRISIS
-  HAS TRANSPARENT AND OPEN BUSINESS PRACTICES




PRODUCTS & SERVICES

-  OFFERS HIGH QUALITY PRODUCTS OR SERVICES
-  IS AN INNOVATOR OF NEW PRODUCTS, SERVICES OR IDEAS

PURPOSE

-  WORKS TO PROTECT AND IMPROVE THE ENVIRONMENT
-  ADDRESSES SOCIETY'S NEEDS IN ITS EVERYDAY BUSINESS
-  CREATES PROGRAMS THAT POSITIVELY IMPACT THE LOCAL COMMUNITY
-  PARTNERS WITH NGOs, GOVERNMENT AND 3RD PARTIES TO ADDRESS SOCIETAL NEEDS

OPERATIONS

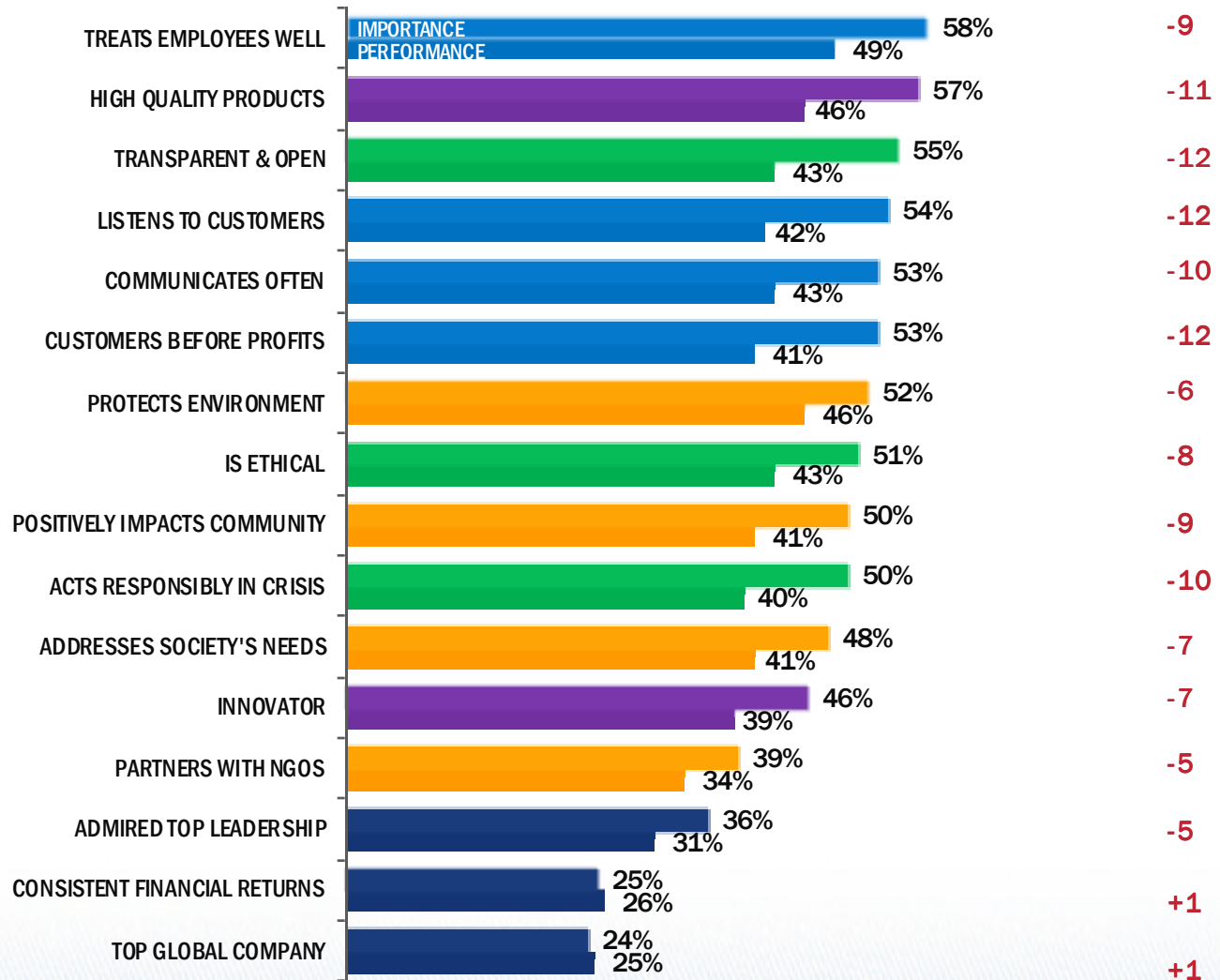
-  HAS HIGHLY-REGARDED AND WIDELY ADMIRERD TOP LEADERSHIP
-  RANKS ON A GLOBAL LIST OF TOP COMPANIES
-  DELIVERS CONSISTENT FINANCIAL RETURNS TO INVESTORS

TREATS EMPLOYEES WELL IS THE MOST IMPORTANT DRIVER OF TRUST IN ITALY

BUSINESS IMPORTANCE VS. BUSINESS PERFORMANCE ON 16 TRUST DRIVERS - ITALY



- ENGAGEMENT
- INTEGRITY
- PRODUCTS & SERVICES
- PURPOSE
- OPERATIONS

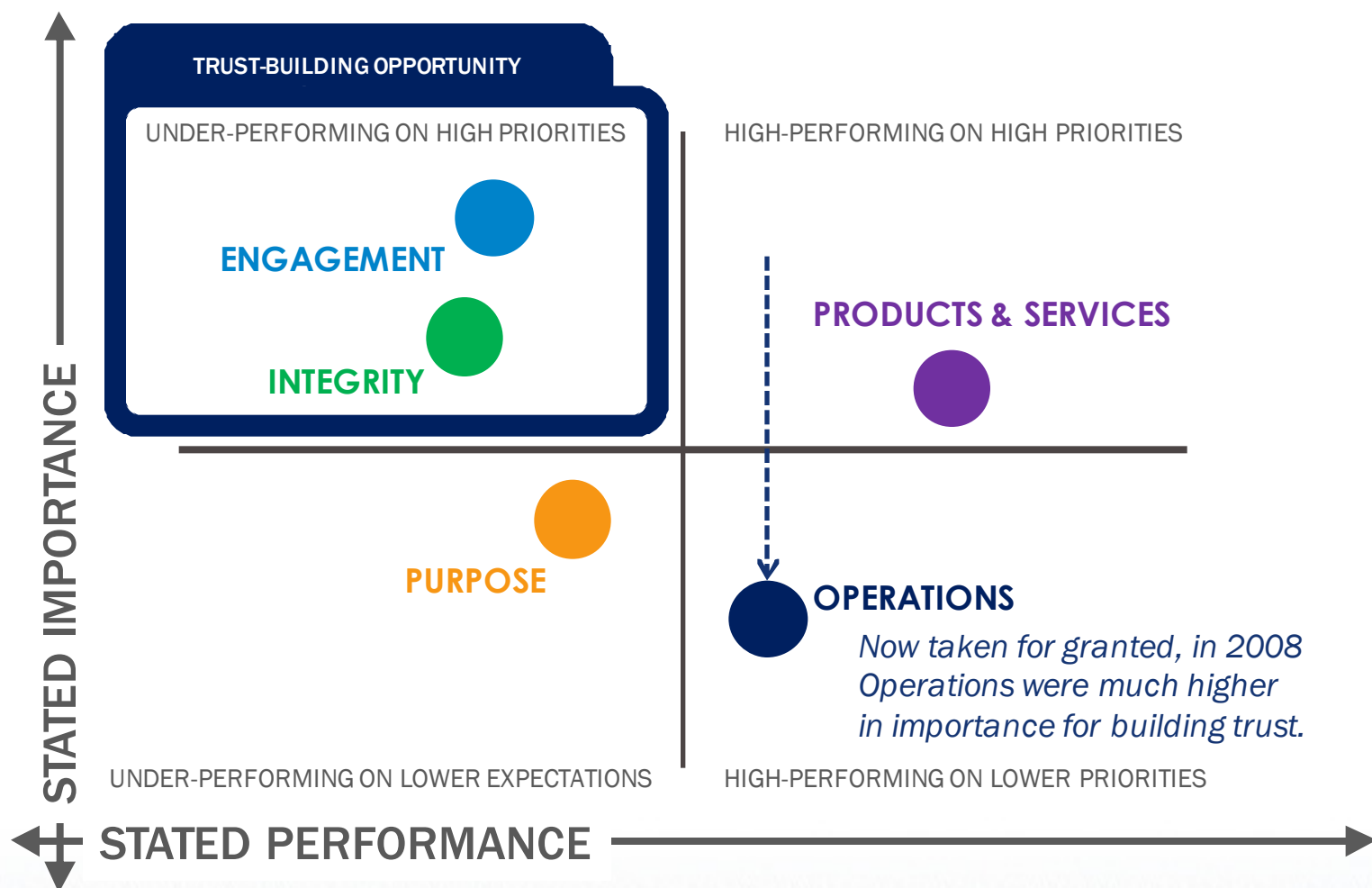


31 Q80-Q95. [TRACKING] How important is each of the following actions to building your TRUST in a company? Use a nine-point scale where one means that action is "not at all important to building your trust" and nine means it is "extremely important to building your trust" in a company. (Top 2 Box, Very/Extremely Important) Informed Publics, 27-country global total; Q1.14-129. Please rate businesses in general on how well you think they are performing on each of the following attributes. Use a 9-point scale where one means they are "performing extremely poorly" and nine means they are "performing extremely well". (Top 2 Box, Performing Extremely Well) Informed Publics.



ENGAGEMENT AND INTEGRITY: PRIORITY AREAS FOR COMPANIES TO BUILD TRUST

BUSINESS IMPORTANCE VS. BUSINESS PERFORMANCE ON 16 TRUST DRIVERS - GLOBAL



32 Q80-Q95. [TRACKING] How important is each of the following actions to building your TRUST in a company? Use a nine-point scale where one means that action is "not at all important to building your trust" and nine means it is "extremely important to building your trust" in a company. (Top 2 Box, Very/Extremely Important) General Publics, 27-country global total; Q114-129. Please rate businesses in general on how well you think they are performing on each of the following attributes. Use a 9-point scale where one means they are "performing extremely poorly" and nine means they are "performing extremely well". (Top 2 Box, Performing Extremely Well) General Publics, 27-country global total.

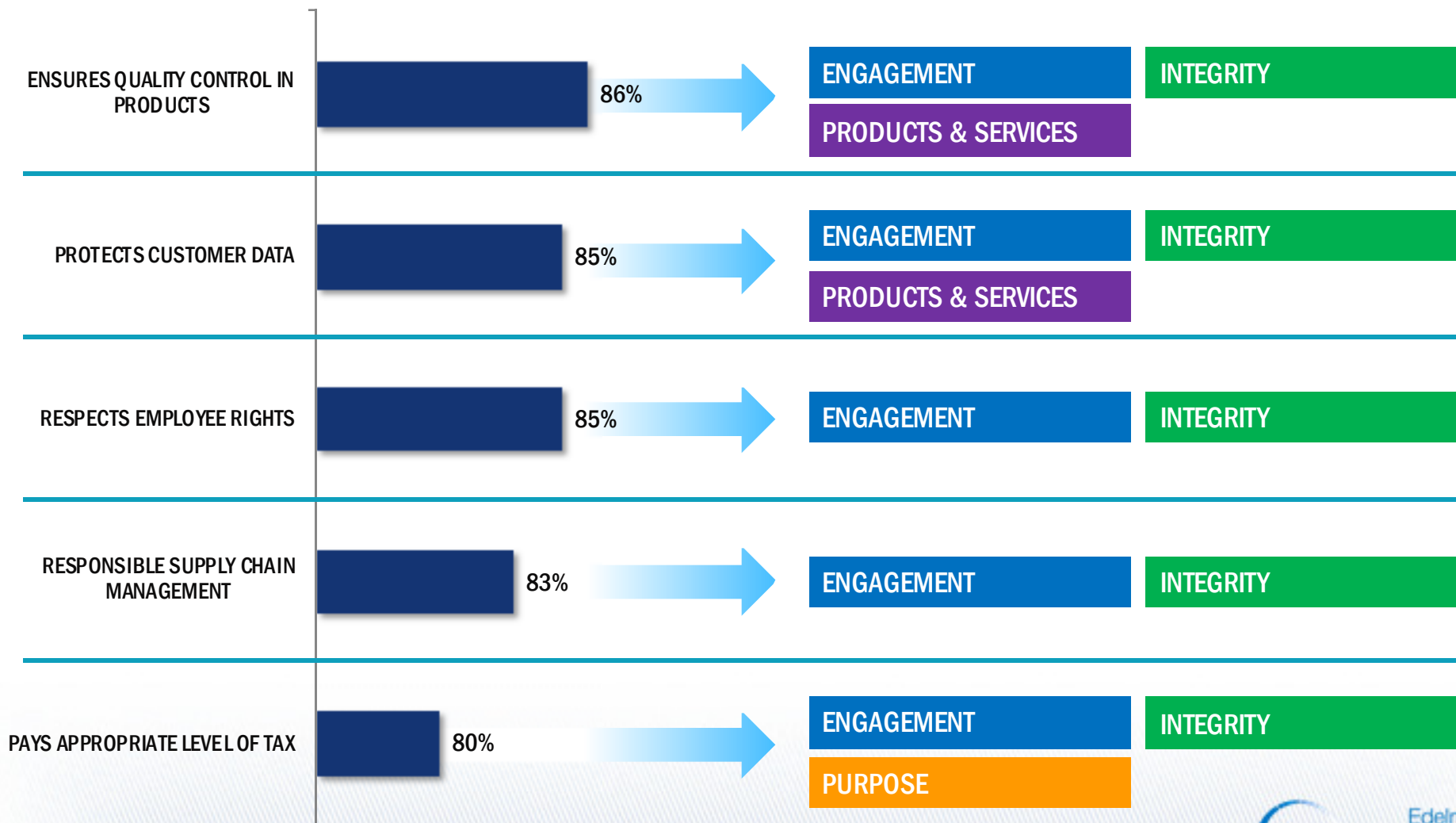


TURNING ATTRIBUTES INTO ACTION: TOP RANKED POSITIVE BEHAVIORS WILL IMPACT ENGAGEMENT CLUSTERS

THE LINK BETWEEN THE TOP FIVE POSITIVE EFFECTS ON TRUST AND TRUST CLUSTERS

If companies exhibit these positive behaviors...

...it will have its greatest impact in these clusters



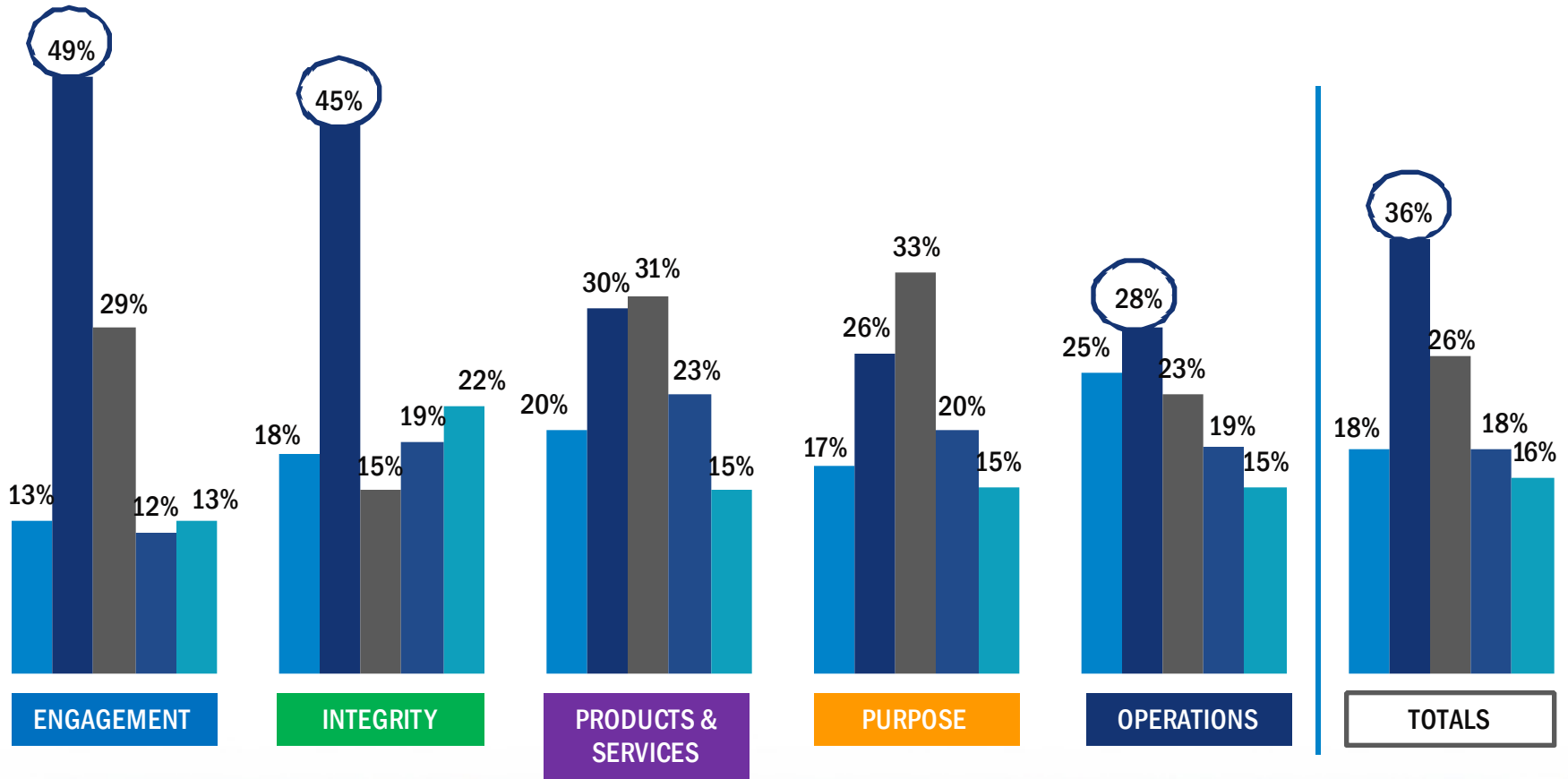
33 Q237-248. [SPLIT SAMPLE] How important are each of the following factors to building your TRUST in a company? Use a 9-point scale where one means that action is "not at all important to building your trust" and nine means it is "extremely important to building your trust" in a company. (Top 4 Box Important in Building Trust) General Publics, 27-country global total.

A COMPANY'S EMPLOYEE MOST TRUSTED TO COMMUNICATE ON THREE OUT OF THE FIVE TRUST DRIVER CLUSTERS

MOST TRUSTED INFLUENCER TO COMMUNICATE EACH TOPIC - INFLUENCER MESSAGE MAPPING, ITALY



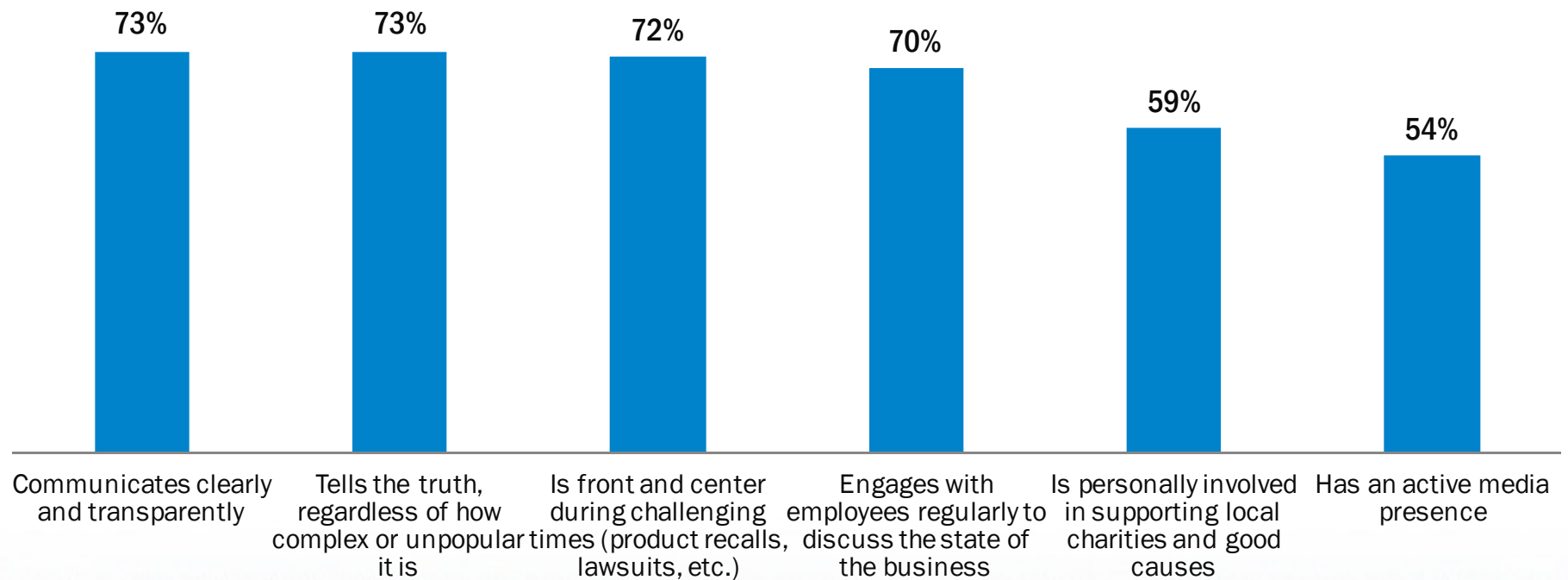
■ COMPANY'S CEO ■ COMPANY'S EMPLOYEE ■ ACTIVIST CONSUMER ■ ACADEMIC ■ MEDIA SPOKESPERSON



34 Q197-201(Italy Summary). We would now like you to think about different types of information you may read, see or hear about a company. For each topic, please select which person you trust MOST to provide you with credible and honest information about a company. General Public

BUSINESS REALLY CAN AND MUST LEAD THE DEBATE FOR CHANGE. CEOS MUST NOW BECOME CHIEF ENGAGEMENT OFFICERS

ACTIONS A CEO CAN TAKE TO BUILD TRUST IN THEMSELVES AND THEIR COMPANY - ITALY



A NEW TRUST ENVIRONMENT

There has been a significant change in the trust environment since 2009. **Business must now lead the debate for change.**

People trust business to innovate, unite and deliver across borders in a way that government can't. **This trust comes with the expectation and responsibility to maintain it. *Doing this is less risky than not doing it at all.***

Operations and CSR programs are now tablestakes (compared to 2008). Business must focus on **Engagement and Integrity** to build trust.

84% believe a company can take specific actions that both increase profits and **improve the economic and social conditions** in the communities where it operates.

CEO must become Chief Engagement Officer

BUSINESS TO LEAD THE DEBATE FOR CHANGE

Participate

Partner, listen and build relationships to inform strategy.

Advocate

Offer a clearly articulated strategy that delivers context. Engage and enable to amplify. Create mass movement.

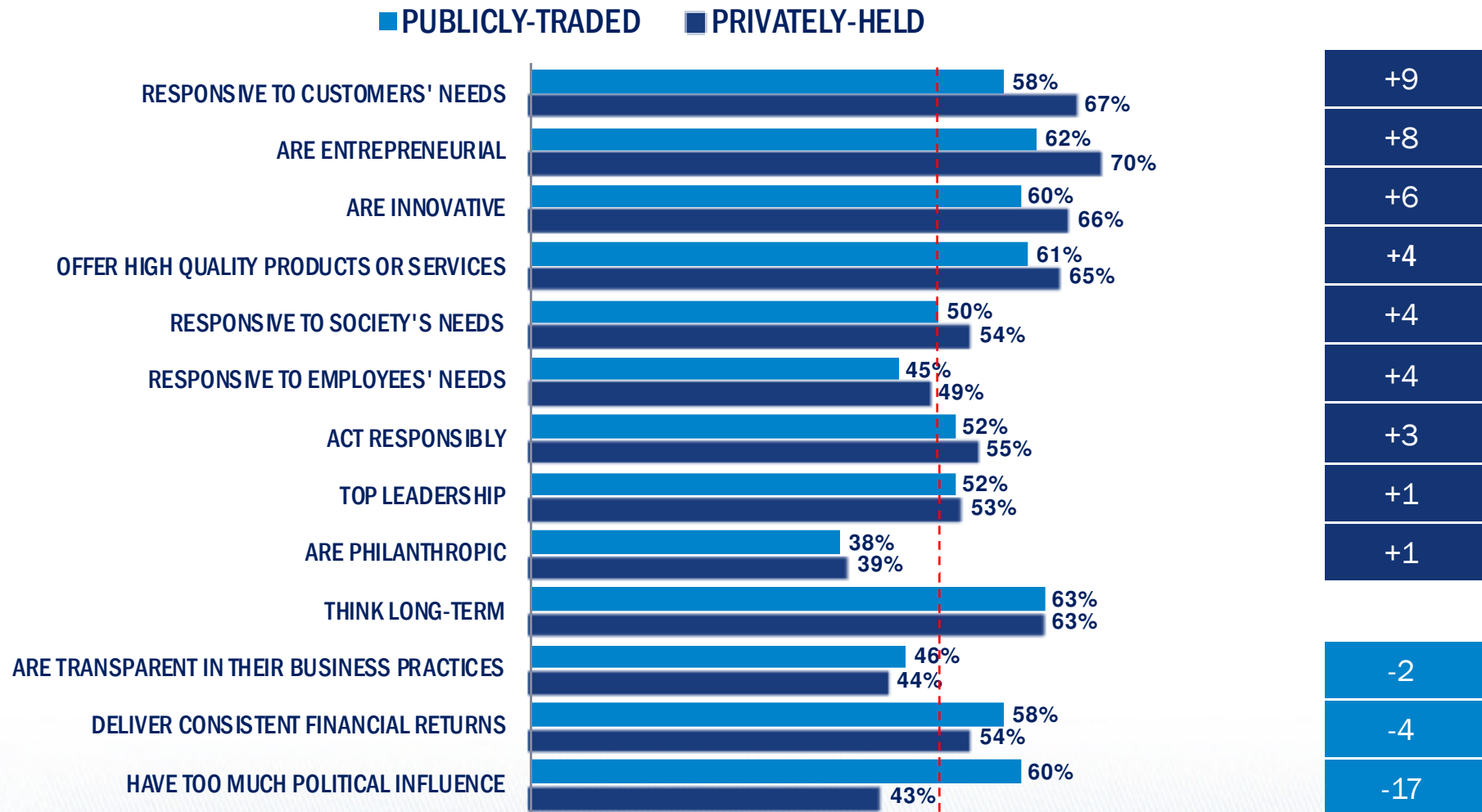
Evaluate

Establish transparent metrics. Report frequently. Acknowledge performance and amend as needed.



DIFFERENCES EXIST IN PERCEPTIONS OF COMPANY TYPES - POLITICAL INFLUENCE, CUSTOMER NEEDS AND ENTREPRENEURIALISM SHOW LARGEST GAPS

PHRASES ASSOCIATED WITH PUBLICLY-TRADED & PRIVATELY-HELD BUSINESSES



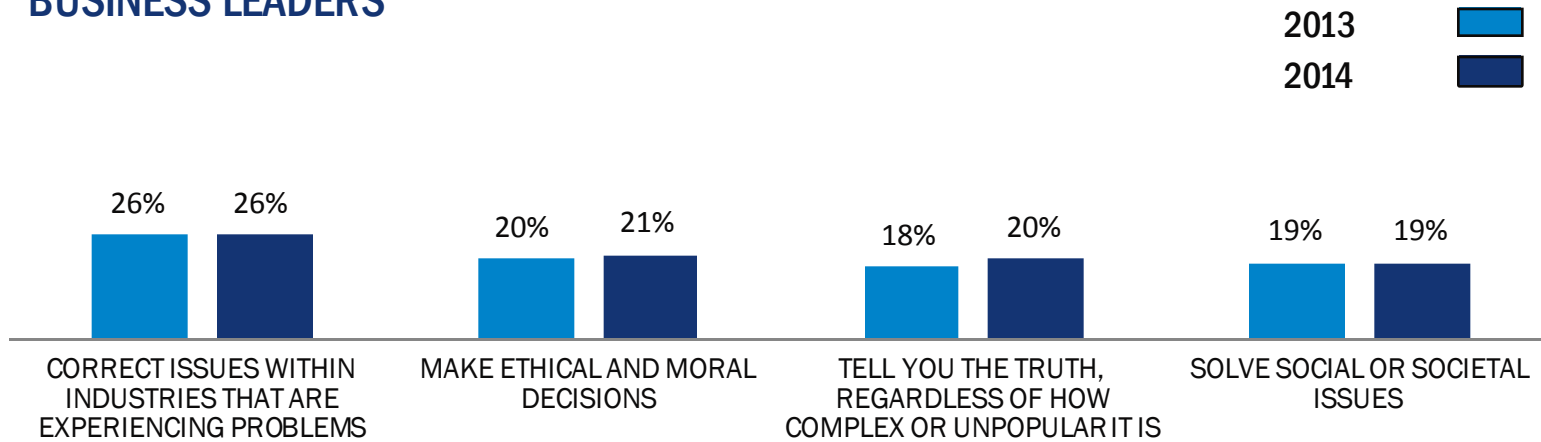
Q296-311. [SPLIT SAMPLE] Based on the information you know about PRIVATELY-HELD BUSINESSES OR COMPANIES, please tell us how much you associate each statement with PRIVATELY-HELD BUSINESSES OR COMPANIES. Please use a 9point scale, where nine means you strongly associate that statement with PRIVATELY-HELD BUSINESSES OR COMPANIES and one means you do not associate that statement at all with PRIVATELY-HELD BUSINESSES OR COMPANIES. (Top 4 Box, Associate) General Publics, 27-country global total.

THERE IS VERY LITTLE TRUST IN EITHER BUSINESS LEADERS OR THEIR GOVERNMENT COUNTERPARTS ON KEY METRICS

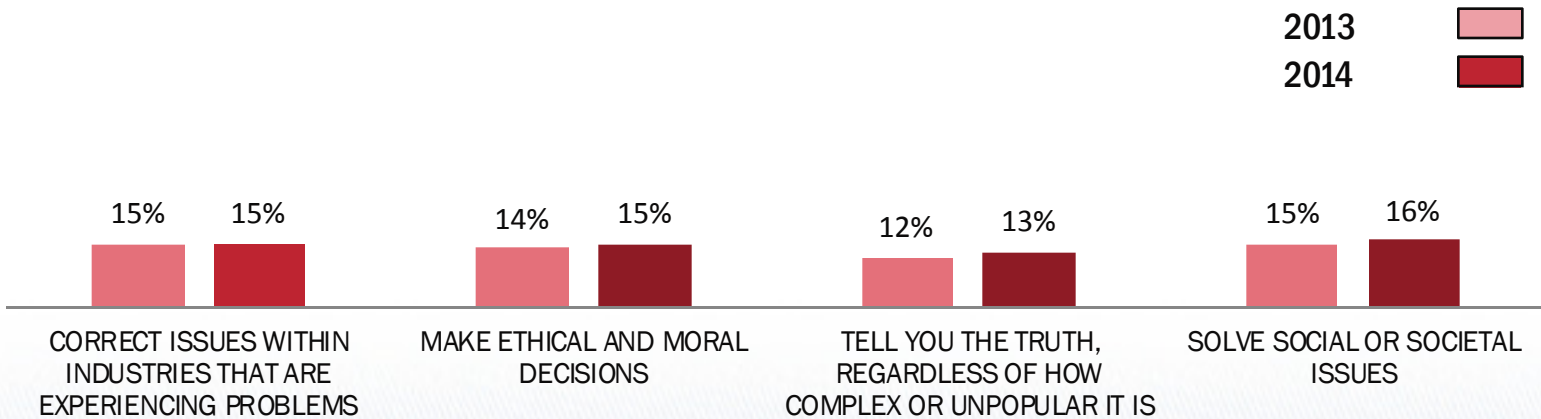
TRUST IN BUSINESS AND GOVERNMENT LEADERS TO DO THE FOLLOWING



BUSINESS LEADERS

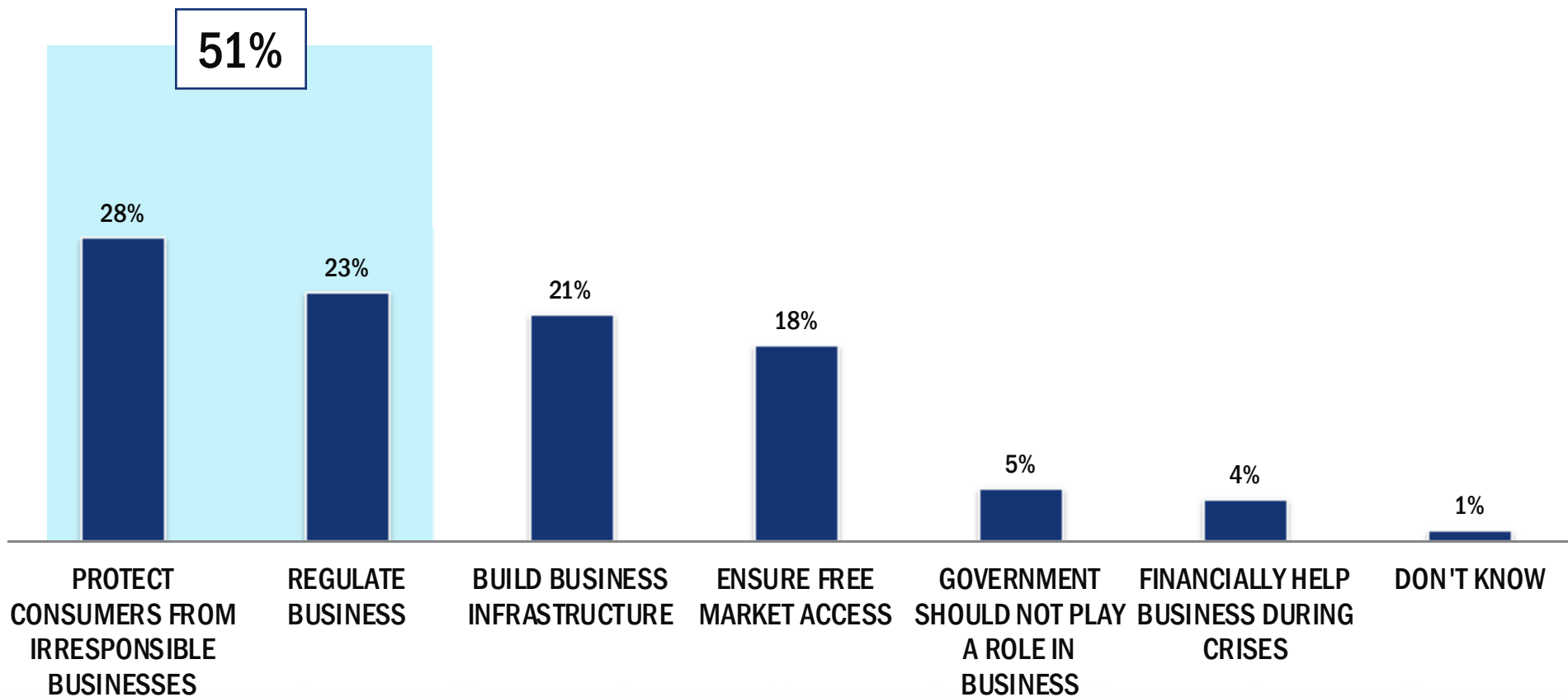


GOVERNMENT LEADERS





OVER HALF SEE GOVERNMENT ROLE AS PROTECTING CONSUMERS FROM BUSINESSES MOST IMPORTANT ROLE FOR GOVERNMENT IN BUSINESS



40 Q149. [TRACKING] Which of the following is the most important role that government should play in business? Informed Publics, 27-country global total.



BUSINESS HAS PERMISSION TO PLAY ROLE IN REGULATION AND DEBATE

PERCENTAGE AGREEING WITH EACH OF THE FOLLOWING STATEMENTS

When policymakers are developing new regulations on businesses and industries, they should consult with multiple stakeholders (i.e. NGOs, academics, the affected businesses/industries, etc.) before making final decisions



79%

The energy industry should be a more active participant in the broader debate over [COUNTRY] energy policy



74%



65%

The food and beverage industry should be a more active participant in the broader debate in [COUNTRY] over solutions to food and nutrition policy issues



74%



89%

The financial services industry should be a more active participant in the broader debate over the future of the [COUNTRY] banking system



71%



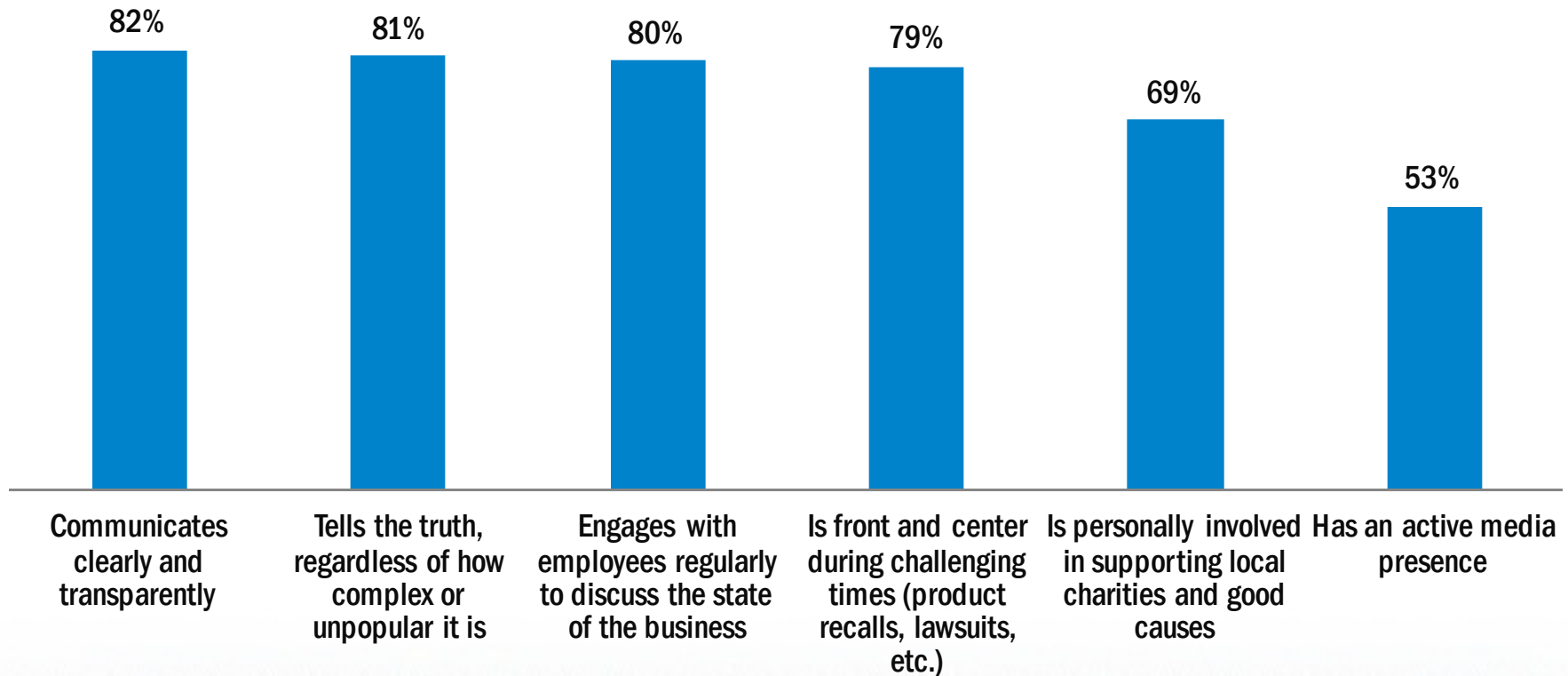
47%

41 Q265-270. Please indicate how much you agree or disagree with the following statements? Informed Publics, 27-country global total.



WHAT CEOS SHOULD DO TO BUILD TRUST

ACTIONS A CEO CAN TAKE TO BUILD TRUST IN THEMSELVES AND THEIR COMPANY



The logo features a blue circular graphic on the left, composed of several segments of varying shades of blue. To the right of this graphic, the word "Edelman" is written in a blue sans-serif font. Below it, the word "trustbarometer" is written in a larger, bold, blue sans-serif font. At the bottom of the logo, the text "2014 | ANNUAL GLOBAL STUDY" is written in a smaller, blue sans-serif font.

Edelman
trustbarometer
2014 | ANNUAL GLOBAL STUDY

On the cover, from top left: **Japanese Prime Minister Shinzo Abe**: REUTERS/Toru Hanai; **Malala Yousefzai**: REUTERS/Darren Staples; **Brazilian Oil and Gas Magnate Eike Batista**: REUTERS/Fred Prouser; **Anti-Government Protests in Turkey**: REUTERS/Murad Sezer; **Lord Justice Leveson, chair of The Leveson Inquiry**: REUTERS/Stefan Wermuth; **Hong Kong Protests in Favor of Edward Snowden**: REUTERS/Bobby Yip; **U.S. Government Shutdown**: REUTERS/Mike Theiler