2017 Edelman Trust Barometer
Methodology

Online Survey in 28 Countries

17 years of data
33,000+ respondents total
All fieldwork was conducted between October 13th and November 16th, 2016

New Zealand Supplement
1,150 General Online Population respondents, including 95 who qualify as Informed Public
Fieldwork was conducted between 5-14 December, 2016

General Online Population

6 years in 25+ markets
Ages 18+
1,150 respondents per country
All slides show General Online Population unless otherwise noted

Informed Public

9 years in 20+ markets
Represents 13% of total global population
500 respondents in U.S. and China; 200 in all other countries
Must meet 4 criteria:
Ages 25-64
Tertiary 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 87% of total global population

28-country global data margin of error: General Population +/-0.6% (N=32,200), Informed Public +/- 1.2% (N=6,200), Mass Population +/- 0.6% (26,000+). Country-specific data margin of error: General Population +/- 2.9 (N=1,150), Informed Public +/- 6.9% (N = min 200, varies by country), China and U.S. +/- 4.4% (N=500), Mass Population +/- 3.0 to 3.6 (N =min 740, varies by country), half sample Global General Online Population +/- 0.8 (N=16,100).
Trust Index
Mass Population
much more distrusting

Average trust in the four institutions of NGOs, business, media and government.
Informed Public vs. Mass Population

Trusters
(60-100)

Neutral
(50-59)

Distrusters
(1-49)

Sources:
2017 Edelman Trust Barometer.
The Trust Index is an average of a country’s trust in the institutions of government, business, media and NGOs.
Informed Public and Mass Population, 28-country global total.

Global total excludes New Zealand data.
Trust Gap Widens – NZ susceptible to populism

Percent trust in the four institutions of government, business, media and NGOs, 2012 to 2017

Source: 2017 Edelman Trust Barometer. The Trust Index is an average of a country’s trust in the institutions of government, business, media and NGOs. Informed Public and Mass Population, 25-country global total.
A Fundamental Shift

Old Model: *Paternalistic*
Elites manage institutions to do things “for” the people

Recent Model: *Disengaged*
Two worlds operating independently with a gap growing between them
INSTITUTIONS ARE IN CRISIS
THE SYSTEM IS FAILING THE PEOPLE
THE BREEDING GROUND OF FEAR

INSTITUTIONS NEED TO ACT
Institutions are in crisis
Three out of four institutions distrusted in NZ

Percent trust in the four institutions of government, business, media and NGOs, 2016 vs. 2017

Source: 2017 Edelman Trust Barometer Q1-620. 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.
Trust in NGOs Declines

Percent trust in NGOs, and change from 2016 to 2017

Source: 2017 Edelman Trust Barometer Q11-620, [TRACKING] [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 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. Global totals exclude New Zealand figures.

GDP 5 = U.S., China, Japan, Germany, U.K.
The System Is Failing the People
Nearly Half Believe the System is Failing Them

How true is this for you?

Sense of injustice
Lack of hope
Lack of confidence
Desire for change

Approximately 47% believe the system is failing them, while 53% believe it is working. Approximately 1 in 3 are uncertain.

Source: 2017 Edelman Trust Barometer Q672-675, 678-680, 688-690. For details on how the "system failing" measure was calculated, please refer to the Technical Appendix.
Trust Links to Belief in the System

Average trust in institutions

Source: 2017 Edelman Trust Barometer. Q11-Q14. The Trust Index is an average of a country’s trust in the institutions of government, business, media and NGOs. General Population, 28-country global total, cut by ‘the system is failing segments’.
## Even Those at the Top Are Disillusioned

Percent who believe the system is not working

Source: 2017 Edelman Trust Barometer S8. Thinking about your annual household income in 2015, which of the following categories best describes your total household income that year? S7. What is the last grade in school you completed? S9. How often do you follow public policy matters in the news? S10. How often do you follow business news and information? General Population, 28-country global total, cut by 'system failing' measure. For details on how the “system failing” measure was calculated, please refer to the Technical Appendix.

<table>
<thead>
<tr>
<th>High-Income</th>
<th>Tertiary-Educated</th>
<th>Well-Informed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top quartile of income</td>
<td>Degree or higher</td>
<td>Follow business and public policy information several times a week or more</td>
</tr>
<tr>
<td>38%</td>
<td>42%</td>
<td>44%</td>
</tr>
</tbody>
</table>
1 in 2 Countries Have Lost Faith in the System

Percent of population who believe the system is not working

In 14 countries, the percent of population that has lost faith is above the global average

<table>
<thead>
<tr>
<th>Country</th>
<th>System failing</th>
<th>Uncertain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>53</td>
<td>32</td>
</tr>
<tr>
<td>France</td>
<td>72</td>
<td>22</td>
</tr>
<tr>
<td>Italy</td>
<td>72</td>
<td>24</td>
</tr>
<tr>
<td>Mexico</td>
<td>67</td>
<td>25</td>
</tr>
<tr>
<td>S. Africa</td>
<td>67</td>
<td>24</td>
</tr>
<tr>
<td>Spain</td>
<td>67</td>
<td>25</td>
</tr>
<tr>
<td>Poland</td>
<td>62</td>
<td>25</td>
</tr>
<tr>
<td>Brazil</td>
<td>62</td>
<td>25</td>
</tr>
<tr>
<td>Colombia</td>
<td>62</td>
<td>27</td>
</tr>
<tr>
<td>Germany</td>
<td>60</td>
<td>26</td>
</tr>
<tr>
<td>U.K.</td>
<td>59</td>
<td>30</td>
</tr>
<tr>
<td>Australia</td>
<td>59</td>
<td>33</td>
</tr>
<tr>
<td>Ireland</td>
<td>57</td>
<td>33</td>
</tr>
<tr>
<td>U.S.</td>
<td>56</td>
<td>33</td>
</tr>
<tr>
<td>Netherlands</td>
<td>55</td>
<td>33</td>
</tr>
<tr>
<td>Canada</td>
<td>55</td>
<td>30</td>
</tr>
<tr>
<td>Sweden</td>
<td>53</td>
<td>29</td>
</tr>
<tr>
<td>Argentina</td>
<td>52</td>
<td>29</td>
</tr>
<tr>
<td>Malaysia</td>
<td>51</td>
<td>37</td>
</tr>
<tr>
<td>Turkey</td>
<td>48</td>
<td>31</td>
</tr>
<tr>
<td>Russia</td>
<td>47</td>
<td>28</td>
</tr>
<tr>
<td>S. Korea</td>
<td>42</td>
<td>41</td>
</tr>
<tr>
<td>New Zealand</td>
<td>42</td>
<td>40</td>
</tr>
<tr>
<td>Indonesia</td>
<td>42</td>
<td>40</td>
</tr>
<tr>
<td>Japan</td>
<td>36</td>
<td>45</td>
</tr>
<tr>
<td>India</td>
<td>35</td>
<td>45</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>30</td>
<td>50</td>
</tr>
<tr>
<td>Singapore</td>
<td>23</td>
<td>43</td>
</tr>
<tr>
<td>China</td>
<td>19</td>
<td>47</td>
</tr>
<tr>
<td>UAE</td>
<td></td>
<td>40</td>
</tr>
</tbody>
</table>

For details on how the "system failing" measure was calculated, please refer to the Technical Appendix. The margin of error for the countries scores was added and subtracted from the global mean. Countries were considered above the global average if their score was higher than the global mean plus the margin of error. Countries were considered below the global average if their score was lower than the global mean minus the margin of error. All other scores were considered aligned.
The Breeding Ground of Fear
A Model of Distrust
Politicians can appeal to fear

Trust Barometer Supplement: Post-U.S. Election Flash Poll, 1,000+ General Population Respondents, Nov. 28 to Dec. 11, 2016

- Trump Voters: 67% are fearful
- Clinton Voters: 45% are fearful

Source: 2017 Edelman Trust U.S. Flash Poll Q14. Who did you vote for? Audience: U.S. General Population, grouped by "system failing" segments and level of fear from the Trust Barometer. For details on how systemic distrust and societal fears were measured, please refer to the Technical Appendix. Respondents were labeled as "fearful" if they were fearful of at least one of the following societal issues: corruption, immigration, globalization, eroding social values, and pace of innovation.
Concerns Have Become Fears

Percent of respondents who are concerned or fearful regarding each issue

<table>
<thead>
<tr>
<th>Issue</th>
<th>Concerned</th>
<th>Fearful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immigration</td>
<td>52%</td>
<td>26%</td>
</tr>
<tr>
<td>Globalisation</td>
<td>61%</td>
<td>25%</td>
</tr>
<tr>
<td>Eroding Social Values</td>
<td>48%</td>
<td>19%</td>
</tr>
<tr>
<td>Pace of Innovation</td>
<td>42%</td>
<td>16%</td>
</tr>
<tr>
<td>Corruption</td>
<td>33%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Influx of people from other countries damaging our economy and national culture
Protect our jobs from foreign competition
Foreign companies/influence damaging our economy/national culture
Foreign corporations favor their home country
Most countries cannot be trusted to engage in fair trade practices
Values that made this country great are disappearing
Society changing too quickly and not in ways that benefit people like me
Technological innovations happening too quickly and leading to changes not good for people like me
Widespread corruption
Compromising the safety of our citizens
Makes it difficult to institute the changes necessary to solve our problems

For details on how the societal fears were measured, please refer to the Technical Appendix.
Support for Anti-Business Policies

Protectionism

37% agree

“We should not enter into free trade agreements because they hurt our country’s workers.”

Protectionism

66% agree

“We need to prioritise the interests of our country over those of the rest of the world.”

Slower Growth

62% agree

“The government should protect our jobs and local industries, even if it means that our economy grows more slowly.”

Source: 2017 Edelman. Trust Barometer Q709-718 For each of the statements below, please indicate how much you agree or disagree. (Top 4 Box, Agree) General Population, 28-country global total.
The Echo Chamber in Action

Facts matter less

28% agree

“I would support politicians I trust to make things better for me and my family even if they exaggerated the truth”

Bias is the filter

56%

Do not regularly listen to people or organizations with whom they often disagree

Nearly

4x more likely

to ignore information that supports a position they do not believe in

No humans needed

More likely to believe

61% Search Engines
39% Human Editors

47% Never or rarely change their position on important social issues

Source: 2017 Edelman Trust Barometer Q709-718. For each of the statements below, please indicate how much you agree or disagree. (Top 4 Box, Agree) Q755 Have you ever changed your position on an important social issue? (Sum of “Yes, but rarely;” “No, never”) General Population, 28-country global total. Q749. When someone you know provides you with some information that supports a position that you do NOT believe, which of following do you typically do with it? Q752. How often do you read or listen to information or points of view from people, media sources or organizations with whom you often disagree? (Sum of “Never,” “Almost Never,” “Several Times a year,” “Once or Twice a Month”) Q754. You are about to see a series of two choices. Each choice describes a different source of information, a different format for presenting information, or a different style of communicating information. For each pair, we want you to choose the one that you are more likely to believe is giving you the truth. While we know that some of these choices may not be easy, please do your best to select only one of the two options given—the one that is most likely to be true most often. General Population, 28-country global total, question asked of half the sample.
Reliable sources?
Percent who find each source more believable than its pair

<table>
<thead>
<tr>
<th>Source</th>
<th>Percent Finding More Believable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>68%</td>
</tr>
<tr>
<td>Institutions</td>
<td>32%</td>
</tr>
<tr>
<td>Reformer</td>
<td>62%</td>
</tr>
<tr>
<td>Preserver of Status Quo</td>
<td>38%</td>
</tr>
<tr>
<td>Leaked Information</td>
<td>66%</td>
</tr>
<tr>
<td>Company Press Statements</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: 2017 Edelman Trust Barometer Q754. You are about to see a series of two choices. Each choice describes a different source of information, a different format for presenting information, or a different style of communicating information. For each pair, we want you to choose the one that you are more likely to believe is giving you the truth. While we know that some of these choices may not be easy, please do your best to select only one of the two options given--the one that is most likely to be true most often. General Population, 28-country global total, choices shown to half the sample.
Institutions Must Act - Business
75% agree

“A company can take specific actions that both increase profits and improve the economic and social conditions in the community where it operates.”

Source: 2017 Edelman Trust Barometer Q249-757. Please indicate how much you agree or disagree with the following statements. (Top 4 Box, Agree). General Population, 28-country global total, question asked of half the sample.
NGOs most trusted overall
Business Most Trusted by the uncertain

Among those who believe the System is Failing
Among those who are Uncertain
Among those who believe the System is Working

% trust in each institution

<table>
<thead>
<tr>
<th>Institution</th>
<th>Among those who believe the System is Failing</th>
<th>Among those who are Uncertain</th>
<th>Among those who believe the System is Working</th>
</tr>
</thead>
<tbody>
<tr>
<td>NGOs</td>
<td>50 Most Trusted</td>
<td>52</td>
<td>56 Most Trusted</td>
</tr>
<tr>
<td>Business</td>
<td>37</td>
<td>53 Most Trusted</td>
<td>64 Most Trusted</td>
</tr>
<tr>
<td>Media</td>
<td>23</td>
<td>35</td>
<td>37 Most Trusted</td>
</tr>
<tr>
<td>Government</td>
<td>32</td>
<td>51</td>
<td>70 Most Trusted</td>
</tr>
</tbody>
</table>

Business is the most trusted among the 1 in 3 who are uncertain about the system.

Source: 2017 Edelman Trust Barometer Q11-620. 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) General Population, 28-country global total, cut by “the system is failing” segments. Q672-675, 678-680, 688-690. For details on how the “system failing” measure was calculated, please refer to the Technical Appendix.
First, Do No Harm

Actions business can take that would most damage trust in a better future (top 5 most-selected)

1. Pay executives hundreds of times more than workers
2. Overcharge for products that people need to live
3. Move profits to other countries to avoid taxes
4. Move jobs from this country to cheaper labour markets
5. Pay bribes to government officials to win contracts

Source: 2017 Edelman Trust Barometer. Q732. What can businesses do that would cause the most damage to your trust in a better future? (Please select up to five.) General Population, 28-country global total, question asked of half the sample.
When the System is Failing, Companies Must Do More

Percent who rate each attribute as important in building trust in a company (top 5 most important shown)

- Ethical business practices: 70%
- Treats employees well: 70%
- Responsible action to address a crisis: 69%
- Listens to customers: 67%
- Pays its fair share of taxes: 67%

On average +7 pts higher expectations

Among those who have lost faith in the system, expectations are higher across the board

Source: 2017 Edelman Trust Barometer Q80-639. How important is each of the following attributes to building your TRUST in a company? Use a 9-point scale where one means that attribute 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, Importance) Data displayed is mean Top 2 Box rating for the listed items. Items were included if they were considered important by 50% or more of those who believe the system is failing. General Population and cut by “the system is failing segments”, 28-country global total. Q672-675, 678-680, 688-690. For details on how the “system failing” measure was calculated, please refer to the Technical Appendix.
Globally, Peers Now as Credible as Experts

Percent who rate each spokesperson as extremely/very credible, and change from 2016 to 2017

“A person like yourself now tied for most credible spokesperson”

“People in this country have had enough of experts.”

– Michael Gove, Member of Parliament, U.K.

Source: 2017 Edelman. Trust Barometer Q130-747 Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) General Population, 28-country global total, question asked of half the sample.
Which is more believable?

- Authentic and human
  - 58% Blunt and outspoken
  - 42% Diplomatic and polite

- Personal experience
  - 64% Spontaneous speaker
  - 36% Rehearsed speaker

- Data
  - 57% Personal experience
  - 43% Data

Source: 2017 Edelman Trust Barometer Q754. You are about to see a series of two choices. Each choice describes a different source of information, a different format for presenting information, or a different style of communicating information. For each pair, we want you to choose the one that you are more likely to believe is giving you the truth. While we know that some of these choices may not be easy, please do your best to select only one of the two options given-the one that is most likely to be true most often. General Population, 28-country global total, choices shown to half the sample.
A Fundamental Shift

Elites manage institutions to do things "for" the people

Influence has shifted to the people; people using influence to reject established authority

Institutions working with the people; institutional silos dissolved

In Summary

Current Tension:

For the People

Old Model:
Paternalistic

Recent Model:
Establishment Rejection

In Summary
And Do Things Differently

1. Identify the business need
2. Assess need relative to economic and societal fear(s)
3. Learn without bias
4. Provide context
5. Engage openly
6. Act
7. Advocate

Source: 2017 Edelman Trust Barometer
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