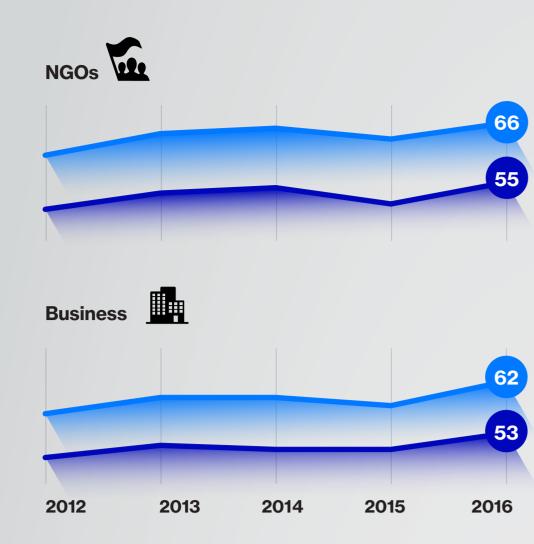


# 2016 Edelman **Trust Barometer**

In 2016, trust in nongovernmental organizations, business, media and government increased to its highest level since the Great Recession. But the 2016 Edelman Trust Barometer shows we're only seeing the tip of the trust story.

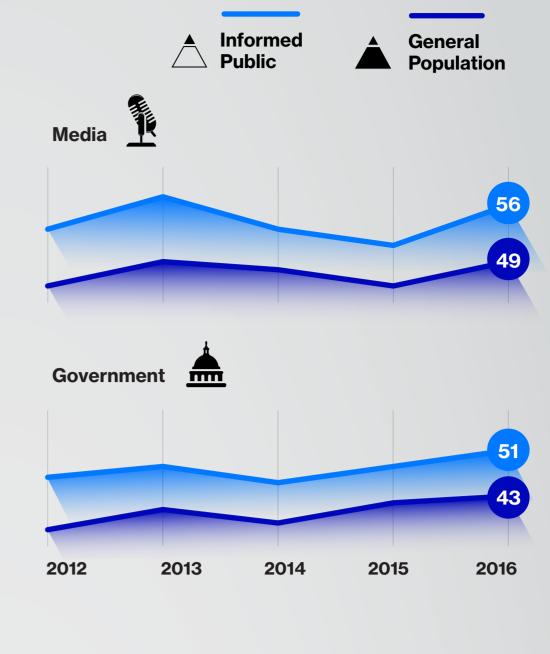
## Increase in trust, 2012-2016

**The State of Trust** 



**AUTHORIT** 

& INFLUENCE



## **Informed Public**

**Mounting Trust Inequality** 



10

64

45

57

40

55

39

78

62

Brazil

### **Mass Population** For the mass population making up 85% of the of population

general public – trust

While trust has risen across

all four institutions, it's a trend

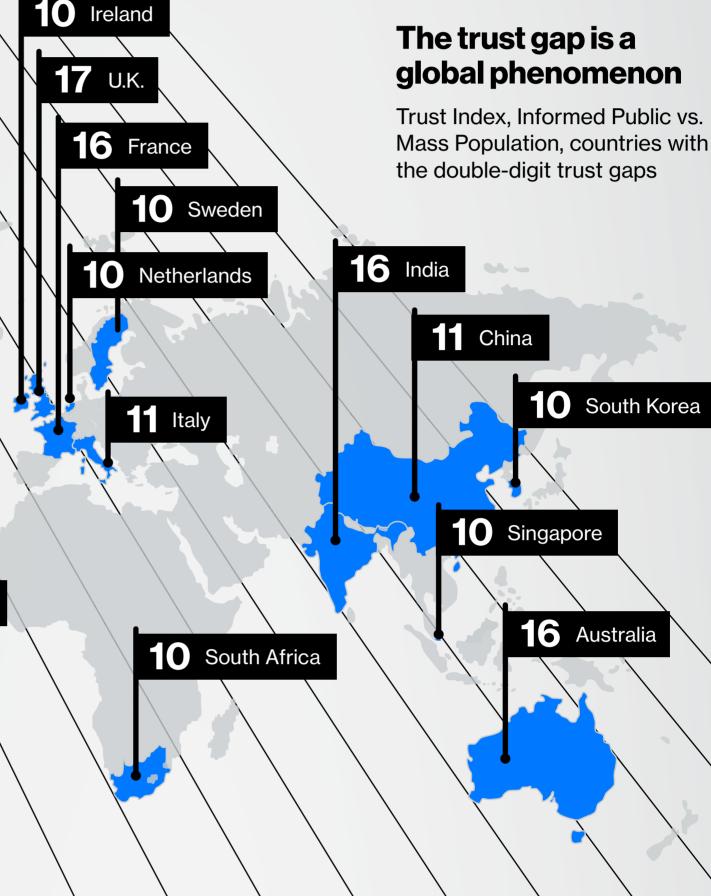
driven by the informed public

\*Must meet four criteria: ages 25-64, college educated, in top 25% of household income per age group in each country, reported significant media consumption & engagement in business

news and public policy

\*All population not including informed public The trust gap is a

levels have barely budged



The

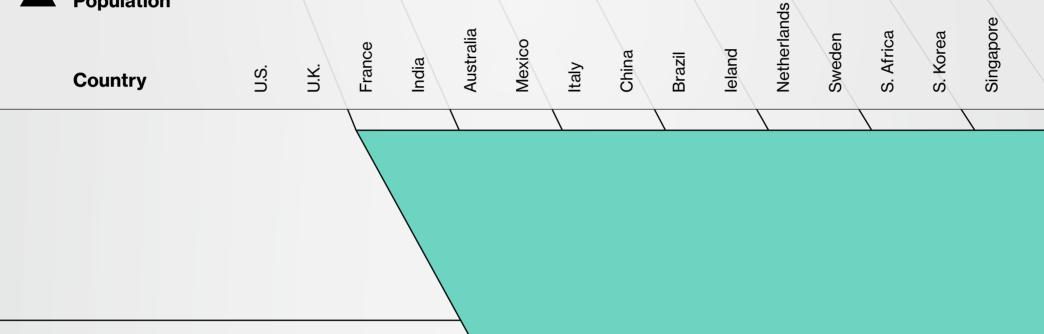
**The Trust Index** 

**Public** 

**Mass** 

**Informed** 

**Population** 



72

57

63

47

58

47

82

71

58

48

49

39

46

36

54

50

40

72

62

62

### We are seeing firsthand the rise of trust inequality and a simultaneous shift of influence, now resting in the hands of the mass population

of Influence

Inversion

**The Opportunity For Business** 

to help bridge the trust gap

Business saw the

**Actions** 

CEOs must focus more on making

**Employee Advocacy** 

Employees are credible spokespeople.

63%

**Search engines** 

46%

Owned media

a positive long-term impact and

addressing social issues, over

short-term financial results.

biggest rise in trust

Across all audiences, business saw the largest

increase in trust. Today, business finds itself in

a new position of strength, with the chance

Leadership in a Divided World With CEOs at the forefront, business has an opportunity to establish a new model of leadership, while still fulfilling their mandate to create value Focus on short-term Too much financial results

agree that business must play a role in addressing societal issues

**INFLUENCE** 

**AUTHORITY** 

57% Lobbying

57%

communicate their personal values

agree CEOs must

Not enough

are creditable

spokespeople

agree employees

## CEOs must communicate more openly and directly with their employees, and empower

**58%** 

Traditional media

them to become company advocates.

**53% Online-only media** 

trusted than traditional media. The rules of engagement have changed so leaders must consider all sources in order

Today, search engines are more

**Engagement** 

to effectively engage.

"Trust in institutions and their license to operate is no longer automatically granted on the basis of hierarchy or title, rather in today's world, trust must be earned."

44%

Social media

**Richard Edelman President & CEO** 

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For more information, visit www.edelman.com/trust2016

Personal values are key in

building trust and it is up

to leaders to be honest,

ethical and to share their

personal stories.

Positive long-

term impact

Job

Creation