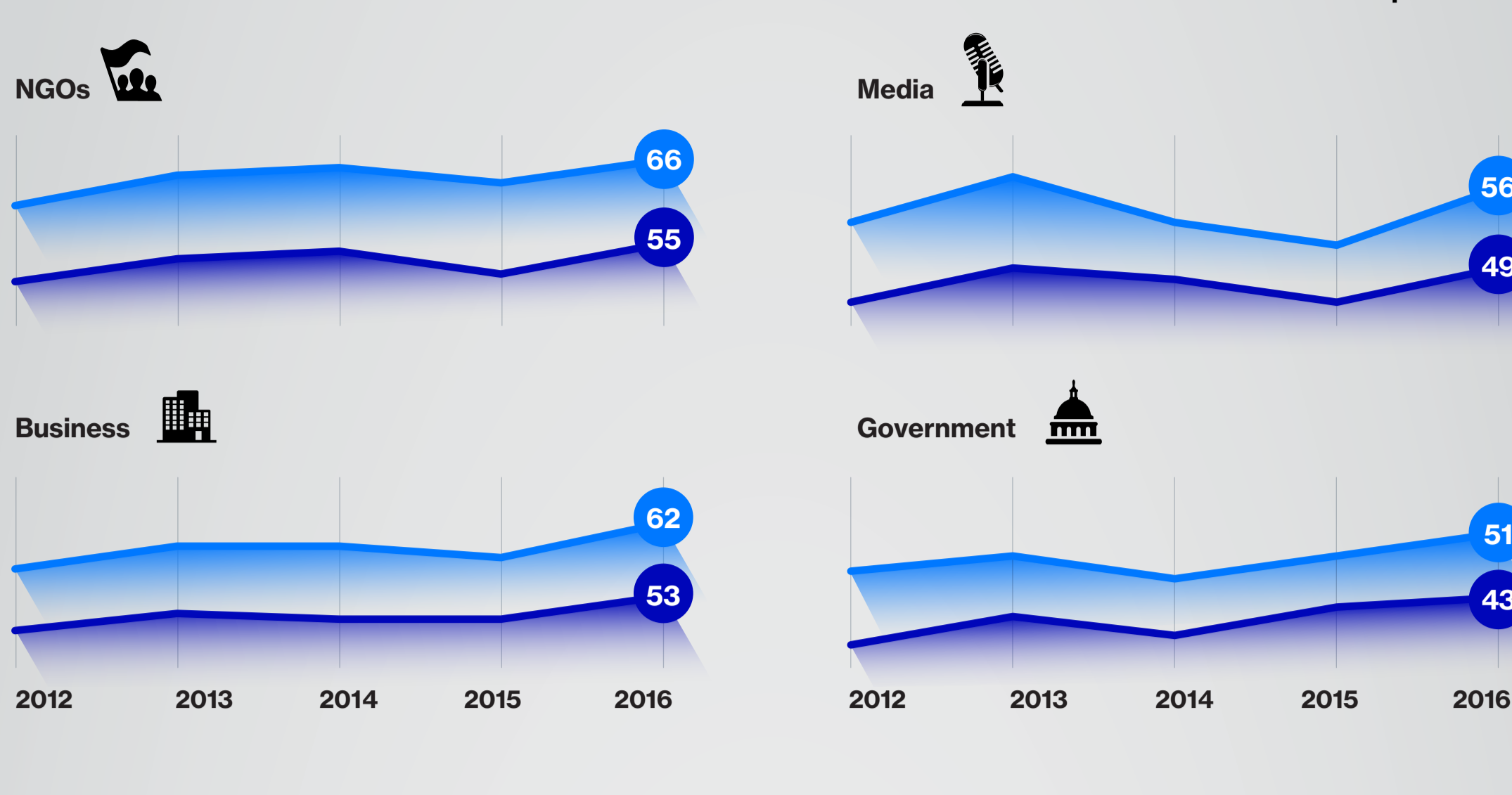


2016 Edelman Trust Barometer

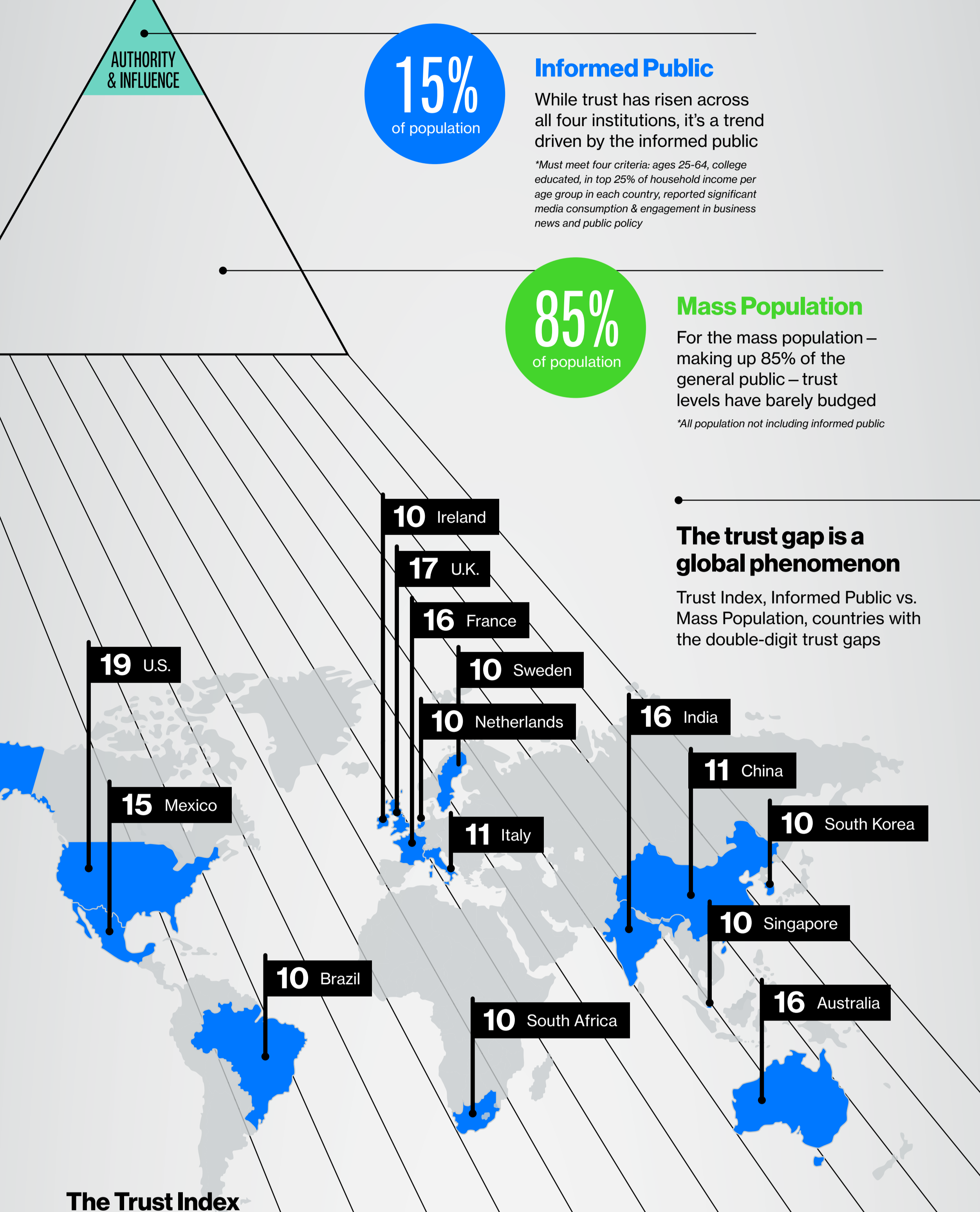
In 2016, trust in nongovernmental organizations, business, media and government increased to its highest level since the Great Recession. But the 2016 Edelman Trust Barometer shows we're only seeing the tip of the trust story.

The State of Trust

Increase in trust, 2012-2016



Mounting Trust Inequality



The Trust Index

	U.S.	U.K.	France	India	Australia	Mexico	Italy	China	Brazil	Ireland	Netherlands	Sweden	S. Africa	S. Korea	Singapore
Informed Public	64	57	55	78	63	72	58	82	58	49	62	46	54	50	72
Mass Population	45	40	39	62	47	57	47	71	48	39	52	36	44	40	62

The Inversion of Influence

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

INFLUENCE

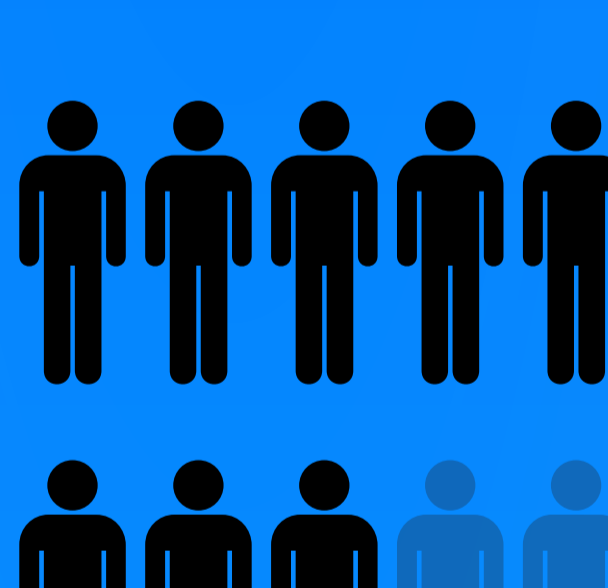
The Opportunity For Business

Across all audiences, business saw the largest increase in trust. Today, business finds itself in a new position of strength, with the chance to help bridge the trust gap



↑9%

Business saw the biggest rise in trust



80%

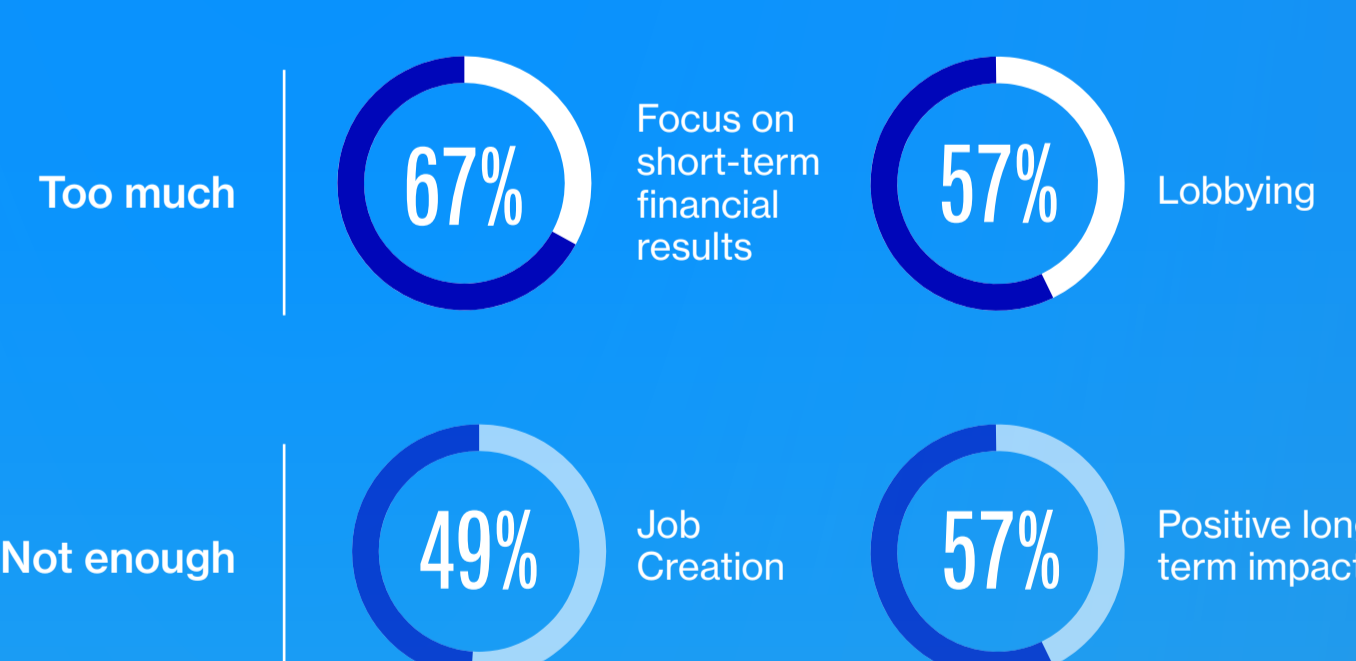
agree that business must play a role in addressing societal issues

Leadership in a Divided World

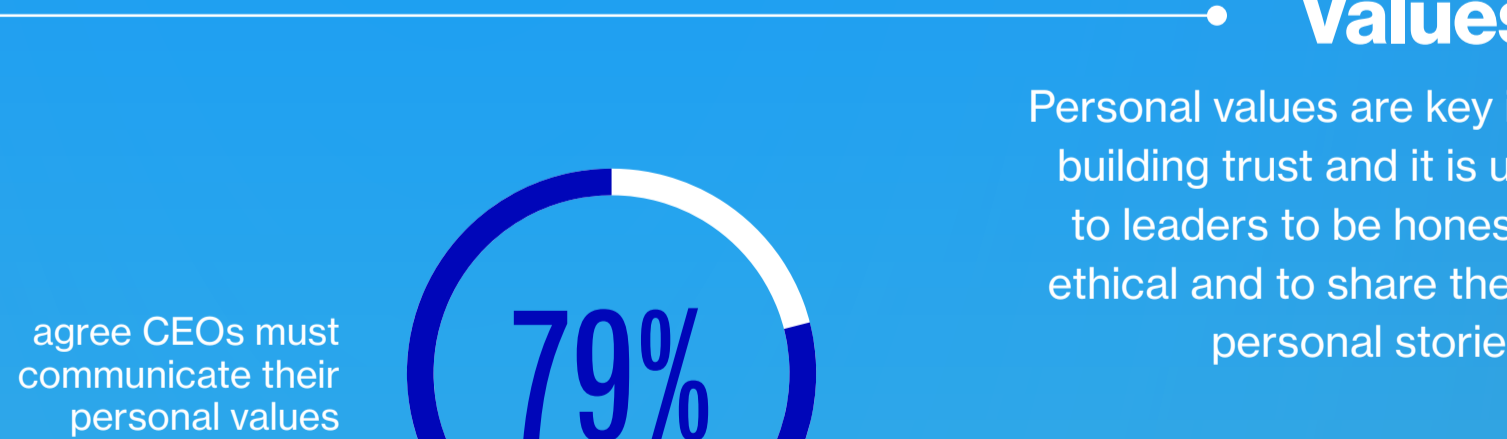
With CEOs at the forefront, business has an opportunity to establish a new model of leadership, while still fulfilling their mandate to create value

Actions

CEOs must focus more on making a positive long-term impact and addressing social issues, over short-term financial results.

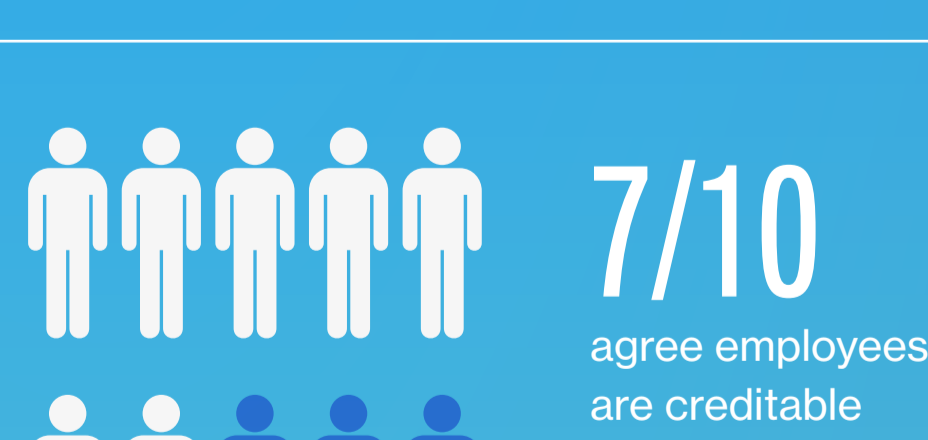


Values

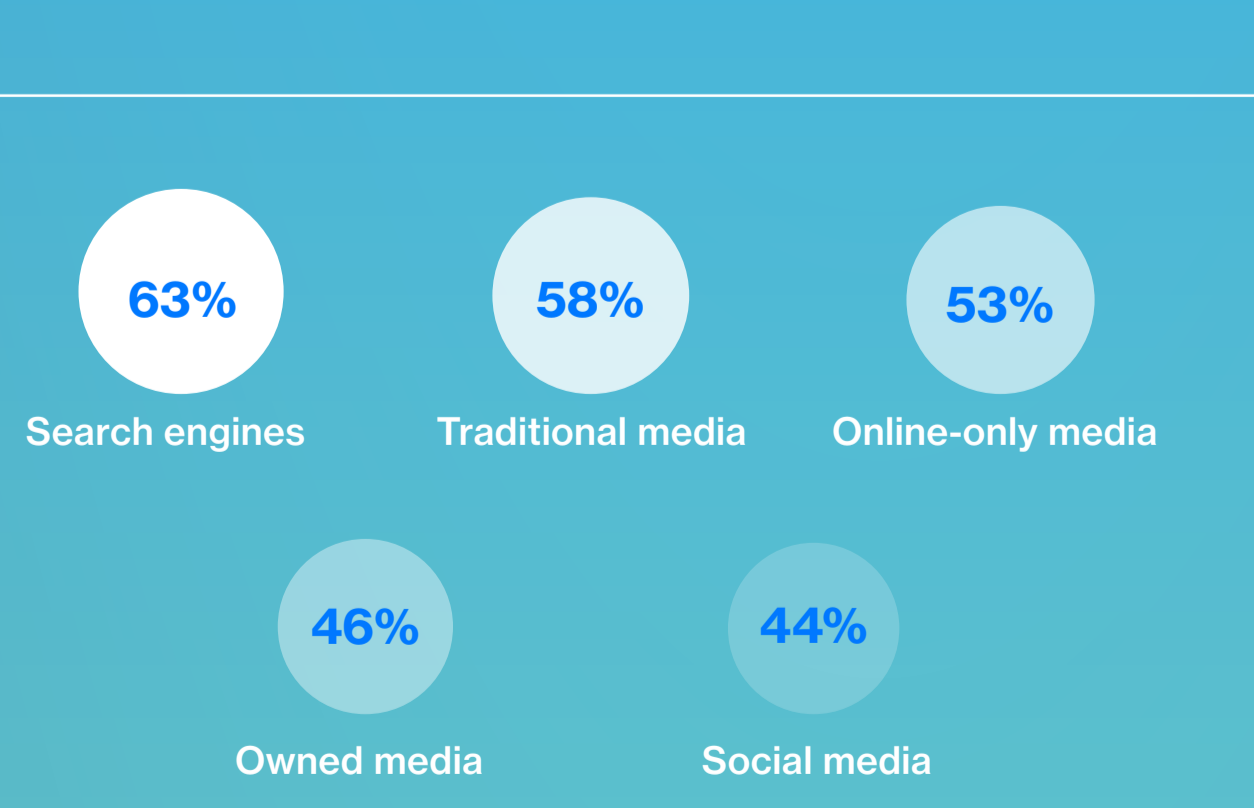


Employee Advocacy

Employees are credible spokespeople. CEOs must communicate more openly and directly with their employees, and empower them to become company advocates.



Engagement



Today, search engines are more trusted than traditional media. The rules of engagement have changed so leaders must consider all sources in order 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.”

Richard Edelman
President & CEO

