

Spring Update:  
Trust and the  
Covid-19 Pandemic

Financial Services



# Edelman Trust Barometer 2020



## 2020 Edelman Trust Barometer

# Spring Update: Trust and the Covid-19 Pandemic

## Methodology



Online survey in 11 markets:

**Canada, China, France, Germany, India, Japan, Mexico, Saudi Arabia, S. Korea, U.K. and U.S.**

13,200+ respondents total

All fieldwork was conducted between April 15 and April 23, 2020

January 2020 Trust Barometer fieldwork was conducted between October 19 and November 18, 2019

11-market global data margin of error: General population +/- 0.9% (N=13,200), informed public +/- 3.0% (N=1,100), mass population +/- 1.0% (N=10,741+).

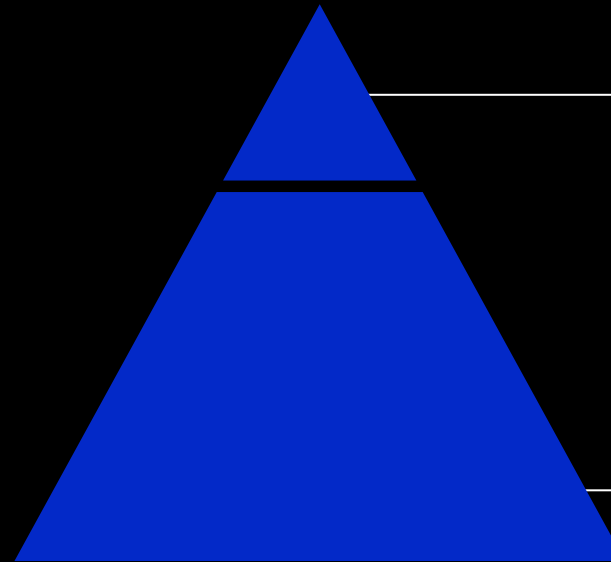
Market-specific data margin of error: General population +/- 2.8% (N=1,200), informed public +/- 9.8% (N=100), mass population +/- 2.9% to 3.7% (N=min 691, varies by market).

## General Online Population

**1,200**  
respondents  
per market

Ages  
**18+**

All slides show general  
online population data  
unless otherwise noted



### **Informed Public**

**100** respondents in each market  
Represents **19%** of total global population

Must meet 4 criteria

- ▶ Ages **25-64**
- ▶ College-educated
- ▶ In top **25%** of household income per age group in each market
- ▶ Report significant media consumption and engagement in public policy and business news

### **Mass Population**

All population not  
including informed public

Represents **81%** of total  
global population



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# TRUST AT ALL-TIME HIGHS

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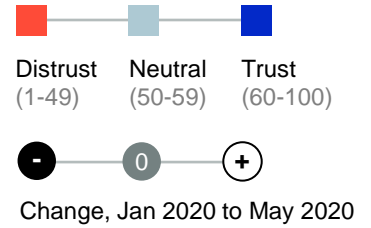
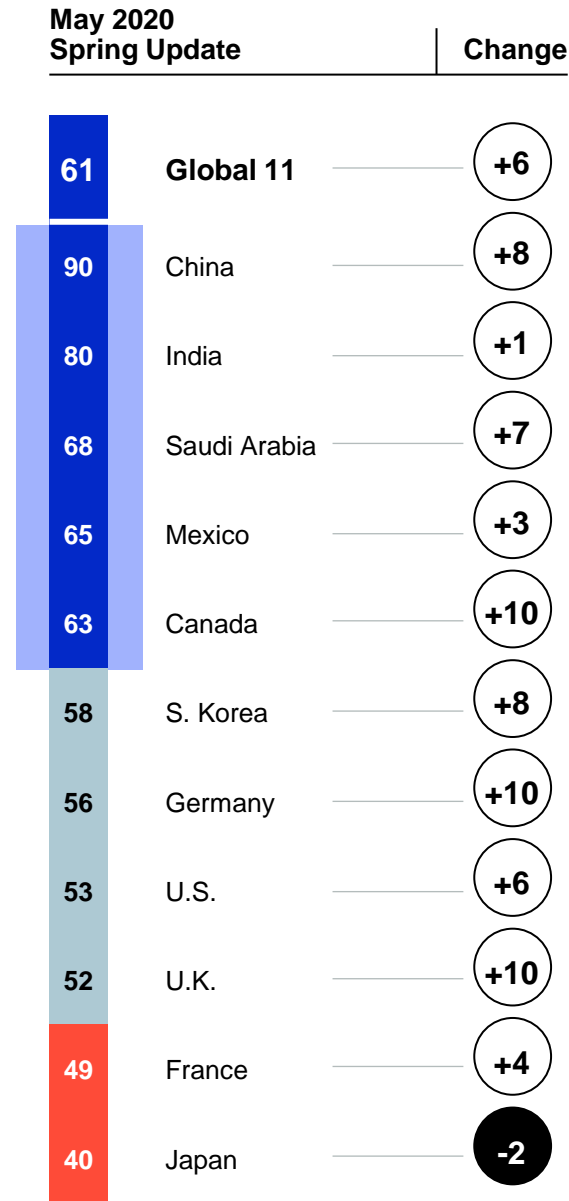
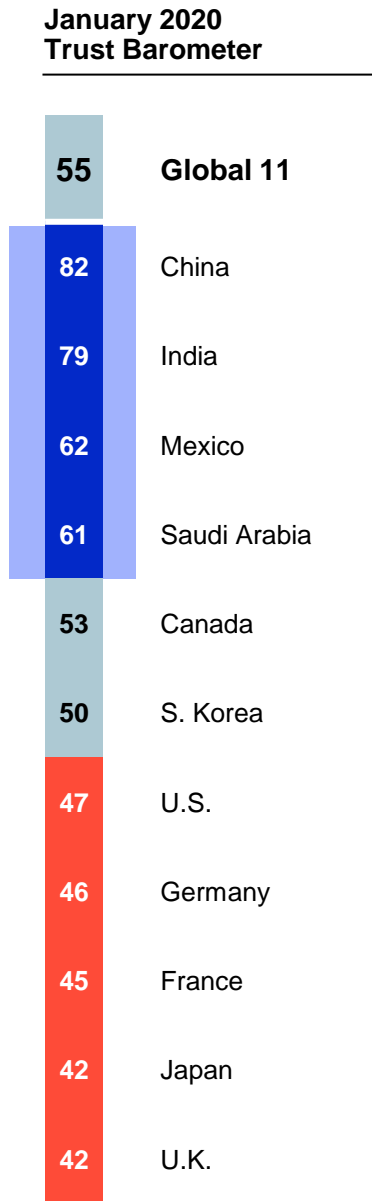
# A RECORD RISE IN TRUST; TRUST INDEX AT ALL-TIME HIGH

## Trust Index

11-market global average increases 6 pts., with increases in 10 of 11 markets

Distrusting markets decline from 5 to 2

2020 Edelman Trust Barometer Spring Update. 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.

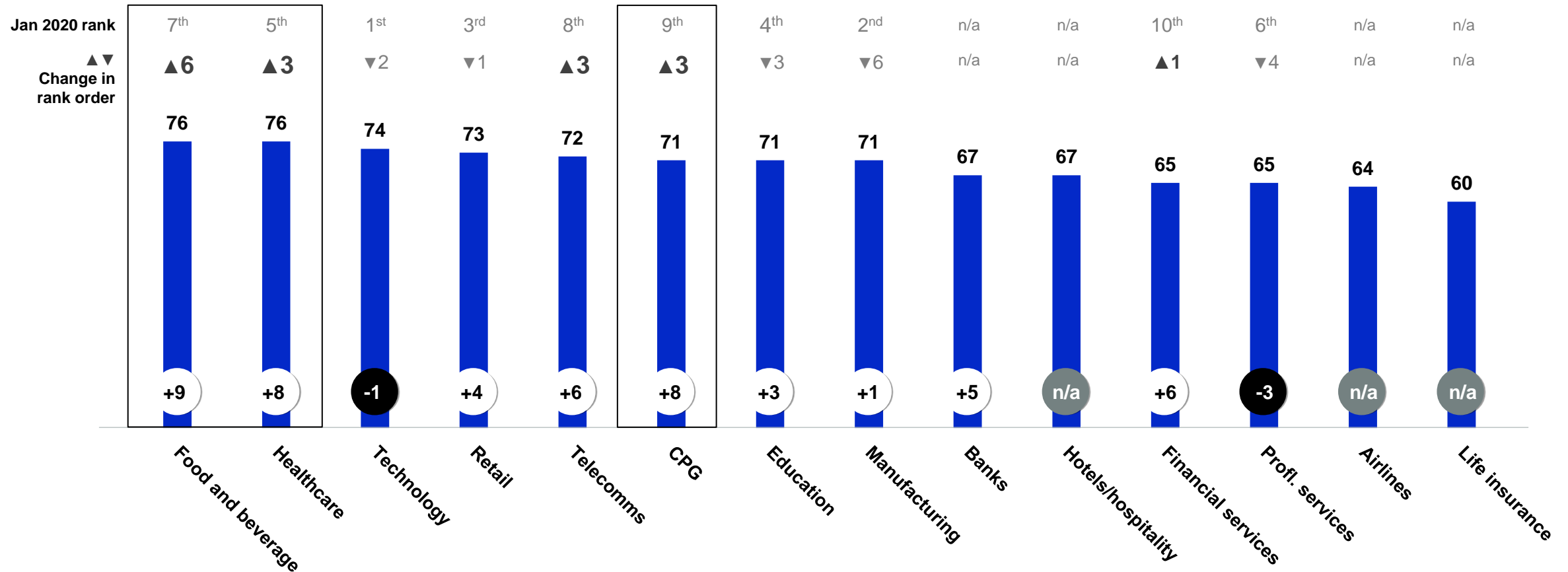


Change in the Trust Index, Jan 2012 – May 2020 (10-market avg.)

	Trust Index	Change
2012	45	n/a
2013	50	+5
2014	48	-2
2015	47	-1
2016	51	+4
2017	49	-2
2018	49	0
2019	53	+4
Jan 2020	55	+2
<b>May 2020</b>	<b>61</b>	<b>+6</b>

# GREATEST TRUST GAINS TO DATE FOR SECTORS ON THE FRONT LINE

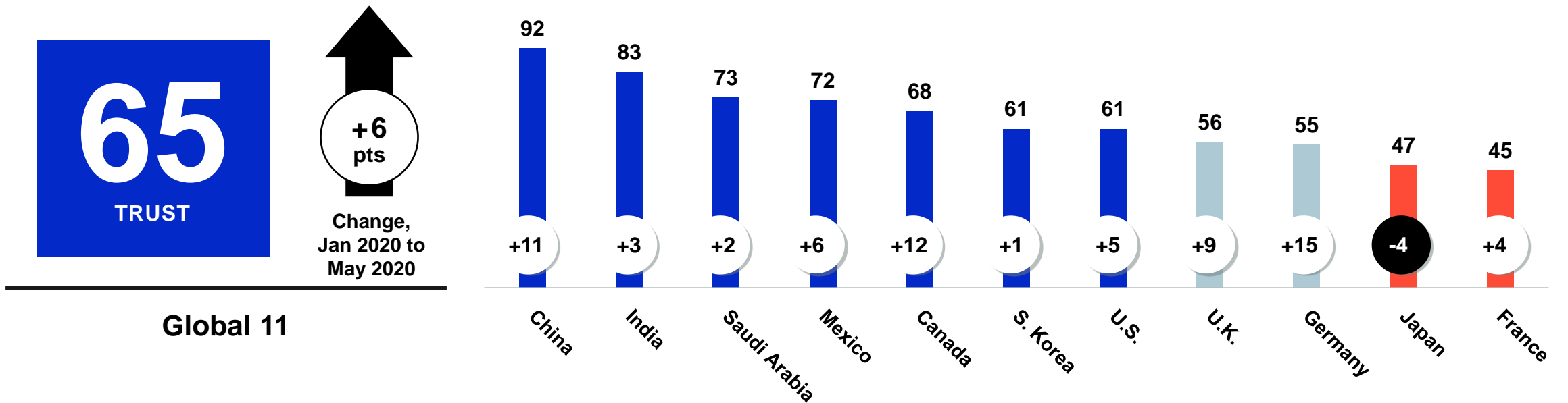
Percent trust in each sector



2020 Edelman Trust Barometer Spring Update. 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. General population, 11-mkt avg. Some 2019 data was only asked of one-fifth of the sample.

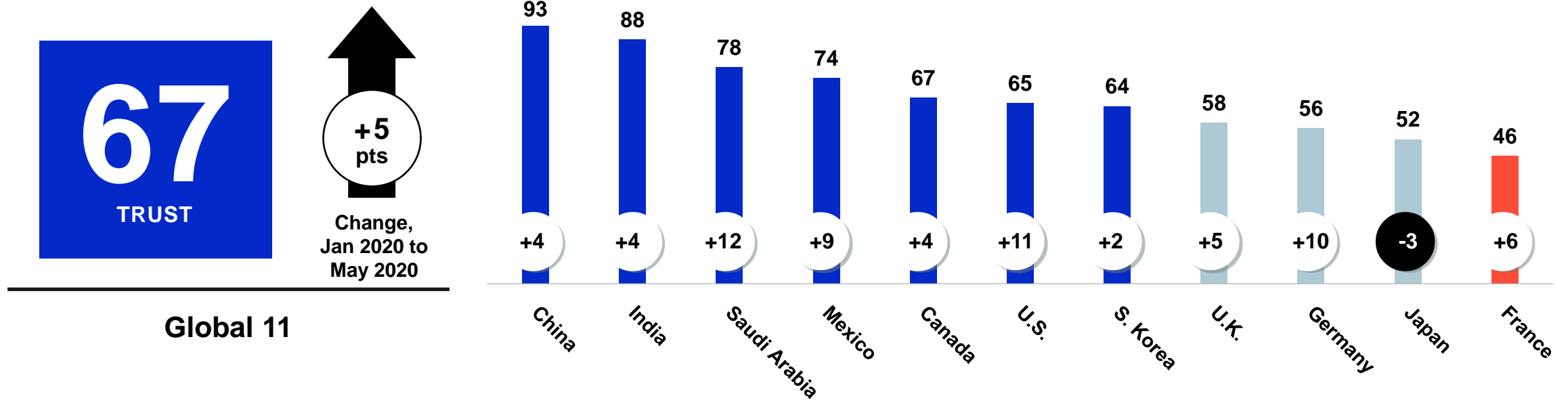
# INCREASED TRUST IN FINANCIAL SERVICES IN 10 OF 11 MARKETS

Percent trust in financial services



# TRUST GAINS FOR BANKS IN NEARLY ALL MARKETS

Percent trust in banks



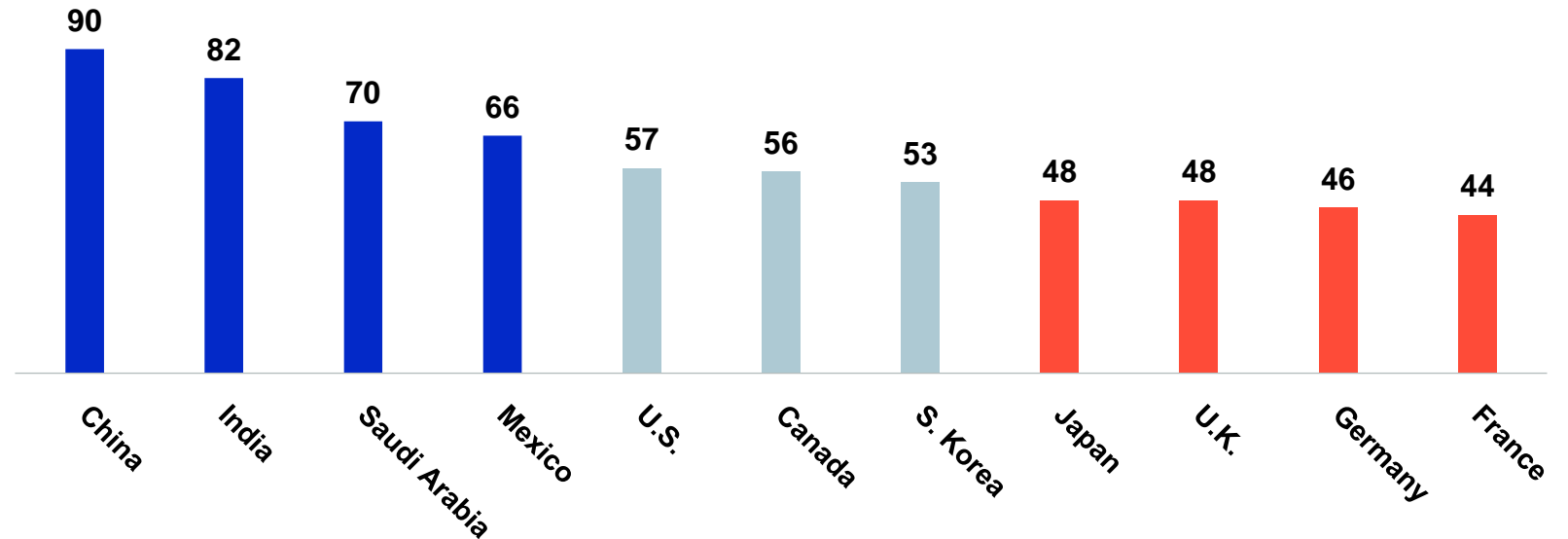
2020 Edelman Trust Barometer Spring Update. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. General population, 11-mkt avg. 2019 data was only asked of one-fifth of the sample.

# LIFE INSURANCE TRUSTED IN 4 OF 11 MARKETS

Percent trust in life insurance



Global 11

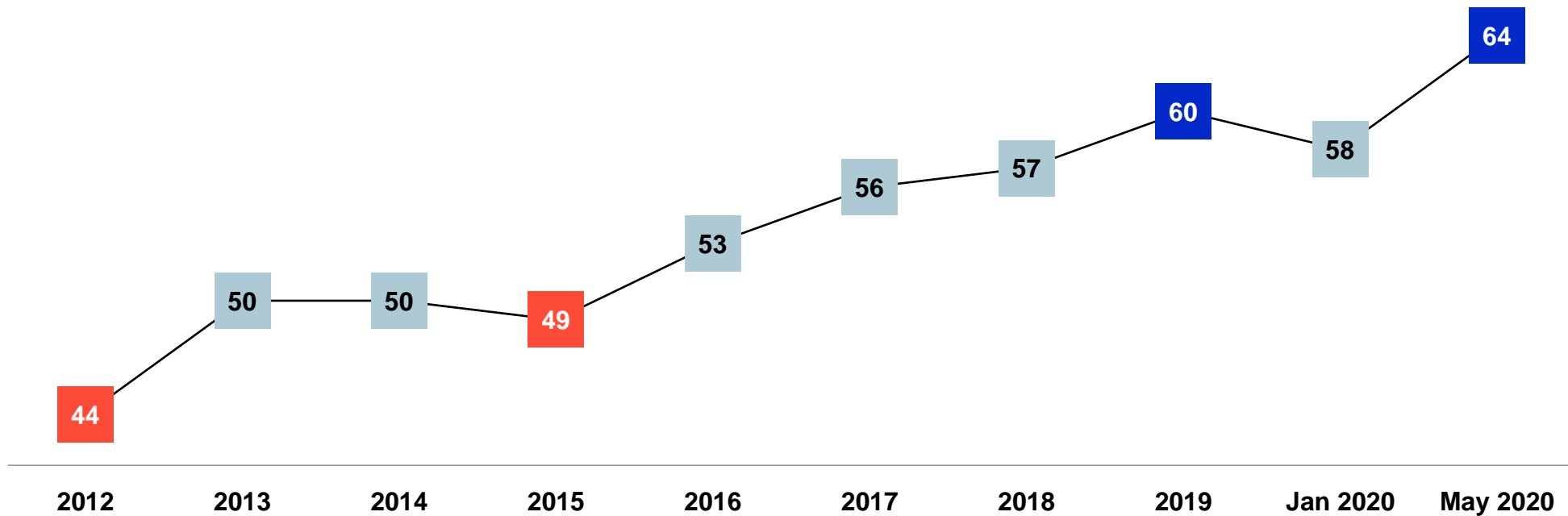




# TRUST IN FINANCIAL SERVICES REACHES ALL-TIME HIGH

Percent trust in the financial services sector

Distrust Neutral Trust



2020 Edelman Trust Barometer Spring Update. 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. General population, 10-mkt avg. Some 2019 data was only asked of one-fifth of the sample.

# SUSTAINABLE RISE OR TRUST BUBBLE? LARGE TRUST GAINS OFTEN QUICKLY LOST

Trust loss one year after double-digit gain  
No trust loss one year after large gain

Double-digit gains in trust, and change one year later

280 measured changes in trust,  
across 7 years of data for 4 institutions  
and 10 markets measured

**17 double-digit trust gains**  
from 2012 to 2020  
(6% incidence rate)

**13 of 17 followed by a trust loss**  
one year later (76%)

Year	Market	Institution	Trust Gain	Change, 1 Year Later
2016	China	Business	12	-3
2016	China	NGOs	17	-10
2013	France	Business	10	-11
2016	France	Business	16	4
2013	Germany	Government	11	1
2013	Germany	Media	12	0
2013	India	Government	12	-4
2013	India	Media	10	-6
2015	India	Government	17	-3
2017	India	Government	10	-5
2014	Japan	Government	12	-3
2016	Mexico	Business	12	-9
2016	Mexico	Media	10	-11
2016	Mexico	NGOs	11	-3
2018	S. Korea	Government	17	3
2013	U.K.	Business	11	-4
2013	U.K.	NGOs	10	-1

2020 Edelman Trust Barometer. 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, 10-mkt avg. Data shown is an analysis of 280 measured changes in trust across 4 institutions and 10 markets, based on general population data collected between 2012 and 2020.

# SOCIETAL FEARS FURTHER STRAIN THE SYSTEM

PROTECT  
NURSES  
PATIENTS  
PUBLIC HEALTH  
#COVID19

NNU  
Kious Kelly, RN  
National Nurses United

NNU  
Freda Ocran, RN  
National Nurses United

PROTECT  
NURSES  
PATIENTS  
PUBLIC HEALTH  
#COVID19

NNU  
National Nurses United

# NEITHER GOVERNMENT NOR BUSINESS KEEPING ME SAFE

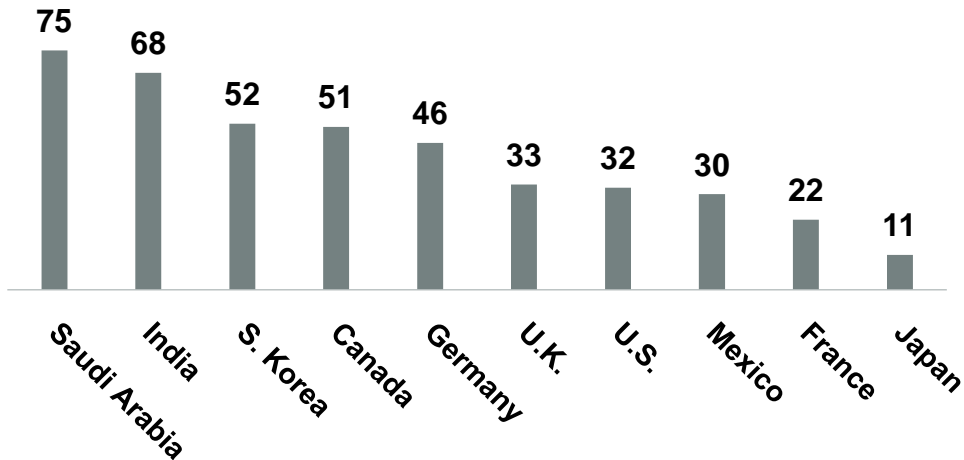
Percent who rate national government and business as doing well or very well

## Government Performance

Ensuring **medical supplies and good treatment are available** even in the poorest areas

Global 10

# 42%

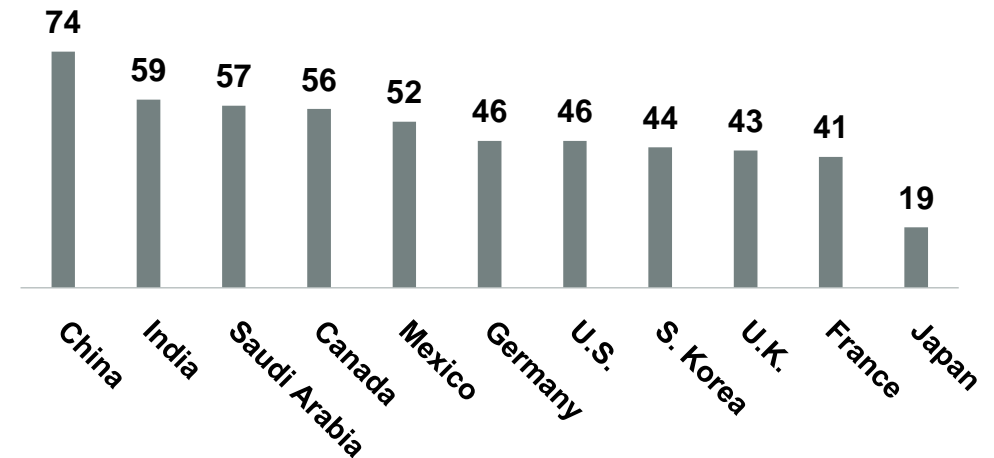


## Business Performance

Implementing safety measures to **protect workers and customers**

Global 11

# 49%



2020 Edelman Trust Barometer Spring Update. NEW\_PER\_NATGOV. When it comes to how it has performed thus far during the COVID-19 pandemic, how well do you believe the national government of your country is currently doing each of the following? 5-point scale; top 2 box, doing well. General population, 10-mkt avg (excluding China). NEW\_PER\_BUS. When it comes to how it has performed thus far during the COVID-19 pandemic, how well do you believe business in general is currently doing each of the following? 5-point scale; top 2 box, doing well. General population, 11-mkt avg. \*Data on left excludes China from the results because we did not ask questions to respondents that were sensitive in nature.

# FEAR OF JOB LOSS WORSENS

Percent of employees and job seekers who agree

January 2020 Edelman Trust Barometer

I worry about **losing my job** due to automation, globalization, workforce restructuring or an economic downturn

⊥  
**80%**

May 2020 Spring Update

I am very concerned about **job loss due to the pandemic** and not being able to find a new job for a very long time

⊥  
**56%**

2020 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, worried. Job loss net = codes 1,2,3,4,5,23,24. General population, 11-mkt avg, among those who are employed (Q43/1).

2020 Edelman Trust Barometer Spring Update. CV1\_POP. 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. General population, 11-mkt avg, among those who are employed, furloughed/laid off due to the pandemic or unemployed for other reasons (Q206/1,2,8,9,10).

# FINANCIAL SERVICES EMPLOYEES REPORT ABOVE-AVERAGE JOB LOSS FEARS

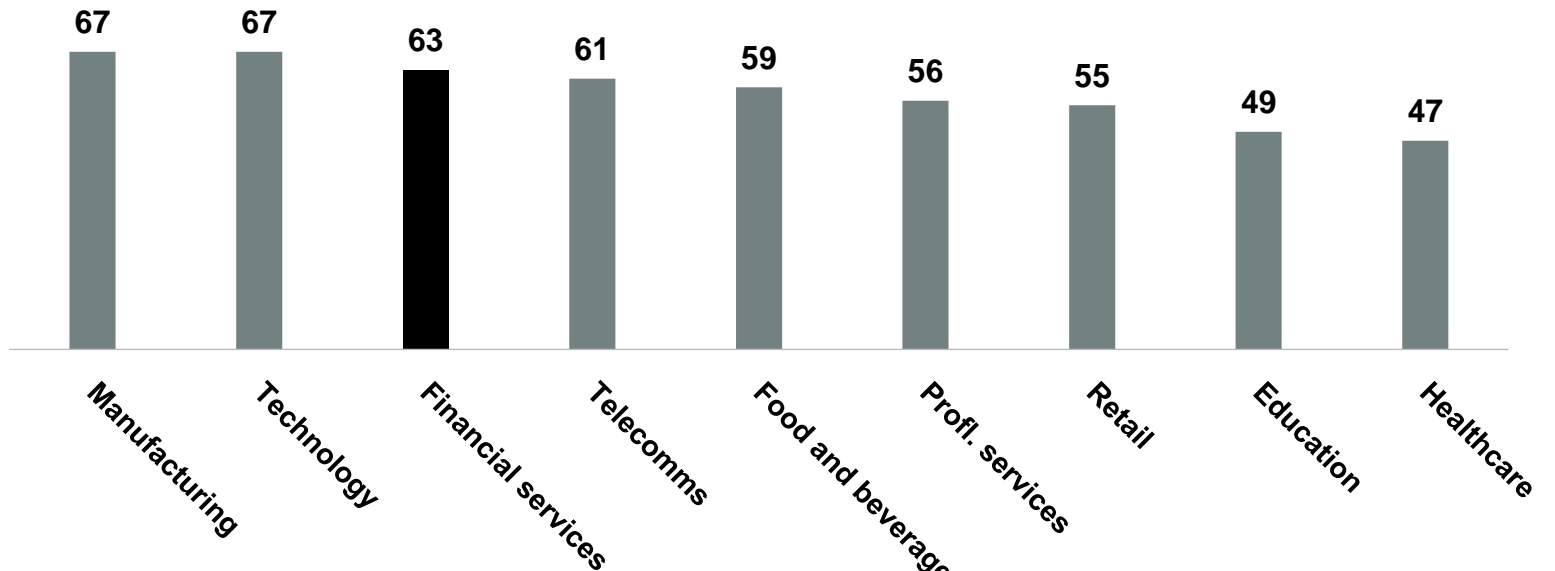
Percent who agree

I am very concerned about **losing, or having lost my job, due to the pandemic and not being able to find a new one** for a very long time

⊥  
**56%**

All employees

Among those employed in each of the following sectors..



2020 Edelman Trust Barometer Spring Update. CV1\_POP. 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. General population, 11-mkt avg, among those who are employed, furloughed/laid off due to the pandemic or unemployed for other reasons (Q206/1,2,8-10) and those who are employed, furloughed/laid off due to the pandemic or unemployed for other reasons in each sector (Q206/1,2,8-10 AND Q420/1-19).

# FINANCIAL SERVICES EMPLOYEES MOST CONCERNED ABOUT JOB LOSS DUE TO AUTOMATION

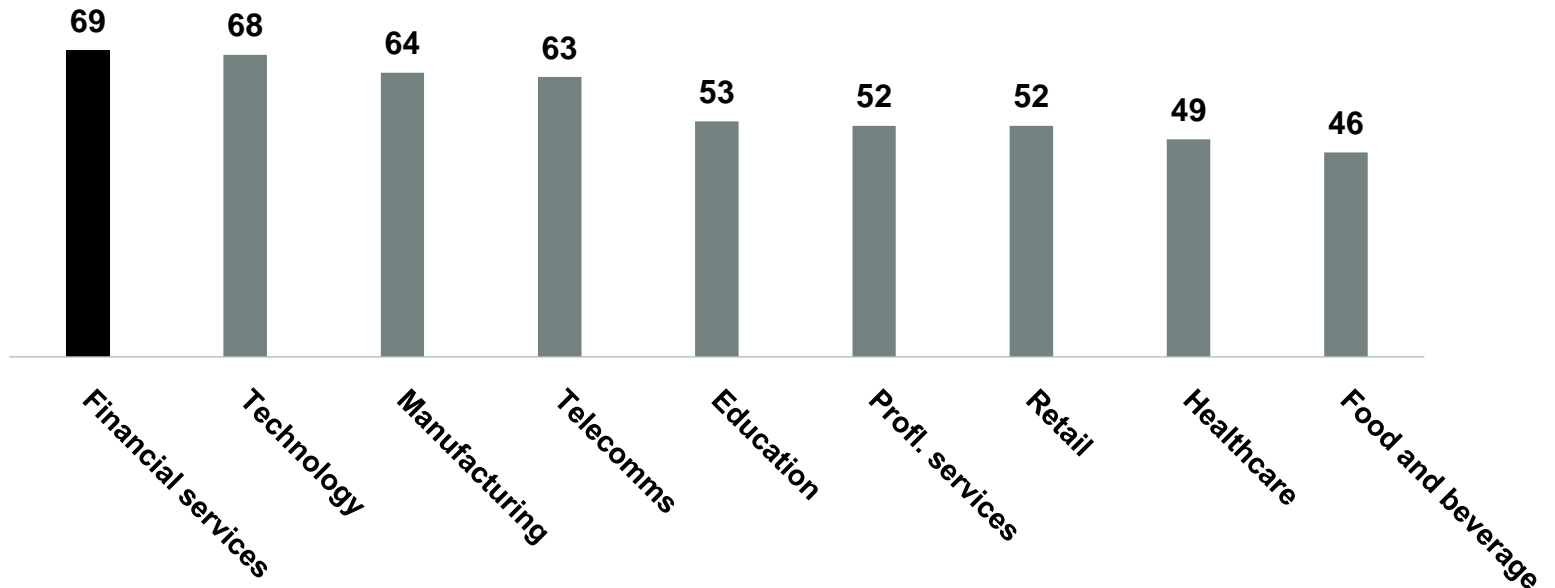
Percent who agree

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

┆  
**56%**

All employees

Among those employed in each of the following sectors..





⊥  
**MOMENT OF RECKONING  
FOR BUSINESS**  
⊥

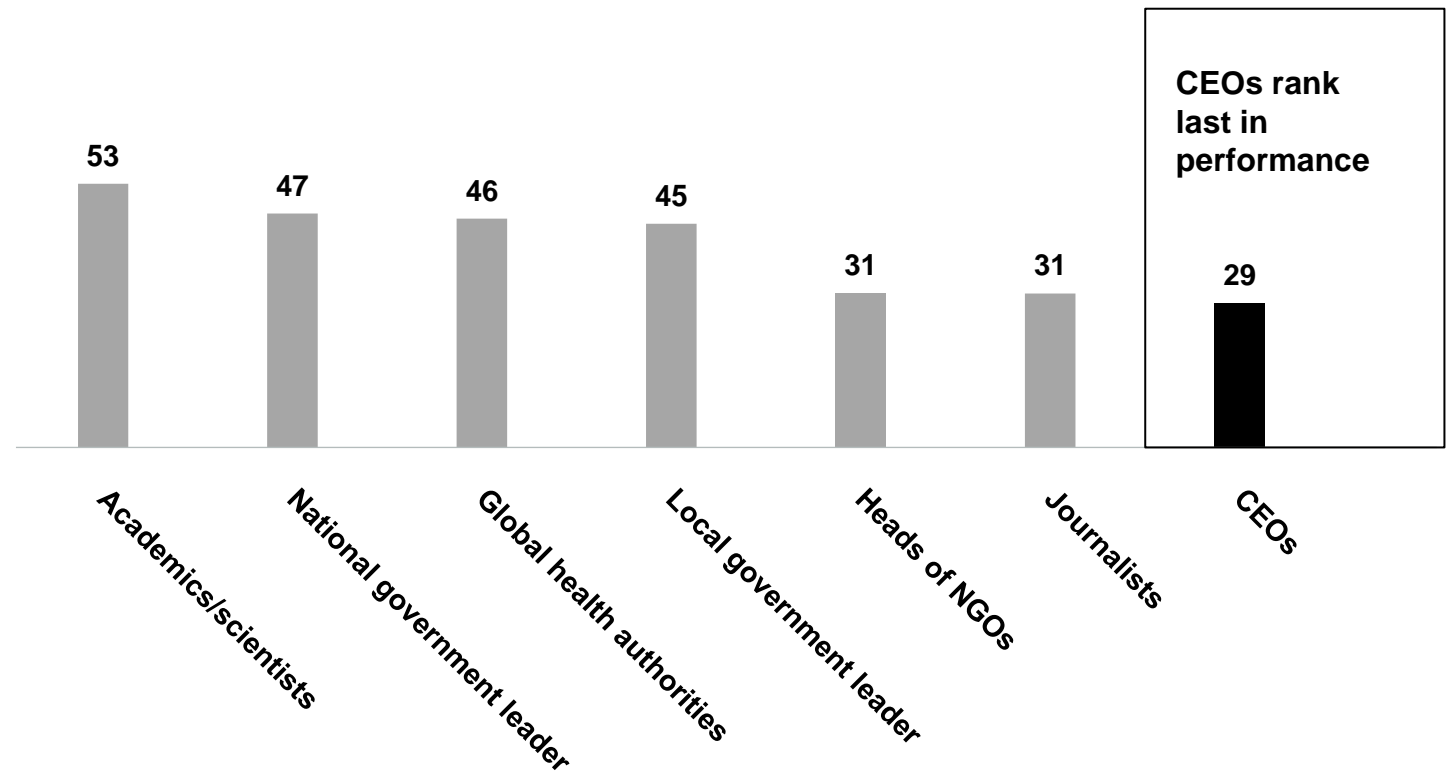


# CEOS FAILING TO DEMONSTRATE EXPECTED PUBLIC LEADERSHIP

CEOs should take the lead on addressing the pandemic rather than waiting for government to impose restrictions and demands on their businesses

┆  
**65%**

Percent who say each are doing **an outstanding job** meeting the demands placed on them by the pandemic



# BUSINESS NOT SEEN AS MEETING THE CHALLENGE WITH EXPECTED LEVEL OF COMPETENCE

Percent who say business is performing well or very well on each

Ensuring the **products and services that people need most are readily available** and easily accessible

⊥

**47%**

doing this well or very well

**Protecting essential employees** whose jobs require them to work outside of their home thereby increasing their risk of exposure to the virus

⊥

**44%**

doing this well or very well

**Preparing for the eventual recovery** and figuring how to return things to normal as quickly as possible

⊥

**42%**

doing this well or very well

# BUSINESS NOT SEEN AS LOOKING OUT FOR EMPLOYEES OR BUSINESS PARTNERS

Percent who say business is performing well or very well on each

**Putting people  
before profits**

⊥

**38%**

doing this well or very well

**Protecting their employee's  
financial wellbeing and  
safeguarding their jobs**

⊥

**39%**

doing this well or very well

**Helping their smaller  
suppliers and business  
customers stay in business by  
extending them credit or giving  
them more time to pay**

⊥

**38%**

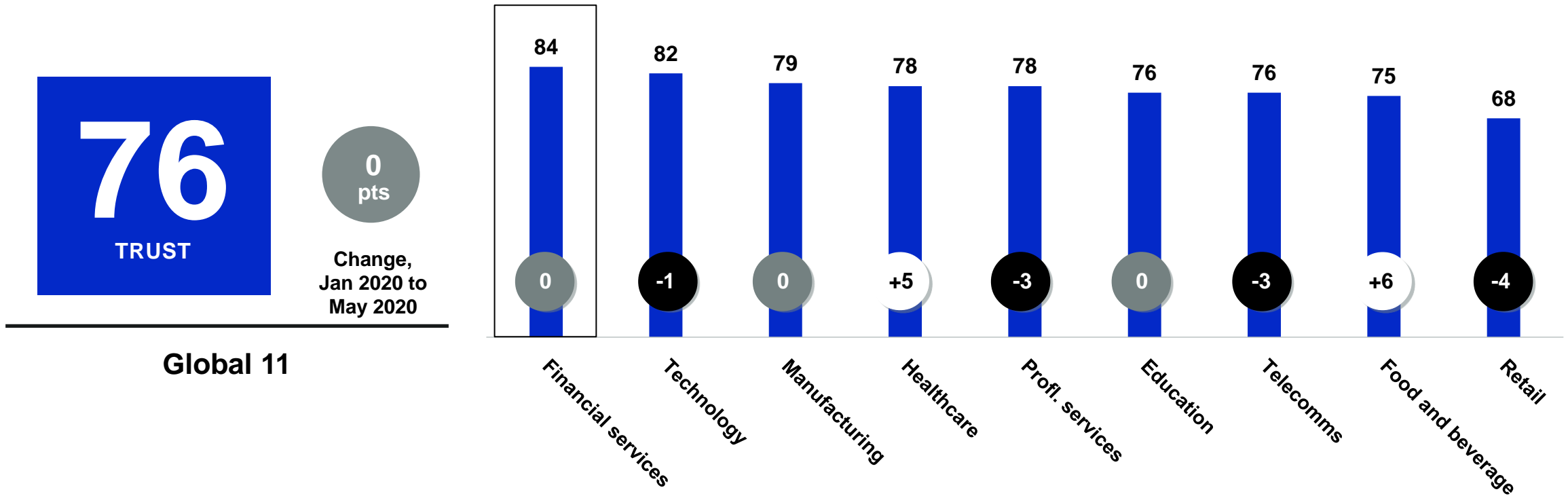
doing this well or very well

# HIGHEST LEVELS OF EMPLOYER TRUST AMONG FINANCIAL SERVICES EMPLOYEES

Percent trust in my employer among sectors employees



Among those employed in each of the following sectors..



2020 Edelman Trust Barometer Spring Update. 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, among employees (Q43/1) and sector employees (Q43/1 AND Q420/1-19).

# FINANCIAL SERVICES CEOS FAILING TO MEET PANDEMIC DEMANDS

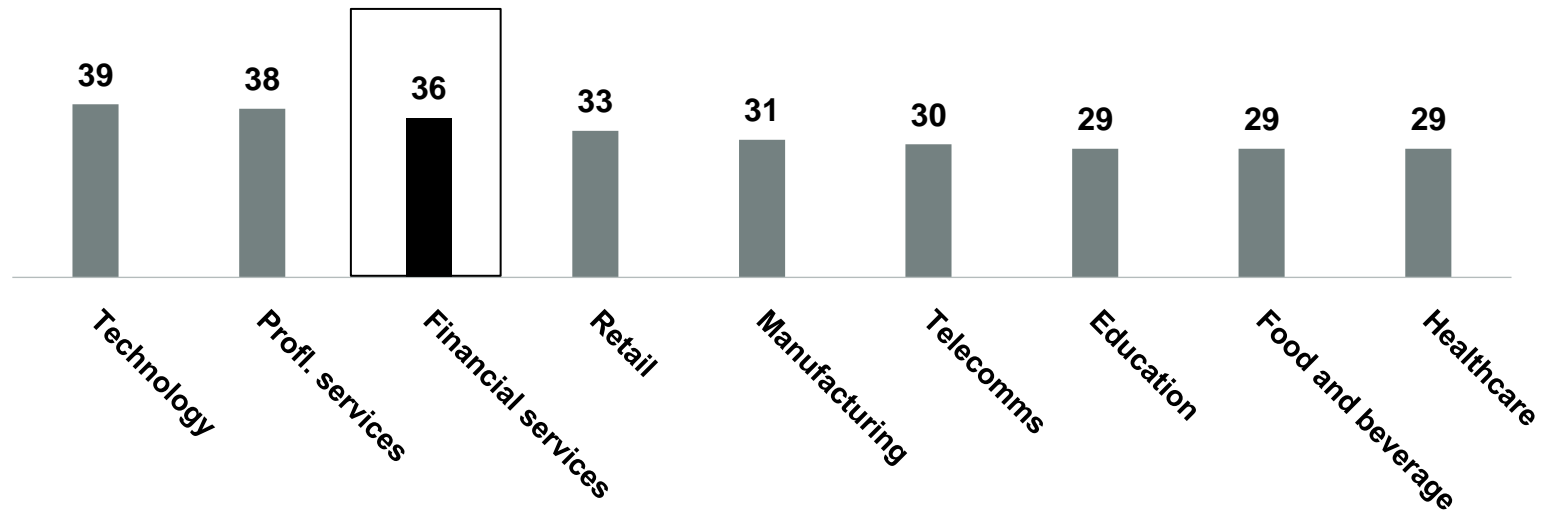
Percent of employees who say

**My CEO did an outstanding job** meeting the demands placed on them by the pandemic

⊥  
**31%**

All employees

Among those employed in each of the following sectors..



2020 Edelman Trust Barometer Spring Update. CRISIS\_LEAD. The current pandemic places many demands on our leaders. Which of the leaders listed below do you believe are doing an outstanding job meeting the demands being placed upon them by this crisis? Pick all that apply. Attribute asked of those that are an employee (Q43/1). General population, 11-mkt avg, among employees (Q43/1) and sector employees (Q43/1 AND Q420/1-19).



TOWARDS A  
NEW NORMAL

# FINANCIAL SERVICES EMPLOYEES WANT TO JOIN THE FIGHT

Which best describes how you want your employer to respond to the pandemic?

Every employer should become involved in some way in helping those who are suffering or risking their lives because of the pandemic

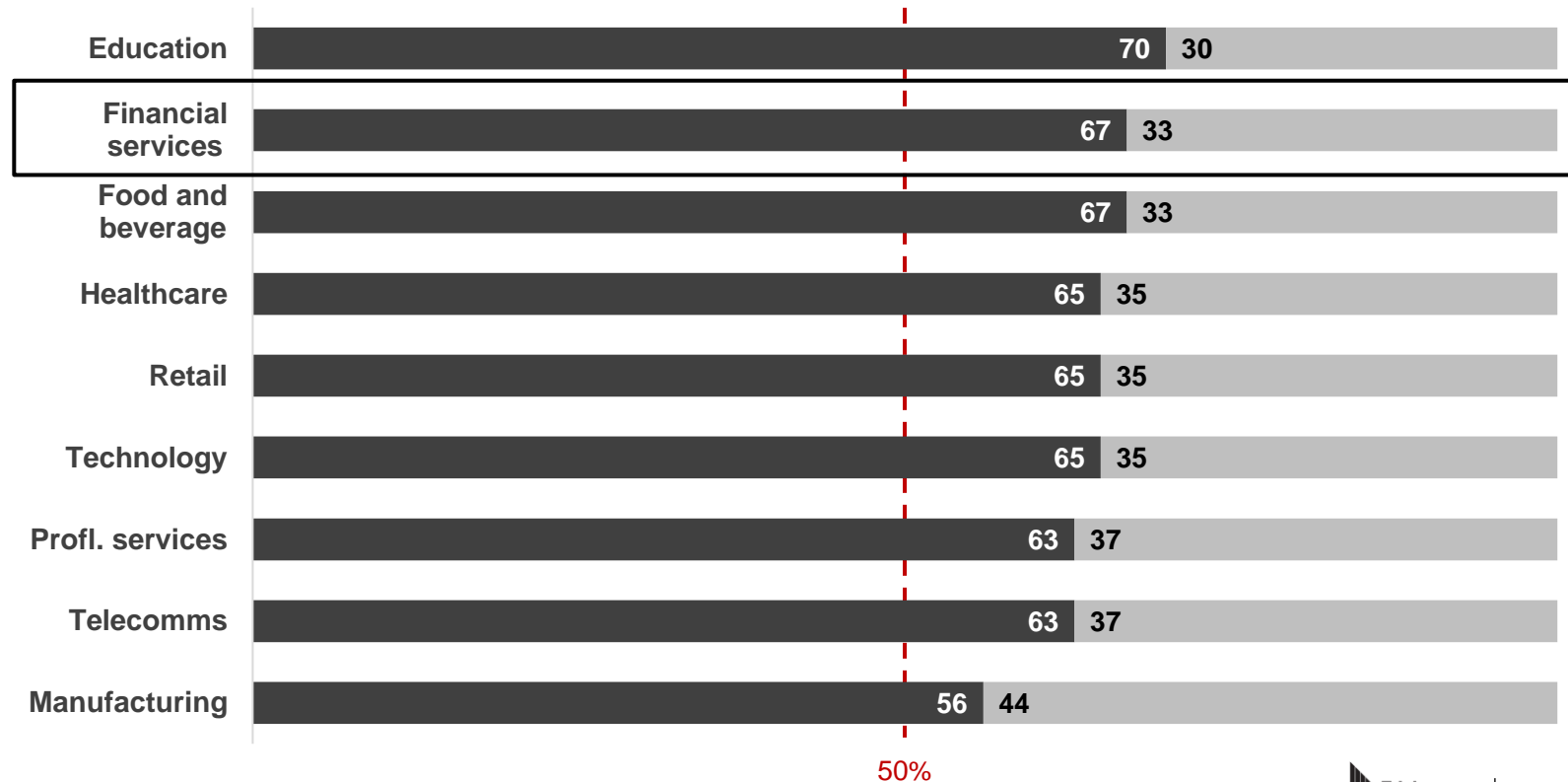
Employers should ensure their organization survives even if it means not helping those who are suffering or risking their lives because of the pandemic

OR

65%

35%

All employees

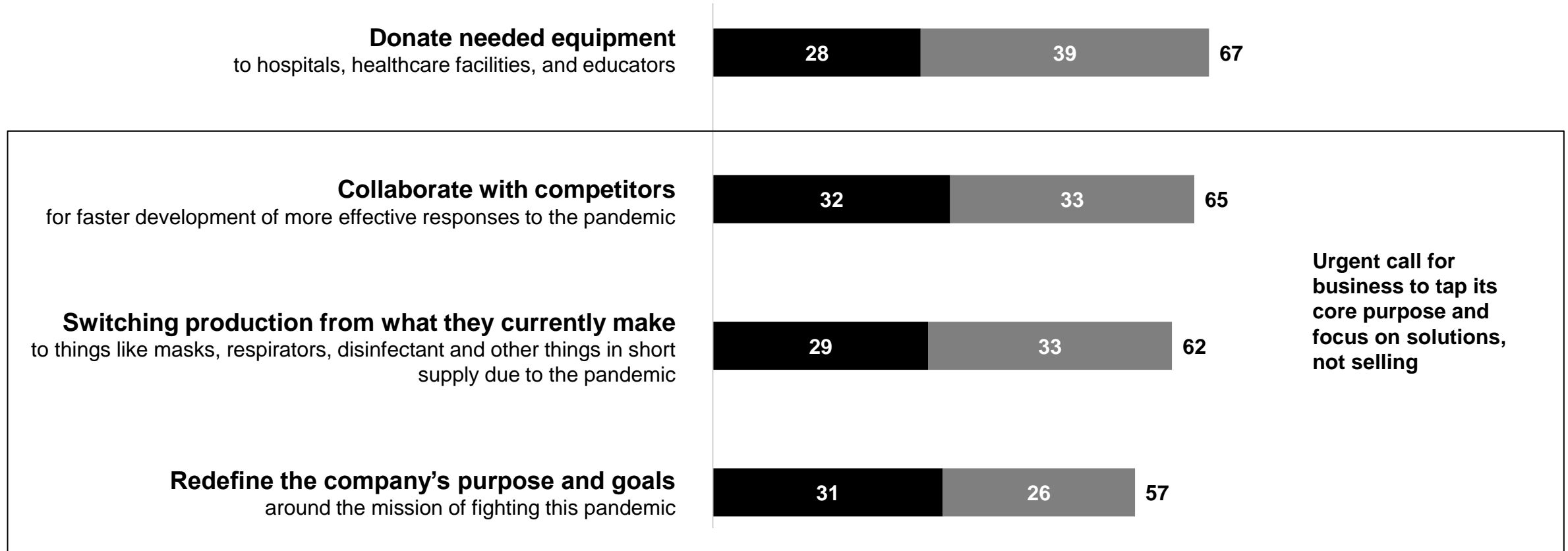


2020 Edelman Trust Barometer Spring Update. EMP\_CHOICE. You are about to see a series of two choices. For each pair, we want you to select the one that best describes how you believe employers should act in response to the pandemic. General population, 11-mkt avg, among employees (Q43/1) and sector employees (Q43/1 AND Q420/1-19).

# TO INCREASE TRUST, BUSINESS MUST JOIN THE FIGHT AGAINST THE PANDEMIC

Percent who indicate that the below actions will maintain or increase their trust in business

■ Maintain ■ Increase

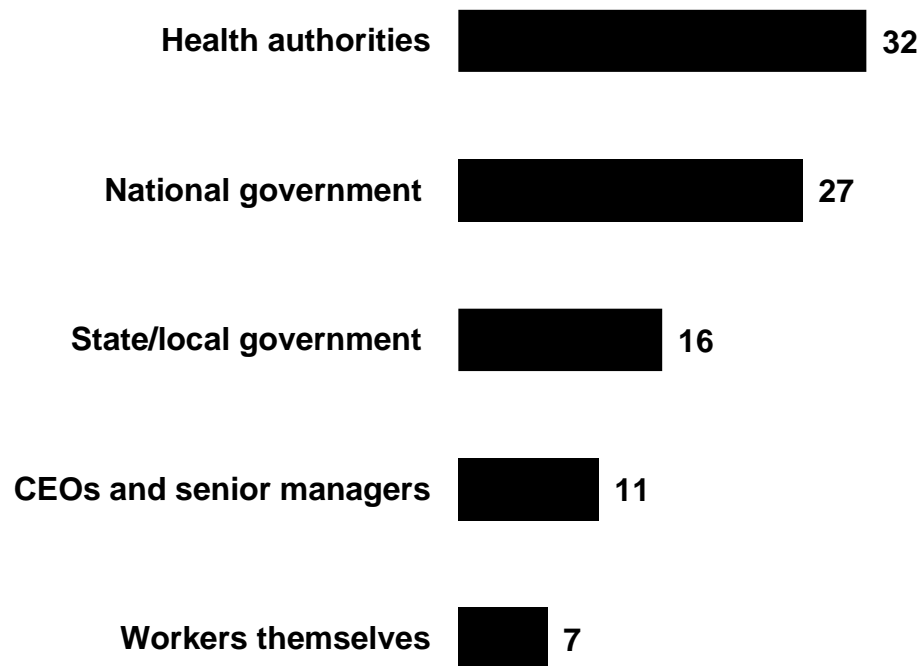


**Urgent call for business to tap its core purpose and focus on solutions, not selling**



# BUSINESS MUST PARTNER WITH GOVERNMENT FOR RESPONSIBLE RETURN TO WORK

Percent who say each should lead in making the return to work decision:



Which best describes how you want CEOs to respond to the pandemic?

**CEOs should be conservative** in getting back to normal operations, even if it means waiting to bring people back to work until the virus has been brought under control

OR

**CEOs should be aggressive** in getting back to normal operations even if it means bringing people back to work sooner than health officials recommend

75%

25%

# PRIORITIZE HEALTH AND SAFETY

Which do you agree with more?

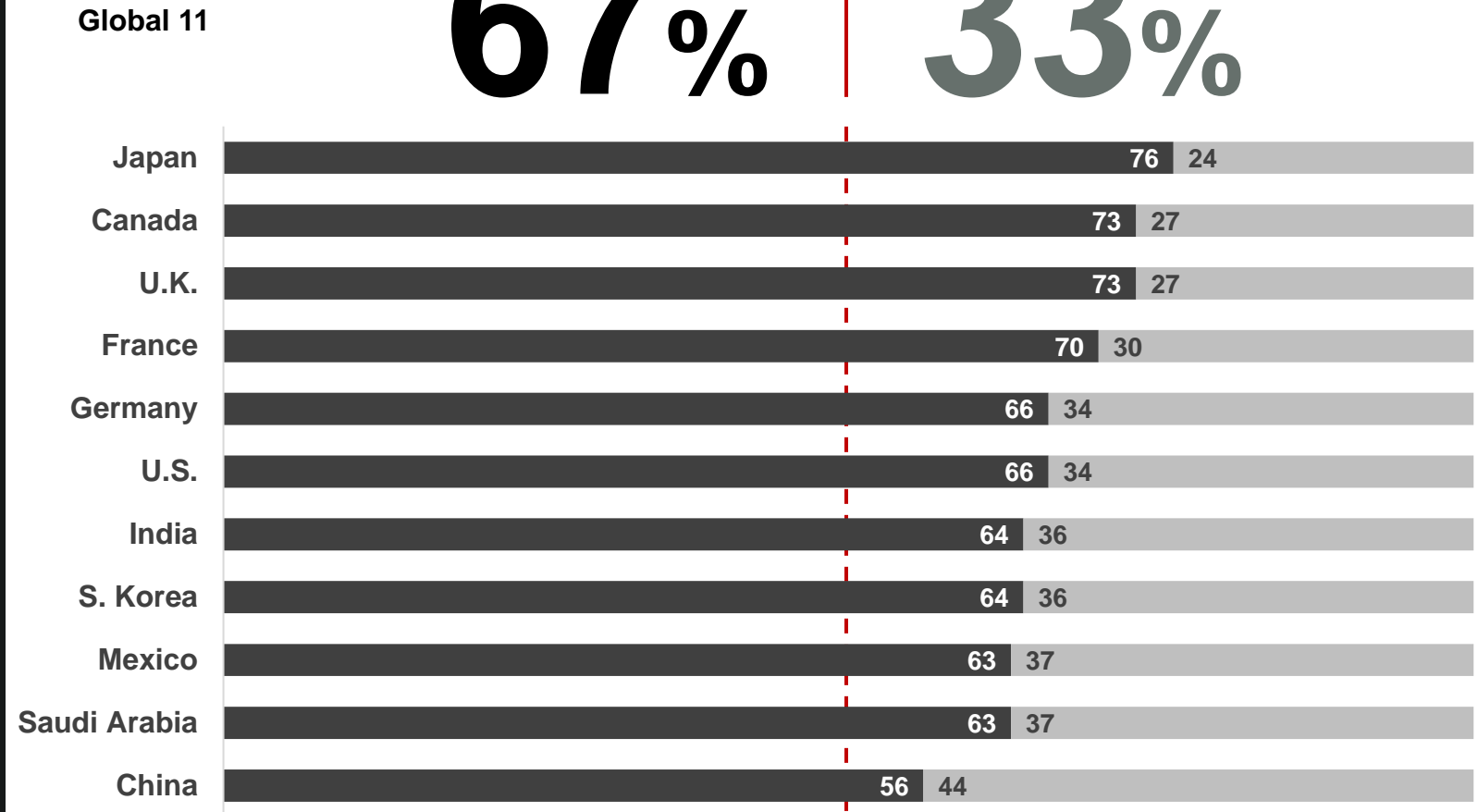
The government's highest priority should be **saving as many lives as possible**, even if it means the economy will sustain more damage and recover more slowly

OR

It is becoming more important for the government **to save jobs and restart the economy** than to take every precaution possible to keep people safe from the virus

67%

33%



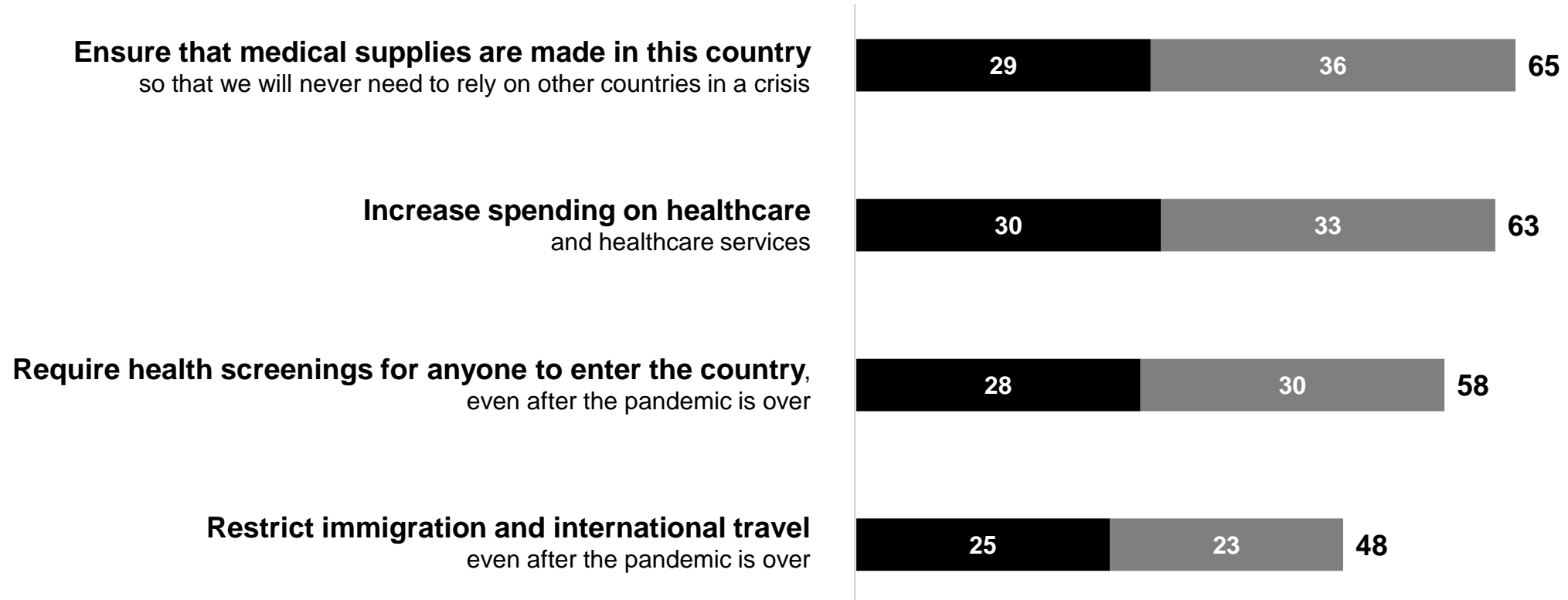
2020 Edelman Trust Barometer Spring Update. GOV\_CHOICE. You are about to see a series of two choices. For each pair, we want you to choose the one that you agree with more. General population, 11-mkt avg.

50%

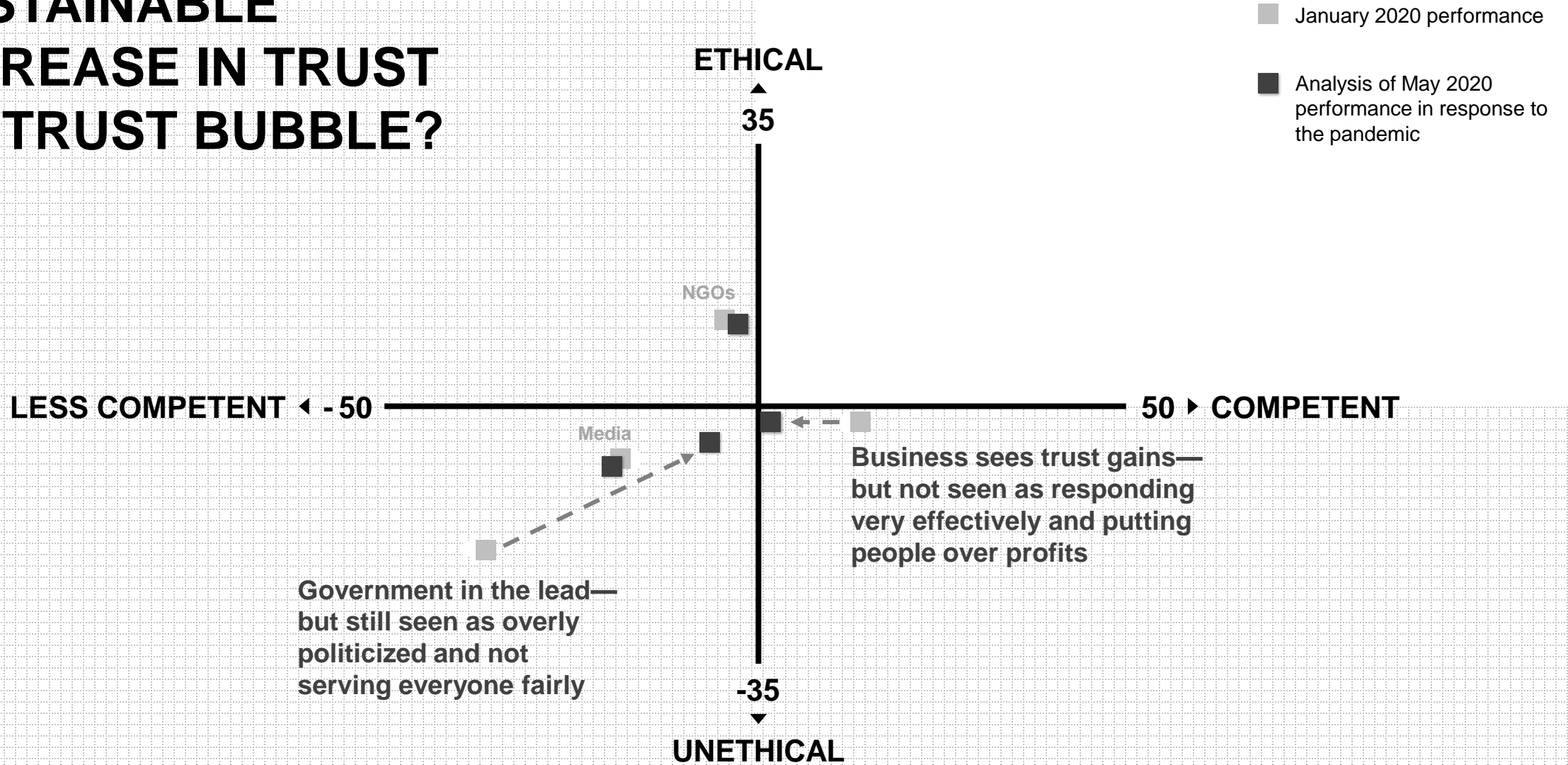
# GOVERNMENT MUST BUILD A MORE RESILIENT SYSTEM FOR THE FUTURE

Percent who indicate that the below actions will maintain or increase their trust in government

■ Maintain ■ Increase



# SUSTAINABLE INCREASE IN TRUST OR TRUST BUBBLE?



January 2020 placement of institutions based on the 2020 Edelman Trust Barometer analysis of net ethical and competence scores for each dimension. For full details regarding how these scores were calculated and plotted, please see the Technical Appendix of the January 2020 Edelman Trust Barometer report. May 2020 performance based on analysis of the average net scores for NEW\_PER\_[INSTITUTION] in the 2020 Edelman Trust Barometer Spring Update. NEW\_PER\_[INSTITUTION]. When it comes to how it has performed thus far during the COVID-19 pandemic, how well do you believe [insert institution] is currently doing each of the following? General population, 11-mkt avg. \*May 2020 data for “government” is based on a 10-mkt avg that excludes China. For a full explanation of the analysis done, please refer to the Technical Appendix.

# A MOMENT OF RECKONING

**1.**

**Tangible action needed to preserve trust for the long term**

**2.**

**Business and government must collaborate on solutions**

**3.**

**Business must live up to its multi-stakeholder promise**

**4.**

**CEOs must demonstrate public leadership**

**5.**

**The return to work is the test for trust**