

Edelman Trust Barometer California Supplement – Bay Area Highlights

Trust in the Age of Tech

Unfriending the Social Feed

62%



TECHNOLOGY

35%



SOCIAL MEDIA

Bay Area residents think **technology is the most trusted industry (62%)**, trust in **social media companies lags behind (35%)**.

What Have You Done For Me Lately?

60%

Tech Benefits
CA



38%

Tech Benefits
ME



60% of Bay Area residents believe **California has benefitted** from the growth of tech; **38%** believe this growth has **benefitted them personally**.

License to Innovate Under Fire



67% of Bay Area residents think **the technology industry has been under-regulated**.

Time to Speak Up

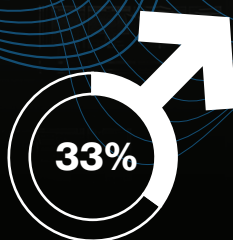
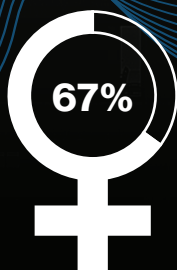


83%

33%

83% of Bay Area residents believe **tech companies have an obligation to speak out** against policies that may hurt their employees or customers; **33%** believe the industry is **proactive to prevent problems**.

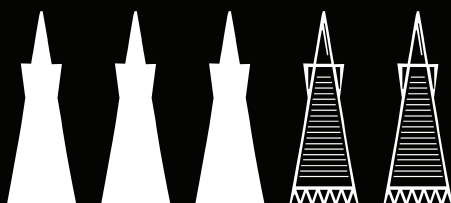
#MeToo's Impact



Bay Area residents trust **women in positions of power more than men**.

67% say women in positions of power are more likely to be telling you the truth versus men in positions of power (33%).

Change Begins at Home



More than 3/5 of Bay Area residents believe **tech companies** are making large profits while **draining local resources** and need to contribute more to solving local problems.

#TrustBarometer

For more information about the methodology behind 2018 Edelman Trust Barometer, please visit www.edelman.com/2018-california-trust-barometer.