Key Themes

• **Business has a historic opportunity to lead:**
  – Tied with NGOs as the trust leaders globally
  – Leads government in 14 out of 18 countries surveyed

• **Youthful optimism – 25-34 elites are more trusting of business; use multi sources of information**

• **Mainstream news sources continue to be most used and credible**
  – Social media strongest among younger opinion elites and in BRIC countries

• **A “person like yourself” and experts such as doctors, academics and industry analysts continue to represent the most credible spokespeople; not CEOs**

• **Elites will act positively based on trust or negatively based on distrust in companies**
Methodology

Edelman’s Ninth Trust Barometer Survey

• Conducted by StrategyOne
• Thirty-minute telephone survey conducted in October - November 2007
• “Opinion elites” meeting the following screening criteria:
  – College educated
  – In top 25% of household income per age group in each country
  – Reported significant media consumption and engagement in business news and public policy
• Tracking trust from 2001 - 2008
• Sampled two age groups concurrently (25-34 and 35-64)
  Opinion elites aged 35-64 (N = 3,100):
  – Surveyed in 18 countries: 400 in the US; 300 in China; 150 each in United Kingdom, Germany, France, Italy, Spain, the Netherlands, Sweden, Poland, Russia, Ireland, Mexico, Brazil, Canada, Japan, South Korea, and India
  – Consistent with previous Edelman Trust Barometers
  Opinion elites aged 25-34 (N = 675):
  – Surveyed in 12 countries: 100 in the US; 75 in China; 50 each in United Kingdom, Germany, France, Russia, Mexico, Brazil, Japan, South Korea, Canada, and India
  – New audience to the survey this year
State of Trust ‘08
An Opportunity for Business

Business more trusted than government in 14 out of 18 countries
Global Trust in Institutions
NGOs and Business Tied as the Trust Leaders

*Statistically higher than comparable age group at the 95% confidence level.

A1-A5. I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right. Please use 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". The higher the number the more you TRUST them to do what is right.

35-64 Opinion Elites (18 Countries); Global Total

Business trust up in US, Japan; down China, Sweden
Business Leads Government in Nearly Every Market
Gap widens over prior years in 7 markets

Canada
- Business: 49%
- Government: 39%
- Gap: +10

Ireland
- Business: 47%
- Government: 35%
- Gap: +12

Russia
- Business: 42%
- Government: 38%
- Gap: +4

USA
- Business: 58%
- Government: 39%
- Gap: +19

Mexico
- Business: 75%
- Government: 49%
- Gap: +26

Brazil
- Business: 61%
- Government: 22%
- Gap: +39

Canada
- Business: 39%
- Government: 63%
- Gap: -24

UK
- Business: 45%
- Government: 34%
- Gap: +11

Poland
- Business: 45%
- Government: 11%
- Gap: +34

Germany
- Business: 35%
- Government: 27%
- Gap: +8

India
- Business: 74%
- Government: 49%
- Gap: +25

Spain
- Business: 49%
- Government: 37%
- Gap: +12

South Korea
- Business: 43%
- Government: 40%
- Gap: +3

Italy
- Business: 41%
- Government: 29%
- Gap: +12

Japan
- Business: 61%
- Government: 45%
- Gap: +16

France
- Business: 30%
- Government: 35%
- Gap: -5

China
- Business: 54%
- Government: 79%
- Gap: -25
A1-A5. I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right. Please use 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”. The higher the number the more you TRUST them to do what is right.

35-64 Opinion Elites (18 Countries)
A1-A5. I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right.

35-64 Opinion Elites (18 Countries)
A1-A5. I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right. Please use 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”. The higher the number the more you TRUST them to do what is right.

35-64 Opinion Elites (European Countries)
A1-A5. I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right. Please use 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". The higher the number the more you TRUST them to do what is right.

35-64 Opinion Elites (18 Countries)

- No significant change in media trust in France, China, Spain, Ireland, Sweden, Netherlands, Russia, Mexico
- Drop in Poland
Sweden, Germany and Canada Remain the Most Trusted HQ Countries; China, Mexico, Brazil and Russia the Least

A 18-35. Please tell me how much you trust global companies headquartered in the following countries to do what is right on a scale 1-9. 35-64 opinion elites in 18 countries global total.
A36. Which, if any, of the following factors are important to you in deciding whether to place your trust in a company headquartered in an overseas country?

35-64 Opinion Elites (18 Countries)

### Important Factors in Placing Trust in Overseas HQ’d Company

<table>
<thead>
<tr>
<th>Factor</th>
<th>North America %</th>
<th>Latin America %</th>
<th>EU %</th>
<th>Asia %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your experience with products and services from that country</td>
<td>68</td>
<td>67</td>
<td>62</td>
<td>64</td>
</tr>
<tr>
<td>Your perceptions of how corrupt or fair business practices are in that country</td>
<td>70</td>
<td>60</td>
<td>67</td>
<td>60</td>
</tr>
<tr>
<td>What you have seen, heard or read in the news about that country</td>
<td>67</td>
<td>56</td>
<td>57</td>
<td>64</td>
</tr>
<tr>
<td>The country’s human rights track record</td>
<td>56</td>
<td>46</td>
<td>60</td>
<td>43</td>
</tr>
<tr>
<td>The country’s environmental track record</td>
<td>46</td>
<td>55</td>
<td>51</td>
<td>49</td>
</tr>
<tr>
<td>Your experience with other companies from that country</td>
<td>52</td>
<td>49</td>
<td>49</td>
<td>46</td>
</tr>
<tr>
<td>The political relationship between that country and yours</td>
<td>58</td>
<td>36</td>
<td>40</td>
<td>49</td>
</tr>
</tbody>
</table>
Younger Opinion Elites Are The New Opportunity For Business

(12 Country Data 25-64)
Younger Elites Show Higher Trust in Business in Nine of the Twelve Countries

Trust in Business – By Respondent Country/Age Group

<table>
<thead>
<tr>
<th>Respondent Country</th>
<th>25-34 Year Elites</th>
<th>35-64 Year Elites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td></td>
<td></td>
</tr>
<tr>
<td>India</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>US</td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td></td>
<td></td>
</tr>
<tr>
<td>France</td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Korea</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Russia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Statistically higher than comparable age group at the 95% confidence level.

A1-A5. [TRACKING] I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right.

25-64 Opinion Elites (12 Countries)
A6-A17. Now I would like to focus on your trust in different industry sectors. Please tell me how much you TRUST businesses in each of the following industries to do what is right. Again, please use 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”. The higher the number the more you TRUST them to do what is right. If you have not heard of the industry, tell me and we will move to the next one. Let's start with…

25-64 Opinion Elites (12 Countries)

* Statistically higher than comparable age group at the 95% confidence level.
Younger Elites Are Less Xenophobic Towards Companies from Developing Countries

Trust in Developing HQ Countries by Age Group

All Data Points - Statistically higher than comparable age group at the 95% confidence level.

A18-A35. Now I would like to focus on global companies headquartered in specific countries. Please tell me how much you TRUST global companies headquartered in the following countries to do what is right.

25-64 Opinion Elites (12 Countries)
Use and Credibility of Information Sources:
Top-Down “Vertical” Sources Lead;
Peer-to-Peer “Horizontal” Media Making Inroads

(18 Country Data 35-64)
Media Usage: Mainstream Media Still the Most Frequently Used for Business Information

<table>
<thead>
<tr>
<th>Regular Usage</th>
<th>North America %</th>
<th>Latin America %</th>
<th>EU %</th>
<th>Asia %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television news coverage</td>
<td>71</td>
<td>68</td>
<td>68</td>
<td>76</td>
</tr>
<tr>
<td>Articles in newspapers</td>
<td>68</td>
<td>70</td>
<td>74</td>
<td>76</td>
</tr>
<tr>
<td>Articles in business magazines</td>
<td>56</td>
<td>71</td>
<td>56</td>
<td>58</td>
</tr>
<tr>
<td>Conversations with your friends and peers</td>
<td>50</td>
<td>47</td>
<td>53</td>
<td>53</td>
</tr>
<tr>
<td>News coverage on the radio</td>
<td>46</td>
<td>53</td>
<td>56</td>
<td>38</td>
</tr>
<tr>
<td>A company’s own Web site</td>
<td>43</td>
<td>59</td>
<td>46</td>
<td>51</td>
</tr>
<tr>
<td>Stock or industry analyst reports</td>
<td>42</td>
<td>43</td>
<td>34</td>
<td>48</td>
</tr>
<tr>
<td>Communications issued by companies such as press releases, annual reports, and newsletters</td>
<td>35</td>
<td>43</td>
<td>37</td>
<td>47</td>
</tr>
<tr>
<td>Corporate or product advertising</td>
<td>33</td>
<td>55</td>
<td>33</td>
<td>55</td>
</tr>
<tr>
<td>Blogs</td>
<td>11</td>
<td>16</td>
<td>10</td>
<td>23</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>19</td>
<td>26</td>
<td>26</td>
<td>25</td>
</tr>
<tr>
<td>Social Networking Sites</td>
<td>8</td>
<td>21</td>
<td>11</td>
<td>21</td>
</tr>
</tbody>
</table>

Most Used Source of Information Globally

<table>
<thead>
<tr>
<th>Source</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Articles in newspapers</td>
<td>11 of 18</td>
</tr>
<tr>
<td>Television news coverage</td>
<td>5 of 18</td>
</tr>
<tr>
<td>Articles in business magazines</td>
<td>2 of 18</td>
</tr>
</tbody>
</table>

C1. From which of the following sources do you get information about companies on a regular basis? 35-64 Opinion Elites (18 Countries)
Use of Social Media For Company Information Generally Highest In BRIC* Countries

Regularly Used Media Sources for Information on Companies

C1. From which of the following sources do you get information about companies on a regular basis?

35-64 Opinion Elites (18 Countries)

*BRIC = Brazil, Russia, India, China
OE8a. Thinking about these sources as well as other newspapers, business magazines, TV news, Web sites and radio stations that you have access to, which specific news sources do you rely on the MOST for information about companies? Please select up to three. 35-64 Opinion Elites (18 Countries) ---- *Outside of the US, CNN refers to CNN International.*
C2-C16. In general, how credible do you feel each of the following sources is for information about a company? If you have not heard of the source, just say so. Is information about a company that you get from (INSERT FIRST) extremely credible, very credible, somewhat credible, or not credible at all? (18 Countries)

- **Canada**
  1) Business magazines
  2) Analyst reports
  3) Friends/peers

- **Sweden**
  1) Radio
  2) Analyst reports
  3) Business magazines

- **Russia**
  1) Business magazines
  2) Analyst reports
  3) Friends/peers

- **USA**
  1) Business magazines
  2) Analyst reports
  3) Radio news coverage

- **Ireland**
  1) Business magazines
  2) Analyst reports
  3) Radio news coverage

- **Poland**
  1) Analyst reports
  2) Business Magazines
  3) Company communications

- **Mexico**
  1) Analyst reports
  2) Free content encyclopedia
  3) Business magazines

- **UK**
  1) Analyst reports
  2) Radio news coverage
  3) Business magazines

- **Netherlands**
  1) TV news coverage
  2) Radio news coverage
  3) Newsletters

- **Sweden**
  1) Analyst reports
  2) Business magazines

- **Japan**
  1) Newspapers
  2) Analyst reports
  3) TV news coverage

- **China**
  1) TV news coverage
  2) Friends/peers
  3) Radio news coverage

- **Brazil**
  1) Business magazines
  2) Friend/peers
  3) Newspapers

- **France**
  1) Analyst reports
  2) Business magazines
  3) Conversations with friend/peers
  4) TV talk shows

- **Germany**
  1) Business magazines
  2) TV news coverage
  3) Analyst reports
  4) Radio news coverage

- **Spain**
  1) Business magazines
  2) Analyst reports
  3) Newspapers

- **Italy**
  1) Business magazines
  2) Analyst reports
  3) Friends/peers

- **South Korea**
  1) Business magazines
  2) Newspapers
  3) Analyst reports
C2-C16. In general, how credible do you feel each of the following sources is for information about a company? If you have not heard of the source, just say so. Is information about a company that you get from (INSERT FIRST) extremely credible, very credible, somewhat credible, or not credible at all?

C1. From which of the following sources do you get information about companies on a regular basis?
Regularly Used Sources for Information on Companies

C1. From which of the following sources do you get information about companies on a regular basis?

- Television news coverage
- Articles in newspapers
- Articles in business magazines
- Conversations with your friends and peers
- A company’s own Web site
- News coverage on the radio
- Corporate or product advertising
- Communications issued by companies
- Online message boards, forums or newsgroups
- Stock or industry analyst reports
- Television talk shows
- Free content encyclopedia, such as Wikipedia
- Blogs
- Web-based video sharing sites (such as You-Tube)
- Social networking sites (such as Myspace or Facebook)

* Statistically higher than comparable age group at the 95% confidence level.

25-34 Opinion Elites

35-64 Opinion Elites

2008 Trust Barometer | 23
C2-C16. In general, how credible do you feel each of the following sources is for information about a company? If you have not heard of the source, just say so.  Is information about a company that you get from (INSERT FIRST) extremely credible, very credible, somewhat credible, or not credible at all?

25-64 Opinion Elites (12 Countries)
Spokespeople:
Person Like Yourself and Experts Continue as Most Credible Spokespeople

(18 Country Data 35-64)
Companies should use a mix of spokespeople

Credible Spokespeople - “Person Like Yourself” and “Experts”

<table>
<thead>
<tr>
<th>Credibility</th>
<th>North America %</th>
<th>Latin America %</th>
<th>EU %</th>
<th>Asia %</th>
</tr>
</thead>
<tbody>
<tr>
<td>A person like yourself</td>
<td>60</td>
<td>83</td>
<td>59</td>
<td>51</td>
</tr>
<tr>
<td>Academic</td>
<td>54</td>
<td>72</td>
<td>52</td>
<td>54</td>
</tr>
<tr>
<td>Financial or industry analyst</td>
<td>56</td>
<td>75</td>
<td>55</td>
<td>52</td>
</tr>
<tr>
<td>Doctor or healthcare specialist</td>
<td>54</td>
<td>80</td>
<td>53</td>
<td>51</td>
</tr>
<tr>
<td>Non-profit organization or NGO representative</td>
<td>50</td>
<td>65</td>
<td>50</td>
<td>45</td>
</tr>
<tr>
<td>Regular employee of a company</td>
<td>43</td>
<td>57</td>
<td>37</td>
<td>33</td>
</tr>
<tr>
<td>CEO of a company</td>
<td>23</td>
<td>56</td>
<td>30</td>
<td>45</td>
</tr>
<tr>
<td>Government official or regulator</td>
<td>21</td>
<td>28</td>
<td>32</td>
<td>42</td>
</tr>
<tr>
<td>Entertainer/ athlete</td>
<td>12</td>
<td>35</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>Blogger</td>
<td>11</td>
<td>27</td>
<td>13</td>
<td>16</td>
</tr>
</tbody>
</table>

#1 Credible Spokesperson

Person like yourself
USA, CAN, DEU, ESP, NLD, SWE, BRA

Experts (Analysts, Academics)
UK, FRA, ITL, ESP, IRL, RUS, POL, CHN, JAP, KOR, IND, MEX

Most Credible Spokesperson

Second Most Credible Spokesperson

C18-C27. In general, when forming an opinion of a company, if you heard information about a company from [INSERT PERSON], how credible would the information be? If you have not heard of this kind of person, just say so. Would the person be extremely credible, very credible, somewhat credible, or not credible at all?

35-64 Opinion Elites (18 Countries)
“A Person Like Me” Defined More By Common Interests Than By Shared Demographics or Religion

Ranking of Characteristics Likely to Increase Trust of Someone Sharing Information About a Company

- Shares common interests with you: 61%
- Holds similar political beliefs to you: 44%
- Is the same profession as you: 31%
- Is from your local community: 23%
- Is the same nationality as you: 20%
- Is the same age as you: 18%
- Is the same religion as you: 10%
- Is the same gender as you: 8%

C29. All other things being equal, which THREE of the following characteristics are most likely to increase your trust in someone sharing information about a company? Are you MOST likely to trust the person if he/she …

35-64 Opinion Elites (18 Countries)
## China vs. India – A Distant Mirror

<table>
<thead>
<tr>
<th></th>
<th>China</th>
<th>India</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trust in Institutions</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td>54%</td>
<td>74%</td>
</tr>
<tr>
<td>Government</td>
<td>79%</td>
<td>49%</td>
</tr>
<tr>
<td><strong>Credibility of Information Sources</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspapers</td>
<td>45%</td>
<td>59%</td>
</tr>
<tr>
<td>Business magazines</td>
<td>38%</td>
<td>69%</td>
</tr>
<tr>
<td><strong>Credibility of Spokespeople</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Analyst</td>
<td>47%</td>
<td>75%</td>
</tr>
<tr>
<td>CEO</td>
<td>44%</td>
<td>66%</td>
</tr>
<tr>
<td>Academics</td>
<td>52%</td>
<td>65%</td>
</tr>
</tbody>
</table>
Why Trust Matters:
Elites Will Act Positively Based On Trust
Or Negatively Based on Distrust In Companies

(18 Country Data 35-64)
D1/D6. When you think of companies that you (trust vs. do not trust), how likely are you to take each of the following actions in relation to those companies?
35-64 Opinion Elites (18 Countries)
With Whom Do You Frequently Share Information About Companies?

<table>
<thead>
<tr>
<th></th>
<th>North America %</th>
<th>Latin America %</th>
<th>EU %</th>
<th>Asia %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>82</td>
<td>72</td>
<td>68</td>
<td>62</td>
</tr>
<tr>
<td>Friends</td>
<td>79</td>
<td>71</td>
<td>75</td>
<td>73</td>
</tr>
<tr>
<td>People in your professional network</td>
<td>57</td>
<td>77</td>
<td>62</td>
<td>66</td>
</tr>
<tr>
<td>Coworkers</td>
<td>57</td>
<td>37</td>
<td>63</td>
<td>69</td>
</tr>
<tr>
<td>People in the community where you live</td>
<td>43</td>
<td>45</td>
<td>33</td>
<td>32</td>
</tr>
<tr>
<td>People you know through schools or educational organizations</td>
<td>30</td>
<td>47</td>
<td>27</td>
<td>34</td>
</tr>
<tr>
<td>People you know through volunteer work</td>
<td>25</td>
<td>24</td>
<td>18</td>
<td>26</td>
</tr>
<tr>
<td>People you know through political groups or organizations</td>
<td>20</td>
<td>30</td>
<td>16</td>
<td>19</td>
</tr>
<tr>
<td>People you know through religious organizations</td>
<td>19</td>
<td>15</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>People in online forums, groups or networks</td>
<td>16</td>
<td>28</td>
<td>12</td>
<td>30</td>
</tr>
</tbody>
</table>

C30. With whom do you frequently share opinions about companies?
35-64 Opinion Elites (18 Countries)
Younger Opinion Elites Are More Likely To Talk Online About Companies They Do and Do Not Trust

**Trusted Companies**

Share your opinion and experiences on the web

<table>
<thead>
<tr>
<th>Age Group</th>
<th>56%</th>
<th>63%</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-34</td>
<td></td>
<td></td>
</tr>
<tr>
<td>35-64</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Distrusted Companies**

Share your opinion and experiences on the web

<table>
<thead>
<tr>
<th>Age Group</th>
<th>54%</th>
<th>61%</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-34</td>
<td></td>
<td></td>
</tr>
<tr>
<td>35-64</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Statistically higher than comparable age group at the 95% confidence level.

D6. When you think of companies that you do not trust, how likely are you to take each of the following actions in relation to those companies? Would you say that you are very unlikely, somewhat unlikely, somewhat likely or very likely to do each of the following?

25-64 Opinion Elites
Four Drivers of Trust Globally
Customer, Corporate Reputation, Leadership, Local Familiarity

(18 Country Data 35-64)
The Four Drivers of Business Trust Globally

**Customer**
- Quality of products and services: 94%
- Customer service: 92%
- Value for money of products and services: 87%

**Corporate Reputation**
- Company’s overall reputation: 90%
- Social and environmental track record: 83%
- Reputation as a place to work: 81%

**Leadership**
- Financial performance: 76%
- Respected CEO or leader: 71%
- Industry sector: 67%

**Local Familiarity**
- The company’s presence in your area: 63%
- Someone you trust works for the company: 59%
- Headquarters nationality: 58%

B1. When you think of individual companies that you trust, how important are each of the following factors to building your trust in that company? Please use a nine-point scale where one means “it is not at all important” and nine means “it is extremely important.”

35-64 Opinion Elites (18 Countries)
Job Creation is the Most Important Driver of Local Reputation

Important Factors for Building Local Reputation

- Creates jobs in your area: 71%
- Practices sound environmental policies: 57%
- Respects local customs and traditions: 49%
- Doesn’t push out the local competition: 32%
- Takes a leadership role in issues relevant to your community: 25%
- Makes charitable contributions in your community: 24%
- Markets its products in your area: 24%

Every region rates job creation first.

B2. Which of the following actions do you believe are most important for a global company seeking to build its local reputation in your area?
Please select THREE of the following. The company…
35-64 Opinion Elites (18 Countries)
## Trust Influences Company’s Brand Equity, Stock Price and License to Operate

<table>
<thead>
<tr>
<th>Trust Factors</th>
<th>Trust Actions</th>
<th>Trust Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers</td>
<td>Pay premium for products or services</td>
<td>Price premium</td>
</tr>
<tr>
<td></td>
<td>Buy/refuse to buy products or services</td>
<td>Sales</td>
</tr>
<tr>
<td></td>
<td>Speak negatively about the company’s products or services</td>
<td>Brand image</td>
</tr>
<tr>
<td>Reputation</td>
<td>Share positive/negative opinions on the web</td>
<td>Awareness</td>
</tr>
<tr>
<td></td>
<td>Investigate more about their activities</td>
<td>Favorability</td>
</tr>
<tr>
<td>Leadership</td>
<td>Write a letter of support to an official third party</td>
<td>Stakeholder pressure</td>
</tr>
<tr>
<td></td>
<td>Invest/refuse to invest in them</td>
<td>Stock price</td>
</tr>
<tr>
<td>Local Familiarity</td>
<td>Support/oppose plans to locate in your community</td>
<td>Local support</td>
</tr>
<tr>
<td></td>
<td>Support legislation limiting their activities</td>
<td>License to operate</td>
</tr>
</tbody>
</table>
Activating Trust
Communicating to Distinct TrustHolder Personalities

(12 Country Data 25-64)
## Four Distinct Segments Differentiating How Opinion Elites Develop and Act on Trust

**Activated Opinion Elites**

<table>
<thead>
<tr>
<th>Social Networkers</th>
<th>Social Activists</th>
<th>Solo Actors</th>
<th>Uninvolved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global % of Elites</td>
<td>39%</td>
<td>26%</td>
<td>11%</td>
</tr>
<tr>
<td>Defining Actions</td>
<td>– Frequently share views on companies by word of mouth</td>
<td>– Support or complain to media or officials</td>
<td>– Buy or refuse to buy brands</td>
</tr>
<tr>
<td></td>
<td>– Seeks company opinions from trusted sources</td>
<td>– Actively demonstrate</td>
<td>– Invest or refuse to invest</td>
</tr>
<tr>
<td></td>
<td>– Want companies to listen</td>
<td>– Share experiences online</td>
<td>– Recommend or criticize company to others</td>
</tr>
<tr>
<td></td>
<td></td>
<td>– Oppose or support locally</td>
<td>– Pay a premium for a trusted brand</td>
</tr>
</tbody>
</table>
## Reaching and Motivating Engaged TrustHolders

<table>
<thead>
<tr>
<th></th>
<th>Social Networkers</th>
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<tr>
<td><strong>Global % of Elites</strong></td>
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<td>24%</td>
</tr>
<tr>
<td><strong>Trust in business</strong></td>
<td>61%</td>
<td>57%</td>
<td>45%</td>
<td>48%</td>
</tr>
<tr>
<td><strong>Triggers to Action</strong></td>
<td>Marketing practices, Financial performance, Health influence, Safety track record, Environmental record, Behavior as employer</td>
<td>Community impact, Corporate philanthropy, Labor relations, Environmental record</td>
<td>Product/service quality, Customer service, Pricing</td>
<td>Not defined by actions/attitudes in relation to trusted or distrusted companies.</td>
</tr>
<tr>
<td><strong>Sources of Information</strong></td>
<td>Traditional media + Peer conversations, radio, advertising, company communications, talk shows</td>
<td>Traditional media + Online boards or forums, video, blogs, social networking sites</td>
<td>Traditional media + TV news, analyst reports, Wikipedia</td>
<td>Traditional media + Advertising</td>
</tr>
<tr>
<td><strong>Who they influence</strong></td>
<td>Friends/family; professional network + Community/school groups; online groups</td>
<td>Friends/family; professional network + Schools, online groups, political groups</td>
<td>Friends/family; professional network</td>
<td>Themselves</td>
</tr>
</tbody>
</table>
The Evolving Trust Landscape - Implications

**Business has a historic opportunity for trust leadership**
- Take on broader social challenges as part of the corporate remit
- Business is moving closer to the center of trust, as “making money” and “doing good” become compatible trust imperatives
- In conjunction with NGOs

**Recognize Younger Elites as the “Info-ential Generation”**
- Positively inclined towards business
- Listening to more voices
- Constantly reviewing the scene, demanding immediacy and transparency

**Use both top down mainstream information sources, along with peer-to-peer communications to engage with opinion elites**
- Media attitudes and behaviors remain local, not global – continue to respect differences across markets
- Reach younger elites are by communicating across multiple platforms, including more social media
- Change tone from pronouncing to inviting participation by ceding some control in return for credibility
- Use different types of spokespersons to share information about companies --- such as “person like yourself,” employees AND expert individuals (doctors, academics and industry analysts)

**Engage influential TrustHolders in conversation to motivate positive actions, and minimize negative responses.**
- Recognize that two-thirds of opinion elites represent your most influential and activated trust audiences – Social Networkers and Social Activists
- Companies can move to trust leadership by building reputation and encouraging conversation, rather than just playing defense on crisis management
The 2008 Edelman Trust Barometer is the firm’s ninth trust and credibility survey.

The survey was produced by research firm StrategyOne. The survey was consisted of a thirty minute telephone survey conducted in October - November 2007. This year, the survey sampled for the first time two different age groups concurrently (25-34 and 35-64).

For more information on the Edelman Trust Barometer and to view past results, please visit www.edelman.com/trust.
About Edelman

Edelman is the world’s largest independent public relations firm, with 3,000 employees in 51 offices worldwide. Edelman was named a top-10 firm in Advertising Age's “2007 Agency A-List,” the first and only PR firm to receive this recognition. CEO Richard Edelman was cited as "2007 Agency Executive of the Year" by both Advertising Age and PRWeek. PRWeek named Edelman Large Agency of the Year in 2006 and awarded the firm its “Editor’s Choice” distinction. For more information visit www.edelman.com.