

# The Trust 10

## 01 Return to record-high trust inequality

There is a 16-point gap in trust between the more-trusting informed public and the far-more-skeptical mass population; the gap is in the double digits in 18 markets.

## 02 The system isn't working

Despite the divergence in trust between the informed public and mass population, the world is united on one front – they all share an urgent desire for change. Only one in five feels that the system is working for them, with nearly half of the mass population believing that the system is failing them.

## 03 News engagement surges

Engagement in news skyrocketed 22 points from 2018, with 72% of people saying they consume news about weekly or more and share or post content several times a month or more. But people are encountering roadblocks in their quest for facts; 73% are still worried about fake news being used as a weapon.

## 04 Trust in search at highest-ever level

Trust in search and trust in traditional media are tied at 65%, their highest historical levels, while trust in social media as a news source remains low at 43% globally.

## 05 “My Employer” widely trusted

People hold more trust in “My Employer” than in any single institution, with trust levels at 75% globally – 19 points more than business in general and 27 points more than government.

## 06 CEOs expected to lead on change

76% say CEOs should take the lead on change, rather than waiting for government to impose it – an 11-point increase in the last year. People agree that CEOs can create positive change on issues ranging from pay equity (65%) to prejudice and discrimination (64%) to training for the jobs of tomorrow (64%).

## 07 The new employee-employer contract

Employees' expectation that prospective employers will join them in taking action on societal issues (67%) is nearly as high as their expectations of personal empowerment (74%) and job opportunity (80%).

## 08 Trust cements employer-employee relationship

Employees who have trust in their employer are far more likely to engage in beneficial actions on their behalf – they will advocate on behalf of their organization (trust advantage of 39 points), are more engaged (33 points), and remain far more loyal (38 points) and committed (31 points) than their more skeptical counterparts.

## 09 Trust divided along gender lines

Women are less trusting in institutions than men overall, with a five-point trust gap globally and double-digit gaps in Germany (12 points), the U.S. (11 points) and UAE (10 points). The largest gap is in business (men, trusting at 60%; women, neutral at 53%).

## 10 Companies can improve society – and do well

73% agreed that a company can take specific actions that both increase profits and improve the economic and social conditions in the communities where it operates – a nine-point increase from 2018.

All data is based on general population sample unless otherwise noted.

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