



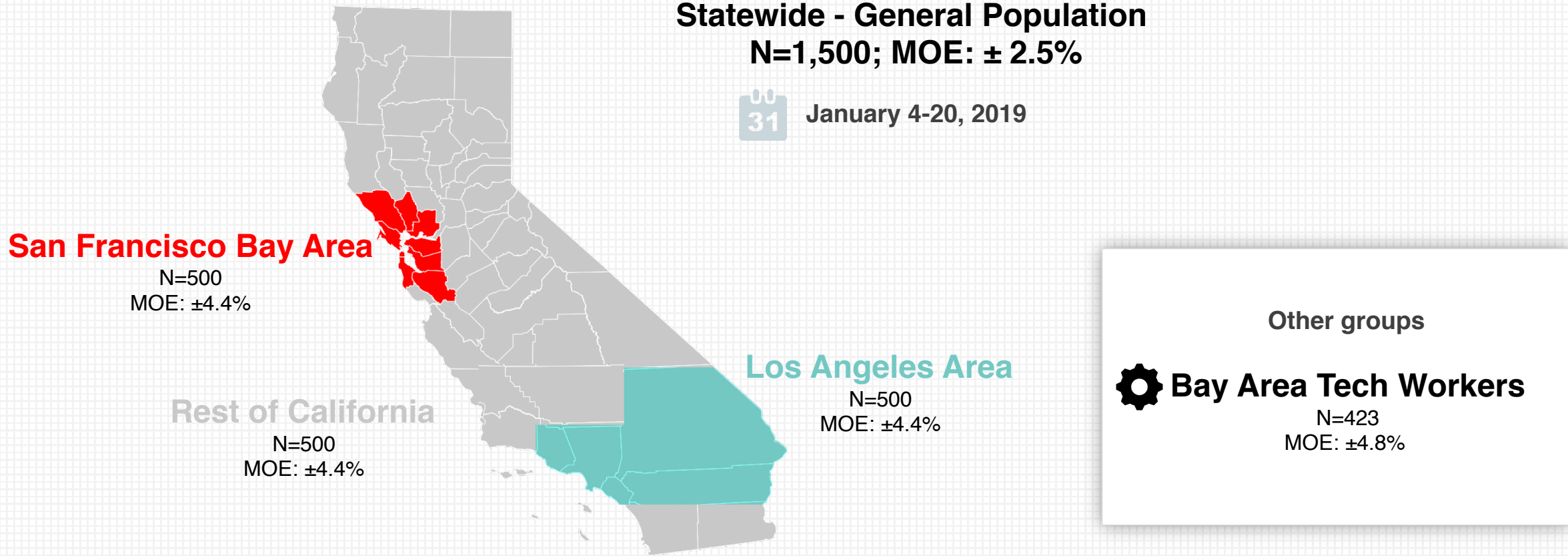
# 2019 EDELMAN TRUST BAROMETER

 Special Report: **California**

#TrustBarometer



# METHODOLOGY | 2019 EDELMAN TRUST BAROMETER CALIFORNIA SUPPLEMENT



\*Edelman Intelligence conducted an online statewide survey of 1,900 California residents, with 1,500 General Population respondents and an oversample of 400 Bay Area Tech Workers. The statewide general population results were weighted to the Census to be representative of the CA adult population.

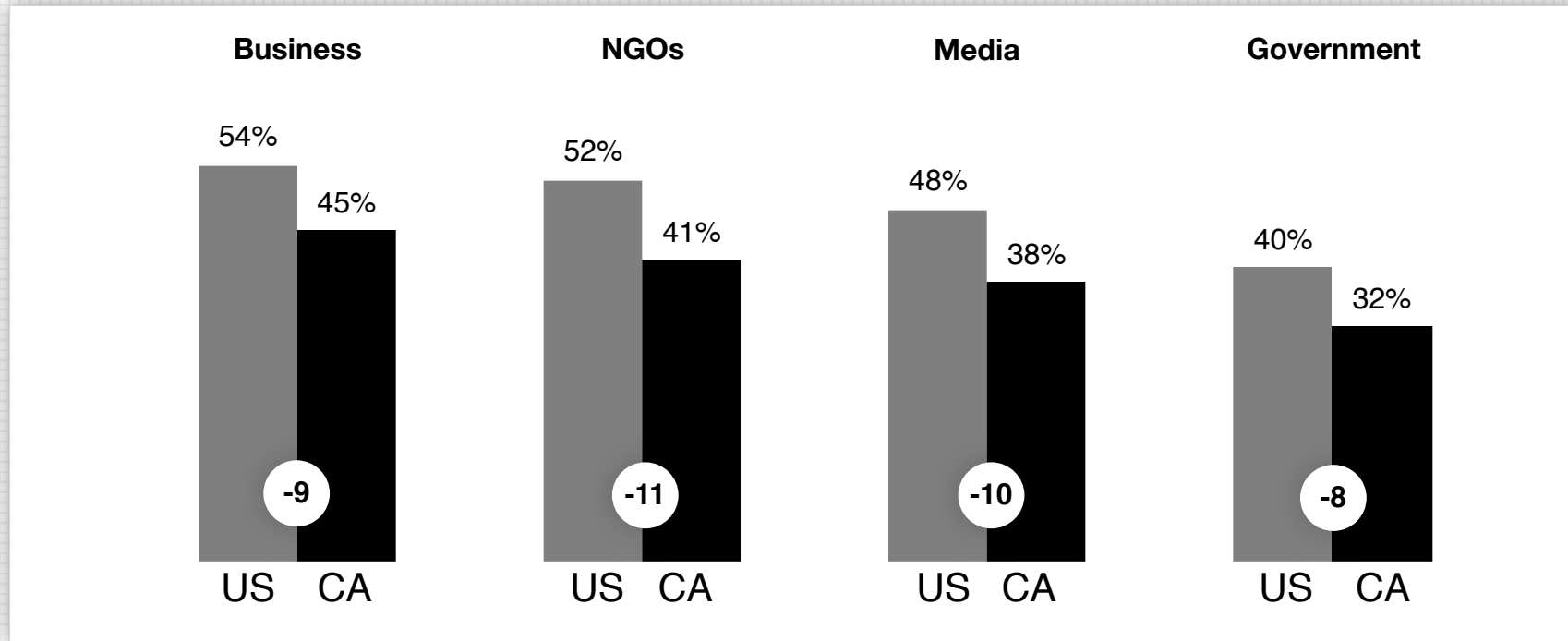
23 respondents from the General Population sample qualified as Bay Area Tech Workers, for a total of 423 BATW respondents. Bay Area Tech Worker defined as: reside in Bay Area county, work for a company in the technology industry (self-selected). Includes General Population and Oversample members meeting these criteria

Some of the California data is compared to the data from the Global Trust Barometer among US General Population: (N=500) +/- 4.4%



# CALIFORNIANS ARE SKEPTICS

Percent trust in each institution



**Average Trust in CA: 39%**

*-10 compared to US*

Source: 2019 Edelman Trust Barometer California Supplementary Survey (January 2019)

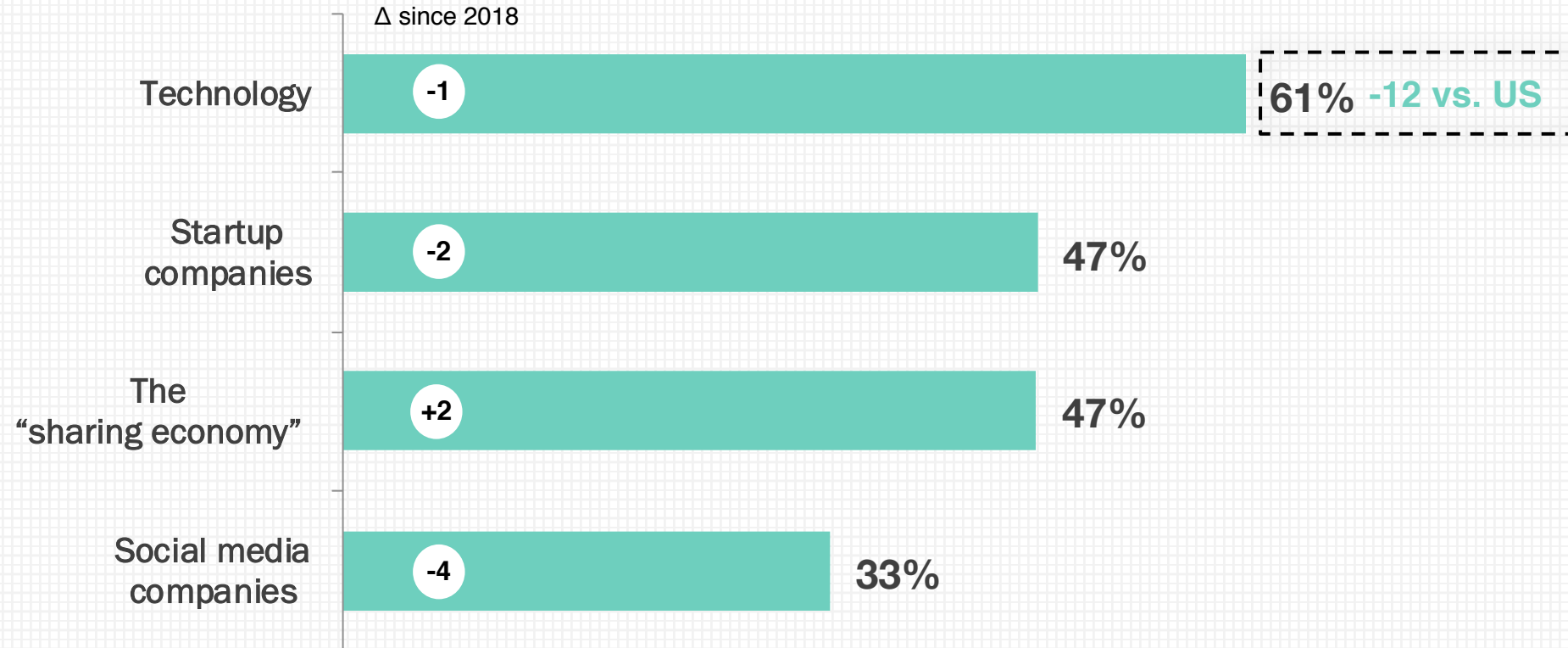
Q3CA: Below is a list of institutions and people. For each one, please indicate how much you trust that institution or person to do what is right using a 9-point scale where 1 means that you “do not trust them at all” and 9 means that you “trust them a great deal.” Showing % Trust 6-9. General Population, CA

“Average trust” is the average trust of the 4 institutions.

# CALIFORNIANS ARE AMBIVALENT TOWARD THEIR ENGINES OF PROSPERITY, EVEN AS THE ENVY OF OTHERS



Percent trust in each sector



Source: 2019 Edelman Trust Barometer California Supplementary Survey (January 2019)

Q11G. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Trust 6-9). General Population, CA



# GOLDEN STATE WORRIERS



# GOLDEN STATE WORRIERS: CALIFORNIANS SEE CALIFORNIA PAST ITS PRIME



**62%**

feel that the **best days of living in California** are behind

*vs. are ahead*



# LOCAL ISSUES LOOM LARGE: CALIFORNIANS SEE A SERIOUS HOUSING CRISIS



**72%** of Californians say **cost and availability of housing** is a **very serious issue** for California  
*76% Bay Area*


**62%** of Californians say **homelessness** is a **very serious issue** for California  
*62% Bay Area*

**53%** of Californians are **considering moving out of state** because of the high cost of living  
*+4 since 2018*

*Millennials are especially at risk of leaving CA (63%)*

If San Francisco Is So Great, Why Is Everyone I Love Leaving?

We are witnessing two migrations. One is a continuation of the California dream. The other no one talks about, though it affects nearly everyone I know.

 Diana Helmuth [Follow](#)  
Nov 5, 2018 · 13 min read ★



Source: 2019 Edelman Trust Barometer California Supplementary Survey (January 2019)

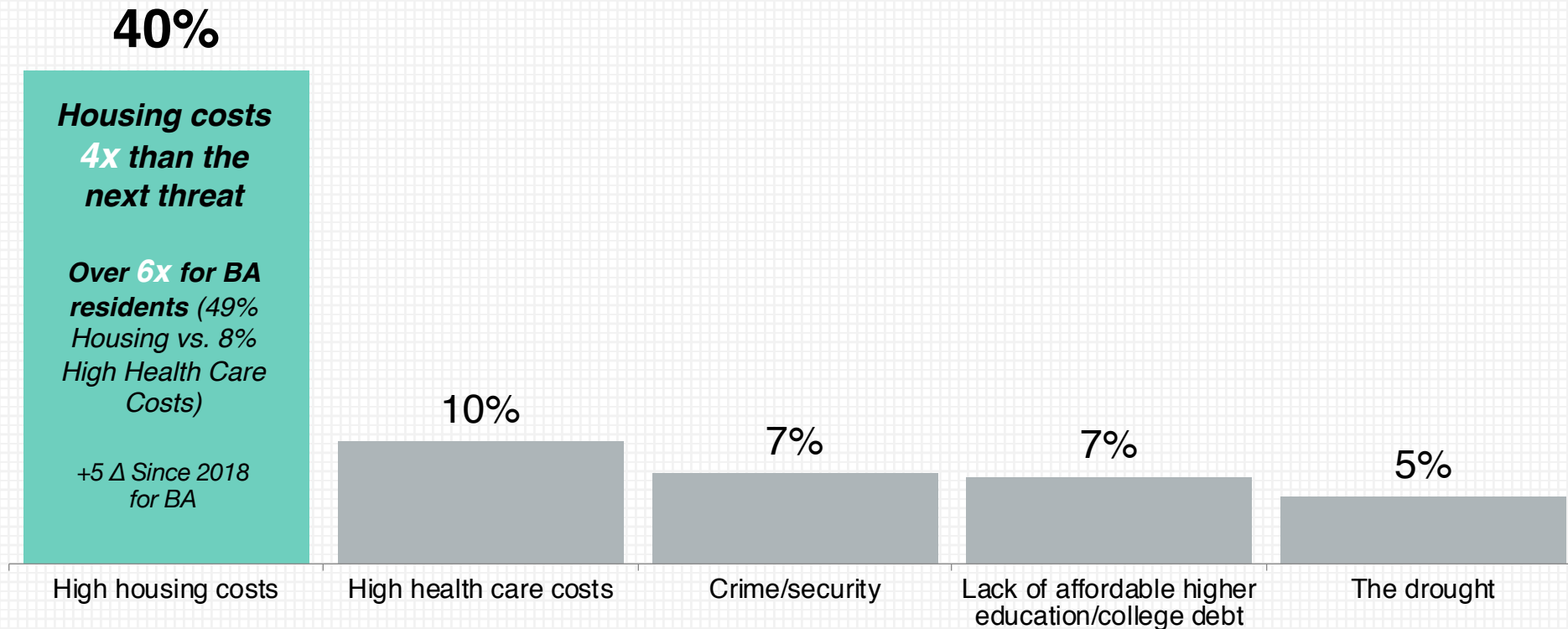
Q18\_P. How serious of a problem for California are each of the following issues? Very serious, somewhat serious, not very serious, not at all serious  
General Population, CA

QN66: Please indicate whether you agree or disagree with the following. I am considering moving away from California because of the high cost of living. General Population, CA

# HOUSING CRISIS THREATENS CALIFORNIA'S ECONOMY



% who chose each issue as most likely to hold back CA's economy and hamper growth



Source: 2019 Edelman Trust Barometer California Supplementary Survey (January 2019)

Q8CA\_M. Which of the following do you think is the most likely to hold back California's economy and hamper growth?

Not shown: failing schools (5%), transportation system (including roads) is overloaded and stretched too thin (4%), not enough trained workers (3%), lack of innovation by businesses (2%), problems in agriculture/inability to grow food (2%), other, don't know. General Population, CA

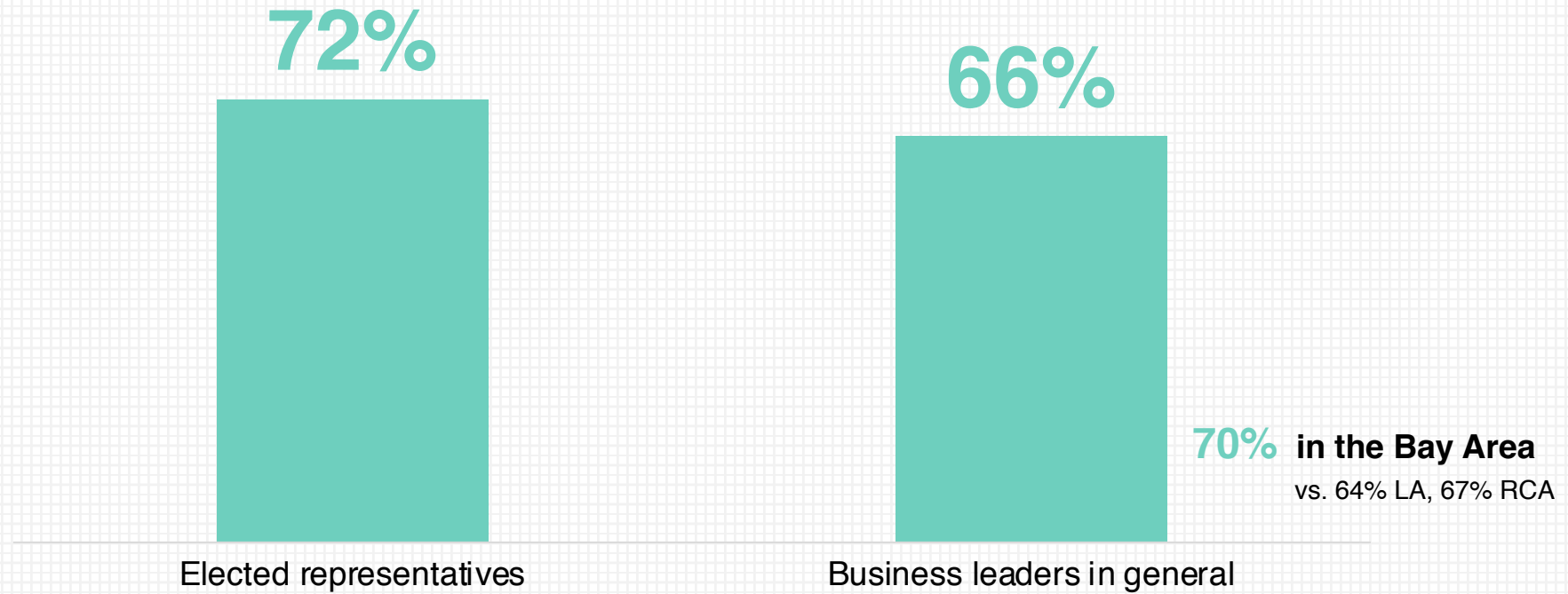


An aerial, black and white photograph of a dense city skyline, likely New York City, with numerous skyscrapers and buildings. Overlaid on the image is a blue, wave-like graphic consisting of many thin, curved lines that create a sense of motion and connectivity across the city.

# LOCAL BUSINESS' ROLE IN IMPROVING CALIFORNIA

# EVERYONE SHOULD BE DOING MORE TO IMPROVE CALIFORNIA – INCLUDING BUSINESS LEADERS

% feel that groups should be doing more to improve California

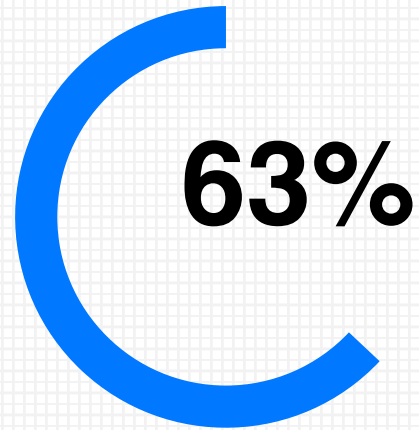


Source: 2019 Edelman Trust Barometer California Supplementary Survey (January 2019)

Q19\_D: For the following groups, what is your opinion when it comes to the role and responsibility they should be taking in improving California? They should be doing...much more, somewhat more, somewhat less, much less, or about the same to improve California. General Population, CA. Showing % much more + somewhat more.



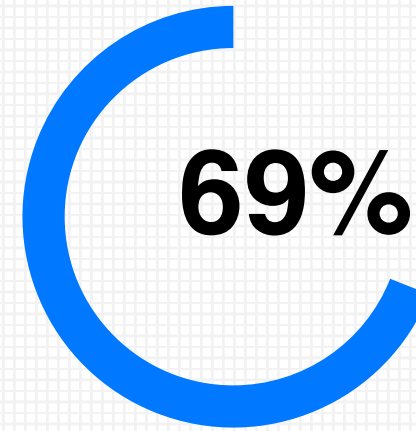
# BUSINESS HAS AN OBLIGATION TO HELP SOLVE LOCAL ISSUES, AND CAN DO SO WITHOUT SACRIFICING PROFIT



**Agree businesses make large profits while draining our local resources and straining our infrastructure. They owe it to the public to contribute more to solving our local problems.**



**68% of the Bay Area**  
vs. 62% in LA

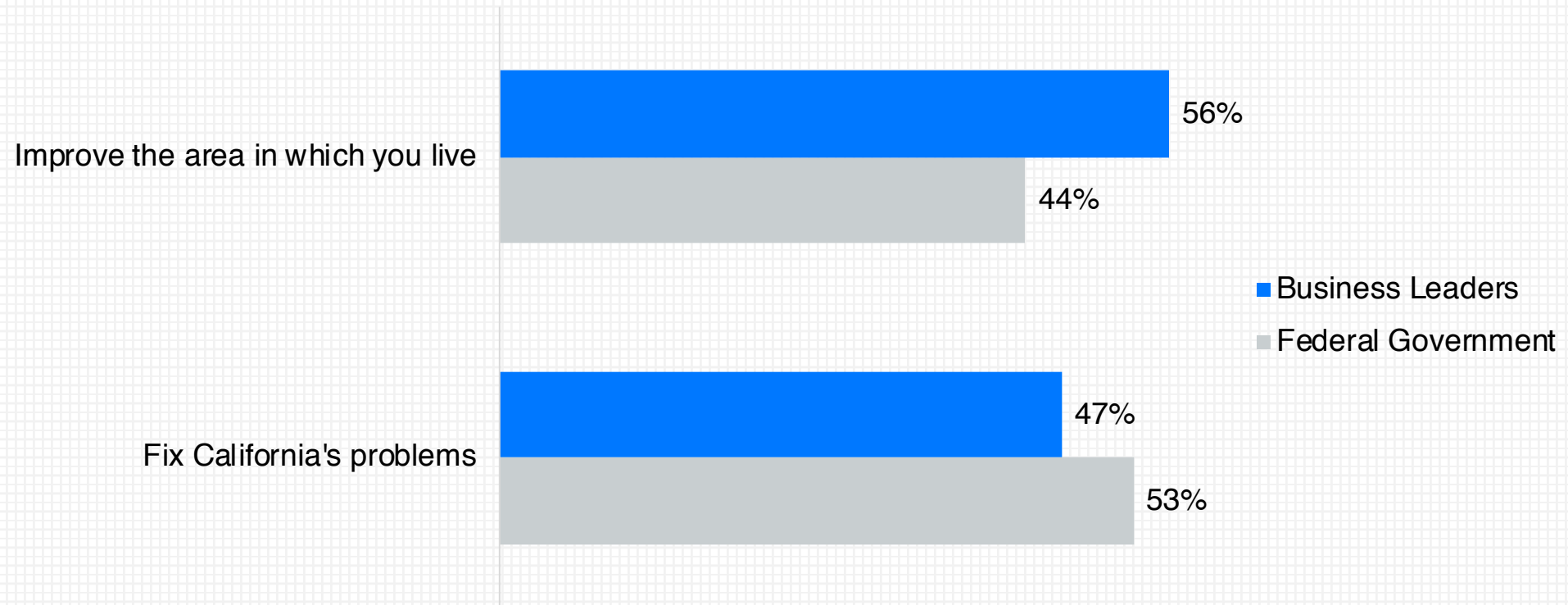


**Agree that a company can take specific actions that both increase profits and improve the economic and social conditions in the communities where it operates.**

# BUSINESS HAS LICENSE TO TACKLE PROBLEMS AND IMPROVE CA



## Who do you trust more to....?



# TAKING RESPONSIBILITY AND ACTION BUILDS TRUST

% trust a company more if they...



## ACCEPT RESPONSIBILITY

58%

62% BA  
vs. 58% LA

Communicates transparently about its role in local issues (such as traffic, housing and environmental impact) and societal issues (such as income inequality and diversity & inclusion)

## DO SOMETHING ABOUT IT

59%

Donates money, time and/or other resources to help address issues in its own community

Source: 2019 Edelman Trust Barometer California Supplementary Survey (January 2019)  
Q19\_C: If a company did the following, would it make you trust them more, the same, or less? General Population, CA

# TECH'S ROLE IN IMPROVING CALIFORNIA



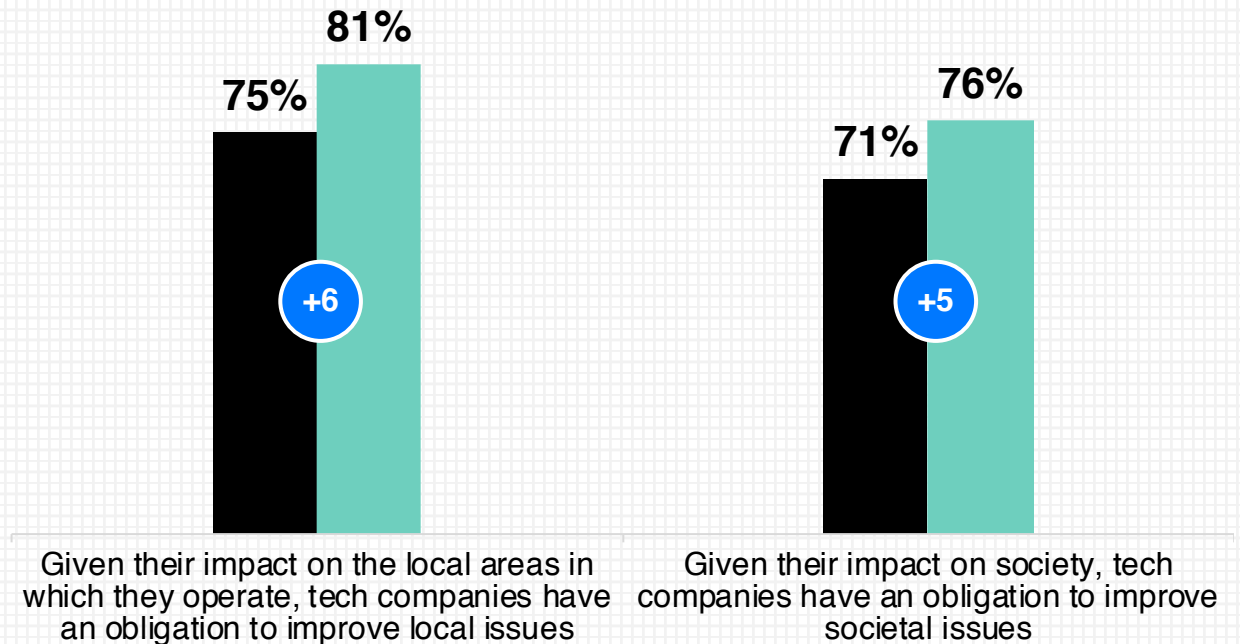
# EXPECTATIONS FOR TECH TO SOLVE LOCAL AND SOCIETAL ISSUES ESPECIALLY HIGH AND GROWING



## EXPECTATIONS FOR TECH GROWING...

Showing % Agree (Strongly + Somewhat)

■ 2018 ■ 2019



Source: 2019 Edelman Trust Barometer California Supplementary Survey (January 2019)

Q19\_D: For the following groups, what is your opinion when it comes to the role and responsibility they should be taking in improving California? They should be doing...

QN54: Please indicate whether you agree or disagree with each of the following. General Population, CA

# TECH PARTICULARLY RESPONSIBLE TO IMPROVE PROBLEMS IT IS SEEN AS CREATING



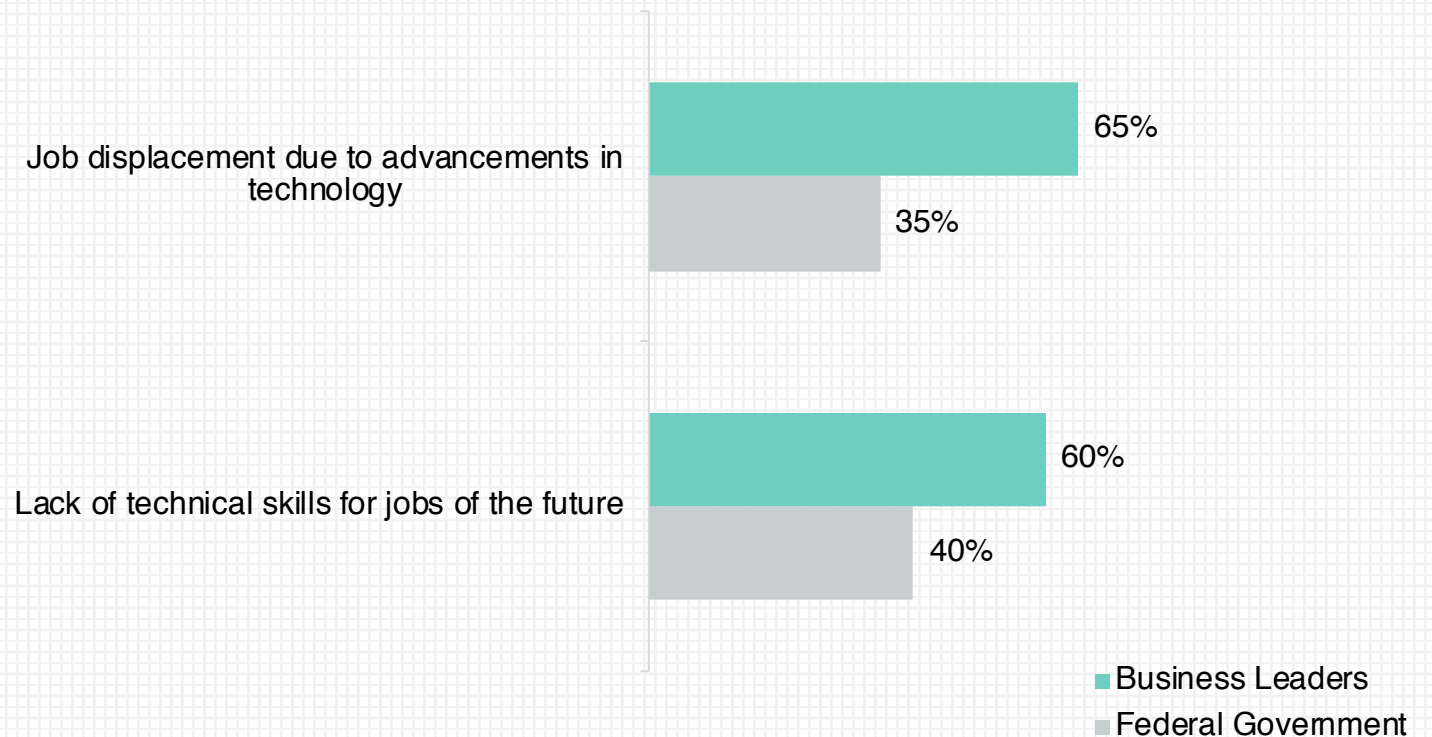
Showing % Agree (6-9)

**JOB CREATION BY TECH  
PERCEIVED TO BE LOW**

**ONLY  
44%**

of Californians feel that **technology will create more jobs** than it will kill

## Responsibility to prepare Californians for future issues...



Source: 2019 Edelman Trust Barometer California Supplementary Survey (January 2019)

Q19\_F. Whose responsibility is it to ensure that people in California are prepared for the following potential issues in the future? General Population, CA

DRV\_TEC\_AGR: For each of the statements below, please indicate how much you agree or disagree. General Population, CA

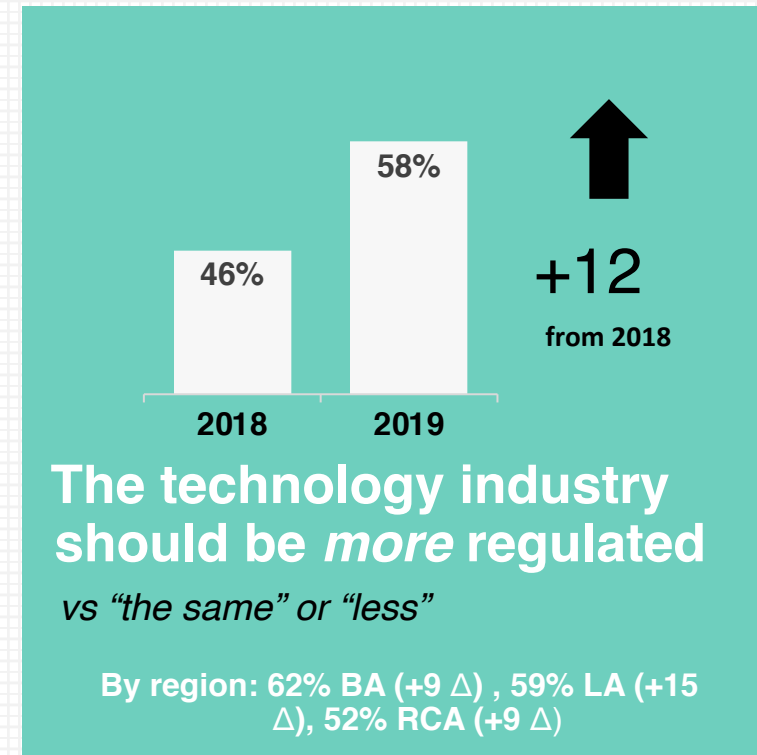
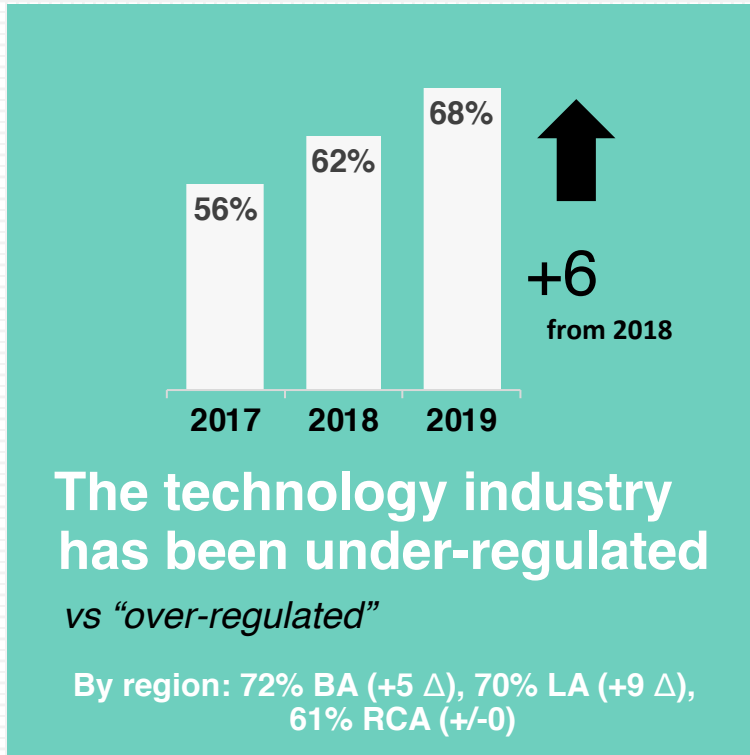
A blurred, black and white photograph of a crowd of people walking in a public space, possibly a transit station. The image is overlaid with a large, stylized blue graphic consisting of many thin, curved lines that form a wave-like shape across the center. The text 'A CALL FOR CHANGE' is centered over this graphic in a bold, white, sans-serif font.

# A CALL FOR CHANGE

# AMONG CALIFORNIANS, DEMAND FOR TECH REGULATION IS *CLIMBING*...



## CALIFORNIANS INCREASINGLY CALL FOR TECH REGULATION



Source: 2019 Edelman Trust Barometer California Supplementary Survey (January 2019)

QN51. For each, please select which statement is closer to your view.

Q18\_A: Moving forward, do you think the tech industry should be more regulated, less regulated, or face about the same level of regulations as it does now?

General Population, CA



# AND TECH EMPLOYEES HAVE EVEN GREATER EXPECTATIONS FOR THEIR EMPLOYERS



86%

+5pts  
vs. CA

of Bay Area Tech Workers say that given their impact on local areas in which they operate, **tech companies have an obligation to improve local issues**

---

85%

+9pts  
vs. CA

of Bay Area Tech Workers say that given their impact on society, **tech companies have an obligation to improve societal issues**

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75%

+8pts  
vs. CA

of Bay Area Tech Workers say that **business leaders in tech should be doing more to improve CA**

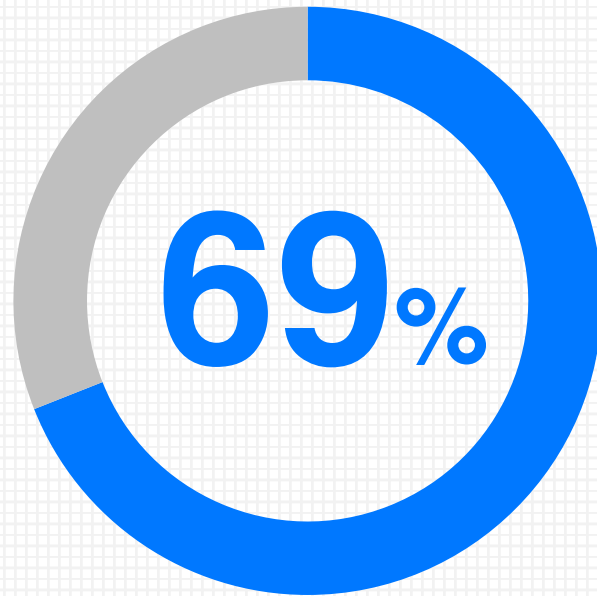
Source: 2019 Edelman Trust Barometer California Supplementary Survey (January 2019)

QN54: Please indicate whether you agree or disagree with each of the following. Tech Workers, Bay Area, CA

Q19\_D: For the following groups, what is your opinion when it comes to the role and responsibility they should be taking in improving California? They should be doing...

Tech Workers, Bay Area, CA

# TECH WORKERS WANT CHANGE AND CALL FOR REGULATION



Of Bay Area Tech Workers say  
**the technology industry  
has been *under-regulated***  
*vs “over-regulated”*



# DATA PRIVACY AT THE TOP OF BAY AREA TECH EMPLOYEE CONCERNS

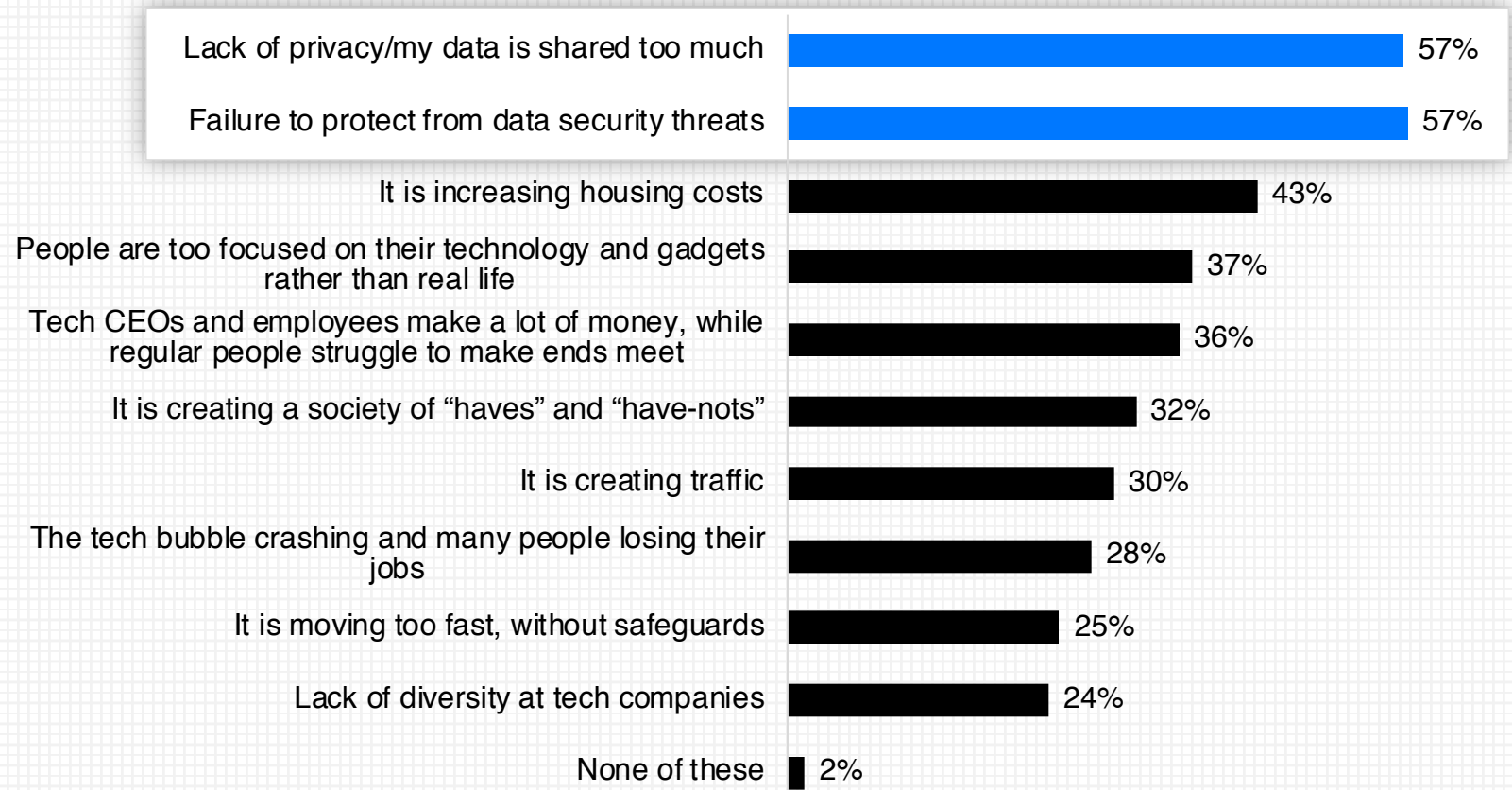
**TECH HAS AN OBLIGATION  
TO PROTECT**

**94%**

of Tech Workers agree  
**tech companies have an  
obligation to protect** their  
users' data

## Top Tech Industry Concerns

*Among Tech Workers*



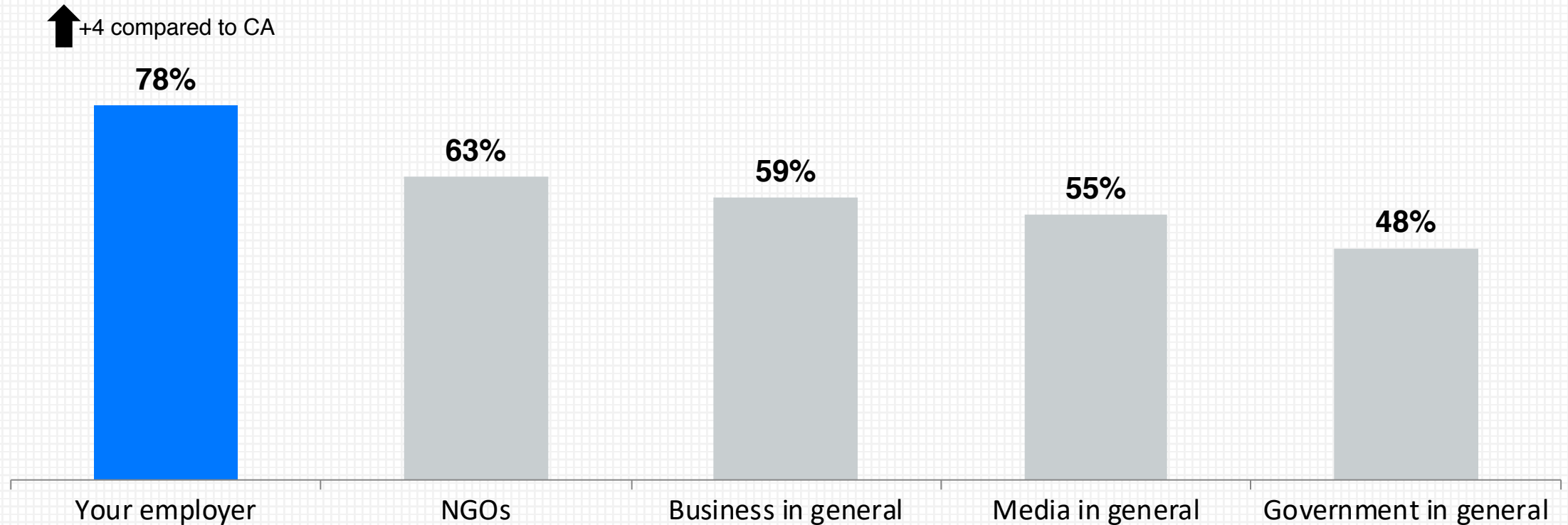
Source: 2019 Edelman Trust Barometer California Supplementary Survey (January 2019)  
QN54: Please indicate whether you agree or disagree with each of the following. Tech Workers, Bay Area, CA  
QN17: What are your top concerns about the technology industry? Please select all that apply. Tech Workers, Bay Area, CA



# DESPITE TECH'S CHALLENGES, TECH EMPLOYERS MOST TRUSTED INSTITUTION AMONG TECH WORKERS



% Trust in Institutions (6-9), Among Tech Workers



Source: 2019 Edelman Trust Barometer California Supplementary Survey (January 2019)

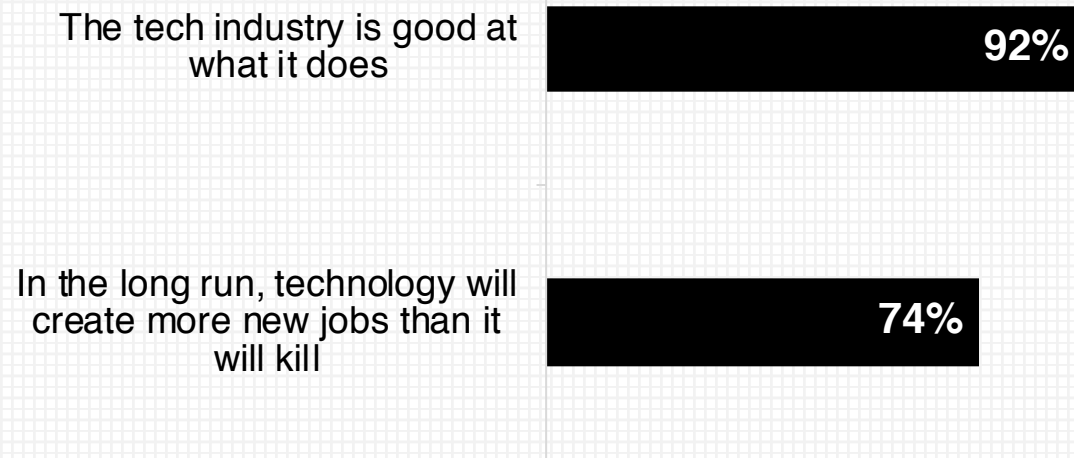
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# TECH WORKERS BELIEVE IN THE PROMISE OF TECH AND WANT TO BE PART OF THE SOLUTION...SO EMPOWER THEM



## THEY ARE AMBASSADORS OF THE TECH INDUSTRY...

*% Agree, Among Tech Workers*



## ...AND SEEK TO BE PARTNERS

# 78%

of Tech Workers agree that **business leaders need to empower their employees to be active community members** in the communities where they operate

64% CA



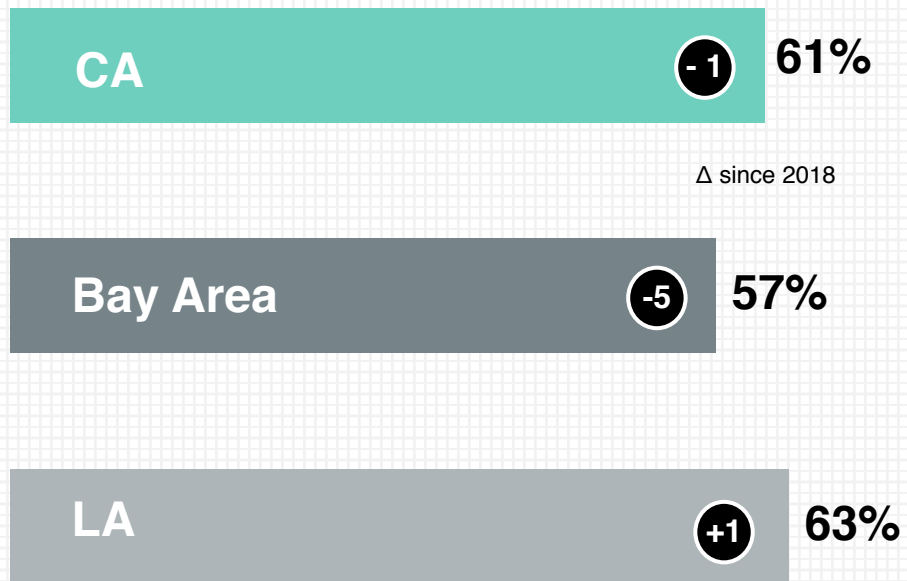
# CONTINUED CHALLENGES FOR SOCIAL MEDIA

# SOCIAL MEDIA SLIPS FURTHER INTO DISTRUST

% Trust in sectors (6-9) and shift from 2018 to 2019

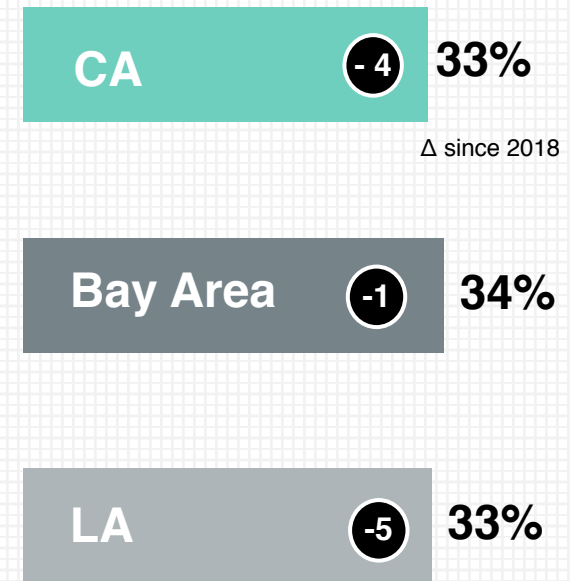


## Trust in Tech to Do What is Right



Tech Advantage: 28 pts

## Trust in Social Media to Do What is Right



Source: 2019 Edelman Trust Barometer California Supplementary Survey (January 2019)

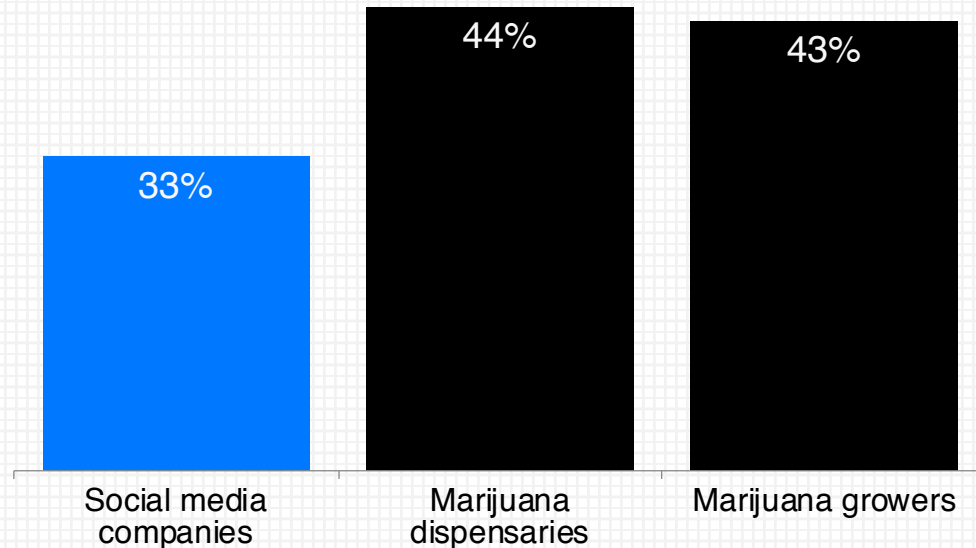
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# CANNABIS INDUSTRY IS MORE TRUSTED THAN SOCIAL MEDIA



% Trust in groups (6-9)



*And valuable to California's economy...*

# 53%

**think the marijuana industry fuels some/a great deal of the economy in my area of California**

***Companies that refuse to support the cannabis industry face a trust hit***

- ➔ 48% trust companies that are **willing to perform support services** for marijuana growers and dispensaries
- ➔ 35% trust companies that **refuse to perform support services** for marijuana growers and dispensaries

Source: 2019 Edelman Trust Barometer California Supplementary Survey (January 2019)

Q18\_M: Now that recreational marijuana use is legal in California, new businesses are starting to cultivate and sell marijuana and marijuana products. Please indicate how much you trust these marijuana businesses 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". General Population, CA

Q11G: Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." General Population, CA

Q5CA: Please indicate how much you think each of the following industries is fueling the economy in your area of California. A great deal, some, a little, none. General Population, CA