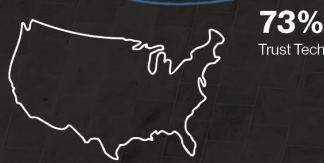
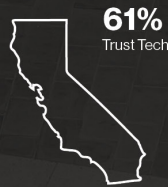


# 2019 Edelman Trust Barometer Special Report: California – Highlights

Californians are skeptical... even about the engines of their prosperity



Trust for the tech industry is 12 points lower among Californians than the rest of the country.

Change begins at home



More than two-thirds of Bay Area residents believe tech companies need to contribute more to solving local problems: the housing crisis and homelessness.

Evolution of the employee experience



"My employer" is the most trusted institution in California. Over three-fourths (78%) of Californians see how a company treats its employees as one of the best indicators of its trustworthiness.

Employee activism in action

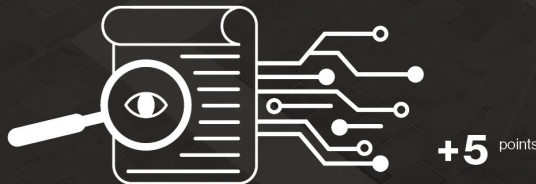


60%  
Californians who admire those who speak out

72%  
Tech workers who would feel comfortable whistleblowing

60% of Californians admire those who speak out against their company, while 72% of tech workers would feel comfortable whistle-blowing if their employer was engaging in wrong-doing.

Tech under the microscope



69% of tech workers and 72% of Bay Area respondents believe that the tech industry is under-regulated – an increase of 5 points from 2018.

Privacy top of mind



90%  
Californians

94%  
Tech workers

90% of Californians and 94% of tech workers believe companies have a responsibility to protect their customers' data.

#TrustBarometer

For more information about the methodology behind 2019 Edelman Trust Barometer, please visit [www.edelman.com/2019-california-trust-barometer](http://www.edelman.com/2019-california-trust-barometer).

