2019 Edelman Trust Barometer Special Report: California – Highlights

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

- 61% Trust Tech
- 73% Trust Tech

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 whistleblowing if their employer was engaging in wrongdoing.

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