19th ANNUAL EDELMAN TRUST BAROMETER

Methodology

Online Survey in 27 Markets
33,000+ respondents total

All fieldwork was conducted between October 19 and November 16, 2018

27-market global data margin of error: General population +/- 0.6% (N=31,050), informed public +/- 1.3% (N=6,000), mass population +/- 0.6% (26,000+), half-sample global general online population +/- 0.8 (N=15,525).

Market-specific data margin of error: General population +/- 2.9 (N=1,150), informed public +/- 6.9% (N=min 200, varies by market, China and U.S. +/- 4.4% (N=500), mass population +/- 3.0 to 3.6 (N =min 739, varies by market).

Employee MOE: 27-market = +/- 0.8% (N=16,944)

Market-specific = +/- 3.2 to 4.6% (N=min 446, varies by market)

Sector-specific = +/- 2.7 to 3.3% (N=min 910, varies by sector)

Flags throughout indicate the world’s largest economies.
## TRUST IN RETROSPECT

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>Rising Influence of NGOs</td>
</tr>
<tr>
<td>2002</td>
<td>Fall of the Celebrity CEO</td>
</tr>
<tr>
<td>2003</td>
<td>Earned Media More Credible Than Advertising</td>
</tr>
<tr>
<td>2004</td>
<td>U.S. Companies in Europe Suffer Trust Discount</td>
</tr>
<tr>
<td>2005</td>
<td>Trust Shifts from “Authorities” to Peers</td>
</tr>
<tr>
<td>2006</td>
<td>A “Person Like Me” Emerges as Credible Spokesperson</td>
</tr>
<tr>
<td>2007</td>
<td>Business More Trusted Than Government and Media</td>
</tr>
<tr>
<td>2008</td>
<td>Young Influencers Have More Trust in Business</td>
</tr>
<tr>
<td>2009</td>
<td>Business Must Partner with Government to Regain Trust</td>
</tr>
<tr>
<td>2010</td>
<td>Trust is Now an Essential Line of Business</td>
</tr>
<tr>
<td>2011</td>
<td>Rise of Authority Figures</td>
</tr>
<tr>
<td>2012</td>
<td>Fall of Government</td>
</tr>
<tr>
<td>2013</td>
<td>Crisis of Leadership</td>
</tr>
<tr>
<td>2014</td>
<td>Business to Lead the Debate for Change</td>
</tr>
<tr>
<td>2015</td>
<td>Trust is Essential to Innovation</td>
</tr>
<tr>
<td>2016</td>
<td>Growing Inequality of Trust</td>
</tr>
<tr>
<td>2017</td>
<td>Trust in Crisis</td>
</tr>
<tr>
<td>2018</td>
<td>The Battle for Truth</td>
</tr>
<tr>
<td>2019</td>
<td>Trust at Work</td>
</tr>
</tbody>
</table>
## A MODEST RISE IN TRUST

### Percent trust

<table>
<thead>
<tr>
<th>Institution</th>
<th>Informed Public</th>
<th>General Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>NGOs</td>
<td>65 69</td>
<td>54 56</td>
</tr>
<tr>
<td>Business</td>
<td>64 68</td>
<td>53 56</td>
</tr>
<tr>
<td>Government</td>
<td>54 58 +4</td>
<td>44 47 +3</td>
</tr>
<tr>
<td>Media</td>
<td>54 58 +4</td>
<td></td>
</tr>
</tbody>
</table>

2019 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. Informed public and general population, 26-market average.
TRUST INEQUALITY RETURNS TO RECORD HIGHS

Trust Index (23-market average)

Previous high


9pt gap 54 58 57 56 62 62 60 65

16pt gap

Informed Public

Trust (60-100)
Neutral (50-59)
Distrust (1-49)

Mass Population

Trust gaps in key financial centers

2019 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. Informed public and mass population, 23-market average.
## DIVIDED ALONG GENDER LINES

### Percent trust

<table>
<thead>
<tr>
<th>Trust Index</th>
<th>NGOs</th>
<th>Business</th>
<th>Government</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>3</td>
<td>7</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

| Trust gap | 50  | 55      | 55         | 55    |

<table>
<thead>
<tr>
<th>NGOs</th>
<th>50</th>
<th>55</th>
<th>55</th>
<th>55</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>12</td>
<td>50</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>U.S.</td>
<td>11</td>
<td>50</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>UAE</td>
<td>10</td>
<td>50</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business</th>
<th>50</th>
<th>50</th>
<th>50</th>
<th>50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>14</td>
<td>50</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>U.S.</td>
<td>15</td>
<td>50</td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Government</th>
<th>50</th>
<th>50</th>
<th>50</th>
<th>50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>10</td>
<td>50</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Japan</td>
<td>11</td>
<td>50</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>UAE</td>
<td>16</td>
<td>50</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>S. Africa</td>
<td>11</td>
<td>50</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Japan</td>
<td>11</td>
<td>50</td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>

2019 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. General population, 27-market average, by gender.
Trust Inequality and Financial Services
## FINANCIAL SERVICES REMAINS LEAST TRUSTED

Trust in each sector, and change from 2015 to 2019

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>74</td>
<td>75</td>
<td>76</td>
<td>75</td>
<td>78</td>
<td>+4</td>
</tr>
<tr>
<td>Automotive</td>
<td>67</td>
<td>61</td>
<td>66</td>
<td>62</td>
<td>69</td>
<td>+2</td>
</tr>
<tr>
<td>Entertainment</td>
<td>64</td>
<td>65</td>
<td>65</td>
<td>63</td>
<td>68</td>
<td>+4</td>
</tr>
<tr>
<td>Food and beverage</td>
<td>64</td>
<td>65</td>
<td>68</td>
<td>64</td>
<td>68</td>
<td>+4</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>60</td>
<td>61</td>
<td>64</td>
<td>64</td>
<td>67</td>
<td>+7</td>
</tr>
<tr>
<td>Consumer packaged goods</td>
<td>61</td>
<td>62</td>
<td>64</td>
<td>61</td>
<td>65</td>
<td>+4</td>
</tr>
<tr>
<td>Energy</td>
<td>57</td>
<td>59</td>
<td>63</td>
<td>63</td>
<td>65</td>
<td>+8</td>
</tr>
<tr>
<td><strong>Financial services</strong></td>
<td><strong>49</strong></td>
<td><strong>53</strong></td>
<td><strong>55</strong></td>
<td><strong>55</strong></td>
<td><strong>57</strong></td>
<td><strong>+8</strong></td>
</tr>
</tbody>
</table>

2019 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 23-market average.
## Percent trust in financial services

<table>
<thead>
<tr>
<th>Country</th>
<th>Percent Trust</th>
<th>Y-to-Y Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global 26</td>
<td>57</td>
<td>+2</td>
</tr>
<tr>
<td>Germany</td>
<td>38</td>
<td>0</td>
</tr>
<tr>
<td>Russia</td>
<td>40</td>
<td>-8</td>
</tr>
<tr>
<td>Italy</td>
<td>41</td>
<td>-2</td>
</tr>
<tr>
<td>Spain</td>
<td>41</td>
<td>+13</td>
</tr>
<tr>
<td>Ireland</td>
<td>42</td>
<td>-4</td>
</tr>
<tr>
<td>Australia</td>
<td>45</td>
<td>+6</td>
</tr>
<tr>
<td>France</td>
<td>46</td>
<td>+3</td>
</tr>
<tr>
<td>Argentina</td>
<td>48</td>
<td>-4</td>
</tr>
<tr>
<td>Turkey</td>
<td>48</td>
<td>-5</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>49</td>
<td>+5</td>
</tr>
<tr>
<td>U.K.</td>
<td>51</td>
<td>+4</td>
</tr>
<tr>
<td>Japan</td>
<td>54</td>
<td>+8</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>55</td>
<td>0</td>
</tr>
<tr>
<td>U.S.</td>
<td>58</td>
<td>+7</td>
</tr>
<tr>
<td>S. Africa</td>
<td>59</td>
<td>+1</td>
</tr>
<tr>
<td>S. Korea</td>
<td>60</td>
<td>+2</td>
</tr>
<tr>
<td>Colombia</td>
<td>61</td>
<td>+8</td>
</tr>
<tr>
<td>Canada</td>
<td>64</td>
<td>+13</td>
</tr>
<tr>
<td>Brazil</td>
<td>66</td>
<td>+7</td>
</tr>
<tr>
<td>Singapore</td>
<td>68</td>
<td>+3</td>
</tr>
<tr>
<td>Mexico</td>
<td>69</td>
<td>+2</td>
</tr>
<tr>
<td>Malaysia</td>
<td>70</td>
<td>+5</td>
</tr>
<tr>
<td>UAE</td>
<td>74</td>
<td>-2</td>
</tr>
<tr>
<td>India</td>
<td>78</td>
<td>-1</td>
</tr>
<tr>
<td>Indonesia</td>
<td>80</td>
<td>+2</td>
</tr>
<tr>
<td>China</td>
<td>83</td>
<td>+2</td>
</tr>
</tbody>
</table>

### Notes

2019 Edelman Trust Barometer. TRU_IND. 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”. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 26-market average.
SIGNIFICANT TRUST GAINS AMONG INFORMED PUBLIC

Percent trust in financial services

2019 Edelman Trust Barometer. TRU_IND. 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”. 9-point scale; top 4 box, trust. Industries shown to half of the sample. Informed public, 26-market average.
FINANCIAL SERVICES TRUST INEQUALITY
RETURNS TO RECORD HIGHS

Percent trust in financial services

2019 Edelman Trust Barometer. TRU_IND. 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”. 9-point scale; top 4 box, trust. Industries shown to half of the sample. Informed public and mass population, 23-market average.
SECTOR INNOVATIONS LESS TRUSTED BY MASS POPULATION

Percent trust

<table>
<thead>
<tr>
<th>Trust gap</th>
<th>Informed Public</th>
<th>Mass Population</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>67</td>
<td>55</td>
</tr>
</tbody>
</table>

Largest trust gaps

<table>
<thead>
<tr>
<th></th>
<th>Financial services</th>
<th>Cryptocurrency</th>
<th>Robo-advisory</th>
<th>Peer-to-peer transactions</th>
<th>Mobile wallet</th>
<th>Financial asset mgt</th>
<th>Insurance</th>
<th>Credit cards</th>
<th>Banks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust</td>
<td>12</td>
<td>14</td>
<td>17</td>
<td>15</td>
<td>17</td>
<td>13</td>
<td>11</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>Neutral</td>
<td>66</td>
<td>59</td>
<td>59</td>
<td>67</td>
<td>67</td>
<td>67</td>
<td>72</td>
<td>71</td>
<td></td>
</tr>
<tr>
<td>Distrust</td>
<td>49</td>
<td>35</td>
<td>42</td>
<td>44</td>
<td>50</td>
<td>53</td>
<td>56</td>
<td>61</td>
<td>61</td>
</tr>
</tbody>
</table>

2019 Edelman Trust Barometer. TRU_IND. 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”. 9-point scale; top 4 box, trust. Industries asked of half of the sample. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors 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”. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. Mass population and informed public, 27-market average.
SECTOR INNOVATIONS
LESS TRUSTED BY WOMEN

Percent trust

<table>
<thead>
<tr>
<th>Sector</th>
<th>Trust gap</th>
<th>2</th>
<th>6</th>
<th>7</th>
<th>7</th>
<th>4</th>
<th>3</th>
<th>5</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td></td>
<td>57</td>
<td>34</td>
<td>42</td>
<td>43</td>
<td>50</td>
<td>53</td>
<td>57</td>
<td>60</td>
</tr>
<tr>
<td>Men</td>
<td></td>
<td>59</td>
<td>40</td>
<td>49</td>
<td>50</td>
<td>57</td>
<td>57</td>
<td>60</td>
<td>65</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sector</th>
<th>Trust gap</th>
<th>2</th>
<th>6</th>
<th>7</th>
<th>7</th>
<th>4</th>
<th>3</th>
<th>5</th>
<th>0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial services</td>
<td></td>
<td>57</td>
<td>34</td>
<td>42</td>
<td>43</td>
<td>50</td>
<td>53</td>
<td>57</td>
<td>60</td>
</tr>
<tr>
<td>Cryptocurrency</td>
<td></td>
<td>59</td>
<td>40</td>
<td>49</td>
<td>50</td>
<td>57</td>
<td>57</td>
<td>60</td>
<td>65</td>
</tr>
<tr>
<td>Robo-advisory</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peer-to-peer transactions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile wallet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial asset mgt</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insurance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Credit cards</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2019 Edelman Trust Barometer. TRU_IND. 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”. 9-point scale; top 4 box, trust. Industries asked of half of the sample. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors 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”. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-market average, by gender.
Demanding Leadership in Financial Services
EXPECTED TO LEAD ON CUSTOMER EXPERIENCE

Percent who agree

Globally, 73% lead on creating and using emerging technologies that make doing my business with them easier.

2019 Edelman Trust Barometer. DRV_FIN_IMP. How important is each of the following when you are choosing a financial services company? Use a 9-point scale where one means they are “not at all important” and nine means they are “extremely important”. 9-point scale; top 4 box, important. Question asked of one-fifth of the sample. General population, 27-market average.
EXPECTED TO LEAD ON SOCIAL ISSUES

Globally, 70% agree

Lead on social issues that are important to me and make the world a better place for everyone

Percent who agree

2019 Edelman Trust Barometer. DRV_FIN_IMP. How important is each of the following when you are choosing a financial services company? Use a 9-point scale where one means they are “not at all important” and nine means they are “extremely important”. 9-point scale; top 4 box, important. Question asked of one-fifth of the sample. General population, 27-market average.
MOST IMPORTANT ISSUE SECTOR MUST ADDRESS: INCOME INEQUALITY

Most important social issues for financial services companies, ranked by most selected

1. Income inequality and financial security
2. Support of social equality and human rights
3. They avoid doing business with entities associated with social ills
4. Environmental sustainability in their business
5. Diversity and inclusion
6. Gender pay equity in their business
7. Takes a public stance for environmental sustainability
8. They promote the arts and culture

2019 Edelman Trust Barometer, DRV_FIN_ISS. Which of the following social issues do you believe are most important for financial services companies? Pick up to two. Question asked of one-fifth of the sample. General population, 27-market average.

*Excluding the choice “None of these are important to me”
LOOKING FOR LEADERSHIP FROMCEOS

“CEOs: Your country needs you!”

— Jamie Dimon, JPMorgan Chase
2019 Annual Shareholder Letter citing Trust Barometer

Chairman & CEO Letter to Shareholders

Jamie Dimon
Chairman and Chief Executive Officer

“Despite the fact that CEOs are not generally viewed with high levels of trust, surprisingly, the 2019 Edelman Trust Barometer global report – encompassing a general global population of more than 33,000 respondents – shows that 76% think CEOs should take a stand on challenging issues and that 75% actually trust their employer.”

2019 Edelman Trust Barometer. TRU_INS. [YOUR EMPLOYER] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. 9-point scale; top 4 box, trust. Question asked of those who are employed, but not self employed (Q206/1 OR 2 AND NOT Q421/8). CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statements? 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, 27-market average.
CEOs SEEN AS HAVING POWER TO ADDRESS INEQUALITY

Percent who agree CEOs can create positive change on each issue

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percent Agreeing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equal pay</td>
<td>65</td>
</tr>
<tr>
<td>Prejudice and discrimination</td>
<td>64</td>
</tr>
<tr>
<td>Training for the jobs of tomorrow</td>
<td>64</td>
</tr>
<tr>
<td>The environment</td>
<td>56</td>
</tr>
<tr>
<td>Personal data</td>
<td>55</td>
</tr>
<tr>
<td>Sexual harassment</td>
<td>47</td>
</tr>
<tr>
<td>Fake news</td>
<td>37</td>
</tr>
</tbody>
</table>

2019 Edelman Trust Barometer. CEO_SIG. In which of the following areas do you think CEOs can have significant impact or create the most positive change? Question asked of half of the sample. General population, 25-market average (excluding the Netherlands and Saudi Arabia).
"A company can take specific actions that both increase profits and improve the economic and social conditions in the communities where it operates"
Innovate for Inclusion
BUILD TRUST IN INNOVATIONS DESIGNED TO BROADEN ACCESS

Percent trust in each subsector, 2017 to 2019

Financial services innovations designed to broaden access are not yet trusted

2019 Edelman Trust Barometer. TRU_IND. 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”. 9-point scale; top 4 box, trust. Industries asked of half of the sample. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors 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”. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 26-market average.
MOST USEFUL INNOVATIONS: IMPROVED CUSTOMER EXPERIENCE

Percent who say each is most useful when choosing a financial services company

- **Integrate all aspects of my financial life**: 53%
- **AI or digital platforms to eliminate human intermediaries**: 26%
- **Peer-to-peer payments and/or lending**: 25%
- **Let me use or invest in cryptocurrencies**: 16%

2019 Edelman Trust Barometer. DRV_FIN_TEC. Which of the following technology-based products/services or innovations are most useful to you when choosing a financial services company? Pick up to two. Question asked of one-fifth of the sample. General population, 27-market average.
Percent who say each is most important social ill for sector to address through innovation

<table>
<thead>
<tr>
<th>MOST IMPORTANT INNOVATIONS:</th>
<th>MAKE THE SYSTEM WORK FOR EVERYONE</th>
</tr>
</thead>
</table>

| Protecting data and assets | 57 |
| Faire access to credit     | 36 |
| Financial inclusion for the un- and underbanked | 36 |
| Financial literacy through digital gamification | 22 |

2019 Edelman Trust Barometer. DRV_FIN_ILL. Which of the following social ills do you believe are most important for the financial services industry to address through industry innovations? Pick up to two. Question asked of one-fifth of the sample. General population, 27-market average.
Leverage Your Employer Trust Advantage
FINANCIAL SERVICES SECTOR MOST TRUSTED BY EMPLOYEES

Percent who trust their employer among those who work in each sector

<table>
<thead>
<tr>
<th>Sector</th>
<th>Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and beverage</td>
<td>68</td>
</tr>
<tr>
<td>Education</td>
<td>73</td>
</tr>
<tr>
<td>Healthcare</td>
<td>73</td>
</tr>
<tr>
<td>Telecommunication</td>
<td>73</td>
</tr>
<tr>
<td>Technology</td>
<td>80</td>
</tr>
<tr>
<td>Energy</td>
<td>81</td>
</tr>
<tr>
<td>Financial services</td>
<td>81</td>
</tr>
</tbody>
</table>

2019 Edelman Trust Barometer. TRU_INS. [YOUR EMPLOYER] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. 9-point scale; top 4 box, trust. Question asked of those who are employed, but not self employed (Q206/1 OR 2 AND NOT Q421/8). General population, 27-market average by employment sector (Q420).
MY EMPLOYER TRUSTED BY ALL TYPES OF FINANCIAL SERVICES SECTOR EMPLOYEES

Percent of financial services employees who trust their employer

81% of financial services employees trust “my employer”
**ACTIVATE CREDIBLE EMPLOYEE VOICES**

Percent who rate each source as very/extremely credible

<table>
<thead>
<tr>
<th>Source</th>
<th>2019 Rating</th>
<th>2018 Rating</th>
<th>Y-to-Y Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company technical expert</td>
<td>65</td>
<td>63</td>
<td>+2</td>
</tr>
<tr>
<td>Academic expert</td>
<td>63</td>
<td>63</td>
<td>+2</td>
</tr>
<tr>
<td>A person like yourself</td>
<td>61</td>
<td>54</td>
<td>+7</td>
</tr>
<tr>
<td>Regular employee</td>
<td>53</td>
<td>47</td>
<td>+6</td>
</tr>
<tr>
<td>Successful entrepreneur</td>
<td>53</td>
<td>50</td>
<td>+3</td>
</tr>
<tr>
<td>Financial industry analyst</td>
<td>52</td>
<td>50</td>
<td>+2</td>
</tr>
<tr>
<td>NGO representative</td>
<td>48</td>
<td>46</td>
<td>+2</td>
</tr>
<tr>
<td>CEO</td>
<td>47</td>
<td>45</td>
<td>+2</td>
</tr>
<tr>
<td>Board of directors</td>
<td>44</td>
<td>47</td>
<td>+2</td>
</tr>
<tr>
<td>Journalist</td>
<td>36</td>
<td>39</td>
<td>-3</td>
</tr>
<tr>
<td>Government official</td>
<td>35</td>
<td>38</td>
<td>0</td>
</tr>
</tbody>
</table>

2019 Edelman Trust Barometer. CRE_PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all. 4-point scale; top 2 box, credible. Question asked of half of the sample. General population, 26-market average.
INVESTING IN EMPLOYEE TRUST IS INVESTING IN YOUR BOTTOM LINE

How a company treats its employees is one of the best indicators of its level of trustworthiness.

77%

2019 Edelman Trust Barometer, TMA_SIE_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree.

Question asked of half the sample. General population employees (Q43/1 AND NOT Q28/7). 27-market average. EMP_ENG. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. Question asked of those who are an employee, but do not run their own business (Q43/1 AND NOT Q28/7). General population employees, 27-market average, cut by those who trust their employer (codes 6-9) and those who do not (codes 1-5; 99). TRU_INS [YOUR EMPLOYER] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. Question asked of those who are an employees, but do not run their own business (Q43/1 AND NOT Q28/7). General population employees, 27-market average. Advocacy is an average of (EMP_ENG/3-5); Loyalty is an average of (EMP_ENG/1-2); Engagement is an average of (EMP_ENG/10-15); Commitment is an average of (EMP_ENG/6-9). See the tech appendix for a complete list of the items that went into each employee KPI dimension.
<table>
<thead>
<tr>
<th>1. Lead Change</th>
<th>2. Empower Employees</th>
<th>3. Start Locally</th>
<th>4. CEO Leadership</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Be aspirational</td>
<td>- Give them a voice</td>
<td>- Solve problems at home</td>
<td>- Live your values</td>
</tr>
<tr>
<td>- Address concerns about the personal impact of change</td>
<td>- Create opportunities for shared action</td>
<td>- Improve societal conditions in the local communities in which you operate</td>
<td>- Engage directly</td>
</tr>
<tr>
<td>- Train the workforce of the future</td>
<td>- Empower them with information</td>
<td>- Be visible and show a personal commitment, inside and outside the organization</td>
<td></td>
</tr>
</tbody>
</table>
Appendix: Supplemental Subsector Trust Data
TRUST IN FINANCIAL ADVISORY/ASSET MANAGEMENT INCREASES IN 20 OF 26 MARKETS

Percent trust in financial advisory/asset management

2019 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors 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”. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 26-market average.
TRUST IN INSURANCE INCREASES IN 20 OF 26 MARKETS

Percent trust in insurance

2019 Edelman Trust Barometer. TRU_SUB FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors 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”. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 26-market average.
TRUST IN CREDIT CARDS INCREASES IN 14 OF 26 MARKETS

Percent trust in credit cards

2019 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors 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". 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 26-market average.
2019 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors 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". 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 26-market average.
TRUST IN MOBILE WALLET DECREASES IN 18 OF 26 MARKETS

Percent trust in mobile wallet

Distrusted in 10 markets

2019 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors 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”. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 26-market average.
2019 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors 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”. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-market average.
2019 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors 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”. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-market average.
DIGITAL WEALTH MANAGEMENT
DISTRUSTED IN MOST MARKETS

Percent trust in digital wealth management/Robo-advisory

2019 Edelman Trust Barometer. TRU_SUB_FIN. Now thinking about specific sectors within the financial services industry, please indicate how much you trust businesses in each of the following sectors 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”. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-market average.