



THE FIGHT FOR A CONFIDENT FUTURE:

Edelman Trust
Barometer 2020
Singapore



20th ANNUAL EDELMAN TRUST BAROMETER

Methodology



Online survey in 28 markets

34,000+ respondents total

All fieldwork was conducted between
October 19 and November 18, 2019

28-market global data margin of error: General population +/- 0.6% (N=32,200), informed public +/- 1.2% (N=6,200), mass population +/- 0.6% (26,000+), half-sample global general online population +/- 0.8% (N=16,100).

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 736, varies by market).

Gen Z MOE: 28-market = +/- 1.5% (N=4,310)

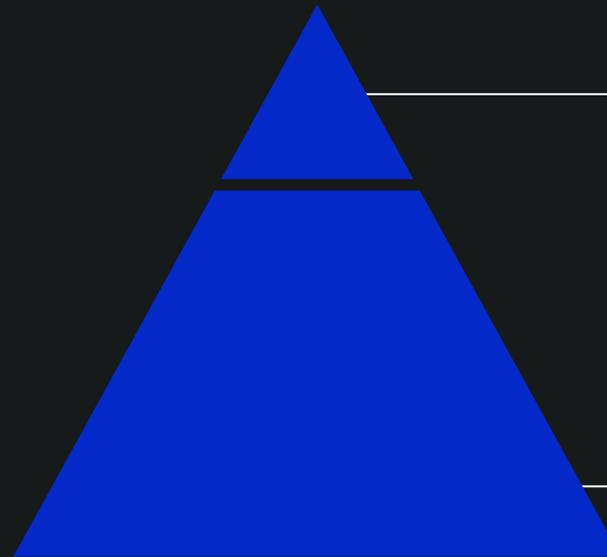
Market-specific = +/- 5.3 to 10.5% (N=min 88, varies by market).

General Online Population

1,150
respondents
per market

Ages
18+

All slides show general
online population data
unless otherwise noted



2020 Gen Z oversample

250 respondents age 18-24 per market

Informed Public

500 respondents in U.S. and China;
200 in all other markets

Represents **17%** of total global population

Must meet 4 criteria

- ▶ Ages **25-64**
- ▶ College-educated
- ▶ In top **25%** of household income per age group in each market
- ▶ Report significant media consumption and engagement in public policy and business news

Mass Population

All population not
including informed public

Represents **83%** of total
global population

TRUST ESSENTIAL FOR FUTURE SUCCESS

20 years of Edelman
research on trust



- 2M+ respondents
- 400+ companies
- 80k employee reviews
- Interviews with 50+ business leaders
- 23M measures of trust
- Review of 150+ academic articles and 80+ models of trust
- Trust and stock price analysis for 80 companies

**Trust
matters
to...**

Consumers

Trusted companies
have **stronger
consumer buyers
and advocates**

Employees

Trust **drives
workplace
recommendations**

Regulators

Trusted companies
have **greater
license to operate**

Investors

Trusted companies
are more likely
to **receive
institutional
investment**

Resilience against risk

Trusted companies
are **more resilient
in the face
of crisis**

The market

Trusted companies'
stock **outperform
their respective
sectors**

Media coverage

Trusted companies
are **more immune
to the media cycle**

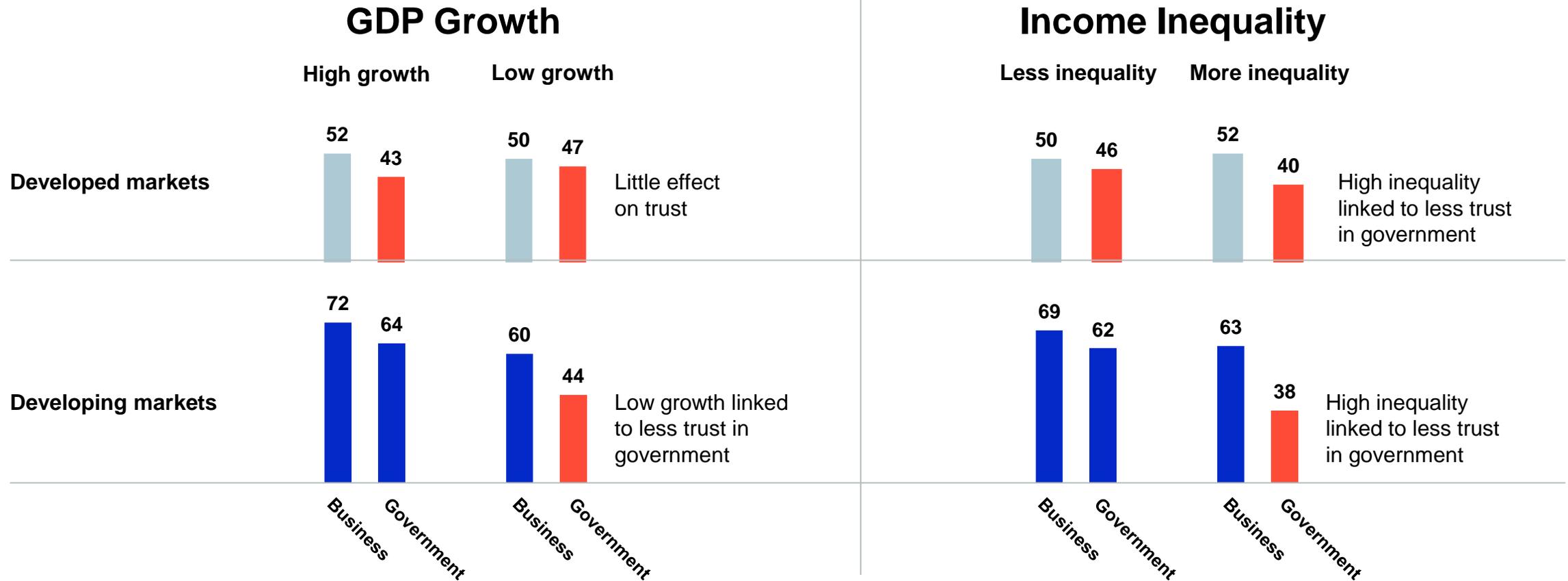
20 YEARS OF TRUST: TRUST IS CRITICAL TO FUTURE SUCCESS

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Rising Influence of NGOs	Fall of the Celebrity CEO	Earned Media More Credible Than Advertising	U.S. Companies in Europe Suffer Trust Discount	Trust Shifts from "Authorities" to Peers	A "Person Like Me" Emerges as Credible Spokesperson	Business More Trusted Than Government and Media	Young People Have More Trust in Business	Trust in Business Plummet	Performance and Transparency Essential to Trust
2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Business Must Partner With Government to Regain Trust	Fall of Government	Crisis of Leadership	Business to Lead the Debate for Change	Trust is Essential to Innovation	Growing Inequality of Trust	Trust in Crisis	The Battle for Truth	Trust at Work	Trust: Competence and Ethics

INCOME INEQUALITY NOW AFFECTS TRUST MORE THAN ECONOMIC GROWTH



Percent trust



2020 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. 9-point scale; top 4 box, trust. General online population, 23-mkt avg., by developed and developing markets. High-growth economies are those with a Q2 2019 GDP of 1.4% or higher. Developing market high-growth economies: China, Colombia, India, Indonesia, Kenya, Malaysia, UAE; low growth economies: Argentina, Brazil, Mexico, Russia, Saudi Arabia, S. Africa, Thailand. Developed market high-growth economies: Australia, Canada, France, Ireland, The Netherlands, Spain, U.S.; low-growth economies: Germany, Hong Kong, Japan, Italy, Singapore, S. Korea, U.K.

CONTINUED DISTRUST

Trust Index

Global Trust Index increases 1 pt., with increases in 16 of 26 markets measured

12 of 26 markets are distrusters, down 2 from 2019

2020 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. 9-point scale; top 4 box, trust. General population, 26-mkt avg.

▲ 2019 General population

53	Global 26
79	China
73	Indonesia
72	India
71	UAE
70	Saudi Arabia
62	Singapore
59	Malaysia
58	Mexico
56	Canada
55	Hong Kong
54	The Netherlands
52	Colombia
49	U.S.
48	Australia
46	Argentina
46	Brazil
46	Italy
46	S. Korea
45	S. Africa
44	France
44	Germany
43	U.K.
42	Ireland
40	Spain
39	Japan
29	Russia

▲ 2020 General population

54	Global 26
82	China
79	India
73	Indonesia
65	UAE
62	Mexico
62	Singapore
61	Saudi Arabia
60	Malaysia
57	The Netherlands
53	Canada
53	Colombia
51	Brazil
50	Hong Kong
50	S. Korea
49	Argentina
49	Italy
47	Australia
47	U.S.
46	Germany
45	France
45	Ireland
45	Spain
44	S. Africa
42	Japan
42	U.K.
30	Russia



Declines in

Saudi Arabia	-9
UAE	-6
Hong Kong	-5
Canada	-3
U.S.	-2
Australia	-1
S. Africa	-1
U.K.	-1

TRUST INEQUALITY SETS NEW RECORDS

Trust Index

Mass population 14 points less trusting

23 markets with double-digit trust gaps

2020 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. 9-point scale; top 4 box, trust. Informed public and mass population, 28-mkt avg.

2020 Informed public

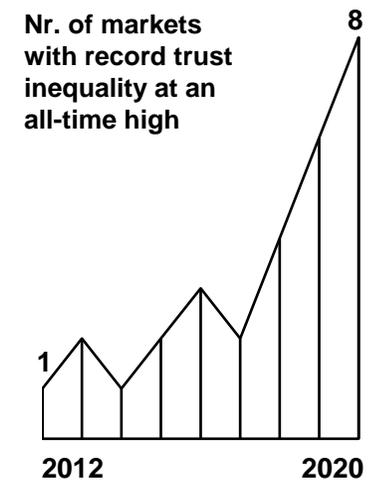
Trust Index	Country
65	Global 28
90	China
87	India
82	Indonesia
80	Saudi Arabia
78	Thailand
75	UAE
71	Mexico
71	Singapore
68	Australia
68	Malaysia
67	Canada
67	The Netherlands
64	Germany
64	Italy
63	France
62	Colombia
60	Argentina
60	Brazil
60	Ireland
59	Spain
58	Kenya
57	U.K.
54	Hong Kong
53	Japan
53	U.S.
50	S. Korea
49	S. Africa
41	Russia

2020 Mass population | Trust gap

Trust Index	Country	Trust Gap
51	Global 28	14
77	China	13
74	India	13
70	Indonesia	12
64	UAE	11
62	Thailand	16
60	Singapore	11
59	Saudi Arabia	21
58	Malaysia	10
58	Mexico	13
57	The Netherlands	10
56	Kenya	2
52	Colombia	10
51	Canada	16
49	Brazil	11
49	Hong Kong	5
49	S. Korea	1
48	Argentina	12
48	Italy	16
45	Australia	23
45	U.S.	8
44	Germany	20
44	S. Africa	5
43	Ireland	17
42	France	21
42	Japan	11
42	Spain	17
42	U.K.	18
39	U.K.	18
27	Russia	14



Record trust inequality

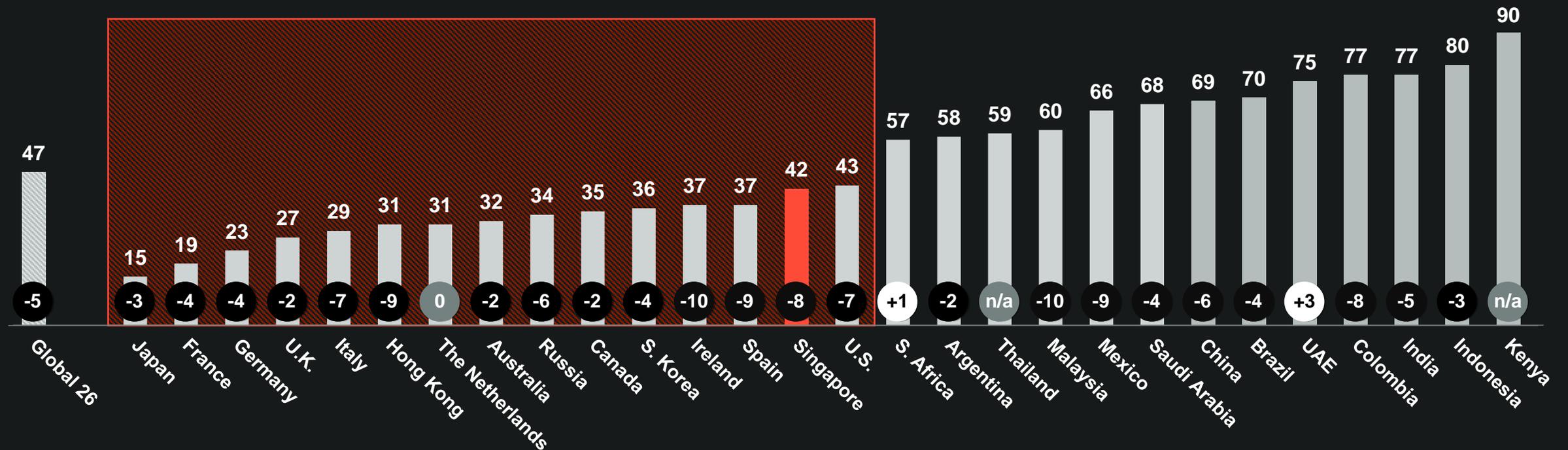


PESSIMISTIC ABOUT ECONOMIC PROSPECTS

Percent who believe they and their families will be better off in five years' time

○ — 0 — ⊕ Change, 2019 to 2020

Majority pessimistic in 15 of 28 markets



2020 Edelman Trust Barometer. CNG_FUT. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? 5-point scale; top 2 box, better off. General population, 26-mkt avg.

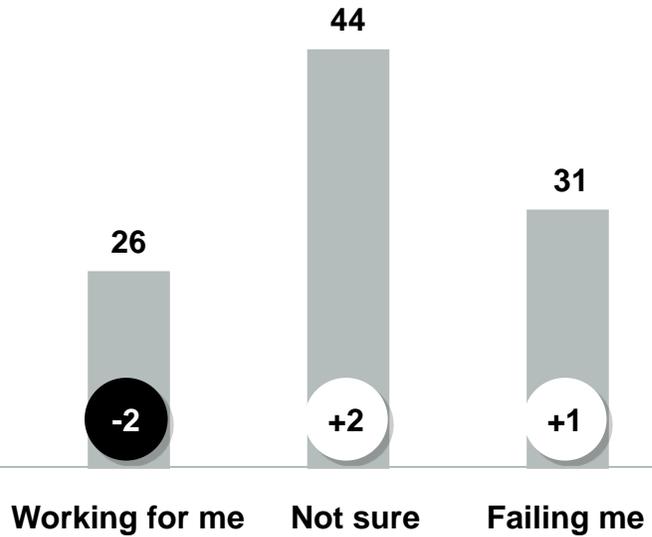
CAPITALISM UNDER FIRE

Percent in Singapore who agree



How true is this for you?

Sense of injustice	68
Desire for change	67
Lack of confidence	53
Lack of hope	19



The system is...

Capitalism as it exists today
**does more harm than
good in the world**

⊥
54%

2020 Edelman Trust Barometer. "System failing" measure. For full details on how the "system failing" measure was calculated, please refer to the Technical Appendix. POP_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is. 9-point scale; top 4 box, true. General population, Singapore. Sense of injustice is an average of POP_MDC/1,2,3,8; Desire for change is POP_MDC/9; Lack of confidence is POP_MDC/10; Lack of hope is an average of POP_MDC/18,19,20 [reverse scored]. 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 of the sample. General population, Singapore.

TAKING THE FUTURE INTO THEIR OWN HANDS

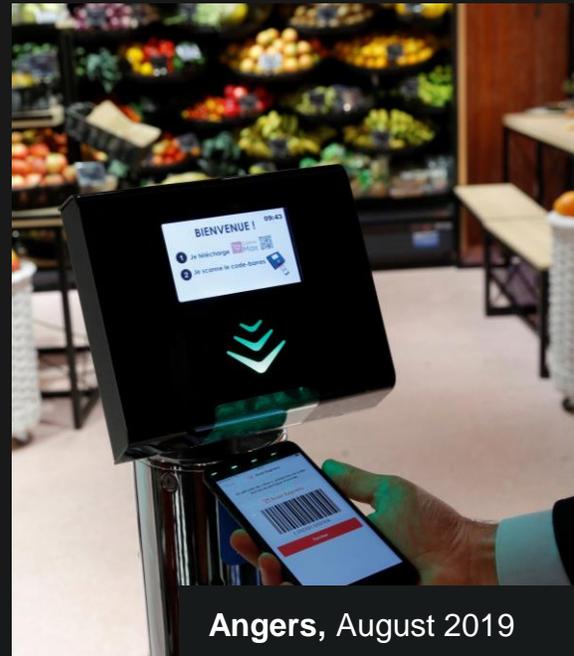
Climate Change



Paris, February 2019

Students protest to draw attention to climate change

Automation



Angers, August 2019

Unions protest a Géant automated supermarket

Income Inequality



London, November 2019

McDonald's employees protest for higher wages

#MeToo



Oregon, December 2019

Nike employees protest company's treatment of women

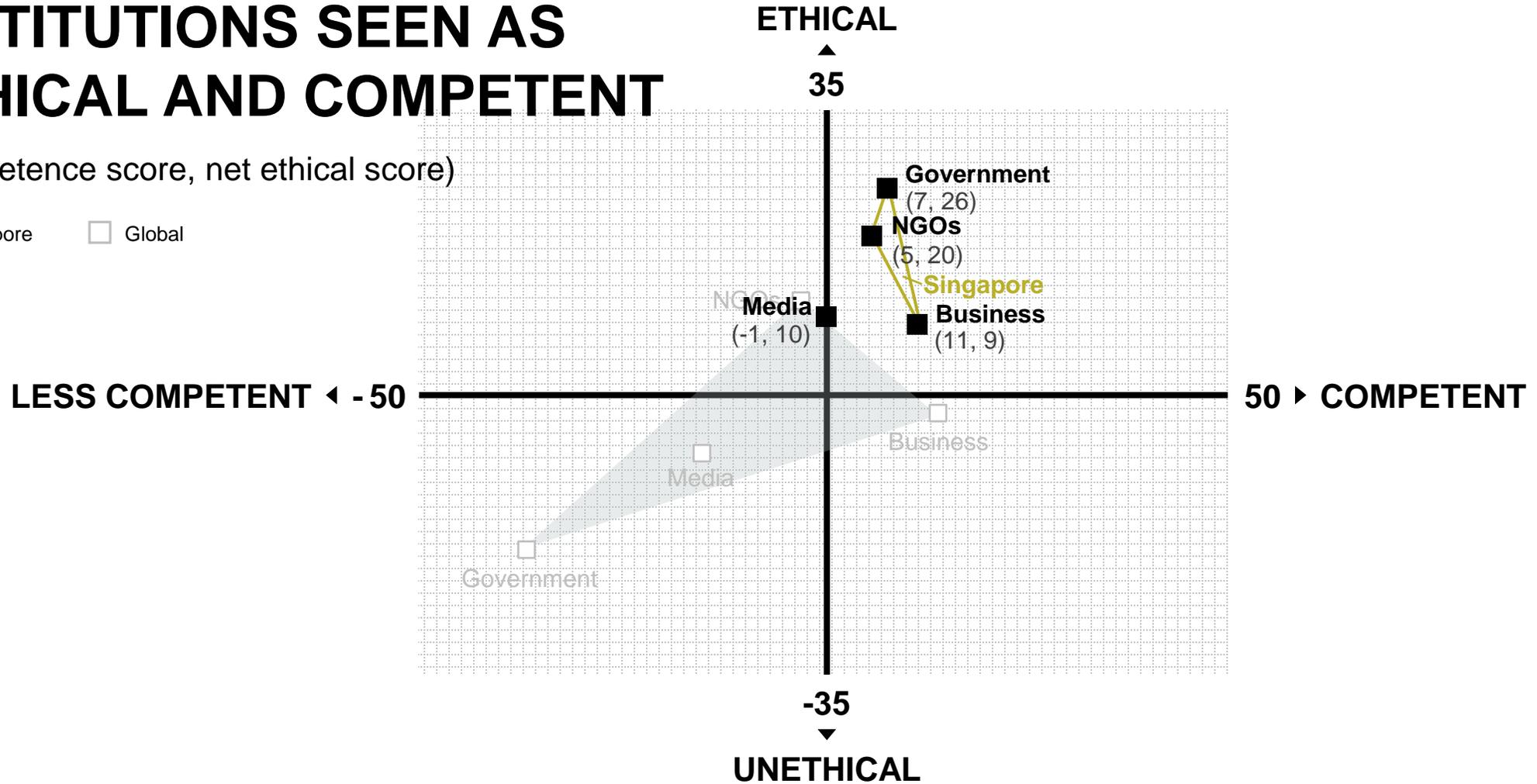


GOVERNMENT: TRUST AND PERFORMANCE

MOST SINGAPORE INSTITUTIONS SEEN AS ETHICAL AND COMPETENT

(Competence score, net ethical score)

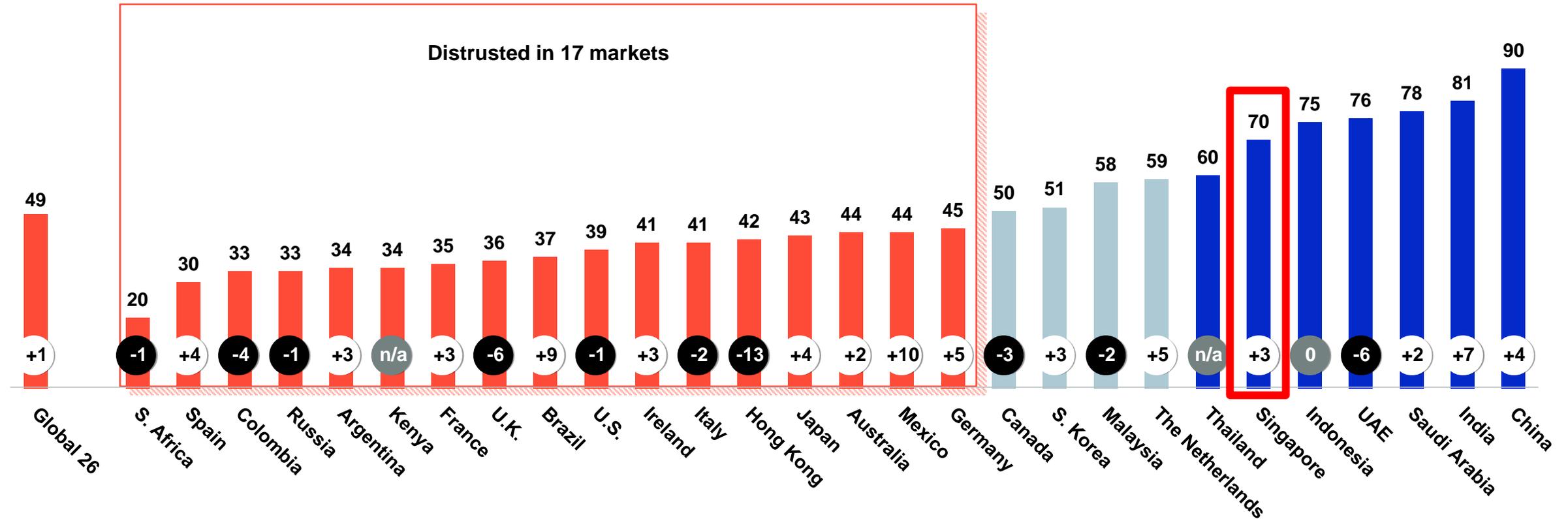
■ Singapore □ Global



2020 Edelman Trust Barometer. The ethical scores are averages of nets based on [INSTITUTION]_PER_DIM r1-r4. Question asked of half of the sample. The competence score is a net based on TRU_3D_[INSTITUTION] r1. Depending on the question it was either asked of the full of half the sample. General population, 25-mkt avg and Singapore. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

TRUST IN GOVERNMENT INCREASES IN 15 OF 26 MARKETS

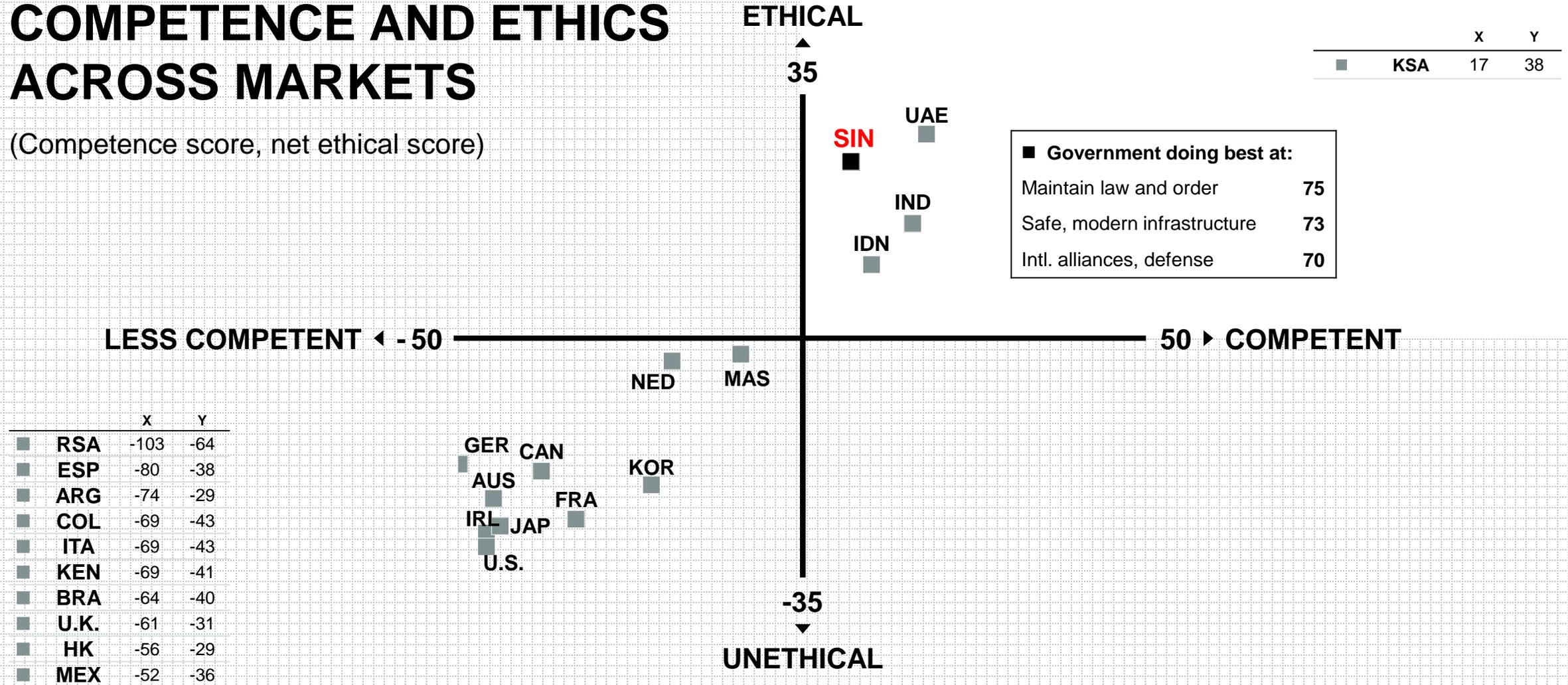
Percent trust in government



2020 Edelman Trust Barometer. TRU_INS. [Government in general] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 26-mkt avg.

GOVERNMENT: COMPETENCE AND ETHICS ACROSS MARKETS

(Competence score, net ethical score)



2020 Edelman Trust Barometer. The ethical scores are averages of nets based on [INSTITUTION]_PER_DIM r1-r4. Question asked of half of the sample. The competence score is a net based on TRU_3D [INSTITUTION] r1. Depending on the question it was either asked of the full of half the sample. General population, by market. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

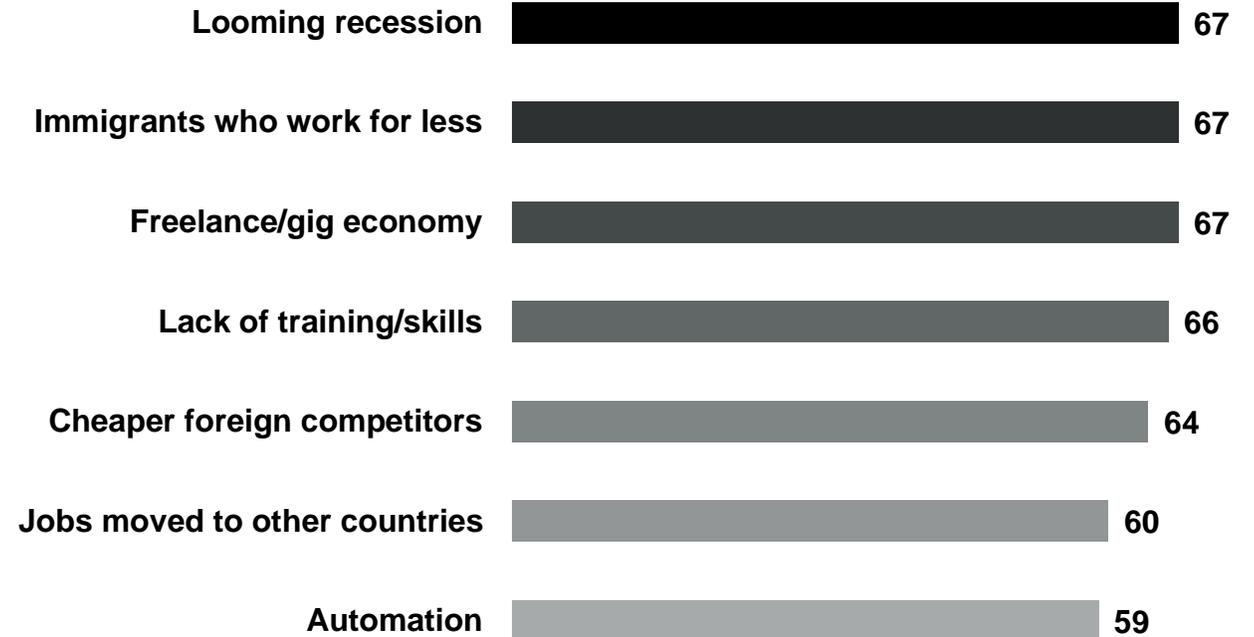
WORRY ABOUT THE FUTURE OF WORK

Percent of employees in Singapore who worry about job loss due to each issue

I worry about **losing my job**
due to one or more of these causes

⊥

88%



WORRY TECHNOLOGY IS OUT OF CONTROL

Percent in Singapore who agree

The pace of change in technology is **too fast**

I worry technology will make it impossible to know if **what people are seeing or hearing is real**

Government **does not understand emerging technologies** enough to regulate them effectively

⊥
72%

⊥
74%

⊥
31%

Trust in technology
2019-2020

Global 26

-4

Largest declines in:

France

-10

Canada, Italy,
Russia, Singapore

-8

U.S.

-7

Australia

-6

2020 Edelman Trust Barometer. CNG_POC. For the statements below, please think about the pace of development and change in society today and select the response that most accurately represents your opinion. 9-point scale; top 4 box, fast. Singapore. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement. 9-point scale; top 4 box, agree. Singapore. PER_GOV. How well do you feel the government is currently doing each of the following? 5-point scale; bottom 3 box, not doing well (data excludes DK responses). Singapore. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. 26-mkt avg. All questions asked of half of the sample among the general population.

WORRY ABOUT QUALITY INFORMATION

Percent in Singapore who agree

The media I use are **contaminated with untrustworthy information**



59%

I worry about false information or **fake news being used as a weapon**



77%



Change,
2018 to 2020



SCIENTISTS, PEERS MORE TRUSTED THAN SOCIETAL LEADERS

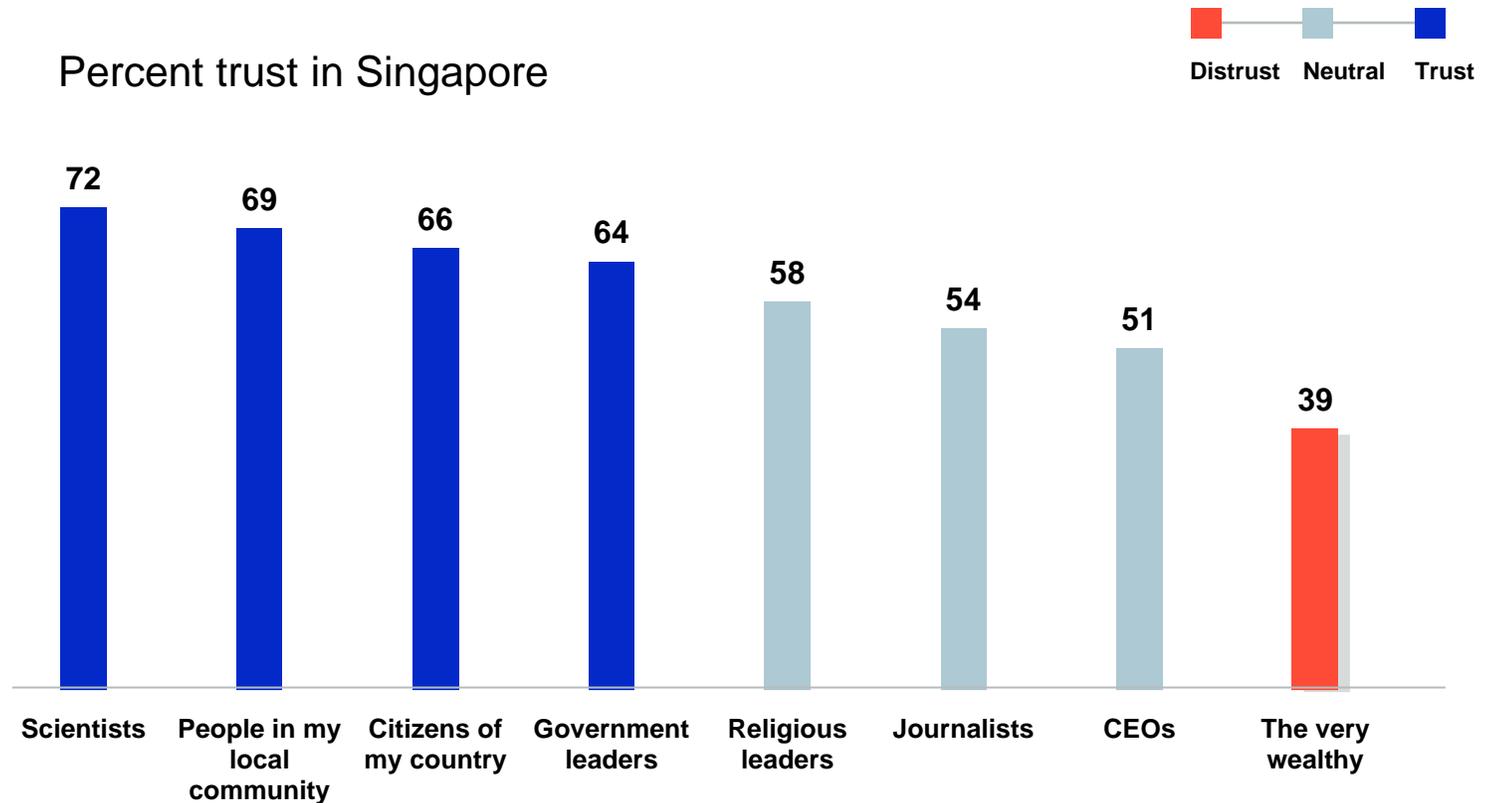
“

I do not have confidence that our current leaders will be able to successfully **address our country's challenges**

”

53%

Percent trust in Singapore



PARTNERSHIP BETWEEN BUSINESS AND GOVERNMENT ESSENTIAL ON JOBS

Percent who say each institution is the one they trust most to address each challenge (global data in background)

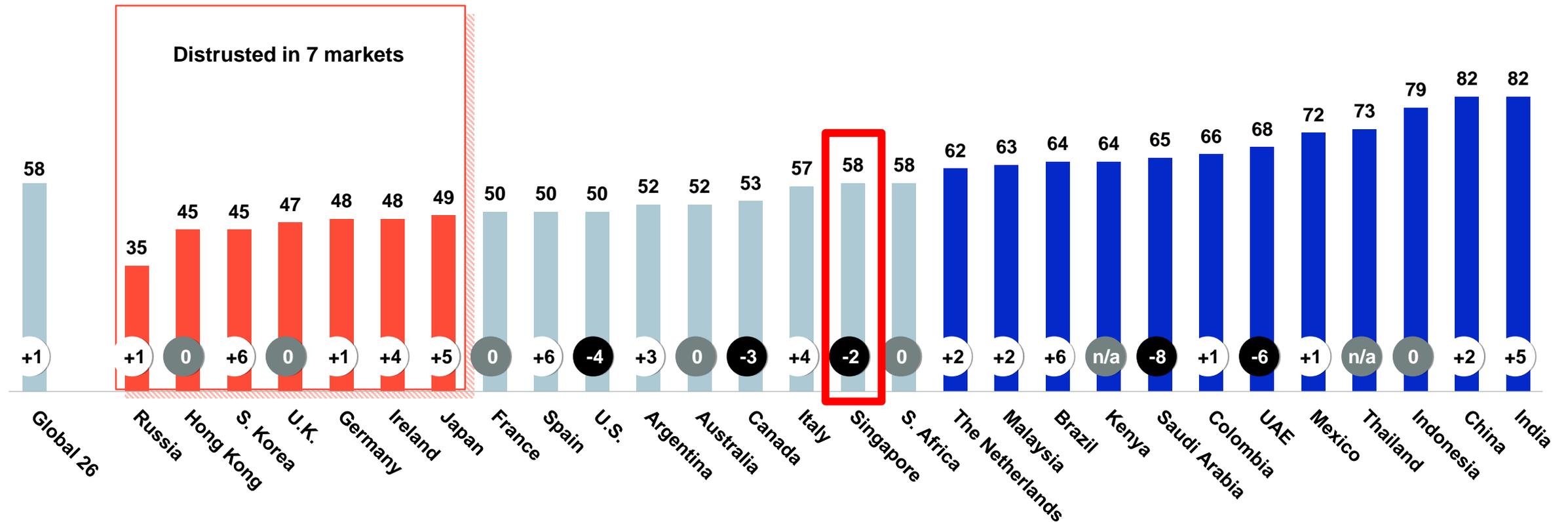




↑
**BUSINESS:
CATALYST FOR CHANGE**
↑

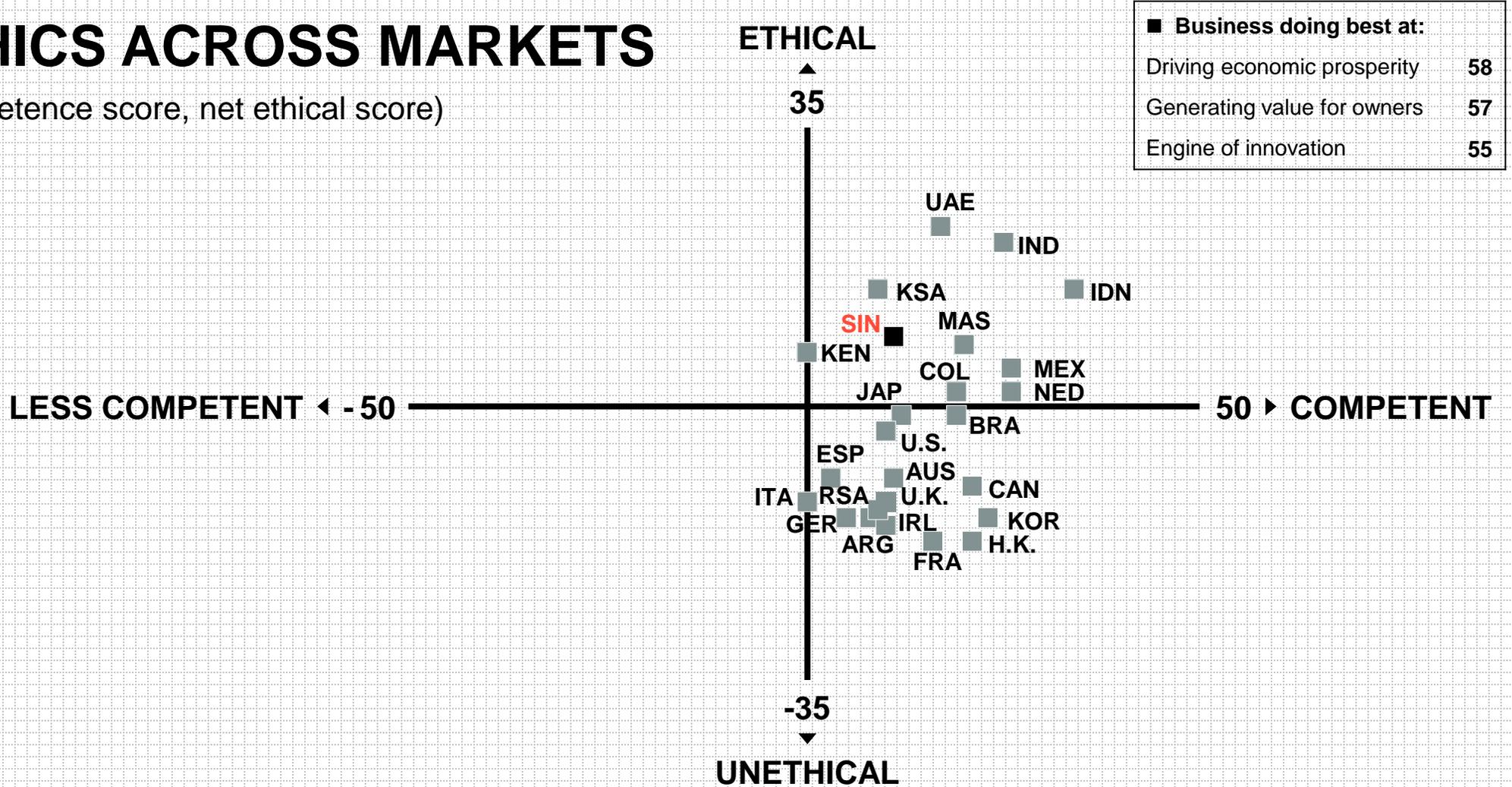
TRUST IN BUSINESS INCREASES IN 15 OF 26 MARKETS

Percent trust in business



BUSINESS: COMPETENCE AND ETHICS ACROSS MARKETS

(Competence score, net ethical score)



■ Business doing best at:	
Driving economic prosperity	58
Generating value for owners	57
Engine of innovation	55

2020 Edelman Trust Barometer. The ethical scores are averages of nets based on [INSTITUTION]_PER_DIM r1-r4. Question asked of half of the sample. The competence score is a net based on TRU_3D_[INSTITUTION] r1. Depending on the question it was either asked of the full of half the sample. General population, by market. PER_[INSTITUTION]. How well do you feel [institution] is currently doing each of the following? 5-point scale; top 2 box, doing well. Question asked of half of the sample. General population, Singapore. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix."

SERVE THE INTERESTS OF ALL STAKEHOLDERS

Percent in Singapore who ranked each group as most important

Percent in Singapore who agree



+ **87%**

Stakeholders, not shareholders, are most important to long-term company success

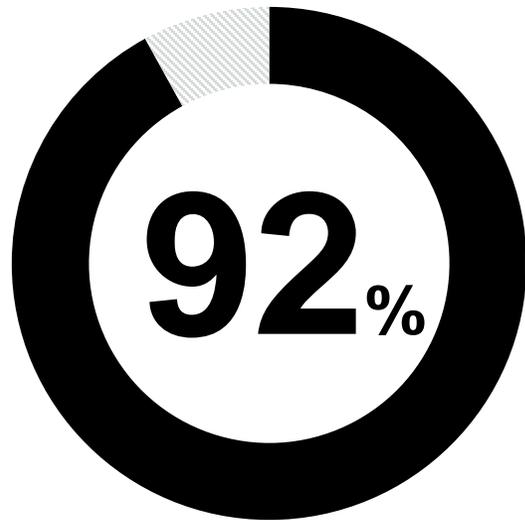
71%

a company can take actions that both increase profits and improve conditions in communities where it operates

CEOS MUST LEAD

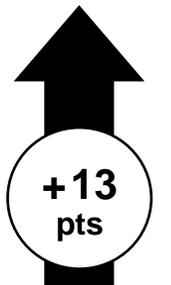
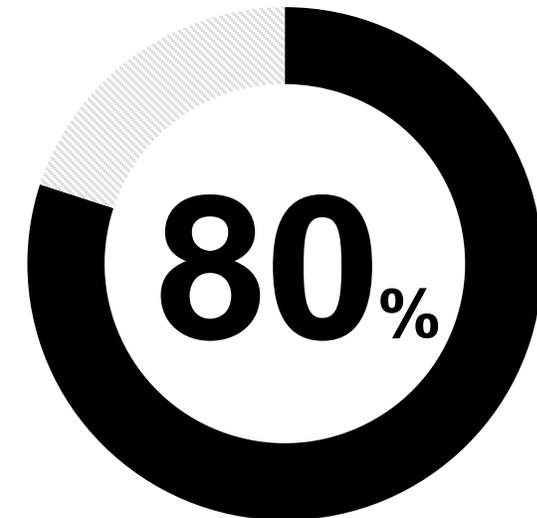
Percent in Singapore who agree

It is important that **my employer's CEO speak out** on one or more of these issues



Training for jobs of the future	83
Automation's impact on jobs	81
Diversity	80
Ethical use of tech	80
Income inequality	77
Climate change	73
Immigration	63

CEOs should take the lead on change rather than waiting for government to impose it



Change,
2018 to 2020



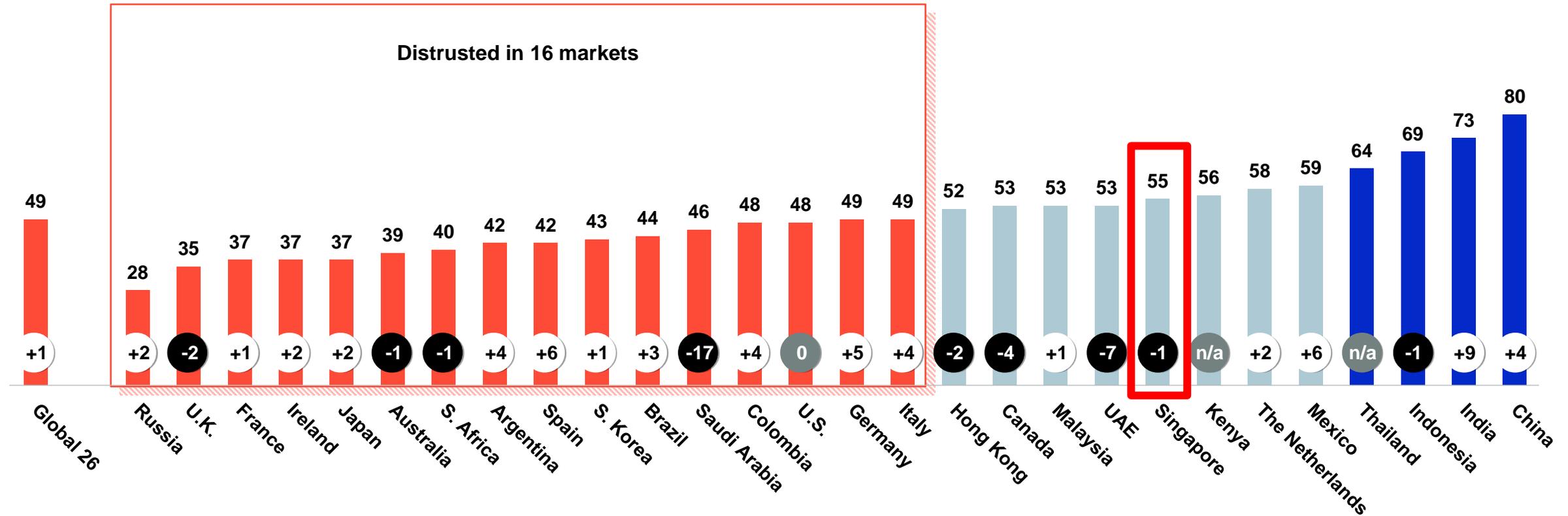
⊥

MEDIA: TRUST AND PERFORMANCE

⊥

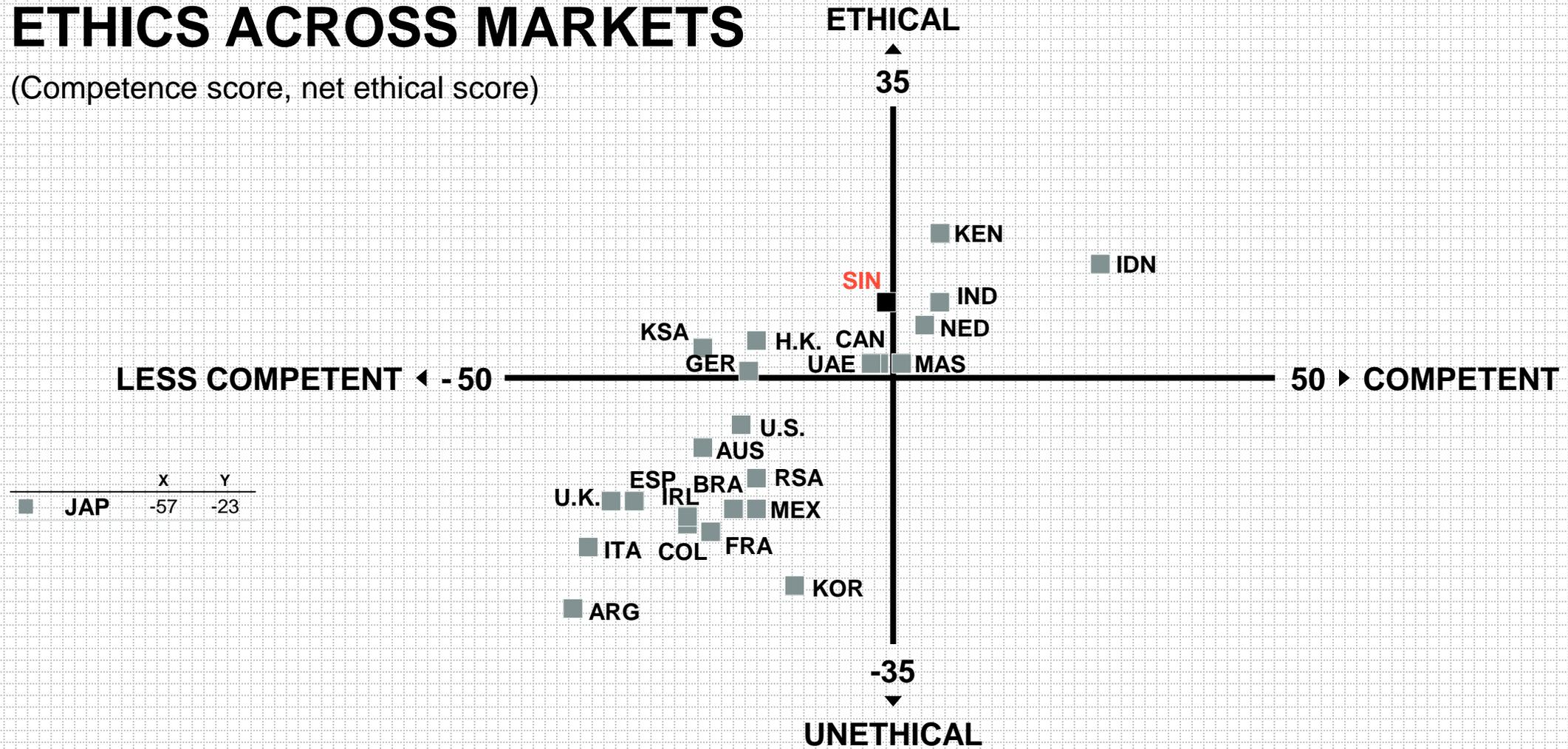
TRUST IN MEDIA RISES IN 16 OF 26 MARKETS BUT IS DOWN IN SINGAPORE

Percent trust in media



MEDIA: COMPETENCE AND ETHICS ACROSS MARKETS

(Competence score, net ethical score)



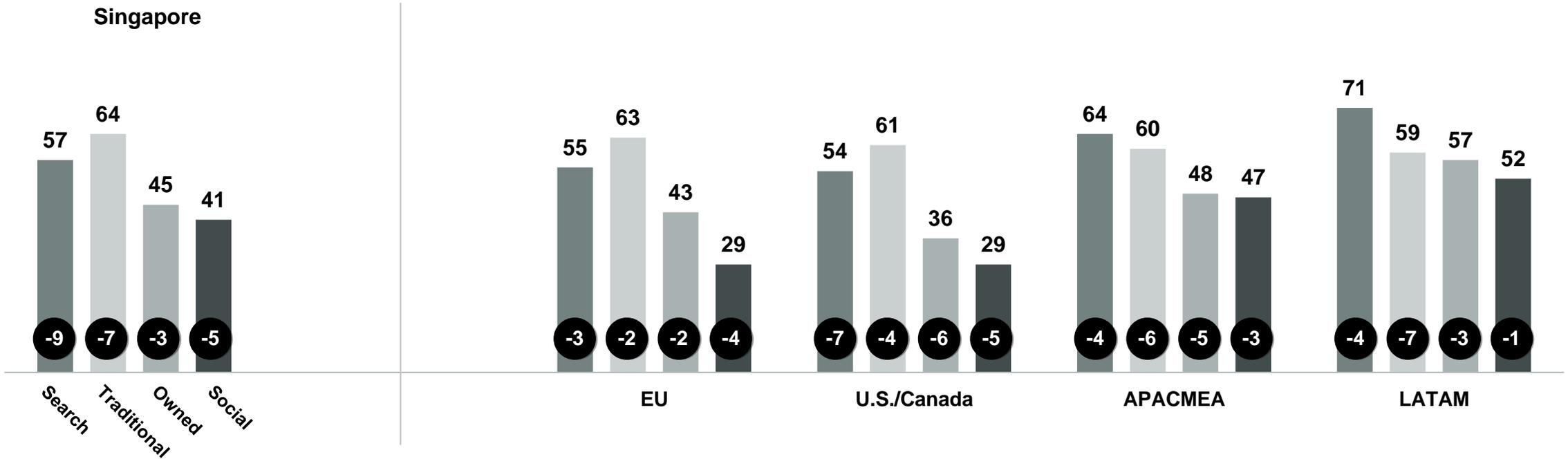
2020 Edelman Trust Barometer. The ethical scores are averages of nets based on [INSTITUTION]_PER_DIM r1-r4. Question asked of half of the sample. The competence score is a net based on TRU_3D_[INSTITUTION] r1. Depending on the question it was either asked of the full of half the sample. General population, by market. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

CHAMPION RELIABLE SOURCES

Percent who trust each source of news

■ Search ■ Traditional media ■ Owned media ■ Social media

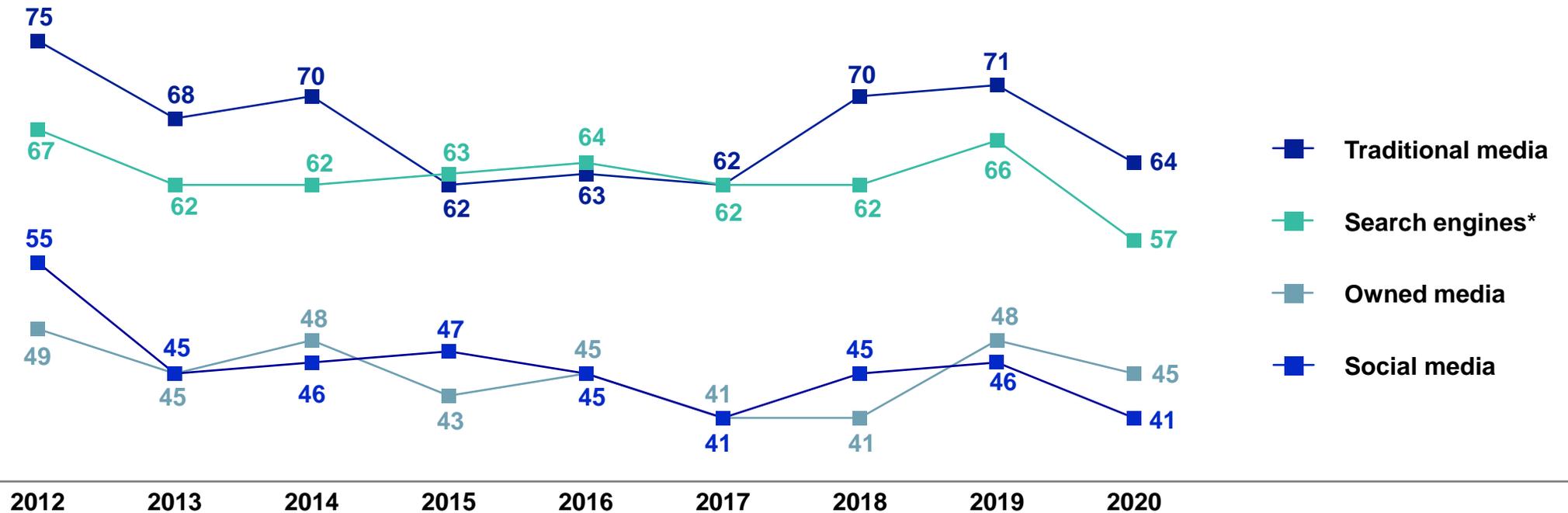
● 0 ● Change, 2019 to 2020



2020 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Singapore and by region.

TRADITIONAL MEDIA AND SEARCH ENGINES MOST TRUSTED

Percent trust in each source for general news and information in Singapore



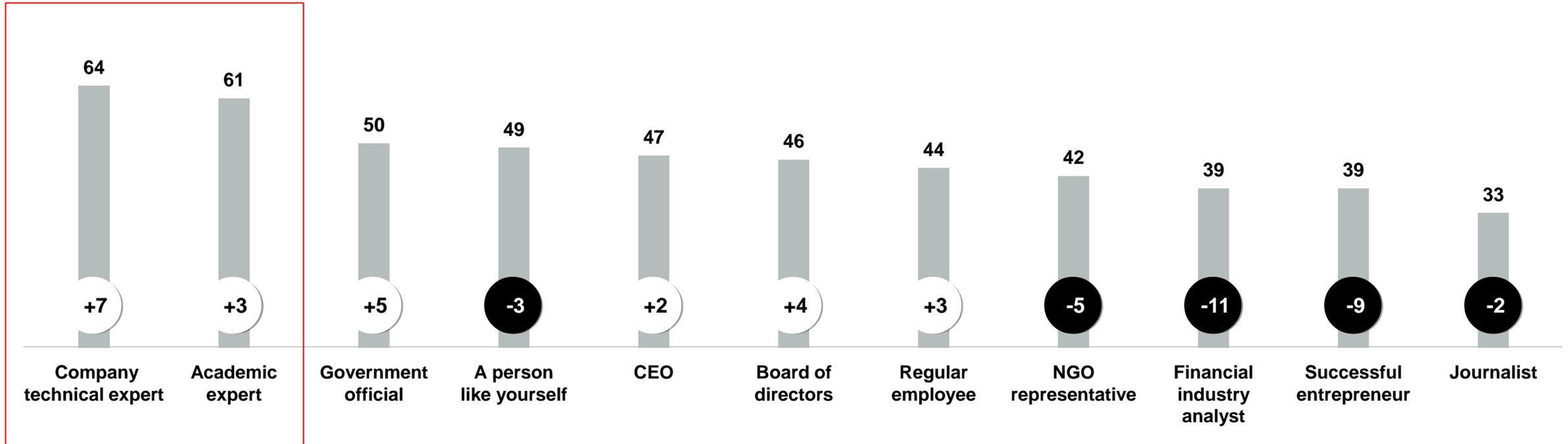
2020 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Singapore.

*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

EXPERTS AND PEERS MOST CREDIBLE

Percent in Singapore who rate each source as very/extremely credible

Change, 2019 to 2020



2020 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. Spokespeople asked of half of the sample. General population, Singapore.



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SUMMARY
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ADDRESSING GREATEST FAILURES GETS EVERY INSTITUTION TO TRUST

Percent who think each institution is doing well/very well on the issue, and the potential trust gains associated with doing each well

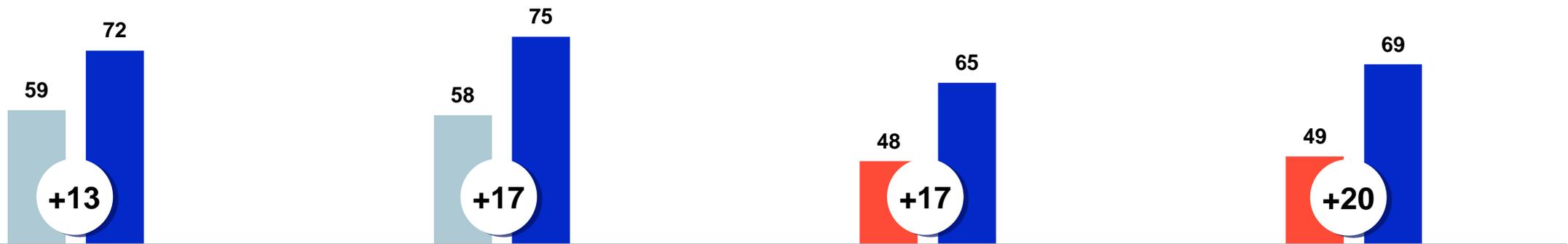


NGOs	
Transparency about funding	35
Expose corruption	35
Avoid becoming politicized	35
Partner with government	38
Partner with business	38

Business	
Partner with NGOs	33
Jobs that pay a decent wage	35
Partner with government	37
Deal fairly with suppliers	40
Contribute to communities	41

Government	
Reduce partisanship	26
Partner with NGOs	30
Community-level problems	31
Social services for the poor	34
Partner with business	34

Media	
Keep social media clean	34
Being objective	35
Information quality	38
Important vs sensationalized	38
Differentiate opinion and fact	39



2020 Edelman Trust Barometer. Regression analysis. PER_[INSTITUTION]. How well do you feel [institution] is currently doing each of the following? 5-point scale; top 2 box, doing well. Question asked of half of the sample. General population, 25-mkt avg. Data not collected in China, Russia and Thailand. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 25-mkt avg (excluding CN, RU, and TH). For a full explanation of how this data was calculated, please see the Technical Appendix.

ADDRESS GREATEST FAILURES TO IMPROVE TRUST IN SINGAPORE

Percent in Singapore who think each institution is doing well/very well on the issue, showing five greatest areas for improvement

NGOs	
Expose corruption	38
Transparency about funding	40
Avoid becoming politicized	41
Set goals, give public updates	42
Global-level problems	42

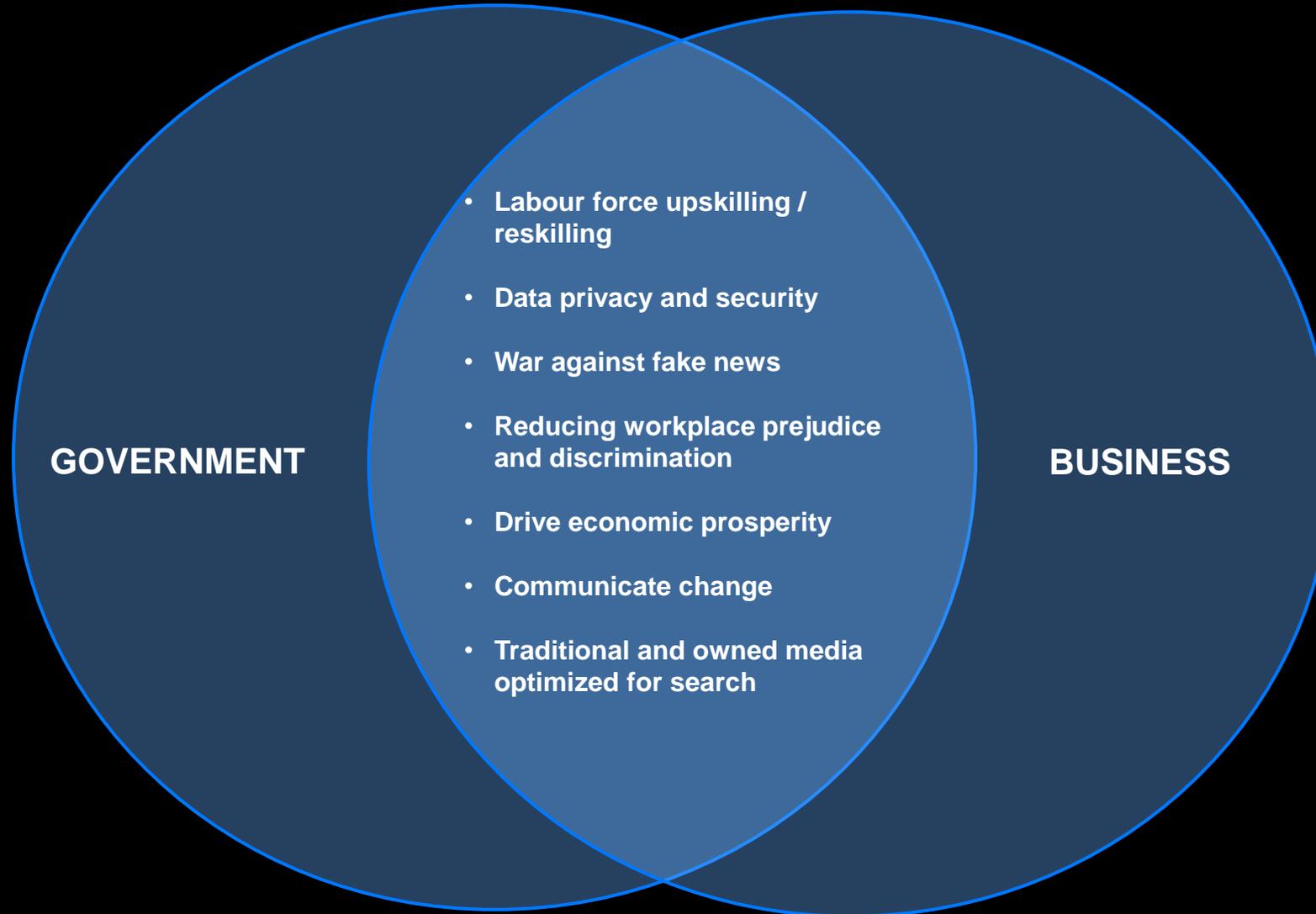
Business	
Partner with NGOs	40
Jobs that pay a decent wage	43
Contribute to communities	43
Sustainable business practices	44
Invest in employee training	48

Government	
Reduce partisanship	51
Partner with NGOs	53
Protect civil and human rights	56
Social services for the poor	56
Community-level problems	57

Media	
Exposing corruption	43
Let people be heard	43
Being objective	46
Keep social media clean	46
Differentiate opinion and fact	47



BUILDING A CONFIDENT FUTURE: BUSINESS (HAS YET) TO LEAD IN PARALLEL





THE FIGHT FOR A CONFIDENT FUTURE:

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Barometer 2020
Singapore

