

A World in Trauma

The Trust 10

01 The world has not shed its pandemic mindset

Sixty-five percent of respondents describe themselves as still in a pandemic mindset, and even those vaccinated do not feel safe resuming normal activities. Moreover, nearly seven in 10 fear another pandemic.

02 The trust gap widens

In May 2021, the trust gap grew to 18 points between the Informed Public (Trust Index of 71) and the Mass Population (Trust Index of 53), showing two different realities of today. Furthermore, business sees the greatest trust inequality of 20 points, in which 78 percent of the Informed Public trusts business vs. only 58 percent of the Mass Population who trusts business.

03 Pandemic increases mental health issues and job loss

The pandemic has resulted in twin crises, where 55 percent of respondents reported increased mental health problems and lost jobs that will never come back will be among the worst negative consequences of the pandemic.

04 Societal leaders are not trusted

Key societal leaders – including religious and government leaders, journalists and CEOs – are not trusted. Only My Employer's CEO is a trusted societal leader with 72 percent of respondents agreeing.

05 There is no end to the infodemic

Trust levels in news sources are still at record lows, with social media at the bottom (34 percent), followed by traditional media (52 percent) and search engines (53 percent). Of note, 59 percent believe media from their own employer to be trusted only after seeing it twice or less.

06 Government is missing in action

Government is not trusted in 10 of 14 countries and government leaders are seen to be less honest than a year ago, with 23 percent saying their perception of government leaders has significantly decreased among those who had rated these leaders high in the last year, as compared to doctors and healthcare professionals (8 percent), academics and scientists (10 percent) and My Employer CEO (12 percent).

07 Business outperforms government across societal challenges

Sixty percent of respondents say that their country will not be able to overcome our challenges without business' involvement, and that business is considered to be performing better than government at driving economic growth and job creation (7-point difference), responding to Covid-19 (3-point difference) and guarding information quality (3-point difference).

08 CEOs expected to hold government accountable

Sixty-two percent of respondents believe CEOs are acting appropriately when they criticize laws passed by government officials when they believe those laws to be discriminatory.

09 Employees become most important stakeholder with heightened expectations

In May 2021, employees are now the most important stakeholder, as 40 percent rank them as the most important to a company achieving long-term success. And seventy-nine percent expect their company to act on societal issues like vaccine hesitancy (84 percent), climate change (81 percent) and automation (79 percent), among others.

10 Private-public partnerships are key to addressing societal challenges

Forty-six believe that CEOs need to be making partnerships with government leaders and other organizations a higher priority, and in doing so, 64 percent believe that the pandemic will ultimately lead to valuable innovations in how we live, work and treat each other.

All data is based on general population sample unless otherwise noted.

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