

Spring Update:
A World in Trauma

Mexico Edition



Edelman Trust Barometer 2021



2021 Edelman Trust Barometer

Spring Update: A World in Trauma

Methodology



Online survey in 14 countries:

Brazil, Canada, China, France, Germany, India, Japan, Mexico, Saudi Arabia, S. Africa, S. Korea, UAE, UK, and U.S.

16,800+ respondents total

All fieldwork was conducted between April 30 and May 11, 2021

January 2021 Trust Barometer fieldwork was conducted between October 19 and November 18, 2020

14-market global data margin of error: General population +/- 0.8% (n=16,800), informed public +/- 2.6% (n=1,400), mass population +/- 0.8% (n=13,633).

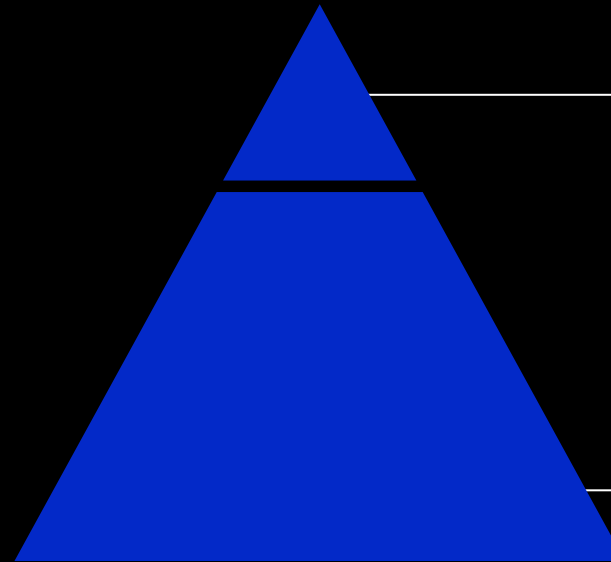
Market-specific data margin of error: General population +/- 2.8% (n=1,200), informed public +/- 9.8% (n=100), mass population +/- 3.0% to 3.7% (n=min 708, varies by market).

General Online Population

1,200
respondents
per country

Ages
18+

All slides show general
online population data
unless otherwise noted



Informed Public

100 respondents in each country

Represents **19%** of total global population

Must meet 4 criteria

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

Mass Population

All population not
including informed public

Represents **81%** of total
global population

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STATE OF TRUST: AN UNEQUAL RECOVERY

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DOUBLE-DIGIT TRUST INEQUALITY IN 13 OF 14 COUNTRIES

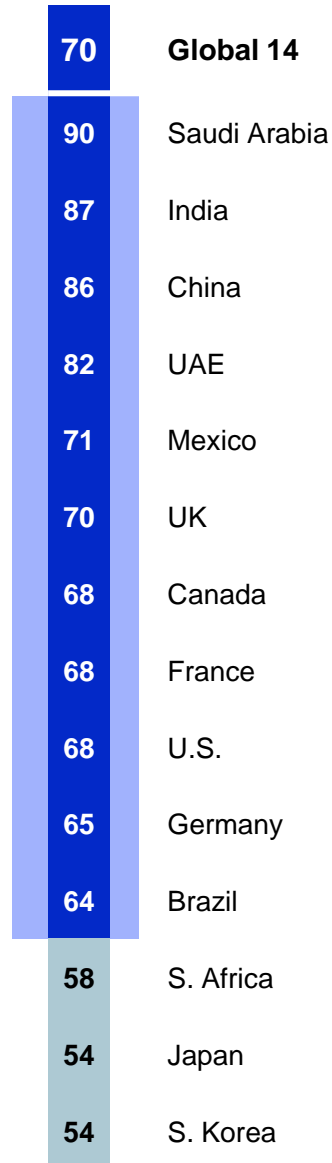
Trust Index

Informed public 17 points more trusting than the mass population

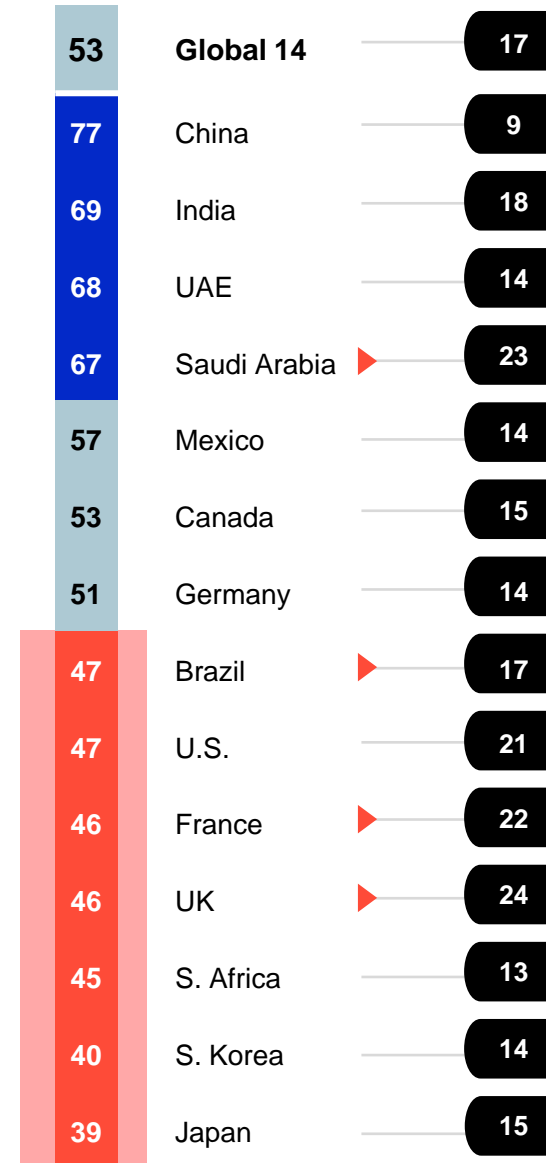
Double-digit trust inequality in 13 of 14 countries measured

2021 Edelman Trust Barometer Spring Update: A World in Trauma. 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, 14-mkt avg.

△ 2021 Spring Update
Informed public



▲ 2021 Spring Update
Mass population | Trust gap

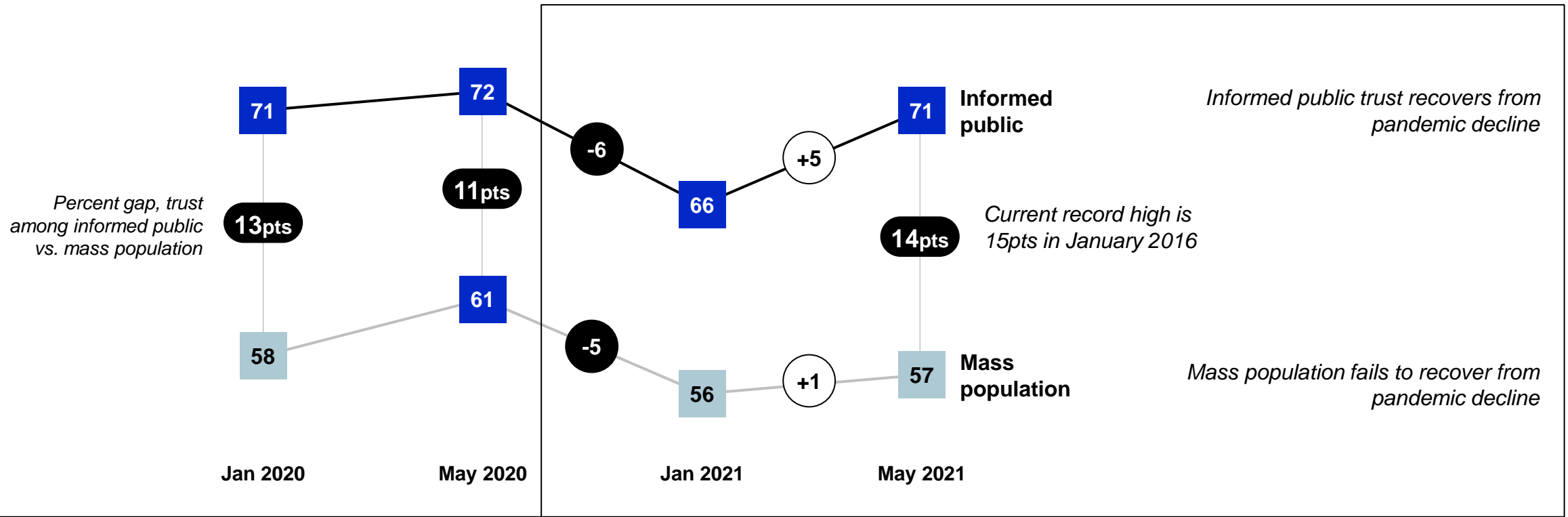


▶ 4 countries with record trust inequality

TRUST INEQUALITY DEEPENS IN MEXICO

Percent trust, in Mexico

Mexico



MY EMPLOYER MOST TRUSTED INSTITUTION

Percent trust, in Mexico



My employer



Business



NGOs



Media



Government



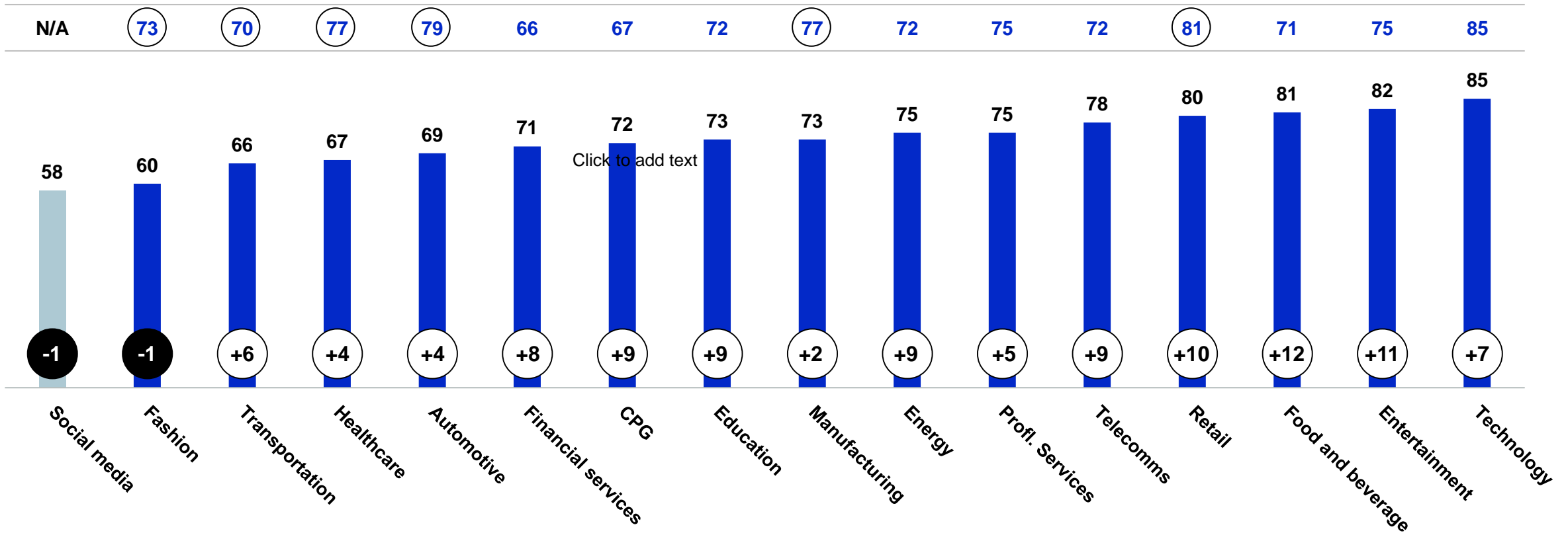
Since January 2021...

MOST INDUSTRY SECTORS AT OR ABOVE PRE-PANDEMIC TRUST LEVELS

Percent trust in each sector, in Mexico



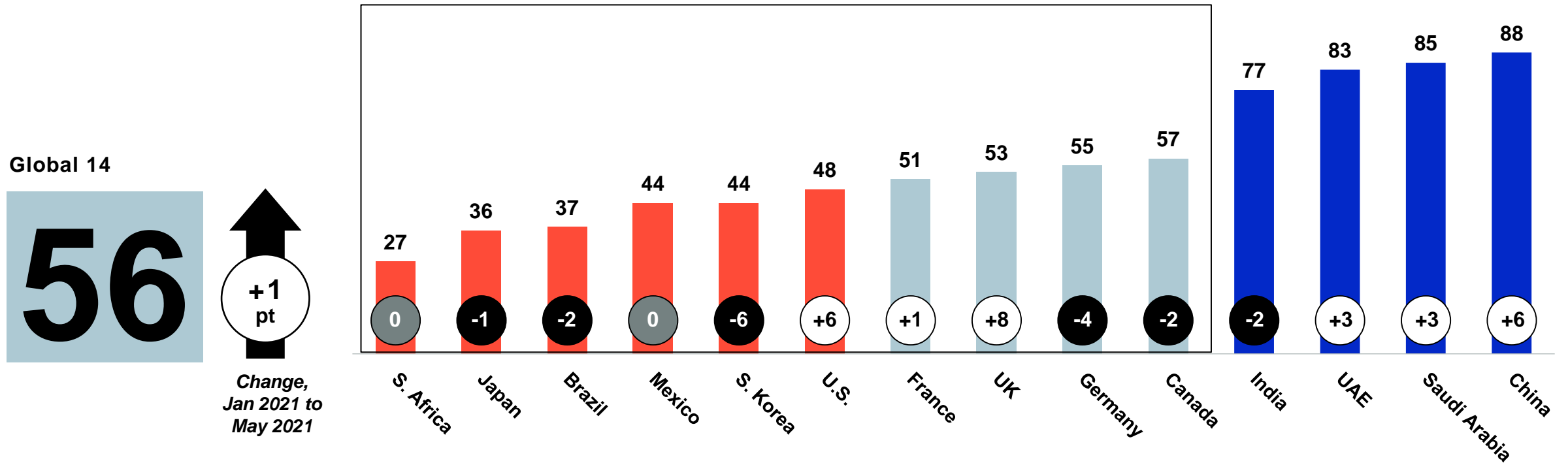
Pre-pandemic (Jan 2020)



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GOVERNMENT UNDERPERFORMS
T

GOVERNMENT NOT TRUSTED IN 10 OF 14 COUNTRIES; DISTRUSTED IN MEXICO

Percent trust



ONLY GOVERNMENT LEADERS SEEN AS LESS HONEST AND CREDIBLE THAN A YEAR AGO

Percent who say their perception of the honesty and credibility of each has stayed high, increased or decreased in the last year, in Mexico

	Was high and <i>stayed high</i>	Was low, but significantly <i>increased</i>	Was high, but significantly <i>decreased</i>
Doctors and healthcare providers	43	25	9
Academics and scientists	40	25	10
Global health authorities (WHO, CDC)	31	23	17
My employer CEO	31	23	15
CEOs and business leaders	20	22	18
National government leaders	17	14	41
State or local government leaders	14	14	41

2021 Edelman Trust Barometer Spring Update: A World in Trauma. CRISIS_CRED. Comparing your feelings now to what they were a year ago, how has your perceptions of the honesty and credibility of these leaders changed or not based on what they have said and how they have acted since the start of the pandemic. Please indicate your answer using the 4-point scale below. 4-point scale; code 1, remained high over the past year; code 3, significantly increased over the past year; code 4, significantly decreased over the past year. Question asked of half of the sample; "My employer CEO" only asked of those who are an employee (Q43/1). General population, Mexico.



GLOBAL DIVERGENCE ON WHETHER GOVERNMENT CAN BE TRUSTED TO LEAD

Percent who trust each institution to lead the world into a better future

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
Government	28	15	31	64	16	21	28	15	9	64	10	23	57	26	19
None of the above	22	14	31	6	42	35	6	40	19	9	14	27	7	34	32
Business	16	17	13	11	11	10	27	17	24	8	26	19	12	11	20
Multinational organizations (like the UN)	17	28	13	11	12	10	19	17	31	9	26	14	14	18	16
NGOs	11	17	8	3	16	18	14	6	14	8	18	11	7	8	9
Media	5	8	5	5	4	6	6	5	3	3	6	6	3	4	4

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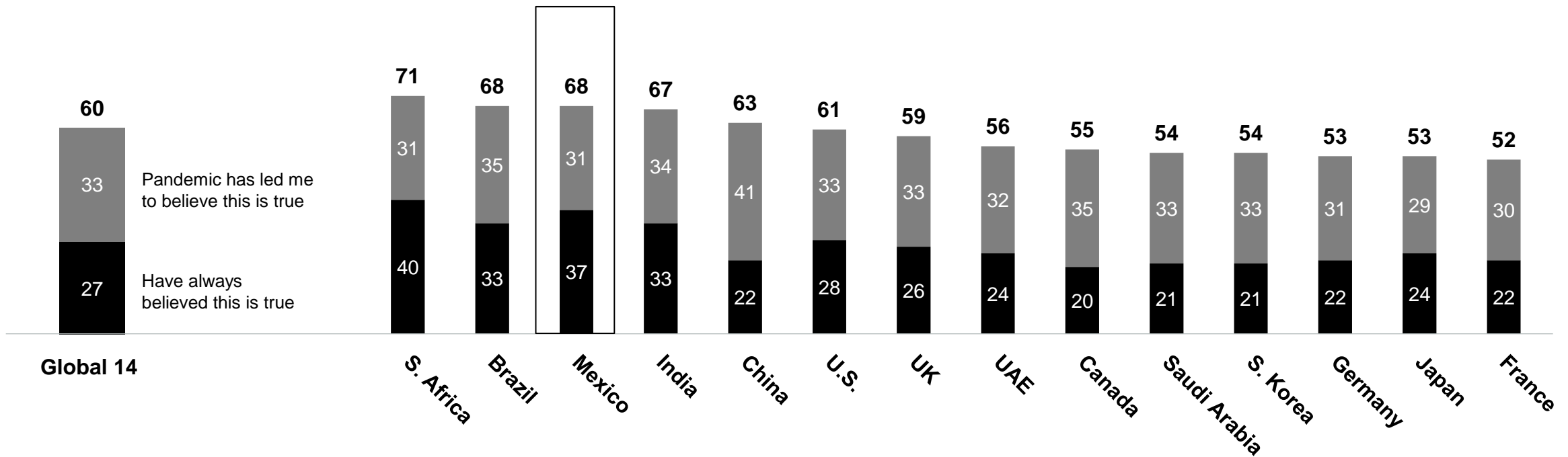
**BUSINESS:
BURDENED BY
GREAT EXPECTATIONS**

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PRESSURE MOUNTS FOR BUSINESS TO TAKE ON SOCIETAL CHALLENGES

Percent who have always believed this is true, and percent who believe it is due to the pandemic

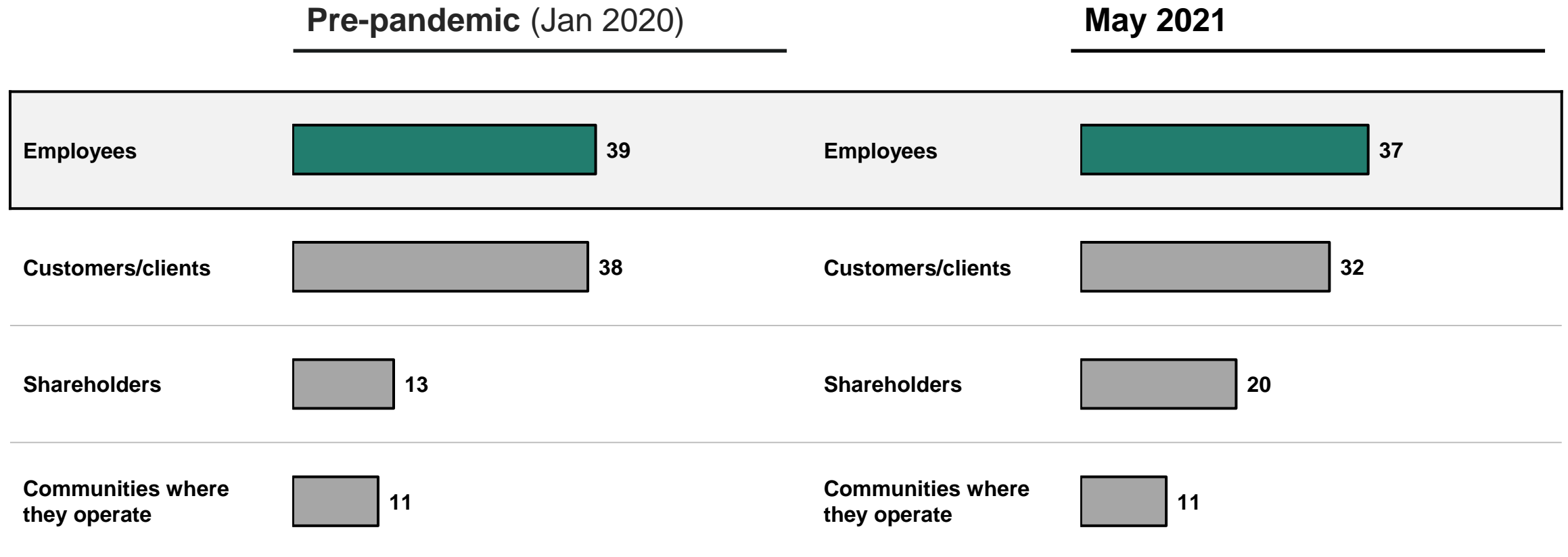
Our country will not be able to overcome our challenges **without business' involvement**



2021 Edelman Trust Barometer Spring Update: A World in Trauma. LESSONS. Living through a global pandemic can give people a new perspective on things. For each of the items listed below, please indicate if this is something you felt was true before the pandemic began, something that the pandemic has led you to believe is true, or something that the pandemic has led you to believe is no longer true. 4-point scale; code 1, always believed to be true; code 2, believe to be true because of the pandemic. General population, 14-mkt avg.

EMPLOYEES REMAIN MOST IMPORTANT STAKEHOLDER

Percent who ranked each group as most important to a company achieving long-term success, in Mexico



PUBLIC EXPECTS CEOS TO PRIORITIZE SOCIETAL ISSUES EVEN MORE

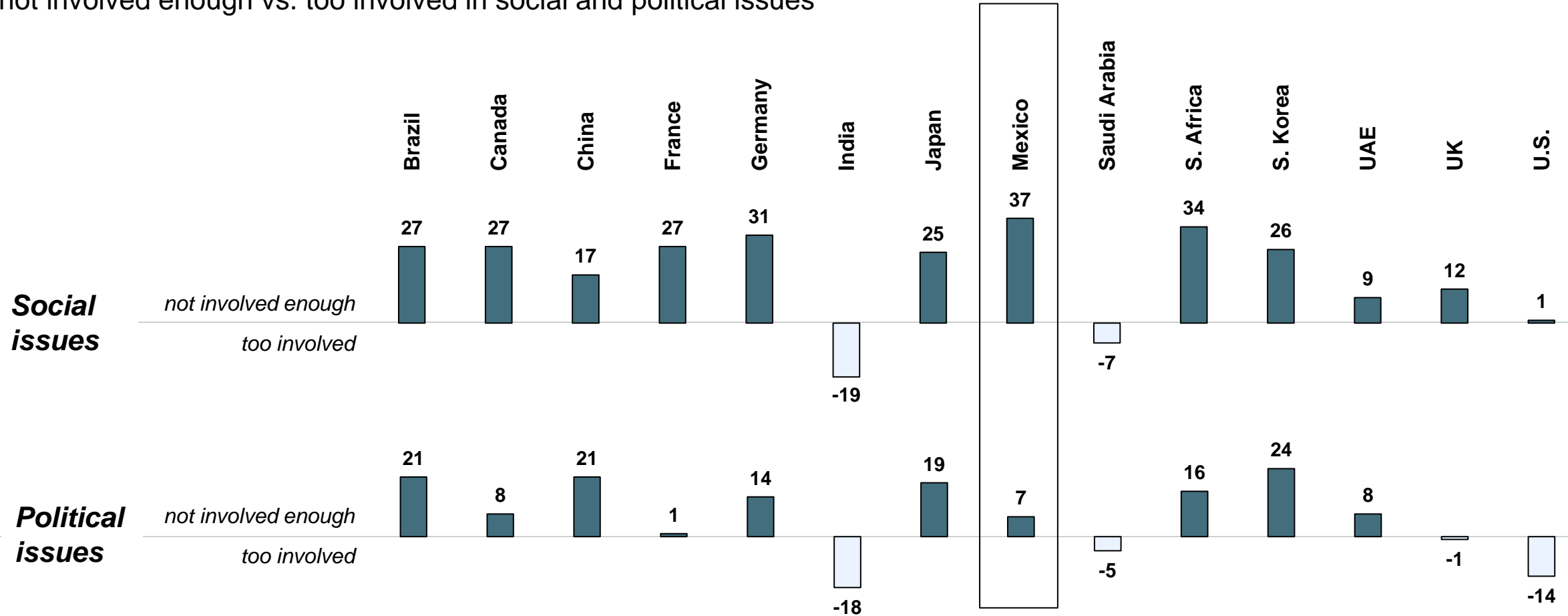
Percent who feel that CEOs need to be making a higher priority than they currently are

	Global 14	Brazil	Canada	China	France	Germany	India	Japan	Mexico	Saudi Arabia	S. Africa	S. Korea	UAE	UK	U.S.
Gender and ethnic pay equality	51	58	57	42	55	51	48	40	56	45	65	39	50	50	52
Ensure their company is trusted	42	59	47	30	33	44	36	21	48	37	58	44	42	48	42
Ensure their company is paying its fair share of taxes	40	42	51	27	49	43	33	29	40	27	50	36	30	52	47
Reduce their carbon footprint	40	47	48	30	50	46	30	33	50	28	49	39	36	43	37
Ensure their company's workforce is inclusive and diverse	30	35	35	31	25	21	28	20	28	26	43	30	30	37	34
Increase their company's profits and stock price	21	18	19	23	12	11	24	19	17	27	25	30	27	19	25

2021 Edelman Trust Barometer Spring Update: A World in Trauma. CEO_BETTER. Below is a list of potential expectations that you might have for a company CEO. Which ones do you feel that CEOs in general need to be making a higher priority than they currently are? Pick all that apply. Question asked of half of the sample. General population, 14-mkt ag. "Gender and ethnic pay equality" is a net of attributes 10 and 11.

MORE SUPPORT FOR CEOS TO PRIORITIZE SOCIAL THAN POLITICAL ISSUES

Percentage point difference between those who say CEOs are not involved enough vs. too involved in social and political issues



2021 Edelman Trust Barometer Spring Update: A World in Trauma. CEO_ENGAGES. In general, how would you characterize CEOs' current level of involvement in social issues? Question asked of half of the sample. CEO_ENGAGEP. In general, how would you characterize CEOs' current level of involvement in political issues? Question asked of half of the sample. General population, by market.

PANDEMIC UNLOCKS OPPORTUNITY FOR A BETTER FUTURE

Which do you agree more? In Mexico

Nothing good will come from this pandemic. It will ruin lives, further divide us as a society, and drain resources that could have been used to address other social problems.

19%

OR

As horrible as it is, **this pandemic will lead to valuable innovations** and changes for the better in how we live, work and treat each other

81%

Percent in Mexico who say each is a positive change they believe will result from the pandemic

Greater preparedness for future pandemics	67
Improvements to our healthcare system	64
Innovations around how we work	48
Accelerated development of technologies	40
More attention on climate change	38

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PANDEMIC LEGACY: A WORLD AWASH IN FEAR

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12 OF 14 COUNTRIES STILL IN PANDEMIC MINDSET

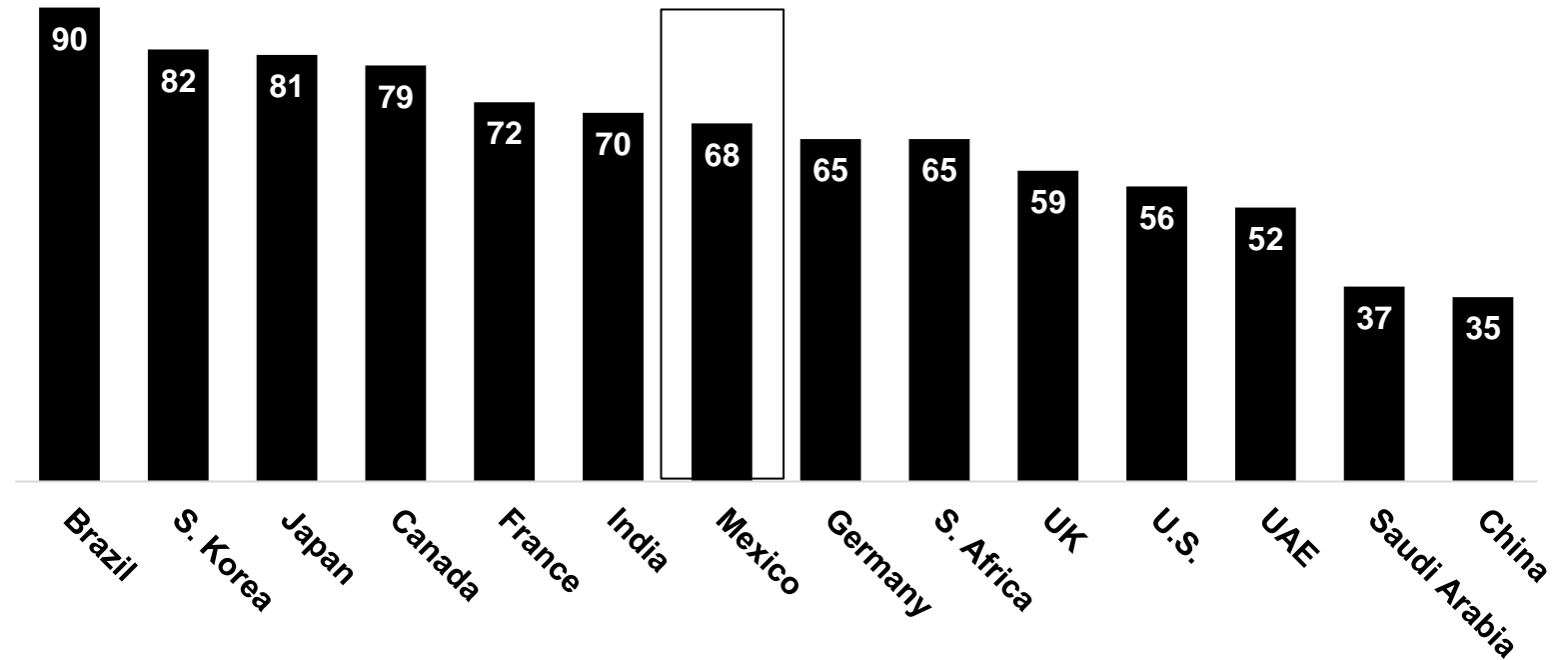
Which best describes how you are feeling?

Global 14

65% I am still in a pandemic mindset

VS 

I feel that the pandemic is largely behind us and I am taking advantage of every opportunity I can to get back to my pre-pandemic life as quickly as possible

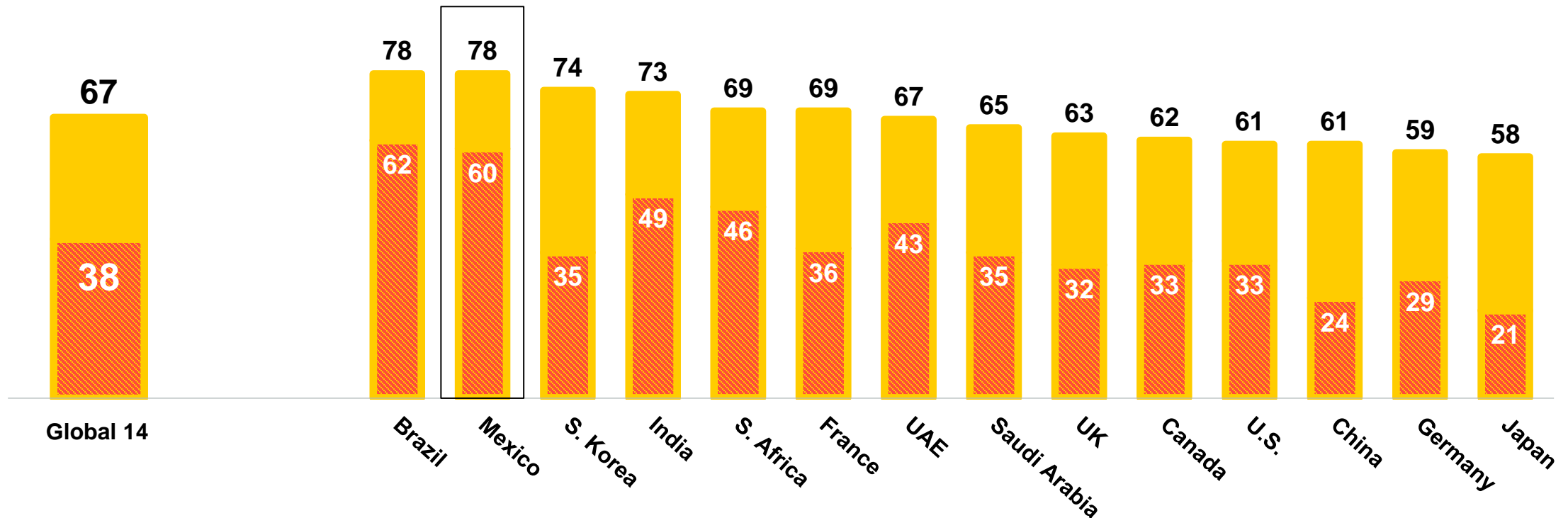


NEARLY 7 IN 10 FEAR ANOTHER PANDEMIC

Percent who are concerned

I am concerned about **another global pandemic worse than COVID-19**

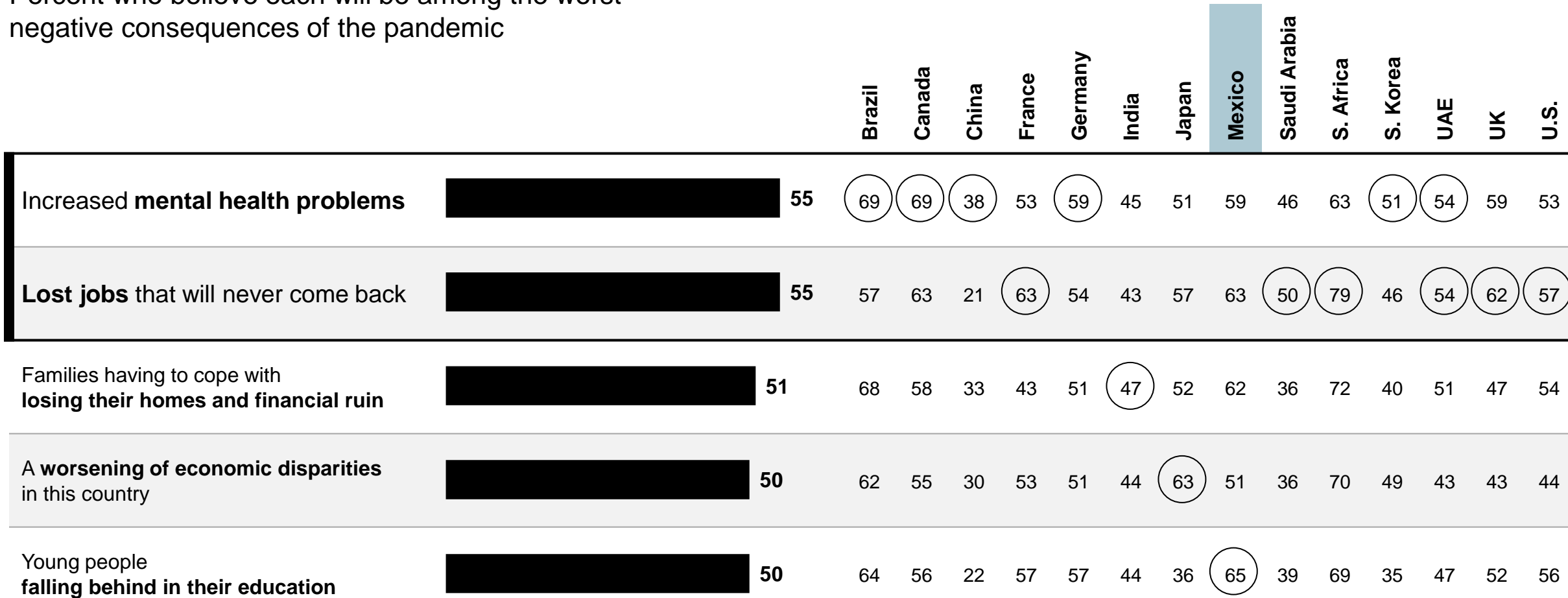
■ Percent who are concerned
■ Percent who are fearful



PANDEMIC FALLOUT: TWIN CRISES OF MENTAL HEALTH AND JOB LOSS

Percent who believe each will be among the worst negative consequences of the pandemic

○ Highest concerns within countries



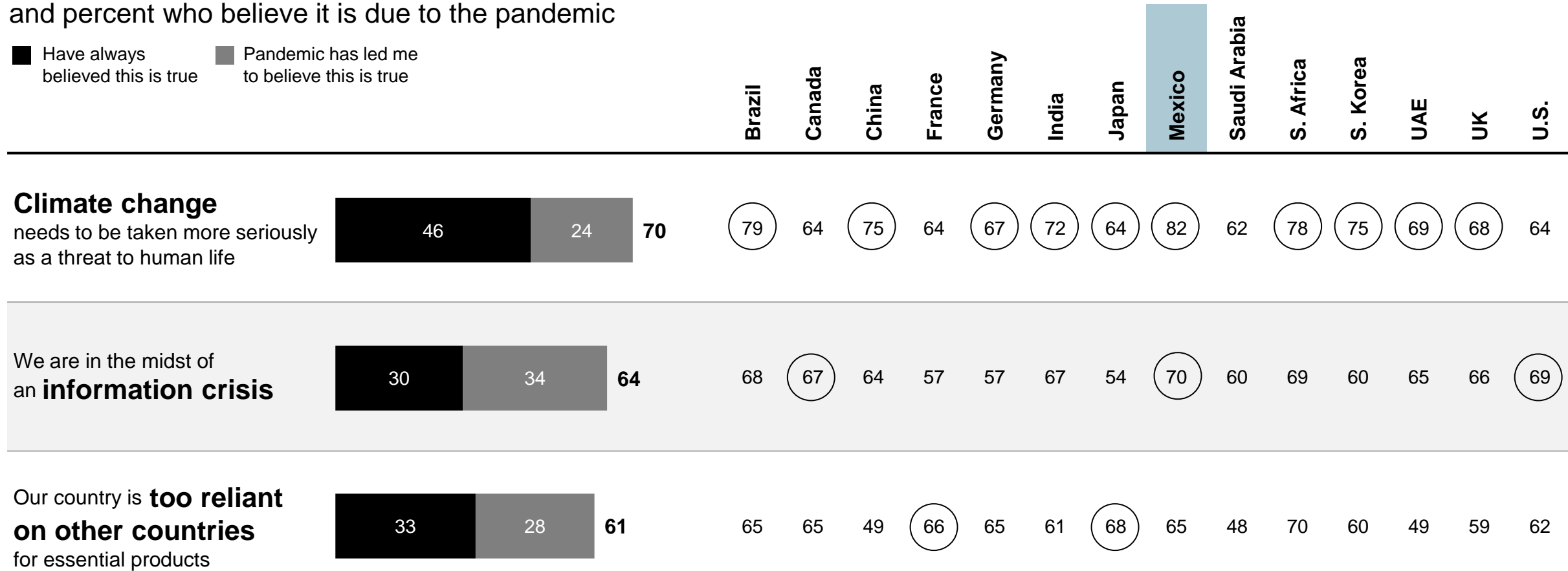
2021 Edelman Trust Barometer Spring Update: A World in Trauma. WORSE. The pandemic is likely to have some lasting negative impacts on the lives of individuals and on our society as a whole. Which of the following do you believe will be among the worst long-term, negative consequences of the pandemic in addition to all of the lives lost? Pick all that apply. Question asked of half of the sample. General population, 14-mkt avg. "All of the above" added to each response.

PANDEMIC FALLOUT: MORE PEOPLE NOW ALARMED BY CLIMATE, INFORMATION AND SUPPLY CHAIN THREATS

Percent who have always believed each is true, and percent who believe it is due to the pandemic

Have always believed this is true
 Pandemic has led me to believe this is true

○ Highest concerns within countries



2021 Edelman Trust Barometer Spring Update: A World in Trauma. LESSONS. Living through a global pandemic can give people a new perspective on things. For each of the items listed below, please indicate if this is something you felt was true before the pandemic began, something that the pandemic has led you to believe is true, or something that the pandemic has led you to believe is no longer true. 4-point scale; code 1, always believed to be true; code 2, believe to be true because of the pandemic. General population, 14-mkt avg. Data on the right is a sum of codes 1 and 2.

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NO END TO THE INFODEMIC

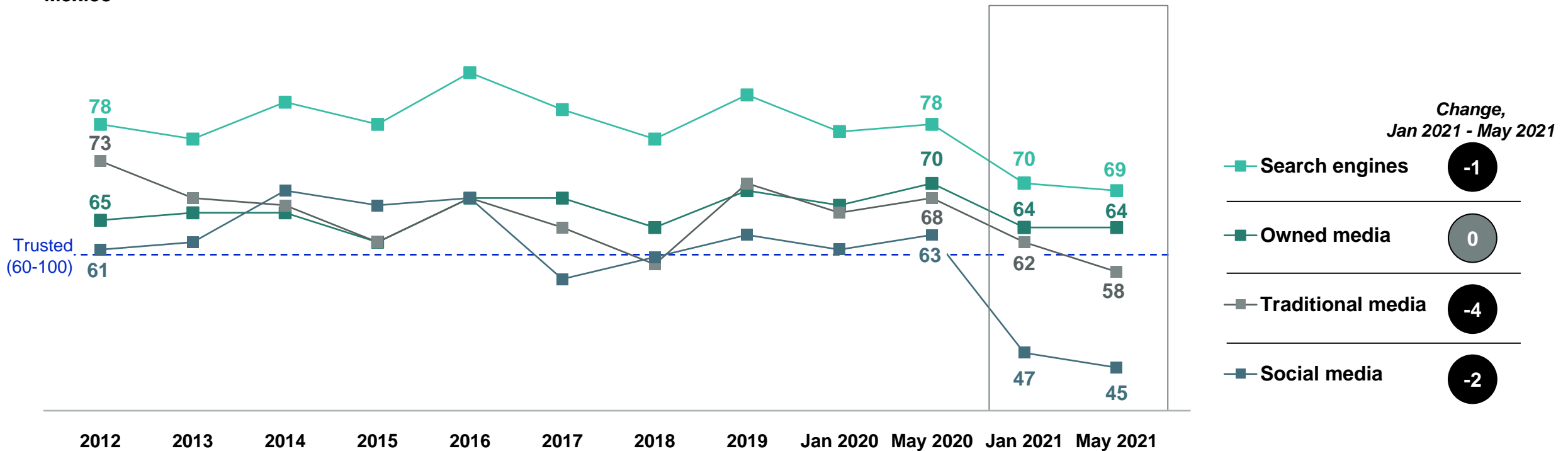
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TRUST IN NEWS SOURCES AT RECORD LOWS

Percent trust in each source for general news and information, in Mexico

● 0 ● + Change, Jan 2021 to May 2021

Mexico

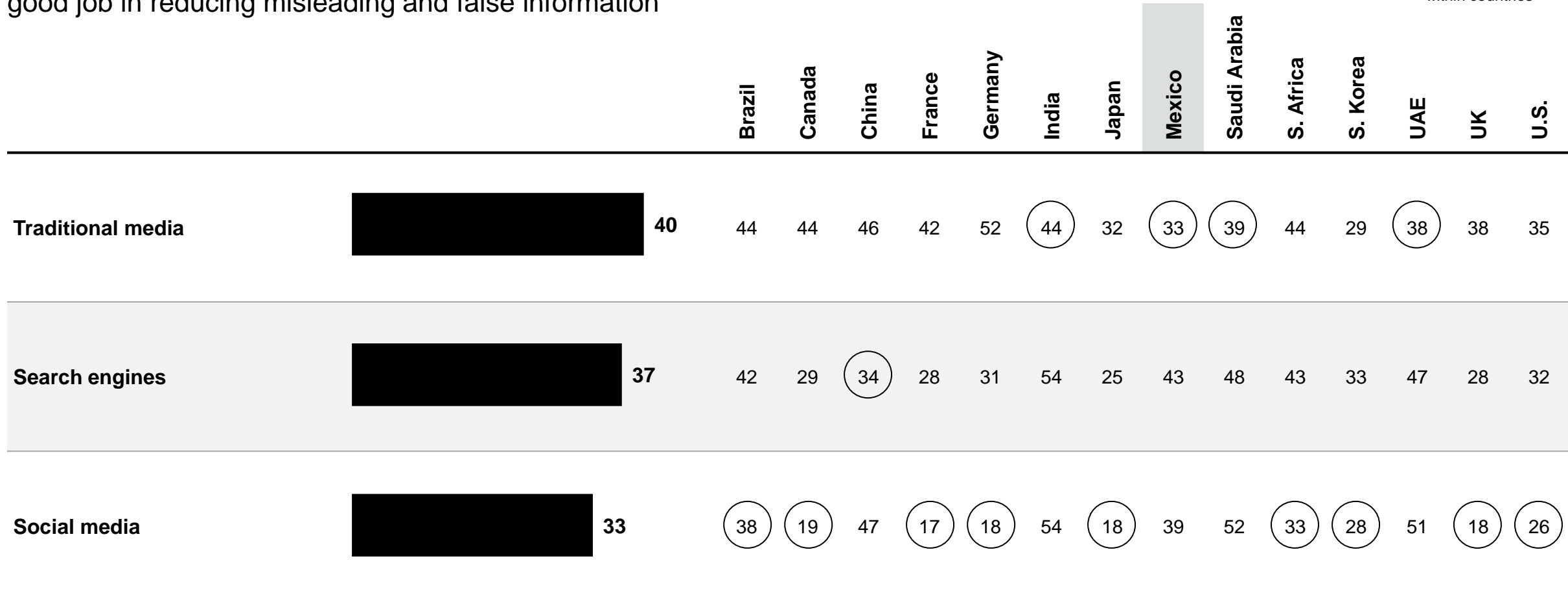


2021 Edelman Trust Barometer Spring Update: A World in Trauma. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Mexico.
 *From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

MEDIA FAILS TO IMPROVE INFORMATION QUALITY

Percent who believe each media source to be doing a good job in reducing misleading and false information

○ Lowest performance within countries

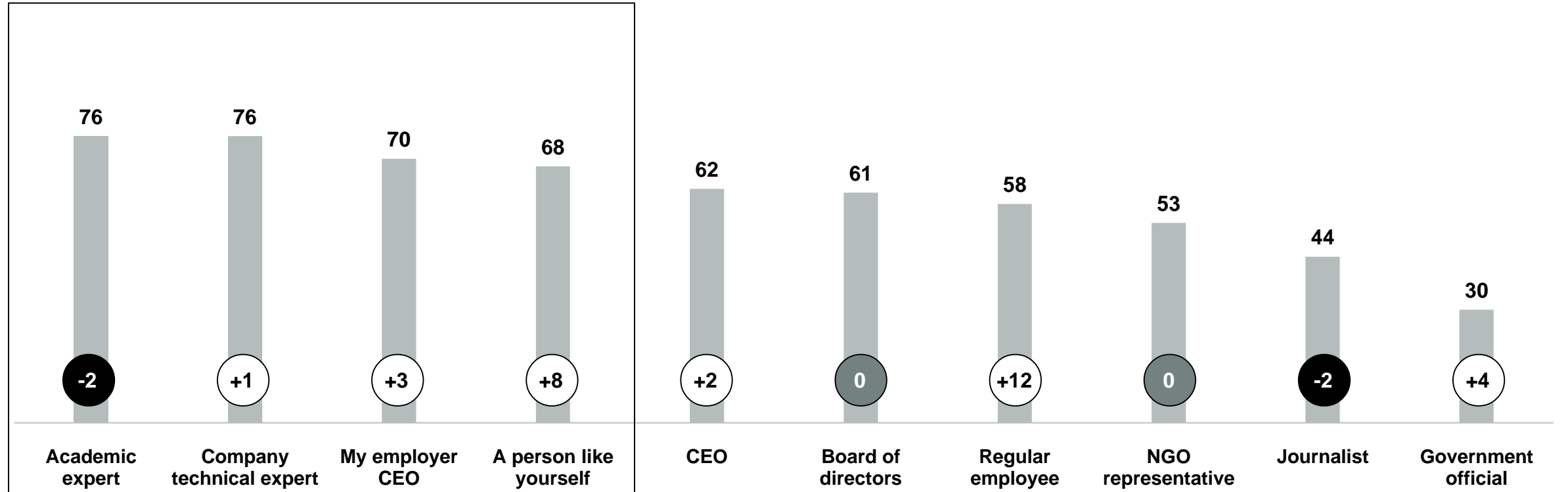


2021 Edelman Trust Barometer Spring Update: A World in Trauma. CLEANUP. Which of the following media sources do you believe is doing a good job when it comes to cutting down on the amount of misleading and false information that people who get their news and information from them might be exposed to? Pick all that apply. Question asked of half of the sample. General population, 14-mkt avg.

EXPERTS, EMPLOYER CEOS, PEERS MOST CREDIBLE SPOKESPEOPLE

Percent who rate each as very/extremely credible as a source of information **about a company**, in Mexico

● 0 ● Change, Jan 2021 to May 2021



2021 Edelman Trust Barometer Spring Update: A World in Trauma. 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. General population, Mexico. "My employer CEO" only asked of those who are an employee (Q43/1).

TOWARD A POST-PANDEMIC WORLD

1

Beware the pedestal

Business has proven itself invaluable in the pandemic but can't solve all societal problems on its own.

2

Lean into comparative advantage

Business must make choices and lead where they have expertise—jobs, training, fair wages and innovation—and continue to take action on inclusion and sustainability.

3

Employees are now job one

Business must prioritize employees, now their most important stakeholder.

4

Government must lead on foundational challenges

Government involvement is essential on broad societal issues such as vaccination, return to workplace, privacy, income inequality and climate change.