Trust in
Argentina

Edelman Trust
Barometer **2020**

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).

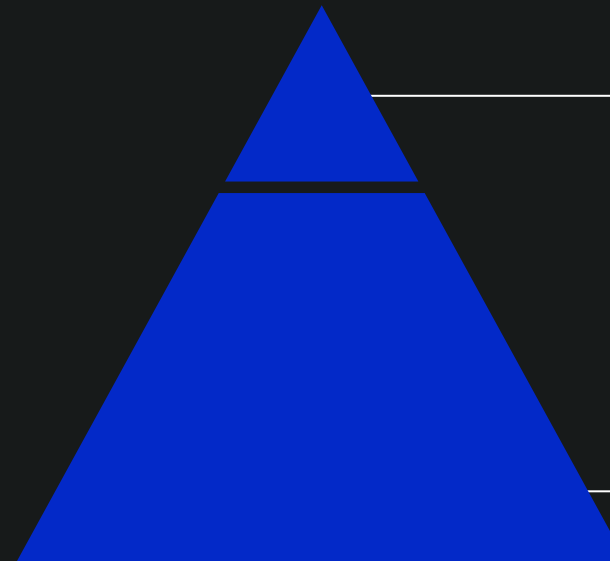Gen Z MOE: 28-market = +/- 1.5% (N=4,310)
Market-specific = +/- 5.3 to 10.5% (N=min 88, varies by market).

General Online Population

1,150 respondents per market

Ages 18+

All slides show general online population data unless otherwise noted

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

2020 Gen Z oversample

250 respondents age **18-24** per market

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
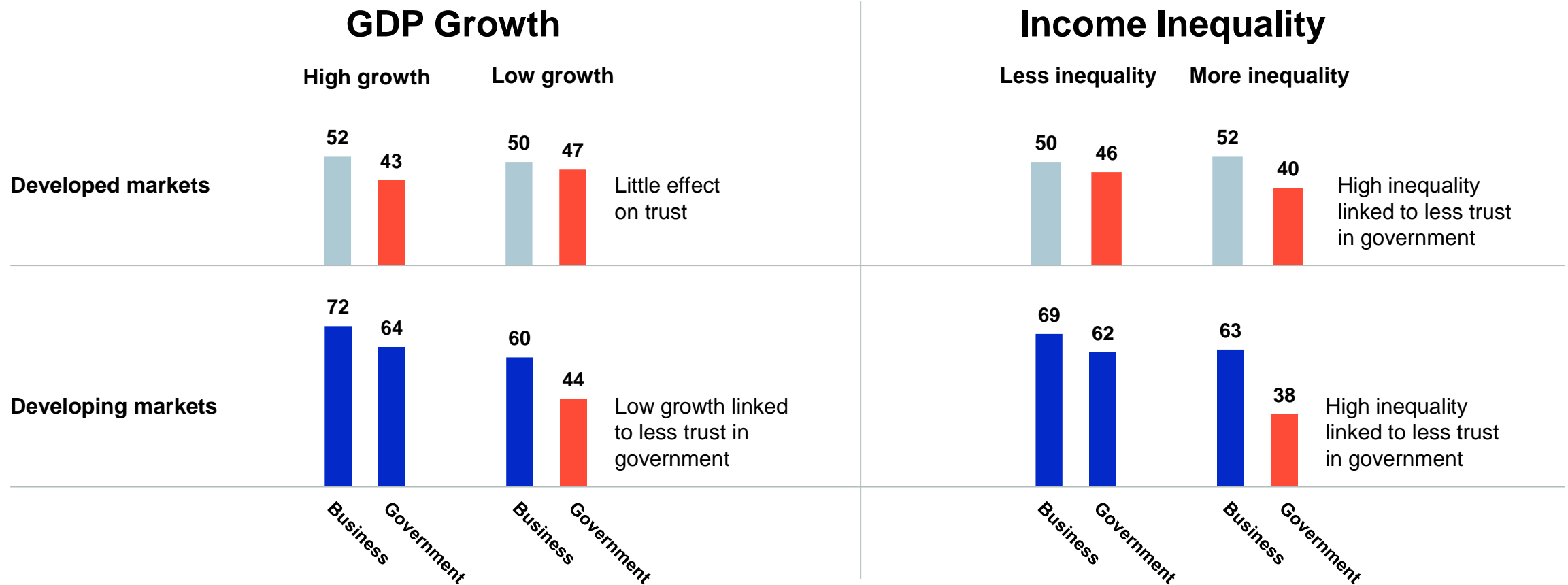
- Trust and stock price analysis for 80 companies

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

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 Plummets	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

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GROWING SENSE OF INEQUITY

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

▲ **2019 General population**

Index	Market
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**

Index	Market
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

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

− 0 +

Change, 2019 to 2020
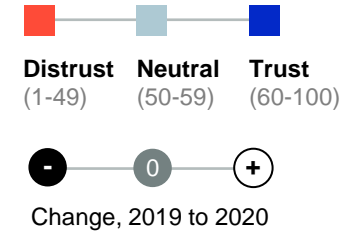
Declines in

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

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TRUST INEQUALITY SETS NEW RECORDS

Trust Index

Mass population 14 points less trusting
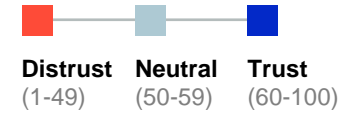
23 markets with double-digit trust gaps

2020 Informed public

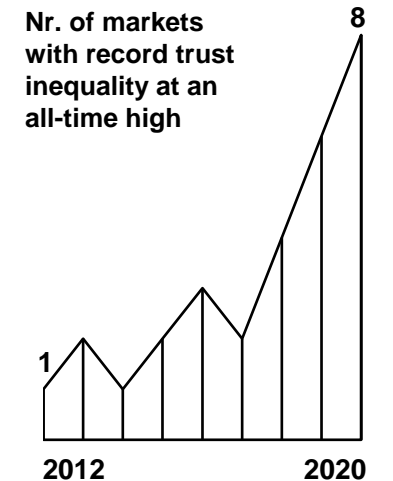| Score	Market
65	Global 28
90	China
87	India
82	Indonesia
80	Saudi Arabia
78	Thailand
75	UAE
71	Mexico
71	Singapore
68	Australia
68	Malaysia
67	Canada
67	The Netherlands
64	Germany
64	Italy
63	France
62	Colombia
60	Argentina
60	Brazil
60	Ireland
59	Spain
58	Kenya
57	U.K.
54	Hong Kong
53	Japan
53	U.S.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

2020 Mass population | Trust gap

Score	Market	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
39	U.K.	18
27	Russia ▶	14

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

Record trust inequality

Nr. of markets with record trust inequality at an all-time high

1 (2012) ... 8 (2020)

8

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TWO DIFFERENT TRUST REALITIES

Percent trust in Argentina
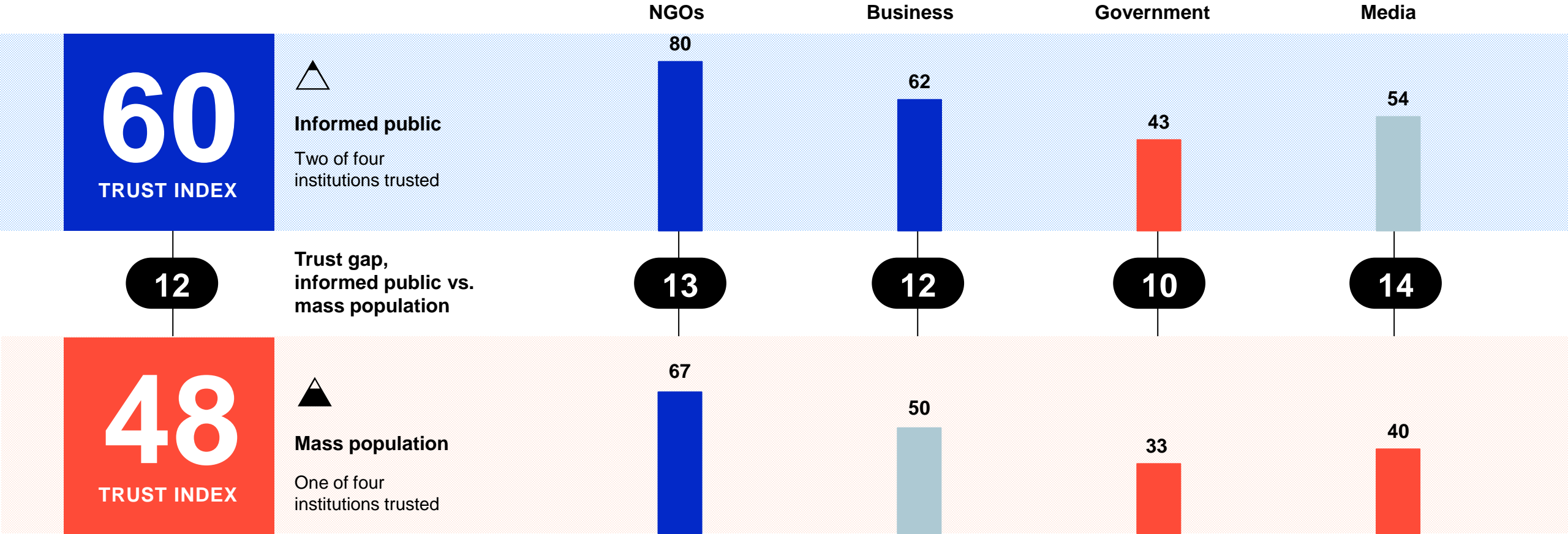
	NGOs	Business	Government	Media
60 TRUST INDEX ▲ **Informed public** Two of four institutions trusted	80	62	43	54
Trust gap, informed public vs. mass population	13	12	10	14
48 TRUST INDEX ▲ **Mass population** One of four institutions trusted	67	50	33	40

Trust gap index: 12

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PESSIMISTIC ABOUT ECONOMIC PROSPECTS

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

Majority pessimistic in 15 of 28 markets

Market	Value	Change
Global 26	47	-5
Japan	15	-3
France	19	-4
Germany	23	-4
U.K.	27	-2
Italy	29	-7
Hong Kong	31	-9
The Netherlands	31	0
Australia	32	-2
Russia	34	-6
Canada	35	-2
S. Korea	36	-4
Ireland	37	-10
Spain	37	-9
Singapore	42	-8
U.S.	43	-7
S. Africa	57	+1
Argentina	58	-2
Thailand	59	n/a
Malaysia	60	-10
Mexico	66	-9
Saudi Arabia	68	-4
China	69	-6
Brazil	70	-4
UAE	75	+3
Colombia	77	-8
India	77	-5
Indonesia	80	-3
Kenya	90	n/a

FEAR BEING LEFT BEHIND

Percent who are worried

Majority share concern in 21 of 28 markets

I worry about people like me **losing the respect and dignity** I once enjoyed in this country

	Global 28	India	Mexico	Italy	Hong Kong	Colombia	Spain	Thailand	S. Africa	Brazil	France	Kenya	Malaysia	Argentina	China	Singapore	UAE	U.S.	Australia	Germany	Russia	S. Korea	Indonesia	The Netherlands	U.K.	Canada	Ireland	Japan	Saudi Arabia
Value	57	73	68	67	66	64	64	64	63	62	62	62	62	59	59	57	55	55	53	52	52	51	50	50	49	48	44	42	41

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CAPITALISM UNDER FIRE

Percent in Argentina who agree

- —— 0 —— **+** Change, 2019 to 2020

How true is this for you?

Desire for change	**77**
Sense of injustice	**74**
Lack of confidence	**69**
Lack of hope	**32**

The system is…

Working for me	Not sure	Failing me
14	27	59
-5	+3	+2

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

⊥

51%

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UNPREPARED FOR THE FUTURE

WORRY ABOUT THE FUTURE OF WORK

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

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

⊥

87%

Issue	Percent
Looming recession	65
Freelance/gig economy	61
Lack of training/skills	57
Cheaper foreign competitors	55
Immigrants who work for less	54
Automation	51
Jobs moved to other countries	46
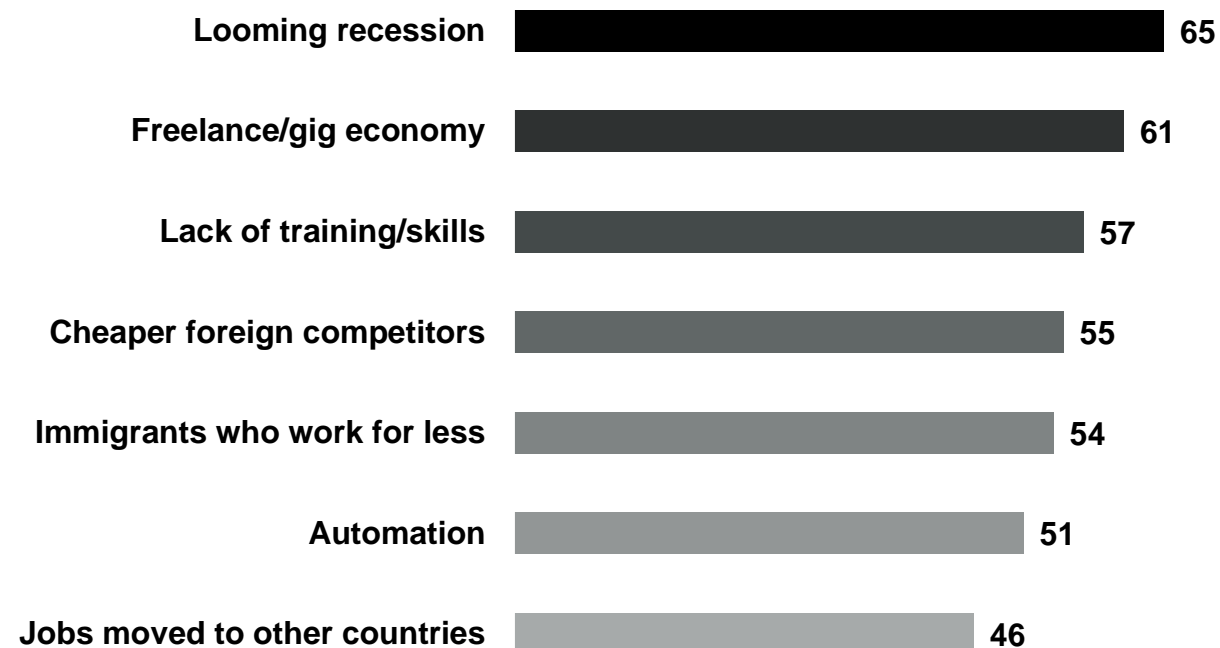
WORRY TECHNOLOGY IS OUT OF CONTROL

Percent in Argentina 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
⊥	⊥	⊥
60%	**65**%	**57**%

Trust in technology 2019-2020

Global 26	-4

Largest declines in:

France	-10
Canada, Italy, Russia, Singapore	-8
U.S.	-7
Australia	-6

WORRY ABOUT QUALITY INFORMATION

Percent in Argentina who agree

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

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

⊥

⊥

62%

77%

-2 pts

Change, 2018 to 2020

2020 Edelman Trust Barometer. 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. Question asked of half of the sample. General population, Argentina.

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SOCIETAL LEADERS NOT TRUSTED TO ADDRESS CHALLENGES

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

69%

Percent trust in Argentina

Distrust | Neutral | Trust

Scientists	People in my local community	Citizens of my country	CEOs	Journalists	Religious leaders	Government leaders	The very wealthy
84	60	55	40	37	28	26	23

2020 Edelman Trust Barometer. 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. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. General population, Argentina

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TAKING THE FUTURE INTO THEIR OWN HANDS

Climate Change
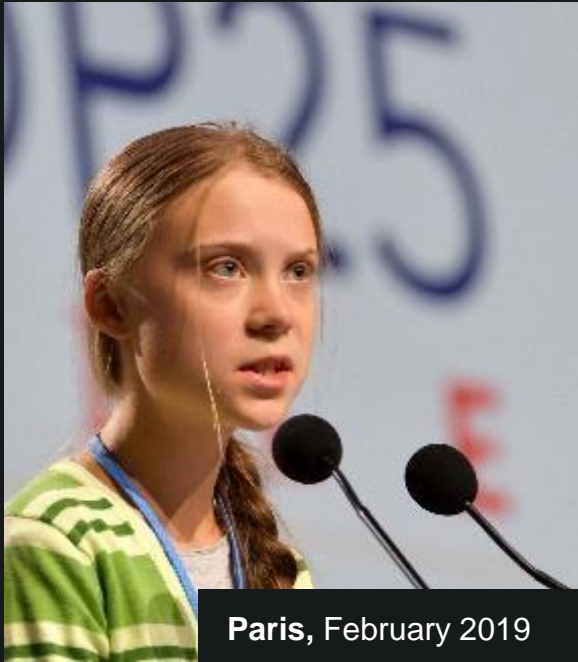
Paris, February 2019

Students protest to draw attention to climate change

Automation
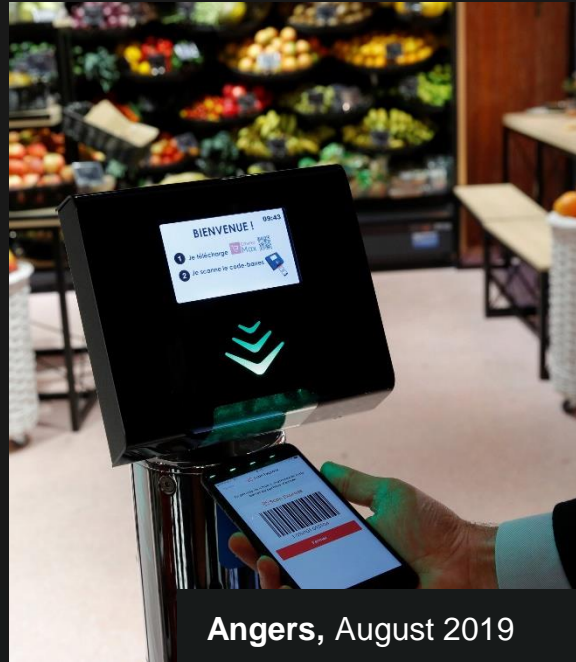
Angers, August 2019

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

TRUST IS BUILT ON COMPETENCE AND ETHICS

20

NGOS SEEN AS BOTH COMPETENT AND ETHICAL

(Competence score, net ethical score)

■ Argentina   □ Global
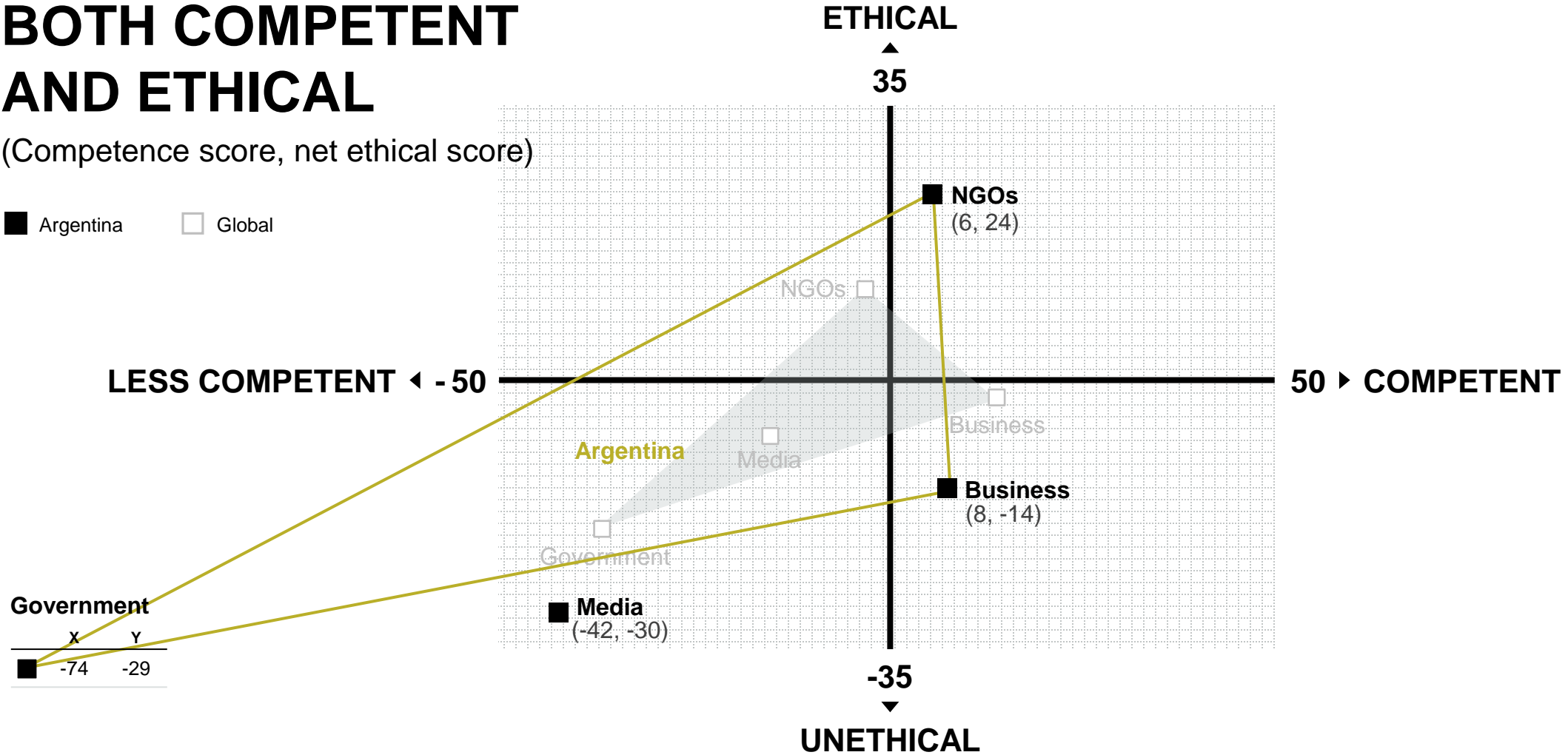
ETHICAL

35

NGOs
(6, 24)

NGOs □

LESS COMPETENT ◄ - 50   **50 ▶ COMPETENT**

Business □

Argentina

Media □

Business
(8, -14)

Government

Media
(-42, -30)

Government

	X	Y
■	-74	-29

-35

UNETHICAL

NGOS AND BUSINESS SEEN AS COMPETENT

(Competence score,* net ethical score)

*This institution is
good at what it does

ETHICAL

35

■ **NGOs**
(**6**, 24)

LESS COMPETENT ◄ **- 50** ———————————— **50** ▶ COMPETENT

■ **Business**
(**8**, -14)

Government

	X	Y
■	**-74**	-29

■ **Media**
(**-42**, -30)

-35

UNETHICAL

■ NGOs doing best at:	
Protect the environment	66
Protect civil and human rights	61
Community-level problems	58

■ Business doing best at:	
Generate value for owners	59
Meet customer expectations	52
Engine of innovation	51

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ONLY NGOS
SEEN AS ETHICAL

(Competence score, net ethical score*)

*This institution…
- Is **purpose driven**
- Is **honest**
- Has **vision**
- Is **fair**

ETHICAL

35

■**NGOs**
(6, **24**)

■ **NGOs doing best at:**	
Protect the environment	66
Protect civil and human rights	61
Community-level problems	58

LESS COMPETENT ◄ **- 50** ————————————————— **50** ▶ **COMPETENT**

■ **Business**
(8, **-14**)

Government

	X	Y
■	-74	**-29**

■ **Media**
(-42, **-30**)

-35

UNETHICAL

ONLY NGOs SEEN AS FAIR

Percent in Argentina who cite each as a reason they trust or distrust each institution

This institution…
- Is purpose-driven
- Is honest
- Has vision
- **Is fair**

◼—◻

Serves the **interests of only the few**   Serves the **interests of everyone equally and fairly**

	Media	Business	Government	NGOs
Net	**-49**	**-47**	**-43**	**10**
Serves the few	69	66	65	38
Serves everyone	20	19	22	48

ETHICAL DRIVERS 3X MORE IMPORTANT TO COMPANY TRUST THAN COMPETENCE

Percent of predictable variance in trust explained by each dimension

Competence

24%

Ethics

76%

Pie chart dimensions: Integrity 49, Ability 24, Dependability 15, Purpose 12
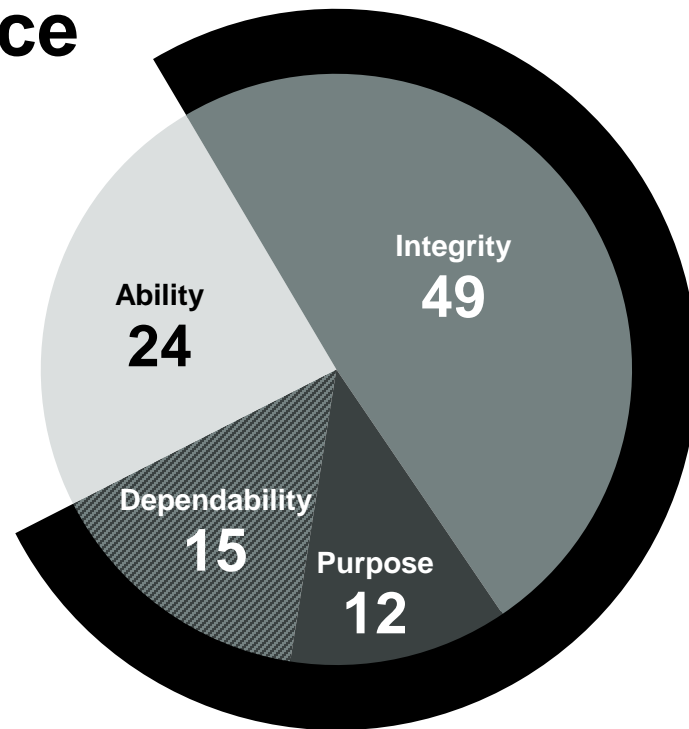
Washington, August 2019

The Business Roundtable redefines the purpose of a corporation

Biarritz, August 2019

Business for Inclusive Growth (B4IG) coalition forms to address inequality and diversity

New York, September 2019

Coalition of business, civil society and UN leaders pledge to set climate targets to 1.5°C

New York, January 2020

BlackRock shifts investment strategy to focus on sustainability

SERVE THE INTERESTS OF ALL STAKEHOLDERS

Percent in Argentina who ranked each group as most important

Communities
14

Employees
34

Shareholders
15

Customers
37
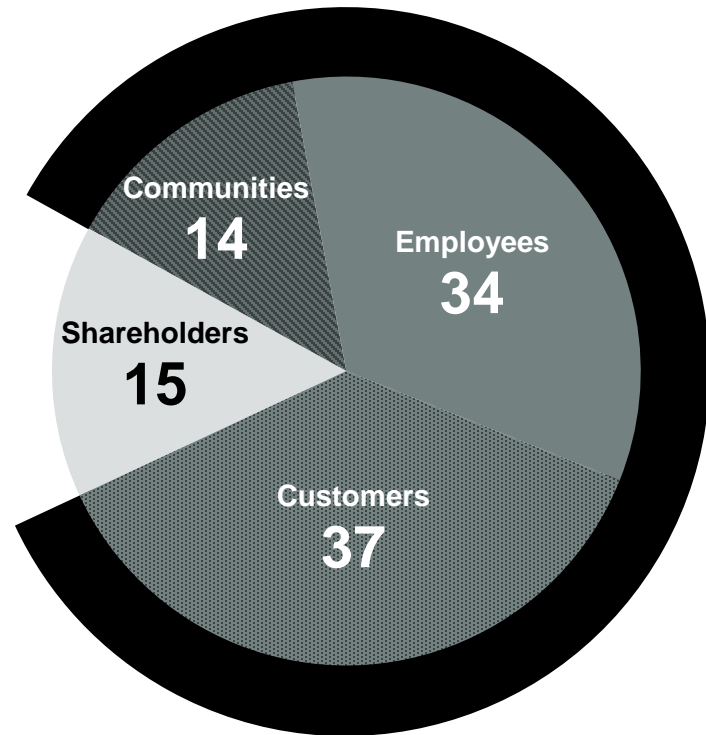
85%

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

Percent in Argentina who agree

74%

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

CEOS MUST LEAD

Percent in Argentina who agree

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

95%
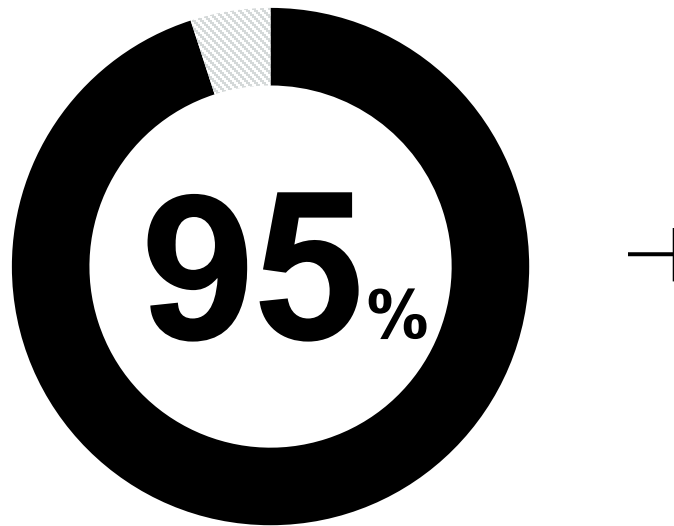
Training for jobs of the future	86
Ethical use of tech	83
Automation's impact on jobs	82
Income inequality	80
Diversity	73
Climate change	72
Immigration	59

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

52%

+13 pts

Change, 2018 to 2020
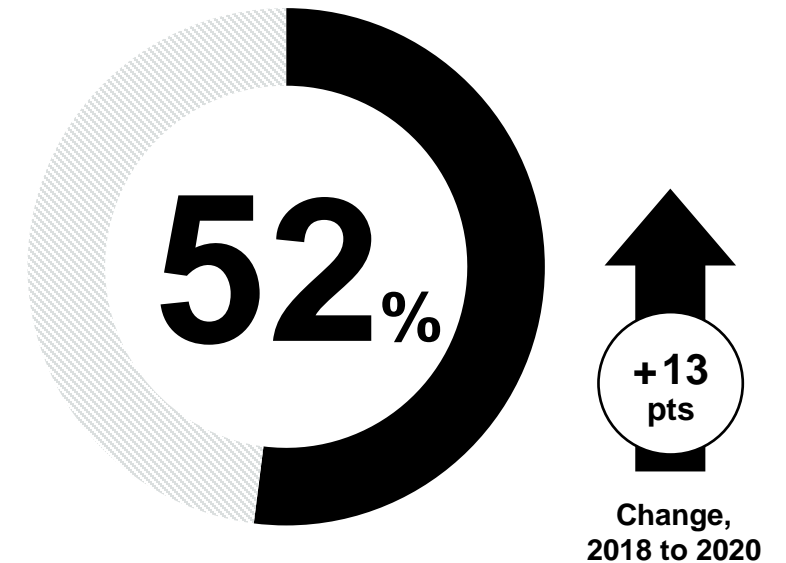
TRUST IS LOCAL: EMPLOYEES EXPECT TO BE HEARD

Percent trust in Argentina

Distrust Neutral Trust

Change, 2019 to 2020

	My employer	NGOs	Business	Media	Government
Value	73	69	52	42	34
Change	+4	+4	+3	+4	+3
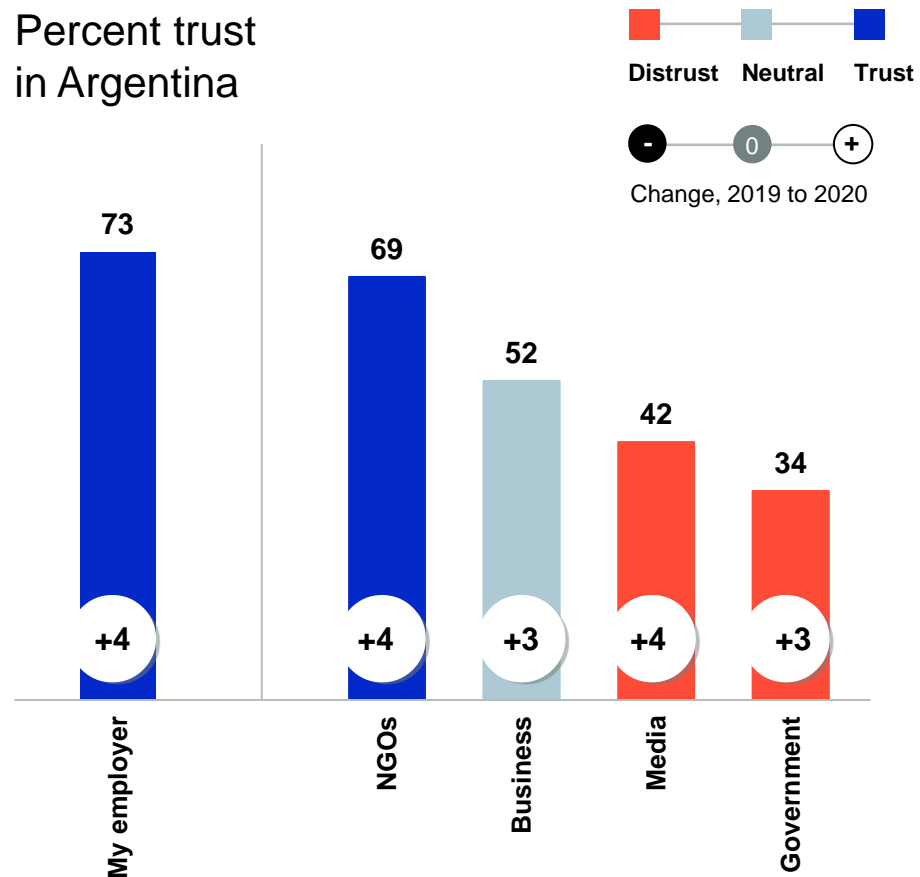
Percent of employees in Argentina who expect each from a prospective employer

77%

Opportunity to **shape the future** of society

74%

Employees **included in planning**

CONSUMERS EXPECT BRANDS TO ACT

Percent of customers who are belief-driven buyers

- —— 0 —— (+)   Change, 2017 to 2018

Brand Democracy

I believe brands can be a powerful force for change.

I expect them to represent me and solve societal problems.

My wallet is my vote.

51 (+13) **64** **64**

2017   **2018**   **2019***
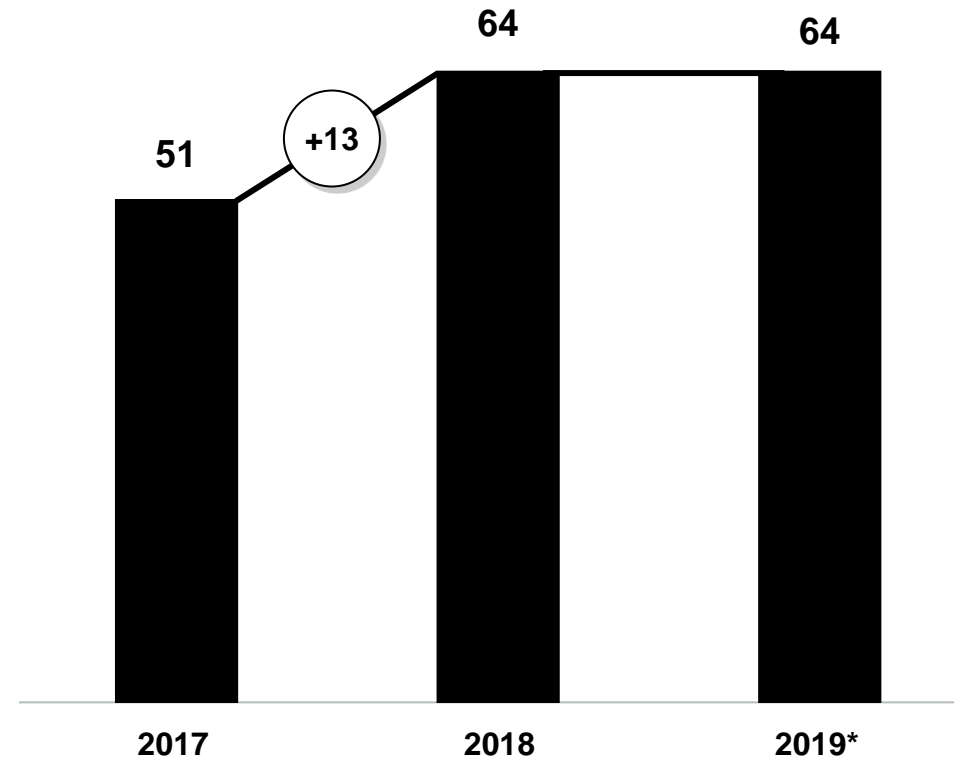
Belief-driven buyers:

- choose
- switch
- avoid
- boycott

a brand based on its stand on societal issues

OVERCOME SKEPTICISM THROUGH ACTION

Percent in Argentina who agree

☐ Business **has a duty** to do this   ■ I trust business **will do this**

Retrain employees
affected by automation
or innovation

27   79

**Pay everyone a decent
wage**, even if that means
I must pay more

31   88

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)

Protect workers in the **gig economy**

In Argentina

Government	**41**
Business	**31**
NGO	**22**
Media	**7**

Media 9
NGO 18
Government 40
Business 32

Workforce retraining necessary as a result of automation

Media 8
NGO 17
Business 42
Government 32

In Argentina

Business	**45**
Government	**29**
NGO	**19**
Media	**7**

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

Distrust   Neutral   Trust

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

59 | 72 | **+13**

58 | 75 | **+17**

48 | 65 | **+17**

49 | 69 | **+20**

ADDRESS GREATEST FAILURES
TO IMPROVE TRUST IN ARGENTINA

Percent in Argentina who think each institution is doing well/very well on the issue

NGOs	
Expose corruption	35
Partner with government	**36**
Avoid becoming politicized	38
Transparency about funding	40
Partner with business	**44**

Business	
Partner with NGOs	**24**
Partner with government	**25**
Jobs that pay a decent wage	26
Drive economic prosperity	36
Contribute to communities	36

Government	
Reduce partisanship	20
Partner with NGOs	**25**
Partner with business	**25**
Community-level problems	31
Education	32

Media	
Being objective	23
Keep social media clean	28
Important vs sensationalized	29
Information quality	29
Differentiate opinion and fact	33

2020 Edelman Trust Barometer. 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, Argentina. Data not collected in China, Russia and Thailand.

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TRUST RESTORES BALANCE AND ENABLES PARTNERSHIP

(Competence score, net ethical score)

ETHICAL

35

NGOs
(29, 34)

Media
(25, 22)

Government
(19, 17)

Business
(35, 16)

Among those who trust, institutions more closely aligned

NGOs

LESS COMPETENT ◀ **- 50**

50 ▶ **COMPETENT**

Business

Media

Government

-35

UNETHICAL

BUILDING TRUST FOR THE FUTURE

- **Pay fair wages**

- **Focus on education and retraining**

- **Embrace an all-stakeholders model**

- **Partner across institutions**

ETHICAL

35

■ **NGOs**

■ **Media**

■ **Government**

■ **Business**

50 ▸ **COMPETENT**

2020 Edelman Trust Barometer. For details regarding how this model of trusted institutions, please see the Technical Appendix.

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SUPPLEMENTAL DATA

20
20
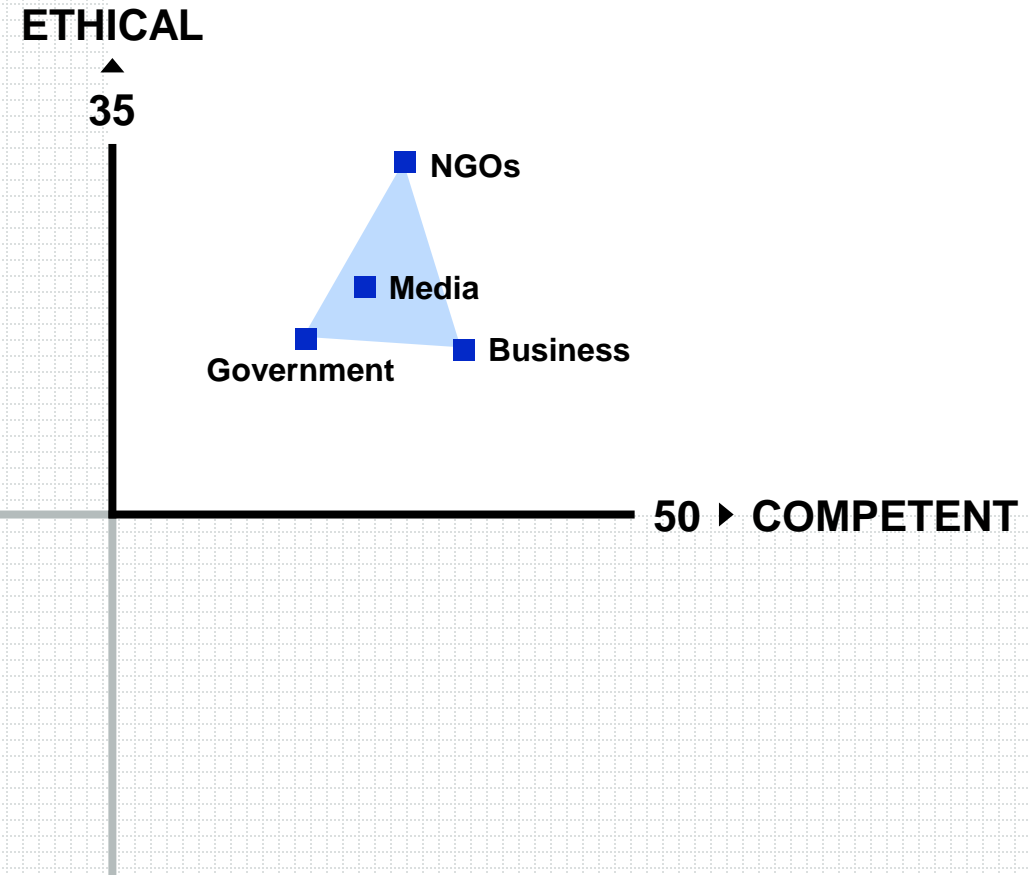
2020 Edelman Trust Barometer

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Supplemental Data

Institutions:
Trust and Performance

TRUST IN NGOS INCREASES IN 16 OF 26 MARKETS

Percent trust in NGOs

Change, 2019 to 2020

Distrust · Neutral · Trust

Distrusted in 5 markets

Market	Value	Change
Global 26	58	+1
Russia	25	+2
Japan	40	+2
Germany	43	-1
U.K.	48	+1
Italy	49	+5
The Netherlands	50	+3
U.S.	50	-2
Australia	54	-2
Ireland	54	+4
Saudi Arabia	54	-12
Canada	55	-4
Spain	57	+4
France	58	+2
Brazil	59	+2
S. Korea	59	-1
S. Africa	59	+3
Hong Kong	61	-4
Singapore	64	+1
UAE	64	-4
Colombia	65	+3
Malaysia	65	+2
Thailand	66	n/a
Indonesia	68	0
Argentina	69	+4
Kenya	72	n/a
Mexico	73	+1
China	74	0
India	80	+8

TRUST IN BUSINESS INCREASES IN 15 OF 26 MARKETS

Percent trust in business

Change, 2019 to 2020 | Distrust Neutral Trust

Distrusted in 7 markets

Market	Value	Change
Global 26	58	+1
Russia	35	+1
Hong Kong	45	0
S. Korea	45	+6
U.K.	47	0
Germany	48	+1
Ireland	48	+4
Japan	49	+5
France	50	0
Spain	50	+6
U.S.	50	-4
Argentina	52	+3
Australia	52	0
Canada	53	-3
Italy	57	+4
Singapore	58	-2
S. Africa	58	0
The Netherlands	62	+2
Malaysia	63	+2
Brazil	64	+6
Kenya	64	n/a
Saudi Arabia	65	-8
Colombia	66	+1
UAE	68	-6
Mexico	72	+1
Thailand	73	n/a
Indonesia	79	0
China	82	+2
India	82	+5

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TRUST IN GOVERNMENT INCREASES IN 15 OF 26 MARKETS

Percent trust in government

Change, 2019 to 2020

Distrust **Neutral** **Trust**

Distrusted in 17 markets

Market	Value	Change
Global 26	49	+1
S. Africa	20	-1
Spain	30	+4
Colombia	33	-4
Russia	33	-1
Argentina	34	+3
Kenya	34	n/a
France	35	+3
U.K.	36	-6
Brazil	37	+9
U.S.	39	-1
Ireland	41	+3
Italy	41	-2
Hong Kong	42	-13
Japan	43	+4
Australia	44	+2
Mexico	44	+10
Germany	45	+5
Canada	50	-3
S. Korea	51	+3
Malaysia	58	-2
The Netherlands	59	+5
Thailand	60	n/a
Singapore	70	+3
Indonesia	75	0
UAE	76	-6
Saudi Arabia	78	+2
India	81	+7
China	90	+4

MORE TRUST IN LOCAL GOVERNMENT

Percentage point gap between trust in local/state government and central/federal government

Distrust — Neutral — Trust

	Global 24	France	U.S.	Germany	Canada	U.K.	Japan	Saudi Arabia	The Netherlands	Australia	Malaysia	Spain	Colombia	Argentina	Italy	S. Africa	UAE	Ireland	Singapore	Kenya	Brazil	Indonesia	India	S. Korea	Mexico
Local/State government	54	63	54	54	61	47	49	77	68	51	64	42	39	41	54	25	83	46	71	34	40	73	79	46	43
Gap	3	11	11	9	8	8	6	6	6	5	4	4	3	2	2	2	2	1	1	-2	-3	-3	-4	-4	-5
Central/Federal government	51	52	43	45	53	39	43	71	62	46	60	38	36	39	52	23	81	45	70	36	43	76	83	50	48

Local government more trusted in 18 out of 24 markets

TRUST IN MEDIA RISES, IN 16 OF 26 MARKETS

Percent trust in media

Change, 2019 to 2020 | Distrust Neutral Trust

Distrusted in 16 markets

Market	Value	Change
Global 26	49	+1
Russia	28	+2
U.K.	35	-2
France	37	+1
Ireland	37	+2
Japan	37	+2
Australia	39	-1
S. Africa	40	-1
Argentina	42	+4
Spain	42	+6
S. Korea	43	+1
Brazil	44	+3
Saudi Arabia	46	-17
Colombia	48	+4
U.S.	48	0
Germany	49	+5
Italy	49	+4
Hong Kong	52	-2
Canada	53	-4
Malaysia	53	+1
UAE	53	-7
Singapore	55	-1
Kenya	56	n/a
The Netherlands	58	+2
Mexico	59	+6
Thailand	64	n/a
Indonesia	69	-1
India	73	+9
China	80	+4

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TRUST IN THE UNITED NATIONS INCREASES IN 11 OF 26 MARKETS

Percent trust in the United Nations

Change, 2019 to 2020

Distrust Neutral Trust

Distrusted in 3 markets

Market	Value	Change
Global 26	61	+1
Russia	39	+7
Japan	44	+5
France	48	+1
Germany	50	+2
Saudi Arabia	51	-15
U.S.	52	-2
Malaysia	54	-1
S. Africa	55	-1
Australia	56	0
Italy	57	+5
Argentina	58	+7
Spain	58	+6
U.K.	58	-2
Singapore	60	-2
Canada	61	0
Ireland	62	+4
The Netherlands	62	-2
Brazil	63	-1
Colombia	65	-1
UAE	65	-5
Hong Kong	67	-2
S. Korea	70	+2
Mexico	73	0
Kenya	74	n/a
Indonesia	78	+2
Thailand	79	n/a
China	83	0
India	85	+6

TRUST IN THE EUROPEAN UNION INCREASES IN 14 OF 26 MARKETS

Percent trust in the European Union

Change, 2019 to 2020 | Distrust · Neutral · Trust

Distrusted in 10 markets

Market	Value	Change
Global 26	54	+1
Russia	28	+4
Australia	39	-4
U.S.	41	-1
Japan	42	+4
S. Africa	44	-1
U.K.	45	+2
Canada	46	-4
France	47	+3
Malaysia	47	-1
Singapore	48	-3
Germany	51	+2
Italy	54	+9
Saudi Arabia	54	-14
The Netherlands	54	+2
Argentina	56	+7
S. Korea	60	+2
Spain	60	+4
Hong Kong	61	+1
Ireland	61	+5
Brazil	62	-3
Colombia	63	0
Kenya	63	n/a
UAE	63	-4
Mexico	66	0
Indonesia	69	0
Thailand	74	n/a
China	75	+2
India	76	+7

INSTITUTIONAL PERFORMANCE

Percent in Argentina who think each institution is doing well/very well on the issue

Strength > 50%

Weakness < 50%

NGOs	
Protect the environment	**66**
Protect civil and human rights	**61**
Community-level problems	**58**
Global-level problems	**56**
Educate people for good decisions	**56**
Poverty, illiteracy, disease	**53**
Set goals with regular public updates	46
Partner with business	44
Transparency about funding	40
Avoid becoming politicized	38
Partner with government	36
Expose corruption	35

Business	
Generate value for owners	**59**
Meet customer expectations	**52**
Engine of innovation	**51**
Sustainable business practices	45
Diversity in the workplace	38
Invest in employee training	38
Deal fairly with suppliers	37
Contribute to communities	36
Drive economic prosperity	36
Jobs that pay a decent wage	26
Partner with government	25
Partner with NGOs	24

Government	
Safe and modern infrastructure	46
International alliances, defense	46
Regulate emerging tech	41
Protect civil and human rights	41
Balance national interests and international engagement	35
Maintain law and order	35
Social services for the poor	34
Education	32
Community-level problems	31
Partner with business	25
Partner with NGOs	25
Reduce partisanship	20

Media	
Covering national news	**63**
Covering international news	**58**
Covering local news	**57**
Enough journalists	**56**
Let people be heard	45
Exposing corruption	37
Information for good decisions	35
Differentiate opinion and fact	33
Information quality	29
Important vs sensationalized	29
Keep social media clean	28
Being objective	23

2020 Edelman Trust Barometer. 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, Argentina.
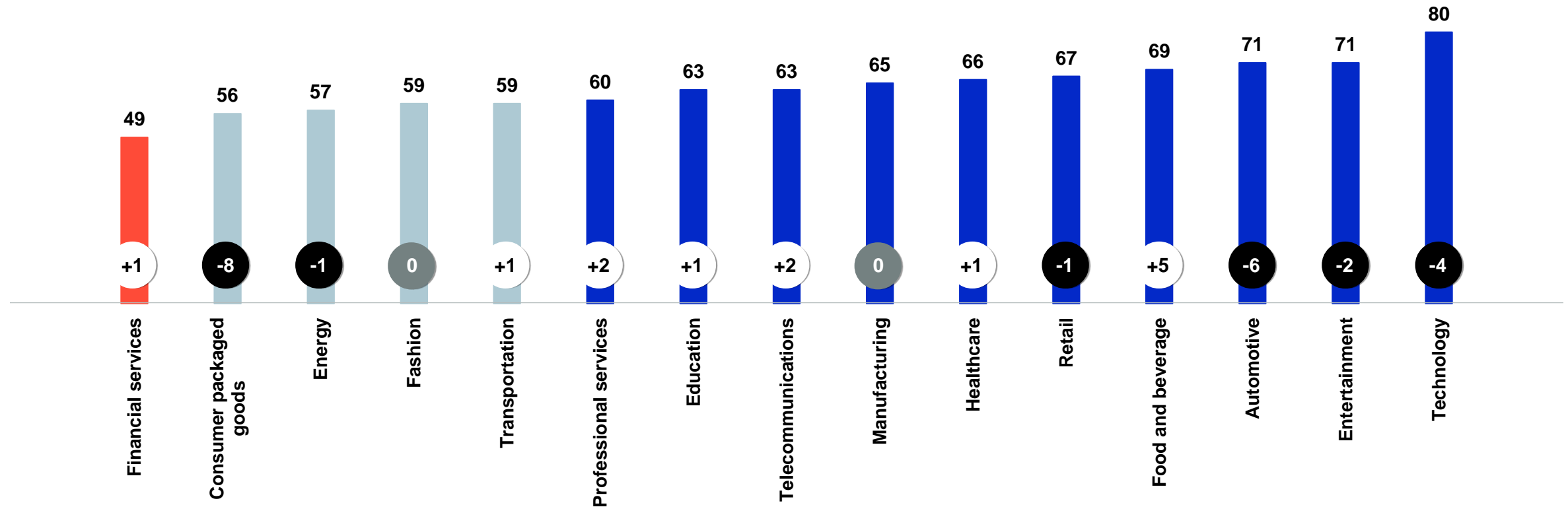
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Trust in Business in Detail

TRUST IN INDUSTRY SECTORS

Percent trust in each sector in Argentina

- — 0 — +

Change, 2019 to 2020

Distrust   Neutral   Trust

Sector	Value	Change
Financial services	49	+1
Consumer packaged goods	56	-8
Energy	57	-1
Fashion	59	0
Transportation	59	+1
Professional services	60	+2
Education	63	+1
Telecommunications	63	+2
Manufacturing	65	0
Healthcare	66	+1
Retail	67	-1
Food and beverage	69	+5
Automotive	71	-6
Entertainment	71	-2
Technology	80	-4

INDUSTRY SECTORS OVER TIME

Percent trust in each sector in Argentina

Change, 2012 to 2020: - 0 +

Distrust **Neutral** **Trust**

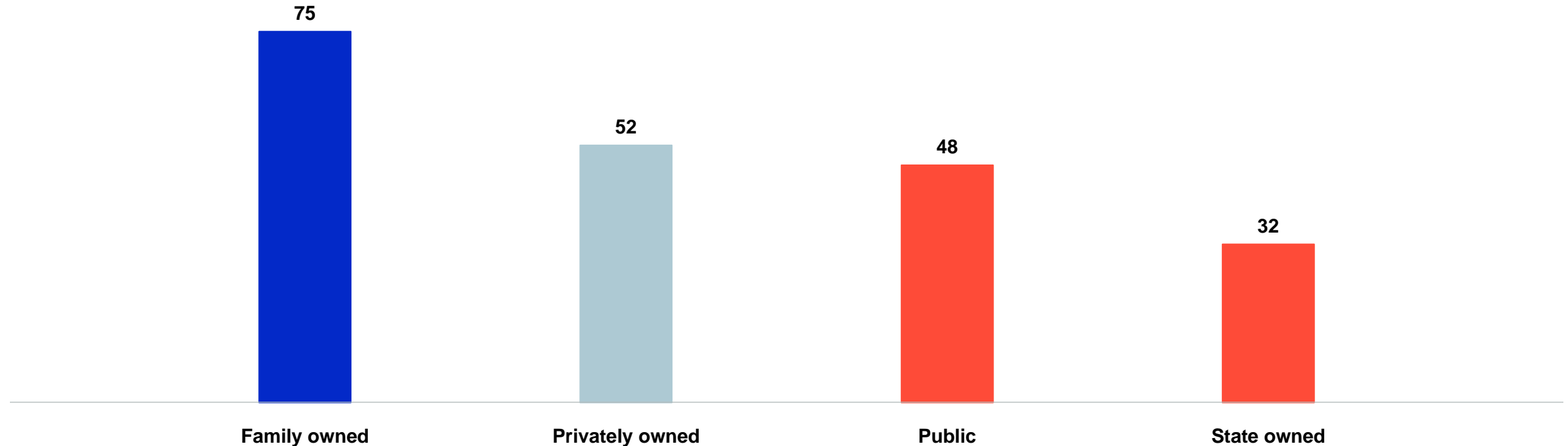| Industry	2012	2013	2014	2015	2016	2017	2018	2019	2020	8yr. Trend
Technology	84	81	82	74	79	77	77	84	80	-4
Automotive	73	75	80	69	69	70	67	77	71	-2
Entertainment	-	71	72	65	67	66	65	73	71	n/a
Food and beverage	70	73	72	66	67	68	61	64	69	-1
Healthcare	-	-	-	-	61	65	61	65	66	n/a
Telecommunications	55	59	53	49	49	53	58	61	63	+8
Energy	52	57	55	47	51	50	56	58	57	+5
Consumer packaged goods	60	60	59	54	58	56	53	64	56	-4
Financial services	39	42	44	41	43	42	45	48	49	+10

TRUST IN COMPANIES FROM DIFFERENT MARKETS

Trust in companies headquartered in each market in Argentina

Change, 2019 to 2020

Distrust　Neutral　Trust

Market	Value	Change
Mexico	33	-2
India	40	-2
S. Korea	46	-2
Brazil	48	+1
China	48	-3
Hong Kong	54	n/a
Spain	58	0
U.S.	62	+1
Italy	64	+5
France	65	0
The Netherlands	65	+4
U.K.	68	+9
Australia	70	+2
Switzerland	76	+1
Canada	77	+5
Japan	78	+4
Germany	79	+4

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FAMILY-OWNED BUSINESSES MOST TRUSTED

Percent trust in each type of business in Argentina

Distrust · Neutral · Trust

Family owned	Privately owned	Public	State owned
75	52	48	32

Modeling Trust

ONLY NGOs SEEN AS HONEST

Percent in Argentina who cite each as a reason they trust or distrust each institution

This institution…
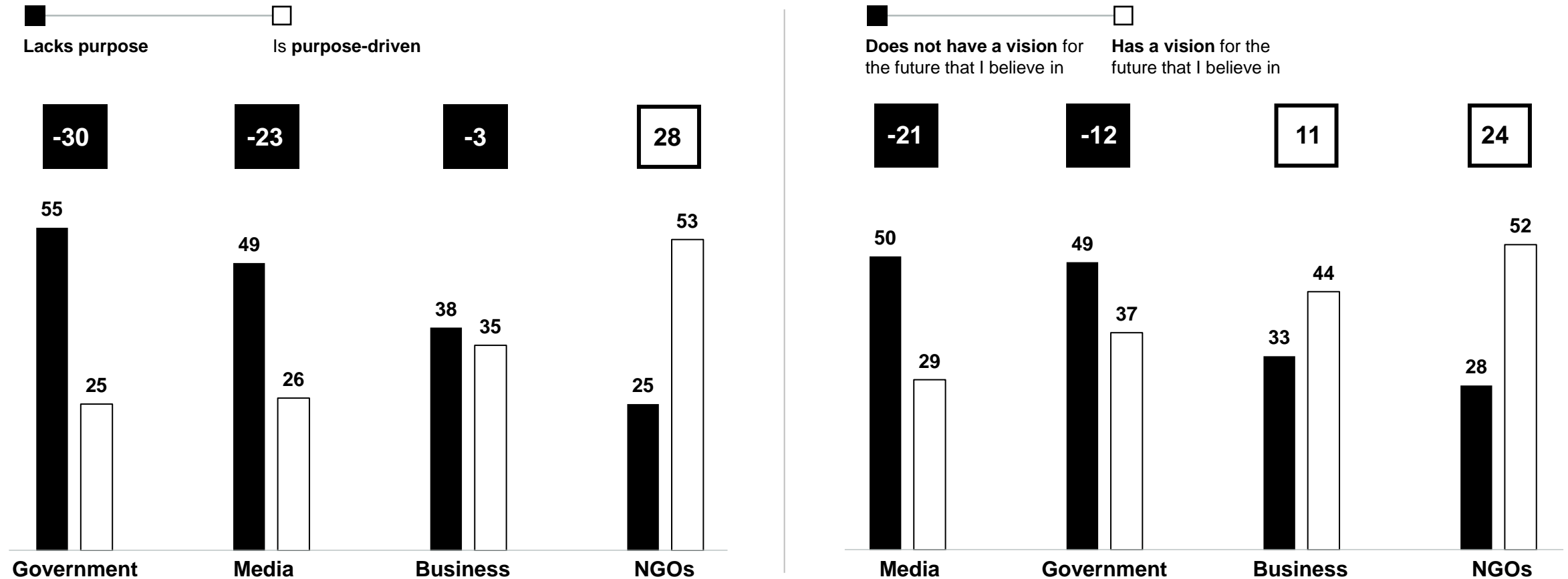- Is purpose-driven
- **Is honest**
- Has vision
- Is fair

■————□
Corrupt and biased   Honest and fair

	Government	Media	Business	NGOs
Net	-32	-28	-15	32
Corrupt and biased	60	55	45	25
Honest and fair	28	27	30	57

GOVERNMENT AND MEDIA SEEN AS LACKING PURPOSE AND VISION FOR THE FUTURE

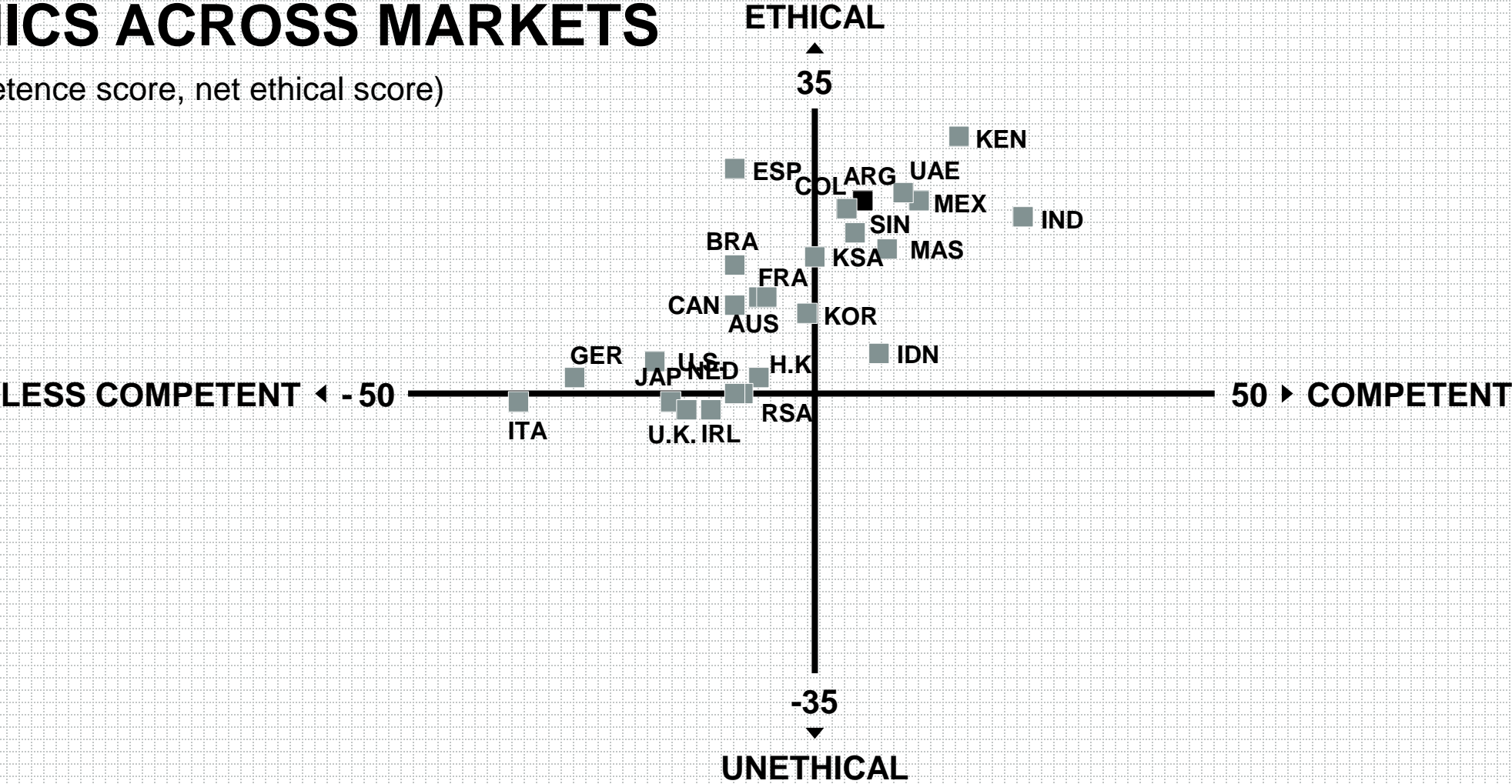Percent in Argentina who cite each as a reason they trust or distrust each institution

■————□		
Lacks purpose		Is **purpose-driven**

	Government	Media	Business	NGOs
Net	-30	-23	-3	28
Lacks purpose (■)	55	49	38	25
Is purpose-driven (□)	25	26	35	53

■————□		
Does not have a vision for the future that I believe in		**Has a vision** for the future that I believe in

	Media	Government	Business	NGOs
Net	-21	-12	11	24
Does not have a vision (■)	50	49	33	28
Has a vision (□)	29	37	44	52

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NGOS: COMPETENCE AND ETHICS ACROSS MARKETS

(Competence score, net ethical score)

ETHICAL

35

KEN

ESP
COL ARG UAE
MEX
SIN IND
BRA MAS
KSA
FRA
CAN KOR
AUS
GER IDN
JAP U.S H.K
NED
LESS COMPETENT ◄ - 50   50 ► COMPETENT
RSA
ITA
U.K. IRL

-35

UNETHICAL

Edelman

BUSINESS: COMPETENCE AND ETHICS ACROSS MARKETS

(Competence score, net ethical score)

ETHICAL

35

LESS COMPETENT ◂ **- 50**

50 ▸ **COMPETENT**

UAE

IND

KSA

IDN

SIN
MAS

KEN

COL
MEX

JAP
NED

BRA

ESP
U.S.

AUS

ITA   RSA
U.K.
CAN

GER   L
IRL   KOR

ARG
H.K.

FRA

-35

UNETHICAL

GOVERNMENT: COMPETENCE AND ETHICS ACROSS MARKETS

(Competence score, net ethical score)

		X	Y
■	KSA	17	38

ETHICAL

35

SIN UAE

IND

IDN

LESS COMPETENT ◄ **- 50**   **50** ▶ **COMPETENT**

NED MAS

		X	Y
■	RSA	-103	-64
■	ESP	-80	-38
■	ARG	-74	-29
■	COL	-69	-43
■	ITA	-69	-43
■	KEN	-69	-41
■	BRA	-64	-40
■	U.K.	-61	-31
■	HK	-56	-29
■	IRL	-54	-28
■	MEX	-52	-36

GER CAN   KOR
AUS
FRA
JAP
U.S.

-35

UNETHICAL

MEDIA: COMPETENCE AND ETHICS ACROSS MARKETS

(Competence score, net ethical score)

ETHICAL

35

KEN

IDN

SIN

IND

NED

KSA H.K. CAN

GER UAE MAS

LESS COMPETENT ◀ - 50   50 ▶ COMPETENT

U.S.

AUS

ESP BRA RSA

U.K. IRL MEX

ITA COL FRA

KOR

ARG

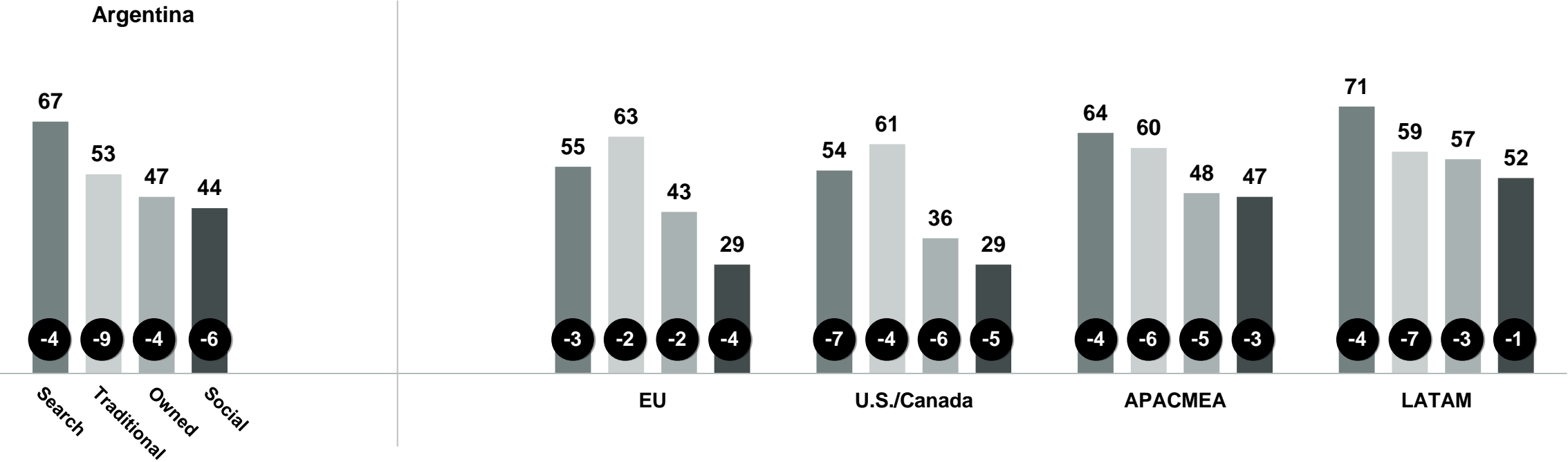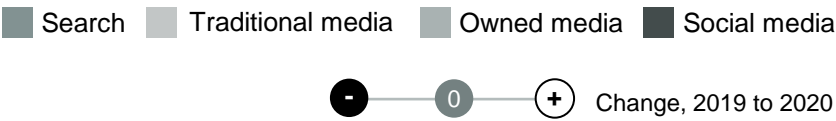|		X	Y
■	JAP	-57	-23

-35

UNETHICAL

Trust and Information

CHAMPION RELIABLE SOURCES

Percent who trust each source of news

■ Search　■ Traditional media　■ Owned media　■ Social media

⊖——0——⊕　Change, 2019 to 2020

Argentina

	Search	Traditional	Owned	Social
	67	53	47	44
Change	-4	-9	-4	-6

EU

55	63	43	29
-3	-2	-2	-4

U.S./Canada

54	61	36	29
-7	-4	-6	-5

APACMEA

64	60	48	47
-4	-6	-5	-3

LATAM

71	59	57	52
-4	-7	-3	-1

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, Argentina and by region.
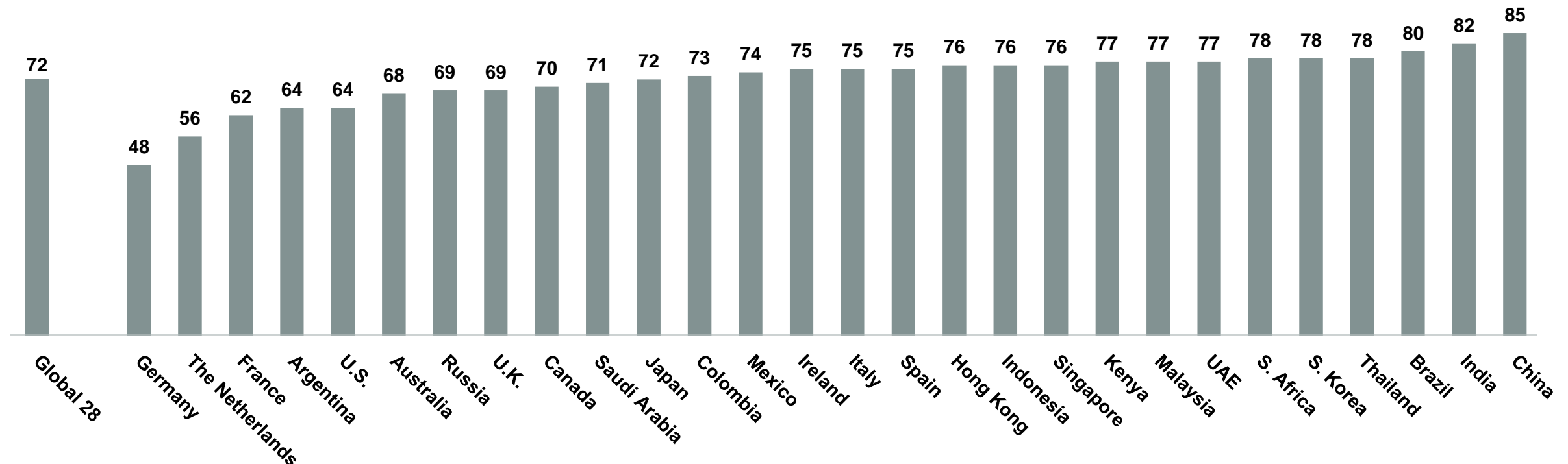
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SEARCH ENGINES AND TRADITIONAL MEDIA MOST TRUSTED MEDIA SOURCES

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

Search engines*

Traditional media

Owned media

Social media

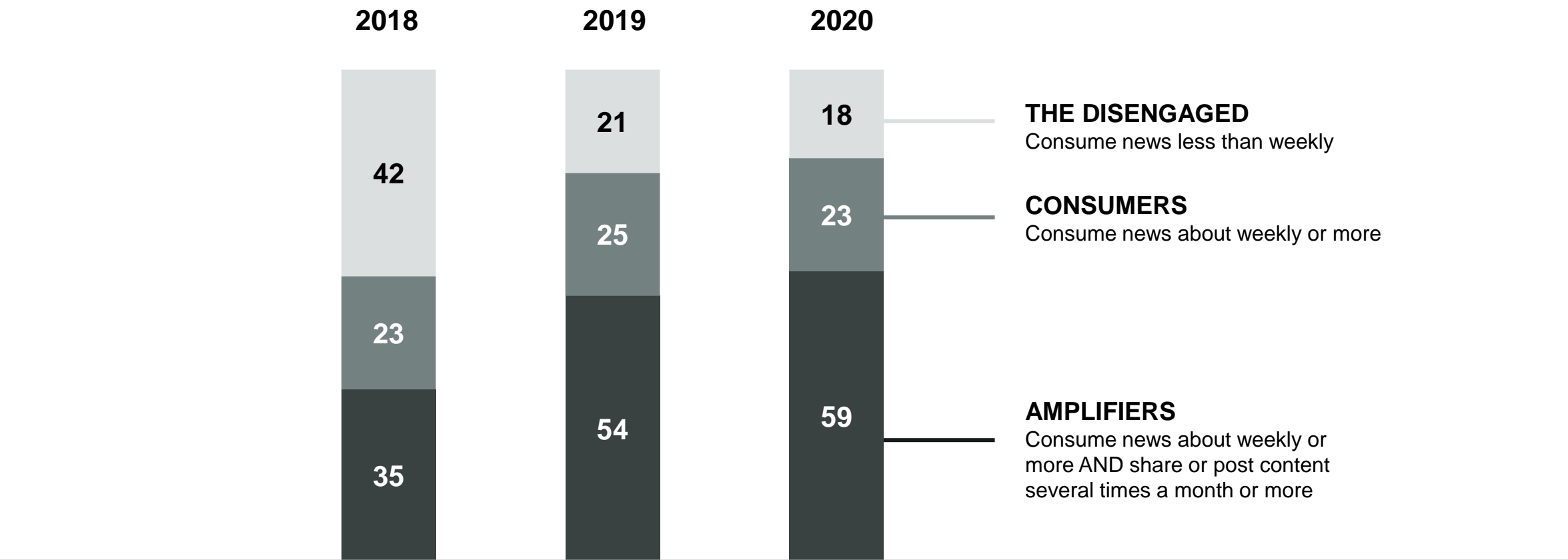|	2012	2013	2014	2015	2016	2017	2018	2019	2020
Search engines*	68	64	71	68	71	69	66	71	67
Traditional media	66	64	67	62	64	59	64	62	53
Owned media	49	48	52	52	54	50	45	51	47
Social media	48	47	49	52	54	50	41	50	44

ADVERTISERS HELD ACCOUNTABLE FOR FAKE NEWS

Percent who agree

Companies **should stop advertising with any media platform** that fails to prevent the spread of fake news and false information

Global 28	72
Germany	48
The Netherlands	56
France	62
Argentina	64
U.S.	64
Australia	68
Russia	69
U.K.	69
Canada	70
Saudi Arabia	71
Japan	72
Colombia	73
Mexico	74
Ireland	75
Italy	75
Spain	75
Hong Kong	76
Indonesia	76
Singapore	76
Kenya	77
Malaysia	77
UAE	77
S. Africa	78
S. Korea	78
Thailand	78
Brazil	80
India	82
China	85

CONTINUED ENGAGEMENT WITH NEWS IN ARGENTINA

How often do you engage in the following activities related to news and information?

	2018	2019	2020	
		21	18	**THE DISENGAGED** Consume news less than weekly
	42	25	23	**CONSUMERS** Consume news about weekly or more
	23			
	35	54	59	**AMPLIFIERS** Consume news about weekly or more AND share or post content several times a month or more

EXPERTS AND PEERS MOST CREDIBLE

Percent in Argentina who rate each source as very/extremely credible
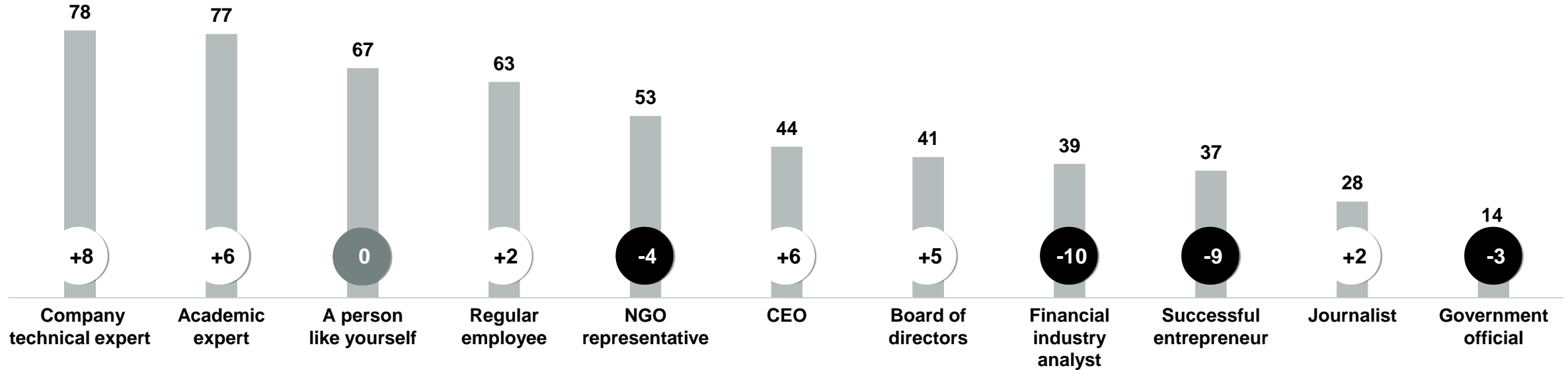
- — 0 — + Change, 2019 to 2020

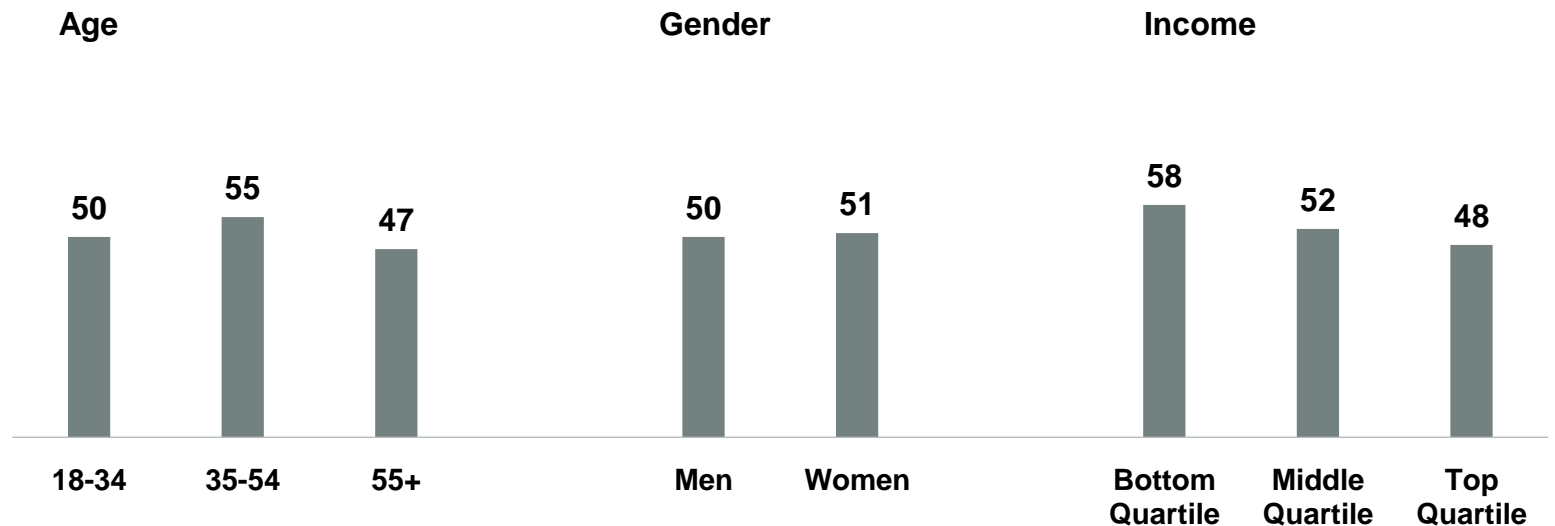| Company technical expert	Academic expert	A person like yourself	Regular employee	NGO representative	CEO	Board of directors	Financial industry analyst	Successful entrepreneur	Journalist	Government official
78	77	67	63	53	44	41	39	37	28	14
+8	+6	0	+2	-4	+6	+5	-10	-9	+2	-3

Societal Issues

CAPITALISM IN QUESTION
ACROSS GENERATIONS, GENDERS AND INCOME GROUPS

Percent in Argentina who agree

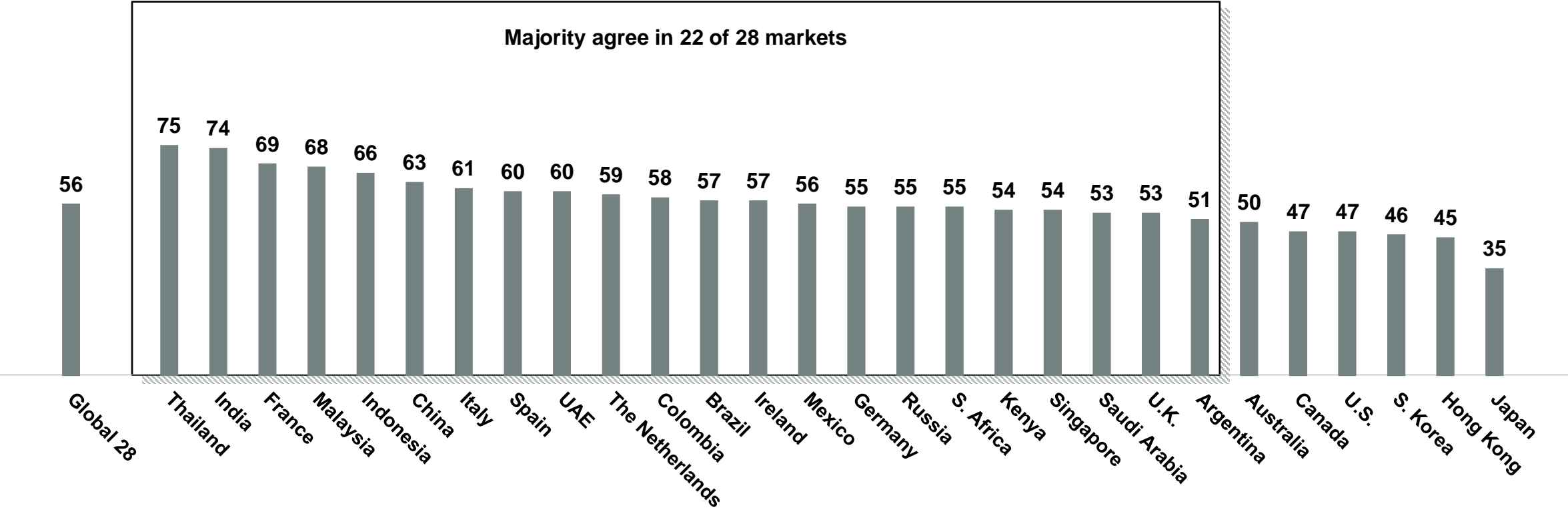Capitalism as it exists today **does more harm than good in the world**

51%

Age

18-34	35-54	55+
50	55	47

Gender

Men	Women
50	51

Income

Bottom Quartile	Middle Quartile	Top Quartile
58	52	48

2020 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 of the sample. General population, Argentina, by age, gender and income.

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CAPITALISM IN QUESTION AROUND THE WORLD

Percent who agree

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

⊥

Majority agree in 22 of 28 markets

Market	Value
Global 28	56
Thailand	75
India	74
France	69
Malaysia	68
Indonesia	66
China	63
Italy	61
Spain	60
UAE	60
The Netherlands	59
Colombia	58
Brazil	57
Ireland	57
Mexico	56
Germany	55
Russia	55
S. Africa	55
Kenya	54
Singapore	54
Saudi Arabia	53
U.K.	53
Argentina	51
Australia	50
Canada	47
U.S.	47
S. Korea	46
Hong Kong	45
Japan	35

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JOB LOSS

Percent who are worried about losing their job due to each reason

■ **Highest job loss worry** in each market
■ **Second-highest job loss worry**
■ **Third-highest job loss worry**

	Gig-economy	Looming recession	Lack of training/skills	Foreign competitors	Immigration	Automation	Job moved abroad
Argentina	61	65	57	55	54	51	46
Australia	60	51	51	49	48	45	41
Brazil	64	67	68	56	52	58	54
Canada	56	49	50	42	43	45	36
China	65	62	67	59	56	63	59
Colombia	74	74	69	69	74	65	60
France	65	54	54	51	52	55	49
Germany	51	45	43	42	41	40	46
Hong Kong	60	52	58	46	49	50	44
India	82	80	81	79	80	77	77
Indonesia	61	58	61	58	56	57	52
Ireland	57	55	50	45	42	39	40
Italy	60	64	55	57	53	51	70
Japan	44	37	45	38	44	38	40
Kenya	64	64	63	58	49	52	49
Malaysia	70	71	67	73	71	69	61
Mexico	71	71	67	64	59	60	59
Russia	49	60	49	38	43	34	27
Saudi Arabia	47	48	44	46	45	41	44
Singapore	67	67	66	64	67	59	60
S. Africa	61	70	63	53	55	51	45
S. Korea	60	69	57	58	50	63	44
Spain	68	66	65	62	58	57	58
Thailand	68	76	67	66	67	65	60
The Netherlands	49	34	38	36	38	35	29
UAE	62	65	63	62	64	59	59
U.K.	53	52	49	46	44	46	43
U.S.	55	49	51	42	47	46	40

2020 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worried. General population, 28-mkt avg, among those who are employed (Q43/1).

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TECHNICAL APPENDIX

Edelman Trust Barometer 2020

TABLE OF CONTENTS

Technical Appendix

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).
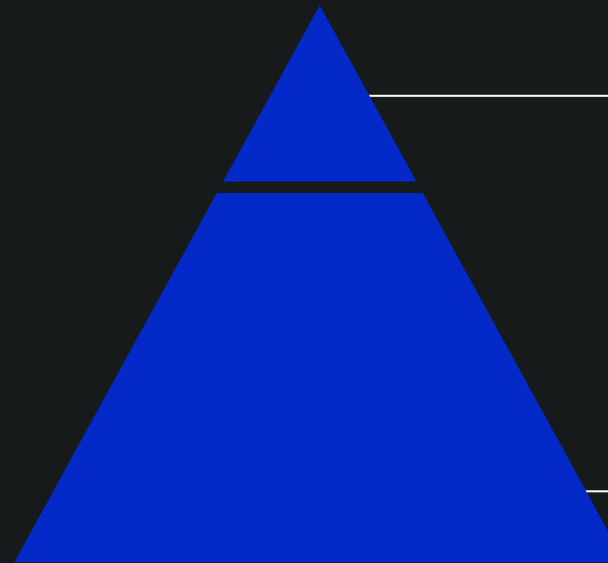
Gen Z MOE: 28-market = +/- 1.5% (N=4,310)
Market-specific = +/- 5.3 to 10.5% (N=min 88, varies by market).

General Online Population

1,150 respondents per market

Ages **18+**

All slides show general online population data unless otherwise noted

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

2020 Gen Z oversample

250 respondents age **18-24** per market

2020 EDELMAN TRUST BAROMETER
SAMPLE SIZE, QUOTAS AND MARGIN OF ERROR

	General Population			Informed Public		
	Sample Size*	Quotas Set On**	Margin of Error	Sample Size*	Quotas Set On***	Margin of Error
Global	32,200	Age, Gender, Region	+/- 0.6% total sample +/- 0.8% half sample	6200	Age, Education, Gender, Income	+/- 1.2% total sample +/- 1.8% split sample
China and U.S.	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	500	Age, Education, Gender, Income	+/- 4.4% total sample +/- 6.2% split sample
All other markets	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	200	Age, Education, Gender, Income	+/- 6.9% total sample +/- 9.8% split sample

NOTE: Questions that afforded respondents the opportunity to criticize their government were not asked in China, Russia and Thailand.

* Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.
** In the U.K. and U.S. there were additional quotas on ethnicity.
*** In the UAE and Saudi Arabia there were additional quotas on nationality.

LANGUAGES AND INTERNET PENETRATION BY MARKET

The Edelman Trust Barometer is an online survey. In developed markets, a nationally-representative online sample closely mirrors the general population. In markets with lower levels of internet penetration, a nationally-representative online sample will be more affluent, educated and urban than the general population.

	Languages	Internet Penetration*
Global	-	59%
Argentina	Localized Spanish	93%
Australia	English	87%
Brazil	Portuguese	71%
Canada	English & French Canadian	93%
China	Simplified Chinese	60%
Colombia	Localized Spanish	63%
France	French	92%
Germany	German	96%
Hong Kong	English & Traditional Chinese	89%

	Languages	Internet Penetration*
India	English & Hindi	41%
Indonesia	Indonesian	64%
Ireland	English	92%
Italy	Italian	93%
Kenya	English & Swahili	90%
Japan	Japanese	94%
Malaysia	Malay	81%
Mexico	Localized Spanish	65%
Russia	Russian	81%
Saudi Arabia	English & Arabic	93%

	Languages	Internet Penetration*
Singapore	English & Simplified Chinese	88%
South Africa	English & Afrikaans	56%
South Korea	Korean	96%
Spain	Spanish	93%
Thailand	Thai	82%
The Netherlands	English & Dutch	96%
UAE	English & Arabic	98%
U.K.	English	95%
U.S.	English	89%

*Data source: http://www.internet worldstats.com/stats.htm

2020 EDELMAN TRUST BAROMETER
HOW WE MEASURED BELIEF IN THE SYSTEM

Four dimensions were examined to determine whether or not respondents believe the system is failing them:

1) A **sense of injustice** stemming from the perception that society's elites have co-opted the system to their own advantage at the expense of regular people,

2) A **lack of hope** that the future will be better for you and your family,

3) A **lack of confidence** in the leaders of societal institutions to solve the country's problems, and

4) A **desire for** forceful reformers in positions of power that are capable of bring about much-needed **change**.

Overall scores were calculated by taking the average of the nine item scores.

Respondents were categorized into one of three segments based their mean score:

- Those who averaged 6.00 or higher believe the *system is failing* them

- Those who averaged between 5.00 and 5.99 were labelled as *uncertain*

- Those who averaged less than 5.00 believe the *system is working*

Respondents were asked:

For each one, please rate how **true** you believe that statement is using a nine-point scale where one means it is "**not at all true**" and nine means it is "**completely true**".

Sense of Injustice Items

"The elites who run our institutions are out of touch with regular people" *POP_MDCr8*

"The elites who run our institutions are indifferent to the will of the people" *POP_MDCr1*

"As regular people struggle just to pay their bills, the elites are getting richer than they deserve" *POP_MDCr2*

"The system is biased against regular people and in favor of the rich and powerful" *POP_MDCr3*

Lack of Hope Items

"My hard work will be rewarded" (reverse scored) *POP_MDCr18*

"My children will have a better life than I do" (reverse scored) *POP_MDCr19*

"The country is moving in the right direction" (reverse scored) *POP_MDCr20*

Lack of Confidence Items

"I do not have confidence that our current leaders will be able to address our country's challenges" *POP_MDCr10*

Desire for Change Items

"We need forceful reformers in positions of power to bring about much-needed change" *POP_MDCr9*

HOW WE PLOTTED THE INSTITUTIONAL COMPETENCE AND ETHICS SCORES

The competence score (the x-axis of the plot): An institution's competence score is a net of the top 3 box (AGREE) minus the bottom 3 box (DISAGREE) responses to the question "To what extent do you agree with the following statement? *[INSTITUTION] in general is good at what it does*". The resulting net score was then subtracted by 50 so that the dividing line between more competent and less competent institutions crossed the Y-axis at zero.

The net ethical score (the y-axis of the plot): The ethics dimension is defined by four separate items. For each item, a net score was calculated by taking the top 5 box percentage representing a positive ethical perception minus the bottom 5 box percentage representing a negative ethical perception. The Y-axis value is an average across those 4 net scores. Scores higher than zero indicate an institution that is perceived as ethical.

Respondents were asked:

In thinking about why you do or do not trust [INSTITUTION], please specify where you think they fall on the scale between the two opposing descriptions. (*Please use the slider to indicate where you think [INSTITUTION] falls between the two extreme end points of each scale.*)

DIMENSION	ETHICAL PERCEPTION	UNETHICAL PERCEPTION
Purpose-Driven	Highly effective agent of positive change	Completely ineffective agent of positive change
Honest	Honest and fair	Corrupt and biased
Vision	Has a vision for the future that I believe in	Does not have a vision for the future that I believe in
Fairness	Serves the interests of everyone equally and fairly	Serves the interests of only certain groups of people

The plot of trusted institutions: The version of the plot under conditions of trust (the smaller blue triangle) was calculated in exactly the same way as described above. The only difference was that the competence and ethics scores were calculated only among those who said they trusted that institution to do what is right (i.e., they gave that institution a top 4-box rating on the general trust question).

HOW WE MEASURED THE IMPORTANCE OF COMPETENCE AND ETHICS IN DETERMINING TRUST IN A COMPANY

The data used was collected across the 12 monthly waves of the 2019 Edelman Trust Management brand tracking study conducted in Germany, the U.K. and the U.S among 23,000+ respondents. For this analysis, we looked at 40 global companies that were common across all three markets.

For each company, respondents were asked whether they trusted it or not to do what is right. They were then asked to evaluate each company across the four trust subdimensions – ability, integrity, dependability and purpose. Ability defined the competence dimension while integrity, dependability and purpose were rolled up to define the ethics dimension.

An ANOVA was performed to measure the proportion of the variance in company trust each of the four subdimensions explained. The data shown on the slide represents the percentage of the total variance explained by all four subdimensions together accounted for by each of the individual subdimensions separately.

Respondents were asked:

Please indicate to what extent you agree or disagree with the following statements using a nine-point scale where one means it is "**disagree strongly**" and nine means it is "**agree strongly**".

COMPETENCE DIMENSION:

ABILITY: [COMPANY] is good at what it does

ETHICS DIMENSION:

INTEGRITY: [COMPANY] is honest

DEPENDABILITY: [COMPANY] keeps its promises

PURPOSE: [COMPANY] is trying hard to have a positive impact on society

HOW WE MEASURED BELIEF-DRIVEN BUYING

We classified respondents into three **belief-driven buyer segments** based on their responses to the scale questions:

1) **Leaders:** Have strongly-held, passionate beliefs. The brands they buy are one important way they express those beliefs.

2) **Joiners:** Depending on the issue and the brand, they will change their buying behavior based on the brand's stand.

3) **Spectators:** Rarely buy on belief or punish brands that take a stand.

Respondents were categorized into one of the three segments based their overall mean score across the six scale items:

- Those who averaged 6.00 or higher were categorized as *Leaders*

- Those who averaged between 5.00 and 5.99 were categorized as *Joiners*

- Those who averaged less than 5.00 were categorized as *Spectators*

Respondents were asked:

Please indicate how much you agree or disagree with the following statements using a nine-point scale where one means it is "**disagree strongly**" and nine means it is "**agree strongly**".

- Even if a company makes the product that I like most, I will not buy it if I disagree with the company's stand on important social issues

- I have bought a brand for the first time for the sole reason that I appreciated its position on a controversial societal or political issue

- I have stopped buying one brand and started buying another because I liked the politics of one more than the other

- I have strong opinions about many societal and political issues. The brands I choose to buy and not buy are one important way I express those opinions

- If a brand offers the best price on a product, I will buy it even if I disagree with the company's stand on controversial social or political issues [reversed scored]

- I have stopped buying a brand solely because it remained silent on a controversial societal or political issue that I believed it had an obligation to publicly address

HOW WE CALCULATED THE TRUST GAINS ASSOCIATED WITH IMPROVED PERFORMANCE

Respondents were asked to evaluate the performance of each of the four institutions against 12 expectations. These performance scores were then used to predict trust in the institution using a regression analysis. The results of regression allowed us to identify the percentage point lift in trust associated with the institution doing each individual behavior well or very well.

Next, we looked at the percentage of respondents who currently rate an institution as doing a given behavior well, identifying the five behaviors each of the institutions scored the lowest on.

For each of these five behaviors that the regression determined were significant predictors of trust, we subtracted the percentage of people who currently felt the institution was doing them well from 100%. This gave us a measure of the unrealized potential for performance gain. That percentage was then multiplied by the percentage point lift in trust associated with every respondent rating the institution as doing that behavior well. This yielded an unrealized trust gain for that behavior. These unrealized trust gains were added up across the five behaviors to yield an overall trust gain associated with the institution successfully addressing its five biggest challenges.

Respondents were asked:

How well do you feel [INST] is currently doing each of the following? Please indicate your answer using the 5-point scale below where 1 means the institution is "failing at this" and 5 means the institution is "doing this very well"

Example List of Business Behaviors

1. Driving the economic prosperity of our country
2. Being an engine of innovation and scientific advancement
3. Ensuring that there are plenty of good job opportunities available that pay a decent wage
4. Contributing to the improvement of the communities in which they do business
5. Fostering diversity, inclusion, dignity and mutual respect in the workplace
6. Meeting and exceeding their customers' expectations
7. Investing in their employees' professional development, including offering training and education that helps them develop new skills for a rapidly changing world
8. Forging strong working partnerships with government to develop solutions to our country's problems
9. Forging strong working partnerships with NGOs to develop solutions to our country's problems
10. Dealing fairly and ethically with their partners and suppliers
11. Generating long-term financial benefits and value for their owners and shareholders
12. Embracing sustainable practices across their business

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2020 EDELMAN TRUST BAROMETER TEAM

Edelman Intellectual Property

Executive Director	**Tonia E. Ries** **tonia.ries@edelman.com**
Executive Advisors	**Richard Edelman** **Stephen Kehoe** **Ed Williams**
Executive Editor	**Joseph Tropiano**
VP of Operations	**Sarah Adkins**
Sr. Project Manager	**Esther Choi**
Project Manager	**Alina Krikunova**
Executive Creative Producer	**David Isaacs**

Edelman Intelligence

Head of Thought Leadership Research	**David M. Bersoff, Ph.D.** **david.bersoff@edelmanintelligence.com**
Sr. Research Manager	**Cody Armstrong**
Statistician	**Joshua Wu**
Research Coordinators	**Nick Maxwell** **Giuseppe Bovenzi**
Assoc. Research Coordinator	**Abbey Fox**
Assoc. Data Processor	**John Zamites**