



2018 Edelman Trust Barometer

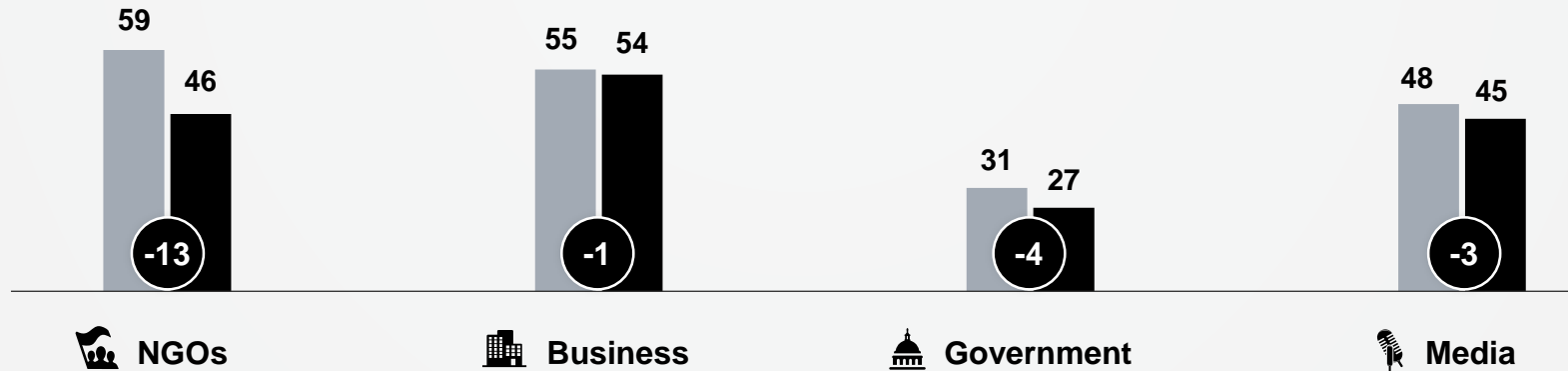
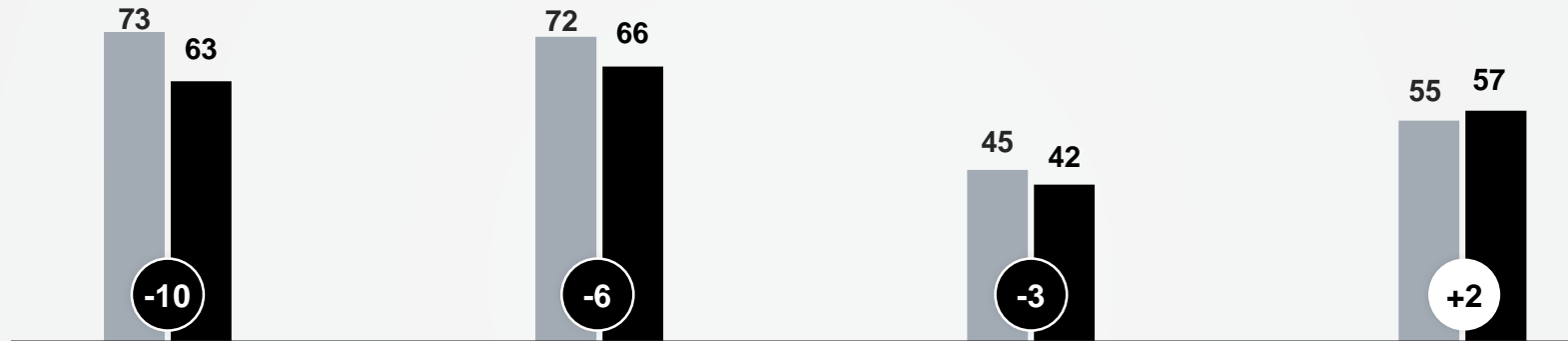
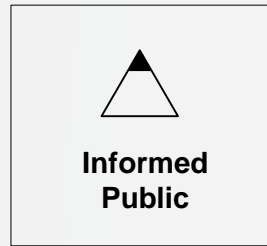
Italy

#TrustBarometer



Institutional Trust Decreases

Percent trust in each institution, and change from 2017 to 2018, in Italy



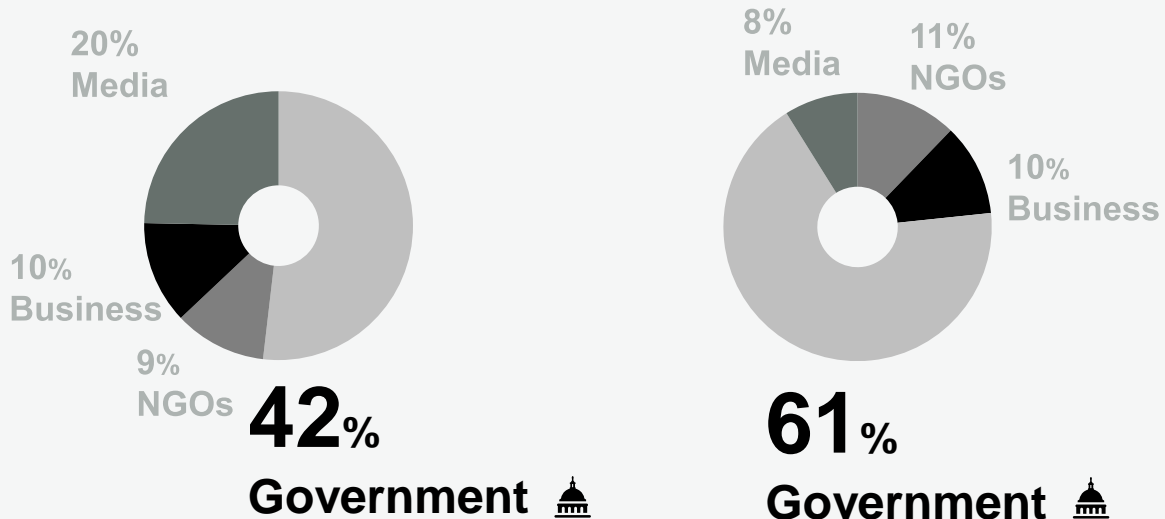
Source: 2018 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and General Population, Italy.



Government Most Broken in Italy

Which institution is the most broken?

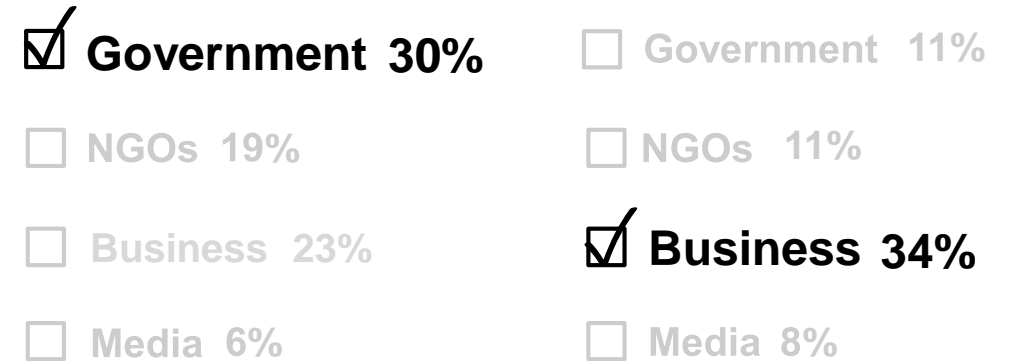
Global



Business Path to Better Future in Italy

Which institution is most likely to lead to a better future?

Global

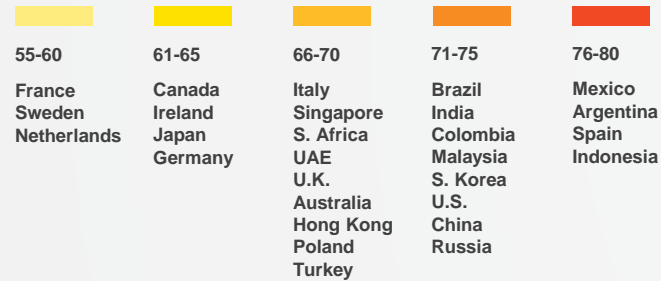


Source: 2018 Edelman Trust Barometer. ATT_STE. Please indicate which institution – Government, Media, Business or NGO's – is best described by each of the following statements? General population, 28-country global total and Italy.



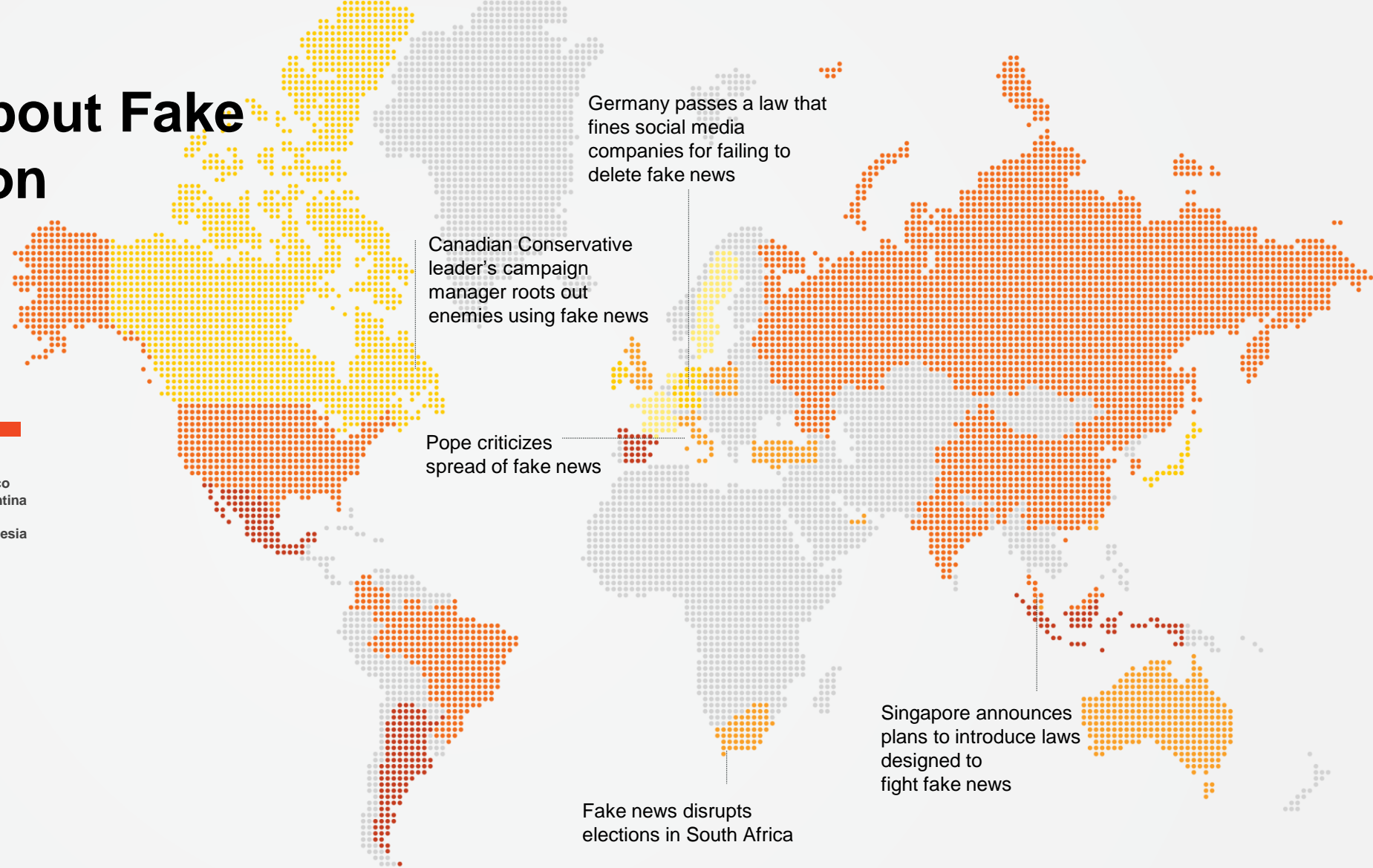
World Worried About Fake News as a Weapon

Percent who worry about false information or fake news being used as a weapon



70%

in Italy worry about false information or fake news being used as a weapon



Germany passes a law that fines social media companies for failing to delete fake news

Canadian Conservative leader's campaign manager roots out enemies using fake news

Pope criticizes spread of fake news

Singapore announces plans to introduce laws designed to fight fake news

Fake news disrupts elections in South Africa

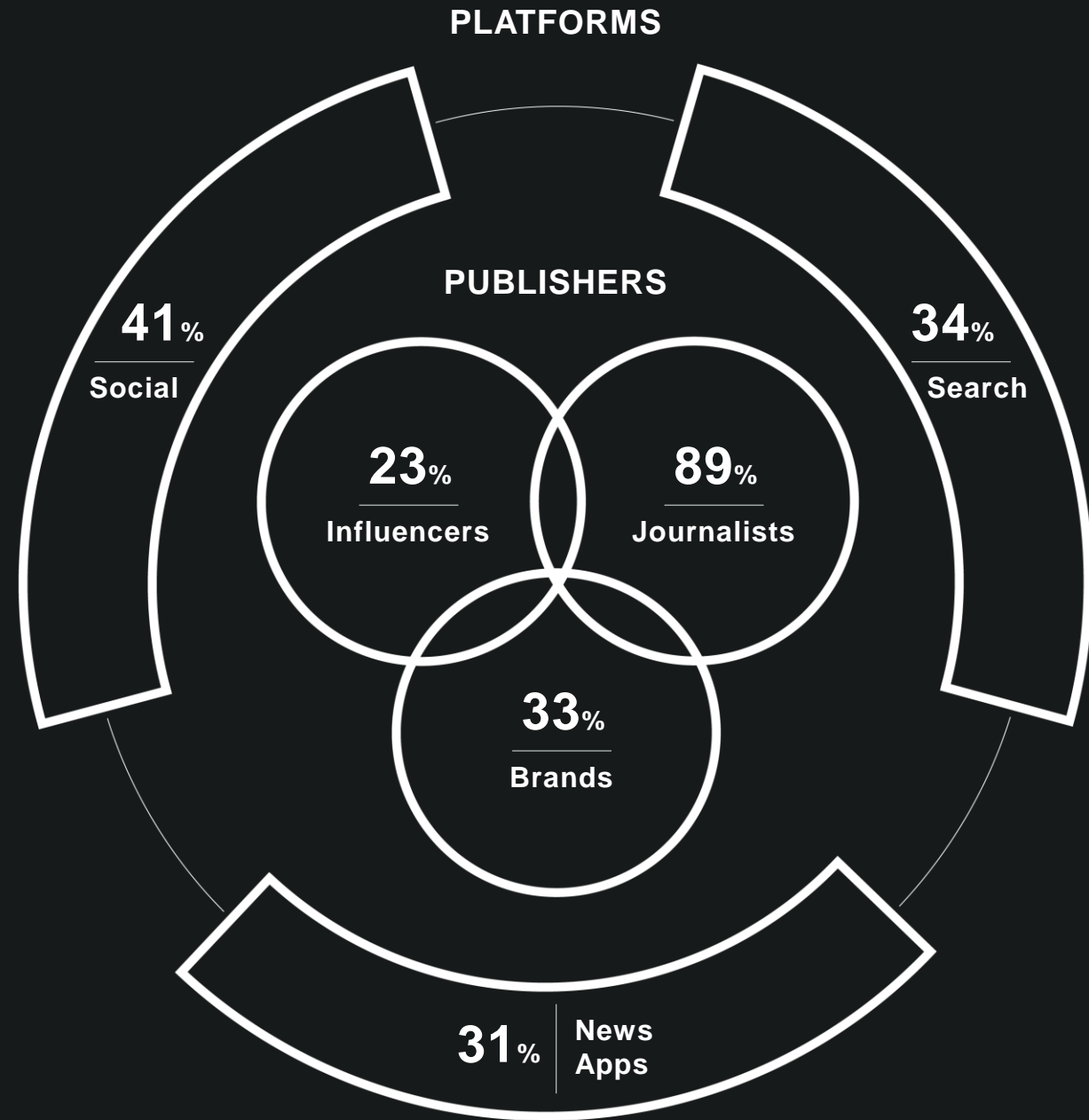
Source: 2018 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". (Top 4 Box, Agree), question asked of half of the sample. General population, Italy.



People Define “Media” As Both Content and Platforms

What did you assume was meant by the phrase “media in general”?

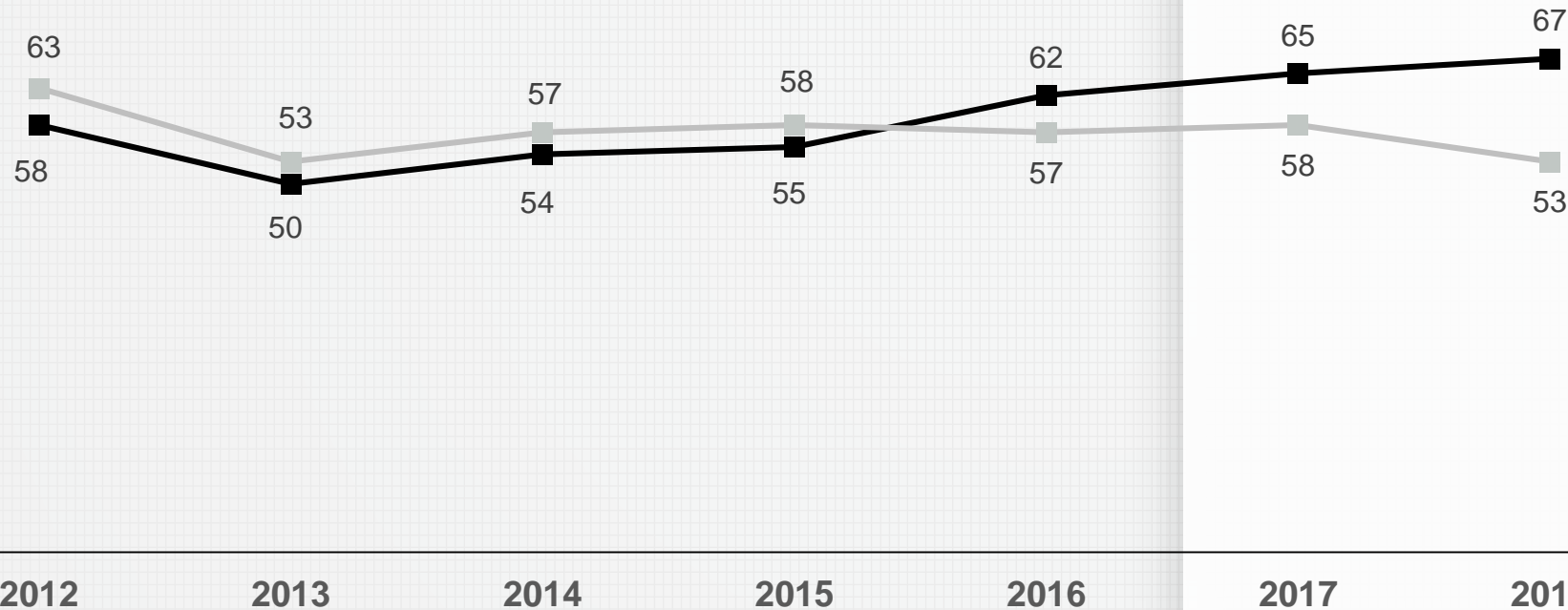
Source: 2018 Edelman Trust Barometer. TRU_MED. In the above question, what did you assume was meant by the phrase “media in general”? General population, Italy. Social is a net of TRU_MEDr3 and r12, Influencers is r5, Search is r7, Brands is a net of r10 and r11, Journalists is a net of r1 and r6, News Apps is r8.



While Trust in Platforms Declines, Trust in Journalism Continues to Increase

Percent trust in each source for general news and information, 2012 to 2018, in Italy

- Average trust in traditional and online-only media
- Average trust in search engines and social media platforms



+2
Journalism

-5
Platforms

Source: 2018 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? Please use a nine-point scale where one means that you “do not trust it at all” and nine means that you “trust it a great deal.” (Top 4 Box, Trust), question asked of half of the sample. General population, Italy.

Journalism is an average of traditional media and online-only media. Platforms is an average of search engines and social media.



More Than Half Disengaged With the News

Consumption

How frequently do you consume news produced by major news organizations, either at the original source, shared by others or pushed to you in a feed?

Amplification

How often do you share or forward news items, or post opinions or other content?

54%

The Disengaged

Consume news less than weekly

19%

Consumers

Consume news about weekly or more

27%

Amplifiers

Consume news about weekly or more AND share or post content several times a month or more

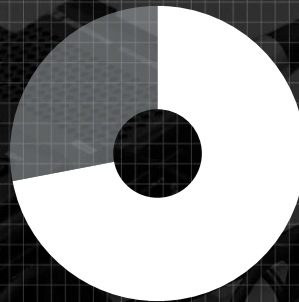
Source: 2018 Edelman Trust Barometer. News Engagement Scale, built from MED_SEG_OFT. How often do you engage in the following activities related to news and information? Indicate your answer using the 7-point scale below. General population, Italy. For details on how the News Engagement Scale was built, please refer to the Technical Appendix.



Skeptical About News Organizations

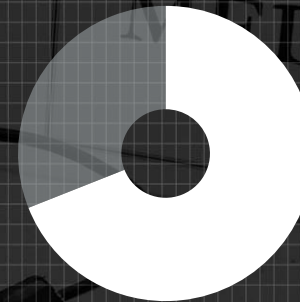
Percent who agree that news organizations are overly focused on ...

Attracting Large Audiences



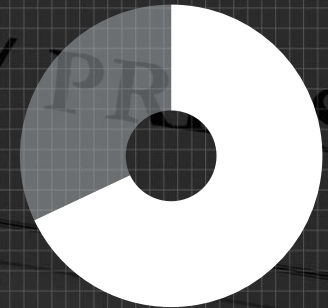
72%
are more concerned with attracting a big audience than reporting

Breaking News



69%
sacrifice accuracy to be the first to break a story

Politics

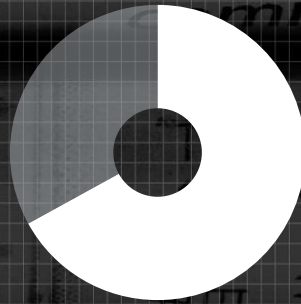


68%
support an ideology vs. informing the public

Source: 2018 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 using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". (Top 4 Box, Agree), question asked of half of the sample. General population, Italy.

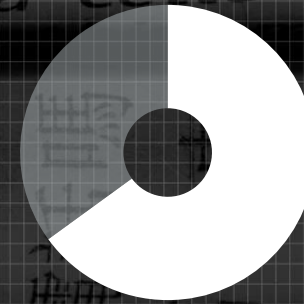
Uncertainty Over Real vs. Fake News

Percent who agree that ...



67%

The average person does not know how to tell good journalism from rumor or falsehoods



65%

It is becoming harder to tell if a piece of news was produced by a respected media organization

Source: 2018 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 using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". (Top 4 Box, Agree), question asked of half of the sample. General population, Italy.

Media Failing to Meet Expectations

Top three trust-building mandates for media, and percent who say the media is performing well or very well against them, in Italy

Trust-Building Mandate	Performance Score
Educate on issues	51%
Guard information quality	31%
Inform good life decisions	46%

Source: 2018 Edelman Trust Barometer. Trust-building mandates Analysis. The most effective trust building mandates for each institution. INS_EXP_MED. Below is a list of potential expectations or responsibilities that a social institution might have. Thinking about the media in general, how would you characterize each using the following three-point scale. INS_PER_MED. How well do you feel the media is currently meeting this obligation to society? Please indicate your answer using the 5-point scale below. (Top 2 Box, Performing well), question only asked of those codes 2 or 3 at the expectation question with data displayed only among code 3. General population, Italy. For more details on the Trust-building mandates Analysis, please refer to the Technical Appendix.



Lack of Confidence in Media Undermining Trust and Truth

Percent of respondents who feel they are experiencing these consequences as a result of media not fulfilling its responsibilities, in Italy

Loss of Truth

I am not sure what is true and what is not

63%

Loss of Trust in Government Leaders

I do not know which politicians to trust

65%

Loss of Trust in Business

I don't know which companies or brands to trust

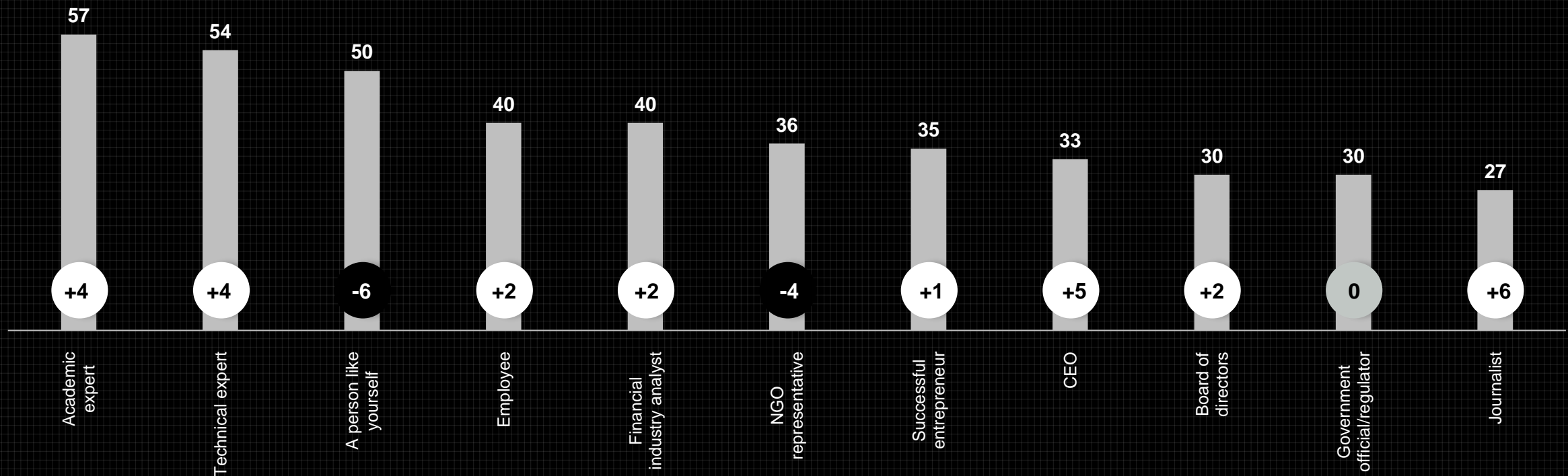
47%

Source: 2018 Edelman Trust Barometer. MED_CON. What consequences are you experiencing as a direct result of the media not doing a good job fulfilling its responsibilities? Question asked of those who answered codes 1-3 at MED_RSP. General population, Italy.

Voices of Authority Regain Credibility

Y-to-Y Change

Percent who rate each spokesperson as very/extremely credible, and change from 2017 to 2018, in Italy



Source: 2018 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? (Top 2 Box, Very/Extremely Credible), question asked of half of the sample. General population, Italy.



Business Is Expected to Lead

Percent who agree and percent who say each is one of the most important expectations they have for a CEO, in Italy

Percent who say that CEOs should take the lead on change rather than waiting for government to impose it

61%

For CEOs, building trust is a top priority

Products and services are high quality 62

Ensure their company is trusted 60

Business decisions reflect company values 57

Gender equality in worker pay 52

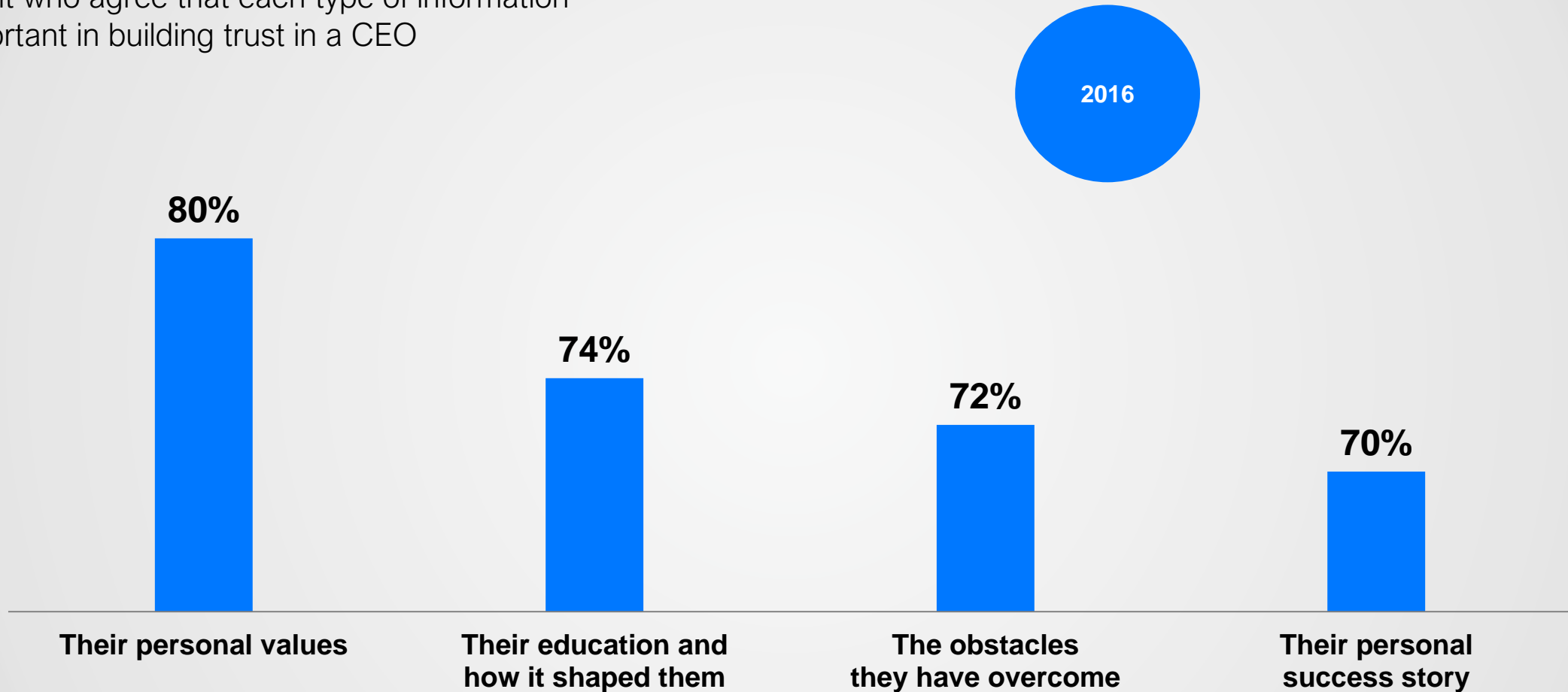
Source: 2018 Edelman Trust Barometer. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statements? (Top 4 Box, Agree), question asked of half of the sample. CEO_EXP. Below is a list of potential expectations that you might have for a company CEO. Thinking about CEOs in general, whether they are global CEOs or a CEO who oversees a particular country, how would you characterize each using the following three-point scale? (Most important responsibility, code 3), question asked of half of the sample. General population, Italy.



Personal Values and History Matter

Percent who agree that each type of information is important in building trust in a CEO

▲ General Population



Source: 2016 Edelman Trust Barometer Q507-514. Thinking about how a CEO communicates with a variety of groups and individuals, how important are each of the following activities a CEO could engage in? Please use a 9-point scale where one means that attribute is “not at all important to building your trust” and nine means it is “extremely important to building your trust”. (Top 4 Box, Important) General Population, 28-country global total, question asked of half the sample. [Media Engagement net = Q507 ‘Interviews with the media,’ and ‘Q512 ‘Sharing their views on a blog or on social media.’ Direct Engagement net = Q508 ‘Communications with employees,’ and ‘Participation in industry conferences.’] Q516-524. For you to trust a CEO, how important is it that you have information on each of the following aspects of the CEO’s personal life outside of their business? Please use a 9-point scale where one means that attribute is “not at all important to building your trust” and nine means it is “extremely important to building your trust”. (Top 4 Box, Important) General Population, Italy, question asked of half the sample.

Leaders Seen As Underperforming

Importance vs. performance of 16 trust-building leadership attributes



 **General Population**

	% Importance	% Performance	Gap
Integrity	40	30	10
Exhibits highly ethical behaviors	40	29	11
Takes responsible actions to address an issue or crisis	38	31	7
Behaves in a way that is transparent and open	43	29	14
Engagement	36	28	8
Treats employees well	39	29	10
Listens to customer needs and feedback	37	29	8
Places customer ahead of profits	30	26	4
Communicates frequently and honestly on the state of their company	38	27	11
Products	39	33	6
Places a premium on offering high quality products or services	42	34	8
Is focused on driving innovation and introducing new products/services/ideas	36	32	4
Purpose	34	28	6
Is dedicated to protecting and improving the environment	34	26	8
Ensures that the company creates programs that positively impact the local community in which it operates	37	32	5
Ensures that the company addresses society's needs in its everyday business	37	27	10
Ensures that the company partners with NGOs, government and third parties to address societal issues	29	26	3
Operations	31	27	4
Attracts and retains a highly-regarded and widely admired top leadership team	38	31	7
Is ranked on a global list of top CEOs, such as "The Best Performing CEOs in The World"	22	21	1
Manages the company in a way that delivers consistent financial returns	32	29	3

Source: 2016 Edelman Trust Barometer. Q462-478 How important is each of the following attributes to building your trust in CEOs? (Top 2 Box, Important) Q479-495 Please rate CEOs on how well you think they are performing on each of the following attributes. Use a 9-point scale where one means they are "performing extremely poorly" and nine means they are "performing extremely well." CEO questions use the same scales as the business questions. (Top 2 Box, Performance) General Population, Italy.



Sector Provides Context for Business Leadership

Y-to-Y Change

Percent trust in companies by industry sector and by their country of origin, and change from 2017 to 2018, in Italy

Sectors

Most Trusted

Technology	78%
Retail	74%
Manufacturing	70%

Least Trusted

Financial services	43%
Health care	57%
Telecommunications	57%

Biggest Y-to-Y Changes

Automotive	-5
Telecommunications	-5
Professional services	+4

Countries of Origin

Most Trusted

Sweden	78%
Canada	75%
Australia	73%

Least Trusted

India	23%
Brazil	25%
Mexico	25%

Biggest Y-to-Y Changes

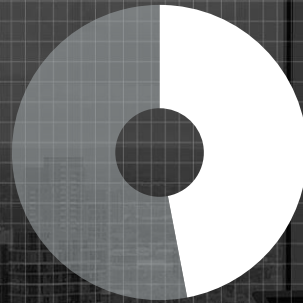
U.S.	-11
The Netherlands	+8
India	-4

Source: 2018 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust), industries asked of half of the sample. TRU_NAT. Now we would like to focus on global companies headquartered in specific countries. Please indicate how much you trust global companies headquartered in the following countries to do what is right. Use the same nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust), countries asked of half of the sample. General Population, Italy.



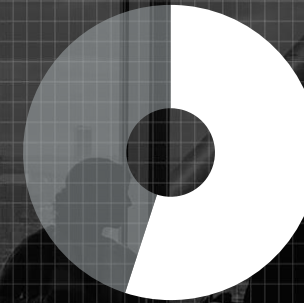
Business Must Show Commitment to Long-Term

Percent who agree that ...



47%

Companies that only think about themselves and their profits are bound to fail



55%

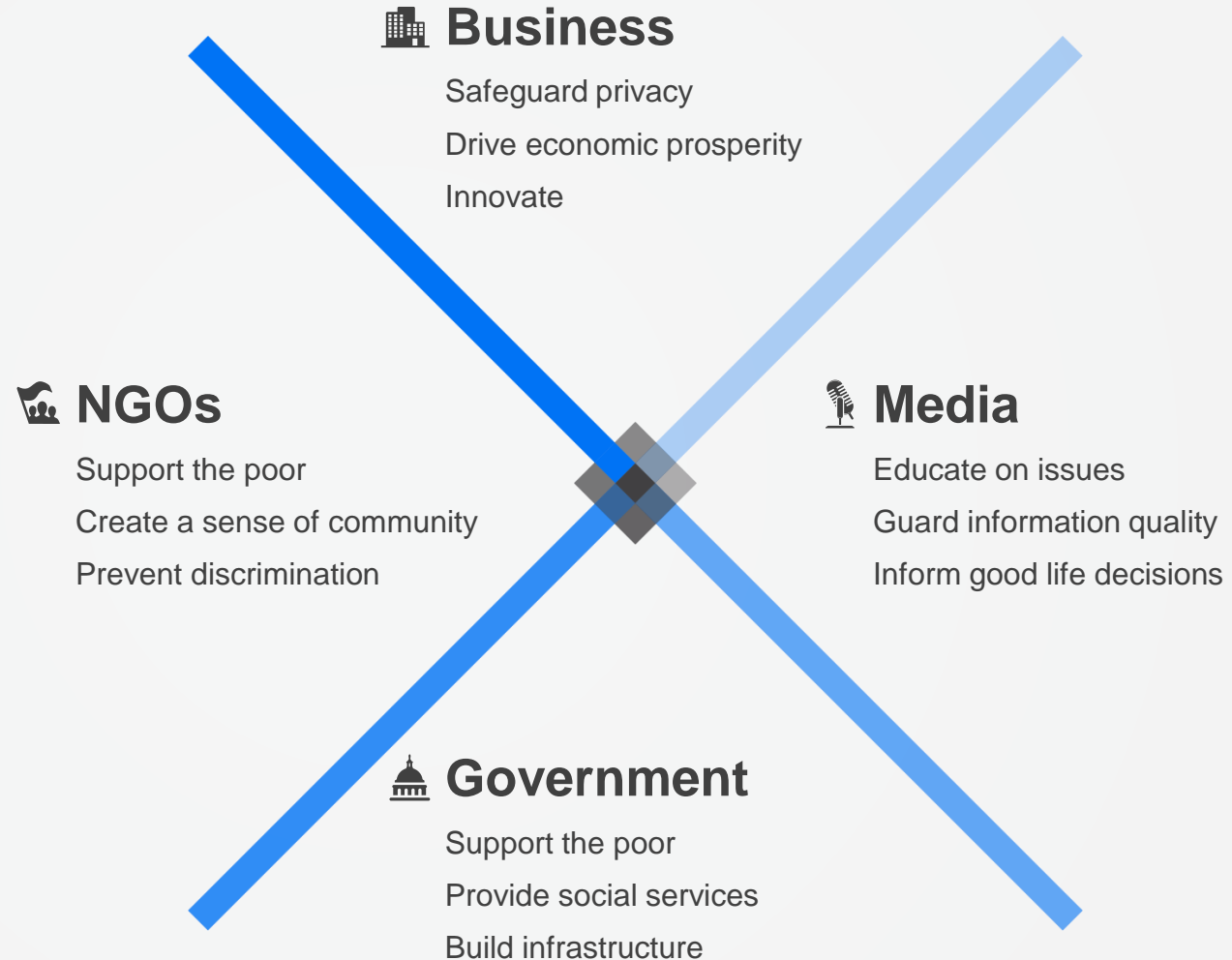
CEOs are driven more by greed than a desire to make a positive difference in the world

Source: 2018 Edelman Trust Barometer. TMA_SIE_SHV. Please indicate how much you agree or disagree with the following statements. (Top 4 Box, Agree), question asked of half of the sample. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statements? (Top4 Box, Agree), question asked of half of the sample. General population, Italy.



Each Institution Must Play its Role

Top trust-building mandates for
each institution, in Italy

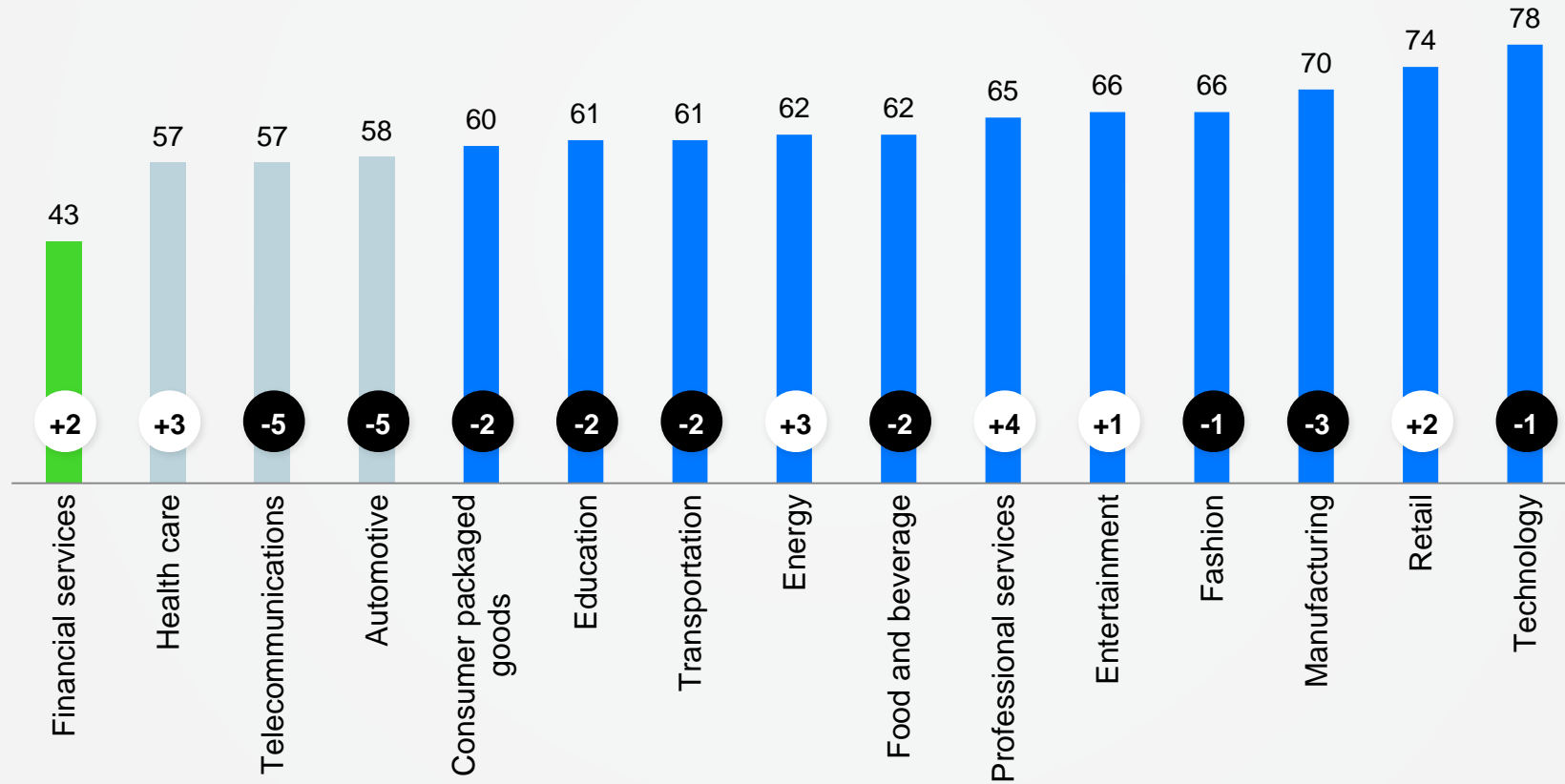
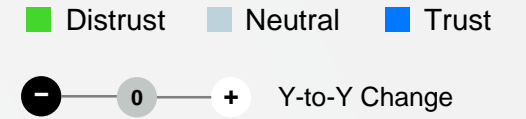


Source: 2018 Edelman Trust Barometer. Trust-Building Mandates Analysis. The most effective trust building mandates for each institution. INS_EXP_GOV; INS_EXP_MED; INS_EXP_BUS; and INS_EXP_NGO. Below is a list of potential expectations or responsibilities that a social institution might have. Thinking about [insert institution] in general, how would you characterize each using the following three-point scale. General population, Italy. For more details on the Trust Mandates Analysis, please refer to the Technical Appendix.



Trust Declines in 9 of 15 Sectors

Percent who trust each sector, and change from 2017 to 2018, in Italy



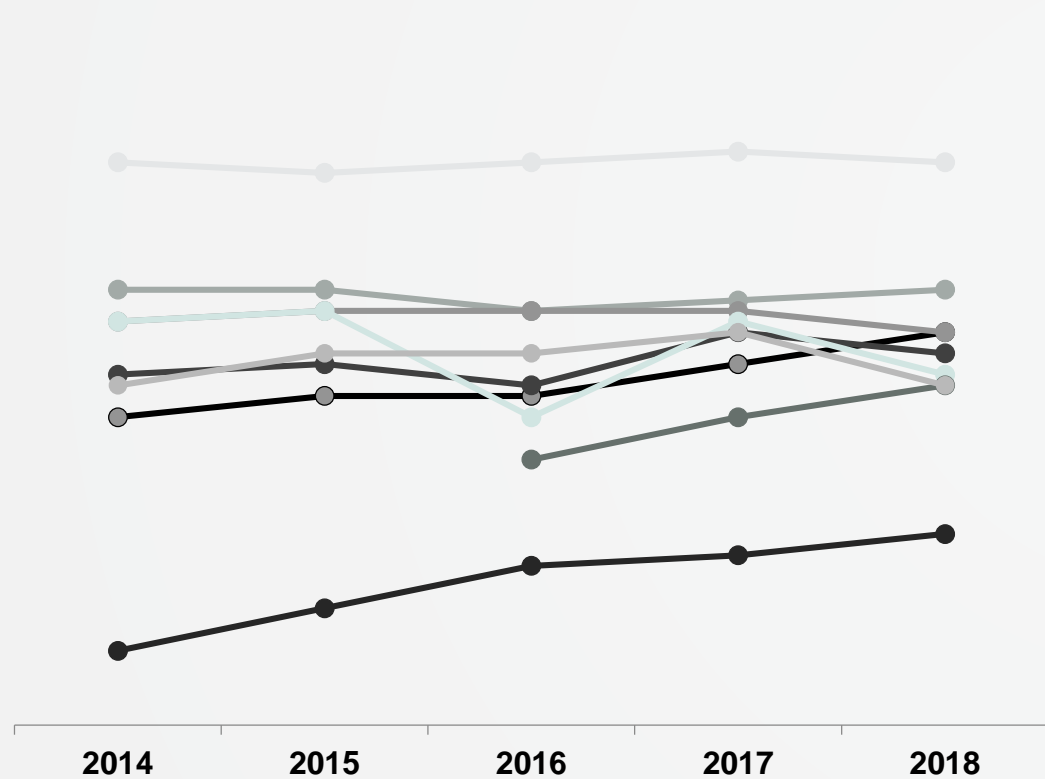
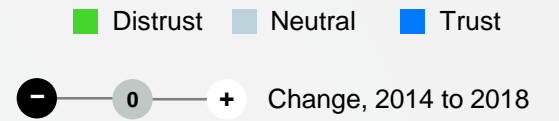
Source: 2018 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust), industries shown to half of the sample. General Population, Italy.



Sector Trends

Financial Services, Energy Rebound

Trust in each industry sector, and change from 2014 to 2018, in Italy



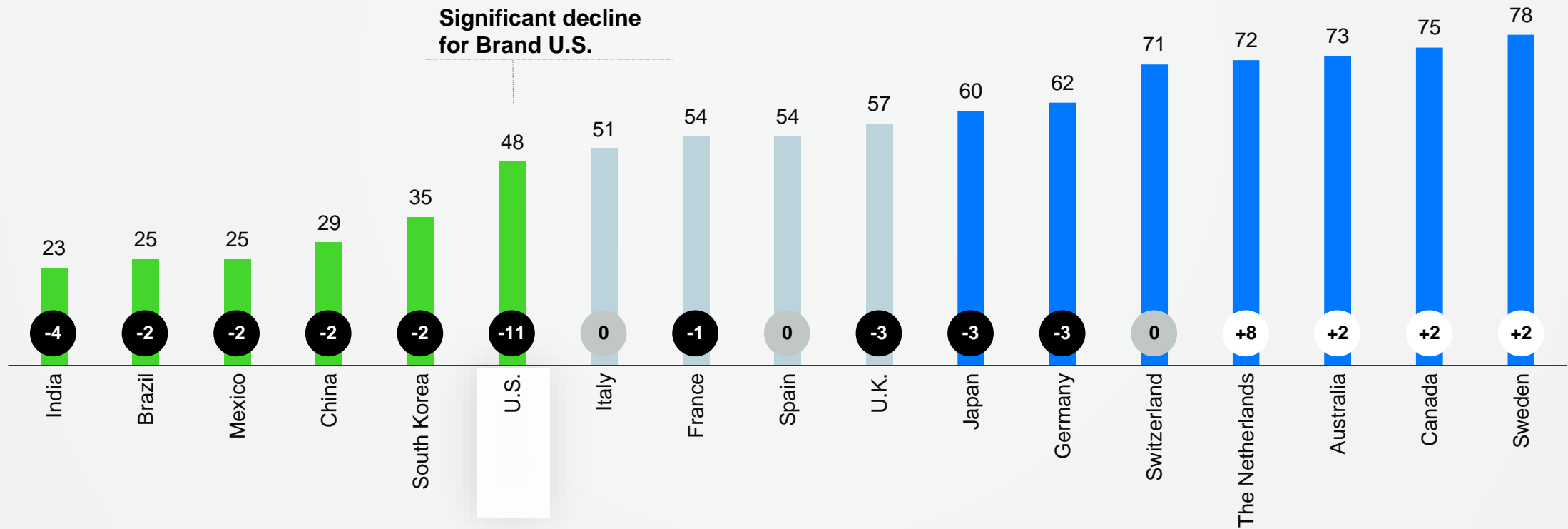
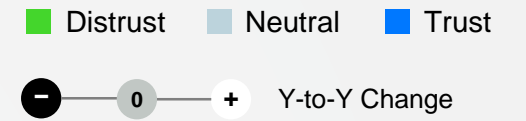
Industry	2014	2015	2016	2017	2018	5 yr. Trend
Technology	78	77	78	79	78	0
Entertainment	66	66	64	65	66	0
Energy	54	56	56	59	62	+8
Food and beverage	63	64	64	64	62	-1
Consumer packaged goods	58	59	57	62	60	+2
Automotive	63	64	54	63	58	-5
Health care	-	-	50	54	57	-
Telecommunications	57	60	60	62	57	0
Financial services	32	36	40	41	43	+11

Source: 2018 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust), industries shown to half of the sample. General Population, Italy.



Largest Decline in Italy for Brand U.S.

Trust in companies headquartered in each country, and change from 2017 to 2018, in Italy



Source: 2018 Edelman Trust Barometer. TRU_NAT. Now we would like to focus on global companies headquartered in specific countries. Please indicate how much you trust global companies headquartered in the following countries to do what is right. Use the same nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust), countries shown to half of the sample. General Population, Italy.

