

# GLOBAL REPORT

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## Edelman Trust Barometer 2020



Rome, Feb 6th, 2020

@EdelmanItalia

#TrustBarometer

# 20<sup>th</sup> ANNUAL EDELMAN TRUST BAROMETER

## Methodology



Online survey in 28 markets

34,000+ respondents total

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

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

Market-specific data margin of error: General population +/- 2.9% (N=1,150), informed public +/- 6.9% (N = min 200, varies by market), China and U.S. +/- 4.4% (N=500), mass population +/- 3.0% to 3.6% (N =min 736, varies by market).

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

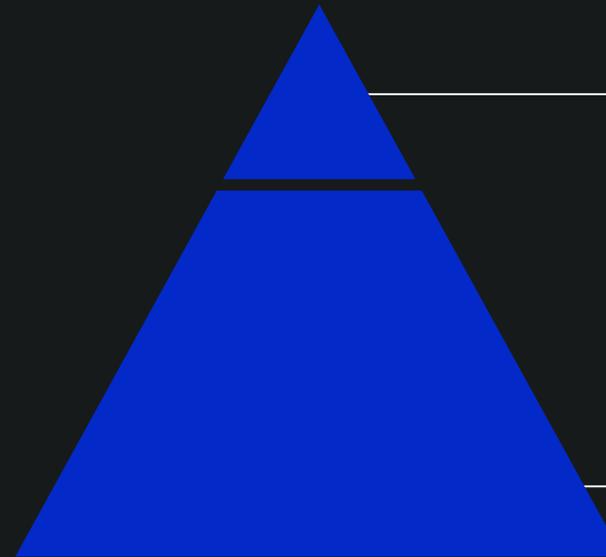
Market-specific = +/- 5.3 to 10.5% (N=min 88, varies by market).

## General Online Population

**1,150**  
respondents  
per market

Ages  
**18+**

All slides show general  
online population data  
unless otherwise noted



### 2020 Gen Z oversample

250 respondents age 18-24 per market

### Informed Public

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

Represents **17%** of total global population

Must meet 4 criteria

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

### Mass Population

All population not  
including informed public

Represents **83%** of total  
global population

# TRUST ESSENTIAL FOR FUTURE SUCCESS

20 years of Edelman  
research on trust

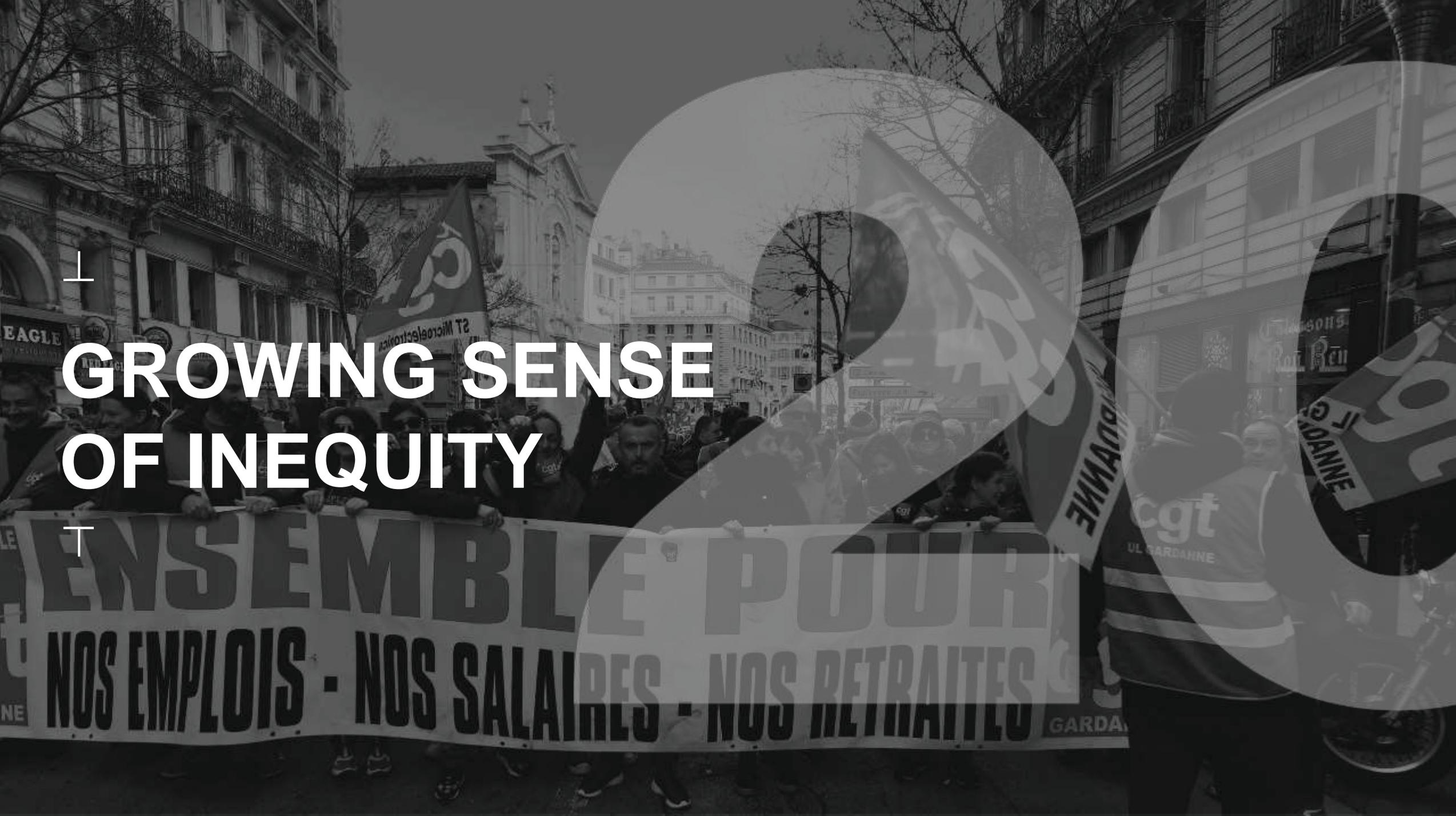


- 2M+ respondents
- 145 companies
- 80k employee reviews
- Interviews with 50+ business leaders
- 23M measures of trust
- Review of 150+ academic articles and 80+ models of trust
- Trust and stock price analysis for 80 companies



# 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 Plummet	Performance and Transparency Essential to Trust
2011	2012	2013	2014	2015	2016	2017	2018	2019	<b>2020</b>
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	<b>Trust: Competence and Ethics</b>



┆  
**GROWING SENSE  
OF INEQUITY**  
┆

**ENSEMBLE POUR  
NOS EMPLOIS - NOS SALAIRES - NOS RETRAITES**

# CONTINUED DISTRUST

## Trust Index

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

12 of 26 markets are distrusters, down 2 from 2019

2020 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 26-mkt avg.

### ▲ 2019 General population

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

### ▲ 2020 General population

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



### Declines in

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

# TRUST INEQUALITY SETS NEW RECORDS

Trust Index

Mass population 14 points less trusting

23 markets with double-digit trust gaps

2020 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Informed public and mass population, 28-mkt avg.

## 2020 Informed public

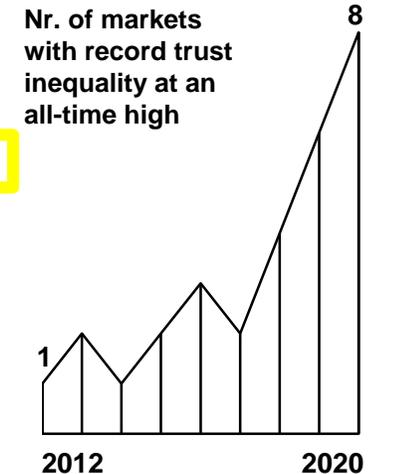
Trust Index	Country
65	Global 28
90	China
87	India
82	Indonesia
80	Saudi Arabia
78	Thailand
75	UAE
71	Mexico
71	Singapore
68	Australia
68	Malaysia
67	Canada
67	The Netherlands
64	Germany
64	Italy
63	France
62	Colombia
60	Argentina
60	Brazil
60	Ireland
59	Spain
58	Kenya
57	U.K.
54	Hong Kong
53	Japan
53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

## 2020 Mass population | Trust gap

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



Record trust inequality



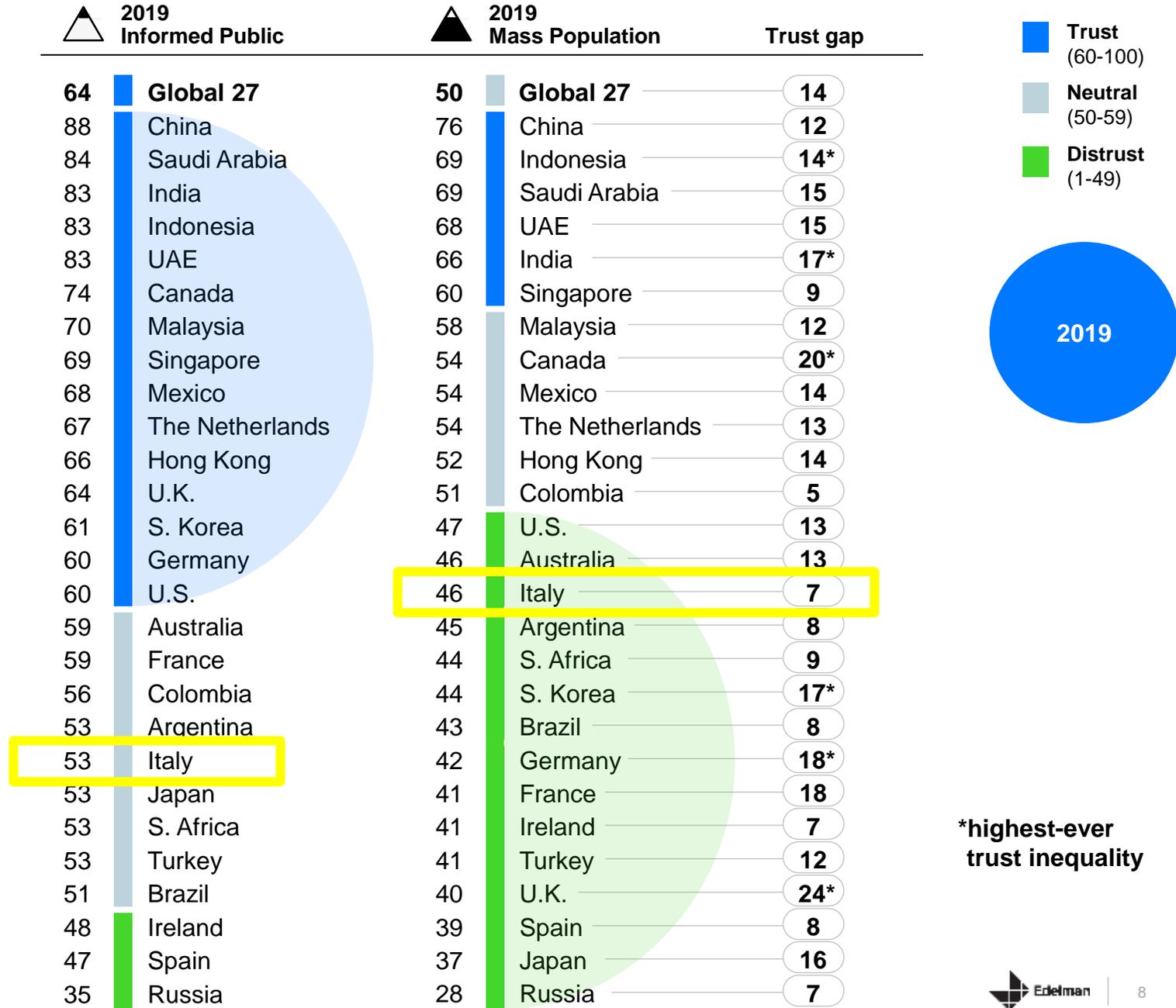
# A WORLD OUT OF BALANCE

Trust Index

Mass population 14 points less trusting

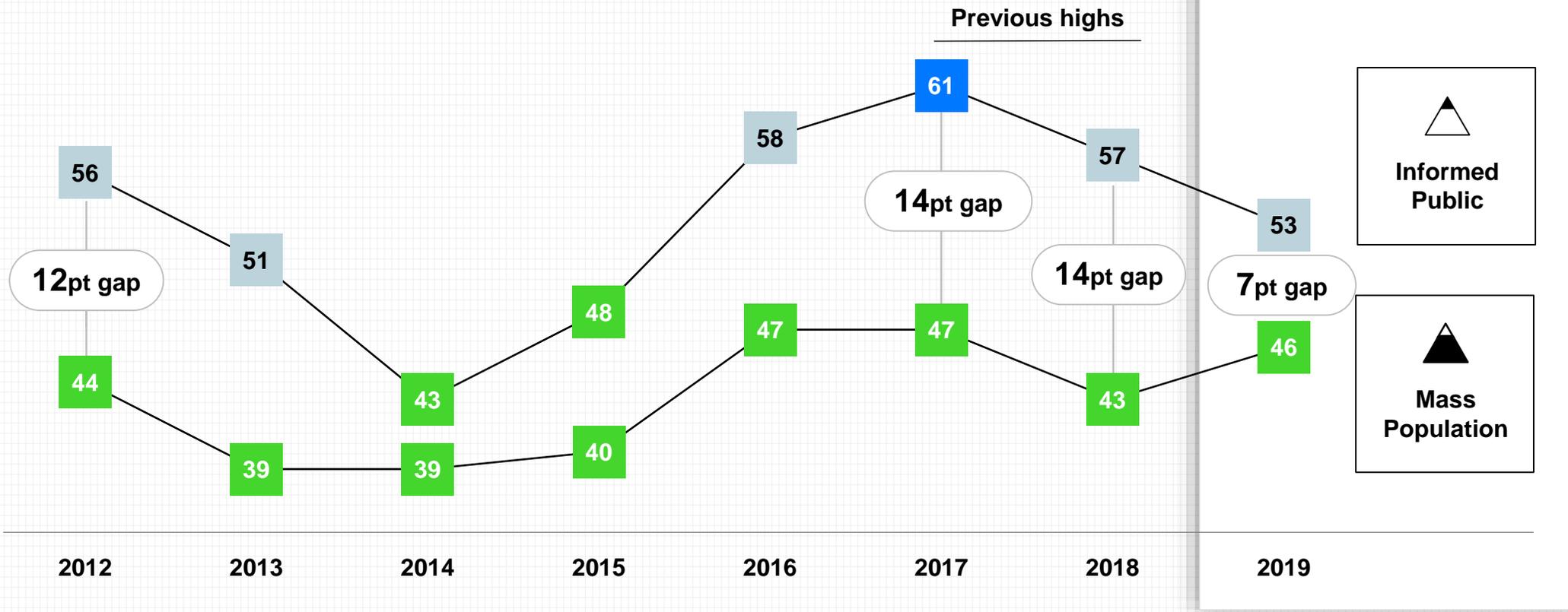
18 markets with double-digit trust gaps

2019 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right 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.” 9-point scale; top 4 box, trust. Informed public and mass population, 27-market global average.

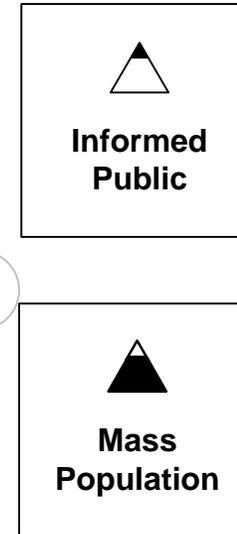


# INFORMED PUBLIC TRUST DECLINE NARROWS TRUST INEQUALITY IN ITALY

Trust Index



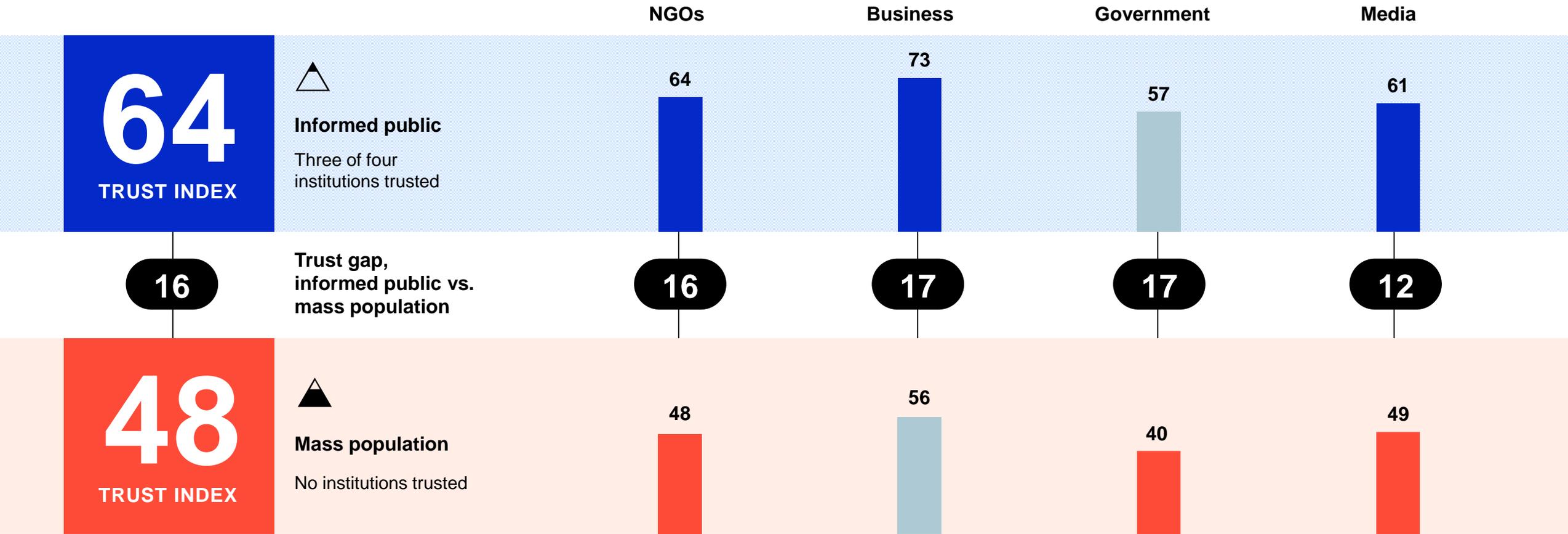
- Trust (60-100)
- Neutral (50-59)
- Distrust (1-49)



2019 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right 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.” 9-point scale; top 4 box, trust. Informed public and mass population, Italy.

# TWO DIFFERENT TRUST REALITIES

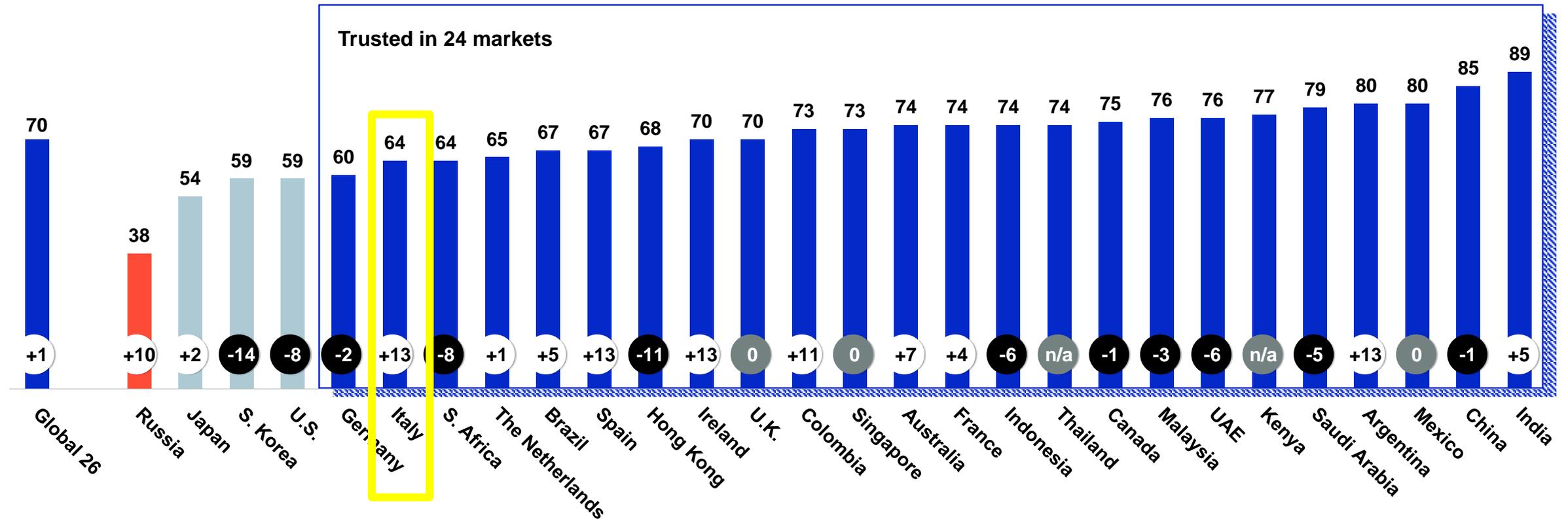
Percent trust in Italy



2020 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Informed public and mass population, Italy.

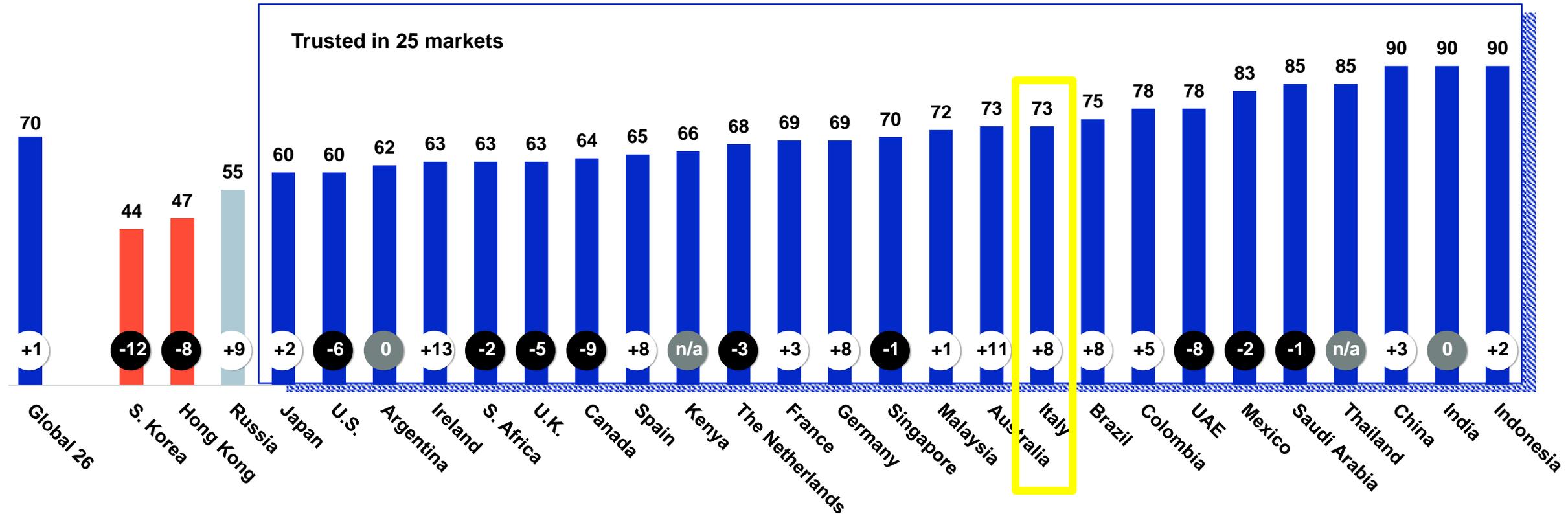
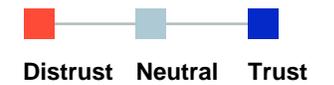
# TRUST IN NGOS INCREASES IN 12 OF 26 MARKETS

Percent trust in NGOs



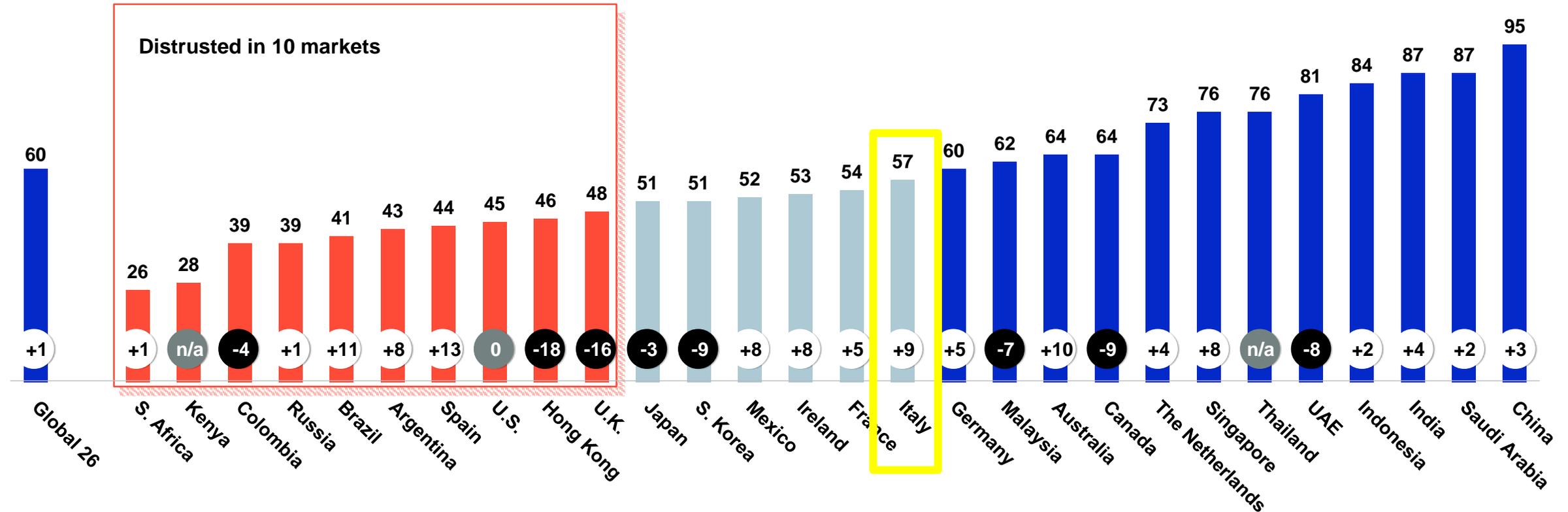
# TRUST IN BUSINESS INCREASES IN 13 OF 26 MARKETS

Percent trust in business



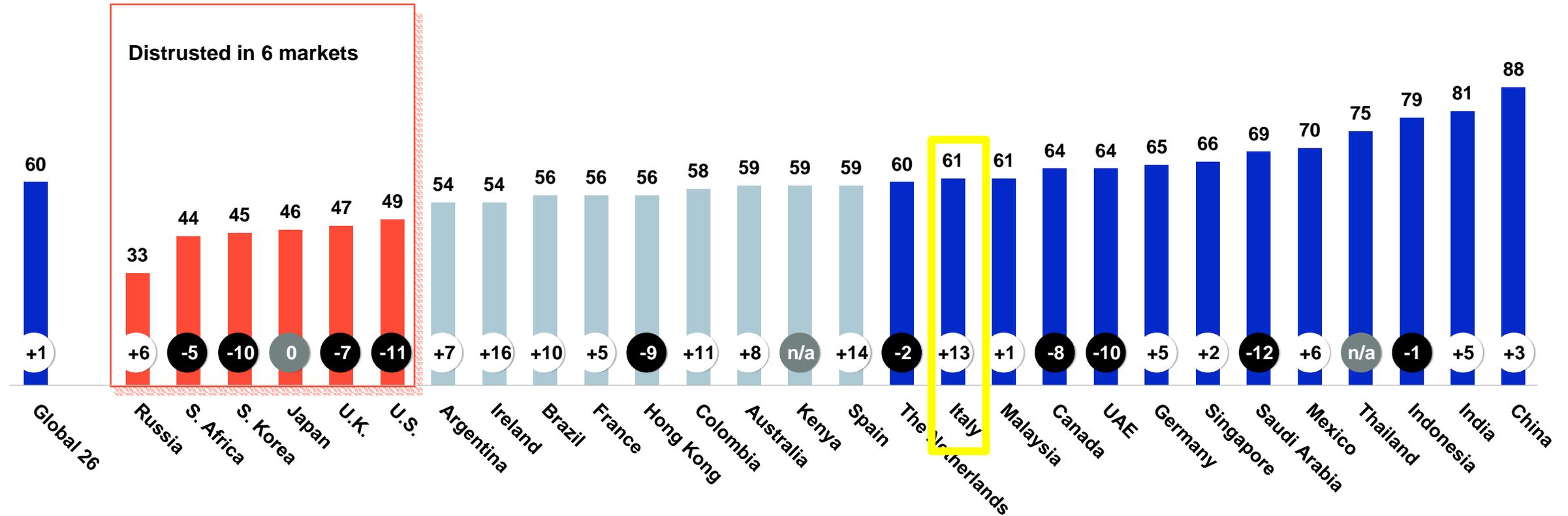
# TRUST IN GOVERNMENT INCREASES IN 17 OF 26 MARKETS

Percent trust in government



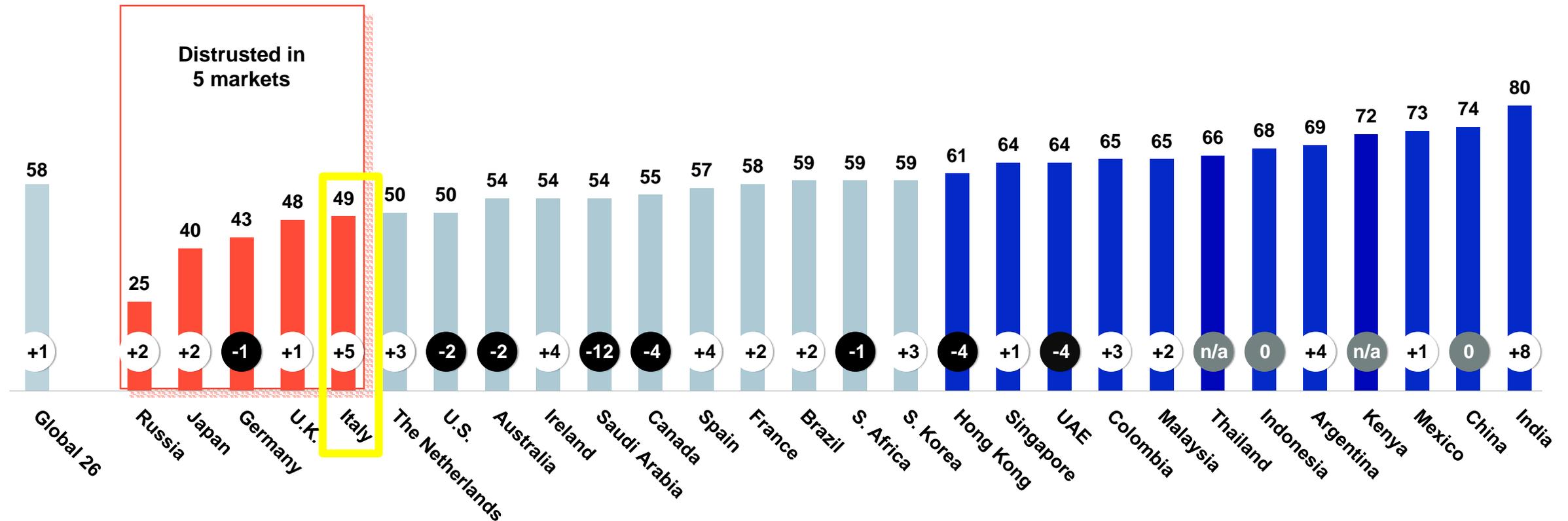
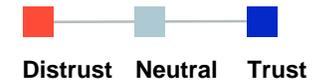
# TRUST IN MEDIA RISES, IN 15 OF 26 MARKETS

Percent trust in media



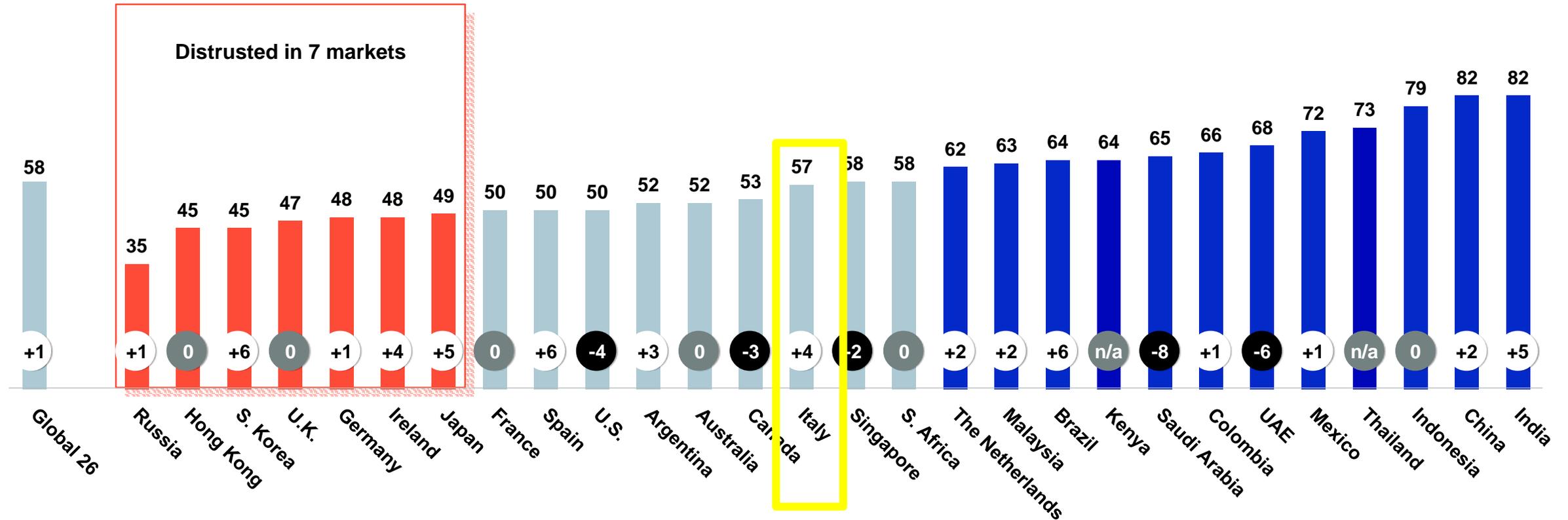
# TRUST IN NGOS INCREASES IN 16 OF 26 MARKETS

Percent trust in NGOs



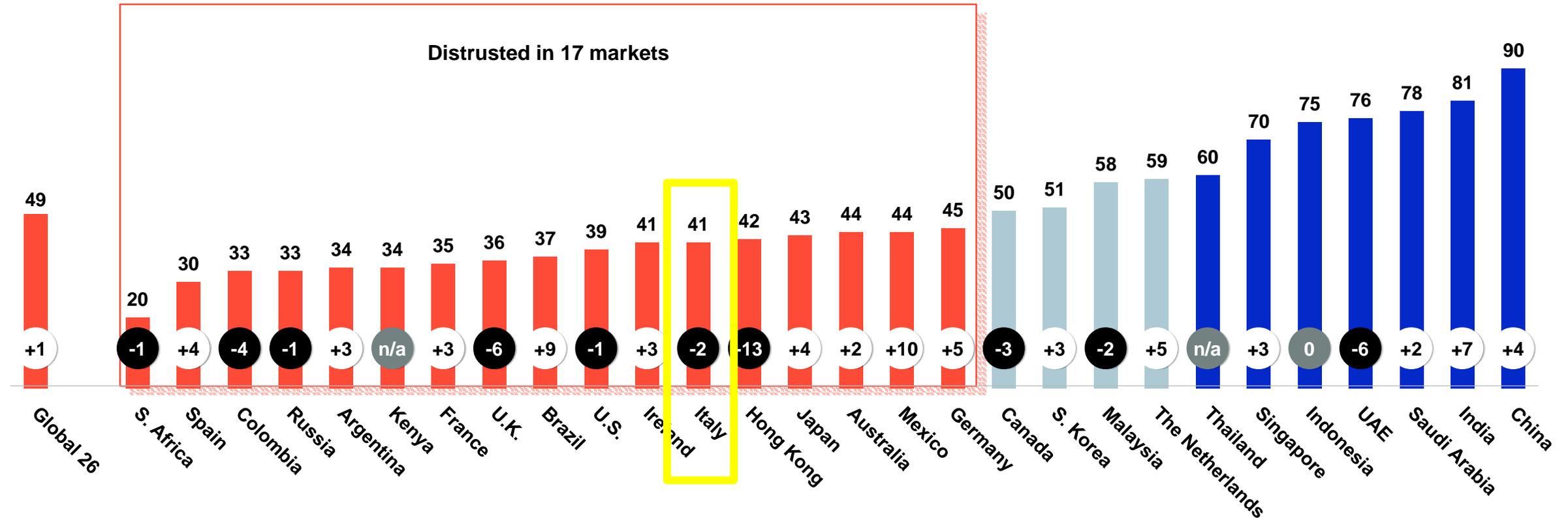
# TRUST IN BUSINESS INCREASES IN 15 OF 26 MARKETS

Percent trust in business



# TRUST IN GOVERNMENT INCREASES IN 15 OF 26 MARKETS

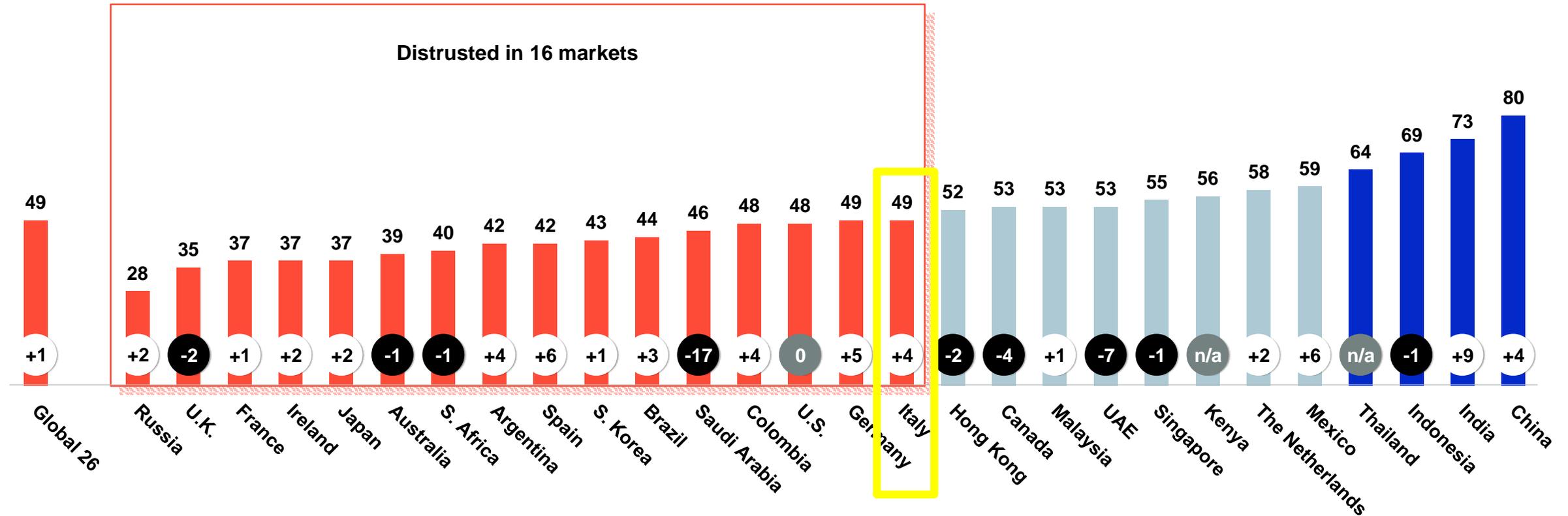
Percent trust in government



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

# TRUST IN MEDIA RISES, IN 16 OF 26 MARKETS

Percent trust in media



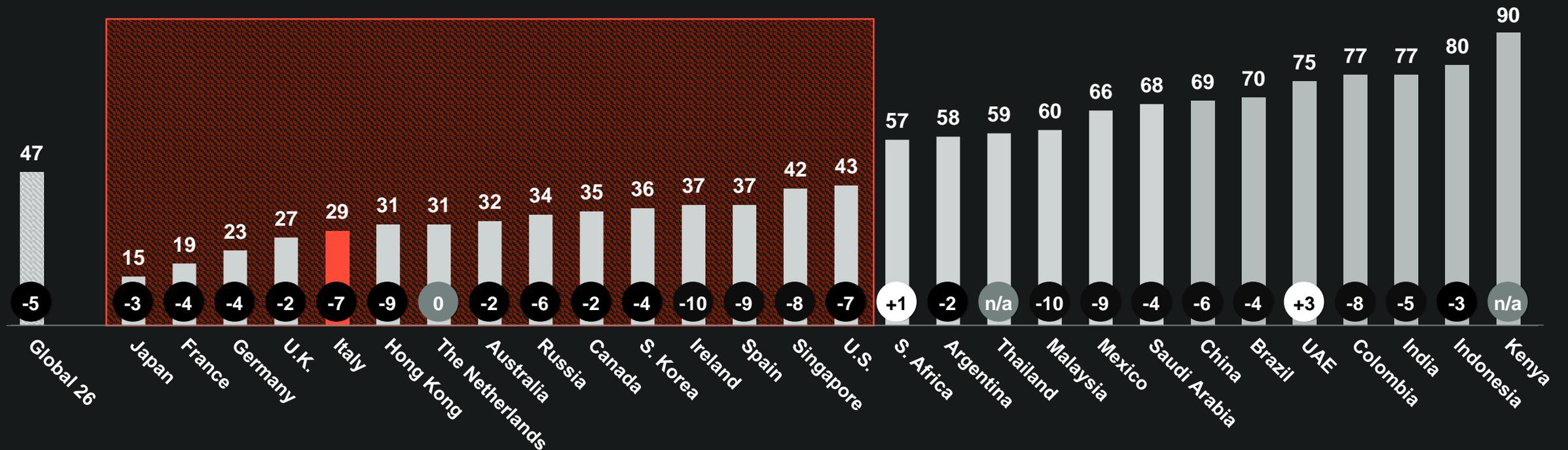
2020 Edelman Trust Barometer. TRU\_INS. [Media in general] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 26-mkt avg.

# PESSIMISTIC ABOUT ECONOMIC PROSPECTS

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

○ — 0 — ⊕ Change, 2019 to 2020

Majority pessimistic in 15 of 28 markets



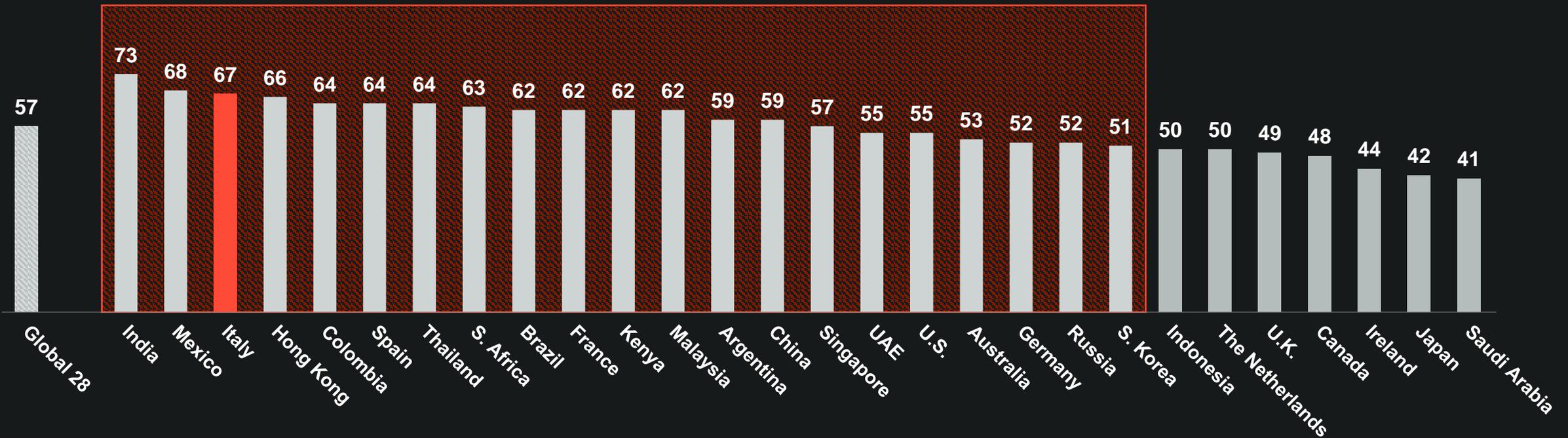
2020 Edelman Trust Barometer. CNG\_FUT. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? 5-point scale; top 2 box, better off. General population, 26-mkt avg.

# FEAR BEING LEFT BEHIND

Percent who are worried

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

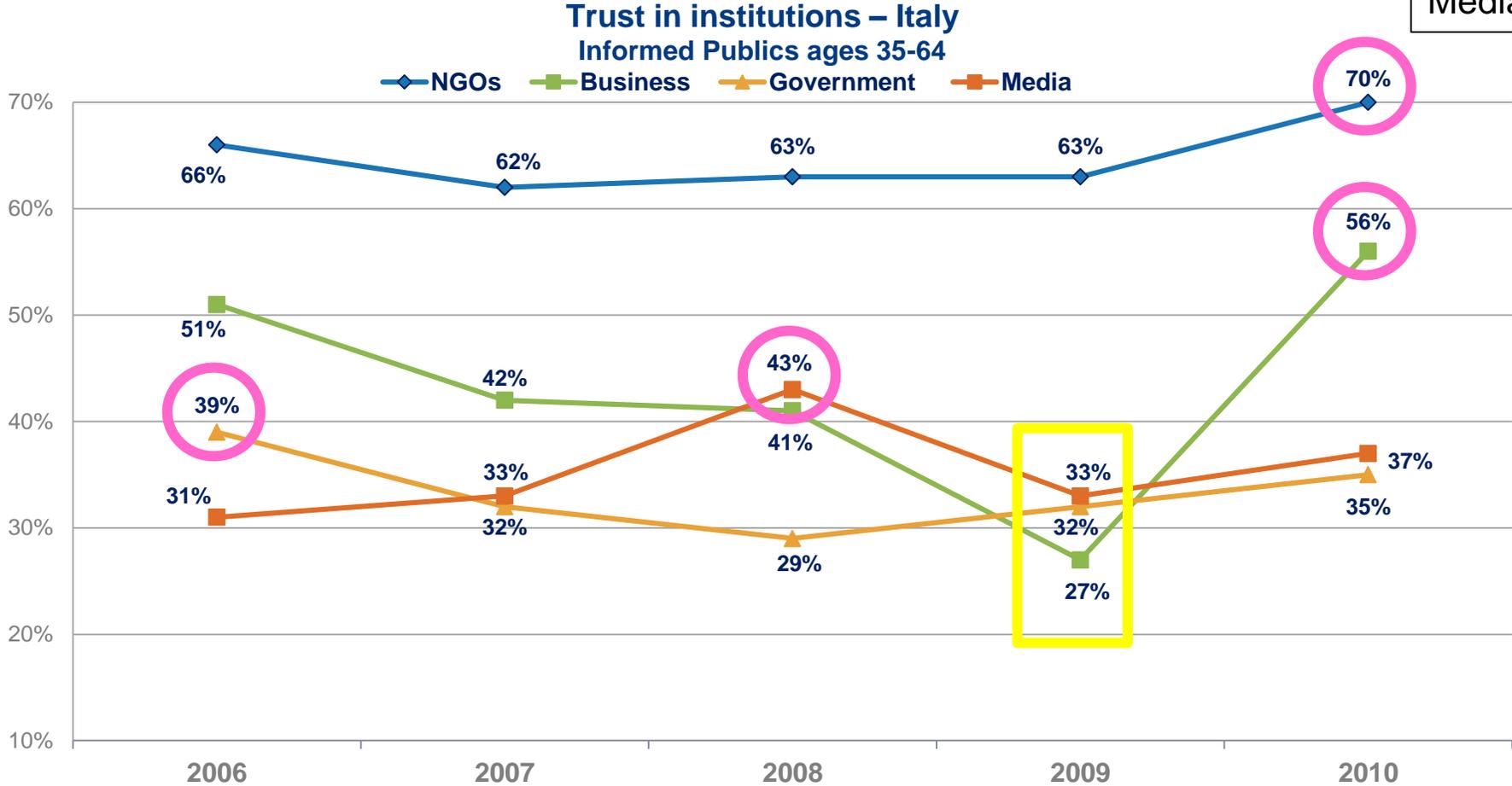
Majority share concern in 21 of 28 markets



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.

# Trust in institutions

**Trust Barometer 2020**  
 Business 73% (+17%)  
 Government 57% (+18%)  
 NGO 64% (-6%)  
 Media 61% (+18%)

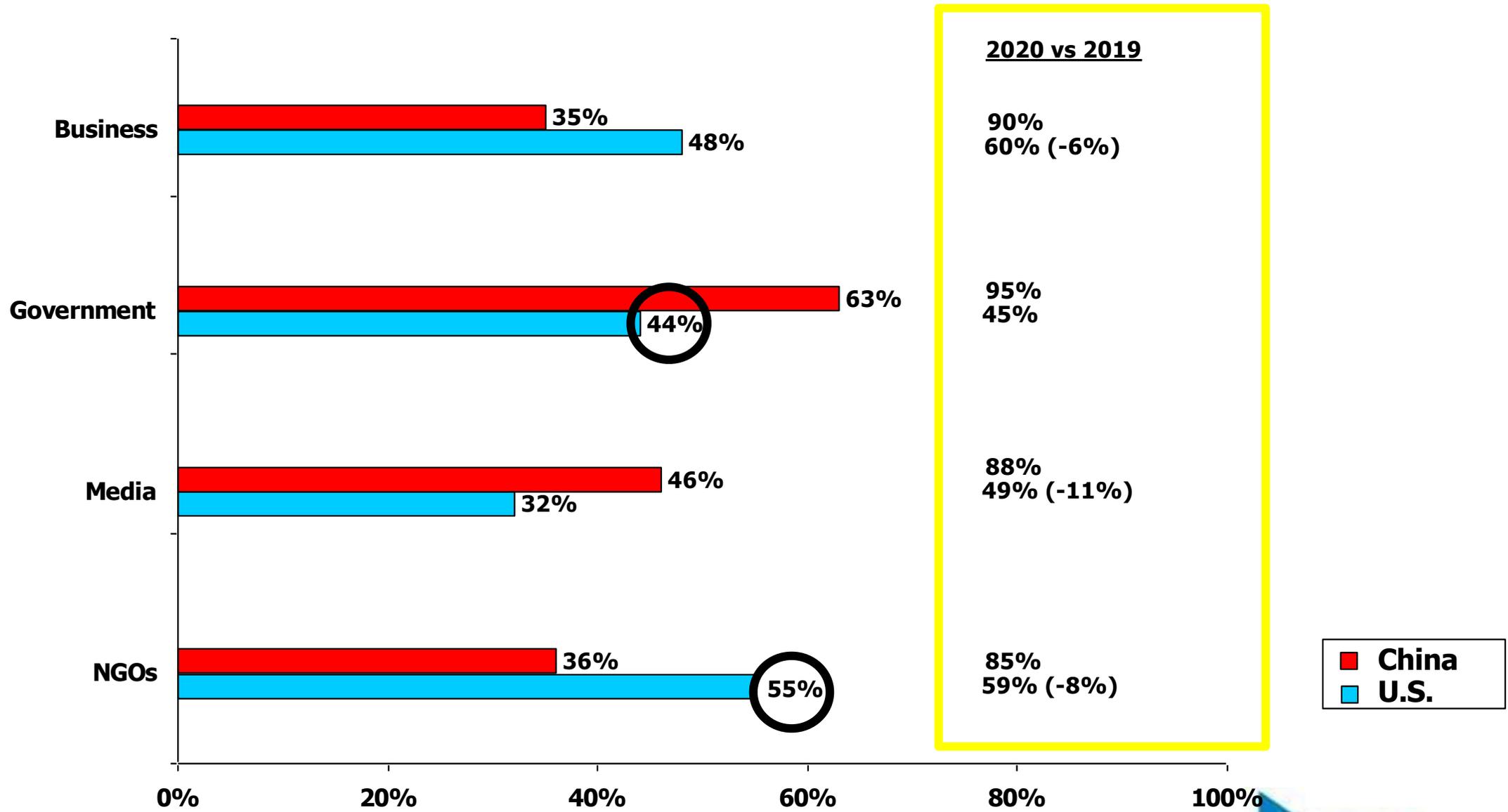


A7-A10. [TRACKING] I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right. On a 9-point scale where one means that you “DO NOT TRUST THEM AT ALL” and nine means that you “TRUST THEM A GREAT DEAL, how much do you trust [INSERT] to do what is right? (Top 4 Box) Informed Publics ages 35-64 in Italy



# Trust in Institutions 2005: Global

Tell me how much you TRUST each institution to do what is right.... ?



Source: Edelman Annual Trust Barometer, Jan 05



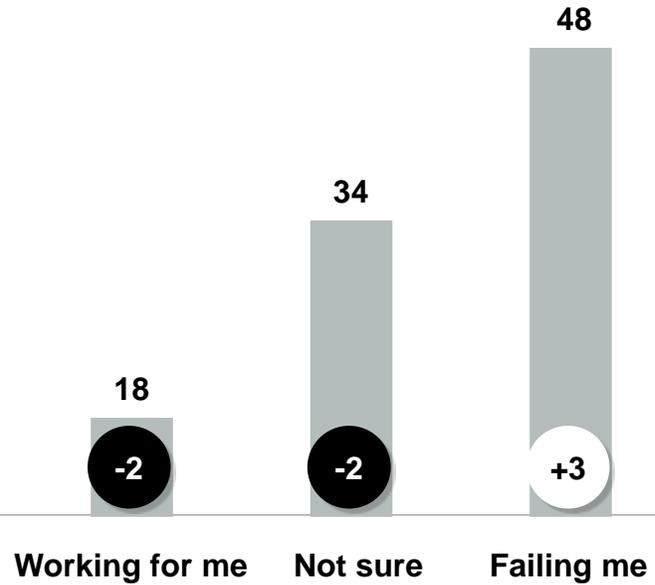
# CAPITALISM UNDER FIRE

Percent who agree



How true is this for you?

Sense of injustice	74
Desire for change	73
Lack of confidence	66
Lack of hope	26



The system is...

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

⊥  
**56%**

2020 Edelman Trust Barometer. "System failing" measure. For full details on how the "system failing" measure was calculated, please refer to the Technical Appendix. POP\_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is. 9-point scale; top 4 box, true. General population, 26-mkt avg. Sense of injustice is an average of POP\_MDC/1,2,3,8; Desire for change is POP\_MDC/9; Lack of confidence is POP\_MDC/10; Lack of hope is an average of POP\_MDC/18,19,20 [reverse scored]. TMA\_SIE\_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, 28-mkt avg.

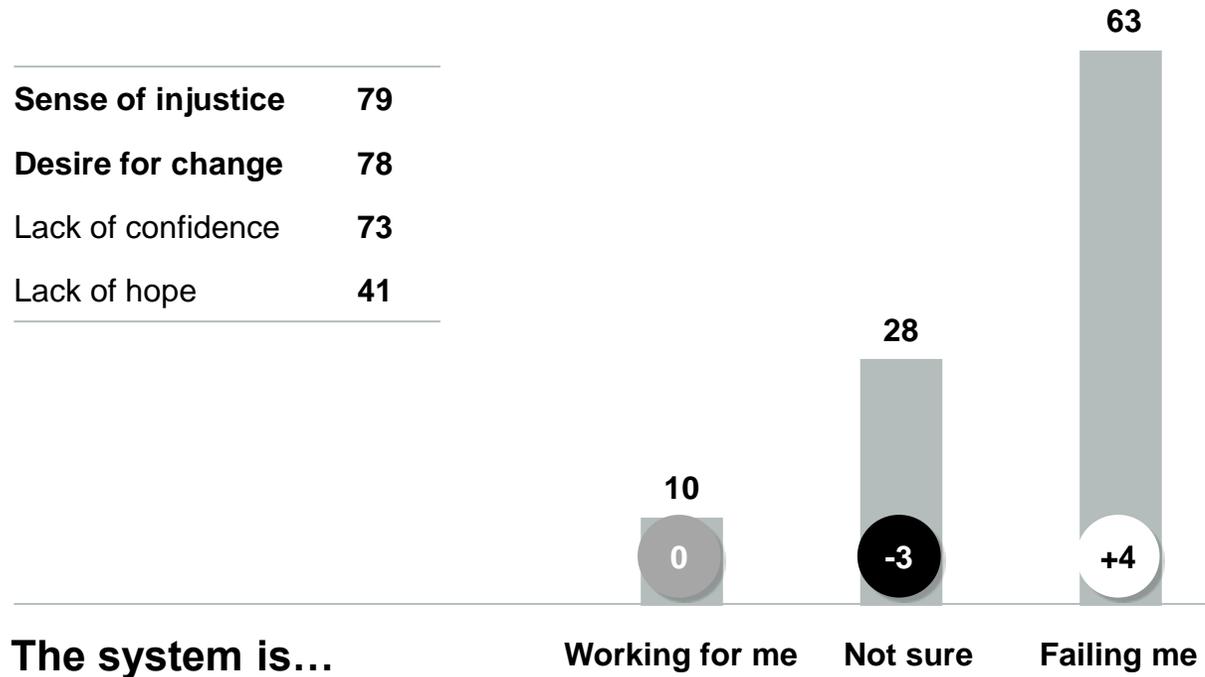
# CAPITALISM UNDER FIRE

Percent in Italy who agree



How true is this for you?

Sense of injustice	79
Desire for change	78
Lack of confidence	73
Lack of hope	41



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

⊥  
**61%**

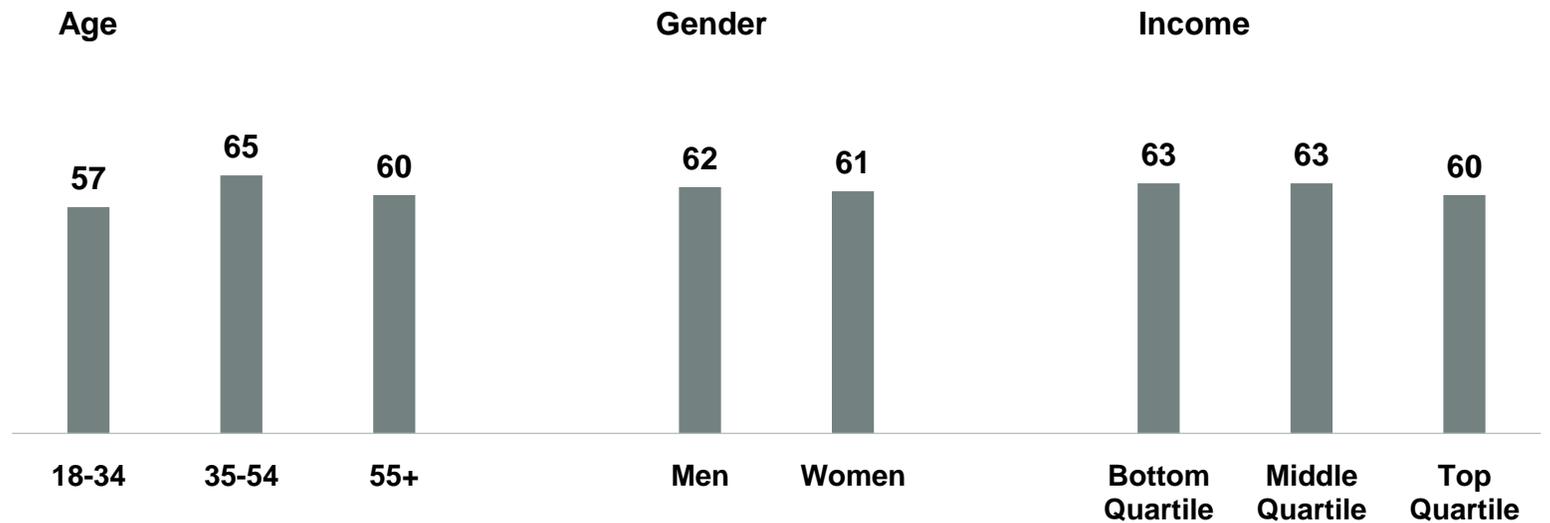
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# CAPITALISM IN QUESTION ACROSS GENERATIONS, GENDERS AND INCOME GROUPS

Percent in Italy who agree

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

⊥  
**61%**



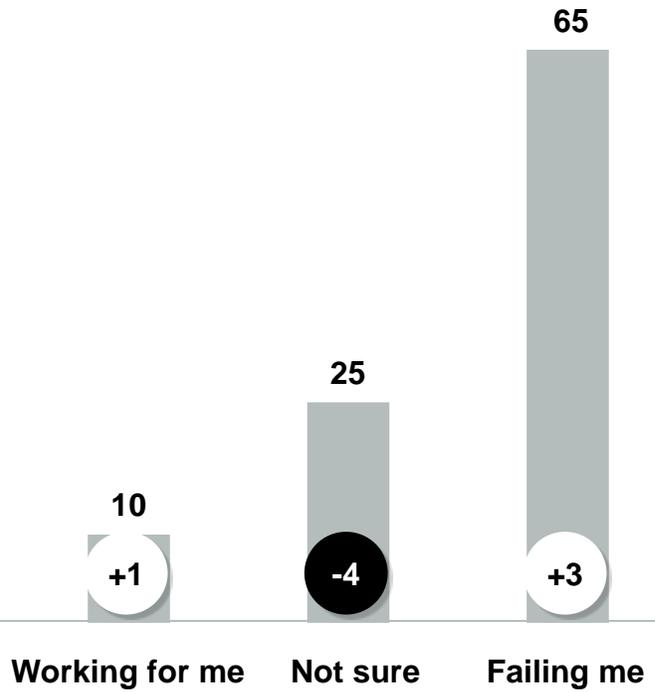
# CAPITALISM UNDER FIRE

Percent in France who agree



How true is this for you?

Sense of injustice	78
Desire for change	76
Lack of confidence	69
Lack of hope	42



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

⊥  
**69%**

2020 Edelman Trust Barometer. "System failing" measure. For full details on how the "system failing" measure was calculated, please refer to the Technical Appendix. POP\_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is. 9-point scale; top 4 box, true. General population, France. Sense of injustice is an average of POP\_MDC/1,2,3,8; Desire for change is POP\_MDC/9; Lack of confidence is POP\_MDC/10; Lack of hope is an average of POP\_MDC/18,19,20 [reverse scored]. TMA\_SIE\_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, France.

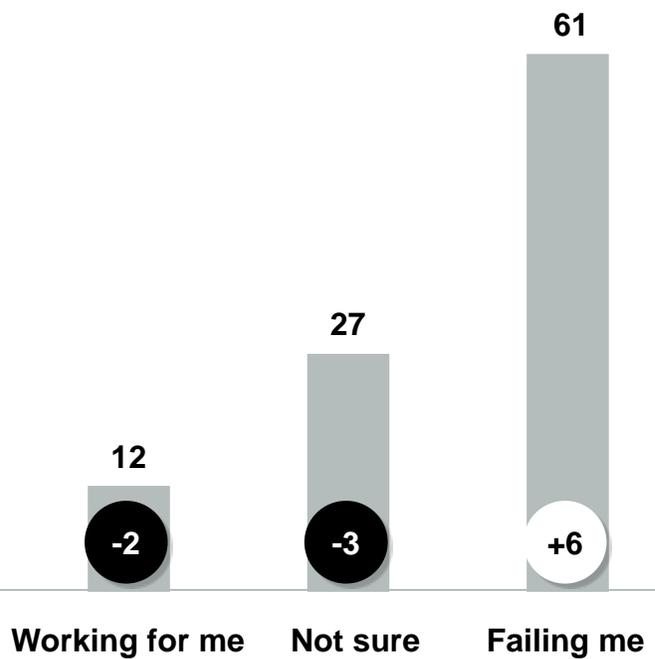
# CAPITALISM UNDER FIRE

Percent in Germany who agree



How true is this for you?

Desire for change	78
Sense of injustice	75
Lack of confidence	68
Lack of hope	36



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

⊥  
**55%**

2020 Edelman Trust Barometer. "System failing" measure. For full details on how the "system failing" measure was calculated, please refer to the Technical Appendix. POP\_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is. 9-point scale; top 4 box, true. General population, Germany. Sense of injustice is an average of POP\_MDC/1,2,3,8; Desire for change is POP\_MDC/9; Lack of confidence is POP\_MDC/10; Lack of hope is an average of POP\_MDC/18,19,20 [reverse scored]. TMA\_SIE\_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, Germany.

⊥

# UNPREPARED FOR THE FUTURE

⊥



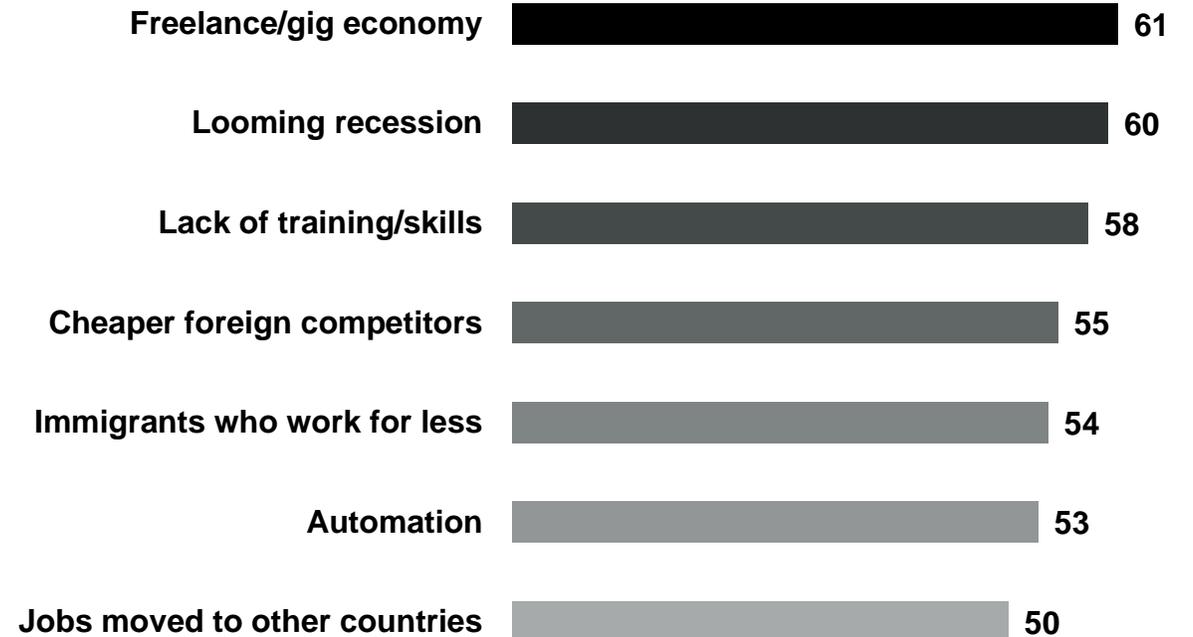
# WORRY ABOUT THE FUTURE OF WORK

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

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

⊥

**83%**

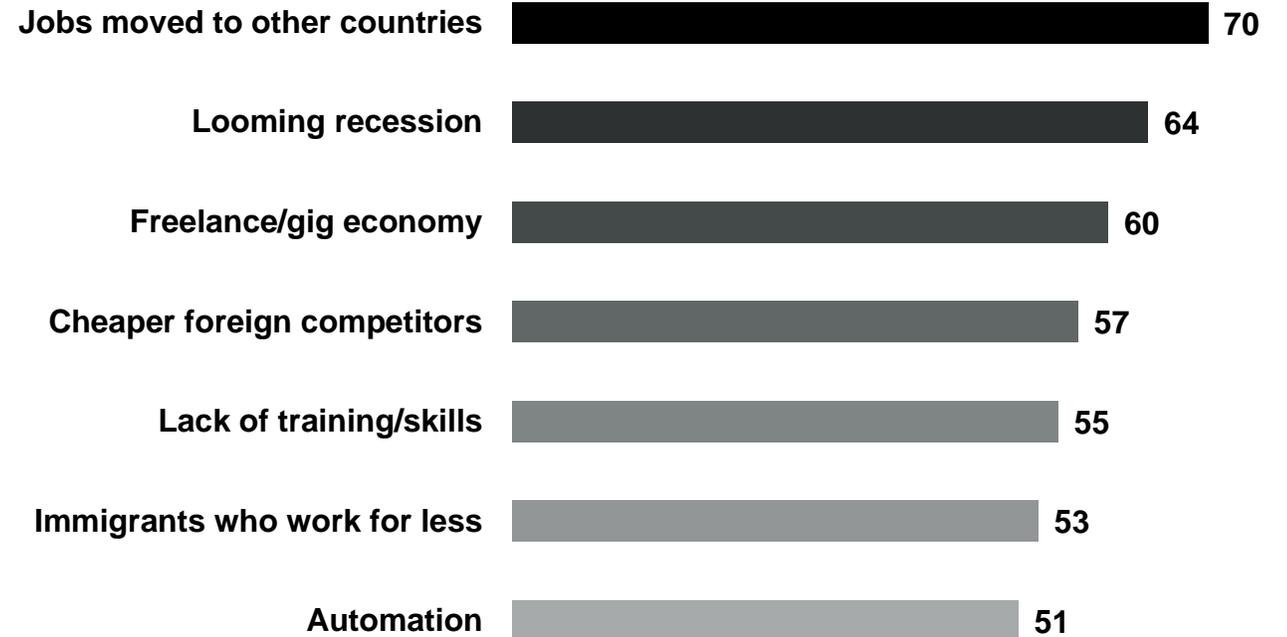


# WORRY ABOUT THE FUTURE OF WORK

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

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

⊥  
**87%**

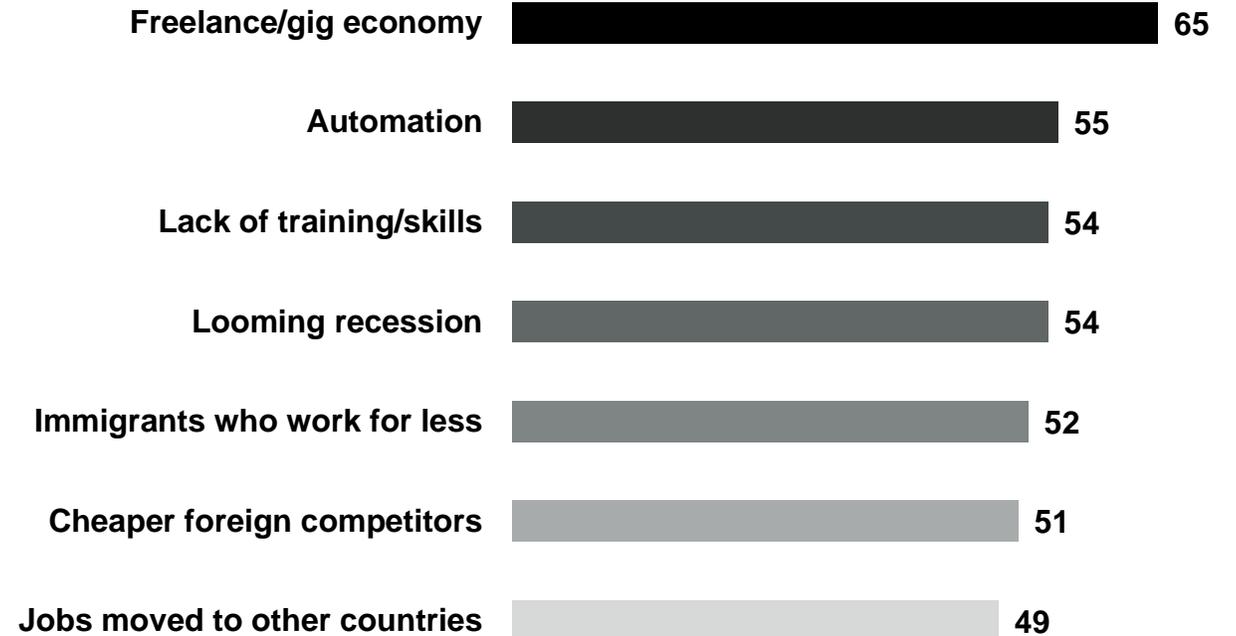


# WORRY ABOUT THE FUTURE OF WORK

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

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

⊥  
**87%**



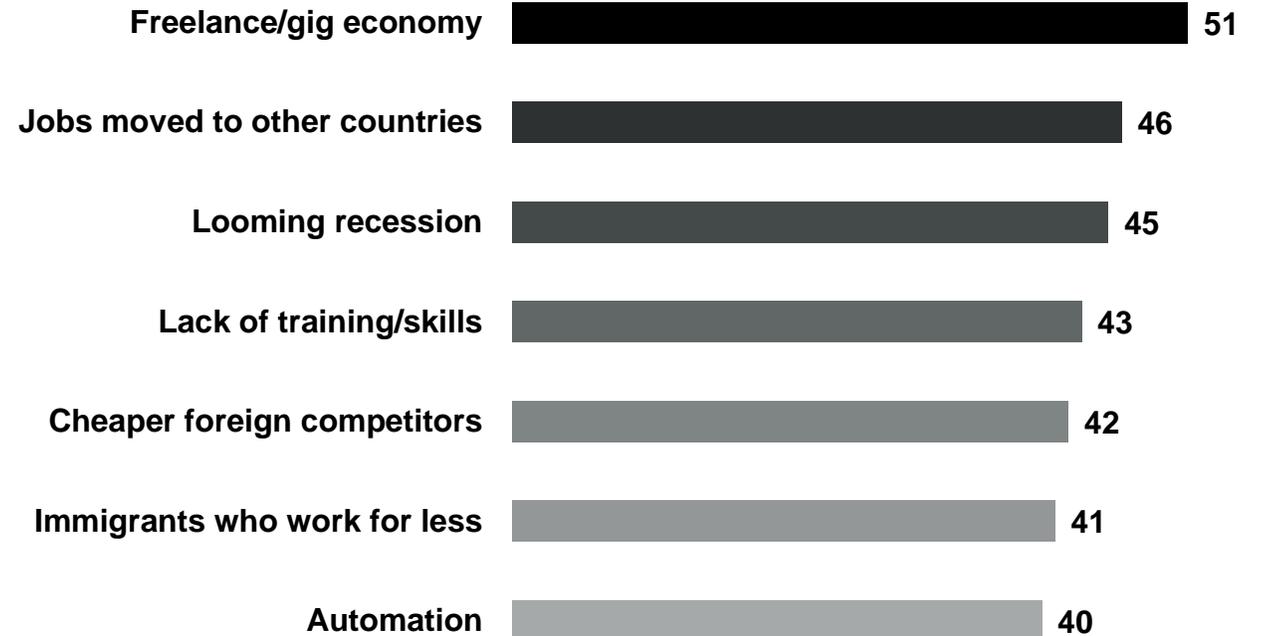
# WORRY ABOUT THE FUTURE OF WORK

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

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

⊥

**73%**



# 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).

# WORRY TECHNOLOGY IS OUT OF CONTROL

Percent 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

⊥  
**61%**

⊥  
**66%**

⊥  
**61%**

Trust in technology  
2019-2020

Global 26

-4

Largest declines in:

France

-10

Canada, Italy,  
Russia, Singapore

-8

U.S.

-7

Australia

-6

2020 Edelman Trust Barometer. CNG\_POC. For the statements below, please think about the pace of development and change in society today and select the response that most accurately represents your opinion. 9-point scale; top 4 box, fast. 28-mkt avg. 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. 28-mkt avg. PER\_GOV. How well do you feel the government is currently doing each of the following? 5-point scale; bottom 3 box, not doing well (data excludes DK responses). 25-mkt avg. (data not collected in China, Russia, and Thailand). TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. 26-mkt avg. All questions asked of half of the sample among the general population.

# WORRY TECHNOLOGY IS OUT OF CONTROL

Percent in Italy 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

⊥  
**67%**

⊥  
**59%**

⊥  
**80%**

Trust in technology  
2019-2020

Global 26

-4

Largest declines in:

France

-10

Canada, Italy,  
Russia, Singapore

-8

U.S.

-7

Australia

-6

2020 Edelman Trust Barometer. CNG\_POC. For the statements below, please think about the pace of development and change in society today and select the response that most accurately represents your opinion. 9-point scale; top 4 box, fast. Italy. 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. Italy. PER\_GOV. How well do you feel the government is currently doing each of the following? 5-point scale; bottom 3 box, not doing well (data excludes DK responses). Italy. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. 26-mkt avg. All questions asked of half of the sample among the general population.

# WORRY TECHNOLOGY IS OUT OF CONTROL

Percent in France 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

⊥  
**55%**

⊥  
**61%**

⊥  
**61%**

Trust in technology  
2019-2020

Global 26

-4

Largest declines in:

France

-10

Canada, Italy,  
Russia, Singapore

-8

U.S.

-7

Australia

-6

2020 Edelman Trust Barometer. CNG\_POC. For the statements below, please think about the pace of development and change in society today and select the response that most accurately represents your opinion. 9-point scale; top 4 box, fast. France. 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. France. PER\_GOV. How well do you feel the government is currently doing each of the following? 5-point scale; bottom 3 box, not doing well (data excludes DK responses). France. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. France. All questions asked of half of the sample among the general population.

# WORRY TECHNOLOGY IS OUT OF CONTROL

Percent in Germany 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

⊥  
**50%**

⊥  
**59%**

⊥  
**75%**

Trust in technology  
2019-2020

Global 26

-4

Largest declines in:

France

-10

Canada, Italy,  
Russia, Singapore

-8

U.S.

-7

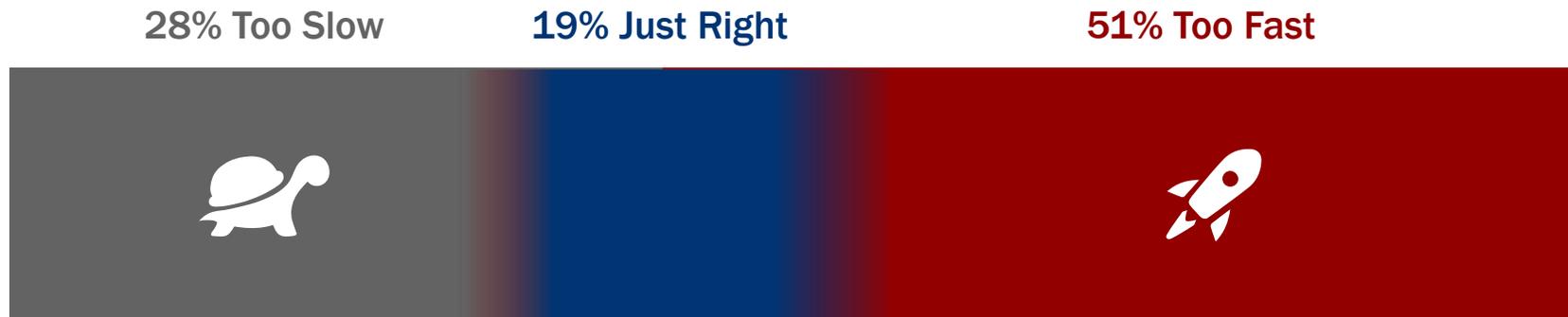
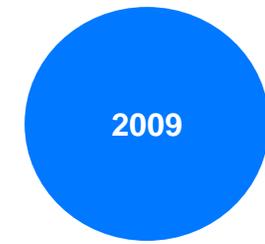
Australia

-6

2020 Edelman Trust Barometer. CNG\_POC. For the statements below, please think about the pace of development and change in society today and select the response that most accurately represents your opinion. 9-point scale; top 4 box, fast. Germany. 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. Germany. PER\_GOV. How well do you feel the government is currently doing each of the following? 5-point scale; bottom 3 box, not doing well (data excludes DK responses). Germany. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. 26-mkt avg. All questions asked of half of the sample among the general population.

# TRUST IN BUSINESS INNOVATION: PACE IS TOO FAST BY A 2-TO-1 MARGIN

THE PACE OF DEVELOPMENT AND CHANGE IN BUSINESS AND INDUSTRY TODAY IS...



Q349-351. Below are a number of statements. For each, please think about the pace of development and change in business and industry today and select the response that most accurately represents your opinion. (Not Enough, Too Much) Informed Publics, 27-country global total.

# WORRY ABOUT QUALITY INFORMATION

Percent who agree

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

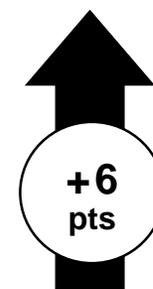


57%

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



76%



Change,  
2018 to 2020

# WORRY ABOUT QUALITY INFORMATION

Percent in Italy who agree

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

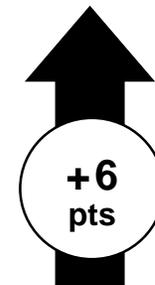


63%

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



76%



Change,  
2018 to 2020



# WORRY ABOUT QUALITY INFORMATION

Percent in France who agree

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

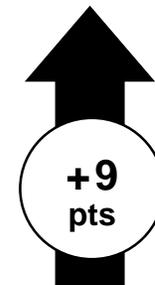


52%

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



69%



Change,  
2018 to 2020



# WORRY ABOUT QUALITY INFORMATION

Percent in Germany who agree

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

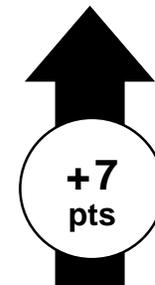


**36%**

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



**68%**

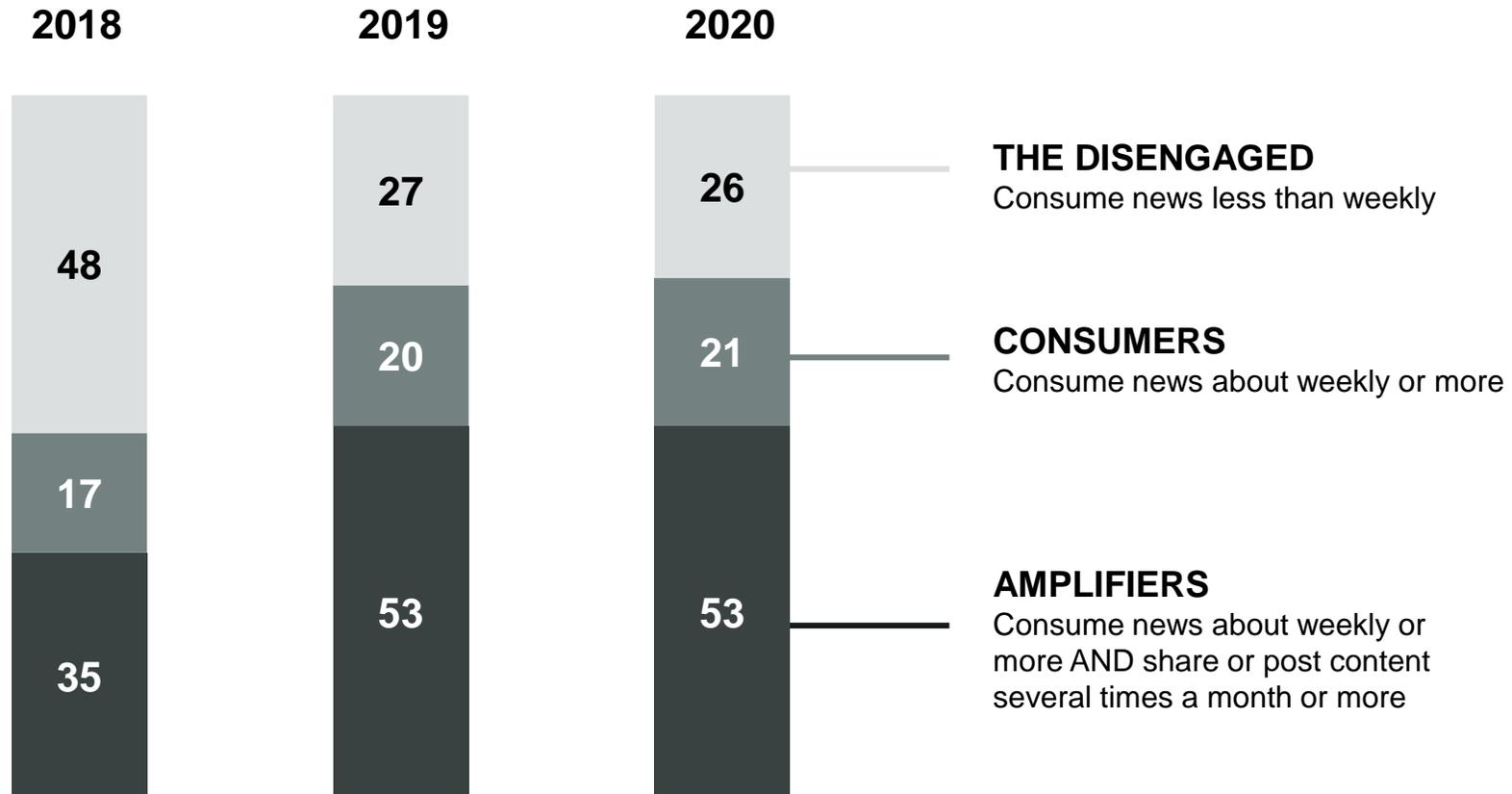


Change,  
2018 to 2020



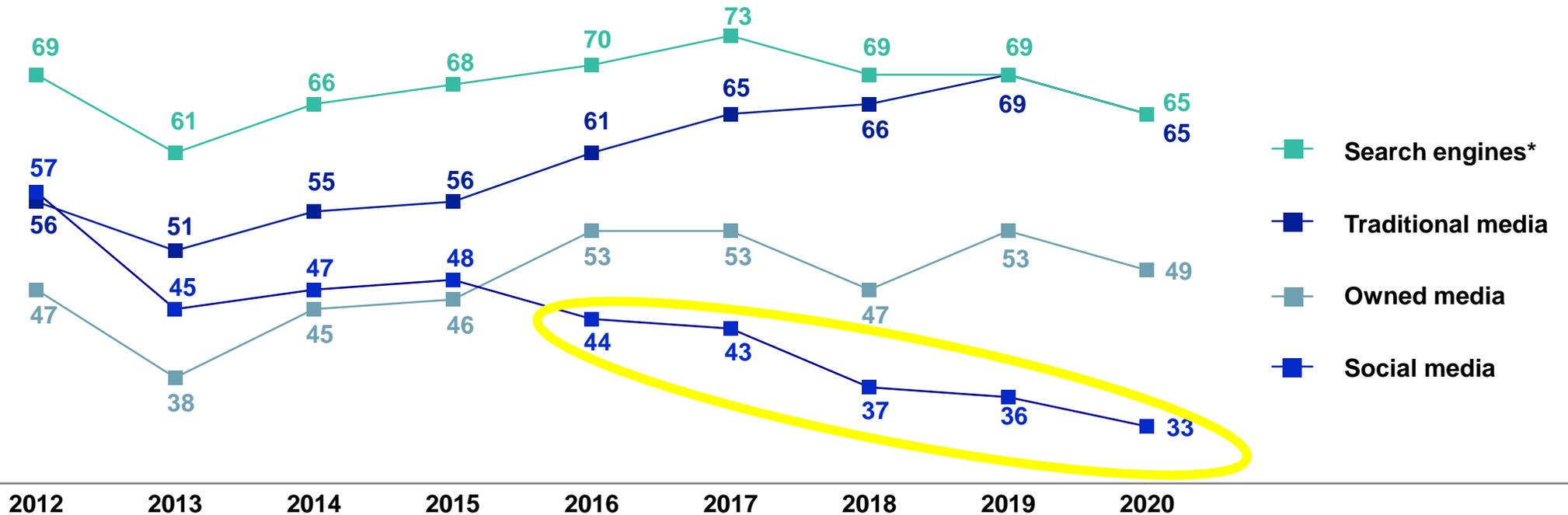
# CONTINUED ENGAGEMENT WITH NEWS

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



# SOCIAL MEDIA SEES LARGEST TRUST DECLINES

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



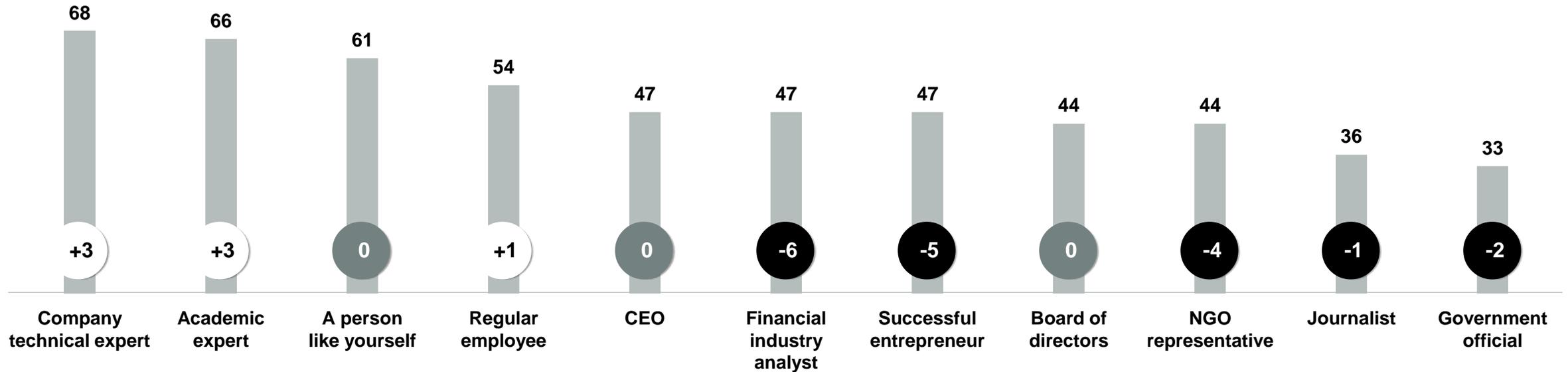
2020 Edelman Trust Barometer. COM\_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Italy.

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

# EXPERTS AND PEERS MOST CREDIBLE

Percent who rate each source as very/extremely credible

Change, 2019 to 2020

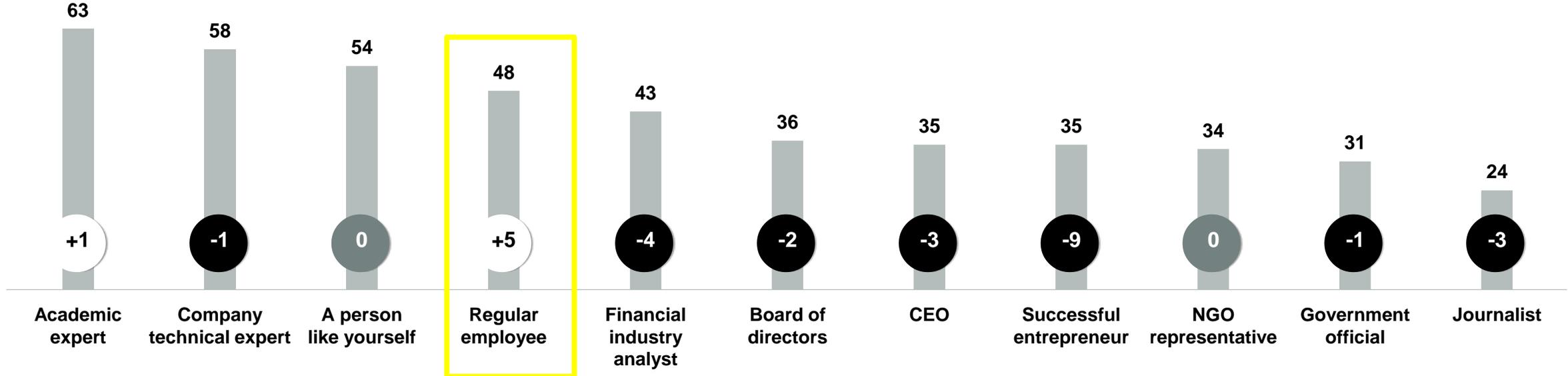


2020 Edelman Trust Barometer. CRE\_PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all. 4-point scale; top 2 box, credible. Spokespeople asked of half of the sample. General population, 26-mkt avg.

# EXPERTS AND PEERS MOST CREDIBLE

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

Change, 2019 to 2020



2020 Edelman Trust Barometer. CRE\_PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all. 4-point scale; top 2 box, credible. Spokespeople asked of half of the sample. General population, Italy.

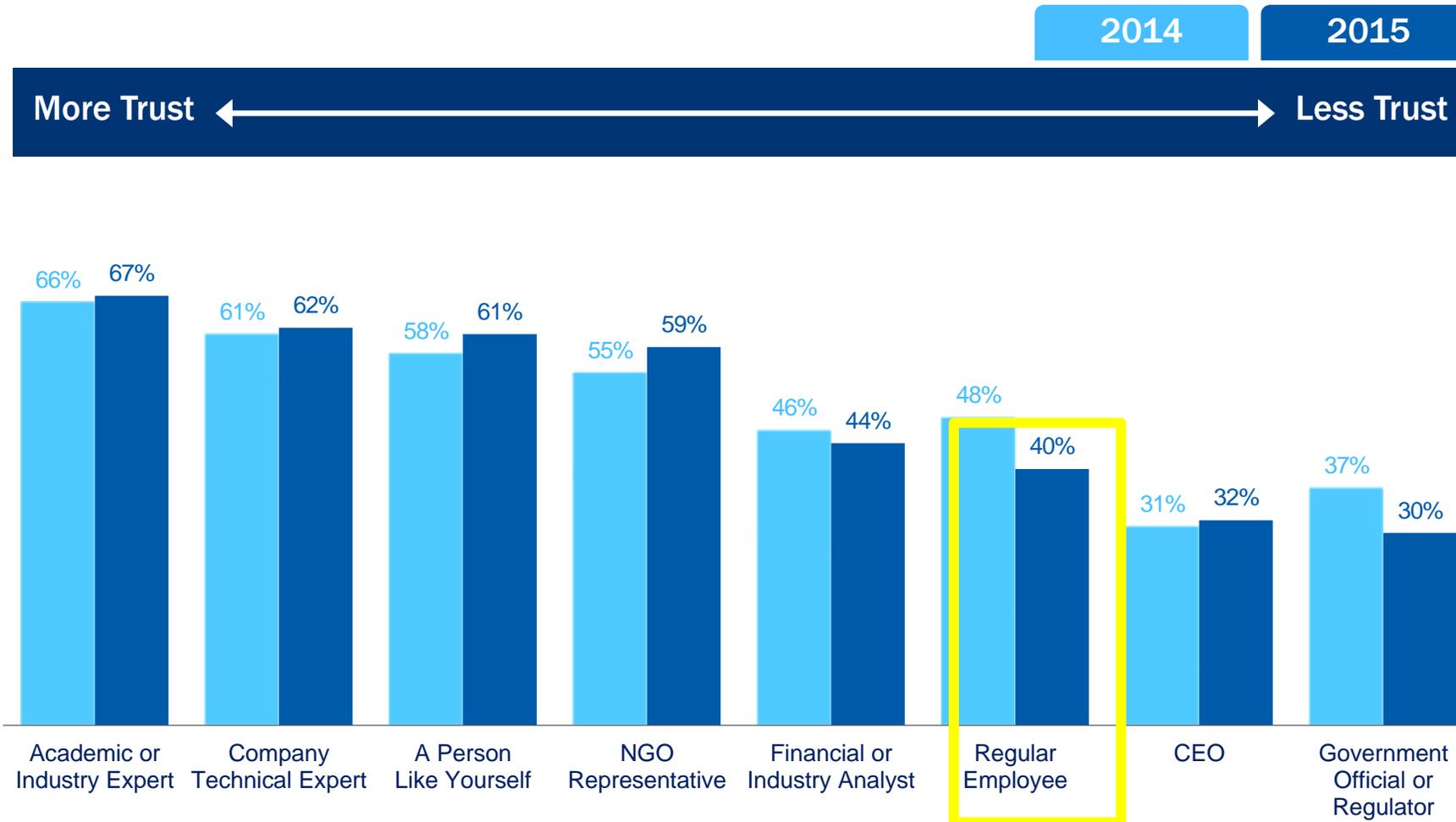
# LEADERSHIP: ESPERTI E “PERSONE COME ME” CREDIBILI IL DOPPIO DEL CEO



Informed  
Public



CREDIBILITY OF SPOKESPERSONS, 2014 VS. 2015 IN ITALY

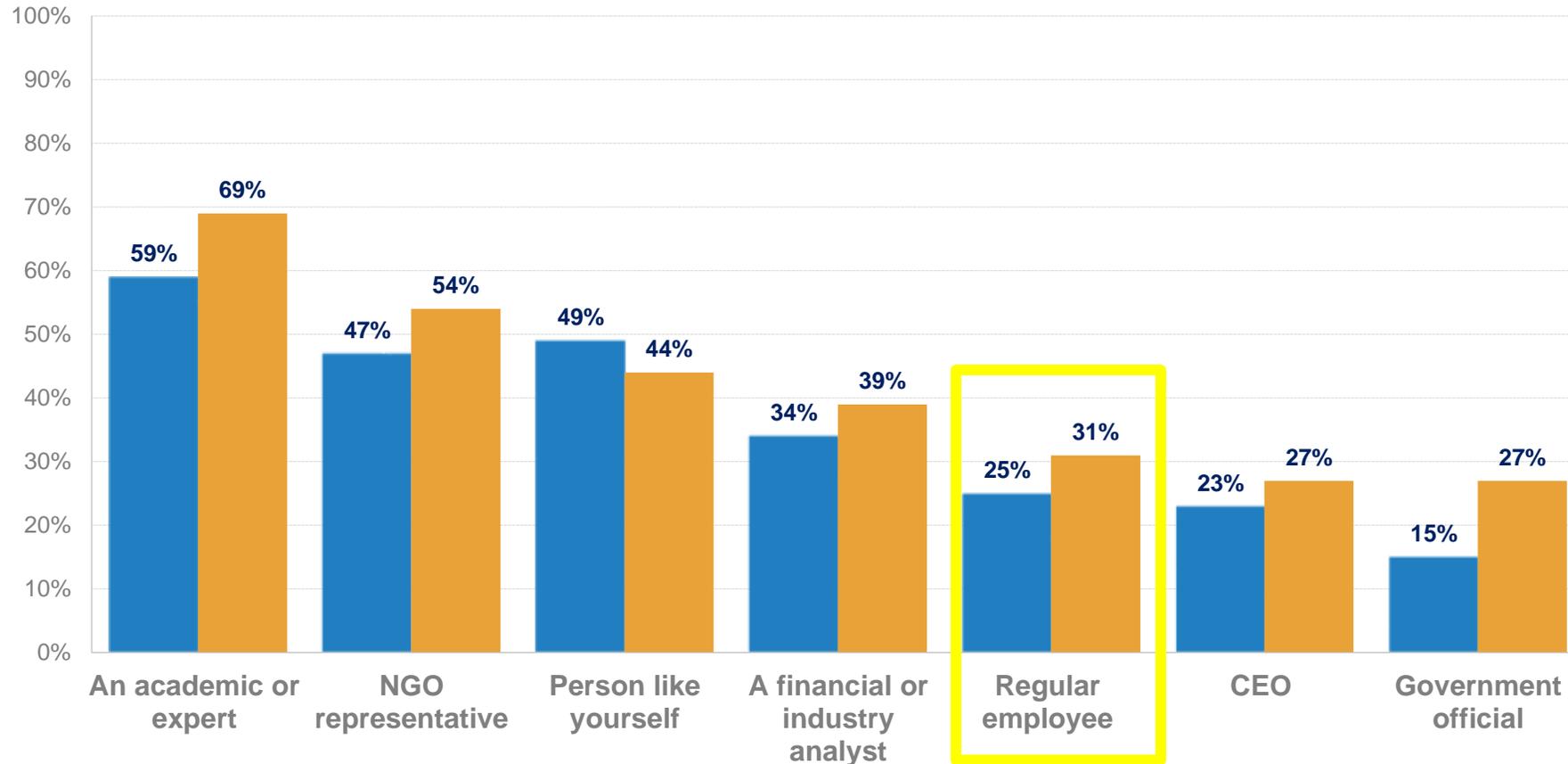


Q130-143. [TRACKING] Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Trust) Informed Publics, in Italy.

# Academics/experts still most credible spokespeople

## Credible Spokespeople – Italy

■ 2009 ■ 2010



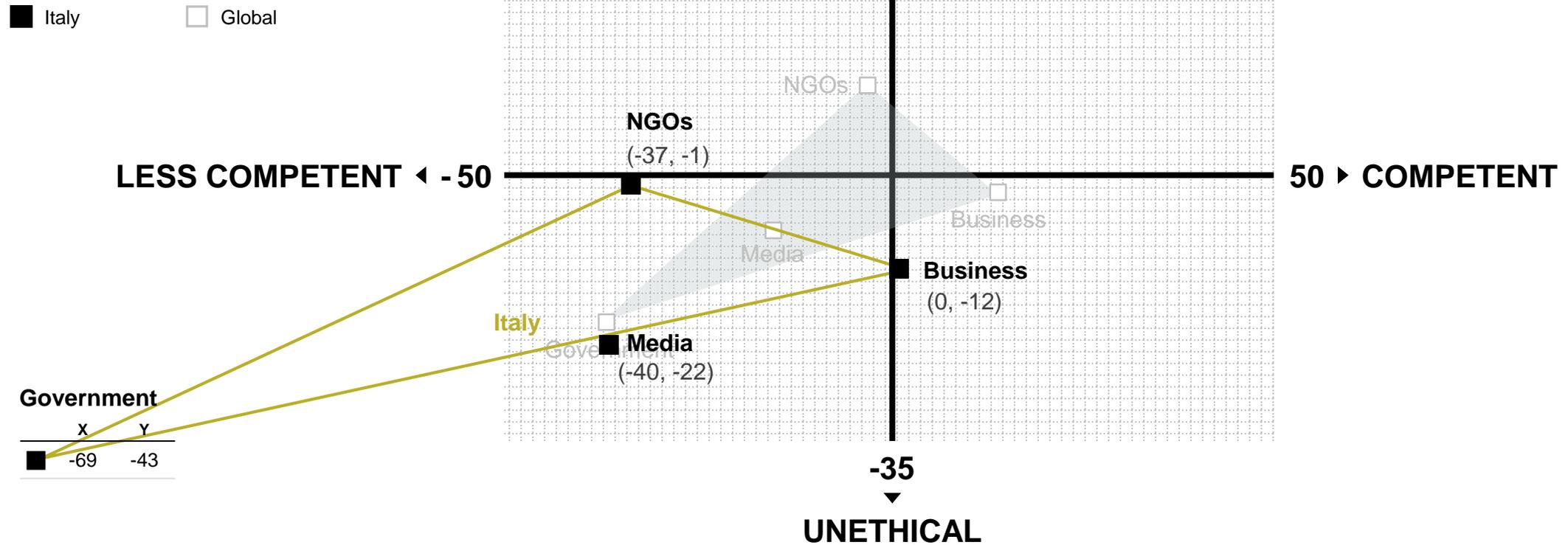
F99-105. [TRACKING] Now I'm going to read you a list of people. In general, when forming an opinion of a company, if you heard information about a company from that person, how credible would the information be--extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box: Very + Extremely Credible) Informed Publics ages 25-64 in Italy

A woman with dark hair, wearing a dark blazer and a light-colored top, is speaking at a podium. She is looking slightly to the left of the camera. The background is dark with large, light-colored numbers '20' visible. The text 'TRUST IS BUILT ON COMPETENCE AND ETHICS' is overlaid in white, bold, sans-serif font. There are small white symbols '⊥' and 'T' on the left side of the text.

⊥  
**TRUST IS BUILT ON  
COMPETENCE AND ETHICS**  
T

# NO INSTITUTION SEEN AS COMPETENT OR ETHICAL IN ITALY

(Competence score, net ethical score)



2020 Edelman Trust Barometer. The ethical scores are averages of nets based on [INSTITUTION]\_PER\_DIM r1-r4. Question asked of half of the sample. The competence score is a net based on TRU\_3D\_[INSTITUTION] r1. Depending on the question it was either asked of the full or half the sample. General population, 25-mkt avg and Italy. Data not collected in China, Russia and Thailand. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

# 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)



# INSTITUTIONAL PERFORMANCE

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

Strength > 50%

Weakness < 50%

NGOs		Business		Government		Media	
Protect civil and human rights	43	Generate value for owners	47	Protect civil and human rights	25	Covering national news	48
Poverty, illiteracy, disease	40	Meet customer expectations	40	International alliances, defense	24	Covering local news	45
Protect the environment	40	Engine of innovation	38	Maintain law and order	22	Covering international news	45
Global-level problems	37	Drive economic prosperity	33	Balance national interests and international engagement	20	Enough journalists	42
Community-level problems	32	Contribute to communities	32	Education	19	Information for good decisions	31
Educate people for good decisions	32	Invest in employee training	28	Regulate emerging tech	19	Let people be heard	29
Set goals with regular public updates	30	Diversity in the workplace	27	Social services for the poor	17	Information quality	28
Avoid becoming politicized	28	Deal fairly with suppliers	27	Community-level problems	15	Differentiate opinion and fact	26
Transparency about funding	26	Partner with government	25	Safe and modern infrastructure	15	Important vs sensationalized	25
Partner with business	25	Sustainable business practice	24	Partner with NGOs	15	Exposing corruption	25
Partner with government	25	Jobs that pay a decent wage	21	Partner with business	15	Being objective	24
Expose corruption	23	Partner with NGOs	19	Reduce partisanship	14	Keep social media clean	20

# Corporate reputation based on trust and transparency as much as quality

2010



Significant at 95% confidence level

B63.-72. How important are each of the following factors to the overall reputation of the company? Please use a nine-point scale where one means that factor is "not at all important" and nine means it is "extremely important" to overall reputation. (Top 2 Box, Very/ Extremely Important) Informed Publics ages 25-64 in 22 countries, the EU, and Italy

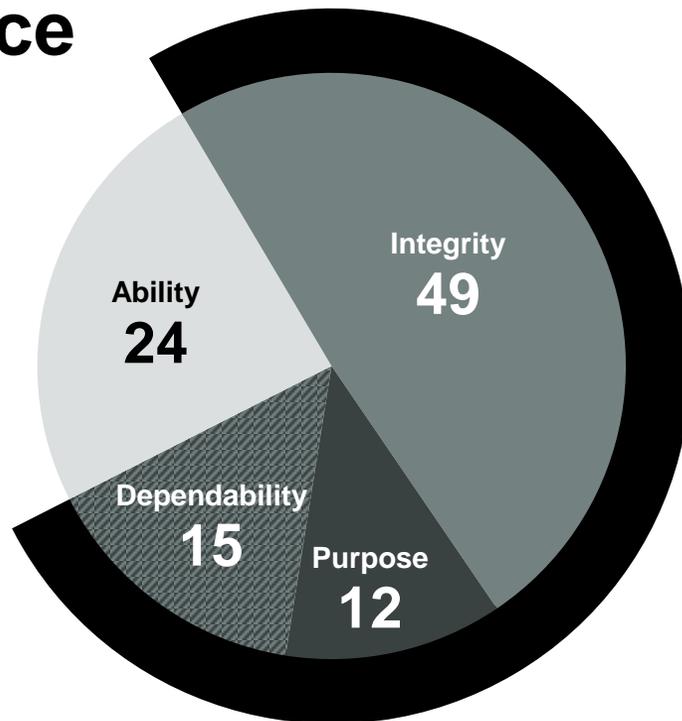


# ETHICAL DRIVERS 3X MORE IMPORTANT TO COMPANY TRUST THAN COMPETENCE

Percent of predictable variance in trust explained by each dimension

## Competence

24%



## Ethics

76%

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



BR

Business  
Roundtable

20

⊥  
**BUSINESS:  
CATALYST FOR CHANGE**

T

# SERVE THE INTERESTS OF ALL STAKEHOLDERS

Percent in Italy who ranked each group as most important



+ **85%**

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

Percent in Italy who agree

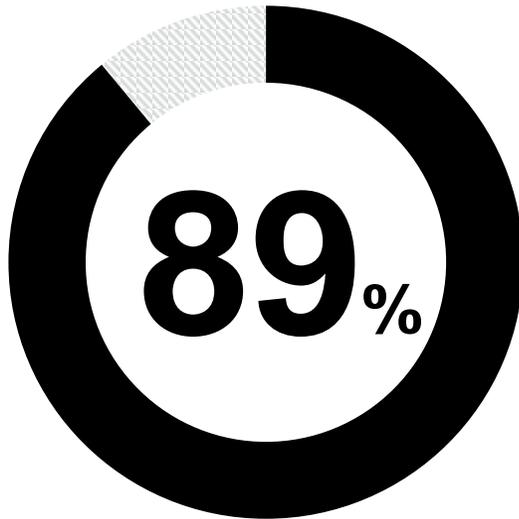
**74%**

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

# CEOS MUST LEAD

Percent in Italy who agree

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



+

Automation's impact on jobs	80
Ethical use of tech	80
Training for jobs of the future	79
Income inequality	76
Diversity	75
Climate change	74
Immigration	65

# LOOKING FOR LEADERSHIP FROM CEOS

2019

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

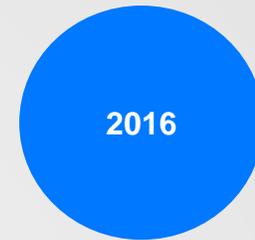
**76%**  **+11pts**

## Percent who agree CEOs can create positive change in:



# Leaders Seen As Underperforming

Importance vs. performance of 16 trust-building leadership attributes



 General Population

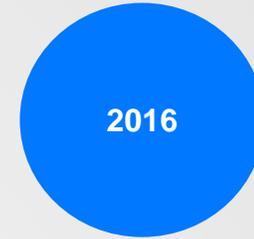
	% Importance	% Performance	Gap
<b>Integrity</b>	<b>40</b>	<b>30</b>	<b>10</b>
Exhibits highly ethical behaviors	40	29	11
Takes responsible actions to address an issue or crisis	38	31	7
Behaves in a way that is transparent and open	43	29	14
<b>Engagement</b>	<b>36</b>	<b>28</b>	<b>8</b>
Treats employees 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
<b>Products</b>	<b>39</b>	<b>33</b>	<b>6</b>
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
<b>Purpose</b>	<b>34</b>	<b>28</b>	<b>6</b>
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
<b>Operations</b>	<b>31</b>	<b>27</b>	<b>4</b>
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.

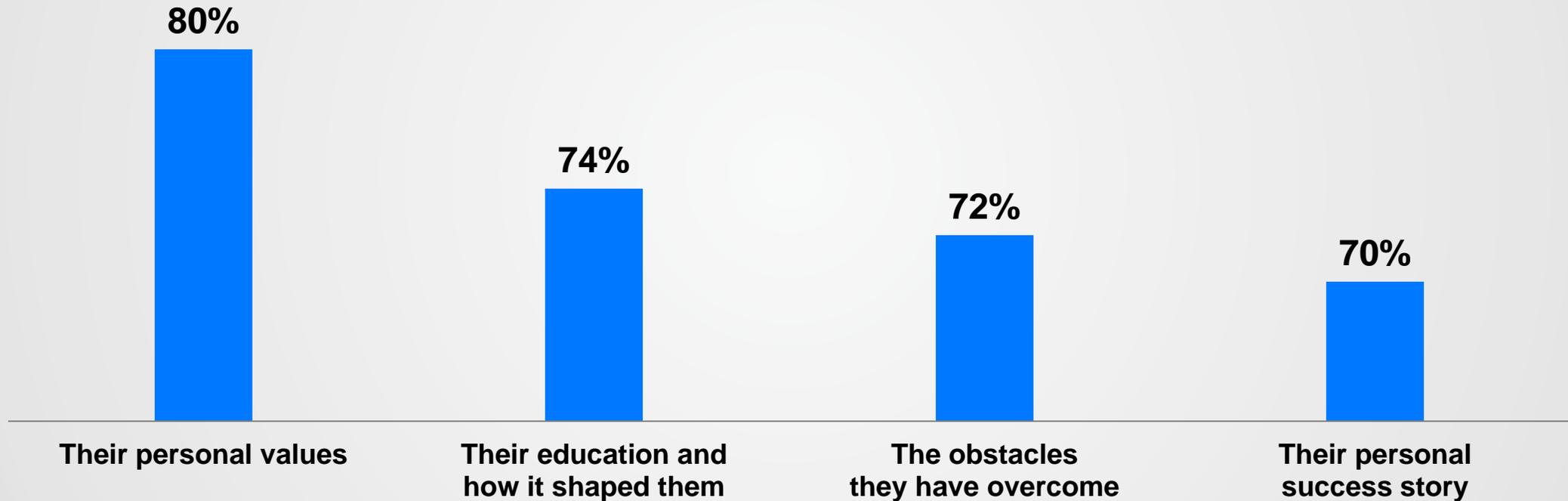


# Personal Values and History Matter

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



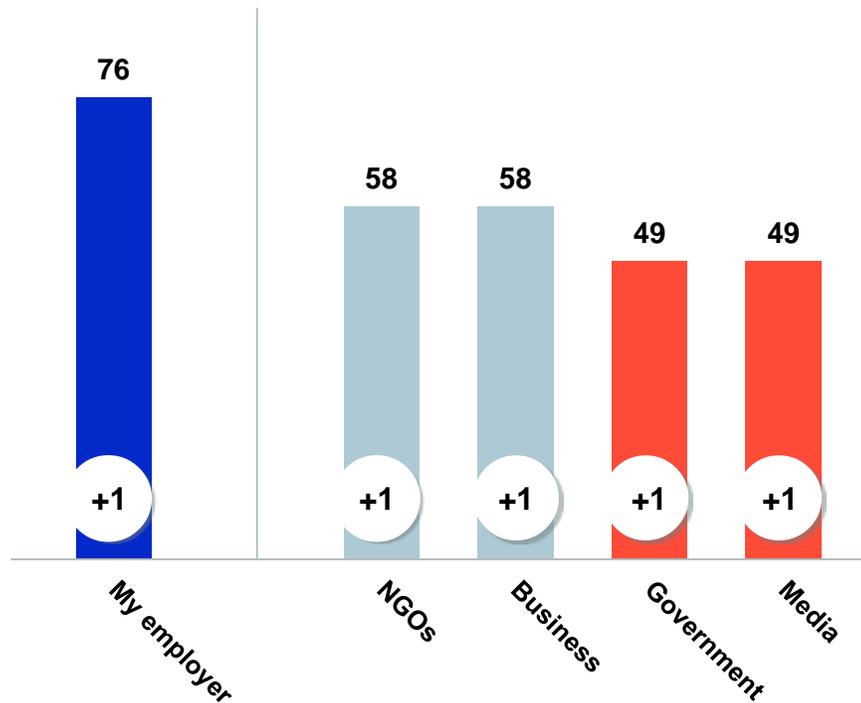
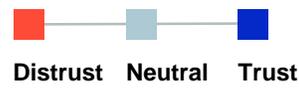
▲ General Population



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.

# TRUST IS LOCAL: EMPLOYEES EXPECT TO BE HEARD

Percent trust



Percent of employees who expect each from a prospective employer

73%

Opportunity to **shape the future** of society

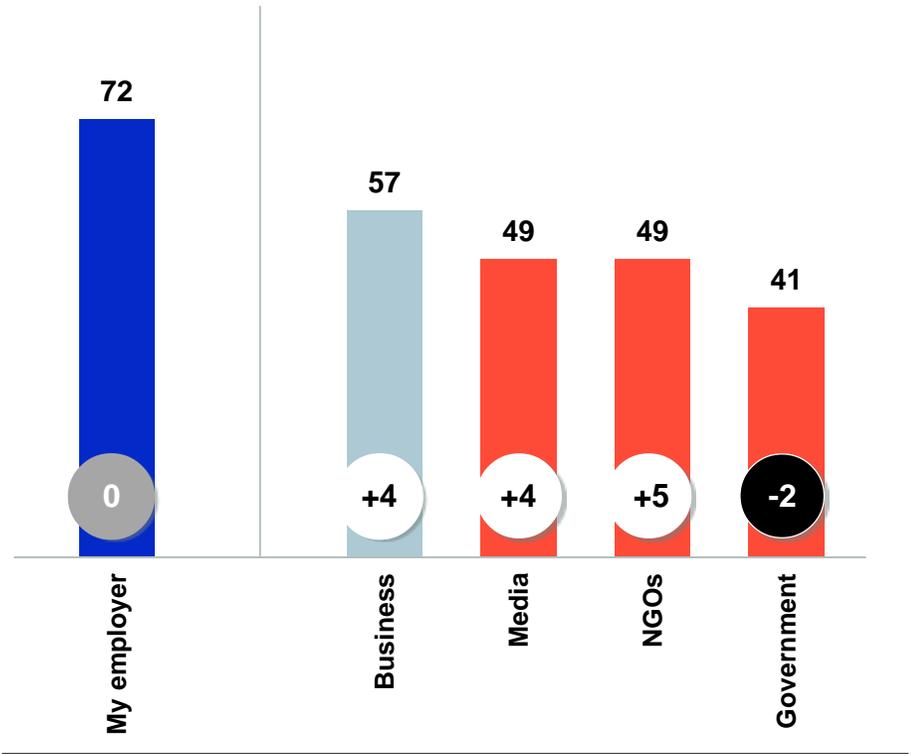
73%

Employees **included in planning**

2020 Edelman Trust Barometer. EMP\_IMP. When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there? 3-point scale; sum of codes 1 and 2, important. Question asked of those who are an employee (Q43/1). TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is. 9-point scale; top 4 box, trust. "Your employer" asked of those who are an employee (Q43/1). General population, 26-mkt avg.

# TRUST IS LOCAL: EMPLOYEES EXPECT TO BE HEARD

Percent trust  
in Italy



Percent of employees in Italy who expect each from a prospective employer

69%

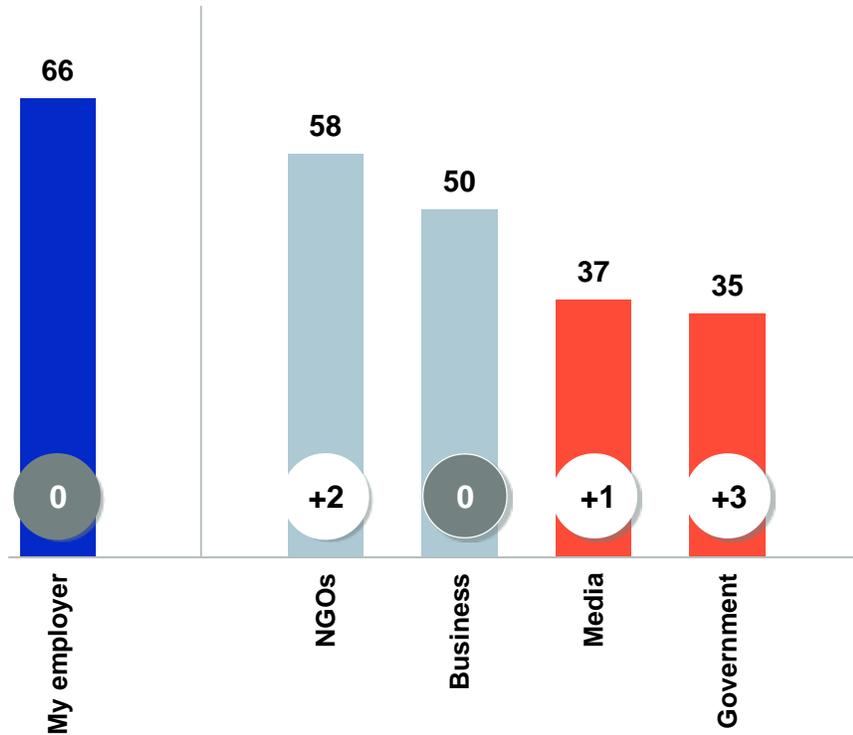
Opportunity to **shape the future** of society

71%

Employees **included in planning**

# TRUST IS LOCAL: EMPLOYEES EXPECT TO BE HEARD

Percent trust  
in France



Percent of employees in France who expect each from a prospective employer

62%

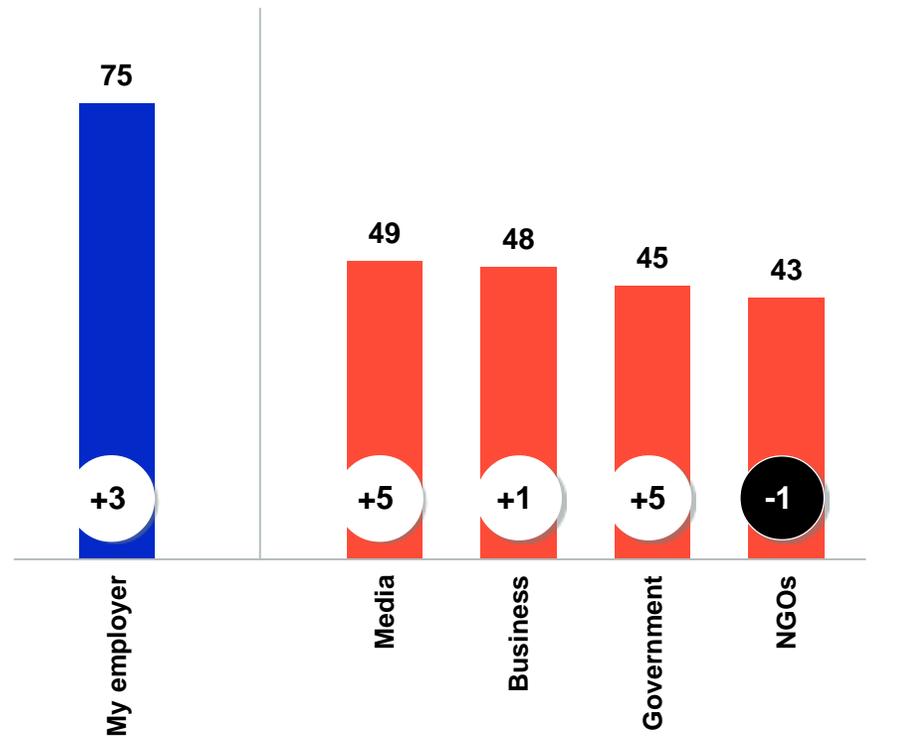
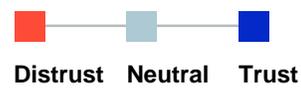
Opportunity to **shape the future** of society

63%

Employees **included in planning**

# TRUST IS LOCAL: EMPLOYEES EXPECT TO BE HEARD

Percent trust  
in Germany



Percent of employees in Germany who expect each from a prospective employer

62%

Opportunity to **shape the future** of society

60%

Employees **included in planning**

2020 Edelman Trust Barometer. EMP\_IMP. When considering an organization as a potential place of employment, how important is each of the following to you in deciding whether or not you would accept a job offer there? 3-point scale; sum of codes 1 and 2, important. Question asked of those who are an employee (Q43/1). TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is. 9-point scale; top 4 box, trust. "Your employer" asked of those who are an employee (Q43/1). General population, Germany.

# TRUST CEMENTS THE EMPLOYER-EMPLOYEE PARTNERSHIP

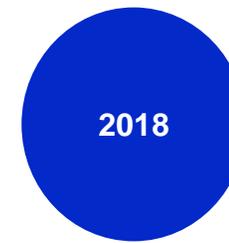
Percent of employees who engage in these types of behaviors on behalf of their employer



2019 Edelman Trust Barometer. EMP\_ENG. Thinking about your current employer, to what extent do you agree with the following statements? 9-point scale; top 4 box, agree. Question asked of those who are an employee, but do not run their own business (Q43/1 AND NOT Q28/7). General population employees, 27-market average, cut by those who trust their employer (codes 6-9) and those who do not (codes 1-5; 99). TRU\_INS. [YOUR EMPLOYER] 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”. Question asked of those who are an employee, but do not run their own business (Q43/1 AND NOT Q28/7). General population employees, 27-market average. Advocacy is an average of (EMP\_ENG/3-5); Loyalty is an average of (EMP\_ENG/1-2); Engagement is an average of (EMP\_ENG/10-15); Commitment is an average of (EMP\_ENG/6-9). See the tech appendix for a complete list of the items that went into each employee KPI dimension.

# CONSUMERS EXPECT BRANDS TO ACT

Percent of customers who are belief-driven buyers



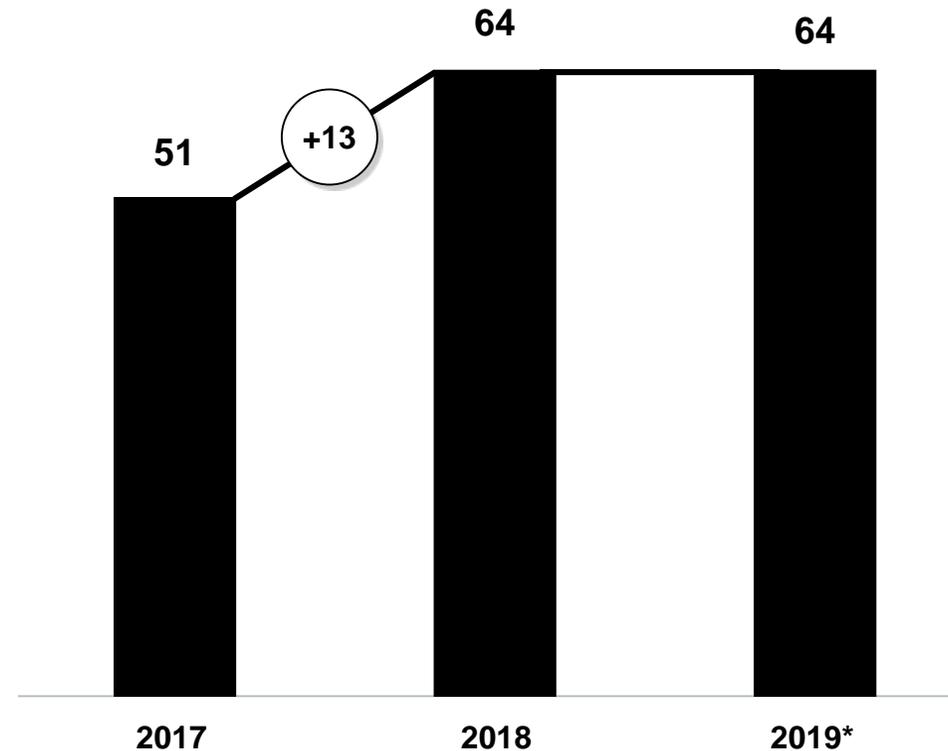
Change, 2017 to 2018

## 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.



### Belief-driven buyers:

- choose
- switch
- avoid
- boycott

a brand based on its stand on societal issues

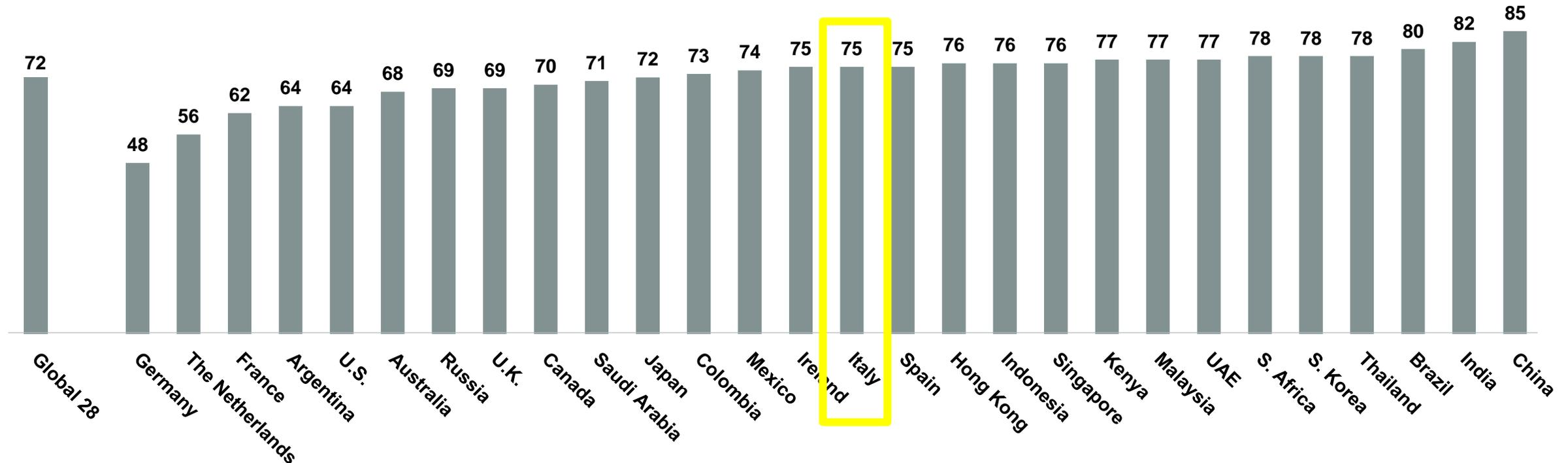
2018 Edelman Earned Brand. Belief-driven buying segments. Italy. Belief-driven buyers choose, switch, avoid or boycott a brand based on its stand on societal issues.

\*2019 Edelman Trust Barometer Special Report: In Brands We Trust? Mobile Survey. Belief-driven buying segments. Italy. See Technical Appendix for a detailed explanation of how the Belief-driven buying score was calculated.

# ADVERTISERS HELD ACCOUNTABLE FOR FAKE NEWS

Percent who agree

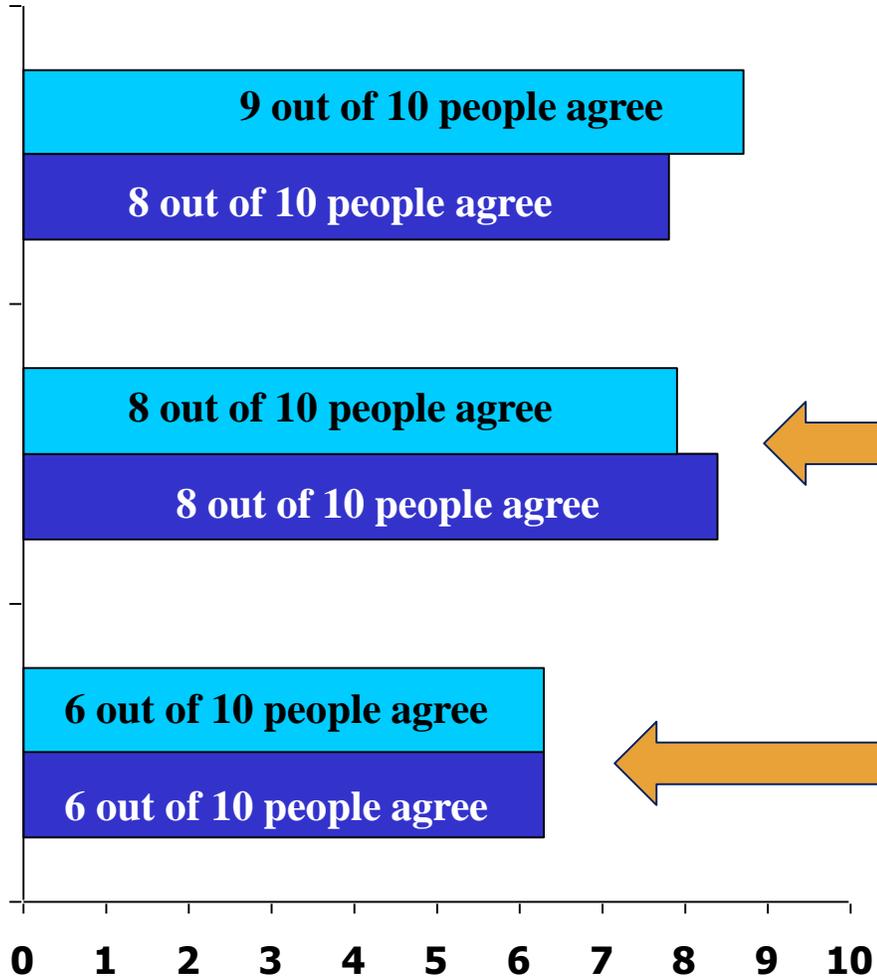
Companies **should stop advertising with any media platform** that fails to prevent the spread of fake news and false information



# Impact of Corporate Reputation

2003

**A corporation's reputation plays a large role in forming my opinion of their products and services**



**I am willing to PAY MORE money for goods and services from a company with a well-regarded labor and environmental record**

**I am willing to PAY MORE money for goods and services from a company who consistently engages in philanthropic activities**

■ Europe ■ US

Percentage saying they "Agree" or "Strongly Agree"

# Through personal action, trust had tangible benefits

2009



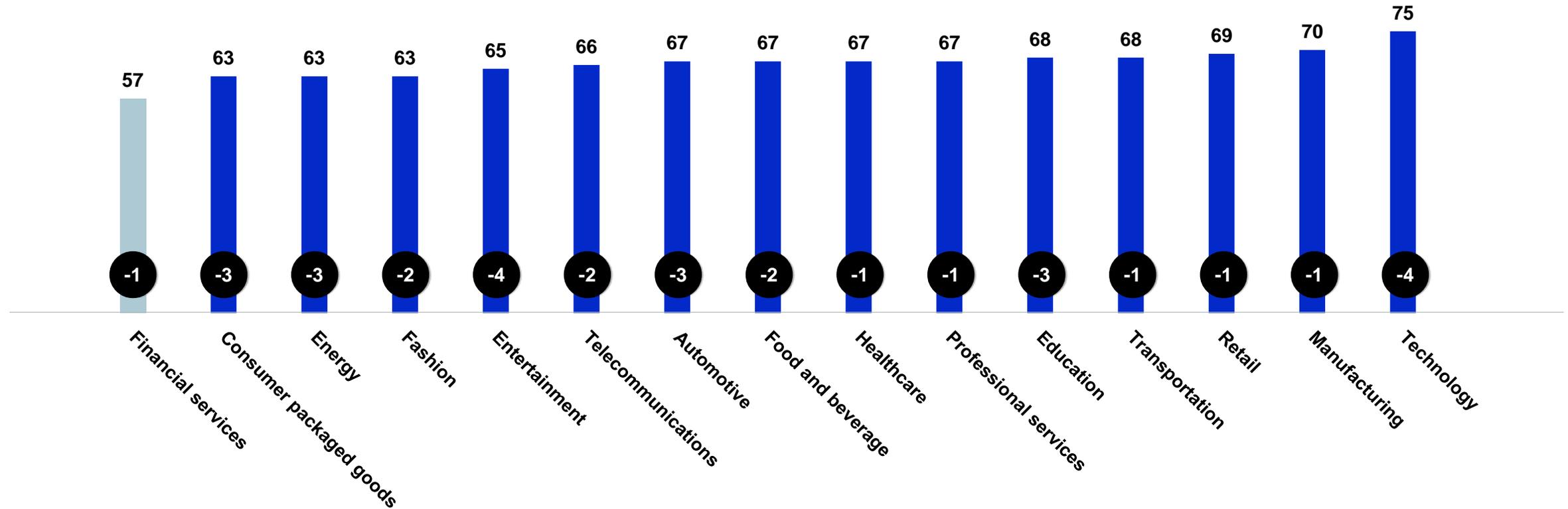
B74-78 Thinking back over the past 12 months, have you taken any of the following actions in relation to companies that you trust? Please answer yes or no to each action.  
 B79-82. Still thinking about the past 12 months, have you taken any of the following actions in relation to companies that you do not trust? Please answer yes or no to each action. Informed Publics 25-64 In Italy

# Trust in sectors

# TRUST DECLINES ACROSS SECTORS, LED BY TECHNOLOGY AND ENTERTAINMENT

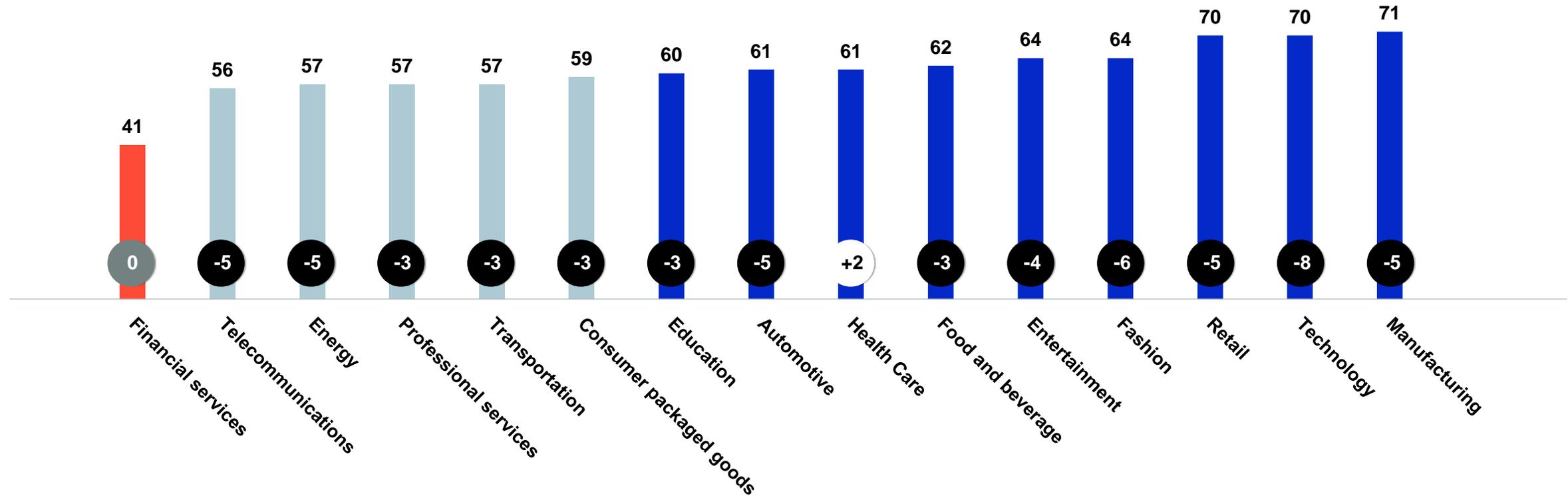


Percent trust in each sector



# TRUST DECLINES ACROSS SECTORS, LED BY TECHNOLOGY

Percent trust in each sector in Italy



2020 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, Italy.

# INDUSTRY SECTORS OVER TIME

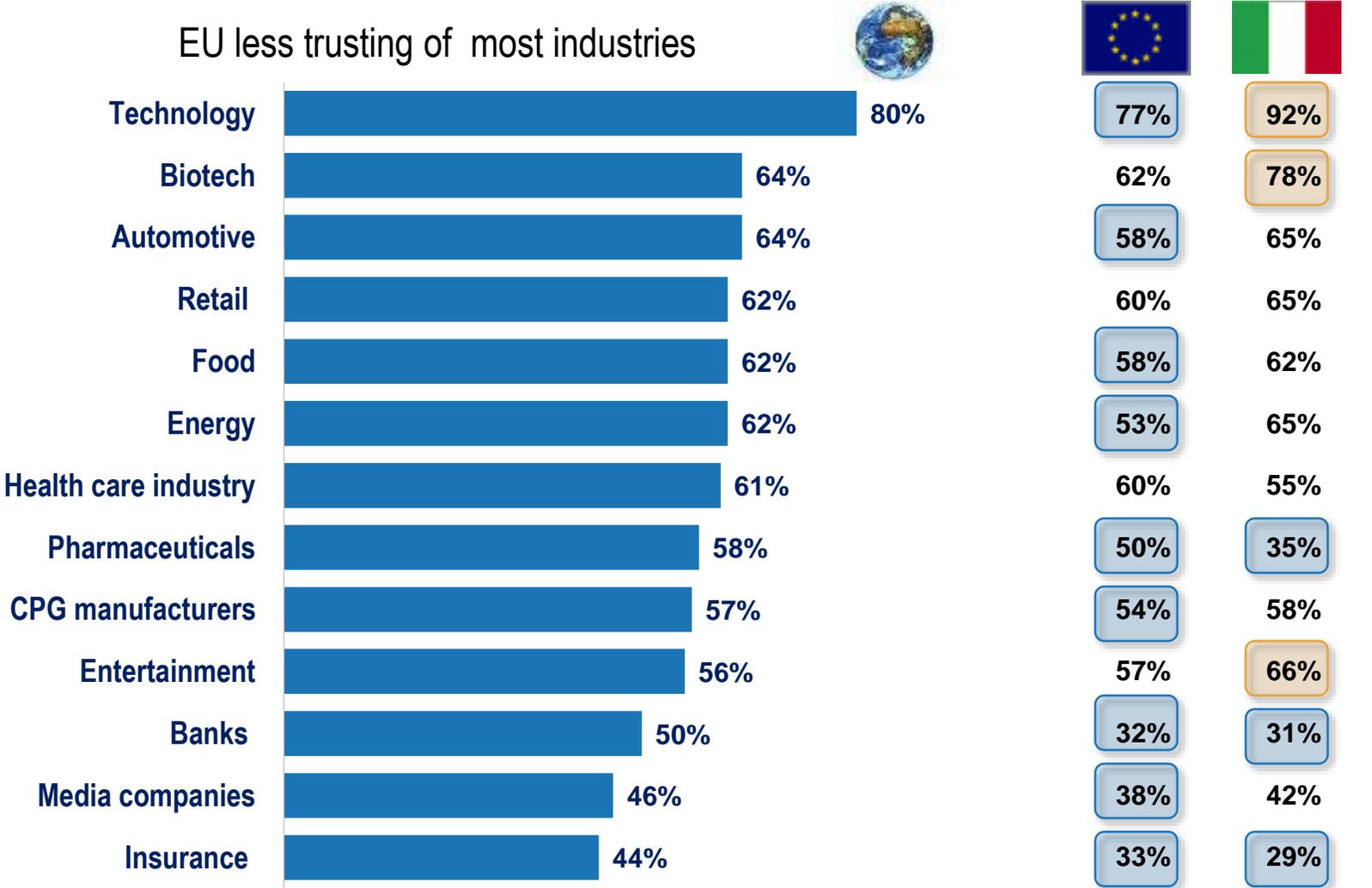
Percent trust in each sector in Italy



Industry	2012	2013	2014	2015	2016	2017	2018	2019	2020	8yr. Trend
Technology	79	72	78	77	78	79	78	78	70	-9
Entertainment	-	58	66	66	64	65	66	68	64	n/a
Food and beverage	67	59	63	64	64	64	62	65	62	-5
Automotive	56	54	63	64	54	63	58	66	61	+5
Healthcare	-	-	-	-	50	54	57	59	61	n/a
Consumer packaged goods	62	55	58	59	57	62	60	62	59	-3
Energy	58	49	54	56	56	59	62	62	57	-1
Telecommunications	61	53	57	60	60	62	57	61	56	-5
Financial services	32	26	32	36	40	41	43	41	41	+9

# Technology remains most trusted industry sector globally

2010

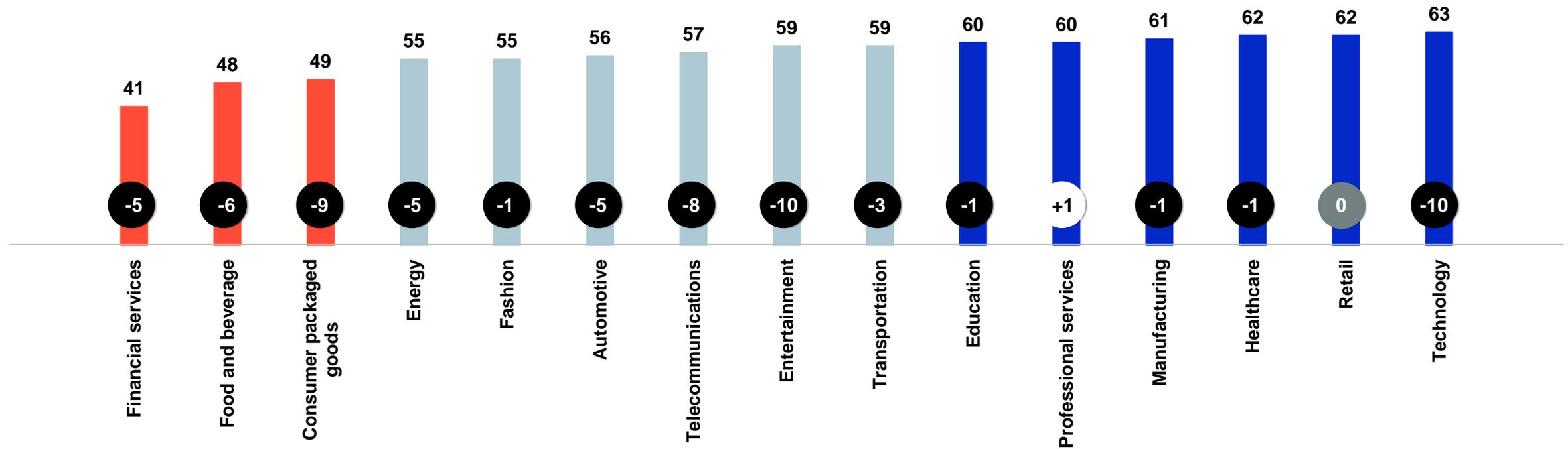


Significant at 95% confidence level

A26-38. Now I would like to focus on your trust in different industry sectors. Please tell me how much you TRUST businesses in each of the following industries to do what is right. Again, please use 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) Informed publics ages 25-64 in 22 countries, the EU, and Italy

# TRUST DECLINES ACROSS SECTORS

Percent trust in each sector in France



# INDUSTRY SECTORS OVER TIME

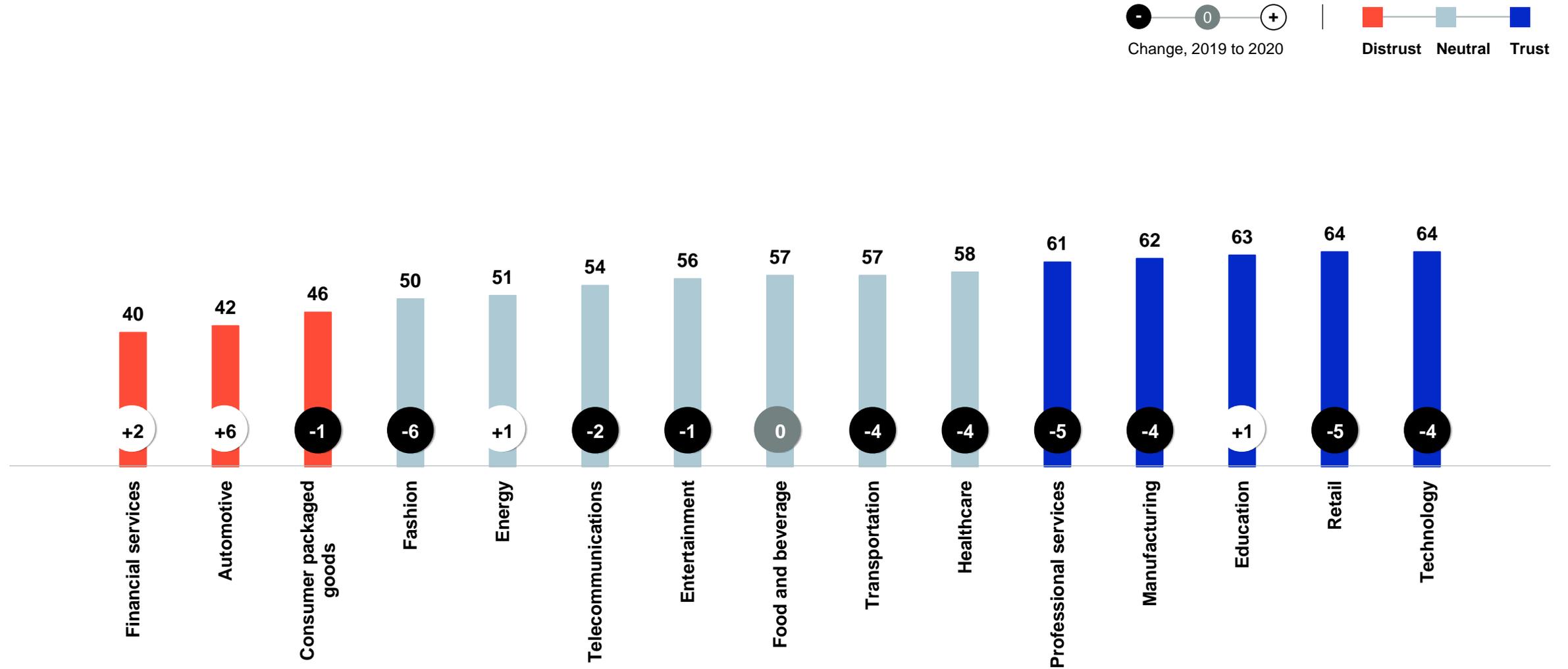
Percent trust in each sector in France



Industry	2012	2013	2014	2015	2016	2017	2018	2019	2020	8yr. Trend
Technology	74	68	69	65	71	70	67	73	63	-11
Healthcare	-	-	-	-	66	69	57	63	62	n/a
Entertainment	-	65	67	68	71	71	60	69	59	n/a
Telecommunications	55	56	56	52	56	58	55	65	57	+2
Automotive	52	48	56	54	48	55	52	61	56	+4
Energy	50	55	48	54	55	58	58	60	55	+5
Consumer packaged goods	47	55	53	53	55	59	51	58	49	+2
Food and beverage	50	54	51	57	58	62	48	54	48	-2
Financial services	20	31	25	33	34	37	40	46	41	+21

# TRUST IN INDUSTRY SECTORS

Percent trust in each sector in Germany



2020 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, Germany.

# INDUSTRY SECTORS OVER TIME

Percent trust in each sector in Germany



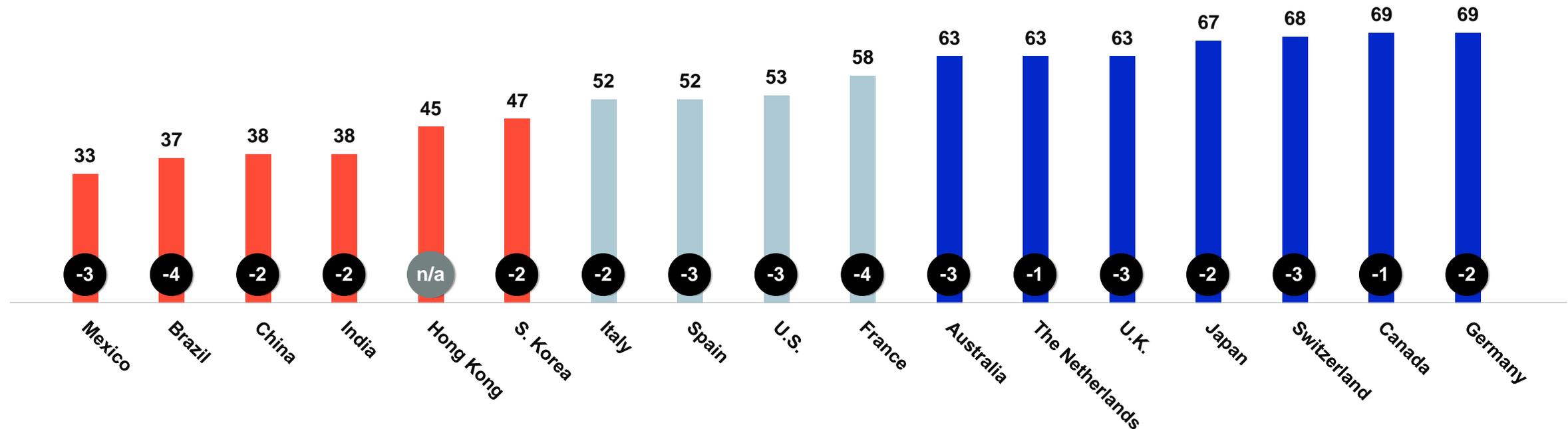
Industry	2012	2013	2014	2015	2016	2017	2018	2019	2020	8yr. Trend
Technology	58	60	62	61	63	63	64	68	64	+6
Healthcare	-	-	-	-	56	57	57	62	58	n/a
Food and beverage	49	56	59	55	57	60	56	57	57	+8
Entertainment	-	57	60	57	59	58	56	57	56	n/a
Telecommunications	43	53	48	50	50	53	57	56	54	+11
Energy	30	37	36	40	44	51	50	50	51	+21
Consumer packaged goods	39	50	48	46	50	54	45	47	46	+7
Automotive	51	58	62	61	41	48	35	36	42	-9
Financial services	17	28	23	25	32	35	38	38	40	+23



# Trust in country brands

# TRUST DECLINES FOR ALL COUNTRY BRANDS

Trust in companies headquartered in each market

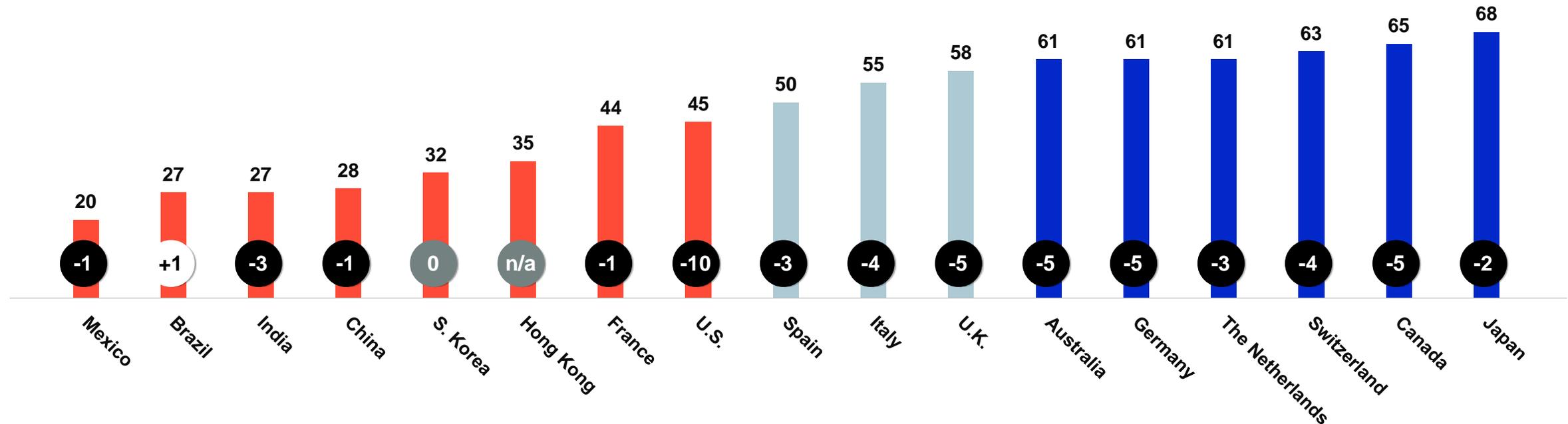


# TRUST DECLINES FOR MOST COUNTRY BRANDS

Trust in companies headquartered in each market in Italy

Change, 2019 to 2020

Distrust Neutral Trust

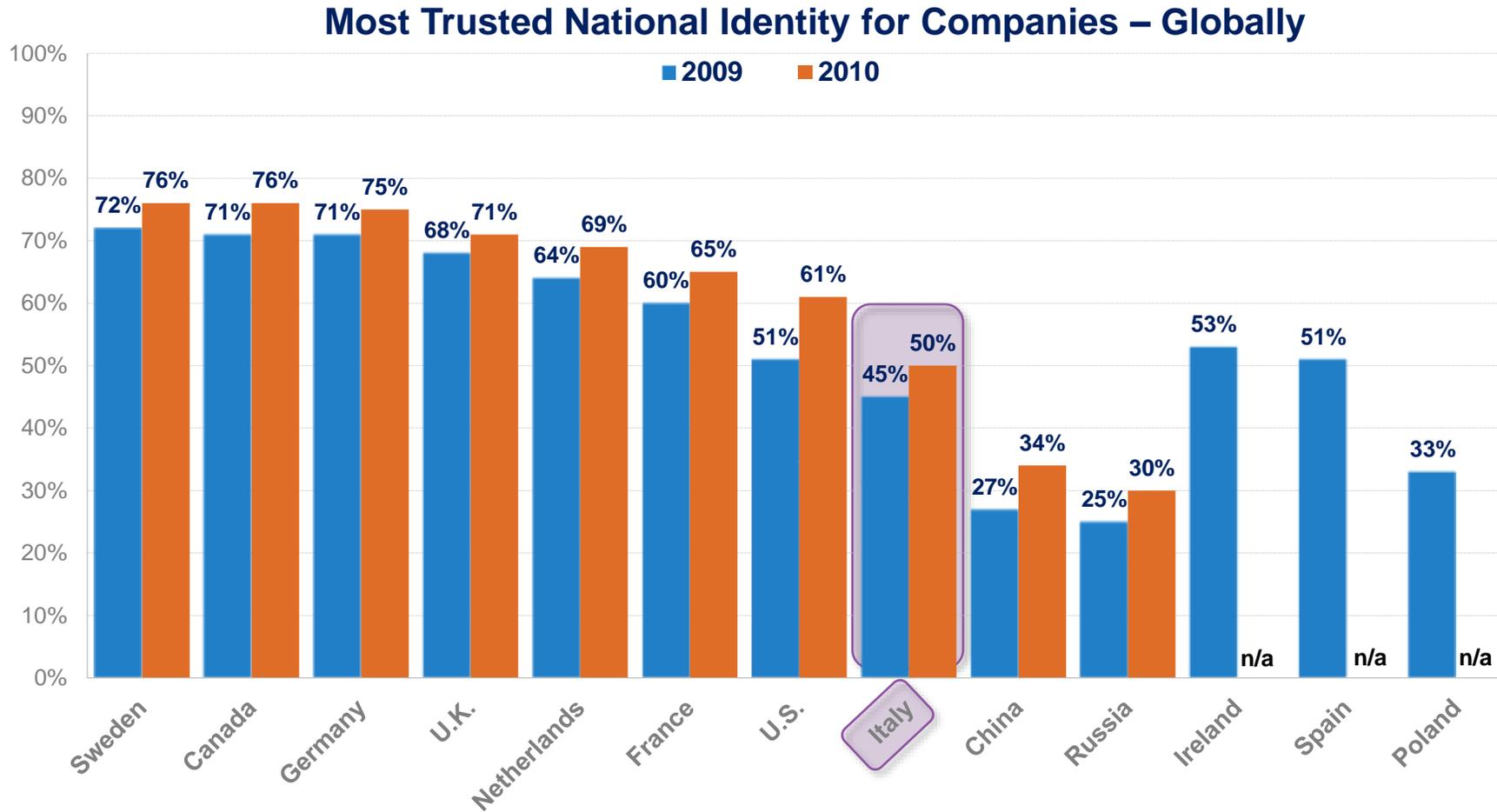


2020 Edelman Trust Barometer. TRU\_NAT. Now we would like to focus on global companies headquartered in specific countries. Please indicate how much you trust global companies headquartered in the following countries to do what is right. 9-point scale; top 4 box, trust. Markets shown to half of the sample. General population, Italy.



# U.S. surges as trusted site for global headquarters

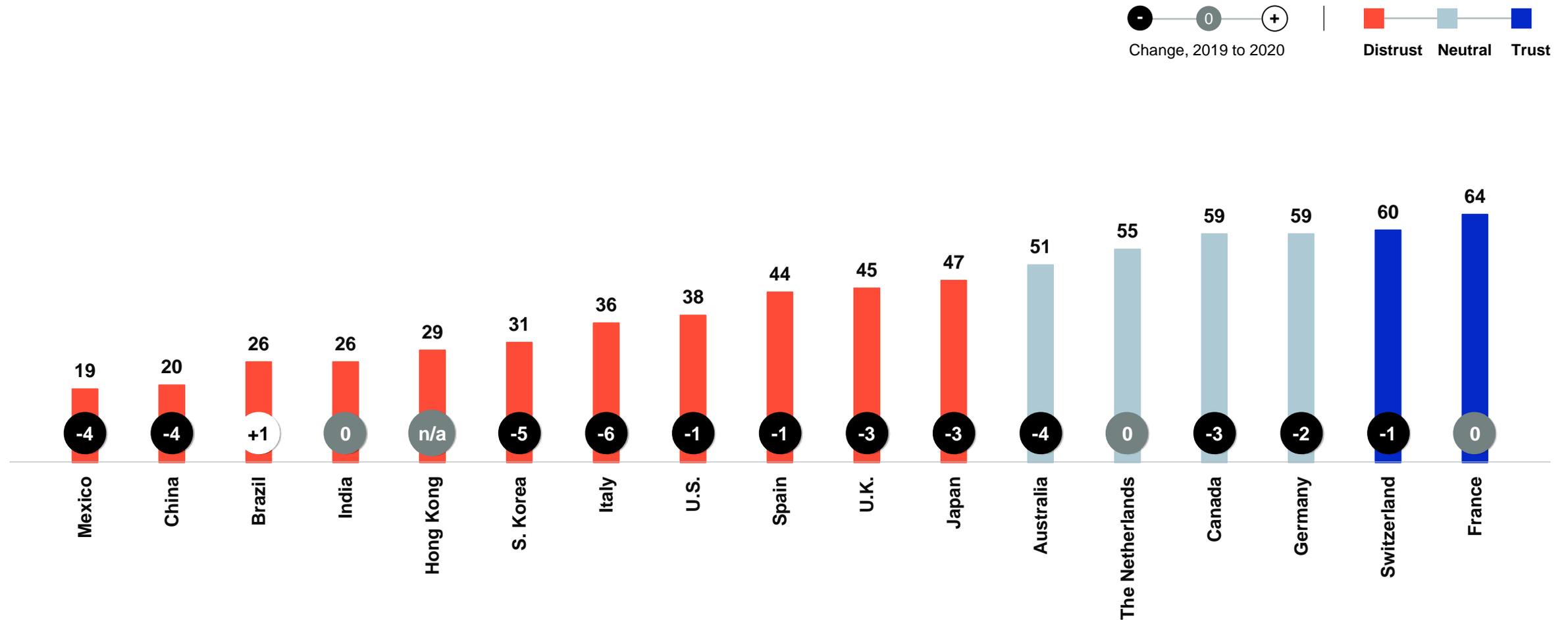
## Sweden, Germany, Canada remain most trusted



A13-25. [TRACKING] Now I would like to focus on global companies headquartered in specific countries. Please tell me how much you TRUST global companies headquartered in the following countries to do what is right. 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) Informed Publics ages 25-64 in 20 countries

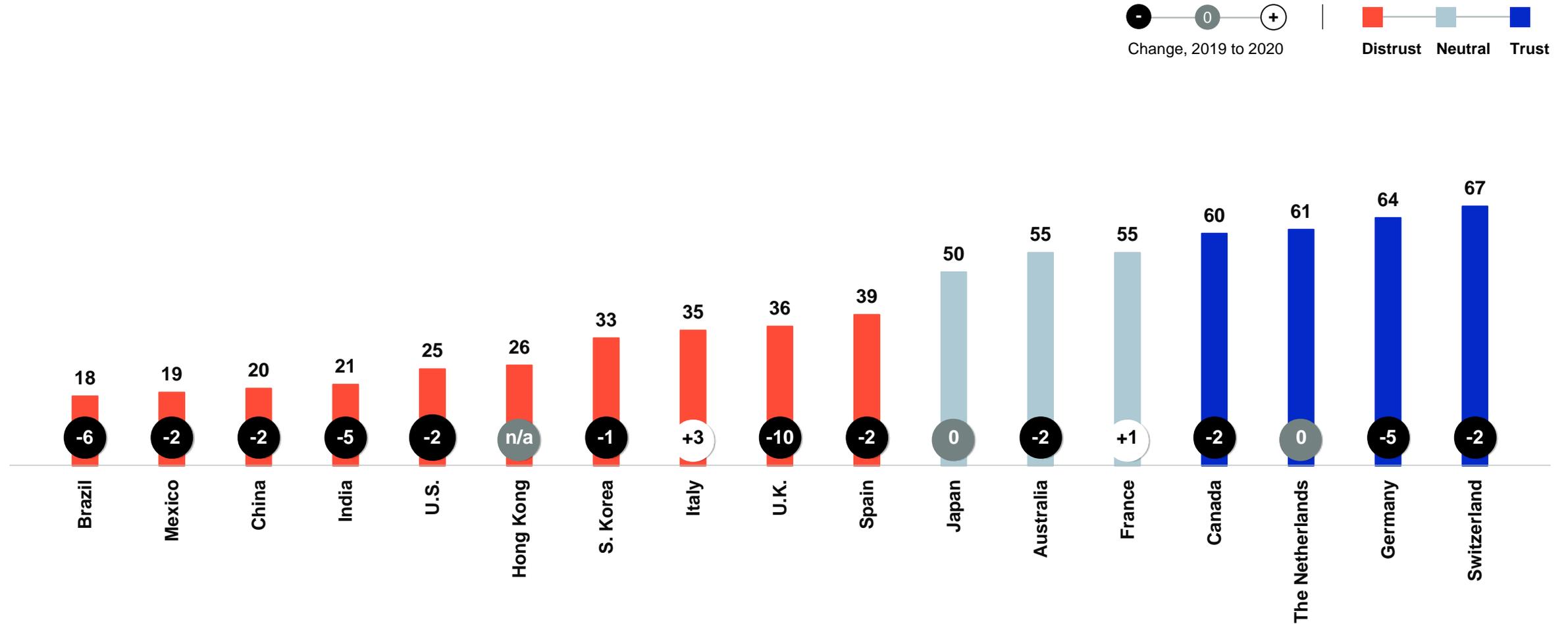
# TRUST IN COMPANIES FROM DIFFERENT MARKETS

Trust in companies headquartered in each market in France



# TRUST IN COMPANIES FROM DIFFERENT MARKETS

Trust in companies headquartered in each market in Germany



# THANK YOU



## Edelman Trust Barometer 2020



⊥

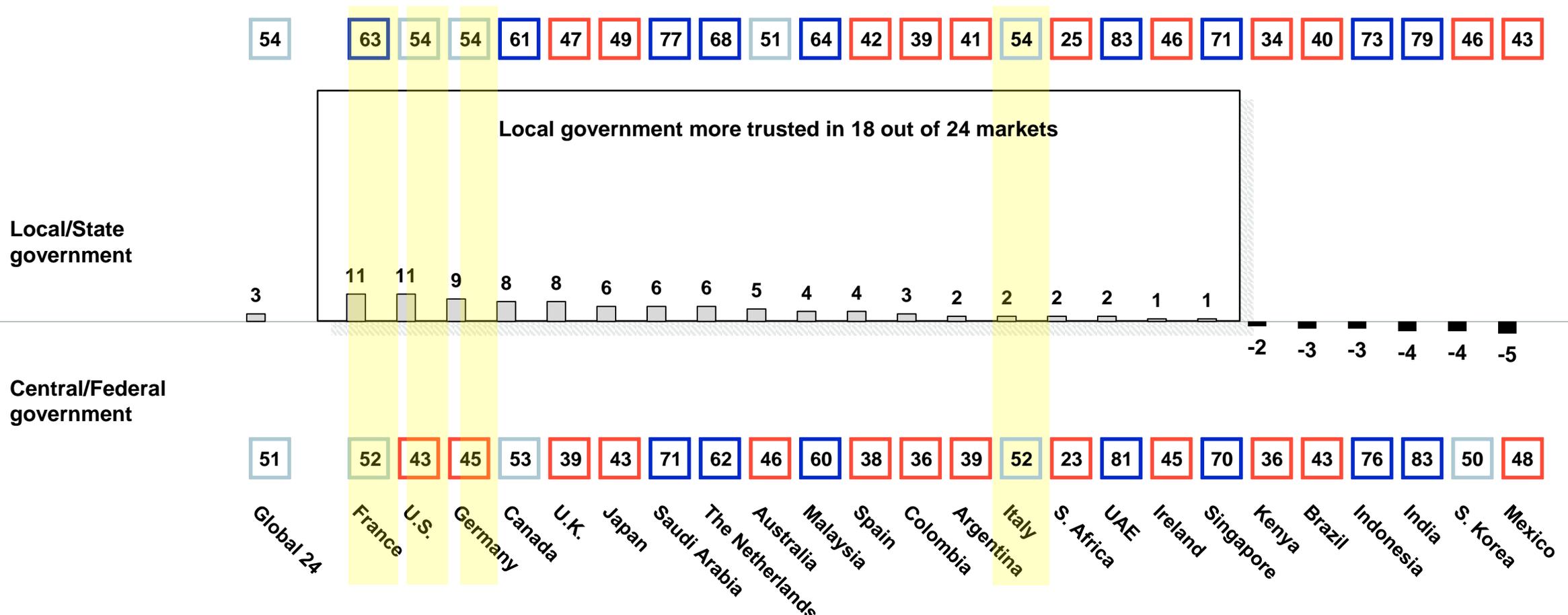
# **Institutions: Trust and Performance**

⊥

# MORE TRUST IN LOCAL GOVERNMENT

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

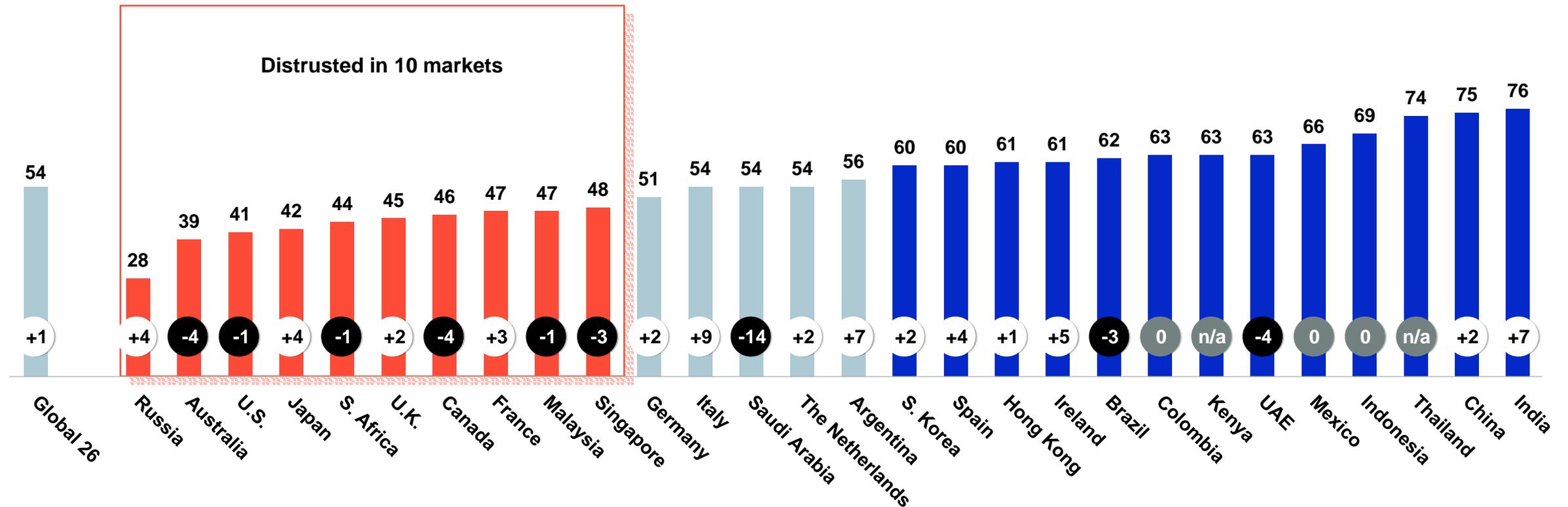
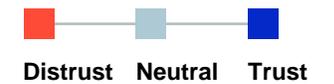
Distrust Neutral Trust



2020 Edelman Trust Barometer. TRU\_INS. [Central/federal government and your local/state government] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 24-mkt avg. Data not collected in China, Hong Kong, Russia and Thailand.

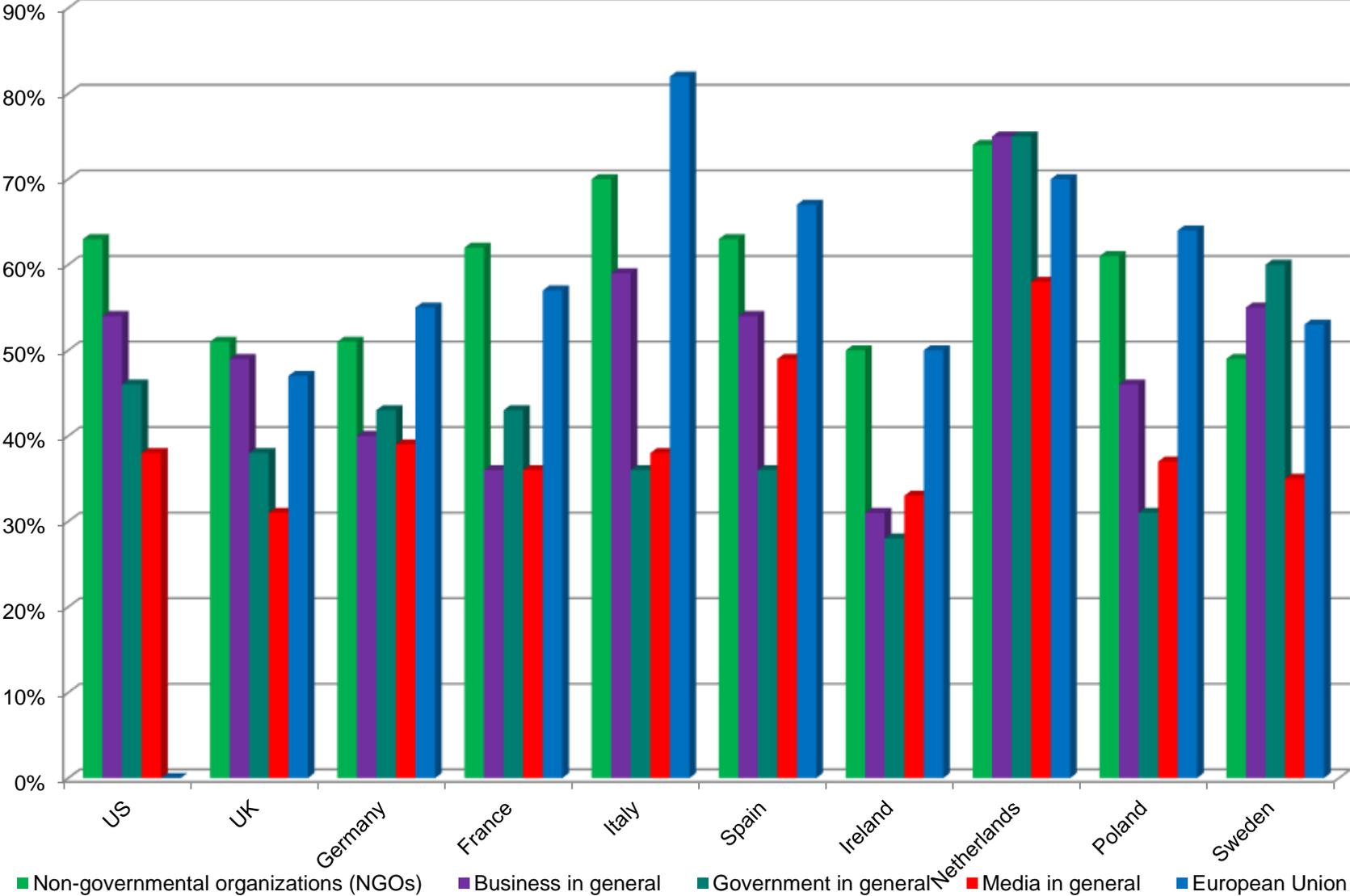
# TRUST IN THE EUROPEAN UNION INCREASES IN 14 OF 26 MARKETS

Percent trust in the European Union



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

# Italy Leads the Trust in the EU



# THANK YOU



## Edelman Trust Barometer 2020

