

Edelman Trust Barometer 2021



21st ANNUAL EDELMAN TRUST BAROMETER

Methodology



Online survey in 28 countries*

33,000+ respondents

2021 Edelman Trust Barometer fieldwork
conducted from October 19 to November 18, 2020

**The 2021 Trust Barometer 27-market global averages (for the general population, mass population and informed public) do not include Nigeria*

27-market global data margin of error: General population +/- 0.6% (N=31,050); informed public +/- 1.3% (N=6,000); mass population +/- 0.6% (N=25,050+); half-sample global general online population +/- 0.8% (N=15,525).

Country-specific data margin of error: General population +/- 2.9% (N=1,150); informed public +/- 6.9% (N=min 200, varies by country), except for China and U.S. +/- 4.4% (N=500) and Nigeria +/- 9.8% (N=100); mass population +/- 3.0% to 3.6% (N=min 736, varies by country), except for Nigeria +/- 2.9% (N=1,125).

U.S. Post-Election Supplement margin of error: +/- 2.5% (N=1,500).

U.S. Post-Election Supplement ethnicity-specific data margin of error: Non-Hispanic White +/- 3.3% (N=894); all others +/- 4.0 (N=607).

General Online Population

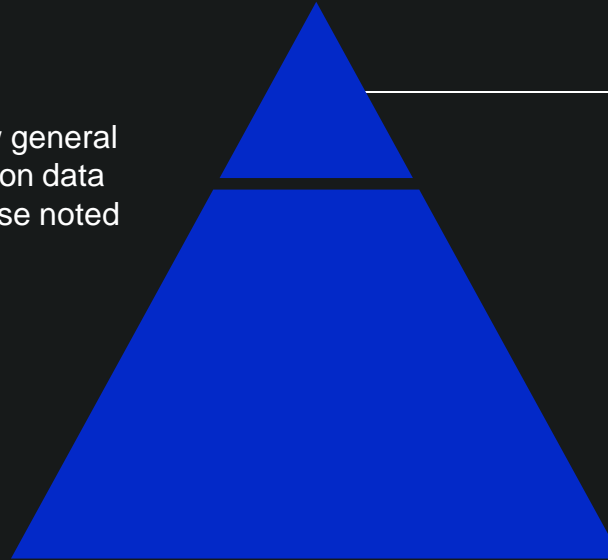
1,150

respondents per country

Ages

18+

All slides show general
online population data
unless otherwise noted



Informed Public

500 respondents in U.S. and China;
100 respondents in Nigeria;
200 in all other countries

Represents **17%** of total global population

Must meet 4 criteria:

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

Mass Population

All population not including
informed public

Represents **83%** of total global
population



U.S. Post-Election Supplement

1,500 U.S. respondents, fielded December 14 to 18, 2020

21 YEARS OF TRUST

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
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	Business Must Partner With Government to Regain Trust
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
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	Declaring Information Bankruptcy	

AUSTRALIA LEADS THE GLOBE IN TRUST GAINS

Trust Index



**Greatest decline in China (-10);
greatest increase in Australia (+12)**

**16 countries gained trust,
9 countries lost trust**

2021 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, 27-mkt avg.

2020 General population

54	Global 27
82	China
79	India
73	Indonesia
66	Thailand
65	UAE
62	Mexico
62	Singapore
61	Saudi Arabia
60	Malaysia
57	Kenya
57	The Netherlands
53	Canada
53	Colombia
51	Brazil
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	UK
30	Russia

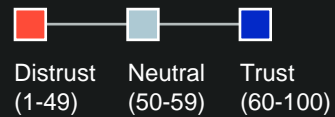
2021 General population | YoY Change

56	Global 27	+2
77	India	-2
72	China	-10
72	Indonesia	-1
69	Saudi Arabia	+8
68	Singapore	+6
67	UAE	+2
66	Malaysia	+6
63	The Netherlands	+6
61	Thailand	-5
59	Australia	+12
59	Kenya	+2
59	Mexico	-3
56	Canada	+3
53	Germany	+7
52	Italy	+3
51	Brazil	0
50	Ireland	+5
48	Colombia	-5
48	France	+3
48	S. Africa	+4
48	U.S.	+1
47	Argentina	-2
47	S. Korea	-3
45	Spain	0
45	UK	+3
40	Japan	-2
31	Russia	+1



TRUST INEQUALITY DEEPENS

Trust Index



Mass population 16 points less trusting

2021 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, 27-mkt avg. *Nigeria not included in the global average

2021 Informed public

2021	Global 27
68	India
86	Saudi Arabia
86	Indonesia
83	China
82	The Netherlands
79	UAE
78	Malaysia
77	Australia
76	Singapore
75	Thailand
66	Italy
66	Mexico
65	France
65	Kenya
65	S. Africa
64	Canada
63	Ireland
62	Brazil
62	Germany
62	U.S.
59	Colombia
59	S. Korea
59	UK
57	Spain
56	Argentina
52	Japan
52	Nigeria*
41	Russia

2021 Mass population | Trust gap

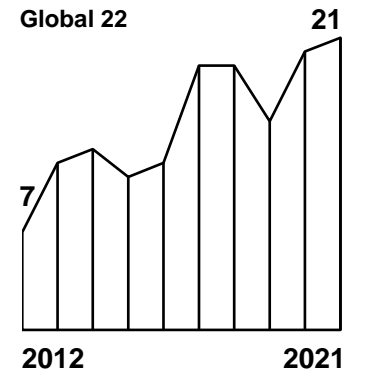
2021	Global 27	Trust gap
52	China	16
68	Indonesia	14
68	India	15
67	Saudi Arabia	19
67	Singapore	19
66	UAE	10
65	Malaysia	14
63	The Netherlands	15
62	Kenya	17
58	Mexico	7
56	Thailand	10
56	Australia	19
55	Canada	22
55	Germany	9
52	Italy	10
51	Nigeria*	15
49	Ireland	3
48	Brazil	15
47	Colombia	15
46	France	13
45	Argentina	20
44	S. Africa	12
44	Spain	21
44	U.S.	13
44	S. Korea	18
43	UK	16
43	Japan	16
39	Russia	13
28		13

Record trust inequality

DOUBLE-DIGIT TRUST INEQUALITY IN RECORD NUMBER OF COUNTRIES

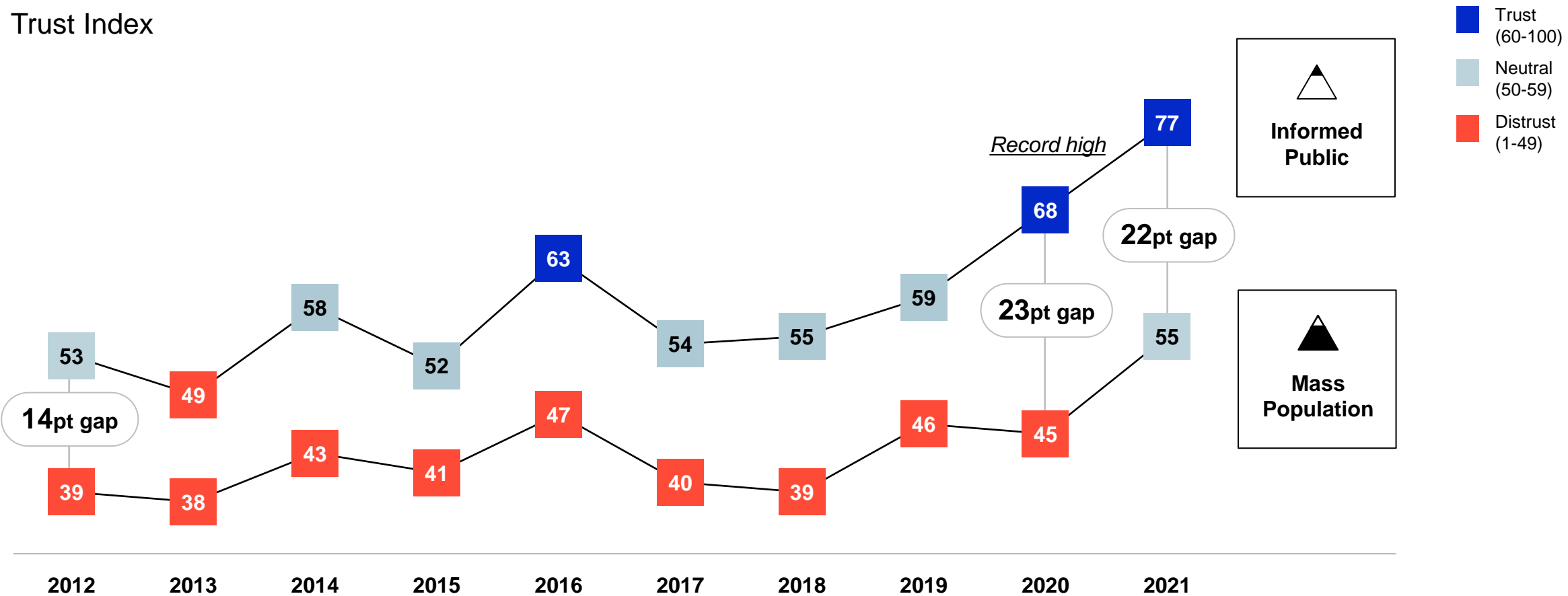


Nr. of countries with double-digit trust inequality



PERSISTENT TRUST INEQUALITY IN AUSTRALIA

Trust Index



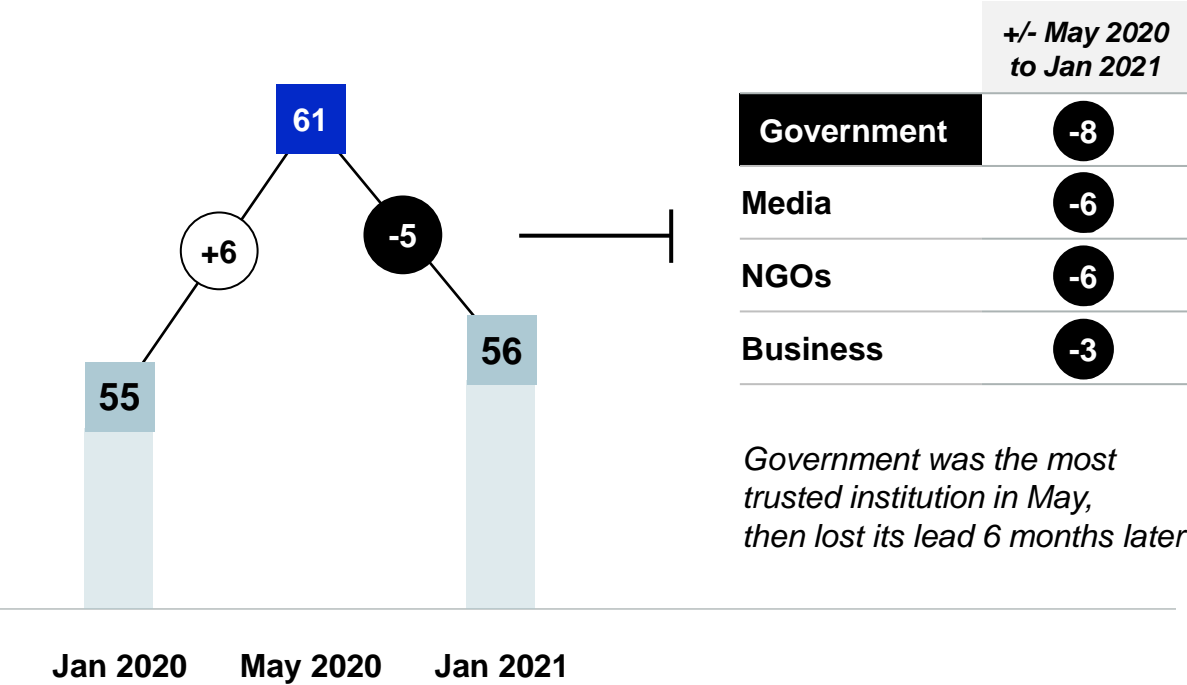
2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Informed public and mass population, Australia.

SPRING TRUST BUBBLE BURSTS; BIGGEST LOSS FOR GOVERNMENT

Trust Index, 11 countries included in the 2020 Trust Barometer Spring Update



Global 11

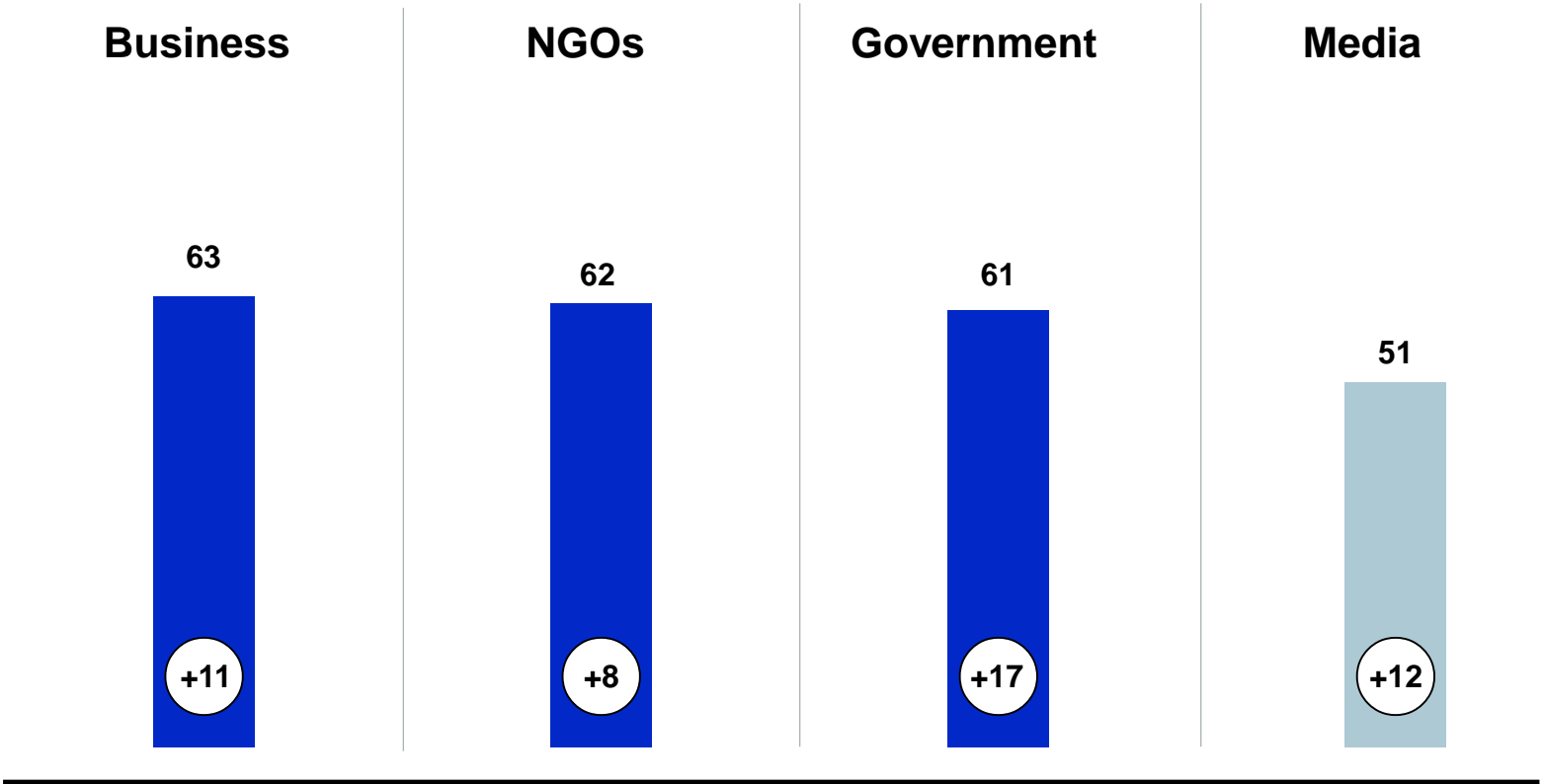
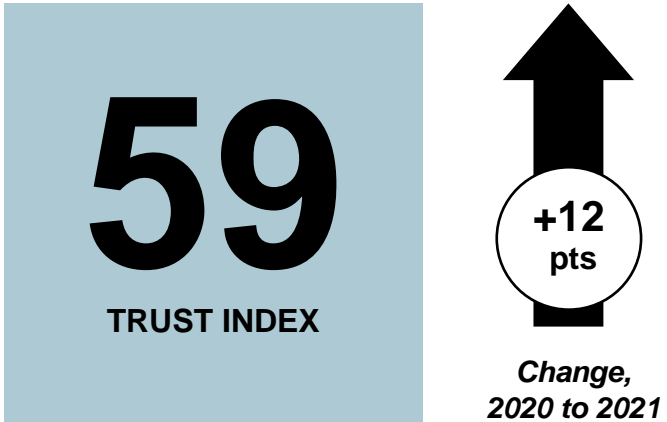


Government	+/- Jan 2020 to May 2020	+/- May 2020 to Jan 2021
S. Korea	+16	-17
UK	+24	-15
China	+5	-13
Mexico	+12	-12
Canada	+20	-11
India	+6	-8
U.S.	+9	-6
Germany	+19	-5
Japan	-5	-1
Saudi Arabia	+5	-1
France	+13	+2

2021 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, 11-mkt avg.

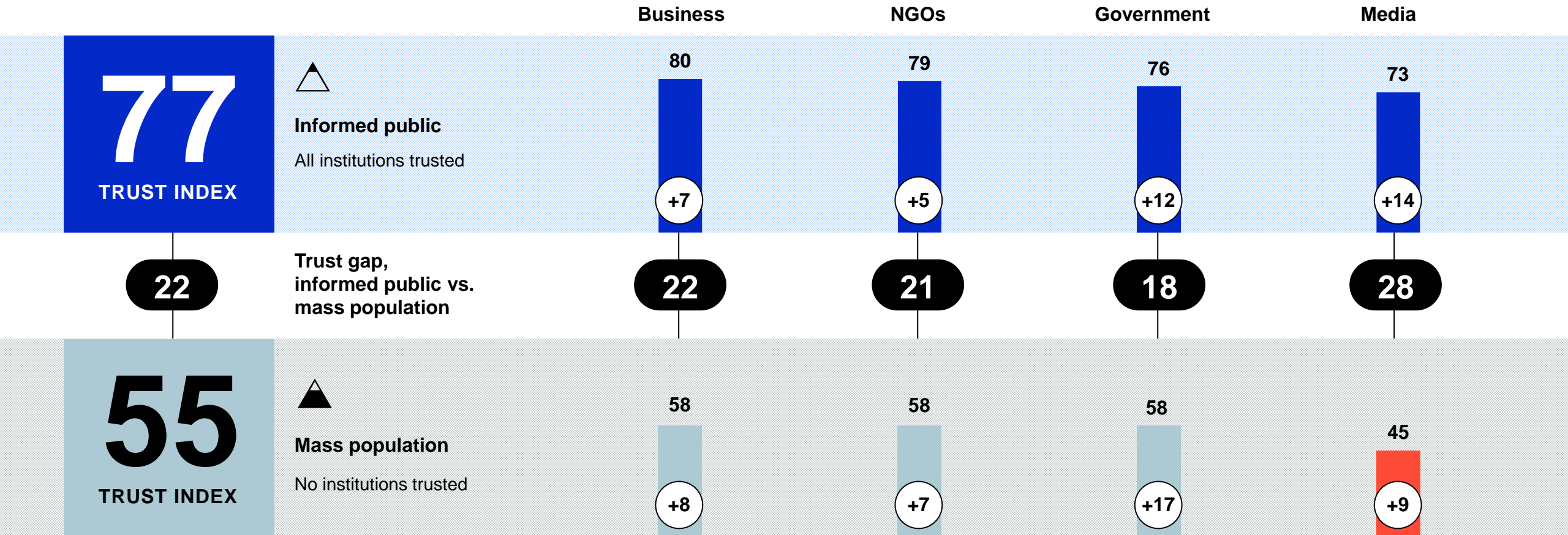
TRUST SURGE IN AUSTRALIA: BUSINESS, GOVERNMENT, NGOS NOW TRUSTED

Percent trust, in Australia



TWO DIFFERENT TRUST REALITIES IN AUSTRALIA

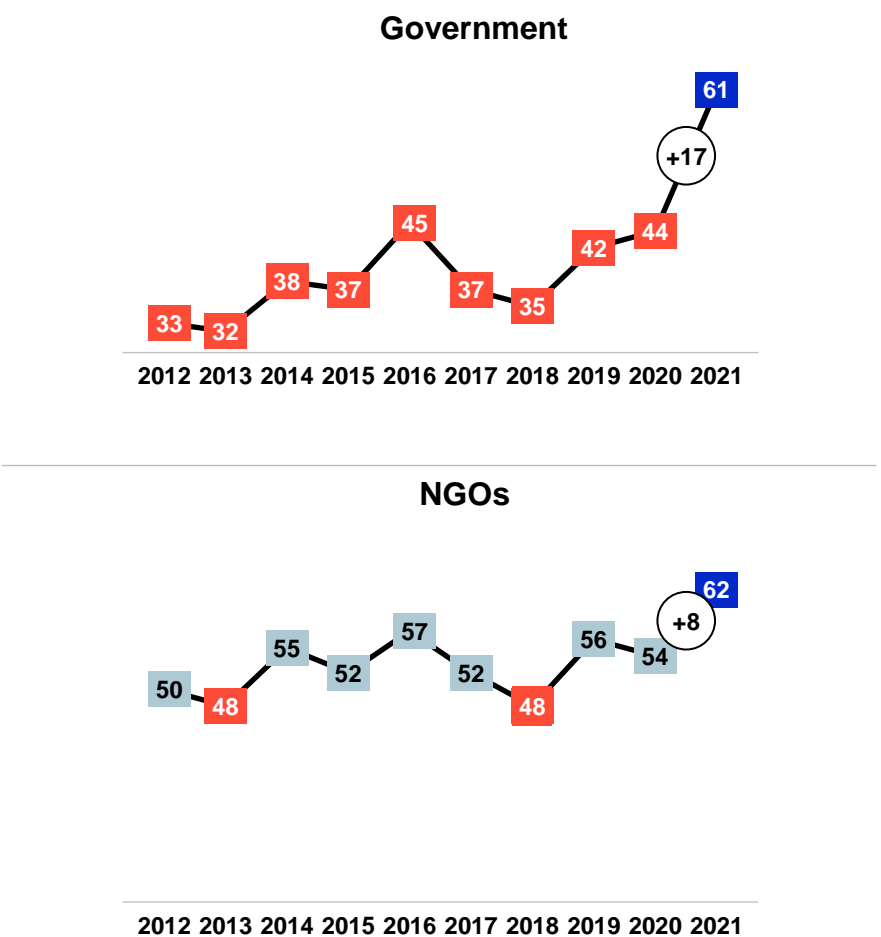
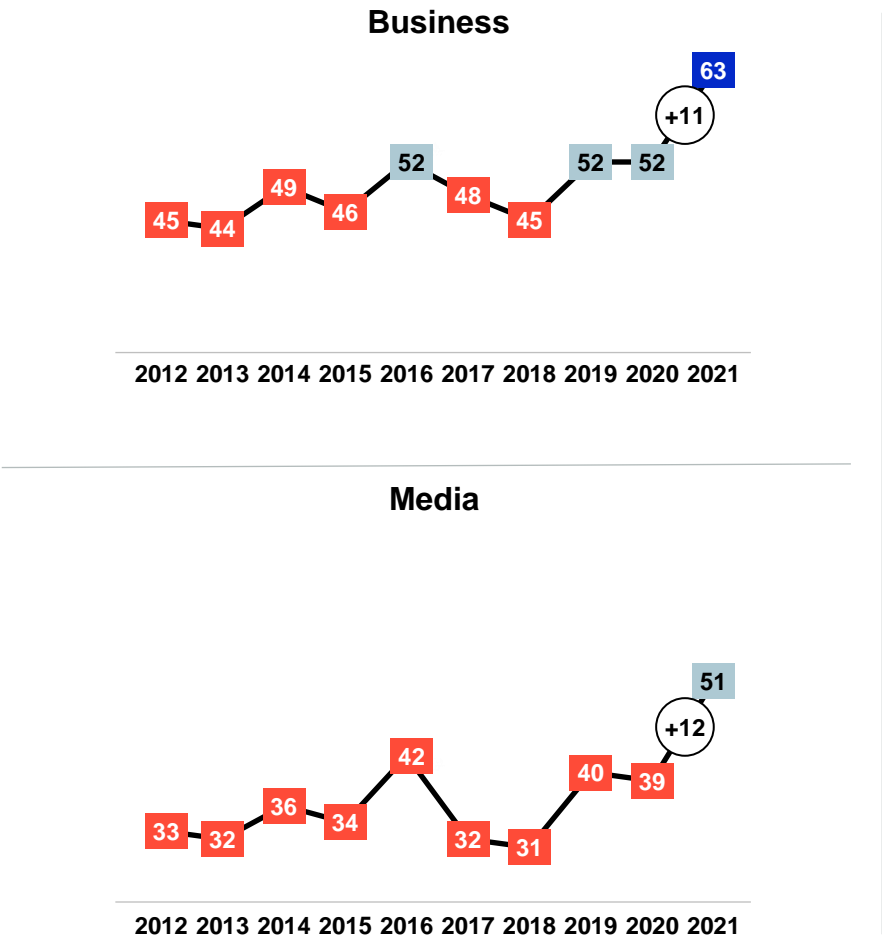
Percent trust, in Australia



2021 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. Mass population and informed public, Australia.

RECORD TRUST HIGHS ACROSS THE BOARD

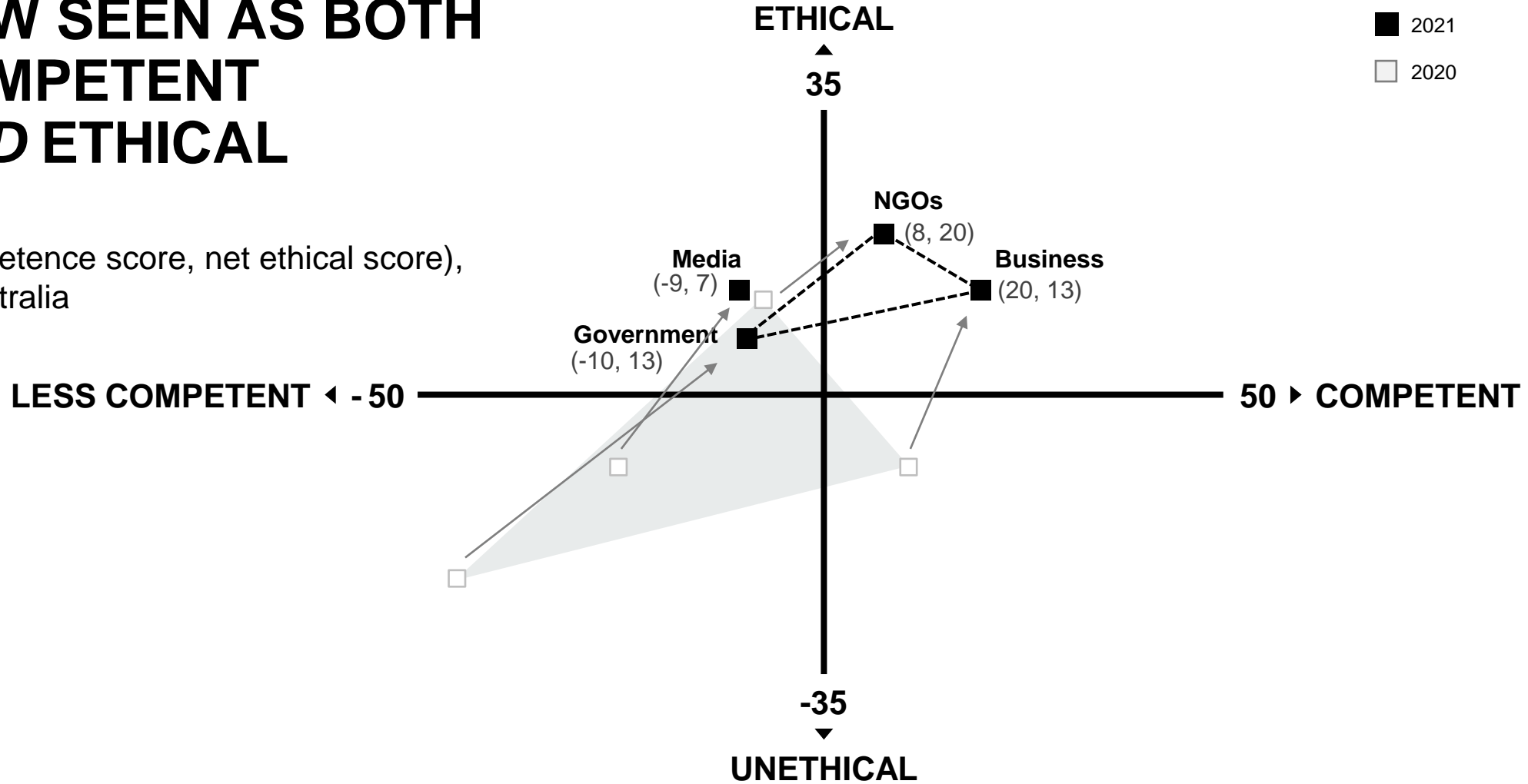
Percent trust in each institution



2021 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. General population, Australia.

BUSINESS AND NGOS NOW SEEN AS BOTH COMPETENT AND ETHICAL

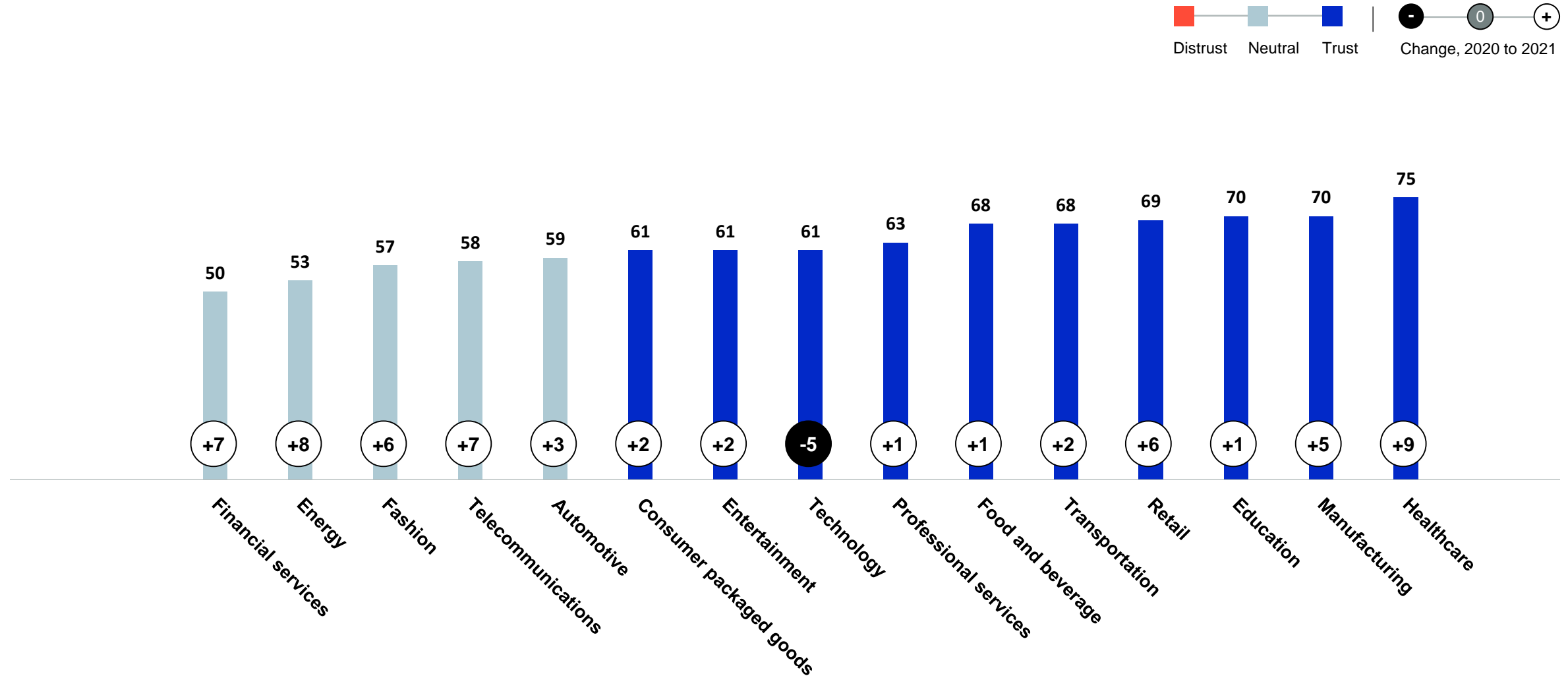
(Competence score, net ethical score),
in Australia



2021 Edelman Trust Barometer. The ethical scores are averages of nets based on INS_PER_DIM/1-4. Question asked of half of the sample. The competence score is a net based on TRU_3D_INS/1. Depending on the question it was either asked of the full of half the sample. General population, Australia. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

TRUST INCREASES IN ALL SECTORS BUT TECHNOLOGY

Percent trust in each sector, in Australia



INDUSTRY SECTORS OVER TIME

Percent trust in each sector, in Australia



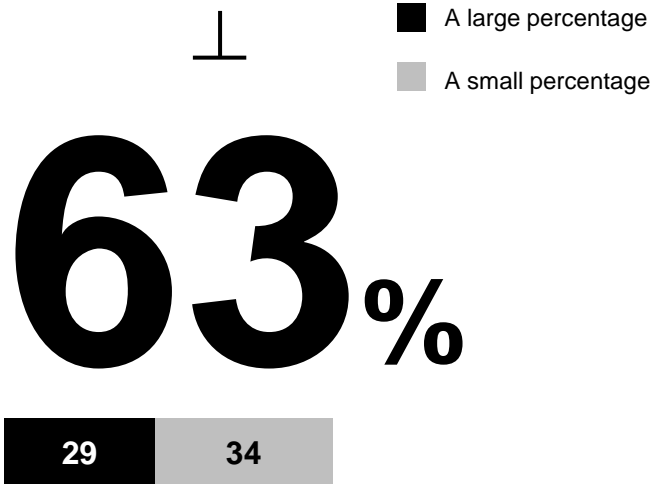
Industry	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	10yr. Trend
Healthcare	-	-	-	-	71	72	69	70	66	75	n/a
Food and beverage	67	63	68	67	68	70	67	74	67	68	+1
Consumer packaged goods	56	54	58	58	62	61	56	64	59	61	+5
Entertainment	-	61	64	66	66	63	61	70	59	61	n/a
Technology	74	65	73	71	72	71	68	72	66	61	-13
Automotive	58	58	60	59	55	61	54	64	56	59	+1
Telecommunications	47	45	48	50	55	54	53	53	51	58	+11
Energy	41	36	41	43	51	50	39	45	45	53	+12
Financial services	46	38	46	43	48	50	49	45	43	50	+4



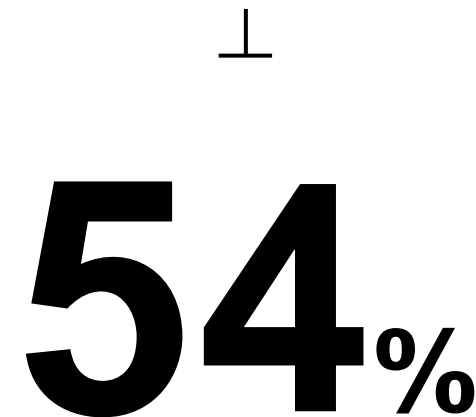
PANDEMIC ACCELERATES JOB LOSS FEARS

Percent who agree, in Australia

As a result of the of the pandemic,
a portion of our workforce has seen their
**work hours reduced or their
jobs eliminated**



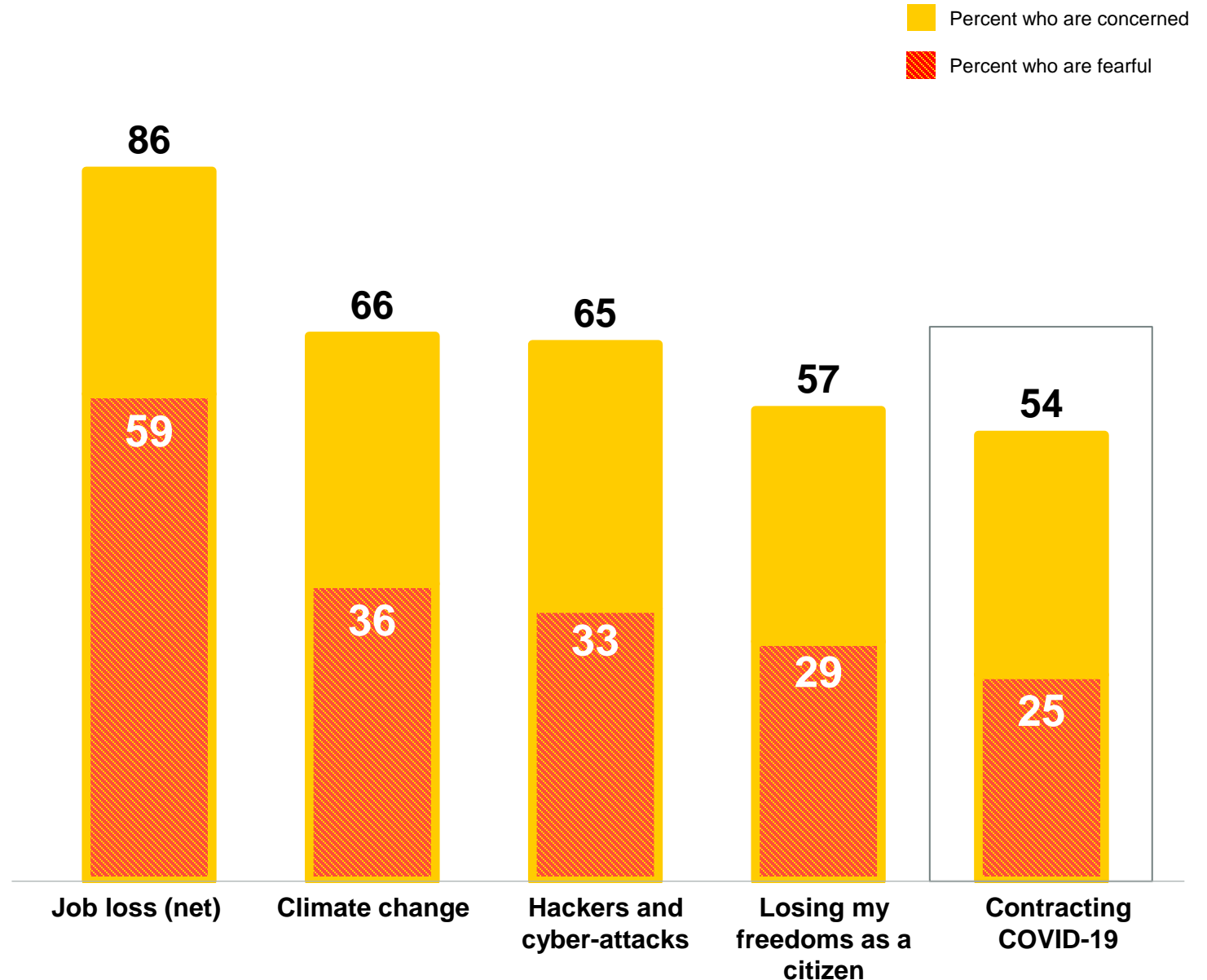
I worry that the pandemic will accelerate
the rate at which companies **replace
human workers with AI** and robots



2021 Edelman Trust Barometer. LAY_OFFS. Has the organization you work for had to lay-off or furlough any employees as a result of the economic impact of the pandemic? Code 1, yes, a large percentage; code 2, yes, a small percentage. Question asked of those who are an employee (Q43/1). Total layoff/furlough percentage is a sum of code 1 and 2. SOC_AGR. 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, Australia.

PANDEMIC ADDED TO PERSISTENT PERSONAL AND SOCIETAL FEARS

Percent who are concerned, and percent who are fearful, in Australia



2021 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, worry; top 2 box, fear. Non-job loss attributes shown to half of the sample. General population, Australia. Job loss asked of those who are an employee (Q43/1). Job loss is a net of attributes 1-3, 5, and 22-24.

INCREASED URGENCY TO ADDRESS FOUNDATIONAL PROBLEMS

Change in importance since last year
(more important minus less important)

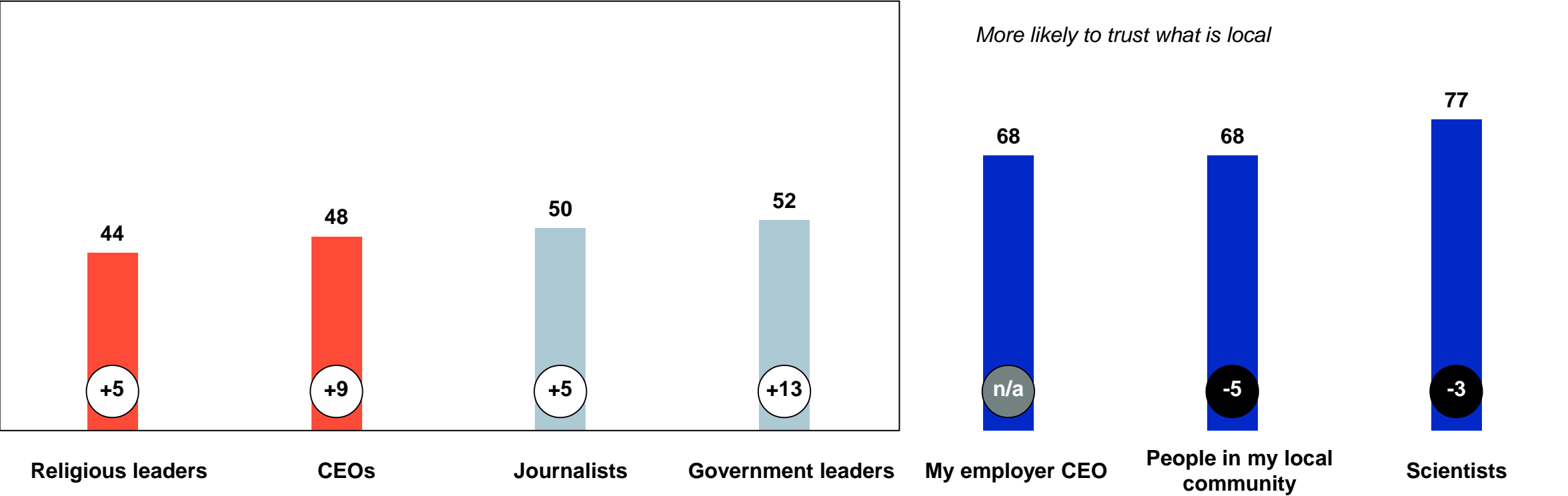
2021 Edelman Trust Barometer. IMP_POL_PRIORITIES. For each of the following issues and challenges, please indicate whether our country addressing it has become more important to you, less important to you, or has stayed the same in importance, since last year. 5-point scale; top 2 box; more important; bottom 2 box, less important. General population, Australia. Net change is the difference between more and less important.



<i>Change in importance since last year, in Australia</i>	Net change	More Important	Less Important
Improving our healthcare system	+48	58	10
Addressing poverty in this country	+44	54	10
Finding ways to combat fake news	+42	53	11
Protecting people's individual freedoms	+39	49	10
Closing the economic and social divide	+36	48	12
Improving our education system	+34	45	11
Addressing climate change	+32	49	17
Addressing discrimination, racism	+28	42	14

TRUST SHIFTS IN LEADERS TO DO WHAT'S RIGHT

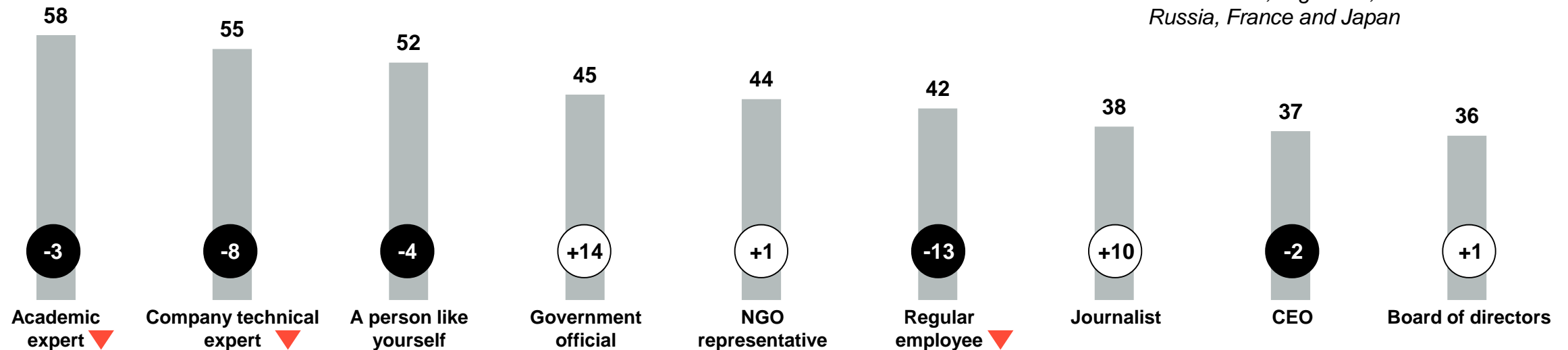
Percent trust, in Australia



INSTITUTIONAL SPOKESPEOPLE GAIN CREDIBILITY

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

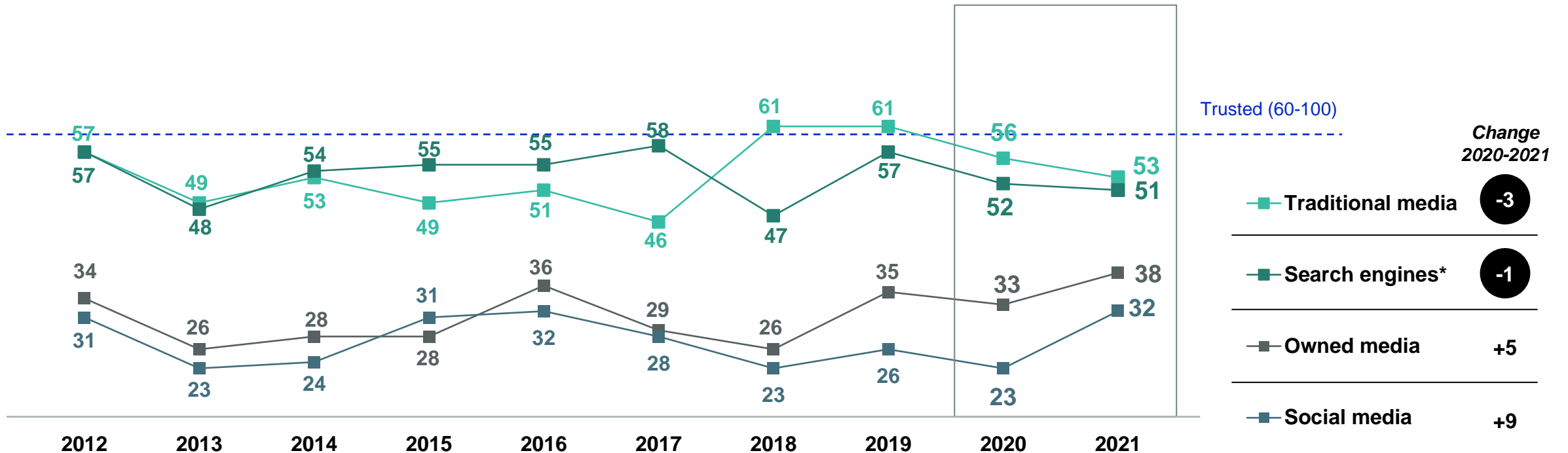
● — 0 — ● Change, 2020 to 2021 | ▼ All-time low



2021 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. Question asked of half of the sample. General population, Australia.

NO MEDIA SOURCE TRUSTED

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



2021 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, Australia.

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

NEWS ORGANISATIONS SEEN AS BIASED

Percent who agree, in Australia

Journalists and reporters are **purposely trying to mislead** people by saying things they know are false or gross exaggerations

64%

Most **news organizations** are more concerned with **supporting an ideology** or political position than with informing the public

68%

The media is **not** doing well at **being objective** and non-partisan

59%

2021 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, worry. Attributes shown to half of the sample. 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. PER_MED. How well do you feel the media is currently doing each of the following? Please indicate your answer using the 5-point scale below. 5-point scale; bottom 3 box, not doing well. Question asked of half of the sample. General population, Australia.

PRIORITIES SHIFT: MY INFORMATION LITERACY NOW MATTERS MORE

Change in importance since last year
(more important minus less important)

2021 Edelman Trust Barometer. IMP_VALUES. For each of the following, please indicate whether it has become more important to you, less important to you, or has stayed the same in importance, since last year. 5-point scale; top 2 box; more important; bottom 2 box, less important. Question asked of half of the sample. General population, Australia. Net change is the difference between more and less important.

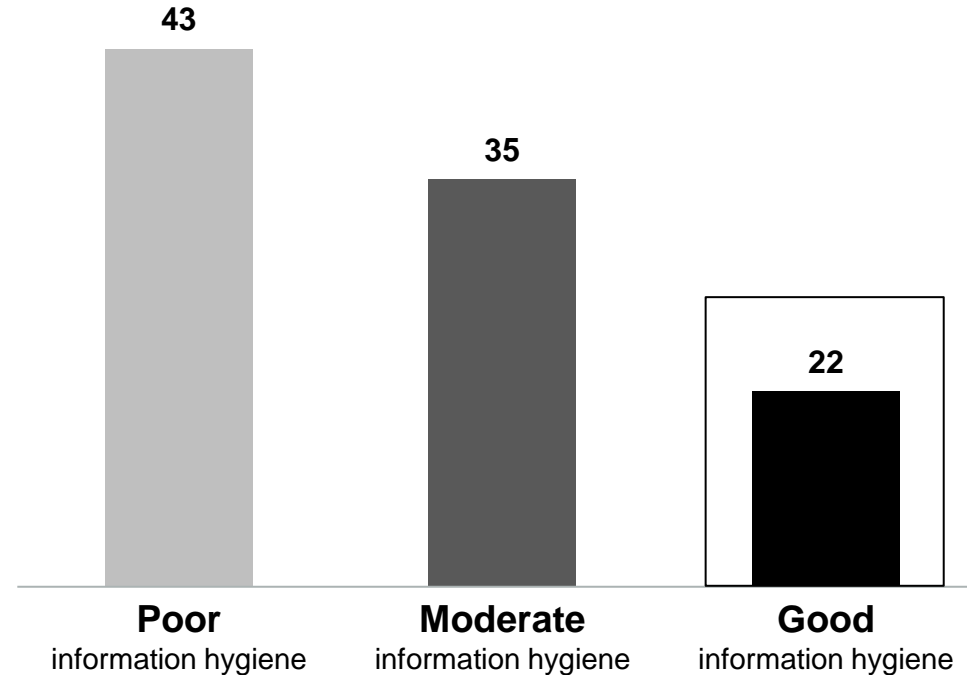
<i>Change in importance since the start of the year, in Australia...</i>	Net change	More Important	Less Important
Prioritizing my family and their needs	+44	54	10
Being politically aware	+33	44	11
Increasing my media and information literacy	+30	41	11
Increasing my science literacy	+23	37	14
Speaking out when I see need for changes and reforms	+22	35	13

IN AUSTRALIA, LESS THAN 1 IN 4 HAVE GOOD INFORMATION HYGIENE

Percent in each segment

Information hygiene:

1. News engagement
2. Avoid information echo chambers
3. Verify information
4. Do not amplify unvetted information



50% of respondents **share or forward news items** that they find to be interesting.

Of those, **only 24%** have good information hygiene

BUSINESS EXPECTED TO FILL VOID LEFT BY GOVERNMENT

Percent who agree, in Australia

CEOs should step in
when the government does not fix
societal problems

⊥
66%

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

⊥
72%

**CEOs should hold
themselves accountable to
the public** and not just to the
board of directors or stockholders

⊥
78%

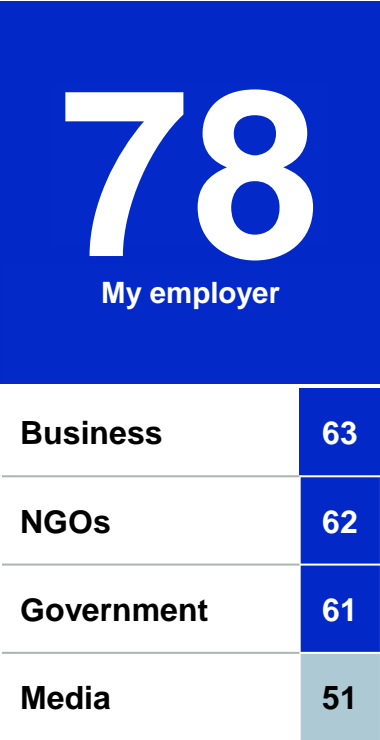
2021 Edelman Trust Barometer. CEO_EXP. Below is a list of potential expectations that you might have for a company CEO. Thinking about CEOs in general, whether they are global CEOs or a CEO who oversees a particular country, how would you characterize each using the following three-point scale? 3-point scale, sum of codes 2 and 3. Question asked of half of the sample. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statement? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Australia.

TRUST IS LOCAL: MY EMPLOYER A MAINSTAY OF TRUST

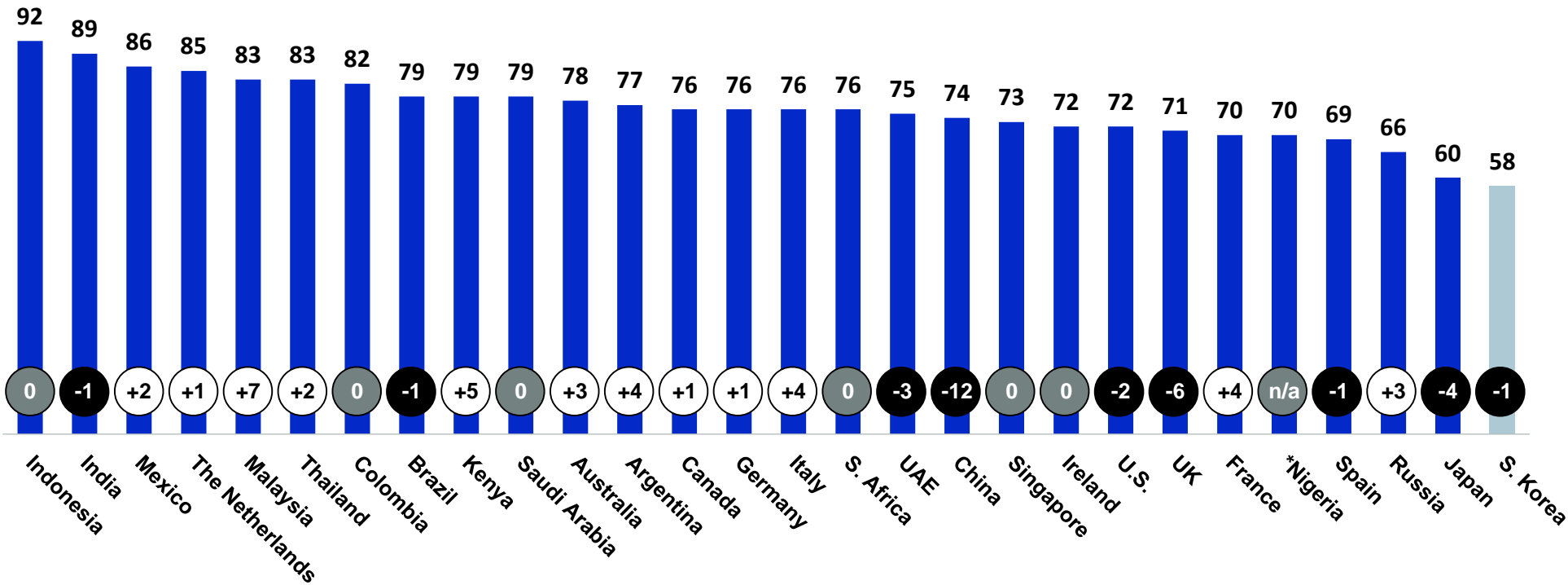
Percent trust in my employer



Australia

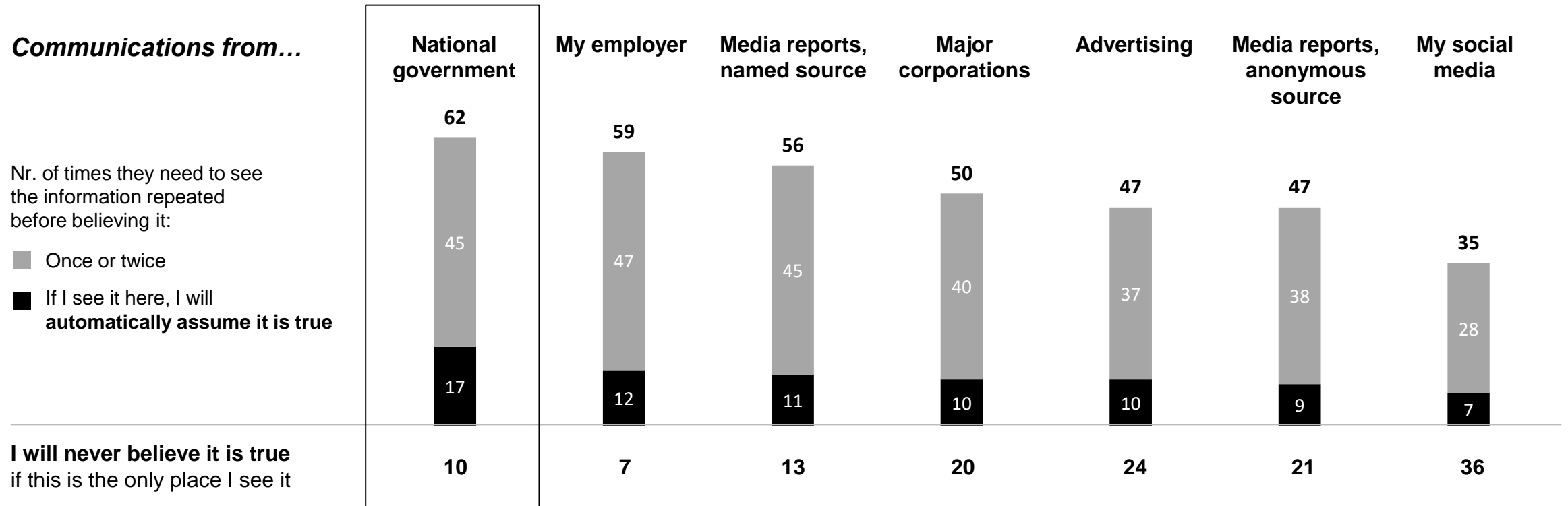


Trust in my employer stable or rising in 18 of 27 countries



BEHIND GOVERNMENT, EMPLOYERS EMERGE AS MOST TRUSTED

Percent who believe information from each source automatically, or after seeing it twice or less, in Australia



2021 Edelman Trust Barometer. HEAR_TIME1. When you see a new piece of information or a news story in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true? Question asked of half of the sample. "Once or twice" is a sum of codes 2 and 3. General population, Australia. "Employer communications" only shown to those that are an employee (Q43/1).

BUSINESS GAINS THE MOST TRUST BY BEING A GUARDIAN OF INFORMATION QUALITY

Percent increased likelihood of trusting business associated with performing well on each action

<i>When these actions are performed well...</i>	Increased likelihood of trust
Guarding information quality	+5.8%
Embracing sustainable practices	+5.7%
Robust COVID-19 health and safety response	+4.8%
Driving economic prosperity	+4.7%
Long-term thinking over short-term profits	+4.6%

2021 Edelman Trust Barometer. Discrete choice analysis; results shown are marginal effects on likelihood to trust. PER_BUS. How well do you feel business is currently doing each of the following? 5-point scale; top 2 box, doing well. Question asked of half of the sample. 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, 27-mkt avg. For a full explanation of how this data was calculated, please see the Technical Appendix.

TRUST ADVANTAGE: USE IT OR LOSE IT

1

Business: Embrace expanded mandate

CEOs must lead on issues from sustainability and systemic racism to upskilling. Act first, talk after.

2

Lead with facts, act with empathy

Societal leaders must have the courage to provide straight talk, but also empathise and address people's fears.

3

Provide trustworthy content

All institutions must provide truthful, unbiased, reliable information.

4

Don't go it alone

Business, government, NGOs and others must find a common purpose and take collective action to solve societal problems.

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TECHNICAL APPENDIX

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21

2021 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	31,050	Age, Gender, Region	+/- 0.6% total sample +/- 0.8% half sample	6,000	Age, Education, Gender	+/- 1.3% total sample +/- 1.8% half sample
China and U.S.	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	500	Age, Education, Gender	+/- 4.4% total sample +/- 6.2% half sample
Nigeria	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	100	Age, Education, Gender	+/- 9.8% total sample +/- 13.9% half sample
All other countries	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	200	Age, Education, Gender	+/- 6.9% total sample +/- 9.8% half 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.

** For the general population, there were additional quotas on ethnicity in the UK and U.S., and on nationality in the UAE and Saudi Arabia.

*** For the informed public, there were additional quotas on nationality in the UAE and Saudi Arabia.

2021 EDELMAN TRUST BAROMETER

LANGUAGES AND INTERNET PENETRATION BY COUNTRY

The Edelman Trust Barometer is an online survey. In developed countries, a nationally-representative online sample closely mirrors the general population. In countries 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	-	83%
Argentina	Localized Spanish	93%
Australia	English	87%
Brazil	Portuguese	71%
Canada	English, French Canadian	94%
China	Simplified Chinese	59%
Colombia	Localized Spanish	63%
France	French	92%
Germany	German	96%
India	English, Hindi	41%

	Languages	Internet Penetration*
Indonesia	Indonesian	63%
Ireland	English	92%
Italy	Italian	93%
Kenya	English	87%
Japan	Japanese	94%
Malaysia	Malay	81%
Mexico	Localized Spanish	67%
Nigeria	Localized English	61%
Russia	Russian	81%
Saudi Arabia	English, Arabic	92%

	Languages	Internet Penetration*
Singapore	English, Simplified Chinese	88%
S. Africa	English, Afrikaans	55%
S. Korea	Korean	96%
Spain	Spanish	93%
Thailand	Thai	82%
The Netherlands	English, Dutch	96%
UAE	English, Arabic	96%
UK	English	95%
U.S.	English, Localized Spanish	90%

*Data source: <http://www.internetworldstats.com/stats.htm> as of 1/12/21

2021 EDELMAN TRUST BAROMETER

HOW WE MEASURED INFORMATION HYGIENE

To determine whether respondents practiced good information hygiene, we measured four dimensions:

1. Regular engagement with news: Do they stay informed?
2. Engagement with differing points of view: Do they avoid information echo chambers?
3. Information verification: Do they avoid assuming something is true simply because it supports their point of view?
4. Avoids spreading misinformation: Do they check information veracity before forwarding content to others?

Each respondent's level of information hygiene was categorized based on their performance across the four dimensions:

- **Good:** Performs well on three or more dimensions
- **Moderate:** Performs well on any two dimensions
- **Poor:** Performs well on one or fewer dimensions

1. News engagement *(does one or more of these several times a week or more)*

- “Read, view or listen to news and information produced by major news organizations or publications at the original source” MED_SEG_OFTr1
- “Read news and information from major news organizations sent to me by others or pushed to me on a news feed, social network platform or application” MED_SEG_OFTr2
- “Read, view or listen to news and information put out by major corporations regarding important social and political issues and events” MED_SEG_OFTr16
- “Listen to podcasts or read newsletters or blog posts put out by independent individuals whom I trust to keep me informed about important issues, but who do not work for a news media company” MED_SEG_OFTr17

2. Avoiding information echo chambers *(must say they do one or more of these)*

- “How often do you read or listen to information or points of view from people, media sources or organizations with whom you often disagree?” NEWS_DIS *(weekly or more)*
- “When someone you know sends you some information that supports a position that you do NOT believe, which of the following do you typically do with it?” POS_DIS *(study thoroughly)*

3. Verify information *(must say they do two or more of these)*

- “Confirm that a news story is really true by looking across multiple information sources” MED_SEG_OFTr15 *(several times a week or more)*
- “When someone you know sends you some information that supports a position you believe, which of the following do you typically do with it?” POS_BEL *(use fact-checking sites and/or verify from people I know and/or go to original source material)*

4. Do not amplify unvetted information *(must never do this)*

- “Pass on news and information to others without first checking its accuracy or the integrity of the source” MED_SEG_OFTr18

2021 EDELMAN TRUST BAROMETER

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

2021 EDELMAN TRUST BAROMETER

HOW WE CALCULATED INCREASED LIKELIHOOD TO TRUST BUSINESS

Respondents were asked to evaluate the performance of business as an institution against a variety of behavioral expectations. These performance scores were then incorporated into a discrete choice analysis to determine which behaviors, if done well, would provide the greatest boost to trust in business.

The top five performance drivers of trust, defined in terms of marginal effect on likelihood to trust associated with doing that behavior well, are displayed on the slide.

Respondents were asked:

How well do you feel business 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”.

Full list of behaviors examined (top 5 highlighted in bold)

1. **Meeting your overall expectations for how they should be responding to the health and public safety aspects of the COVID-19 pandemic**
2. Meeting your overall expectations for how they should be responding to the economic consequences of the COVID-19 pandemic
3. Partnering with other organizations and societal institutions, even if they might be competitors, to mount the strongest and most effective responses possible to our societal challenges
4. Stepping in to fill leadership voids and policy gaps left by government
5. Doing everything they can to ensure the safety and wellbeing of our people and communities
6. Identifying and addressing systemic inequalities, unfair treatment, and prejudices within society and in the business world
7. Shaping our culture for the better by inspiring positive change in how we see and treat ourselves and each other
8. Developing new solutions to help address our country's problems
9. Working to benefit their employees, customers, and local community, in addition to their owners and shareholders
10. Putting people before profits
11. **Being the guardian of information quality, working to ensure that only true, verified information is being shared and circulated**
12. **Driving the economic prosperity of our country**
13. Working to ensure that our workers have the skills necessary to be competitive in the global job market
14. Investing in the local communities where they are headquartered or have large production facilities/offices
15. **Taking a long-term perspective when making business decisions versus focusing on short-term profits**
16. **Embracing sustainable practices across their business**

Photo Credits

1 Ruby Princess cruise ship departs Sydney: *James D. Morgan/Getty Images* **2** Prime Minister Scott Morrison announces further measures to stop the spread of COVID-19: *Sam Mooy/Getty Images* **3** COVID-19 application: *Daria Nipot/Shutterstock* **4** New South Wales Firefighters battling blaze: *Karl Hofman/Shutterstock* **5** Protests in Hyde Park to change the controversial date of Australia day: *Holli/Shutterstock* **6** Woman wearing a mask on a Melbourne tram: *Dave Hewinson/Shutterstock* **7** Vehicles waiting at COVID-19 checkpoint to cross the state border into Queensland: *Igor Corovic/Shutterstock* **8** Victorian Premier Daniel Andrews holds a press conference during Stage 3 lockdowns: *Darrian Traynor/Getty Images* **9** Stage 3 COVID-19 restriction warnings in Melbourne: *Dave Hewinson/Shutterstock* **10** Sydney Opera House with light display: *Srikant Sahoo/Shutterstock*.

