

Mid-year Update:
A World in Trauma
Australia Edition



Edelman Trust Barometer 2021



2021 Edelman Trust Barometer

Mid-year Update: A World in Trauma

Methodology



Online survey in 15 countries:

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

16,900+ respondents total

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

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

The data in this report was previously published as part of the 2021 Edelman Trust Barometer Spring Update: A World in Trauma.

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

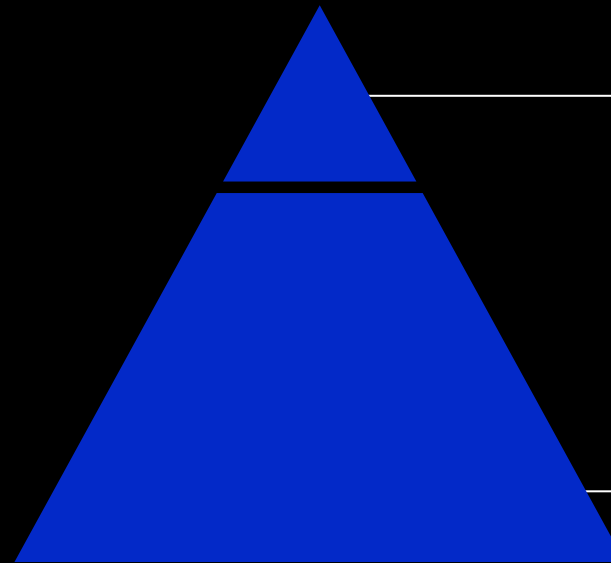
Market-specific data margin of error: General population +/- 2.8% (n=1,200), informed public +/- 9.8% (n=100), mass population +/- 3.0% to 3.7% (n=min 708, varies by market).

General Online Population

1,200
respondents
per country

Ages
18+

All slides show general
online population data
unless otherwise noted



Informed Public

100 respondents in each country

Represents **19%** of total global population

Must meet 4 criteria

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



Mass Population

All population not
including informed public

Represents **81%** of total
global population

Supplementary fieldwork in Australia:

May 28 – 30, 2021

1,200 respondents



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STATE OF TRUST: AN UNEQUAL RECOVERY

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DOUBLE-DIGIT TRUST INEQUALITY IN 13 OF 14 COUNTRIES

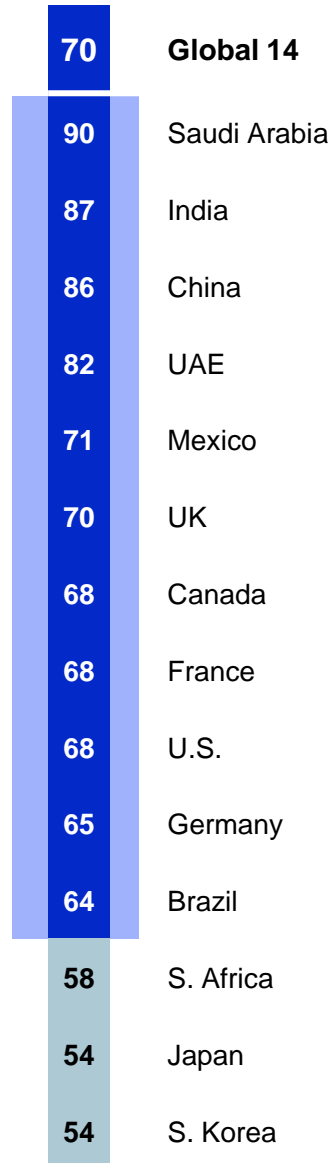
Trust Index

Informed public 17 points more trusting than the mass population

Double-digit trust inequality in 13 of 14 countries measured

2021 Edelman Trust Barometer Mid-year Update: A World in Trauma. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Informed public and mass population, 14-mkt avg.

△ 2021 Spring Update
Informed public



▲ 2021 Spring Update
Mass population | Trust gap



▶ 5 countries with record trust inequality



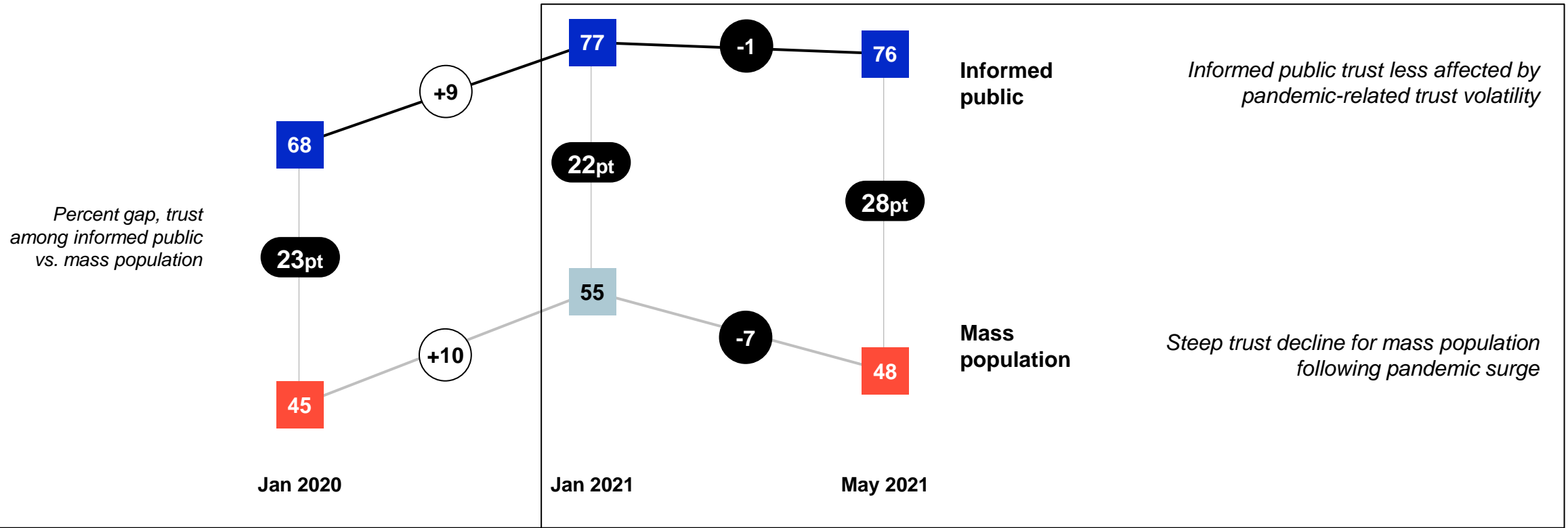
▶ Australia

IP	MP	Trust gap
76	48	28

TRUST GAP DEEPENS FURTHER IN AUSTRALIA

Percent trust, in Australia

Australia

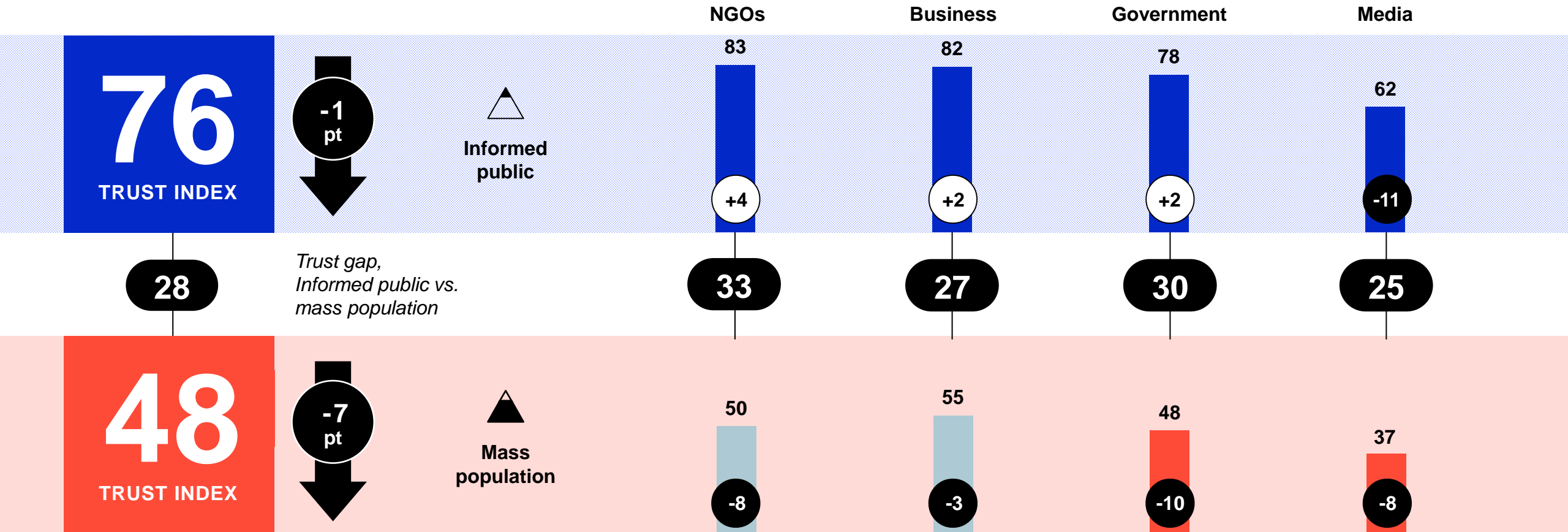


DOUBLE-DIGIT TRUST GAPS ACROSS INSTITUTIONS

Percent trust, in Australia

■ ■ ■
 Distrust Neutral Trust

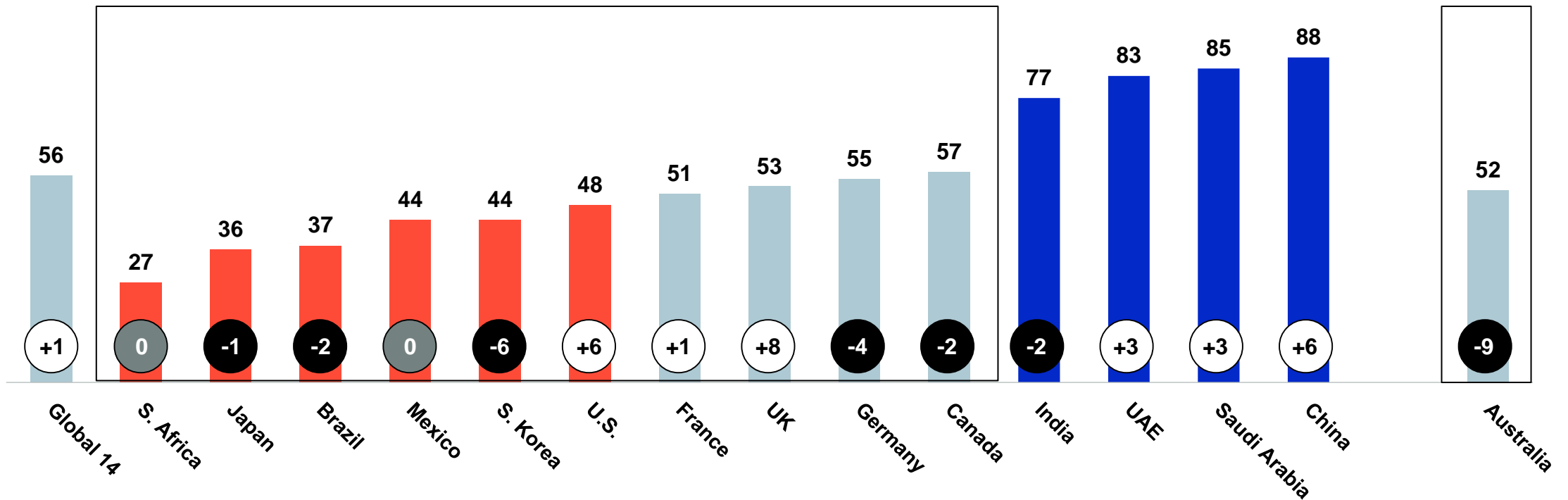
- 0 +
 Change, Jan 2021 to May 2021



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

GOVERNMENT NOT TRUSTED IN 10 OF 14 COUNTRIES; GREATEST TRUST DECLINE IN AUSTRALIA

Percent trust



MY EMPLOYER ONLY TRUSTED INSTITUTION

Percent trust, in Australia



My employer



Business



NGOs



Government



Media



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PANDEMIC LEGACY: A WORLD AWASH IN FEAR

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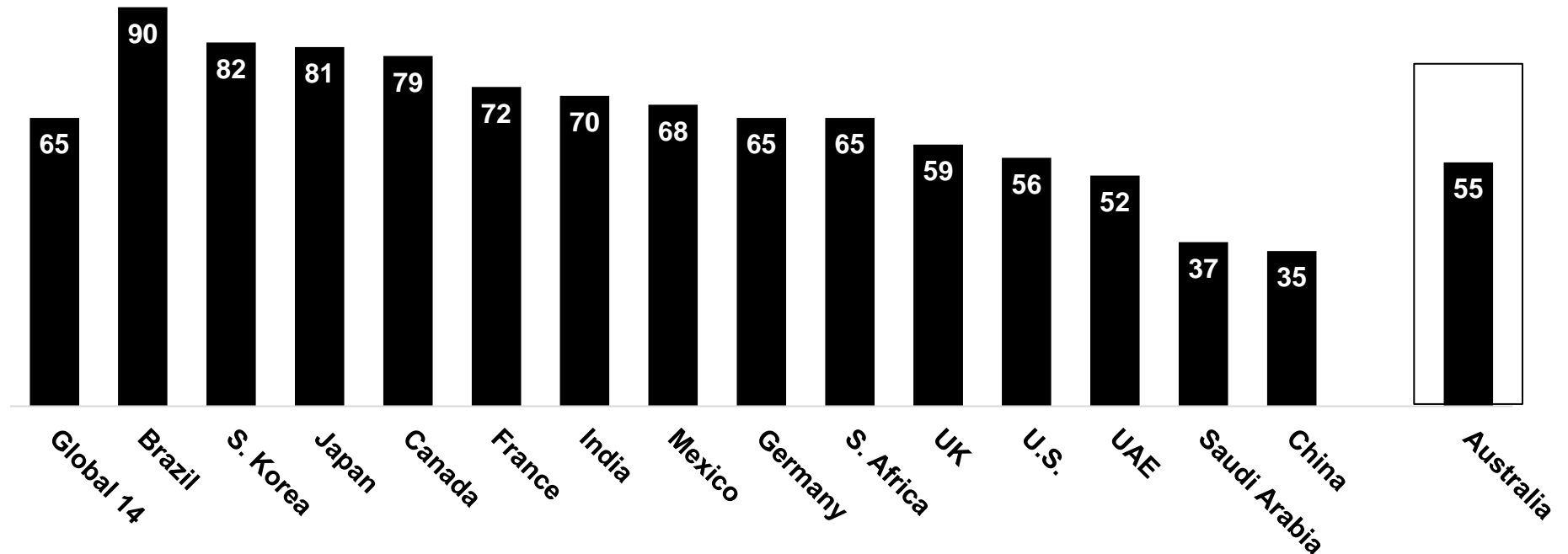
MAJORITY OF AUSTRALIANS STILL IN PANDEMIC MINDSET

Which best describes how you are feeling?

I am still in a pandemic mindset

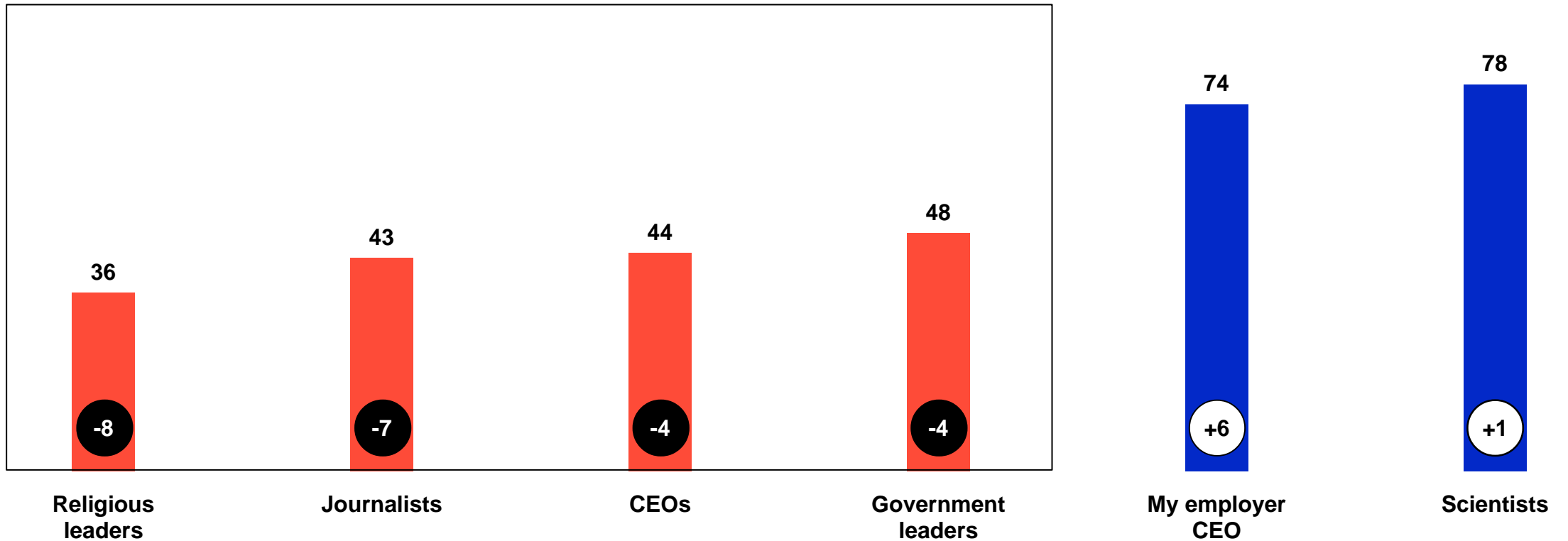
vs

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



KEY SOCIETAL LEADERS DISTRUSTED

Percent trust, in Australia



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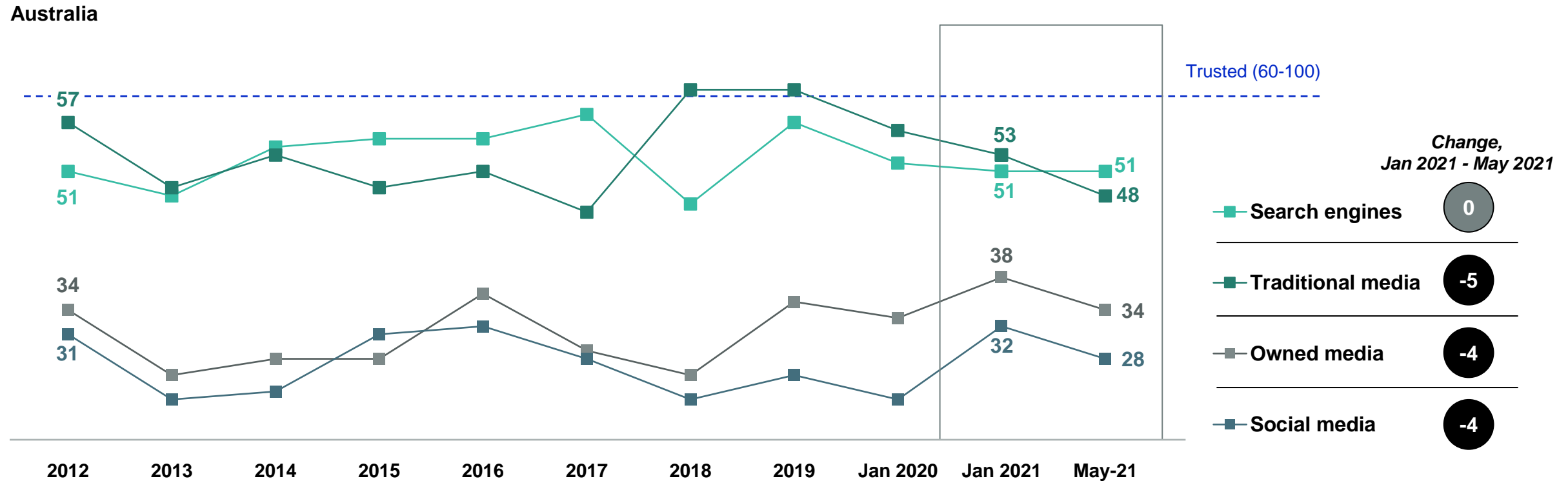
NO END TO THE INFODEMIC

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TRUST IN NEWS SOURCES DECLINES FURTHER

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

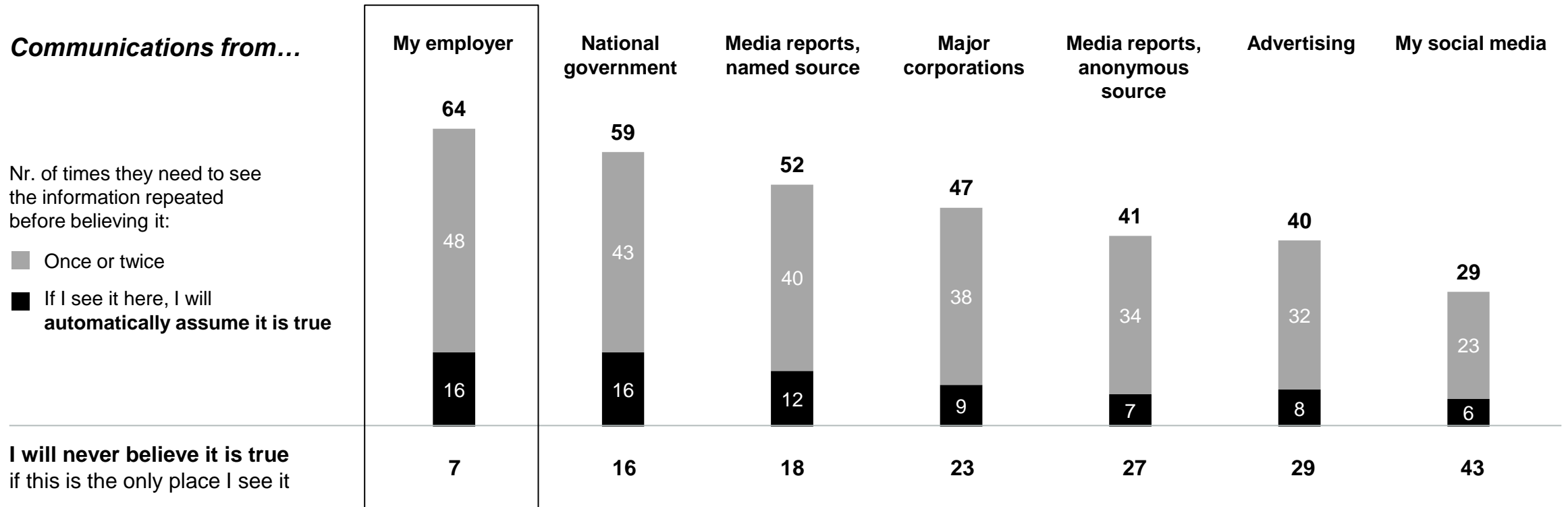
● 0 ● + Change, Jan 2021 to May 2021



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

EMPLOYER MEDIA MOST BELIEVABLE

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



2021 Edelman Trust Barometer Mid-year Update: A World in Trauma.. 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 asked of those who are an employee (Q43/1).

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**BUSINESS:
BURDENED BY
GREAT EXPECTATIONS**

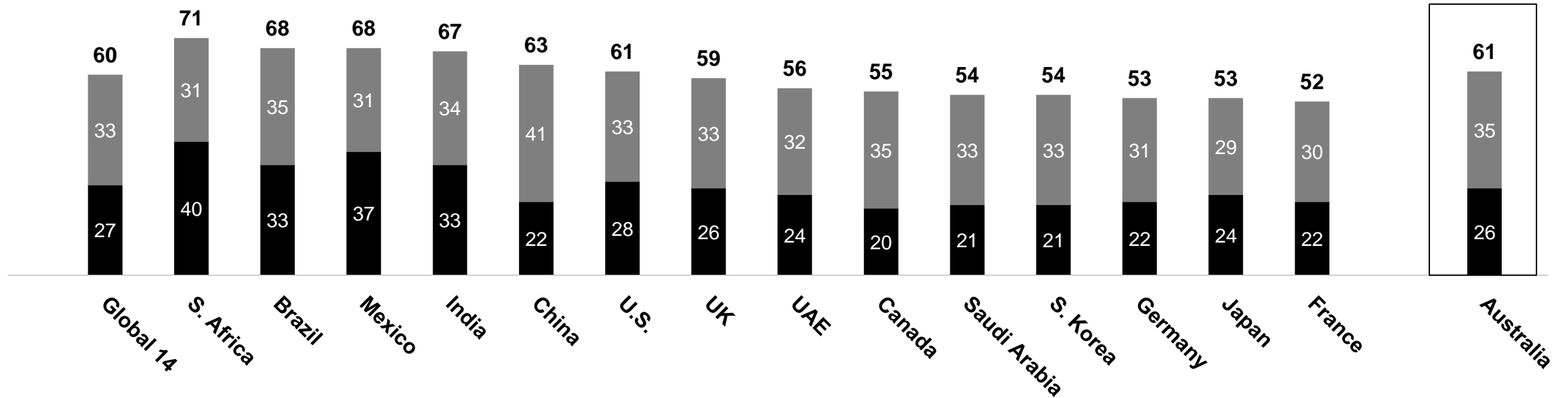
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PRESSURE MOUNTS FOR BUSINESS TO TAKE ON SOCIETAL CHALLENGES

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

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

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



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

TOWARD A POST-PANDEMIC WORLD

1

Employees are now job one

Business must prioritise employees, now their most important stakeholder.

2

Beware the pedestal

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

3

Government must lead on foundational challenges

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

4

Double down on bias towards action

Communication alone cannot solve the complex, enduring problems society faces. A renewed bias towards action is needed to regain trust.