2018 Edelman Trust Barometer

Global Report

#TrustBarometer

Edelman trustbarometer 2018 | ANNUAL GLOBAL STUDY

Edelman

2018 Edelman Trust Barometer

Methodology

Online Survey in 28 Countries

18 years of data

33,000+ respondents total

All fieldwork was conducted between October 28 and November 20, 2017

28-country 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).
Country-specific data margin of error: General population +/- 2.9 (N=1,150), informed public +/- 6.9% (N = min 200, varies by country), China and U.S. +/- 4.4% (N=500), mass population +/- 3.0 to 3.6 (N =min 740, varies by country).

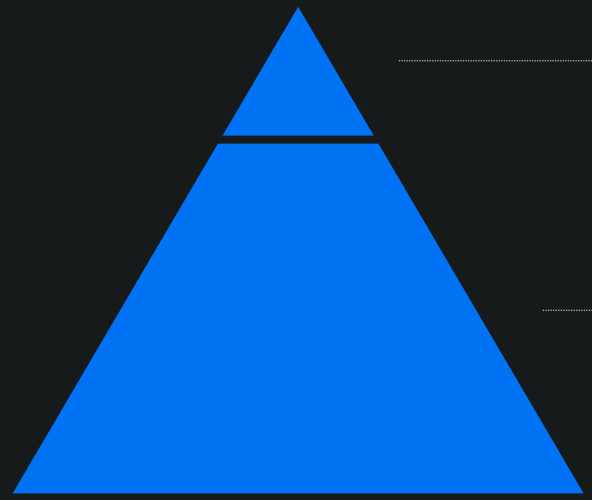
General Online Population

7 years in 25+ countries

Ages 18+

1,150 respondents per country

All slides show general online population data unless otherwise noted



Informed Public

10 years in 20+ countries

Represents 15% of total global population

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

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 business news

Mass Population

All population not including informed public

Represents 85% of total global population

Trust in Retrospect

2001
Rising Influence of NGOs

2002
Fall of the Celebrity CEO

2003
Earned Media More Credible Than Advertising

2004
U.S. Companies in Europe Suffer Trust Discount

2005
Trust Shifts from "Authorities" to Peers

2006
"A Person Like Me" Emerges as Credible Spokesperson

2007
Business More Trusted Than Government and Media

2008
Young Influencers Have More Trust in Business

2009
Business Must Partner with Government to Regain Trust

2010
Trust is Now an Essential Line of Business

2011
Rise of Authority Figures

2012
Fall of Government

2013
Crisis of Leadership

2014
Business to Lead the Debate for Change

2015
Trust is Essential to Innovation

2016
Growing Inequality of Trust

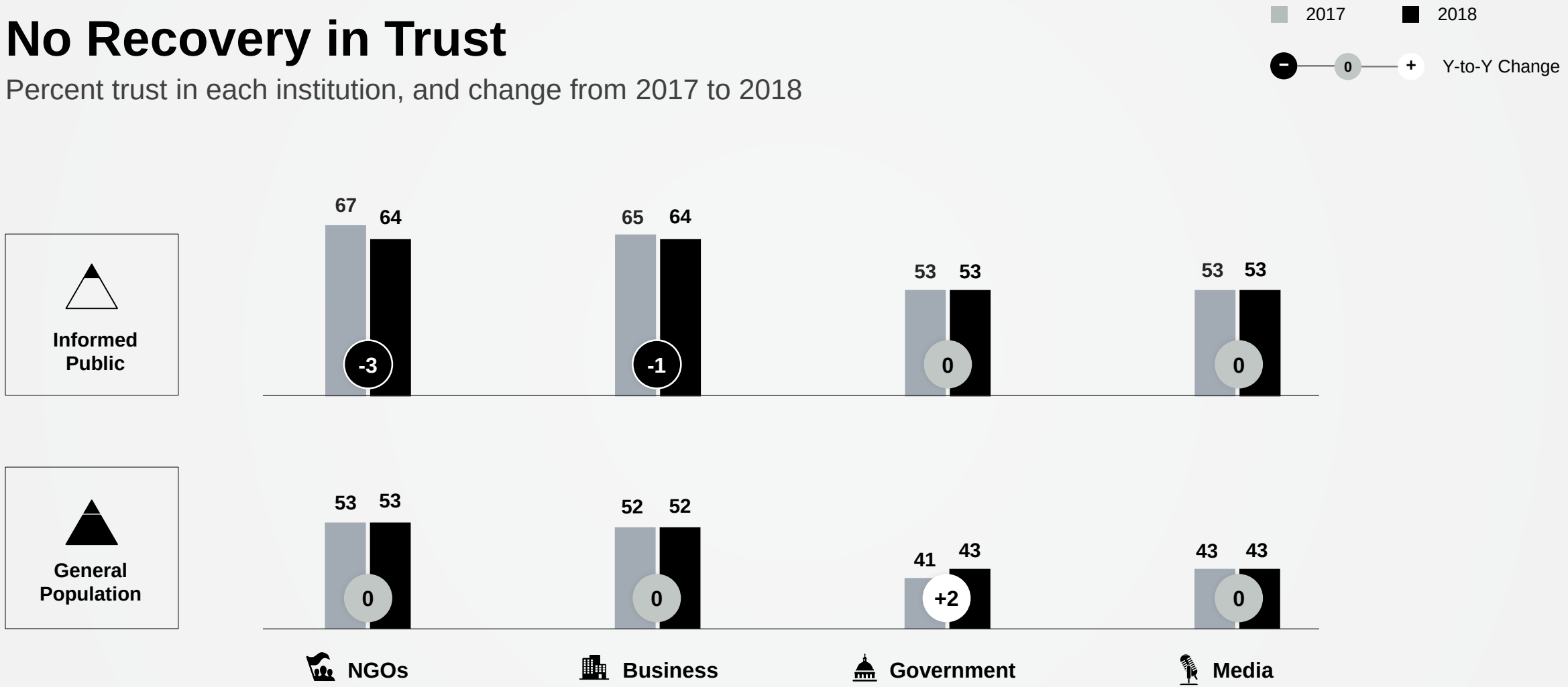
2017
Trust in Crisis

2018
The Battle for Truth

A Polarization of Trust

No Recovery in Trust

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



Source: 2018 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and General Population, 28-country global total.

Trust Index

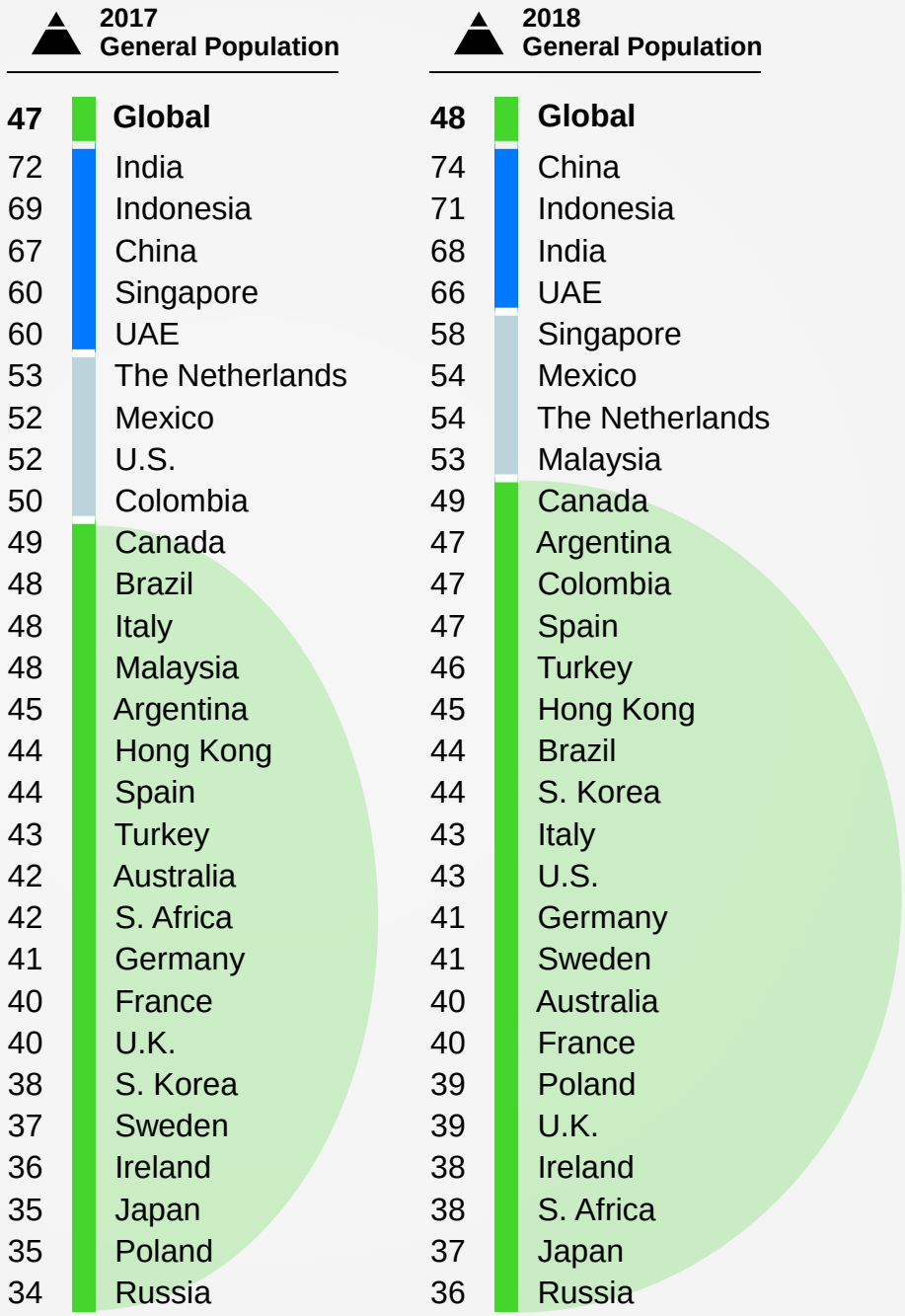
A World of Distrust

Average trust in institutions, general population, 2017 vs. 2018

Global Trust Index remains at distruster level

20 of 28 countries are distrusters, up 1 from 2017

Source: 2018 Edelman Trust Barometer.
The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs. General population, 28-country global total.



Biggest changes in

U.S.	-9
China	+7
S. Korea	+6
UAE	+6
Italy	-5

Trust decline in the U.S. is the steepest ever measured

Trust Index

Informed Public Declines to Neutral

Average trust in institutions, informed public, 2017 vs. 2018

A 1-point decline in the Global Trust Index

Biggest changes in

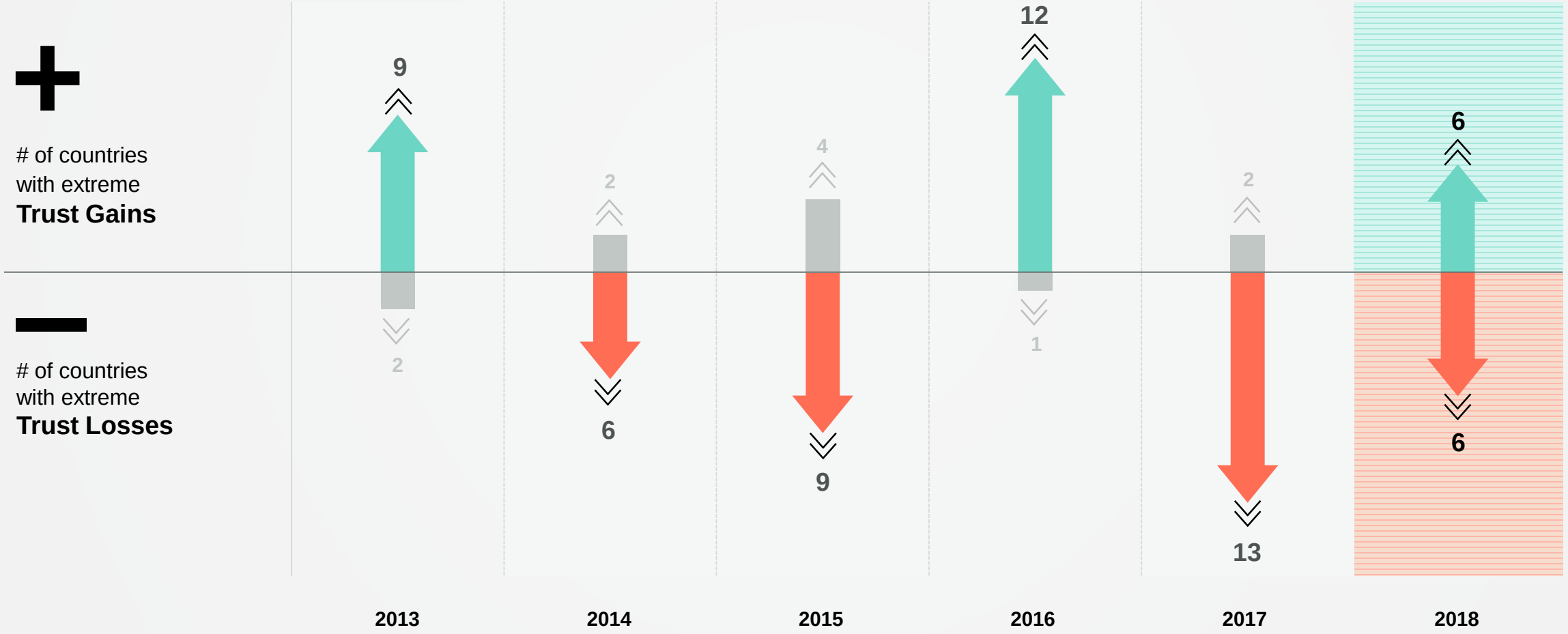
U.S.	-23
Argentina	+9
Sweden	+9
Malaysia	+8
Turkey	+7

U.S. Trust Index crashes 23 points

Source: 2018 Edelman Trust Barometer.
The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs. Informed public, 28-country global total.

A World Moving Apart

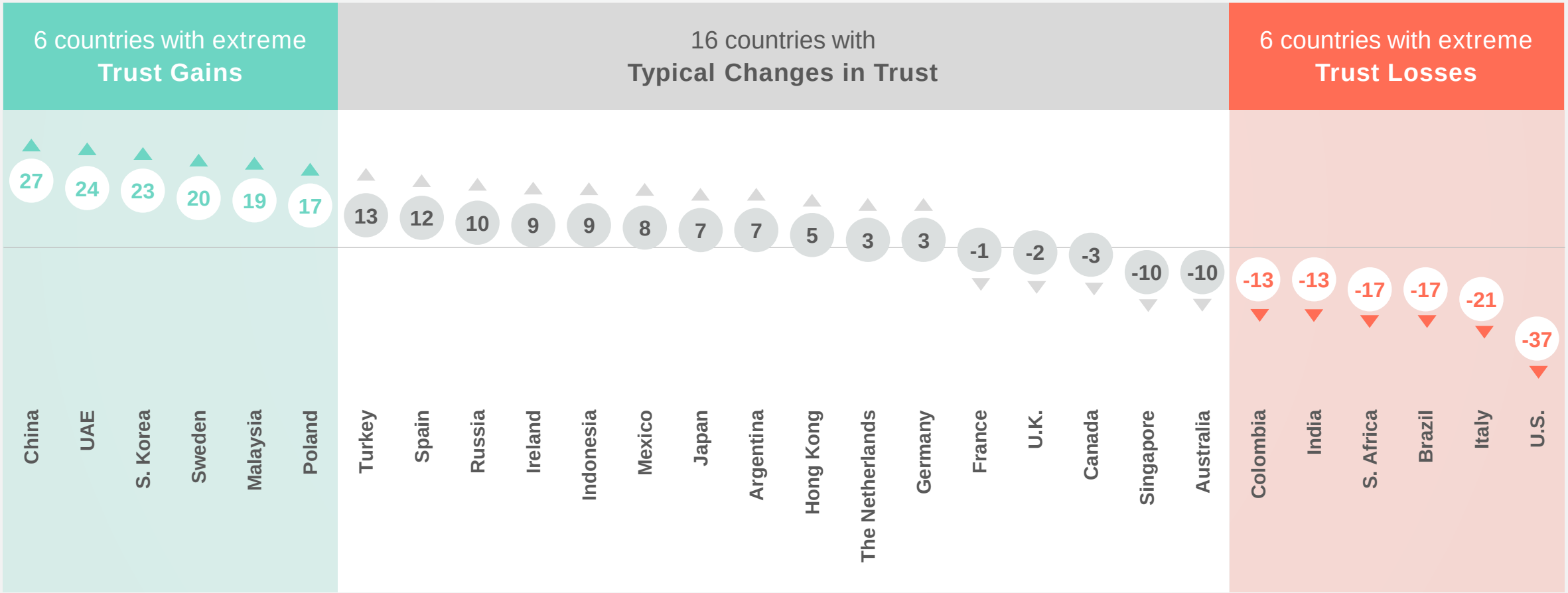
Number of countries with extreme changes in their aggregate trust in the four institutions, 2013 to 2018



Source: 2018 Edelman Trust Barometer. Trust Volatility Measure. The net year-over-year (2013-2018) percentage point change across the four institutions (TRU_INS). General population, 28-country global total. For more details on how the Trust Volatility Measure was calculated, please refer to the Technical Appendix.

The Polarization of Trust

Aggregate percentage point change in trust in the four institutions, and change from 2017 to 2018

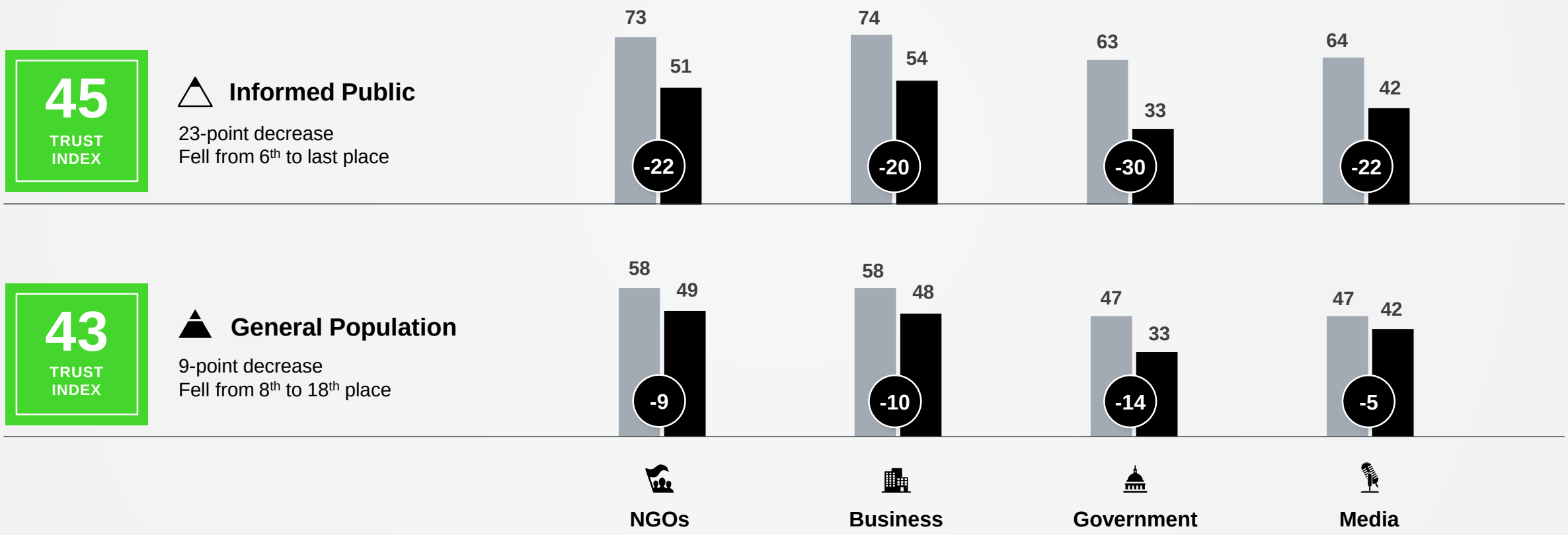


Source: 2018 Edelman Trust Barometer. Trust Volatility Measure. The net year-over-year (2017-2018) percentage point change across the four institutions (TRU_INS). General population, 28-country global total. For more details on how the Trust Volatility Measure was calculated, please refer to the Technical Appendix.


Global Leaders
Poles Apart

Trust Crash in U.S.

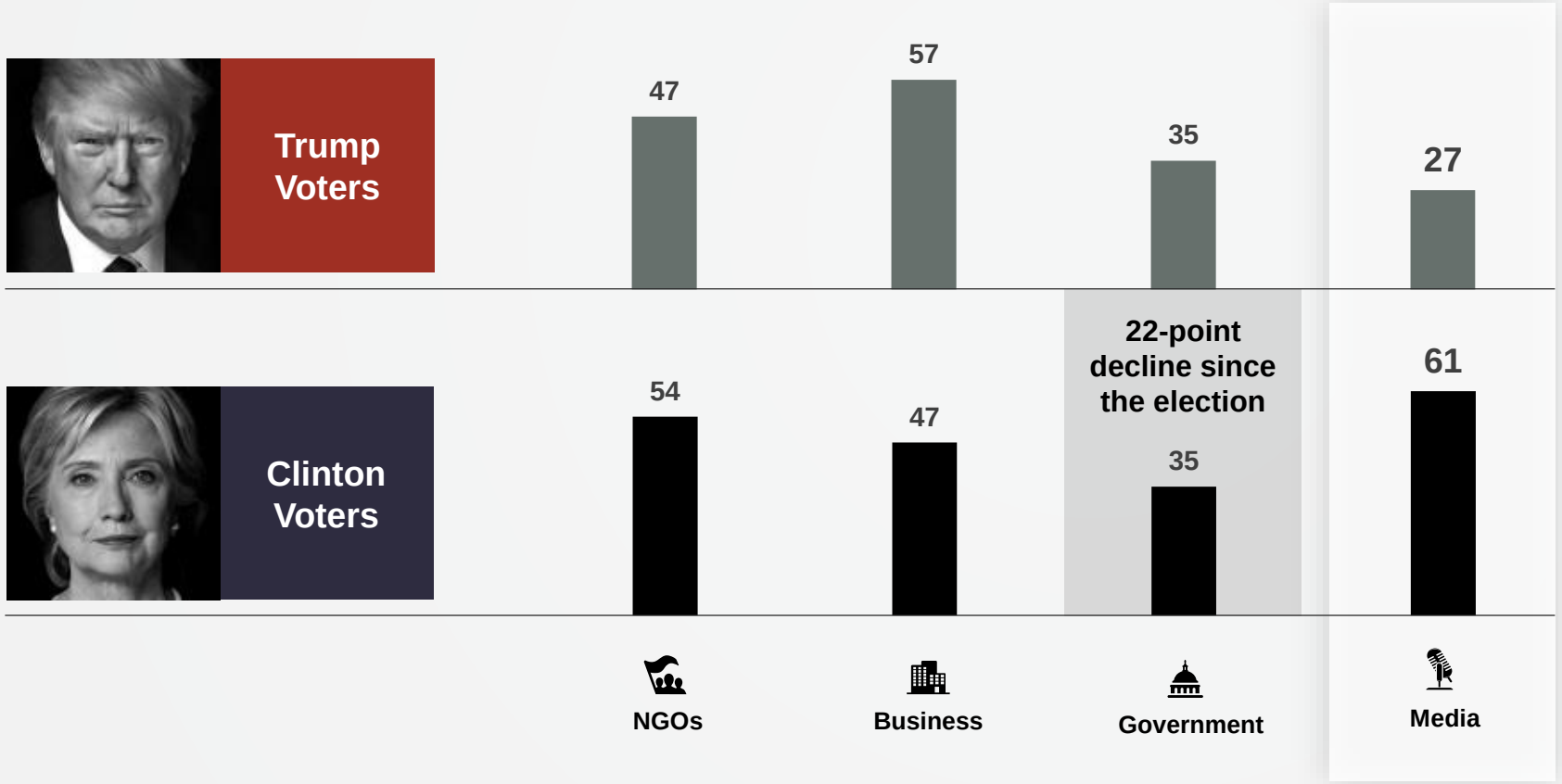
Percent trust in each institution, and change from 2017 to 2018



Source: 2018 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) Informed Public and General Population, U.S. The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs. Informed Public and General Population, U.S.

U.S. Trust in Media Diverges Along Voting Lines

Percent trust in each institution, Trump vs. Clinton voters



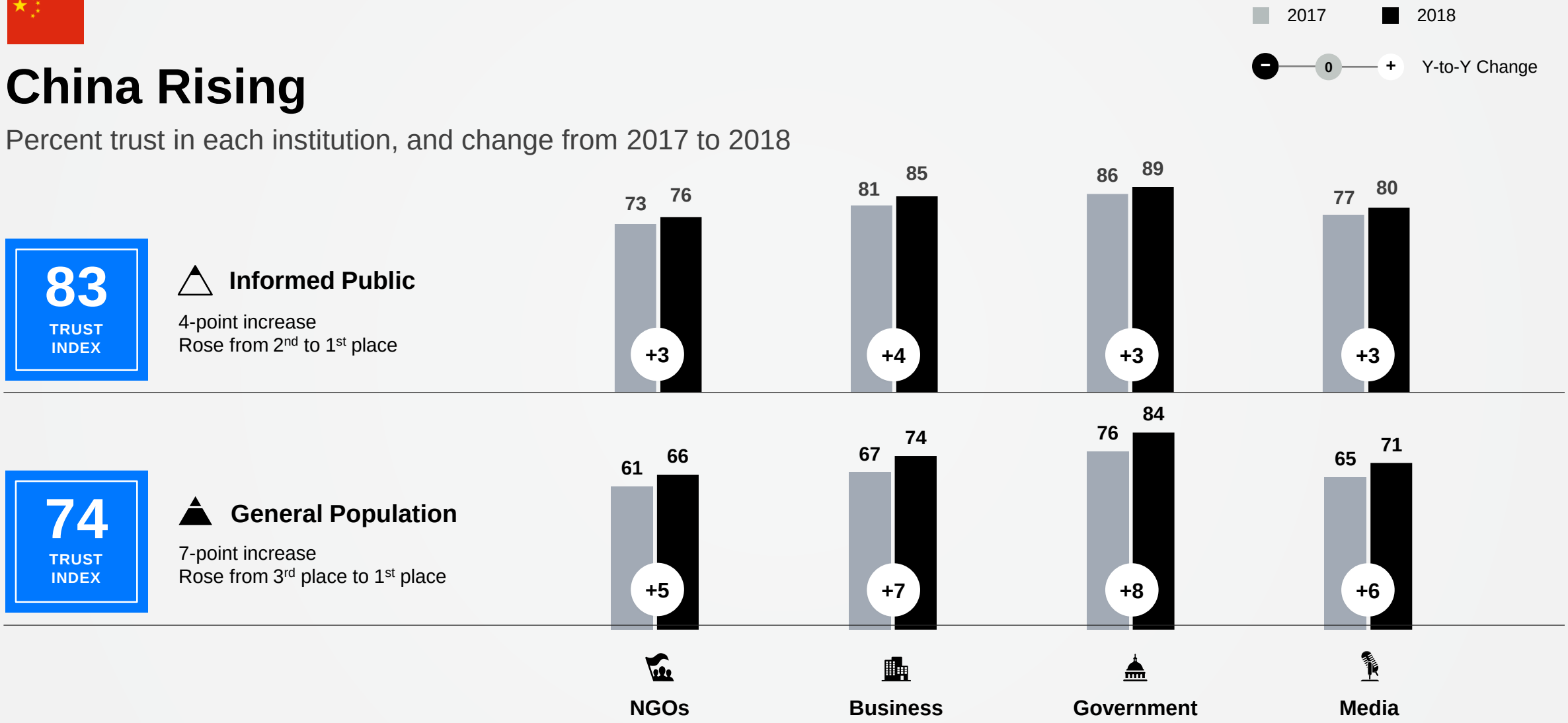
34pt

difference in trust in the media

Source: 2018 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) S11. For whom did you vote for in the last Presidential election? General population, U.S., among Trump (n=373) and Clinton (n=502) voters.

China Rising

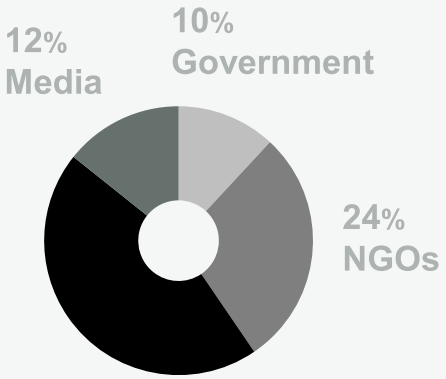
Percent trust in each institution, and change from 2017 to 2018



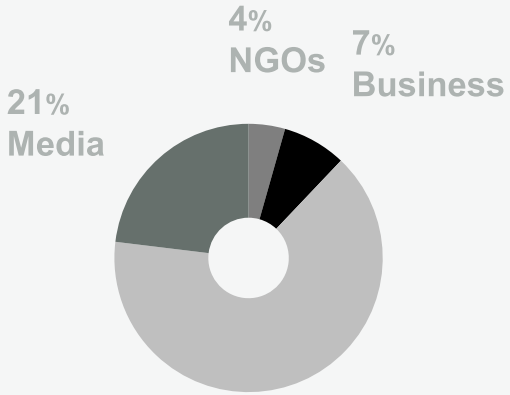
Source: 2018 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) Informed Public and General Population, China. The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs. Informed Public and General Population, China.

Government Most Broken in the U.S.

Which institution is the **most broken**?



38%
Business



59%
Government

Government Path to Better Future in China

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

- ☑ **Government 68%**
- ☐ NGOs 8%
- ☐ Business 9%
- ☐ Media 7%

- ☐ Government 15%
- ☑ **NGOs 29%**
- ☐ Business 22%
- ☐ Media 8%

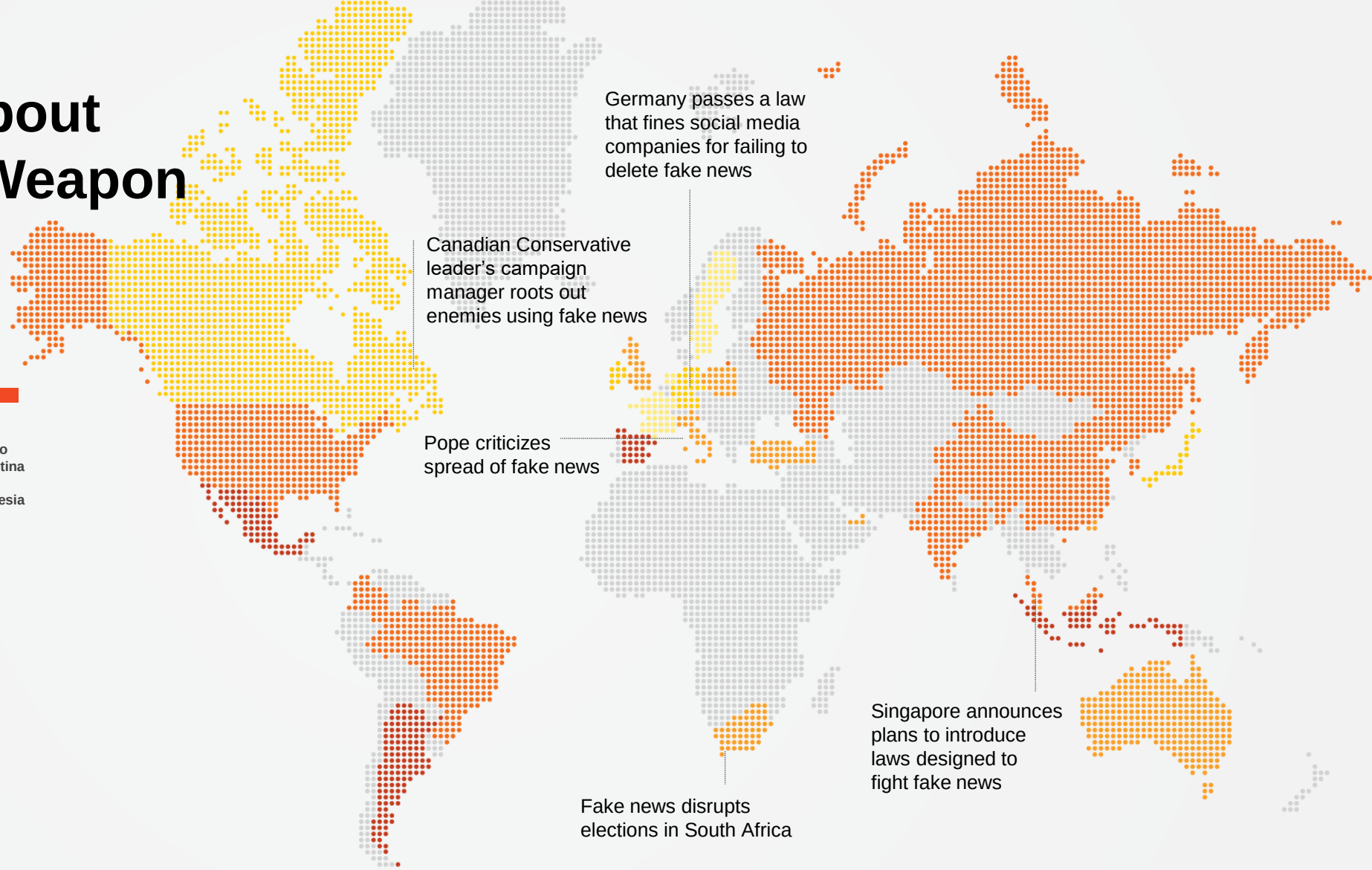
Source: 2018 Edelman Trust Barometer. ATT_STE. Please indicate which institution – Government, Media, Business or NGO's – is best described by each of the following statements? General population, U.S. and China.


In Search
of Truth

World Worried About Fake News as a Weapon

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

55-60	61-65	66-70	71-75	76-80
France	Canada	Italy	Brazil	Mexico
Sweden	Ireland	Singapore	India	Argentina
Netherlands	Japan	S. Africa	Colombia	Spain
	Germany	UAE	Malaysia	Indonesia
		U.K.	S. Korea	
		Australia	U.S.	
		Hong Kong	China	
		Poland	Russia	
		Turkey		



Nearly

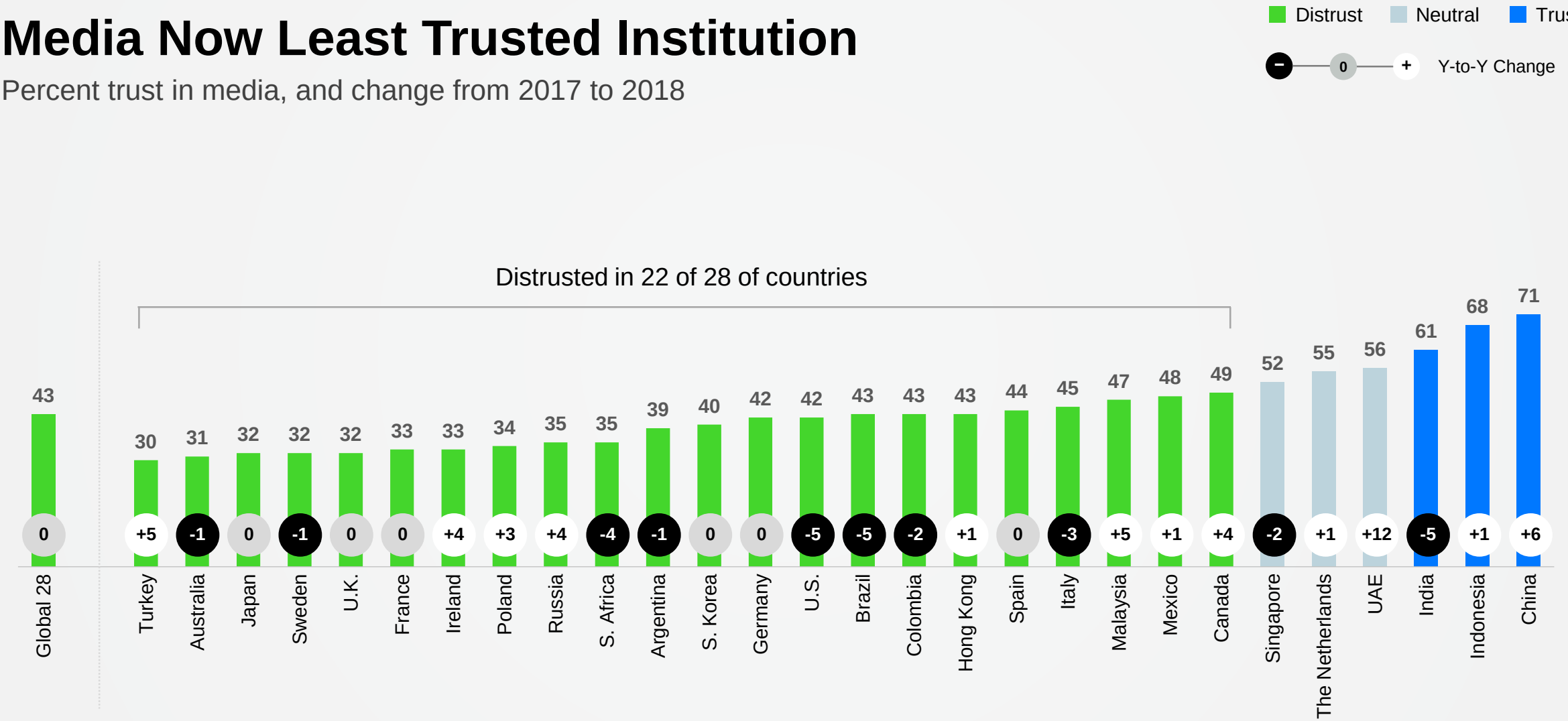
7 in 10

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

Source: 2018 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". (Top 4 Box, Agree), question asked of half of the sample. General population, 28-country global total.

Media Now Least Trusted Institution

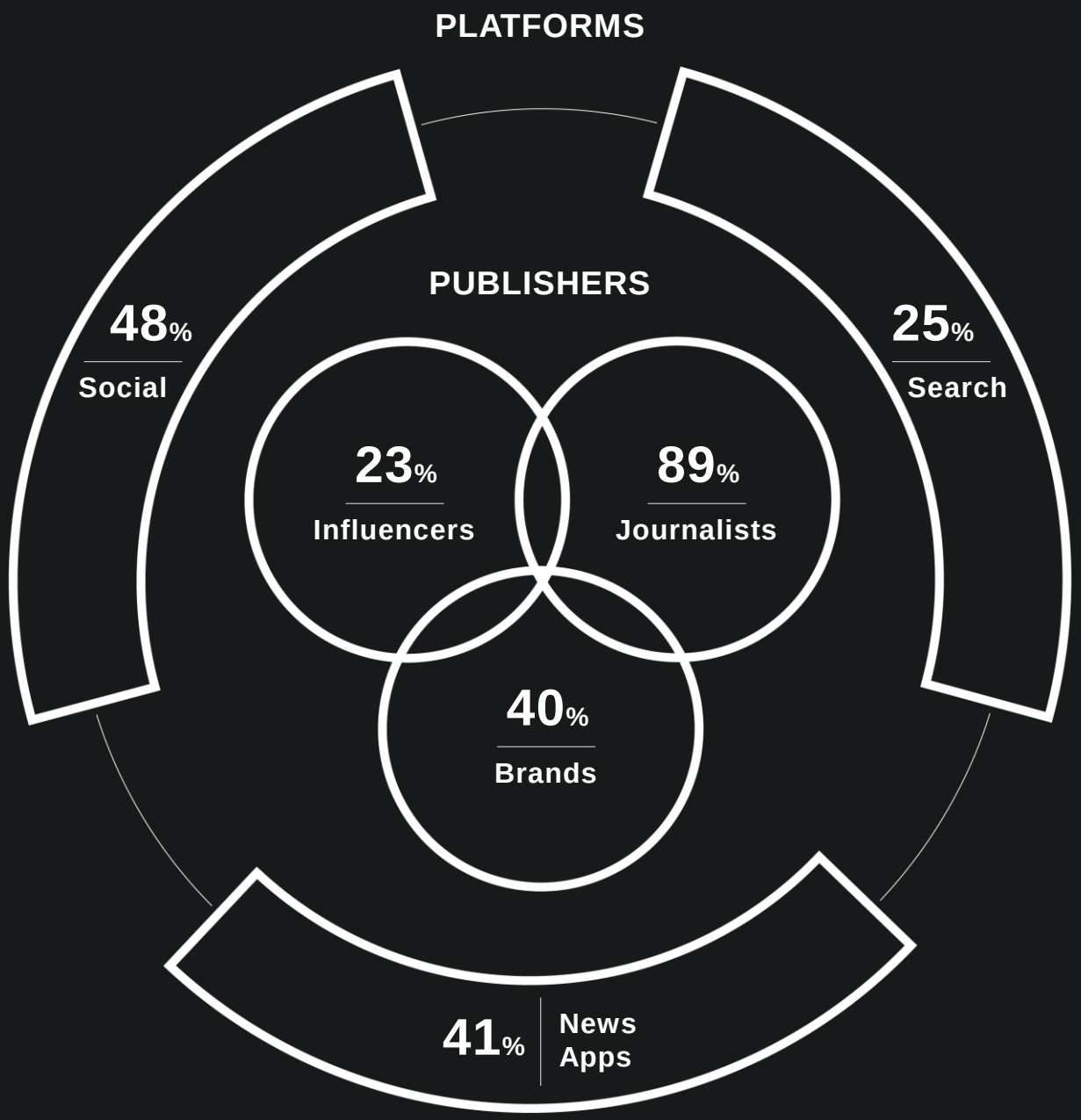
Percent trust in media, and change from 2017 to 2018



Source: 2018 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 using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.“ (Top 4 Box, Trust) General population, 28-country global total.

People Define “Media” As Both Content and Platforms

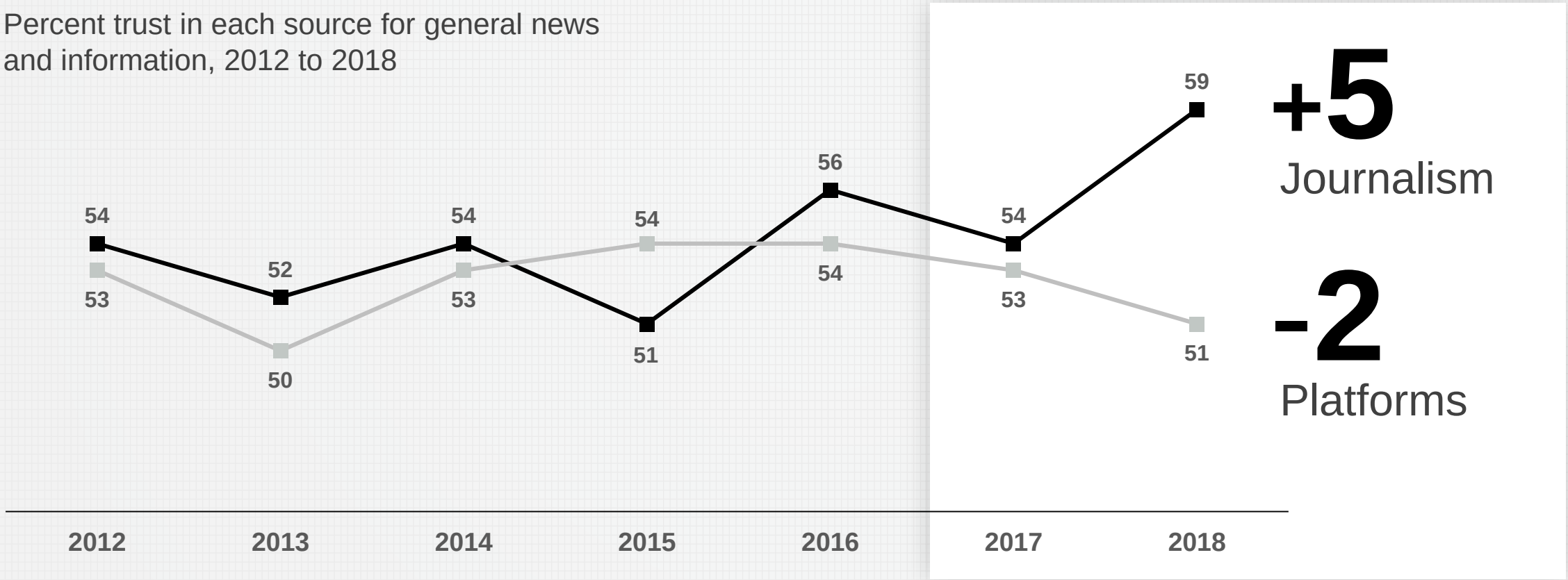
What did you assume was meant by the phrase “media in general”?



Source: 2018 Edelman Trust Barometer. TRU_MED. In the above question, what did you assume was meant by the phrase “media in general”? General population, 28-country global total. Social is a net of TRU_MEDr3 and r12, Influencers is r5, Search is r7, Brands is a net of r10 and r11, Journalists is a net of r1 and r6, News Apps is r8.

While Trust in Platforms Declines, Trust in Journalism Rebounds

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

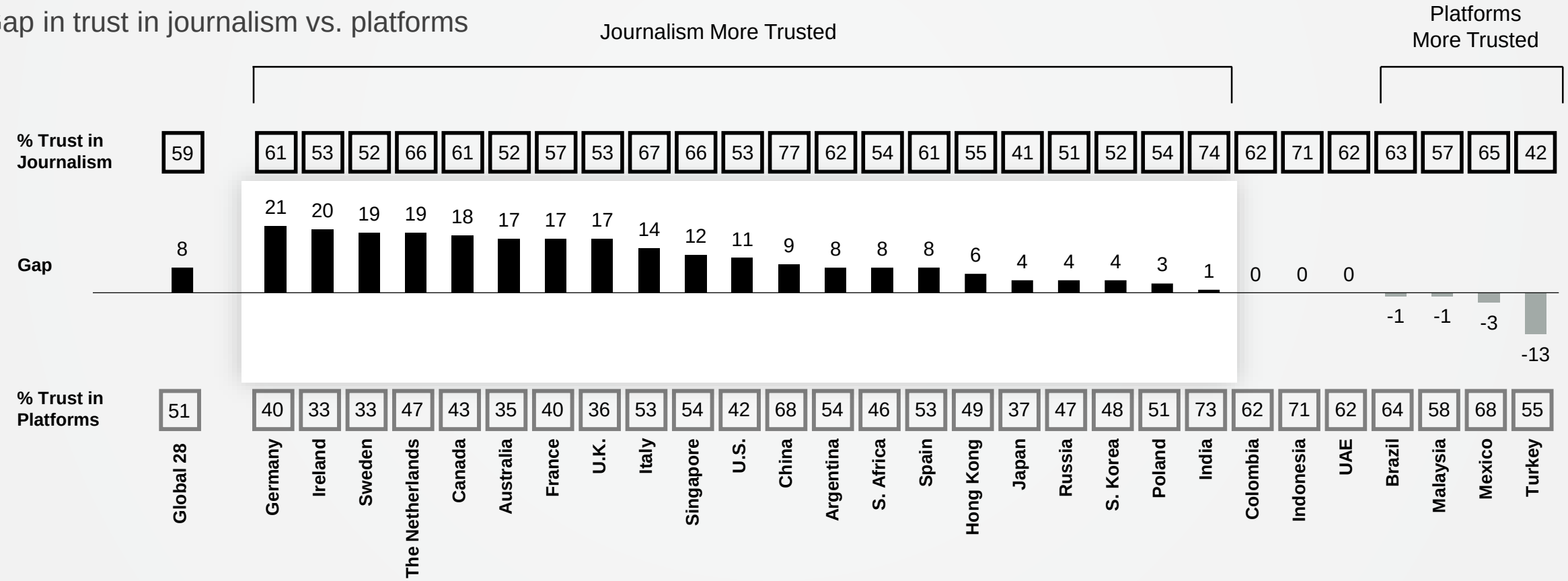


Source: 2018 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you "do not trust it at all" and nine means that you "trust it a great deal." (Top 4 Box, Trust), question asked of half of the sample. General population, 25-country global total.

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

Journalism More Trusted Than Platforms in 21 Countries

Gap in trust in journalism vs. platforms



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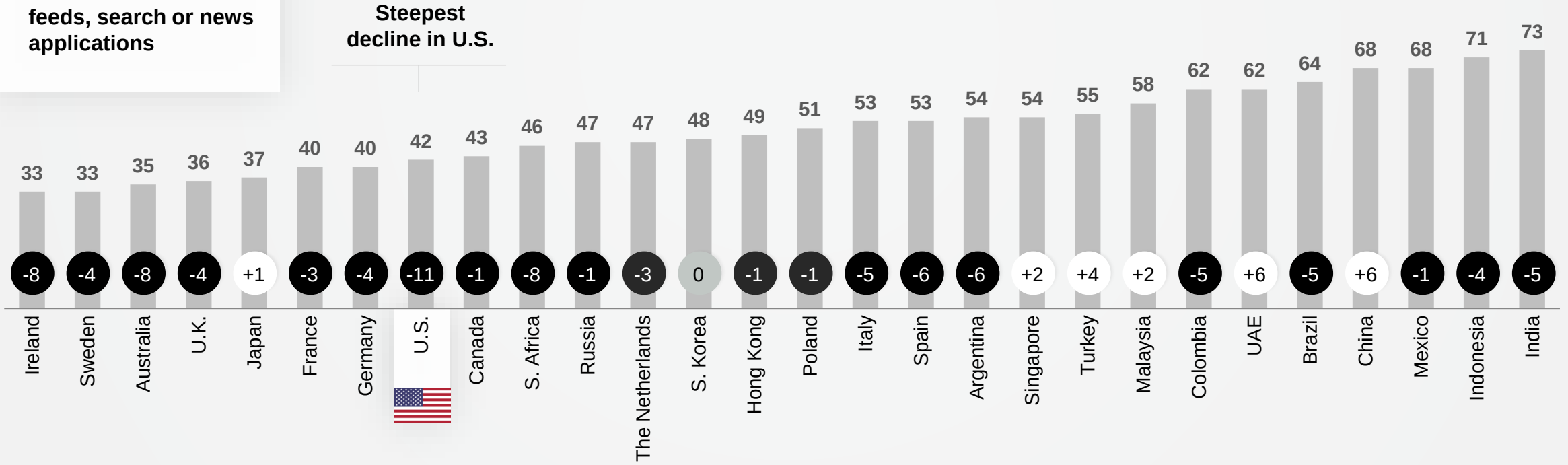
Journalism is an average of traditional media and online-only media. Platforms is an average of search engines and social media.

Trust in Platforms Decreased in 21 of 28 Countries

Average trust in search engines and social media platforms, and change from 2017 to 2018

65% receive news through platforms such as social media feeds, search or news applications



Source: 2018 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you "do not trust it at all" and nine means that you "trust it a great deal." (Top 4 Box, Trust), question asked of half of the sample. MED_NEW_CSP. How do you normally get your news? (callout is net of codes 2, 5 and 7), question asked of half of the sample. General population, 28-country global total.

Platforms is an average of search engines and social media.

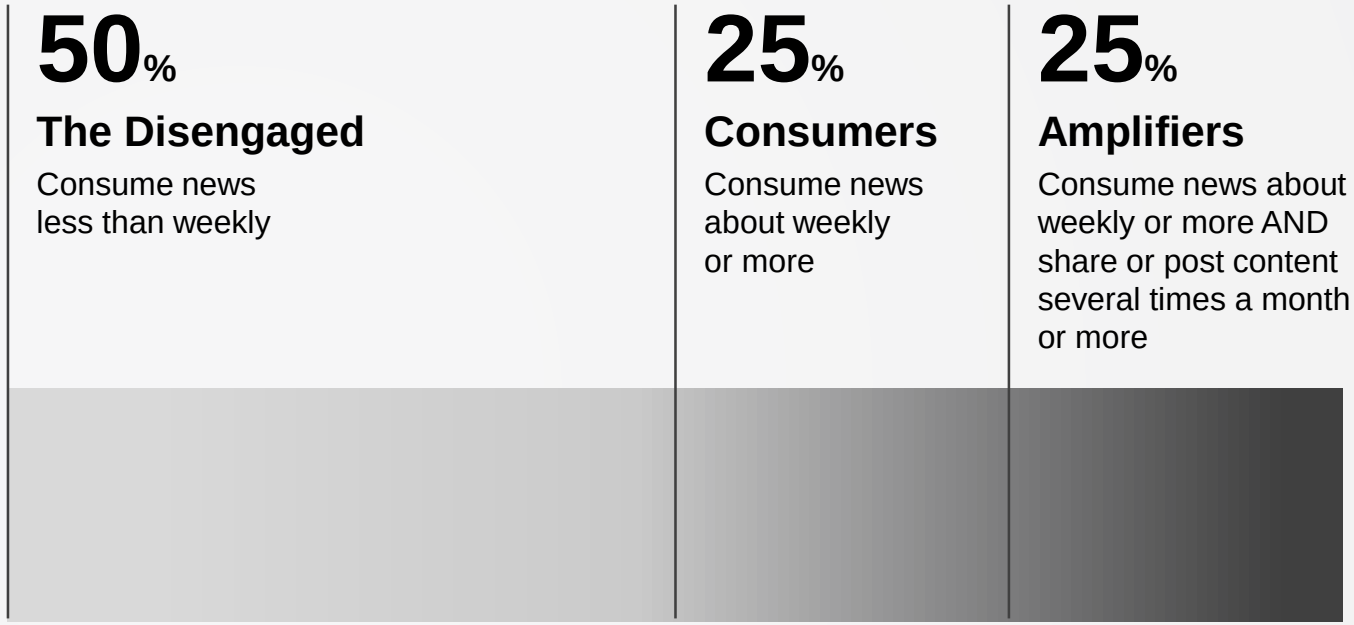
Half Disengaged With the News

Consumption

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

Amplification

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

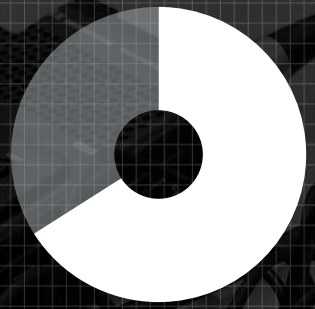


Source: 2018 Edelman Trust Barometer. News Engagement Scale, built from MED_SEG_OFT. How often do you engage in the following activities related to news and information? Indicate your answer using the 7-point scale below. General population, 28-country global total. For details on how the News Engagement Scale was built, please refer to the Technical Appendix.

Skeptical About News Organizations

Percent who agree that news organizations are overly focused on …

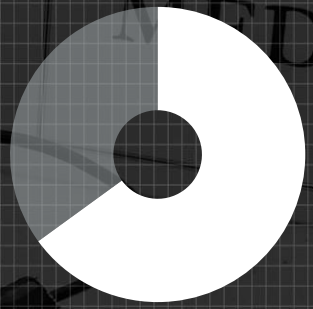
Attracting Large Audiences



66%

are more concerned with attracting a big audience than reporting

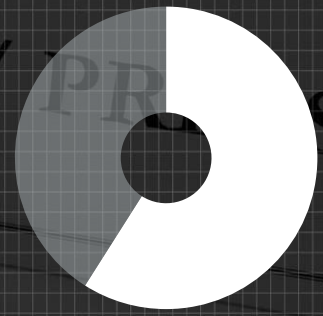
Breaking News



65%

sacrifice accuracy to be the first to break a story

Politics



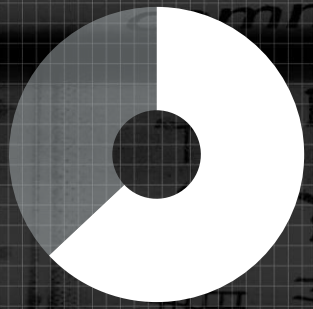
59%

support an ideology vs. informing the public

Source: 2018 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means “strongly disagree” and nine means “strongly agree”. (Top 4 Box, Agree), question asked of half of the sample. General population, 28-country global total.

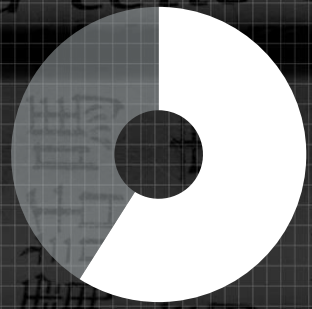
Uncertainty Over Real vs. Fake News

Percent who agree that …



63%

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



59%

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

Source: 2018 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means “strongly disagree” and nine means “strongly agree”. (Top 4 Box, Agree), question asked of half of the sample. General population, 28-country global total.

Media Failing to Meet Expectations

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

Trust-Building Mandate	Performance Score
Guard information quality	36%
Educate people on important issues	50%
Inform good life decisions	45%

Source: 2018 Edelman Trust Barometer. Trust-building mandates Analysis. The most effective trust building mandates for each institution. INS_EXP_MED. Below is a list of potential expectations or responsibilities that a social institution might have. Thinking about the media in general, how would you characterize each using the following three-point scale. INS_PER_MED. How well do you feel the media is currently meeting this obligation to society? Please indicate your answer using the 5-point scale below. (Top 2 Box, Performing well), question only asked of those codes 2 or 3 at the expectation question with data displayed only among code 3. General population, 28-country global total. For more details on the Trust-building mandates Analysis, please refer to the Technical Appendix.

Lack of Confidence in Media Undermining Trust and Truth

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

Loss of Truth

I am not sure what is true and what is not

59%

Loss of Trust in Government Leaders

I do not know which politicians to trust

56%

Loss of Trust in Business

I don't know which companies or brands to trust

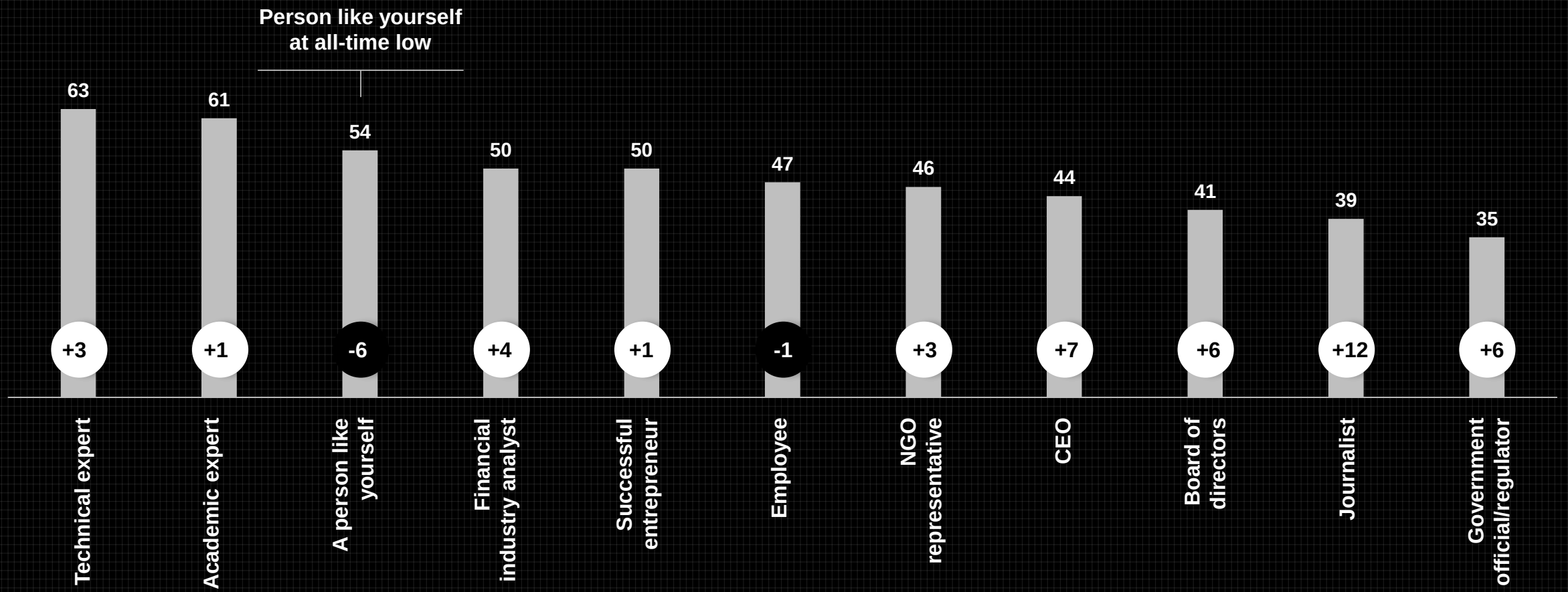
42%

Source: 2018 Edelman Trust Barometer. MED_CON. What consequences are you experiencing as a direct result of the media not doing a good job fulfilling its responsibilities? Question asked of those who answered codes 1-3 at MED_RSP. General population, 28-country global total.

Navigating a Polarized World

Voices of Authority Regain Credibility

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



Source: 2018 Edelman Trust Barometer. CRE_PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible), question asked of half of the sample. General population, 28-country global total.

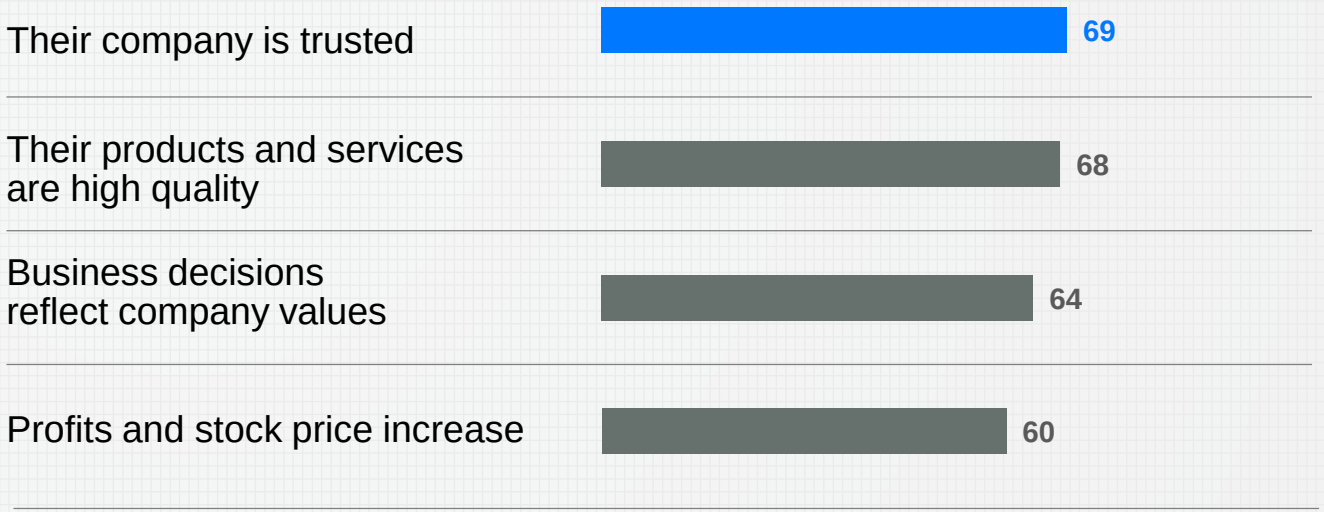
Business Is Expected to Lead

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

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

64%

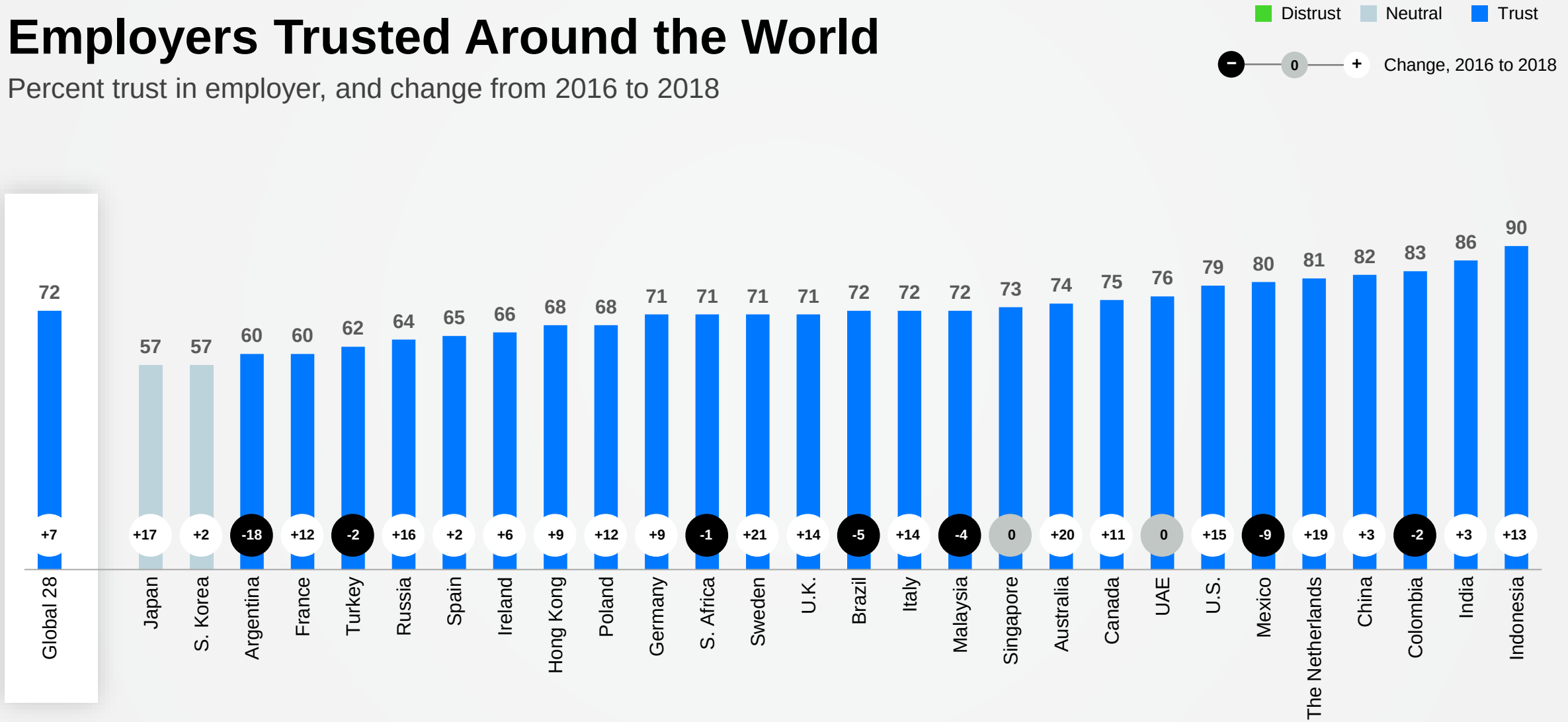
For CEOs, building trust is job one



Source: 2018 Edelman Trust Barometer. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statements? (Top 4 Box, Agree), question asked of half of the sample. CEO_EXP. Below is a list of potential expectations that you might have for a company CEO. Thinking about CEOs in general, whether they are global CEOs or a CEO who oversees a particular country, how would you characterize each using the following three-point scale? (Most important responsibility, code 3), question asked of half of the sample. General population, 28-country global total.

Employers Trusted Around the World

Percent trust in employer, and change from 2016 to 2018

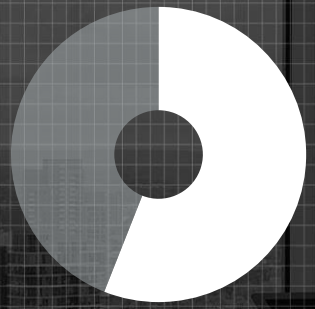


Source: 2018 Edelman Trust Barometer. TRU_INS. [YOUR EMPLOYER] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.“ (Top 4 Box, Trust) General population, 28-country global total.

Note: 2016 data was taken from Q525-526. Thinking about your own company and other companies in your industry, please indicate how much you trust each to do what is right using 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”. (Top 4 Box, Trust), question asked of half of the sample. General population, 28-country global total.

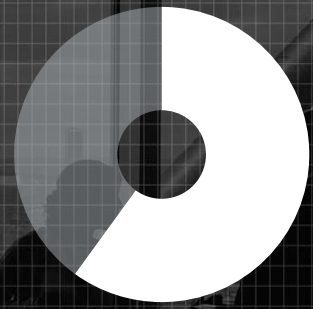
Business Must Show Commitment to Long-Term

Percent who agree that …



56%

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



60%

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

Source: 2018 Edelman Trust Barometer. TMA_SIE_SHV. Please indicate how much you agree or disagree with the following statements. (Top 4 Box, Agree), question asked of half of the sample. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statements? (Top4 Box, Agree), question asked of half of the sample. General population, 28-country global total.

Sector and Home Country Provide Context for Business Leadership

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

Sectors

Most Trusted		Least Trusted		Biggest Y-to-Y Changes	
Technology	75%	Financial Services	54%	Food and Beverage	-4
Education	70%	CPG	60%	Automotive	-4
Professional Services	68%	Automotive	62%	CPG	-3

Countries of Origin

Most Trusted		Least Trusted		Biggest Y-to-Y Changes	
Canada	68%	Mexico	32%	U.S.	-5
Switzerland	66%	India	32%	U.K.	-4
Sweden	65%	Brazil	34%	Sweden	-3

Source: 2018 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust), industries asked of half of the sample. TRU_NAT. Now we would like to focus on global companies headquartered in specific countries. Please indicate how much you trust global companies headquartered in the following countries to do what is right. Use the same nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust), countries asked of half of the sample. General Population, 28-country global total.

Business Must Address Market Dynamics

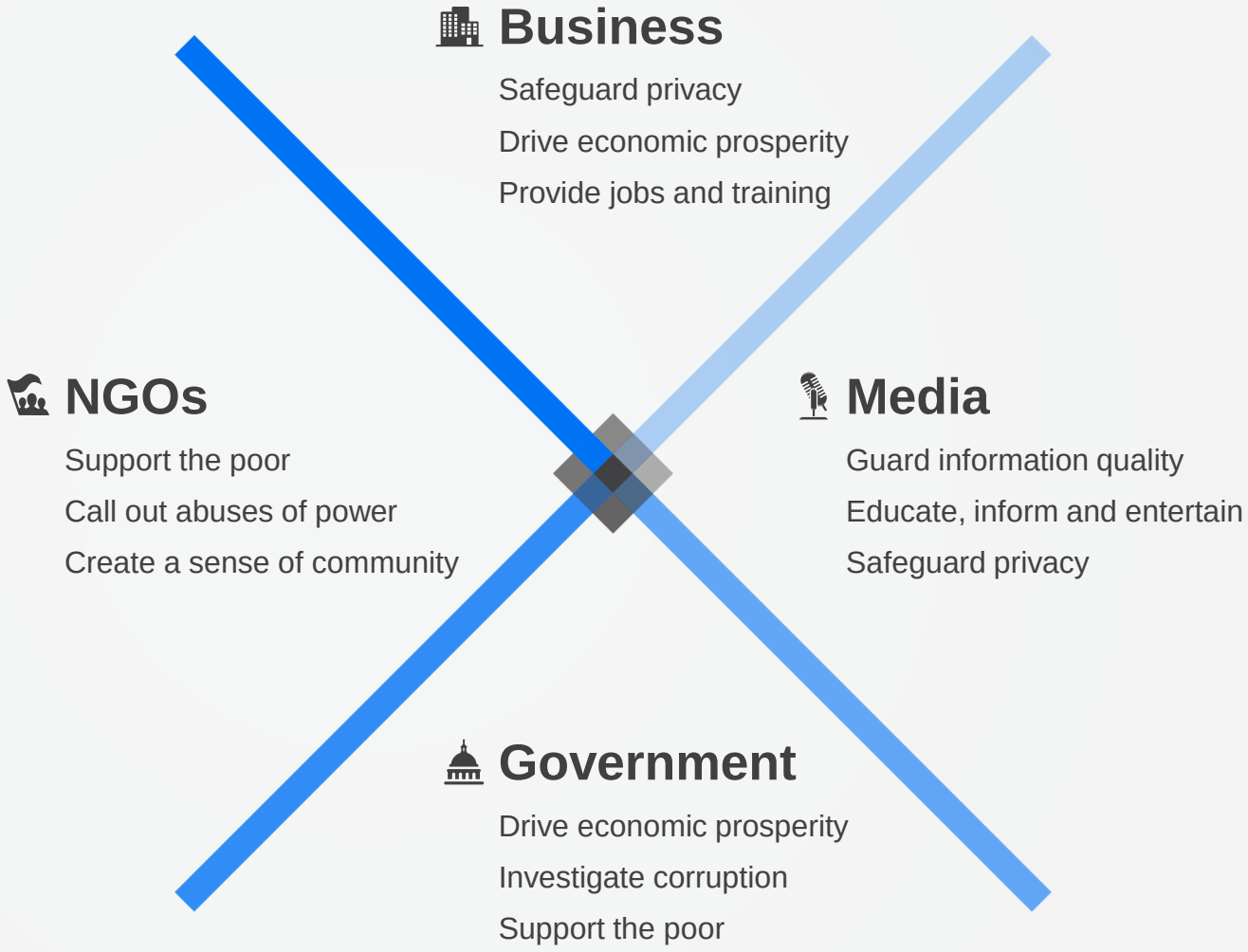
Trust-building mandates for business in countries with extreme or typical trust changes

Countries with extreme **Trust Gains** (Countries include China, UAE, South Korea)	Countries with **Typical Changes in Trust** (Countries include Russia, Mexico, U.K., Japan)	Countries with extreme **Trust Losses** (Countries include U.S., India, Colombia, Brazil)
Invest in Jobs	Invest in Jobs	Guard Information Quality
Consumer Safety	Ensure Equal Opportunity	Consumer Safety
Improve Quality of Life	Safeguard Privacy	Safeguard Privacy
Ensure Competitive Workforce	Drive Economic Prosperity	Drive Economic Prosperity
Innovate	Provide for Future Generations	Innovate

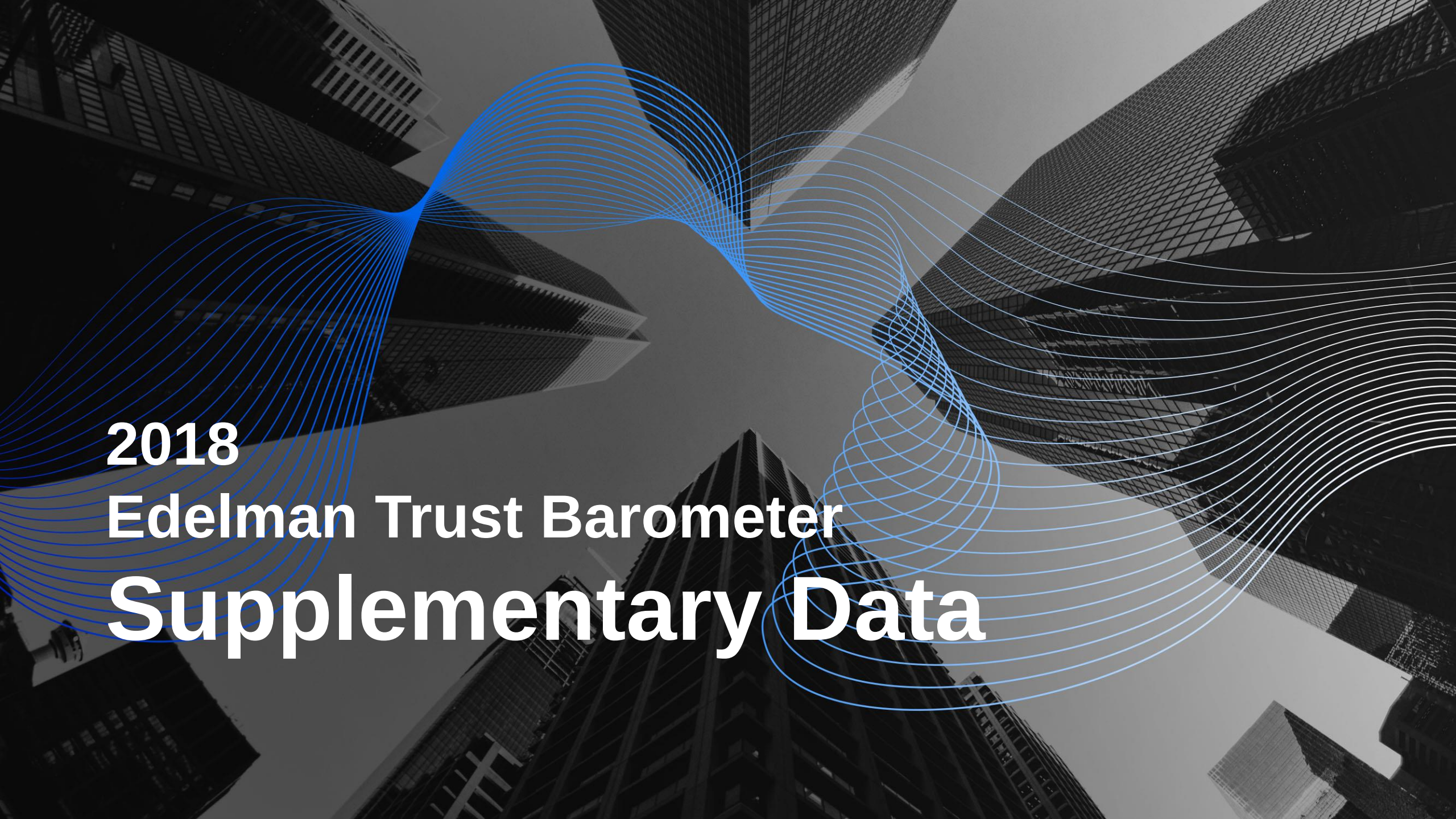
Source: 2018 Edelman Trust Barometer. Trust Volatility Measure. The net year-over-year (2017-2018) percentage point change across the four institutions (TRU_INS). General population, 28-country global total. Trust-building mandates Analysis. The most effective trust building mandates for each institution. Mandates not shown in rank order. INS_EXP_BUS. Below is a list of potential expectations or responsibilities that a social institution might have. Thinking about business in general, how would you characterize each using the following three-point scale. General population, 28-country global total. For more details on the Trust Volatility Measure and Trust Mandates Analysis, please refer to the Technical Appendix.

Each Institution Must Play its Role

Top trust-building mandates for each institution



Source: 2018 Edelman Trust Barometer. Trust-Building Mandates Analysis. The most effective trust building mandates for each institution. INS_EXP_GOV; INS_EXP_MED; INS_EXP_BUS; and INS_EXP_NGO. Below is a list of potential expectations or responsibilities that a social institution might have. Thinking about [insert institution] in general, how would you characterize each using the following three-point scale. General population, 28-country global total. For more details on the Trust Mandates Analysis, please refer to the Technical Appendix.



2018
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Supplementary Data

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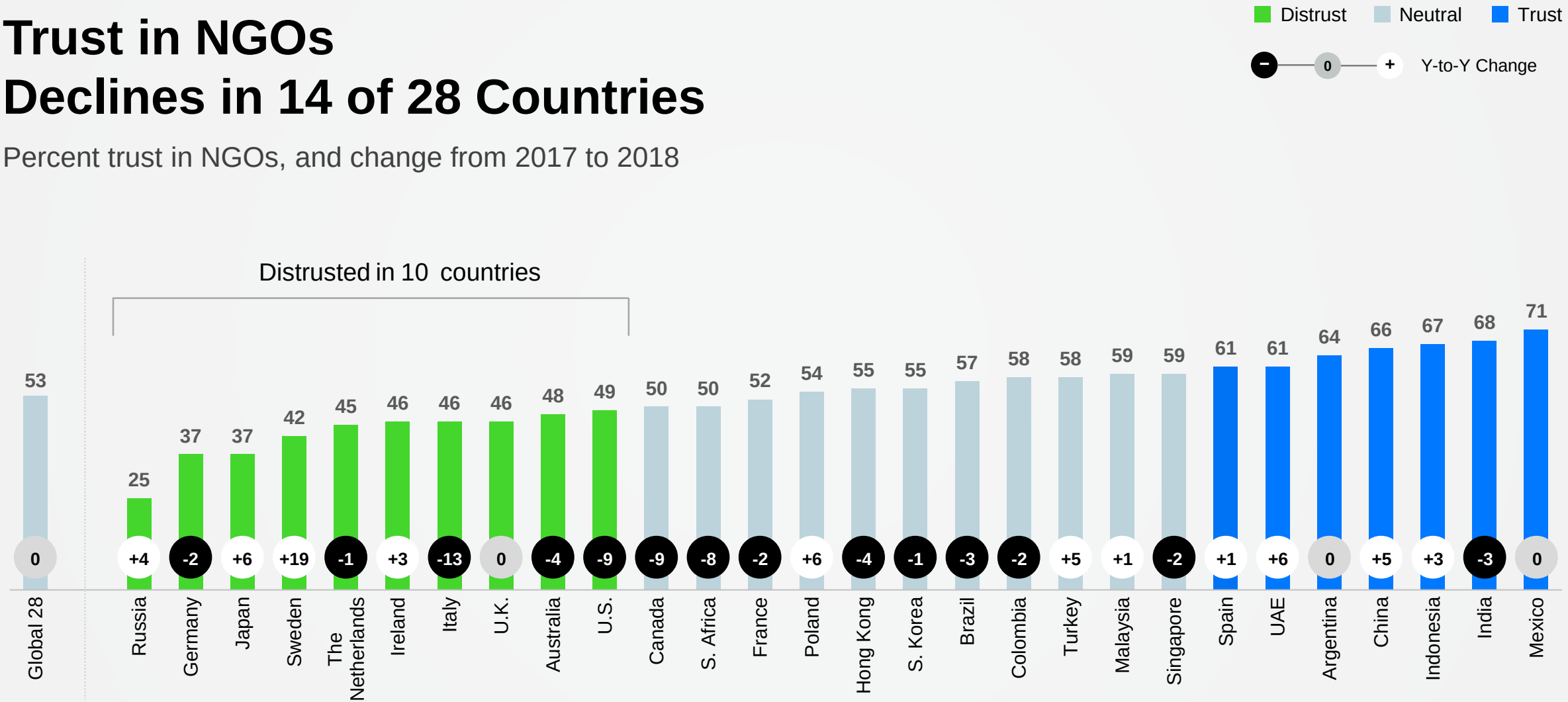
Supplementary Data

Trust in NGOs
Declines in 14 of 28 Countries

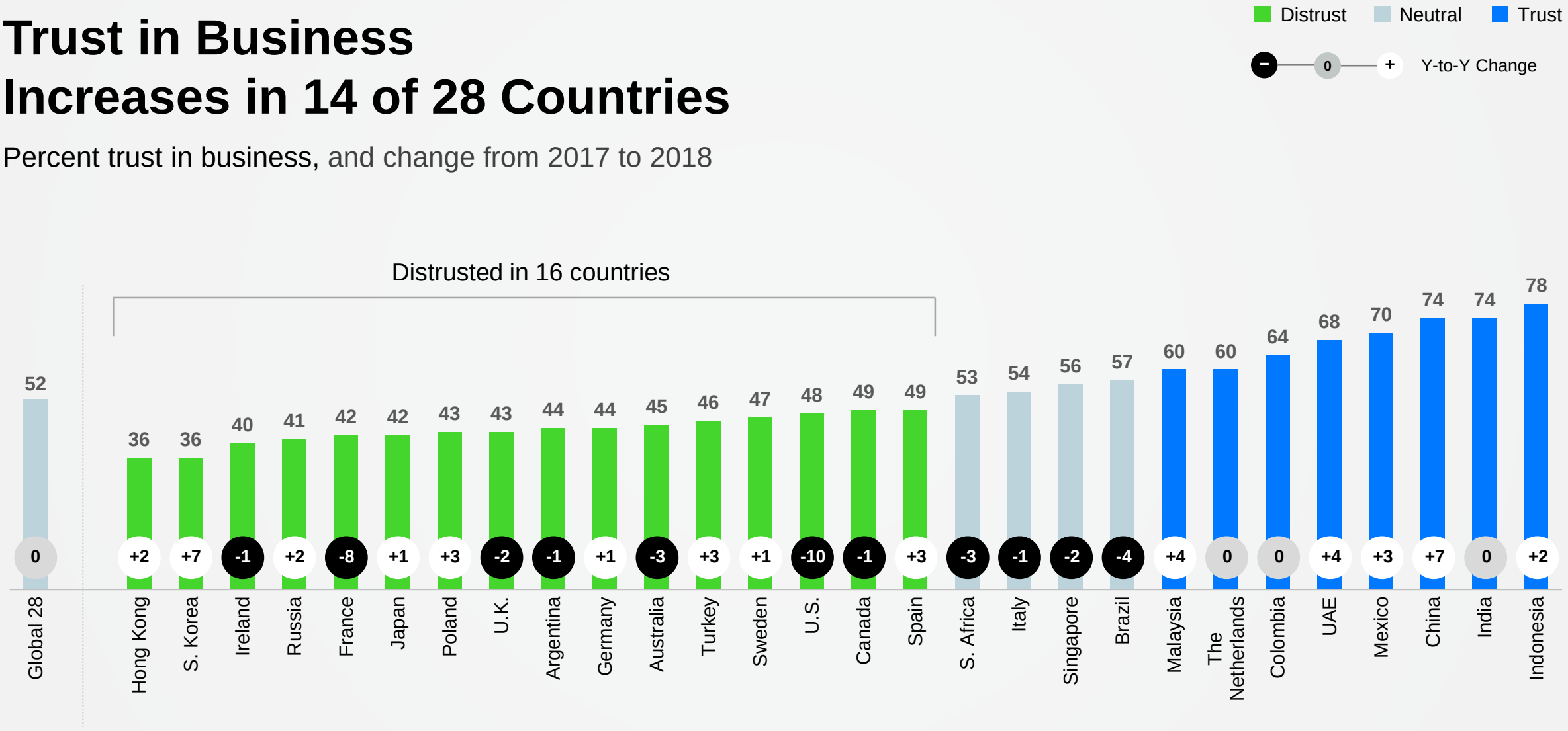
Percent trust in NGOs, and change from 2017 to 2018



Source: 2018 Edelman Trust Barometer. TRU_INS. [NGOs IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-country global total.

Trust in Business Increases in 14 of 28 Countries

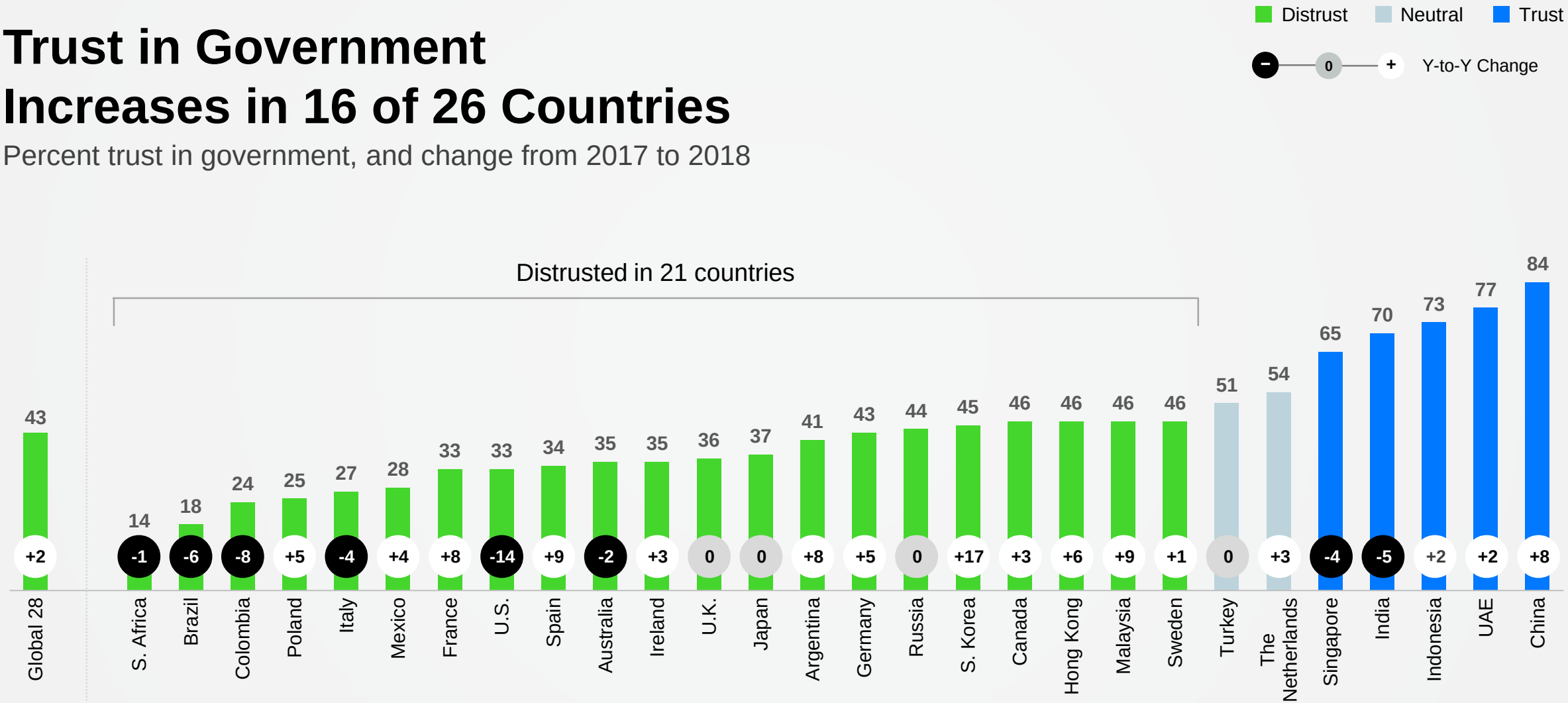
Percent trust in business, and change from 2017 to 2018



Source: 2018 Edelman Trust Barometer. TRU_INS. [BUSINESS IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-country global total.

Trust in Government Increases in 16 of 26 Countries

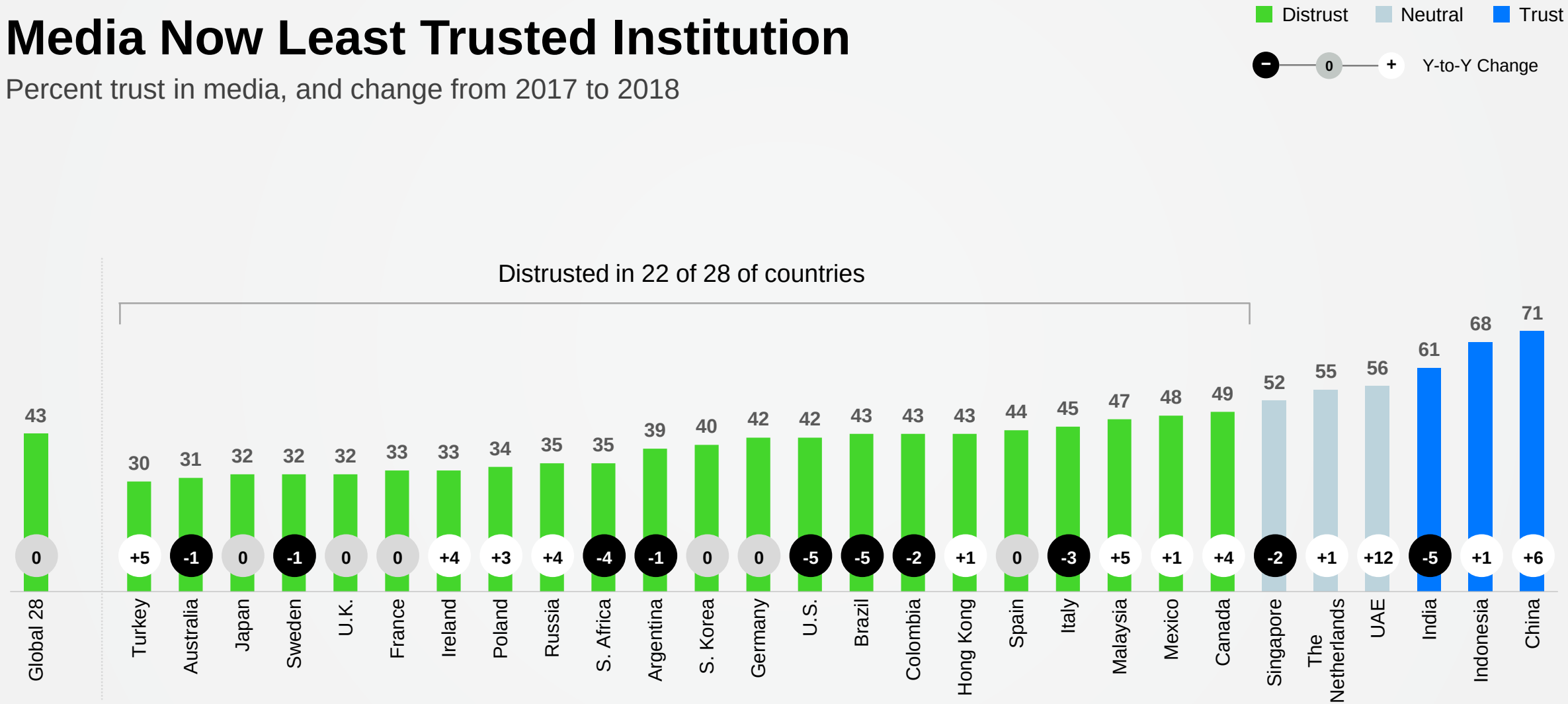
Percent trust in government, and change from 2017 to 2018



Source: 2018 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 using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-country global total.

Media Now Least Trusted Institution

Percent trust in media, and change from 2017 to 2018



Source: 2018 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 using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.“ (Top 4 Box, Trust) General Population, 28-country global total.

Trust in Institutions

Percent trust in each institution and average trust in institutions (Trust Index), 2012 to 2018

	2012	2013	2014	2015	2016	2017	2018
Argentina							
Government	30%	20%	22%	23%	26%	33%	41%
Media	47%	50%	49%	45%	53%	40%	39%
Business	49%	53%	54%	43%	53%	45%	44%
NGOs	68%	69%	73%	62%	70%	64%	64%
TRUST INDEX	**49**	**48**	**49**	**43**	**51**	**45**	**47**
Australia							
Government	33%	32%	38%	37%	45%	37%	35%
Media	33%	32%	36%	34%	42%	32%	31%
Business	45%	44%	49%	46%	52%	48%	45%
NGOs	50%	48%	55%	52%	57%	52%	48%
TRUST INDEX	**40**	**39**	**44**	**42**	**49**	**42**	**40**
Brazil							
Government	27%	36%	27%	32%	21%	24%	18%
Media	52%	55%	50%	51%	54%	48%	43%
Business	55%	58%	57%	59%	64%	61%	57%
NGOs	48%	56%	61%	57%	62%	60%	57%
TRUST INDEX	**46**	**51**	**49**	**50**	**50**	**48**	**44**

	2012	2013	2014	2015	2016	2017	2018
Canada							
Government	46%	46%	42%	47%	53%	43%	46%
Media	50%	53%	57%	52%	55%	45%	49%
Business	51%	51%	55%	51%	56%	50%	49%
NGOs	56%	60%	63%	57%	61%	59%	50%
TRUST INDEX	**51**	**52**	**54**	**52**	**56**	**49**	**49**
China							
Government	71%	71%	70%	75%	79%	76%	84%
Media	73%	71%	68%	64%	73%	65%	71%
Business	62%	67%	64%	58%	70%	67%	74%
NGOs	69%	73%	67%	54%	71%	61%	66%
TRUST INDEX	**69**	**70**	**67**	**63**	**73**	**67**	**74**
Colombia							
Government					32%	32%	24%
Media					55%	45%	43%
Business					70%	64%	64%
NGOs					63%	60%	58%
TRUST INDEX					**55**	**50**	**47**

	2012	2013	2014	2015	2016	2017	2018
France							
Government	29%	33%	20%	27%	24%	25%	33%
Media	37%	40%	37%	39%	38%	33%	33%
Business	27%	37%	26%	30%	46%	50%	43%
NGOs	53%	55%	49%	55%	56%	54%	52%
TRUST INDEX	**36**	**41**	**33**	**38**	**41**	**40**	**40**
Germany							
Government	27%	38%	39%	40%	39%	38%	43%
Media	39%	51%	51%	45%	44%	42%	42%
Business	33%	42%	41%	42%	42%	43%	44%
NGOs	36%	45%	45%	40%	45%	39%	37%
TRUST INDEX	**34**	**44**	**44**	**42**	**42**	**41**	**41**
Hong Kong							
Government	55%	53%	42%	44%	45%	40%	46%
Media	54%	55%	55%	50%	47%	42%	43%
Business	42%	43%	41%	38%	39%	34%	36%
NGOs	61%	63%	64%	57%	57%	59%	55%
TRUST INDEX	**53**	**54**	**50**	**47**	**47**	**44**	**45**

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

Trust in Institutions

Percent trust in each institution and average trust in institutions (Trust Index), 2012 to 2018

	2012	2013	2014	2015	2016	2017	2018
India							
Government	43%	55%	51%	68%	65%	75%	70%
Media	60%	70%	64%	70%	63%	66%	61%
Business	61%	68%	63%	68%	69%	74%	74%
NGOs	55%	63%	64%	65%	64%	71%	68%
TRUST INDEX	**55**	**64**	**61**	**68**	**65**	**72**	**68**
Indonesia							
Government	36%	49%	49%	65%	58%	71%	73%
Media	68%	73%	69%	68%	63%	67%	68%
Business	63%	69%	68%	70%	71%	76%	78%
NGOs	49%	53%	62%	64%	57%	64%	67%
TRUST INDEX	**54**	**61**	**62**	**67**	**62**	**69**	**71**
Ireland							
Government	23%	21%	21%	22%	32%	32%	35%
Media	35%	34%	36%	31%	39%	29%	33%
Business	36%	33%	41%	36%	43%	41%	40%
NGOs	41%	44%	44%	37%	49%	43%	46%
TRUST INDEX	**34**	**33**	**35**	**32**	**41**	**36**	**38**

	2012	2013	2014	2015	2016	2017	2018
Italy							
Government	26%	21%	18%	27%	30%	31%	27%
Media	50%	45%	43%	41%	50%	48%	45%
Business	50%	45%	49%	48%	57%	55%	54%
NGOs	60%	51%	54%	53%	58%	59%	46%
TRUST INDEX	**47**	**40**	**41**	**42**	**49**	**48**	**43**
Japan							
Government	24%	27%	39%	36%	39%	37%	37%
Media	33%	34%	38%	30%	38%	32%	32%
Business	40%	44%	45%	40%	43%	41%	42%
NGOs	30%	37%	37%	31%	34%	31%	37%
TRUST INDEX	**32**	**35**	**40**	**34**	**38**	**35**	**37**
Malaysia							
Government	52%	59%	51%	46%	39%	37%	46%
Media	46%	58%	51%	46%	45%	42%	47%
Business	58%	64%	62%	60%	58%	56%	60%
NGOs	58%	65%	65%	59%	61%	58%	59%
TRUST INDEX	**53**	**61**	**57**	**53**	**51**	**48**	**53**

	2012	2013	2014	2015	2016	2017	2018
Mexico							
Government	32%	40%	28%	28%	32%	24%	28%
Media	56%	57%	53%	48%	58%	47%	48%
Business	68%	69%	65%	64%	76%	67%	70%
NGOs	68%	71%	65%	63%	74%	71%	71%
TRUST INDEX	**56**	**59**	**53**	**51**	**60**	**52**	**54**
The Netherlands							
Government	47%	50%	45%	51%	49%	51%	54%
Media	53%	52%	55%	54%	55%	54%	55%
Business	52%	54%	56%	57%	56%	60%	60%
NGOs	43%	45%	45%	46%	49%	46%	45%
TRUST INDEX	**48**	**50**	**51**	**52**	**52**	**53**	**54**
Poland							
Government	27%	19%	17%	23%	19%	20%	25%
Media	40%	38%	35%	38%	34%	31%	34%
Business	37%	34%	33%	36%	38%	40%	43%
NGOs	48%	43%	43%	47%	50%	48%	54%
TRUST INDEX	**38**	**34**	**32**	**36**	**35**	**35**	**39**

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

Trust in Institutions

Percent trust in each institution and average trust in institutions (Trust Index), 2012 to 2018

	2012	2013	2014	2015	2016	2017	2018
Russia							
Government	29%	29%	31%	51%	53%	44%	44%
Media	32%	33%	33%	42%	38%	31%	35%
Business	32%	32%	33%	37%	38%	39%	41%
NGOs	28%	28%	29%	30%	27%	21%	25%
TRUST INDEX	**30**	**30**	**31**	**40**	**39**	**34**	**36**
Singapore							
Government	71%	72%	73%	68%	74%	69%	65%
Media	61%	62%	60%	55%	60%	54%	52%
Business	59%	60%	60%	57%	60%	58%	56%
NGOs	56%	60%	64%	58%	62%	61%	59%
TRUST INDEX	**62**	**63**	**64**	**60**	**64**	**60**	**58**
South Africa							
Government			15%	16%	16%	15%	14%
Media			45%	41%	45%	39%	35%
Business			55%	56%	60%	56%	53%
NGOs			51%	54%	58%	58%	50%
TRUST INDEX			**42**	**42**	**45**	**42**	**38**

	2012	2013	2014	2015	2016	2017	2018
South Korea							
Government	31%	36%	39%	30%	35%	28%	45%
Media	42%	47%	44%	41%	43%	40%	40%
Business	30%	35%	32%	30%	33%	29%	36%
NGOs	54%	54%	58%	52%	58%	56%	55%
TRUST INDEX	**39**	**43**	**43**	**38**	**42**	**38**	**44**
Spain							
Government	19%	19%	14%	15%	26%	25%	34%
Media	43%	43%	42%	42%	49%	44%	44%
Business	35%	38%	34%	36%	48%	46%	49%
NGOs	47%	51%	52%	52%	60%	60%	61%
TRUST INDEX	**36**	**37**	**36**	**36**	**46**	**44**	**47**
Sweden							
Government	44%	50%	45%	48%	45%	45%	46%
Media	30%	36%	34%	28%	31%	33%	32%
Business	45%	48%	43%	46%	46%	46%	47%
NGOs	25%	28%	28%	25%	26%	23%	42%
TRUST INDEX	**36**	**40**	**38**	**37**	**37**	**37**	**41**

	2012	2013	2014	2015	2016	2017	2018
Turkey							
Government		43%	45%	41%	42%	51%	51%
Media		28%	19%	18%	23%	25%	30%
Business		42%	38%	32%	42%	43%	46%
NGOs		58%	53%	49%	55%	53%	58%
TRUST INDEX		**43**	**39**	**35**	**41**	**43**	**46**
UAE							
Government	69%	75%	78%	83%	80%	75%	77%
Media	51%	58%	59%	62%	59%	44%	56%
Business	54%	63%	62%	65%	67%	64%	68%
NGOs	52%	56%	57%	60%	59%	55%	61%
TRUST INDEX	**57**	**63**	**64**	**68**	**66**	**60**	**66**
U.K.							
Government	29%	37%	36%	34%	36%	36%	36%
Media	32%	36%	37%	33%	36%	32%	32%
Business	38%	49%	45%	44%	46%	45%	43%
NGOs	42%	52%	51%	46%	50%	46%	46%
TRUST INDEX	**35**	**43**	**42**	**39**	**42**	**40**	**39**

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

Trust in Institutions

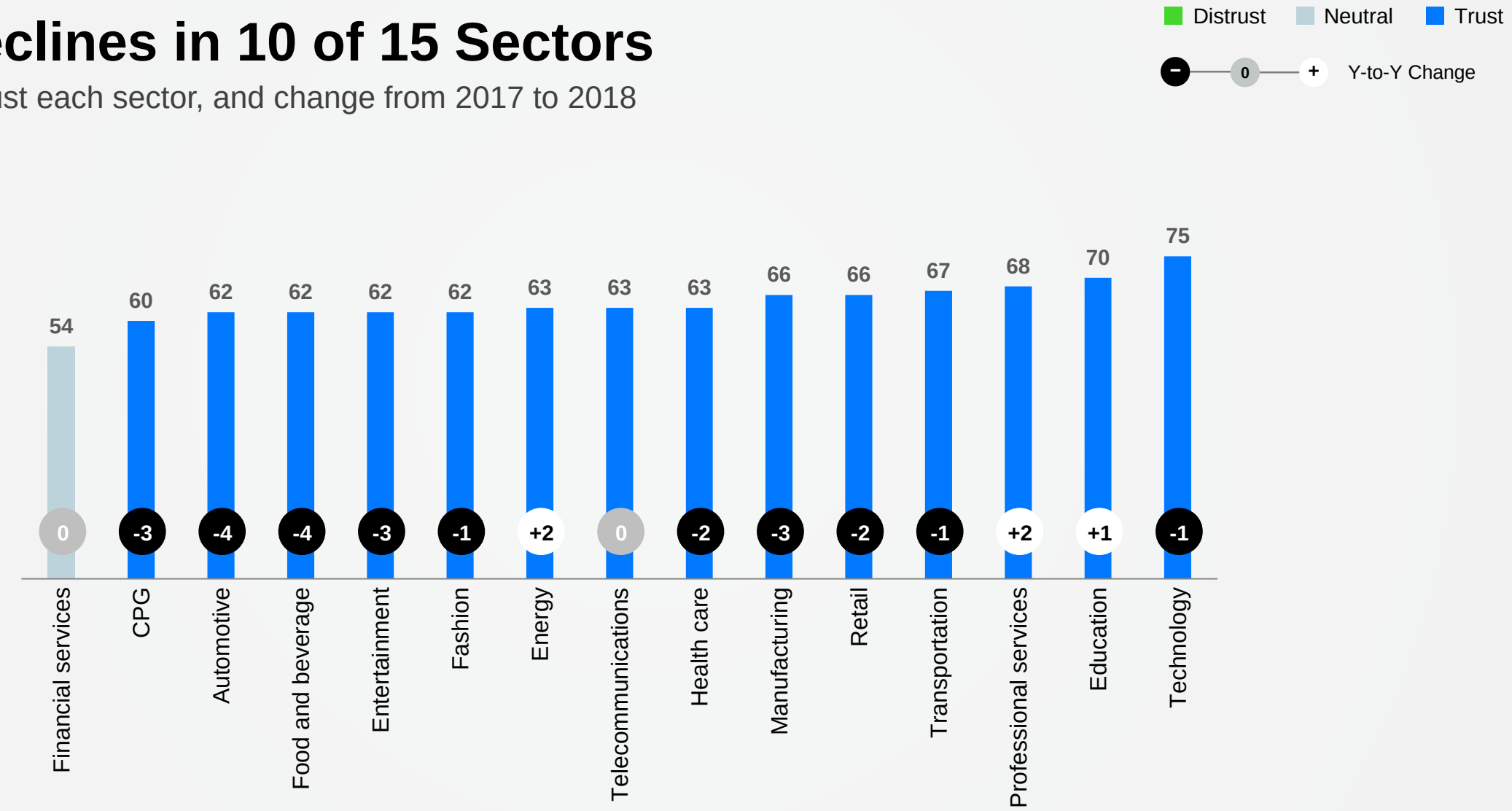
Percent trust in each institution and average trust in institutions (Trust Index), 2012 to 2018

	2012	2013	2014	2015	2016	2017	2018
U.S.							
Government	32%	38%	32%	35%	39%	47%	33%
Media	37%	38%	35%	39%	47%	47%	42%
Business	44%	50%	48%	51%	51%	58%	48%
NGOs	49%	52%	52%	52%	57%	58%	49%
TRUST INDEX	**40**	**45**	**42**	**44**	**49**	**52**	**43**
25-Country Global Total							
Government	38%	41%	39%	42%	43%	43%	45%
Media	46%	49%	48%	46%	49%	43%	44%
Business	47%	50%	49%	49%	53%	52%	52%
NGOs	50%	53%	54%	51%	55%	53%	53%
TRUST INDEX	**45**	**48**	**47**	**47**	**50**	**48**	**49**
28-Country Global Total							
Government					42%	41%	43%
Media					48%	43%	43%
Business					53%	52%	53%
NGOs					55%	53%	53%
TRUST INDEX					**50**	**47**	**48**

Source: 2018 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.“ (Top 4 Box, Trust) General Population, 25-country global total, 28-country global total, and by country.

Trust Declines in 10 of 15 Sectors

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



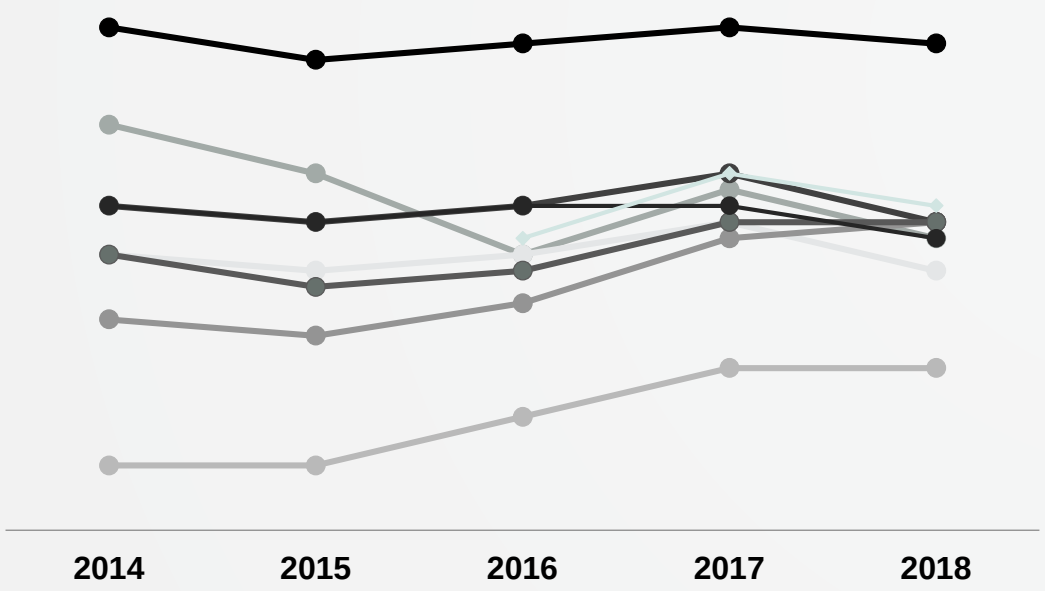
Source: 2018 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust), industries shown to half of the sample. General Population, 28-country global total.

Trust in Industry Sectors, Five-Year Trends

Distrust Neutral Trust

− 0 + Change, 2014 to 2018

Trust in each sector, and change from 2014 to 2018

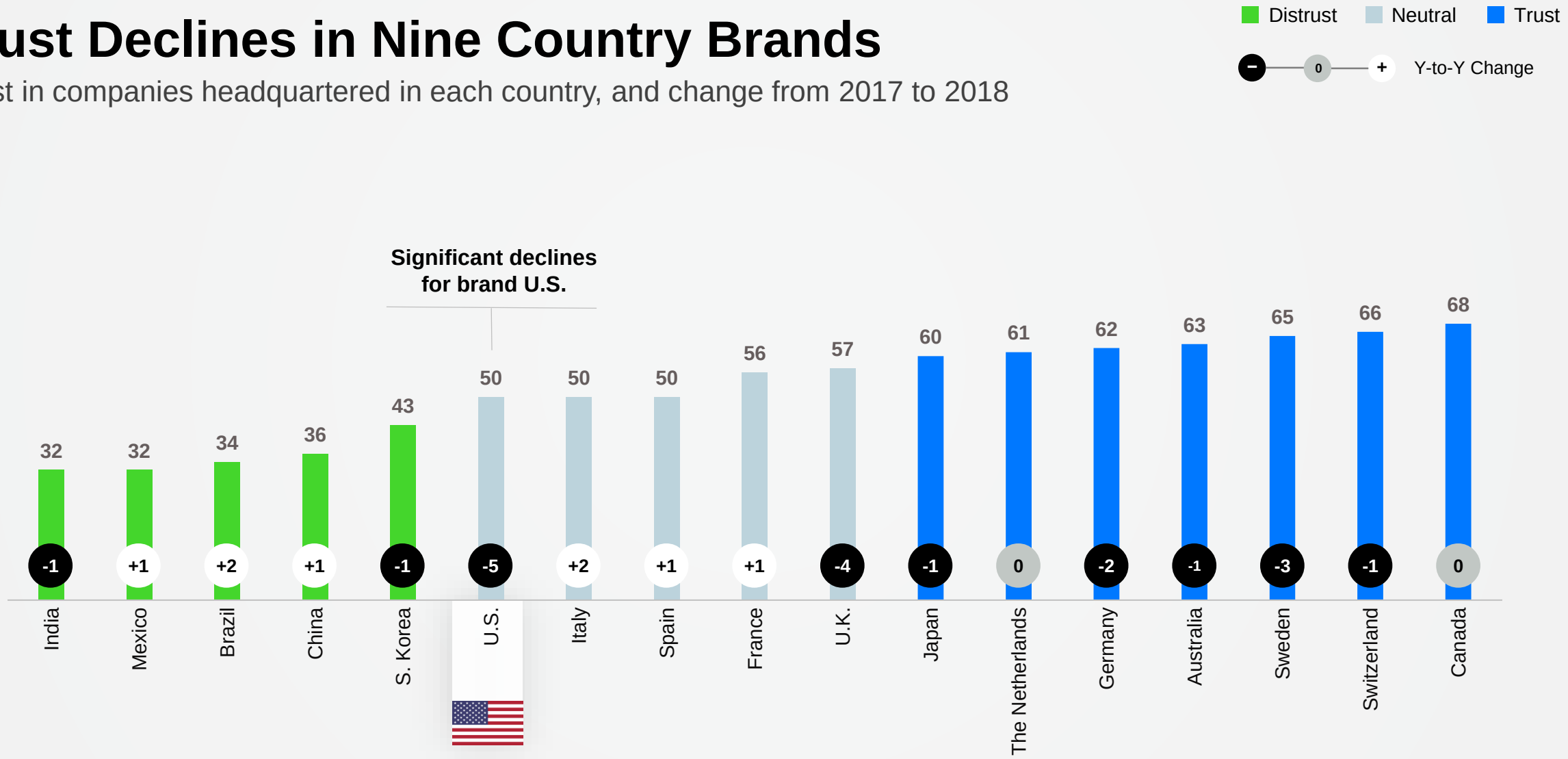


Industry	2014	2015	2016	2017	2018	5 yr. Trend
Technology	75%	73%	74%	75%	74%	-1
Health Care	-	-	62%	66%	64%	-
Energy	57%	56%	58%	62%	63%	+6
Food And Beverage	64%	63%	64%	66%	63%	-1
Telecommunications	61%	59%	60%	63%	63%	+2
Automotive	69%	66%	60%	65%	62%	-7
Entertainment	64%	63%	64%	64%	62%	-2
Consumer Packaged Goods	61%	60%	61%	63%	60%	-1
Financial Services	48%	48%	51%	54%	54%	+6

Source: 2018 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust), industries shown to half of the sample. General Population, 27-country global total.

Trust Declines in Nine Country Brands

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



Source: 2018 Edelman Trust Barometer. TRU_NAT. Now we would like to focus on global companies headquartered in specific countries. Please indicate how much you trust global companies headquartered in the following countries to do what is right. Use the same nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust), countries shown to half of the sample. General Population, 28-country global total.

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Technical Appendix

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Technical Appendix

Why Edelman Studies Trust

In modern society, we delegate important aspects of our well-being to the four institutions of business (economic well-being), government (national security and public policy), media (information and knowledge) and NGOs (social causes and issues).

In order to feel safe delegating important aspects of our lives and well-being to others, we need to trust them to act with integrity and with our best interests in mind. Trust, therefore, is at the heart of an individual's relationship with an institution and, by association, its leadership.

If trust in these institutions diminishes, we begin to fear that we are no longer in safe, reliable hands. Without trust, the fabric of society can unravel to the detriment of all.

From an institutional standpoint, trust is a forward-looking metric. Unlike reputation, which is based on an organization's historical behavior, trust is a predictor of whether stakeholders will find you credible in the future, will embrace new innovations you introduce and will enthusiastically support or defend you.

For these reasons, trust is a valuable asset for all institutions, and ongoing trust-building activities should be one of the most important strategic priorities for every organization.

2018 Edelman Trust Barometer

Methodology

Online Survey in 28 Countries

18 years of data

33,000+ respondents total

All fieldwork was conducted between October 28 and November 20, 2017

28-country 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).
Country-specific data margin of error: General population +/- 2.9 (N=1,150), informed public +/- 6.9% (N = min 200, varies by country), China and U.S. +/- 4.4% (N=500), mass population +/- 3.0 to 3.6 (N =min 740, varies by country).

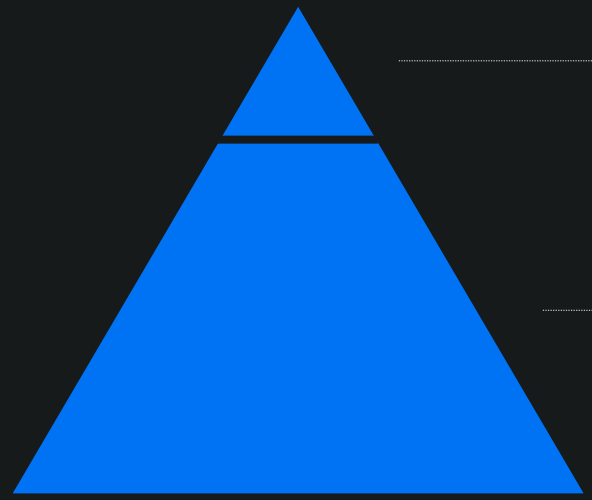
General Online Population

7 years in 25+ countries

Ages 18+

1,150 respondents per country

All slides show general online population data unless otherwise noted



Informed Public

10 years in 20+ countries

Represents 15% of total global population

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

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 business news

Mass Population

All population not including informed public

Represents 85% of total global population

Methodology

Sample Size, Quotas and Margin of Error

	General Population			Informed Public		
	Sample Size*	**Quotas Set On****	**Margin of Error**	**Sample Size***	**Quotas Set On*****	**Margin of Error**
Global	**32,200**	**Age, Gender, Region**	**+/- 0.6% total sample +/- 0.8% half sample**	**6,200**	**Age, Education, Gender, Income**	**+/- 1.2% total sample +/- 1.8% split sample**
China and U.S.	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	500	Age, Education, Gender, Income	+/- 4.4% total sample +/- 6.2% split sample
All other countries	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	200	Age, Education, Gender, Income	+/- 6.9% total sample +/- 9.8% split sample

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

Methodology

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	-	50%
Argentina	Localized Spanish	79%
Australia	English	88%
Brazil	Portuguese	66%
Canada	English & French Canadian	90%
China	Simplified Chinese	53%
Colombia	Localized Spanish	58%
France	French	87%
Germany	German	90%
Hong Kong	English & Traditional Chinese	87%

	Languages	Internet Penetration*
India	Hindi & English	34%
Indonesia	Indonesian	50%
Ireland	English	94%
Italy	Italian	87%
Japan	Japanese	94%
Malaysia	Malay	79%
Mexico	Localized Spanish	65%
Netherlands	Dutch & English	95%
Poland	Polish	73%
Russia	Russian	76%

	Languages	Internet Penetration*
Singapore	English & Simplified Chinese	81%
South Africa	English & Afrikaans	54%
South Korea	Korean	93%
Spain	Spanish	87%
Sweden	Swedish & English	93%
Turkey	Turkish	70%
UAE	Arabic & English	91%
U.K.	English	95%
U.S.	English	88%

*Data source: http://www.internet worldstats.com/stats.htm (June 30, 2017 Update)

Trust Volatility

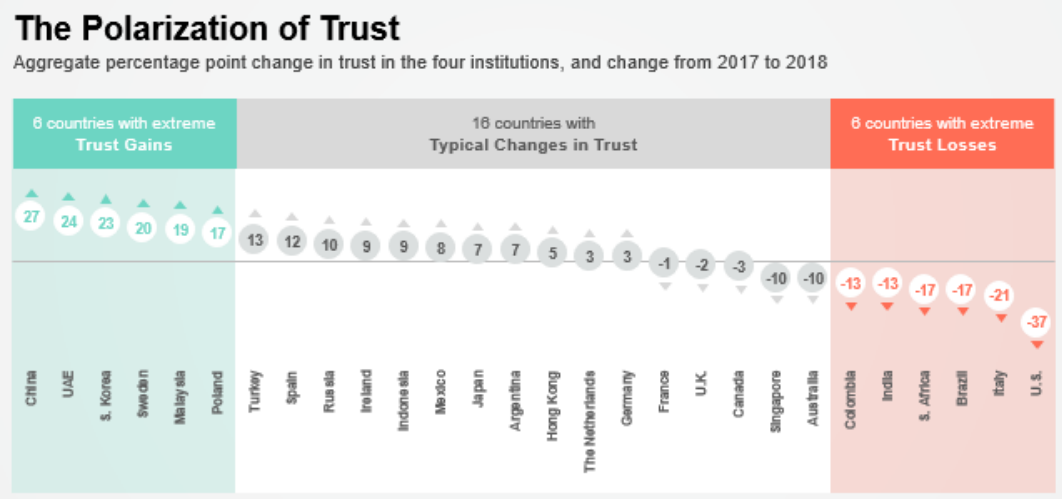
How Did We Measure Trust Volatility?

In 2018, we analyzed the volatility of trust in social institutions. Specifically, we looked at volatility in trust in the institutions of government, media, business and NGOs.

The volatility measure is the aggregate year-over-year change in trust for each of the four institutions at the country level. The individual trust changes (positive and negative) were summed across all four institutional entities to yield the aggregate trust volatility. This method reflects the net amount of change in either the positive or negative direction, rather than the absolute amount of change across the institutions (meaning a sum of both positive and negative numbers may cancel each other out).

For example, to measure institutional trust volatility in the U.S. in 2018, we calculated the percentage-point change in trust for each of the four main institutions from 2017 to 2018. This was done by subtracting the value in 2017 from the value in 2018, so that a decrease in trust was recorded as a negative number, and an increase in trust was recorded as a positive number. We then added these changes together across the four institutions, yielding a value of of -37. This shows that in the US, the four main institutions lost a combined 37 percentage points of trust from 2017 to 2018.

After calculating institutional volatility by country for every year from 2013-2018, we characterized greater-than-expected aggregate trust gains and losses. We looked at the volatility scores from all countries over the six-year period and identified the approximate lowest and highest 20 percent of scores (a combined 40 percent) as *noteworthy* changes in trust, while we characterized the approximate middle 60 percent of scores as *expected* trust changes. These groups of countries—those with extreme trust gains or losses, and those with typical trust changes—are shown on slide 9 of the global report. The image below is the volatility measure by country from 2017 to 2018.



News Sources

How Did We Measure Trust in Journalism vs. Platforms?

We measure multiple components of the media ecosystem within the Trust Barometer, including traditional media, online-only media, social media, and search engines. These components ladder up to define two components of today's media eco-system: journalism and platforms, as shown on page 19 of the global report .

"Journalism" is the professional creation of news content, and is represented by traditional media and online-only media. "Platforms" is how the content is delivered or discovered and is represented by social media and search engines.

Within the report, the journalism score is the average top four box percentage of trust in traditional and online-only media, as defined at right. The platform score is the average top four box percentage of trust in social media and search engines.

Trust in News Sources Scale Items

When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you "do not trust it at all" and nine means that you "trust it a great deal". (Please select one response for each.)

Journalism

Traditional Media: Mainstream media sources that are available in a print or broadcast format, such as newspapers, magazines, television news and radio news

Online-only Media: Online news sites and widely-followed blogs that report on top news stories, these do not have an offline version

Platforms

Social Media: Includes social networking sites (such as Facebook, LinkedIn, Snapchat, Instagram, Ozone, RenRen), online discussion forums, content-sharing sites (such as YouTube) and microblogging sites (such as Twitter or Sina Weibo)

Search Engines: Such as Google, Yahoo!, Bing or Baidu

News Engagement Segments

How Did We Define the News Engagement Segments?

The three news engagement segments shown on slide 22 of the global report (The Disengaged, Consumers, and Amplifiers) were defined based on two scales.

The first scale measured news consumption and the second measured sharing and posting of news content. Both scales were based on an average of two activities, rated on a seven-point scale of how often the respondent engaged in the activities. We used both scales together to determine three levels of overall news engagement.

We discovered that those who scored high on the posting/sharing scale were very unlikely to score low on the consumption scale, and those who scored low on the consumption scale were very unlikely to score high on the sharing/posting scale. As a result, despite there being four possible high/low combinations of the two scales, we chose to segment respondents into only three groups as defined below.

	Consumption	Sharing and Posting
The Disengaged	Less than weekly	Less than several times a month
Consumers	About weekly or more	Less than several times a month
Amplifiers	About weekly or more	Several times a month or more

News Consumption Scale Items:

Read, view or listen to news and information produced by major news organizations or publications at the original source

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

News Content Sharing/Posting Scale Items:

Share or forward news items that I find to be interesting

Create and post my own opinions or other news/information content on social media platforms or other online sites

Activity frequency scale response options:

I never do this

I occasionally do this

I do this several times a month

I do this weekly

I do this several times a week

I do this daily

I do this several times a day

News Engagement Segments

The News Engagement Segments by Country

	General Population	Informed Public	Argentina	Australia	Brazil	Canada	China	Colombia	France	Germany	Hong Kong	India	Indonesia	Ireland	Italy	Japan	Malaysia	Mexico	Poland	Russia	Singapore	S. Africa	S. Korea	Spain	Sweden	The Netherlands	Turkey	UAE	U.K.	U.S.
The Disengaged	**50**	**34**	46	60	39	54	26	38	61	67	40	35	45	52	54	72	45	47	55	47	49	48	60	46	55	53	31	44	59	55
Consumers	**25**	**31**	26	28	23	31	28	28	23	15	31	19	17	32	19	18	19	19	23	32	30	24	18	26	31	34	23	18	25	26
Amplifiers	**25**	**35**	29	12	38	16	47	34	17	18	29	46	38	16	27	10	36	34	23	21	21	27	22	28	14	14	45	38	16	20

The Trust-Building Mandates

1. How We Identified the Mandates And Their Performance

This year we asked a series of questions designed to identify the trust-building mandates for each institution--the link between the role each institution is expected to play, its performance against that role, and the trust in that institution.

First, we established the role of each institution (its mandates), how well the institutions were performing against those mandates, and if there is a relationship between performance and trust.

We asked respondents to identify the responsibilities they felt were in the particular domain of each institution (NGOs, business, government and media). For those responsibilities rated as among the most important ("mandates"), respondents were also asked to evaluate the performance of the institution against that mandate.

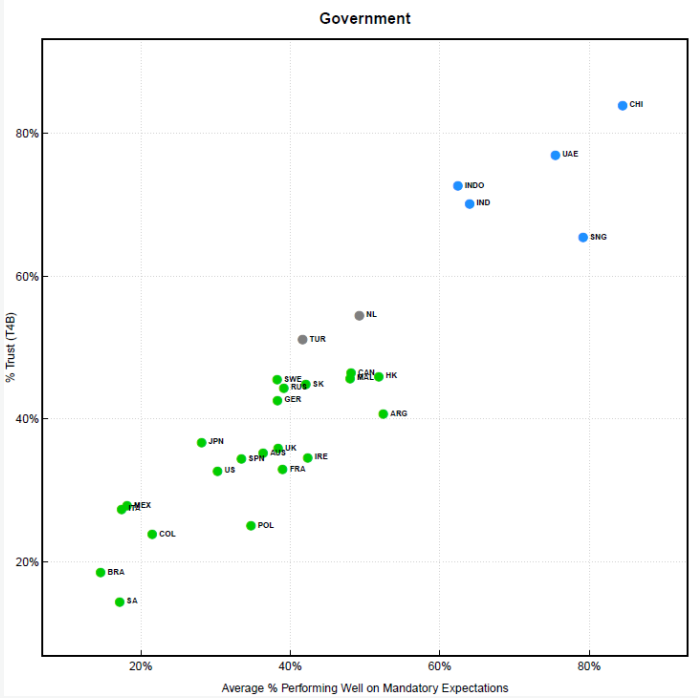
Globally, respondents identified an average of 10 mandates for each institution, and there was large variation in the mandates among respondents, even from within the same country. Thus, an institution's overall performance must first be evaluated at a respondent level, rather than as country averages.

To measure this, we averaged the performance scores of all the mandates for each respondent. Then, we calculated the percent of respondents within each country who, on average, believe that the institution in question is performing better than mediocre across the mandates identified by that respondent.

Demonstrating the link to trust.

To highlight the relationship between performance against mandates and trust, we plot the percent of people who believe an institution is performing well against its mandates by the percent trust in that institution for each of the 28 countries.

The graph below demonstrates a strong, linear relationship between trust and performance against the trust-building mandates for government. A similar relationship was found for all four of the institutions.



The Trust-Building Mandates

The Questions and Full List of Mandates

Respondents were given a list of 26 potential societal roles, and asked how much of a responsibility each of the four institutions had in fulfilling that role. The questions we used and the full list of choices are shown below and at right.

Responsibility Characterization Question

*Below is a list of potential expectations or responsibilities that a social institution might have. Thinking about [**insert institution**] in general, how would you characterize each using the following three-point scale.*

1. *[**Insert institution**] has no direct responsibility for this*
2. *This is something that [**insert institution**] should help with or contribute to, but it is not one of its primary responsibilities to society*
3. *This is one of the most important responsibilities that [**insert institution**] has as an institution*
4. *Don't know*

Performance Against Mandates Question

*How well do you feel [**insert institution**] is currently meeting this obligation to society? Please indicate your answer using the 5-point scale below.*

1. *[**Insert institution**] is failing at this*
2. *[**Insert institution**] is doing poorly on this*
3. *[**Insert institution**] is doing mediocre on this*
4. *[**Insert institution**] is doing this well*
5. *[**Insert institution**] is doing this very well*
6. *Don't know*

Guardian of Fairness and Equity	**1**	Ensure everyone has equal opportunities
	2	Prevent discrimination
	3	Protect ordinary people from abuses of power
Foster Prosperity	**4**	Drive economic prosperity
	5	Foster innovation and scientific advancement
	6	Ensure workers have globally competitive skills
	7	Improve our quality of life
Take Care of People	**8**	Ensure the poorest have the basic minimum
	9	Provide good job opportunities
	10	Prevent bad health choices
	11	Provide for future generations
	12	Entertain and amuse
	13	Build infrastructure
	14	Provide social services
	15	Keep people safe from physical harm
	16	Protect privacy and personal information
Educate	**17**	Shape or influence public opinion
	18	Supply information for good life decisions
	19	Educate people on important issues
Check & Balance Other Institutions	**20**	Check and balance other institutions
	21	Be the guardian of information quality
	22	Investigate corruption and wrongdoing
	23	Support political leaders
Protect Tradition	**24**	Guard the values that make this country great
	25	Preserve our unique cultural traditions
	26	Create a sense of community

The Trust-Building Mandates

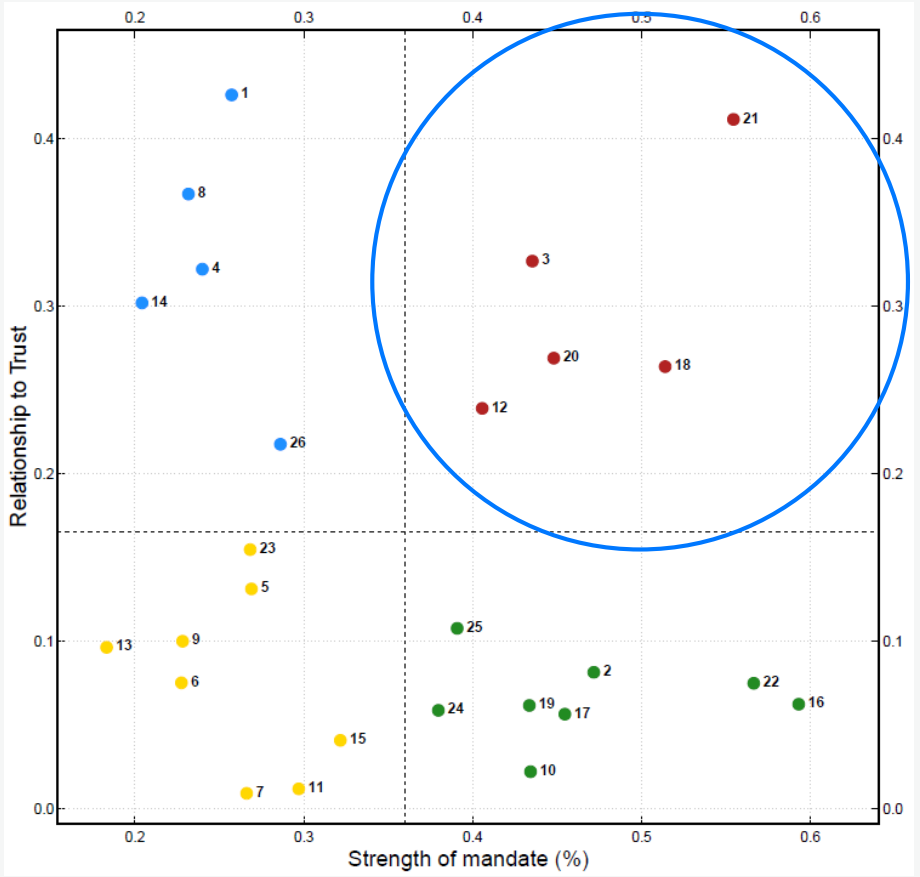
2. How We Prioritized the Trust-Building Mandates

The next step was to establish a hierarchy within the mandates, as different institutions have different societal roles, which may also vary by country. To prioritize the most important mandates for an institution to focus on, we analyzed the differences in the mandates' performance ratings between *trusters* and *distrusters* of that institution. We used a Linear Discriminate Analysis (LDA) to identify which mandates had the largest differences in performance ratings between *trusters* and *distrusters.* The LDA coefficients allow us to compare the relative contribution of each mandate to the overall separation between the trusters' and distrusters' responses to the performance question.

The inference we're making is that mandates with larger differences in performance ratings between trusters and distrusters have a more direct relationship to trust; the larger the LDA coefficient, the stronger the relationship to trust. If an institution prioritizes these mandates, it can maximize its trust building effect with stakeholders—specifically the distrusters who believe that institution could improve on those specific mandates.

We used both the LDA results and the percent of respondents who said each item was mandatory to prioritize the institutional responsibilities based on the strength of each mandate's relationship to trust. This blended method leverages both the order of what respondents *said* were the most important mandates, and the *strength* of each mandate's relationship to trust determined by the LDA.

To visualize this, we plotted each mandate's LDA coefficient (y-axis) by the percent of respondents who said it was a mandatory expectation (x-axis), for each institution. We then separated the plot into quadrants using the mean of each data series as quadrant boundary values, and assigned priority levels to each quadrant.



Trust-building mandates have the strongest relationship to trust, and an above-average percent of respondents who believe it is very important for the institution to play that role.

The Edelman Trust Barometer Research Team

Tonia E. Ries
Intellectual Property

Tonia is Global Executive Director, Intellectual Property, a role that includes stewardship of the Trust Barometer, the Earned Brand research into consumer relationships with brands, and the development of new thought leadership initiatives.

She leads the firm's global knowledge agenda across practices, geographies and clients, and acts as a catalyst for new thinking and discourse on business in a multi-stakeholder society.

Tonia is a graduate of Columbia University and has more than 25 years of experience in marketing, research, strategy, conferences, and media.

David M. Bersoff, Ph.D.
Edelman Intelligence

David leads global thought leadership research at Edelman Intelligence, a world-class research and analytics consultancy.

In this capacity, he is responsible for questionnaire development, enhancing our methodological rigor, leading data analysis and insight-development activities, and developing new frameworks for understanding trust, credibility and consumer-brand relationships.

David holds a Ph.D. in social and cross-cultural psychology from Yale University.

Sarah Adkins
Edelman Intelligence

Sarah leads the operations side of all thought leadership projects for Edelman Intelligence, a role she has held for five years.

Prior to joining Edelman, Sarah spent eight years at Nielsen designing surveys, conducting data analysis and working closely with clients from all industries. She has 16+ years of experience in market research, with more than half of that spent in the brand and communications industry.

Sarah graduated from Fredonia State University with a bachelors degree in business administration, specializing in marketing and communications.

Cody Armstrong
Edelman Intelligence

Cody manages the day-to-day operations of Edelman IP research. He has six years experience in the market research industry, with more than three of them spent on the IP research team. Cody's background includes secondary research, where he conducted media analysis for clients across several industries.

Cody holds a B.A. in Sociology from the University at Albany, where he also dual minored in Psychology and Business.

Jamis Bruening
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Jamis manages data management, processing, and analysis. An environmental scientist by training, Jamis joined EI with several years of research in an academic setting, where he studied climate dynamics and global environmental change.

Jamis holds a M.S. in Environmental Science from Western Washington University, and previously graduated from Colgate University where he studied physics and geography.