

2010 Edelman Trust Barometer

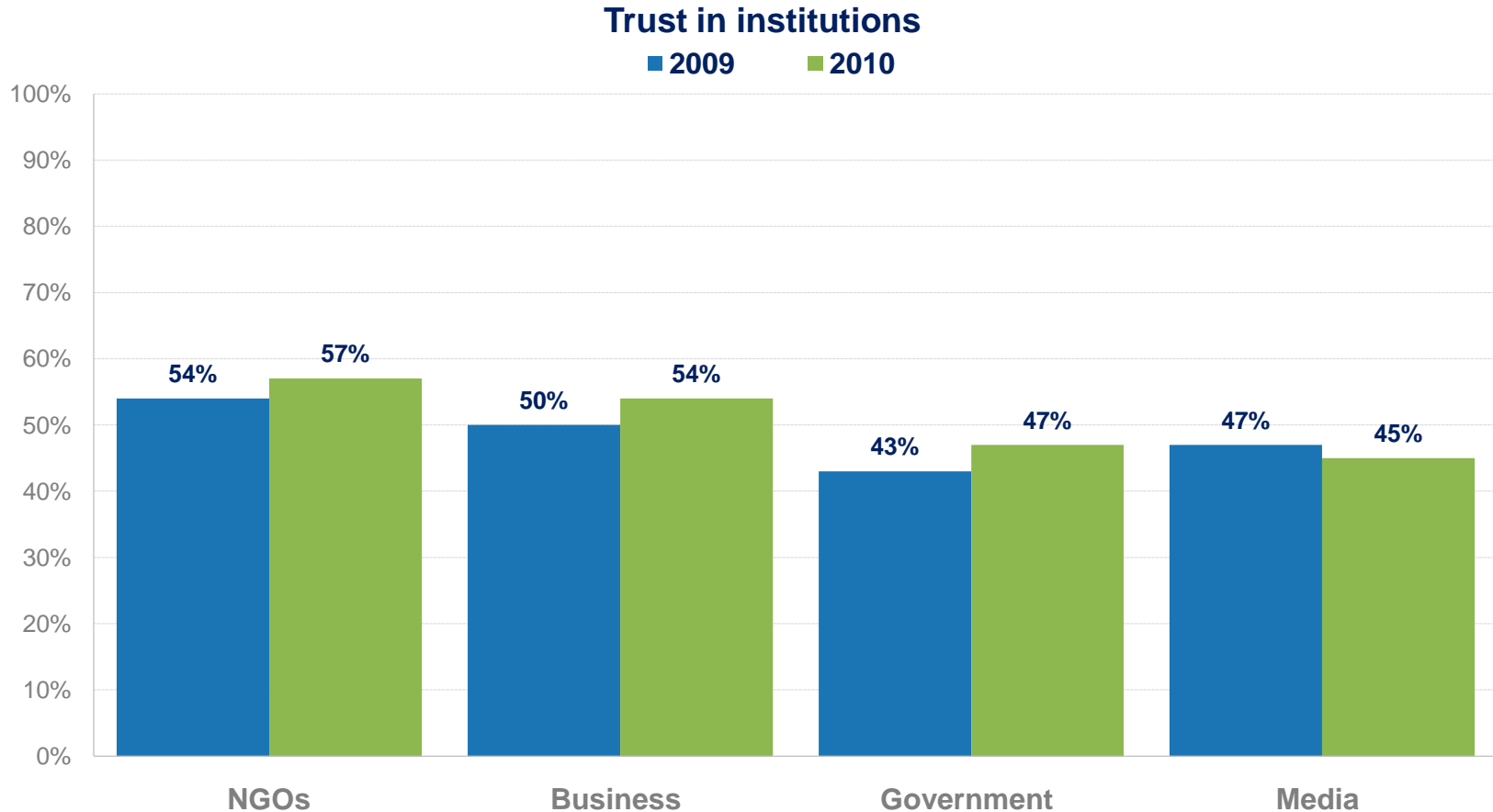
“CEO Panel: The Role of Business in Solving Social Problems”

Committee Encouraging Corporate Philanthropy

June 2, 2010

Presented by: Richard Edelman

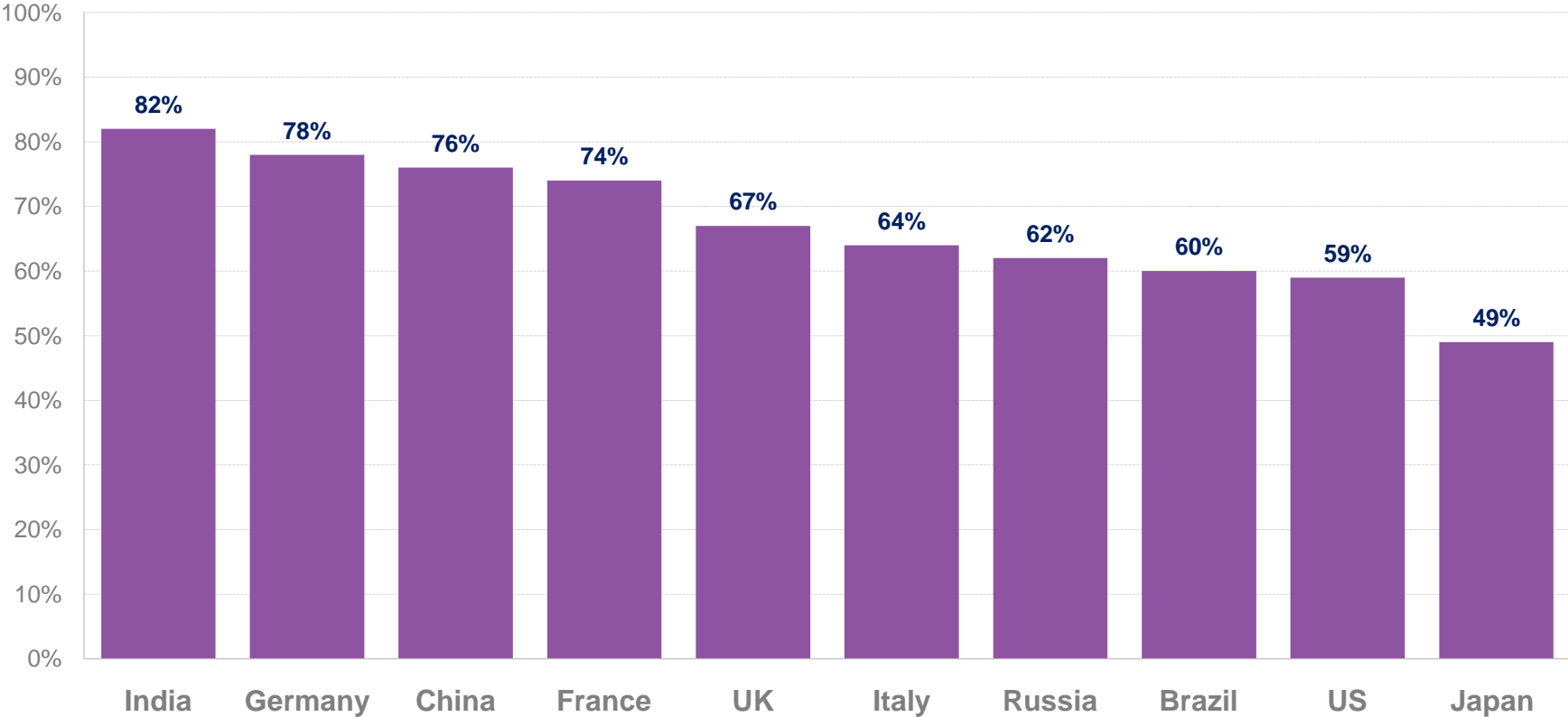
Globally, modest trust gains in business, government, NGOs



A7-A10. [Tracking] I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right. On a 9-point scale where one means that you "DO NOT TRUST THEM AT ALL" and nine means that you "TRUST THEM A GREAT DEAL, how much do you trust [INSERT] to do what is right? (Top 4 Box) Informed Publics ages 25-64 in 20 countries

Globally, nearly 70 percent expect business and financial companies to return to old habits

Expect return to “business as usual” after the recession
Top 10 Countries by GDP

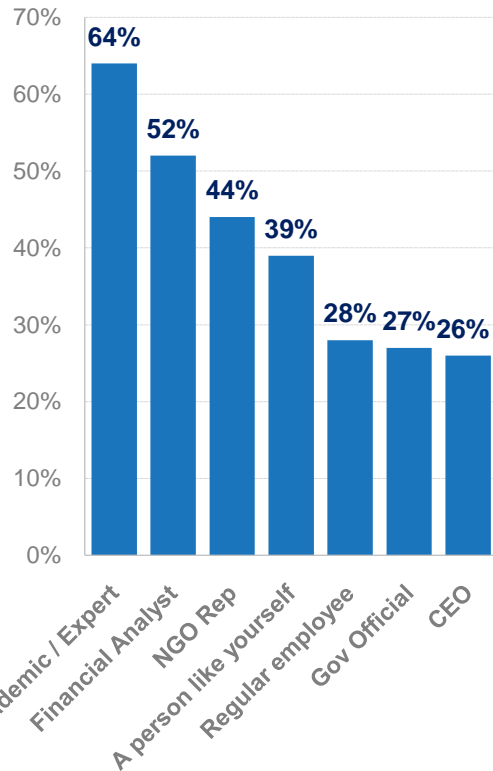


C81. After the recession is over, do you expect for business and financial companies to return to “business as usual”?
Informed Publics ages 25-64 – Top 10 countries by GDP

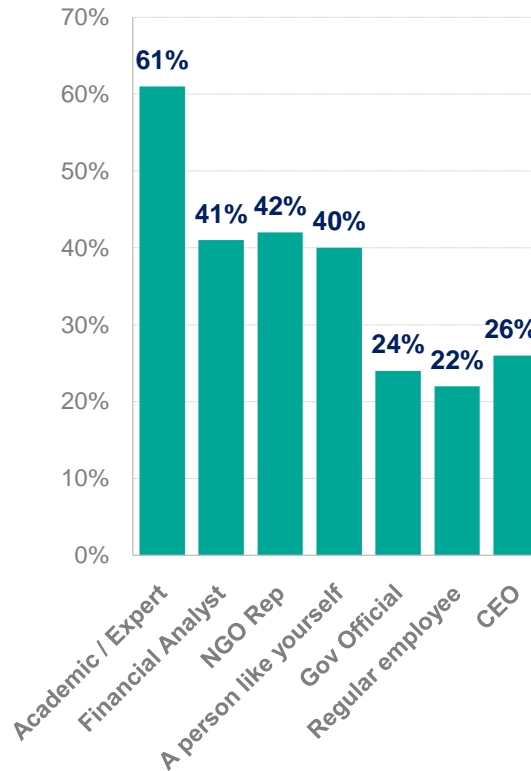
Academics/experts still most credible spokespeople

CEO credibility relatively high in BRIC

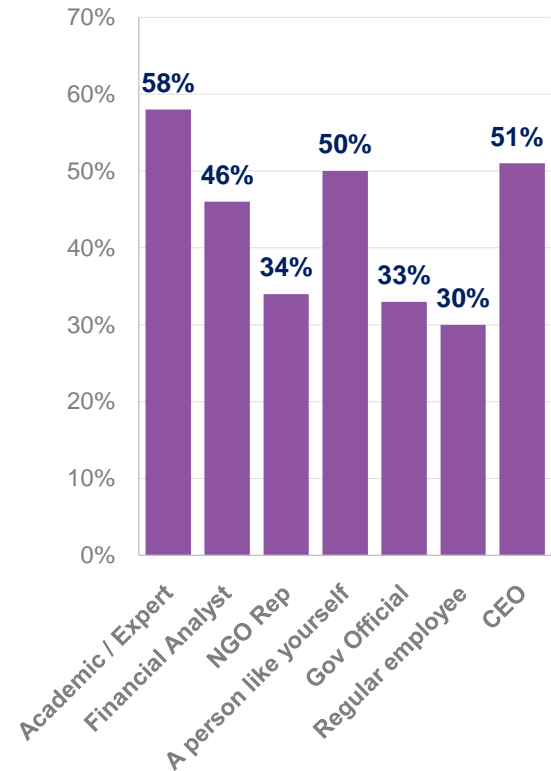
US



UK / FR / GER



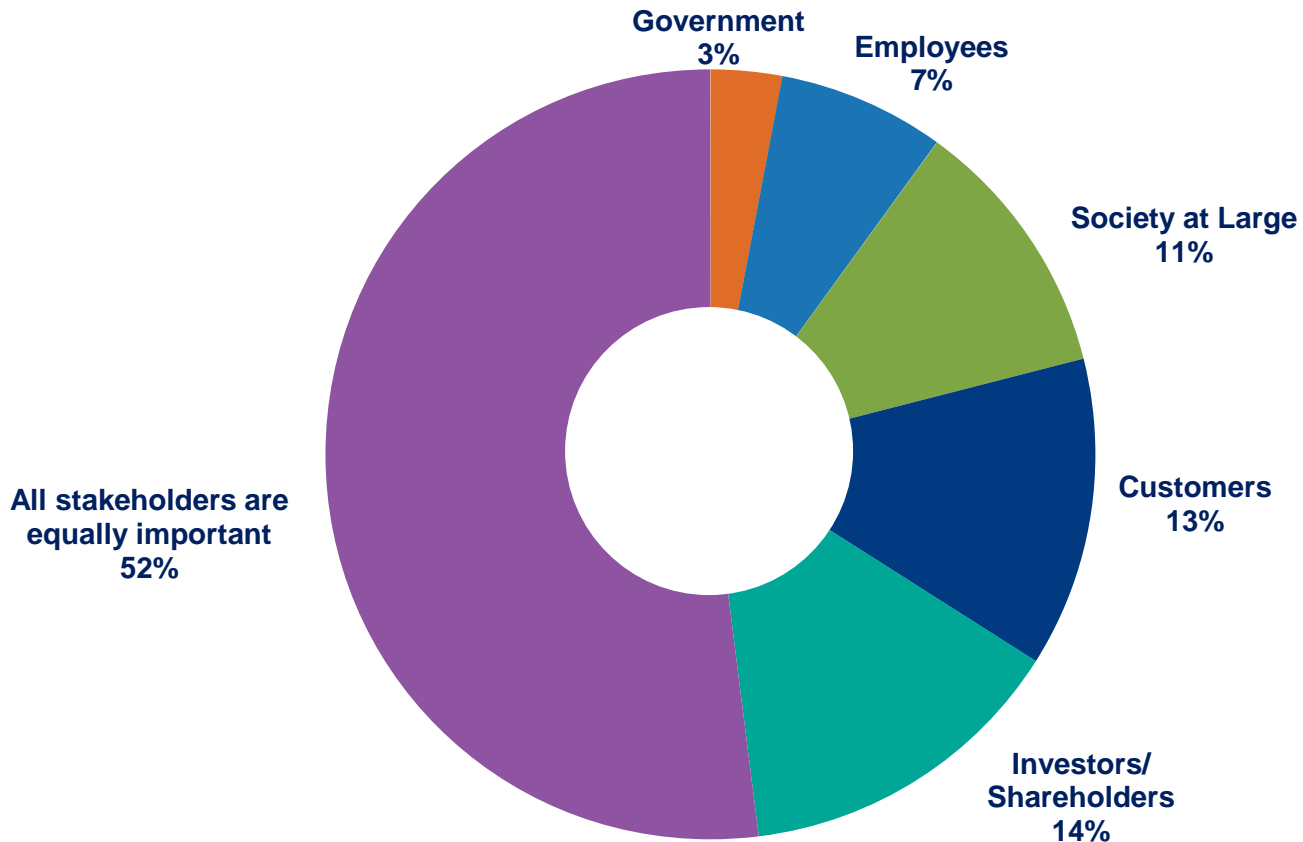
BRIC



F99-F105. Now I'm going to read you a list of people. In general, when forming an opinion of a company, if you heard information about a company from that person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 box)
 Informed Publics ages 35-64

A stakeholder, not a shareholder, world

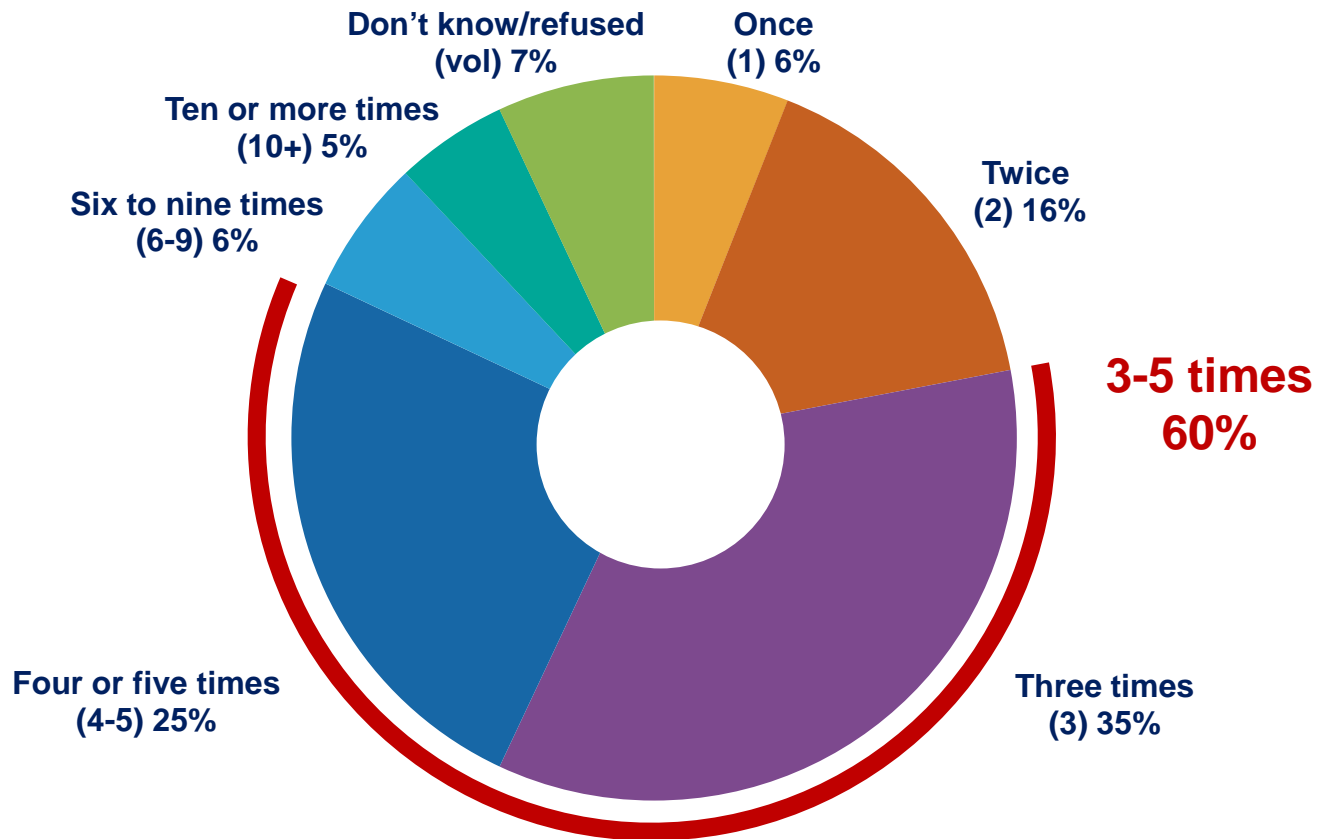
Which stakeholder should be most important to a CEO's business decisions?



D83. When a CEO makes business decisions for his or her company, which stakeholder SHOULD BE most important to a CEO's business decisions? Informed Publics ages 25-64 in 22 countries

Informed publics need information from multiple sources, multiple voices

And need to hear it 3-5 times to believe it

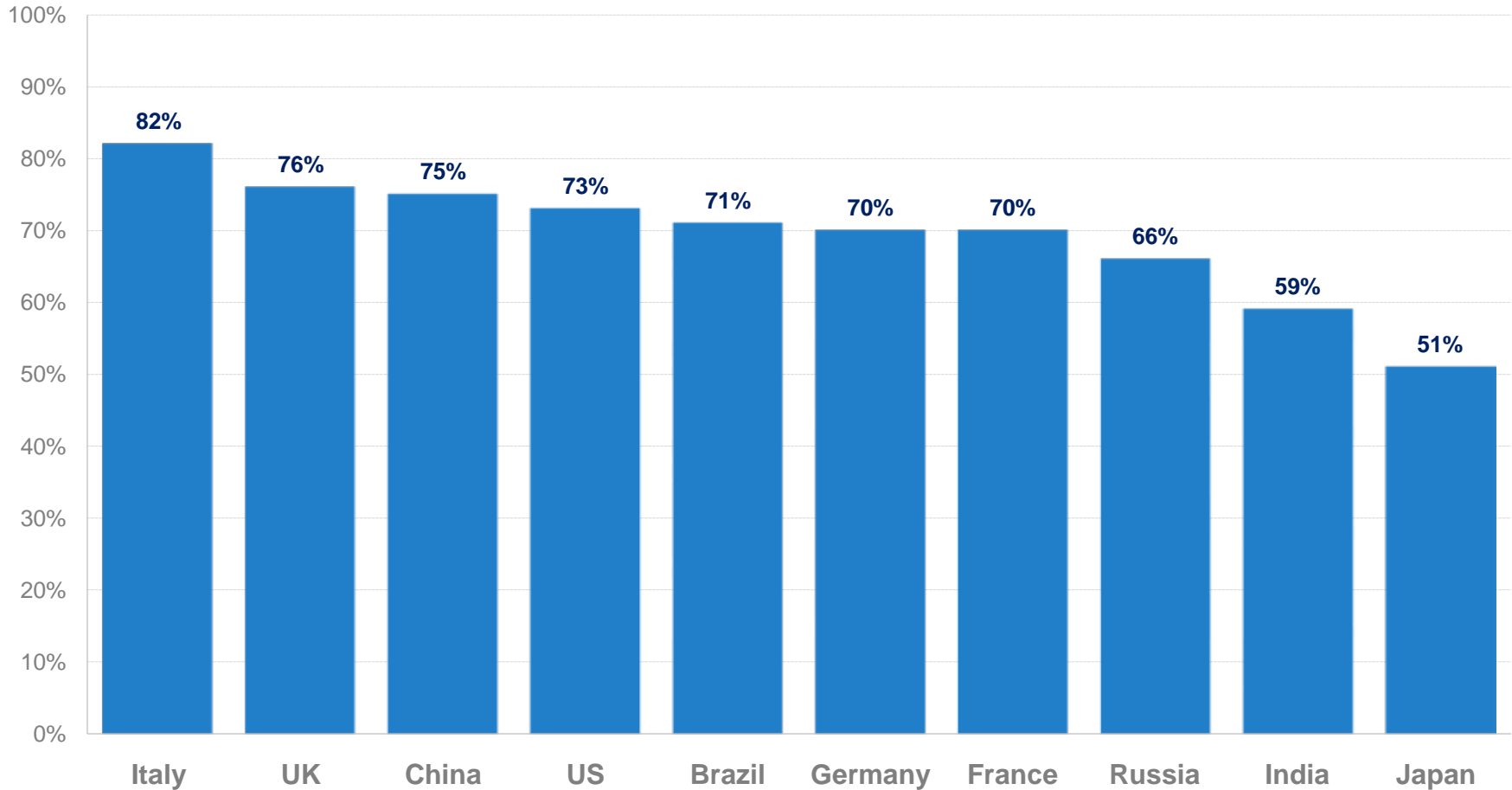


C111. Think about everything you see or hear every day about companies, whether it is positive or negative. How many times in general do you need to hear something about a specific company to believe that the information is likely to be true? Please give me a number.
25-64 Informed publics Source: 2009 Edelman Trust Barometer

Corporate-NGO partnerships build trust

More likely to trust a company that partners with a NGO to battle global issues

Top 10 Countries by GDP



C80. Would you be more or less likely to trust a company that partners with NGOs to battle global issues such as climate change, alleviating poverty or curing diseases, than you would be to trust a company that works alone? (Net More Likely: Much More + A Little More) Informed Publics ages 25-64 – Top ten countries by GDP

