

The Trust 10

01 A sense of inequity is undermining trust

Globally, there is a 14-point trust gap between the more trusting informed public and the more skeptical mass population, with a record eight markets experiencing all-time high levels of trust inequality. There are double-digit gaps in 23 markets, including Australia (23 points), France (21 points), Saudi Arabia (21 points), Germany (20 points), and the UK (18 points).

02 Capitalism is under fire

Despite a strong global economy and near full employment, a majority of respondents in every developed market do not believe they will be better off in five years' time, and 56% believe that capitalism in its current form is now doing more harm than good in the world.

03 Fears about the future are eclipsing hopes

Globally, 83% of employees are worried about job loss due to automation, a looming recession, lack of training, cheaper foreign competition and the gig economy among other things. Sixty-six percent of people agree that they don't have confidence in their current leaders to successfully address their country's challenges.

04 People are worried about the impact of technology

Sixty-one percent agree that the pace of change in technology is too fast, and 66 percent worry that technology will make it impossible to know if what people are seeing or hearing is real. Technology (75 percent) remained the most trusted sector but saw a four-point drop globally.

05 Stakeholder engagement fosters long-term company success

Eighty-seven percent say that customers, employees and communities are more important than shareholders to a company's long-term success, making it imperative for business to serve the interest of all stakeholders.

06 CEOs are expected to lead from the front

Ninety-two percent of employees say that CEOs should speak out on issues of the day, including retraining, the ethical use of technology and income inequality. Three-quarters of the general population believe CEOs should take the lead on change instead of waiting for government to impose it.

07 Trust is built on competence and ethics

People grant their trust based on two distinct considerations: competence (getting things done) and ethical behavior (doing the right thing and working to improve society).

08 No institution is seen as both competent and ethical

Business ranks highest in competence, holding a massive 54-point edge over government. NGOs lead government on ethical behavior by 31 points. Government and media are perceived as both incompetent and unethical.

09 Ethics is three times more important to company trust than competence

Ethical drivers such as integrity, dependability and purpose drive 76 percent of the trust capital of a company, while competence accounts for only 24 percent.

10 Partnership between business and government on jobs is essential

People trust both institutions the most to solve the issues of protecting workers in the gig economy (40% for government; 32% for business) and retraining the workforce due to automation (42% for business; 32% for government).

All data is based on general population sample unless otherwise noted.

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