



# Edelman Trust Barometer 2021



DUE TO THE COVID-19 PANDEMIC FOR THE HEALTH + SAFETY OF STAFF + CUSTOMERS WE ARE CLOSED UNTIL FURTHER NOTICE.



# 21<sup>st</sup> 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

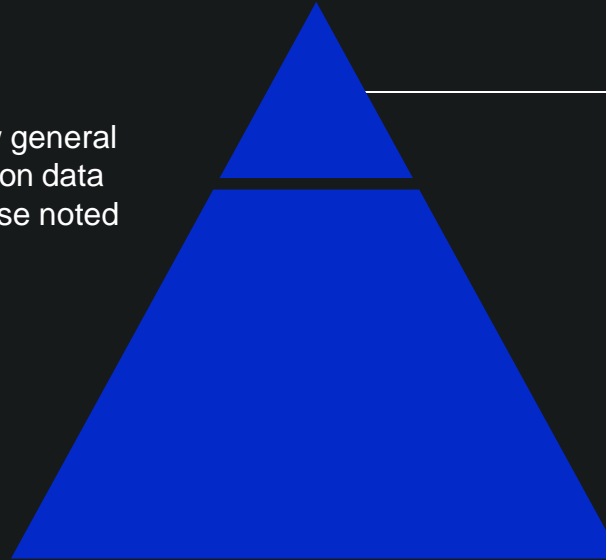
### 1,150

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

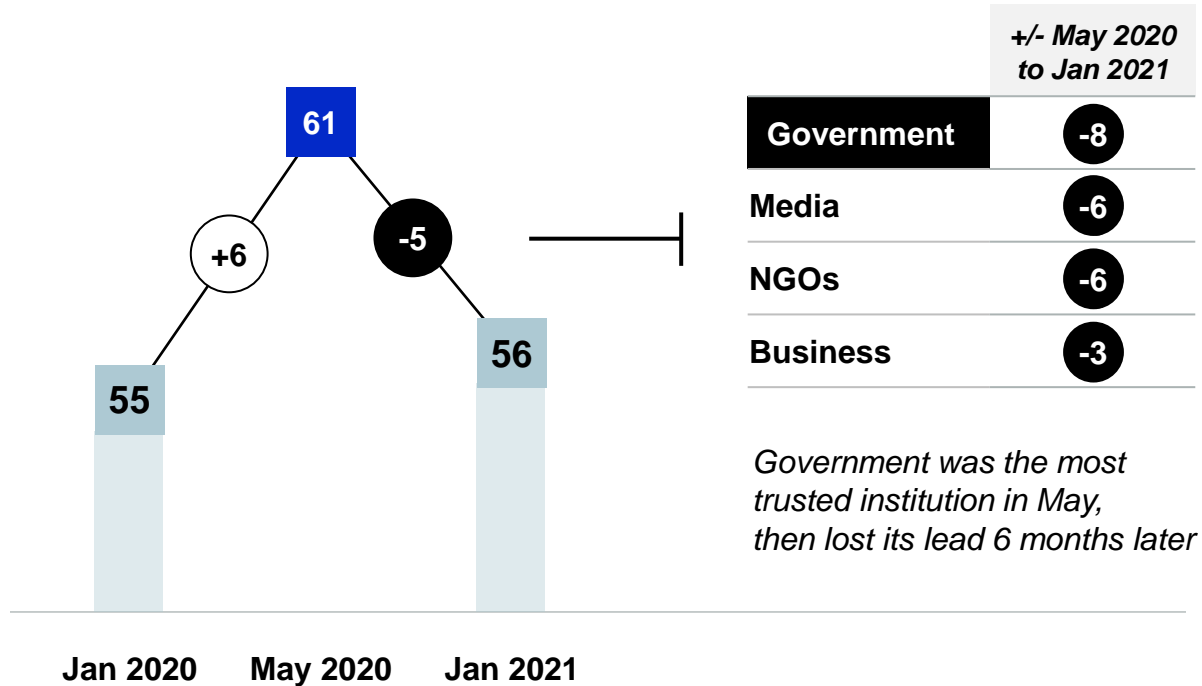
1,500 U.S. respondents, fielded December 14 to 18, 2020

# MAY 2020 TRUST BUBBLE BURSTS; BIGGEST LOSS FOR GOVERNMENT

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



## Global 11

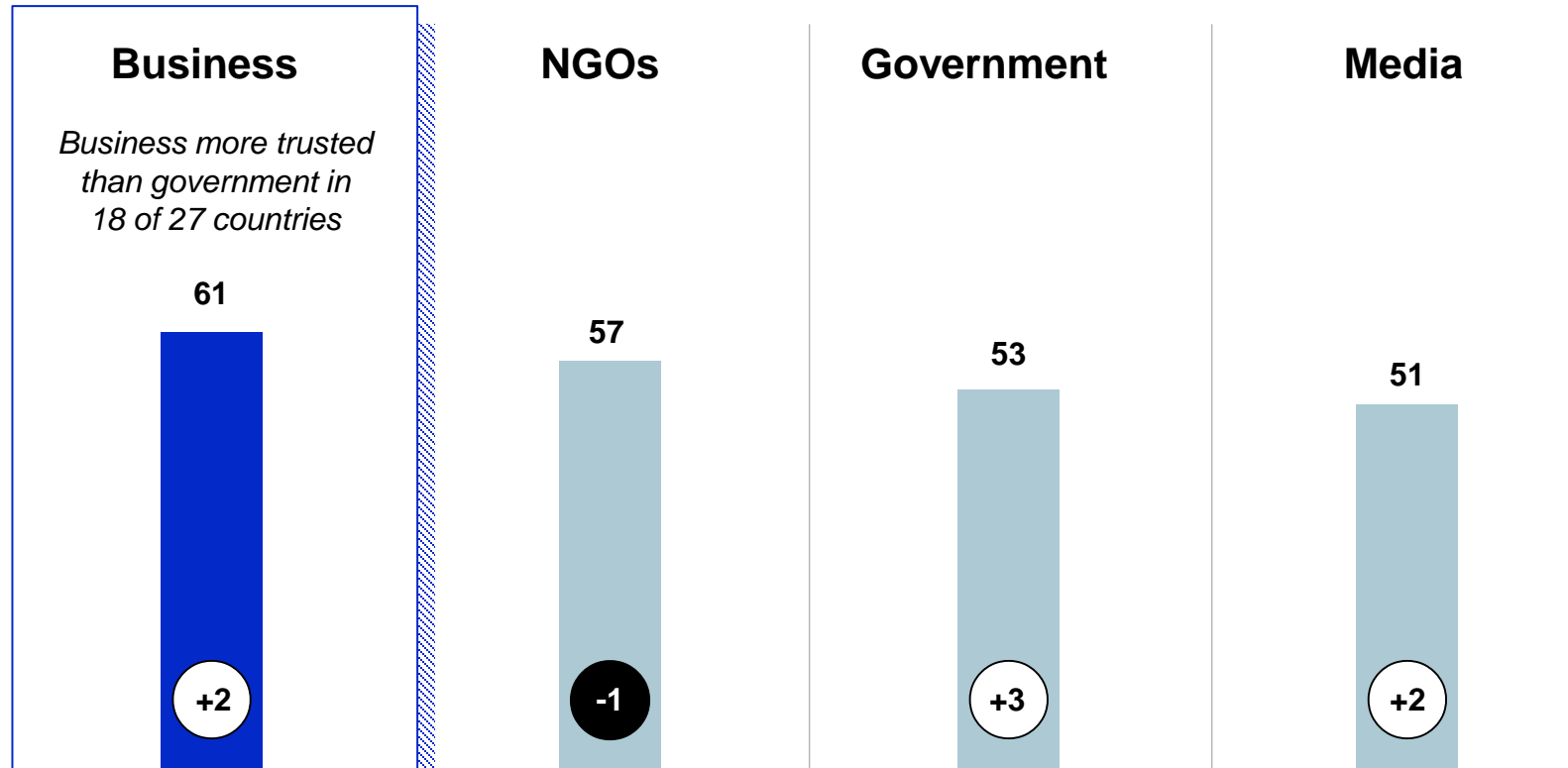
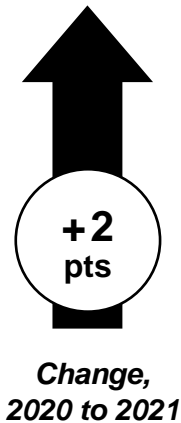


Government	+/- Jan 2020 to May 2020	+/- May 2020 to Jan 2021
S. Korea	+16	-17
UK	+24	-15
China	+5	-13
Mexico	+12	-12
Canada	+20	-11
India	+6	-8
U.S.	+9	-6
Germany	+19	-5
Japan	-5	-1
Saudi Arabia	+5	-1
France	+13	+2

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.

# BUSINESS BECOMES ONLY TRUSTED INSTITUTION

Percent trust



# TRUST IS LOCAL: MY EMPLOYER A MAINSTAY OF TRUST

Percent trust in my employer

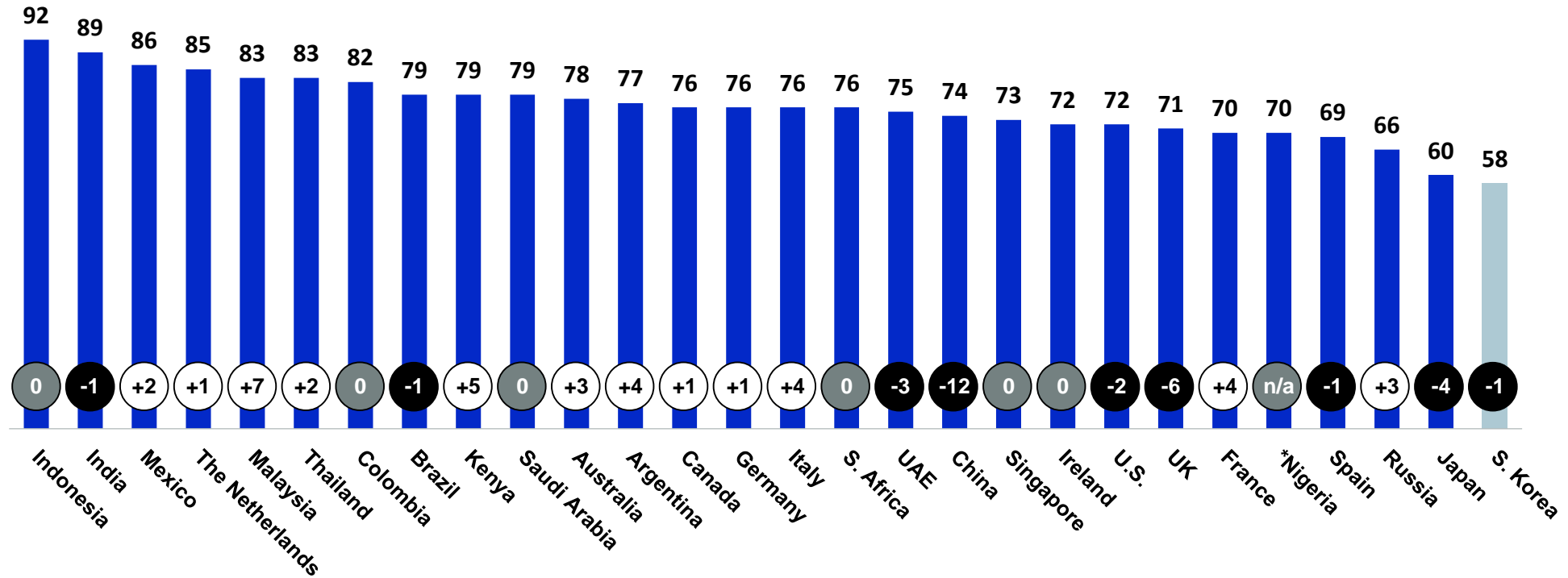


Global 27



Business	61
NGOs	57
Government	53
Media	51

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



2021 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. 9-point scale; top 4 box, trust. General population, 27-mkt avg. Question asked among those who are employed (Q43/1).

\*Nigeria not included in the global average

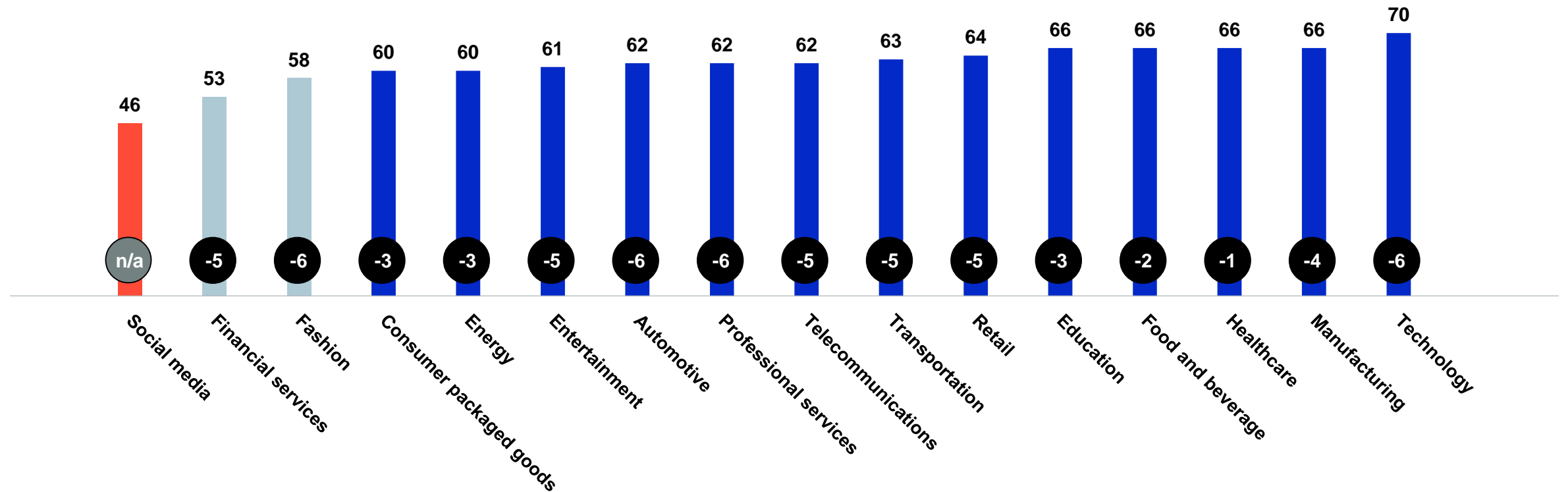
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# TRUST IN HEALTHCARE UNDER STRESS

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# TRUST DECLINES ACROSS SECTORS

Percent trust in each sector

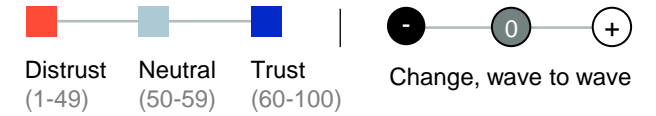
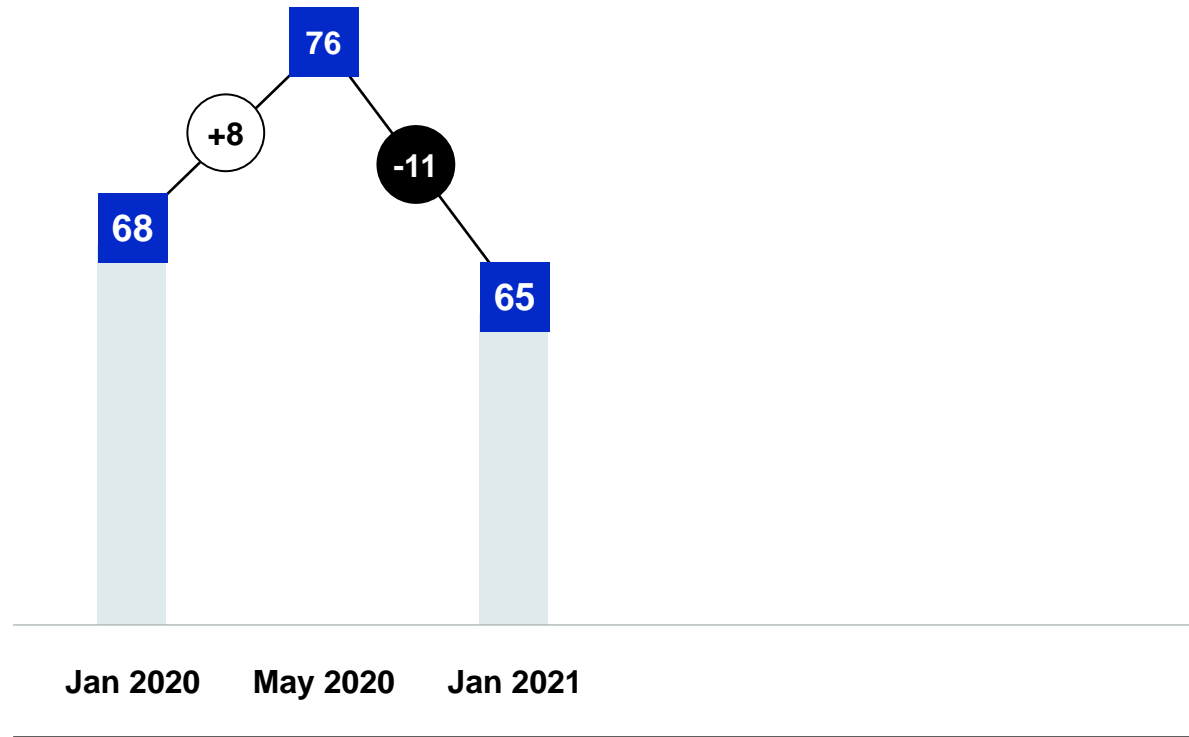


2021 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 27-mkt avg.

# MAY 2020 TRUST BUBBLE BURSTS FOR HEALTHCARE SECTOR

Trust in healthcare, 11 countries included in the 2020 Trust Barometer May 2020 Update

Global 11, trust in healthcare



Countries	+/- Jan 2020 to May 2020	+/- May 2020 to Jan 2021
Mexico	+6	-20
China	+8	-17
Canada	+14	-15
S. Korea	+2	-11
UK	+9	-10
U.S.	+18	-10
Japan	-5	-9
Germany	+14	-8
Saudi Arabia	+9	-6
France	+6	-5
India	+5	-4

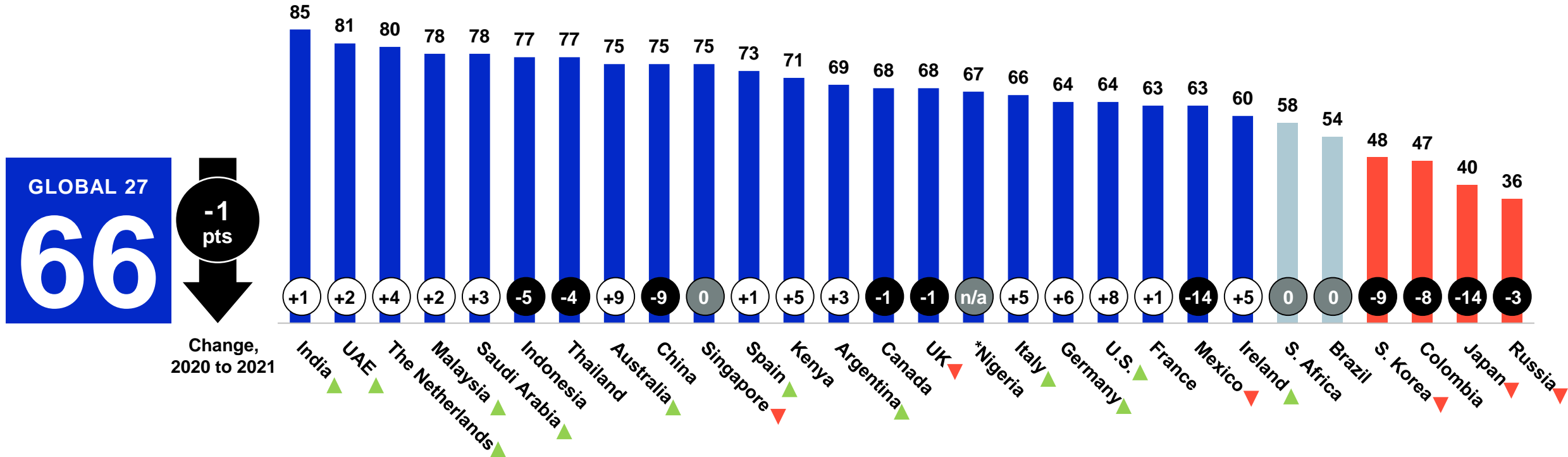


# VOLATILE YEAR CREATES RECORD HIGHS AND RECORD LOWS FOR TRUST IN HEALTHCARE

Percent trust in healthcare sector



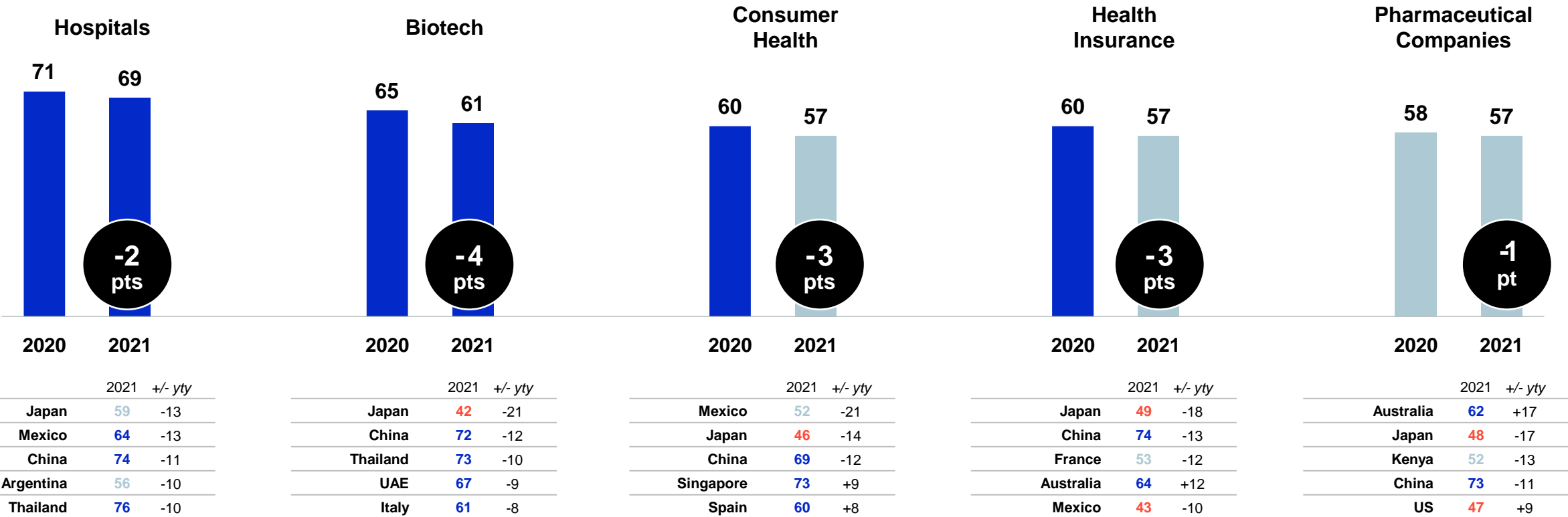
▼ All-time low in 6 countries  
▲ All-time high in 12 countries



2021 Edelman Trust Barometer. TRU\_IND. [HEALTHCARE] Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. General population, 27-mkt avg. \*Nigeria not included in the global average

# TRUST DECLINES ACROSS HEALTHCARE SUBSECTORS

Percent trust



2021 Edelman Trust Barometer. TRU\_SUB\_HEA. Now thinking about specific sectors within the health industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-mkt avg.

\*Nigeria is not included in the global average

# TRUST IN PHARMACEUTICAL COMPANIES DECREASES IN 15 OF 27 COUNTRIES

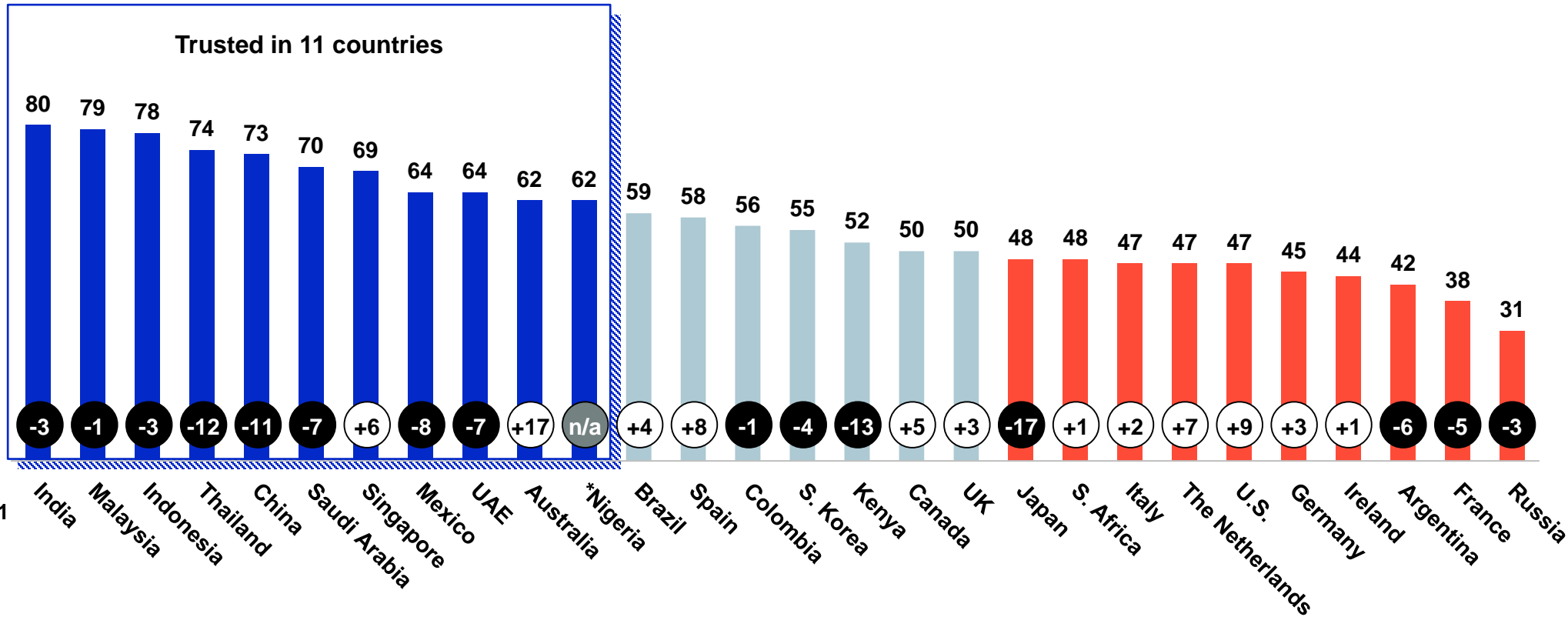
Percent trust



GLOBAL 27  
**57**

**-1 pts**

Change, 2020 to 2021



2021 Edelman Trust Barometer. TRU\_SUB\_HEA. [PHARMACEUTICAL COMPANIES] Now thinking about specific sectors within the health industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-mkt avg.

\*Nigeria is not included in the global average

# TRUST IN BIOTECH/LIFE SCIENCES DECREASES IN 20 OF 27 COUNTRIES

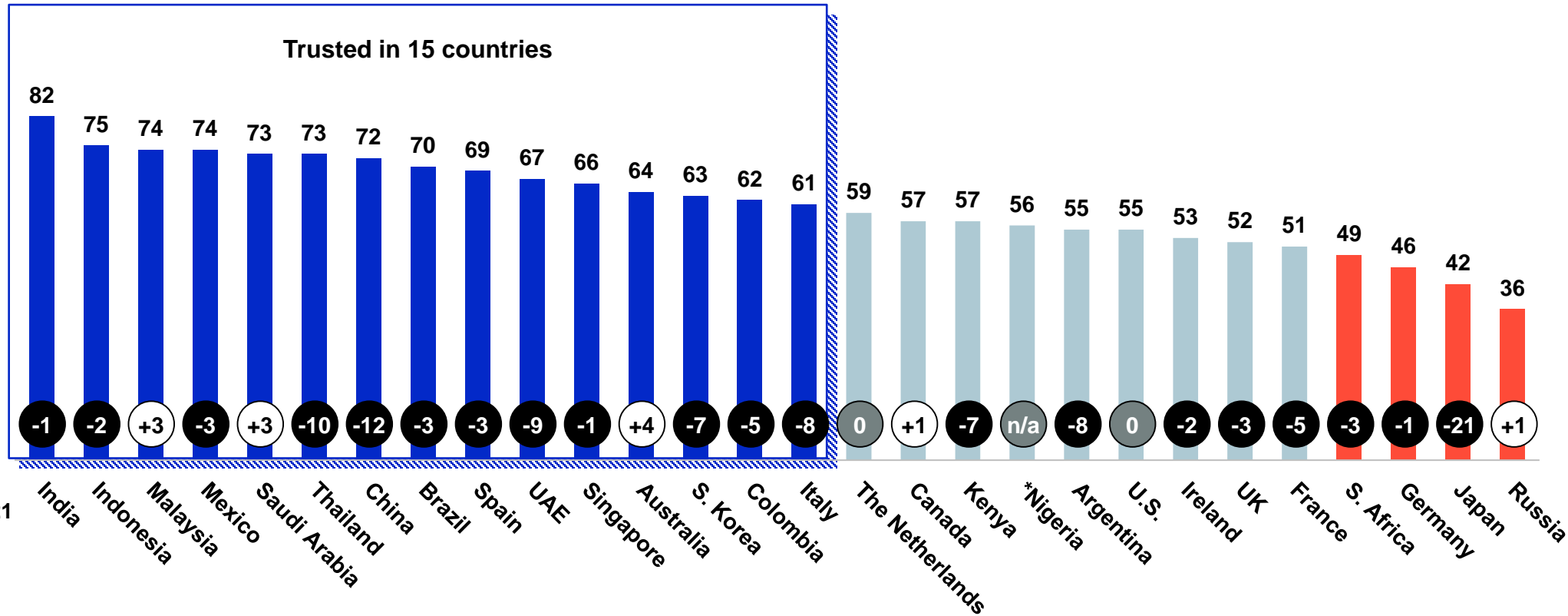
Percent trust



GLOBAL 27  
**61**

**-4 pts**

Change,  
2020 to 2021

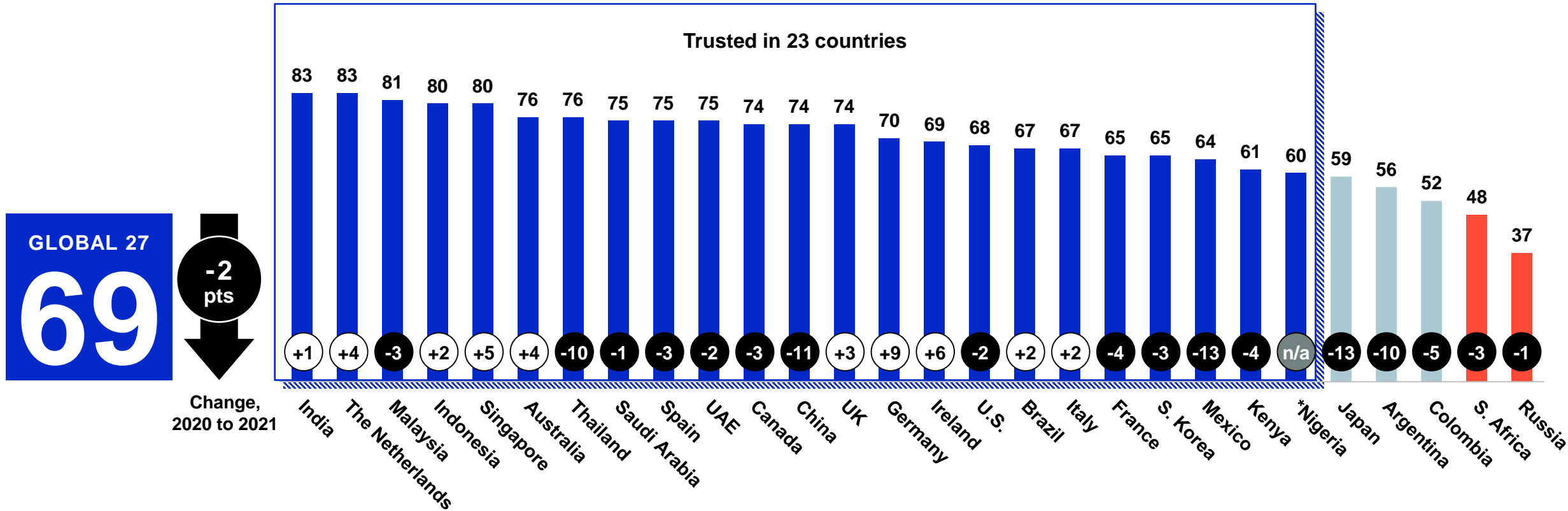


2021 Edelman Trust Barometer. TRU\_SUB\_HEA. [BIOTECH/LIFE SCIENCES] Now thinking about specific sectors within the health industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-mkt avg.

\*Nigeria is not included in the global average

# TRUST IN HOSPITALS DECREASES IN 17 OF 27 COUNTRIES

Percent trust

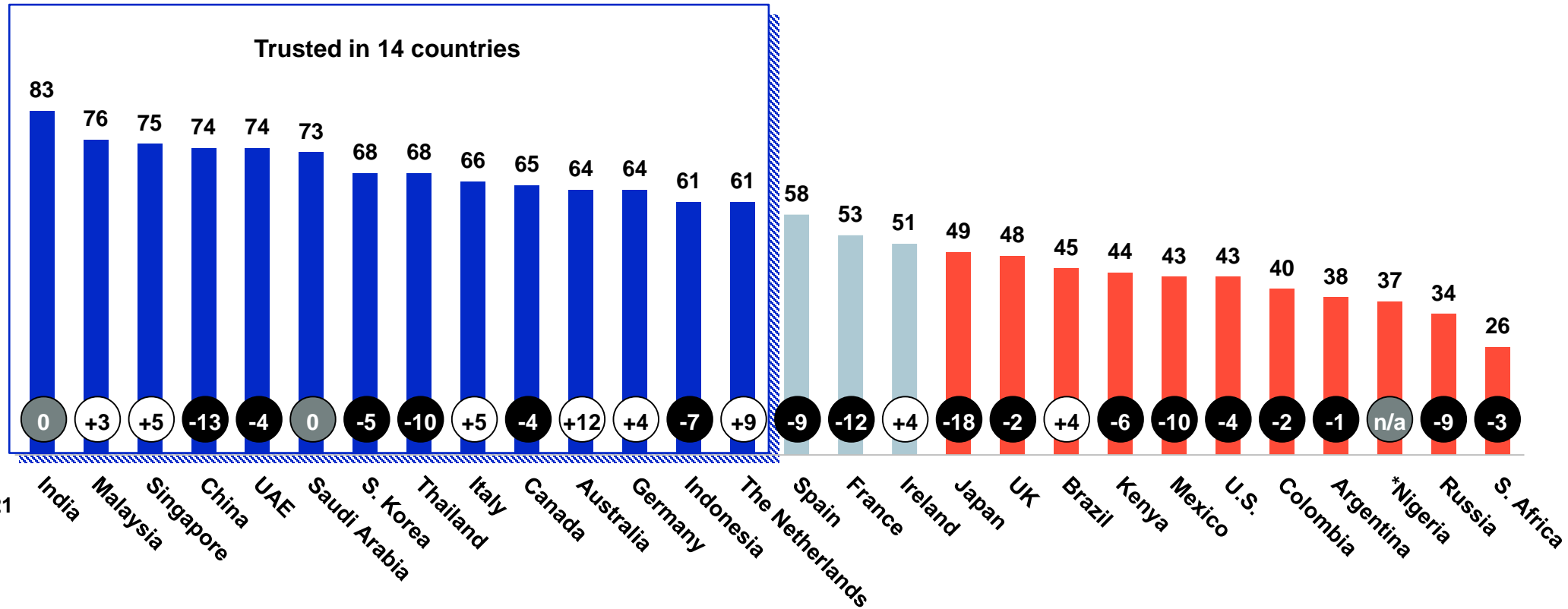
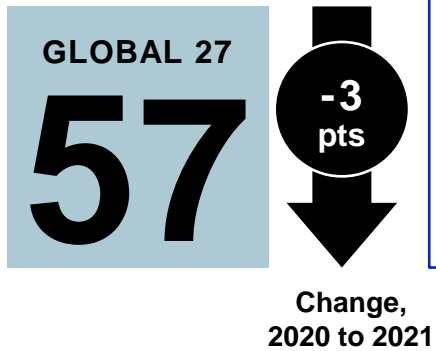


2021 Edelman Trust Barometer. TRU\_SUB\_HEA. [HOSPITALS] Now thinking about specific sectors within the health industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-mkt avg.

\*Nigeria is not included in the global average

# TRUST IN HEALTH INSURANCE DECREASES IN 17 OF 27 COUNTRIES

Percent trust



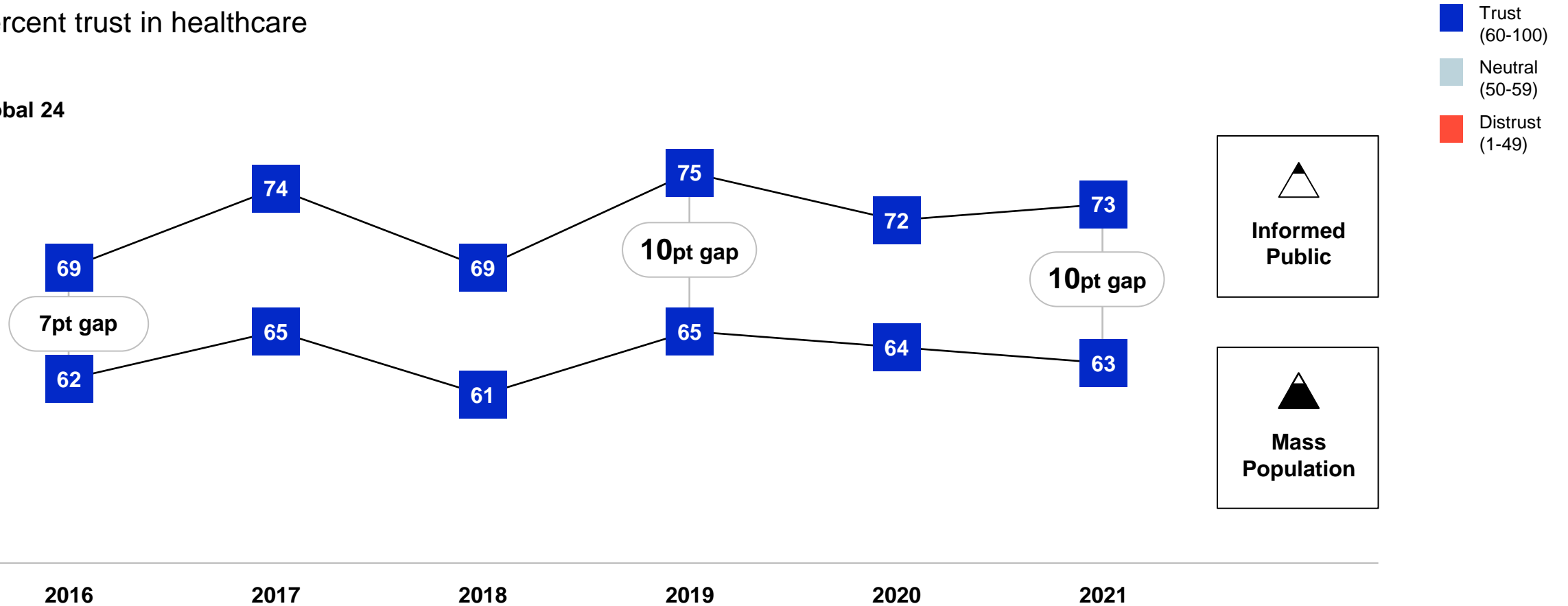
2021 Edelman Trust Barometer. TRU\_SUB\_HEA. [HEALTH INSURANCE] Now thinking about specific sectors within the health industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-mkt avg.

\*Nigeria is not included in the global average

# HEALTHCARE TRUST INEQUALITY RETURNS TO RECORD HIGHS

Percent trust in healthcare

Global 24



2021 Edelman Trust Barometer. TRU\_IND. [HEALTHCARE] Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. Informed public and mass population, 24-mkt avg.

# IMPROVING HEALTHCARE TOPS LIST OF SOCIETAL PRIORITIES

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

*Improving healthcare ranks as #1 priority  
in 26 of 28 countries measured*

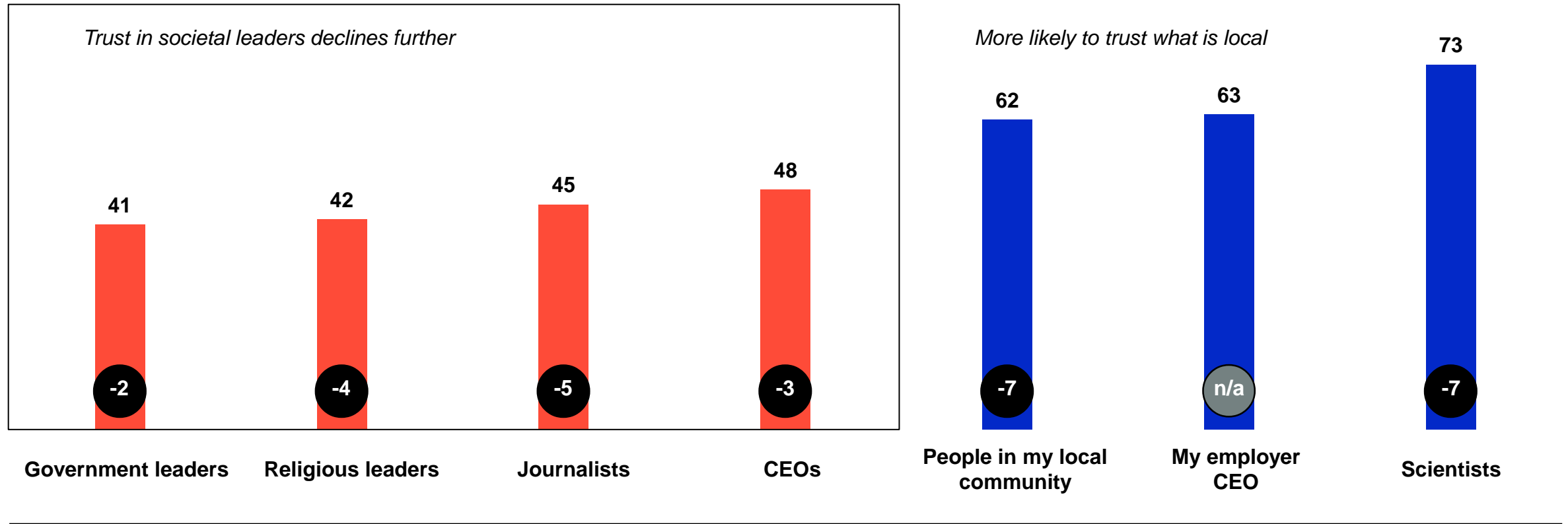
2021 Edelman Trust Barometer. IMP\_POL\_PRIORITIES. For each of the following issues and challenges, please indicate whether our country addressing it has become more important to you, less important to you, or has stayed the same in importance, since last year. 5-point scale; top 2 box; more important; bottom 2 box, less important. General population, 27-mkt avg. Net change is the difference between more and less important.

<i>Change in importance since last year</i>	Net change	More Important	Less Important
Improving our <b>healthcare system</b>	<b>+62</b>	70	8
Addressing <b>poverty</b> in this country	<b>+53</b>	62	9
Improving our <b>education system</b>	<b>+53</b>	62	9
Addressing <b>climate change</b>	<b>+51</b>	61	10
Finding ways to combat <b>fake news</b>	<b>+50</b>	60	10
Protecting people's <b>individual freedoms</b>	<b>+50</b>	59	9
Closing the <b>economic and social divide</b>	<b>+48</b>	58	10
Addressing <b>discrimination and racism</b>	<b>+42</b>	53	11



# SOCIETAL LEADERS NOT TRUSTED TO DO WHAT IS RIGHT

Percent trust



2021 Edelman Trust Barometer. TRU\_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Attributes shown to half of the sample; "My employer CEO" only shown to those that are an employee (Q43/1). General population, 27-mkt avg.

# SOCIETAL LEADERS AND MEDIA SUSPECTED OF LIES AND MISINFORMATION

Percent who worry

**Our government leaders** are **purposely trying to mislead** people by saying things they know are false or gross exaggerations

⊥

**57%**

**Business leaders** are **purposely trying to mislead** people by saying things they know are false or gross exaggerations

⊥

**56%**

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

⊥

**59%**

# BELIEVE SCIENTISTS MOTIVATED BY FINANCIAL, POLITICAL AGENDAS

Percent who agree

I believe that **scientists design their research to ensure that their results will support their, or their employer's financial gain**

⊥

**54%**

The **government exerts pressure on its scientists to express support for its policies** even if that means contradicting what the data and research actually say

⊥

**50%**

I believe that **scientists design their research to ensure that their results will support their own political agendas**

⊥

**48%**

# PUBLIC HEALTH EXPERTS LOSE TRUST DURING PANDEMIC

## Percent trust

Global 11



*Change,  
May 2020 to  
Jan 2021*



*Change,  
May 2020 to  
Jan 2021*

## Percent who agree

Global 27

46%

It has been difficult for them to find reliable and trustworthy information about the virus and its effects

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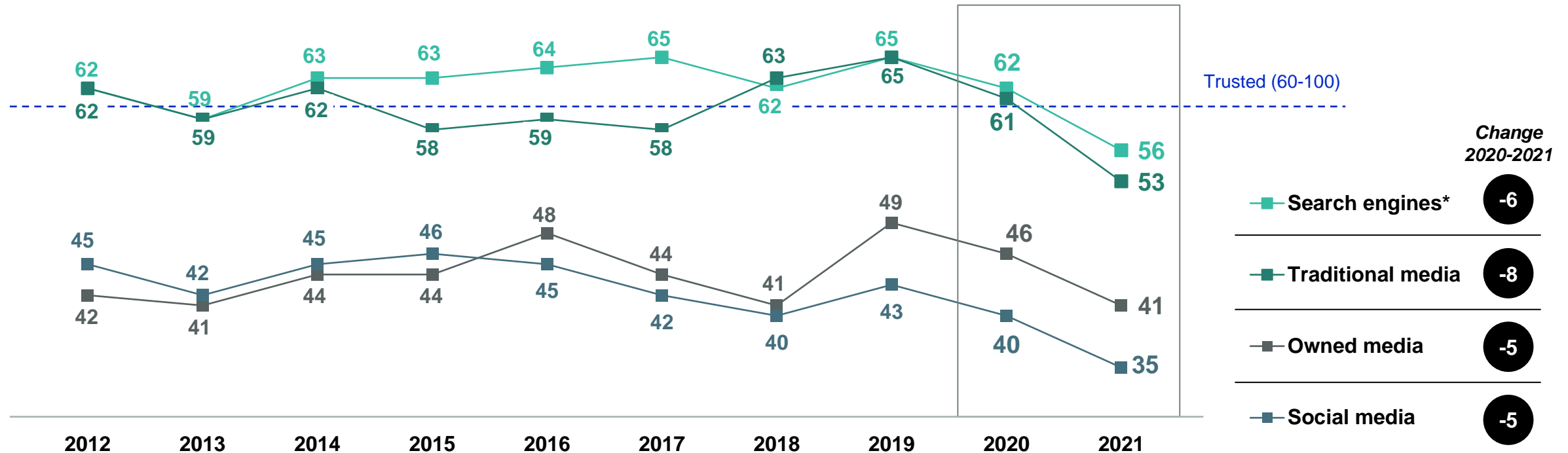
# **RAGING INFODEMIC FURTHER THREATENS PUBLIC HEALTH**

⌋

# TRUST IN ALL INFORMATION SOURCES AT RECORD LOWS

Percent trust in each source for general news and information

Global 22

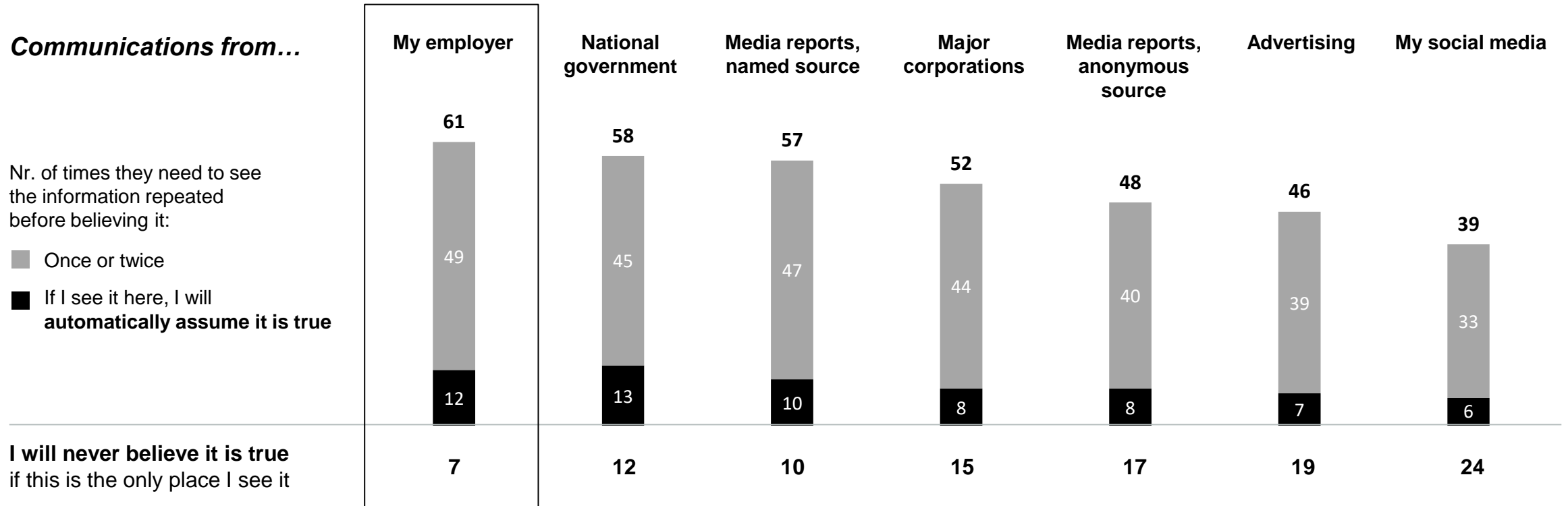


2021 Edelman Trust Barometer. COM\_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 22-mkt avg.

\*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 who believe information from each source automatically, or after seeing it twice or less



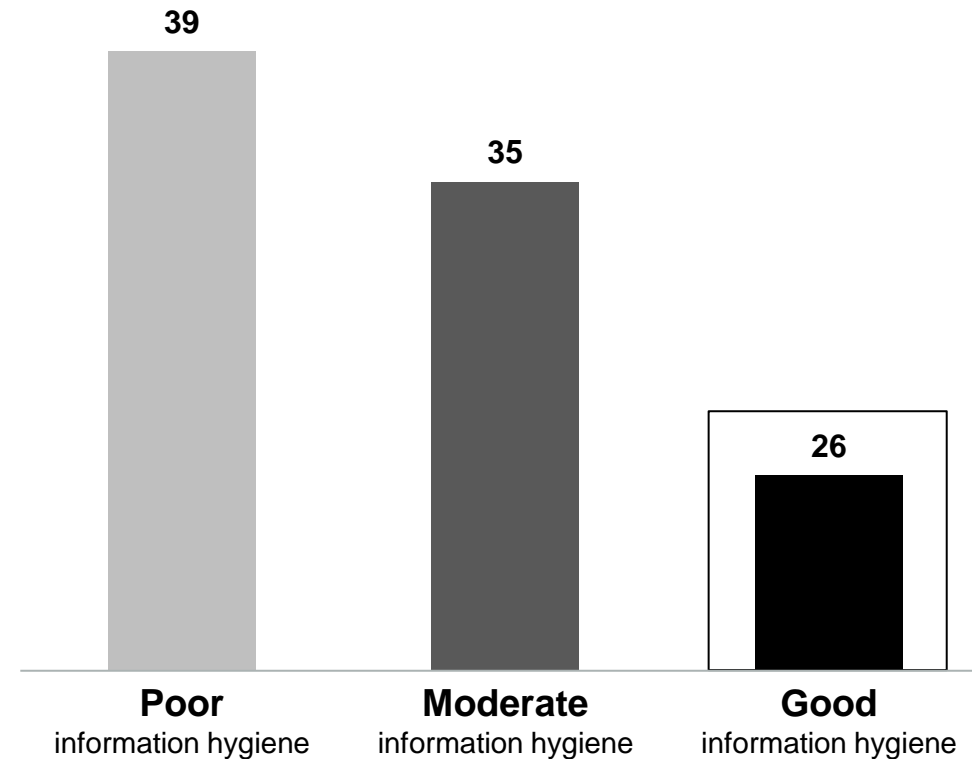
2021 Edelman Trust Barometer. HEAR\_TIME1. When you see a new piece of information or a news story in each of the following information sources, how many times do you need to see it or hear it repeated in that same type of information source before you believe it is really true? Question asked of half of the sample. "Once or twice" is a sum of codes 2 and 3. General population, 27-mkt avg. "Employer communications" only shown to those that are an employee (Q43/1).

# ONLY 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



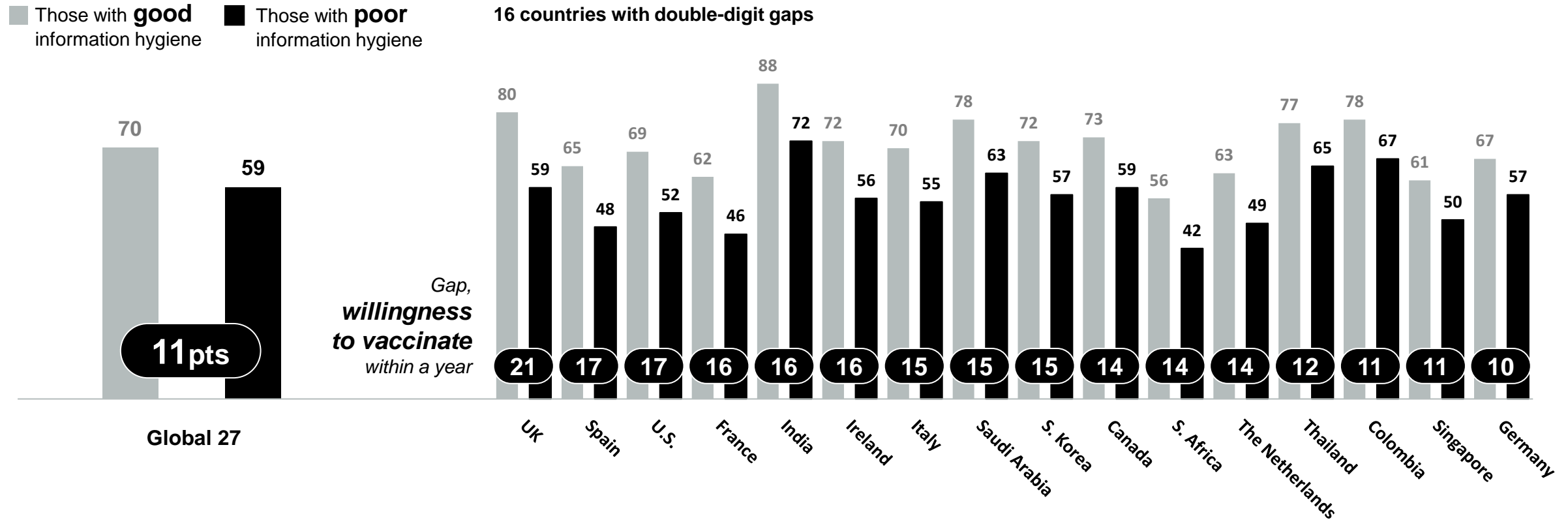
**57%** of respondents **share or forward news items** that they find to be interesting

Of those, **only 29%** have good information hygiene



# POOR INFORMATION HYGIENE THREATENS PANDEMIC RECOVERY

Percent who say they will take the COVID-19 vaccine within a year

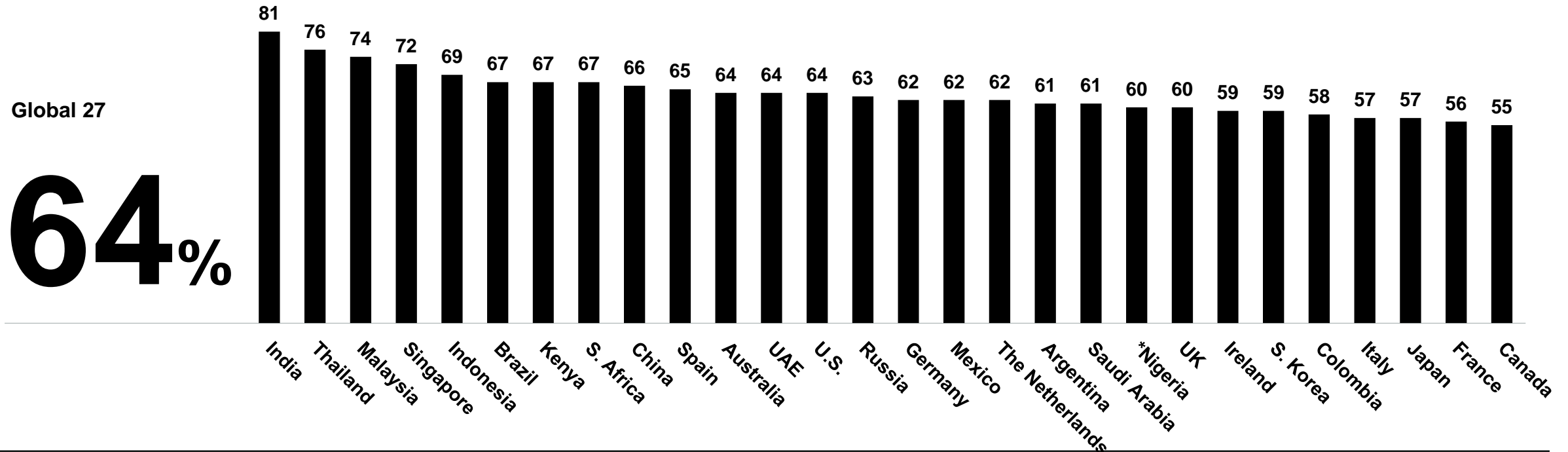


2021 Edelman Trust Barometer. VACCINE1. If and when a COVID-19 vaccine becomes available will you take it? Code 1, yes as soon as possible; code 2, yes, within a year. Question asked of half of the sample. CV1\_Q3. Please indicate your level of agreement with the statements below using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, 27-mkt avg, by hygiene level. For full details on how the Information Hygiene Scale was built, please refer to the Technical Appendix.

# TRANSPARENCY AND EDUCATION ESSENTIAL TO BUILDING TRUST IN VACCINE

Percent who agree

I will need to **understand the science and development process** used to create a COVID-19 vaccine **before I will fully trust that it is safe**



2020 Edelman Trust Barometer. SCI\_TRUST. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 27-mkt avg.

\*Nigeria not included in the global average

# URGENT NEED TO ADDRESS VACCINE HESITANCY AMONG HEALTHCARE WORKERS

Percent who say they will take the COVID-19 vaccine within the next year, among sector employees

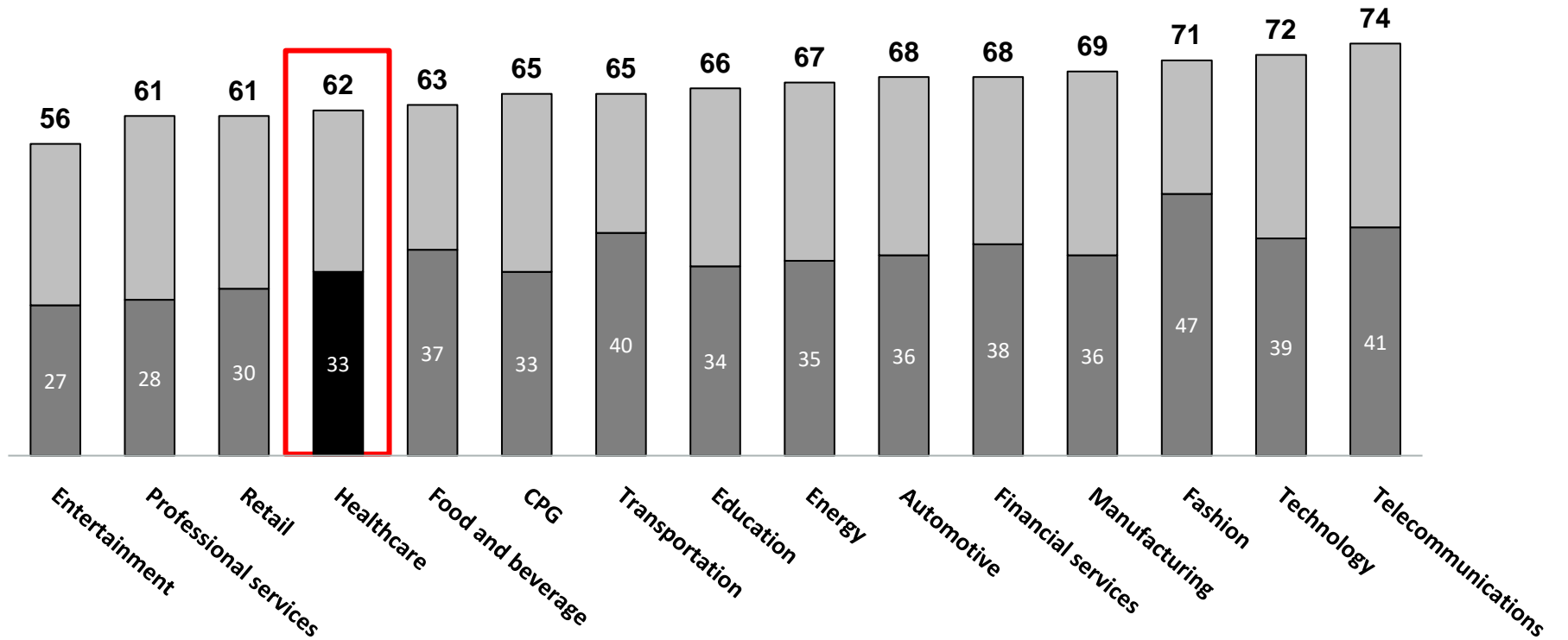
All employees, global 27

# 65%

Willing to vaccinate...

34	Six months to one year
31	As soon as possible

Only 1 in 3 ready to take the vaccine as soon as possible



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**THANK YOU**

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