



Robert Phillips  
President & CEO, EMEA  
February 2012

# EDELMAN TRUST BAROMETER 2012

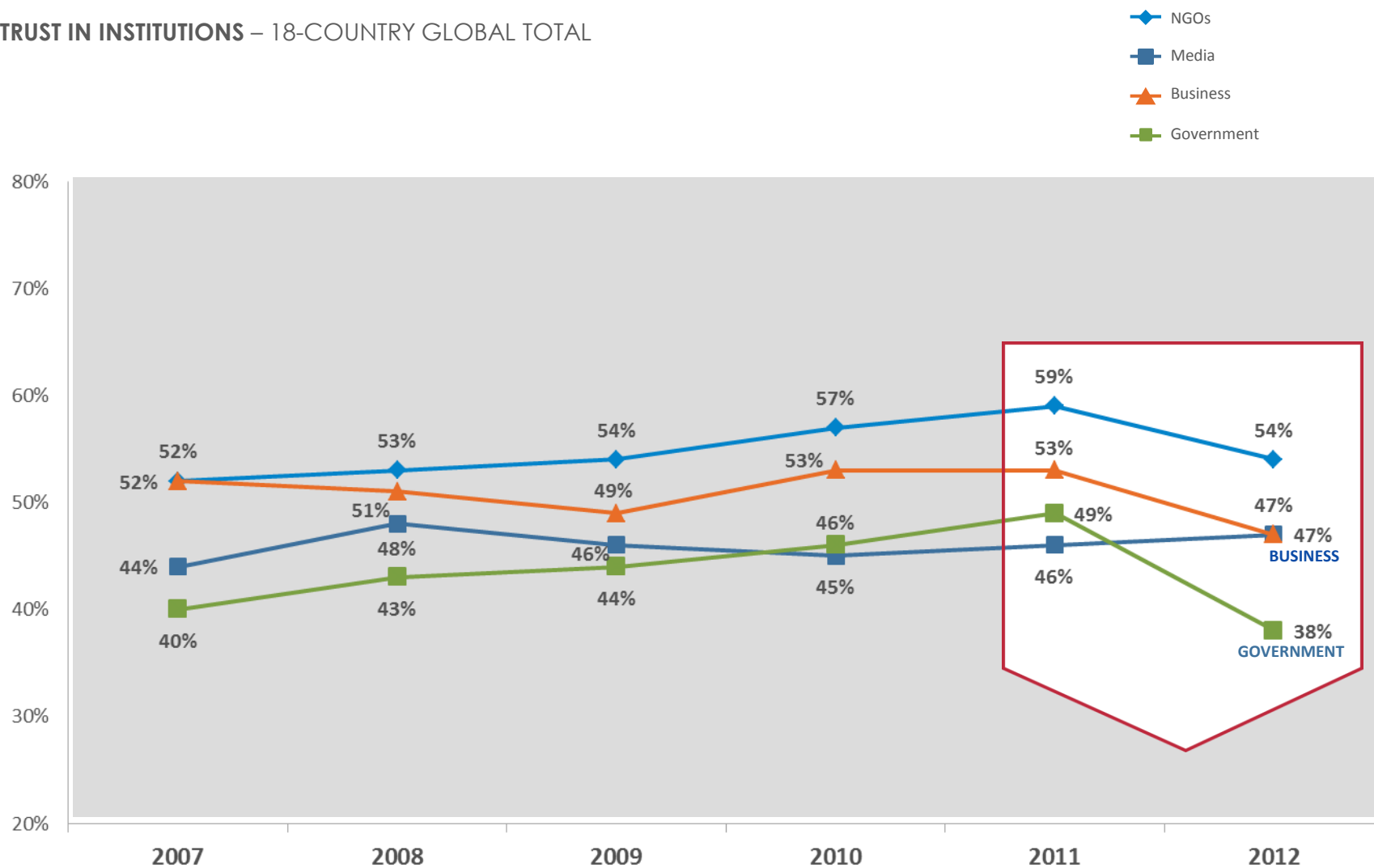
## GLOBAL HEADLINES

- Government Suffers Steepest Trust Decline In Barometer History
- Business Still Has It's Own Hurdles To Clear, Especially In Developed Markets; CEO Trust Significantly Down
- Banks & Financial Services Remain Least Trusted; Technology Leads
- NGOs Remain Most Trusted Institution Globally
- Social Media Surges As Scepticism Rises
- **Business Can Earn License To Lead BUT New Trust Dynamics At Play**



## GLOBALLY, NGOS AND BUSINESS FALL TO 2009 TRUST LEVEL – GOVERNMENT RECORD DECLINE

## TRUST IN INSTITUTIONS – 18-COUNTRY GLOBAL TOTAL



Q11-14. [TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution 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) Informed Publics ages 35-64 in 18 country global total (excludes Argentina, Australia, Hong Kong, Indonesia, Malaysia, Singapore and UAE)

# EUROPE: THE CRUCIBLE OF TRUST

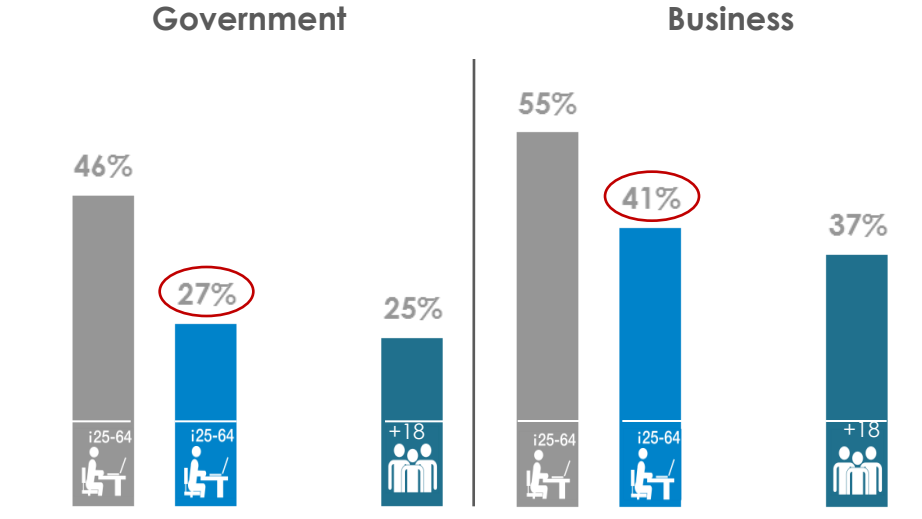
- Trust in Eurozone Governments down 19 points to 27%; 7 out of 9 are Distrusted
- Contagion Spreads to Business; France, Germany and Spain Suffer Dramatic Declines
- UK Trust in Government Holds; But Significant Expectation Gap versus Delivery
- Trust in CEOs & Regulators Falls Sharply; Big Rises for 'Person Like Yourself' and Regular Employees
- Other Big Trust Winners are Traditional Media Sources plus Social Media
- **Opportunity for Business to Lead: Profit + Purpose + Engagement**

# IN S&P RECENT DOWNGRADE COUNTRIES, TRUST IN GOVERNMENT AND BUSINESS DROPS SHARPLY

## TRUST IN INSTITUTIONS

2011 Informed Public  
2012 Informed Public  
2012 General Public

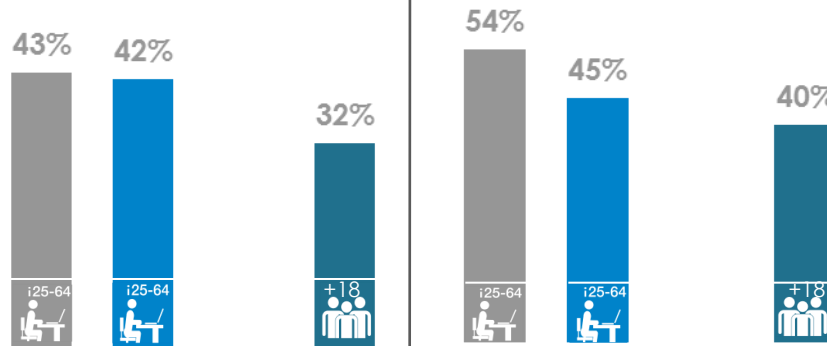
### Downgrade countries (France, Italy, Spain)



### Government

### Business

### Non downgrade countries (UK, Germany, Netherlands, Ireland)



Q11-14. [TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution 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) General Population AND Informed Publics ages 25-64 in downgrade (France, Italy, Spain) and non downgrade countries (UK, Germany, Netherlands, Ireland)

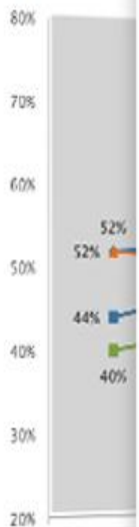


# 2012

## EDELMAN TRUST BAROMETER RUSSIA RESULTS

### Globally, No government

- NGOs
- Media
- Business
- Government



S&P down  
things are  
country

Right  
Track  
  
Wrong  
Track

Q15. In general, would you say  
General Population in downgra

2007

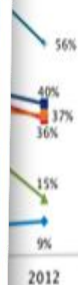
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Q11. 14. (TRACONIC) below is a list of institutions. For each one, please  
scale where one means that you do not trust them at all and five means  
33-44 in 19 country global trust (excludes Argentina, Russia, Hong Kong)

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and

now



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trustbarometer  
2012



Arg Argentina

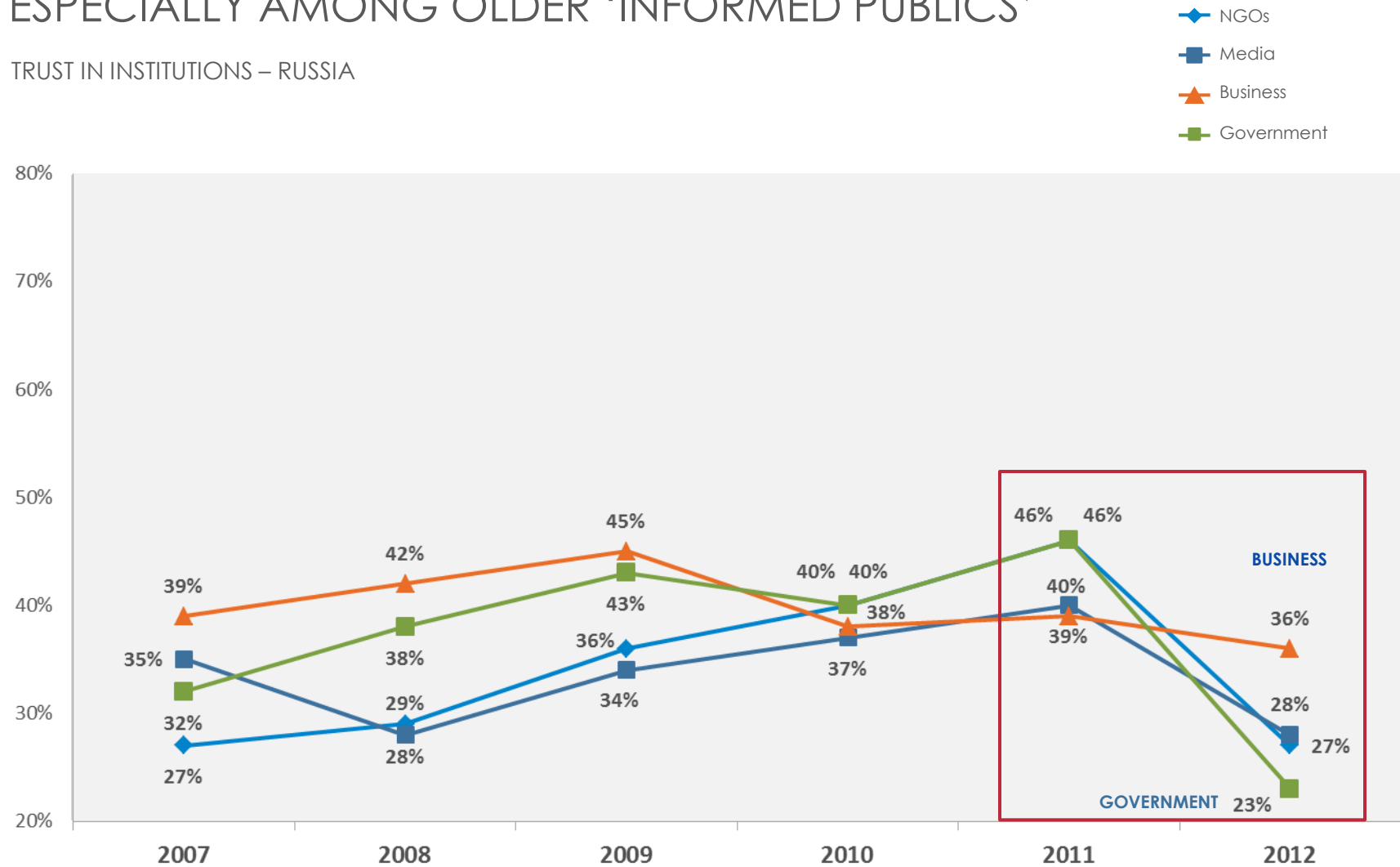
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trustbarometer  
2012

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# RUSSIA IS NOT IMMUNE FROM FALLING GLOBAL TRUST SCORES – ESPECIALLY AMONG OLDER ‘INFORMED PUBLICS’

## TRUST IN INSTITUTIONS – RUSSIA

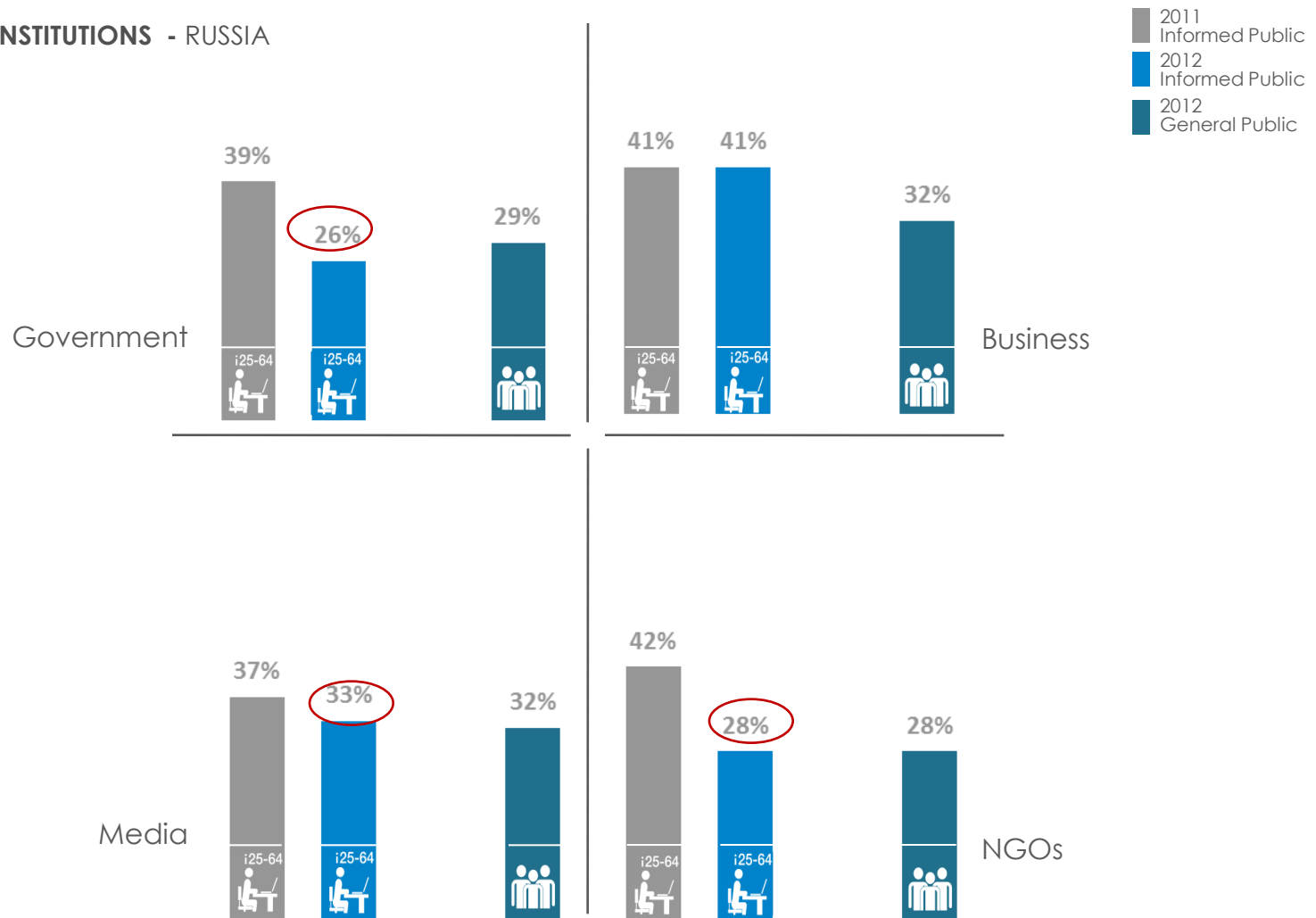


Q11-14. [TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust) Informed Publics ages 35-64 in Russia



# IN RUSSIA, TRUST IN THREE OF FOUR INSTITUTIONS DECLINES OVERALL

## TRUST IN INSTITUTIONS - RUSSIA



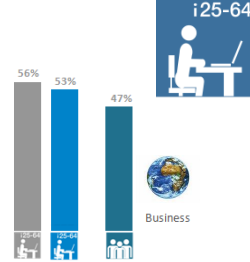
Q11-14. [TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust) General Population AND Informed Publics ages 25-64 in the European Union Region (excludes Russia)



# TRUST IN BUSINESS IN RUSSIA LOW BUT STABLE

## TRUST IN BUSINESS

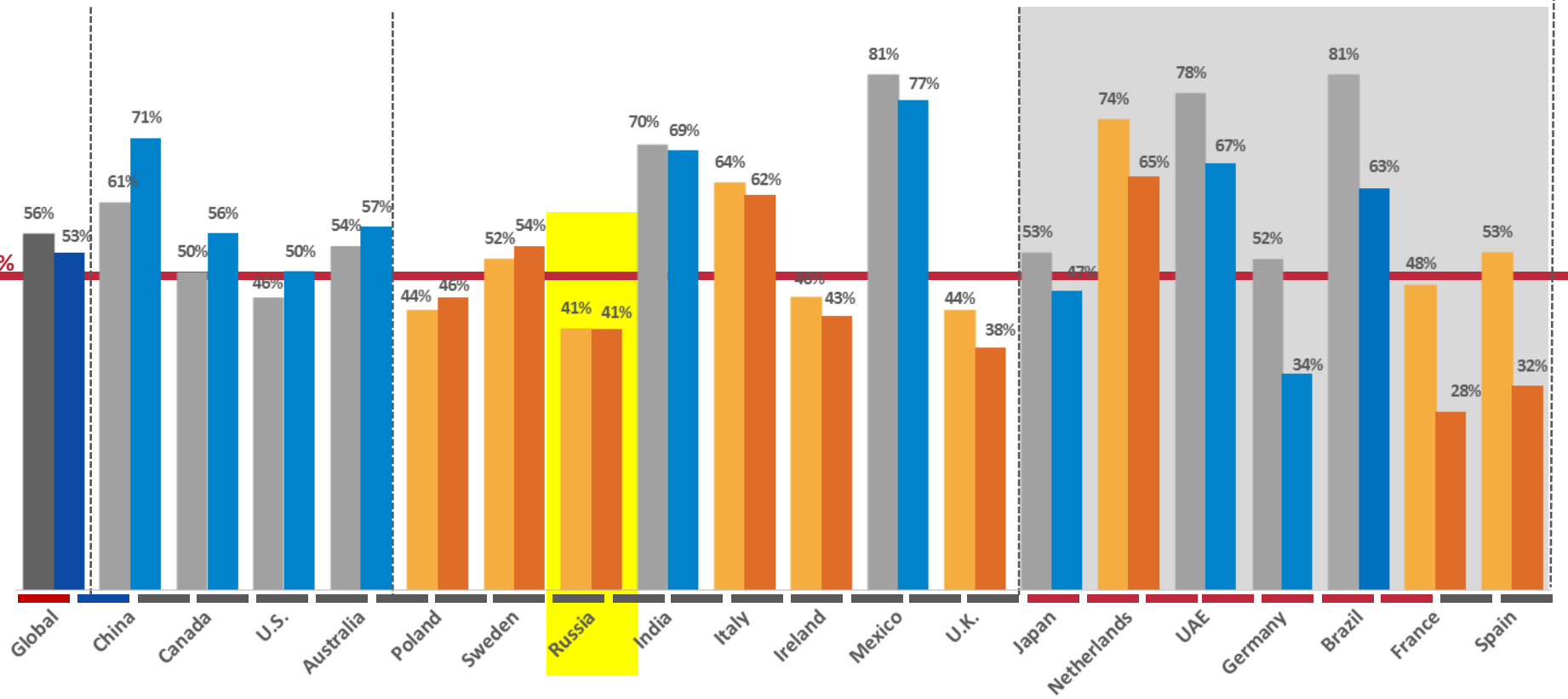
■ 2011 Informed Public  
■ 2012 Informed Public  
■ 2011 Informed Public EMEA  
■ 2012 Informed Public EMEA



↑ Trust

Trust Steady

↓ Trust



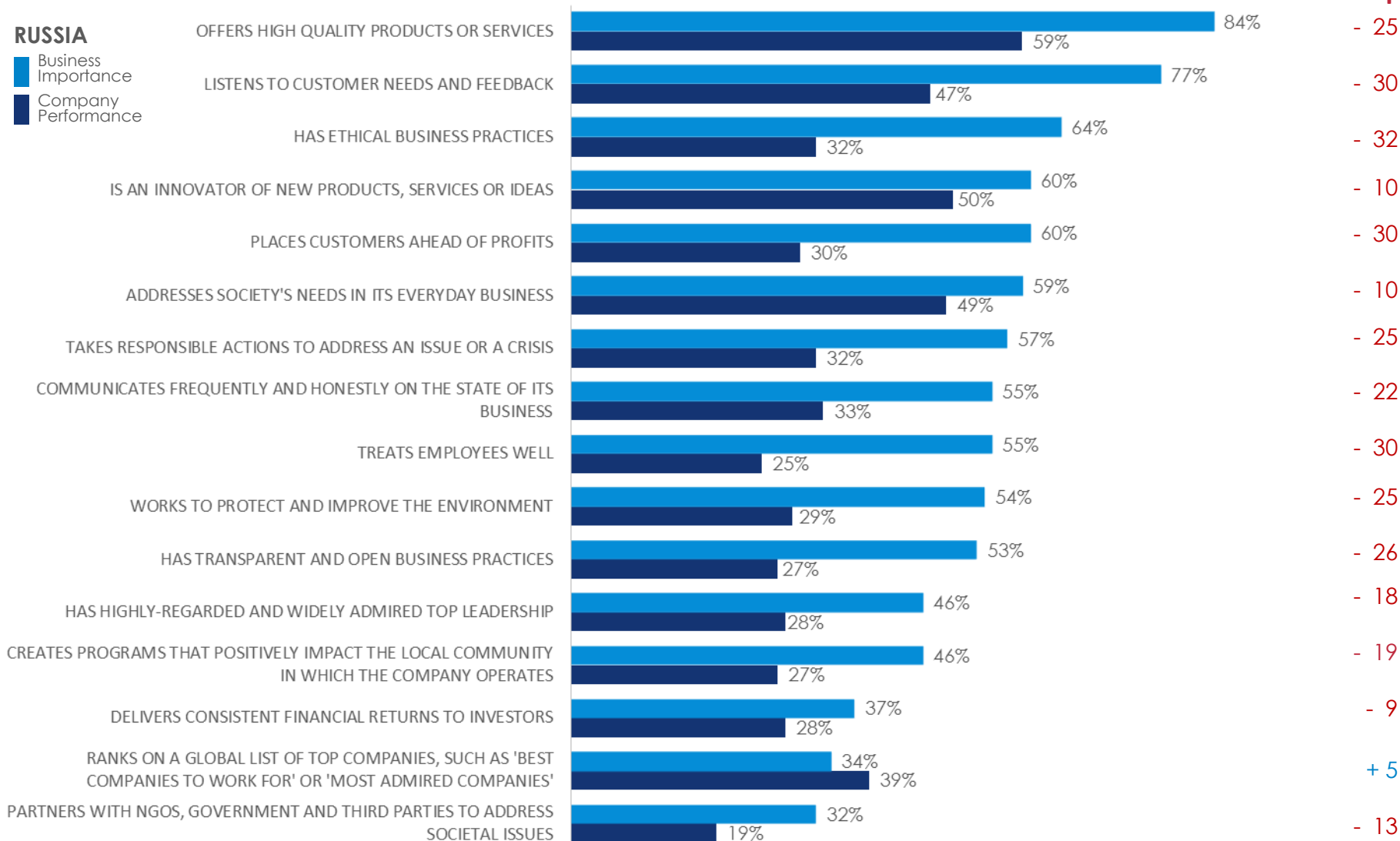
Q11-14. [Business in General TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust) Informed Publics ages 25-64 in 20 country global total (excludes Argentina, Hong Kong, Malaysia, Singapore and UAE) and across 25 countries

# GLOBAL CHALLENGES IN BUSINESS ARE ALSO REFLECTED AMONG THE GENERAL POPULATION



## RUSSIA

Business Importance  
Company Performance

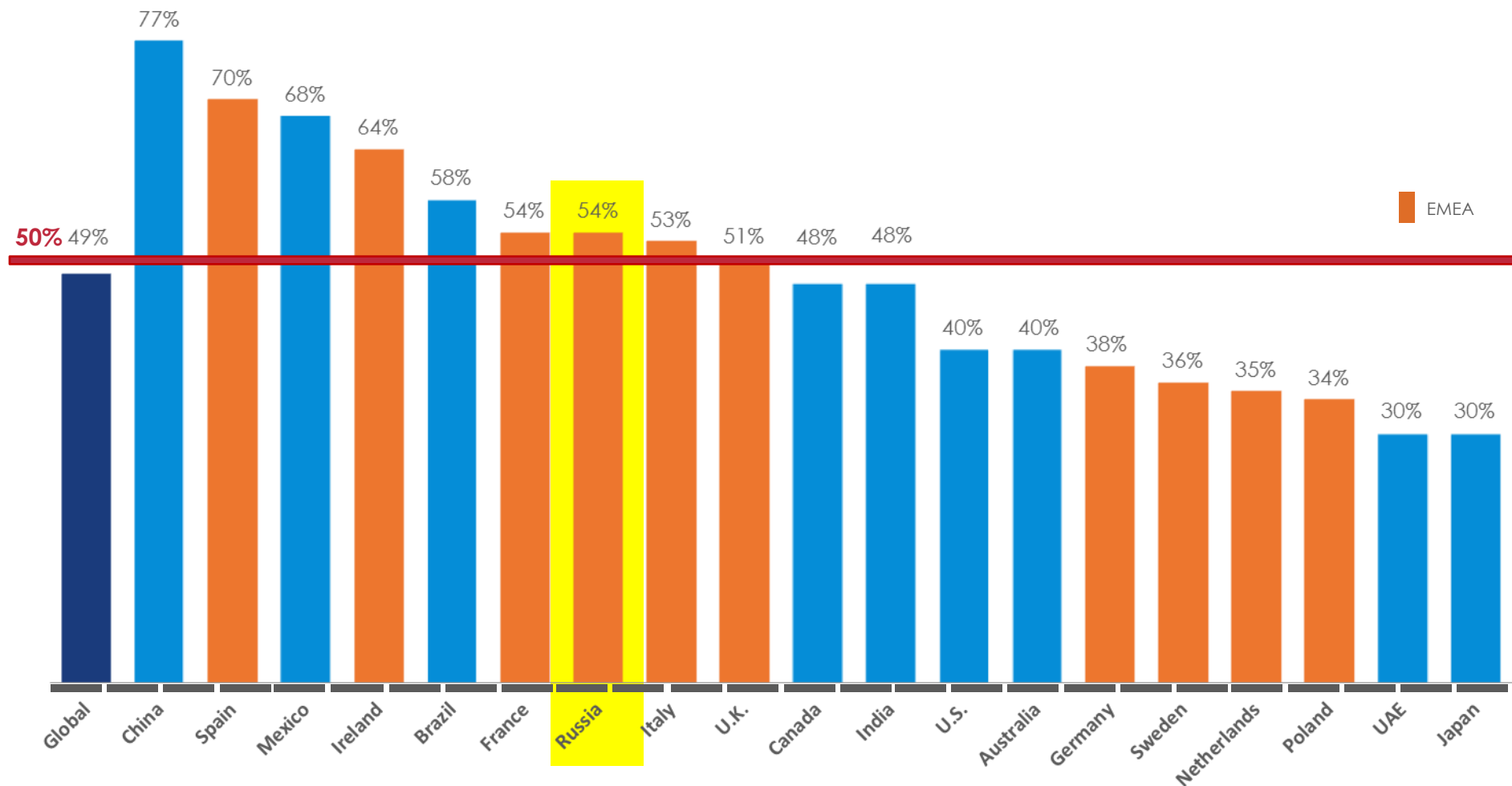


Q52-69. How important is each of the following actions to building your TRUST in a company? Use a nine-point scale where one means that action is "not at all important to building your trust" and nine means it is "extremely important to building your trust" in a company. (Top 2 Box, Very/Extremely Important) General Population in Russia (excludes 'Don't Know' responses); Q103-118. Please rate [INSERT COMPANY] on how well you think they are performing on each of the following attributes. Use a nine-point scale where one means they are performing "extremely poorly" and nine means they are performing "extremely well". (Top 2 Box, Performing Very/Extremely Well) General Population in Russia



# DESPITE LACK OF TRUST IN GOVERNMENT, CALLS FOR INCREASED REGULATIONS. THIS CONFIRMS THE CALL FOR BUSINESS TO BE SOCIALLY RESPONSIBLE

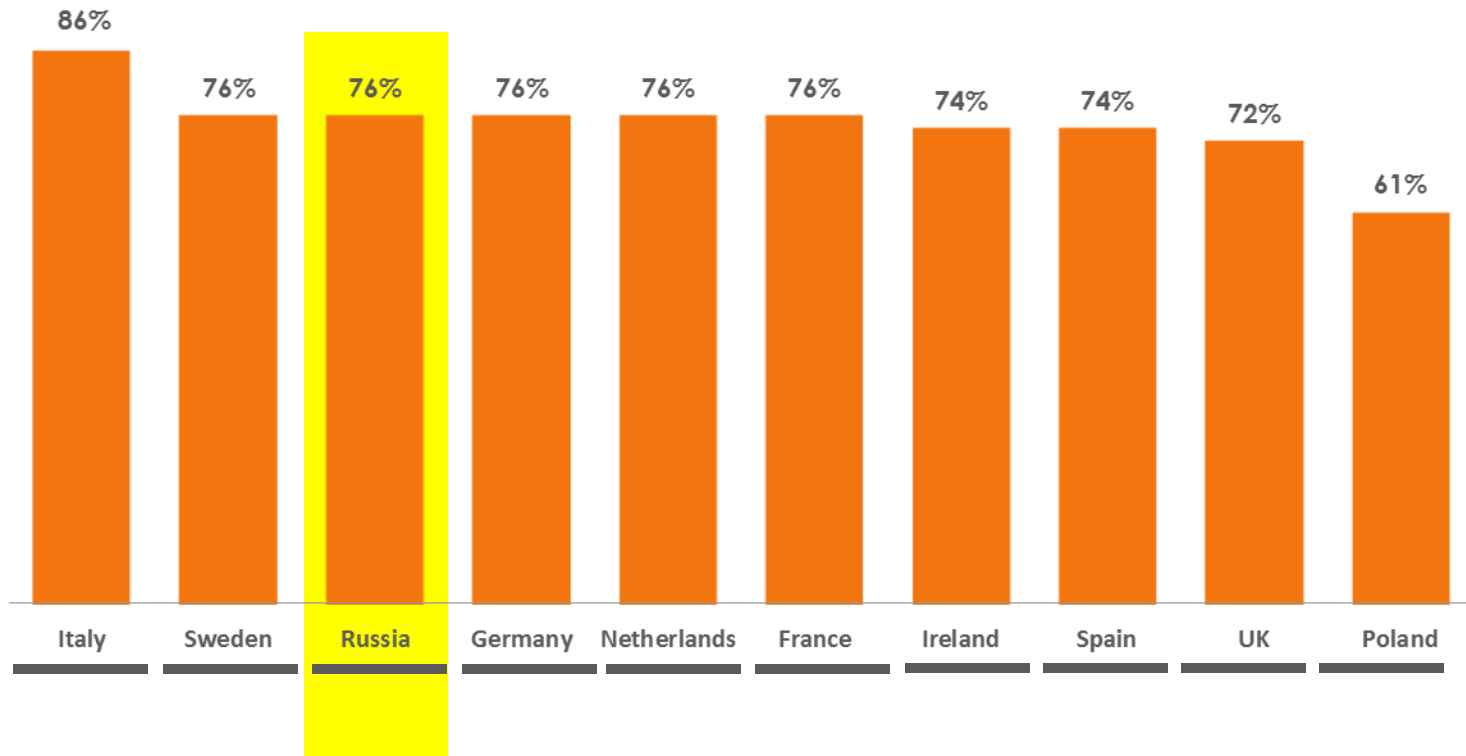
% WHO BELIEVE GOVERNMENT **DOES NOT REGULATE BUSINESS** ENOUGH



Q130. When it comes to government regulation of business, do you think that your government regulates business too much, not enough or the right amount? (% who selected 'not enough') Informed Publics ages 25-64 in 25 country global total and across 25 countries

# HIGH LEVEL OF IMPORTANCE FOR SOLVING SOCIAL AND ENVIRONMENTAL PROBLEMS

% WHO THINK IT IS IMPORTANT FOR A COMPANY TO BE **INVOLVED IN SOLVING SOCIAL AND ENVIRONMENTAL PROBLEMS** IN THEIR COUNTRY



Q128. & 129. How important is it for companies to take each of the following actions? Please use a nine-point scale where one means that it is 'not at all important' for a company to take that action and nine means it is 'extremely important' for a company to take that action. (Top 4 Box) General Population in Europe

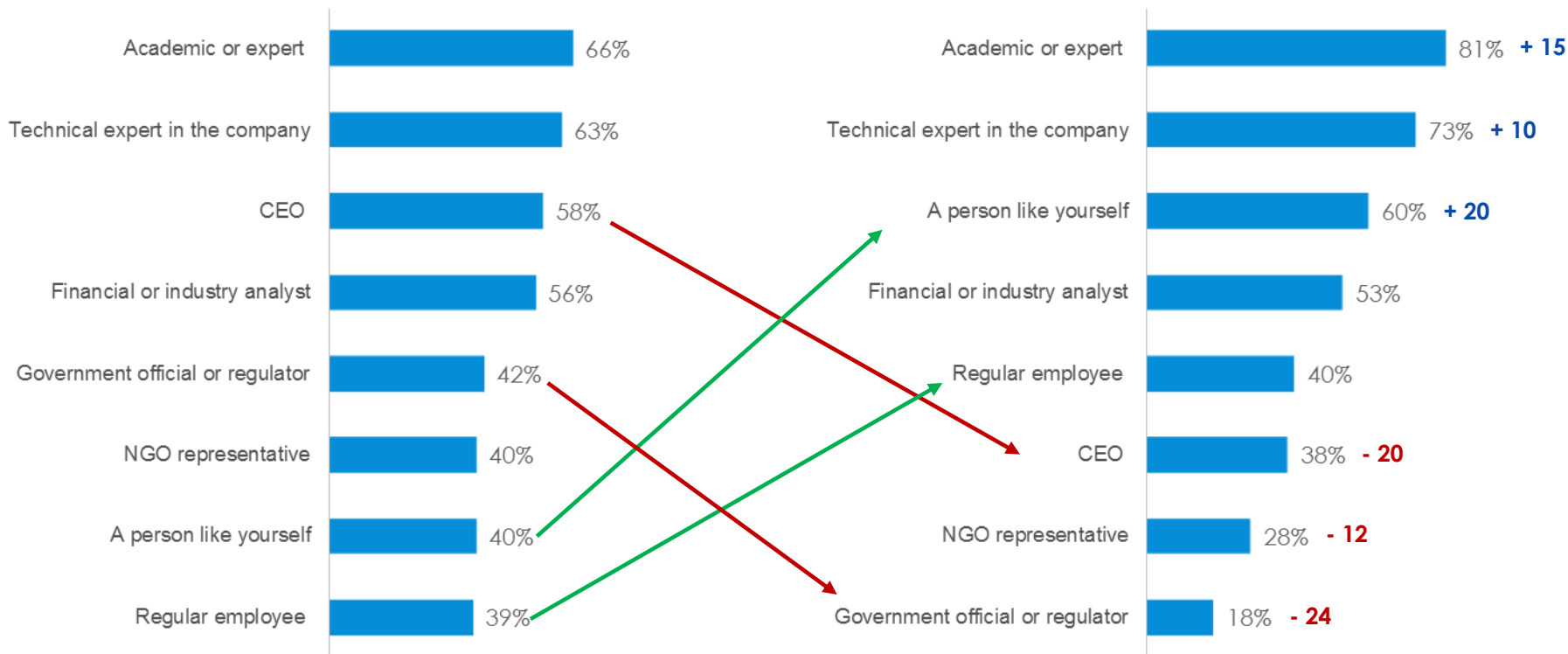
# CREDIBILITY OF 'PERSON LIKE ME' SURGES IN RUSSIA; CEO DECLINES

## CREDIBLE SPOKESPEOPLE – RUSSIA

2011



2012

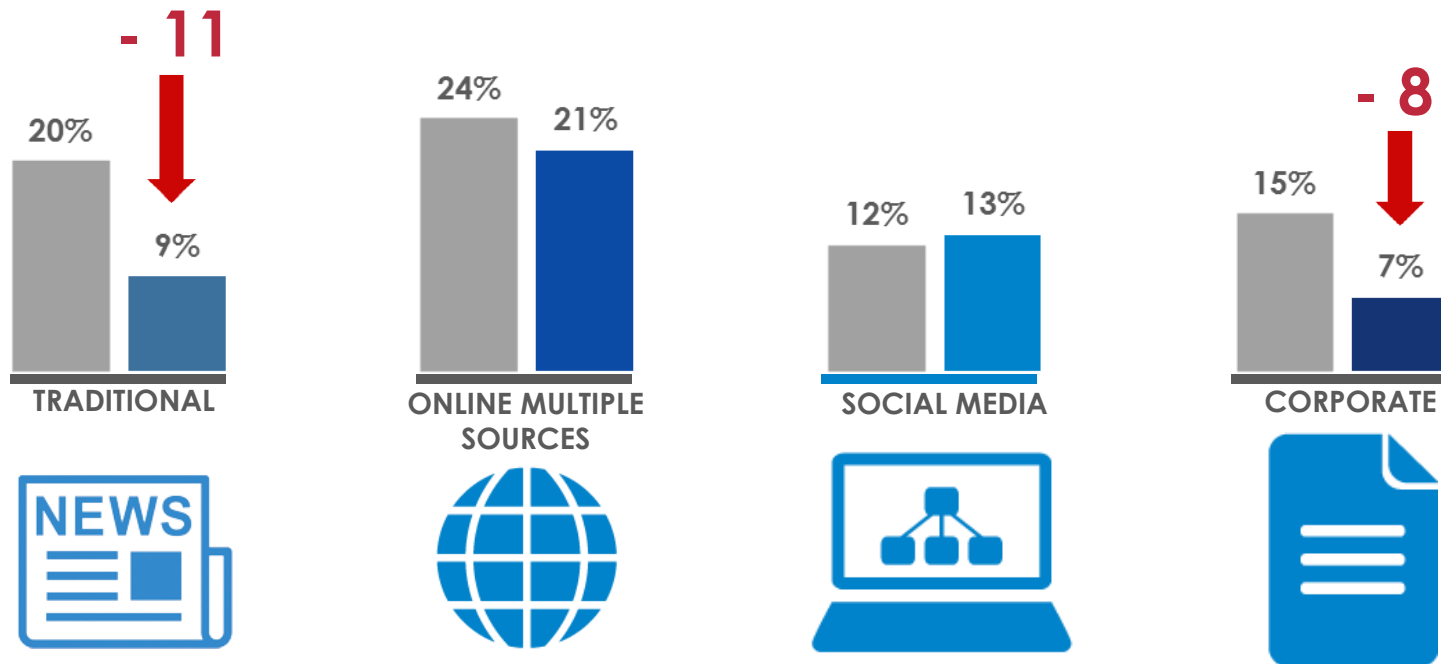


Q119-126. [TRACKING] Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be--extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Credible: Very + Extremely Credible) Informed Publics ages 25-64 in Russia

# ONLINE SEARCH ENGINES AND SOCIAL MEDIA ARE NOW MORE TRUSTED THAN TRADITIONAL MEDIA

■ 2011  
Informed Public

■ 2012  
Informed Public



Q149-160. [TRACKING] Below is a list of places where you might get information about a company. For each, please indicate if you **trust** it a great deal, somewhat, not too much, or not at all as a source of information about a company. (Top Box - % Trust A Great Deal) Informed Publics ages 25-64 in Russia



# BUSINESS: THE PATH FORWARD

## BUSINESS COMPETENCE + SOCIETAL COMPETENCE + ENGAGEMENT BEHAVIOURS

**CURRENT TRUST** ————— **BUILDING FUTURE TRUST**

**32%** TRUST BUSINESS

- 1) Ranks on a global list
- 2) Highly regarded, top leadership
- 3) Delivers consistent financial returns

### RUSSIA

- Societal
- Operational

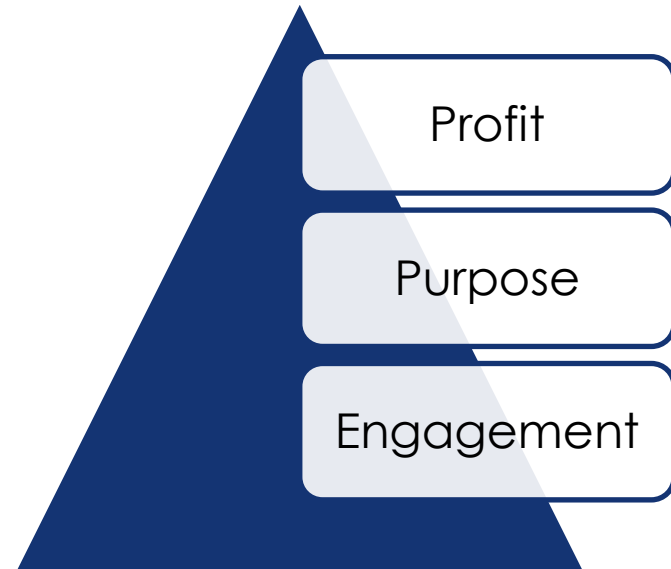
- 1) High quality products or services
- 2) Listens to customer needs and feedback
- 3) Has ethical business practices
- 4) Places customers ahead of profits
- 4) Innovator of new products
- 6) Addresses society's needs
- 7) Takes actions to address issue or crisis
- 8) Treats employees well
- 8) Communicates frequently and honestly
- 10) Works to protect/improve environment
- 11) Has transparent and open business
- 12) Positively impacts the local community
- 12) Highly regarded, top leadership
- 14) Delivers consistent financial returns
- 15) Ranks on a global list
- 16) Partners with third parties

Q11-14. [TRACKING] [Below is a list of institutions. For each one, please indicate how much you trust that institution 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) General Population in Russia; Q52-69. How important is each of the following actions to building your TRUST in a company? Use a nine-point scale where one means that action is "not at all important to building your trust" and nine means it is "extremely important to building your trust" in a company. (Top 2 Box, Very/ Extremely Important) General Population in Russia (excludes 'Don't Know' responses)\* 'Current Trust' results based on regression analysis of the general population



# TO EARN LICENSE TO LEAD BUSINESSES ARE EXPECTED TO MEET A “THREE-DIMENSIONAL” CHALLENGE

- **Profit** - Business competence - the ability to deliver great products and services; to innovate; and to make money
- **Purpose** - Social imperatives - treating employees well; protecting the environment; being a force for good in society
- **Engagement** - Behaviors we characterize as Public Engagement – transparency; honest & frequent communications; active partnerships for common good





FT

FINANCIAL  
TIMES

**“Clearing the way for businesses prepared to win a competitive battle on a level playing field is our fundamental, system-wide goal. And this cannot be attained through economic policy alone.**

**We must transform the state itself [...] the modernised economy should grant everybody the possibility of self-fulfilment, be it an entrepreneur, a public official, an engineer or a skilled worker.”**

*Vladimir Putin  
The Financial Times  
January 30 2012*