Country Report Trust in Ireland





21st ANNUAL EDELMAN TRUST BAROMETER

Methodology

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Online survey in 28 countries* 33,000+ respondents

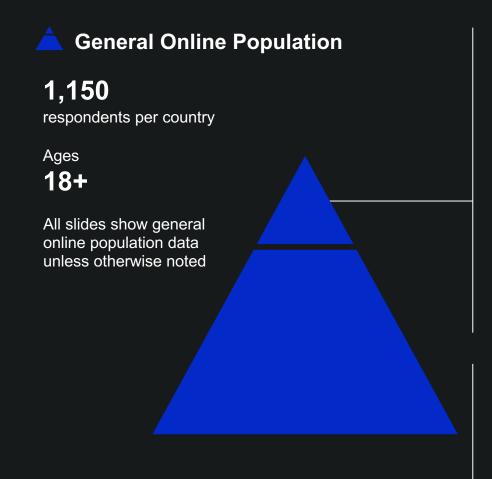
2021 Edelman Trust Barometer fieldwork conducted from October 19 to November 18, 2020

*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).





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



2021 IRELAND TRUST SUPPLEMENT

Methodology

Online Survey in Ireland

Fieldwork was conducted between 26th February – 2nd March 2021

Total sample size: 501



This symbol denotes data from the Ireland supplementary survey

General Population

- 501 respondents
- Ages 18+
- Nationally representative of the Irish population in terms of gender, age, and region
- All slides show figures for General Population unless otherwise noted

21 YEARS OF TRUST

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Rising Influence of NGOs	Fall of the Celebrity CEO	Earned Media More Credible Than Advertising	U.S. Companies in Europe Suffer Trust Discount	Trust Shifts from "Authorities" to Peers	A "Person Like Me" Emerges as Credible Spokesperson	Business More Trusted Than Government and Media	Young People Have More Trust in Business	Trust in Business Plummets	Performance and Transparency Essential to Trust	Business Must Partner With Government to Regain Trust
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
	Fall of Government	Crisis of Leadership	Business to Lead the Debate for Change	Trust is Essential to Innovation	Growing Inequality of Trust	Trust in Crisis	The Battle for Truth	Trust at Work	Trust: Competence and Ethics	Declaring Information Bankruptcy



TRUST INEQUALITY SPREADS FURTHER

Trust Index



Mass population 16 points less trusting

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. Informed public and mass population, 27-mkt avg. *Nigeria not included in the global average

2021 Informed public 68 Global 27 86 India 86 Saudi Arabia 83 Indonesia 82 China 79 The Netherlands 79 UAE 78 Malaysia 77 Australia 76 Singapore 75 Thailand 66 Italy 66 Mexico 65 France 65 Kenya 65 S. Africa 64 Canada 63 Ireland 62 Brazil 62 Germany 62 U.S. 59 Colombia 59 S. Korea 59 UK 57 Spain 56 Argentina 52 Japan

52

Nigeria*

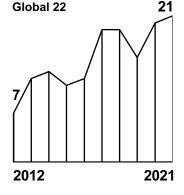
Russia



Record trust inequality

DOUBLE-DIGIT TRUST INEQUALITY IN RECORD NUMBER OF COUNTRIES

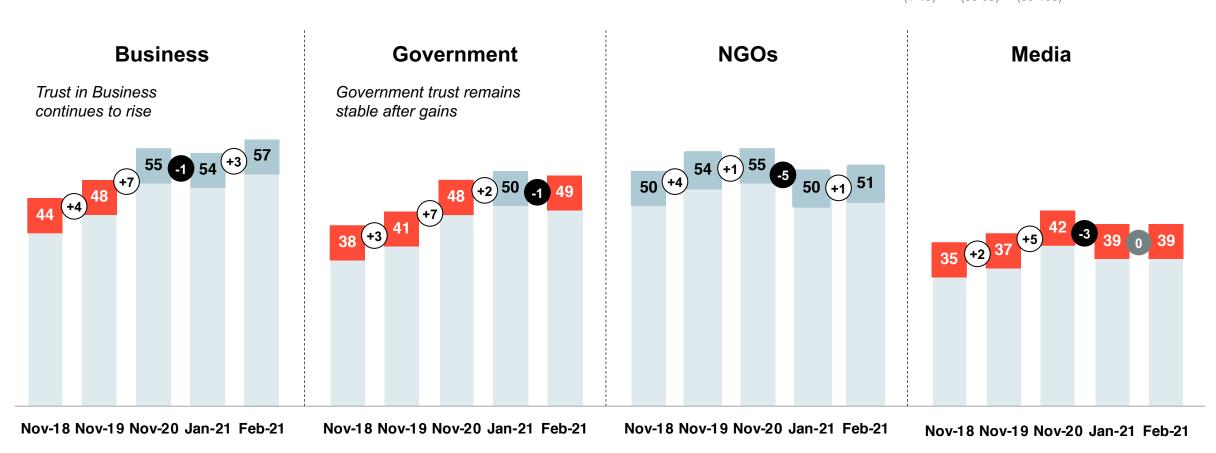
Nr. of countries with double-digit trust inequality



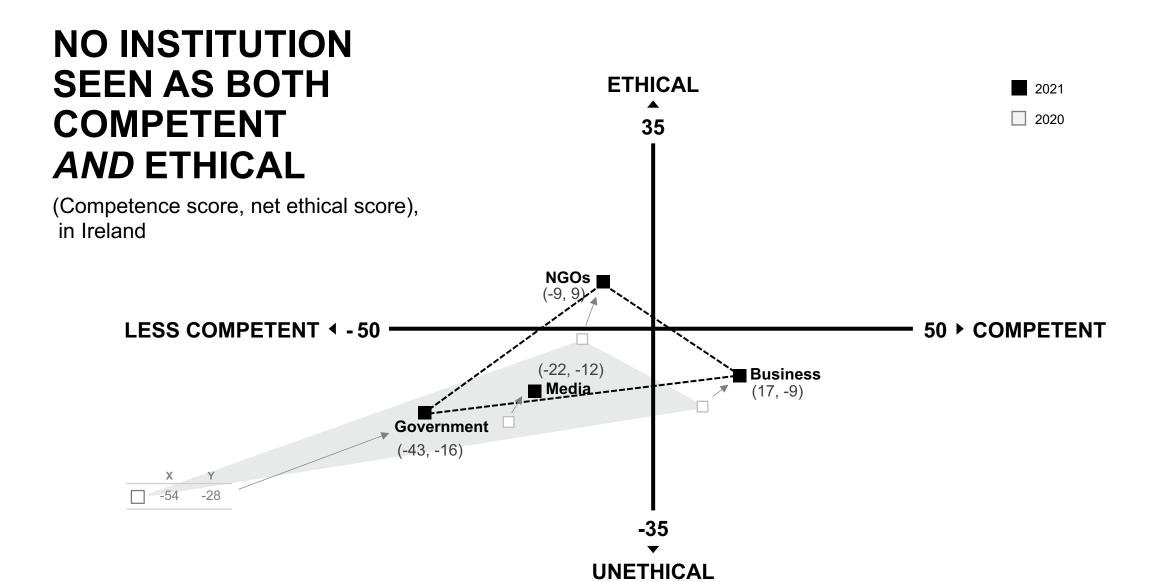
TRUST IN BUSINESS CONTINUES TO STRENGTHEN IN EARLY 2021

Percent trust, in Ireland







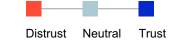


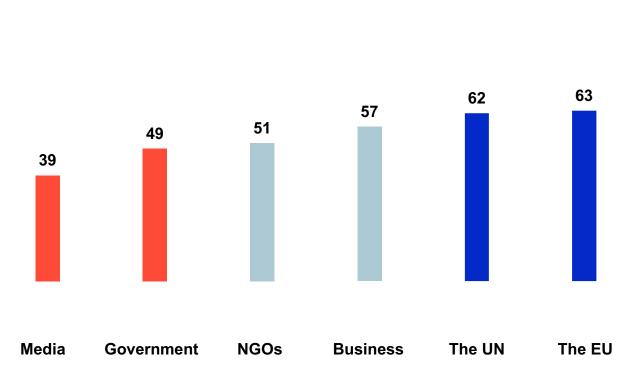


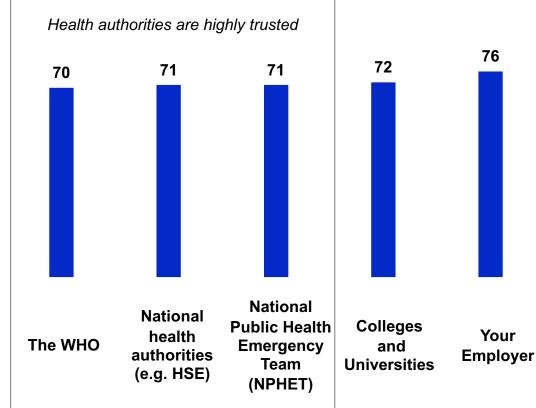


THE PANDEMIC HIGHLIGHTS HEALTH AUTHORITIES AMONG IRELAND'S MOST TRUSTED INSTITUTIONS

Percent trust, in Ireland





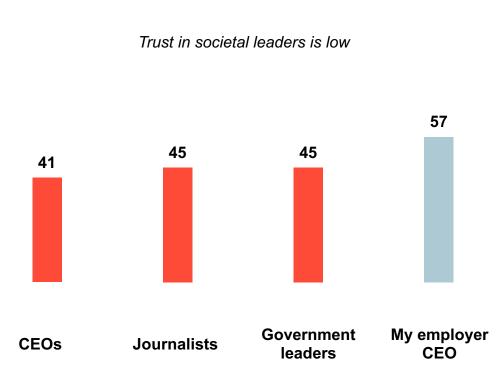


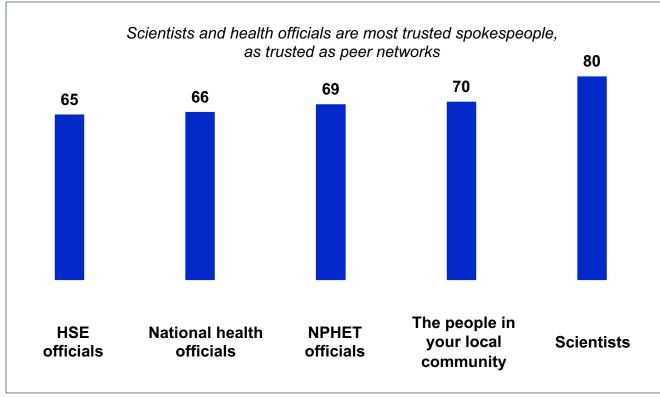


SCIENTISTS AND HEALTH OFFICIALS TRUSTED SPOKESPEOPLE

Percent trust, in Ireland







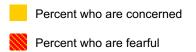


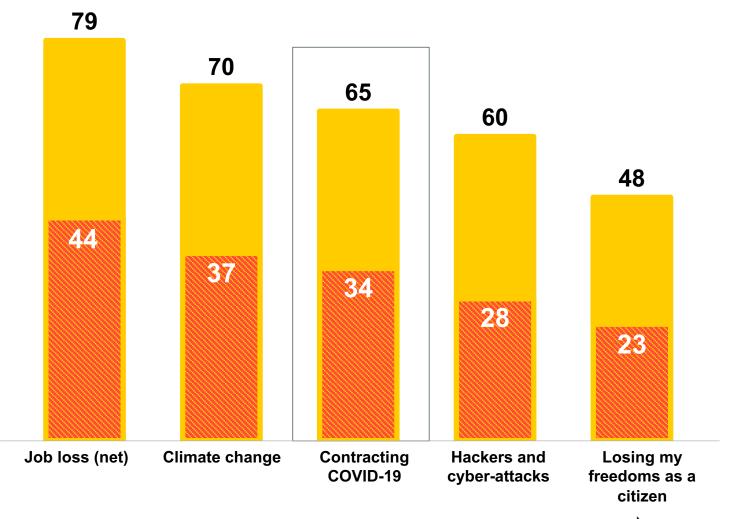


PANDEMIC ADDED TO PERSISTENT PERSONAL AND SOCIETAL FEARS

Percent who are concerned, and percent who are fearful, in Ireland

2021 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry; top 2 box, fear. Non-job loss attributes shown to half of the sample. General population, Ireland. Job loss asked of those who are an employee (Q43/1). Job loss is a net of attributes 1-3.5. and 22-24.

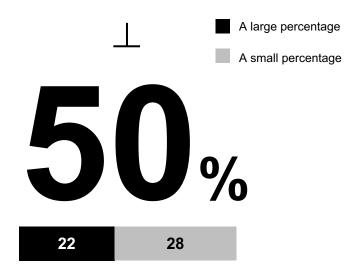




PANDEMIC ACCELERATES JOB LOSS FEARS

Percent who agree, in Ireland

As a result of the pandemic, a portion of our workforce has seen their work hours reduced or their jobs eliminated



I worry that the pandemic will accelerate the rate at which companies replace human workers with AI and robots

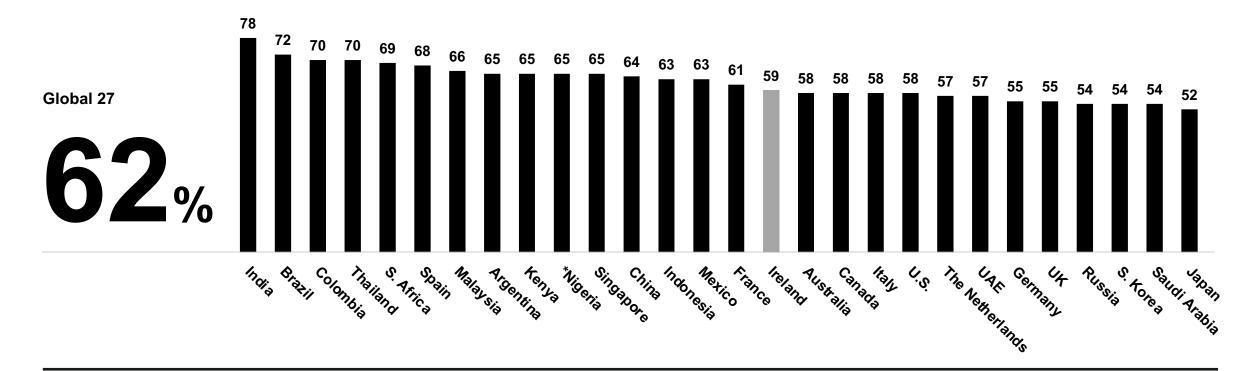
52%



PANDEMIC DEEPENS INEQUITIES AROUND THE WORLD

Percent who agree

Those with less education, less money and fewer resources are being unfairly burdened with most of the suffering, risk of illness, and need to sacrifice due to the pandemic



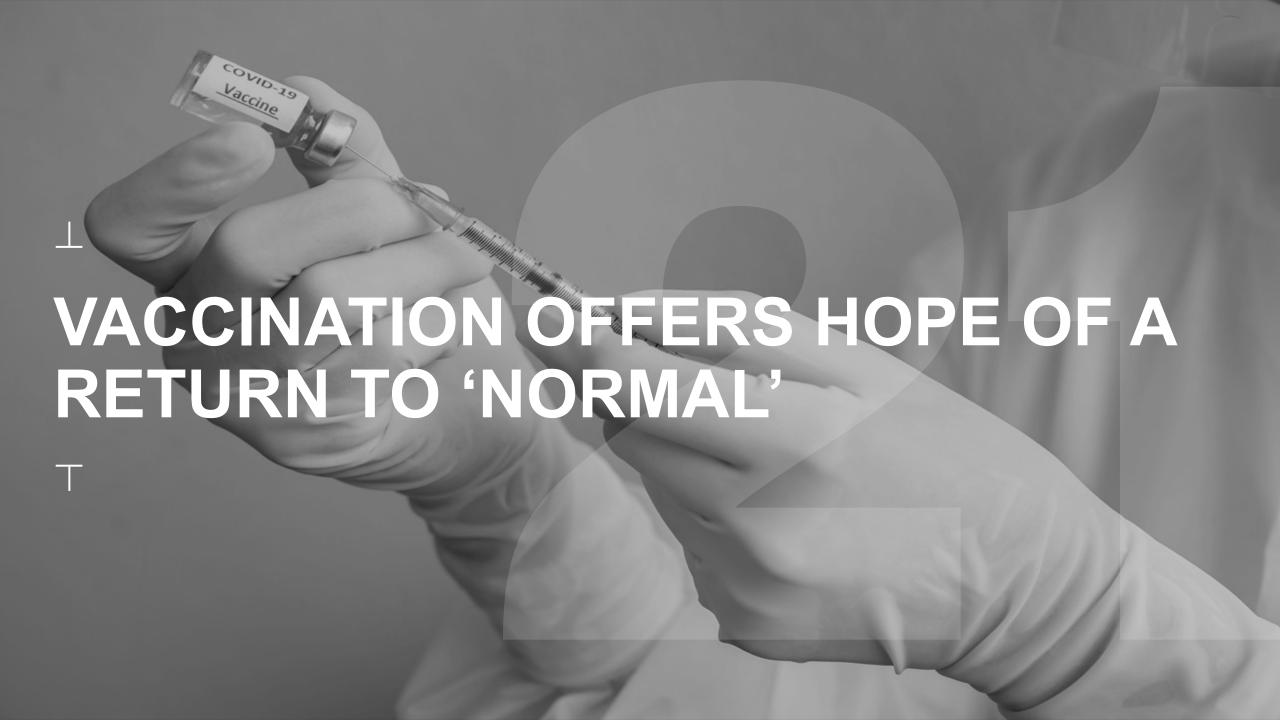


INCREASED URGENCY TO ADDRESS FOUNDATIONAL PROBLEMS

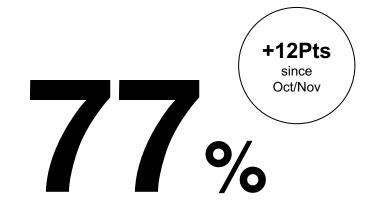
Change in importance since last year (more important minus less important)

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, Ireland. Net change is the difference between more and less important.

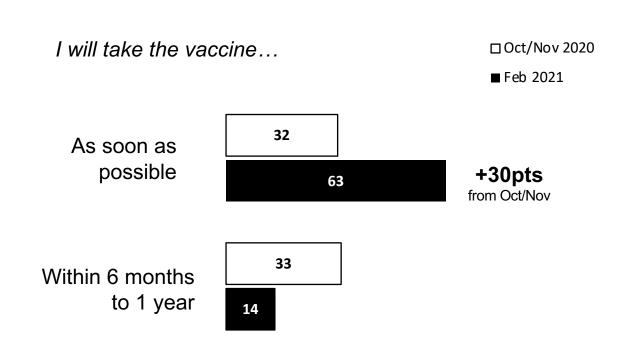
Change in importance since last year, in Ireland	Net change	More Important	Less Important
Improving our healthcare system	+74	79	5
Addressing poverty in this country	+58	65	7
Finding ways to combat fake news	+53	61	8
Addressing climate change	+51	60	9
Protecting people's individual freedoms	+51	59	8
Improving our education system	+47	55	8
Addressing discrimination, racism	+46	55	9
Closing the economic and social divide	+46	54	8



PEOPLE ARE NOW FAR MORE LIKELY TO SAY THEY WOULD TAKE THE COVID-19 VACCINE, AND WITH GREATER URGENCY



Are now willing to take the COVID-19 vaccination





PROGRESS ON VACCINATIONS IS ESSENTIAL FOR THE RETURN TO 'NORMAL' LIFE, **BUT DOUBTS REMAIN ABOUT HIGH-RISK ACTIVITIES**

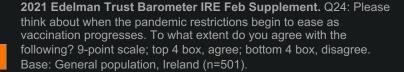
ACTIVITES

Go on a national holiday

Percent who agree in Ireland

Eat out at restaurants

When the pandemic restrictions ease, I intend to	Net	Agree	Disagree
Socialise with others outside my household	49	68	19
Visit high-street shops	45	65	20
Return to my office / place of work	42	63	21
Go on a national holiday	34	60	26
Eat out at restaurants	34	59	25
Visit bars or pubs	11	48	37
Go on an international holiday	8	49	41





YET PEOPLE ARE FRUSTRATED BY A PERCEIVED LACK OF PROGRESS ON THE VACCINE ROLL-OUT TO DATE

Percent who agree

Are concerned the COVID-19 vaccine is **not being** rolled-out fast enough in Ireland



Said increasing the speed of the vaccine roll-out should be a top priority for government





IRISH PUBLIC MORE WORRIED ABOUT ECONOMIC IMPACT OF PANDEMIC THAN CONTRACTING COVID-19

Percent who are concerned, and percent who are fearful Percent who are concerned Percent who are fearful 74 **72** 71 70 65 63 63 63 **62** 43 44 40 38 34 32 30 131 30 Pressure on Growing The impact of Young people **Economic** Access to health services isolation and Poverty in Contracting recession in Brexit on the quality falling behind in Job loss (outside of mental health Ireland COVID-19 Ireland Irish economy housing education COVID-19) issues





ADDRESSING THE FALL-OUT OF THE PANDEMIC IS SECOND ONLY TO KEEPING COVID-19 AT BAY IN PERCEIVED ORDER OF PRIORITY

Percent who believe each should be a top priority for government in Ireland

	Top priority for government
Increasing the speed of the COVID-19 vaccine roll-out in Ireland	67
Managing the threat of COVID-19	62
Reducing pressure on health services (outside of COVID-19)	51
Driving economic recovery in Ireland	47
Reducing unemployment in Ireland	43
Tackling isolation and mental health issues	41
Re-opening schools	37
Reducing poverty in Ireland	35

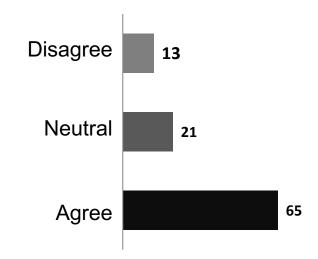


YET VACCINATION ALONE IS NOT ENOUGH TO IMPROVE CONFIDENCE IN THE IRISH ECONOMY AND ENCOURAGE PEOPLE TO SPEND MORE FREELY

Percent agree



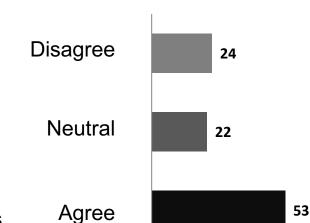
Agree they still intend to **save money** even when restrictions begin to ease



Only



Agree they will have more **confidence in the economy** as vaccination progresses





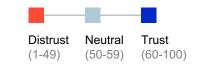
BREXITAND PANDEMIC PUT TRUST WITH BRITAIN-TO THE TEST

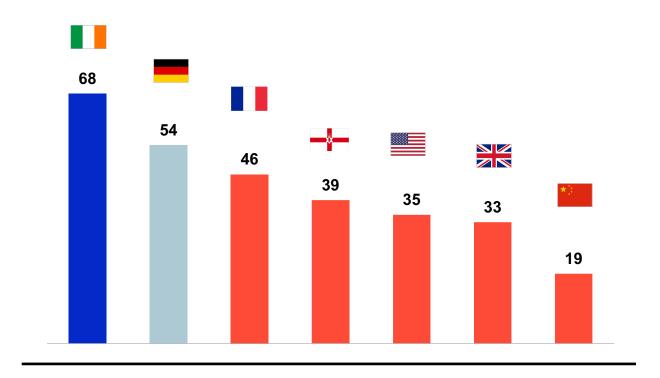
PUBLIC BELIEVE IRELAND AND GB HAVE A GOOD RELATIONSHIP YET TRUST IN BRITAIN IS RELATIVELY LOW

Percent agree in Ireland

53%

Of the Irish public believe Ireland and Great Britain have a good relationship in general Percent trust in each nation among people in Ireland





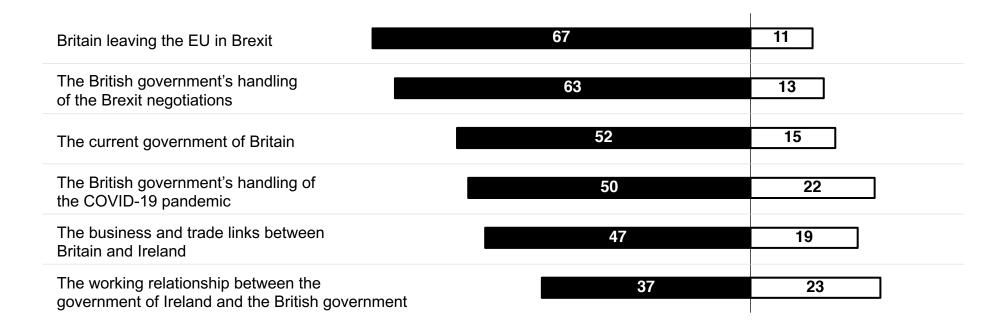


MANY QUESTION BRITISH GOVERNANCE, AN ISSUE THAT HAS EXACERBATED BY PANDEMIC AND BREXIT

Percent who agree

Has decreased my trust in Britain

Has increased my trust in Britain







THE UK GOVERNMENT'S MANAGEMENT OF PANDEMIC STOKES SENTIMENT FOR BREAK-UP OF UK



Percent who agree, in Northern Ireland

	The UK Government's handling of the pandemic	Leaving the Europen Union (Brexit)	The working relationship between UK government and devolved nations
Has made me feel			
More in favour of remaining in the UK	26	33	27
More in favour of independence from the UK	33	32	27
Don't know	7	10	11
No difference	34	24	35



HALF OF IRISH PUBLIC SUPPORT UNITED IRELAND BUT SUBSTANTIAL PROPORTION REMAIN UNDECIDED

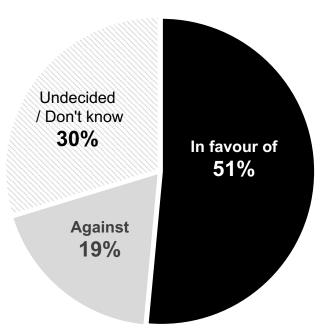
To what extent are you in favour of, or against each of the following? Net for/against **Needing to have** A border poll within **A** United A federal unionist agreement the next 5 years Ireland union before unity Net score 38 33 29 28 For 15 16 18 19 Against Undecided / Don't know 31 41 30 36





HISTORY KEY DRIVER OF SUPPORT FOR A UNITED IRELAND, FEARS AROUND VIOLENCE & COST

A united Ireland (uniting as one country with a shared political system)



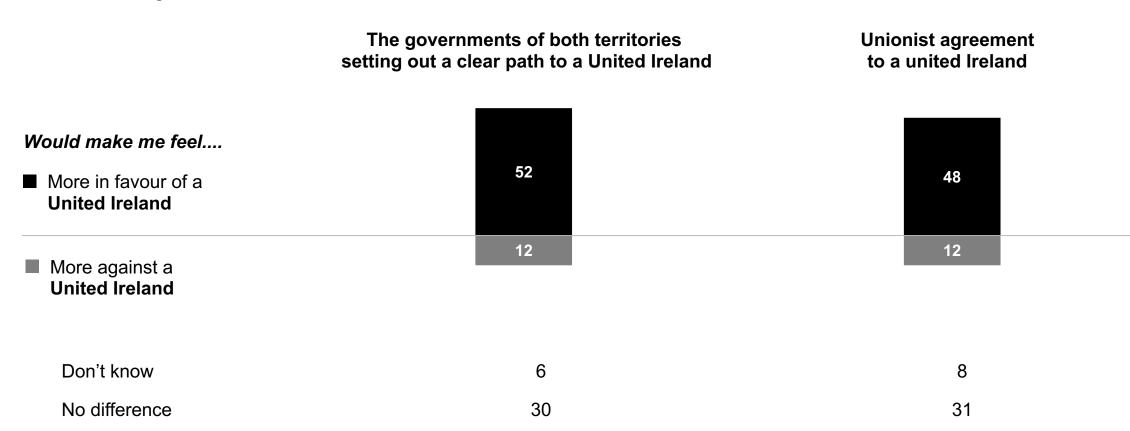
Reasons why people are for/against a United Ireland

In favour of a United Ireland				
Ireland has historically been one country	62			
The two territories would be more economically prosperous united	47			
The majority of Irish people support a united Ireland	45			
Brexit means a united Ireland is more likely	42			
Brexit puts trade and free movement between territories at risk	40			

Against a United Ireland			
Fear of violence/extremism	66		
It would cost too much	60		
There would be fewer resources for public services e.g. health/housing	49		
There are cultural divides between the two territories	47		
ROI is more economically prosperous without Northern Ireland	45		

AGREEMENT BETWEEN THE GOVERNMENTS OF BOTH TERRITORIES WOULD IMPROVE CONFIDENCE IN UNITY

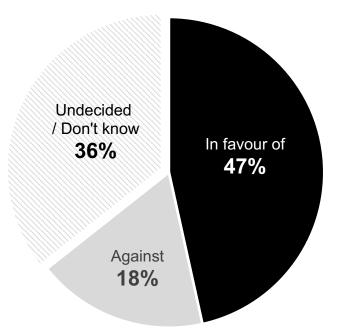
Percent who agree in Ireland





A FEDERAL SYSTEM IS SEEN AS A GOOD COMPROMISE BUT SOME ARE CONCERNED IT WOULD NOT BE POPULAR

A Federal Union (each country maintains their own parliament)



Reasons why people are for/against a Federal Union

In favour of a Federal Union				
A federal system is a good balance				
A federal system allows each territory to govern its own internal affairs	41			
Brexit puts trade and free movement between the two territories at risk	41			
It is less likely to endanger peace than a fully united Ireland	38			
Both territories would be more economically prosperous	37			

Against a Federal Union			
I don't think the majority of Northern Irish people would be in favour	30		
The ROI is more economically prosperous independently	28		
Fear of violence/extremism	27		
A federal system does not unite the two territories enough	26		
It would cost too much	25		



BUSINESS EXPECTED TO SOLVE PROBLEMS IN SOCIETY

Percent who agree, in Ireland

CEOs should step in

when the government does not fix societal problems

CEOs should take the lead

on change rather than waiting for government to impose change on them

CEOs should hold themselves accountable to the public and not just to the board of directors or shareholders

59%

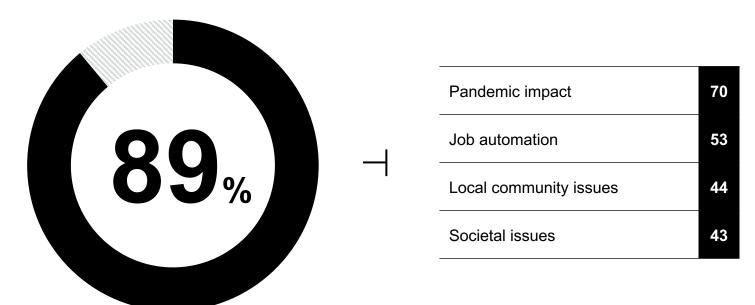
64%

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67%

CEOS MUST LEAD ON ISSUES

Percent in Ireland who expect **CEOs to publicly speak out** about one or more of these societal challenges





BUSINESS GAINS THE MOST TRUST BY BEING A GUARDIAN OF INFORMATION QUALITY

Percent increased likelihood of trusting business associated with performing well on each action

When these actions are performed well	Increased likelihood of trust
Guarding information quality	+5.8%
Embracing sustainable practices	+5.7%
Robust COVID-19 health and safety response	+4.8%
Driving economic prosperity	+4.7%
Long-term thinking over short-term profits	+4.6%

EMPLOYEE EXPECTATIONS SHIFT: SAFETY AND UPSKILLING MATTER MORE

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

2021 Edelman Trust Barometer. EMP_IMP_VAL. When considering an organization as a potential place of employment, please indicate whether each of the following 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. Question asked of those who are an employee (Q43/1). General population, Ireland. Net change is the difference between more and less important.

Change in importance as an employer attribute since the start of the year in Ireland	Net change	More Important	Less Important
Keep workers, customers safe	+56	65	9
Regular employee communications	+51	62	11
Job skills training programs	+50	60	10
Diverse, representative workforce	+42	52	10

CONSUMERS AND EMPLOYEES EXPECTED TO HAVE A SEAT AT THE TABLE

Percent who agree, in Ireland







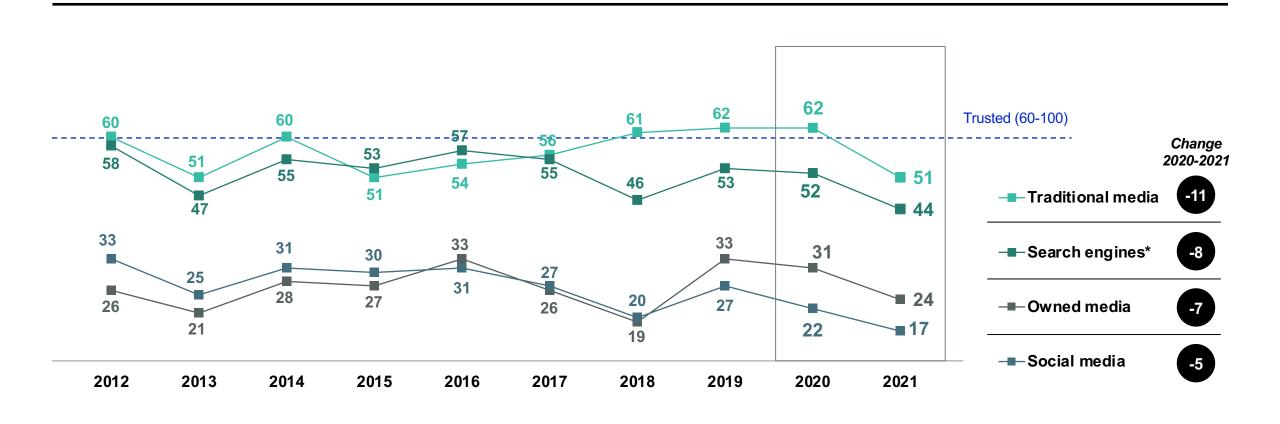


I am more likely now than a year ago to voice my objections to management or engage in workplace protest

NO VACCINE MY BOOK NEEDED MYCHOICE RAGING INFODEMIC
IMPAGTS TRUST IMMUNE SYSTEM

TRUST IN MOST INFORMATION SOURCES AT RECORD LOWS

Percent trust in each source for general news and information, in Ireland







NEWS ORGANISATIONS SEEN AS BIASED

Percent who agree, in Ireland

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

Most news organisations are more concerned with supporting an ideology or political position than with informing the public

The media is **not** doing well at **being objective** and non-partisan

52%

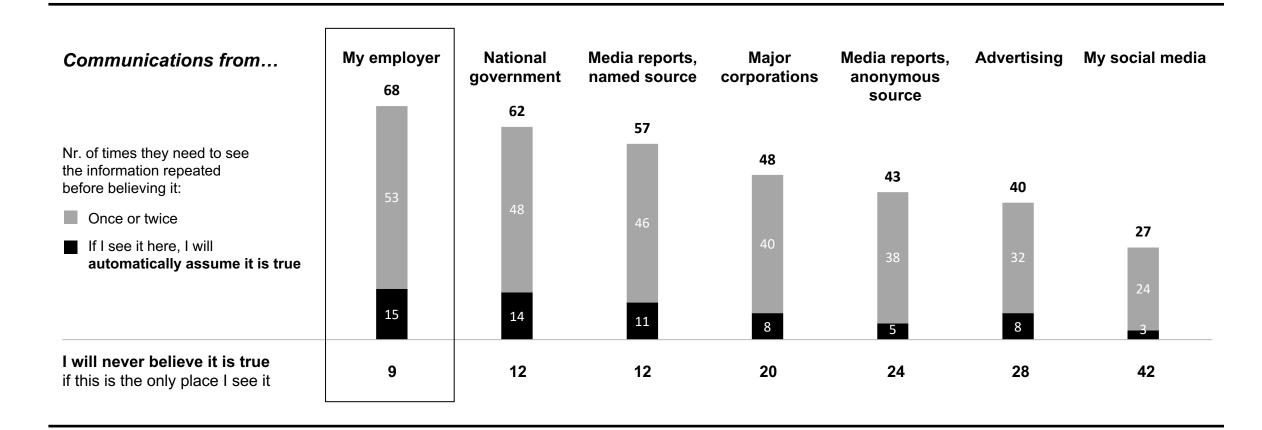
51%

64%



EMPLOYER MEDIA MOST BELIEVABLE

Percent who believe information from each source automatically, or after seeing it twice or less, in Ireland







PRIORITIES SHIFT: MY INFORMATION LITERACY NOW MATTERS MORE

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

2021 Edelman Trust Barometer. IMP_VALUES. For each of the following, please indicate whether 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. Question asked of half of the sample. General population, Ireland. Net change is the difference between more and less important.

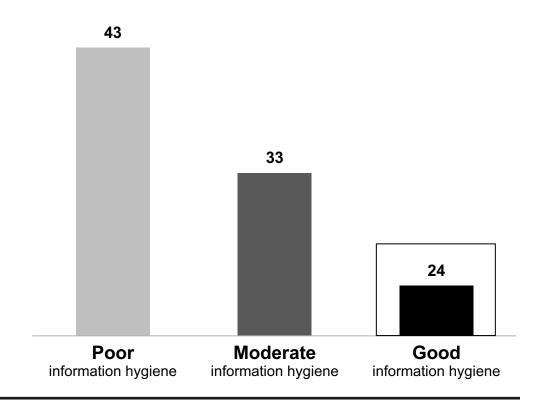
Change in importance since the start of the year, in Ireland	Net change	More Important	Less Important
Prioritising my family and their needs	+67	72	5
Being politically aware	+46	54	8
Increasing my media and information literacy	+45	52	7
Speaking out when I see need for changes and reforms	+38	45	7
Increasing my science literacy	+36	46	10

IN IRELAND, 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

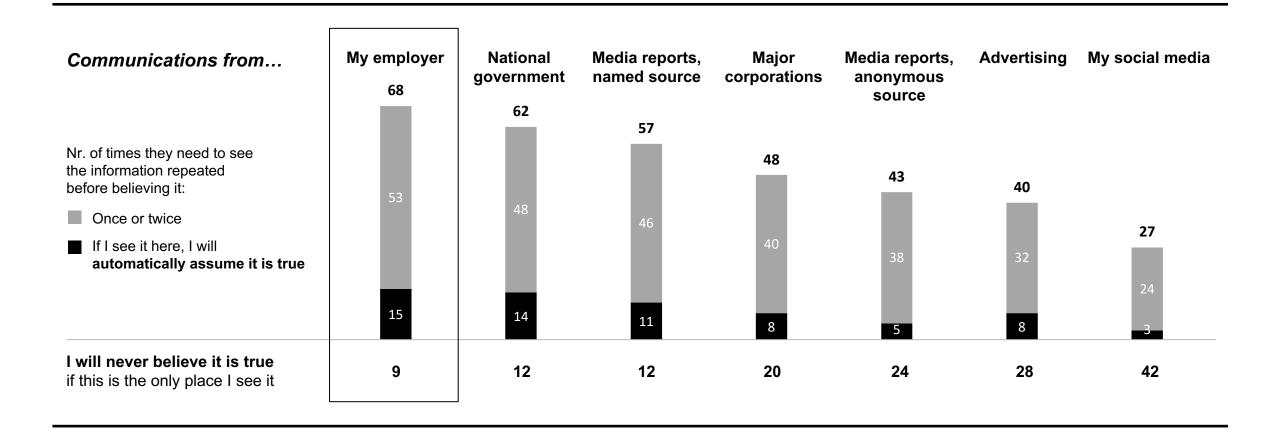


52% of respondents share or forward news items that they find to be interesting.

Of those, **only 25%** have good information hygiene

EMPLOYER MEDIA MOST BELIEVABLE

Percent who believe information from each source automatically, or after seeing it twice or less, in Ireland







EMERGING FROM INFORMATION BANKRUPTCY

1

Business: Embrace expanded mandate

CEOs must lead on issues from sustainability and systemic racism to upskilling. Act first, talk after. 2

Lead with facts, act with empathy

Societal leaders must have the courage to provide straight talk, but also empathize and address people's fears.

3

Provide trustworthy content

All institutions must provide truthful, unbiased, reliable information.

4

Don't go it alone

Business, government, NGOs and others must find a common purpose and take collective action to solve societal problems.

TECHNICAL APPENDIX

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2021 EDELMAN TRUST BAROMETER 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	31,050	Age, Gender, Region	+/- 0.6% total sample +/- 0.8% half sample	6,000	Age, Education, Gender	+/- 1.3% total sample +/- 1.8% half sample
China and U.S.	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	500	Age, Education, Gender	+/- 4.4% total sample +/- 6.2% half sample
Nigeria	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	100	Age, Education, Gender	+/- 9.8% total sample +/- 13.9% half sample
All other countries	1,150	Age, Gender, Region	+/- 2.9% total sample +/- 4.1% half sample	200	Age, Education, Gender	+/- 6.9% total sample +/- 9.8% half sample

NOTE: Questions that afforded respondents the opportunity to criticize their government were not asked in China, Russia and Thailand.

^{*} Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.

^{**} For the general population, there were additional quotas on ethnicity in the UK and U.S., and on nationality in the UAE and Saudi Arabia.

^{***} For the informed public, there were additional quotas on nationality in the UAE and Saudi Arabia.

2021 EDELMAN TRUST BAROMETER 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*
-	83%
Localized Spanish	93%
English	87%
Portuguese	71%
English, French Canadian	94%
Simplified Chinese	59%
Localized Spanish	63%
French	92%
German	96%
English, Hindi	41%
	- Localized Spanish English Portuguese English, French Canadian Simplified Chinese Localized Spanish French German

	Languages	Internet Penetration*
Indonesia	Indonesian	63%
Ireland	English	92%
Italy	Italian	93%
Kenya	English	87%
Japan	Japanese	94%
Malaysia	Malay	81%
Mexico	Localized Spanish	67%
Nigeria	Localized English	61%
Russia	Russian	81%
Saudi Arabia	English, Arabic	92%

	Languages	Internet Penetration*
Singapore	English, Simplified Chinese	88%
S. Africa	English, Afrikaans	55%
S. Korea	Korean	96%
Spain	Spanish	93%
Thailand	Thai	82%
The Netherlands	English, Dutch	96%
UAE	English, Arabic	96%
UK	English	95%
U.S.	English, Localized Spanish	90%

HOW WE MEASURED INFORMATION HYGIENE

To determine whether respondents practiced good information hygiene, we measured four dimensions:

- 1. Regular engagement with news: Do they stay informed?
- 2. Engagement with differing points of view: Do they avoid information echo chambers?
- 3. Information verification: Do they avoid assuming something is true simply because it supports their point of view?
- 4. Avoids spreading misinformation: Do they check information veracity before forwarding content to others?

Each respondent's level of information hygiene was categorized based on their performance across the four dimensions:

- Good: Performs well on three or more dimensions
- Moderate: Performs well on any two dimensions
- · Poor: Performs well on one or fewer dimensions

- **1. News engagement** (does one or more of these several times a week or more)
- "Read, view or listen to news and information produced by major news organizations or publications at the original source" MED_SEG_OFTr1
- "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" MED SEG OFTr2
- "Read, view or listen to news and information put out by major corporations regarding important social and political issues and events" MED_SEG_OFTr16
- "Listen to podcasts or read newsletters or blog posts put out by independent individuals whom I
 trust to keep me informed about important issues, but who do not work for a news media
 company" MED_SEG_OFTr17
- **2. Avoiding information echo chambers** (must say they do one or more of these)
- "How often do you read or listen to information or points of view from people, media sources or organizations with whom you often disagree?" NEWS DIS (weekly or more)
- "When someone you know sends you some information that supports a position that you do NOT believe, which of the following do you typically do with it?" POS_DIS (study thoroughly)
- **3. Verify information** (must say they do two or more of these)
- "Confirm that a news story is really true by looking across multiple information sources"
 MED SEG OFTr15 (several times a week or more)
- "When someone you know sends you some information that supports a position you believe, which of the following do you typically do with it?" POS_BEL (use fact-checking sites and/or verify from people I know and/or go to original source material)
- 4. Do not amplify unvetted information (must never do this)
- "Pass on news and information to others without first checking its accuracy or the integrity of the source" MED_SEG_OFTr18

2021 EDELMAN TRUST BAROMETER

HOW WE PLOTTED THE INSTITUTIONAL COMPETENCE AND ETHICS SCORES

The competence score (the x-axis of the plot): An institution's competence score is a net of the top 3 box (AGREE) minus the bottom 3 box (DISAGREE) responses to the question "To what extent do you agree with the following statement? [INSTITUTION] in general is good at what it does". The resulting net score was then subtracted by 50 so that the dividing line between more competent and less competent institutions crossed the y-axis at zero.

The net ethical score (the y-axis of the plot): The ethics dimension is defined by four separate items. For each item, a net score was calculated by taking the top 5 box percentage representing a positive ethical perception minus the bottom 5 box percentage representing a negative ethical perception. The y-axis value is an average across those 4 net scores. Scores higher than zero indicate an institution that is perceived as ethical.

Respondents were asked:

In thinking about why you do or do not trust [INSTITUTION], please specify where you think they fall on the scale between the two opposing descriptions. (Please use the slider to indicate where you think [INSTITUTION] falls between the two extreme end points of each scale.)



DIMENSION	ETHICAL PERCEPTION	UNETHICAL PERCEPTION
Purpose-Driven	Highly effective agent of positive change	Completely ineffective agent of positive change
Honest	Honest and fair	Corrupt and biased
Vision	Has a vision for the future that I believe in	Does not have a vision for the future that I believe in
Fairness	Serves the interests of everyone equally and fairly	Serves the interests of only certain groups of people

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HOW WE CALCULATED INCREASED LIKELIHOOD TO TRUST BUSINESS

Respondents were asked to evaluate the performance of business as an institution against a variety of behavioral expectations. These performance scores were then incorporated into a discrete choice analysis to determine which behaviors, if done well, would provide the greatest boost to trust in business.

The top five performance drivers of trust, defined in terms of marginal effect on likelihood to trust associated with doing that behavior well, are displayed on the slide.

Respondents were asked:

How well do you feel business is currently doing each of the following? Please indicate your answer using the 5-point scale below where 1 means the institution is "failing at this" and 5 means the institution is "doing this very well".

Full list of behaviors examined (top 5 highlighted in bold)

- Meeting your overall expectations for how they should be responding to the health and public safety aspects of the COVID-19 pandemic
- Meeting your overall expectations for how they should be responding to the economic consequences of the COVID-19 pandemic
- 3. Partnering with other organizations and societal institutions, even if they might be competitors, to mount the strongest and most effective responses possible to our societal challenges
- 4. Stepping in to fill leadership voids and policy gaps left by government
- 5. Doing everything they can to ensure the safety and wellbeing of our people and communities
- 6. Identifying and addressing systemic inequalities, unfair treatment, and prejudices within society and in the business world
- 7. Shaping our culture for the better by inspiring positive change in how we see and treat ourselves and each other
- 8. Developing new solutions to help address our country's problems
- 9. Working to benefit their employees, customers, and local community, in addition to their owners and shareholders
- 10. Putting people before profits
- 11. Being the guardian of information quality, working to ensure that only true, verified information is being shared and circulated
- 12. Driving the economic prosperity of our country
- 13. Working to ensure that our workers have the skills necessary to be competitive in the global job market
- 14. Investing in the local communities where they are headquartered or have large production facilities/offices
- 15. Taking a long-term perspective when making business decisions versus focusing on short-term profits
- 16. Embracing sustainable practices across their business



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