

Why do we exist

Edelman's purpose is creating a better future by **building Trust** in brands, people & society.

FOUNDED

1952

OFFICES

64

COUNTRIES

35

EMPLOYEES

6345

AMSTERDAM

81

GLOBAL CLIENTS





# Who do you trust?

Media | Government | Business | NGOs

## **Market-leading Trust survey**

measuring Trust across a number of institutions, sectors and geographies.

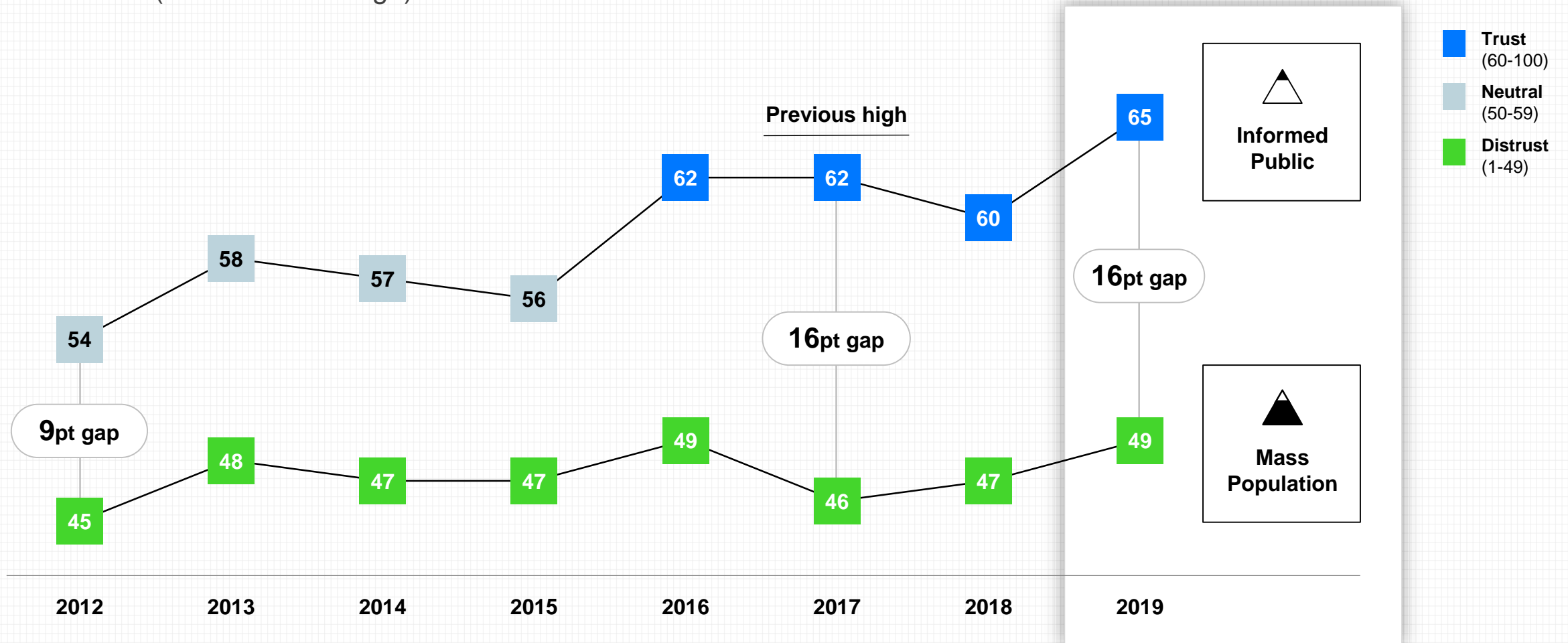
**20 consecutive  
years**

**+ 33,000  
respondents**

**27  
countries**

# TRUST INEQUALITY RETURNS TO RECORD HIGHS

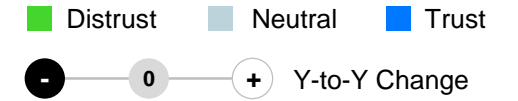
Trust Index (23-market average)



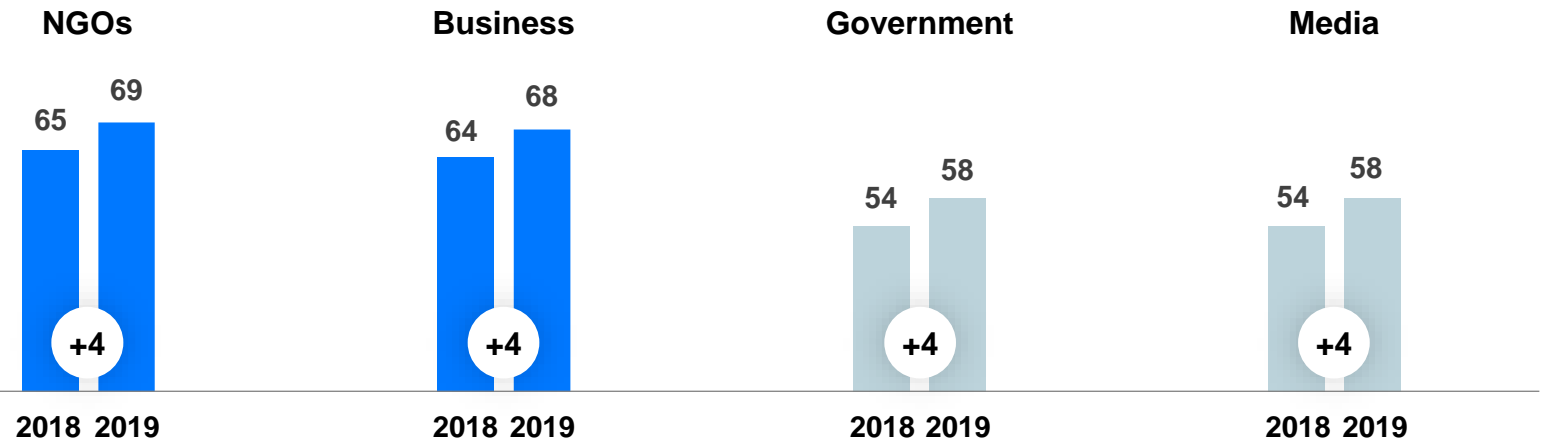
**2019 Edelman Trust Barometer.** The Trust Index is the average percent trust in NGOs, business, government and media. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” 9-point scale; top 4 box, trust. Informed public and mass population, 23-market average.

# TRUST IN THE FOUR INSTITUTIONS IN 2019

Percent trust



△ Informed public



▲ General population

