



2018 Edelman Trust Barometer

Snapshot

Australia



#TrustBarometer

Trust Index A World of Distrust

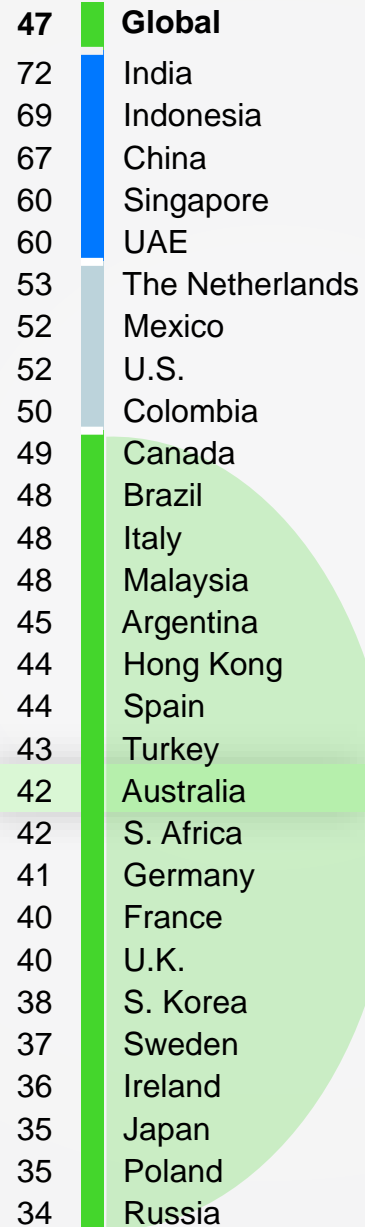
Average trust in institutions,
general population, 2017 vs. 2018

Global Trust Index remains at distruster level

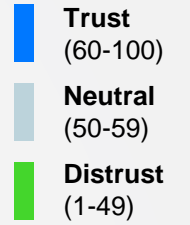
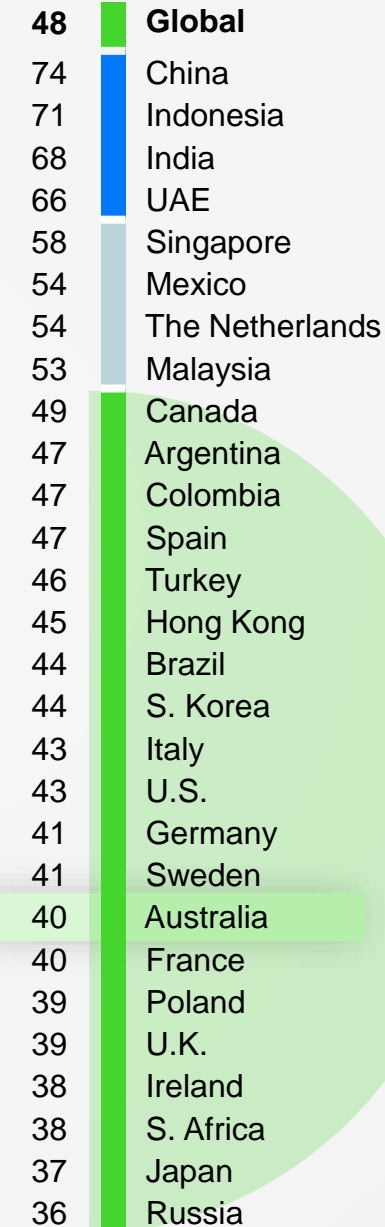
20 of 28 countries are distrusters, up 1 from 2017

Source: 2018 Edelman Trust Barometer.
The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs. General population, 28-country global total.

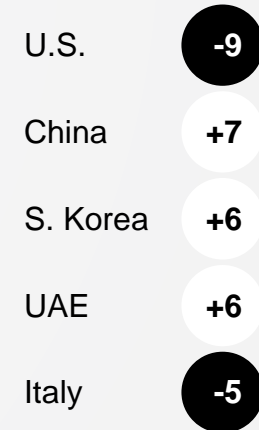
▲ 2017 General Population



▲ 2018 General Population



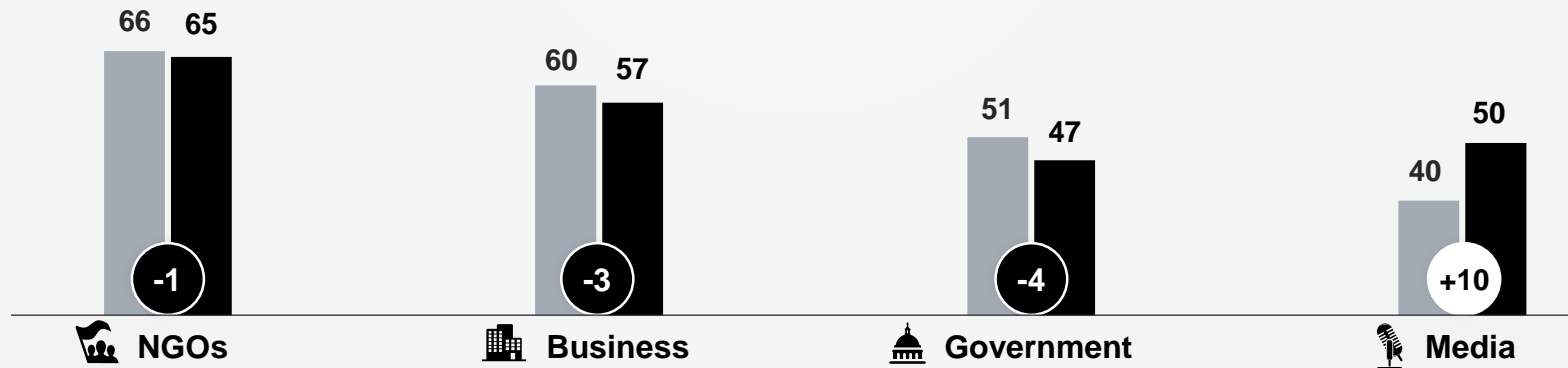
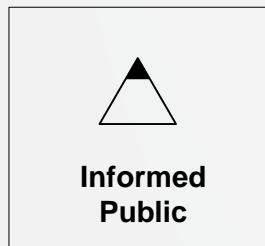
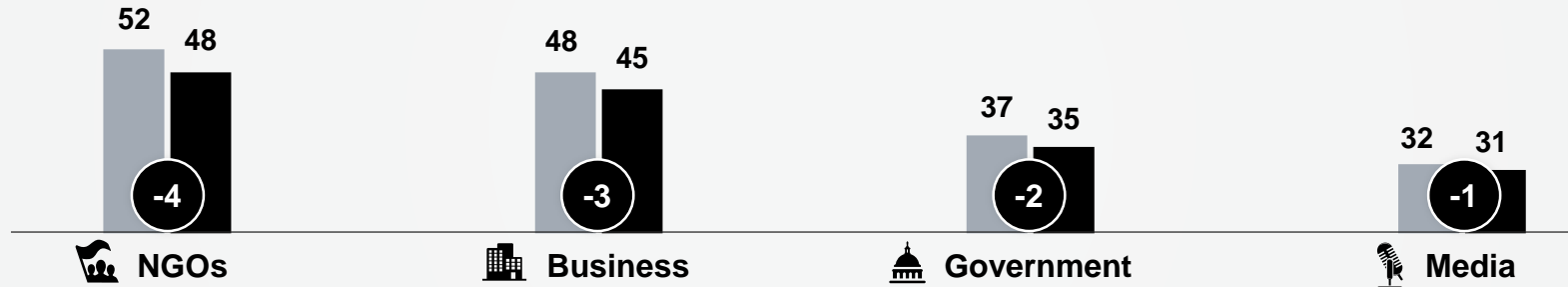
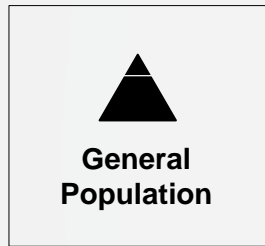
Biggest changes in



Trust decline in the U.S. is
the steepest ever measured

Trust Declines Among General Population

Percent trust in each institution, and change from 2017 to 2018, in Australia



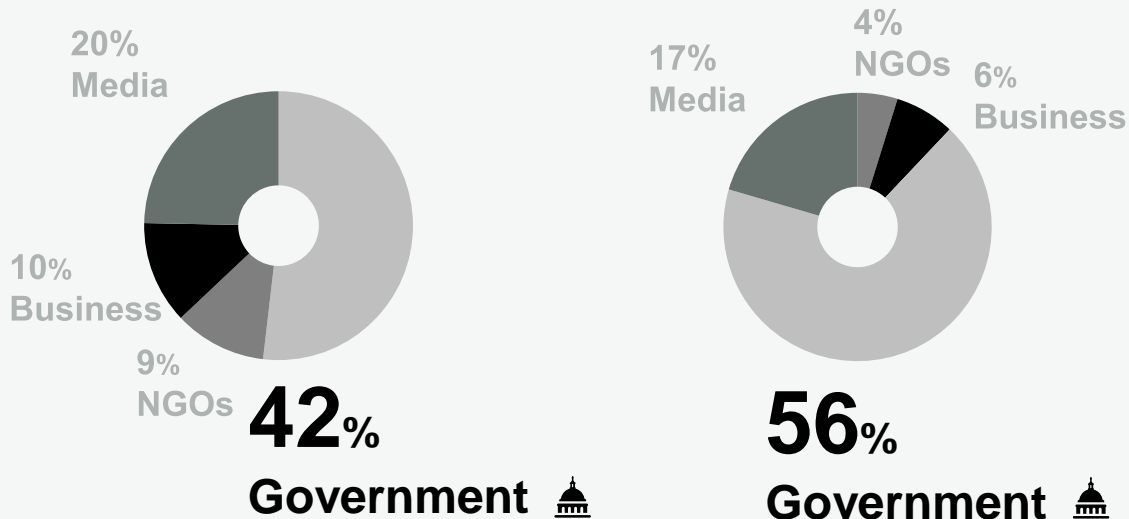
Source: 2018 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and General Population, Australia.



Government Most Broken in Australia

Which institution is the most broken?

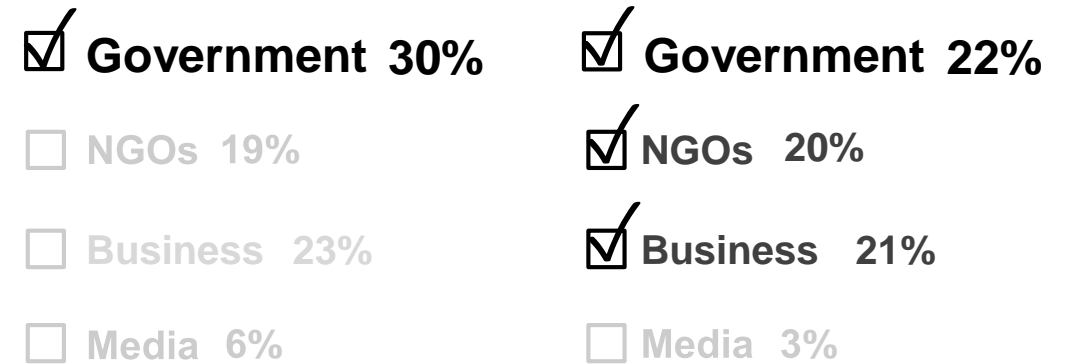
Global



Government Path to Better Future in Australia

Which institution is most likely to lead to a better future?

Global



Source: 2018 Edelman Trust Barometer. ATT_STE. Please indicate which institution – Government, Media, Business or NGO's – is best described by each of the following statements? General population, 28-country global total and Australia.



Leadership Expectations

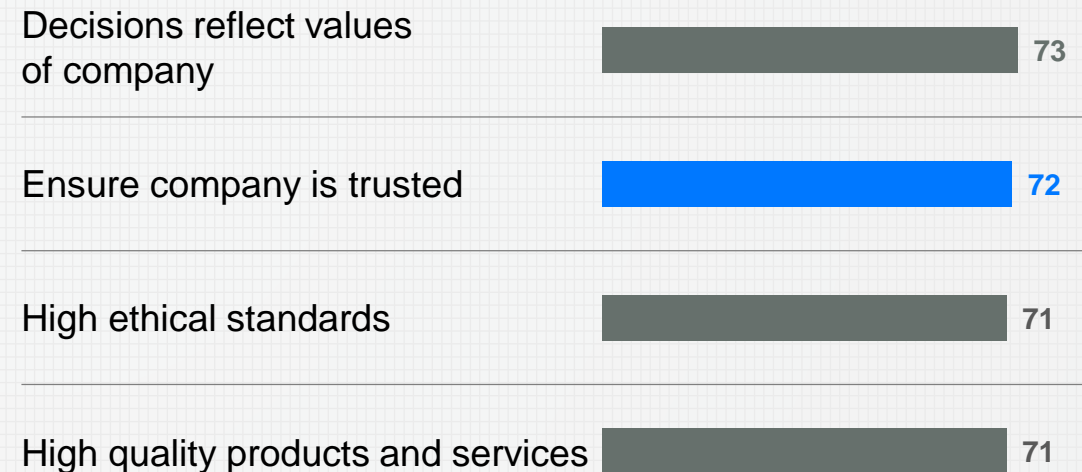
Percent who agree and percent who say each is one of the most important expectations they have for a CEO, in Australia

Percent who say that CEOs should take the lead on change rather than waiting for government to impose it

65% **63%**

“A company can take specific actions that both increase profits and improve the economic and social conditions in the community where it operates.”

For leaders, building trust is a top priority

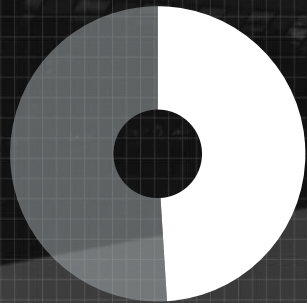


Source: 2018 Edelman Trust Barometer. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statements? (Top 4 Box, Agree), question asked of half of the sample. CEO_EXP. Below is a list of potential expectations that you might have for a company CEO. Thinking about CEOs in general, whether they are global CEOs or a CEO who oversees a particular country, how would you characterize each using the following three-point scale? (Most important responsibility, code 3), question asked of half of the sample. General population, Australia.



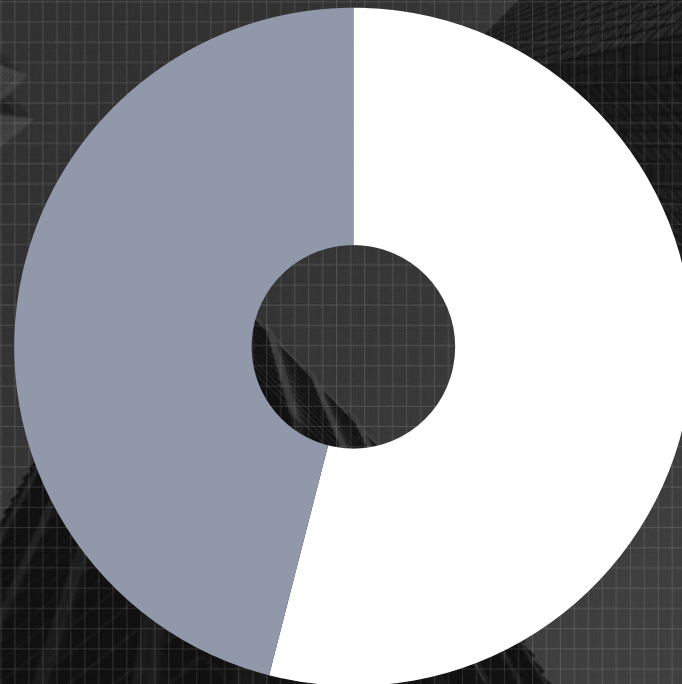
Business and Leader Expectations Change?

How to solve a societal problem?



49%

Companies that only think about themselves and their profits are bound to fail



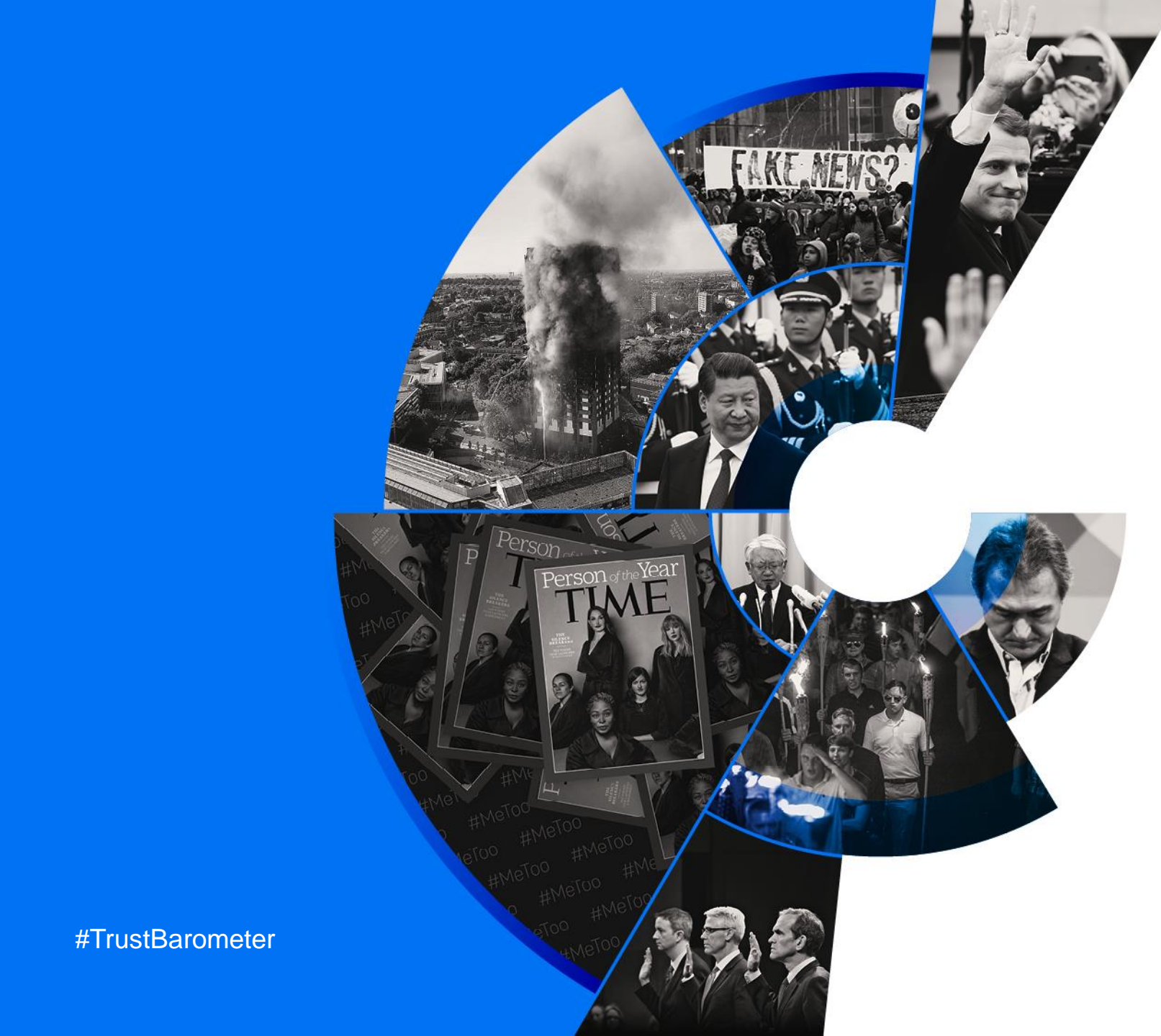
53%

A CEO

47%

A Government Representative

Source: 2018 Edelman Trust Barometer. TMA_SIE_SHV. Please indicate how much you agree or disagree with the following statements. (Top 4 Box, Agree), question asked of half of the sample. CEO_AGR. Thinking about CEOs, how strongly do you agree or disagree with the following statements? (Top4 Box, Agree), question asked of half of the sample. General population, Australia.
Source: 2018 Edelman Trust Barometer. CEO_RFB. Choose the one that you are more likely to believe. Question asked of half of the sample. General Population, 28-market global total.



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Australia

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