



Priceless: How to Protect and Strengthen Your Company's Reputation

2010 Edelman Trust Barometer

October 7, 2010

2010 Edelman Trust Barometer at a glance

Tenth annual study

4,875 people in 22 countries on five continents

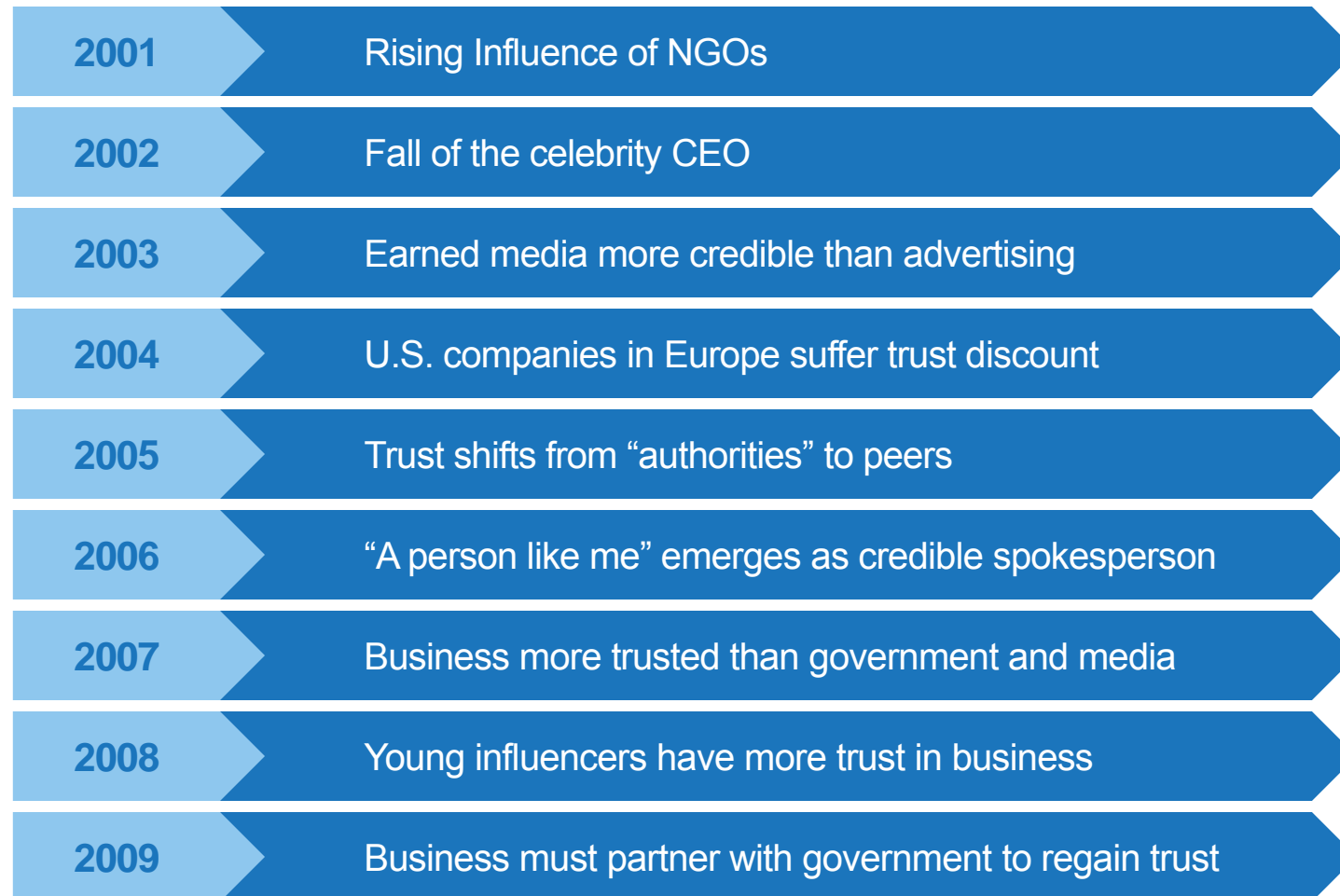
Ages 25 to 64

College-educated

In top 25% of household income per age group in each country

Report significant media consumption and engagement in business news and public policy

The Edelman Trust Barometer in retrospect



For all industries, corporate reputation is now based on trust and transparency as much as leadership and share-price performance



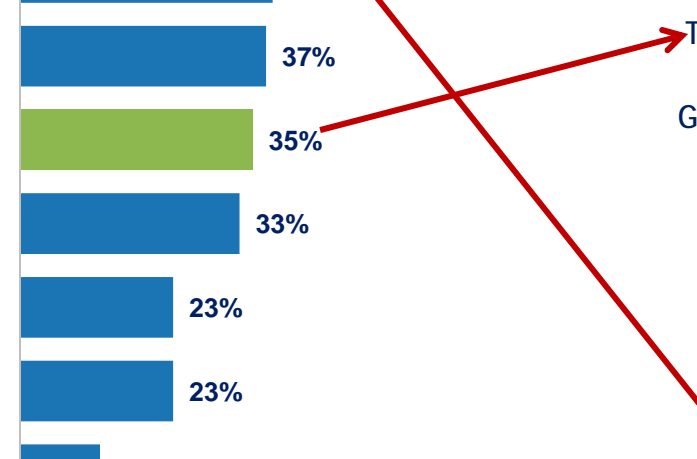
2010 Trust Barometer: B63.-72. How important are each of the following factors to the overall reputation of the company? Please use a nine-point scale where one means that factor is "not at all important" and nine means it is "extremely important" to overall reputation. (Top 2 Box, Very/ Extremely Important) Informed Publics ages 25-64 in the U.S.

Among all industries in the U.S., financial returns moves to last place among company reputation factors

U.S. – 2006



U.S. – 2010

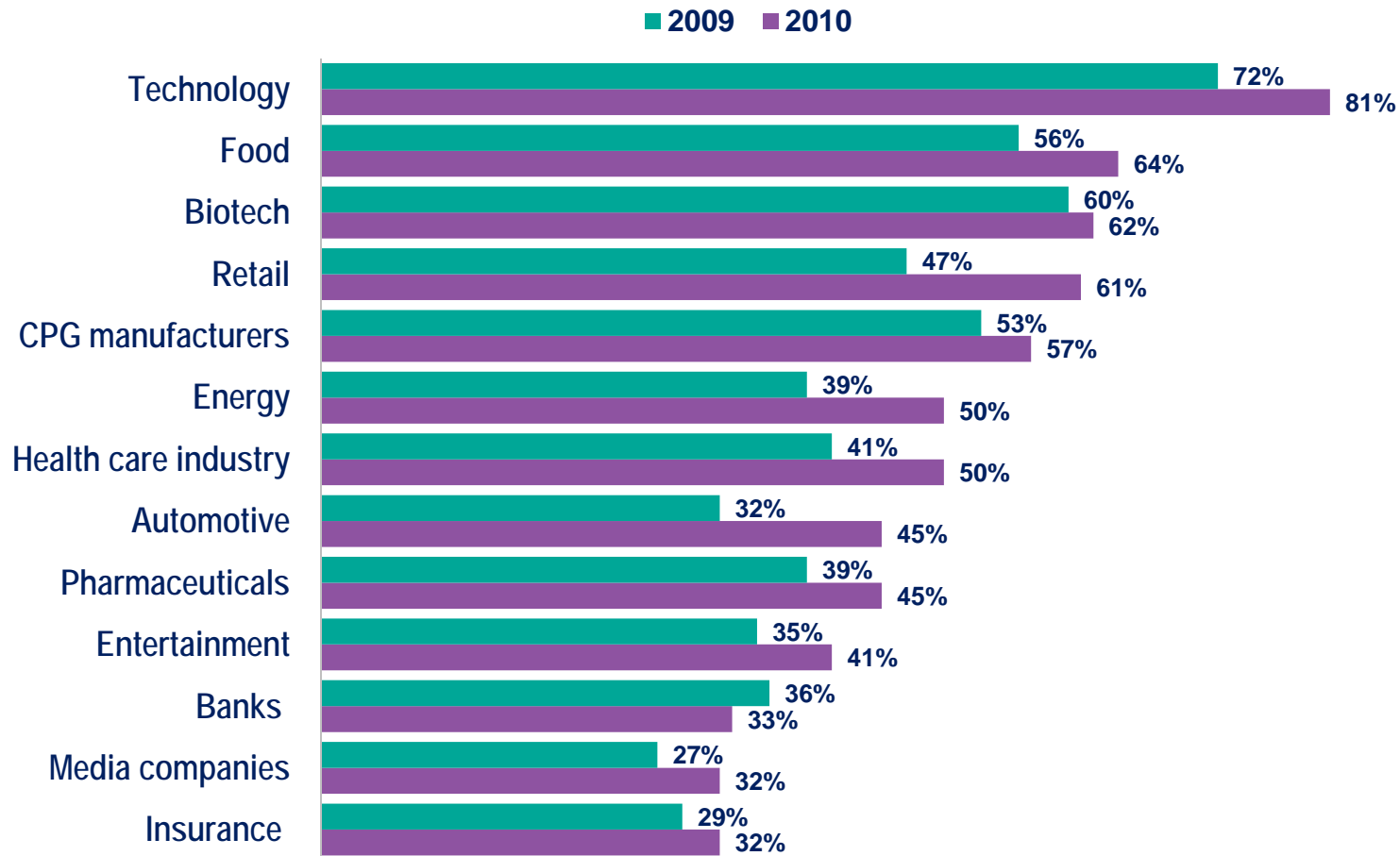


2006 Trust Barometer – When you think of companies that you trust, how much, if at all has each of the following attributes contributed to your trust? Please use a 9-point scale where one means it “has not contributed at all” and 9 means it “has contributed a great deal.” (Top 2 box) Informed Publics ages 35-64 in the U.S.

2010 Trust Barometer - B63.-72. How important are each of the following factors to the overall reputation of the company? Please use a nine-point scale where one means that factor is “not at all important” and nine means it is “extremely important” to overall reputation. (Top 2 Box) Informed Publics ages 35-64 in the US

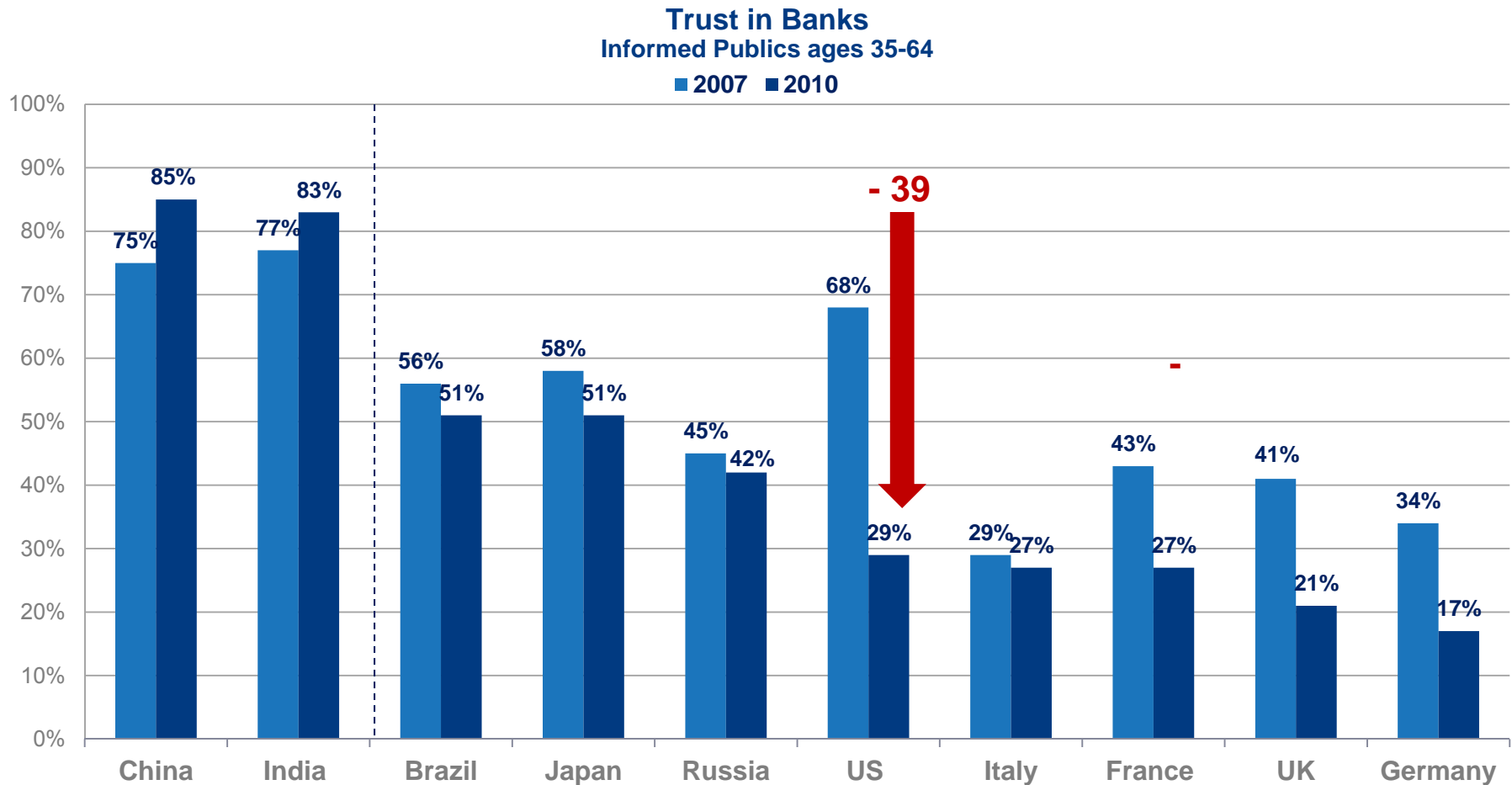


In the U.S., Banks, Media and Insurance remain the least trusted industries



2010 Trust Barometer: A26-38. [TRACKING] Now I would like to focus on your trust in different industry sectors. Please tell me how much you TRUST businesses in each of the following industries to do what is right. Again, please use 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) Informed publics ages 25-64 in the U.S.

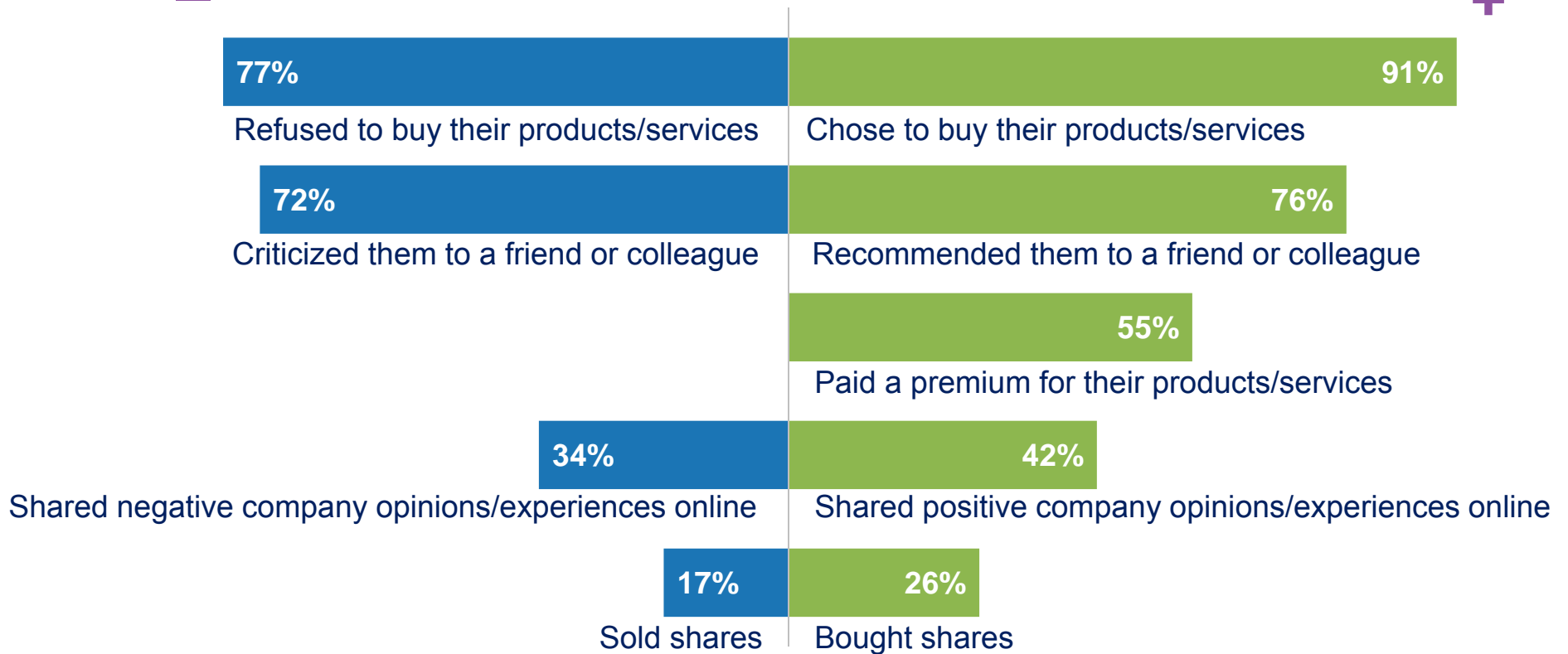
Since 2007, trust in Banks drops to near-last from third in the U.S.



A26-38. [TRACKING] Now I would like to focus on your trust in different industry sectors. Please tell me how much you TRUST businesses in each of the following industries to do what is right. Again, please use 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) Informed publics ages 35-64 – Top ten countries by GDP

Through personal action, trust has tangible benefits

Personal actions taken with trusted and distrusted companies

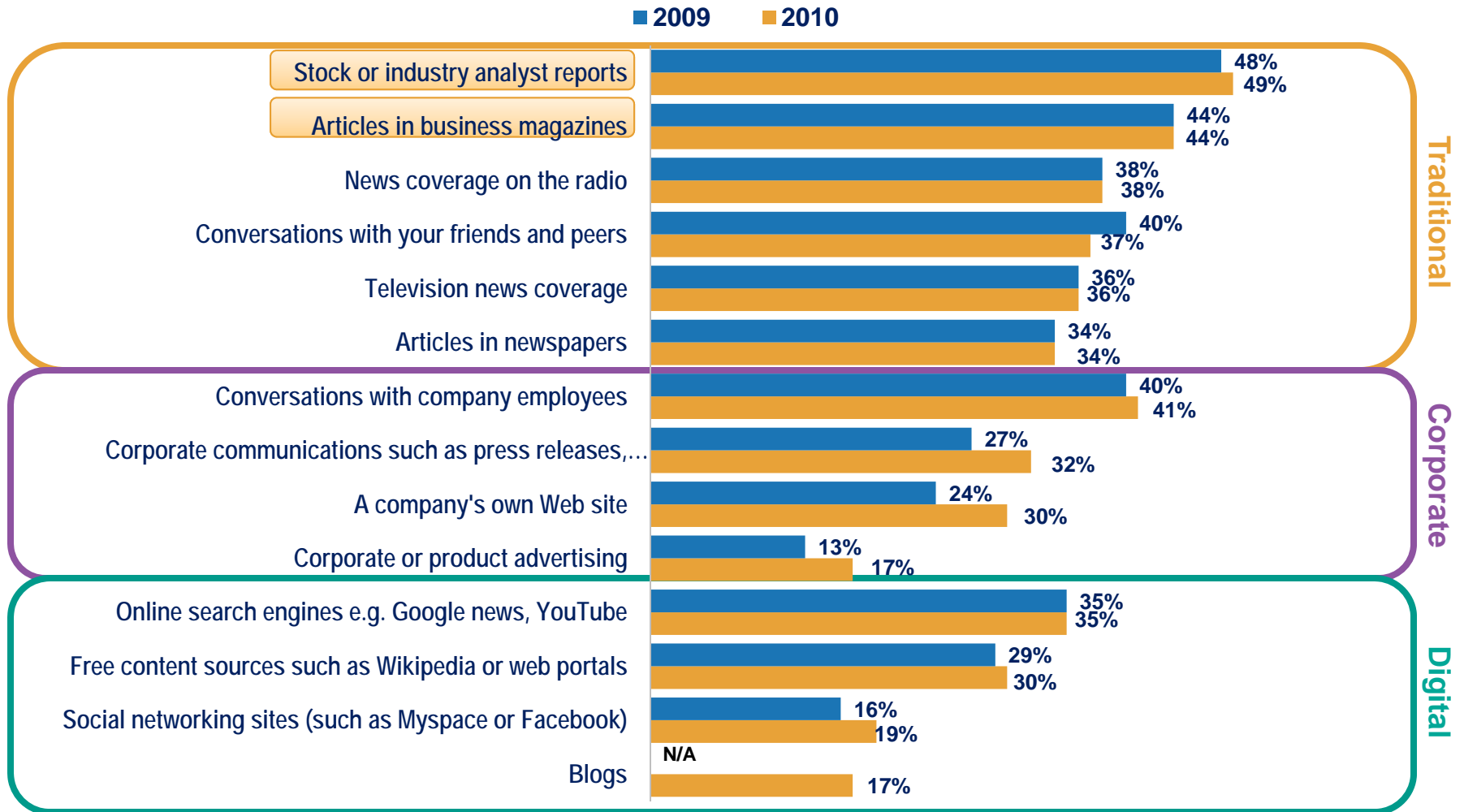


2009 Trust Barometer:

B74-78 Thinking back over the past 12 months, have you taken any of the following actions in relation to companies that you trust? Please answer yes or no to each action.

B79-82. Still thinking about the past 12 months, have you taken any of the following actions in relation to companies that you do not trust? Please answer yes or no to each action. Informed publics 25-64 in 20 countries

Informed publics continue to seek substantial expertise

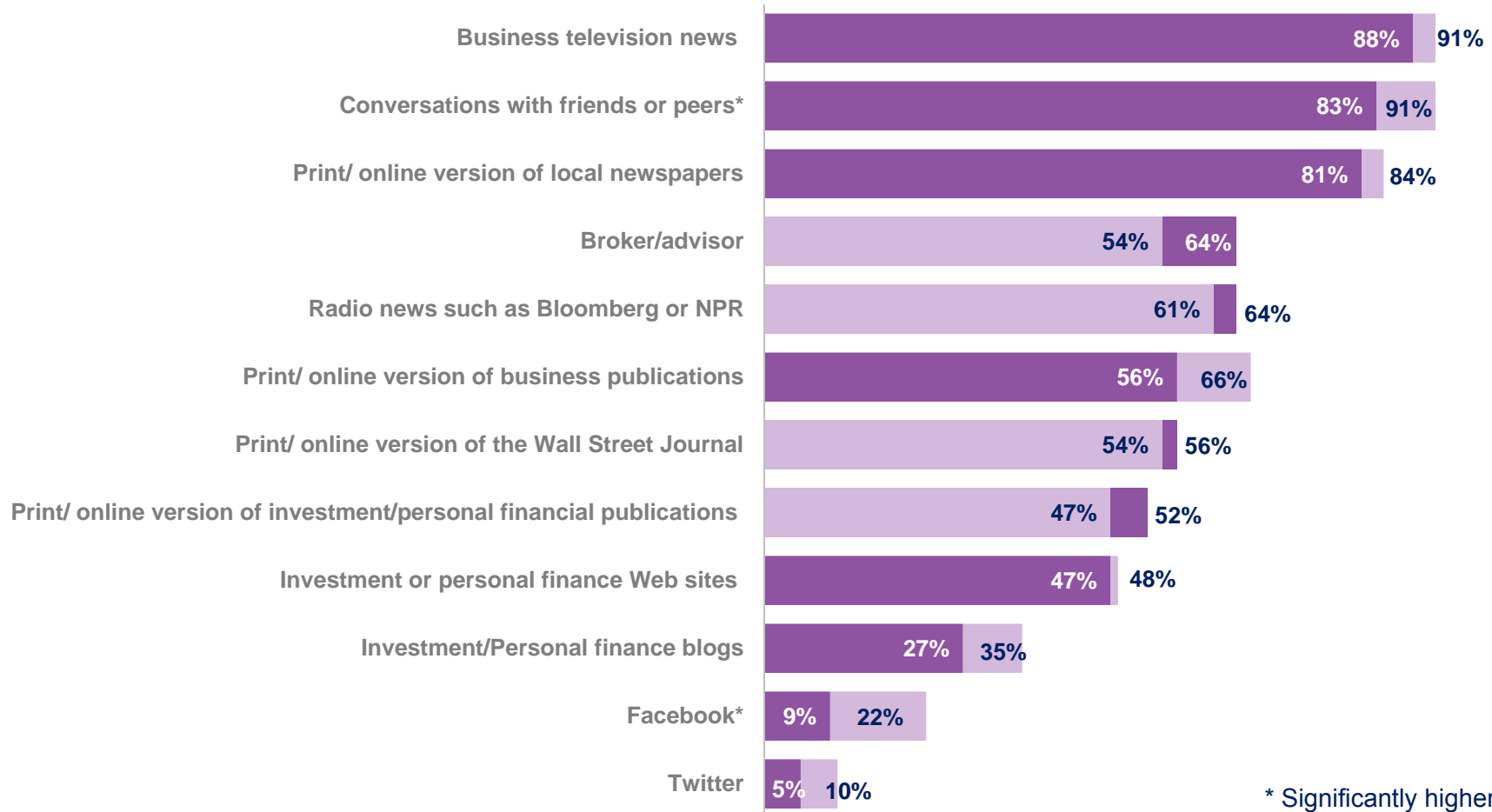


E84-97. [TRACKING] Now I'm going to read you a list of places where you might get information about a company. Please tell me how credible you believe each one of them is as a source of information about the company—is it extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 box, very + extremely credible) Informed Publics ages 25-64 in 20 countries

Business TV news, family and friends and local newspapers are most *widely used sources* for financial information.

% Who use each source at least monthly for financial information

■ 35-64 ■ 25-34

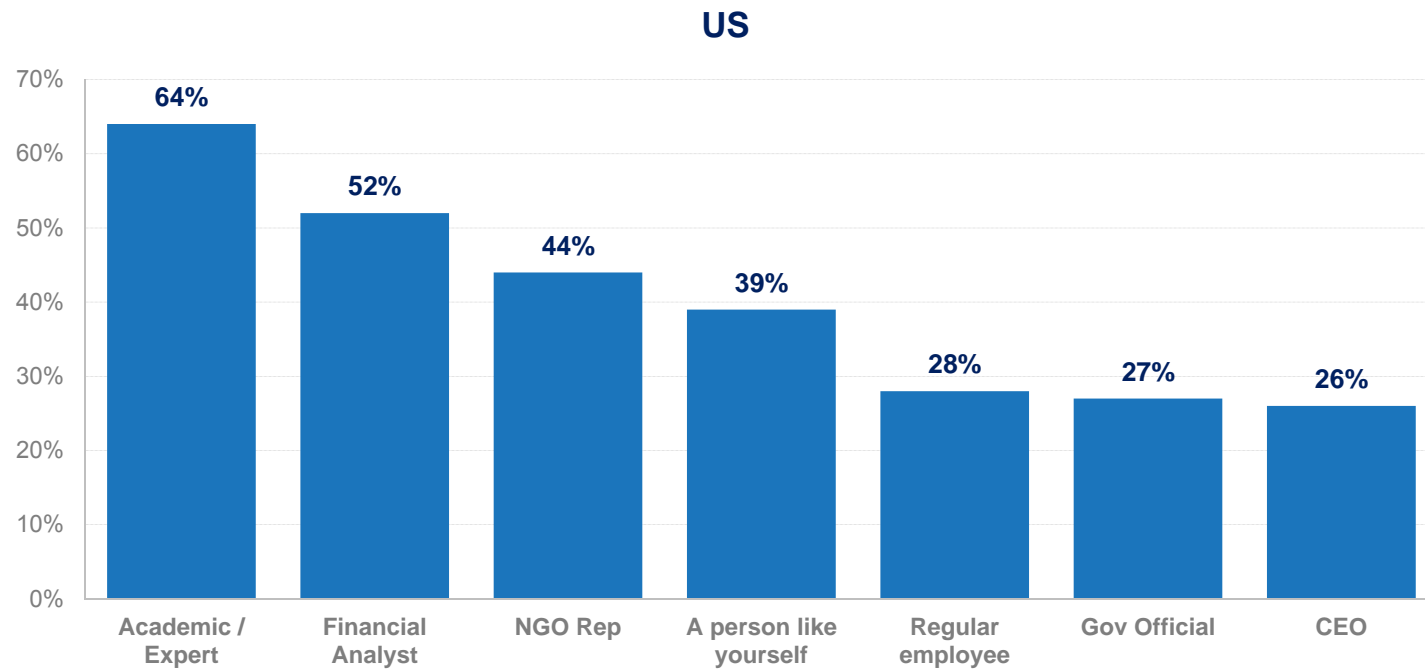


* Significantly higher trust

2010 U.S. Financial Services Trust Barometer -- For each please tell me how often do you read, watch or visit these media sources in a typical month to get information about investments, investing, or the financial markets. Do you get information daily, weekly, biweekly, monthly or never for....? (At least once a month) Informed publics ages 25-34 and 35-64

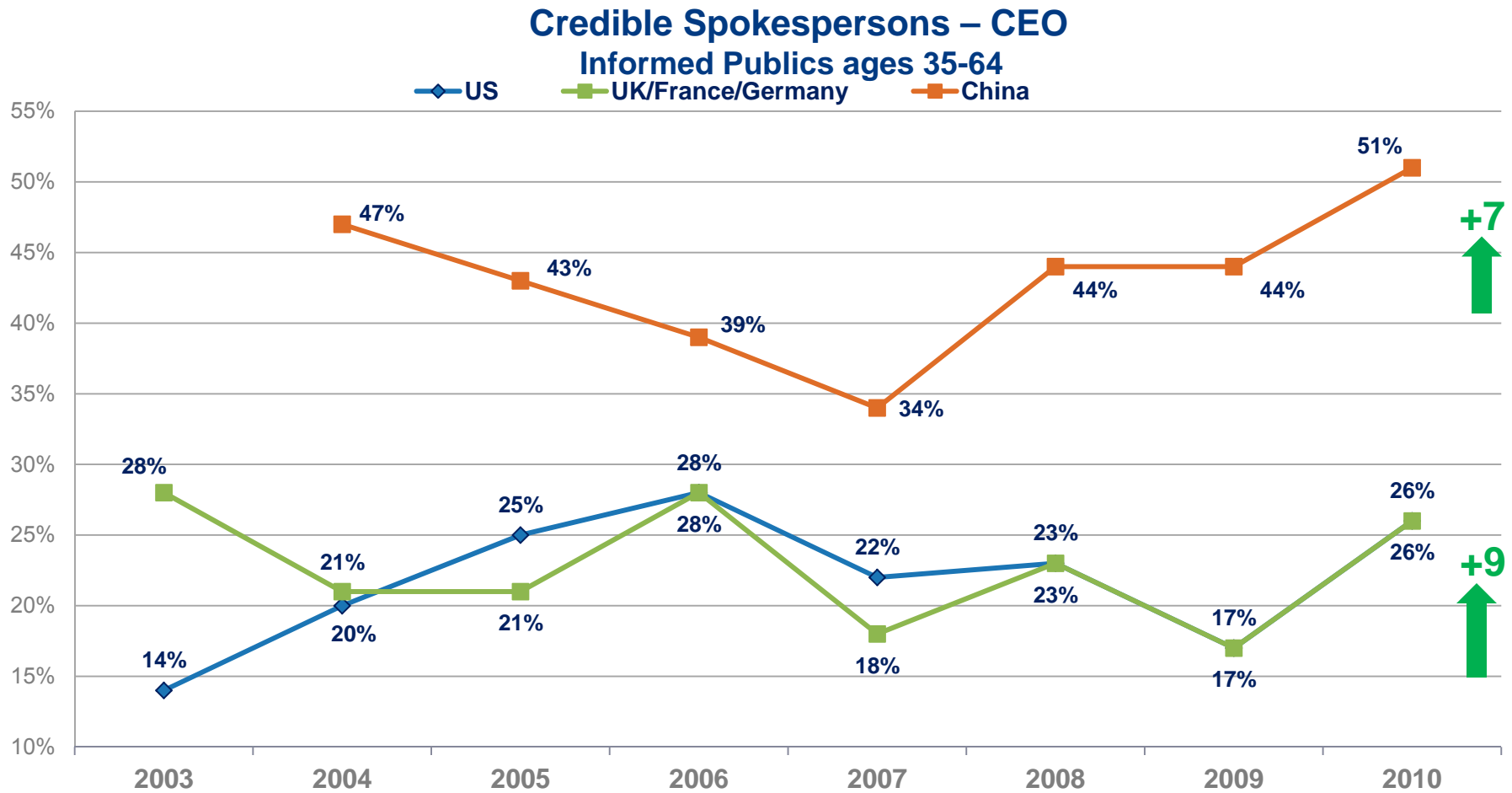


Academics/experts still most credible spokespeople CEO credibility still low in the U.S.



2010 Trust Barometer -- F99-F105. Now I'm going to read you a list of people. In general, when forming an opinion of a company, if you heard information about a company from that person, how credible would the information be--extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 box) Informed Publics ages 35-64

In key markets, CEOs recover trust in a year
Trend up or hold ground over time

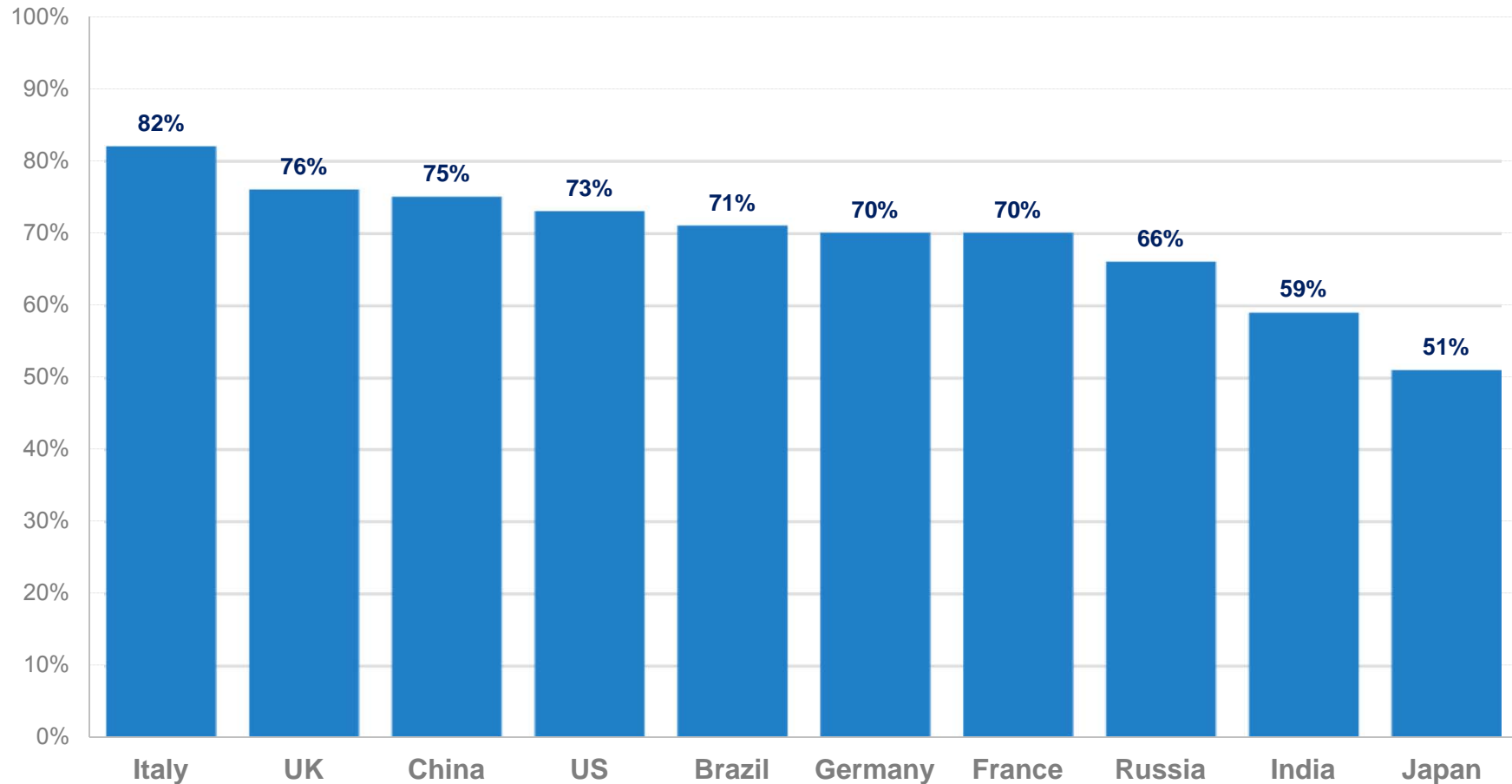


F99-105. [TRACKING] Now I'm going to read you a list of people. In general, when forming an opinion of a company, if you heard information about a company from that person, how credible would the information be? (Top 2 Box) Informed Publics ages 35-64

Corporate-NGO partnerships build trust

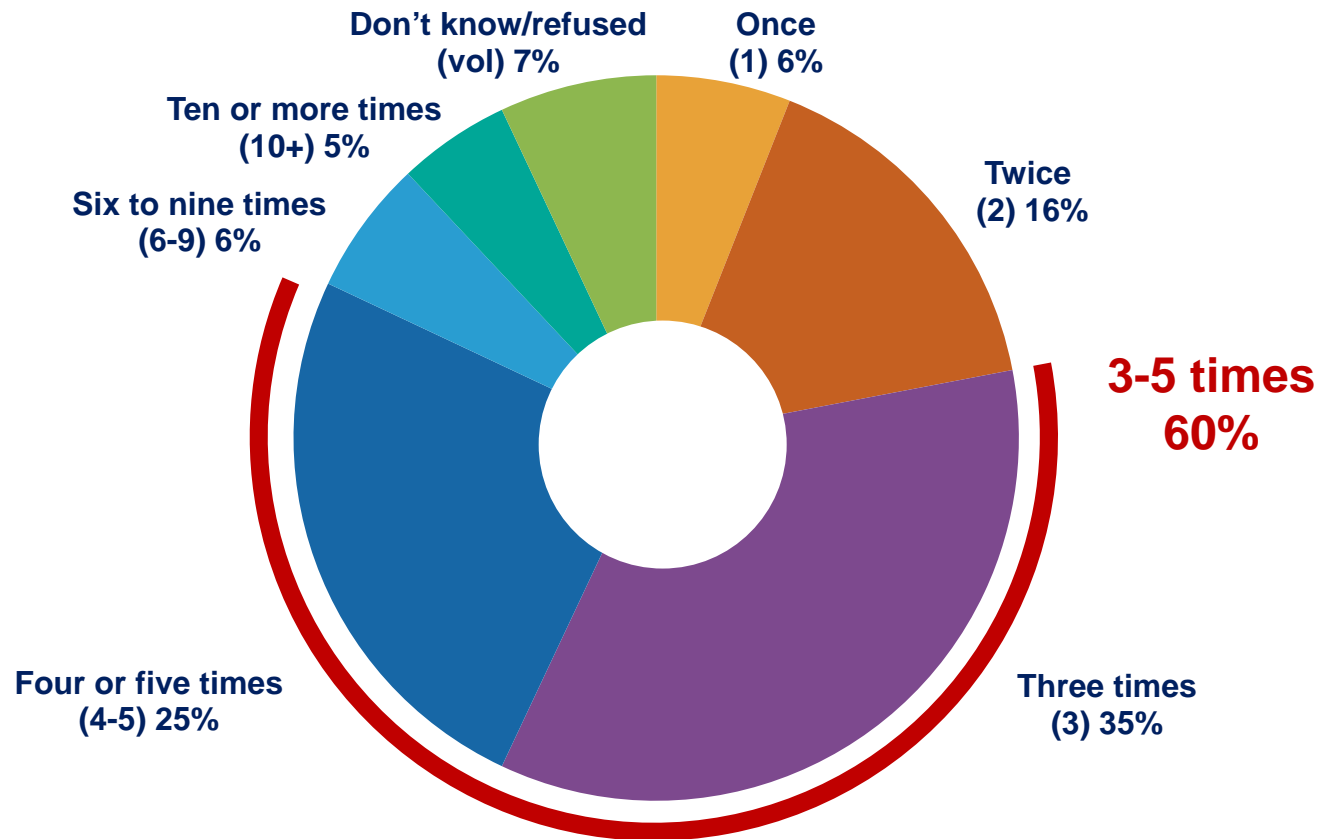
More likely to trust a company that partners with a NGO to battle global issues

Top 10 Countries by GDP



C80. Would you be more or less likely to trust a company that partners with NGOs to battle global issues such as climate change, alleviating poverty or curing diseases, than you would be to trust a company that works alone? (Net More Likely: Much More + A Little More) Informed Publics ages 25-64 – Top ten countries by GDP

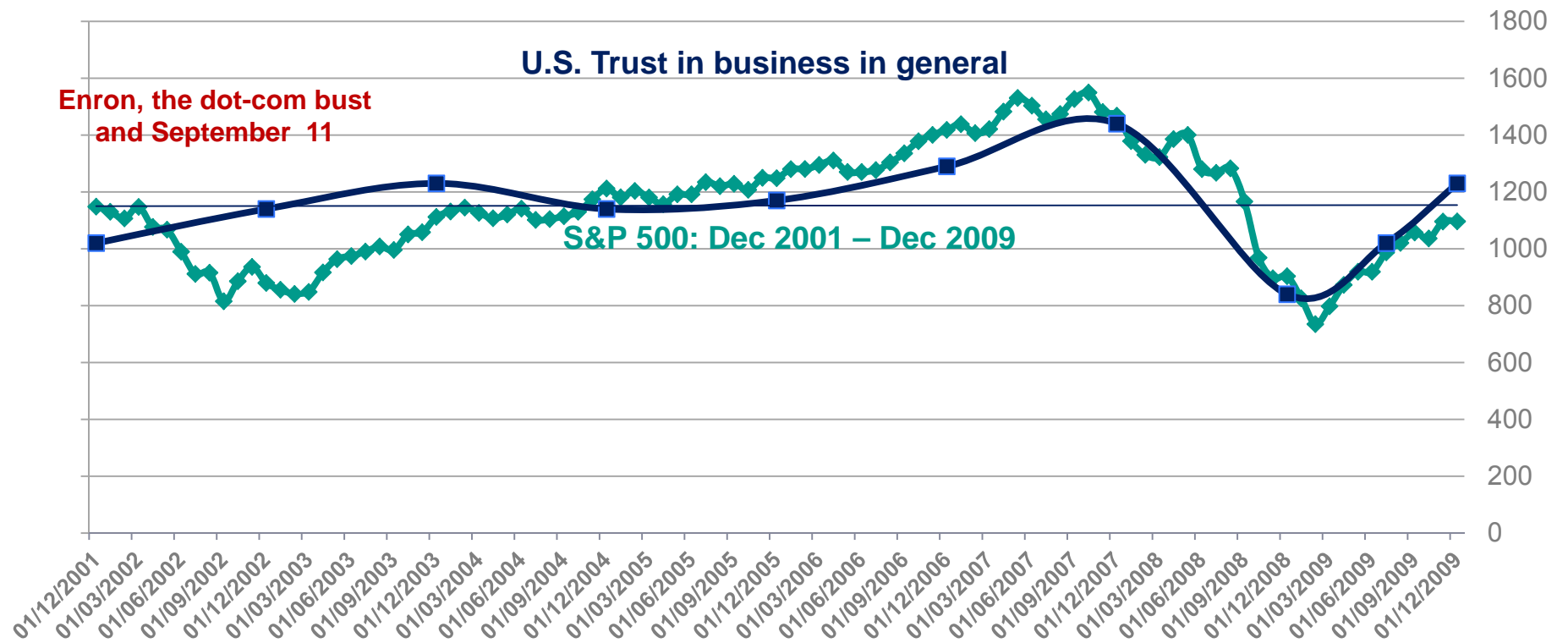
Informed publics need information from multiple sources, multiple voices
And need to hear it 3-5 times to believe it



C111. Think about everything you see or hear every day about companies, whether it is positive or negative. How many times in general do you need to hear something about a specific company to believe that the information is likely to be true? Please give me a number.
25-64 Informed publics

In the U.S., business performance across industries and trust continue hand in hand.

S&P 500 Average vs. U.S. Trust in Business

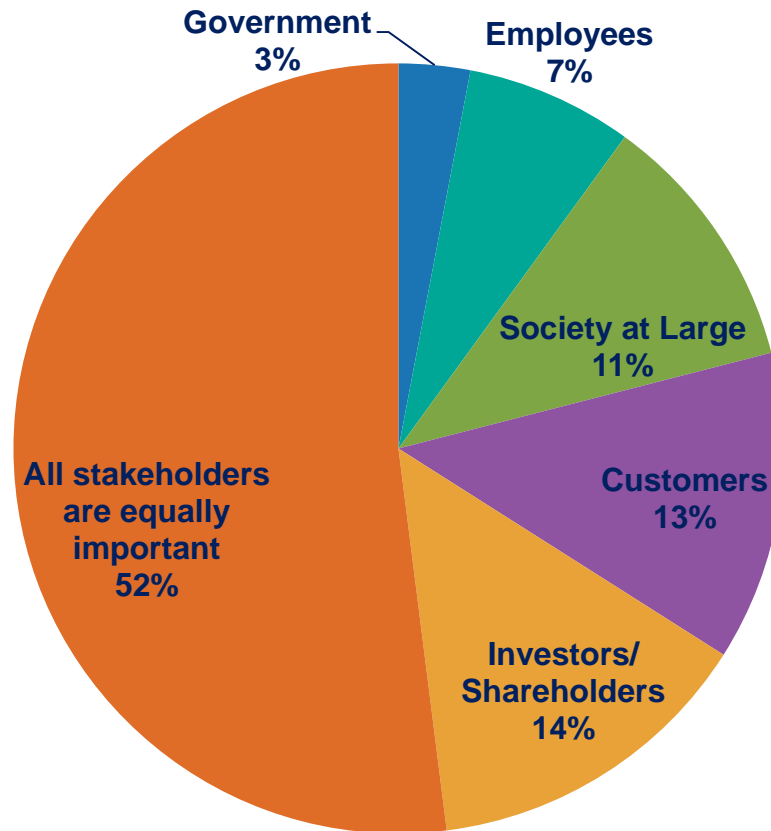


2010 Trust Barometer - A9. [Business in general TRACKING] I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right. Please use a nine-point scale where one means that you "DO NOT TRUST THEM AT ALL" and nine means that you "TRUST THEM A GREAT DEAL". (Top 4 Box, Trust)



A stakeholder, not a shareholder, world

Which stakeholder should be most important to a CEO's business decisions?



D83. When a CEO makes business decisions for his or her company, which stakeholder SHOULD BE most important to a CEO's business decisions? Informed Publics ages 25-64 in 22 countries

What We Have Learned

Diminished
trust impedes
business license
to operate

Regulation \neq
abdication

A public
company serves
shareholders
and society

Partnership is
the solution
