



2012 Edelman Trust Barometer – EMEA Findings

METHODOLOGY OVERVIEW

25 annual study

Online survey in 25 countries

30,000+ respondents

1,000 general population respondents per country

Ages 18+

Oversample of informed publics*

500 respondents in U.S. and China & 200 in all other countries

Ages 25-64

- (Trending data among Ages 35-64)

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**

EMEA select countries:

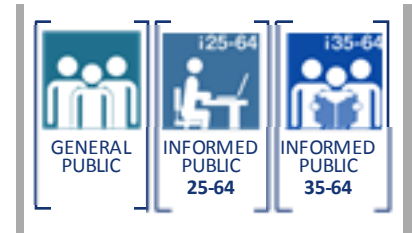
UK, Germany, France, Italy, Spain, Netherlands, Sweden, Ireland, Poland, Russia** and UAE**

* This year informed Publics were surveyed via online methodology instead of telephone

** Note: Russia and UAE are not included in the European Union Region total



**Timing in Italy:
From 12 / 10 / 2011
To 15 / 11 / 2011**



Indicates Global Data



Indicates European Union Region Data



Edelman Trust Barometer in retrospect



2011	Rise of authority figures
2010	Trust is now an essential line of business
2009	Business must partner with government to regain trust
2008	Young influencers have more trust in business
2007	Business more trusted than government and media
2006	“A person like me” emerges as credible spokesperson
2005	Trust shifts from “authorities” to peers
2004	U.S. companies in Europe suffer trust discount
2003	Earned media more credible than advertising
2002	Fall of the celebrity CEO
2001	Rising Influence of NGOs



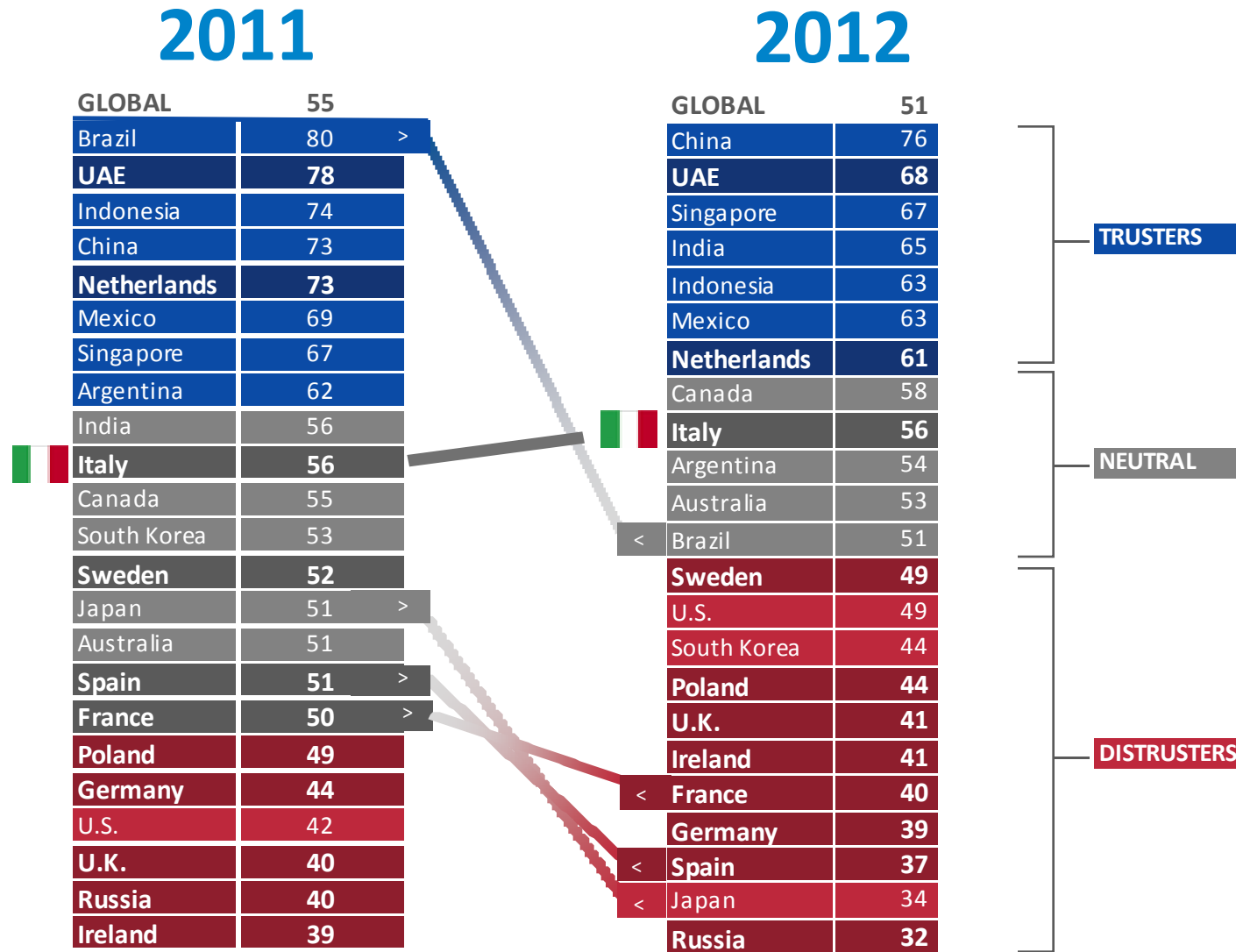
the state of TRUST

Italian Context



Distrust is growing; nearly twice as many countries are now skeptics

Majority of EMEA countries are “Distrusters” in 2012



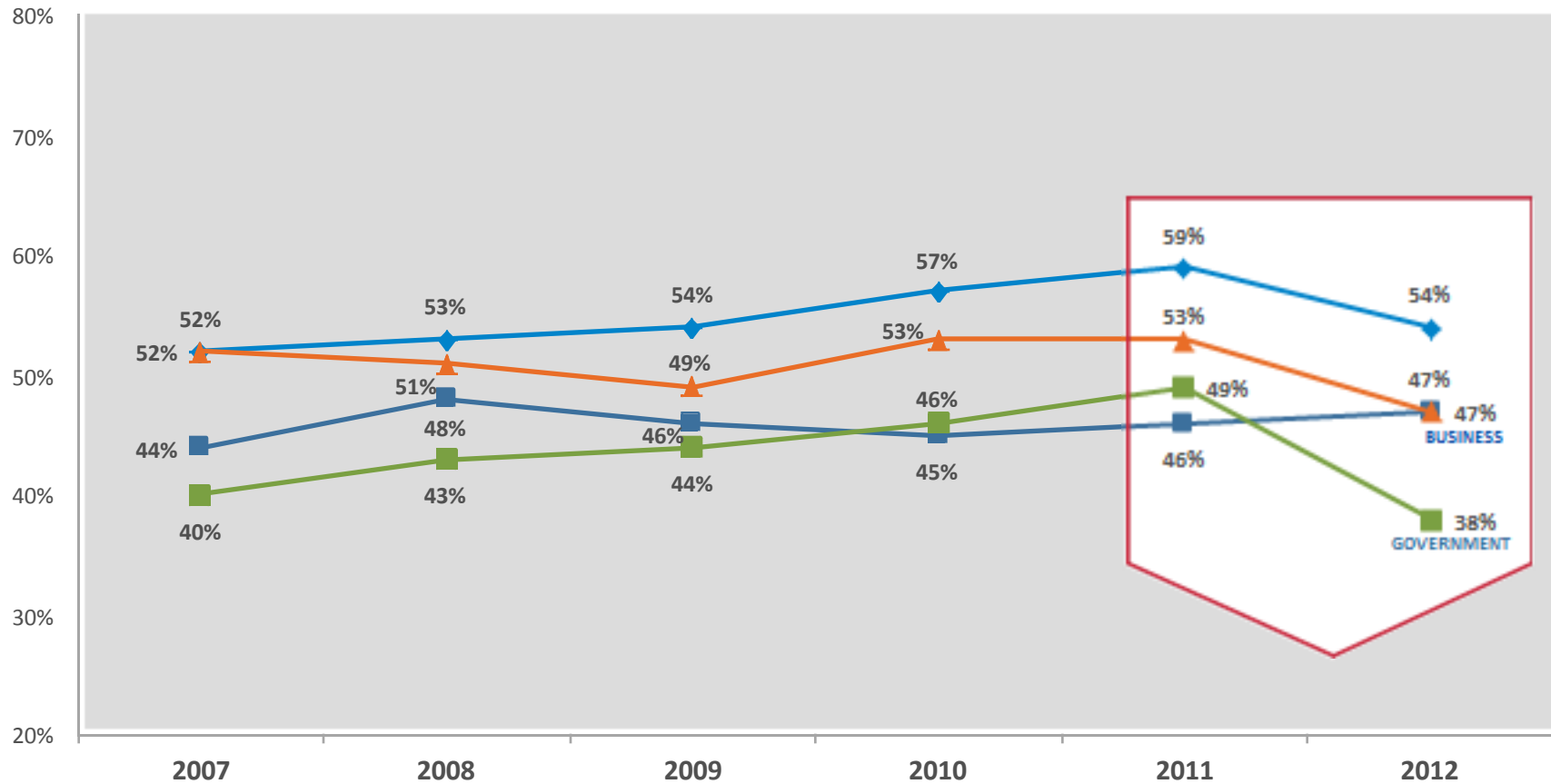
Composite score is an average of a country's trust in all four institutions. Informed Publics ages 25-64 in 20 country global total (excludes Argentina, Hong Kong, Malaysia, Singapore and UAE) and across 23 countries

Globally, NGOs and business fall to 2009 trust level – government record decline



TRUST IN INSTITUTIONS – 18-COUNTRY GLOBAL TOTAL

- ◆ NGOs
- Media
- ▲ Business
- Government



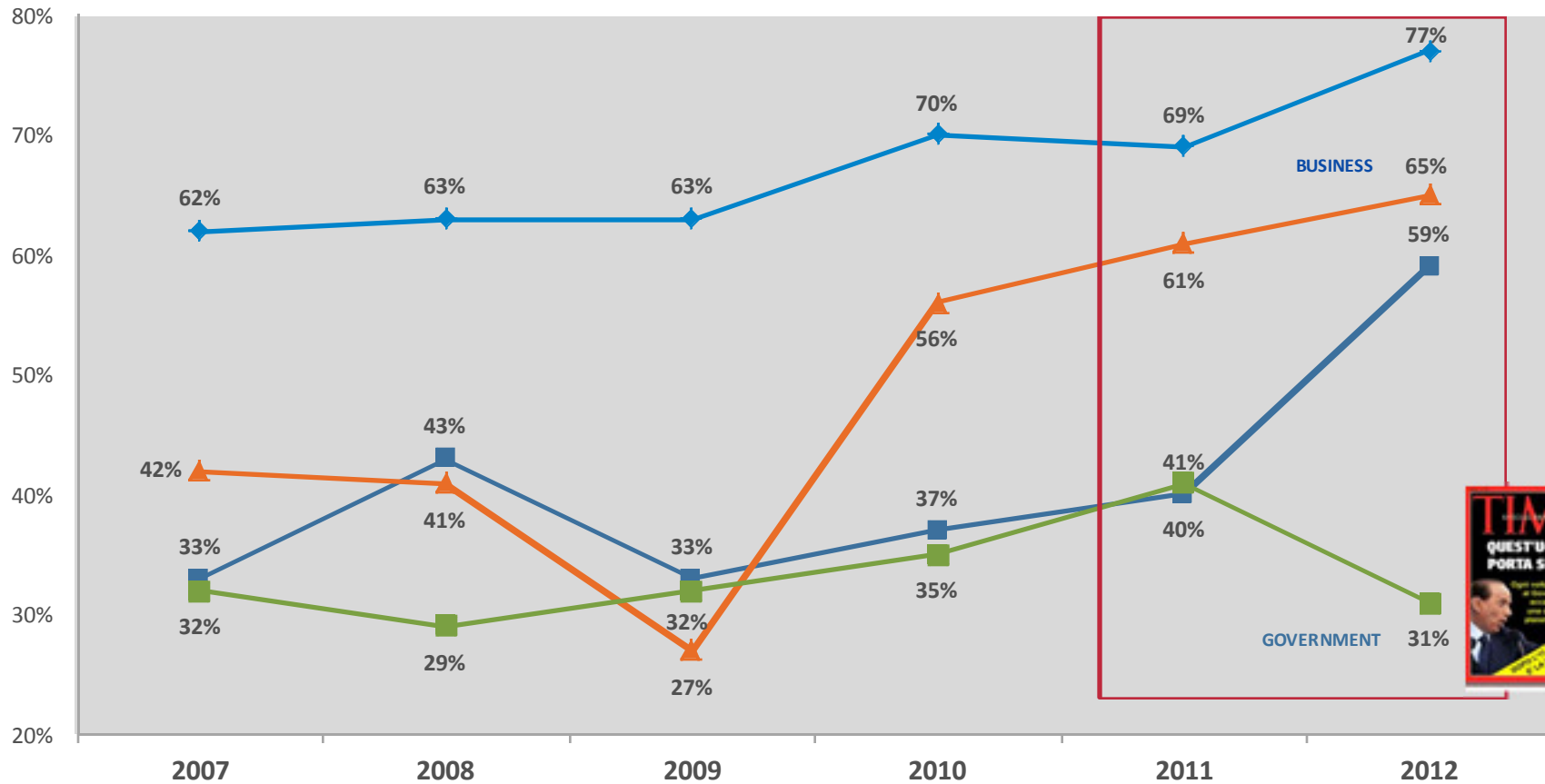
Q11-14. [TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust) Informed Publics ages 35-64 in 18 country global total (excludes Argentina, Australia, Hong Kong, Indonesia, Malaysia, Singapore and UAE)



In Italy, widening trust gap between business, NGOs and media vs. government

TRUST IN INSTITUTIONS – ITALY

- ◆ NGOs
- Media
- ▲ Business
- Government



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 Italy

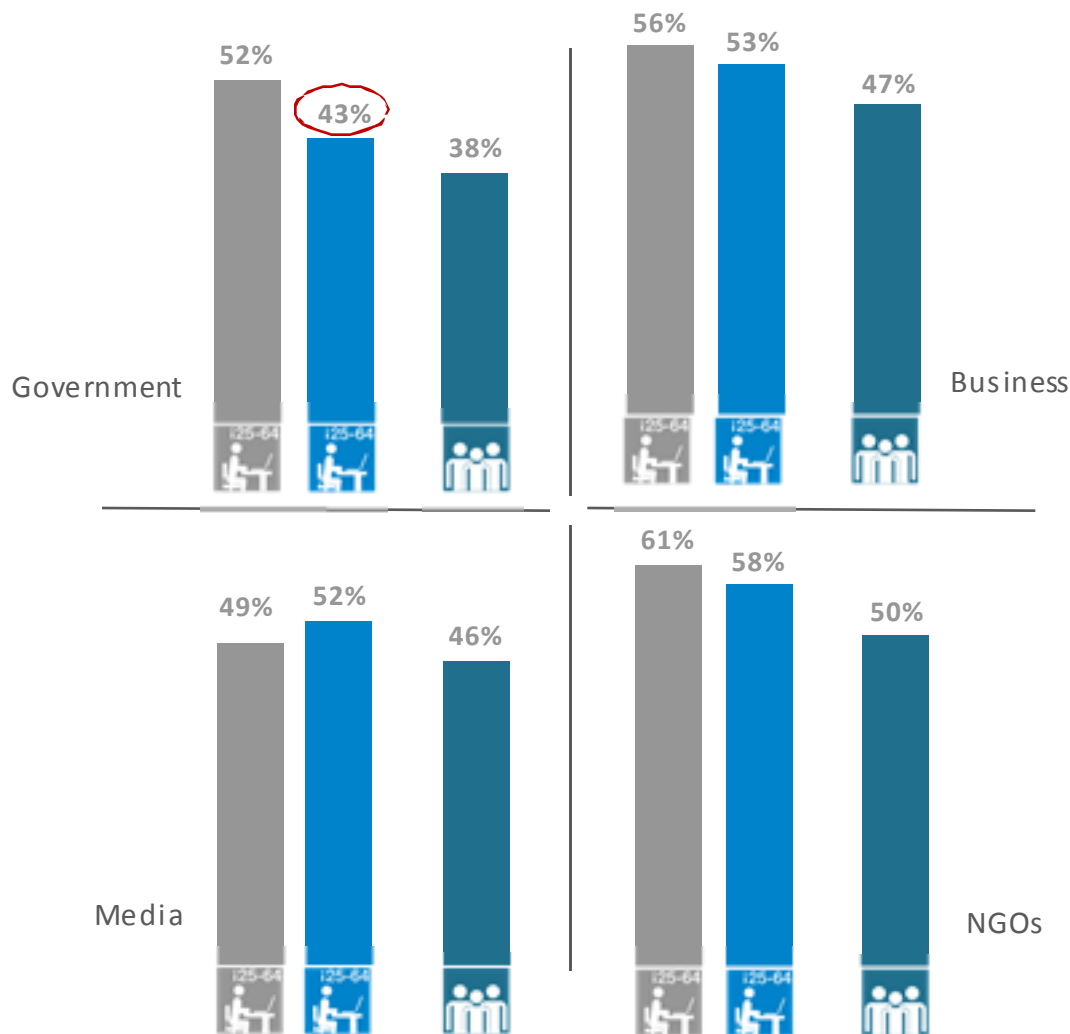




Globally, trust in three of four institutions declines; only media rises

TRUST IN INSTITUTIONS

- 2011 Informed Public
- 2012 Informed Public
- 2012 General Public



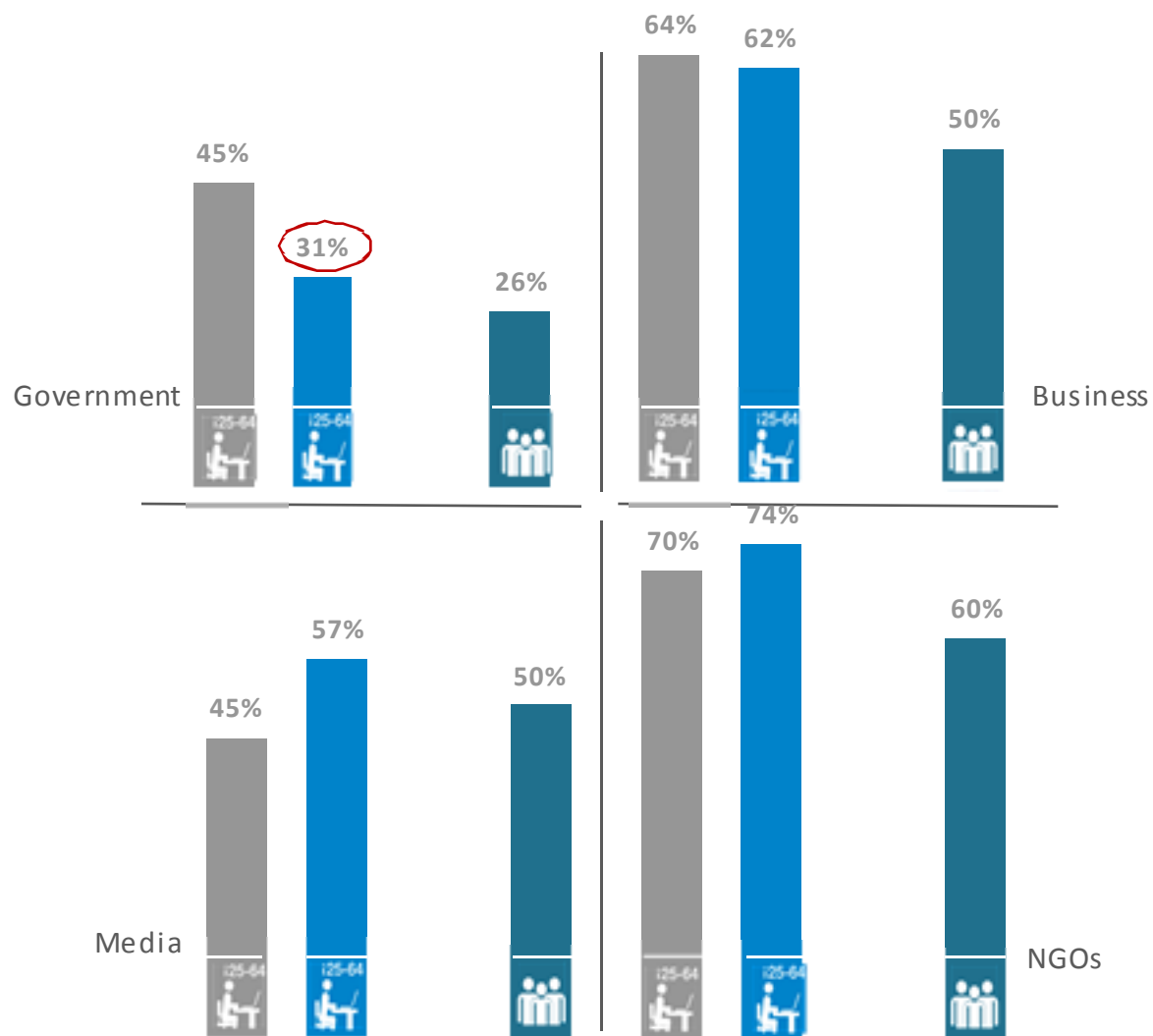
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In Italy, trust in business holds while government falls lower

TRUST IN INSTITUTIONS - ITALY

- 2011 Informed Public
- 2012 Informed Public
- 2012 General Public

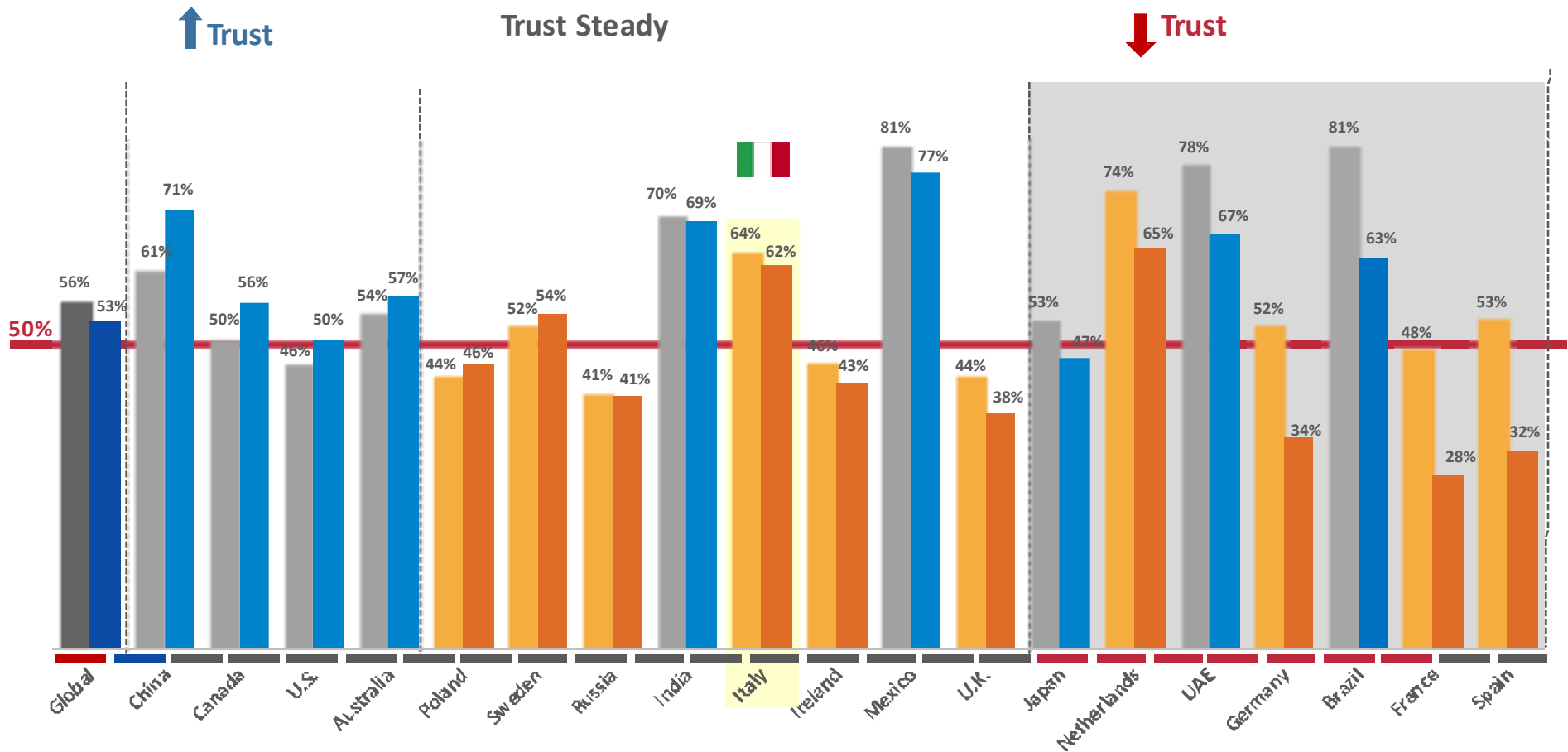
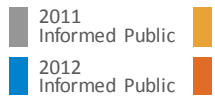


Q11-14. [TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust) General Population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

Several mature economies, including Germany, France and Spain, see double-digit drops in business trust



TRUST IN BUSINESS

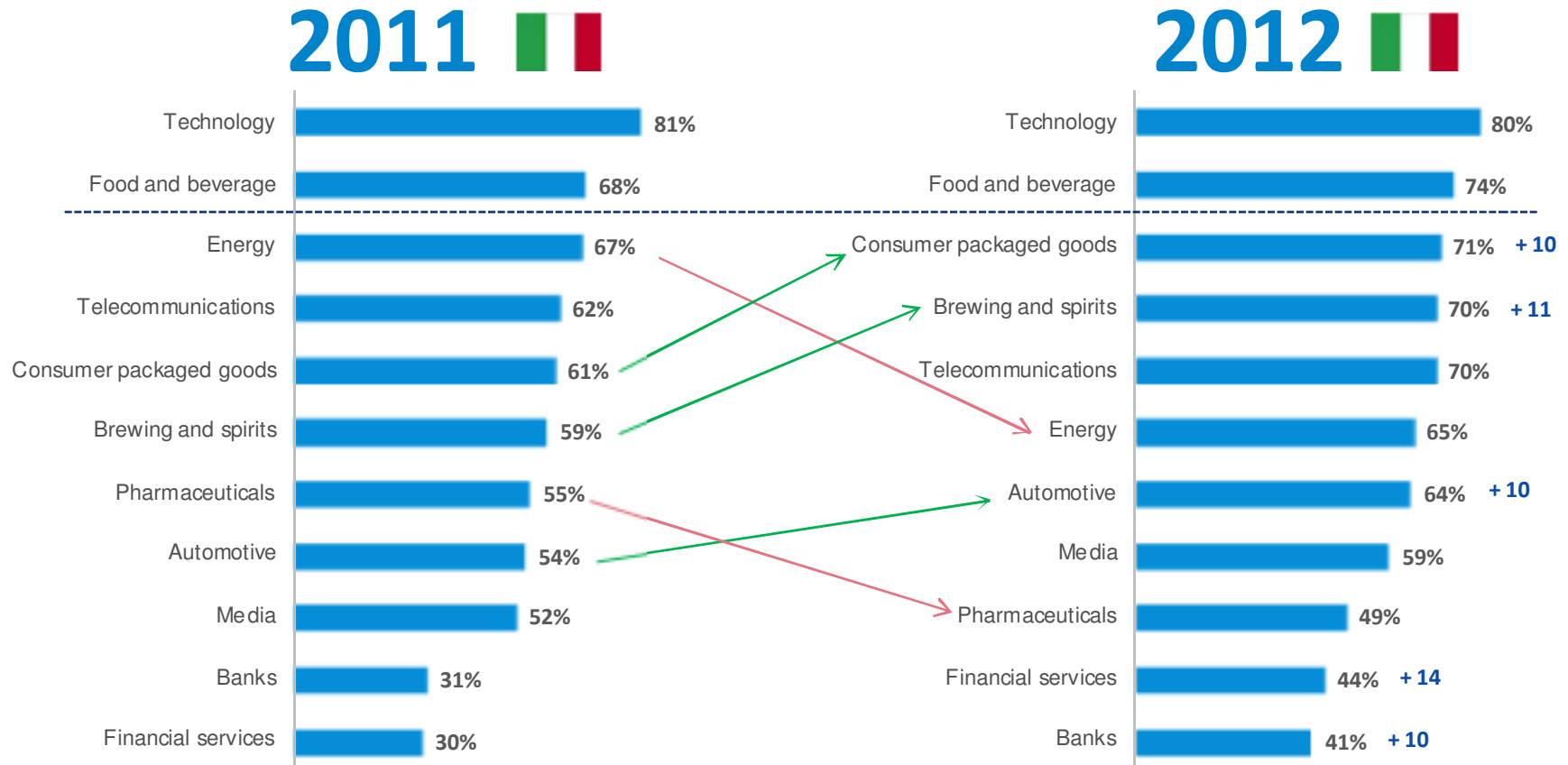


Q11-14. [Business in General TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust)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



Top two most trusted industries – Tech, F&B consistent from 2011 to 2012, CPG rises while banks and financial services stay at bottom rank

TRUST IN INDUSTRIES – ITALY



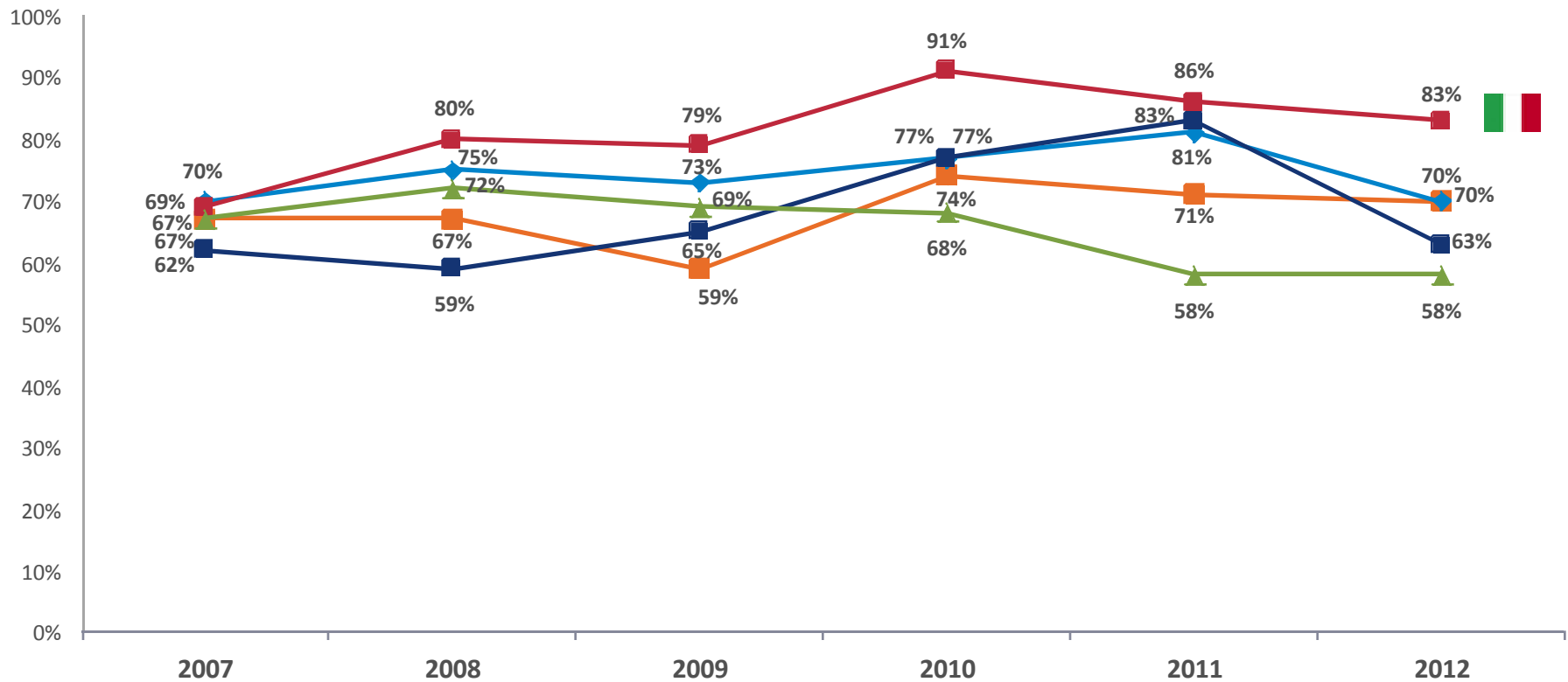
Q16-26. [TRACKING] Please indicate how much you **trust** businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust) Informed publics ages 25-64 in Italy



Trust in technology remains high in Europe countries, particularly Italy

TRUST IN TECHNOLOGY

- U.K.
- ◆ France
- Germany
- Italy
- ▲ Russia

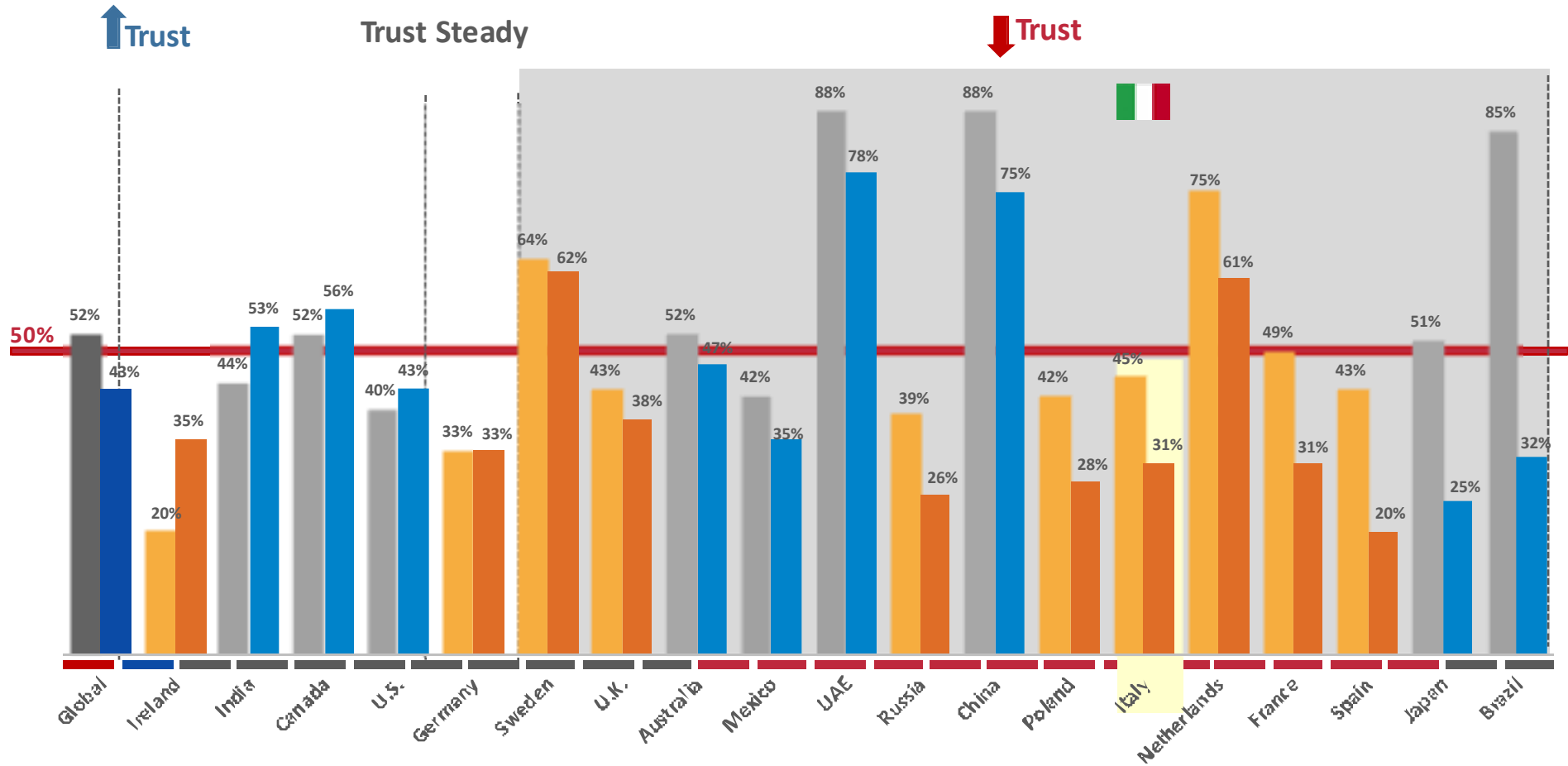
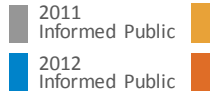


Q16-26. [Technology TRACKING] Please indicate how much you **trust** businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust) Informed publics ages 35-64 in France, Germany, Italy, Russia and the U.K.

Majority of countries now distrust government



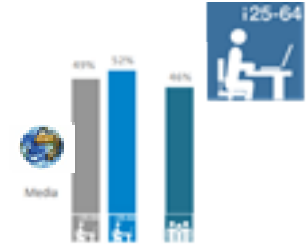
TRUST IN GOVERNMENT



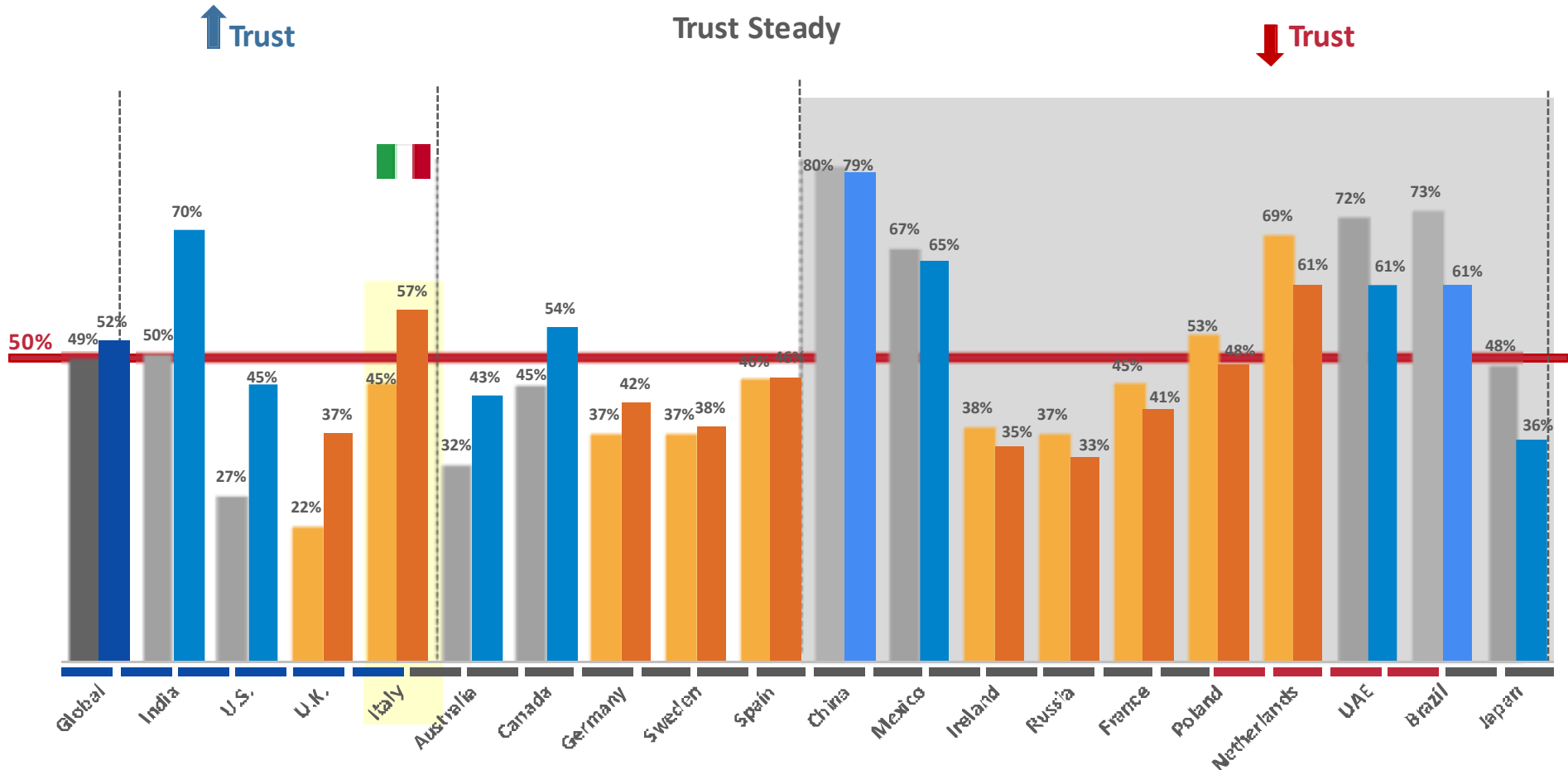
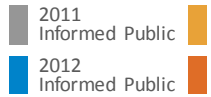
Q11-14. [Government in General TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". (Top 4 Box, Trust)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



Media only institution to see trust rise, though largely steady in majority of EMEA countries



TRUST IN MEDIA

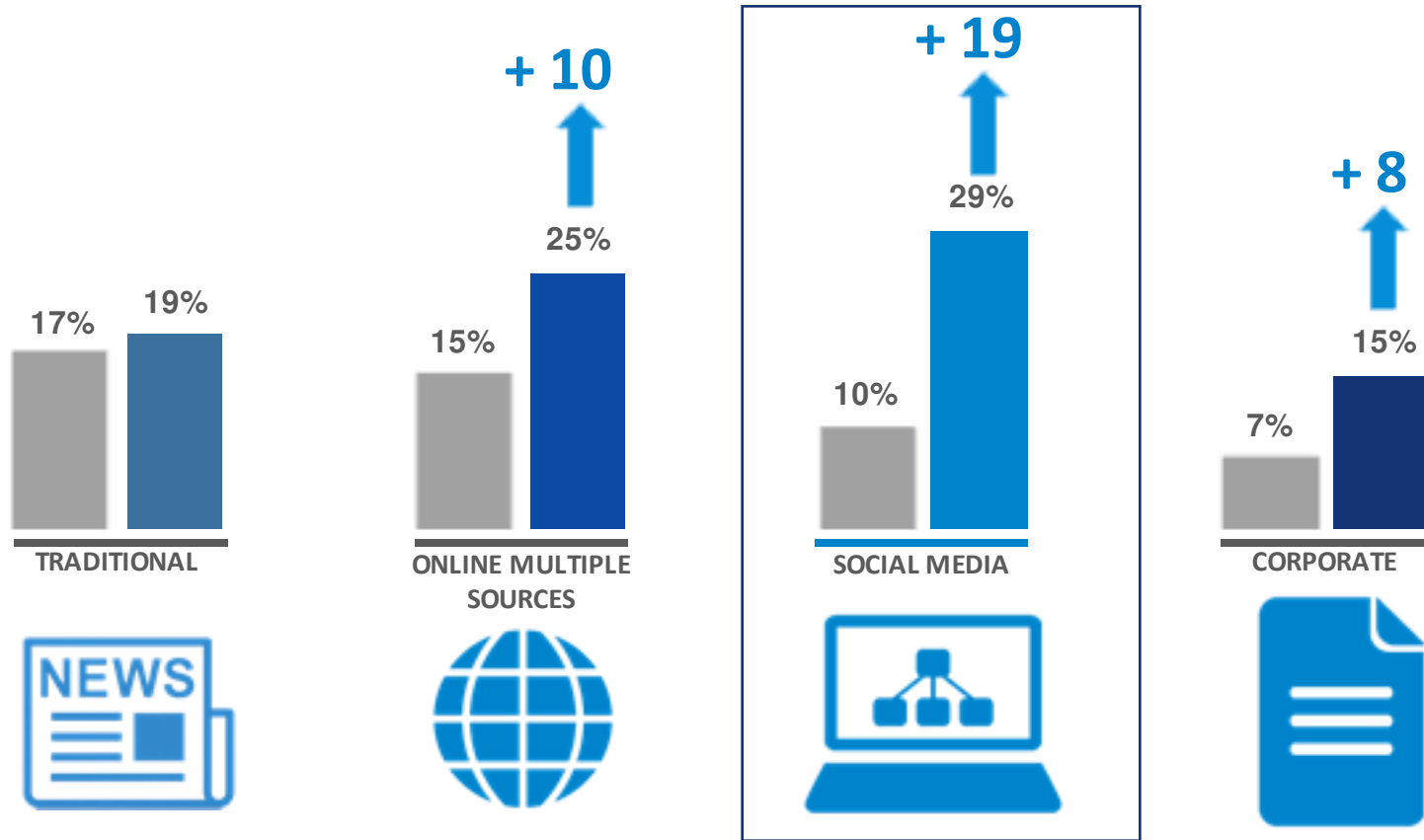


Q11-14. [Media in General TRACKING] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. (Top 4 Box, Trust) Informed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



Diversification of Media – Social Media Rises

TRUST IN INFORMATION SOURCES – ITALY

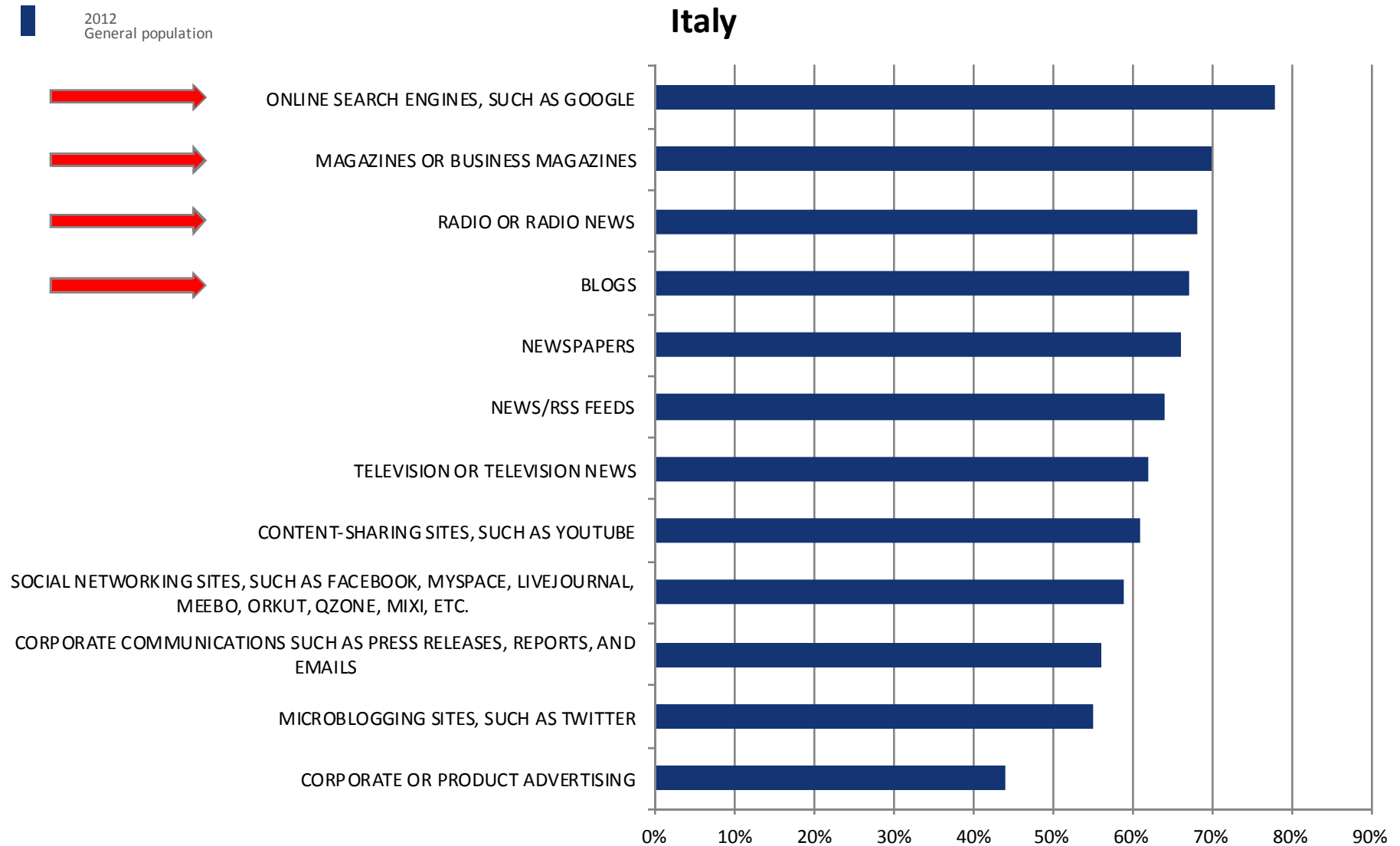


Q149-160. [TRACKING] Below is a list of places where you might get information about a company. For each, please indicate if you **trust** it a great deal, somewhat, not too much, or not at all as a source of information about a company. (Top Box - % Trust A Great Deal) Informed Publics ages 25-64 in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



Diversification of Media – Search Engines are Roaring: TV far behind

TRUST IN INFORMATION SOURCES – ITALY

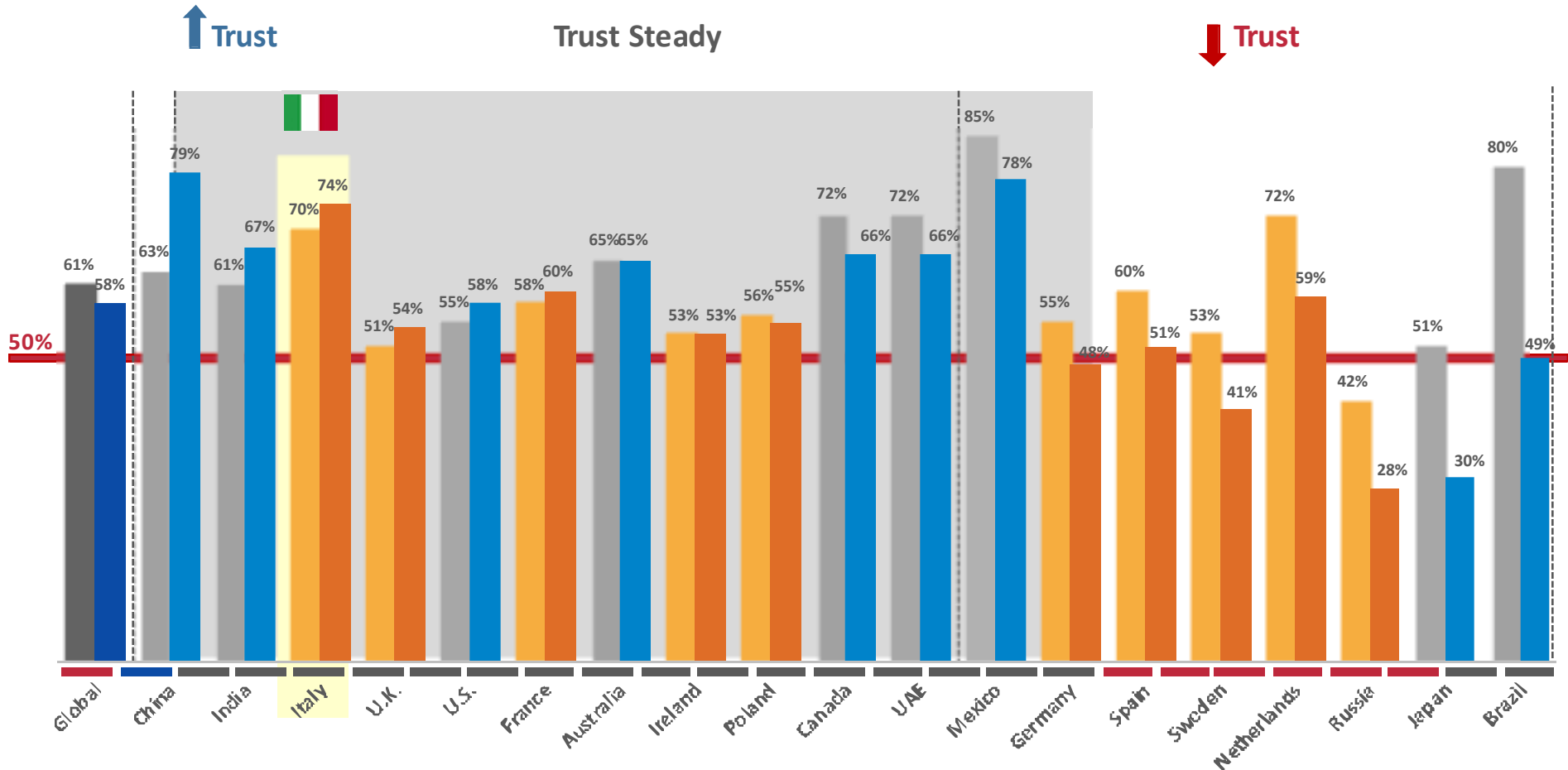
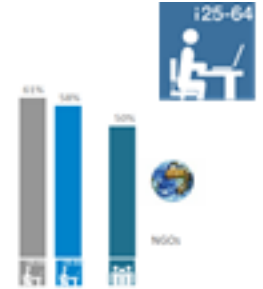
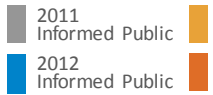


Q161-165. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a 9-point scale where one means that you "do not trust it at all" and nine means that you "trust it a great deal".



NGOs still most trusted institution, despite some drops; Sweden, the Netherlands and Russia among countries driving decline

TRUST IN NON-GOVERNMENTAL ORGANIZATIONS (NGOS)



Q11-14. [Non-governmental organizations (NGOs) 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



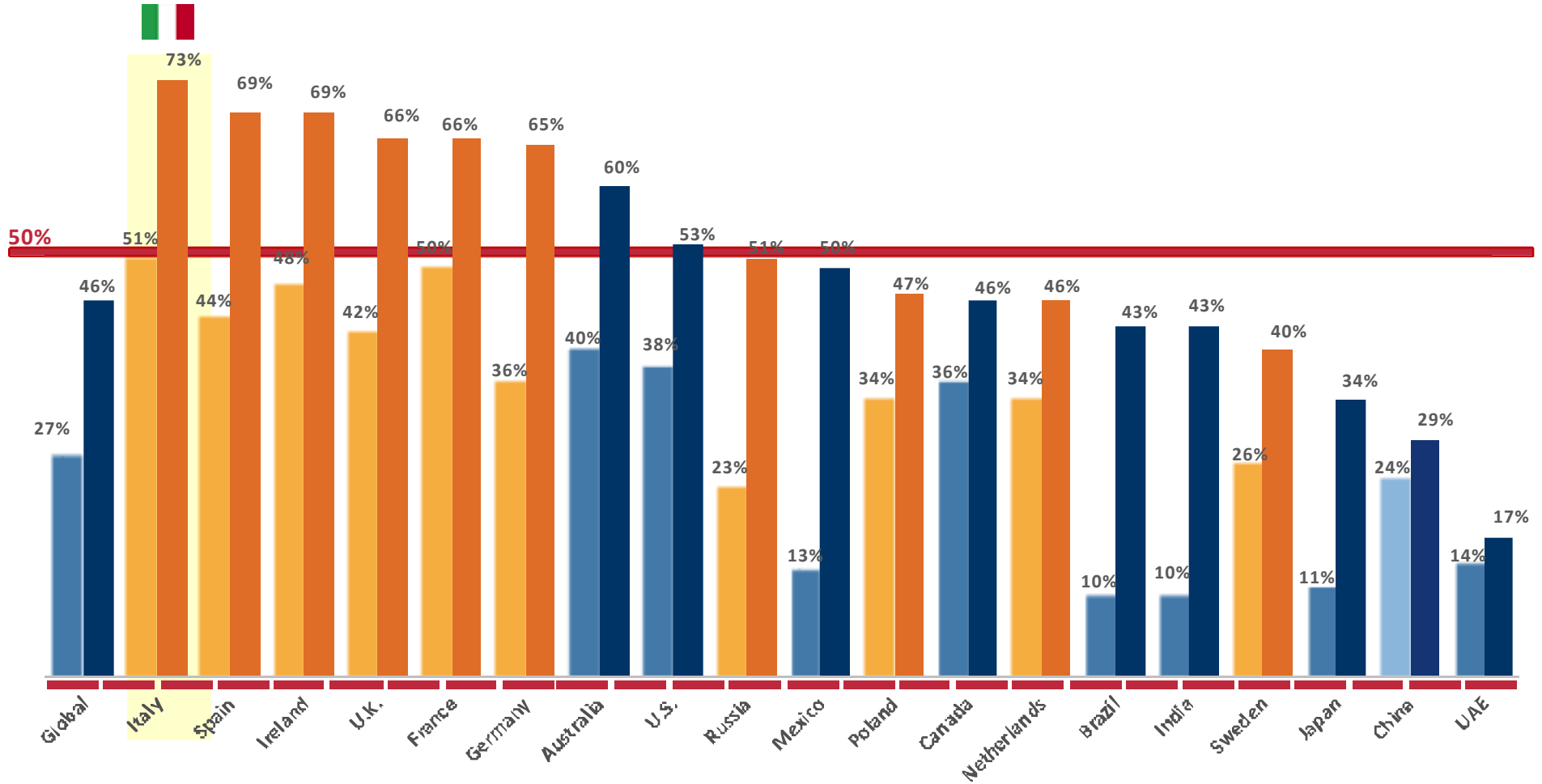
business government DYNAMIC



Italians most likely to say they do not trust government leaders to tell the truth



% WHO DO **NOT TRUST THEM** AT ALL TO TELL THE TRUTH



Q126A. [SPLIT SAMPLE] How much do you trust business leaders to tell you the truth, regardless of how complex or unpopular it is? (% who say they do not trust them at all) General Population in 25 country global total and across 25 countries; Q126B. [SPLIT SAMPLE] How much do you trust government leaders to tell you the truth, regardless of how complex or unpopular it is? (% who say they do not trust them at all) General Population in 25 country global total and across 25 countries

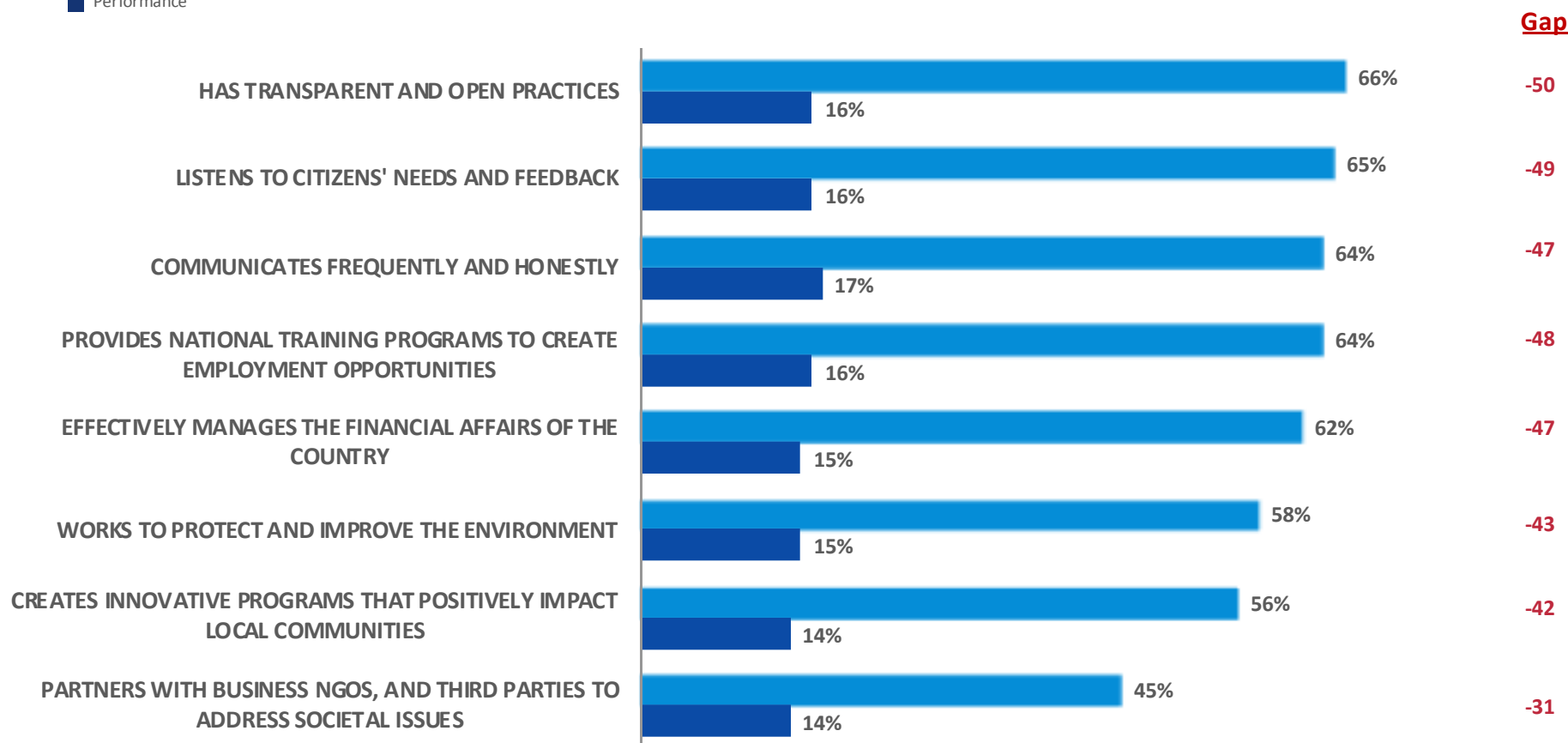




Government not meeting public's expectations in Italy

GOVERNMENT IMPORTANCE VS. PERFORMANCE – ITALY

 Government Importance
 Government Performance



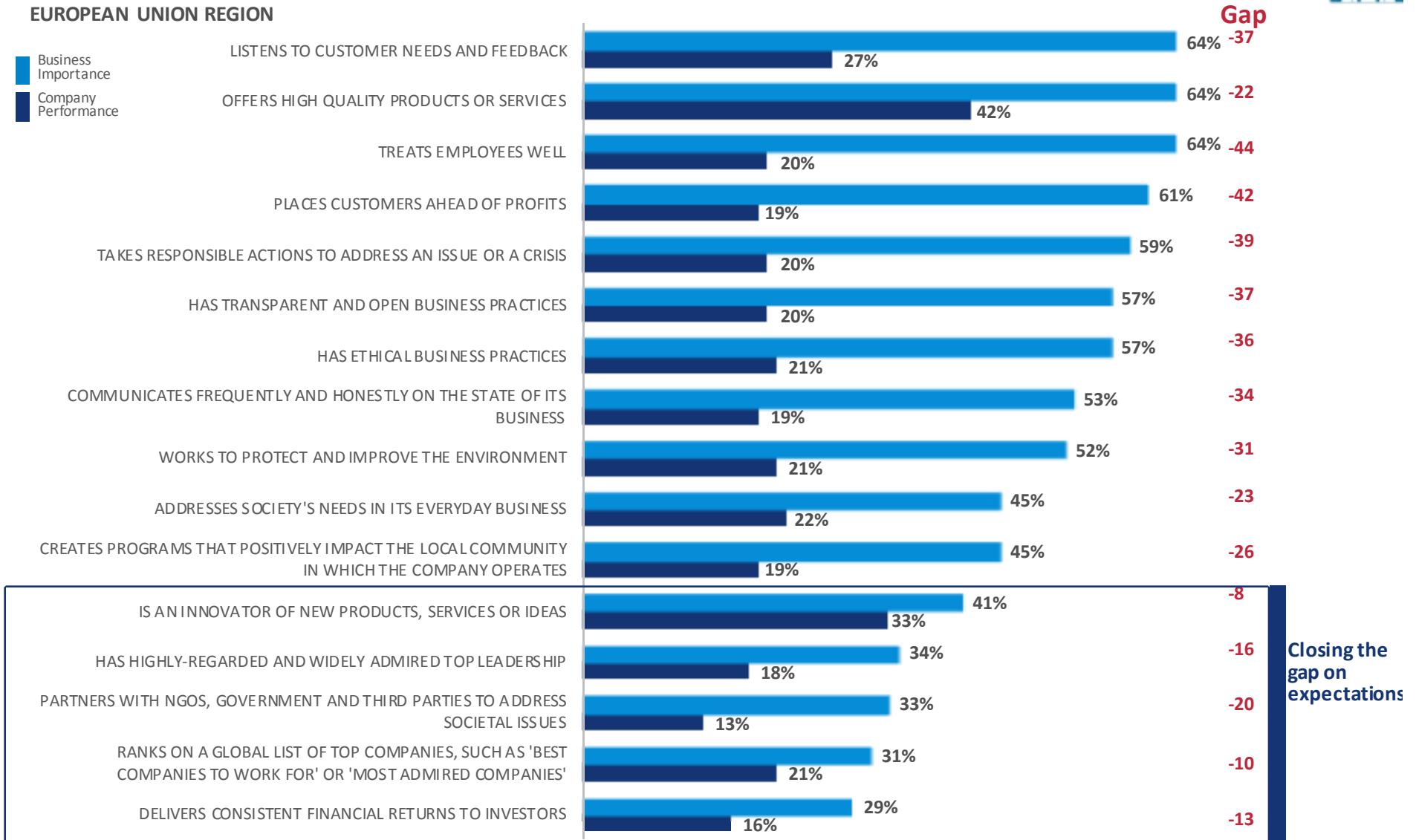
Q132-139. How important is each of the following actions to building your trust in government? Please use a nine-point scale where one means that action is 'not at all important to building your trust' and nine means it is 'extremely important to building your trust'. (Top 2 Box , Very/Extremely Important) General Population in Italy; Q140-147. Please rate your government on how well you think they are performing on each of the following attributes using 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 Italy





In the European Union, business not meeting public's expectations

EUROPEAN UNION REGION



Closing the gap on expectations

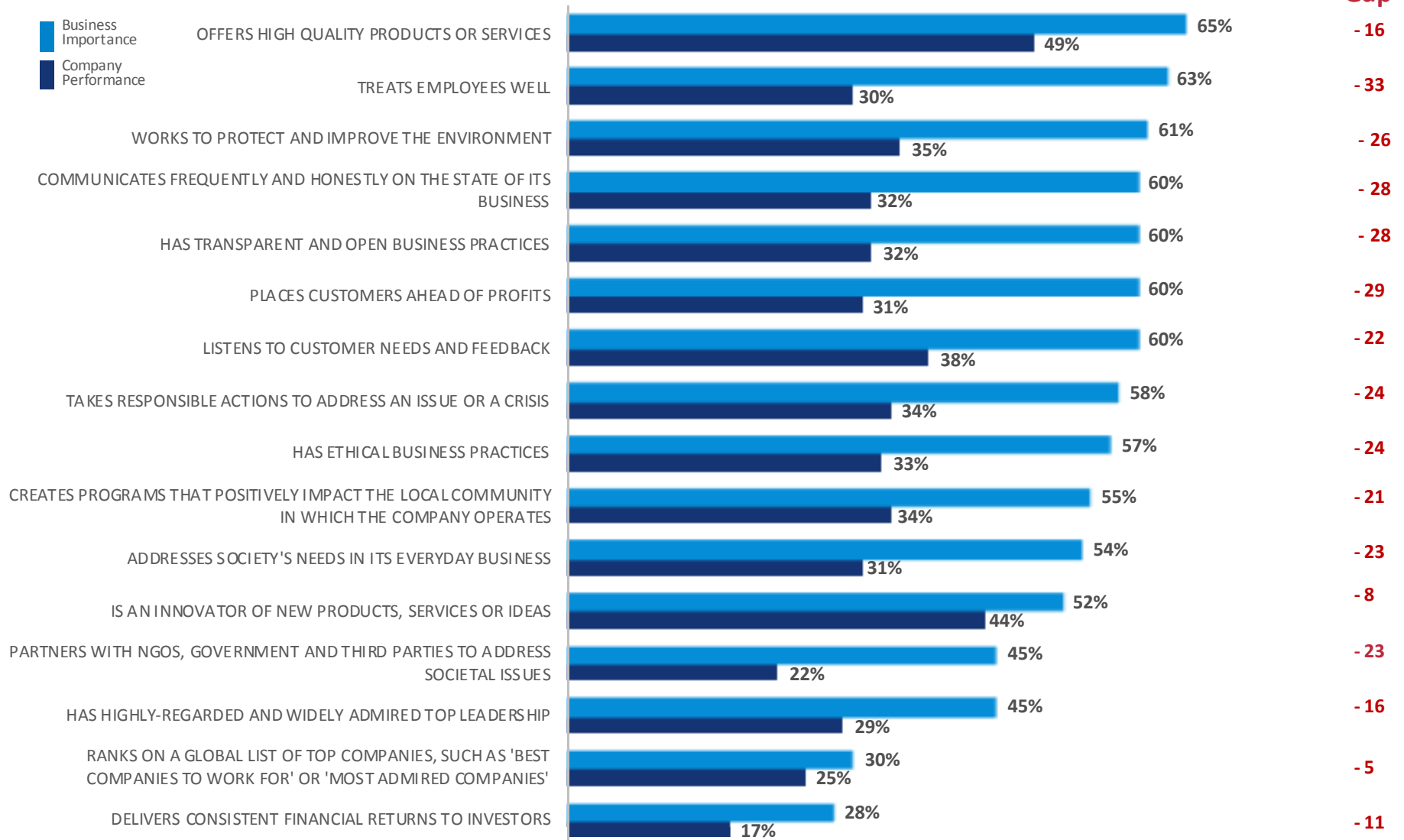
Q52-69. How important is each of the following actions to building your TRUST in a company? Use a nine-point scale where one means that action is "not at all important to building your trust" and nine means it is "extremely important to building your trust" in a company. (Top 2 Box, Very/ Extremely Important) General Population in the European Union Region (excludes 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 the European Union Region (excludes Russia)





Business not meeting public's expectations in Italy

ITALY

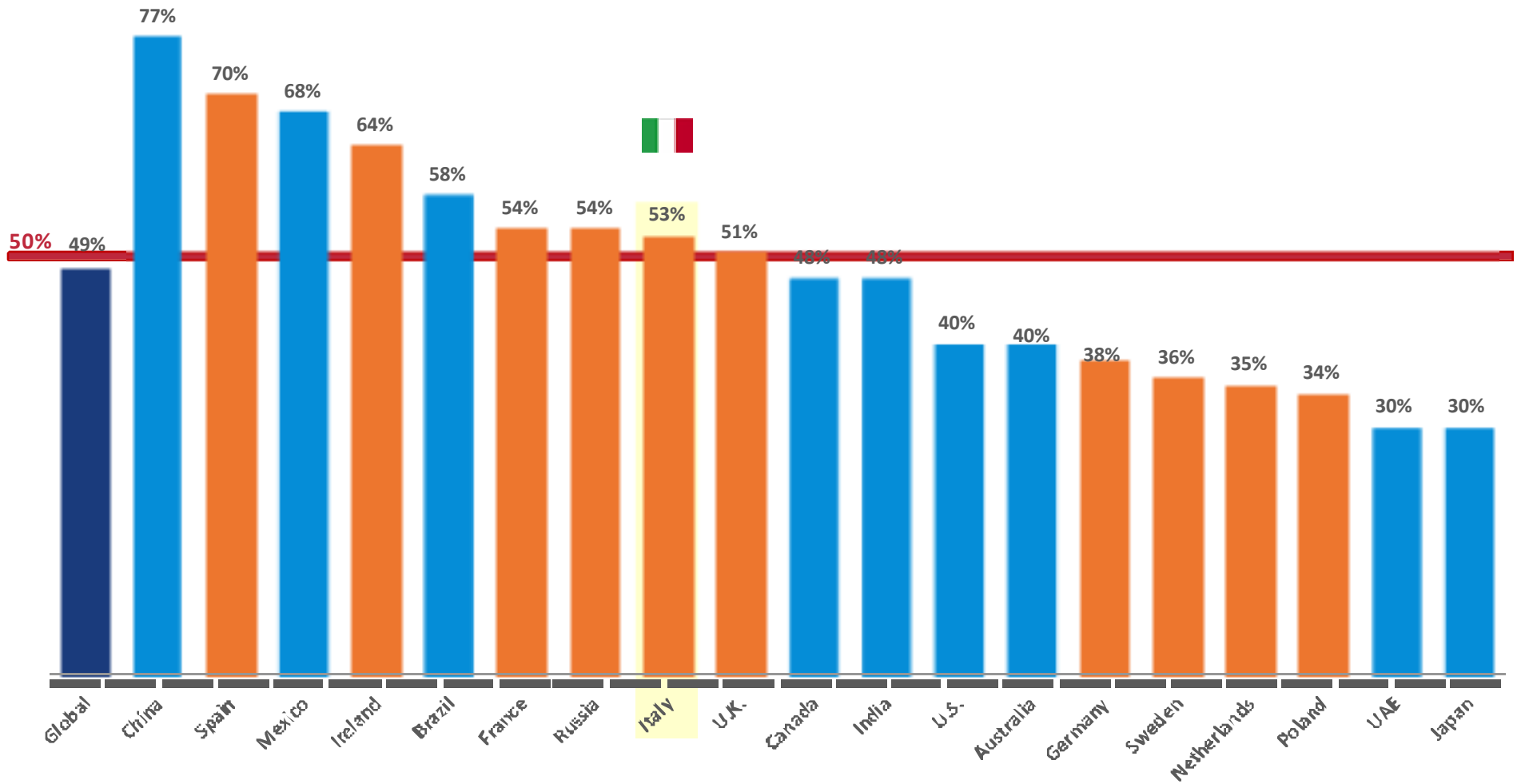


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Despite lack of trust in government, calls for increased regulations

% 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

Calls for greater protection and responsible behavior

WHICH OF THE FOLLOWING IS THE MOST IMPORTANT ROLE THAT GOVERNMENT SHOULD PLAY IN BUSINESS?

ITALY



Business can address on its own

Perceived drivers of irresponsible behavior:

- Poor management (Global - 29%, EMEA - 34%)
- Unethical business practices (Global - 28%, EMEA - 22%)
- Shortcuts that lead to poor quality (Global - 21%, EMEA - 17%)

**the path
FORWARD**

BUSINESS
CAN EARN LICENSE TO LEAD

2008-2009
Low trust in
business and CEOs

Business has
flexibility and speed

THE DYNAMIC OF
TRUST BETWEEN
**BUSINESS &
GOVERNMENT**

Call for increased
regulation
protection from
irresponsible
behavior sought

Business leaders
more trusted than
government leaders
business has advantage
in 24 out of 25 markets

Government
responds

2011

Dwindling trust
in government
policy paralysis





Business: From License to Operate to License to Lead

ITALY

- Societal
- Operational

CURRENT TRUST **BUILDING FUTURE TRUST**

50% TRUST BUSINESS

- 1) Innovator of new products
- 2) Ranks on a global list
- 3) Delivers consistent financial returns

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



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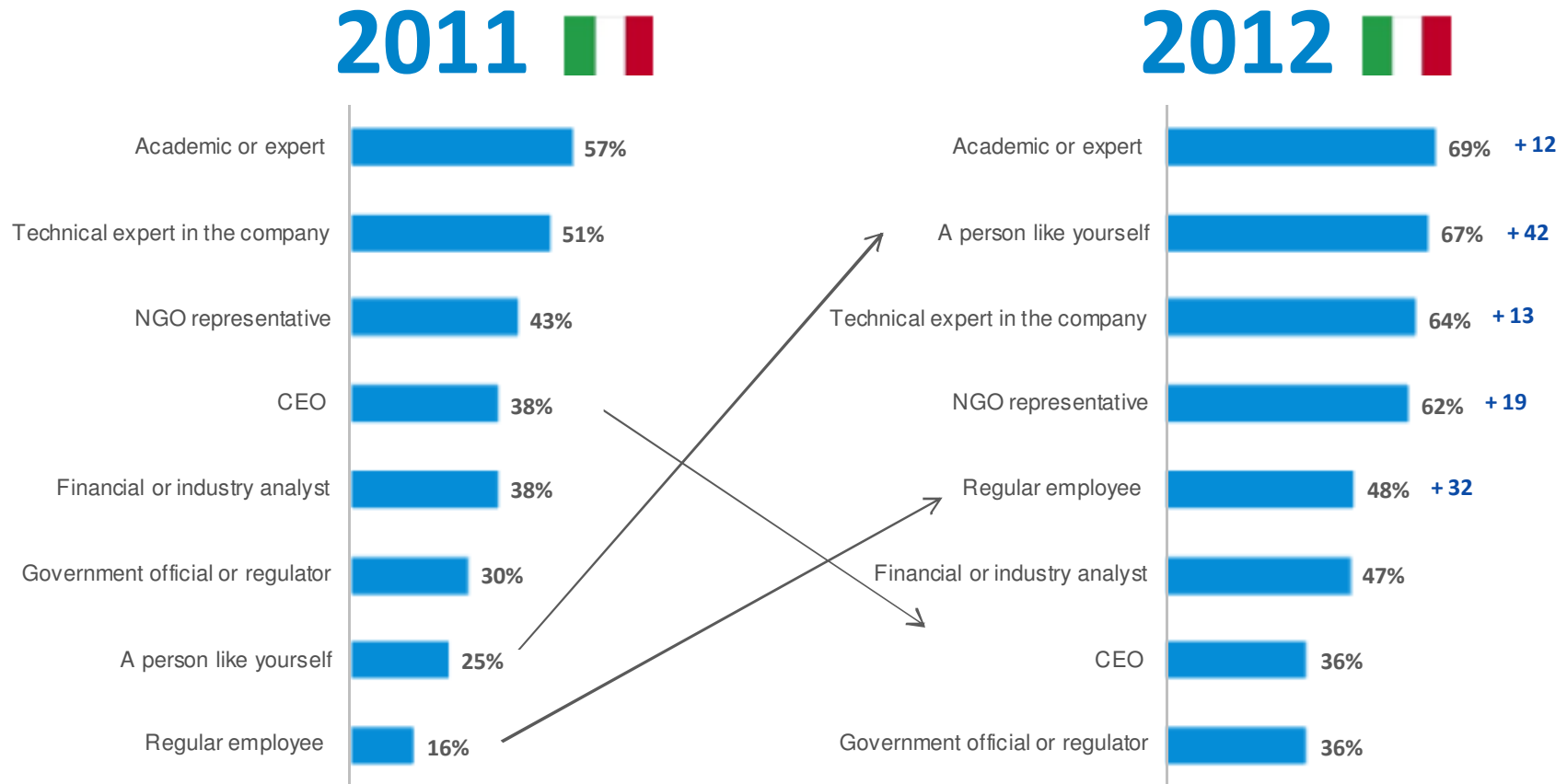


Trust in Spokespeople



Credibility of person like yourself and regular employees surges in Italy

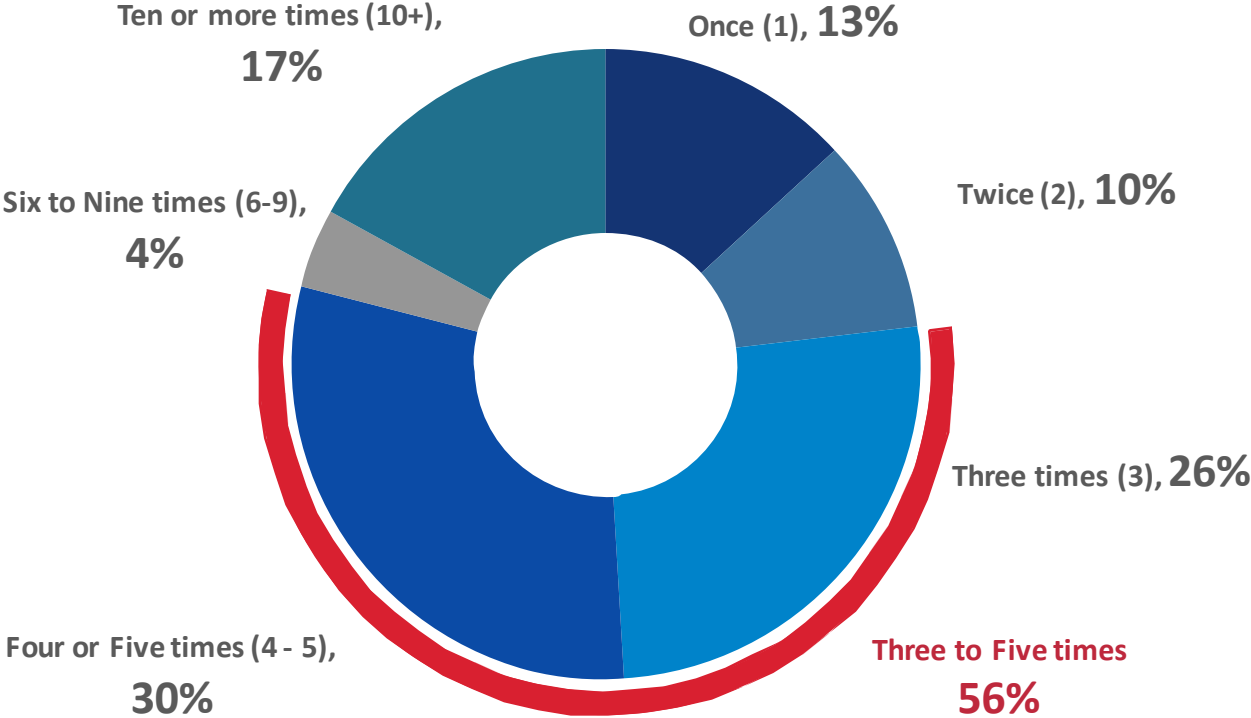
CREDIBLE SPOKESPEOPLE – ITALY



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 Italy

Skepticism requires repetition

MAJORITY NEEDS TO HEAR INFO 3-5 TIMES TO BELIEVE
 NUMBER OF TIMES NEEDED TO HEAR INFORMATION – ITALY



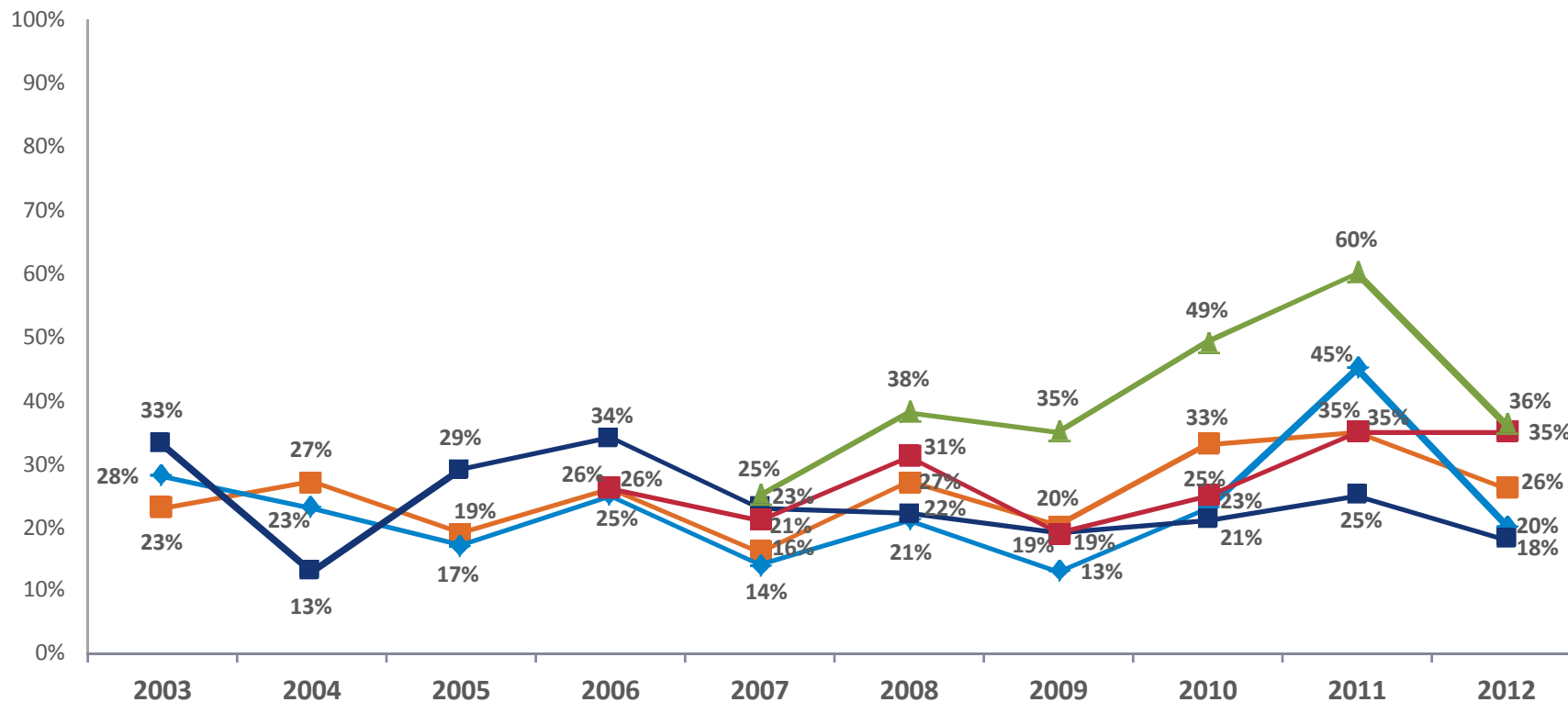
Q148. [TRACKING] Think about everything you see or hear every day about companies, whether it is positive or negative. How many times in general do you need to be exposed to something about a specific company to believe that the information is likely to be true? Please enter the number of times below. (Excludes 'Don't Know' responses) Informed publics ages 25-64 in Italy



CEO credibility low across Europe, big declines in France & Russia

CEO CREDIBILITY

- U.K.
- France
- Germany
- Italy
- Russia



Q119-126. [A CEO of a company 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 35-64 in France, Germany, Italy, Russia and the U.K.

Earn License to Lead

Exercise principles-based leadership, not rules based performance

Recognize that operational factors responsible for current trust won't build future trust, societal and engagement behaviors will

Practice radical transparency: speak first to employees; report on goals

Shape the public discourse on issues of importance to business

What Edelman Trust Barometer 2012 says about Italy

- ❖ **Distrust is growing worldwide and in Europe, but not in Italy, second country after Netherlands in EU**
- ❖ **In Italy, widening trust gap between business, NGOs and media vs. government**
- ❖ **Trust in business holds in Italy while government falls lower. Compared several mature economies, including Germany, France and Spain, where double-digit drops in business trust, Italy trust in business**
- ❖ **Tech, Food & Beverages and Consumer Goods are consistent from 2011 to 2012, while banks and financial services stay at bottom rank**
- ❖ **Media (and social media) only institution to see trust rise, though largely steady in majority of EMEA countries**
- ❖ **Despite lack of trust in government, Italy calls for increased regulations**
- ❖ **Credibility of person like yourself and regular employees surges in Italy while CEO credibility low across Europe, big declines in France & Russia**

Edelman Trust Barometer in retrospect



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2007	Business more trusted than government and media
2006	“A person like me” emerges as credible spokesperson
2005	Trust shifts from “authorities” to peers
2004	U.S. companies in Europe suffer trust discount
2003	Earned media more credible than advertising
2002	Fall of the celebrity CEO
2001	Rising Influence of NGOs



Edelman
trustbarometer
2012 | ANNUAL GLOBAL STUDY