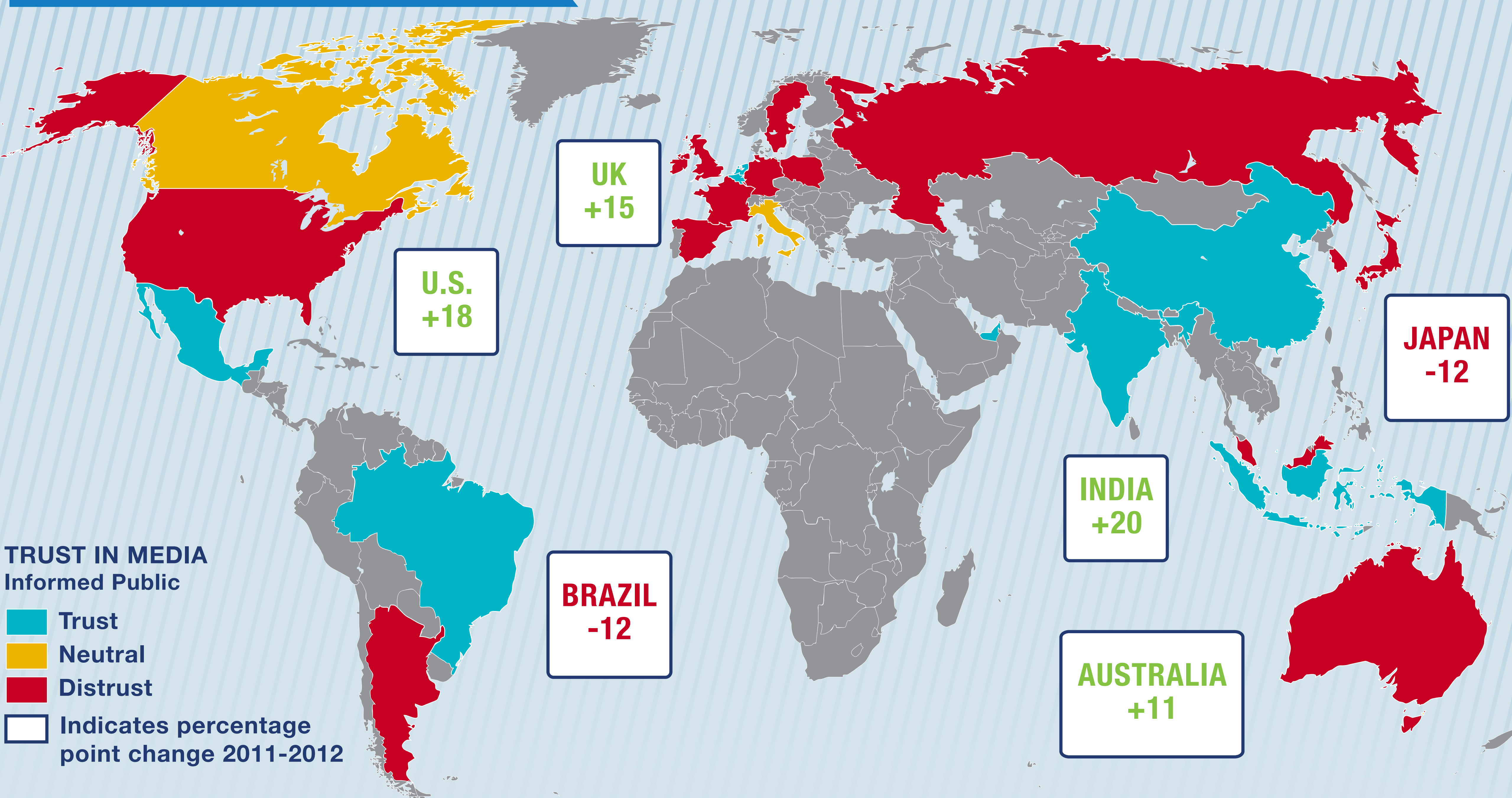


The 2012 Edelman Trust Barometer shows an overall decline in trust globally, with steep declines in the levels of trust in government and business. Government is now the least trusted institution, trailing business, media, and NGOs. Business experienced fewer and generally less severe declines in trust, but has its own hurdles to clear – notably that CEO credibility plummeted. Media was the only institution to see an increase in trust over the past year. For the fifth year in a row, NGOs are the most trusted institution.

MEDIA ONLY INSTITUTION TO SEE TRUST INCREASE

Global trust in media is now above 50 percent. The rise in media likely resulted from the solid coverage of financial turmoil, corporate crises, and political upheaval around the world, as well as a commitment to innovation and engagement across all media platforms.



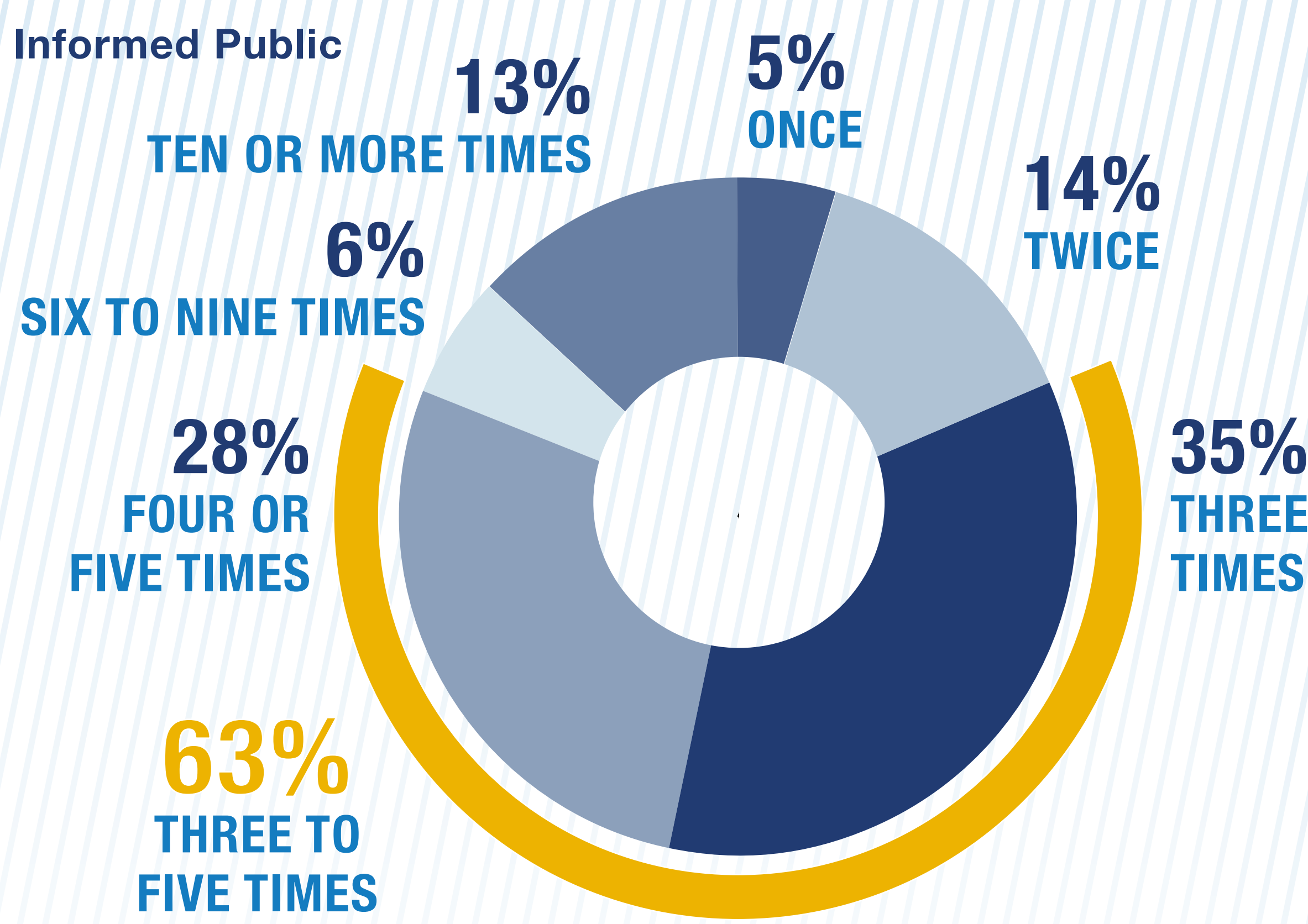
INSTITUTION

People around the world are seeking news and information from multiple sources – the level of trust in media varies by country.

- TRUST IN MEDIA (GLOBAL 46%) General Public**
- ▶ 73% IN CHINA
 - ▶ 40% IN EU AND NORTH AMERICA
 - ▶ 54% IN BRIC
 - ▶ 32% IN UK

SKEPTICISM REQUIRES REPETITION

Audiences need to hear information multiple times before they believe its accuracy.



- REQUIRES HEARING INFO 3-5 TIMES**
- ▶ 82% IN JAPAN
 - ▶ 70% IN SINGAPORE

DIVERSIFICATION OF MEDIA

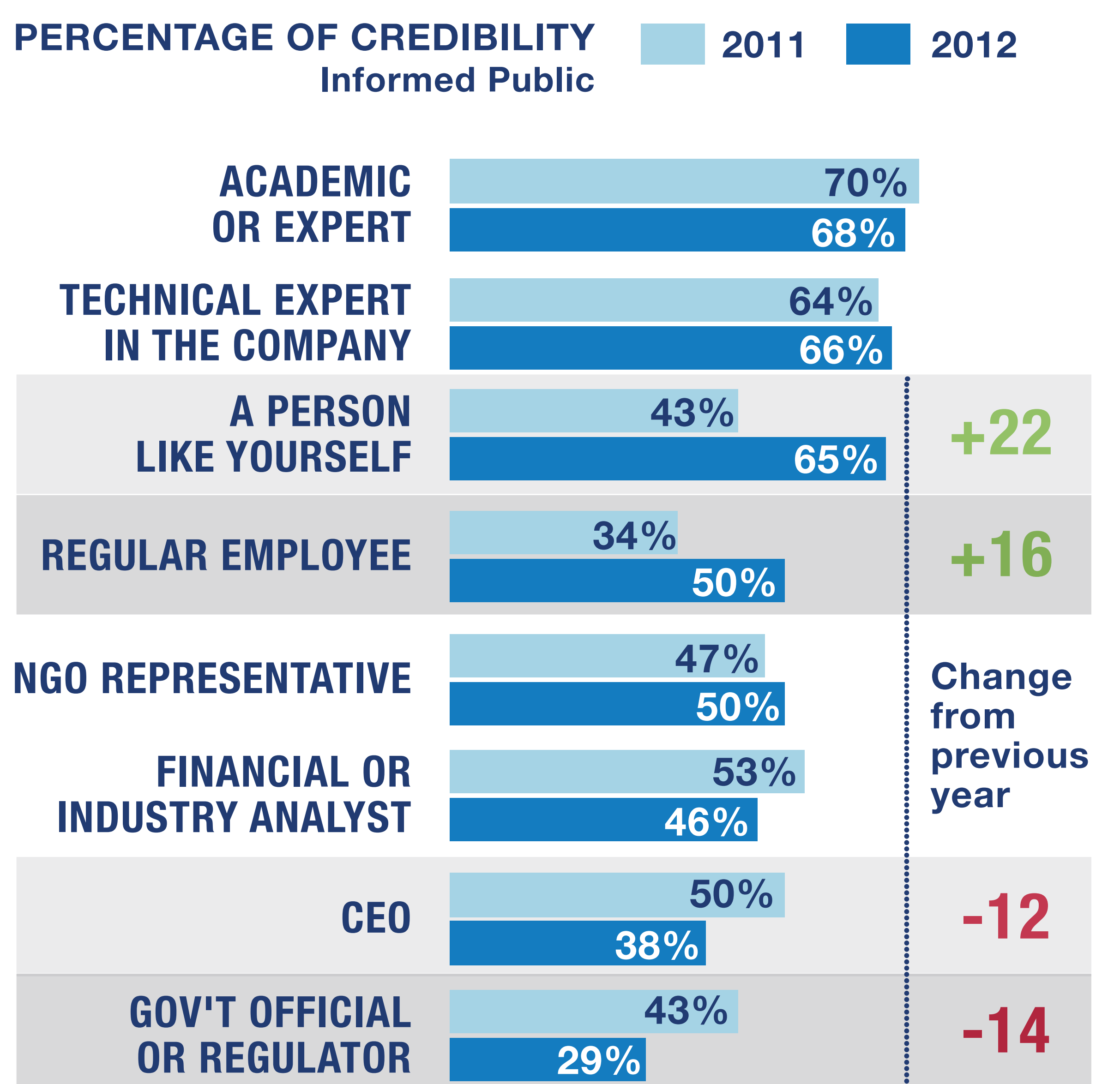
While traditional media sources are still the most trusted, social media saw the biggest percentage increase (75 percent) in trust among media sources.

TRUST IN SOURCES FOR COMPANY INFORMATION

SOURCE	General Public Percent	Informed Public % Change 2011-2012
TRADITIONAL	30%	+10%
ONLINE MULTIPLE SOURCES	26%	+18%
CORPORATE	17%	+23%
SOCIAL MEDIA	14%	+75%

CREDIBILITY SEES DRAMATIC CHANGES

The credibility of CEOs and gov't officials experienced a massive decline while a regular employee showed a dramatic rise in credibility.



SPOKESPEOPLE

Credibility of CEOs, government officials, peers and regular employees varies by audience.

- General Public**
- CREDIBILITY OF GOV'T OFFICIAL (GLOBAL 31%)**
- ▶ 52% HONG KONG
 - ▶ 27% EU COUNTRIES
 - ▶ 43% EXECUTIVES
 - ▶ 9% JAPAN
- CREDIBILITY OF CEO (GLOBAL 41%)**
- ▶ 69% INDIA
 - ▶ 23% FRANCE
 - ▶ 48% 18-29 YEAR OLDS
- CREDIBILITY OF PERSON LIKE YOU (GLOBAL 59%)**
- ▶ 78% BRAZIL
 - ▶ 62% EMPLOYED
 - ▶ 68% US
 - ▶ 39% SOUTH KOREA
 - ▶ 65% INFORMED PUBLIC
- CREDIBILITY OF REGULAR EMPLOYEE (GLOBAL 49%)**
- ▶ 77% MEXICO
 - ▶ 51% LIBERALS
 - ▶ 70% SPAIN
 - ▶ 30% SOUTH KOREA

SOURCES FOR GENERAL NEWS AND INFORMATION

People now look across traditional, hybrid, social, and owned media for news and information, and trust each type of media differently.

- General Public**
- TRUST IN TRADITIONAL MEDIA (GLOBAL 62%)**
- ▶ 67% INFORMED PUBLIC
 - ▶ 36% RUSSIA
 - ▶ 65% INVESTORS
- TRUST IN HYBRID MEDIA (GLOBAL 46%)**
- ▶ 53% INFORMED PUBLIC
 - ▶ 51% PARENTS
- TRUST IN SOCIAL MEDIA (GLOBAL 44%)**
- ▶ 58% BRIC
 - ▶ 35% EU
- TRUST IN OWNED MEDIA (GLOBAL 41%)**
- ▶ 43% FEMALES

The 2012 Edelman Trust Barometer is the firm's 12th annual trust and credibility survey. The survey was produced by research firm StrategyOne and consisted of 20-minute online interviews conducted from October 10 - November 30, 2011. The 2012 Edelman Trust Barometer survey sampled 25,000 general population respondents with an oversample of 5,600 informed publics in two age groups (25-34 and 35-64) across 25 countries. All informed publics met the following criteria: college-educated; household income in the top quartile for their age in their country; read or watch business/news media at least several times a week; follow public policy issues in the news at least several times a week. This year Informed Publics were surveyed via online methodology for the first time.

The countries included in the survey included: Argentina, Australia, Brazil, Canada, China, France, Germany, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Malaysia, Mexico, the Netherlands, Poland, Russia, Singapore, South Korea, Spain, Sweden, the UAE, the UK, and the U.S.

For more information, visit <http://www.edelman.com/trust>.