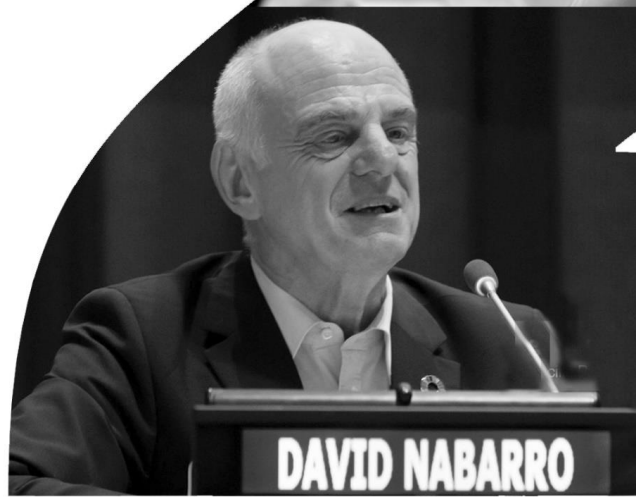


Special Report:  
Trust and  
the Coronavirus



Edelman Trust  
Barometer 2020



# WORRY ABOUT RELIABILITY OF CORONAVIRUS INFORMATION

Percent who agree

I worry that there is **a lot of fake news** and false information being spread about the virus

⊥

74%

It has been **difficult for me to find reliable and trustworthy information** about the virus and its effects

⊥

45%

We need to hear **more from scientists** and less from politicians

⊥

85%

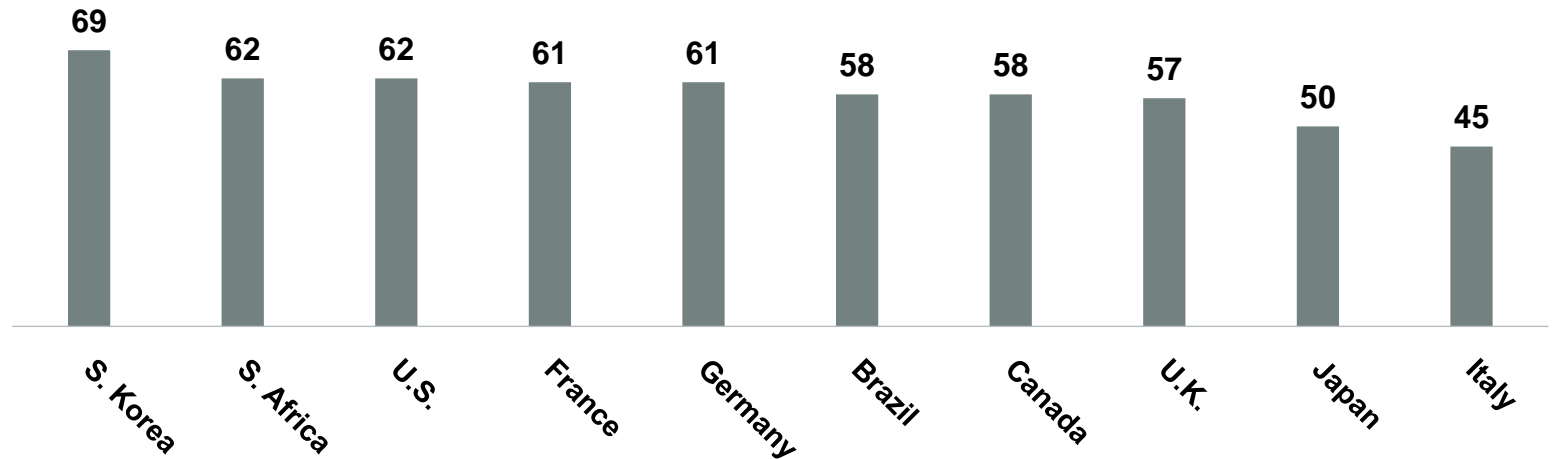
# MAJORITY CONCERNED ABOUT POLITICIZATION OF CRISIS

Percent who agree

Certain people are making the situation **seem worse than it is** for political gain

┌  
**58%**

Global 10



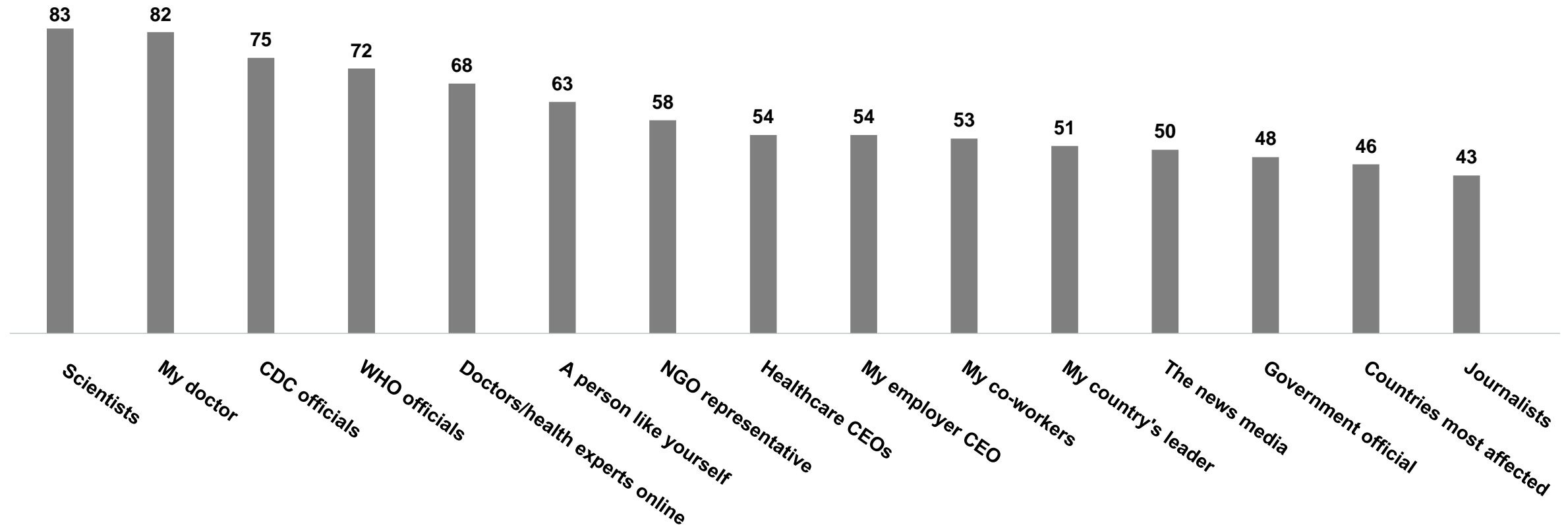
# NEWS ORGANIZATIONS MOST-RELIED ON INFORMATION SOURCE

Percent who are getting most of their information about the virus from each source

|  |    | Japan | S. Korea | S. Africa | U.K. | Canada | Germany | U.S. | Brazil | Italy | France |
|--|----|-------|----------|-----------|------|--------|---------|------|--------|-------|--------|
| Major news organizations                 | 64 | 73    | 73       | 67        | 67   | 66     | 65      | 63   | 59     | 55    | 52     |
| National government sources              | 40 | 41    | 50       | 36        | 34   | 31     | 32      | 25   | 40     | 63    | 45     |
| Social media                             | 38 | 44    | 35       | 72        | 22   | 33     | 26      | 26   | 64     | 32    | 21     |
| Global health organizations like the WHO | 34 | 22    | 18       | 43        | 26   | 45     | 30      | 27   | 46     | 46    | 36     |
| National health authorities like the CDC | 29 | 15    | 25       | 28        | 37   | 41     | 18      | 45   | 25     | 36    | 20     |
| My friends and family                    | 27 | 36    | 34       | 44        | 20   | 22     | 25      | 22   | 30     | 20    | 21     |
| Local government sources                 | 26 | 27    | 29       | 28        | 15   | 27     | 27      | 20   | 31     | 33    | 21     |

# MOST TRUSTED SPOKESPEOPLE: SCIENTISTS, HEALTH OFFICIALS AND DOCTORS

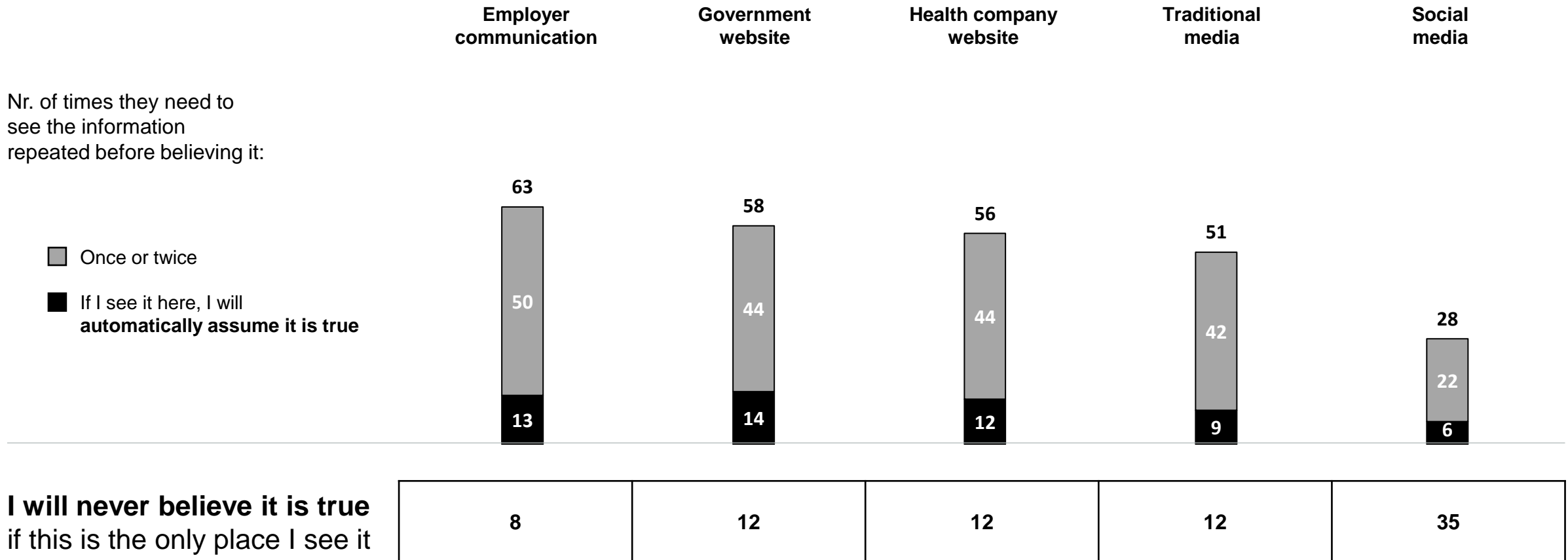
Percent who trust each information source to tell the truth about the virus



2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q13. Please indicate how much you trust each of the following sources to tell you the truth about the virus and its progression. 9-point scale; top 4 box; trust. Question shown to those who have heard of the virus (Q1/1). 10-mkt avg. "My employer CEO," "HR executive," "Sr. executives," and "Co-workers" were only asked of those employed (Q43/1). Data collected between March 6 and March 10, 2020.

# EMPLOYERS BELIEVED MOST READILY

Percent who report they believe coronavirus information from each source

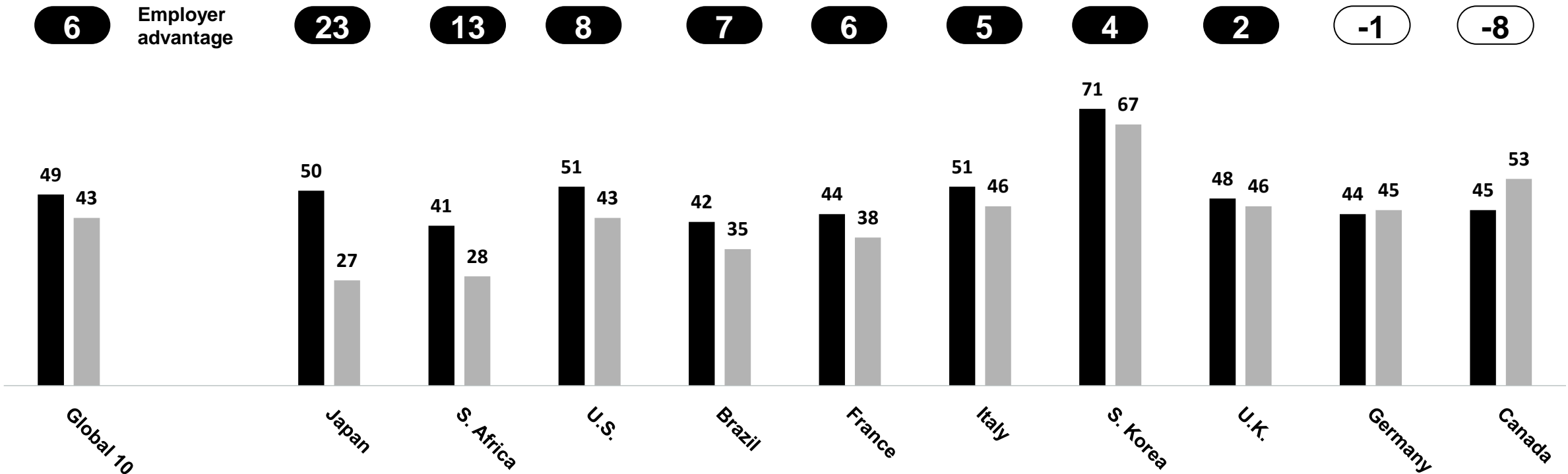


2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q14. When you see a new piece of information about coronavirus in each of the following places, how many times do you need to see it or hear repeated before you believe it is really true? Question shown to those who have heard of the virus (Q1/1). "Once or twice" is a sum of codes 2 and 3. 10-mkt avg. "Employer communications" was only asked of those employed (Q43/1). Data collected between March 6 and March 10, 2020.

# MY EMPLOYER SEEN AS BETTER PREPARED THAN MY COUNTRY

Percent who say each is well-prepared for the viral outbreak

■ My employer ■ My country



2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q3. Please indicate your level of agreement with the statements below using a nine-point scale where one means “strongly disagree” and nine means “strongly agree”. 9-point scale; top 4 box, agree. Question shown to those who have heard of the virus (Q1/1). 10-mkt avg. “My employer” was only asked of those employed (Q43/1). Data collected between March 6 and March 10, 2020.

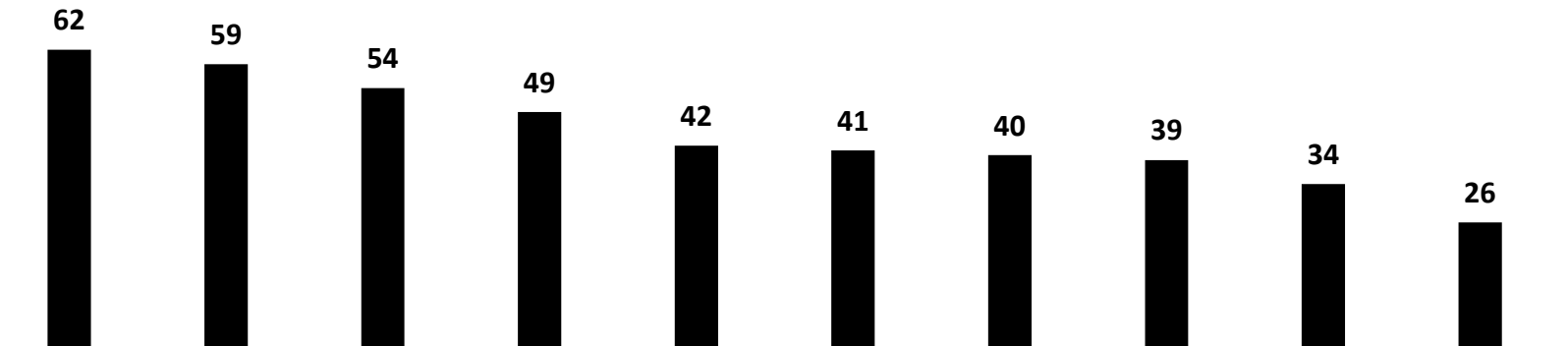
# GOVERNMENT SEEN AS FAR MORE EFFECTIVE WHEN PARTNERED WITH BUSINESS

Percent who trust each the most to effectively lead efforts to combat the virus

|                  | Global 10 | Germany | Brazil | Italy | S. Africa | Canada | U.S. | Japan | U.K. | France | S. Korea |
|------------------|-----------|---------|--------|-------|-----------|--------|------|-------|------|--------|----------|
| Business alone   | 5         | 4       | 6      | 3     | 7         | 3      | 8    | 7     | 2    | 4      | 5        |
| Government alone | 20        | 11      | 19     | 21    | 15        | 22     | 13   | 15    | 23   | 17     | 42       |

Government and business  
working together  
as a team

**45%**





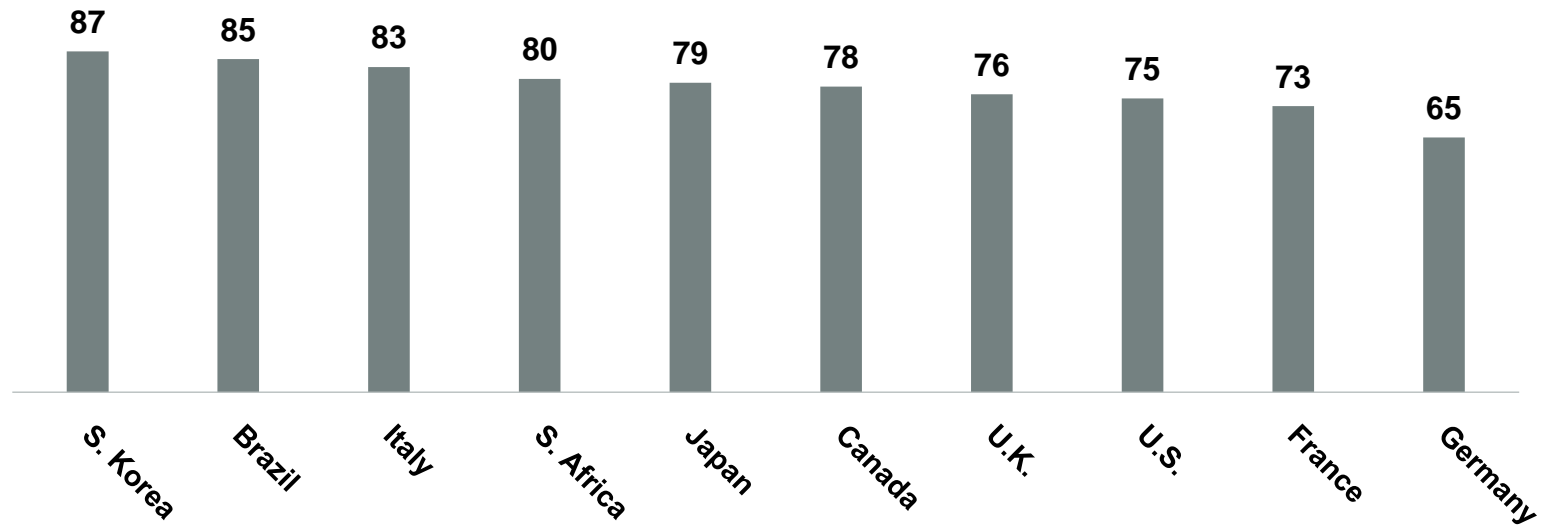
# BUSINESS MUST ACT TO PROTECT EMPLOYEES AND LOCAL COMMUNITY

Percent who agree

Businesses have a responsibility to ensure their employees are protected from the virus in the workplace *and* that their employees do not spread the virus into the community

**78%**

Global 10



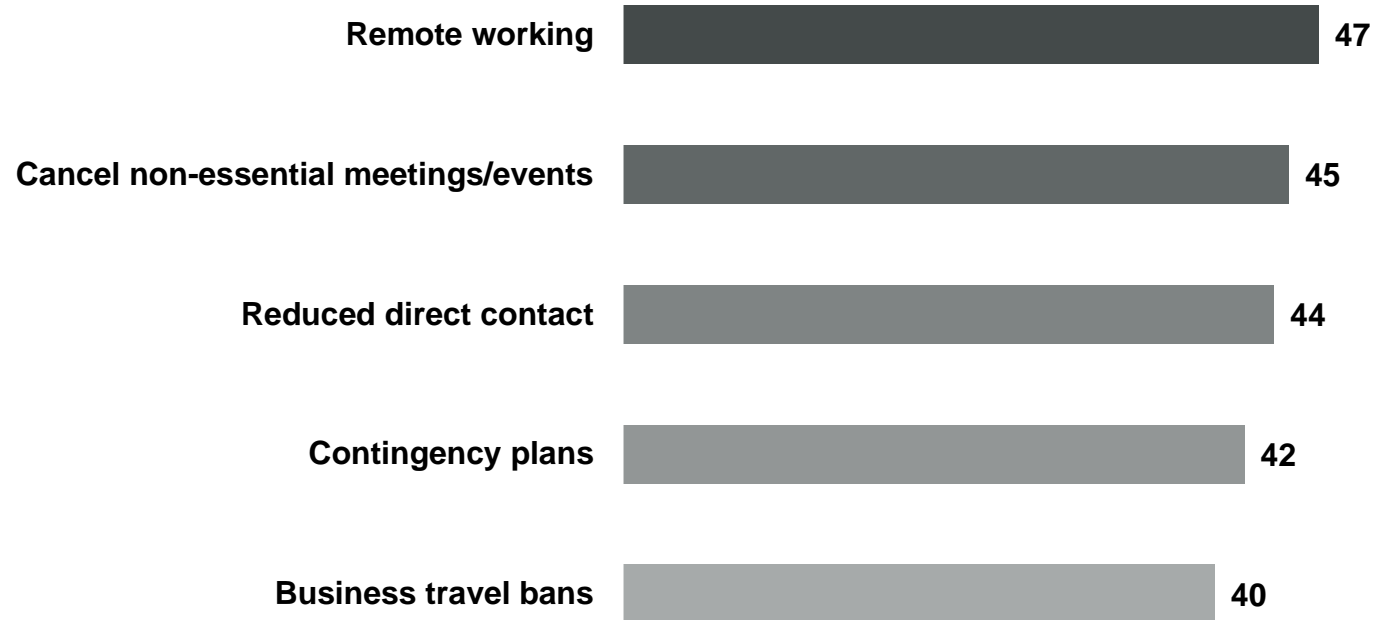
2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q3. Please indicate your level of agreement with the statements below using a nine-point scale where one means “strongly disagree” and nine means “strongly agree”. 9-point scale; top 4 box, agree. Question shown to those who have heard of the virus (Q1/1). 10-mkt avg. Data shown is a net of those that agreed with r5 and r6. Data collected between March 6 and March 10, 2020.

# EMPLOYERS EXPECTED TO ADAPT OPERATIONS

Percent who expect their employer to take each action

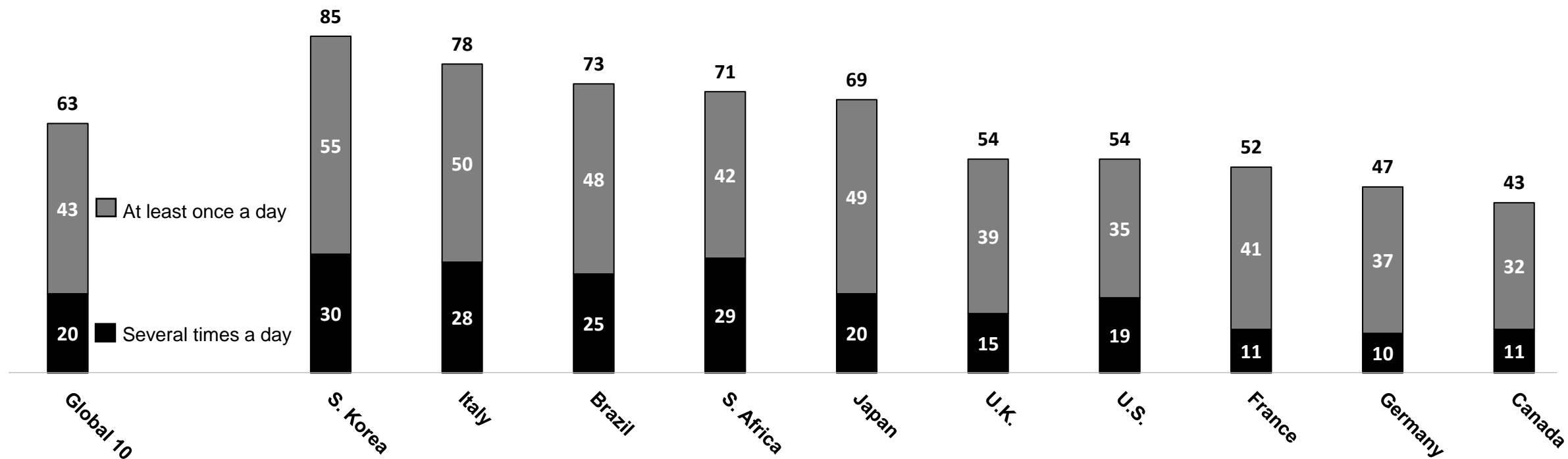
Net percent of employees who expect their employer to make one or more of these changes in their operations

⊥  
**79%**



# LOOKING FOR DAILY UPDATES FROM MY EMPLOYER

Percent who say they want their employer to update information about the virus at least once a day or several times a day



2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q10. How often would you like to be updated on the information you just indicated your employer should be sharing? Question shown to those who are aware of the virus and are employees and listed information their employer should be sharing (Q1/1 AND Q43/1 AND Q9/1-14,16). 10-mkt avg. Data collected between March 6 and March 10, 2020.

⊥

**FOCUS ON SOLUTIONS,  
NOT SELLING**

⊥

# PRODUCE PRODUCTS THAT CAN HELP

Percent who want each from brands

■ Brands must do this to earn or keep my trust    □ I hope brands will do this, but there is no obligation

Shift to producing products that **help people meet the challenges**

89%

44

45

**Offer free or lower-priced products** to health workers, high-risk individuals and those whose jobs have been affected

89%

42

47

Percent who agree

I am just not paying attention to new products right now **unless they are designed to help me with my pandemic-related life challenges**

54%

2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus. Q4. In the face of this coronavirus outbreak, what do you expect brands to do? 3-point scale; code 1, brands must do this; code 2, I hope brands will do this. Q6. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Questions shown to those who have heard of the virus (Q1/1). 12-mkt avg. Data collected between March 23 and March 26, 2020.

# FOCUS YOUR MESSAGES ON SOLUTIONS

Percent who want each from brands

■ Brands must do this to earn or keep my trust    □ I hope brands will do this, but there is no obligation

Focus advertising on how the products and services can **help people cope with pandemic-related life challenges**

⊥  
**84%**



Only talk about the products in ways that **show they are aware of the crisis** and the impact it is having on people's lives

⊥  
**77%**



2020 Edelman Trust Barometer Special Report: Brands and the Coronavirus. Q5. In the face of this coronavirus outbreak, how do you expect brands to react when it comes to the nature and tone of their communications with the public? 3-point scale; code 1, brands must do this; code 2, I hope brands will do this. Question shown to those who have heard of the virus (Q1/1). 12-mkt avg. Data collected between March 23 and March 26, 2020.

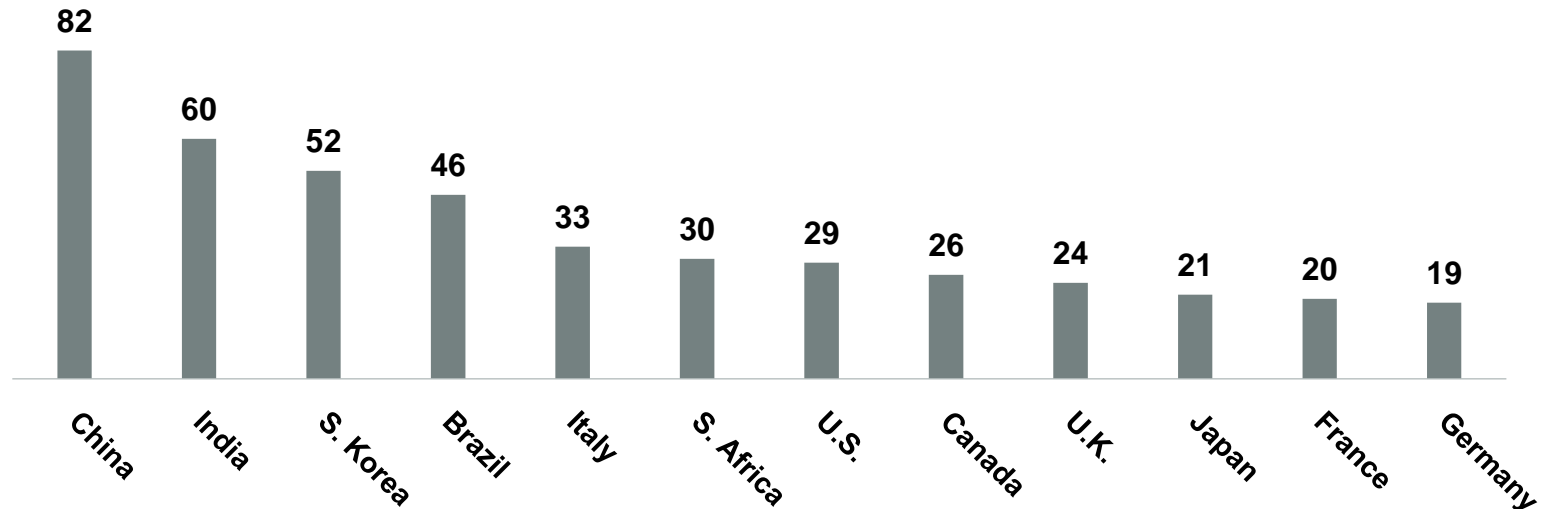
# BRANDS' RESPONSE TO PANDEMIC ALREADY INFLUENCING PURCHASE

Percent who agree

I have **recently started using a new brand** because of the innovative or compassionate way they have responded to the virus outbreak

37%

Global 12



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