

VILL DU KOMMENTERA, DISKUTERA, KRITISERA
ELLER BARA BRILJERA?

#Trust2012SE



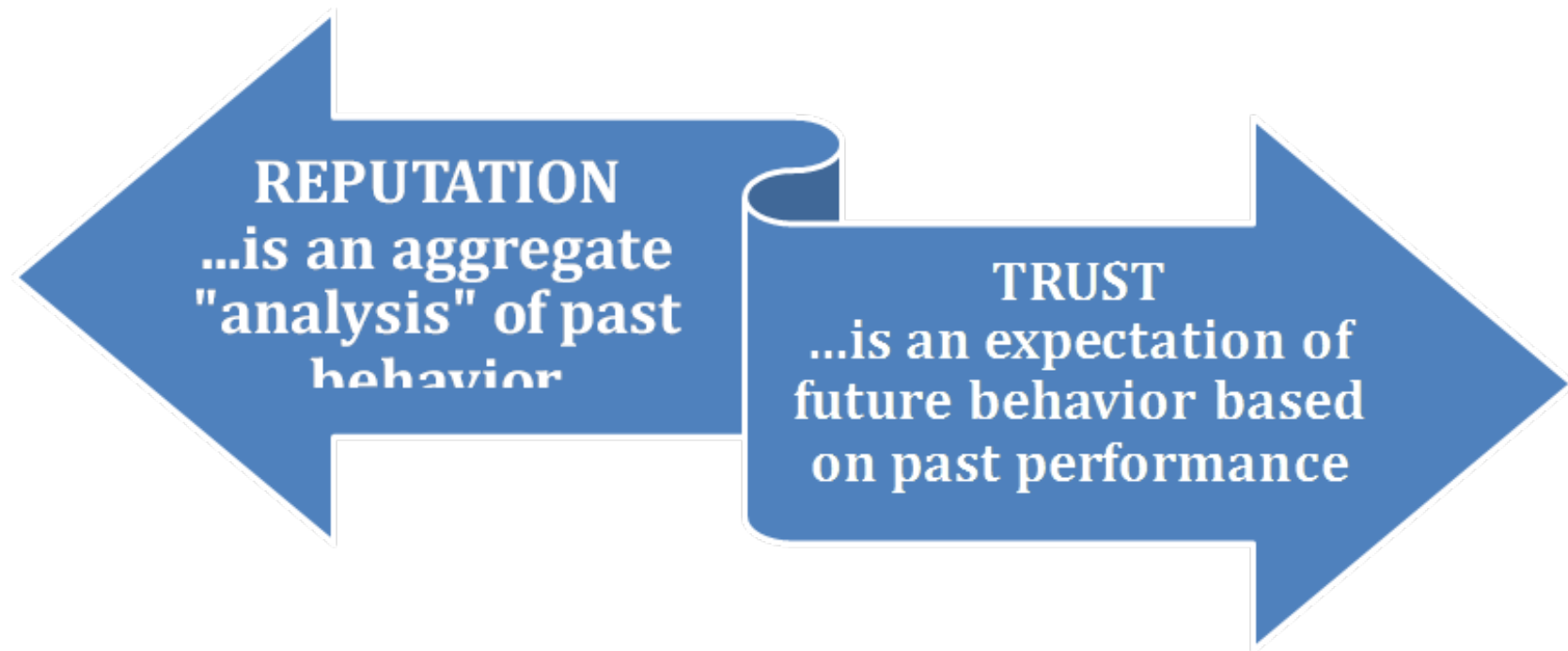


2012

EDELMAN TRUST BAROMETER SVERIGE



VAD ÄR TRUST?



2012 EDELMAN TRUST BAROMETER

ÖVERBLICK AV METOD

12:e årliga studien

Webbenkät i 25 länder

Över 30 000 respondenter

1000 general population respondenter i Sverige

I åldrarna 18 och uppåt

Oversample av informed publics*

200 respondenter i Sverige

Åldersgrupp 25-64

Högskoleutbildade

Stora mediekonsumenter och engagerade i affärsnyheter



Indikerar global data



Indikerar svensk data



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

STÖRRE URVALSGRUPPER

TRACKING

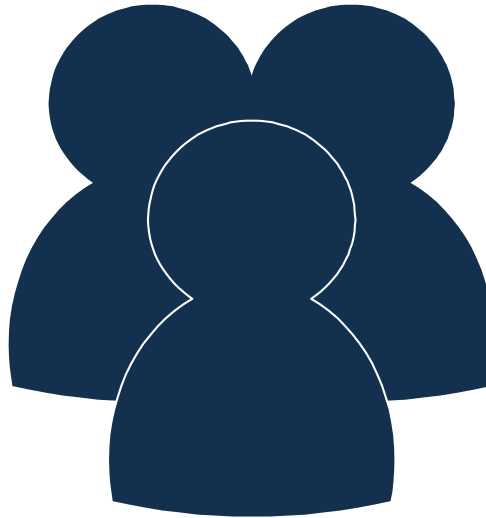


College Graduates • Top Tier Income
Follows Public Policy • Major Media
Consumer

Informed Public

- 200 per marknad

NY!



General Population

- 1000 per market



Engaged Public

- Subsample of Informed Public and General Population

MÅNGA SKEPTIKER

SVERIGE TILLHÖR NUMERA GRUPPEN "DISTRUSTERS"

Informed

2011

GLOBAL	55
Brasilien	80
UAE	78
Indonesien	74
Kina	73
Holland	73
Mexiko	69
Singapore	67
Argentina	62
Indien	56
Italien	56
Kanada	55
Sydkorea	53
Sverige	52
Japan	51
Australien	51
Spanien	51
Frankrike	50
Polen	49
Tyskland	44
USA	42
Storbrittanien	40
Ryssland	40
Irland	39

2012

GLOBAL	51
Kina	76
UAE	68
Singapore	67
Indien	65
Indonesien	63
Mexiko	63
Holland	61
Kanada	58
Italien	56
Argentina	54
Australien	53
Brasilien	51
Sverige	49
USA	49
Sydkorea	44
Polen	44
Storbrittanien	41
Irland	41
Frankrike	40
Tyskland	39
Spanien	37
Japan	34
Ryssland	32

TRUSTERS

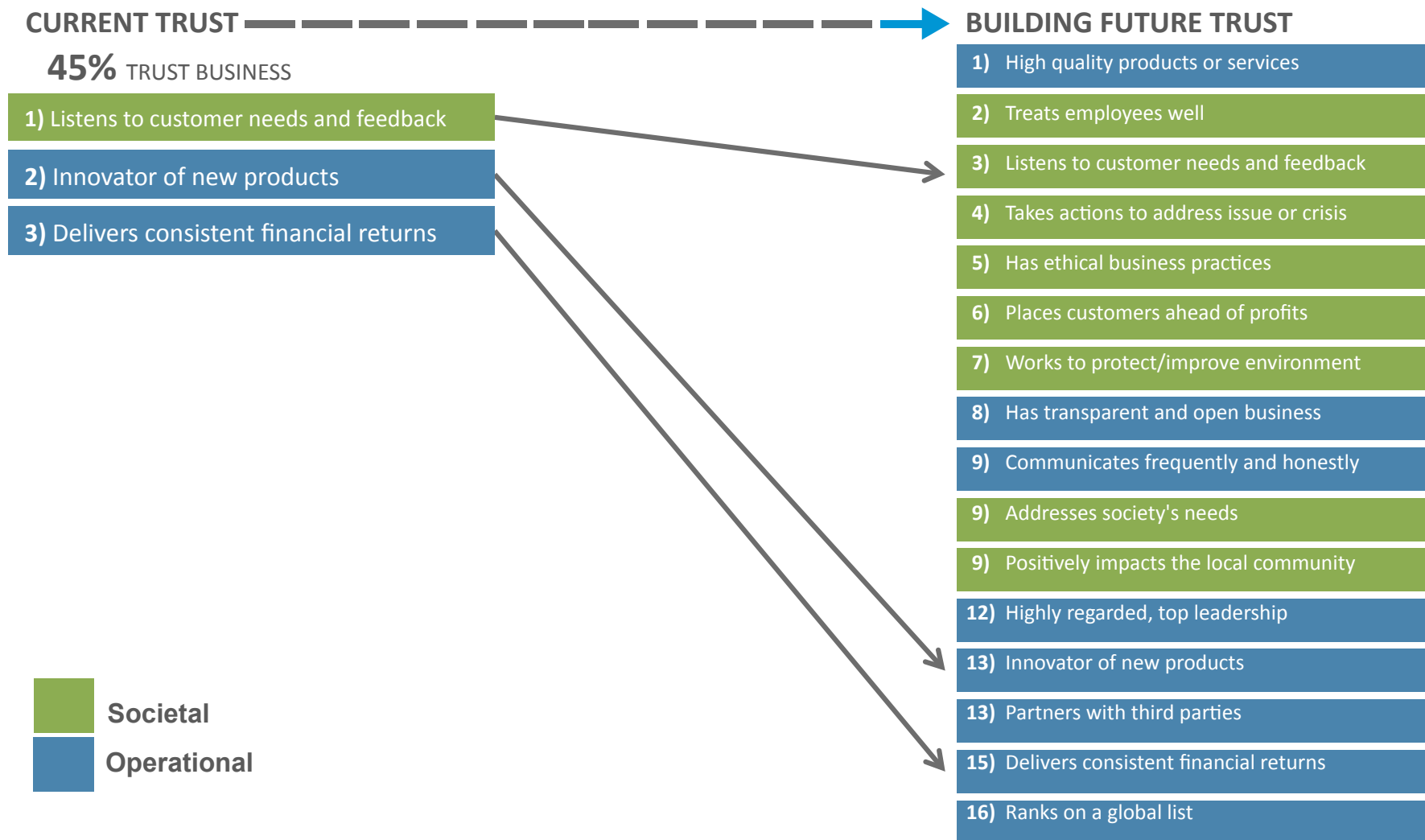
NEUTRAL

DISTRUSTERS

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

FÖRETAGEN IDAG OCH VÄGEN FRAMÅT - VAD DRIVER FÖRTROENDE?

General



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 in Sweden; 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 Sweden (excludes ‘Don’t Know’ responses)* ‘Current Trust’ results based on regression analysis of the general population

TALESPERSONER - VD:n VS. MEDARBETAREN

Informed

2011



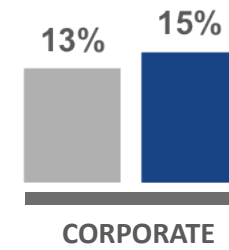
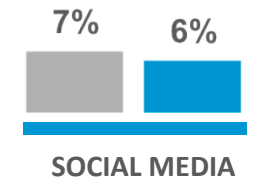
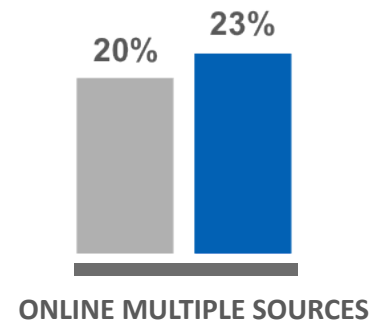
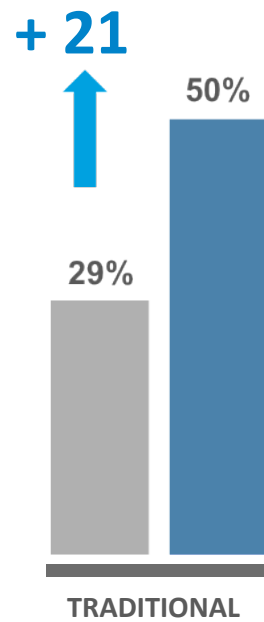
2012



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 Sweden

TRADITIONELLA MEDIER STORVINNARE

■ 2011
Informed Public
■ ■ ■ 2012
Informed Public



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 Sweden

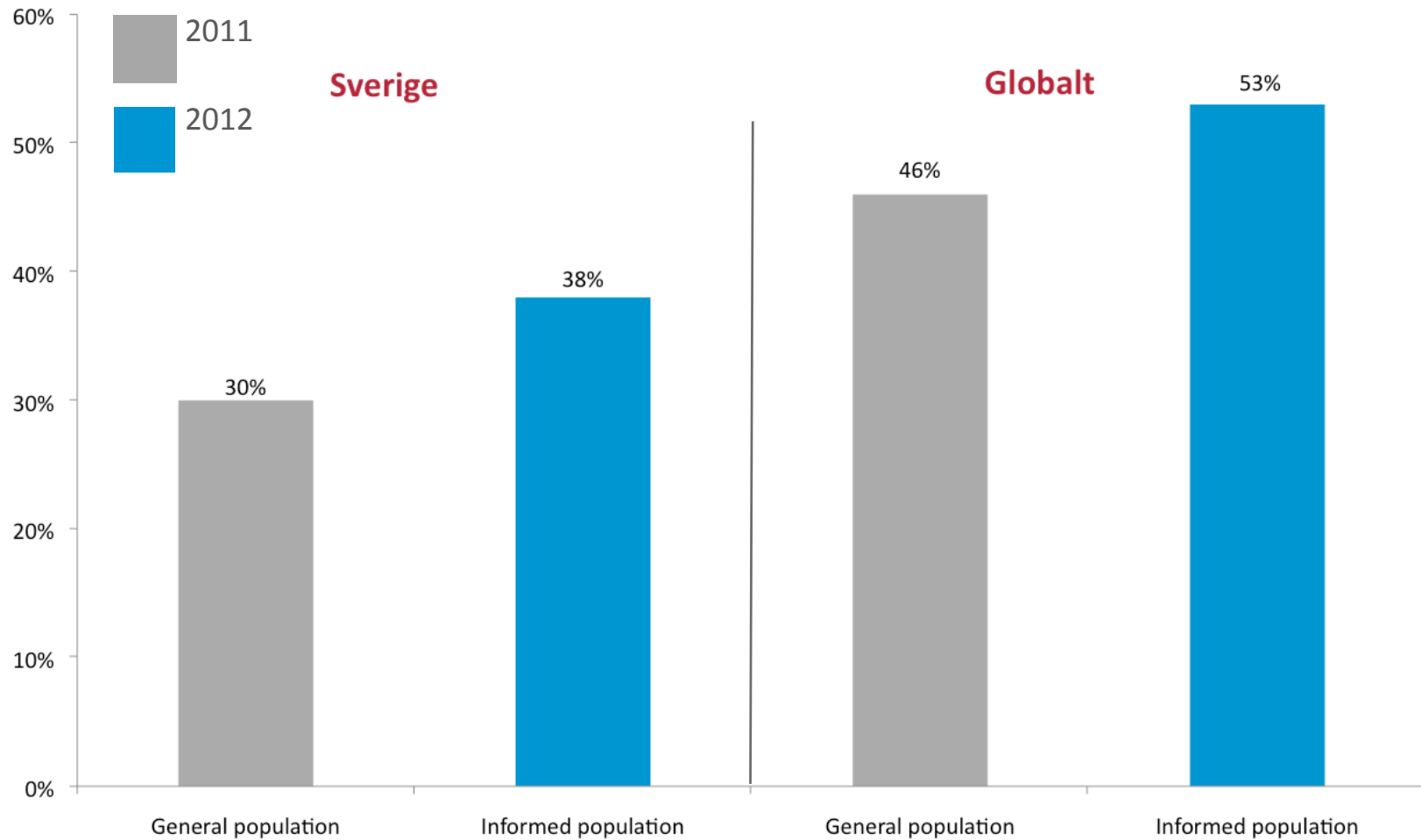
MEDIERNA MED HÖGST OCH LÄGST FÖRTROENDE

Informed

TOP BOX, TRUST A GREAT DEAL		
	2011	2012
	%	%
Blogs	9	4
Content-sharing sites, such as YouTube	8	7
Corporate communications such as press releases, reports, and emails	19	25
Corporate or product advertising	6	5
Magazines or business magazines	28	42
Microblogging sites, such as Twitter	7	4
News/RSS feeds	17	24
Newspapers	28	42
Online search engines, such as Google	22	22
Radio or radio news	33	60
Social networking sites, such as Facebook, MySpace, LiveJournal, Meebo, Orkut, Qzone, Mixi etc	5	8
Television or television news	28	56

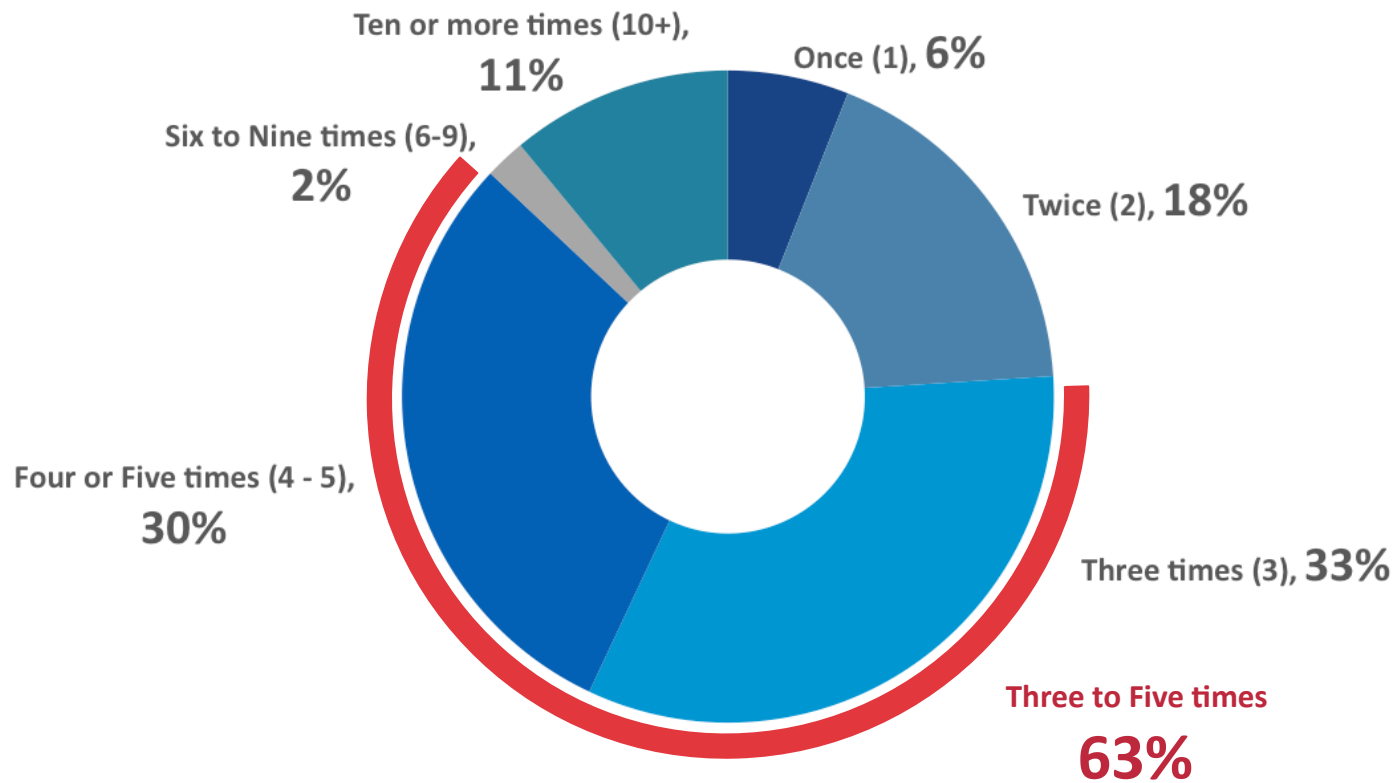
VÄLUTBILDADE BETYDLIGT HÖGRE FÖRTROENDE FÖR MEDIERNA

Informed /General



EN TID AV SKEPTISISM SKAPAR BEHOV AV REPETITION

Informed



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 Sweden

