

# The

# Trust 5

## 01

### **Business is the most trusted institution**

The Netherlands fell out of the trust zone, leaving not a single Western country left in the group of 'trustees'. 63% of the respondents believe that business is the most trusted institution, ahead of government at 58%, media at 58 and NGO's at only 49%. 83% of respondents, however, trust "My Employer," making the relationship between employer and employee incredibly important.

## 02

### **Government and media fuel a cycle of distrust**

Nearly one out of every two respondents view government and media as divisive forces in society exploiting divisions in society for commercial or political gain —48% and 44%, respectively. Business and NGOs are credited as unifiers.

## 03

### **Societal fears on the rise**

Without faith that our institutions will provide solutions or societal leadership, societal fears are becoming more acute. Most notably, 73% are worried about job loss, 68% worry about climate change, and 66% worry about hackers and cyber-attacks.

## 04

### **Business needs to step up on societal issues**

While business outscores government by 36 points on competency and 14 points on ethics, respondents believe business is not doing enough to address societal problems, including climate change (53%), economic inequality (49%), and workforce reskilling (45%). It's time for business to take responsibility for societal issues.

## 05

### **Quality information to build trust**

Employers are seen as the most credible information source. 53% will believe information from their employer after seeing it just once or twice, out-ranking information from the government or from media sources. From all information sources, social media is rated the least credible. No less than 40% say they will never believe something they have only seen on social media.