



2017 Edelman Trust Barometer

South Korea



2017 Edelman Trust Barometer

Methodology

Online Survey in 28 Countries

17 years of data

33,000+ respondents total

All fieldwork was conducted
between October 13th and
November 16th, 2016



General Online Population

6 years in 25+ markets

Ages 18+

1,150 respondents
per country

All slides show General
Online Population unless
otherwise noted



Informed Public

9 years in 20+ markets

Represents 13% of total global population

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

Must meet 4 criteria:

Ages 25-64

College educated

In top 25% of household income per
age group in each country

Report significant media consumption
and engagement in business news



Mass Population

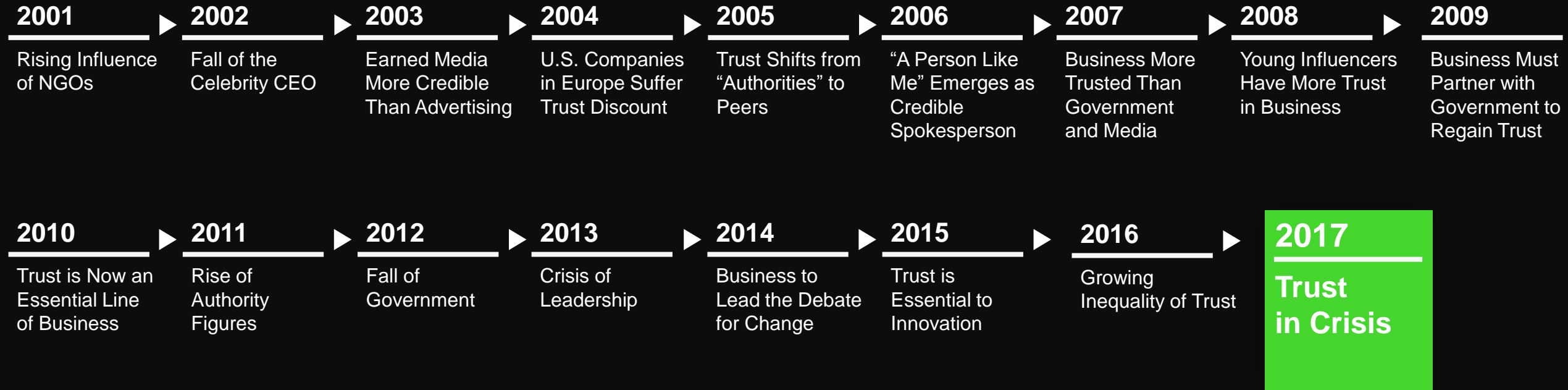
All population not including
Informed Public

Represents 87% of total
global population

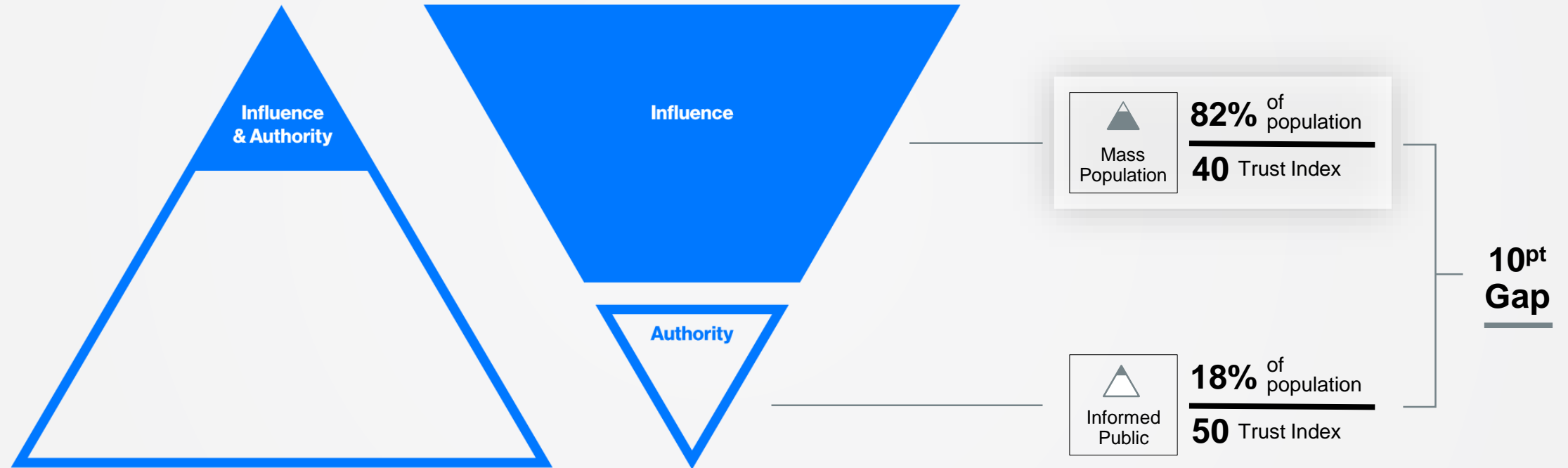
28-country global data margin of error: General Population +/- 0.6% (N=32,200), Informed Public +/- 1.2% (N=6,200), Mass Population +/- 0.6% (26,000+). Country-specific data margin of error: General Population +/- 2.9 (N=1,150), Informed Public +/- 6.9% (N = min 200, varies by country), China and U.S. +/- 4.4% (N=500), Mass Population +/- 3.0 to 3.6 (N =min 740, varies by country), half sample Global General Online Population +/- 0.8 (N=16,100).



Trust in Retrospect



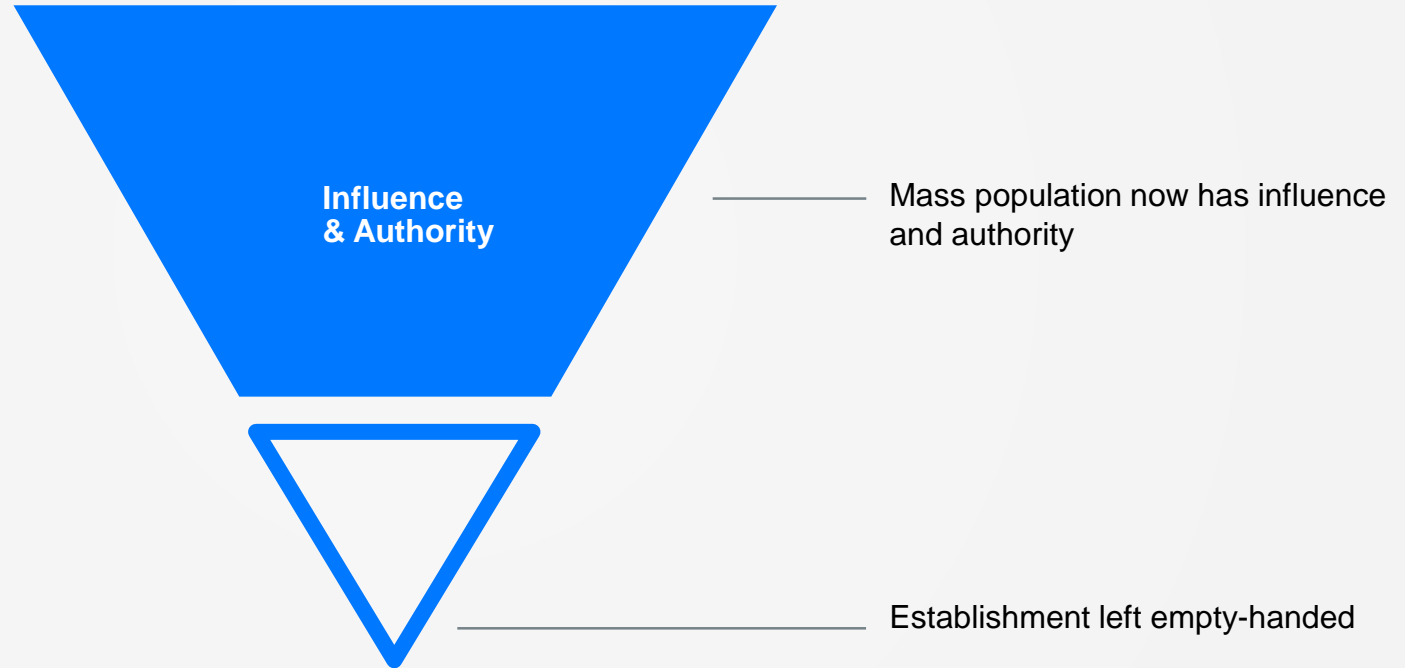
2016: The Inversion of Influence



Source: 2016 Edelman Trust Barometer. The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs. Informed Public and Mass Population, South Korea.

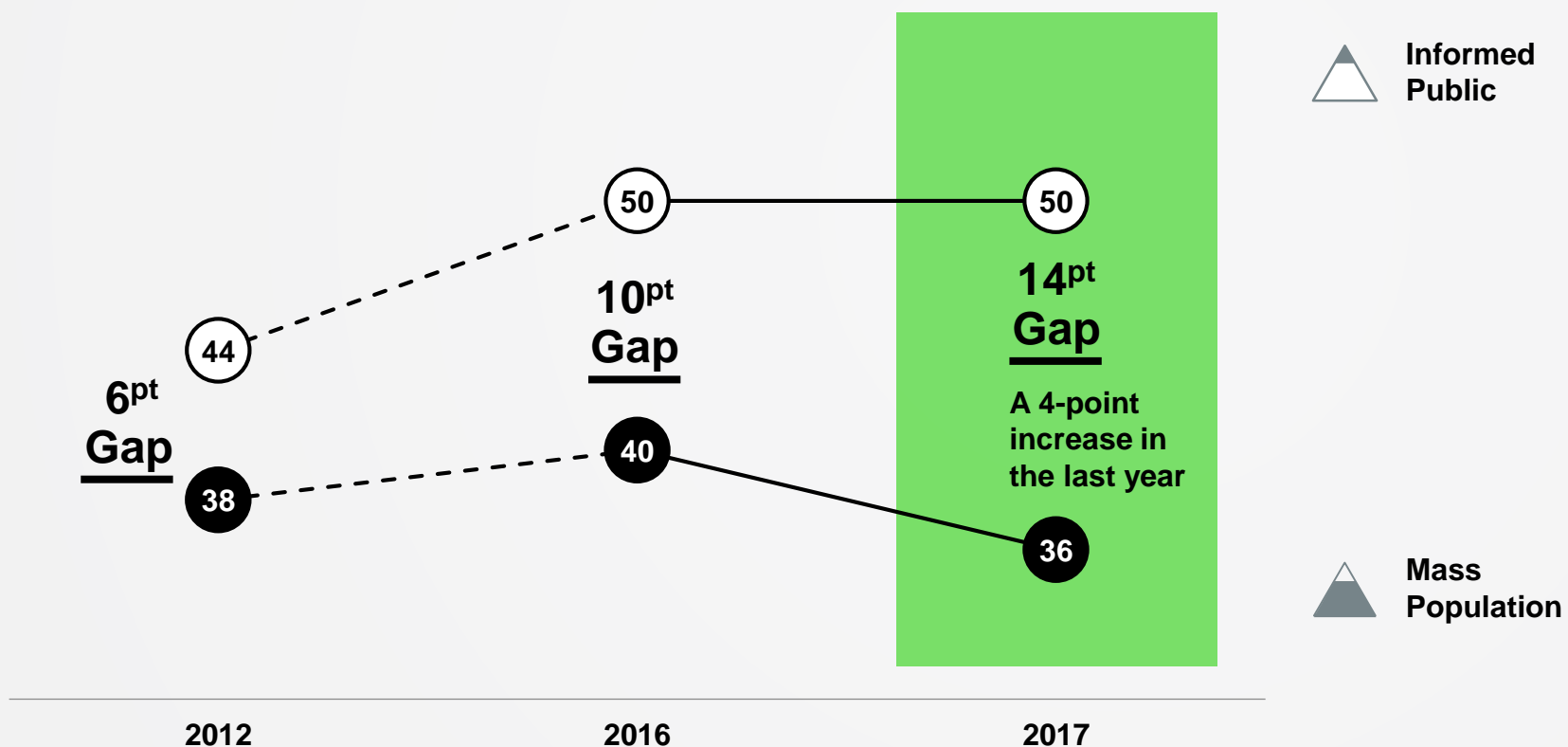


2017: Mass Population Rejects Established Authority



2017: Trust Gap Widens

Percent trust in the four institutions of government, business, media and NGOs, 2012 to 2017



Largest Gaps



21 pts



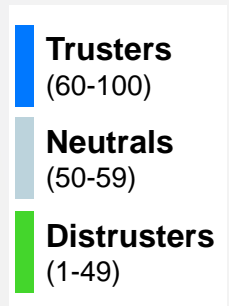
19 pts

Source: 2017 Edelman Trust Barometer. The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs. Informed Public and Mass Population, South Korea.



Trust Index Korea in Distruster Category

Average trust in institutions,
Informed Public vs.
Mass Population vs.
General Public



Source: 2017 Edelman Trust Barometer.
The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs. Informed Public and Mass Population, 28-country global total.

△	Informed Public
60	Global
80	India
79	China
78	Indonesia
77	UAE
71	Singapore
68	U.S.
62	Canada
62	Netherlands
61	Italy
61	Mexico
57	Malaysia
57	Spain
56	France
56	U.K.
55	Colombia
54	Australia
54	Germany
53	Hong Kong
51	Argentina
51	Brazil
50	S. Korea
50	Turkey
49	Japan
49	S. Africa
47	Sweden
45	Russia
44	Ireland
43	Poland

△	Mass Population
45	Global
70	India
67	Indonesia
62	China
59	Singapore
59	UAE
52	Netherlands
50	Colombia
50	Mexico
47	Brazil
47	Canada
47	Italy
47	Malaysia
47	U.S.
45	Argentina
42	Hong Kong
41	S. Africa
41	Spain
41	Turkey
40	Australia
39	Germany
38	France
37	U.K.
36	S. Korea
36	Sweden
35	Ireland
34	Japan
34	Poland
31	Russia

△	General Population
47	Global
72	India
69	Indonesia
67	China
60	Singapore
60	UAE
53	Netherlands
52	Mexico
52	U.S.
50	Colombia
49	Canada
48	Brazil
48	Italy
48	Malaysia
45	Argentina
44	Hong Kong
44	Spain
43	Turkey
42	Australia
42	S. Africa
41	Germany
40	France
40	U.K.
38	S. Korea
37	Sweden
36	Ireland
35	Japan
35	Poland
34	Russia

3-point decrease
in the global
Trust Index

Trust declines in 21
of 28 countries—the
broadest declines
since beginning
General Population
tracking in 2012

2 in 3 countries are
now distrusters



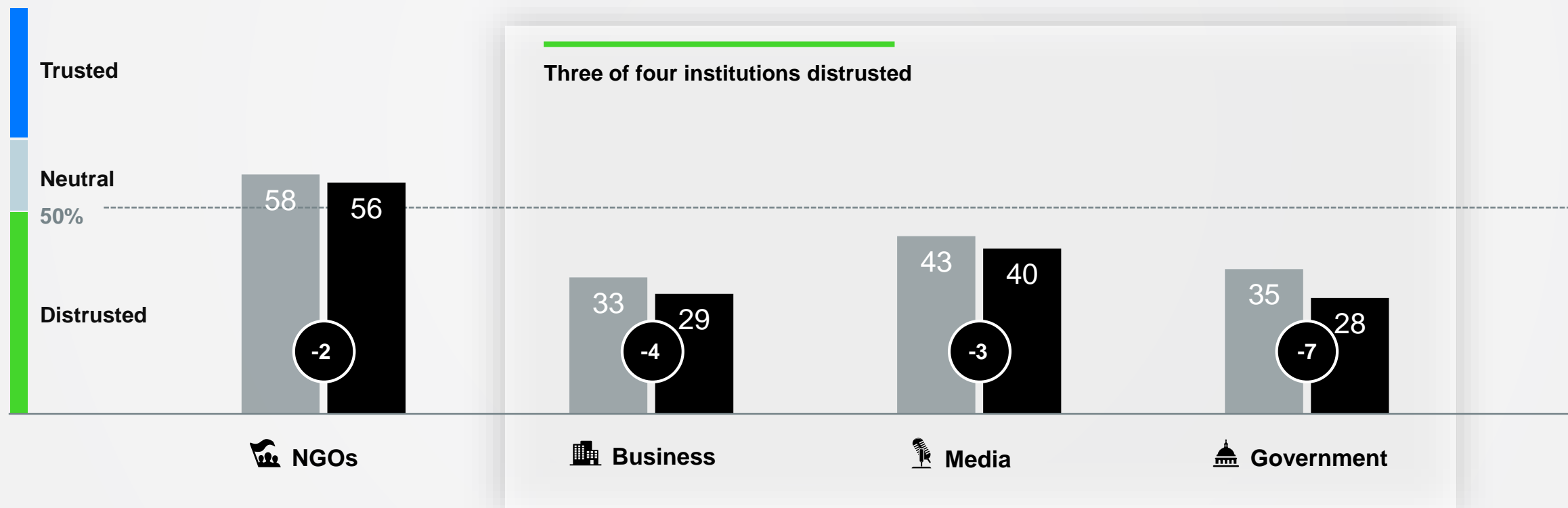


Trust in Crisis

Trust in All Four Institutions Declines

Percent trust in the four institutions of government, business, media and NGOs, 2016 vs. 2017

2016 2017

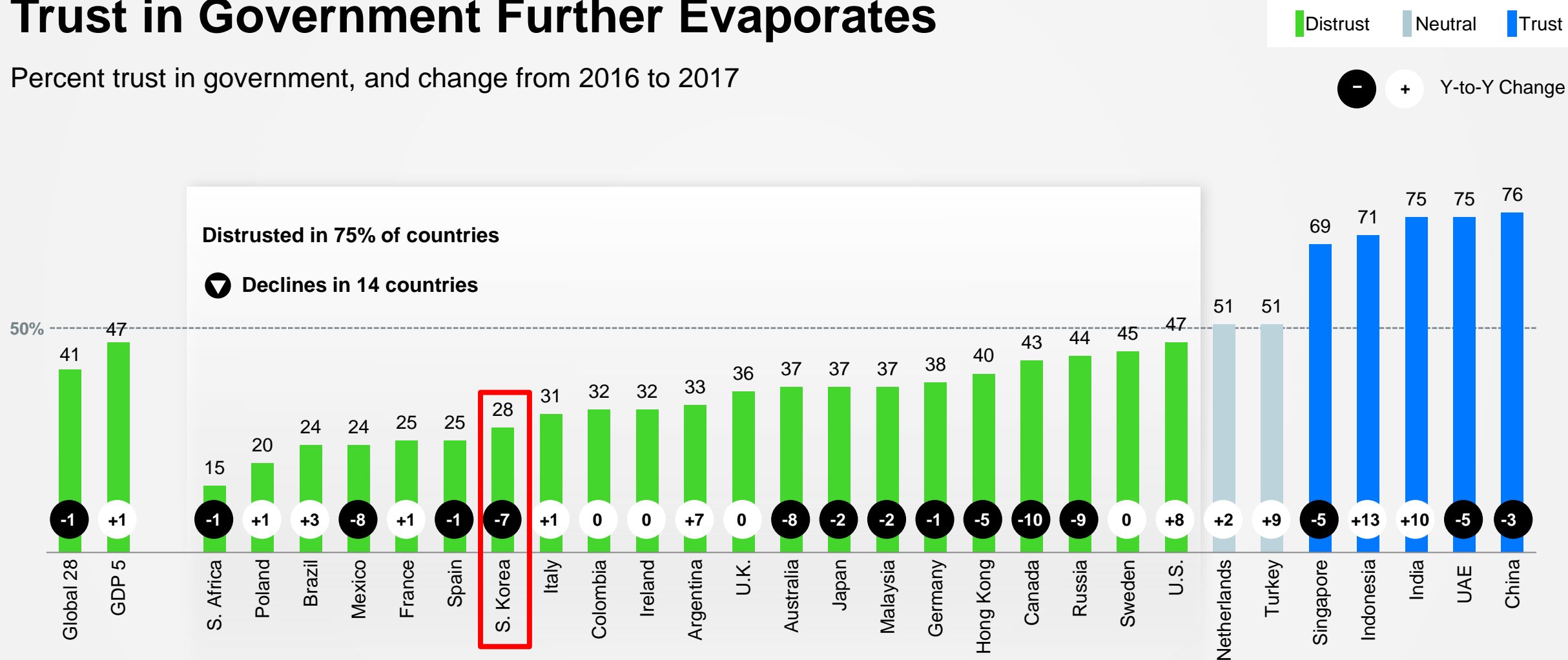


Source: 2017 Edelman Trust Barometer. Q11-620. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) General Population, South Korea.



Trust in Government Further Evaporates

Percent trust in government, and change from 2016 to 2017



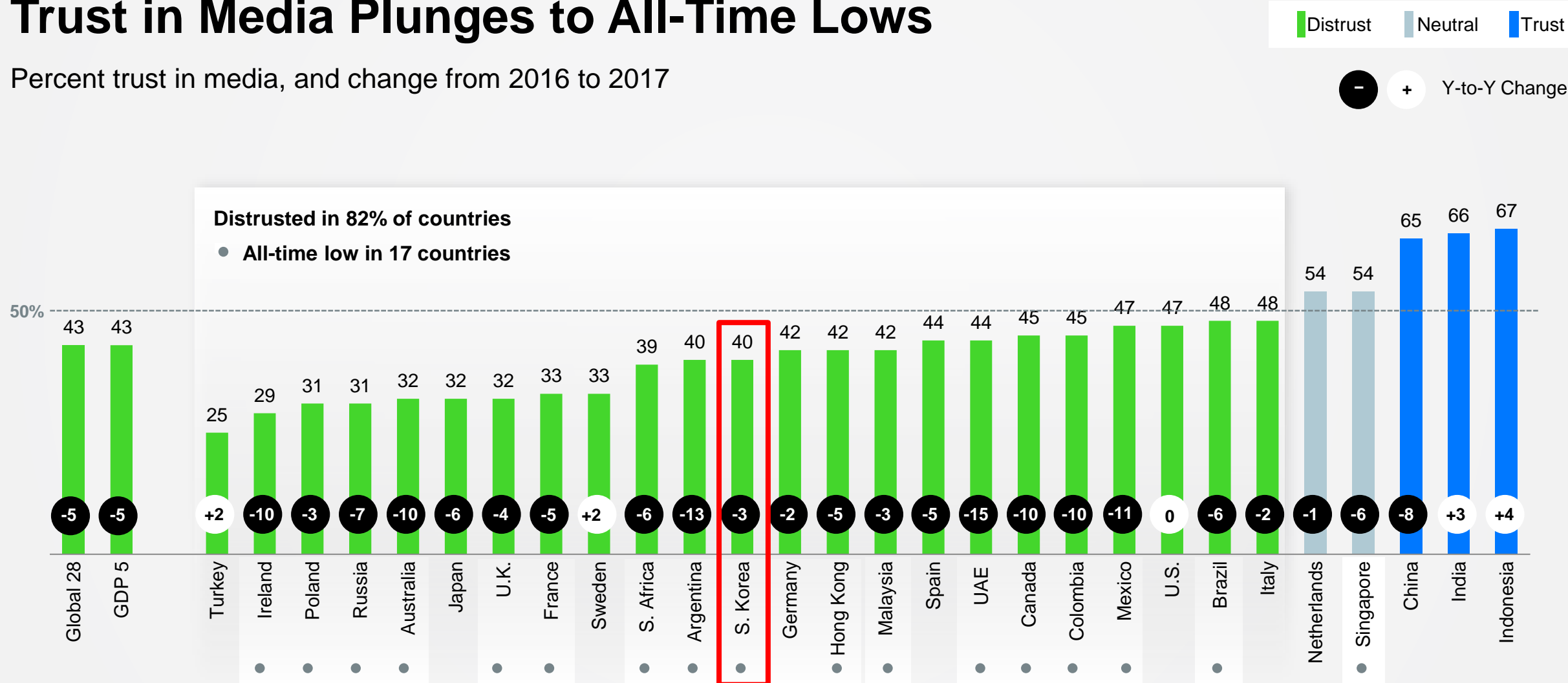
Source: 2017 Edelman Trust Barometer. Q11-620. [TRACKING] [GOVERNMENT IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) General Population, 28-country global total.

GDP 5 = U.S., China, Japan, Germany, U.K.



Trust in Media Plunges to All-Time Lows

Percent trust in media, and change from 2016 to 2017



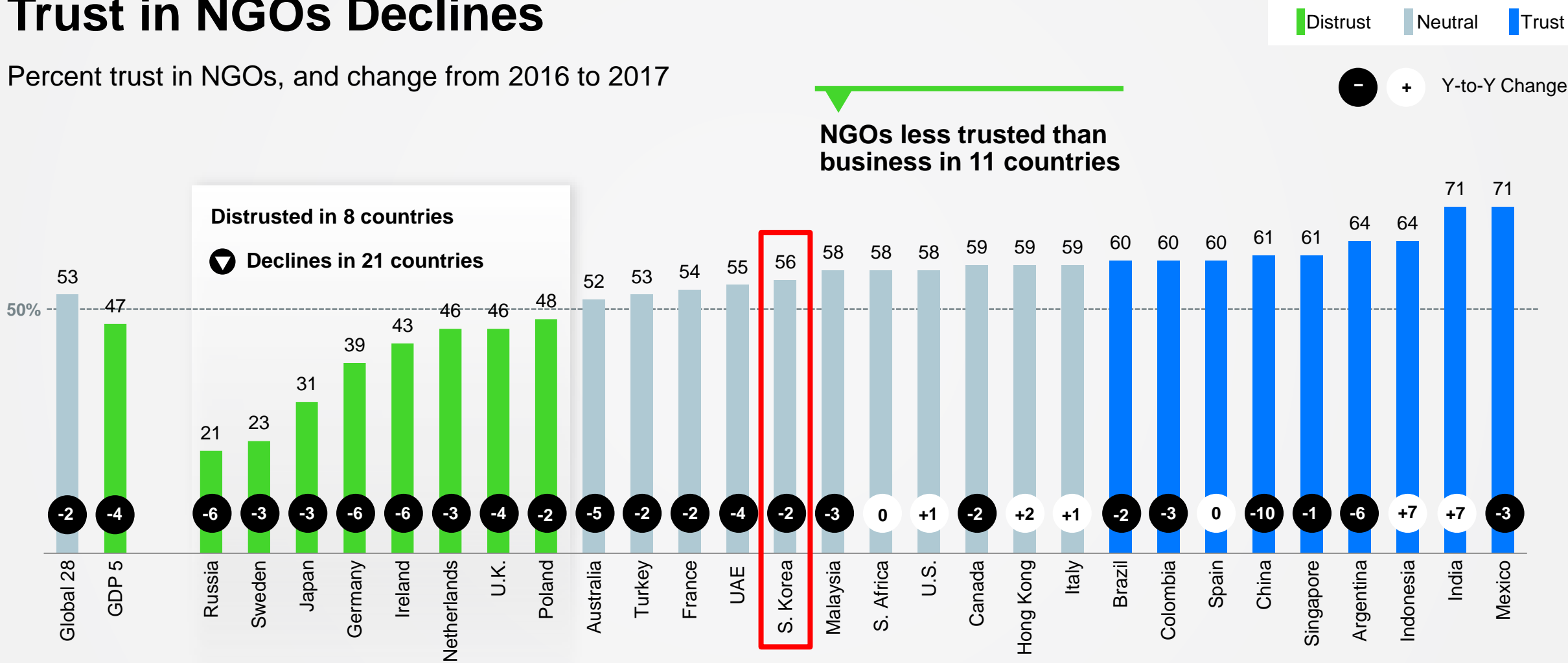
Source: 2017 Edelman Trust Barometer. Q11-620. [TRACKING] [MEDIA IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-country global total.

GDP 5 = U.S., China, Japan, Germany, U.K.



Trust in NGOs Declines

Percent trust in NGOs, and change from 2016 to 2017



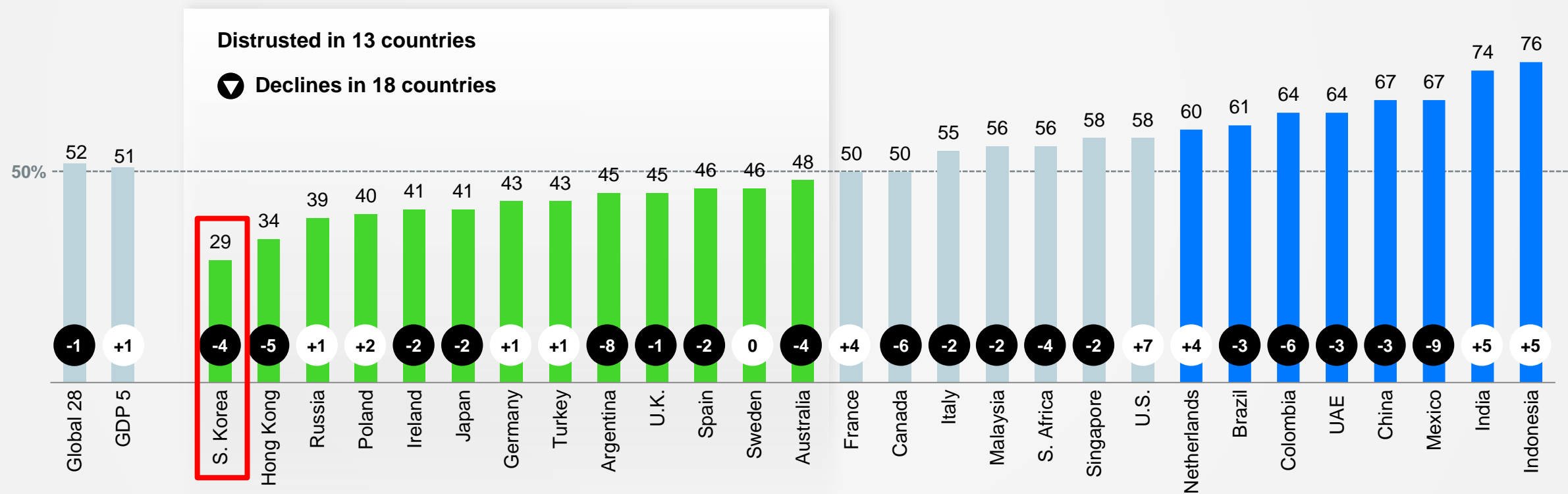
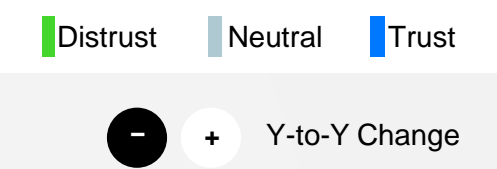
Source: 2017 Edelman Trust Barometer. Q11-620. [TRACKING] [NGOs IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) General Population, 28-country global total.

GDP 5 = U.S., China, Japan, Germany, U.K.



Business on the Brink of Distrust

Percent trust in business, and change from 2016 to 2017



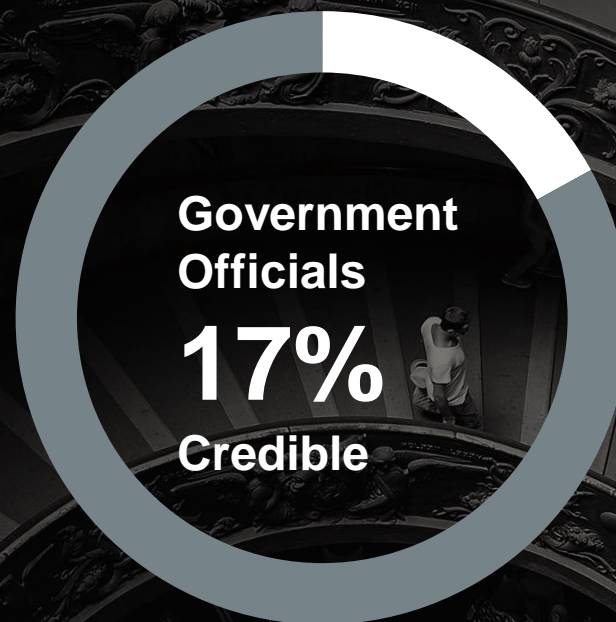
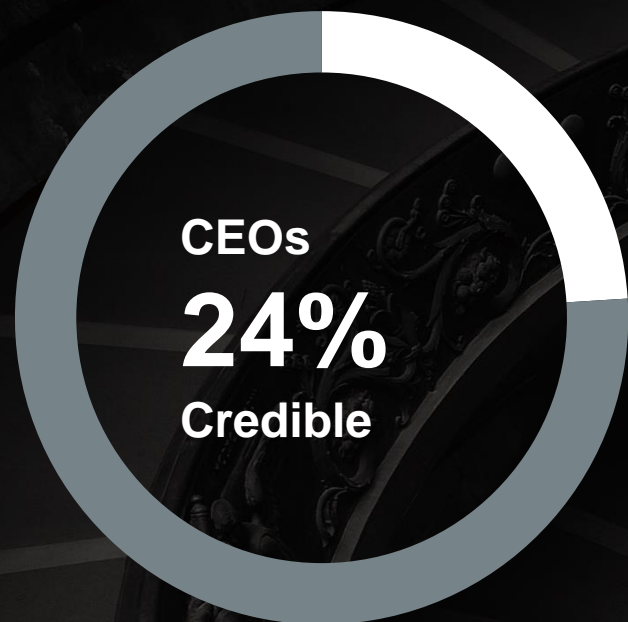
Source: 2017 Edelman Trust Barometer. Q11-620. [TRACKING] [BUSINESS IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) General Population, 28-country global total.

GDP 5 = U.S., China, Japan, Germany, U.K.



Credibility of Leadership in Crisis

Percent who rate each spokesperson as very/extremely credible



Source: 2017 Edelman Trust Barometer. Q130-747 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, Very/Extremely Credible) General Population, South Korea, question asked of half the sample.

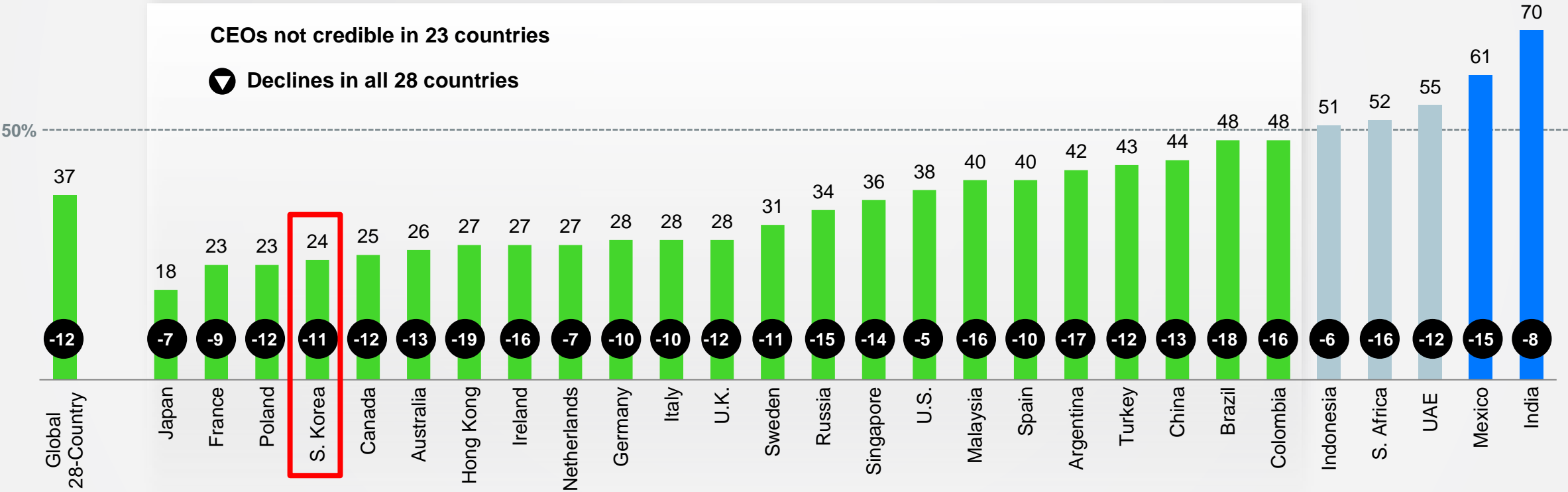


All-time Low for CEO Credibility

Percent rate CEOs as extremely/very credible, 2016 vs. 2017

Distrust Neutral Trust

Y-to-Y Change



Source: 2017 Edelman. Trust Barometer Q130-747 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, Very/Extremely Credible) General Population, 28-country global total, question asked of half the sample.





The System Is Broken

Without Trust, Belief in the System Fails



How true are each of the following?

Sense of Injustice

System biased in favor of elites, elites indifferent to the people, getting richer than they deserve

Lack of Hope

Hard work not rewarded, children will not have a better life, country not moving in right direction

Lack of Confidence

No confidence in current leaders

Desire for Change

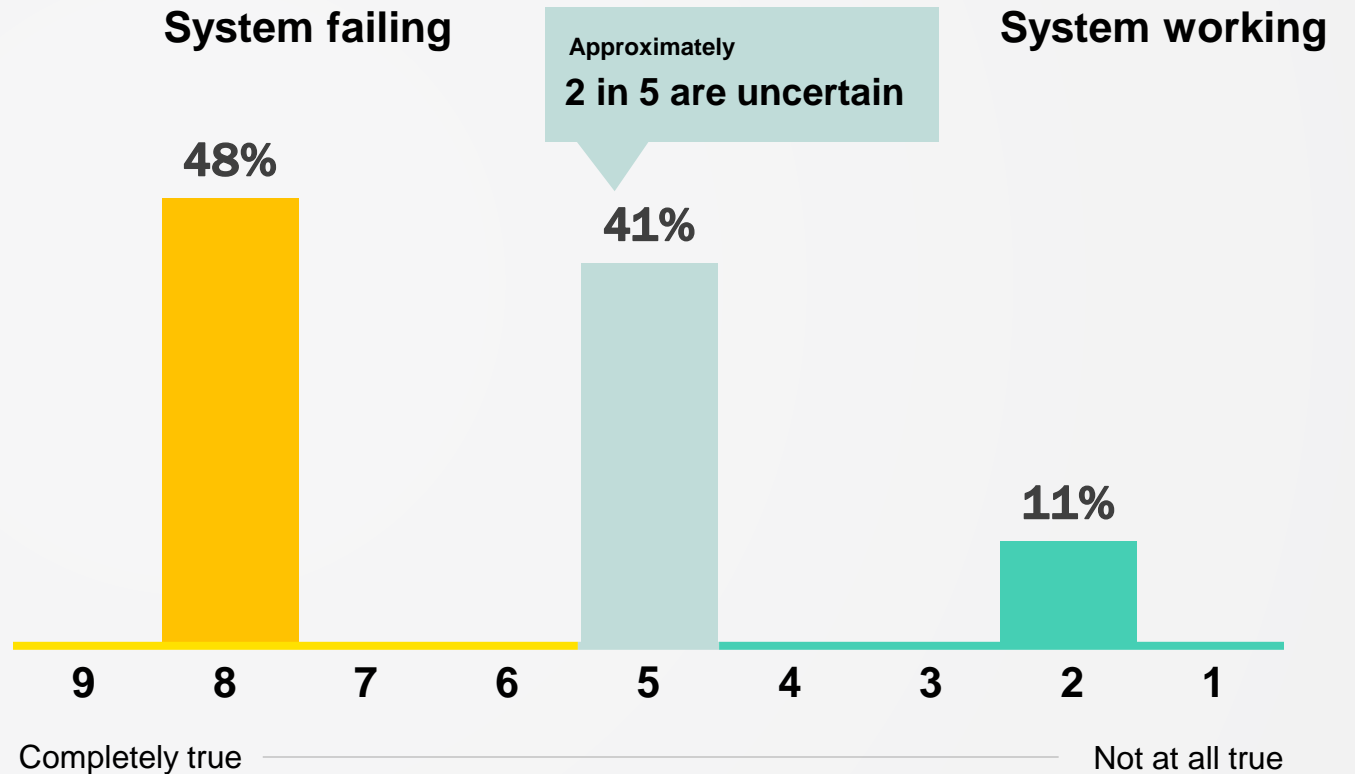
Need forceful reformers to bring change



Half Believe the System is Failing Them

How true is this for you?

**Sense of injustice
Lack of hope
Lack of confidence
Desire for change**



Source: 2017 Edelman Trust Barometer Q672-675, 678-680, 688-690. South Korea. For details on how the “system failing” measure was calculated, please refer to the Technical Appendix.



Even Those at the Top Are Disillusioned

Percent who believe the system is not working

High-Income

Top quartile of income

43%

College-Educated

College degree or higher

47%

Well-Informed

Follow business and public policy information several times a week or more

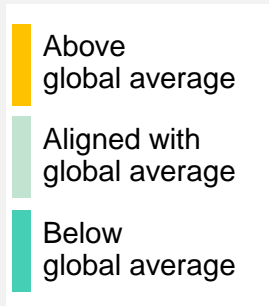
48%

Source: 2017 Edelman Trust Barometer. S8. Thinking about your annual household income in 2015, which of the following categories best describes your total household income that year? S7. What is the last grade in school you completed? S9. How often do you follow public policy matters in the news? S10. How often do you follow business news and information? General Population, South Korea, cut by 'the system is failing segments'.



1 in 2 Countries Have Lost Faith in the System

Percent of population who believe the system is not working



Systemic loss of faith restricted to Western-style democracies

In 14 countries, the percent of population that has lost faith is above the global average

	Global	France	Italy	Mexico	S. Africa	Spain	Poland	Brazil	Colombia	Germany	U.K.	Australia	Ireland	U.S.	Netherlands	Canada	Sweden	Argentina	Malaysia	Turkey	Russia	S. Korea	Indonesia	Japan	India	Hong Kong	Singapore	China	UAE
System failing	53	72	72	67	67	67	64	62	62	62	60	59	59	57	56	55	55	53	52	51	48	48	42	42	36	35	30	23	19
Uncertain	32	22	24	25	24	25	25	25	27	26	29	30	26	33	33	30	29	29	37	31	28	41	40	45	45	50	43	47	40

Source: 2017 Edelman Trust Barometer Q672-675, 678-680, 688-690.

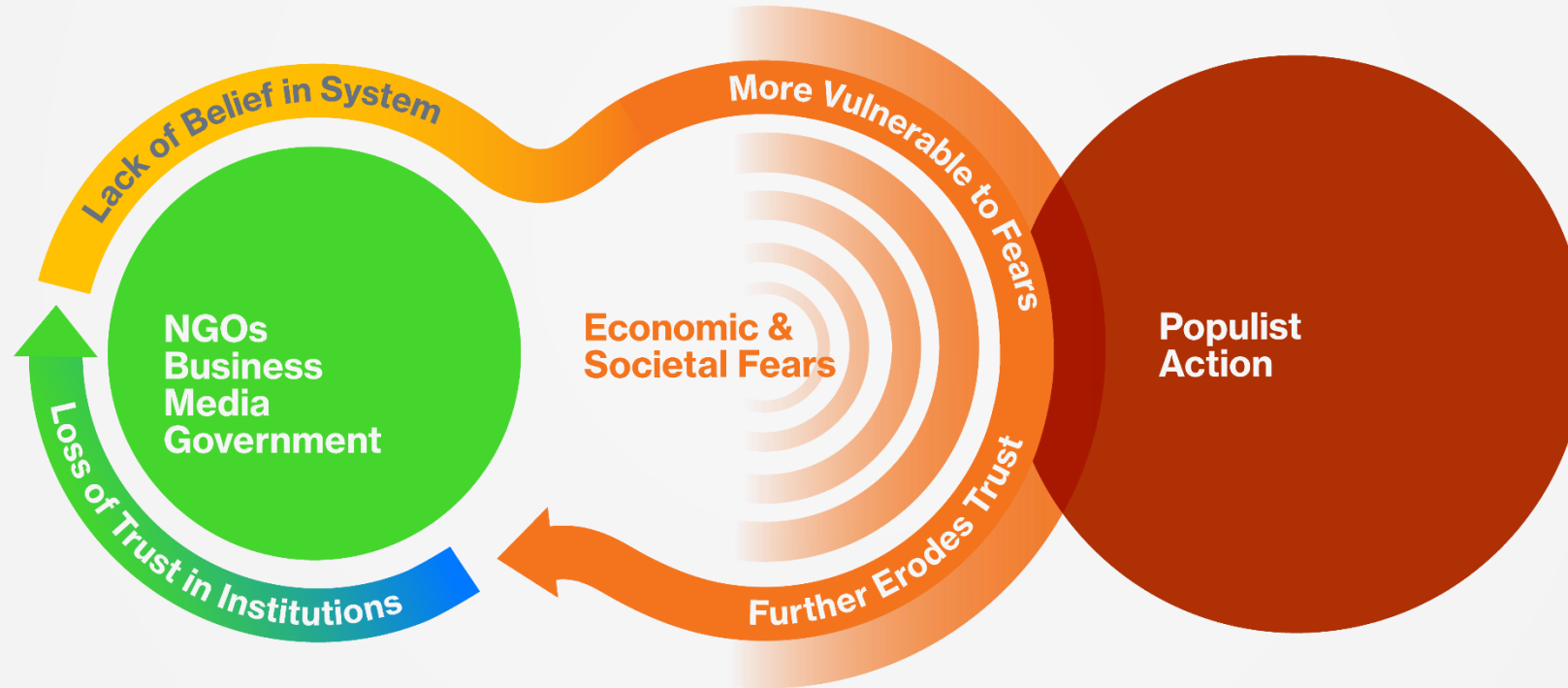
For details on how the “system failing” measure was calculated, please refer to the Technical Appendix. The margin of error for the countries scores was added and subtracted from the global mean. Countries were considered above the global average if their score was higher than the global mean plus the margin of error. Countries were considered below the global average if their score was lower than the global mean minus the margin of error. All other scores were considered aligned.



Fears Fuel the Fire



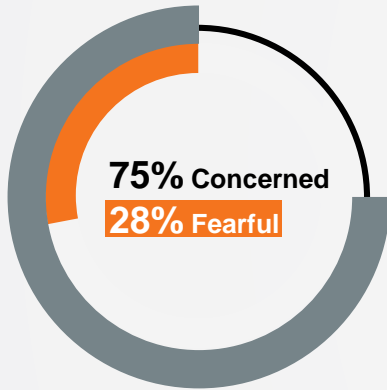
The Cycle of Fear and Distrust



Concerns Have Become Fears

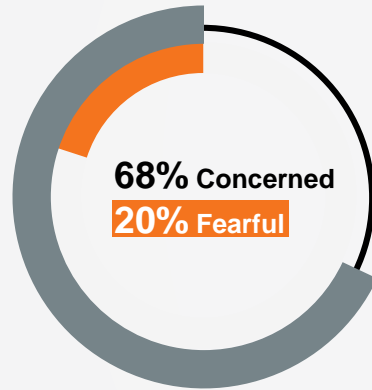
Percent of respondents who are concerned or fearful regarding each issue

Corruption



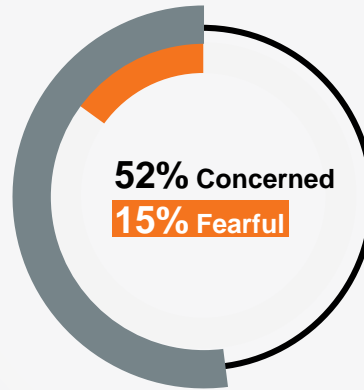
Widespread corruption
Compromising the safety of our citizens
Makes it difficult to institute the changes necessary to solve our problems

Globalization



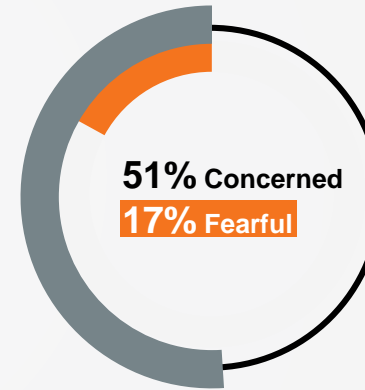
Protect our jobs from foreign competition
Foreign companies/influence damaging our economy/national culture
Foreign corporations favor their home country
Most countries cannot be trusted to engage in fair trade practices

Eroding Social Values



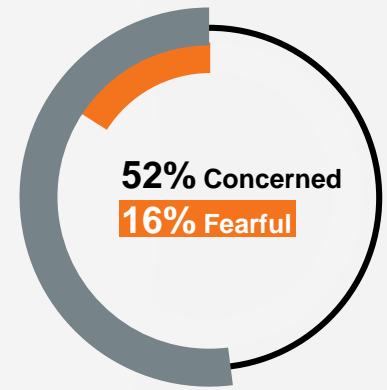
Values that made this country great are disappearing
Society changing too quickly and not in ways that benefit people like me

Immigration



Influx of people from other countries damaging our economy and national culture

Pace of Innovation



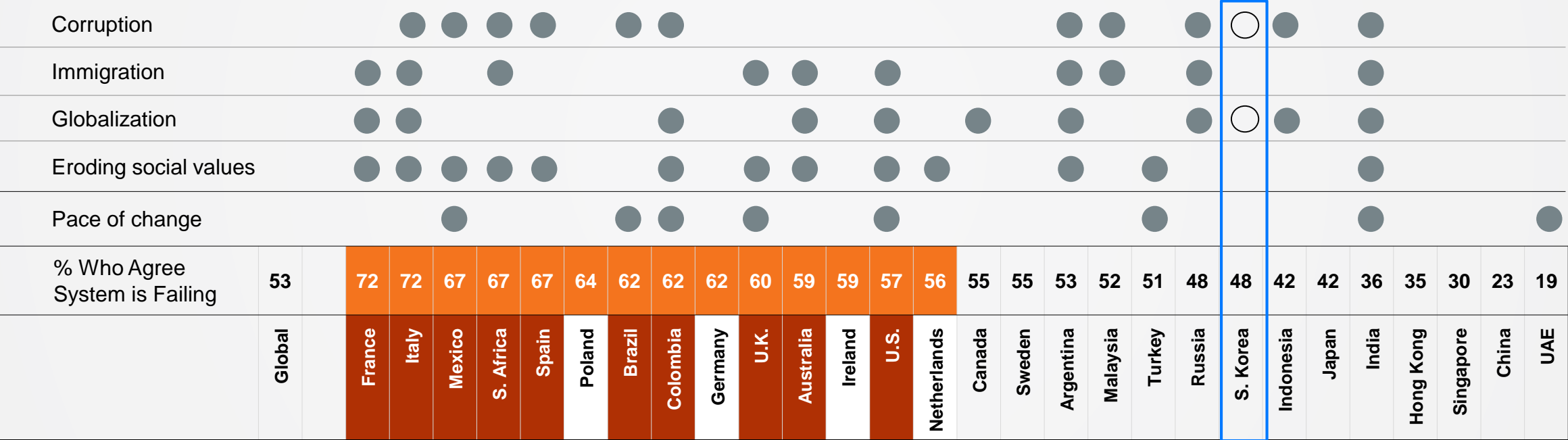
Technological innovations happening too quickly and leading to changes not good for people like me

Source: 2017 Edelman Trust Barometer. Corruption Q685-687, Globalization Q681-684, Eroding social values Q676 and Q758, Immigration Q685, Pace of innovation Q677. South Korea. For details on how the societal fears were measured, please refer to the Technical Appendix.



Systemic Distrust and Fear Trigger Action

- Above-Average Level of Concern
- Above-Average Level of Fear
- Above-Average Belief the System is Failing
- Countries with Multiple Fears and Failing System



10 countries with above-average belief the system is failing and multiple fears

4 countries with above-average belief the system is failing – but lack multiple fears

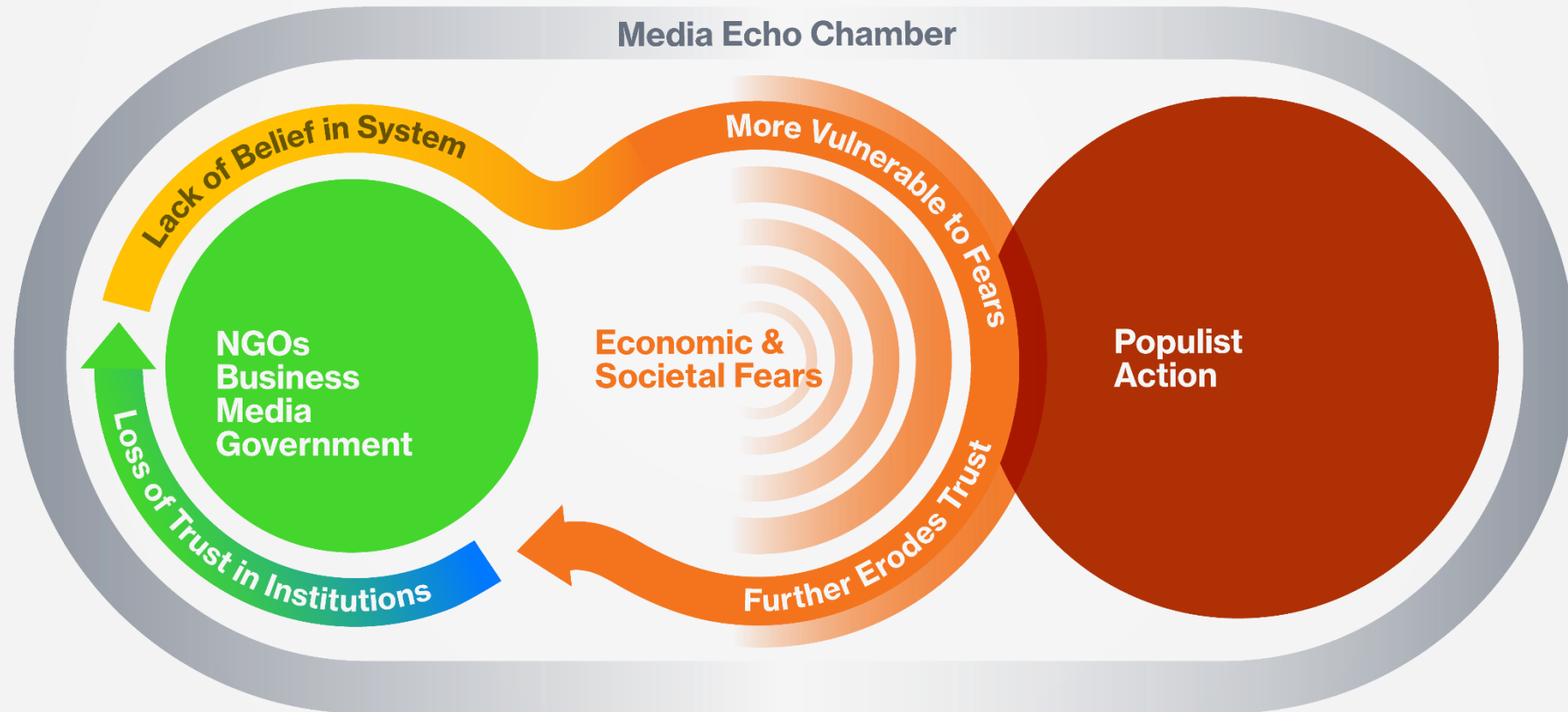
Source: 2017 Edelman Trust Barometer. Corruption Q685-687, Globalization Q681-684, Eroding social values Q676 and Q758, Immigration Q685, Pace of innovation Q677. System is failing: Q672-675, 678-680, 688-690. For details on how the societal fears and the “system failing” measure were calculated, please refer to the Technical Appendix. The margin of error for the countries scores was added and subtracted from the global mean. Countries were considered above the global average if their score was higher than the global mean plus the margin of error.



The Echo Chamber



Echo Chamber Amplifies Fears and Accelerates the Cycle



The Echo Chamber in Action

Facts matter less

More than
1 in 3 agree

“I would support politicians I trust to make things better for me and my family even if they exaggerated the truth”

Bias is the filter

69%

Do not regularly listen to people or organizations with whom they often disagree

More than
3.5x more likely

to ignore information that supports a position they do not believe in

No humans needed

More likely to believe

73%
Search Engines

27%
Human Editors

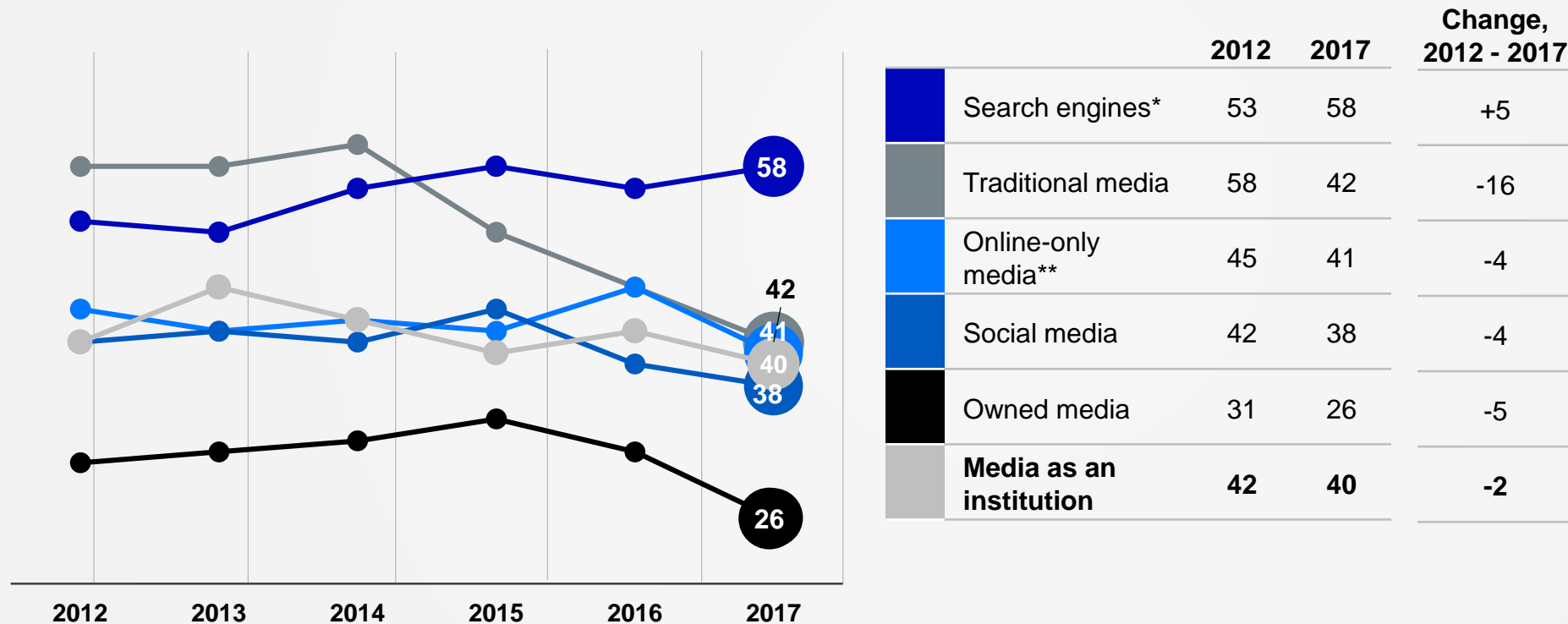
61% Never or rarely change their position on important social issues

Source: 2017 Edelman Trust Barometer. Q709-718. For each of the statements below, please indicate how much you agree or disagree. (Top 4 Box, Agree) Q755 Have you ever changed your position on an important social issue? (Sum of “Yes, but rarely”, “No, never”) General Population, South Korea. Q749. When someone you know provides you with some information that supports a position that you do NOT believe, which of following do you typically do with it? Q752. How often do you read or listen to information or points of view from people, media sources or organizations with whom you often disagree? (Sum of “Never”, “Almost Never”, “Several Times a year”, “Once or Twice a Month”) Q754. You are about to see a series of two choices. Each choice describes a different source of information, a different format for presenting information, or a different style of communicating information. For each pair, we want you to choose the one that you are more likely to believe is giving you the truth. While we know that some of these choices may not be easy, please do your best to select only one of the two options given--the one that is most likely to be true most often. General Population, South Korea, question asked of half the sample.



Traditional Media Shows Steepest Decline

Percent trust in each source for general news and information



Traditional media
down 16 points

Search Engines are
most trusted media
source

Source: 2017 Edelman Trust Barometer Q178-182. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you “do not trust it at all” and nine means that you “trust it a great deal.” (Top 4 Box, Trust) General Population, South Korea, question asked of half the sample.

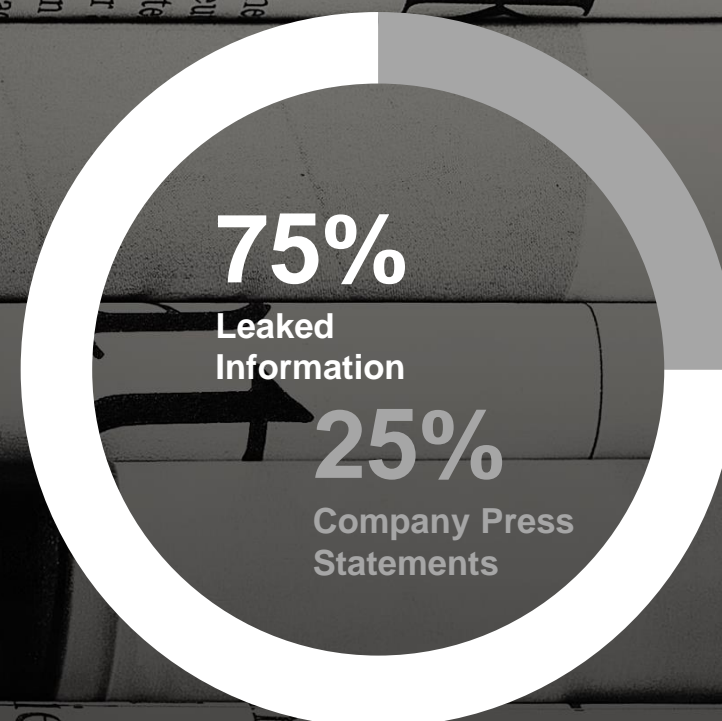
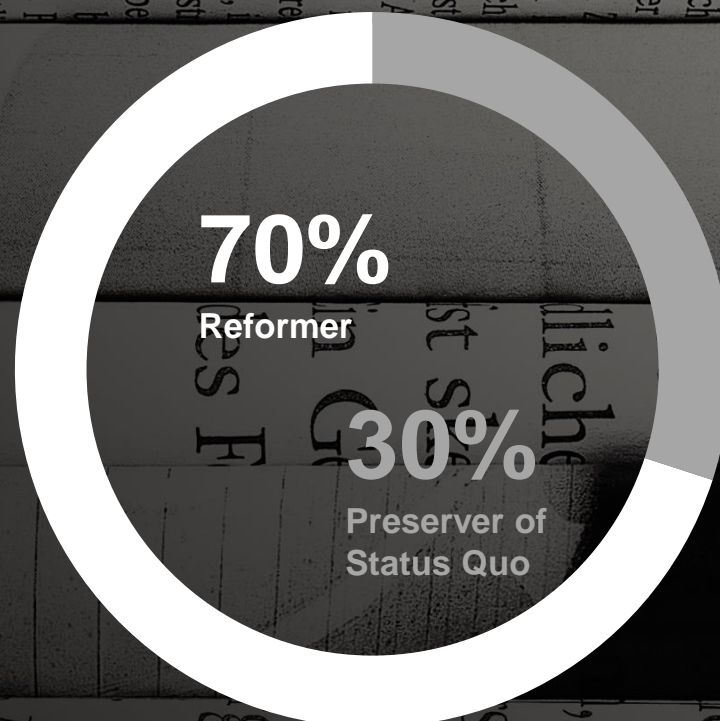
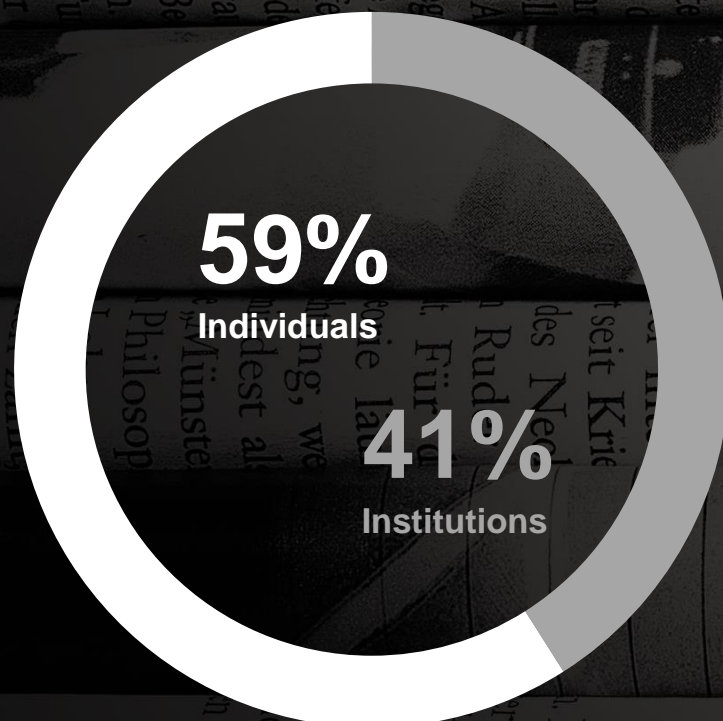
*From 2012-2015, “Online Search Engines” were included as a media type. In 2016, this was changed to “Search Engines.”

**From 2012-2015, “Hybrid Media” was included as a media type. In 2016, this was changed to “Online-Only media.”



Official Sources Are Suspect

Percent who find each source more believable than its pair



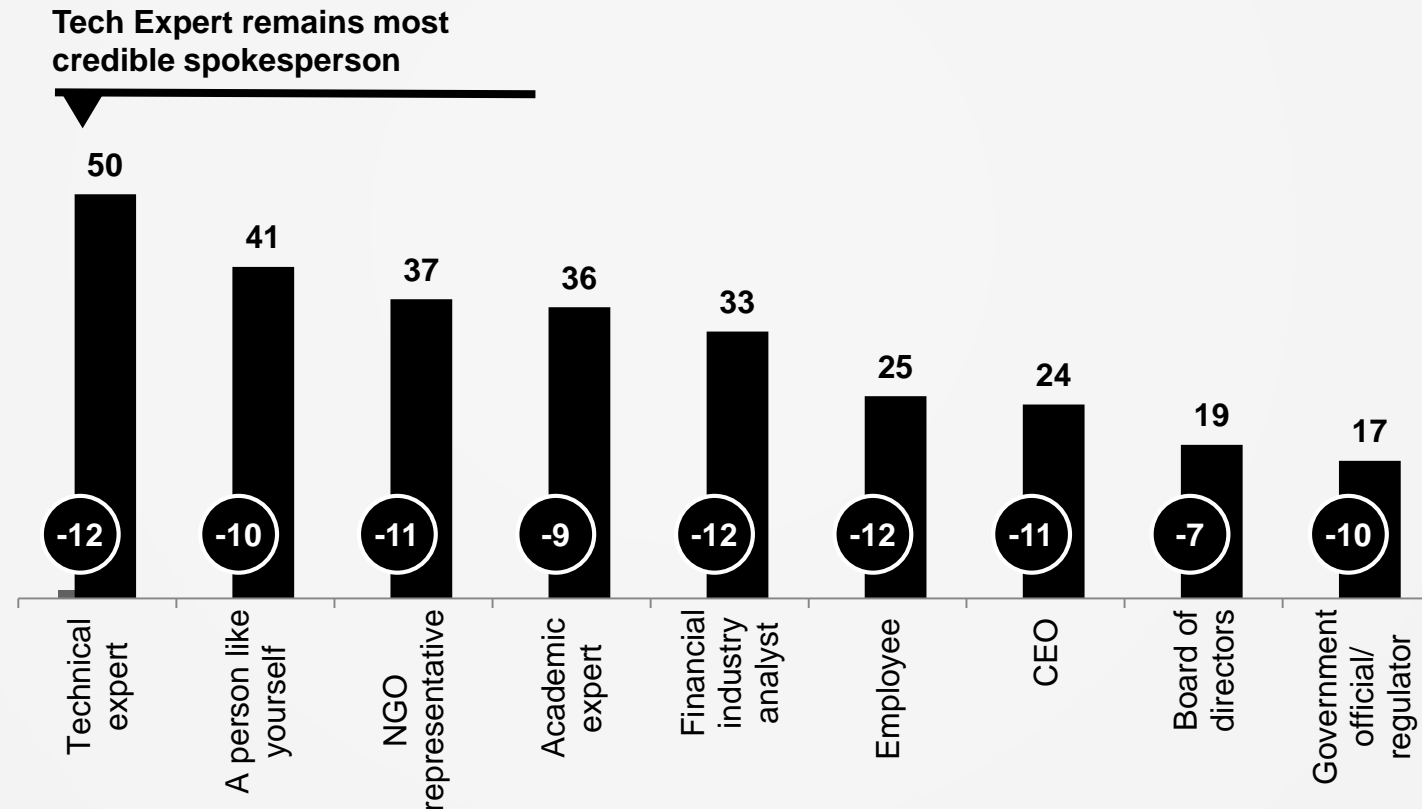
Source: 2017 Edelman Trust Barometer Q754. You are about to see a series of two choices. Each choice describes a different source of information, a different format for presenting information, or a different style of communicating information. For each pair, we want you to choose the one that you are more likely to believe is giving you the truth. While we know that some of these choices may not be easy, please do your best to select only one of the two options given--the one that is most likely to be true most often. General Population, South Korea, choices shown to half the sample.



Peers More Credible Than CEO and Government Officials

Percent who rate each spokesperson as extremely/very credible, and change from 2016 to 2017

– + Y-to-Y Change



Source: 2017 Edelman Trust Barometer. Q130-747. 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, Very/Extremely Credible) General Population, South Korea, question asked of half the sample.



Business on Notice

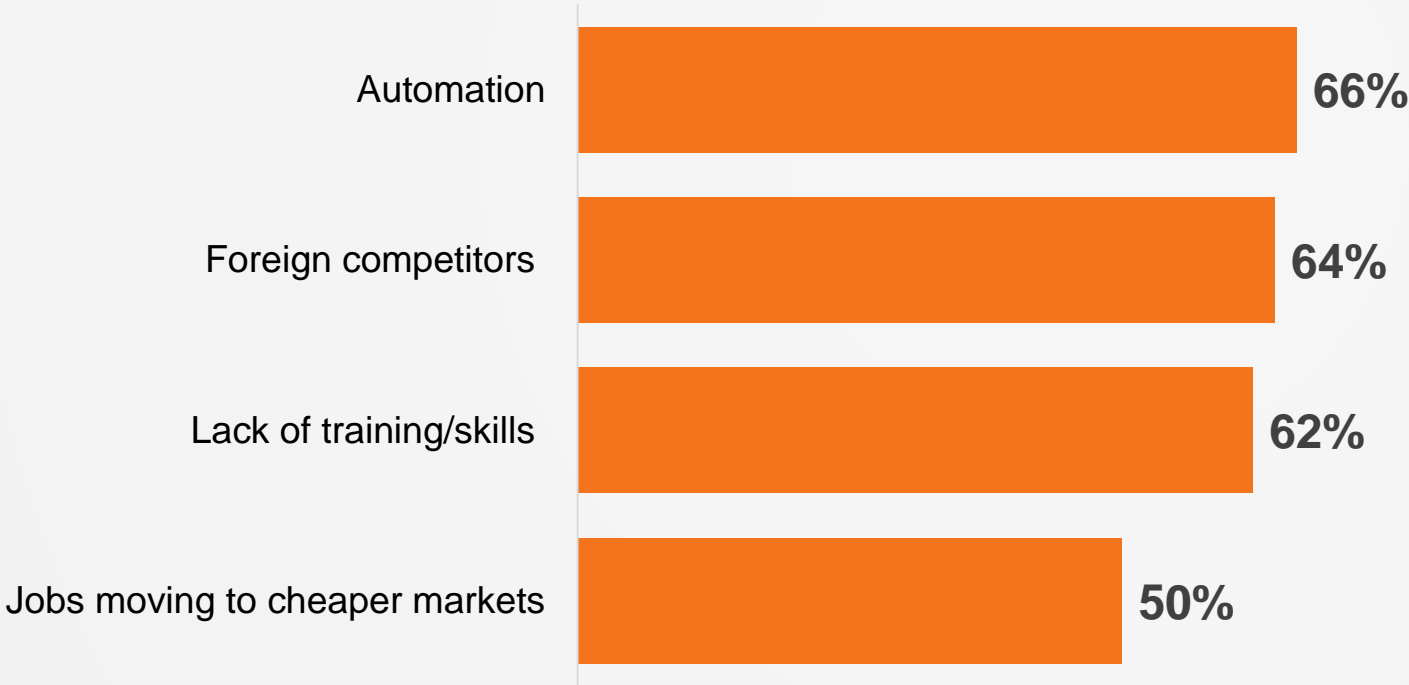


USA

THANK YOU TOUR 2016
Grand Rapids, Michigan
MAKE AMERICA GREAT AGAIN

Business Plays a Role in Stoking Societal Fears

Korean population worries about **losing their jobs** due to:



67% the pace of change
in business and industry is
too fast

55% globalization
is taking us in the
wrong direction

Source: 2017 Edelman Trust Barometer. Q693-762. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? Please indicate your answer using a nine point scale where one means “I do not worry about this at all” and nine means “I am extremely worried about this”. (Top 4 Box, Worried) Q709-718. For each of the statements below, please indicate how much you agree or disagree. (Top 4 Box, Agree) General Population, South Korea. Q349-671. For the statements below, please think about the pace of development and change and select the response that most accurately represents your opinion. (Top 4 Box, Too Fast) General Population, South Korea, question asked of half the sample.



Support for Anti-Business Policies

Protectionism

2 in 5 agree

“We should not enter into free trade agreements because they hurt our country’s workers.”

Protectionism

73% agree

“We need to prioritize the interests of our country over those of the rest of the world.”

Slower Growth

76% agree

“The government should protect our jobs and local industries, even if it means that our economy grows more slowly.”

Source: 2017 Edelman Trust Barometer Q709-718 For each of the statements below, please indicate how much you agree or disagree. (Top 4 Box, Agree) General Population, South Korea.



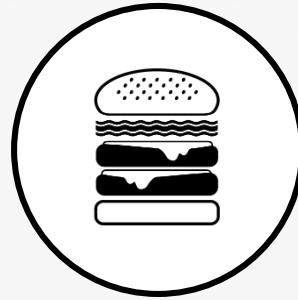
License to Operate at Risk



71%

agree that the
pharmaceutical
industry needs
more regulations

Regulation



82%

agree that policy
makers should
tax foods that negatively
impact health

Tax Policy



60%

do not agree that
financial market reforms
have increased
economic stability

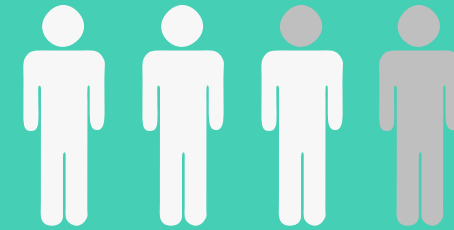
Reform

Source: 2017 Edelman Trust Barometer. Q667-670. For each of the statements below, please indicate how much you agree or disagree. (Top 4 Box, Agree) Q661-664. For each of the statements below, please indicate how much you agree or disagree. (Top 4 Box, Agree) Q658. For the statement below, please indicate how much you agree or disagree. (All respondents except Top 4 Box, Agree) General Population, South Korea, question asked of one-fifth the sample.



Business Expected to Lead

69% agree



“A company can take specific actions that both increase profits and improve the economic and social conditions in the community where it operates.”

Source: 2017 Edelman Trust Barometer. Q249-757. Please indicate how much you agree or disagree with the following statements? (Top 4 Box, Agree). General Population, South Korea, question asked of half the sample.





Business Must Act

First, Do No Harm

Actions business can take that would most damage trust in a better future (top 5 most-selected)

1.

Pay bribes to government officials to win contracts

2.

Pay executives hundreds of times more than workers

3.

Move profits to other countries to avoid taxes

4.

Reduce costs by cutting jobs

5.

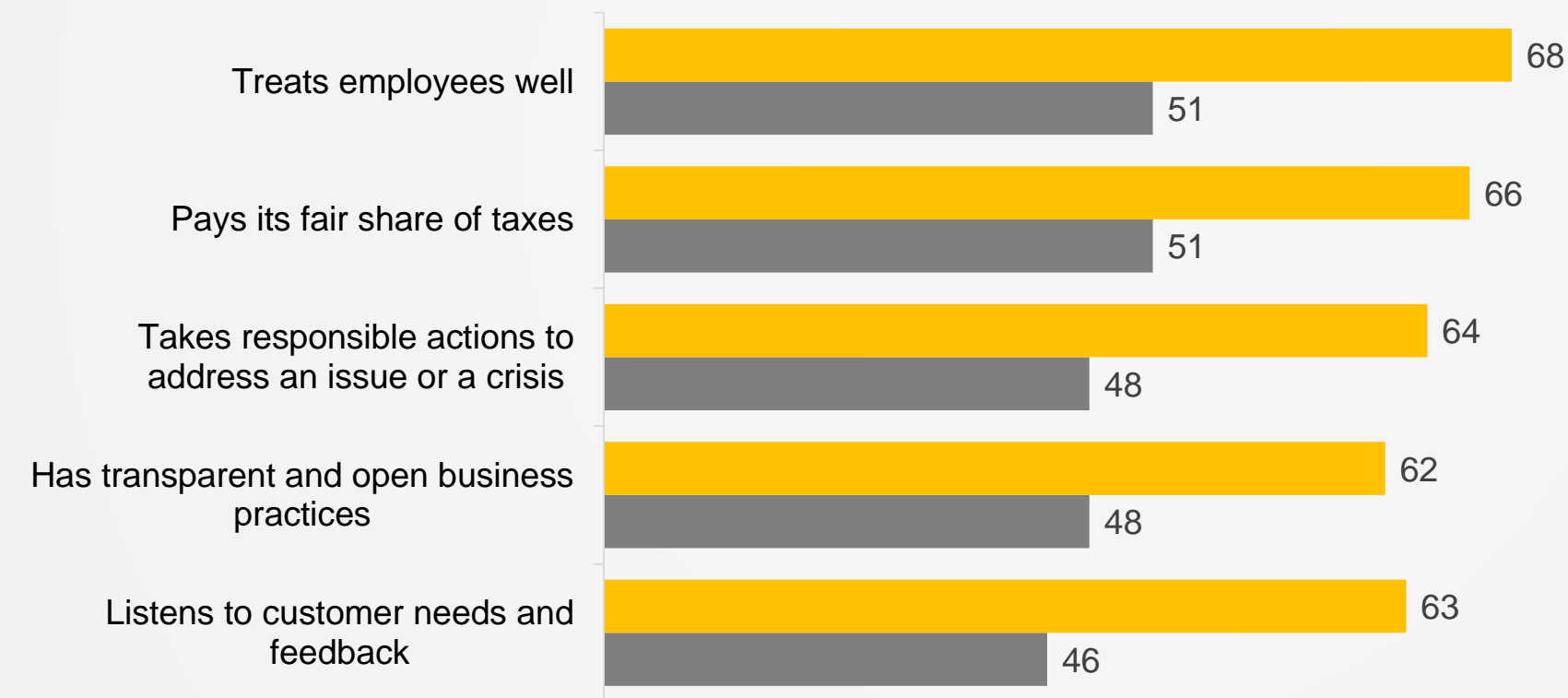
Reduce costs by lowering product quality

Source: 2017 Edelman Trust Barometer. Q732. What can businesses do that would cause the most **damage to your trust** in a better future? (Please select up to five.) General Population, South Korea, question asked of half the sample.



When the System is Failing, Companies Must Do More

Percent who rate each attribute as important in **building trust in a company** (top 5 most important shown)



On average
+16 pts
higher expectations

Among those who have lost faith in the system, expectations are higher across the board

Source: 2017 Edelman Trust Barometer. Q80-639. How important is each of the following attributes to building your TRUST in a company? Use a 9-point scale where one means that attribute 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, Importance) Data displayed is mean Top 2 Box rating for the listed items. Items were included if they were considered important by 50% or more of those who believe the system is failing. General Population and cut by “the system is failing segments,” South Korea.



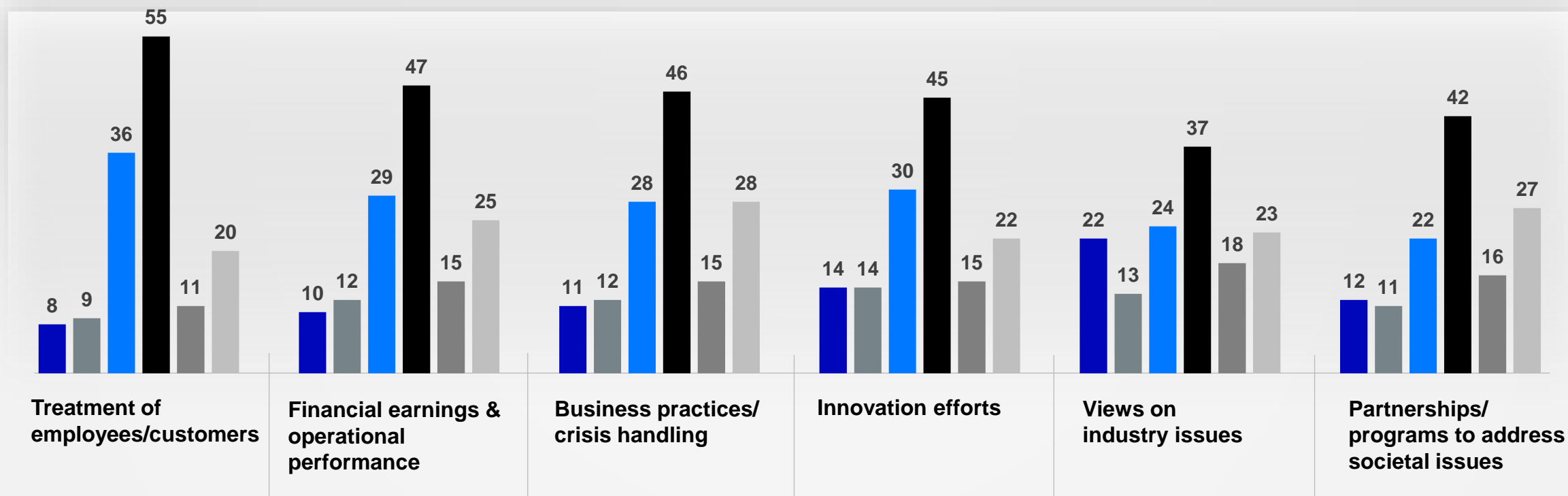
When the System is Failing Companies Must Do Things Differently



Source: 2017 Edelman Trust Barometer



Most trusted spokesperson to communicate each topic



Source: 2017 Edelman Trust Barometer. Q610. Who do you trust MOST to provide you with credible and honest information about a company's financial earnings and operational performance, and top leadership's accomplishments? Q611. A company's business practices, both positive and negative, and its handling of a crisis? Q612. A company's employee programs, benefits and working conditions, and how a company serves its customers and prioritizes customer needs ahead of company profits? Q613. A company's partnerships with NGOs and effort to address societal issues, including those to positively impact the local community? Q614. A company's innovation efforts and new product development? Q615. A company's stand on issues related to the industry in which it operates? General Population, South Korea, question asked of one-quarter of the sample.



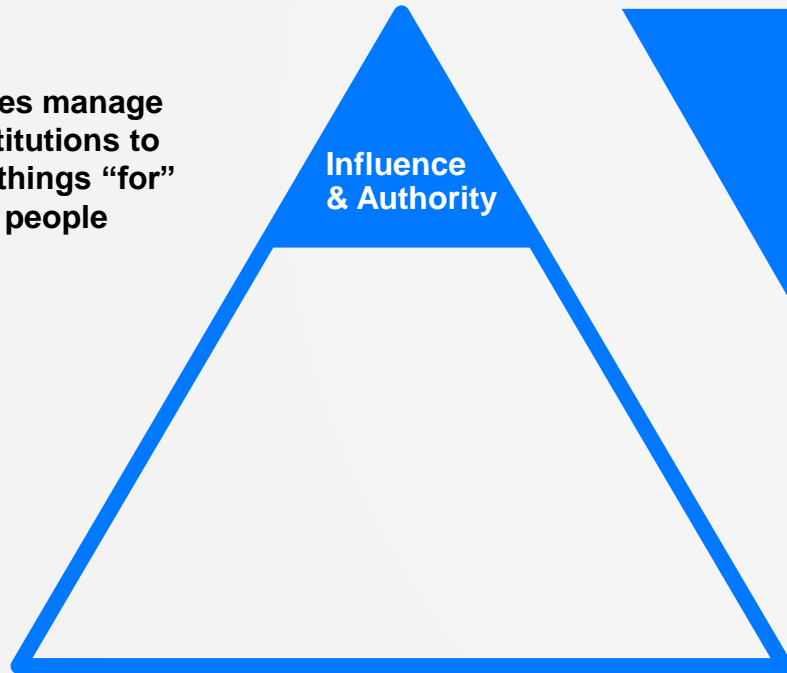


**With the People,
Not For the People**

A Fundamental Shift

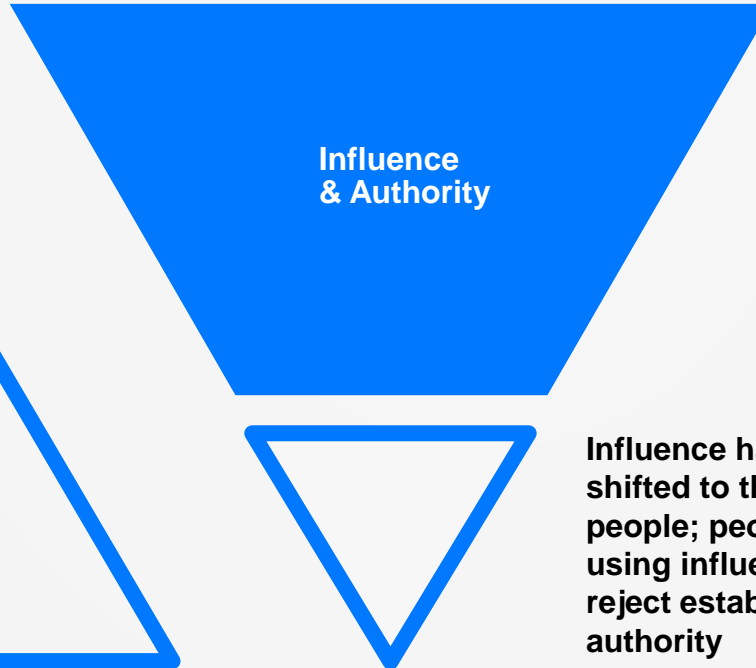
Old Model: *For* the People

Elites manage institutions to do things “for” the people



Current Tension

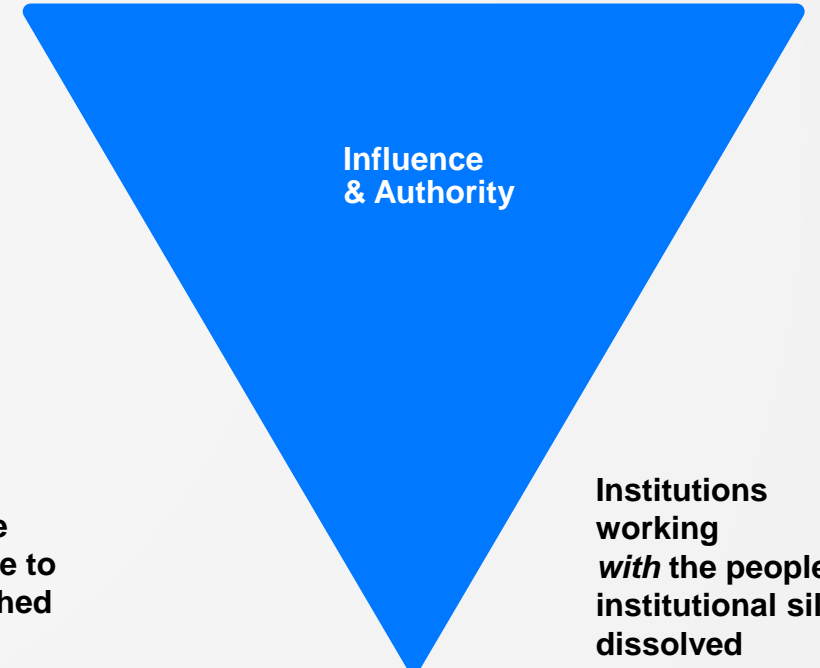
Influence & Authority



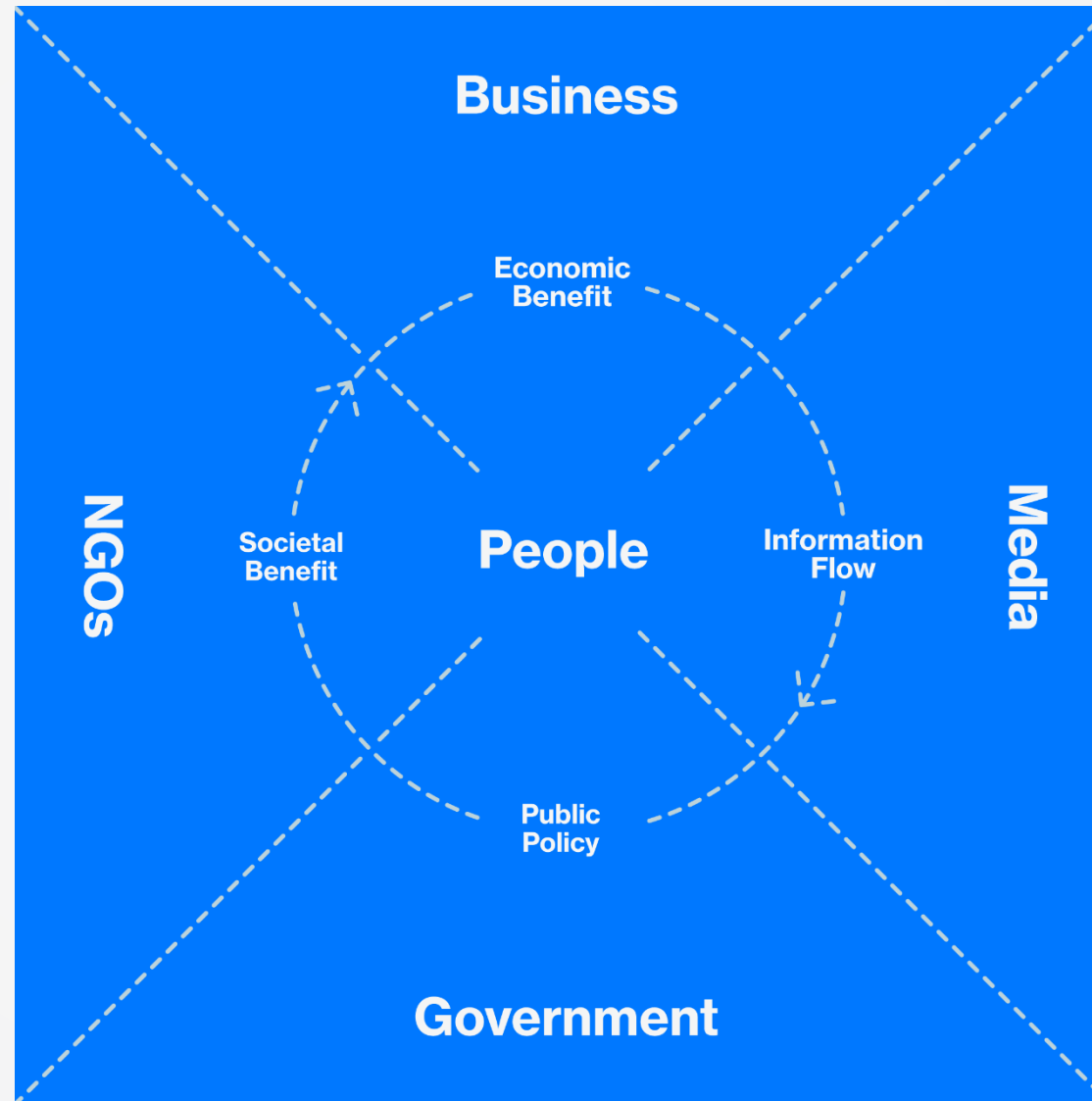
Influence has shifted to the people; people using influence to reject established authority

New Model: *With* the People

Institutions working *with* the people; institutional silos dissolved



With the People: The New Integrated Operating Model





Thank You

