



2019 Edelman Trust Barometer Reveals “My Employer” Is the Most Trusted Relationship

Singaporeans are most concerned about hackers, cyber-warfare and cyber-terrorism, with employees concerned about automation and not having the training or skills necessary to get a good paying job

83% of Singaporeans say that CEOs should take the lead on change rather than waiting for the government to impose it

February 28, 2019 – SINGAPORE – The 2019 Edelman Trust Barometer reveals that trust has changed profoundly in the past year with “my employer” the most trusted relationship. In Singapore, “my employer” (74 percent) is significantly more trusted than government (67 percent), NGOs (63 percent), business (60 percent) and media (56 percent).

“The last decade has seen a loss of faith in traditional authority figures and institutions,” said Richard Edelman, president and CEO of Edelman. “More recently, people have lost confidence in the social platforms that fostered peer-to-peer trust. These forces have led people to shift their trust to the relationships within their control, most notably their employers.”

Among the mass population, 74 percent highlighted hackers, cyber attacks and cyberterrorism as their greatest concern. 67 percent of the workforce is also worried about not having the training and skills necessary to get a good paying job and 58 percent are concerned that automation and/or other innovations will take their job away.

“Given the data breaches and data privacy concerns in Singapore and around the world, it is no surprise that Singaporeans are concerned about the security of their own data and information,” said John Kerr, CEO of Edelman Singapore. “What also stands out from the data is employees’ awareness and concerns about remaining relevant in the workplace, which augurs well for the nation’s efforts to upgrade its workforce as a critical part of its economic transformation.”

There are mixed feelings towards the future, with only one in two of the mass population in Singapore believing their family will be better off in the next five years. Although higher than most of the developed world, only 29 percent of the mass population in Singapore think that the system is working for them, with 62 percent desiring change.

There is a strong expectation for business to play a larger role in driving change. 83 percent of the general population in Singapore said that CEOs should take the lead on change rather than waiting for government to impose it, a 16-point increase from last year. 75 percent of the general population also believe that CEOs can create positive change by ensuring that people are getting the proper training for the jobs of tomorrow.

“Although Singapore’s economy continues to perform well despite global uncertainty, a significant number of Singaporeans still desire change,” said Delicia Tan, Managing Director, Client Growth and Innovation. “There is an opportunity for business to lead in parallel with the government, to uplift all Singaporeans and ensure that the benefits of economic growth and progress are felt by all.”



Uncertainty over the future has also sparked an increase in media consumption and the sharing of news and information, up 25 points to 76 percent. Trust in traditional media (71 percent) and search (66 percent) are now at five-year highs in Singapore. In contrast, trust in social media (46 percent) remains low, leaving an enormous 25-point trust gap between traditional and social media. 73 percent of Singaporeans also worry about false information or fake news being used as a weapon.

“This is the emergence of the new contract between employee and employer, which we call Trust at Work,” said Edelman. “This contract is predicated on companies taking four specific actions: *Lead on Change*, establish an audacious goal that attracts socially-minded employees and make it a core business objective; *Empower Employees*, keep employees directly informed on the issues of the day and give them a voice on your channels; *Start Locally*, make a positive impact in the communities in which you operate; and *CEO Leadership*, CEOs must speak up directly on issues of the day. Smart companies will heed the call to build trust from the inside out with employees as the focal point.”

Other key findings from the 2019 Edelman Trust Barometer include:

- Year-on-year, trust increased in 12 of 15 sectors, with education (83 percent) remaining most trusted, followed by healthcare (82 percent) and technology (81 percent), which experienced the second-largest jump at seven points. Entertainment, which saw a seven-point increase to 66 percent, and fashion, which dropped by two points, were the least-trusted sectors in Singapore.
- Academic experts remain the most credible sources of information (58 percent), followed by a company technical expert (57 percent) and a person like yourself, which saw an 11-point increase to 52 percent.

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For media queries, please contact:

Tan Kok Kuan

Senior Director
Edelman

Tel: 6494 1585 / 9369 9552

Email: kokkuan.tan@edelman.com

Joshua Phua

Senior Manager
Edelman

Tel: 6494 1565 / 9682 5824

Email: joshua.phua@edelman.com