

# 2017 Trust Outlook™

Highlighted National Research Findings

# STUDY GOAL

To discover current attitudes, perceptions, and drivers of trust across America and reinforce Trust Edge Leadership Institute as the leading authority in trust both in personal and business settings. The findings will give a clear outlook on trust for making decisions going forward.

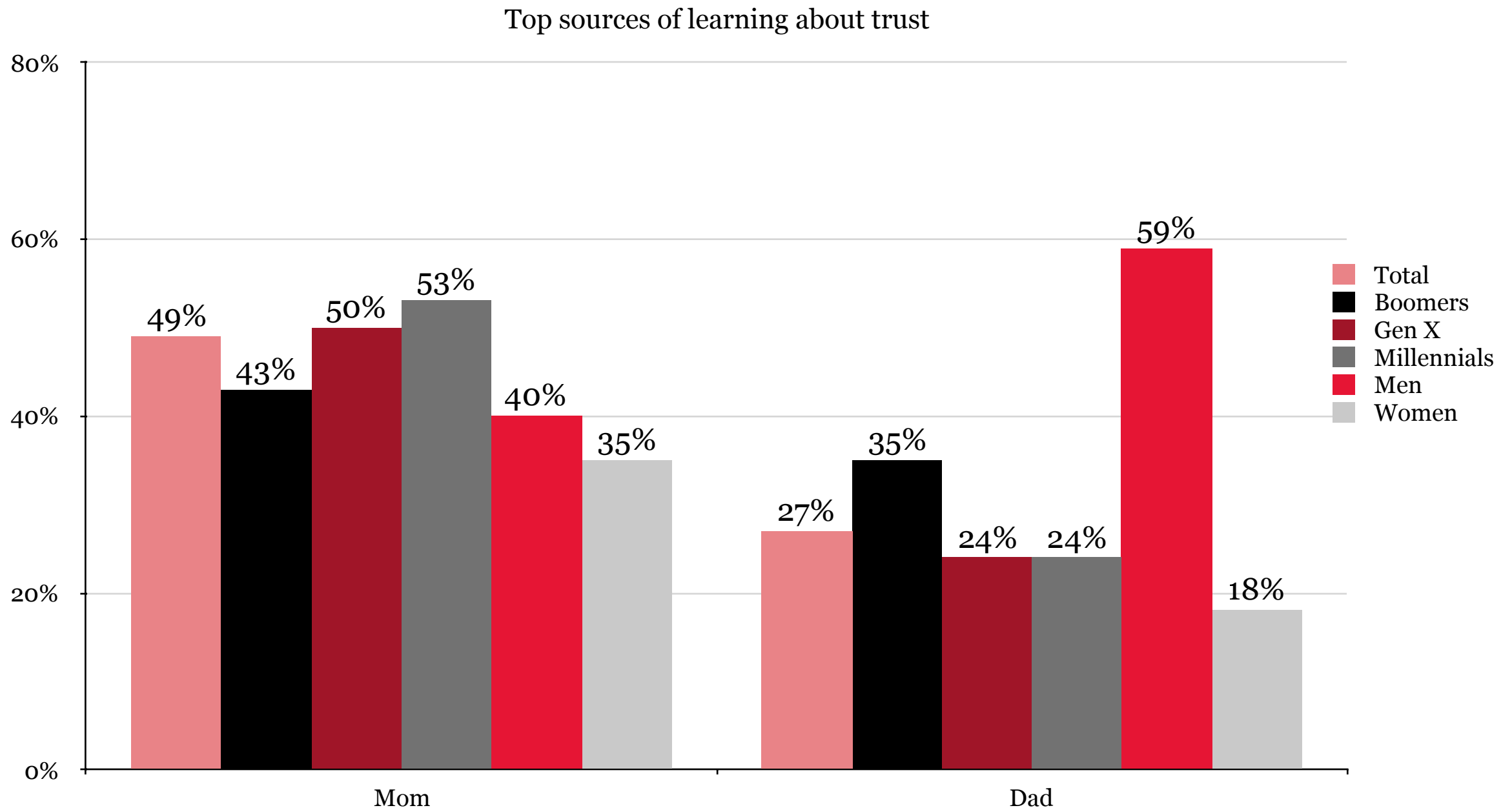
# METHODOLOGY

- Study was administered to U.S. adults (ages 21-65)
- Sample was weighted to current Census data for age, region, and gender
- Survey was conducted online from August 9, 2016 to August 12, 2016
- Margin of error is +/-3.1%

# THE COMPONENTS OF TRUST

# Learning about trust starts at home

Hands down, moms have taught us the most about trust, but dads have a firm hold on the second slot. This is particularly true for men, who actually learn what trust means from their fathers more than their mothers.

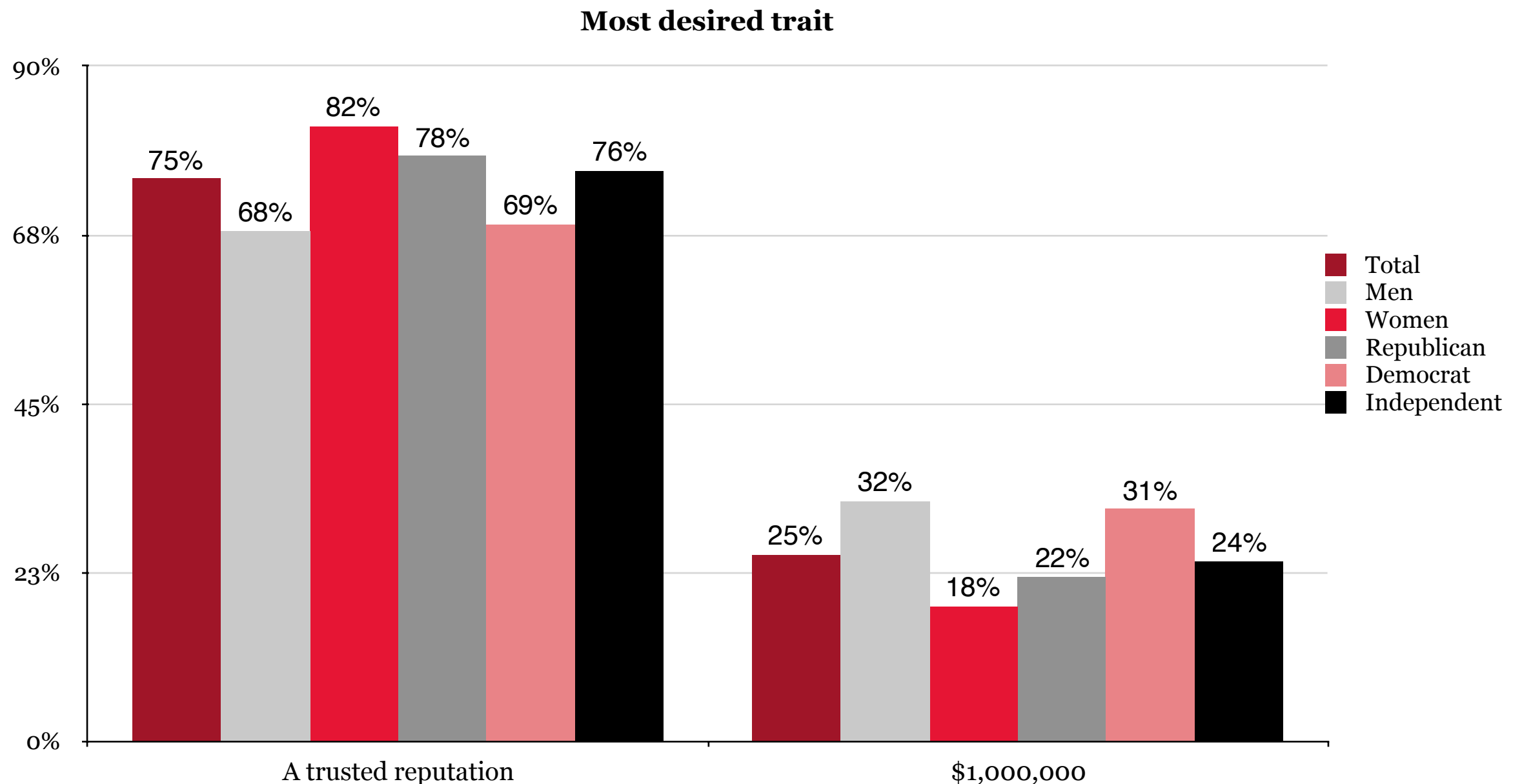


Q1. Who most taught you what trust means?

Almost **1** in **4** Americans  
would take \$1 million over a  
**trusted reputation.**

# Undeniably, having a trusted reputation is more desirable than wealth!

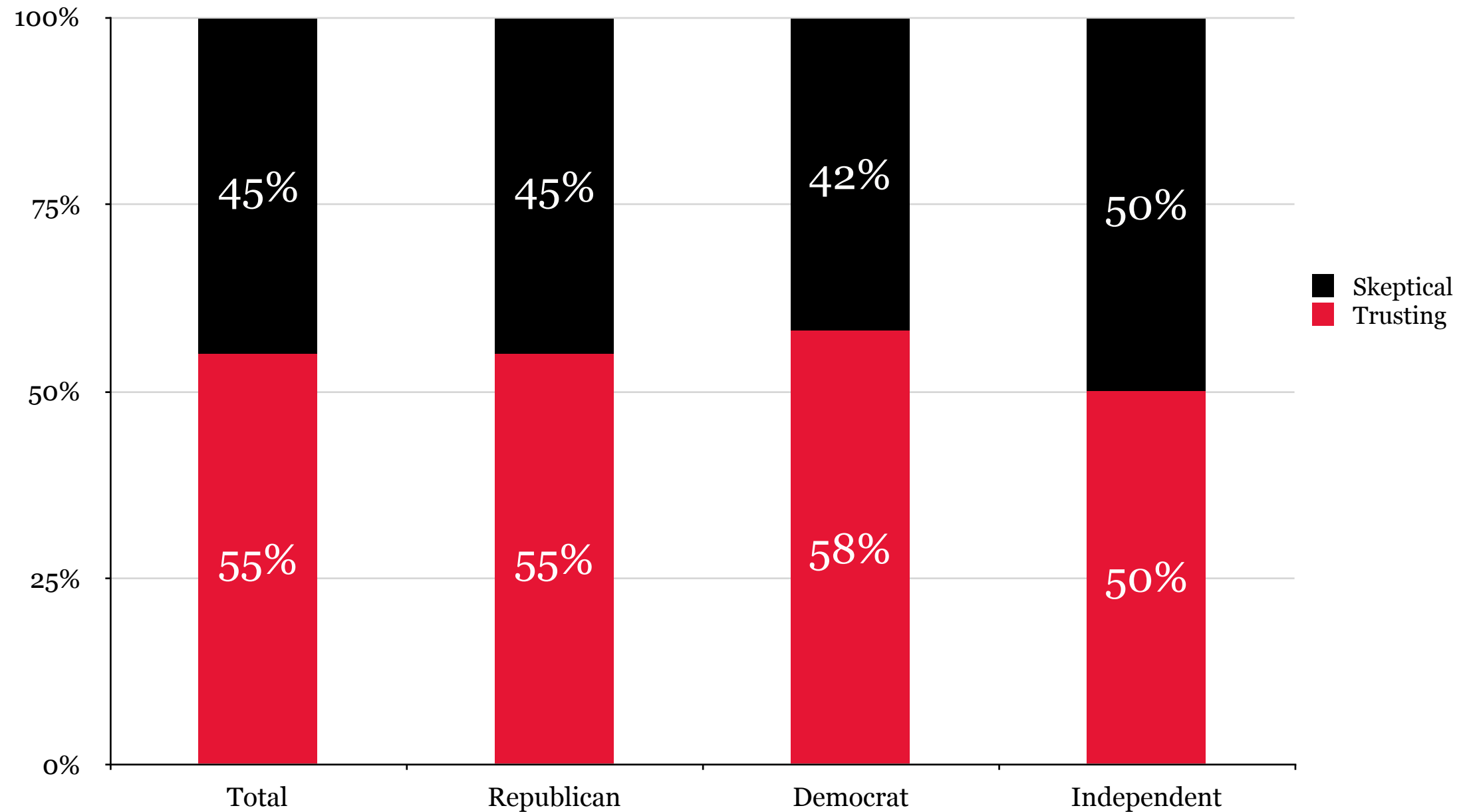
When given the option between having a million dollars or a trusted reputation, the vast majority of Americans turned down the money, although **men and Democrats** were much more likely to take it.



Q17. Which would you rather have, \$1,000,000 and a reputation that you can't be trusted or a reputation that people can count on you but not have \$1,000,000?

# Overall, we skew toward describing ourselves as trusting

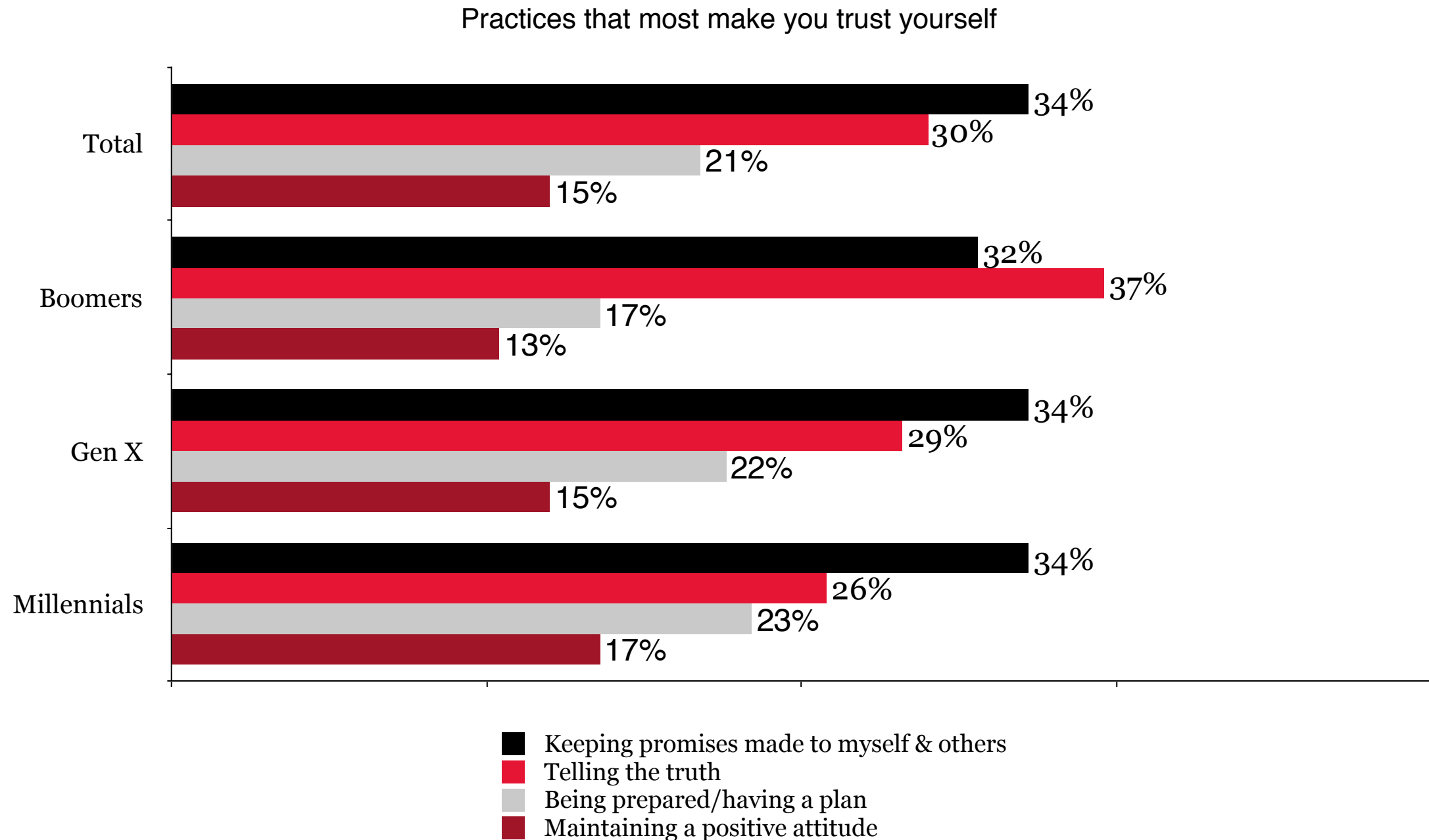
But that's not to say there aren't skeptics among us, particularly those whose political affiliation is Independent.





# Keeping promises and telling the truth are essential parts of trusting oneself

This is true across the board, although there are generational differences around the emphasis placed on each practice.



Q10. Which of these practices most causes you to trust yourself?

You don't have to be perfect . . .  
but this study found ***owning mistakes***  
and ***fixing them quickly*** and  
***openly*** is the fastest way to build trust.

# Mom was right. Want to be trusted? Tell the truth!

Telling the truth is most frequently among the top two ways to earn trust across generations. Owning mistakes and doing what is right instead of what is easy are also big trust builders.

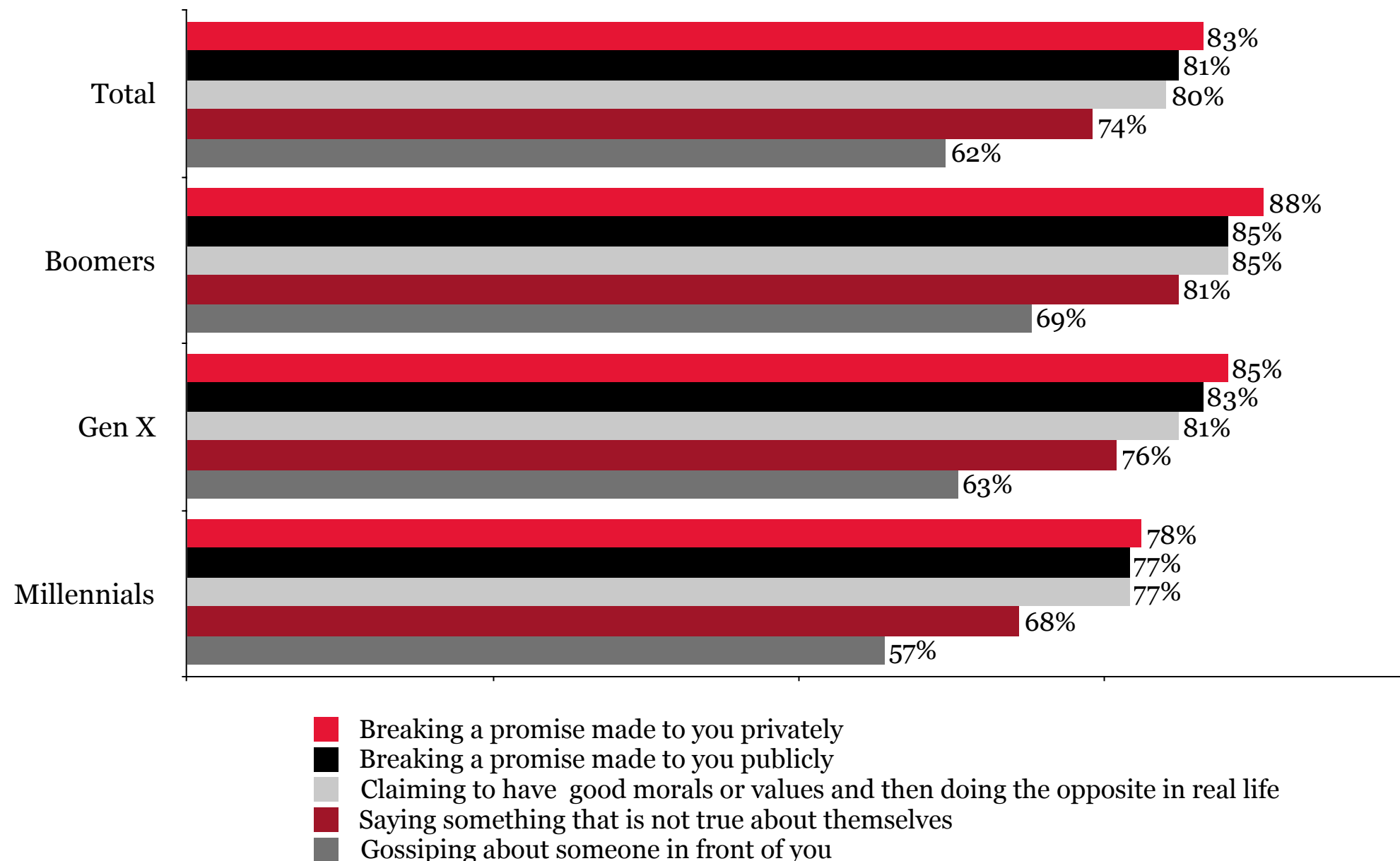
Fastest way for someone you've just met to earn your trust	Total	Baby Boomers	Gen X	Millennials
Telling the truth	52%	54%	55%	50%
Owning mistakes and fixing them quickly and openly	38%	39%	37%	39%
Doing what is right over what is easy	34%	37%	34%	32%
Keeping promises	33%	29%	31%	36%
Being transparent, meaning being open about what they're thinking and doing	29%	25%	23%	35%
Behaving consistently with their beliefs	28%	28%	21%	31%
Communicating clearly	18%	13%	19%	21%
Being a good listener	16%	10%	14%	20%
Being competent and good at what they do	14%	12%	12%	16%
Displaying compassion	13%	10%	11%	16%
Being committed to a cause, goal, or vision even in adversity	11%	7%	9%	14%

Q4. What is the best way for someone you've just met to earn your trust the fastest? Pick the top 2.

# Breaking promises and falsely portraying oneself are the fastest ways to decrease trust

Breaking promises made in private or public are surefire ways to damage trust. And talking one way but acting another will quickly dissolve trust across generations. But every infraction is more damaging to trust for Baby Boomers than Millennials.

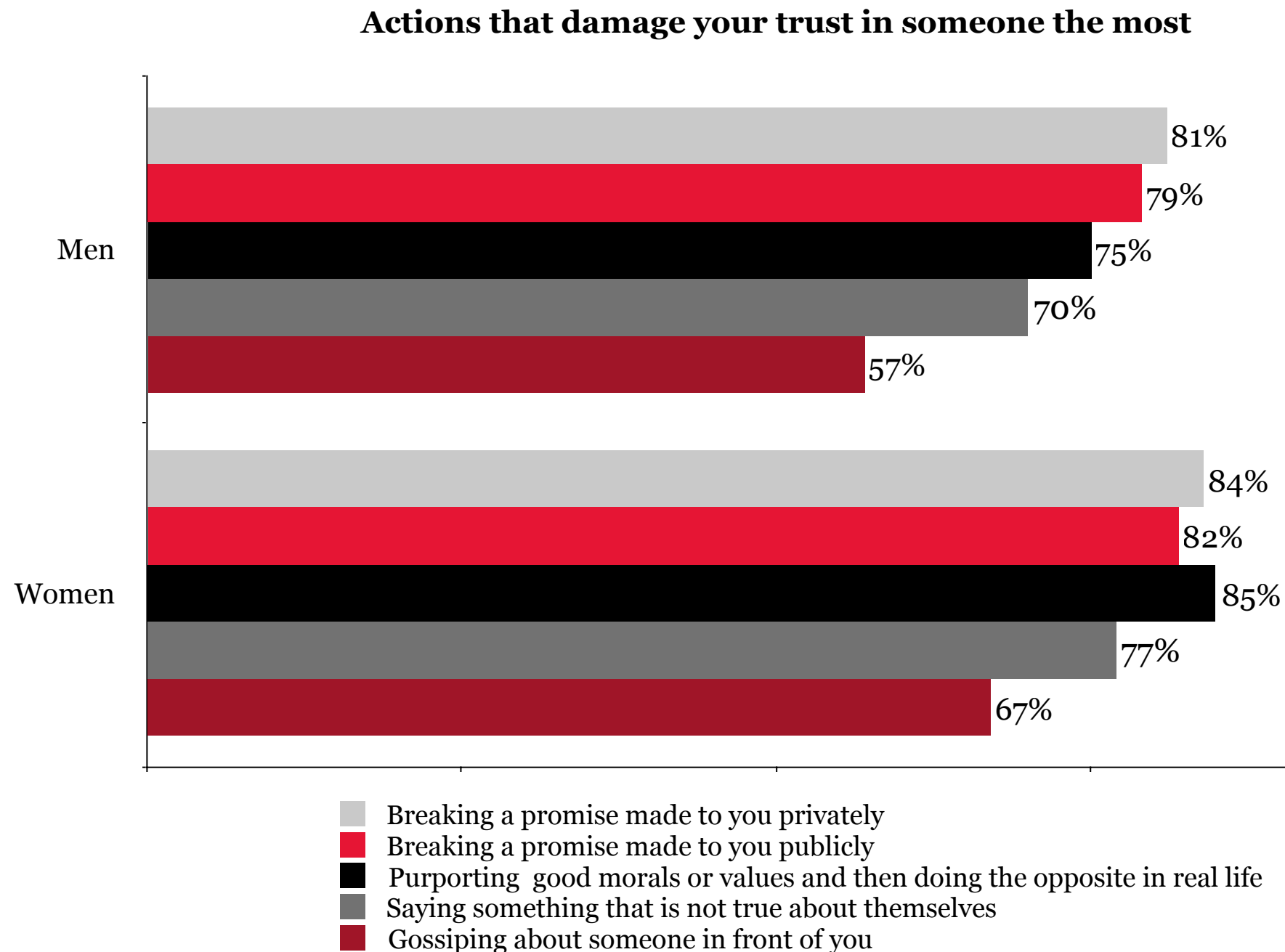
**Actions that damage your trust in someone the most**



Q3. How much do the following actions go toward hurting or decreasing your trust in someone else? Please rate each action using a scale of 1-5 where 1 does not at all hurt your trust and 5 greatly diminishes your trust in them.

# Untrustworthy actions damage trust with women even more than with men

Broken promises, hypocrisy, and other falsehoods damage trust with women to a greater degree than men.



Q3. How much do the following actions go toward hurting or decreasing your trust in someone else? Please rate each action using a scale of 1-5 where 1 does not at all hurt your trust and 5 greatly diminishes your trust in them.

A moral compass is the factor  
that most influences people to  
be *trustworthy*.

# A moral compass is what most influences people to be trustworthy

Baby Boomers, Gen X, and women have a much more decided take on which factors help them to be someone others can trust.

Inspires you to be someone others can trust	Total	Baby Boomers	Gen X	Millennials	Male	Female
Having a moral compass or standard of living that separates right from wrong	83%	<b>90%</b>	<b>87%</b>	77%	80%	<b>86%</b>
Knowing that other people are counting on you	78%	<b>82%</b>	<b>82%</b>	73%	75%	<b>80%</b>
Having the desire to be trusted	75%	<b>81%</b>	76%	72%	70%	<b>81%</b>
Knowing that your reputation is at stake if you aren't trustworthy	75%	<b>79%</b>	<b>77%</b>	71%	76%	74%
Having the desire to help people	75%	<b>80%</b>	75%	72%	70%	<b>79%</b>
Having the desire for healthy relationships	75%	75%	77%	73%	66%	<b>83%</b>
Having a life purpose that is bigger than yourself	64%	61%	66%	64%	58%	<b>70%</b>
Having a trustworthy role model or mentor	64%	65%	67%	61%	60%	<b>67%</b>
Desiring the ability to influence others	53%	52%	54%	52%	51%	54%

Q11. How much does each of the following factors help you to be a person that others can trust? Please rate each of the following factors using a scale 1-5 where 1 does not help you at all and 5 helps you a great deal to be trustworthy.

# The eight pillars greatly affect trust

Character, or doing what is right instead of what is easy, tops the list on affecting the level of trust in a person. But women's trust is more affected by each of the pillars than men's.

Greatly affects trust in a person, product, or organization	Total	Male	Female
Character (doing what is right over what is easy)	76%	72%	<b>80%</b>
Consistency (having a standard that doesn't change)	68%	63%	<b>72%</b>
Commitment (standing through adversity)	67%	61%	<b>73%</b>
Compassion (caring for others)	58%	47%	<b>70%</b>
Clarity (shared understanding that is not complex or confusing)	53%	46%	<b>60%</b>
Contribution (getting results and being an important part of the team)	53%	51%	55%
Competency (staying fresh, relevant, and capable)	50%	48%	52%
Connection (making and keeping friends)	38%	38%	<b>43%</b>

Q13. How does each of the following affect your level of trust in a person, product, or organization? Please select Not at all, Somewhat, or Greatly for each.

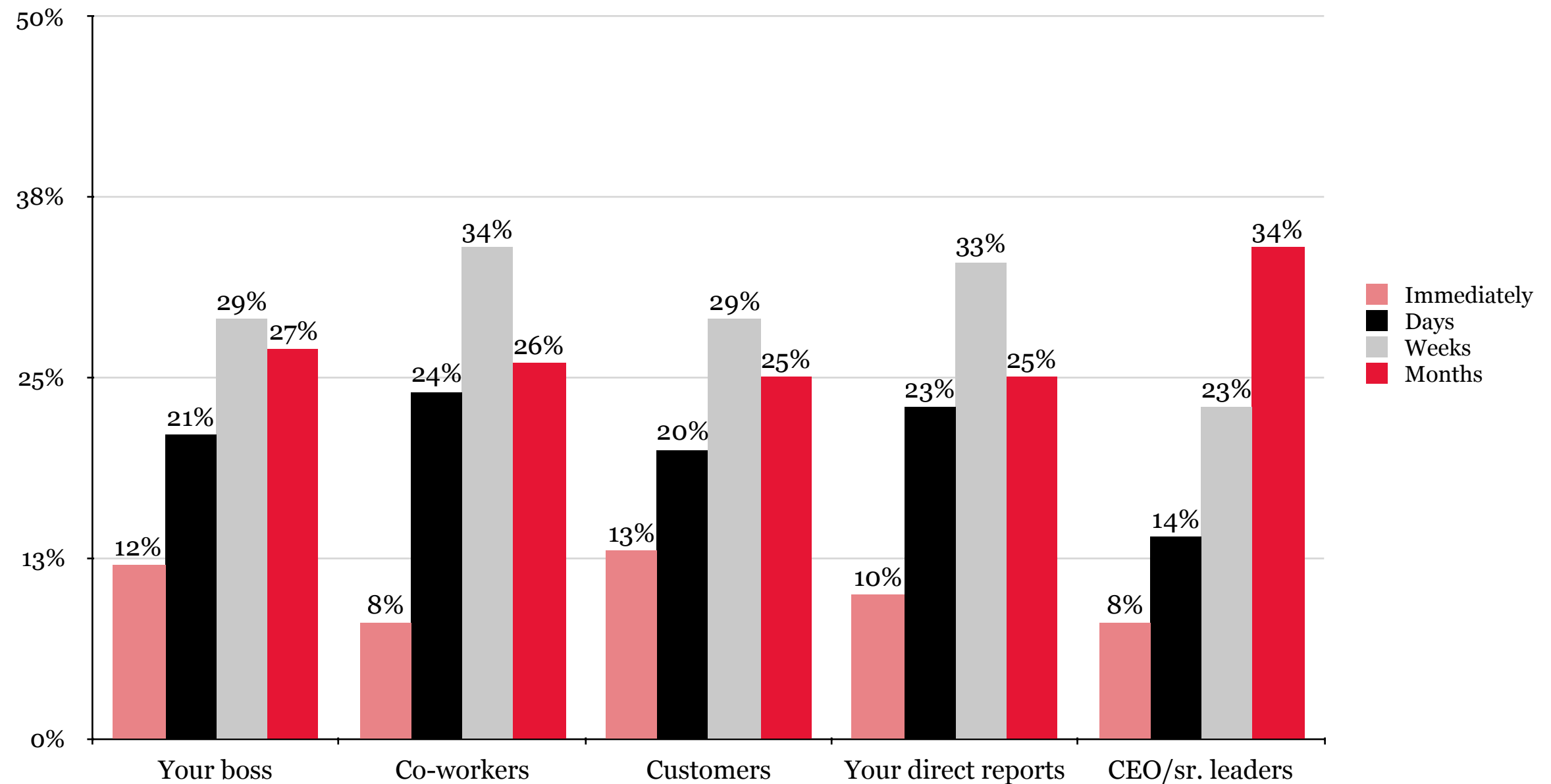


# TRUST IN THE WORKPLACE AND ON THE JOB

# Trust at work isn't built immediately, but doesn't have to take years

In general, people are most likely to trust everyone at work within a few weeks except the CEO and senior leadership, which is more likely to take a few months.

By total: How quickly these people can be trusted on a new job



Q2. How quickly at a new job do you decide if you can trust the following people? For each, please select Immediately, Days, Weeks, Months, Years, or Decades.

The *#1 action* anyone can take to  
build trust with a new hire is to  
*meet with them one-on-one*  
within their first week.

# Simple gestures build trust with new employees

One-on-one meetings with a new employee's boss and co-workers make the biggest impact in building trust with new employees. Younger employees are also keen on orientation and going to lunch.

Fastest way to build trust with co-workers at a new job	Total	Boomers	Gen X	Millennials
Meeting with them one-on-one during your first week	53%	<b>61%</b>	52%	49%
Being introduced to them on your first day	35%	38%	38%	32%
Going through your orientation with co-workers	35%	33%	31%	<b>38%</b>
Being given a New Hire Partner who can help you during the first month	33%	<b>37%</b>	34%	30%
Going to lunch with them	29%	16%	<b>28%</b>	<b>37%</b>
Getting a tour from your new co-workers	19%	16%	19%	20%
Having a small welcome party on your first day	8%	7%	6%	<b>10%</b>
Everyone wearing name tags on your first day	6%	2%	5%	<b>9%</b>

Q5. Which of these actions would most build your trust in your co-workers and your boss when you start a new job? Pick your top 2.

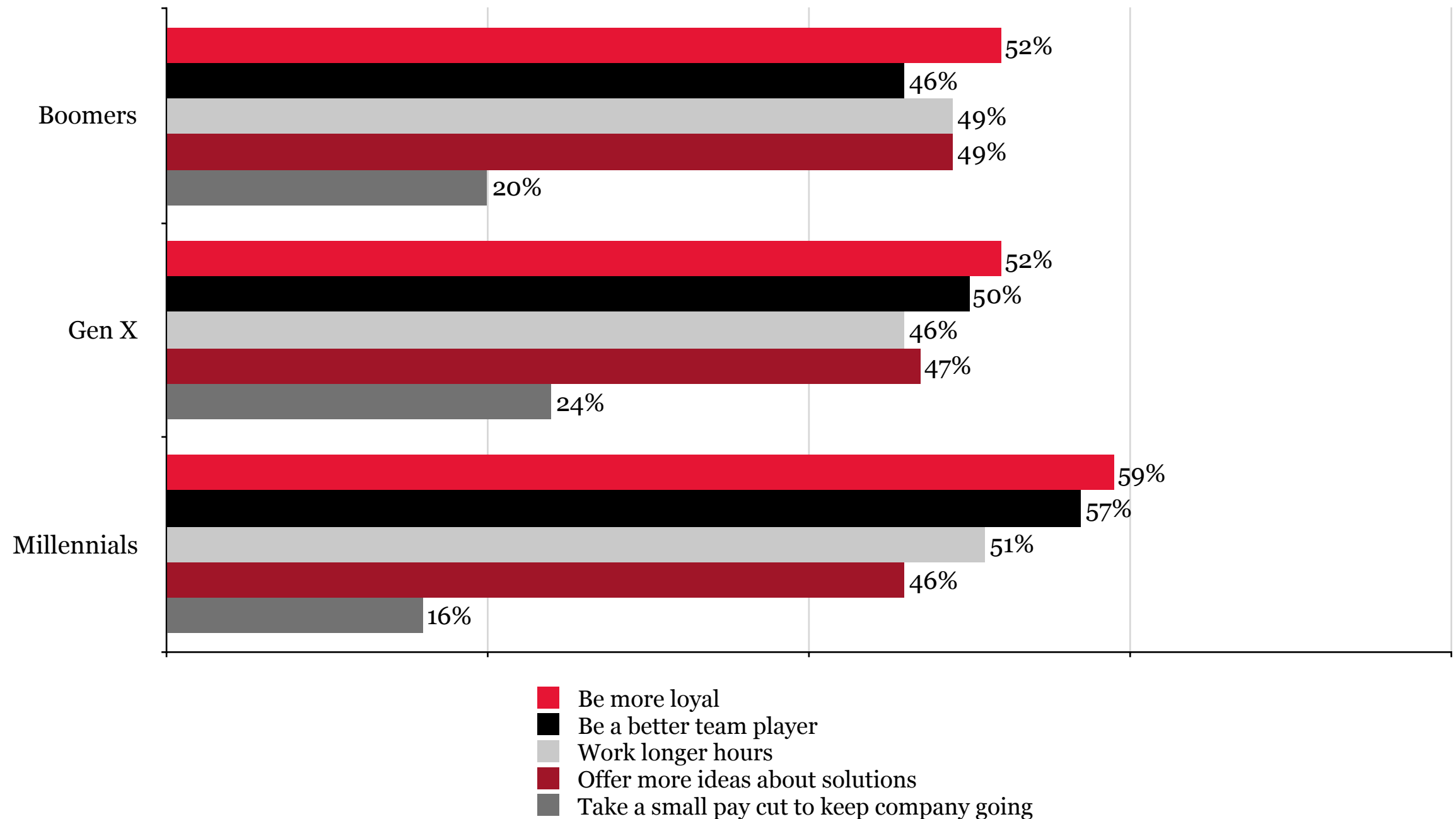
Over **half of all millennials** would  
work longer hours,  
be a better team player,  
and be more loyal  
*if they trusted their leadership at work.*

A meaningful number of  
**every generation** would  
*take a pay cut for the good of the organization*  
if they trusted their leadership.

# Trust brings out the best in employees

When employees trust the leadership of a company **they are willing to do things they would not otherwise do**, including being more loyal and working better as part of the team. Different generations of employees are more inspired to do some things than others.

Behaviors that result from employees trusting leaders



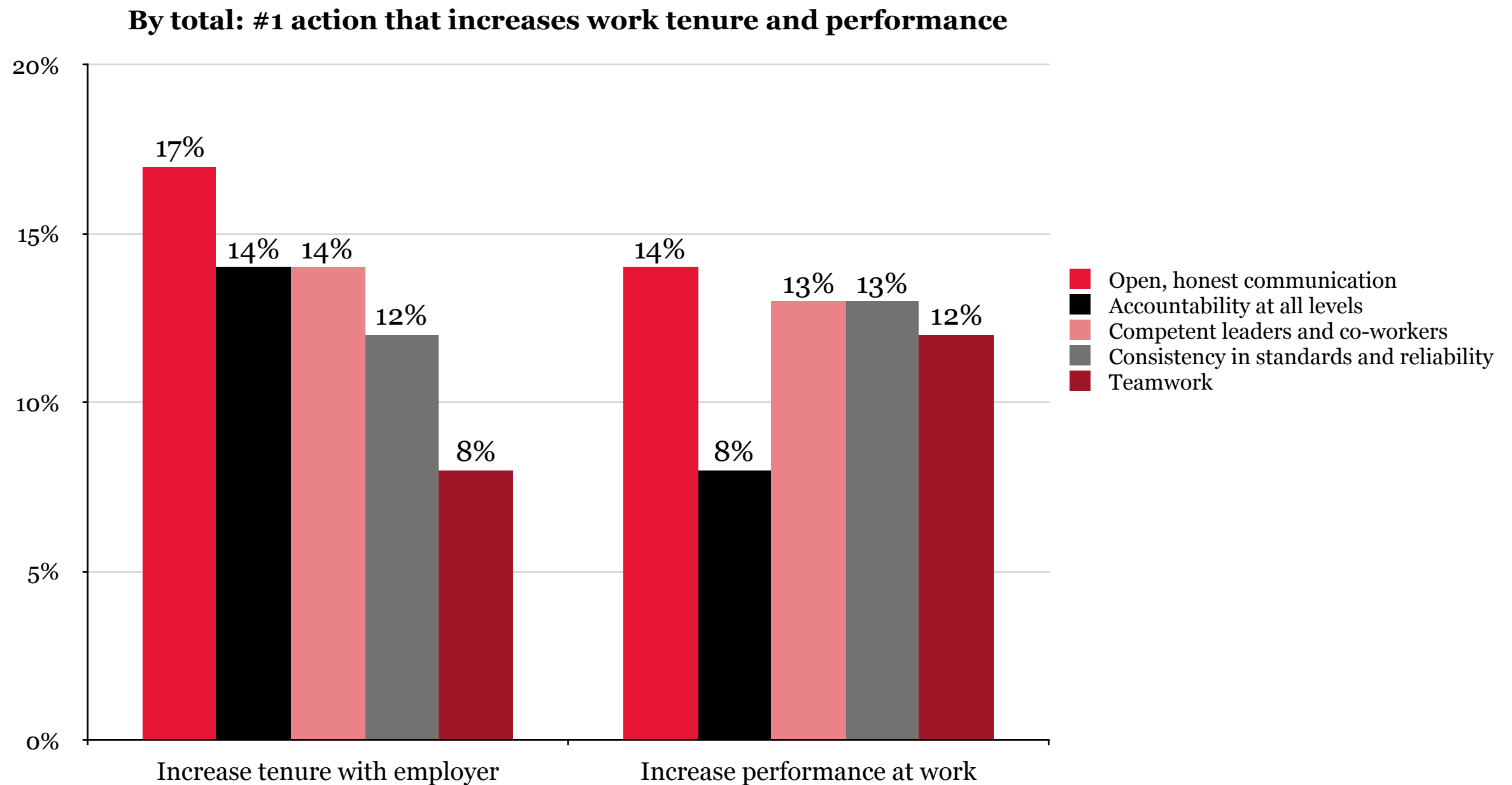
Q12. When you trust the leadership of the company or organization where you work, what are you willing to do that you would not do if you did not trust the leadership?

The *#1* action that increases tenure is  
open, honest  
communication.



# Employees stay longer and work harder when employers communicate openly

Communication, accountability, competency, and consistency are the top actions that will increase how long employees stay with an employer. And teamwork is a big factor for increased performance.

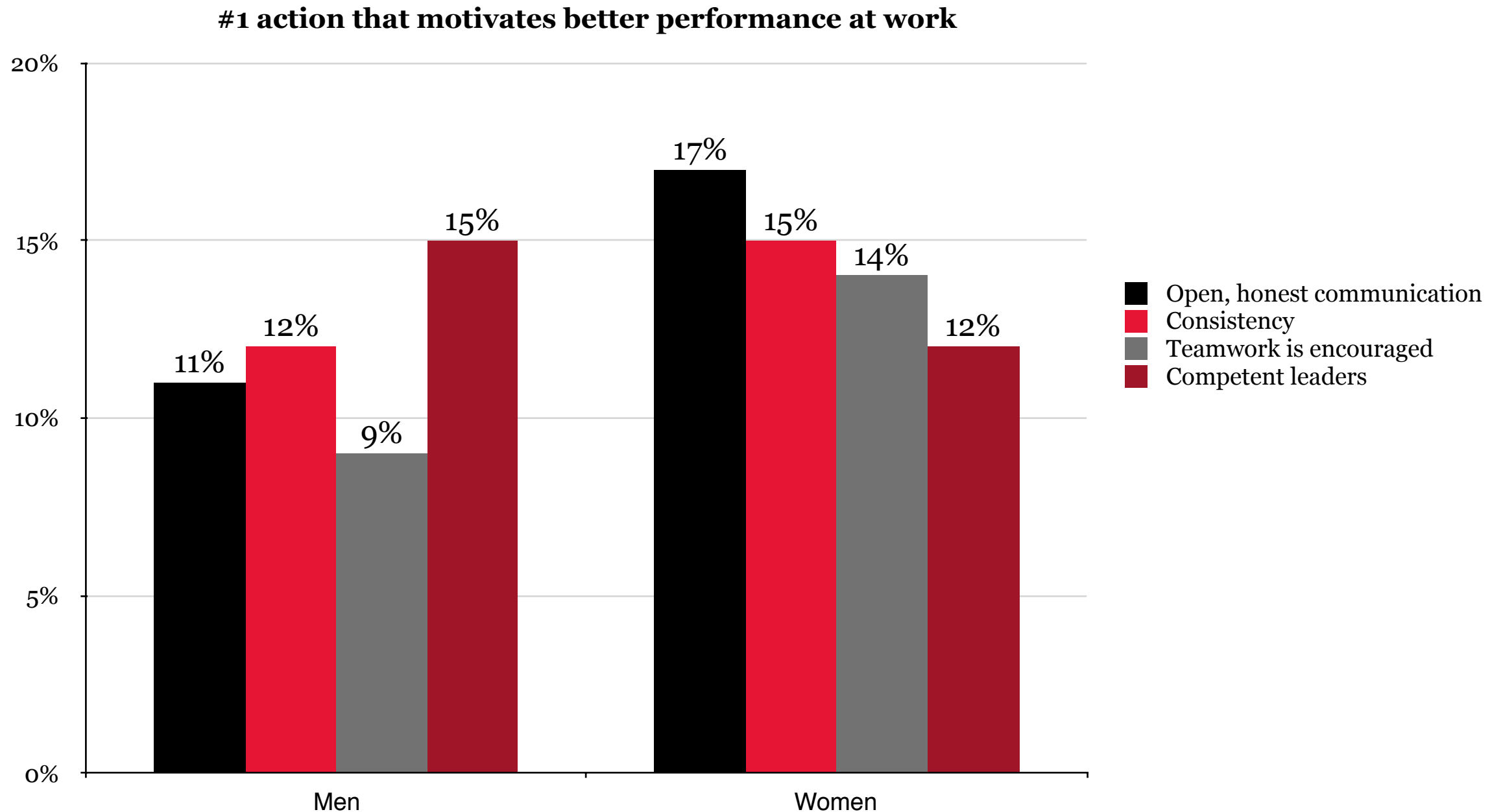


Q7. As an employee, which of the following is the #1 action that would increase how long you stay with an employer?

Q8. As an employee, which of the following is the #1 action that would increase your performance at work?

# Men and women are different...at work, too

Although they identify the same top actions, men and women are motivated by different factors to perform better at work.



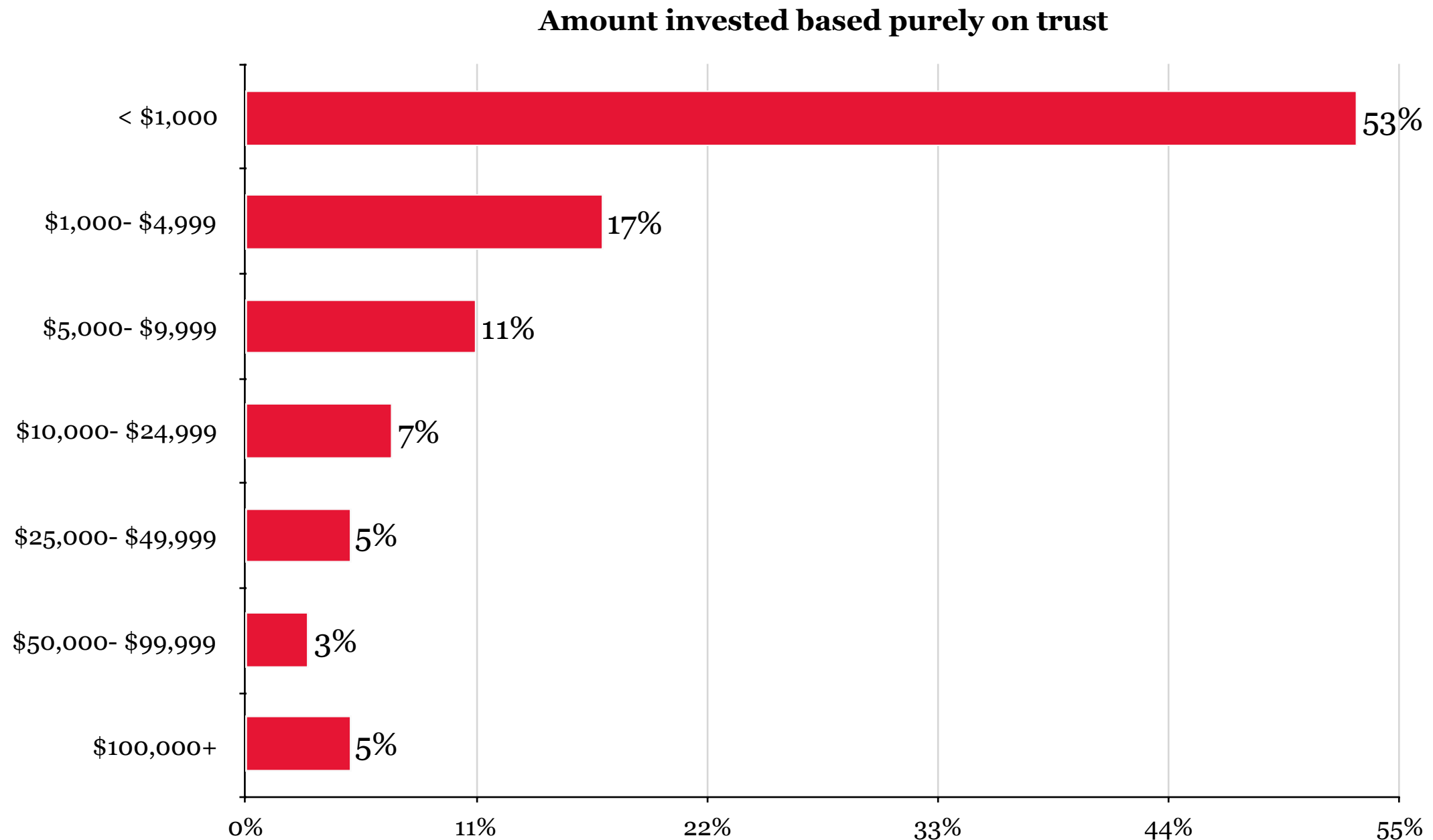
Q8. As an employee, which of the following is the #1 action that would increase your performance at work?

48% of all Americans  
have invested \$1,000 or more based  
*purely on trust.*

More than 13 million Americans  
invested over \$100,000  
based *purely on trust.*

# Sales and trust go hand-in-hand

Most people have invested less than \$1,000 based purely on their trust of someone else. But trust can and has inspired much higher investments



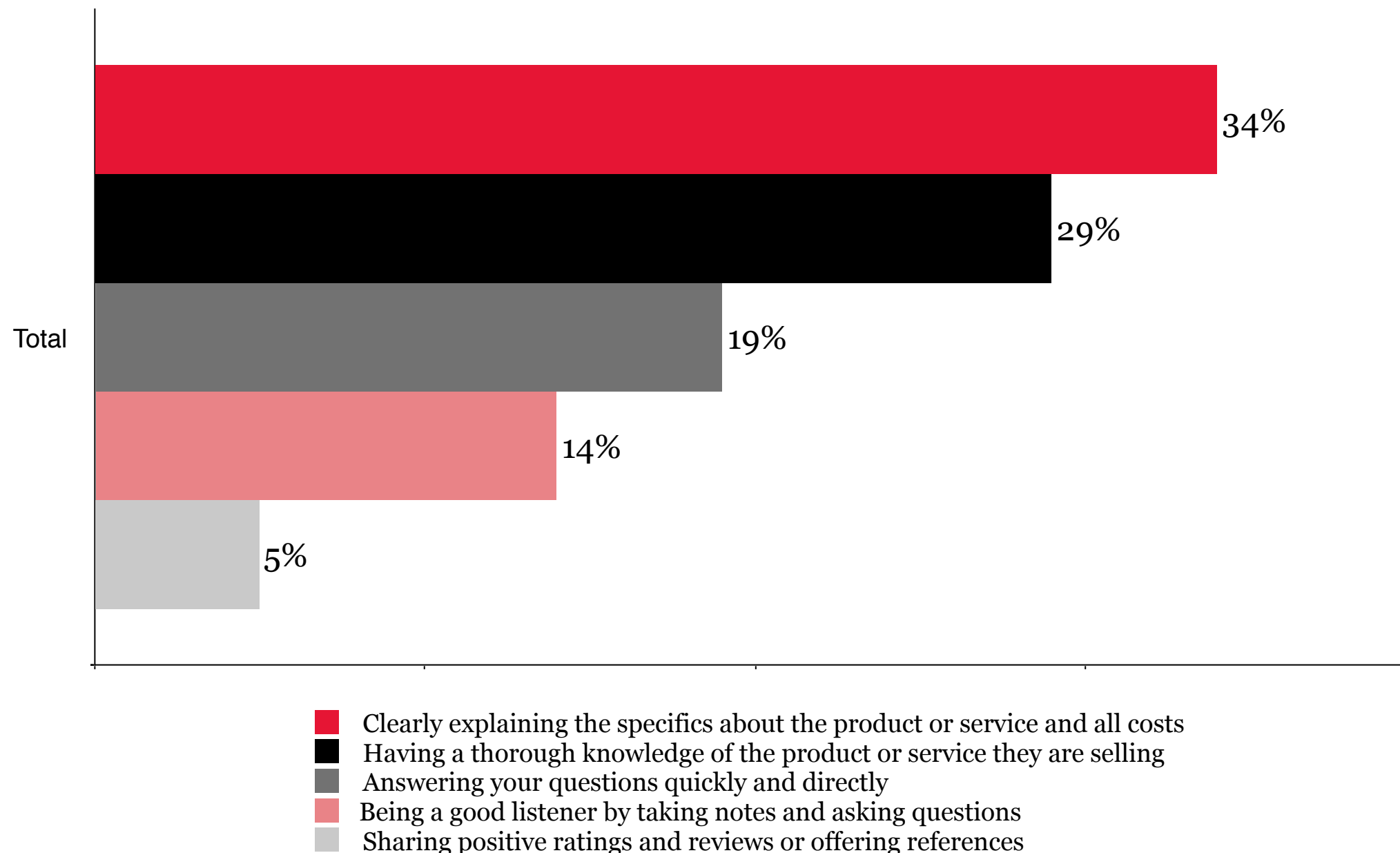
Q18. What is the most money you've spent or invested based purely on your trust in someone else?

**#1** way for *salespeople* to build trust  
with consumers is to  
clearly explain the specifics about the  
product or service and all costs.

# Customers trust clear explanations

In sales, clarity and accuracy, especially about all costs, are key to building trust with customers. The generations feel very similarly about all of these ways to build trust except sharing positive online ratings and reviews where **Millennials are more than twice as likely** as other generations to say this builds trust.

## #1 way for salespeople to build trust with consumers



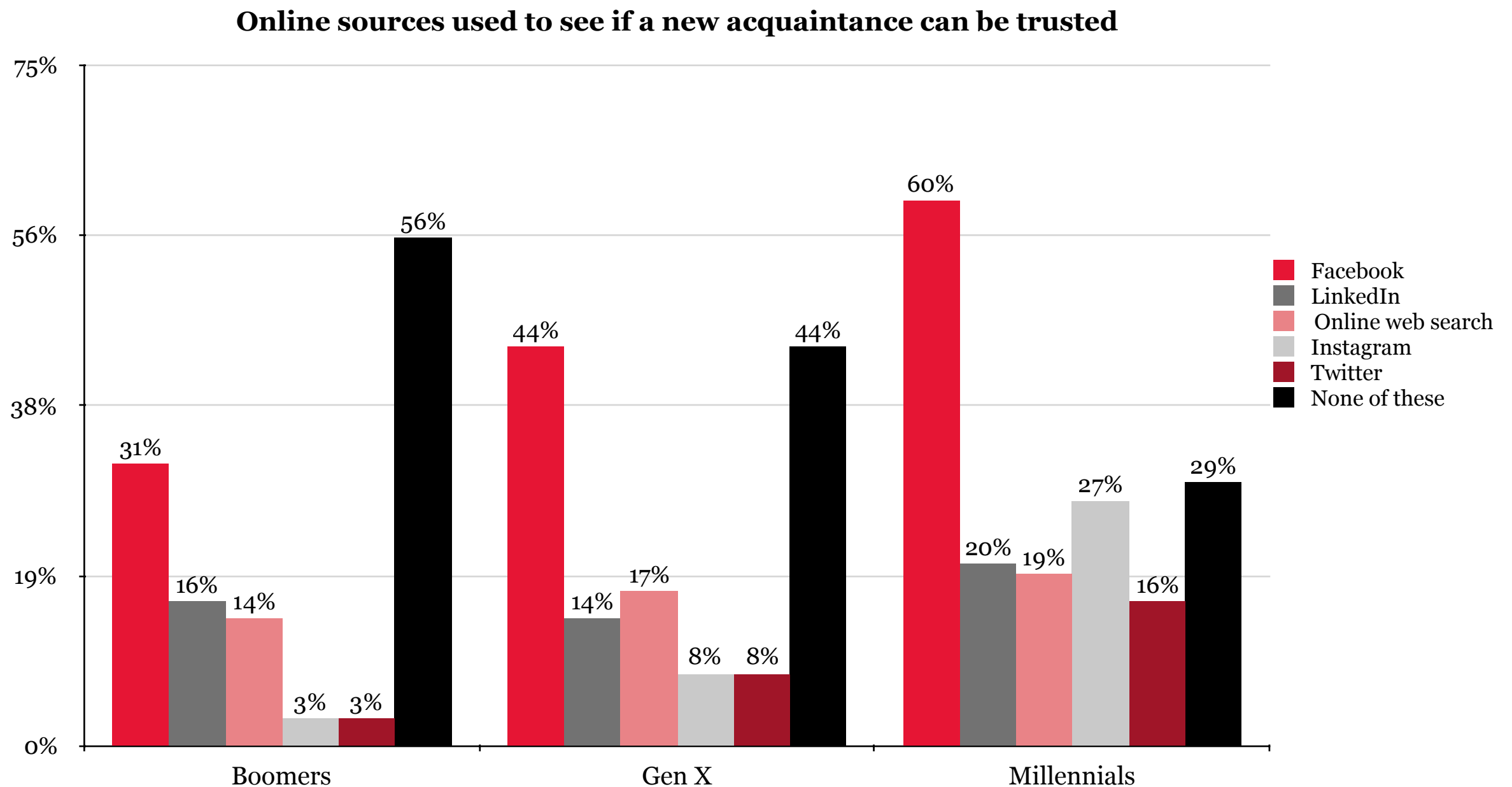
Q6. As a customer, which of the following is the #1 thing a salesperson can do to earn your trust the fastest?

Almost **double** the number of  
millennials over baby-boomers use  
Facebook to see if a new acquaintance can  
be *trusted*.



# Review your online profile; Millennials are likely using it to decide if they trust you

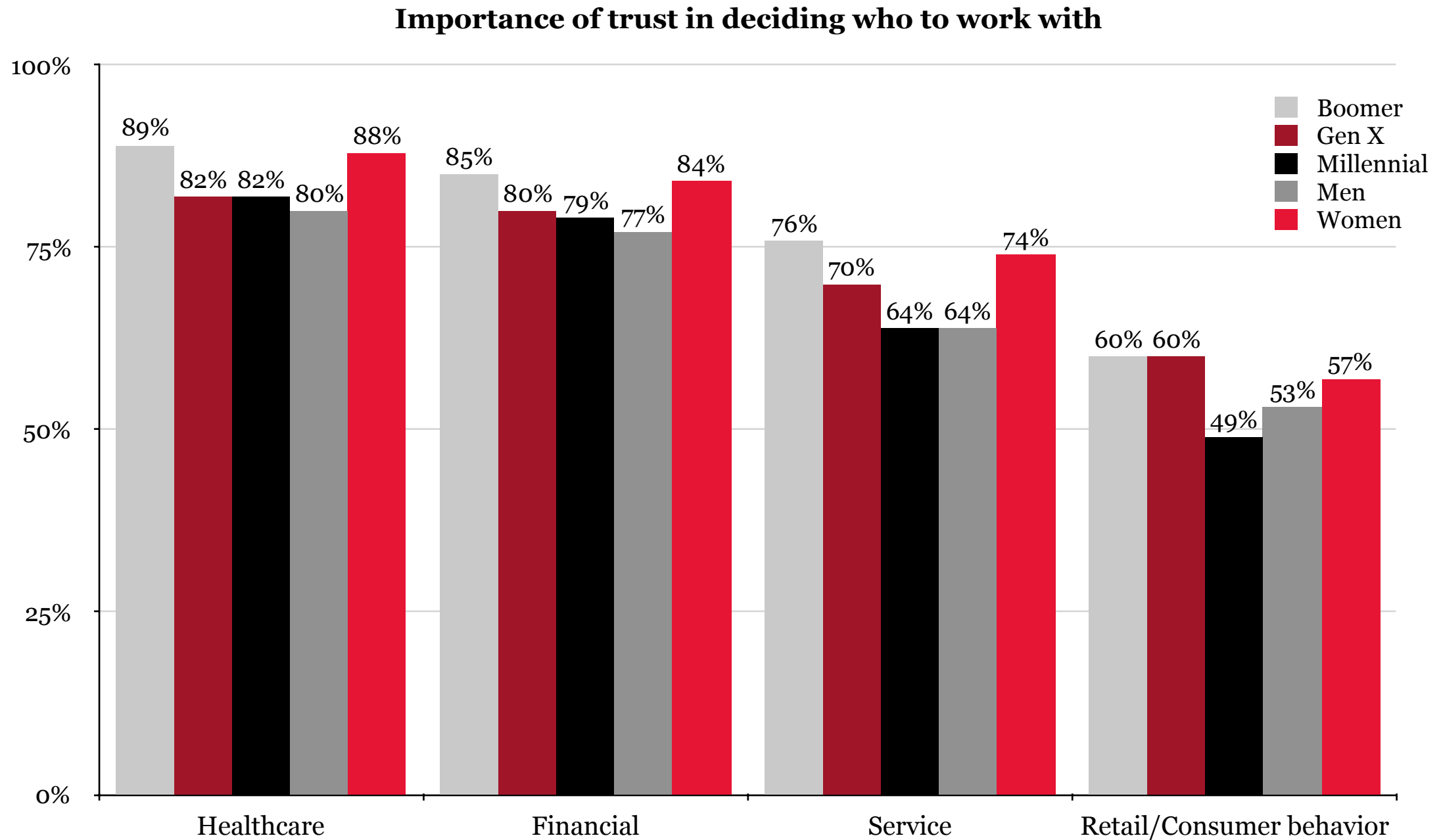
Facebook is the most common online source to check up on whether you can trust a new acquaintance. However, all of the sources are used with much greater frequency by younger generations.



Q15. Which of these online sources have you used to see if you could trust someone you just met or were about to meet?

# Trust matters most in healthcare

When consumers are deciding with whom they'll work, trust is most important in the healthcare industry. The financial industry is next, but Baby Boomers and women place more importance on trust regardless of the industry.

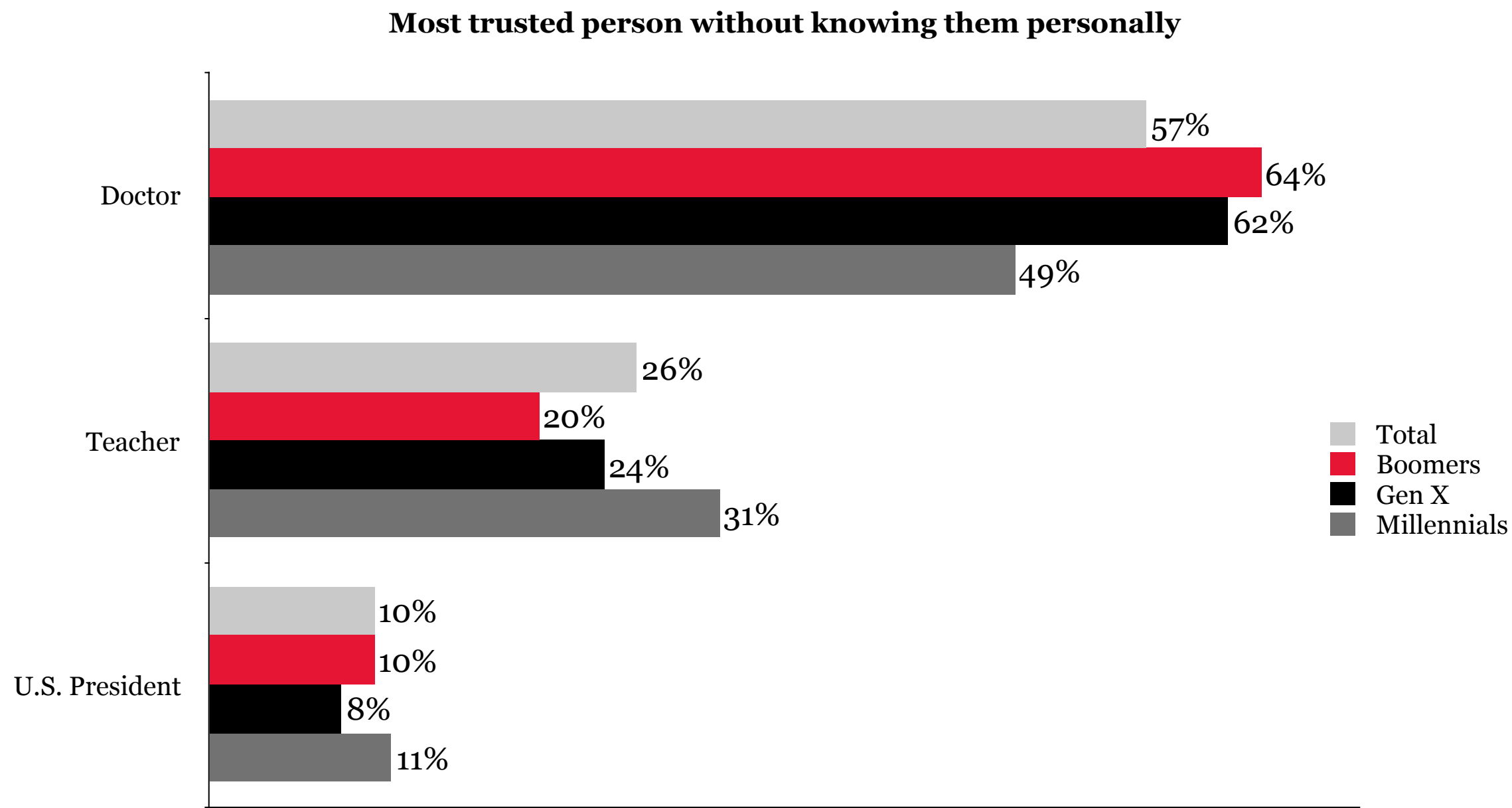


Q21. How important is trust in determining which people you'll work with as a customer? Please rate the importance of trust in determining who you will work with for each of the following industries:

47% of Americans trust  
a doctor *they have never met*  
more than the United States President.

# People inherently trust doctors more than other professionals

Millennials are more likely than other generations to pick teachers.



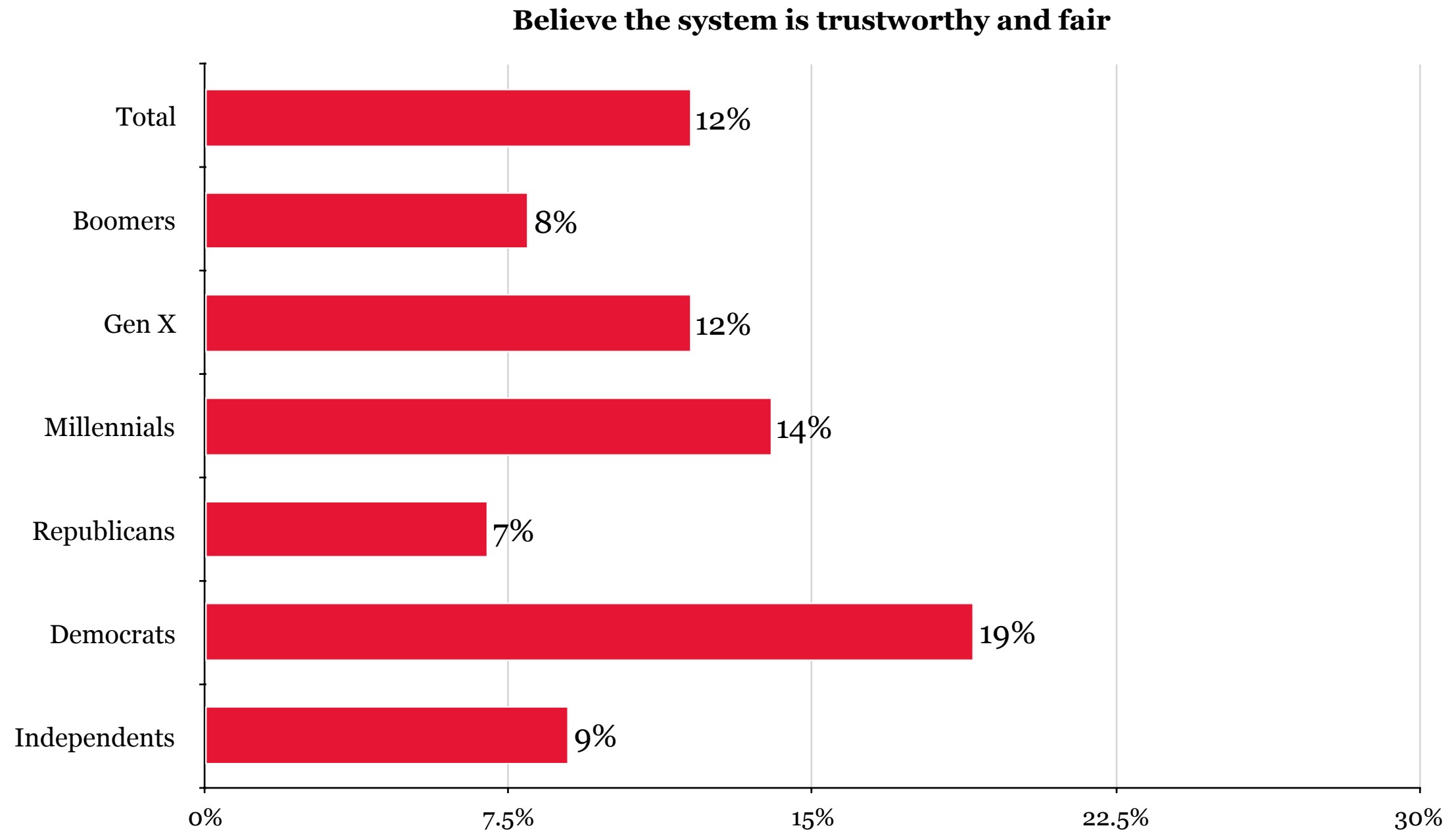
Q16. Which of these people do you trust the most without actually knowing them personally?

TRUST ME, I'M  
RUNNING FOR  
PRESIDENT

*Only 12%* of Americans believe  
the U.S. political system is  
**trustworthy** and fair.

# The American political system has a serious trust gap

Only 12% of Americans think that the system is trustworthy and fair, meaning not rigged. Millennials and Democrats are slightly more likely than their counterparts to believe this is true, but the outlook is dismal regardless.



Q22. How much do you believe that the American political system is trustworthy and fair (i.e. not rigged)?

# The presidential candidates have a trust gap as well.

If they are being truthful, it's most likely about their views on education. Democrats are much more likely than any other group to trust that their candidate of choice is being accurate and truthful about various topics. But even here, the vote of confidence is underwhelming.

Confidence in truthfulness of preferred candidate's presidential campaign views	Total	Republican	Democrat	Independent	Other
Views on education	57%	55%	<b>68%</b>	49%	43%
Growing the U.S. economy	55%	56%	<b>65%</b>	45%	37%
Personal background	53%	54%	<b>62%</b>	45%	39%
Plan for healthcare	51%	48%	<b>61%</b>	45%	40%
Top priorities in the office	50%	50%	<b>59%</b>	42%	36%
Government spending and taxes	45%	45%	<b>55%</b>	33%	37%

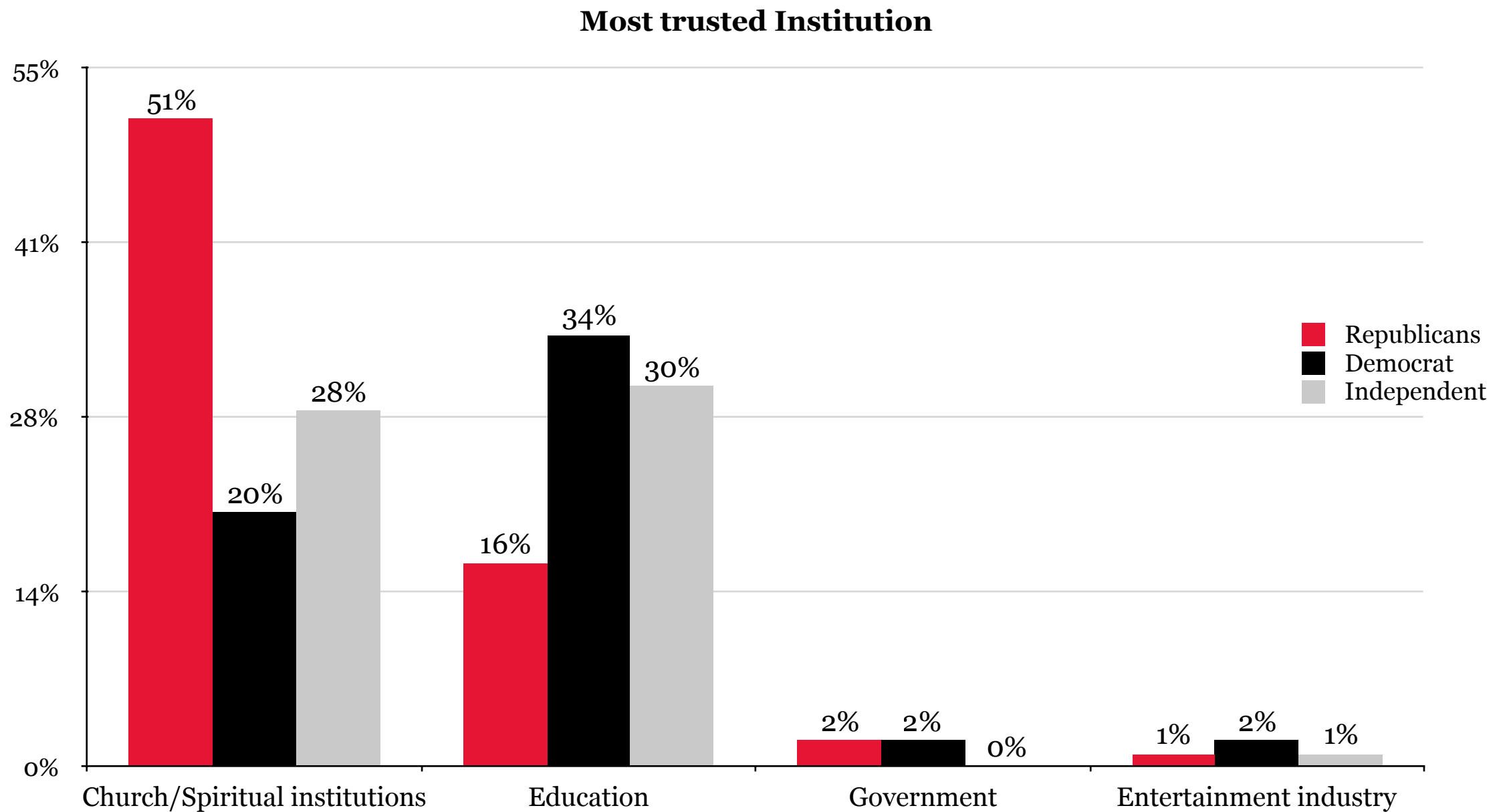
Q23. How confident are you that your preferred presidential candidate is being truthful and accurate in what he or she says regarding each of the following subjects?



Republicans and democrats agree  
government and entertainment are by far the  
***least trusted*** institutions.

# Stop the presses! Republicans and Democrats agree on something!

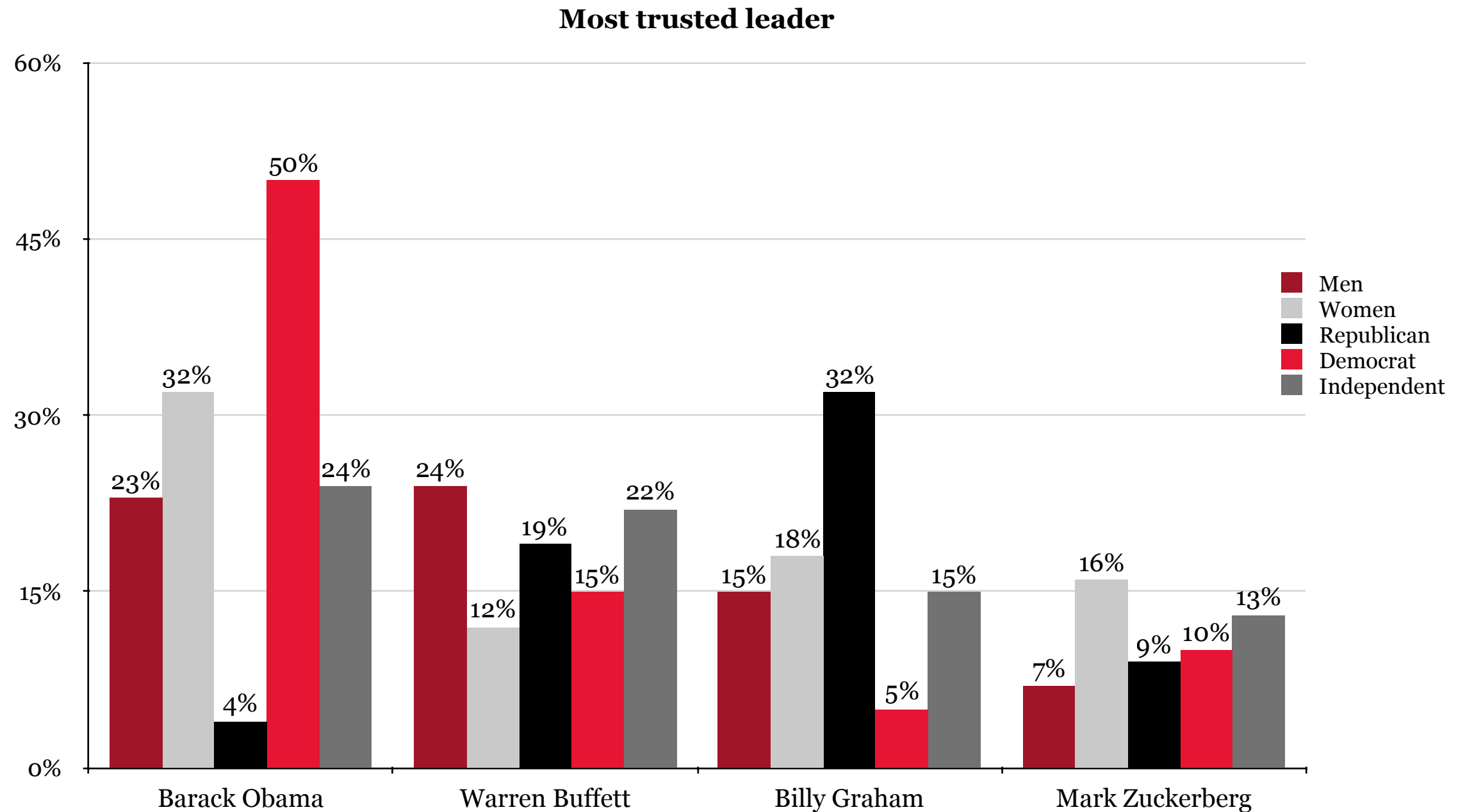
When it comes to institutional trust, Republicans place the church and spiritual institutions at the top of the list while Democrats list education as first. But there is no disagreement whatsoever about the bottom rungs; those slots clearly belong to government and the entertainment industry.



Q20. What institution do you trust most?

# The most trusted leaders vary widely

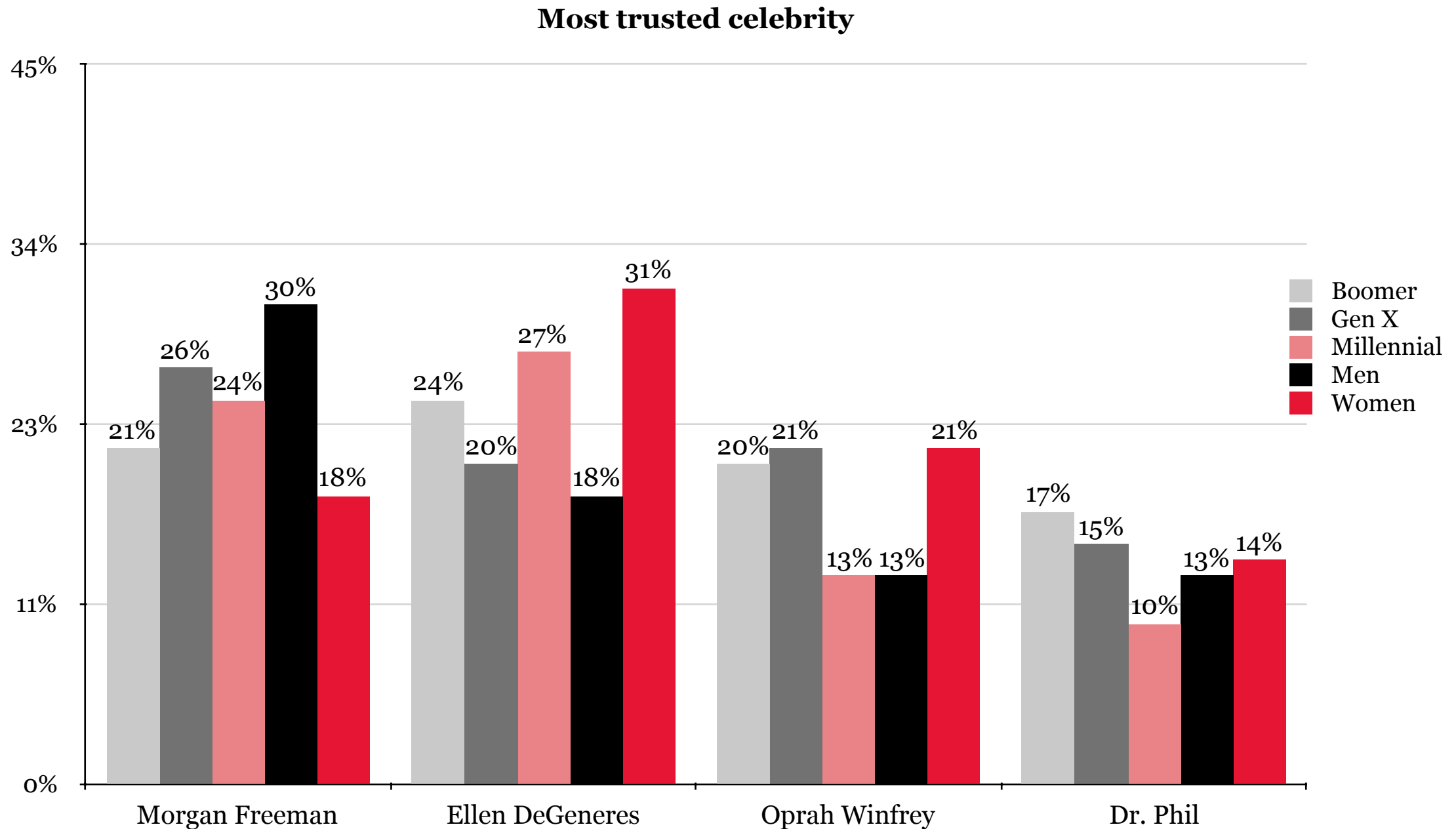
The leader you most trust varies tremendously depending on your gender and political affiliation.



Q25. Which of these leaders do you most trust?

# Morgan Freeman and Ellen DeGeneres are the celebrities that garner the most trust

Oprah Winfrey and Dr. Phil round out the top picks.



Q24. Which of these celebrities do you most trust?

# THANK YOU

This completes the highlighted findings from the 2017 Trust Outlook™.

For the complete whitepaper visit  
[www.TrustOutlook.com](http://www.TrustOutlook.com) this fall!



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