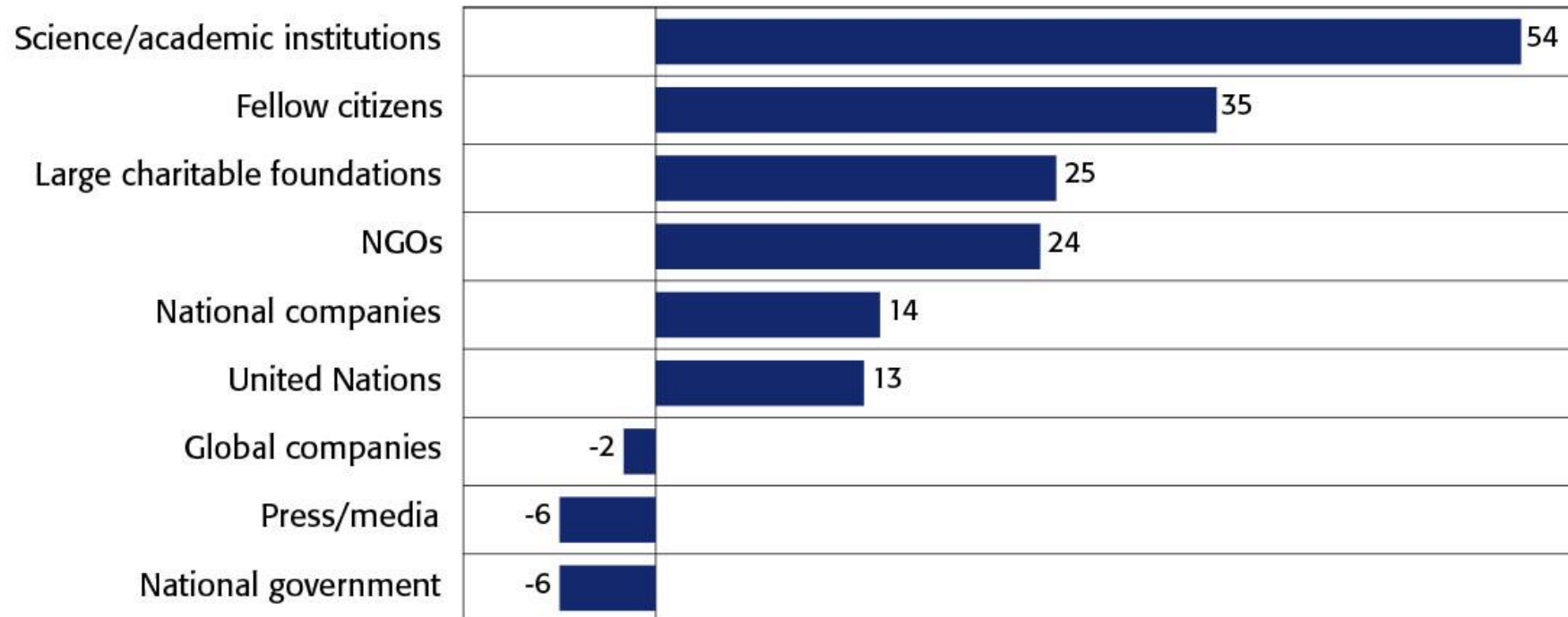


In 2017, large national companies were more trusted than global companies

Trust in Institutions

Net Trust,* Average of 20 Countries,** 2017



R17_3_net

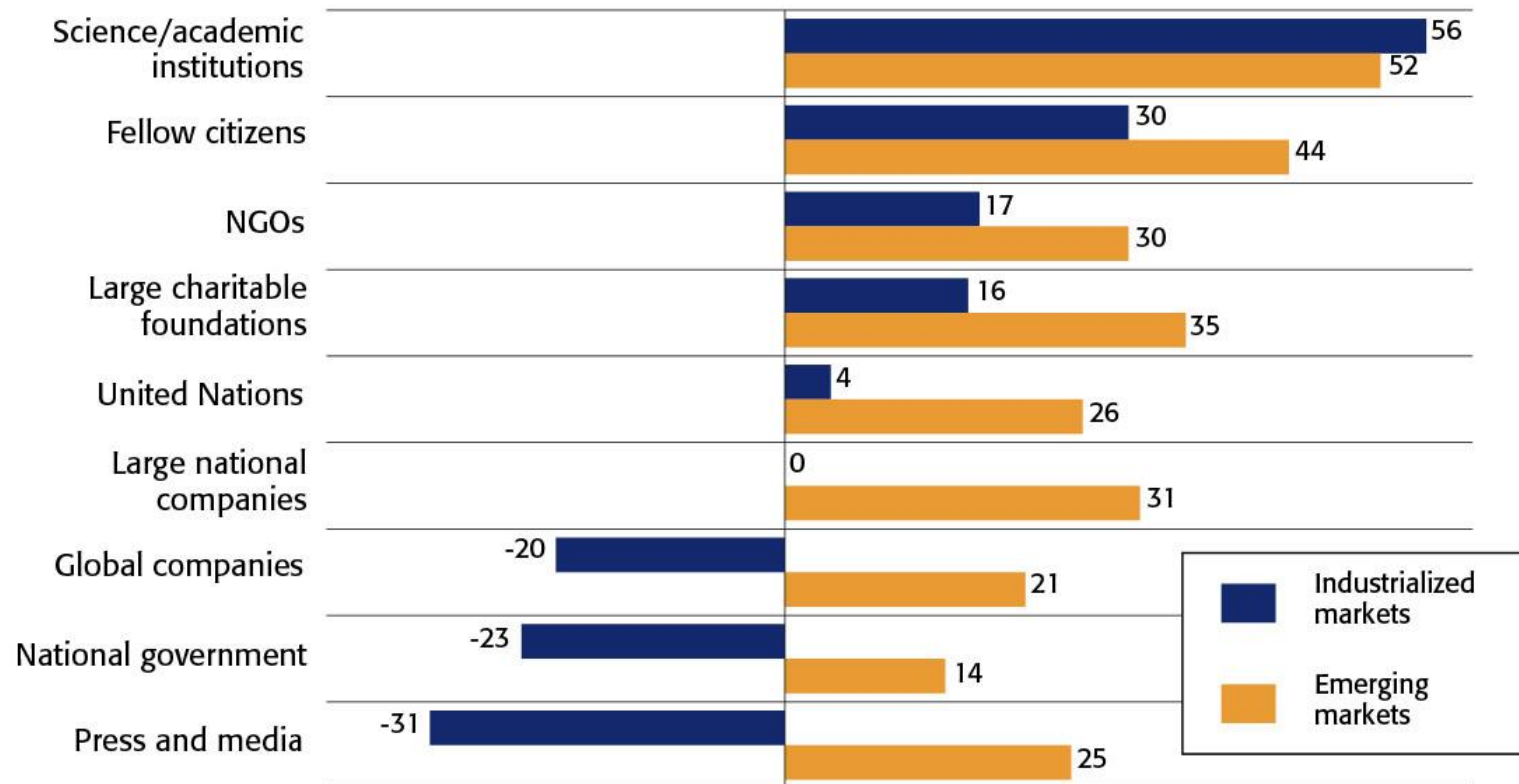
*"A lot of trust" and "Some trust" minus "Not much trust" and "No trust at all"

**Includes Australia, Brazil, Canada, Chile, France, Germany, Greece, India, Indonesia, Kenya, Mexico, Nigeria, Pakistan, Peru, Russia, South Africa, Spain, Turkey, UK, and USA

In 2017, trust in business and governments was far higher in emerging markets compared to industrialized nations

Trust in Institutions

Net Trust,* Industrialized vs Emerging Markets,** 2017



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*"A lot of trust" and "Some trust" minus "Not much trust" and "No trust at all"

**Industrialized markets include Australia, Canada, Chile, France, Germany, Greece, Mexico, Spain, Turkey, UK, and USA; Emerging markets include Brazil, China, India, Indonesia, Kenya, Nigeria, Pakistan, Peru, Russia, and South Africa.