

Trust (n.)

The firm belief in the reliability, truth, or ability of someone or something.

Trusted: something or someone you can depend on

Trustworthy: worthy of confidence, something credible



**“You must trust and
believe in people, or life
becomes impossible.”**

Anton Chekhov

Public Trust in Government
Near Historic Lows.

PEW RESEARCH CENTER
DEC 2025

Trust in Mass Media Falls to
New Low - Just 28%

GALLUP
OCT 2025

Declining Confidence in
National News Information

PEW RESEARCH
OCT 2025

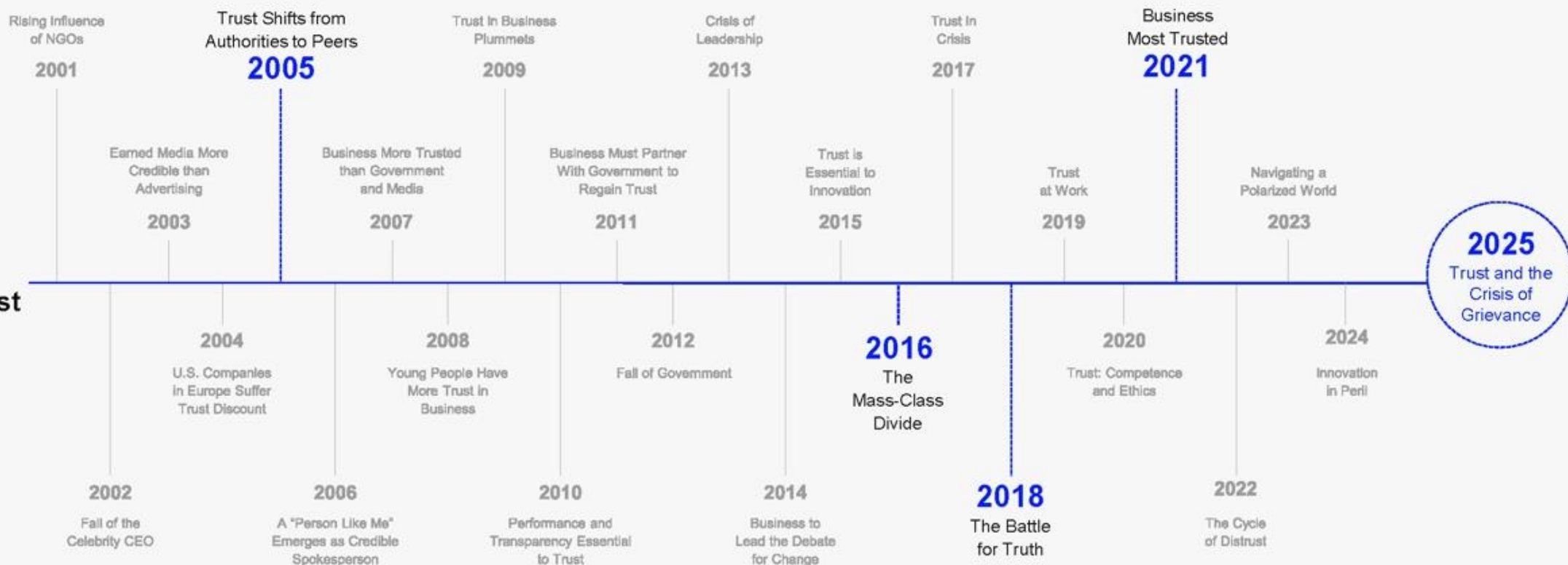
Trust in Politicians Reaches
Lowest in 40 Years
Ipsos Veracity Index

Shared Reality Collapsing as
Global Trust Crises Deepen
Edelman Trust Barometer/Axios

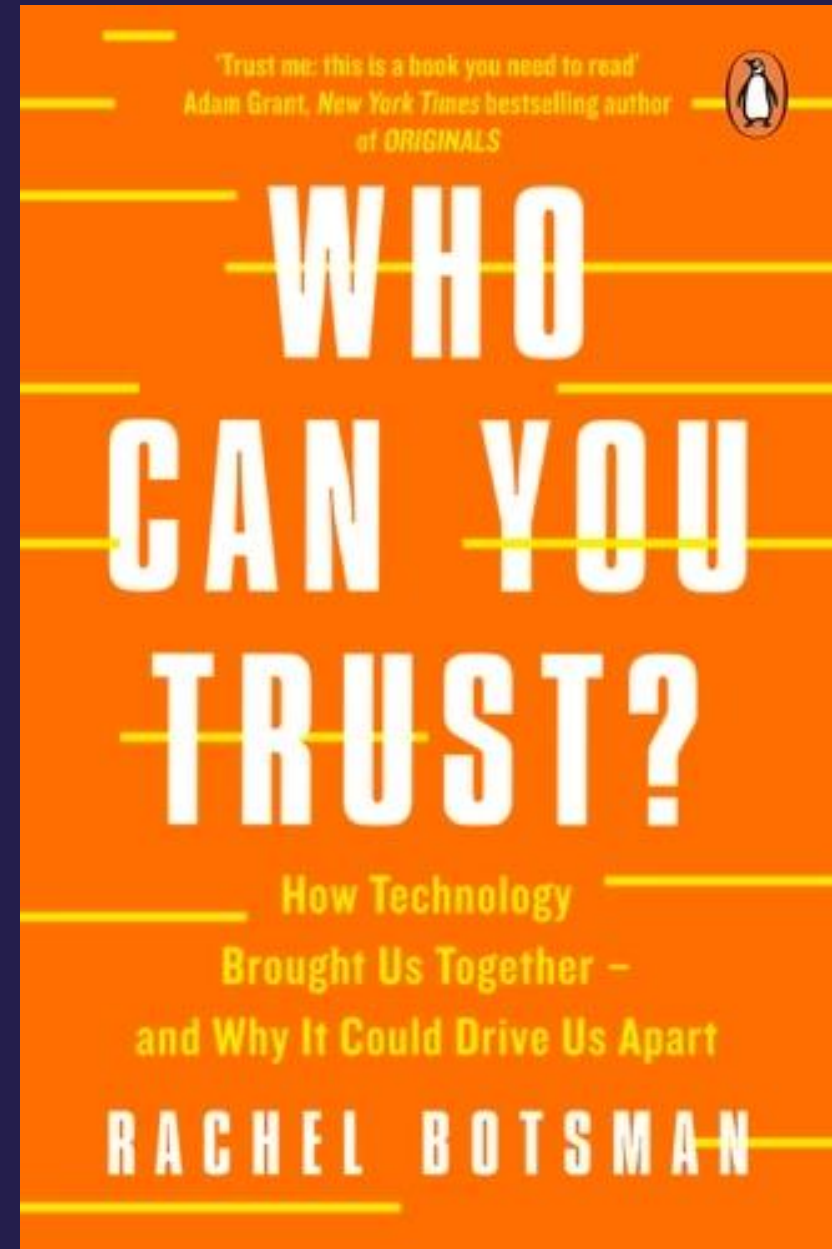
JAN 26

A Generation of Institutional Failures Erupts Into Grievance

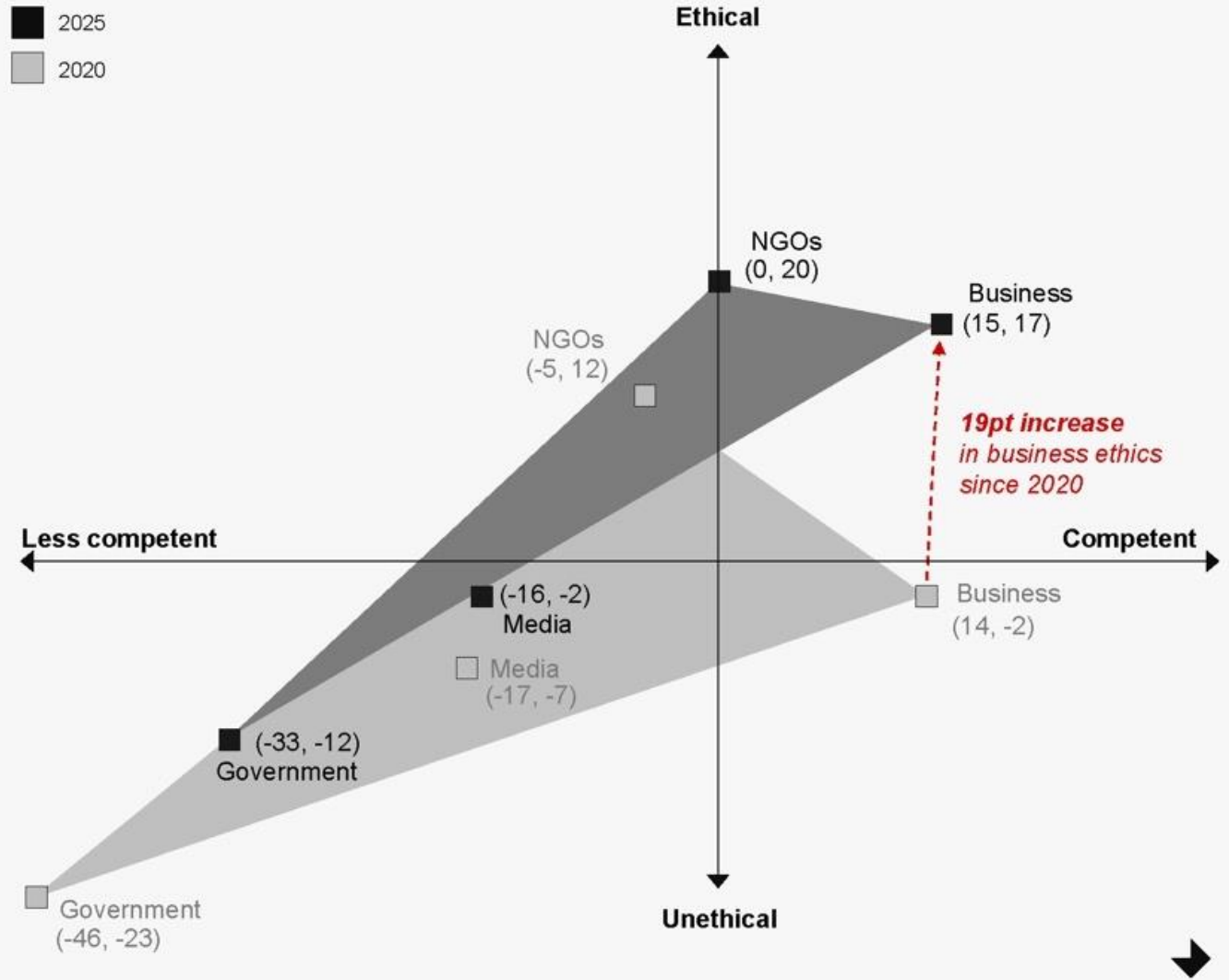
25 Years of Trust



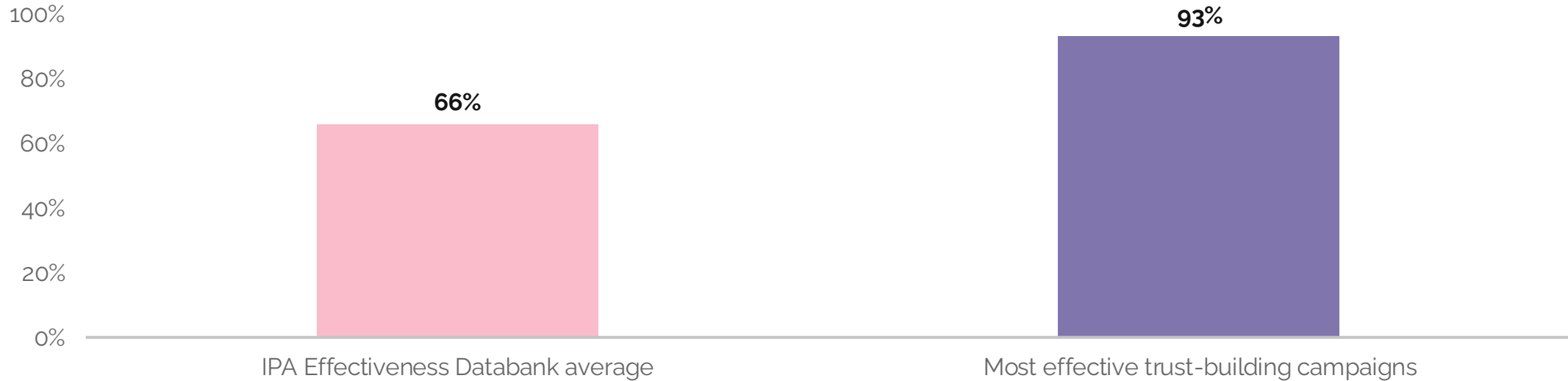
**Who we trust, and
why we trust them,
is changing...**



Business is seen as competent and ethical



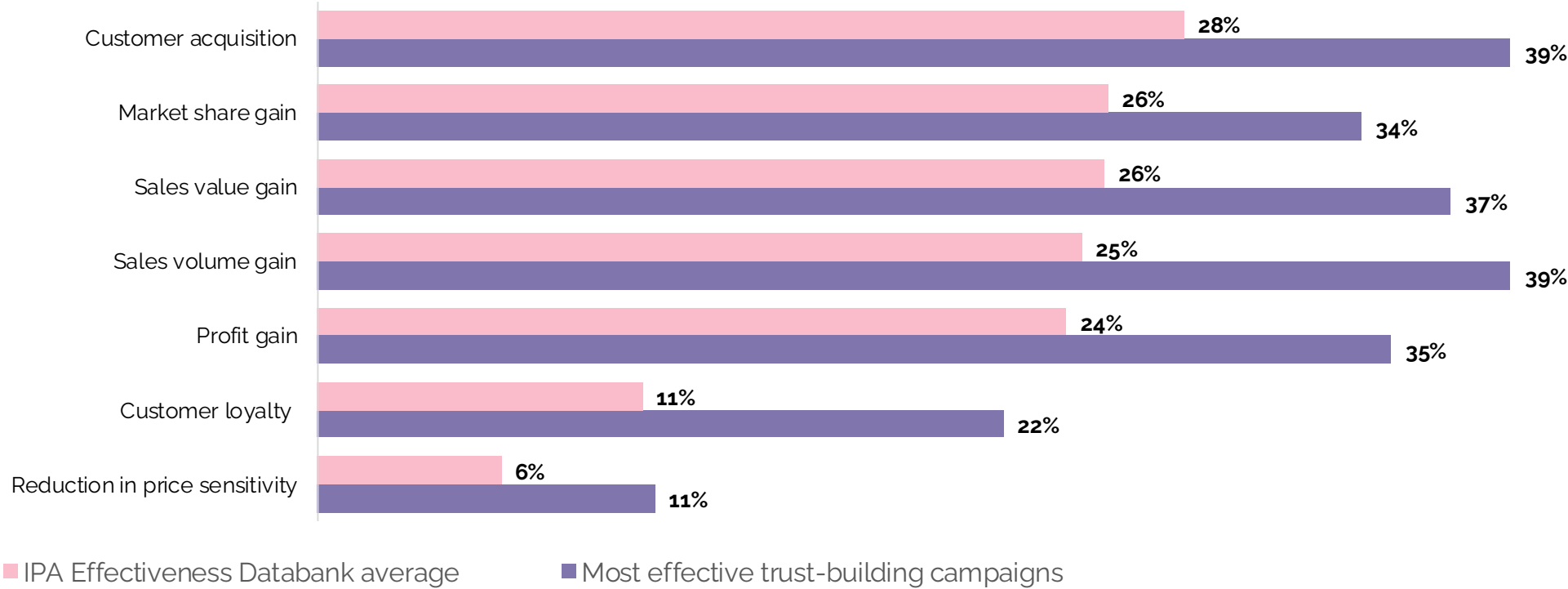
Top trust-building campaigns are more likely to report very large business effects
(% of for-profit campaigns reporting very large business effects)



41% more effective in business growth terms...

Trust-building advertising can influence a range of measures...

Top business effects recorded for most effective trust-building campaigns
(% of for-profit campaigns recording very large business effect)



You can place
your fullest
trust in
advertised
goods

