



A study by

eon

The Stakeholder Relations Firm

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METHODOLOGY

The Philippine Trust Index is a quantitative survey designed by EON, Inc. in line with its mission of providing communication consultancy to organizations who want to build trust-based relationships with their stakeholders. Data was collected through face to face interviews aided by a structured questionnaire.

Conducted for the first time this year, the Philippine Trust Index sampled 500 informed publics from May to June 2011 in Metro Manila, and the cities of Cebu and Davao. The sample size per area was proportionately based on the area population (300 in Metro Manila, 100 in Cebu, and 100 in Davao), and multi-stage systematic sampling was used in generating the sample respondents.

As informed publics, the sample respondents met the following criteria: adult Filipinos between 25 to 65 years old, completed at least three years of college education, household income falls within the 8th to 10th income decile (PHP20,000 – PHP728,000), and accessed print, online and broadcast media at least twice a week, on average.



About The Philippine Trust Index

The Philippine Trust Index is a quantitative study which aims to determine the level of public trust on five key institutions in the country – the Church, government, private industries, non-government organizations, and the media. It also seeks to identify the drivers of trust for each of these key stakeholder groups.

Respondents of the study were members of the population who are identified as the “informed public” – adult Filipinos between 25 to 65 years old, who have completed at least three years of tertiary education, and who access print, online and broadcast media at least twice a week, on average. Data collection was conducted from May to June 2011 with a total of 500 respondents from across the National Capital Region and the cities of Cebu and Davao. The survey method used was face to face interviews aided by a structured questionnaire using multi-stage systematic sampling.

EON The Stakeholder Relations Firm designed and conducted The Philippine Trust Index for the first time in 2011 in line with its mission to help organizations build trust-based relationships with their target publics.

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About EON The Stakeholder Relations Firm

EON is the Philippines’ premier stakeholder relations firm with expertise in public affairs and government relations, consumer PR, and CSR communications. With expertise that cuts across industries and communications practices, EON empowers its clients and partners by building trust-based relationships with their various publics. EON is the Philippine affiliate of Edelman, the world’s largest independent PR firm.

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