

EON LAUNCHES THE PHILIPPINE TRUST INDEX

Among different stakeholder groups, Filipinos trust the Church and media the most, according to **The Philippine Trust Index**, the first-ever quantitative study on the level and drivers of trust in key institutions in the Philippines—the Church, government, private industries, non-government organizations, and the media. The Philippine Trust Index was designed and conducted by EON Inc., The Stakeholder Relations Firm for the first time in 2011 in line with its mission to help organizations build trust-based relationships with their target publics.



The results showed that majority of respondents had a good level of trust in most institutions, except in the government. Asked which institution they trusted “very much,” 51% of respondents said they trusted the Church while 22% said they trusted the media the most. Trailing behind in the most trusted list were non-government organizations (12%), business (10%), and government (7%).

Overall trust ratings for the various institutions, including those respondents who said they trusted them “somewhat much” were as follows: Church, 83%; media, 64%; business, 56%; NGOs, 54%; and government, 40%.

Worth noting, however, is that the Office of the President had trust ratings that were far better than other government agencies, with 54% indicating that they trusted the highest office—a full 10 points higher than Local Government Units (44%) and the Supreme Court (41%), which came out second and third on the list. At the bottom of the list was Congress, with a trust rating of 32%.



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Interestingly, the level of people's trust varied by geography, with respondents from Davao being more trusting of all institutions than respondents from Cebu or the National Capital Region (NCR).

Respondents of the study were members of the population who are identified as the "informed public." This group comprised 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 NCR 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.

Other noteworthy findings are as follows:

- Television (78%), online news sites (68%), radio (66%), and newspapers (66%) were still the most trusted sources of news and information. Blogs registered the lowest trust level of 37%, but social networking sites were more trusted by 49% of respondents.
- The most trusted NGOs were those that advocated health and nutrition (65%); children and youth issues (63%); and the environment (59%).
- A person/persons within the institution are the most trusted sources of information about the organization; except in government where a media personality is seen as the most credible source of information. Across all institutions, including the government, the head of the organization is a less trusted source of information. The preferred person for credible information is an advocate, a representative or a member of that organization.
- When evaluating the trustworthiness of an institution six attributes were considered to be very important: transparency and honesty, quality results, open and can adapt to the changing times, responsive to stakeholders, and concern for the environment.

"For the surveyed stakeholder groups, the Philippine Trust Index could be a useful guide in finding ways to establish and build trust, keeping in mind that the current communication landscape, as well as global influences, foster public skepticism and increased expectations. Trust consequently becomes more difficult to gain," said Junie del Mundo, EON Chief Executive Officer. "Over time, we can expect that Filipinos' definition will evolve, shaped on what organizations do and



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communicate. How these institutions respond and communicate will determine how they can nurture, or shatter trust in themselves.”

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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.

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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 Junie del Mundo

Junie Del Mundo is the CEO of EON The Stakeholder Relations Firm. Under his leadership, EON is regarded as the pioneering stakeholder relations firm that puts TRUST at the heart of its collaborations and dialogues with different stakeholders of its clients. He is a prolific speaker in business discussions hosted by various business chambers and clubs, such as the ECCP, ANZCHAM, AMCHAM, MBC, and MAP where he shares insights on reputation management, CSR Communications and other vital topics. In 2010, he was a finalist for the Ernst & Young Entrepreneur of Year Awards. For 2011, he chairs the MAP CSR Committee; he is also the chairperson of the 18th National PR Congress of the Public Relations Society of the Philippines.

Prior to establishing EON, Junie was a career diplomat for 13 years and served at the Philippine Embassies in Paris, France; Dakar, Senegal; and at the Philippine Mission for UNESCO in Paris. He represented the Philippines in multinational fora such as UNESCO, ASEAN, APEC, and Asia-Europe Business Forum.

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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