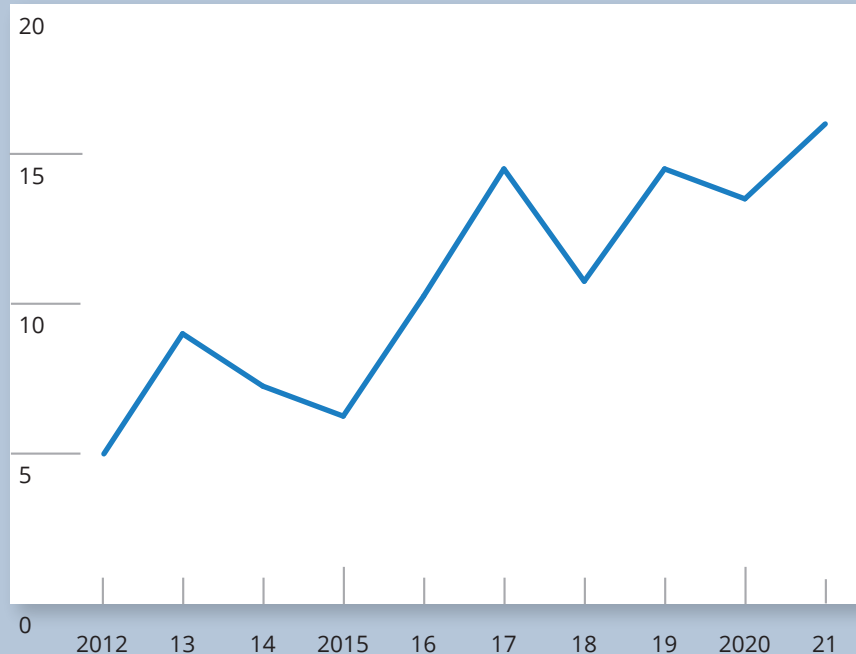


## TRUST GAP, 2012-21

Average trust gap between informed public and mass public in four key institutions: business, media, government, and non-governmental organizations.

*Percent trust gap*



**Informed Public:** College-educated 35-64 year-olds in the top 25 percent of household income and report significant media consumption and public engagement.

**Mass Public:** All population not including informed public.

Source: Richard Edelman, *Twenty Years of Trust*, 2020.