

# The Trust 10 South Africa

**01 A sense of distrust has become the default for the average South African.**  
69% of South Africans surveyed tend to distrust first.

**02 Business and NGOs are the most trusted institutions.**  
They are setting the agenda in calling for transparency, real information, and accountability, both being 63% trusted by South Africans.

**03 Consumers don't believe government and media.**  
82% of people believe that government leaders are purposely trying to mislead people through spreading false information, and 69% feel the same about the media.

**04 CEOs are expected to help inform conversation and policy debates on a range of issues.**  
70% of people believe CEOs should shape conversations around subjects such as jobs, automation and wages.

**05 Government and media are seen as divisive.**  
61% of South Africans think that government is divisive, while 42% believe the same of media.

**06 Providing quality information is key to building trust.**  
This is the most powerful trust builder across all four institutions.

**07 News sources need to fix their trust problem.**  
Social media is trusted by only 34% of South Africans, while search engines are the most trusted news source at 66%.

**08 Societal leaders are distrusted in South Africa.**  
Government leaders are the least trusted (14%), while my co-workers are most trusted (65%).

**09 My employer is trusted globally.**  
76% of South Africans trust their employers, and 65% expect the CEO to speak publicly about social and political issues.

**10 Developing countries are more optimistic.**  
66% of South Africans believe that their families will be better off in five years' time, compared to the global average of 51%.