

2024 Edelman Trust Barometer

Kenya Report




2024 Edelman Trust Barometer

Methodology

Annual online survey in its 24th year

Fieldwork conducted: Nov 3 – Nov 22, 2023



Argentina	Colombia	Ireland	Mexico	S. Africa	UAE
Australia	France	Italy	Netherlands	S. Korea	UK
Brazil	Germany	Japan	Nigeria	Spain	U.S.
Canada	India	Kenya 	Saudi Arabia	Sweden	
China	Indonesia	Malaysia	Singapore	Thailand	

Data collected is representative of the general population across age, gender, region and ethnicity/nationality (where applicable) within each country.

**The sample size varies by country from 1,109 to 1,500.
 28-market global data margin of error: General population +/- 0.7 percentage points (n=32,492)
 Country-specific data margin of error: General population +/- 3.3 to 3.9 percentage points (varies by country based on sample size, n=1,109 to n=1,500)
 Margin of error is calculated at the 99% confidence level

Global averages

Unless otherwise indicated, global averages are composed of all 28 countries surveyed.

Statistical significance



Indicates a statistically meaningful difference or change in the data that is unlikely to be due to chance or a random fluctuation.

All indicated year-over-year significant changes were determined using a t-test set at a 99%+ confidence level.

Shortened question text

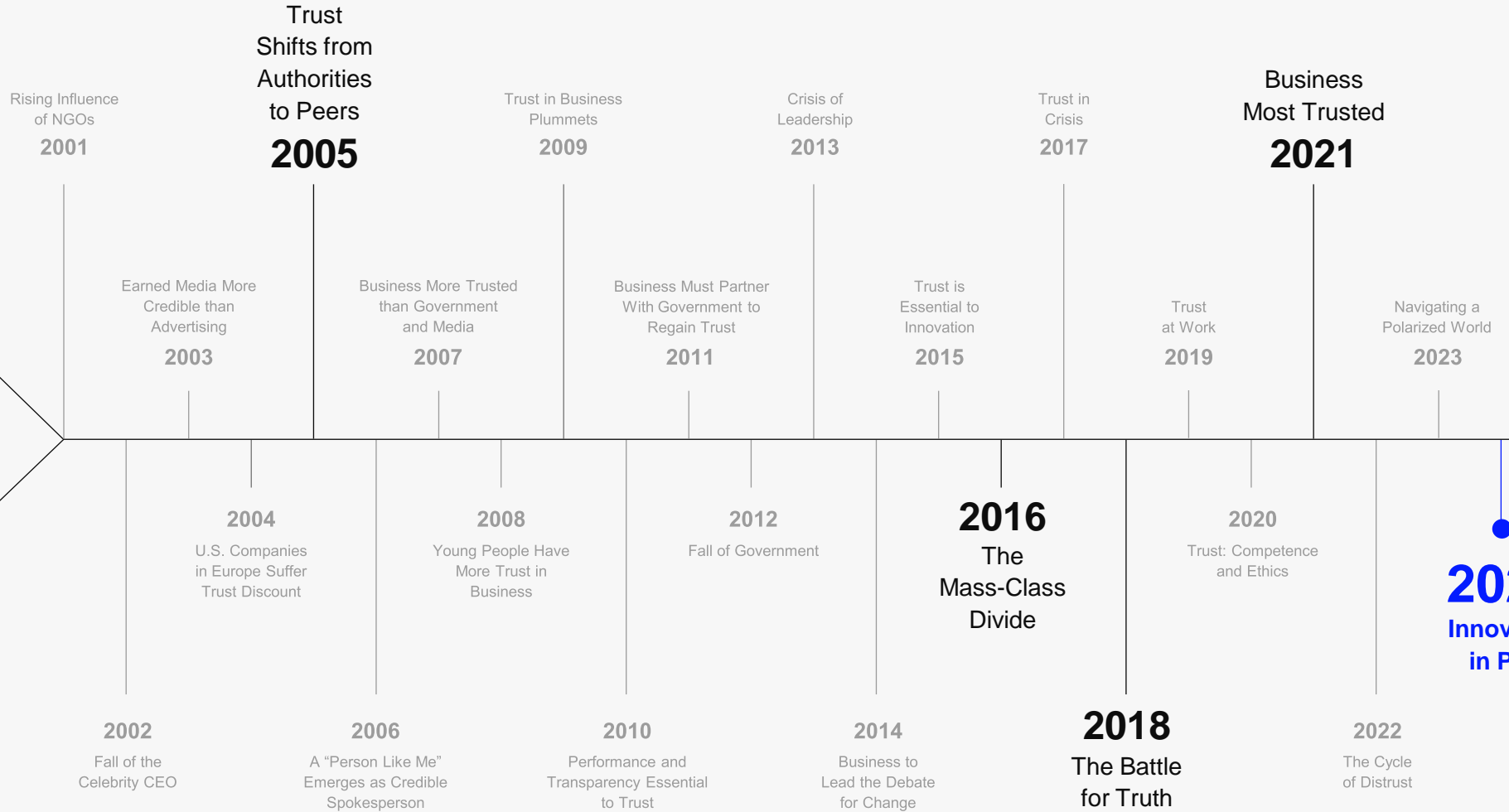
Throughout the report, question text has been edited for readability.

For more details on global averages, country-specific sample information, or to see the full text for any shortened statements, please see the Technical Appendix

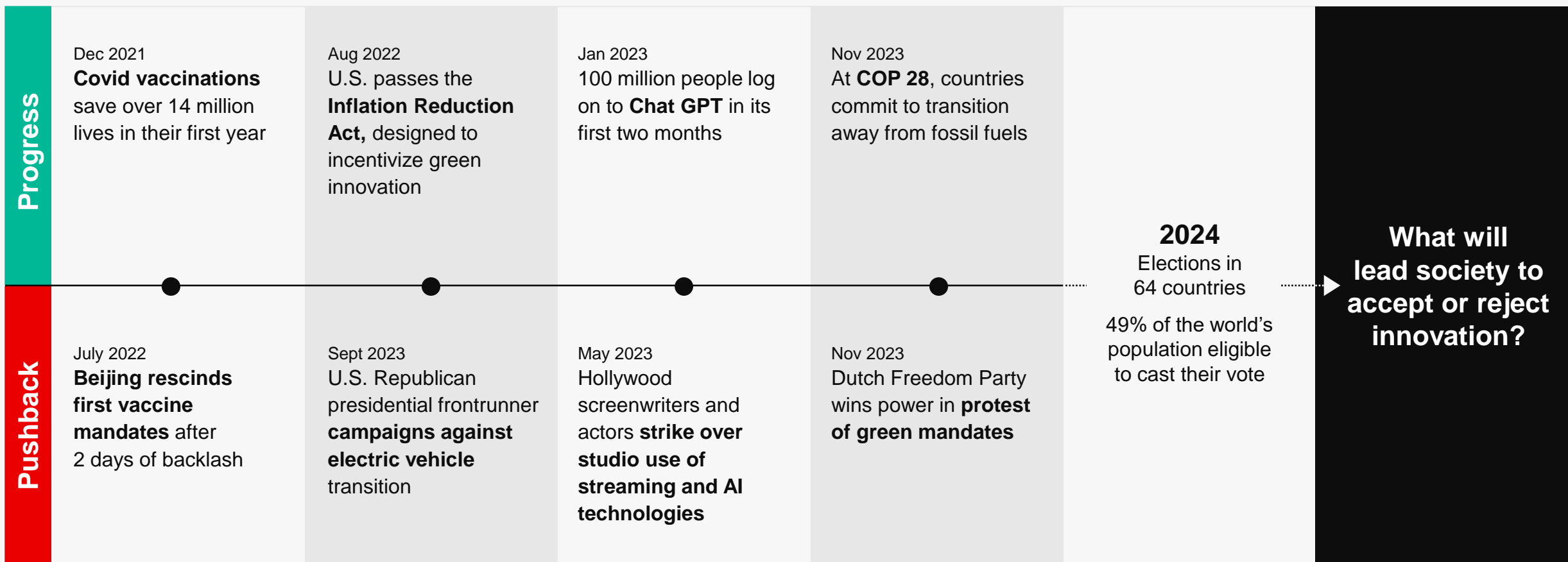


24

Years of Trust:
power shifts,
divisions deepen



A Global Referendum on Innovation in Society



Top row, left to right: [The Lancet](#), [Washington Post](#), [Reuters](#), [Reuters](#)

Bottom row, left to right: [Reuters](#), [CNN](#), [AP News](#), [Politico](#)

Far right: [Time](#)



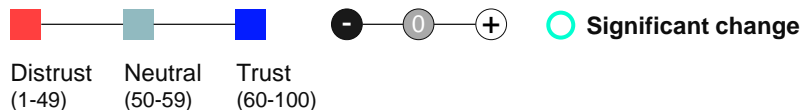
The Decline of Authority



Trust Index 2023 to 2024: Developing Countries Lead on Trust

Trust Index

(average percent trust in NGOs, business, government, and media)



2024 Trust Index among

Developing countries **63**

Developed countries **49**

2024 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg., and by developed and developing countries. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Due to a translation inconsistency in France, the 2023 Trust Index has been imputed using a model. For more details, please see the Technical Appendix.

2023 General population

55	Global 28
83	China
75	Indonesia
74	UAE
73	India
71	Saudi Arabia
66	Singapore
66	Thailand
63	Kenya
62	Malaysia
61	Mexico
56	Nigeria
54	Netherlands
53	Brazil
52	Canada
51	Colombia
50	Italy
49	Sweden
48	Australia
48	Ireland
48	U.S.
47	France
47	S. Africa
46	Germany
44	Spain
43	UK
42	Argentina
38	Japan
36	S. Korea

2024 General population

56	Global 28
79	China
76	India
74	UAE
73	Indonesia
72	Saudi Arabia
70	Thailand
68	Malaysia
67	Singapore
64	Kenya
61	Nigeria
59	Mexico
56	Netherlands
53	Brazil
53	Canada
52	Australia
50	Italy
49	S. Africa
49	Sweden
47	Colombia
47	France
47	Ireland
46	Spain
46	U.S.
45	Germany
43	S. Korea
39	Argentina
39	Japan
39	UK

Greatest changes in

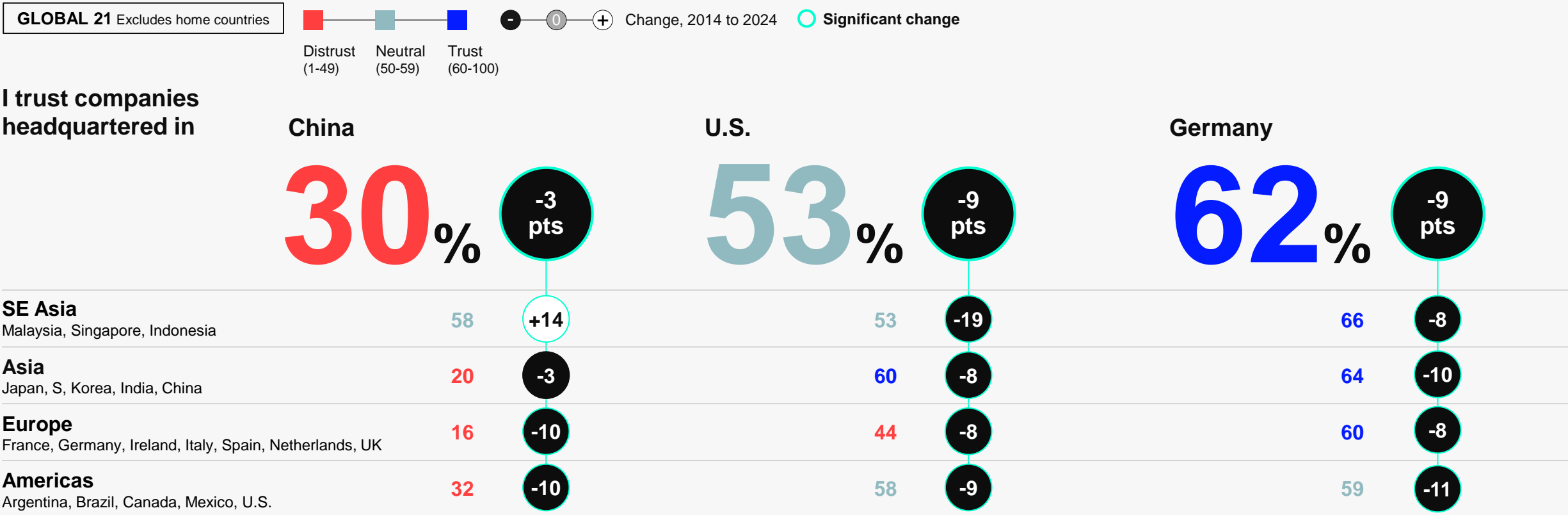
S. Korea	+7
Malaysia	+6
Nigeria	+5
Thailand	+4
Australia	+4
China	-4
Colombia	-4
UK	-4

*UK now among
least-trusting countries*



10-Year Shift: Less Trust for Companies Headquartered in Global Powers

Percent trust in companies headquartered in each country, among respondents from outside each country being rated

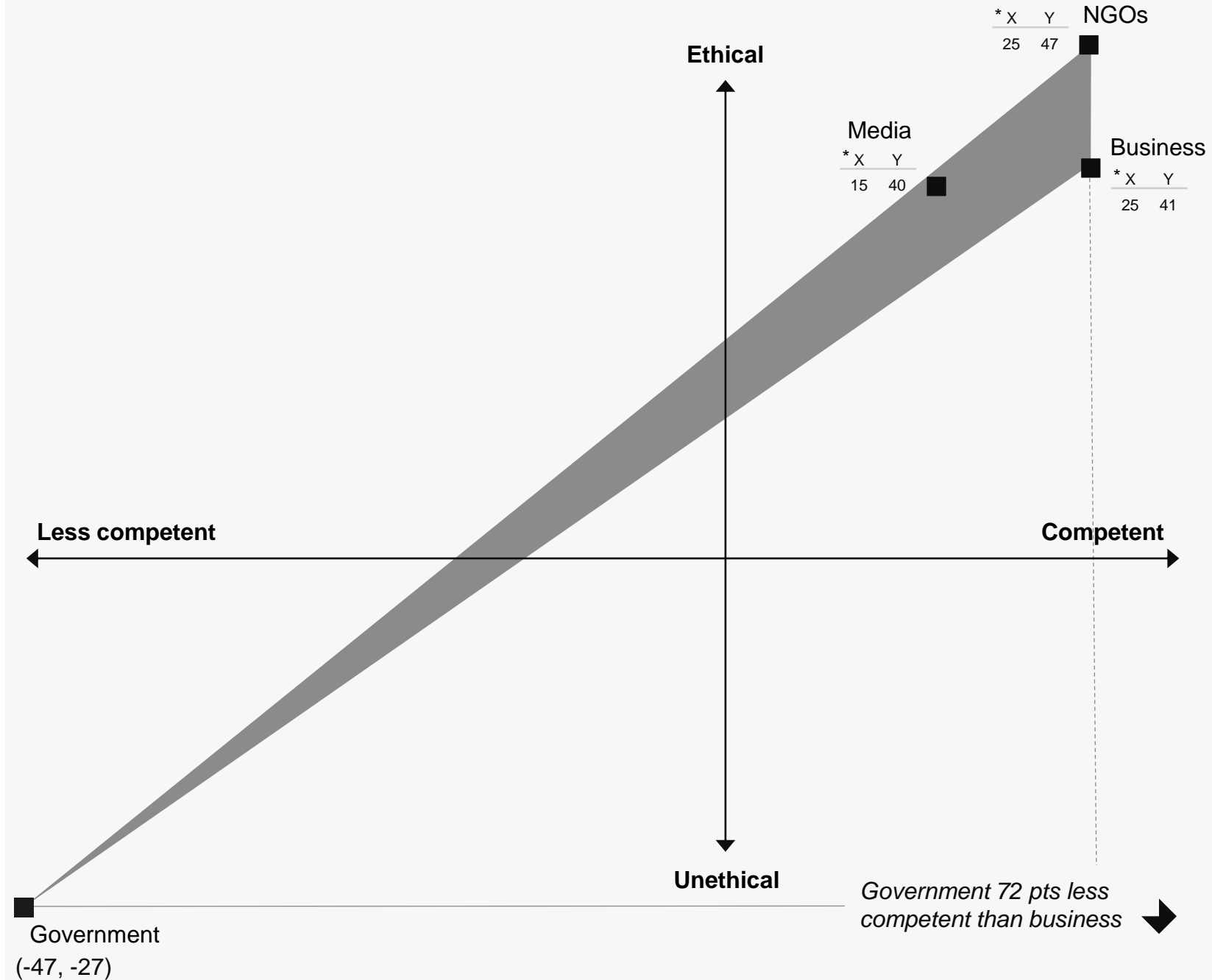



2024 Edelman Trust Barometer. TRU_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 21-mkt avg., and by region. Data excludes respondents from the country being rated. Ten-year changes were tested for significance using a t-test set at the 99%+ confidence level.



In Kenya, Institutions Out of Balance: Government Seen as Far Less Competent and Ethical than Business

(Competence score, net ethical score)



 **2024 Edelman Trust Barometer.** The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU_3D_[INS]/1. Media and NGOs were only asked of half the sample. General population, Kenya.

For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

*Coordinates provided for reference: business, media and NGOs points not shown to scale.

Establishment Leaders Not Trusted to Tell Us the Truth

Percent who worry, in Kenya

— 0 + Significant change



Government leaders



Business leaders



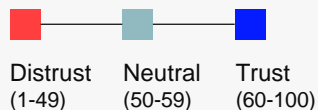
Journalists and reporters

are **purposely trying to mislead people** by saying things they know are false or gross exaggerations

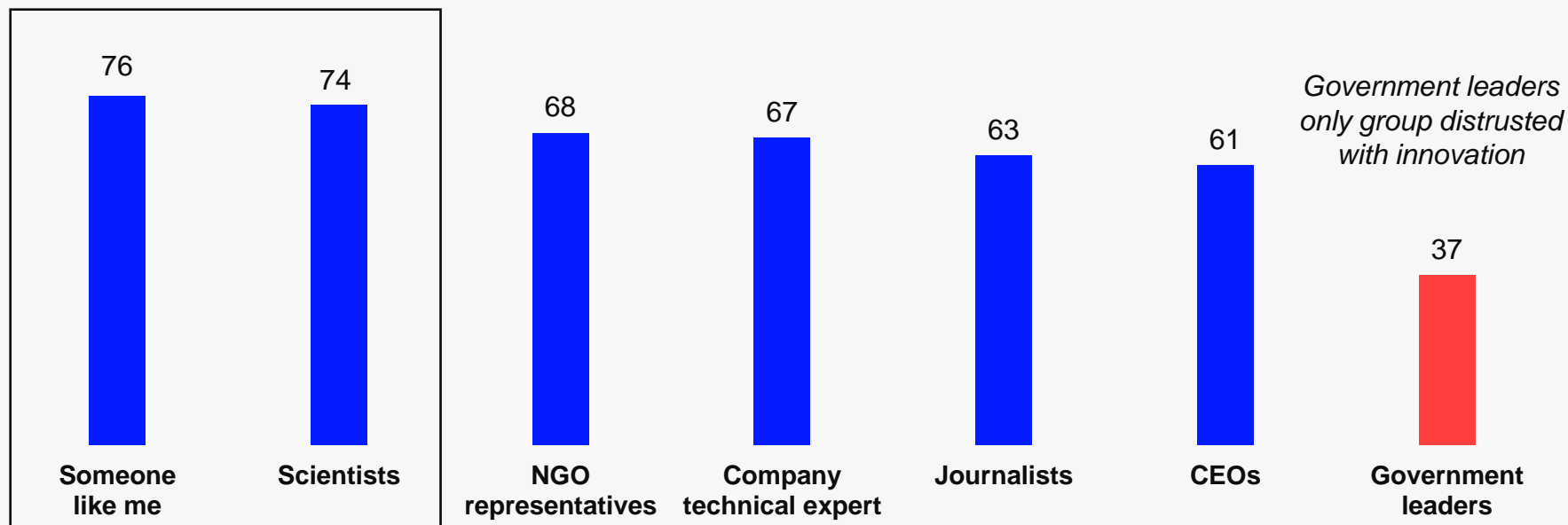


Dispersion of Authority: Peers on Par With Scientists

Percent trust in, Kenya



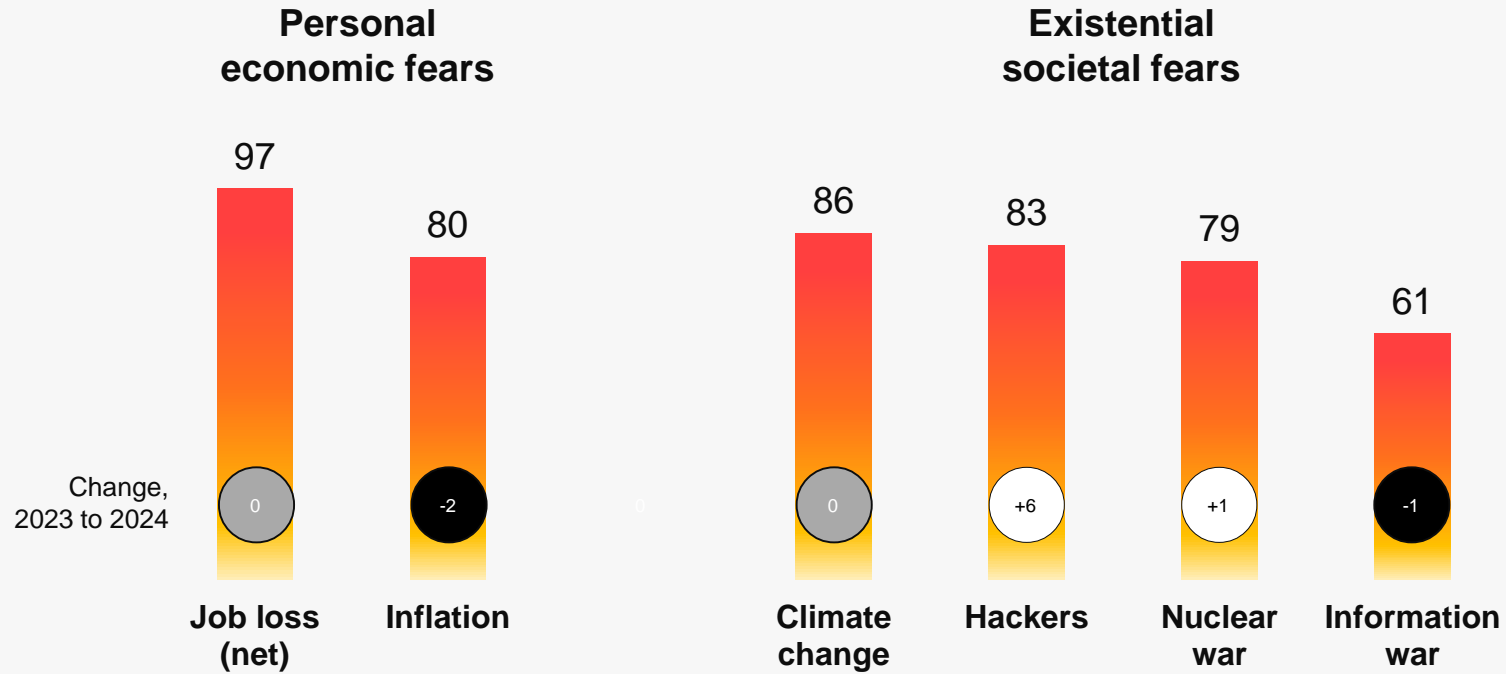
I trust each to tell me the truth about new innovations and technologies



Societal Fears on Par with Personal Economic Fears

In Kenya, percent who worry about...

● ○ + ○ Significant change

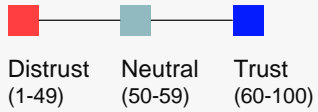


2024 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Some attributes asked of half the sample. General population, Kenya. Job loss asked of those who are an employee of an organization (Q43/1). Job loss is a net of attributes 1-3, 5, and 22-24. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



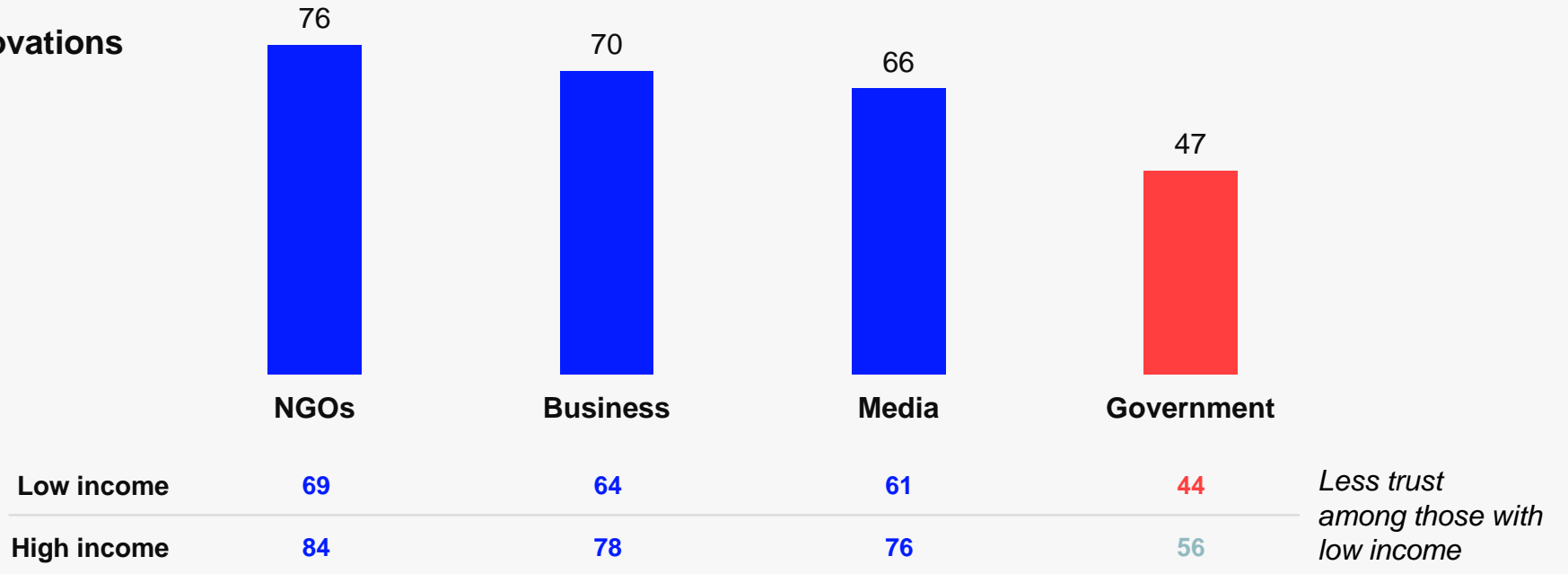
Trust Imbalance: NGOs Most Trusted to Integrate Innovation into Society

Percent trust, in Kenya



I trust each with the introduction of innovations into society, ensuring they are

- Safe
- Understood by the public
- Beneficial
- Accessible

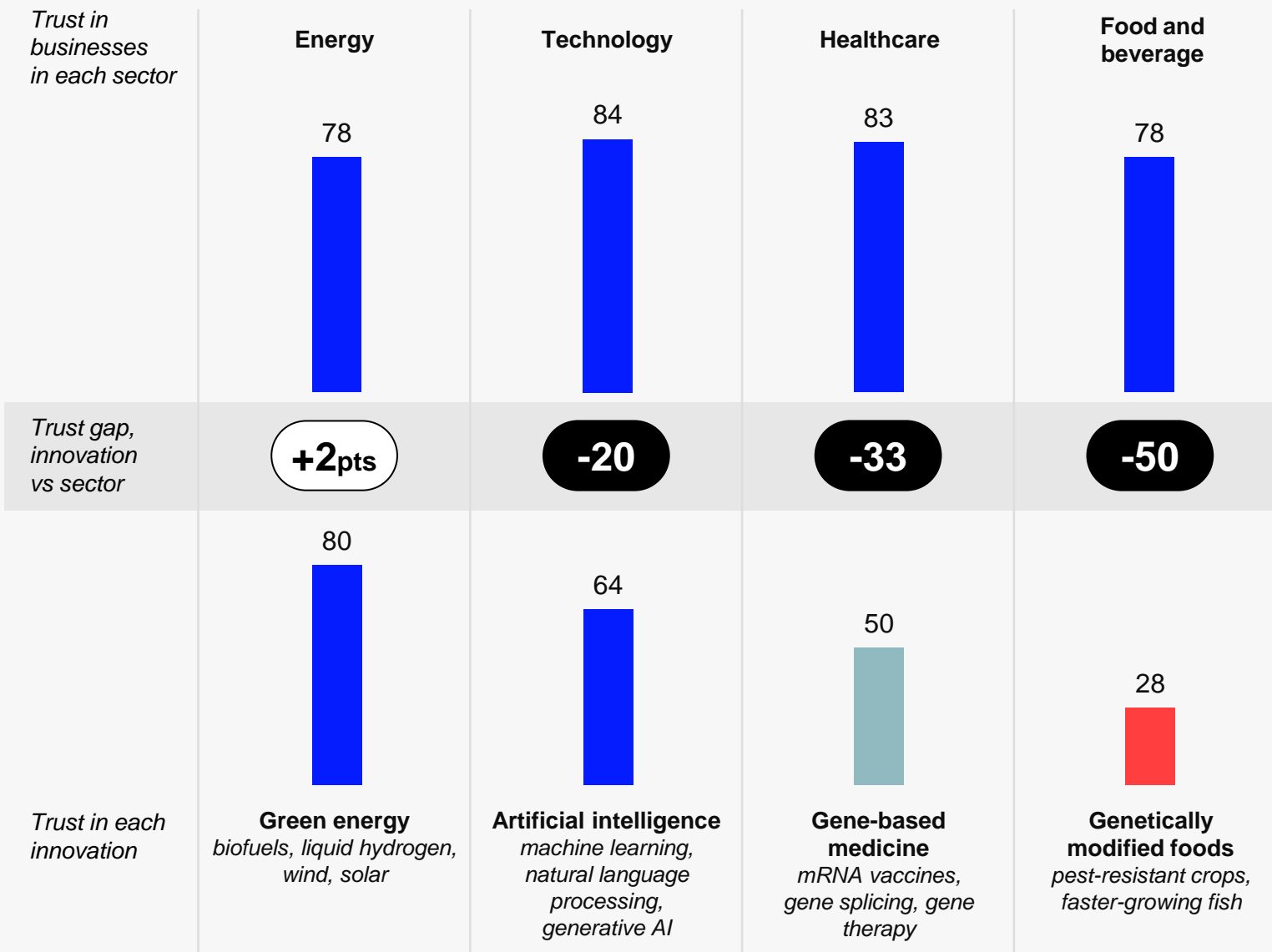
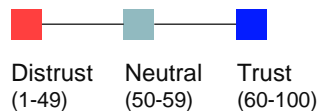


2024 Edelman Trust Barometer. TRU_INS_TCNG. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to ensuring that the introduction of new technologies and innovations into society is well-managed (e.g., they are safe, understood by the public, beneficial to society as a whole, and accessible to the people who need them). 9-point scale; top 4 box, trust. Question asked of half the sample. General population, Kenya, and by income.



Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

Percent trust, in Kenya

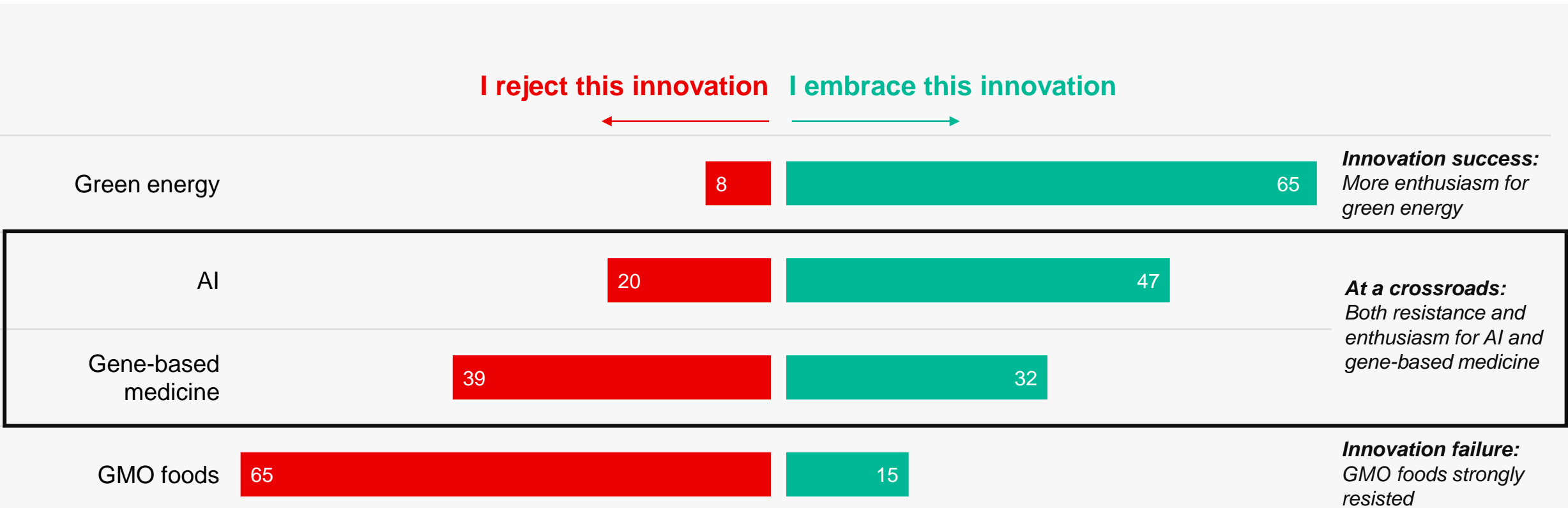


2024 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. TEC_TRU. How much do you trust each of these technologies? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, Kenya.



Acceptance of Innovation at Stake

Percent who say, in Kenya



Innovation is on the Ballot



Government Lacks Competence to Regulate Emerging Innovations

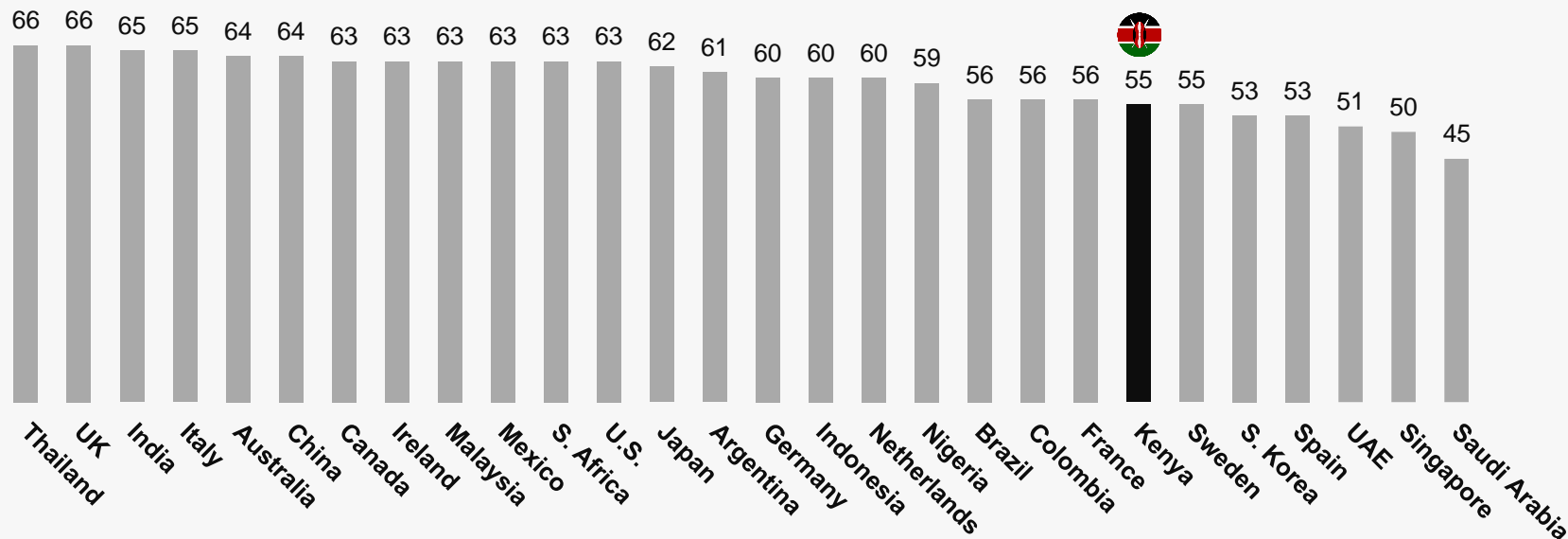
Percent who say this is true

GLOBAL 28

Government regulators **lack adequate understanding of emerging technologies** to regulate them effectively

Majority in 26 of 28 countries say government not regulating well

59%



2024 Edelman Trust Barometer. POP_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is using a nine-point scale where one means it is "not at all true" and nine means it is "completely true". 9-point scale; top 4 box, true. General population, 28-mkt avg.



Concerned Government Has Too Much Influence on Science

Percent who agree, in Kenya

Science has become politicized in this country

Government and organizations that fund research have **too much influence** on how science is done

50%

63%



Globally, Nearly 2x More Likely to Fear Innovation Poorly Managed

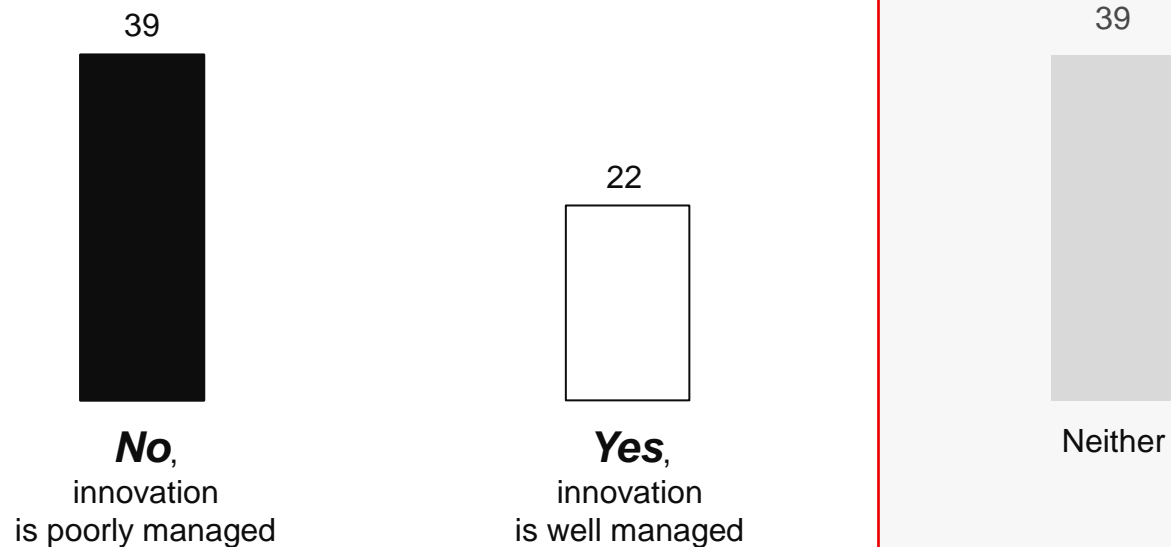
On average, percent who say

GLOBAL 28

In thinking about innovation –

- *Do I trust how **business** and **NGOs** introduce innovations into society?*
- *Can **government** regulate new technologies?*
- *Is science independent of **politics** and **money**?*

Nearly **2x more likely**
to say innovation is poorly managed vs well managed

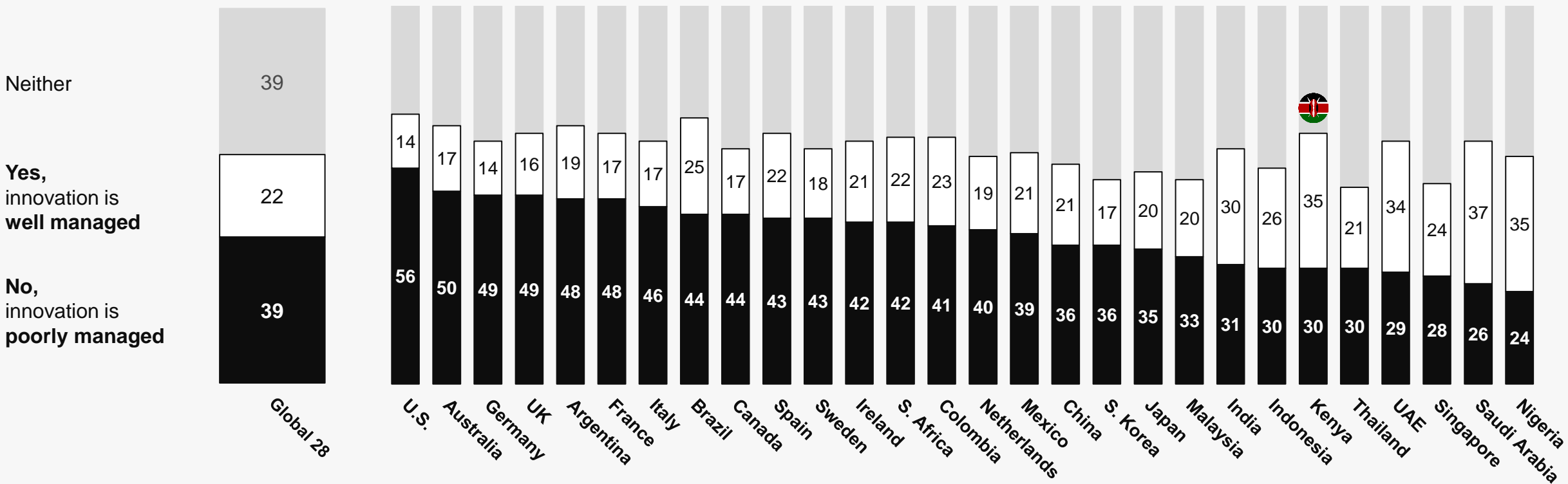


Nearly All Countries More Likely to Believe Innovation is Mismanaged Rather Than Well Managed

On average, percent who say

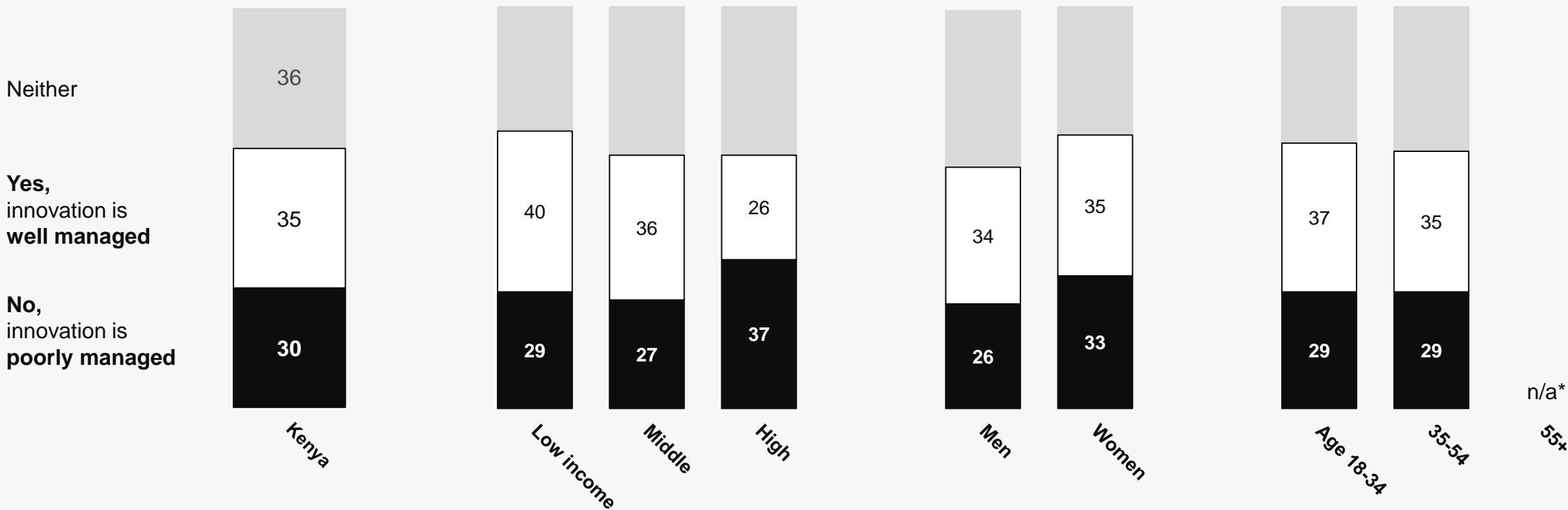
GLOBAL 28

More likely to say innovation is poorly managed, not well, in 24 of 28 countries



In Kenya, Concern Innovation is Mismanaged Shared Across Income, Gender, and Age

On average, percent who say, in Kenya

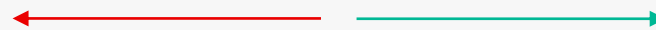


When Institutions Mismatch Innovation: More Rejection, Less Enthusiasm for Emerging Technologies

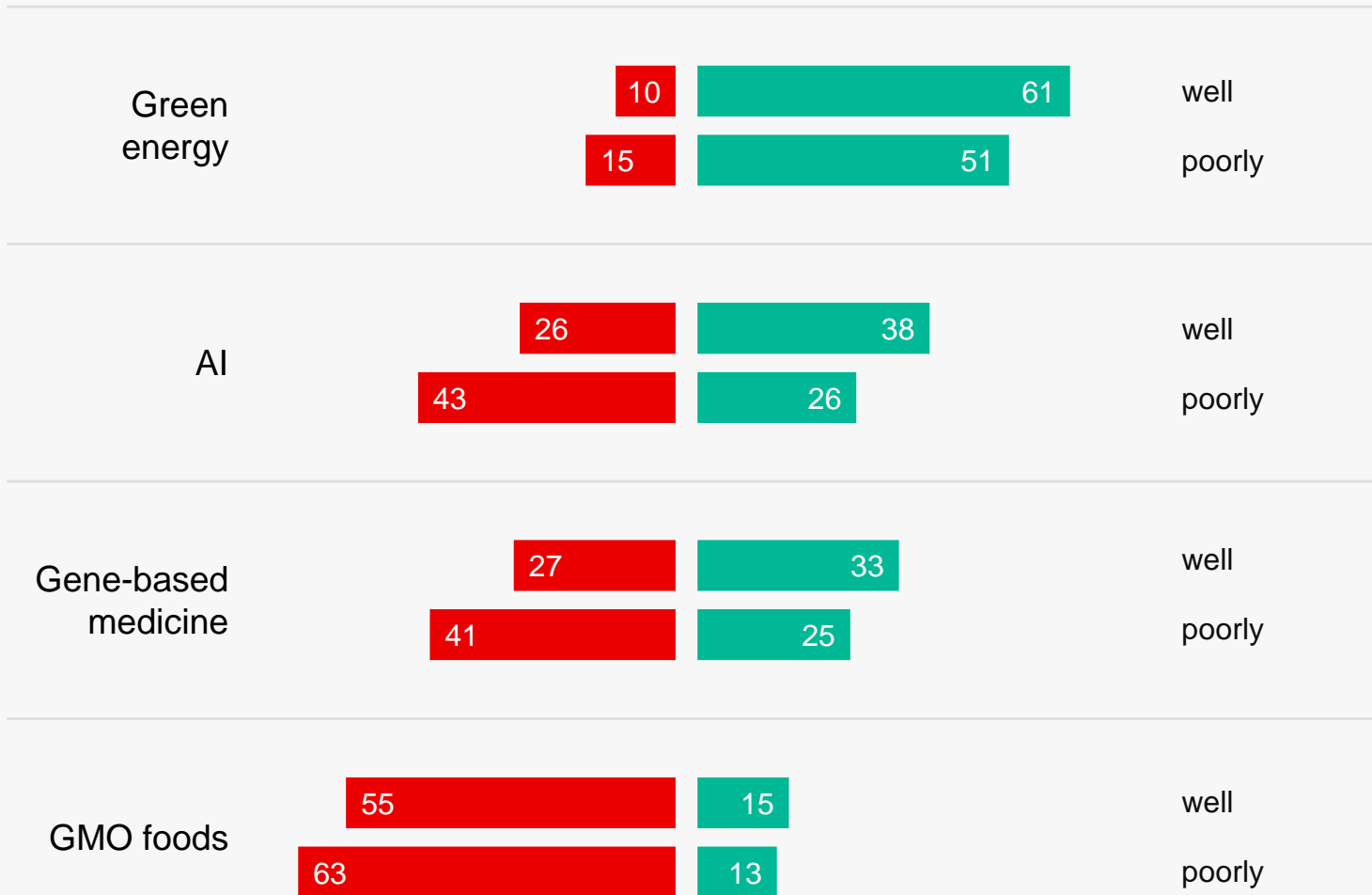
Percent who say

GLOBAL 28

I reject this innovation I embrace this innovation



Innovation is managed ...



2024 Edelman Trust Barometer. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, 28-mkt avg., by the innovation management scale. For a full explanation of how the Innovation Management Scale was developed, please see the Technical Appendix.



In Western Democracies, Resistance to Innovation Is Political

Percent of respondents who reject innovation, based on their individual average acceptance rating across green energy, AI, gene-based medicine, and GMO foods

GLOBAL 21

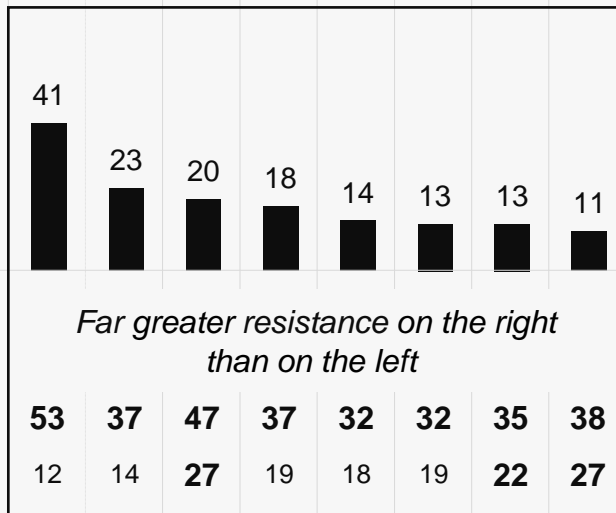
Difference in innovation rejection
between those who lean right or left politically

Political leaning

Right

Left

7 pts



Far greater resistance on the right than on the left

bold font indicates
20% or more reject innovation

2024 Edelman Trust Barometer. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; Data is showing the percent of respondents who, on average, rejected innovation when looking at the mean scores "acceptance ratings" for each of the four innovations, and the differences between those who lean left or right politically. Those that rejected innovation averaged a score between 1 and 2.49 on the 5-point scale. General population, 21-mkt avg., by political leaning. Political leaning is not asked in China, Saudi Arabia, Thailand or the UAE. Indonesia, Japan, and Singapore are excluded from the analysis due to having sample sizes too low to report (less than n100).

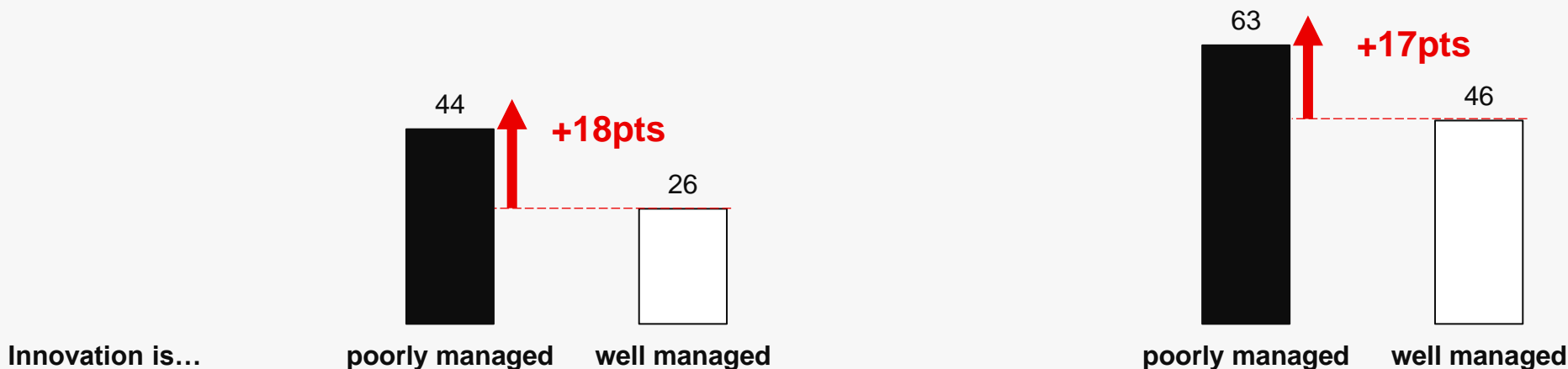


When Institutions Mismanage Innovation, We Feel Both Technology and Society Are Leaving Us Behind

Percent who say, in Kenya

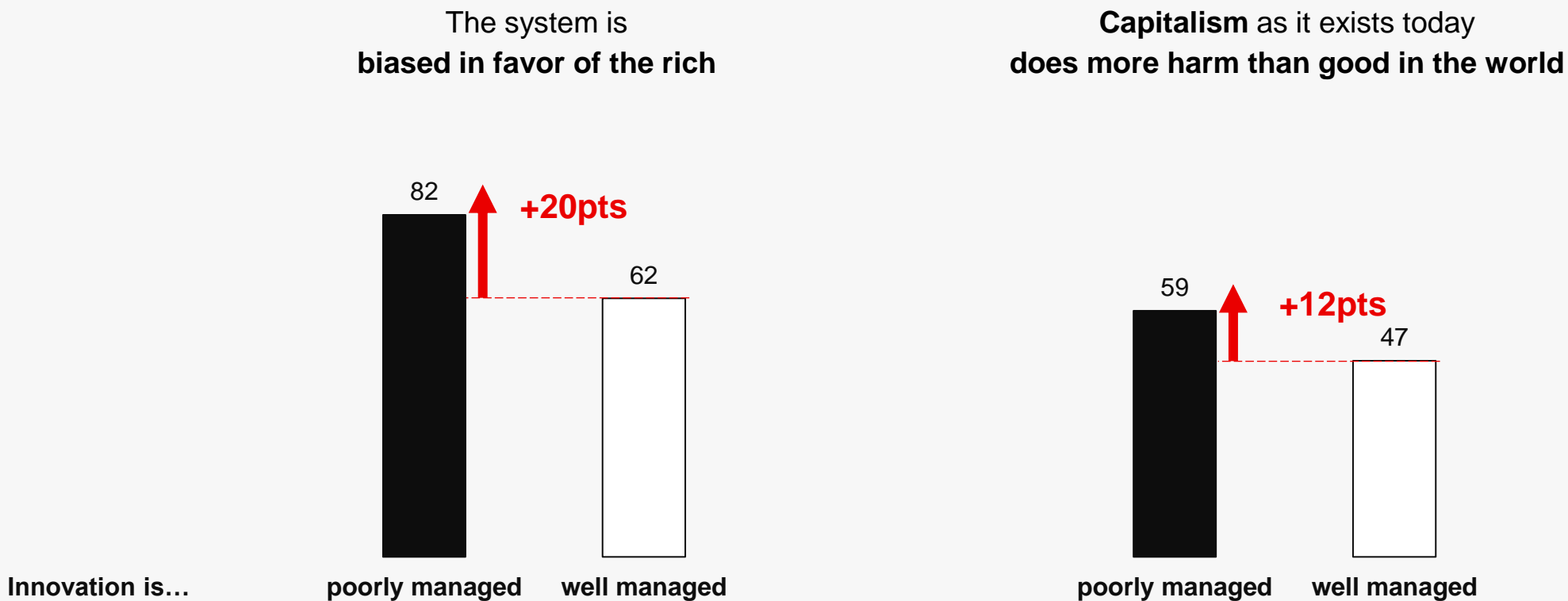
Technology is changing too quickly,
in ways that are not good for people like me

Our society is changing too quickly
and not in ways that benefit people like me



When Institutions Mismanage Innovation, Fairness and Capitalism in Question

Percent who say, in Kenya



2024 Edelman Trust Barometer. POP_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is using a nine-point scale where one means it is "not at all true" and nine means it is "completely true". 9-point scale; top 4 box, true. TMA_SIE_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Attribute asked of half the sample. General population, Kenya, by the innovation management scale. For a full explanation of how the Innovation Management Scale was developed, please see the Technical Appendix.



A Reset for Science in Society

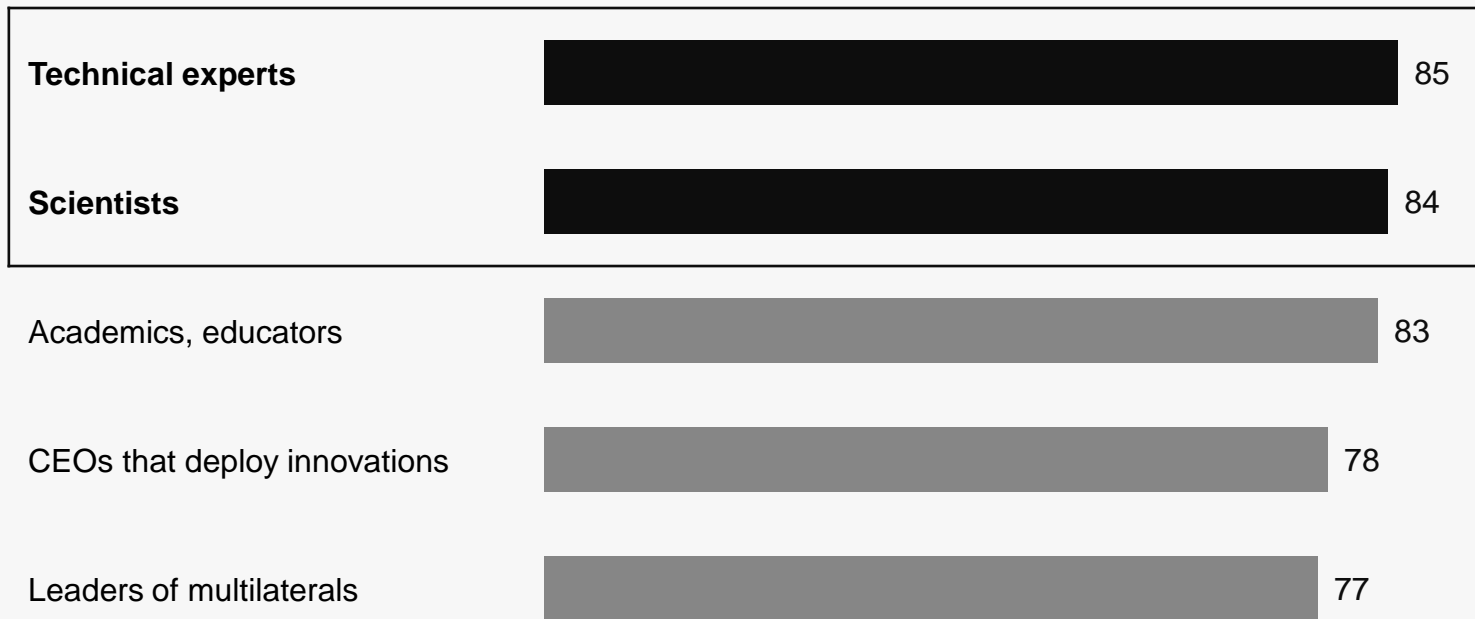


Scientists and Experts Expected to Lead on Implementation of Innovation

Percent who say, in Kenya

I believe each **should have a big role** in managing the introduction of innovation

Showing top 5 of 11 items



To Earn My Acceptance, Show Me the Innovation Is Vetted by Scientists and Ethicists

Average acceptance rating

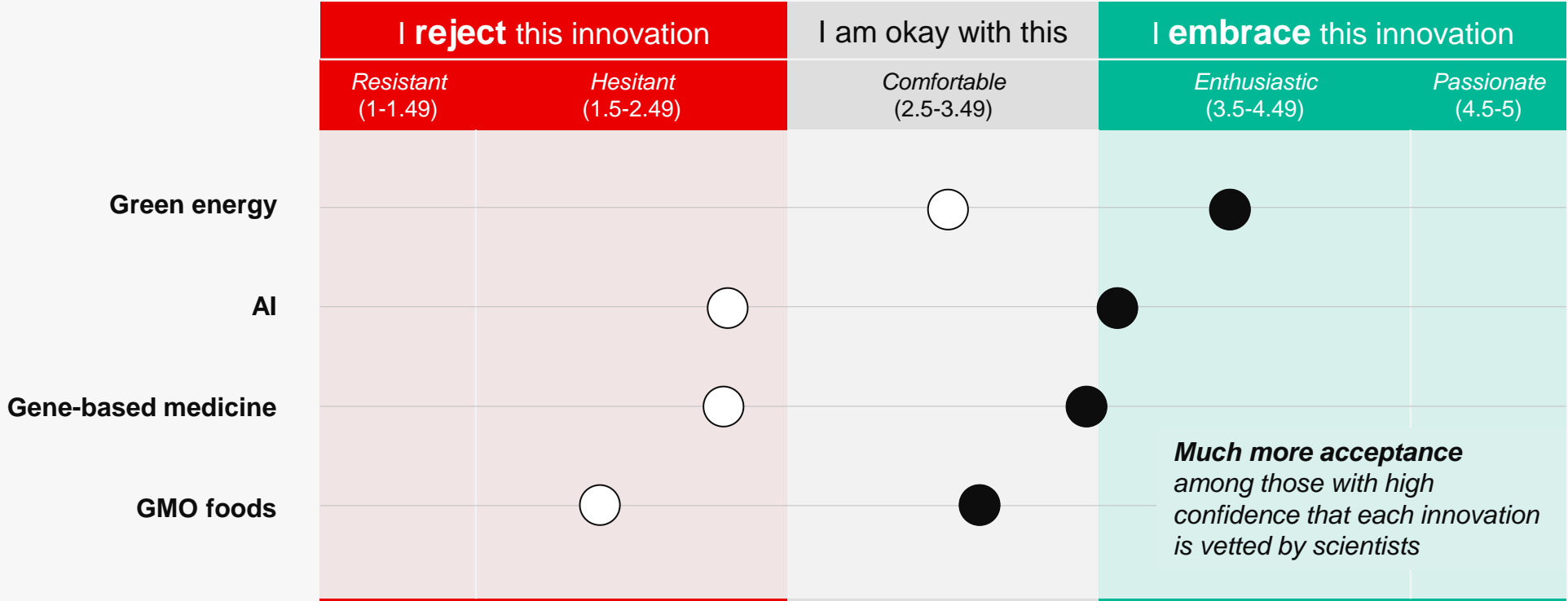
for each innovation

GLOBAL 28

Among those who have

○ low ● high

confidence that each innovation has been **evaluated by scientists and ethicists**



2024 Edelman Trust Barometer. TEC_TST. How confident are you that these technologies have been adequately tested, evaluated, and assessed by scientists, ethicists, and other experts? 5-point scale; top 2 box, high confidence; bottom 2 box, low confidence. Question asked of half the sample. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; data plotted is an average acceptance rating for each innovation. General population, 28-mkt avg., by level of confidence. For a full explanation of how the Average Acceptance Rating was calculated, please see the Technical Appendix.



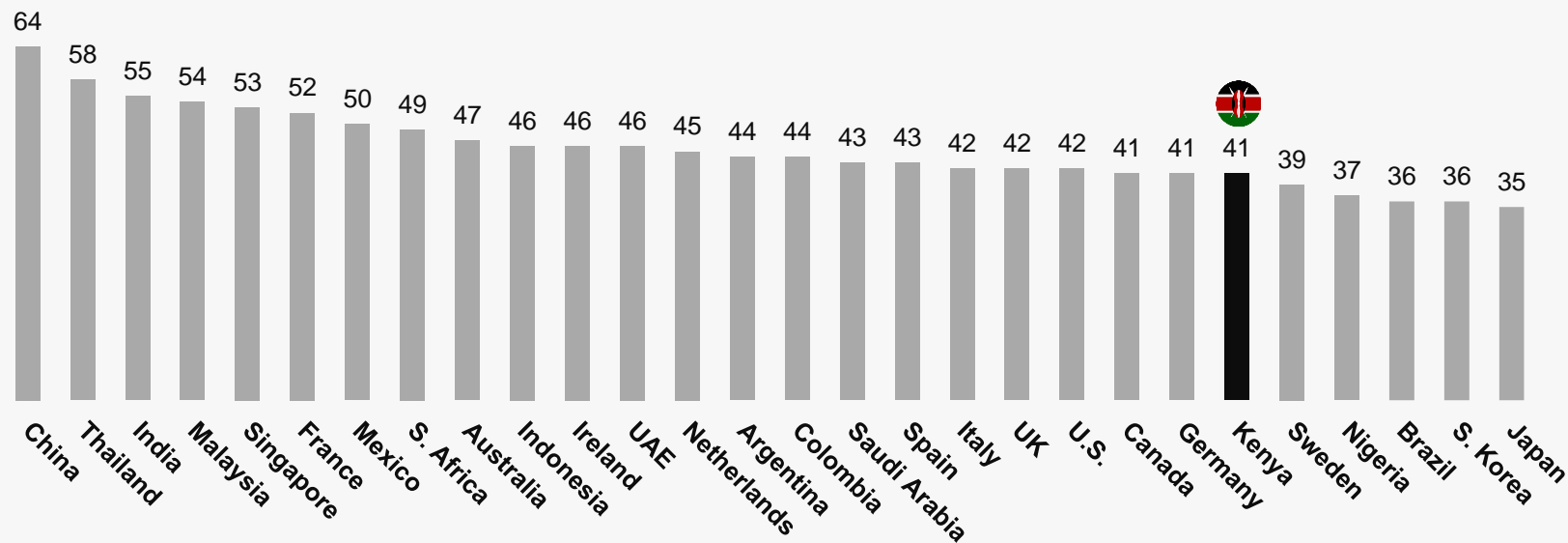
Make the Science Transparent and Accessible to the Public

Percent who agree

GLOBAL 28

Scientists do not know how to communicate with people like me

45%

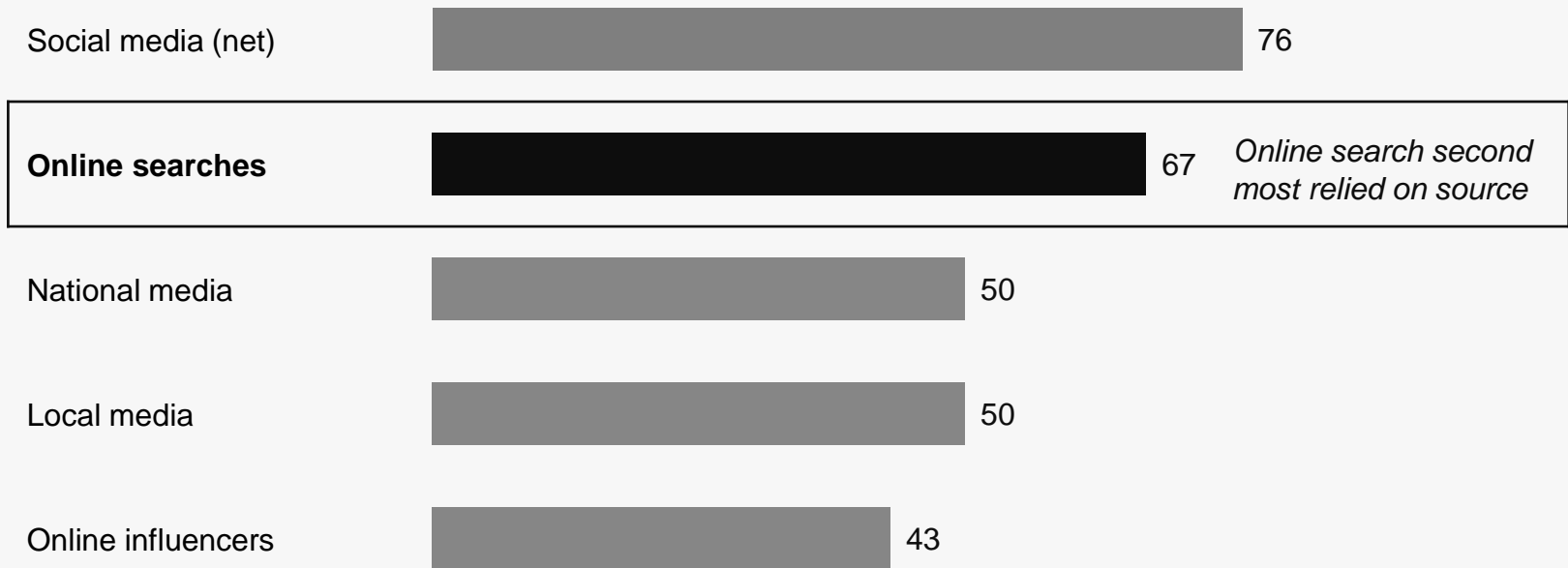


I'm Doing My Own Research: Help Me Find Information I Can Trust

Percent who say, in Kenya

This is where I get **most of my information about new technologies and innovations**

Showing top 5 of 9 items



To Be Trusted With Innovation, Give Me a Voice and Be Transparent About Both Benefits and Risks

Percent who say this is important to earning or keeping their trust in each institution to be good managers of change, in Kenya, showing the top 3 actions

Across institutions, transparency builds trust

Business	%
Hear our concerns, let us ask questions	92
Communicate pluses and minuses	91
Assess, then inform me on innovation impact	91

NGOs	%
Aid the vulnerable	91
Support change locally	91
Help people keep up	90

Government	%
Hear our concerns, let us ask questions	90
Communicate pluses and minuses	89
Institute safeguards	88

Media	%
Communicate pluses and minuses	92
Investigate innovations	91
Protect our core values	89



To Earn My Acceptance, Give Us Control Over the Impact of Innovations

Average acceptance rating
for each innovation

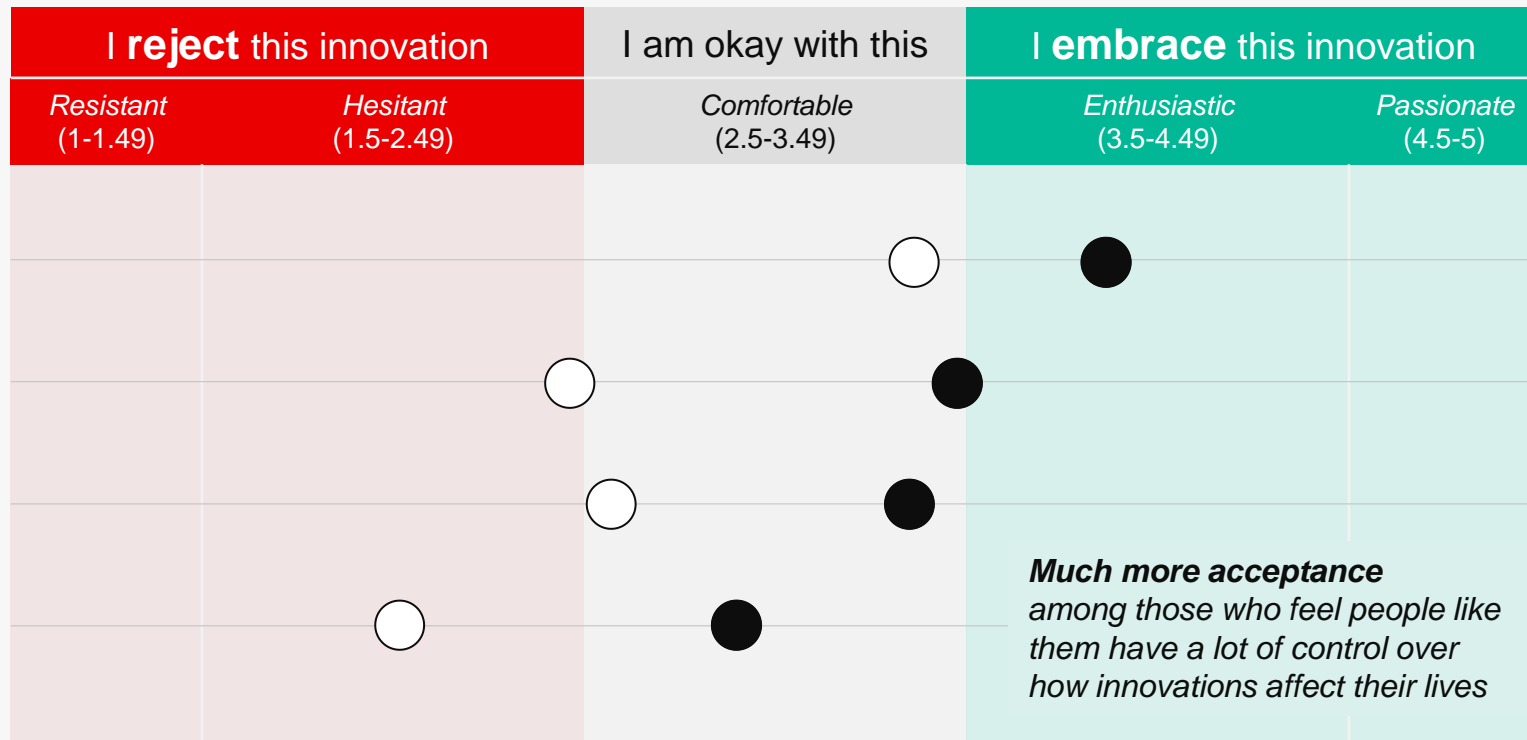
GLOBAL 28

Among those who believe
“people like me” have

○ little ● a lot of

control over how
these innovations
affect their lives

Green energy
AI
Gene-based medicine
GMO foods



2024 Edelman Trust Barometer. TEC_INF. How much influence or control do you feel people like you have over how these technologies are used in ways that might affect their lives? 5-point scale; top 2 box, a lot of control; bottom 2 box, a little control. Question asked of half the sample. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; data plotted is an average acceptance rating for each innovation. General population, 28-mkt avg., by level of control. For a full explanation of how the Average Acceptance Rating was calculated, please see the Technical Appendix.



Restoring Trust in the Promise of Innovation



Over Past Decade, Demand for Business-Government Partnership on Innovation Surges

Percent who say

GLOBAL 22



2015 to 2024

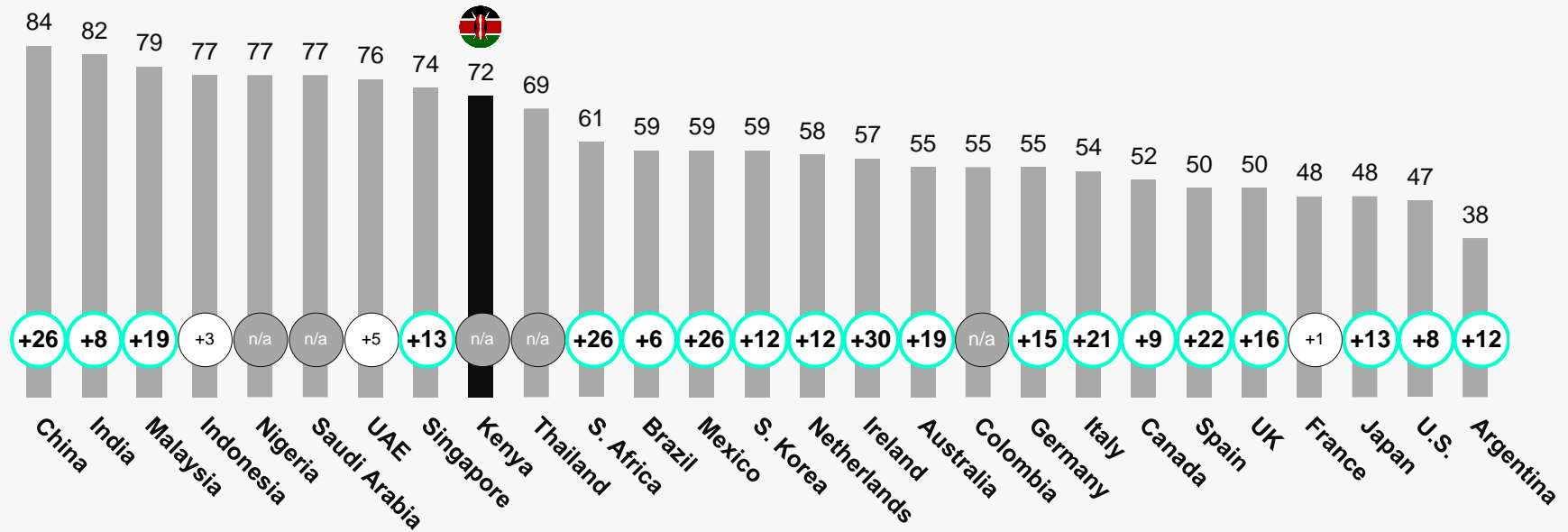
○ Significant change

If business partners with government, I would trust it more with technology-led changes

60%

+15 pts

Change, 2015 to 2024



2024 Edelman Trust Barometer. INS_PTN. Below are a number of actions that could impact your trust in business and industry to develop and implement technology-led changes. What impact would each of these actions have on your trust? 9-point scale, top 4 box, trust business and industry more. General population, 22-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Confidence in Effective Regulation Drives Adoption

Average acceptance rating

for each innovation

GLOBAL 28

Among those who have

○ low ● high

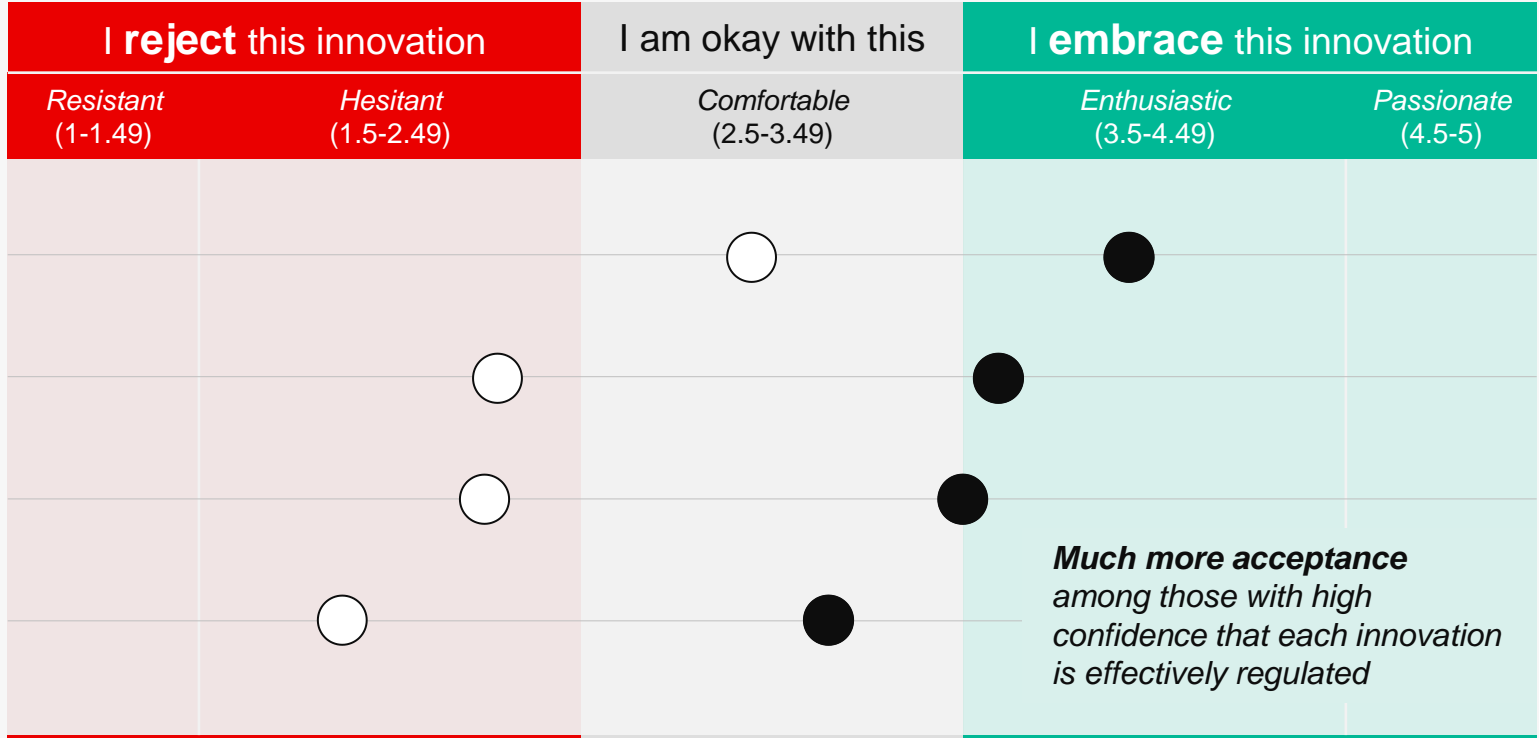
confidence that each innovation is **effectively regulated**

Green energy

AI

Gene-based medicine

GMO foods



2024 Edelman Trust Barometer. TEC_SAF. How confident are you that each of the following is being effectively regulated? 5-point scale; top 2 box, high confidence; bottom 2 box, low confidence. Question asked of half the sample. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; data plotted is an average acceptance rating for each innovation. General population, 28-mkt avg., by level of confidence. For a full explanation of how the Average Acceptance Rating was calculated, please see the Technical Appendix.



CEOs: Address Impacts of Innovation in Society

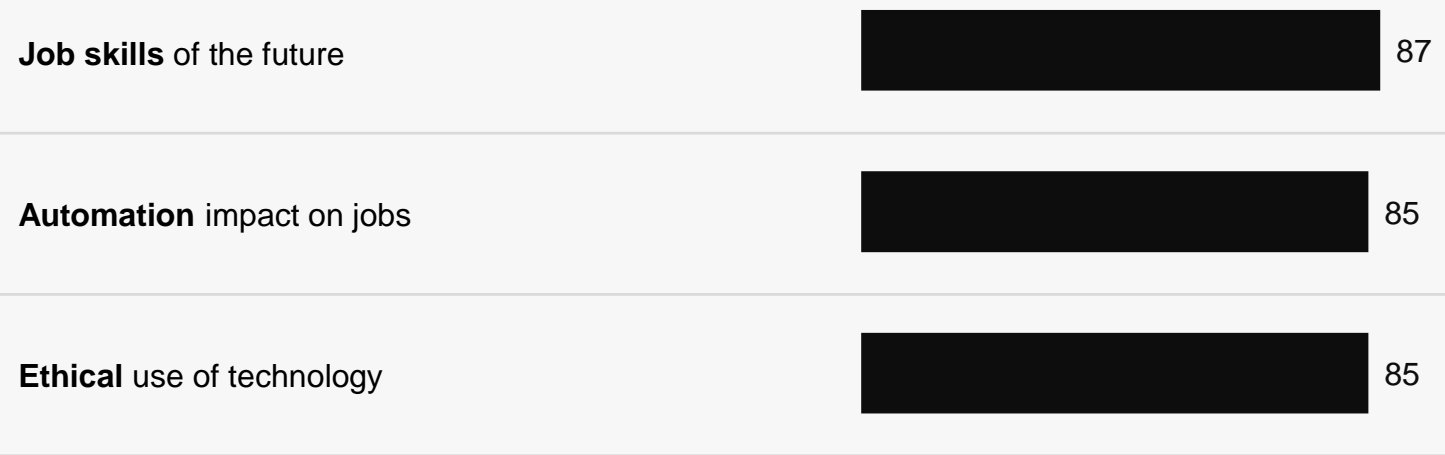
Percent who say, Kenya

I expect CEOs to **manage changes occurring in society**, not just those occurring in their business

71%

Among employees,

It is important to me that **my CEO speaks publicly** about issues such as:



Show Me How Innovation Will Bring Us a Better Future

Average acceptance rating

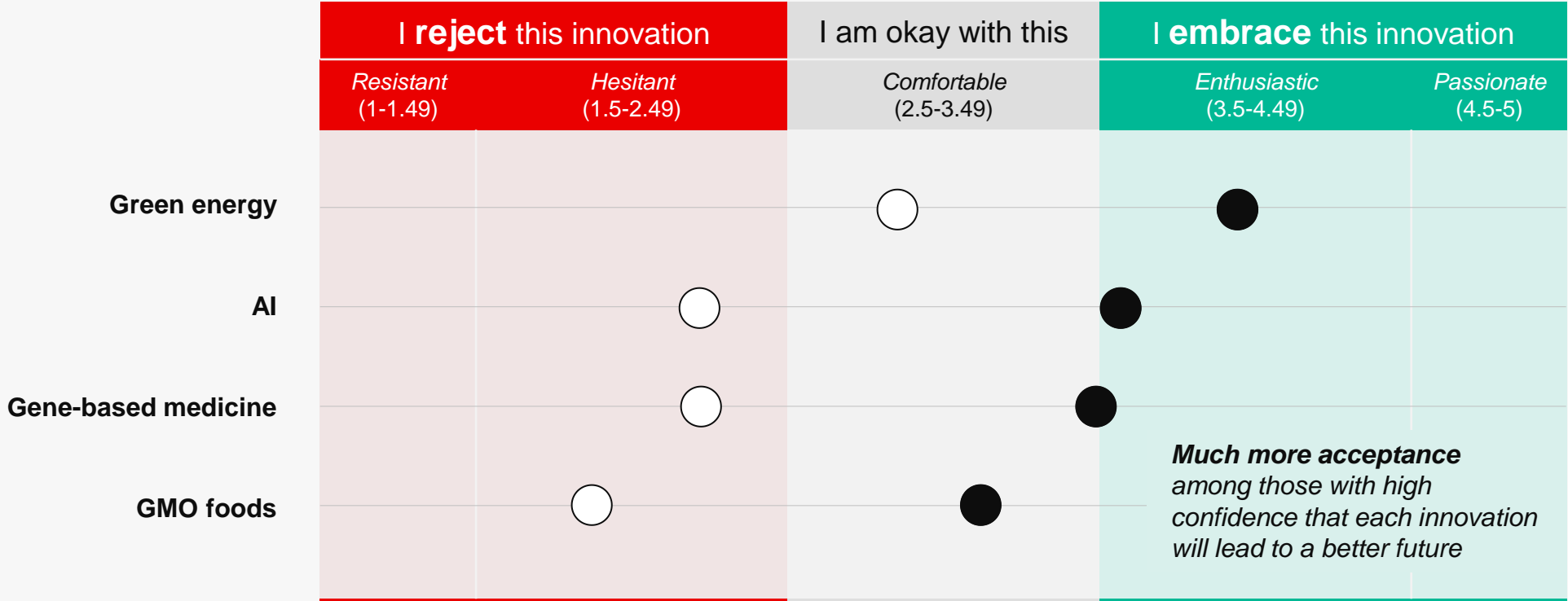
for each innovation

GLOBAL 28

Among those who have

○ low ● high

confidence that each innovation **will lead to a better future**



2024 Edelman Trust Barometer. TEC_FUT. How confident are you that these technologies will lead us to a better future? 5-point scale; top 2 box, high confidence; bottom 2 box, low confidence. Question asked of half the sample. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; data plotted is an average acceptance rating for each innovation. General population, 28-mkt avg., by level of confidence. For a full explanation of how the Average Acceptance Rating was calculated, please see the Technical Appendix.



Restoring Trust in the Promise of Innovation

1

Implementation as important as invention

Mismanaged innovations are as likely to ignite backlash as advance society. With breakthroughs like AI, vaccines, and green energy on the line, explaining the science and managing impacts is essential.

2

Business must partner for change

Business is most trusted to introduce innovation into society, with an emphasis on partnering with government. CEOs need to safeguard jobs and take a stand on emerging ethical concerns.

3

Science must integrate with society

Scientists are still trusted—but increasingly subject to public scrutiny. To build trust in expert recommendations, explain the research, engage in dialogue, and harness peer voices as advocates.

4

Give me control over my future

When people feel in control over how innovations affect their lives, they are more likely to embrace them, not resist them. Listen for concerns, be open to questions.



Thank You

CORAZON SEFU WANDIMI

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