2024 Edelman Trust Barometer

MEA Region Report

Edelman
Trust Institute

2024 Edelman Trust Barometer

Methodology

Annual online survey in its 24th year

Fieldwork conducted: Nov 3 – Nov 22, 2023

28
Countries

32,000+
Respondents

1,150+/-
Respondents per country**

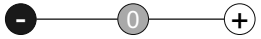
Argentina	Colombia	Ireland	Mexico	**S. Africa**	**UAE**
Australia	France	Italy	Netherlands	S. Korea	UK
Brazil	Germany	Japan	**Nigeria**	Spain	U.S.
Canada	India	**Kenya**	**Saudi Arabia**	Sweden	
China	Indonesia	Malaysia	Singapore	Thailand	

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

Global averages

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

Statistical significance



Significant change

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

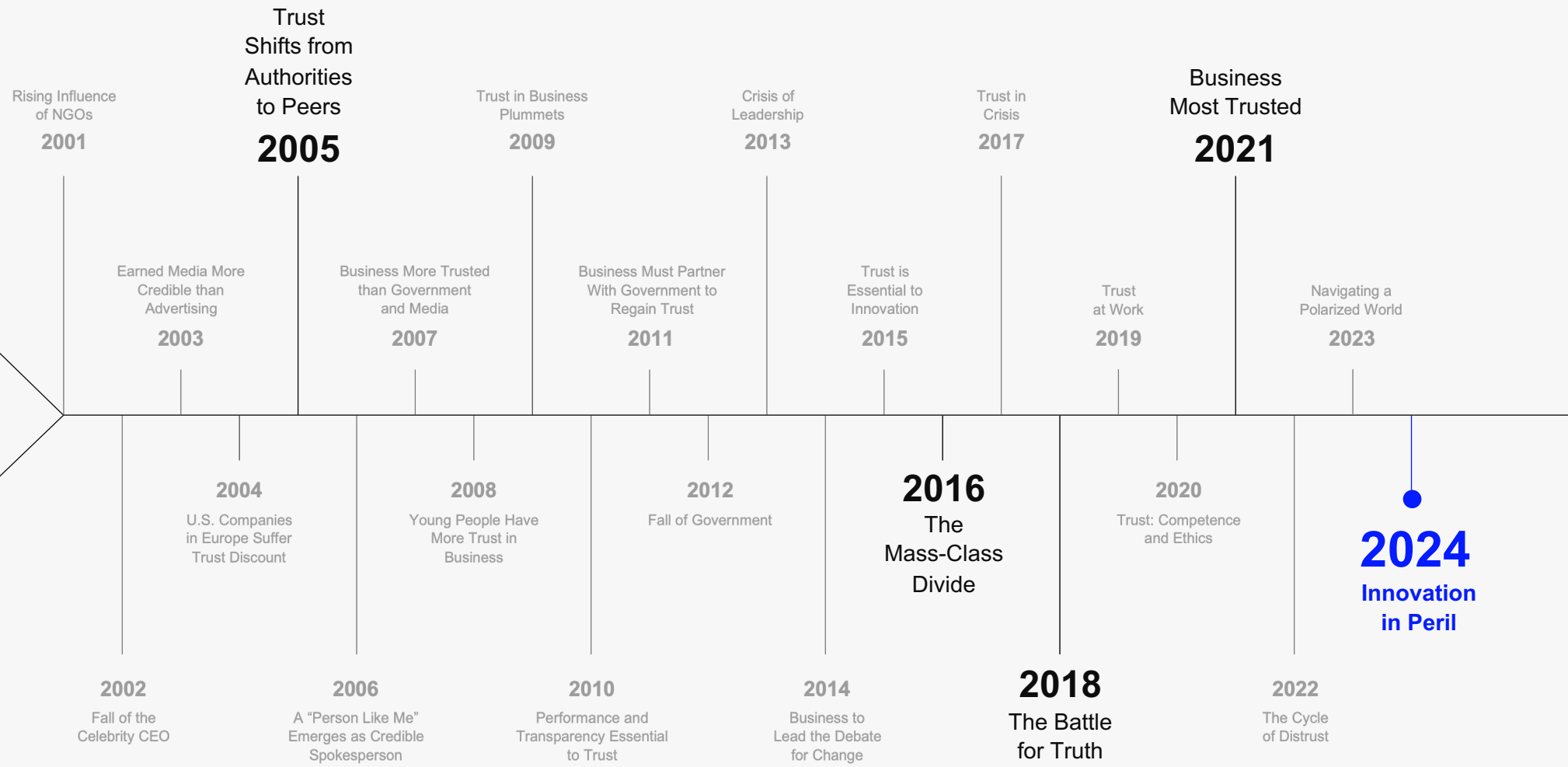
Throughout the report, question text has been edited for readability.

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

**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

24

Years of Trust:
power shifts,
divisions deepen



A Global Referendum on Innovation in Society

Progress

Dec 2021
Covid vaccinations save over 14 million lives in their first year

Aug 2022
U.S. passes the **Inflation Reduction Act,** designed to incentivize green innovation

Jan 2023
100 million people log on to **Chat GPT** in its first two months

Nov 2023
At **COP 28**, countries commit to transition away from fossil fuels

Pushback

July 2022
Beijing rescinds first vaccine mandates after 2 days of backlash

Sept 2023
U.S. Republican presidential frontrunner **campaigns against electric vehicle** transition

May 2023
Hollywood screenwriters and actors **strike over studio use of streaming and AI technologies**

Nov 2023
Dutch Freedom Party wins power in **protest of green mandates**

2024
Elections in 64 countries

49% of the world's population eligible to cast their vote

What will lead society to accept or reject innovation?

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)

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

- 0 +

Significant change

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

MEA countries

Greatest changes in

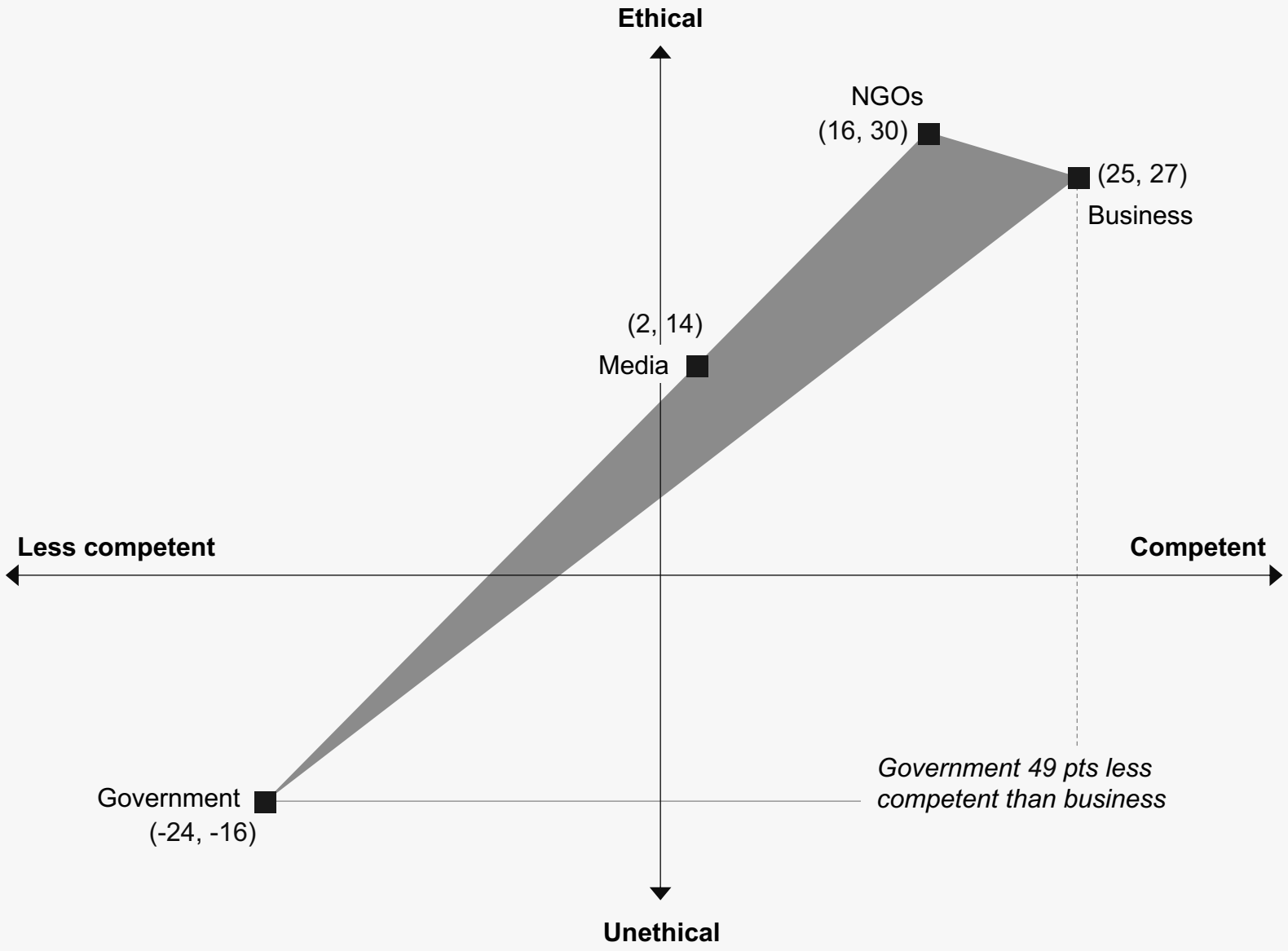
S. Korea	+7
Malaysia	+6
Nigeria	+5
Thailand	+4
Australia	+4
China	-4
Colombia	-4
UK	-4

UK now among least-trusting countries

In the Middle East and Africa, Institutions Out of Balance: Government Seen as Far Less Competent and Ethical than Business

(Competence score, net ethical score)

MEA



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, MEA region.

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

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

GLOBAL 21 Excludes home countries

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

- | 0 | + Change, 2014 to 2024

Significant change

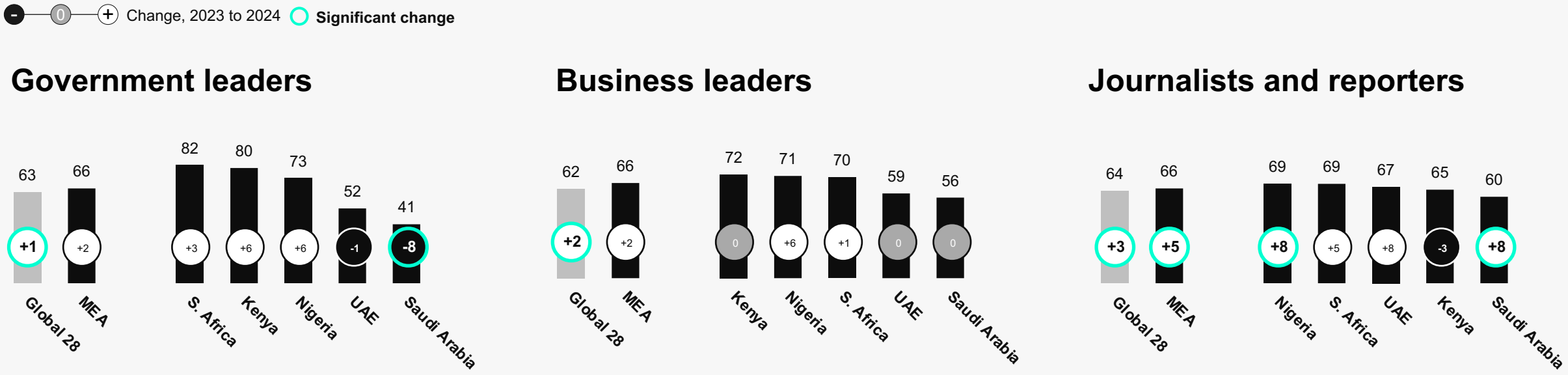
I trust companies headquartered in

	China		U.S.		Germany	
	30%	-3 pts	53%	-9 pts	62%	-9 pts
SE Asia Malaysia, Singapore, Indonesia	58	+14	53	-19	66	-8
Asia Japan, S. Korea, India, China	20	-3	60	-8	64	-10
Europe France, Germany, Ireland, Italy, Spain, Netherlands, UK	16	-10	44	-8	60	-8
Americas Argentina, Brazil, Canada, Mexico, U.S.	32	-10	58	-9	59	-11

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.

Establishment Leaders Not Trusted to Tell Us the Truth

Percent who worry



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

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. General population, 28-mkt avg. and MEA region. Attributes asked of half the sample. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

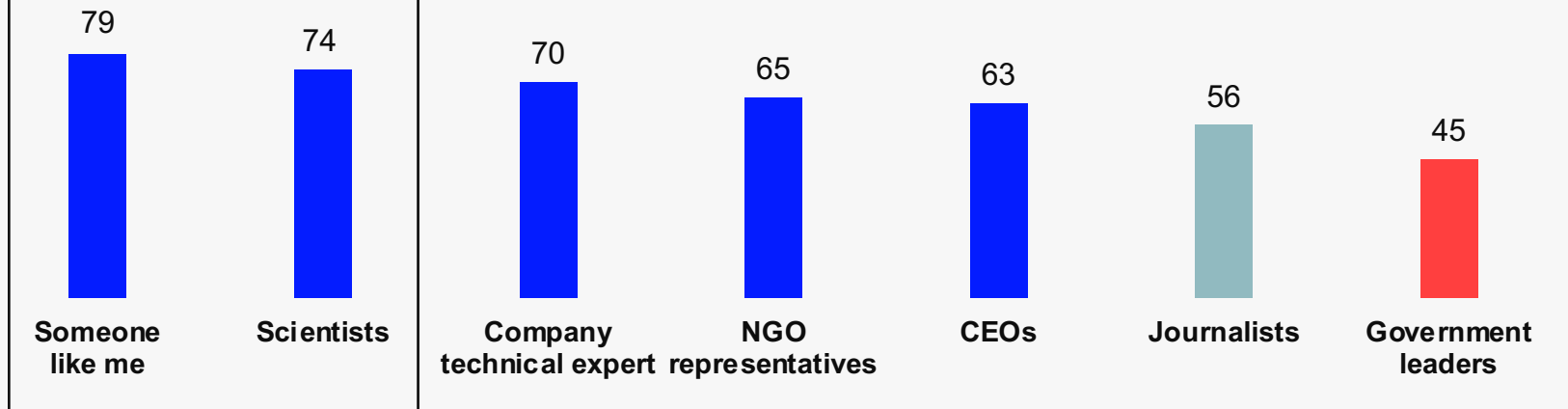
Dispersion of Authority: Peers on Par With Scientists

Percent trust

MEA Excludes Saudi Arabia

Distrust (1-49) Neutral (50-59) Trust (60-100)

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



	Someone like me	Scientists	Company technical expert	NGO representatives	CEOs	Journalists	Government leaders
Kenya	76	74	67	68	61	63	37
Nigeria	83	75	72	70	65	58	40
Saudi Arabia	77	77	75	64	70	54	n/a
S. Africa	78	68	66	56	53	45	27
UAE	81	80	74	67	72	59	76

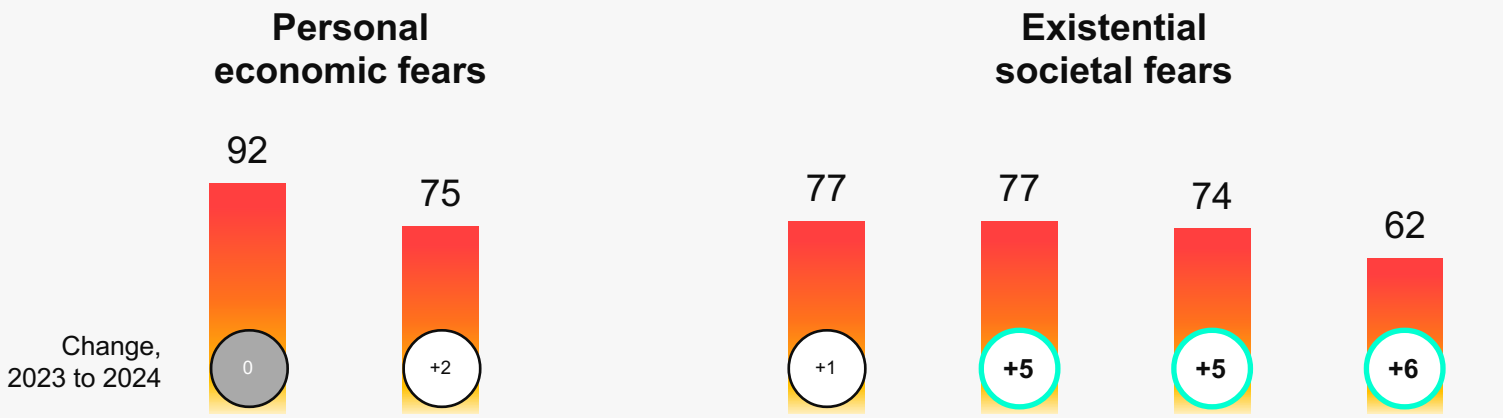
2024 Edelman Trust Barometer. TRU_PEP_TCNG. Below is a list of categories of people. For each one, please indicate how much you trust that person or group of people to tell you the truth about new innovations and technologies. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, MEA region. "Government leaders" not asked in Saudi Arabia.

Economic Fears Persist as Societal Concerns Rise

Percent who worry about…

MEA

Significant change



	Job loss (net)	Inflation	Climate change	Hackers	Nuclear war	Information war
Kenya	97	80	86	83	79	61
Nigeria	93	79	78	80	76	63
Saudi Arabia	87	64	67	67	68	60
S. Africa	93	81	79	79	76	66
UAE	93	69	76	75	73	60

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, MEA region. 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: Business Most Trusted to Integrate Innovation into Society

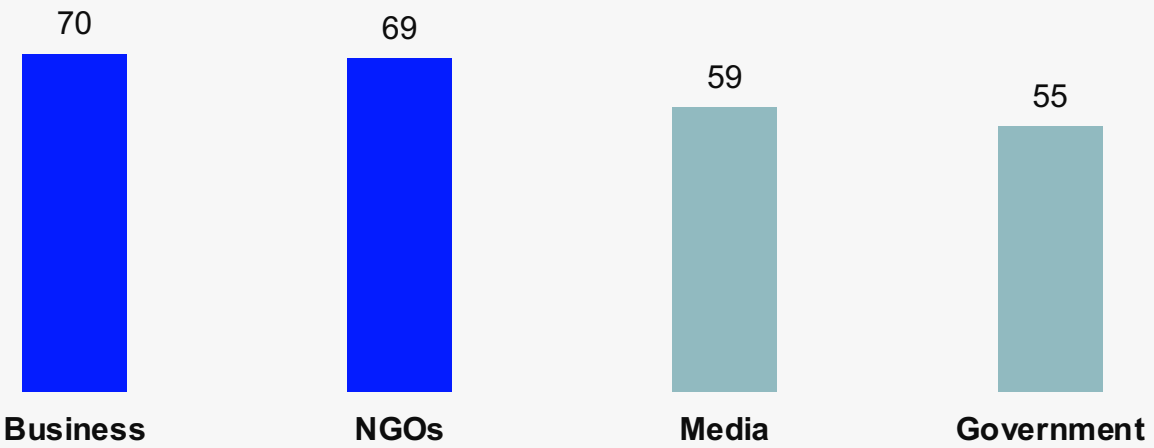
Percent trust, in MEA

MEA Excludes Saudi Arabia

Distrust (1-49) Neutral (50-59) Trust (60-100)

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

- *Safe*
- *Understood by the public*
- *Beneficial*
- *Accessible*



	Business	NGOs	Media	Government
Low income	67	65	59	57
High income	76	76	64	60

Less trust among those with low income

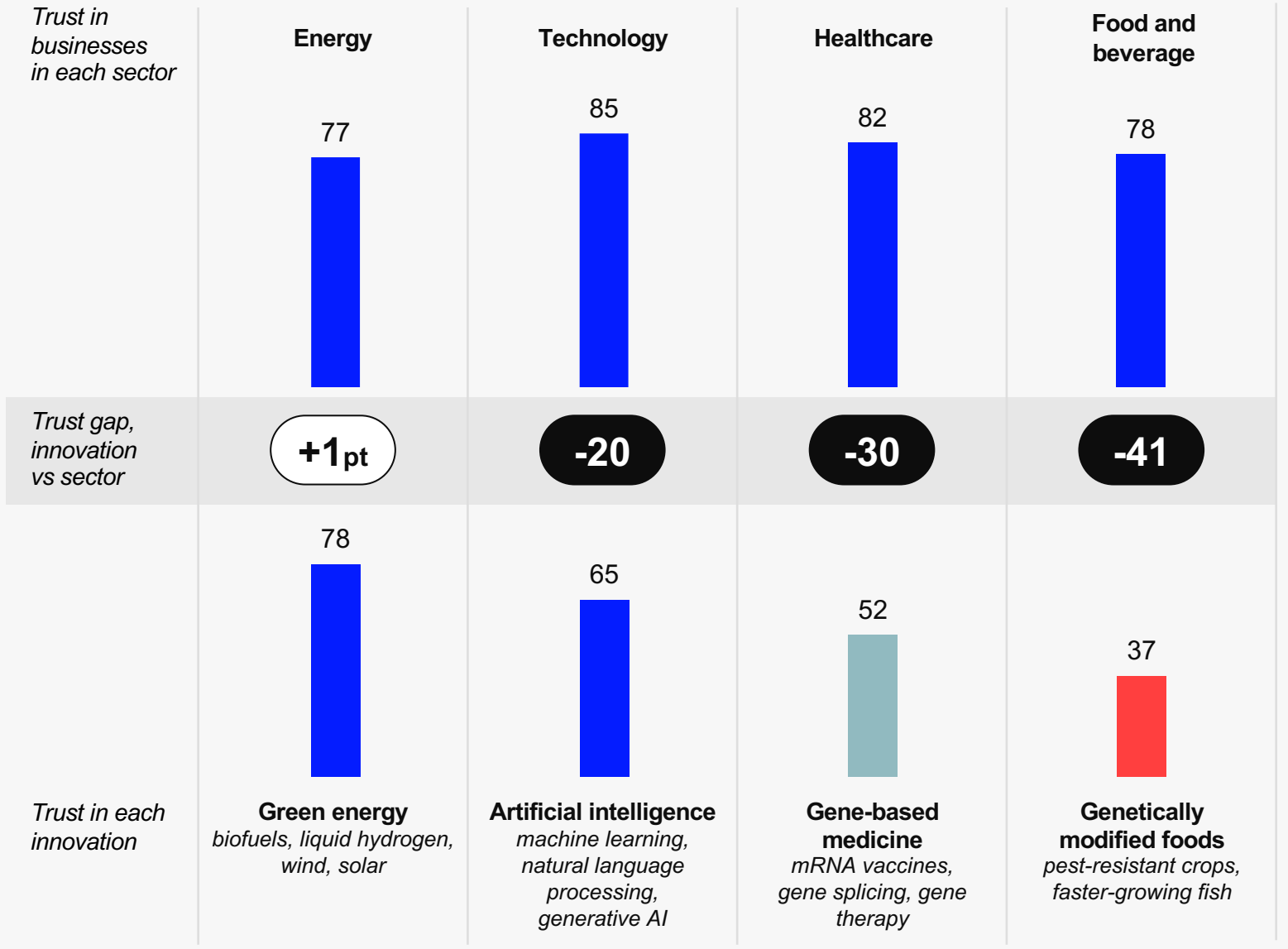
2024 Edelman Trust Barometer. TRU_INS_TCNG. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to ensuring that the introduction of new technologies and innovations into society is well-managed (e.g., they are safe, understood 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, MEA region, and by income. Data for "Government" not collected in Saudi Arabia.

Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

Percent trust, in MEA

MEA

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

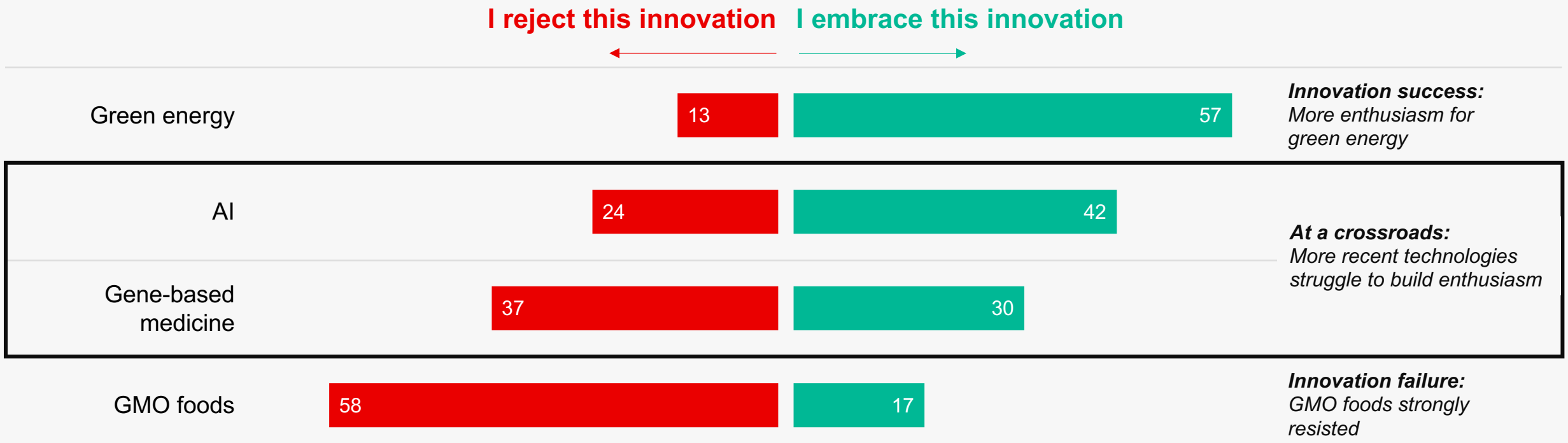


2024 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. TEC_TRU. How much do you trust each of these technologies? 9-point scale; top 4 box, trust.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

Acceptance of Innovation at Stake

Percent who say, in MEA

MEA



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, MEA region.

Innovation is on the Ballot

Government Lacks Competence to Regulate Emerging Innovations

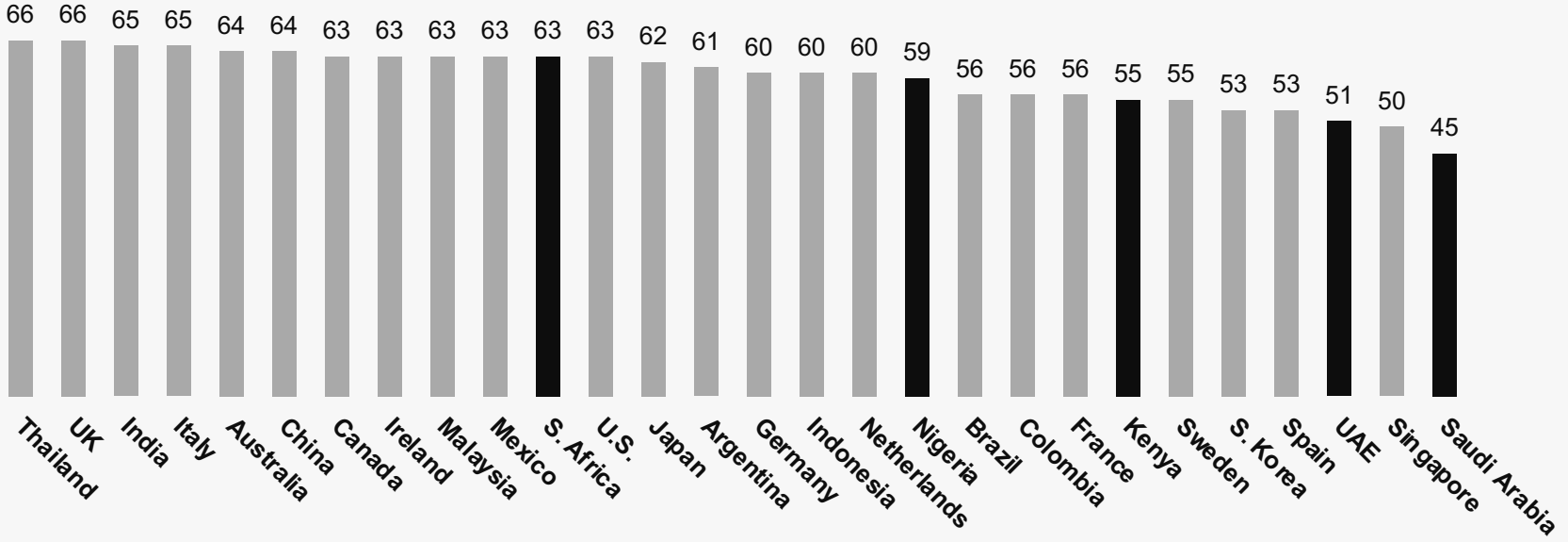
Percent who say this is true

GLOBAL 28

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

59%

Majority in 26 of 28 countries say government not regulating well

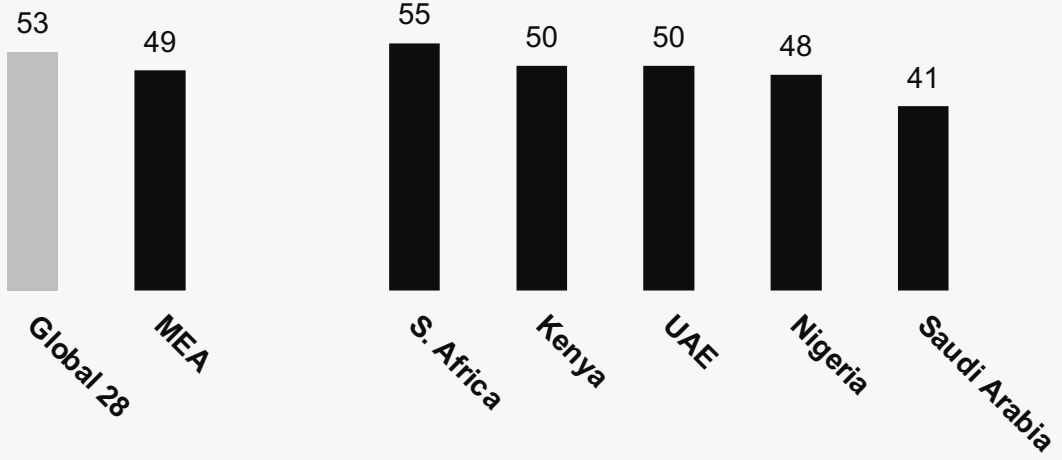


2024 Edelman Trust Barometer. POP_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is using a nine-point scale where one means it is "not at all true" and nine means it is "completely true". 9-point scale; top 4 box, true. General population, 28-mkt avg.

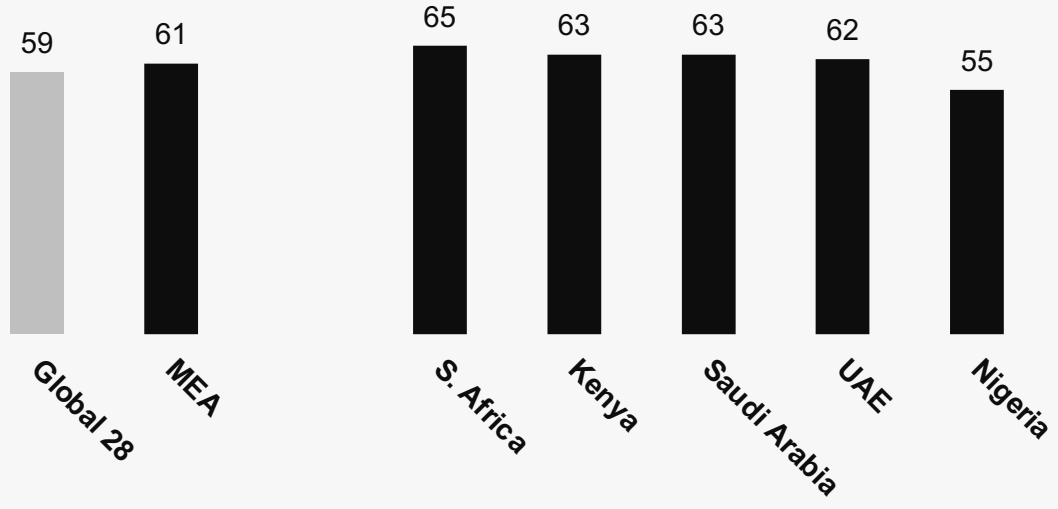
Concerned Government Has Too Much Influence on Science

Percent who agree

Science has become politicized in this country



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



2024 Edelman Trust Barometer. CHG_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 28-mkt avg. and MEA region.

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

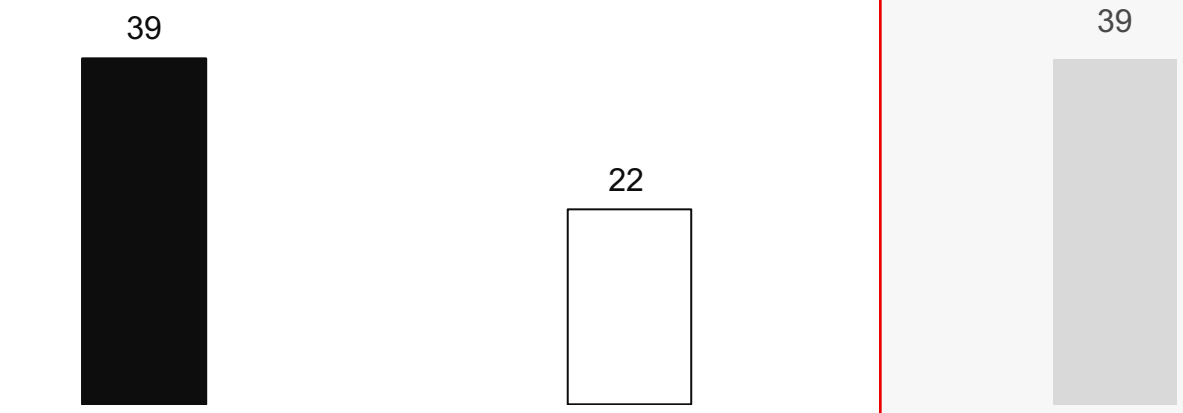
On average, percent who say

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?***

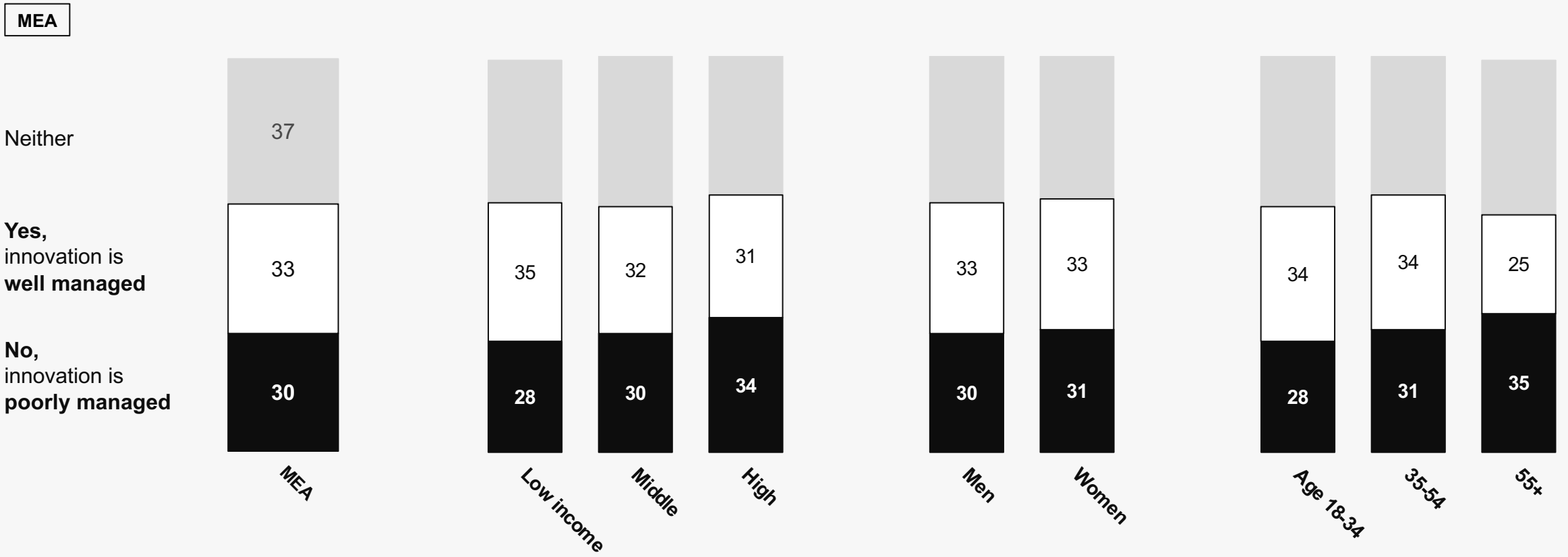
Nearly **2x more likely**
to say innovation is poorly managed vs well managed



2024 Edelman Trust Barometer. Innovation Management Scale. General population, 28-mkt avg. For a full explanation of how the Innovation Management Scale was developed, please see the Technical Appendix.

In the Middle East and Africa, Concern Innovation is Mismanaged Shared Across Income, Gender, and Age

On average, percent in MEA who say



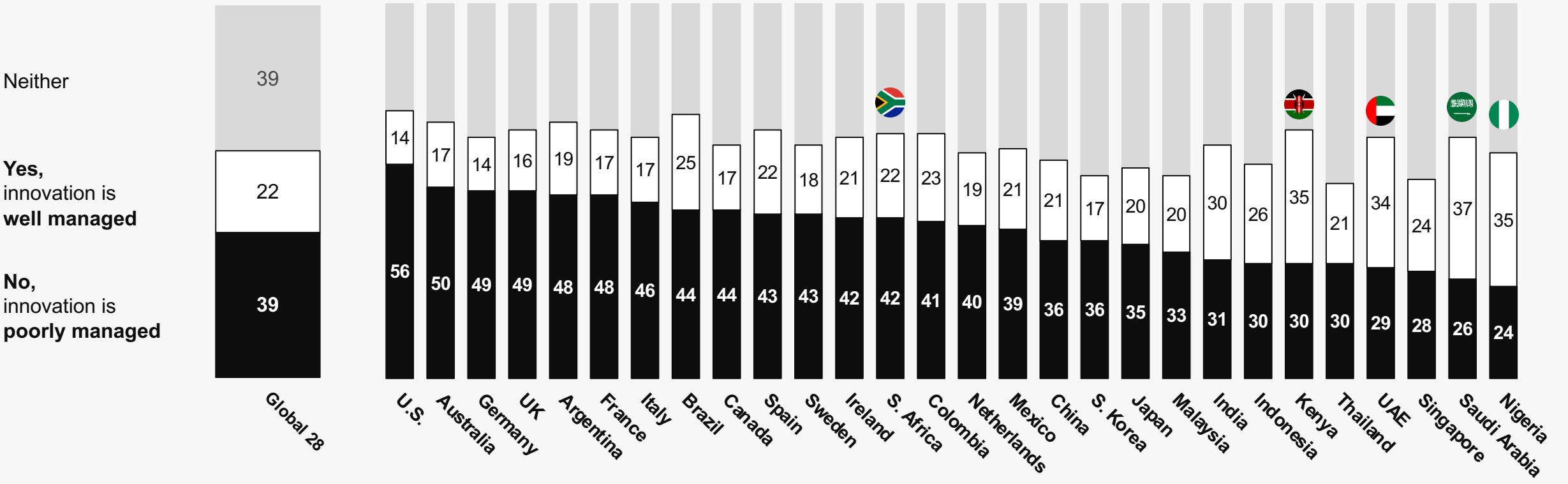
2024 Edelman Trust Barometer. Innovation Management Scale. General population, MEA region, and by demographics. For a full explanation of how the Innovation Management Scale was developed, please see the Technical Appendix.

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

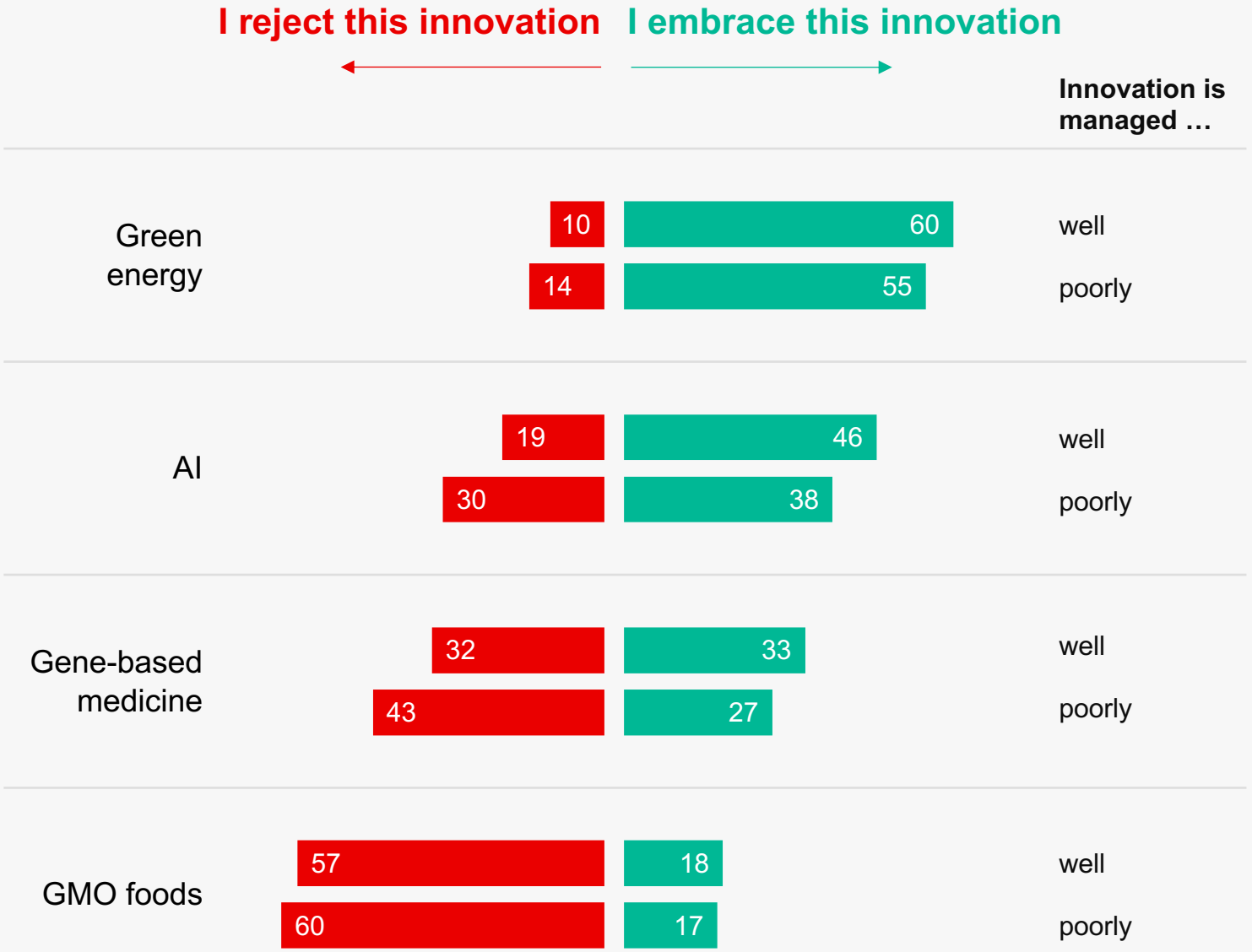


2024 Edelman Trust Barometer. Innovation Management Scale. General population, 28-mkt avg. For a full explanation of how the Innovation Management Scale was developed, please see the Technical Appendix.

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

Percent who say, in MEA

MEA

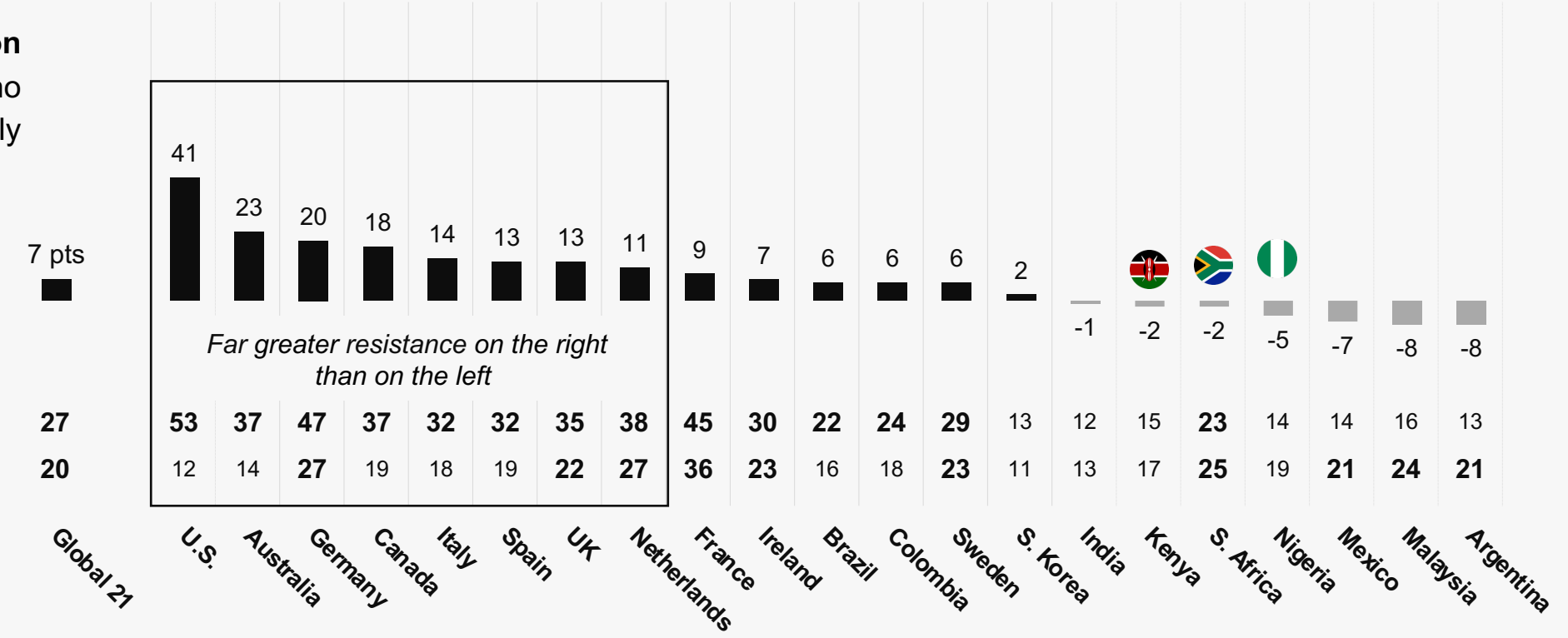


2024 Edelman Trust Barometer. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, MEA region, by the innovation management scale. For a full 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



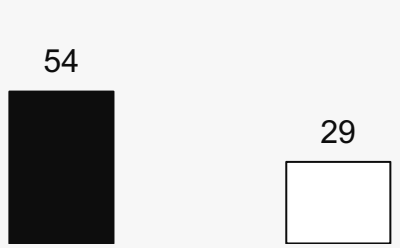
bold font indicates
20% or more reject innovation

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).

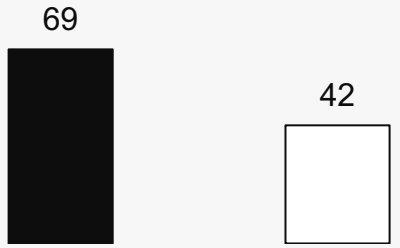
When Institutions Mismanage Innovation, We Feel Both Technology and Society Are Leaving Us Behind

Percent who say

MEA



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

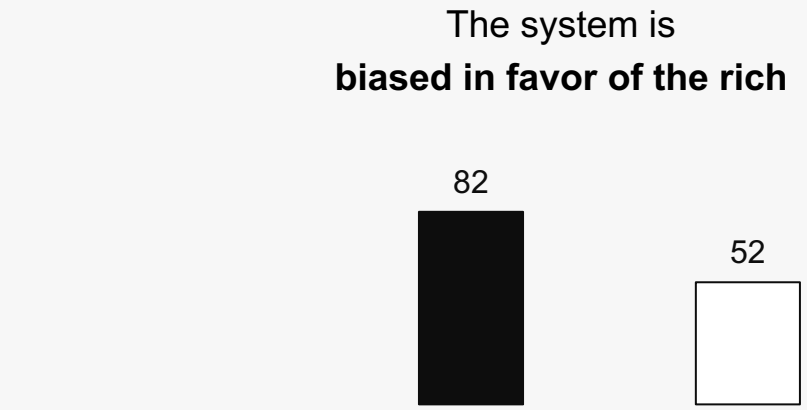
Innovation is…	poorly managed	well managed	poorly managed	well managed
Kenya	44	26	63	46
Nigeria	34	22	59	48
Saudi Arabia	69	31	71	24
S. Africa	52	27	70	55
UAE	73	38	79	40

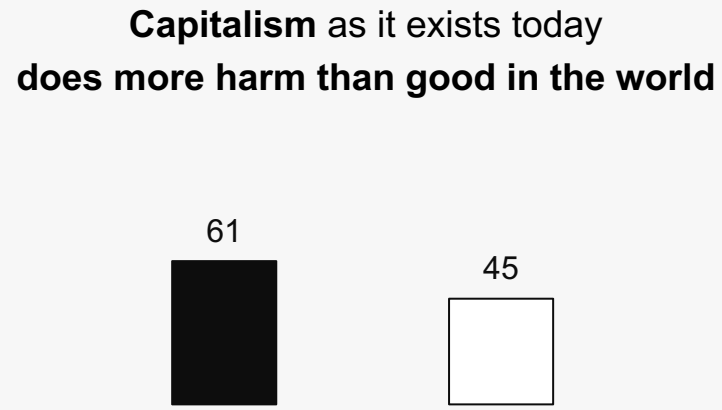
2024 Edelman Trust Barometer. POP_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is using a nine-point scale where one means it is "not at all true" and nine means it is "completely true". 9-point scale; top 4 box, true. General population, MEA region, by the innovation management scale. For a full explanation of how the Innovation Management Scale was developed, please see the Technical Appendix.

When Institutions Mismanage Innovation, Fairness and Capitalism in Question

Percent who say

MEA





Innovation is…	poorly managed	well managed	poorly managed	well managed
Kenya	82	62	59	47
Nigeria	88	70	49	39
Saudi Arabia	74	24	72	44
S. Africa	85	66	56	47
UAE	78	45	69	48

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, MEA region, 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

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

Showing top 5 of 11 items, in MEA

	MEA	Kenya	Nigeria	Saudi Arabia	S. Africa	UAE
Scientists	82	84	84	80	77	83
Technical experts	80	85	80	76	82	75
Academics, educators	77	83	80	71	75	74
CEOs that deploy innovations	73	78	76	71	70	70
Leaders of multilaterals	72	77	76	67	63	75

2024 Edelman Trust Barometer. RSP_TEC_CHG. How big a role do you feel each of the following should have in ensuring that the introduction of new technologies and innovations 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)? 5-point scale; top 2 box, a big or huge role. Question asked of half the sample. General population, MEA region. Data is showing the top 5 roles, with ties broken by decimal.

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

Average acceptance rating

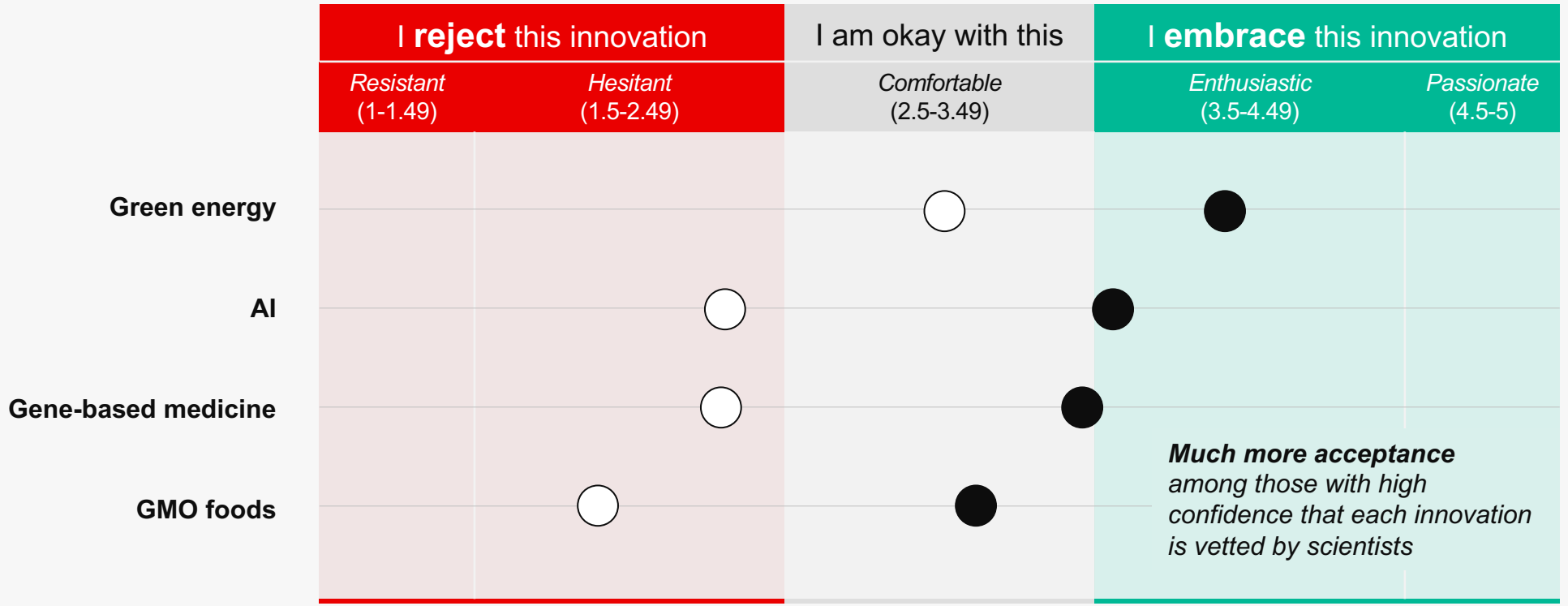
for each innovation

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.

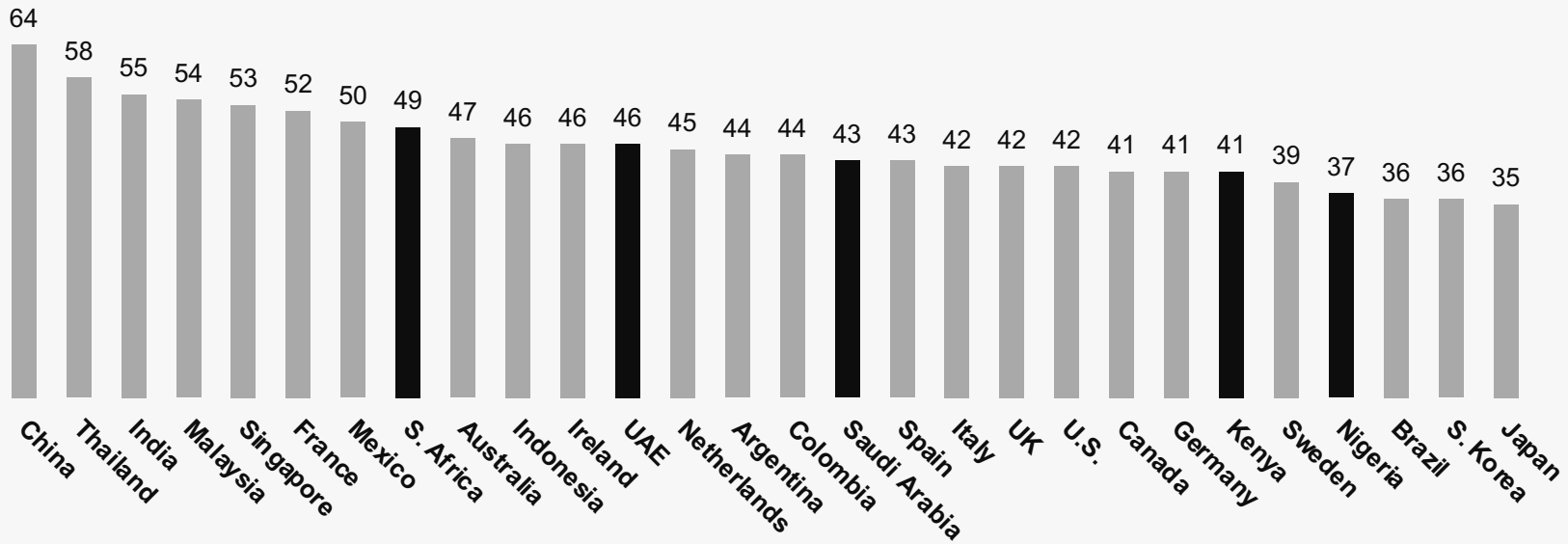
Make the Science Transparent and Accessible to the Public

Percent who agree

GLOBAL 28

Scientists do not know how to
communicate with people like me

45%



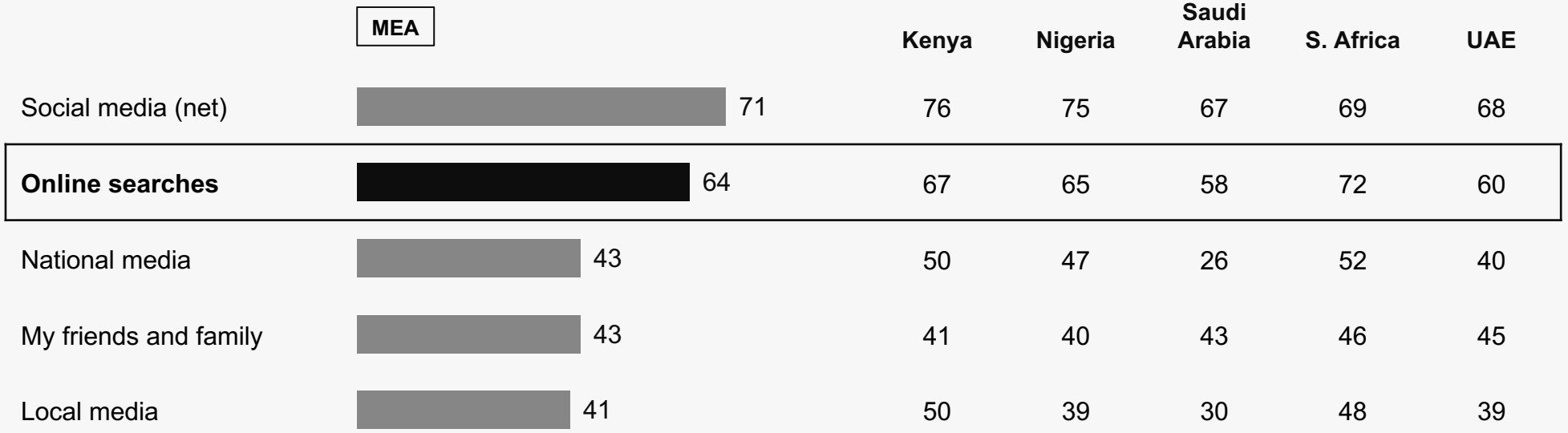
2024 Edelman Trust Barometer. CHG_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 28-mkt avg.

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

Percent who say

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

Showing top 5 of 9 items, in MEA



	MEA	Kenya	Nigeria	Saudi Arabia	S. Africa	UAE
Social media (net)	71	76	75	67	69	68
Online searches	64	67	65	58	72	60
National media	43	50	47	26	52	40
My friends and family	43	41	40	43	46	45
Local media	41	50	39	30	48	39

2024 Edelman Trust Barometer. INO_INF_SRC. Where do you get most of your information and knowledge about new technologies and innovations from? Pick all that apply. Question asked of half the sample. General population, MEA region.
"Social media" is a net of "My social media news feed" and "On social media posted by, or forwarded from, someone in my social network". Data is showing the top 5 sources, with ties broken by decimal.

To Be Trusted With Innovation, Protect Core Values

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

MEA

Across institutions, protecting core values is a top 3 trust-building action within MEA

Business	%
Keep innovations affordable	88
Hear our concerns, let us ask questions	88
Protect our core values	**88**

NGOs	%
Protect our core values	**87**
Help people keep up	86
Ensure our future prosperity	86

Government	%
Protect our core values	**87**
Hear our concerns, let us ask questions	86
Ensure our future prosperity	86

Media	%
Protect our core values	**86**
Investigate innovations	86
Communicate pluses and minuses	86

2024 Edelman Trust Barometer. INS_CHG_PER. If [Institution] wants to earn or keep your trust in their being good stewards or managers of change, how important is it that they do each of the following in response to the technological and social changes taking place in your country today? 6-point scale; top 3 box, moderately or more important. Media and NGOs were only asked of half the sample. General population, MEA region. Data showing the top 3 trust-building actions, with ties broken by decimal.

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

Average acceptance rating

for each innovation

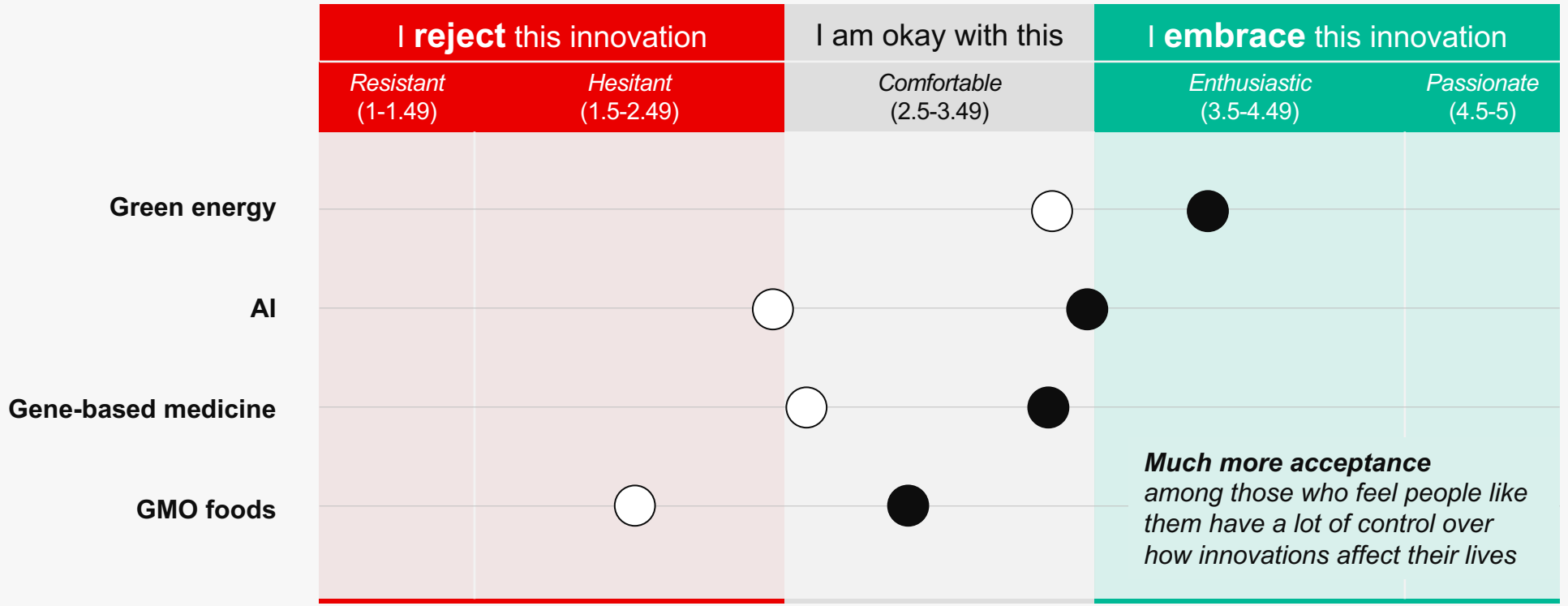
GLOBAL 28

Among those who believe

"people like me" have

○ little ● a lot of

control over how these innovations affect their lives



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

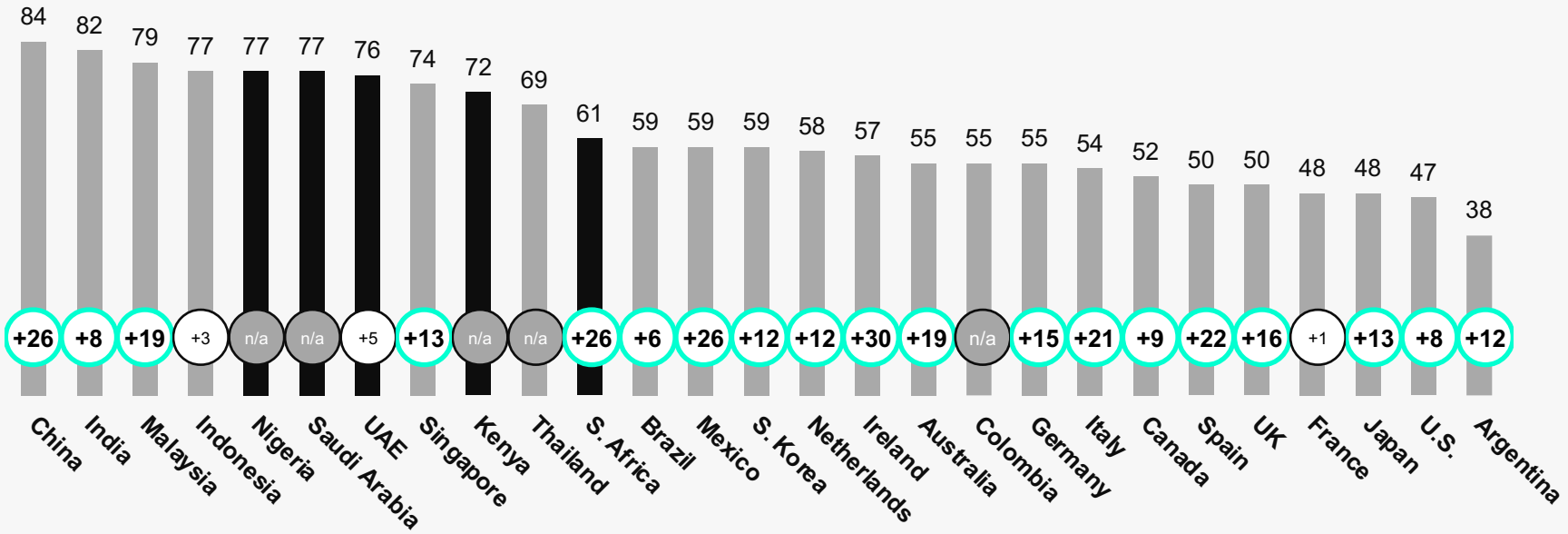
GLOBAL 22 — 2015 to 2024 — Significant change

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

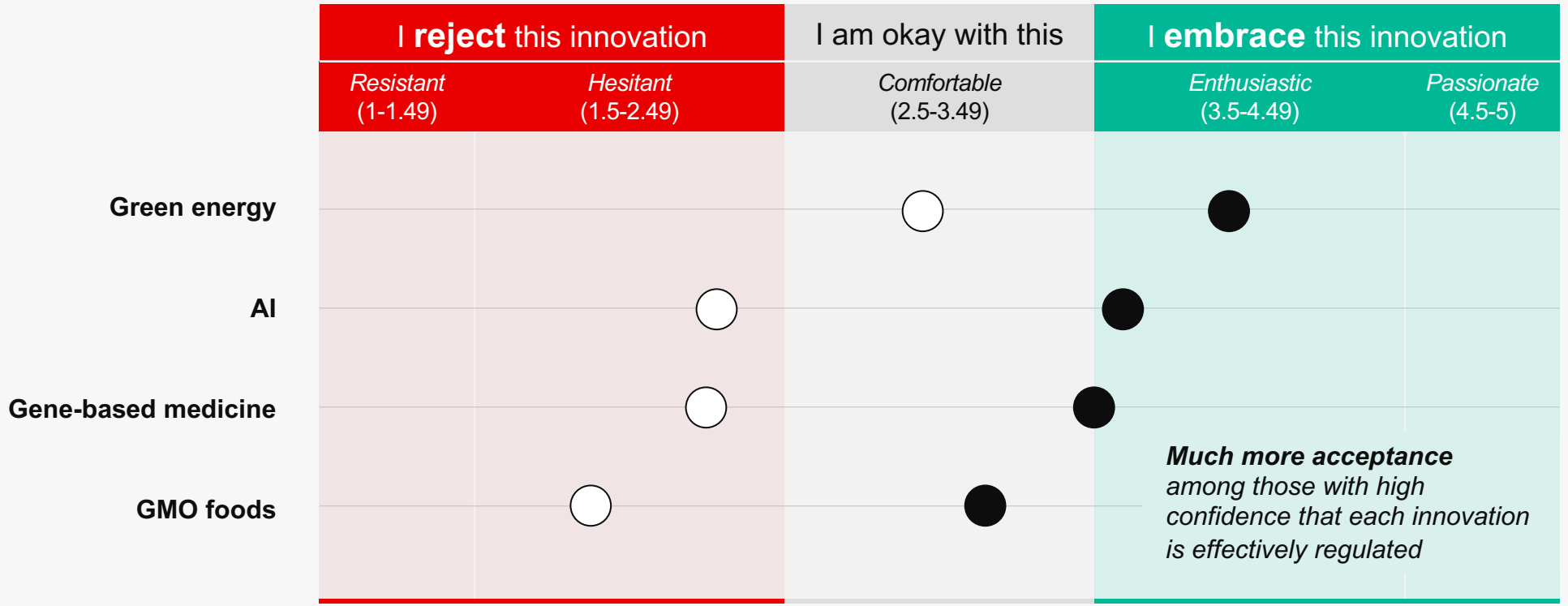
for each innovation

GLOBAL 28

Among those who have

○ low ● high

confidence that each innovation is **effectively regulated**

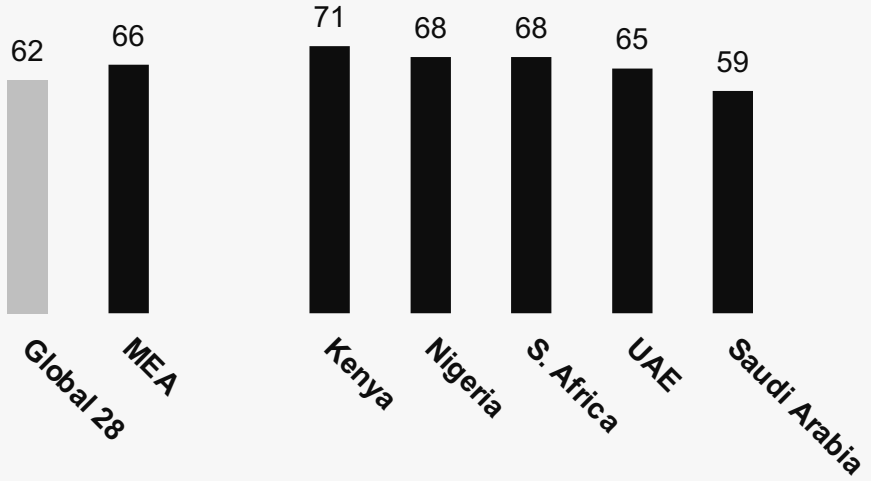


2024 Edelman Trust Barometer. TEC_SAF. How confident are you that each of the following is being effectively regulated? 5-point scale; top 2 box, high confidence; bottom 2 box, low confidence. Question asked of half the sample. CHG_TEC_COM. How would you characterize your feelings about each of the following? 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

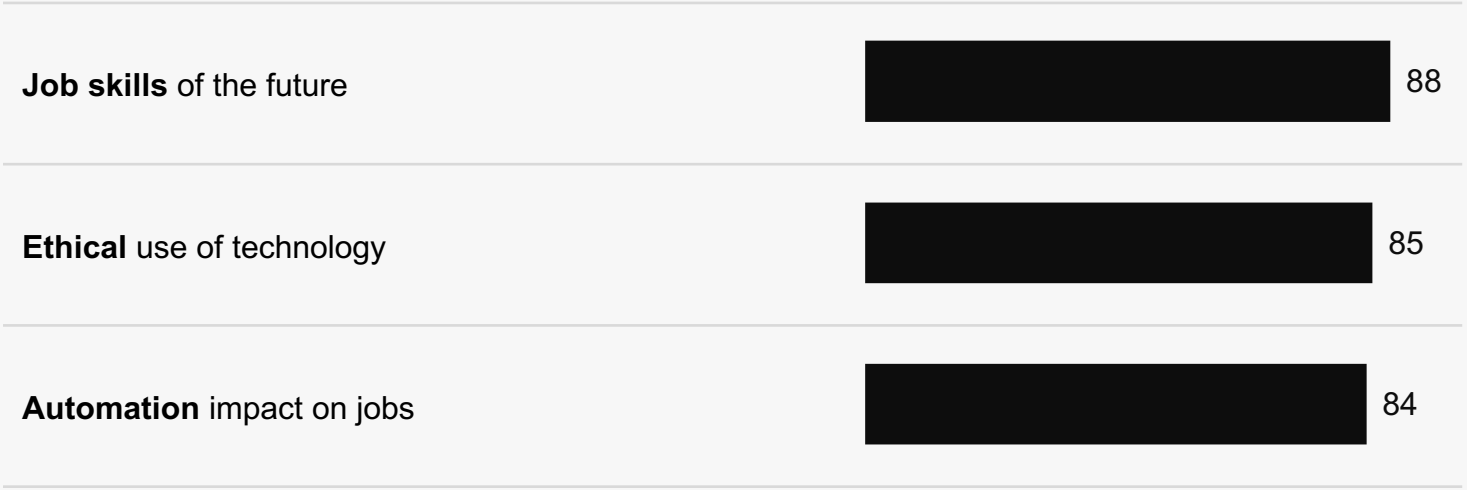
Percent who say

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



Among employees in MEA,

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



2024 Edelman Trust Barometer. CEO_RSP_CHOICE. You are about to see two choices. We want you to choose the one that best describes your beliefs. Question asked of half the sample. CEO_ISS. How important is it to you that the CEO or head of the organization you work for speaks out publicly about each of the following issues? 9-point scale; top 4 box, important. Question asked of those who are an employee of an organization (Q43/1). General population, 28-mkt avg. and MEA region.

Show Me How Innovation Will Bring Us a Better Future

Average acceptance rating

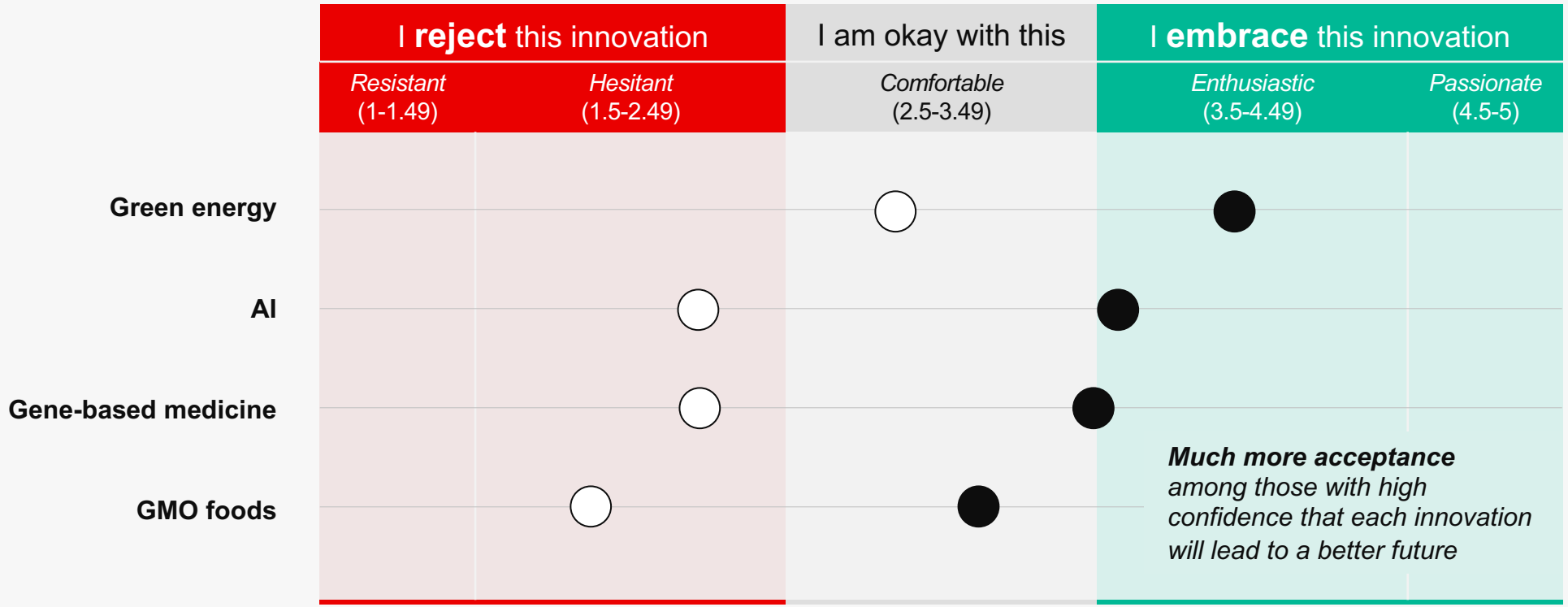
for each innovation

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

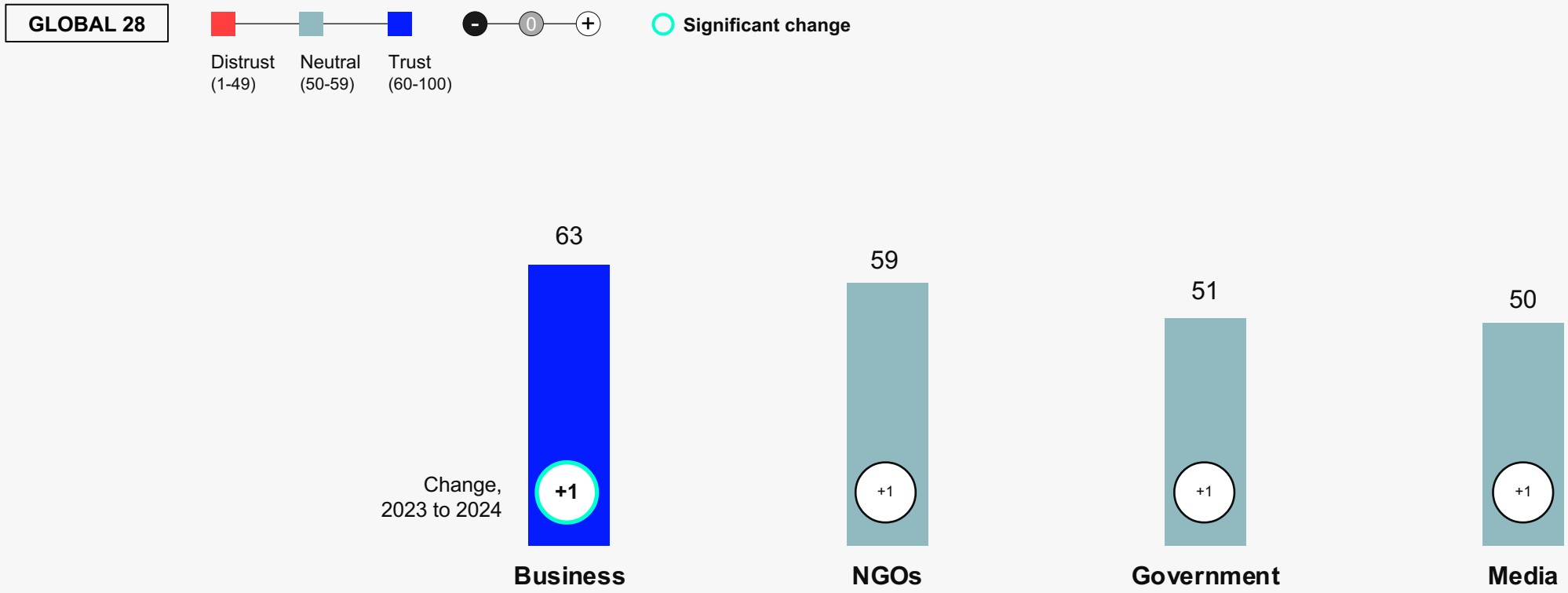
Give me control over my future

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.

Supplemental Data

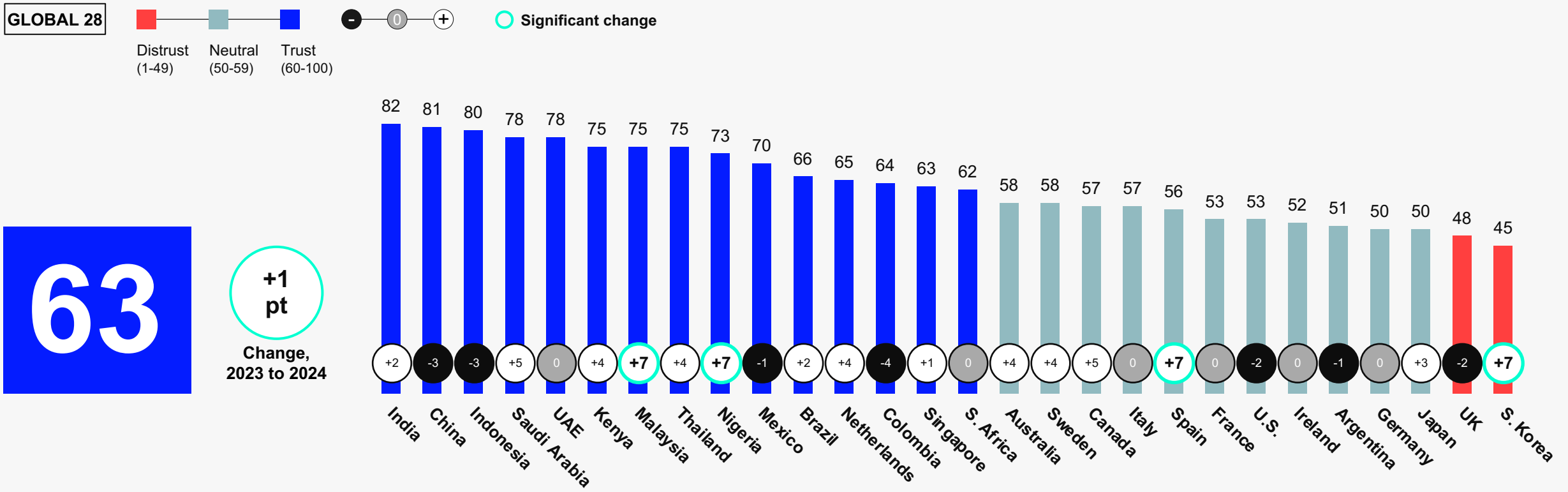
Business Remains Only Trusted Institution

Percent trust



Business Trusted in 15 of 28 Countries

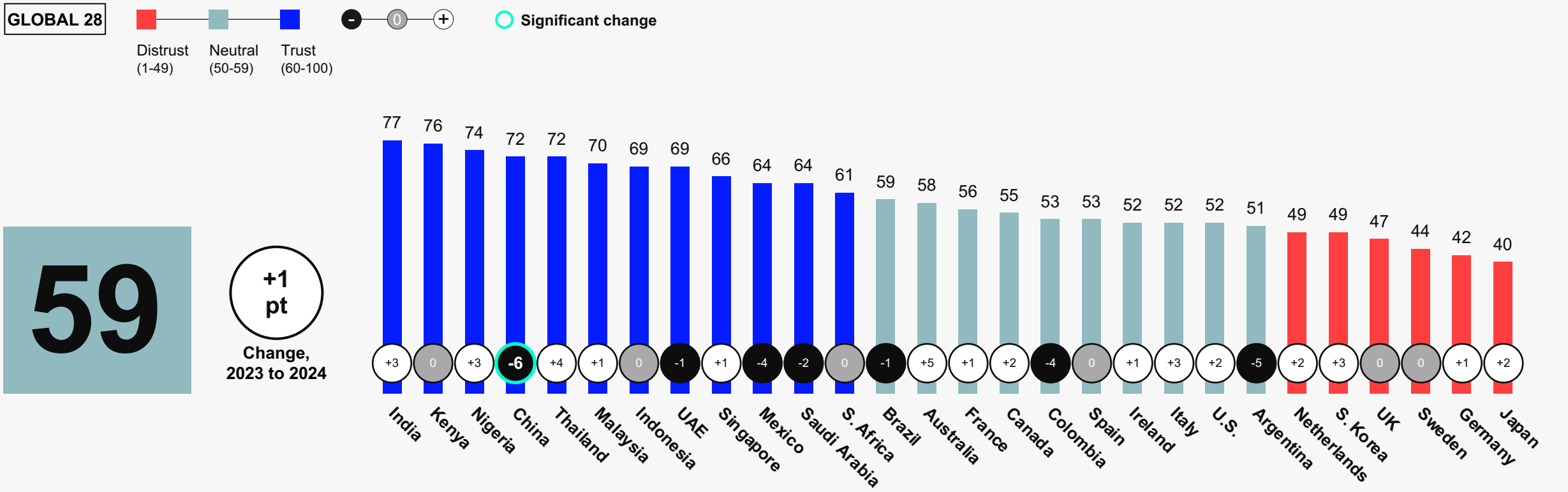
Percent trust in business



2024 Edelman Trust Barometer. 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. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

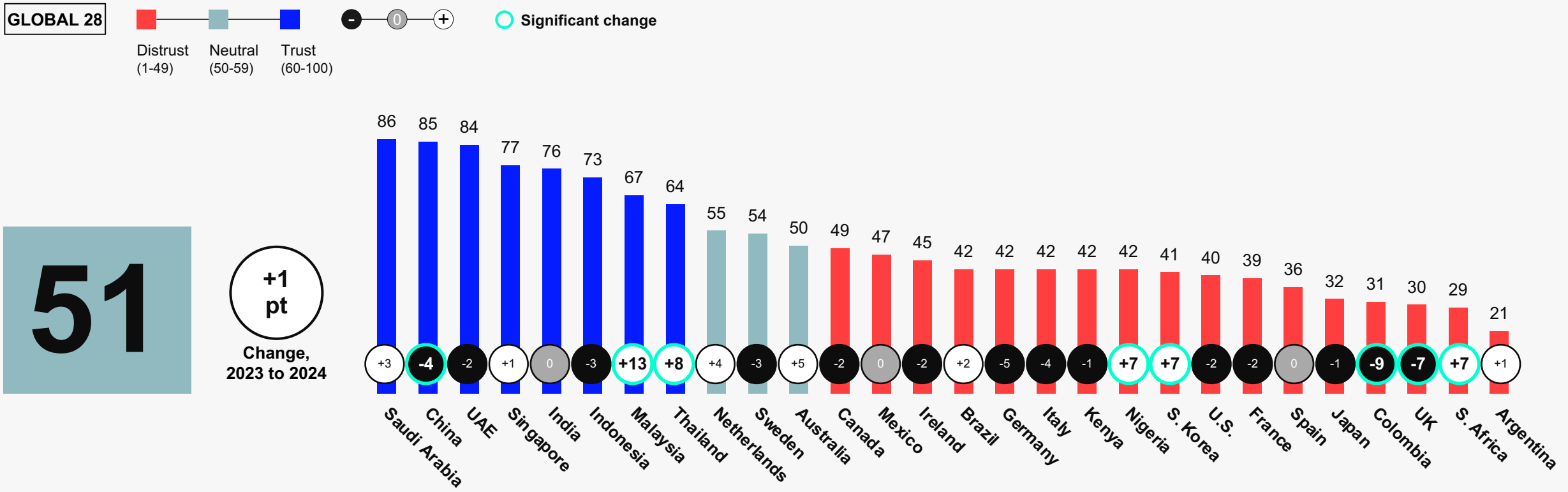
NGOs Trusted in 12 of 28 Countries

Percent trust in NGOs



Government Distrusted in 17 of 28 Countries

Percent trust in government

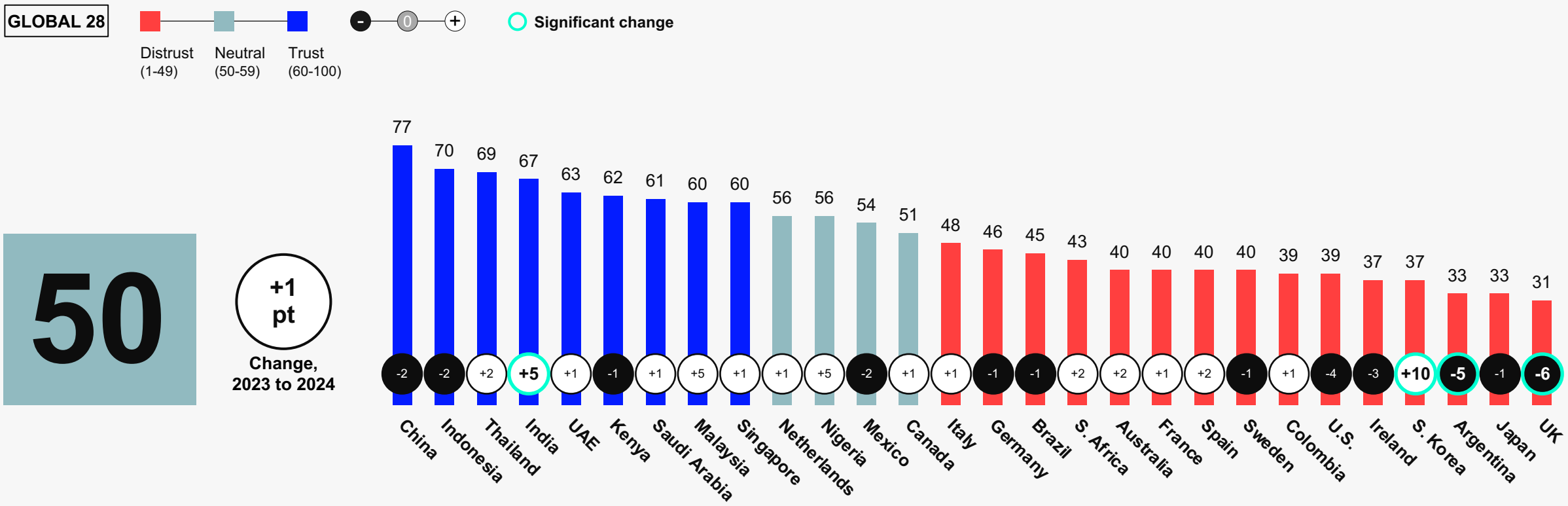


2024 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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

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

Media Distrusted in 15 of 28 Countries

Percent trust in media

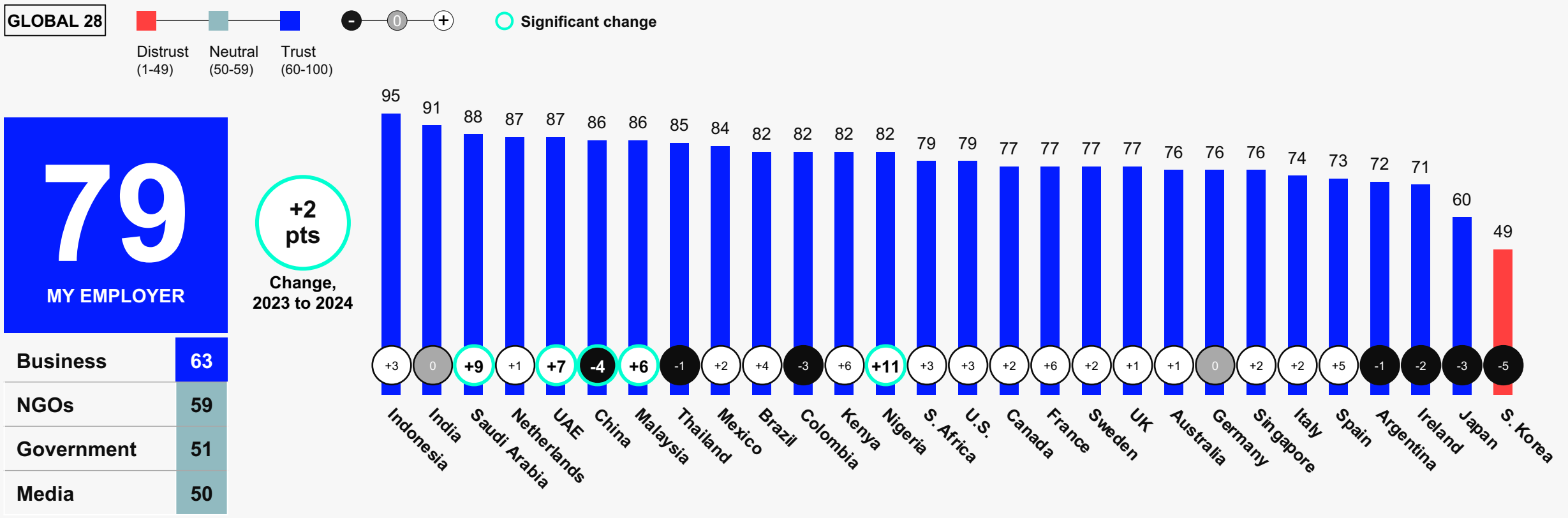


2024 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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

For S. Korea, the language used in 2023 for "media" translated to "press." In 2024 it was adjusted to translate as "media."

My Employer Trusted in 27 of 28 Countries

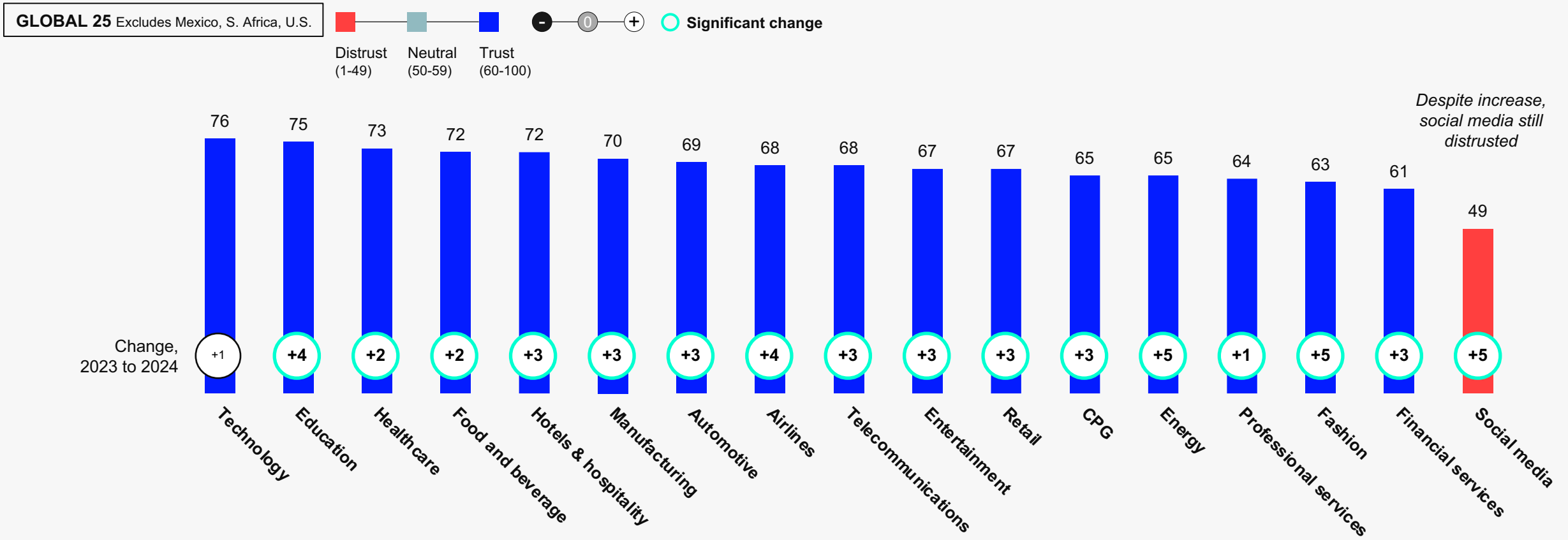
Percent trust



2024 Edelman Trust Barometer. 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. "Your employer" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Significant Trust Increases Across Most Industry Sectors

Percent trust in businesses in the following industries to do what is right



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. General population, 25-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In S. Africa, the Afrikaans translation for "Food and beverage" was updated in 2024. In Mexico and the U.S., the Spanish translation for "Automotive" was updated in 2024. These language changes mean the 2024 data cannot compared to data from previous years and have been removed from this analysis for all sectors to ensure a consistent global average is shown for each.

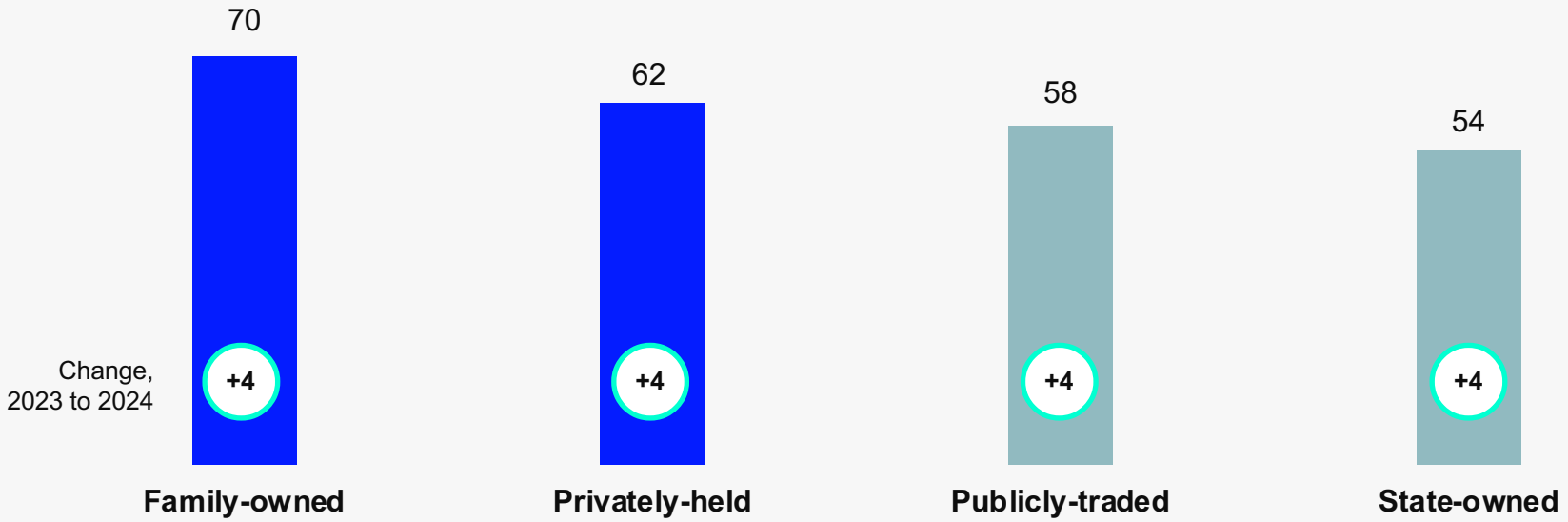
Family-Owned Businesses Most Trusted

Percent trust in each type of business to do what is right

GLOBAL 28

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

Significant change



2024 Edelman Trust Barometer. TRU_ORG. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Family-Owned Business Most Trusted Type of Business

Percent trust in each type of business to do what is right

GLOBAL 22

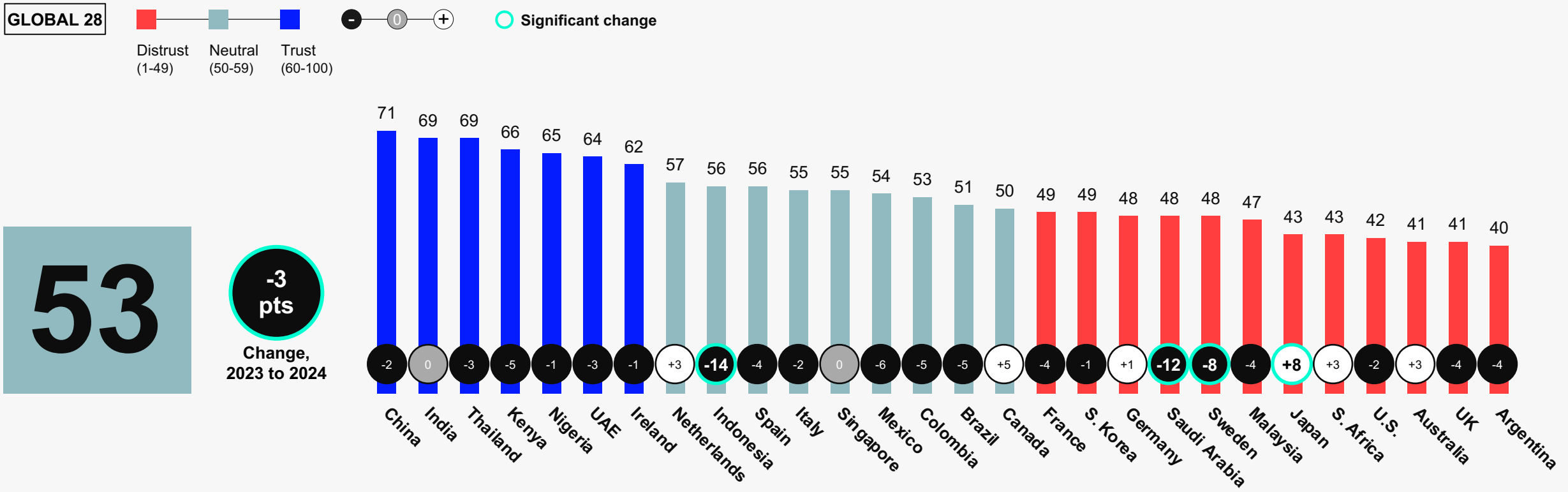
Significant change*

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	10yr change
Family-owned	70	66	68	70	-	70	69	63	67	66	68	-2
Privately-held	57	53	56	58	-	60	59	55	57	56	60	+3*
Publicly-traded	55	49	52	56	-	58	58	53	55	53	56	+1*
State-owned	49	44	47	53	-	56	52	50	51	49	53	+4*

2024 Edelman Trust Barometer. TRU_ORG. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 22-mkt avg. Ten-year changes were tested for significance using a t-test set at the 99%+ confidence level.

European Union Distrusted in 12 of 28 Countries

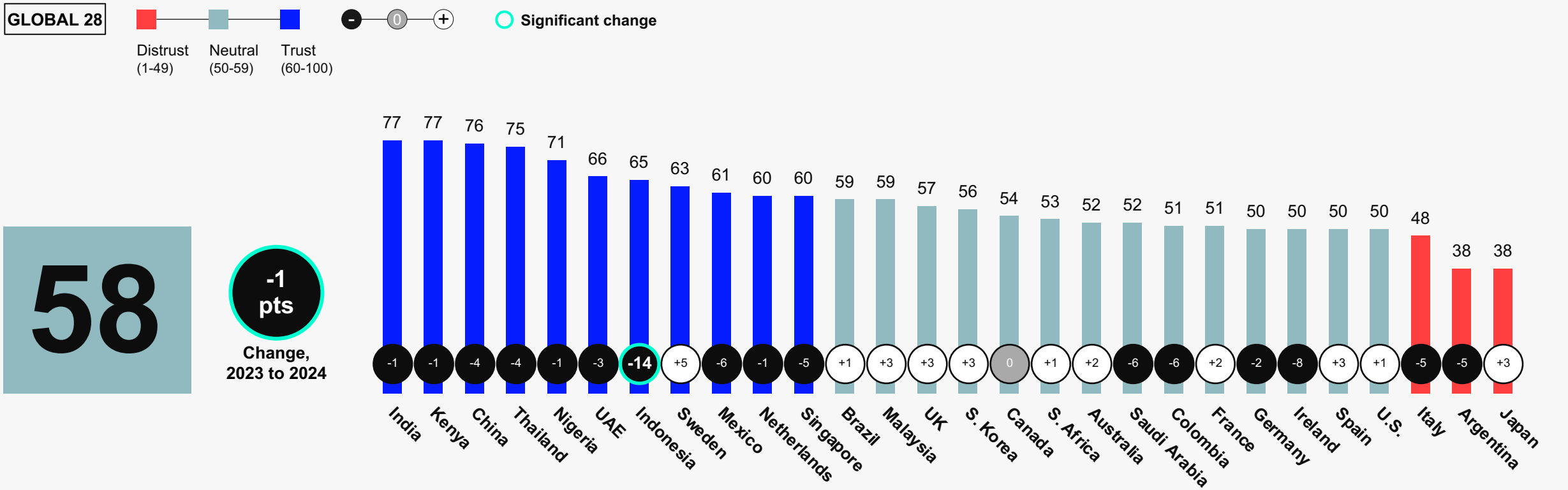
Percent trust in the European Union



2024 Edelman Trust Barometer. 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. Attribute asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

United Nations Trusted in 11 of 28 Countries

Percent trust in the United Nations

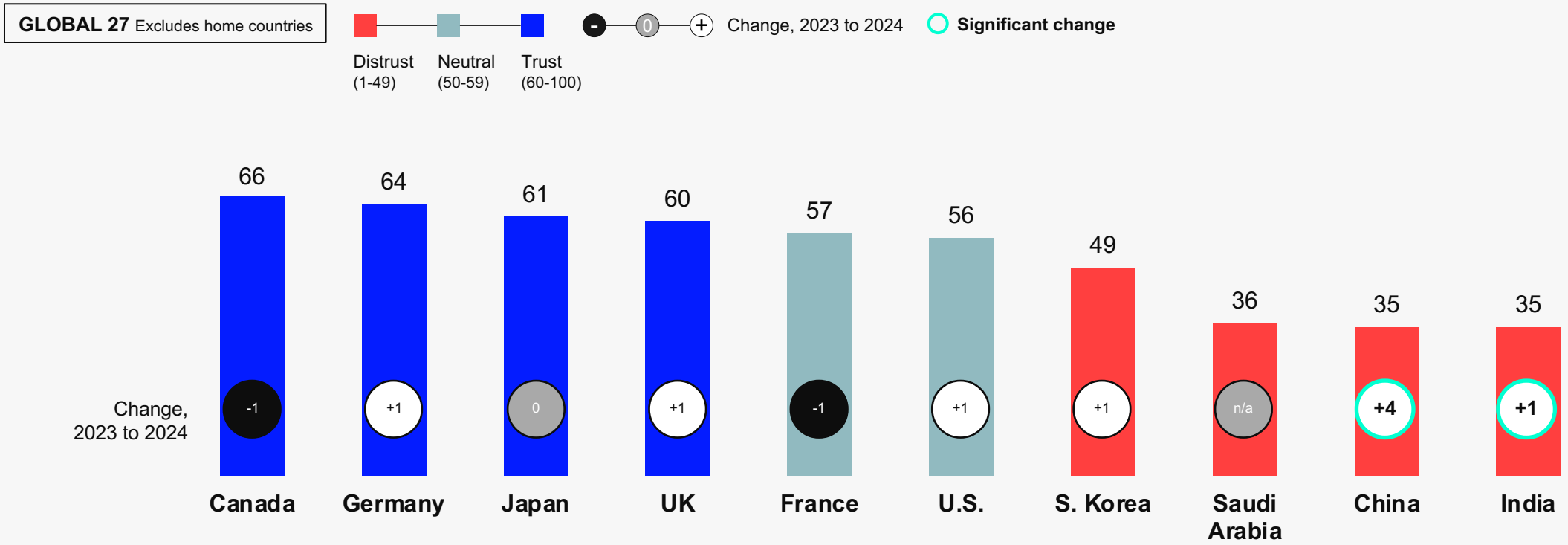


2024 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In India, the Hindi translation for "The United Nations" was updated in 2024 to the formal reference.

Trust in Companies Headquartered in Foreign Countries

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, 27-mkt avg. Data excludes respondents from the country being rated. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

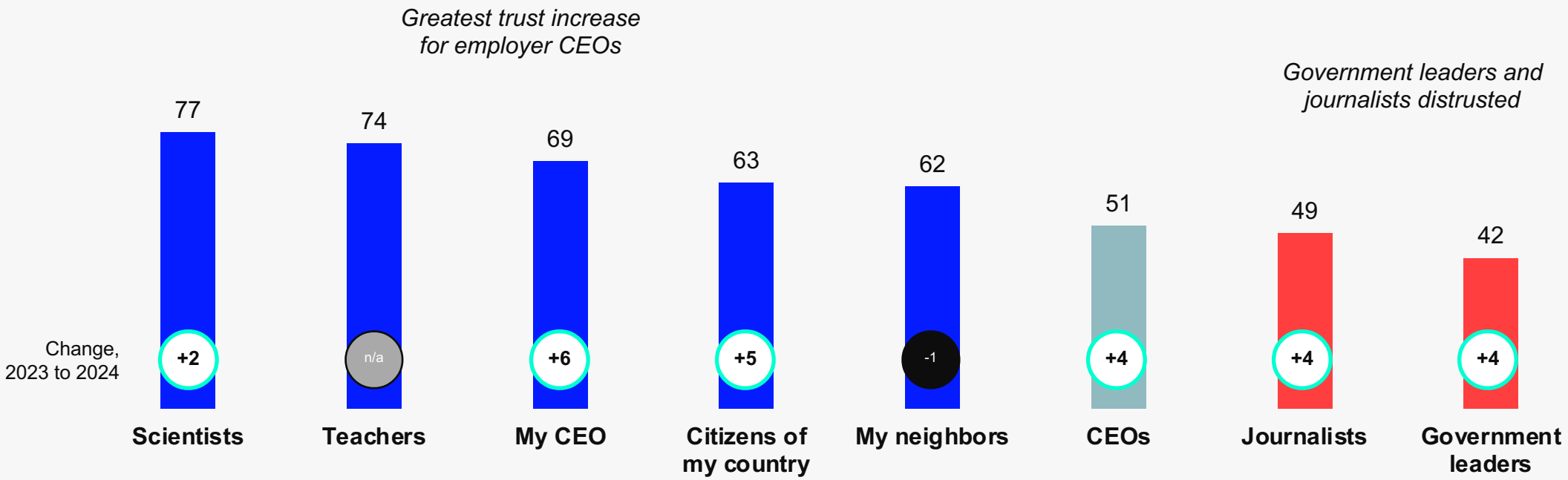
Trust in People

Percent trust to do what is right

GLOBAL 25 excl China, Singapore, Sweden

Distrust (1-49) | Neutral (50-59) | Trust (60-100)

Significant change

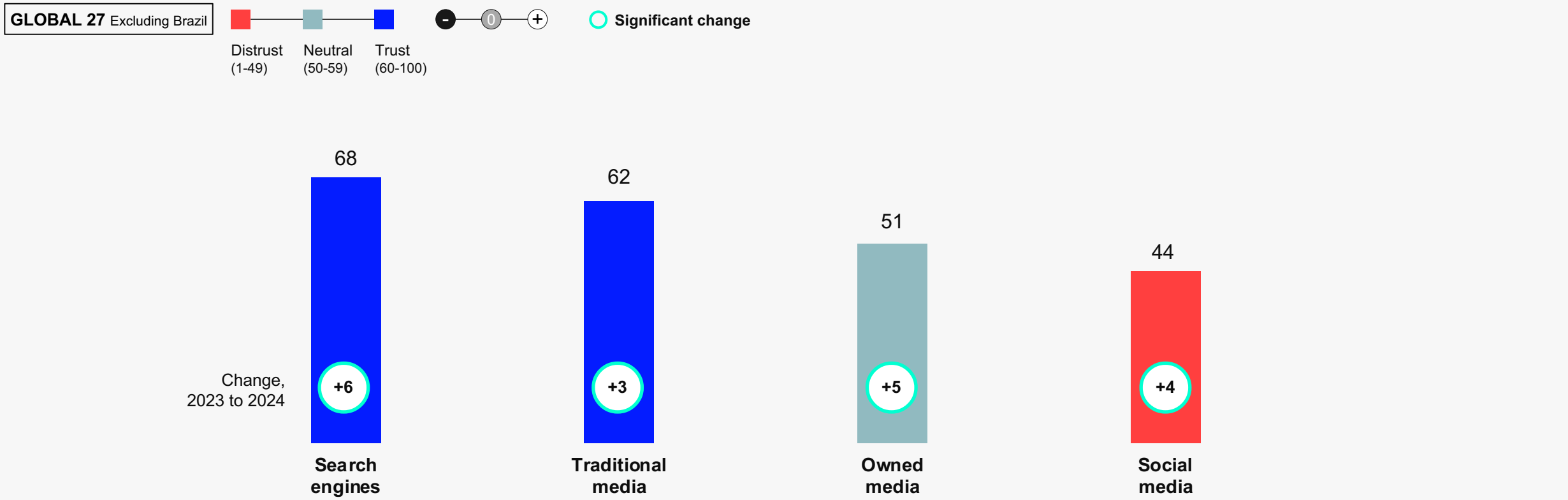


2024 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Attributes asked of half the sample. General population, 25-mkt avg. "My CEO" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In Sweden, the Swedish translation for "Government leaders" was updated in 2024. In China and Singapore, the Chinese translation for "Journalists" was updated in 2024. These language changes mean the 2024 data cannot compared to data from previous years and have been removed from this analysis for all items to ensure a consistent global average is shown for each.

Trust in Media Sources

Percent trust in each media source for general news and information



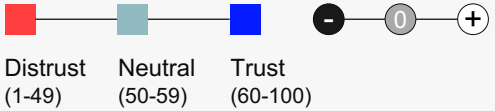
2024 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 27-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In Brazil, the translation for "Search engines" was updated in 2024. This language change mean the 2024 data cannot compared to data from previous years and has been removed from this analysis for all items to ensure a consistent global average is shown for each.

10-Year Trend: Trust in Media Sources

Percent trust in each media source for general news and information

GLOBAL 21 Excluding Brazil



Distrust (1-49) Neutral (50-59) Trust (60-100)

Significant change*

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	10yr change
Search engines	63	63	64	65	61	65	62	56	59	61	66	+3*
Traditional media	63	58	59	58	64	66	62	54	58	58	62	-1
Owned media	45	44	48	45	41	49	47	41	44	44	49	+4*
Social media	44	46	45	42	40	43	40	35	36	38	41	-3*

2024 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 21-mkt avg. Ten-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In Brazil, the translation for "Search engines" was updated in 2024. This language change mean the 2024 data cannot compared to data from previous years and has been removed from this analysis for all items to ensure a consistent global average is shown for each.

Fear of Innovation Becomes Political, by Innovation

Percent who reject each innovation

	Among those who lean…	Global 21	Argentina	Australia	Brazil	Canada	Colombia	France	Germany	India	Ireland	Italy	Kenya	Malaysia	Mexico	Netherlands	Nigeria	S. Africa	S. Korea	Spain	Sweden	UK	U.S.
Green energy	Right	18	10	28	12	25	11	21	37	15	14	15	10	9	10	20	14	15	13	18	20	20	40
	Left	10	7	7	9	6	11	13	10	17	12	9	6	17	14	10	19	15	10	8	8	6	6
	Difference, right vs left	8	3	21	3	19	0	8	27	-2	2	6	4	-8	-4	10	-5	0	3	10	12	14	34
AI	Right	38	23	52	31	53	29	56	48	19	59	45	20	26	30	53	17	32	21	44	41	54	59
	Left	42	40	52	30	53	32	58	51	22	53	39	22	25	29	57	25	31	22	43	46	57	51
	Difference, right vs left	-4	-17	0	1	0	-3	-2	-3	-3	6	6	-2	1	1	-4	-8	1	-1	1	-5	-3	8
Gene-based medicine	Right	37	28	37	39	41	38	42	48	20	37	40	38	41	30	49	30	44	29	34	31	36	53
	Left	30	31	22	20	22	32	39	36	21	33	21	43	47	31	39	33	46	24	26	31	29	23
	Difference, right vs left	7	-3	15	19	19	6	3	12	-1	4	19	-5	-6	-1	10	-3	-2	5	8	0	7	30
GMO foods	Right	60	60	55	59	60	61	76	68	45	64	70	57	52	57	63	50	58	59	67	59	61	60
	Left	61	65	48	57	55	67	81	63	38	59	64	70	67	64	66	49	69	60	64	62	59	48
	Difference, right vs left	-1	-5	7	2	5	-6	-5	5	7	5	6	-13	-15	-7	-3	1	-11	-1	3	-3	2	12

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. 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).

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

Average acceptance rating

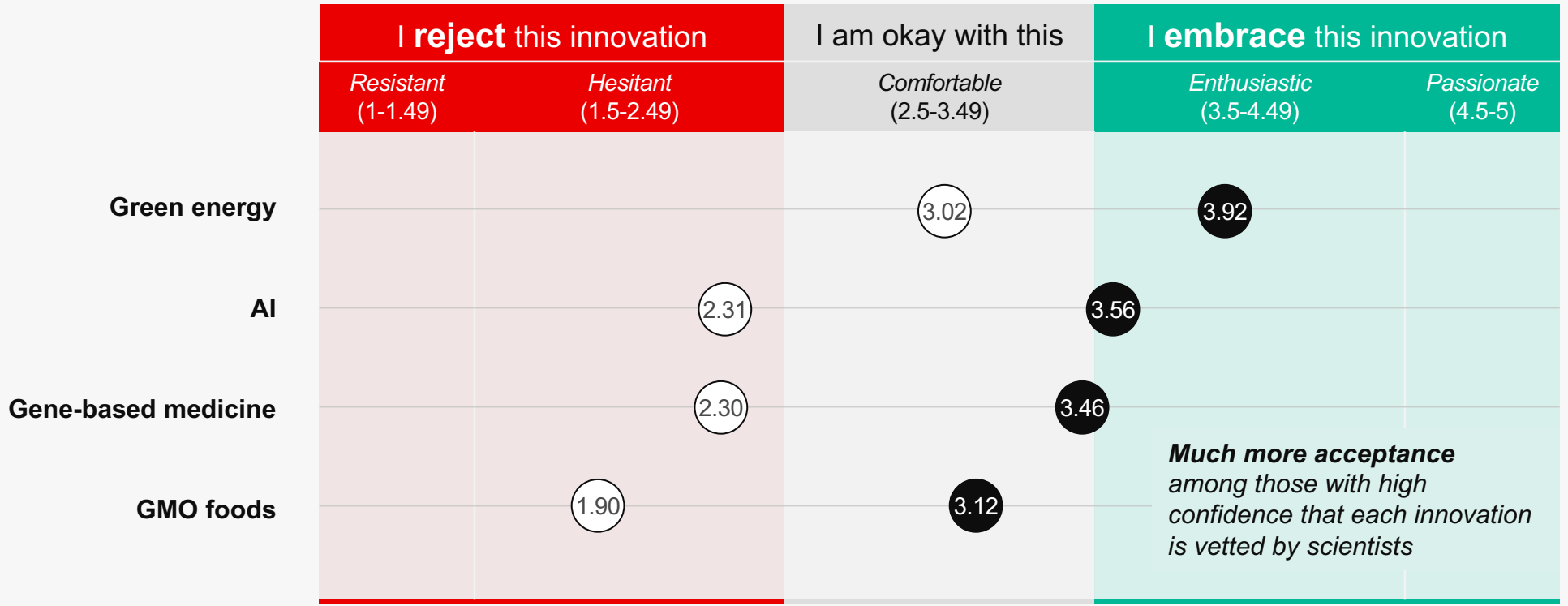
for each innovation

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.

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

Average acceptance rating

for each innovation

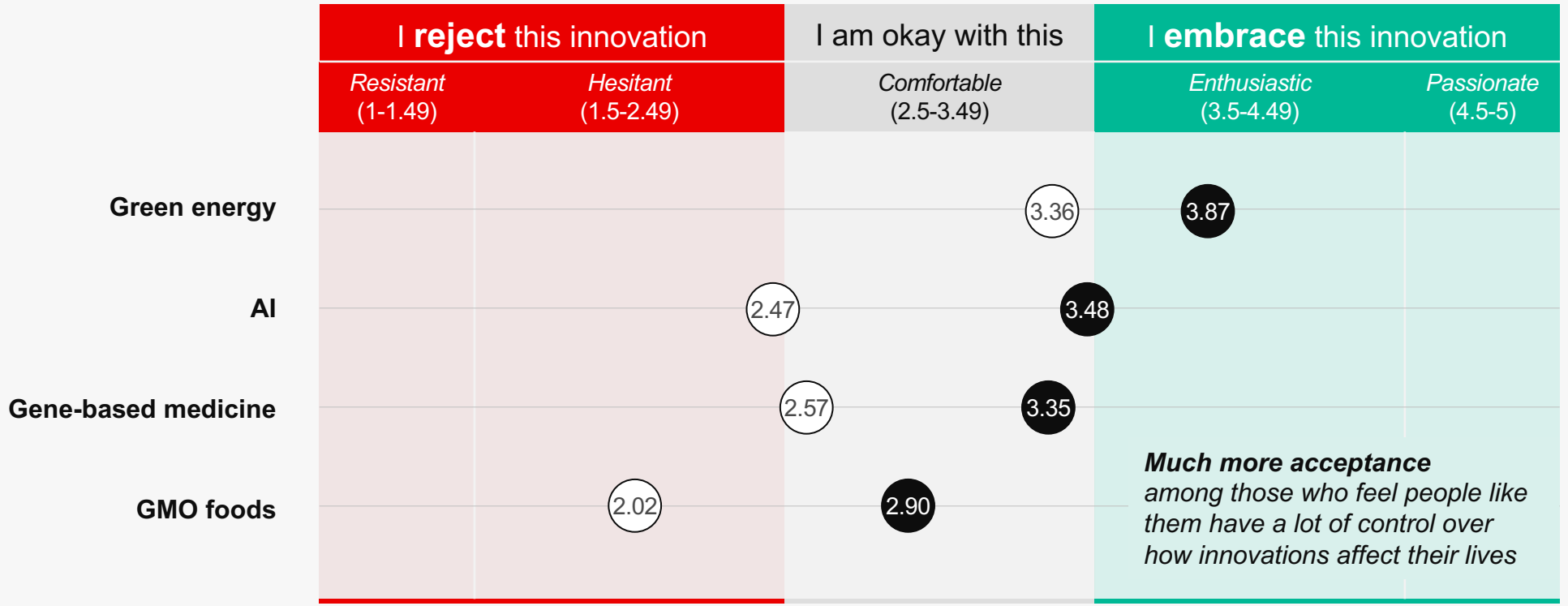
GLOBAL 28

Among those who believe

"people like me" have

○ little ● a lot of

control over how these innovations affect their lives



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.

Confidence in Effective Regulation Drives Adoption

Average acceptance rating

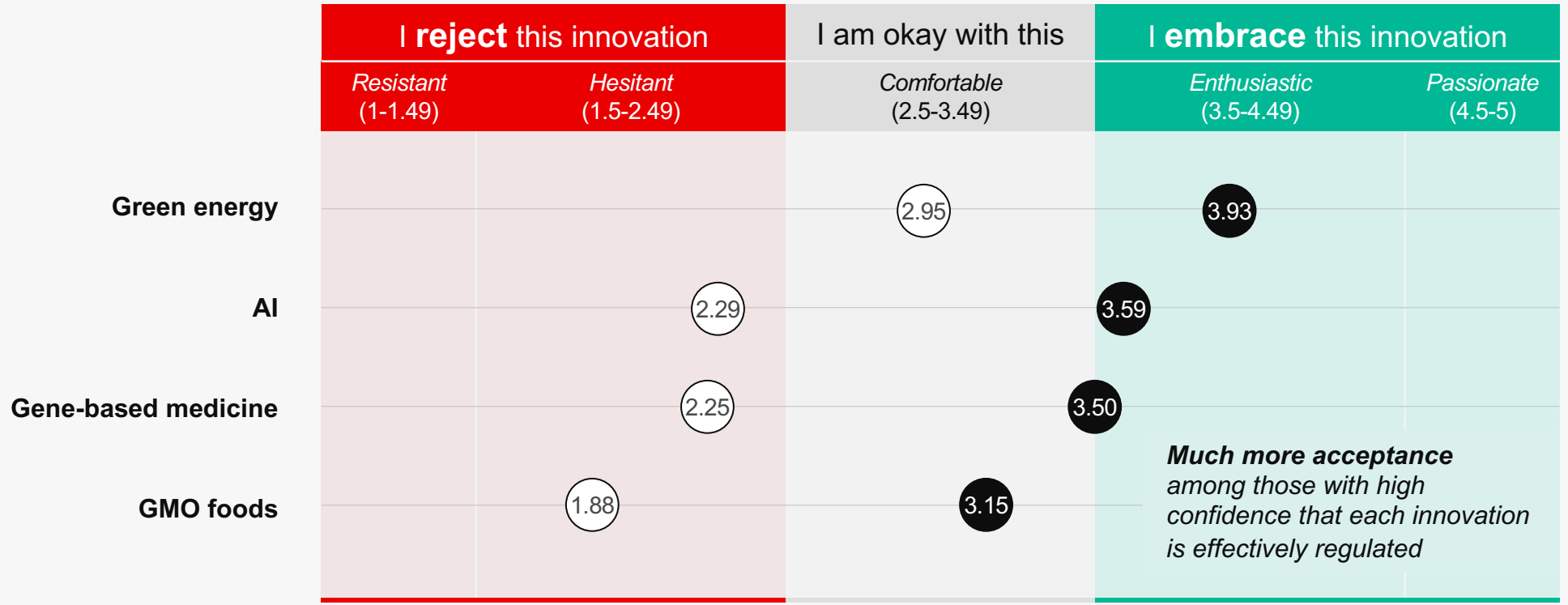
for each innovation

GLOBAL 28

Among those who have

○ low ● high

confidence that each innovation is **effectively regulated**



Show Me How Innovation Will Bring Us a Better Future

Average acceptance rating

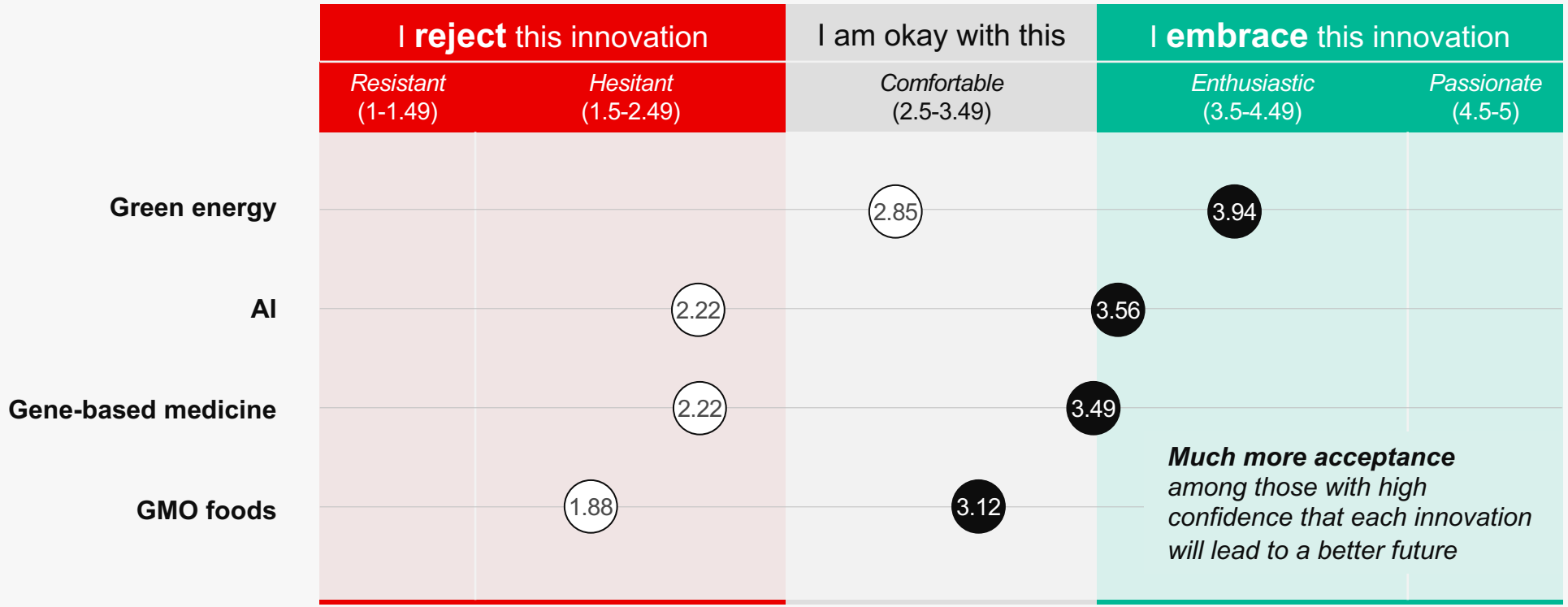
for each innovation

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.

Acceptance of Innovation at Stake, by Demographics

Percent who say

		Global 28	Men	Women	Ages 18-34	Ages 35-54	Ages 55+	Low income	Middle income	High income
Green energy	I reject this innovation	13	13	13	14	12	12	16	12	11
	I embrace this innovation	54	55	52	55	55	51	47	54	61
AI	I reject this innovation	35	32	38	29	33	44	39	35	29
	I embrace this innovation	30	33	28	37	32	21	27	30	37
Gene-based medicine	I reject this innovation	34	32	37	31	36	36	38	35	29
	I embrace this innovation	29	31	26	32	28	25	25	28	35
GMO foods	I reject this innovation	58	55	61	53	59	63	60	59	54
	I embrace this innovation	14	15	13	18	14	11	13	14	18

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., and by demographics.

Technical Appendix

2024 Edelman Trust Barometer: Sample

Sample Size, Quotas and Margin of Error

Country	Weighted Sample Size[1]	Unweighted Sample Size	Margin of Error – Total Sample[3]	Margin of Error – Half Sample[3]	Quotas Set On[4]
Global 28[2]	32,200	32,492	+/- 0.7 percentage points total sample	+/- 1.0 percentage points half sample	Quotas set at the country level
Argentina	1,150	1,150			
Australia	1,150	1,150	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Brazil	1,150	1,152			
Canada	1,150	1,500	+/- 3.3 pct pts. total sample	+/- 4.7 pct pts. half sample	
China[5]	1,150	1,150			
Colombia	1,150	1,150	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
France	1,150	1,152			
Germany	1,150	1,150			
India	1,150	1,116	+/- 3.9 pct pts. total sample	+/- 5.5 pct pts. half sample	
Indonesia	1,150	1,152			
Ireland	1,150	1,151			
Italy	1,150	1,150			
Japan	1,150	1,151			
Kenya	1,150	1,150	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	Age, Gender, Region
Malaysia	1,150	1,153			
Mexico	1,150	1,152			
Netherlands	1,150	1,150			
Nigeria	1,150	1,148			
Saudi Arabia	1,150	1,109	+/- 3.9 pct pts. total sample	+/- 5.5 pct pts. half sample	
Singapore	1,150	1,150			
S. Africa	1,150	1,152			
S. Korea	1,150	1,152			
Spain	1,150	1,150			
Sweden	1,150	1,151	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Thailand	1,150	1,151			
UAE	1,150	1,150			
UK	1,150	1,150			
U.S.	1,150	1,150			

1. Data reported on slides is weighted to the same total base size to ensure each country has an equal effect on the global average. Some questions were asked of only half of the sample. Please refer to the footnotes on each slide for details.
2. The “global average” indicates the average result of all the countries where data was collected. As mentioned above, there has been no adjustment made to the population size relative to each country and the global average is not intended to suggest a total result of the entire global population.
3. Margin of error is calculated on the unweighted sample sizes collected, utilizing a 99% confidence interval.
4. There were additional quotas on ethnicity in the UK and U.S., and on nationality in Saudi Arabia and the UAE.
5. All data collected in China is from the mainland. Regions of Greater China were not surveyed.

2024 Edelman Trust Barometer: Sample

Countries Included in the Various Global Averages

28 countries surveyed	Global 28 average	Global 26 Excludes China and Saudi Arabia	Global 25 Excludes China, S. Korea, and Thailand	Global 22
	Used for current year averages and tracking to 2023	Used for current year averages; excludes sensitive countries[1]	Used for current year averages; excludes sensitive countries[1]; excludes S. Korea[2]	Used for tracking to 2014 and 2015
Argentina	Argentina	Argentina	Argentina	Argentina
Australia	Australia	Australia	Australia	Australia
Brazil	Brazil	Brazil	Brazil	Brazil
Canada	Canada	Canada	Canada	Canada
China	China	-----	-----	China
Colombia	Colombia	Colombia	Colombia	-----
France	France	France	France	France
Germany	Germany	Germany	Germany	Germany
India	India	India	India	India
Indonesia	Indonesia	Indonesia	Indonesia	Indonesia
Ireland	Ireland	Ireland	Ireland	Ireland
Italy	Italy	Italy	Italy	Italy
Japan	Japan	Japan	Japan	Japan
Kenya	Kenya	Kenya	Kenya	-----
Malaysia	Malaysia	Malaysia	Malaysia	Malaysia
Mexico	Mexico	Mexico	Mexico	Mexico
Netherlands	Netherlands	Netherlands	Netherlands	Netherlands
Nigeria	Nigeria	Nigeria	Nigeria	-----
Saudi Arabia	Saudi Arabia	-----	Saudi Arabia	-----
Singapore	Singapore	Singapore	Singapore	Singapore
S. Africa	S. Africa	S. Africa	S. Africa	S. Africa
S. Korea	S. Korea	S. Korea	-----	S. Korea
Spain	Spain	Spain	Spain	Spain
Sweden	Sweden	Sweden	Sweden	-----
Thailand	Thailand	Thailand	-----	-----
UAE	UAE	UAE	UAE	UAE
UK	UK	UK	UK	UK
U.S.	U.S.	U.S.	U.S.	U.S.

1. Because some of the content we ask is deemed politically sensitive there are several countries where we take special precautions in order to avoid putting our respondents, or ourselves, in a position to break any local laws. We work closely with our sample partner and its legal team to identify which questions, and in what countries, we should refrain from asking. The three countries where we removed questions and/or answer options were China, Saudi Arabia, and Thailand.
2. Due to a translation inconsistency regarding the measure of competence in the four main institutions in S. Korea, the data was removed from the global average on the affected slide.

2024 Edelman Trust Barometer: Sample

Survey Languages Used and Internet Penetration by Country

	Languages	Internet Penetration*		Languages	Internet Penetration*		Languages	Internet Penetration*
Global	-	-	**Indonesia**	Indonesian	76%	**Singapore**	Localized English, Simplified Chinese	92%
Argentina	Localized Spanish	91%	**Ireland**	Localized English	89%	**S. Africa**	Localized English, Afrikaans	63%
Australia	Localized English	89%	**Italy**	Italian	91%	**S. Korea**	Korean	97%
Brazil	Portuguese	83%	**Kenya**	Localized English	84%	**Spain**	Spanish	92%
Canada	Localized English, Canadian French	93%	**Japan**	Japanese	93%	**Sweden**	Localized English, Swedish	97%
China	Simplified Chinese	70%	**Malaysia**	Malay	94%	**Thailand**	Thai	88%
Colombia	Localized Spanish	83%	**Mexico**	Localized Spanish	77%	**UAE**	Localized English, Arabic	100%
France	French	92%	**Netherlands**	Localized English, Dutch	95%	**UK**	Localized English	95%
Germany	German	94%	**Nigeria**	Localized English	68%	**U.S.**	English, Localized Spanish	94%
India	Localized English, Hindi	60%	**Saudi Arabia**	Localized English, Arabic	89%			

*Data source: https://www.internetworldstats.com/stats.htm as of Jan 11, 2024

Due to disproportionate access to internet in countries with lower internet penetration, the online sample in those countries tends to skew younger, urban, and more affluent.

Data Analysis Explained:

French Data Model

In 2021, the translation of “government in general” in the French questionnaire was incorrectly changed to “authorities in general,” affecting data in all studies conducted in France from 2021 to 2023. When we discovered the inconsistency in early 2023, we suppressed all affected data while investigating the possibility of modeling and replacing the missing data.

Over the course of 2023, we built a data model that could reliably predict what the France data would have been if the translation were consistent. This involved identifying items (shown in the list on the right) that are predictive of trust in government in other Western democracies and testing whether they had similar predictive power in France.

To build a model with a sufficient level of accuracy, we iterated through 5,000 different randomly split samples, controlling for gender, income, age, and other demographics, of France data collected in the 2024 Edelman Trust Barometer and in the 2023 Special Report: Trust and Climate Change. In both surveys, we used the accurate translation for trust in “government in general,” along with the predictor variables. In both surveys, we also included the trust in “authorities in general” attribute for our French respondents. This allowed us to include the mistranslated variable in our model as one of the predictors for trust in government.

For each split sample, 75% of the sample was used to train the data, and the remaining 25% was used as a test group. Using a random forest classification model, we were able to accurately classify 89.41% of respondents as trusters or non-trusters, which gave us the confidence to repopulate the data in affected reports with data from our predictive model.

The modeled data was applied to the France data from each impacted year (2021, 2022, and 2023) to predict the overall level of trust in government in general. The Trust Index for those years has also been updated, given that trust in government is part of that calculation.

Predictors	Question text
Trust in institutions	**TRU_INS:** Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”.
	Media in general
	Business in general
	Non-governmental organizations (NGOs)
	Authorities in general
Economic optimism	**CNG_FUT:** Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years’ time?
Government competence	**TRU_3D_GOV:** To what extent do you agree with the following statement?
	Government in general is good at what it does
Fears of gig-economy	**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?
	Permanent jobs with benefits being replaced by freelance, gig-economy or short-term jobs that do not offer benefits
Government ethics dimensions	**GOV_PER_DIM:** In thinking about why you do or do not trust government in general, please specify where you think it falls on the scale between the two opposing descriptions.
	Highly effective agent of positive change
	Honest and fair
	Has a vision for the future that I believe in
	Serves the interests of everyone equally and fairly

Data Analysis Explained:

Innovation Management Scale

The Innovation Management scale was created by averaging respondents' answers to five attributes measured on 9-point scales, shown in the table to the right.

- Respondents who believe that innovation is well managed were those that scored between 1 – 4.49 on the Innovation Management Scale, meaning on average they disagreed with these statements.
- Respondents who scored between 4.5 – 5.49 on the scale were classified as neutral.
- Respondents who believe that innovation is poorly managed scored between 5.5 – 9 on the Innovation Management Scale, meaning on average they agreed with these statements.

The specific items in the scale were chosen for their ability to represent three dimensions of innovation management and development:

- **Trust in institutions** to manage the introduction of new technologies and innovations
- **Government's ability to regulate** emerging technologies effectively
- **Outside influence on science,** in terms of how it's conducted

Items	Question text
Trust in business and NGOs	**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). – ***reverse scored***
	Business in general
	Non-governmental organizations (NGOs)
Government regulation	**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".
	The people in government in charge of regulating technology do not have an adequate understanding of emerging technologies to be able to regulate them effectively
Science influenced by politics and money	**CHG_AGR.** Please indicate how much you agree or disagree with the following statements.
	Science has become politicized in this country
	Government and other large organizations that fund research have too much influence on how science in this country is done

Data Analysis Explained:

Classifying Respondents as Generally Resistant to Innovations

Respondents were asked to characterize their feelings about each of the four innovations (shown below) using the scale to the right.

To classify respondents as resistant to innovations, we calculated an average score across the four innovations. If a respondent's average score was less than 2.5 (rounded to a 1 or 2), they were classified as rejecting of innovation.

Innovations
The growing use of **artificial intelligence** such as machine learning, natural language processing, and generative AI
The growing use of **green energy** such as biofuels and renewable natural gas, liquid hydrogen, and wind and solar power
The growing use of **genetically modified foods** (foods that are derived from genetically modified organisms, commonly referred to as GMOs) such as drought-, pest-, and disease-resistant crops, faster-growing fish, and produce that has a longer shelf life
The growing use of **gene-based medical technologies** such as mRNA vaccines, gene splicing, and gene therapy

Scale points

1. **Resistant**: I am very worried about this. I boycott products and services that incorporate these technologies and urge others to do the same.
2. **Hesitant**: I am concerned about this. I personally try to avoid using products and services that incorporate these technologies.
3. **Comfortable**: I am okay with this. I will use products and services that incorporate these technologies but won't actively seek them out.
4. **Enthusiastic**: I am excited about this. I am looking to increase my use of products and services that incorporate these technologies.
5. **Passionate**: I am a big advocate for this. I am looking to increase my use of products and services that incorporate these technologies and actively encouraging others to do the same.

Data Analysis Explained:

Average Acceptance Rating

Respondents were asked to separately rate four technologies (green energy, artificial intelligence, gene-based medicine, and GMO foods, as shown on the previous Tech Appendix slide) on a 5-point scale, ranging from Resistant to Passionate (see full scale to the right). We calculated overall levels of acceptance across the population by taking the average scale point selected.

Segments of the population were classified as one of the five categories, based on the cut points in the table to the far right.

- If the average of an audience segment fell between 1-2.49, they were classified as “rejecting” the innovation.
- Audience segments with an average score of 3.5-5 were classified as “embracing” the innovation.

This method of calculating an average acceptance rating was applied to different audiences throughout the report.

Segment category	Range
Resistant: I am very worried about this. I boycott products and services that incorporate these technologies and urge others to do the same.	1-1.49
Hesitant: I am concerned about this. I personally try to avoid using products and services that incorporate these technologies.	1.5-2.49
Comfortable: I am okay with this. I will use products and services that incorporate these technologies but won’t actively seek them out.	2.5-3.49
Enthusiastic: I am excited about this. I am looking to increase my use of products and services that incorporate these technologies.	3.5-4.49
Passionate: I am a big advocate for this. I am looking to increase my use of products and services that incorporate these technologies and actively encouraging others to do the same.	4.5-5
Don’t know / not sure	

Data Analysis Explained:

How We Plotted the Institutional Competence and Ethics Scores

We define trust as the combination of competence and ethics. The report features a chart depicting how competent and ethical each of the institution are rated to be. Here's how we calculated each score.

The competence score (the x-axis of the plot): An institution's competence score is a net of the top 3 box (AGREE) minus the bottom 3 box (DISAGREE) responses to the question "To what extent do you agree with the following statement? *[INSTITUTION] in general is good at what it does*". The resulting net score was then subtracted by 50, which means that for an institution to qualify as competent, it would require a net difference of 51 points or more in its percentage of top 3-box ratings versus its bottom 3-box ratings. This ensures that an institution could not be considered competent unless there is a majority who rate it as such.

The net ethical score (the y-axis of the plot): The ethics dimension is defined by four separate items. For each item, a net score was calculated by taking the top 5 box percentage representing a positive ethical perception minus the bottom 5 box percentage representing a negative ethical perception. The y-axis value is an average across those 4 net scores. Scores higher than zero indicate an institution that is perceived as ethical.

Respondents were asked:

In thinking about why you do or do not trust *[INSTITUTION]*, please specify where you think they fall on the scale between the two opposing descriptions. *(Please use the slider to indicate where you think [INSTITUTION] falls between the two extreme end points of each scale.)*

Dimension	Ethical Perception	Unethical Perception
Purpose-Driven	Highly effective agents of positive change	Completely ineffective agents of positive change
Honest	Honest and fair	Corrupt and biased
Vision	Have a vision for the future that I believe in	Do not have a vision for the future that I believe in
Fairness	Serve the interests of everyone equally and fairly	Serve the interests of only certain groups of people

Full Question Text

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Dispersion of Authority: Peers on Par With Scientists

TRU_PEP_TCNG. Below is a list of categories of people. For each one, please indicate how much you trust that person or group of people to tell you the truth about new innovations and technologies. (Please select one response for each.)

Shortened	Full
NGO representatives	A representative of a non-profit organization or NGO
Scientists	Scientists or technical experts in general
Company technical expert	A scientist or technical expert working for a company that is helping to develop the new innovation or technology

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Economic Fears Persist as Societal Concerns Rise

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? Please indicate your answer using a nine-point scale where one means “I do not worry about this at all” and nine means “I am extremely worried about this”. (Please select one response for each.)

Shortened	Full
Job loss (net)	Automation and/or other innovations taking your job away Your job being moved to other countries where workers are paid less Cheaper foreign competitors driving companies like yours out of business Not having the training and skills necessary to get a good paying job International conflicts about trade policies and tariffs hurting the company you work for Losing your job as a result of a looming recession Permanent jobs with benefits being replaced by freelance, gig-economy, or short-term jobs that do not offer benefits
Inflation	Your pay increases not keeping up with the inflation rate causing you to lose ground financially
Climate change	Climate change leading to drought, rising sea levels and other natural disasters
Hackers	Hackers, cyber-attacks and cyber-terrorism
Nuclear war	International conflicts escalating into nuclear war
Information war	Other countries waging an information war against us by purposefully contaminating our media with falsehoods and publishing things meant to inflame our differences

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

TEC_TRU. How much do you trust each of these technologies? (Please select one response for each.)

Shortened	Full
Artificial intelligence	Artificial intelligence such as machine learning, natural language processing, and generative AI
Genetically modified foods	Genetically modified foods (foods that are derived from genetically modified organisms, commonly referred to as GMOs) such as drought-, pest-, and disease-resistant crops, faster-growing fish, and produce that has a longer shelf life
Green energy	Green energy such as biofuels and renewable natural gas, liquid hydrogen, and wind and solar power
Gene-based medicine	Gene-based medical technologies such as mRNA vaccines, gene splicing, and gene therapy

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Acceptance of Innovation at Stake

CHG_TEC_COM. How would you characterize your feelings about each of the following?

Shortened	Full
I reject this innovation	Resistant: I am very worried about this. I boycott products and services that incorporate these technologies and urge others to do the same Hesitant: I am concerned about this. I personally try to avoid using products and services that incorporate these technologies.
I embrace this innovation	Enthusiastic: I am excited about this. I am looking to increase my use of products and services that incorporate these technologies. Passionate: I am a big advocate for this. I am looking to increase my use of products and services that incorporate these technologies and actively encouraging others to do the same.
Green energy	The growing use of green energy such as biofuels and renewable natural gas, liquid hydrogen, and wind and solar power
AI	The growing use of artificial intelligence such as machine learning, natural language processing, and generative AI
Gene-based medicine	The growing use of gene-based medical technologies such as mRNA vaccines, gene splicing, and gene therapy
GMO foods	The growing use of genetically modified foods (foods that are derived from genetically modified organisms, commonly referred to as GMOs) such as drought-, pest-, and disease-resistant crops, faster-growing fish, and produce that has a longer shelf life

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Government Lacks Competence to Regulate Emerging Innovations

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”. (Please select one response for each.)

Shortened	Full
Government regulators lack adequate understanding of emerging technologies to regulate them effectively	The people in government in charge of regulating technology do not have an adequate understanding of emerging technologies to be able to regulate them effectively

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Nearly 2x More Likely to Fear Innovation Poorly Managed

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). (Please select one response for each.)

Shortened	Full
Do I trust how business and NGOs introduce innovations into society?	Business in general Non-governmental organizations

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Nearly 2x More Likely to Fear Innovation Poorly Managed

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”. (Please select one response for each.)

Shortened	Full
Can government regulate new technologies?	The people in government in charge of regulating technology do not have an adequate understanding of emerging technologies to be able to regulate them effectively

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Nearly 2x More Likely to Fear Innovation Poorly Managed

CHG_AGR. Please indicate how much you agree or disagree with the following statements. (Please select one response for each.)

Shortened	Full
Is science independent of politics and money?	Science has become politicized in this country. Government and other large organizations that fund research have to much influence on how science in this country is done.

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

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

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”. (Please select one response for each.)

Shortened	Full
Technology is changing too quickly, in ways that are not good for people like me	Technological innovations are happening too quickly and are leading to changes that are not good for people like me

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

When Institutions Mismanage Innovation, Fairness and Capitalism in Question

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”. (Please select one response for each.)

Shortened	Full
The system is biased in favor of the rich	The system is biased against regular people and in favor of the rich and powerful

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

Scientists and Experts Expected to Lead on Implementation of Innovation

RSP_TEC_CHG. How big a role do you feel each of the following should have in ensuring that the introduction of new technologies and innovations 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)? (Please select one response for each.)

Shortened	Full
Academics, educators	Academics and educators
CEOs that deploy innovations	The CEOs of the companies that produce, sell, or use these technologies
Leaders of multilaterals	The leaders of global or multinational organizations like the United Nations

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

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

TEC_TST. How confident are you that these technologies have been adequately tested, evaluated, and assessed by scientists, ethicists, and other experts? (Please select one response for each.)

Shortened	Full
Confidence that each innovation has been evaluated by scientists and ethicists	How confident are you that these technologies have been adequately tested, evaluated, and assessed by scientists, ethicists, and other experts?

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

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

INO_INF_SRC. Where do you get most of your information and knowledge about new technologies and innovations from?

Shortened	Full
Social media (net)	My social media news feed On social media posted by, or forwarded from, someone in my social network
National media	National newspapers or national TV or radio news programs
My friends and family	In conversations with my friends and family
Local media	Local newspapers or local TV or radio news programs

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

To Be Trusted With Innovation, Give Me a Voice

[INS]_CHG_PER. If [institution] wants to earn or keep your trust in their being good stewards or managers of change, how important is it that they do each of the following in response to the technological and social changes taking place in your country today? (Please select one response for each.)

Shortened	Full
Hear our concerns, let us ask questions	Give people the opportunity to ask questions and to have their concerns heard when it comes to change and innovation
Keep innovations affordable	Institute fair and reasonable pricing that makes new technologies or innovations generally affordable
Communicate pluses and minuses	Clearly communicate the nature of new innovations and technologies, including potential benefits and negative side effects
Protect our core values	Protect and maintain our core values and traditions in the face of change
Help people keep up	Help people keep up with and adjust to the changes happening all around them
Ensure our future prosperity	Push our country to make the changes necessary to ensure our future prosperity
Investigate innovations	Do investigative reporting on new technologies and innovations to uncover any hidden issues or dangers

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

CEOs: Address Impacts of Innovation in Society

CEO_RSP_CHOICE. You are about to see two choices. We want you to choose the one that best describes your beliefs. (Please select only one of the two options given.)

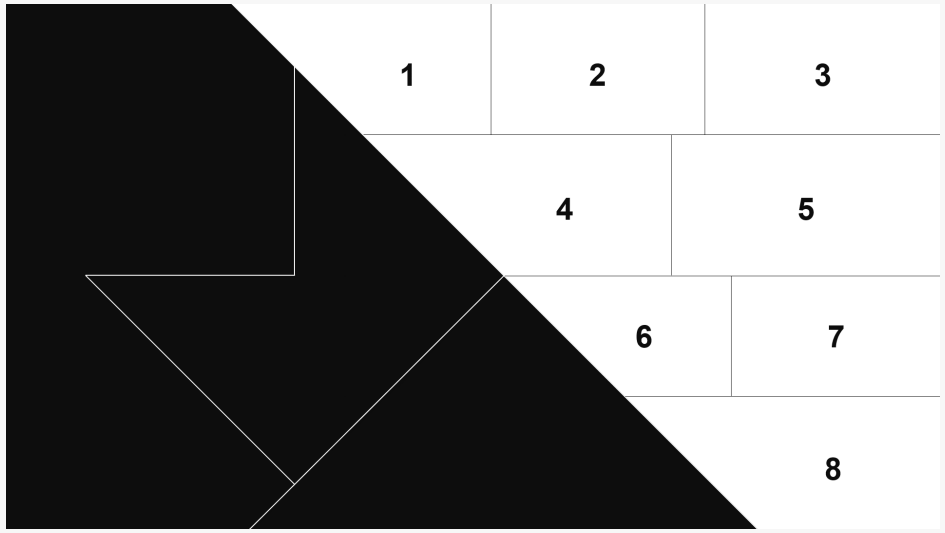
Shortened	Full
I expect CEOs to manage changes occurring in society, not just those occurring in their business	I expect CEOs to work to manage changes that are occurring in society in addition to those occurring within their organizations or that are directly related to their products and services

2024 Edelman Trust Barometer:
Full Text For Answer Choices Abbreviated

CEOs: Address Impacts of Innovation in Society

CEO_ISS. How important is it to you that the CEO or head of the organization you work for speaks out publicly about each of the following issues? Please indicate your answer using the following 9-point scale where one means “not at all important” and nine means “very important” (Please select only one response for each.)

Shortened	Full
Job skills of the future	Training, education, and job skills of the future
Ethical use of technology	The ethical use of technology
Automation impact on jobs	Technology and automation and their impact on jobs



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Slide 5 The Decline of Authority
Supporters of former President Jair Bolsonaro clash with security forces as they raid the National Congress in Brasilia, Brazil, 08 January 2023. Joedson Alves/Anadolu Agency via Getty Images

Slide 15 Innovation on the Ballot
A tractor with a flag that translates into “When farmers starve, hunger is born" drives back from a rural farmers' protest against the government's plan to curb nitrogen pollution by 70 percent by 2030, in Stroe, near Amsterdam: Sem Van Der Wal/ANP/AFP via Getty Images

Slide 25 A Reset for Science in Society
World Health Organization (WHO) Director-General Tedros Adhanom Ghebreyesus attends a daily press briefing on the COVID-19 outbreak: Fabrice Coffrini/AFP via Getty Images

Slide 32 Restoring Trust in the Promise of Innovation
Technician in sterile coverall holds wafer that reflects many different colors: PonyWang via Getty Images

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