2024
Edelman Trust Barometer

Saudi Arabia 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

⊖ ⓪ ⊕   ◯ **Significant change**
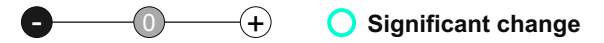
Indicates a statistically meaningful difference or change in the data that is unlikely to be due to chance or a random fluctuation.

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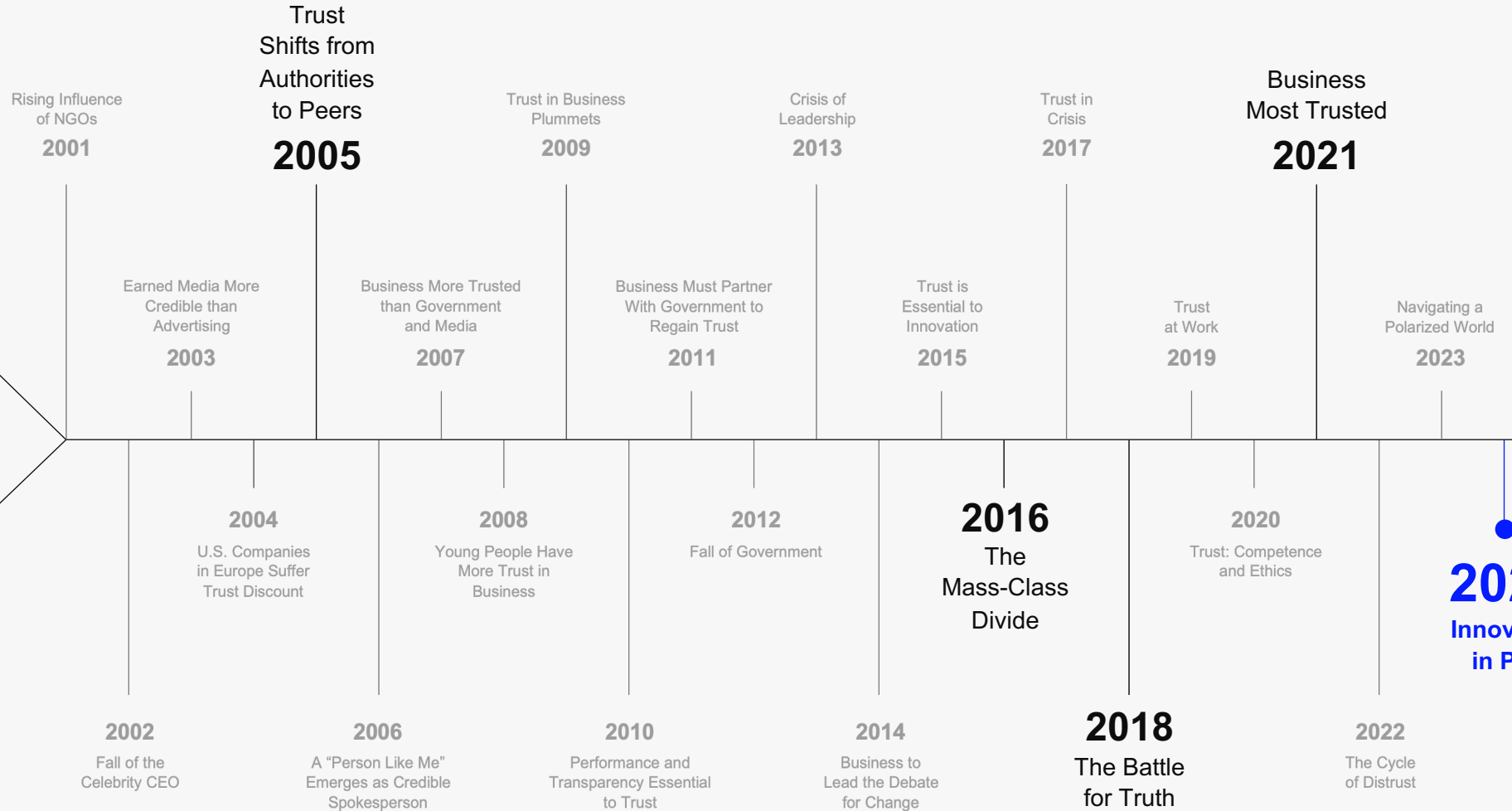
Shortened question text

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

Rising Influence
of NGOs
2001

Fall of the
Celebrity CEO
2002

Earned Media More
Credible than
Advertising
2003

U.S. Companies
in Europe Suffer
Trust Discount
2004

Trust
Shifts from
Authorities
to Peers
2005

A "Person Like Me"
Emerges as Credible
Spokesperson
2006

Business More Trusted
than Government
and Media
2007

Young People Have
More Trust in
Business
2008

Trust in Business
Plummets
2009

Performance and
Transparency Essential
to Trust
2010

Business Must Partner
With Government to
Regain Trust
2011

Fall of Government
2012

Crisis of
Leadership
2013

Business to
Lead the Debate
for Change
2014

Trust is
Essential to
Innovation
2015

2016
The
Mass-Class
Divide

Trust in
Crisis
2017

2018
The Battle
for Truth

Trust
at Work
2019

2020
Trust: Competence
and Ethics

Business
Most Trusted
2021

The Cycle
of Distrust
2022

Navigating a
Polarized World
2023

2024
**Innovation
in Peril**

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

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?

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**

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**
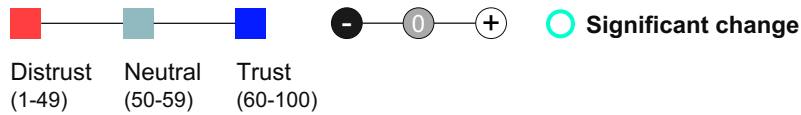
2024 Trust Index among

Developing countries **63**

Developed countries **49**

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

In Saudi Arabia, Government and Business Competence Greater Than NGOs and Media

(Competence score, net ethical score)

Ethical

Government 2 pts more competent than business

NGOs
(6, 5) ■

Business
(27, 0)

Less competent

Competent
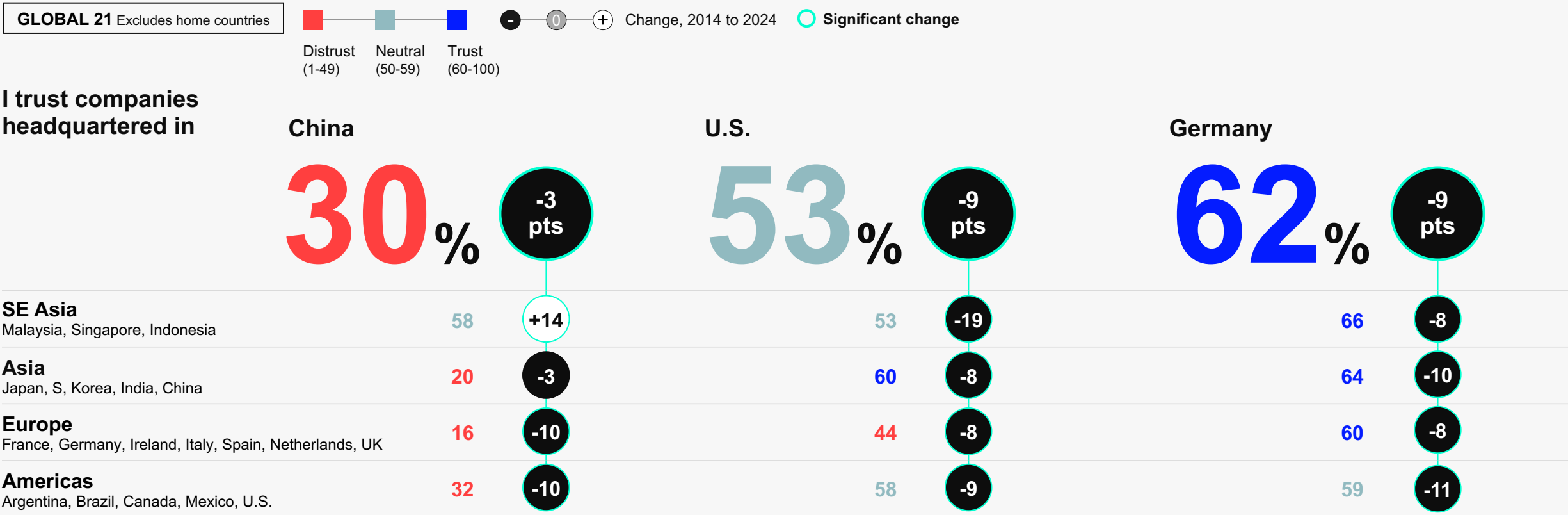
■ Media
(5, 0)

■ Government
(29, -4)
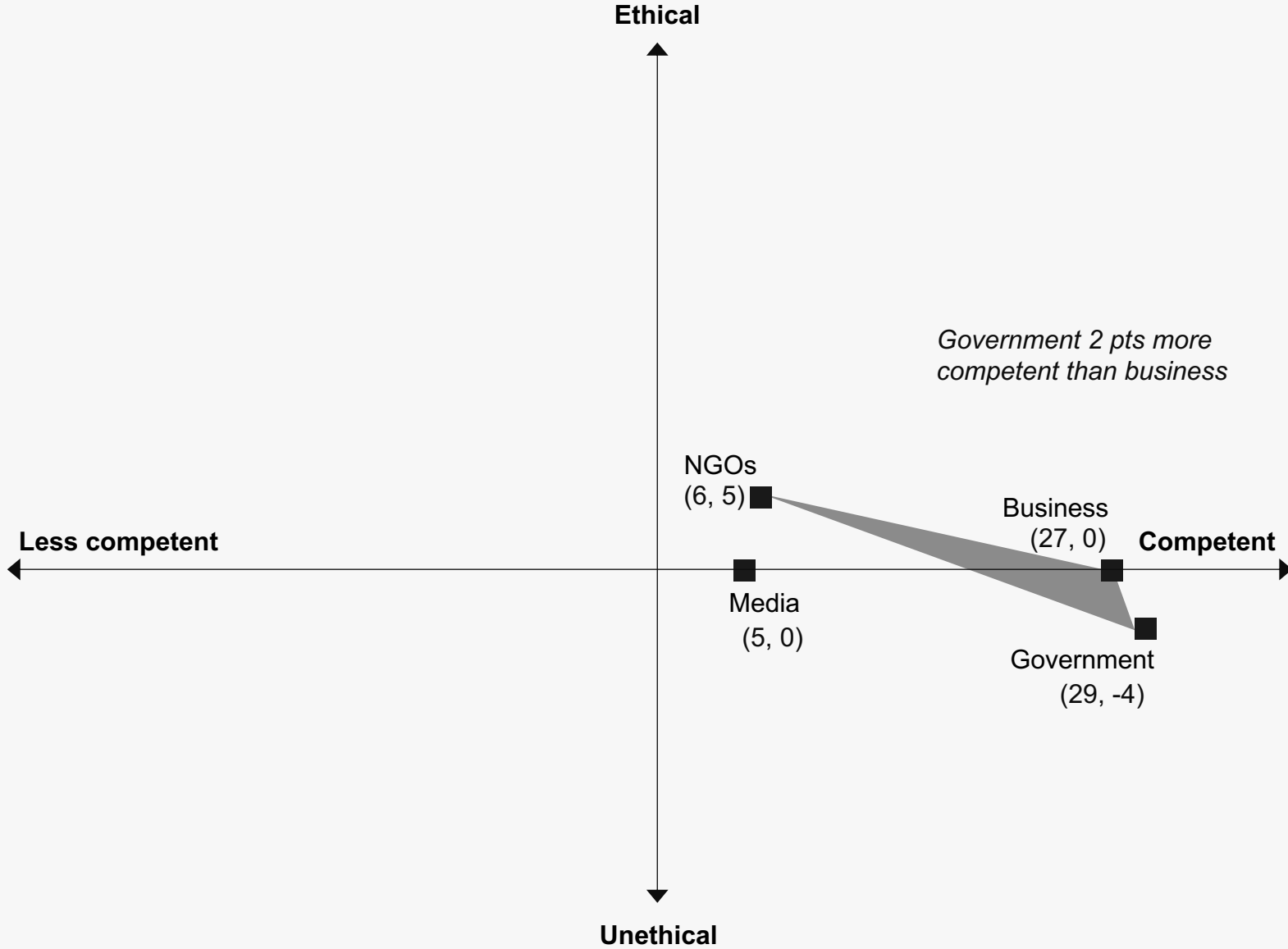
Unethical

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, Saudi Arabia.

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

Establishment Leaders Not Trusted to Tell Us the Truth

Percent who worry, in Saudi Arabia

— ─ ⊙ ─ ⊕   ◯ **Significant change**

41%
-8 pts
Change, 2023 to 2024

Government leaders

56%
0 pts
Change, 2023 to 2024

Business leaders

60%
+8 pts
Change, 2023 to 2024

Journalists and reporters

are **purposely trying to mislead people** by
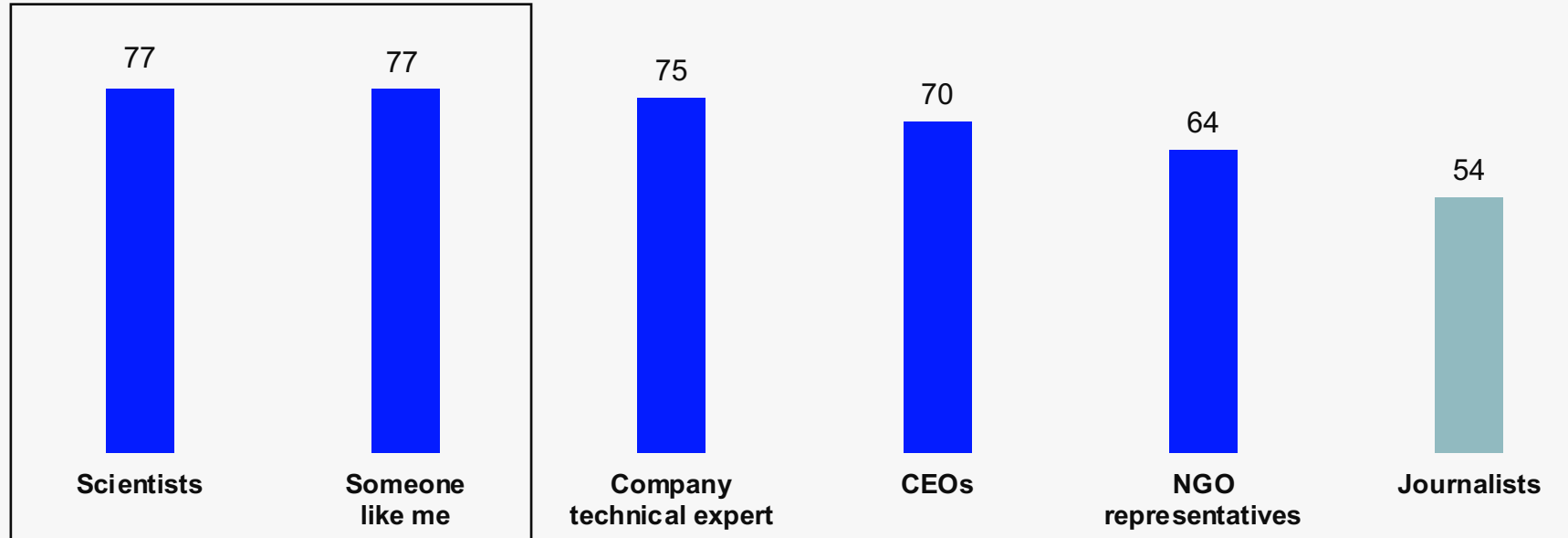saying things they know are false or gross exaggerations
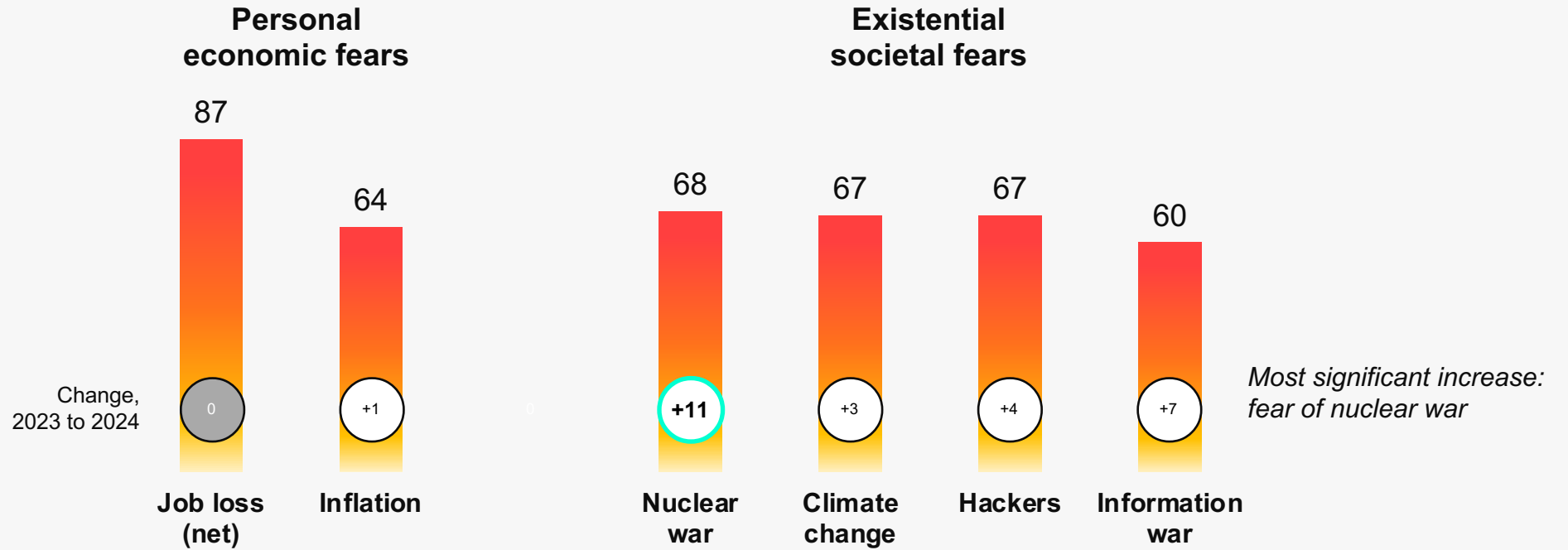
Dispersion of Authority: Peers on Par With Scientists

Percent trust in, Saudi Arabia

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

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

Scientists	Someone like me	Company technical expert	CEOs	NGO representatives	Journalists
77	77	75	70	64	54

Economic Fears Persist as Societal Concerns Rise

In Saudi Arabia, percent who worry about...

− ── **0** ── **+**   ◯ **Significant change**

**Personal
economic fears**

**Existential
societal fears**

87

64

68

67

67

60

Change,
2023 to 2024

0

+1

+11

+3

+4

+7

*Most significant increase:
fear of nuclear war*

**Job loss
(net)**

Inflation

**Nuclear
war**

**Climate
change**

Hackers

**Information
war**

Trust Imbalance: Business Most Trusted to Integrate Innovation into Society

Percent trust, in Saudi Arabia

Distrust (1-49)   Neutral (50-59)   Trust (60-100)
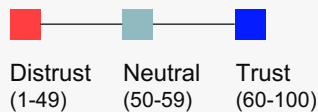
I trust each with the introduction of innovations into society, ensuring they are

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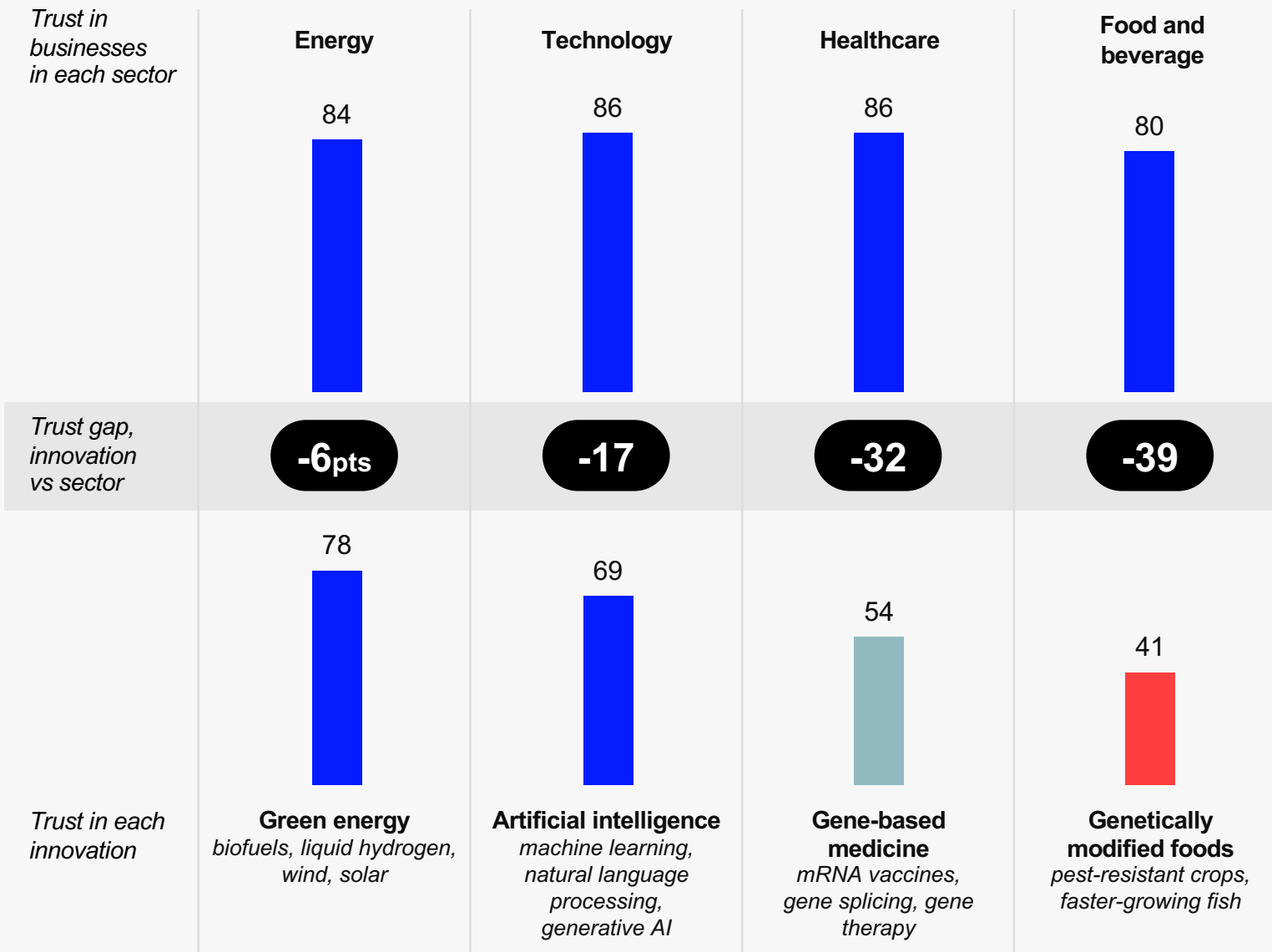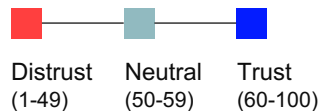- *Beneficial*
- *Accessible*

	Business	Media	NGOs
	72	62	60
Low income	68	51	52
High income	82	77	77

Less trust among those with low income

Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

Percent trust, in Saudi Arabia

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

	Energy	Technology	Healthcare	Food and beverage
Trust in businesses in each sector	84	86	86	80
Trust gap, innovation vs sector	**-6pts**	**-17**	**-32**	**-39**
	78	69	54	41
Trust in each innovation	**Green energy** *biofuels, liquid hydrogen, wind, solar*	**Artificial intelligence** *machine learning, natural language processing, generative AI*	**Gene-based medicine** *mRNA vaccines, gene splicing, gene therapy*	**Genetically modified foods** *pest-resistant crops, faster-growing fish*

Acceptance of Innovation at Stake

Percent who say, in Saudi Arabia

I reject this innovation   **I embrace this innovation**

	Reject	Embrace	
Green energy	13	55	***Innovation success:** More enthusiasm for green energy*
AI	23	44	***At a crossroads:** More recent technologies struggle to build enthusiasm*
Gene-based medicine	36	32	
GMO foods	54	20	***Innovation failure:** GMO foods strongly resisted*

Innovation is on the Ballot

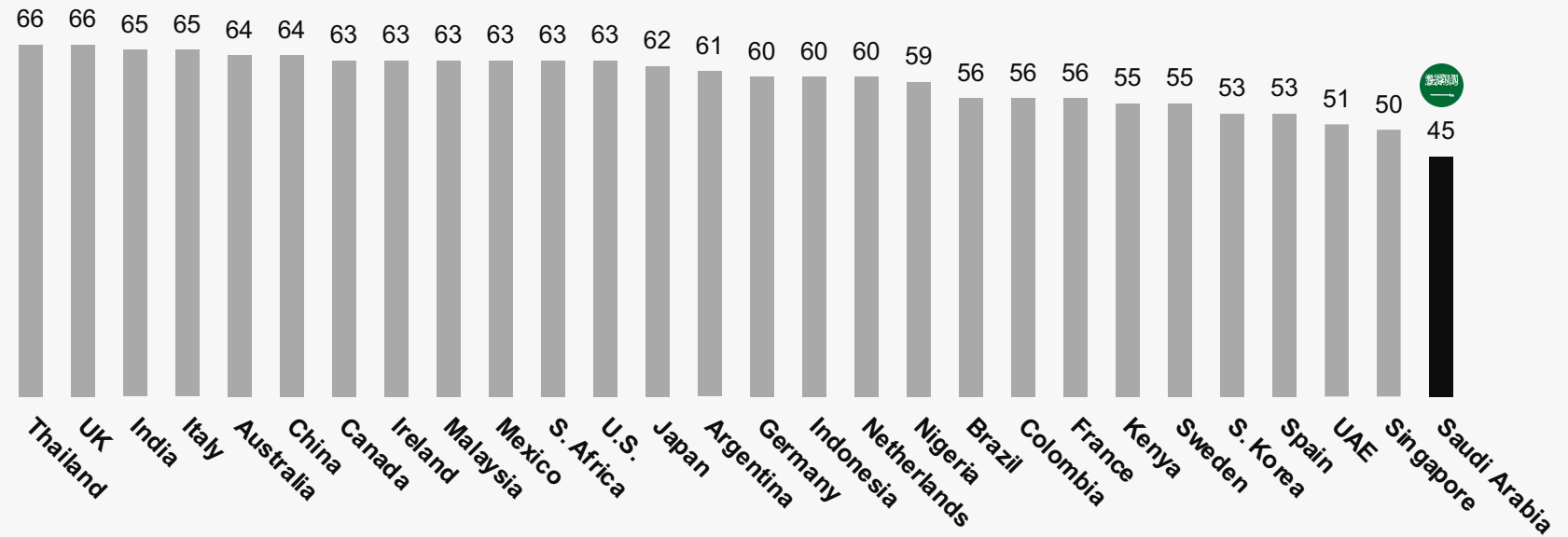# Government Lacks Competence to Regulate Emerging Innovations

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

66	66	65	65	64	64	63	63	63	63	63	63	62	61	60	60	60	59	56	56	56	55	55	53	53	51	50	45
Thailand	UK	India	Italy	Australia	China	Canada	Ireland	Malaysia	Mexico	S. Africa	U.S.	Japan	Argentina	Germany	Indonesia	Netherlands	Nigeria	Brazil	Colombia	France	Kenya	Sweden	S. Korea	Spain	UAE	Singapore	Saudi Arabia

Concerned Government Has Too Much Influence on Science

Percent who agree, in Saudi Arabia

Science has become politicized in this country

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

41%

63%

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

On average, percent who say

GLOBAL 28

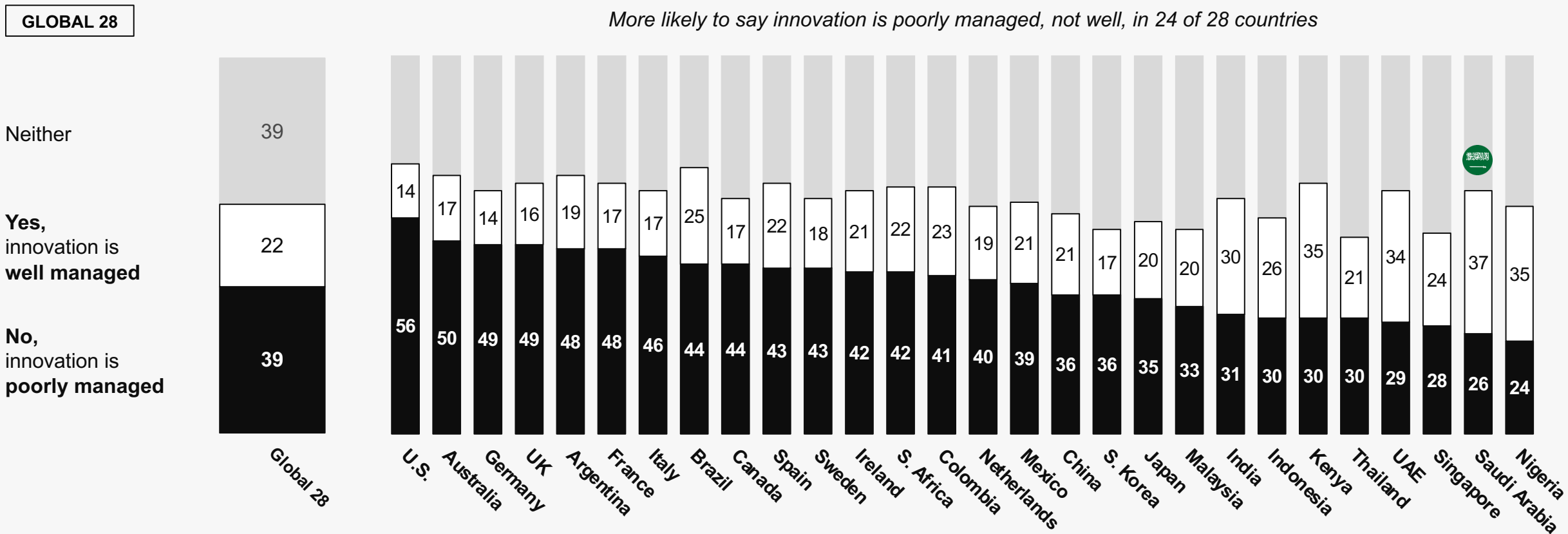**In thinking about innovation –**

- *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**
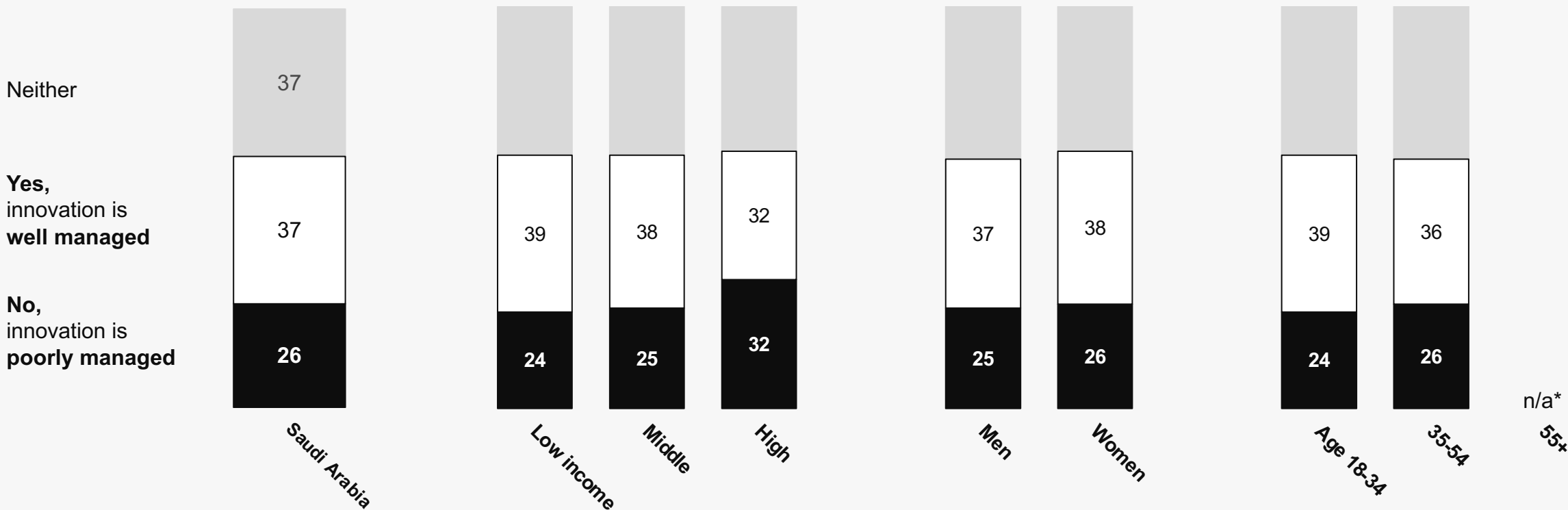to say innovation is poorly managed vs well managed

39

22

39

No,
innovation
is poorly managed

Yes,
innovation
is well managed

Neither
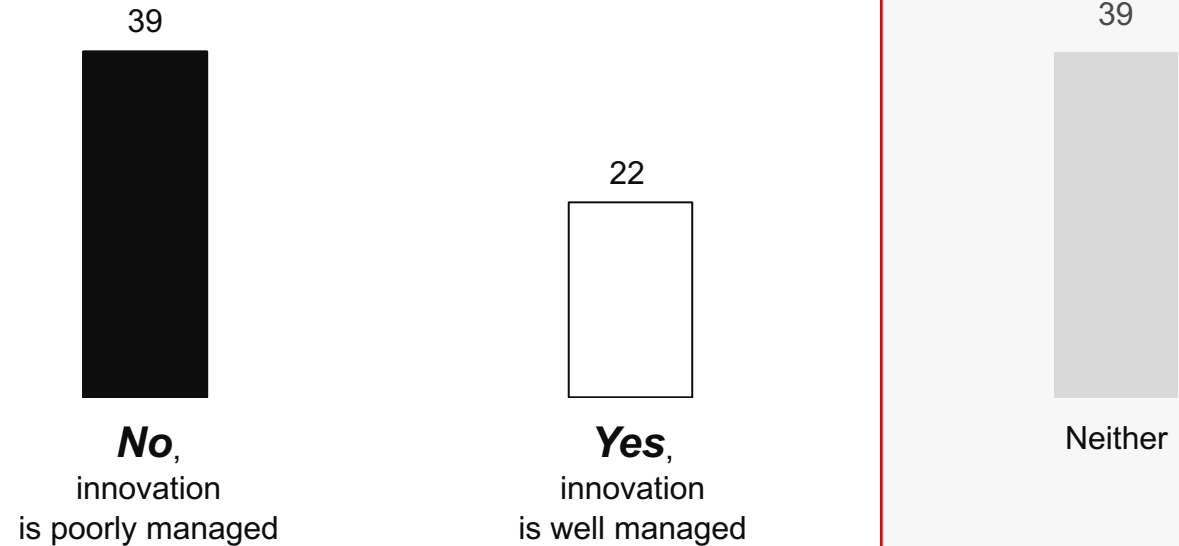
Nearly All Countries More Likely to Believe Innovation is Mismanaged Rather Than Well Managed

On average, percent who say

GLOBAL 28

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

Neither

Yes,
innovation is
well managed

No,
innovation is
poorly managed

	Global 28	U.S.	Australia	Germany	UK	Argentina	France	Italy	Brazil	Canada	Spain	Sweden	Ireland	S. Africa	Colombia	Netherlands	Mexico	China	S. Korea	Japan	Malaysia	India	Indonesia	Kenya	Thailand	UAE	Singapore	Saudi Arabia	Nigeria
Neither	39																												
Yes	22	14	17	14	16	19	17	17	25	17	22	18	21	22	23	19	21	21	17	20	20	30	26	35	21	34	24	37	35
No	39	56	50	49	49	48	48	46	44	44	43	43	42	42	41	40	39	36	36	35	33	31	30	30	30	29	28	26	24

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

On average, percent who say, in Saudi Arabia

Neither

Yes, innovation is **well managed**

No, innovation is **poorly managed**

	Saudi Arabia	Low income	Middle	High	Men	Women	Age 18-34	35-54	55+
Neither	37								
Yes	37	39	38	32	37	38	39	36	
No	26	24	25	32	25	26	24	26	n/a*

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

Percent who say
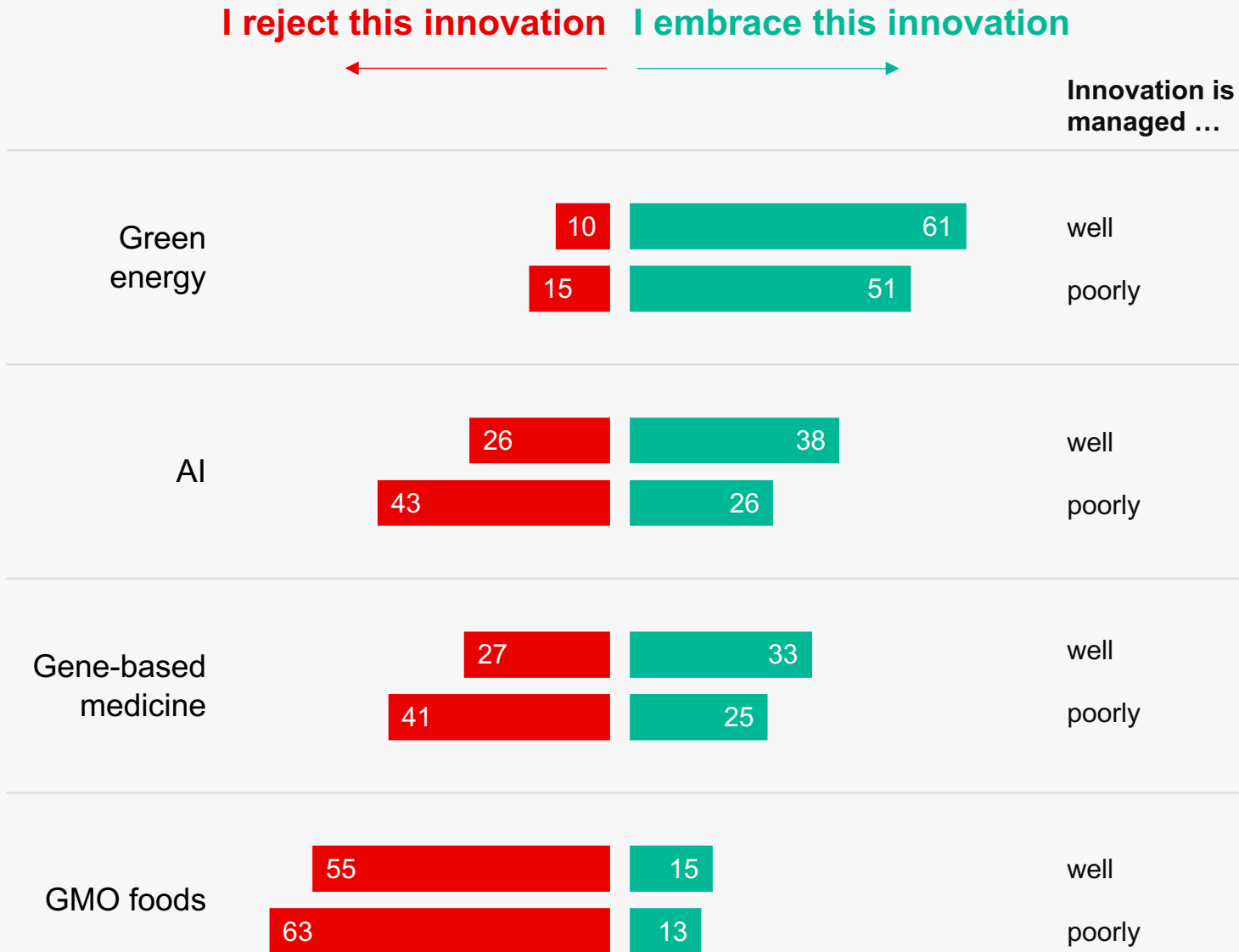
GLOBAL 28

I reject this innovation   **I embrace this innovation**

Innovation is managed …

Green energy

10	61	well
15	51	poorly

AI

26	38	well
43	26	poorly

Gene-based medicine

27	33	well
41	25	poorly

GMO foods

55	15	well
63	13	poorly

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

Far greater resistance on the right than on the left

	Global 21	U.S.	Australia	Germany	Canada	Italy	Spain	UK	Netherlands	France	Ireland	Brazil	Colombia	Sweden	S. Korea	India	Kenya	S. Africa	Nigeria	Mexico	Malaysia	Argentina
Difference	7 pts	41	23	20	18	14	13	13	11	9	7	6	6	6	2	-1	-2	-2	-5	-7	-8	-8
Right	**27**	**53**	**37**	**47**	**37**	**32**	**32**	**35**	**38**	**45**	**30**	**22**	**24**	**29**	13	12	15	**23**	14	14	16	13
Left	**20**	12	14	**27**	19	18	19	**22**	**27**	**36**	**23**	16	18	**23**	11	13	17	**25**	19	**21**	**24**	**21**

Political leaning

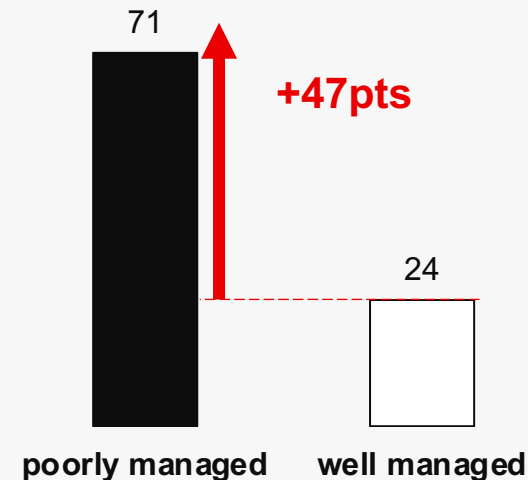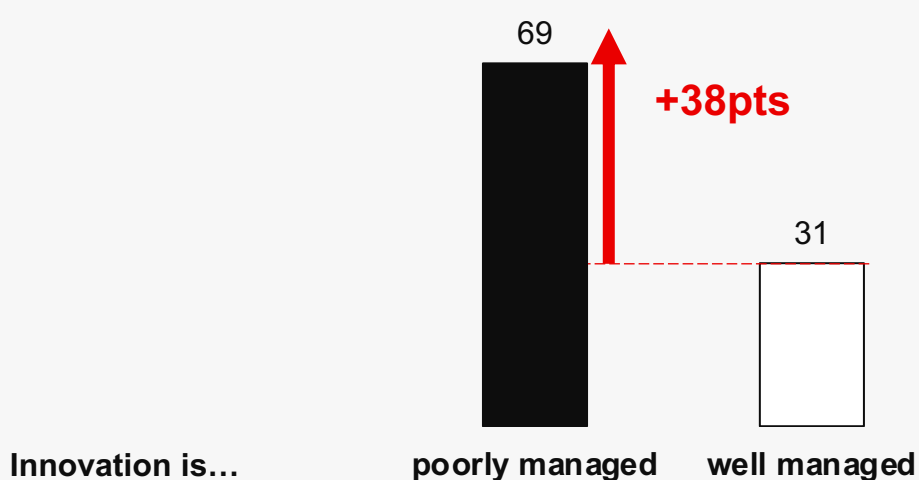bold font indicates
20% or more reject innovation

When Institutions Mismanage Innovation, We Feel Both Technology and Society Are Leaving Us Behind
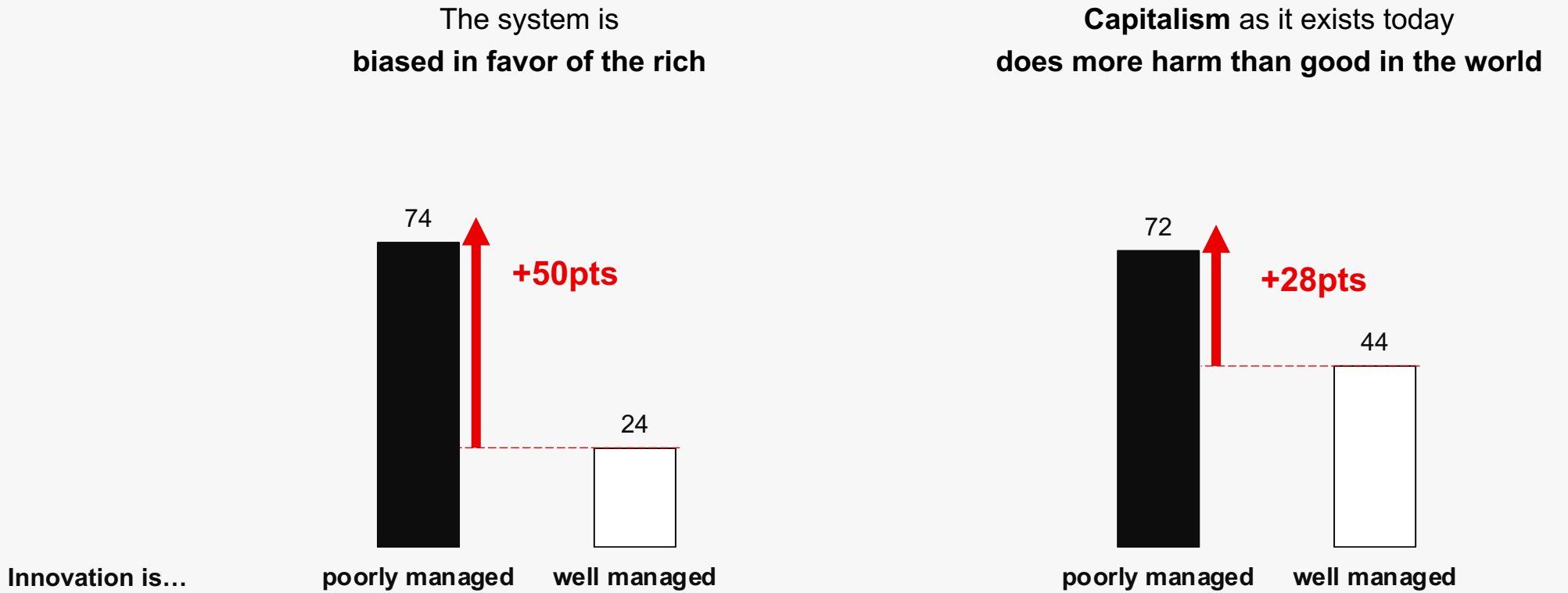
Percent who say, in Saudi Arabia

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

+38pts

69

31

Innovation is…

poorly managed   **well managed**

+47pts

71

24

poorly managed   **well managed**

When Institutions Mismanage Innovation, Fairness and Capitalism in Question

Percent who say, in Saudi Arabia

The system is
biased in favor of the rich

Capitalism as it exists today
does more harm than good in the world

74

+50pts

24

72

+28pts

44

Innovation is…

poorly managed   **well managed**

poorly managed   **well managed**

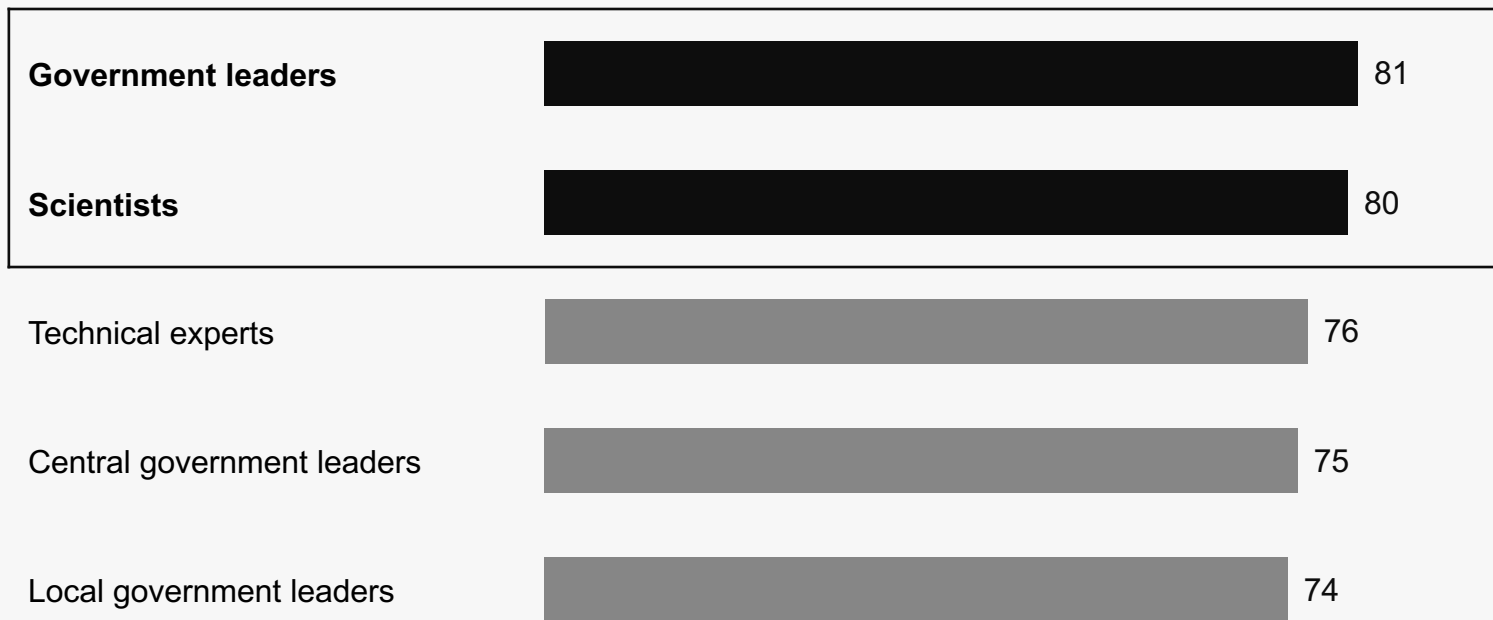# A Reset for Science in Society

Scientists and Government Leaders Expected to Lead on Implementation of Innovation

Percent who say, in Saudi Arabia

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

Showing top 5 of 11 items

Government leaders	81
Scientists	80
Technical experts	76
Central government leaders	75
Local government leaders	74

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

Average acceptance rating

for each innovation

GLOBAL 28
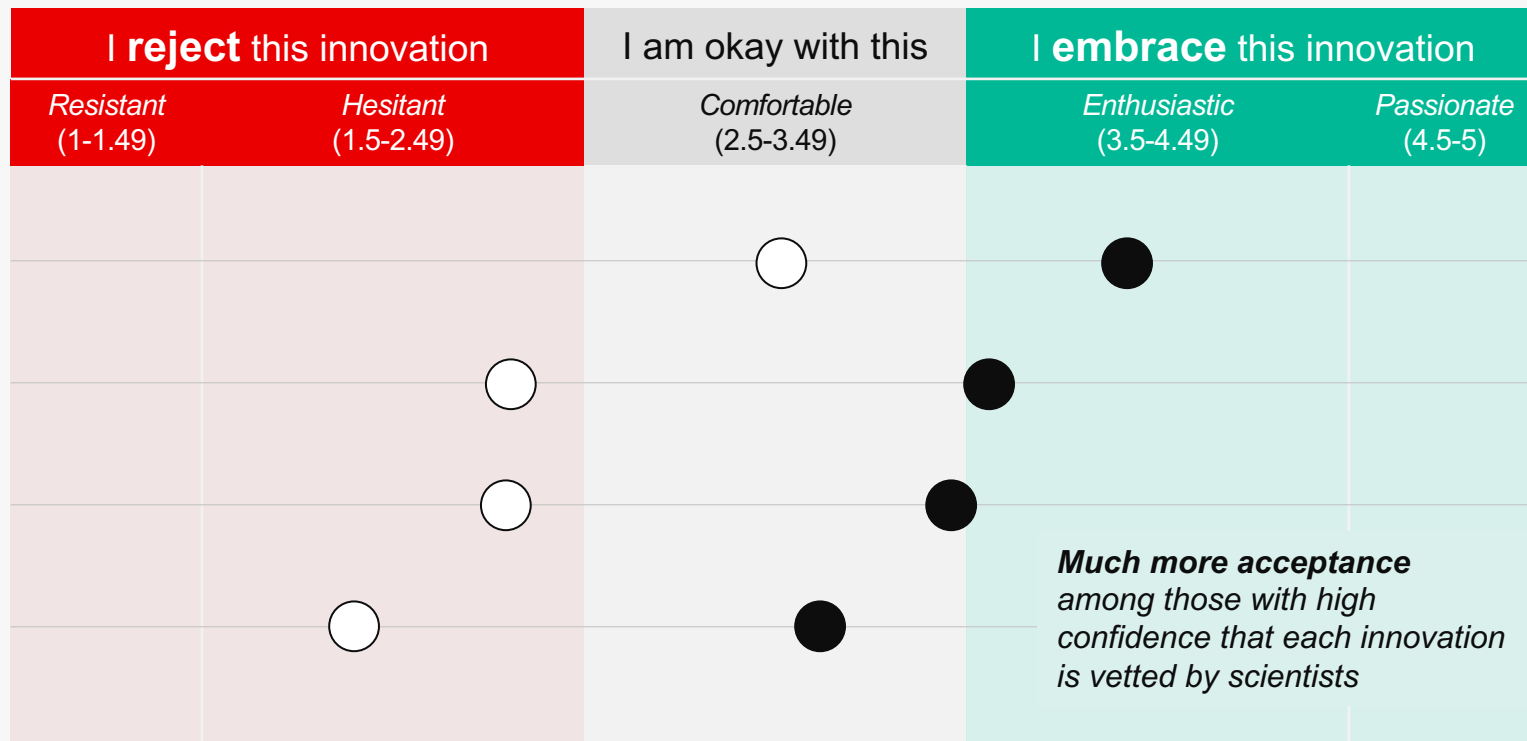
Among those who have

○   ●

low   high

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

	I **reject** this innovation		I am okay with this	I **embrace** this innovation	
	Resistant (1-1.49)	*Hesitant* (1.5-2.49)	*Comfortable* (2.5-3.49)	*Enthusiastic* (3.5-4.49)	*Passionate* (4.5-5)
Green energy			○	●	
AI		○		●	
Gene-based medicine		○		●	
GMO foods		○	●		

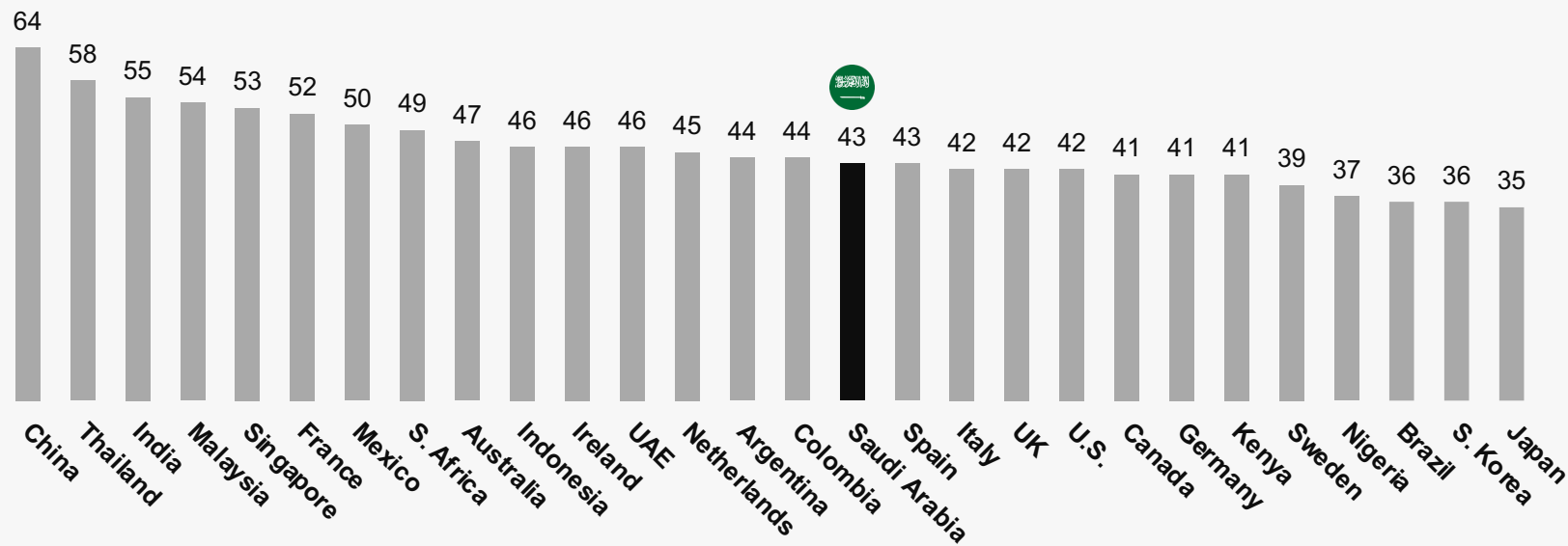*Much more acceptance among those with high confidence that each innovation is vetted by scientists*

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%

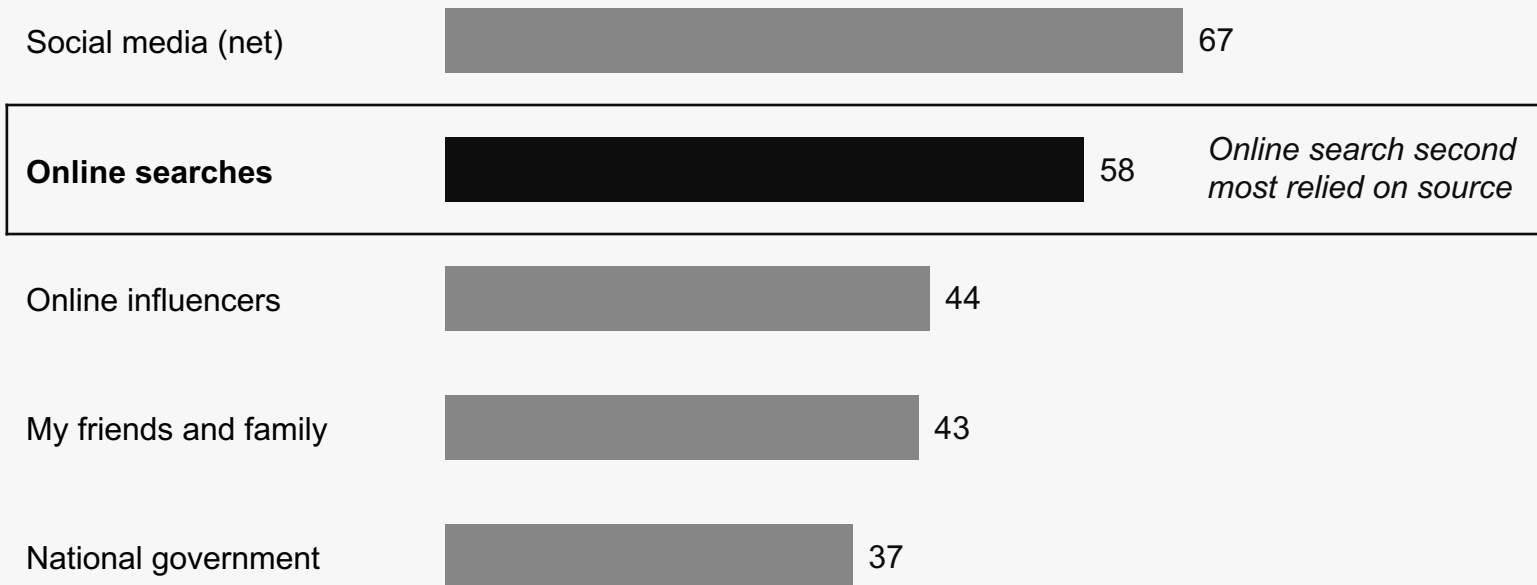| China	Thailand	India	Malaysia	Singapore	France	Mexico	S. Africa	Australia	Indonesia	Ireland	UAE	Netherlands	Argentina	Colombia	Saudi Arabia	Spain	Italy	UK	U.S.	Canada	Germany	Kenya	Sweden	Nigeria	Brazil	S. Korea	Japan
64	58	55	54	53	52	50	49	47	46	46	46	45	44	44	43	43	42	42	42	41	41	41	39	37	36	36	35

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

Percent who say, in Saudi Arabia

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

Showing top 5 of 9 items

Social media (net)	67
Online searches	58 — *Online search second most relied on source*
Online influencers	44
My friends and family	43
National government	37

To Be Trusted With Innovation, Protect Core Values and Give Me a Voice

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

Across institutions, listening and protecting core values are top 3 trust-building actions

Business	%
Keep innovations affordable	85
Work with government to introduce change effectively	84
Hear our concerns, let us ask questions	**83**

NGOs	%
Protect our core values	**84**
Ensure our future prosperity	80
Help people keep up	80

Government	%
Ensure our future prosperity	84
Protect our core values	**84**
Hear our concerns, let us ask questions	**82**

Media	%
Protect our core values	**83**
Ensure our future prosperity	82
Assess, then inform me on innovation impact	81

To Earn My Acceptance, Give Us Control Over the Impact of Innovations
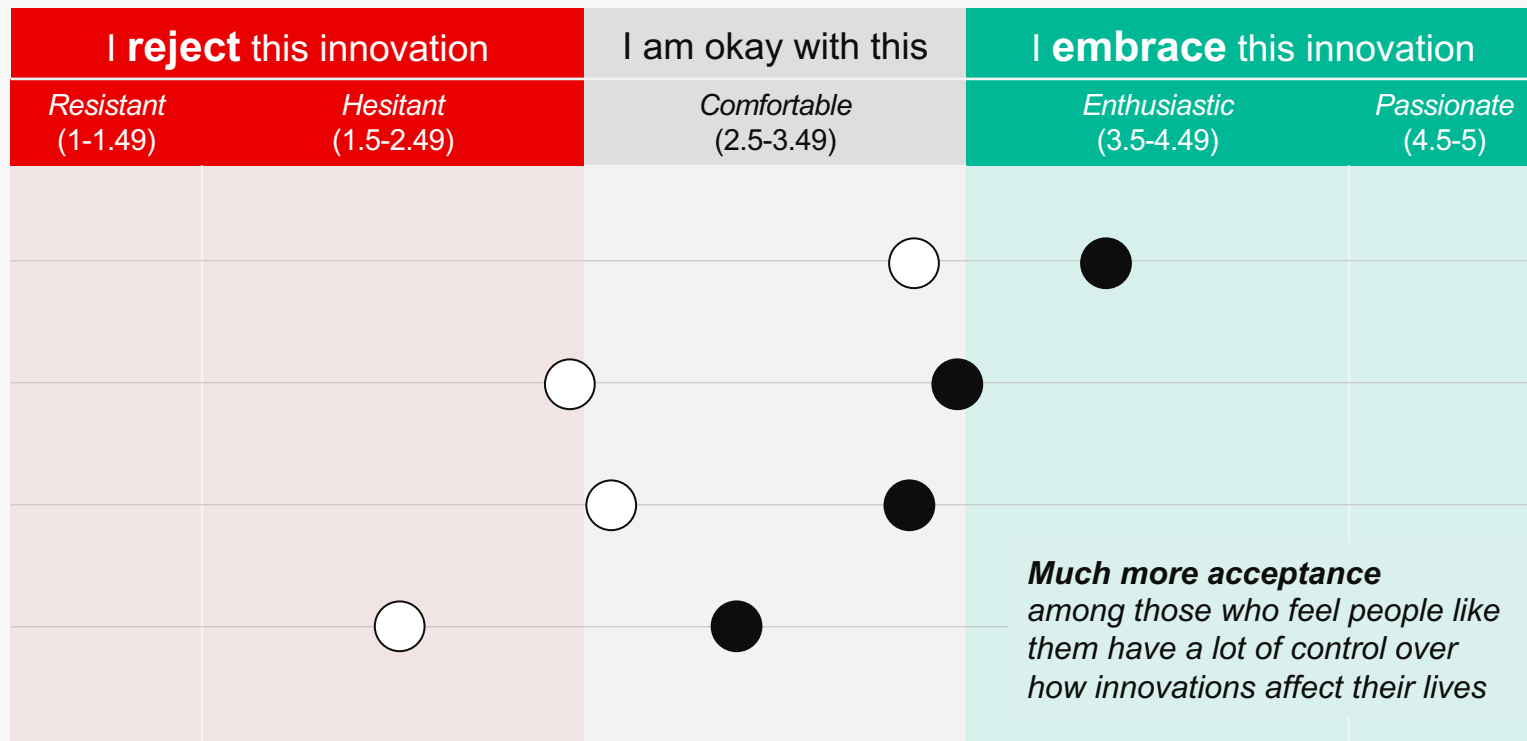
Average acceptance rating
for each innovation

GLOBAL 28

Among those who believe
"people like me" have

○   ●

little   a lot of

control over how
these innovations
affect their lives

	I **reject** this innovation		I am okay with this	I **embrace** this innovation	
	Resistant (1-1.49)	*Hesitant* (1.5-2.49)	*Comfortable* (2.5-3.49)	*Enthusiastic* (3.5-4.49)	*Passionate* (4.5-5)
Green energy			○	●	
AI		○		●	
Gene-based medicine		○		●	
GMO foods		○	●		

*Much more acceptance
among those who feel people like
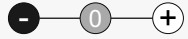them have a lot of control over
how innovations affect their lives*

Restoring Trust in the Promise of Innovation

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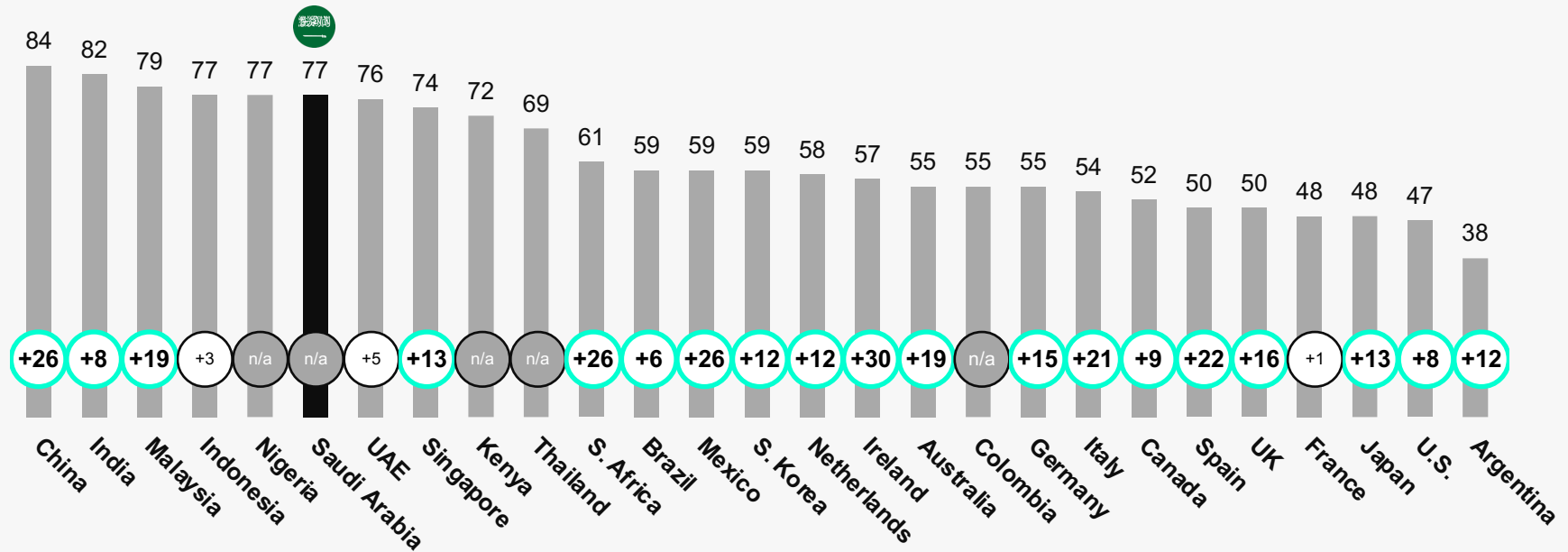
Percent who say

| GLOBAL 22 | ⊖——0——⊕ 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

	China	India	Malaysia	Indonesia	Nigeria	Saudi Arabia	UAE	Singapore	Kenya	Thailand	S. Africa	Brazil	Mexico	S. Korea	Netherlands	Ireland	Australia	Colombia	Germany	Italy	Canada	Spain	UK	France	Japan	U.S.	Argentina
Value	84	82	79	77	77	77	76	74	72	69	61	59	59	59	58	57	55	55	55	54	52	50	50	48	48	47	38
Change	+26	+8	+19	+3	n/a	n/a	+5	+13	n/a	n/a	+26	+6	+26	+12	+12	+30	+19	n/a	+15	+21	+9	+22	+16	+1	+13	+8	+12

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**

	I **reject** this innovation		I am okay with this	I **embrace** this innovation	
	Resistant (1-1.49)	*Hesitant* (1.5-2.49)	*Comfortable* (2.5-3.49)	*Enthusiastic* (3.5-4.49)	*Passionate* (4.5-5)
Green energy			○	●	
AI		○		●	
Gene-based medicine		○		●	
GMO foods		○	●		

Much more acceptance among those with high confidence that each innovation is effectively regulated

CEOs: Address Impacts of Innovation in Society

Percent who say, Saudi Arabia

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

59%

Among employees,

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

Job skills of the future	87
Ethical use of technology	84
Automation impact on jobs	83

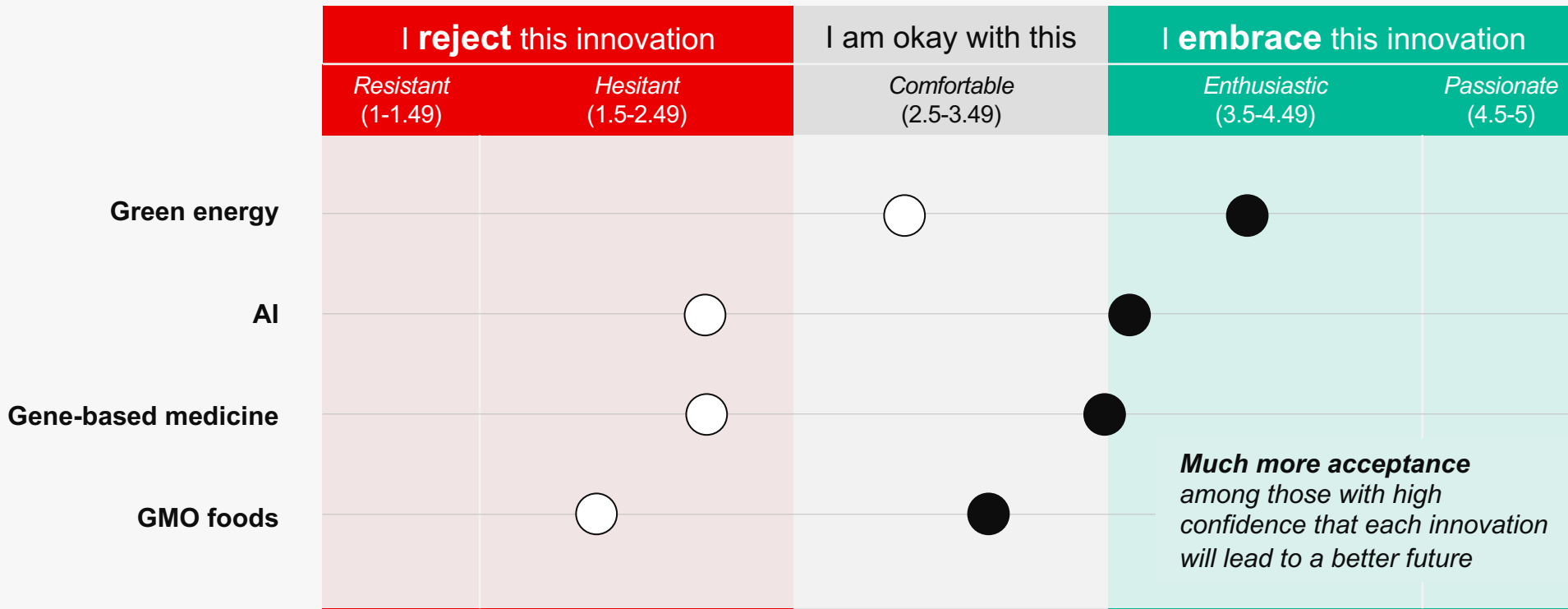# Show Me How Innovation Will Bring Us a Better Future

Average acceptance rating

for each innovation

GLOBAL 28

Among those who have

○ ●

low   high

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

	I **reject** this innovation		I am okay with this	I **embrace** this innovation	
	Resistant (1-1.49)	*Hesitant* (1.5-2.49)	*Comfortable* (2.5-3.49)	*Enthusiastic* (3.5-4.49)	*Passionate* (4.5-5)
Green energy			○	●	
AI		○		●	
Gene-based medicine		○		●	
GMO foods		○	●		

Much more acceptance among those with high confidence that each innovation will lead to a better future

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
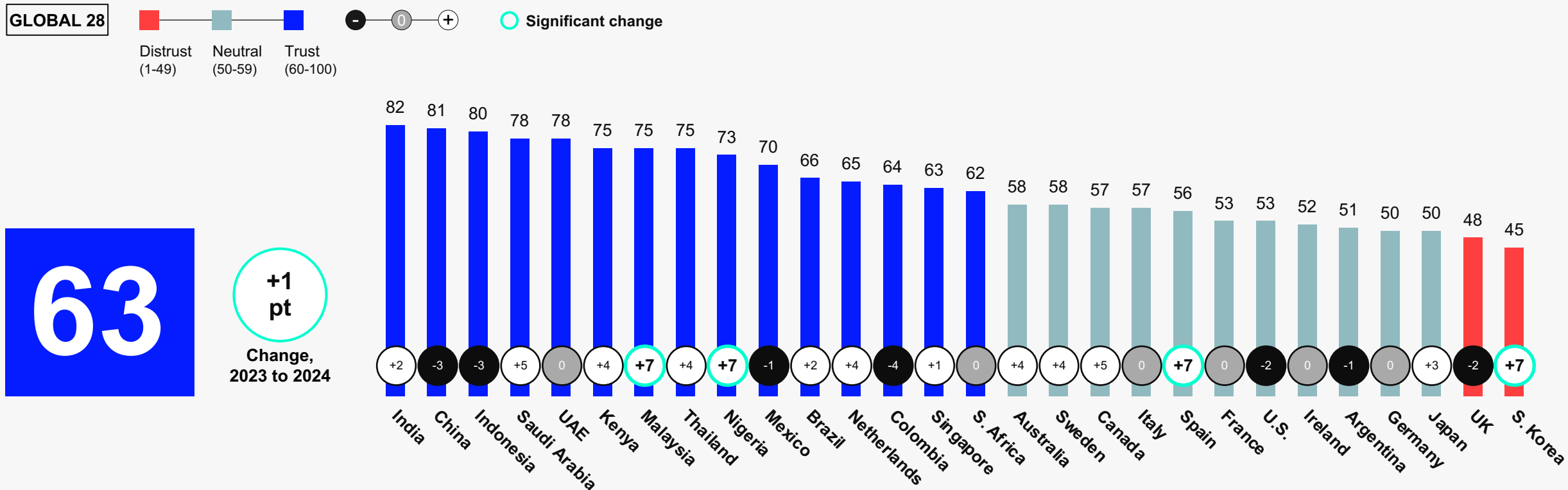
Percent trust

GLOBAL 28

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

— 0 +

○ Significant change

	Business	NGOs	Government	Media
	63	59	51	50
Change, 2023 to 2024	+1	+1	+1	+1

Business Trusted in 15 of 28 Countries

Percent trust in business

GLOBAL 28

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

– · 0 · +

○ Significant change

63

+1 pt
Change, 2023 to 2024

Country	Value	Change
India	82	+2
China	81	-3
Indonesia	80	-3
Saudi Arabia	78	+5
UAE	78	0
Kenya	75	+4
Malaysia	75	+7
Thailand	75	+4
Nigeria	73	+7
Mexico	70	-1
Brazil	66	+2
Netherlands	65	+4
Colombia	64	-4
Singapore	63	+1
S. Africa	62	0
Australia	58	+4
Sweden	58	+4
Canada	57	+5
Italy	57	0
Spain	56	+7
France	53	0
U.S.	53	-2
Ireland	52	0
Argentina	51	-1
Germany	50	0
Japan	50	+3
UK	48	-2
S. Korea	45	+7

NGOs Trusted in 12 of 28 Countries

Percent trust in NGOs

GLOBAL 28

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

− 0 + · ◯ Significant change

59 · **+1 pt** Change, 2023 to 2024

Country	Percent	Change
India	77	+3
Kenya	76	0
Nigeria	74	+3
China	72	-6
Thailand	72	+4
Malaysia	70	+1
Indonesia	69	0
UAE	69	-1
Singapore	66	+1
Mexico	64	-4
Saudi Arabia	64	-2
S. Africa	61	0
Brazil	59	-1
Australia	58	+5
France	56	+1
Canada	55	+2
Colombia	53	-4
Spain	53	0
Ireland	52	+1
Italy	52	+3
U.S.	52	+2
Argentina	51	-5
Netherlands	49	+2
S. Korea	49	+3
UK	47	0
Sweden	44	0
Germany	42	+1
Japan	40	+2

Government Distrusted in 17 of 28 Countries

Percent trust in government

GLOBAL 28

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

− 0 +

○ Significant change

51

+1 pt

Change, 2023 to 2024

Country	Value	Change
Saudi Arabia	86	+3
China	85	-4
UAE	84	-2
Singapore	77	+1
India	76	0
Indonesia	73	-3
Malaysia	67	+13
Thailand	64	+8
Netherlands	55	+4
Sweden	54	-3
Australia	50	+5
Canada	49	-2
Mexico	47	0
Ireland	45	-2
Brazil	42	+2
Germany	42	-5
Italy	42	-4
Kenya	42	-1
Nigeria	42	+7
S. Korea	41	+7
U.S.	40	-2
France	39	-2
Spain	36	0
Japan	32	-1
Colombia	31	-9
UK	30	-7
S. Africa	29	+7
Argentina	21	+1

Media Distrusted in 15 of 28 Countries

Percent trust in media

GLOBAL 28

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

− 0 +

◯ Significant change

50

+1 pt Change, 2023 to 2024

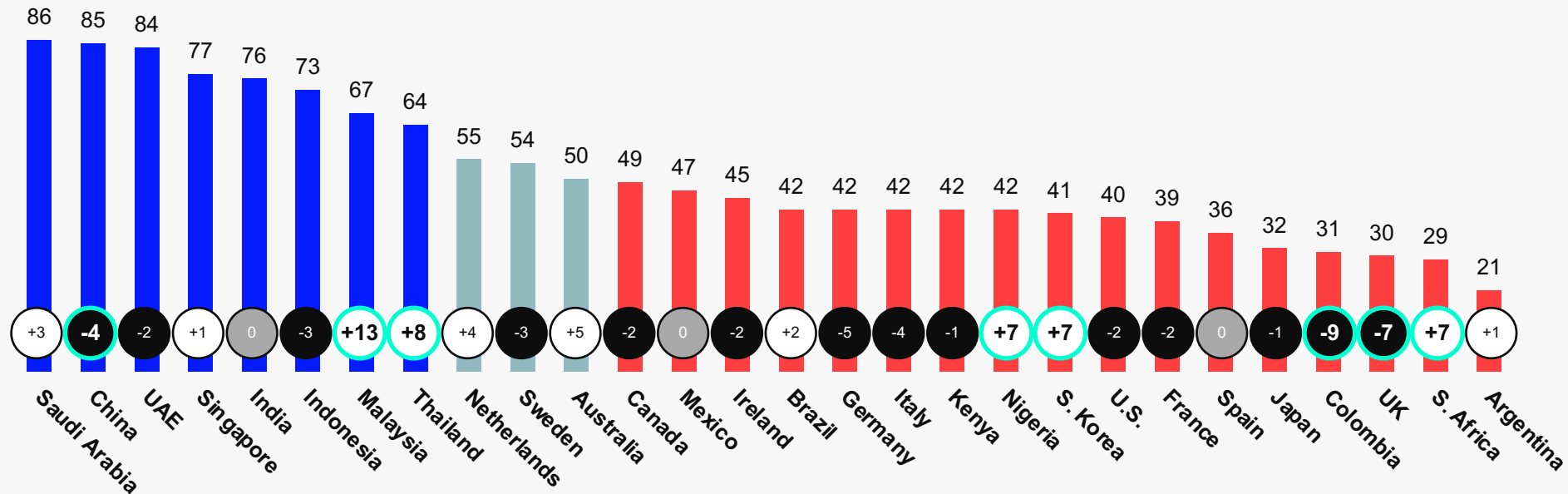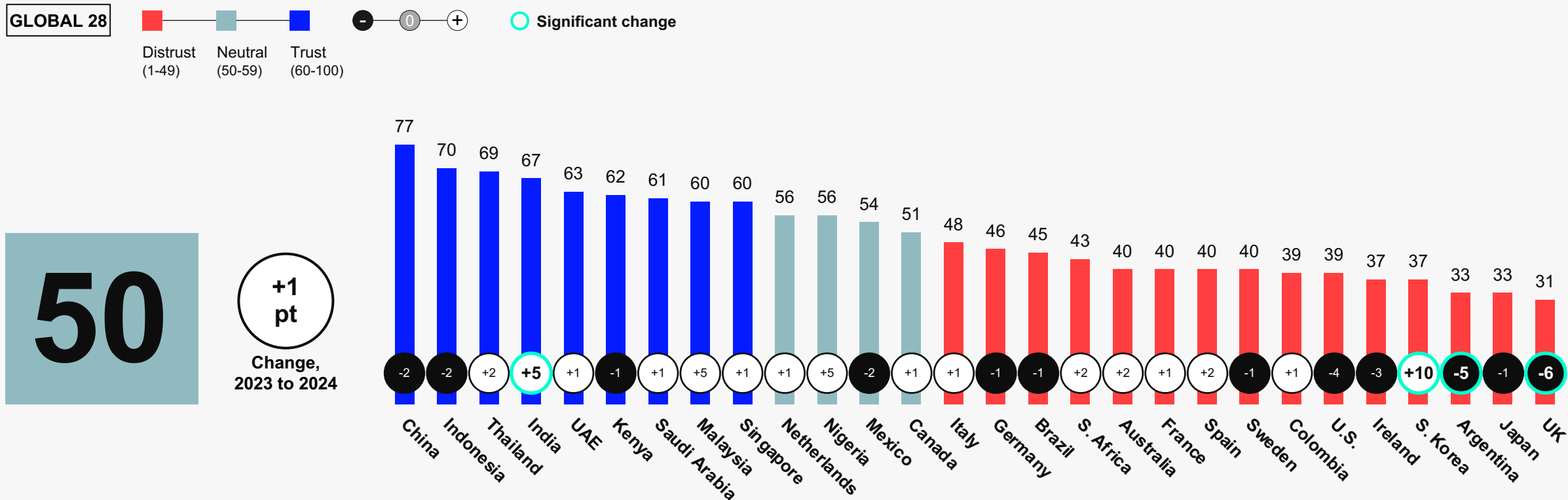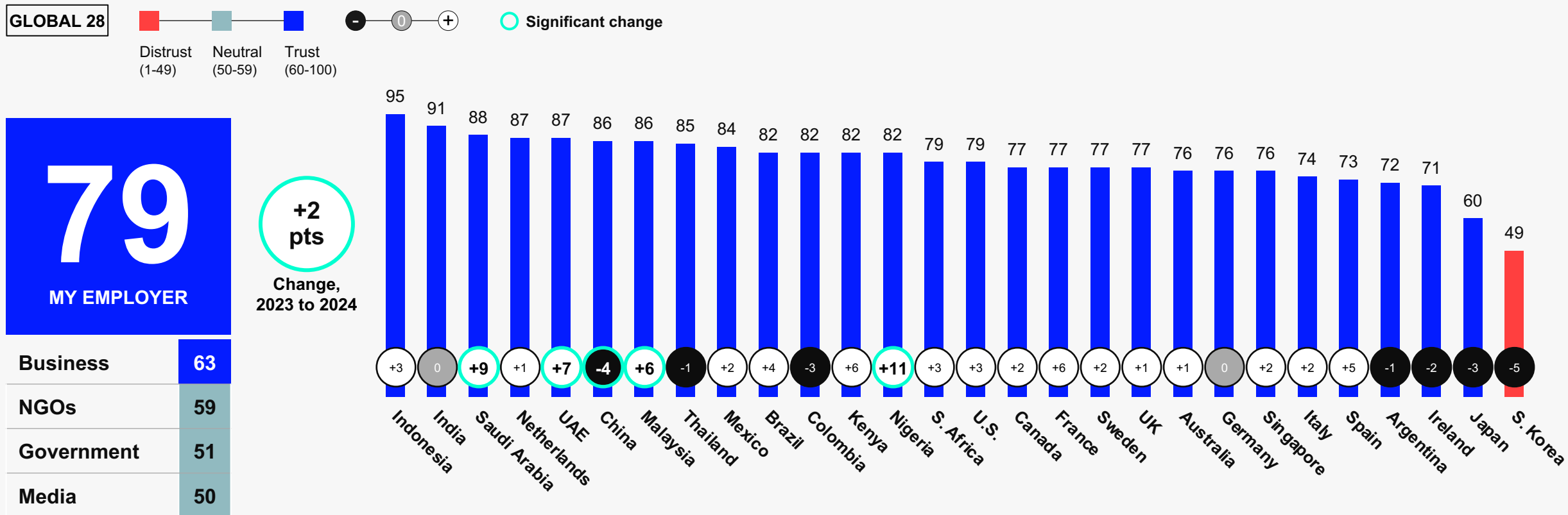| China	Indonesia	Thailand	India	UAE	Kenya	Saudi Arabia	Malaysia	Singapore	Netherlands	Nigeria	Mexico	Canada	Italy	Germany	Brazil	S. Africa	Australia	France	Spain	Sweden	Colombia	U.S.	Ireland	S. Korea	Argentina	Japan	UK
77	70	69	67	63	62	61	60	60	56	56	54	51	48	46	45	43	40	40	40	40	39	39	37	37	33	33	31
-2	-2	+2	+5	+1	-1	+1	+5	+1	+1	+5	-2	+1	+1	-1	-1	+2	+2	+1	+2	-1	+1	-4	-3	+10	-5	-1	-6

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."

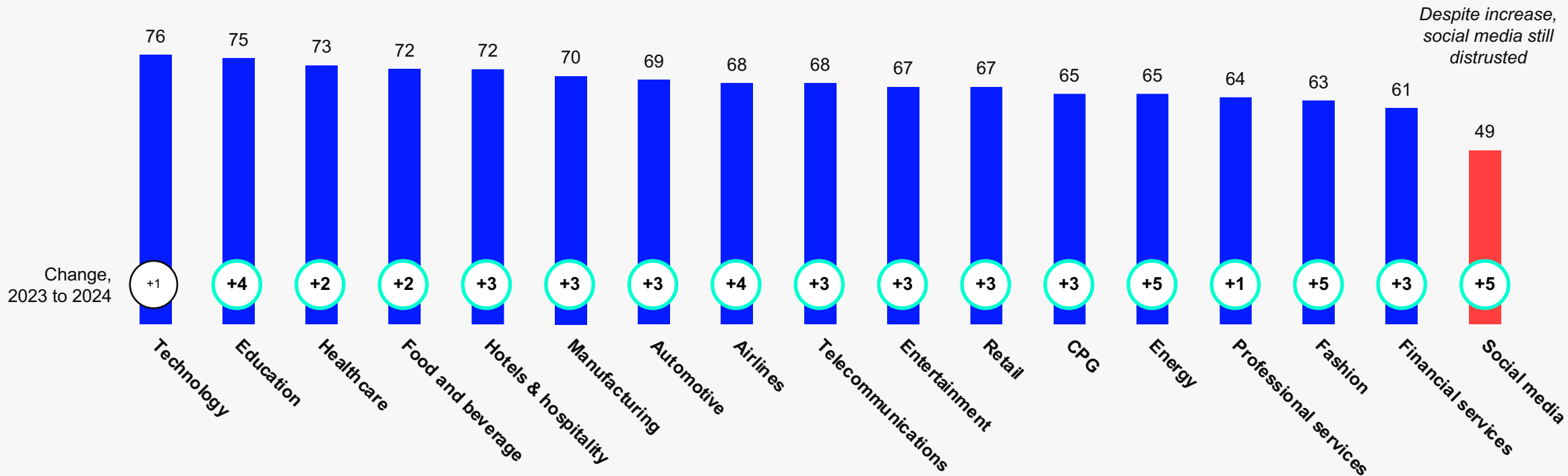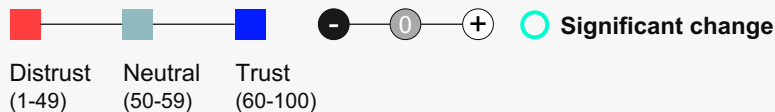# My Employer Trusted in 27 of 28 Countries

Percent trust

GLOBAL 28

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

— ⬤ 0 +

◯ **Significant change**

79
MY EMPLOYER

Business	63
NGOs	59
Government	51
Media	50

+2 pts

Change, 2023 to 2024

Country	Value	Change
Indonesia	95	+3
India	91	0
Saudi Arabia	88	+9
Netherlands	87	+1
UAE	87	+7
China	86	-4
Malaysia	86	+6
Thailand	85	-1
Mexico	84	+2
Brazil	82	+4
Colombia	82	-3
Kenya	82	+6
Nigeria	82	+11
S. Africa	79	+3
U.S.	79	+3
Canada	77	+2
France	77	+6
Sweden	77	+2
UK	77	+1
Australia	76	+1
Germany	76	0
Singapore	76	+2
Italy	74	+2
Spain	73	+5
Argentina	72	-1
Ireland	71	-2
Japan	60	-3
S. Korea	49	-5

Significant Trust Increases Across Most Industry Sectors

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

| GLOBAL 25 Excludes Mexico, S. Africa, U.S. |

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

⊖ – 0 + ⊕   ○ **Significant change**

Despite increase, social media still distrusted

	Technology	Education	Health care	Food and beverage	Hotels & hospitality	Manufacturing	Automotive	Airlines	Telecommunications	Entertainment	Retail	CPG	Energy	Professional services	Fashion	Financial services	Social media
Trust	76	75	73	72	72	70	69	68	68	67	67	65	65	64	63	61	49
Change, 2023 to 2024	+1	+4	+2	+2	+3	+3	+3	+4	+3	+3	+3	+3	+5	+1	+5	+3	+5

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.
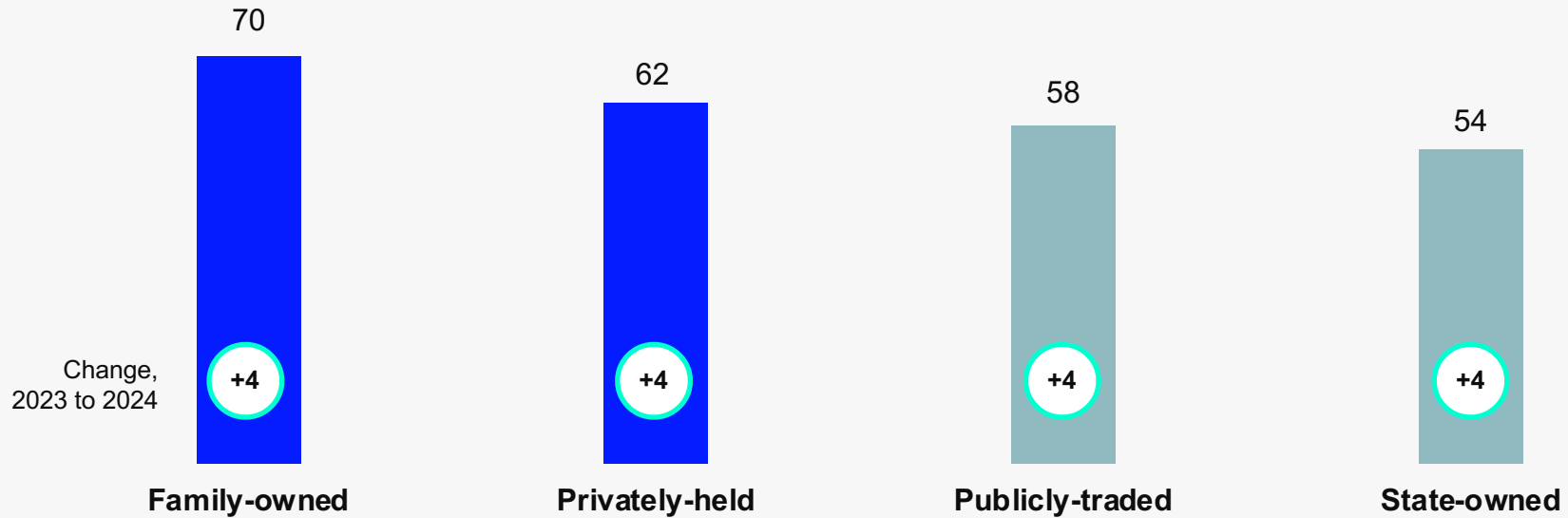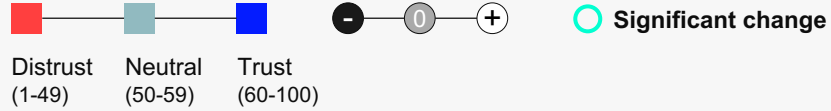
In S. Africa, the Afrikaans translation for "Food and beverage" was updated in 2024. In Mexico and the U.S., the Spanish translation for "Automotive" was updated in 2024. These language changes mean the 2024 data cannot compared to data from previous years and have been removed from this analysis for 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)

— 0 +

○ **Significant change**

70

62

58

54

Change, 2023 to 2024

+4

+4

+4

+4

Family-owned

Privately-held

Publicly-traded

State-owned

Family-Owned Business Most Trusted Type of Business

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

GLOBAL 22

🟥 Distrust (1-49)   🟦 Neutral (50-59)   🟦 Trust (60-100)   **—** **0** **+**   **Significant change***
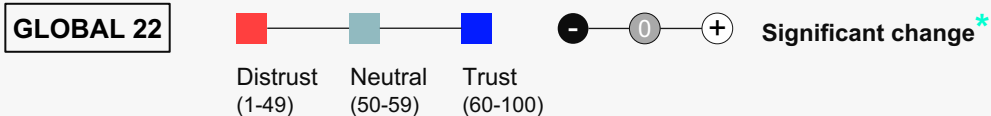
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	10yr change
Family-owned	70	66	68	70	-	70	69	63	67	66	68	-2
Privately-held	57	53	56	58	-	60	59	55	57	56	60	+3*
Publicly-traded	55	49	52	56	-	58	58	53	55	53	56	+1*
State-owned	49	44	47	53	-	56	52	50	51	49	53	+4*

European Union Distrusted in 12 of 28 Countries

Percent trust in the European Union

GLOBAL 28						
🟥 Distrust (1-49)	🟦 Neutral (50-59)	🟦 Trust (60-100)	− 0 +	⭕ Significant change		
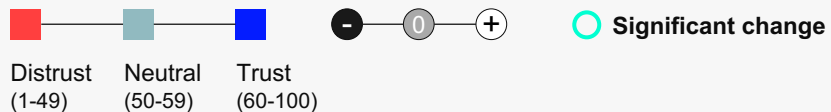
53

⭕ **-3 pts**
Change, 2023 to 2024

Country	Value	Change
China	71	-2
India	69	0
Thailand	69	-3
Kenya	66	-5
Nigeria	65	-1
UAE	64	-3
Ireland	62	-1
Netherlands	57	+3
Indonesia	56	-14
Spain	56	-4
Italy	55	-2
Singapore	55	0
Mexico	54	-6
Colombia	53	-5
Brazil	51	-5
Canada	50	+5
France	49	-4
S. Korea	49	-1
Germany	48	+1
Saudi Arabia	48	-12
Sweden	48	-8
Malaysia	47	-4
Japan	43	+8
S. Africa	43	+3
U.S.	42	-2
Australia	41	+3
UK	41	-4
Argentina	40	-4

United Nations Trusted in 11 of 28 Countries

Percent trust in the United Nations
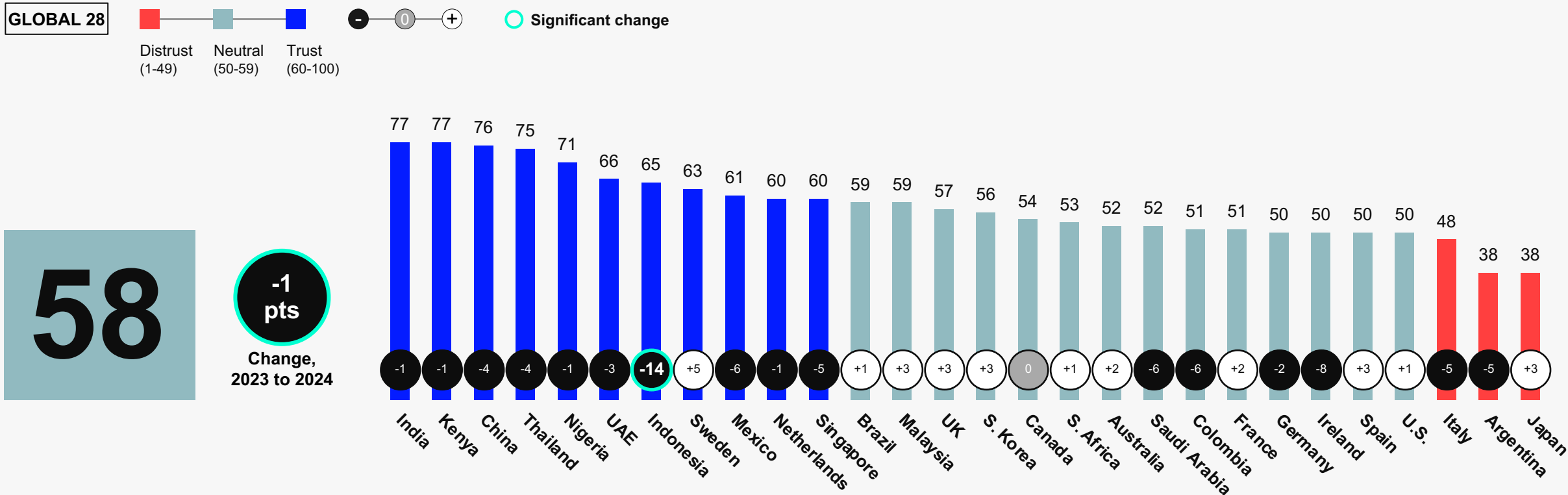
GLOBAL 28

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

⊖ ─ ⓪ ─ ⊕

◯ **Significant change**

58

⬤ **-1 pts** Change, 2023 to 2024

Country	Value	Change
India	77	-1
Kenya	77	-1
China	76	-4
Thailand	75	-4
Nigeria	71	-1
UAE	66	-3
Indonesia	65	-14
Sweden	63	+5
Mexico	61	-6
Netherlands	60	-1
Singapore	60	-5
Brazil	59	+1
Malaysia	59	+3
UK	57	+3
S. Korea	56	+3
Canada	54	0
S. Africa	53	+1
Australia	52	+2
Saudi Arabia	52	-6
Colombia	51	-6
France	51	+2
Germany	50	-2
Ireland	50	-8
Spain	50	+3
U.S.	50	+1
Italy	48	-5
Argentina	38	-5
Japan	38	+3

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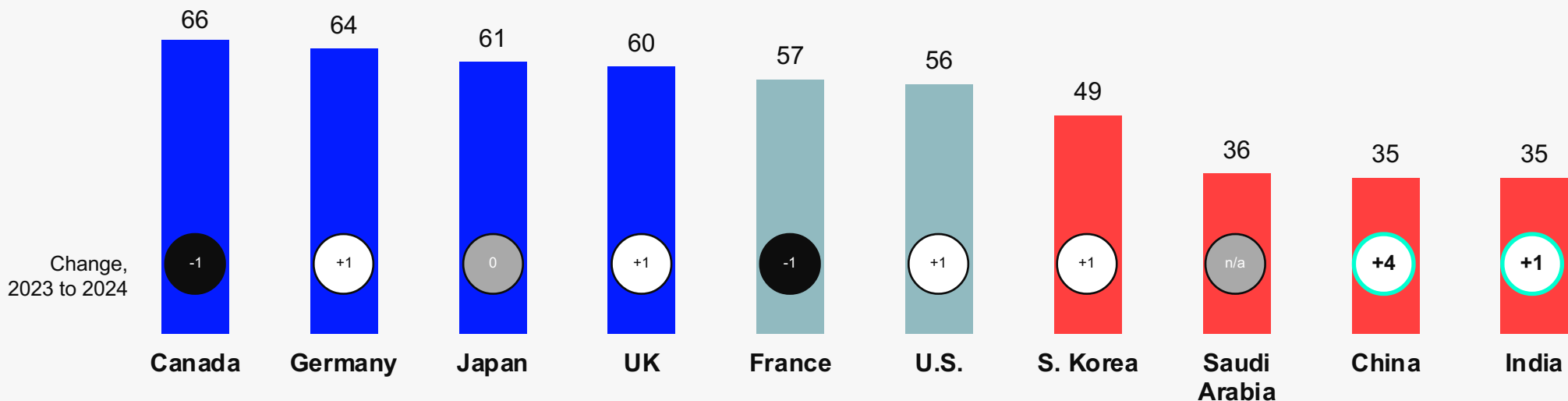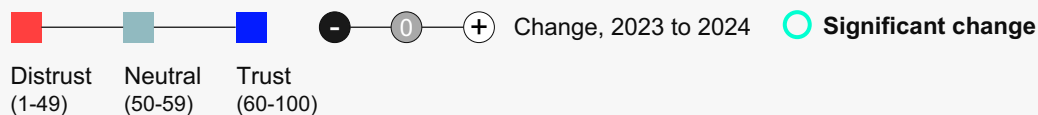
In India, the Hindi translation for "The United Nations" was updated in 2024 to the formal reference.

Trust in Companies Headquartered in Foreign Countries

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


GLOBAL 27 Excludes home countries

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

- 0 + Change, 2023 to 2024   ◯ **Significant change**

Canada	Germany	Japan	UK	France	U.S.	S. Korea	Saudi Arabia	China	India
66	64	61	60	57	56	49	36	35	35

Change, 2023 to 2024

| -1 | +1 | 0 | +1 | -1 | +1 | +1 | n/a | +4 | +1 |

10-Year Trend: Trust in Companies Headquartered in Foreign Countries

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)

●— ○ —⊕ Significant change*
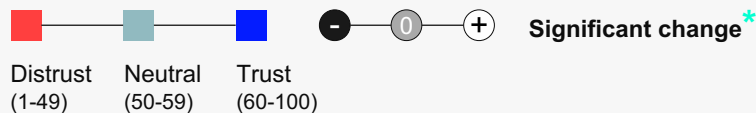
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	10yr change
Canada	69	64	67	69	70	70	69	66	65	65	64	-5*
Germany	71	65	65	66	65	70	69	65	64	61	62	-9*
Japan	64	59	60	61	61	68	66	59	57	58	59	-5*
UK	68	62	64	63	60	66	63	57	57	56	57	-11*
France	60	54	56	58	58	62	58	56	56	56	55	-5*
U.S.	62	58	58	57	51	55	52	49	52	51	53	-9*
S. Korea	44	40	43	45	43	48	45	47	44	46	47	+3*
Saudi Arabia	-	-	-	-	-	-	-	-	-	-	35	n/a
India	30	27	30	31	31	37	35	33	31	31	32	+2*
China	33	31	32	33	34	36	34	31	27	26	30	-3*

Trust in People

Percent trust to do what is right

GLOBAL 25 excl China, Singapore, Sweden

🟥 — 🟦 — 🟦   ⬛—⚪—⊕   ⭕ **Significant change**

Distrust   Neutral   Trust
(1-49)   (50-59)   (60-100)
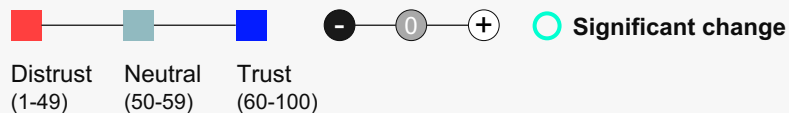
*Greatest trust increase
for employer CEOs*

*Government leaders and
journalists distrusted*

	Scientists	Teachers	My CEO	Citizens of my country	My neighbors	CEOs	Journalists	Government leaders
Value	77	74	69	63	62	51	49	42
Change, 2023 to 2024	+2	n/a	+6	+5	-1	+4	+4	+4
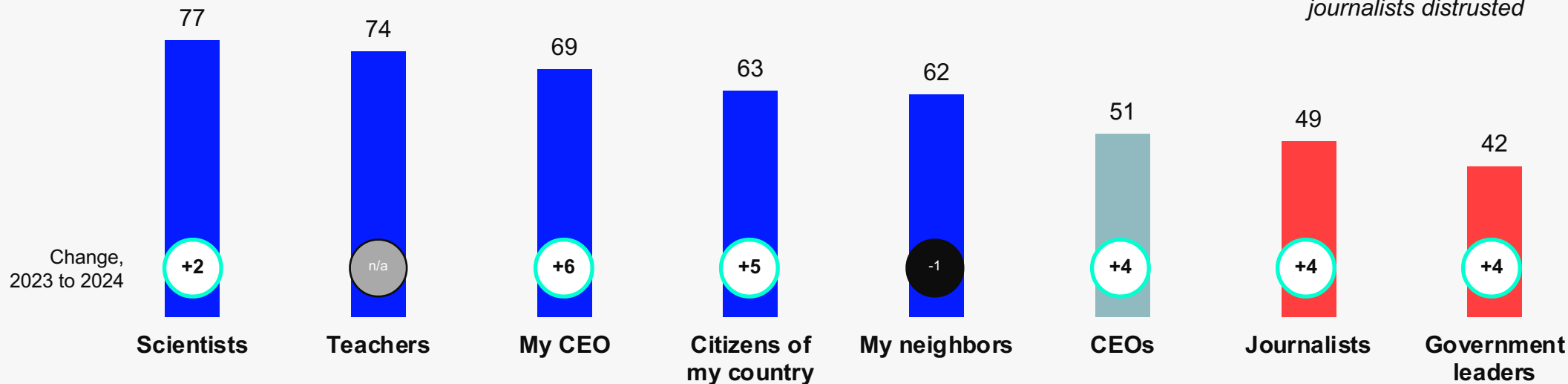
2024 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Attributes asked of half the sample. General population, 25-mkt avg. "My CEO" only shown to those who 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.

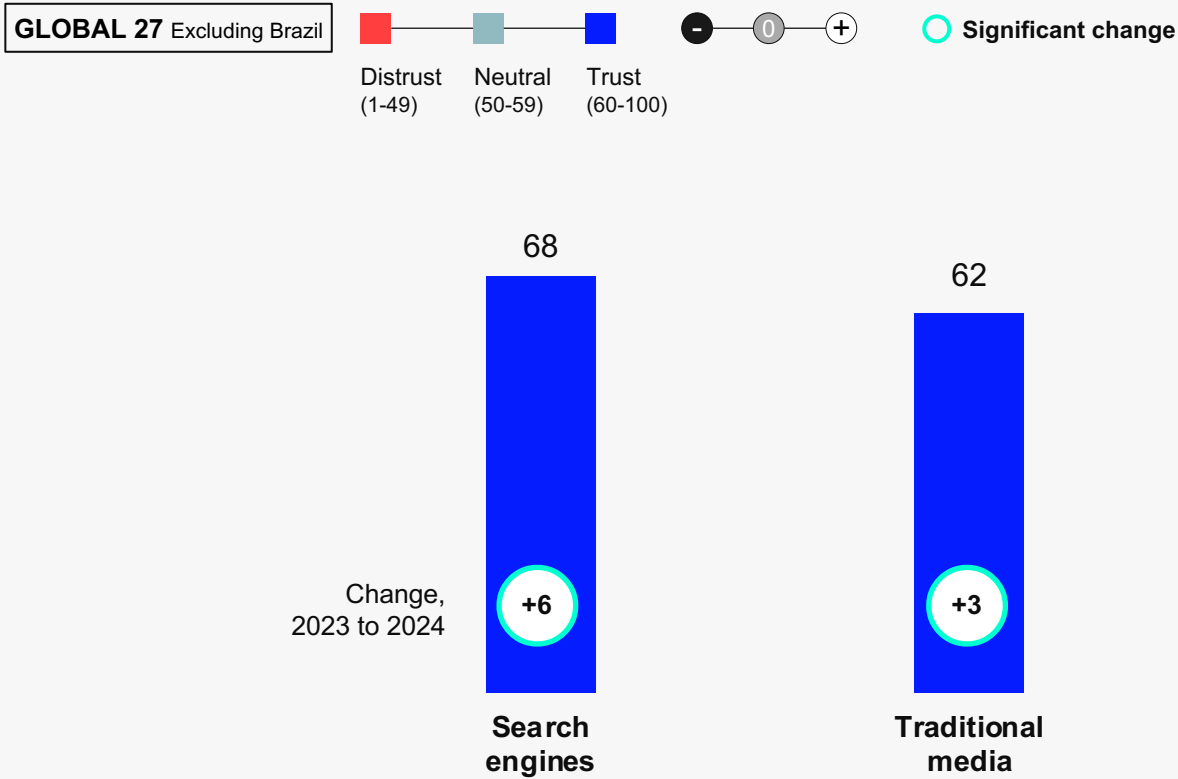In Sweden, the Swedish translation for "Government leaders" was updated in 2024. In China and Singapore, the Chinese translation for "Journalists" was updated in 2024. These language changes mean the 2024 data cannot compared to data from previous years and have been removed from this analysis for all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

GLOBAL 27 Excluding Brazil

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

− 0 +

◯ Significant change

	Search engines	Traditional media	Owned media	Social media
Value	68	62	51	44
Change, 2023 to 2024	+6	+3	+5	+4

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)   — 0 +   Significant change*

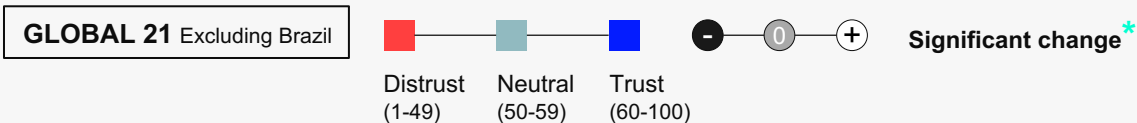|	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	10yr change
Search engines	63	63	64	65	61	65	62	56	59	61	66	+3*
Traditional media	63	58	59	58	64	66	62	54	58	58	62	-1
Owned media	45	44	48	45	41	49	47	41	44	44	49	+4*
Social media	44	46	45	42	40	43	40	35	36	38	41	-3*

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

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

Average acceptance rating
for each innovation
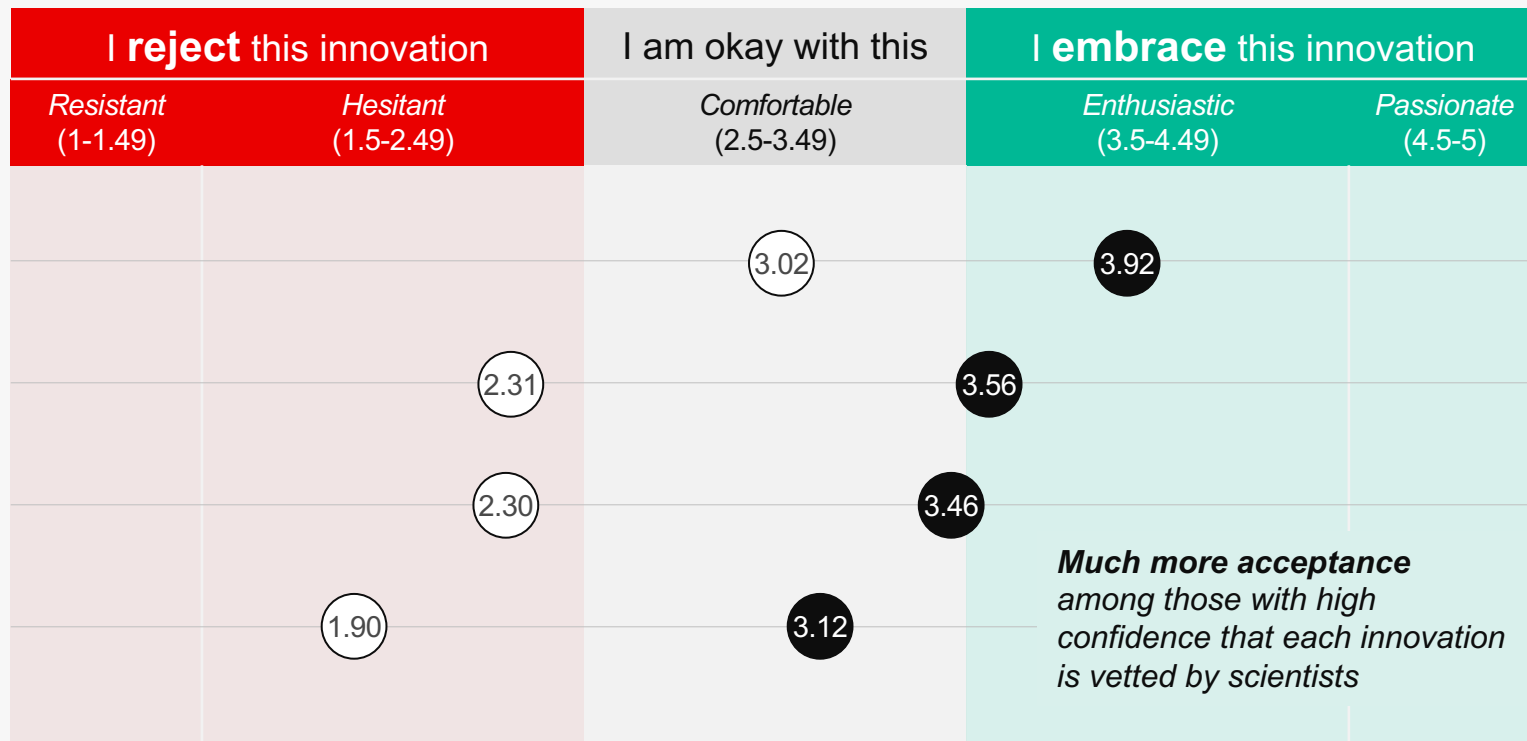
GLOBAL 28

Among those who have

○ low   ● high

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

	I reject this innovation		**I am okay with this**	**I embrace this innovation**	
	Resistant (1-1.49)	*Hesitant (1.5-2.49)*	*Comfortable (2.5-3.49)*	*Enthusiastic (3.5-4.49)*	*Passionate (4.5-5)*
Green energy			○ 3.02	● 3.92	
AI		○ 2.31		● 3.56	
Gene-based medicine		○ 2.30		● 3.46	
GMO foods	○ 1.90		● 3.12		

Much more acceptance among those with high confidence that each innovation is vetted by scientists

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

	I **reject** this innovation		I am okay with this	I **embrace** this innovation	
	Resistant (1-1.49)	*Hesitant (1.5-2.49)*	*Comfortable (2.5-3.49)*	*Enthusiastic (3.5-4.49)*	*Passionate (4.5-5)*
Green energy			○ 3.36	● 3.87	
AI		○ 2.47		● 3.48	
Gene-based medicine			○ 2.57	● 3.35	
GMO foods		○ 2.02	● 2.90		

Much more acceptance among those who feel people like them have a lot of control over how innovations affect their lives

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**

	I **reject** this innovation		I am okay with this	I **embrace** this innovation	
	Resistant (1-1.49)	*Hesitant* (1.5-2.49)	*Comfortable* (2.5-3.49)	*Enthusiastic* (3.5-4.49)	*Passionate* (4.5-5)
Green energy			○ 2.95	● 3.93	
AI		○ 2.29		● 3.59	
Gene-based medicine		○ 2.25		● 3.50	
GMO foods		○ 1.88	● 3.15		

Much more acceptance among those with 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**

	I **reject** this innovation		I am okay with this	I **embrace** this innovation	
	Resistant (1-1.49)	*Hesitant* (1.5-2.49)	*Comfortable* (2.5-3.49)	*Enthusiastic* (3.5-4.49)	*Passionate* (4.5-5)
Green energy			2.85	3.94	
AI		2.22		3.56	
Gene-based medicine		2.22		3.49	
GMO foods		1.88	3.12		

Much more acceptance among those with high confidence that each innovation will lead to a better future

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

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	
Malaysia	1,150	1,153			
Mexico	1,150	1,152			Age, Gender, Region
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.

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.

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

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
Central government leaders	Central / federal government leaders
Local government leaders	Local / state government leaders

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
On social media posted by an influencer or expert I follow	Online influencers
My friends and family	In conversations with my friends and family
National government	In communications put out by the national government

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
Keep innovations affordable	Institute fair and reasonable pricing that makes new technologies or innovations generally affordable
Protect our core values	Protect and maintain our core values and traditions in the face of change
Work with government to introduce change effectively	Work with government to develop rules for how to introduce change effectively and fairly
Ensure our future prosperity	Push our country to make the changes necessary to ensure our future prosperity
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
Assess, then inform me on innovation impact	Assess the impact changes are having on people like me, and make information available about these impacts
Help people keep up	Help people keep up with and adjust to the changes happening all around them

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
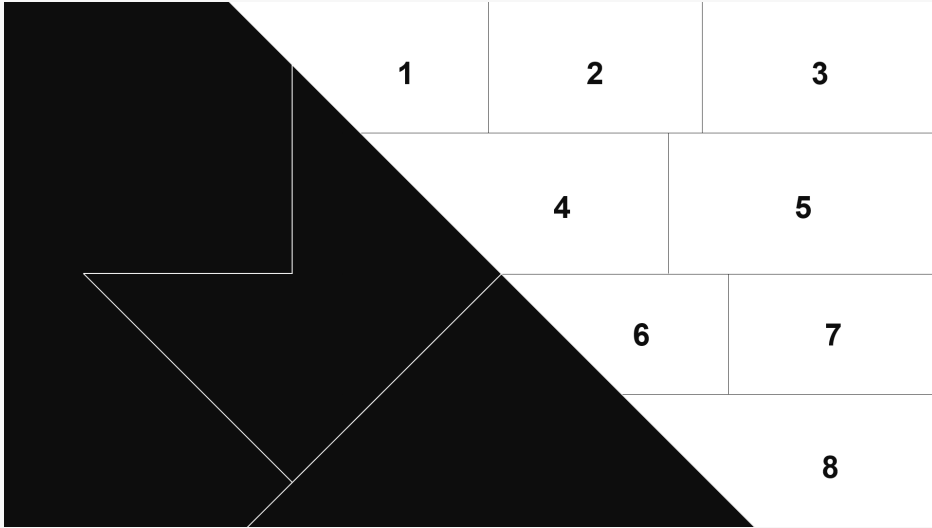
Cover Image Credits

1. **President of Argentina Javier Milei gives a speech after his Inauguration Ceremony at "Casa Rosada" Presidential Palace in Buenos Aires, Argentina:** *Tomas Cuesta via Getty Images*

2. **Sam Altman speaks onstage during A Year In TIME in New York City:** *Mike Coppola via Getty Images*

3. **Katalin Kariko, Nobel Prize Laureate, speaks to the media during a press conference at the Hungarian Academy of Sciences, in Budapest, Hungary:** *Janos Kummer via Getty Images*

4. **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*

5. **Delegates applaud Sultan Ahmed Al Jaber, President of COP 28, on day thirteen of the COP 28 climate conference in Dubai, United Arab Emirates:** *Fadel Dawod via Getty Images*

6. **Robots harvesting vegetables in automated modern greenhouse:** *Imaginima via Getty Images*

7. **A woman casts her ballot at a polling station during Thailand's general election in Bangkok:** Peerapon Boonyakiat/SOPA Images/LightRocket *via Getty Images*

8. **Israeli students hold Palestinian and Israeli flags, during a protest:** *Jack Guez/AFP via Getty Images*

Divider Image Credits

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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