

2024 Edelman Trust Barometer

Report for Japan



2024 Edelman Trust Barometer

Methodology

Annual online survey in its 24th year

Fieldwork conducted: Nov 3 – Nov 22, 2023



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

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

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

Global averages

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

Statistical significance



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

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

Shortened question text

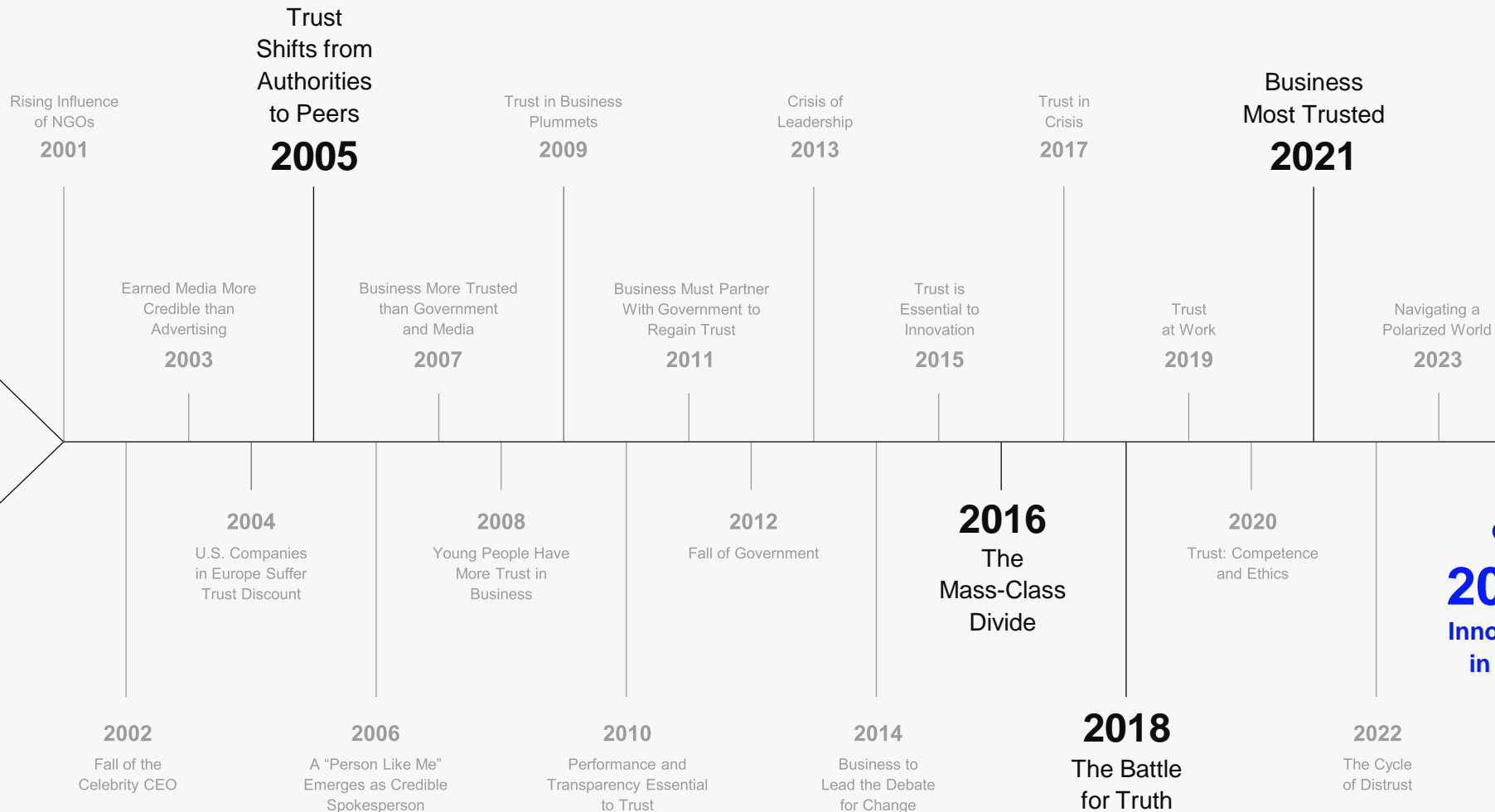
Throughout the report, question text has been edited for readability.

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

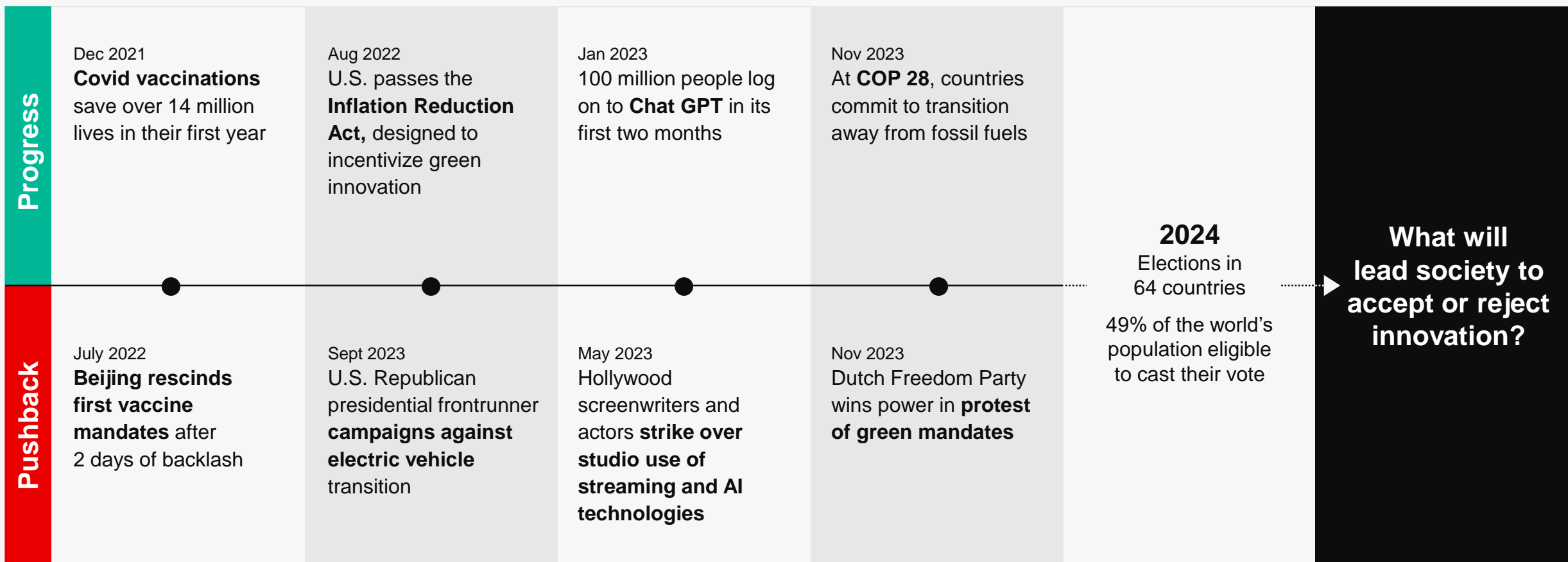


24

Years of Trust:
power shifts,
divisions deepen



A Global Referendum on Innovation in Society



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

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

Far right: [Time](#)



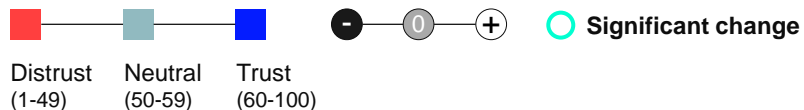
The Decline of Authority



Trust Index 2023 to 2024: Developing Countries Lead on Trust

Trust Index

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



2024 Trust Index among

Developing countries **63**

Developed countries **49**

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

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

2023 General population

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

2024 General population

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

Greatest changes in

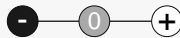
| | |
|-----------|-----------|
| S. Korea | +7 |
| Malaysia | +6 |
| Nigeria | +5 |
| Thailand | +4 |
| Australia | +4 |
| China | -4 |
| Colombia | -4 |
| UK | -4 |

*UK now among
least-trusting countries*



Establishment Leaders Not Trusted to Tell Us the Truth

Percent who worry

GLOBAL 28  Significant change



Government leaders



Business leaders



Journalists and reporters

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

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. Attributes asked of half the sample. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



In Japan, Lack of Trust in Journalists and Reporters

Percent who worry, in Japan

● 0 ● + Significant change



Government leaders



Business leaders



Journalists and reporters

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



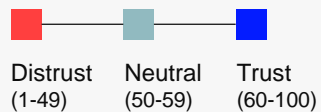
2024 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. General population, Japan. Attributes asked of half the sample. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



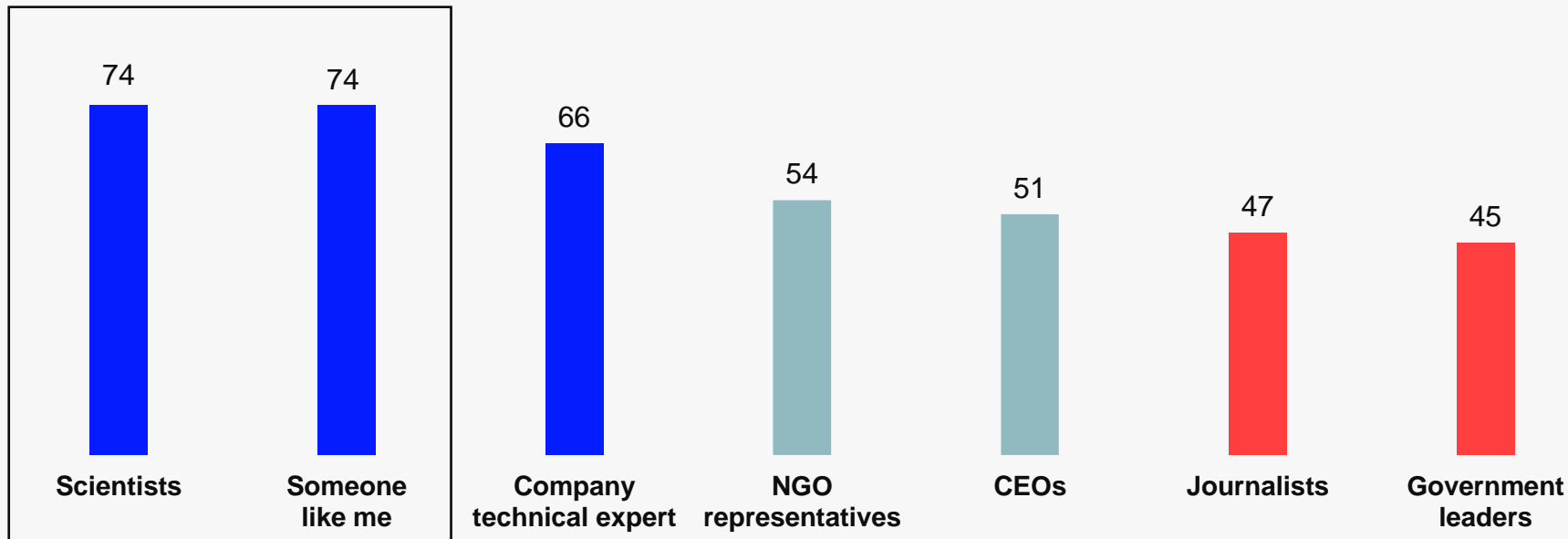
Dispersion of Authority: Peers on Par With Scientists

Percent trust

GLOBAL 26 Excl China, Saudi Arabia



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



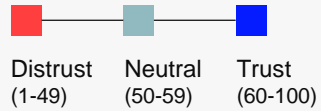
2024 Edelman Trust Barometer. TRU_PEP_TCNG. Below is a list of categories of people. For each one, please indicate how much you trust that person or group of people to tell you the truth about new innovations and technologies. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 26-mkt avg. "Government leaders" not asked in China or Saudi Arabia.



Trust Imbalance: Business Most Trusted to Integrate Innovation into Society

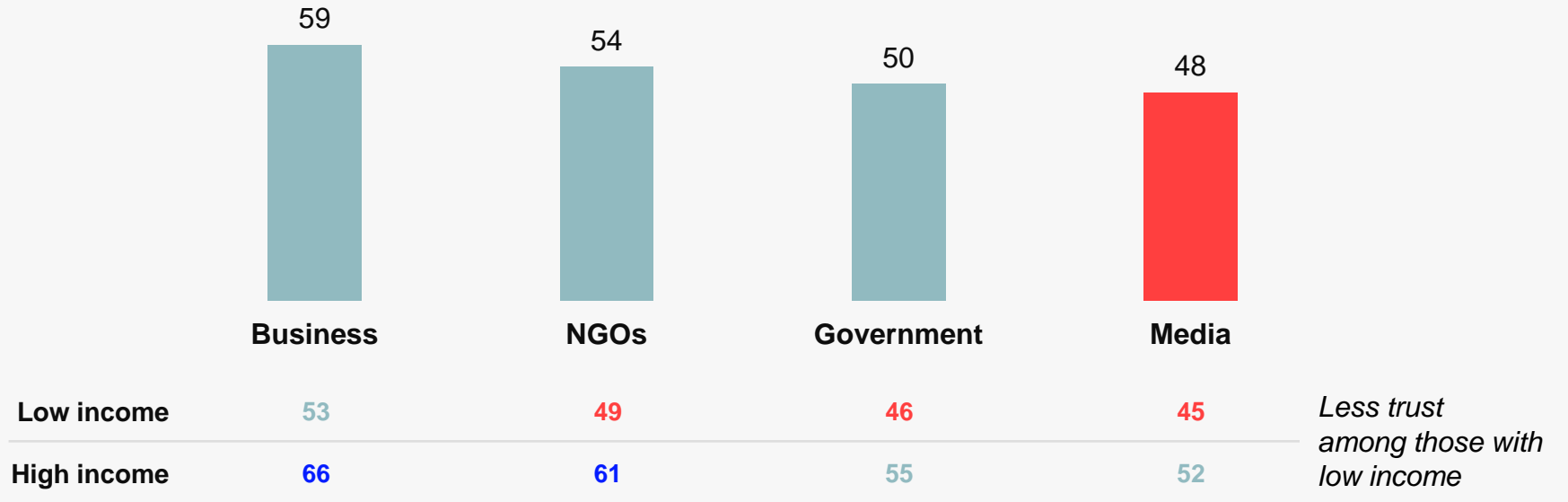
Percent trust

GLOBAL 26 Excl China, Saudi Arabia



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

- Safe
- Understood by the public
- Beneficial
- Accessible

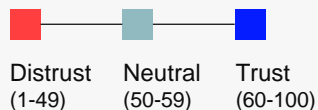


2024 Edelman Trust Barometer. TRU_INS_TCNG. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to ensuring that the introduction of new technologies and innovations into society is well-managed (e.g., they are safe, understood by the public, beneficial to society as a whole, and accessible to the people who need them). 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 26-mkt avg., and by income. Data for "Government" not collected in China or Saudi Arabia; not collected in China for "Media".



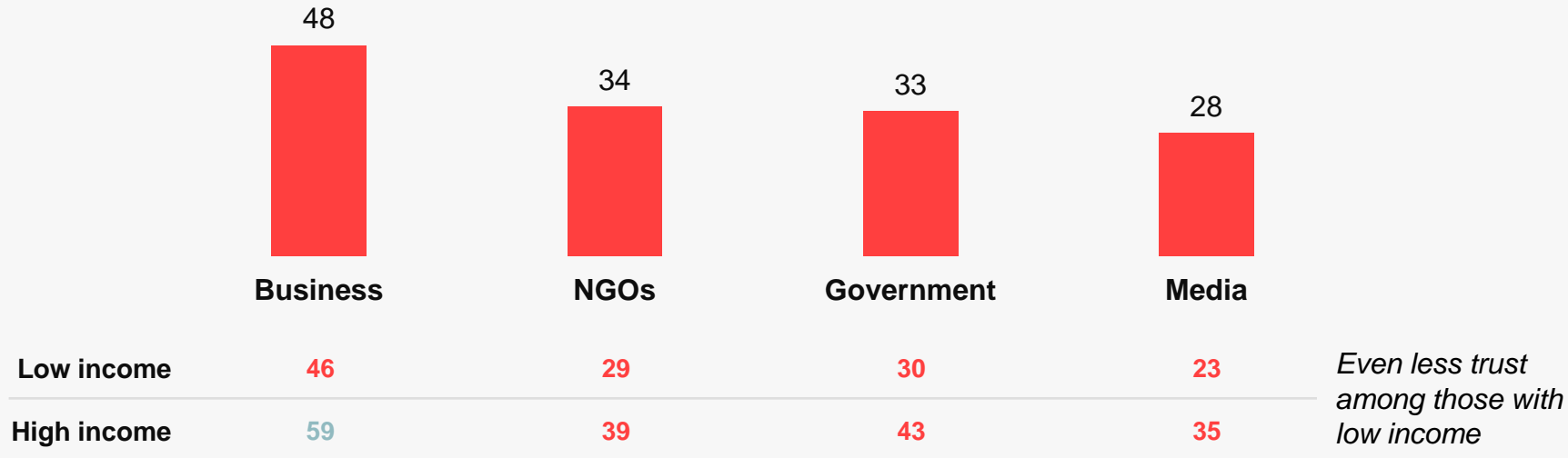
All Institutions Distrusted to Integrate Innovation into Society

Percent trust, in Japan



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

- Safe
- Understood by the public
- Beneficial
- Accessible



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



Innovation is on the Ballot

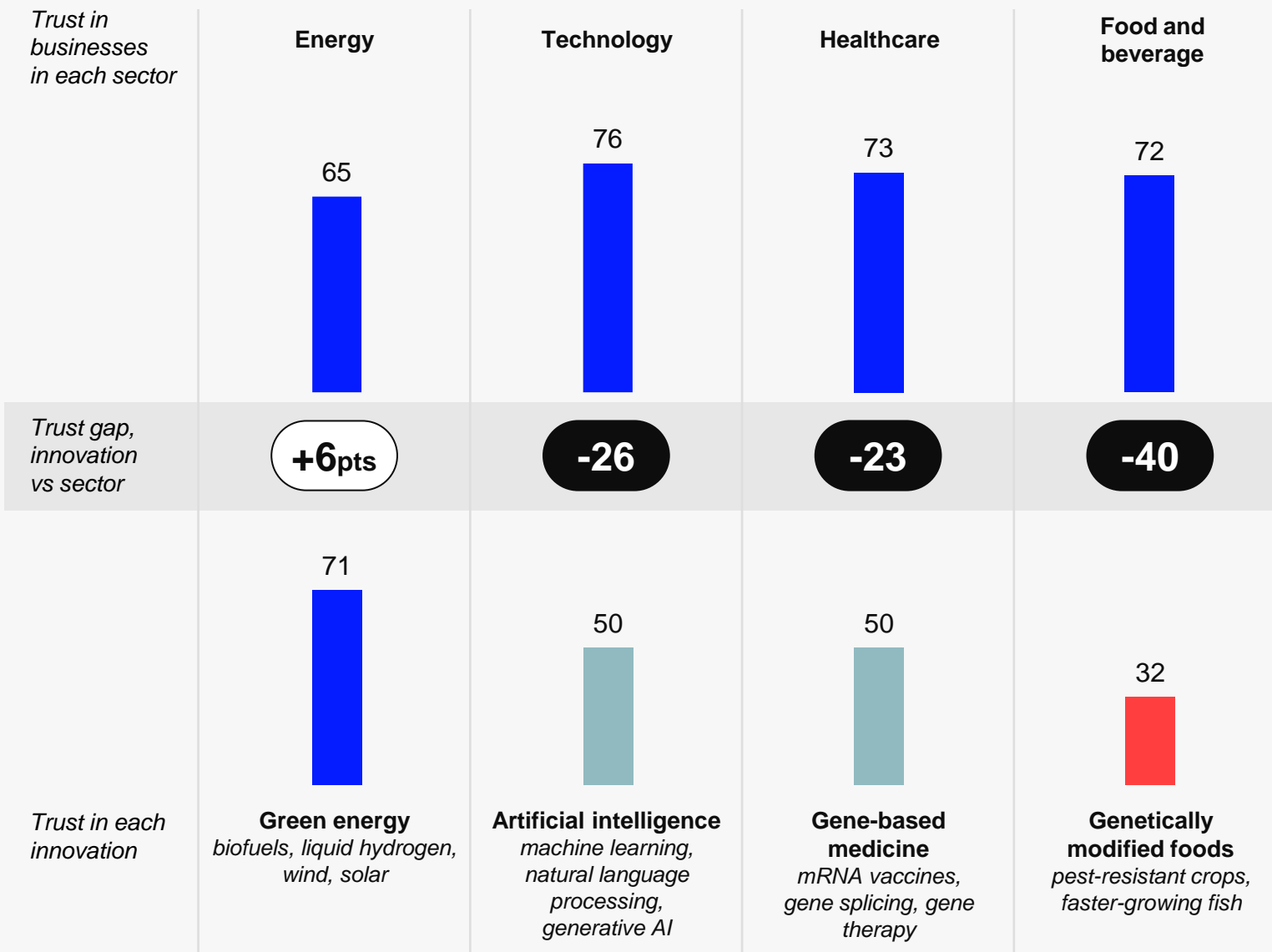


Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

Percent trust



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, 28-mkt avg.

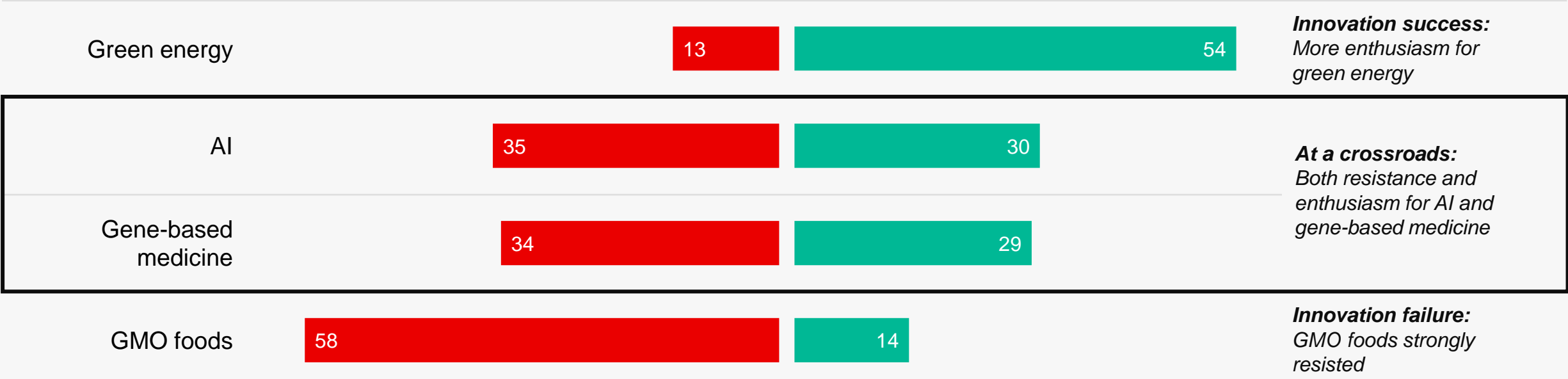
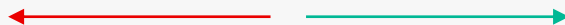


Acceptance of Innovation at Stake

Percent who say

GLOBAL 28

I reject this innovation I embrace this innovation

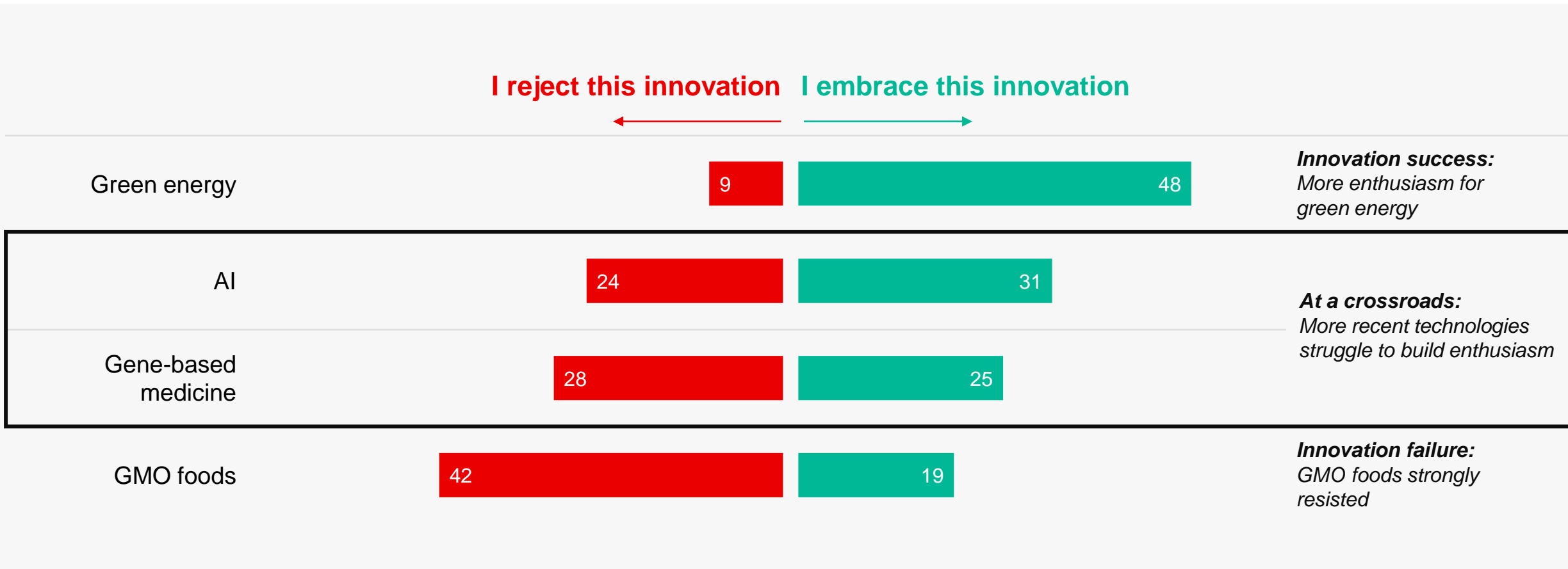


2024 Edelman Trust Barometer. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, 28-mkt avg.



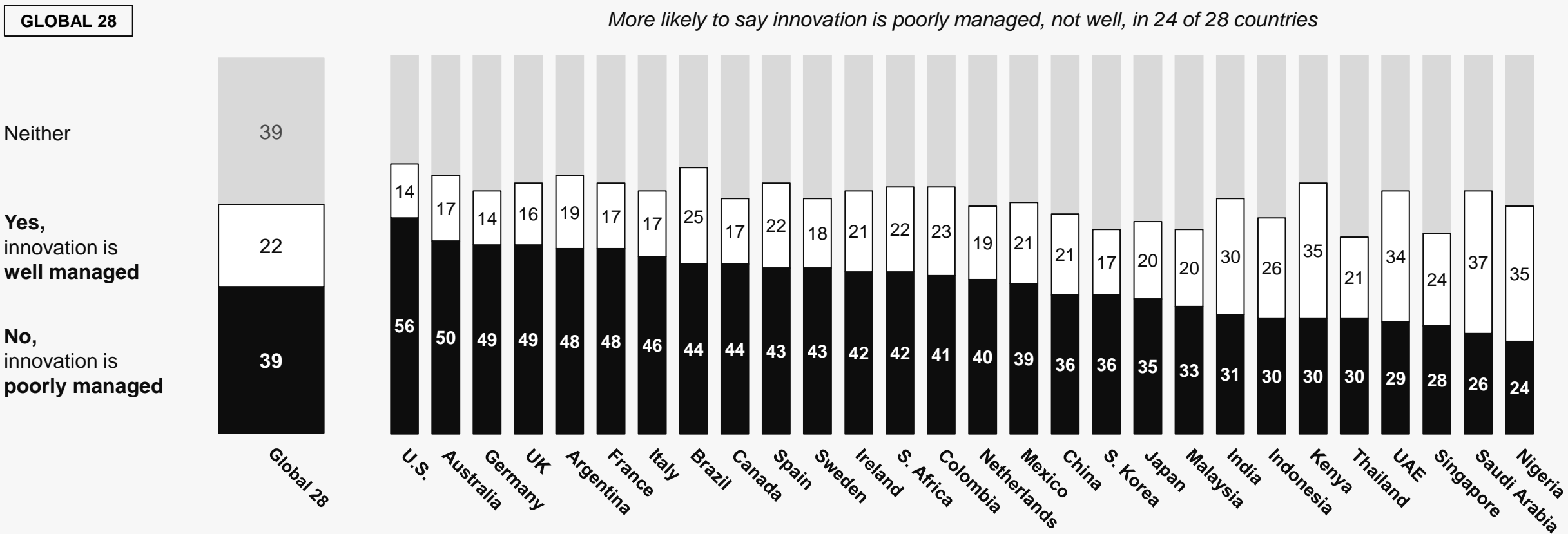
In Japan, Voices of Acceptance of AI Slightly Outweigh Those of Rejection

Percent who say, in Japan



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

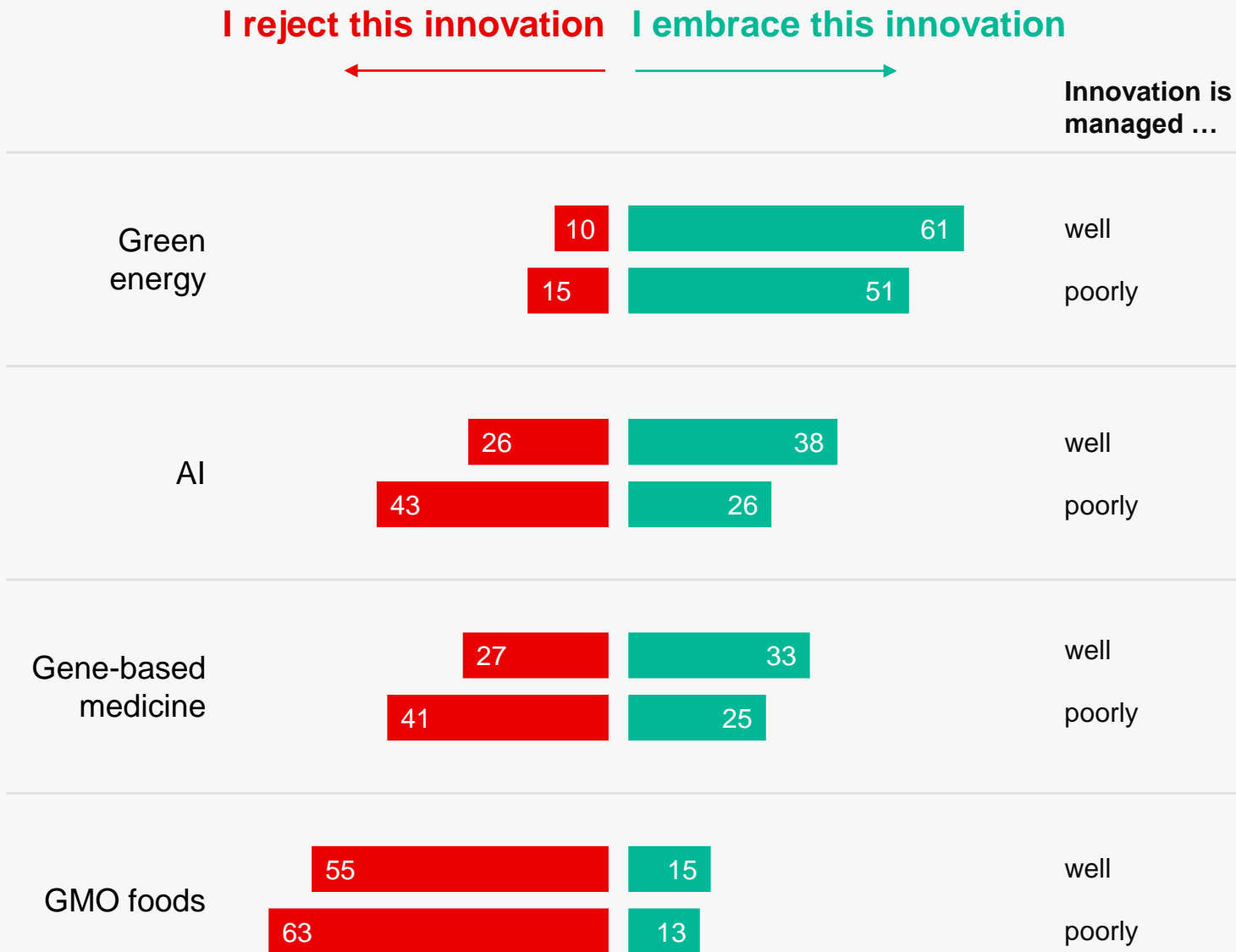
On average, percent who say



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

Percent who say

GLOBAL 28



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



A Reset for Science in Society



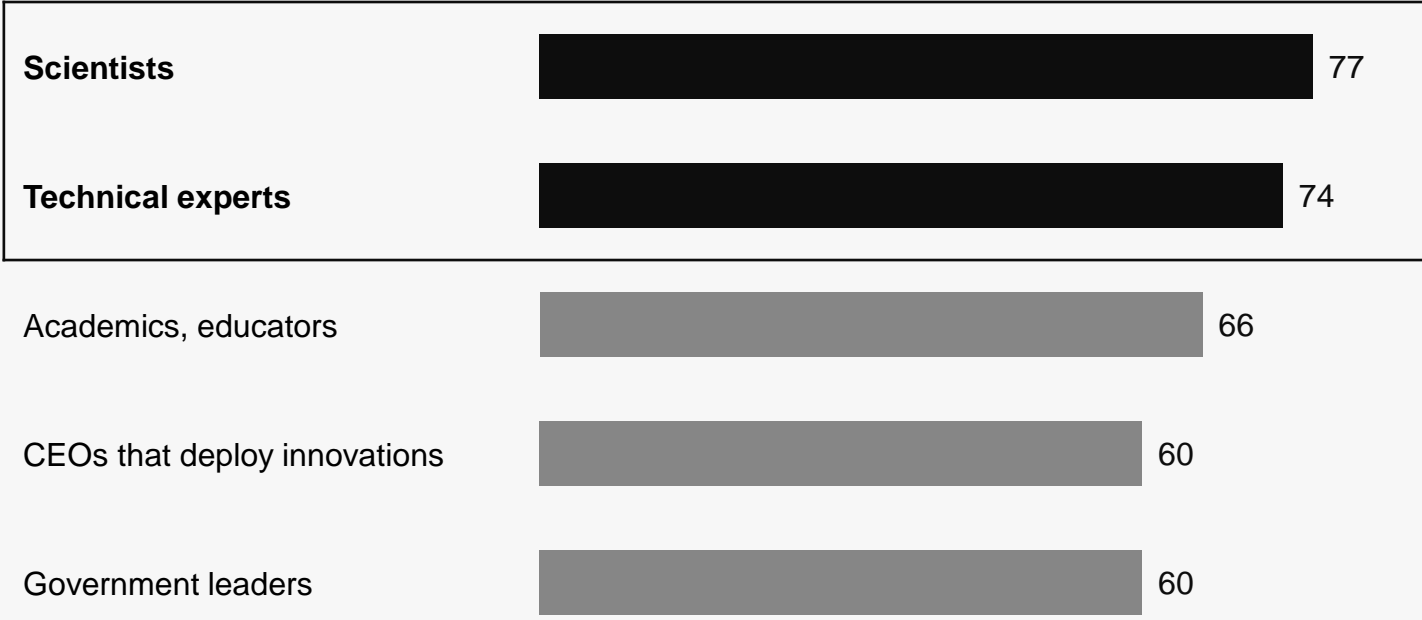
Scientists and Experts Expected to Lead on Implementation of Innovation

Percent who say

GLOBAL 28

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

Showing top 5 of 11 items



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, 28-mkt avg. Data is showing the top 5 roles, with ties broken by decimal.



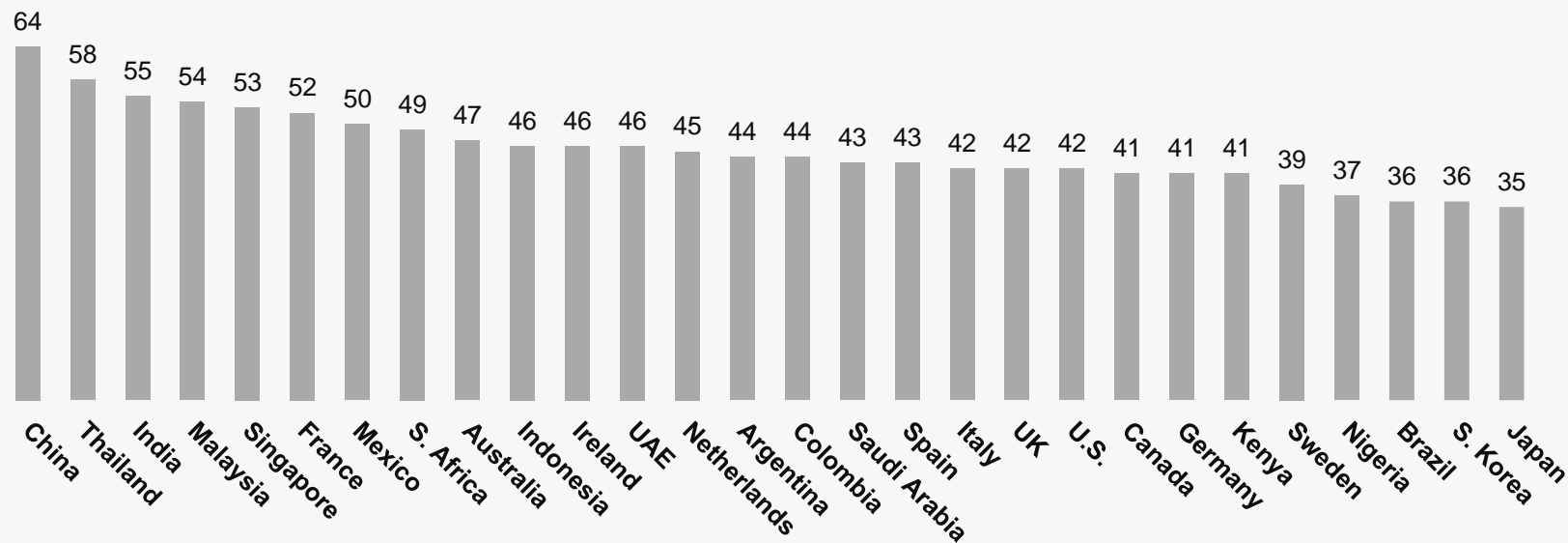
Make the Science Transparent and Accessible to the Public

Percent who agree

GLOBAL 28

Scientists do not know how to **communicate with people like me**

45%



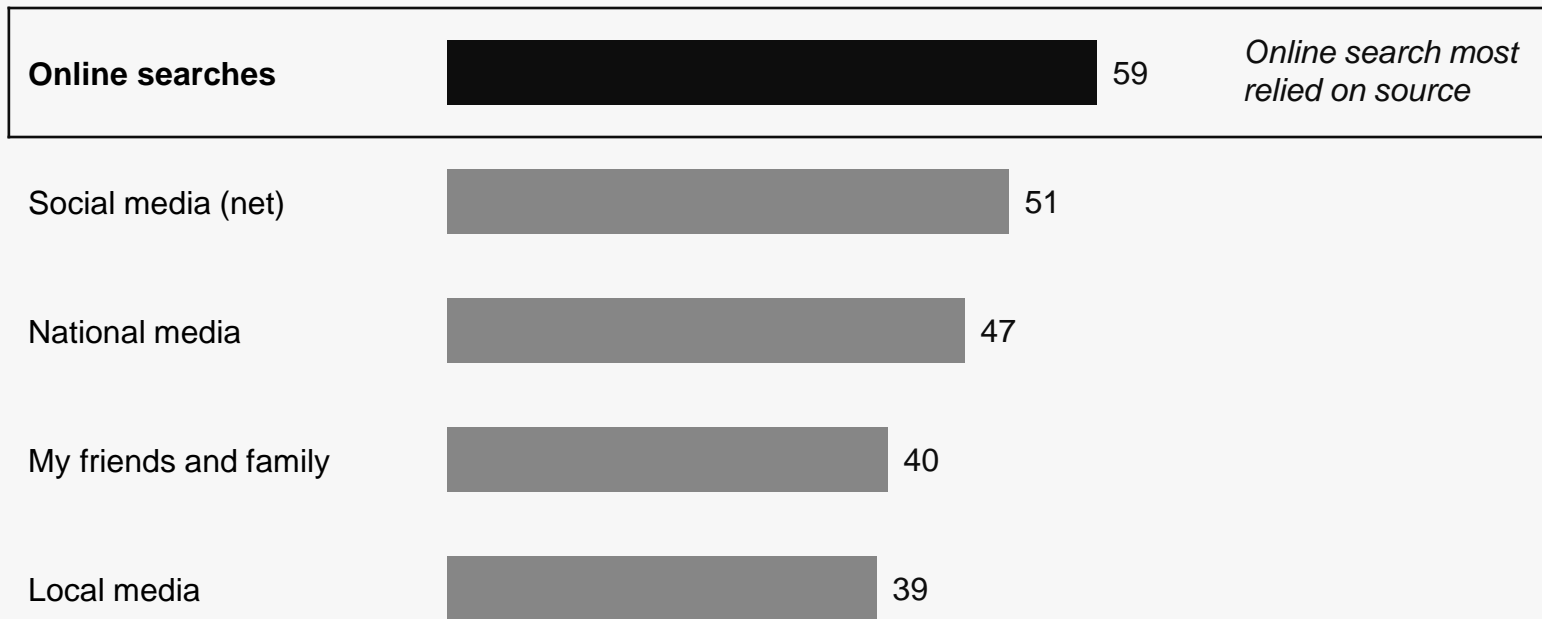
I'm Doing My Own Research: Help Me Find Information I Can Trust

Percent who say

GLOBAL 28

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

Showing top 5 of 9 items



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, 28-mkt avg. "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.

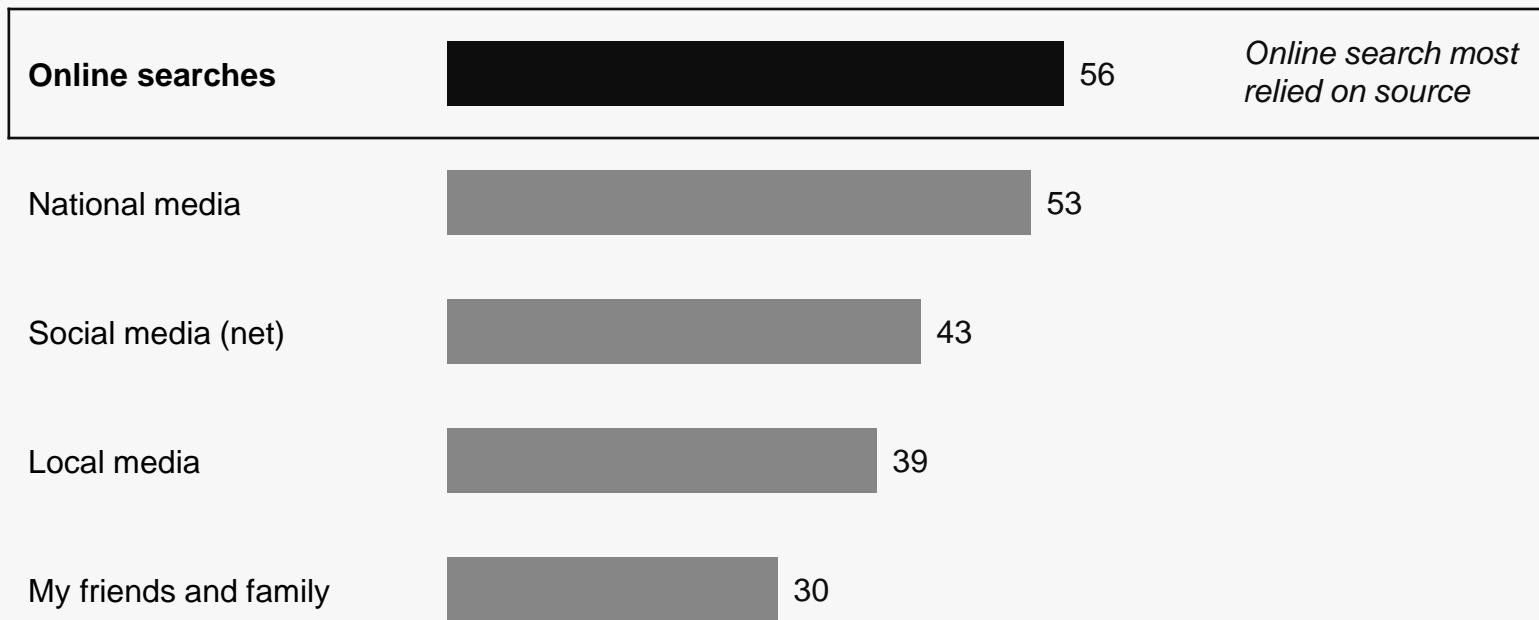


In Japan, National Media Outlets Remain Influential

Percent who say, in Japan

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

Showing top 5 of 9 items



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

Average acceptance rating
for each innovation

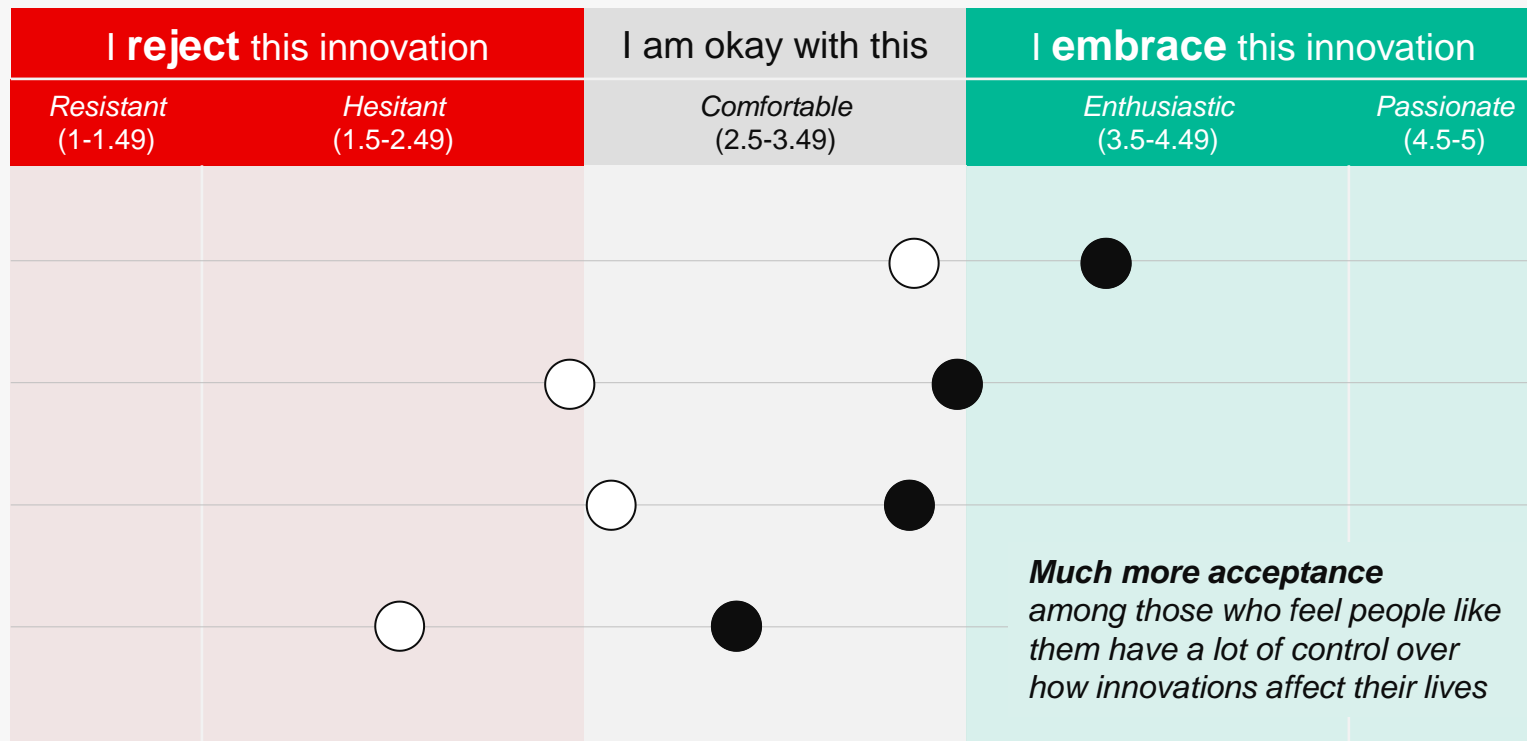
GLOBAL 28

Among those who believe
“people like me” have

○ little ● a lot of

control over how
these innovations
affect their lives

Green energy
AI
Gene-based medicine
GMO foods



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





Restoring Trust in the Promise of Innovation



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

Percent who say

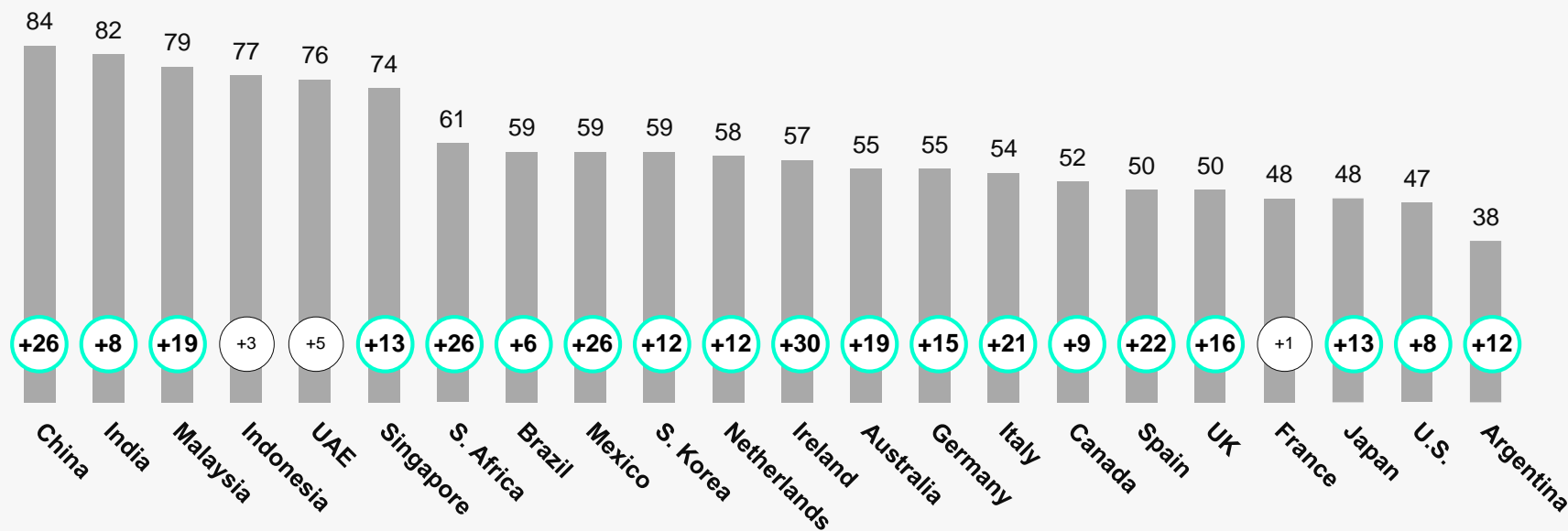
GLOBAL 22  2015 to 2024  Significant change

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

60%

+15 pts

Change, 2015 to 2024



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



CEOs: Address Impacts of Innovation in Society

Percent who say

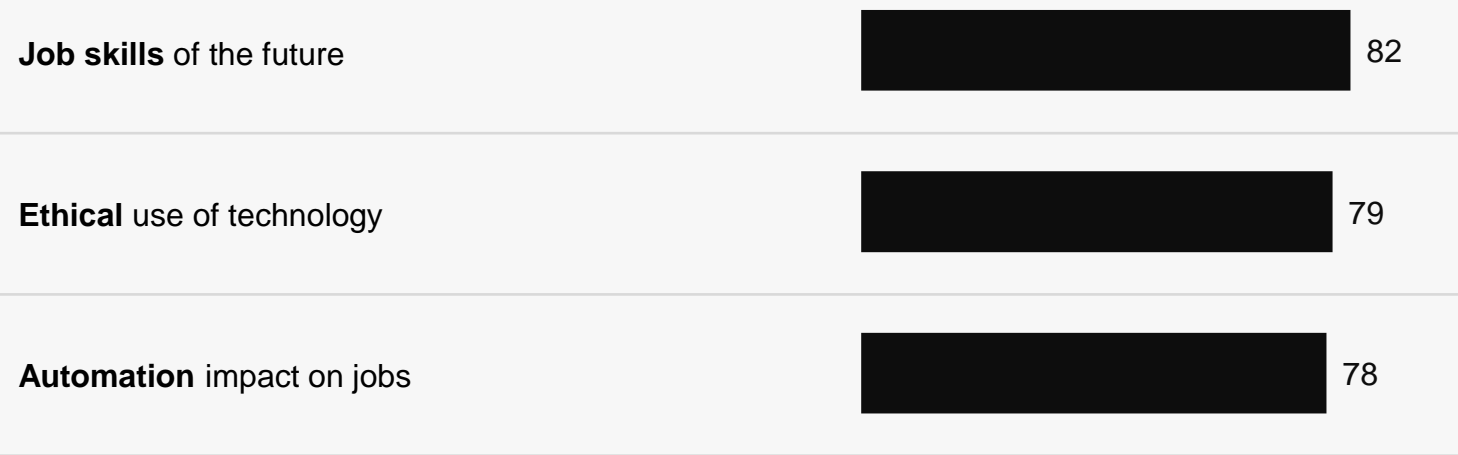
GLOBAL 28

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

62%

Among employees,

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.



CEOs: In Japan, There Are More Calls for CEOs to Talk about the Impact of Innovation

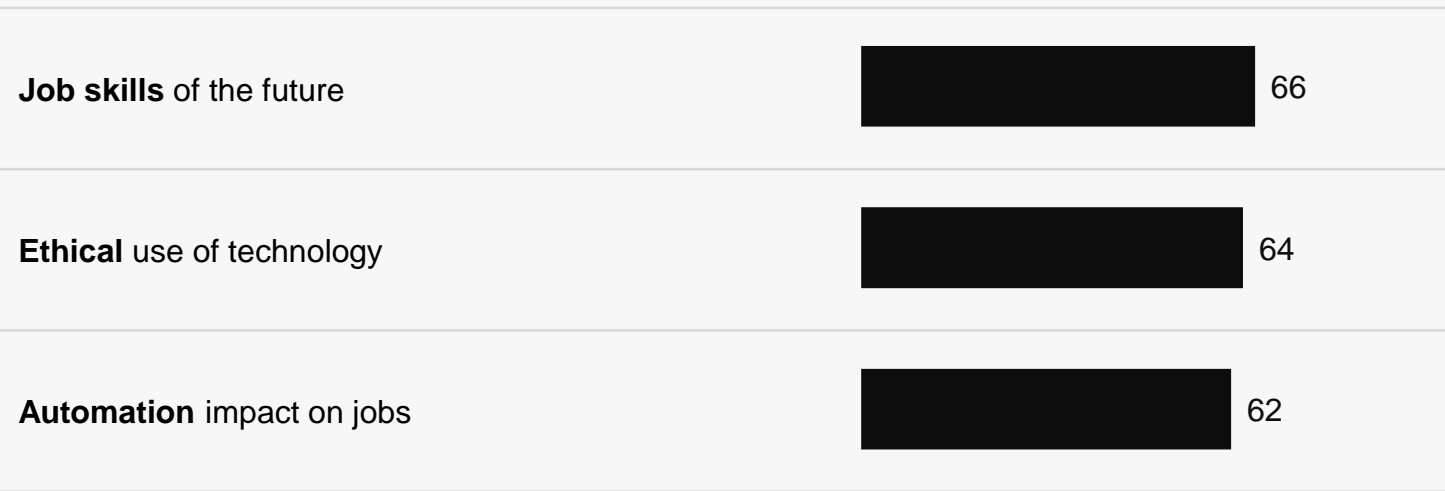
Percent who say, Japan

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

68%

Among employees,

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



2024 Edelman Trust Barometer. CRSP_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, Japan.



Show Me How Innovation Will Bring Us a Better Future

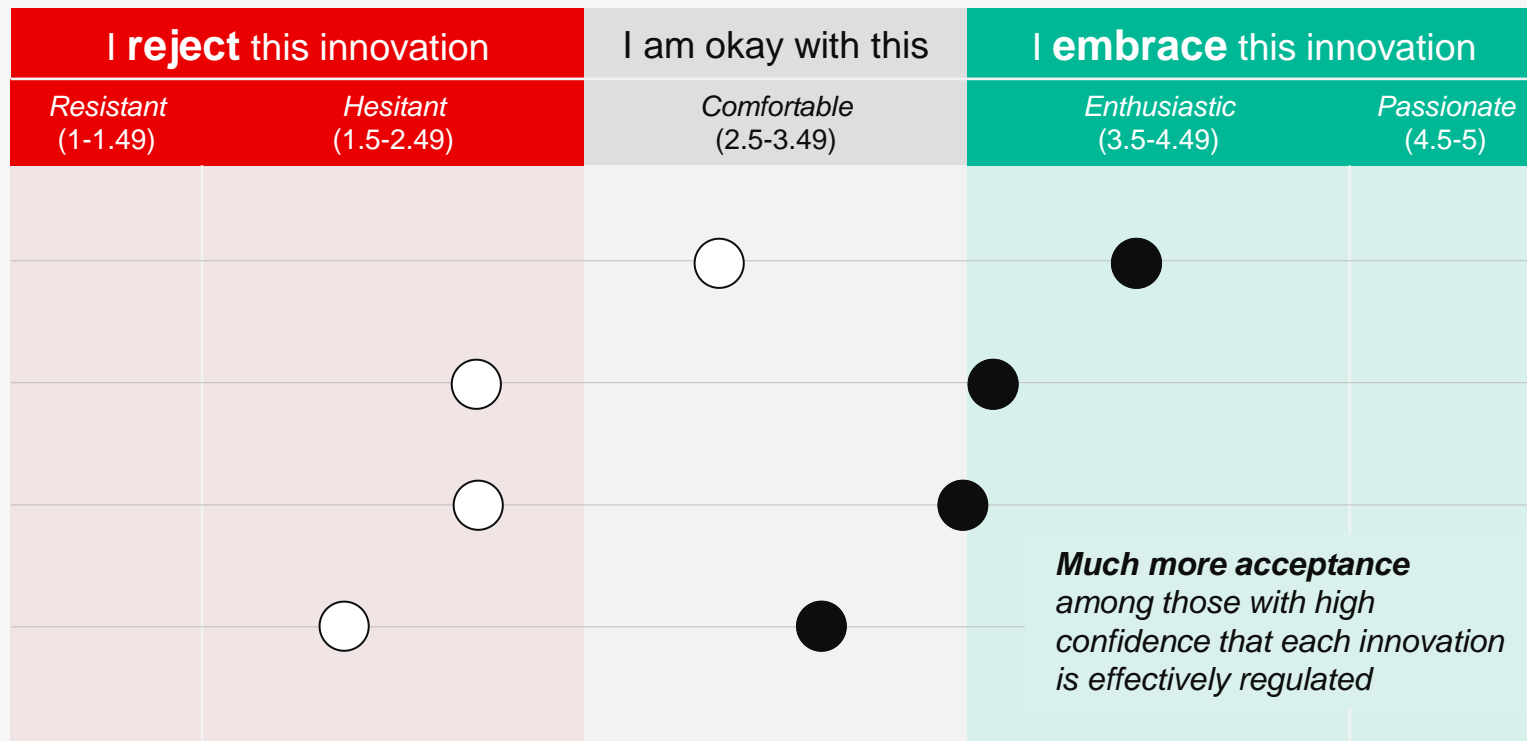
Average acceptance rating
for each innovation

GLOBAL 28

Among those who have
○ low ● high

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

Green energy
AI
Gene-based medicine
GMO foods



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.

