

# 2024 Edelman Trust Barometer

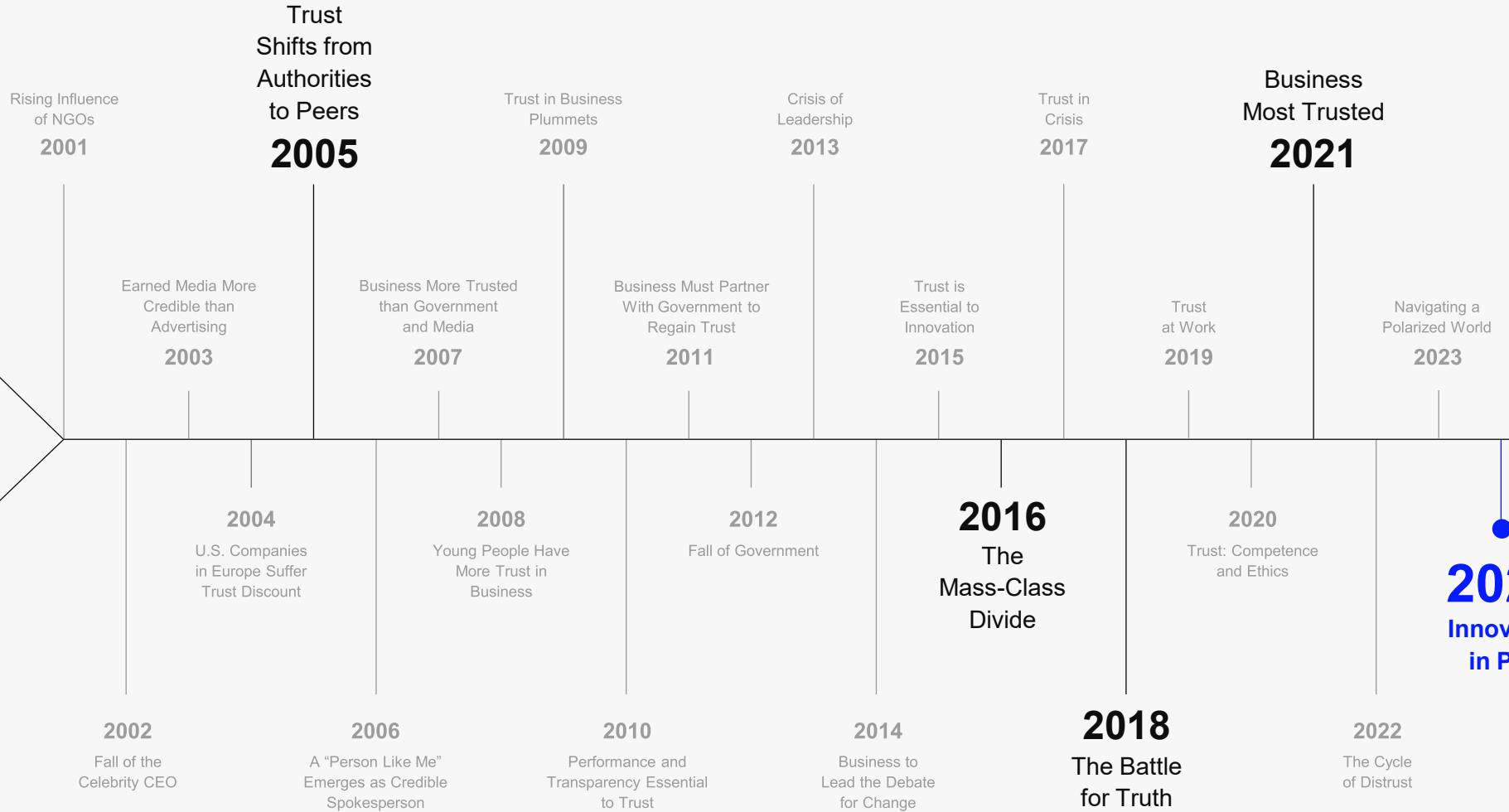
Europe Region Report



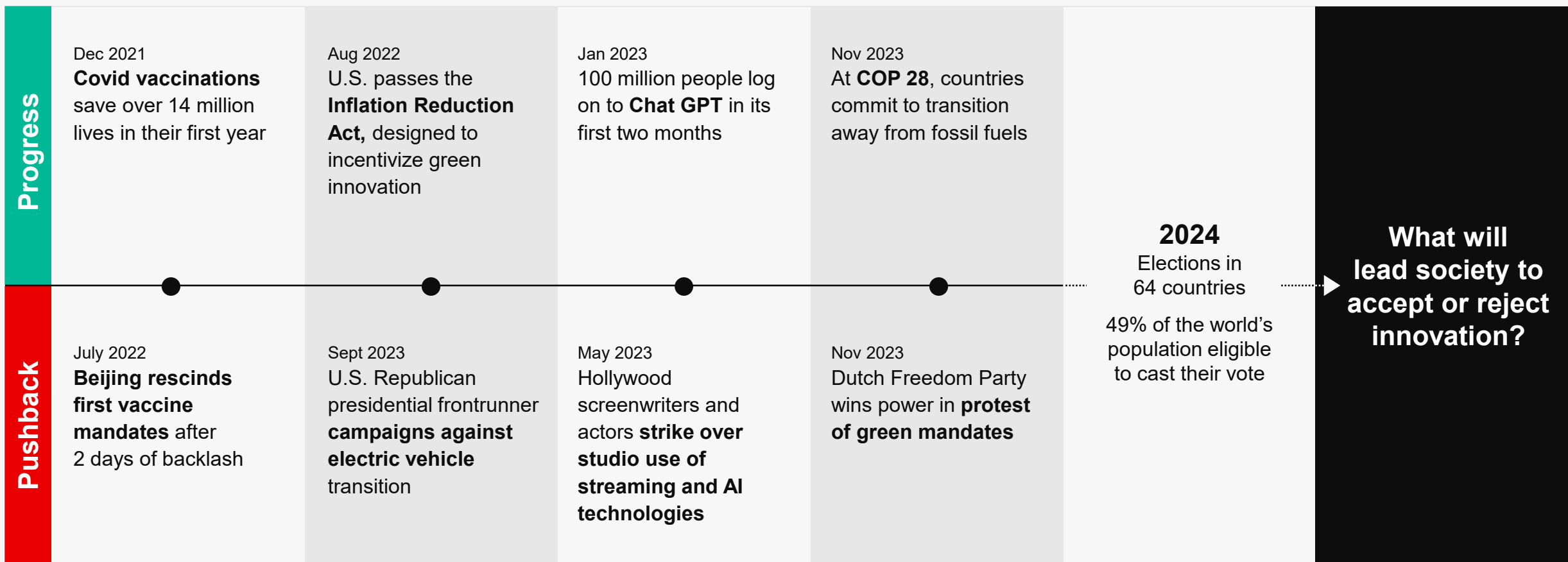


# 24

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](#)





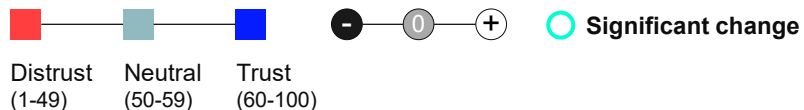
# The Decline of Authority



# 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

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

### 2024 General population

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

### Europe countries

#### Greatest changes in

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

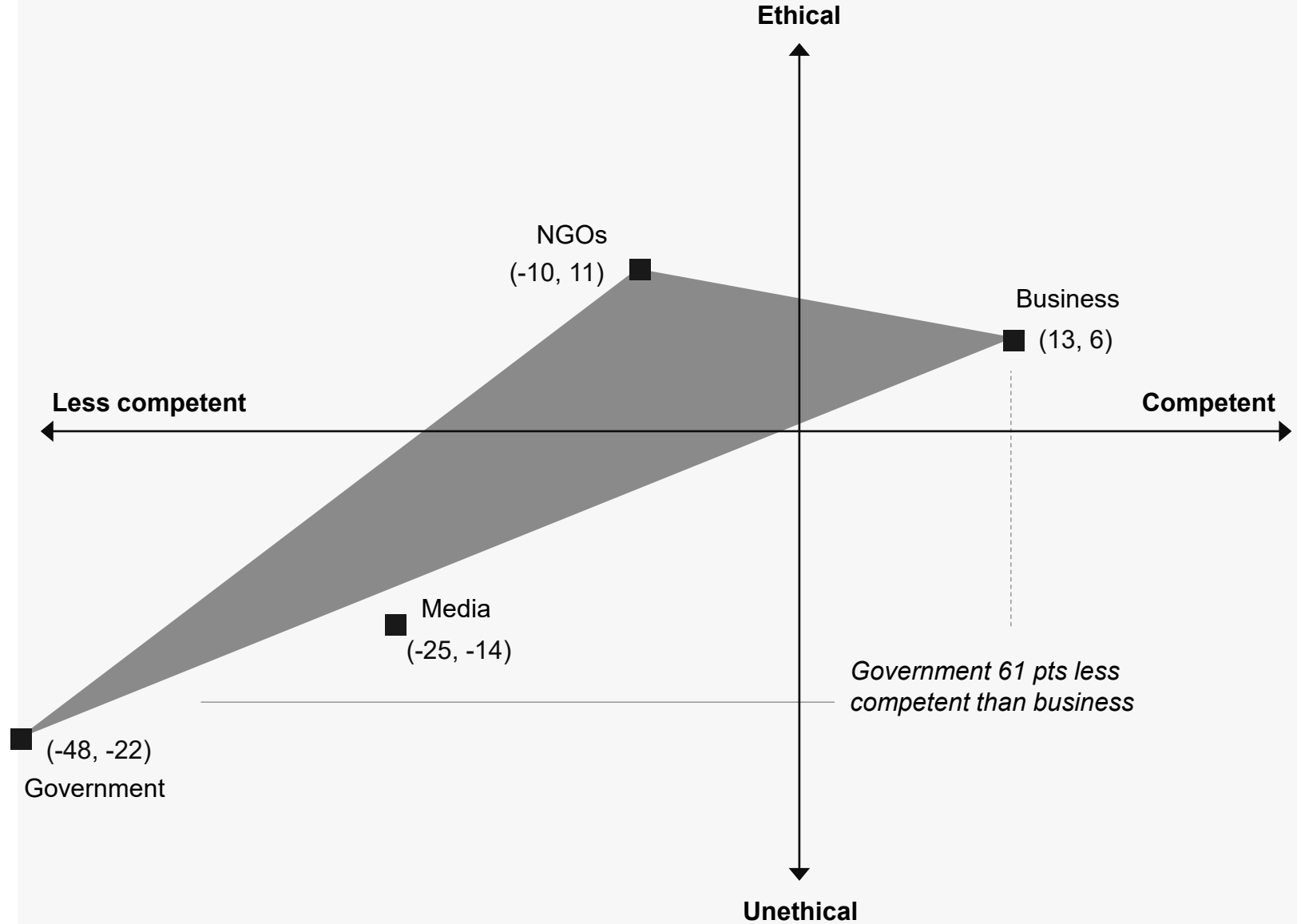
*UK now among  
least-trusting countries*



# Institutions Out of Balance: Government Seen as Far Less Competent and Ethical than Business

(Competence score, net ethical score)

EUROPE



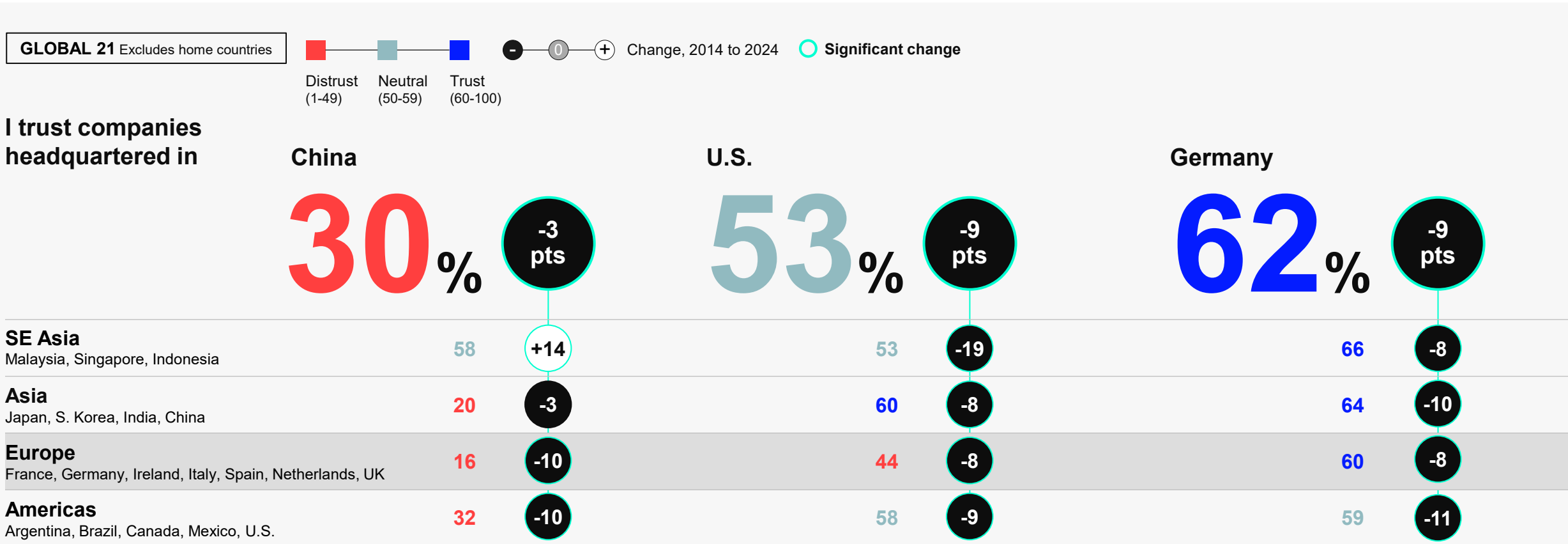
2024 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]\_PER\_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU\_3D\_[INS]/1. Media and NGOs were only asked of half the sample. General population, Europe.

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



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

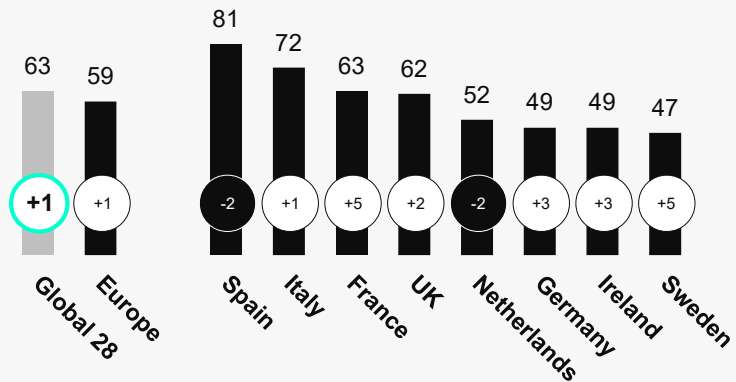


# Establishment Leaders Not Trusted to Tell Us the Truth

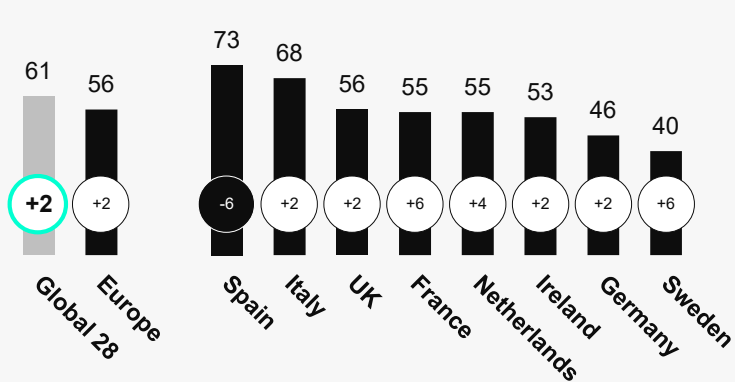
Percent who worry

-
0
+
 Change, 2023 to 2024
 ○ Significant change

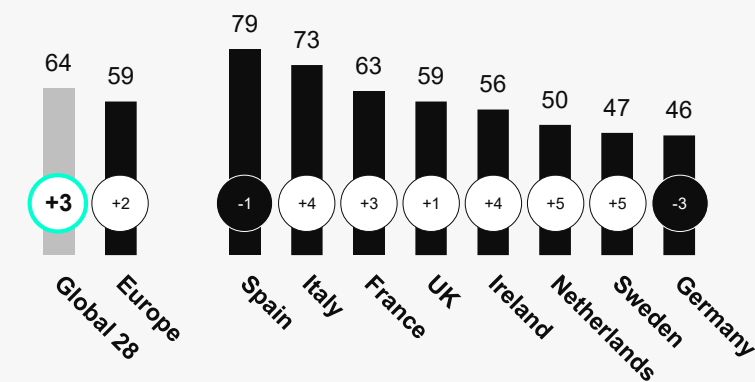
## Government leaders



## Business leaders



## Journalists and reporters



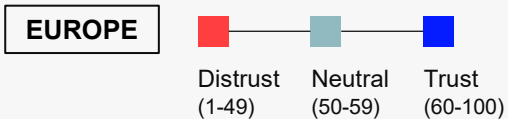
are **purposely trying to mislead people** by saying things they know are false or gross exaggerations

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

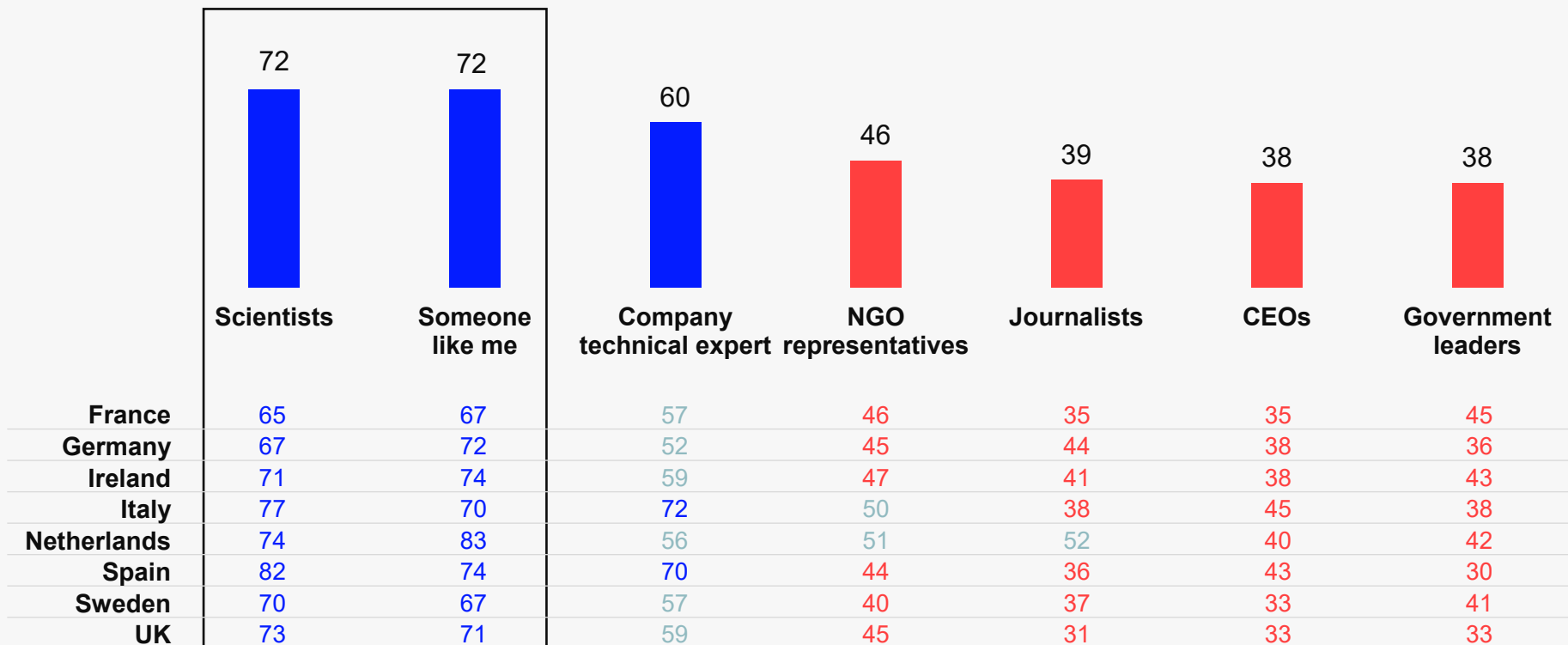


# Dispersion of Authority: Peers on Par With Scientists

Percent trust



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, Europe region.

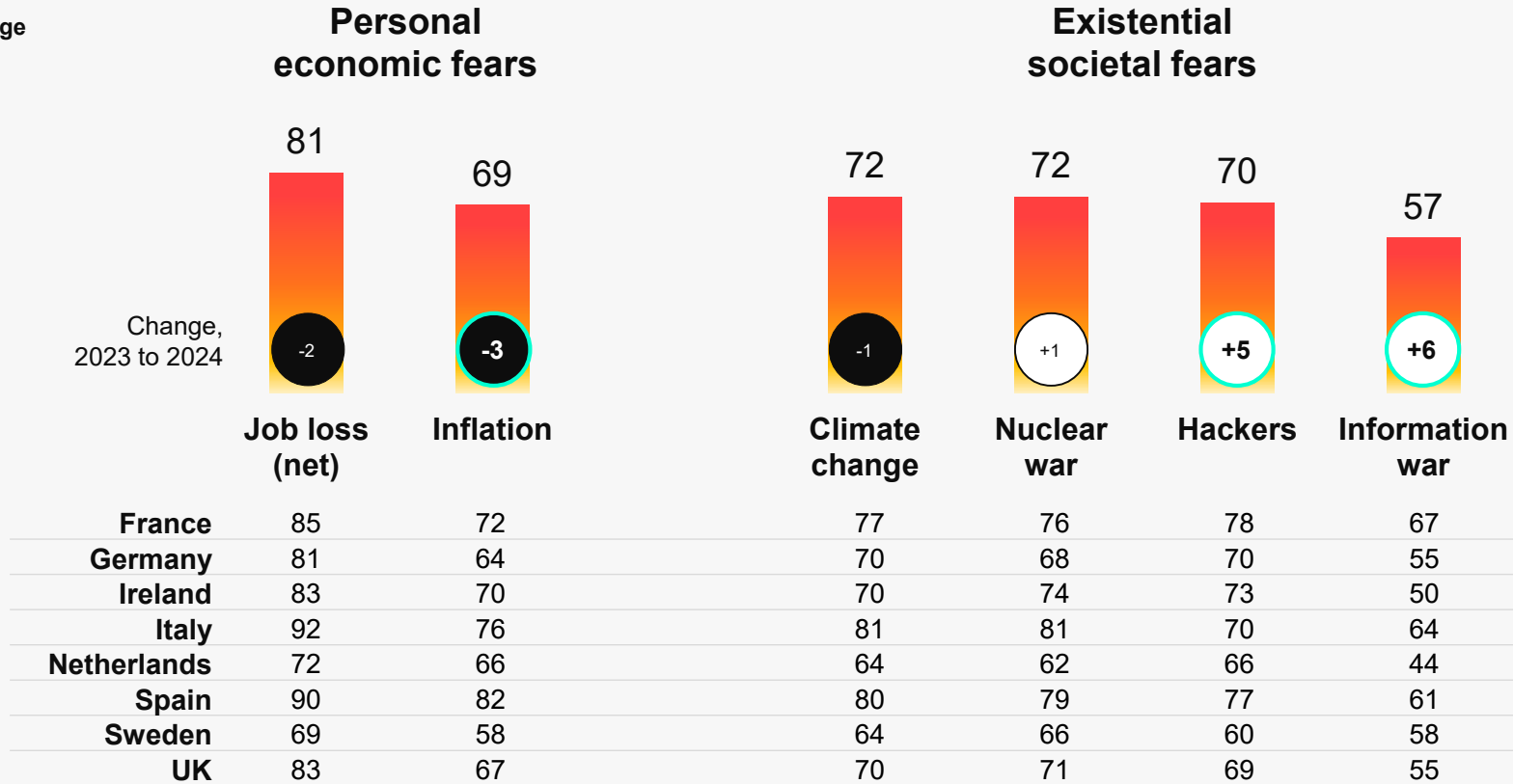




# Societal Fears on Par with Personal Economic Fears

Percent who worry about...

EUROPE  Significant change

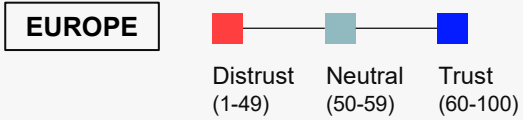


2024 Edelman Trust Barometer. POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Some attributes asked of half the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



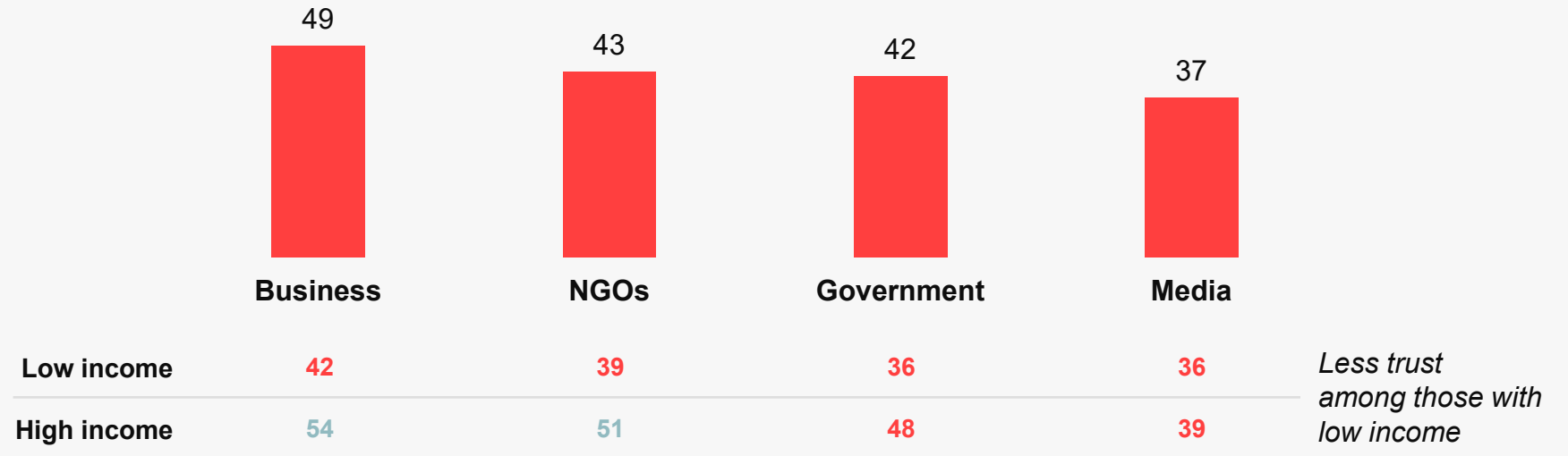
# Trust Imbalance: No Institutions Trusted to Integrate Innovation into Society

Percent trust, in Europe



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

- Safe
- Understood by the public
- Beneficial
- Accessible

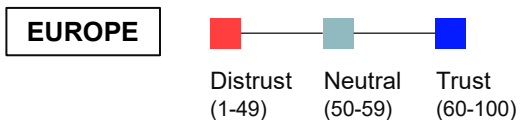


2024 Edelman Trust Barometer. TRU\_INS\_TCNG. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to ensuring that the introduction of new technologies and innovations into society is well-managed (e.g., they are safe, understood 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, Europe region, and by income.

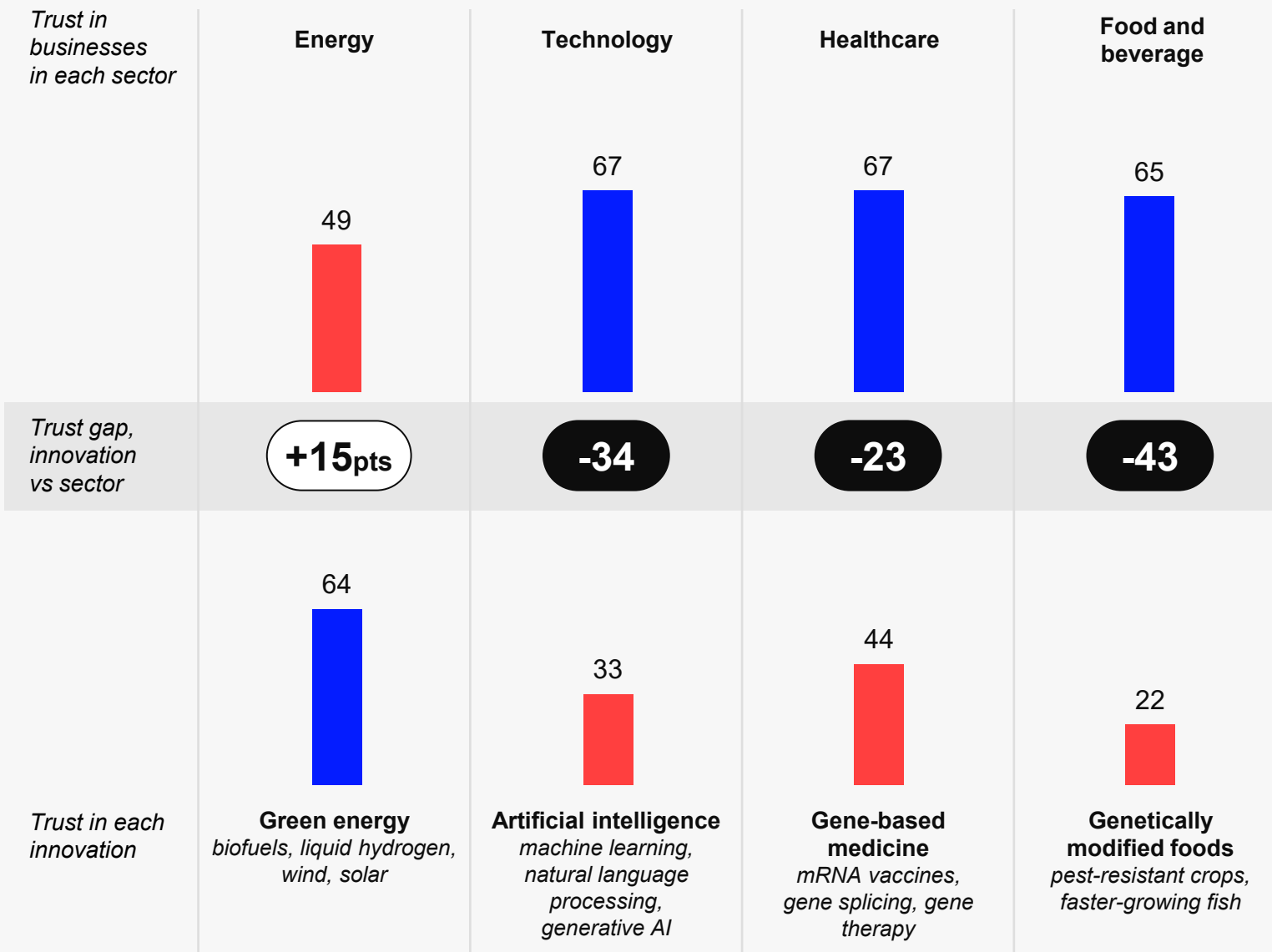


# Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

Percent trust, in Europe



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, Europe region

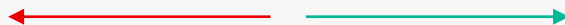


# Acceptance of Innovation at Stake

Percent who say, in Europe

EUROPE

I reject this innovation I embrace this innovation



Green energy



**Innovation success:**  
More enthusiasm for green energy

AI



**At a crossroads:**  
More recent technologies struggle to build enthusiasm

Gene-based medicine



GMO foods



**Innovation failure:**  
GMO foods strongly resisted

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, Europe region.



# Innovation is on the Ballot



# Government Lacks Competence to Regulate Emerging Innovations

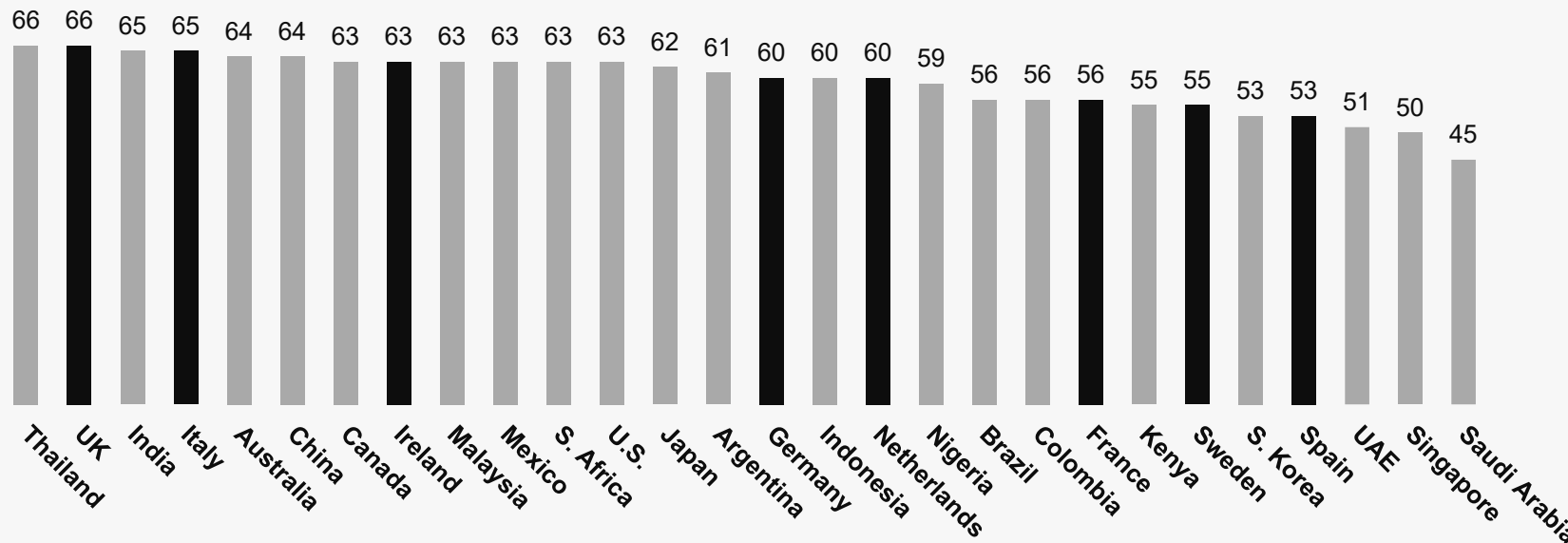
Percent who say this is true

GLOBAL 28

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

Majority in 26 of 28 countries say government not regulating well

# 59%



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

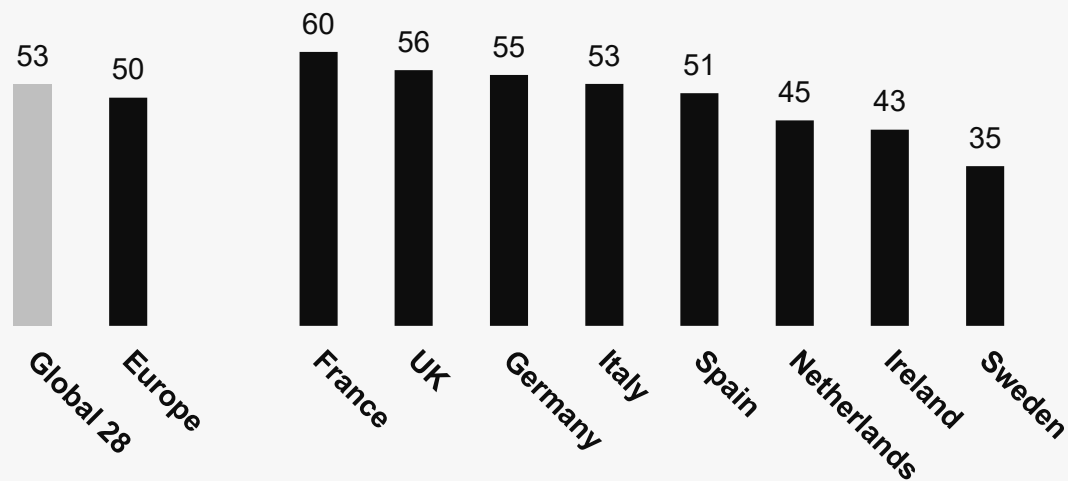




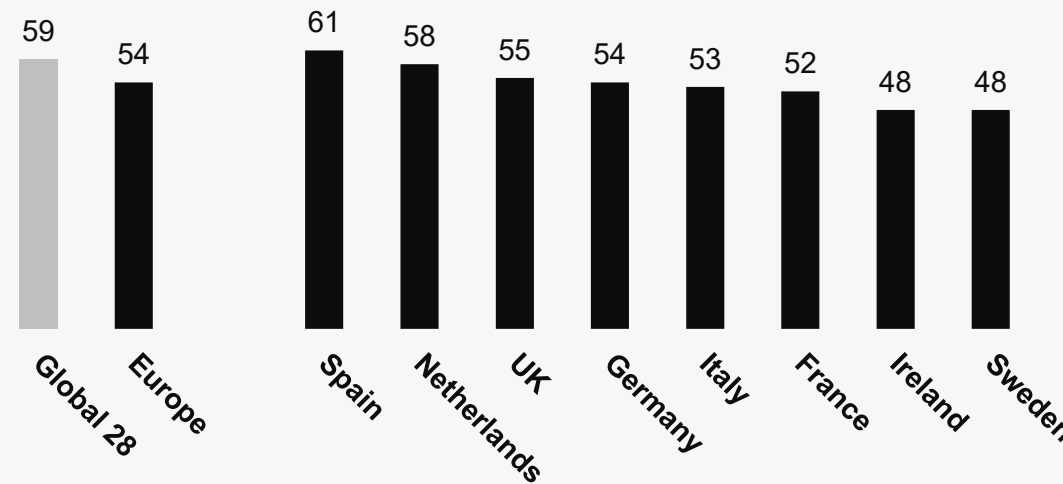
# Concerned Government Has Too Much Influence on Science

Percent who agree

Science has become politicized in this country



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



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

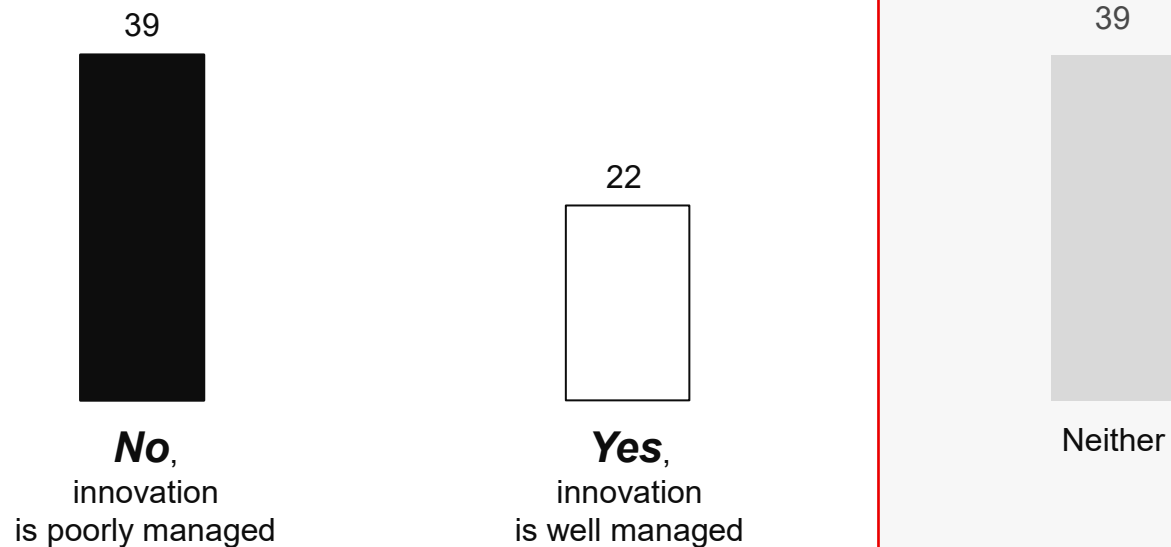
On average, percent who say

GLOBAL 28

## *In thinking about innovation –*

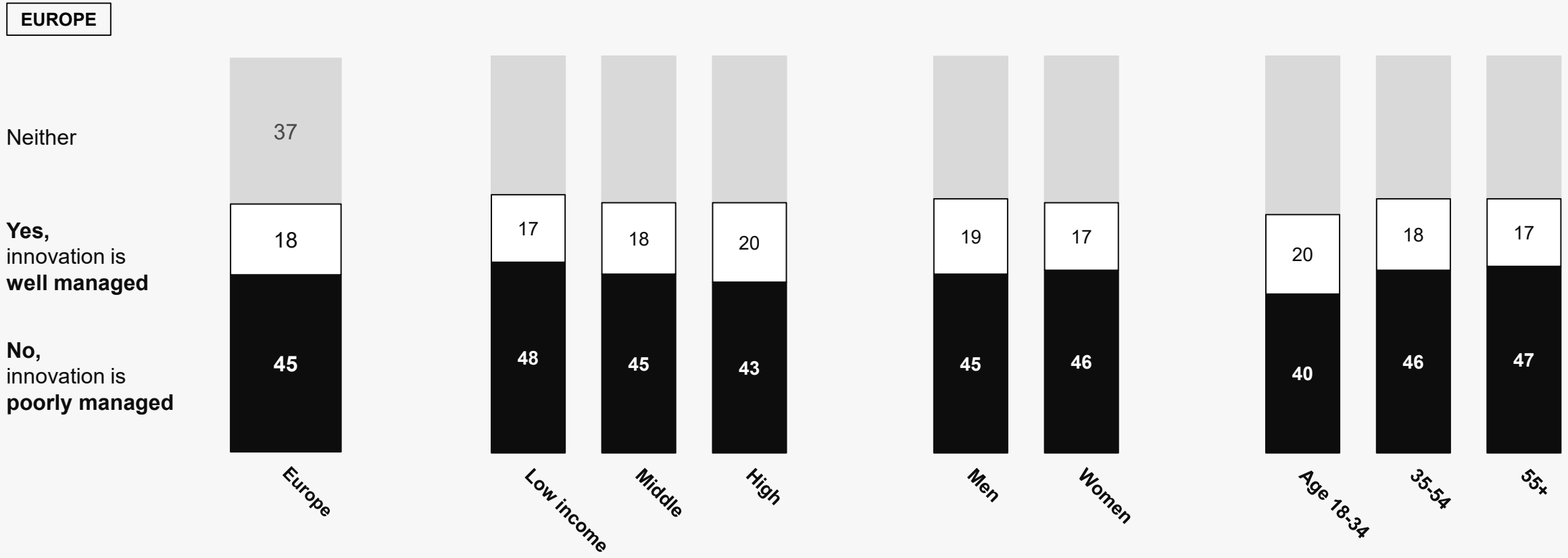
- *Do I trust how **business** and **NGOs** introduce innovations into society?*
- *Can **government** regulate new technologies?*
- *Is science independent of **politics** and **money**?*

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



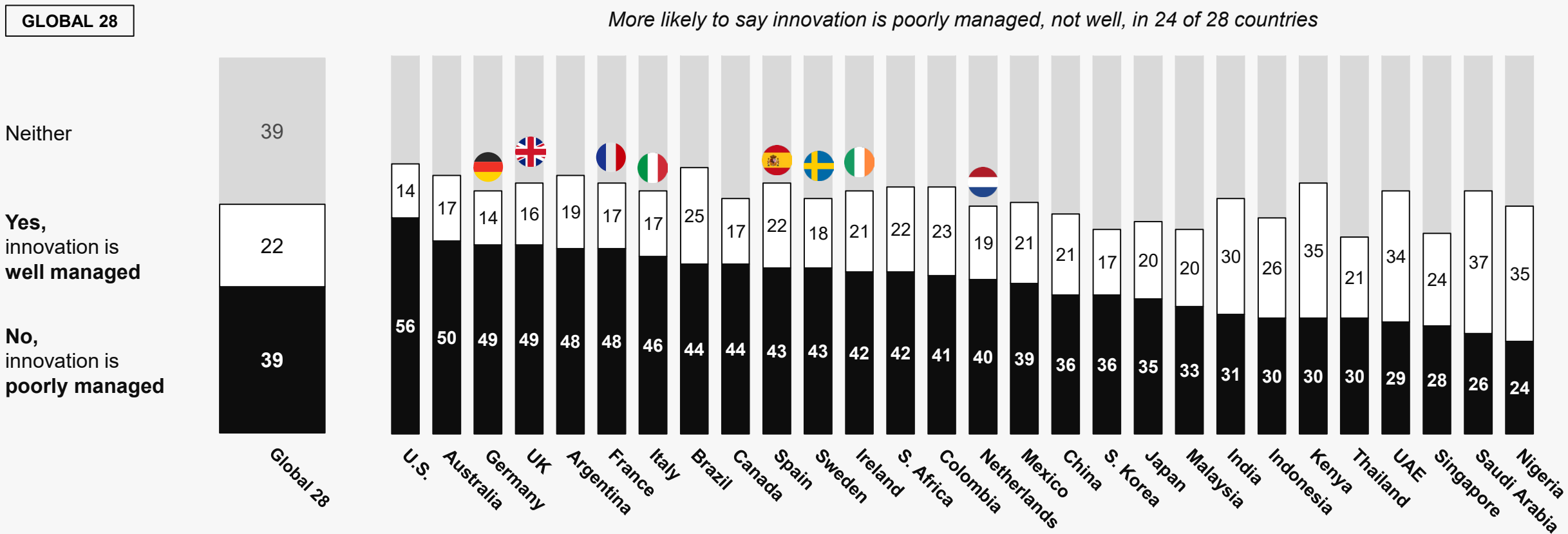
# In Europe, Concern Innovation is Mismanaged Shared Across Income, Gender, and Age

On average, percent in Europe who say



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

On average, percent who say

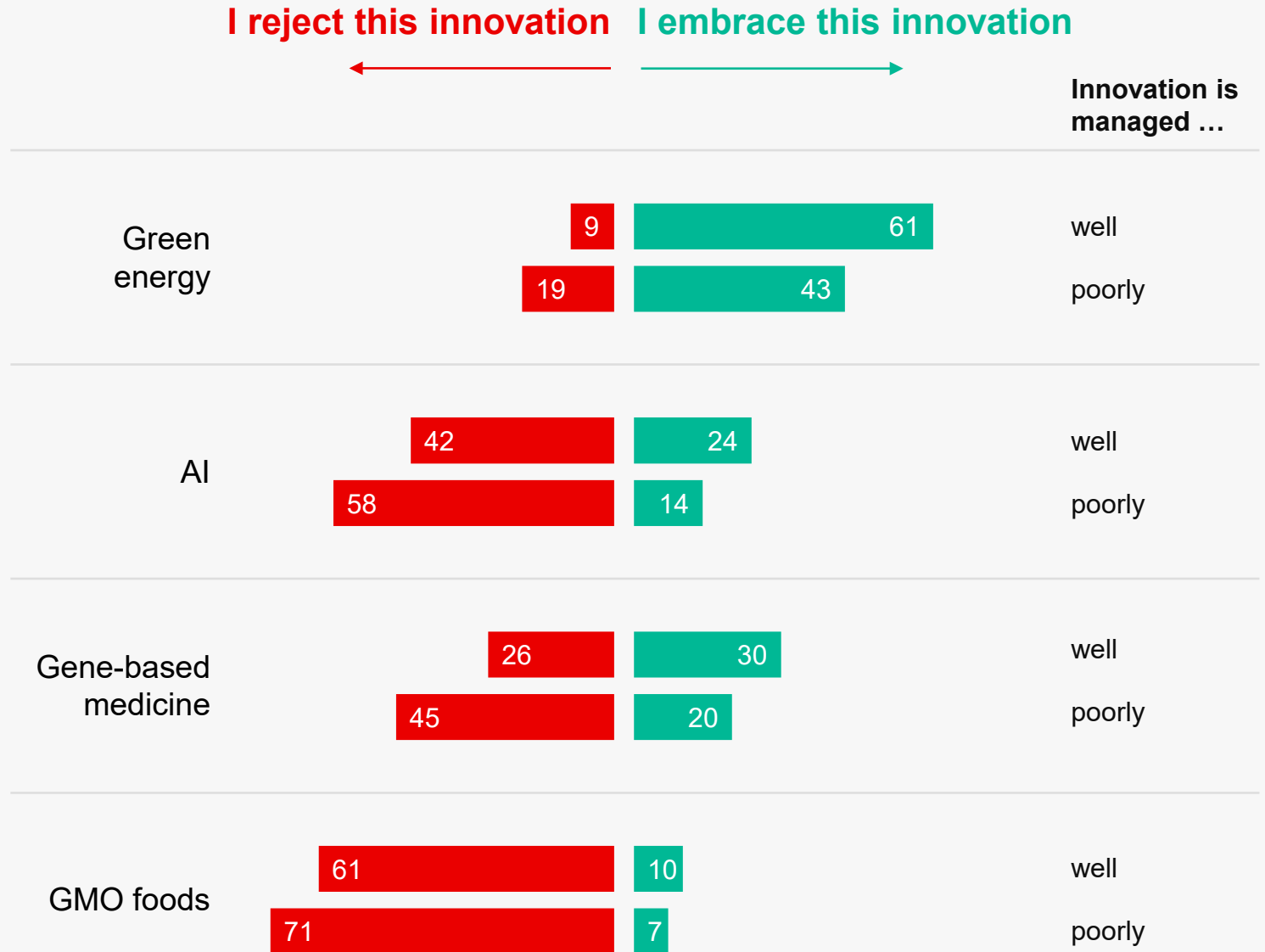


# When Institutions Mismatch Innovation: More Rejection, Less Enthusiasm for Emerging Technologies

Percent who say, in Europe

EUROPE

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, Europe region, by the innovation management scale. For a full explanation of how the Innovation Management Scale was developed, please see the Technical Appendix.



# In Western Democracies, Resistance to Innovation Is Political

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

GLOBAL 21

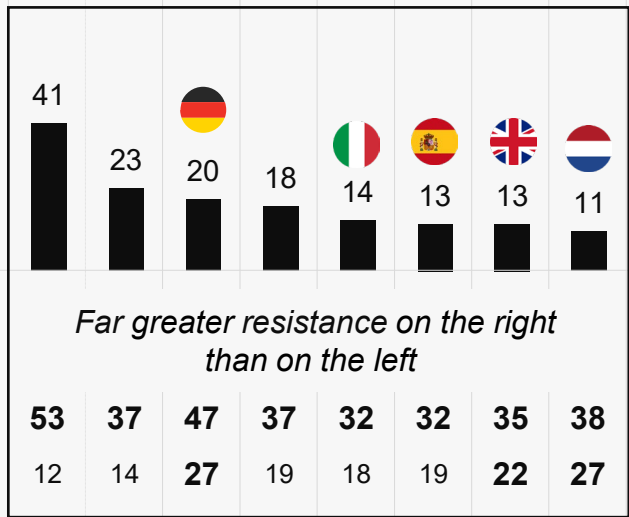
**Difference in innovation rejection**  
between those who  
lean right or left politically

Political leaning

Right

Left

7 pts



*Far greater resistance on the right than on the left*

bold font indicates  
20% or more reject innovation

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





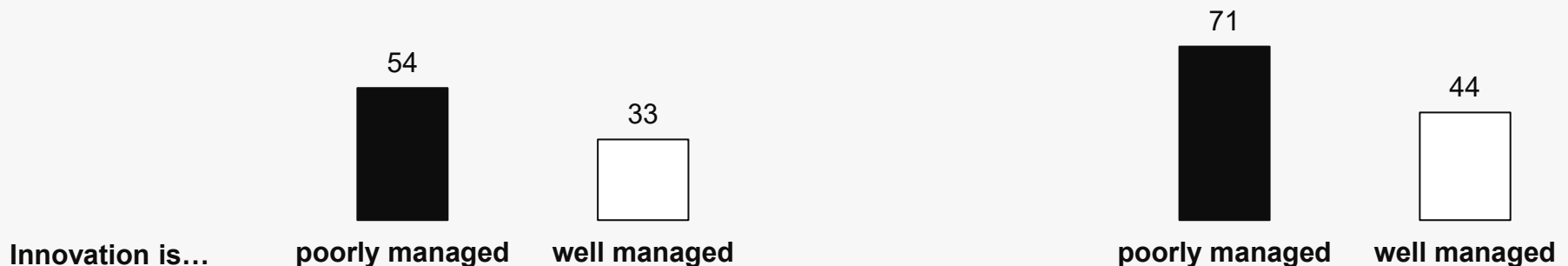
# When Institutions Mismanage Innovation, We Feel Both Technology and Society Are Leaving Us Behind

Percent who say

EUROPE

**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



	poorly managed	well managed	poorly managed	well managed
<b>France</b>	59	n/a*	71	n/a*
<b>Germany</b>	45	n/a*	70	n/a*
<b>Ireland</b>	58	30	69	40
<b>Italy</b>	53	30	71	43
<b>Netherlands</b>	65	49	77	58
<b>Spain</b>	47	35	69	47
<b>Sweden</b>	49	29	65	38
<b>UK</b>	58	n/a*	73	n/a*

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

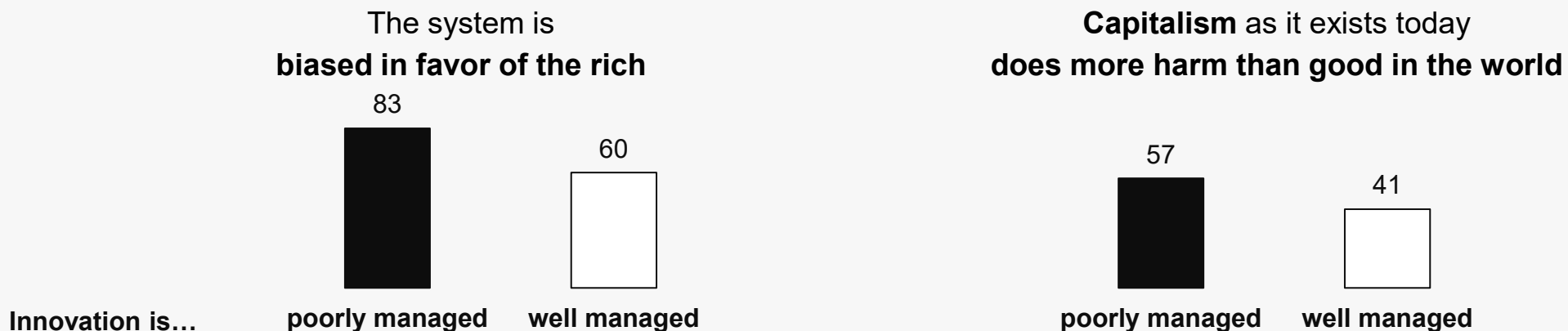
\*The base size for the “well managed” segment is too low to report at the market level (less than n100 respondents).



# When Institutions Mismanage Innovation, Fairness and Capitalism in Question

Percent who say

EUROPE



Innovation is...	poorly managed	well managed	Capitalism as it exists today does more harm than good in the world	poorly managed	well managed
France	84	n/a*	66	n/a*	
Germany	85	n/a*	57	n/a*	
Ireland	84	57	55	39	
Italy	89	68	68	43	
Netherlands	83	64	65	52	
Spain	78	61	47	38	
Sweden	76	55	51	39	
UK	86	n/a*	48	n/a*	

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

\*The base size for the “well managed” segment is too low to report at the market level (less than n100 respondents).



# A Reset for Science in Society



# Scientists and Experts Expected to Lead on Implementation of Innovation

Percent who say

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

Showing top 5 of 11 items, in Europe

	EUROPE	France	Germany	Ireland	Italy	Netherlands	Spain	Sweden	UK
<b>Scientists</b>	74	75	70	76	78	65	84	74	72
<b>Technical experts</b>	71	69	67	72	75	65	78	70	72
Academics, educators	58	53	56	60	66	55	74	49	51
Central government leaders	52	56	45	58	52	54	54	43	50
Government leaders	51	55	43	57	57	51	52	45	48

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, Europe region. Data is showing the top 5 roles, with ties broken by decimal.



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

## Average acceptance rating

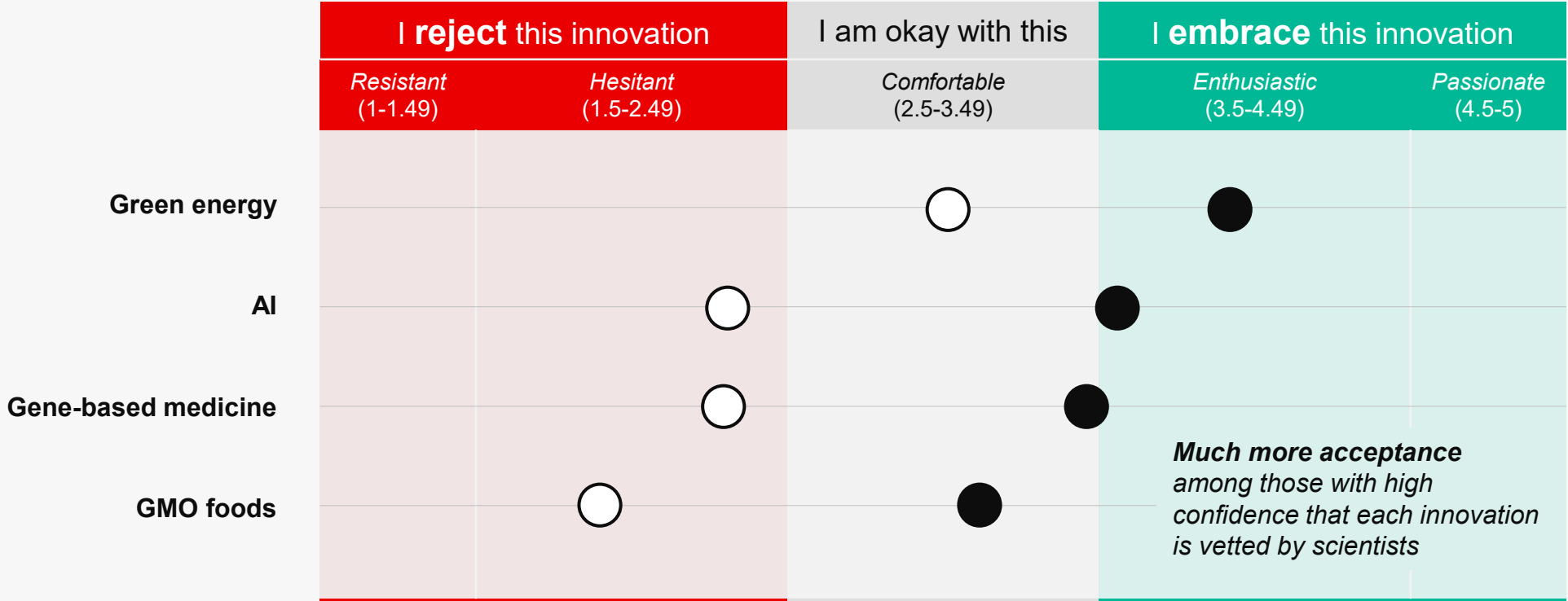
for each innovation

GLOBAL 28

Among those who have

○ low ● high

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



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



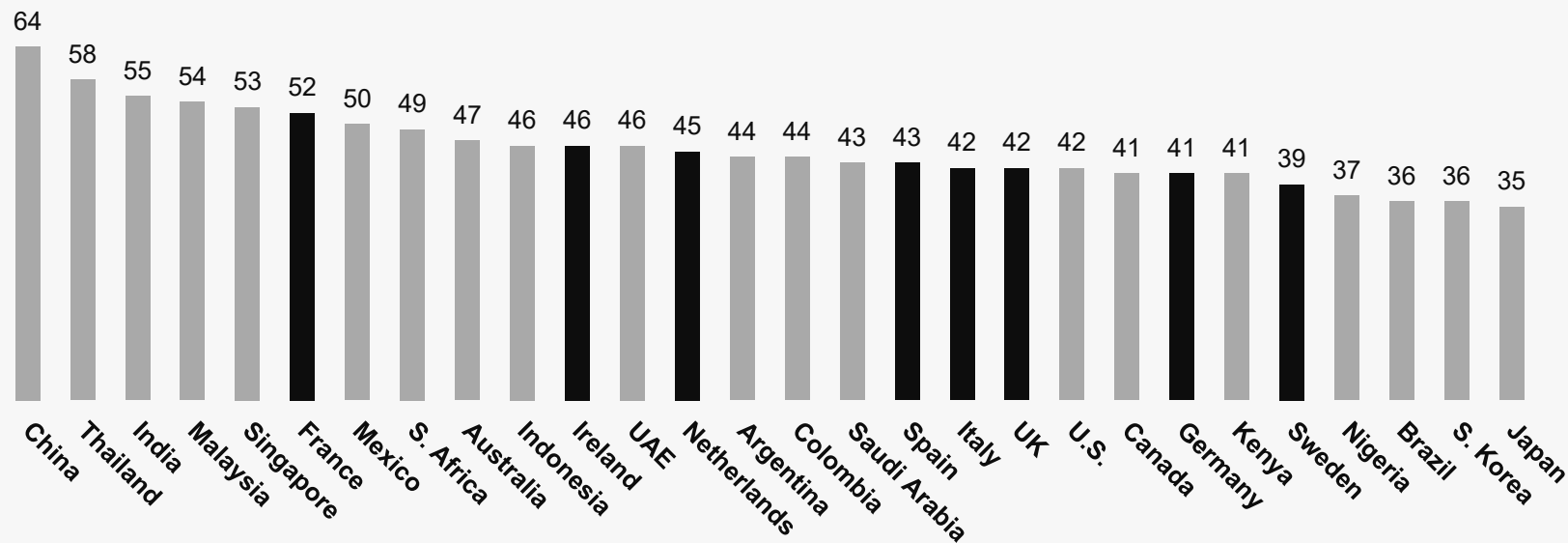
# Make the Science Transparent and Accessible to the Public

Percent who agree

GLOBAL 28

Scientists do not know how to communicate with people like me

# 45%





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

Percent who say

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

Showing top 5 of 9 items, in Europe

	EUROPE	France	Germany	Ireland	Italy	Netherlands	Spain	Sweden	UK
Online searches	53	57	57	53	62	35	67	47	48
National media	51	47	47	51	56	51	47	50	57
My friends and family	39	43	40	42	35	37	40	42	37
Local media	39	36	48	38	43	35	35	43	33
Social media (net)	33	29	20	40	32	30	38	42	32

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, Europe region. "Social media" is a net of "My social media news feed" and "On social media posted by, or forwarded from, someone in my social network". Data is showing the top 5 sources, with ties broken by decimal.



# To Be Trusted With Innovation, 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, showing the top 3 actions in Europe

EUROPE

*Across institutions,  
listening is a top 3 trust-building action within Europe*

Business	%
Keep innovations affordable	83
Communicate pluses and minuses	81
<b>Hear our concerns, let us ask questions</b>	<b>80</b>

NGOs	%
Aid the vulnerable	76
<b>Hear our concerns, let us ask questions</b>	<b>75</b>
Help people keep up	74

Government	%
<b>Hear our concerns, let us ask questions</b>	<b>81</b>
Institute safeguards	80
Regulate to ensure safety and fairness	79

Media	%
<b>Hear our concerns, let us ask questions</b>	<b>80</b>
Communicate pluses and minuses	78
Investigate innovations	78

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



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

Average acceptance rating  
for each innovation

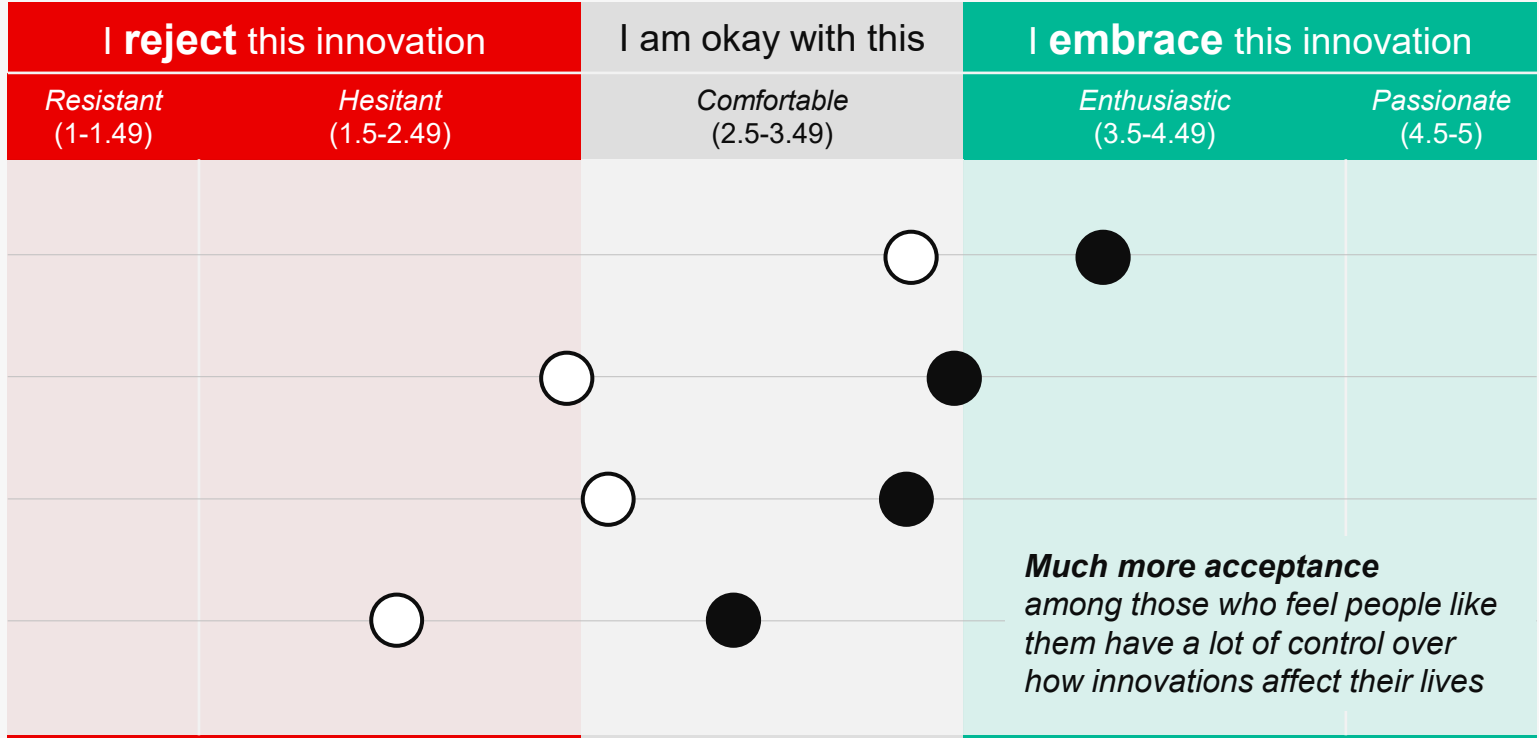
GLOBAL 28

Among those who believe  
“people like me” have

○ little      ● a lot of

control over how  
these innovations  
affect their lives

Green energy  
  
AI  
  
Gene-based medicine  
  
GMO foods



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



# Restoring Trust in the Promise of Innovation



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

Percent who say

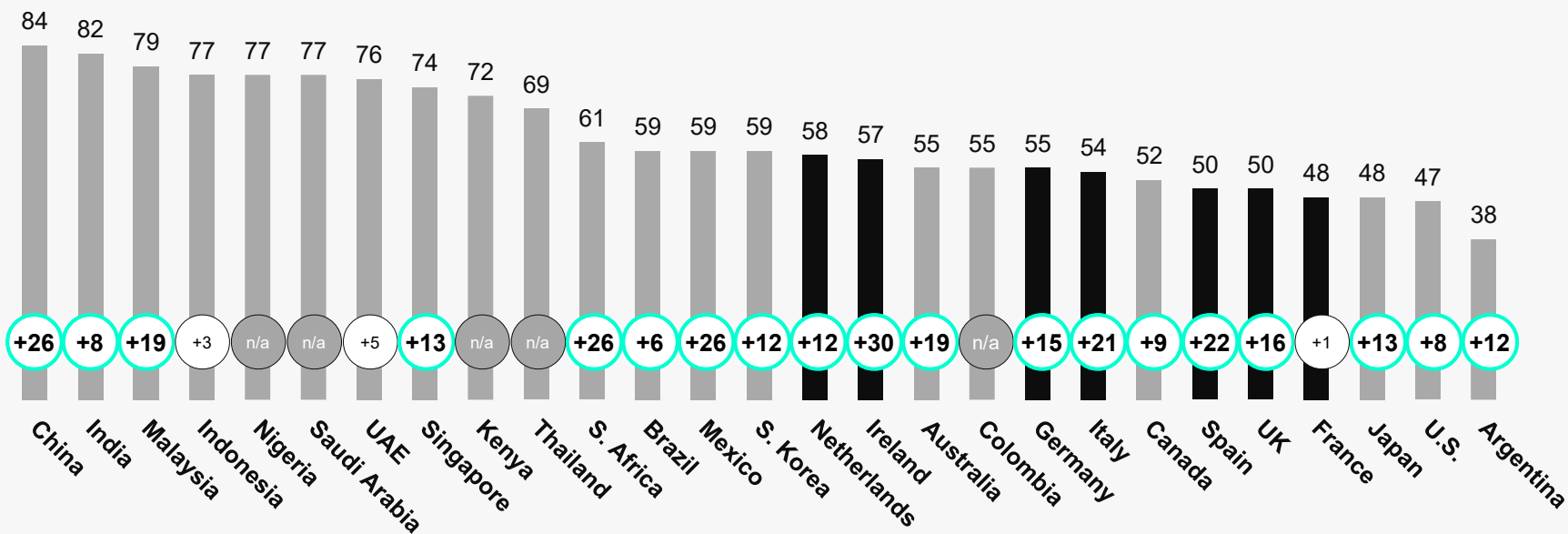
GLOBAL 22 2015 to 2024 ○ Significant change

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

# 60%

**+15 pts**

Change, 2015 to 2024



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



# Confidence in Effective Regulation Drives Adoption

## Average acceptance rating

for each innovation

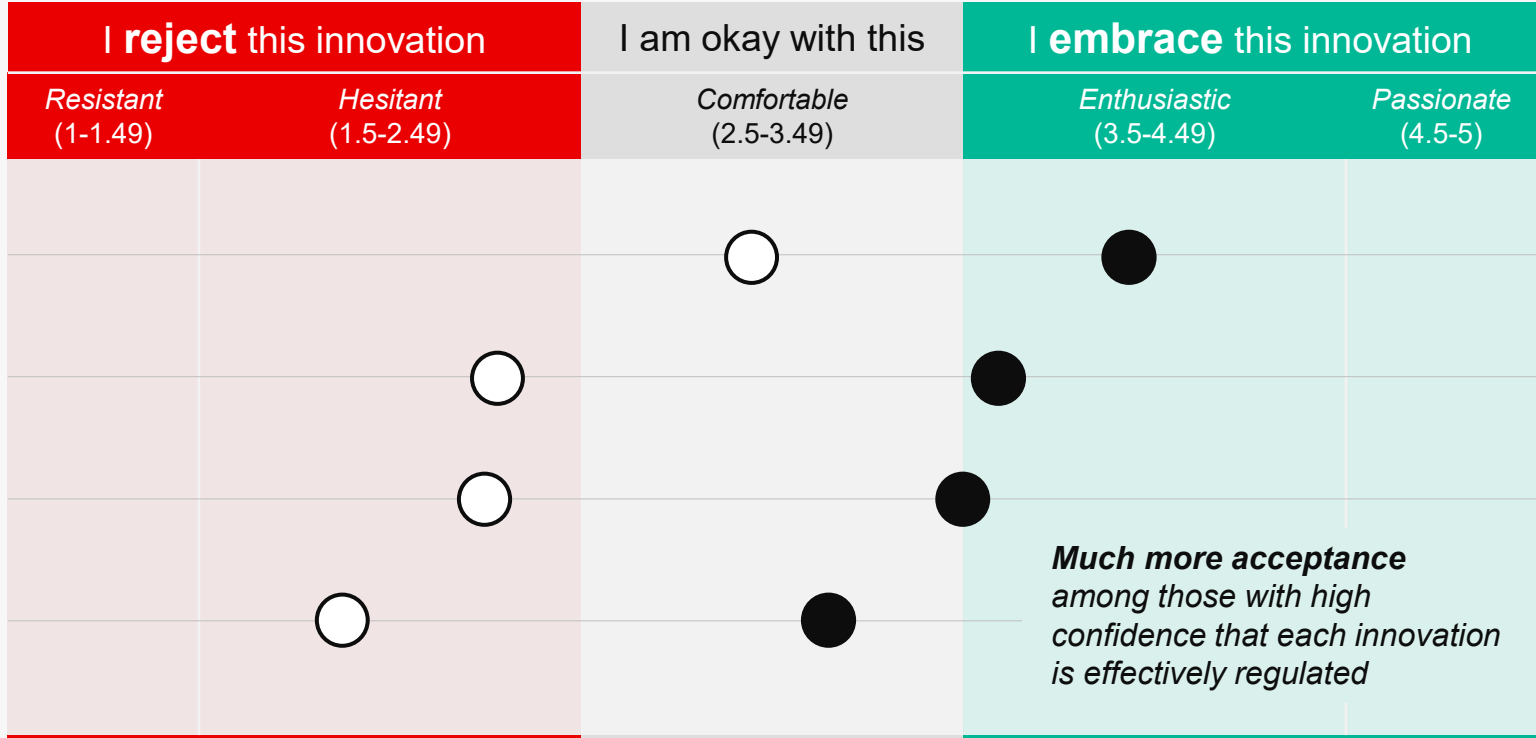
GLOBAL 28

Among those who have

○ low ● high

confidence that each innovation is **effectively regulated**

Green energy  
AI  
Gene-based medicine  
GMO foods



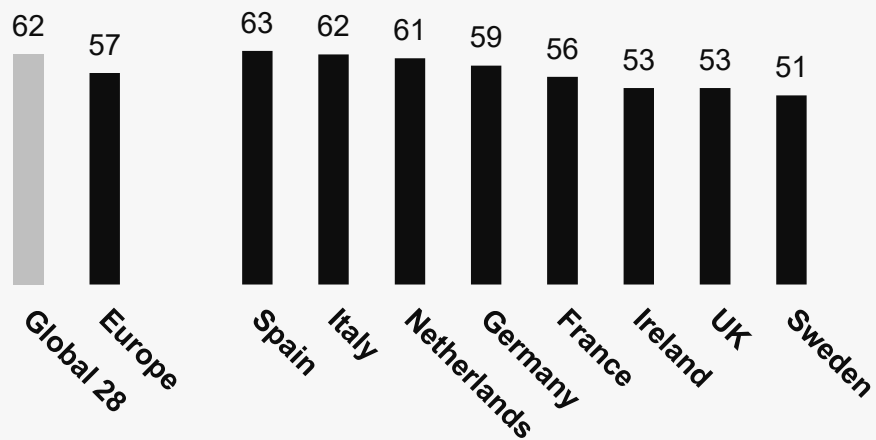
2024 Edelman Trust Barometer. TEC\_SAF. How confident are you that each of the following is being effectively regulated? 5-point scale; top 2 box, high confidence; bottom 2 box, low confidence. Question asked of half the sample. CHG\_TEC\_COM. How would you characterize your feelings about each of the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



# CEOs: Address Impacts of Innovation in Society

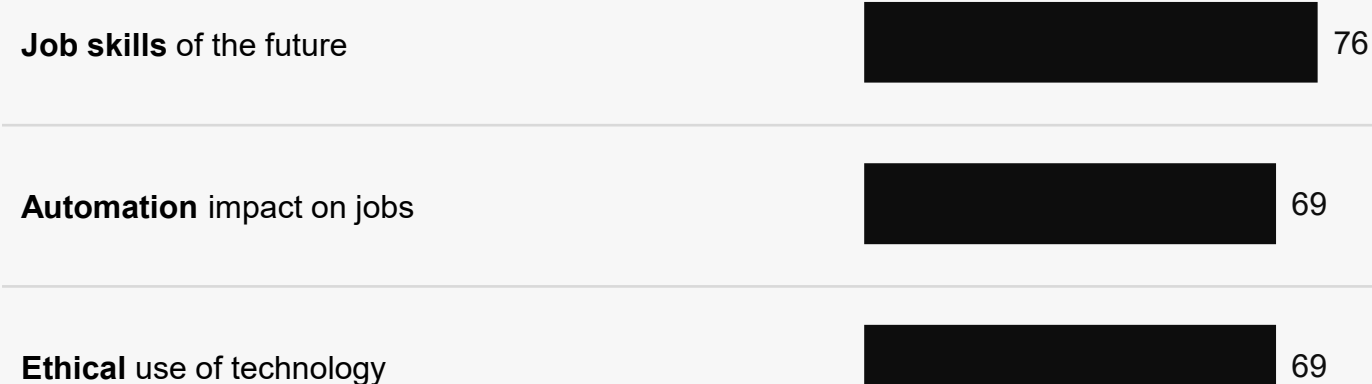
Percent who say

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



Among employees in Europe,

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



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



# Show Me How Innovation Will Bring Us a Better Future

## Average acceptance rating

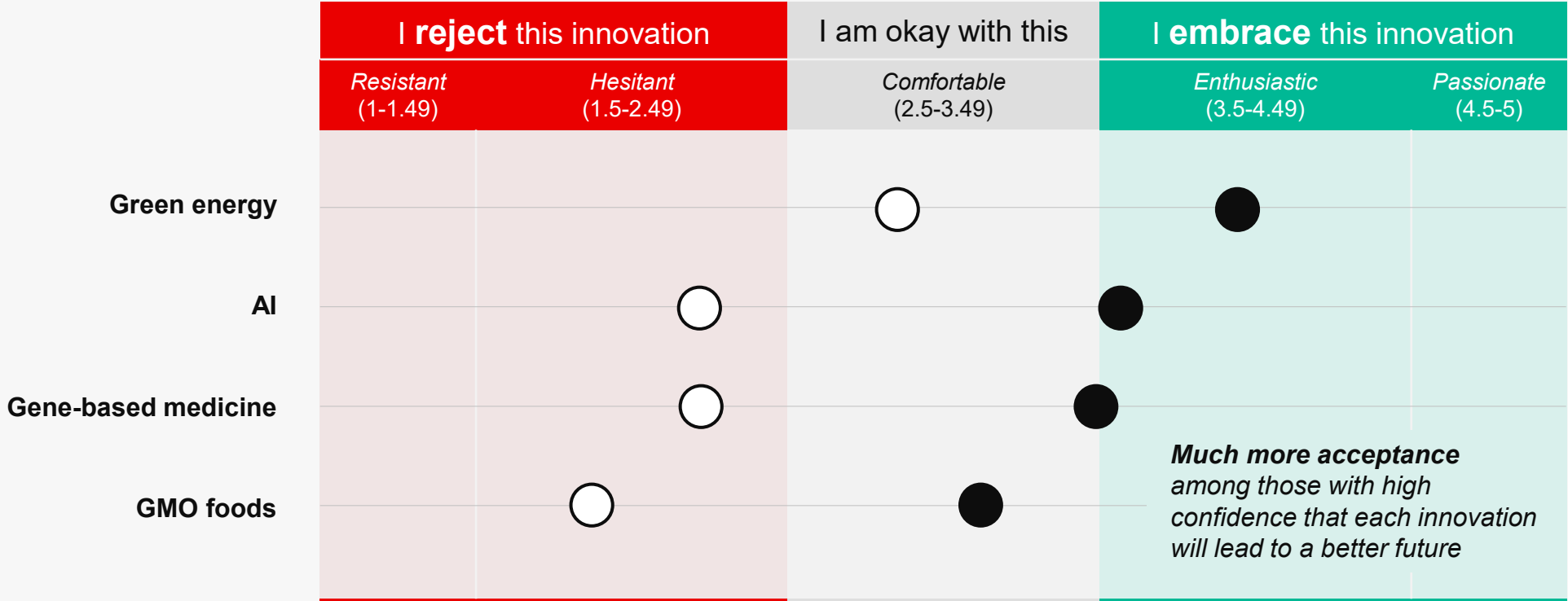
for each innovation

GLOBAL 28

Among those who have

○ low ● high

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



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





# Restoring Trust in the Promise of Innovation

**1**

## Implementation as important as invention

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

**2**

## Business must partner for change

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

**3**

## Science must integrate with society

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

**4**

## Give me control over my future

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



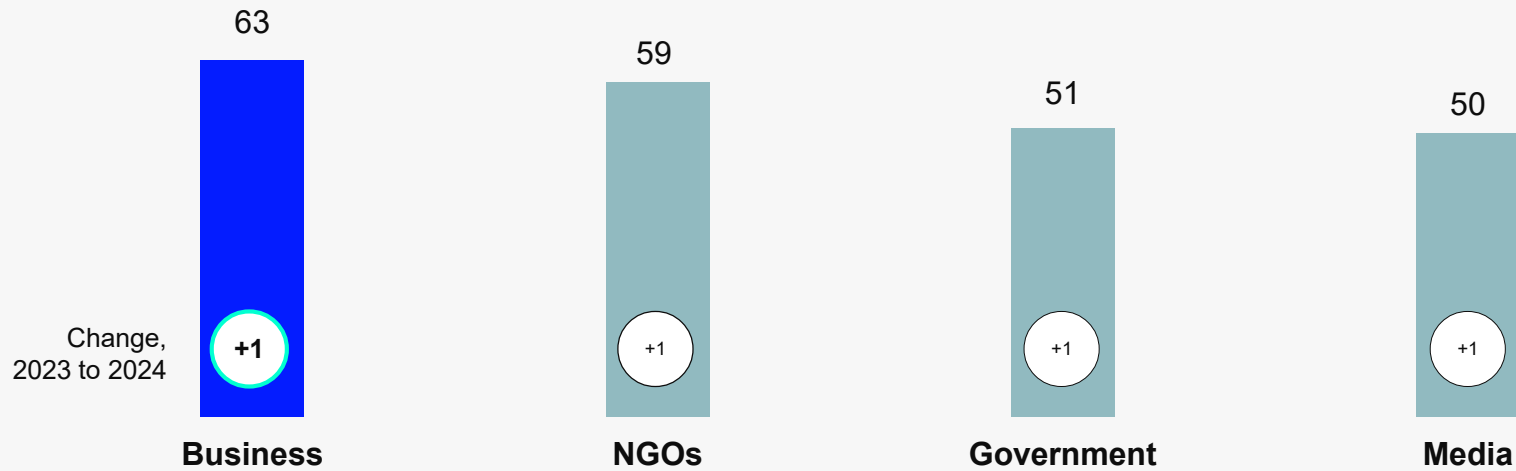
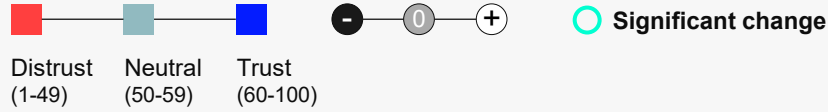
# Supplemental Data



# Business Remains Only Trusted Institution

Percent trust

GLOBAL 28



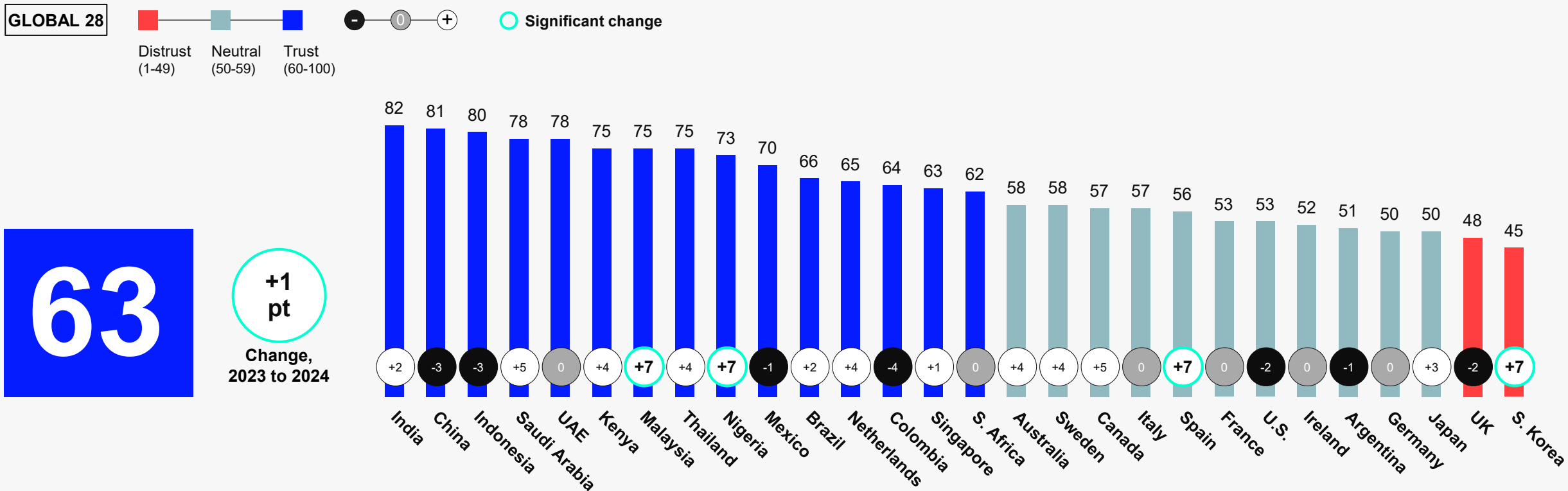
2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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

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



# Business Trusted in 15 of 28 Countries

Percent trust in business



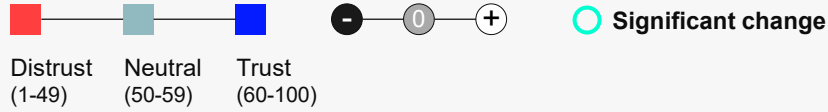
2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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



# NGOs Trusted in 12 of 28 Countries

Percent trust in NGOs

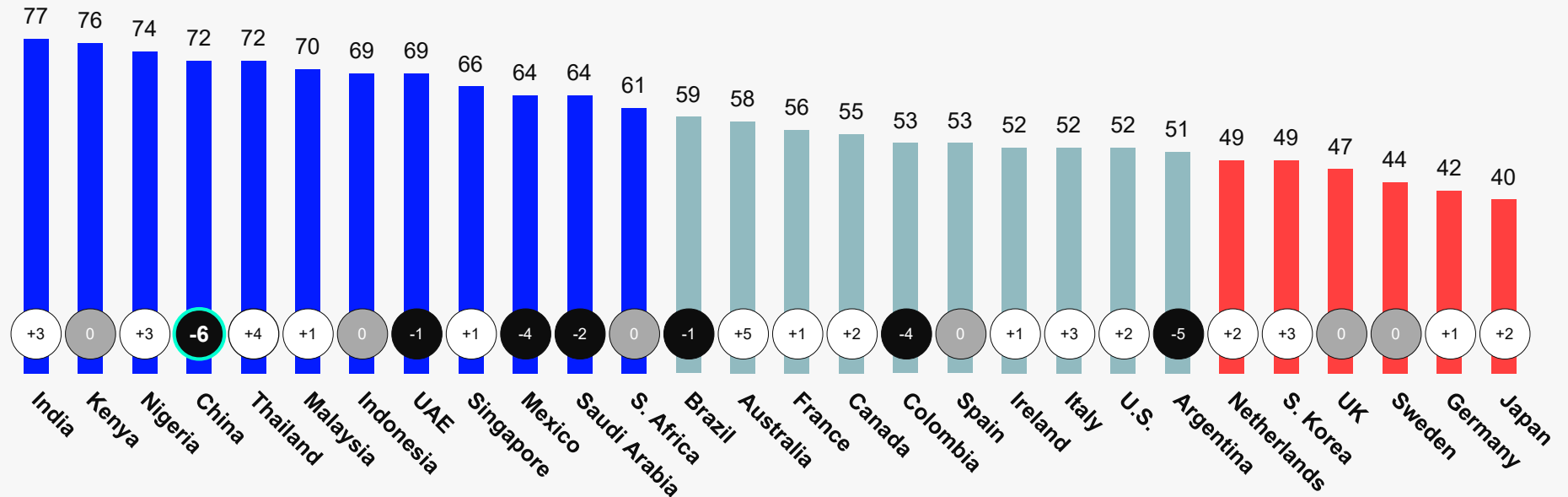
GLOBAL 28



59

+1  
pt

Change,  
2023 to 2024



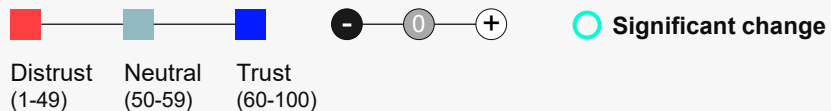
2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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



# Government Distrusted in 17 of 28 Countries

Percent trust in government

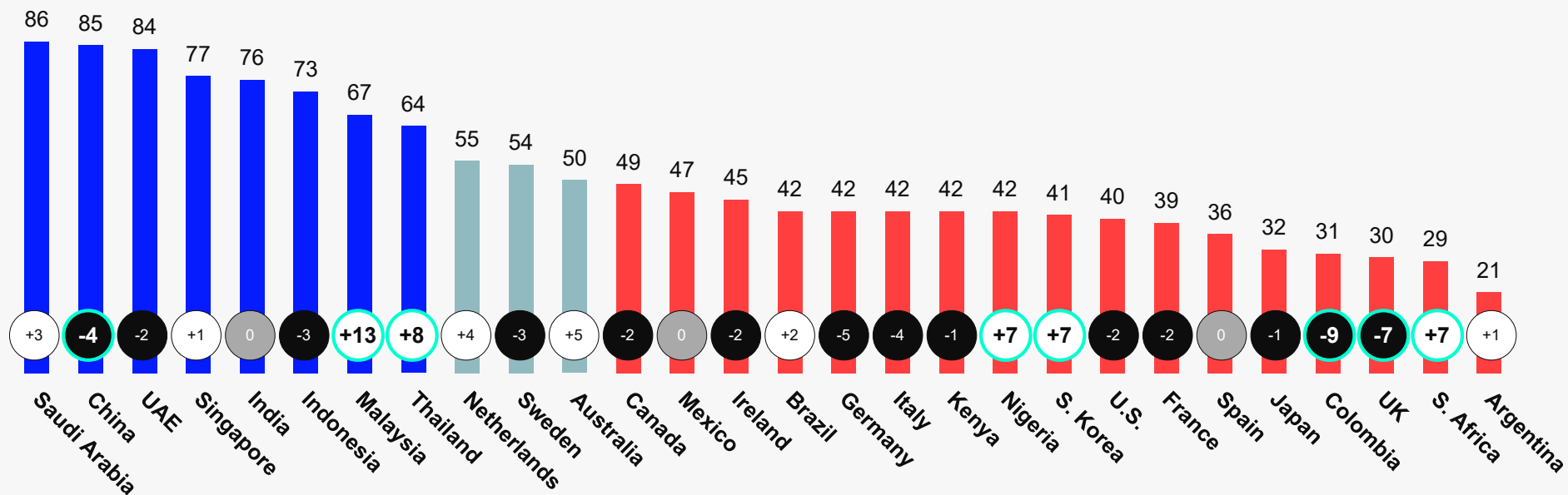
GLOBAL 28



51

+1 pt

Change, 2023 to 2024



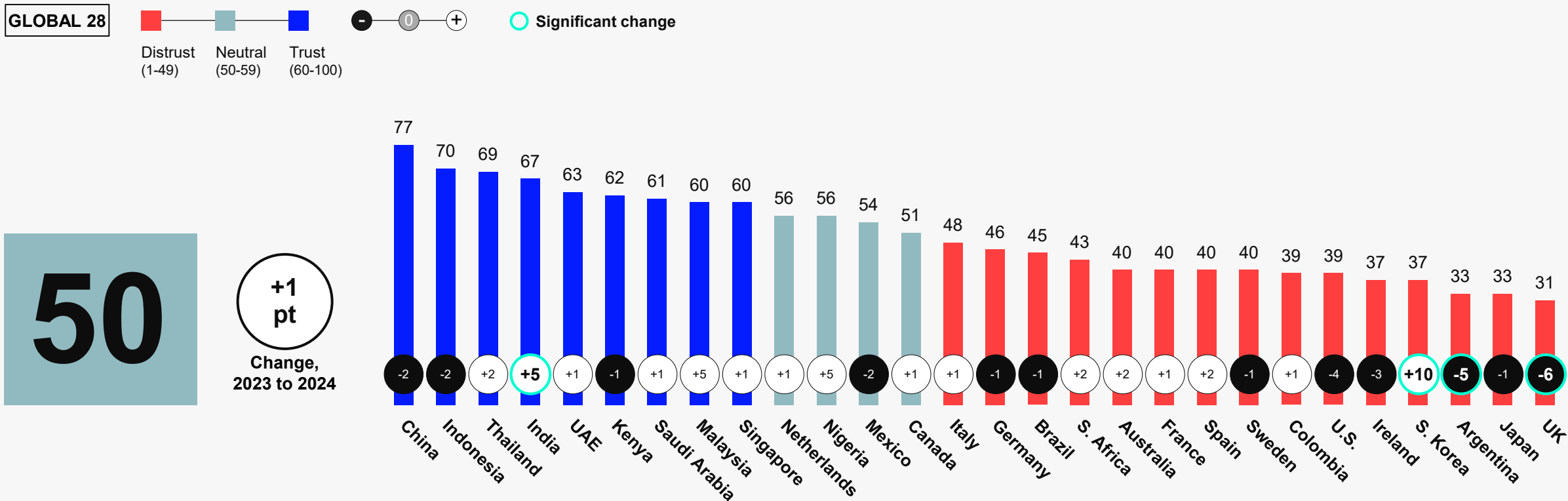
2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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

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



# Media Distrusted in 15 of 28 Countries

Percent trust in media



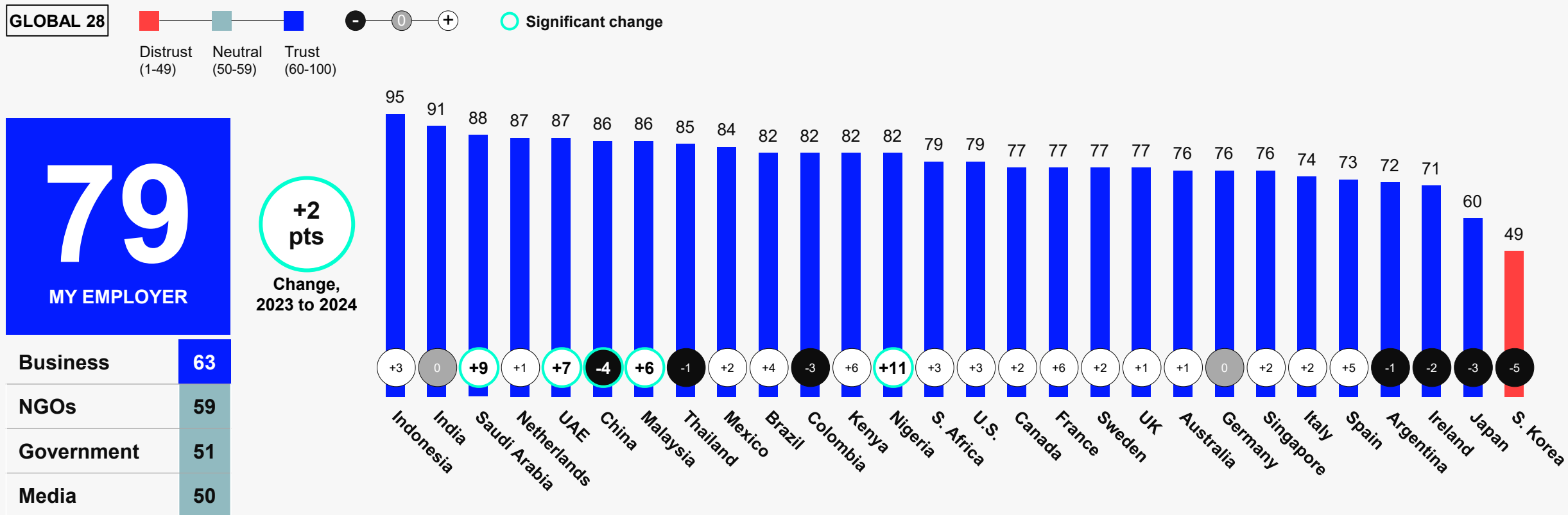
2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the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

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



# My Employer Trusted in 27 of 28 Countries

Percent trust



2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. "Your employer" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

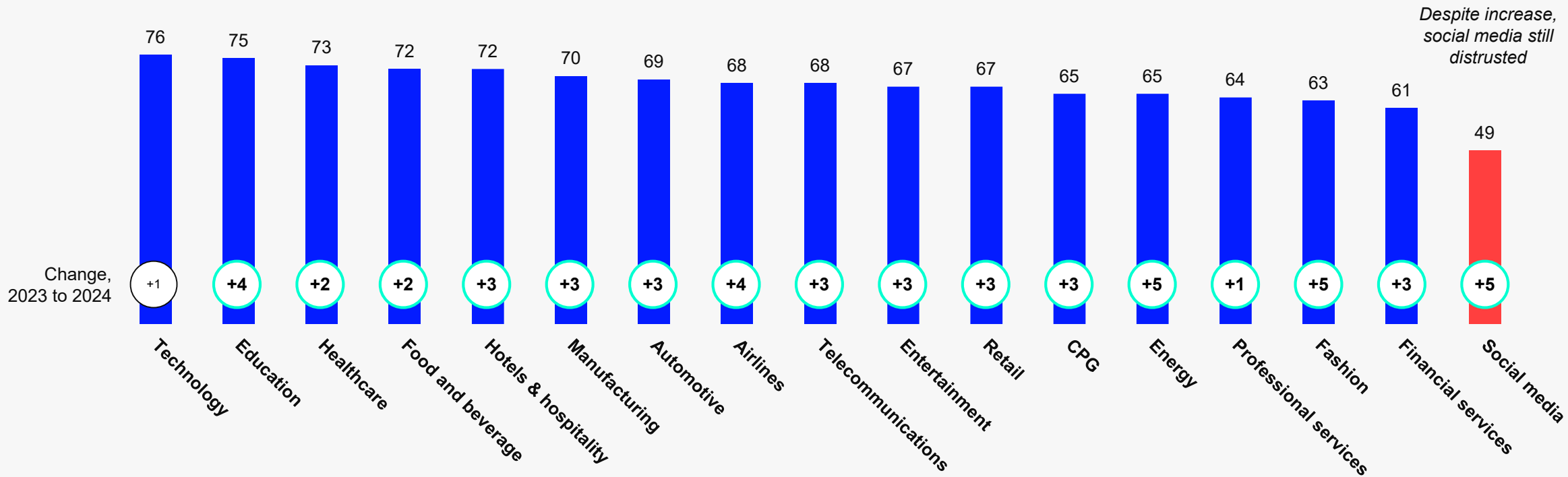
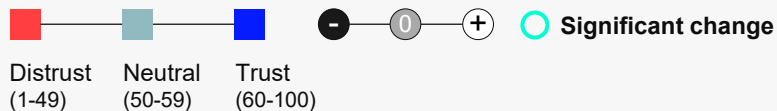




# Significant Trust Increases Across Most Industry Sectors

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

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



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.

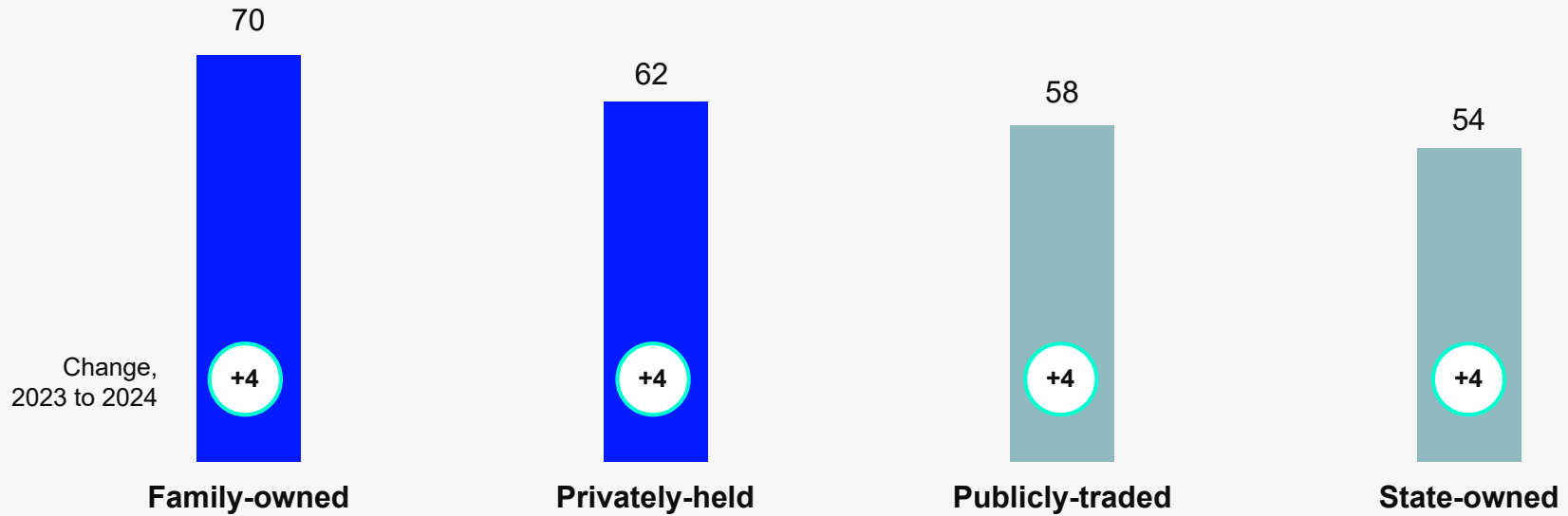
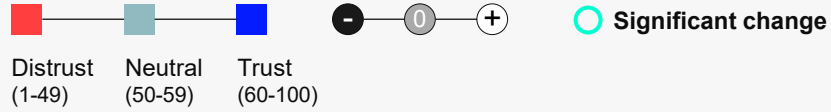
In S. Africa, the Afrikaans translation for "Food and beverage" was updated in 2024. In Mexico and the U.S., the Spanish translation for "Automotive" was updated in 2024. These language changes mean the 2024 data cannot be compared to data from previous years and have been removed from this analysis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



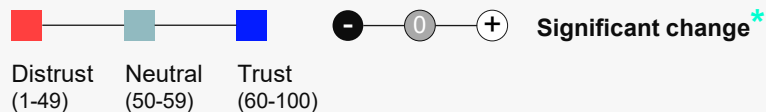
2024 Edelman Trust Barometer. TRU\_ORG. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for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



# Family-Owned Business Most Trusted Type of Business

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

GLOBAL 22



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

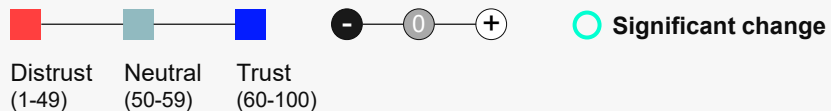
2024 Edelman Trust Barometer. TRU\_ORG. Thinking about different types of businesses, please indicate how much you trust each type of business to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 22-mkt avg. Ten-year changes were tested for significance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



# European Union Distrusted in 12 of 28 Countries

Percent trust in the European Union

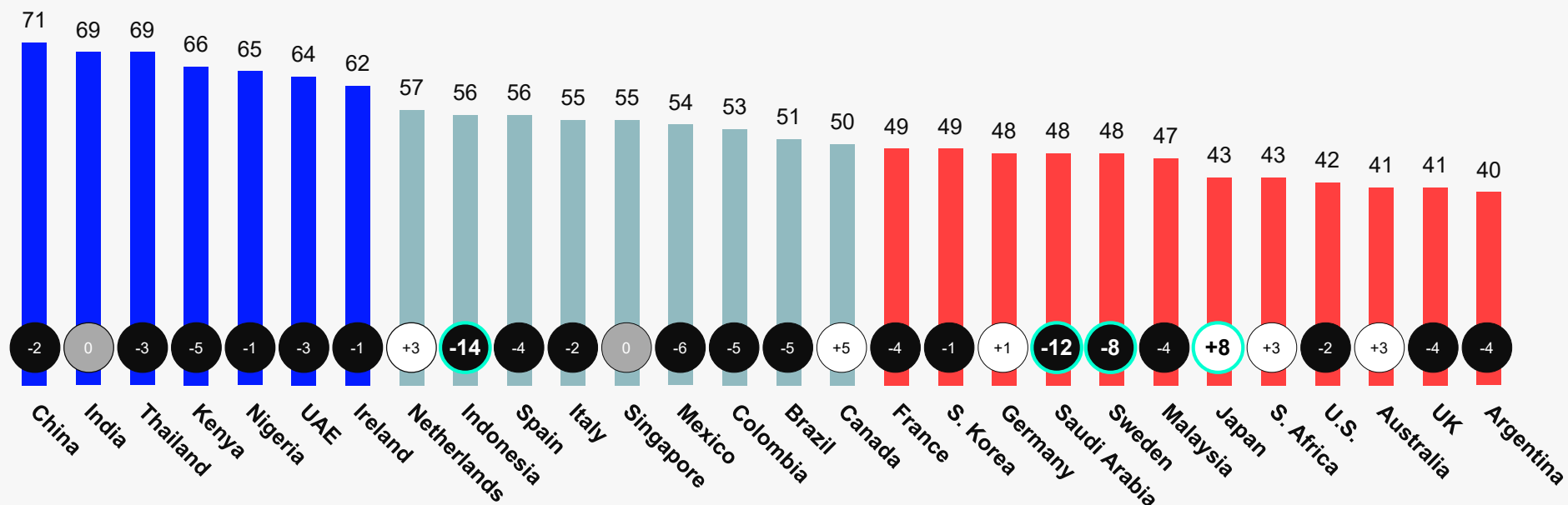
GLOBAL 28



53

-3 pts

Change, 2023 to 2024

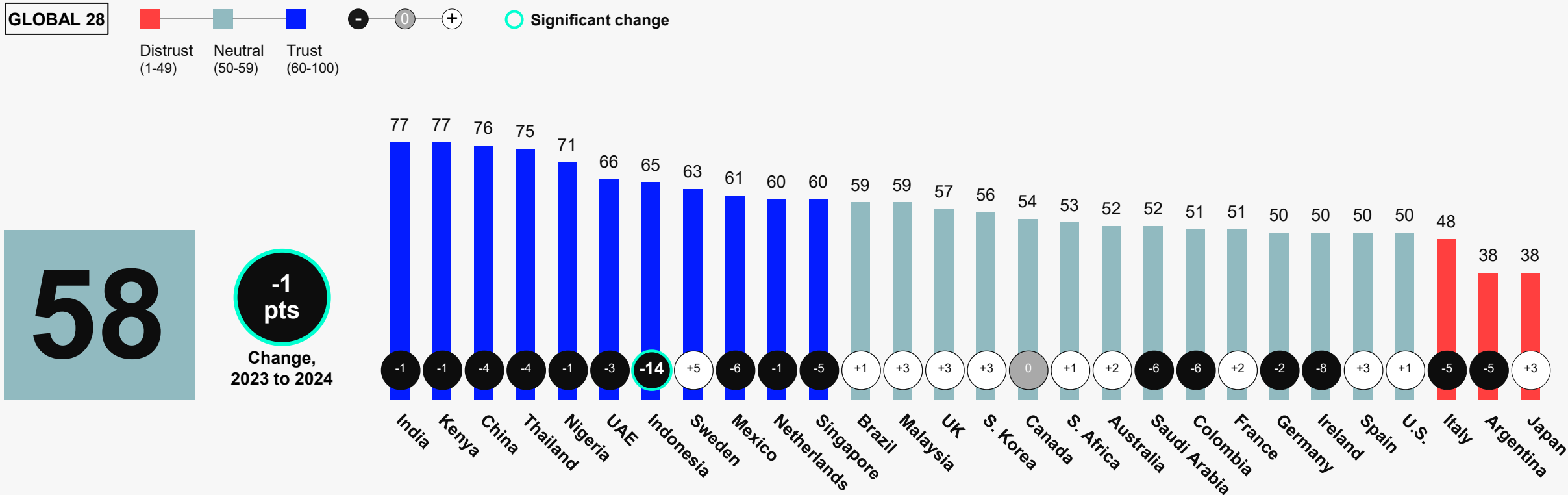


2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Attribute asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance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



# United Nations Trusted in 11 of 28 Countries

Percent trust in the United Nations



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

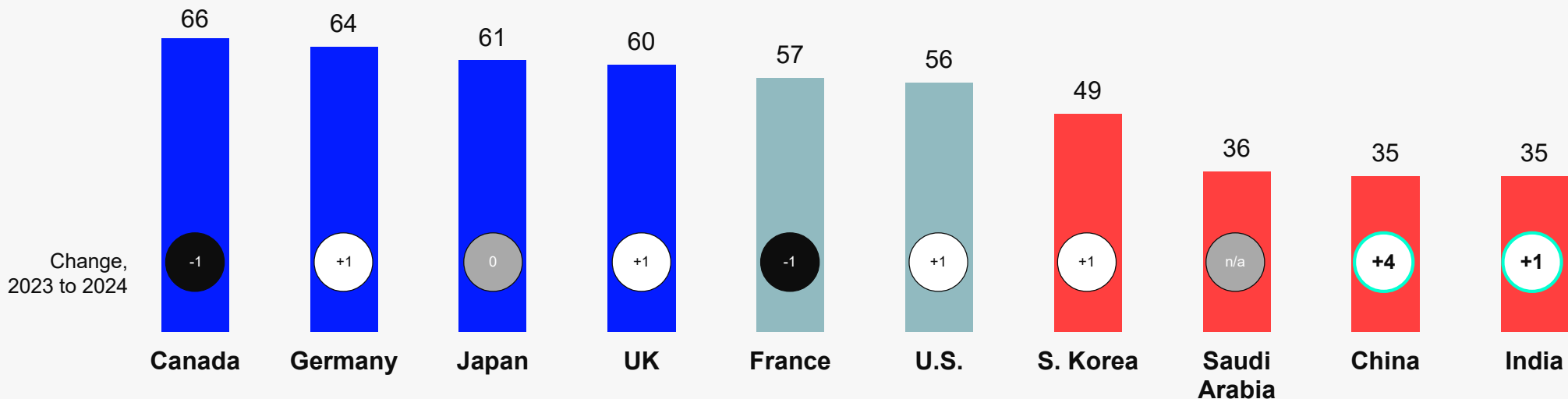
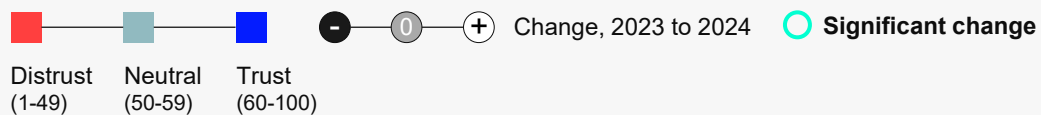
In India, the Hindi translation for "The United Nations" was updated in 2024 to the formal reference.



# Trust in Companies Headquartered in Foreign Countries

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

**GLOBAL 27** Excludes home countries

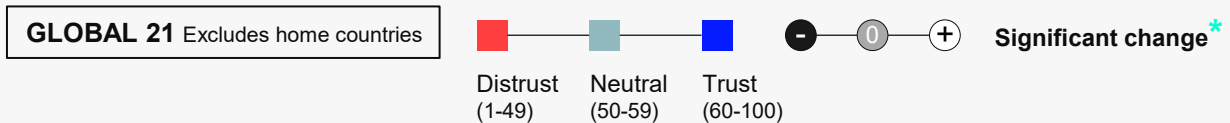


2024 Edelman Trust Barometer. TRU\_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 27-mkt avg. Data excludes respondents from the country being rated. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# 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



	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*

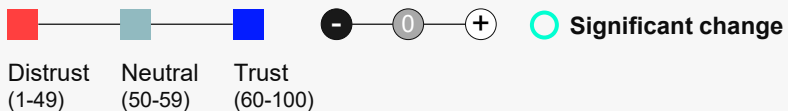
2024 Edelman Trust Barometer. TRU\_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample.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



# Trust in People

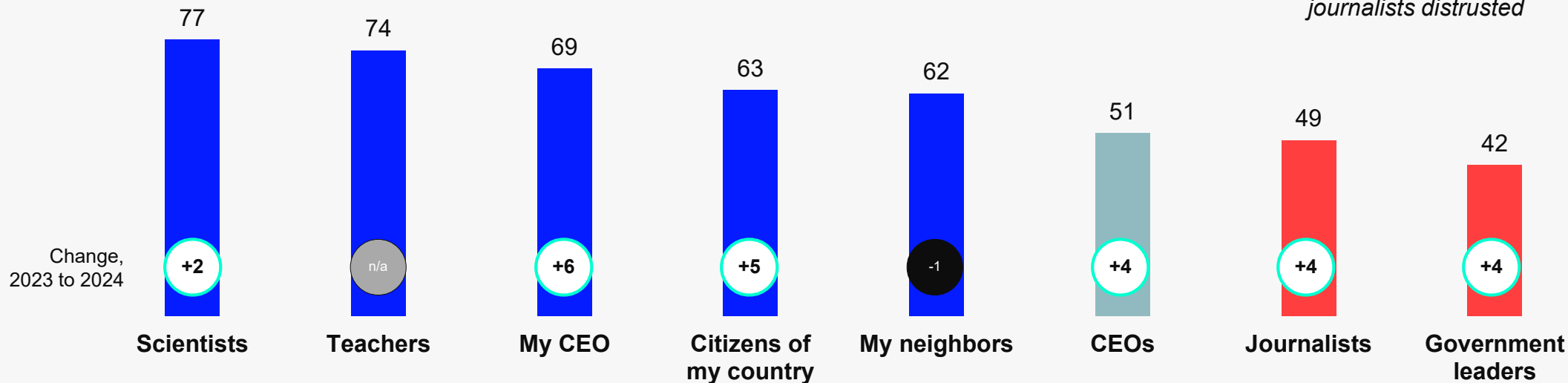
Percent trust to do what is right

GLOBAL 25 excl China, Singapore, Sweden



*Greatest trust increase for employer CEOs*

*Government leaders and journalists distrusted*



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.

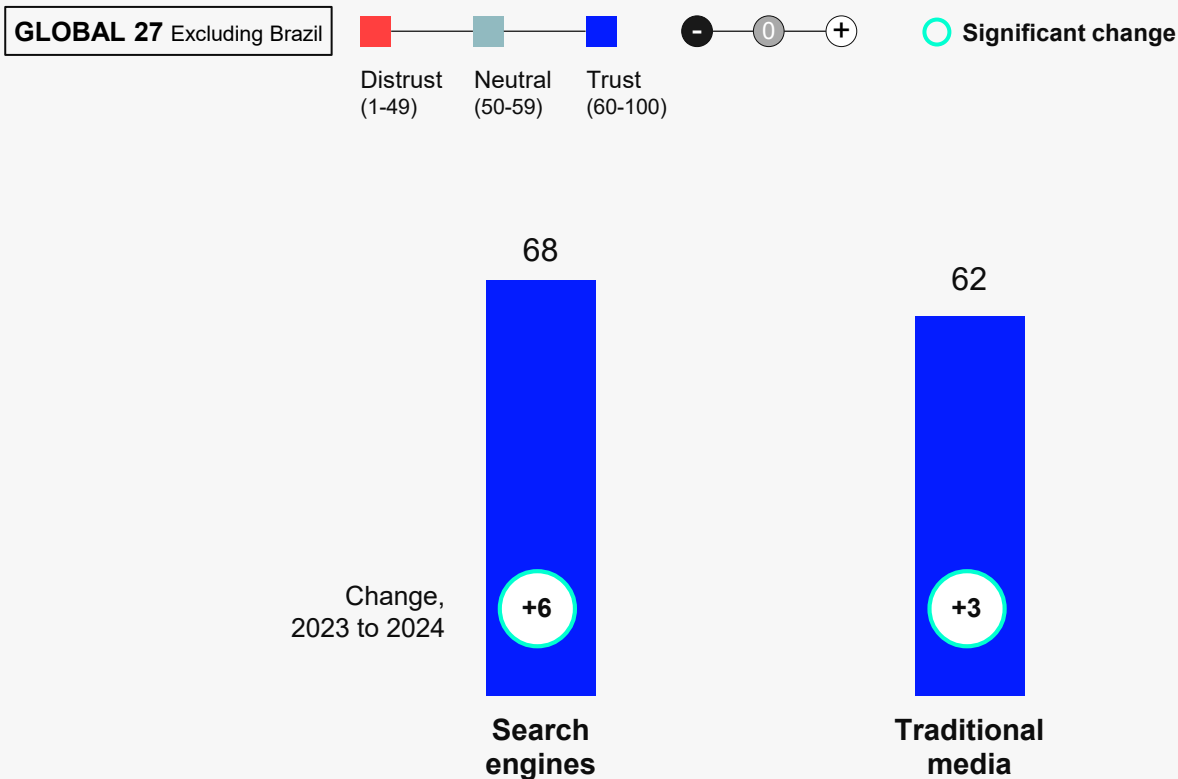
In Sweden, the Swedish translation for "Government leaders" was updated in 2024. In China and Singapore, the Chinese translation for "Journalists" was updated in 2024. These language changes mean the 2024 data cannot be compared to data from previous years and have been removed from this analysis for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





# Trust in Media Sources

Percent trust in each media source for general news and information



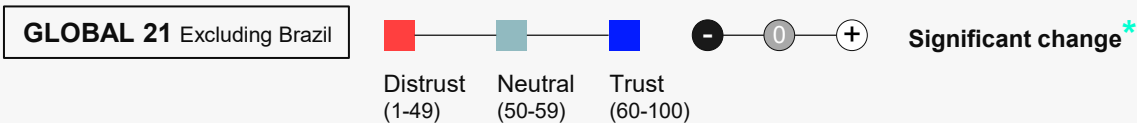
2024 Edelman Trust Barometer. COM\_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 27-mkt avg. Year-over-year changes were tested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

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



# 10-Year Trend: Trust in Media Sources

Percent trust in each media source for general news and information



	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

		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.
Among those who lean...																							
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
	<i>Difference, right vs left</i>	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
	<i>Difference, right vs left</i>	-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
	<i>Difference, right vs left</i>	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
	<i>Difference, right vs left</i>	-1	-5	7	2	5	-6	-5	5	7	5	6	-13	-15	-7	-3	1	-11	-1	3	-3	2	12

2024 Edelman Trust Barometer. CHG\_TEC\_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject. General population, 21-mkt avg., by political leaning. Political leaning is not asked in China, Saudi Arabia, Thailand or the UAE. Indonesia, Japan, and Singapore are excluded from the analysis due to having sample sizes too low to report (less than n100).



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

Average acceptance rating  
for each innovation

GLOBAL 28

Among those who have  
○ low ● high

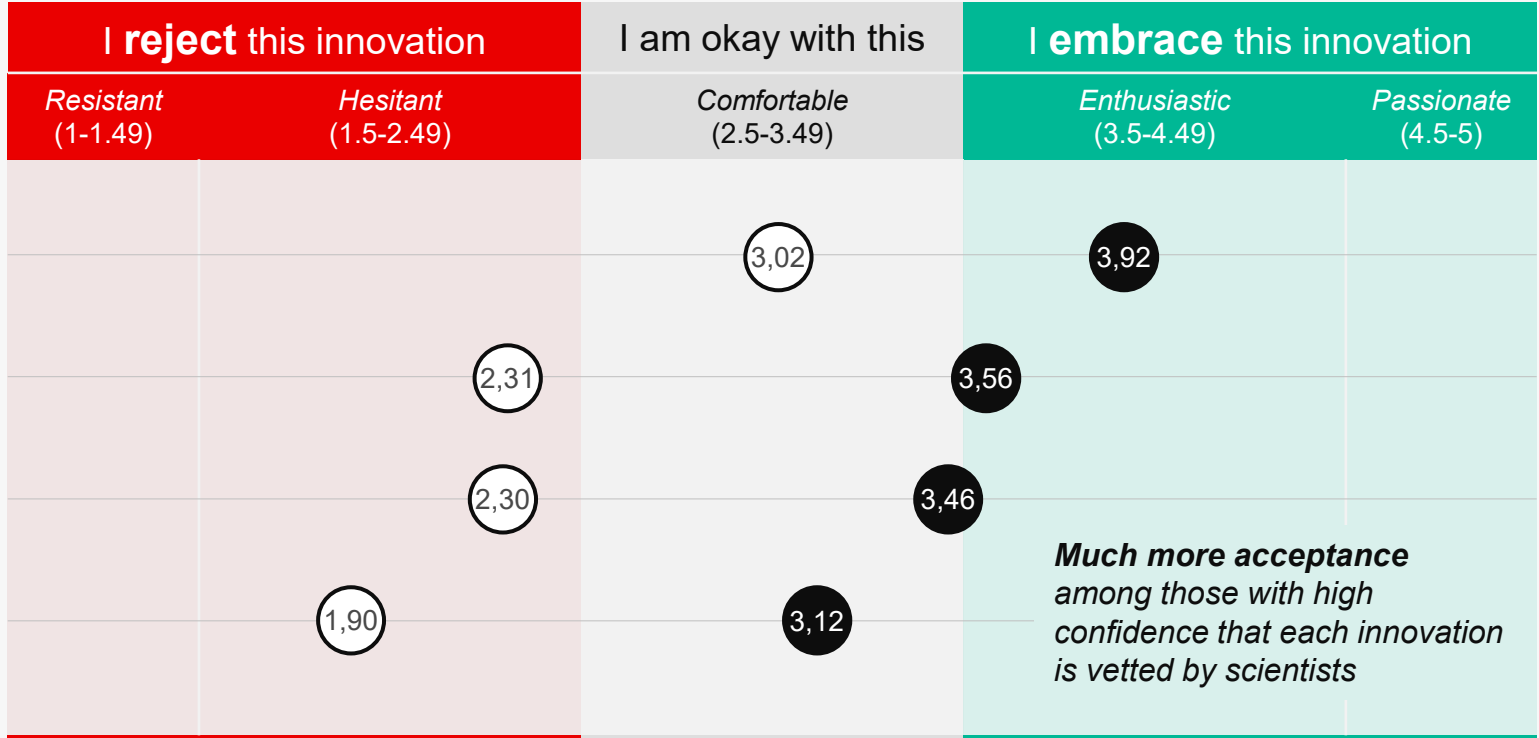
confidence that each  
innovation has been  
**evaluated by scientists  
and ethicists**

**Green energy**

**AI**

**Gene-based medicine**

**GMO foods**



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



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

Average acceptance rating  
for each innovation

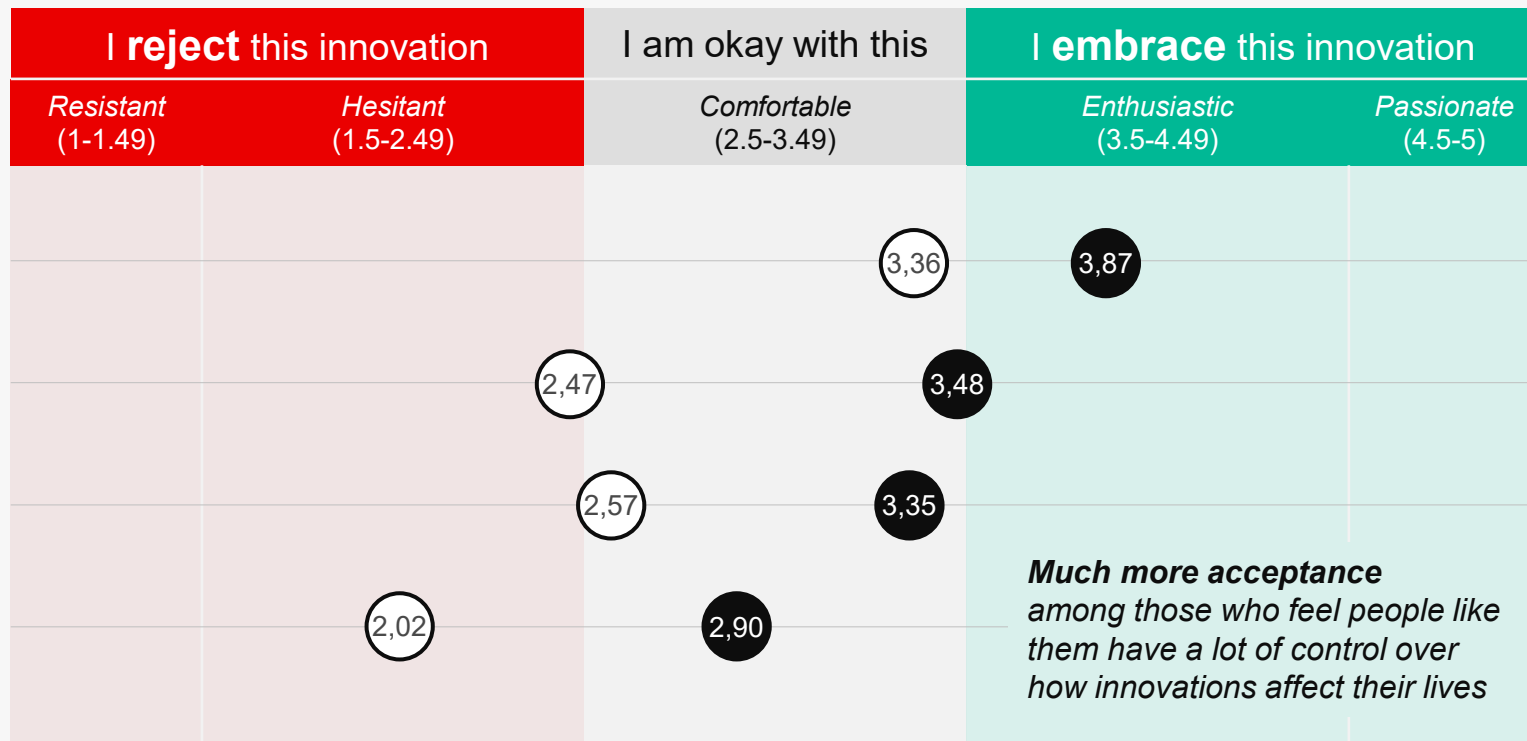
GLOBAL 28

Among those who believe  
“people like me” have

○ little  
● a lot of

control over how  
these innovations  
affect their lives

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.



# Confidence in Effective Regulation Drives Adoption

Average acceptance rating  
for each innovation

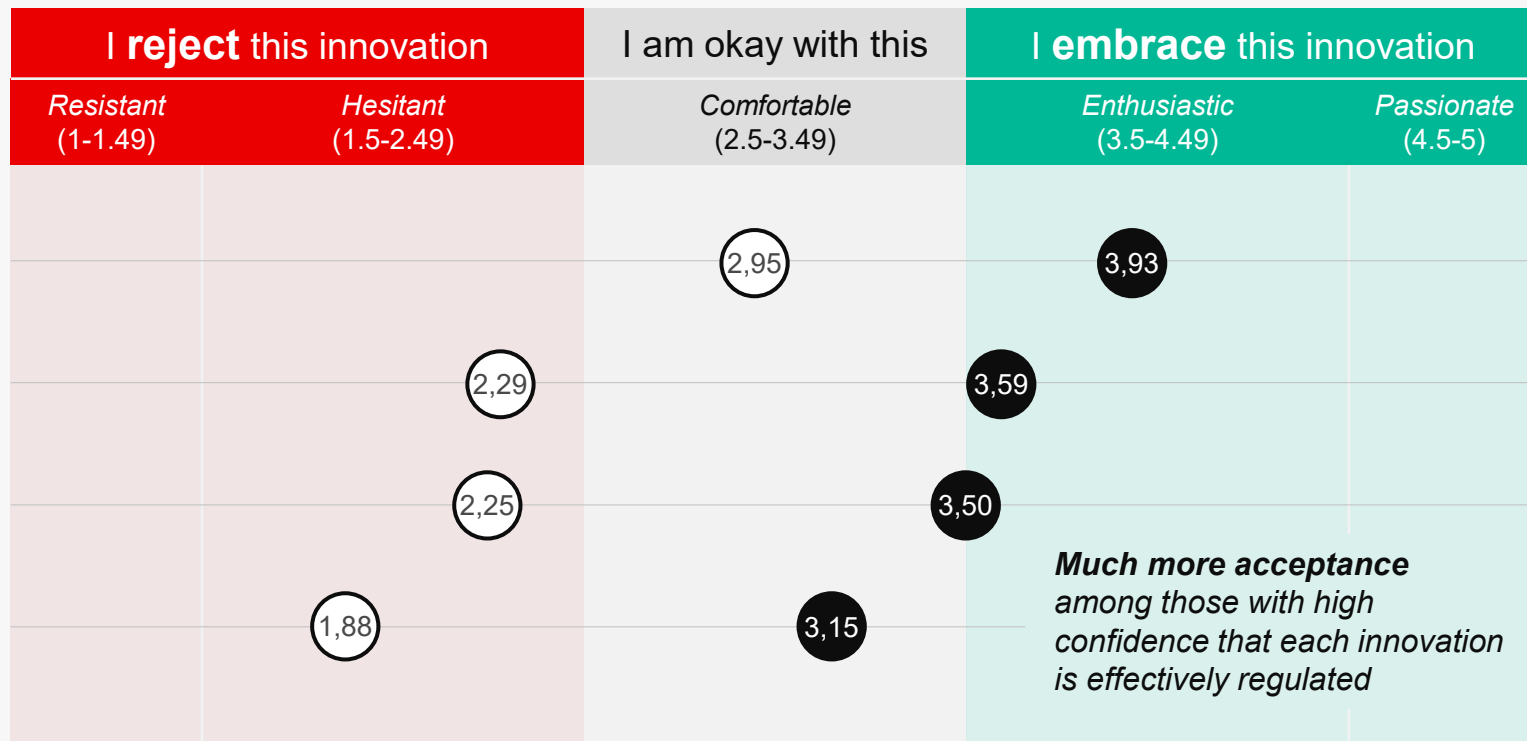
GLOBAL 28

Among those who have

○ low      ● high

confidence that each  
innovation is  
**effectively regulated**

Green energy  
  
AI  
  
Gene-based medicine  
  
GMO foods



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



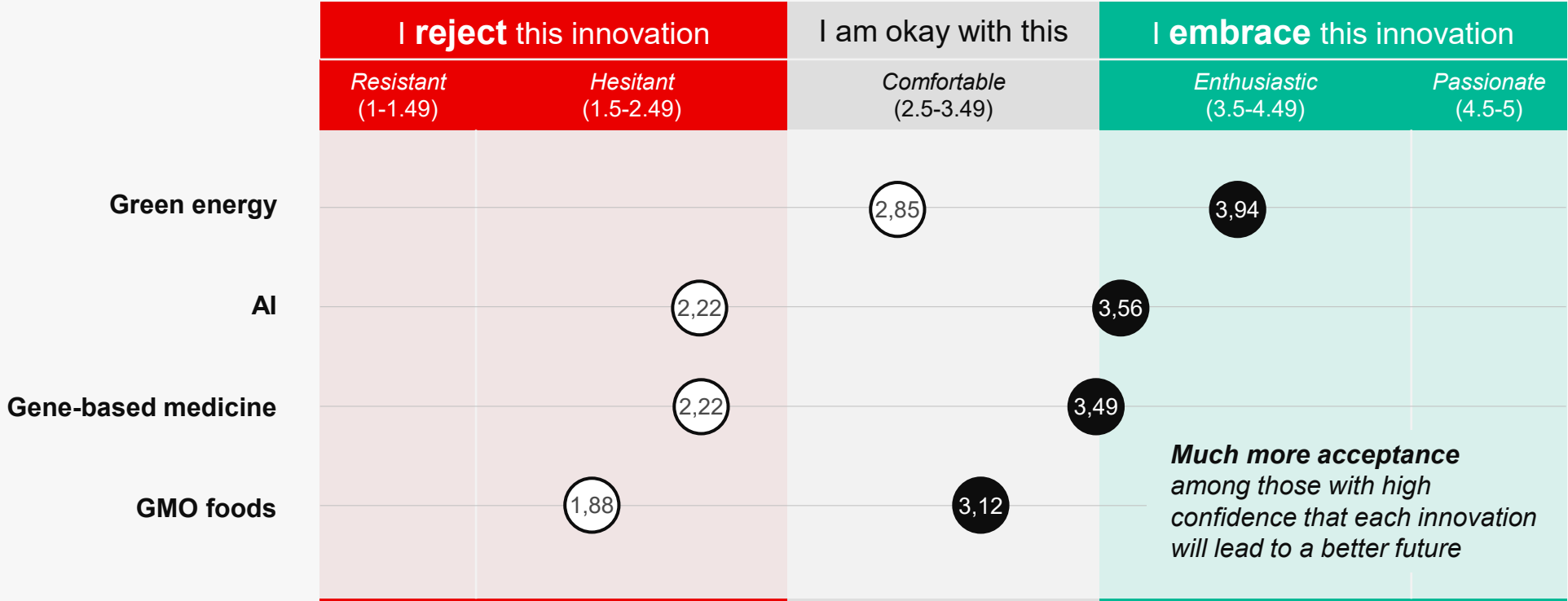
# Show Me How Innovation Will Bring Us a Better Future

Average acceptance rating  
for each innovation

GLOBAL 28

Among those who have  
○ low ● high

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



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



# Acceptance of Innovation at Stake, by Demographics

Percent who say

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

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





# Technical Appendix



## 2024 Edelman Trust Barometer: Sample

# Sample Size, Quotas and Margin of Error

Country	Weighted Sample Size <sup>1</sup>	Unweighted Sample Size	Margin of Error – Total Sample <sup>3</sup>	Margin of Error – Half Sample <sup>3</sup>	Quotas Set On <sup>4</sup>
Global 28 <sup>2</sup>	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	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	Age, Gender, Region
Australia	1,150	1,150			
Brazil	1,150	1,152	+/- 3.3 pct pts. total sample	+/- 4.7 pct pts. half sample	
Canada	1,150	1,500			
China <sup>5</sup>	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	+/- 3.9 pct pts. total sample	+/- 5.5 pct pts. half sample	
India	1,150	1,116			
Indonesia	1,150	1,152	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
Ireland	1,150	1,151			
Italy	1,150	1,150			
Japan	1,150	1,151			
Kenya	1,150	1,150			
Malaysia	1,150	1,153			
Mexico	1,150	1,152			
Netherlands	1,150	1,150			
Nigeria	1,150	1,148			
Saudi Arabia	1,150	1,109			
Singapore	1,150	1,150	+/- 3.8 pct pts. total sample	+/- 5.4 pct pts. half sample	
S. Africa	1,150	1,152			
S. Korea	1,150	1,152			
Spain	1,150	1,150			
Sweden	1,150	1,151			
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 <sup>1</sup>	Used for current year averages; excludes sensitive countries <sup>1</sup> ; excludes S. Korea <sup>2</sup>	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*
<b>Global</b>	-	-	<b>Indonesia</b>	Indonesian	76%	<b>Singapore</b>	Localized English, Simplified Chinese	92%
<b>Argentina</b>	Localized Spanish	91%	<b>Ireland</b>	Localized English	89%	<b>S. Africa</b>	Localized English, Afrikaans	63%
<b>Australia</b>	Localized English	89%	<b>Italy</b>	Italian	91%	<b>S. Korea</b>	Korean	97%
<b>Brazil</b>	Portuguese	83%	<b>Kenya</b>	Localized English	84%	<b>Spain</b>	Spanish	92%
<b>Canada</b>	Localized English, Canadian French	93%	<b>Japan</b>	Japanese	93%	<b>Sweden</b>	Localized English, Swedish	97%
<b>China</b>	Simplified Chinese	70%	<b>Malaysia</b>	Malay	94%	<b>Thailand</b>	Thai	88%
<b>Colombia</b>	Localized Spanish	83%	<b>Mexico</b>	Localized Spanish	77%	<b>UAE</b>	Localized English, Arabic	100%
<b>France</b>	French	92%	<b>Netherlands</b>	Localized English, Dutch	95%	<b>UK</b>	Localized English	95%
<b>Germany</b>	German	94%	<b>Nigeria</b>	Localized English	68%	<b>U.S.</b>	English, Localized Spanish	94%
<b>India</b>	Localized English, Hindi	60%	<b>Saudi Arabia</b>	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
<b>Trust in institutions</b>	<b>TRU_INS:</b> 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)
<b>Economic optimism</b>	<b>CNG_FUT:</b> 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?
<b>Government competence</b>	<b>TRU_3D_GOV:</b> To what extent do you agree with the following statement?
	Government in general is good at what it does
<b>Fears of gig-economy</b>	<b>POP_EMO:</b> 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
<b>Government ethics dimensions</b>	<b>GOV_PER_DIM:</b> 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
<b>Trust in business and NGOs</b>	<b>TRU_INS_TCNG.</b> Below is a list of institutions. For each one, please indicate how much you trust that institution <u>to do what is right</u> when it comes to ensuring that the introduction of new technologies and innovations into society is well-managed (e.g., they are <u>safe</u> , <u>understood</u> by the public, <u>beneficial</u> to society as a whole, and <u>accessible</u> to the people who need them). – <b>reverse scored</b>
	Business in general
	Non-governmental organizations (NGOs)
<b>Government regulation</b>	<b>POP_MDC.</b> Below is a list of statements. For each one, please rate how <u>true</u> 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
<b>Science influenced by politics and money</b>	<b>CHG_AGR.</b> Please indicate how much you agree or disagree with the following statements.
	Science has become politicized in this country
	Government and other large organizations that fund research have too much influence on how science in this country is done



Data Analysis Explained:

## Classifying Respondents as Generally Resistant to Innovations

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

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

### Innovations

---

The growing use of **artificial intelligence** such as machine learning, natural language processing, and generative AI

---

The growing use of **green energy** such as biofuels and renewable natural gas, liquid hydrogen, and wind and solar power

---

The growing use of **genetically modified foods** (foods that are derived from genetically modified organisms, commonly referred to as GMOs) such as drought-, pest-, and disease-resistant crops, faster-growing fish, and produce that has a longer shelf life

---

The growing use of **gene-based medical technologies** such as mRNA vaccines, gene splicing, and gene therapy

### Scale points

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



Data Analysis Explained:

## Average Acceptance Rating

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

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

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

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

Segment category	Range
<b>Resistant:</b> 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
<b>Hesitant:</b> I am concerned about this. I personally try to avoid using products and services that incorporate these technologies.	1.5-2.49
<b>Comfortable:</b> 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
<b>Enthusiastic:</b> I am excited about this. I am looking to increase my use of products and services that incorporate these technologies.	3.5-4.49
<b>Passionate:</b> 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 too 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**

The system is biased in favor of the rich

**Full**

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



2024 Edelman Trust Barometer:  
Full Text For Answer Choices Abbreviated

## Scientists and Experts Expected to Lead on Implementation of Innovation

RSP\_TEC\_CHG. How big a role do you feel each of the following should have in ensuring that the introduction of new technologies and innovations is well-managed (e.g., they are safe, understood by the public, beneficial to society as a whole, and accessible to the people who need them)? (Please select one response for each.)

Shortened	Full
Academics, educators	Academics and educators
Central government leaders	Central / federal 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

Confidence that each innovation has been evaluated by scientists and ethicists

### Full

How confident are you that these technologies have been adequately tested, evaluated, and assessed by scientists, ethicists, and other experts?



2024 Edelman Trust Barometer:  
Full Text For Answer Choices Abbreviated

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

INO\_INF\_SRC. Where do you get most of your information and knowledge about new technologies and innovations from?

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



2024 Edelman Trust Barometer:  
Full Text For Answer Choices Abbreviated

## To Be Trusted With Innovation, Give Me a Voice

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

Shortened	Full
Hear our concerns, let us ask questions	Give people the opportunity to ask questions and to have their concerns heard when it comes to change and innovation
Keep innovations affordable	Institute fair and reasonable pricing that makes new technologies or innovations generally affordable
Communicate pluses and minuses	Clearly communicate the nature of new innovations and technologies, including potential benefits and negative side effects
Aid the vulnerable	Aid those who need help coping with the consequences of change
Help people keep up	Help people keep up with and adjust to the changes happening all around them
Institute safeguards	Institute safeguards to protect us from potential harm or exploitation by new technologies developed in other countries
Regulate to ensure safety and fairness	Regulate businesses to ensure that their new technologies and innovations are safe and used to the benefit of all
Investigate innovations	Do investigative reporting on new technologies and innovations to uncover any hidden issues or dangers





2024 Edelman Trust Barometer:  
Full Text For Answer Choices Abbreviated

## CEOs: Address Impacts of Innovation in Society

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

### Shortened

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

### Full

I expect CEOs to work to manage changes that are occurring in society in addition to those occurring within their organizations or that are directly related to their products and services



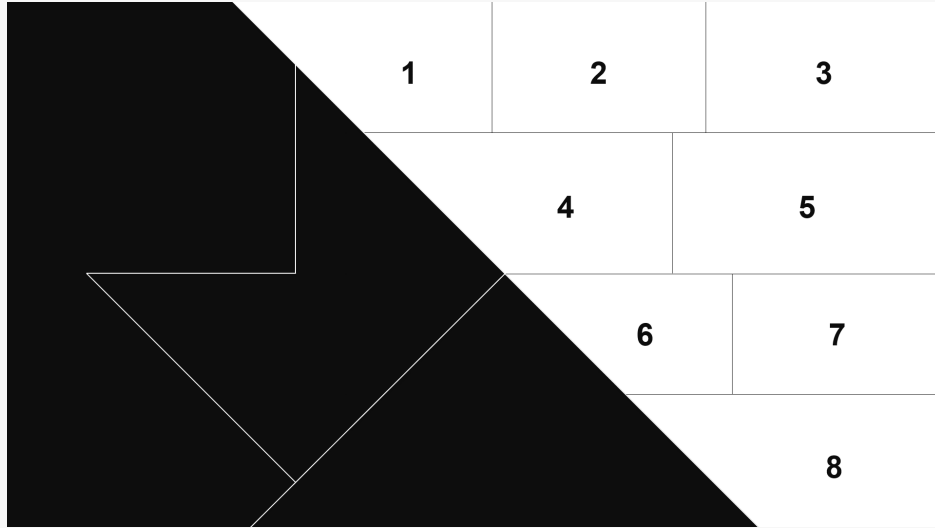
2024 Edelman Trust Barometer:  
Full Text For Answer Choices Abbreviated

## CEOs: Address Impacts of Innovation in Society

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

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





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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*
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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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