

# 2024 Edelman Trust Barometer

France Report




# 2024 Edelman Trust Barometer

## Methodology

### Annual online survey in its 24th year

Fieldwork conducted: Nov 3 – Nov 22, 2023



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

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

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

### Global averages

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

### Statistical significance



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

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

### Shortened question text

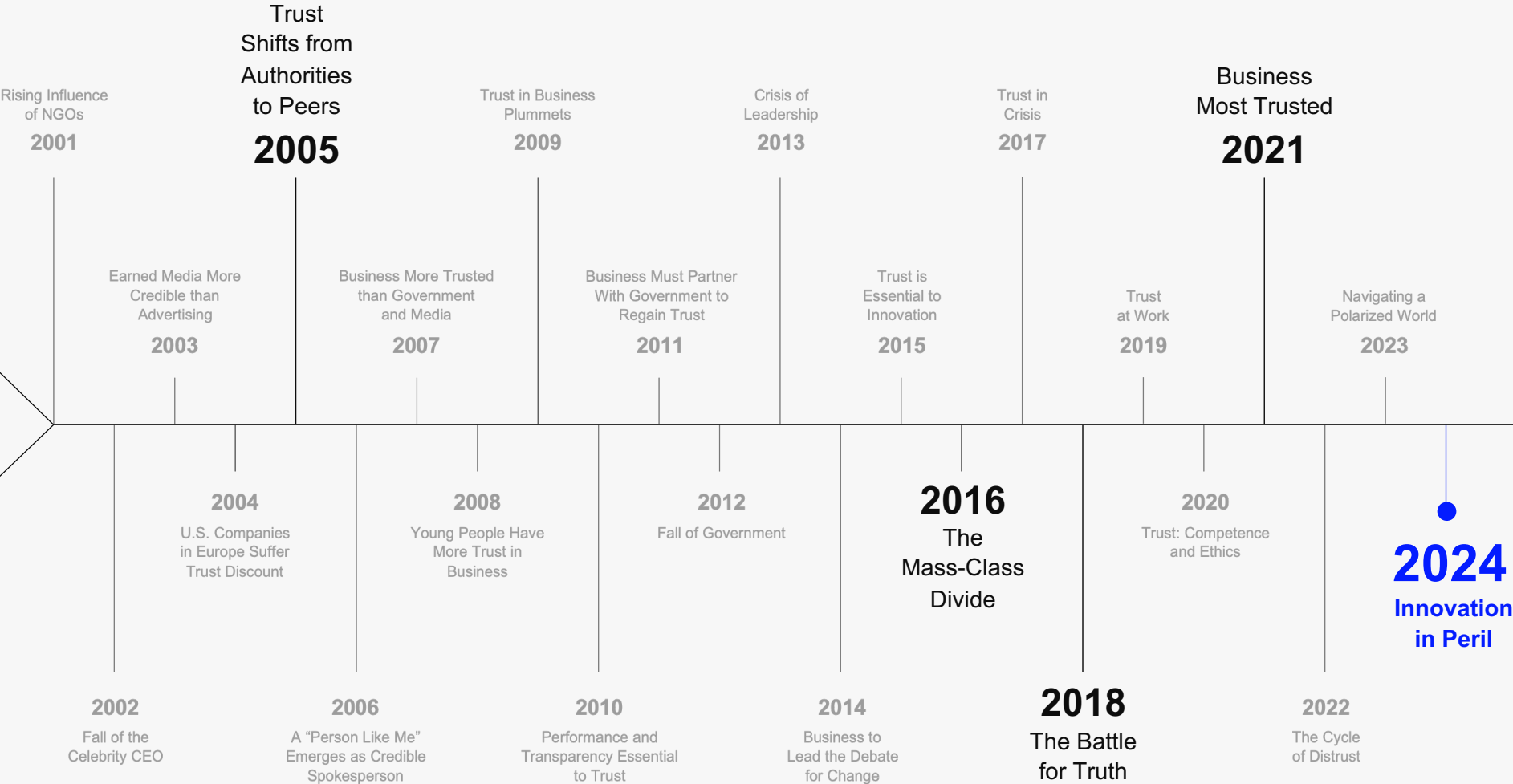
Throughout the report, question text has been edited for readability.

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

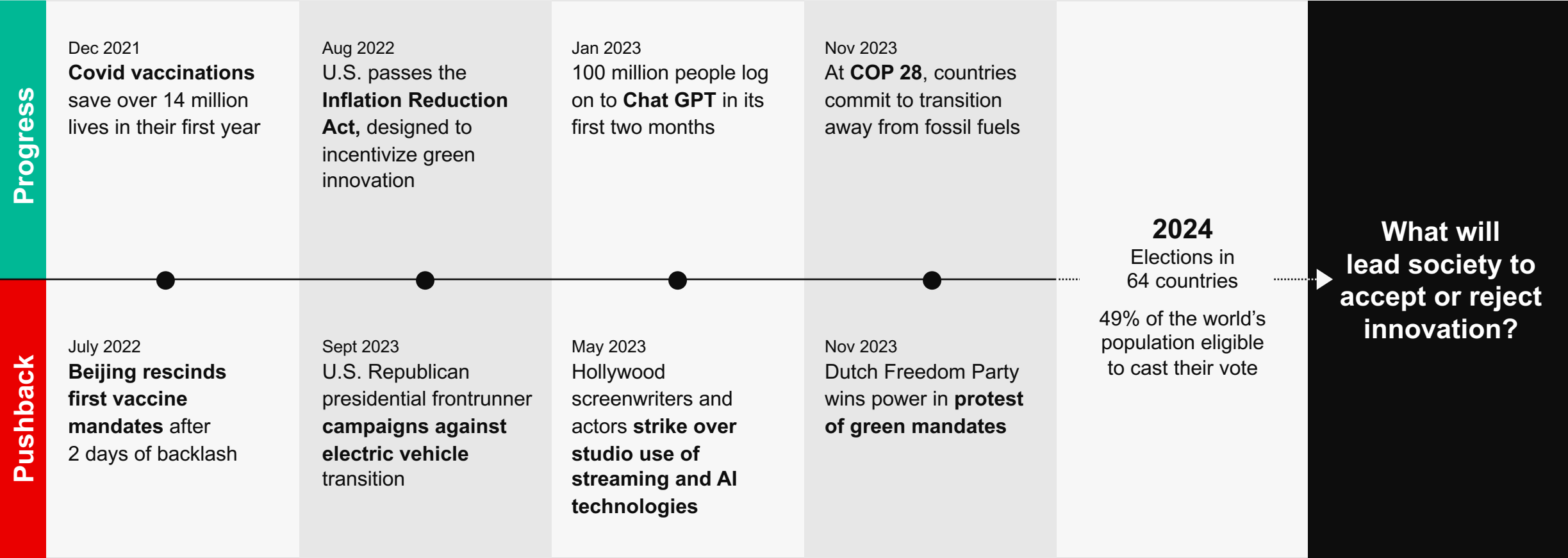


24

Years of Trust:  
power shifts,  
divisions deepen



# A Global Referendum on Innovation in Society



Top row, left to right: [The Lancet](#), [Washington Post](#), [Reuters](#), [Reuters](#)  
Bottom row, left to right: [Reuters](#), [CNN](#), [AP News](#), [Politico](#)  
Far right: [Time](#)





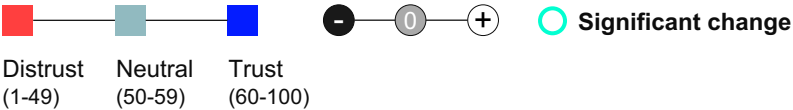
# The Decline of Authority



# Trust Index 2023 to 2024: Developing Countries Lead on Trust

## Trust Index

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




### 2024 Trust Index among

Developing countries	63
Developed countries	49


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

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

### 2023 General population

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

### 2024 General population

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

### Greatest changes in

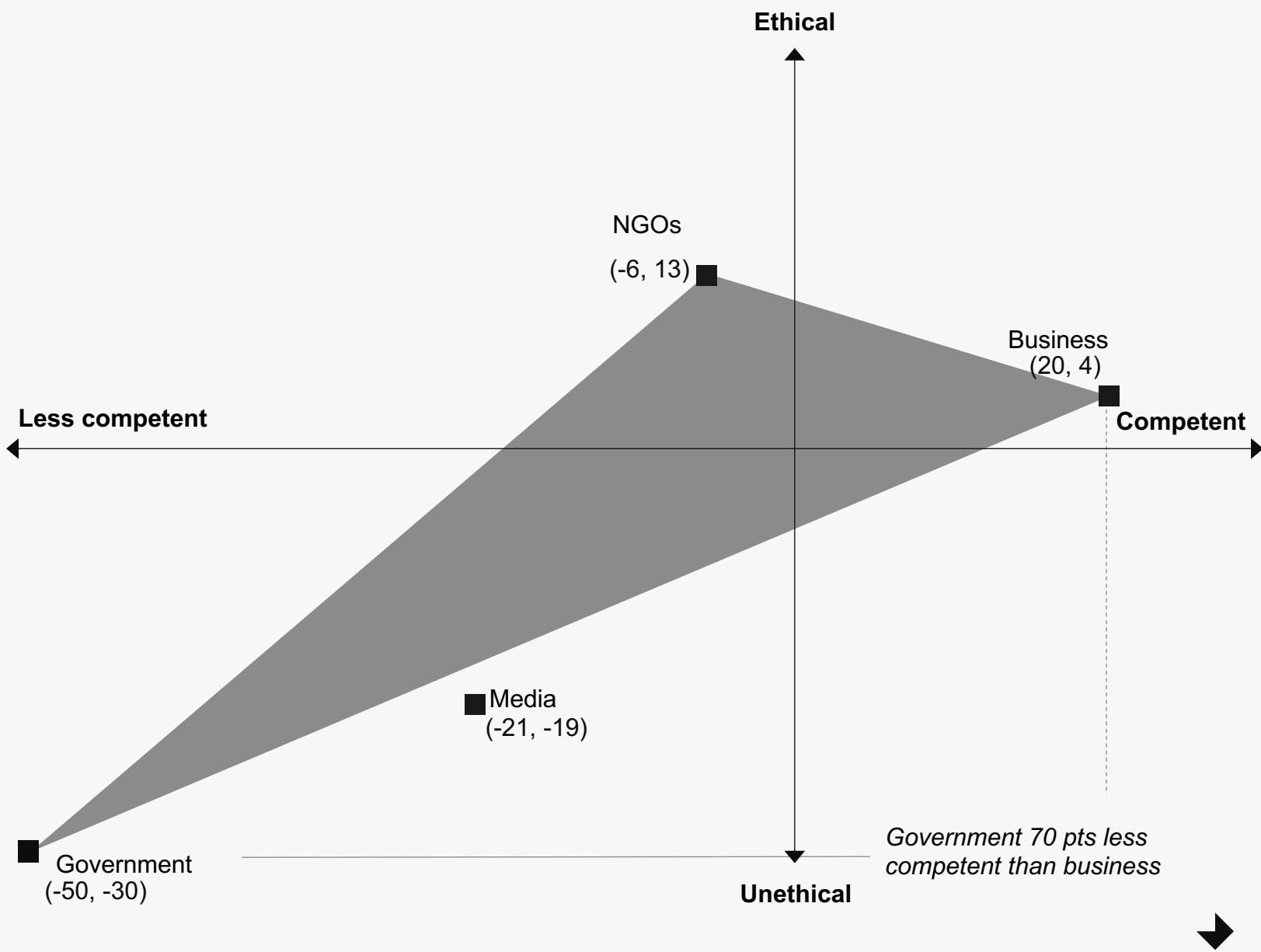
S. Korea	+7
Malaysia	+6
Nigeria	+5
Thailand	+4
Australia	+4
China	-4
Colombia	-4
UK	-4


UK now among  
least-trusting countries



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

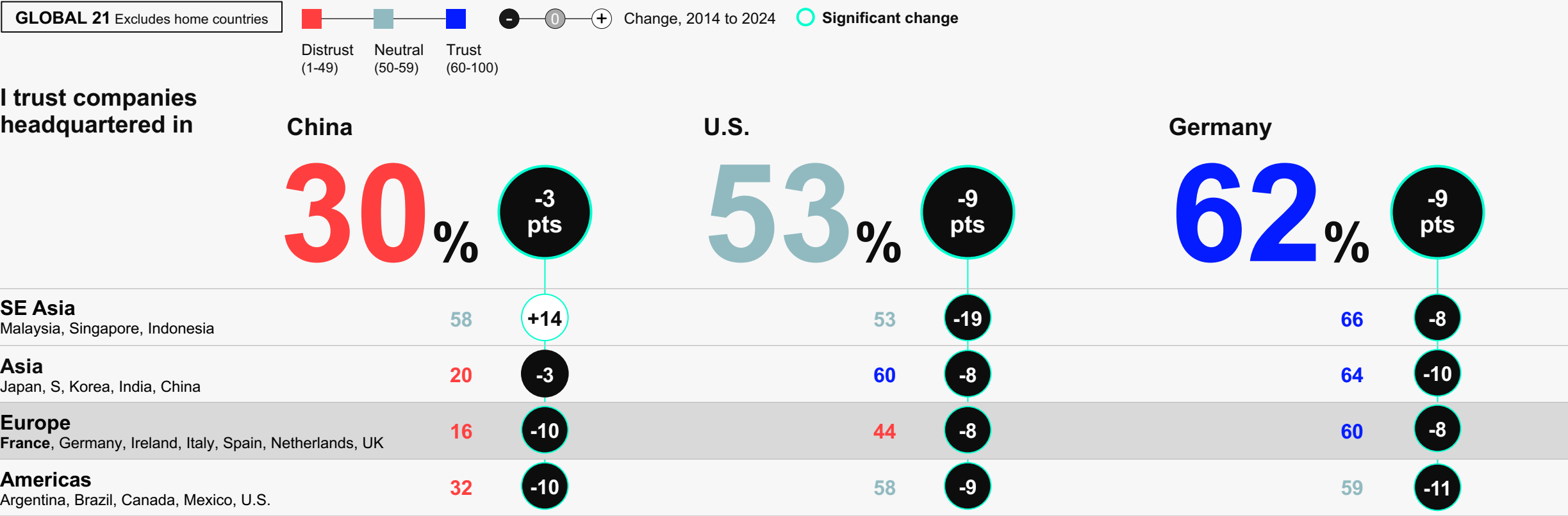
(Competence score, net ethical score)



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

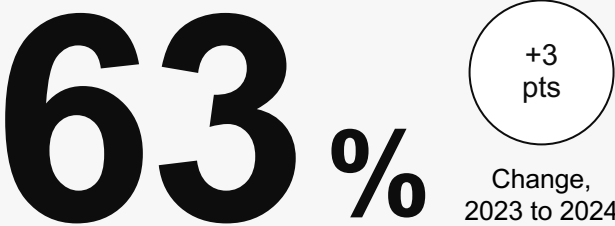
 Significant change



Government leaders



Business leaders



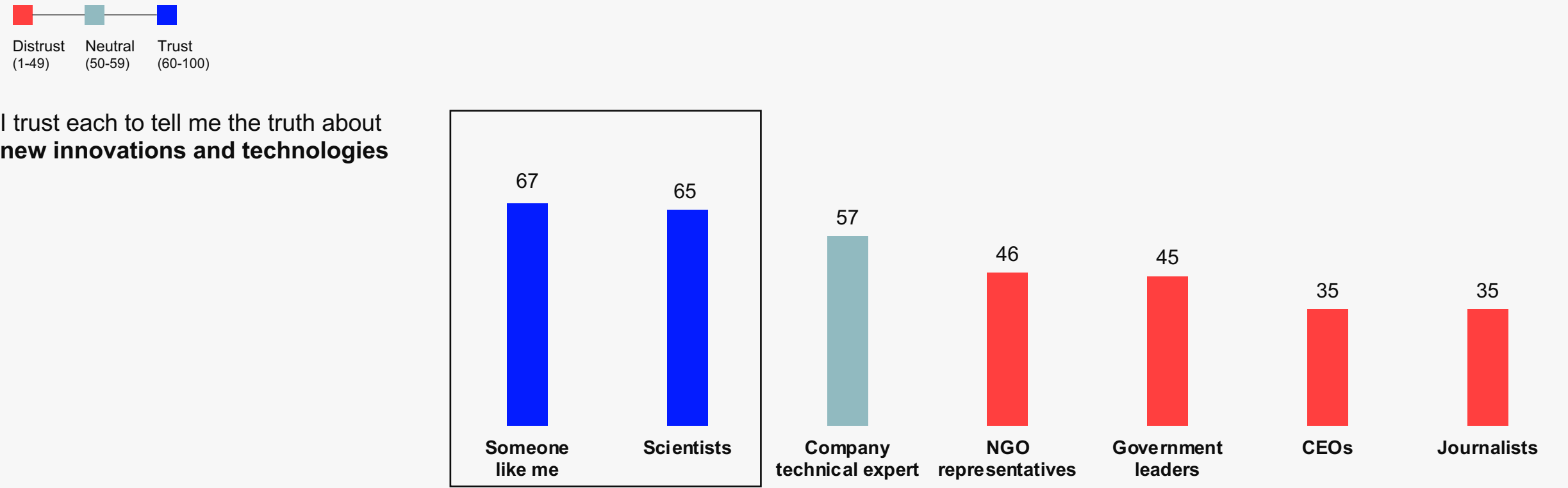
Journalists and reporters

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



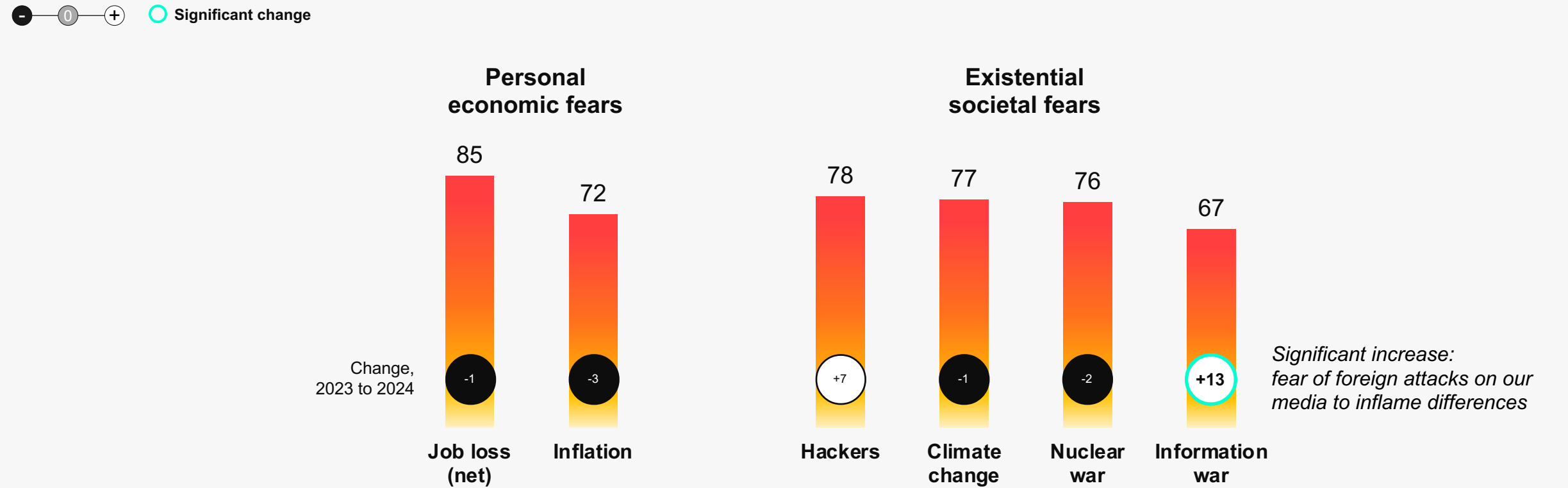
# Dispersion of Authority: Peers on Par With Scientists

Percent trust, in France



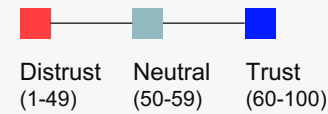
# Societal Fears on Par with Personal Economic Fears

In France, percent who worry about...



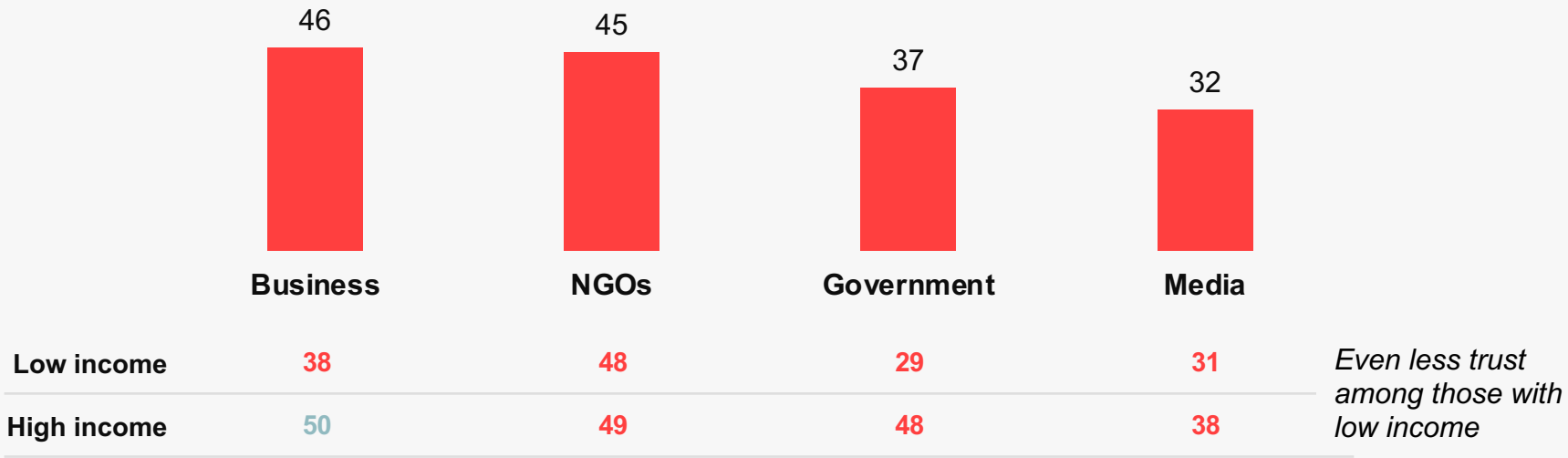
# All Institutions Distrusted to Integrate Innovation into Society

Percent trust, in France



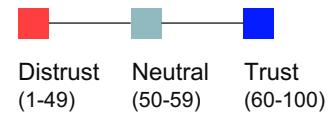
I trust each with the introduction of innovations into society, ensuring they are


- Safe
- Understood by the public
- Beneficial
- Accessible

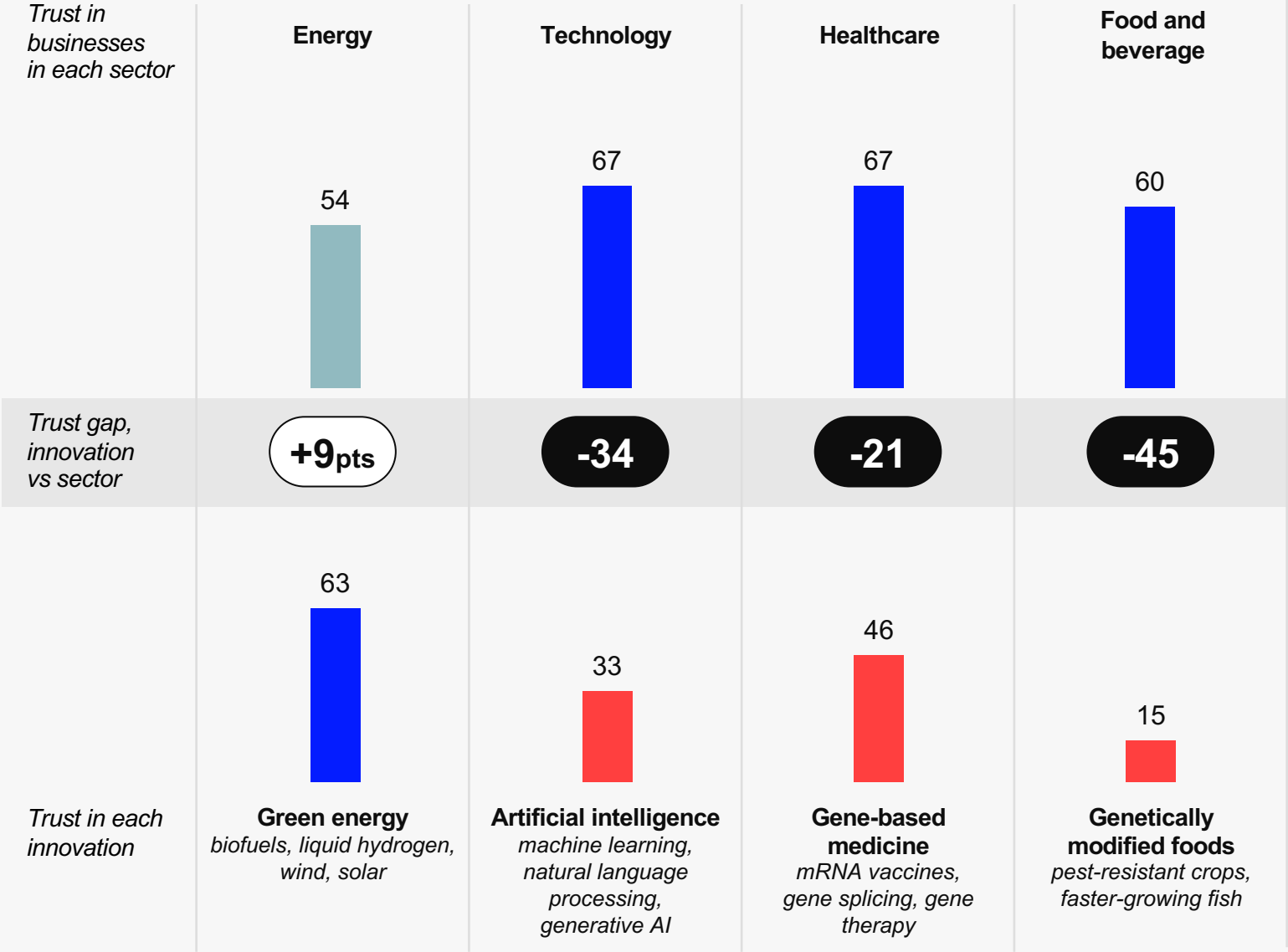


# Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

Percent trust, in France



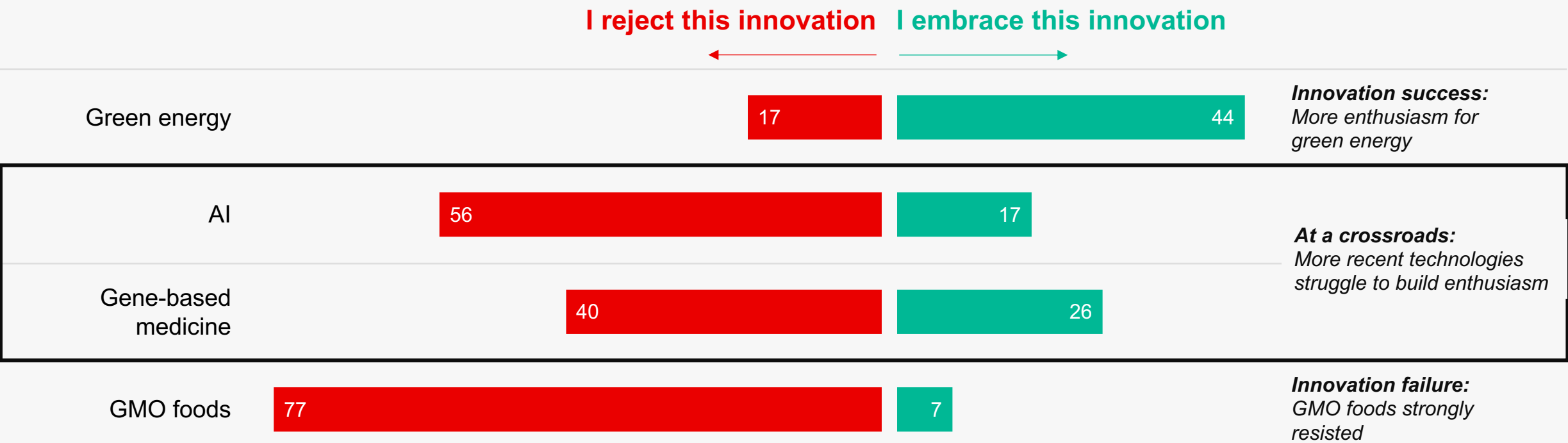
 2024 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. TEC\_TRU. How much do you trust each of these technologies? 9-point scale; top 4 box, trust.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





# Acceptance of Innovation at Stake

Percent who say, in France



# Innovation is on the Ballot



# Government Lacks Competence to Regulate Emerging Innovations

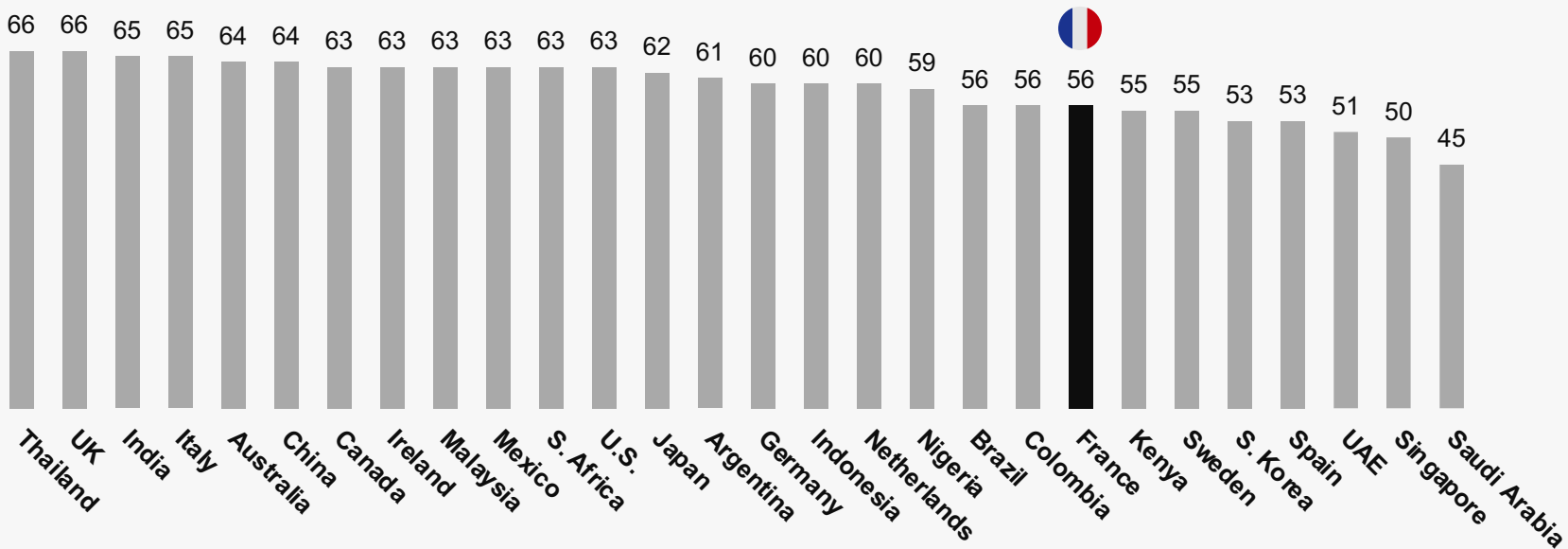
Percent who say this is true

GLOBAL 28

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

59%

Majority in 26 of 28 countries say government not regulating well



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



# Concerned Government Has Too Much Influence on Science

Percent who agree, in France

**Science has become politicized** in this country

60%

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

52%

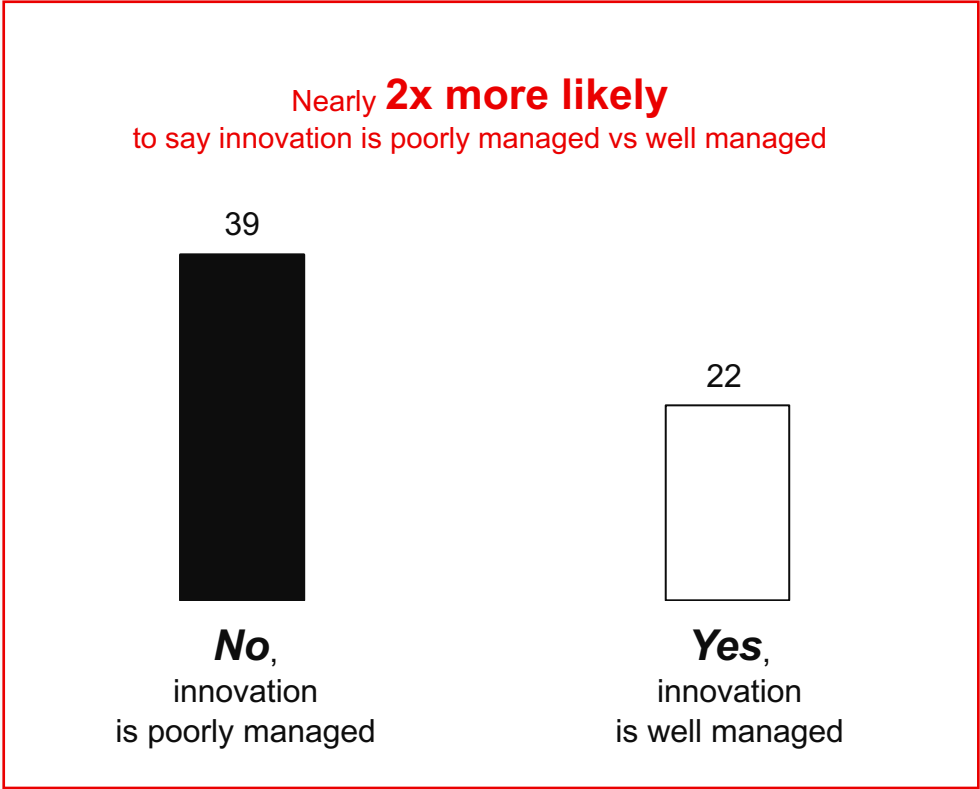


# Globally, Nearly 2x More Likely to Fear Innovation Poorly Managed

On average, percent who say

GLOBAL 28

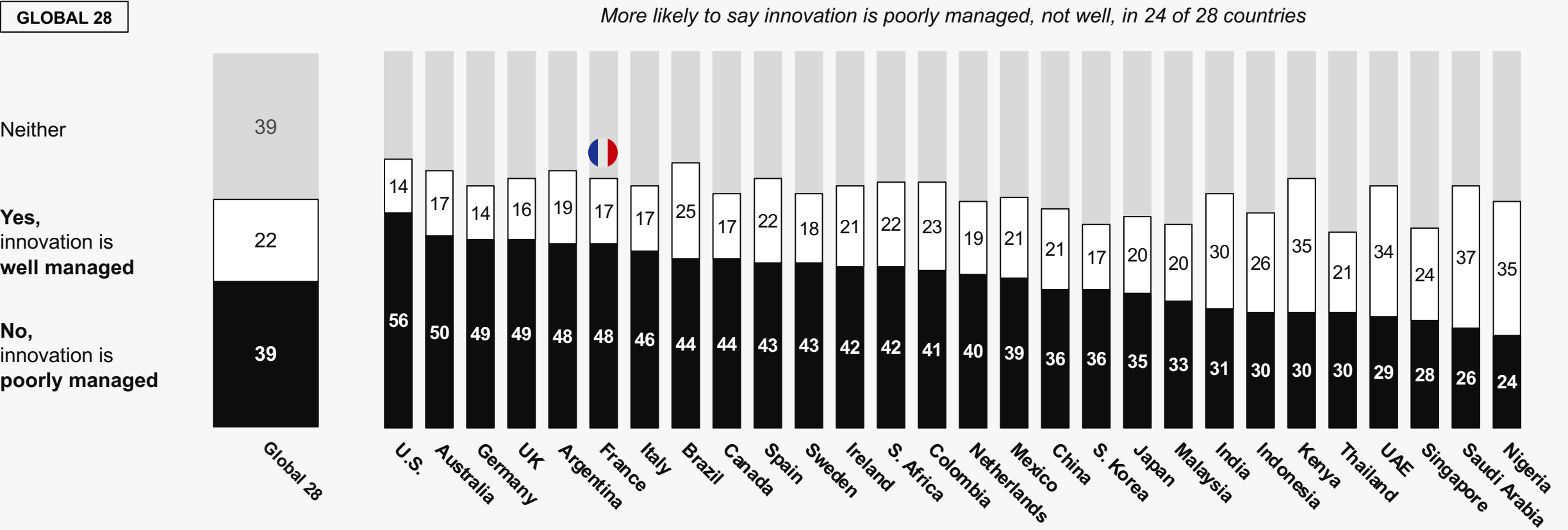
- In thinking about innovation –*
- *Do I trust how **business** and **NGOs** introduce innovations into society?*
  - *Can **government** regulate new technologies?*
  - *Is science independent of **politics** and **money**?*





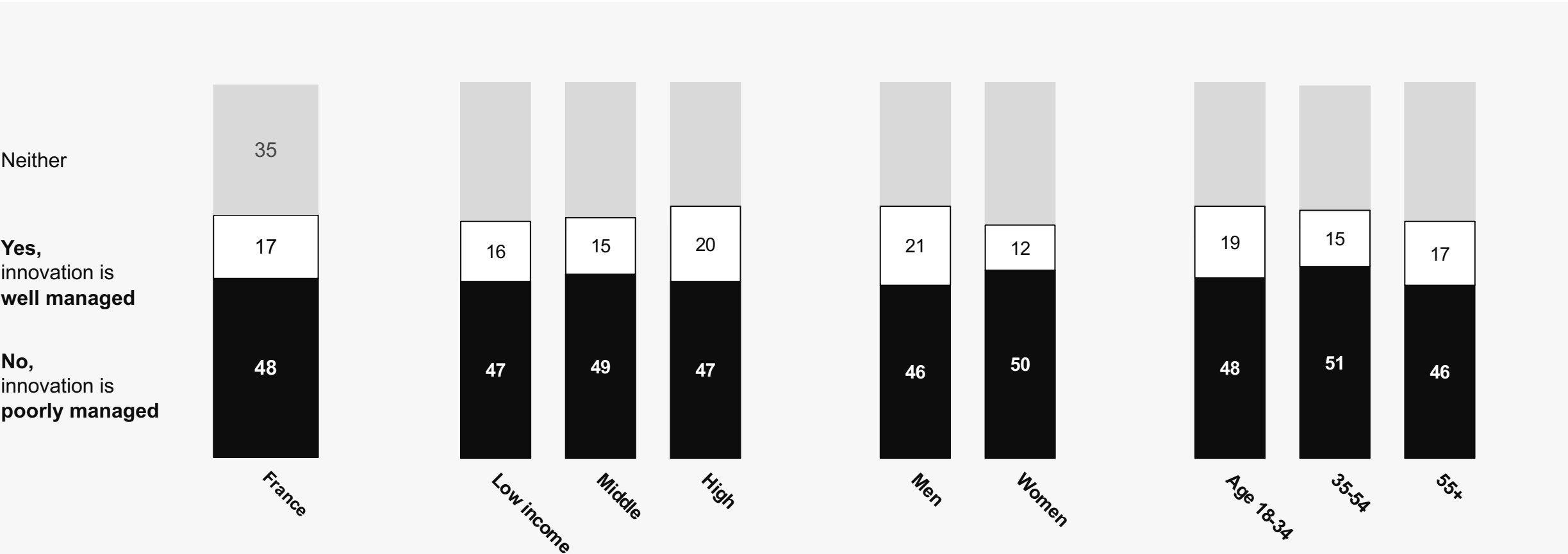
# Nearly All Countries More Likely to Believe Innovation is Mismanaged Rather Than Well Managed

On average, percent who say



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

On average, percent who say, in France

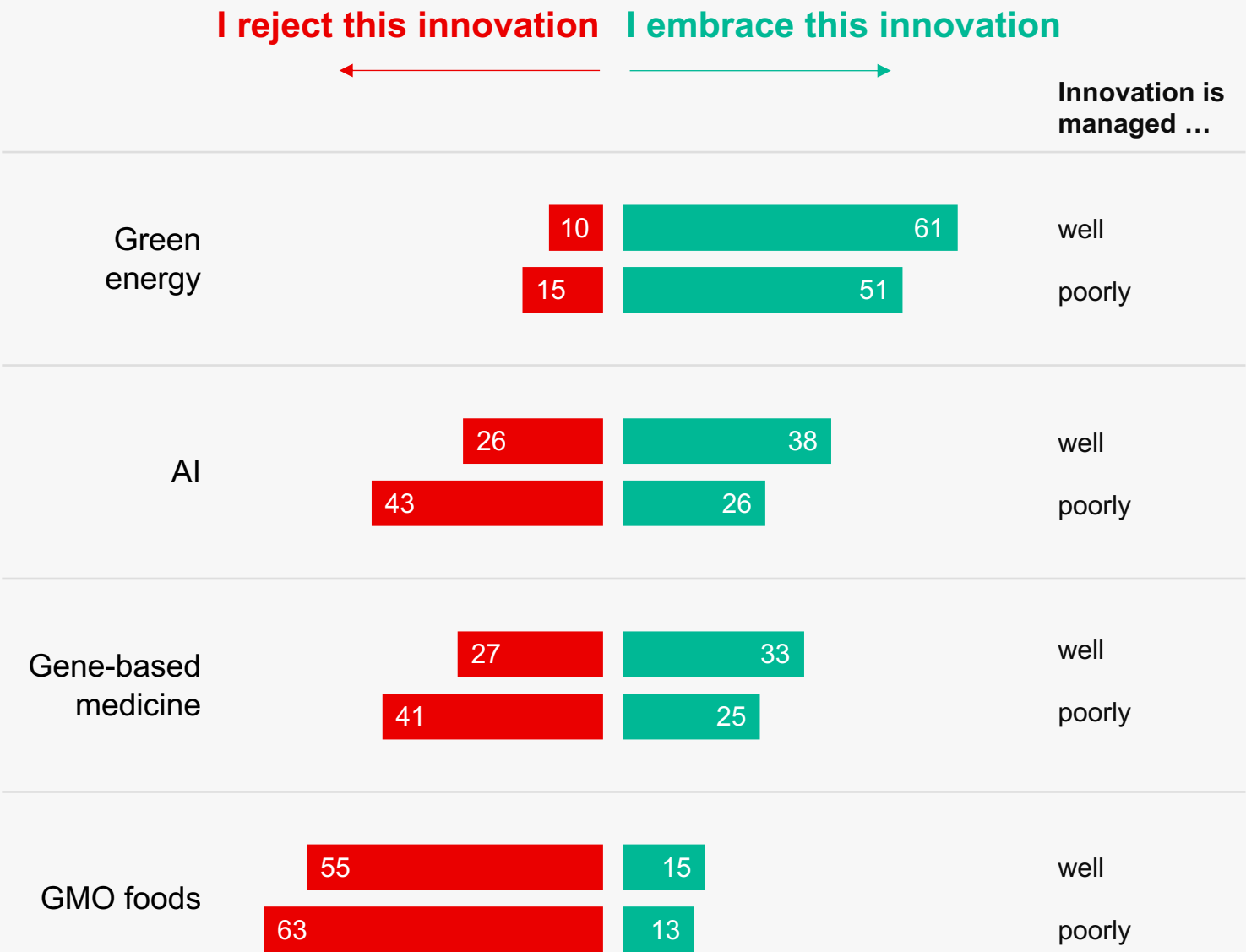


# When Institutions Mismanage Innovation: More Rejection, Less Enthusiasm for Emerging Technologies

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.



# In Western Democracies, Resistance to Innovation Is Political

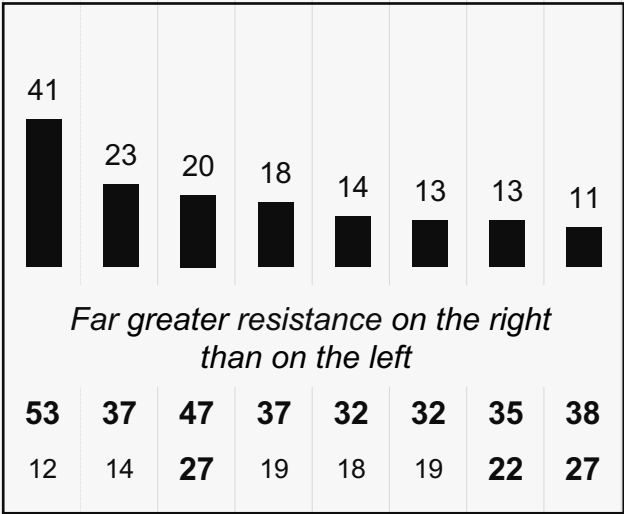
Percent of respondents who reject innovation, based on their individual average acceptance rating across green energy, AI, gene-based medicine, and GMO foods

GLOBAL 21

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

Political leaning  
Right  
Left

7 pts



9

7

6

6

6

2

-1

-2

-2

-5

-7

-8

-8

45

30

22

24

29

13

12

15

23

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36

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25

19

21

24

21

Global 21

U.S.

Australia

Germany

Canada

Italy

Spain

UK

Netherlands

France

Ireland

Brazil

Colombia

Sweden

S. Korea

India

Kenya

S. Africa

Nigeria

Mexico

Malaysia

Argentina

bold font indicates  
20% or more reject innovation

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

Among those in France who say innovation is poorly managed, percent who say

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

Among those who say  
innovation is  
poorly managed

59%

71%



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, France, 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 (less than n100 respondents).





# When Institutions Mismanage Innovation, Fairness and Capitalism in Question

Among those in France who say innovation is poorly managed, percent who say

The system is  
biased in favor of the rich

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

Among those who say  
innovation is  
poorly managed

84%

66%



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, France, 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 (less than n100 respondents).



# A Reset for Science in Society



# Scientists and Experts Expected to Lead on Implementation of Innovation

Percent who say, in France

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

Showing top 5 of 11 items



### Average acceptance rating for each innovation

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

**I reject** this innovation

*Resistant*  
(1-1.49)

*Hesitant*  
(1.5-2.49)

I am okay with this

*Comfortable*  
(2.5-3.49)

**I embrace** this innovation

*Enthusiastic*  
(3.5-4.49)

*Passionate*  
(4.5-5)

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



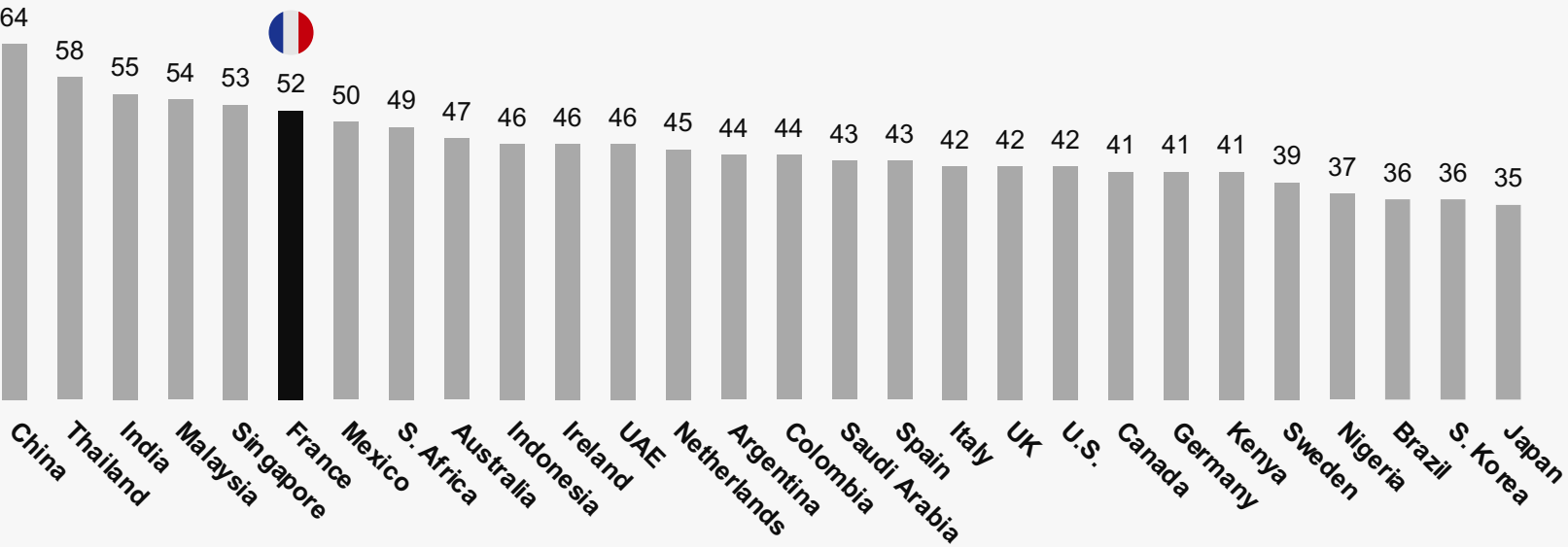
# Make the Science Transparent and Accessible to the Public

Percent who agree

GLOBAL 28

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

45%



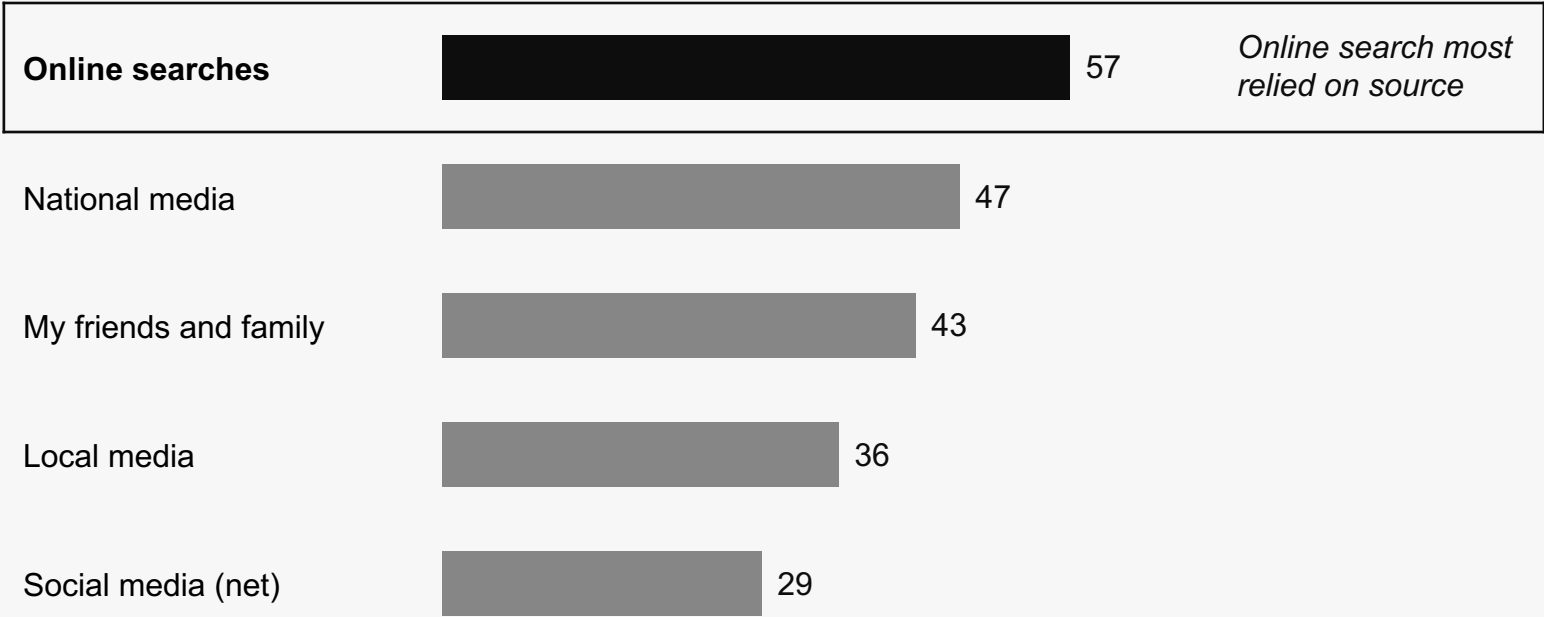


# I'm Doing My Own Research: Help Me Find Information I Can Trust

Percent who say, in France

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

Showing top 5 of 9 items



# To Be Trusted With Innovation: Tell Me the Truth, Hear My Concerns

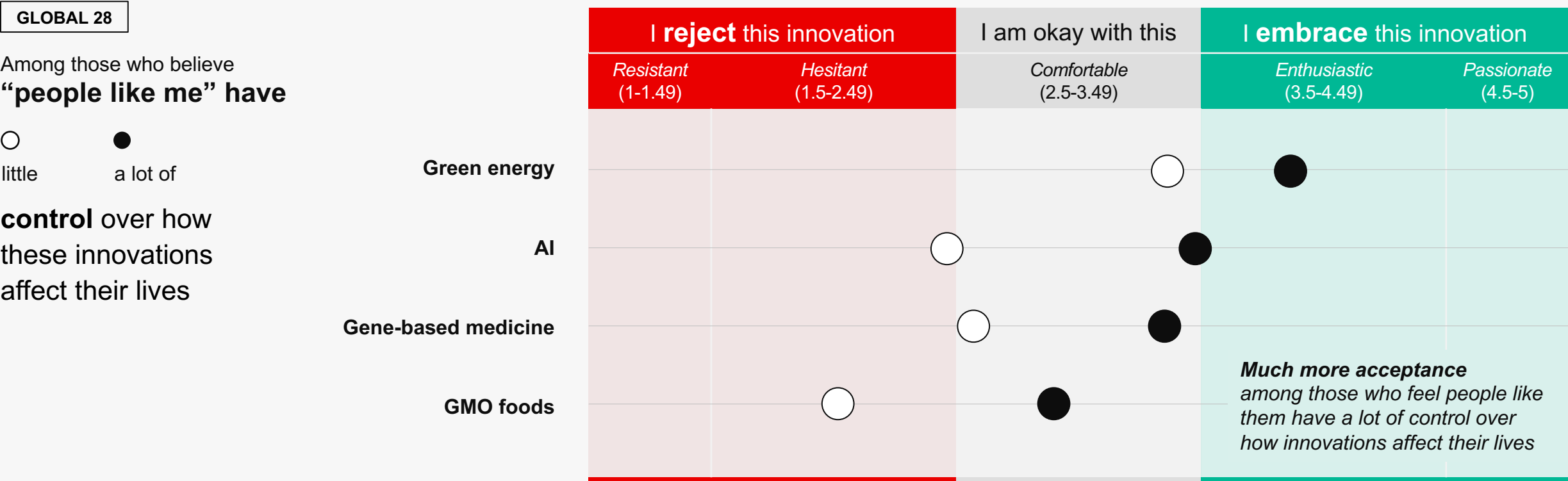
Percent who say this is **important** to earning or keeping their trust in each institution to be good managers of change, in France, showing the top 3 actions

*Across institutions, communication is a top 3 trust-building action*

Business	%	NGOs	%	Government	%	Media	%
Keep innovations affordable	79	Aid the vulnerable	73	Ensure our future prosperity	75	Hear our concerns, let us ask questions	73
Fully test new innovations	77	Hear our concerns, let us ask questions	73	Communicate pluses and minuses	75	Communicate pluses and minuses	71
Communicate pluses and minuses	75	Help people keep up	73	Institute safeguards	74	Ensure our future prosperity	71

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

Average acceptance rating  
for each innovation



# Restoring Trust in the Promise of Innovation



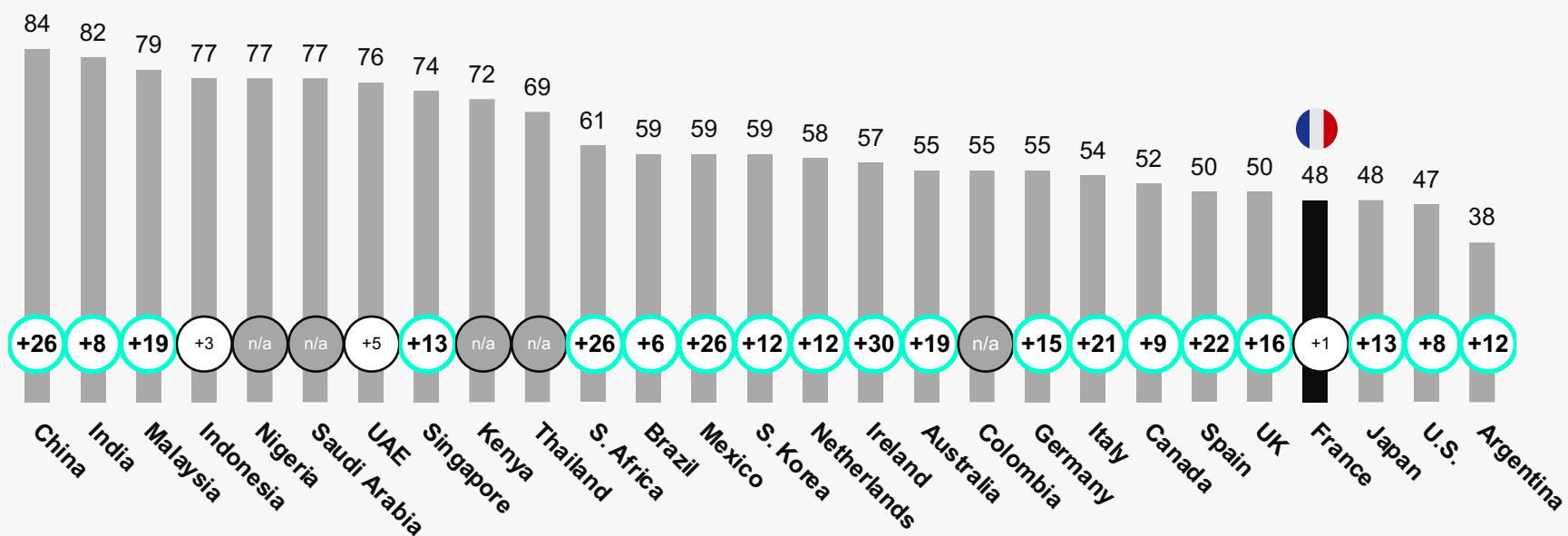
# Over Past Decade, Demand for Business-Government Partnership on Innovation Surges

Percent who say

GLOBAL 22    - 0 +    2015 to 2024    Significant change

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

60%  
+15 pts  
Change, 2015 to 2024



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

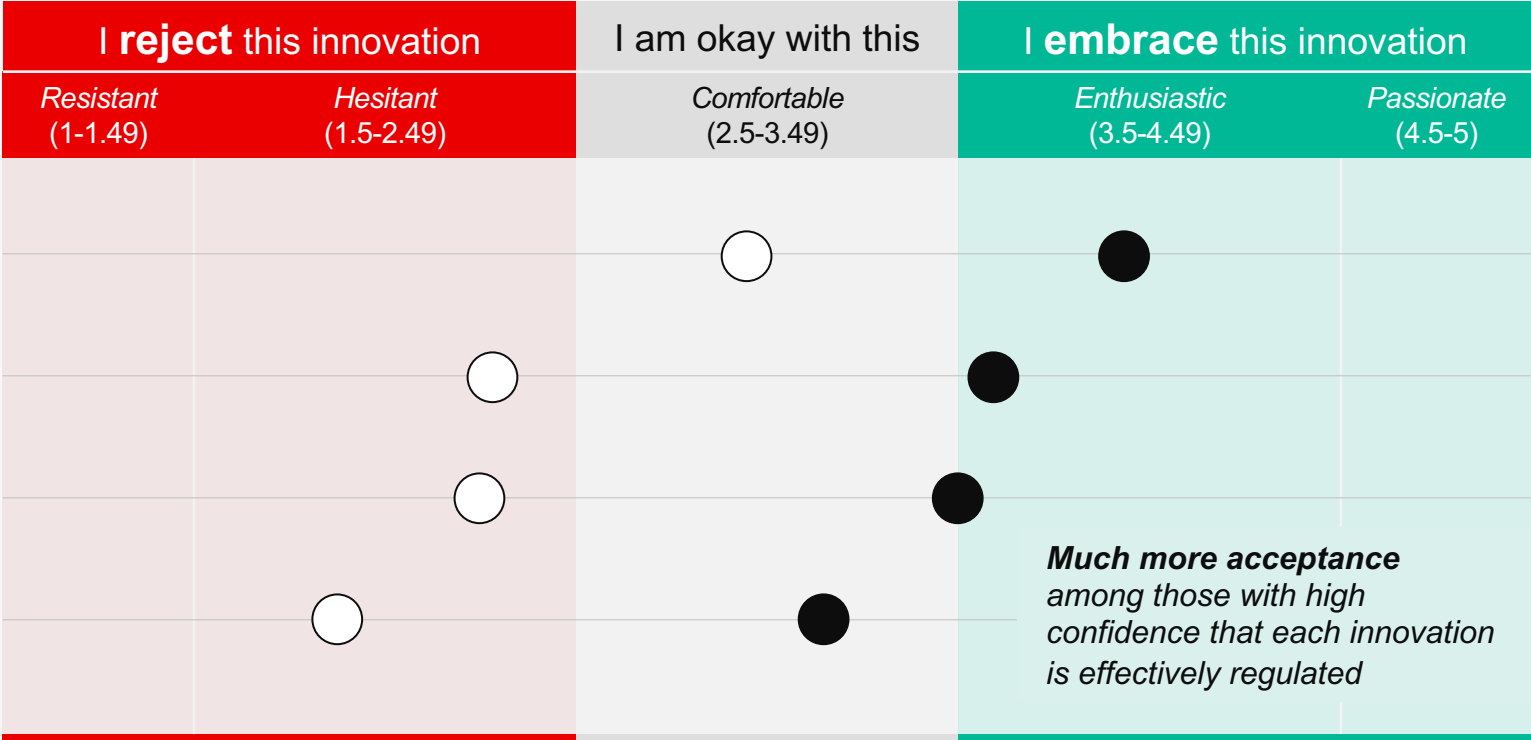
confidence that each  
innovation is  
**effectively regulated**

Green energy

AI

Gene-based medicine

GMO foods



# CEOs: Address Impacts of Innovation in Society

Percent who say, in France

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

56%

Among employees,

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

**Job skills** of the future



72

**Ethical** use of technology



68

**Automation** impact on jobs



67



# Show Me How Innovation Will Bring Us a Better Future

Average acceptance rating  
for each innovation

GLOBAL 28

Among those who have

low      high

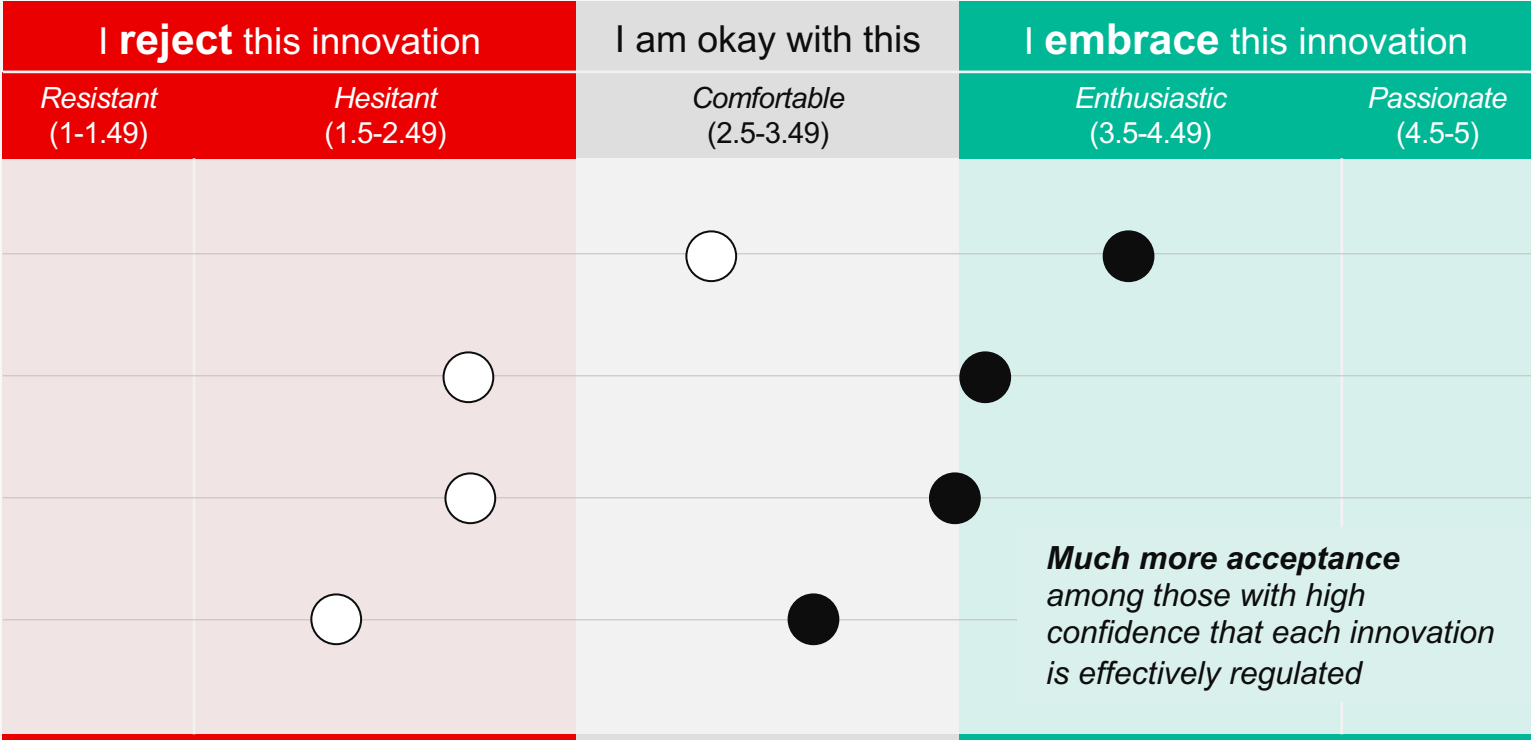
confidence that each  
innovation **will lead to  
a better future**

Green energy

AI

Gene-based medicine

GMO foods





# 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.



# 2024 Edelman Trust Barometer Team

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