

# 2024 Edelman Trust Barometer

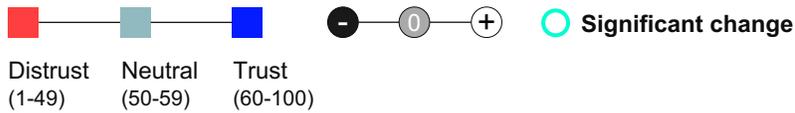
with key insights  
around AI



# 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>	Netherlands
<b>53</b>	Brazil
<b>52</b>	Canada
<b>51</b>	Colombia
<b>50</b>	Italy
<b>49</b>	Sweden
<b>48</b>	Australia
<b>48</b>	Ireland
<b>48</b>	U.S.
<b>47</b>	France
<b>47</b>	S. Africa
<b>46</b>	Germany
<b>44</b>	Spain
<b>43</b>	UK
<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>	Netherlands
<b>53</b>	Brazil
<b>53</b>	Canada
<b>52</b>	Australia
<b>50</b>	Italy
<b>49</b>	S. Africa
<b>49</b>	Sweden
<b>47</b>	Colombia
<b>47</b>	France
<b>47</b>	Ireland
<b>46</b>	Spain
<b>46</b>	U.S.
<b>45</b>	Germany
<b>43</b>	S. Korea
<b>39</b>	Argentina
<b>39</b>	Japan
<b>39</b>	UK

### 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>
UK	<b>-4</b>

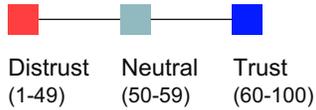
*UK now among  
least-trusting countries*



# Mass-Class Divide: Income-Based Inequality Across Markets

## Trust Index

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



*Double-digit trust inequality in 23 countries, up from 21 countries in 2023*

**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., by income

Income quartiles were determined separately for each country based on the distribution of household incomes among respondents from that country.

### 2024 High income (top 25%)

63	Global 28
88	Saudi Arabia
87	China
83	UAE
82	Indonesia
82	Thailand
80	India
74	Malaysia
73	Singapore
71	Kenya
70	Nigeria
64	The Netherlands
63	Mexico
58	Canada
58	Italy
57	Brazil
57	U.S.
56	Australia
56	Colombia
56	S. Africa
56	Sweden
55	France
55	Germany
52	Spain
51	Ireland
48	Japan
48	UK
44	S. Korea
43	Argentina

### 2024 Low income (bottom 25%)

50	Global 28
70	China
69	India
68	UAE
65	Saudi Arabia
63	Indonesia
62	Malaysia
61	Singapore
59	Kenya
56	Nigeria
55	Thailand
52	Mexico
50	Brazil
48	The Netherlands
47	Australia
47	Canada
45	S. Africa
45	Sweden
44	Ireland
42	Italy
41	Spain
40	U.S.
38	Colombia
38	France
37	Germany
37	S. Korea
35	Argentina
32	Japan
32	UK

### Greatest income-based trust inequality in:

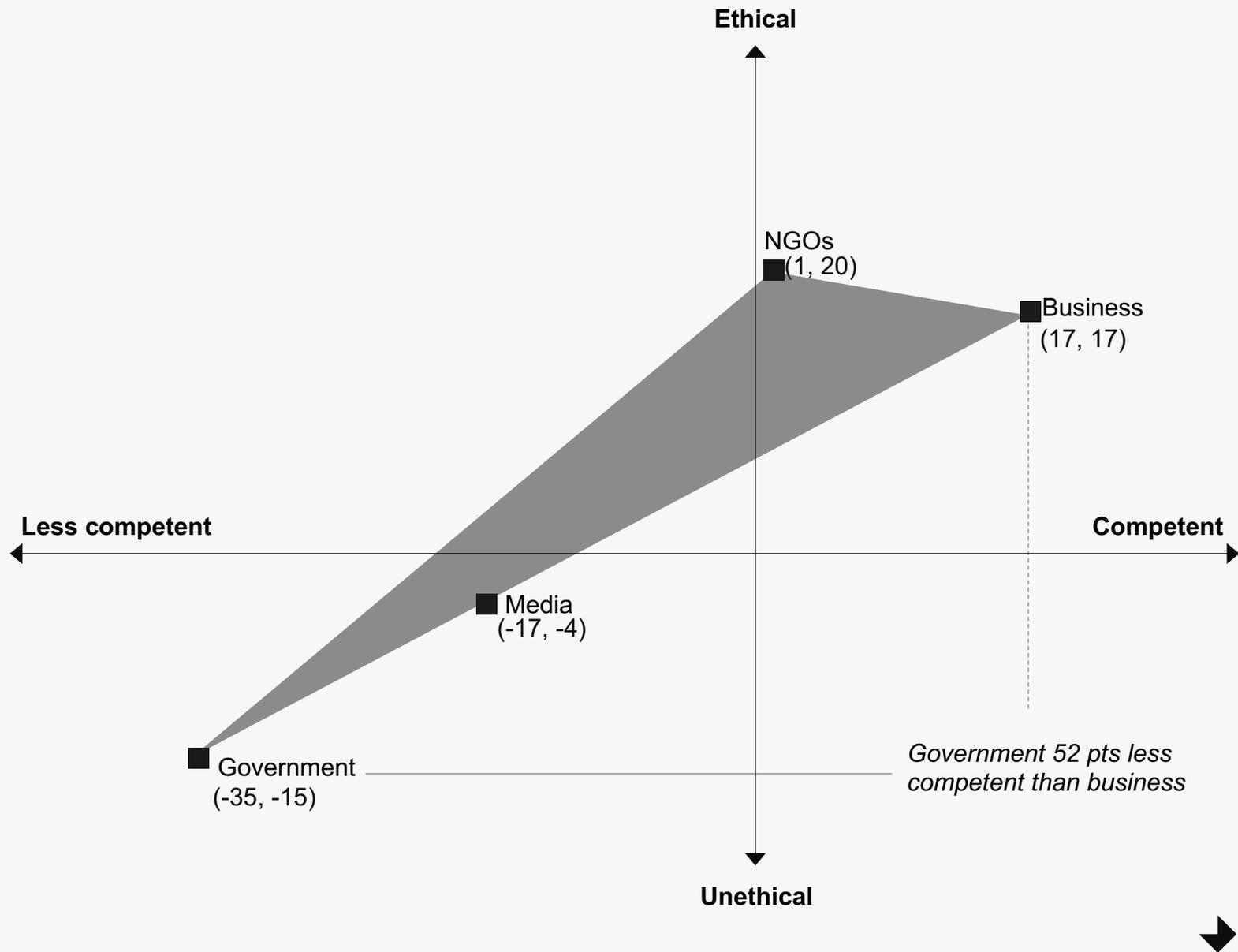
Thailand	27pts
Saudi Arabia	23pts
Indonesia	19pts
Colombia	18pts
Germany	18pts



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

(Competence score, net ethical score)

GLOBAL 25 Excludes China, S. Korea, Thailand



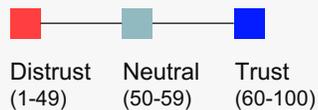
2024 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]\_PER\_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU\_3D\_[INS]/1. Media and NGOs were only asked of half the sample. General population, 25-mkt avg. Data not collected in China and Thailand; Due to a translation inconsistency in S. Korea, it has been excluded from this analysis. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.



# Trust Imbalance: Business Most Trusted to Integrate Innovation into Society

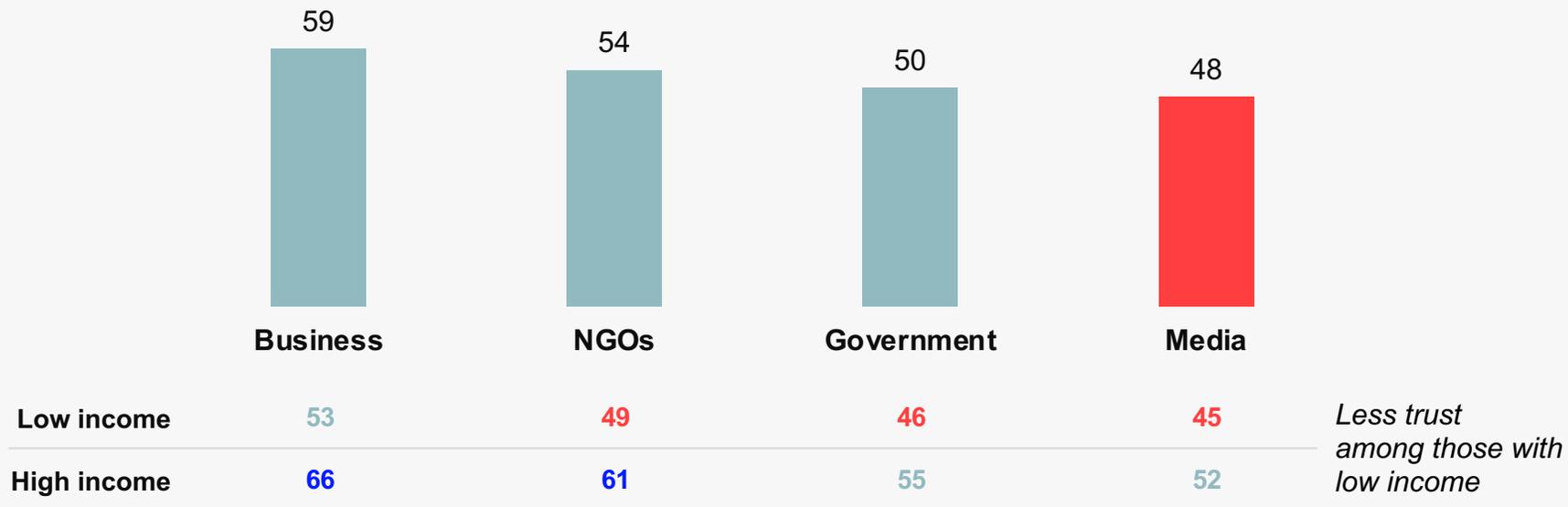
Percent trust

**GLOBAL 26** Excl China, Saudi Arabia



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

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



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



# Establishment Leaders Not Trusted to Tell Us the Truth

Percent who worry

GLOBAL 28  Significant change



Government leaders



Business leaders



Journalists and reporters

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

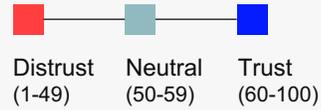
2024 Edelman Trust Barometer. POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. General population, 28-mkt avg. Attributes asked of half the sample. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



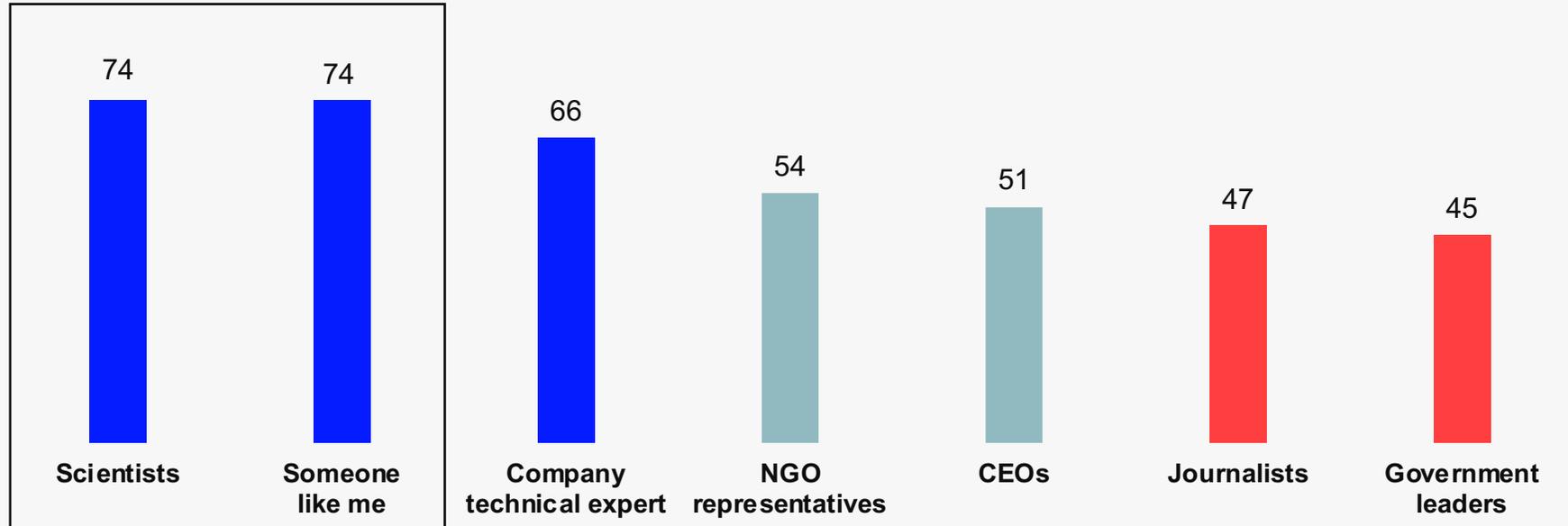
# Dispersion of Authority: Peers on Par With Scientists

Percent trust

**GLOBAL 26** Excl China, Saudi Arabia



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



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



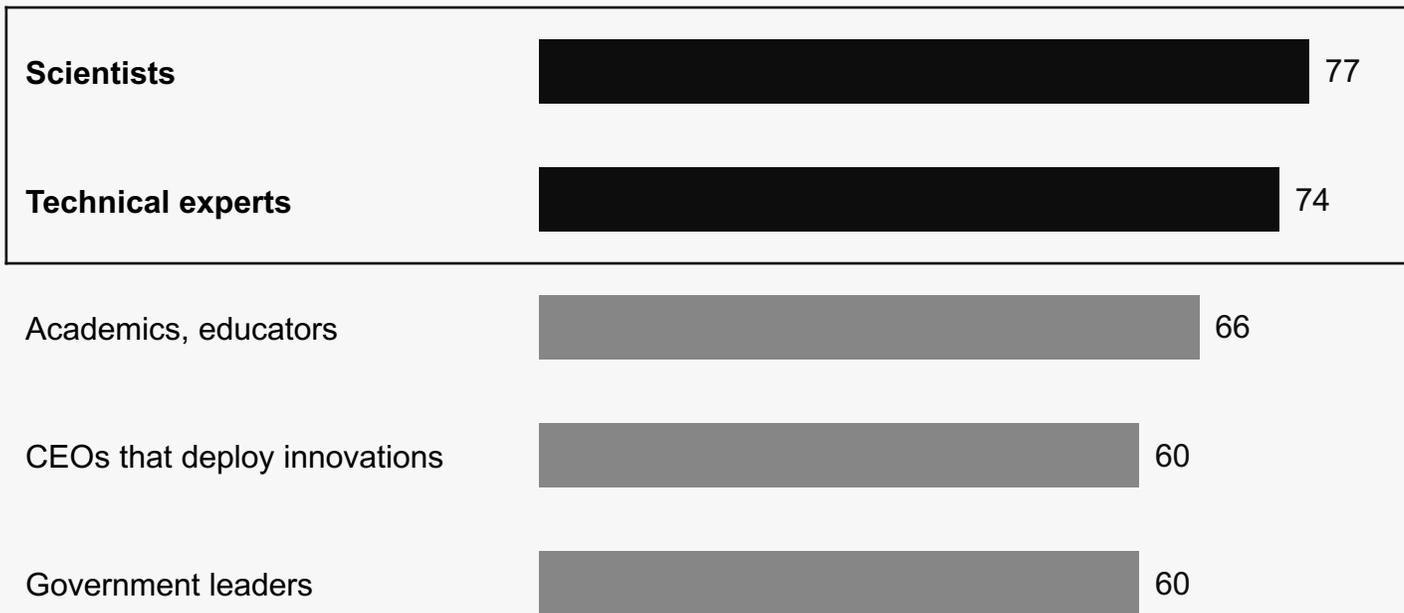
# Scientists and Experts Expected to Lead on Implementation of Innovation

Percent who say

GLOBAL 28

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

Showing top 5 of 11 items



# Nearly 2x More Likely to Fear Innovation Poorly Managed

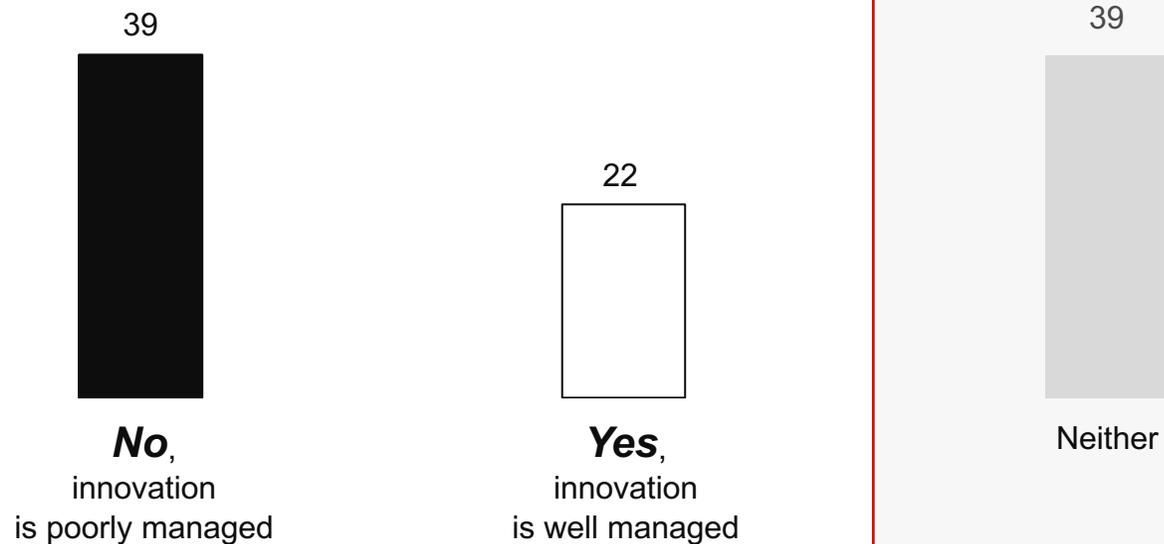
On average, percent who say

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

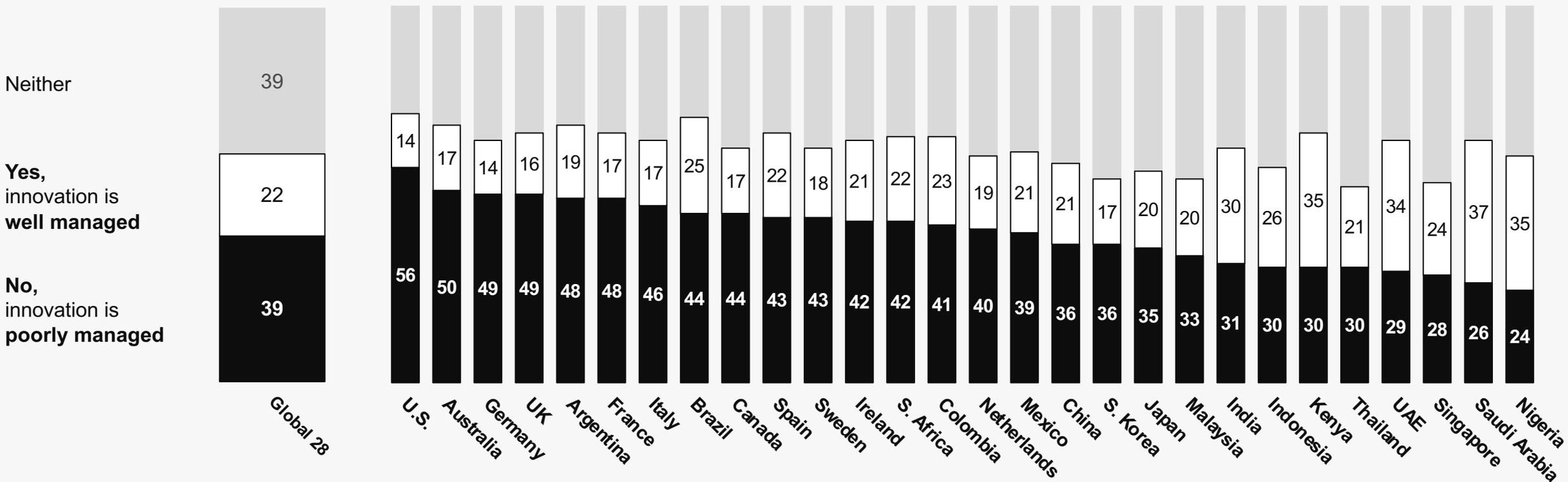


# Nearly All Countries More Likely to Believe Innovation is Mismanaged Rather Than Well Managed

On average, percent who say

GLOBAL 28

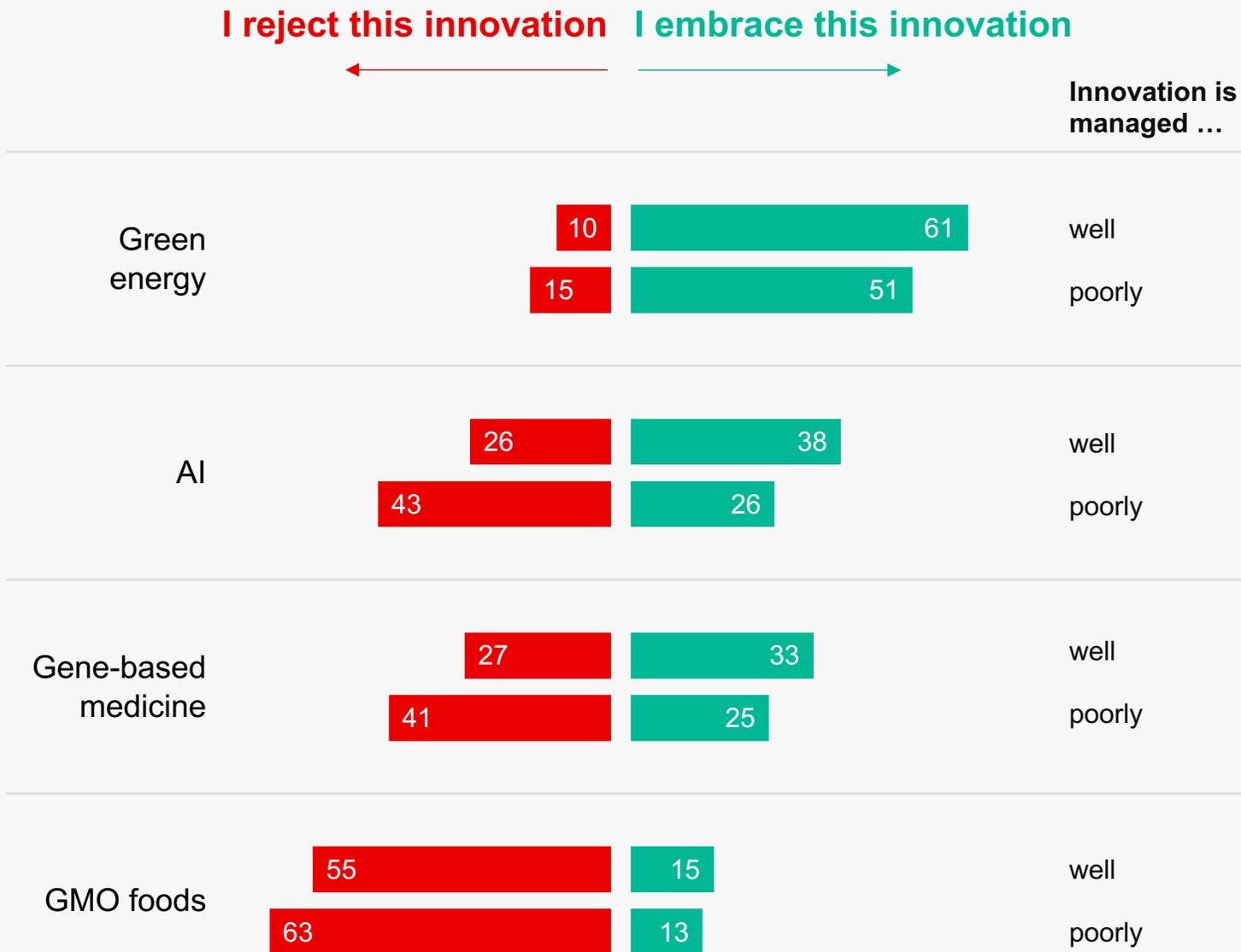
More likely to say innovation is poorly managed, not well, in 24 of 28 countries; in the U.S., a 4:1 ratio



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

Percent who say

GLOBAL 28

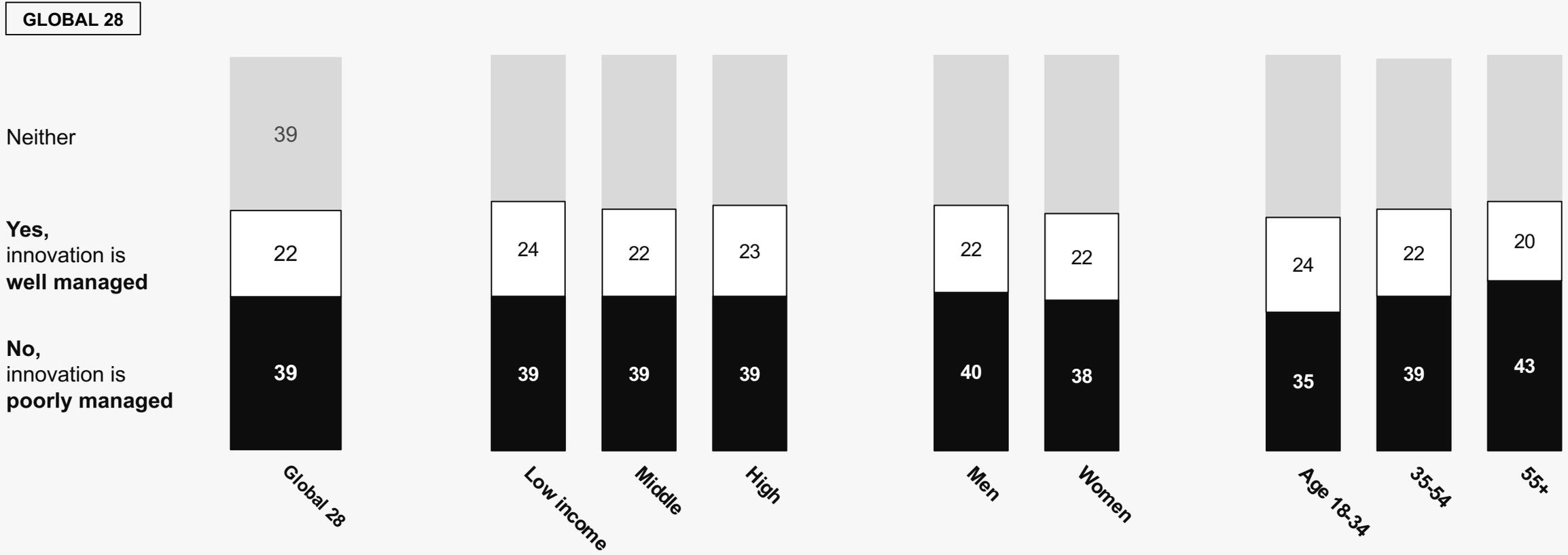


2024 Edelman Trust Barometer. CHG\_TEC\_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, 28-mkt avg., by the innovation management scale. For a full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



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

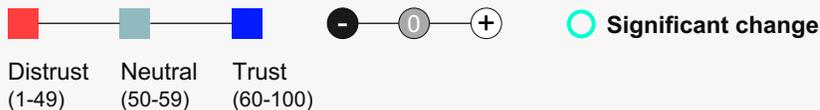
On average, percent who say



# Technology Sector Trusted in All 28 Countries

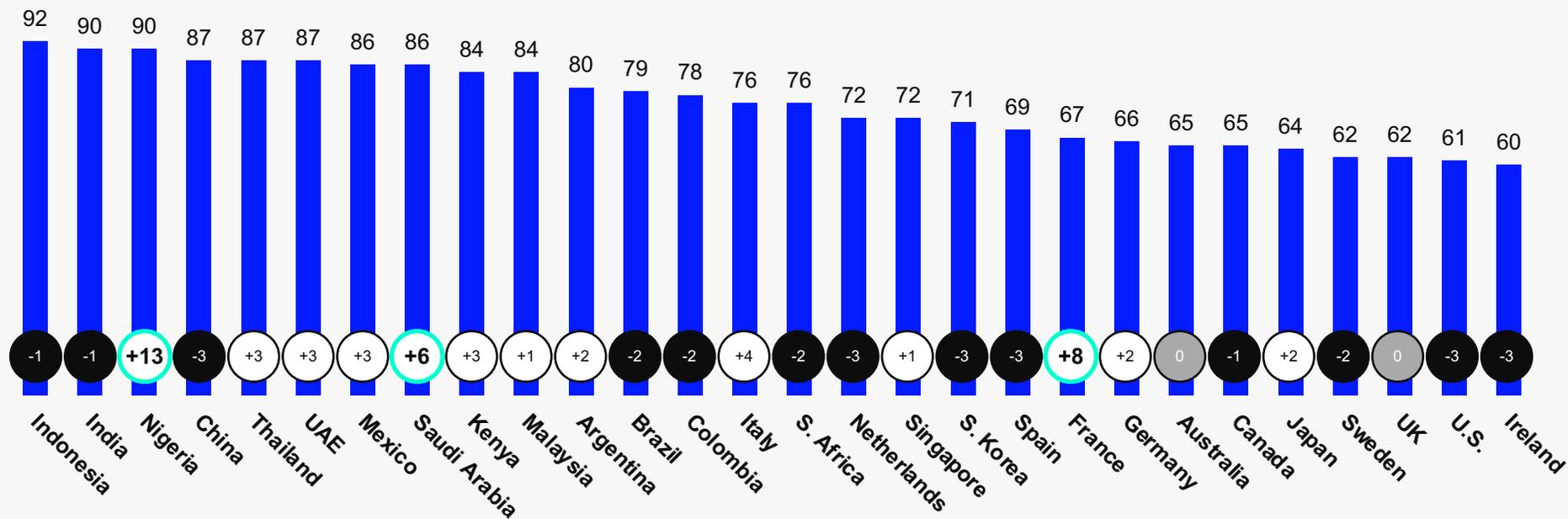
Percent trust in companies within the technology sector

GLOBAL 28



76

▲  
+1 pt  
Change, 2023 to 2024



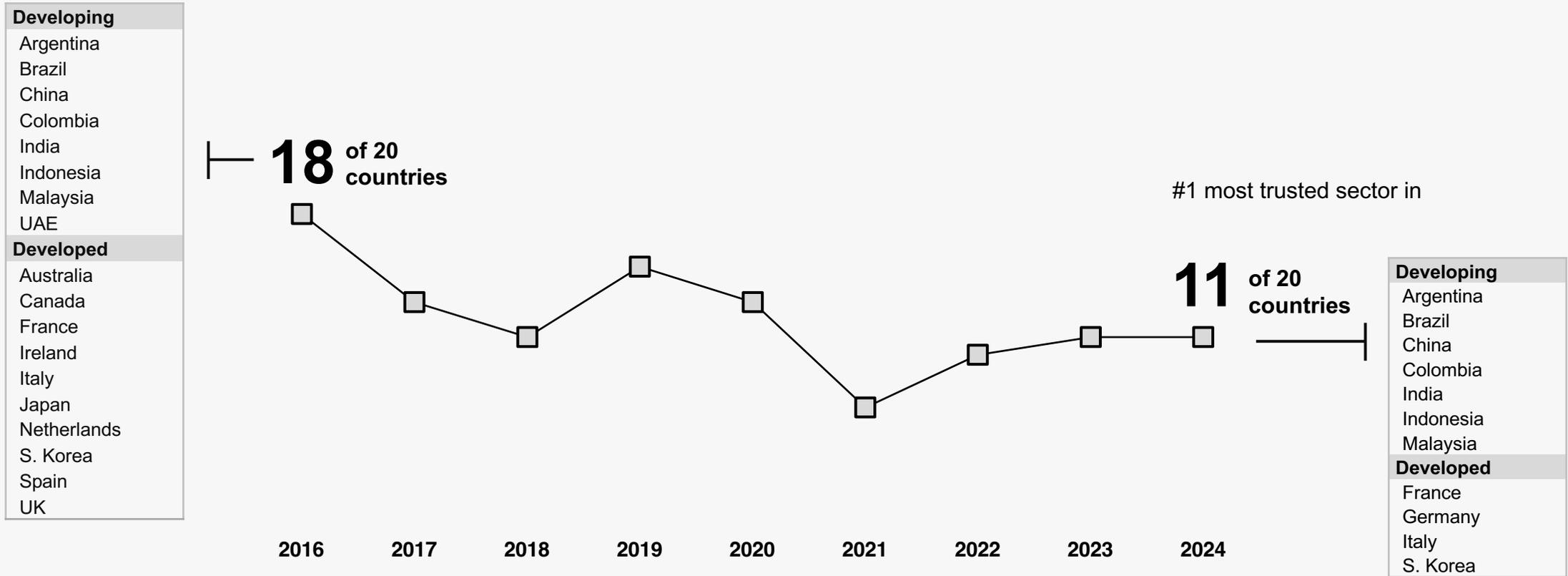
2024 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using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

In Malaysia, the Malay translation of the question text in 2023 used a term meaning "believe" rather than "trust." The 2024 translation of the term has been adjusted to better reflect the English meaning but is otherwise comparable year-to-year.



# Technology Sector Losing Trust Leadership in Key Markets

Number of countries in which technology is the #1 most trusted sector



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, 20-mkt avg. Rank-order ties broken by decimal.

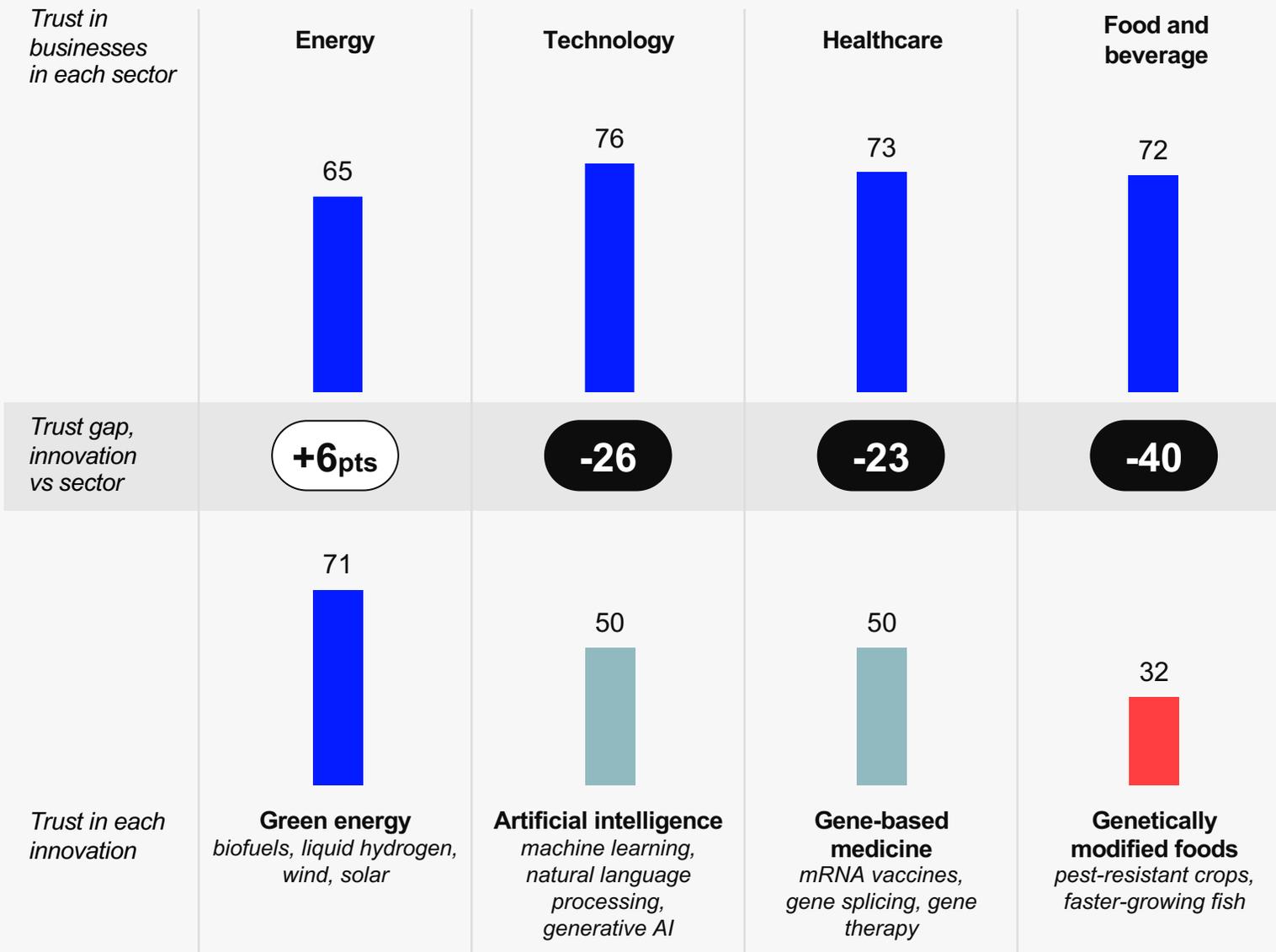


# Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

Percent trust



2024 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. TEC\_TRU. How much do you trust each of these technologies? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg.



# 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

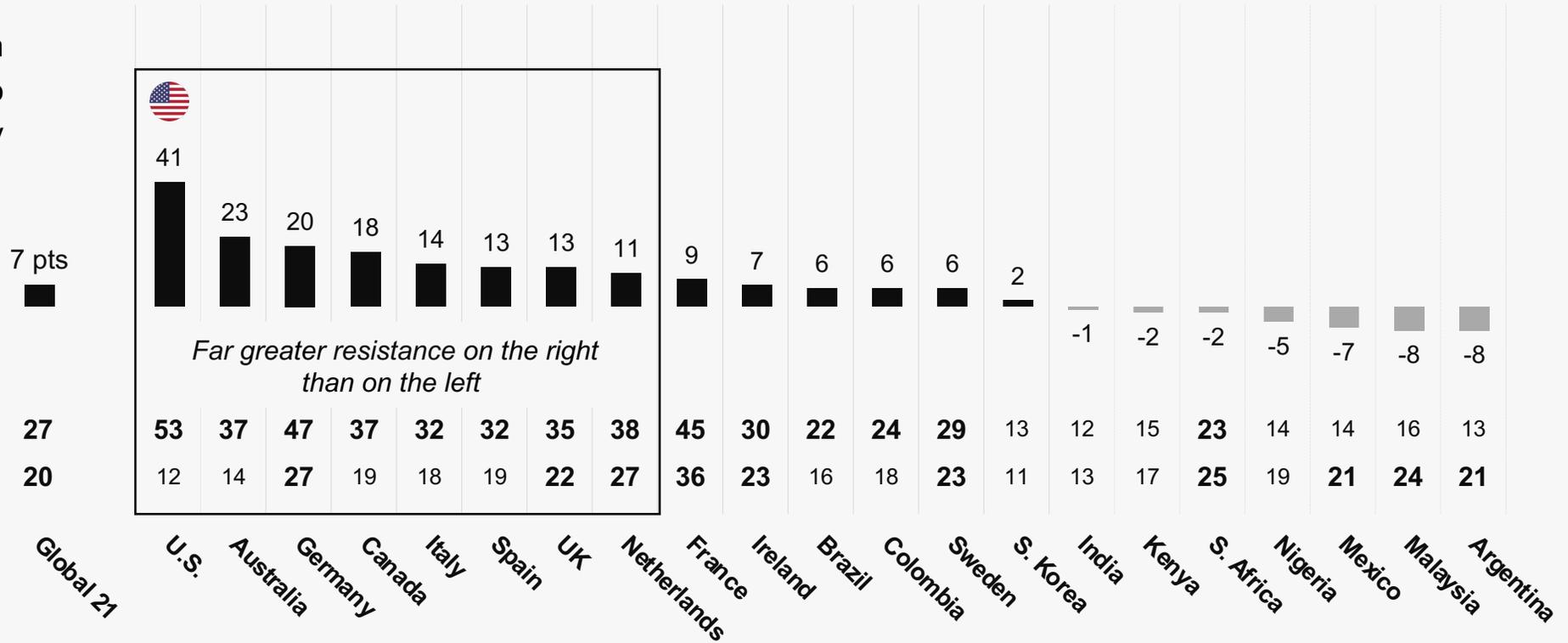
**Difference in innovation rejection**  
between those who lean right or left politically

Political leaning

Right

Left

7 pts



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

bold font indicates  
20% or more reject innovation

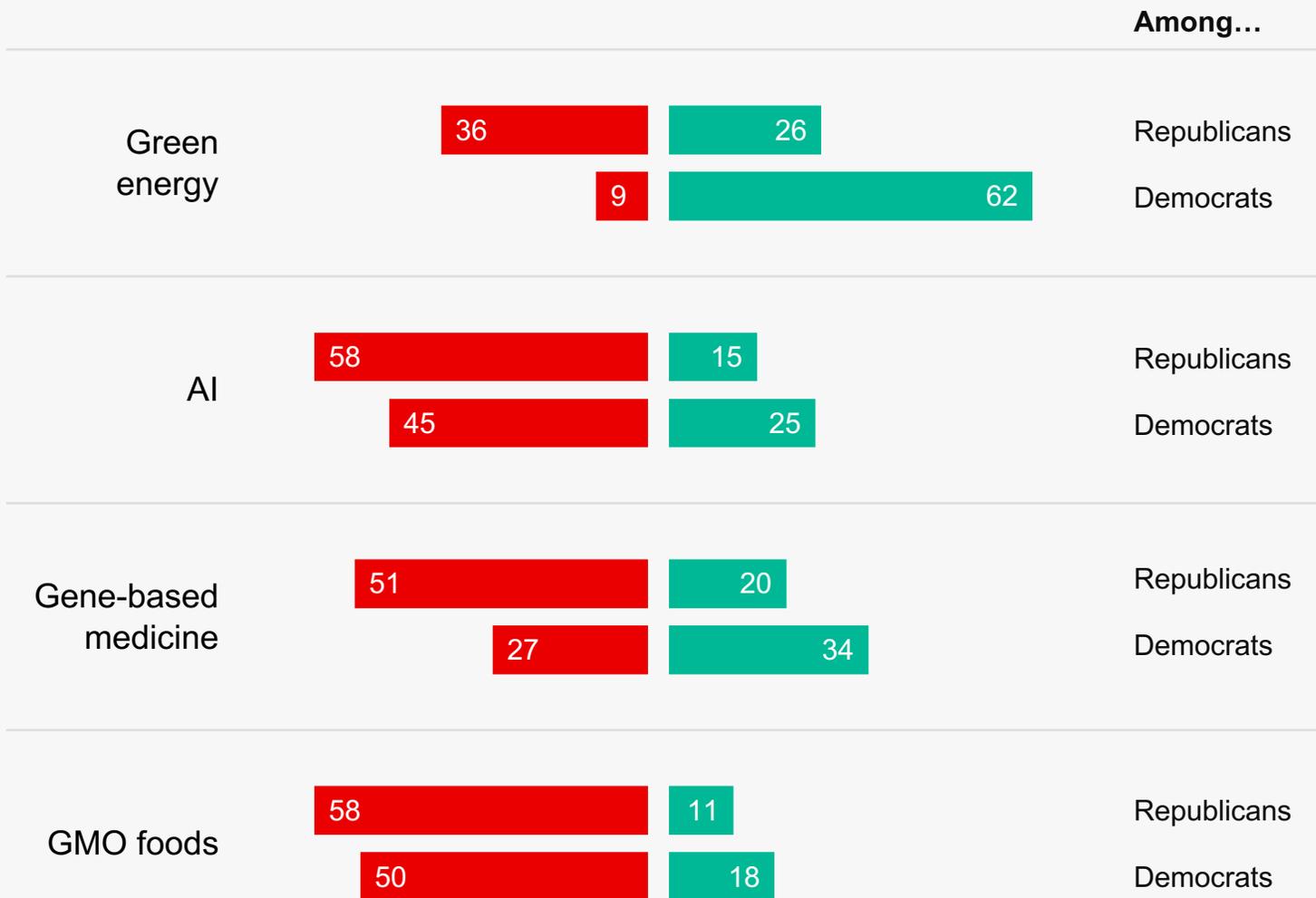
2024 Edelman Trust Barometer. CHG\_TEC\_COM. How would you characterize your feelings about each of the following? 5-point scale; Data is showing the percent of respondents who, on average, rejected innovation when looking at the mean scores "acceptance ratings" for each of the four innovations, and 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).



# Among Republicans: More Rejection, Less Enthusiasm for Emerging Technologies

Percent who say, in the U.S.

I reject this innovation ← | → I embrace this innovation

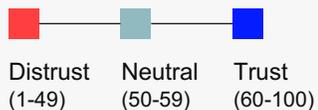


2024 Edelman Trust Barometer. CHG\_TEC\_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, U.S., by political affiliation.

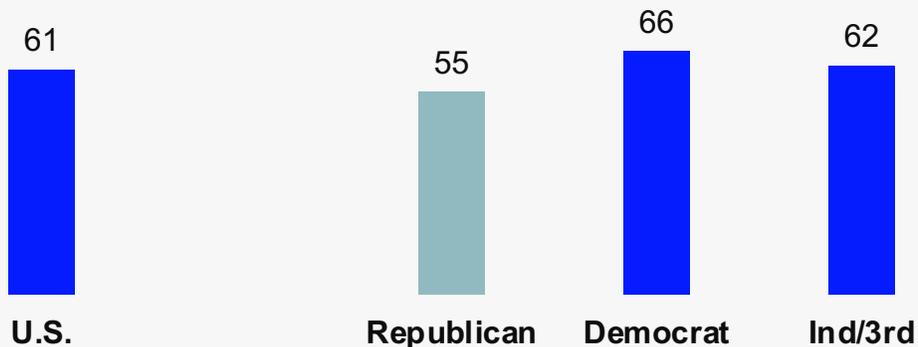


# In the U.S., Republicans Least Trusting of Tech Companies and AI Technology

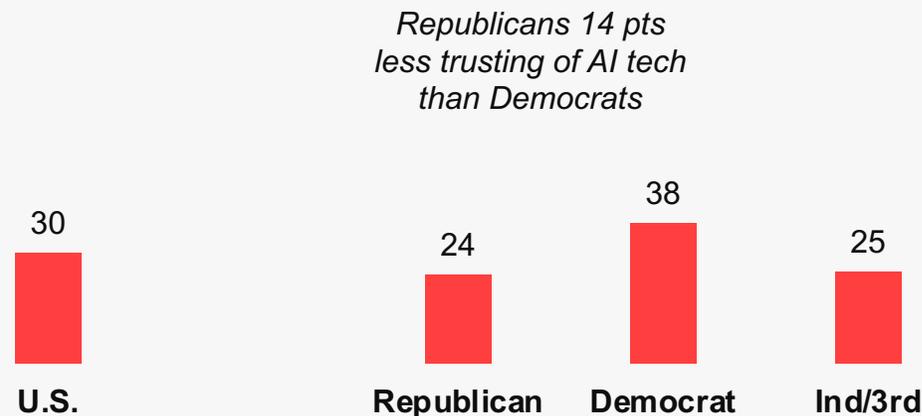
Percent trust, in the U.S.



I trust companies in the **tech sector**

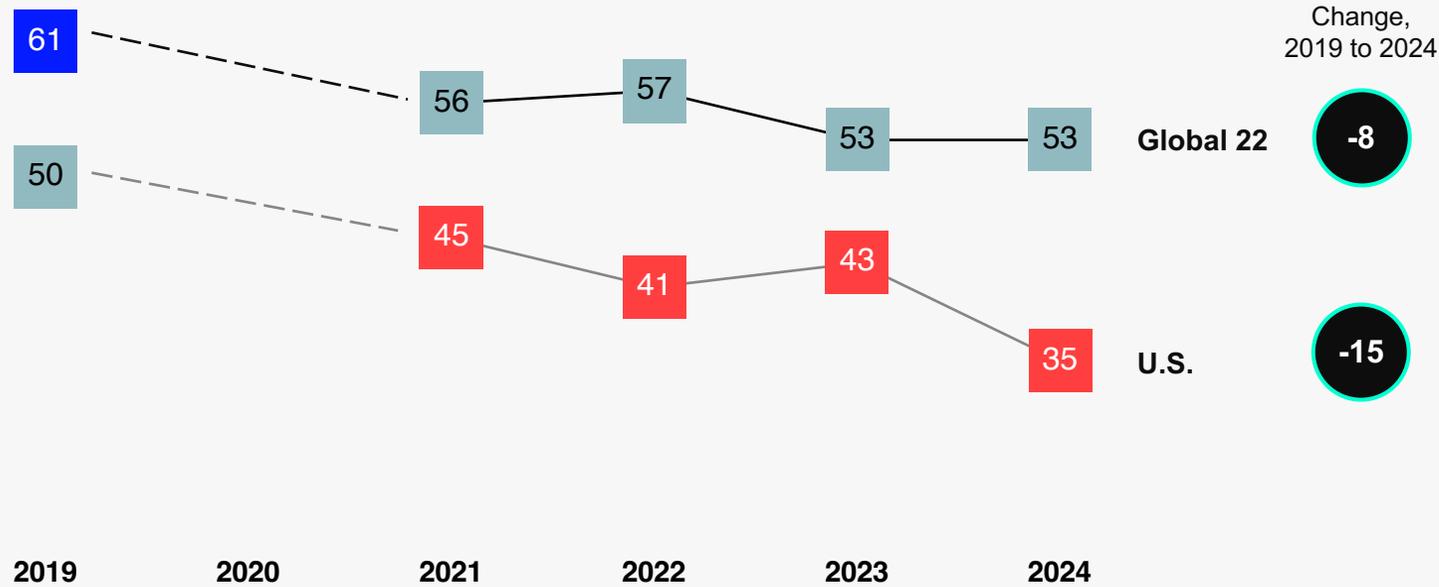
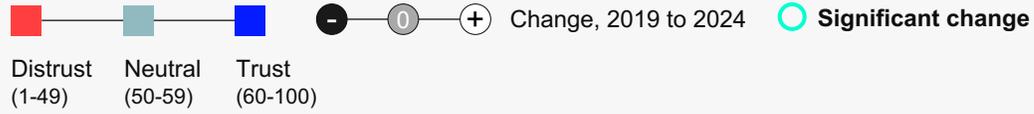


I trust **AI technology**



# Since 2019, Trust in AI Companies Declines

Percent trust in AI companies

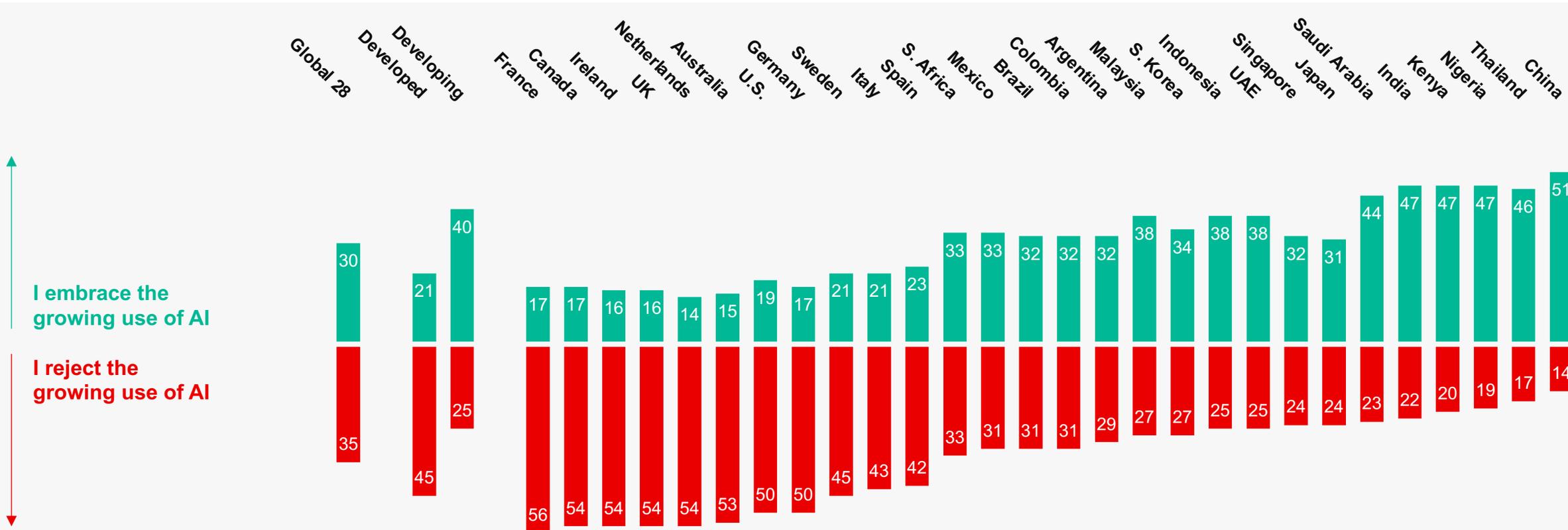


2024 Edelman Trust Barometer. TRU\_SUB\_TEC. Now thinking about specific sectors within the technology industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 22-mkt avg., and the U.S. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



# Resistance to AI Stronger in Developed Markets

Percent who say



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 developed and developing countries.



# Barriers to AI Adoption: Concerns Over Privacy 2x More Widespread Than Concerns Over Job Impacts

Among those who feel less than enthusiastic about the growing use of AI, percent who say

GLOBAL 28

I am less than enthusiastic about AI because it ...		Developed	Developing	U.S.	
could compromise my privacy	39	41	35	52	
may devalue what it means to be human	36	35	38	38	
could be harmful to people	35	38	31	<b>57</b>	<i>U.S. most concerned over AI's potential harm to society and people</i>
could be harmful to society	35	40	29	<b>61</b>	
is not adequately tested and evaluated	35	40	30	54	
is happening too fast	32	36	28	35	
will worsen societal inequalities	27	28	26	33	
could threaten my job security	22	18	26	19	<i>Threats to job security less of a concern</i>

2024 Edelman Trust Barometer. CHG\_TEC\_WHY. You just indicated that you are less than enthusiastic about the growing use of AI. Which of the following best describes why you feel that way? Select all that apply. Question asked among those who said they were less than enthusiastic about the growing use of AI, in half the sample. General population, 28-mkt avg., and by developed and developing markets, and in the U.S.



# To Increase Enthusiasm for AI, Explain its Benefits to Me and Society

Among those who feel less than enthusiastic about the growing use of AI, percent who say

GLOBAL 28

I would feel more positive about AI if I could ...		Developed	Developing	U.S.
see the <b>benefits for society</b>	53	46	61	<b>49</b>
<b>understand it better</b>	51	41	61	38
see the <b>benefits for me</b>	51	43	59	40
see how it would <b>save me money</b>	48	39	58	36
<b>trust business</b> to thoroughly test it	48	42	54	<b>49</b>
have confidence those <b>adversely affected will be taken care of</b>	46	39	54	43
<b>slow down the pace</b> at which it was happening	46	42	50	<b>48</b>
<b>trust government</b> to ensure it was well-regulated	46	39	53	41

*U.S. enthusiasm for AI most likely to increase with understanding of societal benefits, more trust in business testing, and slower pace*

2024 Edelman Trust Barometer. TEC\_COM\_LVR. How much would each of the following help to make you feel more positive about the growing use of AI than you do now? 5-point scale, top 2 box; help a lot or extremely helpful. Question asked among those who said they were less than enthusiastic about the growing use of AI, in half the sample. General population, 28-mkt avg., and by developed and developing markets, and in the U.S.



# 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.

